

# Clarity Omnibus Survey

April 2025

*Public version*

clarity+campaign(labs)

## Methodology

The April 2025 Clarity Omnibus survey was conducted from April 9th-14th\* via national online public opinion panels. 1,008 respondents were matched to the voter file. The margin of error of this poll is +/-1.71% at a 95% confidence interval.

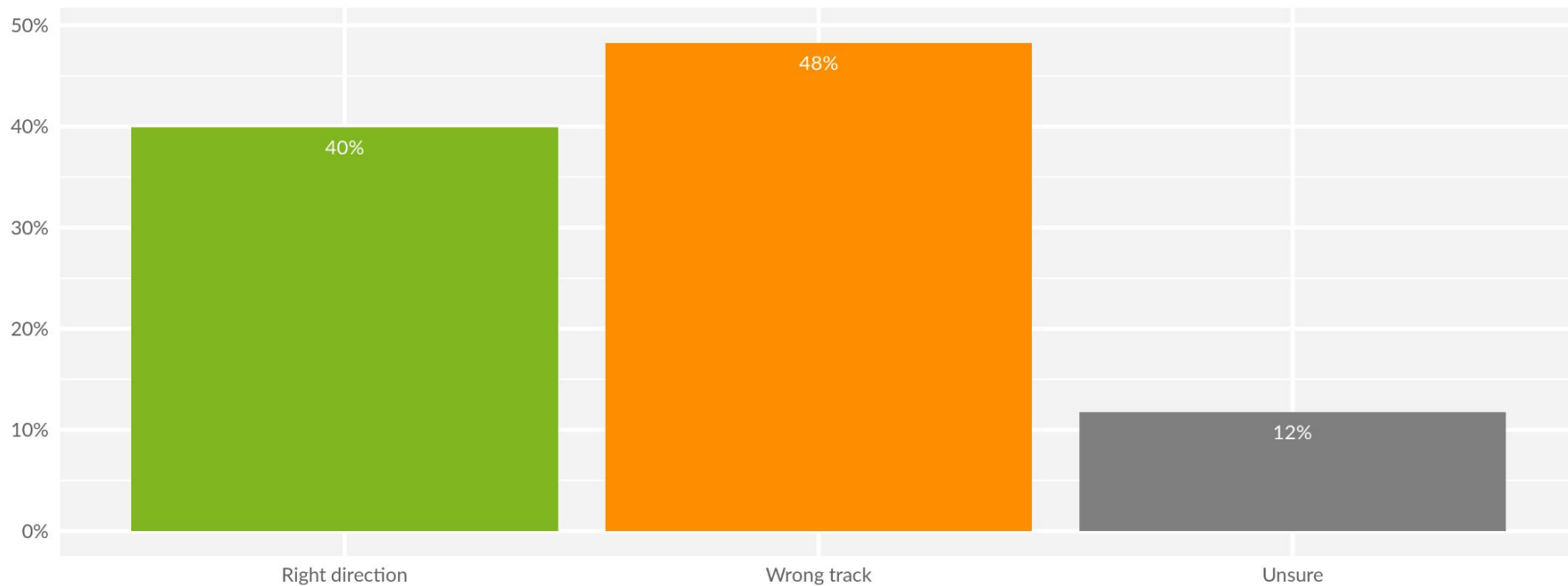
Attention checks were employed in the survey and respondents who failed attention check questions were removed from the sample.

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](#).

*\* The survey started fielding on the evening of Wednesday, April 9th after the Trump tariffs were paused.*

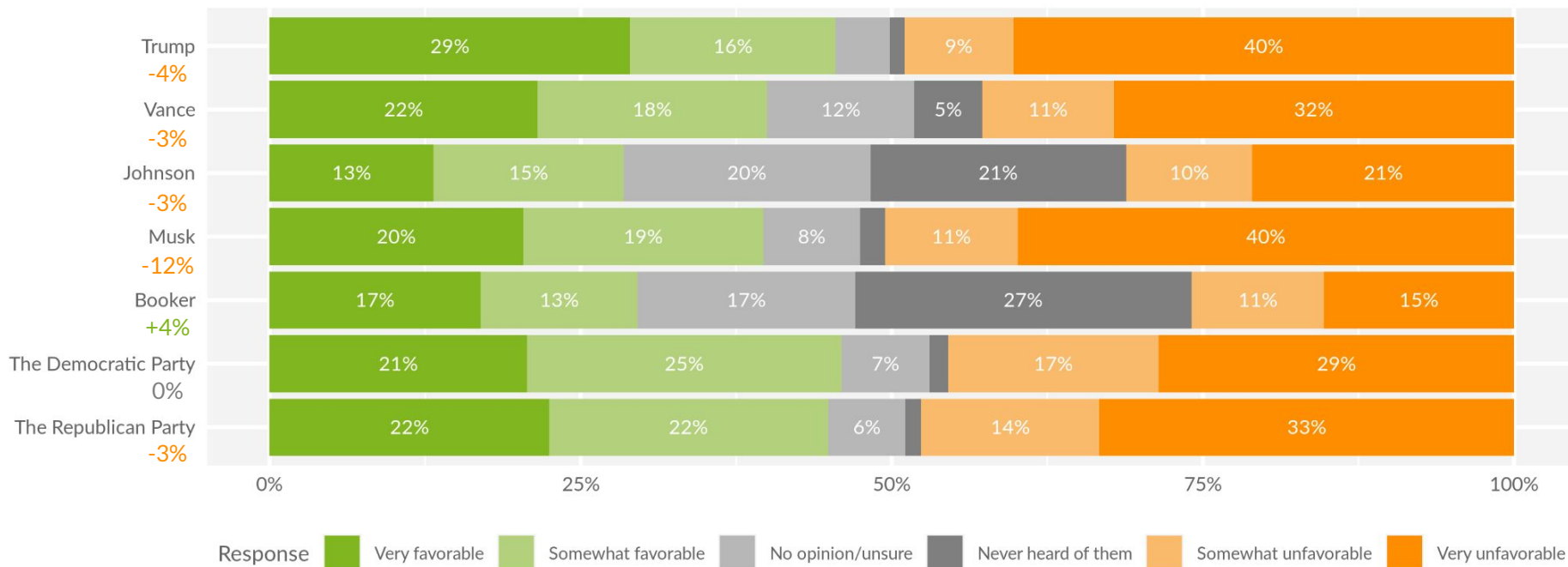
## Warm-up

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



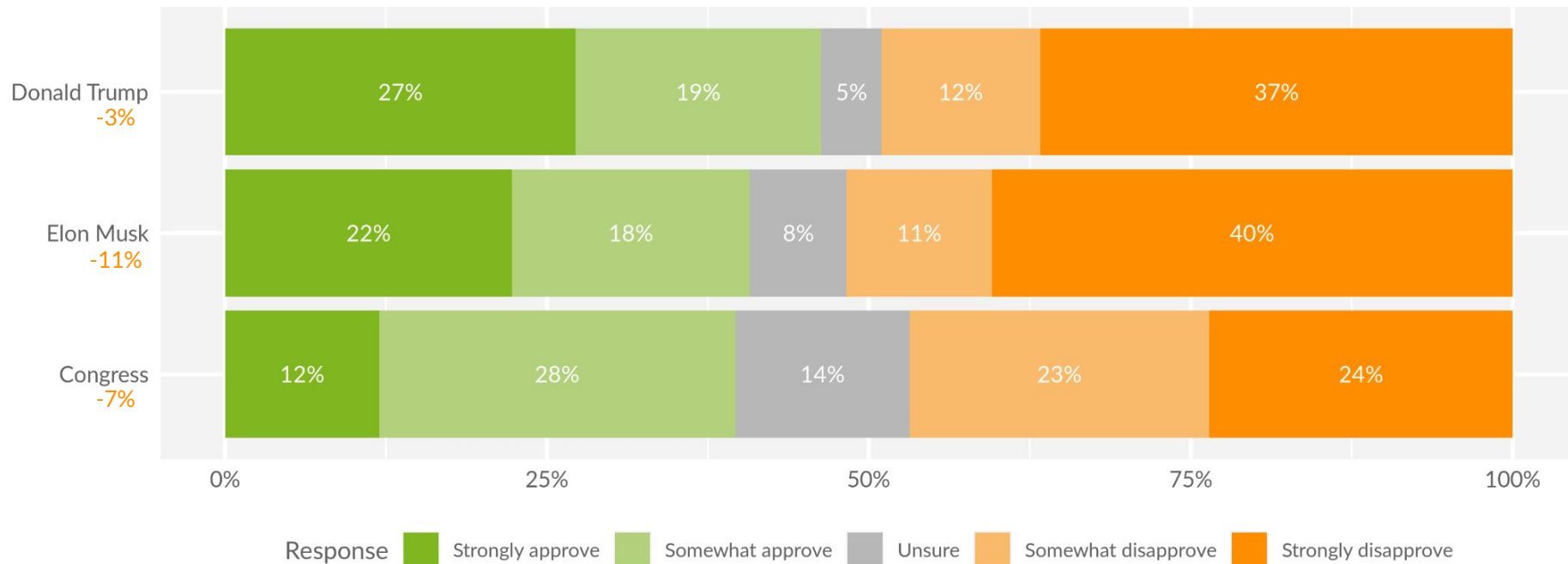
## Political Views and Attitudes

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

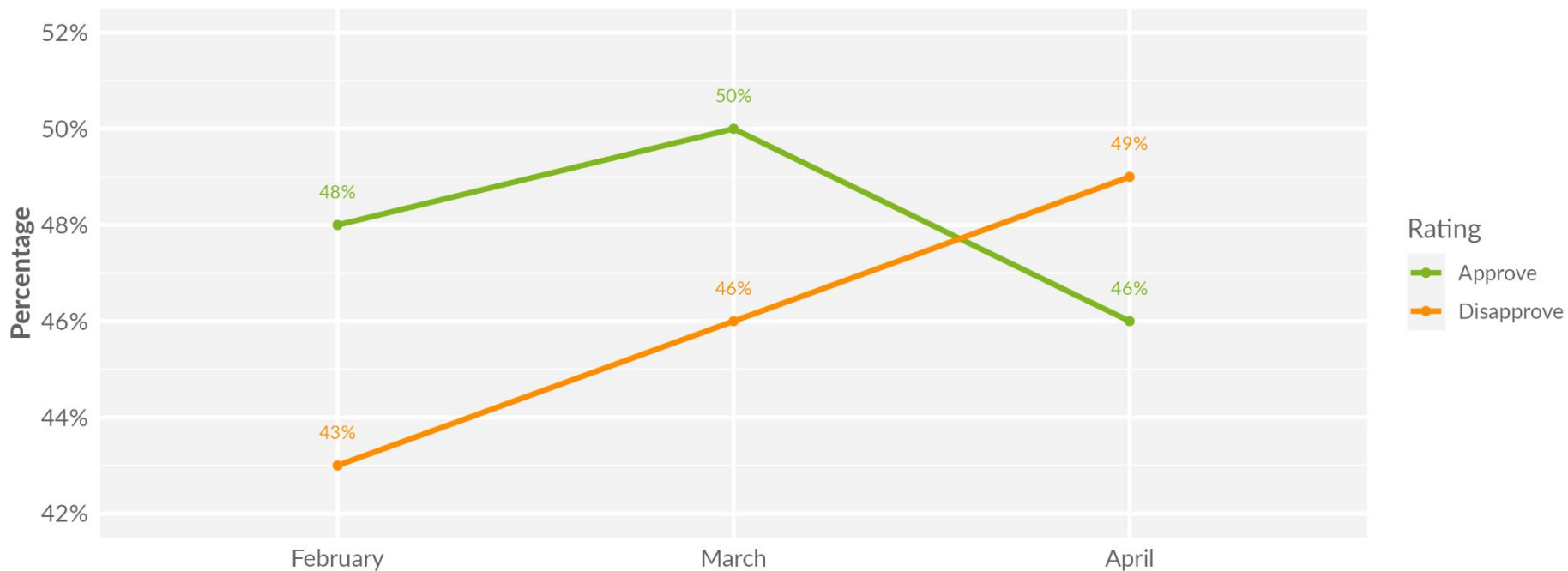


## Political Views and Attitudes

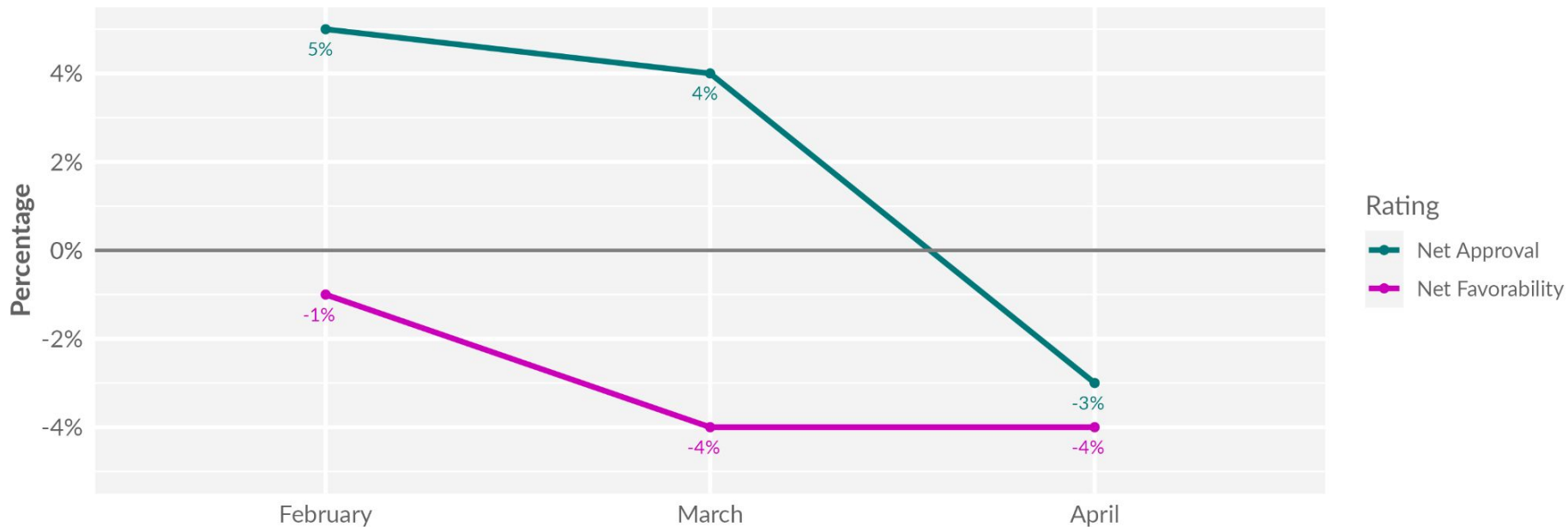
Do you approve or disapprove of the job ... is doing?



## Trump Job Approval Rating in Clarity Omnibus Surveys

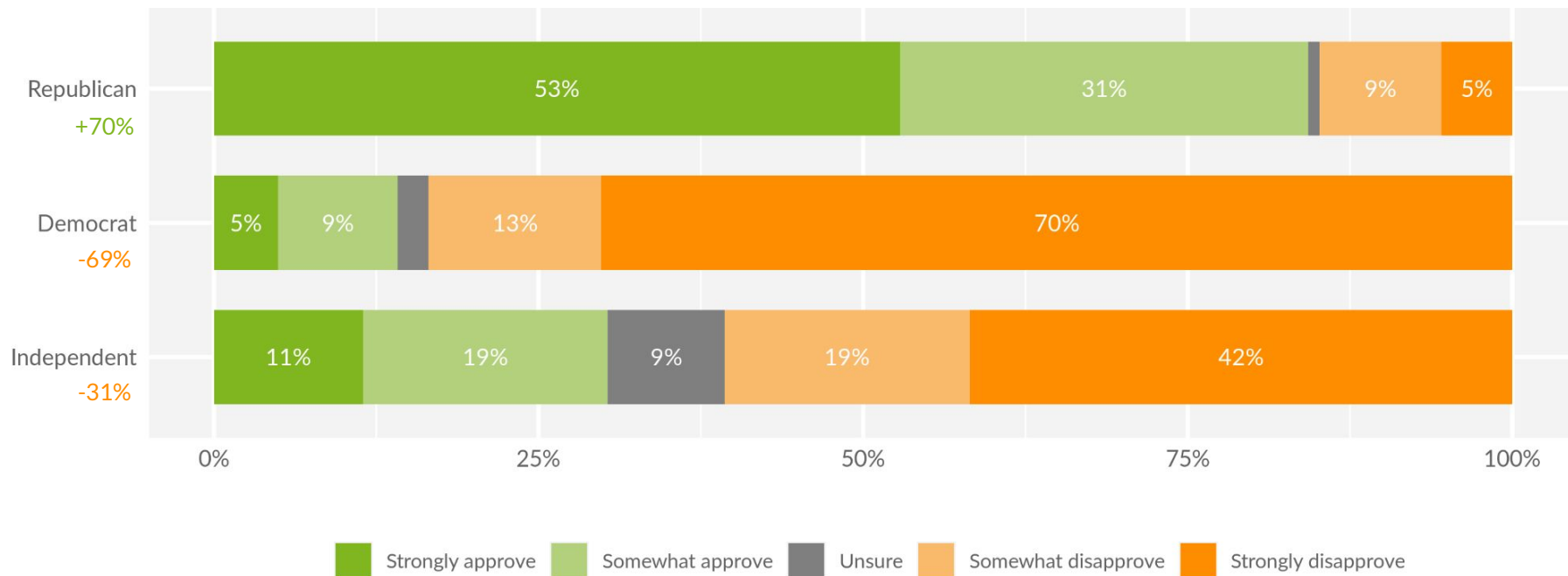


## Trump Net Job Approval and Favorability Ratings in Clarity Omnibus Surveys



## Political Views and Attitudes

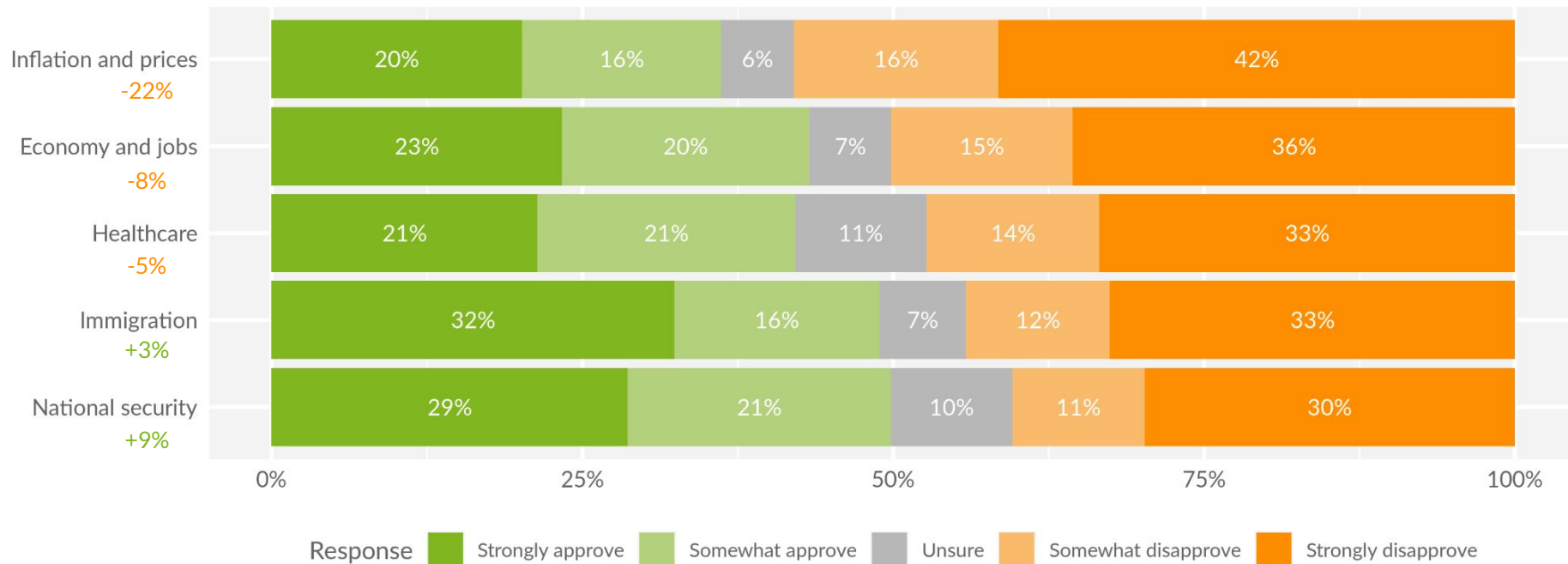
Trump Job Approval by Party ID (w/ Leaners)





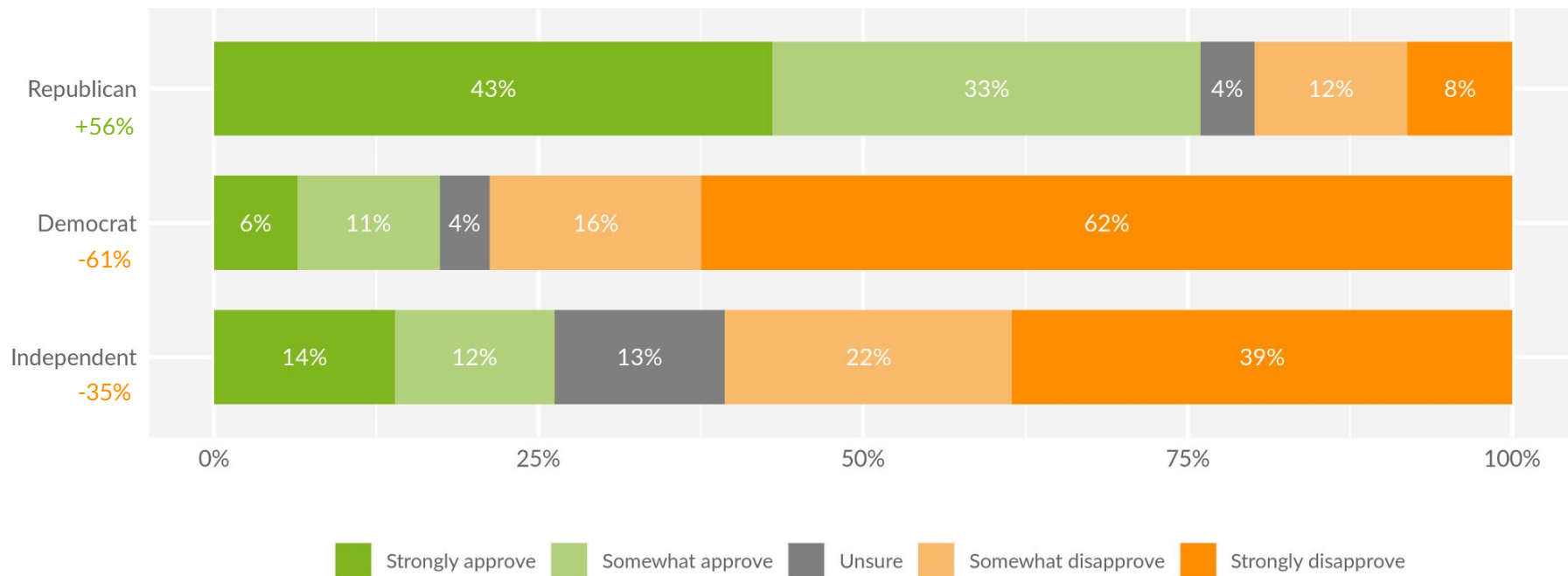
## Political Views and Attitudes

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



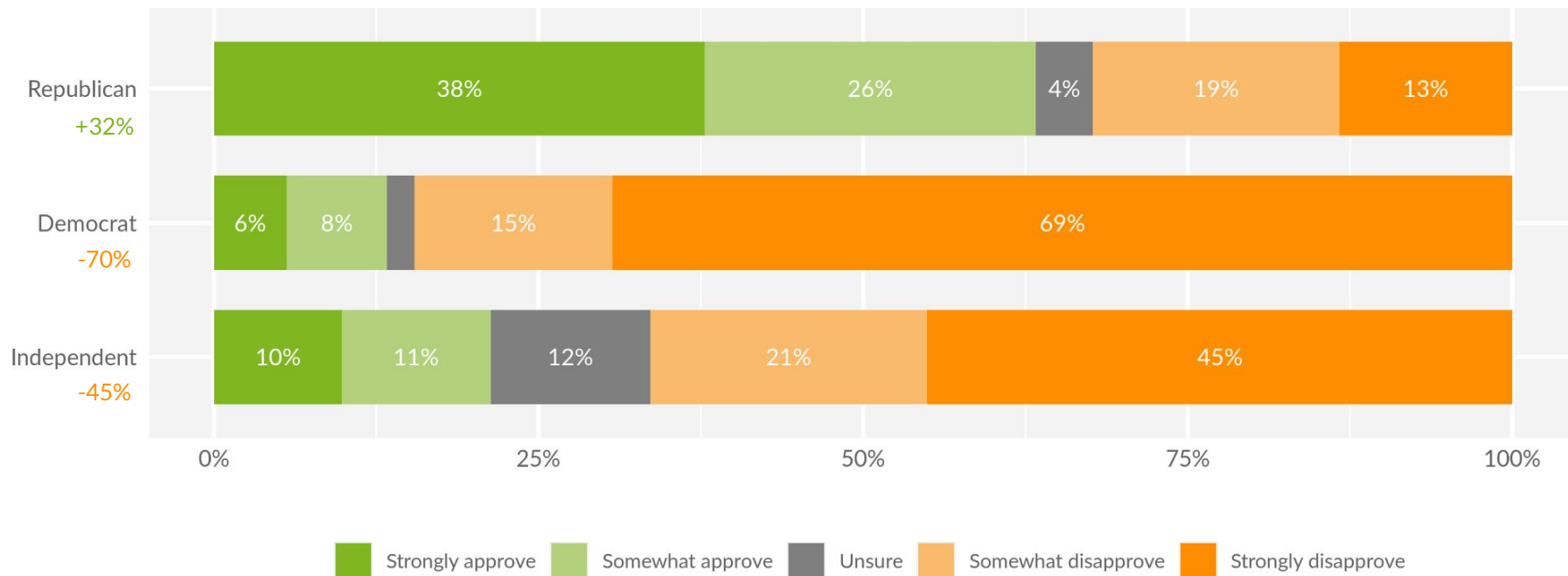
## Political Views and Attitudes

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



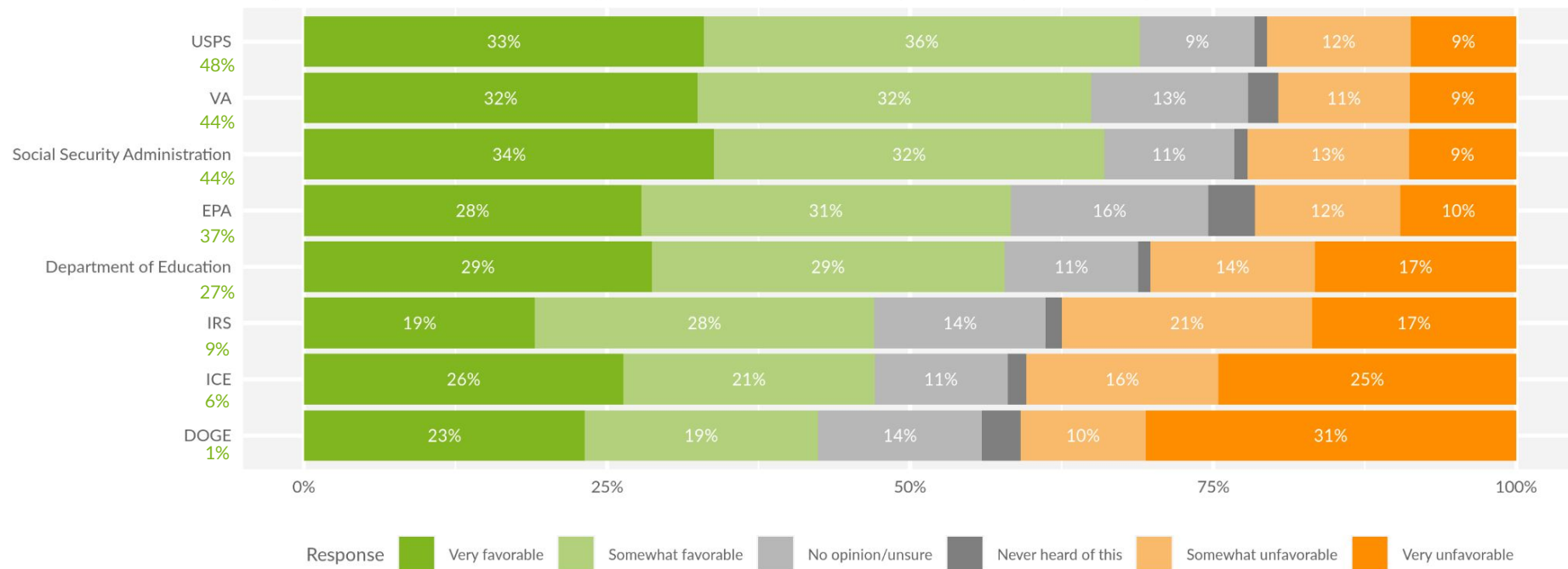
## Political Views and Attitudes

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



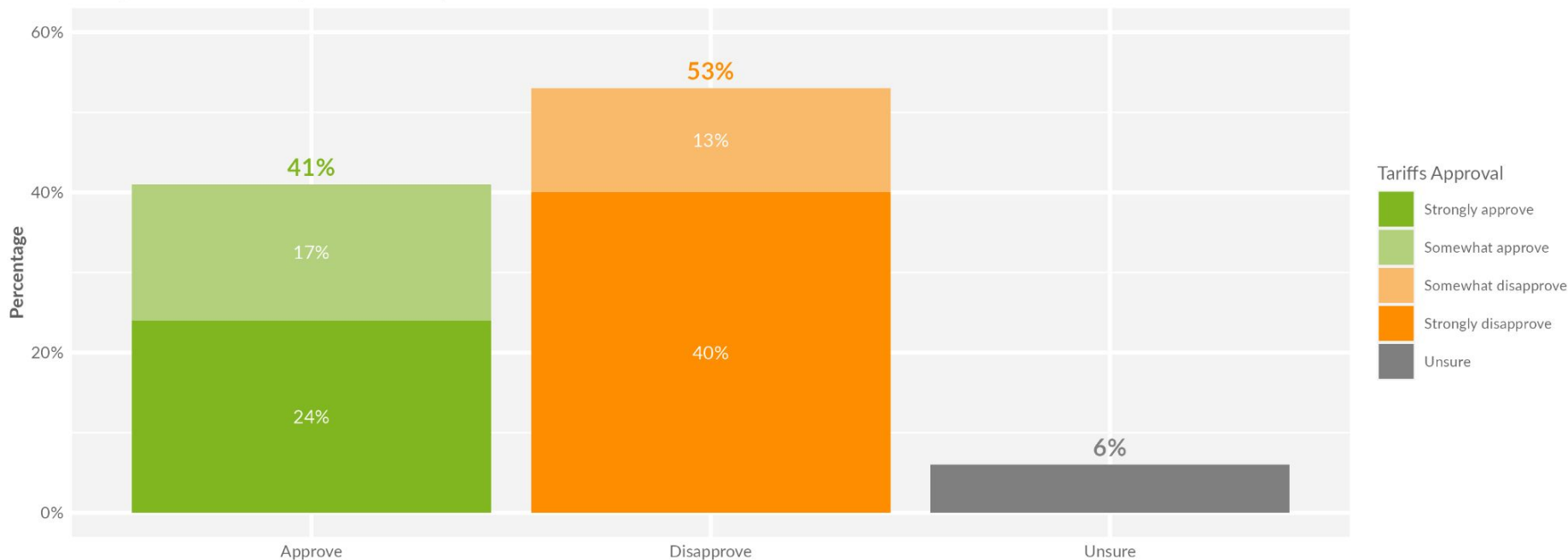
## Political Views and Attitudes

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



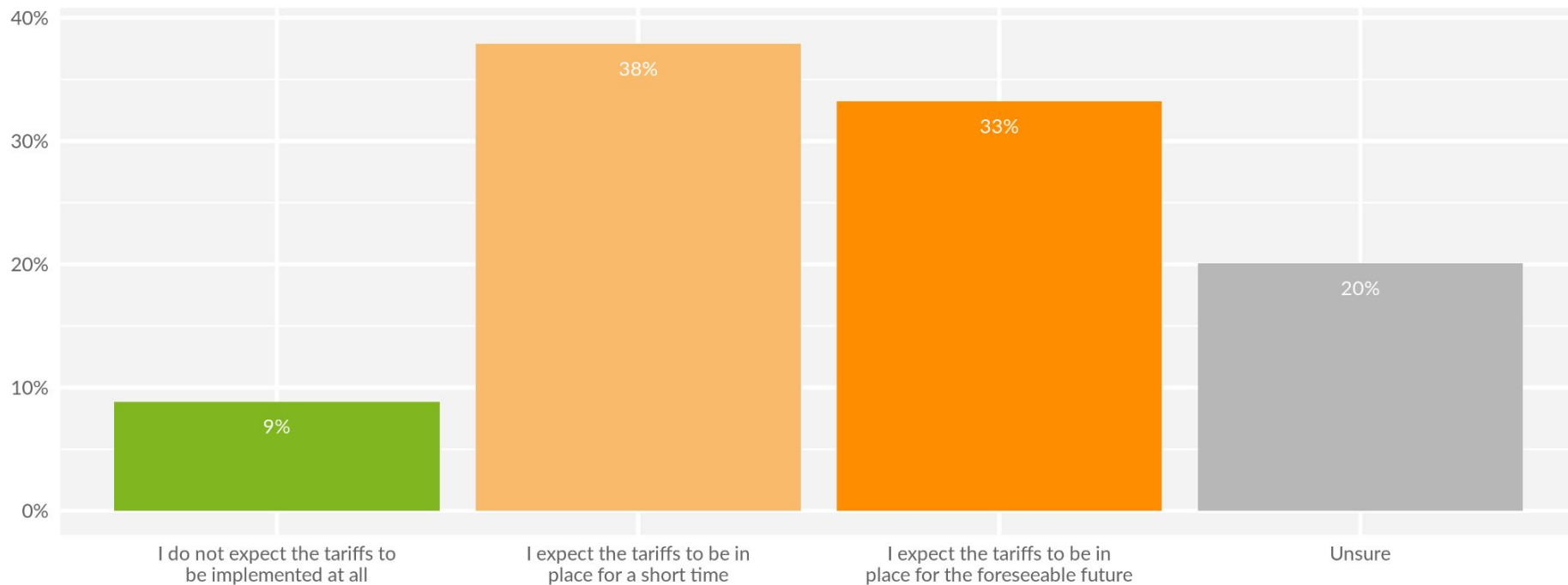
## Political Views and Attitudes

Do you approve or disapprove of the new tariffs that President Trump has planned on all products imported from other countries?



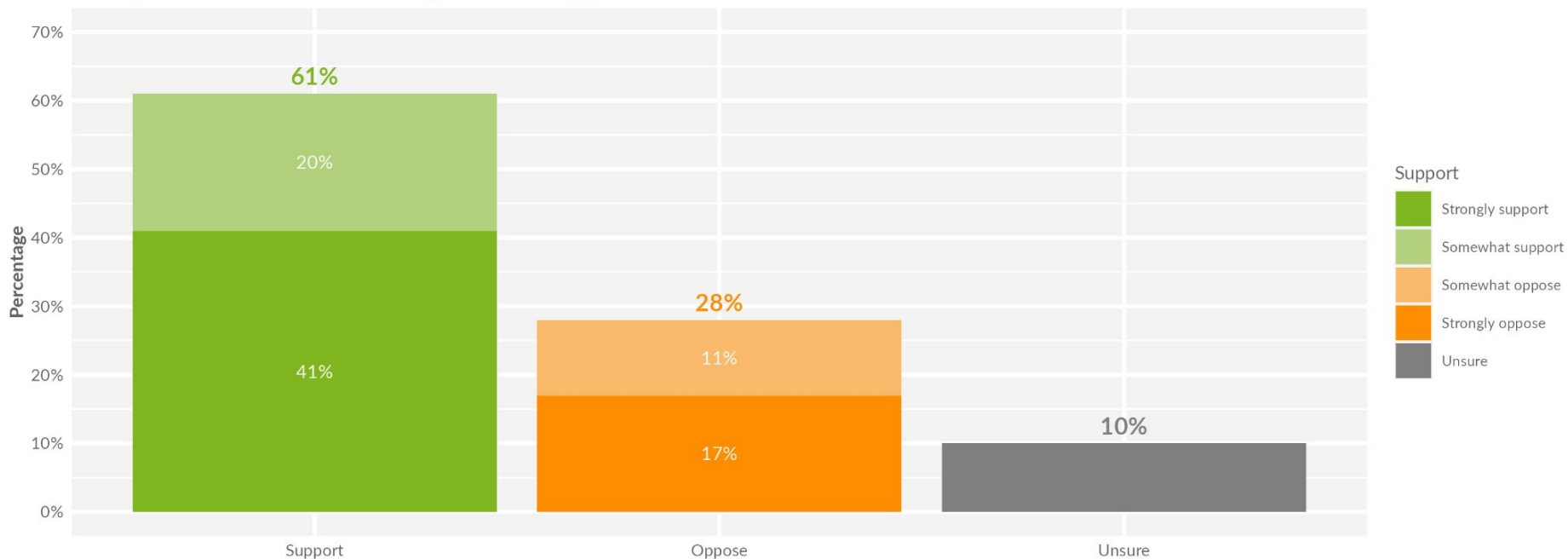
## Political Views and Attitudes

How long do you expect the new planned tariffs on all imported products to be in effect?



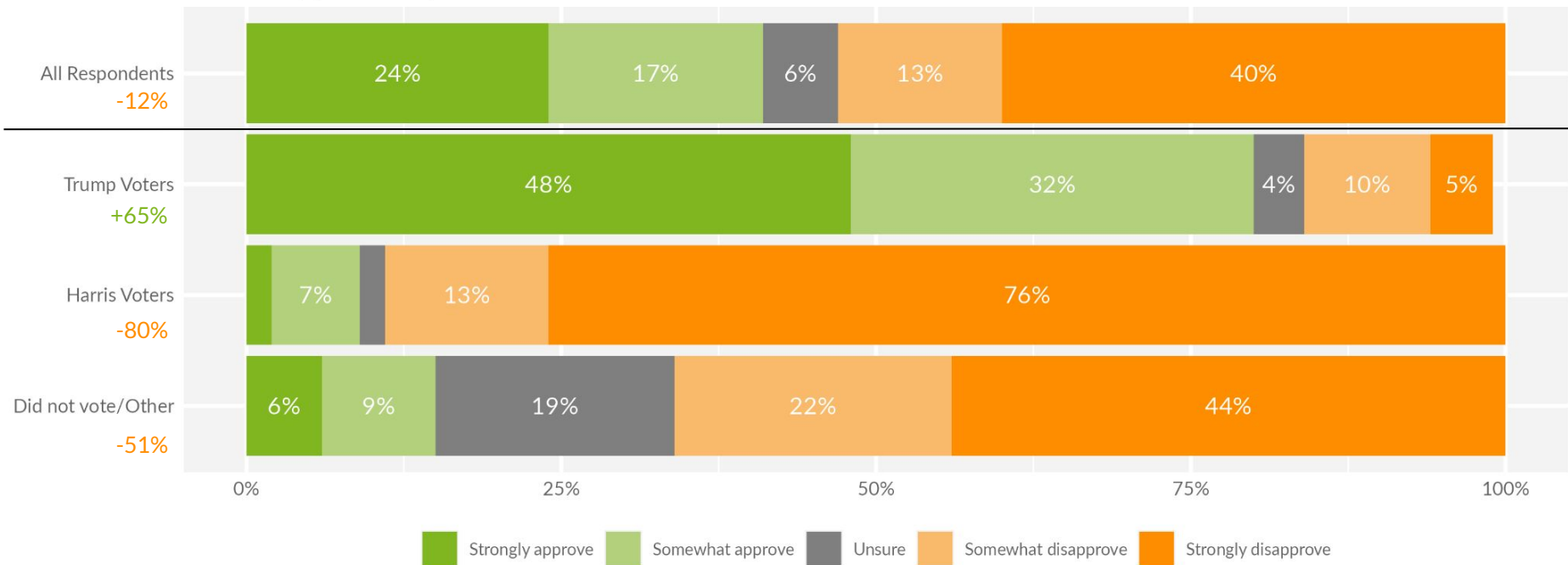
## Political Views and Attitudes

Would you support or oppose a law that restricts the President's ability to impose tariffs without Congressional approval?



## Political Views and Attitudes

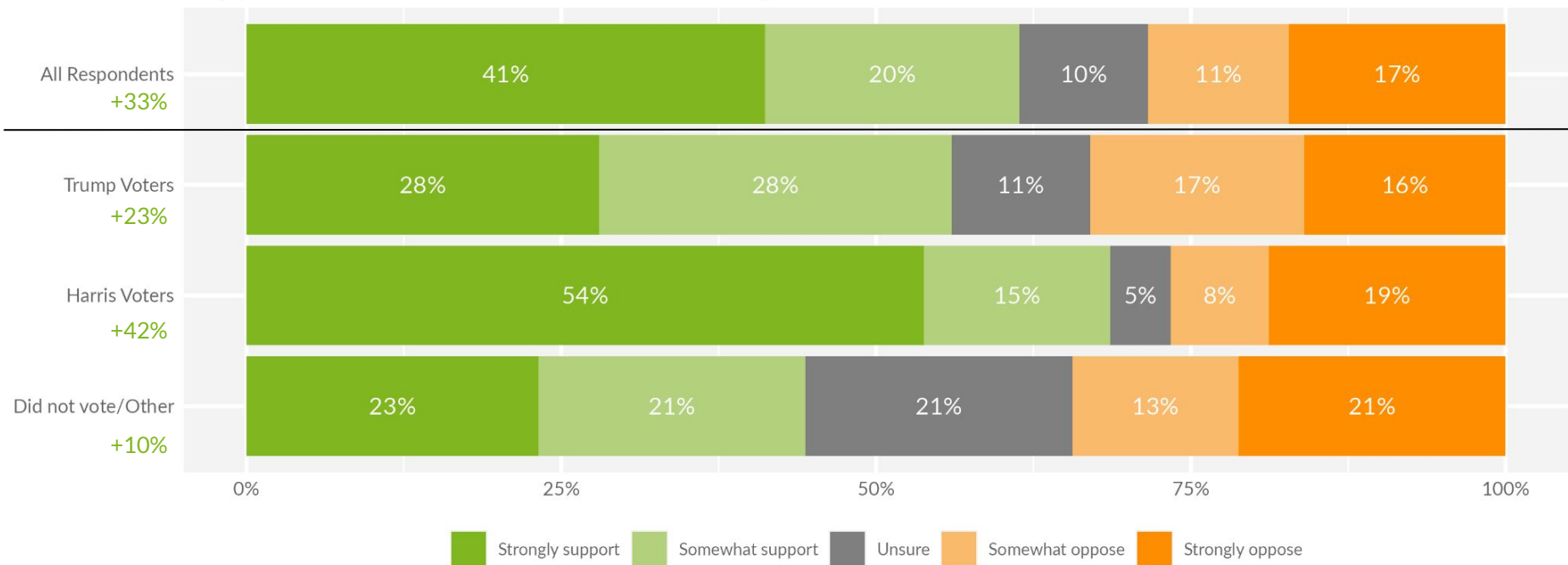
### Tariffs Approval by 2024 Recall





## Political Views and Attitudes

### Support for Tariff Power Restriction Law by 2024 Recall



## Do you support or oppose each of the following policies?

**VA Cuts:** Cutting funding and staff at the Department of Veterans Affairs, which provides healthcare services to military veterans. -39%

**Musk/DOGE Taxpayer Info Access:** Allowing Elon Musk and DOGE to access taxpayers' personal information. -34%

**National Parks Cuts:** Cutting staff, hours, and programs at National Parks, the Forest Service, and Historic Landmarks. -30%

**Blocking Appropriations:** Blocking spending that Congress has approved for all government grants, including those for Medicare, food banks, and loans for farmers. -30%

**Tariffs on CA and MX:** Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada. -21%

**Tariffs on China:** Adding a 125% tariff (import tax) on all goods, including clothing and consumer electronics, imported from China. -20%

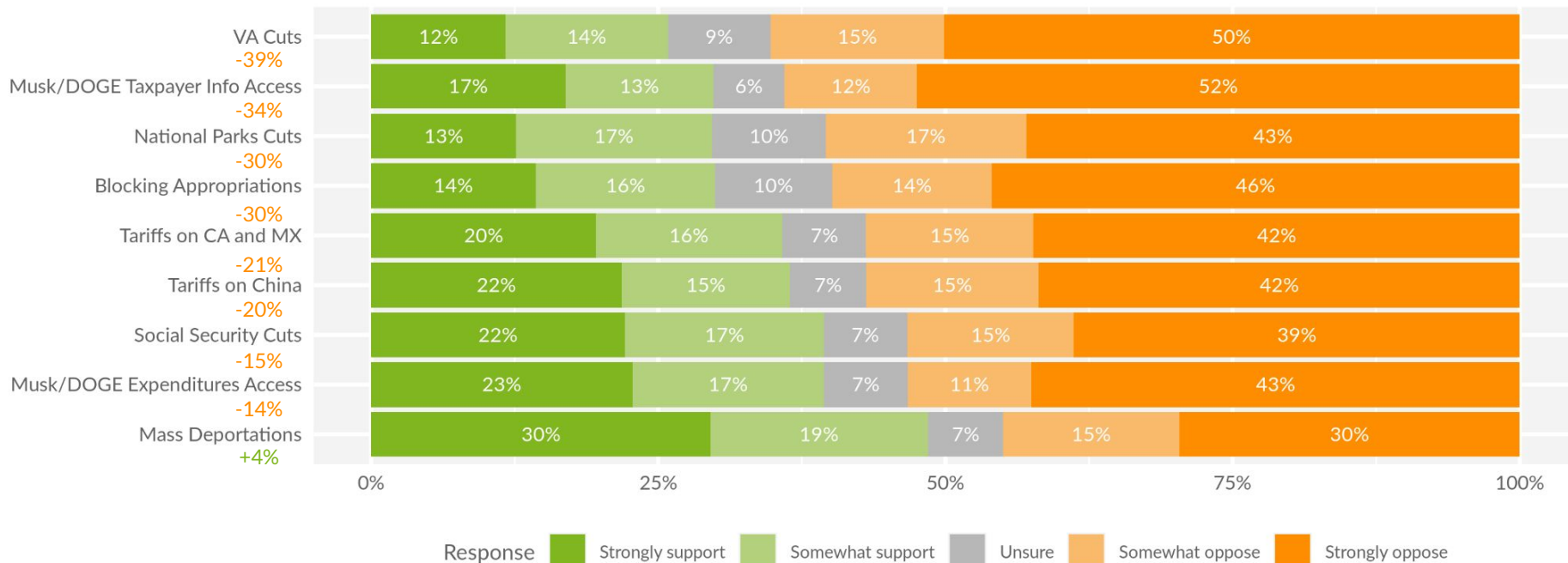
**Social Security Cuts:** Attempting to cut costs and reduce fraud at the Social Security Administration by cutting staff, closing regional offices, and removing phone support options. -15%

**Musk/DOGE Access:** Giving Elon Musk and DOGE, a new agency focused on government efficiency, access to all information on government expenditures. -14%

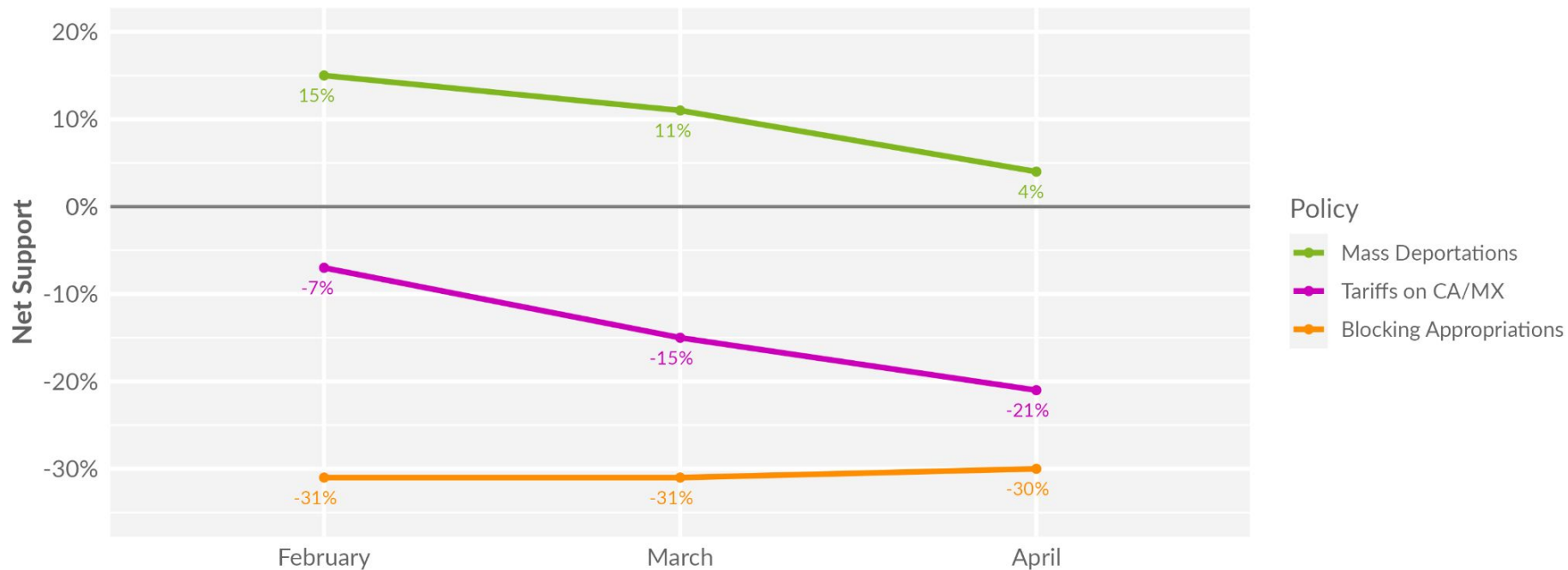
**Mass Deportations:** Deporting all people residing in the country without legal status, including those who have not been accused of any additional crimes. +4%

## Political Views and Attitudes

Do you support or oppose each of the following policies?

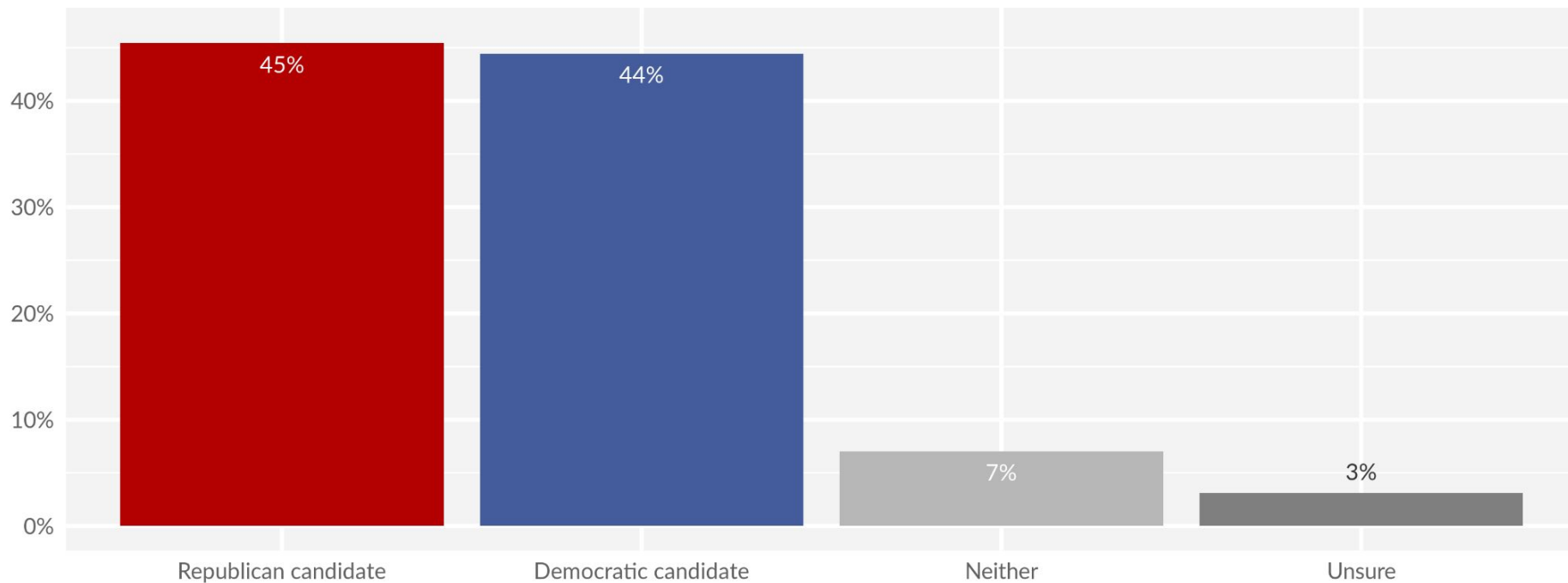


## Trump Policy Net Support in Clarity Omnibus Surveys

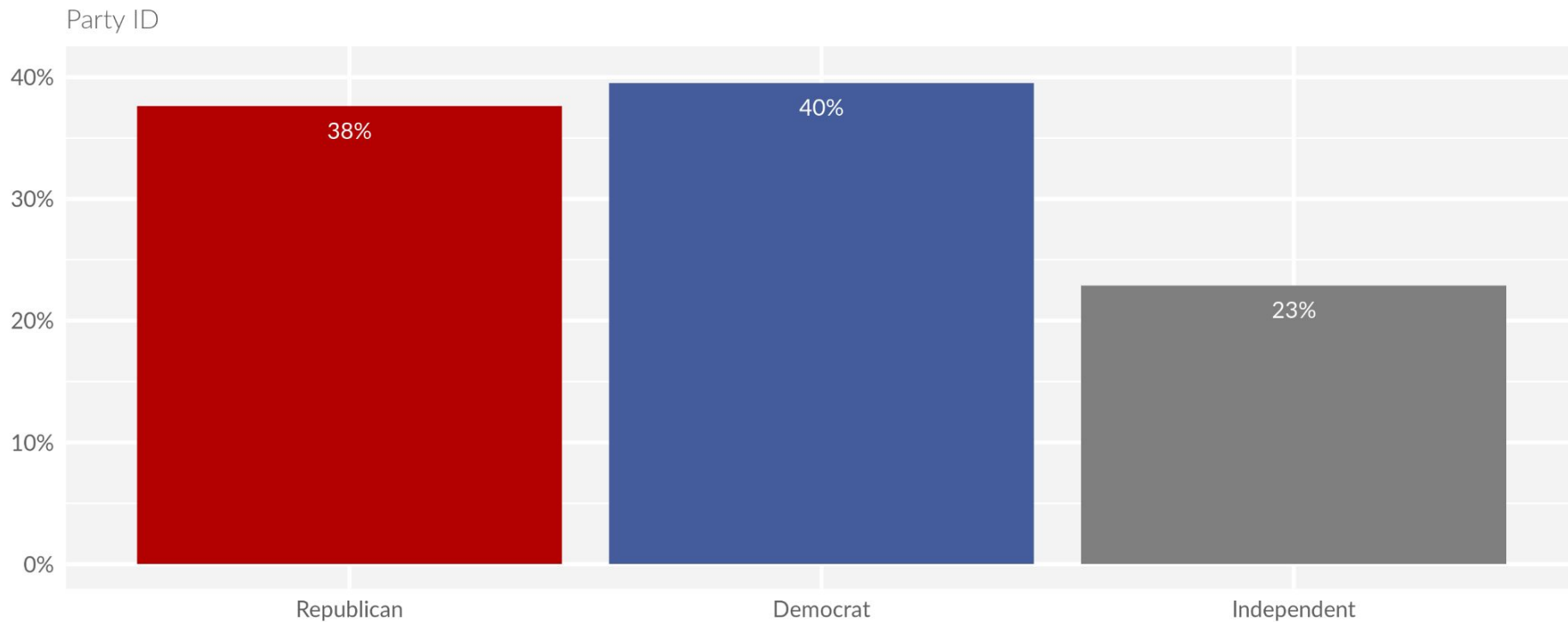


## Political Views and Attitudes

Generic House Vote (w/ Leaners)



## Political Views and Attitudes

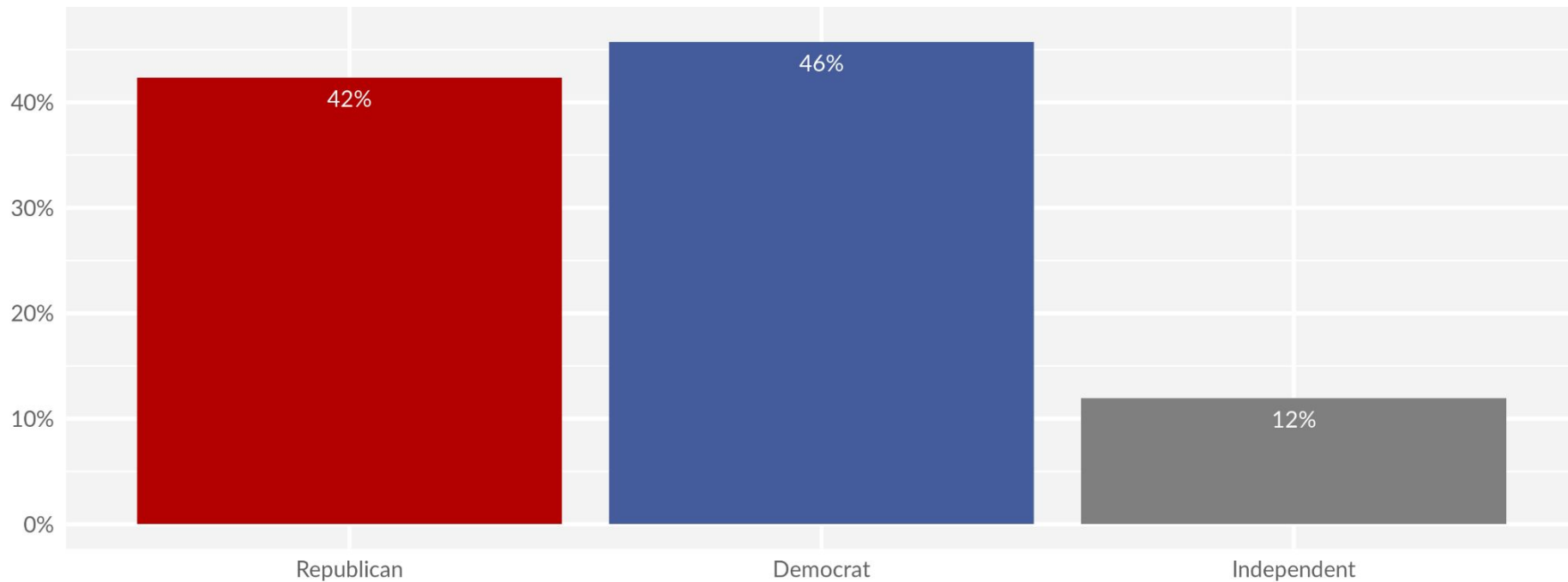


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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## Political Views and Attitudes

Party ID [After Independent Push]

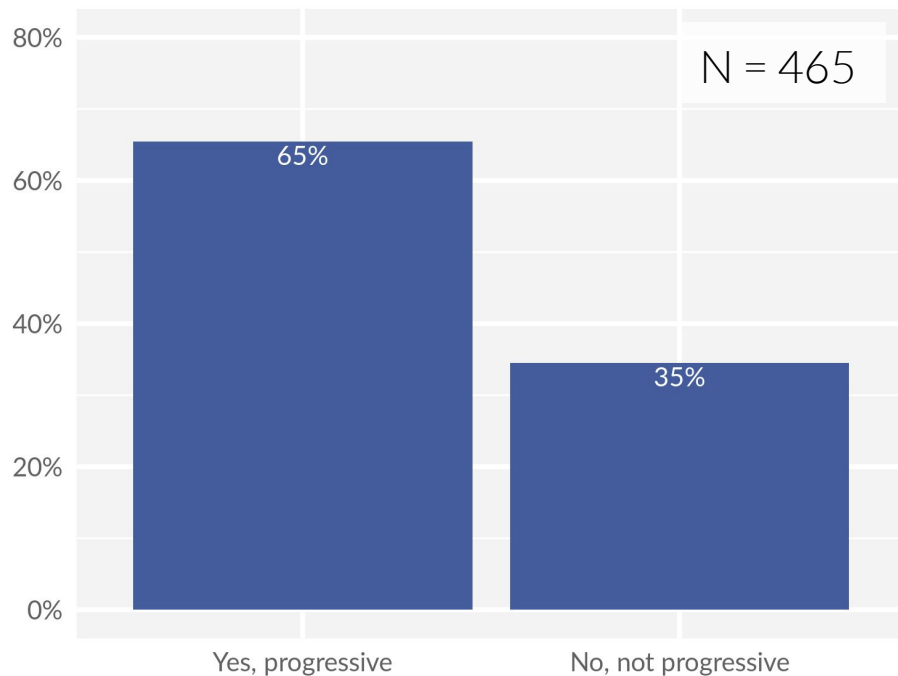


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

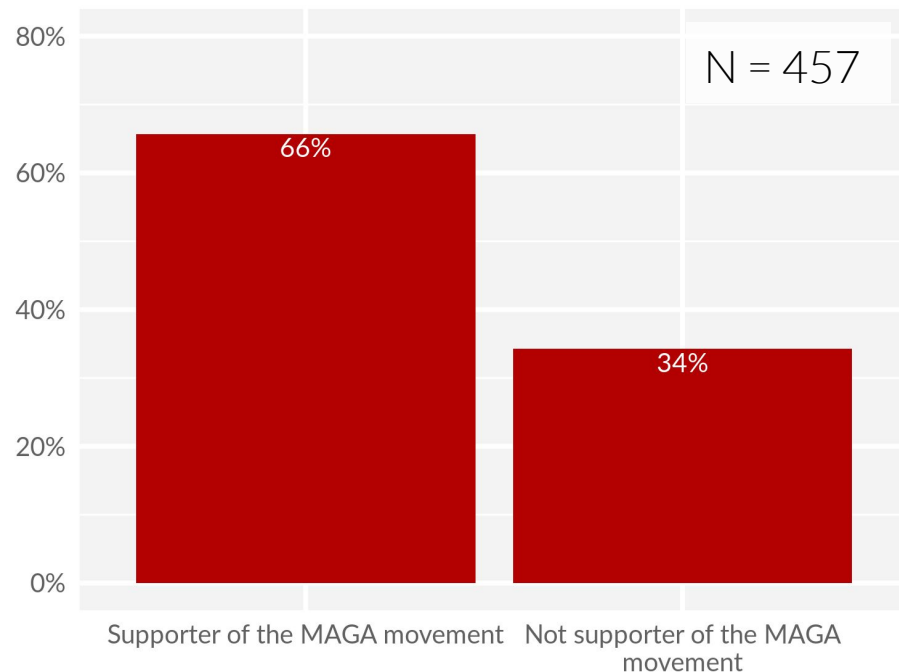
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## Political Views and Attitudes

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



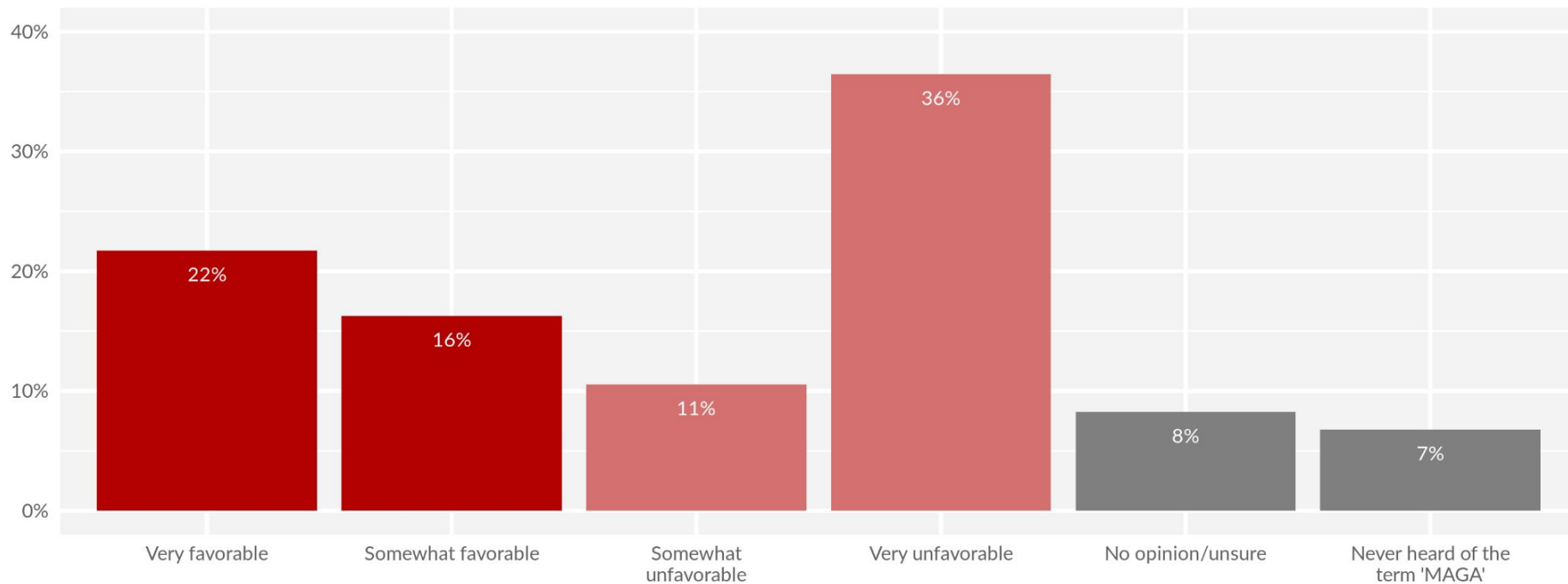
MAGA Supporter [IF Party ID w/ Leaners = 'Republican']





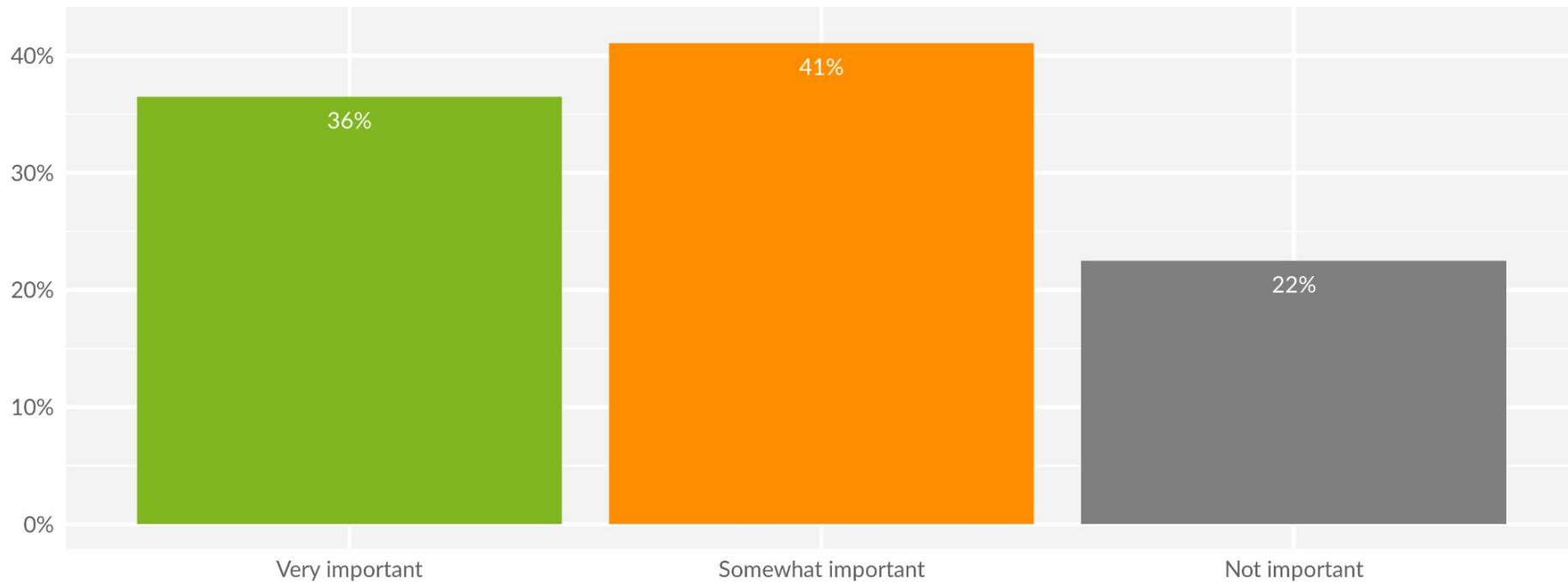
## Political Views and Attitudes

What is your impression of MAGA Republicans in general?



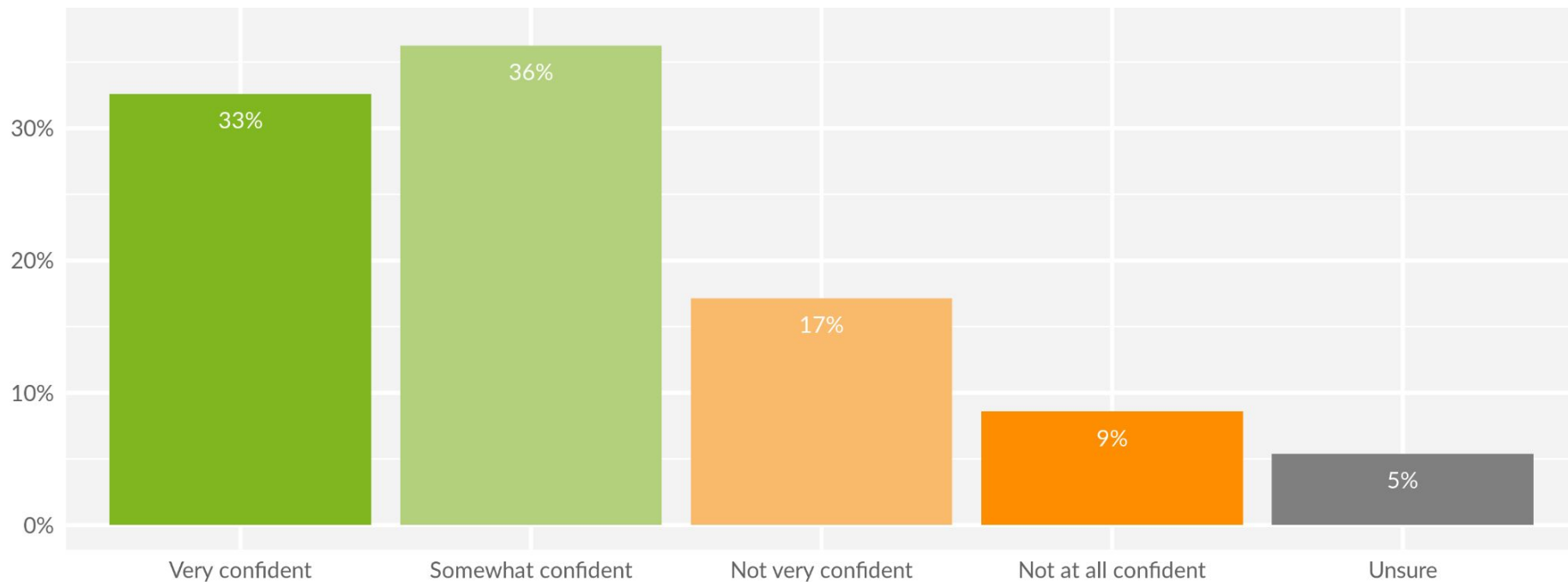
## Political Views and Attitudes

How important is politics to your personal identity?



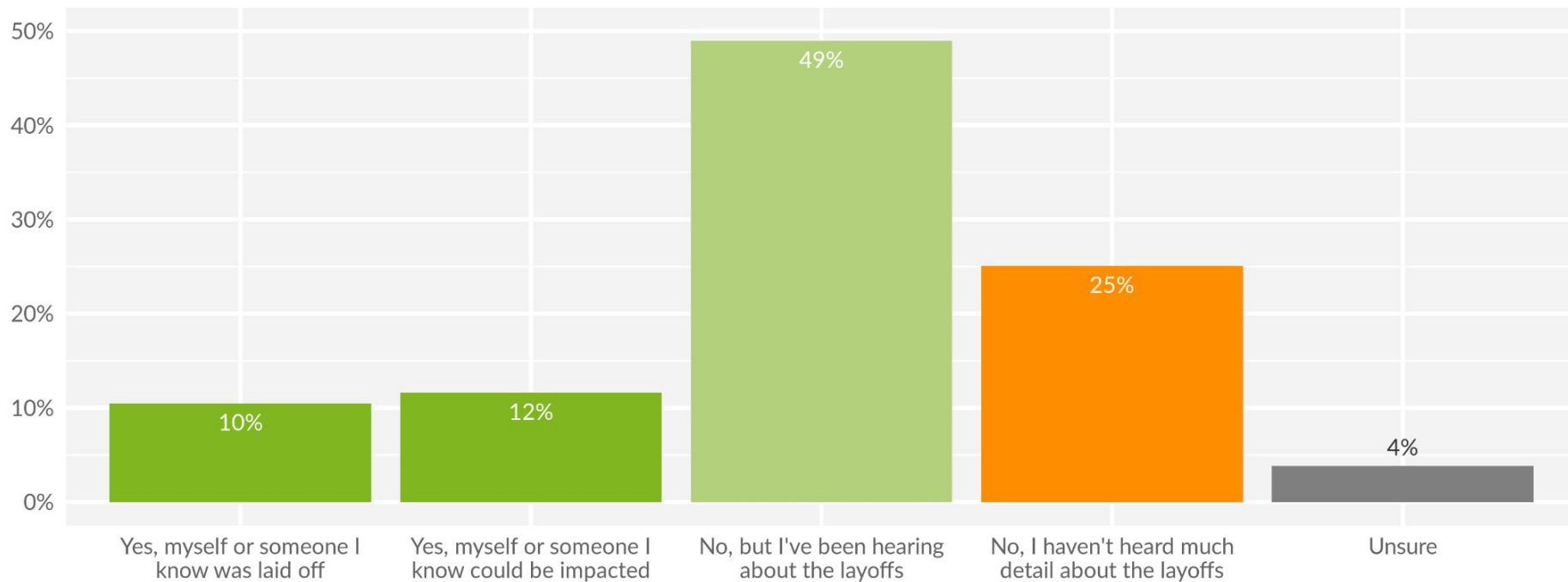
## Political Views and Attitudes

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



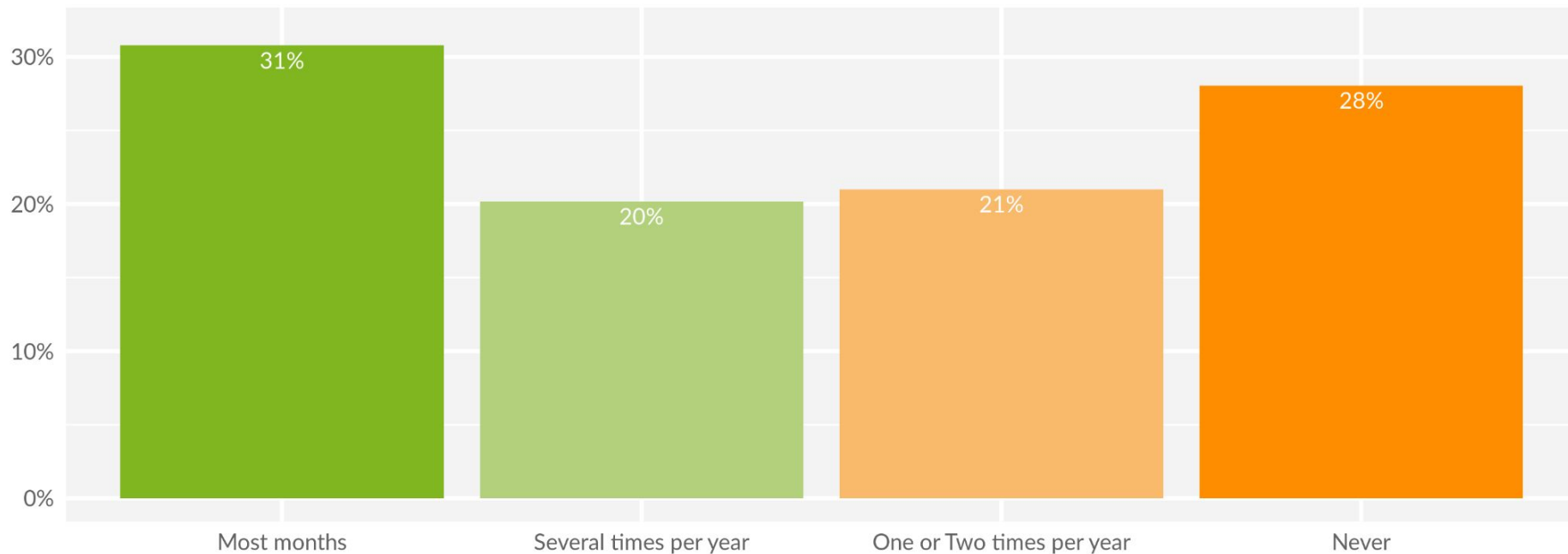
## National Issues

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



## 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?

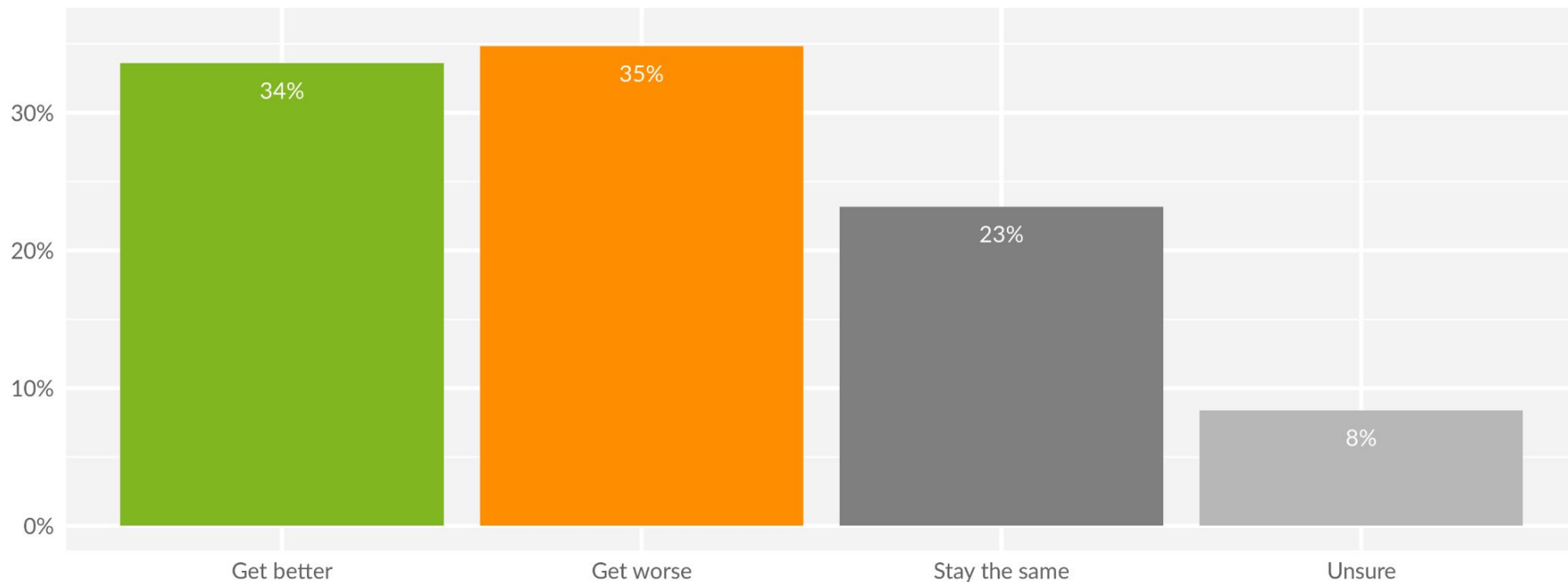


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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## National Issues

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



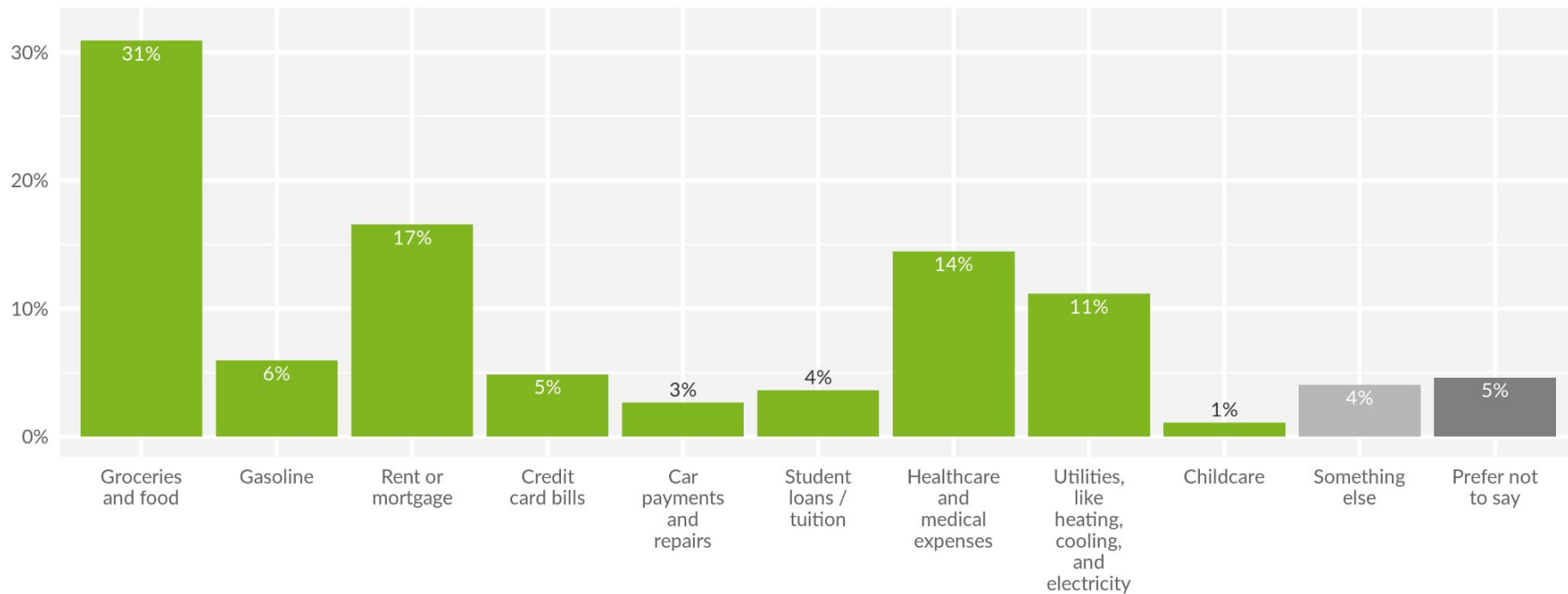
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## National Issues

N = 534

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



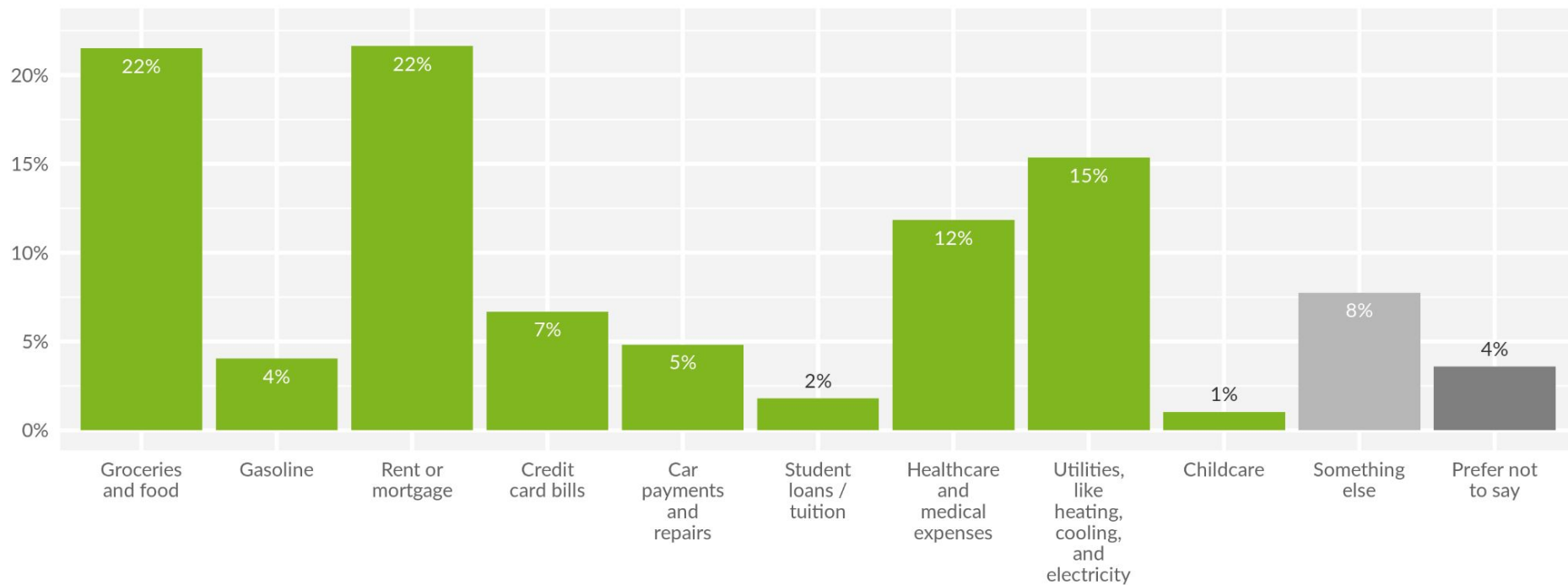
Split using "unfair"

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## National Issues

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

N = 518



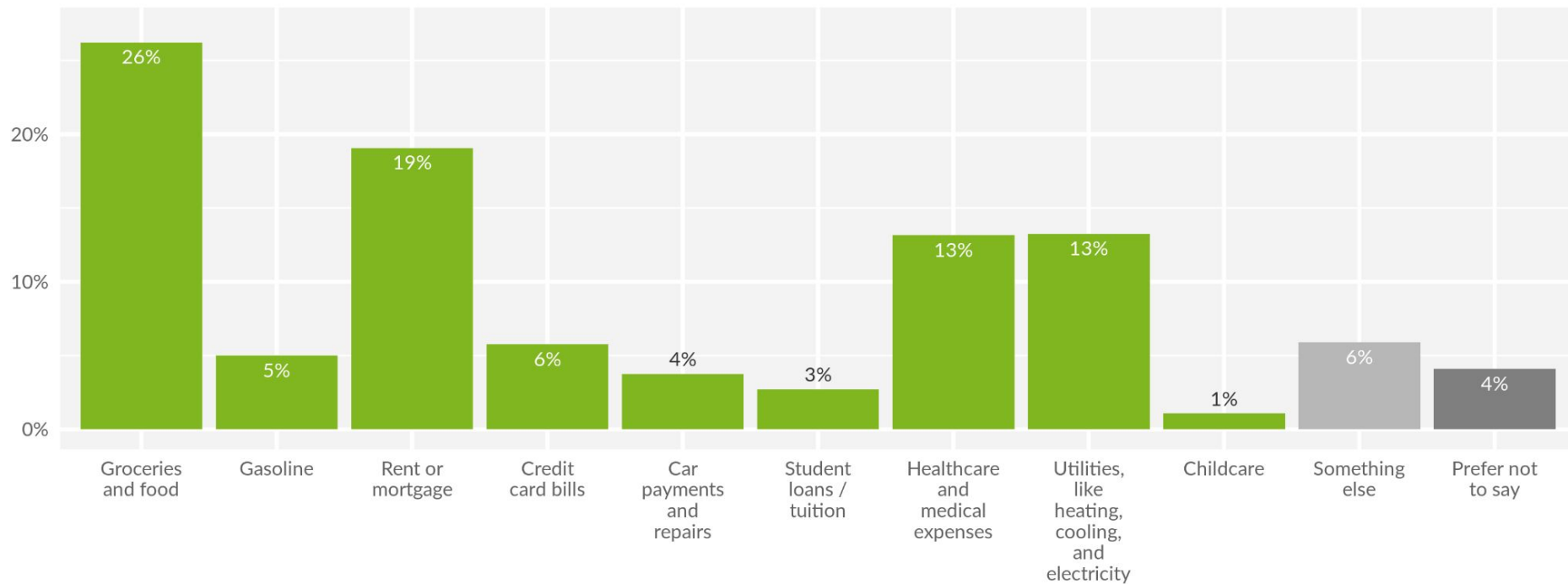
Split using "*stressful*"

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## National Issues

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

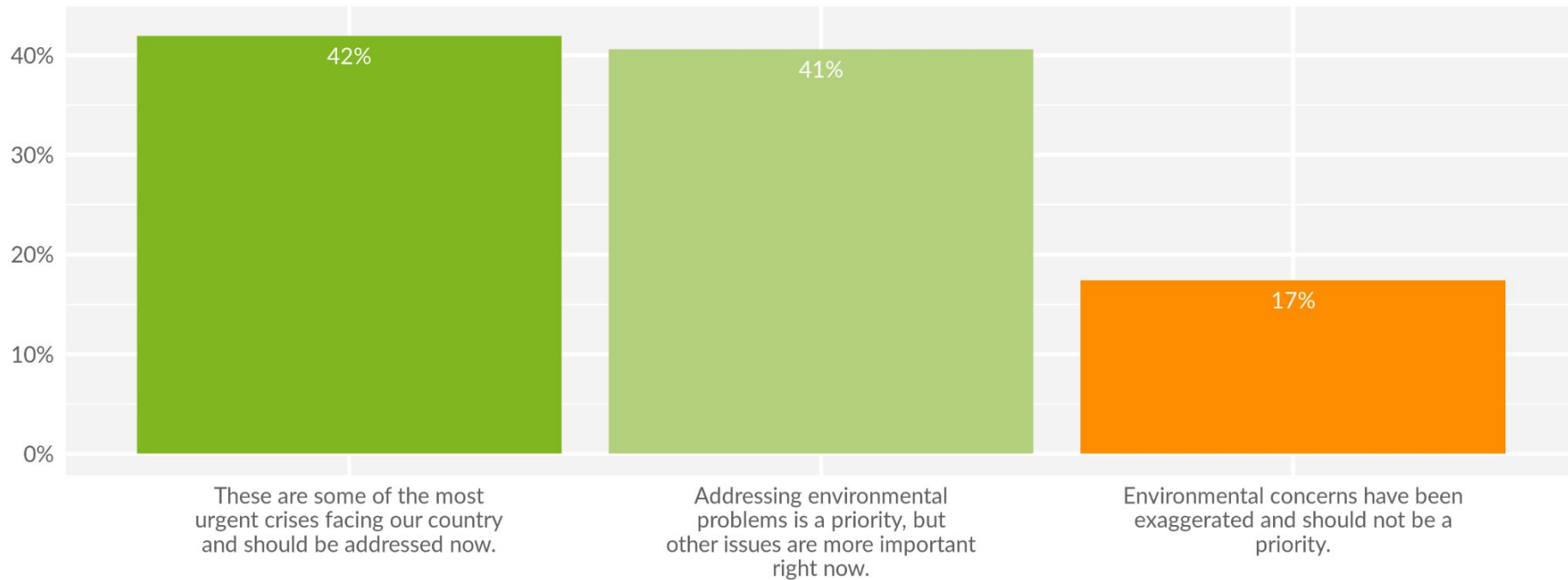


Combining “unfair” and “stressful”

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## National Issues

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

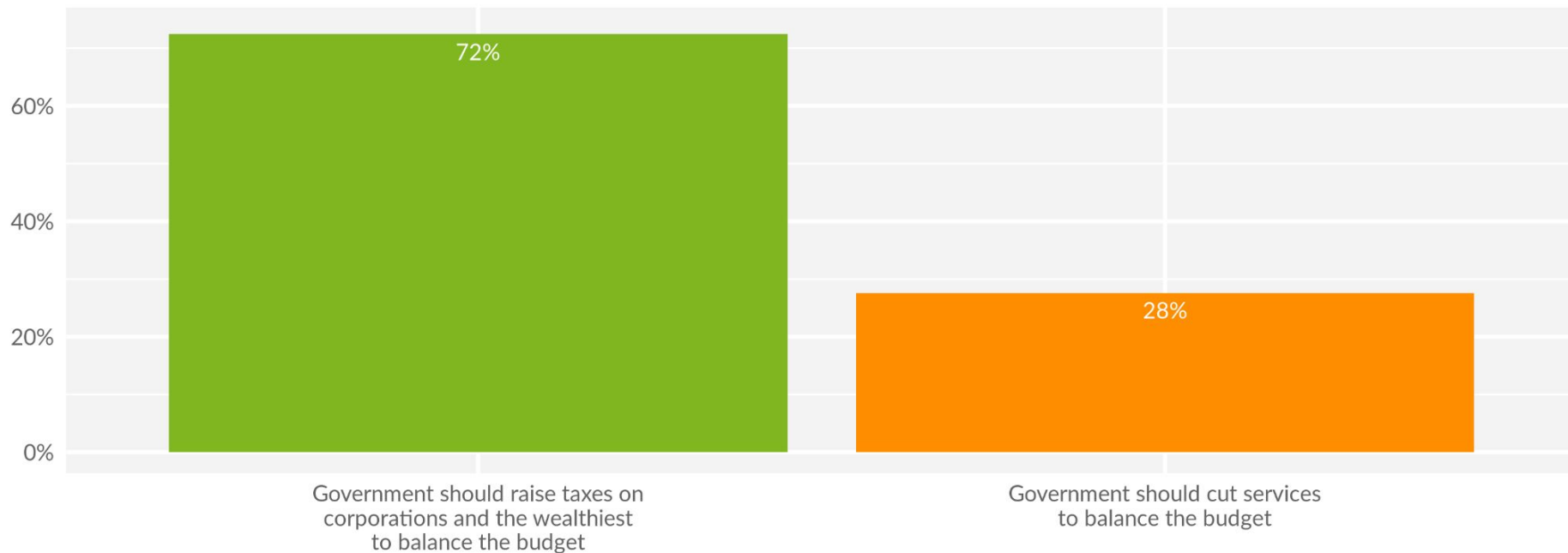


Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)

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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?

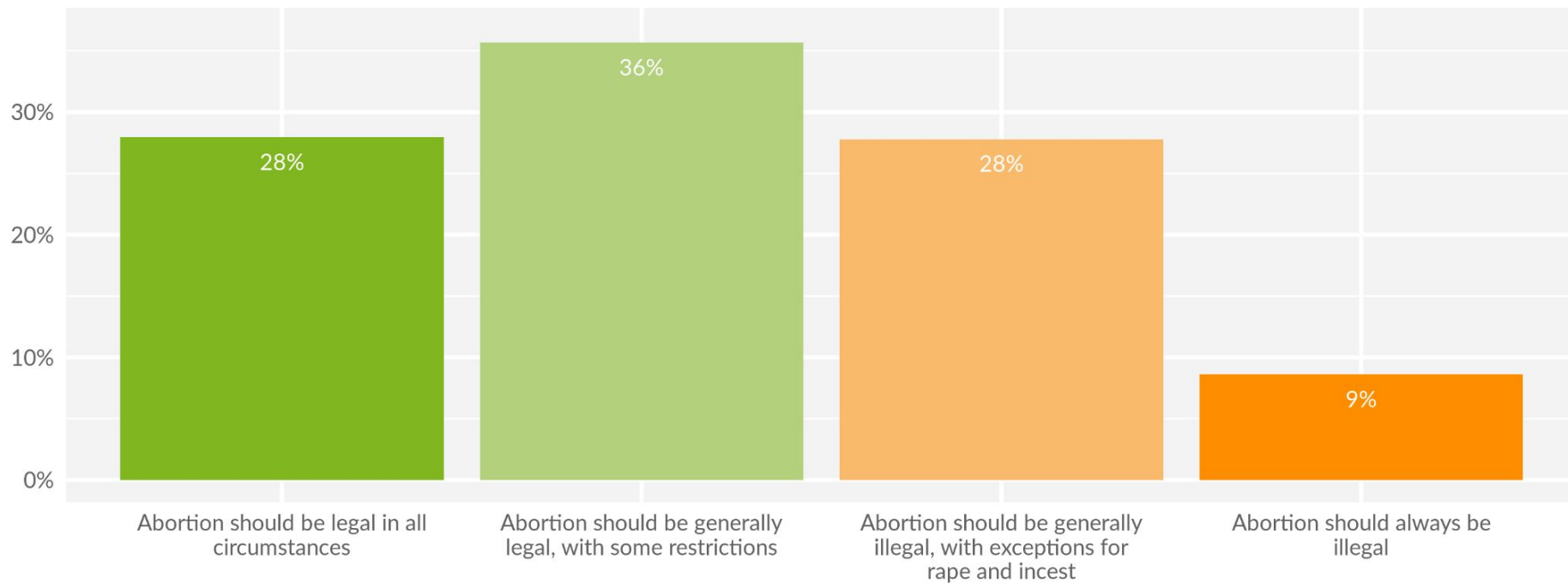


Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

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## National Issues

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

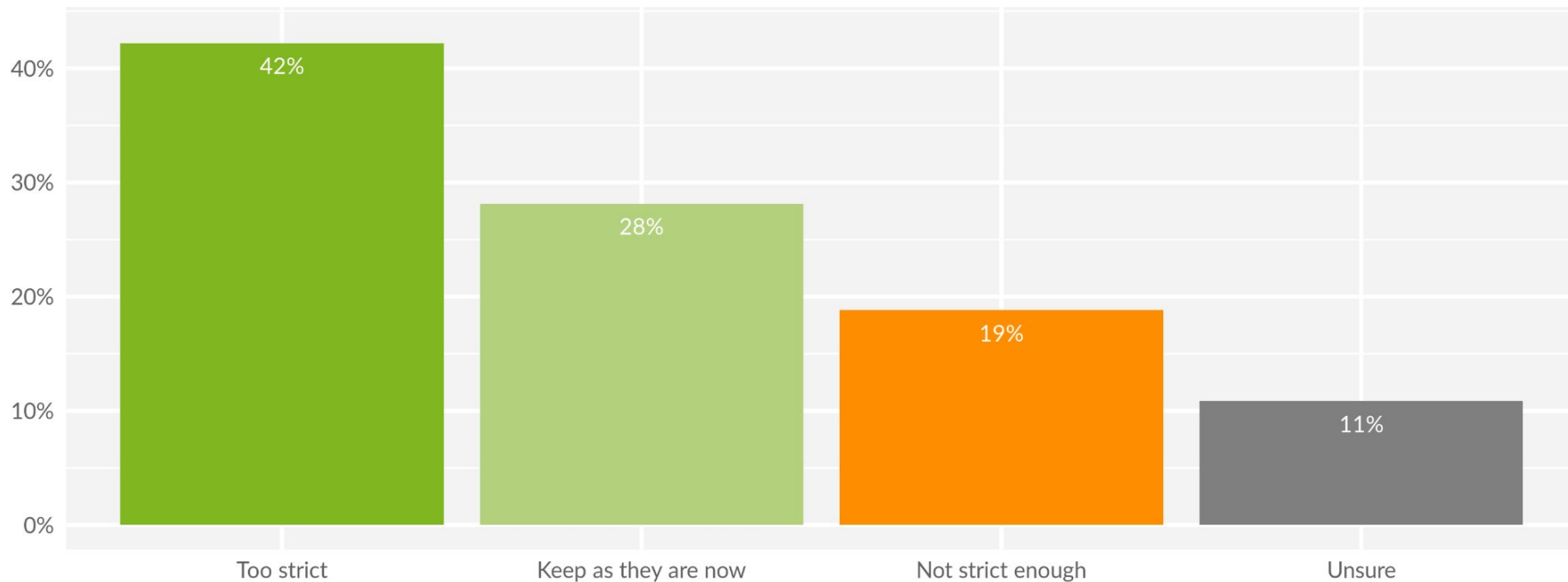


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

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## National Issues

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

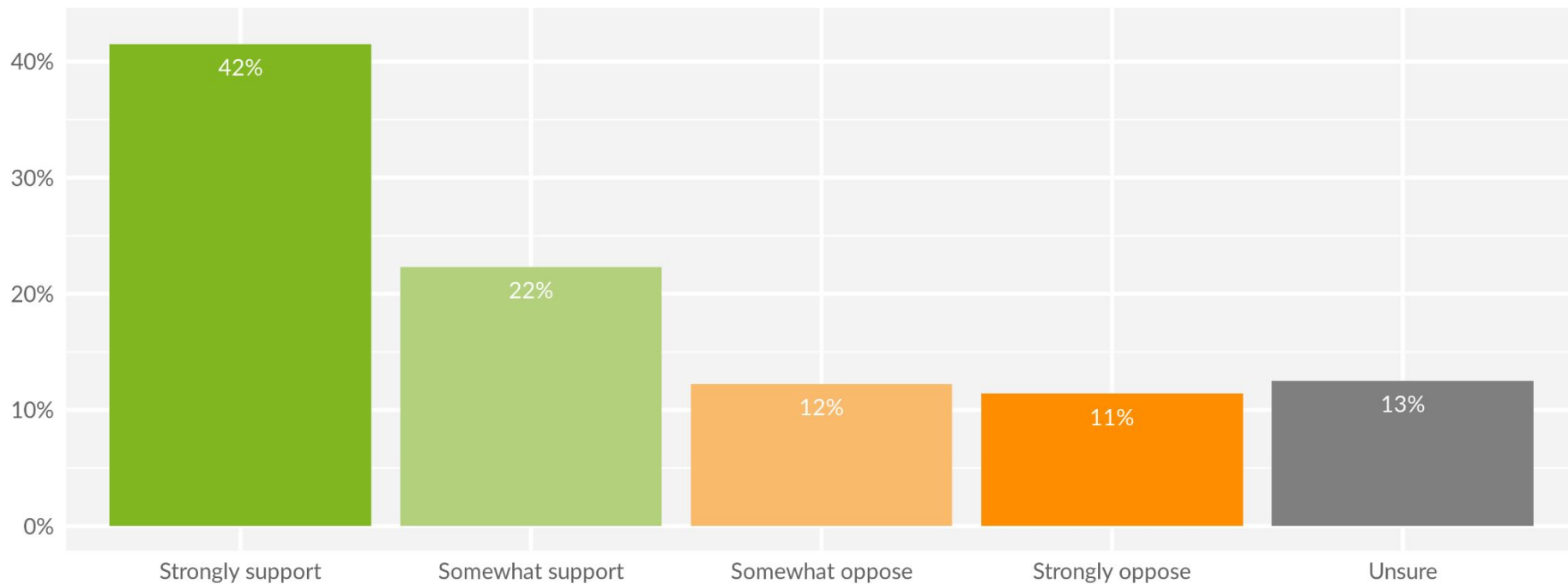


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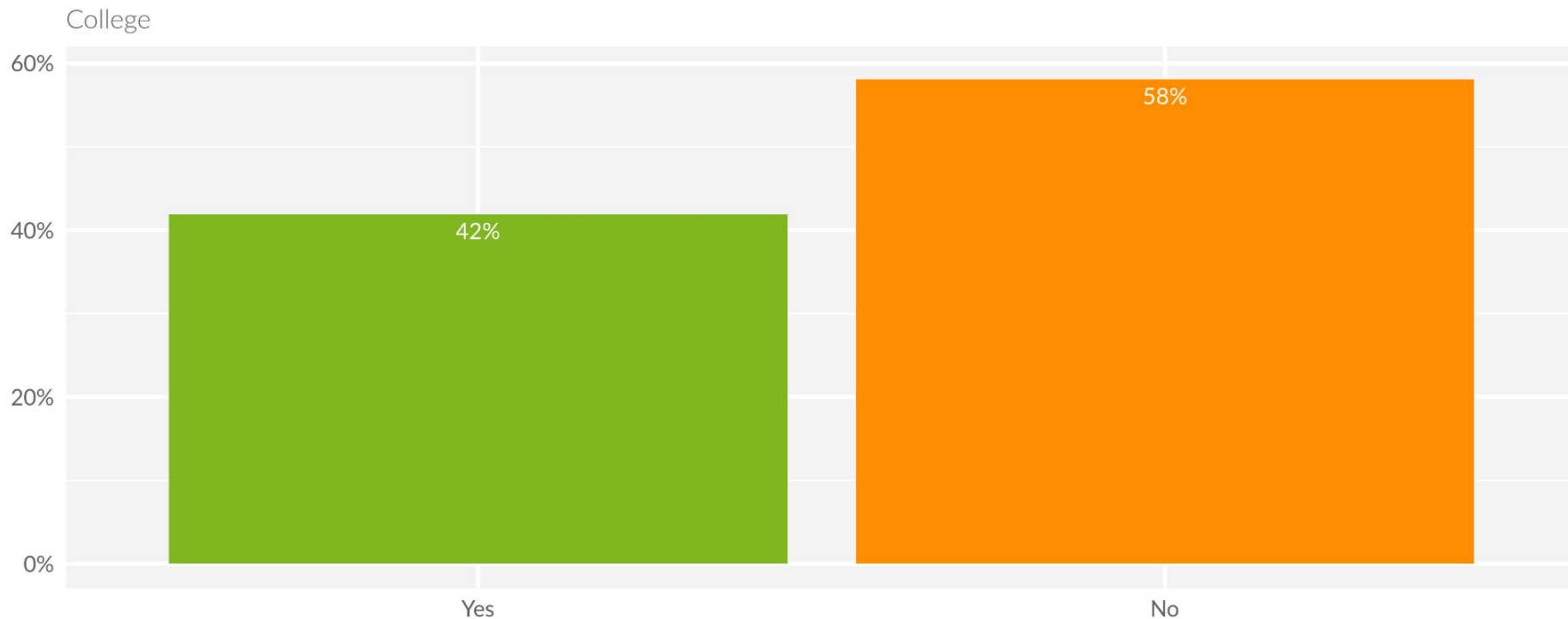
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## National Issues

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



## Demographics

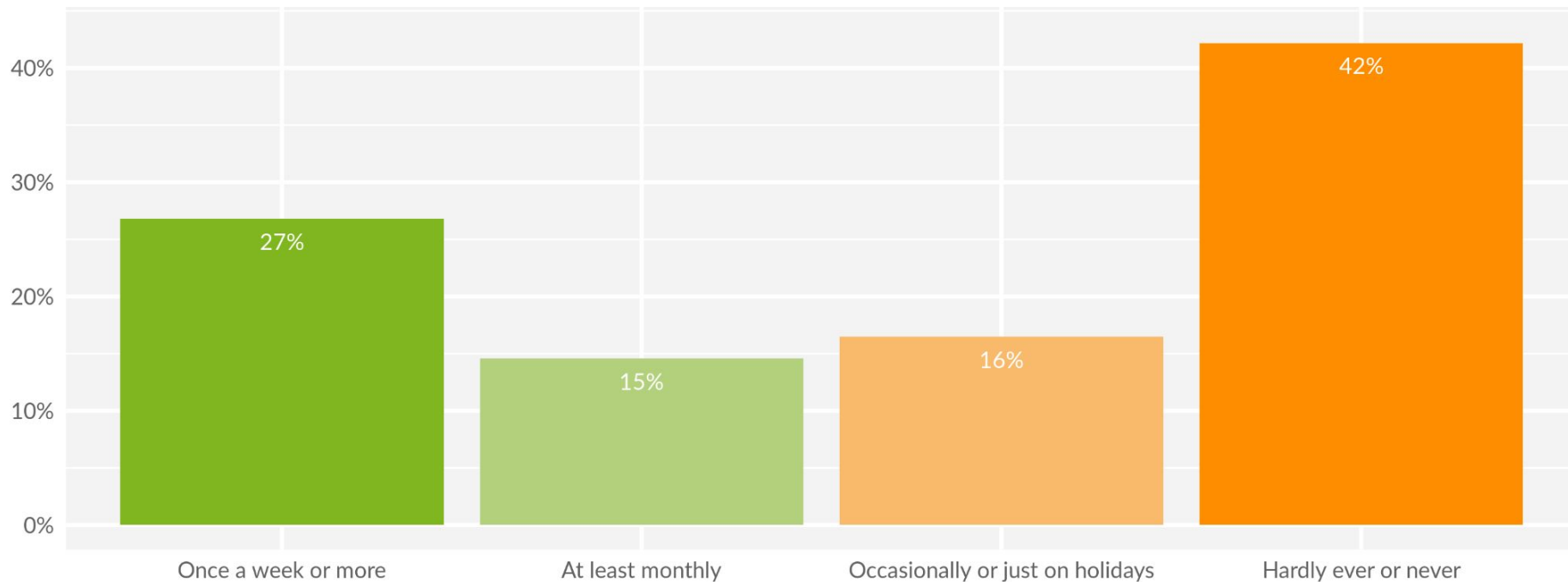


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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## Demographics

Religious Services Attendance



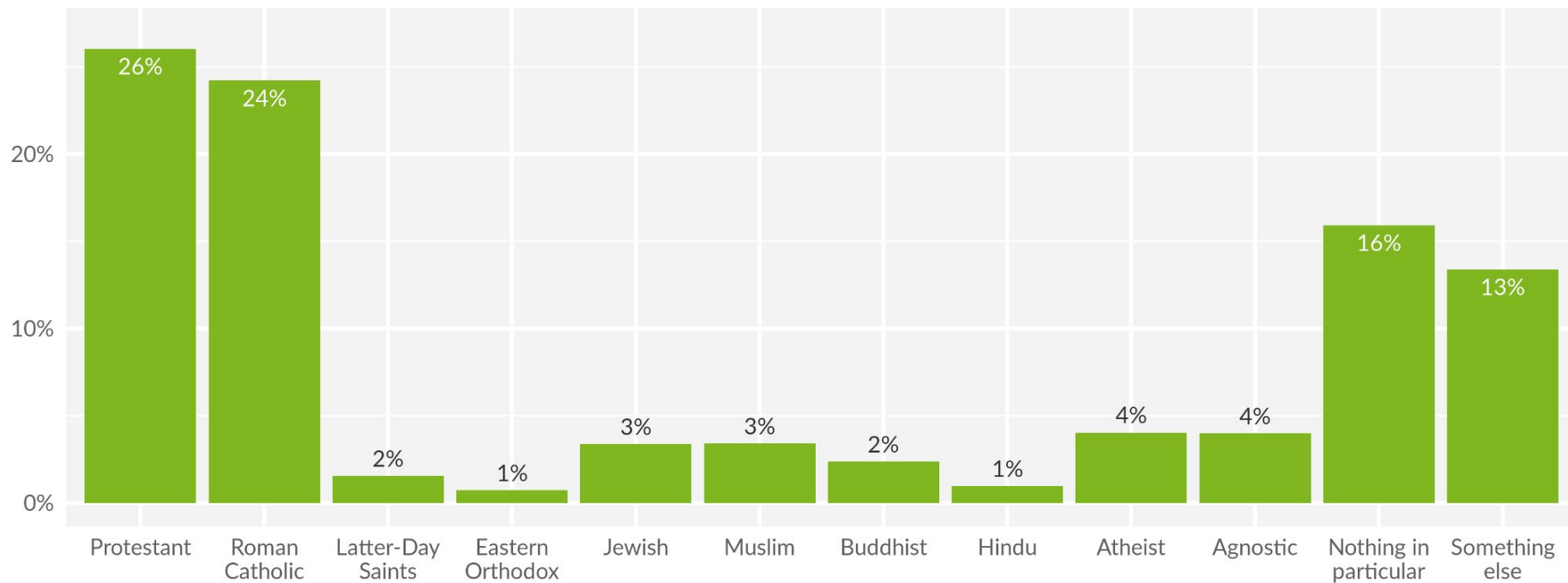
Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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## Demographics

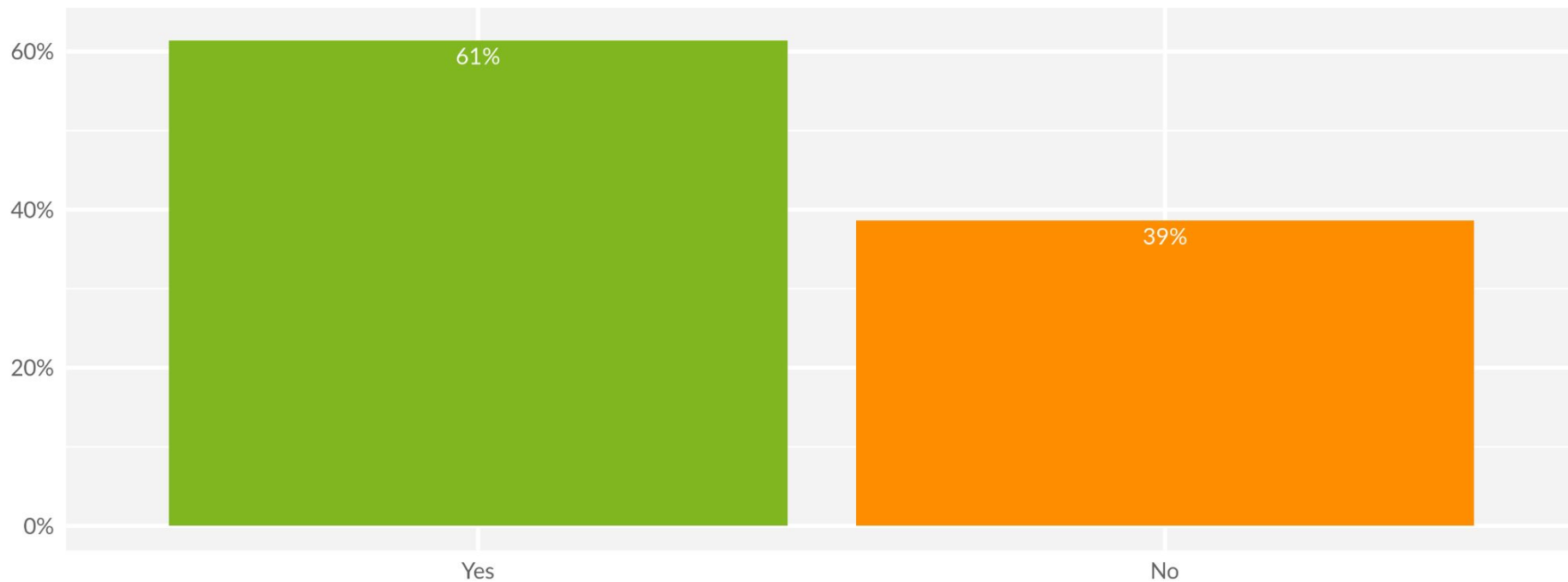
Religion



## Demographics

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

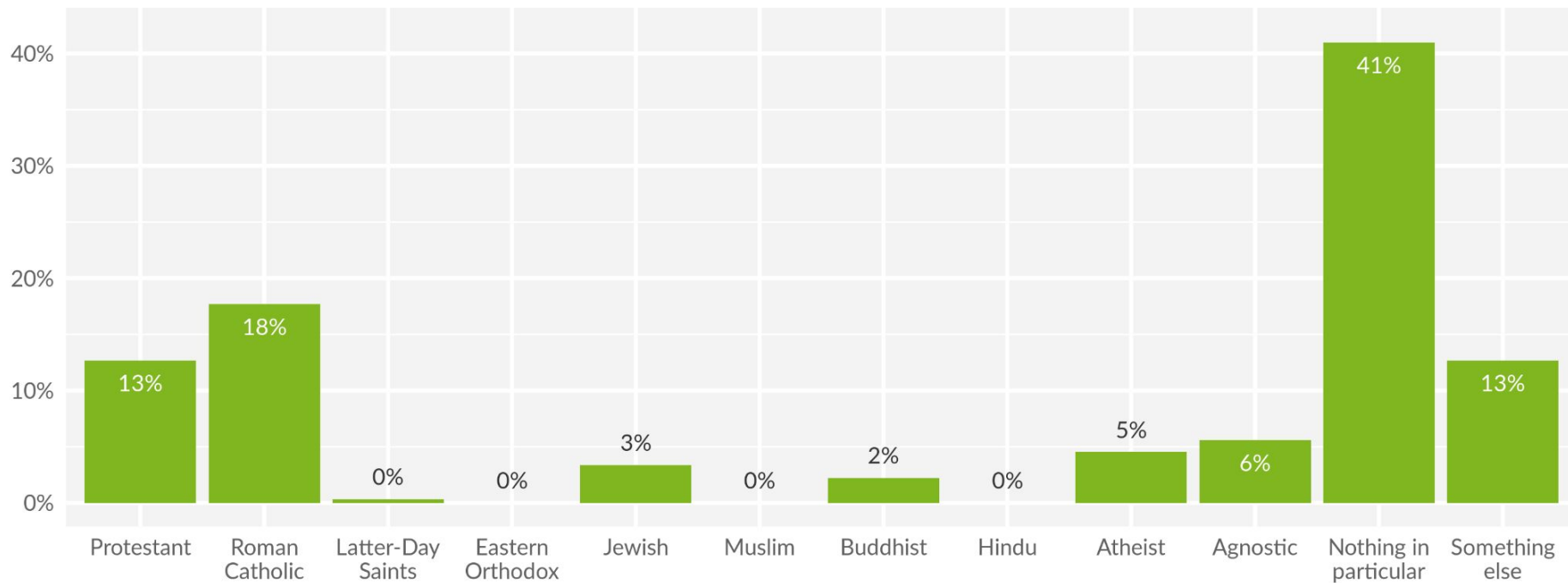
If Protestant N = 263



## Demographics

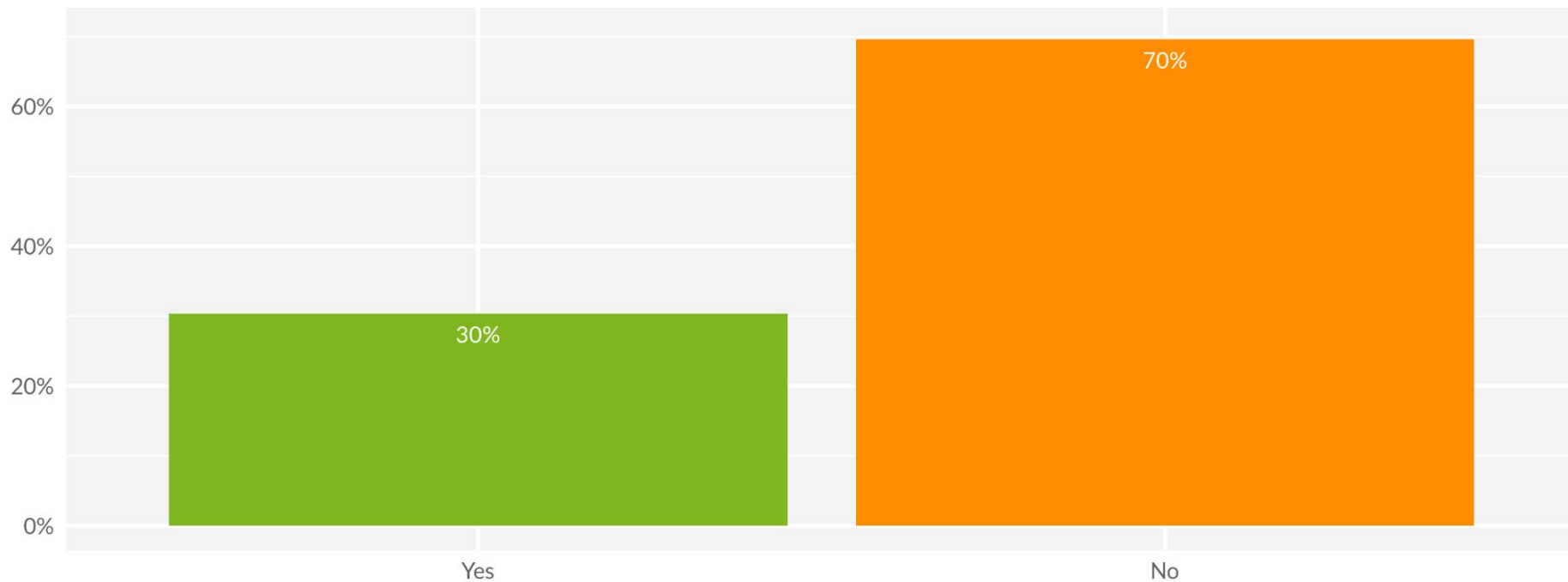
What religion were you raised with, if any?

If Atheist/Agnostic N = 272



## Demographics

Gun Owner

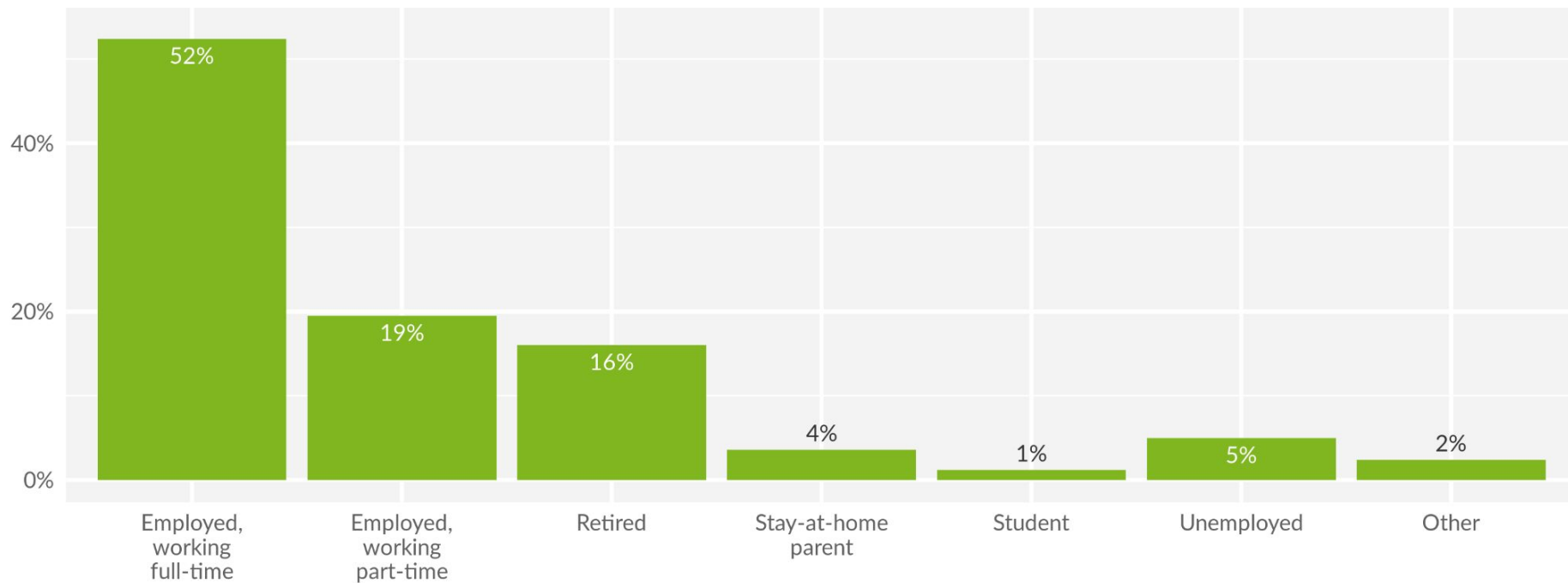


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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## Demographics

Employment Status

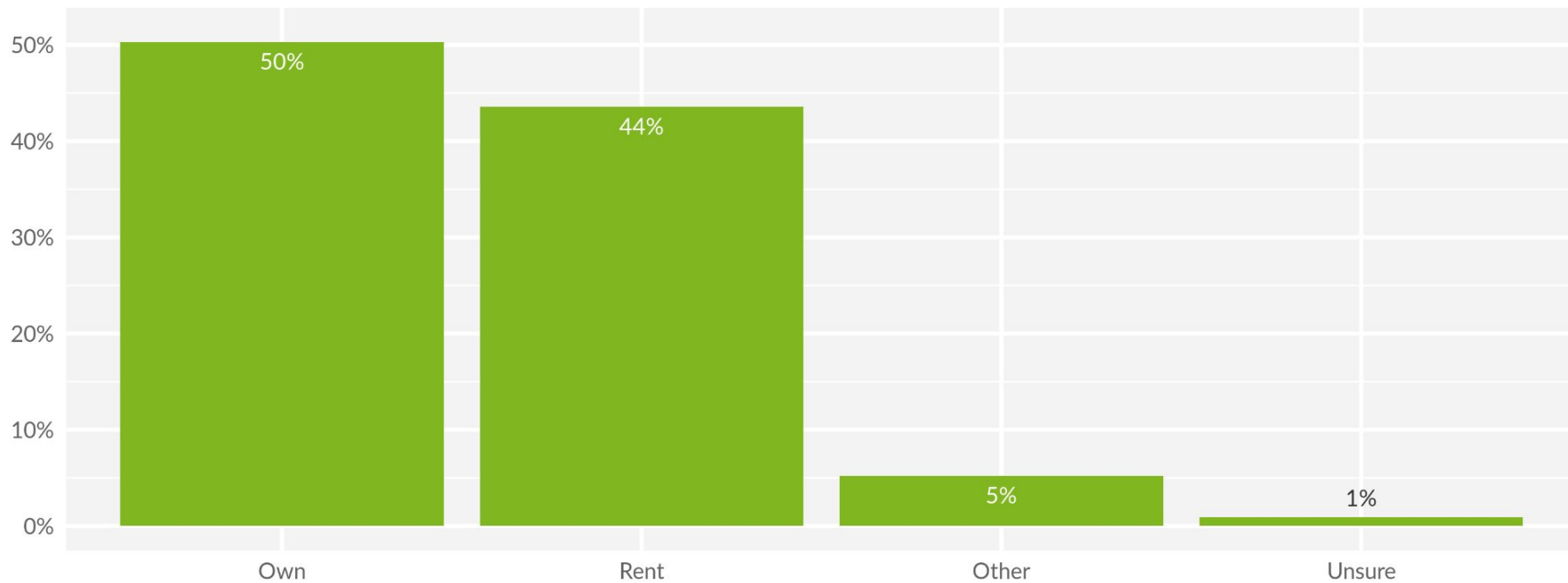


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

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## Demographics

### Rent or Own Residence



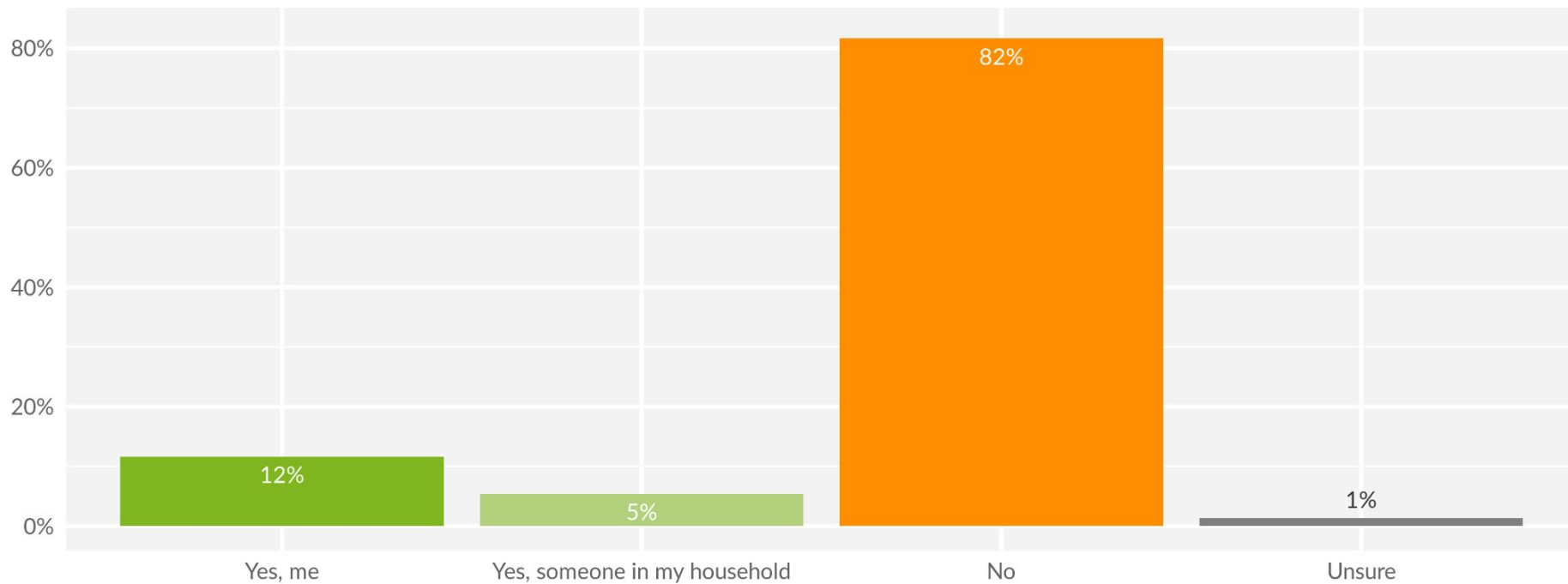
## Demographics

Household Income



## Demographics

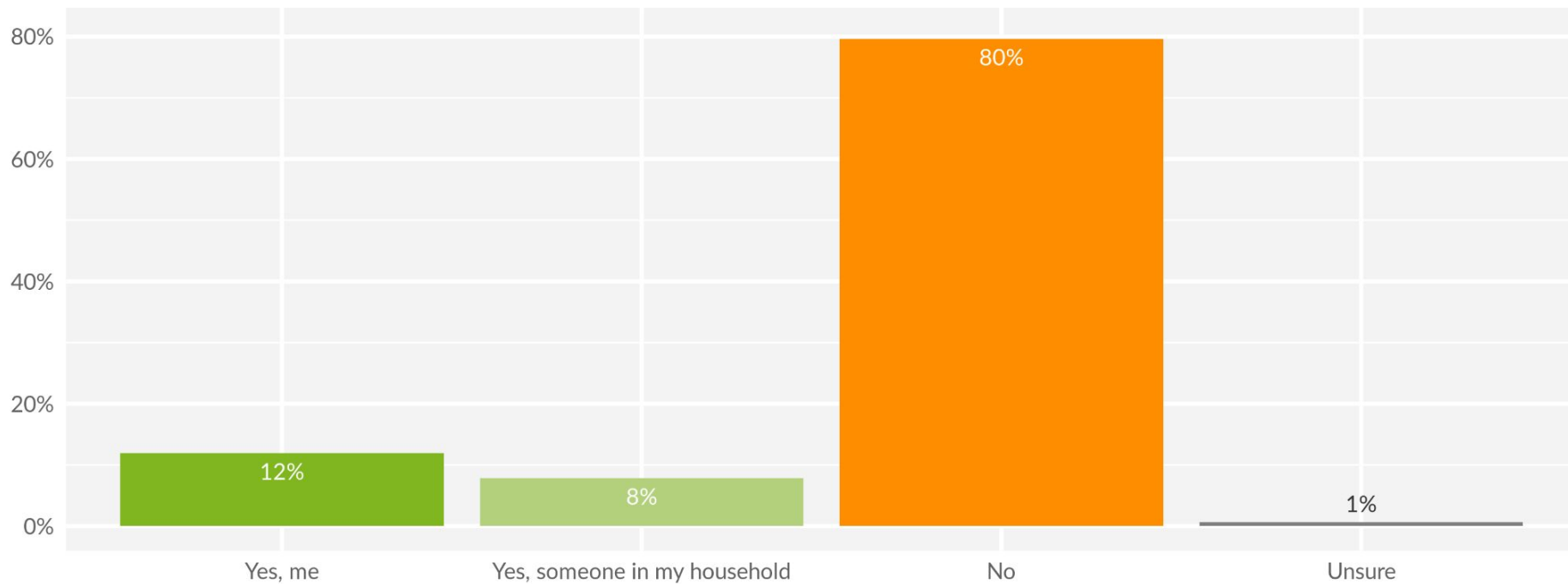
### Union Membership





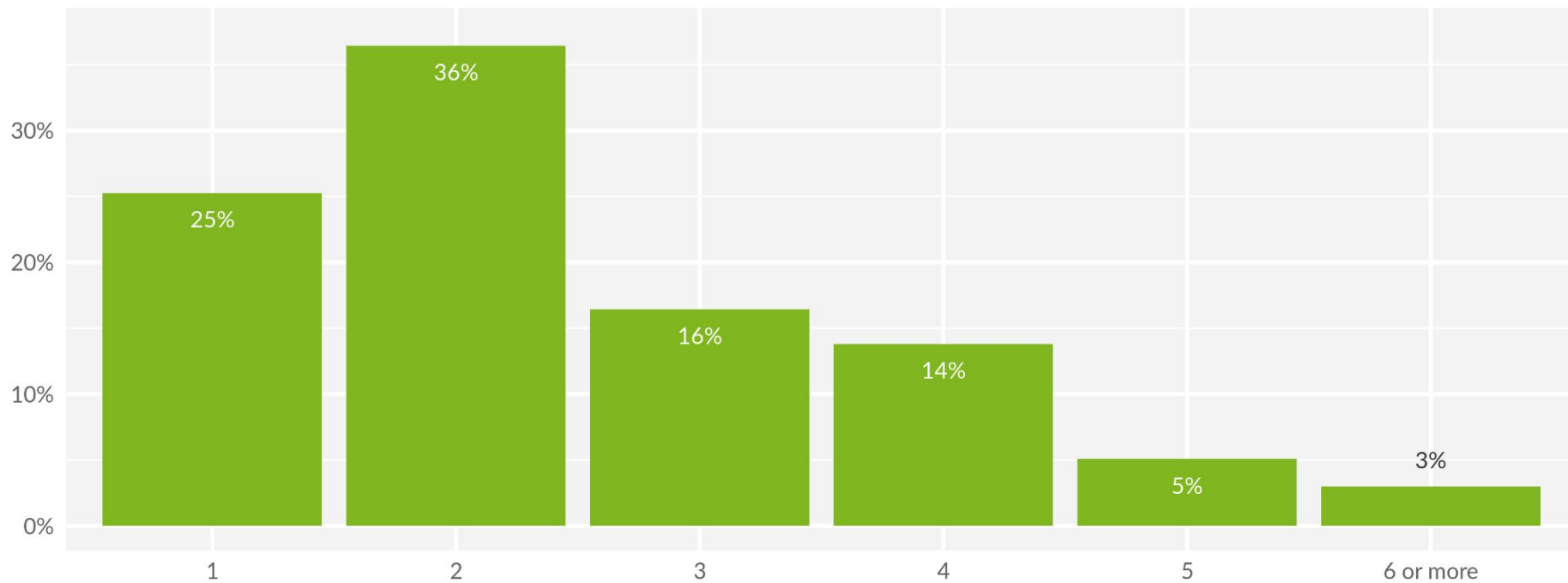
## Demographics

Military/Veterans



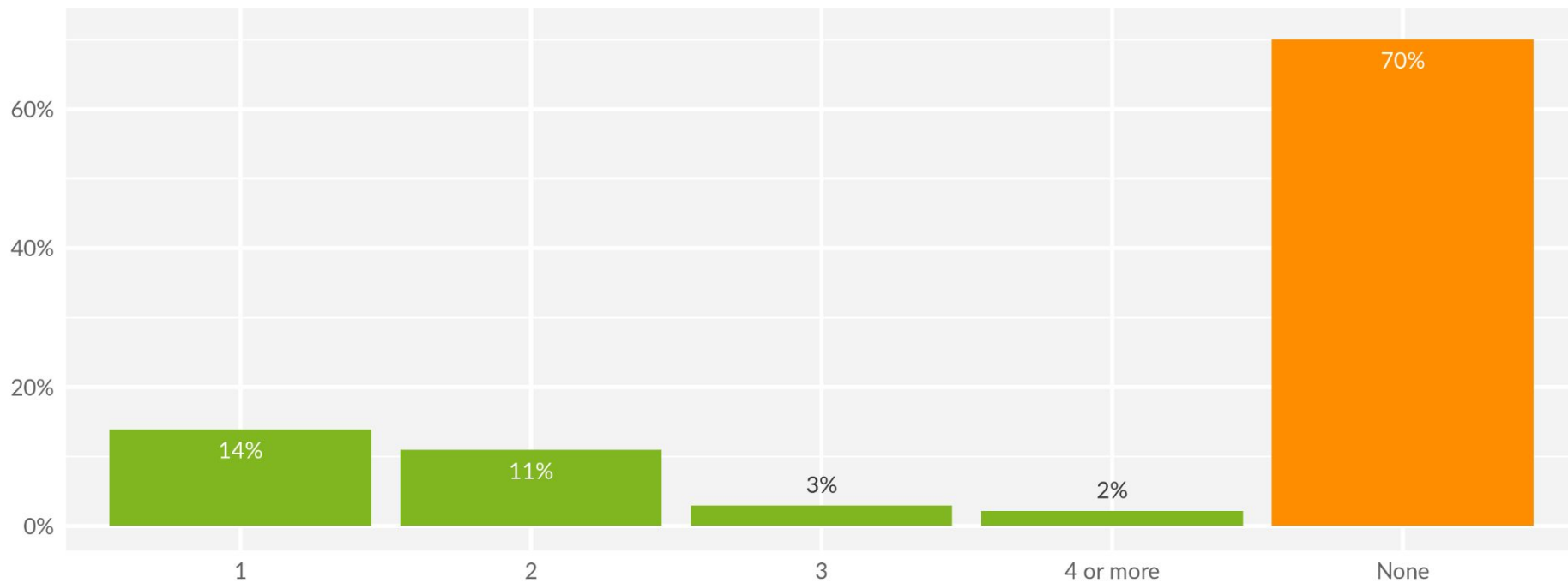
## Demographics

People in Household



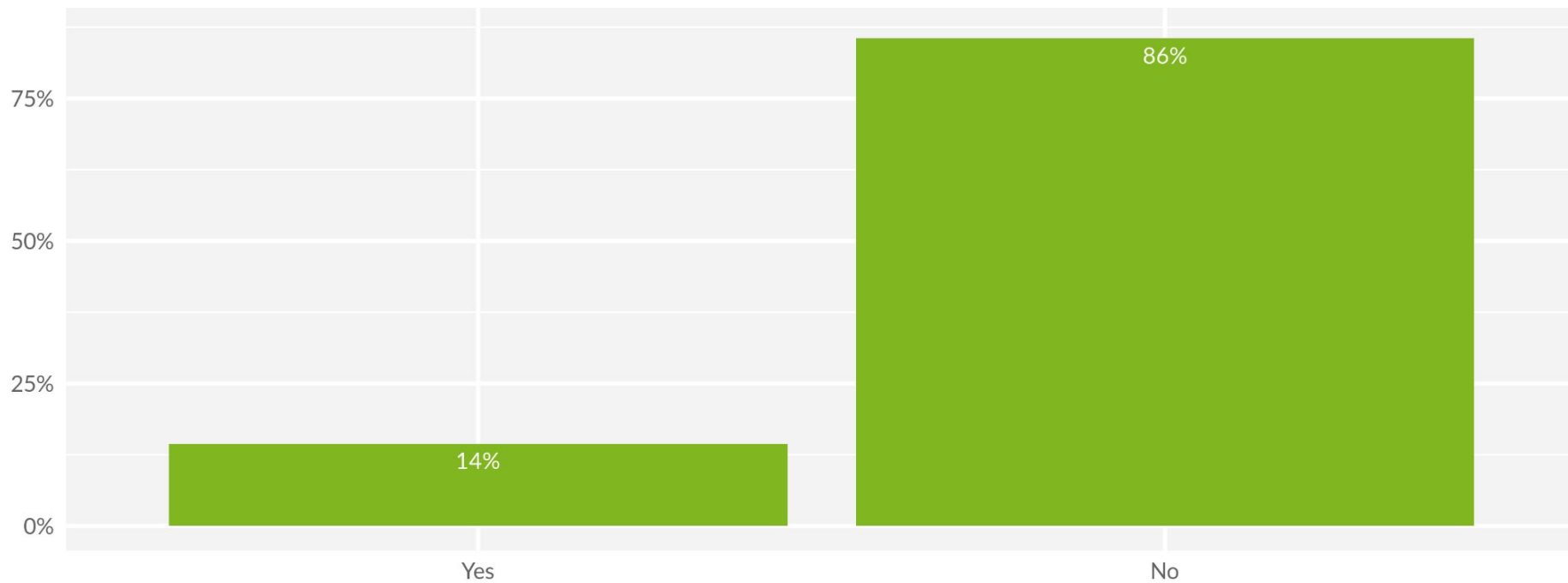
## Demographics

Children in Household



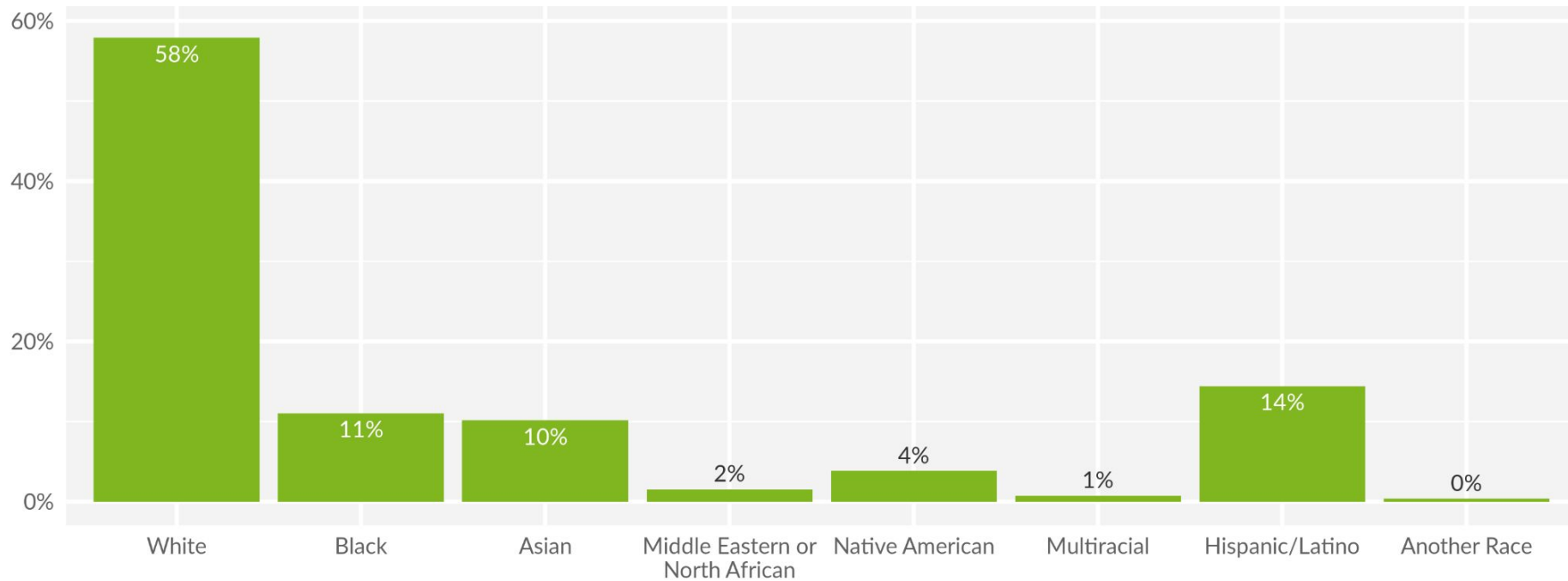
## Demographics

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



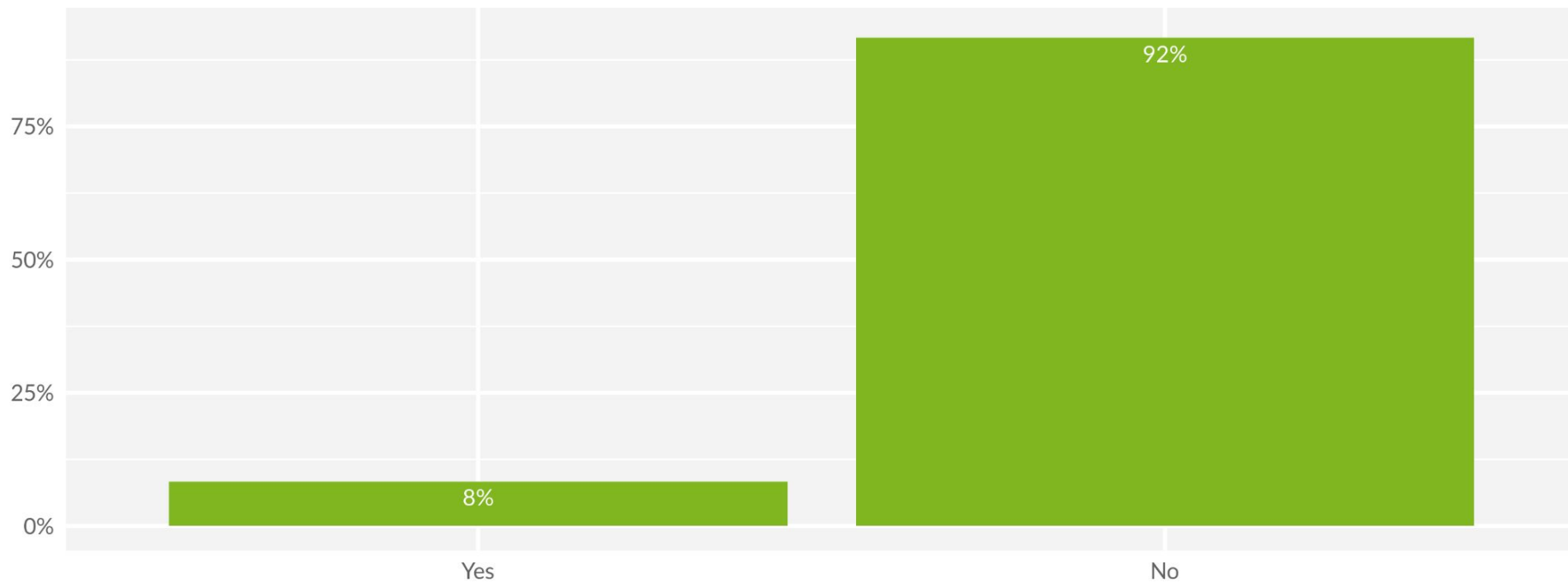
## Demographics

Combined Race/Ethnicity



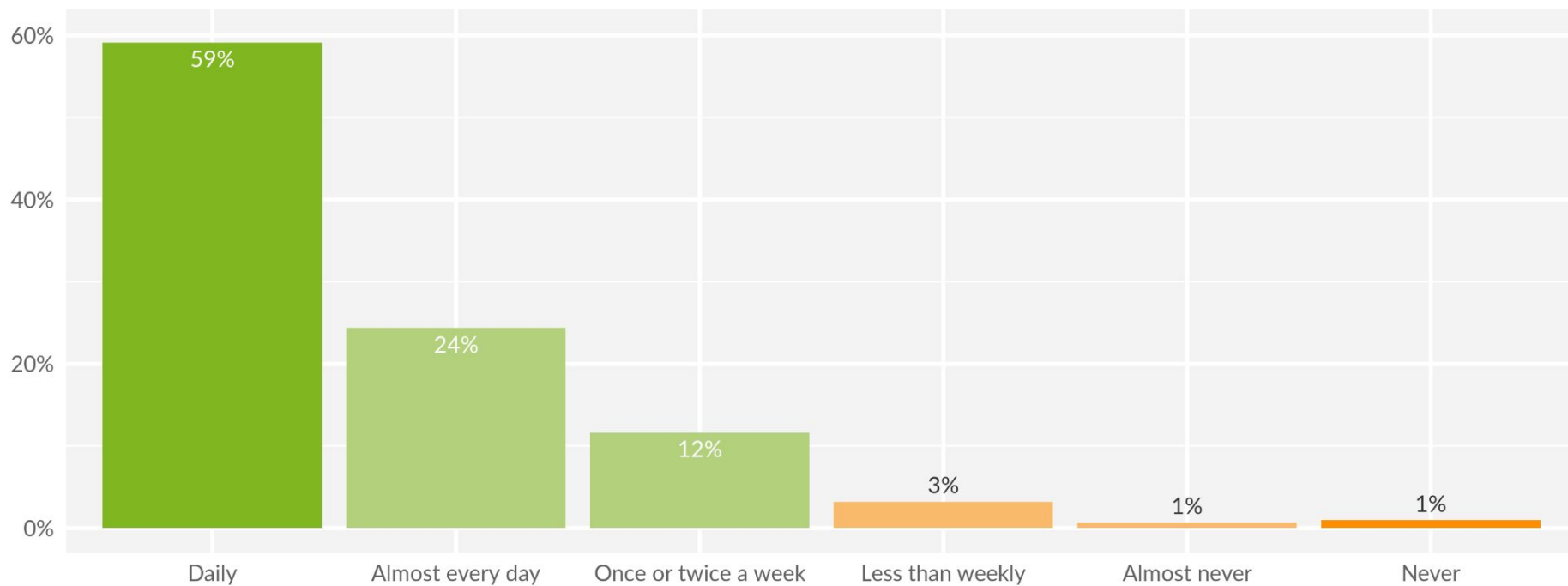
## Demographics

LGBTQ+ Identity



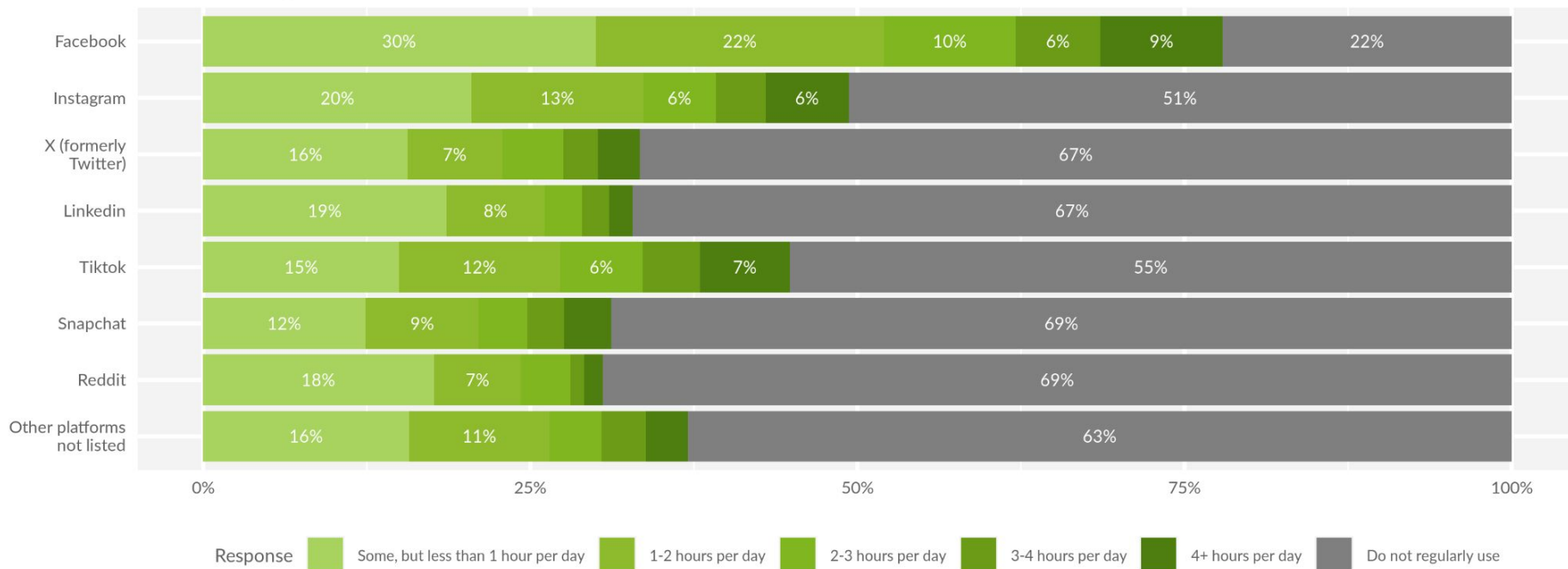
## Contactability

Mailbox Checking Frequency



# Media Consumption

Social Media Usage



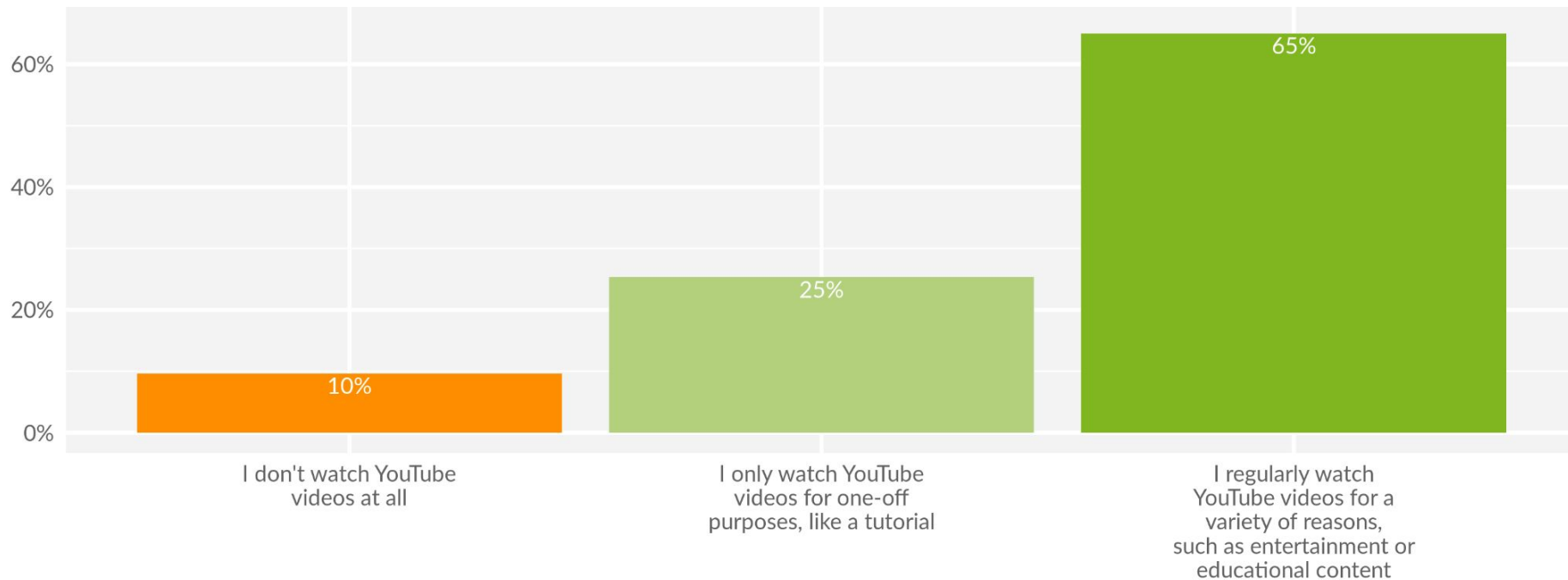
Our **Low Social Media Model** predicts likelihood that an individual uses less social media and is not as reachable. [Learn more.](#)

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## Media Consumption

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

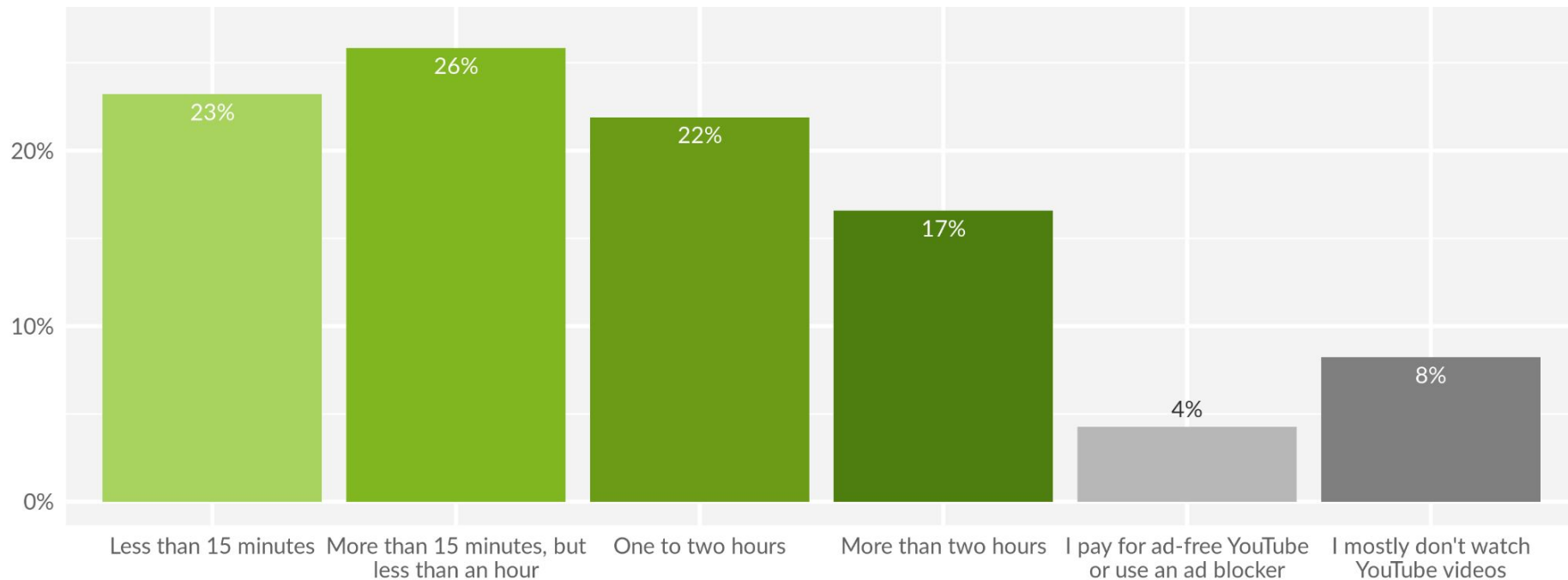


**Stay tuned!** We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores. Send any feedback in the meantime.

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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]

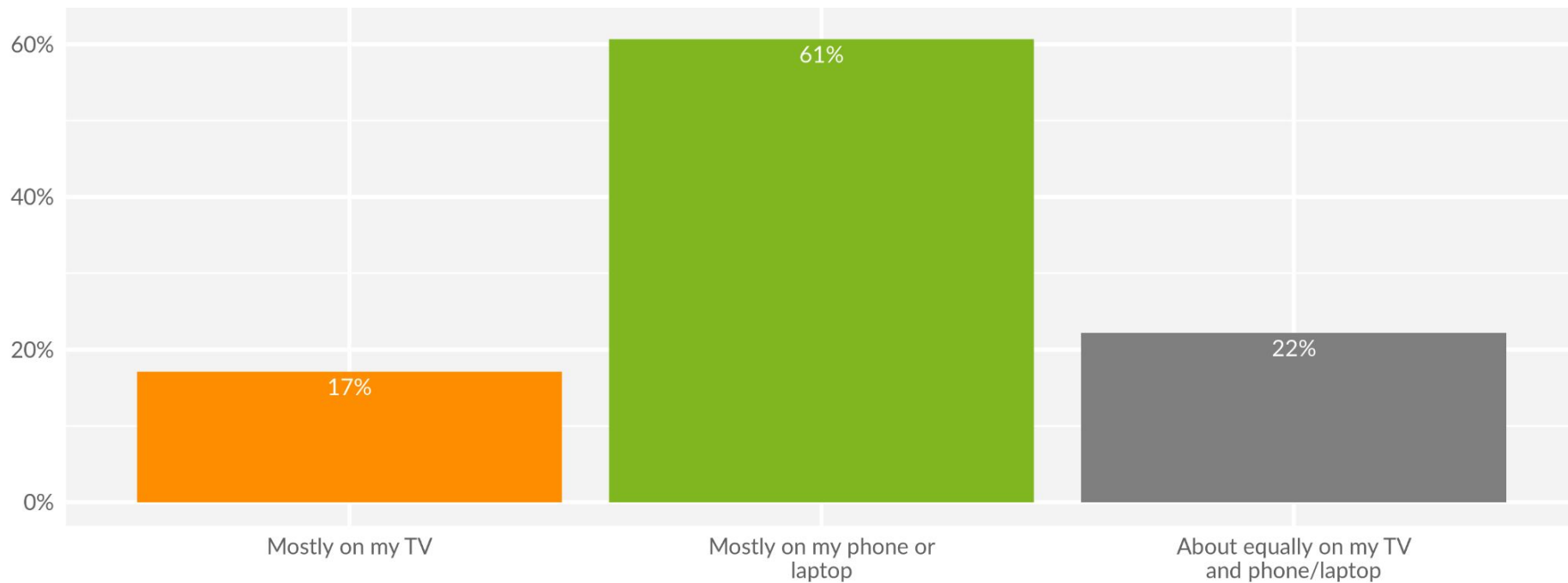


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## Media Consumption

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

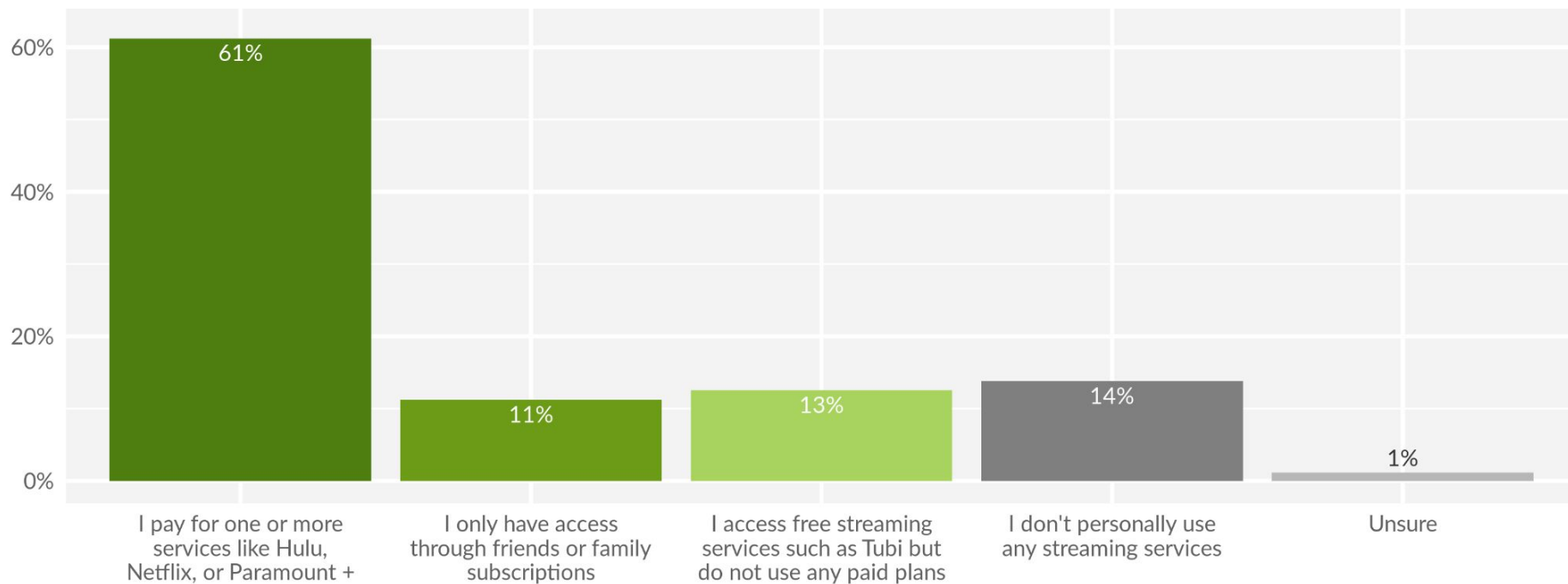


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## Media Consumption

### Streaming Access

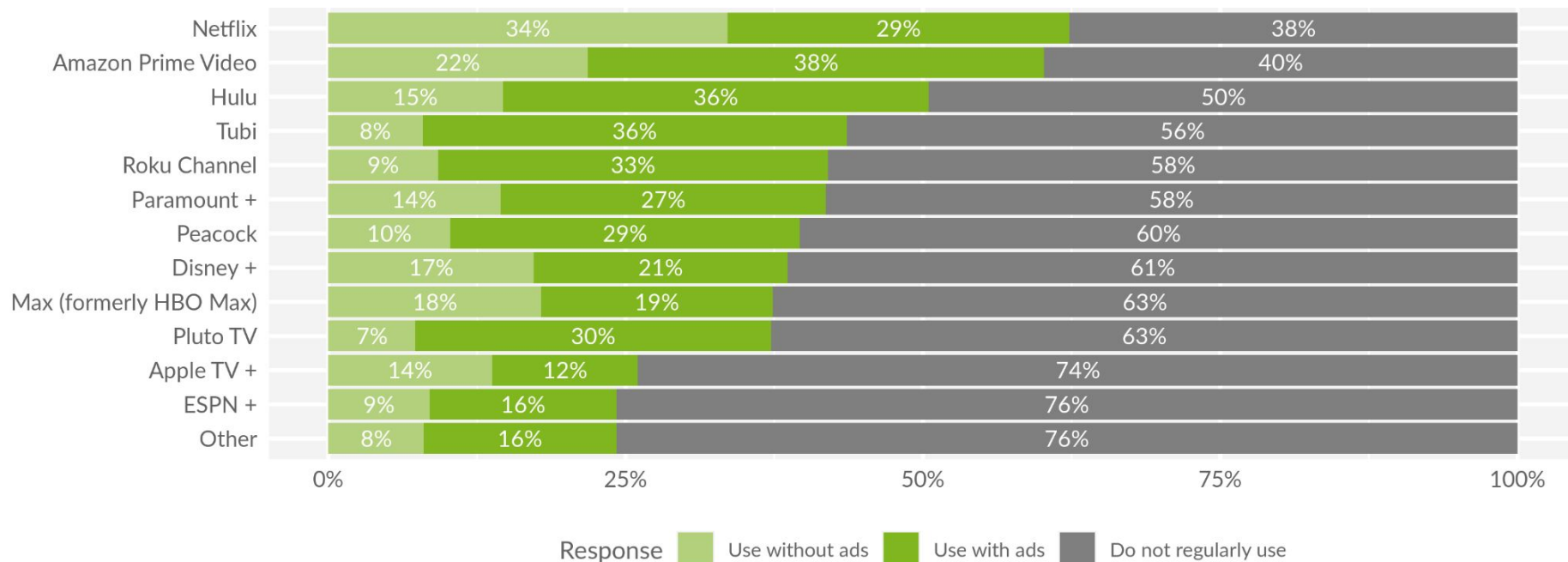


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## Media Consumption

### Streaming

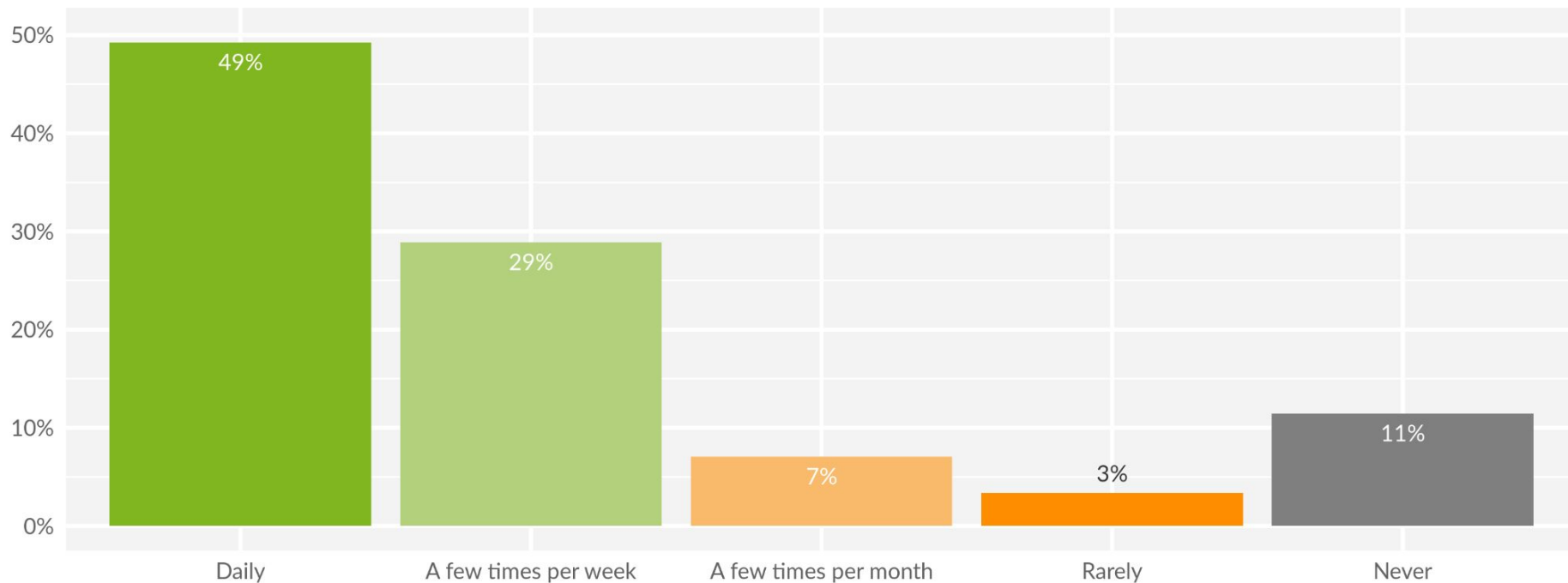


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## Media Consumption

Streaming Frequency

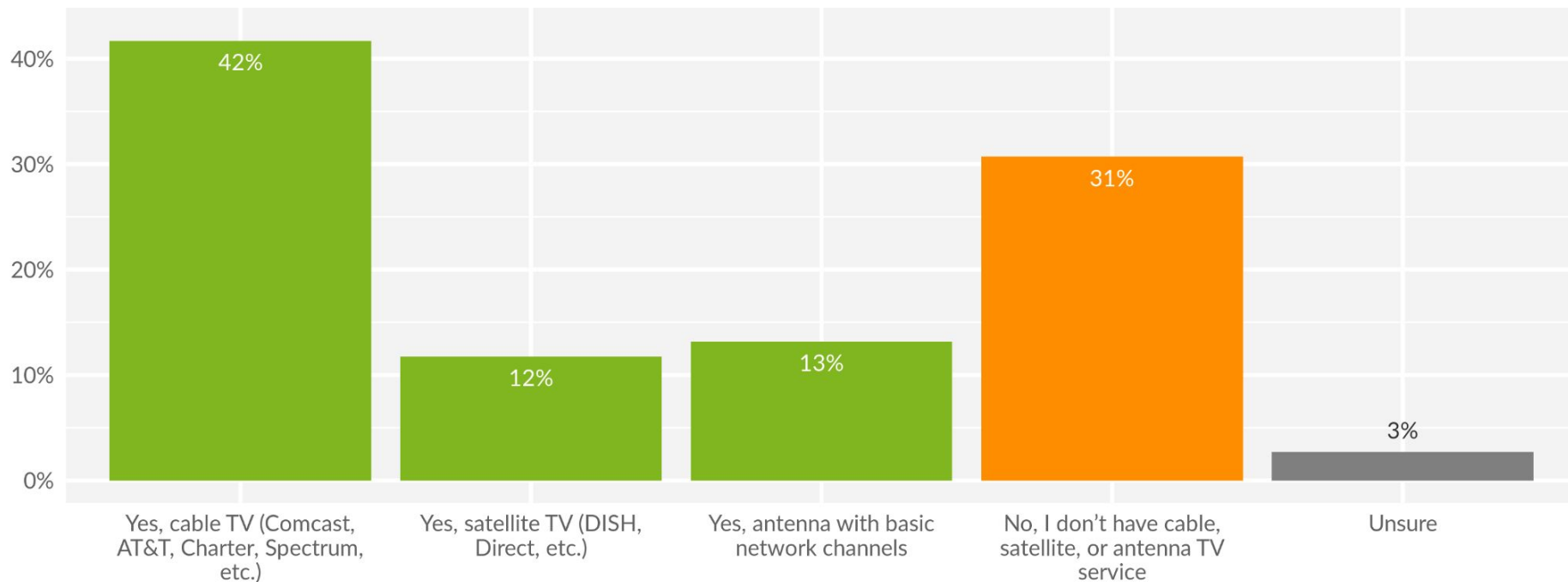


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## Media Consumption

Do you have traditional TV service in your home?

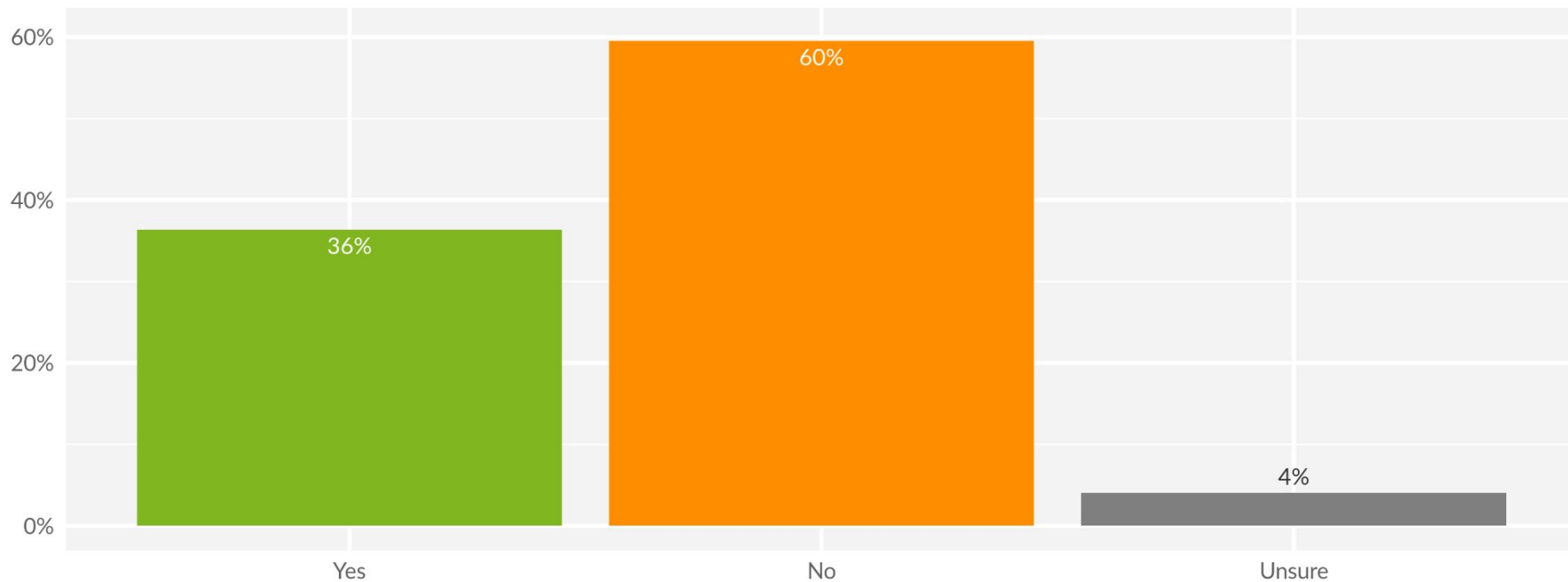


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores. Send any feedback in the meantime.

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## Media Consumption

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



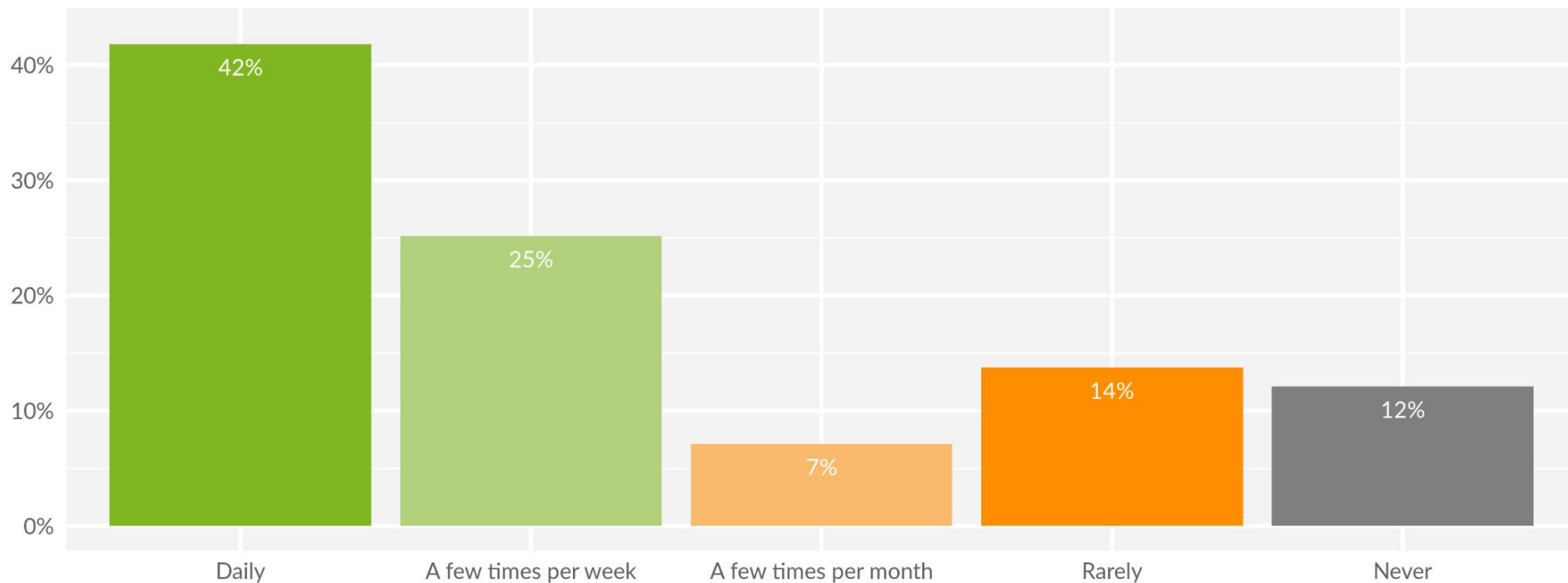
Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores. Send any feedback in the meantime.

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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)?

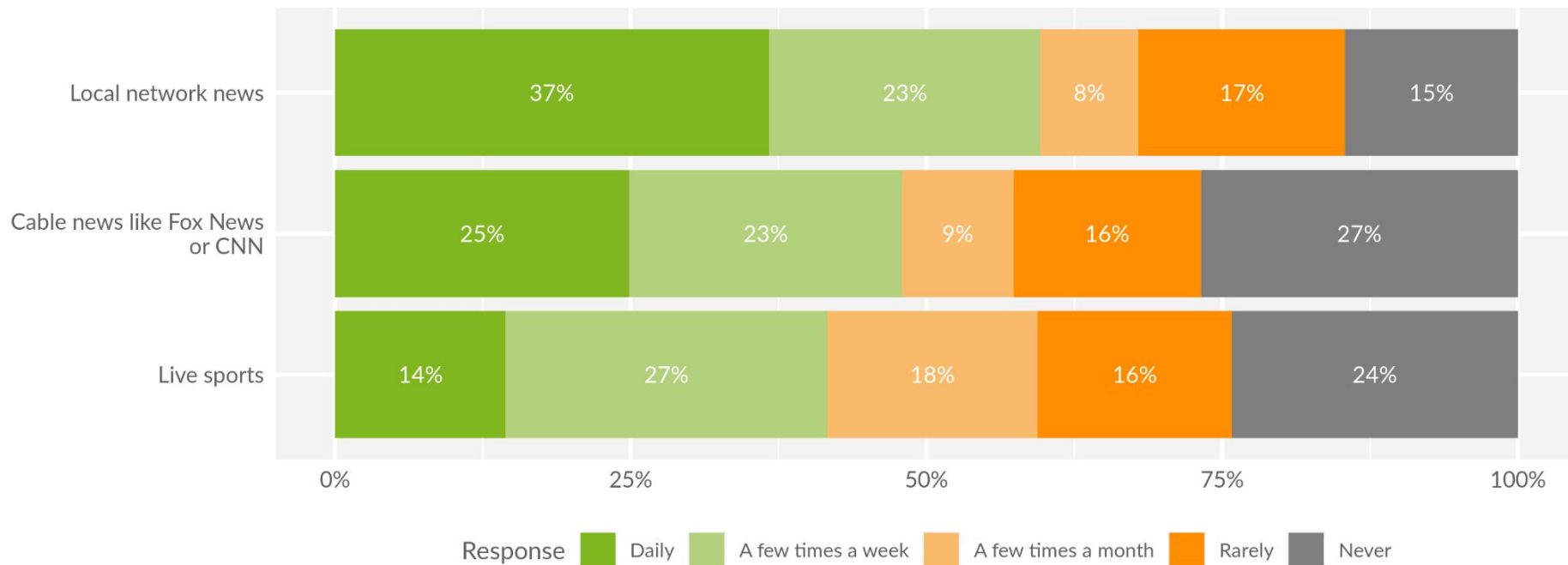


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## Media Consumption

TV Viewership Frequency

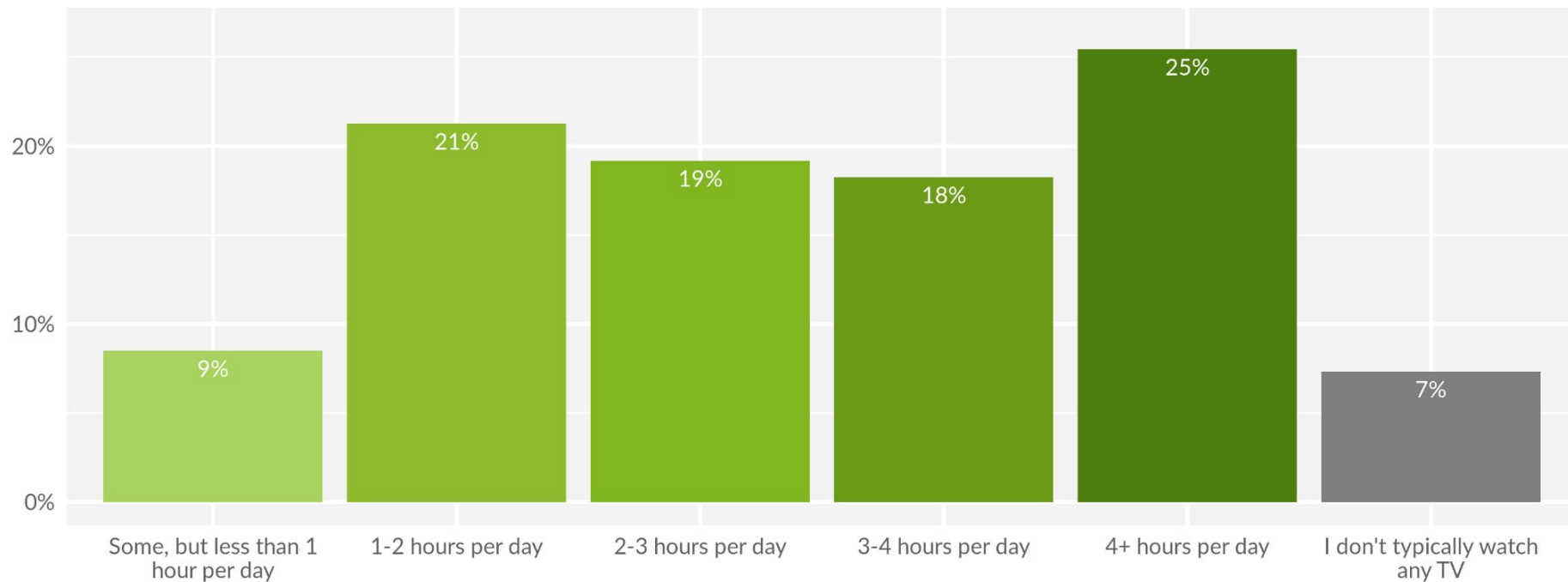


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## Media Consumption

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



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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# Learn more about our Omnibus survey

[contact@claritycampaigns.com](mailto:contact@claritycampaigns.com)

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