



June 2026 Omnibus - Political Tribes - Topline
Survey of N=1,003 voters in the Likely Electorate
Field Dates: June 18-22, 2026
Margin of Error: ± 3.5 Percentage Points

CORE: POLITICAL AND ECONOMIC LANDSCAPE MODULE

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

Wrong track	60%
Right direction	33%
Unsure	7%

2. [QIssues] **If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-16]**

3. [QIssues_SecondChoice] **Which would you say is the second biggest issue facing the country today? [RANDOMIZE 1-16] [IF QISSUES = 1-16, DO NOT DISPLAY THE ANSWER OPTION SELECTED ON QISSUES]**

	1st Choice	2nd Choice	Combined Choice
Cost of living	28%	18%	46%
Political corruption	17%	12%	29%
Jobs and the economy	13%	13%	25%
The state of democracy	9%	9%	18%
Immigration	7%	8%	15%
Healthcare	4%	10%	14%
National security	3%	5%	9%
The environment and climate change	3%	4%	7%
Crime	3%	5%	8%
Taxes	2%	3%	5%
Artificial intelligence	2%	3%	4%
Race relations	2%	2%	3%
Drug abuse	1%	1%	2%
Education	1%	2%	3%
Abortion	1%	2%	2%
Gun rights	*%	*%	1%
Something else (Please specify)	3%	2%	5%
Unsure	1%	1%	2%

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

1. Very favorable 2. Somewhat favorable 3. Heard of, no opinion 4. Somewhat unfavorable 5. Very unfavorable 6. Never heard of

	V/S FAV.	V/S UNFAV.	Very favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Very unfavorable	Never heard of
The Democratic Party	43%	52%	16%	28%	5%	20%	31%	*%
JD Vance	41%	52%	23%	18%	6%	10%	42%	2%
The Republican Party	42%	55%	19%	23%	3%	15%	40%	*%
Donald Trump	40%	59%	23%	18%	1%	10%	49%	*%

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

STRONGLY/SOMEWHAT APPROVE	41%
STRONGLY/SOMEWHAT DISAPPROVE	58%
Strongly approve	21%
Somewhat approve	19%
Somewhat disapprove	10%
Strongly disapprove	48%
Unsure	1%

[RANDOMIZE ORDER OF QTRUMPAPPROVEECON, QTRUMPAPPROVEIMM, AND QTRUMPAPPROVEFOREIGN]

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

STRONGLY/SOMEWHAT APPROVE	38%
STRONGLY/SOMEWHAT DISAPPROVE	60%
Strongly approve	18%
Somewhat approve	20%
Somewhat disapprove	13%
Strongly disapprove	48%
Unsure	2%

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

STRONGLY/SOMEWHAT APPROVE	44%
STRONGLY/SOMEWHAT DISAPPROVE	54%
Strongly approve	31%
Somewhat approve	14%
Somewhat disapprove	10%
Strongly disapprove	44%
Unsure	2%

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

STRONGLY/SOMEWHAT APPROVE	38%
STRONGLY/SOMEWHAT DISAPPROVE	59%
Strongly approve	23%
Somewhat approve	15%
Somewhat disapprove	12%
Strongly disapprove	47%
Unsure	2%

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

[RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY LIKELY	87%
Extremely likely	72%
Very likely	15%
Somewhat likely	8%
Not very likely	2%
Not at all likely	2%
Unsure	2%

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

[RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY MOTIVATED	80%
Extremely motivated	59%
Very motivated	20%
Somewhat motivated	14%
Not very motivated	4%
Not at all motivated	2%
Unsure	1%

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

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

DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	45%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	51%
Definitely the Republican candidate	31%
Probably the Republican candidate	12%
Lean The Republican candidate	1%
Lean The Democratic candidate	1%
Probably the Democratic candidate	11%
Definitely the Democratic candidate	39%
Unsure	5%

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

Republican	39%
Democrat	36%
Independent	24%
Member of another party	1%
Unsure	1%

[IF QPARTYID = 1. REPUBLICAN, ASK]

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

	(n=370)
Firmly a Republican	75%
Not firmly a Republican	25%

[IF QPARTYID = 2. DEMOCRAT, ASK]

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

	(n=394)
Firmly a Democrat	77%
Not firmly a Democrat	23%

[IF QPARTYID=3-5. INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE, ASK]

15. [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=239)
Democrats	39%
Republicans	29%
Both equally often	22%
Unsure	10%

16. [QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	46%
Total Democratic+Democratic-leaning Independents	46%
Total Independent	8%

[IF QPARTYID = 1. REPUBLICAN OR QPARTYLEANVIEW = 1. REPUBLICANS, ASK]

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

	(n=440)
Supporter of the Republican Party	49%
Supporter of Donald Trump	42%
I don't support either one	7%
Unsure	3%

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

Yes, I voted	95%
No, I did not vote	4%
Unsure	*%

[ASK IF Q2024VOTE= 1. YES, I VOTED] [VIA JAVASCRIPT, ONLY SHOW THE CANDIDATES WHO WERE ON THE BALLOT IN EACH PERSON'S RESPECTIVE STATE]

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

	(n=952)
Kamala Harris, the Democratic candidate	49%
Donald Trump, the Republican candidate	48%
Robert F. Kennedy Jr., independent candidate	1%
Jill Stein, Green Party candidate	*%
Chase Oliver, the Libertarian candidate	*%
Cornel West, independent candidate	-
Claudia De la Cruz, the Socialism and Liberation Party candidate	-
Someone else (Please specify)	1%
Unsure	*%

20. [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	29%
GETTING A LOT/LITTLE WORSE	57%
Improving a lot	7%
Improving a little	22%
Staying the same	12%
Getting a little worse	22%
Getting a lot worse	35%
Unsure	2%

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

IMPROVING A LOT/LITTLE	22%
GETTING A LOT/LITTLE WORSE	45%
Improving a lot	4%
Improving a little	18%
Staying the same	31%
Getting a little worse	26%
Getting a lot worse	20%
Unsure	1%

CUSTOM: FIVE PARTIES

22. [QOtherParty] Suppose the Democratic and Republican Parties were replaced by a new set of political parties. Which of these parties would you be most likely to support?

A party that would... [RANDOMIZE 1-5]

Put the middle class first, pass universal health insurance, strengthen labor unions, and raise taxes on the wealthy to support programs for those less well off	34%
Defend the American system of free enterprise, promote traditional family values, and ensure a strong military	20%
Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals	20%
Advance social progress including women's rights and LGBTQ rights, work with other countries through free trade and diplomacy, cut the deficit, and reform capitalism with sensible regulation	12%
Pass a Green New Deal to build a carbon-free economy with jobs for all, break up big corporations, end systemic inequality, and promote social and economic justice	7%
Unsure	7%

CUSTOM: QUADRANTS

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

[INSERT PAIR OF STATEMENTS]

23. [QSocial1]

1. Abortion should be legal in all or most circumstances

2. Abortion should be illegal in all or most circumstances

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	58%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	39%
Strongly agree with Option 1	41%
Somewhat agree with Option 1	17%
Somewhat agree with Option 2	13%
Strongly agree with Option 2	26%
Unsure	3%

24. [QSocial2]

1. America is not the greatest country in the world

2. America is the greatest country in the world

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	36%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	60%
Strongly agree with Option 1	18%
Somewhat agree with Option 1	18%
Somewhat agree with Option 2	20%
Strongly agree with Option 2	40%
Unsure	4%

25. [QSocial3]

1. It is more important to control gun ownership

2. It is more important to protect the right of Americans to own guns

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	51%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	46%
Strongly agree with Option 1	35%
Somewhat agree with Option 1	16%
Somewhat agree with Option 2	14%
Strongly agree with Option 2	32%
Unsure	3%

26. [QSocial4]

1. The government should deal with illegal immigration by making it easier to immigrate to the US legally

2. The government should deal with illegal immigration by increasing border security and enforcement

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	45%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	51%
Strongly agree with Option 1	24%
Somewhat agree with Option 1	21%
Somewhat agree with Option 2	13%
Strongly agree with Option 2	38%
Unsure	4%

27. [QSocial5]

1. Transgender athletes should be able to play on sports teams that match their current gender identity

2. Transgender athletes should only be allowed to play on sports teams that match their birth gender

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	23%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	67%
Strongly agree with Option 1	12%
Somewhat agree with Option 1	11%
Somewhat agree with Option 2	13%
Strongly agree with Option 2	53%
Unsure	11%

28. [QSocial6]

1. The government should prevent people from engaging in hate speech against certain groups in public

2. People should be allowed to express unpopular opinions in public, even those that are deeply offensive to other people

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	43%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	51%
Strongly agree with Option 1	23%
Somewhat agree with Option 1	19%
Somewhat agree with Option 2	26%
Strongly agree with Option 2	25%
Unsure	6%

29. [QSocial7]

1. Racism is built into our society, including into its policies and institutions

2. Racism comes from individuals who hold racist views, not from our society and institutions

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	41%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	55%
Strongly agree with Option 1	23%
Somewhat agree with Option 1	18%
Somewhat agree with Option 2	20%
Strongly agree with Option 2	35%
Unsure	4%

30. [QSocial8]

1. We need to reallocate funding from police departments to social services

2. We need to fully fund the budget for police departments

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	34%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	60%
Strongly agree with Option 1	15%
Somewhat agree with Option 1	19%
Somewhat agree with Option 2	18%
Strongly agree with Option 2	41%
Unsure	6%

31. [QSocial9]

1. There are still significant obstacles that make it harder for women to get ahead than men

2. The obstacles that once made it harder for women than men to get ahead are now gone

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	57%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	38%
Strongly agree with Option 1	29%
Somewhat agree with Option 1	28%
Somewhat agree with Option 2	20%
Strongly agree with Option 2	19%
Unsure	5%

32. [QSocial10]

1. Gay and lesbian couples should be allowed to marry legally

2. Gay and lesbian couples should not be allowed to marry legally

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	67%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	27%
Strongly agree with Option 1	50%
Somewhat agree with Option 1	17%
Somewhat agree with Option 2	8%
Strongly agree with Option 2	20%
Unsure	6%

33. [QEcon1]

1. Hard work and determination are no guarantee of success for most people

2. Most people who want to get ahead can make it if they're willing to work hard

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	46%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	51%
Strongly agree with Option 1	22%
Somewhat agree with Option 1	25%
Somewhat agree with Option 2	24%
Strongly agree with Option 2	27%
Unsure	2%

34. [QEcon2]

1. I would rather have a bigger government providing more services

2. I would rather have a smaller government providing fewer services

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	52%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	38%
Strongly agree with Option 1	26%
Somewhat agree with Option 1	27%
Somewhat agree with Option 2	17%
Strongly agree with Option 2	21%
Unsure	10%

35. [QEcon3]

1. The fact that some people in the U.S. are rich and others are poor is a problem that needs to be fixed

2. The fact that some people in the U.S. are rich and others are poor is an acceptable part of our economic system

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	49%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	47%
Strongly agree with Option 1	25%
Somewhat agree with Option 1	24%
Somewhat agree with Option 2	23%
Strongly agree with Option 2	24%
Unsure	4%

36. [QEcon4]

1. Government regulation of business is necessary to protect the public interest

2. Government regulation of business usually does more harm than good

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	57%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	35%
Strongly agree with Option 1	27%
Somewhat agree with Option 1	30%
Somewhat agree with Option 2	18%
Strongly agree with Option 2	17%
Unsure	8%

37. [QEcon5]

1. The federal minimum wage must be increased to \$20.00 an hour

2. The federal minimum wage should not be increased to \$20.00 an hour

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	57%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	38%
Strongly agree with Option 1	38%
Somewhat agree with Option 1	19%
Somewhat agree with Option 2	14%
Strongly agree with Option 2	23%
Unsure	5%

38. [QEcon7]

1. We should raise taxes in order to ensure Social Security and Medicare's long-term future

2. We should curb benefits in order to ensure Social Security and Medicare's long-term future

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	54%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	34%
Strongly agree with Option 1	27%
Somewhat agree with Option 1	27%
Somewhat agree with Option 2	16%
Strongly agree with Option 2	18%
Unsure	12%

39. [QEcon8]

1. It is the responsibility of the federal government to ensure everyone has health care coverage

2. It is not the responsibility of the federal government to ensure everyone has health care coverage

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	62%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	34%
Strongly agree with Option 1	40%
Somewhat agree with Option 1	22%
Somewhat agree with Option 2	15%
Strongly agree with Option 2	19%
Unsure	4%

40. [QEcon9]

1. Stricter environmental laws and regulations are worth the cost

2. Stricter environmental laws and regulations cost too many jobs and hurt the economy

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	53%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	40%
Strongly agree with Option 1	30%
Somewhat agree with Option 1	22%
Somewhat agree with Option 2	20%
Strongly agree with Option 2	21%
Unsure	7%

41. [QEcon10]

1. We should raise taxes on people making more than \$250,000 a year

2. We should not raise taxes on people making more than \$250,000 a year

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	66%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	26%
Strongly agree with Option 1	44%
Somewhat agree with Option 1	22%
Somewhat agree with Option 2	12%
Strongly agree with Option 2	14%
Unsure	8%

42. [QEstablishment1]

1. I trust experts and research to inform my opinions

2. I put my faith in the wisdom of ordinary people rather than experts and intellectuals

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	60%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	30%
Strongly agree with Option 1	30%
Somewhat agree with Option 1	30%
Somewhat agree with Option 2	18%
Strongly agree with Option 2	13%
Unsure	10%

43. [QEstablishment2]

1. It's best for the future of our country to be active in world affairs

2. We should pay less attention to problems overseas and concentrate on problems here at home

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	49%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	47%
Strongly agree with Option 1	22%
Somewhat agree with Option 1	27%
Somewhat agree with Option 2	25%
Strongly agree with Option 2	22%
Unsure	4%

44. [QEstablishment3]

1. Most politicians are honorable public servants trying to do the right thing for the country

2. Most politicians are corrupt or just looking out for their own interests

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	32%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	63%
Strongly agree with Option 1	6%
Somewhat agree with Option 1	26%
Somewhat agree with Option 2	34%
Strongly agree with Option 2	29%
Unsure	5%

45. [QEstablishment4]

1. Most journalists are doing important work reporting truthfully on current events

2. Most journalists are pushing their opinions in their reporting

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	46%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	48%
Strongly agree with Option 1	22%
Somewhat agree with Option 1	23%
Somewhat agree with Option 2	21%
Strongly agree with Option 2	28%
Unsure	6%

46. [QEstablishment5]

1. Free trade agreements have generally helped the United States

2. Free trade agreements have generally hurt the United States

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	57%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	22%
Strongly agree with Option 1	27%
Somewhat agree with Option 1	31%
Somewhat agree with Option 2	14%
Strongly agree with Option 2	8%
Unsure	21%

47. [QEstablishment6]

1. Collaborative international institutions are crucial to maintaining a free, safe, and stable world

2. Collaborative international institutions limit the United States' ability to act in its own interests

STRONGLY/SOMEWHAT AGREE WITH OPTION 1	60%
STRONGLY/SOMEWHAT AGREE WITH OPTION 2	26%
Strongly agree with Option 1	32%
Somewhat agree with Option 1	28%
Somewhat agree with Option 2	16%
Strongly agree with Option 2	10%
Unsure	14%

48. [USProud_Battery] When thinking about the United States of America, do you feel proud about our country when it comes to each of the following... [DISPLAY AS GRID] [RANDOMIZE ROWS]

1. Yes, I feel proud about it 2. No, I do not feel proud about it

	Yes, I feel proud about it	No, I do not feel proud about it
What America has been in the past	75%	25%
America as it is today	44%	56%
Where America is heading as a nation	43%	57%

49. [QUSAttributes_Battery] In thinking about the United States of America, how do you feel about each of the following compared to the rest of the world? [DISPLAY AS GRID] [RANDOMIZE ROWS]

1. We are the best in the world 2. We are about as good as other countries 3. We are worse than most other countries

	We are the best in the world	We are about as good as other countries	We are worse than most other countries
Our nation's values	40%	41%	18%
Our system of government	40%	38%	21%
Our people	38%	51%	11%

50. [Q250Celebrate] This July 4th, our nation will celebrate 250 years since the signing of the Declaration of Independence and the birth of our country. As we approach this date, do you plan to celebrate in some way, or not? [RANDOMIZE 1-2]

Yes, I plan to celebrate America's 250th in some way	62%
No, I do not plan to celebrate America's 250th in any way	22%
Unsure	16%

51. [QPatriot] How patriotic do you feel towards the United States? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT PATRIOTIC	76%
Very patriotic	44%
Somewhat patriotic	31%
Not very patriotic	15%
Not at all patriotic	6%
Unsure	3%

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

My level of patriotism stays the same regardless of who is in power and the current government policies	61%
How patriotic I feel depends on who is in power and current government policies	32%
Unsure	7%

53. [QFounders] If the Founding Fathers of the country could see America today, do you think they would feel mostly pride, mostly disappointment or an equal mix of pride and disappointment with the current state of the nation? [RANDOMIZE 1-2]

Mostly disappointment	41%
Mostly pride	15%
An equal mix of both	40%
Unsure	4%

54. [QContests_Battery] If Republican and Democratic members of Congress formed teams to compete as a part of celebrating America's 250th birthday, which team do you think would win at each of the following contests? [DISPLAY AS GRID] [RANDOMIZE BATTERY 1-4, 4-1] [RANDOMIZE ROWS]

	1. Definitely Congressional Republicans	2. Probably Congressional Republicans	3. Probably Congressional Democrats	4. Definitely Congressional Democrats	5. Unsure		
	DEFINITELY / PROBABLY CONGRESS. REPUBLICANS	DEFINITELY / PROBABLY CONGRESS. DEMOCRATS	Definitely Congressional Republicans	Probably Congressional Republicans	Probably Congressional Democrats	Definitely Congressional Democrats	Unsure
A baseball game	40%	26%	19%	21%	13%	13%	35%
A hotdog eating contest	39%	28%	17%	22%	15%	13%	33%
A barbecue cook-off	38%	31%	19%	19%	16%	15%	30%
A trivia contest about US history	38%	39%	22%	16%	17%	21%	23%
A state fair baking contest	30%	34%	14%	16%	19%	15%	36%
Hosting a neighborhood block party	32%	43%	16%	16%	21%	22%	25%

55. [QUniqueToAmericaOE] What kind of thing or place can you only find in the United States of America, and nowhere else in the world? [OPEN END]

Locations & Attractions	32%
Freedom, Rights & Liberty	18%
Food & Dining	14%
Government, Political Systems & Institutions	7%
Social Problems & Negative Characteristics	6%
American Culture & Identity	5%
National Symbols	5%
Specific Brands and Companies	5%
Sports & Recreation	3%
People & Community	3%
Current Political Figures & Politics	2%
Gun Culture	3%
US Military and Veterans	1%
Other	3%
Unsure/No response	12%

56. [QInstitutionAmerica] Which two or three of the following make America unique compared to other countries? [RANDOMIZE 1-8] [LIMIT TO 2-3 ANSWERS]

History	55%
System of government	42%
Land and nature	35%
Entrepreneurial spirit	30%
Scientific and technological innovation	28%
Sports	26%
Language and culture	25%
Religious traditions	18%
None of these [EXCLUSIVE]	2%

57. [QUniqueCompany] Which specific companies or brands best represent America, in your view? Choose all that apply. [RANDOMIZE 1-18] [SELECT MULTIPLE]

Coca-Cola	49%
Walmart	42%
Ford	42%
McDonald's	42%
John Deere	40%
Disney	36%
Amazon	36%
Harley-Davidson	36%
Levi's	34%
General Motors	31%
Apple	29%
Google	29%
Anheuser-Busch (Budweiser)	28%
Nike	23%
Home Depot	23%
Costco	21%
SpaceX	20%
Tesla	14%
Unsure [EXCLUSIVE]	9%

58. [QAmericanDream] Which of the following best describes your views on The American Dream - the belief that, through hard work, anyone can achieve success? [RANDOMIZE SCALE 1-4, 4-1]

The American Dream exists for everyone, including me.	40%
The American Dream might exist for some, but it's out of reach for people like me.	22%
The American Dream exists for me, but it's out of reach for other people.	13%
The American Dream no longer exists.	17%
Unsure	8%

59. [QCelebrationLeaderOE] If you could choose one living person to be the public face of America's 250th anniversary celebrations, who would it be? [OPEN END]

Barack Obama	21%
Donald Trump	16%
George Washington	4%
Abraham Lincoln	3%
Tom Hanks	1%
Michelle Obama	1%
JD Vance	1%
Dolly Parton	1%
George Bush	1%
John F. Kennedy	1%
Martin Luther King, Jr.	1%
Elon Musk	1%
Bernie Sanders	1%
Kamala Harris	1%
Jesus	1%
Astronauts	1%
Other - Political Figure	7%
Other - Hollywood Celeb	6%
Other - Music Celeb	4%
Other - Historical Figure	2%
Other - Sports Celeb	2%
Other - TV/media celeb	2%
Other - Military or veteran figure	1%
Other - Average American	1%
Other - Business Leader	1%
Other - Religious Leader	1%
Other - Misc.	1%
Unsure/Non-response	15%

60. [QCelebrationPoliticized] Do you believe that most celebrations for America's 250th anniversary are generally non-partisan, or are they being used for political purposes? [RANDOMIZE 1-2]

Used for political purposes	45%
Non-partisan	32%
Unsure	23%

61. [QCelebrate_Battery] For each of the following, please tell me how closely, if at all, you have been following it. [DISPLAY AS GRID] [RANDOMIZE ROWS] [RANDOMIZE SCALE 1-4, 4-1]

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

	VERY / SOMEWHAT CLOSELY	Very closely	Somewhat closely	Not very closely	Not at all closely	Unsure
America 250 celebrations in my town or city	42%	13%	30%	25%	28%	4%
The FIFA World Cup	38%	15%	24%	21%	38%	3%
The UFC Freedom 250 fight at the White House	28%	11%	17%	22%	46%	3%
The Great American State Fair	18%	5%	12%	23%	53%	5%
Freddy, the German soccer fan posting about his travels across America for the World Cup	17%	5%	12%	18%	60%	5%

62. [QPresidentBDay] Three U.S. presidents, Donald Trump, Bill Clinton, and George W. Bush, are all turning 80 in 2026, the same year America turns 250. If you could, which one would you most want to have a birthday dinner conversation with? [RANDOMIZE 1-3]

Donald Trump	33%
Bill Clinton	33%
George W. Bush	22%
Unsure	11%

63. [QGenImpact] Compared to the generation that came before yours, do you think your generation has made America better or worse? [RANDOMIZE SCALE 1-5, 5-1]

MUCH/SOMEWHAT BETTER	41%
MUCH/SOMEWHAT WORSE	31%
Much better	13%
Somewhat better	29%
About the same	22%
Somewhat worse	21%
Much worse	10%
Unsure	5%

64. [QFutureOutlook] Looking ahead to the next 250 years, which of the following best describes what you think will happen to the United States? [RANDOMIZE SCALE 1-3, 3-1]

America will grow more prosperous, powerful, and united	31%
America will stay roughly the same as it is today	23%
America will decline in its prosperity, power, and unity	33%
Unsure	13%

CORE: DEMOGRAPHICS MODULE

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

VERY/SOMEWHAT CONSERVATIVE	38%
VERY/SOMEWHAT LIBERAL	30%
Very conservative	18%
Somewhat conservative	20%
Moderate	30%
Somewhat liberal	15%
Very liberal	15%
Unsure	1%

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

EXTREMELY/VERY IMPORTANT	41%
Extremely important	18%
Very important	23%
Somewhat important	33%
Not that important	17%
Not important at all	8%
Unsure	1%

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

1. Yes 2. No

	Yes	No
Instagram	48%	52%
X (formerly Twitter)	28%	72%
Facebook	81%	19%
TikTok	34%	66%
Reddit	28%	72%
YouTube	78%	22%
Snapchat	20%	80%

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

Local TV news	46%
Social media (such as YouTube, TikTok, or Snapchat)	38%
Fox News	34%
ABC News	32%
NBC News	32%
CNN	25%
CBS News	25%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	22%
Your local paper, online or in print	21%
Public radio or broadcast news, such as NPR or PBS	15%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	15%
MS NOW	11%
Newsmax	10%
OAN	3%
Something else (Please specify)	6%
None of these [EXCLUSIVE]	7%

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

1903–1927	-
1928–1945	5%
1946–1964	38%
1965–1980	28%
1981–1996	20%
1997–2012	9%

[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]**

[ASK IF QEMPLOYMENT = 1-4]

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

	(n=477)
White collar worker, like work at a desk or an office	59%
Blue collar worker, like work with my hands or in a factory	16%
Service worker, like work in a store, hospital, or restaurant	21%
Unsure	3%

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

City	23%
Suburb near a city	49%
Small town not near a city	11%
Rural or country area	17%

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

In the United States	95%
In a foreign country	5%
Prefer not to say	*0%

73. [QMarital] What is your current marital status?	
Single, never married	29%
Married	50%
Separated	2%
Divorced	12%
Widowed	7%
Prefer not to say	*%

74. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	29%
Roman Catholic	19%
Just Christian	18%
Agnostic	6%
Atheist	5%
Jewish	4%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Muslim	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Buddhist	1%
Hindu	*%
Something else (Please specify)	4%
Nothing in particular	10%

[SHOW ONLY TO QRELIGIONNEW = 1. PROTESTANT, 2. ROMAN CATHOLIC, 3. MORMON, 4. ORTHODOX, 5. JUST CHRISTIAN]

75. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?	
	(n=686)
Yes, born-again or evangelical Christian	39%
No, not born-again or evangelical Christian	59%
Unsure	2%

76. [QChurchOld] How often do you currently attend a religious service?	
At least once a week	25%
Once or twice a month	12%
A few times a year	14%
Usually just for religious holidays	10%
Never	36%
Prefer not to say	3%

CORE: SCREENER MODULE

77. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 0-120, TERMINATE IF UNDER 18]

18 - 34		17%
35 - 49		21%
50 - 64		27%
65+		35%

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

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

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

Healthcare or the pharmaceutical industry		8%
Food service or the restaurant industry		4%
Sales		4%
Technology		4%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these [EXCLUSIVE]		81%

[DISPLAY QCONSENT, QCONSENTFNAME, QCONSENTLNAME, AND QCONSENTZIP AGAIN IF VOTER FILE MATCH FAILED]

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

Woman		53%
Man		47%
In some other way		*%

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

White		76%
Black or African American		12%
Hispanic or Latino		10%
Asian		6%
Native American or Alaska Native		1%
Native Hawaiian or Other Pacific Islander		*%
Other race or ethnicity		1%

82. [RaceRecode] Recoded Race/Ethnicity	
White, non-Hispanic	72%
Black, non-Hispanic	11%
Hispanic	10%
AAPI, non-Hispanic	5%
Other/2+ races, non-Hispanic	3%
83. [QEducation] What is the highest level of education you have completed?	
High school or less	24%
Some college	17%
Associate degree	9%
Bachelor's degree	29%
Graduate degree	20%
Prefer not to say	-
84. [QState] In which state do you live? [DROPDOWN MENU WITH 50 STATES]	
States in the Midwest	23%
States in the Northeast	17%
States in the South	38%
States in the West	23%
85. [QIncome] Which range includes your total annual household income from all sources, before taxes?	
Less than \$30,000 per year	17%
\$30,000 to \$49,999 per year	12%
\$50,000 to \$74,999 per year	17%
\$75,000 to \$99,999 per year	12%
\$100,000 to \$124,999 per year	12%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	11%
\$200,000 to \$249,999 per year	5%
\$250,000 or more per year	3%
Prefer not to say	1%
86. [QEmployment] What is your current employment status?	
Employed full-time	38%
Employed part-time	9%
Freelance, contract, or temporary work	3%
"Gig economy" work like ride shares, food delivery, or dog walking	*%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	4%
Full time student	2%
Retired	33%
Something else	4%
Prefer not to say	1%
87. [QParent] Are you the parent or guardian of one or more children under the age of 18? [RANDOMIZE 1-2]	
No	72%
Yes	27%
Prefer not to say	*%

METHODOLOGY

The June 2026 Echelon Insights America 250 Special Edition Verified Voter Omnibus was fielded online from June 18-22, 2026 in English among a sample of N=1,003 voters in the Likely Electorate (LE) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange based on demographic quotas for registered voters in the likely electorate nationwide, and matched to the L2 voter file to verify respondents' voter registration status.

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

The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2026 likely electorate based on a probabilistic model that incorporates data from the US Census Bureau's American Community Survey and Current Population Survey Voting and Registration Supplement, as well as L2 voter file data. Weighting dimensions included gender, age, race/ethnicity, education, region, party, and voting history.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.5 percentage points.