



March 2026 Omnibus Topline - Updated External
Survey of N=1,033 voters in the Likely Electorate
Field Dates: March 12-16, 2026
Margin of Error: +/- 3.4 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	59%
Right direction	32%
Unsure	9%

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

MUCH/A LITTLE MORE STABLE	28%
MUCH/A LITTLE LESS STABLE	54%
Much more stable	13%
A little more stable	15%
Stay the same	14%
A little less stable	23%
Much less stable	31%
Unsure	4%

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

	1st Choice	2nd Choice	Combined Choice
Cost of living	21%	20%	41%
The state of democracy	15%	11%	26%
Political corruption	15%	13%	28%
Immigration	11%	8%	19%
Jobs and the economy	10%	13%	23%
National security	7%	7%	14%
Healthcare	4%	8%	12%
Crime	3%	4%	7%
Education	1%	1%	2%
Taxes	1%	3%	4%
The environment and climate change	1%	4%	5%
Gun rights	1%	1%	2%
Race relations	1%	2%	3%
Abortion	1%	1%	2%
Drug abuse	*%	1%	2%
Something else (Please specify)	5%	2%	7%
Unsure	1%	2%	2%

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

	1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Never heard of		
	V/S FAV.	V/S UNFAV.	Very favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Very unfavorable	Never heard of
Marco Rubio	35%	42%	21%	14%	16%	12%	30%	8%
The Democratic Party	42%	51%	15%	28%	6%	20%	31%	1%
Markwayne Mullin	14%	23%	8%	6%	16%	6%	17%	47%
JD Vance	41%	51%	24%	17%	6%	9%	42%	2%
The Republican Party	42%	55%	19%	22%	4%	15%	40%	*%
Pete Hegseth	26%	41%	15%	11%	13%	8%	33%	20%
Donald Trump	40%	58%	23%	16%	2%	9%	49%	*%
Kristi Noem	21%	48%	8%	13%	12%	10%	38%	19%

6. [QTrumpApprove] Do you approve or disapprove of the way Donald Trump is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]	
STRONGLY/SOMEWHAT APPROVE	41%
STRONGLY/SOMEWHAT DISAPPROVE	57%
Strongly approve	23%
Somewhat approve	18%
Somewhat disapprove	9%
Strongly disapprove	48%
Unsure	2%

[Randomize Order Of QTrumpApproveEcon, QTrumpApproveImm, and QTrumpApproveForeign]

7. [QTrumpApproveEcon] Do you approve or disapprove of the way Donald Trump is handling the economy? [RANDOMIZE SCALE 1-4, 4-1]	
STRONGLY/SOMEWHAT APPROVE	38%
STRONGLY/SOMEWHAT DISAPPROVE	59%
Strongly approve	20%
Somewhat approve	19%
Somewhat disapprove	12%
Strongly disapprove	47%
Unsure	3%

8. [QTrumpApproveImm] Do you approve or disapprove of the way Donald Trump is handling immigration? [RANDOMIZE SCALE 1-4, 4-1]	
STRONGLY/SOMEWHAT APPROVE	43%
STRONGLY/SOMEWHAT DISAPPROVE	55%
Strongly approve	31%
Somewhat approve	13%
Somewhat disapprove	11%
Strongly disapprove	44%
Unsure	1%

9. [QTrumpApproveForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy? [RANDOMIZE SCALE 1-4, 4-1]	
STRONGLY/SOMEWHAT APPROVE	38%
STRONGLY/SOMEWHAT DISAPPROVE	59%
Strongly approve	23%
Somewhat approve	15%
Somewhat disapprove	12%
Strongly disapprove	47%
Unsure	3%

10. [QTurnout] How likely are you to vote in the upcoming <u>2026 midterm elections</u>? [RANDOMIZE SCALE 1-5, 5-1]	
EXTREMELY/VERY LIKELY	85%
Extremely likely	74%
Very likely	11%
Somewhat likely	8%
Not very likely	3%
Not at all likely	2%
Unsure	2%

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

[RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY MOTIVATED	78%
Extremely motivated	61%
Very motivated	17%
Somewhat motivated	11%
Not very motivated	6%
Not at all motivated	2%
Unsure	2%

12. [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]

13. [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	44%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	49%
Definitely the Republican candidate	31%
Probably the Republican candidate	12%
Lean the Republican candidate	1%
Lean the Democratic candidate	1%
Probably the Democratic candidate	10%
Definitely the Democratic candidate	39%
Unsure	7%

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

Republican	37%
Democrat	34%
Independent	26%
Member of another party	1%
Unsure	2%

[IF QPartyID = 1. Republican, Ask]

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

	(n=355)
Firmly a Republican	75%
Not firmly a Republican	25%

[IF QPartyID = 2. Democrat, Ask]

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

	(n=401)
Firmly a Democrat	81%
Not firmly a Democrat	19%

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

17. [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=277)
Democrats	41%
Republicans	31%
Both equally often	15%
Unsure	14%

[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]

18. [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=436)
Supporter of the Republican Party	50%
Supporter of Donald Trump	42%
I don't support either one	6%
Unsure	3%

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

19. [QMAGAGOP] Do you identify as a MAGA Republican? [RANDOMIZE 1-2]

	(n=436)
No	47%
Yes	42%
Unsure	11%

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

Yes, I voted	94%
No, I did not vote	5%
Unsure	1%

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

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

	(n=976)
Kamala Harris, the Democratic candidate	50%
Donald Trump, the Republican candidate	47%
Jill Stein, Green Party candidate	1%
Robert F. Kennedy Jr., independent candidate	1%
Chase Oliver, the Libertarian candidate	1%
Claudia De la Cruz, the Socialism and Liberation Party candidate	*%
Cornel West, independent candidate	-
Someone else (Please specify)	*%
Unsure	*%

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

22. [Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-20]

	(n=513)
Kamala Harris	21%
Gavin Newsom	19%
Alexandria Ocasio-Cortez	11%
Pete Buttigieg	9%
Josh Shapiro	5%
Cory Booker	4%
Mark Kelly	4%
Andy Beshear	3%
JB Pritzker	2%
Wes Moore	2%
Raphael Warnock	2%
Gretchen Whitmer	2%
Chris Murphy	1%
Jon Ossoff	1%
Ro Khanna	1%
Jared Polis	1%
John Fetterman	1%
Ruben Gallego	*0%
Rahm Emanuel	*0%
Someone else (Please specify)	*0%
Unsure	12%

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

23. [Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-18]

	(n=436)
JD Vance	40%
Marco Rubio	16%
Donald Trump, Jr.	9%
Ron DeSantis	5%
Nikki Haley	5%
Vivek Ramaswamy	3%
Robert F. Kennedy, Jr.	3%
Tucker Carlson	1%
Ted Cruz	1%
Tulsi Gabbard	1%
Marjorie Taylor Greene	1%
Josh Hawley	1%
Tim Scott	1%
Glenn Youngkin	1%
Steve Bannon	*0%
Sarah Huckabee Sanders	*0%
Kristi Noem	-
Doug Burgum	-
Someone else (Please specify)	1%
Unsure	13%

CORE: ECONOMY

24. [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	24%
GETTING A LOT/LITTLE WORSE	61%
Improving a lot	6%
Improving a little	17%
Staying the same	13%
Getting a little worse	27%
Getting a lot worse	34%
Unsure	2%

25. [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	43%
Improving a lot	6%
Improving a little	16%
Staying the same	33%
Getting a little worse	27%
Getting a lot worse	16%
Unsure	2%

26. [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	52%
I am just able to pay for basic necessities	32%
I struggle to pay for basic necessities	15%
Unsure	1%

MERGER

27. [QMergerSupport] Do you approve or disapprove of the merger between Paramount Skydance and Warner Bros.? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	25%
STRONGLY/SOMEWHAT DISAPPROVE	25%
Strongly approve	6%
Somewhat approve	19%
Somewhat disapprove	12%
Strongly disapprove	13%
Unsure	51%

IRAN WAR

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

	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	
Canada	72%	14%	41%	31%	13%	11%	3%	1%	
The United Kingdom	68%	14%	29%	39%	17%	9%	5%	1%	
Israel	44%	38%	20%	24%	17%	19%	20%	1%	
Mexico	44%	38%	13%	31%	18%	26%	12%	1%	
Venezuela	24%	45%	4%	19%	30%	29%	16%	1%	
China	17%	67%	4%	13%	15%	29%	38%	1%	
Iran	7%	77%	3%	4%	16%	22%	55%	1%	
Russia	7%	78%	2%	5%	14%	22%	56%	1%	

29. [QIranThreat] How serious a threat do you think Iran poses to Israel? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT SERIOUS	75%
Very serious	45%
Somewhat serious	30%
Not that serious	10%
Not at all serious	6%
Unsure	9%

30. [QIranThreatUS] How serious a threat do you think Iran poses to the United States? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT SERIOUS	64%
Very serious	32%
Somewhat serious	32%
Not that serious	18%
Not at all serious	12%
Unsure	5%

31. [QIranOperationApprove] Do you approve or disapprove of the United States' military operations against the Iranian government? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	43%
STRONGLY/SOMEWHAT DISAPPROVE	49%
Strongly approve	24%
Somewhat approve	19%
Somewhat disapprove	16%
Strongly disapprove	33%
Unsure	7%

32. [QIranWarAirstrikes_A] Do you support or oppose the idea of the United States going to war to degrade Iran's military capabilities and prevent them from getting a nuclear weapon? [RANDOMIZE SCALE 1-4, 4-1]

	(n=519)
STRONGLY/SOMEWHAT SUPPORT	48%
STRONGLY/SOMEWHAT OPPOSE	44%
Strongly support	29%
Somewhat support	20%
Somewhat oppose	18%
Strongly oppose	26%
Unsure	7%

33. [QIranWarAirstrikes_B] Do you support or oppose the idea of the United States launching airstrikes to degrade Iran's military capabilities and prevent them from getting a nuclear weapon? [RANDOMIZE SCALE 1-4, 4-1]

	(n=514)
STRONGLY/SOMEWHAT SUPPORT	48%
STRONGLY/SOMEWHAT OPPOSE	41%
Strongly support	30%
Somewhat support	18%
Somewhat oppose	16%
Strongly oppose	25%
Unsure	11%

34. [QIranianSupport] Do you think the Iranian people support the United States' military operations against the Iranian government? [RANDOMIZE SCALE 1-4, 4-1]

DEFINITELY/PROBABLY YES	39%
DEFINITELY/PROBABLY NOT	43%
Definitely yes	14%
Probably yes	25%
Probably not	25%
Definitely not	18%
Unsure	18%

35. [QIranUSSideWith] Who do you side with more in the current conflict in the Middle East? [RANDOMIZE 1-2]

The United States and Israel	65%
Iran	11%
Unsure	25%

36. [QPuckIranGoal Battery] Please indicate whether you believe each of the following are legitimate reasons for the United States' military campaign against the Iranian government. [DISPLAY AS GRID] [RANDOMIZE ROWS]

	1. Definitely a legitimate reason	2. Probably a legitimate reason	3. Probably NOT a legitimate reason	4. Definitely NOT a legitimate reason	5. Unsure		
	DEF. / PROB. A LEGIT. REASON	DEF. / PROB. NOT A LEGIT. REASON	Definitely a legitimate reason	Probably a legitimate reason	Probably NOT a legitimate reason	Definitely NOT a legitimate reason	Unsure
Prevent Iran from acquiring a nuclear weapon	69%	23%	49%	20%	11%	12%	8%
Degrade Iran's military capabilities so they cannot harm the <u>United States</u>	63%	30%	42%	21%	14%	15%	7%
Degrade Iran's military capabilities so they cannot harm <u>Israel</u>	59%	32%	32%	27%	16%	16%	10%
Replace Iran's current government with a democracy	44%	43%	22%	22%	22%	21%	13%
Overthrow Iran's government	44%	44%	21%	24%	21%	23%	11%

[Ask if Q2024Ballot = 1. Donald Trump]

37. [QPuckIranStrikeAmFirst] Do you think the United States' military campaign against the Iranian government is an "America First" policy? [RANDOMIZE 1-2]

	(n=423)
Yes	58%
No	17%
Unsure	26%

38. [QPuckIranFunding] Do you support or oppose Congress passing additional funding to pay for the military operations against the Iranian government? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	43%
STRONGLY/SOMEWHAT OPPOSE	47%
Strongly support	23%
Somewhat support	20%
Somewhat oppose	17%
Strongly oppose	30%
Unsure	10%

39. [QPuckIranGround] Do you support or oppose sending ground troops into Iran? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	21%
STRONGLY/SOMEWHAT OPPOSE	69%
Strongly support	6%
Somewhat support	15%
Somewhat oppose	23%
Strongly oppose	46%
Unsure	10%

OIL AND GAS

40. [QAfford_Gas] Would you say that gas is currently affordable or unaffordable?

RANDOMIZE SCALE 1-4,4-1]

VERY/SOMEWHAT AFFORDABLE	36%
VERY/SOMEWHAT UNAFFORDABLE	60%
Very affordable	5%
Somewhat affordable	31%
Somewhat unaffordable	37%
Very unaffordable	22%
Unsure	4%

41. [QAIFav] Do you have a favorable or unfavorable view of artificial intelligence (AI)?

[RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMEWHAT FAVORABLE	44%
VERY/SOMEWHAT UNFAVORABLE	44%
Very favorable	12%
Somewhat favorable	32%
Heard of, no opinion	10%
Somewhat unfavorable	25%
Very unfavorable	19%
Never heard of	1%

[Ask if QAIFav = 1-2]

42. [QAIFavOE] Why do you have a favorable view of artificial intelligence (AI)? [OPEN END]

	(n=447)
Productivity & efficiency	37%
Future potential of AI	27%
Generally helpful	12%
Information accessibility	9%
Beneficial overall but needs regulation & oversight	7%
Medical advancements	5%
Content creation / creative endeavors	3%
Other	5%
Unsure/No answer	4%

[Ask if QAIFav = 4-5]

43. [QAUnFavOE] Why do you have an unfavorable view of artificial intelligence (AI)? [OPEN END]

	(n=469)
Trust and reliability issues	26%
Job displacement	21%
Overdependence / loss of human input	15%
General dislike or discomfort	11%
Potential for misuse & abuse	9%
Environmental impact	8%
Lack of regulation & safeguards	6%
Fear of AI dominance	6%
Security and privacy concerns	5%
Unpredictability and unknown effects	4%
Other	4%
Unsure/No Answer	1%

44. [QAIReliable] How reliable do you consider artificial intelligence models? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT RELIABLE	55%
Very reliable	10%
Somewhat reliable	46%
Not very reliable	21%
Not at all reliable	13%
Unsure	10%

45. [QAIUse] How often, if ever, do you use artificial intelligence? [RANDOMIZE SCALE 1-4, 4-1]

OFTEN/SOMETIMES	48%
Often	19%
Sometimes	29%
Rarely	26%
Never	25%

[Ask if QAIUse = 1-3]

46. [QAI] For the following list of artificial intelligence models, please indicate which you have used in the past week. [DISPLAY AS GRID] [RANDOMIZE ROWS]

	1. Yes	2. No
(n=764)		
Gemini from Google	57%	43%
ChatGPT from OpenAI	52%	48%
Copilot from Microsoft	34%	66%
Meta AI from Meta	29%	71%
Grok from xAI	12%	88%
Claude from Anthropic	12%	88%

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

Helpful	39%
Harmful	36%
Unsure	25%

48. [QAIRisk] Which of the following risks of artificial intelligence do you worry about more? [RANDOMIZE 1-2]

Artificial intelligence causing major job losses and economic disruption	49%
Artificial intelligence eventually becoming powerful enough that humans lose control over it	33%
Neither one	18%

HEALTHCARE MODULE

49. [QCoverageRX] Which of the following do you believe is a larger problem in this country?
[RANDOMIZE 1-2]

Health coverage getting more expensive and covering less	69%
Prescription drugs getting more expensive and harder to afford	21%
Neither are problems	4%
Unsure	6%

CORE: DEMOGRAPHICS MODULE

50. [QDisability] Do you or someone in your household or immediate family have a disability? [RANDOMIZE 1-2] [SELECT MULTIPLE]

Yes, I do	19%
Yes, a member of my household or my immediate family does	13%
No	71%

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

VERY/SOMEWHAT CONSERVATIVE	37%
VERY/SOMEWHAT LIBERAL	30%
Very conservative	17%
Somewhat conservative	20%
Moderate	31%
Somewhat liberal	15%
Very liberal	15%
Unsure	2%

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

EXTREMELY/VERY IMPORTANT	39%
Extremely important	16%
Very important	22%
Somewhat important	30%
Not that important	19%
Not important at all	11%
Unsure	2%

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

No	45%
Yes	37%
Unsure	18%

54. [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
YouTube	79%	21%
Facebook	78%	22%
Instagram	48%	52%
TikTok	34%	66%
X (formerly Twitter)	27%	73%
Reddit	26%	74%
Snapchat	20%	80%

55. [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	50%
Social media (such as YouTube, TikTok, or Snapchat)	38%
Fox News	34%
ABC News	33%
NBC News	31%
CBS News	28%
CNN	27%
Your local paper, online or in print	24%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	21%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	18%
Public radio or broadcast news, such as NPR or PBS	17%
MS NOW	10%
Newsmax	8%
OAN	1%
Something else (Please specify)	6%
None of these	7%

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

1903–1927	-
1928–1945	4%
1946–1964	38%
1965–1980	28%
1981–1996	21%
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]

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

	(n=513)
White collar worker, like work at a desk or an office	60%
Blue collar worker, like work with my hands or in a factory	19%
Service worker, like work in a store, hospital, or restaurant	18%
Unsure	4%

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

City	21%
Suburb near a city	51%
Small town not near a city	12%
Rural or country area	16%

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

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

60. [QMarital] What is your current marital status?	
Single, never married	28%
Married	52%
Separated	1%
Divorced	13%
Widowed	6%
Prefer not to say	*%

61. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	29%
Just Christian	17%
Roman Catholic	17%
Atheist	7%
Agnostic	7%
Jewish	3%
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)	3%
Nothing in particular	13%

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

62. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?	
	(n=664)
Yes, born-again or evangelical Christian	41%
No, not born-again or evangelical Christian	56%
Unsure	3%

63. [QChurchOld] How often do you currently attend a religious service?	
At least once a week	24%
Once or twice a month	9%
A few times a year	15%
Usually just for religious holidays	10%
Never	40%
Prefer not to say	3%

CORE: SCREENER MODULE (ASKED AT BEGINNING OF SURVEY)

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

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

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

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

66. [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		9%
Food service or the restaurant industry		5%
Technology		5%
Sales		5%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		80%

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

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

Woman	52%
Man	47%
In some other way	1%

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

White	76%
Black or African American	13%
Hispanic or Latino	10%
Asian	5%
Native American or Alaska Native	2%
Native Hawaiian or Other Pacific Islander	*%
Other race or ethnicity	*%

[QRaceRecode] Recoded Race/Ethnicity

White, non-Hispanic	72%
Black, non-Hispanic	11%
Hispanic	10%
AAPI, non-Hispanic	5%
Other/2+ races, non-Hispanic	3%

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

High school or less	24%
Some college	16%
Associate degree	10%
Bachelor's degree	29%
Graduate degree	20%
Prefer not to say	*%

70. [QState] In which state do you live? [DROPDOWN MENU WITH 50 STATES]	
States in the South	38%
States in the Midwest	23%
States in the West	23%
States in the Northeast	17%
71. [QIncome] Which range includes your total annual household income from all sources, before taxes?	
Less than \$30,000 per year	18%
\$30,000 to \$49,999 per year	14%
\$50,000 to \$74,999 per year	16%
\$75,000 to \$99,999 per year	14%
\$100,000 to \$124,999 per year	12%
\$125,000 to \$149,999 per year	8%
\$150,000 to \$199,999 per year	9%
\$200,000 to \$249,999 per year	4%
\$250,000 or more per year	5%
Prefer not to say	1%
72. [QEmployment] What is your current employment status?	
Employed full-time	41%
Employed part-time	8%
Freelance, contract, or temporary work	2%
“Gig economy” work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	5%
Stay-at-home parent or caregiver	3%
Full time student	2%
Retired	34%
Something else	4%
Prefer not to say	1%
73. [QParent] Are you the parent or guardian of one or more children under the age of 18? [RANDOMIZE 1-2]	
No	75%
Yes	24%
Prefer not to say	*%

METHODOLOGY

The March 2026 Echelon Insights Verified Voter Omnibus was fielded online from March 12-16, 2026 in English among a sample of N=1,033 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 +/- 3.4 percentage points.