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Trended Ipsos poll on U.S. military strikes on Iran

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: March 13-15, 2026
Number of interviews: 1,025

Margin of error: +/- 3.5 percentage points at the 95% confidence level for all 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

Q1. How much, if anything, have you heard about recent U.S. military strikes against Iran?

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

Q2. Overall, do you approve or disapprove of U.S. military strikes against Iran?

	Ipsos, March 13-15 (N=1,025)
Approve	38%
Disapprove	58%
Skipped	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%





TOPLINE & METHODOLOGY

Q3. Just your impression, do you think U.S military improvement in Iran will...?

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

Q4. In your view, has President Trump clearly explained the goals of U.S military involvement in Iran?

	Ipsos, March 13-15 (N=1,025)	Ipsos, March 6-9 (N=1,021)
Yes	29%	33%
No	66%	64%
Skipped	4%	3%

Q5_1. As a result of U.S. military action in Iran, do you think each of the following will get better or worse over the next year? The quality of life for people in Iran

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

Q5_2. As a result of U.S. military action in Iran, do you think each of the following will get better or worse over the next year? Stability in the Middle East

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





TOPLINE & METHODOLOGY

Q5_3. As a result of U.S. military action in Iran, do you think each of the following will get better or worse over the next year? Gas prices in the U.S.

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

Q6_1. How concerned, if at all, are you about each of the following as part of U.S military action in Iran? The financial costs of U.S. military action in Iran

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

Q6_2. How concerned, if at all, are you about each of the following as part of U.S military action in Iran? Risk to the lives of American military personnel

	Ipsos, March 13-15 (N=1,025)	Ipsos, March 6-9 (N=1,021)
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%





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Q7. Would you favor or oppose sending U.S. ground troops to Iran?

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

Q8. Over the long run, do you think U.S military action in Iran will...?

	Ipsos, March 13-15 (N=1,025)	<i>Ipsos, March 6-9 (N=1,021)</i>
Improve the security of the U.S.	29%	29%
Make the security of the U.S. worse	39%	42%
Not have much impact either way	29%	26%
Skipped	4%	3%





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Q9. Thinking about yourself, how much, if at all, do you personally care about what's going in Iran?

	Ipsos, March 13-15 (N=1,025)	Ipsos, March 6-9 (N=1,021)
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%

Q10. Do you think U.S. military action in Iran will have an impact on your own personal financial situation?

	Ipsos, March 13-15 (N=1,025)	Ipsos, March 6-9 (N=1,021)
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%





TOPLINE & METHODOLOGY

About the Study

This Ipsos poll was conducted March 13-15, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,025 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 3.5 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 1.29. 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.

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TOPLINE & METHODOLOGY

About Ipsos

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