



# TOPLINE & METHODOLOGY

## Intersections of Our Lives/Ipsos Poll

Conducted by Ipsos using KnowledgePanel® supplemented with additional interviews using online (opt-in) panels other than KnowledgePanel

**A survey of the American Black, Hispanic, and AANHPI females (ages 18+) with an oversample of women in Arizona, California, Georgia, New Jersey, Nevada, and Texas**

*Interview dates: December 5 – 16, 2025*

*Number of general population interviews: 1,017*

*Number of state oversample interviews: 1,475*

*Margin of error for general population: +/- 3.49 percentage points at the 95% confidence level for all respondents*

*Margin of error for state oversample: +/- 4.01 percentage points at the 95% confidence level for all respondents*

*NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.*

*NOTE: \* = less than 0.5%, - = no respondents, N/A = not applicable*

### Annotated Questionnaire:

Q1. Which of the following, if any, are you worried about? Select all that apply.

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Inflation or cost of living	70%	66%
Healthcare	54%	51%
Crime or gun violence	53%	48%
Racial injustice / discrimination	46%	40%
Food quality and safety	42%	40%
Mental health	39%	38%
Immigration	38%	40%
Education	36%	33%
Political extremism or polarization	35%	30%
Climate change	34%	30%
Government budget and debt	28%	24%
Voting rights	22%	16%
Abortion	21%	22%
Gender equality	20%	19%
Other	2%	2%
None of these	5%	6%
Skipped	1%	*





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Q2. [Base: Q1 response > 1] Of those you selected, which one is most worrying to you right now?

	<b>Total - General Population (N=958)</b>	<b>Total - States of Interest (N=1,376)</b>
Inflation or cost of living	36%	36%
Immigration	10%	12%
Political extremism or polarization	10%	9%
Crime or gun violence	8%	8%
Healthcare	8%	8%
Racial injustice / discrimination	8%	6%
Mental health	4%	5%
Food quality and safety	4%	5%
Education	3%	2%
Government budget and debt	3%	2%
Climate change	2%	2%
Abortion	2%	2%
Voting rights	1%	1%
Gender equality	1%	1%
Other	1%	1%
None of these	1%	1%
Skipped	0%	*

Q4. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Right direction	9%	13%
Wrong track	65%	64%
Don't know	19%	19%
Prefer not to answer	6%	4%
Skipped	1%	*





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Q5. Which of the following best describes how you feel about the current state of the United States? Please select all that apply.

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Uncertain	50%	49%
Frustrated	49%	48%
Exhausted	38%	35%
Angry	28%	26%
Hopeful	14%	20%
Indifferent	9%	10%
Engaged	4%	6%
Content	4%	5%
Energized	3%	6%
Other	3%	2%
Skipped	2%	1%

Q6\_sum1. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Summary of Better

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Your personal financial situation	14%	16%
Your mental health and well-being	13%	18%
Your outlook on the future	12%	16%
The quality of schools in your area	8%	14%
Job opportunities in your community	8%	11%
Trust in your local government	8%	12%
The overall quality of life in your community	7%	14%
Trust in the federal government	7%	11%
Effectiveness of local services (police, public works, etc.)	7%	13%
Crime and safety in your neighborhood	6%	11%
Crime and safety in the United States	6%	10%
Relations between different racial and ethnic groups	6%	9%
Access to healthcare in your community	5%	11%
The cost of living in your area	3%	6%
Quality and reliability of news media	3%	8%



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Q6\_sum2. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Summary of Worse

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
The cost of living in your area	76%	71%
Trust in the federal government	68%	64%
Crime and safety in the United States	63%	63%
Your outlook on the future	55%	51%
Quality and reliability of news media	50%	47%
Relations between different racial and ethnic groups	50%	49%
Job opportunities in your community	49%	50%
Trust in your local government	48%	47%
Your personal financial situation	41%	41%
The overall quality of life in your community	36%	35%
Access to healthcare in your community	35%	33%
Your mental health and well-being	32%	34%
Crime and safety in your neighborhood	32%	31%
The quality of schools in your area	31%	32%
Effectiveness of local services (police, public works, etc.)	30%	32%

Q6\_1. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Your personal financial situation

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Gotten much better	2%	4%
Gotten somewhat better	11%	12%
Stayed about the same	43%	41%
Gotten somewhat worse	26%	24%
Gotten much worse	15%	17%
Skipped	3%	2%
<i>Better (net)</i>	<i>14%</i>	<i>16%</i>
<i>Worse (net)</i>	<i>41%</i>	<i>41%</i>



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Q6\_2. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Your mental health and well-being

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	3%	6%
Gotten somewhat better	10%	12%
Stayed about the same	52%	47%
Gotten somewhat worse	21%	22%
Gotten much worse	11%	12%
Skipped	3%	1%
<i>Better (net)</i>	<i>13%</i>	<i>18%</i>
<i>Worse (net)</i>	<i>32%</i>	<i>34%</i>

Q6\_3. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Your outlook on the future

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	3%	5%
Gotten somewhat better	8%	11%
Stayed about the same	30%	31%
Gotten somewhat worse	35%	33%
Gotten much worse	20%	18%
Skipped	3%	1%
<i>Better (net)</i>	<i>12%</i>	<i>16%</i>
<i>Worse (net)</i>	<i>55%</i>	<i>51%</i>

Q6\_4. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Crime and safety in your neighborhood

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	2%	4%
Gotten somewhat better	4%	7%
Stayed about the same	60%	57%
Gotten somewhat worse	19%	20%
Gotten much worse	13%	11%
Skipped	3%	1%
<i>Better (net)</i>	<i>6%</i>	<i>11%</i>
<i>Worse (net)</i>	<i>32%</i>	<i>31%</i>





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Q6\_5. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Crime and safety in the United States

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	1%	2%
Gotten somewhat better	5%	8%
Stayed about the same	28%	26%
Gotten somewhat worse	34%	35%
Gotten much worse	29%	28%
Skipped	3%	1%
<i>Better (net)</i>	6%	10%
<i>Worse (net)</i>	63%	63%

Q6\_6. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - The quality of schools in your area

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	1%	3%
Gotten somewhat better	6%	10%
Stayed about the same	58%	53%
Gotten somewhat worse	21%	21%
Gotten much worse	10%	11%
Skipped	4%	2%
<i>Better (net)</i>	8%	14%
<i>Worse (net)</i>	31%	32%

Q6\_7. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Job opportunities in your community

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	2%	3%
Gotten somewhat better	6%	8%
Stayed about the same	40%	38%
Gotten somewhat worse	31%	31%
Gotten much worse	18%	18%
Skipped	3%	2%
<i>Better (net)</i>	8%	11%
<i>Worse (net)</i>	49%	50%



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Q6\_8. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Access to healthcare in your community

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Gotten much better	1%	5%
Gotten somewhat better	3%	6%
Stayed about the same	58%	54%
Gotten somewhat worse	21%	20%
Gotten much worse	13%	13%
Skipped	3%	2%
<i>Better (net)</i>	5%	11%
<i>Worse (net)</i>	35%	33%

Q6\_9. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - The cost of living in your area

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Gotten much better	1%	2%
Gotten somewhat better	3%	4%
Stayed about the same	19%	22%
Gotten somewhat worse	41%	39%
Gotten much worse	34%	31%
Skipped	2%	1%
<i>Better (net)</i>	3%	6%
<i>Worse (net)</i>	76%	71%

Q6\_10. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - The overall quality of life in your community

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Gotten much better	1%	4%
Gotten somewhat better	6%	10%
Stayed about the same	53%	49%
Gotten somewhat worse	25%	24%
Gotten much worse	11%	12%
Skipped	3%	2%
<i>Better (net)</i>	7%	14%
<i>Worse (net)</i>	36%	35%

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Q6\_11. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Trust in your local government

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	1%	3%
Gotten somewhat better	6%	9%
Stayed about the same	40%	39%
Gotten somewhat worse	23%	23%
Gotten much worse	25%	24%
Skipped	4%	2%
<i>Better (net)</i>	<i>8%</i>	<i>12%</i>
<i>Worse (net)</i>	<i>48%</i>	<i>47%</i>

Q6\_12. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Trust in the federal government

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	2%	3%
Gotten somewhat better	5%	8%
Stayed about the same	23%	24%
Gotten somewhat worse	25%	25%
Gotten much worse	43%	39%
Skipped	3%	1%
<i>Better (net)</i>	<i>7%</i>	<i>11%</i>
<i>Worse (net)</i>	<i>68%</i>	<i>64%</i>

Q6\_13. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Effectiveness of local services (police, public works, etc.)

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Gotten much better	2%	3%
Gotten somewhat better	5%	10%
Stayed about the same	60%	54%
Gotten somewhat worse	17%	18%
Gotten much worse	14%	14%
Skipped	2%	1%
<i>Better (net)</i>	<i>7%</i>	<i>13%</i>
<i>Worse (net)</i>	<i>30%</i>	<i>32%</i>

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Q6\_14. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Quality and reliability of news media

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Gotten much better	1%	2%
Gotten somewhat better	3%	6%
Stayed about the same	43%	43%
Gotten somewhat worse	29%	26%
Gotten much worse	21%	21%
Skipped	4%	2%
<i>Better (net)</i>	3%	8%
<i>Worse (net)</i>	50%	47%

Q6\_15. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? - Relations between different racial and ethnic groups

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Gotten much better	1%	3%
Gotten somewhat better	5%	6%
Stayed about the same	40%	40%
Gotten somewhat worse	27%	27%
Gotten much worse	23%	22%
Skipped	3%	2%
<i>Better (net)</i>	6%	9%
<i>Worse (net)</i>	50%	49%

Q7\_sum1. How concerned, if at all, are you about each of the following? - Summary of Concerned

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Affordability/cost of living	89%	88%
Access to affordable healthcare	79%	79%
Access to quality healthcare	77%	78%
Women's healthcare	75%	74%
Crime and public safety in your community	73%	73%
Social equality or justice	73%	71%
Climate change	68%	66%
Election security	61%	60%
Protecting voting rights	60%	58%

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Q7\_sum2. How concerned, if at all, are you about each of the following? - Summary of Not too/Not Concerned

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Protecting voting rights	37%	41%
Election security	37%	39%
Climate change	29%	33%
Crime and public safety in your community	24%	26%
Social equality or justice	24%	28%
Women's healthcare	22%	25%
Access to quality healthcare	20%	21%
Access to affordable healthcare	19%	20%
Affordability/cost of living	8%	11%

Q7\_1. How concerned, if at all, are you about each of the following? - Affordability/cost of living

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	57%	54%
Somewhat concerned	32%	34%
Not very concerned	6%	7%
Not at all concerned	2%	4%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>89%</i>	<i>88%</i>
<i>Not too/Not Concerned (net)</i>	<i>8%</i>	<i>11%</i>

Q7\_2. How concerned, if at all, are you about each of the following? - Access to affordable healthcare

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	43%	41%
Somewhat concerned	36%	38%
Not very concerned	14%	13%
Not at all concerned	5%	7%
Skipped	2%	1%
<i>Concerned (net)</i>	<i>79%</i>	<i>79%</i>
<i>Not too/Not Concerned (net)</i>	<i>19%</i>	<i>20%</i>



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Q7\_3. How concerned, if at all, are you about each of the following? Access to quality healthcare

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	37%	38%
Somewhat concerned	40%	41%
Not very concerned	14%	13%
Not at all concerned	6%	7%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>77%</i>	<i>78%</i>
<i>Not too/Not Concerned (net)</i>	<i>20%</i>	<i>21%</i>

Q7\_4. How concerned, if at all, are you about each of the following? - Crime and public safety in your community

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	29%	29%
Somewhat concerned	44%	44%
Not very concerned	20%	21%
Not at all concerned	4%	5%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>73%</i>	<i>73%</i>
<i>Not too/Not Concerned (net)</i>	<i>24%</i>	<i>26%</i>

Q7\_5. How concerned, if at all, are you about each of the following? - Protecting voting rights

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	32%	29%
Somewhat concerned	28%	29%
Not very concerned	23%	28%
Not at all concerned	14%	13%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>60%</i>	<i>58%</i>
<i>Not too/Not Concerned (net)</i>	<i>37%</i>	<i>41%</i>



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Q7\_6. How concerned, if at all, are you about each of the following? - Election security

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	28%	26%
Somewhat concerned	33%	34%
Not very concerned	24%	27%
Not at all concerned	13%	12%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>61%</i>	<i>60%</i>
<i>Not too/Not Concerned (net)</i>	<i>37%</i>	<i>39%</i>

Q7\_7. How concerned, if at all, are you about each of the following? - Climate change

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	31%	28%
Somewhat concerned	37%	37%
Not very concerned	18%	20%
Not at all concerned	11%	13%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>68%</i>	<i>66%</i>
<i>Not too/Not Concerned (net)</i>	<i>29%</i>	<i>33%</i>

Q7\_8. How concerned, if at all, are you about each of the following? - Social equality or justice

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	38%	34%
Somewhat concerned	35%	37%
Not very concerned	18%	19%
Not at all concerned	7%	9%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>73%</i>	<i>71%</i>
<i>Not too/Not Concerned (net)</i>	<i>24%</i>	<i>28%</i>

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Q7\_9. How concerned, if at all, are you about each of the following? Women's healthcare

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Very concerned	39%	39%
Somewhat concerned	36%	35%
Not very concerned	17%	18%
Not at all concerned	6%	7%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>75%</i>	<i>74%</i>
<i>Not too/Not Concerned (net)</i>	<i>22%</i>	<i>25%</i>

Q8. Have current economic conditions caused you to delay or reconsider any of the following?  
Please select all that apply.

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Economic Delay (net)	64%	65%
Saving or investing money	41%	42%
Moving or relocating	26%	25%
Buying a home	23%	25%
Getting healthcare or medical procedures	21%	21%
Changing jobs or going back to school	20%	18%
Having children or expanding your family	11%	13%
Starting a business	11%	14%
Retiring	11%	10%
Getting married	8%	8%
None of these	34%	33%
Skipped	2%	1%

Q9\_sum1. How would you rate the job that the federal government is currently doing on each of the following? - Summary of Excellent/Good

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Ensuring people can choose whether to have children	18%	23%
Creating safe communities to raise children	17%	22%
Supporting families with dignity and respect	17%	24%
Providing access to reproductive healthcare	15%	21%
Making it affordable to raise children	12%	17%

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Q9\_sum2. How would you rate the job that the federal government is currently doing on each of the following? - Summary of Fair/Poor

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Making it affordable to raise children	74%	71%
Creating safe communities to raise children	67%	64%
Supporting families with dignity and respect	67%	64%
Providing access to reproductive healthcare	64%	63%
Ensuring people can choose whether to have children	61%	60%

Q9\_1. How would you rate the job that the federal government is currently doing on each of the following? - Ensuring people can choose whether to have children

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Excellent	5%	9%
Good	12%	14%
Fair	20%	22%
Poor	41%	38%
Don't know	19%	17%
Skipped	3%	1%
<i>Excellent/Good (net)</i>	<i>18%</i>	<i>23%</i>
<i>Fair/Poor (net)</i>	<i>61%</i>	<i>60%</i>

Q9\_2. How would you rate the job that the federal government is currently doing on each of the following? - Providing access to reproductive healthcare

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Excellent	4%	5%
Good	11%	15%
Fair	21%	24%
Poor	43%	39%
Don't know	18%	16%
Skipped	3%	1%
<i>Excellent/Good (net)</i>	<i>15%</i>	<i>21%</i>
<i>Fair/Poor (net)</i>	<i>64%</i>	<i>63%</i>

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Q9\_3. How would you rate the job that the federal government is currently doing on each of the following? - Creating safe communities to raise children

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Excellent	5%	6%
Good	12%	16%
Fair	24%	27%
Poor	43%	37%
Don't know	13%	13%
Skipped	3%	1%
<i>Excellent/Good (net)</i>	<i>17%</i>	<i>22%</i>
<i>Fair/Poor (net)</i>	<i>67%</i>	<i>64%</i>

Q9\_4. How would you rate the job that the federal government is currently doing on each of the following? - Supporting families with dignity and respect

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Excellent	5%	7%
Good	12%	17%
Fair	21%	23%
Poor	46%	41%
Don't know	14%	11%
Skipped	3%	1%
<i>Excellent/Good (net)</i>	<i>17%</i>	<i>24%</i>
<i>Fair/Poor (net)</i>	<i>67%</i>	<i>64%</i>

Q9\_5. How would you rate the job that the federal government is currently doing on each of the following? - Making it affordable to raise children

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Excellent	4%	6%
Good	8%	12%
Fair	18%	21%
Poor	56%	49%
Don't know	12%	11%
Skipped	3%	1%
<i>Excellent/Good (net)</i>	<i>12%</i>	<i>17%</i>
<i>Fair/Poor (net)</i>	<i>74%</i>	<i>71%</i>



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Q10\_sum1. To what extent do you support or oppose each of the following policy initiatives? -  
Summary of Support

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Lower taxes for working families	84%	84%
Keeping housing affordable in your community	84%	83%
Making healthcare affordable for everyone	83%	82%
Equal pay for equal work	81%	78%
Holding police accountable for misconduct	81%	78%
Requiring employers to offer paid family leave	79%	78%
Free or low-cost childcare programs	78%	79%
Raising the federal minimum wage to \$15 per hour	74%	73%
Helping with student loan debt	73%	70%
Increasing border security	56%	58%

Q10\_sum2. To what extent do you support or oppose each of the following policy initiatives? -  
Summary of Oppose

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Increasing border security	23%	23%
Helping with student loan debt	13%	16%
Raising the federal minimum wage to \$15 per hour	11%	12%
Free or low-cost childcare programs	8%	9%
Making healthcare affordable for everyone	7%	9%
Requiring employers to offer paid family leave	7%	7%
Holding police accountable for misconduct	6%	8%
Keeping housing affordable in your community	5%	7%
Lower taxes for working families	4%	6%
Equal pay for equal work	4%	8%





## TOPLINE & METHODOLOGY

Q10\_1. To what extent do you support or oppose each of the following policy initiatives? - Lower taxes for working families

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	64%	61%
Somewhat support	20%	22%
Somewhat oppose	2%	4%
Strongly oppose	2%	2%
Don't know / No opinion	9%	9%
Skipped	3%	2%
<i>Support (net)</i>	<i>84%</i>	<i>84%</i>
<i>Oppose (net)</i>	<i>4%</i>	<i>6%</i>

Q10\_2. To what extent do you support or oppose each of the following policy initiatives? - Free or low-cost childcare programs

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	58%	55%
Somewhat support	20%	25%
Somewhat oppose	6%	6%
Strongly oppose	3%	3%
Don't know / No opinion	10%	10%
Skipped	3%	1%
<i>Support (net)</i>	<i>78%</i>	<i>79%</i>
<i>Oppose (net)</i>	<i>8%</i>	<i>9%</i>

Q10\_3. To what extent do you support or oppose each of the following policy initiatives? - Making healthcare affordable for everyone

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	71%	68%
Somewhat support	12%	15%
Somewhat oppose	3%	5%
Strongly oppose	3%	4%
Don't know / No opinion	7%	7%
Skipped	3%	2%
<i>Support (net)</i>	<i>83%</i>	<i>82%</i>
<i>Oppose (net)</i>	<i>7%</i>	<i>9%</i>



## TOPLINE & METHODOLOGY

Q10\_4. To what extent do you support or oppose each of the following policy initiatives? - Keeping housing affordable in your community

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	65%	62%
Somewhat support	19%	22%
Somewhat oppose	3%	5%
Strongly oppose	2%	2%
Don't know / No opinion	8%	9%
Skipped	3%	1%
<i>Support (net)</i>	<i>84%</i>	<i>83%</i>
<i>Oppose (net)</i>	<i>5%</i>	<i>7%</i>

Q10\_5. To what extent do you support or oppose each of the following policy initiatives? - Increasing border security

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	27%	28%
Somewhat support	29%	29%
Somewhat oppose	14%	14%
Strongly oppose	9%	9%
Don't know / No opinion	18%	18%
Skipped	3%	1%
<i>Support (net)</i>	<i>56%</i>	<i>58%</i>
<i>Oppose (net)</i>	<i>23%</i>	<i>23%</i>

Q10\_6. To what extent do you support or oppose each of the following policy initiatives? - Raising the federal minimum wage to \$15 per hour

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	57%	55%
Somewhat support	17%	19%
Somewhat oppose	6%	6%
Strongly oppose	5%	6%
Don't know / No opinion	13%	13%
Skipped	3%	2%
<i>Support (net)</i>	<i>74%</i>	<i>73%</i>
<i>Oppose (net)</i>	<i>11%</i>	<i>12%</i>

## TOPLINE & METHODOLOGY

Q10\_7. To what extent do you support or oppose each of the following policy initiatives? - Helping with student loan debt

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	52%	47%
Somewhat support	21%	23%
Somewhat oppose	7%	9%
Strongly oppose	7%	7%
Don't know / No opinion	11%	13%
Skipped	3%	1%
<i>Support (net)</i>	<i>73%</i>	<i>70%</i>
<i>Oppose (net)</i>	<i>13%</i>	<i>16%</i>

Q10\_8. To what extent do you support or oppose each of the following policy initiatives? - Requiring employers to offer paid family leave

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	55%	52%
Somewhat support	24%	27%
Somewhat oppose	4%	4%
Strongly oppose	3%	3%
Don't know / No opinion	11%	13%
Skipped	3%	2%
Support (net)	79%	78%
Oppose (net)	7%	7%

Q10\_9. To what extent do you support or oppose each of the following policy initiatives? - Equal pay for equal work

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	62%	56%
Somewhat support	19%	23%
Somewhat oppose	2%	4%
Strongly oppose	2%	4%
Don't know / No opinion	12%	12%
Skipped	3%	1%
<i>Support (net)</i>	<i>81%</i>	<i>78%</i>
<i>Oppose (net)</i>	<i>4%</i>	<i>8%</i>

## TOPLINE & METHODOLOGY

Q10\_10. To what extent do you support or oppose each of the following policy initiatives? -  
Holding police accountable for misconduct -

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly support	65%	59%
Somewhat support	16%	19%
Somewhat oppose	4%	5%
Strongly oppose	2%	3%
Don't know / No opinion	10%	12%
Skipped	3%	1%
<i>Support (net)</i>	<i>81%</i>	<i>78%</i>
<i>Oppose (net)</i>	<i>6%</i>	<i>8%</i>

Q11\_sum1. How much do you agree with each of the following statements? - Summary of Agree

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Political candidates don't talk enough about issues that matter to me	60%	62%
I want to see more women of color running for elected office	58%	60%
I would be more likely to vote if candidates addressed my community's specific concerns	57%	61%
My needs are different from the needs of other women	41%	43%

Q11\_sum2. How much do you agree with each of the following statements? - Summary of Disagree

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
My needs are different from the needs of other women	34%	35%
I would be more likely to vote if candidates addressed my community's specific concerns	17%	16%
Political candidates don't talk enough about issues that matter to me	15%	16%
I want to see more women of color running for elected office	14%	16%

## TOPLINE & METHODOLOGY

Q11\_1. How much do you agree with each of the following statements? - I want to see more women of color running for elected office

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	34%	34%
Somewhat agree	25%	26%
Somewhat disagree	8%	9%
Strongly disagree	6%	7%
Don't know	25%	23%
Skipped	3%	1%
<i>Agree (net)</i>	<i>58%</i>	<i>60%</i>
<i>Disagree (net)</i>	<i>14%</i>	<i>16%</i>

Q11\_2. How much do you agree with each of the following statements? - Political candidates don't talk enough about issues that matter to me

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	23%	25%
Somewhat agree	36%	37%
Somewhat disagree	11%	13%
Strongly disagree	3%	3%
Don't know	23%	21%
Skipped	3%	1%
<i>Agree (net)</i>	<i>60%</i>	<i>62%</i>
<i>Disagree (net)</i>	<i>15%</i>	<i>16%</i>

Q11\_3. How much do you agree with each of the following statements? - My needs are different from the needs of other women

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	12%	14%
Somewhat agree	30%	29%
Somewhat disagree	23%	24%
Strongly disagree	11%	11%
Don't know	21%	20%
Skipped	3%	2%
<i>Agree (net)</i>	<i>41%</i>	<i>43%</i>
<i>Disagree (net)</i>	<i>34%</i>	<i>35%</i>

## TOPLINE & METHODOLOGY

Q11\_4. How much do you agree with each of the following statements? - I would be more likely to vote if candidates addressed my community's specific concerns

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	27%	30%
Somewhat agree	29%	31%
Somewhat disagree	9%	9%
Strongly disagree	8%	6%
Don't know	24%	22%
Skipped	3%	1%
<i>Agree (net)</i>	<i>57%</i>	<i>61%</i>
<i>Disagree (net)</i>	<i>17%</i>	<i>16%</i>

Q12\_sum1. Have you done any of the following in the past 12 months? - Summary of Yes

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Voted in a local election	38%	40%
Boycotted a business, brand or organization due to its political stance	24%	24%
Signed a petition	20%	21%
Posted about political issues on social media	16%	17%
Purchased from a brand because of its political stance	15%	16%
Contacted an elected official	13%	11%
Attended a community meeting or town hall	13%	14%
Donated to a political candidate or cause	11%	12%
Attended a protest, march, or rally	7%	9%
Volunteered for a campaign or political organization	6%	8%
Other civic or community involvement	5%	5%

## TOPLINE & METHODOLOGY

Q12\_sum2. Have you done any of the following in the past 12 months? - Summary of No

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Volunteered for a campaign or political organization	86%	85%
Attended a protest, march, or rally	84%	83%
Donated to a political candidate or cause	81%	79%
Other civic or community involvement	81%	78%
Contacted an elected official	80%	80%
Attended a community meeting or town hall	80%	78%
Purchased from a brand because of its political stance	77%	77%
Posted about political issues on social media	75%	75%
Signed a petition	72%	72%
Boycotted a business, brand or organization due to its political stance	67%	68%
Voted in a local election	53%	52%

Q12\_1. Have you done any of the following in the past 12 months? - Signed a petition

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	20%	21%
No	72%	72%
Prefer not to answer	6%	6%
Skipped	2%	1%

Q12\_2. Have you done any of the following in the past 12 months? - Contacted an elected official

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	13%	11%
No	80%	80%
Prefer not to answer	6%	8%
Skipped	1%	1%

## TOPLINE & METHODOLOGY

Q12\_3. Have you done any of the following in the past 12 months? - Attended a protest, march, or rally

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	7%	9%
No	84%	83%
Prefer not to answer	7%	7%
Skipped	2%	1%

Q12\_4. Have you done any of the following in the past 12 months? - Posted about political issues on social media

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	16%	17%
No	75%	75%
Prefer not to answer	7%	8%
Skipped	1%	1%

Q12\_5. Have you done any of the following in the past 12 months? - Donated to a political candidate or cause

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	11%	12%
No	81%	79%
Prefer not to answer	7%	8%
Skipped	1%	1%

Q12\_6. Have you done any of the following in the past 12 months? - Attended a community meeting or town hall

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	13%	14%
No	80%	78%
Prefer not to answer	6%	7%
Skipped	1%	1%

## TOPLINE & METHODOLOGY

Q12\_7. Have you done any of the following in the past 12 months? - Volunteered for a campaign or political organization

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	6%	8%
No	86%	85%
Prefer not to answer	6%	6%
Skipped	1%	1%

Q12\_8. Have you done any of the following in the past 12 months? - Boycotted a business, brand or organization due to its political stance

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	24%	24%
No	67%	68%
Prefer not to answer	7%	7%
Skipped	2%	1%

Q12\_9. Have you done any of the following in the past 12 months? - Voted in a local election

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	38%	40%
No	53%	52%
Prefer not to answer	7%	6%
Skipped	2%	1%

Q12\_10. Have you done any of the following in the past 12 months? - Purchased from a brand because of its political stance

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	15%	16%
No	77%	77%
Prefer not to answer	6%	6%
Skipped	2%	1%

## TOPLINE & METHODOLOGY

Q12\_11. Have you done any of the following in the past 12 months? - Other civic or community involvement

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	5%	5%
No	81%	78%
Prefer not to answer	8%	13%
Skipped	6%	4%

Q13. How closely do you follow politics and current events?

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very closely	10%	9%
Fairly closely	31%	32%
Not very closely	35%	37%
Not at all	22%	21%
Skipped	2%	1%
<i>Closely (net)</i>	<i>41%</i>	<i>42%</i>
<i>Not Closely (net)</i>	<i>57%</i>	<i>58%</i>

Q14. How comfortable are you talking about politics with others?

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very comfortable	10%	9%
Somewhat comfortable	29%	31%
Somewhat uncomfortable	20%	21%
Very uncomfortable	7%	8%
I avoid talking about politics	33%	30%
Skipped	2%	1%
<i>Comfortable (net)</i>	<i>38%</i>	<i>40%</i>
<i>Uncomfortable (net)</i>	<i>27%</i>	<i>29%</i>

## TOPLINE & METHODOLOGY

Q15. Are you currently registered to vote?

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Yes	53%	55%
No	23%	25%
Not sure	4%	5%
Not eligible to vote	5%	6%
Skipped	15%	9%

Q15a. [Base: Eligible voters] It is a long way off, but how likely are you to vote in the 2026 election for U.S. Congress and other offices?

	<b>Eligible Voters - General Population (N=824)</b>	<b>Eligible Voters - States of Interest (N=1362)</b>
Almost certain	42%	37%
Probably	11%	16%
50-50	13%	15%
Probably not	11%	9%
Definitely not	16%	14%
Not sure	6%	8%
Skipped	-	-
Likely (net)	53%	53%
Not likely (net)	27%	24%

Q15b. [Base: Eligible voters who are almost certain to or probably will vote in 2026 elections] Does the way you plan on voting mainly represent...?

	<b>Eligible Voters - General Population (N=508)</b>	<b>Eligible Voters - States of Interest (N=806)</b>
A need for change	34%	32%
Your values	27%	24%
A focus on national issues	12%	14%
Support for a political party	9%	11%
Your feelings about how policies will impact your life	9%	8%
Support for a candidate	4%	5%
A focus on state issues	3%	5%
Your feelings on a specific issue	2%	1%
Other. Please specify.	1%	1%
Skipped	1%	-



## TOPLINE & METHODOLOGY

Q15c. [Base: Eligible voters] How motivated are you to vote in the November 2026 elections for U.S. Congress and other offices?

	Eligible voters - General Population (N=824)	Eligible voters - States of Interest (N=1362)
Very motivated	39%	35%
Somewhat motivated	20%	23%
Not too motivated	12%	14%
Not at all motivated	20%	17%
Not sure	8%	11%
Skipped	-	-
Motivated (net)	60%	58%
Not Motivated (net)	32%	31%

Q15d. [Base: Motivated / Not Motivated to vote in 2026 elections] What are the main reasons you feel only motivated/not motivated? Please select up to three options.

	Eligible Voters - General Population (N=764)	Eligible Voters- States of Interest (N=1247)
The system is corrupt and rigged	33%	34%
Elections do not represent people	16%	19%
Don't have enough information about candidates or issues	16%	20%
My vote doesn't matter or won't make a difference	14%	14%
Dislike the candidates	13%	14%
I'm worried my vote won't be counted	12%	15%
I'm not interested / don't care	12%	13%
Don't have enough time to research candidates and cast a vote	10%	12%
Laws now make it harder to vote	10%	11%
Don't have enough information about how to vote	4%	6%
Not sure	10%	8%
Other. Please specify.	12%	8%
Skipped	3%	1%





## TOPLINE & METHODOLOGY

Q16. [Base: Registered to vote] Did you vote in the November 2024 presidential election?

	Registered Voters - General Population (N=612)	Registered Voters - States of Interest (N=1015)
Yes	70%	69%
No	25%	25%
Not eligible at that time	3%	4%
Don't remember	2%	2%
Skipped	-	-

Q16a. [Base: Voted in 2024 election] Which candidate did you vote for in the 2024 Presidential election?

	Registered Voters - General Population (N=479)	Registered Voters - States of Interest (N=812)
Kamala Harris (Democrat)	70%	68%
Donald Trump (Republican)	26%	29%
Another candidate, please specify	2%	2%
Skipped	1%	1%

2024 Presidential Vote. Stored Panel Profile Variable

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Kamala Harris	31%	28%
Donald Trump	11%	12%
Another candidate	1%	1%
Did not vote	57%	59%
Skipped	0%	-





## TOPLINE & METHODOLOGY

Q17. [Base: Did not vote in 2024 Presidential election] What was the MAIN reason you didn't vote?

	Registered Voters - General Population (N=110)	Registered Voters - States of Interest (N=172)
Dislike the candidates	23%	18%
My vote doesn't matter or won't make a difference	19%	13%
The system is corrupt and rigged	16%	11%
Didn't have enough information about candidates or issues	5%	10%
Elections do not represent people	4%	8%
I wasn't interested / didn't care	4%	10%
Didn't have enough information about how to vote	3%	4%
I was worried my vote won't be counted	2%	3%
Didn't have enough time to research candidates and cast a vote	1%	-
Laws now make it harder to vote	-	1%
Not sure	8%	9%
Other. Please specify.	15%	14%
Skipped	-	-

Q18\_sum1. How concerned are you about each of the following? - Summary of Concerned

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Misinformation, disinformation, and media bias affecting elections	71%	71%
Threats to our democracy	69%	69%
Protecting voting rights	64%	65%
Election integrity and security	64%	65%
Gerrymandering / unfair redistricting	60%	59%
Voter fraud	58%	62%
Election administration and voter experience (long lines, polling locations, etc.)	43%	42%



## TOPLINE & METHODOLOGY

Q18\_sum2. How concerned are you about each of the following? - Summary of Not Too/Not Concerned

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Election administration and voter experience (long lines, polling locations, etc.)	35%	39%
Voter fraud	26%	25%
Protecting voting rights	20%	22%
Election integrity and security	19%	21%
Threats to our democracy	15%	17%
Gerrymandering / unfair redistricting	14%	18%
Misinformation, disinformation, and media bias affecting elections	12%	15%

Q18\_1. How concerned are you about each of the following? - Protecting voting rights

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	40%	36%
Somewhat concerned	24%	29%
Not very concerned	11%	14%
Not at all concerned	9%	8%
Don't know	13%	12%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>64%</i>	<i>65%</i>
<i>Not Too/Not concerned (net)</i>	<i>20%</i>	<i>22%</i>

Q18\_2. How concerned are you about each of the following? - Voter fraud

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	33%	32%
Somewhat concerned	25%	30%
Not very concerned	15%	15%
Not at all concerned	11%	10%
Don't know	13%	12%
Skipped	2%	1%
<i>Concerned (net)</i>	<i>58%</i>	<i>62%</i>
<i>Not Too/Not concerned (net)</i>	<i>26%</i>	<i>25%</i>



## TOPLINE & METHODOLOGY

Q18\_3. How concerned are you about each of the following? - Gerrymandering / unfair redistricting

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	37%	33%
Somewhat concerned	23%	26%
Not very concerned	7%	11%
Not at all concerned	7%	7%
Don't know	22%	22%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>60%</i>	<i>59%</i>
<i>Not Too/Not concerned (net)</i>	<i>14%</i>	<i>18%</i>

Q18\_4. How concerned are you about each of the following? - Threats to our democracy

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	44%	40%
Somewhat concerned	25%	29%
Not very concerned	9%	10%
Not at all concerned	7%	7%
Don't know	13%	13%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>69%</i>	<i>69%</i>
<i>Not Too/Not concerned (net)</i>	<i>15%</i>	<i>17%</i>

Q18\_5. How concerned are you about each of the following? - Election integrity and security

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	32%	32%
Somewhat concerned	31%	33%
Not very concerned	12%	14%
Not at all concerned	7%	7%
Don't know	14%	13%
Skipped	3%	1%
<i>Concerned (net)</i>	<i>64%</i>	<i>65%</i>
<i>Not Too/Not concerned (net)</i>	<i>19%</i>	<i>21%</i>





## TOPLINE & METHODOLOGY

Q18\_6. How concerned are you about each of the following? - Election administration and voter experience (long lines, polling locations, etc.)

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	18%	18%
Somewhat concerned	25%	25%
Not very concerned	23%	25%
Not at all concerned	13%	14%
Don't know	19%	17%
Skipped	3%	1%
<b>Concerned (net)</b>	<b>43%</b>	<b>42%</b>
<b>Not Too/Not concerned (net)</b>	<b>35%</b>	<b>39%</b>

Q18\_7. How concerned are you about each of the following? - Misinformation, disinformation, and media bias affecting elections

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very concerned	44%	40%
Somewhat concerned	27%	31%
Not very concerned	6%	8%
Not at all concerned	6%	7%
Don't know	14%	13%
Skipped	3%	1%
<b>Concerned (net)</b>	<b>71%</b>	<b>71%</b>
<b>Not Too/Not concerned (net)</b>	<b>12%</b>	<b>15%</b>



## TOPLINE & METHODOLOGY

Q19\_sum1. Do you agree or disagree with the following statements? - Summary of Agree

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Misinformation and fake news are serious threats to our democracy	73%	74%
The American economy is rigged to advantage the rich and powerful	70%	69%
The mainstream media is more interested in making money than telling the truth	67%	68%
America needs a strong leader to take the country back from the rich and powerful	66%	69%
Voting in elections is an important way to create the change you want to see in the country	65%	67%
Traditional parties and politicians don't care about people like me	64%	65%
The American dream is no longer accessible to people like me	55%	59%
My voice matters in the political process	40%	46%
I see people who look like me in positions of power	29%	33%
To fix America, we need a strong leader willing to break the rules	26%	35%
The political system works for people like me	20%	25%
Politicians care about the issues that affect my daily life	20%	25%

## TOPLINE & METHODOLOGY

Q19\_sum2. Do you agree or disagree with the following statements? - Summary of Disagree

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Politicians care about the issues that affect my daily life	59%	57%
The political system works for people like me	55%	53%
To fix America, we need a strong leader willing to break the rules	49%	44%
I see people who look like me in positions of power	46%	44%
My voice matters in the political process	36%	34%
The American dream is no longer accessible to people like me	25%	24%
Traditional parties and politicians don't care about people like me	15%	15%
America needs a strong leader to take the country back from the rich and powerful	14%	14%
Voting in elections is an important way to create the change you want to see in the country	14%	16%
The mainstream media is more interested in making money than telling the truth	12%	14%
The American economy is rigged to advantage the rich and powerful	11%	13%
Misinformation and fake news are serious threats to our democracy	8%	12%

Q19\_1. Do you agree or disagree with the following statements? - The mainstream media is more interested in making money than telling the truth

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	39%	39%
Somewhat agree	28%	30%
Somewhat disagree	8%	9%
Strongly disagree	4%	4%
Don't know	17%	16%
Skipped	4%	1%
<i>Agree (net)</i>	<i>67%</i>	<i>68%</i>
<i>Disagree (net)</i>	<i>12%</i>	<i>14%</i>

## TOPLINE & METHODOLOGY

Q19\_2. Do you agree or disagree with the following statements? - The American economy is rigged to advantage the rich and powerful

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	45%	39%
Somewhat agree	25%	31%
Somewhat disagree	7%	8%
Strongly disagree	4%	4%
Don't know	15%	16%
Skipped	3%	1%
<i>Agree (net)</i>	<i>70%</i>	<i>69%</i>
<i>Disagree (net)</i>	<i>11%</i>	<i>13%</i>

Q19\_3. Do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	30%	29%
Somewhat agree	35%	37%
Somewhat disagree	10%	11%
Strongly disagree	4%	5%
Don't know	18%	18%
Skipped	4%	2%
<i>Agree (net)</i>	<i>64%</i>	<i>65%</i>
<i>Disagree (net)</i>	<i>15%</i>	<i>15%</i>

Q19\_4. Do you agree or disagree with the following statements? - America needs a strong leader to take the country back from the rich and powerful

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	41%	41%
Somewhat agree	25%	28%
Somewhat disagree	7%	8%
Strongly disagree	7%	6%
Don't know	16%	15%
Skipped	4%	2%
<i>Agree (net)</i>	<i>66%</i>	<i>69%</i>
<i>Disagree (net)</i>	<i>14%</i>	<i>14%</i>

## TOPLINE & METHODOLOGY

Q19\_5. Do you agree or disagree with the following statements? - To fix America, we need a strong leader willing to break the rules

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	11%	13%
Somewhat agree	15%	22%
Somewhat disagree	17%	16%
Strongly disagree	33%	27%
Don't know	21%	20%
Skipped	4%	2%
<i>Agree (net)</i>	<i>26%</i>	<i>35%</i>
<i>Disagree (net)</i>	<i>49%</i>	<i>44%</i>

Q19\_6. Do you agree or disagree with the following statements? - The political system works for people like me

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	3%	5%
Somewhat agree	17%	20%
Somewhat disagree	28%	30%
Strongly disagree	26%	24%
Don't know	21%	20%
Skipped	4%	2%
<i>Agree (net)</i>	<i>20%</i>	<i>25%</i>
<i>Disagree (net)</i>	<i>55%</i>	<i>53%</i>

Q19\_7. Do you agree or disagree with the following statements? - My voice matters in the political process

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	14%	17%
Somewhat agree	27%	29%
Somewhat disagree	19%	19%
Strongly disagree	17%	15%
Don't know	20%	19%
Skipped	4%	1%
<i>Agree (net)</i>	<i>40%</i>	<i>46%</i>
<i>Disagree (net)</i>	<i>36%</i>	<i>34%</i>

## TOPLINE & METHODOLOGY

Q19\_8. Do you agree or disagree with the following statements? - Politicians care about the issues that affect my daily life

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	2%	5%
Somewhat agree	18%	20%
Somewhat disagree	29%	28%
Strongly disagree	30%	29%
Don't know	17%	17%
Skipped	4%	1%
<i>Agree (net)</i>	<i>20%</i>	<i>25%</i>
<i>Disagree (net)</i>	<i>59%</i>	<i>57%</i>

Q19\_9. Do you agree or disagree with the following statements? - I see people who look like me in positions of power

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	7%	8%
Somewhat agree	22%	25%
Somewhat disagree	24%	21%
Strongly disagree	21%	23%
Don't know	22%	21%
Skipped	3%	2%
<i>Agree (net)</i>	<i>29%</i>	<i>33%</i>
<i>Disagree (net)</i>	<i>46%</i>	<i>44%</i>

Q19\_10. Do you agree or disagree with the following statements? - Misinformation and fake news are serious threats to our democracy

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	47%	45%
Somewhat agree	26%	29%
Somewhat disagree	5%	7%
Strongly disagree	4%	5%
Don't know	15%	13%
Skipped	4%	2%
<i>Agree (net)</i>	<i>73%</i>	<i>74%</i>
<i>Disagree (net)</i>	<i>8%</i>	<i>12%</i>

## TOPLINE & METHODOLOGY

Q19\_11. Do you agree or disagree with the following statements? - The American dream is no longer accessible to people like me

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	29%	27%
Somewhat agree	26%	33%
Somewhat disagree	16%	17%
Strongly disagree	9%	7%
Don't know	17%	15%
Skipped	4%	1%
<i>Agree (net)</i>	<i>55%</i>	<i>59%</i>
<i>Disagree (net)</i>	<i>25%</i>	<i>24%</i>

Q19\_12. Do you agree or disagree with the following statements? - It is important for me to personally vote in elections

	<b>Total - General Population (N=479)</b>	<b>Total - States of Interest (N=812)</b>
Strongly agree	69%	64%
Somewhat agree	15%	23%
Somewhat disagree	3%	4%
Strongly disagree	2%	2%
Don't know	2%	2%
Skipped	9%	4%
<i>Agree (net)</i>	<i>84%</i>	<i>88%</i>
<i>Disagree (net)</i>	<i>5%</i>	<i>7%</i>

Q19\_13. Do you agree or disagree with the following statements? - Voting in elections is an important way to create the change you want to see in the country

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	37%	37%
Somewhat agree	28%	30%
Somewhat disagree	7%	10%
Strongly disagree	7%	6%
Don't know	17%	15%
Skipped	3%	1%
<i>Agree (net)</i>	<i>65%</i>	<i>67%</i>
<i>Disagree (net)</i>	<i>14%</i>	<i>16%</i>

## TOPLINE & METHODOLOGY

Q20. Which of the following best describes your current financial situation?

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Comfortable - I can cover all expenses with room for saving and investing	14%	13%
Stable with savings - I can cover all expenses and save some money	19%	22%
Stable without savings - I can cover expense but have little left over	21%	21%
Tight - I have to carefully watch spending and sometimes cut back to make ends meet	24%	23%
Very difficult - I struggle to make ends meet and may fall behind on payments	13%	13%
Prefer not to answer	9%	7%
Skipped	2%	1%

Q21. Compared to a year ago, is your family's financial situation...

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Much better now	4%	5%
Somewhat better now	13%	14%
About the same	46%	44%
Somewhat worse now	26%	25%
Much worse now	10%	11%
Skipped	2%	1%
<i>Better (net)</i>	<i>16%</i>	<i>19%</i>
<i>Worse (net)</i>	<i>36%</i>	<i>36%</i>

Q22. Looking ahead one year from now, do you expect your family's economic situation will...

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Get much better	11%	14%
Get somewhat better	27%	31%
Stay about the same	39%	36%
Get somewhat worse	16%	12%
Get much worse	5%	6%
Skipped	2%	1%
<i>Better (net)</i>	<i>38%</i>	<i>45%</i>
<i>Worse (net)</i>	<i>21%</i>	<i>18%</i>



## TOPLINE & METHODOLOGY

Q23. You said you expect your family's economic situation will [PIPE RESPONSE FROM Q22]. What are the main reasons you think this will happen?

Open-ended responses are included in a separate file.

Q24. Which of the following would be helpful for your family's economic security?

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Lower cost of groceries and essentials	63%	60%
Lower taxes	38%	37%
Lower housing costs	33%	32%
Lower energy costs	26%	23%
More affordable healthcare	22%	22%
Better paying jobs in my area	19%	23%
Ability to save and invest more money	19%	17%
Higher minimum wage	18%	21%
Student loan relief	11%	11%
Affordable childcare	4%	6%
Better education options	3%	4%
More affordable transportation	3%	4%
Other. Please specify.	2%	2%
Skipped	4%	2%

Q25\_sum1. How important are each of the following issues to you personally? - Summary of Important

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Access to medical testing and treatments for women's health conditions (fibroids, cysts, etc.)	85%	87%
Paid family and medical leave	77%	80%
Reducing maternal mortality rates, especially for women of color	76%	78%
Affordable childcare	65%	69%
Family and reproductive justice	63%	71%
Access to affordable birth control	61%	67%
Access to emergency contraception	56%	62%
Access to adoption services	51%	58%
Access to fertility treatments (IVF, IUI/ICl, surrogacy)	49%	56%
Access to abortion care	48%	53%





## TOPLINE & METHODOLOGY

Q25\_sum2. How important are each of the following issues to you personally? - Summary of Not Important

	<b>Total - General Population (N=1,1071,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Access to abortion care	47%	44%
Access to fertility treatments (IVF, IUI/ICI, surrogacy)	47%	42%
Access to adoption services	45%	40%
Access to emergency contraception	39%	35%
Access to affordable birth control	35%	30%
Family and reproductive justice	32%	27%
Affordable childcare	31%	29%
Reducing maternal mortality rates, especially for women of color	19%	19%
Paid family and medical leave	19%	18%
Access to medical testing and treatments for women's health conditions (fibroids, cysts, etc.)	11%	12%

Q25\_1. How important are each of the following issues to you personally? - Access to affordable birth control

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	35%	36%
Somewhat important	26%	32%
Not very important	12%	12%
Not at all important	23%	19%
Skipped	4%	2%
<i>Important (net)</i>	<i>61%</i>	<i>67%</i>
<i>Not important (net)</i>	<i>35%</i>	<i>30%</i>

Q25\_2. How important are each of the following issues to you personally? - Access to emergency contraception

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	32%	35%
Somewhat important	24%	28%
Not very important	15%	14%
Not at all important	24%	21%
Skipped	4%	3%
<i>Important (net)</i>	<i>56%</i>	<i>62%</i>
<i>Not important (net)</i>	<i>39%</i>	<i>35%</i>





## TOPLINE & METHODOLOGY

Q25\_3. How important are each of the following issues to you personally? - Access to abortion care

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	27%	27%
Somewhat important	21%	26%
Not very important	16%	16%
Not at all important	31%	28%
Skipped	5%	2%
<i>Important (net)</i>	<i>48%</i>	<i>53%</i>
<i>Not important (net)</i>	<i>47%</i>	<i>44%</i>

Q25\_4. How important are each of the following issues to you personally? - Reducing maternal mortality rates, especially for women of color

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	45%	40%
Somewhat important	31%	38%
Not very important	8%	9%
Not at all important	11%	9%
Skipped	5%	3%
<i>Important (net)</i>	<i>76%</i>	<i>78%</i>
<i>Not important (net)</i>	<i>19%</i>	<i>19%</i>

Q25\_5. How important are each of the following issues to you personally? - Paid family and medical leave

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	46%	43%
Somewhat important	31%	37%
Not very important	8%	9%
Not at all important	11%	9%
Skipped	4%	2%
<i>Important (net)</i>	<i>77%</i>	<i>80%</i>
<i>Not important (net)</i>	<i>19%</i>	<i>18%</i>



## TOPLINE & METHODOLOGY

Q25\_6. How important are each of the following issues to you personally? - Affordable childcare

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	39%	38%
Somewhat important	26%	31%
Not very important	11%	12%
Not at all important	20%	17%
Skipped	4%	2%
<i>Important (net)</i>	<i>65%</i>	<i>69%</i>
<i>Not important (net)</i>	<i>31%</i>	<i>29%</i>

Q25\_7. How important are each of the following issues to you personally? - Access to fertility treatments (IVF, IUI/ICl, surrogacy)

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	24%	26%
Somewhat important	25%	30%
Not very important	17%	18%
Not at all important	30%	23%
Skipped	4%	2%
<i>Important (net)</i>	<i>49%</i>	<i>56%</i>
<i>Not important (net)</i>	<i>47%</i>	<i>42%</i>

Q25\_8. How important are each of the following issues to you personally? - Access to adoption services

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	25%	26%
Somewhat important	26%	32%
Not very important	18%	18%
Not at all important	27%	22%
Skipped	4%	2%
<i>Important (net)</i>	<i>51%</i>	<i>58%</i>
<i>Not important (net)</i>	<i>45%</i>	<i>40%</i>

## TOPLINE & METHODOLOGY

Q25\_9. How important are each of the following issues to you personally? - Access to medical testing and treatments for women's health conditions (fibroids, cysts, etc.)

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	57%	54%
Somewhat important	28%	33%
Not very important	5%	5%
Not at all important	6%	7%
Skipped	4%	2%
<i>Important (net)</i>	<i>85%</i>	<i>87%</i>
<i>Not important (net)</i>	<i>11%</i>	<i>12%</i>

Q25\_10. How important are each of the following issues to you personally? - Family and reproductive justice

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Very important	33%	33%
Somewhat important	30%	38%
Not very important	14%	12%
Not at all important	18%	15%
Skipped	5%	2%
<i>Important (net)</i>	<i>63%</i>	<i>71%</i>
<i>Not important (net)</i>	<i>32%</i>	<i>27%</i>

## TOPLINE & METHODOLOGY

Q26\_sum1. How much do you agree or disagree with the following statements? - Summary of Agree

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Being able to plan when to have children helps women succeed in their careers	70%	75%
When women can choose if and when to have children, they're more likely to finish their education	64%	67%
Pregnancy decisions should be between a woman and her doctor	62%	62%
Women's financial stability improves when they can make their own reproductive choices	62%	63%
There should be some abortion laws, but women should make the final decision	61%	64%
Abortion should only be allowed in cases of rape, incest, or danger to the mother's life	39%	46%
Abortion should not be allowed under any circumstances	18%	23%

Q26\_sum2. How much do you agree or disagree with the following statements? - Summary of Disagree

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Abortion should not be allowed under any circumstances	63%	61%
Abortion should only be allowed in cases of rape, incest, or danger to the mother's life	42%	39%
Pregnancy decisions should be between a woman and her doctor	19%	23%
There should be some abortion laws, but women should make the final decision	19%	20%
Women's financial stability improves when they can make their own reproductive choices	13%	17%
Being able to plan when to have children helps women succeed in their careers	11%	11%
When women can choose if and when to have children, they're more likely to finish their education	9%	11%

## TOPLINE & METHODOLOGY

Q26\_1. How much do you agree or disagree with the following statements? - Pregnancy decisions should be between a woman and her doctor

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	43%	39%
Somewhat agree	19%	23%
Somewhat disagree	11%	12%
Strongly disagree	8%	11%
Don't know / Prefer not to answer	16%	14%
Skipped	3%	1%
<i>Agree (net)</i>	<i>62%</i>	<i>62%</i>
<i>Disagree (net)</i>	<i>19%</i>	<i>23%</i>

Q26\_2. How much do you agree or disagree with the following statements? - There should be some abortion laws, but women should make the final decision

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	36%	36%
Somewhat agree	26%	28%
Somewhat disagree	8%	9%
Strongly disagree	11%	11%
Don't know / Prefer not to answer	17%	14%
Skipped	3%	1%
<i>Agree (net)</i>	<i>61%</i>	<i>64%</i>
<i>Disagree (net)</i>	<i>19%</i>	<i>20%</i>

Q26\_3. How much do you agree or disagree with the following statements? - Abortion should only be allowed in cases of rape, incest, or danger to the mother's life

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	23%	26%
Somewhat agree	16%	20%
Somewhat disagree	14%	15%
Strongly disagree	29%	24%
Don't know / Prefer not to answer	16%	13%
Skipped	3%	1%
<i>Agree (net)</i>	<i>39%</i>	<i>46%</i>
<i>Disagree (net)</i>	<i>42%</i>	<i>39%</i>

## TOPLINE & METHODOLOGY

Q26\_4. How much do you agree or disagree with the following statements? - Abortion should not be allowed under any circumstances

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	9%	11%
Somewhat agree	9%	13%
Somewhat disagree	16%	16%
Strongly disagree	48%	45%
Don't know / Prefer not to answer	15%	15%
Skipped	3%	1%
<i>Agree (net)</i>	<i>18%</i>	<i>23%</i>
<i>Disagree (net)</i>	<i>63%</i>	<i>61%</i>

Q26\_5. How much do you agree or disagree with the following statements? - When women can choose if and when to have children, they're more likely to finish their education

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	39%	39%
Somewhat agree	25%	28%
Somewhat disagree	5%	7%
Strongly disagree	4%	4%
Don't know / Prefer not to answer	24%	20%
Skipped	3%	1%
<i>Agree (net)</i>	<i>64%</i>	<i>67%</i>
<i>Disagree (net)</i>	<i>9%</i>	<i>11%</i>

Q26\_6. How much do you agree or disagree with the following statements? - Being able to plan when to have children helps women succeed in their careers

	Total - General Population (N=1,017)	Total - States of Interest (N=1,475)
Strongly agree	46%	46%
Somewhat agree	24%	29%
Somewhat disagree	7%	7%
Strongly disagree	3%	4%
Don't know / Prefer not to answer	16%	13%
Skipped	3%	1%
<i>Agree (net)</i>	<i>70%</i>	<i>75%</i>
<i>Disagree (net)</i>	<i>11%</i>	<i>11%</i>

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Q26\_7. How much do you agree or disagree with the following statements? - Women's financial stability improves when they can make their own reproductive choices

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Strongly agree	37%	35%
Somewhat agree	26%	28%
Somewhat disagree	7%	10%
Strongly disagree	6%	8%
Don't know / Prefer not to answer	22%	18%
Skipped	3%	1%
<i>Agree (net)</i>	<i>62%</i>	<i>63%</i>
<i>Disagree (net)</i>	<i>13%</i>	<i>17%</i>

Q27. Do you think abortion should be..

	<b>Total - General Population (N=1,017)</b>	<b>Total - States of Interest (N=1,475)</b>
Legal in all cases	35%	32%
Legal in some cases	31%	35%
Illegal in most cases	12%	14%
Illegal in all cases	5%	7%
Don't know / Prefer not to answer	15%	12%
Skipped	2%	1%
<i>Legal (net)</i>	<i>66%</i>	<i>67%</i>
<i>Illegal (net)</i>	<i>17%</i>	<i>20%</i>



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### About the Study

This National Asian Pacific American Women's Forum/Ipsos poll was conducted from December 5 to 16, 2025, by Ipsos using the probability-based KnowledgePanel® and supplemented with additional interviews in six states (New Jersey, Georgia, Texas, Arizona, Nevada and California) using online (opt-in) panels, to maximize the overall sample size. Only Black, Hispanic, and Asian American and Native Hawaiian Pacific Islander (included mixed races) females 18 years or older were surveyed. In total, 1,017 women were surveyed using KnowledgePanel® for the national sample and a 1,475 were interviewed in the six states of interest across the KnowledgePanel® and supplemental sample.

The margin of sampling error for this study is plus or minus 3.49 percentage points at the 95% confidence level, for results based on the KnowledgePanel®. For the sample that focused on specific states and combined KnowledgePanel® and opt-in sample, the MOE was plus or minus 4.01%. The margin of sampling error takes into account the design effect, which was 1.29 for KnowledgePanel® only and 2.47 for the state specific sample. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may be slightly higher or lower than 100%. In questions that permit multiple responses, columns may be substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted in both English and Spanish. KnowledgePanel was the original and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the KnowledgePanel® sample were weighted to adjust for age, race/ethnicity, education, Census region, metropolitan status, household income, language proficiency, Hispanic origin and 2024 presidential vote choice. The demographic benchmarks came from the 2023 American Community Survey while the 2024 presidential vote choice benchmark was from KnowledgePanel (KP). Additionally, four calibration variables with benchmark distributions derived from KP respondents were incorporated when weighting opt-in respondents and blending KP with opt-in respondents for the six states of interest. These additional variables helped to reduce biases known to be associated with opt-in samples that are not completely addressed with standard geodemographic weighting.





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The detailed weighting variables were as follows with a few categories further collapsed due to small cell sizes:

### National Sample:

- Age (18-34, 35-44, 45-59, 60+) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Education (Less than High School, High School, Some College, Bachelor and higher) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Census Region (Northeast, Midwest, South, West) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Metropolitan Area (Yes, No) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Household Income (Under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and Over) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Language Proficiency (English Proficient Hispanic, Bilingual Hispanic, Spanish Proficient Hispanic, Non-Hispanic)
- Hispanic Origin (Non-Hispanic, Mexican Hispanic, Puerto Rican Hispanic, Other Hispanic origins)
- 2024 Presidential Vote Choice for Black (Kamala Harris, Donald Trump, Another candidate, Did not vote, Non-Black)
- 2024 Presidential Vote Choice for AAPI (Kamala Harris, Donald Trump, Another candidate, Did not vote, Non-AAPI)
- 2024 Presidential Vote Choice for Hispanic (Kamala Harris, Donald Trump, Another candidate, Did not vote, Non-Hispanic)

### State of Interest Sample (New Jersey, Georgia, Texas, Arizona, Nevada and California):

- Age (18-34, 35-44, 45-59, 60+) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Education (Less than High School, High School, Some College, Bachelor and higher) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- State (NJ, GA, TX, AZ, NV, CA) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Metropolitan Area (Yes, No) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Household Income (Under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and Over) by Race-Ethnicity (Hispanic, NH Black only, NH AAPI only, and NH All else)
- Language Proficiency (English Proficient Hispanic, Bilingual Hispanic, Spanish Proficient Hispanic, Non-Hispanic)
- Hispanic Origin (Non-Hispanic, Mexican Hispanic, Puerto Rican Hispanic, Other Hispanic origins)
- 2024 Presidential Vote Choice for Black (Kamala Harris, Donald Trump, Another candidate, Did not vote, Non-Black)
- 2024 Presidential Vote Choice for AAPI (Kamala Harris, Donald Trump, Another candidate, Did not vote, Non-AAPI)





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- 2024 Presidential Vote Choice for Hispanic (Kamala Harris, Donald Trump, Another candidate, Did not vote, Non-Hispanic)
- Calibration Variable 1: Watch TV (less than 3 hours/day, 3+ hours/day)
- Calibration Variable 2: Internet for Personal Use (Less than 10 hours/week, 10+ hours/week)
- Calibration Variable 3: Express Political/Community Opinions Online (Not at all, Less than once a month or more often)
- Calibration Variable 4: Try new products (Not at all/Somewhat, A lot/Completely)

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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