



December 2025 Omnibus Topline - Puck
 Survey of N=1,011 voters in the Likely Electorate
 Field Dates: December 11-15, 2025
 Margin of Error: +/- 3.8 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	7%

2. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]

3. [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	26%	17%	44%
Political corruption	14%	11%	25%
Jobs and the economy	14%	13%	27%
Immigration	10%	11%	21%
The state of democracy	10%	10%	19%
Healthcare	8%	11%	18%
Crime	5%	6%	11%
Taxes	2%	4%	6%
The environment and climate change	2%	5%	6%
National security	2%	3%	5%
Drug abuse	1%	2%	4%
Education	1%	2%	3%
Abortion	1%	1%	2%
Race relations	1%	1%	2%
Gun rights	1%	2%	2%
Something else (Please specify)	2%	2%	4%
Unsure	1%	1%	1%

4. [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]

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
Emmanuel Macron	23%	26%	5%	18%	23%	14%	12%	29%
Claudia Sheinbaum	11%	14%	3%	8%	21%	6%	8%	54%
JD Vance	43%	49%	24%	19%	6%	10%	39%	2%
The Republican Party	43%	52%	19%	24%	4%	16%	36%	*%
The Democratic Party	43%	52%	18%	25%	5%	21%	31%	*%
Pete Hegseth	29%	39%	15%	14%	13%	8%	31%	18%
Donald Trump	43%	55%	27%	16%	2%	9%	46%	*%
Benjamin Netanyahu	26%	40%	10%	16%	17%	15%	25%	18%
Marjorie Taylor Greene	19%	45%	3%	16%	21%	24%	22%	15%
Xi Jinping	6%	47%	1%	4%	19%	17%	30%	28%

5. [QPuckFav 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]

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
Glenn Youngkin	18%	19%	8%	10%	20%	8%	11%	43%
Marco Rubio	36%	39%	18%	18%	15%	13%	26%	10%
Robert F. Kennedy Jr.	42%	48%	18%	24%	9%	13%	35%	1%
Kristi Noem	28%	35%	14%	14%	15%	7%	28%	23%
Ted Cruz	35%	45%	14%	21%	17%	12%	33%	4%
Donald Trump Jr.	37%	53%	22%	15%	9%	10%	43%	1%

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	45%
STRONGLY/SOMEWHAT DISAPPROVE	55%
Strongly approve	25%
Somewhat approve	20%
Somewhat disapprove	9%
Strongly disapprove	46%
Unsure	1%

[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 | 41% |
| STRONGLY/SOMEWHAT DISAPPROVE | 57% |
| Strongly approve | 22% |
| Somewhat approve | 19% |
| Somewhat disapprove | 12% |
| Strongly disapprove | 45% |
| Unsure | 2% |
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 | 7% |
| Strongly disapprove | 45% |
| 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 | 45% |
| STRONGLY/SOMEWHAT DISAPPROVE | 53% |
| Strongly approve | 27% |
| Somewhat approve | 18% |
| Somewhat disapprove | 9% |
| Strongly disapprove | 43% |
| Unsure | 2% |
10. **[QTrumpOneWordOE] If you had to describe Donald Trump's second term in one word, what would it be? [OPEN END]**
11. **[QTurnout] How likely are you to vote in the upcoming 2026 midterm elections? [RANDOMIZE SCALE 1-5, 5-1]**
- | | |
|-----------------------|-----|
| EXTREMELY/VERY LIKELY | 88% |
| Extremely likely | 72% |
| Very likely | 16% |
| Somewhat likely | 7% |
| Not very likely | 2% |
| Not at all likely | 2% |
| Unsure | 2% |

12. [QMotivation] How motivated are you to vote in the upcoming 2026 midterm elections?

[RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY MOTIVATED	77%
Extremely motivated	58%
Very motivated	19%
Somewhat motivated	14%
Not very motivated	3%
Not at all motivated	3%
Unsure	2%

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 THE REPUBLICAN CANDIDATE	45%
DEFINITELY/PROBABLY THE DEMOCRATIC CANDIDATE	48%
Definitely the Republican candidate	32%
Probably the Republican candidate	12%
Lean the Republican candidate	2%
Lean the Democratic candidate	*%
Probably the Democratic candidate	11%
Definitely the Democratic candidate	37%
Unsure	6%

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

Republican	38%
Democrat	36%
Independent	24%
Member of another party	*%
Unsure	1%

[IF QPartyID = 1. Republican, Ask]

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

	(n=355)
Firmly a Republican	71%
Not firmly a Republican	29%

[IF QPartyID = 2. Democrat, Ask]

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

	(n=391)
Firmly a Democrat	77%
Not firmly a Democrat	23%

[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=265)
Democrats	38%
Republicans	28%
Both equally often	23%
Unsure	11%

[QPartyConsolidated] QPartyID and QPartyLeanView	
Total Republican+Republican-leaning Independents	46%
Total Democratic+Democratic-leaning Independents	46%
Total Independent	9%

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

19. [QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [RANDOMIZE 1-2]

	(n=426)
Supporter of Donald Trump	50%
Supporter of the Republican Party	46%
I don't support either one	2%
Unsure	2%

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

Yes, I voted	96%
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]

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

	(n=962)
Donald Trump, the Republican candidate	50%
Kamala Harris, the Democratic candidate	48%
Robert F. Kennedy Jr., independent candidate	1%
Jill Stein, Green Party candidate	*%
Chase Oliver, the Libertarian candidate	*%
Cornel West, independent candidate	*%
Claudia De la Cruz, the Socialism and Liberation Party candidate	*%
Someone else (Please specify)	1%
Unsure	-

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

22. [Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-19]

	(n=498)
Gavin Newsom	23%
Kamala Harris	22%
Pete Buttigieg	11%
Alexandria Ocasio-Cortez	6%
JB Pritzker	5%
Cory Booker	4%
Josh Shapiro	4%
Tim Walz	3%
Andy Beshear	3%
Mark Kelly	2%
Gretchen Whitmer	2%
Rahm Emanuel	1%
Chris Murphy	1%
Raphael Warnock	1%
Jared Polis	*%
Wes Moore	*%
John Fetterman	*%
Ro Khanna	*%
Ruben Gallego	-
Someone else (Please specify)	1%
Unsure	12%

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

23. [Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-18]

	(n=426)
JD Vance	45%
Donald Trump, Jr.	12%
Ron DeSantis	9%
Marco Rubio	4%
Nikki Haley	4%
Robert F. Kennedy, Jr.	3%
Ted Cruz	3%
Tulsi Gabbard	3%
Vivek Ramaswamy	2%
Tucker Carlson	1%
Kristi Noem	1%
Tim Scott	1%
Josh Hawley	1%
Marjorie Taylor Greene	*%
Sarah Huckabee Sanders	*%
Steve Bannon	*%
Doug Burgum	*%
Glenn Youngkin	-
Someone else (Please specify)	1%
Unsure	9%

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

24. [QPuckGOPCandidateContrast] Which type of Republican candidate do you prefer? [RANDOMIZE 1-2]

	(n=426)
A Republican candidate who sticks to their principles, even if it sometimes conflicts with President Trump.	56%
A Republican candidate who backs President Trump fully, even if it sometimes conflicts with their principles.	38%
Unsure	6%

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

25. [QPuckTrumpThirdTerm] The Constitution allows presidents to serve only two terms. Do you support amending the Constitution to allow Donald Trump to run for a third term as president? [RANDOMIZE SCALE 1-4, 4-1]

	(n=426)
STRONGLY/SOMEWHAT SUPPORT	44%
STRONGLY/SOMEWHAT OPPOSE	51%
Strongly support	29%
Somewhat support	15%
Somewhat oppose	15%
Strongly oppose	35%
Unsure	5%

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

26. [QPuckLikelyEndorse] Which of the following would make you more likely to vote for a given Republican candidate? [RANDOMIZE 1-2]

	(n=426)
Is endorsed by Donald Trump	69%
Is not endorsed by Donald Trump	12%
Unsure	19%

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

27. [QPuckLikelyTrump] Which of the following would make you more likely to vote for a given Republican candidate? [RANDOMIZE 1-2]

	(n=426)
Is fully aligned with Donald Trump	68%
Is no longer supportive of and aligned with Donald Trump	13%
Unsure	18%

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

28. [QPuckLikelyAI] Which of the following would make you more likely to vote for a given Republican candidate? [RANDOMIZE 1-2]

	(n=426)
Is skeptical of tech and AI leaders	45%
Is aligned with tech and AI leaders	31%
Unsure	23%

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

29. [QPuckLikelyTariff] Which of the following would make you more likely to vote for a given Republican candidate? [RANDOMIZE 1-2]

	(n=426)
Supports protectionist trade policies such as tariffs	59%
Supports free trade policies	27%
Unsure	14%

30. [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	55%
Improving a lot	9%
Improving a little	24%
Staying the same	11%
Getting a little worse	23%
Getting a lot worse	32%
Unsure	2%

31. [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%
GETTING A LOT/LITTLE WORSE	41%
Improving a lot	7%
Improving a little	20%
Staying the same	31%
Getting a little worse	23%
Getting a lot worse	18%
Unsure	1%

32. [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	34%
I struggle to pay for basic necessities	17%
Unsure	1%

COST OF LIVING

33. [QEconImprove2] Which one or two of the following would most make you feel like the economy is improving? [RANDOMIZE 1-6] [CHOOSE MULTIPLE, UP TO 2]

If prices went down	56%
If prices stopped going up	37%
If I were making more money than I am now	25%
If interest rates were lower	18%
If economic statistics, like GDP growth, showed more improvement	16%
If there were signs of a stronger job market in my area	14%
Something else, please specify	2%
None of these	3%

34. [QInflationKeptUp] Do you think your income has kept up with rising costs in the last few years? [RANDOMIZE 1-2]

No	72%
Yes	21%
Unsure	6%

35. [QStatisticsTrust] Do you trust the U.S. government's economic statistics, like the ones that report on economic growth or inflation? [RANDOMIZE 1-2]

No	47%
Yes	28%
Unsure	24%

[If QStatisticsTrust = 1, Yes, Ask]

36. [QStatisticsTrustYesWhy] You said you trusted the U.S. government's economic statistics. Regardless of your trust in these statistics, do they reflect your personal experience with the economy? [RANDOMIZE SCALE 1-3, 3-1]

	(n=271)
Yes, they reflect my personal experience	46%
No, they're more positive about the economy than what I'm experiencing	35%
No, they're more negative about the economy than what I'm experiencing	9%
Unsure	10%

[If QStatisticsTrust = 2, No, Ask:]

37. [QStatisticsTrustNoWhy] You said you don't trust the U.S. government's economic statistics. Which best reflects your view of these statistics? [RANDOMIZE 1-2]

	(n=499)
They just don't accurately measure what real people are experiencing	60%
They're intentionally being faked or manipulated	35%
Unsure	4%

38. [QInflationConvince] Which of the following would convince you that inflation and costs are no longer a problem? [RANDOMIZE 1-2]

Only a decline in prices would be enough to convince me	74%
Prices staying at current levels would be enough to convince me	18%
Unsure	8%

[Ask if Q2024Ballot = 1. Donald Trump]

39. [QTrumpPriceExpect] When you voted last year, did you believe that Donald Trump would reduce prices from last year's levels? [RANDOMIZE 1-2]

	(n=444)
Yes	80%
No	20%

40. [QDeflationGood] Falling prices across the economy is known as deflation. During periods of inflation, both prices and workers' wages tend to go up together, but during periods of deflation, prices and workers' wages tend to go down together. Knowing this, do you think prices going down would be a good thing or a bad thing? [RANDOMIZE SCALE 1-3, 3-1]

A good thing	40%
Neither a good nor bad thing	31%
A bad thing	15%
Unsure	14%

41. [QPricePartyTrust Battery] Which party do you trust more to reduce prices and costs in the following areas? [RANDOMIZE SCALE 1-4, 4-1] [DISPLAY AS GRID] [RANDOMIZE ROWS]

1. Definitely the Republican Party 2. Probably the Republican Party 3. Probably the Democratic Party 4. Definitely the Democratic Party 5. Unsure

	DEFINITELY / PROBABLY THE REPUBLICAN PARTY	DEFINITELY / PROBABLY THE DEMOCRATIC PARTY	Definitely the Republican Party	Probably the Republican Party	Probably the Democratic Party	Definitely the Democratic Party	Unsure
Gas	49%	40%	32%	17%	15%	26%	11%
Energy	45%	45%	29%	16%	16%	29%	10%
Costs in general	43%	47%	27%	17%	17%	30%	10%
Groceries	43%	47%	26%	17%	16%	31%	9%
Housing	40%	48%	25%	16%	19%	30%	11%
Healthcare	39%	51%	25%	14%	17%	33%	10%
College	36%	47%	22%	14%	19%	27%	18%

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

Donald Trump and Republicans are primarily responsible for rising costs because of tariffs and deporting undocumented workers	51%
Democrats are primarily responsible for rising prices because high inflation started under Joe Biden and the cost of living is worse in Democrat-run states and cities	41%
Unsure	8%

43. [QPricePolicy Battery] There are a number of ideas that elected leaders have proposed to help bring down prices and costs for Americans. For each of the following proposals, how do you think it would impact prices and costs for most Americans? They will become... [RANDOMIZE SCALE 1-5, 5-1] [DISPLAY AS GRID, 5 PER PAGE] [RANDOMIZE ROWS]

	1. Much lower	2. A little lower	3. Neither lower nor higher	4. A little higher	5. A lot higher		
	MUCH / A LITTLE LOWER	A LOT / A LITTLE HIGHER	Much lower	A little lower	Neither lower nor higher	A little higher	A lot higher
Capping prescription drug prices	59%	16%	21%	37%	26%	11%	5%
Reducing or eliminating tariffs on imported goods	54%	22%	24%	29%	25%	13%	9%
Expanding the amount of energy produced in the United States	50%	20%	20%	30%	30%	14%	6%
Cutting federal income taxes	47%	23%	16%	31%	30%	14%	8%
Increasing the amount of housing that is built	40%	25%	12%	29%	35%	16%	9%
Reducing government regulations on businesses	39%	24%	14%	25%	37%	16%	8%
Subsidizing health insurance premiums	40%	28%	14%	25%	32%	18%	10%
Increasing legal immigration to expand the workforce	35%	29%	11%	24%	36%	18%	11%
Subsidizing rent for lower-income Americans	35%	30%	12%	23%	35%	19%	10%
Expanding the adoption of AI tools	23%	27%	5%	18%	50%	18%	9%

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

We should make life more affordable by lowering taxes on working families and reducing government barriers so we can increase the supply of essentials like energy and housing, which would bring prices down.	61%
We should make life more affordable by having the government step in to fund subsidies for things like childcare and health insurance, helping to directly lower families' out-of-pocket costs.	33%
Unsure	6%

45. [QAfford Battery] Would you say that each of the following are currently expensive or inexpensive for you and/or your family? [DISPLAY AS GRID] [RANDOMIZE SCALE 1-5,5-1] [RANDOMIZE ITEMS]

	1. Very expensive	2. Somewhat expensive	3. Neither expensive nor inexpensive	4. Somewhat inexpensive	5. Very inexpensive	6. Unsure		
	VERY / SOME. EXPENSIVE	VERY / SOME. INEXPENSIVE	Very expensive	Somewhat expensive	Neither expensive nor inexp.	Somewhat inexp.	Very inexp.	Unsure
Groceries	83%	7%	38%	45%	10%	4%	2%	1%
Household utilities (e.g., water, electricity, gas)	76%	8%	30%	46%	15%	5%	3%	1%
Health care	72%	9%	40%	32%	18%	5%	4%	2%
Housing	72%	8%	41%	31%	18%	6%	3%	1%
A fast food meal (e.g., McDonalds, Wendy's)	67%	13%	27%	40%	18%	11%	2%	2%
Home electronics (e.g., TVs, computers)	61%	12%	22%	39%	25%	10%	2%	2%

46. [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
Canada	65%	17%	33%	32%	17%	13%	4%	1%
The United Kingdom	63%	16%	22%	42%	20%	12%	5%	*%
Israel	41%	35%	16%	25%	23%	18%	17%	1%
Mexico	39%	37%	11%	28%	24%	26%	11%	*%
China	15%	69%	4%	10%	16%	28%	42%	*%
Russia	10%	75%	3%	7%	15%	22%	53%	*%

CURRENT EVENTS

47. [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]

DEFINITELY/PROBABLY SHOULD	45%
DEFINITELY/PROBABLY SHOULD NOT	42%
Definitely should	28%
Probably should	16%
Probably should not	14%
Definitely should not	35%
Unsure	7%

48. [QAI**Reliable**] How reliable do you consider artificial intelligence models? [RANDOMIZE

SCALE 1-4, 4-1]

VERY/SOMEWHAT RELIABLE	52%
Very reliable	10%
Somewhat reliable	42%
Not very reliable	21%
Not at all reliable	15%
Unsure	12%

49. [QAI**Battery**] For the following list of artificial intelligence models, please indicate which you have used in the past week. [DISPLAY AS GRID] [RANDOMIZE ROWS]

1. Yes 2. No

	Yes	No
Gemini from Google	37%	63%
ChatGPT from OpenAI	35%	65%
Meta AI from Meta	25%	75%
Copilot from Microsoft	22%	78%
Grok from xAI	7%	93%
Claude from Anthropic	5%	95%

50. [QAI**Use**] How often, if ever, do you use artificial intelligence? [RANDOMIZE SCALE 1-4, 4-1]

OFTEN/SOMETIMES	45%
Often	16%
Sometimes	29%
Rarely	29%
Never	26%

51. [QAI**Balance**] Do you think that, on balance, artificial intelligence will be more helpful or harmful for humanity? [RANDOMIZE 1-2]

Helpful	42%
Harmful	33%
Unsure	24%

52. [QAI**Regulation**] When it comes to government regulation of artificial intelligence, which of the following statements do you agree with more? [RANDOMIZE 1-2]

Government regulation of artificial intelligence is necessary to protect the public interest	66%
Government regulation of artificial intelligence could do more harm than good for a new industry	22%
Unsure	12%

CORE: DEMOGRAPHICS MODULE

53. [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	16%
Somewhat conservative	22%
Moderate	31%
Somewhat liberal	16%
Very liberal	13%
Unsure	2%

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

EXTREMELY/VERY IMPORTANT	40%
Extremely important	15%
Very important	24%
Somewhat important	33%
Not that important	16%
Not important at all	10%
Unsure	1%

55. [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
YouTube	77%	23%
Facebook	76%	24%
Instagram	49%	51%
TikTok	36%	64%
Reddit	28%	72%
X (formerly Twitter)	26%	74%
Snapchat	22%	78%

56. [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	44%
Social media (such as YouTube, TikTok, Snapchat)	38%
Fox News	34%
ABC News	32%
NBC News	31%
CNN	31%
CBS News	25%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	20%
Your local paper, online or in print	17%
MSNBC	17%
Public radio or broadcast news, such as NPR or PBS	16%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	14%
Newsmax	8%
OAN	2%
Something else (Please specify)	6%
None of these	6%

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

1903–1927	-
1928–1945	5%
1946–1964	37%
1965–1980	28%
1981–1996	23%
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]**

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

Employed full-time	43%
Employed part-time	8%
Freelance, contract, or temporary work	3%
“Gig economy” work like ride shares, food delivery, or dog walking	*%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	4%
Full time student	2%
Retired	31%
Something else	2%
Prefer not to say	*%

[Ask if QEmployment = 1-4]

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

(n=515)

White collar worker, like work at a desk or an office	60%
Blue collar worker, like work with my hands or in a factory	18%
Service worker, like work in a store, hospital, or restaurant	18%
Unsure	4%

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

City	27%
Suburb near a city	49%
Small town not near a city	10%
Rural or country area	14%

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

In the United States	94%
In a foreign country	6%
Prefer not to say	*%

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

Single, never married	28%
Married	51%
Separated	2%
Divorced	13%
Widowed	7%
Prefer not to say	-

63. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	27%
Roman Catholic	19%
Just Christian	18%
Agnostic	7%
Atheist	5%
Jewish	3%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2%
Muslim	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Hindu	1%
Buddhist	1%
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]

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

(n=672)

Yes, born-again or evangelical Christian	41%
No, not born-again or evangelical Christian	54%
Unsure	5%

65. [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	2%

CORE: SCREENER MODULE

66. [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%

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

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

68. [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		9%
Sales		5%
Food service or the restaurant industry		4%
Technology		3%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		80%

69. [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		*%

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

White		78%
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%

71. [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	*%
72. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]	
States in the South	38%
States in the Midwest	23%
States in the West	23%
States in the Northeast	17%
73. [QIncome] Which range includes your total annual household income from all sources, before taxes?	
Less than \$30,000 per year	16%
\$30,000 to \$49,999 per year	11%
\$50,000 to \$74,999 per year	22%
\$75,000 to \$99,999 per year	14%
\$100,000 to \$124,999 per year	10%
\$125,000 to \$149,999 per year	7%
\$150,000 to \$199,999 per year	12%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	3%
Prefer not to say	1%
74. [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 December 2025 Echelon Insights Verified Voter Omnibus was fielded online from December 11-15, 2025 in English among a sample of N=1,011 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 +/- 3.8 percentage points.