



TOPLINE & METHODOLOGY

DeFi 2026 Annual Polling Tracker - Wave I Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: September 8-16, 2026
 Number of interviews: 1,545

Margin of error: +/- 2.8 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

Q1. How would you rate your household's current financial situation?

	Total (N=1,545)	August 2025 (N=1,321)
Excellent	9%	10%
Very good	23%	25%
Good	32%	33%
Fair	26%	24%
Poor	10%	7%
Refused	1%	1%
<i>Excellent / Very Good (Net)</i>	32%	35%
<i>Fair / Poor (Net)</i>	36%	31%

Q2_Summary. How familiar are you with each of the following? Summary - Extremely/Very familiar

	Total (N=1,545)	August 2025 (N=1,321)
Checking account	86%	90%
Debit or ATM card	83%	86%
Credit card	80%	84%
Savings account	79%	83%
Payment apps, such as Zelle or Venmo	55%	55%
Retirement accounts, such as 401k or 403b	47%	50%
Prepaid Card/Reloadable Card	37%	38%
Buy Now Pay Later	33%	35%

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Q2_1. How familiar are you with each of the following? Checking account

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	55%	64%
Very familiar	30%	25%
Somewhat familiar	10%	7%
Not very familiar	2%	1%
Not at all familiar	2%	1%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	86%	90%
<i>Not very/Not at all familiar (Net)</i>	3%	3%

Q2_2. How familiar are you with each of the following? Savings account

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	47%	54%
Very familiar	33%	28%
Somewhat familiar	15%	12%
Not very familiar	3%	2%
Not at all familiar	2%	2%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	79%	83%
<i>Not very/Not at all familiar (Net)</i>	5%	4%

Q2_3. How familiar are you with each of the following? Credit card

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	48%	56%
Very familiar	32%	27%
Somewhat familiar	13%	11%
Not very familiar	3%	2%
Not at all familiar	3%	2%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	80%	84%
<i>Not very/Not at all familiar (Net)</i>	5%	4%

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Q2_4. How familiar are you with each of the following? Debit or ATM card

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	50%	58%
Very familiar	33%	28%
Somewhat familiar	13%	9%
Not very familiar	1%	3%
Not at all familiar	2%	1%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	83%	86%
<i>Not very/Not at all familiar (Net)</i>	3%	4%

Q2_5. How familiar are you with each of the following? Buy Now Pay Later

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	15%	18%
Very familiar	18%	18%
Somewhat familiar	33%	29%
Not very familiar	19%	21%
Not at all familiar	14%	13%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	33%	35%
<i>Not very/Not at all familiar (Net)</i>	33%	34%

Q2_6. How familiar are you with each of the following? Retirement accounts, such as 401k or 403b

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	22%	23%
Very familiar	25%	27%
Somewhat familiar	29%	28%
Not very familiar	14%	13%
Not at all familiar	9%	8%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	47%	50%
<i>Not very/Not at all familiar (Net)</i>	23%	21%

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Q2_7. How familiar are you with each of the following? Prepaid Card/Reloadable Card

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	16%	17%
Very familiar	21%	21%
Somewhat familiar	36%	34%
Not very familiar	17%	17%
Not at all familiar	9%	10%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	<i>37%</i>	<i>38%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>26%</i>	<i>27%</i>

Q2_8. How familiar are you with each of the following? Payment apps, such as Zelle or Venmo

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	27%	28%
Very familiar	28%	27%
Somewhat familiar	25%	23%
Not very familiar	11%	11%
Not at all familiar	9%	11%
Refused	1%	1%
<i>Extremely/Very familiar (Net)</i>	<i>55%</i>	<i>55%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>19%</i>	<i>21%</i>

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Q3_Summary. How familiar are you with each of the following financial assets? Summary - Extremely/Very familiar

	Total (N=1,545)	August 2025 (N=1,321)
Stocks	29%	27%
Mutual funds	22%	22%
Bonds / Treasuries	16%	17%
Index funds / ETFs	15%	15%
Crypto (e.g., Bitcoin, Ethereum, Ripple, Solana, Dogecoin)	9%	10%
Futures / Options	7%	6%
Stablecoins (e.g., USDC, Tether)	5%	4%
Digital collectibles (like Digital Trading Cards or NFTs (non-fungible tokens))	4%	4%
Decentralized Finance (e.g., Uniswap, AAVE)	2%	3%
Tokenized assets	3%	N/A
Perpetual Futures (no expiration date, unlike standard futures)	3%	N/A

Q3_1. How familiar are you with each of the following financial assets? Crypto (e.g., Bitcoin, Ethereum, Ripple, Solana, Dogecoin)

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	3%	4%
Very familiar	6%	6%
Somewhat familiar	23%	23%
Not very familiar	27%	28%
Not at all familiar	39%	37%
Refused	2%	2%
<i>Extremely/Very familiar (Net)</i>	<i>9%</i>	<i>10%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>66%</i>	<i>65%</i>

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Q3_2. How familiar are you with each of the following financial assets? Stablecoins (e.g., USDC, Tether)

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	2%	2%
Very familiar	3%	3%
Somewhat familiar	8%	8%
Not very familiar	20%	24%
Not at all familiar	66%	62%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>5%</i>	<i>4%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>86%</i>	<i>86%</i>

Q3_3. How familiar are you with each of the following financial assets? Digital collectibles (like Digital Trading Cards or NFTs (non-fungible tokens))

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	2%	2%
Very familiar	3%	2%
Somewhat familiar	13%	15%
Not very familiar	24%	26%
Not at all familiar	57%	54%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>4%</i>	<i>4%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>82%</i>	<i>80%</i>

Q3_4. How familiar are you with each of the following financial assets? Stocks

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	11%	11%
Very familiar	17%	17%
Somewhat familiar	36%	35%
Not very familiar	18%	21%
Not at all familiar	17%	16%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>29%</i>	<i>27%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>34%</i>	<i>36%</i>

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Q3_5. How familiar are you with each of the following financial assets? Bonds / Treasuries

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	5%	7%
Very familiar	11%	10%
Somewhat familiar	33%	32%
Not very familiar	25%	26%
Not at all familiar	25%	24%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>16%</i>	<i>17%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>50%</i>	<i>50%</i>

Q3_6. How familiar are you with each of the following financial assets? Index funds / ETFs

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	7%	7%
Very familiar	8%	8%
Somewhat familiar	17%	17%
Not very familiar	23%	26%
Not at all familiar	43%	41%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>15%</i>	<i>15%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>66%</i>	<i>67%</i>

Q3_7. How familiar are you with each of the following financial assets? Mutual funds

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	8%	9%
Very familiar	14%	12%
Somewhat familiar	29%	28%
Not very familiar	21%	23%
Not at all familiar	27%	26%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>22%</i>	<i>22%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>48%</i>	<i>49%</i>

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Q3_8. How familiar are you with each of the following financial assets? Futures / Options

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	3%	3%
Very familiar	4%	4%
Somewhat familiar	20%	19%
Not very familiar	25%	30%
Not at all familiar	46%	43%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>7%</i>	<i>6%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>71%</i>	<i>73%</i>

Q3_9. How familiar are you with each of the following financial assets? Decentralized Finance (e.g., Uniswap, AAVE)

	Total (N=1,545)	August 2025 (N=1,321)
Extremely familiar	1%	1%
Very familiar	1%	2%
Somewhat familiar	5%	4%
Not very familiar	17%	21%
Not at all familiar	74%	71%
Refused	1%	2%
<i>Extremely/Very familiar (Net)</i>	<i>2%</i>	<i>3%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>92%</i>	<i>92%</i>

Q3_10. How familiar are you with each of the following financial assets? Tokenized assets

	Total (N=1,545)
Extremely familiar	2%
Very familiar	1%
Somewhat familiar	6%
Not very familiar	20%
Not at all familiar	69%
Refused	1%
<i>Extremely/Very familiar (Net)</i>	<i>3%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>90%</i>

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Q3_11. How familiar are you with each of the following financial assets? Perpetual Futures (no expiration date, unlike standard futures)

	Total (N=1,545)
Extremely familiar	2%
Very familiar	2%
Somewhat familiar	6%
Not very familiar	20%
Not at all familiar	69%
Refused	1%
<i>Extremely/Very familiar (Net)</i>	<i>3%</i>
<i>Not very/Not at all familiar (Net)</i>	<i>89%</i>

Q4. Which of the following would you be interested in learning more about?

	Total (N=1,545)	August 2025 (N=1,321)
Stocks	33%	43%
Bonds / Treasuries	23%	28%
Mutual funds	22%	30%
Crypto (e.g., Bitcoin, Ethereum, Ripple, Solana, Dogecoin)	16%	24%
Index funds / ETFs	16%	21%
Futures / Options	16%	21%
Perpetual futures	10%	-
Decentralized Finance (e.g., Uniswap, AAVE)	8%	11%
Stablecoins (e.g., USDC, Tether)	7%	11%
Digital collectibles (like Digital Trading Cards or NFTs (non-fungible tokens))	7%	8%
Tokenized assets	7%	-
None of the above	45%	-
Refused	1%	27%

** In 2025, this question did not include a 'None of the above' response option, so non-selections were likely captured under Refused that year.*

Q5. Have you owned or used crypto in the past 12 months?

	Total (N=1,545)	August 2025 (N=1,321)
Yes	13%	13%
No	87%	86%
Refused	*	1%

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Q6. [ASK IF NEVER OWNED OR USED CRYPTO IN THE PAST 12 MONTHS] Have you ever owned or used crypto?

	Total (N=1,154)	August 2025 (N=1,156)
Yes	11%	5%
No	89%	94%
Refused	*	1%

DOV_CryptoOwner. Former or current crypto ownership status

	Total (N=1,545)
Current or former crypto owner	22%
Not current or former crypto owner	78%
Refused	-

Q7. [ASK IF EVER OWNED OR USED CRYPTO] What was or is the reason(s) for you owning or using crypto?

	Total (N=675)	August 2025 (N=1,156)
Purchased out of curiosity	34%	37%
Purchased as a long-term investment	25%	-
Purchased as a short-term investment	18%	-
Purchased because a friend or family member recommended it	14%	19%
Used it for a purchase or payment	8%	12%
Purchased because I learned about it on social media	8%	8%
Purchased because I learned about it in the news	7%	6%
To send money to friends or family	4%	3%
Purchased because a financial advisor recommended it	3%	4%
Other	19%	9%
Refused	5%	-

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Q8. How likely are you to own or use crypto in the future?

	Total (N=1,545)	August 2025 (N=1,321)
Extremely likely	3%	5%
Very likely	3%	3%
Somewhat likely	11%	8%
Slightly likely	17%	18%
Not at all likely	64%	65%
Refused	1%	1%
<i>Extremely/Very likely (Net)</i>	6%	8%
<i>Slightly/Not at all likely (Net)</i>	82%	83%

Q9_Summary. How likely would you be to own or use crypto in the future if the following happened? Summary - Extremely/Very likely

	Total (N=1,545)
Crypto products become easier to use	13%
The federal government provided clearer laws or regulations on crypto	11%
More prominent financial institutions began offering crypto in their products	10%
More businesses accept stablecoins or crypto assets	10%

Q9_1. How likely would you be to own or use crypto in the future if the following happened? The federal government provided clearer laws or regulations on crypto

	Total (N=1,545)
Extremely likely	4%
Very likely	7%
Somewhat likely	20%
Slightly likely	23%
Not at all likely	44%
Refused	2%
<i>Extremely/Very likely (Net)</i>	11%
<i>Slightly/Not at all likely (Net)</i>	67%

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Q9_2. How likely would you be to own or use crypto in the future if the following happened? More prominent financial institutions began offering crypto in their products

	Total (N=1,545)
Extremely likely	4%
Very likely	6%
Somewhat likely	19%
Slightly likely	21%
Not at all likely	47%
Refused	2%
<i>Extremely/Very likely (Net)</i>	<i>10%</i>
<i>Slightly/Not at all likely (Net)</i>	<i>69%</i>

Q9_3. How likely would you be to own or use crypto in the future if the following happened? More businesses accept stablecoins or crypto assets

	Total (N=1,545)
Extremely likely	4%
Very likely	6%
Somewhat likely	18%
Slightly likely	20%
Not at all likely	49%
Refused	2%
<i>Extremely/Very likely (Net)</i>	<i>10%</i>
<i>Slightly/Not at all likely (Net)</i>	<i>69%</i>

Q9_4. How likely would you be to own or use crypto in the future if the following happened? Crypto products become easier to use

	Total (N=1,545)
Extremely likely	4%
Very likely	8%
Somewhat likely	18%
Slightly likely	21%
Not at all likely	45%
Refused	2%
<i>Extremely/Very likely (Net)</i>	<i>13%</i>
<i>Slightly/Not at all likely (Net)</i>	<i>67%</i>

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Q10. Which of the following best describes your understanding of crypto?

	Total (N=1,545)
Crypto is a digital form of financial currency	46%
Crypto is a financial asset used for investment purposes	18%
Crypto is an alternative to traditional financial institutions	17%
Crypto is a technology with multiple applications	12%
None of these statements describe crypto	7%
Not sure	35%
Refused	1%

Q11_Summary. How much do you trust the following financial institutions? Summary - Complete/A lot of trust

	Total (N=1,545)	August 2025 (N=1,321)
Credit unions	48%	53%
Large national banks, (e.g., Chase, Bank of America, Wells Fargo)	42%	40%*
Regional or community banks	41%	43%
Centralized financial technology companies (e.g., PayPal, Venmo, Robinhood)	21%	22%
Online-only or fintech banks (e.g., Ally, PayPal, or SoFi)	18%	19%
Decentralized platforms that enable users to maintain control of their own funds (e.g., Uniswap)	5%	N/A
Centralized crypto exchanges (e.g., Phantom, Coinbase, Kraken)	4%	4%**

*In 2025, this was asked as: 'Large national banks, such as Bank of America or Wells Fargo

**In 2025, this was asked as: 'Crypto exchanges (e.g., Coinbase, Kraken, Uniswap)'

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Q11_1. How much do you trust the following financial institutions? Large national banks, (e.g., Chase, Bank of America, Wells Fargo)

	Total (N=1,545)	August 2025 (N=1,321)
Complete trust	10%	9%
A lot of trust	32%	31%
Some trust	36%	34%
Little trust	12%	15%
No trust at all	8%	9%
Refused	2%	2%
<i>Complete/A lot of trust (Net)</i>	<i>42%</i>	<i>40%</i>
<i>Little trust/No trust at all (Net)</i>	<i>20%</i>	<i>24%</i>

Q11_2. How much do you trust the following financial institutions? Regional or community banks

	Total (N=1,545)	August 2025 (N=1,321)
Complete trust	7%	8%
A lot of trust	34%	35%
Some trust	38%	37%
Little trust	11%	11%
No trust at all	7%	7%
Refused	2%	2%
<i>Complete/A lot of trust (Net)</i>	<i>41%</i>	<i>43%</i>
<i>Little trust/No trust at all (Net)</i>	<i>18%</i>	<i>18%</i>

Q11_3. How much do you trust the following financial institutions? Credit unions

	Total (N=1,545)	August 2025 (N=1,321)
Complete trust	14%	16%
A lot of trust	34%	37%
Some trust	32%	30%
Little trust	10%	10%
No trust at all	8%	6%
Refused	2%	3%
<i>Complete/A lot of trust (Net)</i>	<i>48%</i>	<i>53%</i>
<i>Little trust/No trust at all (Net)</i>	<i>18%</i>	<i>15%</i>

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Q11_4. How much do you trust the following financial institutions? Online-only or fintech banks (e.g., Ally, PayPal, or SoFi)

	Total (N=1,545)	August 2025 (N=1,321)
Complete trust	2%	3%
A lot of trust	15%	15%
Some trust	41%	40%
Little trust	23%	24%
No trust at all	15%	14%
Refused	3%	3%
<i>Complete/A lot of trust (Net)</i>	<i>18%</i>	<i>19%</i>
<i>Little trust/No trust at all (Net)</i>	<i>38%</i>	<i>38%</i>

Q11_5. How much do you trust the following financial institutions? Centralized financial technology companies (e.g., PayPal, Venmo, Robinhood)

	Total (N=1,545)	August 2025 (N=1,321)
Complete trust	2%	4%
A lot of trust	18%	18%
Some trust	46%	43%
Little trust	19%	19%
No trust at all	12%	12%
Refused	2%	3%
<i>Complete/A lot of trust (Net)</i>	<i>21%</i>	<i>22%</i>
<i>Little trust/No trust at all (Net)</i>	<i>31%</i>	<i>32%</i>

Q11_6. How much do you trust the following financial institutions? Centralized crypto exchanges (e.g., Phantom, Coinbase, Kraken)

	Total (N=1,545)	August 2025* (N=1,321)
Complete trust	1%	1%
A lot of trust	3%	2%
Some trust	14%	15%
Little trust	26%	29%
No trust at all	53%	49%
Refused	3%	3%
<i>Complete/A lot of trust (Net)</i>	<i>4%</i>	<i>4%</i>
<i>Little trust/No trust at all (Net)</i>	<i>79%</i>	<i>78%</i>

* In 2025, this was asked as: 'Crypto exchanges (e.g., Coinbase, Kraken, Uniswap)'

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Q11_7. How much do you trust the following financial institutions? Decentralized platforms that enable users to maintain control of their own funds (e.g., Uniswap)

	Total (N=1,545)
Complete trust	1%
A lot of trust	3%
Some trust	19%
Little trust	27%
No trust at all	45%
Refused	3%
<i>Complete/A lot of trust (Net)</i>	<i>5%</i>
<i>Little trust/No trust at all (Net)</i>	<i>73%</i>

Q12. How satisfied are you with the current financial system available to you (e.g., banks, investment services, payment apps)?

	Total (N=1,545)	August 2025 (N=1,321)
Extremely satisfied	12%	12%
Very satisfied	37%	36%
Moderately satisfied	36%	36%
Slightly satisfied	10%	13%
Not at all satisfied	4%	3%
Refused	1%	2%
<i>Extremely/Very satisfied (Net)</i>	<i>50%</i>	<i>47%</i>
<i>Slightly/Not at all satisfied (Net)</i>	<i>13%</i>	<i>15%</i>

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Q13_Summary. How well, if at all, do the following statements represent your views? Summary - Extremely/Very well

	Total (N=1,545)
I want to have access to my money at all times (24 hours a day, every day of the year)	66%
I feel like financial institutions are responsible for ensuring my financial data is secure	63%
I feel like I have a say in how my finances are managed or invested	51%
I feel like I have personal control over my financial assets	49%
I feel like the government should not have a say in which products I am able to invest in	49%
I feel like traditional financial institutions should not have a say in which products I am able to invest in	40%
I feel like I should have a way to digitally send money to people without any third party involved	39%
I do not believe there should be limits on how much of my money I can send or receive using banking apps	39%
I wish it was easier for people to open an account with a bank or financial institution	29%
The traditional financial system is designed to take advantage of ordinary people	26%
Traditional forms of finance need an overhaul	20%
Banks and other financial institutions charge reasonable fees for their services	14%

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Q13_1. How well, if at all, do the following statements represent your views? I feel like financial institutions are responsible for ensuring my financial data is secure

	Total (N=1,545)
Extremely well	36%
Very well	28%
Somewhat well	24%
Not too well	6%
Not well at all	4%
Refused	3%
<i>Extremely/Very well (Net)</i>	63%
<i>Not too well/Not well at all (Net)</i>	10%

Q13_2. How well, if at all, do the following statements represent your views? I feel like I have a say in how my finances are managed or invested

	Total (N=1,545)
Extremely well	21%
Very well	31%
Somewhat well	33%
Not too well	9%
Not well at all	5%
Refused	3%
<i>Extremely/Very well (Net)</i>	51%
<i>Not too well/Not well at all (Net)</i>	14%

Q13_3. How well, if at all, do the following statements represent your views? I feel like I have personal control over my financial assets

	Total (N=1,545)
Extremely well	15%
Very well	35%
Somewhat well	38%
Not too well	7%
Not well at all	3%
Refused	2%
<i>Extremely/Very well (Net)</i>	49%
<i>Not too well/Not well at all (Net)</i>	10%

TOPLINE & METHODOLOGY

Q13_4. How well, if at all, do the following statements represent your views? Banks and other financial institutions charge reasonable fees for their services

	Total (N=1,545)
Extremely well	4%
Very well	10%
Somewhat well	38%
Not too well	29%
Not well at all	16%
Refused	2%
<i>Extremely/Very well (Net)</i>	<i>14%</i>
<i>Not too well/Not well at all (Net)</i>	<i>45%</i>

Q13_5. How well, if at all, do the following statements represent your views? Traditional forms of finance need an overhaul

	Total (N=1,545)
Extremely well	8%
Very well	12%
Somewhat well	41%
Not too well	27%
Not well at all	10%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>20%</i>
<i>Not too well/Not well at all (Net)</i>	<i>36%</i>

Q13_6. How well, if at all, do the following statements represent your views? I feel like the government should not have a say in which products I am able to invest in

	Total (N=1,545)
Extremely well	27%
Very well	22%
Somewhat well	29%
Not too well	12%
Not well at all	8%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>49%</i>
<i>Not too well/Not well at all (Net)</i>	<i>19%</i>

TOPLINE & METHODOLOGY

Q13_7. How well, if at all, do the following statements represent your views? I feel like traditional financial institutions should not have a say in which products I am able to invest in

	Total (N=1,545)
Extremely well	18%
Very well	22%
Somewhat well	35%
Not too well	15%
Not well at all	7%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>40%</i>
<i>Not too well/Not well at all (Net)</i>	<i>22%</i>

Q13_8. How well, if at all, do the following statements represent your views? I feel like I should have a way to digitally send money to people without any third party involved

	Total (N=1,545)
Extremely well	18%
Very well	21%
Somewhat well	36%
Not too well	15%
Not well at all	8%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>39%</i>
<i>Not too well/Not well at all (Net)</i>	<i>23%</i>

Q13_9. How well, if at all, do the following statements represent your views? The traditional financial system is designed to take advantage of ordinary people

	Total (N=1,545)
Extremely well	11%
Very well	15%
Somewhat well	33%
Not too well	27%
Not well at all	12%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>26%</i>
<i>Not too well/Not well at all (Net)</i>	<i>39%</i>

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GAME CHANGERS

TOPLINE & METHODOLOGY

Q13_10. How well, if at all, do the following statements represent your views? I want to have access to my money at all times (24 hours a day, every day of the year)

	Total (N=1,545)
Extremely well	41%
Very well	25%
Somewhat well	22%
Not too well	6%
Not well at all	3%
Refused	2%
<i>Extremely/Very well (Net)</i>	66%
<i>Not too well/Not well at all (Net)</i>	9%

Q13_11. How well, if at all, do the following statements represent your views? I do not believe there should be limits on how much of my money I can send or receive using banking apps

	Total (N=1,545)
Extremely well	20%
Very well	19%
Somewhat well	33%
Not too well	18%
Not well at all	8%
Refused	3%
<i>Extremely/Very well (Net)</i>	39%
<i>Not too well/Not well at all (Net)</i>	26%

Q13_12. How well, if at all, do the following statements represent your views? I wish it was easier for people to open an account with a bank or financial institution

	Total (N=1,545)
Extremely well	11%
Very well	18%
Somewhat well	37%
Not too well	21%
Not well at all	10%
Refused	3%
<i>Extremely/Very well (Net)</i>	29%
<i>Not too well/Not well at all (Net)</i>	31%

TOPLINE & METHODOLOGY

Q14_Summary. How well, if at all, do the following statements about the current financial system represent your views? Summary - Extremely/Very well

	Total (N=1,545)
The current financial system needs to be upgraded to combat new threats, like cyber crime or AI	63%
Changes to the current financial system are needed to give people more control over their personal data	44%
The current financial system needs to be upgraded to be more affordable	38%
The current financial system needs to be upgraded to enable financial transactions outside of market hours (weekdays, 9:30am - 4:30pm)	36%
Changes to the current financial system are needed to give more people control over their own money or assets	34%
The current financial system needs to be upgraded to be more user-friendly	34%
Changes to the current financial system are needed to give people more control over their financial future	33%
I believe the financial system works well for people like me	31%
The current financial system in the United States meets my needs	31%
I am concerned the current financial system does not adequately protect my money or assets	25%
The current financial system in the United States is secure	19%

TOPLINE & METHODOLOGY

Q14_1. How well, if at all, do the following statements about the current financial system represent your views? I believe the financial system works well for people like me

	Total (N=1,545)
Extremely well	7%
Very well	23%
Somewhat well	47%
Not too well	15%
Not well at all	6%
Refused	2%
<i>Extremely/Very well (Net)</i>	<i>31%</i>
<i>Not too well/Not well at all (Net)</i>	<i>20%</i>

Q14_2. How well, if at all, do the following statements about the current financial system represent your views? The current financial system in the United States is secure

	Total (N=1,545)
Extremely well	3%
Very well	16%
Somewhat well	47%
Not too well	23%
Not well at all	8%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>19%</i>
<i>Not too well/Not well at all (Net)</i>	<i>31%</i>

Q14_3. How well, if at all, do the following statements about the current financial system represent your views? The current financial system in the United States meets my needs

	Total (N=1,545)
Extremely well	9%
Very well	23%
Somewhat well	46%
Not too well	13%
Not well at all	6%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>31%</i>
<i>Not too well/Not well at all (Net)</i>	<i>19%</i>

TOPLINE & METHODOLOGY

Q14_4. How well, if at all, do the following statements about the current financial system represent your views? Changes to the current financial system are needed to give more people control over their own money or assets

	Total (N=1,545)
Extremely well	13%
Very well	21%
Somewhat well	40%
Not too well	17%
Not well at all	6%
Refused	3%
<i>Extremely/Very well (Net)</i>	34%
<i>Not too well/Not well at all (Net)</i>	23%

Q14_5. How well, if at all, do the following statements about the current financial system represent your views? The current financial system needs to be upgraded to enable financial transactions outside of market hours (weekdays, 9:30am - 4:30pm)

	Total (N=1,545)
Extremely well	15%
Very well	22%
Somewhat well	36%
Not too well	17%
Not well at all	7%
Refused	3%
<i>Extremely/Very well (Net)</i>	36%
<i>Not too well/Not well at all (Net)</i>	25%

TOPLINE & METHODOLOGY

Q14_6. How well, if at all, do the following statements about the current financial system represent your views? The current financial system needs to be upgraded to combat new threats, like cyber crime or AI

	Total (N=1,545)
Extremely well	37%
Very well	26%
Somewhat well	25%
Not too well	5%
Not well at all	4%
Refused	3%
<i>Extremely/Very well (Net)</i>	63%
<i>Not too well/Not well at all (Net)</i>	9%

Q14_7. How well, if at all, do the following statements about the current financial system represent your views? The current financial system needs to be upgraded to be more user-friendly

	Total (N=1,545)
Extremely well	13%
Very well	21%
Somewhat well	39%
Not too well	19%
Not well at all	5%
Refused	3%
<i>Extremely/Very well (Net)</i>	34%
<i>Not too well/Not well at all (Net)</i>	23%

TOPLINE & METHODOLOGY

Q14_8. How well, if at all, do the following statements about the current financial system represent your views? The current financial system needs to be upgraded to be more affordable

	Total (N=1,545)
Extremely well	17%
Very well	21%
Somewhat well	38%
Not too well	16%
Not well at all	5%
Refused	4%
<i>Extremely/Very well (Net)</i>	38%
<i>Not too well/Not well at all (Net)</i>	21%

Q14_9. How well, if at all, do the following statements about the current financial system represent your views? Changes to the current financial system are needed to give people more control over their financial future

	Total (N=1,545)
Extremely well	12%
Very well	21%
Somewhat well	40%
Not too well	17%
Not well at all	6%
Refused	3%
<i>Extremely/Very well (Net)</i>	33%
<i>Not too well/Not well at all (Net)</i>	23%

TOPLINE & METHODOLOGY

Q14_10. How well, if at all, do the following statements about the current financial system represent your views? Changes to the current financial system are needed to give people more control over their personal data

	Total (N=1,545)
Extremely well	20%
Very well	24%
Somewhat well	36%
Not too well	13%
Not well at all	4%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>44%</i>
<i>Not too well/Not well at all (Net)</i>	<i>17%</i>

Q14_12. How well, if at all, do the following statements about the current financial system represent your views? I am concerned the current financial system does not adequately protect my money or assets

	Total (N=1,545)
Extremely well	9%
Very well	16%
Somewhat well	40%
Not too well	25%
Not well at all	7%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>25%</i>
<i>Not too well/Not well at all (Net)</i>	<i>32%</i>

TOPLINE & METHODOLOGY

Q14A_Summary. How well, if at all, do the following statements about data privacy represent your views? Summary - Extremely/Very well

	Total (N=1,545)
Financial privacy is important to me	74%
I would prefer to be able to keep my personal information private when engaging in financial transactions	62%
I am concerned about data breaches and hacks to major financial institutions that include my personal information	60%
I am concerned that financial institutions are not adequately prepared to protect my personal information against threats from AI	54%
I am concerned about providing personally identifiable information to financial institutions	46%
I am concerned that financial institutions do not adequately protect my personal information	45%

Q14A_1. How well, if at all, do the following statements about data privacy represent your views?
I am concerned that financial institutions do not adequately protect my personal information

	Total (N=1,545)
Extremely well	21%
Very well	24%
Somewhat well	35%
Not too well	14%
Not well at all	4%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>45%</i>
<i>Not too well/Not well at all (Net)</i>	<i>18%</i>

TOPLINE & METHODOLOGY

Q14A_2. How well, if at all, do the following statements about data privacy represent your views?
I am concerned about providing personally identifiable information to financial institutions

	Total (N=1,545)
Extremely well	21%
Very well	24%
Somewhat well	32%
Not too well	15%
Not well at all	4%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>46%</i>
<i>Not too well/Not well at all (Net)</i>	<i>20%</i>

Q14A_3. How well, if at all, do the following statements about data privacy represent your views?
I am concerned about data breaches and hacks to major financial institutions that include my personal information

	Total (N=1,545)
Extremely well	35%
Very well	25%
Somewhat well	27%
Not too well	8%
Not well at all	2%
Refused	3%
<i>Extremely/Very well (Net)</i>	<i>60%</i>
<i>Not too well/Not well at all (Net)</i>	<i>11%</i>

TOPLINE & METHODOLOGY

Q14A_4. How well, if at all, do the following statements about data privacy represent your views?
I would prefer to be able to keep my personal information private when engaging in financial transactions

	Total (N=1,545)
Extremely well	36%
Very well	26%
Somewhat well	26%
Not too well	7%
Not well at all	2%
Refused	3%
<i>Extremely/Very well (Net)</i>	62%
<i>Not too well/Not well at all (Net)</i>	9%

Q14A_5. How well, if at all, do the following statements about data privacy represent your views?
Financial privacy is important to me

	Total (N=1,545)
Extremely well	47%
Very well	27%
Somewhat well	18%
Not too well	4%
Not well at all	2%
Refused	2%
<i>Extremely/Very well (Net)</i>	74%
<i>Not too well/Not well at all (Net)</i>	6%

TOPLINE & METHODOLOGY

Q14A_6. How well, if at all, do the following statements about data privacy represent your views?
I am concerned that financial institutions are not adequately prepared to protect my personal information against threats from AI

	Total (N=1,545)
Extremely well	30%
Very well	25%
Somewhat well	29%
Not too well	10%
Not well at all	4%
Refused	3%
<i>Extremely/Very well (Net)</i>	54%
<i>Not too well/Not well at all (Net)</i>	14%

Q15. How interested would you be in learning more about Decentralized Finance (DeFi) technology?

	Total (N=1,545)	August 2025 (N=1,321)
Extremely interested	5%	4%
Very interested	8%	8%
Somewhat interested	27%	30%
Not very interested	19%	21%
Not at all interested	39%	36%
Refused	1%	1%
<i>Extremely/Very interested (Net)</i>	13%	12%
<i>Not very/Not at all interested (Net)</i>	58%	57%

TOPLINE & METHODOLOGY

Q16_Summary. How important are the following features of Decentralized Finance (DeFi) to you?
Summary - Extremely/Very important

	Total (N=1,545)	August 2025 (N=1,321)
Being able to see my full financial history (charges, payments, etc.) at all times.	56%	53%
To ensure that I have full personal control over the security of my personal and financial data.	55%	54%
To have full personal control over my money and assets at all times.	53%	56%*
Fast access to my money, with little to no delay in sending or receiving it.	49%	N/A
Not having a gatekeeper tell me I cannot access financial services.	41%	39%
The ability to trade assets and make transactions any time I want.	34%	31%**
Not having to rely on a traditional financial institution or middle man, like a bank.	29%	26%
The ability to send money internationally at a significantly lower cost.	28%	20%
The ability to send money internationally any time, any day.	24%	17%

* In 2025, this was asked as: 'To have full personal control over my money at all times.'

** In 2025, this was asked as: 'The ability to trade currency and make transactions any time I want.'

Q16_1. How important are the following features of Decentralized Finance (DeFi) to you? The ability to trade assets and make transactions any time I want.

	Total (N=1,545)	August 2025 (N=1,321) *
Extremely important	15%	13%
Very important	19%	18%
Moderately important	19%	20%
Slightly important	14%	12%
Not at all important	15%	15%
Not sure	16%	18%
Refused	3%	4%
Extremely/Very important (Net)	34%	31%
Slightly/Not at all important (Net)	28%	27%

* In 2025, this was asked as: 'The ability to trade currency and make transactions any time I want.'

TOPLINE & METHODOLOGY

Q16_2. How important are the following features of Decentralized Finance (DeFi) to you? Not having to rely on a traditional financial institution or middle man, like a bank.

	Total (N=1,545)	August 2025 (N=1,321)
Extremely important	13%	11%
Very important	16%	14%
Moderately important	23%	24%
Slightly important	13%	15%
Not at all important	16%	13%
Not sure	16%	20%
Refused	2%	4%
<i>Extremely/Very important (Net)</i>	<i>29%</i>	<i>26%</i>
<i>Slightly/Not at all important (Net)</i>	<i>29%</i>	<i>28%</i>

Q16_3. How important are the following features of Decentralized Finance (DeFi) to you? The ability to send money internationally any time, any day.

	Total (N=1,545)	August 2025 (N=1,321)
Extremely important	12%	8%
Very important	13%	9%
Moderately important	16%	15%
Slightly important	12%	12%
Not at all important	30%	35%
Not sure	15%	17%
Refused	3%	4%
<i>Extremely/Very important (Net)</i>	<i>24%</i>	<i>17%</i>
<i>Slightly/Not at all important (Net)</i>	<i>43%</i>	<i>47%</i>

TOPLINE & METHODOLOGY

Q16_4. How important are the following features of Decentralized Finance (DeFi) to you? To have full personal control over my money and assets at all times.

	Total (N=1,545)	August 2025* (N=1,321)
Extremely important	29%	29%
Very important	24%	26%
Moderately important	15%	12%
Slightly important	8%	7%
Not at all important	7%	5%
Not sure	14%	16%
Refused	3%	4%
<i>Extremely/Very important (Net)</i>	<i>53%</i>	<i>53%</i>
<i>Slightly/Not at all important (Net)</i>	<i>16%</i>	<i>13%</i>

* In 2025, this was asked as: 'To have full personal control over my money at all times.'

Q16_5. How important are the following features of Decentralized Finance (DeFi) to you? Being able to see my full financial history (charges, payments, etc.) at all times.

	Total (N=1,545)	August 2025 (N=1,321)
Extremely important	32%	26%
Very important	25%	27%
Moderately important	14%	14%
Slightly important	7%	7%
Not at all important	7%	6%
Not sure	13%	15%
Refused	3%	4%
<i>Extremely/Very important (Net)</i>	<i>56%</i>	<i>53%</i>
<i>Slightly/Not at all important (Net)</i>	<i>14%</i>	<i>13%</i>

TOPLINE & METHODOLOGY

Q16_6. How important are the following features of Decentralized Finance (DeFi) to you? Not having a gatekeeper tell me I cannot access financial services.

	Total (N=1,545)	August 2025 (N=1,321)
Extremely important	20%	19%
Very important	21%	20%
Moderately important	19%	19%
Slightly important	11%	10%
Not at all important	10%	9%
Not sure	16%	19%
Refused	3%	4%
<i>Extremely/Very important (Net)</i>	<i>41%</i>	<i>39%</i>
<i>Slightly/Not at all important (Net)</i>	<i>21%</i>	<i>19%</i>

Q16_7. How important are the following features of Decentralized Finance (DeFi) to you? The ability to send money internationally at a significantly lower cost.

	Total (N=1,545)	August 2025 (N=1,321)
Extremely important	15%	9%
Very important	13%	10%
Moderately important	12%	14%
Slightly important	12%	11%
Not at all important	29%	33%
Not sure	15%	19%
Refused	3%	4%
<i>Extremely/Very important (Net)</i>	<i>28%</i>	<i>20%</i>
<i>Slightly/Not at all important (Net)</i>	<i>41%</i>	<i>44%</i>

TOPLINE & METHODOLOGY

Q16_8. How important are the following features of Decentralized Finance (DeFi) to you? Fast access to my money, with little to no delay in sending or receiving it.

	Total (N=1,545)
Extremely important	24%
Very important	25%
Moderately important	16%
Slightly important	10%
Not at all important	9%
Not sure	13%
Refused	3%
<i>Extremely/Very important (Net)</i>	49%
<i>Slightly/Not at all important (Net)</i>	19%

Q16_9. How important are the following features of Decentralized Finance (DeFi) to you? To ensure that I have full personal control over the security of my personal and financial data.

	Total (N=1,545)	August 2025 (N=1,321)
Extremely important	31%	29%
Very important	24%	25%
Moderately important	15%	13%
Slightly important	7%	7%
Not at all important	6%	5%
Not sure	15%	17%
Refused	2%	4%
<i>Extremely/Very important (Net)</i>	55%	54%
<i>Slightly/Not at all important (Net)</i>	13%	12%

Q17. How likely would you be to try out Decentralized Finance (DeFi) if it were available to you?

	Total (N=1,545)	August 2025 (N=1,321)
Extremely likely	3%	3%
Very likely	7%	7%
Somewhat likely	30%	30%
Not very likely	24%	28%
Not likely at all	33%	29%
Refused	2%	3%
<i>Extremely/Very likely (Net)</i>	10%	10%
<i>Not very likely/Not likely at all (Net)</i>	57%	57%

TOPLINE & METHODOLOGY

Q18_Summary. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Summary - Yes

	Total (N=686)	August 2025 (N=515)
Save money	85%	77%
Send money to a friend or family member in the US	82%	73%
Earn interest on my money and financial assets or investments	82%	N/A
Receive a payment from work, retirement, or government agency	69%	58%
Purchase a financial asset or investment	65%	61%
Make a donation to a charitable organization	53%	52%
Send money to a friend or family member outside the US	47%	39%
Lend or borrow crypto tokens	24%	N/A

Q18_2. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Send money to a friend or family member in the US

	Total (N=686)	August 2025 (N=515)
Yes	82%	73%
No	18%	26%
Refused	*	1%

Q18_3. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Send money to a friend or family member outside the US

	Total (N=686)	August 2025 (N=515)
Yes	47%	39%
No	52%	61%
Refused	1%	1%

TOPLINE & METHODOLOGY

Q18_4. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Receive a payment from work, retirement, or government agency

	Total (N=686)	August 2025 (N=515)
Yes	69%	58%
No	31%	41%
Refused	1%	1%

Q18_7. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Save money

	Total (N=686)	August 2025 (N=515)
Yes	85%	77%
No	15%	22%
Refused	1%	1%

Q18_8. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Purchase a financial asset or investment

	Total (N=686)	August 2025 (N=515)
Yes	65%	61%
No	34%	39%
Refused	1%	1%

Q18_9. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Make a donation to a charitable organization

	Total (N=686)	August 2025 (N=515)
Yes	53%	52%
No	46%	47%
Refused	1%	1%

TOPLINE & METHODOLOGY

Q18_10. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Earn interest on my money and financial assets or investments

	Total (N=686)
Yes	82%
No	17%
Refused	1%

Q18_11. **[ASK IF EXTREMELY, VERY, OR SOMEWHAT LIKELY TO TRY DEFI]** How would you likely use it? Lend or borrow crypto tokens

	Total (N=686)
Yes	24%
No	76%
Refused	1%

Q19. Non-traditional financial products and systems are new and evolving. Many times when a new technology or industry emerges, it takes time for the government and any associated regulations to catch up. There is currently proposed legislation that would govern how crypto markets are regulated, requiring many crypto businesses and services to register with federal regulators and disclose how their products work and function. This will mean consumers will have greater protections when using or owning crypto. If this proposed legislation were passed into law, how likely would you be to try out Decentralized Finance (DeFi)?

	Total (N=1,545)	August 2025 (N=1,321)
Extremely likely	3%	3%
Very likely	7%	7%
Somewhat likely	32%	33%
Not very likely	26%	28%
Not likely at all	30%	27%
Refused	2%	3%
<i>Extremely/Very likely (Net)</i>	<i>10%</i>	<i>9%</i>
<i>Not very likely/Not likely at all (Net)</i>	<i>56%</i>	<i>55%</i>

TOPLINE & METHODOLOGY

Q20_Summary. How important is it to you that a political candidate supports the following policy positions? Summary - Extremely/Very important

	Total (N=1,545)
Ensuring that those who are building the next generation of financial technology are encouraged to do so in the United States.	35%
Supporting new rules and regulations that allow for innovations to the current financial system in the United States to take place.	26%
Encouraging the growth of emerging financial technologies like blockchain, crypto, and decentralized finance.	13%

Q20_1. How important is it to you that a political candidate supports the following policy positions? Encouraging the growth of emerging financial technologies like blockchain, crypto, and decentralized finance.

	Total (N=1,545)	August 2025 (N=1,321)
Extremely important	4%	6%
Very important	9%	10%
Somewhat important	30%	27%
Not very important	27%	29%
Not important at all	26%	25%
Refused	4%	4%
<i>Extremely/Very important (Net)</i>	<i>13%</i>	<i>15%</i>
<i>Not very important/Not important at all (Net)</i>	<i>53%</i>	<i>54%</i>

**In 2025 this was asked as 'How important is it to you that a political candidate supports emerging financial technologies like blockchain, crypto, and decentralized finance?'*

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Q20_2. How important is it to you that a political candidate supports the following policy positions? Supporting new rules and regulations that allow for innovations to the current financial system in the United States to take place.

	Total (N=1,545)
Extremely important	9%
Very important	17%
Somewhat important	42%
Not very important	17%
Not important at all	12%
Refused	4%
<i>Extremely/Very important (Net)</i>	<i>26%</i>
<i>Not very important/Not important at all (Net)</i>	<i>29%</i>

Q20_3. How important is it to you that a political candidate supports the following policy positions? Ensuring that those who are building the next generation of financial technology are encouraged to do so in the United States.

	Total (N=1,545)
Extremely important	13%
Very important	22%
Somewhat important	37%
Not very important	13%
Not important at all	12%
Refused	3%
<i>Extremely/Very important (Net)</i>	<i>35%</i>
<i>Not very important/Not important at all (Net)</i>	<i>25%</i>



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About the Study

This poll was conducted by Ipsos from September 8th to 16th, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,545 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2025 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from the 2025 National Public Opinion Reference Survey (NPORS).

- 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 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+)
- Party Identification (Republican, Lean Republican, Independent/Not lean, Lean Democrat, Democrat)

The margin of sampling error is plus or minus 2.8 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 1.24

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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GAME CHANGERS





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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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