Q4 2026 Consumer Omnibus Topline
Survey of N=2,009 Adults Nationwide
Field Dates: November 2-9, 2026
Margin of Error: ± 2.7 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]**

Right direction	29%
Wrong track	58%
Unsure	13%

2. **[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]**

IMPROVING A LOT/LITTLE	22%
GETTING A LOT/LITTLE WORSE	57%
Improving a lot	7%
Improving a little	15%
Staying the same	18%
Getting a little worse	29%
Getting a lot worse	27%
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	37%
I am just able to pay for basic necessities	35%
I struggle to pay for basic necessities	26%
Unsure	2%

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

IMPROVING A LOT/LITTLE	26%
GETTING A LOT/LITTLE WORSE	40%
Improving a lot	7%
Improving a little	19%
Staying the same	33%
Getting a little worse	25%
Getting a lot worse	15%
Unsure	1%

CORE: PERSONAL FINANCES, POSSESSIONS, AND SPENDING

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

1. Yes 2. No

	Yes	No
A smartphone	98%	2%
A television	96%	4%
A car	84%	16%
A laptop or desktop computer	84%	16%
A pet	64%	36%
A smart home device (e.g., Alexa, Google Home, Nest)	47%	53%
A gun or firearm	26%	74%
Cryptocurrency	18%	82%

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

Groceries	61%
Paying your mortgage or rent	44%
Transportation	26%
Insurance	24%
Placing money in an emergency fund	20%
Medical or prescription drug costs	19%
Going out to eat	18%
Saving for retirement	16%
New clothes	13%
A vacation	9%
Child care	7%
None of these	12%

7. [QCostCut] In the past 12 months, which of the following have you done to cope with higher prices? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-9]

Cut back on dining out or entertainment	55%
Cut back on groceries	47%
Driven less because of gas prices	36%
Delayed a major purchase	35%
Drawn out from savings	26%
Carried a larger credit card balance	21%
Used buy now, pay later for everyday essentials	16%
Taken on extra work or a second job	14%
Changed where I live or my housing arrangement	7%
Something else (Please specify)	2%
None of these	14%

8. [QKeepBuy] Which of the following would you keep buying even if they became more expensive? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-10]

Groceries and household essentials	82%
Gas	61%
Pet food and supplies	45%
Clothing and accessories	31%
Coffee or other daily treats	28%
Streaming and other subscriptions	24%
Electronics and tech gadgets (e.g., phones, tablets, laptops)	19%
Dining out or takeout meals	19%
Travel and vacations	12%
Gym memberships	9%
Something else (Please specify)	1%
None of these	4%

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

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

	Not at all	Once	A few times (2-3)	Several times (4-6)	Many times (7+)	Unsure
Used a buy now, pay later service like Afterpay or Klarna	65%	9%	14%	7%	4%	2%
Signed up for a new credit card	61%	25%	10%	2%	1%	1%
Taken a flight on an airplane	59%	15%	16%	7%	3%	*%
Spent more than $400 on a single item	51%	19%	19%	6%	3%	2%
Canceled a subscription	40%	19%	29%	6%	4%	2%

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

1. In the next 6 months	2. This year	3. Next year	4. 2-4 years from now	5. 5 or more years from now	6. Never	7. Unsure

	THIS YEAR OR SOONER	**NEXT YEAR OR LATER**	In the next 6 months	This year	Next year	2-4 years from now	5 or more years from now	Never	Unsure
Take a vacation	**28%**	**45%**	17%	10%	31%	10%	4%	12%	16%
Purchase or upgrade a cell phone or smartphone	**26%**	**55%**	14%	12%	27%	22%	7%	5%	14%
Purchase or replace a major home appliance like a dishwasher or washing machine [IF HOMEOWNER QOwnHome IS 1. Own] (n=1220)	**20%**	**55%**	9%	11%	20%	22%	13%	5%	20%
Renovate or remodel at least part of your home [IF HOMEOWNER QOwnHome IS 1. Own] (n=1220)	**18%**	**54%**	10%	8%	21%	19%	13%	13%	16%
Purchase or upgrade a laptop or desktop computer	**16%**	**53%**	8%	8%	23%	21%	9%	13%	18%
Purchase or lease a car	**15%**	**57%**	8%	6%	21%	23%	13%	13%	15%
Purchase a home or additional home	**4%**	**40%**	2%	2%	7%	13%	20%	38%	18%
Have a baby	**2%**	**17%**	1%	1%	4%	7%	7%	67%	14%

INSURANCE & SOCIAL SECURITY

11. [QCoverage] Which of the following best describes how you get your health insurance? I am covered… [RANDOMIZE 1-7]

Through Medicare	26%
Through my or a family member's employer	25%
Through Medicaid	20%
Through an individual or family plan that I or my spouse buy	9%
Through a healthcare.gov marketplace plan	7%
Through VA, TRICARE, or other military coverage	2%
Through my college or university	1%
I do not have health insurance	8%
Prefer not to say	1%

[IF HAVING HEALTH INSURANCE (QCoverage IS NOT 8. I do not have health insurance), ASK]

12. [QPremiumChange] Compared to a year ago, have you experienced an increase or decrease in your health insurance premiums? [RANDOMIZE SCALE 1-5, 5-1]

	(n=1885)
INCREASED A LOT/SOMEWHAT	43%
DECREASED A LOT/SOMEWHAT	4%
Increased a lot	11%
Increased somewhat	32%
Stayed about the same	33%
Decreased somewhat	2%
Decreased a lot	1%
I do not pay anything for my coverage	13%
Unsure	7%

13. [QRxCost] In the past 12 months, have you done any of the following to manage the cost of prescription medications? Select all that apply. [SELECT MULTIPLE, RANDOMIZE 1-5]

Used a discount card or coupon	24%
Asked my doctor for a cheaper option	20%
Skipped filling a prescription	14%
Taken less than prescribed or skipped doses	13%
Paid cash outside my insurance to get a lower price	12%
Something else (Please specify)	1%
None of the above	51%

14. [QACACreditsAware] Before today, have you seen, read or heard anything about the extra federal help lowering health insurance premiums for people who buy plans through marketplaces like Healthcare.gov that ended at the end of last year? [RANDOMIZE 1-2]

Yes	19%
No	69%
Unsure	11%

15. **[QACACreditsRestore] Until the end of last year, the federal government gave extra help lowering monthly premiums for people who buy health insurance through marketplaces like Healthcare.gov. That extra help has ended. Supporters of bringing it back say it keeps coverage affordable. Opponents say it costs too much and adds to the deficit. Would you support or oppose bringing back this extra credit? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	67%
STRONGLY/SOMEWHAT OPPOSE	13%
Strongly support	35%
Somewhat support	33%
Somewhat oppose	8%
Strongly oppose	5%
Unsure	19%

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

16. **[QRetireDelay] Compared to what you expected a few years ago, when do you now expect to retire? [RANDOMIZE SCALE 1-3, 3-1]**

	(n=1136)
Earlier than I expected	5%
About the same time	37%
Later than I expected	32%
I do not expect to be able to retire	20%
Unsure	7%

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

17. **[QRetireComfort] How confident are you that you will have enough money to live comfortably throughout your retirement? [RANDOMIZE SCALE 1-4, 4-1]**

	(n=1136)
VERY/SOMEWHAT CONFIDENT	52%
Very confident	18%
Somewhat confident	34%
Not very confident	24%
Not at all confident	20%
Unsure	5%

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

18. **[QRetireNumberOE] How much money do you think you need to have saved by the time you retire to live comfortably throughout your retirement, not counting Social Security? [OPEN END] [FORCE WHOLE NUMBER] [MIN 0] [MAX 20,000,000]**

19. **[QSocialConfident] How confident are you that Social Security will be able to pay you the benefits you expect to receive after you retire? [RANDOMIZE SCALE 1-4, 4-1]**

	(n=1136)
VERY/SOMEWHAT CONFIDENT	50%
Very confident	15%
Somewhat confident	36%
Not very confident	28%
Not at all confident	17%
Unsure	6%

20. [QSocialFix] Some estimates project that Social Security funds will run out of reserves in 2032. After that it could pay about 80% of scheduled benefits unless the government acts on it. Knowing this, which of the following approaches would you most prefer to maintain your Social Security benefits? [RANDOMIZE 1-6]

Make higher earners pay Social Security tax on more of their income	22%
Use other federal revenues to cover the gap	17%
Reduce the annual cost-of-living increase	15%
Reduce benefits for higher-income retirees	10%
Raise Social Security payroll taxes on workers and employers	7%
Raise the full retirement age	5%
Make no changes, even if benefits are reduced	6%
Unsure	19%

CORE: ARTIFICIAL INTELLIGENCE

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

VERY/SOMEWHAT FAVORABLE	52%
VERY/SOMEWHAT UNFAVORABLE	39%
Very favorable	15%
Somewhat favorable	37%
Somewhat unfavorable	20%
Very unfavorable	20%
Unsure	9%

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

Opportunity	45%
Threat	36%
Unsure	19%

23. [QAIRisk] How much of a risk, if any, do you think artificial intelligence poses to the survival of humanity? [RANDOMIZE SCALE 1-4, 4-1]

A MAJOR/MODERATE RISK	56%
A major risk	22%
A moderate risk	34%
A minor risk	25%
No risk at all	11%
Unsure	7%

24. [QAINature] Which of these statements comes closest to your view, even if none of them are exactly right? [RANDOMIZE 1-2]

AI is a tool today, but it could eventually learn to think for itself	61%
AI is a tool that people control. It cannot think for itself and never will.	25%
Unsure	14%

25. [QSISRH] Have you recently seen, read, or heard anything about “super intelligence”? [RANDOMIZE 1-2]

Yes	33%
No	55%
Unsure	12%

26. [QAIImpact] What type of impact do you think artificial intelligence will have on each of the following? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ROWS] [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
Product recommendations for consumers	36%	34%	17%	14%
Business efficiency	36%	35%	17%	12%
Shopping experiences for consumers	36%	35%	18%	12%
Personal creativity	27%	29%	33%	11%
Workplace efficiency	32%	36%	21%	11%
Content creation	28%	33%	27%	12%
K-12 Education	20%	31%	36%	13%
Cost of living	17%	33%	33%	17%

27. [QAIBenefit] Thinking about the next 10 years, do you think artificial intelligence will help or hurt each of the following groups? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ROWS] [RANDOMIZE SCALE 1-3, 3-1]

1. Mostly help
2. Neither help nor hurt
3. Mostly hurt
4. Unsure

	Mostly help	Neither help nor hurt	Mostly hurt	Unsure
Large corporations	48%	22%	18%	13%
Doctors/healthcare workers	43%	22%	22%	12%
Architects	38%	23%	24%	15%
Computer programmers	42%	17%	31%	10%
Lawyers	32%	31%	22%	16%
White collar office workers	31%	23%	32%	14%
Small businesses	32%	24%	33%	12%
College students	32%	21%	36%	11%
K-12 students	26%	22%	39%	13%
Blue collar workers	20%	28%	39%	13%

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

28. [QAIJobSecurity] How worried are you, if at all, that artificial intelligence or AI could eliminate or replace your current job in the next 5 years? [RANDOMIZE SCALE 1-4, 4-1]

	(n=1136)
VERY/SOMEWHAT WORRIED	42%
Very worried	14%
Somewhat worried	28%
Not too worried	31%
Not at all worried	24%
Unsure	3%

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

ChatGPT (OpenAI)	51%
Google Gemini	42%
Google Search AI summaries or AI Mode	29%
Microsoft Copilot	23%
Meta AI	20%
Claude (Anthropic)	12%
Grok	8%
Perplexity AI	5%
Something else (Please specify)	1%
I have used AI in the past 12 months but don't recall the name	2%
I have not used AI in the past 12 months	22%

30. [QMuseSRH] Have you recently seen, read, or heard anything about Meta's Muse Spark, the AI model that powers Meta AI in WhatsApp, Messenger, and Instagram? [RANDOMIZE 1-2]

Yes	30%
No	63%
Unsure	7%

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

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

	(n=1577)
Search for information online	66%
Research or compare products	40%
Have a conversation or ask for advice	34%
Look up health information	34%
Write or edit an email or document	31%
Get recommendations (restaurants, movies, gifts)	29%
Complete a task for work or school	25%
Plan a trip or vacation	13%
Manage personal finances	13%
Search for cheaper tickets	11%
Something else (Please specify)	4%

32. [QAIEncounter] Which of the following places have you most recently encountered AI features or AI chatbots? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-7]

When searching for information online	53%
On social media platforms like X, Instagram, TikTok	36%
When contacting customer service	36%
When shopping online	32%
When reading news or articles online (e.g., AI-generated summaries)	22%
In email or messaging apps	19%
In streaming or entertainment recommendations	14%
Something else (Please specify)	1%
None of these	15%

INFORMATION TRUST

33. [QInfoFirst] When you need to find information online, which is your first choice? [RANDOMIZE 1-2]

A traditional search engine (e.g., Google, Bing)	55%
An AI chatbot or tool (e.g., ChatGPT, Google Gemini)	18%
I use both equally	22%
Unsure	4%

34. [QInfoConflict] If a traditional search result from platforms like Google and an AI-generated answer from platforms like ChatGPT gave you conflicting information, which would you be more likely to trust? [RANDOMIZE 1-2]

Results from traditional search engines	46%
Information from AI platforms	18%
Neither, I would check another source	25%
Unsure	11%

35. [QAISummaryAccuracy] AI-generated summaries, such as the AI answers that appear at the top of search results, are now common. In general, how accurate do you think AI-generated summaries are? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT ACCURATE	67%
Very accurate	16%
Somewhat accurate	51%
Not very accurate	12%
Not at all accurate	6%
Unsure	15%

36. [QAISummaryCheck] How often do you click through to check the original sources cited in an AI-generated summary? [RANDOMIZE SCALE 1-5, 5-1]

VERY/FAIRLY OFTEN	33%
Very often	12%
Fairly often	21%
From time to time	27%
Rarely	16%
Never	17%
Unsure	7%

37. [QTrustAIInfo] Now thinking about things you might use AI for, which of the following would you trust AI to do most reliably? Select up to two. [RANDOMIZE 1-8] [SELECT MULTIPLE, UP TO 2]

Summarizing a news story	26%
Summarizing online customer reviews	26%
Checking whether a "sale" price is a real discount	18%
Reading a nutrition label and judging how healthy a product is	15%
Finding the full price of a flight, including fees	13%
Recommending a gift	12%
Summarizing a website's privacy policy	10%
Explaining a medical bill	10%
None of these	28%

38. [QAIFuture] Thinking about the next two to three years, which of these statements comes closest to your view, even if none of them are exactly right? [RANDOMIZE 1-3]

I expect to rely more on AI in my daily life	26%
I expect to rely less on AI in my daily life	17%
I expect my reliance on AI to stay about the same	42%
Unsure	14%

CORE: TRUST

39. [QTrust] How much can you rely on the following sources for trustworthy and credible information? [DISPLAY AS GRID, OVER TWO PAGES] [RANDOMIZE ROWS] [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	**88%**	48%	40%	6%	2%	4%
My neighbors and coworkers	**73%**	18%	55%	14%	5%	8%
Reviews you read online	**64%**	10%	54%	23%	6%	6%
Health Institutions (i.e. NIH, FDA, CDC)	**61%**	18%	44%	21%	10%	8%
The Supreme Court	**47%**	13%	34%	27%	19%	7%
State government	**45%**	9%	36%	30%	20%	6%
My Members of Congress	**34%**	8%	27%	35%	24%	7%
Federal government	**33%**	7%	26%	34%	28%	6%
Large corporations	**33%**	6%	27%	37%	22%	8%

CUSTOMER SERVICE

40. [QCustomerService] How would you prefer to communicate with customer service when needed? Select up to two. [RANDOMIZE 1-7] [SELECT MULTIPLE, UP TO 2]

Over a phone call	54%
Online chat	31%
In person	30%
Over email	19%
Over text	18%
In the store or retailer's app	10%
On X (formerly known as Twitter), Instagram, or other social media	3%
None of these	1%

41. [QCSHumanAI] When you contact customer service, which of the following would you prefer to deal with first? [RANDOMIZE 1-2]

A human representative	70%
An AI assistant or chatbot that can try to resolve my issue first	7%
Both equally	20%
Neither	2%

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

I tend to trust small businesses more when it comes to customer service, returns, and overall experience.	59%
I tend to trust big businesses more when it comes to customer service, returns, and overall experience.	21%
Unsure	20%

43. [QReturn] Would you describe the following return policies as reasonable or unreasonable? [RANDOMIZE SCALE 1-4, 4-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

1. Very reasonable	2. Somewhat reasonable	3. Somewhat unreasonable	4. Very unreasonable	5. Unsure

	VERY / SOMEWHAT REASONABLE	**VERY / SOMEWHAT UNREASONABLE**	Very reason-able	Some. reason-able	Some. unreason-able	Very unreason-able	Unsure
Having to return the item within 30 days after purchase or delivery	**77%**	**18%**	38%	39%	12%	6%	5%
Providing store credit instead of a reimbursement when returning without a receipt	**68%**	**26%**	28%	40%	15%	11%	6%
Requiring a product be unused or unopened	**57%**	**37%**	25%	32%	22%	15%	6%
Having to pay for the shipping cost on your return	**33%**	**62%**	11%	22%	28%	34%	5%
Being charged a restocking fee of 10-25% of the purchase price	**23%**	**71%**	8%	15%	25%	47%	6%

HOLIDAY SPENDING

44. [QStartShopping] When do you expect to start your holiday shopping? [RANDOMIZE SCALE 1-5, 5-1]

I have already started	22%
After Halloween	9%
After Thanksgiving	35%
Early December	14%
Right before the holiday itself	4%
I do not plan to shop this holiday season	16%

45. [QSpend] This year, how much do you expect to spend on each of the following? [RANDOMIZE SCALE 1-3, 3-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

1. More than last year
2. The same as last year
3. Less than last year
4. Unsure

	More than last year	The same as last year	Less than last year	Unsure
Holiday gifts	15%	42%	34%	9%
Winter clothing	13%	42%	35%	10%
Entertainment during the winter season	11%	43%	33%	12%
Holiday decorations	10%	43%	38%	10%
Travel for the holidays	10%	36%	39%	15%
Charitable donations	8%	41%	31%	20%

46. [QEvent] There are a number of special shopping events taking place this holiday season. How likely are you to shop during each of the following? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

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

	EXTREMELY / VERY LIKELY	Extremely likely	Very likely	Somewhat likely	Not very likely	Not at all likely	Unsure
Black Friday	**35%**	17%	18%	24%	14%	22%	5%
Black Friday deals that happen before Black Friday	**32%**	14%	18%	28%	14%	20%	6%
Cyber Monday	**31%**	14%	18%	23%	15%	23%	7%
Small Business Saturday	**20%**	7%	13%	25%	20%	24%	12%
Travel Tuesday	**12%**	5%	8%	13%	25%	37%	13%

GIFT SHOPPING

47. [QAIGift] How likely are you to buy each of the following as a gift this holiday season? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

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

	EXTREMELY / VERY LIKELY	Extremely likely	Very likely	Somewhat likely	Not very likely	Not at all likely	Unsure
A smart home device with a built-in AI assistant	**17%**	6%	11%	17%	17%	43%	6%
AI-enabled smart glasses	**15%**	6%	9%	15%	17%	48%	5%
An AI-powered learning device for a child (e.g., a tutor or reading companion)	**14%**	6%	8%	14%	17%	49%	6%
An AI-enabled toy for a child that can hold conversations and respond to what the child says (e.g., a next-generation, intelligent Furby-type toy)	**13%**	6%	7%	11%	17%	52%	6%

48. [QGiftType] When it comes to receiving presents, which type of gifts do you most enjoy? [SELECT MULTIPLE] [RANDOMIZE 1-4]

Physical gifts I might not otherwise buy (e.g., electronics, jewelry, clothes)	49%
Practical gifts (e.g. household items)	43%
Sentimental or handmade gifts	37%
Experiences (e.g., tickets to a game, a spa day, travel)	34%
Other (Please specify)	5%
None of these	7%

49. [QAIGift2] Which of the following, if any, do you plan to use an AI tool (e.g., ChatGPT, Claude, Gemini) for this holiday season? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-5]

Comparing products or prices	33%
Finding deals or coupons	32%
Getting gift ideas	26%
Planning meals, events, or travel	19%
Writing cards or messages	15%
Something else (Please specify)	1%
None of these	42%

50. [QAIAutoBuy] How comfortable would you be with an AI assistant automatically buying an item for you when the price drops to an amount you set? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT COMFORTABLE	40%
Very comfortable	14%
Somewhat comfortable	25%
Not very comfortable	15%
Not at all comfortable	37%
Unsure	8%

HOLIDAY PREPARATIONS

51. [QChristmasReligious] Which of these statements comes closest to your view, even if neither of them are exactly right?
Christmas for me is… [RANDOMIZE 1-2]

More secular than religious	45%
More religious than secular	40%
Neither or do not celebrate Christmas	15%

52. [QHolidayDecorations] When, in your opinion, is the right time to start putting up winter holiday decorations (e.g., Christmas trees, string lights)? [RANDOMIZE SCALE 1-4, 4-1]

Mid-November	18%
The day after Thanksgiving (November 27th)	45%
December 1st	22%
Christmas Eve (December 24th)	3%
No opinion	12%

NEW YEARS RESOLUTIONS

[IF 21 OR OLDER (QAge 21:120), ASK]

53. [QDryJan] Do you plan to participate in "Dry January" where you do not consume alcohol for the month of January? [RANDOMIZE 1-3, 3-1]

	(n=1932)
Yes, participating for a month	9%
Yes, always aim for sobriety	26%
No	54%
Unsure	12%

[IF 21 OR OLDER (QAge 21:120), ASK]

54. [QNonAlc] Have you ever tried any of the following non-alcoholic beverages? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-6]

	(n=1932)
Heineken 0.0	19%
Budweiser Zero	12%
Blue Moon Non-Alcoholic	9%
FRE Wines	3%
Seedlip	2%
Lyre's	2%
Something else (Please specify)	2%
None of these	72%

DATA PRIVACY

55. [QPrivacy] How confident are you that current laws and regulations protect your privacy online? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT CONFIDENT	46%
Very confident	12%
Somewhat confident	34%
Not very confident	29%
Not at all confident	17%
Unsure	8%

56. [QSensitiveInfo] For each kind of information, please indicate how sensitive you consider that information to be - even if some people and organizations already have access to it. [DISPLAY AS GRID] [RANDOMIZE ROWS] [RANDOMIZE SCALE 1-4, 4-1]

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

	VERY / SOMEWHAT SENSITIVE	Very sensitive	Somewhat sensitive	Not very sensitive	Not at all sensitive	Unsure
Health and other medical information	**82%**	60%	23%	8%	4%	6%
Details of your physical location	**81%**	54%	28%	8%	5%	6%
Knowing who your friends and family are	**77%**	44%	32%	11%	5%	7%
Basic online purchase habits	**67%**	27%	40%	20%	7%	7%
Dating app data	**63%**	37%	26%	13%	11%	14%
Your political views	**57%**	25%	32%	24%	12%	8%

57. [QDataTrade] How willing would you be to share your personal information with a company in exchange for each of the following? [DISPLAY AS GRID] [RANDOMIZE ROWS] [RANDOMIZE SCALE 1-4, 4-1]

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

	VERY / SOMEWHAT WILLING	Very willing	Somewhat willing	Not very willing	Not at all willing	Unsure
Discounts or coupons	**58%**	19%	39%	18%	18%	6%
Free access to an app or service	**50%**	14%	35%	20%	22%	8%
Faster customer service	**49%**	17%	32%	21%	23%	7%
Personalized product recommendations	**47%**	13%	34%	21%	25%	7%

CORE: BEHAVIOR MODULE

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

Video streaming service (e.g., Netflix, Max, Disney Plus, Hulu)	60%
Amazon Prime	55%
Music streaming service (e.g., Spotify, Apple Music, Pandora)	33%
Walmart+	28%
Costco membership	22%
Gym membership	17%
Newspaper or news website subscription	7%
Subscription boxes (e.g., Stitch Fix, Rent the Runway, FabFitFun, Wine Boxes)	5%
At-home meal kits or boxes (e.g., Blue Apron, HelloFresh, Sunbasket, Factor)	4%
None of these	16%

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

Facebook	75%
Instagram	56%
TikTok	44%
X (formerly Twitter)	30%
Reddit	26%
Snapchat	25%
Pinterest	24%
LinkedIn	23%
Discord	15%
Threads	11%
Twitch	10%
Bluesky	3%
Truth Social	3%
Substack	2%
RedNote	1%
Something else (Please specify)	3%
I don't use any social media	5%

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

Local TV news	37%
Fox News	32%
NBC News	29%
ABC News	28%
CNN	28%
CBS News	26%
Traditional national newspapers, digitally or in print (such as The New York Times, Washington Post, or Wall Street Journal)	16%
People on social media who aren't traditional newscasters	15%
Your local paper, online or in print	15%
Public radio or broadcast news, such as NPR or PBS	11%
MS NOW (previously MSNBC)	9%
Email newsletters or substack	9%
Newsmax	6%
OAN	3%
Something else (Please specify)	3%
None of these	16%

CORE: DEMOGRAPHICS MODULE

Finally, some questions just for statistical purposes…

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

1903 – 1927	*%
1928 – 1945	2%
1946 – 1964	25%
1965 – 1980	25%
1981 – 1996	29%
1997 – 2007	19%

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

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

Republican	37%
Democrat	35%
Independent	23%
Member of another party	1%
Unsure	4%

[IF REPUBLICAN (QPartyID=1), ASK]

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

	(n=781)
Firmly a Republican	68%
Not firmly a Republican	32%

[IF DEMOCRAT (QPartyID=2), ASK]

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

	(n=796)
Firmly a Democrat	75%
Not firmly a Democrat	25%

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

65. [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=432)
Democrats	24%
Republicans	12%
Both equally often	35%
Unsure	30%

66. [QPartyConsolidated] QPartyID and QPartyLeanView

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

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

VERY/SOMEWHAT CONSERVATIVE	31%
VERY/SOMEWHAT LIBERAL	25%
Very conservative	15%
Somewhat conservative	16%
Moderate	40%
Somewhat liberal	13%
Very liberal	13%
Unsure	4%

[IF REGISTERED VOTER (QREGVOTE = 1)]

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

	(n=1813)
Donald Trump	44%
Kamala Harris	39%
Someone else	2%
I did not vote in the 2024 presidential election	14%
Unsure	1%

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

Less than $30,000 per year	26%
$30,000 to $49,999 per year	15%
$50,000 to $74,999 per year	16%
$75,000 to $99,999 per year	11%
$100,000 to $124,999 per year	11%
$125,000 to $149,999 per year	8%
$150,000 to $199,999 per year	7%
$200,000 to $249,999 per year	3%
$250,000 or more per year	2%
Prefer not to say	2%

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

1	23%
2	29%
3	20%
4	17%
5	7%
More than 5 people	4%
Prefer not to say	1%

[IF HH OF TWO OR MORE QHOUSEHOLDSIZE = 2, 3, 4, 5, 6]

71. [QHouseholdType] Who else lives in your household besides yourself? [RANDOMIZE 1-5] [SELECT MULTIPLE]

	(n=1614)
My spouse or relationship partner	61%
Children	49%
Other family members like siblings or grandparents	16%
A parent or parent figure	14%
Roommates	7%
Prefer not to say	1%

72. [QUnionHH] Are you or is anyone in your household a member of a labor union? [SELECT MULTIPLE] [RANDOMIZE 1-2]

Yes, I am	6%
Yes, a member of my household is	4%
No	88%
Unsure	2%

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

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

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

City	34%
Suburb near a city	45%
Small town not near a city	9%
Rural or country area	12%

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

In the United States	94%
In a foreign country	6%
Prefer not to say	*%

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

Single, never married	32%
In a relationship but not living together	2%
In a relationship and living together but not married	10%
Married	36%
Separated	2%
Divorced	12%
Widowed	5%
Prefer not to say	*%

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

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	23%
Just Christian	21%
Roman Catholic	18%
Agnostic	6%
Atheist	4%
Jewish	2%
Buddhist	2%
Muslim	2%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Hindu	*%
Something else (Please specify)	3%
Nothing in particular	17%

CORE: SCREENER AND INITIAL DEMOGRAPHICS MODULE

78. [QAge] What is your age? [OPEN END] [VALIDATED TO BE BETWEEN 0-200] [TERMINATE IF UNDER 18 OR OVER 120]

18 - 34	29%
35 - 49	27%
50 - 64	22%
65+	23%

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

States in the Midwest	20%
States in the Northeast	17%
States in the South	39%
States in the West	24%

80. [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%
Education		6%
Food or hospitality		6%
Manufacturing, wholesale, or retail trade		5%
Finance or insurance		3%
Science, technology, or engineering		3%
Caregiving		2%
Military or government		2%
Non-profit		1%
Real estate		1%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public Relations	TERMINATE	-
None of these		64%

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

Yes	87%
No	12%
Unsure	1%

82. [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	32%
No	68%

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

1. Yes 2. No

	Yes	No
Social Security payments from the US government	30%	70%
State or federal unemployment compensation	4%	96%
Worker's compensation payments or other payments as a result of a job-related injury or illness	3%	97%

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

1. Basically every day | 2. A few times a week | 3. A few times a month | 4. Once a month | 5. Less than once a month | 6. Not at all | 7. Don't know

	MONTHLY OR MORE	LESS OFTEN	Basically every day	A few times a week	A few times a month	Once a month	Less than once a month	Not at all	Don't know
Have a conversation or spend time with your neighbors	**69%**	**30%**	12%	26%	24%	7%	14%	17%	*%
Post your views about political, societal, or local issues on the internet or social media	**40%**	**59%**	7%	12%	15%	6%	12%	48%	1%

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

Man	49%
Woman	51%
Some other way	*%

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

White	68%
Hispanic or Latino	18%
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%

87. [QRaceRecode] Recoded Race/Ethnicity

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

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

High school or less	37%
Some college	19%
Associate degree	10%
Bachelor's degree	21%
Graduate degree	13%
Prefer not to say	*%

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

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

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

No	67%
Yes	33%
Prefer not to say	*%

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

Employed full-time	43%
Employed part-time	8%
Freelance, contract, or temporary work	3%
“Gig economy” work like ride shares, food delivery, or dog walking	*%
Unemployed and looking for work	11%
Stay-at-home parent or caregiver	6%
Full time student	3%
Retired	22%
Something else	3%
Prefer not to say	*%

92. [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 November 2-9, 2026 in English among a sample of 2,009 adults nationwide using non-probability sampling.

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

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

Among those who said they voted in the 2024 presidential election, reported vote choice was weighted to the 2024 presidential election results. Party identification was weighted to the net difference between the parties in Pew Research Center surveys in 2025.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ±2.7 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.