



July 2025 Consumer Omnibus
Survey of N=2,101 Adults, Nationally
Field Dates: July 22-28, 2025
Margin of Error: +/- 2.5 Percentage Points

CORE: 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	53%
Right direction	33%
Unsure	14%

2. **[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	30%
GETTING A LOT/LITTLE WORSE	52%
Improving a lot	10%
Improving a little	20%
Staying the same	14%
Getting a little worse	26%
Getting a lot worse	26%
Unsure	4%

3. **[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	42%
I am just able to pay for basic necessities	36%
I struggle to pay for basic necessities	19%
Unsure	3%

4. **[QEconPersonal] Thinking about your personal finances, 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	28%
GETTING A LOT/LITTLE WORSE	36%
Improving a lot	8%
Improving a little	20%
Staying the same	34%
Getting a little worse	25%
Getting a lot worse	12%
Unsure	2%

STABILITY - 1/3 QUESTIONS

5. [QStability] Do you feel like each of the following are getting better, getting worse, or staying about the same? [DISPLAY AS GRID] [RANDOMIZE ITEMS] [RANDOMIZE SCALE 1-5, 5-1]

	1. Rapidly getting better	2. Gradually getting better	3. Not getting better or worse	4. Gradually getting worse	5. Rapidly getting worse	6. Unsure		
	RAPID. / GRAD. GETTING BETTER	RAPID. / GRAD. GETTING WORSE	Rapidly getting better	Gradually getting better	Not getting better or worse	Gradually getting worse	Rapidly getting worse	Unsure
Your personal finances	29%	34%	5%	24%	34%	25%	9%	3%
The economy	29%	52%	6%	23%	15%	34%	18%	4%
The political environment in the US	20%	57%	4%	16%	17%	26%	31%	6%

CORE: PERSONAL FINANCES, POSSESSIONS, AND SPENDING

6. [QOwn] Do you or does someone in your household own the following items? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER]

	1. Yes	2. No
	Yes	No
A smartphone	96%	4%
A television	96%	4%
A car	90%	10%
A laptop or desktop computer	87%	13%
A pet	68%	32%
A smart home device (e.g., Alexa, Google Home, Nest)	51%	49%
A gun or firearm	31%	69%
Cryptocurrency	17%	83%

7. **[QFinanceOwn]** Which of the following do you personally have? Select all that apply.
[SELECT MULTIPLE] [RANDOMIZE 1-9, 11, 12]

Checking account	87%
Savings account	69%
Personal credit card (not business or corporate)	58%
Retirement account	32%
Investment account	27%
Home mortgage loan	25%
Personal loan with a financial institution	12%
Health Savings Account (HSA)	11%
Federal student loan financed by the government	8%
Flexible Spending Account (FSA)	5%
Private student loan financed by a bank and not the government	4%
None of these	6%

[IF QFINANCEOWN1 AND QFINANCEOWN2 ARE NOT SELECTED, ASK]

8. **[QUnbanked]** Does anyone in your household currently have a checking or savings account at a bank or credit union? **[RANDOMIZE 1-2]**

	(n=190)
No	48%
Yes	45%
Unsure	7%

9. **[QBudget]** Considering your current household income, which of the following do you feel like you can comfortably afford without having to cut back in other areas? **[SELECT MULTIPLE] [RANDOMIZE 1-11]**

Groceries	69%
Going out to eat	41%
Transportation	41%
Insurance	39%
Medical or prescription drug costs	37%
New clothes	36%
Paying your mortgage or rent	36%
A vacation	25%
Placing money in an emergency fund	24%
Saving for retirement	20%
Child care	10%
None of these	16%

10. [QEconBehavior] How many times have you done each of the following in the past year (past 12 months)? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEMS]

0	1	2	3	4	5	More than 5		
	AT LEAST ONCE	0	1	2	3	4	5	More than 5
Stayed in a hotel	62%	38%	23%	13%	8%	6%	3%	8%
Taken a vacation	59%	41%	28%	15%	7%	4%	2%	2%
Spent more than \$400 on a single item	50%	50%	21%	12%	7%	4%	1%	4%
Canceled a subscription	49%	51%	22%	14%	7%	3%	1%	3%
Taken a flight on an airplane	42%	58%	16%	10%	5%	6%	2%	3%
Signed up for a new subscription	41%	59%	19%	11%	6%	1%	1%	2%
Traveled for work	30%	70%	7%	5%	3%	3%	2%	11%
Signed up for a new credit card	30%	70%	19%	6%	3%	1%	1%	1%
Used a buy now, pay later service like AfterPay or Klarna	24%	76%	9%	5%	4%	2%	1%	4%

11. [QOwnNext] If you had to guess, when do you estimate you'll next do each of the following, if ever? [DISPLAY AS GRID] [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ITEM ORDER] [REPEAT HEADERS HALFWAY]

1. In the next 6 months	2. This year	3. Next year	4. 2-4 years from now		5. 5 or more years from now		6. Never	7. Unsure	
	THIS YEAR OR SOONER	NEXT YEAR OR LATER	In the next 6 months	This year	Next year	2-4 years from now	5 or more years from now	Never	Unsure
Take a vacation	44%	30%	26%	19%	21%	7%	3%	10%	15%
Purchase or upgrade a cell phone or smartphone	27%	52%	13%	14%	23%	23%	7%	5%	16%
Renovate or remodel at least part of your home (n=1143)	20%	45%	9%	11%	14%	19%	11%	14%	21%
Purchase or replace a major home appliance like a dishwasher or washing machine (n=1143)	20%	49%	8%	12%	17%	19%	13%	7%	23%
Purchase or upgrade a laptop or desktop computer	19%	48%	8%	11%	18%	21%	10%	11%	22%
Purchase or lease a car	15%	54%	8%	8%	15%	25%	14%	13%	18%
Purchase a home or additional home	5%	33%	3%	3%	6%	11%	16%	38%	24%
Have a baby	4%	16%	2%	2%	3%	6%	6%	67%	14%

HOLIDAY TRAVEL - 1 QUESTION

12. [QHolidayTrip] How likely are you to plan travel for a vacation or visit during Thanksgiving or the December holidays (e.g., Christmas, Hanukkah, New Year's Eve)? [RANDOMIZE SCALE 1-5, 5-1]

1. Extremely likely 2. Very likely 3. Somewhat likely 4. Not very likely 5. Not at all likely 6. Unsure

	EXTREME. / VERY LIKELY	NOT VERY / NOT AT ALL LIKELY	Extremely likely	Very likely	Somewhat likely	Not very likely	Not at all likely	Unsure
December holidays (e.g., Christmas, Hanukkah, New Year's Eve)	25%	52%	13%	12%	16%	17%	35%	6%
Thanksgiving	22%	56%	11%	11%	16%	19%	37%	6%

PURCHASING DECISION MAKING - 9 QUESTIONS

13. [QBNPL] Have you used any of these payment options in the past 12 months? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-4]

Afterpay	15%
Affirm	12%
Klarna	12%
Sezzle	4%
Something else (Please specify)	4%
I have not used a buy now, pay later in the past year	71%

14. [QCosmeticsSourceTerm] When you are choosing a cosmetics or personal care product, such as shampoo, deodorant, skin care or shaving cream, which of the following terms or claims do you look for on the packaging? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-5]

Natural, organic, clean or other claims about environmental impact	36%
Sensitive, doctor approved, or other claims about personal safety	35%
Fast acting, immediate results, or other claims about how the product works	33%
Regulatory claims such as FDA certified, verified, or approved	29%
Cruelty free or other claims about testing	27%
Something else (Please specify)	2%
None of these	25%

15. [QDiets] In the last 12 months, about how often would you say you buy the following types of food whether you're eating out or at home? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE] [DISPLAY AS GRID, ACROSS 2 PAGES]

1. Always 2. More often than not 3. Sometimes 4. Not often 5. Never 6. Unsure

	ALWAYS / MORE OFTEN THAN NOT	NOT OFTEN / NEVER	Always	More often than not	Sometimes	Not often	Never	Unsure
Low fat or sugar	25%	38%	9%	16%	34%	14%	24%	3%
Organic	21%	40%	7%	15%	35%	17%	23%	4%
Free range	20%	41%	6%	14%	30%	15%	26%	9%
Fair trade	11%	47%	3%	7%	25%	15%	32%	17%
Low carb or keto	14%	58%	4%	10%	25%	17%	40%	4%
Free of other food allergies (i.e., wheat, nuts, or shellfish)	13%	67%	6%	7%	15%	16%	51%	5%
Lactose free	13%	67%	5%	8%	16%	16%	52%	3%
Gluten free	11%	66%	4%	7%	19%	18%	48%	4%
Dairy free	11%	66%	4%	7%	19%	18%	48%	3%
Vegetarian	10%	68%	4%	6%	19%	19%	49%	4%
Kosher	8%	68%	3%	5%	17%	19%	49%	8%
Vegan	7%	75%	2%	5%	14%	17%	58%	4%

16. [QSpendMore] What do you anticipate spending more money on in the next three months as compared to the last three months? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-7]

Groceries	59%
Household items	35%
Clothing	31%
Eating out	29%
Health and wellness	28%
Travel	25%
Entertainment	20%
None of these	18%

17. [QBuyPriority] Which of these best describes you most of the time, even if neither is exactly right? When shopping for _____, I USUALLY prioritize finding....

1. The best price over the best quality 2. The best quality over the best price 3. Unsure

	The best price over the best quality	The best quality over the best price	Unsure
Clothing	52%	40%	9%
Groceries	48%	45%	7%
Travel	41%	37%	21%
Health or beauty products	41%	46%	13%
Home goods or home improvements	40%	47%	13%
Electronics	35%	54%	12%
Cars	31%	50%	18%

18. [QBuyMore] Which of the following products would you buy, even if it was more expensive than other, similar alternatives? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-10]

Made in America	48%
Natural or organic foods	32%
Clean makeup or beauty products	23%
Environmentally sustainable or low carbon footprint products	23%
Brands which have spoken up in support of issues I care about	21%
Fair trade or ethically manufactured products	21%
From a veteran-owned business	20%
From a woman-owned business	19%
From a minority-owned business	17%
Products with inclusive advertising or shade ranges	10%
None of these	23%

19. [QBuyStopped] In the past year, have you decided not to buy something because... [DISPLAY AS GRID] [RANDOMIZE SCALE 1-2, 2-1] [RANDOMIZE ITEMS]

1. Yes 2. No 3. Unsure

	Yes	No	Unsure
The price of products or services went up	62%	30%	8%
The quality of products or services went down	52%	38%	10%
You learned the management or owners acted unethically or improperly	29%	57%	14%
You disagreed with a position a brand took on a political issue	26%	63%	10%
You learned the management or owners support a political party you disagree with	21%	67%	12%
It had unsustainable packaging, like using too much plastic	21%	67%	12%
A brand was not inclusive enough	16%	69%	15%

20. [QBuyAppeal - Bipolar Matrix] For each of the following please indicate whether you agree more with Option 1 or Option 2. [SEMANTIC DIFFERENTIAL] [RANDOMIZE] [RANDOMIZE SCALE 1-4, 4-1]

1. Strongly agree with Option 1

2. Somewhat agree with Option 1

3. Unsure

4. Somewhat agree with Option 2

5. Strongly agree with Option 2

**STRONG. /
SOME.
AGREE
WITH
OPTION 1**

Strongly agree with Option 1

Some agree with Option 1

Unsure

Some agree with Option 2

Strongly agree with Option 2

**STRONG. /
SOME.
AGREE
WITH
OPTION 2**

1. Price matters less if it's a brand I know and trust

42%

13%

29%

10%

30%

18%

48%

1. It's worth paying more for high quality products

47%

14%

32%

11%

29%

14%

42%

2. Price is always the most important factor, even from brands I know and trust

2. High quality products are seldom worth the marked up price

STABILITY - 2/3 QUESTIONS

21. [QTrust] How often can you rely on the following sources for trustworthy and credible information? [DISPLAY AS GRID, OVER TWO PAGES] [RANDOMIZE ITEMS] [RANDOMIZE SCALE 1-4, 4-1]

1. Trust a lot 2. Trust some 3. Do not trust much 4. Do not trust at all 5. Unsure

	TRUST A LOT / SOME	DO NOT TRUST MUCH / AT ALL	Trust a lot	Trust some	Do not trust much	Do not trust at all	Unsure
My friends and family	89%	8%	48%	41%	5%	3%	3%
My neighbors and coworkers	74%	19%	17%	58%	14%	5%	7%
Health Institutions (i.e., NIH, FDA, CDC)	66%	28%	22%	44%	20%	8%	6%
Reviews you read online	65%	30%	11%	53%	22%	8%	5%
The Supreme Court	45%	49%	12%	33%	27%	22%	6%
State government	45%	49%	10%	35%	29%	20%	6%
Large corporations	38%	55%	6%	32%	38%	17%	7%
My Members of Congress	35%	57%	7%	28%	32%	25%	7%
Federal government	34%	60%	7%	27%	33%	27%	6%

22. [QPolTalk] How much more or less comfortable are you talking to friends and family about politics today, compared to 5 years ago (in 2020)? [RANDOMIZE SCALE 1-5, 5-1]

MUCH/SOMEWHAT MORE COMFORTABLE	24%
MUCH/SOMEWHAT LESS COMFORTABLE	29%
Much more comfortable	10%
Somewhat more comfortable	13%
No difference in comfort	41%
Somewhat less comfortable	14%
Much less comfortable	15%
Unsure	6%

ARTIFICIAL INTELLIGENCE - 8 QUESTIONS

**23. [QFav_AI] How would you describe your overall impression of artificial intelligence?
[RANDOMIZE SCALE 1-4, 4-1]**

VERY/SOMEWHAT FAVORABLE	51%
VERY/SOMEWHAT UNFAVORABLE	38%
Very favorable	15%
Somewhat favorable	36%
Somewhat unfavorable	21%
Very unfavorable	17%
Unsure	11%

24. [QAI_Opportunity] Do you view artificial intelligence as more of an opportunity or more of a threat? [RANDOMIZE 1-2]

Opportunity	45%
Threat	34%
Unsure	21%

25. [QAIImpact] What type of impact do you think artificial intelligence will have on each of the following? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEMS] [RANDOMIZE SCALE 1-3, 3-1]

1. Mostly positive	2. Equally positive and negative, on balance	3. Mostly negative	4. Unsure
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	Mostly positive	Equally positive and negative, on balance	Mostly negative	Unsure
Business efficiency	39%	36%	14%	11%
Workplace efficiency	37%	34%	18%	11%
Shopping experiences for consumers	34%	38%	16%	12%
Product recommendations for consumers	32%	37%	18%	13%
Content creation	31%	34%	24%	11%
Personal creativity	31%	30%	29%	10%
Hiring and firing	15%	34%	37%	14%

26. [QAIP12M] In the last 12 months, have you personally used any of the following artificial intelligence platforms? Select all that apply. [RANDOMIZE 1-7] [SELECT MULTIPLE]

ChatGPT (OpenAI)	41%
Google Gemini	31%
Meta AI	24%
Microsoft Copilot	21%
Grok	5%
Perplexity AI	4%
Claude (Anthropic)	4%
Something else (Please specify)	1%
I have used AI in the past 12 months but don't recall the name	4%
I have not used AI in the past 12 months	34%

[IF USED AI IN P12M (QAIP12M IS NOT 10. I have not used AI in the past 12 months), ASK]

27. [QAIUse] In the last 12 months, what did you personally use AI for? Select all that apply. [RANDOMIZE 1-8] [SELECT MULTIPLE]

	(n=1435)
To help with research or information gathering	51%
To get answers to objective questions (e.g., What's the capital of France?)	40%
To get answers to subjective questions (e.g., What's the best way to approach a difficult conversation?)	38%
To help me write something (e.g., drafting, editing)	38%
To generate images or videos	31%
For brainstorming	31%
For my job/work	27%
Speech to text transcription	19%
Something else (Please specify)	3%

28. [QTrustAI] How much do you trust the following companies to make an artificial intelligence product responsibly? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ITEMS] [REPEAT HEADERS HALF WAY]

1. Trust a lot 2. Trust some 3. Do not trust much 4. Do not trust at all 5. Unsure

	TRUST A LOT / SOME	DO NOT TRUST MUCH / AT ALL	Trust a lot	Trust some	Do not trust much	Do not trust at all	Unsure
Google	69%	22%	26%	43%	14%	8%	9%
Amazon	67%	24%	23%	45%	14%	10%	9%
Microsoft	66%	24%	21%	45%	15%	9%	10%
OpenAI	46%	34%	14%	31%	17%	17%	20%
Facebook/Meta	45%	45%	13%	32%	23%	22%	10%
Tesla	35%	51%	11%	24%	22%	29%	13%

[RANDOMIZE ORDER OF QAIETHICS QUESTIONS] [RANDOMIZE 1-2 IN THE SAME WAY]

29. [QAIEthicsCheating] A Columbia University student in his twenties, Chungin “Roy” Lee was suspended, and effectively kicked out, after developing an AI tool that helped users cheat during live technical job interviews. He has now raised over \$5 million for his startup Cluely, an AI tool to help people “cheat on everything.” Which of these statements comes closest to your view, even if neither of them is exactly right?

Using AI to cheat is unethical and deserves consequences	60%
Using AI this way is innovative—he found the next big use of AI	24%
Unsure	16%

30. [QAIEthicsMusic] The Velvet Sundown, an AI-generated 1960s-style band, had a song reach #1 on Spotify playlists in the UK, Norway, and Sweden before revealing the project was AI-created—an “artistic provocation” meant to challenge ideas of authorship, identity, and the future of music.

Using AI to create music undermines human creativity and devalues the art form	53%
Using AI to create music is innovative—it's the next big step in music and entertainment	27%
Unsure	20%

BACK TO SCHOOL / STATE OF EDUCATION - 6 QUESTIONS

[TEXT] Changing topics a bit here...

31. [QEduSys - Battery] Overall, do you think the United States education system [SHOW IN SAME ORDER AS RESPONSE OPTIONS: is working well enough now or needs to be improved] at each of the following levels? [DISPLAY AS GRID] [RANDOMIZE ITEMS] [RANDOMIZE SCALE 1-2, 2-1]

1. Needs to be improved 2. Is working well enough now 3. Unsure

	Needs to be improved	Is working well enough now	Unsure
Preschool/Pre-kindergarten	55%	30%	15%
Kindergarten through 12th grade (K-12)	68%	21%	11%
Postsecondary education (after high school)	64%	22%	14%

32. [QImproveK12Focus] If leaders were going to focus on improving one or two things in the K-12 education system, what would you say is most important to focus on improving? Select up to two. [RANDOMIZE 1-11] [SELECT UP TO TWO]

School safety	24%
Teacher pay	23%
Teaching methods	18%
Mental health services for students	18%
Academic performance in reading	16%
Equal access to good schools	16%
School funding	15%
Career and technical education	14%
Academic performance in math	13%
School disciplinary policies	9%
College preparation	8%
Something else (Please specify)	2%
Unsure	8%

33. [QDegreeChanceA] These days, do you think that having a four-year college degree gives someone a better chance of being able to get a good-paying job than someone without a college degree, or not?

	(n=1049)
Yes, a much better chance	18%
Yes, a somewhat better chance	44%
No, it does not give them a better chance	29%
Unsure	9%

34. [QDegreeChanceB] These days, do you think that having a four-year college degree gives someone a better chance of being able to achieve financial wellbeing than someone without a college degree, or not?

	(n=1052)
Yes, a much better chance	17%
Yes, a somewhat better chance	42%
No, it does not give them a better chance	31%
Unsure	10%

35. [QCollegeWorth] These days, do you think getting a four-year college degree is or is not worth it if someone has to take out the following amounts in student loans? [DISPLAY AS GRID] [RANDOMIZE SCALE 1-4, 4-1]

	1. Definitely worth it	2. Probably worth it	3. Probably NOT worth it	4. Definitely NOT worth it	5. Unsure
	DEF. / PROB. WORTH IT	DEF. / PROB. NOT WORTH IT	Definitely worth it	Probably worth it	Probably NOT worth it Definitely NOT worth it Unsure
No student loans at all	69%	21%	46%	23%	13% 7% 10%
\$30,000 in student loans	45%	45%	12%	33%	26% 19% 11%
\$70,000 in student loans	22%	66%	9%	14%	27% 39% 11%

[IF HAS BACHELOR'S DEGREE OR MORE, ASK:]

36. [QOwnDegreeWorth] Do you feel your OWN college degree was worth the cost? [RANDOMIZE 1-2]

Yes, was worth the cost	(n=736) 73%
No, was not worth the cost	21%
Unsure	6%

EMPLOYMENT - 10 QUESTIONS

[TEXT] Switching topics a bit here...

37. [QEmployment] What is your current employment status?

Employed full-time	43%
Employed part-time	8%
Freelance, contract, or temporary work	3%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	8%
Stay-at-home parent or caregiver	6%
Full time student	2%
Retired	24%
Something else	4%
Prefer not to say	1%

[SHOW ONLY TO QEMPLOYMENT = 1, 2, 3, 4]

38. [QJobView] Which of the following statements comes closer to your view? [RANDOMIZE 1-2]

	(n=1167)
My job and what I do for work says a lot about who I am as a person	51%
My job is just what I do to earn money, not an important part of my identity	47%
Unsure	2%

[SHOW ONLY TO QEMPLOYMENT = 1, 2, 3, 4]

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

	(n=1167)
White collar worker, like work at a desk or an office	47%
Blue collar worker, like work with my hands or in a factory	29%
Service worker, like work in a store or hospital	19%
Unsure	5%

40. [QJobCharacteristics] Which of the following characteristics do you consider important for your employer to possess? Select all that apply. [RANDOMIZE 1-16] [SELECT MULTIPLE]

Trustworthy	61%
Good pay / benefits	58%
Work-life balance	48%
Flexible	47%
Secure	34%
Transparent	33%
Skills development	32%
Authentic	31%
Satisfying	28%
Diverse	22%
Collaborative	22%
Mission driven	19%
Impactful	18%
Community	18%
Challenging	16%
Present on social media	5%
None of these	9%

41. [QCommuteReasonable] In your opinion, what is a feasible commute time, if you are expected to be in the office 3-5 days a week? [RANDOMIZE SCALE 1-6, 6-1]

Less than 15 mins	10%
About 15 mins to 30 mins	39%
About 30 mins to 45 mins	26%
About 45 mins to 1 hr	9%
About 1 hr to 1 hr 30 mins	4%
More than 1 hr 30 mins	5%
I would not work in-person	7%

[SHOW ONLY TO QEMPLOYMENT = 1, 2, 3, 4]

42. [QCareerSatisfaction] Would you say you are satisfied or dissatisfied with your overall career? [RANDOMIZE SCALE 1-5, 5-1]

	(n=1167)
VERY/SOMEWHAT SATISFIED	70%
VERY/SOMEWHAT DISSATISFIED	11%
Very satisfied	34%
Somewhat satisfied	36%
Neither satisfied nor dissatisfied	18%
Somewhat dissatisfied	7%
Very dissatisfied	4%
Unsure	1%

[SHOW ONLY TO QEMPLOYMENT = 1, 2, 3, 4]

43. [QJobSearchWhy] Which of these statements comes closest to your current position, even if none of them are exactly right? [RANDOMIZE SCALE 1-4,4-1]

	(n=1167)
I do not like my job and am searching for a new job	6%
I do not like my job but am not currently searching for a new job	9%
I like my job but I am searching for a new job	26%
I like my job and am not currently searching for a new job	56%
Unsure	4%

44. [QAspireSalary] What annual household income would you realistically aspire to in order to feel “successful?” [OPEN END] [FORCE WHOLE NUMBER] [MIN 0] [MAX 20,000,000]

MEAN	\$222,748.57
Under \$50K	18%
\$50K-\$99K	34%
\$100K-\$199K	30%
\$200K-\$1 Million	16%
Over \$1 Million	1%

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

Yes, I am	7%
Yes, a member of my household is	4%
No	86%
Unsure	3%

46. [QUnionBelieve] Which of the following align with how you feel about unions? [DISPLAY AS GRID] [RANDOMIZE SCALE 1-4,4-1] [RANDOMIZE ITEMS]

1. Strongly agree	2. Somewhat agree	3. Somewhat disagree	4. Strongly disagree	5. Unsure			
	STRONG. / SOME. AGREE	STRONG. / SOME. DISAGREE	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure
It is important to protect unions	62%	17%	27%	35%	11%	6%	21%
Unions benefit American workers overall	62%	18%	25%	37%	12%	6%	20%
It's unfair to make everyone join a union to work at a certain company	57%	23%	25%	32%	15%	8%	21%
Union members typically vote for democrats	36%	21%	13%	23%	15%	6%	43%
Unions are resistant to changes that could improve efficiency and productivity	43%	29%	14%	29%	20%	9%	28%
Unions make it too expensive to produce in the US	37%	35%	12%	26%	23%	12%	27%

GENERATIONAL STYLES - 1 QUESTION

[IF QGENDER = 2. Woman]

47. [QPartGenerational] How do you typically part your hair? [RANDOMIZE 1-2]

Side part	(n=1125) 43%
Center or middle part	42%
Some other way (Please specify)	8%
Unsure	6%

CORE: BEHAVIOR MODULE

48. [QSubscriptions] Do you pay for any of the following types of subscriptions or memberships? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-9]

Video streaming service (e.g., Netflix, Max, Disney Plus, Hulu)	58%
Amazon Prime	57%
Music streaming service (e.g., Spotify, Apple Music, Pandora)	33%
Costco membership	24%
Walmart+	24%
Gym membership	18%
Newspaper or news website subscription	9%
At-home meal kits or boxes (e.g., Blue Apron, HelloFresh, Sunbasket, Factor)	4%
Subscription boxes (e.g., Stitch Fix, Rent the Runway, FabFitFun, Wine Boxes)	3%
None of these	17%

49. [QSocial] Which social media platforms or apps do you use? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-14]

Facebook	70%
YouTube	68%
Instagram	50%
TikTok	40%
X (formerly Twitter)	27%
Snapchat	26%
Pinterest	24%
WhatsApp	22%
LinkedIn	22%
Reddit	21%
Tinder	3%
Bumble	2%
RedNote	2%
Hinge	1%
Bluesky	3%
Truth Social	3%
Something else (Please specify)	1%
None of these	7%

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

Local TV news	40%
Fox News	33%
ABC News	31%
NBC News	29%
CNN	25%
CBS News	25%
Your local paper, online or in print	17%
MSNBC	14%
Public radio or broadcast news, such as NPR or PBS	13%
Traditional national newspapers, digitally or in print (such as The New York Times, Washington Post, or Wall Street Journal)	13%
People on social media who aren't traditional newscasters	13%
Email newsletters or substack	7%
Newsmax	6%
OAN	2%
Something else (Please specify)	4%
None of these	16%

51. [QInterests] Do you have any of the following hobbies and interests? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-13]

Movies, film, or television shows	52%
Music	52%
Cooking or baking	45%
Reading	41%
Watching sports	36%
Travel	35%
Health, fitness, or sports	31%
Video or computer games	31%
Gardening	29%
Outdoor activities like camping, hiking, or boating	25%
Fashion or beauty	18%
Hunting or fishing	18%
Interior design or home improvement	12%
None of these	5%

CORE: DEMOGRAPHICS MODULE

[TEXT] Finally, some questions just for statistical purposes...

52. [QBirthYear] Which range of years includes the year you were born?

1903 – 1927	-
1928 – 1945	3%
1946 – 1964	26%
1965 – 1980	24%
1981 – 1996	28%
1997 – 2007	17%

53. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]	
Republican	34%
Democrat	33%
Independent	26%
Member of another party	1%
Unsure	6%

[IF REPUBLICAN (QPartyID = 1), ASK]

54. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]	(n=647)
Firmly a Republican	70%
Not firmly a Republican	30%

[IF DEMOCRAT (QPartyID = 2), ASK]

55. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2]	(n=742)
Firmly a Democrat	70%
Not firmly a Democrat	30%

[IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE (QParty = 3-5), ASK]

56. [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=712)
Democrats	27%
Republicans	20%
Both equally often	27%
Unsure	27%

57. [QPartyConsolidated] QPartyID and QPartyLeanView	
Total Democratic+Democratic-leaning Independents	42%
Total Republican+Republican-leaning Independents	40%
Total Independent	18%

58. [QIdeology] Would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]	
VERY/SOMEWHAT CONSERVATIVE	32%
VERY/SOMEWHAT LIBERAL	23%
Very conservative	15%
Somewhat conservative	17%
Moderate	39%
Somewhat liberal	12%
Very liberal	12%
Unsure	6%

[IF REGISTERED VOTER (QREGVOTE = 1)]

59. [Q2024Ballot] For which candidate did you vote in the <u>2024 presidential election</u>? [RANDOMIZE 1-2]	
Donald Trump	43%
Kamala Harris	42%
Someone else	3%
I did not vote in the 2024 presidential election	11%
Unsure	1%

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

Less than \$30,000 per year	17%
\$30,000 to \$49,999 per year	24%
\$50,000 to \$74,999 per year	23%
\$75,000 to \$99,999 per year	13%
\$100,000 to \$124,999 per year	6%
\$125,000 to \$149,999 per year	6%
\$150,000 to \$199,999 per year	5%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	2%
Prefer not to say	3%

61. [QHouseholdSize] How many people live in your household, including yourself?

1	22%
2	31%
3	19%
4	15%
5	7%
More than 5 people	4%
Prefer not to say	1%

[IF HH OF TWO OR MORE (QHOUSEHOLDSize = 2, 3, 4, 5, 6)]

62. [QHouseholdType] Who else lives in your household besides yourself? [RANDOMIZE 1-3] [SELECT MULTIPLE]

	(n=1573)
My spouse or relationship partner	63%
Children	46%
A parent or parent figure	17%
Other family members like siblings or grandparents	14%
Roommates	6%
Prefer not to say	1%

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

Yes, I have	7%
Yes, a member of my household has	8%
No	84%
Unsure	1%

64. [QInsurancePlans] Which of the following types of insurance plans do you currently have? [SELECT MULTIPLE] [RANDOMIZE 1-6]

Health insurance	80%
Auto insurance	73%
Home or renters insurance	53%
Life insurance	41%
Pet insurance	10%
Jewelry or valuable item insurance	5%
None of these	9%

65. [QUrbanRural] How would you describe the area in which you live? [RANDOMIZE SCALE 1-4, 4-1]

City	30%
Suburb near a city	43%
Small town not near a city	11%
Rural or country area	17%

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

In the United States	92%
In a foreign country	7%
Prefer not to say	1%

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

Single, never married	32%
In a relationship but not living together	3%
In a relationship and living together but not married	8%
Married	39%
Separated	1%
Divorced	10%
Widowed	6%
Prefer not to say	*%

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

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	22%
Roman Catholic	19%
Just Christian	19%
Agnostic	4%
Atheist	4%
Jewish	3%
Muslim	2%
Orthodox (such as Greek, Russian, or some other Orthodox church)	2%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Buddhist	1%
Hindu	*%
Something else (Please specify)	3%
Nothing in particular	19%

CORE: SCREENER AND INITIAL DEMOGRAPHICS MODULE

69. [QAge] What is your age? [OPEN END] [VALIDATED TO BE BETWEEN 15-200] [TERMINATE IF UNDER 18 OR OVER 120]

18 - 34	29%
35 - 49	25%
50 - 64	24%
65+	23%

70. [QState] In which state do you live? [DROPDOWN MENU WITH 50 STATES]

States in the Midwest	20%
States in the Northeast	17%
States in the South	38%
States in the West	24%

71. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-14]

Education		8%
Healthcare or the pharmaceutical industry		7%
Construction or trades		6%
Manufacturing, wholesale, or retail trade		6%
Food or hospitality		5%
Finance or insurance		3%
Caregiving		2%
Science, technology, or engineering		2%
Military or government		2%
Non-profit		2%
Real estate		2%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		65%

72. [QRegVote] Are you registered to vote? [RANDOMIZE 1-2]

Yes	86%
No	13%
Unsure	1%

73. [QSNAP] At any time during 2024, did you or anyone in your household receive benefits from SNAP (the Supplemental Nutrition Assistance Program) or the Food Stamp program, or use a SNAP or food stamp benefit card?

Yes	24%
No	76%

74. [QBenefits] Please indicate whether or not you received the following at any time during 2024. [RANDOMIZE ITEM ORDER]

	1. Yes	2. No
	Yes	No
Social Security payments from the US government	31%	69%
Worker's compensation payments or other payments as a result of a job-related injury or illness	3%	97%
State or federal unemployment compensation	2%	98%

75. [QFreq] In the past 12 months, how often did you do each of the following? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-6, 6-1]

	1. Basically every day	2. A few times a week	3. A few times a month	4. Once a month	5. Less than once a month	6. Not at all	7. Don't know		
	MONTHLY OR MORE	LESS OFTEN	Basically every day	A few times a week	A few times a month	Once a month	Less than once a month	Not at all	Don't know
Have a conversation or spend time with your neighbors	66%	33%	8%	26%	23%	8%	15%	18%	2%
Post your views about political, societal, or local issues on the internet or social media	23%	75%	3%	6%	6%	8%	16%	59%	2%

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

Man	49%
Woman	51%
In some other way	*%

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

White	67%
Hispanic or Latino	18%
Black or African American	14%
Asian	6%
Native American or Alaska Native	3%
Native Hawaiian or Other Pacific Islander	1%
Other race or ethnicity (Please specify)	1%

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

High school or less	37%
Some college	18%
Associate degree	10%
Bachelor's degree	21%
Graduate degree	13%
Prefer not to say	*%

79. [QOwnHome] Do you currently own or rent your home? [RANDOMIZE 1-2]

Own	66%
Rent	30%
Something else (Please specify)	3%
Prefer not to say	2%

80. [QParent] Are you the parent or guardian of one or more children under the age of 18?

Yes	30%
No	70%
Prefer not to say	*%

81. [QNewsOE] What's the most recent national news you've come across, and where did you find it? [OPEN END]

METHODOLOGY

The Echelon Insights Consumer Omnibus survey was fielded online from July 22–28, 2025 in English among a sample of 2,101 adults nationwide using non-probability sampling.

Data quality measures included the use of an attentiveness check where respondents were directed to select a particular response, a consistency check between a respondents' age and birth year range, measures to prevent duplicate responses, and terminating respondents who selected "Yes" on three or four of the four questions about receiving government benefits since adults who receive three or four represent only 0.1% of the US adult population. Respondents who answered more than one-third of the questions they were asked in less than one-third of the median response time per question were removed from the data file.

The sample was weighted to population benchmarks for adults in the United States from the U.S. Census Bureau's American Community Survey on gender, age, race/ethnicity, and education, as well as on the following interactions: region by metro/non-metro area, gender by education, age by education, and race/ethnicity by education. The sample was also weighted to population benchmarks from the U.S. Census Bureau's Current Population Survey/Housing and Vacancy Survey on homeownership.

Among those who said they voted in the 2024 presidential election, reported vote choice was weighted to the 2024 presidential election results. Party identification was weighted to the net difference between the parties in Pew Research Center surveys in 2023.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ± 2.5 percentage points. This estimate of precision does not account for other potential sources of error that can occur in online surveys with non-probability samples, such as non-coverage due to the survey being conducted online.