



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Future of Family Survey

Topline Findings

New York, December 3, 2025 — *These are the findings of an Ipsos poll conducted between September 25-26, 2025, for the [What the Future: Family issue](#). For this survey, a sample of 1,305 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.3 percentage points for all respondents.*

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

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

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

GAME CHANGERS





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Full Annotated Questionnaire

1. Who lives in your household?

	Total (N=1,305)
Spouse/partner	60%
Child	39%
I live by myself	15%
Parent/head of household	15%
Sibling	7%
Roommate	5%
Related extended family (e.g., cousin, aunt/uncle, niece/nephew)	3%
Non-related extended or chosen family (e.g., friend, foster, surrogate)	2%
Grandparent	1%
In-laws	1%
Step relatives	1%
Live-in support (e.g., nanny, caregiver)	*

2. Among the people you are not legally or blood-related to in your life, are any of the following people you consider “family?” Select all that apply

	Total
Friend	49%
Friend of parents	15%
Child/children of parents’ friend(s)	13%
Neighbor	10%
Godparent	8%
Teacher/coach	4%
Clergy/religious leader	4%
Caregiver/nanny/babysitter	3%
Housekeeper	3%
Other	2%
None of these	40%





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3. Which of the following statements applies to you, if any?

Base: Not a Parent of Child Under 18

	Total (N=804)
I am a parent of adult children (over 18) who live elsewhere	46%
I am a parent of adult children (over 18) who live with me	15%
I am not currently a parent, but I plan to have children in the future	13%
I do not have any children and do not plan to	32%

4. Which of the following tech devices, if any, do your kids have access to at home (even if it's school-provided)? Select all that apply.

Base: Only Parents of Children Under 18

	Total (N=501)
Smartphone	73%
Tablet	70%
Laptop/Chromebook	66%
Gaming console	64%
Desktop computers	37%
Wearable communication device (like an Apple Watch)	23%
Other basic call-and-text mobile phones	1%
My children do not have access to any tech devices	6%





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5. To what extent do you agree or disagree with the following statements?

Base: Only Parents of Children Under 18

Total Agree Summary

	Total (N=501)
Monitoring a child's online or social media behavior is an important job for a parent	87%
Monitoring a child's screen time is an important job for a parent	85%
Children today spend too much time online and aren't learning real social skills	76%
It is overwhelming raising a child in our current age of technology	69%
I trust my child(ren) to make their own choices about their online or social media behavior	53%

a. Monitoring a child's screen time is an important job for a parent

	Total (N=501)
Strongly agree	53%
Somewhat agree	31%
Neither agree nor disagree	12%
Somewhat disagree	1%
Strongly disagree	2%
<i>Agree (Net)</i>	85%
<i>Disagree (Net)</i>	4%

b. Monitoring a child's online or social media behavior is an important job for a parent

	Total
Strongly agree	59%
Somewhat agree	28%
Neither agree nor disagree	9%
Somewhat disagree	1%
Strongly disagree	2%
<i>Agree (Net)</i>	87%
<i>Disagree (Net)</i>	3%





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5. To what extent do you agree or disagree with the following statements? *(Continued)*

c. It is overwhelming raising a child in our current age of technology

	Total
Strongly agree	31%
Somewhat agree	39%
Neither agree nor disagree	16%
Somewhat disagree	10%
Strongly disagree	5%
<i>Agree (Net)</i>	69%
<i>Disagree (Net)</i>	15%

d. I trust my child(ren) to make their own choices about their online or social media behavior

	Total
Strongly agree	19%
Somewhat agree	34%
Neither agree nor disagree	19%
Somewhat disagree	17%
Strongly disagree	11%
<i>Agree (Net)</i>	53%
<i>Disagree (Net)</i>	28%

e. Children today spend too much time online and aren't learning real social skills

	Total
Strongly agree	38%
Somewhat agree	39%
Neither agree nor disagree	14%
Somewhat disagree	5%
Strongly disagree	4%
<i>Agree (Net)</i>	76%
<i>Disagree (Net)</i>	10%





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6. When thinking about possible tensions you may have with your child(ren), which of the following are the top issues in your household? Please select up to three issues.

Base: Parents Of Children Between 12 And 17

	Total (N=240)
Time spent on screens	45%
Getting them to do their chores/help around the house	44%
Getting them to eat healthy	32%
Getting them to do their homework	27%
The way technology is being used	22%
Who they hang out with	20%
Becoming sexually active	15%
Dressing appropriately	12%
Drugs and alcohol usage	9%
Managing their allowance/finances	9%
Interpersonal issues with their friends/classmates	8%
Curfew	5%
Racial tensions with friends/classmates	4%
None of the above	5%

7. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total (N=501)
I expect kids born today will have friends from many different backgrounds	80%
I worry kids born today will have to deal with the effects of climate change	68%
I expect kids born today will need to be more self-sufficient than previous generations	58%
I expect most kids born today will go to college or some other post-high-school education	52%
I expect kids born today to have multiple careers.	48%
I expect kids born today to do better economically than I did	43%





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7. To what extent do you agree or disagree with the following statements? *(Continued)*

a. I expect kids born today to have multiple careers

	Total
Strongly agree	14%
Somewhat agree	35%
Neither agree nor disagree	36%
Somewhat disagree	10%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>15%</i>

b. I worry kids born today will have to deal with the effects of climate change

	Total
Strongly agree	36%
Somewhat agree	32%
Neither agree nor disagree	19%
Somewhat disagree	8%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>14%</i>

c. I expect kids born today will have friends from many different backgrounds

	Total
Strongly agree	37%
Somewhat agree	43%
Neither agree nor disagree	16%
Somewhat disagree	3%
Strongly disagree	1%
<i>Agree (Net)</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>4%</i>





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7. To what extent do you agree or disagree with the following statements? *(Continued)*

d. I expect kids born today to do better economically than I did

	Total
Strongly agree	17%
Somewhat agree	26%
Neither agree nor disagree	33%
Somewhat disagree	18%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>24%</i>

e. I expect most kids born today will go to college or some other post-high-school education

	Total
Strongly agree	16%
Somewhat agree	35%
Neither agree nor disagree	31%
Somewhat disagree	13%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>18%</i>

f. I expect kids born today will need to be more self-sufficient than previous generations

	Total
Strongly agree	23%
Somewhat agree	35%
Neither agree nor disagree	24%
Somewhat disagree	14%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>18%</i>





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8. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total (N=501)
When I have family gatherings, I invite friends and/or other extended family as well as my close relatives	54%
My relatives only get together around holidays	53%
When my family gets together, we avoid talking about sensitive topics (e.g., politics, religion, money)	48%
I often vacation or travel with friends	40%
When I have family gatherings, sometimes I intentionally don't include certain family members	38%
I often vacation or travel with family members I don't live with	35%

a. My relatives only get together around holidays

	Total
Strongly agree	16%
Somewhat agree	37%
Neither agree nor disagree	19%
Somewhat disagree	19%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>28%</i>

b. When I have family gatherings, I invite friends and/or other extended family as well as my close relatives

	Total
Strongly agree	21%
Somewhat agree	33%
Neither agree nor disagree	23%
Somewhat disagree	13%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>23%</i>



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8. To what extent do you agree or disagree with the following statements? *(Continued)*

- c. When I have family gatherings, sometimes I intentionally don't include certain family members

	Total
Strongly agree	14%
Somewhat agree	25%
Neither agree nor disagree	22%
Somewhat disagree	18%
Strongly disagree	21%
<i>Agree (Net)</i>	38%
<i>Disagree (Net)</i>	39%

- d. When my family gets together, we avoid talking about sensitive topics (e.g., politics, religion, money)

	Total
Strongly agree	17%
Somewhat agree	31%
Neither agree nor disagree	25%
Somewhat disagree	16%
Strongly disagree	11%
<i>Agree (Net)</i>	48%
<i>Disagree (Net)</i>	28%

- e. I often vacation or travel with family members I don't live with

	Total
Strongly agree	12%
Somewhat agree	24%
Neither agree nor disagree	23%
Somewhat disagree	18%
Strongly disagree	24%
<i>Agree (Net)</i>	35%
<i>Disagree (Net)</i>	42%

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8. To what extent do you agree or disagree with the following statements? *(Continued)*

f. I often vacation or travel with friends

	Total
Strongly agree	11%
Somewhat agree	29%
Neither agree nor disagree	21%
Somewhat disagree	21%
Strongly disagree	19%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>40%</i>

9. Who do you tend to buy gifts for at family celebrations or holidays?

	Total
Spouse/partner	57%
Child	57%
Friend	41%
Sibling	37%
Parent/head of household	35%
Extended family (e.g., cousin, aunt, uncle, niece/nephew)	31%
In-laws	18%
Grandparent	15%
Teachers	10%
Neighbor	10%
Roommate	7%
Step relatives	6%
Other	4%
Live-in support (nanny, caregiver)	2%
I do not buy gifts for others	7%

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10. When thinking about feeding your kids, how much do you agree or disagree with the following:

Base: Only Parents of Children Under 18

Total Agree Summary

	Total (N=501)
My child(ren) are picky eaters	64%
My child(ren) love trying new foods	60%
I have to manage multiple food requirements or preferences to satisfy each member of my family	57%
It's easy to get my child(ren) to eat nutritious, well-balanced foods	55%
My child(ren) eat too many desserts/sweets	52%

- a. I have to manage multiple food requirements or preferences to satisfy each member of my family

	Total
Strongly agree	22%
Somewhat agree	36%
Neither agree nor disagree	22%
Somewhat disagree	10%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>21%</i>

- b. It's easy to get my child(ren) to eat nutritious, well-balanced foods

	Total
Strongly agree	22%
Somewhat agree	33%
Neither agree nor disagree	18%
Somewhat disagree	20%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>27%</i>

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10. When thinking about feeding your kids, how much do you agree or disagree with the following:
(Continued)

c. My child(ren) love trying new foods

	Total
Strongly agree	31%
Somewhat agree	30%
Neither agree nor disagree	16%
Somewhat disagree	17%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>24%</i>

d. My child(ren) are picky eaters

	Total
Strongly agree	25%
Somewhat agree	39%
Neither agree nor disagree	16%
Somewhat disagree	12%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>21%</i>

e. My child(ren) eat too many desserts/sweets

	Total
Strongly agree	17%
Somewhat agree	36%
Neither agree nor disagree	23%
Somewhat disagree	16%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>25%</i>



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

	Total
People will face more severe climate challenges in the future	77%
People won't face more severe climate challenges in the future	23%

	Total
Children born today will have better opportunities in life than I did	57%
Children born today won't have better opportunities in life than I did	43%

	Total
Chosen family are as important as blood or legal relations	80%
Only blood relatives or legally designated relatives count as family	20%

	Total
Family is for life, regardless of what they believe or do	56%
It's OK to disown relatives for what they believe or do	44%

	Total
The U.S. will face a caregiver shortage in the future	73%
The U.S. will solve its caregiver shortage in the future	27%

	Total
Americans should have as many or as few children as they want	84%
Americans have a duty to help raise the birth rate	16%





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

	Total
People should be responsible for caring for aging parents or elders	76%
People should not be responsible for caring for aging parents or elders	24%

	Total
Kids should learn the basics so they can function in the world without relying on technology	64%
It's important for kids to have access to all the latest technologies so they can learn how to use them	36%





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About the Study

These are some of the findings of an Ipsos poll conducted between September 25-26, 2025. For this survey, a sample of 1,305 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and "river" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2023 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.3 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=1,305, DEFF=1.5, adjusted Confidence Interval=+/- 4.8 percentage points).

For more information on this news release, please contact:

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

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





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www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

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

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

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