



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, April 24, 2026

1. What level of threat does today's political climate pose to you personally?

	Very high threat	High threat	Moderate threat	Low threat	Very low threat	Don't know	High Threat (Net)	Low Threat (Net)
<b>4/21-22, 2026 (N=1,091)</b>	13%	17%	35%	18%	10%	7%	29%	28%
<b>3/10-11, 2026 (N=1,085)</b>	11%	16%	39%	16%	10%	7%	27%	26%
<b>2/10-11, 2026 (N=1,085)</b>	13%	16%	32%	19%	13%	7%	29%	32%
<b>1/27-28, 2026 (N=1,085)</b>	11%	15%	35%	18%	14%	6%	26%	32%
<b>1/13-14, 2026 (N=1,290)</b>	10%	19%	34%	20%	12%	5%	29%	32%
<b>11/4-5, 2025 (N=1,086)</b>	12%	13%	33%	23%	12%	7%	25%	34%
<b>10/22-23, 2025 (N=1,085)</b>	11%	17%	33%	19%	13%	8%	28%	31%
<b>10/7-8, 2025 (N=1,093)</b>	14%	18%	35%	17%	10%	7%	31%	27%
<b>9/23-24, 2025 (N=1,085)</b>	11%	17%	35%	20%	11%	7%	28%	31%
<b>9/9-10, 2025 (N=1,082)</b>	13%	17%	35%	18%	12%	6%	30%	29%
<b>8/26-27, 2025 (N=1,085)</b>	14%	16%	35%	21%	8%	6%	30%	29%
<b>8/12-13, 2025 (N=1,085)</b>	13%	19%	29%	17%	14%	8%	31%	31%
<b>7/29-30, 2025 (N=1,085)</b>	8%	8%	30%	19%	13%	7%	31%	31%
<b>7/15-16, 2025 (N=1,083)</b>	12%	14%	31%	21%	13%	9%	26%	34%
<b>6/17-18, 2025 (N=1,096)</b>	12%	19%	33%	20%	9%	6%	31%	30%
<b>6/3-4, 2025 (N=1,080)</b>	10%	16%	32%	21%	12%	10%	26%	32%
<b>5/21-22, 2025 (N=1,085)</b>	11%	15%	33%	20%	11%	10%	26%	31%
<b>5/6-7, 2025 (N=1,094)</b>	11%	15%	33%	17%	12%	12%	26%	29%
<b>4/23-24, 2025 (N=1,085)</b>	11%	17%	29%	20%	13%	10%	28%	34%
<b>4/8-9, 2025 (N=1,090)</b>	13%	16%	37%	18%	7%	9%	30%	25%
<b>3/25-26, 2025 (N=1,085)</b>	12%	17%	31%	19%	12%	9%	29%	31%
<b>2/25-26, 2025 (N=1,083)</b>	15%	17%	28%	17%	15%	8%	32%	32%
<b>2/11-12, 2025 (N=1,082)</b>	11%	15%	30%	21%	14%	8%	26%	35%



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2. When it comes to the political climate in the U.S. which of the following describes how you feel today?

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
<b>4/21-22, 2026</b>	13%	45%	31%	12%
<b>3/10-11, 2026</b>	9%	49%	29%	13%
<b>2/10-11, 2026</b>	11%	46%	32%	12%
<b>1/27-28, 2026</b>	10%	45%	33%	12%
<b>1/13-14, 2026</b>	11%	45%	31%	13%
<b>12/9-10, 2025</b>	10%	43%	30%	17%
<b>11/4-5, 2025</b>	12%	43%	31%	14%
<b>10/22-23, 2025</b>	11%	42%	33%	15%
<b>10/7-8, 2025</b>	13%	45%	28%	14%
<b>9/23-24, 2025</b>	14%	44%	31%	11%
<b>9/9-10, 2025</b>	14%	39%	33%	14%
<b>8/26-27, 2025</b>	14%	40%	32%	15%
<b>8/12-13, 2025</b>	15%	40%	29%	16%
<b>7/29-30, 2025</b>	11%	44%	33%	13%
<b>7/15-16, 2025</b>	13%	40%	33%	14%
<b>6/17-18, 2025</b>	11%	45%	30%	14%
<b>6/3-4, 2025</b>	10%	42%	32%	16%
<b>5/21-22, 2025</b>	13%	37%	35%	15%
<b>5/6-7, 2025</b>	10%	43%	33%	14%
<b>4/23-24, 2025</b>	11%	40%	32%	17%
<b>4/8-9, 2025</b>	9%	46%	33%	12%
<b>3/25-26, 2025</b>	7%	48%	33%	12%
<b>2/25-26, 2025</b>	10%	42%	34%	13%
<b>2/11-12, 2025</b>	12%	36%	37%	15%



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3. On a five-point scale, with 5 being very satisfied and 1 being very unsatisfied, how satisfied are you with the actions and policies of the federal government? You may choose any number in between.

	5 – Very satisfied	4	3	2	1 – Very unsatisfied	Satisfied (Net)	Unsatisfied (Net)
<b>4/21-22, 2026</b>	8%	13%	25%	16%	38%	21%	54%
<b>3/10-11, 2026</b>	9%	12%	25%	18%	36%	21%	53%
<b>2/10-11, 2026</b>	9%	17%	24%	13%	37%	26%	50%
<b>1/27-28, 2026</b>	10%	17%	24%	10%	39%	27%	49%
<b>1/13-14, 2026</b>	11%	18%	25%	14%	31%	29%	46%
<b>12/9-10, 2025</b>	7%	13%	30%	17%	32%	21%	49%
<b>11/4-5, 2025</b>	10%	13%	28%	14%	34%	24%	48%
<b>10/22-23, 2025</b>	10%	15%	26%	15%	34%	25%	49%
<b>10/7-8, 2025</b>	9%	17%	24%	14%	37%	25%	51%
<b>9/23-24, 2025</b>	9%	14%	26%	16%	35%	23%	51%
<b>9/9-10, 2025</b>	12%	16%	26%	17%	30%	28%	46%
<b>8/26-27, 2025</b>	8%	13%	28%	15%	35%	22%	50%
<b>8/12-13, 2025</b>	12%	13%	30%	11%	34%	25%	45%
<b>7/29-30, 2025</b>	9%	13%	30%	16%	32%	22%	48%
<b>7/15-16, 2025</b>	10%	16%	27%	14%	34%	26%	47%
<b>6/17-18, 2025</b>	8%	17%	26%	15%	33%	25%	48%
<b>6/3-4, 2025</b>	10%	14%	29%	17%	30%	23%	48%
<b>5/21-22, 2025</b>	9%	14%	29%	16%	31%	24%	48%
<b>5/6-7, 2025</b>	7%	15%	26%	18%	34%	22%	52%
<b>4/23-24, 2025</b>	10%	12%	32%	15%	31%	22%	47%
<b>4/8-9, 2025</b>	9%	13%	30%	12%	35%	22%	47%
<b>3/25-26, 2025</b>	9%	14%	30%	12%	35%	23%	47%
<b>2/25-26, 2025</b>	10%	15%	28%	16%	31%	26%	46%
<b>2/11-12, 2025</b>	10%	12%	33%	16%	29%	22%	45%



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4. For each of the statements below, indicate your level of agreement.

### Total Agree Summary

	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026
Even if it's a small amount, I can put money away each month	N/A	65%	N/A	55%	58%	N/A	N/A	N/A	N/A	68%	59%	61%	N/A	63%
<b>[ASK IF AGE 18-39]</b> I want to wait to start or grow my family until I am in better financial shape	N/A	N/A	N/A	N/A	N/A	N/A	53%	49%	50%	55%	59%	63%	52%	52%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	54%	49%	48%	50%	46%	39%	40%	40%	54%	51%	49%	47%	50%	50%
I believe I will be better off than my parents*	47%	46%	44%	46%	42%	36%	41%	40%	46%	50%	44%	50%	55%	46%
After paying my bills, I do not have money left to spend on the things I want	36%	40%	42%	39%	43%	46%	48%	45%	37%	39%	41%	48%	34%	41%
I worry about paying all of my bills each month	32%	36%	42%	42%	41%	44%	46%	39%	39%	35%	40%	45%	39%	37%



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4. For each of the statements below, indicate your level of agreement. (Continued)

a. After paying my bills, I do not have money left to spend on the things I want

	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026
Strongly agree	15%	16%	20%	15%	19%	19%	23%	20%	16%	16%	20%	23%	11%	18%
Somewhat agree	21%	23%	23%	25%	24%	27%	26%	25%	22%	23%	21%	25%	22%	23%
Neither agree nor disagree	19%	18%	20%	21%	22%	23%	19%	20%	18%	15%	21%	15%	17%	17%
Somewhat disagree	24%	25%	19%	24%	22%	19%	20%	20%	25%	23%	20%	18%	31%	22%
Strongly disagree	20%	18%	19%	16%	13%	13%	12%	14%	20%	23%	18%	18%	18%	20%
<b>Agree (Net)</b>	<b>36%</b>	<b>40%</b>	<b>42%</b>	<b>39%</b>	<b>43%</b>	<b>46%</b>	<b>48%</b>	<b>45%</b>	<b>37%</b>	<b>39%</b>	<b>41%</b>	<b>48%</b>	<b>34%</b>	<b>41%</b>
<b>Disagree (Net)</b>	<b>44%</b>	<b>42%</b>	<b>37%</b>	<b>40%</b>	<b>35%</b>	<b>32%</b>	<b>33%</b>	<b>34%</b>	<b>45%</b>	<b>46%</b>	<b>38%</b>	<b>37%</b>	<b>49%</b>	<b>46%</b>

b. Even if it's a small amount, I can put money away each month

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	9/14-15, 2021	3/15-16, 2022	4/12-13, 2022	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	4/21-22, 2026
Strongly agree	25%	25%	27%	24%	27%	23%	20%	34%	32%	25%	26%
Somewhat agree	38%	37%	37%	38%	37%	32%	37%	34%	27%	35%	37%
Neither agree nor disagree	19%	19%	18%	16%	18%	25%	21%	15%	18%	15%	14%
Somewhat disagree	10%	11%	11%	12%	9%	14%	11%	9%	11%	13%	12%
Strongly disagree	8%	8%	8%	11%	9%	6%	10%	8%	12%	12%	11%
<b>Agree (Net)</b>	<b>63%</b>	<b>62%</b>	<b>64%</b>	<b>62%</b>	<b>65%</b>	<b>55%</b>	<b>58%</b>	<b>68%</b>	<b>59%</b>	<b>61%</b>	<b>63%</b>
<b>Disagree (Net)</b>	<b>18%</b>	<b>19%</b>	<b>19%</b>	<b>23%</b>	<b>17%</b>	<b>20%</b>	<b>21%</b>	<b>17%</b>	<b>23%</b>	<b>25%</b>	<b>22%</b>

c. I believe I will be better off than my parents

	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026
Strongly agree	18%	18%	19%	19%	14%	11%	15%	15%	18%	23%	22%	22%	21%	21%
Somewhat agree	29%	28%	25%	28%	28%	25%	25%	24%	27%	27%	22%	28%	34%	25%
Neither agree nor disagree	27%	30%	33%	31%	34%	30%	29%	28%	28%	29%	31%	22%	23%	28%
Somewhat disagree	16%	14%	14%	14%	13%	16%	16%	18%	15%	13%	11%	14%	16%	14%
Strongly disagree	10%	9%	9%	9%	11%	18%	14%	15%	12%	8%	14%	14%	5%	12%
<b>Agree (Net)</b>	<b>47%</b>	<b>46%</b>	<b>44%</b>	<b>46%</b>	<b>42%</b>	<b>36%</b>	<b>41%</b>	<b>40%</b>	<b>46%</b>	<b>50%</b>	<b>44%</b>	<b>50%</b>	<b>55%</b>	<b>46%</b>
<b>Disagree (Net)</b>	<b>25%</b>	<b>23%</b>	<b>23%</b>	<b>23%</b>	<b>24%</b>	<b>34%</b>	<b>30%</b>	<b>33%</b>	<b>27%</b>	<b>21%</b>	<b>25%</b>	<b>29%</b>	<b>22%</b>	<b>26%</b>



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4. For each of the statements below, indicate your level of agreement. (Continued)

d. I worry about paying all of my bills each month

	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026
Strongly agree	14%	15%	19%	16%	17%	19%	21%	17%	14%	15%	21%	22%	13%	18%
Somewhat agree	18%	21%	23%	26%	24%	25%	25%	23%	24%	20%	19%	23%	26%	19%
Neither agree nor disagree	19%	20%	18%	20%	21%	22%	19%	19%	18%	15%	19%	14%	16%	18%
Somewhat disagree	20%	21%	17%	17%	20%	17%	16%	21%	16%	22%	19%	18%	24%	20%
Strongly disagree	28%	23%	22%	22%	19%	17%	19%	21%	27%	28%	21%	23%	21%	25%
<b>Agree (Net)</b>	<b>32%</b>	<b>36%</b>	<b>42%</b>	<b>42%</b>	<b>41%</b>	<b>44%</b>	<b>46%</b>	<b>39%</b>	<b>39%</b>	<b>35%</b>	<b>40%</b>	<b>45%</b>	<b>39%</b>	<b>37%</b>
<b>Disagree (Net)</b>	<b>49%</b>	<b>44%</b>	<b>39%</b>	<b>39%</b>	<b>38%</b>	<b>34%</b>	<b>35%</b>	<b>42%</b>	<b>44%</b>	<b>49%</b>	<b>41%</b>	<b>40%</b>	<b>45%</b>	<b>45%</b>

e. [ASKED ONLY IF AGE 18-39] I want to wait to start or grow my family until I am in better financial shape

	6/23-24, 2020 (N=394)	8/18-19, 2020 (N=380)	8/30-31, 2022 (N=402)	2/14-15, 2023 (N=398)	8/29-30, 2023 (N=384)	4/30-5/1, 2024 (N=402)	5/21-22, 2025 (N=399)	9/23-24, 2025 (N=413)	3/24-25, 2026 (N=371)	4/21-22, 2026 (N=404)
Strongly agree	28%	32%	26%	24%	27%	26%	31%	34%	26%	32%
Somewhat agree	23%	23%	27%	25%	23%	29%	28%	30%	26%	20%
Neither agree nor disagree	30%	25%	30%	29%	30%	26%	26%	20%	30%	29%
Somewhat disagree	9%	10%	7%	9%	10%	6%	3%	8%	8%	8%
Strongly disagree	10%	10%	10%	13%	10%	13%	12%	8%	10%	11%
<b>Agree (Net)</b>	<b>51%</b>	<b>55%</b>	<b>53%</b>	<b>49%</b>	<b>50%</b>	<b>55%</b>	<b>59%</b>	<b>63%</b>	<b>52%</b>	<b>52%</b>
<b>Disagree (Net)</b>	<b>18%</b>	<b>20%</b>	<b>17%</b>	<b>22%</b>	<b>20%</b>	<b>19%</b>	<b>15%</b>	<b>17%</b>	<b>18%</b>	<b>19%</b>

f. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026
Strongly agree	22%	18%	21%	19%	17%	13%	14%	15%	22%	23%	24%	22%	19%	22%
Somewhat agree	32%	30%	27%	31%	29%	26%	26%	25%	32%	27%	26%	26%	31%	28%
Neither agree nor disagree	16%	19%	19%	19%	23%	22%	22%	21%	17%	16%	20%	14%	14%	17%
Somewhat disagree	13%	15%	15%	12%	15%	18%	15%	19%	14%	14%	11%	16%	19%	13%
Strongly disagree	17%	17%	19%	19%	16%	21%	23%	20%	15%	20%	19%	22%	17%	21%
<b>Agree (Net)</b>	<b>54%</b>	<b>49%</b>	<b>48%</b>	<b>50%</b>	<b>46%</b>	<b>39%</b>	<b>40%</b>	<b>40%</b>	<b>54%</b>	<b>51%</b>	<b>49%</b>	<b>47%</b>	<b>50%</b>	<b>50%</b>
<b>Disagree (Net)</b>	<b>30%</b>	<b>32%</b>	<b>33%</b>	<b>31%</b>	<b>31%</b>	<b>39%</b>	<b>38%</b>	<b>39%</b>	<b>30%</b>	<b>34%</b>	<b>31%</b>	<b>38%</b>	<b>36%</b>	<b>34%</b>



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5. Thinking about the past six months, have any of the following happened to you or someone in your household?

### Total Yes Summary

	8/30-31, 2022	9/13-14, 2022	10/11- 12, 2022	2/28- 3/1, 2023	10/24- 25, 2023	3/5-6, 2024	5/21-22, 2025	10/7-8, 2025	3/24-25, 2026	4/21-22, 2026
<b>[SPLIT SAMPLE]</b> Spent more on food to cook at home and less on experiences (travel, dining out)	73% (N=555)	70% (N=559)	N/A	73% (N=552)	68% (N=559)	N/A	N/A	69% (N=545)	67% (N=542)	69% (N=544)
<b>[SPLIT SAMPLE]</b> Spent less on experiences (travel, dining out)	68% (N=555)	64% (N=559)	N/A	58% (N=553)	60% (N=559)	N/A	N/A	57% (N=548)	66% (N=543)	69% (N=547)
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	35%	N/A	37%	40%	39%	43%
Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation*	41%	40%	N/A	36%	34%	28%	N/A	36%	38%	43%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	33%	32%	N/A	29%	31%	32%	N/A	39%	29%	39%
Postponed or skipped needed home or car repairs to save money	38%	31%	N/A	32%	27%	28%	33%	39%	34%	34%
Postponed or skipped medical treatment due to cost	28%	25%	N/A	26%	23%	20%	26%	30%	27%	26%
Postponed or skipped buying a home due to interest rates	N/A	N/A	18%	N/A	21%	N/A	N/A	21%	23%	25%
Been unable to afford rent or mortgage payments	21%	20%	N/A	22%	16%	N/A	N/A	20%	13%	21%
Postponed or skipped care for my pet(s)	N/A	N/A	N/A	N/A	N/A	N/A	21%	21%	17%	17%

\*This option was "Postponed or skipped a big-ticket product purchase like a home, car, or home renovation" in August 2022, September 2022, February 2023, March 2024, and May 2025



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5. Thinking about the past six months, have any of the following happened to you or someone in your household? (Continued)

Total No Summary

	8/30-31, 2022	9/13-14, 2022	10/11-12, 2022	2/28-3/1, 2023	10/24-25, 2023	3/5-6, 2024	5/21-22, 2025	10/7-8, 2025	3/24-25, 2026	4/21-22, 2026
Postponed or skipped care for my pet(s)	N/A	N/A	N/A	N/A	N/A	N/A	79%	79%	83%	83%
Been unable to afford rent or mortgage payments	79%	80%	N/A	78%	84%	N/A	N/A	80%	87%	79%
Postponed or skipped buying a home due to interest rates	N/A	N/A	82%	N/A	79%	N/A	N/A	79%	77%	75%
Postponed or skipped medical treatment due to cost	72%	75%	N/A	74%	77%	80%	74%	70%	73%	74%
Postponed or skipped needed home or car repairs to save money	62%	69%	N/A	68%	73%	72%	67%	61%	66%	66%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	67%	68%	N/A	71%	69%	68%	N/A	61%	71%	61%
Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation*	59%	60%	N/A	64%	66%	72%	N/A	64%	62%	57%
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	65%	N/A	63%	60%	61%	57%
<b>[SPLIT SAMPLE]</b> Spent less on experiences (travel, dining out)	32% (N=555)	36% (N=559)	N/A	42% (N=553)	40% (N=559)	N/A	N/A	43% (N=545)	34% (N=543)	31% (N=547)
<b>[SPLIT SAMPLE]</b> Spent more on food to cook at home and less on experiences (travel, dining out)	27% (N=555)	30% (N=559)	N/A	27% (N=552)	32% (N=559)	N/A	N/A	31% (N=548)	33% (N=542)	31% (N=544)

\*This option was "Postponed or skipped a big-ticket product purchase like a home, car, or home renovation" in August 2022, September 2022, February 2023, March 2024, and May 2025



## PUBLIC POLL FINDINGS AND METHODOLOGY

6. Thinking now about current gas prices, please indicate whether each statement below applies to you or not.

### Total Yes Summary

	5/24-25, 2022	7/19-20, 2022	3/10-11, 2026	4/21-22, 2026
I have noticed higher gas prices in my area	95%	93%	92%	94%
I pay more attention to which gas stations near me have the lowest prices	80%	80%	77%	77%
I think gas prices will get worse in the next few weeks	N/A	N/A	84%	73%
I am combining errands into fewer trips so I drive less often	N/A	80%	70%	73%
I am driving to closer stores when I go shopping	N/A	67%	60%	64%
I am driving less overall	70%	70%	58%	63%
I am partially filling my tank with smaller amounts (e.g., \$10 or \$20) rather than filling it all at once	50%	46%	35%	38%
I am looking to buy flights soon because I think airfares will get worse	N/A	N/A	24%	27%
I am driving farther than usual to seek out stores with better deals or lower prices	N/A	20%	25%	23%
I am driving farther than usual to seek out gas stations that have cheaper gas	25%	24%	21%	16%

### Total No Summary

	5/24-25, 2022	7/19-20, 2022	3/10-11, 2026	4/21-22, 2026
I am driving farther than usual to seek out gas stations that have cheaper gas	75%	76%	79%	84%
I am driving farther than usual to seek out stores with better deals or lower prices	N/A	80%	75%	77%
I am looking to buy flights soon because I think airfares will get worse	N/A	N/A	76%	73%
I am partially filling my tank with smaller amounts (e.g., \$10 or \$20) rather than filling it all at once	50%	54%	65%	62%
I am driving less overall	30%	30%	42%	37%
I am driving to closer stores when I go shopping	N/A	33%	40%	36%
I am combining errands into fewer trips so I drive less often	N/A	20%	30%	27%
I think gas prices will get worse in the next few weeks	N/A	N/A	16%	27%
I pay more attention to which gas stations near me have the lowest prices	20%	20%	23%	23%
I have noticed higher gas prices in my area	5%	7%	8%	6%



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. How many streaming video services in total, including those that are free, do you or your household subscribe to or use regularly?

	4/11-12, 2023	9/26-27, 2023	4/16-17, 2024	4/8-9, 2025	4/21-22, 2026
None	17%	13%	11%	10%	11%
1-2	30%	30%	30%	30%	33%
3-5	43%	45%	44%	45%	44%
6-9	9%	9%	12%	13%	12%
10 or more	2%	3%	4%	3%	1%

8. **[Q7 ≠ NONE]** When thinking about streaming services you use, how much do you agree or disagree with the following?

### Total Agree Summary

	4/11-12, 2023 (N=900)	9/26-27, 2023 (N=952)	4/16-17, 2024 (N=936)	4/8-9, 2025 (N=980)	4/21-22, 2026 (N=951)
The prices I pay for streaming services have increased in the past year	69%	73%	74%	73%	71%
It's easy to find the programming I'm looking for across the platforms I use	64%	64%	67%	61%	62%
There are too many streaming services	54%	62%	N/A	62%	61%
The amount of programming available to me has increased in the last year	62%	61%	60%	59%	53%
The quality of programming available to me has improved in the past year	50%	49%	49%	46%	46%
It's easy to find discounts or free trials of streaming services	N/A	N/A	N/A	42%	39%
Watching shows was easier when I only had cable	33%	36%	31%	34%	38%
I often subscribe to a channel to watch a specific show and then cancel it	N/A	N/A	N/A	38%	33%
It is hard for me to keep track of what streaming services I am subscribed to	25%	29%	N/A	32%	28%



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. When thinking about streaming services you use, how much do you agree or disagree with the following? *(Continued)*

a. The quality of programming available to me has improved in the past year

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	15%	15%	14%	12%	11%
Somewhat agree	36%	34%	35%	34%	34%
Neither agree nor disagree	34%	36%	34%	38%	39%
Somewhat disagree	11%	12%	13%	13%	10%
Strongly disagree	5%	3%	4%	3%	4%
<b>Agree (Net)</b>	<b>50%</b>	<b>49%</b>	<b>49%</b>	<b>46%</b>	<b>46%</b>
<b>Disagree (Net)</b>	<b>16%</b>	<b>15%</b>	<b>18%</b>	<b>16%</b>	<b>15%</b>

b. The amount of programming available to me has increased in the last year

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	22%	18%	19%	18%	15%
Somewhat agree	40%	43%	41%	41%	38%
Neither agree nor disagree	29%	29%	29%	30%	37%
Somewhat disagree	7%	8%	9%	8%	9%
Strongly disagree	2%	2%	1%	2%	2%
<b>Agree (Net)</b>	<b>62%</b>	<b>61%</b>	<b>60%</b>	<b>59%</b>	<b>53%</b>
<b>Disagree (Net)</b>	<b>9%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>

c. The prices I pay for streaming services have increased in the past year

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	30%	32%	37%	33%	36%
Somewhat agree	40%	41%	37%	40%	35%
Neither agree nor disagree	18%	15%	18%	18%	19%
Somewhat disagree	7%	6%	5%	6%	7%
Strongly disagree	5%	5%	3%	3%	3%
<b>Agree (Net)</b>	<b>69%</b>	<b>73%</b>	<b>74%</b>	<b>73%</b>	<b>71%</b>
<b>Disagree (Net)</b>	<b>12%</b>	<b>12%</b>	<b>8%</b>	<b>9%</b>	<b>10%</b>

d. It's easy to find the programming I'm looking for across the platforms I use

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	22%	19%	24%	18%	22%
Somewhat agree	42%	45%	43%	43%	41%
Neither agree nor disagree	23%	18%	18%	24%	25%
Somewhat disagree	10%	13%	12%	12%	10%
Strongly disagree	3%	4%	2%	3%	3%
<b>Agree (Net)</b>	<b>64%</b>	<b>64%</b>	<b>67%</b>	<b>61%</b>	<b>62%</b>
<b>Disagree (Net)</b>	<b>13%</b>	<b>18%</b>	<b>14%</b>	<b>15%</b>	<b>13%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

8. When thinking about streaming services you use, how much do you agree or disagree with the following? (*Continued*)

e. There are too many streaming services

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	25%	26%	28%	29%
Somewhat agree	30%	35%	34%	32%
Neither agree nor disagree	23%	20%	25%	23%
Somewhat disagree	11%	9%	8%	7%
Strongly disagree	11%	9%	6%	8%
<b>Agree (Net)</b>	<b>54%</b>	<b>62%</b>	<b>62%</b>	<b>61%</b>
<b>Disagree (Net)</b>	<b>23%</b>	<b>18%</b>	<b>14%</b>	<b>15%</b>

f. It is hard for me to keep track of what streaming services I am subscribed to

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	8%	9%	9%	8%
Somewhat agree	18%	20%	23%	20%
Neither agree nor disagree	20%	17%	22%	26%
Somewhat disagree	25%	31%	22%	21%
Strongly disagree	30%	23%	24%	25%
<b>Agree (Net)</b>	<b>25%</b>	<b>29%</b>	<b>32%</b>	<b>28%</b>
<b>Disagree (Net)</b>	<b>55%</b>	<b>54%</b>	<b>46%</b>	<b>46%</b>

g. Watching shows was easier when I only had cable

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	11%	14%	12%	11%
Somewhat agree	22%	23%	21%	27%
Neither agree nor disagree	22%	23%	29%	26%
Somewhat disagree	24%	24%	23%	19%
Strongly disagree	22%	17%	14%	18%
<b>Agree (Net)</b>	<b>33%</b>	<b>36%</b>	<b>34%</b>	<b>38%</b>
<b>Disagree (Net)</b>	<b>45%</b>	<b>40%</b>	<b>38%</b>	<b>36%</b>

h. I often subscribe to a channel to watch a specific show and then cancel it

	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	10%	10%
Somewhat agree	28%	23%
Neither agree nor disagree	25%	21%
Somewhat disagree	18%	19%
Strongly disagree	20%	26%
<b>Agree (Net)</b>	<b>38%</b>	<b>33%</b>
<b>Disagree (Net)</b>	<b>38%</b>	<b>46%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. When thinking about streaming services you use, how much do you agree or disagree with the following? (*Continued*)

i. It's easy to find discounts or free trials of streaming services

	<b>4/8-9, 2025</b>	<b>4/21-22, 2026</b>
Strongly agree	11%	12%
Somewhat agree	31%	27%
Neither agree nor disagree	33%	35%
Somewhat disagree	17%	17%
Strongly disagree	9%	9%
<b>Agree (Net)</b>	<b>42%</b>	<b>39%</b>
<b>Disagree (Net)</b>	<b>25%</b>	<b>27%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and thirty-ninth wave of an Ipsos poll conducted between April 21-22, 2026. For this survey, a sample of 1,091 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults



## PUBLIC POLL FINDINGS AND METHODOLOGY

- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults
- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022, among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eighth wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 adults
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 adults
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 adults
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 adults
- The seventy-sixth wave was conducted May 23-24, 2023, among 1,116 adults
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 adults
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 adults
- The seventy-ninth wave was conducted July 18-19, 2023 among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults



## PUBLIC POLL FINDINGS AND METHODOLOGY

- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults
- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults
- The eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 adults
- The eighty-eighth and a half wave was conducted January 9-10, 2024 among 1,119 adults
- The eighty-ninth wave was conducted January 23-24, 2024 among 1,118 adults
- The ninetieth wave was conducted February 6-7, 2024 among 1,120 adults
- The ninety-first wave was conducted February 21-22, 2024 among 1,119 adults
- The ninety-second wave was conducted March 5-6, 2024 among 1,084 adults
- The ninety-third wave was conducted March 19-20, 2024 among 1,120 adults
- The ninety-third and a half wave was conducted April 2-3, 2024 among 1,082 adults
- The ninety-fourth wave was conducted April 16-17, 2024 among 1,081 adults
- The ninety-fifth wave was conducted April 30-May 1, 2024 among 1,081 adults
- The ninety-sixth wave was conducted May 14-15, 2024 among 1,081 adults
- The ninety-sixth and a half wave was conducted May 30-31, 2024 among 1,086 adults
- The ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults
- The ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 2024 among 1,085 adults
- The one hundred and first wave was conducted August 20-21, 2024 among 1,083 adults
- The one hundred and second wave was conducted September 4-5, 2024 among 1,081 adults
- The one hundred and third wave was conducted September 17-18, 2024 among 1,084 adults
- The one hundred and fourth wave was conducted October 1-2, 2024 among 1,085 adults
- The one hundred and fifth wave was conducted October 15-16, 2024 among 1,085 adults
- The one hundred and sixth wave was conducted October 29-30, 2024 among 1,085 adults
- The one hundred and seventh wave was conducted November 13-14, 2024 among 1,095 adults
- The one hundred and eighth wave was conducted December 10-11, 2024 among 1,085 adults
- The one hundred and ninth wave was conducted January 14-15, 2025 among 1,085 adults
- The one hundred and tenth wave was conducted January 28-29, 2025 among 1,080 adults
- The one hundred and eleventh wave was conducted February 11-12, 2025 among 1,082 adults
- The one hundred and twelfth wave was conducted February 25-26, 2025 among 1,083 adults
- The one hundred and thirteenth wave was conducted March 11-12, 2025 among 1,077 adults
- The one hundred and fourteenth wave was conducted March 25-26, 2025 among 1,085 adults
- The one hundred and fifteenth wave was conducted April 8-9, 2025 among 1,090 adults
- The one hundred and sixteenth wave was conducted April 23-24, 2025 among 1,085 adults
- The one hundred and seventeenth wave was conducted May 6-7, 2025 among 1,094 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

- The one hundred and eighteenth wave was conducted May 21-22, 2025 among 1,085 adults
- The one hundred and nineteenth wave was conducted June 3-4, 2025 among 1,080 adults
- The one hundred and twentieth wave was conducted June 17-18, 2025 among 1,096 adults
- The one hundred and twenty-first wave was conducted July 15-16, 2025 among 1,083 adults
- The one hundred and twenty-second wave was conducted July 29-30, 2025 among 1,085 adults
- The one hundred and twenty-third wave conducted August 12-13, 2025 among 1,085 adults
- The one hundred and twenty-fourth wave conducted August 26-27, 2025 among 1,085 adults
- The one hundred and twenty-fifth wave conducted September 9-10, 2025 among 1,082 adults
- The one hundred and twenty-sixth wave conducted September 23-24, 2025 among 1,085 adults
- The one hundred and twenty-seventh wave conducted October 7-8, 2025 among 1,093 adults
- The one hundred and twenty-eighth wave conducted October 22-23, 2025 among 1,085 adults
- The one hundred and twenty-ninth wave conducted November 4-5, 2025 among 1,086 adults
- The one hundred and thirtieth wave conducted November 18-19, 2025 among 1,090 adults
- The one hundred and thirty-first wave conducted December 9-10, 2025 among 1,085 adults
- The one hundred and thirty-second wave conducted January 13-14, 2026 among 1,290 adults
- The one hundred and thirty-third wave conducted January 27-28, 2026 among 1,085 adults
- The one hundred and thirty-fourth wave conducted February 10-11, 2026 among 1,085 adults
- The one hundred and thirty-fifth wave conducted February 24-25, 2026 among 1,085 adults
- The one hundred and thirty-sixth wave conducted March 10-11, 2026 among 1,085 adults
- The one hundred and thirty-seventh wave conducted March 24-25, 2026 among 1,085 adults
- The one hundred and thirty-eighth wave conducted April 7-8, 2026 among 1,082 adults
- The one hundred and thirty-ninth wave conducted April 21-22, 2026 among 1,091 adults

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is the 2025 March Supplement of the Current Population Survey (CPS). The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.





## PUBLIC POLL FINDINGS AND METHODOLOGY

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,091, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, forty-fifth, and one hundred and thirty-second waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, ninety-seventh, ninety-eighth, ninety-ninth, one hundredth, one hundred and first, one hundred and second, one hundred and third, one hundred and fourth, one hundred and fifth, one hundred and sixth, one hundred and seventh, one hundred and eighth, one hundred and ninth, one hundred and tenth, one hundred and eleventh, one hundred and twelfth, one hundred and thirteenth, one hundred and fourteenth, one hundred and fifteenth, one hundred and sixteenth, and one hundred and seventeenth, one hundred and eighteenth, one hundred and nineteenth, one hundred and twentieth, one hundred and twenty first, one hundred and twenty second, one hundred and twenty third, one hundred and twenty fourth, one hundred and twenty fifth waves, one hundred and twenty sixth, one hundred and twenty seventh, one hundred and twenty eighth, one hundred and twenty ninth, one hundred and thirtieth, one hundred and thirty-first, one hundred and thirty-third, one hundred and thirty-fourth, one hundred and thirty-fifth, one hundred and thirty-sixth, one hundred and thirty-seventh, one hundred and thirty-eighth, and one hundred and thirty-ninth waves of this study have a credibility interval of 3.6 percentage points.

**For more information on this news release, please contact:**

Mallory Newall  
Vice President, US  
Public Affairs  
+1 202 420-2014  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 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](http://www.ipsos.com)

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

