



May 2025 Voter Omnibus
Survey of N=1,000 voters in the Likely Electorate
Online sample matched to the L2 voter file
Field Dates: May 8-12, 2025
Margin of Error: +/- 3.8 Percentage Points

CORE: PARTISANSHIP

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

Republican	39%
Democrat	38%
Independent	21%
Member of another party	0%
Unsure	2%

[IF QPartyID = 1. Republican, Ask]

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

	(n=354)
Firmly a Republican	78%
Not firmly a Republican	22%

[IF QPartyID = 2. Democrat, Ask]

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

	(n=400)
Firmly a Democrat	83%
Not firmly a Democrat	17%

[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=246)
Republicans	36%
Democrats	26%
Both equally often	26%
Unsure	12%

[QPartyConsolidated] QPartyID and QPartyLeanView

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

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	48%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	47%
Definitely the Republican candidate	31%
Probably the Republican candidate	16%
Lean the Republican candidate	1%
Lean the Democratic candidate	1%
Probably the Democratic candidate	11%
Definitely the Democratic candidate	35%
Unsure	5%

[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=426)
Supporter of Donald Trump	58%
Supporter of the Republican Party	39%
I don't support either one	3%
Unsure	*%

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

Donald Trump	47%
Kamala Harris	45%
Someone else	2%
I did not vote	5%
Unsure	1%

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 | 51% |
| Right direction | 42% |
| Unsure | 6% |
9. [QStability] Do you think that over the next year, things in the United States are going to become more stable, less stable, or stay about the same as they are now? [RANDOMIZE SCALE 1-5, 5-1]
- | | |
|---------------------------|-----|
| MUCH/A LITTLE MORE STABLE | 41% |
| MUCH/A LITTLE LESS STABLE | 45% |
| Much more stable | 22% |
| A little more stable | 19% |
| Stay the same | 10% |
| A little less stable | 14% |
| Much less stable | 31% |
| Unsure | 4% |
10. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]
11. [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	28%	17%	45%
Jobs and the economy	12%	14%	27%
The state of democracy	11%	8%	20%
Immigration	11%	11%	21%
Political corruption	10%	10%	21%
Taxes	4%	5%	8%
The environment and climate change	4%	4%	7%
National security	3%	5%	9%
Healthcare	3%	8%	11%
Abortion	2%	2%	4%
Crime	2%	6%	7%
Education	1%	2%	3%
Drug abuse	1%	2%	3%
Gun rights	1%	1%	2%
Race relations	1%	1%	2%
Something else (Please specify)	4%	3%	7%
Unsure	2%	1%	3%

12. [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]

	1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Never heard of		
	V/S FAV.	V/S UNFAV.	Very favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Very unfavorable	Never heard of
JD Vance	44%	44%	25%	19%	9%	7%	36%	3%
The Republican Party	47%	49%	22%	25%	4%	14%	35%	0%
The Department of Government Efficiency (DOGE)	41%	44%	23%	18%	12%	10%	34%	4%
Donald Trump	47%	51%	31%	16%	2%	7%	44%	0%
The Democratic Party	43%	51%	19%	24%	6%	18%	34%	0%
Elon Musk	41%	51%	23%	18%	7%	10%	41%	1%

13. [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	46%
STRONGLY/SOMEWHAT DISAPPROVE	52%
Strongly approve	29%
Somewhat approve	17%
Somewhat disapprove	10%
Strongly disapprove	42%
Unsure	2%

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

14. [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	54%
Strongly approve	26%
Somewhat approve	17%
Somewhat disapprove	10%
Strongly disapprove	43%
Unsure	3%

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

STRONGLY/SOMEWHAT APPROVE	53%
STRONGLY/SOMEWHAT DISAPPROVE	45%
Strongly approve	39%
Somewhat approve	14%
Somewhat disapprove	8%
Strongly disapprove	37%
Unsure	2%

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

STRONGLY/SOMEWHAT APPROVE	47%
STRONGLY/SOMEWHAT DISAPPROVE	50%
Strongly approve	29%
Somewhat approve	17%
Somewhat disapprove	9%
Strongly disapprove	41%
Unsure	3%

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

STRONGLY/SOMEWHAT APPROVE	42%
STRONGLY/SOMEWHAT DISAPPROVE	54%
Strongly approve	24%
Somewhat approve	18%
Somewhat disapprove	10%
Strongly disapprove	44%
Unsure	4%

18. [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	40%
STRONGLY/SOMEWHAT DISAPPROVE	55%
Strongly approve	24%
Somewhat approve	16%
Somewhat disapprove	11%
Strongly disapprove	44%
Unsure	5%

19. [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	38%
NEGATIVE EMOTIONS	49%
Thrilled	13%
Happy	8%
Satisfied	17%
Neutral	10%
Dissatisfied	19%
Angry	12%
Furious	18%
Unsure	3%

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

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

	(n=471)
Kamala Harris	32%
Pete Buttigieg	10%
Alexandria Ocasio-Cortez	8%
Cory Booker	6%
Tim Walz	5%
Gavin Newsom	5%
J.B. Pritzker	5%
Jasmine Crockett	3%
Josh Shapiro	2%
Mark Cuban	2%
Gretchen Whitmer	2%
Wes Moore	1%
John Fetterman	1%
Andy Beshear	1%
Jared Polis	1%
Raphael Warnock	1%
Ruben Gallego	*%
Stephen A. Smith	-
Chris Murphy	1%
Jon Stewart	1%
Someone else (Please specify)	1%
Unsure	13%

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

21. [Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-14]

	(n=426)
JD Vance	44%
Nikki Haley	8%
Ron DeSantis	7%
Robert F. Kennedy, Jr.	6%
Vivek Ramaswamy	5%
Marco Rubio	4%
Ted Cruz	4%
Glenn Youngkin	3%
Sarah Huckabee Sanders	1%
Tulsi Gabbard	1%
Tim Scott	1%
Doug Burgum	*%
Josh Hawley	*%
Kristi Noem	*%
Steve Bannon	*%
Someone else (Please specify)	1%
Unsure	13%

22. [QOligarchyOE] In your own words, what does “oligarchy” mean? If you don’t know, just say so. [OPEN END]

CORE: ECONOMY AND IMMIGRATION

23. [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	36%
GETTING A LOT/LITTLE WORSE	50%
Improving a lot	13%
Improving a little	24%
Staying the same	10%
Getting a little worse	19%
Getting a lot worse	31%
Unsure	3%

24. [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	29%
GETTING A LOT/LITTLE WORSE	40%
Improving a lot	11%
Improving a little	18%
Staying the same	29%
Getting a little worse	20%
Getting a lot worse	20%
Unsure	2%

25. [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	45%
I am just able to pay for basic necessities	30%
I struggle to pay for basic necessities	22%
Unsure	2%

26. [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	55%
STRONGLY/SOMEWHAT OPPOSE	39%
Strongly support	36%
Somewhat support	19%
Somewhat oppose	17%
Strongly oppose	22%
Unsure	6%

27. [QIllegalWording] Lately there has been a lot of discussion about people who have come to the U.S. and do not have legal authorization to remain in the U.S. Which terms have you heard used to describe these individuals? [SELECT MULTIPLE, RANDOMIZE 1-5]

Illegal immigrant	71%
Undocumented immigrant	58%
Illegal alien	50%
Refugee	22%
Dreamer	20%
Unsure	6%

28. [QIllegalDescribe] If you were having a conversation with someone you know and trust about this issue, which term would you be most likely to use? [RANDOMIZE 1-5]

Illegal immigrant	40%
Undocumented immigrant	27%
Illegal alien	13%
Dreamer	6%
Refugee	5%
Unsure	9%

CUSTOM: TARIFFS AND MANUFACTURING

29. [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	35%
Unsure	11%

30. [QTariffSupport] To what extent do you support or oppose imposing tariffs on imported goods? [ROTATE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	44%
STRONGLY/SOMEWHAT OPPOSE	48%
Strongly support	20%
Somewhat support	24%
Somewhat oppose	16%
Strongly oppose	32%
Unsure	7%

31. [QTariffItem Battery] Do you think it is a good idea or a bad idea for the U.S. to place tariffs on the following things when they are made in other countries and imported into the U.S.? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

	1. Very good idea	2. Somewhat good idea	3. Somewhat bad idea	4. Very bad idea	5. Unsure		
	VERY / SOMEWHAT GOOD IDEA	VERY / SOMEWHAT BAD IDEA	Very good idea	Somewhat good idea	Somewhat bad idea	Very bad idea	Unsure
Steel	45%	45%	23%	23%	15%	29%	10%
Video games and consoles	45%	44%	23%	22%	18%	27%	11%
Automobiles	45%	47%	22%	22%	15%	32%	9%
Kids toys	40%	48%	19%	20%	19%	30%	12%
Movies	38%	48%	21%	18%	17%	30%	14%
Carseats and strollers	38%	52%	19%	19%	17%	35%	11%
Coffee	37%	53%	17%	20%	19%	34%	10%
Medical equipment	35%	55%	16%	18%	14%	41%	10%

32. [QLocalFactory] Is there a manufacturing facility that has closed in your area in the last 10 years? [RANDOMIZE 1-2]

No	38%
Yes	25%
Unsure	37%

[ASK IF QLocalFactory = 1. Yes]

33. [QFactoryClose] Did the closing of the manufacturing facility in your area affect you personally? [RANDOMIZE SCALE 1-4, 4-1]

	(n=256)
Yes, I was employed there	3%
Yes, I was employed in a related job	6%
Yes, someone in my family was employed there	19%
No	68%
Unsure	3%

CUSTOM: CULTURE

34. [QPopeNews] Pope Francis, the head of the Catholic Church, died on April 21, 2025. How did you learn about his passing? [RANDOMIZE 1-4]

TV news	52%
Social media	30%
Friends or family	8%
Newspaper	2%
Something else	3%
I don't remember how I learned of Pope Francis' death	3%
This is the first I've heard of Pope Francis' death	2%

35. [QMayHoliday] Which, if any, of the following May events do you celebrate or watch? Select all that apply. [SELECT MULTIPLE, RANDOMIZE 1-6]

Kentucky Derby	26%
Cinco de Mayo	26%
Indianapolis 500	17%
May the Fourth ("May the Fourth Be With You")	16%
The Met Gala	10%
Monaco Grand Prix	6%
None of these	43%
Unsure	2%

CORE: DEMOGRAPHICS

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

1. Yes

2. No

	Yes	No
Instagram	50%	50%
X (formerly Twitter)	35%	65%
Facebook	80%	20%
TikTok	38%	62%
Reddit	28%	72%
YouTube	80%	20%
Snapchat	28%	72%

37. [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	38%
RARELY/NEVER	62%
Often	13%
Sometimes	26%
Rarely	24%
Never	38%

38. [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	46%
Fox News	37%
NBC News	33%
ABC News	33%
CBS News	31%
CNN	28%
MSNBC	22%
Your local paper, online or in print	20%
Public radio or broadcast news, such as NPR or PBS	17%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	17%
Newsmax	10%
OAN	3%
Social media (such as YouTube, TikTok, Snapchat)	37%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	16%
Something else (Please specify)	5%
None of these	7%

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

1903-1927	-
1928-1945	6%
1946-1964	34%
1965-1980	27%
1981-1996	25%
1997-2012	9%

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

Employed full-time	43%
Employed part-time	8%
Freelance, contract, or temporary work	2%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	5%
Full time student	1%
Retired	28%
Something else	4%
Prefer not to say	*%

[Ask if QEmployment = 1-4]

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

	(n=497)
White collar worker, like work at a desk or an office	59%
Blue collar worker, like work with my hands or in a factory	20%
Service worker, like work in a store, hospital, or restaurant	17%
Unsure	4%

42. [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	12%
Yes, I have	11%
No	77%
Unsure	1%

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

Yes, I am	8%
Yes, a member of my household is	4%
No	86%
Unsure	2%

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

Yes, I do	24%
Yes, a member of my household does	18%
No	63%
Unsure	1%

45. [QUrbanRural] How would you describe the area in which you live?	
City	28%
Suburb near a city	46%
Small town not near a city	11%
Rural or country area	15%
46. [QNativity] Where were you born? [RANDOMIZE 1-2]	
In the United States	96%
In a foreign country	4%
Prefer not to say	*%
47. [QMarital] What is your current marital status?	
Single, never married	33%
Married	45%
Separated	2%
Divorced	12%
Widowed	8%
Prefer not to say	*%
48. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	26%
Just Christian	19%
Roman Catholic	18%
Agnostic	5%
Atheist	4%
Jewish	4%
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	1%
Buddhist	1%
Something else (Please specify)	3%
Nothing in particular	15%

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

49. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?	
	(n=663)
Yes, born-again or evangelical Christian	44%
No, not born-again or evangelical Christian	52%
Unsure	4%
50. [QChurchOld] How often do you currently attend a religious service?	
At least once a week	27%
Once or twice a month	10%
A few times a year	13%
Usually just for religious holidays	10%
Never	38%
Prefer not to say	2%

CORE: SCREENER MODULE (ASKED AT BEGINNING)

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

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

52. [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%
Sales		5%
Technology		4%
Food service or the restaurant industry		4%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		83%

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

Woman		53%
Man		47%
In some other way		-

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

White		76%
Black or African American		13%
Hispanic or Latino		11%
Asian		4%
Native American or Alaska Native		2%
Native Hawaiian or Other Pacific Islander		1%
Other race or ethnicity		1%

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

High school or less		29%
Some college		19%
Associate degree		11%
Bachelor's degree		25%
Graduate degree		15%
Prefer not to say		*%

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

18 - 34		21%
35 - 49		23%
50 - 64		28%
65+		29%

57. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]

States in the Midwest	22%
States in the Northeast	17%
States in the South	39%
States in the West	23%

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

VERY/SOMEWHAT CONSERVATIVE	40%
VERY/SOMEWHAT LIBERAL	28%
Very conservative	19%
Somewhat conservative	21%
Moderate	30%
Somewhat liberal	14%
Very liberal	14%
Unsure	2%

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

Less than \$30,000 per year	22%
\$30,000 to \$49,999 per year	17%
\$50,000 to \$74,999 per year	14%
\$75,000 to \$99,999 per year	12%
\$100,000 to \$124,999 per year	8%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	8%
\$200,000 to \$249,999 per year	4%
\$250,000 or more per year	3%
Prefer not to say	1%

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

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

METHODOLOGY

The May 2025 Echelon Insights Verified Voter Omnibus was fielded online from May 8-12, 2025 in English among a sample of N=1,000 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 +/- 3.8 percentage points.