



TOPLINE & METHODOLOGY

Reuters Ipsos Core Political April 2026 Topline

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: April 24-27, 2026
Number of interviews: 1,269

Margin of error: +/- 2.9 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 3.2 percentage points at the 95% confidence level for Registered Voters
Margin of error: +/- 4.8 percentage points at the 95% confidence level for Republican respondents
Margin of error: +/- 5.4 percentage points at the 95% confidence level for Democratic respondents
Margin of error: +/- 4.8 percentage points at the 95% confidence level for independent/something else 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





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CP1. In your opinion, what is the most important problem facing the U.S. today?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Economy, unemployment, and jobs	20%	19%	16%	25%
Threats to democratic values and norms	12%	6%	25%	9%
Corruption	12%	13%	10%	13%
War and foreign conflicts	8%	9%	10%	6%
Political violence and extremism	8%	10%	6%	8%
Immigration	6%	12%	3%	5%
Healthcare system	5%	6%	5%	5%
Morality	5%	9%	2%	5%
Racism and discrimination	3%	*	8%	2%
Crime	3%	4%	2%	3%
Terrorism and extremism	2%	5%	1%	1%
Environment and climate	2%	-	3%	2%
Public health, disease, and illness	1%	1%	*	1%
Education	1%	1%	2%	1%
Other	6%	4%	6%	8%
Don't know	4%	2%	3%	6%
Skipped	1%	-	-	-

CP2. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	19%	46%	4%	11%
Wrong track	64%	33%	90%	72%
Don't know	16%	21%	6%	17%
Skipped	1%	1%	-	*





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Approval5_1. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

	Total (N=1,269)	Registered Voters (N=1,014)	Republican (N=435)	Democrat (N=351)	Ind/Somethin g else (N=451)
Strongly approve	15%	18%	39%	1%	7%
Somewhat approve	19%	20%	38%	3%	17%
Somewhat disapprove	16%	13%	15%	11%	20%
Strongly disapprove	48%	49%	8%	85%	54%
Skipped	2%	1%	-	-	2%
Approve (Net)	34%	37%	78%	4%	24%
Disapprove (Net)	64%	62%	22%	96%	74%

Approval5_2. [Base: If skipped Approval5_1] If you had to choose, do you lean more towards approve or disapprove?

	Total (N=27)	Registered Voters (N=6)	Republican (N=0)	Democrat (N=0)	Ind/Somethin g else (N=9)
Approve	11%	17%	-	-	10%
Disapprove	12%	18%	-	-	23%
Skipped	77%	65%	-	-	67%





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Approval5_Sum. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president? If you had to choose, do you lean more towards approve or disapprove?

	Total (N=1,269)	Registered Voters (N=1,014)	Republican (N=435)	Democrat (N=351)	Ind/Somethin g else (N=451)
Strongly approve	15%	18%	39%	1%	7%
Somewhat approve	19%	20%	38%	3%	17%
Lean towards approve	*	*	-	-	*
Lean towards disapprove	*	*	-	-	*
Somewhat disapprove	16%	13%	15%	11%	20%
Strongly disapprove	48%	49%	8%	85%	54%
Skipped	2%	*	-	-	1%
Approve (Net)	34%	37%	78%	4%	24%
Disapprove (Net)	64%	62%	22%	96%	74%





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TM3287Y24. Thinking about the elections in 2026, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic candidate	36%	2%	87%	27%
Republican candidate	31%	82%	2%	15%
Candidate from another political party	3%	1%	1%	7%
Don't know	14%	10%	6%	21%
Will not/do not plan to vote	15%	5%	3%	30%
Skipped	1%	-	-	-

TM3154Y23_1. Would you say you are generally favorable or unfavorable towards these public figures?
Donald Trump

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	18%	48%	2%	9%
Somewhat favorable	18%	33%	5%	18%
Somewhat unfavorable	11%	11%	6%	16%
Very unfavorable	48%	7%	87%	53%
I have not heard of them	1%	*	*	2%
Skipped	2%	-	*	2%
Favorable (Net)	37%	81%	7%	26%
Unfavorable (Net)	59%	18%	93%	69%





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TM3154Y23_2. Would you say you are generally favorable or unfavorable towards these public figures?
J.D. Vance

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	18%	47%	2%	9%
Somewhat favorable	17%	30%	2%	18%
Somewhat unfavorable	14%	11%	13%	19%
Very unfavorable	40%	6%	78%	40%
I have not heard of them	9%	6%	5%	13%
Skipped	2%	*	-	2%
Favorable (Net)	35%	77%	4%	27%
Unfavorable (Net)	54%	17%	91%	59%

TM3154Y23_3. Would you say you are generally favorable or unfavorable towards these public figures?
Marco Rubio

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	17%	41%	2%	10%
Somewhat favorable	17%	28%	6%	16%
Somewhat unfavorable	18%	9%	28%	18%
Very unfavorable	27%	2%	53%	28%
I have not heard of them	19%	18%	11%	25%
Skipped	3%	2%	*	3%
Favorable (Net)	33%	69%	8%	26%
Unfavorable (Net)	45%	12%	81%	46%





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TM3154Y23_5. Would you say you are generally favorable or unfavorable towards these public figures?
Robert F. Kennedy Jr.

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	13%	27%	2%	10%
Somewhat favorable	23%	42%	8%	21%
Somewhat unfavorable	15%	15%	10%	19%
Very unfavorable	38%	10%	72%	37%
I have not heard of them	8%	6%	6%	10%
Skipped	2%	*	*	2%
Favorable (Net)	36%	68%	11%	31%
Unfavorable (Net)	53%	25%	83%	57%

TM1128Y17_1. Do you approve or disapprove of the way President Donald Trump is handling the following issues? The U.S. economy

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Strongly approve	11%	28%	1%	5%
Somewhat approve	16%	38%	2%	11%
Somewhat disapprove	16%	18%	12%	18%
Strongly disapprove	47%	10%	81%	53%
Don't know	8%	6%	3%	11%
Skipped	2%	-	1%	1%
Approve (Net)	27%	66%	3%	16%
Disapprove (Net)	63%	28%	93%	71%





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TM1128Y17_7. Do you approve or disapprove of the way President Donald Trump is handling the following issues? Immigration

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Strongly approve	24%	57%	2%	16%
Somewhat approve	14%	23%	5%	14%
Somewhat disapprove	13%	10%	12%	17%
Strongly disapprove	41%	6%	79%	43%
Don't know	6%	4%	2%	9%
Skipped	2%	-	1%	1%
Approve (Net)	38%	80%	7%	30%
Disapprove (Net)	55%	16%	90%	61%

TM1128Y17_8. Do you approve or disapprove of the way President Donald Trump is handling the following issues? Your cost of living

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Strongly approve	8%	20%	1%	4%
Somewhat approve	14%	32%	2%	11%
Somewhat disapprove	18%	26%	12%	18%
Strongly disapprove	51%	16%	82%	56%
Don't know	7%	7%	3%	10%
Skipped	2%	*	*	1%
Approve (Net)	22%	52%	3%	15%
Disapprove (Net)	69%	41%	94%	74%





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TM1128Y17_19. Do you approve or disapprove of the way President Donald Trump is handling the following issues? Crime

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Strongly approve	19%	43%	2%	13%
Somewhat approve	18%	34%	7%	15%
Somewhat disapprove	13%	9%	16%	16%
Strongly disapprove	37%	6%	68%	41%
Don't know	10%	8%	6%	14%
Skipped	2%	-	*	1%
Approve (Net)	37%	77%	9%	28%
Disapprove (Net)	51%	15%	84%	56%

TM1128Y17_25. Do you approve or disapprove of the way President Donald Trump is handling the following issues? U.S. foreign policy

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Strongly approve	17%	42%	1%	10%
Somewhat approve	14%	28%	2%	11%
Somewhat disapprove	13%	13%	11%	14%
Strongly disapprove	46%	9%	81%	52%
Don't know	8%	7%	3%	11%
Skipped	2%	1%	*	1%
Approve (Net)	30%	70%	4%	21%
Disapprove (Net)	59%	21%	92%	67%





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TM1128Y17_36. Do you approve or disapprove of the way President Donald Trump is handling the following issues? Inflation/rising prices

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Strongly approve	8%	20%	1%	3%
Somewhat approve	13%	30%	2%	9%
Somewhat disapprove	18%	25%	11%	19%
Strongly disapprove	52%	18%	84%	58%
Don't know	7%	6%	2%	10%
Skipped	2%	-	1%	2%
Approve (Net)	21%	51%	3%	12%
Disapprove (Net)	70%	43%	95%	77%

TM1128Y17_37. Do you approve or disapprove of the way President Donald Trump is handling the following issues? Corruption

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Strongly approve	15%	37%	2%	7%
Somewhat approve	15%	29%	3%	13%
Somewhat disapprove	10%	13%	7%	12%
Strongly disapprove	48%	10%	83%	55%
Don't know	10%	11%	4%	12%
Skipped	2%	*	-	1%
Approve (Net)	29%	66%	5%	20%
Disapprove (Net)	59%	23%	90%	66%

AB2_1. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track? The national economy

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	22%	50%	4%	13%
Wrong track	61%	31%	87%	67%
Don't know	16%	18%	7%	20%
Skipped	2%	1%	1%	0%





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AB2_2. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track? Immigration policy

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	36%	78%	6%	27%
Wrong track	50%	12%	87%	56%
Don't know	12%	10%	7%	17%
Skipped	2%	*	1%	1%

AB2_3. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track? National politics

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	18%	45%	2%	10%
Wrong track	62%	33%	91%	67%
Don't know	17%	22%	6%	22%
Skipped	2%	*	1%	1%

AB2_8. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track? American foreign policy

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	26%	62%	3%	17%
Wrong track	56%	18%	89%	63%
Don't know	17%	20%	7%	20%
Skipped	2%	-	1%	0%

AB2_10. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track? Your cost of living

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	16%	39%	3%	9%
Wrong track	70%	45%	92%	75%
Don't know	12%	15%	4%	15%
Skipped	2%	1%	1%	1%





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AB2_11. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track? Employment and jobs

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	26%	59%	5%	16%
Wrong track	54%	21%	84%	61%
Don't know	18%	20%	10%	23%
Skipped	2%	*	2%	1%

AB2_12. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track? Public health policy in the U.S.

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Right direction	23%	52%	3%	17%
Wrong track	57%	25%	89%	62%
Don't know	18%	23%	7%	21%
Skipped	2%	*	1%	1%

CP_11_1. In your opinion, which political party has a better plan, policy or approach to each of the following? The U.S. economy

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	32%	4%	78%	22%
Republican Party	33%	78%	5%	20%
Other	9%	3%	4%	17%
Don't know	25%	15%	12%	40%
Skipped	2%	-	1%	1%

CP_11_4. In your opinion, which political party has a better plan, policy or approach to each of the following? Healthcare

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	38%	8%	85%	31%
Republican Party	25%	62%	3%	13%
Other	9%	5%	3%	16%
Don't know	26%	25%	9%	39%
Skipped	2%	1%	*	2%





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CP_11_5. In your opinion, which political party has a better plan, policy or approach to each of the following? Immigration

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	32%	4%	78%	23%
Republican Party	37%	82%	6%	27%
Other	7%	2%	4%	14%
Don't know	21%	11%	10%	35%
Skipped	2%	*	1%	1%

CP_11_8. In your opinion, which political party has a better plan, policy or approach to each of the following? Crime

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	26%	2%	64%	18%
Republican Party	37%	82%	8%	25%
Other	8%	1%	5%	16%
Don't know	27%	15%	21%	39%
Skipped	2%	-	1%	1%

CP_11_11. In your opinion, which political party has a better plan, policy or approach to each of the following? Cost of living

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	32%	5%	76%	23%
Republican Party	28%	68%	4%	17%
Other	10%	4%	4%	19%
Don't know	28%	21%	16%	41%
Skipped	2%	1%	1%	1%





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CP_11_12. In your opinion, which political party has a better plan, policy or approach to each of the following? Democratic values and norms

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	37%	6%	83%	31%
Republican Party	27%	67%	4%	14%
Other	9%	4%	2%	16%
Don't know	25%	22%	10%	38%
Skipped	2%	*	1%	1%

CP_11_13. In your opinion, which political party has a better plan, policy or approach to each of the following? Women's rights

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	42%	11%	84%	38%
Republican Party	25%	63%	3%	13%
Other	6%	3%	2%	12%
Don't know	25%	23%	9%	36%
Skipped	2%	-	1%	1%

CP_11_14. In your opinion, which political party has a better plan, policy or approach to each of the following? Gun violence and gun control

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	33%	5%	78%	25%
Republican Party	32%	76%	6%	19%
Other	8%	3%	3%	16%
Don't know	24%	16%	12%	37%
Skipped	2%	*	*	2%





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CP_11_15. In your opinion, which political party has a better plan, policy or approach to each of the following? Political violence and extremism

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	31%	4%	77%	21%
Republican Party	29%	70%	3%	17%
Other	9%	4%	3%	17%
Don't know	29%	22%	17%	43%
Skipped	2%	*	*	2%

CP_11_16. In your opinion, which political party has a better plan, policy or approach to each of the following? War, foreign conflicts, or terrorism

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	32%	5%	75%	25%
Republican Party	31%	74%	4%	19%
Other	9%	3%	4%	18%
Don't know	25%	18%	16%	37%
Skipped	2%	-	1%	1%

CP_11_17. In your opinion, which political party has a better plan, policy or approach to each of the following? Corruption

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	27%	4%	66%	19%
Republican Party	29%	67%	5%	18%
Other	12%	5%	8%	20%
Don't know	30%	23%	22%	41%
Skipped	2%	*	-	1%





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CP_11_18. In your opinion, which political party has a better plan, policy or approach to each of the following? Environment and climate

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	40%	13%	83%	33%
Republican Party	24%	58%	2%	15%
Other	8%	3%	4%	15%
Don't know	26%	25%	11%	37%
Skipped	2%	-	1%	1%

CP_11_19. In your opinion, which political party has a better plan, policy or approach to each of the following? Artificial intelligence (AI)

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Democratic Party	17%	3%	40%	12%
Republican Party	20%	45%	4%	12%
Other	11%	4%	9%	18%
Don't know	51%	48%	47%	57%
Skipped	2%	*	1%	2%

BFB10_1. Would you say you are generally favorable or unfavorable towards these public institutions?
The U.S. House of Representatives

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	4%	7%	3%	3%
Somewhat favorable	30%	50%	23%	22%
Somewhat unfavorable	36%	34%	37%	40%
Very unfavorable	25%	8%	36%	32%
Skipped	4%	1%	1%	4%
Favorable (Net)	34%	57%	26%	25%
Unfavorable (Net)	62%	42%	73%	71%





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BFB10_2. Would you say you are generally favorable or unfavorable towards these public institutions?
The U.S. Senate

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	4%	8%	2%	3%
Somewhat favorable	28%	46%	21%	21%
Somewhat unfavorable	39%	35%	41%	42%
Very unfavorable	25%	10%	35%	30%
Skipped	4%	1%	2%	4%
Favorable (Net)	32%	53%	22%	24%
Unfavorable (Net)	64%	45%	76%	72%

BFB10_3. Would you say you are generally favorable or unfavorable towards these public institutions?
The U.S. Supreme Court

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	8%	15%	4%	5%
Somewhat favorable	35%	55%	24%	31%
Somewhat unfavorable	32%	23%	39%	36%
Very unfavorable	21%	6%	33%	24%
Skipped	4%	2%	1%	3%
Favorable (Net)	43%	70%	28%	37%
Unfavorable (Net)	53%	28%	72%	60%

BFB10_4. Would you say you are generally favorable or unfavorable towards these public institutions?
Your State Legislature

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	7%	10%	8%	4%
Somewhat favorable	37%	44%	40%	33%
Somewhat unfavorable	31%	28%	31%	34%
Very unfavorable	21%	17%	20%	26%
Skipped	4%	1%	1%	4%
Favorable (Net)	44%	53%	48%	36%
Unfavorable (Net)	52%	45%	51%	60%





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BFB10_5. Would you say you are generally favorable or unfavorable towards these public institutions?
The Federal Reserve

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very favorable	9%	9%	12%	8%
Somewhat favorable	46%	54%	52%	37%
Somewhat unfavorable	29%	27%	25%	35%
Very unfavorable	12%	8%	10%	15%
Skipped	5%	2%	1%	4%
Favorable (Net)	55%	63%	64%	45%
Unfavorable (Net)	40%	35%	35%	50%

Econ_Y26_1. How would you describe the U.S. economy in the country today?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very strong economy	6%	13%	1%	4%
Somewhat strong economy	28%	52%	13%	23%
Somewhat weak economy	39%	28%	51%	43%
Very weak economy	24%	7%	35%	29%
Skipped	2%	1%	-	1%
Strong Economy (Net)	34%	64%	15%	27%
Weak Economy (Net)	64%	35%	85%	72%





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Econ_Y26_2. Which of the following best describes your current financial situation?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
I have enough money to live comfortably	26%	34%	24%	21%
I have enough money to cover my basic needs, and still have a little left over	36%	39%	34%	38%
I have enough money to cover my basic needs, but don't have any left over	24%	19%	29%	25%
I do not have enough money to cover my basic needs	13%	8%	12%	16%
Skipped	1%	1%	*	-

AI_2026. How would you describe the impact artificial intelligence (AI) is having on society today?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Very positive	3%	3%	2%	3%
Somewhat positive	7%	12%	4%	7%
Mix of positive and negative	55%	58%	53%	55%
Somewhat negative	18%	16%	22%	17%
Very negative	16%	11%	18%	17%
Skipped	1%	-	*	0%
Positive (Net)	10%	15%	6%	10%
Negative (Net)	34%	27%	40%	35%

TM3363Y26. Overall, do you approve or disapprove of U.S. military strikes against Iran?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Approve	34%	75%	6%	24%
Disapprove	61%	25%	93%	70%
Skipped	5%	1%	1%	5%





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TM3384Y26. Over the long run, do you think U.S. military action in Iran will make America...?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
More safe	27%	63%	5%	17%
Less safe	44%	15%	73%	48%
Not have much impact either way	26%	21%	22%	33%
Skipped	3%	1%	*	2%

TM3396Y26. Considering both the costs and benefits to the U.S., do you think it has been...?

	Total (N=1,269)	Republican (N=435)	Democrat (N=351)	Independent/Something else (N=451)
Worth the U.S. taking military action in Iran	25%	58%	5%	16%
Not worth the U.S. taking military action in Iran	53%	21%	86%	57%
Not sure	19%	20%	9%	26%
Skipped	2%	*	1%	1%





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About the Study

This Reuters/Ipsos poll was conducted April 24-27, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,269 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 2.9 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 1.07. 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).

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www.ipsos.com

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

