



The older Americans are more pessimistic about the future standard of living than the younger generation.

The research gauged the opinions among Americans on their primary national concerns, their views on the federal government, and their expectations for the future standard of living in the U.S. Additionally, it assesses their level of worry about upcoming housing costs and the impact of rising living expenses on their financial situation.

Nanos conducted a representative non-probability online survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025. A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1,414 respondents would have a margin of error of ± 3.1 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned and conducted by Nanos Research.

KEY FINDINGS

1

OLDER AMERICANS ARE MORE LIKELY TO FEEL PESSIMISM TOWARDS THE FEDERAL GOVERNMENT THAN YOUNGER AMERICANS

When asked which feeling best describes their feelings towards the federal government in Washington, DC, about in four US residents each say anger (28%), pessimism (20%) or optimism (20%), while ten per cent say satisfaction to best describe their feelings. Eight per cent are disinterested and 13 per cent are unsure. Women (32%) are more likely to feel angry against the federal government than men (24%). Americans aged 55 plus (29%) are more likely to feel pessimism towards the federal government in Washington DC than Americans aged 18 to 34 (12%).

2

COST OF LIVING/INFLATION AND JOBS/ECONOMY AS MOST IMPORTANT NATIONAL ISSUE OF CONCERN ACCORDING TO US RESIDENTS

Nearly one in five Americans (18%) stated that their main national issue of concern is the cost of living/inflation (19% in 2024) which remains most important, followed by jobs and the economy (16%) and immigration/borders (11%). Americans in the Midwest (24%) are more likely to say their most important national issue of concern is the cost of living/inflation than Americans in the South (16%).

3

MORE THAN ONE IN THREE AMERICANS SAY THE NEXT GENERATION WILL HAVE A LOWER STANDARD OF LIVING

Around one in three Americans each say they think the next generation of Americans will have a lower (38%) or higher (31%) standard of living than Americans have today, while fewer than one in five say the standard of living will remain the same (17%). Moreover, Americans aged 55 and over (44%) are more likely to report that the next generation will have a lower standard of living than Americans aged between 18 and 34 (32%).

4

AMERICANS ARE DIVIDED BETWEEN BEING WORRIED/SOMEWHAT WORRIED AND NOT WORRIED/SOMEWHAT NOT WORRIED ABOUT PAYING THEIR HOUSING COSTS NEXT MONTH

Nearly half of Americans (47%) report being worried/somewhat worried (worried 20%; somewhat worried 27%). Simultaneously, 47% of respondents also report being not worried/somewhat not worried (not worried 33%; somewhat not worried 14%). Five per cent say they are unsure. Respondents in the West (52%) are more likely to report being worried/somewhat worried, than respondents in the Northeast (43%). Additionally, Americans aged 18 to 34 are more likely to report being worried/somewhat worried (56%) than those aged 55 plus (35%).

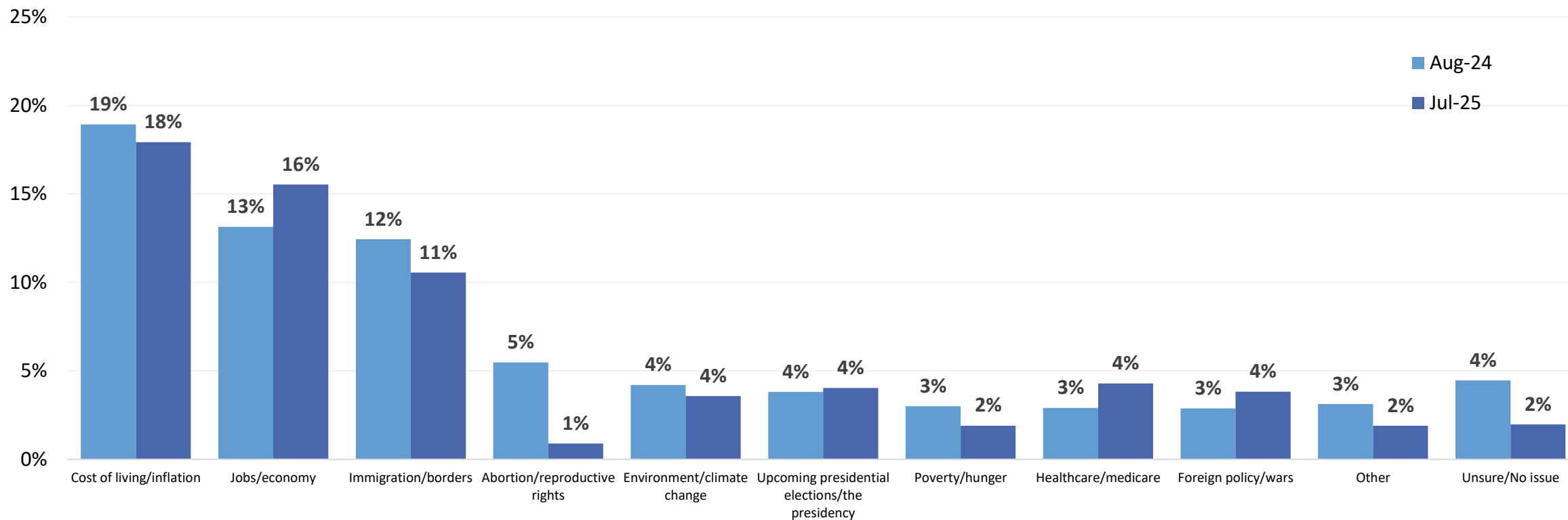
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AMERICANS SAY THE RISING COST OF LIVING HAS LED TO DIFFICULTY AFFORDING NECESSITIES OR CANCELLING MAJOR PURCHASES

When asked what best describes their situation as far as the rising cost of living goes, nearly one-third (30%) of Americans report that it has become difficult to afford basic necessities. Close to one-quarter (24%) also say that it has both been difficult to afford basic necessities and that they have cancelled a major purchase because of increasing prices. Americans aged between 18 and 34 (35%) are more likely to report that it has become difficult to afford basic necessities than Americans aged 55 and over (25%).

National issues of concern

Q – What is your most important NATIONAL issue of concern? [UNPROMPTED] – Top Mentions



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos conducted an online representative survey of 1,369 Americans, 18 years of age or older, between July 27th to 30th, 2025.

National issues of concern – by region

Q – What is your most important NATIONAL issue of concern? [UNPROMPTED] – Top Mentions

	All		Northeast		South		Midwest		West	
	2025-07 (n=1369)	2024-08 (n=1255)	2025-07 (n=242)	2024-08 (n=219)	2025-07 (n=563)	2024-08 (n=516)	2025-07 (n=289)	2024-08 (n=250)	2025-07 (n=275)	2024-08 (n=270)
Cost of living/inflation	17.9%	18.9%	16.7%	17.1%	15.6%	20.9%	24.2%	20.2%	17.0%	16.2%
Jobs/economy	15.5%	13.1%	12.6%	14.2%	18.8%	14.0%	12.0%	10.4%	15.8%	13.4%
Immigration/borders	10.6%	12.4%	8.9%	13.4%	12.2%	12.9%	9.6%	11.2%	10.1%	12.1%
Healthcare/Medicare	4.3%	2.9%	4.0%	3.6%	5.6%	2.5%	3.6%	3.7%	3.0%	2.3%
Upcoming presidential elections/the presidency	4.0%	3.8%	5.5%	4.6%	3.8%	4.3%	3.5%	1.7%	3.8%	4.2%
Foreign policy/wars	3.8%	2.9%	4.7%	1.5%	3.2%	3.2%	3.7%	5.8%	4.2%	0.9%
Unsure/No issue	2.0%	4.5%	1.0%	5.0%	2.5%	4.0%	2.6%	5.2%	1.2%	4.1%

Source: Nanos conducted an online representative survey of 1,369 Americans, 18 years of age or older, between July 27th to 30th, 2025.

National issues of concern – by age and gender

Q – What is your most important NATIONAL issue of concern? [UNPROMPTED] – Top Mentions

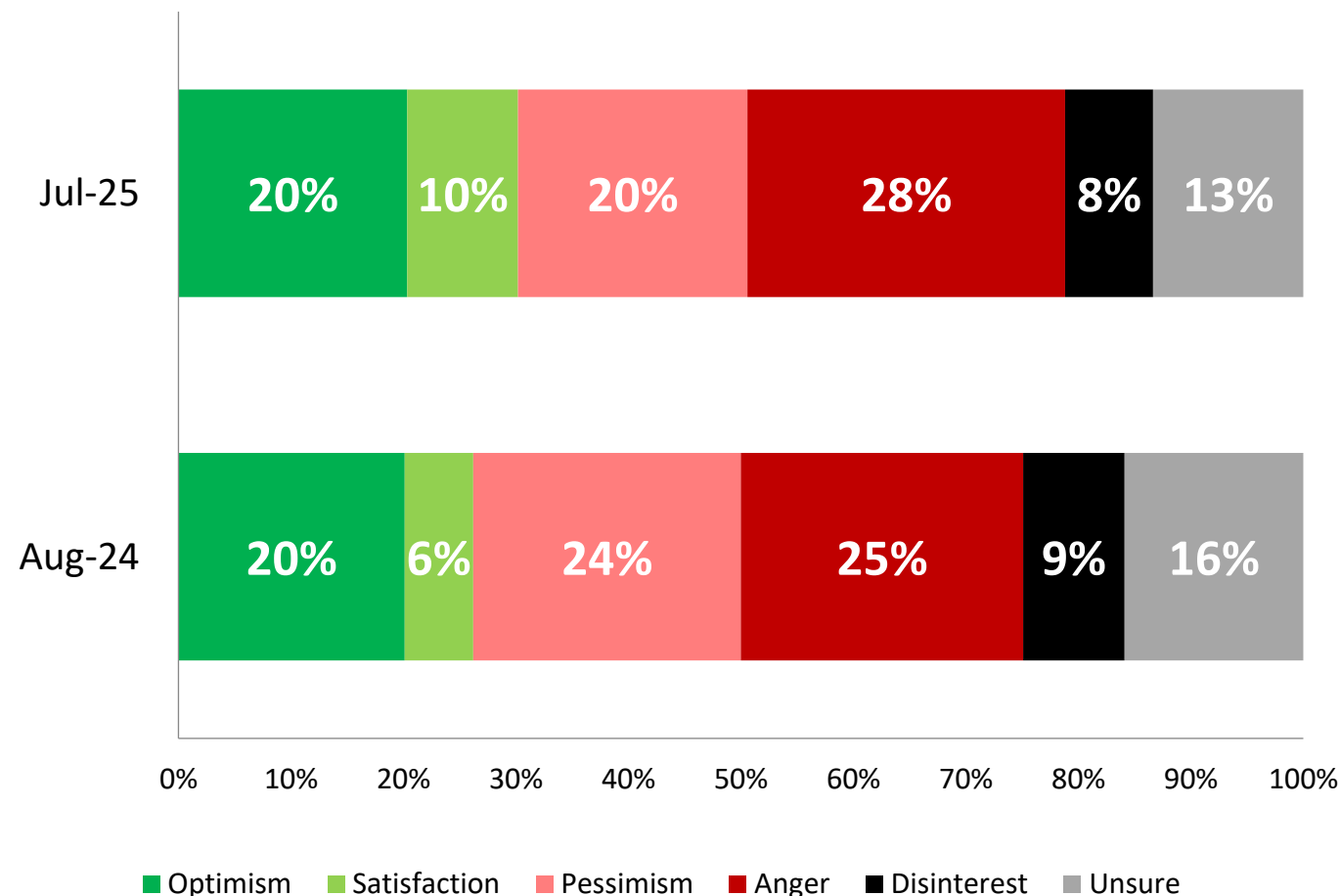
	All		Men		Women		18-34		35-54		55 plus	
	2025-07 (n=1369)	2024-08 (n=1255)	2025-07 (n=618)	2024-08 (n=546)	2025-07 (n=748)	2024-08 (n=704)	2025-07 (n=208)	2024-08 (n=323)	2025-07 (n=473)	2024-08 (n=373)	2025-07 (n=688)	2024-08 (n=559)
Cost of living/inflation	17.9%	18.9%	17.0%	17.4%	18.9%	20.4%	17.1%	20.8%	18.5%	20.8%	18.0%	15.8%
Jobs/economy	15.5%	13.1%	16.2%	14.5%	15.0%	12.0%	15.5%	12.8%	19.7%	19.0%	11.9%	8.2%
Immigration/borders	10.6%	12.4%	11.8%	14.6%	9.5%	10.5%	7.3%	5.3%	7.6%	8.9%	15.6%	21.4%
Healthcare/Medicare	4.3%	2.9%	3.0%	3.2%	5.4%	2.6%	2.3%	2.9%	6.9%	3.3%	3.6%	2.6%
Upcoming presidential elections/the presidency	4.0%	3.8%	4.2%	4.0%	3.9%	4.5%	2.2%	5.4%	2.1%	3.4%	7.1%	4.0%
Foreign policy/wars	3.8%	2.9%	4.0%	4.2%	3.7%	1.6%	6.6%	5.7%	2.9%	1.7%	2.5%	1.7%
Unsure/No issue	2.0%	4.5%	0.8%	2.5%	3.1%	6.3%	3.5%	3.7%	2.2%	7.0%	0.6%	2.9%

Source: Nanos conducted an online representative survey of 1,369 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Close to one in two Americans describe their feelings towards the federal government in Washington as either anger (28%) or pessimism (20%), while close to one in three say either optimism (20%) or satisfaction (10%). Nearly one in ten say they are disinterested (eight per cent) and just over one in ten (13%) are unsure. There has been a slight increase of Americans who say satisfaction (6% in 2024; 10% in 2025) and anger (25% in 2024; 28% in 2025).

Q – Which of the following feelings best describes your views of the federal government in Washington DC?
[RANDOMIZE]

Feelings towards the federal government in Washington DC



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Feelings towards the federal government in Washington DC – by region

Q – Which of the following feelings best describes your views of the federal government in Washington DC? [RANDOMIZE]

	All		Northeast		South		Midwest		West	
	2025-07 (n=1414)	2024-08 (n=1275)	2025-07 (n=249)	2024-08 (n=223)	2025-07 (n=578)	2024-08 (n=522)	2025-07 (n=298)	2024-08 (n=256)	2025-07 (n=289)	2024-08 (n=274)
Anger	28.3%	25.1%	29.0%	22.8%	25.9%	25.6%	30.1%	25.1%	29.8%	26.0%
Pessimism	20.4%	23.8%	20.5%	22.7%	18.4%	24.5%	19.1%	20.5%	24.4%	26.2%
Optimism	20.3%	20.1%	18.4%	21.2%	23.2%	19.7%	19.8%	22.0%	17.7%	18.3%
Satisfaction	9.9%	6.1%	12.0%	5.5%	11.1%	7.5%	7.7%	5.0%	8.2%	5.4%
Disinterest	7.8%	9.0%	8.8%	10.0%	7.0%	7.4%	8.1%	9.2%	8.0%	10.8%
Unsure	13.4%	15.9%	11.3%	17.8%	14.3%	15.3%	15.1%	18.2%	11.8%	13.2%

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Feelings towards the federal government in Washington DC – by age and gender

Q – Which of the following feelings best describes your views of the federal government in Washington DC? [RANDOMIZE]

	All		Men		Women		18-34		35-54		55 plus	
	2025-07 (n=1414)	2024-08 (n=1275)	2025-07 (n=635)	2024-08 (n=551)	2025-07 (n=776)	2024-08 (n=719)	2025-07 (n=226)	2024-08 (n=331)	2025-07 (n=492)	2024-08 (n=379)	2025-07 (n=696)	2024-08 (n=565)
Anger	28.3%	25.1%	24.4%	24.8%	31.9%	25.6%	27.4%	22.5%	26.1%	24.2%	31.0%	28.0%
Pessimism	20.4%	23.8%	22.8%	24.7%	17.8%	22.7%	12.2%	20.2%	18.3%	22.6%	28.9%	27.8%
Optimism	20.3%	20.1%	22.7%	23.3%	18.3%	17.1%	19.5%	21.9%	22.7%	19.1%	19.0%	19.6%
Satisfaction	9.9%	6.1%	13.9%	7.8%	6.1%	4.6%	11.0%	9.8%	11.7%	5.2%	7.3%	4.0%
Disinterest	7.8%	9.0%	8.2%	8.2%	7.5%	9.7%	12.5%	9.9%	7.6%	11.9%	4.2%	5.7%
Unsure	13.4%	15.9%	8.0%	11.2%	18.5%	20.3%	17.5%	15.7%	13.6%	17.0%	9.8%	15.0%

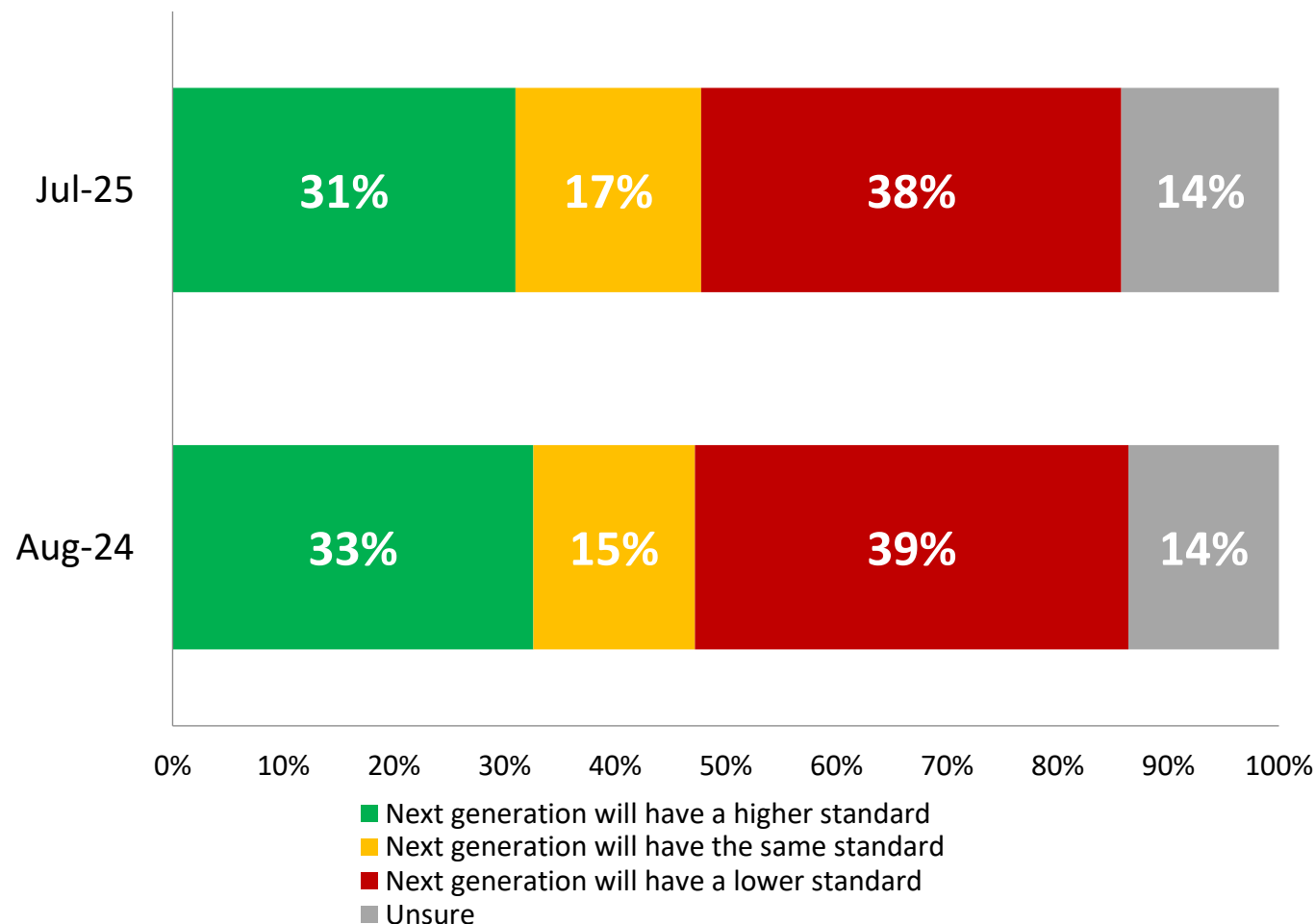
Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

More than one in three Americans report that the next generation will have a lower standard of living than Americans today (38%). This remain consistent with the previous wave (39% in August 2024).

Americans aged 55 and over (44%) are more likely to report that the next generation will have a lower standard of living than Americans between 18 and 34 years old (32%).

Q – Do you think the next generation of Americans will have a standard of living that is higher, the same or lower than Americans have today? [REPEAT]

Future standard of living



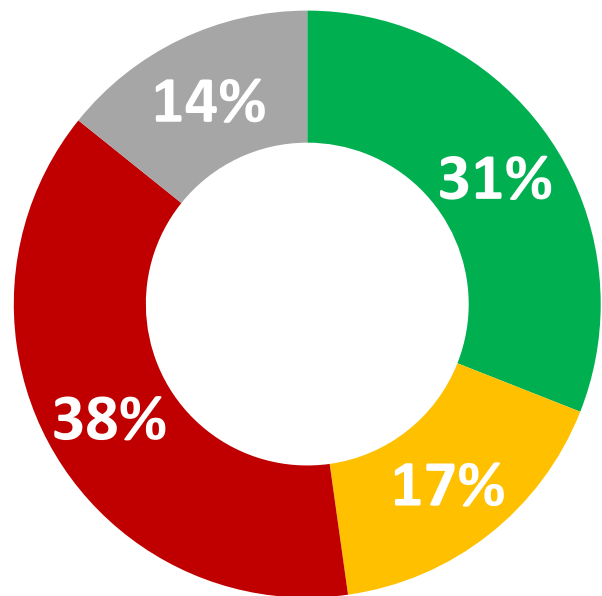
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Future standard of living – by demographics

Q – Do you think the next generation of Americans will have a standard of living that is higher, the same or lower than Americans have today? [REPEAT]



- Next generation will have a higher standard
- Next generation will have the same standard
- Next generation will have a lower standard
- Unsure

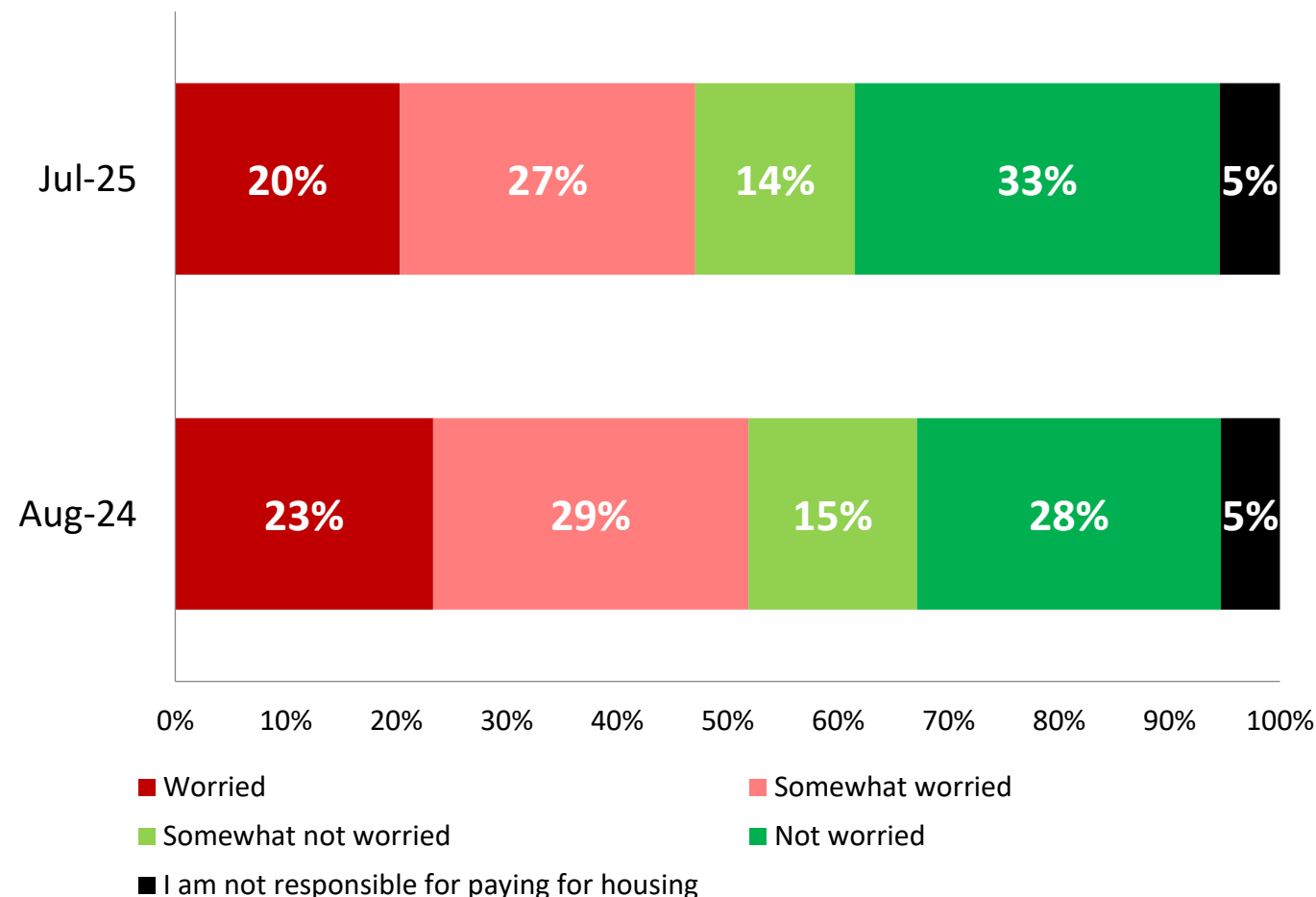
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Next generation will have a higher standard	Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	
	33.6%	32.5%	29.5%	27.9%	
	Men (n=635)	Women (n=776)	18-34 (n=226)	35-54 (n=492)	55 plus (n=696)
Next generation will have a lower standard	29.5%	32.4%	38.0%	33.9%	22.6%
	Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	
	34.7%	38.3%	36.6%	41.1%	
	Men (n=635)	Women (n=776)	18-34 (n=226)	35-54 (n=492)	55 plus (n=696)
	38.9%	37.1%	32.4%	36.2%	44.2%

Concerns about housing costs

Americans are split; while forty-seven per cent of Americans report being worried/somewhat worried (worried 20%; somewhat worried 27%). The same number also report being not worried/somewhat not worried (not worried/somewhat not worried 47%; not worried 33%; somewhat not worried 14%).

Q – Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?



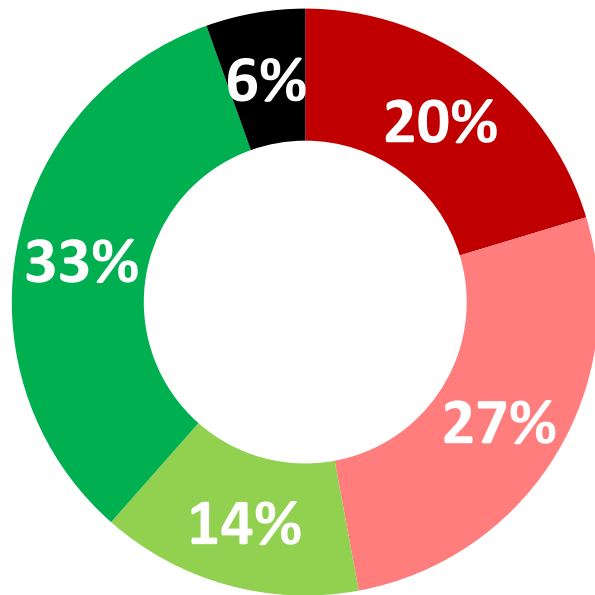
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Concerns about housing costs – by demographics

Q – Are you worried, somewhat worried, somewhat not worried or not worried about paying your housing costs next month?



- Worried
- Somewhat worried
- Somewhat not worried
- Not worried
- I am not responsible for paying for housing

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Worried/Somewhat worried

Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	
42.9%	45.9%	47.7%	51.5%	
Men (n=635)	Women (n=776)	18-34 (n=226)	35-54 (n=492)	55 plus (n=696)
39.8%	54.0%	56.4%	52.6%	34.5%

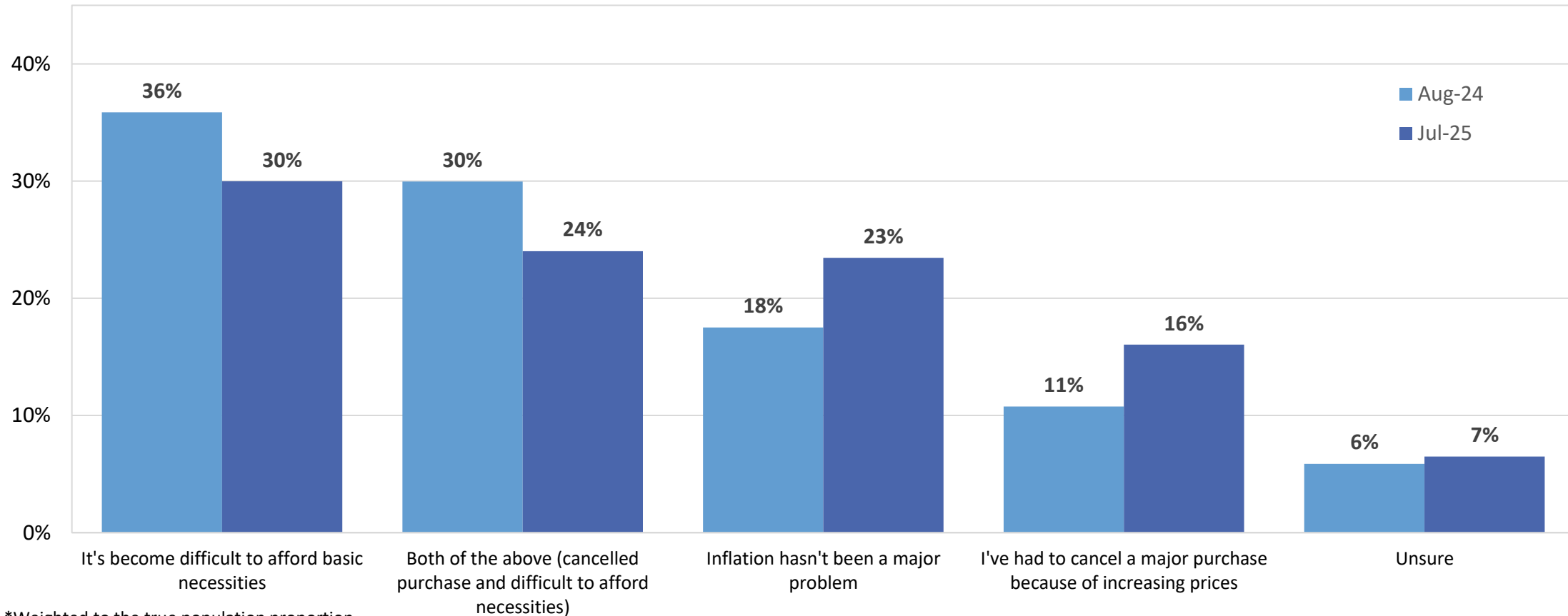
Somewhat not worried/Not worried

Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	
51.6%	48.4%	47.4%	43.0%	
Men (n=635)	Women (n=776)	18-34 (n=226)	35-54 (n=492)	55 plus (n=696)
54.9%	40.5%	36.4%	41.5%	61.8%

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Impacts of the rising cost of living

Q – What best describes your situation as far as the rising cost of living goes? [SINGLE SELECT]



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Consequences of the rising cost of living – by region

Q – What best describes your situation as far as the rising cost of living goes? [SINGLE SELECT]

	All		Northeast		South		Midwest		West	
	2025-07 (n=1414)	2024-08 (n=1275)	2025-07 (n=249)	2024-08 (n=219)	2025-07 (n=578)	2024-08 (n=516)	2025-07 (n=298)	2024-08 (n=250)	2025-07 (n=289)	2024-08 (n=270)
It's become difficult to afford basic necessities	30.0%	35.9%	29.8%	36.1%	28.6%	34.7%	31.4%	38.9%	31.0%	34.8%
Both of the above (cancelled a purchase and difficult to afford necessities)	24.0%	30.0%	18.8%	30.9%	24.4%	33.0%	29.9%	29.0%	22.2%	25.2%
Inflation hasn't been a major problem	23.5%	17.5%	24.1%	17.8%	25.2%	16.9%	20.7%	15.4%	22.7%	20.2%
I've had to cancel a major purchase because of increasing prices	16.0%	10.8%	18.4%	10.3%	15.0%	9.3%	12.3%	9.8%	19.3%	14.3%
Unsure	6.5%	5.9%	8.9%	4.9%	6.9%	6.0%	5.7%	6.9%	4.8%	5.6%

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

Consequences of the rising cost of living – by age and gender

Q – What best describes your situation as far as the rising cost of living goes? [SINGLE SELECT]

	All		Men		Women		18-34		35-54		55 plus	
	2025-07 (n=1414)	2024-08 (n=1275)	2025-07 (n=635)	2024-08 (n=546)	2025-07 (n=776)	2024-08 (n=704)	2025-07 (n=226)	2024-08 (n=323)	2025-07 (n=492)	2024-08 (n=373)	2025-07 (n=696)	2024-08 (n=559)
It's become difficult to afford basic necessities	30.0%	35.9%	26.8%	31.2%	33.0%	39.9%	34.9%	42.5%	31.3%	36.6%	24.7%	29.7%
Both of the above (cancelled a purchase and difficult to afford necessities)	24.0%	30.0%	22.9%	29.1%	25.0%	31.0%	26.2%	29.5%	24.5%	31.6%	21.8%	28.8%
Inflation hasn't been a major problem	23.5%	17.5%	28.6%	22.4%	33.0%	13.0%	13.9%	12.3%	21.5%	13.4%	33.1%	25.5%
I've had to cancel a major purchase because of increasing prices	16.0%	10.8%	15.4%	10.9%	16.5%	10.6%	18.9%	10.5%	17.3%	13.9%	12.6%	8.2%
Unsure	6.5%	5.9%	6.2%	6.3%	6.8%	5.5%	6.1%	5.2%	5.4%	4.4%	7.8%	7.8%

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th to 30th, 2025.

METHODOLOGY

Nanos conducted a representative non-probability online survey of 1414 Americans, 18 years of age or older, between July 27th and 30th, 2025. The sample is geographically stratified to be representative of the United States.

A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1414 respondents would have a margin of error of ± 2.6 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Nanos Research		
Population and Final Sample Size	1414 Americans	Weighting of Data	The results were weighted by age and gender using the latest Census information (2020) and the sample is geographically stratified to ensure a distribution across all regions of the United States. See tables for full weighting disclosure.
Source of Sample	QuestMindshare		
Type of Sample	Representative non-probability	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error (for a comparative probability sample)	For comparison purposes, a probability sample of 1414 respondents would have a margin of error of ± 2.6 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Mode of Survey	Online survey	Stratification	By age and gender using the latest Census information (2020) and the sample is geographically stratified to be representative of the United States.
Sampling Method Base	Non-probability	Estimated Response Rate	Not applicable.
		Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Captured)	Northeast, South, Midwest, West; Men and Women; 18 years or older. Zip code was used to validate geography.	Question Content	All questions asked are contained in the report.
Demographics (Other)	Age, gender, region	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	July 27th to 30th, 2025.	Research/Data Collection Supplier	Nanos Research
Language of Survey	The survey was conducted in English.		
		Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/	Data Tables	By region, age and gender



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EthicStratēgies

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Any questions?



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