



April 2025 Omnibus Survey
Survey of N=1,014 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: April 10-14, 2025
Margin of Error: +/- 3.5 Percentage Points

1. **[QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]**
- | | |
|-------------------------|-----|
| Republican | 39% |
| Democrat | 37% |
| Independent | 22% |
| Member of another party | 1% |
| Unsure | 1% |

[If QPartyID = 1. Republican, Ask]

2. **[QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]**
- | | |
|-------------------------|---------|
| | (n=402) |
| Firmly a Republican | 77% |
| Not firmly a Republican | 23% |

[If QPartyID = 2. Democrat, Ask]

3. **[QPartyDem] Would you say you are...? [RANDOMIZE 1-2]**
- | | |
|-----------------------|---------|
| | (n=375) |
| Firmly a Democrat | 78% |
| Not firmly a Democrat | 22% |

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

4. **[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=237) |
| Republicans | 32% |
| Democrats | 31% |
| Both equally often | 27% |
| Unsure | 10% |

[QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	47%
Total Democratic+Democratic-leaning Independents	44%
Total Independent	9%

5. **[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]**
- | | |
|--|------------|
| DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE | 47% |
| DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE | 47% |
| Definitely the Republican candidate | 30% |
| Probably the Republican candidate | 16% |
| Lean the Republican candidate | *% |
| Lean the Democratic candidate | 1% |
| Probably the Democratic candidate | 14% |
| Definitely the Democratic candidate | 32% |
| Unsure | 6% |

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

6. [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=476)
Supporter of Donald Trump	58%
Supporter of the Republican Party	36%
I don't support either one	5%
Unsure	1%

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

Donald Trump	48%
Kamala Harris	45%
Someone else	2%
I did not vote	5%
Unsure	*%

CORE: POLITICAL AND ECONOMIC LANDSCAPE MODULE

8. [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	50%
Right direction	42%
Unsure	8%

9. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]

10. [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	23%	20%	43%
Jobs and the economy	15%	14%	29%
Political corruption	13%	12%	25%
Immigration	12%	12%	24%
The state of democracy	11%	8%	19%
Healthcare	4%	7%	11%
The environment and climate change	3%	3%	6%
Crime	3%	4%	7%
Taxes	3%	5%	8%
National security	2%	4%	6%
Race relations	1%	1%	2%
Gun rights	1%	1%	3%
Abortion	1%	3%	4%
Drug abuse	1%	2%	3%
Education	1%	2%	3%

11. [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, 5 PER PAGE]

	V/S FAV.	V/S UNFAV.	Very favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Very unfavorable	Never heard of
Scott Bessent	18%	15%	10%	8%	18%	5%	10%	49%
Howard Lutnick	16%	17%	8%	8%	18%	5%	12%	49%
Pete Hegseth	29%	31%	16%	13%	14%	6%	25%	26%
The Republican Party	46%	49%	22%	25%	5%	13%	36%	*%
Donald Trump	48%	51%	32%	16%	1%	7%	44%	*%
JD Vance	42%	45%	26%	16%	9%	8%	37%	4%
The Department of Government Efficiency (DOGE)	41%	45%	24%	17%	9%	11%	34%	5%
The Democratic Party	44%	52%	20%	24%	4%	18%	34%	*%
Elon Musk	42%	51%	25%	17%	6%	9%	43%	1%

12. [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	47%
STRONGLY/SOMEWHAT DISAPPROVE	51%
Strongly approve	30%
Somewhat approve	17%
Somewhat disapprove	10%
Strongly disapprove	41%
Unsure	2%

[Randomize Order of QTrumpApproveEcon, QTrumpApproveImm, QTrumpApproveForeign, QTrumpApproveTariffs, and QElonApprove]

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

STRONGLY/SOMEWHAT APPROVE	44%
STRONGLY/SOMEWHAT DISAPPROVE	52%
Strongly approve	27%
Somewhat approve	17%
Somewhat disapprove	10%
Strongly disapprove	42%
Unsure	4%

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

STRONGLY/SOMEWHAT APPROVE	54%
STRONGLY/SOMEWHAT DISAPPROVE	44%
Strongly approve	39%
Somewhat approve	14%
Somewhat disapprove	9%
Strongly disapprove	35%
Unsure	3%

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

STRONGLY/SOMEWHAT APPROVE	45%
STRONGLY/SOMEWHAT DISAPPROVE	51%
Strongly approve	29%
Somewhat approve	16%
Somewhat disapprove	11%
Strongly disapprove	40%
Unsure	4%

16. [QTrumpApproveTariff] Do you approve or disapprove of the way Donald Trump is handling tariffs? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	40%
STRONGLY/SOMEWHAT DISAPPROVE	55%
Strongly approve	22%
Somewhat approve	18%
Somewhat disapprove	10%
Strongly disapprove	44%
Unsure	5%

17. [QElonApprove] Do you approve or disapprove of Elon Musk’s current role in the federal government? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	43%
STRONGLY/SOMEWHAT DISAPPROVE	52%
Strongly approve	26%
Somewhat approve	17%
Somewhat disapprove	8%
Strongly disapprove	44%
Unsure	5%

18. [QSelfEmotion] Which of the following emotions best describes the way you currently feel about the actions the Trump administration has taken so far during its term? [RANDOMIZE SCALE 1-7, 7-1]

POSITIVE EMOTIONS	39%
NEGATIVE EMOTIONS	49%
Thrilled	13%
Happy	9%
Satisfied	17%
Neutral	9%
Dissatisfied	17%
Angry	12%
Furious	20%
Unsure	3%

19. [QTrumpBestOE] What is the best thing Donald Trump has done as president so far? [OPEN END]

20. [QTrumpWorstOE] What is the worst thing Donald Trump has done as president so far? [OPEN END]

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

21. [Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-18]

	(n=449)
Kamala Harris	28%
Cory Booker	11%
Pete Buttigieg	7%
Alexandria Ocasio-Cortez	7%
Tim Walz	5%
Gavin Newsom	4%
Jasmine Crockett	3%
Josh Shapiro	3%
Gretchen Whitmer	3%
J.B. Pritzker	3%
Jon Stewart	3%
Wes Moore	2%
Andy Beshear	1%
Jared Polis	1%
John Fetterman	1%
Raphael Warnock	1%
Stephen A. Smith	1%
Chris Murphy	1%
Mark Cuban	*%
Ruben Gallego	*%
Someone else (Please specify)	2%
Unsure	12%

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

22. [QHarrisBooker] If the 2028 Democratic presidential primary were being held today, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]

	(n=449)
KAMALA HARRIS, DEFINITELY/PROBABLY	54%
CORY BOOKER, DEFINITELY/PROBABLY	34%
Kamala Harris, definitely	39%
Kamala Harris, probably	15%
Cory Booker, probably	18%
Cory Booker, definitely	16%
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 1-14]

	(n=476)
JD Vance	47%
Ron DeSantis	9%
Robert F. Kennedy, Jr.	7%
Vivek Ramaswamy	5%
Marco Rubio	4%
Nikki Haley	4%
Josh Hawley	1%
Sarah Huckabee Sanders	1%
Ted Cruz	1%
Kristi Noem	1%
Tulsi Gabbard	1%
Tim Scott	1%
Doug Burgum	*%
Glenn Youngkin	*%
Steve Bannon	-
Someone else (Please specify)	2%
Unsure	16%

24. [QSRH Battery] How much have you seen, read, or heard about the following recent news events? [RANDOMIZE ROWS] [DISPLAY AS GRID, 4 PER PAGE] [ROTATE SCALE 1-4, 4-1]

	A LOT /SOME	NOTHING /A LITTLE	A lot	Some	A little	Nothing	Unsure
Donald Trump's tariff plan	86%	12%	66%	20%	8%	4%	2%
The drop in the stock market	78%	20%	55%	23%	13%	7%	2%
Deportations of illegal immigrants suspected but not convicted of crimes	77%	21%	49%	29%	14%	7%	2%
Department of Government Efficiency (DOGE) cuts to public health agencies	73%	25%	46%	26%	16%	9%	2%
Members of the Trump administration sharing Houthi strike plans in a Signal group chat with a prominent journalist	65%	30%	42%	24%	13%	17%	4%
Deportations of student visa holders engaged in protests against Israel's actions in Gaza	63%	34%	35%	28%	16%	17%	3%

25. [QConcerns Battery] Please indicate how concerned you are about each of the following. [RANDOMIZE ROWS] [DISPLAY AS GRID, 4 PER PAGE] [ROTATE SCALE 1-4, 4-1]

	VERY / SOMEWHAT CONCERNED	NOT AT ALL / A LITTLE CONCERNED	Very concerned	Somewhat concerned	A little concerned	Not at all concerned	Unsure
Tariffs	70%	27%	51%	19%	12%	15%	3%
Immigration	70%	28%	44%	26%	14%	14%	2%
The price of eggs	65%	34%	37%	28%	19%	15%	1%
The stock market	62%	34%	40%	22%	18%	16%	4%
Deportations	54%	42%	35%	20%	14%	28%	4%
Measles	53%	43%	30%	23%	20%	24%	4%

26. [QPartyIssueTrust Battery] Do you trust Republicans in Congress or Democrats in Congress to do a better job on each of the following issues? [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS]

	DEFINITELY /PROBABLY REP.	DEFINITELY /PROBABLY DEM.	Definitely Republicans	Probably Republicans	No difference	Probably Democrats	Definitely Democrats	Unsure
Immigration and border security	52%	36%	38%	13%	10%	12%	24%	3%
Crime and safety	46%	36%	31%	15%	13%	11%	26%	4%
Jobs and the economy	44%	41%	30%	14%	11%	13%	28%	4%
Foreign policy	43%	42%	31%	12%	11%	13%	29%	3%
Tariffs	43%	42%	29%	14%	10%	13%	30%	4%
Inflation and the cost of living	43%	43%	29%	14%	11%	14%	28%	3%
The state of democracy	37%	46%	27%	11%	13%	13%	33%	3%
Healthcare	36%	48%	23%	12%	13%	14%	34%	3%
Abortion	35%	48%	24%	10%	12%	11%	37%	5%
Social Security and Medicare	35%	48%	23%	12%	13%	12%	36%	4%

27. [QGOPBipartisan Battery] Which would you prefer Trump and Republican policymakers do on the following issues? [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE 1-2] [RANDOMIZE ROWS]

	Compromise with Democrats on bipartisan policies	Stand up to Democratic leadership	Unsure
(n=476)			
Education	30%	61%	9%
Taxes	24%	64%	12%
Trade	24%	64%	12%
Foreign aid	24%	67%	9%
Immigration	17%	74%	9%

28. [QDemBipartisan Battery] Which would you prefer Democratic policymakers do on the following issues? [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE 1-2] [RANDOMIZE ROWS]

	Compromise with Trump and Republicans on bipartisan policies	Stand up to Trump and Republican leadership	Unsure
(n=449)			
Foreign aid	20%	70%	10%
Immigration	21%	74%	5%
Taxes	17%	76%	6%
Trade	15%	76%	9%
Education	14%	82%	4%

29. [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]

	V/S FAV.	V/S UNFAV.	Heard of,					
			Very favorable	Somewhat favorable	no opinion	Somewhat unfavorable	Very unfavorable	Never heard of
The United Kingdom	70%	12%	35%	36%	17%	7%	5%	1%
Canada	72%	14%	42%	30%	13%	10%	4%	*%
Mexico	51%	31%	17%	33%	18%	21%	10%	*%
China	19%	67%	6%	13%	14%	28%	40%	*%
Russia	12%	72%	4%	8%	15%	23%	50%	*%

CORE: ECONOMY AND IMMIGRATION

- 30. [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 | 30% |
| GETTING A LOT/LITTLE WORSE | 54% |
| Improving a lot | 10% |
| Improving a little | 20% |
| Staying the same | 12% |
| Getting a little worse | 19% |
| Getting a lot worse | 36% |
| Unsure | 3% |
- 31. [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 | 23% |
| GETTING A LOT/LITTLE WORSE | 44% |
| Improving a lot | 7% |
| Improving a little | 17% |
| Staying the same | 31% |
| Getting a little worse | 25% |
| Getting a lot worse | 20% |
| Unsure | 2% |
- 32. [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 | 44% |
| I am just able to pay for basic necessities | 34% |
| I struggle to pay for basic necessities | 20% |
| Unsure | 1% |
- 33. [QMassDeport] Do you support or oppose deporting all illegal immigrants currently living in the United States? [ROTATE SCALE 1-5, 5-1]**
- | | |
|----------------------------------|------------|
| STRONGLY/SOMEWHAT SUPPORT | 57% |
| STRONGLY/SOMEWHAT OPPOSE | 38% |
| Strongly support | 36% |
| Somewhat support | 21% |
| Somewhat oppose | 19% |
| Strongly oppose | 19% |
| Unsure | 5% |
- 34. [QDeportFair] Do you believe deportations are currently being handled fairly? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|--------------------------------|------------|
| DEFINITELY/PROBABLY YES | 44% |
| DEFINITELY/PROBABLY NO | 49% |
| Definitely yes | 23% |
| Probably yes | 21% |
| Probably no | 16% |
| Definitely no | 33% |
| Unsure | 7% |

35. [QDeportContrast] When it comes to deporting illegal immigrants who have been convicted or suspected of additional crimes, which comes closest to your view?

[RANDOMIZE 1-2]

Only a conviction for committing an additional crime should be grounds for deportation	44%
Being suspected of committing an additional crime, even without a conviction, should be grounds for deportation	37%
Neither being convicted or suspected of committing an additional crime should be grounds for deportation	11%
Unsure	8%

36. [QMixedFamilies] In some families, both parents are illegal immigrants, but their children are United States citizens because they were born in the country. Do you support or oppose deporting the parents while having the children stay in the U.S.? [RANDOMIZE

SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	29%
STRONGLY/SOMEWHAT OPPOSE	58%
Strongly support	15%
Somewhat support	14%
Somewhat oppose	19%
Strongly oppose	38%
Unsure	13%

CUSTOM: TARIFFS

37. [QTrumpEconPriority] Which of these would be your top priorities for the U.S. economy?

Select up to two. [RANDOMIZE 1-8]

Reducing inflation to make life more affordable	49%
Raising taxes on the wealthy to ensure everyone pays their fair share	30%
Reducing taxes to spur economic growth	26%
Raising the minimum wage to ensure working people can make ends meet	22%
Fighting oligarchy and reducing the political power of the wealthy	20%
Tackling the national debt to ensure long-term fiscal solvency	18%
Increasing tariffs to bring manufacturing jobs back to the U.S.	11%
Cutting regulations to spur job creation	9%
Something else (please specify)	1%
Unsure	2%

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

Donald Trump is primarily pursuing tariffs as a negotiating tool to gain concessions from other countries	54%
Donald Trump is primarily pursuing tariffs because he thinks they are good economic policy	34%
Unsure	12%

39. [QTariffSupport] To what extent do you support or oppose imposing tariffs on imported goods? [ROTATE SCALE 1-5, 5-1]

STRONGLY/SOMEWHAT SUPPORT	47%
STRONGLY/SOMEWHAT OPPOSE	45%
Strongly support	21%
Somewhat support	26%
Somewhat oppose	18%
Strongly oppose	27%
Unsure	8%

40. [QTariffs Battery] Tariffs are taxes on goods coming into the US from another country. Compared to tariff rates from the beginning of 2025, do you think the US should RAISE tariffs, LOWER tariffs, or keep them the same for each of the following countries? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

	RAISE TARIFFS A LOT / SOME	LOWER TARIFFS A LOT / SOME	Raise tariffs a lot	Raise tariffs some	Keep tariffs the same	Lower tariffs some	Lower tariffs a lot	Unsure
Russia	55%	13%	33%	22%	20%	5%	8%	12%
China	48%	24%	28%	19%	20%	11%	13%	9%
Mexico	30%	27%	8%	22%	31%	11%	16%	12%
Canada	26%	32%	8%	18%	32%	13%	19%	10%
The United Kingdom	22%	29%	6%	17%	37%	12%	17%	12%

41. [QTariffPrice] If tariffs led to increased prices on all goods and services, to what extent would you support or oppose imposing tariffs on imported goods? [ROTATE SCALE 1-5, 5-1]

STRONGLY/SOMEWHAT SUPPORT	36%
STRONGLY/SOMEWHAT OPPOSE	54%
Strongly support	15%
Somewhat support	21%
Somewhat oppose	18%
Strongly oppose	36%
Unsure	10%

42. [QHigherPriceReasons] Would you be willing to pay higher prices if it meant...

[RANDOMIZE 1-4] [SELECT MULTIPLE]

Making essential items in the US instead of importing them from overseas	36%
More manufacturing jobs in the US	35%
Higher wages for workers without a college degree	30%
Protecting supply chains from global disruptions	25%
Something else	1%
I would not be willing to pay higher prices	29%
Unsure	6%

43. [QCongressTariff] Should Congress act to prevent Donald Trump's tariffs from taking effect? [RANDOMIZE SCALE 1-4, 4-1]

DEFINITELY/PROBABLY YES	56%
DEFINITELY/PROBABLY NO	37%
Definitely yes	39%
Probably yes	17%
Probably no	12%
Definitely no	25%
Unsure	7%

44. [QTariffCause Battery] Please indicate if you believe tariffs will cause each of the following. Tariffs will... [RANDOMIZE ROWS] [DISPLAY AS GRID, 5 PER PAGE] [RANDOMIZE SCALE 1-4, 4-1]

	DEFINITELY /PROBABLY CAUSE	DEFINITELY /PROBABLY NOT CAUSE	Definitely cause	Probably cause	Probably not cause	Definitely not cause	Unsure
Higher prices for cars	78%	15%	50%	28%	11%	3%	7%
Higher prices for the goods and services I buy every day	77%	15%	46%	31%	12%	3%	8%
Higher prices for groceries	73%	18%	48%	26%	14%	4%	9%
A long-term drop in the stock market	58%	30%	30%	28%	19%	10%	12%
A recession	57%	30%	32%	25%	19%	10%	13%
Manufacturing returning to the U.S.	53%	34%	24%	29%	20%	14%	12%
Foreign companies building factories in the U.S.	49%	34%	19%	30%	19%	15%	17%
The U.S. becoming wealthier	40%	46%	18%	21%	21%	25%	15%

45. [QTariffArea] Do you anticipate the tariffs to have a generally positive or negative impact on your local area? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT POSITIVE	32%
VERY/SOMEWHAT NEGATIVE	54%
Very positive	11%
Somewhat positive	21%
Somewhat negative	22%
Very negative	32%
Unsure	14%

46. [QTrumpPlan] Do you believe Donald Trump has a thorough plan and end-goal regarding tariffs? [RANDOMIZE 1-2]

He does not have a thorough plan and end-goal	48%
He has a thorough plan and end-goal	42%
Unsure	11%

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

The U.S. should not raise tariffs, so we keep down the prices of everyday products, even if it means there aren't as many high-paying manufacturing jobs	52%
The U.S. should raise tariffs to encourage more high-paying manufacturing jobs, even if it means the prices of everyday products go up	35%
Unsure	13%

48. [QTariffNarrative] Earlier in April, Donald Trump announced a series of new tariffs on most U.S. trading partners around the world. More recently, Trump has said he would pause these tariffs for 90 days for all countries except China, where he substantially increased tariffs. Which of the following do you agree with more? [ROTATE SCALE 1-3, 3-1]

Donald Trump should never have proposed new tariffs at all	42%
Donald Trump was right to propose tariffs and then pause them after a week of negotiation	40%
Donald Trump should not have paused any of the tariffs	8%
Unsure	9%

CUSTOM: CULTURE

49. [QMichelin] When you think of “Michelin”, which of the following comes to mind first? [RANDOMIZE 1-2]

The tire company	81%
The restaurant ratings	11%
I’ve never heard this	3%
Unsure	4%

50. [QNIMBY] In general, do you support or oppose new housing or business development in the following areas? [DISPLAY AS GRID, RANDOMIZE ROWS] [RANDOMIZE SCALE 1-4, 4-1]

	STRONGLY / STRONGLY / SOMEWHAT SUPPORT	STRONGLY / STRONGLY / SOMEWHAT OPPOSE	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure
Your state	82%	11%	47%	35%	6%	5%	7%
Your town	75%	17%	39%	37%	11%	6%	7%
Your neighborhood	68%	24%	34%	34%	14%	10%	8%

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

Yes	39%
No	23%
I’ve never heard of this	26%
Unsure	12%

52. [QCrunchy] Do you consider yourself “crunchy”? [RANDOMIZE 1-2]

No	30%
Yes	5%
I’ve never heard of this	58%
Unsure	7%

53. [QOwnStocks] Do you own any stocks? [RANDOMIZE 1-2]

No	59%
Yes	38%
Unsure	3%

CORE: DEMOGRAPHICS MODULE

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]

	Yes	No
Instagram	49%	51%
X (formerly Twitter)	34%	66%
Facebook	79%	21%
TikTok	36%	64%
Reddit	30%	70%
YouTube	80%	20%
Snapchat	26%	74%

55. [QSocialShare] How often, if ever, do you post or share things about political or social issues on social media? [RANDOMIZE SCALE 1-4, 4-1]

OFTEN/SOMETIMES	35%
RARELY/NEVER	65%
Often	8%
Sometimes	27%
Rarely	26%
Never	38%

56. [QContactRep] Have you contacted your representative to voice any of your views since the start of the Trump administration?

Yes	19%
No	80%
Unsure	1%

57. [QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-12]

Local TV news	47%
Fox News	38%
ABC News	31%
CBS News	30%
NBC News	30%
CNN	28%
Your local paper, online or in print	20%
MSNBC	18%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	17%
Public radio or broadcast news, such as NPR or PBS	14%
Newsmax	11%
OAN	3%
Social media (such as YouTube, TikTok, Snapchat)	38%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	17%
Something else (Please specify)	5%
None of these	5%

58. [QBirthYear] Which range of years includes the year you were born?	
1903-1927	-
1928-1945	4%
1946-1964	36%
1965-1980	25%
1981-1996	26%
1997-2012	9%

59. [QEmployment] What is your current employment status?	
Employed full-time	42%
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	6%
Stay-at-home parent or caregiver	5%
Full time student	2%
Retired	31%
Something else	3%
Prefer not to say	*%

[Ask if QEmployment = 1-4]

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

	(n=488)
White collar worker, like work at a desk or an office	53%
Blue collar worker, like work with my hands or in a factory	22%
Service worker, like work in a store, hospital, or restaurant	23%
Unsure	2%

[Ask if QEmployment = 1-4]

61. [QWorkShower] Do you usually shower before or after work? [RANDOMIZE 1-2]

	(n=488)
Before work	58%
After work	41%
Unsure	1%

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

Yes, a member of my household has	14%
Yes, I have	9%
No	77%
Unsure	*%

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

Yes, I am	7%
Yes, a member of my household is	5%
No	88%
Unsure	*%

**64. [QGunOwner] Do you or does anyone in your household own a firearm? [RANDOMIZE 1-2]
[SELECT MULTIPLE]**

Yes, I do	21%
Yes, a member of my household does	16%
No	67%
Unsure	1%

65. [QUrbanRural] How would you describe the area in which you live?

City	29%
Suburb near a city	45%
Small town not near a city	10%
Rural or country area	15%

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

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

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

Single, never married	30%
Married	44%
Separated	3%
Divorced	15%
Widowed	7%
Prefer not to say	*%

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

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	28%
Roman Catholic	18%
Just Christian	18%
Agnostic	5%
Atheist	4%
Jewish	3%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2%
Muslim	2%
Buddhist	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Hindu	*%
Something else (Please specify)	4%
Nothing in particular	15%

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

69. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	(n=683)
Yes, born-again or evangelical Christian	36%
No, not born-again or evangelical Christian	59%
Unsure	5%

70. [QChurchOld] How often do you currently attend a religious service?

At least once a week	24%
Once or twice a month	8%
A few times a year	12%
Usually just for religious holidays	12%
Never	41%
Prefer not to say	2%

CORE: SCREENER MODULE (ASKED AT BEGINNING)

71. [QRegVote] Are you at least 18 years old and registered to vote?		
Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-
72. [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		7%
Food service or the restaurant industry		7%
Sales		7%
Technology		3%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		80%
73. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]		
Woman		53%
Man		46%
In some other way		*%
74. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]		
White		77%
Black or African American		12%
Hispanic or Latino		11%
Asian		4%
Native American or Alaska Native		2%
Native Hawaiian or Other Pacific Islander		1%
Other race or ethnicity		*%
75. [QEducation] What is the highest level of education you have completed?		
High school or less		29%
Some college		20%
Associate degree		10%
Bachelor's degree		25%
Graduate degree		15%
Prefer not to say		*%
76. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]		
18 - 34		20%
35 - 49		23%
50 - 64		28%
65+		29%
77. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]		
States in the Northeast		17%
States in the Midwest		22%
States in the South		39%
States in the West		23%

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

VERY/SOMEWHAT CONSERVATIVE	39%
VERY/SOMEWHAT LIBERAL	29%
Very conservative	17%
Somewhat conservative	22%
Moderate	29%
Somewhat liberal	15%
Very liberal	13%
Unsure	3%

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

Less than \$30,000 per year	23%
\$30,000 to \$49,999 per year	21%
\$50,000 to \$74,999 per year	19%
\$75,000 to \$99,999 per year	11%
\$100,000 to \$124,999 per year	5%
\$125,000 to \$149,999 per year	9%
\$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	1%

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

No	73%
Yes	27%
Prefer not to say	*%

METHODOLOGY

The April 2025 Echelon Insights Verified Voter Omnibus was fielded online from April 10-14, 2025 in English among a sample of N=1,014 voters in the Likely Electorate (LE) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2024 likely electorate based on a probabilistic model derived from the L2 voter file and the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement. Weighting dimensions included gender, age, race/ethnicity, education, region, party, and voting history.

Data quality measures included the use of trap questions to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches. 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.