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Epoch AI / Ipsos National AI Usage Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: 03/03 – 03/06, 2026
Number of interviews: 2,021

Margin of error: +/- 2.2 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

BZS1. Which of the following AI services have you used in the past week?

	Total (N=2,021)
ChatGPT	31%
Google Gemini	21%
Microsoft Copilot	11%
Meta AI	8%
Grok	5%
Claude	3%
Perplexity	2%
Character.AI	1%
DeepSeek	1%
Clarity AI	*
Other	2%
I have not used an AI service in the past week	49%
Skipped	1%





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BZS2a. **[Base: If used Google Gemini in BZS1]** Which of the following ways did you access Google Gemini?

	Total (N=264)
I went to gemini.google.com or used the Gemini app and typed a question into a chat	39%
I saw an AI-generated summary or answer at the top of regular Google Search results	47%
I used Gemini features built into another Google product (like Gmail or Google Docs)	32%
Not sure	5%
Other	3%
Skipped	-

BZS2b. **[Base: If used Microsoft Copilot/Microsoft 365 Copilot in BZS1]** Which of the following ways did you access Microsoft Copilot/Microsoft 365 Copilot?

	Total (N=184)
I went to copilot.microsoft.com or used the Copilot app and typed a question into a chat	42%
I saw an AI-generated answer while searching on Bing or Edge	23%
I used Copilot features built into another Microsoft product (like Word, Excel, Teams, or Edge)	61%
Not sure	3%
Other	2%
Skipped	-

BZS2c. **[Base: If used Meta AI in BZS1]** Which of the following ways did you access Meta AI?

	Total (N=132)
I went to meta.ai or used the Meta AI app and typed a question into a chat	21%
I used the Meta AI feature built into WhatsApp, Instagram, Facebook, or Messenger	55%
I saw an AI-generated summary or answer while searching on Facebook or Instagram	40%
Not sure	8%
Other	1%
Skipped	1%





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BZS2d. [Base: If used Grok in BZS1] Which of the following ways did you access Grok?

	Total (N=91)*
I went to grok.com or used the Grok app and typed a question into a chat	N/A
I used Grok within X (formerly Twitter) by interacting in a thread.	N/A
I used the chat interface in X to interact with Grok.	N/A
I saw AI-generated summaries or trending topic explanations on X that were powered by Grok	N/A
Not sure	N/A
Other	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS2e. [Base: If used Perplexity in BZS1] Which of the following ways did you access Perplexity?

	Total (N=41)*
I went to perplexity.ai or used the Perplexity app and typed a question or search	N/A
I used the Perplexity feature built into WhatsApp or Telegram	N/A
I used Comet browser by Perplexity	N/A
Not sure	N/A
Other	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS7. [Base: AI user in BZS1] In the last week, about how many days did you use an AI service?

	AI User (N=1,032)
Once (1 day)	34%
2-5 days	49%
Nearly every day (6-7 days)	16%
Skipped	*



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BZS8. On the day you used an AI service the most last week, how much did you use it?

	AI User (N=1,032)
A little (Used for one or two quick tasks)	62%
A moderate amount (Used multiple times during the day)	32%
A lot (Used repeatedly or relied on it heavily throughout the day)	6%
Skipped	*

BZS9. **[Base: Used AI in BZS1 and employed]** Which of the following best describes how you used an AI service in the past week?

	Total (N=719)
I used it mostly for personal stuff	46%
I used it mostly for work	26%
I used it roughly similarly between work and personal purposes	25%
Not sure	2%
Skipped	*

BZS9A. **[Base: Used AI for work in BZS9]** When you used an AI service for work, was it paid for or provided by your employer?

	Total (N=373)
Yes, I used an AI service my employer pays for or provides	33%
No, I used my own personal subscription, or I used it without a subscription	50%
I used both employer-provided and personal AI services	11%
I'm not sure	5%
Skipped	1%



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BZS10_1. Have you ever used an AI service for any of the following tasks? Writing or editing text (e.g., emails, documents, summaries)

	AI User (N=1,032)
Yes	59%
No	40%
I'm not sure	1%
Skipped	*

BZS10_2. Have you ever used an AI service for any of the following tasks? Summarizing or analyzing a long document or webpage

	AI User (N=1,032)
Yes	41%
No	57%
I'm not sure	2%
Skipped	*

BZS10_3. Have you ever used an AI service for any of the following tasks? Advice or learning (including how-to advice, tutoring)

	AI User (N=1,032)
Yes	55%
No	42%
I'm not sure	3%
Skipped	1%

BZS10_4. Have you ever used an AI service for any of the following tasks? Brainstorming or generating ideas

	AI User (N=1,032)
Yes	53%
No	44%
I'm not sure	2%
Skipped	*





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BZS10_5. Have you ever used an AI service for any of the following tasks? Technical work (e.g., math, data analysis, programming)

	AI User (N=1,032)
Yes	37%
No	60%
I'm not sure	2%
Skipped	*

BZS10_6. Have you ever used an AI service for any of the following tasks? Looking up information or getting recommendations

	AI User (N=1,032)
Yes	80%
No	18%
I'm not sure	2%
Skipped	*

BZS10_7. Have you ever used an AI service for any of the following tasks? Creating or editing images

	AI User (N=1,032)
Yes	44%
No	54%
I'm not sure	2%
Skipped	*

BZS10_8. Have you ever used an AI service for any of the following tasks? Personal reflection or chatting for fun

	AI User (N=1,032)
Yes	26%
No	72%
I'm not sure	2%
Skipped	*





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BZS10_9. Have you ever used an AI service for any of the following tasks? Friendship or companionship

	AI User (N=1,032)
Yes	10%
No	88%
I'm not sure	2%
Skipped	*

BZS11. Which of the following ways have you ever interacted with an AI service? Please select all that apply.

	AI User (N=1,032)
Typed a question or prompt	75%
Had the AI search the web for you	48%
Used the AI to generate an image	42%
Uploaded a file, image, or document for the AI to analyze	41%
Used the AI inside another app (e.g., Copilot in Word, Gemini in Gmail)	27%
Had a voice conversation	15%
Used an AI system that autonomously completed tasks (e.g., autonomous AI agent)	9%
None of the above	4%
Skipped	*

BZS12. **[Base: If used AI in BZS1 and employed]** Are there parts of your job that you used to do yourself that an AI service now does for you?

	Total (N=719)
Yes	20%
No	74%
Not sure	6%
Skipped	*



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BZS13. [Base: If used AI in BZS1 and employed] Have you started doing new tasks at work that you wouldn't have done without AI services?

	Total (N=719)
Yes	15%
No	79%
Not sure	6%
Skipped	*

BZS14_1. How often do you experience the following when using an AI service? I had to wait before I could send more messages

	AI User (N=1,032)
Never	52%
Once or twice a month	20%
Weekly	8%
Daily	6%
I'm not sure	13%
Skipped	*

BZS14_2. How often do you experience the following when using an AI service? I was switched to a less capable or slower version of the AI

	AI User (N=1,032)
Never	57%
Once or twice a month	10%
Weekly	5%
Daily	3%
I'm not sure	25%
Skipped	1%

BZS14_3. How often do you experience the following when using an AI service? I was prompted to upgrade to a paid plan to keep using it

	AI User (N=1,032)
Never	48%
Once or twice a month	21%
Weekly	9%
Daily	9%
I'm not sure	12%
Skipped	*





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BZS14_4. How often do you experience the following when using an AI service? Other usage limit

	AI User (N=1,032)
Never	53%
Once or twice a month	13%
Weekly	8%
Daily	5%
I'm not sure	20%
Skipped	1%

BZS3_1. Do you have access to a paid subscription to any of the following AI services? ChatGPT

	Total (N=2,021)
Yes, subscription I pay for	4%
Yes, subscription my employer or school pays for	3%
I don't have this subscription	85%
I'm not sure	6%
Skipped	2%

BZS3_2. Do you have access to a paid subscription to any of the following AI services? Claude

	Total (N=2,021)
Yes, subscription I pay for	1%
Yes, subscription my employer or school pays for	1%
I don't have this subscription	92%
I'm not sure	4%
Skipped	2%

BZS3_3. Do you have access to a paid subscription to any of the following AI services? Google Gemini

	Total (N=2,021)
Yes, subscription I pay for	3%
Yes, subscription my employer or school pays for	3%
I don't have this subscription	84%
I'm not sure	8%
Skipped	2%





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BZS3_4. Do you have access to a paid subscription to any of the following AI services? Microsoft Copilot (incl. as part of Microsoft 365)

	Total (N=2,021)
Yes, subscription I pay for	5%
Yes, subscription my employer or school pays for	10%
I don't have this subscription	77%
I'm not sure	6%
Skipped	1%

BZS3_5. Do you have access to a paid subscription to any of the following AI services? Grok

	Total (N=2,021)
Yes, subscription I pay for	1%
Yes, subscription my employer or school pays for	1%
I don't have this subscription	93%
I'm not sure	4%
Skipped	1%

BZS3_6. Do you have access to a paid subscription to any of the following AI services? Perplexity

	Total (N=2,021)
Yes, subscription I pay for	*
Yes, subscription my employer or school pays for	1%
I don't have this subscription	93%
I'm not sure	4%
Skipped	2%

BZS3_7. Do you have access to a paid subscription to any of the following AI services? Clarity AI

	Total (N=2,021)
Yes, subscription I pay for	*
Yes, subscription my employer or school pays for	1%
I don't have this subscription	93%
I'm not sure	4%
Skipped	2%



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BZS3_8. Do you have access to a paid subscription to any of the following AI services? Other AI service not listed above

	Total (N=2,021)
Yes, subscription I pay for	1%
Yes, subscription my employer or school pays for	2%
I don't have this subscription	88%
I'm not sure	8%
Skipped	2%

BZS4_1. **[Base: If ChatGPT subscription selected at BZS3]** Is your AI subscription billed monthly or annually? ChatGPT

	Total (N=165)
Monthly	48%
Annually	12%
Other	7%
Not sure	28%
Both annually and monthly – I have multiple subscriptions	5%
Skipped	1%

BZS4_2. **[Base: If Claude subscription selected at BZS3]** Is your AI subscription billed monthly or annually? Claude

	Total (N=44)*
Monthly	N/A
Annually	N/A
Other	N/A
Not sure	N/A
Both annually and monthly – I have multiple subscriptions	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*





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BZS4_3. **[Base: If Google Gemini subscription selected at BZS3]** Is your AI subscription billed monthly or annually? Google Gemini

	Total (N=122)
Monthly	27%
Annually	23%
Other	16%
Not sure	31%
Both annually and monthly – I have multiple subscriptions	1%
Skipped	2%

BZS4_4. **[Base: If Microsoft Copilot subscription selected at BZS3]** Is your AI subscription billed monthly or annually? Microsoft Copilot (incl. as part of Microsoft 365)

	Total (N=314)
Monthly	7%
Annually	31%
Other	5%
Not sure	55%
Both annually and monthly – I have multiple subscriptions	2%
Skipped	0%

BZS4_5. **[Base: If Grok subscription selected at BZS3]** Is your AI subscription billed monthly or annually? Grok

	Total (N=39)*
Monthly	N/A
Annually	N/A
Other	N/A
Not sure	N/A
Both annually and monthly – I have multiple subscriptions	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*





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BZS4_6. **[Base: If Perplexity subscription selected at BZS3]** Is your AI subscription billed monthly or annually? Perplexity

	Total (N=32)*
Monthly	N/A
Annually	N/A
Other	N/A
Not sure	N/A
Both annually and monthly – I have multiple subscriptions	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS4_7. **[Base: If Clarity AI subscription selected at BZS3]** Is your AI subscription billed monthly or annually? Clarity AI

	Total (N=25)*
Monthly	N/A
Annually	N/A
Other	N/A
Not sure	N/A
Both annually and monthly – I have multiple subscriptions	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5a_1. **[Base: If monthly subscription for item at BZS4]** How much do you personally pay per month for your subscription(s) for ...? ChatGPT

	Total (N=78)*
I don't pay anything / Covered by employer or school	N/A
Less than \$30 per month	N/A
Between \$30 and \$99 per month	N/A
Between \$100 and \$299 per month	N/A
\$300 or above per month	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*



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BZS5a_2. **[Base: If monthly subscription for item at BZS4]** How much do you personally pay per month for your subscription(/s) for ...? Claude

	Total (N=16)*
I don't pay anything / Covered by employer or school	N/A
Less than \$30 per month	N/A
Between \$30 and \$99 per month	N/A
Between \$100 and \$299 per month	N/A
\$300 or above per month	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5a_3. **[Base: If monthly subscription for item at BZS4]** How much do you personally pay per month for your subscription(/s) for ...? Google Gemini

	Total (N=32)*
I don't pay anything / Covered by employer or school	N/A
Less than \$30 per month	N/A
Between \$30 and \$99 per month	N/A
Between \$100 and \$299 per month	N/A
\$300 or above per month	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5a_4. **[Base: If monthly subscription for item at BZS4]** How much do you personally pay per month for your subscription(/s) for ...? Microsoft Copilot (incl. as part of Microsoft 365)

	Total (N=21)*
I don't pay anything / Covered by employer or school	N/A
Less than \$30 per month	N/A
Between \$30 and \$99 per month	N/A
Between \$100 and \$299 per month	N/A
\$300 or above per month	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*



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BZS5a_5. **[Base: If monthly subscription for item at BZS4]** How much do you personally pay per month for your subscription(/s) for ...? Grok

	Total (N=15)*
I don't pay anything / Covered by employer or school	N/A
Less than \$30 per month	N/A
Between \$30 and \$99 per month	N/A
Between \$100 and \$299 per month	N/A
\$300 or above per month	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5a_6. **[Base: If monthly subscription for item at BZS4]** How much do you personally pay per month for your subscription(/s) for ...? Perplexity

	Total (N=8)*
I don't pay anything / Covered by employer or school	N/A
Less than \$30 per month	N/A
Between \$30 and \$99 per month	N/A
Between \$100 and \$299 per month	N/A
\$300 or above per month	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5a_7. **[Base: If monthly subscription for item at BZS4]** How much do you personally pay per month for your subscription(/s) for ...? Clarity AI

	Total (N=7)*
I don't pay anything / Covered by employer or school	N/A
Less than \$30 per month	N/A
Between \$30 and \$99 per month	N/A
Between \$100 and \$299 per month	N/A
\$300 or above per month	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*



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BZS5b_1. **[Base: If annual subscription for item at BZS4]** How much do you pay personally per year for your subscription(/s) for ...? ChatGPT

	Total (N=19)*
I don't pay anything / Covered by employer or school	N/A
Less than \$100 per year	N/A
Between \$100 and \$199 per year	N/A
Between \$200 and \$299 per year	N/A
Between \$300 and \$999 per year	N/A
\$1000 or above per year	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5b_2. **[Base: If annual subscription for item at BZS4]** How much do you pay personally per year for your subscription(/s) for ...? Claude

	Total (N=6)*
I don't pay anything / Covered by employer or school	N/A
Less than \$100 per year	N/A
Between \$100 and \$199 per year	N/A
Between \$200 and \$299 per year	N/A
Between \$300 and \$999 per year	N/A
\$1000 or above per year	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5b_3. **[Base: If annual subscription for item at BZS4]** How much do you pay personally per year for your subscription(/s) for ...? Google Gemini

	Total (N=28)*
I don't pay anything / Covered by employer or school	N/A
Less than \$100 per year	N/A
Between \$100 and \$199 per year	N/A
Between \$200 and \$299 per year	N/A
Between \$300 and \$999 per year	N/A
\$1000 or above per year	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*



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BZS5b_4. **[Base: If annual subscription for item at BZS4]** How much do you pay personally per year for your subscription(/s) for ...? Microsoft Copilot (incl. as part of Microsoft 365)

	Total (N=95)*
I don't pay anything / Covered by employer or school	N/A
Less than \$100 per year	N/A
Between \$100 and \$199 per year	N/A
Between \$200 and \$299 per year	N/A
Between \$300 and \$999 per year	N/A
\$1000 or above per year	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5b_5. **[Base: If annual subscription for item at BZS4]** How much do you pay personally per year for your subscription(/s) for ...? Grok

	Total (N=3)*
I don't pay anything / Covered by employer or school	N/A
Less than \$100 per year	N/A
Between \$100 and \$199 per year	N/A
Between \$200 and \$299 per year	N/A
Between \$300 and \$999 per year	N/A
\$1000 or above per year	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5b_6. **[Base: If annual subscription for item at BZS4]** How much do you pay personally per year for your subscription(/s) for ...? Perplexity

	Total (N=8)*
I don't pay anything / Covered by employer or school	N/A
Less than \$100 per year	N/A
Between \$100 and \$199 per year	N/A
Between \$200 and \$299 per year	N/A
Between \$300 and \$999 per year	N/A
\$1000 or above per year	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*



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BZS5b_7. **[Base: If monthly subscription for item at BZS4]** How much do you pay personally per year for your subscription(/s) for ...? Clarity AI

	Total (N=6)*
I don't pay anything / Covered by employer or school	N/A
Less than \$100 per year	N/A
Between \$100 and \$199 per year	N/A
Between \$200 and \$299 per year	N/A
Between \$300 and \$999 per year	N/A
\$1000 or above per year	N/A
Not sure	N/A
Skipped	N/A

**Excluded due to low sample size (N<100)*

BZS5c. **[Base: If payment other than monthly or annual at BZS4]** Excluding those that you pay monthly or annually, in total, how much do you pay personally per year across all of your subscription(/s)?

	Total (N=289)
I don't pay anything / Covered by employer or school	64%
Less than \$100 per year	12%
Between \$100 and \$199 per year	4%
Between \$200 and \$299 per year	3%
Between \$300 and \$999 per year	3%
\$1000 or above per year	2%
Not sure	12%
Skipped	-



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BZS6_1. **[Base: If ChatGPT subscription selected at BZS3]** Which of the following versions of the paid subscriptions do you have access to? Please select all that apply? ChatGPT

	Total (N=165)
ChatGPT Plus	33%
ChatGPT Pro	25%
ChatGPT Go	10%
Not sure	30%

BZS6_2. **[Base: If Claude subscription selected at BZS3]** Which of the following versions of the paid subscriptions do you have access to? Please select all that apply? Claude

	Total (N=44*)
Claude Pro	N/A
Claude Max 5x	N/A
Claude Max 20x	N/A
Not sure	N/A

**Excluded due to low sample size (N<100)*

BZS6_3. **[Base: If Google Gemini subscription selected at BZS3]** Which of the following versions of the paid subscriptions do you have access to? Please select all that apply. Google Gemini

	Total (N=122)
Google AI Plus	14%
Google AI Pro	27%
Google AI Ultra	2%
Not sure	43%

BZS6_4. **[Base: If Grok subscription selected at BZS3]** Which of the following versions of the paid subscriptions do you have access to? Please select all that apply. Grok

	Total (N=39*)
SuperGrok	N/A
SuperGrok Heavy	N/A
Not sure	N/A

**Excluded due to low sample size (N<100)*





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BZS6_5. **[Base: If Perplexity subscription selected at BZS3]** Which of the following versions of the paid subscriptions do you have access to? Please select all that apply? Perplexity

	Total (N=39*)
Perplexity Pro	N/A
Perplexity Max	N/A
Education Pro	N/A
Not sure	N/A

**Excluded due to low sample size (N<100)*

BZS6_6. **[Base: If Microsoft Copilot subscription selected at BZS3]** Which of the following versions of the paid subscriptions do you have access to? Please select all that apply. Microsoft Copilot (incl. as part of Microsoft 365)

	Total (N=314)
Microsoft 365 Premium	31%
Microsoft 365 Personal	30%
Not sure	34%

BZS6_7. **[Base: If subscription for ChatGPT, Claude, Google Gemini, Grok, Perplexity and/or Microsoft Copilot selected at BSZ3]** Which of the following versions of the paid subscriptions do you have access to? Please select all that apply.

	Total (N=490)
Other	2%





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About the Study

This poll was conducted March 3 – March 6, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,021 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 2.2 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 1.02. 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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About Ipsos

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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.

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