



January 2025 Voter Omnibus Topline - Puck
Survey of N=1,024 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: January 22-24, 2025
Margin of Error: +/- 3.5 Percentage Points

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	39%
Wrong track	50%
Unsure	11%

2. **[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-16]**
[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	26%	20%	46%
Immigration	17%	12%	29%
Jobs and the economy	11%	13%	24%
Political corruption	8%	10%	18%
The state of democracy	10%	6%	16%
Healthcare	5%	7%	12%
The environment and climate change	6%	4%	10%
National security	3%	5%	8%
Crime	3%	6%	8%
Abortion	3%	3%	6%
Taxes	1%	4%	5%
Gun rights	1%	2%	3%
Infrastructure	*%	2%	2%
Education	1%	2%	2%
Drug abuse	1%	1%	2%
Race relations	1%	1%	2%
Something else (Please specify)	2%	1%	2%
Unsure	2%	1%	2%

4. [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 | 51% |
| STRONGLY/SOMEWHAT DISAPPROVE | 43% |
| Strongly approve | 36% |
| Somewhat approve | 14% |
| Somewhat disapprove | 7% |
| Strongly disapprove | 36% |
| Unsure | 6% |
5. [QTrumpApproveEcon] Do you approve or disapprove of the way Donald Trump is handling the economy? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 50% |
| STRONGLY/SOMEWHAT DISAPPROVE | 40% |
| Strongly approve | 34% |
| Somewhat approve | 16% |
| Somewhat disapprove | 9% |
| Strongly disapprove | 31% |
| Unsure | 10% |
6. [QTrumpApproveImm] Do you approve or disapprove of the way Donald Trump is handling immigration? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 55% |
| STRONGLY/SOMEWHAT DISAPPROVE | 40% |
| Strongly approve | 40% |
| Somewhat approve | 16% |
| Somewhat disapprove | 9% |
| Strongly disapprove | 31% |
| Unsure | 5% |
7. [QTrumpApproveForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 50% |
| STRONGLY/SOMEWHAT DISAPPROVE | 39% |
| Strongly approve | 33% |
| Somewhat approve | 17% |
| Somewhat disapprove | 9% |
| Strongly disapprove | 30% |
| Unsure | 11% |
8. [QBidenApprove] Did you approve or disapprove of the way Joe Biden handled his job as President? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 40% |
| STRONGLY/SOMEWHAT DISAPPROVE | 59% |
| Strongly approve | 17% |
| Somewhat approve | 22% |
| Somewhat disapprove | 14% |
| Strongly disapprove | 45% |
| Unsure | 1% |

9. [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 | 33% |
| GETTING A LOT/LITTLE WORSE | 39% |
| Improving a lot | 8% |
| Improving a little | 25% |
| Staying the same | 22% |
| Getting a little worse | 20% |
| Getting a lot worse | 19% |
| Unsure | 6% |

10. [QConcerns Battery] How concerned are you, if at all, that the following are a problem for the country? [RANDOMIZE ROWS] [DISPLAY AS GRID, 5 PER PAGE] [ROTATE SCALE 1-5, 5-1]

	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned	6. Unsure				
	EXTREME. / VERY CONCERN ED		NOT VERY / NOT AT ALL CONCERN ED		1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned	6. Unsure
Inflation	80%	4%			50%	30%	14%	3%	1%	2%
Budget deficits and the national debt	62%	8%			32%	30%	27%	6%	2%	4%
Illegal immigration	65%	16%			42%	23%	17%	11%	5%	2%
Income inequality	53%	20%			29%	24%	24%	13%	7%	3%
Racism	52%	26%			29%	22%	20%	17%	9%	2%
Climate change	49%	28%			33%	16%	21%	14%	14%	2%
Cancel culture	40%	28%			23%	17%	20%	16%	12%	12%
Legal immigration	36%	42%			19%	17%	20%	22%	20%	3%

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

11. [QGOPConcerns Battery] How concerned are you, if at all, that the following are a problem for the country? [RANDOMIZE ROWS] [DISPLAY AS GRID, 5 PER PAGE] [ROTATE SCALE 1-5, 5-1]

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

	EXTREME. / VERY CONCERN ED	NOT VERY / NOT AT ALL CONCERN ED	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned	6. Unsure
(n=464)								
High taxes	80%	4%	50%	30%	14%	3%	1%	1%
Lack of support for the police	74%	9%	46%	28%	14%	7%	2%	3%
General moral decline of the country	71%	7%	44%	27%	18%	6%	2%	3%
Wokeness in schools	71%	7%	51%	21%	16%	4%	2%	6%
Liberal bias in mainstream media	71%	8%	48%	23%	16%	6%	3%	5%
China	68%	10%	38%	31%	18%	5%	5%	4%
Legal abortion in the third trimester	68%	13%	50%	18%	15%	7%	6%	3%
The weaponization of the federal government	63%	12%	39%	24%	18%	9%	3%	7%
Socialism	55%	17%	31%	24%	22%	11%	6%	6%
Tech company censorship	47%	19%	25%	21%	25%	15%	4%	9%
Election fraud	50%	24%	26%	24%	23%	14%	10%	2%

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

12. [QDemConcerns Battery] How concerned are you, if at all, that the following are a problem for the country? [RANDOMIZE ROWS] [DISPLAY AS GRID, 5 PER PAGE] [ROTATE SCALE 1-5, 5-1]

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

	EXTREME. / VERY CONCERNED	NOT VERY / NOT AT ALL CONCERNED	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned	6. Unsure
(n=462)								
Americans lacking health coverage	83%	3%	58%	25%	13%	2%	1%	1%
Gun violence	82%	4%	60%	22%	14%	3%	1%	*%
Attempts to restrict abortion access	80%	5%	60%	20%	13%	3%	2%	2%
White nationalism	78%	7%	58%	20%	11%	4%	3%	3%
Elon Musk's influence in government	76%	5%	62%	14%	15%	4%	2%	3%
Donald Trump's supporters	76%	10%	62%	14%	13%	6%	4%	1%
Unfair treatment of immigrants	72%	9%	46%	25%	18%	6%	3%	2%
Sexism	67%	9%	42%	25%	21%	7%	2%	3%
Voter suppression	66%	11%	48%	18%	19%	7%	3%	4%
Discrimination against LGBTQ Americans	66%	13%	47%	20%	18%	8%	5%	3%
Capitalism	52%	16%	31%	22%	25%	12%	5%	6%

13. [QLAFires Battery] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles? [DISPLAY AS GRID] [RANDOMIZE ROWS] [ROTATE SCALE 1-4, 4-1]

	1. A lot	2. Some	3. A little	4. None	5. Unsure		
	A LOT / SOME	A LITTLE / NONE	1. A lot	2. Some	3. A little	4. None	5. Unsure
Poor water management policies	69%	20%	46%	23%	13%	7%	10%
Poor forest management	65%	24%	40%	25%	17%	8%	11%
California Governor Gavin Newsom	53%	31%	34%	19%	13%	18%	15%
Los Angeles Mayor Karen Bass	51%	31%	30%	20%	12%	19%	19%
Climate change	55%	38%	34%	22%	16%	22%	7%

14. [QHeleneSRH] How much have you seen, read, or heard recently about the ongoing recovery in North Carolina from Hurricane Helene? [ROTATE SCALE 1-4, 4-1]

A LOT/SOME	40%
A LITTLE/NOTHING	57%
A lot	12%
Some	27%
A little	28%
Nothing	29%
Unsure	3%

15. [QUSExpandTerritory] Do you think the United States should seek to expand its territory? [RANDOMIZE 1-2]

Should not	54%
Should	22%
Unsure	24%

16. [QCanada] Do you think the United States should try to make Canada the 51st state? [RANDOMIZE 1-2]

Should not	68%
Should	16%
Unsure	16%

17. [QGulfOfAm] Do you think the United States should rename the "Gulf of Mexico" to the "Gulf of America"? [RANDOMIZE 1-2]

Should not	59%
Should	26%
Unsure	15%

18. [QH1BVisaSupport] Which of these statements comes closest to your view of the H-1B visa program? [RANDOMIZE 1-2]

We should continue the H1-B visa program because it allows the U.S. to recruit the best talent from other countries in fields like engineering, computer science, and medicine.	45%
We should end or sharply curtail the H1-B visa program because it takes good-paying jobs away from Americans and uses cheaper foreign labor to undercut wages that would otherwise be paid to Americans.	32%
Unsure	23%

19. [QBirtrightCit] Do you think birthright citizenship, which grants US citizenship to anyone born in the country, should be ended for children born to illegal immigrants? [RANDOMIZE 1-2]
- | | |
|---------------------|-----|
| Should not be ended | 50% |
| Should be ended | 34% |
| Unsure | 15% |
20. [QTikTokBan] Do you think that the U.S. government should or should not ban TikTok? [RANDOMIZE 1-2]
- | | |
|-----------------------|-----|
| Should not ban TikTok | 44% |
| Should ban TikTok | 33% |
| Unsure | 23% |
21. [QTikTokData] Do you think the Chinese government is using TikTok to gather the personal data of Americans? [ROTATE SCALE 1-4, 4-1]
- | | |
|--------------------------------|------------|
| DEFINITELY/PROBABLY YES | 67% |
| DEFINITELY/PROBABLY NO | 20% |
| Definitely yes | 26% |
| Probably yes | 40% |
| Probably no | 13% |
| Definitely no | 7% |
| Unsure | 14% |
22. [QExecDayOne] Do you generally approve of Donald Trump's executive orders on his first day in office? [ROTATE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 52% |
| STRONGLY/SOMEWHAT DISAPPROVE | 42% |
| Strongly approve | 33% |
| Somewhat approve | 19% |
| Somewhat disapprove | 8% |
| Strongly disapprove | 34% |
| Unsure | 6% |
23. [QTrumpStartOE] In one or two words, please describe your feelings about the start of Donald Trump's second term? [OPEN END]
24. [QPuckBillionaires] Which of the following statements comes closest to your view, even if neither is exactly right? [RANDOMIZE 1-2]
- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Tech billionaires and executives should not get too close to the president because it is dangerous for the country and wealth shouldn't buy access to power. | 56% |
| Tech billionaires and executives play a vital role in the American economy and should therefore have a close relationship with the president. | 31% |
| Unsure | 13% |

25. [QExecutive Battery] How much have you seen, read, or heard about the following Executive Orders? [RANDOMIZE ROWS] [DISPLAY AS GRID, 4 PER PAGE] [ROTATE SCALE 1-4, 4-1]

	1. A lot	2. Some	3. A little	4. Nothing	5. Unsure		
	A LOT / SOME	A LITTLE / NOTHING	1. A lot	2. Some	3. A little	4. Nothing	5. Unsure
Pardoning January 6th defendants	74%	22%	52%	23%	13%	9%	4%
Delaying the federal ban of TikTok	72%	24%	40%	32%	16%	8%	4%
Declaring a national emergency for the southern border	68%	26%	42%	26%	12%	14%	5%
Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country	69%	27%	39%	31%	15%	12%	4%
Declaring it federal government policy that there are two sexes, male and female	69%	28%	41%	27%	14%	13%	4%
Ending diversity, equity, and inclusion (DEI) programs in the federal government	65%	29%	38%	27%	12%	16%	6%
Withdrawing from the Paris Climate Accords	58%	36%	29%	28%	14%	22%	6%
Making federal government workers return to the office five days a week	59%	37%	32%	27%	14%	23%	4%

26. [QPuckExecutiveSupport Battery] Do you support or oppose the following Executive Orders? [RANDOMIZE ROWS] [DISPLAY AS GRID, 4 PER PAGE] [ROTATE SCALE 1-4, 4-1]

1. Strongly support

2. Somewhat support

3. Somewhat oppose

4. Strongly oppose

5. Unsure

	STRONG. / SOME. SUPPORT	STRONG. / SOME. OPPOSE	1. Strongly support	2. Somewhat support	3. Somewhat oppose	4. Strongly oppose	5. Unsure
Making federal government workers return to the office five days a week	61%	26%	37%	24%	13%	13%	14%
Declaring a national emergency for the southern border	57%	33%	40%	18%	14%	19%	10%
Declaring it federal government policy that there are two sexes, male and female	58%	35%	42%	15%	12%	23%	7%
Delaying the federal ban of TikTok	50%	32%	23%	26%	16%	16%	18%
Ending diversity, equity, and inclusion (DEI) programs in the federal government	46%	40%	32%	14%	13%	28%	14%
Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country	42%	47%	27%	15%	14%	33%	11%
Withdrawing from the Paris Climate Accords	34%	41%	21%	13%	11%	30%	25%
Pardoning January 6th defendants	37%	52%	22%	15%	11%	42%	11%

27. [QPriority Battery] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency? [RANDOMIZE ROWS] [DISPLAY AS GRID, 5 PER PAGE] [ROTATE SCALE 1-5, 5-1]

	1. Must be the first priority	2. One of the highest priorities	3. Something to tackle after higher-priority items	4. Not a very high priority	5. Not at all a priority	6. Unsure			
	FIRST/ONE OF THE HIGHEST PRIORITIES	NOT VERY / NOT AT ALL A PRIORITY	1. Must be the first priority	2. One of the highest priorities	3. Something to tackle after higher-priority items	4. Not a very high priority	5. Not at all a priority	6. Unsure	
Reducing the cost of living	85%	5%	48%	38%	8%	2%	3%	2%	
Departing illegal immigrants who have committed other crimes or have outstanding deportation orders	63%	16%	30%	32%	18%	7%	9%	4%	
Securing the southern border	58%	20%	31%	27%	17%	9%	11%	5%	
Supporting the Department of Government Efficiency's plans to cut trillions of dollars in spending	47%	22%	15%	33%	22%	9%	13%	9%	
Renewing the Trump tax cuts	41%	26%	13%	28%	19%	7%	19%	14%	
Drilling for more oil and natural gas	41%	31%	16%	25%	22%	11%	20%	6%	
Departing all 20 million illegal immigrants in the U.S.	41%	34%	17%	25%	20%	13%	21%	4%	
Passing additional tariffs on imports	25%	40%	7%	18%	25%	13%	27%	10%	
Firing large numbers of Federal government employees	25%	46%	7%	18%	20%	16%	30%	9%	
Supporting the development of cryptocurrency	12%	59%	2%	9%	20%	21%	38%	10%	
Acquiring territories like Greenland or the Panama Canal	12%	60%	4%	9%	21%	17%	43%	7%	

28. [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	56%
STRONGLY/SOMEWHAT OPPOSE	37%
Strongly support	31%
Somewhat support	25%
Somewhat oppose	15%
Strongly oppose	22%
Unsure	7%

29. [QCriminalDeport] Do you support or oppose deporting illegal immigrants with criminal records and those with existing deportation orders? [ROTATE SCALE 1-5, 5-1]
- | | |
|----------------------------------|------------|
| STRONGLY/SOMEWHAT SUPPORT | 85% |
| STRONGLY/SOMEWHAT OPPOSE | 10% |
| Strongly support | 63% |
| Somewhat support | 22% |
| Somewhat oppose | 5% |
| Strongly oppose | 5% |
| Unsure | 5% |
30. [QIsraelSideWith] In the current conflict in the Middle East, do you side more with... [RANDOMIZE 1-2]
- | | |
|--------------------------------------------|-----|
| Israel | 43% |
| The Palestinians in Gaza and the West Bank | 18% |
| Unsure | 39% |
31. [QIsraelCivilians] Who do you think is mostly responsible for any civilian casualties in the Gaza Strip? [RANDOMIZE 1-2]
- | | |
|--------|-----|
| Hamas | 44% |
| Israel | 24% |
| Unsure | 32% |
32. [QDealCredit] Who do you think deserves primary credit for the Israel-Hamas hostage and ceasefire deal? [RANDOMIZE 1-2]
- | | |
|--------------|-----|
| Joe Biden | 33% |
| Donald Trump | 32% |
| Both equally | 13% |
| Unsure | 23% |
33. [QUkraineSide] Do you personally side more with Russia or Ukraine in this conflict, or are you neutral on the matter? [RANDOMIZE 1-2]
- | | |
|---------|-----|
| Ukraine | 59% |
| Russia | 5% |
| Neutral | 23% |
| Unsure | 13% |
34. [QUkraineContrast] Even if the US does not get involved militarily, which of the following comes closest to your view, even if neither is exactly right? [RANDOMIZE 1-2]
- | | |
|--------------------------------------------------------------------------------------------------------------|-----|
| The war in Ukraine is a tragedy, but vital US interests and values are not really at stake in this conflict. | 40% |
| Ukraine's war is our war. If Russia wins, vital US interests and values are threatened. | 38% |
| Unsure | 21% |
35. [QUkraineSpending] The U.S. has provided military assistance to Ukraine, including advanced weapons systems. Do you think the U.S. providing military assistance to Ukraine is a good idea or a bad idea? [RANDOMIZE 1-2]
- | | |
|-----------|-----|
| Good idea | 49% |
| Bad idea | 27% |
| Unsure | 24% |

36. [QTrumpUkraineExpect] What do you expect Donald Trump to do regarding military aid to Ukraine? [ROTATE 1-5, 5-1]

GIVE A LOT/LITTLE MORE MILITARY AID	21%
GIVE A LOT/LITTLE LESS MILITARY AID	58%
Give a lot more military aid	10%
Give a little more military aid	11%
Make no change to military aid	21%
Give a little less military aid	20%
Give a lot less military aid	38%

DEMOGRAPHICS MODULE

37. [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
		1. Yes
		2. No
YouTube	82%	18%
Facebook	81%	19%
Instagram	56%	44%
TikTok	40%	60%
X (formerly Twitter)	34%	66%
Reddit	32%	68%
Snapchat	26%	74%

**38. [QMediaFreq Battery] How frequently do you do each of the following? [DISPLAY AS GRID]
[RANDOMIZE ROWS]**

	1. Daily, multiple hours per day	2. Daily, one hour or less per day	3. A few times a week	4. A few times per month	5. Seldom	6. Never			
				1. Daily, multiple hours per day	2. Daily, one hour or less per day	3. A few times a week	4. A few times per month	5. Seldom	6. Never
	DAILY OR MORE	SELDOM / NEVER							
Browse Facebook	63%	19%		37%	27%	12%	5%	6%	13%
Watch videos on YouTube	51%	18%		33%	18%	23%	8%	8%	10%
Watch local TV news	49%	27%		25%	24%	17%	7%	15%	12%
Watch broadcast TV news (ABC, CBS, NBC)	46%	30%		25%	21%	16%	8%	14%	16%
Read articles on news websites	37%	29%		14%	23%	25%	9%	14%	15%
Watch national cable TV news (Fox News, CNN, MSNBC, etc.)	39%	36%		21%	18%	17%	8%	15%	21%
Look at photos or watch stories on Instagram	34%	44%		14%	20%	15%	7%	7%	37%
Watch videos or reels on Instagram	31%	48%		14%	17%	14%	8%	10%	37%
Listen to podcasts	21%	49%		10%	11%	18%	12%	17%	32%
Watch videos on TikTok	28%	56%		17%	11%	10%	6%	7%	49%
Listen to talk radio	21%	53%		9%	11%	16%	11%	18%	34%
Browse X (formerly Twitter)	20%	63%		10%	10%	11%	6%	9%	54%
Browse alternatives to X (formerly Twitter), like Threads, Bluesky, or Truth Social	17%	70%		7%	10%	9%	5%	13%	57%
Read a print newspaper	12%	68%		5%	6%	10%	10%	28%	40%

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

Often	9%
Sometimes	27%
Rarely	28%
Never	36%

40. [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	45%
Social media (such as YouTube, TikTok, Snapchat)	41%
Fox News	38%
ABC News	32%
NBC News	31%
CBS News	31%
CNN	29%
Your local paper, online or in print	21%
MSNBC	19%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	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	16%
Newsmax	12%
OAN	3%
Something else (Please specify)	6%
None of these	6%

[Ask Only if Corresponding QSocial item = 1, Yes, have used in the past week:]

41. [QSocialComeAcross Battery] How often do you come across information about politics or news on each of the following platforms? [DISPLAY AS GRID] [ROTATE SCALE, RANDOMIZE ROWS]

	1. Multiple times each day	2. Once a day	3. Once a week	4. Once a month	5. Rarely	6. Never	7. Unsure		
	WEEKLY OR MORE	LESS OFTEN	1. Multiple times each day	2. Once a day	3. Once a week	4. Once a month	5. Rarely	6. Never	7. Unsure
X (formerly Twitter) (n=341)	82%	15%	42%	23%	16%	3%	9%	3%	3%
TikTok (n=413)	79%	19%	44%	19%	15%	3%	9%	7%	2%
Facebook (n=839)	75%	22%	41%	22%	12%	4%	12%	5%	3%
Instagram (n=564)	65%	31%	31%	18%	16%	4%	20%	7%	4%
YouTube (n=840)	62%	33%	30%	17%	15%	6%	18%	9%	5%
Reddit (n=329)	61%	35%	26%	18%	16%	8%	19%	8%	5%
Snapchat (n=275)	56%	41%	23%	20%	13%	6%	19%	16%	3%

42. [QEmployment] What is your current employment status?	
Employed full-time	39%
Employed part-time	10%
Freelance, contract, or temporary work	1%
“Gig economy” work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	5%
Full time student	2%
Retired	30%
Something else	4%
Prefer not to say	1%

[Ask if QEmployment = 1-4]

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

	(n=508)
White collar worker, like work at a desk or an office	53%
Blue collar worker, like work with my hands or in a factory	24%
Service worker, like work in a store, hospital, or restaurant	18%
Unsure	5%

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

Yes, I have	10%
Yes, a member of my household has	12%
No	78%
Unsure	1%

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

Yes, I am	6%
Yes, a member of my household is	5%
No	89%
Unsure	1%

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

Yes, I do	25%
Yes, a member of my household does	17%
No	63%
Unsure	1%

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

City	28%
Suburb near a city	44%
Small town not near a city	10%
Rural or country area	18%

48. [QResidenceDuration] How long have you lived in the state where you currently live?

1 year or less	1%
2 years	3%
3 years	3%
4 years	3%
5 years or more	90%

49. [QNativity] Where were you born? [RANDOMIZE 1-2]	
In the United States	95%
In a foreign country	5%
Prefer not to say	*%
50. [QMarital] What is your current marital status?	
Single, never married	28%
Married	49%
Separated	2%
Divorced	12%
Widowed	7%
Prefer not to say	*%
51. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	26%
Roman Catholic	22%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Just Christian	16%
Jewish	2%
Muslim	1%
Buddhist	*%
Hindu	1%
Atheist	6%
Agnostic	5%
Something else (Please specify)	5%
Nothing in particular	15%

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

52. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?	
	(n=666)
Yes, born-again or evangelical Christian	40%
No, not born-again or evangelical Christian	55%
Unsure	5%
53. [QChurchOld] How often do you currently attend a religious service?	
At least once a week	25%
Once or twice a month	8%
A few times a year	18%
Usually just for religious holidays	9%
Never	36%
Prefer not to say	3%

SCREENERS (ASKED AT BEGINNING OF SURVEY)

54. [QRegVote] Are you at least 18 years old and registered to vote?			
Yes			100%
No	TERMINATE		-
Unsure	TERMINATE		-
55. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]			
Technology			4%
Sales			5%
Healthcare or the pharmaceutical industry			7%
Journalism or the media	TERMINATE		-
Food service or the restaurant industry			5%
Market research	TERMINATE		-
Public relations			-
None of these			81%
56. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]			
Man			46%
Woman			53%
In some other way			*%
57. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]			
White			77%
Black or African American			13%
Hispanic or Latino			11%
Asian			5%
Native American or Alaska Native			2%
Native Hawaiian or Other Pacific Islander			*%
Other race or ethnicity			1%
58. [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			-
59. [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%
60. [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			38%
States in the West			23%

61. [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	28%
Very conservative	18%
Somewhat conservative	21%
Moderate	29%
Somewhat liberal	15%
Very liberal	13%
Unsure	3%

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

Less than \$30,000 per year	21%
\$30,000 to \$49,999 per year	18%
\$50,000 to \$74,999 per year	21%
\$75,000 to \$99,999 per year	9%
\$100,000 to \$124,999 per year	7%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	9%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	2%
Prefer not to say	1%

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

Yes	30%
No	70%
Prefer not to say	*%

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

Republican	39%
Democrat	37%
Independent	21%
Member of another party	1%
Unsure	2%

[IF QPartyID = 1. Republican, Ask]

65. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2] (n=390)

Firmly a Republican	80%
Not firmly a Republican	20%

[IF QPartyID = 2. Democrat, Ask]

66. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2] (n=386)

Firmly a Democrat	70%
Not firmly a Democrat	30%

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

67. [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=248)
Republicans	31%
Democrats	28%
Both equally often	28%
Unsure	12%

[QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	47%
Total Democratic+Democratic-leaning Independents	44%
Total Independent	10%

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

68. [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=464)
Supporter of Donald Trump	59%
Supporter of the Republican Party	36%
I don't support either one	5%
Unsure	*%

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

69. [Q2028DemPrimaryOE] If the 2028 Democratic presidential primary were being held today, for whom would you vote? [OPEN END]

70. [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	*%

METHODOLOGY

The January 2025 Echelon Insights Verified Voter Omnibus was fielded online from January 22-24, 2025 in English among a sample of N=1,024 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.