

Clarity Omnibus Survey

September 2025

clarity+campaign(labs)

Methodology

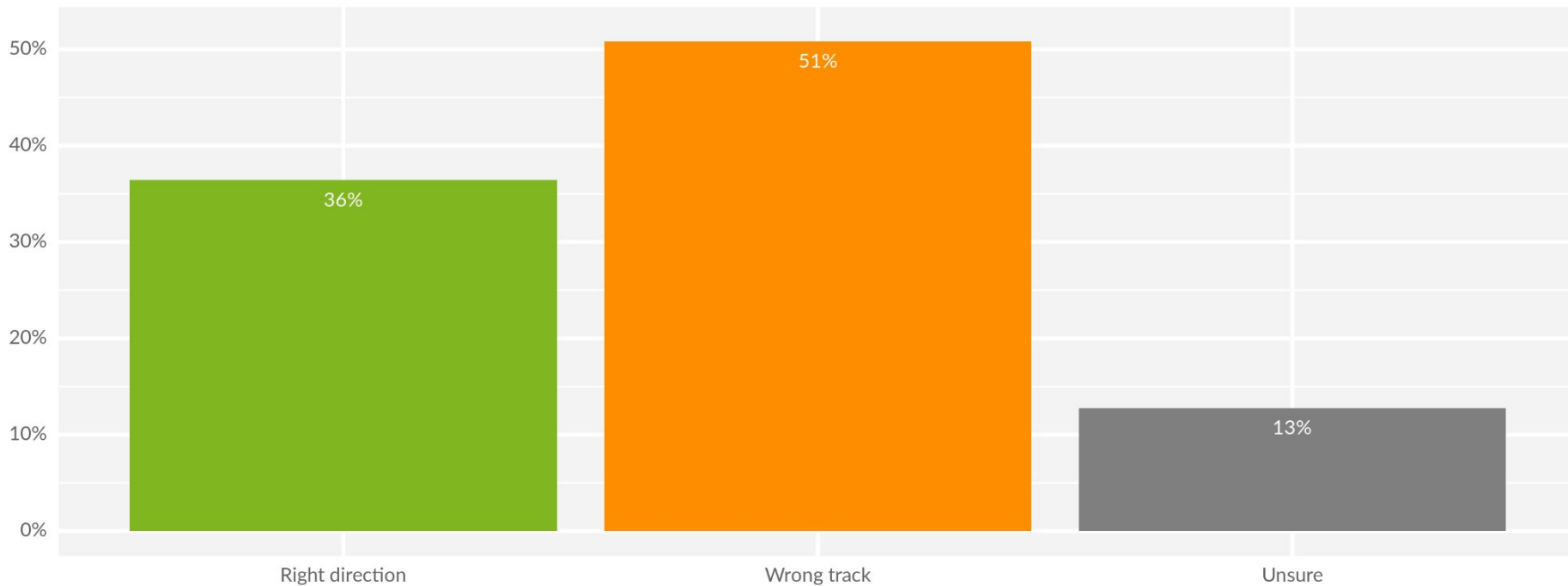
The September 2025 Clarity Omnibus survey was conducted from September 4-11th via national online public opinion panels. 1,001 respondents were matched to the voter file. The margin of error of this poll is +/-3.1% at a 95% confidence interval.

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. Later in 2025 we will begin weighting to a likely voter universe using our [2026g Turnout Model](#).

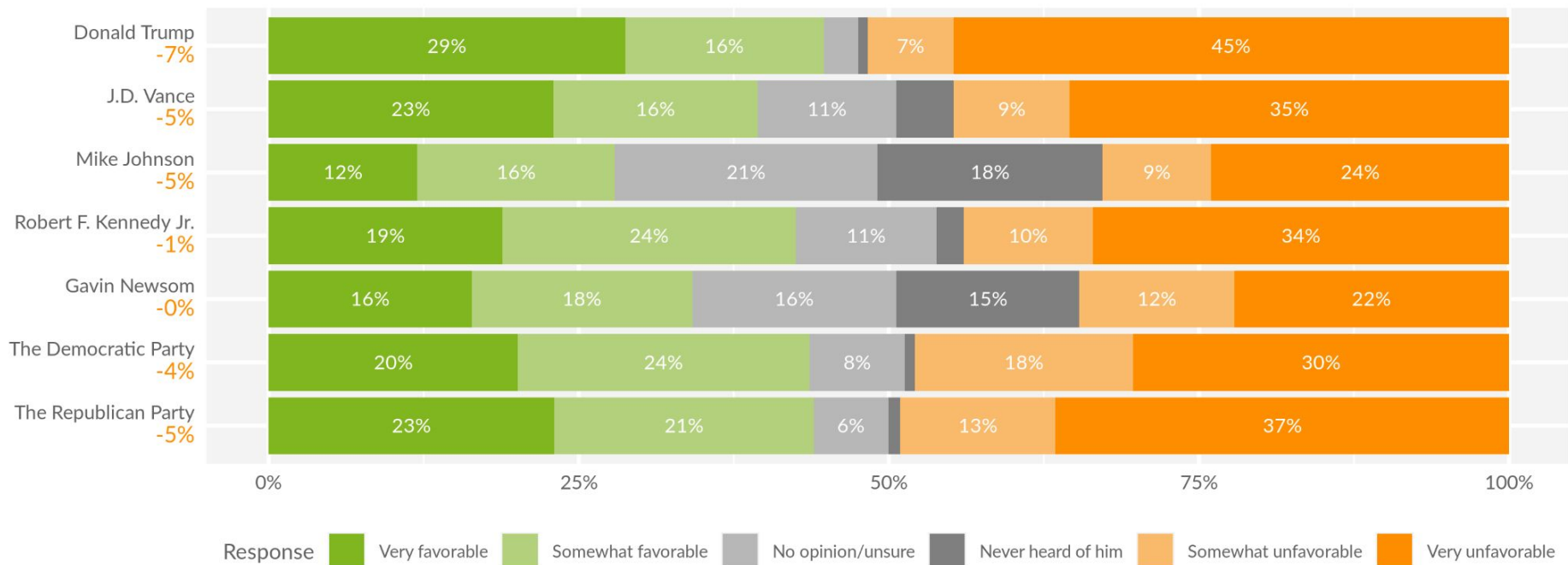
Warm-up

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



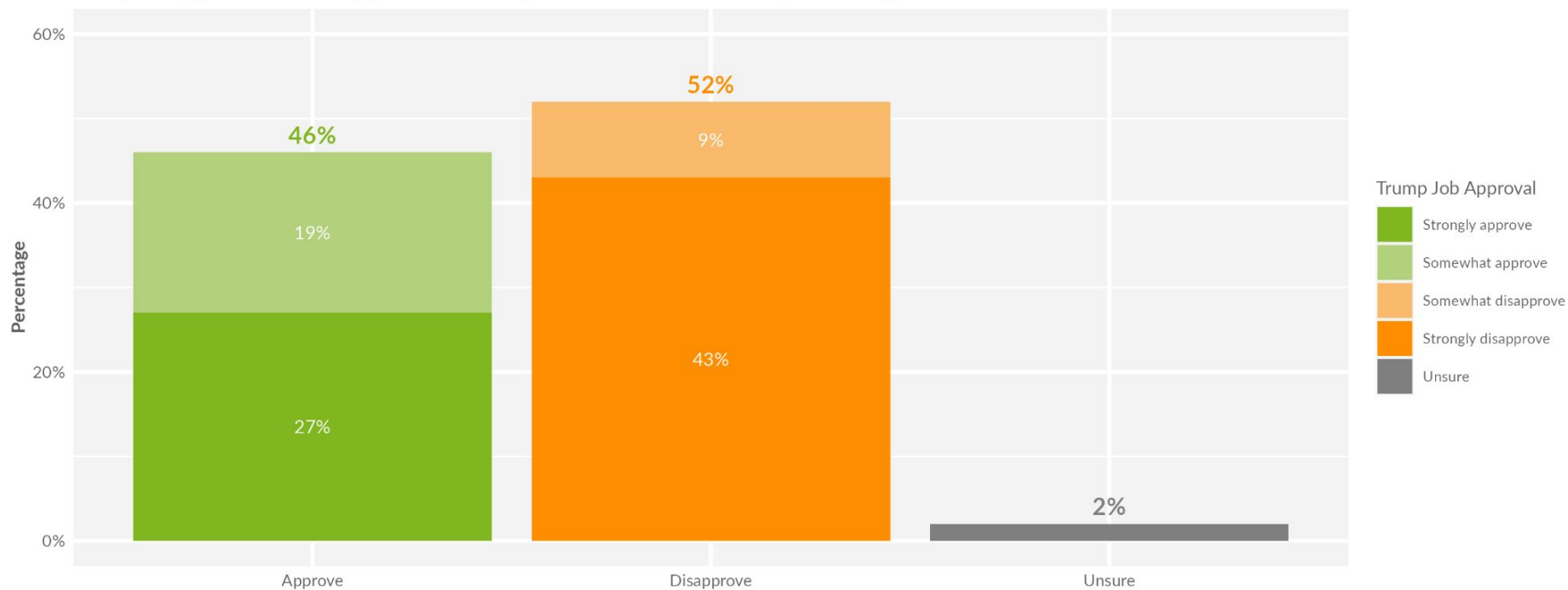
Political Views and Attitudes

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



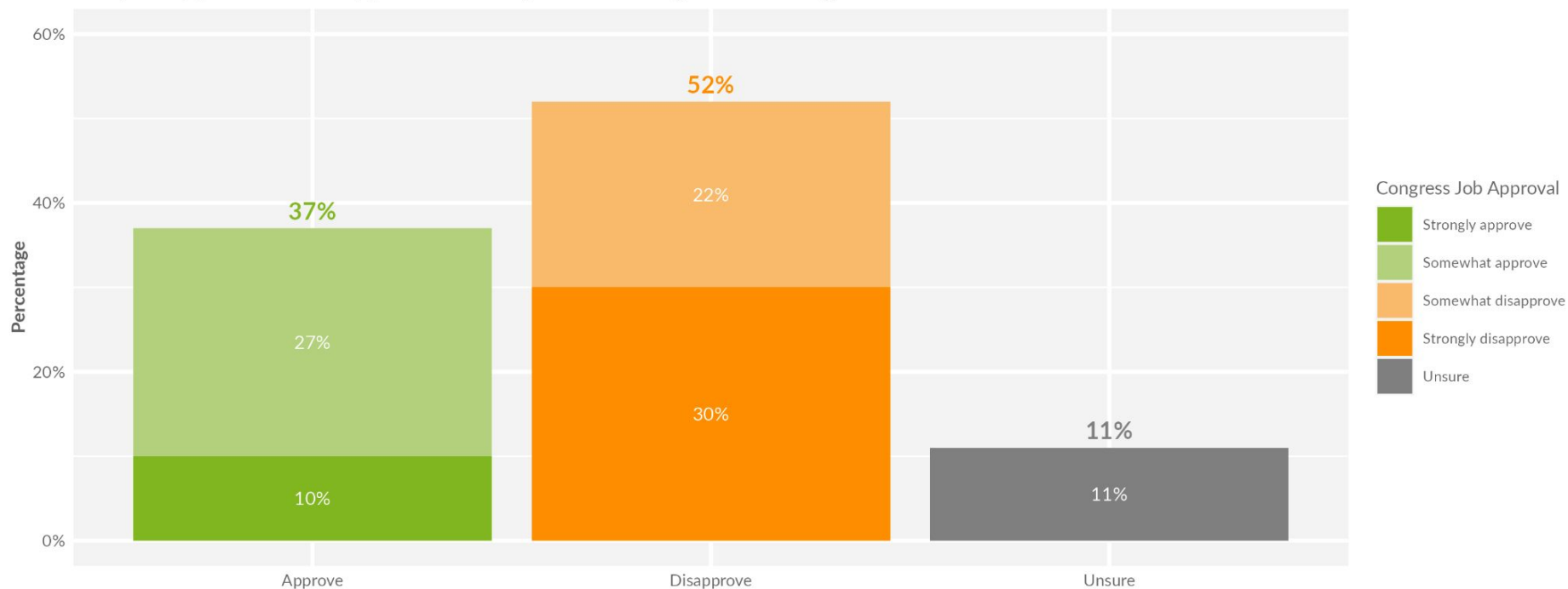
Political Views and Attitudes

Do you approve or disapprove of the job that Donald Trump is doing as President?



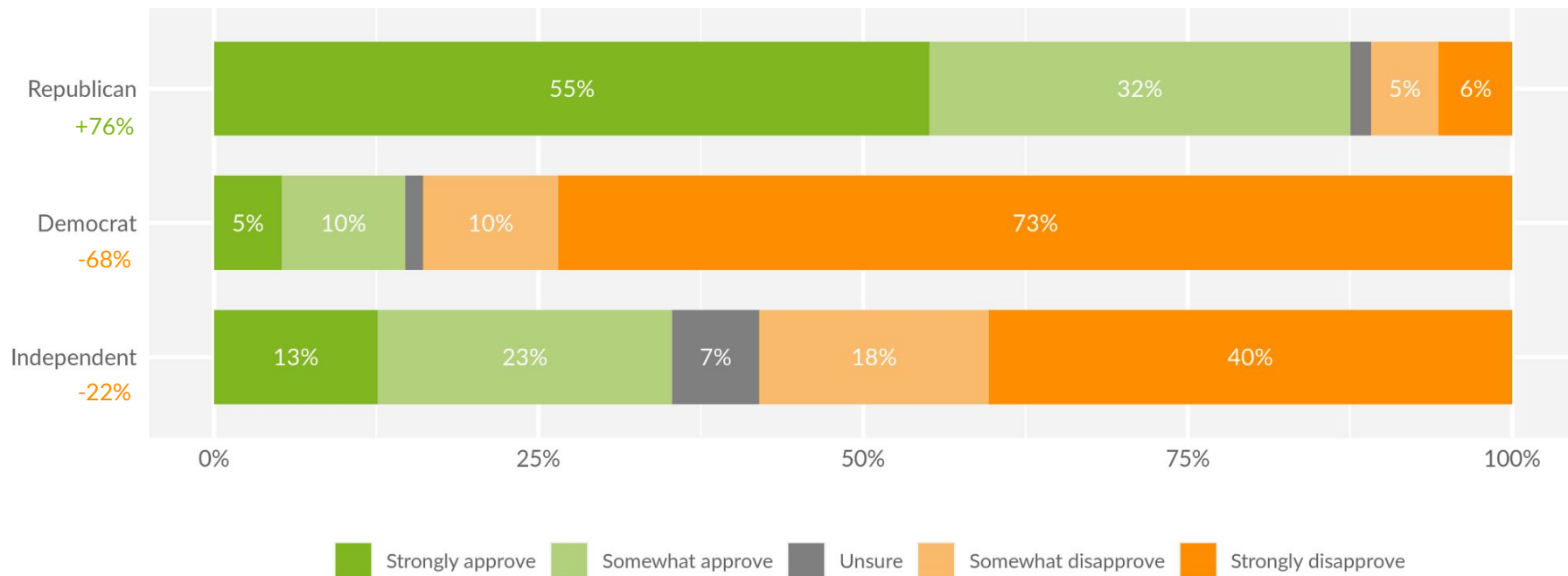
Political Views and Attitudes

Do you approve or disapprove of the job that Congress is doing?

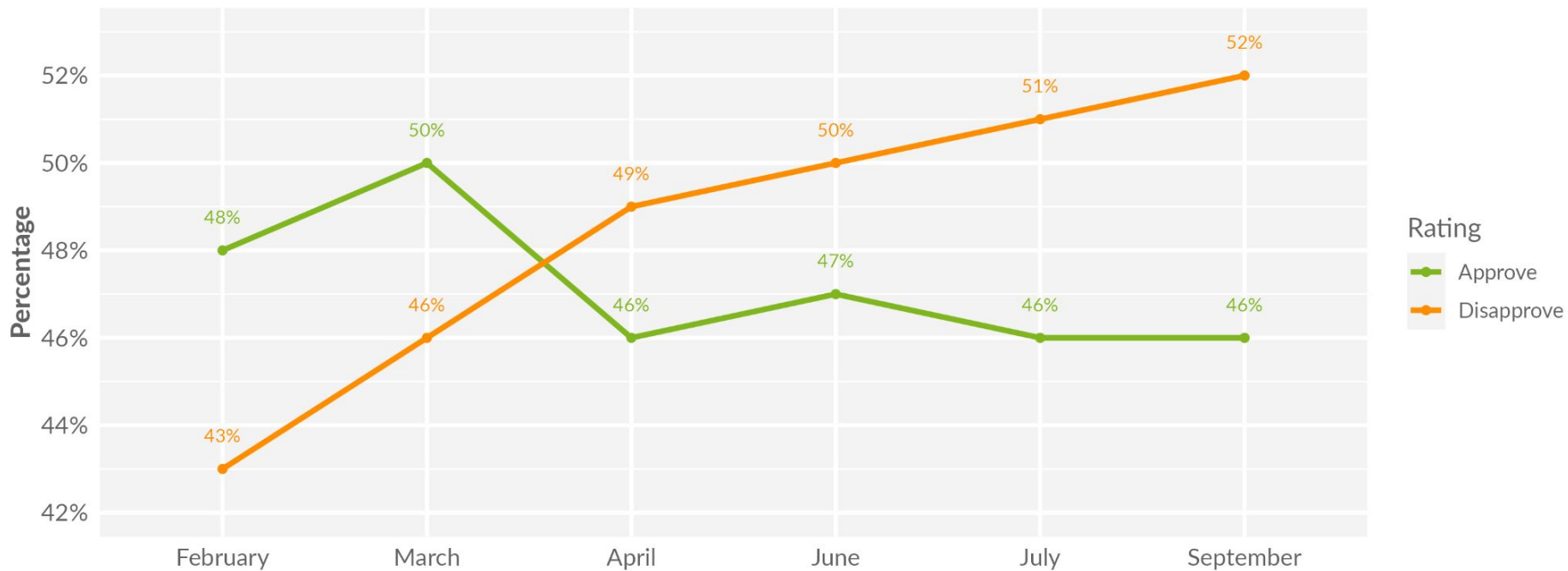


Political Views and Attitudes

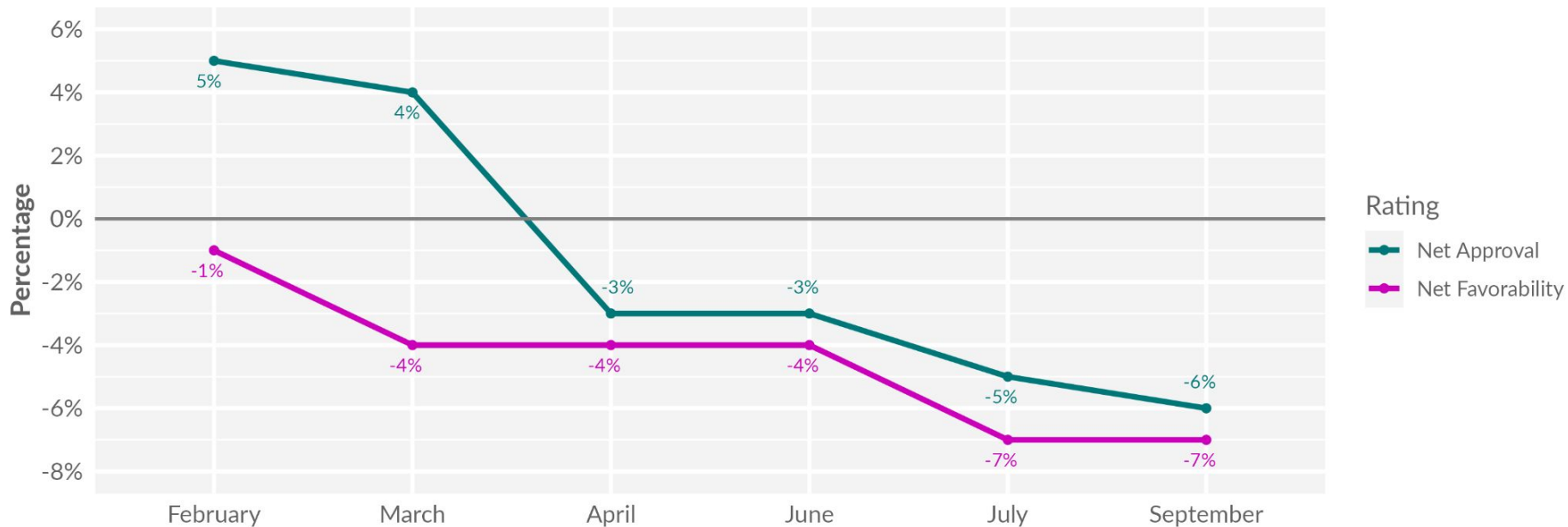
Trump Job Approval by Party ID



Trump Job Approval Rating in Clarity Omnibus Surveys

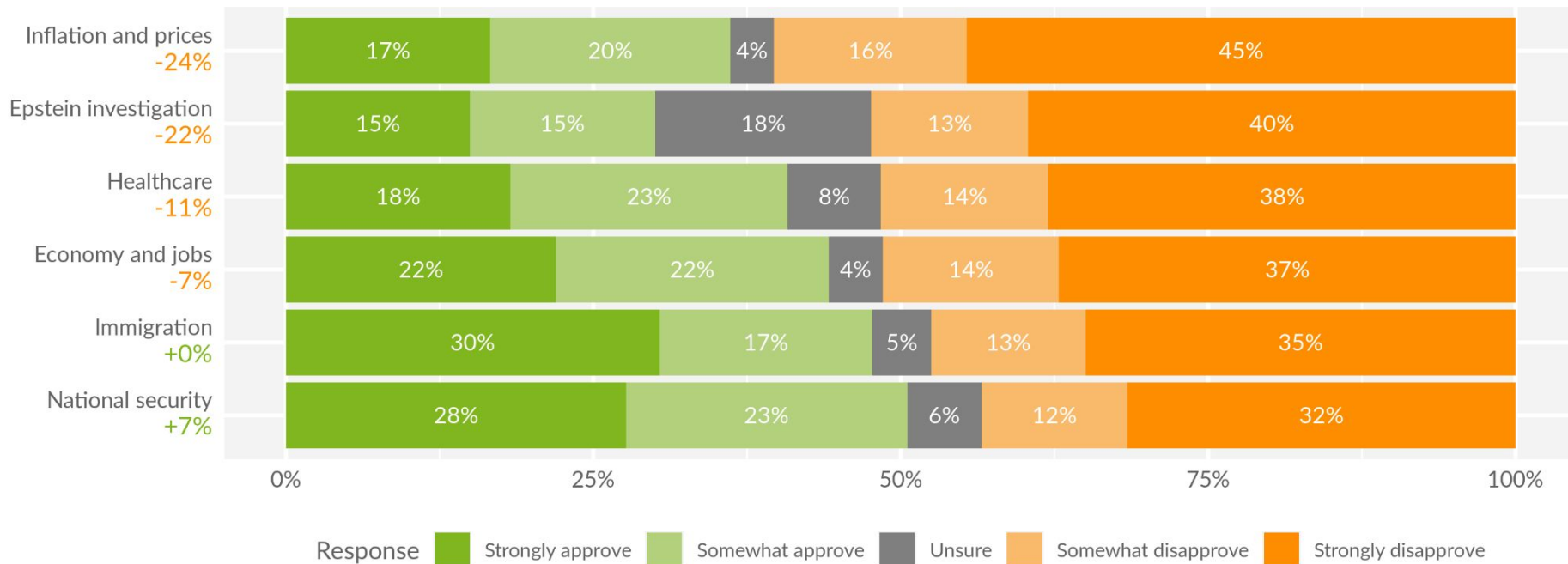


Trump Net Job Approval and Favorability Ratings in Clarity Omnibus Surveys

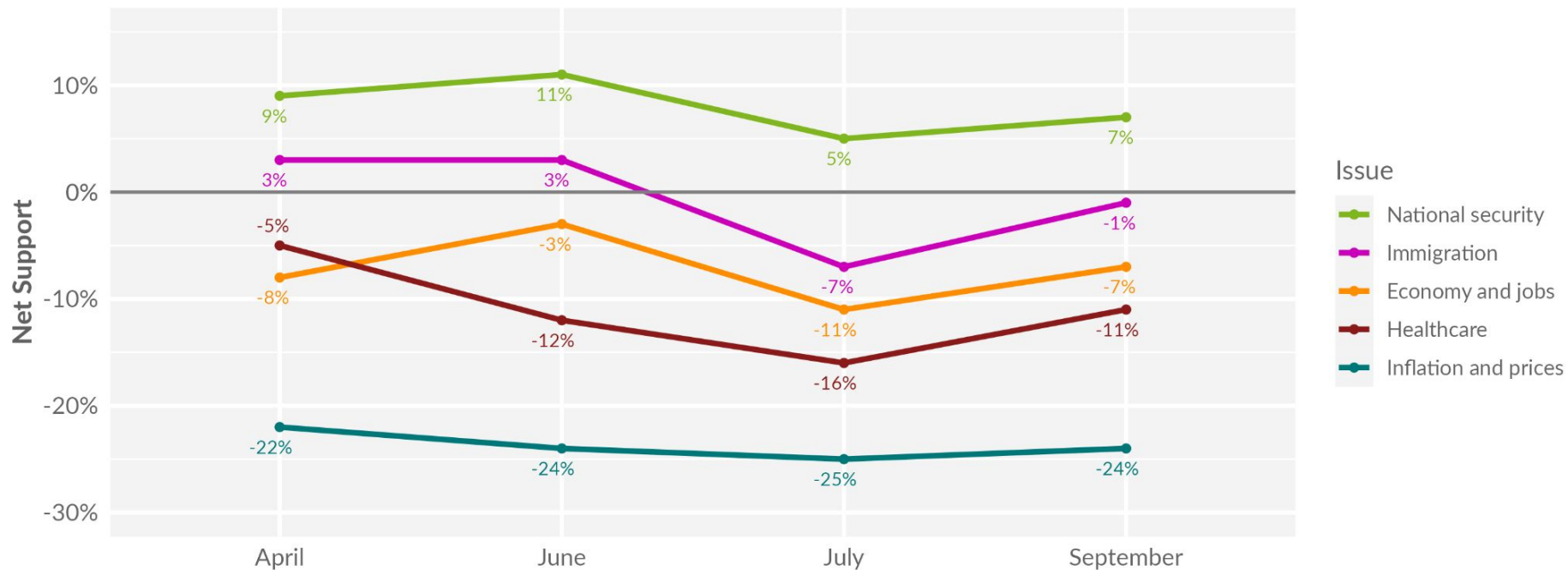


Political Views and Attitudes

Do you approve or disapprove of President Trump's handling of the following issues?

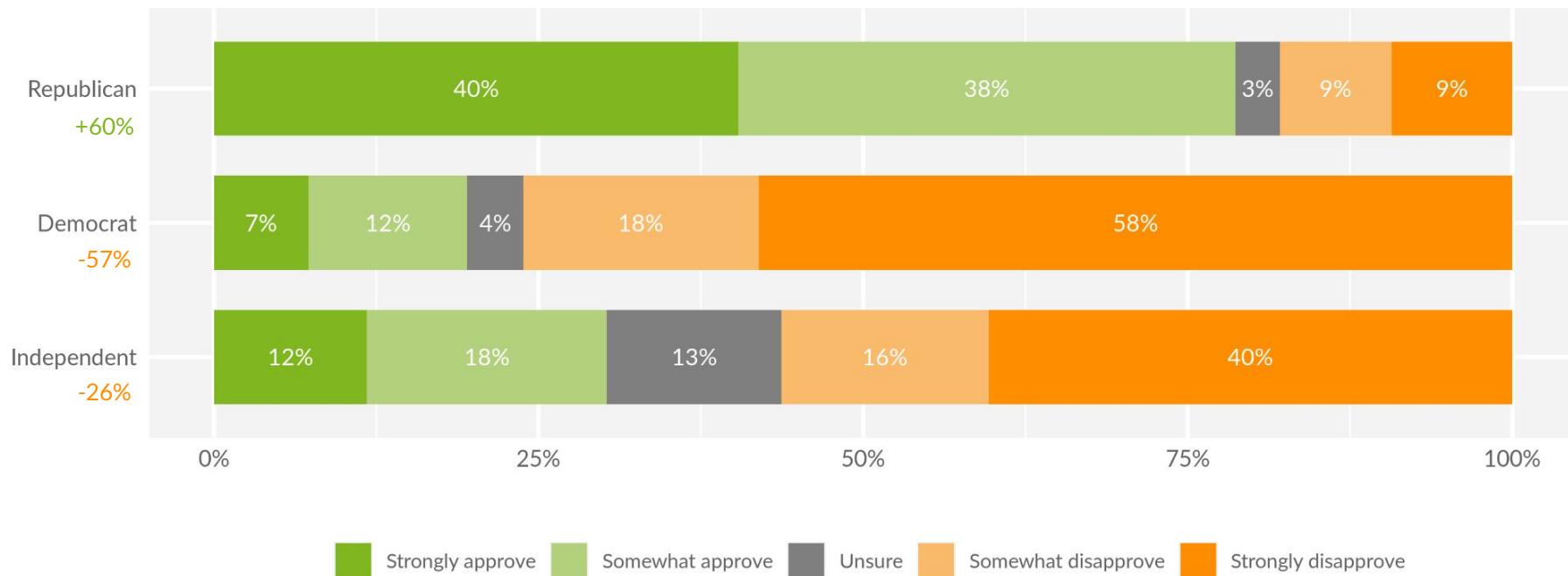


Trump Net Approval by Issue in Clarity Omnibus Surveys



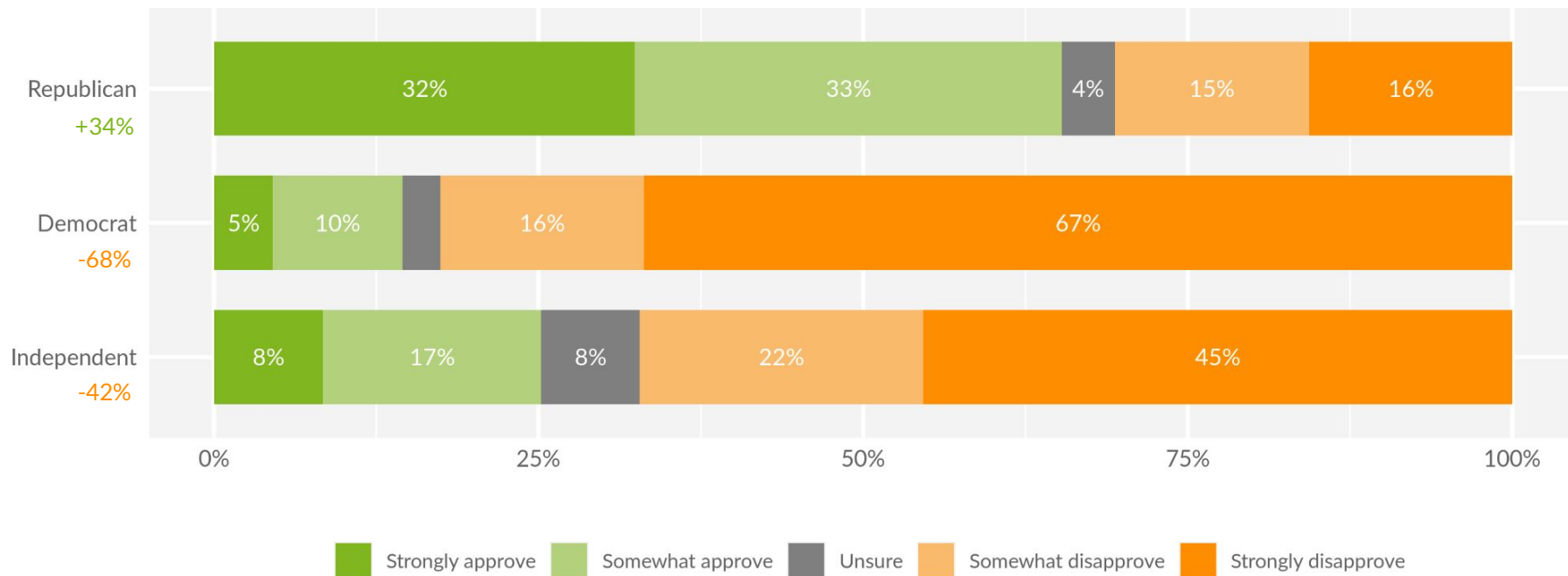
Political Views and Attitudes

Trump Approval on Handling Economy by Party ID (w/ Leaners)



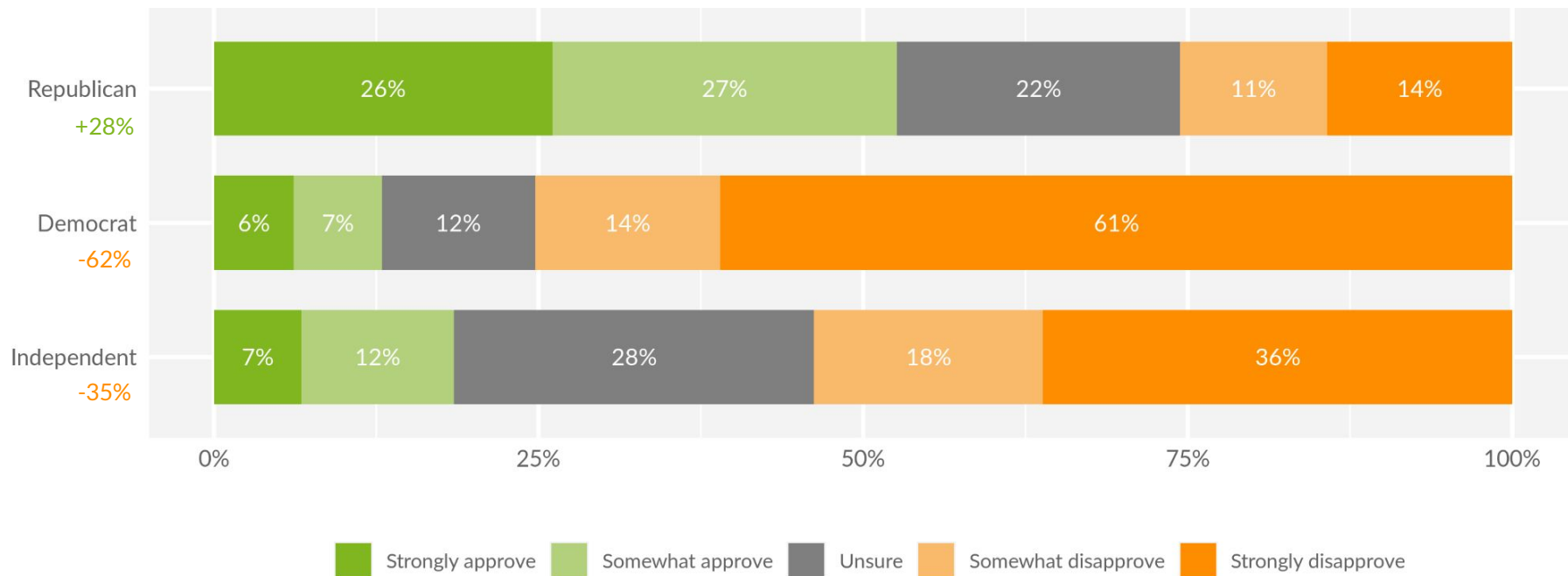
Political Views and Attitudes

Trump Approval on Handling Inflation by Party ID (w/ Leaners)



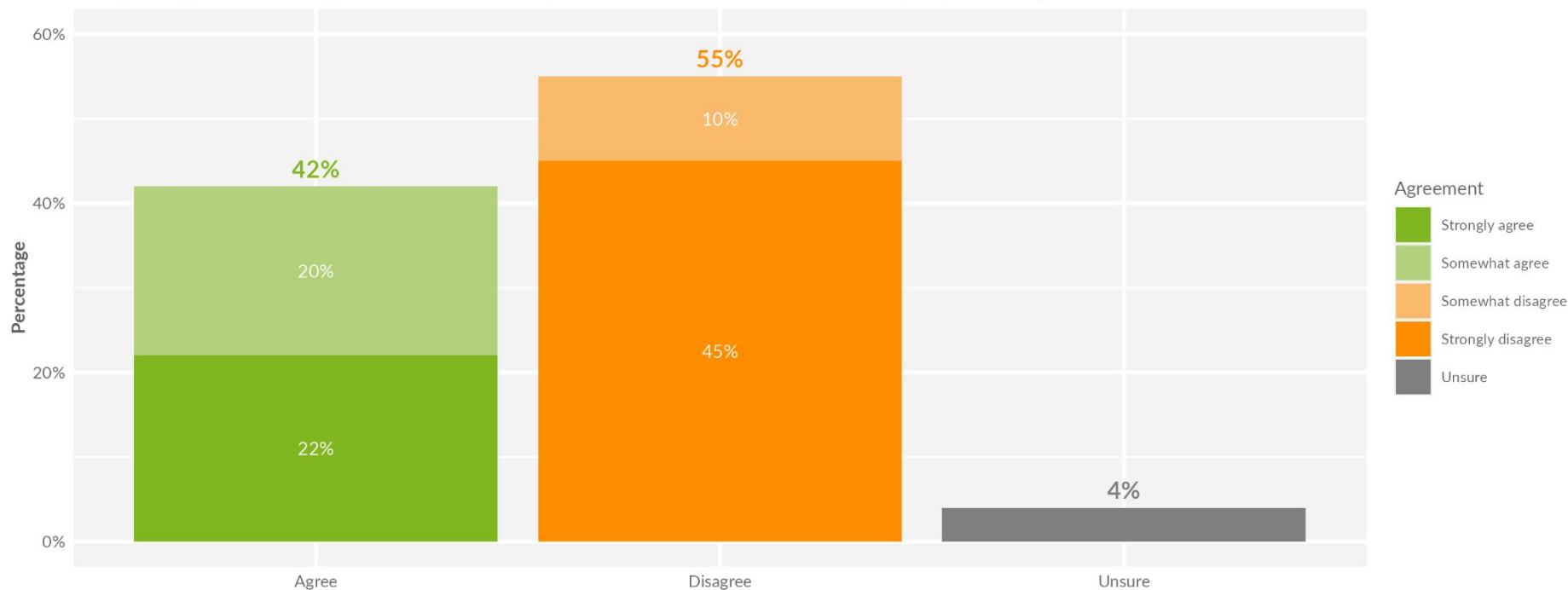
Political Views and Attitudes

Trump Approval on Handling the Epstein Investigation by Party ID (w/ Leaners)



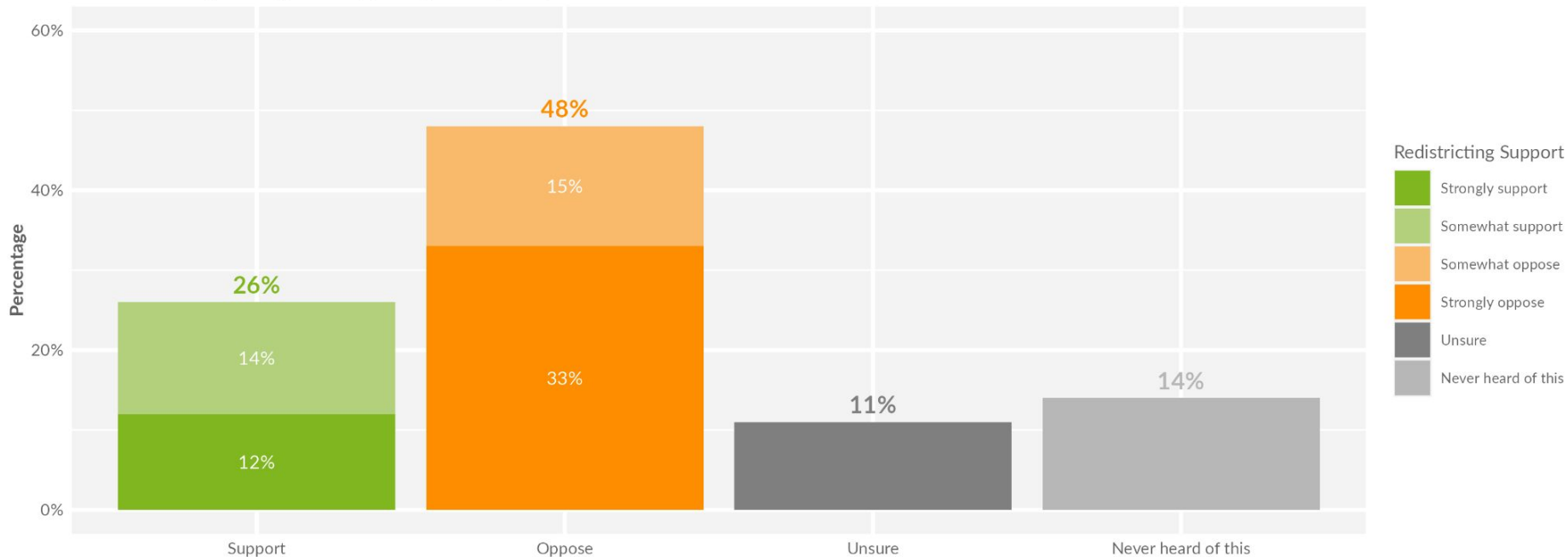
Political Views and Attitudes

Do you agree or disagree that the Trump administration cares about people like you?



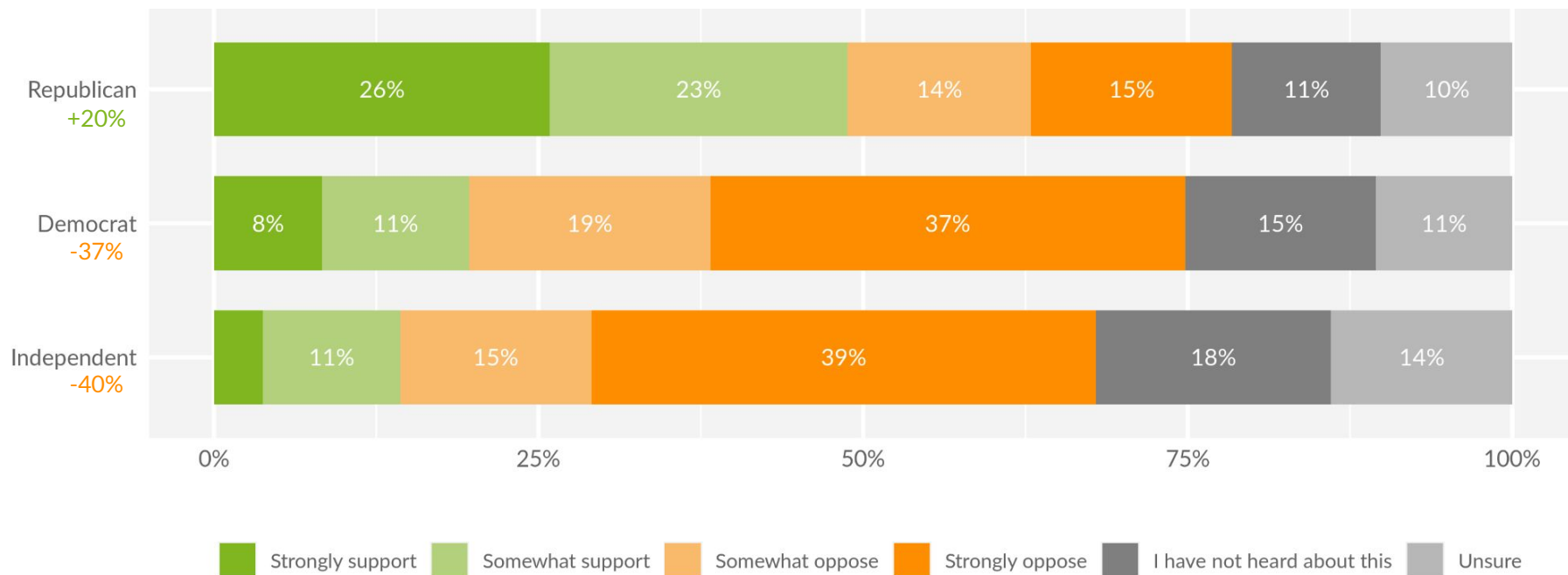
Political Views and Attitudes

Do you support or oppose the efforts of states like Texas and California to redraw Congressional maps with the explicit goal of giving one party more seats in the 2026 election?



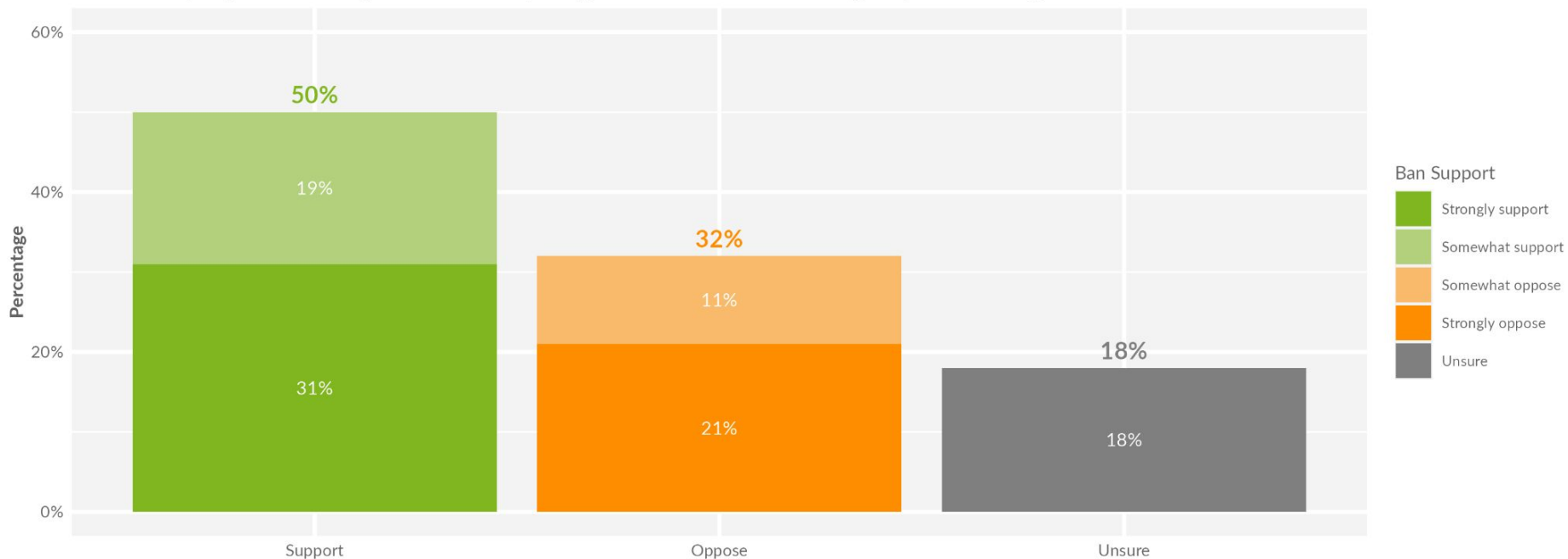
Political Views and Attitudes

Mid-Decade Redistricting Support by Party ID



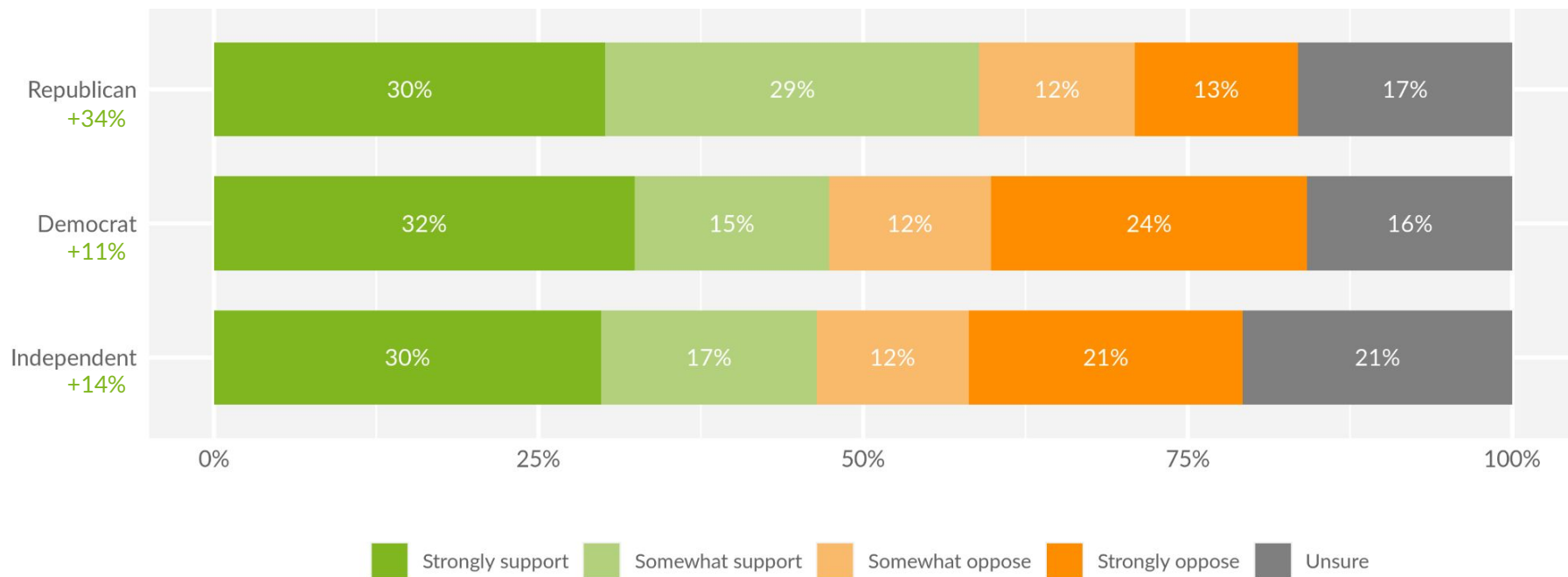
Political Views and Attitudes

Would you support or oppose a national ban on drawing unfair congressional maps which disproportionately benefit one party, otherwise known as gerrymandering?



Political Views and Attitudes

Gerrymandering Ban Support by Party ID



Do you support or oppose each of the following policies?

Science Cuts: Cutting government funding for scientific research, including for cancer, diabetes and dementia treatments, in order to pay for doubling the funding for immigration enforcement. -39%

Blocking Appropriations: Blocking spending that Congress has approved for all government grants, including those for Medicare, food banks, and loans for farmers. -34%

Vaccine Rollbacks: Reducing support for vaccination programs, including directing public health agencies to change vaccination guidelines for children and pregnant women. -22%

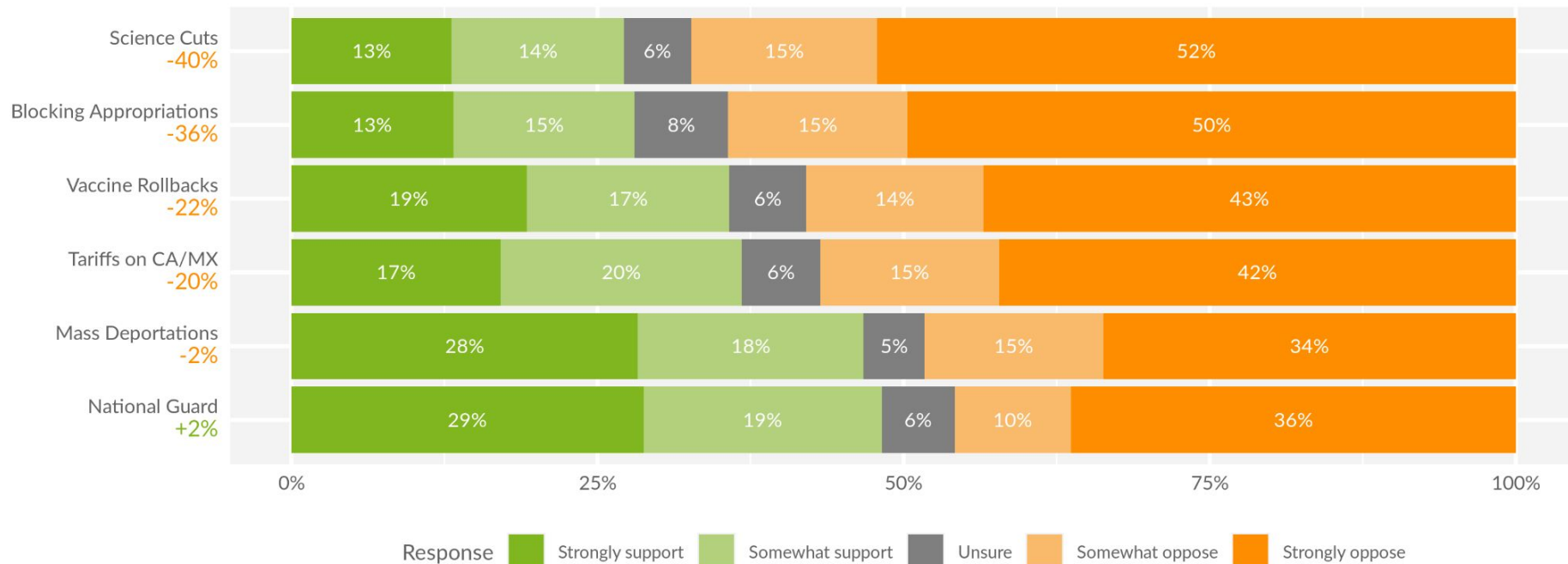
Tariffs on CA and MX: Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada. -20%

Mass Deportations: Deporting all people residing in the country without legal status, including those who have not been accused of any additional crimes. -2%

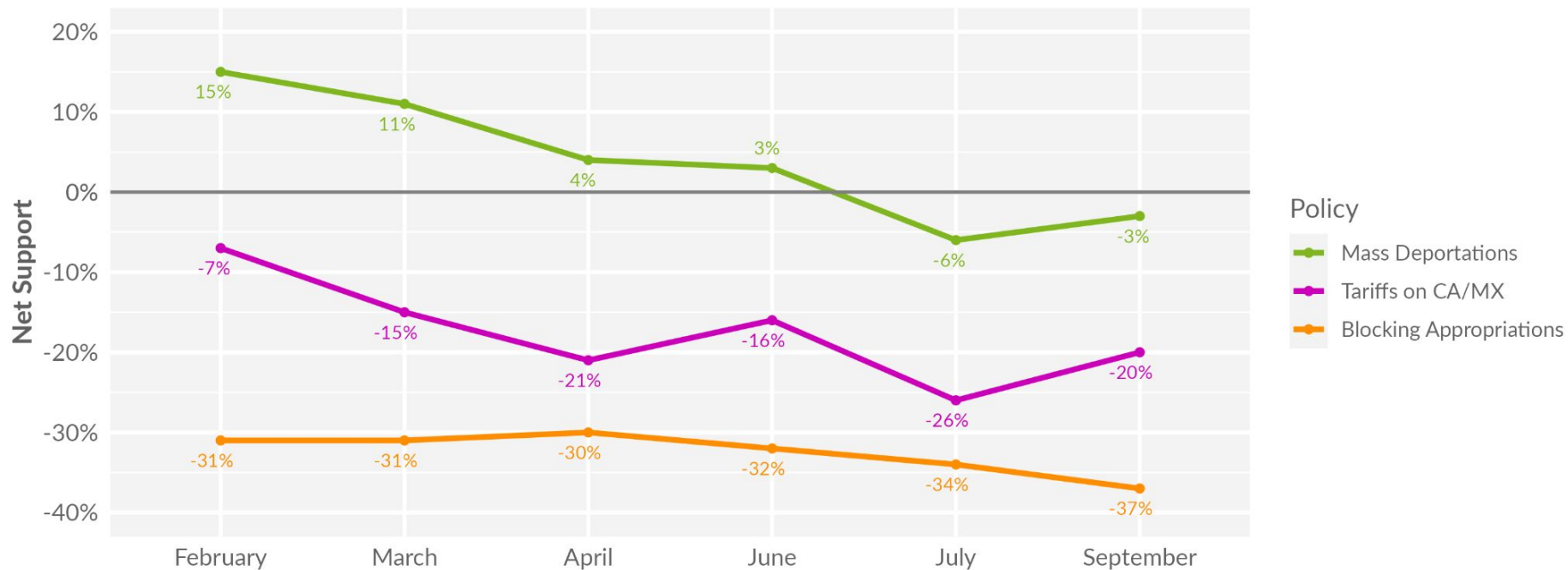
National Guard: Deploying the national guard to cities like Washington DC or Chicago to address crime. +2%

Political Views and Attitudes

Do you support or oppose each of the following policies?

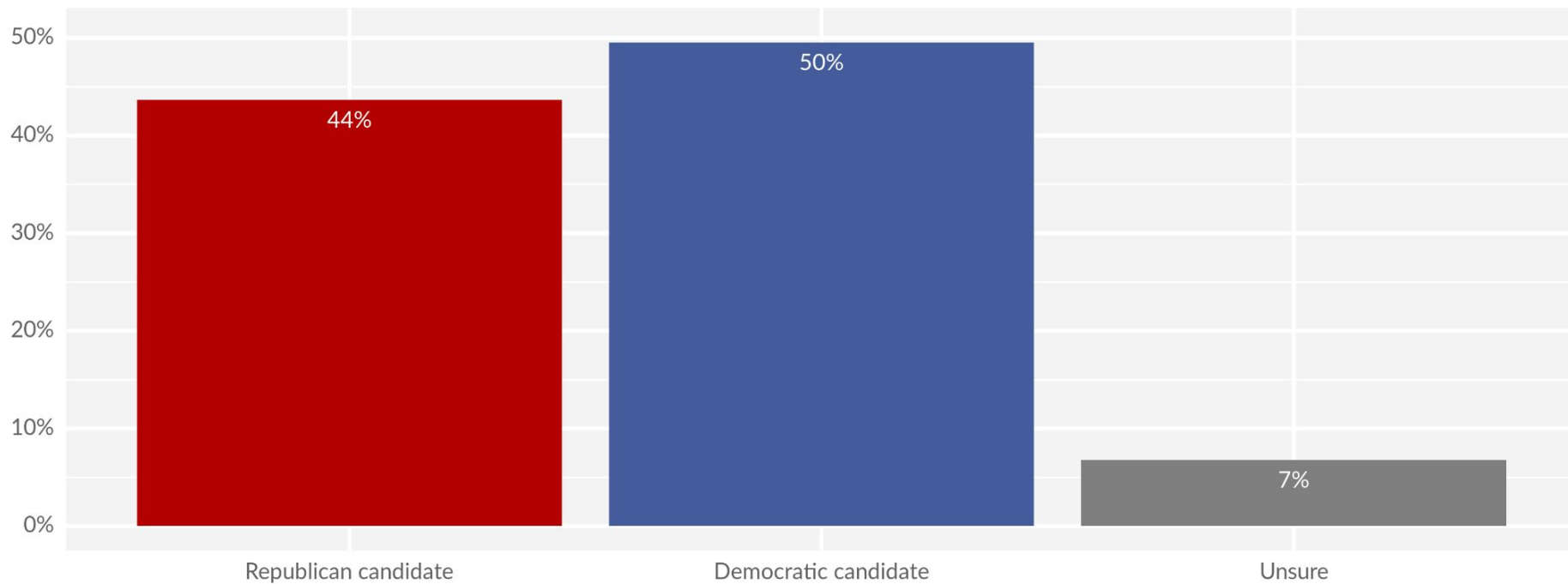


Trump Policy Net Support in Clarity Omnibus Surveys



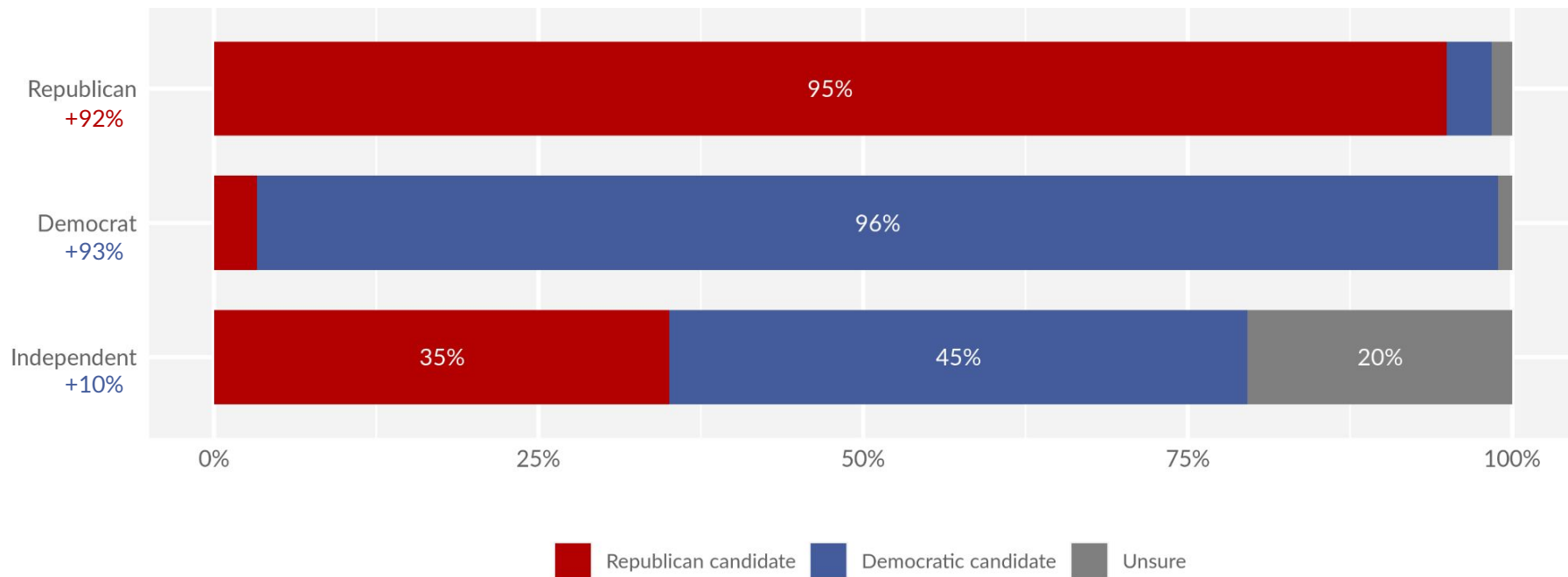
Political Views and Attitudes

Generic House Vote (w/ Leaners)

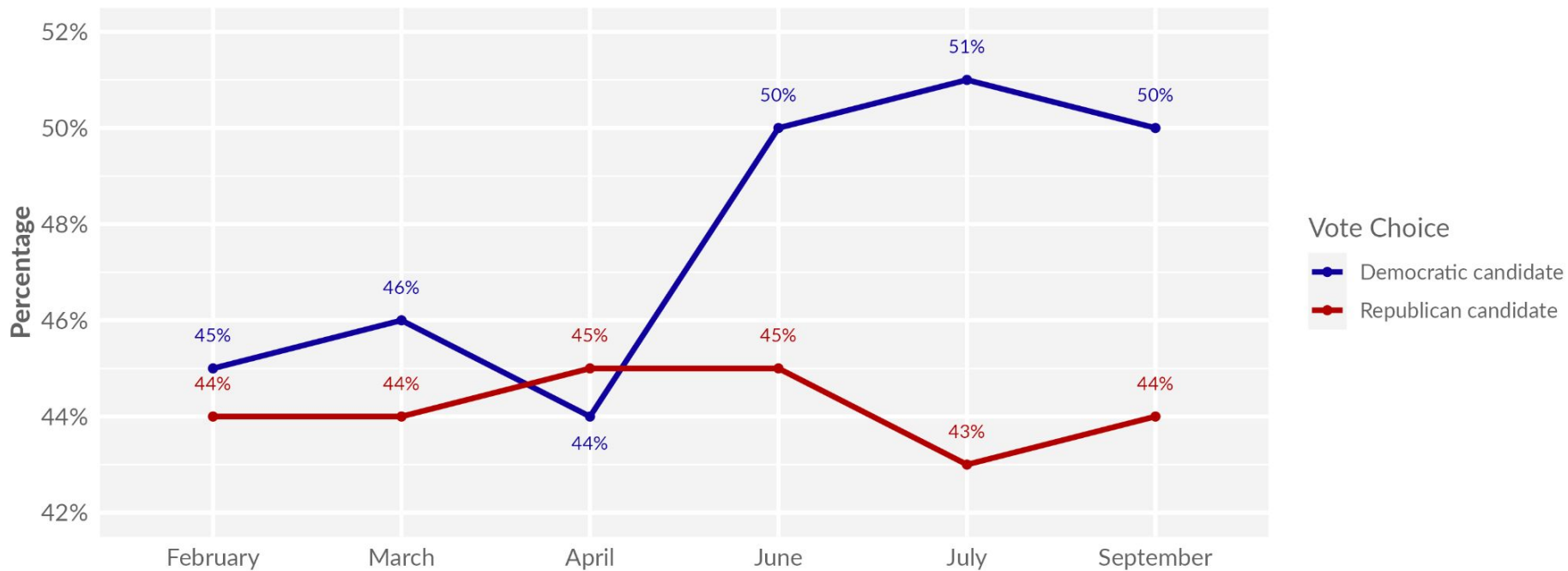


Political Views and Attitudes

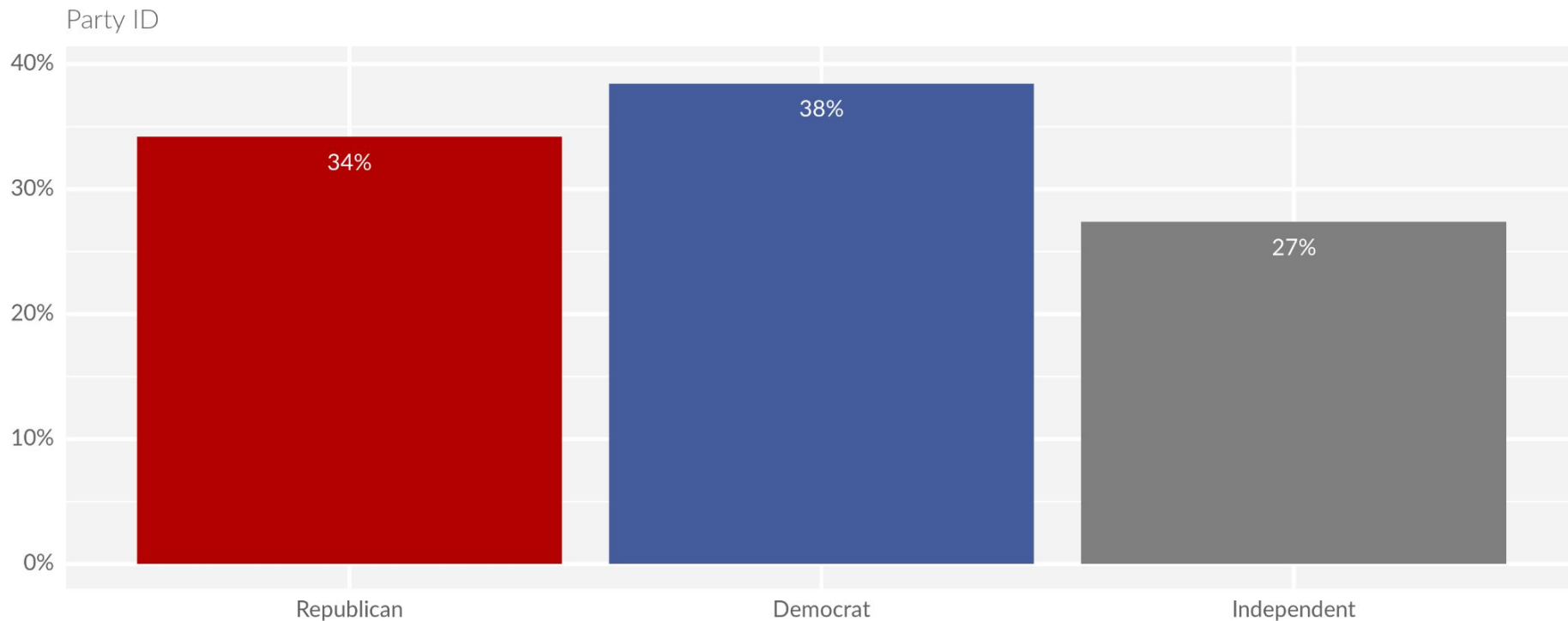
Generic House Vote (w/ Leaners) by Party ID



Congressional Generic Ballot in Clarity Omnibus Surveys



Political Views and Attitudes

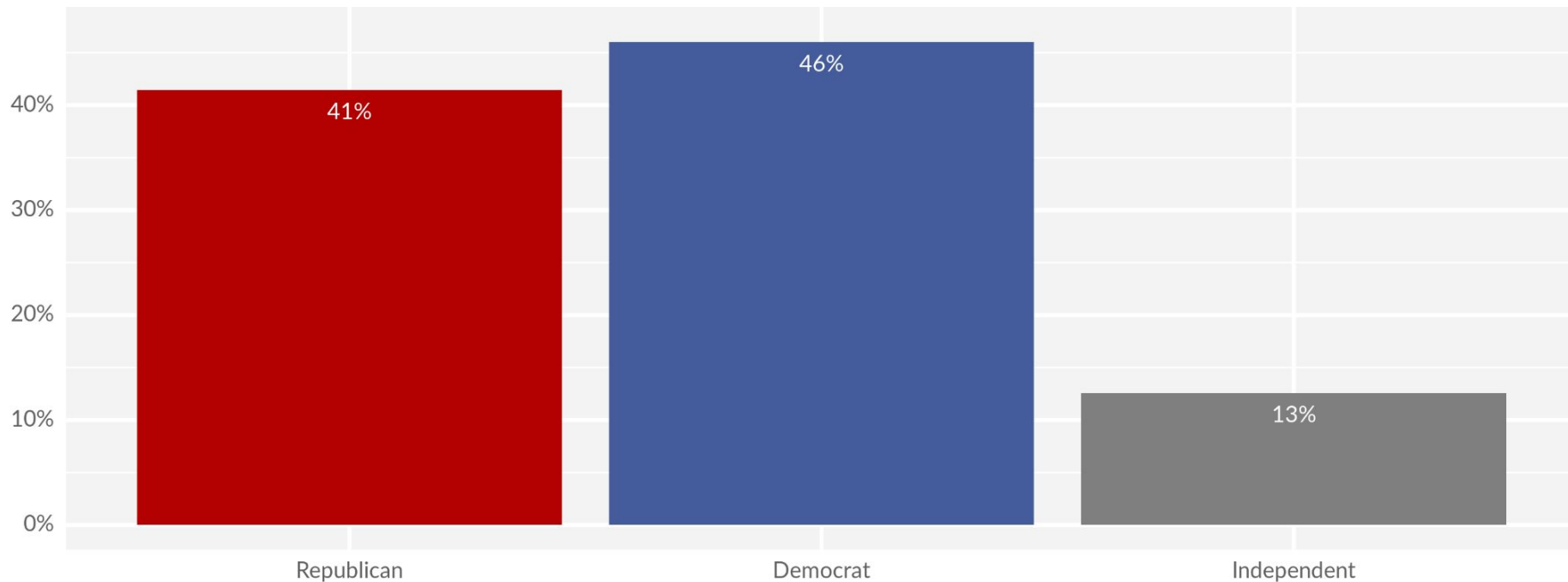


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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Political Views and Attitudes

Party ID [After Independent Push]

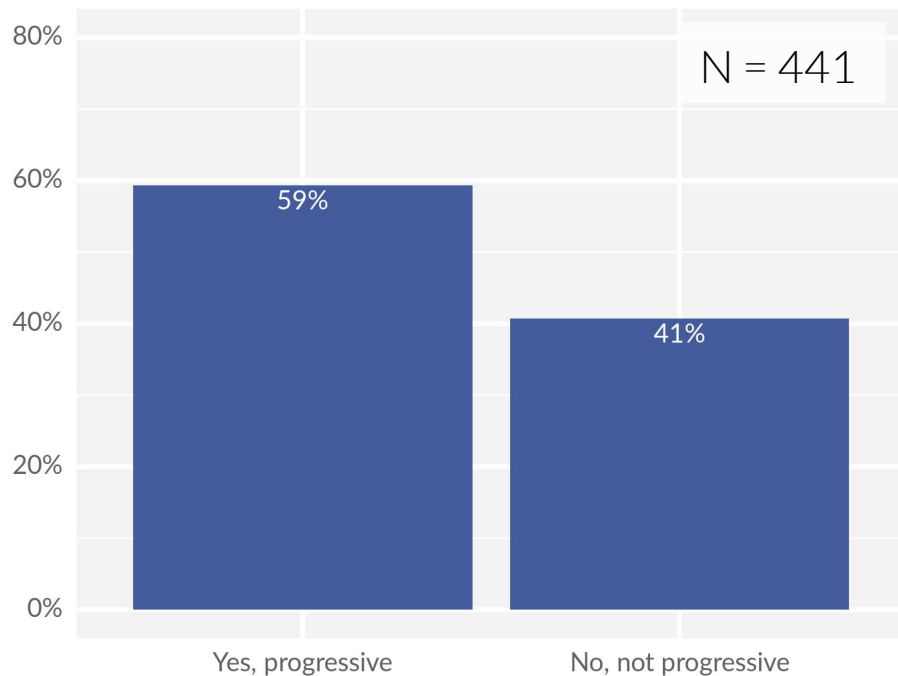


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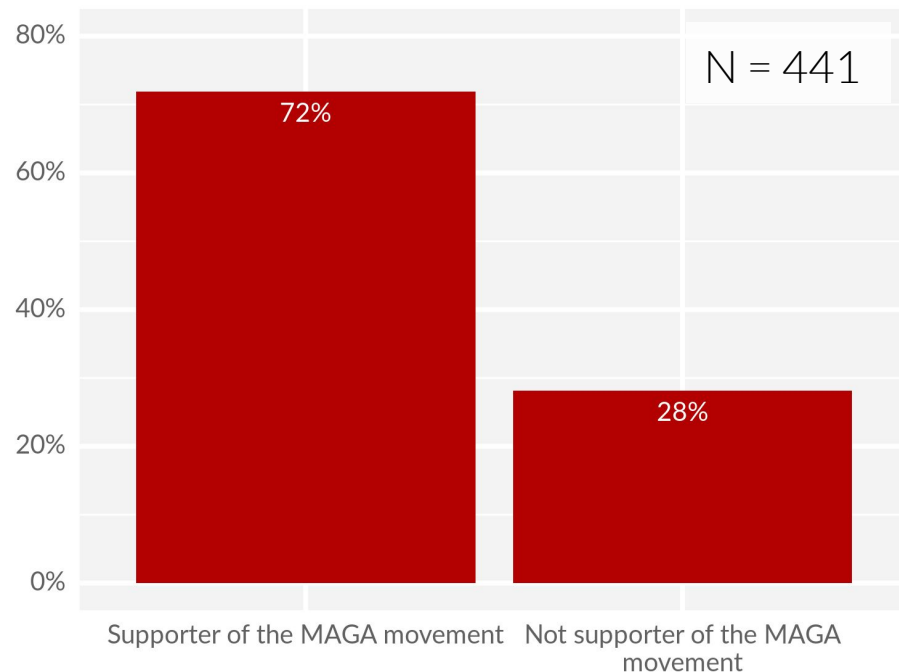
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Political Views and Attitudes

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

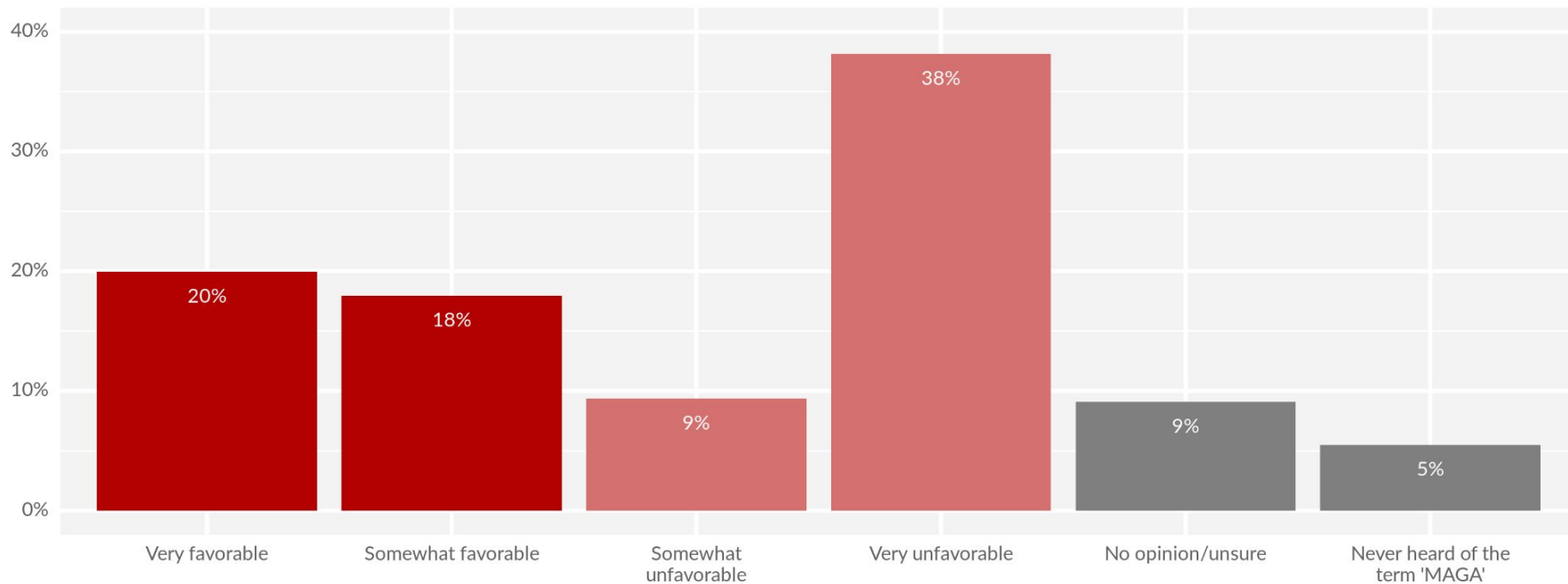


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



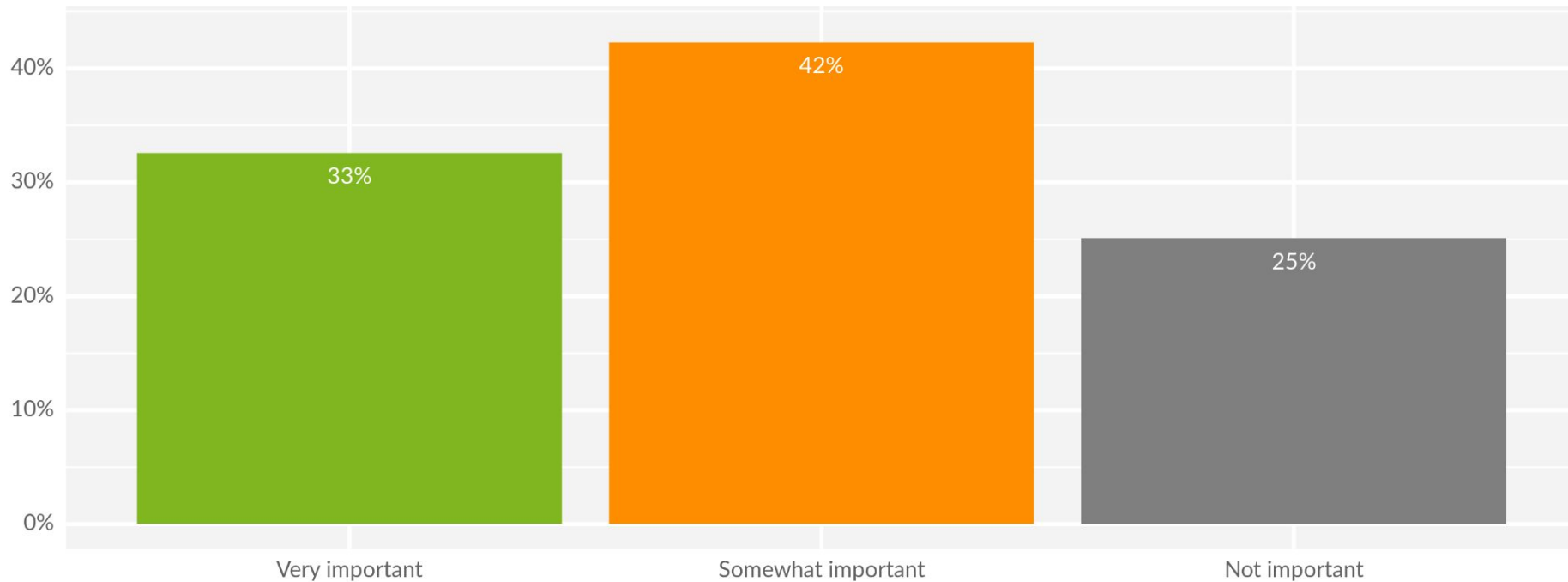
Political Views and Attitudes

What is your impression of MAGA Republicans in general?



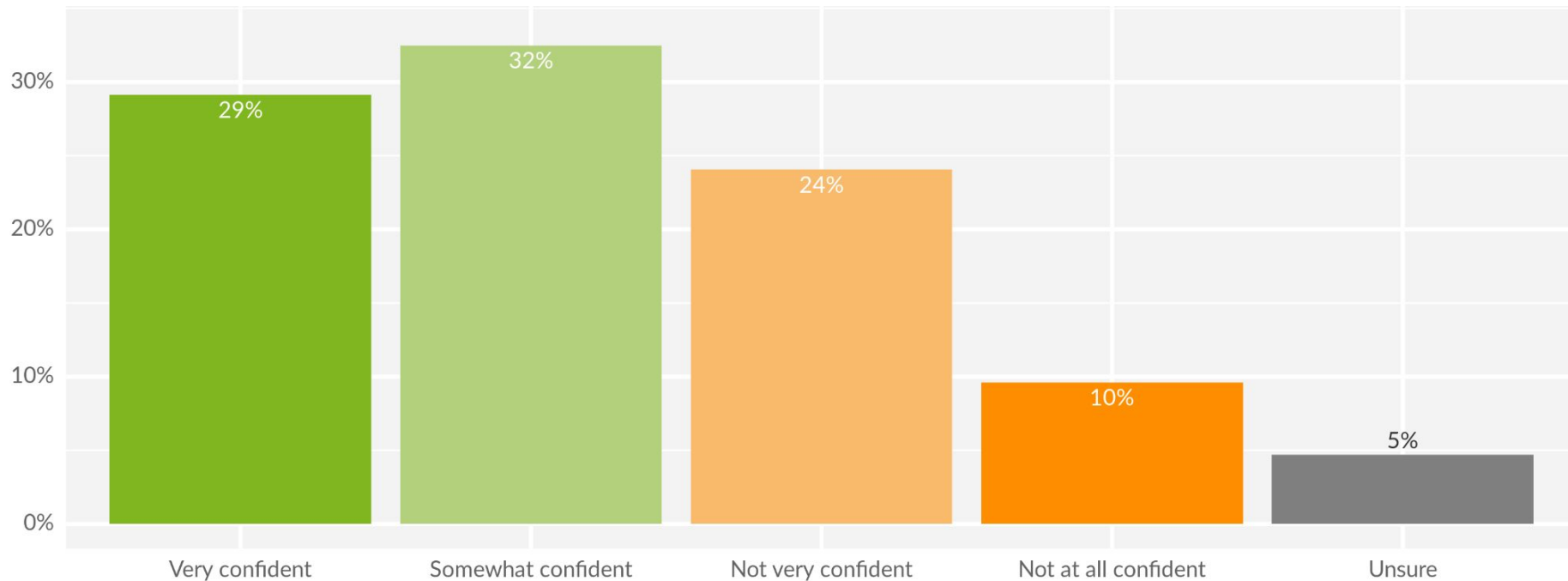
Political Views and Attitudes

How important is politics to your personal identity?



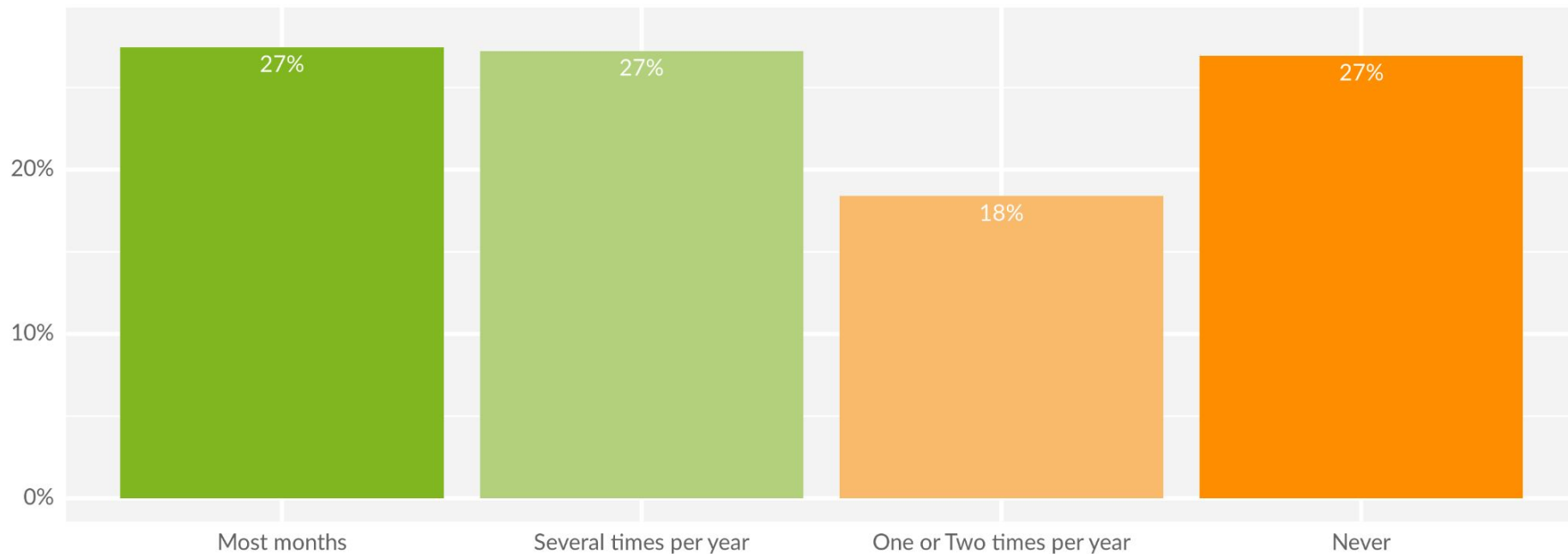
Political Views and Attitudes

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



National Issues

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?

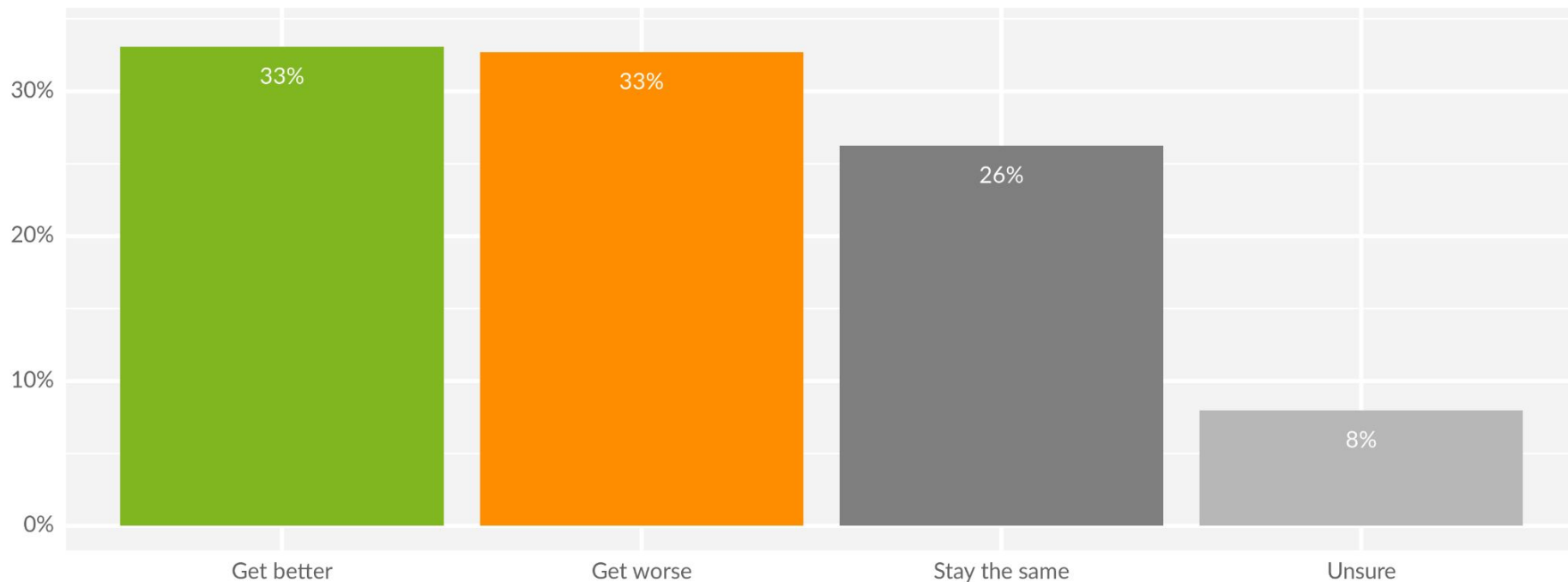


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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National Issues

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

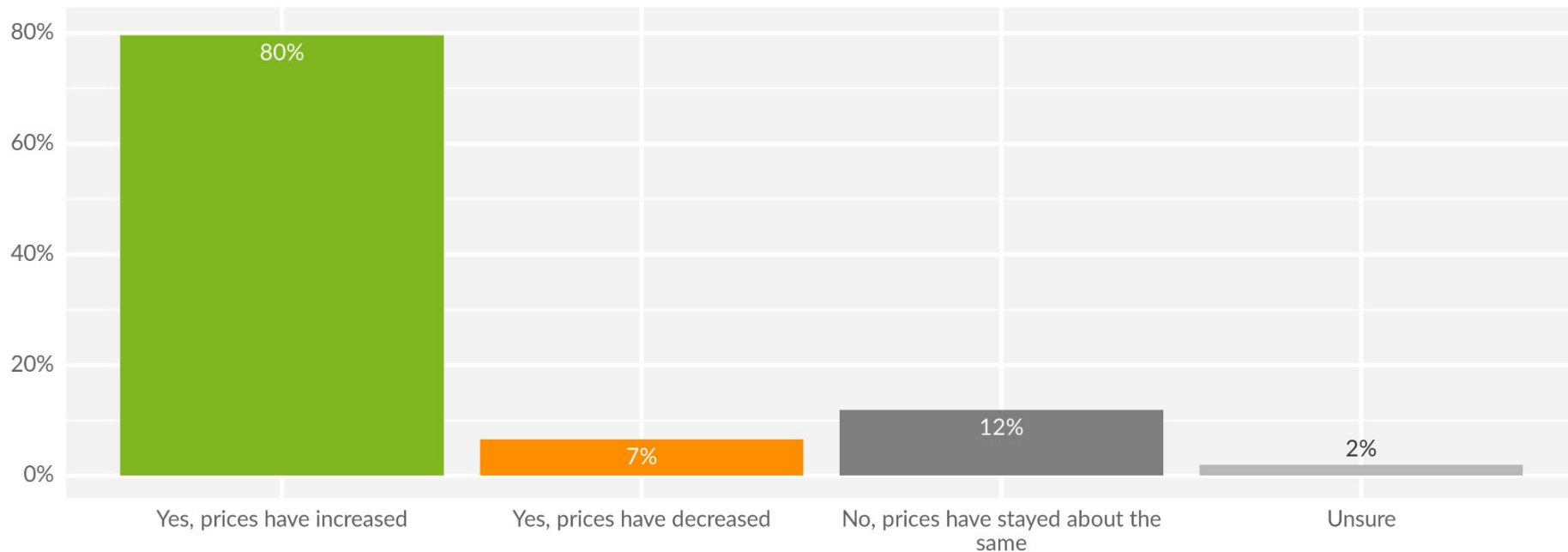


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National Issues

On average, do you feel that prices of goods and services that you buy regularly, like food, clothing, and entertainment, have changed in the past month?

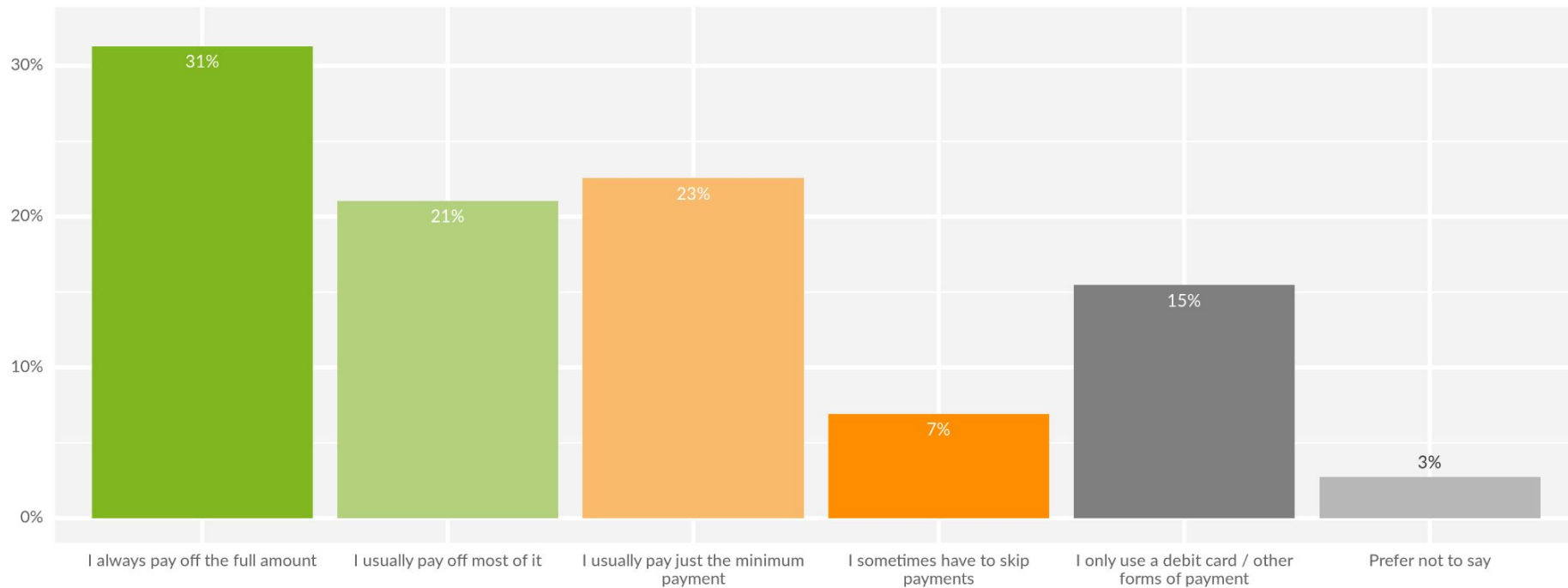


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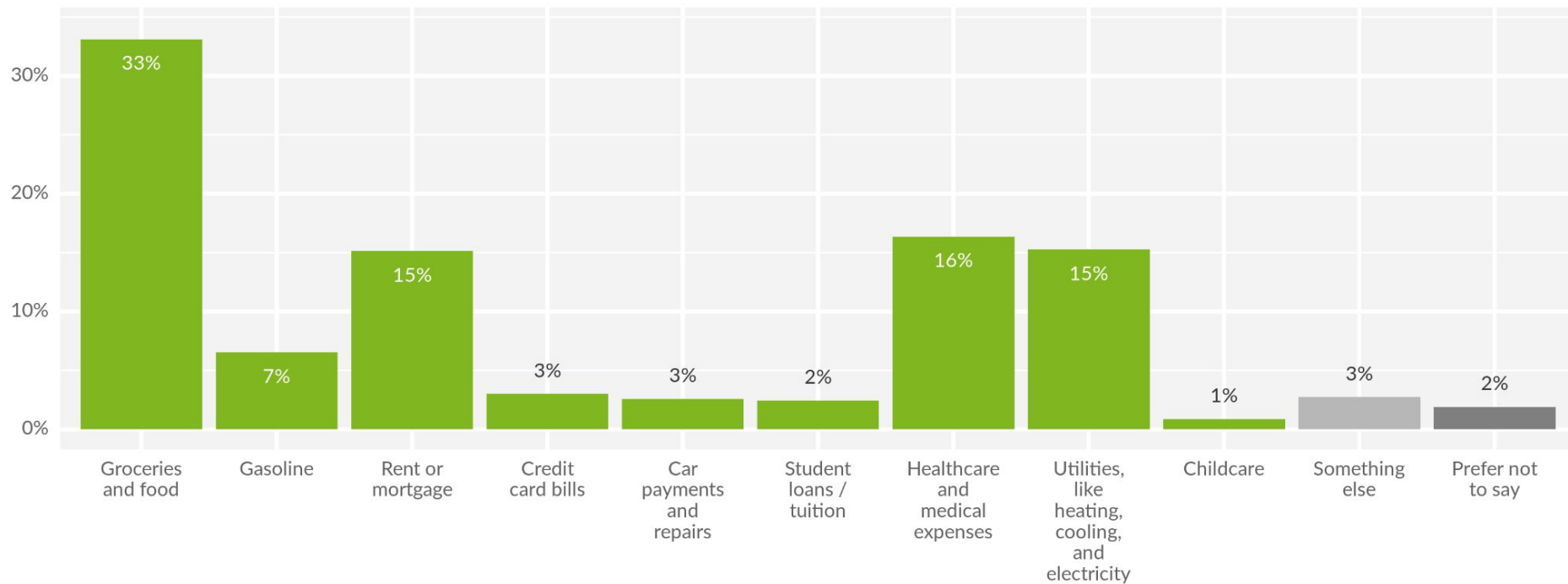
National Issues

Which of the following best describes how you pay your monthly credit card bill?



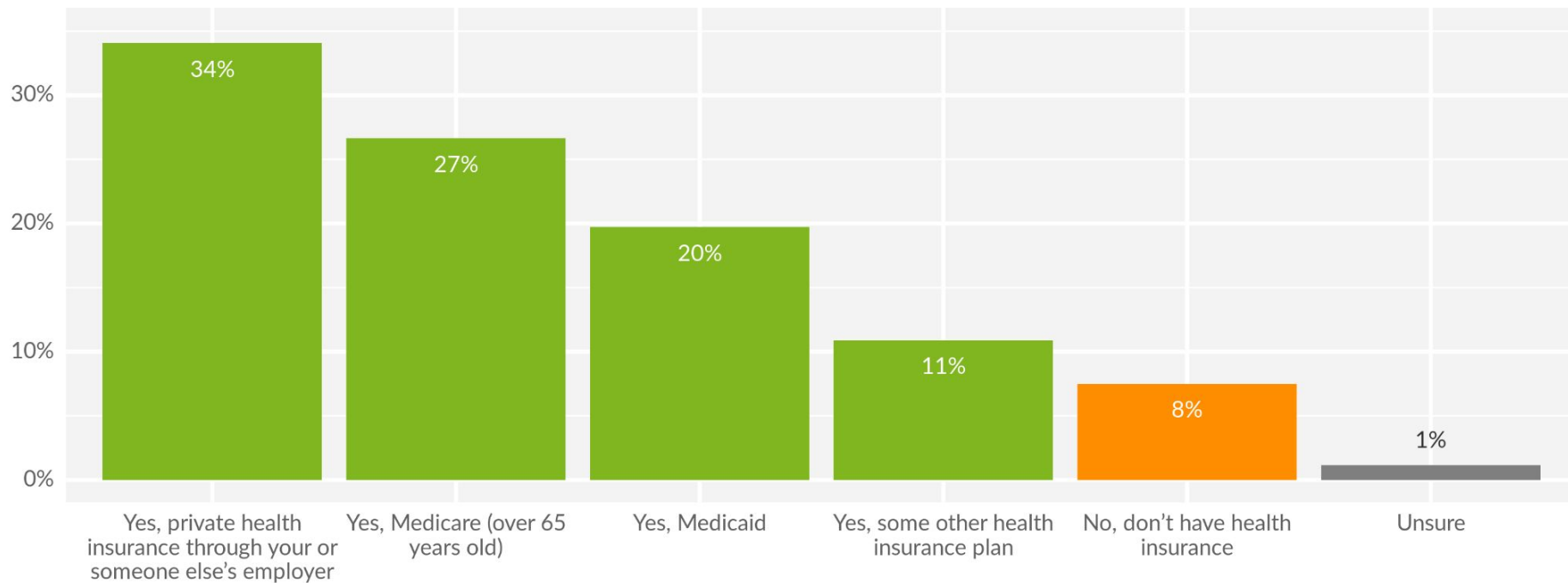
National Issues

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



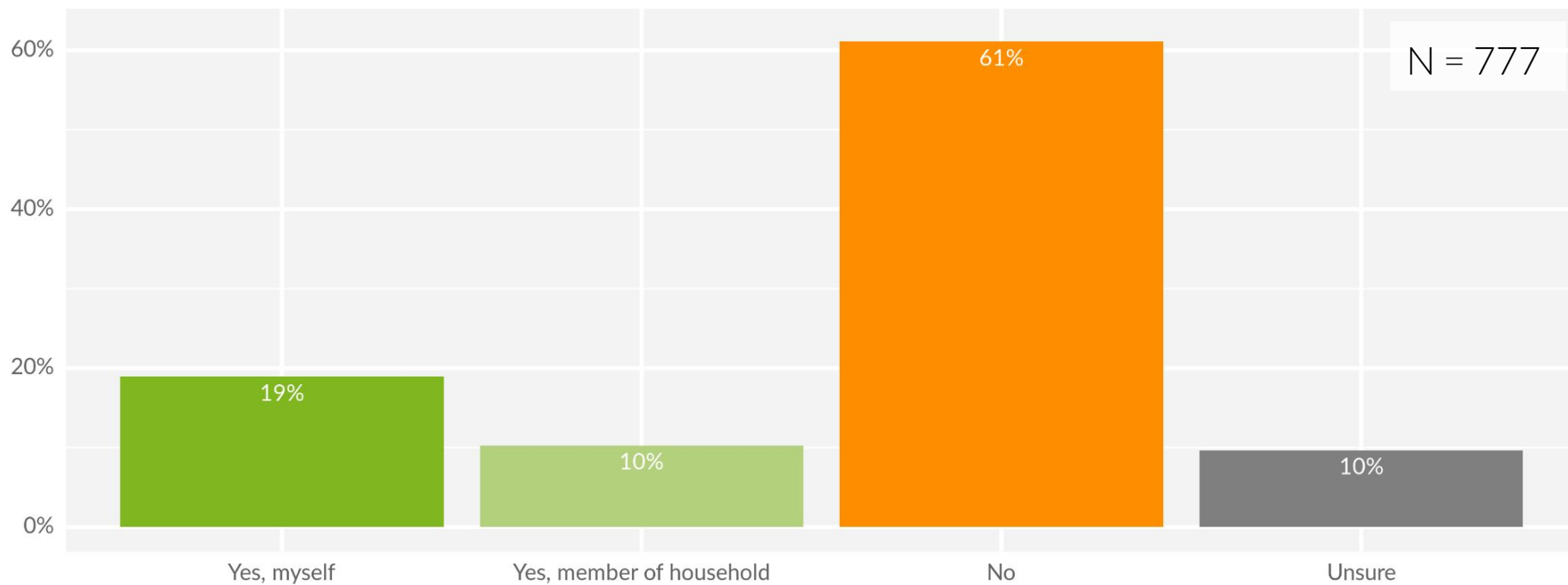
National Issues

Do you have health insurance coverage? If yes, what type?



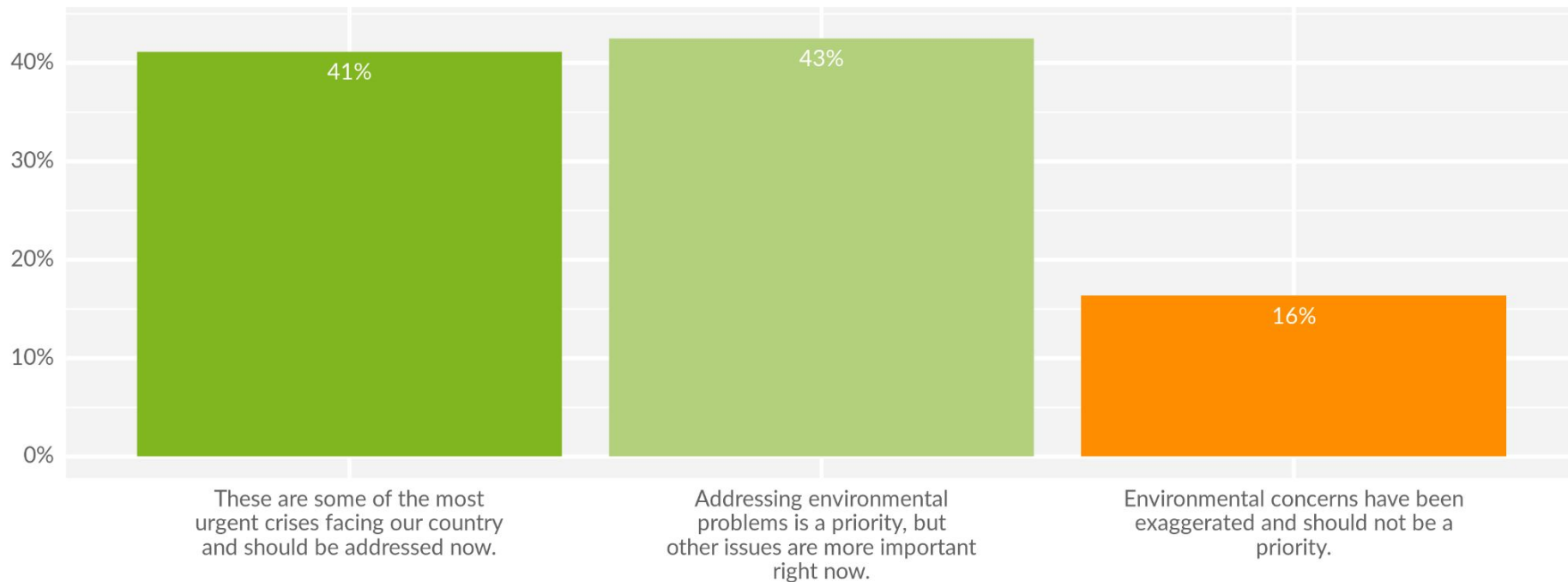
National Issues

Are you or is anyone in your household eligible for Medicaid?



National Issues

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

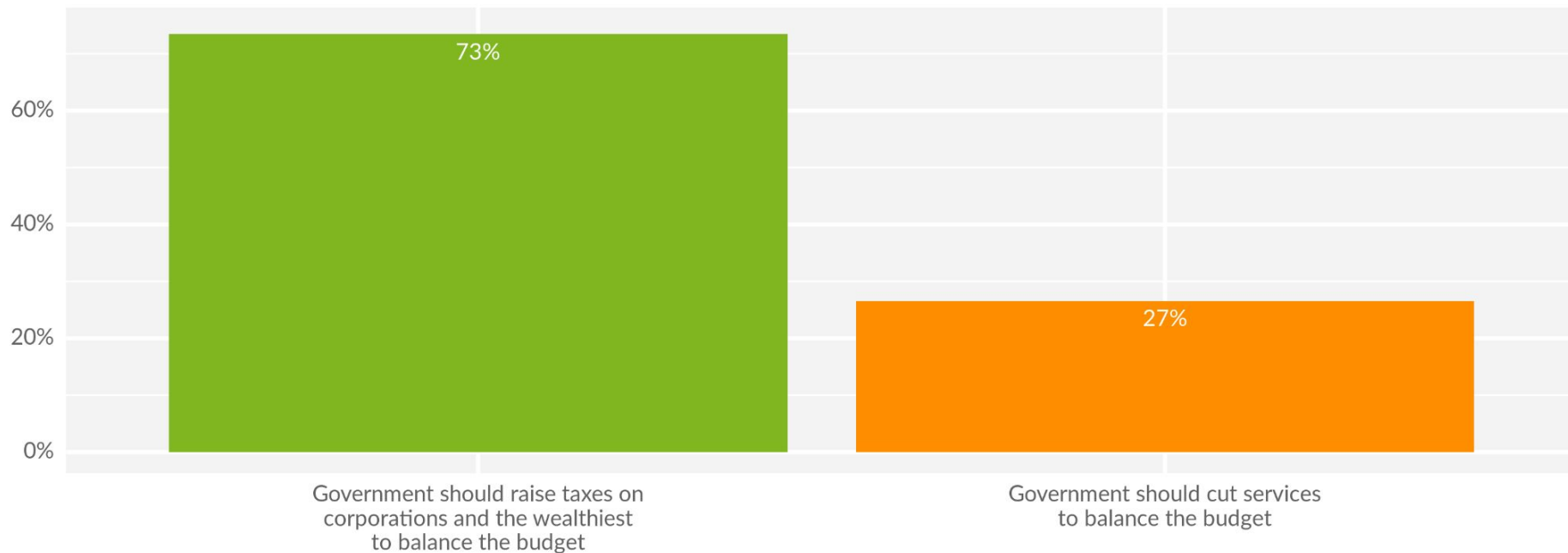


Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)

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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?

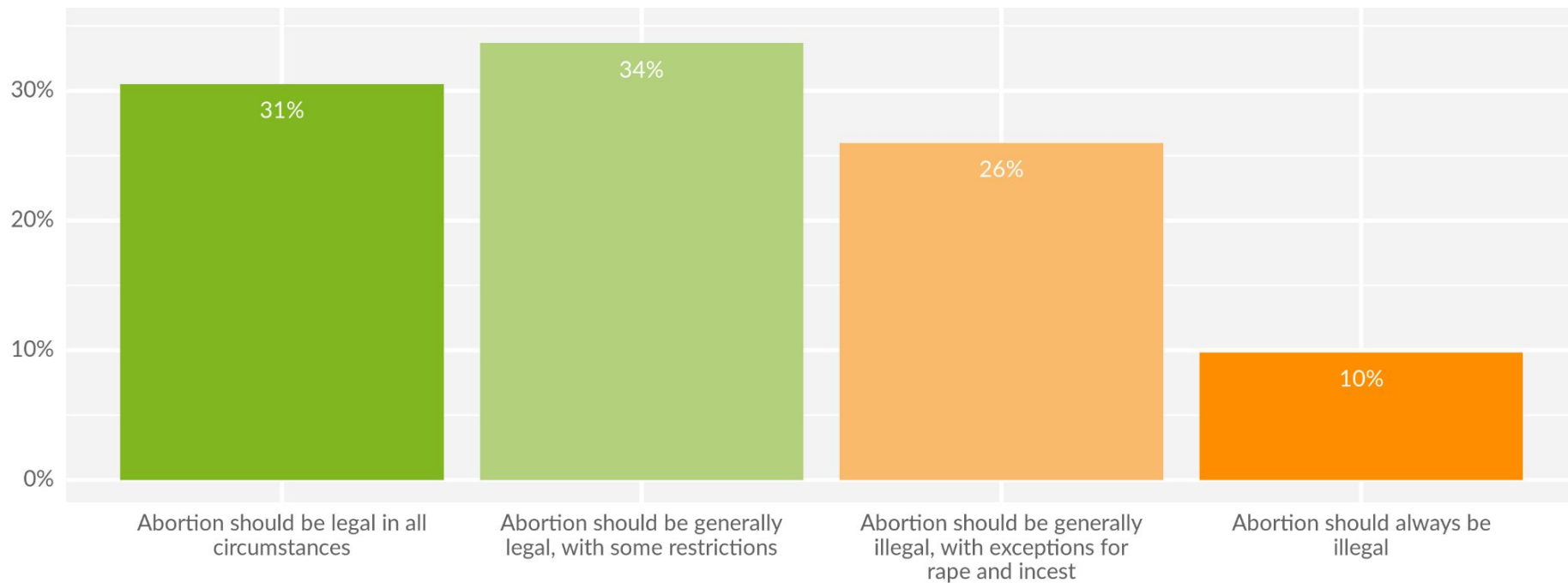


Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

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National Issues

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

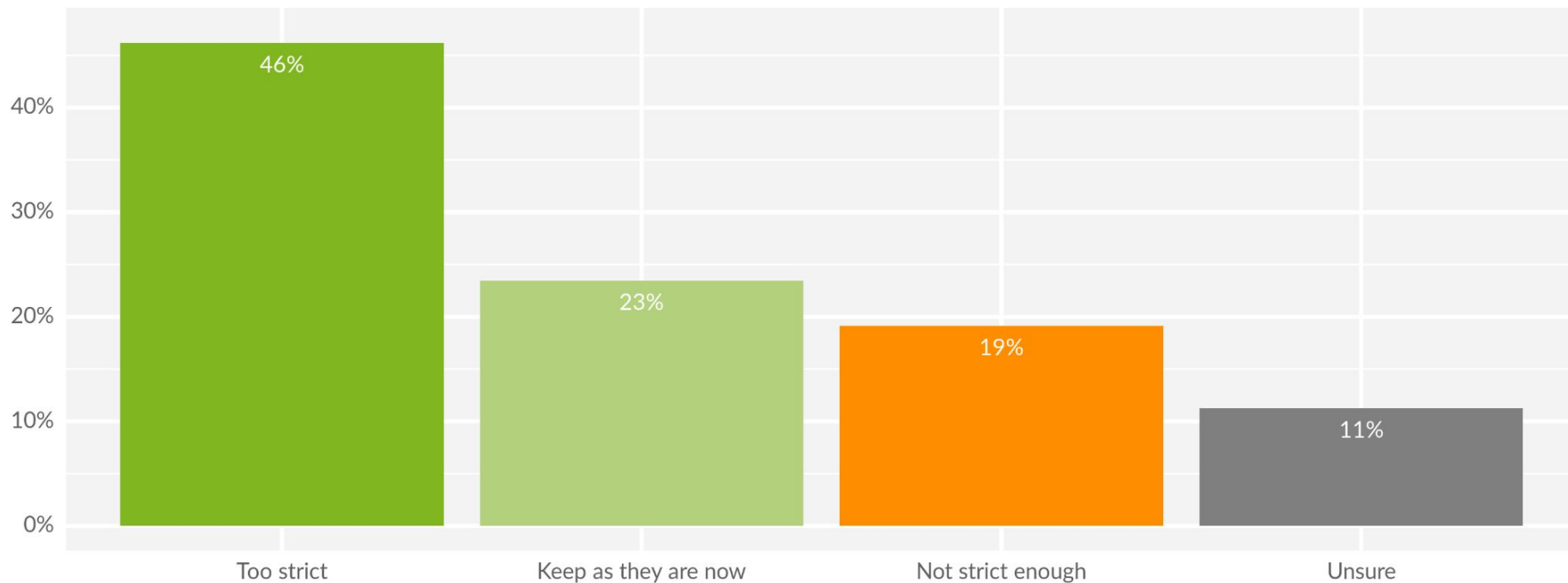


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

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National Issues

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

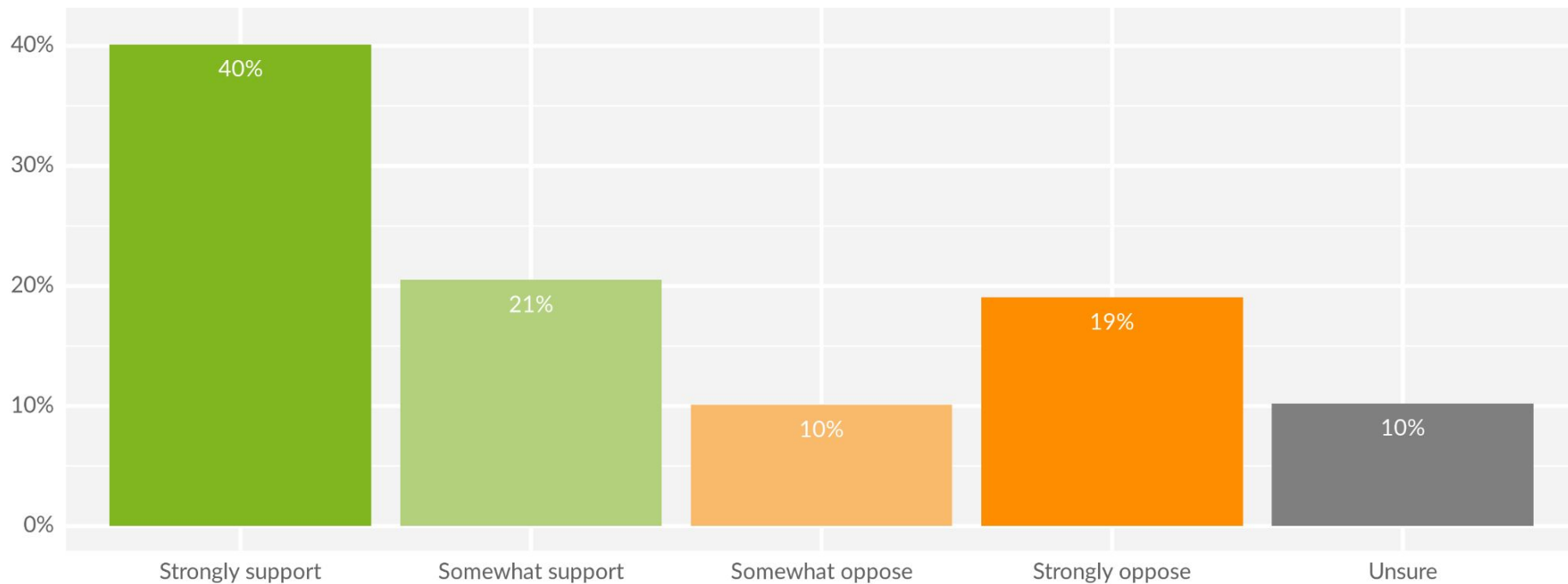


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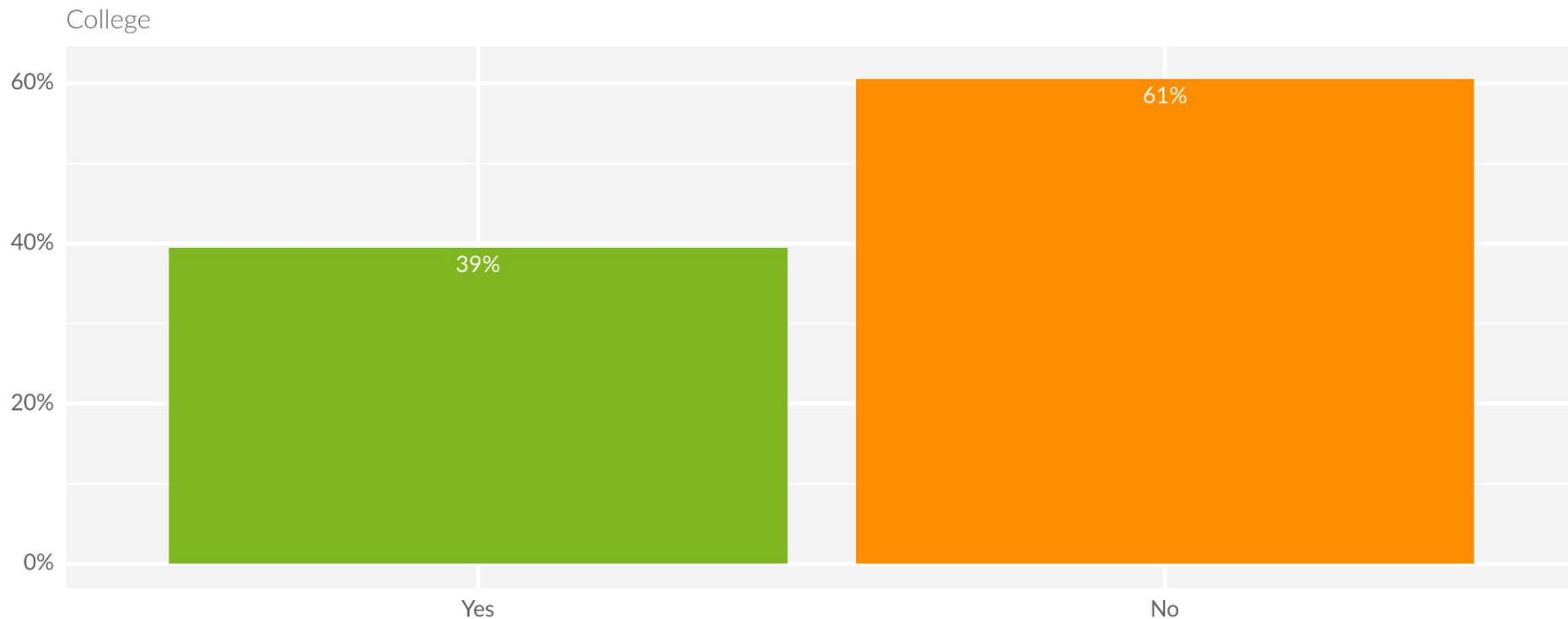
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National Issues

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



Demographics

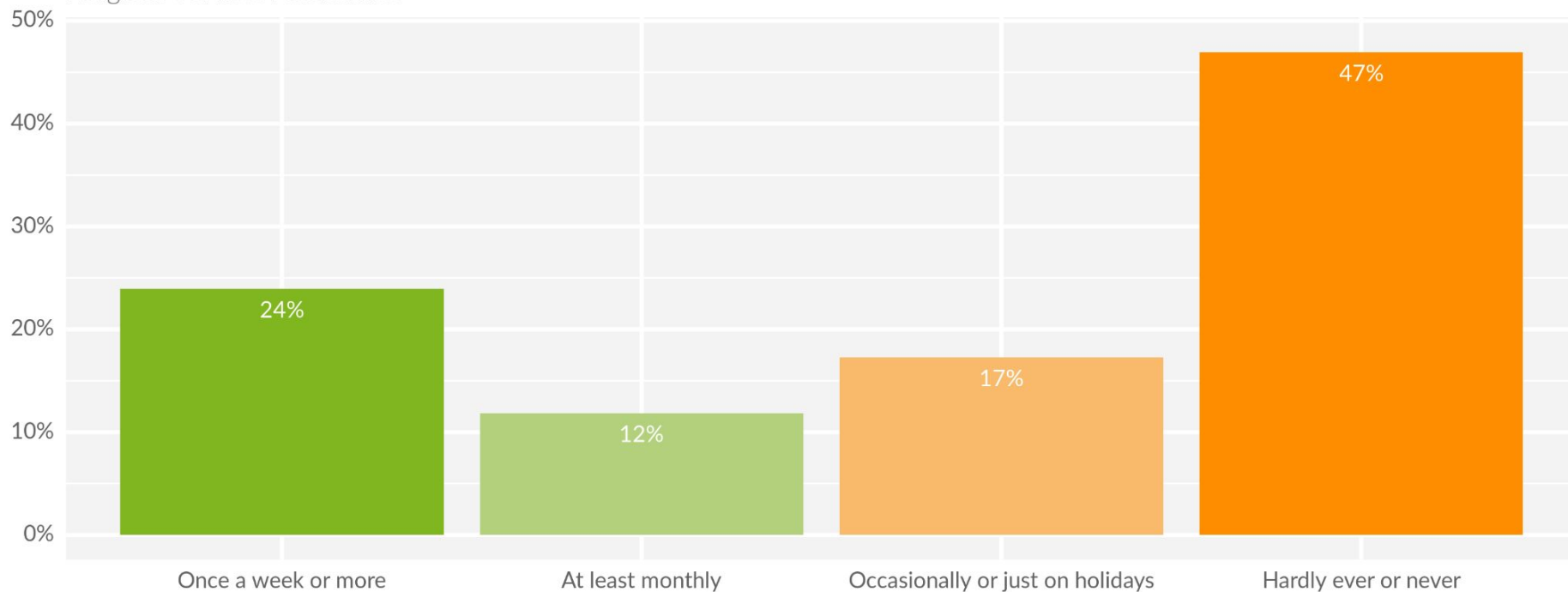


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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Demographics

Religious Services Attendance

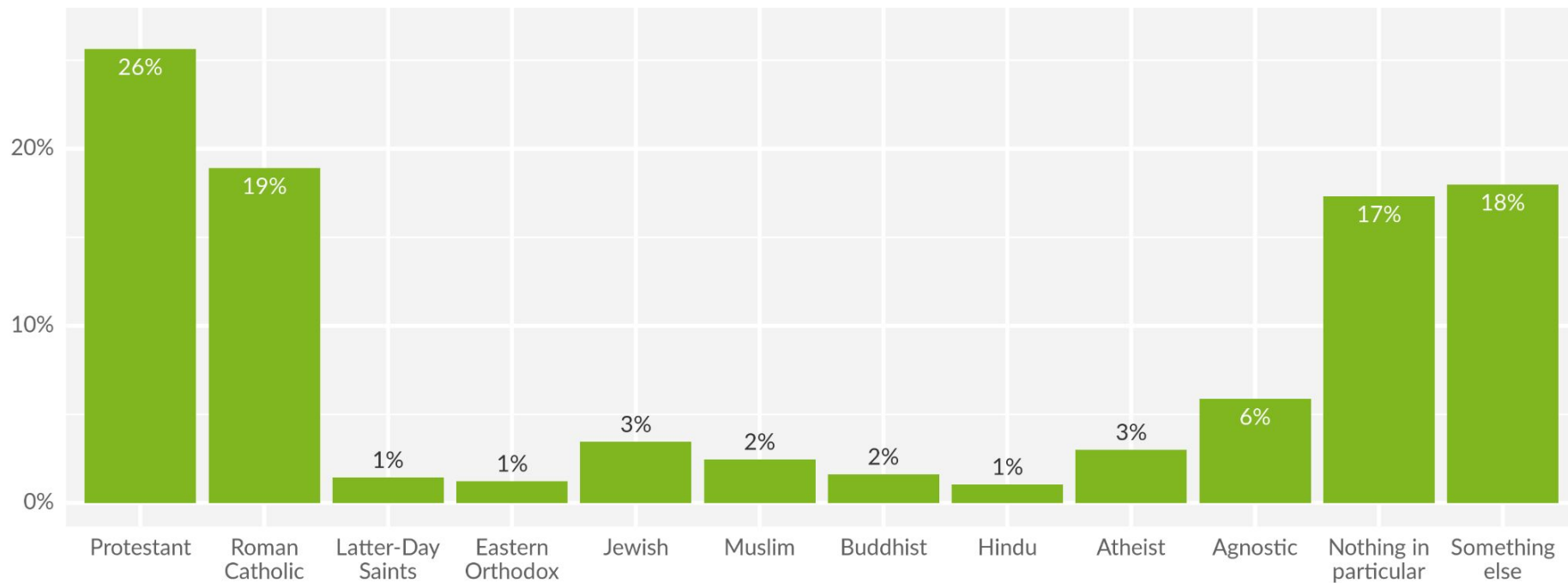


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

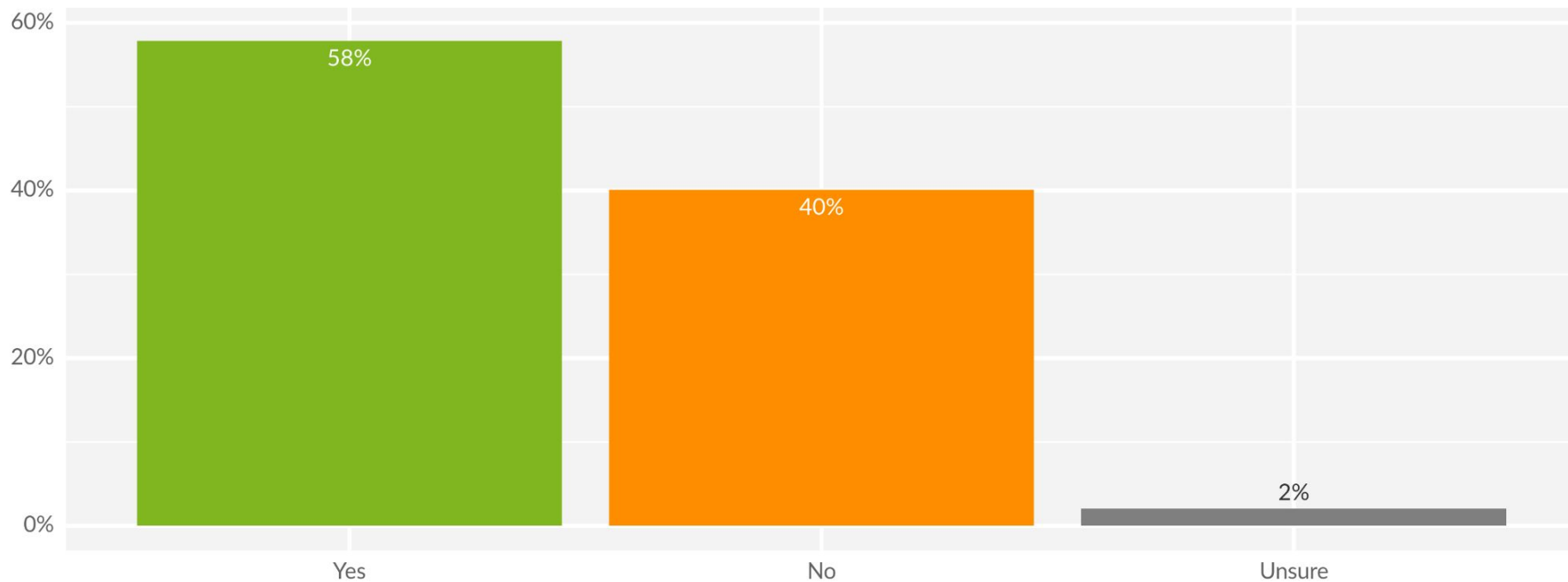
Religion



Demographics

Would you describe yourself as a born-again or evangelical Christian?

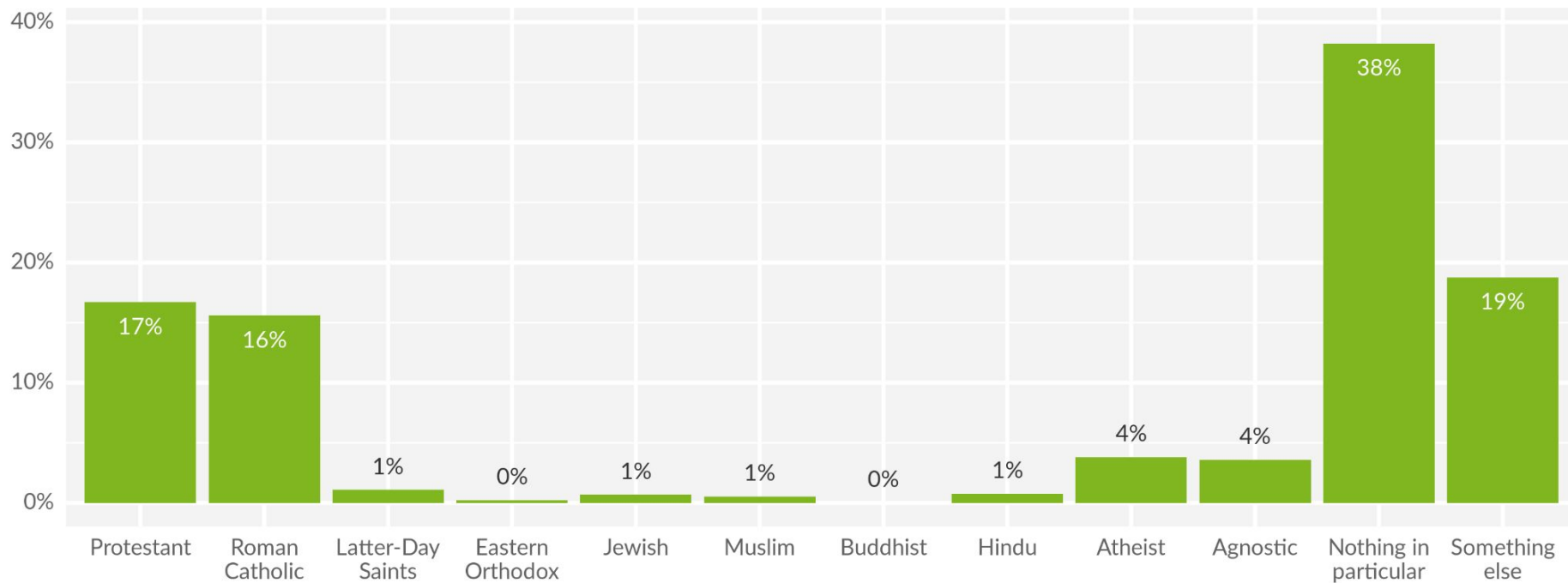
If Protestant N = 251



Demographics

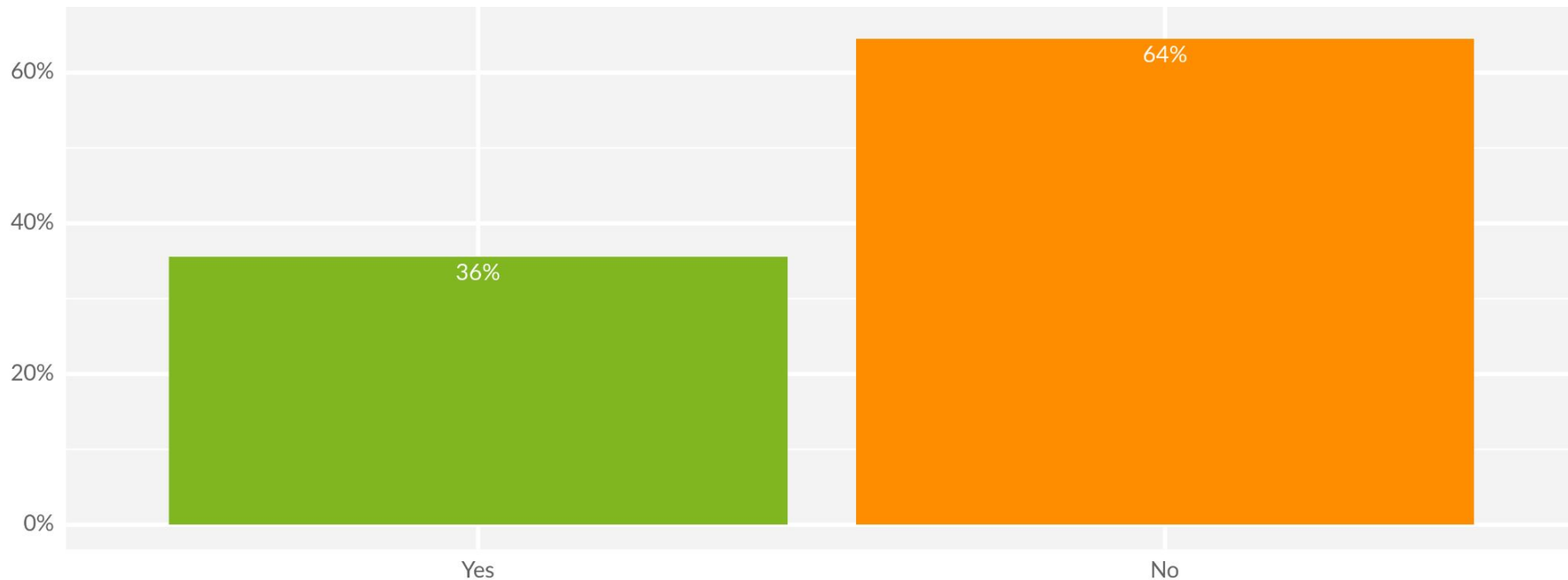
What religion were you raised with, if any?

If Atheist/Agnostic N = 261



Demographics

Gun Owner

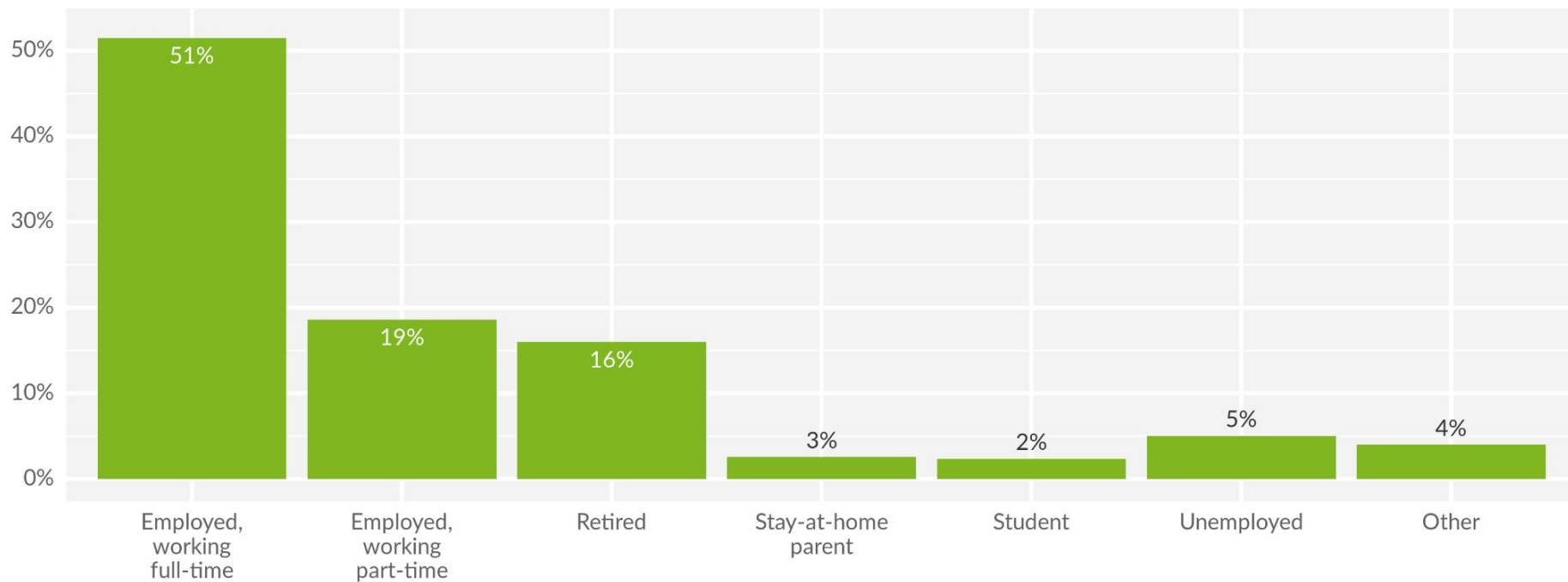


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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Demographics

Employment Status

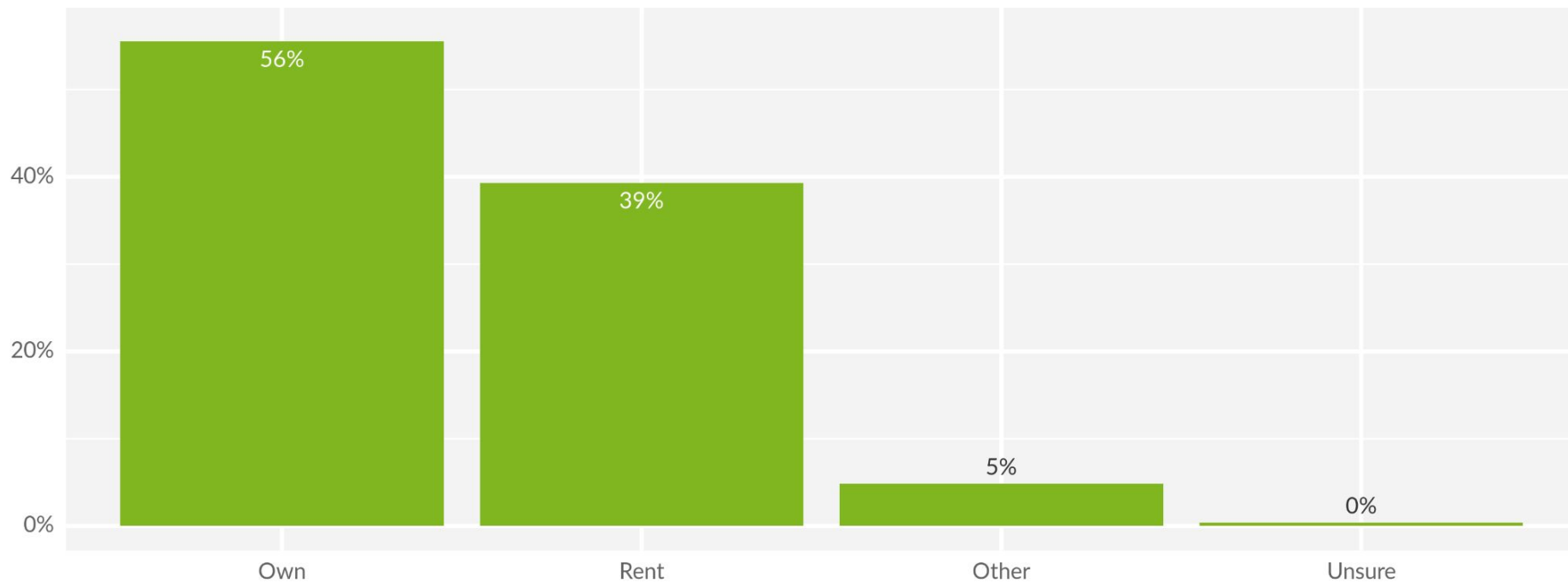


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

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Demographics

Rent or Own Residence



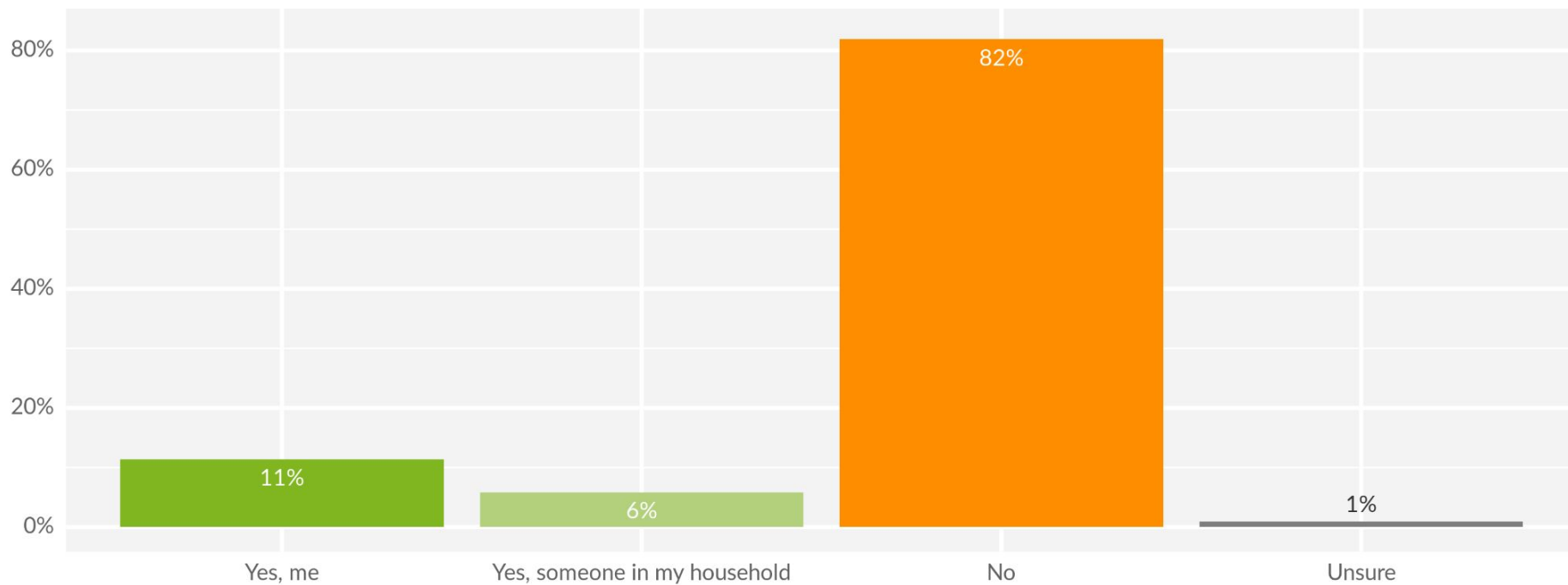
Demographics

Household Income



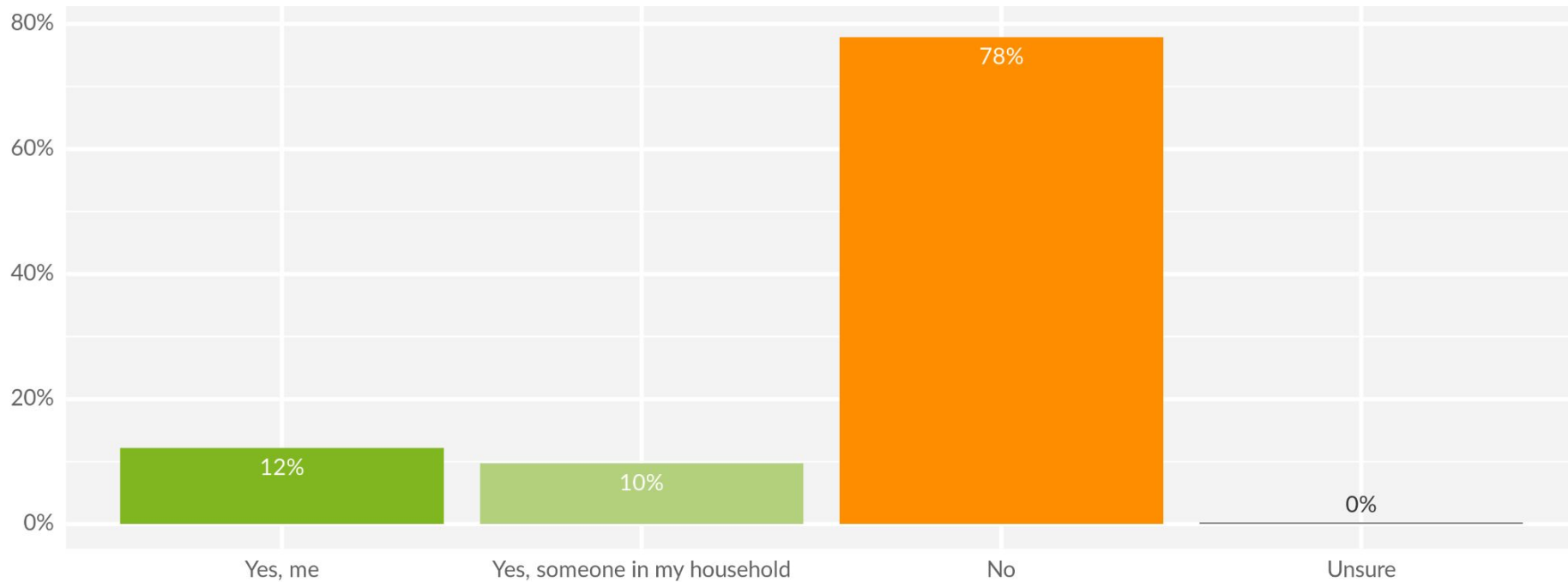
Demographics

Union Membership



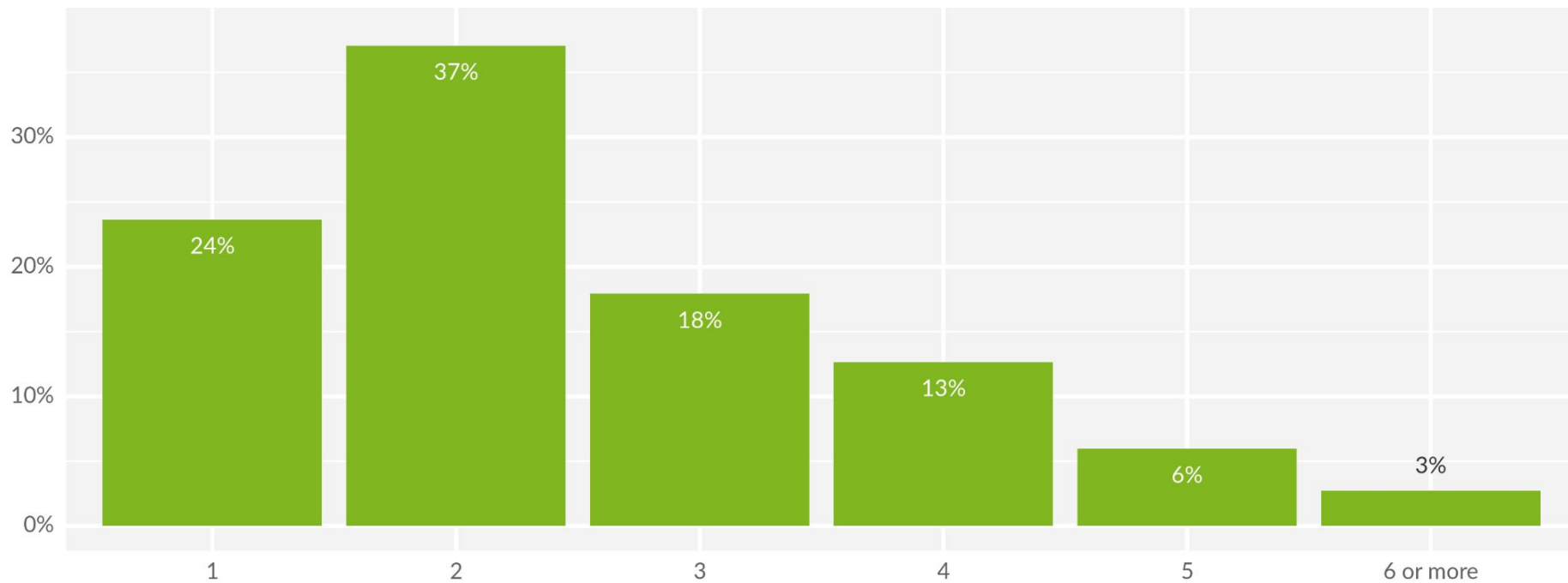
Demographics

Military/Veterans



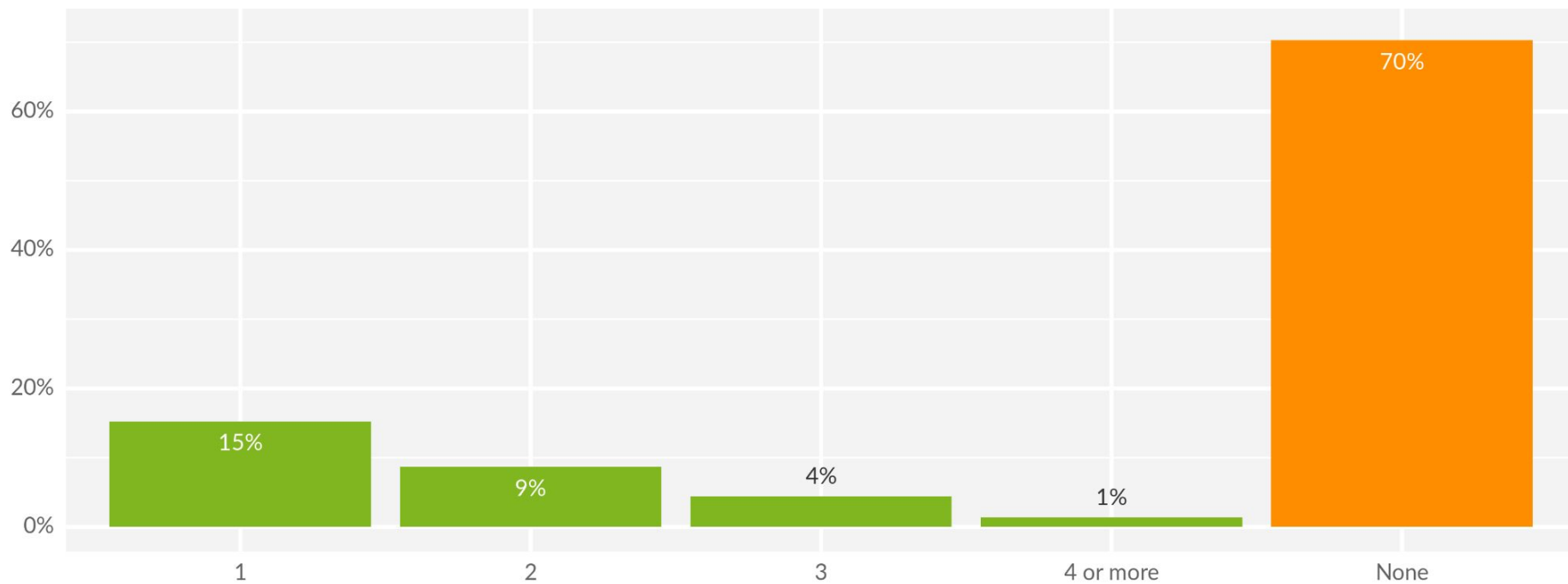
Demographics

People in Household



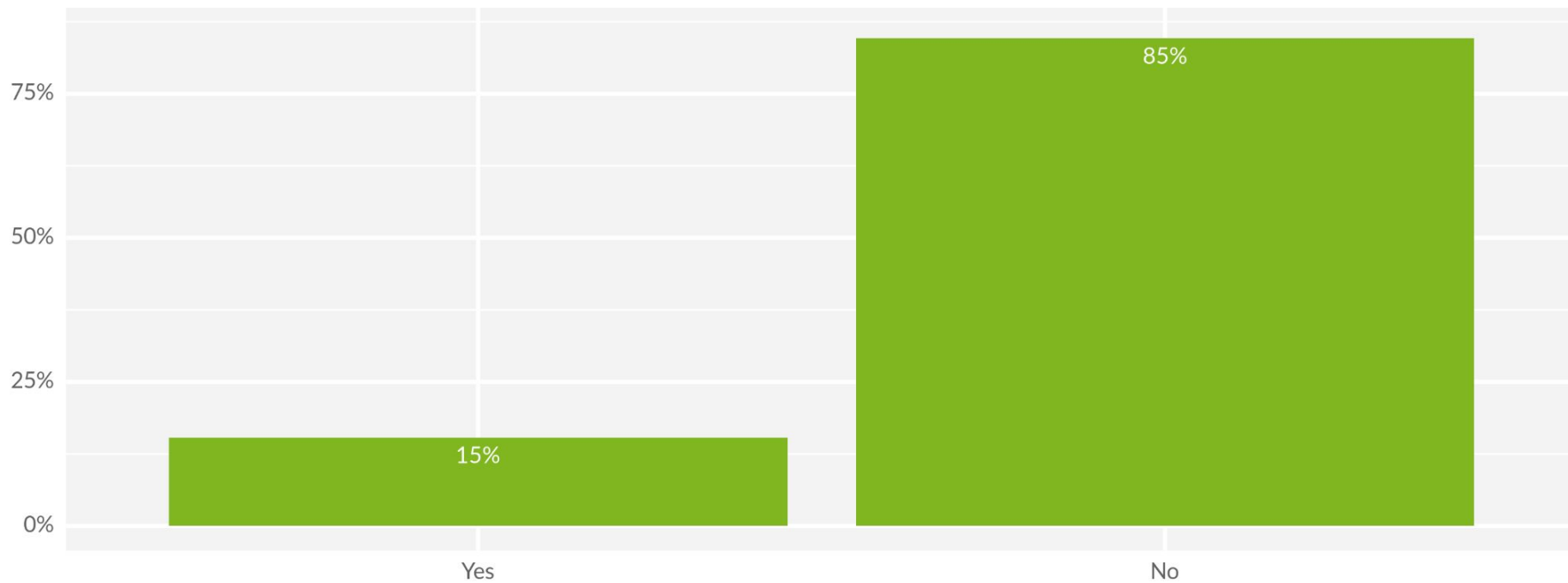
Demographics

Children in Household



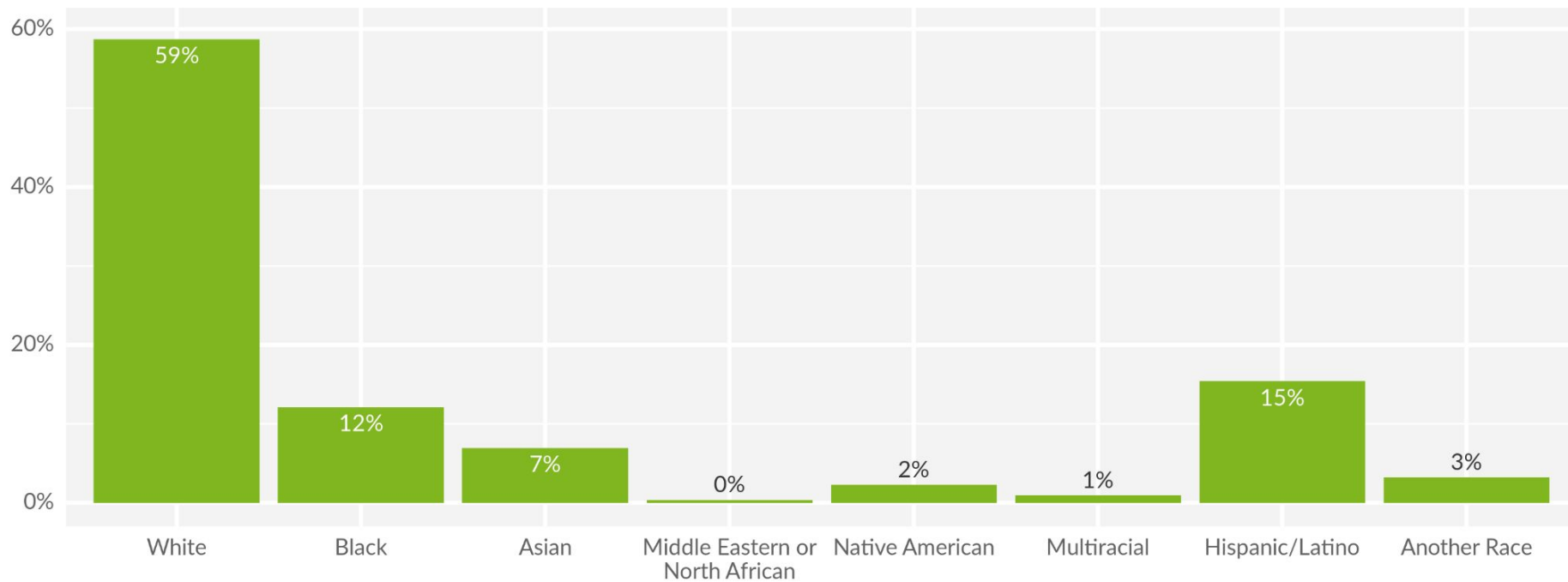
Demographics

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



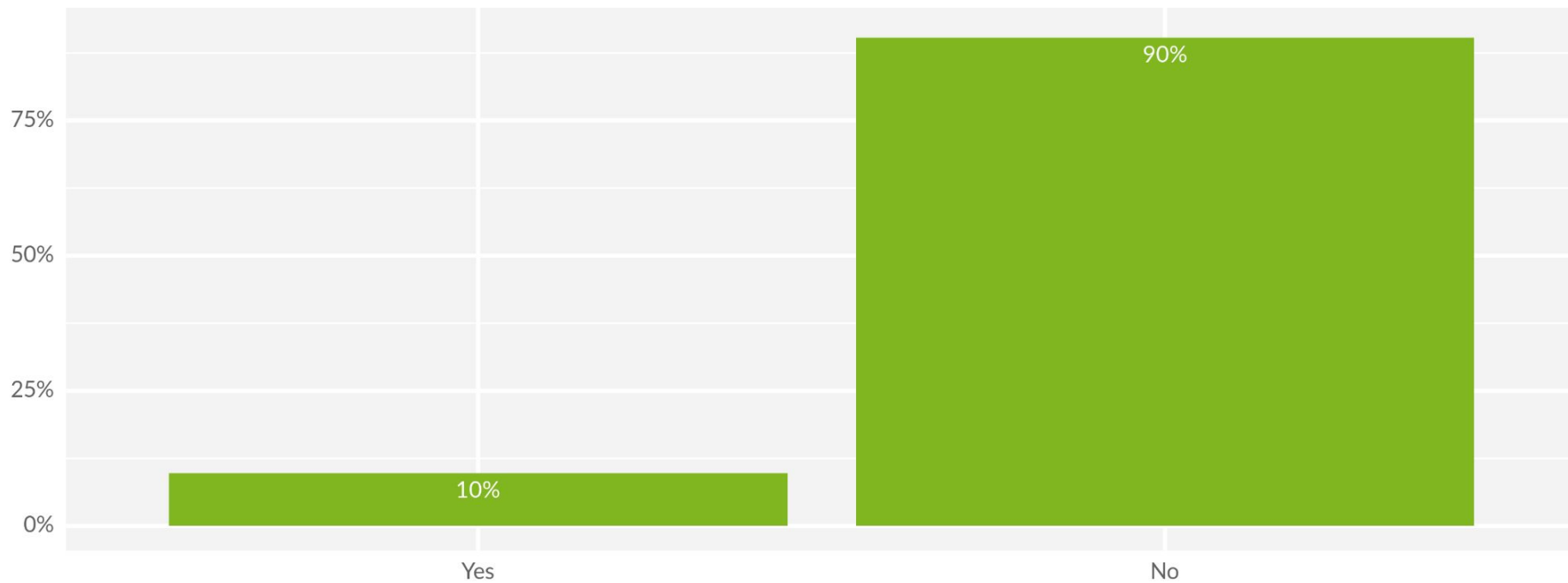
Demographics

Combined Race/Ethnicity



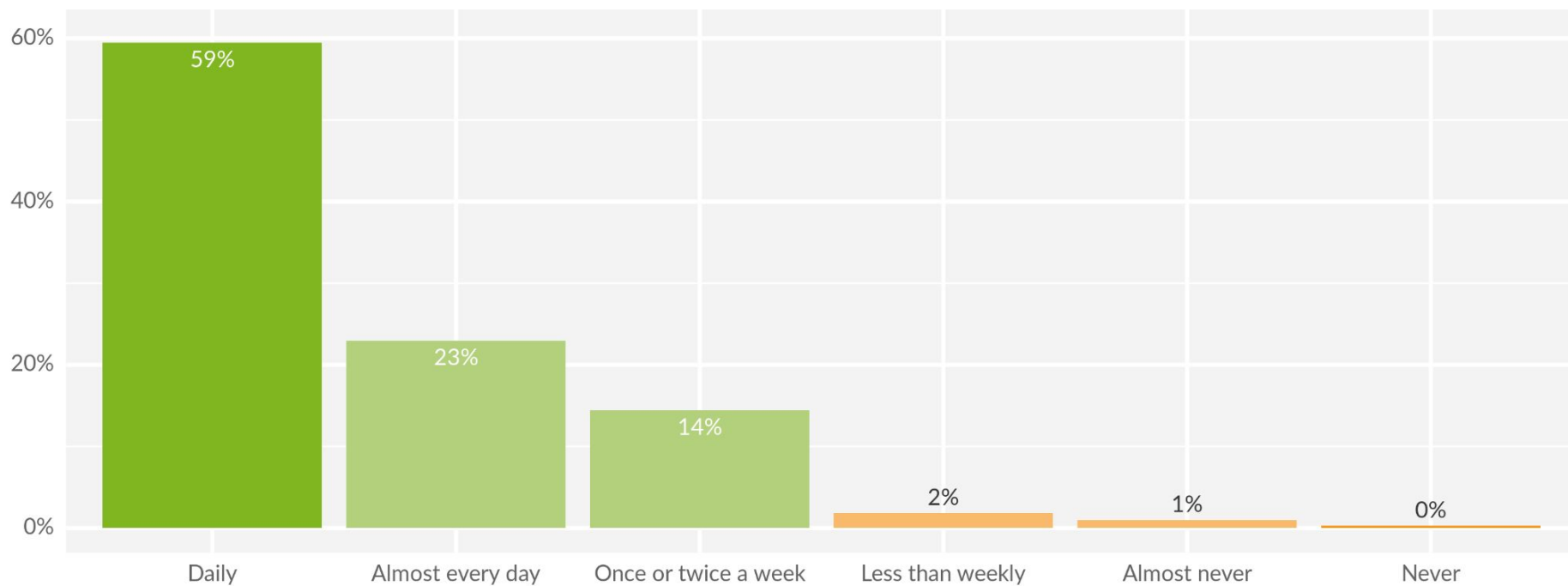
Demographics

LGBTQ+ Identity



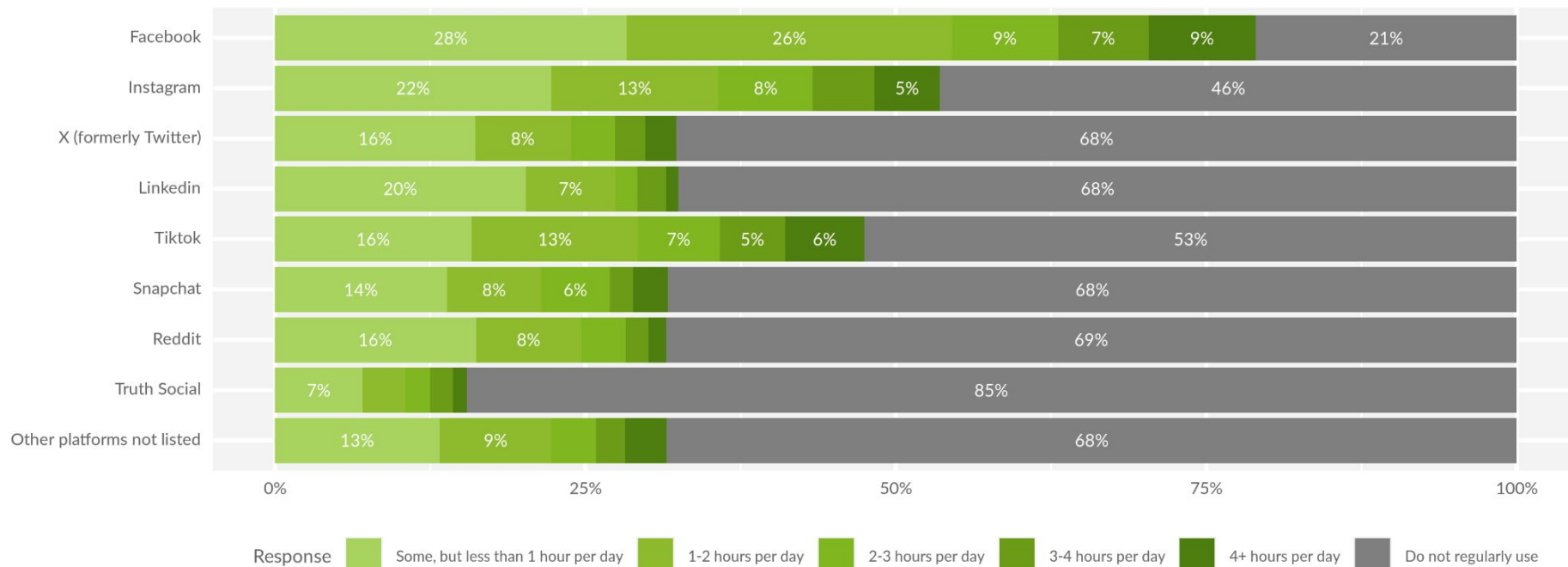
Contactability

Mailbox Checking Frequency



Media Consumption

Social Media Usage

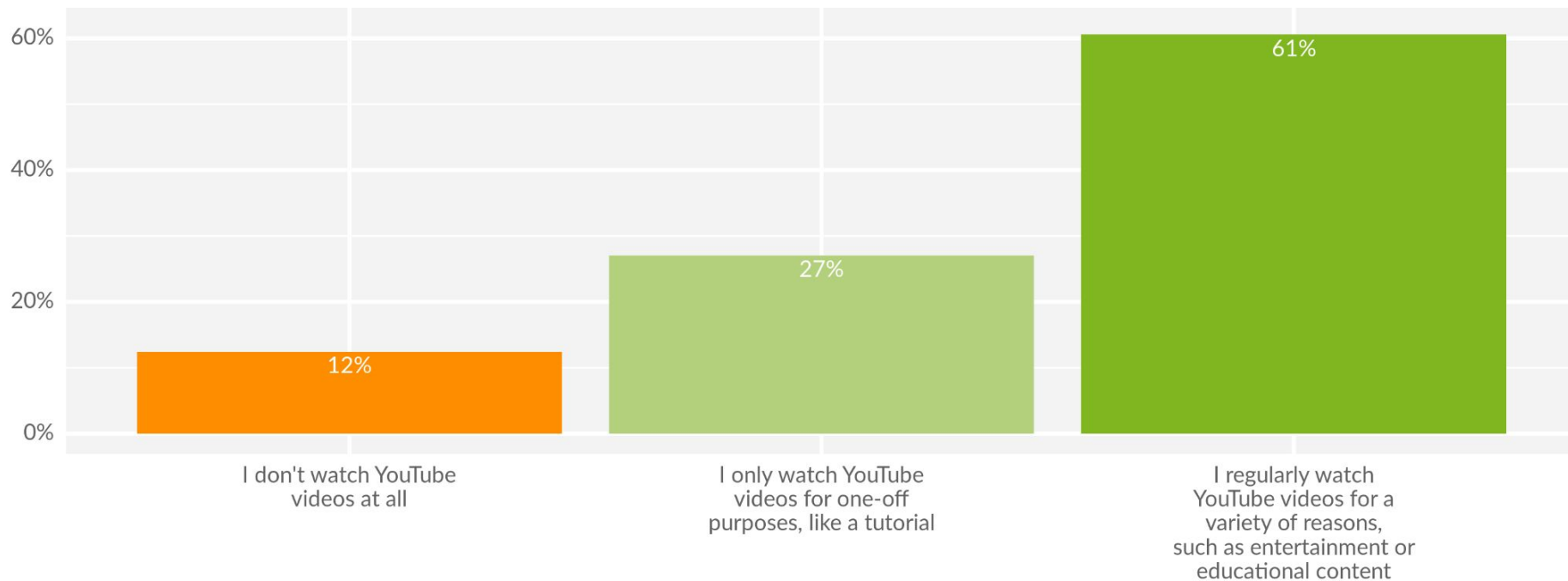


Our **Low Social Media Model** predicts likelihood that an individual uses less social media and is not as reachable. [Learn more.](#)

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Media Consumption

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

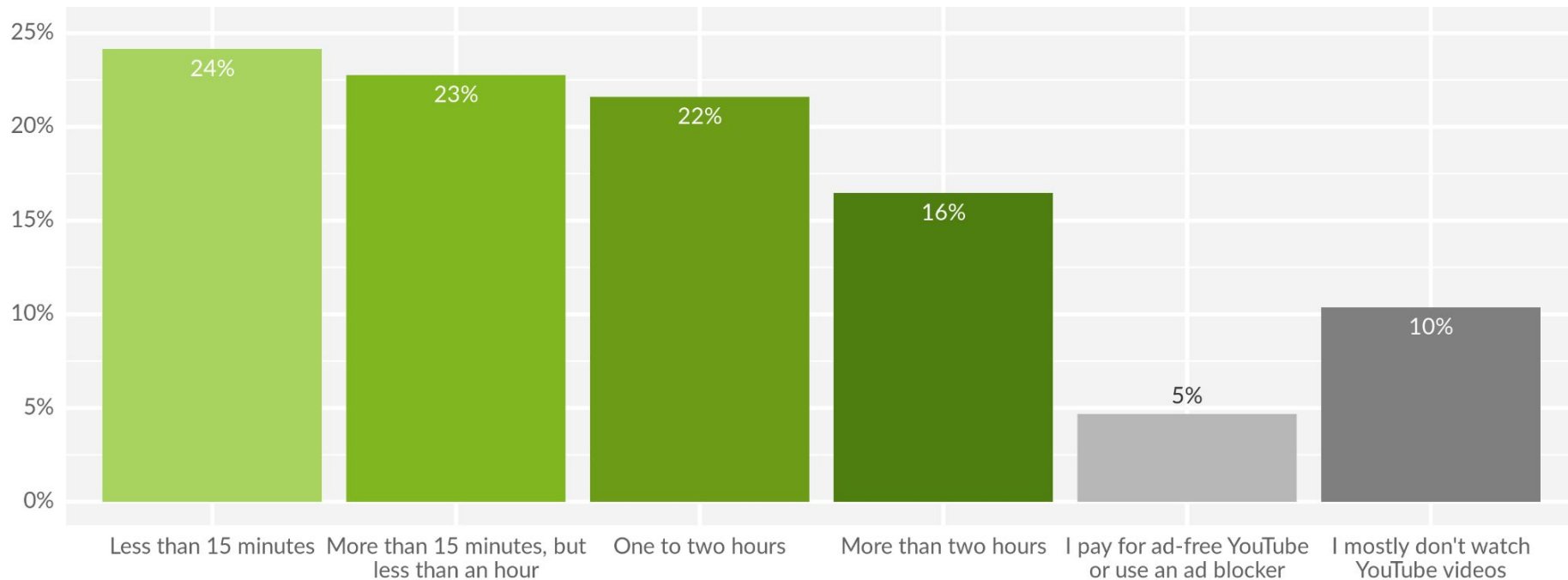


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores. Send any feedback in the meantime.

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Media Consumption

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

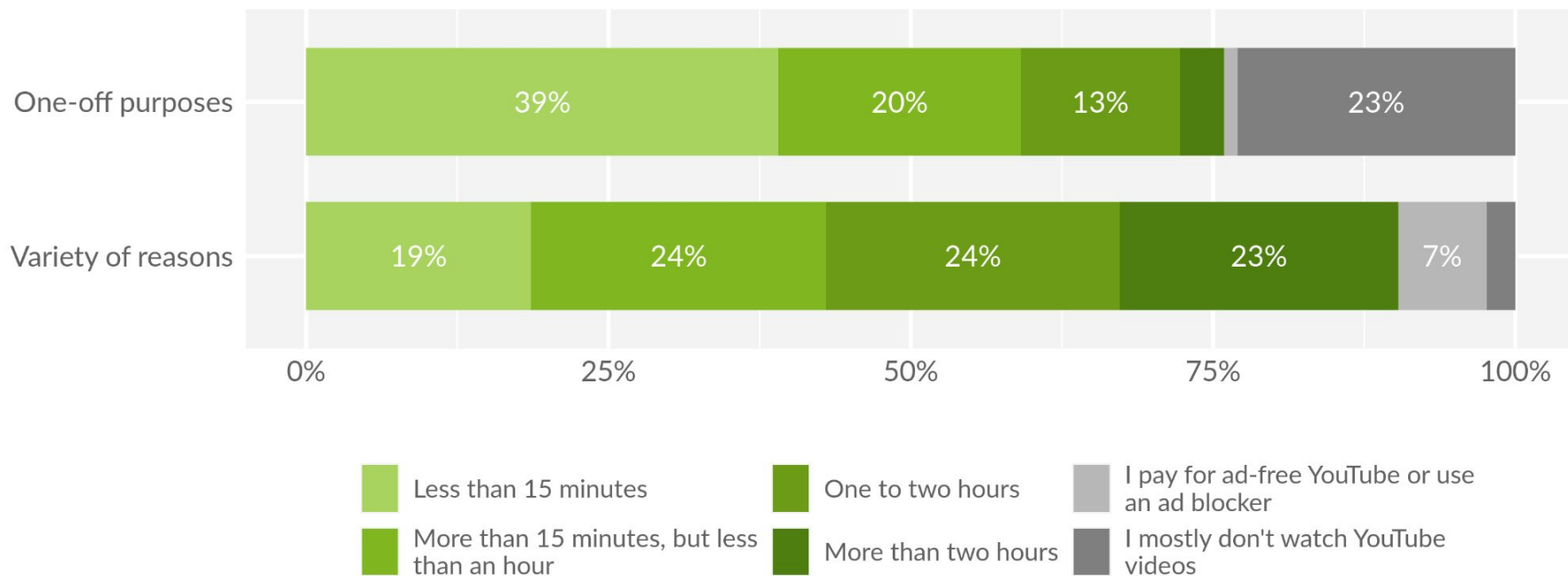


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Media Consumption

Time Spent on YouTube by YouTube Usage Type

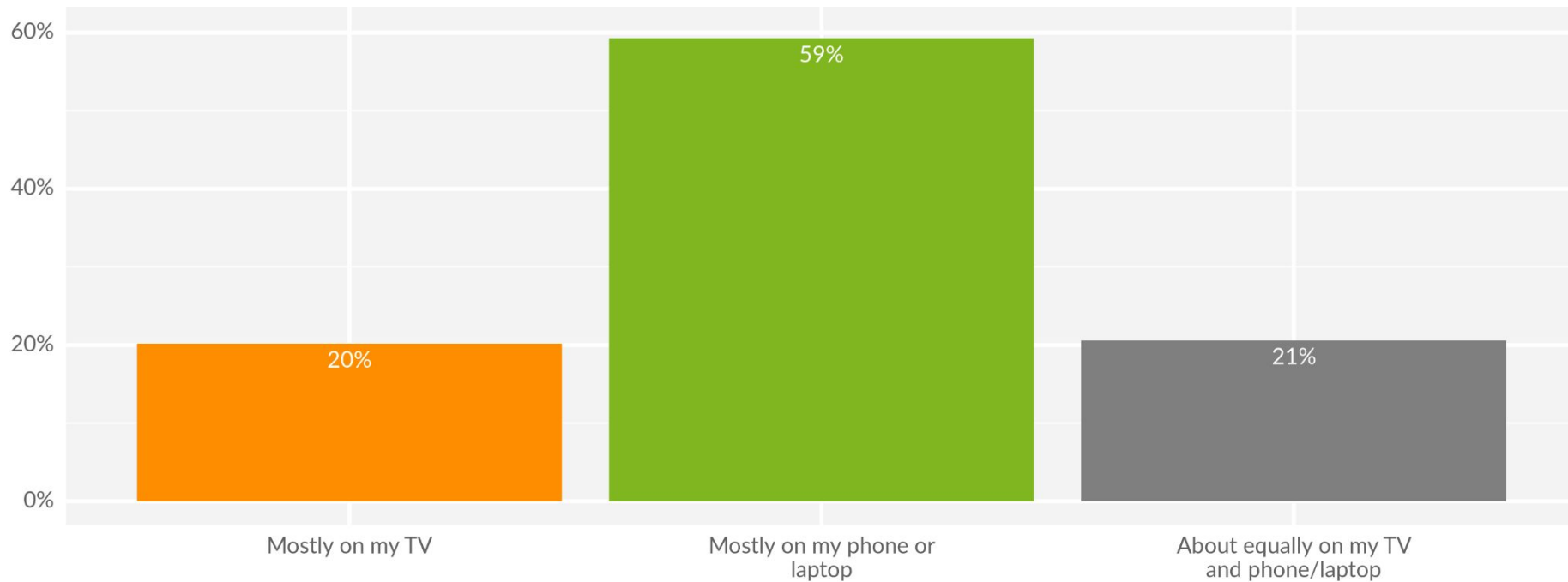


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Media Consumption

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

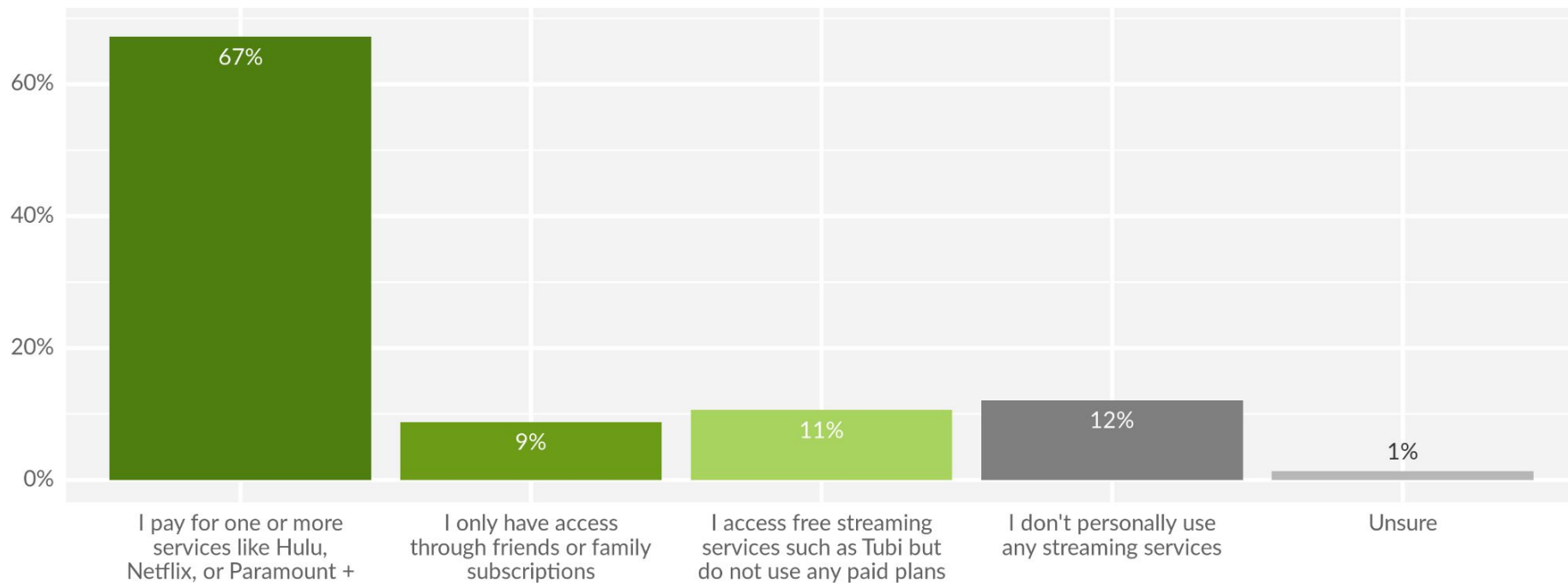


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Media Consumption

Streaming Access

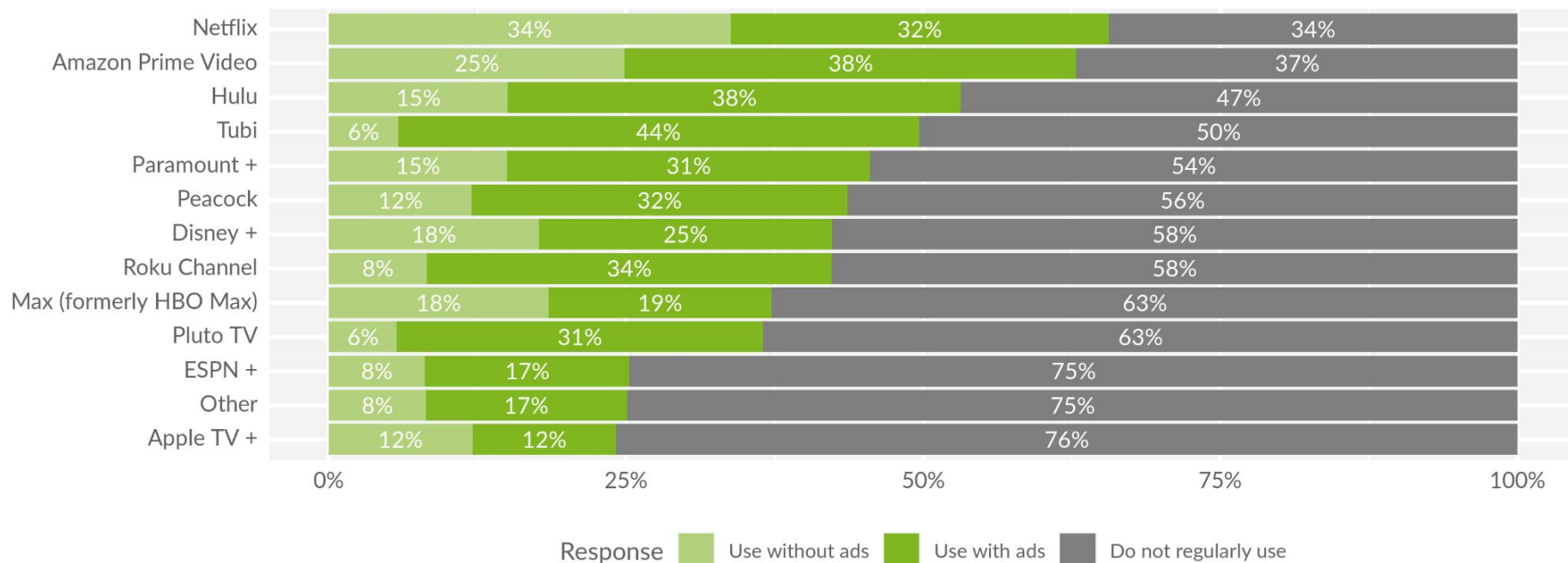


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Media Consumption

Streaming

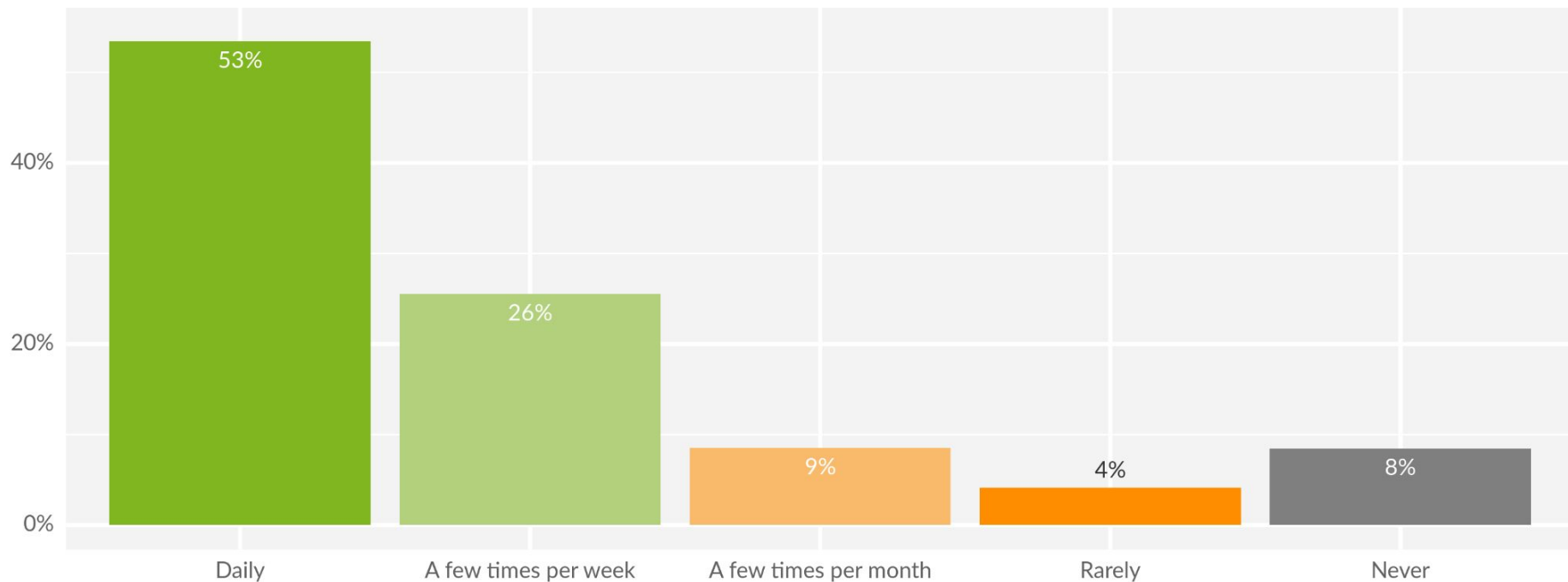


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Media Consumption

Streaming Frequency

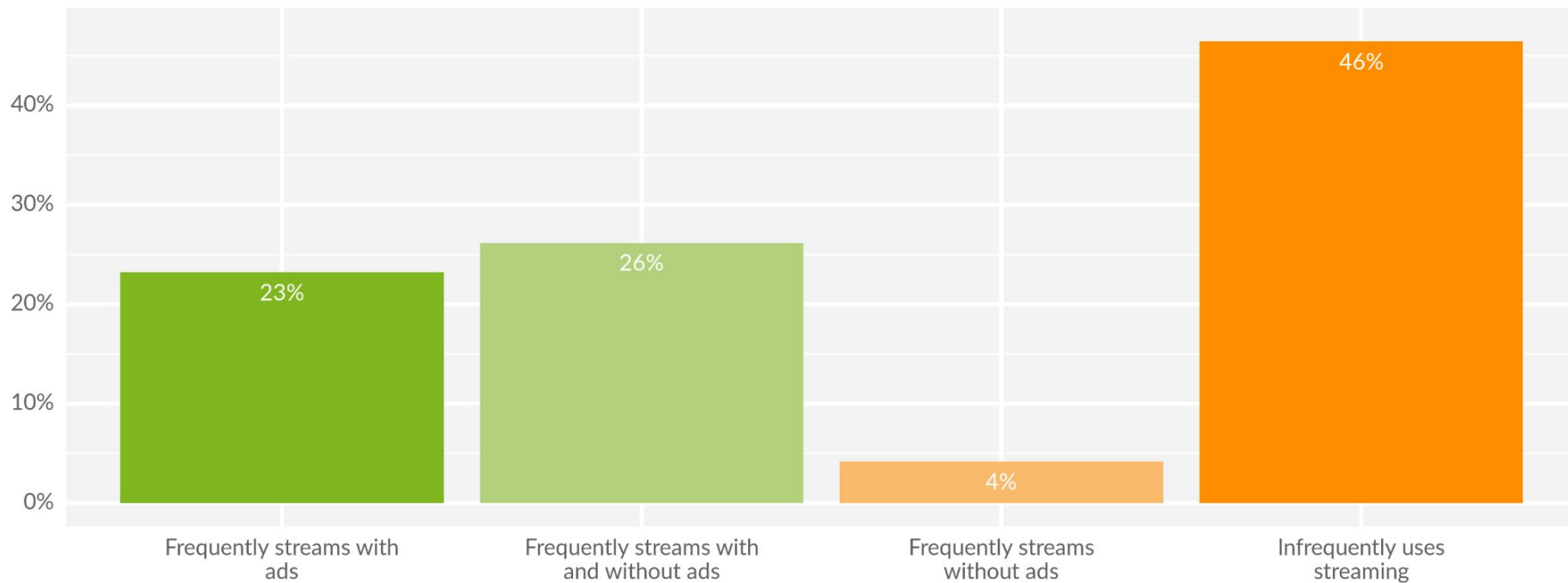


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Media Consumption

Frequency of Use by Streaming Service Type

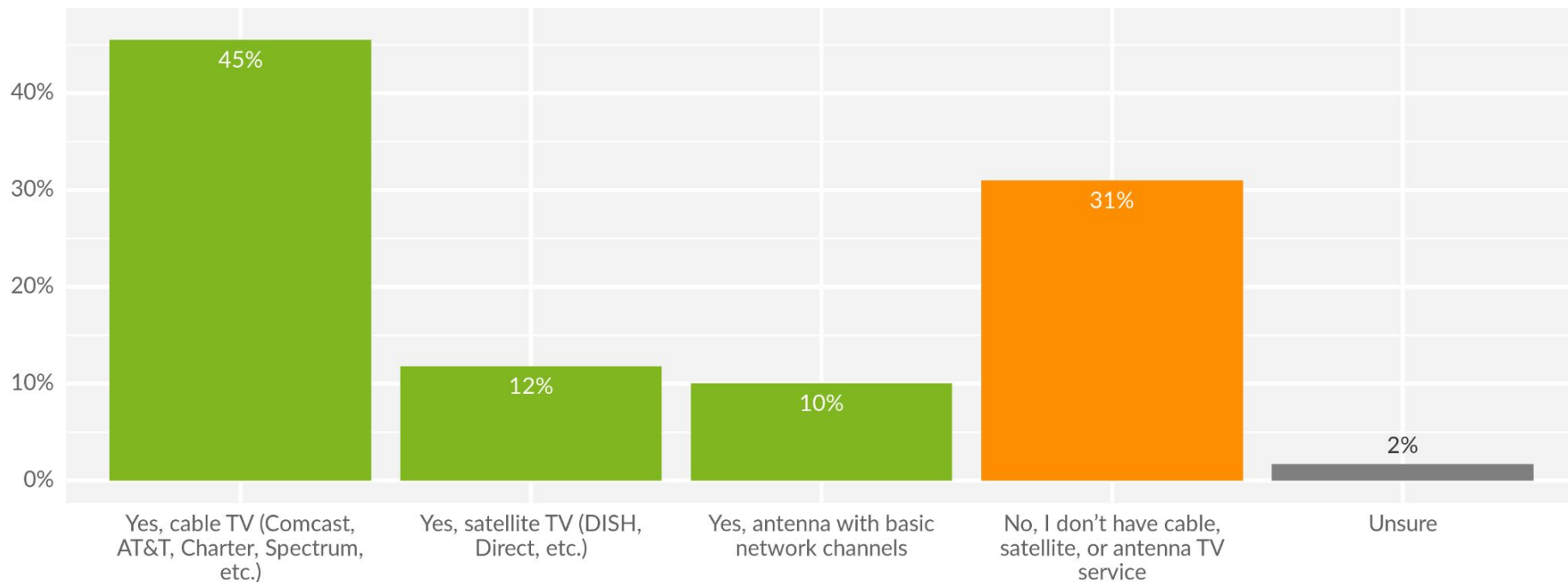


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Media Consumption

Do you have traditional TV service in your home?

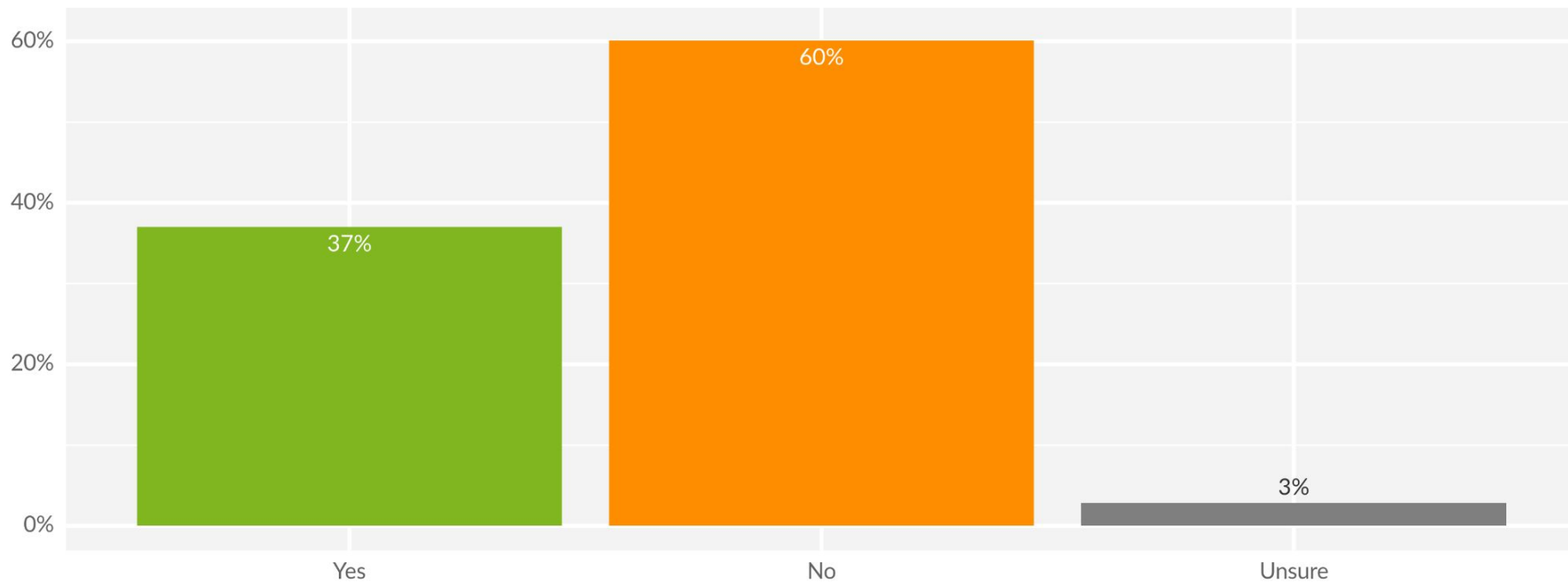


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Media Consumption

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

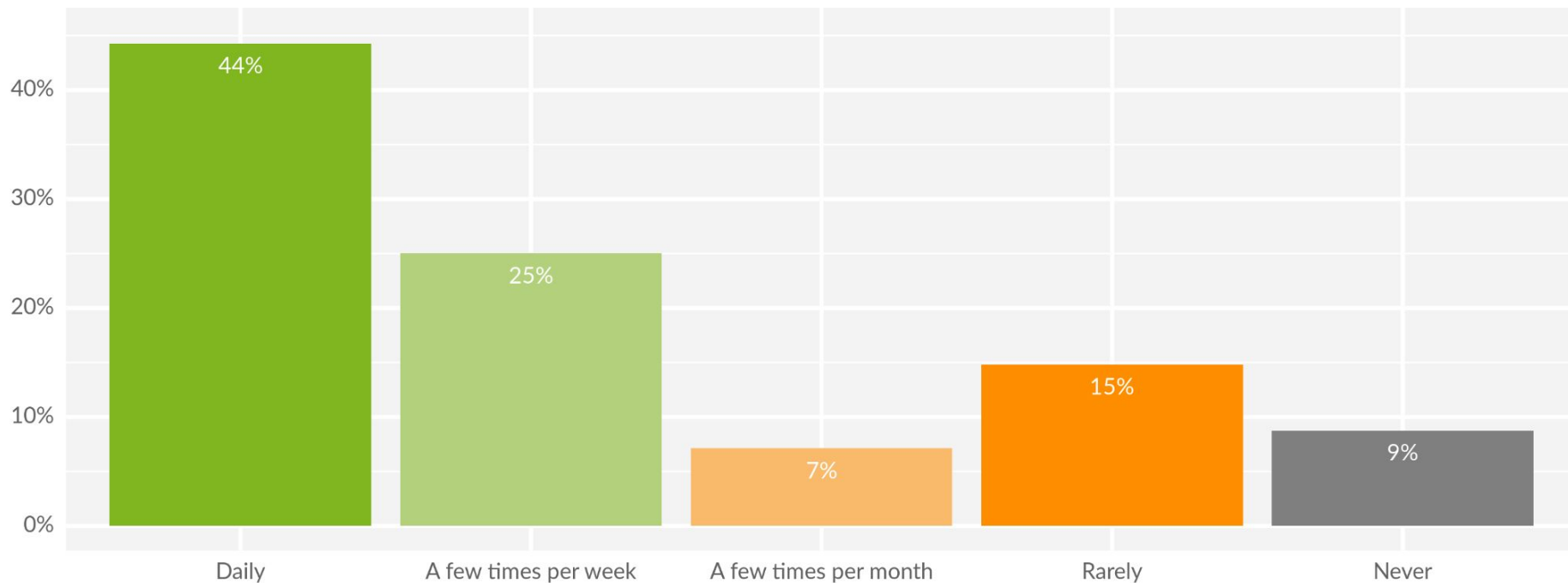


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores. Send any feedback in the meantime.

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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)?

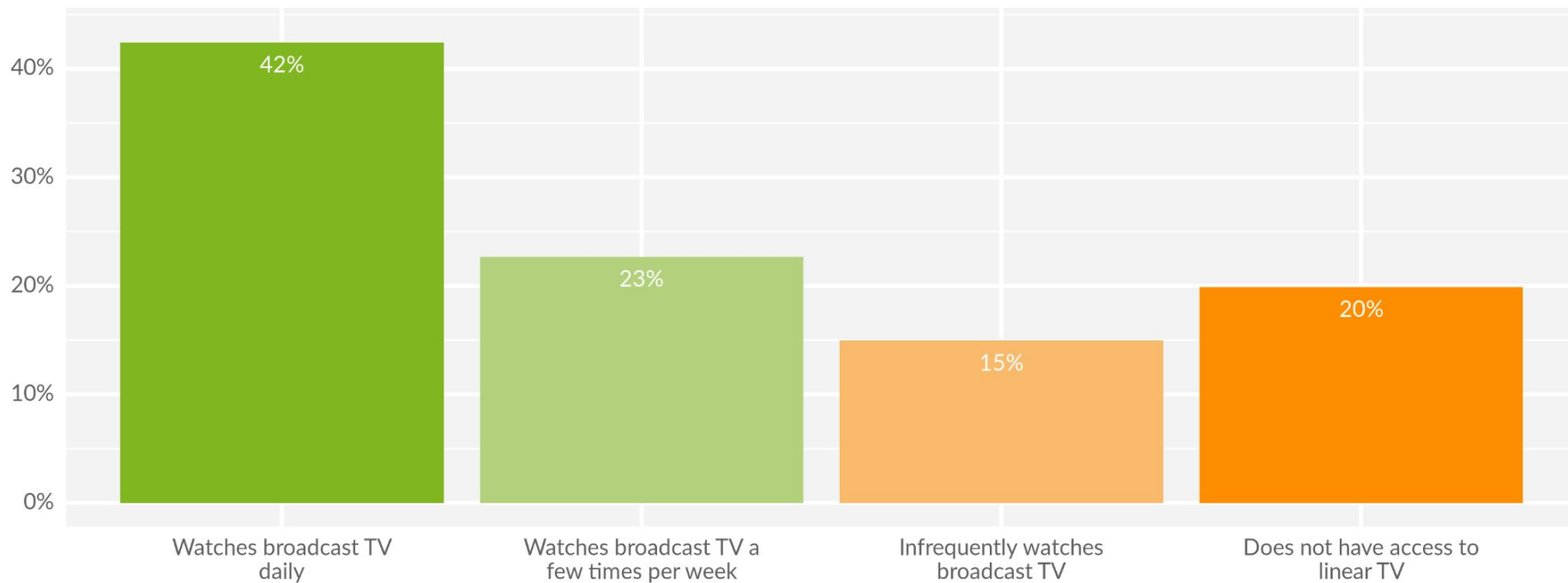


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Media Consumption

Frequency of Broadcast TV Viewing

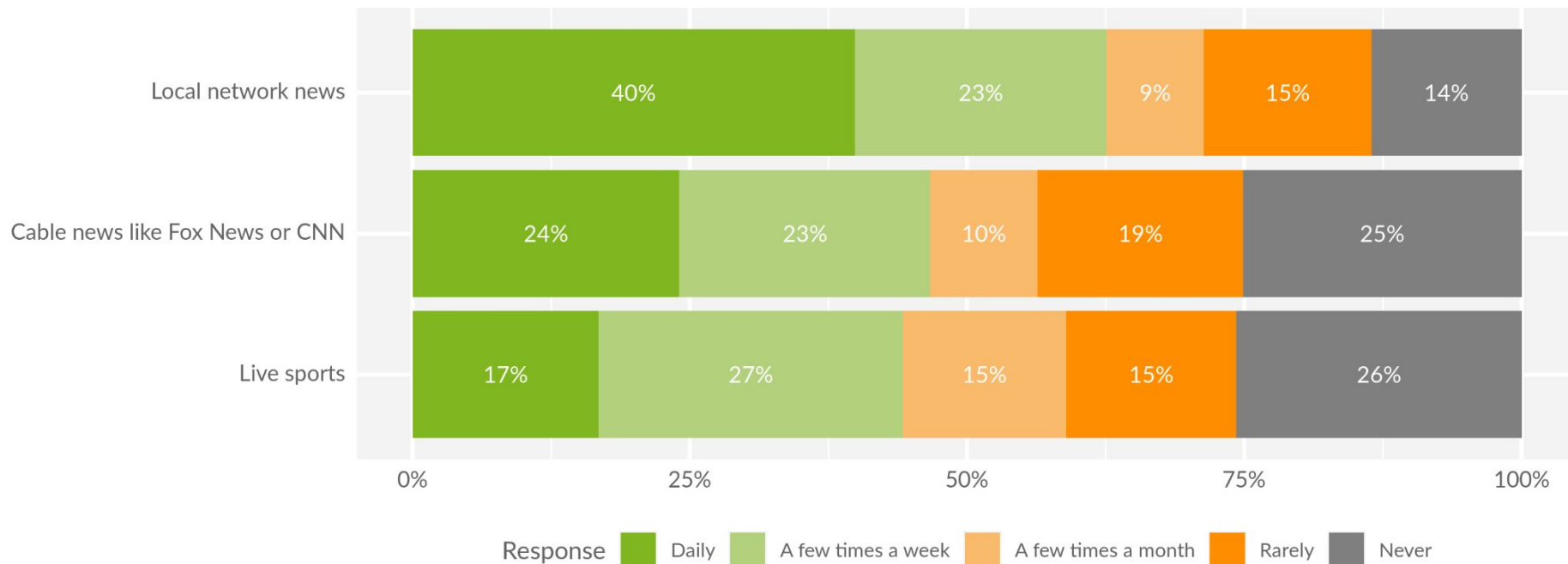


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Media Consumption

TV Viewership Frequency by Program

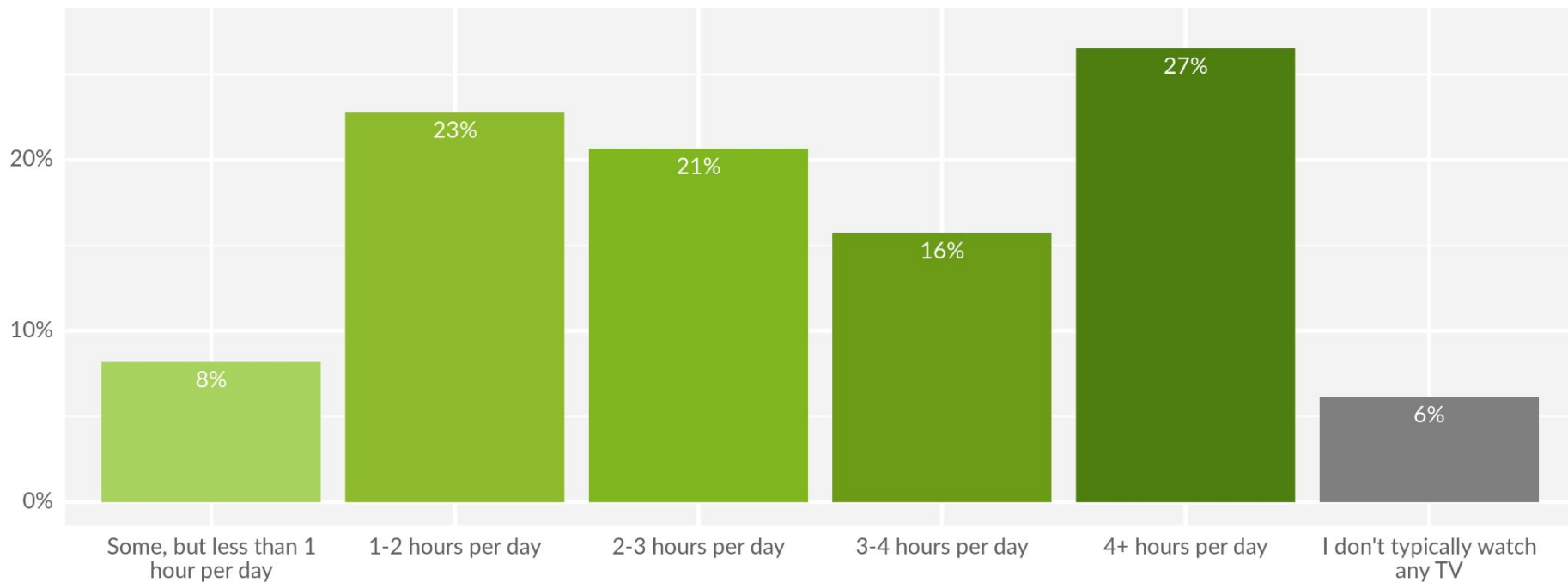


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Media Consumption

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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