PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, November 13, 2026

1. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

	Working at my workplace only	Working from home only	Working both from home and at my workplace
11/10-12, 2026 (N=557)	60%	16%	24%
10/20-21, 2026 (N=554)	55%	23%	22%
10/6-7, 2026 (N=569)	48%	21%	32%
9/22-23, 2026 (N=584)	60%	19%	21%
9/9-10, 2026 (N=593)	55%	19%	26%
9/9-10, 2026 (N=554)	57%	22%	21%
7/28-29, 2026 (N=583)	56%	15%	29%
7/14-15, 2026 (N=576)	53%	20%	27%
6/16-17, 2026 (N=592)	61%	13%	26%
6/2-3, 2026 (N=608)	60%	16%	24%
5/19-20, 2026 (N=577)	54%	15%	31%
5/5-6, 2026 (N=626)	56%	19%	25%
4/7-8, 2026 (N=582)	57%	18%	25%
3/24-25, 2026 (N=582)	56%	21%	23%
3/10-11, 2026 (N=585)	58%	15%	27%
2/24-25, 2026 (N=606)	51%	21%	28%
2/10-11, 2026 (N=632)	56%	21%	23%
1/27-28, 2026 (N=584)	54%	20%	26%
1/13-14, 2026 (N=734)	51%	21%	28%

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1. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time? *(Continued)*

	Working at my workplace only	Working from home only	Working both from home and at my workplace
12/9-10, 2025 (N=615)	57%	16%	27%
11/18-19, 2025 (N=579)	52%	24%	24%
11/4-5, 2025 (N=610)	52%	23%	25%
10/22-23, 2025 (N=598)	53%	24%	24%
10/7-8, 2025 (N=590)	56%	21%	23%
9/23-24, 2025 (N=634)	54%	20%	25%
9/9-10, 2025 (N=619)	54%	21%	25%
8/26-27, 2025 (N=611)	58%	16%	26%
8/12-13, 2025 (N=615)	55%	23%	23%
7/29-30, 2025 (N=634)	61%	17%	23%
7/15-16, 2025 (N=611)	58%	20%	22%
6/17-18, 2025 (N=620)	56%	20%	24%
6/3-4, 2025 (N=573)	58%	19%	23%
5/21-22, 2025 (N=604)	54%	18%	28%
5/6-7, 2025 (N=610)	49%	22%	29%
4/23-24, 2025 (N=628)	60%	20%	20%
4/8-9, 2025 (N=606)	51%	24%	24%
3/25-26, 2025 (N=599)	50%	25%	26%
3/11-12, 2025 (N=569)	52%	24%	24%
2/25-26, 2025 (N=582)	52%	27%	22%
2/11-12, 2025 (N=603)	52%	22%	26%
1/28-29, 2025 (N=599)	59%	18%	23%
1/14-15, 2025 (N=559)	59%	17%	24%

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1. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time? *(Continued)*

	Working at my workplace only	Working from home only	Working both from home and at my workplace
12/10-11, 2024 (N=597)	56%	20%	25%
11/13-14, 2024 (N=555)	55%	22%	23%
10/29-30, 2024 (N=596)	53%	21%	25%
10/15-16, 2024 (N=622)	57%	17%	27%
10/1-2, 2024 (N=565)	59%	15%	26%
9/17-18, 2024 (N=599)	61%	17%	22%
9/3-4, 2024 (N=569)	58%	18%	24%
8/20-21, 2024 (N=586)	58%	17%	24%
8/6-7, 2024 (N=599)	58%	16%	26%
7/23-24, 2024 (N=603)	49%	21%	30%
6/25-26, 2024 (N=591)	59%	18%	23%
6/11-12, 2024 (N=639)	59%	20%	21%
5/30-31, 2024 (N=612)	56%	21%	23%
5/14-15, 2024 (N=583)	55%	19%	27%
4/30-5/1, 2024 (N=550)	51%	20%	29%
4/16-17, 2024 (N=531)	51%	21%	28%
4/2-3, 2024 (N=573)	53%	20%	26%
3/19-20, 2024 (N=614)	52%	20%	27%
3/5-6, 2024 (N=526)	56%	19%	25%
2/21-22, 2024 (N=555)	50%	23%	26%
2/6-7, 2024 (N=554)	52%	21%	27%
1/23-24, 2024 (N=551)	47%	21%	32%
1/9-10, 2024 (N=574)	51%	17%	32%

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

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

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

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

4. Compared with a year ago, have you become more or less likely to keep extra supplies at home (such as food, water, medications, batteries, or other essentials) in case of an unexpected disruption?

	11/10-12, 2026
Much more likely	15%
Somewhat more likely	28%
No change	48%
Somewhat less likely	5%
Much less likely	2%
Don't know	1%
Likely (Net)	*43%*
Not likely (Net)	*8%*

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5. How familiar, if at all, are you with each of the following?

Total Familiar Summary

	11/10-12, 2026
Democrats flipping control of the House and Senate and many state legislatures in the U.S. midterm elections	79%
Nvidia CEO Jensen Huang admitting to an affair with a woman suspected of being a spy for China	50%
Tesla ending production of the Cybertruck	50%
Hackers stealing billions of dollars from people on the Binance cryptocurrency exchange	37%
Cristiano Ronaldo retiring from international soccer	29%

a. Democrats flipping control of the House and Senate and many state legislatures in the U.S. midterm elections

	11/10-12, 2026
Very familiar	51%
Somewhat familiar	28%
Heard of it, but that's it	15%
Never heard of it	6%
Familiar (Net)	*79%*
Not familiar (Net)	*21%*

b. Hackers stealing billions of dollars from people on the Binance cryptocurrency exchange

	11/10-12, 2026
Very familiar	11%
Somewhat familiar	26%
Heard of it, but that's it	26%
Never heard of it	37%
Familiar (Net)	*37%*
Not familiar (Net)	*63%*

c. Nvidia CEO Jensen Huang admitting to an affair with a woman suspected of being a spy for China

	11/10-12, 2026
Very familiar	23%
Somewhat familiar	26%
Heard of it, but that's it	18%
Never heard of it	32%
Familiar (Net)	*50%*
Not familiar (Net)	*50%*

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5. How familiar, if at all, are you with each of the following? *(Continued)*

   d. Cristiano Ronaldo retiring from international soccer

	11/10-12, 2026
Very familiar	12%
Somewhat familiar	17%
Heard of it, but that's it	26%
Never heard of it	45%
Familiar (Net)	*29%*
Not familiar (Net)	*71%*

   e. Tesla ending production of the Cybertruck

	11/10-12, 2026
Very familiar	20%
Somewhat familiar	30%
Heard of it, but that's it	20%
Never heard of it	30%
Familiar (Net)	*50%*
Not familiar (Net)	*50%*

6. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

   a. Democrats flipping control of the House and Senate and many state legislatures in the U.S. midterm elections

	11/10-12, 2026
I care a lot	64%
I care a little	23%
I don't care at all	8%
Don't know	5%

   b. Hackers stealing billions of dollars from people on the Binance cryptocurrency exchange

	11/10-12, 2026
I care a lot	21%
I care a little	38%
I don't care at all	34%
Don't know	8%

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6. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them? *(Continued)*

c. Nvidia CEO Jensen Huang admitting to an affair with a woman suspected of being a spy for China

	11/10-12, 2026
I care a lot	17%
I care a little	34%
I don't care at all	39%
Don't know	10%

d. Cristiano Ronaldo retiring from international soccer

	11/10-12, 2026
I care a lot	8%
I care a little	15%
I don't care at all	71%
Don't know	6%

e. Tesla ending production of the Cybertruck

	11/10-12, 2026
I care a lot	5%
I care a little	18%
I don't care at all	71%
Don't know	6%

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Questions 7 and 8 were rotated in the survey

7. When thinking about ads you see online, how useful, if at all, do you find the following?

Total Useful Summary

	11/10-12, 2026
Ads that are very targeted to something specific you like	64%
Ads that are targeted to the specific location you are currently in	58%
Ads that are timed to specific life events like birthdays or getting married	47%
Ads that feature your face/likeness	21%
Ads that feature your name or the name of someone in your contacts	20%

a. Ads that feature your name or the name of someone in your contacts

	11/10-12, 2026
Very useful	6%
Somewhat useful	14%
Not very useful	22%
Not at all useful	48%
Don't know	10%
Useful (Net)	*20%*
Not useful (Net)	*70%*

b. Ads that feature your face/likeness

	11/10-12, 2026
Very useful	8%
Somewhat useful	13%
Not very useful	19%
Not at all useful	51%
Don't know	9%
Useful (Net)	*21%*
Not useful (Net)	*70%*

c. Ads that are very targeted to something specific you like

	11/10-12, 2026
Very useful	17%
Somewhat useful	46%
Not very useful	15%
Not at all useful	16%
Don't know	5%
Useful (Net)	*64%*
Not useful (Net)	*31%*

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7. When thinking about ads you see online, how useful, if at all, do you find the following? *(Continued)*

d. Ads that are timed to specific life events like birthdays or getting married

	11/10-12, 2026
Very useful	12%
Somewhat useful	34%
Not very useful	23%
Not at all useful	23%
Don't know	7%
Useful (Net)	*47%*
Not useful (Net)	*47%*

e. Ads that are targeted to the specific location you are currently in

	11/10-12, 2026
Very useful	16%
Somewhat useful	42%
Not very useful	18%
Not at all useful	19%
Don't know	5%
Useful (Net)	*58%*
Not useful (Net)	*37%*

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8. When thinking about ads you see online, how creepy, if at all, do you find the following?

Total Creepy Summary

	11/10-12, 2026
Ads that feature your face/likeness	86%
Ads that feature your name or the name of someone in your contacts	81%
Ads that are very targeted to something specific you like	61%
Ads that are targeted to the specific location you are currently in	61%
Ads that are timed to specific life events like birthdays or getting married	60%

a. Ads that feature your name or the name of someone in your contacts

	11/10-12, 2026
Very creepy	61%
Somewhat creepy	19%
Not very creepy	8%
Not at all creepy	7%
Don't know	5%
Creepy (Net)	*81%*
Not creepy (Net)	*15%*

b. Ads that feature your face/likeness

	11/10-12, 2026
Very creepy	66%
Somewhat creepy	20%
Not very creepy	6%
Not at all creepy	3%
Don't know	4%
Creepy (Net)	*86%*
Not creepy (Net)	*9%*

c. Ads that are very targeted to something specific you like

	11/10-12, 2026
Very creepy	20%
Somewhat creepy	40%
Not very creepy	23%
Not at all creepy	13%
Don't know	4%
Creepy (Net)	*61%*
Not creepy (Net)	*36%*

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8. When thinking about ads you see online, how creepy, if at all, do you find the following? (*Continued)*

d. Ads that are timed to specific life events like birthdays or getting married

	11/10-12, 2026
Very creepy	25%
Somewhat creepy	35%
Not very creepy	23%
Not at all creepy	12%
Don't know	5%
Creepy (Net)	*60%*
Not creepy (Net)	*35%*

e. Ads that are targeted to the specific location you are currently in

	11/10-12, 2026
Very creepy	27%
Somewhat creepy	33%
Not very creepy	30%
Not at all creepy	6%
Don't know	4%
Creepy (Net)	*61%*
Not creepy (Net)	*36%*

9. When thinking about the data you share with companies, how much do you agree or disagree with the following?

Total Agree Summary

	10/15-16, 2024	**10/22-23, 2025**	**11/10-12, 2026**
I just assume companies are always collecting and tracking data about me	85%	85%	86%
I don't have enough control over how companies use my data	73%	76%	79%
I am willing to subscribe to email newsletters from a brand or store if I get a discount on products	72%	67%	72%
I am willing to subscribe to text messages if I get a discount on products	61%	55%	63%
I have a good understanding of how companies collect and use data about me	53%	58%	53%

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9. When thinking about the data you share with companies, how much do you agree or disagree with the following? *(Continued)*

a. I am willing to subscribe to email newsletters from a brand or store if I get a discount on products

	10/15-16, 2024	10/22-23, 2025	11/10-12, 2026
Strongly agree	22%	22%	26%
Somewhat agree	50%	46%	46%
Somewhat disagree	17%	17%	14%
Strongly disagree	7%	10%	9%
Don't know	3%	6%	4%
Agree (Net)	*72%*	*67%*	*72%*
Disagree (Net)	*25%*	*27%*	*24%*

b. I am willing to subscribe to text messages if I get a discount on products

	10/15-16, 2024	10/22-23, 2025	11/10-12, 2026
Strongly agree	16%	21%	21%
Somewhat agree	44%	34%	41%
Somewhat disagree	20%	23%	18%
Strongly disagree	15%	16%	16%
Don't know	5%	6%	4%
Agree (Net)	*61%*	*55%*	*63%*
Disagree (Net)	*35%*	*39%*	*34%*

c. I don't have enough control over how companies use my data

	10/15-16, 2024	10/22-23, 2025	11/10-12, 2026
Strongly agree	32%	36%	41%
Somewhat agree	41%	40%	38%
Somewhat disagree	13%	12%	10%
Strongly disagree	6%	7%	5%
Don't know	8%	5%	6%
Agree (Net)	*73%*	*76%*	*79%*
Disagree (Net)	*19%*	*19%*	*15%*

d. I just assume companies are always collecting and tracking data about me

	10/15-16, 2024	10/22-23, 2025	11/10-12, 2026
Strongly agree	43%	42%	44%
Somewhat agree	42%	43%	42%
Somewhat disagree	8%	8%	7%
Strongly disagree	2%	3%	4%
Don't know	5%	4%	3%
Agree (Net)	*85%*	*85%*	*86%*
Disagree (Net)	*10%*	*11%*	*11%*

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9. When thinking about the data you share with companies, how much do you agree or disagree with the following? *(Continued)*

e. I have a good understanding of how companies collect and use data about me

	10/15-16, 2024	10/22-23, 2025	11/10-12, 2026
Strongly agree	11%	17%	12%
Somewhat agree	42%	41%	41%
Somewhat disagree	28%	28%	29%
Strongly disagree	12%	9%	12%
Don't know	7%	6%	6%
Agree (Net)	*53%*	*58%*	*53%*
Disagree (Net)	*40%*	*37%*	*41%*

10. When thinking about the upcoming holiday season, which of the following emotions, if any, describe how you're currently feeling? You may select up to three.

	9/12-13, 2023	11/13-14, 2024	10/7-8, 2025	11/10-12, 2026
Happy	32%	36%	35%	32%
Grateful	34%	35%	37%	29%
Excited	32%	25%	32%	26%
Joyful	30%	32%	29%	26%
Stressed	33%	28%	28%	26%
Just okay	N/A	N/A	N/A	22%
Tired	21%	18%	15%	17%
Generous	11%	15%	11%	15%
Worried	20%	17%	19%	12%
Sad/depressed	N/A	N/A	15%	10%
Grieving lost loved ones	N/A	N/A	N/A	10%
Numb	N/A	N/A	N/A	7%
Bored	N/A	N/A	N/A	4%
Other	2%	3%	2%	1%
None of the above	9%	9%	8%	4%

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11. **[ASKED IF Q10 = Stressed" OR "Worried]** What, specifically, about the upcoming holiday season has you feeling stressed or worried?

	9/12-13, 2023 (N=432)	11/13-14, 2024 (N=400)	10/7-8, 2025 (N=414)	11/10-12, 2026 (N=343)
Paying for gifts	60%	62%	65%	68%
Finding the perfect gifts for everyone	38%	41%	29%	44%
Managing family relationships/obligations	N/A	N/A	32%	38%
Paying for food/entertainment	29%	32%	31%	37%
Attending parties and/or family gatherings	30%	24%	13%	22%
Dealing with large crowds at stores	27%	31%	17%	21%
Cooking enough food for holiday dinner(s)	14%	19%	15%	20%
Putting up decorations	8%	16%	10%	19%
Travel costs and/or logistics*	16%	11%	21%	16%
Political differences in my family/friend networks**	N/A	N/A	17%	9%
Other	5%	14%	6%	6%
None of the above	2%	2%	4%	2%

**Prior to October 2025, this option was "Affording travel costs"*
**Prior to November 2026, this option was "Political differences in my family members/friends networks"*

12. Which of the following, if any, do you consider the best ways to build wealth in America today? Please select up to three items.

	10/22-23, 2025	11/10-12, 2026
Investing in stocks and bonds	38%	39%
Being born wealthy	30%	35%
Having multiple sources of income/jobs	28%	35%
Investing in real estate (besides your home)	28%	27%
Owning a home	27%	26%
Saving in a high-interest bank account	20%	21%
Starting a business	19%	16%
Getting a college or other degree	18%	16%
Being an influencer/content creator	10%	10%
Cryptocurrency	10%	5%
Sports and other betting	4%	3%
Other	2%	2%
None of these	10%	6%

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13. How safe or risky do you consider the following ways of building wealth?

Total Safe Summary

	10/22-23, 2025	11/10-12, 2026
Having multiple sources of income/jobs	86%	84%
Being born wealthy	80%	80%
Owning a home	81%	78%
Saving in a high-interest bank account	77%	78%
Getting a college or other degree	69%	70%
Investing in real estate (besides your home)	59%	55%
Investing in stocks and bonds	44%	45%
Being an influencer/content creator	35%	29%
Starting a business	36%	25%
Cryptocurrency	22%	18%
Sports and other betting	18%	16%

a. Investing in stocks and bonds

	10/22-23, 2025	11/10-12, 2026
Very safe	14%	10%
Somewhat safe	31%	35%
Somewhat risky	39%	40%
Very risky	10%	12%
Don't know	7%	3%
Safe (Net)	*44%*	*45%*
Risky (Net)	*49%*	*52%*

b. Owning a home

	10/22-23, 2025	11/10-12, 2026
Very safe	32%	31%
Somewhat safe	49%	47%
Somewhat risky	11%	13%
Very risky	3%	4%
Don't know	6%	4%
Safe (Net)	*81%*	*78%*
Risky (Net)	*14%*	*18%*

c. Investing in real estate (besides your home)

	10/22-23, 2025	11/10-12, 2026
Very safe	18%	12%
Somewhat safe	41%	44%
Somewhat risky	28%	31%
Very risky	7%	8%
Don't know	6%	5%
Safe (Net)	*59%*	*55%*
Risky (Net)	*35%*	*39%*

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13. How safe or risky do you consider the following ways of building wealth? *(Continued)*

d. Saving in a high-interest bank account

	10/22-23, 2025	11/10-12, 2026
Very safe	38%	36%
Somewhat safe	40%	43%
Somewhat risky	10%	14%
Very risky	5%	3%
Don't know	8%	5%
Safe (Net)	*77%*	*78%*
Risky (Net)	*14%*	*17%*

e. Cryptocurrency

	10/22-23, 2025	11/10-12, 2026
Very safe	7%	5%
Somewhat safe	16%	13%
Somewhat risky	29%	30%
Very risky	37%	42%
Don't know	12%	10%
Safe (Net)	*22%*	*18%*
Risky (Net)	*66%*	*72%*

f. Sports and other betting

	10/22-23, 2025	11/10-12, 2026
Very safe	5%	5%
Somewhat safe	13%	12%
Somewhat risky	22%	21%
Very risky	54%	59%
Don't know	7%	4%
Safe (Net)	*18%*	*16%*
Risky (Net)	*75%*	*79%*

g. Starting a business

	10/22-23, 2025	11/10-12, 2026
Very safe	12%	6%
Somewhat safe	24%	19%
Somewhat risky	41%	44%
Very risky	18%	26%
Don't know	5%	5%
Safe (Net)	*36%*	*25%*
Risky (Net)	*59%*	*70%*

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13. How safe or risky do you consider the following ways of building wealth? *(Continued)*

h. Being born wealthy

	10/22-23, 2025	11/10-12, 2026
Very safe	52%	58%
Somewhat safe	28%	22%
Somewhat risky	6%	5%
Very risky	3%	5%
Don't know	11%	10%
Safe (Net)	*80%*	*80%*
Risky (Net)	*9%*	*10%*

i. Getting a college or other degree

	10/22-23, 2025	11/10-12, 2026
Very safe	28%	26%
Somewhat safe	41%	44%
Somewhat risky	16%	19%
Very risky	5%	5%
Don't know	10%	6%
Safe (Net)	*69%*	*70%*
Risky (Net)	*22%*	*24%*

j. Having multiple sources of income/jobs

	10/22-23, 2025	11/10-12, 2026
Very safe	37%	36%
Somewhat safe	49%	47%
Somewhat risky	7%	10%
Very risky	3%	2%
Don't know	4%	4%
Safe (Net)	*86%*	*84%*
Risky (Net)	*10%*	*12%*

k. Being an influencer/content creator

	10/22-23, 2025	11/10-12, 2026
Very safe	11%	9%
Somewhat safe	24%	20%
Somewhat risky	31%	33%
Very risky	21%	22%
Don't know	13%	16%
Safe (Net)	*35%*	*29%*
Risky (Net)	*52%*	*55%*

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14. In your view, how safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf?

Total Safe Summary

	11/10-12, 2026
Meal planning and grocery cart building	56%
Recommending gifts for you to give friends or family	53%
Searching housing/apartment listings for a good fit	49%
Filling out time sheets at work [ASK IF EMPLOYED] (N=485)	48%
Summarizing emails	46%
Synchronizing household calendars among family members	45%
Filling out expense reports [ASK IF EMPLOYED] (N=485)	41%
Managing digital photo collections/camera rolls	41%
Creating a resume/LinkedIn profile [ASK IF NOT RETIRED] (N=830)	39%
Preparing and monitoring a household budget	39%
Creating a dating profile for yourself	24%

a. Filling out time sheets at work [ASK IF EMPLOYED]

	11/10-12, 2026 (N=485)
Completely safe	11%
Mostly safe	37%
Neither safe nor risky	28%
Mostly risky	15%
Extremely risky	8%
Safe (Net)	*48%*
Risky (Net)	*24%*

b. Filling out expense reports [ASK IF EMPLOYED]

	11/10-12, 2026 (N=485)
Completely safe	11%
Mostly safe	30%
Neither safe nor risky	27%
Mostly risky	21%
Extremely risky	11%
Safe (Net)	*41%*
Risky (Net)	*32%*

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14. In your view, how safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf? *(Continued)*

c. Creating a resume/LinkedIn profile [ASK IF NOT RETIRED]

	11/10-12, 2026 (N=830)
Completely safe	9%
Mostly safe	30%
Neither safe nor risky	35%
Mostly risky	14%
Extremely risky	11%
Safe (Net)	*39%*
Risky (Net)	*26%*

d. Preparing and monitoring a household budget

	11/10-12, 2026
Completely safe	9%
Mostly safe	30%
Neither safe nor risky	30%
Mostly risky	17%
Extremely risky	14%
Safe (Net)	*39%*
Risky (Net)	*31%*

e. Searching housing/apartment listings for a good fit

	11/10-12, 2026
Completely safe	9%
Mostly safe	39%
Neither safe nor risky	32%
Mostly risky	11%
Extremely risky	8%
Safe (Net)	*49%*
Risky (Net)	*20%*

f. Creating a dating profile for yourself

	11/10-12, 2026
Completely safe	6%
Mostly safe	18%
Neither safe nor risky	30%
Mostly risky	23%
Extremely risky	23%
Safe (Net)	*24%*
Risky (Net)	*47%*

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14. In your view, how safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf? *(Continued)*

g. Summarizing emails

	11/10-12, 2026
Completely safe	9%
Mostly safe	37%
Neither safe nor risky	31%
Mostly risky	12%
Extremely risky	11%
Safe (Net)	*46%*
Risky (Net)	*23%*

h. Recommending gifts for you to give friends or family

	11/10-12, 2026
Completely safe	12%
Mostly safe	41%
Neither safe nor risky	27%
Mostly risky	10%
Extremely risky	9%
Safe (Net)	*53%*
Risky (Net)	*19%*

i. Synchronizing household calendars among family members

	11/10-12, 2026
Completely safe	10%
Mostly safe	35%
Neither safe nor risky	32%
Mostly risky	14%
Extremely risky	8%
Safe (Net)	*45%*
Risky (Net)	*22%*

j. Managing digital photo collections/camera rolls

	11/10-12, 2026
Completely safe	9%
Mostly safe	32%
Neither safe nor risky	32%
Mostly risky	16%
Extremely risky	11%
Safe (Net)	*41%*
Risky (Net)	*27%*

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14. In your view, how safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf? *(Continued)*

k. Meal planning and grocery cart building

	11/10-12, 2026
Completely safe	16%
Mostly safe	40%
Neither safe nor risky	26%
Mostly risky	9%
Extremely risky	9%
Safe (Net)	*56%*
Risky (Net)	*18%*

15. How much do you like or dislike doing each of the following?

Total Like Summary

	11/10-12, 2026
Finding gifts for you to give friends or family	59%
Meal planning and grocery cart building	52%
Preparing and monitoring a household budget	41%
Managing digital photo collections/camera rolls	39%
Searching housing/apartment listings for a good fit	32%
Synchronizing household calendars among family members	32%
Filling out time sheets at work [ASK IF EMPLOYED] (N=485)	31%
Filling out expense reports [ASK IF EMPLOYED] (N=485)	30%
Summarizing emails	27%
Creating a resume/LinkedIn profile [ASK IF NOT RETIRED] (N=830)	25%
Creating a dating profile for yourself	18%

a. Filling out time sheets at work [ASK IF EMPLOYED]

	11/10-12, 2026 (N=485)
Strongly like	12%
Somewhat like	19%
Neither like nor dislike	25%
Somewhat dislike	15%
Strongly dislike	9%
I don't do this activity	19%
Like (Net)	*31%*
Dislike (Net)	*25%*

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15. How much do you like or dislike doing each of the following? *(Continued)*

b. Filling out expense reports [ASK IF EMPLOYED]

	11/10-12, 2026 (N=485)
Strongly like	11%
Somewhat like	20%
Neither like nor dislike	19%
Somewhat dislike	15%
Strongly dislike	13%
I don't do this activity	23%
Like (Net)	*30%*
Dislike (Net)	*28%*

c. Creating a resume/LinkedIn profile [ASK IF NOT RETIRED]

	11/10-12, 2026 (N=830)
Strongly like	10%
Somewhat like	15%
Neither like nor dislike	25%
Somewhat dislike	20%
Strongly dislike	14%
I don't do this activity	17%
Like (Net)	*25%*
Dislike (Net)	*33%*

d. Preparing and monitoring a household budget

	11/10-12, 2026
Strongly like	13%
Somewhat like	28%
Neither like nor dislike	26%
Somewhat dislike	18%
Strongly dislike	5%
I don't do this activity	10%
Like (Net)	*41%*
Dislike (Net)	*23%*

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15. How much do you like or dislike doing each of the following? *(Continued)*

e. Searching housing/apartment listings for a good fit

	11/10-12, 2026
Strongly like	10%
Somewhat like	22%
Neither like nor dislike	25%
Somewhat dislike	11%
Strongly dislike	8%
I don't do this activity	25%
Like (Net)	*32%*
Dislike (Net)	*19%*

f. Creating a dating profile for yourself

	11/10-12, 2026
Strongly like	7%
Somewhat like	11%
Neither like nor dislike	13%
Somewhat dislike	13%
Strongly dislike	14%
I don't do this activity	42%
Like (Net)	*18%*
Dislike (Net)	*27%*

g. Summarizing emails

	11/10-12, 2026
Strongly like	8%
Somewhat like	19%
Neither like nor dislike	34%
Somewhat dislike	16%
Strongly dislike	6%
I don't do this activity	17%
Like (Net)	*27%*
Dislike (Net)	*23%*

h. Finding gifts to give friends or family

	11/10-12, 2026
Strongly like	21%
Somewhat like	38%
Neither like nor dislike	21%
Somewhat dislike	11%
Strongly dislike	5%
I don't do this activity	4%
Like (Net)	*59%*
Dislike (Net)	*16%*

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15. How much do you like or dislike doing each of the following? *(Continued)*

i. Synchronizing household calendars among family members

	11/10-12, 2026
Strongly like	13%
Somewhat like	20%
Neither like nor dislike	31%
Somewhat dislike	11%
Strongly dislike	4%
I don't do this activity	22%
Like (Net)	*32%*
Dislike (Net)	*16%*

j. Managing digital photo collections/camera rolls

	11/10-12, 2026
Strongly like	14%
Somewhat like	25%
Neither like nor dislike	29%
Somewhat dislike	14%
Strongly dislike	5%
I don't do this activity	13%
Like (Net)	*39%*
Dislike (Net)	*19%*

k. Meal planning and grocery cart building

	11/10-12, 2026
Strongly like	14%
Somewhat like	39%
Neither like nor dislike	24%
Somewhat dislike	13%
Strongly dislike	3%
I don't do this activity	7%
Like (Net)	*52%*
Dislike (Net)	*16%*

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16. When choosing a pharmacy for your healthcare and prescription needs, how important, if at all, are each of the following factors in making your choice?

Total Important Summary

	11/10-12, 2026
Transparent pricing and clear out-of-pocket costs for my medications	86%
Integration with my health plan and prescription drug plan	82%
Face to face clinical advice and consultation from a pharmacist	71%
Digital tools/apps for refilling prescriptions and other routine healthcare needs	70%
Convenient access to vaccines in the pharmacy	68%

a. Digital tools/apps for refilling prescriptions and other routine healthcare needs

	11/10-12, 2026
Very important	32%
Somewhat important	38%
Not very important	19%
Not at all important	5%
Don't know/Doesn't apply	6%
Important (Net)	*70%*
Not important (Net)	*24%*

b. Convenient access to vaccines in the pharmacy

	11/10-12, 2026
Very important	34%
Somewhat important	33%
Not very important	13%
Not at all important	11%
Don't know/Doesn't apply	8%
Important (Net)	*68%*
Not important (Net)	*24%*

c. Face-to-face clinical advice and consultation from a pharmacist

	11/10-12, 2026
Very important	28%
Somewhat important	43%
Not very important	16%
Not at all important	6%
Don't know/Doesn't apply	8%
Important (Net)	*71%*
Not important (Net)	*22%*

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16. When choosing a pharmacy for your healthcare and prescription needs, how important, if at all, are each of the following factors in making your choice?

d. Integration with my health plan and prescription drug plan

	11/10-12, 2026
Very important	52%
Somewhat important	30%
Not very important	5%
Not at all important	5%
Don't know/Doesn't apply	7%
Important (Net)	*82%*
Not important (Net)	*11%*

e. Transparent pricing and clear out-of-pocket costs for my medications

	11/10-12, 2026
Very important	59%
Somewhat important	27%
Not very important	7%
Not at all important	2%
Don't know/Doesn't apply	6%
Important (Net)	*86%*
Not important (Net)	*9%*

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PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and fifty first wave of an Ipsos poll conducted between November 10-12, 2026. For this survey, a sample of 1,085 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

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

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

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PUBLIC POLL FINDINGS AND METHODOLOGY

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

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- The one hundred and eighteenth wave was conducted May 21-22, 2025 among 1,085 adults
- The one hundred and nineteenth wave was conducted June 3-4, 2025 among 1,080 adults
- The one hundred and twentieth wave was conducted June 17-18, 2025 among 1,096 adults
- The one hundred and twenty-first wave was conducted July 15-16, 2025 among 1,083 adults
- The one hundred and twenty-second wave was conducted July 29-30, 2025 among 1,085 adults
- The one hundred and twenty-third wave conducted August 12-13, 2025 among 1,085 adults
- The one hundred and twenty-fourth wave conducted August 26-27, 2025 among 1,085 adults
- The one hundred and twenty-fifth wave conducted September 9-10, 2025 among 1,082 adults
- The one hundred and twenty-sixth wave conducted September 23-24, 2025 among 1,085 adults
- The one hundred and twenty-seventh wave conducted October 7-8, 2025 among 1,093 adults
- The one hundred and twenty-eighth wave conducted October 22-23, 2025 among 1,085 adults
- The one hundred and twenty-ninth wave conducted November 4-5, 2025 among 1,086 adults
- The one hundred and thirtieth wave conducted November 18-19, 2025 among 1,090 adults
- The one hundred and thirty-first wave conducted December 9-10, 2025 among 1,085 adults
- The one hundred and thirty-second wave conducted January 13-14, 2026 among 1,290 adults
- The one hundred and thirty-third wave conducted January 27-28, 2026 among 1,085 adults
- The one hundred and thirty-fourth wave conducted February 10-11, 2026 among 1,085 adults
- The one hundred and thirty-fifth wave conducted February 24-25, 2026 among 1,085 adults
- The one hundred and thirty-sixth wave conducted March 10-11, 2026 among 1,085 adults
- The one hundred and thirty-seventh wave conducted March 24-25, 2026 among 1,085 adults
- The one hundred and thirty-eighth wave conducted April 7-8, 2026 among 1,082 adults
- The one hundred and thirty-ninth wave conducted April 21-22, 2026 among 1,091 adults
- The one hundred and fortieth wave conducted May 5-6, 2026 among 1,078 adults
- The one hundred and forty-first wave conducted May 19-20, 2026 among 1,081 adults
- The one hundred and forty-second wave conducted June 2-3, 2026 among 1,084 adults
- The one hundred and forty-third wave conducted June 16-17, 2026 among 1,082 adults
- The one hundred and forty-fourth wave conducted July 14-15, 2026 among 1,085 adults
- The one hundred and forty-fifth wave conducted July 28-29, 2026 among 1,085 adults
- The one hundred and forty-sixth wave conducted August 25-26, 2026 among 1,082 adults
- The one hundred and forty-seventh wave conducted September 9-10, 2026 among 1,082 adults
- The one hundred and forty-eighth wave conducted September 22-23, 2026 among 1,083 adults

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PUBLIC POLL FINDINGS AND METHODOLOGY

- The one hundred and forty-ninth wave of an Ipsos poll conducted between October 6-7, 2026 among 1,083 adults
- The one hundred and fiftieth wave of an Ipsos poll conducted between October 20-21, 2026 among 1,085 adults
- The one hundred and fifty first wave of an Ipsos poll conducted between November 10-12, 2026 among 1,085 adults

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

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=1,082, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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

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About Ipsos

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