



November 2025 Omnibus Topline - External
Survey of N=1,051 voters in the Likely Electorate
Field Dates: November 13-17, 2025
Margin of Error: +/- 3.7 Percentage Points

CORE: POLITICAL AND ECONOMIC LANDSCAPE MODULE

1. **[QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track? [RANDOMIZE 1-2]**

Wrong track	58%
Right direction	35%
Unsure	7%

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

MUCH/A LITTLE MORE STABLE	32%
MUCH/A LITTLE LESS STABLE	52%
Much more stable	13%
A little more stable	19%
Stay the same	12%
A little less stable	21%
Much less stable	31%
Unsure	3%

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

	1st Choice	2nd Choice	Combined Choice
Cost of living	23%	19%	42%
The state of democracy	17%	11%	28%
Political corruption	15%	14%	29%
Jobs and the economy	10%	12%	23%
Immigration	9%	10%	19%
Healthcare	8%	11%	19%
Crime	4%	5%	8%
The environment and climate change	3%	3%	6%
National security	2%	3%	6%
Taxes	2%	3%	5%
Race relations	2%	1%	3%
Gun rights	1%	1%	2%
Abortion	1%	1%	2%
Drug abuse	1%	1%	2%
Education	1%	1%	2%
Something else (Please specify)	3%	2%	4%
Unsure	*%	-	*%

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

	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	
Zohran Mamdani	28%	39%	15%	13%	16%	8%	31%	17%	
The Republican Party	42%	54%	18%	24%	3%	14%	40%	1%	
JD Vance	39%	52%	23%	16%	8%	10%	42%	1%	
Donald Trump	42%	56%	24%	17%	2%	7%	49%	*%	
The Democratic Party	41%	55%	14%	27%	4%	21%	34%	*%	
Elon Musk	38%	53%	14%	23%	8%	14%	40%	1%	
Chuck Schumer	24%	54%	6%	18%	16%	18%	36%	6%	

6. [QTrumpApprove] Do you approve or disapprove of the way Donald Trump is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 42% |
| STRONGLY/SOMEWHAT DISAPPROVE | 57% |
| Strongly approve | 23% |
| Somewhat approve | 18% |
| Somewhat disapprove | 10% |
| Strongly disapprove | 47% |
| Unsure | 2% |

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

7. [QTrumpApproveEcon] Do you approve or disapprove of the way Donald Trump is handling the economy? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 40% |
| STRONGLY/SOMEWHAT DISAPPROVE | 56% |
| Strongly approve | 22% |
| Somewhat approve | 18% |
| Somewhat disapprove | 11% |
| Strongly disapprove | 45% |
| Unsure | 4% |
8. [QTrumpApproveImm] Do you approve or disapprove of the way Donald Trump is handling immigration? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 47% |
| STRONGLY/SOMEWHAT DISAPPROVE | 52% |
| Strongly approve | 33% |
| Somewhat approve | 14% |
| Somewhat disapprove | 9% |
| Strongly disapprove | 43% |
| Unsure | 1% |
9. [QTrumpApproveForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 43% |
| STRONGLY/SOMEWHAT DISAPPROVE | 53% |
| Strongly approve | 26% |
| Somewhat approve | 17% |
| Somewhat disapprove | 12% |
| Strongly disapprove | 41% |
| Unsure | 4% |
10. [QTrumpApproveTariff] Do you approve or disapprove of the way Donald Trump is handling tariffs? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|-------------------------------------|------------|
| STRONGLY/SOMEWHAT APPROVE | 38% |
| STRONGLY/SOMEWHAT DISAPPROVE | 58% |
| Strongly approve | 21% |
| Somewhat approve | 17% |
| Somewhat disapprove | 11% |
| Strongly disapprove | 47% |
| Unsure | 4% |

11. [QTurnout] How likely are you to vote in the upcoming 2026 midterm elections?
[RANDOMIZE SCALE 1-5, 5-1]
EXTREMELY/VERY LIKELY **87%**
Extremely likely 72%
Very likely 14%
Somewhat likely 8%
Not very likely 3%
Not at all likely 2%
Unsure 1%
12. [QMotivation] How motivated are you to vote in the upcoming 2026 midterm elections?[RANDOMIZE SCALE 1-5, 5-1]
EXTREMELY/VERY MOTIVATED **79%**
Extremely motivated 59%
Very motivated 20%
Somewhat motivated 14%
Not very motivated 5%
Not at all motivated 1%
Unsure 1%
13. [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]
14. [QGenericCongressionalLeaner] And if you had to choose today, would you vote for [ROTATE TO MATCH ANSWER OPTION ORDER] the Republican candidate or the Democratic candidate? [RANDOMIZE 1-2]
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE **45%**
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE **49%**
Definitely the Republican candidate 33%
Probably the Republican candidate 12%
Lean the Republican candidate 1%
Lean the Democratic candidate 1%
Probably the Democratic candidate 11%
Definitely the Democratic candidate 37%
Unsure 6%
15. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]
Republican 37%
Democrat 36%
Independent 25%
Member of another party 1%
Unsure 1%
- [IF QPartyID = 1. Republican, Ask]*
16. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2] (n=380)
Firmly a Republican 76%
Not firmly a Republican 24%
- [IF QPartyID = 2. Democrat, Ask]*
17. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2] (n=391)
Firmly a Democrat 79%
Not firmly a Democrat 21%

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

18. [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=280)

Democrats	34%
Republicans	32%
Both equally often	25%
Unsure	8%

19. [QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	46%
Total Democratic+Democratic-leaning Independents	45%
Total Independent	9%

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

20. [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=472)

Supporter of the Republican Party	48%
Supporter of Donald Trump	46%
I don't support either one	5%
Unsure	2%

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

Yes, I voted	97%
No, I did not vote	3%
Unsure	*%

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

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

(n=982)

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

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

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

	(n=484)
Gavin Newsom	29%
Kamala Harris	17%
Pete Buttigieg	12%
Alexandria Ocasio-Cortez	6%
Cory Booker	4%
Josh Shapiro	3%
Mark Cuban	3%
J.B. Pritzker	2%
Andy Beshear	2%
Jasmine Crockett	2%
Tim Walz	2%
Jon Stewart	2%
Gretchen Whitmer	1%
Raphael Warnock	1%
Chris Murphy	1%
John Fetterman	1%
Jared Polis	1%
Ruben Gallego	*0%
Rahm Emanuel	*0%
Stephen A. Smith	*0%
Wes Moore	-
Ro Khanna	-
Someone else (Please specify)	*0%
Unsure	11%

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

24. [Q2028DemPrimaryMamdani] If the 2028 Democratic presidential primary were being held today and all of the following were eligible to run, for whom would you vote? [RANDOMIZE 1-23]

	(n=484)
Gavin Newsom	23%
Kamala Harris	13%
Pete Buttigieg	13%
Alexandria Ocasio-Cortez	9%
Josh Shapiro	4%
Zohran Mamdani	4%
Cory Booker	4%
Mark Cuban	3%
J.B. Pritzker	3%
Andy Beshear	3%
Gretchen Whitmer	3%
Tim Walz	3%
Jon Stewart	2%
Jasmine Crockett	1%
Wes Moore	1%
John Fetterman	1%
Ruben Gallego	*0%
Raphael Warnock	*0%
Chris Murphy	*0%
Rahm Emanuel	*0%
Stephen A. Smith	*0%
Jared Polis	*0%
Ro Khanna	-
Someone else (Please specify)	1%
Unsure	10%

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

25. [QHarrisLead] Thinking ahead, would you like to see Kamala Harris continue to be the leading voice for Democrats, or do you think it's time for someone new to fill that role? [RANDOMIZE 1-2]

	(n=484)
Someone new	55%
Kamala Harris	31%
Unsure	14%

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

26. [QDemChange] To what extent do you think the Democratic Party needs to change? [ROTATE SCALE 1-3, 3-1]

	(n=484)
It does not need to change	7%
It needs minor changes	50%
It needs a major overhaul	39%
Unsure	3%

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

27. [Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-15]

	(n=472)
JD Vance	47%
Ron DeSantis	10%
Marco Rubio	8%
Nikki Haley	5%
Robert F. Kennedy, Jr.	5%
Vivek Ramaswamy	2%
Ted Cruz	2%
Tulsi Gabbard	1%
Sarah Huckabee Sanders	1%
Glenn Youngkin	1%
Josh Hawley	1%
Doug Burgum	*%
Kristi Noem	*%
Tim Scott	*%
Steve Bannon	*%
Someone else (Please specify)	2%
Unsure	12%

[If QGenericCongressional IS NOT 4. Definitely the Democratic candidate, ask]

28. [QDemConsider Battery] Would you be more or less likely to consider voting for a Democratic candidate if they took each of the following positions? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID OVER 2 PAGES]

1. Much more likely to consider 2. Somewhat more likely to consider 3. Neither more nor less likely to consider 4. Somewhat less likely to consider 5. Much less likely to consider

	MUCH / SOME. MORE LIKELY	MUCH / SOME. LESS LIKELY	Much more likely to consider	Somewhat more likely to consider	Neither more nor less likely to consider	Somewhat less likely to consider	Much less likely to consider
(n=670)							
Takes a strong stance against the abuse of corporate power AND opposes biological males playing in women's sports	56%	12%	22%	34%	32%	7%	5%
Takes a strong stance against the abuse of corporate power	51%	10%	22%	29%	39%	6%	4%
Opposes biological males playing in women's sports	55%	16%	28%	27%	29%	6%	9%
Says that Democrats should work in a bipartisan manner with Donald Trump	49%	15%	16%	33%	36%	7%	8%
Criticizes fellow Democrats they consider to be too left-wing or woke	46%	17%	20%	26%	37%	6%	11%
Takes a strong stance against the abuse of corporate power AND doesn't talk about culture war issues	39%	15%	11%	28%	46%	8%	6%
Praises Donald Trump's border and immigration policies	48%	23%	18%	29%	29%	7%	16%
Takes a strong stance against the abuse of corporate power AND vocally advocates for minority, immigrant, and LGBTQ rights	28%	33%	12%	16%	39%	17%	16%

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]

	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
The United Kingdom	72%	10%	30%	42%	17%	7%	3%	1%
Canada	74%	14%	39%	35%	12%	11%	3%	1%
Mexico	46%	35%	14%	32%	18%	26%	9%	1%
Israel	44%	35%	18%	26%	21%	17%	17%	*%
China	19%	67%	4%	15%	13%	31%	37%	1%
Russia	8%	80%	2%	6%	11%	26%	54%	*%

30. [QRecentDemWins] In recent elections, Democrats won several key races: Abigail Spanberger was elected Governor of Virginia, Mikie Sherrill was elected Governor of New Jersey, and Zohran Mamdani was elected Mayor of New York City. Mamdani is considered a progressive Democrat and democratic socialist, while Spanberger and Sherrill are viewed as more moderate Democrats.

Going into the 2026 midterm elections, which kind of Democrat would you rather see on the ballot, even if you don't generally vote Democrat or neither description fully reflects your view? [RANDOMIZE 1-2]

Moderate Democratic candidates like Spanberger and Sherrill	53%
Progressive Democratic candidates like Mamdani	22%
Unsure	25%

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

31. [QDemDirection] Which political direction do you think Democrats need to move to win the next presidential election? [RANDOMIZE 1-2]

	(n=484)
To the center politically	47%
To the left politically	26%
Their current position is fine	17%
Unsure	10%

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

32. [QDemCombative] Do the Democrats need to be more or less combative against Donald Trump than they are now? [RANDOMIZE SCALE 1-4, 4-1]

	(n=484)
MUCH/SOMEWHAT MORE COMBATIVE	85%
MUCH/SOMEWHAT LESS COMBATIVE	10%
Much more combative	59%
Somewhat more combative	27%
Somewhat less combative	8%
Much less combative	2%
Unsure	5%

DEMOCRAT CONTRAST

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

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

(n=484)

Democratic socialism, where government can be relied on to provide basic needs, is the best way to build an equitable economy and society.	64%
Capitalism with sensible regulation is the best way to build a strong, growing economy.	22%
Unsure	14%

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

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

(n=484)

Transgender women should not be allowed to play in women's sports because they have an unfair biological advantage.	47%
Because transgender women are women, they should be allowed to play in women's sports.	35%
Unsure	18%

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

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

(n=484)

Americans should be provided health insurance by the government if they need it, but should also have the option to purchase private health insurance.	67%
All Americans should be required to receive health insurance by the government.	30%
Unsure	2%

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

36. [QDemContrastPolice] Which of the following statements do you agree with more, even if neither is exactly right?

(n=484)

Funding for the police should be <u>reduced</u> and redistributed to mental health and other communal resources to tackle the root cause of crime.	45%
Funding for the police should be <u>increased</u> so they have better resources and training to keep communities safe from crime.	42%
Unsure	12%

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

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

(n=484)

We should not reduce legal immigration, but the US should have a secure southern border so that criminals do not enter the country.	63%
It is important that the US allow those who come to the southern border into the country, even if they did not get prior approval, because we have a responsibility to all people.	32%
Unsure	5%

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

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

(n=484)

Abortion should be safe, legal, and rare	60%
Abortion is an affirmative good for society	31%
Unsure	9%

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

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

(n=484)

Public schools are crucial for a healthy society, so we should not promote education options that drain public schools of funds.	69%
The government should expand school choice in the form of charter schools and education savings accounts so more kids have access to high-quality education.	25%
Unsure	6%

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

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

(n=484)

Legalizing hard drugs will result in more overdose deaths, so some limits on drugs should remain.	71%
All drugs should be legalized because the government has no right to say what substance someone can or cannot use.	18%
Unsure	12%

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

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

(n=484)

The United States is, generally, a force for good in the world.	64%
The United States is, generally, a force for bad in the world.	19%
Unsure	16%

CORE: ECONOMY

- 42. [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% |
| Improving a lot | 8% |
| Improving a little | 22% |
| Staying the same | 12% |
| Getting a little worse | 24% |
| Getting a lot worse | 32% |
| Unsure | 2% |
- 43. [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 | 27% |
| Improving a lot | 7% |
| Improving a little | 21% |
| Staying the same | 32% |
| Getting a little worse | 25% |
| Getting a lot worse | 15% |
| Unsure | 2% |
- 44. [QEconJudge] When you think about how the U.S. economy is doing, which of the following factors matters most to you? [RANDOMIZE 1-8]**
- | | |
|---------------------------------|-----|
| Prices and cost of living | 52% |
| Your personal finances | 15% |
| Government debt and spending | 8% |
| Wages and job opportunities | 8% |
| Overall economic growth (GDP) | 4% |
| Interest rates | 4% |
| Stock market performance | 3% |
| Housing market | 3% |
| Something else (please specify) | 1% |
| Unsure | 2% |
- 45. [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 | 49% |
| I am just able to pay for basic necessities | 32% |
| I struggle to pay for basic necessities | 17% |
| Unsure | 2% |

ONE YEAR SINCE THE ELECTION

46. [QPriority Battery] To what extent do you believe Trump has prioritized each of the following items? It has been... [RANDOMIZE ROWS] [DISPLAY AS GRID, 5 PER PAGE] [ROTATE SCALE 1-5, 5-1]

	1. 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	
	THE FIRST PRIOR. / ONE OF THE HIGHEST PRIOR.	The first priority	One of the highest priorities	Something to tackle after higher-priority items	Not a very high priority	Not at all a priority	Unsure
Departing illegal immigrants who have committed other crimes or have outstanding deportation orders	74%	32%	43%	12%	5%	6%	3%
Securing the southern border	71%	29%	42%	13%	8%	5%	3%
Departing all 20 million illegal immigrants in the U.S.	68%	26%	42%	14%	7%	7%	4%
Passing additional tariffs on imports	62%	19%	43%	18%	7%	8%	5%
Firing large numbers of Federal government employees	51%	15%	36%	22%	11%	11%	5%
Renewing the Trump tax cuts	49%	14%	35%	22%	8%	10%	10%
Supporting the Department of Government Efficiency's plans to cut trillions of dollars in spending	49%	12%	37%	21%	9%	14%	7%
Drilling for more oil and natural gas	46%	9%	36%	28%	12%	7%	7%
Reducing the cost of living	43%	18%	25%	14%	12%	28%	3%
Supporting the development of cryptocurrency	25%	7%	18%	25%	21%	17%	12%
Acquiring territories like Greenland or the Panama Canal	16%	3%	13%	27%	24%	22%	10%

[Ask if Q2024Ballot = 1. Donald Trump]

47. [QTrumpYear Battery] You indicated that you voted for Donald Trump in the 2024 election. Do you feel that you specifically voted for each of the following when you cast your vote for Donald Trump in the 2024 election? [RANDOMIZE ROWS] [DISPLAY AS GRID, 6 PER PAGE] [RANDOMIZE 1-2]

	1. Yes	2. No	3. Unsure
(n=462)			
Departing illegal immigrants who have committed additional crimes	90%	7%	4%
Closing the southern border	87%	9%	4%
Departing illegal immigrants, even if they haven't committed additional crimes	69%	23%	8%
Ending taxes on tips and overtime	65%	28%	7%
Cutting government jobs	55%	34%	11%
Higher tariffs on imported goods	52%	35%	13%
Cutting federal funding to certain universities	51%	37%	12%
Deploying the National Guard to major cities	51%	37%	12%

[Ask if Q2024Ballot = 1. Donald Trump]

48. [QHowFar Battery] How would you characterize Donald Trump's policies on each of the following issue areas so far in his presidency? His policies have... [RANDOMIZE ROWS] [DISPLAY AS GRID] [RANDOMIZE SCALE 1-3, 3-1]

	1. Gone too far	2. Been just right	3. Not gone far enough	4. Unsure
(n=462)				
Tariffs	20%	62%	10%	7%
Cutting government jobs	16%	45%	28%	11%
Immigration	9%	52%	36%	3%
Cutting foreign aid	6%	52%	32%	10%
Foreign policy	5%	71%	16%	8%
Reducing crime in cities	4%	46%	44%	6%

POLITICS

49. [QTrumpImmAssociate] Which of the following comes to mind first when you think about Donald Trump's border and immigration policy? [RANDOMIZE 1-2]

Immigration and Customs Enforcement (ICE) deportation raids	39%
Stopping illegal crossings at the southern border	15%
Both equally	41%
Unsure	4%

50. [QTrumpEconAssociate] Which of the following comes to mind first when you think about Donald Trump's economic policy? [RANDOMIZE 1-2]

Tariffs	52%
Tax cuts	9%
Both equally	35%
Unsure	4%

51. [QTariffsPay] Who do you think mainly pays the cost of tariffs (taxes on imported goods)? [RANDOMIZE 1-5]

Consumers in our country, through higher prices	60%
Companies in the other country that export goods	12%
Companies in our country that import goods	7%
Our government	6%
The government of the other country	5%
Unsure	10%

52. [QRedistDisarm] Which of the following comes closest to your view, even if none are exactly right? Politicians should... [RANDOMIZE SCALE 1-3, 3-1]

Stop gerrymandering, even if politicians from other parties continue to do it	25%
Stop gerrymandering, but only if politicians from other parties stop as well	39%
Continue current practices of redrawing congressional districts	12%
Unsure	25%

53. [QRedistCriteria] When new congressional districts are drawn, which of the following goals are most important to you? Select up to two. [SELECT MULTIPLE, UP TO TWO] [RANDOMIZE 1-7]

Ensuring that minority communities can elect representatives from their communities	27%
Representing the proportion of Republicans, Democrats, and voters for other parties in the state	25%
Creating districts that are simple and compact rather than oddly shaped	20%
Respecting existing borders between cities and counties	19%
Maximizing the number of seats controlled by my political party to fight gerrymanders by the other party in other states	18%
Increasing the number of districts in which there will be a competitive election	14%
Minimizing the change in district boundaries as much as possible	12%
Something else (Please specify)	1%
Unsure	14%

[Ask If QPartyID = 1. Republican OR if QPartyLean = 1. Republicans]

54. [QRedistMaxGOP] In states where the Republican Party is in charge of the redistricting process, which would you prefer? [RANDOMIZE 1-2]

(n=472)

The Republican Party should try to create districts that proportionally represent states' population for each party	50%
The Republican Party should try to maximize the number of seats they will control in state and federal legislatures	35%
Unsure	15%

[Ask If QPartyID = 2. Democrat OR if QPartyLean = 2. Democrats]

55. [QRedistMaxDem] In states where the Democratic party is in charge of the redistricting process, which would you prefer? [RANDOMIZE 1-2]

(n=484)

The Democratic Party should try to create districts that proportionally represent states' population for each party	44%
The Democratic Party should try to maximize the number of seats they will control in state and federal legislatures	43%
Unsure	14%

CORE: DEMOGRAPHICS MODULE

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

VERY/SOMEWHAT CONSERVATIVE	37%
VERY/SOMEWHAT LIBERAL	29%
Very conservative	19%
Somewhat conservative	18%
Moderate	32%
Somewhat liberal	15%
Very liberal	14%
Unsure	2%

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

EXTREMELY/VERY IMPORTANT	41%
Extremely important	19%
Very important	22%
Somewhat important	33%
Not that important	16%
Not important at all	8%
Unsure	2%

58. [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	52%	48%
X (formerly Twitter)	28%	72%
Facebook	82%	18%
TikTok	39%	61%
Reddit	31%	69%
YouTube	75%	25%
Snapchat	22%	78%

59. [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%
Often	11%
Sometimes	24%
Rarely	28%
Never	37%

60. [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	48%
Social media (such as YouTube, TikTok, Snapchat)	35%
Fox News	35%
NBC News	33%
ABC News	32%
CNN	31%
CBS News	30%
Your local paper, online or in print	24%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	21%
MSNBC	20%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	17%
Public radio or broadcast news, such as NPR or PBS	17%
Newsmax	9%
OAN	3%
Something else (Please specify)	6%
None of these	5%

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

1903 – 1927	-
1928 – 1945	5%
1946 – 1964	39%
1965 – 1980	25%
1981 – 1996	24%
1997 – 2012	7%

[In 2025, TERMINATE AFTER QBirthYear IF:

**QBirthYear=1 and QAge is <97,
QBirthYear=2 and QAge is >97 or <79,
QBirthYear=3 and QAge is >79 or <60,
QBirthYear=4 and QAge is >60 or <44,
QBirthYear=5 and QAge is >44 or <28,
QBirthYear=6 and QAge is >28]**

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

Employed full-time	40%
Employed part-time	9%
Freelance, contract, or temporary work	2%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	5%
Stay-at-home parent or caregiver	4%
Full time student	2%
Retired	33%
Something else	3%
Prefer not to say	1%

[Ask if QEmployment = 1-4]

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

(n=533)

White collar worker, like work at a desk or an office	60%
Blue collar worker, like work with my hands or in a factory	17%
Service worker, like work in a store, hospital, or restaurant	20%
Unsure	3%

64. [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	10%
No	79%
Unsure	*%

65. [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	7%
No	84%
Unsure	1%

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

Yes, I do	22%
Yes, a member of my household does	18%
No	63%
Unsure	1%

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

City	26%
Suburb near a city	49%
Small town not near a city	9%
Rural or country area	17%

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

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

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

Single, never married	27%
Married	54%
Separated	2%
Divorced	12%
Widowed	6%
Prefer not to say	*%

70. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	25%
Roman Catholic	21%
Just Christian	21%
Atheist	7%
Agnostic	5%
Jewish	3%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Buddhist	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Muslim	*%
Hindu	*%
Something else (Please specify)	3%
Nothing in particular	13%

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

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

	(n=698)
Yes, born-again or evangelical Christian	38%
No, not born-again or evangelical Christian	58%
Unsure	4%

72. [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	14%
Usually just for religious holidays	10%
Never	40%
Prefer not to say	3%

CORE: SCREENER MODULE

- 73. [QRegVote] Are you at least 18 years old and registered to vote?**
- | | | |
|--------|-----------|------|
| Yes | | 100% |
| No | TERMINATE | - |
| Unsure | TERMINATE | - |
- 74. [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 | | 10% |
| Sales | | 4% |
| Food service or the restaurant industry | | 4% |
| Technology | | 3% |
| Journalism or the media | TERMINATE | - |
| Market research | TERMINATE | - |
| Public relations | TERMINATE | - |
| None of these | | 80% |
- 75. [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 | | *% |
- 76. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**
- | | | |
|---|--|-----|
| White | | 77% |
| Black or African American | | 12% |
| Hispanic or Latino | | 10% |
| Asian | | 5% |
| Native American or Alaska Native | | 2% |
| Native Hawaiian or Other Pacific Islander | | *% |
| Other race or ethnicity | | 1% |
- 77. [QEducation] What is the highest level of education you have completed?**
- | | | |
|---------------------|--|-----|
| High school or less | | 25% |
| Some college | | 17% |
| Associate degree | | 10% |
| Bachelor's degree | | 29% |
| Graduate degree | | 19% |
| Prefer not to say | | *% |
- 78. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]**
- | | | |
|---------|--|-----|
| 18 - 34 | | 17% |
| 35 - 49 | | 21% |
| 50 - 64 | | 27% |
| 65+ | | 35% |
- 79. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]**
- | | | |
|-------------------------|--|-----|
| States in the Midwest | | 23% |
| States in the Northeast | | 17% |
| States in the South | | 38% |
| States in the West | | 23% |

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

Less than \$30,000 per year	11%
\$30,000 to \$49,999 per year	12%
\$50,000 to \$74,999 per year	22%
\$75,000 to \$99,999 per year	14%
\$100,000 to \$124,999 per year	12%
\$125,000 to \$149,999 per year	12%
\$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%

**81. [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 November 2025 Echelon Insights Verified Voter Omnibus was fielded online from November 13-17, 2025 in English among a sample of N=1,051 voters in the Likely Electorate (LE) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange based on demographic quotas for registered voters in the likely electorate nationwide, and matched to the L2 voter file to verify respondents' voter registration status.

Measures taken to ensure data quality included measures to prevent duplicate responses, questions designed to disqualify inattentive respondents, and the removal of respondents from the data file who answered more than one-third of the questions they were asked in less than one-third of the median response time per question.

The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2026 likely electorate based on a probabilistic model that incorporates data from the US Census Bureau's American Community Survey and Current Population Survey Voting and Registration Supplement, as well as L2 voter file data. Weighting dimensions included gender, age, race/ethnicity, education, region, party, and voting history.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.7 percentage points.