



TOPLINE & METHODOLOGY

Ipsos poll on the war in Iran

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: March 27-29, 2026
 Number of interviews: 1,021
 Number of Republican interviews: 304
 Number of Democrat interviews: 317
 Number of independent/other interviews: 377

Margin of error: +/- 3.4 percentage points at the 95% confidence level for all respondents
 Margin of error: +/- 7.9 percentage points at the 95% confidence level for Republican respondents
 Margin of error: +/- 6.1 percentage points at the 95% confidence level for Democrat respondents
 Margin of error: +/- 5.7 percentage points at the 95% confidence level for independent/other respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

1. How much, if anything, have you heard about recent U.S. military strikes against Iran?

	Total (N=1,021)	Republican (N=304)	Democrat (N=317)	Independent (N=377)
A lot	51%	51%	55%	50%
A little	42%	44%	41%	42%
Nothing at all	6%	5%	4%	7%
Skipped	1%	-	-	*

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>	<i>Reuters/Ipsos, Feb 28-Mar 1 (N=1,025)</i>
A lot	52%	51%	29%
A little	39%	41%	57%
Nothing at all	8%	7%	13%
Skipped	1%	1%	1%





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2. Overall, do you approve or disapprove of U.S. military strikes against Iran?

	Total	Republican	Democrat	Independent
Approve	35%	74%	7%	27%
Disapprove	60%	22%	91%	68%
Skipped	5%	3%	2%	5%

TREND. Overall, do you approve or disapprove of U.S. military strikes against Iran?

	Reuters/Ipsos, March 17-19 (N=1,545)	Ipsos, March 13-15 (N=1,025)
Approve	37%	38%
Disapprove	59%	58%
Skipped	4%	4%

TREND FOR COMPARISON. Overall, do you approve or disapprove of U.S. military strikes against Iran?

	Ipsos, March 6-9 (N=1,021)	Reuters/Ipsos, Feb 28-Mar 1 (N=1,025)
Approve	29%	27%
Disapprove	43%	43%
Not sure	26%	29%
Skipped	2%	1%

3. Just your impression, do you think U.S. military involvement in Iran will ...

	Total	Republican	Democrat	Independent
Go on for an extended period of time	65%	40%	89%	70%
End pretty quickly in a matter of weeks	31%	58%	10%	26%
Skipped	4%	2%	1%	3%

	Ipsos, March 13-15 (N=1,025)	Ipsos, March 6-9 (N=1,021)
Go on for an extended period of time	64%	60%
End pretty quickly in a matter of weeks	33%	36%
Skipped	3%	4%





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4. As a result of U.S. military action in Iran, do you think each of following will get better or worse over the next year?

a. The quality of life for people in Iran

	Total	Republican	Democrat	Independent
Get better	21%	47%	3%	16%
Get worse	49%	23%	76%	53%
Stay about the same	13%	18%	12%	12%
Not sure	14%	12%	9%	17%
Skipped	2%	1%	*	1%

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>
Get better	23%	25%
Get worse	44%	42%
Stay about the same	15%	15%
Not sure	16%	16%
Skipped	2%	2%

b. Stability in the Middle East

	Total	Republican	Democrat	Independent
Get better	21%	49%	3%	14%
Get worse	52%	21%	84%	56%
Stay about the same	11%	17%	6%	12%
Not sure	13%	12%	7%	17%
Skipped	2%	1%	*	1%

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>
Get better	21%	22%
Get worse	46%	49%
Stay about the same	17%	14%
Not sure	14%	14%
Skipped	2%	2%



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4. As a result of U.S. military action in Iran, do you think each following will get better or worse over the next year? (*Continued*)

c. Gas prices in the U.S.

	Total	Republican	Democrat	Independent
Get better	17%	40%	2%	11%
Get worse	66%	40%	91%	70%
Stay about the same	7%	11%	3%	7%
Not sure	8%	8%	4%	10%
Skipped	2%	1%	*	1%

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>
Get better	14%	11%
Get worse	65%	67%
Stay about the same	10%	12%
Not sure	10%	9%
Skipped	2%	2%

5. How concerned, if at all, are you about each of the following as part of U.S. military action in Iran?

a. The financial costs of U.S. military action in Iran

	Total	Republican	Democrat	Independent
Very concerned	47%	21%	72%	51%
Somewhat concerned	30%	38%	22%	31%
Not too concerned	15%	28%	4%	13%
Not at all concerned	6%	11%	2%	4%
Skipped	3%	1%	*	1%
<i>Concerned (Net)</i>	<i>77%</i>	<i>60%</i>	<i>94%</i>	<i>82%</i>
<i>Not Concerned (Net)</i>	<i>20%</i>	<i>39%</i>	<i>6%</i>	<i>17%</i>

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>
Very concerned	39%	43%
Somewhat concerned	33%	31%
Not too concerned	17%	18%
Not at all concerned	8%	7%
Skipped	3%	2%
<i>Concerned (Net)</i>	<i>72%</i>	<i>73%</i>
<i>Not Concerned (Net)</i>	<i>25%</i>	<i>25%</i>



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5. How concerned, if at all, are you about each of the following as part of U.S. military action in Iran?
(Continued)

b. Risk to the lives of American military personnel

	Total	Republican	Democrat	Independent
Very concerned	54%	41%	70%	55%
Somewhat concerned	31%	43%	23%	30%
Not too concerned	9%	12%	6%	10%
Not at all concerned	3%	3%	1%	4%
Skipped	3%	1%	*	1%
Concerned (Net)	86%	84%	94%	84%
Not Concerned (Net)	12%	14%	6%	14%

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>
Very concerned	56%	54%
Somewhat concerned	28%	31%
Not too concerned	8%	9%
Not at all concerned	4%	3%
Skipped	3%	2%
Concerned (Net)	85%	86%
Not Concerned (Net)	12%	13%

6. Would you favor or oppose sending U.S. ground troops to Iran?

	Total	Republican	Democrat	Independent
Favor	18%	41%	4%	12%
Oppose	76%	55%	95%	83%
Skipped	5%	4%	1%	4%

	<i>Ipsos, March 13-15 (N=1,025)</i>
Favor	17%
Oppose	78%
Skipped	5%



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7. Thinking about where things stand with the conflict in Iran today, which statement comes closer to your own views, even if neither is exactly right? The U.S. should ...

	Total	Republican	Democrat	Independent
Work to end U.S. involvement in the conflict quickly, even if it means we do not achieve all of our goals in Iran	66%	40%	91%	74%
Work to achieve all of our goals in Iran, even if it means U.S. involvement in the conflict continues for an extended period of time	27%	57%	8%	20%
Skipped	6%	3%	2%	6%

8. Thinking about yourself, how much, if at all, do you personally care about what's going on in Iran?

	Total	Republican	Democrat	Independent
A great deal	18%	16%	24%	17%
Quite a bit	28%	29%	32%	25%
Some	32%	32%	32%	33%
Not too much	13%	16%	10%	13%
Not at all	6%	6%	1%	10%
Skipped	3%	*	*	2%

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>
A great deal	18%	17%
Quite a bit	29%	28%
Some	34%	33%
Not too much	12%	13%
Not at all	6%	7%
Skipped	2%	2%



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9. Do you think U.S. military action in Iran will have an impact on your own personal financial situation?

	Total	Republican	Democrat	Independent
Yes, mostly positive impact	7%	10%	5%	6%
Yes, mostly negative impact	56%	39%	73%	59%
No, will not have an impact	12%	23%	7%	9%
Not sure	23%	29%	14%	26%
Skipped	2%	*	*	*

	<i>Ipsos, March 13-15 (N=1,025)</i>	<i>Ipsos, March 6-9 (N=1,021)</i>
Yes, mostly positive impact	4%	5%
Yes, mostly negative impact	53%	49%
No, will not have an impact	14%	17%
Not sure	27%	27%
Skipped	2%	2%





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About the Study

This Ipsos poll was conducted March 27-29, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,021 general population adults aged 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice and political party identification. Political party identification benchmarks are from the 2025 NPORS annual survey, with a midyear adjustment estimated across aggregated KnowledgePanel surveys accounting for changes in panelists' party identification over time. The demographic benchmarks came from the 2025 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.24. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

For more information on this news release, please contact:

Alec Tyson
Senior Vice President, US
Public Affairs
Alec.Tyson@ipsos.com





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

