



August 2025 Omnibus Topline - External
Survey of N=1,057 voters in the Likely Electorate
Field Dates: August 14-17, 2025
Margin of Error: +/- 3.6 Percentage Points

CORE: POLITICAL AND ECONOMIC LANDSCAPE MODULE

1. **[QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track? [RANDOMIZE 1-2]**

Wrong track	50%
Right direction	41%
Unsure	9%

2. **[QStability] Do you think that over the next year, things in the United States are going to become more stable, less stable, or stay about the same as they are now? [RANDOMIZE SCALE 1-5, 5-1]**

MUCH/A LITTLE MORE STABLE	40%
MUCH/A LITTLE LESS STABLE	46%
Much more stable	20%
A little more stable	19%
Stay the same	10%
A little less stable	18%
Much less stable	28%
Unsure	4%

3. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]
4. [QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today? [RANDOMIZE 1-15] [IF QISSUES = 1-15, DO NOT DISPLAY THE ANSWER OPTION SELECTED ON QISSUES]

	1st Choice	2nd Choice	Combined Choice
Cost of living	27%	18%	46%
The state of democracy	13%	10%	23%
Political corruption	13%	10%	23%
Jobs and the economy	11%	13%	24%
Immigration	10%	7%	18%
Crime	5%	7%	12%
Healthcare	4%	9%	13%
National security	3%	5%	7%
The environment and climate change	2%	3%	6%
Taxes	2%	3%	5%
Gun rights	2%	1%	3%
Education	1%	2%	3%
Drug abuse	1%	4%	5%
Abortion	1%	1%	2%
Race relations	*0%	2%	2%
Something else (Please specify)	2%	2%	4%
Unsure	2%	1%	2%

5. [QFav Battery] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

	1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Never heard of		
	V/S FAV.	V/S UNFAV.	Very favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Very unfavorable	Never heard of
King Charles	32%	25%	9%	24%	35%	14%	10%	8%
JD Vance	41%	43%	23%	19%	10%	8%	35%	5%
Keir Starmer	9%	11%	4%	6%	20%	6%	5%	59%
Donald Trump	46%	51%	27%	19%	3%	8%	44%	*%
The Republican Party	45%	50%	20%	25%	5%	15%	35%	*%
The Democratic Party	42%	51%	17%	25%	6%	20%	31%	*%
Joe Biden	41%	53%	18%	23%	5%	16%	37%	1%
Elon Musk	35%	53%	13%	23%	11%	17%	36%	1%

6. [QTrumpApprove] Do you approve or disapprove of the way Donald Trump is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	47%
STRONGLY/SOMEWHAT DISAPPROVE	51%
Strongly approve	27%
Somewhat approve	20%
Somewhat disapprove	9%
Strongly disapprove	42%
Unsure	2%

[Randomize Order Of QTrumpApproveEcon, QTrumpApproveImm, QTrumpApproveForeign, QTrumpApproveTariffs]

7. [QTrumpApproveEcon] Do you approve or disapprove of the way Donald Trump is handling the economy? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	46%
STRONGLY/SOMEWHAT DISAPPROVE	51%
Strongly approve	23%
Somewhat approve	23%
Somewhat disapprove	11%
Strongly disapprove	40%
Unsure	3%

8. [QTrumpApproveImm] Do you approve or disapprove of the way Donald Trump is handling immigration? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	47%
STRONGLY/SOMEWHAT DISAPPROVE	51%
Strongly approve	32%
Somewhat approve	15%
Somewhat disapprove	12%
Strongly disapprove	39%
Unsure	2%

9. [QTrumpApproveForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	44%
STRONGLY/SOMEWHAT DISAPPROVE	49%
Strongly approve	26%
Somewhat approve	18%
Somewhat disapprove	11%
Strongly disapprove	38%
Unsure	7%

10. [QTrumpApproveTariff] Do you approve or disapprove of the way Donald Trump is handling tariffs? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	41%
STRONGLY/SOMEWHAT DISAPPROVE	53%
Strongly approve	21%
Somewhat approve	20%
Somewhat disapprove	11%
Strongly disapprove	42%
Unsure	6%

11. [QTurnout] How likely are you to vote in the upcoming 2026 midterm elections? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY LIKELY	81%
NOT VERY/NOT AT ALL LIKELY	6%
Extremely likely	66%
Very likely	15%
Somewhat likely	10%
Not very likely	4%
Not at all likely	2%
Unsure	3%

12. [QMotivation] How motivated are you to vote in the upcoming 2026 midterm elections?

[RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY MOTIVATED	73%
NOT VERY/NOT AT ALL MOTIVATED	10%
Extremely motivated	52%
Very motivated	21%
Somewhat motivated	15%
Not very motivated	7%
Not at all motivated	3%
Unsure	3%

13. [QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]

14. [QGenericCongressionalLearner] And if you had to choose today, would you vote for [ROTATE TO MATCH ANSWER OPTION ORDER] the Republican candidate or the Democratic candidate? [RANDOMIZE 1-2]

DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	46%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	47%
Definitely the Republican candidate	32%
Probably the Republican candidate	14%
Lean the Republican candidate	1%
Lean the Democratic candidate	2%
Probably the Democratic candidate	9%
Definitely the Democratic candidate	36%
Unsure	7%

15. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]

Republican	40%
Democrat	36%
Independent	21%
Member of another party	1%
Unsure	2%

[IF QPartyID = 1. Republican, Ask]

16. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]

	(n=375)
Firmly a Republican	70%
Not firmly a Republican	30%

[IF QPartyID = 2. Democrat, Ask]

17. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2]

	(n=413)
Firmly a Democrat	80%
Not firmly a Democrat	20%

[If QParty=3-5. Independent, Member of another party, or Unsure, Ask]

18. [QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you? [RANDOMIZE 1-2]

(n=269)

Democrats	33%
Republicans	29%
Both equally often	28%
Unsure	10%

19. [QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	47%
Total Democratic+Democratic-leaning Independents	44%
Total Independent	9%

[If QPartyID = 1. Republican Or QPartyLeanView = 1. Republicans, Ask]

20. [QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [RANDOMIZE 1-2]

(n=441)

Supporter of Donald Trump	52%
Supporter of the Republican Party	42%
I don't support either one	4%
Unsure	2%

[If QPartyID = 2. Democrat OR QPartyLeanView = 2. Democrats, ask]

21. [Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-21]

(n=522)

Kamala Harris	26%
Gavin Newsom	13%
Pete Buttigieg	11%
Alexandria Ocasio-Cortez	6%
Cory Booker	5%
Jasmine Crockett	3%
J.B. Pritzker	3%
Gretchen Whitmer	3%
Josh Shapiro	3%
Mark Cuban	2%
Andy Beshear	2%
Tim Walz	2%
Wes Moore	1%
Jon Stewart	1%
Stephen A. Smith	1%
Ruben Gallego	*%
Chris Murphy	*%
Raphael Warnock	*%
Jared Polis	*%
John Fetterman	-
Rahm Emanuel	-
Someone else (Please specify)	1%
Unsure	16%

[If QPartyID = 1. Republican OR QPartyLeanView = 1. Republicans, ask]

22. [Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-15]

	(n=441)
JD Vance	43%
Robert F. Kennedy, Jr.	9%
Ron DeSantis	9%
Marco Rubio	6%
Nikki Haley	4%
Sarah Huckabee Sanders	2%
Vivek Ramaswamy	2%
Ted Cruz	2%
Tulsi Gabbard	2%
Josh Hawley	1%
Kristi Noem	1%
Steve Bannon	*0%
Glenn Youngkin	*0%
Tim Scott	*0%
Doug Burgum	*0%
Someone else (Please specify)	3%
Unsure	15%

23. [QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]

IMPROVING A LOT/LITTLE	36%
GETTING A LOT/LITTLE WORSE	49%
Improving a lot	11%
Improving a little	25%
Staying the same	13%
Getting a little worse	20%
Getting a lot worse	28%
Unsure	3%

24. [QEconPersonal] Do you think *your personal* economic situation is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]

IMPROVING A LOT/LITTLE	27%
GETTING A LOT/LITTLE WORSE	40%
Improving a lot	8%
Improving a little	19%
Staying the same	32%
Getting a little worse	23%
Getting a lot worse	16%
Unsure	1%

25. [QFinancial] Which of the following comes closest to describing your personal financial situation? [RANDOMIZE SCALE 1-3, 3-1]

I am able to pay for basic necessities and have some money left over to save, invest, or afford non-essential things I want	44%
I am just able to pay for basic necessities	33%
I struggle to pay for basic necessities	21%
Unsure	2%

26. [QThreatInsideOut] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]

The biggest threats to the United States come from <u>within</u> our country in the form of polarization, corruption in government, or dysfunctional cultural trends.	72%
The biggest threats to the United States come from <u>outside</u> our country in the form of adversaries such as Russia, China, and Iran.	20%
Unsure	8%

27. [QSystemsBroken] Which statement do you think is more true about institutions in America, such as the media, business, academia, and government? [RANDOMIZE 1-2]

Our institutions need repair and can be fixed if we try.	70%
Our institutions are too broken and need to be replaced entirely.	21%
Unsure	9%

28. [QImmigrationContrast] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]

Immigration strengthens our country by bringing in new skills, ideas, and cultural diversity that boost the economy and enrich communities.	46%
Immigration puts pressure on jobs, housing, and public services, and can create cultural tensions, so we should limit it to protect the well-being and cohesion of current residents.	44%
Unsure	9%

29. [QExperienceContrast] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]

It is best to have national leaders who know how the system works and have proven experience in politics and government.	48%
Government is broken and we need bold outsiders with fresh ideas to take on the system.	40%
Unsure	12%

30. [QWayofLife] Do you think the culture and way of life in your country are generally changing for the better or for the worse? [RANDOMIZE 1-2]

Changing for the worse	54%
Changing for the better	27%
Not changing	9%
Unsure	10%

31. [QOutsidersAgree] Do you agree or disagree with the following statement: “People in my country have lost control over important decisions because they are made outside our borders.” [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT AGREE	39%
STRONGLY/SOMEWHAT DISAGREE	43%
Strongly agree	12%
Somewhat agree	27%
Somewhat disagree	25%
Strongly disagree	18%
Unsure	18%

32. [QGlobalizationContrast] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]

Globalization has been mostly good for my country.	42%
Globalization has been mostly bad for my country.	29%
Unsure	29%

33. [QSRH Battery] Please indicate how much you have seen, read, or heard about the following events. [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

	1. A lot	2. Some	3. A little	4. Nothing	5. Unsure		
	A LOT / SOME	A LITTLE / NOTHING	A lot	Some	A little	Nothing	Unsure
The couple caught cheating on camera at a Coldplay concert	58%	37%	38%	20%	14%	23%	5%
Developments in the Jeffrey Epstein case	58%	37%	31%	27%	24%	14%	4%
The debates over redistricting in Texas and California	52%	42%	33%	19%	20%	22%	5%
The American Eagle ad campaign featuring Sydney Sweeney	44%	50%	24%	20%	16%	33%	6%
The new season of South Park	32%	64%	14%	17%	21%	44%	4%

34. [QPartyGerrymandering] Which party do you think is more responsible for partisan gerrymandering, the drawing of political districts to favor one party? [RANDOMIZE 1-2]

The Republican Party	37%
The Democratic Party	24%
They are equally responsible	29%
Unsure	10%

35. [QRedistDisarm] Which of the following comes closest to your view, even if none are exactly right? Politicians should... [RANDOMIZE SCALE 1-3, 3-1]

Stop gerrymandering, even if politicians from other parties continue to do it	28%
Stop gerrymandering, but only if politicians from other parties stop as well	34%
Continue current practices of redrawing congressional districts	14%
Unsure	24%

36. [QRedistCriteria] When new congressional districts are drawn, which of the following goals are most important to you? Select up to two. [SELECT MULTIPLE, UP TO TWO] [RANDOMIZE 1-7]

Ensuring that minority communities can elect representatives from their communities	27%
Representing the proportion of Republicans, Democrats, and voters for other parties in the state	25%
Respecting existing borders between cities and counties	23%
Creating districts that are simple and compact rather than oddly shaped	18%
Increasing the number of districts in which there will be a competitive election	16%
Minimizing the change in district boundaries as much as possible	15%
Maximizing the number of seats controlled by my political party to fight gerrymanders by the other party in other states	12%
Something else (Please specify)	1%
Unsure	16%

[Ask If QPartyID = 1. Republican OR if QPartyLean = 1. Republicans]

37. [QRedistMaxGOP] In states where the Republican party is in charge of the redistricting process, which would you prefer? [RANDOMIZE 1-2]

	(n=441)
The Republican party should try to create districts that proportionally represent states' population for each party	52%
The Republican party should try to maximize the number of seats they will control in state and federal legislatures	36%
Unsure	13%

[Ask If QPartyID = 2. Democrat OR if QPartyLean = 2. Democrats]

38. [QRedistMaxDem] In states where the Democratic party is in charge of the redistricting process, which would you prefer? [RANDOMIZE 1-2]

	(n=522)
The Democratic party should try to create districts that proportionally represent states' population for each party	51%
The Democratic party should try to maximize the number of seats they will control in state and federal legislatures	40%
Unsure	9%

[Ask If QPartyID = 2. Democrat OR if QPartyLean = 2. Democrats]

39. [QRedistDemCA] Do you support or oppose California Democrats countering Texas Republicans' efforts to create new Republican House seats, even if it means that existing districts drawn by a nonpartisan commission are replaced by seats designed by legislators? [RANDOMIZE SCALE 1-4, 4-1]

	(n=522)
STRONGLY/SOMEWHAT SUPPORT	53%
STRONGLY/SOMEWHAT OPPOSE	21%
Strongly support	31%
Somewhat support	22%
Somewhat oppose	10%
Strongly oppose	11%
Unsure	26%

[Ask All:]

40. [QFederalPoliceDC] Do you support or oppose Washington, DC's police force temporarily being taken over by the federal government, and National Guard troops being sent to the city as a way to fight crime? [RANDOMIZE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	42%
STRONGLY/SOMEWHAT OPPOSE	46%
Strongly support	21%
Somewhat support	21%
Somewhat oppose	14%
Strongly oppose	32%
Unsure	12%

CULTURE

41. [QSummerWin] Who “won” the summer of 2025? [RANDOMIZE 1-9]

Taylor Swift	11%
Sydney Sweeney	8%
South Park	6%
Adam Sandler	6%
Coldplay	4%
Beyoncé	4%
Pedro Pascal	4%
Caitlin Clark	3%
The Backstreet Boys	1%
Someone else, please specify	3%
Unsure	50%

[Ask if QSRH_Sweeney = 1-3]

42. [QFavSweeneyAd] Do you have a favorable or unfavorable view of the American Eagle ad campaign featuring Sydney Sweeney? [RANDOMIZE SCALE 1-5; 5-1]

	(n=607)
VERY/SOMEWHAT FAVORABLE	58%
VERY/SOMEWHAT UNFAVORABLE	22%
Very favorable	30%
Somewhat favorable	28%
Somewhat unfavorable	13%
Very unfavorable	9%
Unsure	20%

43. [QAIEmotion] How do you feel when you think about artificial intelligence? Choose all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-13]

Worried	40%
Intrigued	33%
Hopeful	31%
Excited	23%
Scared	22%
Confused	14%
Frustrated	12%
Satisfied	11%
Discouraged	11%
Energized	9%
Disappointed	9%
Content	8%
Angry	8%
Other emotion	2%
Unsure	6%

44. [QAIBalance] Do you think that, on balance, artificial intelligence will be more helpful or harmful for humanity? [RANDOMIZE 1-2]

Helpful	43%
Harmful	33%
Unsure	24%

45. [QAIBetterWorse] Do you think that artificial intelligence will make your life better, worse, or not affect your life? [RANDOMIZE 1-2]

Better	38%
Worse	21%
Will not affect my life	22%
Unsure	19%

46. [QAIRegulation] When it comes to government regulation of artificial intelligence, which of the following statements do you agree with more? [RANDOMIZE 1-2]

Government regulation of artificial intelligence is necessary to protect the public interest	59%
Government regulation of artificial intelligence could do more harm than good for a new industry	27%
Unsure	14%

47. [QFav Countries Battery] Do you have a favorable or unfavorable opinion of the following countries? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

	1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Never heard of		
	V/S FAV.	V/S UNFAV.	Very fav.	Somewhat fav.	Heard of, no opinion	Somewhat unfav.	Very unfav.	Never heard of
Canada	75%	14%	41%	34%	11%	9%	4%	1%
The United Kingdom	70%	12%	33%	37%	17%	9%	3%	1%
Mexico	47%	33%	13%	34%	20%	21%	11%	1%
Israel	44%	32%	20%	24%	23%	19%	13%	1%
China	19%	64%	6%	13%	15%	30%	34%	1%
Russia	13%	73%	4%	9%	13%	27%	46%	1%

For each of the following please indicate whether you agree more with Option 1 or Option 2. [RANDOMIZE ORDER OF QESTABLISHMENT QUESTIONS] [EACH SHOWN AS SEPARATE QUESTION; NOT GRID] [HALF SHOULD SEE LIBERAL CHOICE AS OPTION 1, OTHER HALF CONSERVATIVE CHOICE AS OPTION 1]

[INSERT PAIR OF STATEMENTS]

- | | | | | |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|-----------|
| 1. Strongly agree with Option 1 | 2. Somewhat agree with Option 1 | 3. Somewhat agree with Option 2 | 4. Strongly agree with Option 2 | 5. Unsure |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|-----------|

48. QEstablishNew1]

1. I wish more countries around the world had governments committed to freedom and democracy
2. It doesn't matter much to me what forms of government other countries have

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	74%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	21%
Strongly agree with Option 1	47%
Somewhat agree with Option 1	27%
Somewhat agree with Option 2	11%
Strongly agree with Option 2	10%
Unsure	6%

49. [QEstablishNew2]

1. I care more about supporting those who are vulnerable or less powerful.
2. I care more about supporting those who do the right thing.

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	36%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	57%
Strongly agree with Option 1	16%
Somewhat agree with Option 1	19%
Somewhat agree with Option 2	22%
Strongly agree with Option 2	35%
Unsure	7%

50. [QEstablishNew3]

1. It is important to respect rules and norms when trying to create change.
2. It is OK to break rules and violate norms if change is needed badly enough.

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	73%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	21%
Strongly agree with Option 1	45%
Somewhat agree with Option 1	28%
Somewhat agree with Option 2	15%
Strongly agree with Option 2	7%
Unsure	6%

51. [QEstablishNew4]

1. It is possible to work hard and get ahead these days.
2. It is nearly impossible to work hard and get ahead these days.

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	51%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	44%
Strongly agree with Option 1	22%
Somewhat agree with Option 1	29%
Somewhat agree with Option 2	21%
Strongly agree with Option 2	23%
Unsure	5%

52. [QEstablishment2]

1. It's best for the future of our country to be active in world affairs.
2. We should pay less attention to problems overseas and concentrate on problems here at home.

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	47%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	48%
Strongly agree with Option 1	22%
Somewhat agree with Option 1	24%
Somewhat agree with Option 2	21%
Strongly agree with Option 2	26%
Unsure	6%

53. [QEstablishNew5]

1. Providing foreign aid to other countries helps promote stability and protect US interests in the long run.
2. Foreign aid is a waste of money that should be spent at home instead.

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	60%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	34%
Strongly agree with Option 1	28%
Somewhat agree with Option 1	32%
Somewhat agree with Option 2	17%
Strongly agree with Option 2	16%
Unsure	7%

54. [QEstablishNew6]

1. A strong military presence around the world increases the risk of conflict.
2. A strong military presence around the world helps maintain peace and stability.

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	24%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	67%
Strongly agree with Option 1	8%
Somewhat agree with Option 1	15%
Somewhat agree with Option 2	31%
Strongly agree with Option 2	37%
Unsure	9%

CORE: DEMOGRAPHICS MODULE

55. [Q2024Vote] Did you vote in the November 2024 presidential election? [RANDOMIZE 1-2]

Yes, I voted	91%
No, I did not vote	8%
Unsure	1%

[Ask If Q2024Vote= 1. Yes, I voted] [Via Javascript, Only Show The Candidates Who Were On The Ballot In Each Person's Respective State]

56. [Q2024Ballot] For which candidate did you vote in the 2024 presidential election? [RANDOMIZE 1-2]

	(n=947)
Donald Trump, the Republican candidate	50%
Kamala Harris, the Democratic candidate	47%
Jill Stein, Green Party candidate	1%
Robert F. Kennedy Jr., independent candidate	1%
Chase Oliver, the Libertarian candidate	*0%
Cornel West, independent candidate	*0%
Claudia De la Cruz, the Socialism and Liberation Party candidate	*0%
Someone else (Please specify)	*0%
Unsure	*0%

57. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMEWHAT CONSERVATIVE	38%
VERY/SOMEWHAT LIBERAL	29%
Very conservative	17%
Somewhat conservative	21%
Moderate	31%
Somewhat liberal	15%
Very liberal	14%
Unsure	2%

58. [QPolIdentity] How important is politics to your personal identity? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY IMPORTANT	42%
NOT THAT/NOT AT ALL IMPORTANT	26%
Extremely important	18%
Very important	24%
Somewhat important	31%
Not that important	17%
Not important at all	9%
Unsure	1%

59. [QSocial] For the following list of sites or apps, please indicate which you have used in the past week. [DISPLAY AS GRID] [RANDOMIZE ROWS]

	1. Yes	2. No
	Yes	No
Facebook	84%	16%
YouTube	82%	18%
Instagram	55%	45%
TikTok	44%	56%
X (formerly Twitter)	34%	66%
Reddit	33%	67%
Snapchat	29%	71%

60. [QSocialShare] How often, if ever, do you post or share things about political or social issues on social media? [RANDOMIZE SCALE 1-4, 4-1]

OFTEN/SOMETIMES	40%
RARELY/NEVER	60%
Often	12%
Sometimes	28%
Rarely	28%
Never	32%

61. [QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-14]

Local TV news	48%
Social media (such as YouTube, TikTok, Snapchat)	42%
Fox News	35%
NBC News	33%
ABC News	33%
CBS News	32%
CNN	31%
Your local paper, online or in print	23%
MSNBC	22%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	20%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	18%
Public radio or broadcast news, such as NPR or PBS	15%
Newsmax	9%
OAN	2%
Something else (Please specify)	2%
None of these	6%

62. [QBirthYear] Which range of years includes the year you were born?	
1903–1927	*%
1928–1945	3%
1946–1964	35%
1965–1980	27%
1981–1996	26%
1997–2012	8%

[In 2025, TERMINATE AFTER QBirthYear IF:

QBirthYear=1 and QAge is <97,
 QBirthYear=2 and QAge is >97 or <79,
 QBirthYear=3 and QAge is >79 or <60,
 QBirthYear=4 and QAge is >60 or <44,
 QBirthYear=5 and QAge is >44 or <28,
 QBirthYear=6 and QAge is >28]

63. [QEmployment] What is your current employment status?	
Employed full-time	41%
Employed part-time	8%
Freelance, contract, or temporary work	2%
“Gig economy” work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	4%
Full time student	2%
Retired	31%
Something else	3%
Prefer not to say	*%

[Ask if QEmployment = 1-4]

64. [QTypeofWork] Which of the following comes closest to describing the kind of work you do? [RANDOMIZE SCALE 1-3, 3-1]

	(n=525)
White collar worker, like work at a desk or an office	54%
Blue collar worker, like work with my hands or in a factory	25%
Service worker, like work in a store, hospital, or restaurant	19%
Unsure	2%

65. [QMilitaryHH] Has anyone in your household ever served in the United States military?

[RANDOMIZE 1-2] [SELECT MULTIPLE]

Yes, a member of my household has	12%
Yes, I have	10%
No	79%
Unsure	*%

66. [QUnionHH] Are you or is anyone in your household a member of a labor union?

[RANDOMIZE 1-2] [SELECT MULTIPLE]

Yes, I am	6%
Yes, a member of my household is	6%
No	88%
Unsure	2%

**67. [QGunOwner] Do you or does anyone in your household own a firearm? [RANDOMIZE 1-2]
[SELECT MULTIPLE]**

Yes, I do	24%
Yes, a member of my household does	17%
No	63%
Unsure	1%

68. [QUrbanRural] How would you describe the area in which you live?

City	29%
Suburb near a city	43%
Small town not near a city	10%
Rural or country area	17%

69. [QNativity] Where were you born? [RANDOMIZE 1-2]

In the United States	96%
In a foreign country	4%
Prefer not to say	*%

70. [QMarital] What is your current marital status?

Single, never married	33%
Married	44%
Separated	2%
Divorced	14%
Widowed	7%
Prefer not to say	*%

71. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	27%
Just Christian	20%
Roman Catholic	19%
Agnostic	5%
Atheist	4%
Jewish	3%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Muslim	1%
Buddhist	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Hindu	*%
Something else (Please specify)	3%
Nothing in particular	15%

[Show Only To QReligionNew = 1. Protestant, 2. Roman Catholic, 3. Mormon, 4. Orthodox, 5. Just Christian]

72. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	(n=691)
Yes, born-again or evangelical Christian	38%
No, not born-again or evangelical Christian	58%
Unsure	4%

73. [QChurchOld] How often do you currently attend a religious service?

At least once a week	26%
Once or twice a month	9%
A few times a year	15%
Usually just for religious holidays	11%
Never	36%
Prefer not to say	3%

CORE: SCREENER MODULE

74. [QRegVote] Are you at least 18 years old and registered to vote?

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

75. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]

Healthcare or the pharmaceutical industry		6%
Food service or the restaurant industry		6%
Technology		4%
Sales		4%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		82%

76. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]

Woman		53%
Man		46%
In some other way		1%

77. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]

White		75%
Black or African American		13%
Hispanic or Latino		11%
Asian		4%
Native American or Alaska Native		2%
Native Hawaiian or Other Pacific Islander		1%
Other race or ethnicity		*%

78. [QEducation] What is the highest level of education you have completed?

High school or less		29%
Some college		19%
Associate degree		12%
Bachelor's degree		25%
Graduate degree		15%
Prefer not to say		*%

79. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]

18 - 34		20%
35 - 49		23%
50 - 64		28%
65+		29%

80. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]

States in the Midwest	22%
States in the Northeast	17%
States in the South	39%
States in the West	23%

81. [QIncome] Which range includes your total annual household income from all sources, before taxes?

Less than \$30,000 per year	24%
\$30,000 to \$49,999 per year	18%
\$50,000 to \$74,999 per year	16%
\$75,000 to \$99,999 per year	12%
\$100,000 to \$124,999 per year	7%
\$125,000 to \$149,999 per year	9%
\$150,000 to \$199,999 per year	8%
\$200,000 to \$249,999 per year	2%
\$250,000 or more per year	3%
Prefer not to say	1%

**82. [QParent] Are you the parent or guardian of one or more children under the age of 18?
[RANDOMIZE 1-2]**

Yes	31%
No	69%
Prefer not to say	*0%

METHODOLOGY

The August 2025 Echelon Insights Verified Voter Omnibus was fielded online from August 14-18, 2025 in English among a sample of N=1,057 voters in the Likely Electorate (LE) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange based on demographic quotas for registered voters in the likely electorate nationwide, and matched to the L2 voter file to verify respondents' voter registration status.

Measures taken to ensure data quality included measures to prevent duplicate responses, questions designed to disqualify inattentive respondents, and the removal of respondents from the data file who answered more than one-third of the questions they were asked in less than one-third of the median response time per question.

The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2024 likely electorate based on a probabilistic model that incorporates data from the US Census Bureau's American Community Survey and Current Population Survey Voting and Registration Supplement, as well as L2 voter file data. Weighting dimensions included gender, age, race/ethnicity, education, region, party, and voting history.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.6 percentage points.