



April 2026 Consumer Omnibus Questionnaire
Survey of N=2,012 Adults Nationwide
Field Dates: April 24-28, 2026
Margin of Error: ± 3.0 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	61%
Right direction	28%
Unsure	11%

- 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	21%
GETTING A LOT/LITTLE WORSE	62%
Improving a lot	6%
Improving a little	15%
Staying the same	14%
Getting a little worse	30%
Getting a lot worse	32%
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	40%
I am just able to pay for basic necessities	37%
I struggle to pay for basic necessities	22%
Unsure	1%

- 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	26%
GETTING A LOT/LITTLE WORSE	39%
Improving a lot	5%
Improving a little	20%
Staying the same	34%
Getting a little worse	25%
Getting a lot worse	14%
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 laptop or desktop computer	87%	13%
A car	86%	14%
A pet	66%	34%
A smart home device (e.g., Alexa, Google Home, Nest)	45%	55%
A gun or firearm	28%	72%
Cryptocurrency	18%	82%

6. **[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	73%
Paying your mortgage or rent	48%
Insurance	42%
Transportation	42%
Going out to eat	41%
Medical or prescription drug costs	37%
New clothes	35%
Placing money in an emergency fund	26%
A vacation	23%
Saving for retirement	20%
Child care	8%
None of these	14%

7. [QOwnNext Battery] 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 ITEMS] [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 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	42%	33%	19%	23%	20%	8%	5%	9%	16%
Purchase or upgrade a cell phone or smartphone	30%	54%	14%	16%	23%	26%	6%	2%	14%
Renovate or remodel at least part of your home [IF HOMEOWNER QOwnHome IS 1. Own] (n=1203)	22%	46%	8%	14%	14%	18%	14%	11%	21%
Purchase or upgrade a laptop or desktop computer	19%	54%	8%	10%	18%	24%	11%	7%	20%
Purchase or replace a major home appliance like a dishwasher or washing machine [IF HOMEOWNER QOwnHome IS 1. Own] (n=1203)	19%	57%	7%	13%	17%	24%	16%	3%	21%
Purchase or lease a car	16%	57%	6%	10%	15%	26%	17%	11%	16%
Purchase a home or additional home	4%	39%	1%	3%	5%	16%	19%	35%	22%
Have a baby	2%	17%	1%	1%	3%	7%	7%	66%	16%

ARTIFICIAL INTELLIGENCE

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

VERY/SOMEWHAT FAVORABLE	53%
VERY/SOMEWHAT UNFAVORABLE	40%
Very favorable	17%
Somewhat favorable	36%
Somewhat unfavorable	20%
Very unfavorable	20%
Unsure	6%

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

Opportunity	45%
Threat	38%
Unsure	17%

10. [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	Equally positive and negative, on balance	Mostly negative	Unsure
Personal creativity	30%	31%	32%	7%
Content creation	32%	33%	28%	8%
Business efficiency	35%	36%	17%	11%
Product recommendations for consumers	36%	38%	17%	9%
Shopping experiences for consumers	35%	35%	18%	11%
Workplace efficiency	33%	36%	21%	10%
K-12 Education	23%	30%	35%	13%
Cost of living	15%	32%	33%	21%

11. [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)	46%
Google Gemini	42%
Microsoft Copilot	23%
Meta AI	21%
Grok	9%
Claude (Anthropic)	7%
Perplexity AI	6%
Something else (Please specify)	2%
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	26%

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

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

	(n=1540)
To help with research or information gathering	60%
To get answers to objective questions (e.g., What's the capital of France?)	48%
To get answers to subjective questions (e.g., What's the best way to approach a difficult conversation?)	41%
To help me write something (e.g., drafting, editing)	33%
For brainstorming	33%
To generate images or videos	33%
For my job/work	25%
Speech to text transcription	14%
Something else (Please specify)	4%

- 13. [QElectricityPriorities] When you think about the electricity that powers your house, which of the following is the most important factor to you? You may select up to 2, if you believe more than one applies. [RANDOMIZE 1-6] [SELECT UP TO 2]**

My power bill is affordable	59%
I don't experience many service interruptions	52%
I get my power from local sources in my state	17%
My local environment is protected	17%
My views aren't obstructed by new transmission lines or substations	8%
There is enough electricity to power new businesses	6%
Unsure	7%

- 14. [QBillsIncrease] Now, thinking about your household's electricity, gas, and other home energy bills, have your total energy costs over the past 12 months...? [RANDOMIZE SCALE 1-5, 5-1]**

INCREASED A LOT/INCREASED A LITTLE	60%
DECREASED A LOT/DECREASED A LITTLE	4%
Increased a lot	22%
Increased a little	38%
Stayed about the same	32%
Decreased a little	3%
Decreased a lot	1%
Unsure	4%

- 15. [QBillPayment] With everything going on in the economy and around the world, which of the following best describes the impact of your energy bills on your household finances? [RANDOMIZE SCALE 1-4, 4-1]**

ENERGY BILLS PUT A VERY/SOMEWHAT SERIOUS STRAIN ON MY FINANCES	33%
Energy bills put a very serious strain on my finances	12%
Energy bills put a somewhat serious strain on my finances	21%
Energy bills put a minor strain on my finances	36%
Energy bills do not put any strain on my finances	26%
Unsure	5%

16. [QDataCenterBenefit Battery] If a new data center were built in your state, do you think it would harm or benefit each of the following, if at all? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ITEMS] [REPEAT HEADERS HALF WAY]

	1. Benefit a lot	2. Benefit a little	3. Not make any difference	4. Harm a little	5. Harm a lot	6. Unsure				
	BENEFIT A									
	LOT / A	HARM A LOT								
	LITTLE	/ A LITTLE	Benefit a lot	Benefit a little	Not make any difference	Harm a little	Harm a lot	Unsure		
Artificial intelligence companies	41%	19%	21%	20%	21%	7%	12%	19%		
The local job market	42%	23%	14%	29%	21%	10%	13%	13%		
Internet speed and reliability	36%	19%	16%	20%	27%	10%	9%	18%		
Funding local services through increased tax revenues	34%	26%	10%	24%	23%	11%	14%	18%		
The quality of life in communities nearest to the data center	23%	41%	7%	16%	22%	19%	22%	14%		
Home energy costs	21%	44%	7%	14%	20%	21%	23%	16%		
The environment	17%	49%	7%	10%	22%	21%	28%	13%		

17. [QDataCenterEnergy] Some people say the growth of large data centers that power digital services like online searches and video streaming, and artificial intelligence could put pressure on local power grids and raise our prices. Others say they can bring investment, jobs, and support for new energy infrastructure to communities.

Knowing this, if a data center were planned for construction in your community within the next few months, would you support or oppose it? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	36%
STRONGLY/SOMEWHAT OPPOSE	46%
Strongly support	10%
Somewhat support	26%
Somewhat oppose	21%
Strongly oppose	25%
Unsure	18%

TRAVEL

18. [QSummerTravel] Are you more or less likely to travel this summer compared to last summer? [RANDOMIZE SCALE 1-5,5-1]

MUCH/SOMEWHAT MORE LIKELY	29%
MUCH/SOMEWHAT LESS LIKELY	29%
Much more likely	10%
Somewhat more likely	19%
No change	40%
Somewhat less likely	13%
Much less likely	16%
Unsure	2%

19. [QTravelFuture] In light of recent news about higher fares and possible reductions in flights due to the war in Iran and increase in fuel costs, have you changed any of your travel plans for this summer, if at all? [RANDOMIZE 1-3]

Yes, I am planning to use other modes like drive or take the train for my trip	13%
Yes, I have canceled at least one trip that would have involved flying	7%
Yes, I have changed where or when I plan to fly	5%
No, I have not changed my travel plans	67%
Unsure	8%

20. [QFlightSafety] How confident are you in the safety of traveling by airplane with a US-based airline these days? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT CONFIDENT	59%
Very confident	24%
Somewhat confident	35%
Not that confident	17%
Not confident at all	16%
Unsure	8%

21. [QEmploy Battery] If you had to guess, do you think the following organizations have too many employees, too few, or about the right number? [RANDOMIZE SCALE 1-3,3-1] [RANDOMIZE ITEMS]

1. Too many employees 2. About the right number of employees 3. Too few employees 4. Heard of, no opinion 5. Never heard of

	Too many employees	About the right number of employees	Too few employees	Heard of, no opinion	Never heard of
U.S. Customs and Border Protection (CBP)	21%	29%	26%	19%	4%
The U.S. Department of State (DOS)	15%	34%	15%	28%	7%
Transportation Security Administration (TSA)	9%	28%	41%	18%	5%
National Transportation Safety Board (NTSB)	6%	31%	28%	24%	12%
The Federal Aviation Administration (FAA)	5%	26%	40%	21%	7%

22. [QTravelTimes] Thinking about travel these days, which of the following, if any, make you feel uncomfortable about taking trips that involve flying or long-distance travel? Select all that apply. [RANDOMIZE 1-7] [SELECT MULTIPLE]

The cost of travel (airfare, hotels, etc.)	59%
Long wait times at airports	44%
Conflicts or instability in some parts of the world	43%
Concerns about my personal safety while traveling	42%
Health risks	26%
Immigration or border enforcement (e.g. ICE or similar agencies)	23%
Security screening or airport security procedures	22%
Something else (Please specify)	2%
None of the above	14%

BRANDING

[TEXT] Next we're going to discuss a company's brand, or the identity and story that connects to its customers and makes it stand out from others.

23. [QBuyAction] Have you ever done any of the following? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-6]

Talked to family or friends about a brand's ethics	40%
Stopped buying or refrained from buying products or services because a brand's ethics do not align with your own	29%
Bought products or services because you support a brand's ethics	26%
Engaged in an online discussion about a brand's ethics	13%
Posted something to social media about a brand's ethics	12%
Signed a petition against a brand	10%
None of these	43%

[IF (QBuyAction = 4) ASK]

24. [QBuySupportOE] What brand(s) have you bought products or services from because you support their ethics? [OPEN END]

[IF (QBuyAction = 5,) ASK]

25. [QBuyStoppedOE] What brand(s) have you stopped buying from because their ethics do not align with your own? [OPEN END]
26. [QBrandEthics] How much, if at all, do a company's social and political values affect your willingness to buy its products or services? {RANDOMIZE SCALE 1-4, 4-1}
- | | |
|-------------------|-----|
| A GREAT DEAL/SOME | 55% |
| A great deal | 18% |
| Some | 37% |
| Not much | 24% |
| Not at all | 16% |
| Unsure | 5% |
27. [QBrandExecs] How much do you think top executives at major companies personally believe in and use their own products or services? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------|-----|
| A GREAT DEAL/SOME | 56% |
| A great deal | 14% |
| Some | 42% |
| Not much | 22% |
| Not at all | 9% |
| Unsure | 13% |

VEHICLES

28. [QCarType] If you currently own or lease a car, what type of vehicle do you have? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-4]
- | | |
|---------------------------|-----|
| Conventional gasoline car | 75% |
| Hybrid vehicle | 8% |
| Electric vehicle | 3% |
| Plug in hybrid | 2% |
| None of these | 16% |
29. [QCarTypeFuture] Which of the following types of vehicles are you open to considering when shopping for your next car? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-4]
- | | |
|---------------------------|-----|
| Conventional gasoline car | 73% |
| Hybrid vehicle | 39% |
| Electric vehicle | 23% |
| Plug in hybrid | 16% |
| None of these | 7% |

[IF (QCarTypeFuture] 2-4), ASK]

30. [QNoGasWhy] You mentioned that you are open to considering a vehicle that is not a traditional gas-only vehicle. Which of the following are among the most important reasons for choosing that type of vehicle? Select all that apply. [RANDOMIZE 1-8] [SELECT MULTIPLE]

	(n=1072)
To save money in fuel	72%
Concerns about gas prices going up in the future	59%
Environmental or climate concerns	48%
Better driving experience (e.g. acceleration, quiet ride)	30%
I like having newer technology	24%
Access to incentives, rebates or tax credits	23%
Recommendations from friends, family, or reviews	20%
Access to HOV lanes, parking, or other local benefits	8%
Something else (Please specify)	1%
None of these	2%

31. [QFuelCosts] In the next year, do you think gas and other fuel prices in the United States will increase or decrease overall? [RANDOMIZE SCALE 1-5, 5-1]

INCREASE, DEFINITELY/PROBABLY	63%
DECREASE, DEFINITELY/PROBABLY	21%
Increase, definitely	27%
Increase, probably	35%
Stay the same	11%
Decrease, probably	16%
Decrease, definitely	5%
Unsure	5%

32. [QFuelCostsCars] If gas and other fuel prices increase in the next year, how concerned would you be that this would affect the type of vehicle you can afford to own or use? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY CONCERNED	36%
Extremely concerned	16%
Very concerned	20%
Somewhat concerned	30%
Not very concerned	15%
Not at all concerned	11%
Unsure	8%

33. [QWaymo] Some cities are considering whether to allow more self-driving services like Waymo to operate on their streets. Overall, do you think your local government should...? [RANDOMIZE 1-4]

Be cautious and limit where or when they can operate	32%
Not at all allow services like Waymo on local streets	26%
Allow them, but move slowly and with strict limits	20%
Actively encourage services like Waymo to expand in my area	9%
Unsure	13%

34. [QWaymoSafe] Thinking about what you have seen or heard so far, how safe or unsafe would you feel riding in a Waymo self-driving vehicle in your own city or town?

[RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMEWHAT SAFE	22%
VERY/SOMEWHAT UNSAFE	51%
Very safe	6%
Somewhat safe	16%
Neither safe nor unsafe	18%
Somewhat unsafe	22%
Very unsafe	29%
Unsure	9%

MARKET AND ECONOMY

35. [QMarketApproach] Which, if any, best describes your approach to the markets right now?

[RANDOMIZE SCALE 1-5, 5-1]

I am looking for investment opportunities amid wider volatility	6%
I am waiting for more clarity before making investment decisions	12%
I am not changing my approach	30%
I am shifting towards safer or more stable investments (e.g. bonds, defensive stocks)	7%
I am selling investments to try to minimize exposure to the market	1%
I do not trade or invest in the stock market	42%

36. [QMarketDips] Do you feel it is currently a smarter investment strategy to...? [RANDOMIZE 1-2]

Wait for current uncertainty to settle before buying stocks	29%
Buy more stocks when the market dips to take advantage of low share prices	26%
Unsure	44%

[IF QMarketApproach IS NOT 6. I do not trade or invest in the stock market, ASK]

37. [QMarketConfident] Regardless of your current approach to the market, which types of stocks or other assets would you feel most confident investing in today? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-13]

	(n=1286)
Technology	42%
Artificial intelligence	32%
Energy	27%
Cryptocurrency	23%
Real estate	22%
Healthcare	21%
Index funds or ETFs	21%
Utilities	18%
Financials	17%
Consumer goods	17%
Communication services	13%
Materials or commodities	13%
Industrials	11%
Something else (Please specify)	2%
None of these	14%

38. [QRecession] In the next year, do you think it is more likely that the US economy enters a recession or recovers and avoids a recession? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT LIKELY WE ENTER A RECESSION	55%
VERY/SOMEWHAT LIKELY WE AVOID A RECESSION	30%
Very likely we enter a recession	23%
Somewhat likely we enter a recession	32%
Somewhat likely we avoid a recession	19%
Very likely we avoid a recession	11%
Unsure	15%

39. [QRecessionConcern] In the case that the US does enter a recession, how concerned are you about your personal financial situation? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT CONCERNED	73%
Very concerned	34%
Somewhat concerned	39%
Not very concerned	15%
Not at all concerned	7%
Unsure	5%

40. [QCurrentSteps] What steps, if any, are you currently taking to prepare for a possible economic recession? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-11]

Tracking expenses more closely	39%
Reducing spending on dining out, take out or food delivery	38%
Cutting back on entertainment, travel or non-essential purchases	35%
Putting more money into savings accounts	27%
Paying off debt	25%
Creating a new household budget or tightening an existing budget	23%
Pausing or canceling subscriptions or memberships	22%
Taking on additional work or side gigs	19%
Using "buy now, pay later" services (such as Afterpay, Affirm, Klarna) to help manage expenses	10%
Adjusting my investment (e.g. selling or diversifying)	9%
Starting job training or certification programs	6%
Something else (Please specify)	1%
I'm not taking any steps right now	22%

41. [QBudgetCut] If you needed to reduce your budget, what would you cut back on first? [RANDOMIZE 1-13]

Eating out or food delivery	28%
Travel	13%
Streaming services	10%
Alcohol	7%
Live shows, concerts, or sporting events	6%
Clothing	6%
Hobbies (Supplies, equipment, memberships, etc.)	6%
Tobacco products like cigarettes or vapes	6%
Home goods or home improvements	5%
Ride-hailing apps like Uber or Lyft	3%
Electronics	3%
Beauty	2%
Fitness or exercising	1%
Something else (Please specify)	3%

[IF EMPLOYED (QEMPLOYMENT = 1-4), ASK]

42. [QJobSafety] Given the current US economy, how secure do you feel your job is for the next year? [RANDOMIZE SCALE 1-4, 4-1]

	(n=1175)
VERY/SOMEWHAT SECURE	77%
Very secure	37%
Somewhat secure	40%
Not very secure	14%
Not at all secure	5%
Unsure	4%

[IF EMPLOYED (QEMPLOYMENT = 1-4), ASK]

43. [QHardWork] Which of these statements comes closest to your view, even if neither of them is exactly right? [RANDOMIZE 1-2]

	(n=1175)
I can achieve the life I desire as long as I work hard	61%
I might not achieve the life I desire if bad luck or major setbacks get in the way	30%
Unsure	9%

[IF EMPLOYED (QEMPLOYMENT = 1-4), ASK]

44. [QAIJobs] Thinking about your own job or line of work, how concerned are you, if at all, that artificial intelligence could replace or reduce the need for the kind of work you do? [RANDOMIZE SCALE 1-5, 5-1]

	(n=1175)
EXTREMELY/VERY CONCERNED	18%
Extremely concerned	7%
Very concerned	11%
Somewhat concerned	24%
Not very concerned	25%
Not at all concerned	30%
Unsure	3%

[IF EMPLOYED (QEMPLOYMENT IS 1-4), ASK]

45. [QDataCenterJobs] Thinking about the future, if you lost your current job, how interested, if at all, would you be in taking a job at a data center if it came with a free training program to help you learn the skills you need? [RANDOMIZE SCALE 1-5, 5-1]

	(n=1175)
EXTREMELY/VERY INTERESTED	33%
Extremely interested	15%
Very interested	17%
Somewhat interested	33%
Not very interested	12%
Not at all interested	15%
Unsure	7%

SENSE OF COMMUNITY

[TEXT] You will now be asked a series of questions about your community.

- 46. [QCommunity1] Choose the answer that best fills in the blank for the following statement:
“My local community is...” [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|-------------------------|-----|
| VERY/SOMEWHAT RELIGIOUS | 66% |
| Very religious | 10% |
| Somewhat religious | 56% |
| Not very religious | 23% |
| Not at all religious | 11% |
- 47. [QCommunity2] Choose the answer that best fills in the blank for the following statement:
“My local community is...” [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|--------------------------|-----|
| VERY/SOMEWHAT REPUBLICAN | 50% |
| VERY/SOMEWHAT DEMOCRATIC | 50% |
| Very Republican | 13% |
| Somewhat Republican | 37% |
| Somewhat Democratic | 34% |
| Very Democratic | 15% |
- 48. [QCommunity3] Choose the answer that best fills in the blank for the following statement:
“My local community is...” [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|--|-----|
| VERY/SOMEWHAT OPEN TO DIVERSE VIEWS AND LIFESTYLES | 75% |
| Very open to diverse views and lifestyles | 23% |
| Somewhat open to diverse views and lifestyles | 52% |
| Not very open to diverse views and lifestyles | 19% |
| Not at all open to diverse views and lifestyles | 6% |
- 49. [QCommunity4] Choose the answer that best fills in the blank for the following statement:
“My local community is...” [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|---------------------------------------|-----|
| VERY/SOMEWHAT CULTURALLY CONSERVATIVE | 56% |
| VERY/SOMEWHAT CULTURALLY LIBERAL | 44% |
| Very culturally conservative | 14% |
| Somewhat culturally conservative | 43% |
| Somewhat culturally liberal | 33% |
| Very culturally liberal | 11% |
- 50. [QCommunity5] Choose the answer that best fills in the blank for the following statement:
“My local community is...” [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|---|-----|
| VERY/SOMEWHAT RACIALLY DIVERSE AND INTEGRATED | 65% |
| Very racially diverse and integrated | 21% |
| Somewhat racially diverse and integrated | 44% |
| Not very racially diverse and integrated | 23% |
| Not at all racially diverse and integrated | 12% |
- 51. [QCommunity6] Choose the answer that best fills in the blank for the following statement:
“My group of close friends are...” [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|-------------------------|-----|
| VERY/SOMEWHAT RELIGIOUS | 53% |
| Very religious | 11% |
| Somewhat religious | 42% |
| Not very religious | 29% |
| Not at all religious | 18% |

52. [QCommunityStayLeave] Regardless of whether you have any current plans to move or not, if you had the opportunity, would you rather...? [RANDOMIZE 1-2]
- | | |
|----------------------------------|-----|
| Stay in your current area | 61% |
| Move away from your current area | 39% |
53. [QCommunityBelonging] Do you feel that you belong to a close-knit community? [RANDOMIZE 1-2]
- | | |
|--------|-----|
| Yes | 36% |
| No | 44% |
| Unsure | 19% |
54. [QFRChange] Choose the answer that best fills in the blank for the following statement: "Over the past few years my friend group has... [RANDOMIZE SCALE 1-5, 5-1]
- | | |
|---|-----|
| BECOME MUCH/SOMEWHAT MORE RELIGIOUS | 14% |
| BECOME MUCH/SOMEWHAT LESS RELIGIOUS | 11% |
| Become much more religious | 4% |
| Become somewhat more religious | 10% |
| Has stayed about the same amount as religious | 62% |
| Become somewhat less religious | 6% |
| Become much less religious | 5% |
| Unsure | 13% |

HOUSING

[RANDOMIZE QHousingAffordabilityCommunity AND QHousingAffordabilityCountry IN SAME WAY]

55. [QHousingAffordabilityCommunity] How do you believe housing affordability has changed in your community over the past year? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|---|-----|
| IT HAS BECOME MUCH/A LITTLE MORE AFFORDABLE | 13% |
| IT HAS BECOME MUCH/A LITTLE LESS AFFORDABLE | 76% |
| It has become much more affordable | 3% |
| It has become a little more affordable | 11% |
| It has become a little less affordable | 36% |
| It has become much less affordable | 40% |
| Unsure | 11% |
56. [QHousingAffordabilityCountry] How do you believe housing affordability has changed in the United States over the past year? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|---|-----|
| IT HAS BECOME MUCH/A LITTLE MORE AFFORDABLE | 12% |
| IT HAS BECOME MUCH/A LITTLE LESS AFFORDABLE | 80% |
| It has become much more affordable | 2% |
| It has become a little more affordable | 10% |
| It has become a little less affordable | 32% |
| It has become much less affordable | 49% |
| Unsure | 8% |
57. [QHousingSpending] How much do you spend per month for your housing? [RANDOMIZE SCALE 1-5, 5-1]
- | | |
|--|-----|
| Under \$1,000 | 23% |
| \$1,000 to \$1,999 | 33% |
| \$2,000 to \$2,999 | 17% |
| \$3,000 to \$3,999 | 6% |
| \$4,000+ | 3% |
| I do not personally pay any money for the place where I live | 17% |

[IF QOwnHome IS NOT 1. OWN, ASK]

58. [QOwnFuture] Do you hope to one day own your own home? [RANDOMIZE 1-2]

	(n=809)
Yes	64%
No	24%
Unsure	12%

59. [QEconLongTerm] Looking ahead to the future, how confident are you that you will have enough money to retire and stop working for money at an age that you'd like?

[RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT CONFIDENT	49%
Very confident	21%
Somewhat confident	29%
Not that confident	21%
Not confident at all	23%
Unsure	7%

TRUST

60. [QTrust Battery] How often can you rely on the following sources for trustworthy and credible information? [DISPLAY AS GRID] [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%	49%	40%	6%	2%	3%
My neighbors and coworkers	74%	14%	59%	15%	5%	6%
Health Institutions (i.e. NIH, FDA, CDC)	56%	13%	43%	23%	13%	7%
Reviews you read online	52%	6%	46%	28%	13%	6%
The Supreme Court	44%	10%	34%	29%	20%	7%
State government	43%	7%	36%	29%	24%	4%
Federal government	31%	6%	25%	32%	32%	4%
My Members of Congress	30%	5%	25%	33%	30%	7%
Large corporations	29%	4%	26%	39%	26%	6%

POSITIVITY

61. [QView Battery] Do you have a positive or negative 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 positive	2. Somewhat positive	3. Heard of, no opinion	4. Somewhat negative	5. Very negative	6. Never heard of		
	VERY / SOMEWHAT POSITIVE	VERY / SOMEWHAT NEGATIVE	Very positive	Somewhat positive	Heard of, no opinion	Somewhat negative	Very negative	Never heard of
The Democratic Party	38%	48%	14%	25%	13%	20%	28%	1%
JD Vance	33%	47%	16%	16%	15%	11%	35%	6%
The Republican Party	35%	52%	12%	23%	12%	17%	35%	1%
Donald Trump	36%	57%	18%	18%	6%	12%	45%	*%

CORE: BEHAVIOR MODULE

62. [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, HBO Max, Disney Plus, Hulu)	66%
Amazon Prime	56%
Music streaming service (e.g., Spotify, Apple Music, Pandora)	34%
Walmart+	24%
Costco membership	23%
Gym membership	17%
Newspaper or news website subscription	9%
Subscription boxes (e.g., Stitch Fix, Rent the Runway, FabFitFun, Wine Boxes)	2%
At-home meal kits or boxes (e.g., Blue Apron, HelloFresh, Sunbasket, Factor)	2%
None of the above	13%

63. [QSocial] Which social media platforms or apps do you use? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-14,17-19]

YouTube	77%
Facebook	69%
Instagram	51%
TikTok	42%
X (formerly Twitter)	28%
Reddit	25%
Pinterest	24%
Snapchat	24%
LinkedIn	21%
WhatsApp	20%
Tinder	2%
Hinge	1%
Bumble	1%
RedNote	1%
Bluesky	2%
Truth Social	2%
Something else (Please specify)	1%
None of these	5%

SOCIAL MEDIA

[IF QSocial IS NOT 16. None of the above, ASK]

64. [QSocialUse] How much time do you spend using social media each day? [RANDOMIZE SCALE 1-6,6-1]

	(n=1929)
I do not use social media	2%
Less than one hour each day	24%
One hour each day	16%
Two hours each day	19%
Three hours each day	13%
More than three hours each day	25%
Unsure	1%

[IF QSocial IS NOT 16. None of these, ASK]

65. [QSocialEmotion Battery] How often do you experience each of the following when you use social media? [RANDOMIZE ROWS] [RANDOMIZE SCALE 1-5, 5-1] [REPEAT HEADERS HALFWAY]

	1. Every time I use social media	2. Most of the time I use social media	3. Some of the time I use social media	4. Rarely	5. Never	6. Unsure	
	EVERY / MOST OF THE TIME I USE SOCIAL MEDIA	Every time I use social media	Most of the time I use social media	Some of the time I use social media	Rarely	Never	Unsure
	(n=1929)						
Learning something new	35%	12%	23%	43%	15%	5%	2%
See posts from people who share your political views	32%	9%	22%	39%	15%	10%	4%
Increased sense of closeness with friends and family	31%	9%	22%	33%	20%	12%	4%
See posts from people who do not share your political views	30%	12%	19%	38%	17%	10%	5%
Losing track of time and spend more time on social media than you intended	28%	10%	18%	33%	22%	15%	2%
A sense of inspiration from something you see	27%	7%	20%	44%	19%	8%	2%
Sadness about your life in comparison with others	15%	5%	10%	23%	25%	32%	4%

66. [QSocialMediaAge] In your opinion, at what age should social media use be allowed? If you think there should be no age limit on social media use, just say so. [RANDOMIZE SCALE 1-8, 8-1]

Younger than 10	1%
10-11 years old	2%
12-13 years old	9%
14-15 years old	19%
16-17 years old	25%
18 years old	24%
19-21 years old	3%
21 or older	6%
There should not be an age limit on social media use	5%
Unsure	7%

STREAMING

67. [QStreamingSubscriptionsTV] Which of the following streaming services, if any, do you watch regularly? Select all that apply. [RANDOMIZE 1-11]

Netflix	60%
Amazon Prime Video	49%
Hulu	39%
Paramount+	29%
Disney+	28%
Peacock	27%
HBO Max	26%
Youtube TV	18%
ESPN	15%
Apple TV	12%
Showtime	4%
Something else (Please specify)	4%
I do not have any streaming services	12%

68. [QStreamingAmount] How many streaming services do you personally own subscriptions for? [RANDOMIZE SCALE 1-6, 6-1]

1	16%
2-3	32%
4-5	23%
6-7	8%
8-9	2%
10 or more	19%
I do not personally own any streaming service subscriptions	1%
Unsure	-

69. [QFlybyViewHow] How, if at all, did you view the Artemis II lunar flyby? [RANDOMIZE 1-4]

Live TV	18%
YouTube	14%
Netflix	4%
Twitter	1%
Somewhere else (Please specify)	1%
I did not view the flyby	62%

70. [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 1-12]

Social media (e.g, Instagram, X or TikTok)	41%
YouTube	38%
Your local TV newscast	35%
National broadcast TV news (e.g, ABC World News Tonight, NBC Nightly News, CBS Evening News)	33%
Cable TV news (e.g. CNN, Fox News, MS NOW)	33%
Podcasts	17%
Your local paper, online or print	16%
News or talk radio	15%
Traditional national newspapers, online or print (e.g. The New York Times, Washington Post, Wall Street Journal)	14%
News or opinion websites (e.g. Politico, Axios, Vox)	11%
Public radio or broadcast news (e.g. NPR or PBS)	10%
Newsletters (e.g. Substack)	4%
Something else (Please specify)	2%
None of these	9%

CORE: DEMOGRAPHICS MODULE

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

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

1903 – 1927	*%
1928 – 1945	3%
1946 – 1964	25%
1965 – 1980	25%
1981 – 1996	29%
1997 – 2007	18%

*[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]*

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

Democrat	37%
Republican	36%
Independent	24%
Member of another party	1%
Unsure	3%

[IF REPUBLICAN (QPartyID=1), ASK]

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

	(n=773)
Firmly a Republican	69%
Not firmly a Republican	31%

[IF DEMOCRAT (QPartyID=2), ASK]

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

	(n=865)
Firmly a Democrat	72%
Not firmly a Democrat	28%

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

75. [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=374)
Democrats	18%
Republicans	17%
Both equally often	37%
Unsure	28%

76. [QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	40%
Total Democratic+Democratic-leaning Independents	42%
Total Independent	18%

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

VERY/SOMEWHAT CONSERVATIVE	32%
VERY/SOMEWHAT LIBERAL	25%
Very conservative	14%
Somewhat conservative	18%
Moderate	40%
Somewhat liberal	11%
Very liberal	13%
Unsure	3%

[IF REGISTERED VOTER (QREGVOTE = 1), ASK]

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

	(n=1787)
Donald Trump	43%
Kamala Harris	39%
Someone else	3%
I did not vote in the 2024 presidential election	15%
Unsure	*%

[IF REGISTERED VOTER (QREGVOTE = 1), ASK]

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

	(n=1787)
EXTREMELY/VERY LIKELY	72%
Extremely likely	54%
Very likely	18%
Somewhat likely	15%
Not very likely	5%
Not at all likely	3%
Unsure	5%

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

Less than \$30,000 per year	21%
\$30,000 to \$49,999 per year	15%
\$50,000 to \$74,999 per year	24%
\$75,000 to \$99,999 per year	10%
\$100,000 to \$124,999 per year	10%
\$125,000 to \$149,999 per year	7%
\$150,000 to \$199,999 per year	6%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	2%
Prefer not to say	2%

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

1	24%
2	35%
3	20%
4	13%
5	5%
More than 5 people	3%
Prefer not to say	*%

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

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

	(n=1584)
My spouse or relationship partner	61%
Children	40%
A parent or parent figure	17%
Other family members like siblings or grandparents	17%
Roommates	7%
Prefer not to say	*%

83. [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	8%
Yes, I have	7%
No	86%
Unsure	*%

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

Health insurance	81%
Auto insurance	69%
Home or renters insurance	47%
Life insurance	35%
Pet insurance	9%
Jewelry or valuable item insurance	4%
None of these	8%

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

City	31%
Suburb near a city	47%
Small town not near a city	8%
Rural or country area	14%

86. [QNativity] Where were you born? [RANDOMIZE 1-2]	
In the United States	94%
In a foreign country	6%
Prefer not to say	*%
87. [QMarital] What is your current marital status?	
Single, never married	35%
In a relationship, but not married	12%
Married	35%
Separated	1%
Divorced	11%
Widowed	6%
Prefer not to say	*%
88. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	21%
Roman Catholic	21%
Just Christian	18%
Atheist	5%
Agnostic	5%
Jewish	2%
Muslim	1%
Buddhist	1%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Hindu	*%
Orthodox (such as Greek, Russian, or some other Orthodox church)	*%
Something else (Please specify)	4%
Nothing in particular	20%
89. [QAge] What is your age? [VALIDATED TO BE BETWEEN 0-200] [TERMINATE IF UNDER 18 OR OVER 120]	
18 - 34	29%
35 - 49	25%
50 - 64	24%
65+	23%
90. [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%

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

Healthcare or the pharmaceutical industry		7%
Construction or trades		7%
Food or hospitality		6%
Education		5%
Manufacturing, wholesale, or retail trade		4%
Military or government		3%
Science, technology, or engineering		3%
Finance or insurance		3%
Caregiving		2%
Non-profit		1%
Real estate		1%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		64%

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

Yes	84%
No	15%
Unsure	2%

93. [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	29%
No	71%

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

1. Yes 2. No

	YES	NO
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%
Social Security payments from the US government	30%	70%

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

**95. [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
Have a conversation or spend time with your neighbors	68%	31%	9%	25%	25%	9%	14%	18%	1%
Post your views about political, societal, or local issues on the internet or social media	22%	76%	2%	7%	6%	7%	18%	58%	1%

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

Woman 50%
Man 49%
In some other way 1%

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

White 69%
Hispanic or Latino 17%
Black or African American 15%
Asian 7%
Native American or Alaska Native 3%
Native Hawaiian or Other Pacific Islander 1%
Other race or ethnicity (Please specify) 1%

98. [QRaceRecode] Recoded Race/Ethnicity

White, non-Hispanic 60%
Black, non-Hispanic 12%
Hispanic 17%
AAPI, non-Hispanic 6%
Other/2+ races, non-Hispanic 5%

99. [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 *%

- 100. [QEmployment] What is your current employment status?**
- | | |
|--|-----|
| Employed full-time | 44% |
| 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 | 11% |
| Stay-at-home parent or caregiver | 4% |
| Full time student | 2% |
| Retired | 24% |
| Something else | 3% |
| Prefer not to say | 1% |
- 101. [QOwnHome] Do you currently own or rent your home? [RANDOMIZE 1-2]**
- | | |
|---------------------------------|-----|
| Rent | 58% |
| Own | 34% |
| Something else (Please specify) | 7% |
| Prefer not to say | 1% |
- 102. [QParent] Are you the parent or guardian of one or more children under the age of 18? [RANDOMIZE 1-2]**
- | | |
|-------------------|-----|
| No | 75% |
| Yes | 25% |
| Prefer not to say | *% |
- 103. [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 April 24-28, 2026 in English among a sample of 2,012 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 ± 3.0 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.