

October 2025 Omnibus Topline - External Survey of N=1,010 voters in the Likely Electorate.

Field Dates: October 16-20, 2025

Margin of Error: +/- 4.0 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			56%
Right direction			36%
Unsure			8%

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 LÍTTLE MORE STABLE	34%
MUCH/A LITTLE LESS STABLE	48%
Much more stable	14%
A little more stable	21%
Stay the same	13%
A little less stable	19%
Much less stable	29%
Unsure	4%

- 3. [Qlssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]
- [QIssues_SecondChoice] Which would you say is the <u>second</u> 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	24%	19%	44%
The state of democracy	14%	8%	23%
Political corruption	14%	13%	27%
Immigration	10%	9%	19%
Jobs and the economy	10%	12%	22%
Healthcare	5%	10%	15%
Crime	5%	8%	12%
National security	2%	3%	5%
Taxes	2%	3%	5%
Gun rights	2%	2%	3%
Education	1%	2%	3%
The environment and climate change	1%	2%	4%
Race relations	1%	2%	3%
Abortion	1%	1%	2%
Drug abuse	1%	3%	4%
Something else (Please specify)	4%	2%	5%
Unsure	1%	1%	2%

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. He opini	eard of, no on		omewhat vorable	5. V unfa	ery vorable	6. Ne	ver heard
		V/S FAV.	V/S UNFAV.	Very favorable		,	Somewhat unfavorable u	Very unfavorable	Never e heard of
Taylo	r Swift	45%	31%	21%	24%	23%	13%	17%	1%
Donal	ld Trump	47%	51%	29%	17%	2%	8%	43%	*%
JD Va	nce	41%	46%	25%	17%	9%	11%	35%	3%
The R Party	epublican	46%	51%	24%	22%	3%	15%	35%	*%
Gavin	Newsom	32%	38%	17%	15%	16%	11%	27%	14%
Kama	la Harris	44%	51%	22%	22%	6%	13%	37%	*%
Elon I	Musk	39%	50%	18%	20%	10%	17%	33%	1%
Benja	min Netanyahu	24%	37%	11%	13%	18%	14%	23%	21%
The D Party	emocratic	40%	54%	17%	23%	6%	24%	30%	*%

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	46%
STRONGLY/SOMEWHAT DISAPPROVE	53%
Strongly approve	26%
Somewhat approve	20%
Somewhat disapprove	11%
Strongly disapprove	42%
Unsure	1%

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

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	42%
STRONGLY/SOMEWHAT DISAPPROVE	55%
Strongly approve	23%
Somewhat approve	19%
Somewhat disapprove	13%
Strongly disapprove	42%
Unsure	3%

8.	[QTrumpApprovelmm] Do you approve or disapprove of the way Donald Trump is handli immigration? [RANDOMIZE SCALE 1-4, 4-1]		
	STRONGLY/SOMEWHAT APPROVE	47%	
	STRONGLY/SOMEWHAT DISAPPROVE	51%	
	Strongly approve	34%	
	Somewhat approve	13%	
	Somewhat disapprove	10%	
	Strongly disapprove	41%	
	Unsure	3%	
9.	[QTrumpApproveForeign] Do you approve or disapprove of the way I handling foreign policy? [RANDOMIZE SCALE 1-4, 4-1]	Oonald Trump is	
	STRONGLY/SOMEWHAT APPROVE	47%	
	STRONGLY/SOMEWHAT DISAPPROVE	47%	
	Strongly approve	26%	
	Somewhat approve	21%	
	Somewhat disapprove	12%	
	Strongly disapprove	35%	
	Unsure	6%	
	Official	070	
10.	[QTrumpApproveTariff] Do you approve or disapprove of the way Dor handling tariffs? [RANDOMIZE SCALE 1-4, 4-1]	nald Trump is	
	STRONGLY/SOMEWHAT APPROVE	37%	
	STRONGLY/SOMEWHAT DISAPPROVE	57%	
	Strongly approve	20%	
	Somewhat approve	18%	
	Somewhat disapprove	13%	
	Strongly disapprove	44%	
	Unsure	6%	
11.	[QTrumpApprovelsrael] Do you approve or disapprove of the way Do handling the Israel-Gaza war? [RANDOMIZE SCALE 1-4, 4-1]	nald Trump is	
	STRONGLY/SOMEWHAT APPROVE	53%	
	STRONGLY/SOMEWHAT DISAPPROVE	37%	
	Strongly approve	28%	
	Somewhat approve	25%	
	Somewhat disapprove	10%	
	Strongly disapprove	26%	
	Unsure	11%	
12.	[QTurnout] How likely are you to vote in the upcoming 2026 midterm [RANDOMIZE SCALE 1-5, 5-1]	elections?	
	EXTREMELY/VERY LIKELY	82%	
	NOT VERY/NOT AT ALL LIKELY	5%	
	Extremely likely	65%	
	Very likely	16%	
	Somewhat likely	11%	
	Not very likely	3%	
	Not at all likely	2%	
	Unsure	2%	
		- . •	

13.	13. [QMotivation] How motivated are you to vote in the upcoming 2026 midterm elections? [RANDOMIZE SCALE 1-5, 5-1]		
	EXTREMELY/VERY MOTIVATED	74%	
	NOT AT ALL/VERY MOTIVATED	8%	
	Extremely motivated	51%	
	Very motivated	23%	
	Somewhat motivated	17%	
	Not very motivated	5%	
	Not at all motivated	3%	
	Unsure	2%	
	[QGenericCongressional] If the election for Congress were held to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-[QGenericCongressionalLeaner] And if you had to choose today, w [ROTATE TO MATCH ANSWER OPTION ORDER] the Republican can Democratic candidate? [RANDOMIZE 1-2]	4, 4-1] vould you vote for indidate or the	
	DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	46%	
	DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	48%	
	Definitely the Republican candidate	31%	
	Probably the Republican candidate	15%	
	Lean the Republican candidate	*%	
	Lean the Democratic candidate	1%	
	Probably the Democratic candidate	13%	
	Definitely the Democratic candidate	34%	
	Unsure	6%	
16.	[QPartyID] Do you consider yourself a? [RANDOMIZE 1-2] Republican	38%	
	Democrat	35%	
	Independent	24%	
	Member of another party	1%	
	Unsure	2%	
	rtyID = 1. Republican, Ask] [QPartyGOP] Would you say you are? [RANDOMIZE 1-2]	-~	
• • • • • • • • • • • • • • • • • • • •	the majoritations has any how mount from some and	(n=319)	
	Firmly a Republican	78%	
	Not firmly a Republican	22%	
	rtyID = 2. Democrat, Ask] [QPartyDem] Would you say you are? [RANDOMIZE 1-2]	 ~	
-		(n=406)	
	Firmly a Democrat	79%	
	Not firmly a Democrat	21%	
	rty=3-5. Independent, Member of another party, or Unsure, Ask] [QPartyLeanView] Even if neither political party perfectly represent you agree with more often on issues that are important to you? [Radio Democrats Republicans Both equally often	ANDOMIZE 1-2] (n=285) 34% 33% 26%	
	Unsure	7%	

[QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	47%
Total Democratic+Democratic-leaning Independents	44%
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]

	(11-400)
Supporter of the Republican Party	48%
Supporter of Donald Trump	45%
I don't support either one	6%
Unsure	2%

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

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

	(11-512)
Kamala Harris	24%
Gavin Newsom	15%
Pete Buttigieg	10%
Josh Shapiro	5%
Tim Walz	5%
Cory Booker	5%
Alexandria Ocasio-Cortez	4%
J.B. Pritzker	4%
Jasmine Crockett	3%
Jon Stewart	2%
Gretchen Whitmer	2%
Andy Beshear	2%
Raphael Warnock	1%
Mark Cuban	1%
Stephen A. Smith	1%
John Fetterman	1%
Wes Moore	1%
Rahm Emanuel	*%
Ruben Gallego	*%
Jared Polis	*%
Chris Murphy	-
Ro Khanna	-
Someone else (Please specify)	*%
Unsure	12%

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

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

(n=400)

	(n=400)
JD Vance	46%
Ron DeSantis	10%
Marco Rubio	6%
Nikki Haley	6%
Robert F. Kennedy, Jr.	5%
Vivek Ramaswamy	3%
Ted Cruz	2%
Tulsi Gabbard	1%
Tim Scott	1%
Sarah Huckabee Sanders	1%
Steve Bannon	1%
Kristi Noem	*%
Josh Hawley	*%
Glenn Youngkin	-
Doug Burgum	-
Someone else (Please specify)	2%
Unsure	15%

- 23. [QVanceNewsomHypothetical] If the 2028 presidential election were being held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-5,5-1]
- 24. [QVanceNewsomHypotheticalLeaner] And if you had to choose today, which of the following candidates would you vote for?

DEFINITELY/PROBABLY/LEAN JD VANCE, THE REPUBLICAN

CANDIDATE	46%
DEFINITELY/PROBABLY/LEAN GAVIN NEWSOM, THE DEMOCRATIC	
CANDIDATE	47%
Definitely JD Vance, the Republican candidate	30%
Probably JD Vance, the Republican candidate	14%
Lean JD Vance, the Republican candidate	1%
Lean Gavin Newsom, the Democratic candidate	1%
Probably Gavin Newsom, the Democratic candidate	17%
Definitely Gavin Newsom, the Democratic candidate	29%
Unsure	7%

25. [QPocketbookvsInstitutions] Which of the following do you worry about more? [RANDOMIZE 1-2]

Pocketbook issues like jobs, the cost of living, and healthcare	56%
Broader concerns about democracy, freedoms, and how the country is	
governed	38%
Unsure	6%

26. [QPartyTypeContrast] Which type of political party would you rather support? [RANDOMIZE 1-2]

I'd rather back a party that's better at getting things done, even if its views	
are sometimes too extreme.	57%
I'd rather back a party that's more mainstream, even if it's not as good at	
getting things done.	25%
Unsure	18%

27. [QPartyPrioritiesGOP] Which three issues do you think Republican Party leaders are most focused on? [ALLOW UP TO THREE] [RANDOMIZE 1-11]

Immigration	71%
Foreign policy and defense	40%
Crime	32%
The cost of living	26%
Transgender issues	21%
Abortion	18%
Healthcare	17%
The state of democracy	16%
Jobs	15%
Racial issues	9%
Climate change	4%

28. [QPartyPrioritiesDem] Which three issues do you think Democratic Party leaders are most focused on? [ALLOW UP TO THREE] [RANDOMIZE 1-11]

Healthcare	46%
The state of democracy	33%
The cost of living	33%
Climate change	30%
Transgender issues	29%
Racial issues	29%
Abortion	26%
Jobs	17%
Immigration	17%
Foreign policy and defense	8%
Crime	8%

29. [QPartyPrioritiesSelf] Which three issues do you think political leaders should be most focused on? [ALLOW UP TO THREE] [RANDOMIZE 1-11]

Cost of living	71%
Healthcare	47%
Jobs	33%
The state of democracy	32%
Immigration	27%
Crime	26%
Foreign policy and defense	20%
Climate change	16%
Racial issues	6%
Abortion	4%
Transgender issues	3%

30. [QPartyAttributes Battery] Which political party today better demonstrates each of the following? [RANDOMIZE SCALE 1-2, 2-1] [RANDOMIZE ROWS] [DISPLAY AS GRID OVER 2 PAGES]

1. The 2. The 3. Both equally 4. Neither Democratic Republican party Party

	The Democratic Party	The Republican Party	Both equally	Neither party
Shares my views on most issues	42%	40%	5%	12%
Cares about people like me	40%	35%	5%	20%
Offers stability, not chaos	39%	36%	5%	20%
Has the right priorities	38%	38%	6%	18%
Stands by its principles	36%	38%	10%	16%
Has a good plan and follows through on it	31%	39%	5%	26%
Is strong and decisive	26%	46%	9%	20%
Says what they really think, even when it's not popular	25%	49%	13%	13%

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

31. [QDemConsider] 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]

		MUCH / SOME. LESS LIKELY TO CONSIDER	likely to	Somewhat more likely to consider		Somewhat bless likely to consider	Much less likely to consider
(n=622)							
Prioritizes working-class economic struggles and doesn't talk about culture war issues	58%	12%	25%	33%	30%	6%	6%
Takes a strong stance against the abuse of corporate power	54%	11%	24%	31%	35%	4%	7%
Says that Democrats should work in a bipartisan manner with Donald Trump	51%	14%	20%	32%	35%	4%	9%
Opposes biological males playing in women's sports	53%	17%	27%	27%	30%	7%	10%
Criticizes fellow Democrats they consider to be too left-wing or woke	46%	18%	21%	25%	36%	7%	11%
Supports raising taxes on big corporations and the rich	47%	23%	20%	27%	30%	8%	16%
Praises Donald Trump's border and immigration policies	48%	26%	21%	27%	26%	9%	17%
Strongly supports Israel	38%	17%	17%	21%	45%	5%	12%
Supports fracking for oil and natural gas	39%	19%	13%	25%	42%	9%	10%
ls pro-life on abortion	40%	22%	18%	22%	38%	10%	12%

CORE: ECONOMY

32.	[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	32%		
	GETTING A LOT/LITTLE WORSE	52%		
	Improving a lot	9%		
	Improving a little	23%		
	Staying the same	13%		
	Getting a little worse	23%		
	Getting a lot worse	29%		
	Unsure	2%		
33.	[QEconPersonal] Do you think <i>your personal</i> economic situation is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]			
	IMPROVING A LOT/LITTLE	28%		
	GETTING A LOT/LITTLE WORSE	42%		
	Improving a lot	7%		
	Improving a little	21%		
	Staying the same	29%		
	Getting a little worse	24%		
	Getting a lot worse	18%		
	Unsure	1%		
34.	[QFinancial] Which of the following comes closest to describing your persituation? [RANDOMIZE SCALE 1-3, 3-1]	sonal financial		
	I am able to pay for basic necessities and have some money left over to			
	save, invest, or afford non-essential things I want	41%		
	I am just able to pay for basic necessities	33%		
	I struggle to pay for basic necessities	24%		
	Unsure	2%		

FOREIGN AFFAIRS

35. [QlsraelSideWith] In the current conflict in the Middle East, do you si	de more with
[RANDOMIZE 1-2]	000/
Israel	39%
The Palestinians in Gaza and the West Bank	22%
Unsure	39%
36. [QIsraelCivilians] Who do you think is mostly responsible for any civ Gaza Strip? [RANDOMIZE 1-2]	ilian casualties in the
Hamas	41%
Israel	27%
Unsure	32%
37. [QWarEndCredit] Who do you primarily credit for the end of the Israe release of the rest of the hostages? [RANDOMIZE 1-5]	I-Hamas war and the
Donald Trump and the United States	47%
Israel	6%
Arab countries such as Qatar	6%
European countries	5%
Hamas	3%
Unsure	34%
38. [QTrumpNobel] Should Donald Trump be seriously considered for the next year due to his role in ending the Israel-Hamas war? [RANDOMIZ DEFINITELY/PROBABLY YES DEFINITELY/PROBABLY NOT Definitely yes Probably yes Probably not Definitely not Unsure	ZE SCALE 1-4, 4-1] 40% 50% 25% 15% 11% 40% 10%
39. [QPeaceLast] How likely do you think it is that the ceasefire between	Israel and Hamas will
last? [RANDOMIZE SCALE 1-4, 4-1]	0.40/
VERY/SOMEWHAT LIKELY	34%
NOT AT ALL/NOT VERY LIKELY	49%
Very likely	10%
Somewhat likely	24%
Not very likely	30%
Not at all likely	19%
Unsure	16%
40. [QGazaReubuild] Should the United States contribute any money to I Strip? [RANDOMIZE SCALE 1-4, 4-1]	·
DEFINITELY/PROBABLY YES	37%
DEFINITELY/PROBABLY NOT	44%
Definitely yes	14%
Probably yes	24%
Probably not	21%
Definitely not	23%
Unsure	18%

GOVERNMENT SHUTDOWN

41. [QShutdownBlame] Which political party do you primarily blame for the current government shutdown? [RANDOMIZE 1-2]

The Republican Party	39%
The Democratic Party	35%
Both equally	21%
Unsure	5%

42. [QShutdownContrast] Which of the following statements comes closer to your view, even if neither is exactly right? [RANDOMIZE 1-2]

The shutdown is the Republican Party's fault because they refused to	
extend the Affordable Care Act's expanded health insurance subsidies.	46%
The shutdown is the Democratic Party's fault because they are obstructing	
funding bills unless the Affordable Care Act's expanded health insurance	
subsidies are extended.	39%
Unsure	15%

43. [QShutdownImpact] Has the current government shutdown personally affected you in any way? [RANDOMIZE 1-2]

No	77%
Yes	23%

[IF PERSONALLY IMPACTED BY GOVERNMENT SHUTDOWN: QSHUTDOWNIMPACT = 1 (YES), ASK:]

- 44. [QShutdownOE] In what way has the current government shutdown affected you personally? [OPEN END]
- 45. [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 SCALE 1-2; 2-1]

	•	,	•	•	, .
Should renew					48%
Should not renew					27%
Unsure					25%

POLITICS

46. [QSRH Battery] Please indicate how much you have seen, read, or heard about the following events. [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

1. A lot 2. Some 3. A little 4. Nothing 5. Unsure

		A LOT / SOME	NOTHING / A LITTLE	A lot	Some	A little	Nothing	Unsure
deal to Israel-l and rel	gning of the end the Hamas war ease the ing Israeli es	60%	34%	35%	25%	22%	12%	6%
that Ba be perf during	nouncement of Bunny will forming the Super alftime show	56%	39%	32%	24%	19%	19%	5%
	ease of Swift's new	46%	50%	26%	20%	25%	25%	5%
gubern candid	ate Katie s hostile ew and	29%	61%	16%	13%	13%	48%	10%
Genera Jay Jo politica	a Attorney al candidate nes wishing a al opponent s children illed	a 26%	65%	13%	13%	14%	51%	8%
being I Parame Bari W becom Editor-	ing in-Chief of							
CBS N	ews	25%	68%	9%	15%	14%	54%	7%

47. [QPoliticianIntention] Which of the following most accurately describes most politicians? [RANDOMIZE SCALE 1-4, 4-1]

They are mostly trying to do the right thing	14%
They are well-intentioned but too clueless or ineffective to do the right thing	18%
They are self-interested and so will often not do the right thing	49%
They don't care and often do the wrong thing on purpose	11%
Unsure	8%

48. [QPoliticsKnow] Would you rather know or not know each of the following people's political views? [RANDOMIZE 1-2] [DISPLAY AS GRID] [RANDOMIZE ROWS]

1. I would rather know their political views	2. I would rather NOT know their political views	3. Unsure
VIEWS	political views	

	I would rather know their political views	I would rather NOT know their political views	Unsure
Your friends	51%	42%	7%
Your coworkers	26%	66%	9%
Your neighbors	30%	62%	9%
Your community religious leader	34%	54%	12%

49. [QDisagreementStrategy] Which of the following most accurately describes how you deal with political disagreements with friends and/or family? [RANDOMIZE 1-5]

I avoid discussing politics	35%
I try to have a calm, respectful conversation	30%
I agree to disagree and move on to another topic	20%
I end contact with people when we are too far apart in our views	6%
I argue my point of view strongly	6%
Unsure	4%

50. [QPoliticsCharacter] Do you think someone's political views tell you... [RANDOMIZE SCALE 1-3, 3-1]

A lot about their personal character	36%
A little about their personal character	45%
Nothing about their personal character	13%
Unsure	7%

51. [QAITransformContrast] Which of the following statements comes closer to your view, even if neither is exactly right? [RANDOMIZE 1-2]

Al will change life as dramatically as the Internet and electricity, ushering in	
a whole new era of human life.	63%
Al's effects will be more limited, mainly helping with tasks like spreadsheets	
or generating images.	19%
Unsure	18%

52. [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 2. So favorable 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 unfavorable u	Very nfavorable	Never heard of
Can	ada	70%	13%	38%	32%	16%	8%	4%	1%
	United gdom	65%	12%	28%	37%	22%	7%	4%	1%
Mex	tico	46%	32%	14%	32%	21%	21%	10%	1%
Isra	el	41%	29%	21%	21%	28%	14%	15%	1%
Chi	na	19%	59%	5%	14%	20%	27%	32%	2%
Rus	sia	11%	71%	4%	8%	17%	25%	47%	1%

53. [QBoats] In recent months several boats in the Caribbean Sea filled with alleged drug traffickers and/or drugs have been targeted and destroyed by the United States.

Which of the following brings this statement closest to your view: "The President be able to destroy boats in the Caribbean Sea filled with alleged drug traffickers and/or drugs aboard without authorization from Congress." [RANDOMIZE SCALE 1-4,4-1]

337 tzz 1 -1, 1]	
[RANDOMIZE SCALE 1-4,4-1]	
DEFINITELY/PROBABLY SHOULD	51%
DEFINITELY/PROBABLY SHOULD NOT	39%
Definitely should	32%
Probably should	19%
Probably should not	12%
Definitely should not	26%
Unsure	11%

CORE: DEMOGRAPHICS MODULE

Not important at all

Unsure

54. [Q2024Vote] Did you vote in the November 2024 presidenti	
Yes, I voted	91%
No, I did not vote	7%
Unsure	2%
[Ask If Q2024Vote= 1. Yes, I voted] [Via Javascript, Only Show The Ballot In Each Person's Respective State] 55. [Q2024Ballot] For which candidate did you vote in the 2024 [RANDOMIZE 1-2]	
[. 4 . 1. 5]	(n=887)
Donald Trump, the Republican candidate	52%
Kamala Harris, the Democratic candidate	46%
Jill Stein, Green Party candidate	1%
Robert F. Kennedy Jr., independent candidate	*%
Chase Oliver, the Libertarian candidate	*%
Cornel West, independent candidate	,,, -
Claudia De la Cruz, the Socialism and Liberation Party candida	ate -
Someone else (Please specify)	*%
Unsure	1%
56. [Qldeology] Regardless of how you typically vote, would y be? [RANDOMIZE SCALE 1-5, 5-1] VERY/SOMEWHAT CONSERVATIVE VERY/SOMEWHAT LIBERAL Very conservative Somewhat conservative Moderate Somewhat liberal Very liberal Unsure	37% 25% 17% 20% 35% 14% 12% 3%
57. [QPolldentity] How important is politics to your personal in 1-5, 5-1] EXTREMELY/VERY IMPORTANT NOT THAT/NOT AT ALL IMPORTANT Extremely important Very important Somewhat important	37% 28% 17% 20% 33%
Not that important	18%
Not important at all	100/

10%

2%

58. [QSocial] 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)	31%	69%
Facebook	81%	19%
TikTok	43%	57%
Reddit	29%	71%
YouTube	81%	19%
Snapchat	25%	75%

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	, <u>.</u>	34%
RARELY/NEVER		66%
Often		10%
Sometimes		23%
Rarely		29%
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]

Social media (such as YouTube, TikTok, Snapchat)	40%
Local TV news	39%
Fox News	34%
ABC News	31%
NBC News	29%
CBS News	26%
CNN	25%
Your local paper, online or in print	19%
MSNBC	18%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro	
Show)	17%
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	12%
Newsmax	8%
OAN	4%
Something else (Please specify)	4%
None of these	8%

61. [QBirthYear] Which range of years includes the	year you were horn?
1903 – 1927	year you were born:
1928 – 1945	4%
1946 – 1964	34%
1965 – 1980	24%
1981 – 1996	31%
1997 – 2012	6%
[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 [OEmployment] What is your current amployme	ont otatus?
62. [QEmployment] What is your current employme Employed full-time	41%
Employed part-time	9%
Freelance, contract, or temporary work	3%
"Gig economy" work like ride shares, food delivery,	
Unemployed and looking for work	9%
Stay-at-home parent or caregiver	4%
Full time student	1%
Retired	30%
Something else	3%
Prefer not to say	1%
•	
[Ask if QEmployment = 1-4]	
63. [QTypeofWork] Which of the following comes c	losest to describing the kind of work you
do? [RANDOMIZE SCALE 1-3, 3-1]	(400)
NAW 14 11 11 11 11 11 11 11 11 11 11 11 11	(n=499)
White collar worker, like work at a desk or an office	
Blue collar worker, like work with my hands or in a	
Service worker, like work in a store, hospital, or res	
Unsure	5%
64. [QMilitaryHH] Has anyone in your household ev	ver served in the United States military?
[RANDOMIZE 1-2] [SELECT MULTIPLE]	er served in the Officed States military!
Yes, a member of my household has	11%
Yes, I have	8%
No	81%
Unsure	*%
65. [QUnionHH] Are you or is anyone in your house	hold 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%

66. [QGunOwner] Do you or does anyone in your household own a firearm [SELECT MULTIPLE]	ı? [RANDOMIZE 1-2]
Yes, I do	22%
Yes, a member of my household does	15%
No	66%
Unsure	2%
Official	270
67. [QUrbanRural] How would you describe the area in which you live?	
Suburb near a city	43%
City	30%
Rural or country area	17%
Small town not near a city	10%
CO. FON-stirets J.W.b. and company to the arm O. FDANDOMIZE 4. 01	
68. [QNativity] Where were you born? [RANDOMIZE 1-2]	050/
In the United States	95%
In a foreign country	5%
Prefer not to say	*%
69. [QMarital] What is your current marital status?	
Single, never married	33%
Married	42%
Separated	2%
Divorced	15%
Widowed	7%
Prefer not to say	*%
Ticles flot to say	70
70. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran,	
Presbyterian, Pentecostal, Episcopalian, etc.)	25%
Just Christian	20%
Roman Catholic	17%
Agnostic	7%
Atheist	4%
Jewish	3%
Muslim	2%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Hindu	1%
Buddhist	*%
Something else (Please specify)	5%
Nothing in particular	14%
Nothing in particular	1470
how Only To QReligionNew = 1. Protestant, 2. Roman Catholic, 3. Mormon, 4	1. Orthodox, 5. Just

[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=662)
Yes, born-again or evangelical Christian	45%
No, not born-again or evangelical Christian	51%
Unsure	4%

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

At least once a week	27%
Once or twice a month	11%
A few times a year	12%
Usually just for religious holidays	10%
Never	38%
Prefer not to say	2%

CORE: SCREENER MODULE

73.	[QRegVote] Are you at least 18 years old and registered to	vote?	1000/
	Yes No	TERMINATE	100%
	Unsure	TERMINATE	_
	Chistic	I LIXIVIII VAI L	
74.	[QIndustry] Do you or does anyone in your household work industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]	k in any of the follo	wing
	Healthcare or the pharmaceutical industry		7%
	Food service or the restaurant industry		5%
	Sales		5%
	Technology		4%
	Journalism or the media	TERMINATE	-
	Market research	TERMINATE	-
	Public relations	TERMINATE	-
	None of these		81%
75.	[QGender] Do you describe yourself as a man, a woman, or [RANDOMIZE 1-2] Woman	r in some other way	? 53%
	Man		46%
	In some other way		*%
	[QRace] What is your race or ethnicity? [SELECT MULTIPL White Black or African American Hispanic or Latino Asian Native American or Alaska Native Native Hawaiian or Other Pacific Islander Other race or ethnicity [QEducation] What is the highest level of education you had High school or less Some college Associate degree		77% 13% 11% 4% 1% 1% 1% 29% 20% 10%
	Bachelor's degree		25%
	Graduate degree		15%
	Prefer not to say		*%
78.	[QAge] What is your age? [TEXT BOX, VALIDATED TO BE ENDING IF UNDER 18]	BETWEEN 18-120, T	ERMINATE
	18 - 34		20%
	35 - 49		23%
	50 - 64		28%
	65+		29%
79.	[QState] In what state do you live? [DROPDOWN MENU WITSTATES IN the South States in the West States in the Midwest States in the Northeast	TH 50 STATES]	39% 23% 22% 17%

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

Less than \$30,000 per year	25%
\$30,000 to \$49,999 per year	21%
\$50,000 to \$74,999 per year	19%
\$75,000 to \$99,999 per year	12%
\$100,000 to \$124,999 per year	5%
\$125,000 to \$149,999 per year	8%
\$150,000 to \$199,999 per year	5%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	1%
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	70%
Yes	30%
Prefer not to say	*%

METHODOLOGY

The October 2025 Echelon Insights Verified Voter Omnibus was fielded online from October 16-20, 2025 in English among a sample of N=1,010 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 2024 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 +/- 4.0 percentage points.