



TOPLINE & METHODOLOGY

Reuters/Ipsos Large Sample Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: September 30 to October 5, 2026
 Number of interviews: 4,506

Margin of error: +/- 1.5 percentage points at the 95% confidence level for all respondents
 Margin of error: +/- 1.7 percentage points at the 95% confidence level for Registered Voters
 Margin of error: +/- 2.7 percentage points at the 95% confidence level for Republican respondents
 Margin of error: +/- 2.7 percentage points at the 95% confidence level for Democratic respondents
 Margin of error: +/- 2.4 percentage points at the 95% confidence level for independent/other 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

Questions held for future release.

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

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Democratic candidate	37%	44%	3%	85%	26%
Republican candidate	30%	37%	83%	2%	14%
Candidate from another political party	2%	2%	1%	1%	4%
Don't know	14%	13%	8%	6%	24%
Will not/do not plan to vote	16%	4%	5%	6%	30%
Skipped	1%	*	-	*	1%

Questions held for future release.



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TM3328Y25. If the 2026 congressional elections were held today, which of the following would be the single MOST important factor for you in deciding who to vote for? A candidate's position on...

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Cost of living	52%	50%	53%	49%	54%
Democratic values and norms	20%	25%	13%	37%	13%
Immigration	10%	11%	19%	6%	8%
Crime	4%	4%	6%	3%	4%
Something else	9%	9%	8%	5%	13%
Skipped	3%	1%	1%	*	7%

Questions held for future release.

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

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly approve	12%	15%	34%	1%	5%
Somewhat approve	20%	20%	43%	4%	15%
Lean towards approve	*	*	*	-	1%
Lean towards disapprove	*	*	-	*	1%
Somewhat disapprove	15%	14%	15%	9%	20%
Strongly disapprove	49%	50%	7%	86%	51%
Skipped	3%	1%	*	*	7%
Approve (Net)	32%	36%	77%	5%	21%
Disapprove (Net)	65%	64%	23%	95%	71%

Questions held for future release.

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TM3446Y26_Sum1. Now, we would like to understand how you feel about some current political issues. Do you support or oppose the following policy positions? Summary - Support

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Stricter government regulation of artificial intelligence (AI)	63%	69%	60%	77%	55%
Pausing or limiting the construction of new data centers in the U.S. that support AI and computing services	52%	56%	44%	65%	48%

Question held for future release.

TM3446Y26_11. Now, we would like to understand how you feel about some current political issues. Do you support or oppose the following policy positions? Stricter government regulation of artificial intelligence (AI)

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly support	39%	44%	31%	55%	34%
Somewhat support	24%	25%	30%	22%	21%
Neither support nor oppose	23%	20%	26%	15%	28%
Somewhat oppose	5%	5%	8%	4%	5%
Strongly oppose	5%	5%	5%	4%	6%
Skipped	3%	1%	1%	1%	7%
Support (Net)	63%	69%	60%	77%	55%
Oppose (Net)	10%	10%	13%	8%	11%

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TM3446Y26_13. Now, we would like to understand how you feel about some current political issues. Do you support or oppose the following policy positions? Pausing or limiting the construction of new data centers in the U.S. that support AI and computing services

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly support	32%	34%	22%	44%	29%
Somewhat support	20%	22%	22%	21%	18%
Neither support nor oppose	27%	24%	30%	20%	30%
Somewhat oppose	9%	10%	15%	7%	7%
Strongly oppose	8%	9%	11%	6%	8%
Skipped	3%	1%	1%	1%	7%
Support (Net)	52%	56%	44%	65%	48%
Oppose (Net)	18%	19%	26%	14%	15%

Questions held for future release.

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

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Very positive	3%	3%	5%	2%	3%
Somewhat positive	9%	10%	15%	6%	7%
Mix of positive and negative	52%	53%	54%	52%	52%
Somewhat negative	16%	16%	14%	20%	14%
Very negative	18%	17%	12%	20%	20%
Skipped	2%	1%	*	*	4%
Positive (Net)	12%	13%	20%	8%	10%
Negative (Net)	33%	33%	26%	40%	34%

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TM3503Y26_Sum1. How concerned are you, if at all, with the following? Summary - Concerned

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
The possibility that Artificial Intelligence (AI) will eliminate jobs in some professions	74%	77%	71%	85%	68%
The possibility that Artificial Intelligence (AI) will make it harder for younger Americans to get good paying, entry-level jobs	73%	76%	67%	85%	68%
The amount of electricity required to use Artificial Intelligence (AI)	72%	75%	66%	84%	68%
Artificial Intelligence (AI) putting too many people out of work permanently	70%	73%	63%	83%	66%
People replacing their in-person relationships with Artificial Intelligence (AI) companions	64%	66%	62%	72%	60%
The possibility that Artificial Intelligence (AI) will put me or someone in my household out of work	50%	50%	41%	62%	48%

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TM3312Y25_1. How concerned are you, if at all, with the following? Artificial Intelligence (AI) putting too many people out of work permanently

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Very concerned	36%	36%	26%	46%	34%
Somewhat concerned	34%	37%	37%	37%	32%
Not very concerned	14%	15%	22%	9%	13%
Not at all concerned	5%	6%	8%	3%	5%
Not sure	8%	6%	6%	4%	12%
Skipped	2%	1%	1%	*	4%
Concerned (Net)	70%	73%	63%	83%	66%
Not concerned (Net)	20%	21%	30%	12%	18%

TM3428Y26_2. How concerned are you, if at all, with the following? The possibility that Artificial Intelligence (AI) will put me or someone in my household out of work

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Very concerned	24%	24%	17%	31%	24%
Somewhat concerned	26%	27%	24%	30%	24%
Not very concerned	22%	24%	28%	19%	20%
Not at all concerned	17%	19%	24%	13%	15%
Not sure	8%	6%	6%	5%	12%
Skipped	2%	1%	1%	*	5%
Concerned (Net)	50%	50%	41%	62%	48%
Not concerned (Net)	39%	43%	52%	32%	35%

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TM3428Y26_3. How concerned are you, if at all, with the following? The possibility that Artificial Intelligence (AI) will eliminate jobs in some professions

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Very concerned	39%	40%	29%	51%	36%
Somewhat concerned	35%	37%	42%	34%	32%
Not very concerned	12%	13%	18%	8%	12%
Not at all concerned	4%	4%	5%	3%	4%
Not sure	7%	5%	5%	4%	11%
Skipped	2%	1%	1%	*	5%
Concerned (Net)	74%	77%	71%	85%	68%
Not concerned (Net)	17%	17%	23%	11%	16%

TM3503Y26_1. How concerned are you, if at all, with the following? The possibility that Artificial Intelligence (AI) will make it harder for younger Americans to get good paying, entry-level jobs

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Very concerned	39%	40%	28%	51%	37%
Somewhat concerned	34%	36%	39%	34%	31%
Not very concerned	12%	13%	19%	7%	10%
Not at all concerned	5%	5%	7%	3%	5%
Not sure	8%	6%	6%	4%	12%
Skipped	2%	1%	1%	*	5%
Concerned (Net)	73%	76%	67%	85%	68%
Not concerned (Net)	17%	18%	26%	10%	16%

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TM3312Y25_2. How concerned are you, if at all, with the following? The amount of electricity required to use Artificial Intelligence (AI)

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Very concerned	43%	45%	30%	58%	42%
Somewhat concerned	29%	30%	36%	26%	26%
Not very concerned	12%	12%	19%	7%	10%
Not at all concerned	5%	5%	7%	3%	5%
Not sure	9%	7%	8%	6%	12%
Skipped	2%	1%	1%	*	5%
Concerned (Net)	72%	75%	66%	84%	68%
Not concerned (Net)	17%	17%	26%	10%	15%

TM3312Y25_4. How concerned are you, if at all, with the following? People replacing their in-person relationships with Artificial Intelligence (AI) companions

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Very concerned	33%	33%	29%	38%	32%
Somewhat concerned	31%	33%	34%	34%	28%
Not very concerned	18%	18%	20%	16%	17%
Not at all concerned	7%	8%	11%	5%	7%
Not sure	9%	7%	7%	6%	12%
Skipped	2%	1%	1%	*	5%
Concerned (Net)	64%	66%	62%	72%	60%
Not concerned (Net)	25%	26%	30%	21%	23%

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BFB31. Thinking about AI and the job market. For your generation, is AI doing more to ...?

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Create opportunities in the job market	11%	11%	15%	9%	9%
Take away opportunities in the job market	55%	54%	46%	65%	54%
Not having much impact on amount of opportunities	31%	32%	37%	25%	30%
Skipped	4%	2%	2%	1%	7%

TM3504Y26_1. Thinking about some possible threats to the American workers. How much of a threat, if any, do you think each of the following are? Unauthorized immigrants in the U.S.

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Major threat	26%	28%	52%	9%	21%
Minor threat	31%	32%	30%	32%	30%
Not a threat at all	28%	31%	9%	49%	26%
Not sure	12%	8%	8%	9%	17%
Skipped	3%	1%	1%	*	6%

TM3504Y26_2. Thinking about some possible threats to the American workers. How much of a threat, if any, do you think each of the following are? Artificial Intelligence (AI)

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Major threat	48%	51%	38%	62%	44%
Minor threat	31%	34%	42%	26%	28%
Not a threat at all	6%	6%	9%	3%	6%
Not sure	12%	9%	9%	8%	16%
Skipped	3%	1%	1%	*	5%

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TM3504Y26_3. Thinking about some possible threats to the American workers. How much of a threat, if any, do you think each of the following are? Large corporations

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Major threat	39%	40%	25%	52%	39%
Minor threat	31%	34%	40%	29%	27%
Not a threat at all	11%	12%	19%	7%	8%
Not sure	17%	13%	15%	12%	21%
Skipped	3%	1%	1%	*	5%

TM3504Y26_4. Thinking about some possible threats to the American workers. How much of a threat, if any, do you think each of the following are? Increased competition from workers in other countries

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Major threat	28%	29%	35%	24%	26%
Minor threat	41%	45%	43%	47%	37%
Not a threat at all	12%	12%	10%	16%	11%
Not sure	16%	12%	12%	13%	21%
Skipped	3%	1%	1%	*	6%

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TM3144Y23_Sum1. Please indicate how much you agree or disagree with the following statements.
Summary - Agree

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Artificial intelligence (AI) will have unpredictable consequences that people will ultimately not be able to control	68%	71%	64%	79%	62%
The uncontrollable effects of artificial intelligence (AI) could be so harmful that it may risk the future of humankind	60%	62%	52%	74%	55%
The government should NOT use artificial intelligence (AI) to determine the target of a military strike	56%	57%	46%	71%	51%
Artificial intelligence (AI) is bad for humanity	51%	53%	47%	61%	47%

TM3144Y23_1. Please indicate how much you agree or disagree with the following statements. Artificial intelligence (AI) will have unpredictable consequences that people will ultimately not be able to control

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly agree	34%	35%	25%	43%	33%
Somewhat agree	34%	37%	38%	36%	30%
Somewhat disagree	10%	10%	14%	8%	9%
Strongly disagree	4%	5%	7%	3%	4%
Don't know	15%	12%	14%	10%	20%
Skipped	3%	1%	1%	1%	5%
Agree (Net)	68%	71%	64%	79%	62%
Disagree (Net)	14%	15%	21%	10%	13%

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TM3144Y23_2. Please indicate how much you agree or disagree with the following statements. Artificial intelligence (AI) is bad for humanity

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly agree	21%	21%	17%	25%	20%
Somewhat agree	30%	33%	30%	36%	26%
Somewhat disagree	21%	23%	25%	21%	19%
Strongly disagree	8%	8%	12%	6%	7%
Don't know	17%	14%	16%	11%	22%
Skipped	3%	1%	1%	1%	5%
Agree (Net)	51%	53%	47%	61%	47%
Disagree (Net)	29%	31%	37%	27%	26%

TM3144Y23_3. Please indicate how much you agree or disagree with the following statements. The uncontrollable effects of artificial intelligence (AI) could be so harmful that it may risk the future of humankind

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly agree	28%	29%	20%	37%	28%
Somewhat agree	31%	33%	32%	37%	27%
Somewhat disagree	13%	13%	17%	11%	11%
Strongly disagree	9%	9%	16%	4%	7%
Don't know	17%	14%	15%	11%	22%
Skipped	2%	1%	1%	1%	5%
Agree (Net)	60%	62%	52%	74%	55%
Disagree (Net)	21%	23%	32%	15%	18%

TM3144Y23_7. Please indicate how much you agree or disagree with the following statements. The government should NOT use artificial intelligence (AI) to determine the target of a military strike

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly agree	35%	36%	23%	47%	34%
Somewhat agree	21%	21%	23%	23%	17%
Somewhat disagree	14%	15%	20%	10%	12%
Strongly disagree	8%	9%	13%	4%	6%
Don't know	20%	18%	21%	14%	24%
Skipped	3%	1%	1%	1%	6%
Agree (Net)	56%	57%	46%	71%	51%
Disagree (Net)	21%	24%	33%	14%	19%

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TM3505Y26. Which of the following best describes your general view of the risks associated with Artificial Intelligence (AI)?

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
The risks are exaggerated	15%	16%	25%	8%	14%
The risks are accurately or correctly considered	33%	34%	33%	37%	31%
The risks are underestimated	48%	48%	40%	54%	48%
Skipped	4%	2%	2%	1%	8%

TM3506Y26_Sum1. In general, how do you think each of the following has responded to Artificial Intelligence (AI)? Summary - Exaggerated

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
The news media	25%	28%	40%	15%	22%
The Trump Administration	5%	5%	6%	5%	5%
The U.S. Congress	10%	11%	18%	5%	8%
Artificial intelligence (AI) companies	9%	10%	13%	8%	8%

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TM3506Y26_1. In general, how do you think each of the following has responded to Artificial Intelligence (AI)? The news media

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Greatly exaggerated the risks	12%	14%	24%	4%	10%
Slightly exaggerated the risks	13%	14%	16%	11%	11%
Got the risks about right	17%	18%	12%	27%	14%
Not taken the risks quite seriously enough	21%	22%	16%	28%	19%
Not taken the risks seriously at all	10%	10%	9%	11%	10%
Not sure	24%	20%	22%	18%	29%
Skipped	3%	1%	1%	1%	6%
Exaggerated (Net)	25%	28%	40%	15%	22%
Not taken the risks seriously (Net)	31%	32%	25%	39%	29%

TM3506Y26_2. In general, how do you think each of the following has responded to Artificial Intelligence (AI)? The Trump Administration

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Greatly exaggerated the risks	2%	2%	2%	3%	2%
Slightly exaggerated the risks	3%	3%	5%	3%	3%
Got the risks about right	14%	16%	34%	4%	8%
Not taken the risks quite seriously enough	19%	19%	23%	16%	18%
Not taken the risks seriously at all	35%	38%	10%	60%	33%
Not sure	24%	20%	26%	13%	30%
Skipped	3%	1%	1%	1%	6%
Exaggerated (Net)	5%	5%	6%	5%	5%
Not taken the risks seriously (Net)	53%	57%	32%	76%	51%

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TM3506Y26_3. In general, how do you think each of the following has responded to Artificial Intelligence (AI)? The U.S. Congress

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Greatly exaggerated the risks	4%	4%	6%	2%	4%
Slightly exaggerated the risks	6%	7%	12%	3%	4%
Got the risks about right	9%	9%	15%	6%	6%
Not taken the risks quite seriously enough	29%	31%	27%	37%	24%
Not taken the risks seriously at all	21%	23%	9%	32%	22%
Not sure	28%	24%	30%	18%	33%
Skipped	3%	1%	1%	1%	6%
Exaggerated (Net)	10%	11%	18%	5%	8%
Not taken the risks seriously (Net)	50%	54%	36%	69%	47%

TM3506Y26_4. In general, how do you think each of the following has responded to Artificial Intelligence (AI)? Artificial intelligence (AI) companies

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Greatly exaggerated the risks	4%	4%	5%	3%	4%
Slightly exaggerated the risks	6%	6%	8%	5%	4%
Got the risks about right	12%	13%	16%	12%	10%
Not taken the risks quite seriously enough	30%	34%	32%	35%	26%
Not taken the risks seriously at all	24%	25%	17%	31%	23%
Not sure	21%	17%	21%	13%	27%
Skipped	3%	1%	1%	1%	6%
Exaggerated (Net)	9%	10%	13%	8%	8%
Not taken the risks seriously (Net)	54%	58%	49%	66%	49%

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TM3507Y26_1. In general, do you think each of the following is appropriate or inappropriate? Naming a federal institution or building after a U.S. President while they are still in office

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Appropriate	23%	24%	47%	8%	17%
Inappropriate	72%	73%	50%	91%	73%
Skipped	5%	3%	3%	1%	10%

TM3507Y26_2. In general, do you think each of the following is appropriate or inappropriate? Displaying banners on U.S. federal buildings featuring the face or image of a U.S. President while they are in office

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Appropriate	28%	29%	54%	13%	20%
Inappropriate	67%	68%	43%	86%	69%
Skipped	6%	3%	3%	1%	10%

TM3507Y26_3. In general, do you think each of the following is appropriate or inappropriate? Using taxpayer funds to pay for election-related television ads featuring the President or members of his cabinet

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Appropriate	9%	9%	17%	4%	7%
Inappropriate	86%	89%	80%	96%	84%
Skipped	5%	2%	3%	1%	9%

TM3507Y26_4. In general, do you think each of the following is appropriate or inappropriate? Preventing certain media outlets from entering the White House due to what they believe is biased reporting

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Appropriate	27%	29%	57%	8%	20%
Inappropriate	68%	69%	41%	90%	70%
Skipped	5%	3%	2%	1%	10%

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TM3508Y26. The John F. Kennedy Center for the Performing Arts is a large cultural center located in Washington D.C. It also serves as a “living memorial” for President John F. Kennedy. There have been repeated efforts by the Trump Administration to officially add President Trump’s name to the center. Do you support or oppose renaming the center to “The Donald J. Trump and The John F. Kennedy Memorial Center for the Performing Arts”?

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Strongly support	4%	6%	12%	1%	2%
Somewhat support	7%	7%	14%	2%	5%
Somewhat oppose	12%	12%	23%	4%	9%
Strongly oppose	59%	63%	30%	87%	59%
Not sure	16%	12%	21%	5%	20%
Skipped	3%	1%	1%	*	6%
Support (Net)	11%	13%	26%	3%	7%
Oppose (Net)	71%	75%	53%	92%	68%

TM3509Y26. In 2025, the U.S. Congress approved \$250 million dollars in funding to renovate the John F. Kennedy Center for the Performing Arts. President Donald Trump recently stated the planned renovation may be cancelled, and the center could be permanently closed unless his administration receives some “recognition” for these efforts. Do you think it is appropriate or inappropriate for the president to withhold these Congressionally approved renovation funds for the Kennedy Center?

	Total (N=4,506)	RV (N=3,526)	Rep (N=1,339)	Dem (N=1,337)	Ind/Other (N=1,830)
Appropriate	15%	16%	31%	4%	11%
Inappropriate	80%	81%	64%	95%	79%
Skipped	6%	3%	5%	1%	10%

Questions held for future release.



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About the Study

This Reuters/Ipsos poll was conducted September 30 to October 5, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 4,506 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 2026 NPORS annual survey. 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 1.5 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 1.06. 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

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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