



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Future of Success Survey

Topline Findings

New York, August 10, 2026 — *These are the findings of an Ipsos poll conducted between June 4-5, 2026, for the [What the Future: Success issue](#). For this survey, a sample of 1,112 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:



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Full Annotated Questionnaire

1. Do you have a single source of income, or do you earn income in a few different ways or through different jobs?

	Total (N=1,112)
Single source of income – salaried	30%
Single source of income – not salaried	28%
Multiple sources of income	33%
I don't have an income	8%
Don't know	1%

2. Which of the following best reflects your view on making a living? Select all that apply.

	Total
I'd like to have one full-time job that allows me to pay all my bills	43%
Having multiple incomes helps me feel more economically secure	35%
I like having multiple sources of income to keep me busy	16%
It's difficult for me to get health insurance or retirement savings benefits without a full-time job	15%
I need more than one job to survive	14%
I can be more successful if I work for myself	14%

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3. How important are the following goals in making you feel successful in life?

Total Important Summary

	Total
Being healthy	97%
Having financial security	95%
Being self-sufficient	93%
Having a home you can afford and can maintain throughout your life	93%
Being able to retire without lowering your standard of living	91%
Having no debt	87%
Having a loving relationship with a spouse or partner	84%
Owning a car/vehicle	82%
Having your kids grow up to lead a better life than you	80%
Helping your child/children get ahead financially	75%

a. Being healthy

	Total
Extremely important	62%
Very important	35%
Not too important	2%
Not at all important	1%
Don't know	*
<i>Important (Net)</i>	<i>97%</i>
<i>Not Important (Net)</i>	<i>3%</i>

b. Having financial security

	Total
Extremely important	62%
Very important	33%
Not too important	3%
Not at all important	*
Don't know	1%
<i>Important (Net)</i>	<i>95%</i>
<i>Not Important (Net)</i>	<i>3%</i>

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3. How important are the following goals in making you feel successful in life? *(Continued)*

c. Having a loving relationship with a spouse or partner

	Total
Extremely important	56%
Very important	29%
Not too important	8%
Not at all important	5%
Don't know	2%
<i>Important (Net)</i>	<i>84%</i>
<i>Not Important (Net)</i>	<i>13%</i>

d. Having your kids grow up to lead a better life than you

	Total
Extremely important	48%
Very important	32%
Not too important	8%
Not at all important	5%
Don't know	8%
<i>Important (Net)</i>	<i>80%</i>
<i>Not Important (Net)</i>	<i>12%</i>

e. Being self-sufficient

	Total
Extremely important	56%
Very important	37%
Not too important	5%
Not at all important	*
Don't know	1%
<i>Important (Net)</i>	<i>93%</i>
<i>Not Important (Net)</i>	<i>6%</i>

f. Being able to retire without lowering your standard of living

	Total
Extremely important	46%
Very important	45%
Not too important	6%
Not at all important	2%
Don't know	1%
<i>Important (Net)</i>	<i>91%</i>
<i>Not Important (Net)</i>	<i>8%</i>

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3. How important are the following goals in making you feel successful in life? (*Continued*)

g. Helping your child/children get ahead financially

	Total
Extremely important	38%
Very important	37%
Not too important	11%
Not at all important	6%
Don't know	8%
<i>Important (Net)</i>	<i>75%</i>
<i>Not Important (Net)</i>	<i>17%</i>

h. Having no debt

	Total
Extremely important	49%
Very important	37%
Not too important	11%
Not at all important	2%
Don't know	1%
<i>Important (Net)</i>	<i>87%</i>
<i>Not Important (Net)</i>	<i>12%</i>

i. Having a home you can afford and can maintain throughout your life

	Total
Extremely important	57%
Very important	36%
Not too important	5%
Not at all important	1%
Don't know	1%
<i>Important (Net)</i>	<i>93%</i>
<i>Not Important (Net)</i>	<i>6%</i>

j. Owning a car/vehicle

	Total
Extremely important	39%
Very important	43%
Not too important	16%
Not at all important	2%
Don't know	*
<i>Important (Net)</i>	<i>82%</i>
<i>Not Important (Net)</i>	<i>18%</i>

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4. How successful do you feel you have been so far in achieving these goals?

Base: For each item, selected "Extremely important" or "Very important" in Q3. Base varies for each item.

Total Extremely/Very Successful Summary

	Total
Owning a car/vehicle	72%
Having a loving relationship with a spouse or partner	65%
Being self-sufficient	55%
Having no debt	51%
Having a home you can afford and can maintain throughout your life	50%
Being healthy	46%
Having your kids grow up to lead a better life than you	46%
Having financial security	45%
Helping your child/children get ahead financially	38%
Being able to retire without lowering your standard of living	37%

a. Being healthy

	Total (N=1,079)
Extremely successful	15%
Very successful	30%
Somewhat successful	39%
Not too successful	11%
Not at all successful	5%
<i>Extremely/Very Successful (Net)</i>	<i>46%</i>
<i>Not Too/Not at All Successful (Net)</i>	<i>15%</i>

b. Having financial security

	Total (N=1,071)
Extremely successful	15%
Very successful	30%
Somewhat successful	28%
Not too successful	16%
Not at all successful	11%
<i>Extremely/Very Successful (Net)</i>	<i>45%</i>
<i>Not Too/Not at All Successful (Net)</i>	<i>27%</i>

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4. How successful do you feel you have been so far in achieving these goals? *(Continued)*

c. Having a loving relationship with a spouse or partner

	Total (N=883)
Extremely successful	31%
Very successful	33%
Somewhat successful	19%
Not too successful	9%
Not at all successful	8%
<i>Extremely/Very Successful (Net)</i>	<i>65%</i>
<i>Not Too/Not at All Successful (Net)</i>	<i>16%</i>

d. Having your kids grow up to lead a better life than you

	Total (N=846)
Extremely successful	16%
Very successful	29%
Somewhat successful	38%
Not too successful	7%
Not at all successful	9%
<i>Extremely/Very Successful (Net)</i>	<i>46%</i>
<i>Not Too/Not at All Successful (Net)</i>	<i>16%</i>

e. Being self-sufficient

	Total (N=1,051)
Extremely successful	20%
Very successful	34%
Somewhat successful	33%
Not too successful	8%
Not at all successful	5%
<i>Extremely/Very Successful (Net)</i>	<i>55%</i>
<i>Not Too/Not at All Successful (Net)</i>	<i>13%</i>

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4. How successful do you feel you have been so far in achieving these goals? *(Continued)*

f. Being able to retire without lowering your standard of living

	Total (N=1,010)
Extremely successful	14%
Very successful	23%
Somewhat successful	31%
Not too successful	18%
Not at all successful	14%
<i>Extremely/Very Successful (Net)</i>	37%
<i>Not Too/Not at All Successful (Net)</i>	32%

g. Helping your child/children get ahead financially

	Total (N=768)
Extremely successful	14%
Very successful	24%
Somewhat successful	37%
Not too successful	15%
Not at all successful	10%
<i>Extremely/Very Successful (Net)</i>	38%
<i>Not Too/Not at All Successful (Net)</i>	25%

h. Having no debt

	Total (N=985)
Extremely successful	25%
Very successful	26%
Somewhat successful	20%
Not too successful	17%
Not at all successful	12%
<i>Extremely/Very Successful (Net)</i>	51%
<i>Not Too/Not at All Successful (Net)</i>	29%

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4. How successful do you feel you have been so far in achieving these goals? *(Continued)*

i. Having a home you can afford and can maintain throughout your life

	Total (N=1,034)
Extremely successful	20%
Very successful	31%
Somewhat successful	26%
Not too successful	11%
Not at all successful	12%
<i>Extremely/Very Successful (Net)</i>	<i>50%</i>
<i>Not Too/Not at All Successful (Net)</i>	<i>23%</i>

j. Owning a car/vehicle

	Total (N=906)
Extremely successful	34%
Very successful	38%
Somewhat successful	18%
Not too successful	5%
Not at all successful	5%
<i>Extremely/Very Successful (Net)</i>	<i>72%</i>
<i>Not Too/Not at All Successful (Net)</i>	<i>10%</i>

5. How much do you agree or disagree with the following statements:

Total Agree Summary

	Total
The American dream is harder to achieve than it used to be	88%
The U.S. economy is rigged to advantage the rich and powerful	77%
I believe in the American dream	68%
I believe I will be better off than my parents in terms of having enough money to live well	66%
In America, if you work hard, you will succeed no matter what	49%

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5. How much do you agree or disagree with the following statements: *(Continued)*

a. I believe I will be better off than my parents in terms of having enough money to live well

	Total
Strongly agree	29%
Somewhat agree	37%
Somewhat disagree	15%
Strongly disagree	13%
Don't know	5%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>29%</i>

b. The U.S. economy is rigged to advantage the rich and powerful

	Total
Strongly agree	47%
Somewhat agree	30%
Somewhat disagree	12%
Strongly disagree	8%
Don't know	4%
<i>Agree (Net)</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>20%</i>

c. The American dream is harder to achieve than it used to be

	Total
Strongly agree	59%
Somewhat agree	30%
Somewhat disagree	7%
Strongly disagree	3%
Don't know	2%
<i>Agree (Net)</i>	<i>88%</i>
<i>Disagree (Net)</i>	<i>10%</i>

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5. How much do you agree or disagree with the following statements: *(Continued)*

d. In America, if you work hard, you will succeed no matter what

	Total
Strongly agree	16%
Somewhat agree	33%
Somewhat disagree	29%
Strongly disagree	21%
Don't know	2%
<i>Agree (Net)</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>50%</i>

e. I believe in the American dream

	Total
Strongly agree	30%
Somewhat agree	38%
Somewhat disagree	15%
Strongly disagree	13%
Don't know	3%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>29%</i>

6. How likely do you think someone is to be successful if they:

Total Extremely/Very Likely Summary

	Total
Are born wealthy	70%
Work in a high-income career (e.g., law, medicine, finance)	66%
Have family stability	64%
Have equal opportunity	61%
Have good health	60%
Become a leader in their company/organization	59%
Own a home	51%
Move to a city with more opportunity	43%
Get a college degree	38%
Start their own business or side hustle	33%

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6. How likely do you think someone is to be successful if they: *(Continued)*

a. Work in a high-income career (e.g., law, medicine, finance)

	Total
Extremely likely	26%
Very likely	40%
Somewhat likely	26%
Not too likely	5%
Not at all likely	2%
Don't know	1%
<i>Extremely/Very Likely (Net)</i>	<i>66%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>7%</i>

b. Get a college degree

	Total
Extremely likely	11%
Very likely	26%
Somewhat likely	43%
Not too likely	12%
Not at all likely	4%
Don't know	3%
<i>Extremely/Very Likely (Net)</i>	<i>38%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>16%</i>

c. Become a leader in their company/organization

	Total
Extremely likely	16%
Very likely	42%
Somewhat likely	31%
Not too likely	6%
Not at all likely	2%
Don't know	3%
<i>Extremely/Very Likely (Net)</i>	<i>59%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>8%</i>

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6. How likely do you think someone is to be successful if they: *(Continued)*

d. Start their own business or side hustle

	Total
Extremely likely	11%
Very likely	22%
Somewhat likely	47%
Not too likely	12%
Not at all likely	2%
Don't know	6%
<i>Extremely/Very Likely (Net)</i>	<i>33%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>14%</i>

e. Own a home

	Total
Extremely likely	16%
Very likely	35%
Somewhat likely	35%
Not too likely	9%
Not at all likely	1%
Don't know	3%
<i>Extremely/Very Likely (Net)</i>	<i>51%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>10%</i>

f. Are born wealthy

	Total
Extremely likely	43%
Very likely	28%
Somewhat likely	17%
Not too likely	7%
Not at all likely	3%
Don't know	3%
<i>Extremely/Very Likely (Net)</i>	<i>70%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>10%</i>

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6. How likely do you think someone is to be successful if they: *(Continued)*

g. Move to a city with more opportunity

	Total
Extremely likely	11%
Very likely	32%
Somewhat likely	42%
Not too likely	8%
Not at all likely	3%
Don't know	4%
<i>Extremely/Very Likely (Net)</i>	<i>43%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>10%</i>

h. Have equal opportunity

	Total
Extremely likely	22%
Very likely	39%
Somewhat likely	32%
Not too likely	3%
Not at all likely	1%
Don't know	3%
<i>Extremely/Very Likely (Net)</i>	<i>61%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>4%</i>

i. Have family stability

	Total
Extremely likely	24%
Very likely	40%
Somewhat likely	31%
Not too likely	2%
Not at all likely	1%
Don't know	2%
<i>Extremely/Very Likely (Net)</i>	<i>64%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>3%</i>

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6. How likely do you think someone is to be successful if they: *(Continued)*

j. Have good health

	Total
Extremely likely	21%
Very likely	39%
Somewhat likely	32%
Not too likely	4%
Not at all likely	1%
Don't know	3%
<i>Extremely/Very Likely (Net)</i>	<i>60%</i>
<i>Not Too/Not at All Likely (Net)</i>	<i>5%</i>

7. Thinking about the traditional American path to success (e.g., getting a college degree, climbing the corporate ladder, buying a house), which of the following comes closest to your view?

	Total
It is the most reliable path to achieving success and financial stability	14%
It works for some people, but there are other equally good paths to success	42%
It is outdated and no longer guarantees success or financial stability	22%
It is fundamentally flawed and often leaves people worse off (e.g., in debt or burned out)	17%
Don't know	5%

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8. Which of the following, if any, would you be willing to sacrifice to achieve your definition of career or financial success? Select up to two.

Base: Works full-time or part-time

	Total (N=551)
Living in my preferred city or town	35%
Personal free time and hobbies	28%
Time spent with family and friends	14%
Mental health	12%
My personal values	11%
Sleep or physical health	8%
Other	1%
I am not willing to sacrifice any of these for career or financial success	27%
Don't know	2%

9. Which of the following, if any, do you believe you need most to build wealth and/or protect the success you have? Select up to three.

	Total
401(k) or individual retirement accounts	41%
Property/real estate	41%
General savings	37%
Stock and bond investments	28%
High-yield savings account	17%
Roth IRA	15%
Favorable tax strategies	12%
Gold or other precious metals	10%
Trusts	8%
Whole life insurance policy	6%
Cryptocurrency	6%
Term life insurance policy	3%
Other	1%
I don't believe it's possible for me to build wealth	9%
Don't know	6%

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10. People often have to be resourceful to get ahead or maintain their standard of living. When it comes to getting things done, which of the following best describes if or why you would take a do-it-yourself (DIY) approach? Select all that apply.

	Total
To save money so I can afford other things I want	54%
For the satisfaction of making or fixing something myself	37%
Because I simply cannot afford to hire someone else to do it	35%
Because I can probably do it as well as a professional	19%
None of the above	5%
I don't take a DIY approach to getting things done	9%

11. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
Artificial Intelligence (AI) will make it harder for new businesses to stand out from a large number of similar competitors	62%
Artificial Intelligence (AI) will make it easier for someone to quickly start a business	38%

	Total
People's chances of success in America depend mostly on their own merit and efforts	57%
People's chances of success in America depend mostly on factors beyond their control	43%

	Total
Doing things yourself (DIY) instead of hiring someone else is a personal choice	57%
Doing things yourself (DIY) instead of hiring someone else is a financial necessity	43%

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11. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
Financial success isn't worth sacrificing personal time and well-being	55%
Financial success is worth sacrificing personal time and well-being	45%

	Total
Having multiple incomes is a choice for financial freedom	51%
Having multiple incomes is necessary because one job does not pay enough	49%

	Total
Building wealth today requires slow, steady, traditional savings	50%
Building wealth today requires taking bigger financial risks	50%

	Total
A college degree isn't necessary for success	71%
A college degree is a reliable path to success	29%

	Total
Brands should just focus on selling good products at fair prices	72%
Brands should actively help people achieve their personal goals	28%

	Total
Artificial Intelligence (AI) will mostly eliminate jobs and increase inequality	70%
Artificial Intelligence (AI) will mostly create new jobs and opportunities	30%

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11. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. (*Continued*)

	Total
The U.S. economy is weakened by stress and uncertainty	70%
The U.S. economy can handle stress and uncertainty	30%



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About the Study

These are some of the findings of an Ipsos poll conducted between June 4-5, 2026. For this survey, a sample of 1,112 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample 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 U.S. Census 2025 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

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=1,112, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

For more information on this news release, please contact:

Matt Carmichael
Editor, What the Future
Ipsos North America
+1 312 218 7922
matt.carmichael@ipsos.com

Mallory Newall
Senior Vice President, US
Public Affairs
+1 202 374-2613
mallory.newall@ipsos.com





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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

MetLife Bldg, 200 Park Ave., 11th Fl.
New York, NY 10166, USA
+1 212-265-3200

Contact: **Matt Carmichael**
Editor, What the Future, Ipsos North America
Email: matt.carmichael@ipsos.com
Tel: +1 312 218 7922

GAME CHANGERS

