



July 2026 Consumer Omnibus Topline
 Survey of N=2,015 Adults Nationwide
 Field Dates: July 29 - August 4, 2026
 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	58%
Right direction	28%
Unsure	13%
- 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]**

GETTING A LOT/LITTLE WORSE	58%
IMPROVING A LOT/LITTLE	23%
Getting a lot worse	32%
Getting a little worse	27%
Staying the same	15%
Improving a little	17%
Improving a lot	6%
Unsure	3%
- 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	38%
I am just able to pay for basic necessities	37%
I struggle to pay for basic necessities	23%
Unsure	2%
- 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]**

GETTING A LOT/LITTLE WORSE	41%
IMPROVING A LOT/LITTLE	25%
Getting a lot worse	17%
Getting a little worse	25%
Staying the same	31%
Improving a little	19%
Improving a lot	7%
Unsure	2%

CORE: PERSONAL FINANCES, POSSESSIONS, AND SPENDING

5. [QOwn Battery] Do you or does someone in your household own the following items?
[DISPLAY AS GRID] [REPEAT HEADERS HALFWAY] [RANDOMIZE ITEM ORDER]

1. Yes 2. No

	Yes	No
A smartphone	98%	2%
A television	96%	4%
A car	85%	15%
A laptop or desktop computer	84%	16%
A pet	66%	34%
A smart home device (e.g., Alexa, Google Home, Nest)	46%	54%
A gun or firearm	28%	72%
Cryptocurrency	17%	83%

6. [QCostPressure] Which of the following is putting the most strain on your household budget right now? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-11]

Groceries	57%
Paying your mortgage or rent	42%
Transportation	25%
Insurance	23%
Placing money in an emergency fund	20%
Medical or prescription drug costs	19%
Saving for retirement	18%
Going out to eat	17%
New clothes	11%
A vacation	10%
Child care	5%
None of these	13%

7. [QEconBehavior Battery] In the past year (past 12 months), how often have you done each of the following? [DISPLAY AS GRID] [RANDOMIZE ITEMS] [RANDOMIZE SCALE 1-5, 5-1]

1. Not at all 2. Once 3. A few times (2-3) 4. Several times (4-6) 5. Many times (7+) 6. Unsure

	Not at all	Once	A few times (2-3)	Several times (4-6)	Many times (7+)	Unsure
Taken a flight on an airplane	59%	15%	16%	6%	3%	1%
Signed up for a new credit card	64%	22%	11%	2%	1%	1%
Spent more than \$400 on a single item	49%	19%	19%	7%	3%	2%
Used a buy now, pay later service like Afterpay or Klarna	67%	9%	12%	6%	5%	1%
Canceled a subscription	42%	18%	27%	8%	4%	1%

11. [QAImpact Battery] 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
	Mostly positive 39%	Equally positive and negative, on balance 33%	Mostly negative 18%	Unsure 10%
Business efficiency				
Product recommendations for consumers	36%	36%	17%	12%
Shopping experiences for consumers	36%	33%	19%	12%
Workplace efficiency	33%	32%	25%	10%
Content creation	32%	30%	29%	10%
Personal creativity	31%	27%	33%	9%
K-12 Education	23%	29%	33%	14%
Cost of living	16%	33%	33%	19%

12. [QAIP12M] In the last 12 months, have you personally used any artificial intelligence tools or platforms? Select all that apply. [RANDOMIZE 1-8] [SELECT MULTIPLE]

ChatGPT (OpenAI)	47%
Google Gemini	41%
Google Search AI summaries or AI Mode	27%
Microsoft Copilot	21%
Meta AI	20%
Grok	9%
Claude (Anthropic)	9%
Perplexity AI	5%
Something else (Please specify)	1%
I have used AI in the past 12 months but don't recall the name	3%
I have not used AI in the past 12 months	23%

[IF USED AI IN P12M (QAIP12M IS NOT 11. I have not used AI in the past 12 months), ASK]

13. [QAUse] In the past 12 months, which of the following, if any, have you used AI tools to help you do? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-10]

	(n=1568)
Search for information online	65%
Research or compare products	39%
Look up health information	36%
Have a conversation or ask for advice	35%
Write or edit an email or document	31%
Get recommendations (restaurants, movies, gifts)	28%
Complete a task for work or school	24%
Plan a trip or vacation	17%
Manage personal finances	13%
Search for cheaper tickets	12%
Something else (Please specify)	7%

SOCIAL BEHAVIOR

14. [QBestSelf Battery] Thinking honestly, how often do you feel like you are your “best self” in each of the following situations? [DISPLAY AS GRID OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

1. Always my best self 2. Usually my best self 3. Often not my best self 4. Never my best self 5. Unsure 6. Doesn't apply to me

	ALWAYS/ USUALLY MY BEST SELF	Always my best self	Usually my best self	Often not my best self	Never my best self	Unsure	Doesn't apply to me
At restaurants	85%	42%	43%	6%	2%	4%	3%
Shopping at the grocery store	83%	35%	48%	9%	2%	4%	1%
On social media	67%	26%	41%	11%	3%	6%	13%
Driving in traffic	62%	24%	38%	19%	5%	4%	10%
On an airplane	60%	29%	31%	9%	5%	5%	21%
Going through the airport	56%	26%	31%	12%	6%	5%	21%

15. [QAnnoyedOE] What is one thing other people do in public that really annoys you, or that you wish people would stop doing in public? *(If multiple things come to mind, just mention the one that annoys you the most.)* [OPEN END]

16. [QBehavior Battery] How often do you think it's appropriate to do each of the following? [DISPLAY AS GRID OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

1. Always appropriate 2. Usually appropriate 3. Usually inappropriate 4. Always inappropriate 5. Unsure

	ALWAYS / USUALLY APPROPRIATE	ALWAYS / USUALLY INAPPROPRIATE	Always appr.	Usually appr.	Usually inappr.	Always inappr.	Unsure
Cutting in line	5%	94%	2%	2%	19%	75%	2%
Talking loudly on your phone in a public place	7%	91%	2%	5%	31%	60%	2%
Arguing loudly with a stranger	7%	90%	3%	4%	32%	57%	3%
Getting visibly drunk in a public place	8%	89%	3%	5%	26%	64%	3%
Yelling at someone who isn't doing a good job	8%	88%	2%	7%	30%	58%	3%
Complaining to a manager to get something for free	10%	83%	2%	8%	34%	49%	7%
Not holding a door open for the person behind you	12%	83%	6%	6%	43%	40%	5%
Cursing or swearing in public	13%	83%	4%	9%	37%	46%	4%
Not leaving a tip	12%	79%	4%	9%	45%	34%	9%
Honking your horn at another driver out of frustration	19%	75%	4%	16%	45%	31%	5%

17. [QUSImage Battery] How much, if at all, do you care about how each of the following makes people from other countries feel about the United States? [RANDOMIZE SCALE 1-4, 4-1] [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER]

	1. Care a great deal	2. Care a fair amount	3. Care only a little	4. Don't care at all	5. Unsure	
	CARE A GREAT DEAL / CARE A FAIR AMOUNT	Care a great deal	Care a fair amount	Care only a little	Don't care at all	Unsure
The experiences they have when visiting the U.S.	69%	36%	34%	12%	11%	8%
What they see America's political leaders do	67%	37%	29%	12%	13%	8%
How they see American tourists behave in other countries	65%	32%	33%	14%	12%	8%
What they see American sports teams and athletes do	49%	19%	30%	20%	22%	9%
What they see in American movies and television	49%	17%	32%	20%	22%	9%

PURCHASING DECISION MAKING

18. [QSpentMore] 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	67%
Household items	36%
Clothing	31%
Health and wellness	31%
Eating out	30%
Travel	24%
Entertainment	20%
None of these	12%

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

Made in America	45%
Natural or organic foods	32%
Brands which have spoken up in support of issues I care about	24%
Fair trade or ethically manufactured products	23%
Environmentally sustainable or low carbon footprint products	22%
From a veteran-owned business	21%
Clean makeup or beauty products	19%
From a minority-owned business	18%
From a woman-owned business	17%
Products with inclusive advertising or shade ranges	9%
None of these	22%

20. [QBuyStopped Battery] In the past year, have you decided not to buy something because... [DISPLAY AS GRID] [RANDOMIZE 1-2] [RANDOMIZE ITEMS] [REPEAT HEADERS HALFWAY]

1. Yes 2. No

	Yes	No
The price of products or services went up	71%	29%
The quality of products or services went down	62%	38%
You learned the management or owners acted unethically or improperly	40%	60%
You disagreed with a position a brand took on a political issue	31%	69%
You learned the management or owners support a political party you disagree with	25%	75%
A brand was not inclusive enough	22%	78%
It had unsustainable packaging, like using too much plastic	21%	79%

STABILITY

21. [QStability Battery] 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		
	RAPIDLY / GRADUALLY GETTING BETTER	RAPIDLY / GRADUALLY GETTING WORSE	Rapidly getting better	Gradually getting better	Not getting better or worse	Gradually getting worse	Rapidly getting worse	Unsure
Your personal finances	23%	46%	5%	19%	29%	29%	17%	2%
Your ability to afford everyday expenses	17%	56%	4%	14%	25%	32%	24%	2%
The economy	19%	63%	4%	16%	16%	32%	31%	2%
The political environment in the US	13%	66%	4%	9%	16%	27%	40%	4%
The cost of living	14%	71%	3%	10%	14%	34%	37%	2%

22. [QTrust Battery] 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	Trust a lot	Trust some	Do not trust much	Do not trust at all	Unsure
My friends and family	89%	46%	42%	6%	2%	3%
My neighbors and coworkers	70%	14%	56%	17%	6%	8%
Reviews you read online	59%	8%	51%	28%	8%	5%
Health Institutions (i.e. NIH, FDA, CDC)	50%	14%	36%	25%	17%	7%
The Supreme Court	45%	11%	34%	27%	21%	7%
State government	44%	9%	35%	28%	23%	5%
Federal government	32%	6%	26%	32%	31%	4%
My Members of Congress	32%	6%	26%	33%	27%	7%
Large corporations	30%	6%	25%	38%	25%	7%

BACK TO SCHOOL

[ASK IF QPARENT = 1. YES FOR THIS SECTION]

23. [QBTSShopCost] Which of the following are you doing to manage back-to-school costs this year? [RANDOMIZE 1-6] [SELECT MULTIPLE]

	(n=651)
Buying during sales events	46%
Shopping at discount stores	45%
Reusing supplies from last year	32%
Switching to store brands	25%
Cutting back in other household categories	25%
Buying secondhand	20%
None of the above	19%

24. [QBTSShopSpend] Compared with last school year, do you expect to spend more, less, or about the same on back-to-school shopping this year? [RANDOMIZE 1-2]

	(n=651)
More	45%
Less	16%
About the same	39%

STATE OF EDUCATION

25. [QUseful Battery] How useful do you think each of the following is for helping someone build a successful career today? [RANDOMIZE SCALE 1-4, 4-1] [RANDOMIZE ITEM ORDER] [DISPLAY AS GRID]

1. Very useful 2. Somewhat useful 3. Not very useful 4. Not at all useful 5. Unsure

	VERY/ SOMEWHAT USEFUL	Very useful	Somewhat useful	Not very useful	Not at all useful	Unsure
Trade or vocational school	87%	54%	33%	5%	3%	5%
An apprenticeship program	84%	46%	38%	6%	3%	7%
Graduate or professional school	77%	36%	41%	11%	5%	6%
A four-year college degree	74%	32%	42%	14%	7%	5%
A two-year associate's degree	71%	25%	46%	17%	6%	6%

26. [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 ITEM ORDER] [RANDOMIZE RESPONSE OPTIONS 1-2]

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

	Needs to be improved	Is working well enough now	Unsure
Kindergarten through 12th grade (K-12)	69%	20%	10%
Postsecondary education (after high school)	63%	24%	13%
Preschool / Pre-kindergarten	53%	33%	14%

27. [QCollegeWorth] These days, do you think a 4-year college degree is worth the cost for most students, or not? [RANDOMIZE SCALE 1-4, 4-1]

DEFINITELY/PROBABLY NOT WORTH IT	51%
DEFINITELY/PROBABLY WORTH IT	39%
Definitely NOT worth it	19%
Probably NOT worth it	32%
Probably worth it	25%
Definitely worth it	14%
Unsure	10%

EMPLOYMENT

[TEXT] Switching topics a bit here... [KEEP ON FOLLOWING PAGE]

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

Employed full-time	42%
Employed part-time	9%
Freelance, contract, or temporary work	3%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	10%
Stay-at-home parent or caregiver	4%
Full time student	3%
Retired	22%
Something else (Please specify)	4%
Prefer not to say	2%

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

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

	(n=1152)
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	46%
Unsure	3%

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

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

	(n=1152)
White collar worker, like work at a desk or an office	52%
Blue collar worker, like work with my hands or in a factory	25%
Service worker, like work in a store or hospital	19%
Unsure	4%

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

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

	(n=1152)
VERY/SOMEWHAT SATISFIED	69%
VERY/SOMEWHAT DISSATISFIED	15%
Very satisfied	31%
Somewhat satisfied	38%
Neither satisfied nor dissatisfied	15%
Somewhat dissatisfied	10%
Very dissatisfied	5%
Unsure	1%

[ASK TO ALL]

32. [QJobMarket] Compared to 5 years ago, how would you describe the overall job market for people your age? [RANDOMIZE SCALE 1-5, 5-1]

MUCH/SOMEWHAT HARDER TO FIND A GOOD JOB	59%
MUCH/SOMEWHAT EASIER TO FIND A GOOD JOB	14%
Much harder to find a good job	32%
Somewhat harder to find a good job	27%
No difference	20%
Somewhat easier to find a good job	10%
Much easier to find a good job	4%
Unsure	7%

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

33. [QAIJobSecurity] How worried are you, if at all, that artificial intelligence or AI could eliminate or replace your current job in the next 5 years?

	(n=1152)
VERY/SOMEWHAT WORRIED	37%
Very worried	12%
Somewhat worried	25%
Not too worried	32%
Not at all worried	28%
Unsure	3%

34. [QAIJobSearch] Have you personally used AI tools to help with any part of a job search, such as writing a resume, preparing for an interview, or finding job listings? [RANDOMIZE 1-2]

No	67%
Yes	30%
Unsure	3%

MEDIA TRIBES

35. [QVideoDevice] Which of the following do you use most often to watch TV shows, movies, or videos? [RANDOMIZE 1-5]

A traditional television	59%
A smartphone	22%
A laptop	6%
A desktop computer	5%
A tablet	4%
None of these	4%

36. [QVideoDelivery] Which of the following best describes you? [RANDOMIZE 1-4]

I have cable or satellite TV	42%
I don't watch any live TV, I only use on-demand streaming	25%
I don't have cable or satellite TV but I subscribe to a live TV streaming service	24%
I don't watch any TV shows, movies, or videos	4%
Unsure	6%

37. [QStreamingUse] Which of the following streaming services do you currently subscribe to or regularly use? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-10]

Netflix	63%
Amazon Prime Video	55%
Hulu	40%
Disney+	35%
Peacock	34%
Paramount+	33%
HBO Max	30%
Tubi/Pluto/free ad-supported services	28%
YouTube TV or YouTube Premium	26%
Apple TV+	16%
Something else (Please specify)	4%
None of these	10%

38. [QMedia Battery] How often, if ever, do you do each of the following? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-6, 6-1]

	1. Several times a day	2. Once a day	3. Several times a week	4. Once a week	5. Less than once a week	6. Not at all	7. Unsure
Watch YouTube	35%	17%	19%	8%	11%	8%	1%
Watch streaming entertainment (e.g., Netflix, Hulu)	31%	17%	24%	7%	6%	12%	2%
Listen to music on a streaming app	25%	15%	22%	8%	10%	18%	2%
Consume news (e.g., Newspaper, cable news network, local news station)	23%	22%	17%	9%	10%	16%	2%
Watch cable or broadcast TV (e.g., ABC, Fox, CBS)	21%	16%	17%	7%	9%	27%	2%
Play video games	21%	14%	18%	7%	9%	30%	1%
Watch/follow social media influencer content	21%	13%	19%	7%	10%	28%	2%
Listen to the radio	14%	16%	24%	9%	14%	22%	2%
Listen to podcasts	8%	9%	14%	11%	17%	40%	2%
Read books	6%	12%	17%	12%	26%	26%	2%
Use physical media like DVDs, CDs, or vinyls	3%	4%	9%	7%	21%	53%	2%
Read magazines	2%	5%	10%	9%	25%	46%	2%

39. [QNewsSource] Which, if any, of the following do you listen to, read, or watch to stay informed about national news and current events? Select up to three. [RANDOMIZE 1-10] [SELECT MULTIPLE, UP TO 3]

Social media platforms (e.g., Facebook, Instagram, TikTok, X)	38%
YouTube	33%
Local TV news	33%
Friends and family	28%
Broadcast TV news (e.g., NBC Nightly News, ABC World News Tonight, CBS Evening News)	27%
Cable TV news (e.g., CNN, Fox News, MS NOW (formerly MSNBC))	25%
Traditional news websites (e.g., The New York Times, The Wall Street Journal)	17%
Podcasts	13%
Independent journalists (e.g., Substack, newsletters)	7%
AI-generated news summaries	3%
I do not follow the news closely	5%
Something else, please specify	2%
Unsure	1%

40. [QOutlets] Which of the following outlets or platforms, if any, do you regularly get news from? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-14]

ABC, NBC, or CBS News	40%
Fox News	33%
Local TV news or local newspapers	31%
CNN	26%
The New York Times	15%
USA Today	11%
The Washington Post	10%
MS NOW (formerly MSNBC)	10%
The Wall Street Journal	9%
NPR	8%
Newsmax or OAN	5%
The Free Press, Substack newsletters, or independent journalists	5%
The Daily Wire, Breitbart, or other conservative outlets	5%
MeidasTouch, The Young Turks, or other progressive outlets	5%
Something else (Please specify)	5%
None of these	17%

41. [QNewsTime] On a typical day, how much time do you spend consuming news or political content on any platform? [RANDOMIZE SCALE 1-5, 5-1]

None - I don't consume news or political content	12%
Under 15 minutes	25%
15-59 minutes	31%
1-2 hours	24%
3+ hours	8%

42. [QSourceTrust Battery] How much, if at all, do you trust the information about national news and current events you get from...? [RANDOMIZE SCALE 1-4, 4-1] [RANDOMIZE ITEMS] [DISPLAY AS GRID, OVER 2 PAGES]

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

	TRUST A LOT/A LITTLE	Trust a lot	Trust a little	Do not trust much	Do not trust at all	Unsure
Friends and family	83%	36%	47%	8%	4%	5%
Local TV news	72%	25%	47%	14%	8%	5%
Broadcast TV news (e.g., NBC Nightly News, ABC World News Tonight, CBS Evening News)	61%	21%	40%	17%	15%	7%
Cable TV news (e.g., CNN, Fox News, MS NOW (formerly MSNBC))	58%	17%	41%	20%	13%	8%
YouTube	58%	16%	42%	21%	11%	10%
Traditional news websites (e.g., The New York Times, The Wall Street Journal)	56%	19%	37%	19%	14%	11%
Independent journalists (e.g., Substack)	52%	13%	39%	18%	12%	18%
Podcasts	48%	11%	38%	19%	16%	17%
Social media platforms	46%	9%	37%	25%	23%	6%
Social media influencers / content creators	41%	9%	32%	28%	25%	6%
AI-generated news summaries	33%	9%	24%	25%	31%	11%

43. [QCrisisFirst] Think about the last time a major company was caught up in a scandal or controversy. Where did you FIRST see or hear about it? [RANDOMIZE 1-9]

Cable or broadcast TV news	21%
TikTok or Instagram	16%
YouTube	11%
Friends, family, or coworkers	10%
A news website or app	9%
X (formerly Twitter)	6%
An online community or messaging app (e.g., Reddit, Discord, Telegram)	3%
A podcast	2%
An email newsletter or Substack	1%
Somewhere else (Please specify)	2%
I don't recall	19%

44. [QCrisisReal] And when you want to get “the real story” about a situation like that, where do you usually go? [RANDOMIZE 1-9]

A news website or app	22%
Cable or broadcast TV news	20%
YouTube	11%
Friends, family, or coworkers	8%
TikTok or Instagram	8%
X (formerly Twitter)	4%
A podcast	3%
An online community or messaging app (e.g., Reddit, Discord, Telegram)	3%
An email newsletter or Substack	1%
Somewhere else (Please specify)	6%
Unsure	13%

45. [QPodcastFreq] How many podcasts, if any, do you regularly listen to? [RANDOMIZE SCALE 1-5, 5-1]

None	45%
1	14%
2-3	29%
4-5	6%
6 or more	3%
Unsure	3%

[SHOW ONLY TO QPODCASTFREQ = 2, 3, 4, 5]

46. [QPodcastFormat] When you listen to or watch podcasts, do you usually...? [RANDOMIZE 1-2]

	(n=1060)
Watch a video	29%
Just listen to the audio with no video	27%
A mix of both, depending on the podcast	43%
Unsure	2%

[SHOW ONLY TO QPODCASTFREQ = 2, 3, 4, 5]

47. [QPodcastPlatform] Which of the following do you use to listen to or watch podcasts? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-5]

	(n=1060)
YouTube	69%
Spotify	41%
Apple Podcasts	18%
Amazon Music/Audible	17%
iHeartRadio	13%
Something else (Please specify)	3%
Unsure	2%

[SHOW ONLY TO QPODCASTFREQ = 2, 3, 4, 5]

48. [QPodcastGenre] What kinds of podcasts do you regularly listen to? Select all that apply. [SELECT MULTIPLE, RANDOMIZE 1-12]

	(n=1060)
News and politics	41%
True crime	34%
Comedy	32%
Sports	29%
Health, wellness or fitness	26%
Technology	22%
Self-improvement or motivational	20%
History	20%
Pop culture or celebrity	20%
Business or finance	19%
Video games or gaming culture	17%
Religion or spirituality	16%
Something else	4%

49. [QSocial] Which social media platforms or apps do you use? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-15]

Facebook	68%
Instagram	50%
TikTok	41%
X (formerly Twitter)	27%
Pinterest	24%
Reddit	23%
Snapchat	23%
LinkedIn	18%
Discord	13%
Threads	10%
Twitch	9%
Truth Social	3%
Substack	3%
Bluesky	3%
RedNote	1%
Something else (Please specify)	3%
I don't use any social media	8%

[ONLY DISPLAY PLATFORMS SELECTED IN QSOCIAL]

50. [QSocialUse] How often do you use each of the following, on average? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE 1-15] [DISPLAY AS GRID, OVER 2 PAGES]

	1. Daily for more than 2 hours	2. Daily for 1-2 hours	3. Daily for less than 1 hour	4. A few times a week	5. Once a week or less	6. Unsure		
	DAILY	WEEKLY OR LESS	Daily for more than 2 hours	Daily for 1-2 hours	Daily for less than 1 hour	A few times a week	Once a week or less	Unsure
Facebook (n=1395)	76%	23%	21%	24%	31%	15%	9%	1%
TikTok (n=852)	73%	27%	29%	25%	19%	17%	10%	*%
Instagram (n=1010)	68%	31%	17%	23%	28%	20%	10%	1%
X (formerly Twitter) (n=565)	65%	35%	17%	20%	27%	19%	16%	1%
Snapchat (n=476)	57%	41%	12%	14%	31%	26%	15%	2%
Discord (n=258)	53%	46%	21%	17%	16%	28%	18%	1%
Bluesky (n=56)	50%	46%	5%	29%	17%	24%	22%	4%
Threads (n=196)	50%	49%	5%	21%	23%	29%	20%	1%
Reddit (n=466)	50%	50%	8%	15%	27%	31%	19%	1%
Twitch (n=189)	50%	50%	17%	16%	17%	28%	22%	-
RedNote (n=29)	47%	45%	9%	17%	21%	24%	21%	8%
Substack (n=67)	44%	53%	5%	20%	20%	32%	21%	3%
Truth Social (n=67)	43%	52%	4%	24%	14%	33%	19%	5%
LinkedIn (n=392)	41%	58%	4%	12%	24%	32%	26%	*%
Pinterest (n=496)	35%	64%	7%	9%	20%	33%	30%	1%

[ONLY SHOW TO QSocial IS NOT = “I don’t use any social media”]

51. [QAlgorithmFeedOE] When you open the social media platform you use most often, what type of content or topics does your “For You” page or Explore feed recommend to you? [OPEN END]

[ONLY SHOW TO QSocial IS NOT = “I don’t use any social media”]

52. [QAlgorithmMatch] Which of the following best describes what you typically see on social media? [RANDOMIZE 1-2]

	(n=1871)
Mostly things I already know I like	58%
Mostly new things I wouldn’t have found on my own	32%
Unsure	10%

[ONLY SHOW TO QSocial DOES NOT = “I don’t use any social media”]

53. [QAlgorithmTopics] Which of the following types of content do you see on social media most often? Select up to three. [SELECT MULTIPLE, UP TO 3] [RANDOMIZE 1-14]

	(n=1871)
Comedy, memes, or humor	34%
News, current events, political or social issues	32%
Home, family, or lifestyle	23%
Nature or animals	20%
Health, fitness, or nutrition	18%
Pop culture or entertainment	18%
Gaming	17%
Fashion, style, shopping	16%
Sports, betting, or gambling	16%
Science or technology	13%
Mindset, mental wellness, or personal growth coaching	11%
Arts and culture	10%
Business, finance, or personal wealth building	10%
Dating, relationships, society, communities, or social dynamics	9%
Something else (Please specify)	4%

[ONLY SHOW TO QAlgorithmTopics = 1. Health, fitness, or nutrition]

54. [QAlgorithm_Health] What types of social media content about health, fitness, or nutrition do you see most often? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-8]

	(n=353)
Healthy meal prepping	54%
Workout ideas or tips	52%
New recipes	51%
Clean eating	41%
Weight loss journeys or tips	34%
Alternative wellness or holistic health	22%
Non-toxic living	12%
Biohacking, longevity science, or physical optimization	9%
Something else (Please specify)	3%

[ONLY SHOW TO QAlgorithmTopics = 2. Mindset, mental wellness, or personal growth coaching]

55. [QAlgorithm_Mindset] What types of social media content about mindset, mental wellness, or personal growth coaching do you see most often? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-6]

	(n=200)
Handling daily stress, anxiety, or burnout	63%
Healing or understanding emotional triggers	48%
Resilience, personal accountability, or mental toughness	47%
Optimizing cognitive performance, sleep, or focus	36%
Developing high performance habits	34%
Astrology, manifestation, or spirituality	33%
Something else (Please specify)	2%

[ONLY SHOW TO QAlgorithmTopics = 3. Home, family, or lifestyle]

56. [QAlgorithm_Home] What types of social media content about home, family, or lifestyle do you see most often? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-10]

	(n=456)
Home cooking or baking	65%
Dining, restaurants, or entertainment	42%
Interior design, home renovation, gardening, or DIY home improvement	30%
Practical household, parenting, or budgeting tips	27%
Day-in-the-life or get-ready-with-me vlogs	21%
Luxury lifestyle or travel	17%
Full time homemaking	14%
Aesthetic homemaking or slow living	13%
Natural parenting or off-grid living	11%
Homeschooling	7%
Something else (Please specify)	5%

[ONLY SHOW TO QAlgorithmTopics = 4. News, current events, political or social issues]

57. [QAlgorithm_News] What types of social media content about news, current events, political or social issues do you see most often? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-11]

	(n=603)
Major news headlines	66%
Local community news or events	41%
Clips from broadcast news networks like CNN, Fox News, or MS Now (formerly MSNBC)	39%
Political memes	32%
Social justice, systemic issues, or inequality	28%
Summaries or infographics on current events	20%
Clips from late-night comedy talk shows or satirical news segments	18%
Clips from podcast episodes or video essays	16%
Pop culture headlines	14%
Grassroots or undercover journalism by independent journalists	12%
Information from grassroots community pages, activist groups, or advocacy organizers	9%
Something else (Please specify)	2%

[ONLY SHOW TO QAlgorithmTopics = 5. Business, finance, or personal wealth building]

58. [QAlgorithm_Wealth] What types of social media content about business, finance, or personal wealth building do you see most often? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-9]

	(n=176)
News and information on Wall Street, stock markets, or economic trends	42%
Smart personal finance and wealth building tips	42%
Long-term investing, 401ks, or traditional retirement planning	33%
Career growth, resume building, or professional networking	31%
Rapid wealth building, side hustle, or financial self-reliance advice	29%
Budgeting, frugality, or saving money on everyday expenses	27%
Day trading or meme stocks	24%
Content about my professional industry	22%
Crypto or Web3	17%
Something else (Please specify)	*%

[ONLY SHOW TO QAlgorithmTopics = 6. Dating, relationships, society, or social dynamics]

59. [QAlgorithm_Dating] What types of social media content about dating, relationships, society, or social dynamics do you see most often? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-9]

	(n=159)
Casual dating tips or strategies	37%
Marriage, long-term relationship, or couples communication advice	35%
Dating or dating app stories	35%
Meeting new people and building confidence	31%
Modern dating dynamics, attraction, and self-worth	29%
Overcoming loneliness or social anxiety	27%
Traditional family values	24%
Generational or societal trends	24%
LGBTQ community content	12%
Something else (Please specify)	1%

[ONLY SHOW TO QSocial DOES NOT = "I don't use any social media"]

60. [QInfluencerTraits] Which of the following best describes you? Select all that apply.

"I follow content creators or social media personalities who..." [SELECT MULTIPLE, RANDOMIZE 1-16]

	(n=1871)
Make me laugh	41%
Help me unwind or "escape" from daily life	25%
Inspire me creatively	23%
Keep me informed about news and current events	23%
Teach me practical skills or useful information	22%
Provide smart or interesting commentary and opinions	20%
Feel like someone I could be friends with	20%
Teach me how to live a healthier lifestyle	17%
Say things the mainstream media won't	15%
Are experts or professionals in the topics they cover	14%
Share my faith or moral values	14%
Share my political views	14%
Raise awareness about social justice or systemic issues	14%
Motivate me to a high-performance mindset	13%
Have a lifestyle I'd like to have	12%
Teach me how to better manage my finances or grow my wealth	11%
Something else (Please specify)	*%
I do not follow any content creators or social media personalities	20%

61. [QInfluencers] Which of the following media figures, podcasters, or online personalities do you follow or regularly listen to? Select all that apply. [SELECT MULTIPLE, RANDOMIZE 1-23]

Joe Rogan	19%
MrBeast	13%
Jon Stewart	10%
Theo Von	9%
Kai Cenat	8%
Tucker Carlson	7%
Dave Ramsey	7%
Candace Owens	6%
Ben Shapiro	6%
Shane Gillis	5%
Alex Cooper	5%
Jordan Peterson	4%
Charlamagne tha God	4%
Andrew Tate	4%
Dave Portnoy	3%
Brian Tyler Cohen	3%
Hasan Piker	2%
Food Babe (Vani Hari)	2%
Alix Earle	2%
Andrew Huberman	2%
Jackie Aina	2%
V Spehar (Under the Desk News)	1%
Ballerina Farm (Hannah Neeleman)	1%
Someone else (Please specify)	6%
None of these	47%

[ONLY SHOW IF 1 OR MORE FIGURES SELECTED IN QINFLUENCERS] [DISPLAY ONLY ITEMS SELECTED IN QINFLUENCERS]

62. [QInfluencerTrust] Of the people you just said you follow or listen to, which do you trust most when it comes to news, politics, or life advice? Select up to three. [SELECT MAX. 3, RANDOMIZE ORDER]

	(n=1076)
Joe Rogan	21%
Jon Stewart	12%
MrBeast	9%
Tucker Carlson	8%
Kai Cenat	7%
Dave Ramsey	7%
Ben Shapiro	6%
Candace Owens	5%
Theo Von	5%
Jordan Peterson	4%
Andrew Tate	3%
Hasan Piker	3%
Brian Tyler Cohen	3%
Charlamagne tha God	3%
Alex Cooper	3%
Shane Gillis	2%
Dave Portnoy	2%
Alix Earle	1%
Jackie Aina	1%
Food Babe (Vani Hari)	1%
Andrew Huberman	1%
V Spehar (Under the Desk News)	1%
Ballerina Farm (Hannah Neeleman)	*%
Someone else (Please specify)	10%
None of these	15%

63. [QInfluencerTrustOE] Of the people you follow or pay attention to online, is there anyone whose views on news, politics, or life you trust more than almost anyone else? [OPEN END]

[ONLY SHOW TO QSocial DOES NOT = "I don't use any social media"]

64. [QInfluencerPurchase] When was the last time you bought a product or service directly through a social media platform? [RANDOMIZE SCALE 1-5, 5-1]

	(n=1871)
More than a year ago	10%
Within the past year	9%
Within the past 6 months	10%
Within the past month	12%
Within the past week	8%
I have never done this	47%
Unsure	5%

**[RANDOMIZE SCALE 1-6,6-1 THE SAME WAY FOR QSOCIALFUNCTION QUESTIONS]
[RANDOMIZE ORDER IN WHICH QSOCIALFUNCTION QUESTIONS ARE SEEN]**

[IF QSOCIAL = 1. Facebook, ASK]

**65. [QSocialFunction_FB] Which of the following activities do you typically do on Facebook?
Select all that apply. [SELECT MULTIPLE]**

	(n=1395)
Message friends and family	64%
Watch / consume videos	58%
Browse / scroll	55%
Post / share content	42%
Follow creators / influencers	23%
Search / research products or info	18%
Something else	2%

[IF QSOCIAL = 2. Instagram, ASK]

66. [QSocialFunction_Insta] Which of the following activities do you typically do on Instagram? Select all that apply. [SELECT MULTIPLE]

	(n=1010)
Watch / consume videos	70%
Browse / scroll	55%
Message friends and family	49%
Post / share content	37%
Follow creators / influencers	29%
Search / research products or info	21%
Something else	1%

67. [QSocialFunction_YouTube] Which of the following activities do you typically do on YouTube? Select all that apply. [SELECT MULTIPLE]

Watch / consume videos	74%
Browse / scroll	30%
Search / research products or info	22%
Follow creators / influencers	21%
Post / share content	11%
Message friends and family	11%
I do not use this platform	9%

[IF QSOCIAL = 8. TikTok, ASK]

**68. [QSocialFunction_TikTok] Which of the following activities do you typically do on TikTok?
Select all that apply. [SELECT MULTIPLE]**

	(n=852)
Watch / consume videos	77%
Browse / scroll	50%
Follow creators / influencers	36%
Post / share content	33%
Message friends and family	32%
Search / research products or info	26%
Something else	1%

[IF QSOCIAL = 7. X (formerly Twitter), ASK]

69. [QSocialFunction_X] Which of the following activities do you typically do on X (formerly Twitter)? Select all that apply. [SELECT MULTIPLE]

	(n=565)
Browse / scroll	60%
Watch / consume videos	57%
Follow creators / influencers	33%
Post / share content	29%
Search / research products or info	26%
Message friends and family	21%
Something else	3%

[IF QSOCIAL = 6. LinkedIn, ASK]

70. [QSocialFunction_LinkedIn] Which of the following activities do you typically do on LinkedIn? Select all that apply. [SELECT MULTIPLE]

	(n=392)
Browse / scroll	60%
Search / research products or info	36%
Post / share content	26%
Watch / consume videos	23%
Message friends and family	20%
Follow creators / influencers	19%
Something else	9%

CORE: BEHAVIOR MODULE

71. [QFreq Battery] 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
Read, watch, or listen to news or information about political, societal, or local issues	76%	21%	33%	24%	13%	6%	8%	13%	3%
Have a conversation or spend time with your neighbors	62%	36%	9%	22%	21%	10%	13%	23%	2%
Post your views about political, societal, or local issues on the internet or social media	35%	62%	5%	13%	11%	6%	11%	51%	3%

72. [QEngage Battery] In the past 12 months, did you...? [DISPLAY AS GRID] [RANDOMIZE ITEMS] [RANDOMIZE 1-2]

	1. Yes	2. No
	Yes	No
Buy or boycott products or services based on a company's political values or business practices	22%	78%
Belong to any type of organization, group, or association	17%	83%
Contact or visit a public official at any level of government to express your opinion	12%	88%

73. [QHealthBehavior] Which of the following do you regularly do? Select all that apply. [SELECT MULTIPLE, RANDOMIZE 1-10]

Take vitamins or supplements daily	55%
Exercise or work out regularly (3+ times per week)	44%
Avoid processed or artificial ingredients	24%
Buy organic food when possible	22%
Use a wearable health/fitness tracker (e.g., Whoop, Oura, Apple Watch)	18%
Follow fitness, wellness, or nutrition influencers on social media	18%
Track calories, macros, or food intake	16%
Follow a specific diet (e.g., keto, paleo, intermittent fasting)	11%
Avoid seed oils	8%
Skipped or delayed a recommended vaccine, for yourself or a child	7%
None of these	15%

[RANDOMIZE SCALE 1-5, 5-1 THE SAME WAY FOR QCONSPIRACY AND QGROUP QUESTIONS]

74. [QConspiracy Battery] Regardless of any specific event, do you agree or disagree with each of the following statements? [RANDOMIZE ITEMS] [DISPLAY AS GRID]

1. Strongly agree	2. Somewhat agree	3. Neither agree nor disagree	4. Somewhat disagree	5. Strongly disagree	6. Unsure
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	STRONG. / SOME. AGREE	STRONG. / SOME. DISAGREE	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Unsure
The official version of major events are usually a cover story that hides what really happened.	48%	17%	19%	29%	26%	10%	7%	8%
The people who really run the country are not the ones we elect.	48%	19%	21%	27%	24%	11%	9%	9%
Much of what happens in the world is decided by a small group of people acting in secret.	44%	23%	19%	25%	24%	12%	11%	9%
Big events like wars, recessions, and outbreaks are often the result of secret plots.	39%	25%	14%	25%	28%	12%	13%	9%

**75. [QGroup Battery] How strongly do you agree or disagree with the following statements?
[DISPLAY AS GRID, OVER 3 PAGES] [RANDOMIZE ITEMS]**

	1. Strongly agree	2. Somewhat agree	3. Neither agree nor disagree	4. Somewhat disagree	5. Strongly disagree	6. Unsure		
	STRONG. / SOME. AGREE	STRONG. / SOME. DISAGREE	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Unsure
I'd rather hear a hard truth than a comforting story.	74%	6%	44%	30%	17%	4%	2%	3%
What this country needs most is stability and order.	69%	7%	37%	32%	20%	4%	3%	4%
Our current political parties, and economic and political systems are fundamentally corrupt and broken.	65%	9%	35%	30%	21%	6%	3%	5%
With the right data, routines, and habits, you can physically and mentally optimize almost every aspect of your life.	55%	11%	19%	36%	28%	7%	4%	6%
Traditional family values and gender roles provide a solid, healthy foundation for modern families.	57%	16%	31%	26%	23%	8%	8%	4%
I'm comfortable spending time with people whose political views are very different from mine.	55%	15%	21%	34%	25%	8%	7%	5%
I feel deeply anxious when I think about the future.	55%	18%	23%	31%	24%	11%	7%	3%
Our society has a moral obligation to actively dismantle systemic inequalities based on race, gender, and identity.	50%	13%	26%	24%	29%	7%	6%	8%

	STRONG. / SOME. AGREE	STRONG. / SOME. DISAGREE	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Unsure
Most modern public health advice, pharmaceuticals, and processed foods cannot be trusted.	45%	21%	17%	28%	28%	15%	6%	6%
I go out of my way to find information that challenges what I already believe.	41%	20%	13%	28%	35%	13%	7%	5%
Technology and innovation are the ultimate keys to solving humanity's greatest challenges.	39%	23%	12%	27%	32%	14%	9%	6%
Most major institutions in this country are basically trustworthy.	32%	31%	9%	23%	31%	18%	13%	5%
I wish social media did not exist.	33%	36%	13%	20%	27%	18%	18%	4%
The United States should not support or have a friendly relationship with Israel.	29%	31%	15%	14%	30%	12%	19%	10%
I trust that most information I see on social media is accurate.	19%	53%	6%	13%	24%	25%	28%	4%

CORE: DEMOGRAPHICS MODULE

[TEXT] Finally, some questions just for statistical purposes... [KEEP ON NEXT PAGE]

76. [QBirthYear] Which range of years includes the year you were born?	
1903 – 1927	-
1928 – 1945	2%
1946 – 1964	25%
1965 – 1980	26%
1981 – 1996	28%
1997 – 2012	19%

*[In 2026, TERMINATE AFTER QBirthYear IF:
 QBirthYear=1 and QAge is <98,
 QBirthYear=2 and QAge is >98 or <80,
 QBirthYear=3 and QAge is >80 or <61,
 QBirthYear=4 and QAge is >61 or <45,
 QBirthYear=5 and QAge is >45 or <29,
 QBirthYear=6 and QAge is >29]*

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

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

78. [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=619)
Democrats	24%
Republicans	20%
Both equally often	24%
Unsure	32%

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

80. [QMAHA] Do you consider yourself a supporter of the “Make America Healthy Again” movement (MAHA)? [RANDOMIZE 1-2]

No	47%
Yes	30%
Unsure	23%

81. [QMAGA] Do you consider yourself a supporter of the “Make America Great Again” movement (MAGA)? [RANDOMIZE 1-2]

No	58%
Yes	30%
Unsure	12%

82. [QIdeology] Would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMEWHAT CONSERVATIVE	32%
VERY/SOMEWHAT LIBERAL	26%
Very conservative	14%
Somewhat conservative	18%
Moderate	34%
Somewhat liberal	14%
Very liberal	13%
Unsure	8%

[IF REGISTERED VOTER (QREGVOTE = 1)]

83. [Q2024Ballot] For which candidate did you vote in the 2024 presidential election?

[RANDOMIZE 1-2]

	(n=1752)
Donald Trump	43%
Kamala Harris	40%
Someone else	3%
I did not vote in the 2024 presidential election	13%
Unsure	2%

[IF REGISTERED VOTER (QREGVOTE = 1)]

84. [QTurnout] How likely are you to vote in the upcoming 2026 midterm elections?

[RANDOMIZE SCALE 1-5, 5-1]

	(n=1752)
EXTREMELY/VERY LIKELY	72%
Extremely likely	51%
Very likely	21%
Somewhat likely	13%
Not very likely	5%
Not at all likely	5%
Unsure	5%

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

Less than \$30,000 per year	20%
\$30,000 to \$49,999 per year	14%
\$50,000 to \$74,999 per year	23%
\$75,000 to \$99,999 per year	13%
\$100,000 to \$124,999 per year	10%
\$125,000 to \$149,999 per year	7%
\$150,000 to \$199,999 per year	7%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	2%
Prefer not to say	3%

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

1	22%
2	32%
3	18%
4	17%
5	6%
More than 5 people	4%
Prefer not to say	1%

[ASK IF HH OF TWO OR MORE QHOUSEHOLD SIZE = 2, 3, 4, 5, 6]

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

	(n=1622)
My spouse or relationship partner	61%
Children	45%
A parent or parent figure	18%
Other family members like siblings or grandparents	16%
Roommates	7%
Prefer not to say	1%

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

Yes, I am	6%
Yes, a member of my household is	4%
No	88%
Unsure	3%

89. [QMilitaryHH] Has anyone in your household ever served in the United States military? [SELECT MULTIPLE] [RANDOMIZE 1-2]

Yes, a member of my household has	7%
Yes, I have	6%
No	86%
Unsure	1%

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

Health insurance	77%
Auto insurance	68%
Home or renters insurance	48%
Life insurance	36%
Pet insurance	9%
Jewelry or valuable item insurance	4%
None of these	10%

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

City	32%
Suburb near a city	46%
Small town not near a city	8%
Rural or country area	14%

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

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

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

Single, never married	33%
In a relationship but not living together	3%
In a relationship and living together but not married	10%
Married	37%
Separated	2%
Divorced	10%
Widowed	5%
Prefer not to say	1%

94. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Roman Catholic	21%
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	21%
Just Christian	19%
Agnostic	5%
Atheist	5%
Jewish	2%
Muslim	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Hindu	1%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Buddhist	*%
Something else (Please specify)	3%
Nothing in particular	19%

CORE: SCREENER AND INITIAL DEMOGRAPHICS (ASKED AT BEGINNING OF SURVEY)

95. [QAge] What is your age? [OPEN END] [VALIDATED TO BE BETWEEN 0-200] [TERMINATE IF UNDER 18 OR OVER 120]	
18 - 34	29%
35 - 49	25%
50 - 64	23%
65+	23%

96. [QState] In which state do you live?	
States in the South	39%
States in the West	24%
States in the Midwest	20%
States in the Northeast	17%

97. [QZip] What is your zip code? [OPEN END] [VALIDATED TO BE US ZIP CODE]

98. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-14]	
Food or hospitality	9%
Education	8%
Healthcare or the pharmaceutical industry	8%
Construction or trades	7%
Manufacturing, wholesale, or retail trade	5%
Science, technology, or engineering	3%
Caregiving	3%
Finance or insurance	3%
Military or government	2%
Non-profit	2%
Real estate	1%
Journalism or the media	TERMINATE -
Market research	TERMINATE -
Public relations	TERMINATE -
None of these	62%

99. [QRegVote] Are you registered to vote? [RANDOMIZE 1-2]	
Yes	84%
No	14%
Unsure	2%

100. [QSNAP] At any time during 2025, 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	28%
No	72%

101. [QBenefits] Please indicate whether or not you received the following at any time during 2025. [RANDOMIZE ITEM ORDER]

1. Yes 2. No

	Yes	No
Social Security payments from the US government	30%	70%
State or federal unemployment compensation	4%	96%
Worker's compensation payments or other payments as a result of a job-related injury or illness	2%	98%

[TERMINATE IF ANSWERED YES ON ALL 4 OR 3 OUT OF 4 OF THE FOLLOWING Qs: QSNAP, QUnemployment, QWorkersComp, QSocialSecurity]

102. [QFreq Battery] 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
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	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	65%	34%	10%	24%	22%	9%	14%	20%	1%
Post your views about political, societal, or local issues on the internet or social media	33%	66%	5%	11%	12%	5%	13%	53%	1%

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

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

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

White	68%
Hispanic or Latino	18%
Black or African American	14%
Asian	6%
Native American or Alaska Native	4%
Native Hawaiian or Other Pacific Islander	1%
Other race or ethnicity (Please specify)	1%

105. [QRaceRecode] Recoded Race/Ethnicity

White, non-Hispanic	60%
Black, non-Hispanic	12%
Hispanic	18%
AAPI, non-Hispanic	6%
Other/2+ races, non-Hispanic	5%

106. [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	*%

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

Rent	58%
Own	34%
Something else (Please specify)	6%
Prefer not to say	1%

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

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

109. [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 29 - August 4, 2026 in English among a sample of 2,015 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 2025.

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.