



**Q4 2025 Bullfinch Group National Survey
Among n1200 Adults (n1000 Registered Voters)**

Field Dates: 11/21-25/2025

Adult (A) Margin of Error: $\pm 2.83\%$

Registered Voter (RV) Margin of Error: $\pm 3.1\%$

Respondents were sourced from a combination of an opt-in online panel and SMS participants. This methodology constitutes a non-probability sample. Sampling controls, based on known census or population estimates, were applied to ensure that the final pool of respondents achieved proportional and representative quotas across key demographic variables, including age, gender, political affiliation, race, and geographic region. The data presented is unweighted.

You have been selected to participate in a survey on a confidential basis. This is a rare opportunity to voice your opinions. Your responses will be kept confidential, you are not being asked to buy anything or donate money. We simply want to know what you think and how you feel.

Screener: Are you, or is anyone in your household, employed by the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (continue)

Demographics:

Registration: Are you currently registered to vote?

	Total	RV
No. of cases	1200	1000
Yes	83%	100%
Not currently registered	17%	0%

National Trend Questions:

1. At this time next year, do you think that you will personally be (ROTATE) better or worse (END ROTATE) off than you are today?

	Total	RV
No. of cases	1200	1000
Much better off	21%	21%
Somewhat better off	31%	31%
Somewhat worse off	21%	22%
Much worse off	11%	11%
Unsure	16%	15%
Net: Better off	52%	52%
Net: Worse off	32%	33%

2. At this time next year, do you think America will be (ROTATE) better or worse (END ROTATE) off than it is today?

	Total	RV
No. of cases	1200	1000
Much better off	15%	16%
Somewhat better off	24%	26%
Somewhat worse off	27%	27%
Much worse off	17%	17%
Unsure	16%	14%
Net: Better off	39%	42%
Net: Worse off	45%	44%

3. Please rank the following issues from 1 to 8, with 1 being the most pressing issue in America today to 8 being the least pressing issue in America today. (RANDOMIZE 1-8, Allow for ranking 1-8)

Rank 1

	Total	RV
No. of cases	1200	1000
Economy (such as jobs, unemployment, taxes, food prices/inflation)	32%	32%
Health Care (such as Medicare, Medicaid, Affordable Care Act, cost of health care)	19%	18%
Immigration (such as legalization & citizenship, border security, refugee resettlement)	14%	14%
Government (such as political extremism, polarization, the role of elected officials)	13%	14%
Social Issues (such as crime, equality, civil liberties, abortion)	8%	9%
Environment (such as climate change, EPA, energy regulations)	5%	5%
Education (such as school choice, student loans, testing standards)	5%	4%
International (such as trade, foreign policy, global affairs)	4%	4%

4. Do you (ROTATE) approve or disapprove (END ROTATE) of the job President Donald Trump is doing?

	Total	RV
No. of cases	1200	1000
Strongly approve	21%	22%
Somewhat approve	18%	18%
Somewhat disapprove	13%	13%
Strongly disapprove	40%	41%
Unsure	7%	5%
Net: Approve	39%	40%
Net: Disapprove	54%	54%

5. Do you (ROTATE) approve or disapprove (END ROTATE) of the job the U.S. Congress is doing?

	Total	RV
No. of cases	1200	1000
Strongly approve	9%	10%
Somewhat approve	23%	24%
Somewhat disapprove	28%	28%
Strongly disapprove	26%	27%
Unsure	15%	12%
Net: Approve	32%	33%
Net: Disapprove	53%	55%

GB6. If the 2026 midterm elections were held today, how would you vote in your congressional election? (ROTATE 1-2)

	Total	RV
No. of cases	1200	1000
The Democrat candidate	37%	41%
The Republican candidate	32%	35%
Other / third-party / Independent	6%	7%
I would not vote	12%	7%
Unsure	12%	11%

DEMOGRAPHICS:

Gender Your gender identification?

	Total	RV
No. of cases	1200	1000
Female	52%	52%
Male	48%	48%
Other	0%	0%

DoB In what year were you born?

Age Range IF UNSURE OR REFUSED, ASK: Which of the following categories best describes your age?

	Total	RV
No. of cases	1200	1000
18 to 24	10%	9%
25 to 29	8%	7%
30 to 39	16%	16%
40 to 49	16%	16%
50 to 64	29%	30%
65 to 99	21%	22%
Net: 55 to 99	40%	42%

Ethnicity Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

	Total	RV
No. of cases	1200	1000
Yes	27%	26%
No	73%	74%
Unsure	1%	1%

Race And which of the following best describes your racial background?

	Total	RV
No. of cases	1200	1000
White or Caucasian	66%	67%
Black or African American	13%	13%
Hispanic	14%	13%
Asian or Pacific Islander	5%	4%
Native American	1%	1%
Other	1%	1%

Political ID In politics today, and regardless of how you are registered, do you consider yourself to be a (ROTATE 1-7 TOP TO BOTTOM, 7-1 BOTTOM TO TOP) Democrat, Independent, or Republican?

	Total	RV
No. of cases	1200	1000
Strong Democrat	20%	22%
Not so strong Democrat	10%	10%
Independent leaning Democrat	6%	6%
Independent	24%	22%
Independent leaning Republican	5%	5%
Not so strong Republican	8%	8%
Strong Republican	20%	22%
Other	2%	1%
Unsure	5%	3%

Birth Which best describes you and/or your family's birthplace?

	Total	RV
No. of cases	1200	1000
I was born in another country.	7%	6%
I was born in America but one or both of my parents were born in another country.	27%	27%
Neither I nor my parents were born in another country.	66%	67%

Ideology Thinking for a moment about your social, economic, and political views...Do you consider yourself to be... (rotate values 1-5 top-to-bottom / bottom-to-top)?

	Total	RV
No. of cases	1200	1000
Very Liberal	13%	13%
Somewhat Liberal	13%	13%
Moderate	36%	37%
Somewhat Conservative	15%	15%
Very Conservative	13%	14%
Libertarian	1%	1%
Unsure	10%	7%

2024 Vote Type Did you vote in the most recent November 2024 election?

	Total	RV
No. of cases	1200	1000
Yes, I voted in person on election day	38%	44%
Yes, I voted in person early	14%	16%
Yes, I voted absentee	5%	6%
Yes, I voted by mail-in ballot	13%	16%
No, I did not vote	30%	18%

Education What is the highest level of formal education that you have completed?

	Total	RV
No. of cases	1200	1000
Less than high school	6%	4%
High school graduate	33%	30%
Some college	18%	19%
College graduate with Associates or 2-year degree	11%	13%
College graduate with a Bachelors or 4-year degree	17%	19%
Post-graduate degree	10%	11%
Technical or vocational school graduate	3%	3%
Unsure	2%	1%

Religion What would best describe your religious affiliation? (ROTATE 1-10)

	Total	RV
No. of cases	1200	1000
Protestant	21%	23%
Roman Catholic	27%	28%
Mormon	1%	1%
Eastern or Greek Orthodox	1%	1%
Jewish	4%	4%
Muslim	2%	2%
Buddhist	1%	1%
Hindu	1%	1%
Atheist	5%	5%
Agnostic	4%	5%
Something Else	12%	12%
Other	13%	11%
Unsure	8%	7%

Religion2 Would you describe yourself as a “born again” or evangelical Christian, or not?

	Total	RV
No. of cases	1200	1000
Yes	32%	32%
No	62%	63%
Unsure	6%	5%

Religion3 At any point in your life have you considered yourself a “born again” or evangelical Christian, but no longer identify that way?

	Total	RV
No. of cases	1200	1000
Yes	19%	20%
No	73%	74%
Unsure	8%	7%

Occupation Please describe your current occupational status.

	Total	RV
No. of cases	1200	1000
Employed (Government)	9%	9%
Employed (Private Sector)	30%	33%
Small Business Owner	5%	5%
Student	4%	3%
Homemaker	6%	5%
Retired	24%	25%
Unemployed	15%	13%
Other	6%	6%
Unsure	2%	1%

Income We want to classify people into broad income groups only. Would you estimate your total household income to be...?

	Total	RV
No. of cases	1200	1000
Below \$40,000	48%	45%
Between \$40,000 and \$79,999	28%	30%
Between \$80,000 and \$124,999	12%	13%
Above \$125,000	8%	8%
Unsure	2%	2%
Prefer not to answer	3%	3%

Union Are you or is anyone in your household a member of a trade, teacher or labor union?

	Total	RV
No. of cases	1200	1000
Yes	8%	9%
No	89%	89%
Unsure	3%	2%

LGBTQ+ Do you consider yourself to be lesbian, gay, bisexual, transgender, queer or questioning?

	Total	RV
No. of cases	1200	1000
Yes	8%	8%
No	90%	90%
Unsure	2%	1%
Prefer not to answer	1%	1%

Marital Status What would best describe your marital status?

	Total	RV
No. of cases	1200	1000
Single or never married	41%	39%
Married	34%	35%
Separated	3%	3%
Divorced	14%	14%
Widowed	7%	7%
Other	2%	1%

Homeowner Do you currently own (outright/pay mortgage) your residence?

	Total	RV
No. of cases	1200	1000
Own (outright/pay mortgage)	46%	50%
I do not own my residence (rent/other)	54%	50%

Parent Do currently have children under the age of 18 living in your household?

	Total	RV
No. of cases	1200	1000
Yes	26%	27%
No	74%	73%

Neighborhood Would you best describe the neighborhood or area you live in as...

	Total	RV
No. of cases	1200	1000
Urban	34%	34%
Suburban	41%	44%
Rural	23%	22%
Unsure	1%	1%