

Clarity Omnibus Survey

March 2025

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Methodology

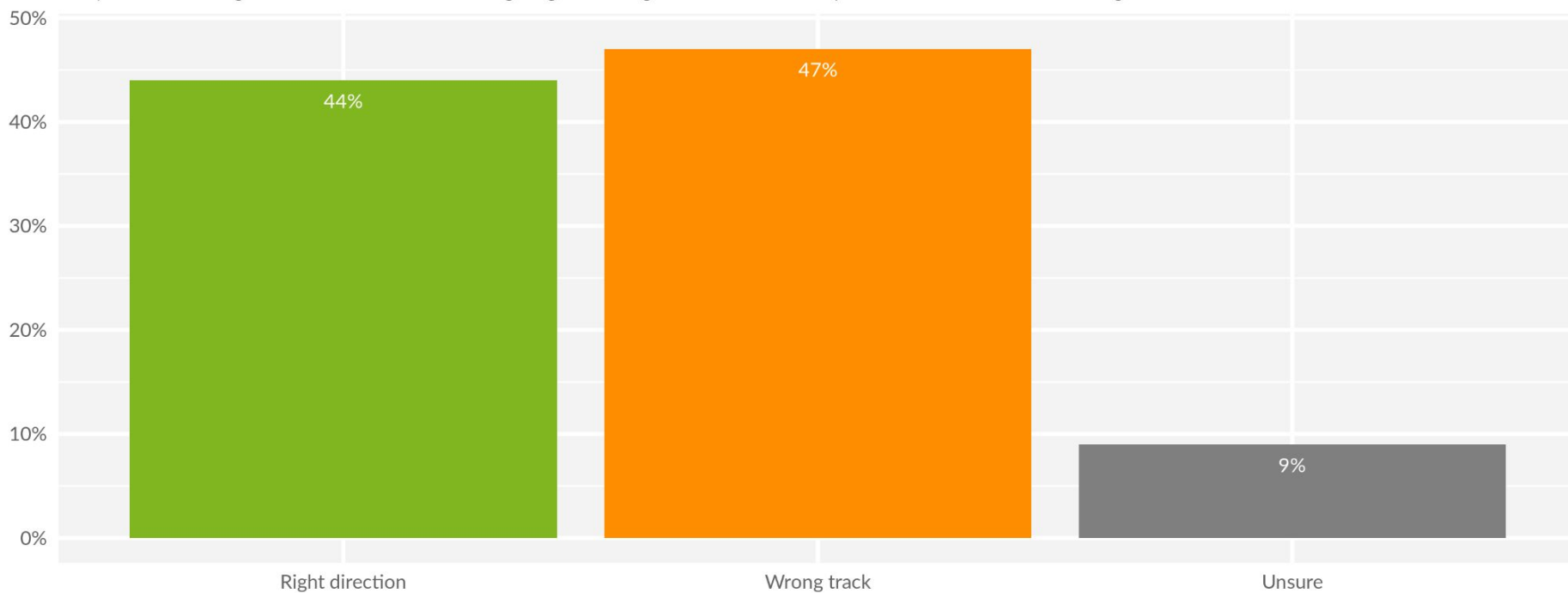
The March 2025 Clarity Omnibus survey was conducted from March 3rd-9th via national online public opinion panels. 1,036 respondents were matched to the voter file. The margin of error of this poll is +/-1.65% at a 95% confidence interval.

Attention checks were employed in the survey and respondents who failed attention check questions were removed from the sample.

Responses are weighted to a national universe of registered voters using factors including age, gender, race, education, and geography.

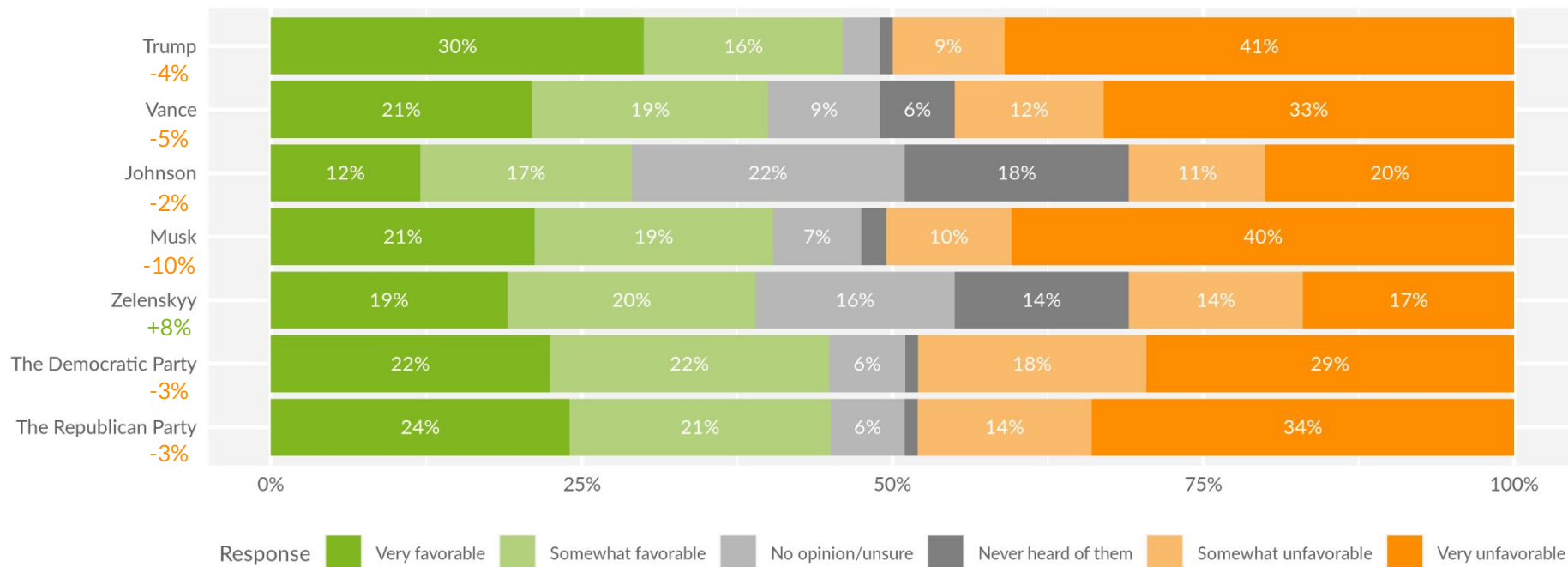
Warm-up

Do you think things in the United States are going in the right direction or do you think we're on the wrong track?



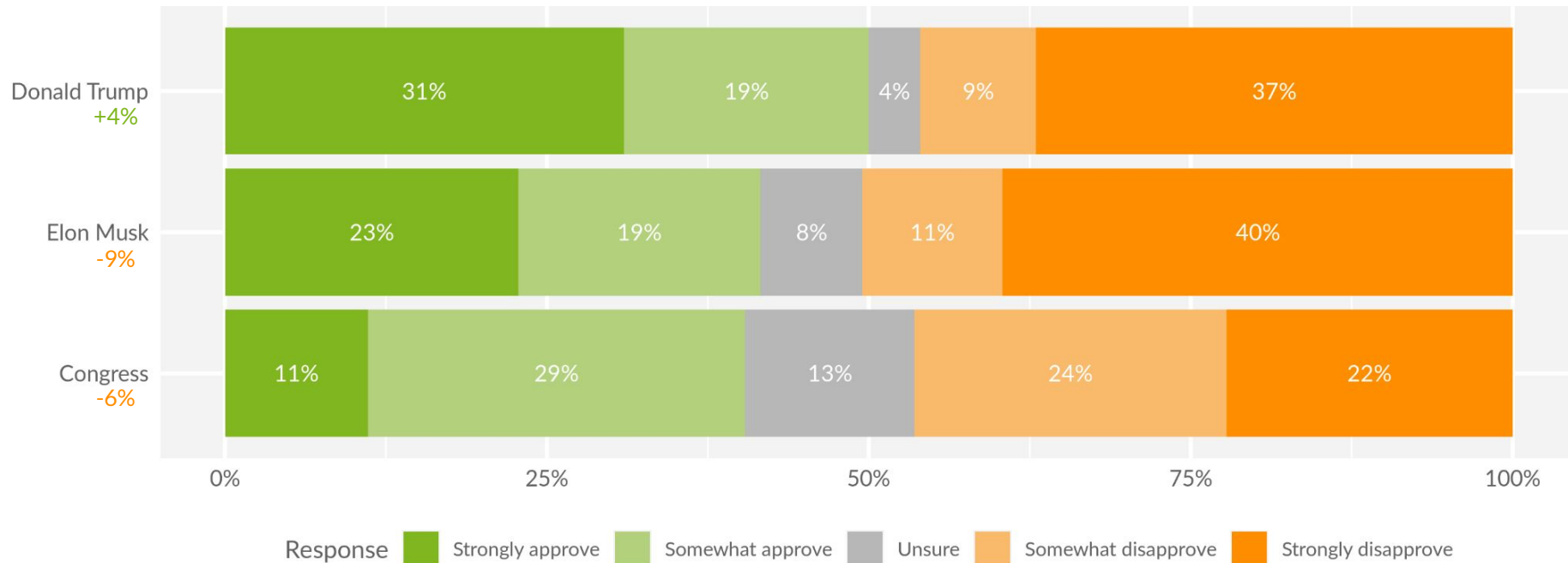
Political Views and Attitudes

Do you have a favorable or unfavorable opinion of...



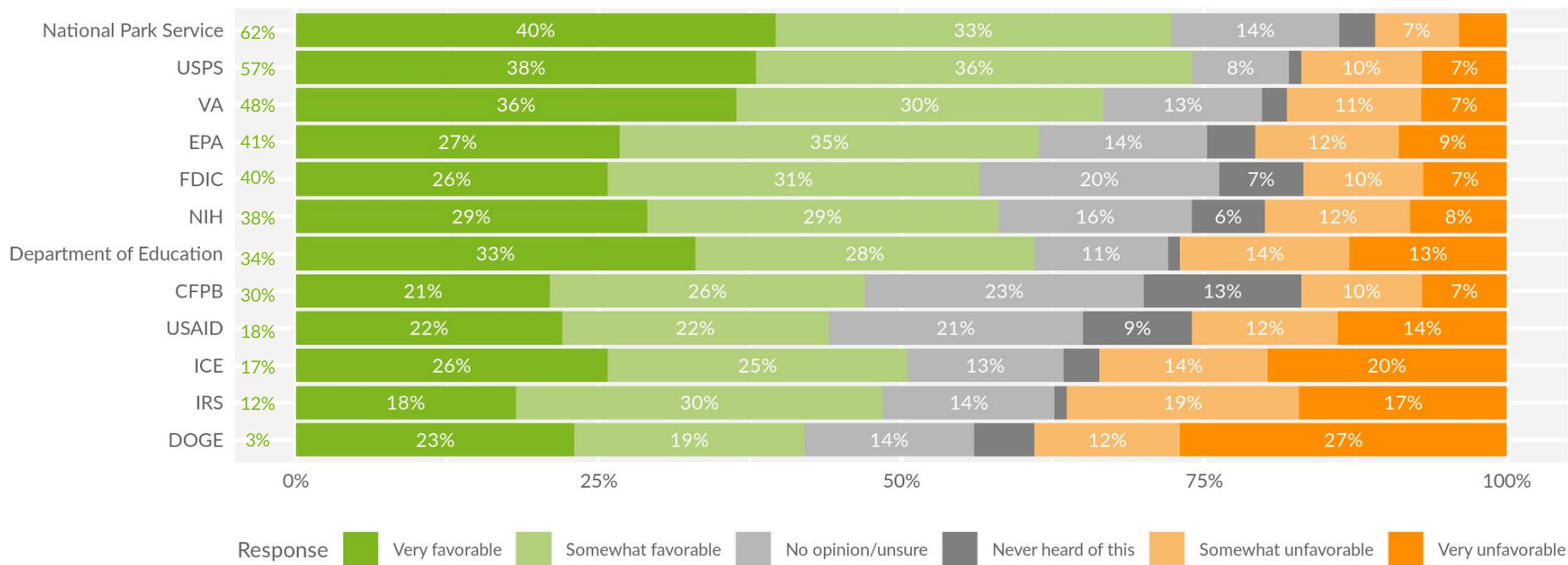
Political Views and Attitudes

Do you approve or disapprove of the job ... is doing?



Political Views and Attitudes

Do you have a favorable or unfavorable opinion of the following U.S. federal government agencies and departments?

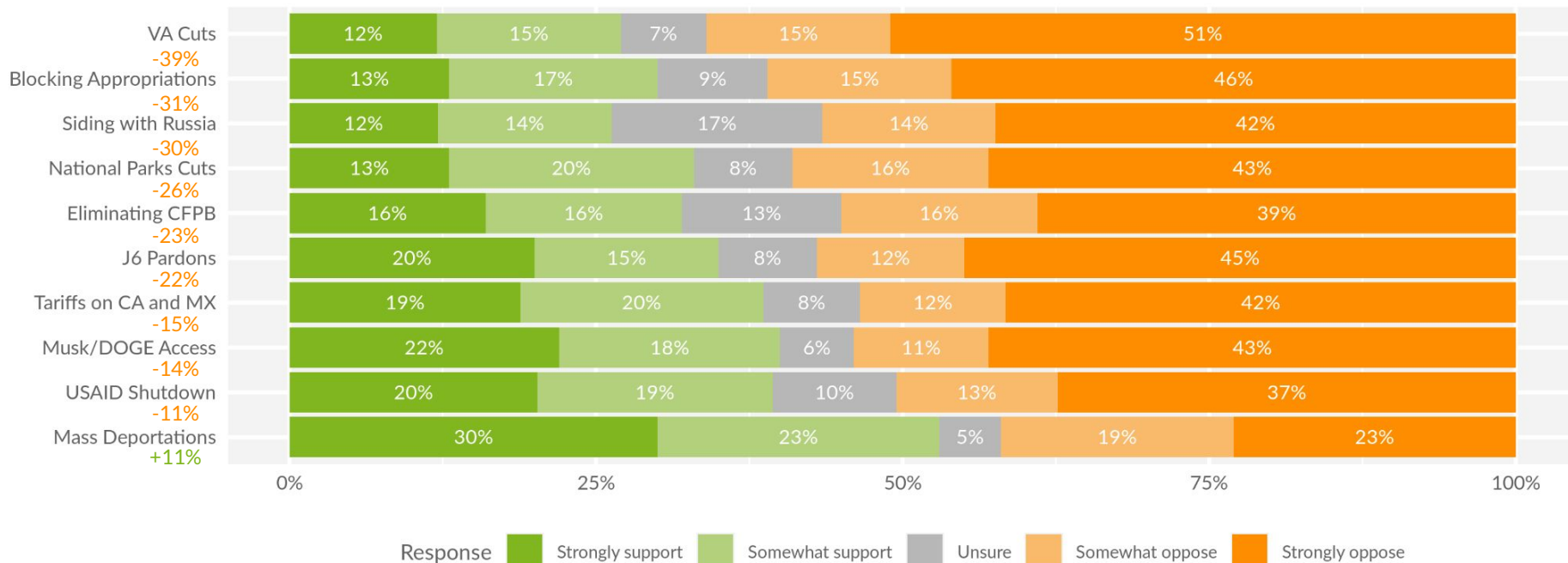


Do you support or oppose each of the following policies?

- Pardoning all convicted participants in the January 6, 2021 riot, including those that assaulted Capitol Police officers.
- Deporting all people residing in the country without legal status, including those who have not been accused of any additional crimes.
- Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada.
- Blocking spending that Congress has approved for all government grants, including those for Medicare, food banks, and loans for farmers.
- Changing the U.S. vote at the United Nations in favor of Russia rather than Ukraine in their ongoing conflict.
- Cutting funding and staff at the Department of Veterans Affairs, which provides healthcare services to military veterans.
- Eliminating CFPB, the federal agency designed to protect consumers from deceptive financial practices.
- Giving Elon Musk and DOGE, a new agency focused on government efficiency, access to all information on government expenditures.
- Shutting down USAID, the agency that provides humanitarian aid in low-income countries.
- Cutting staff, hours, and programs at National Parks, the Forest Service, and Historic Landmarks.

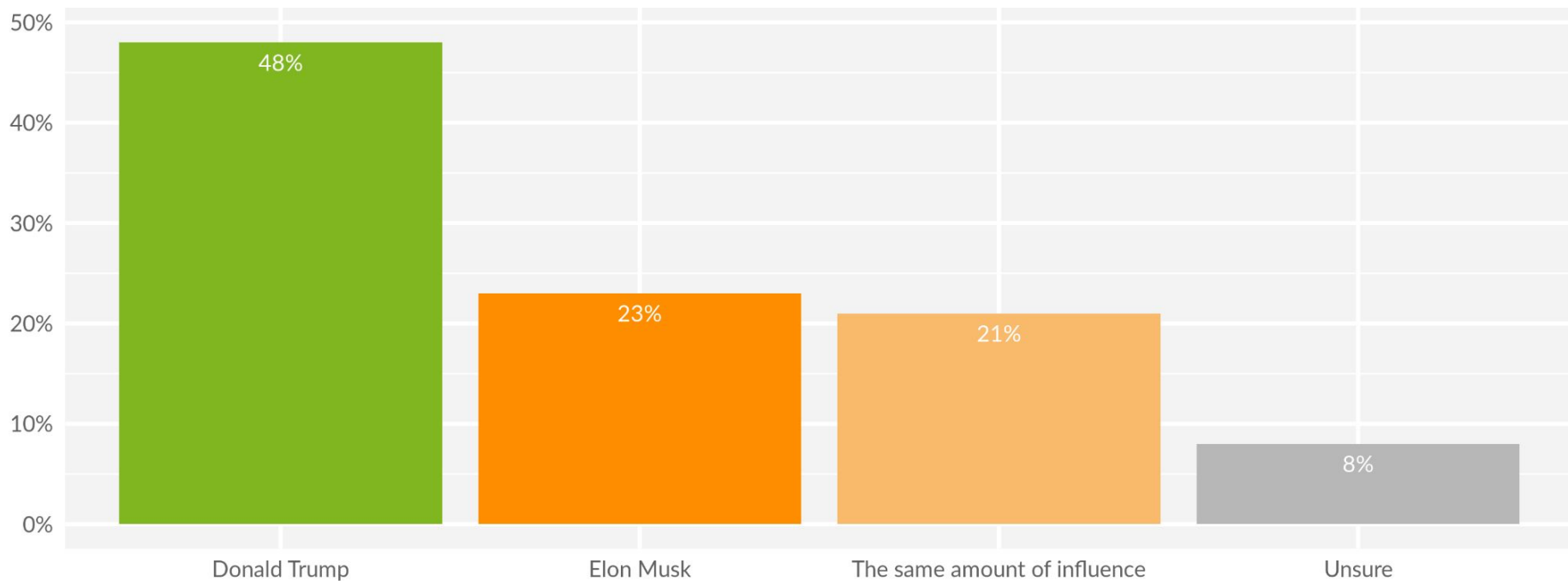
Political Views and Attitudes

Do you support or oppose each of the following policies?



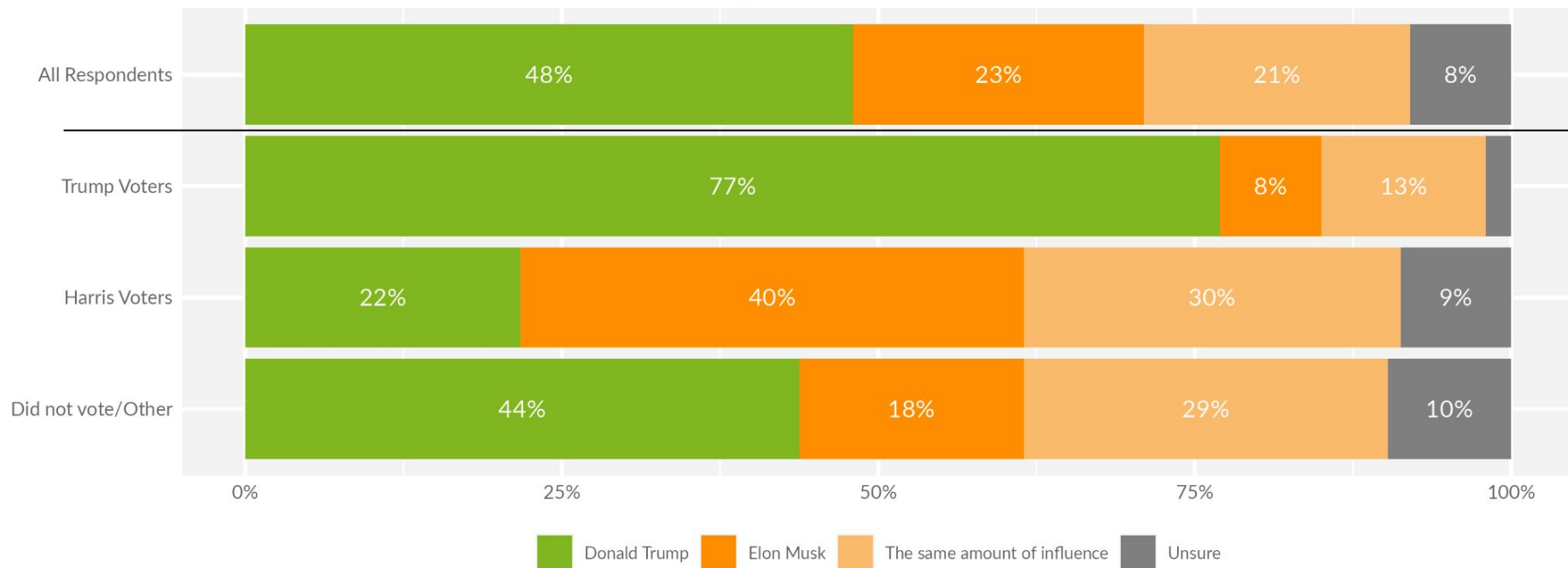
Political Views and Attitudes

Who do you think has more influence in the federal government right now?



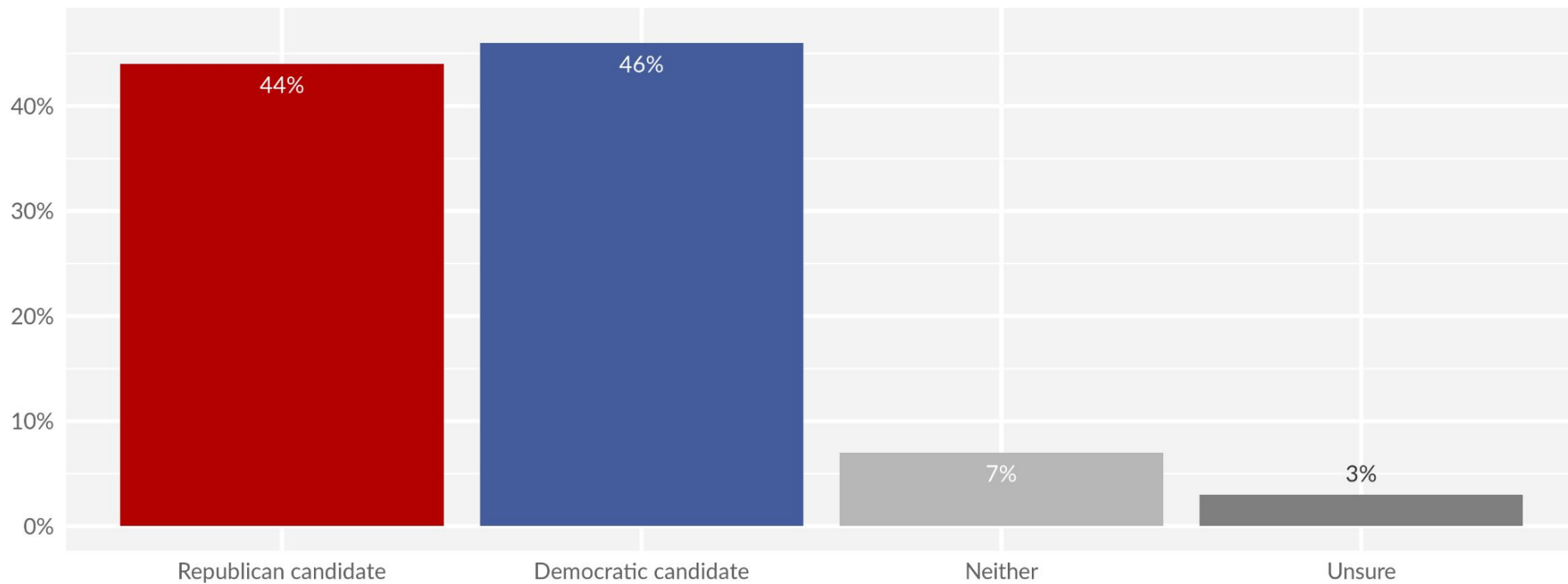
Political Views and Attitudes

Who Has More Government Influence by 2024 Recall

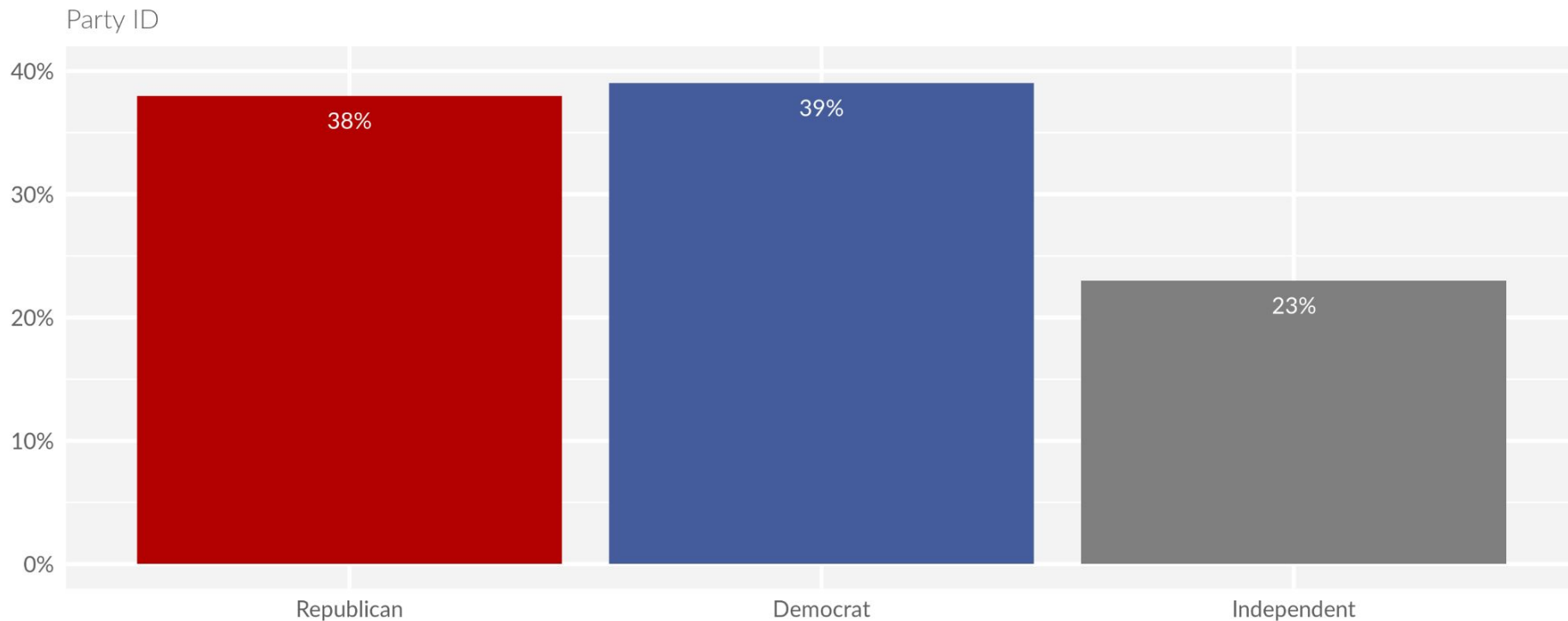


Political Views and Attitudes

Generic House Vote (w/ Leaners)



Political Views and Attitudes

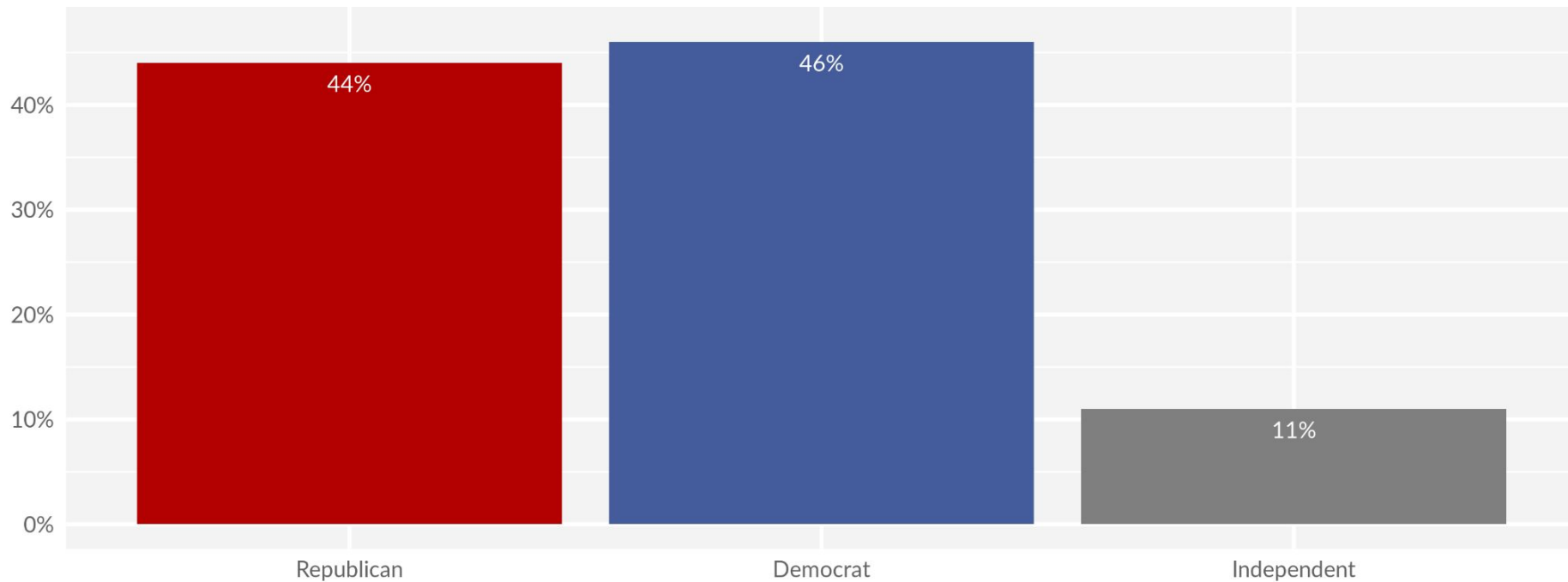


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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Political Views and Attitudes

Party ID [After Independent Push]

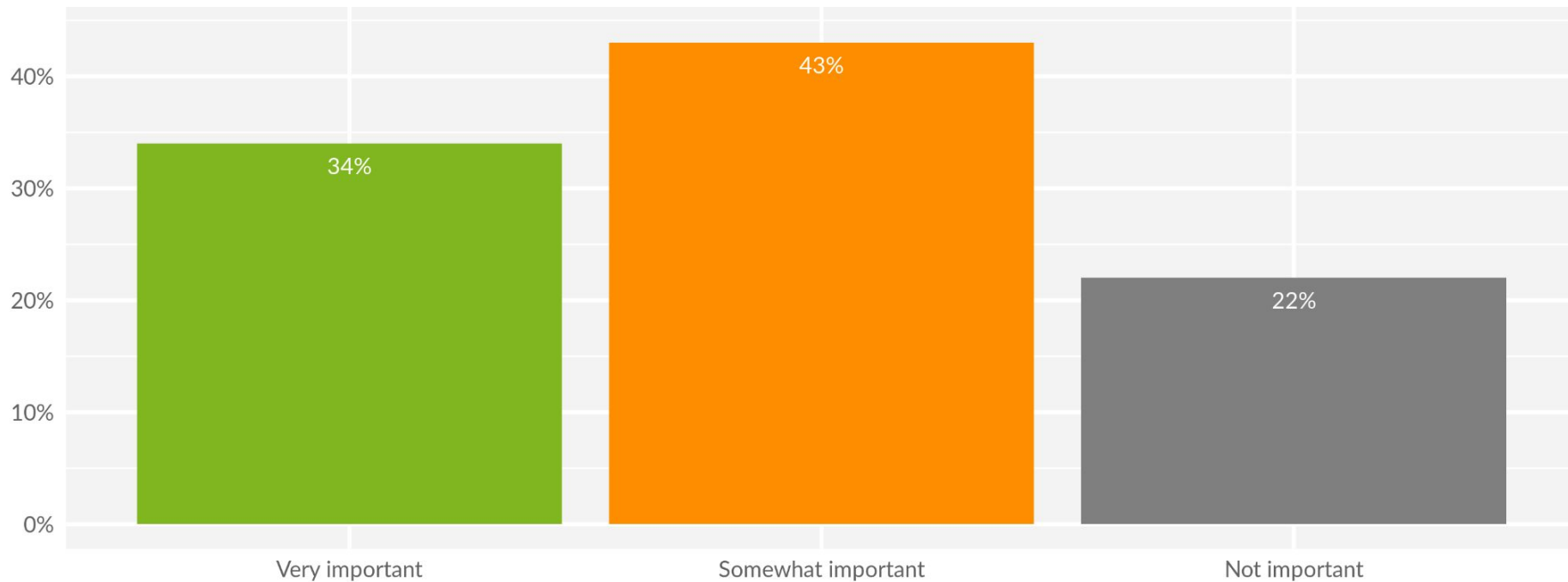


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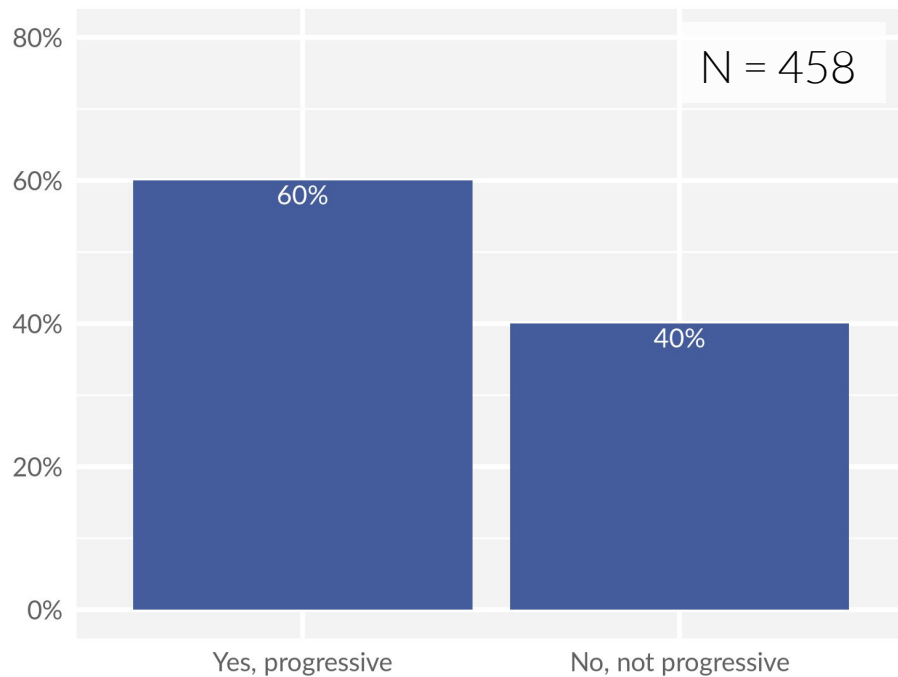
Political Views and Attitudes

How important is politics to your personal identity?

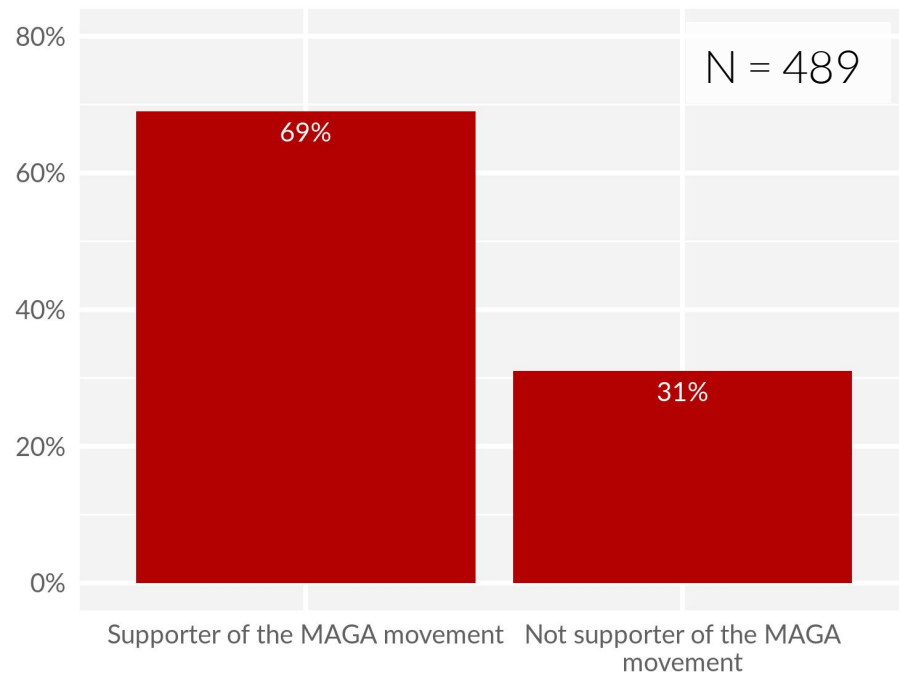


Political Views and Attitudes

Progressive Democrat [IF Party ID w/ Leaners = 'Democrat']

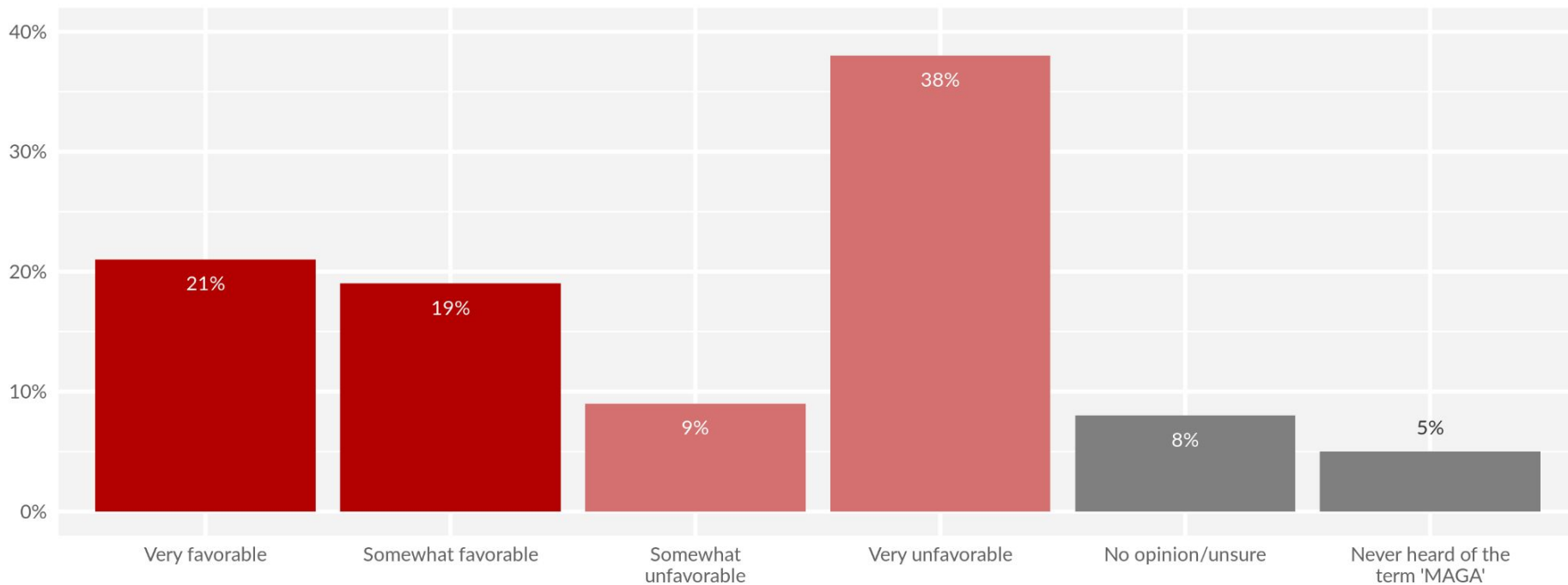


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



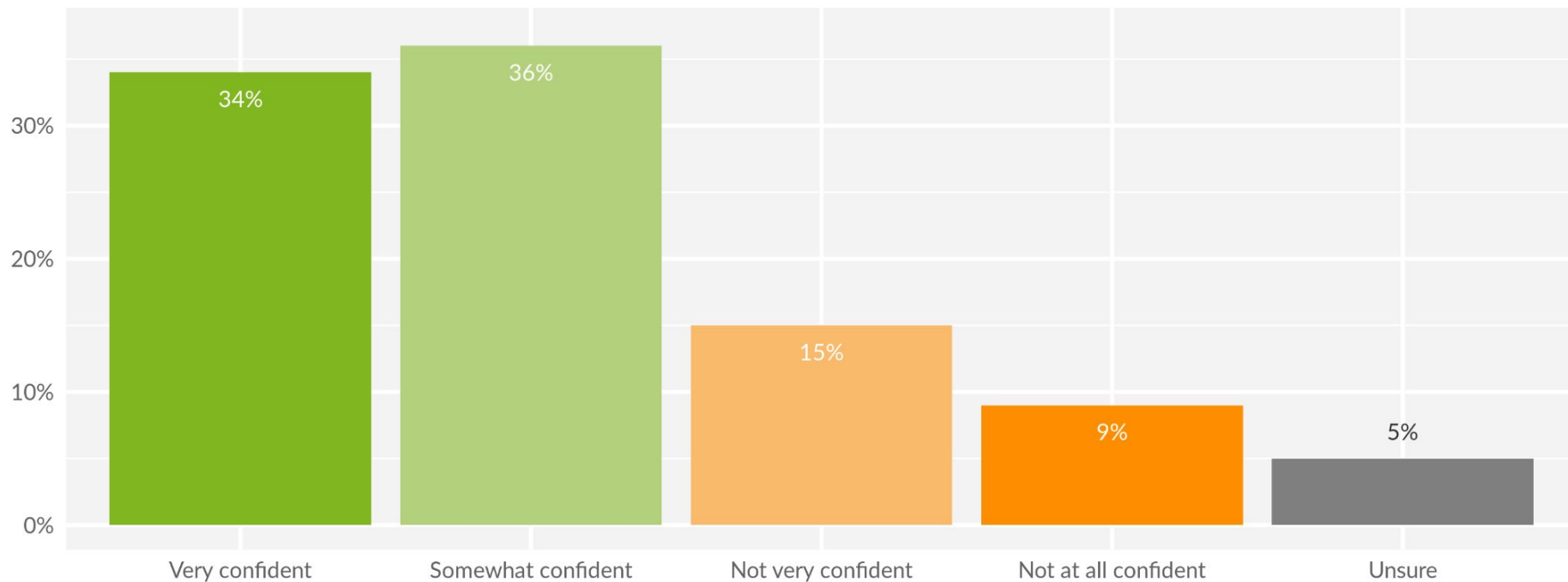
Political Views and Attitudes

What is your impression of MAGA Republicans in general?



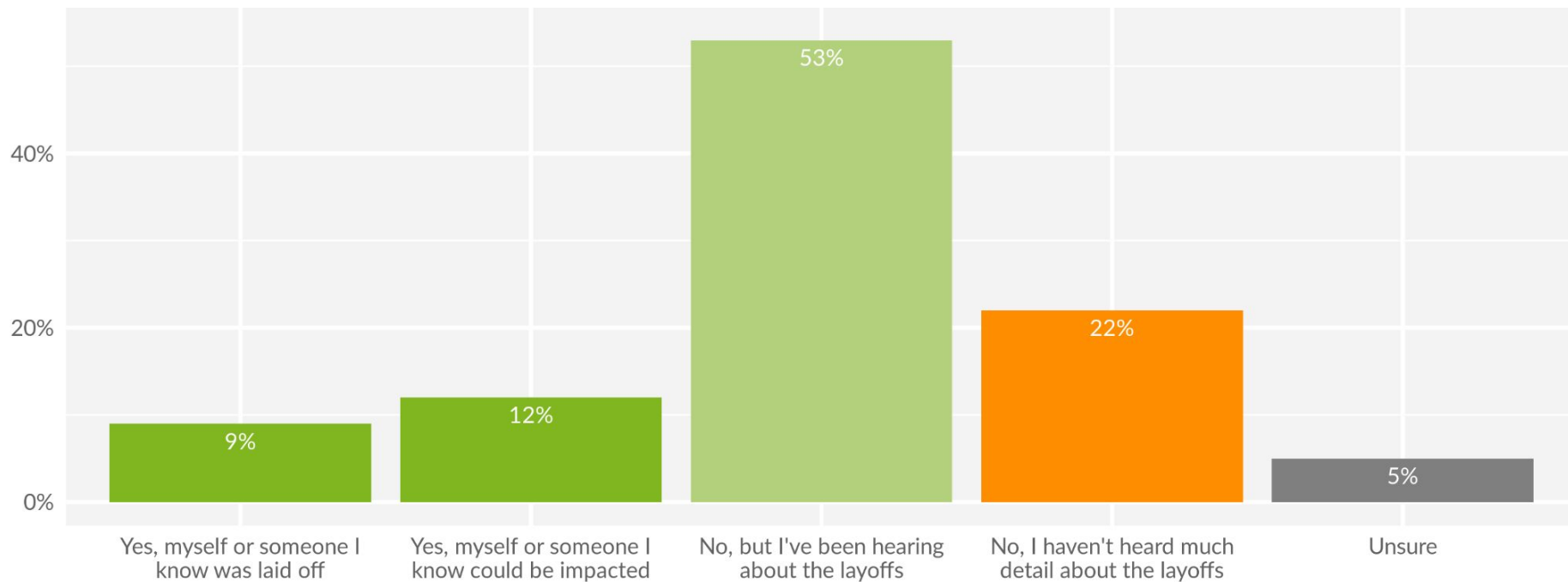
Political Views and Attitudes

How confident are you that, across the country, the votes will be accurately cast and counted in the next election?



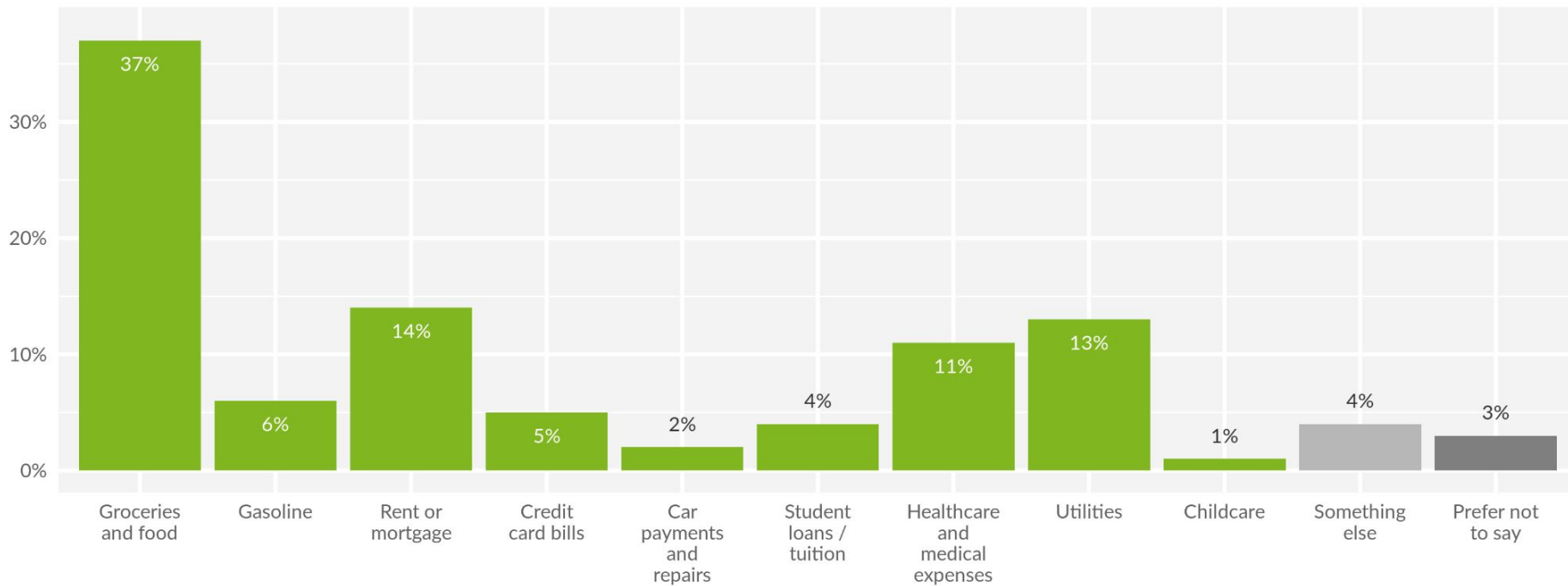
National Issues

Are you or is anyone you know impacted by the federal government employee layoffs?



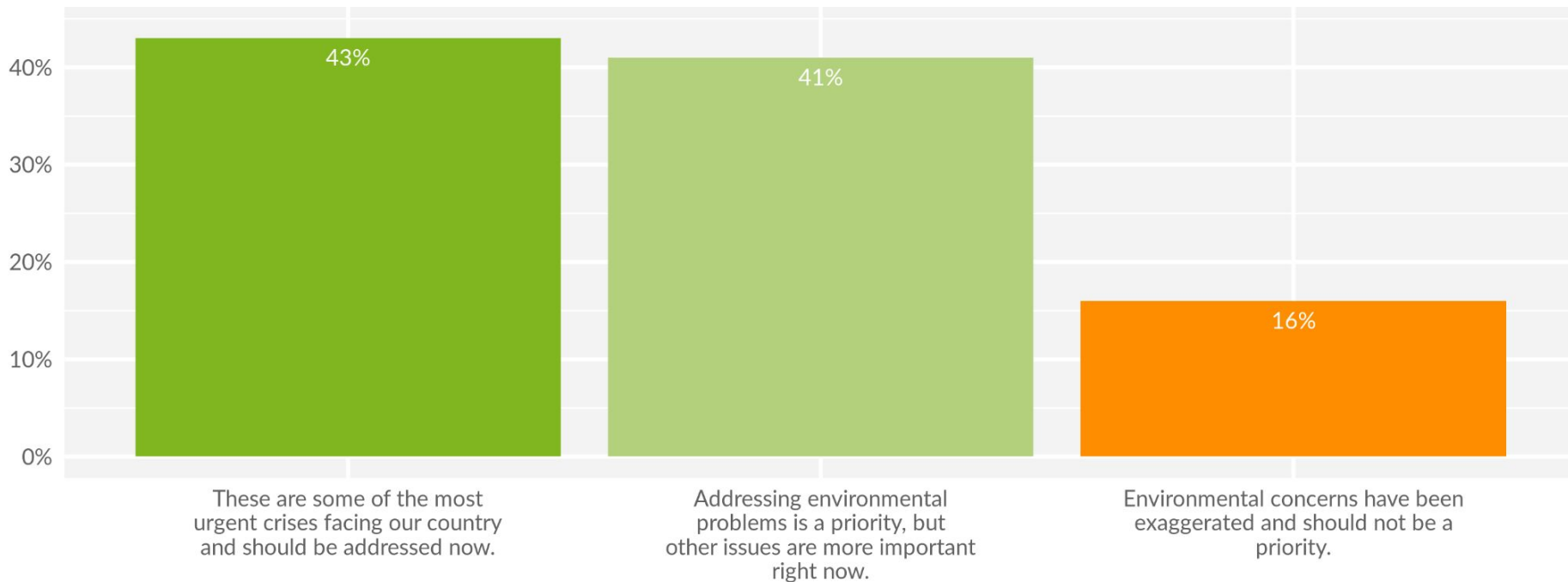
National Issues

Which part of your household's budget do you currently feel is the most unfair?



National Issues

Which of the following statements best characterizes your view of climate change and environmental issues?

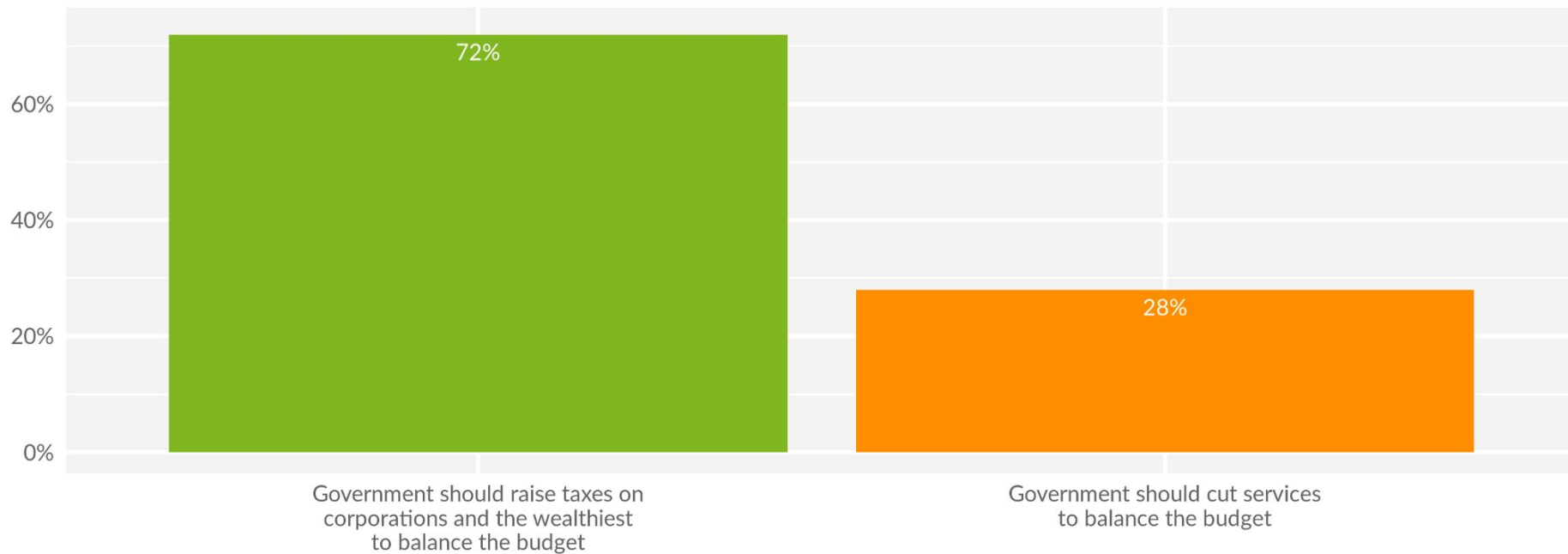


Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)

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National Issues

As you may know, our federal government is currently facing a budget deficit. Which of the following is closer to your view?

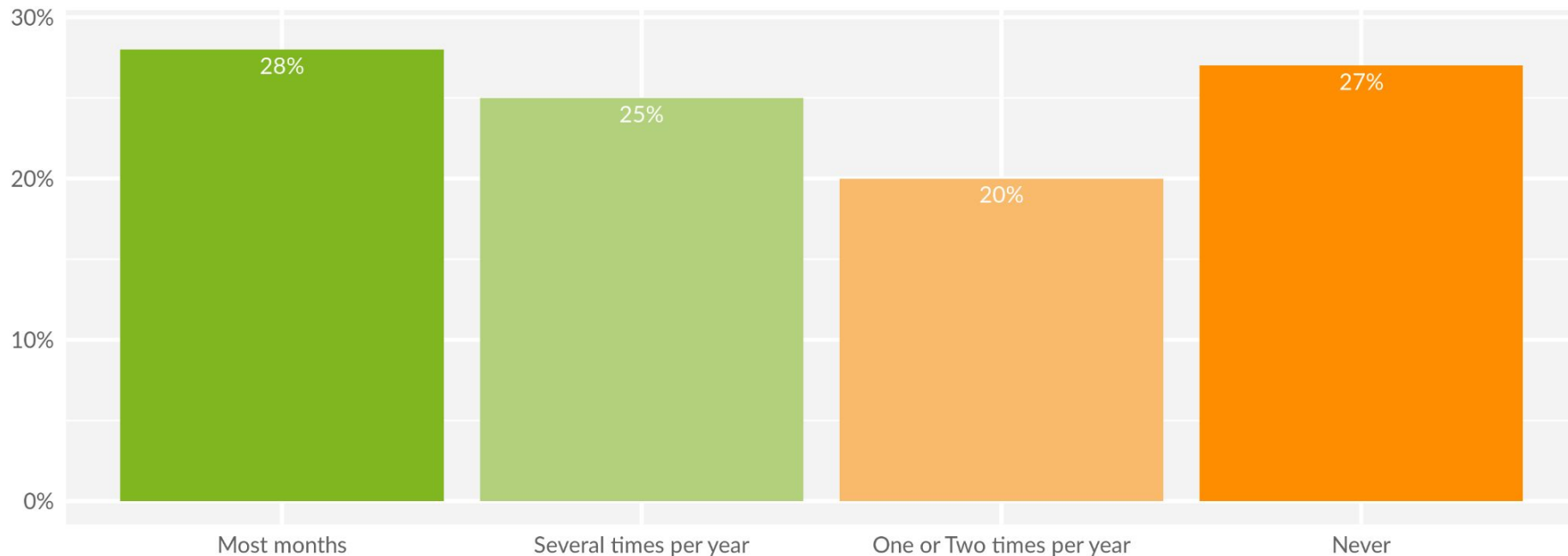


Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

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National Issues

Over the last two years, how often has your household struggled to pay the bills for necessities such as groceries, utility and house payments, or unexpected expenses like car repairs?

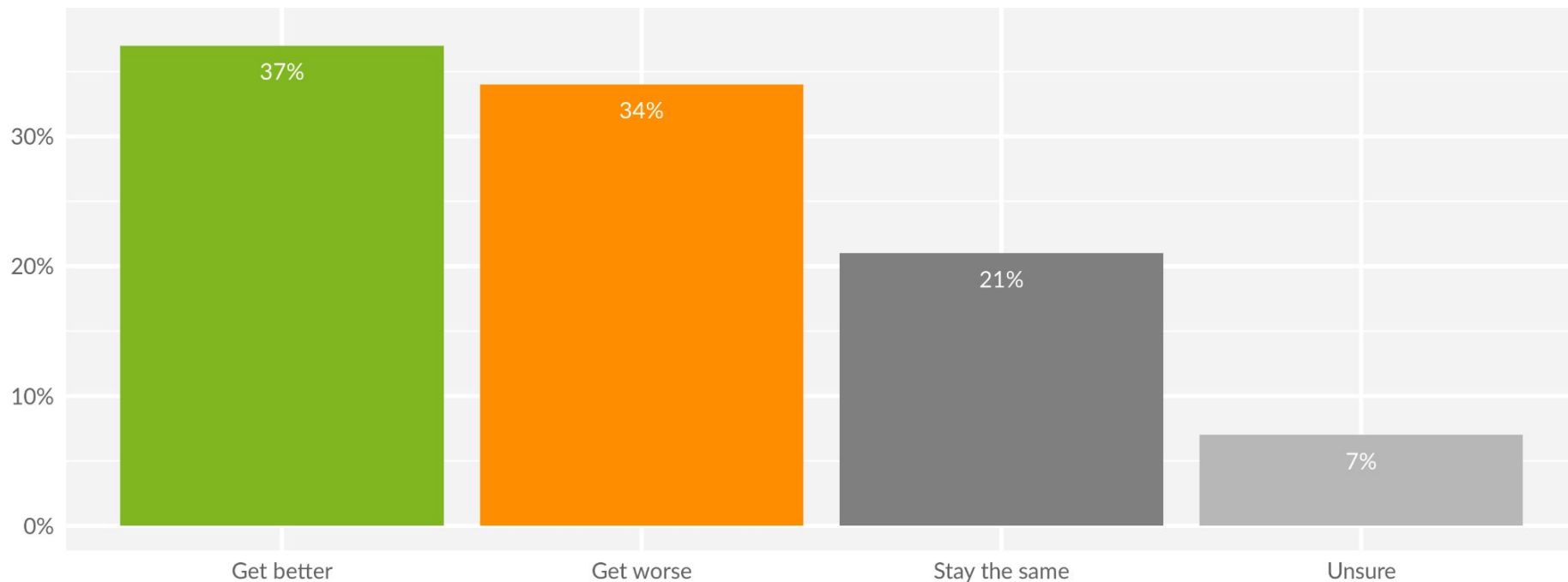


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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National Issues

Do you think your personal financial situation will get better or worse in the next year?

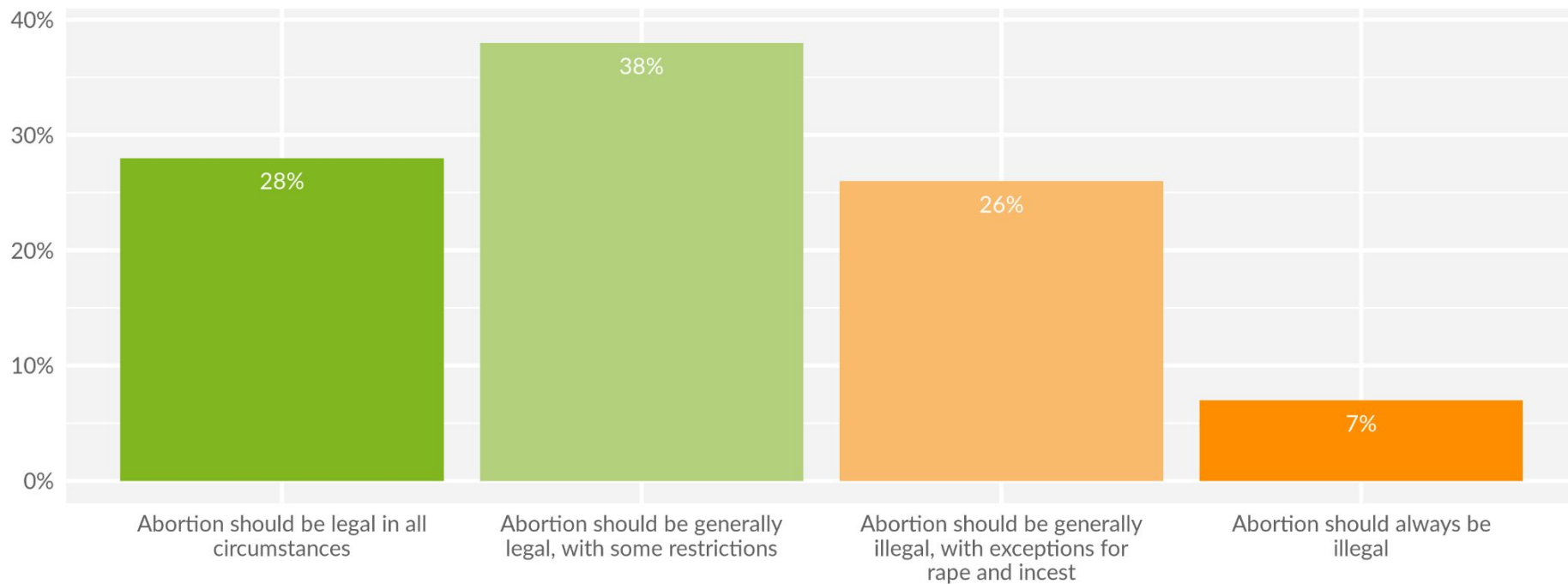


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National Issues

Which of the following comes closest to your view on abortion?

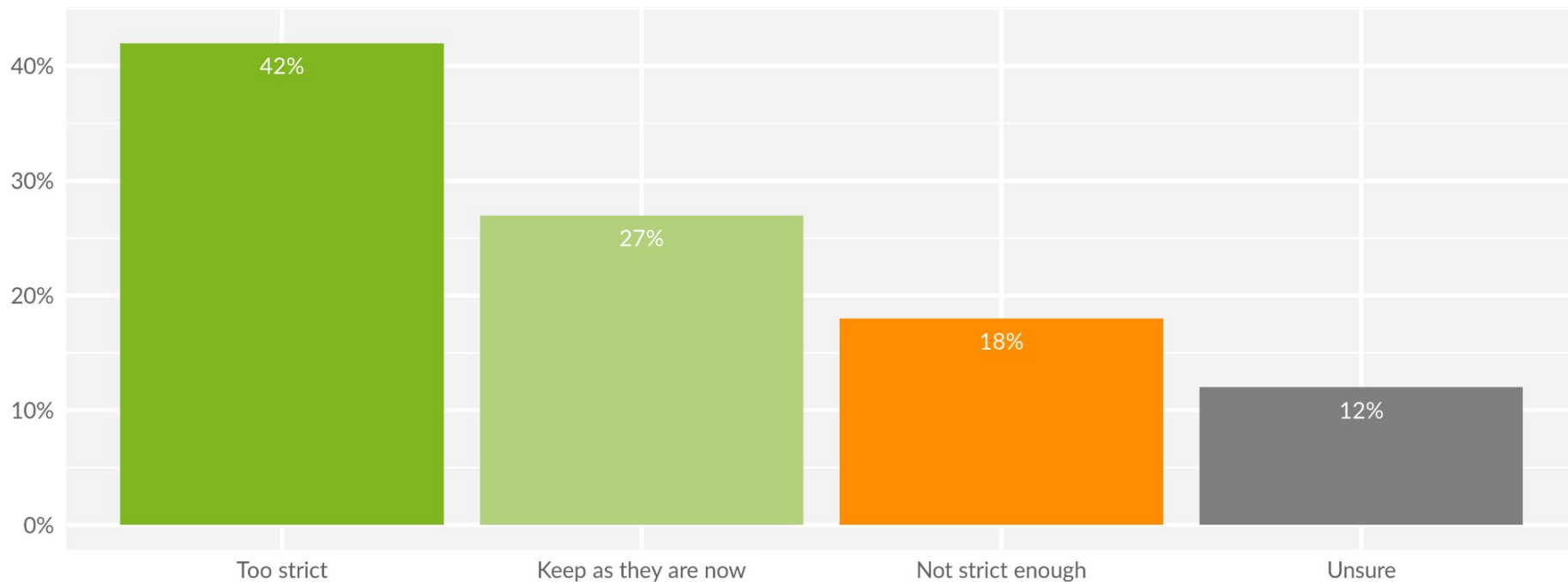


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

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National Issues

Do you think abortion laws in the U.S. are too strict or not strict enough?

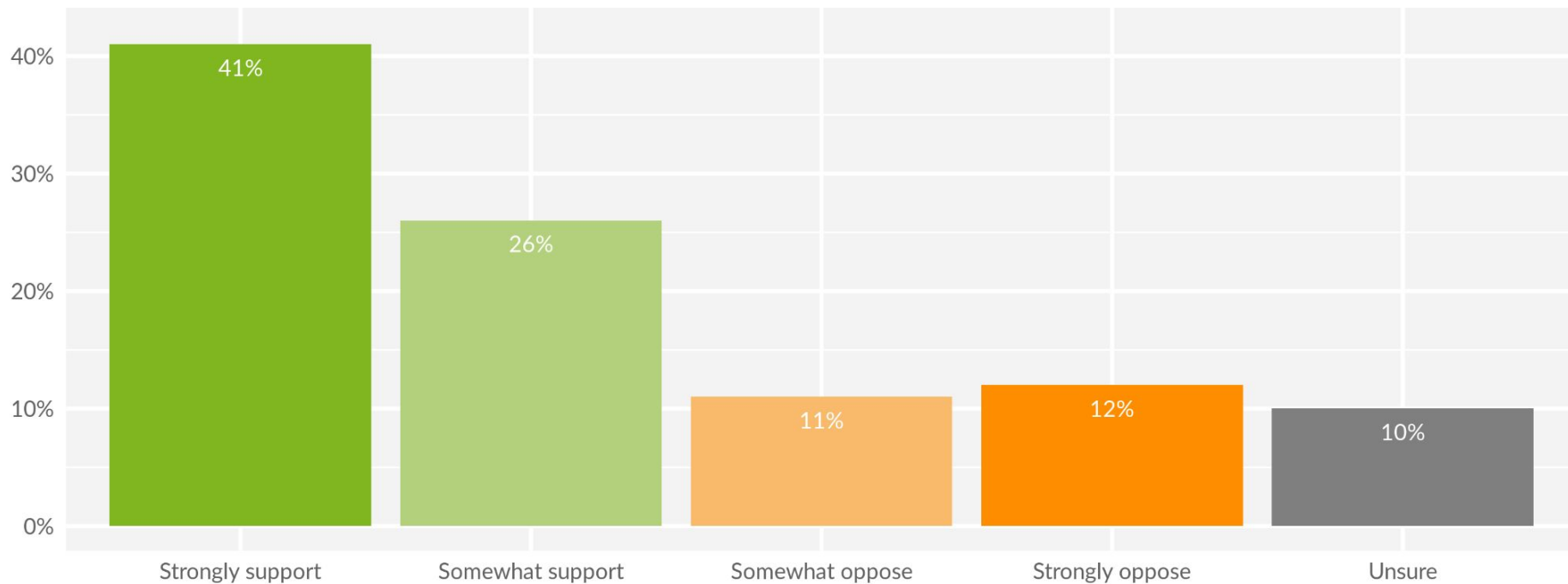


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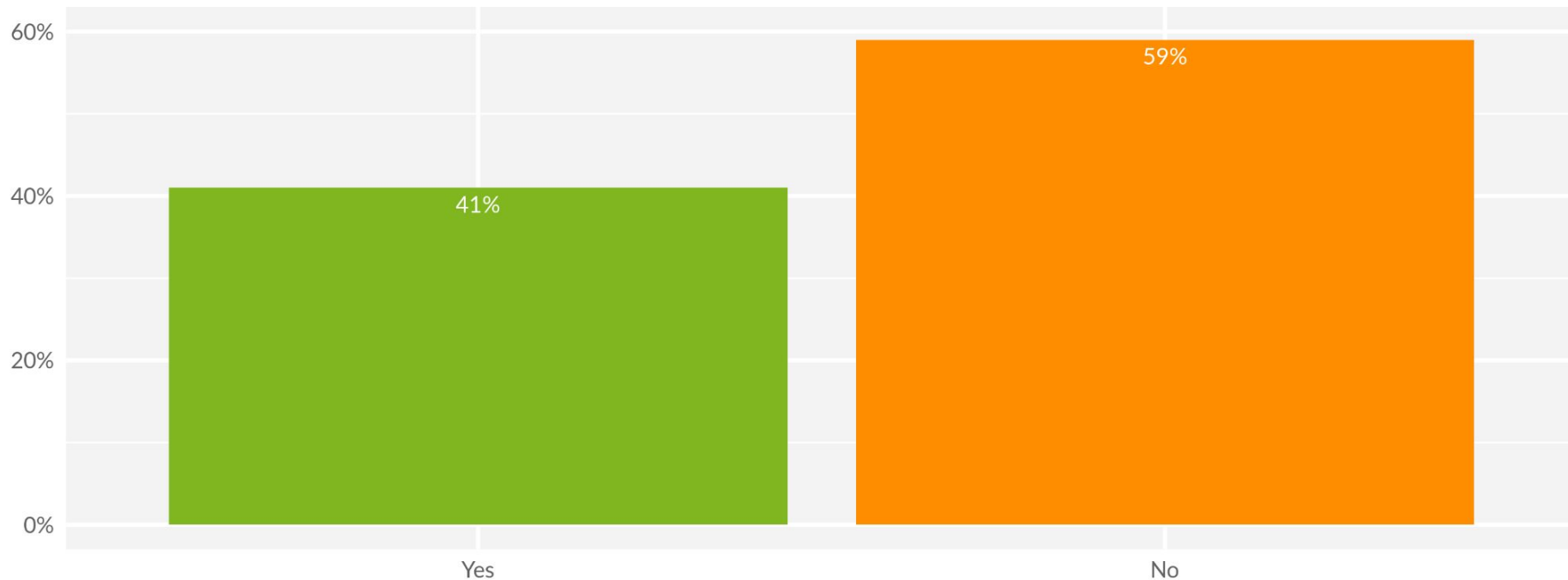
National Issues

Do you support or oppose comprehensive gun reform legislation to reduce gun violence?



Demographics

College

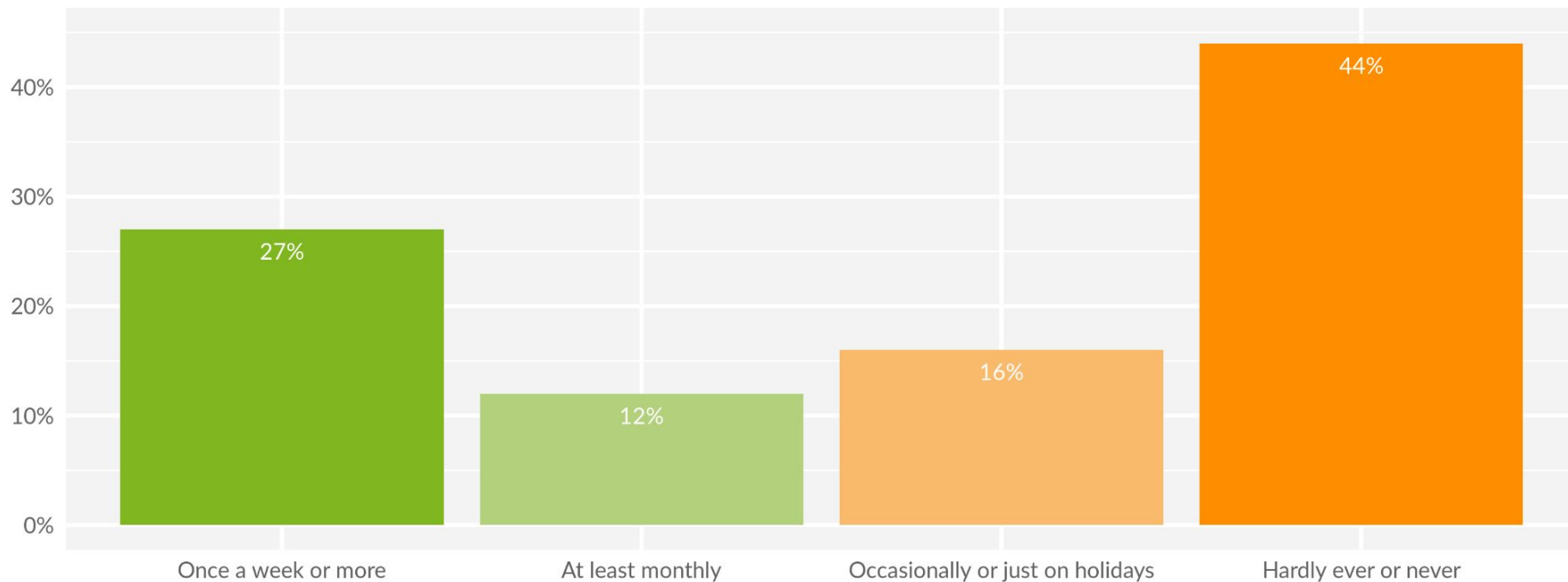


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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Demographics

Religious Services Attendance

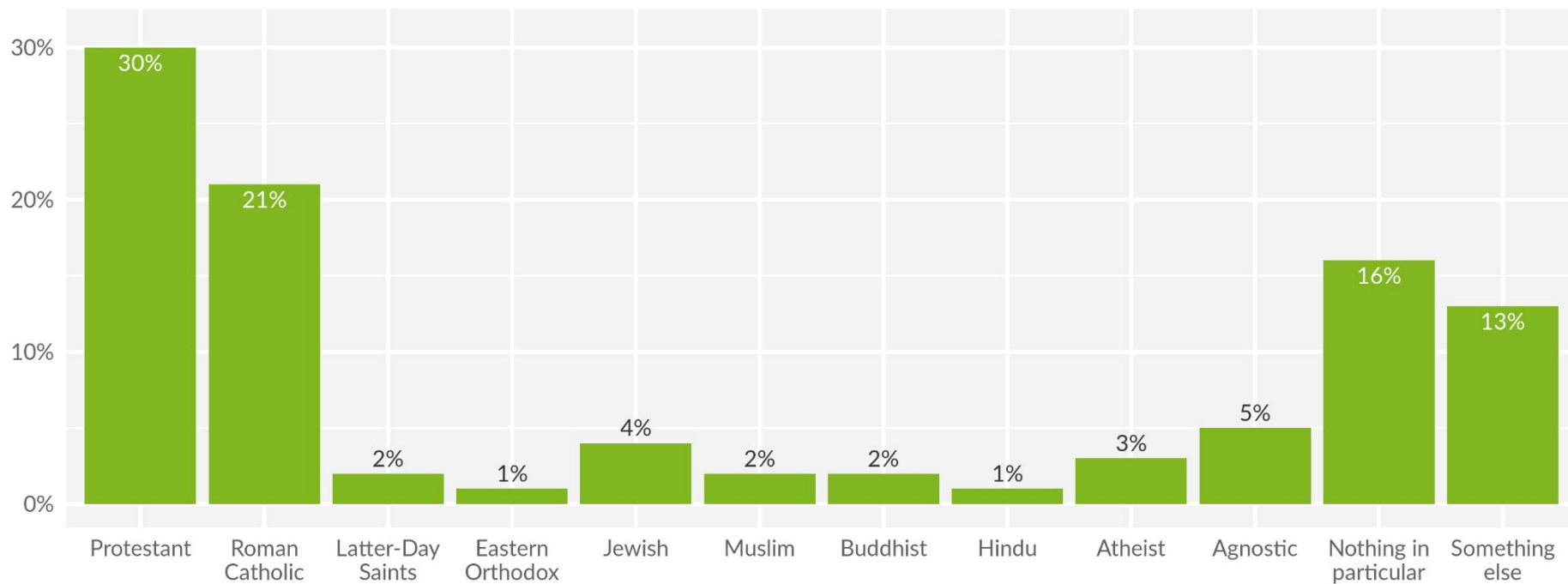


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

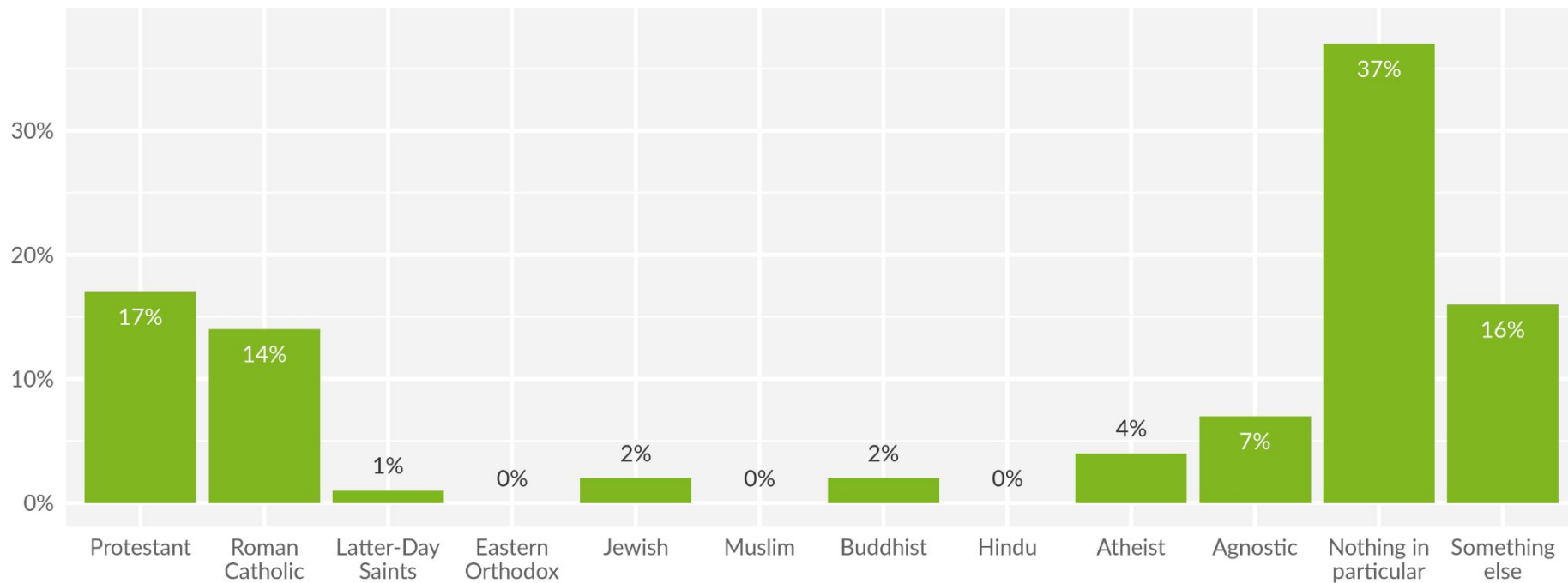
Religion



Demographics

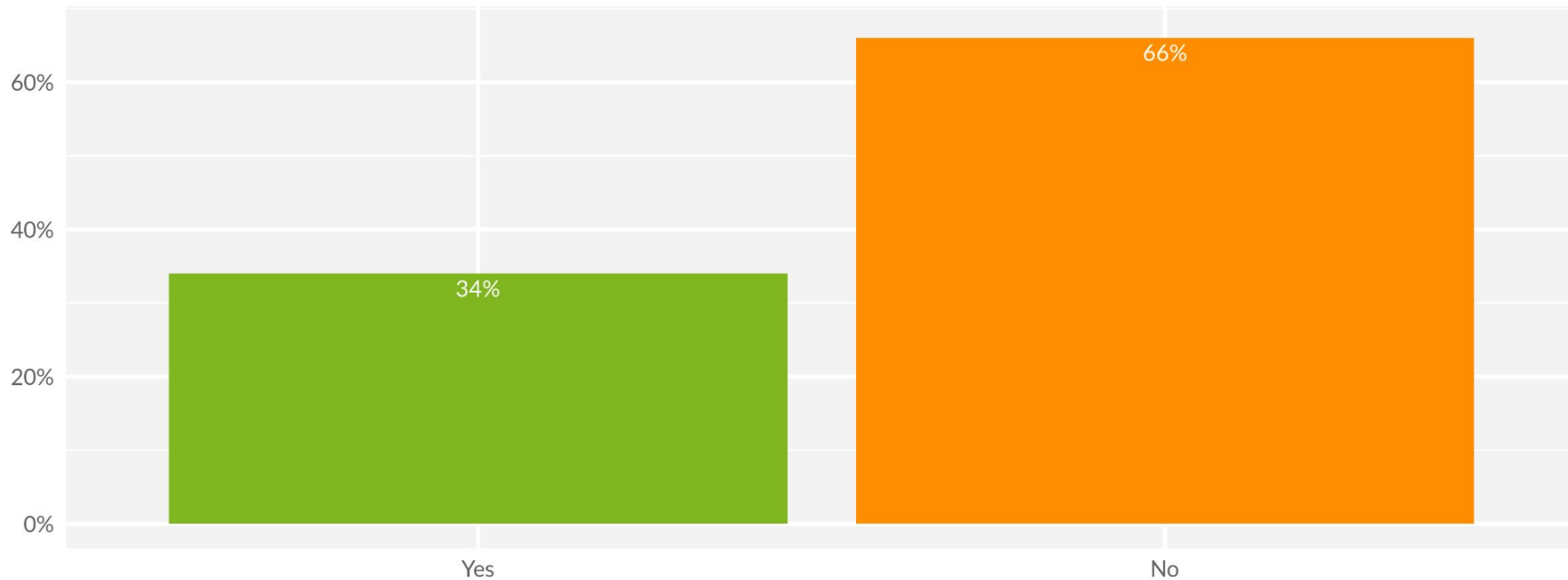
What religion were you raised with, if any?

If Atheist/Agnostic N = 259



Demographics

Gun Owner

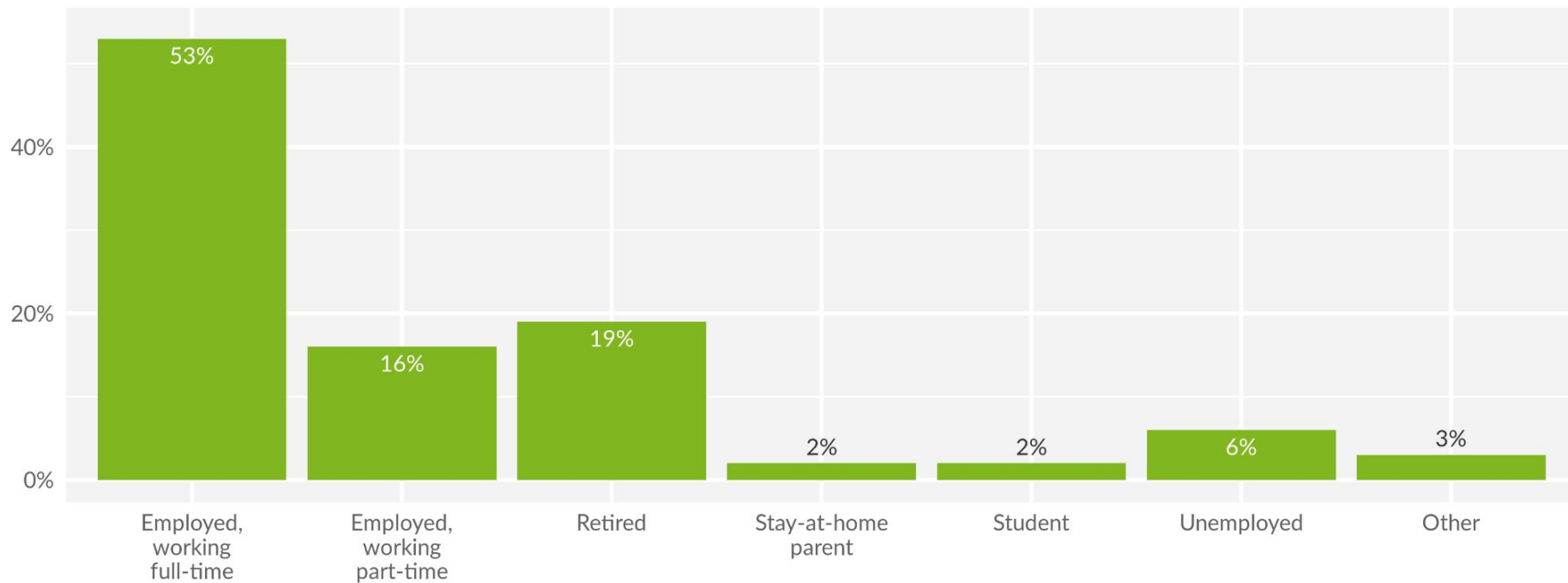


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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Demographics

Employment Status

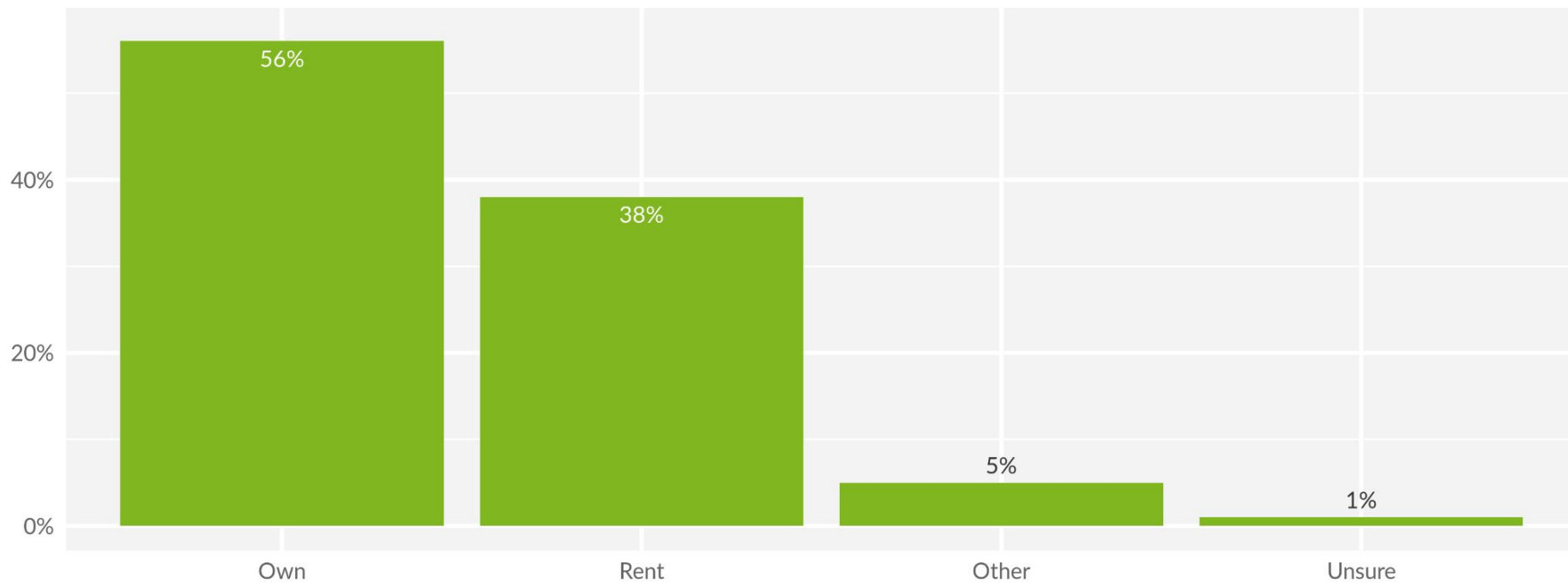


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

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Demographics

Rent or Own Residence



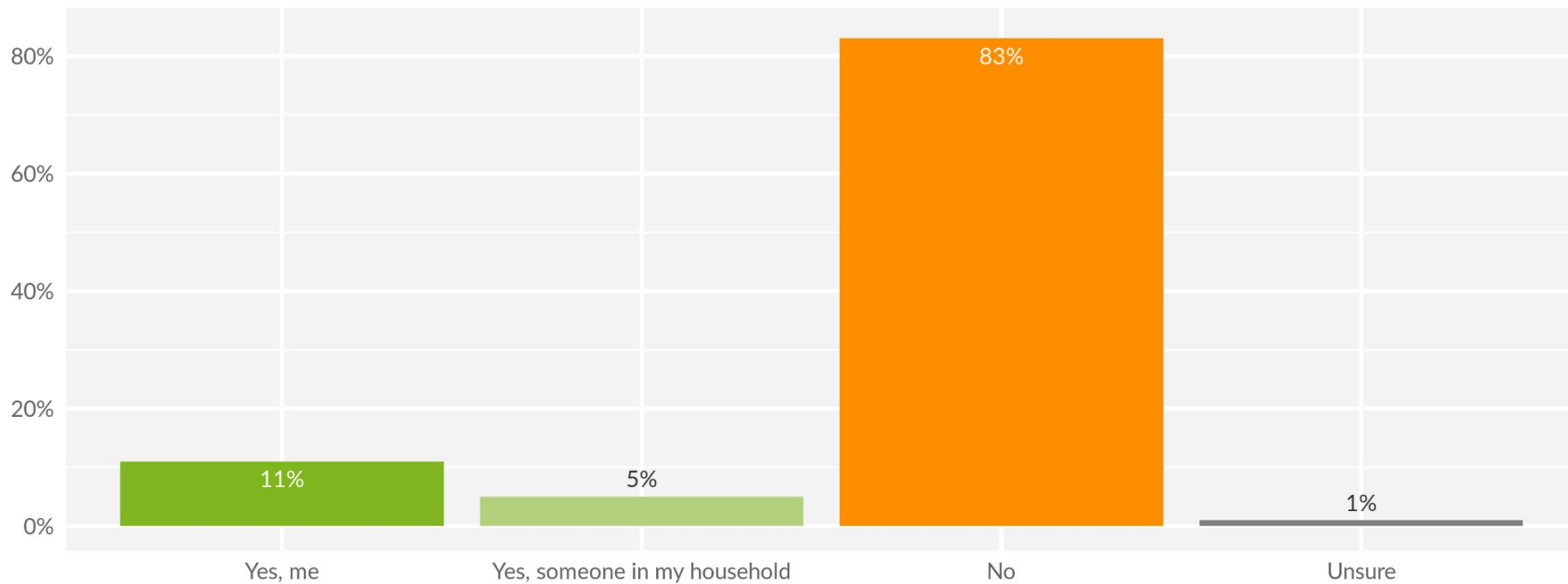
Demographics

Household Income



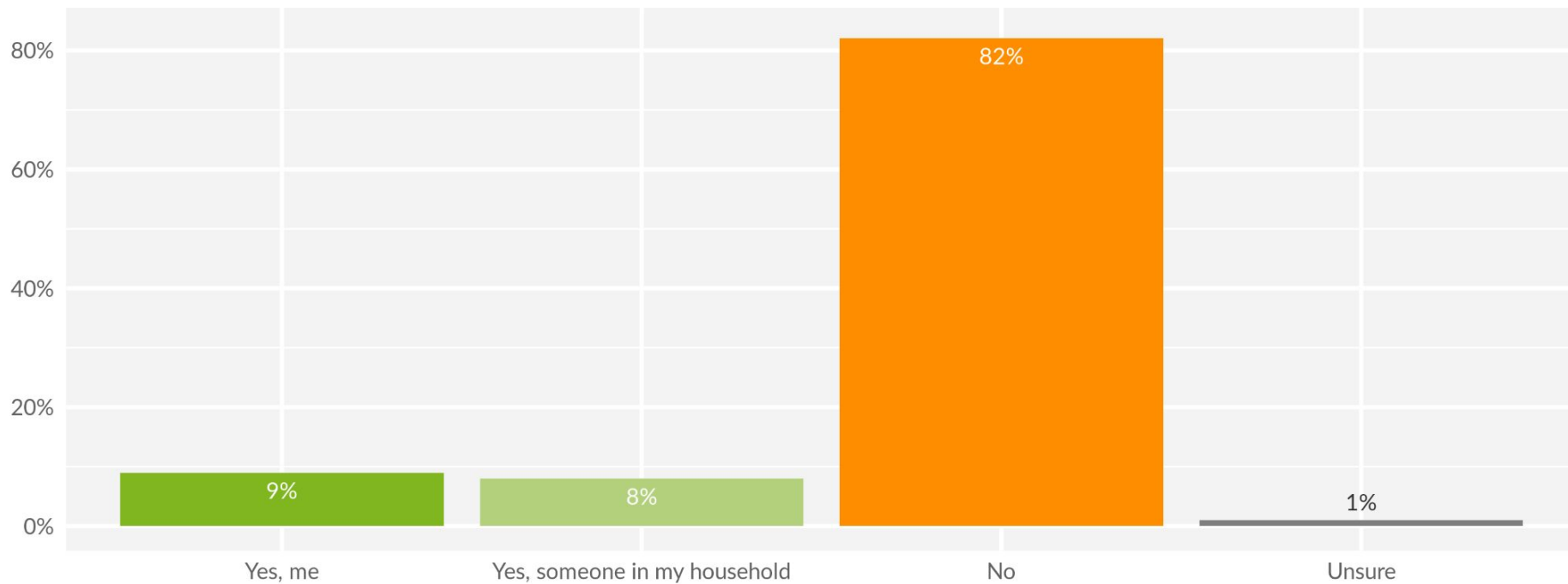
Demographics

Union Membership



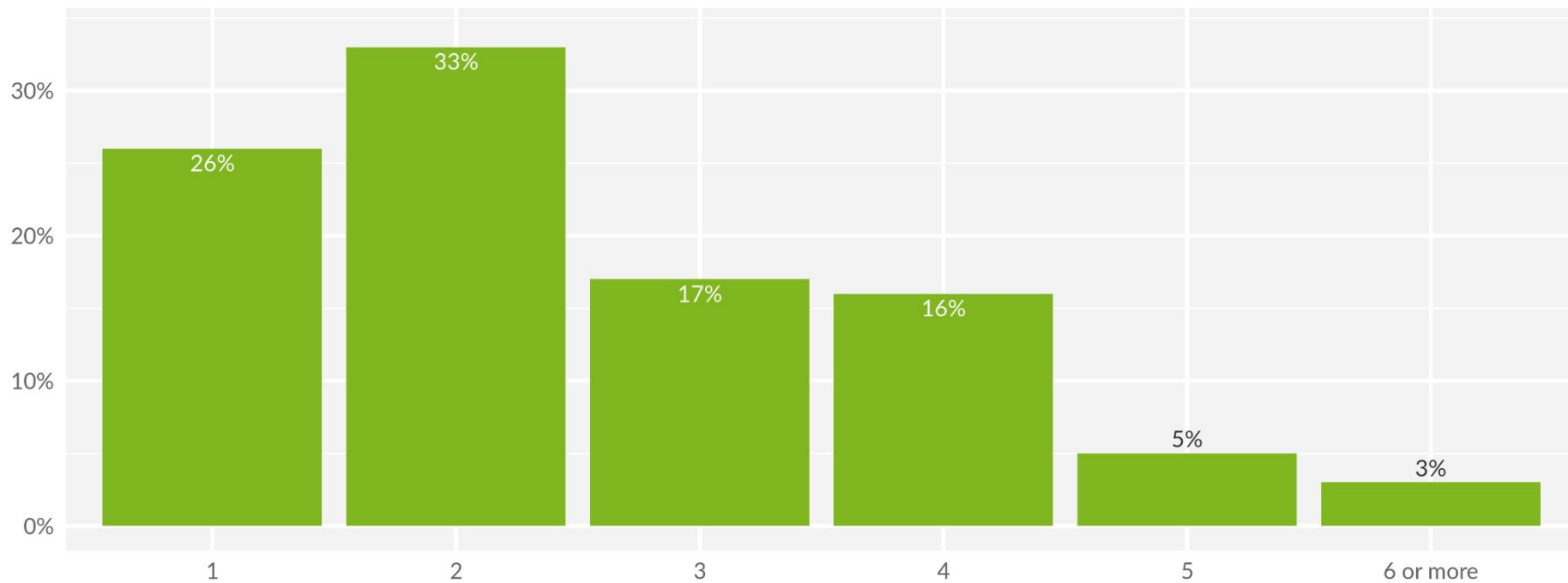
Demographics

Military/Veterans



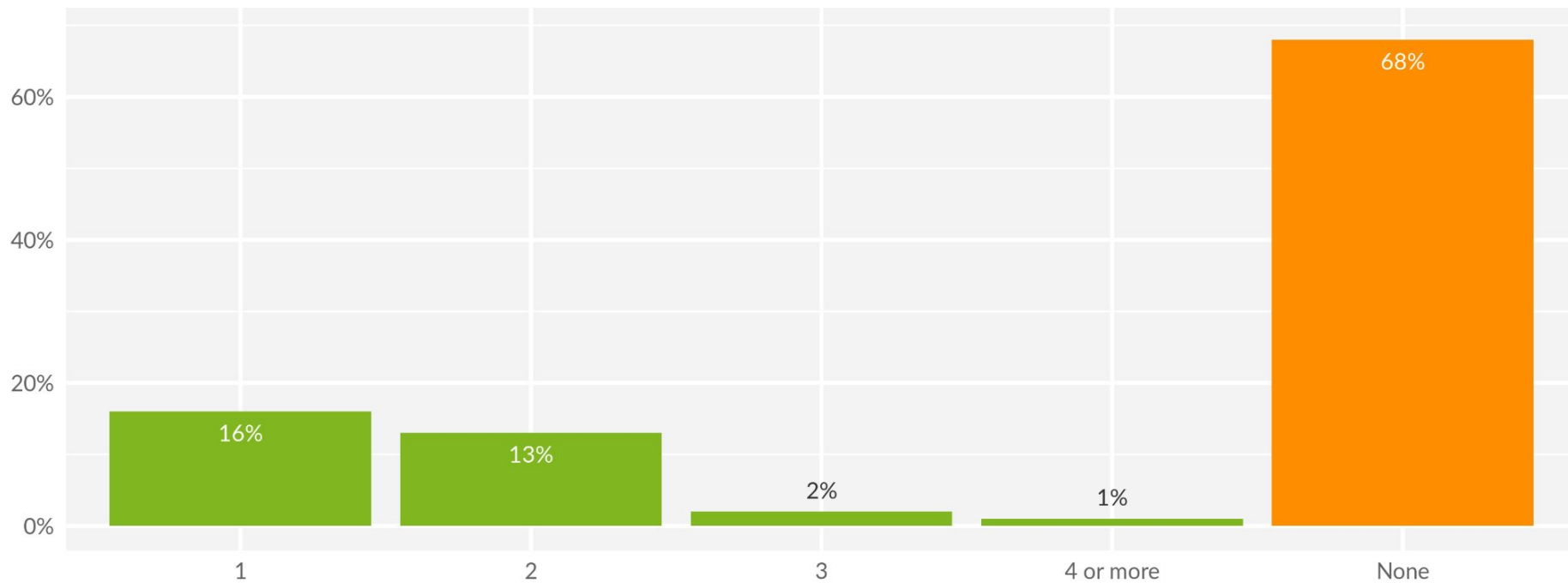
Demographics

People in Household



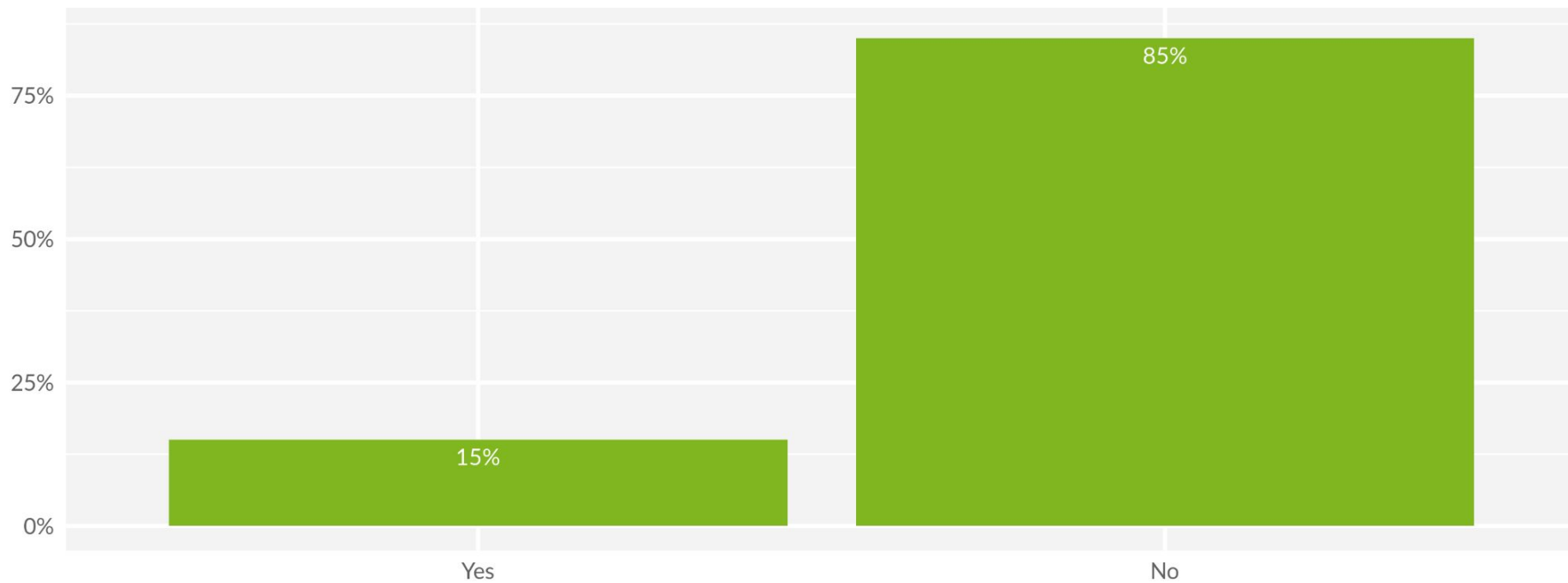
Demographics

Children in Household



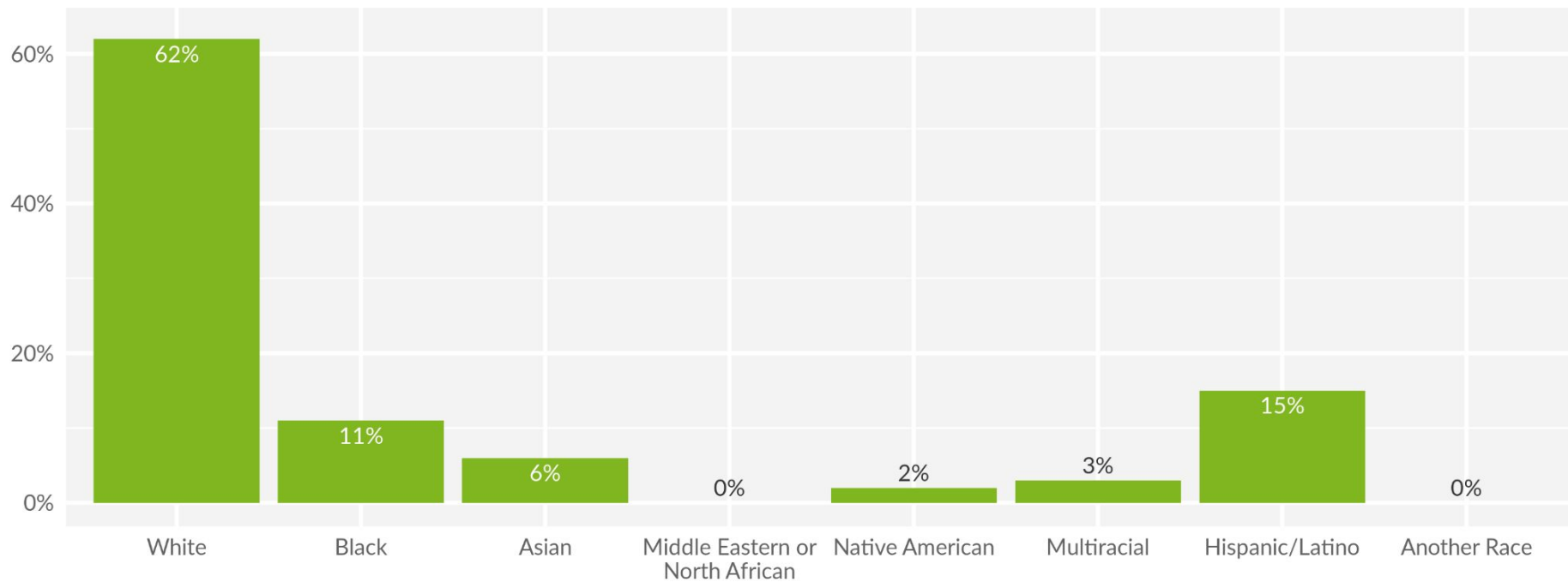
Demographics

Are you from a Hispanic, Latino, or Spanish-speaking background?



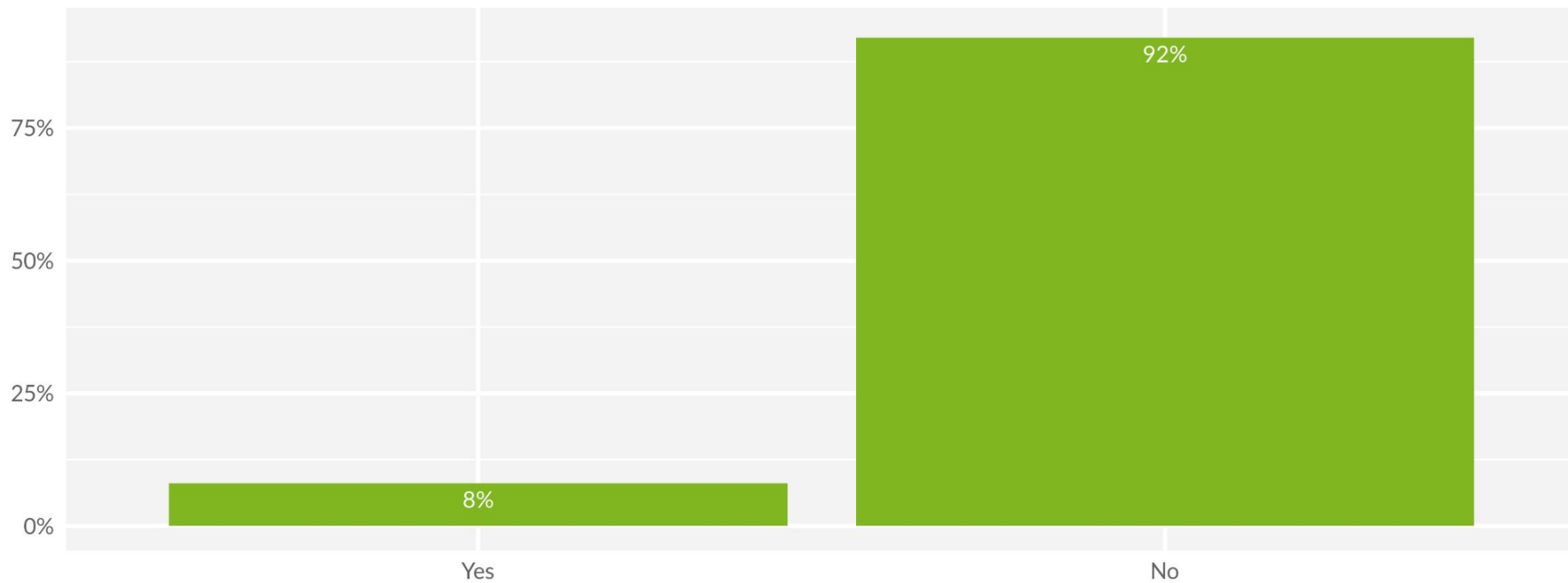
Demographics

Combined Race/Ethnicity



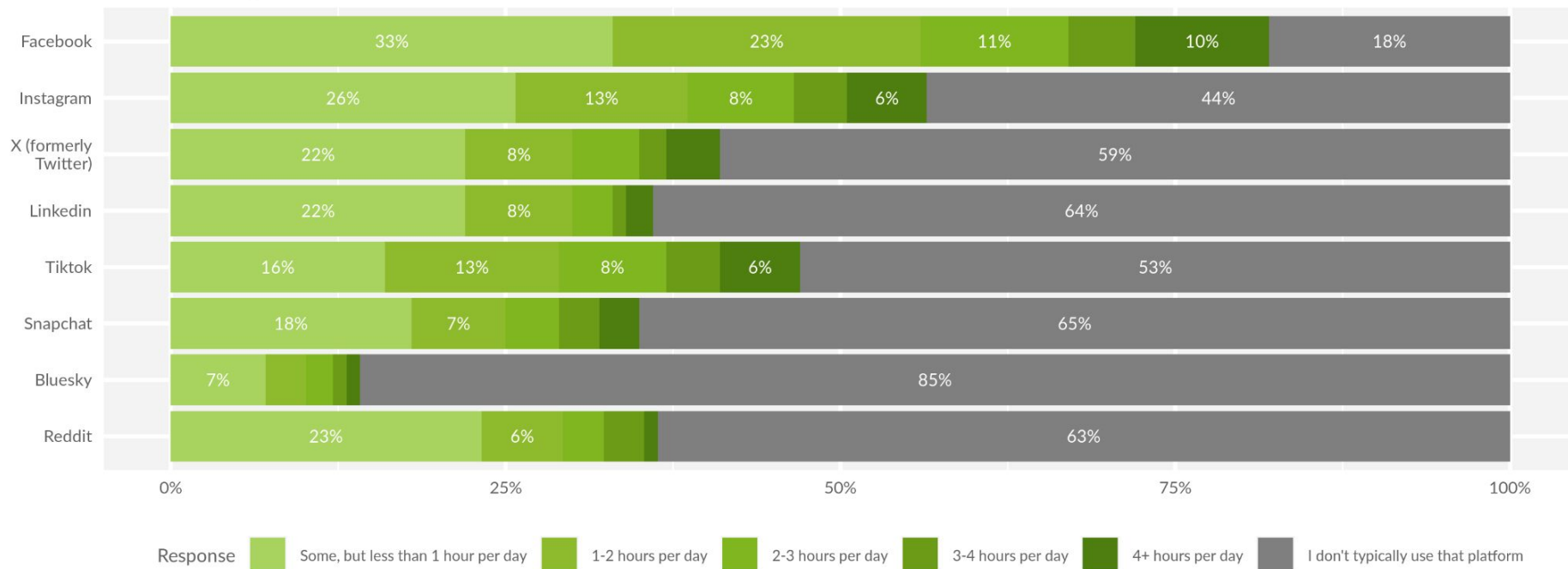
Demographics

LGBTQ+ Identity



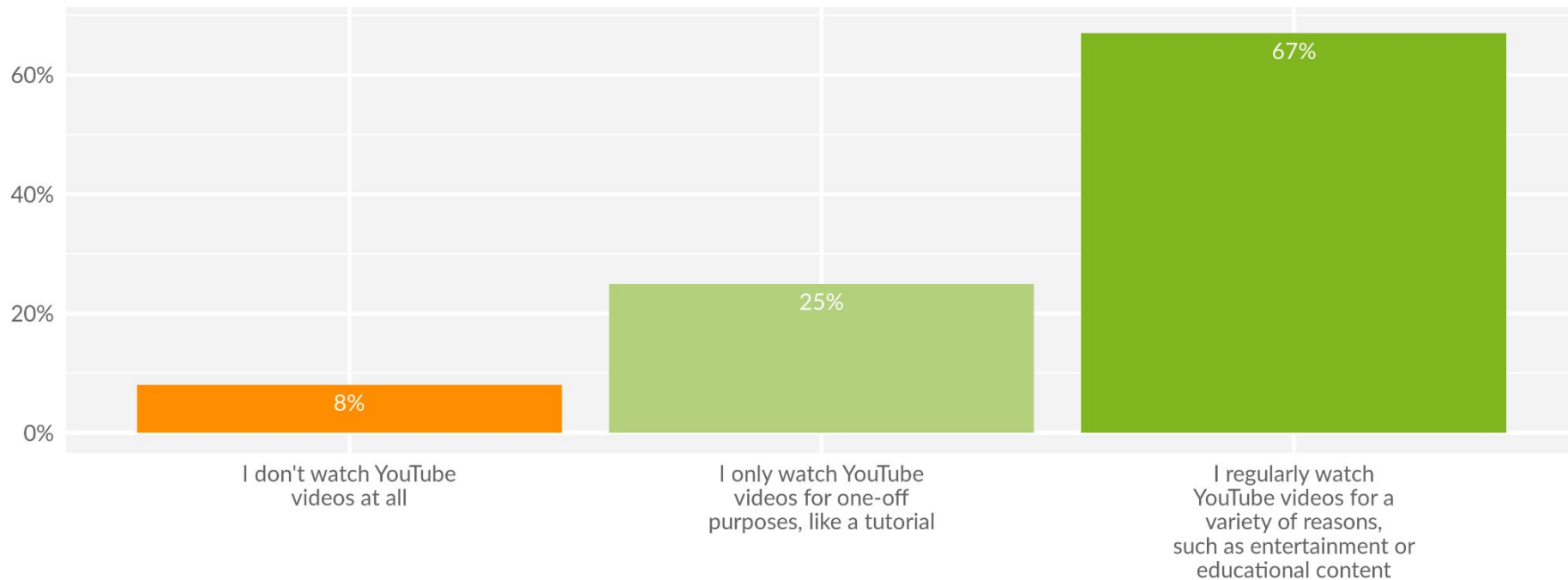
Media Consumption

Social Media Usage



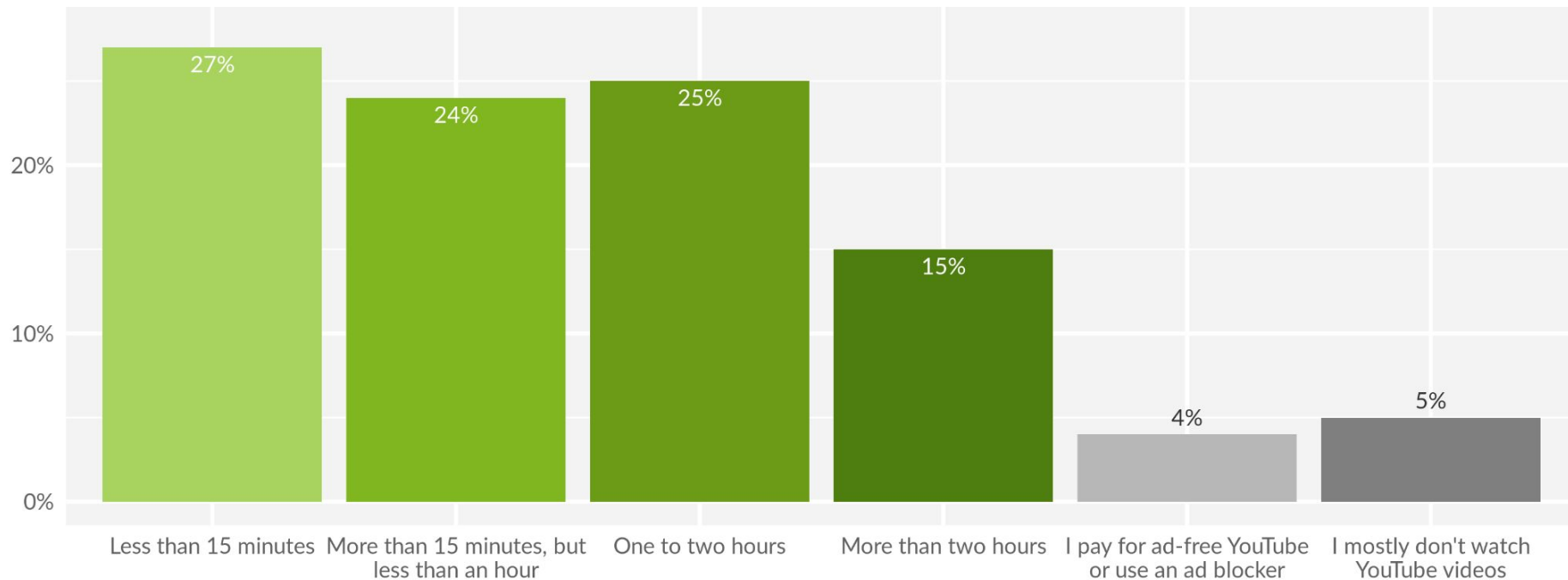
Media Consumption

Which of the following best describes how you watch YouTube videos?



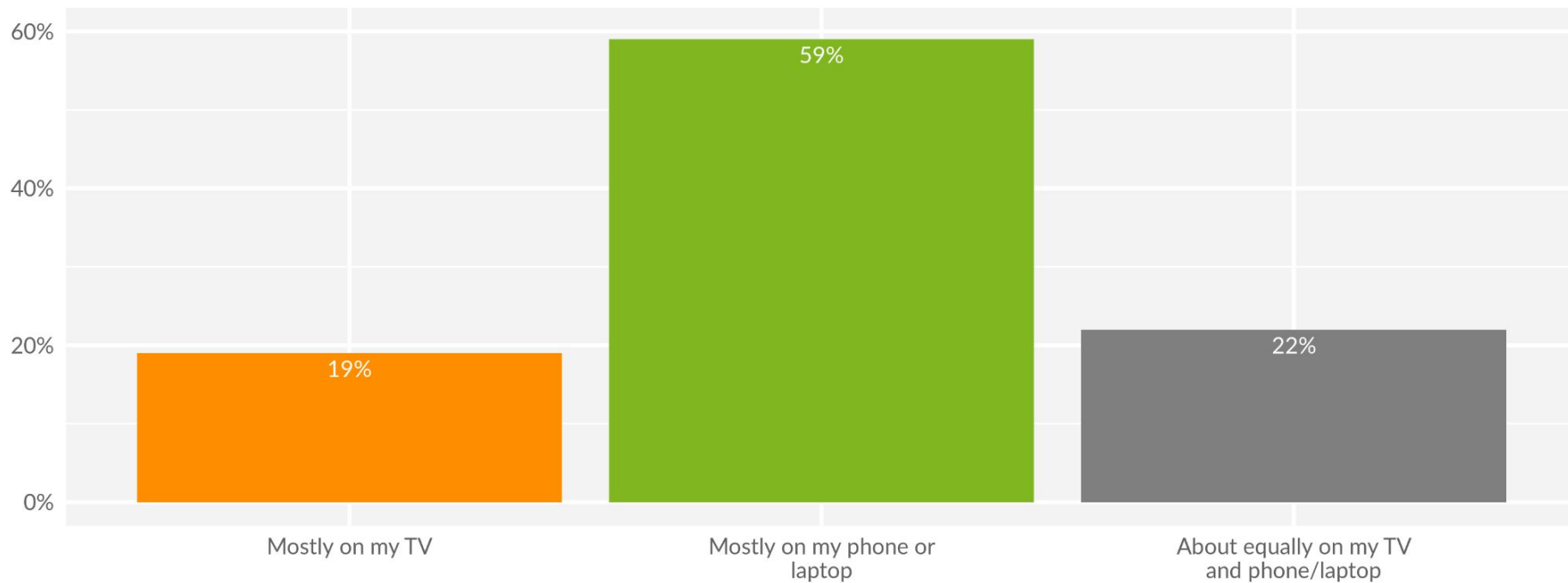
Media Consumption

On an average day, how much time do you spend watching ad-supported videos on YouTube? [IF Watches YouTube]



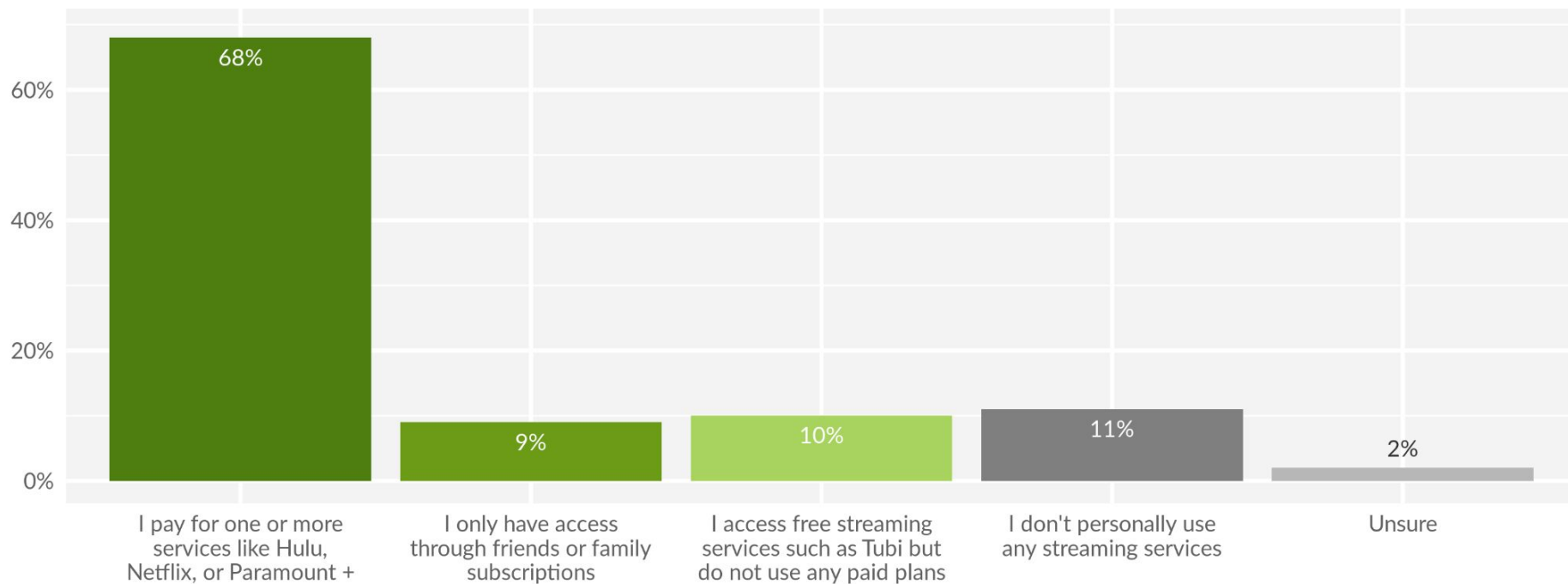
Media Consumption

Where do you typically watch YouTube videos? [IF Watches YouTube]



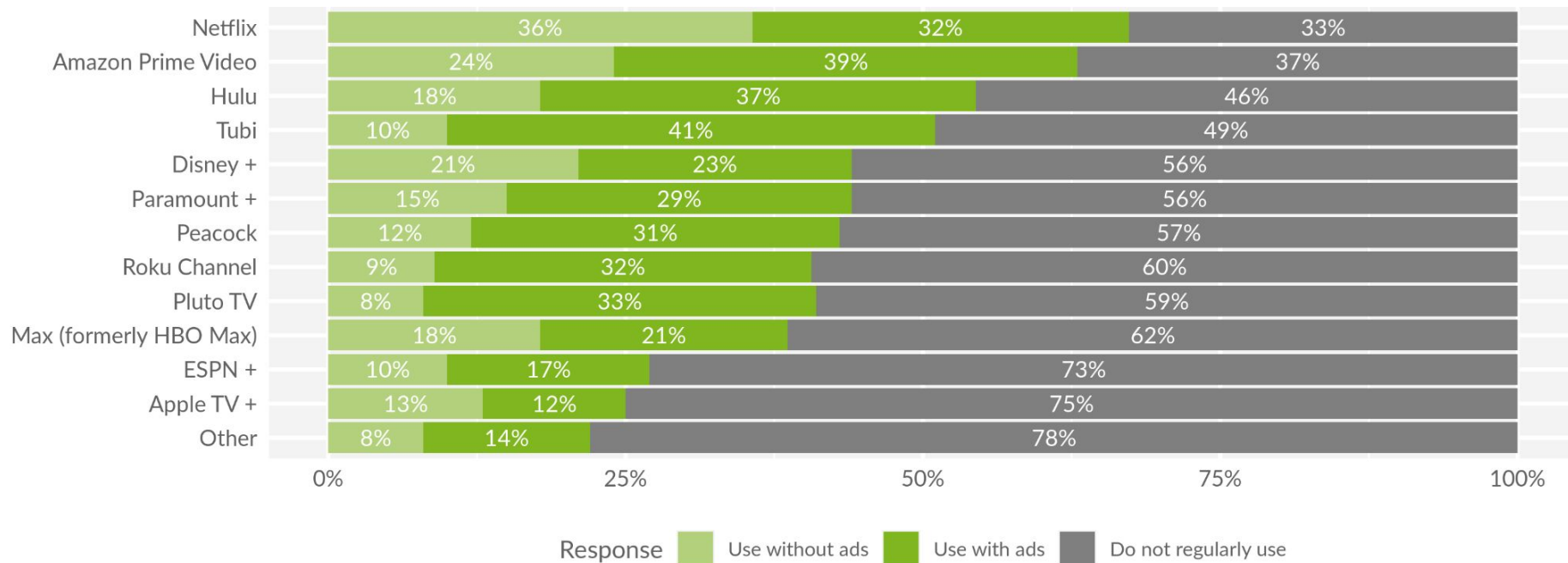
Media Consumption

Streaming Access



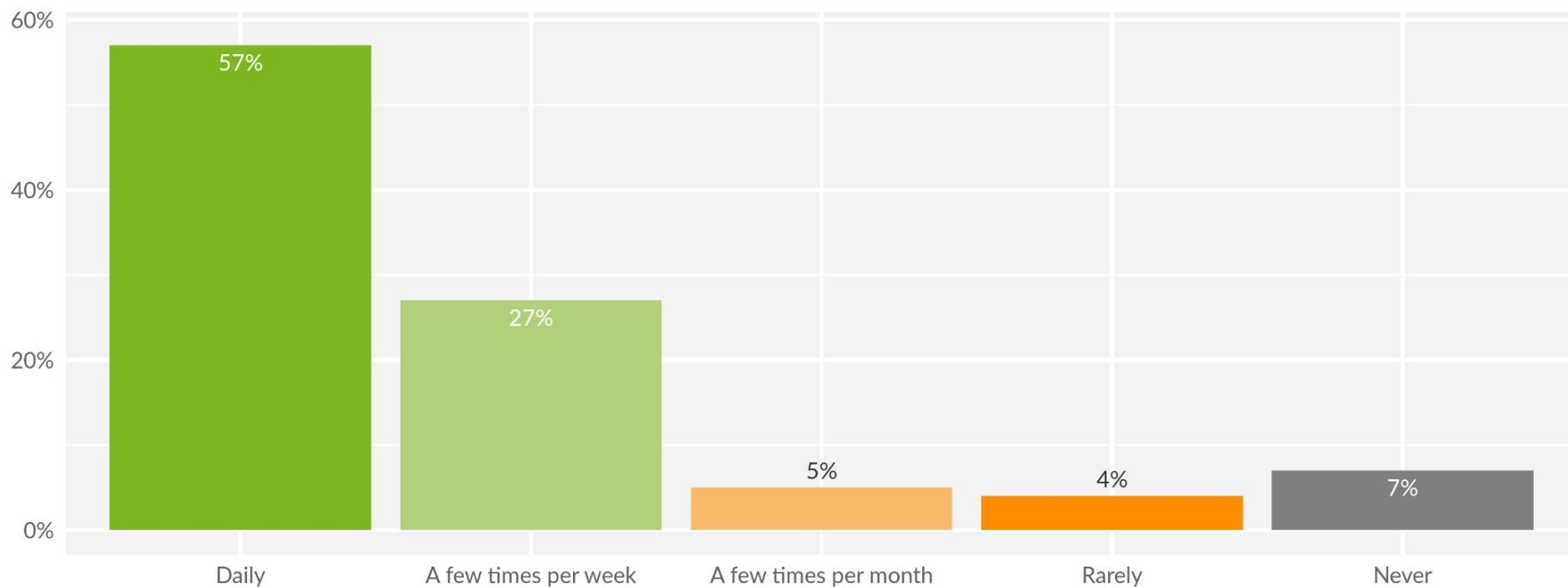
Media Consumption

Streaming



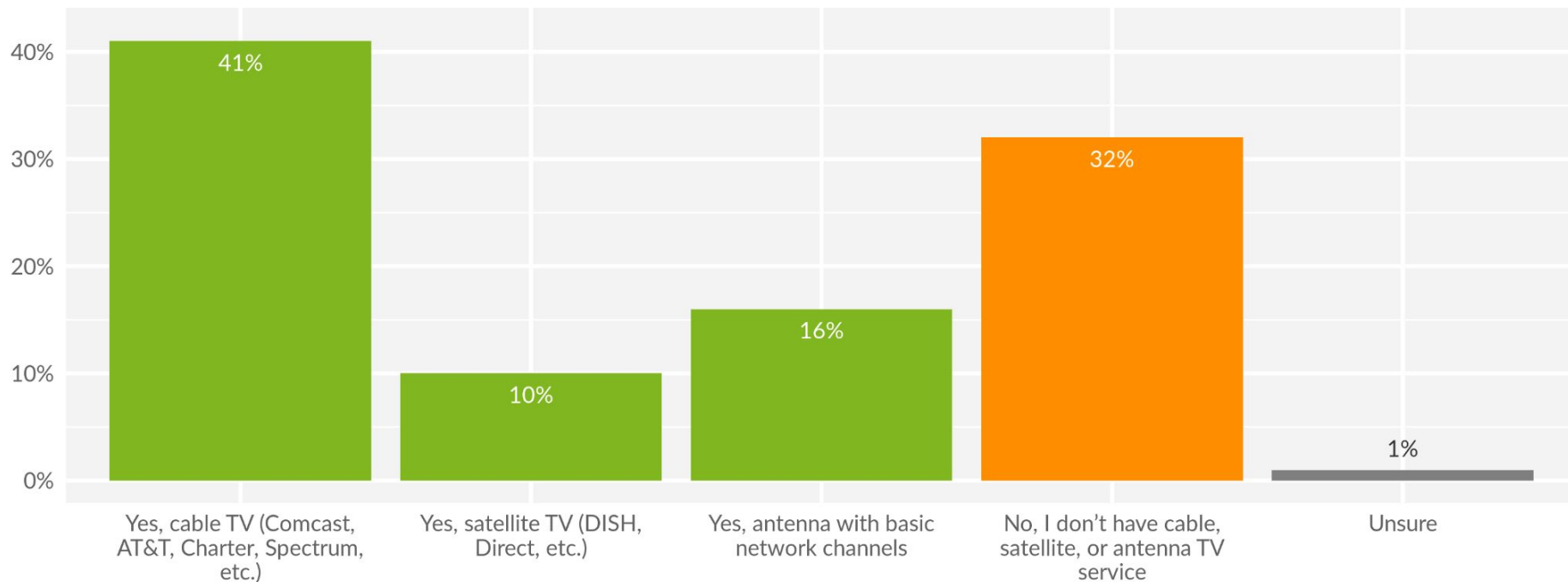
Media Consumption

Streaming Frequency



Media Consumption

Do you have traditional TV service in your home?

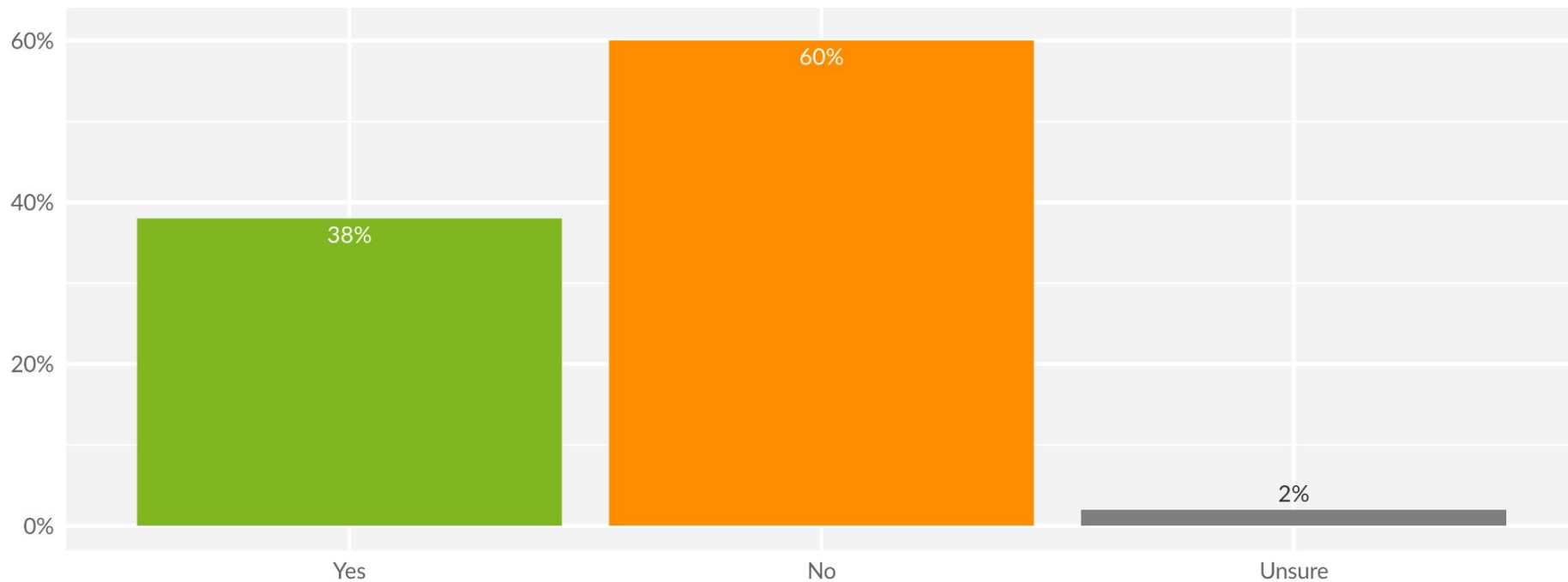


Our **Low TV Model** predicts likelihood that an individual watches little to no TV and is difficult to reach via television advertising. [Learn more.](#)

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Media Consumption

Do you subscribe to any cable TV replacements like YouTube TV that provide a live channel lineup?

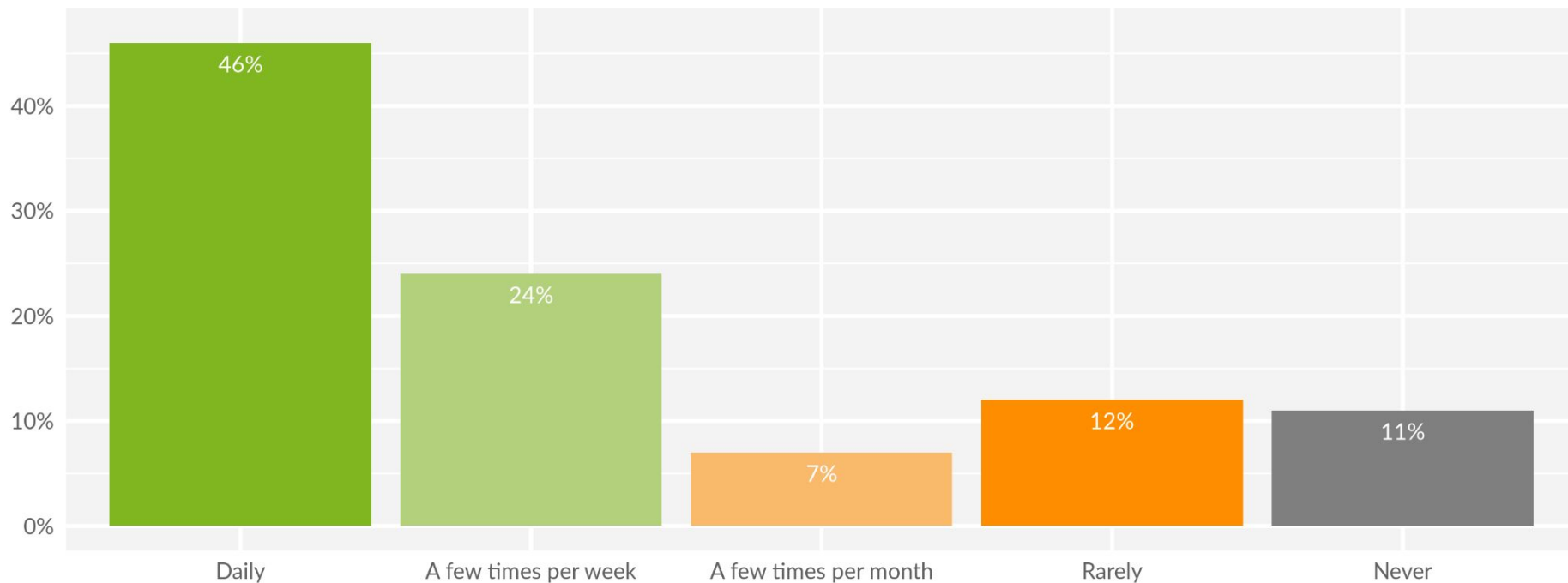


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Media Consumption

How often do you watch live programming on any of the four major TV networks (ABC, CBS, FOX, or NBC)?

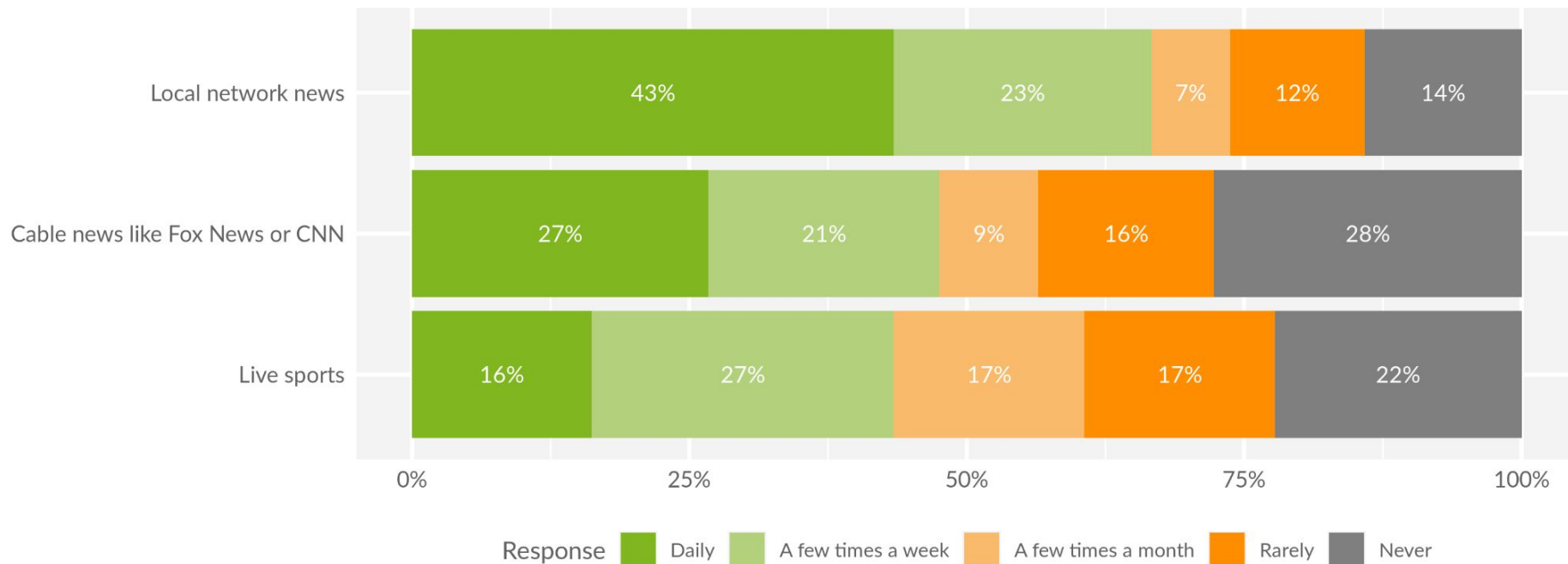


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Media Consumption

TV Viewership Frequency

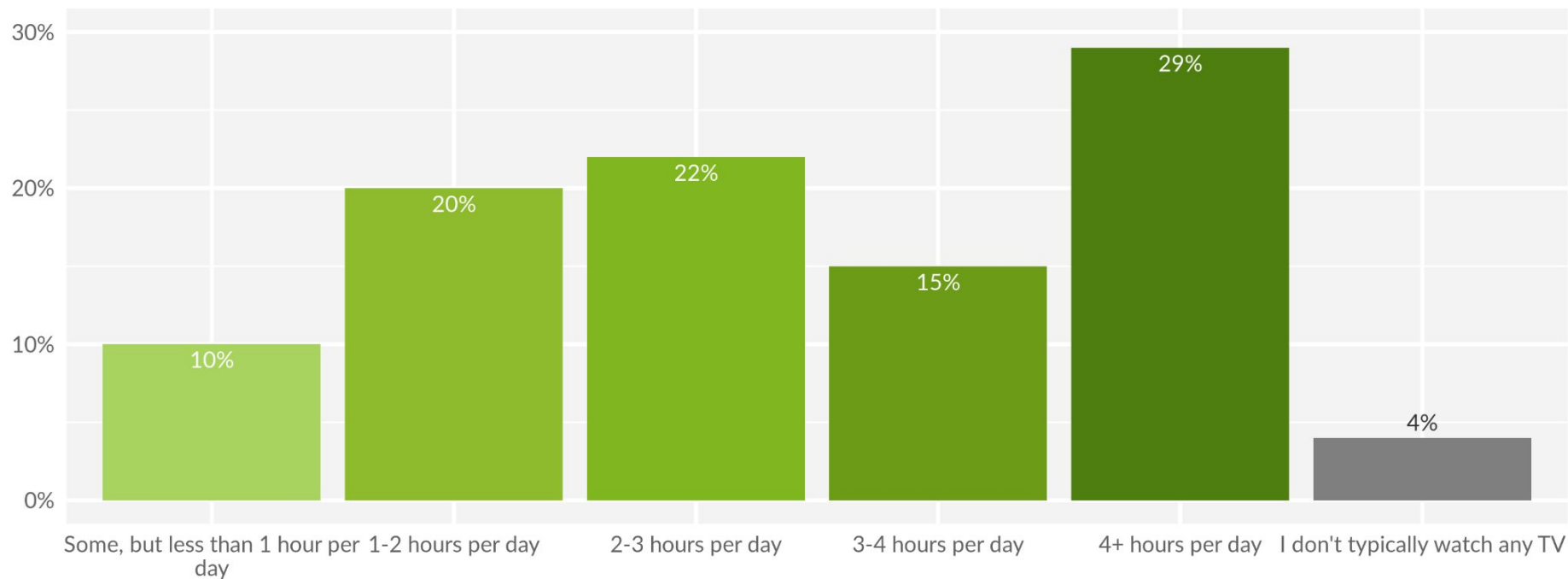


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Media Consumption

On an average day, how many total hours of television do you watch including both live and streaming services?



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Learn more about our Omnibus survey

contact@claritycampaigns.com

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