



October 2025 Consumer Omnibus
 Survey of N=2,007 Adults Nationwide
 Field Dates: October 27-31, 2025
 Margin of Error: ± 2.5 Percentage Points

CORE: ECONOMIC LANDSCAPE MODULE

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

Wrong track	57%
Right direction	30%
Unsure	13%

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

IMPROVING A LOT/LITTLE	25%
GETTING A LOT/LITTLE WORSE	58%
Improving a lot	8%
Improving a little	17%
Staying the same	13%
Getting a little worse	25%
Getting a lot worse	33%
Unsure	4%

3. **[QFinancial] Which of the following comes closest to describing your personal financial situation? [RANDOMIZE SCALE 1-3, 3-1]**

I am able to pay for basic necessities and have some money left over to save, invest, or afford non-essential things I want	40%
I am just able to pay for basic necessities	34%
I struggle to pay for basic necessities	24%
Unsure	3%

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

IMPROVING A LOT/LITTLE	25%
GETTING A LOT/LITTLE WORSE	39%
Improving a lot	6%
Improving a little	19%
Staying the same	34%
Getting a little worse	23%
Getting a lot worse	16%
Unsure	2%

CORE: PERSONAL FINANCES, POSSESSIONS, AND SPENDING

5. [QOwn Battery] Do you or does someone in your household own the following items?

	1. Yes	2. No
	Yes	No
A smartphone	97%	3%
A television	95%	5%
A car	85%	15%
A laptop or desktop computer	84%	16%
A pet	68%	32%
A smart home device (e.g., Alexa, Google Home, Nest)	46%	54%
A gun or firearm	28%	72%
Cryptocurrency	14%	86%

6. [QFinanceOwn] Which of the following do you personally have? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-9,11,12]

Checking account	85%
Savings account	67%
Personal credit card (not business or corporate)	54%
Retirement account	30%
Investment account	26%
Home mortgage loan	24%
Health Savings Account (HSA)	11%
Personal loan with a financial institution	10%
Federal student loan financed by the government	6%
Flexible Spending Account (FSA)	5%
Private student loan financed by a bank and not the government	3%
None of these	8%

[IF QFINANCEOWN1 AND QFINANCEOWN2 ARE NOT SELECTED, ASK]

7. [QUnbanked] Does anyone in your household currently have a checking or savings account at a bank or credit union? [RANDOMIZE 1-2]

	(n=231)
No	56%
Yes	37%
Unsure	7%

8. [QBudget] Considering your current household income, which of the following do you feel like you can comfortably afford without having to cut back in other areas? [SELECT MULTIPLE] [RANDOMIZE 1-11]

Groceries	68%
Going out to eat	44%
Transportation	41%
Insurance	40%
Paying your mortgage or rent	38%
New clothes	37%
Medical or prescription drug costs	35%
Placing money in an emergency fund	25%
Saving for retirement	24%
A vacation	24%
Child care	10%
None of these	16%

9. [QEconBehavior] How many times have you done each of the following in the past year (past 12 months)? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEMS]

	0	1	2	3	4	5	More than 5	
	AT LEAST ONCE	0	1	2	3	4	5	More than 5
Stayed in a hotel	58%	42%	19%	15%	8%	6%	2%	8%
Taken a vacation	55%	45%	26%	14%	6%	5%	2%	3%
Canceled a subscription	49%	51%	19%	16%	7%	3%	2%	3%
Spent more than \$400 on a single item	45%	55%	19%	11%	6%	2%	2%	4%
Taken a flight on an airplane	39%	61%	13%	10%	4%	5%	2%	5%
Signed up for a new subscription	39%	61%	17%	11%	5%	3%	1%	2%
Signed up for a new credit card	29%	71%	19%	5%	2%	1%	1%	*%
Traveled for work	26%	74%	6%	5%	4%	2%	1%	9%
Used a buy now, pay later service like AfterPay or Klarna	23%	77%	7%	5%	4%	2%	1%	4%

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

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

HOLIDAY SPENDING

11. [QSpent] This year, how much money do you expect to spend on each of the following? [RANDOMIZE SCALE 1-3, 3-1] [RANDOMIZE] [DISPLAY AS GRID] [REPEAT HEADERS HALFWAY]

	1. More than last year	2. The same as last year	3. Less than last year	4. Unsure
	More than last year	The same as last year	Less than last year	Unsure
Holiday gifts	16%	42%	31%	11%
Charitable donations	9%	40%	25%	25%
Winter clothing	12%	41%	33%	14%
Entertainment during the winter season	10%	42%	31%	17%
Travel for the holidays	10%	37%	33%	21%
Holiday decorations	10%	39%	36%	15%

12. [QSpendStress] Compared to this time last year, do you feel more or less stressed about spending money on holiday gifts and celebrations? [RANDOMIZE SCALE 1-5, 5-1]

MUCH/SOMEWHAT MORE STRESSED	44%
MUCH/SOMEWHAT LESS STRESSED	14%
Much more stressed	23%
Somewhat more stressed	20%
About the same	40%
Somewhat less stressed	8%
Much less stressed	6%
Unsure	3%

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

I have already started	18%
After Halloween	16%
After Thanksgiving	29%
Early December	13%
Right before the holiday itself	6%
I do not plan to shop this holiday season	18%

HEALTHCARE

14. [QACASubsidy] During the Biden Administration, health insurance subsidies under the Affordable Care Act were temporarily expanded to include households earning up to around \$120,000 a year, for a family of four. These expanded subsidies were due to expire in 2025.

Should the federal government renew these expanded subsidies for households earning above the national median income of \$83,000 a year? [RANDOMIZE 1-2]

Should renew	49%
Should not renew	20%
Unsure	31%

[TEXT] Switching topics a bit to GLP1s... [KEEP ON NEXT PAGE]

15. [QGLP1] Have you or anyone you know personally taken a GLP-1 drug (e.g., Ozempic, Wegovy) for weight loss? Select all that apply. [SELECT MULTIPLE]

I have taken a GLP-1 for weight loss	10%
I know someone who has taken a GLP-1 for weight loss	23%
No	68%

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

GLP-1 drugs offer a life-changing solution for those struggling with obesity or diabetes, promoting better health and well-being.	36%
Relying on GLP-1 drugs may raise ethical concerns about quick fixes over long-term lifestyle changes and equitable access for all who need them.	30%
Unsure	35%

17. [QGLP1Easy] How easy would you say it is to get access to GLP-1 drugs (e.g., Ozempic, Wegovy)? [RANDOMIZE SCALE 1-4,4-1]

WAY/A LITTLE TOO EASY	25%
WAY/A LITTLE TO HARD	14%
Way too easy	11%
A little too easy	15%
About right	25%
A little too hard	9%
Way too hard	5%
Unsure	36%

ARTIFICIAL INTELLIGENCE

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

VERY/SOMEWHAT FAVORABLE	47%
VERY/SOMEWHAT UNFAVORABLE	41%
Very favorable	13%
Somewhat favorable	34%
Somewhat unfavorable	23%
Very unfavorable	18%
Unsure	11%

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

Opportunity	40%
Threat	38%
Unsure	21%

20. [QAIImpact Battery] What type of impact do you think artificial intelligence will have on each of the following? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEMS] [RANDOMIZE SCALE 1-3, 3-1]

1. Mostly positive 2. Equally positive and negative, on balance 3. Mostly negative 4. Unsure

	Mostly positive	Equally positive and negative, on balance	Mostly negative	Unsure
Business efficiency	36%	33%	18%	13%
Product recommendations for consumers	34%	35%	18%	13%
Shopping experiences for consumers	31%	37%	17%	15%
Content creation	31%	31%	25%	12%
Workplace efficiency	29%	34%	23%	13%
Personal creativity	29%	29%	30%	12%
Hiring and firing	12%	30%	42%	17%

21. [QAIP12M] In the last 12 months, have you personally used any of the following artificial intelligence platforms? Select all that apply. [RANDOMIZE 1-7] [SELECT MULTIPLE]

ChatGPT (OpenAI)	40%
Google Gemini	31%
Meta AI	22%
Microsoft Copilot	18%
Grok	7%
Perplexity AI	5%
Claude (Anthropic)	4%
Something else (Please specify)	1%
I have used AI in the past 12 months but don't recall the name	4%
I have not used AI in the past 12 months	34%

[IF USED AI IN P12M (QAIP12M IS NOT 10. I have not used AI in the past 12 months), ASK]

22. [QAIUse] In the last 12 months, what did you personally use AI for? Select all that apply. [RANDOMIZE 1-8] [SELECT MULTIPLE]

	(n=1327)
To help with research or information gathering	49%
To get answers to objective questions (e.g., What's the capital of France?)	39%
To get answers to subjective questions (e.g., What's the best way to approach a difficult conversation?)	36%
To help me write something (e.g., drafting, editing)	34%
For brainstorming	32%
To generate images or videos	28%
For my job/work	24%
Speech to text transcription	15%
Something else (Please specify)	3%

23. [QTrustAI Battery] How much do you trust the following companies to make an artificial intelligence product responsibly? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ITEMS] [REPEAT HEADERS HALF WAY]

1. Trust a lot 2. Trust some 3. Do not trust much 4. Do not trust at all 5. Unsure

	TRUST A LOT / SOME	DO NOT TRUST MUCH / AT ALL	Trust a lot	Trust some	Do not trust much	Do not trust at all	Unsure
Google	68%	23%	29%	39%	12%	11%	9%
Microsoft	62%	25%	23%	39%	13%	12%	13%
Amazon	61%	28%	23%	38%	14%	13%	12%
Facebook/Meta	46%	42%	15%	32%	22%	21%	11%
OpenAI	39%	36%	13%	26%	18%	18%	25%
Anthropic	20%	30%	5%	15%	15%	15%	50%
Tesla	34%	48%	11%	23%	20%	28%	18%

24. [QApprovalAI] Do you approve or disapprove of the way policymakers are handling artificial intelligence (AI)? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	32%
STRONGLY/SOMEWHAT DISAPPROVE	39%
Strongly approve	8%
Somewhat approve	24%
Somewhat disapprove	23%
Strongly disapprove	16%
Unsure	29%

25. [QDataCenter] Artificial intelligence (AI) is powered by data centers, physical locations that store computing machines and their related hardware equipment. If a tech company wanted to build a data center in your community, would you support or oppose it? [RANDOMIZE SCALE 1-4,4-1]

STRONGLY/SOMEWHAT SUPPORT	41%
STRONGLY/SOMEWHAT OPPOSE	40%
Strongly support	12%
Somewhat support	29%
Somewhat oppose	20%
Strongly oppose	20%
Unsure	19%

DATA PRIVACY

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

VERY/SOMEWHAT CONFIDENT	37%
NOT AT ALL/NOT VERY CONFIDENT	55%
Very confident	10%
Somewhat confident	27%
Not very confident	33%
Not at all confident	22%
Unsure	8%

27. [Q23andMe] Earlier this year, a DNA testing service called 23andMe filed for bankruptcy and planned to sell its assets, including its genetic database. This drew attention because of the sensitive nature of genetic data, and raised questions about how privacy and consent would be managed in a transfer.

Do you think 23andMe should have been able to sell its genetic database during its bankruptcy? [RANDOMIZE 1-2]

No	66%
Yes	11%
Unsure	23%

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

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

	VERY / SOMEWHAT SENSITIVE	NOT AT ALL/ NOT VERY SENSITIVE	Very sensitive	Somewhat sensitive	Not very sensitive	Not at all sensitive	Unsure
Health and other medical information	84%	9%	65%	19%	6%	3%	8%
Details of your physical location	80%	12%	58%	22%	9%	3%	8%
Knowing who your friends and family are	79%	13%	50%	29%	9%	5%	8%
Dating app data	67%	19%	40%	28%	11%	8%	13%
Basic online purchase habits	65%	27%	28%	38%	20%	6%	8%
Your political views	59%	30%	29%	30%	21%	10%	10%

TECHNOLOGY

29. [QWearable Battery] Have you ever used any of the following wearable technologies? [RANDOMIZE SCALE 1-2,2-1] [RANDOMIZE ITEMS]

1. Yes 2. No 3. Unsure

	Yes	No	Unsure
Smart watch (e.g., Apple Watch, Garmin Watch)	43%	53%	4%
VR headset for any immersive experience like gaming, virtual travel, or professional training	26%	69%	5%
Smart ring (e.g., Oura Ring)	13%	83%	4%

30. [QWearableUse] Which features of wearable technology do you find most appealing? Select up to two. [SELECT MULTIPLE, UP TO 2] [RANDOMIZE 1-6]

Phone and messaging features	35%
Fitness tracking	32%
Medical and emergency alerts	28%
Health monitoring (e.g., posture or hydration alerts)	27%
Entertainment (e.g., gaming)	18%
Personal productivity notifications	8%
Something else (Please specify)	1%
None of these	18%

31. [QWearablePrivacy] How concerned are you about privacy when it comes to wearable technology? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY CONCERNED	35%
NOT VERY/NOT AT ALL CONCERNED	25%
Extremely concerned	18%
Very concerned	17%
Somewhat concerned	32%
Not very concerned	18%
Not at all concerned	7%
Unsure	8%

TV SHOWS

32. [QTVShows] Which of the following shows have you watched a fair amount of, even if you haven't finished the entire series? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-16]

Friends	46%
Stranger Things	34%
Breaking Bad	33%
Seinfeld	33%
Grey's Anatomy	29%
The Office	28%
Game of Thrones	26%
The Sopranos	25%
Parks and Recreation	14%
The Handmaid's Tale	12%
The White Lotus	11%
Gossip Girl	10%
The Wire	10%
Mad Men	9%
Love Island USA	9%
Succession	7%
Severance	7%
None of these	16%

MANDELA EFFECT

[RANDOMIZE ORDER OF QMANDELA QUESTIONS]

33. [QMandelaFruit] Without looking it up, which of these is the correct logo for the brand Fruit of the Loom? [RANDOMIZE 1-2]



With a cornucopia
FRUIT OF THE LOOM®

61%



Without a cornucopia
FRUIT OF THE LOOM®

39%

34. [QMandelaLooney] Without looking it up, which of these is the correct spelling for this popular Warner Brothers show? [RANDOMIZE 1-2]



Looney Toons

57%



Looney Tunes

43%

35. [QMandelaMonocle] Without looking it up, which of these is the correct depiction of the “Monopoly Man” from the popular board game, Monopoly? [RANDOMIZE 1-2]



With a monocle

68%



Without a monocle

32%

CUSTOMER SERVICE

36. [QCustomerService] How would you prefer to communicate with customer service when needed? Select up to two. [RANDOMIZE 1-6] [SELECT MULTIPLE, UP TO 2]

Over a phone call	56%
In person	32%
Online chat	29%
Over email	18%
Over text	14%
In the store or retailer's app	8%
On X (formerly known as Twitter), Instagram, or other social media	2%
None of these	3%

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

I tend to trust <u>small</u> businesses more when it comes to customer service, returns, and overall experience.	52%
I tend to trust <u>big</u> businesses more when it comes to customer service, returns, and overall experience.	29%
Unsure	19%

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

	1. Very reasonable	2. Somewhat reasonable	3. Somewhat unreasonable	4. Very unreasonable	5. Unsure		
	VERY / SOMEWHAT REASONABLE	VERY / SOMEWHAT UNREASONABLE	Very reasonable	Somewhat reasonable	Somewhat unreasonable	Very unreasonable	Unsure
Having to return the item within 30 days after purchase or delivery	75%	19%	39%	36%	12%	6%	6%
Providing store credit instead of a reimbursement when returning without a receipt	63%	30%	27%	36%	15%	15%	7%
Requiring a product be unused or unopened	53%	40%	23%	30%	24%	16%	7%
Having to pay for the shipping cost on your return	29%	64%	9%	20%	29%	35%	7%
Being charged a restocking fee of 10-25% of the purchase price	21%	71%	8%	13%	22%	49%	8%

GIFT SHOPPING

39. [QSeasonal_Giving] Do you plan to give any gifts this year during the holiday season? If so, to whom? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-8]

My kids	48%
My spouse, partner, or someone I'm dating	46%
My parents	35%
My siblings	30%
Friend(s)	26%
My nieces and nephews	21%
My pet(s)	20%
My extended family (e.g., aunts, uncles)	15%
Coworker(s)	7%
My grandparent(s)	6%
Someone else who deserves it (e.g., teachers, doctors, charity gift drives)	8%
I am not planning on giving any gifts	15%

40. [QHolidaysGifts] Thinking about the holidays, which do you prefer? [RANDOMIZE 1-2]

Letting people surprise me	29%
Making a wishlist of gifts I want	16%
No preference or like both options equally	40%
Neither	15%

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

Physical gifts I might not otherwise buy (e.g., electronics, jewelry, clothes)	47%
Practical gifts (e.g. household items)	39%
Sentimental or handmade gifts	33%
Experiences (e.g., tickets to a game, a spa day, travel)	29%
Other (Please Specify)	5%
None of these	11%

42. [QNov Battery] How likely are you to spend money at each of the following times? [RANDOMIZE SCALE 1-5, 5-1]

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

	EXTREME./ VERY LIKELY	NOT VERY/ NOT AT ALL LIKELY	Extremely likely	Very likely	Somewhat likely	Not very likely	Not at all likely	Unsure
Black Friday	32%	38%	15%	17%	23%	14%	24%	7%
Cyber Monday	28%	36%	13%	15%	28%	14%	21%	9%
“Black Friday” deals that happen before Black Friday	27%	38%	13%	14%	27%	16%	22%	8%
Small Business Saturday	19%	46%	8%	12%	24%	20%	26%	11%
Giving Tuesday	16%	52%	7%	9%	17%	23%	29%	15%
Travel Tuesday	13%	61%	5%	8%	11%	25%	36%	15%

HOLIDAYS

43. [QHolidayLights] Thinking about the holidays, which do you prefer? [RANDOMIZE 1-2]

Colorful lights	44%
White lights	15%
No preference or like both options equally	34%
Neither	6%

44. [QHolidayTree] Thinking about the holidays, which do you prefer? [RANDOMIZE 1-2]

Real Christmas trees	35%
Artificial Christmas trees	34%
No preference or like both options equally	25%
Neither	6%

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

More religious than secular	45%
More secular than religious	39%
Neither or do not celebrate Christmas	16%

- 46. [QGiftJoy] Which typically brings you more joy? [RANDOMIZE 1-2]**
- | | |
|--|-----|
| When you GIVE a gift that someone really loves | 42% |
| When you RECEIVE a gift that you really love | 7% |
| Both bring equal joy | 46% |
| Unsure | 5% |
- 47. [QHolidayDecorations] When, in your opinion, is the right time to start putting up winter holiday decorations (e.g., Christmas trees, string lights)? [RANDOMIZE SCALE 1-4,4-1]**
- | | |
|--|-----|
| Mid-November | 17% |
| The day after Thanksgiving (November 28th) | 46% |
| December 1st | 22% |
| Christmas Eve (December 24th) | 4% |
| No opinion | 11% |
- 48. [QFavHolidayMusic] How would you describe your overall impression of holiday music? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|---------------------------|-----|
| VERY/SOMEWHAT FAVORABLE | 78% |
| VERY/SOMEWHAT UNFAVORABLE | 16% |
| Very favorable | 40% |
| Somewhat favorable | 39% |
| Somewhat unfavorable | 9% |
| Very unfavorable | 7% |
| Unsure | 5% |
- 49. [QHolidaySongs] Of the holiday songs listed below, which three would you say are your favorites right now? [SELECT MULTIPLE, UP TO THREE] [RANDOMIZE 1-17]**
- | | |
|---|-----|
| All I Want for Christmas Is You - Mariah Carey | 27% |
| Rockin' Around The Christmas Tree - Brenda Lee | 19% |
| It's the Most Wonderful Time of the Year - Andy Williams | 18% |
| Let It Snow! Let It Snow! Let It Snow! - Dean Martin | 18% |
| Jingle Bells - Frank Sinatra | 17% |
| The Christmas Song (Chestnuts Roasting on an Open Fire) - Nat King Cole | 17% |
| Santa Claus Is Comin' To Town - The Jackson 5 | 16% |
| Have Yourself a Merry Little Christmas - Judy Garland | 15% |
| Feliz Navidad - Jose Feliciano | 14% |
| Frosty the Snowman - Gene Autry | 13% |
| Last Christmas - Wham! | 12% |
| Baby, It's Cold Outside - Dean Martin | 12% |
| Blue Christmas - Elvis Presley | 12% |
| Santa Baby - Eartha Kitt | 11% |
| Do They Know It's Christmas? - 1984 Version | 6% |
| Christmas (Baby Please Come Home) - Darlene Love | 5% |
| You Make It Feel Like Christmas - Gwen Stefani, Blake Shelton | 4% |
| None of these | 11% |

RESOLUTIONS - 3 QUESTIONS

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

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

	(n=1943)
No	50%
Yes, I always aim for sobriety	28%
Yes, I’m participating for a month	9%
Unsure	12%

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

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

	(n=1943)
Heineken 0.0	13%
Budweiser Zero	8%
Blue Moon Non-Alcoholic	8%
FRE Wines	3%
Lyre’s	3%
Seedlip	2%
Something else (Please specify)	2%
None of these	78%

52. [QResolutions] Do you plan to make any of the following New Year’s Resolutions? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-12]

Save more money	37%
Exercise more	36%
Eat better	34%
Budget better	24%
Get more sleep	22%
Pay off debt	21%
Read more books	18%
Meditate or practice mindfulness more	11%
Quit or reduce smoking	11%
Quit or reduce drinking	7%
Volunteer more	7%
Reduce environmental impact	6%
Something else (Please specify)	2%
I do not plan to make a New Years Resolution	28%

CORE: BEHAVIOR MODULE

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

Video streaming service (e.g., Netflix, HBO Max, Disney Plus, Hulu)	56%
Amazon Prime	49%
Music streaming service (e.g., Spotify, Apple Music, Pandora)	29%
Walmart+	22%
Costco membership	22%
Gym membership	14%
Newspaper or news website subscription	9%
Subscription boxes (e.g., Stitch Fix, Rent the Runway, FabFitFun, Wine Boxes)	4%
At-home meal kits or boxes (e.g., Blue Apron, HelloFresh, Sunbasket, Factor)	4%
None of the above	18%

54. [QSocial] Which social media platforms or apps do you use? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-14]

Facebook	71%
YouTube	71%
Instagram	49%
TikTok	44%
Snapchat	26%
X (formerly Twitter)	24%
Pinterest	23%
WhatsApp	21%
LinkedIn	19%
Reddit	18%
Tinder	2%
Bumble	1%
Hinge	1%
RedNote	1%
Bluesky	3%
Truth Social	3%
Something else (Please specify)	1%
None of these	7%

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

Local TV news	40%
Fox News	30%
ABC News	30%
CNN	27%
NBC News	27%
CBS News	26%
Your local paper, online or in print	16%
MSNBC	15%
People on social media who aren't traditional newscasters	13%
Traditional national newspapers, digitally or in print (such as The New York Times, Washington Post, or Wall Street Journal)	13%
Public radio or broadcast news, such as NPR or PBS	10%
Email newsletters or substack	8%
Newsmax	6%
OAN	2%
Something else (Please specify)	3%
None of these	19%

56. [QInterests] Do you have any of the following hobbies and interests? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-13]

Music	50%
Movies, film, or television shows	50%
Cooking or baking	48%
Reading	38%
Watching sports	35%
Video or computer games	33%
Travel	31%
Health, fitness, or sports	29%
Gardening	28%
Outdoor activities like camping, hiking, or boating	24%
Hunting or fishing	17%
Fashion or beauty	17%
Interior design or home improvement	14%
None of these	5%

CORE: DEMOGRAPHICS MODULE

[TEXT] Finally, some questions just for statistical purposes... [KEEP ON SAME PAGE AS FOLLOWING QUESTION]

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

1903 – 1927	*%
1928 – 1945	3%
1946 – 1964	26%
1965 – 1980	25%
1981 – 1996	28%
1997 – 2007	18%

58. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]	
Republican	33%
Democrat	33%
Independent	26%
Member of another party	1%
Unsure	7%

[IF REPUBLICAN (QPartyID=1), ASK]

59. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]	
	(n=636)
Firmly a Republican	70%
Not firmly a Republican	30%

[IF DEMOCRAT (QPartyID=2), ASK]

60. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2]	
	(n=658)
Firmly a Democrat	71%
Not firmly a Democrat	29%

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

61. [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=713)
Democrats	25%
Republicans	21%
Both equally often	21%
Unsure	32%

62. [QPartyConsolidated] QPartyID and QPartyLeanView	
Total Democratic+Democratic-leaning Independents	42%
Total Republican+Republican-leaning Independents	40%
Total Independent	18%

63. [QIdeology] Would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]	
VERY/SOMEWHAT CONSERVATIVE	32%
VERY/SOMEWHAT LIBERAL	23%
Very conservative	15%
Somewhat conservative	17%
Moderate	37%
Somewhat liberal	13%
Very liberal	10%
Unsure	8%

[IF REGISTERED VOTER (QREGVOTE = 1), ASK]

64. [Q2024Ballot] For which candidate did you vote in the <u>2024 presidential election</u>? [RANDOMIZE 1-2]	
	(n=1658)
Kamala Harris	42%
Donald Trump	42%
Someone else	3%
I did not vote in the 2024 presidential election	12%
Unsure	1%

[IF REGISTERED VOTER (QREGVOTE = 1), ASK]

**65. [QTurnout] How likely are you to vote in the upcoming 2026 midterm elections?
[RANDOMIZE SCALE 1-5, 5-1]**

	(n=1658)
EXTREMELY/VERY LIKELY	70%
NOT VERY/NOT AT ALL LIKELY	10%
Extremely likely	50%
Very likely	20%
Somewhat likely	15%
Not very likely	4%
Not at all likely	5%
Unsure	6%

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

Employed full-time	38%
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	12%
Stay-at-home parent or caregiver	5%
Full time student	2%
Retired	25%
Something else	5%
Prefer not to say	2%

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

Less than \$30,000 per year	29%
\$30,000 to \$49,999 per year	17%
\$50,000 to \$74,999 per year	15%
\$75,000 to \$99,999 per year	9%
\$100,000 to \$124,999 per year	5%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	8%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	3%
Prefer not to say	2%

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

1	20%
2	35%
3	18%
4	16%
5	7%
More than 5 people	4%
Prefer not to say	1%

[IF HH OF TWO OR MORE (QHOUSEHOLD SIZE = 2, 3, 4, 5, 6), ASK]

**69. [QHouseholdType] Who else lives in your household besides yourself? [RANDOMIZE 1-3]
[SELECT MULTIPLE]**

	(n=1543)
My spouse or relationship partner	64%
Children	44%
A parent or parent figure	17%
Other family members like siblings or grandparents	14%
Roommates	6%
Prefer not to say	2%

**70. [QMilitaryHH] Has anyone in your household ever served in the United States military?
[SELECT MULTIPLE]**

Yes, I have	8%
Yes, a member of my household has	8%
No	84%
Unsure	1%

**71. [QInsurancePlans] Which of the following types of insurance plans do you currently have?
[SELECT MULTIPLE] [RANDOMIZE 1-6]**

Health insurance	76%
Auto insurance	65%
Home or renters insurance	50%
Life insurance	35%
Pet insurance	10%
Jewelry or valuable item insurance	5%
None of these	11%

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

City	28%
Suburb near a city	43%
Small town not near a city	11%
Rural or country area	19%

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

In the United States	93%
In a foreign country	6%
Prefer not to say	1%

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

Single, never married	30%
In a relationship but not living together	3%
In a relationship and living together but not married	9%
Married	41%
Separated	2%
Divorced	10%
Widowed	5%
Prefer not to say	1%

75. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	22%
Roman Catholic	21%
Just Christian	21%
Atheist	5%
Agnostic	4%
Jewish	2%
Muslim	2%
Buddhist	1%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Hindu	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Something else (Please specify)	3%
Nothing in particular	17%

SCREENER AND INITIAL DEMOGRAPHICS MODULE (ASKED AT BEGINNING OF SURVEY)

76. [QAge] What is your age? [OPEN END] [VALIDATED TO BE BETWEEN 0-200] [TERMINATE IF UNDER 18 OR OVER 120]	
18 - 34	29%
35 - 49	25%
50 - 64	24%
65+	23%

77. [QState] In which state do you live? [DROPDOWN MENU WITH 50 STATES]	
States in the South	39%
States in the West	24%
States in the Midwest	20%
States in the Northeast	17%

78. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-14]	
Healthcare or the pharmaceutical industry	8%
Food or hospitality	7%
Education	7%
Construction or trades	6%
Manufacturing, wholesale, or retail trade	5%
Science, technology, or engineering	4%
Caregiving	3%
Finance or insurance	3%
Military or government	2%
Real estate	2%
Non-profit	1%
Journalism or the media	TERMINATE -
Market research	TERMINATE -
Public relations	TERMINATE -
None of these	63%

79. [QRegVote] Are you registered to vote? [RANDOMIZE 1-2]	
Yes	83%
No	15%
Unsure	1%

80. [QSNAP] At any time during 2024, did you or anyone in your household receive benefits from SNAP (the Supplemental Nutrition Assistance Program) or the Food Stamp program, or use a SNAP or food stamp benefit card?

Yes	30%
No	70%

81. [QBenefits Battery] Please indicate whether or not you received the following at any time during 2024. [RANDOMIZE ITEM ORDER]

	1. Yes	2. No
	Yes	No
Social Security payments from the US government	32%	68%
State or federal unemployment compensation	3%	97%
Worker's compensation payments or other payments as a result of a job-related injury or illness	3%	97%

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

	1. Basically every day	2. A few times a week	3. A few times a month	4. Once a month	5. Less than once a month	6. Not at all	7. Don't know		
	MONTHLY OR MORE	LESS OFTEN	Basically every day	A few times a week	A few times a month	Once a month	Less than once a month	Not at all	Don't know
Have a conversation or spend time with your neighbors	63%	36%	8%	24%	21%	9%	15%	21%	1%
Post your views about political, societal, or local issues on the internet or social media	24%	73%	3%	6%	6%	8%	14%	60%	3%

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

Woman	51%
Man	49%
In some other way	*%

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

White	67%
Hispanic or Latino	18%
Black or African American	13%
Asian	7%
Native American or Alaska Native	3%
Native Hawaiian or Other Pacific Islander	*%
Other race or ethnicity (Please specify)	2%

85. [QEducation] What is the highest level of education you have completed?	
High school or less	37%
Some college	19%
Associate degree	10%
Bachelor's degree	21%
Graduate degree	13%
Prefer not to say	*%
86. [QOwnHome] Do you currently own or rent your home? [RANDOMIZE 1-2]	
Own	66%
Rent	29%
Something else (Please specify)	4%
Prefer not to say	1%
87. [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 Echelon Insights Consumer Omnibus survey was fielded online from October 27–31, 2025 in English among a sample of 2,007 adults nationwide using non-probability sampling.

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

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

Among those who said they voted in the 2024 presidential election, reported vote choice was weighted to the 2024 presidential election results. Party identification was weighted to the net difference between the parties in Pew Research Center surveys in 2023.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ± 2.5 percentage points. This estimate of precision does not account for other potential sources of error that can occur in online surveys with non-probability samples, such as non-coverage due to the survey being conducted online.