

Clarity Omnibus Survey

September 2026

clarity+campaign(labs)

Methodology

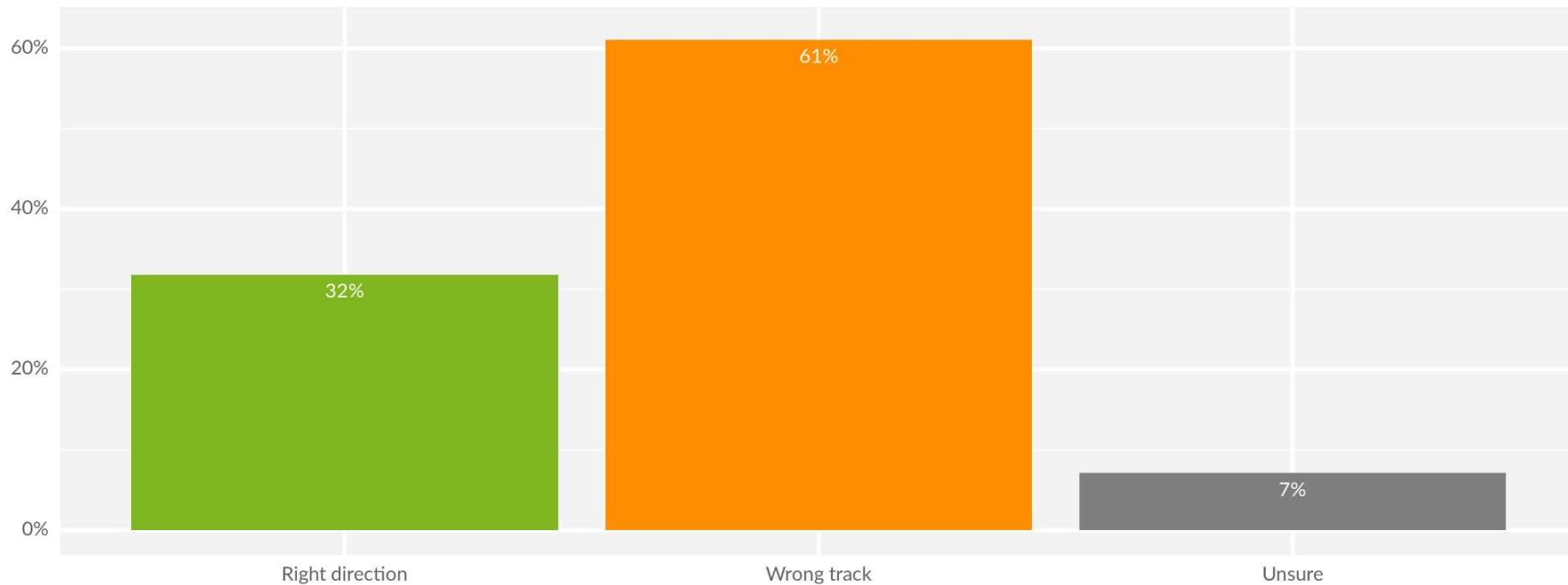
The September 2026 Clarity Omnibus survey was conducted from September 11th - 16th via national online public opinion panels. 1,046 respondents were matched to the voter file. The margin of error of this poll is +/-3.03% at a 95% confidence interval.

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 likely 2026 General election voters** using factors including age, gender, race, education, geography, and our [2026g Turnout model](#).

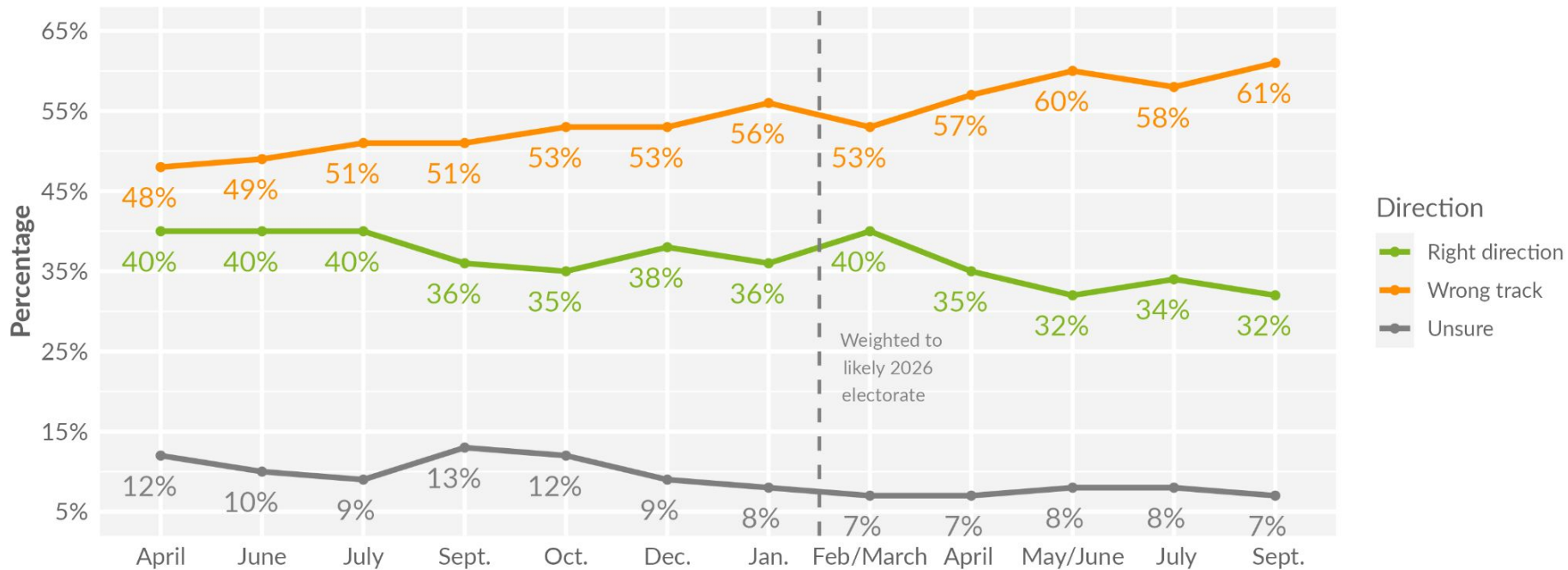
Warm-up

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



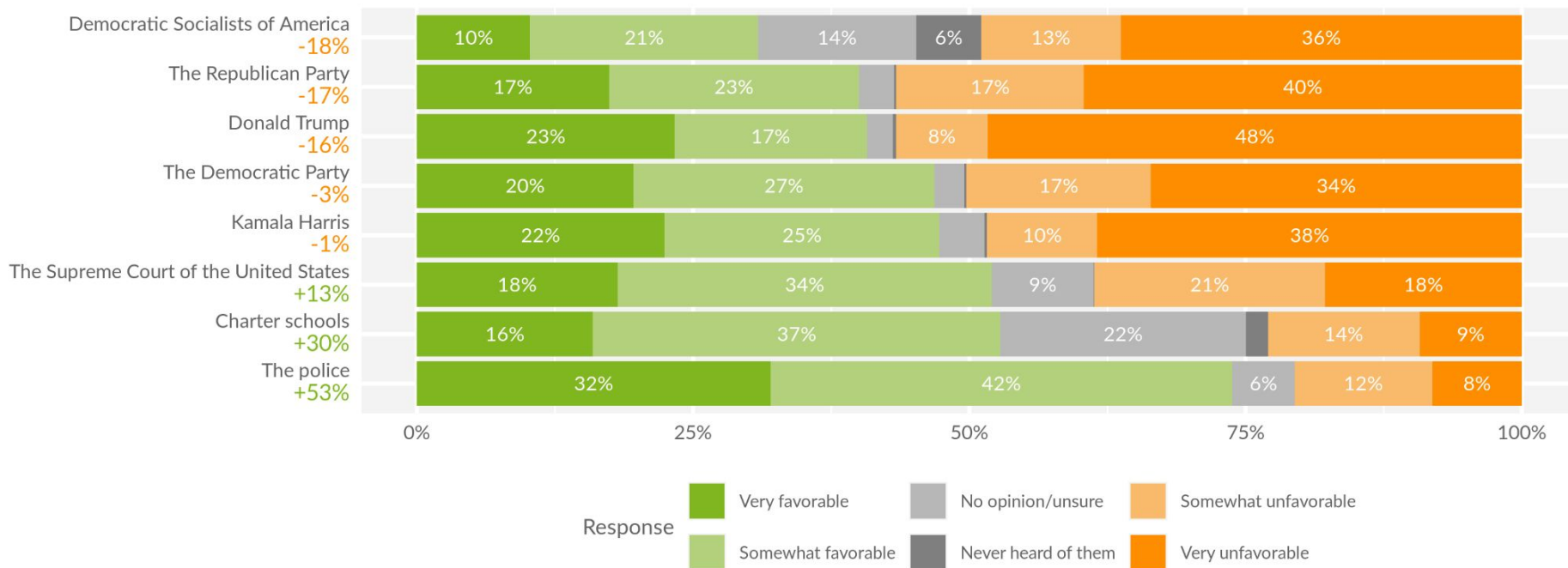
Warm-up

Right Track/Wrong Direction



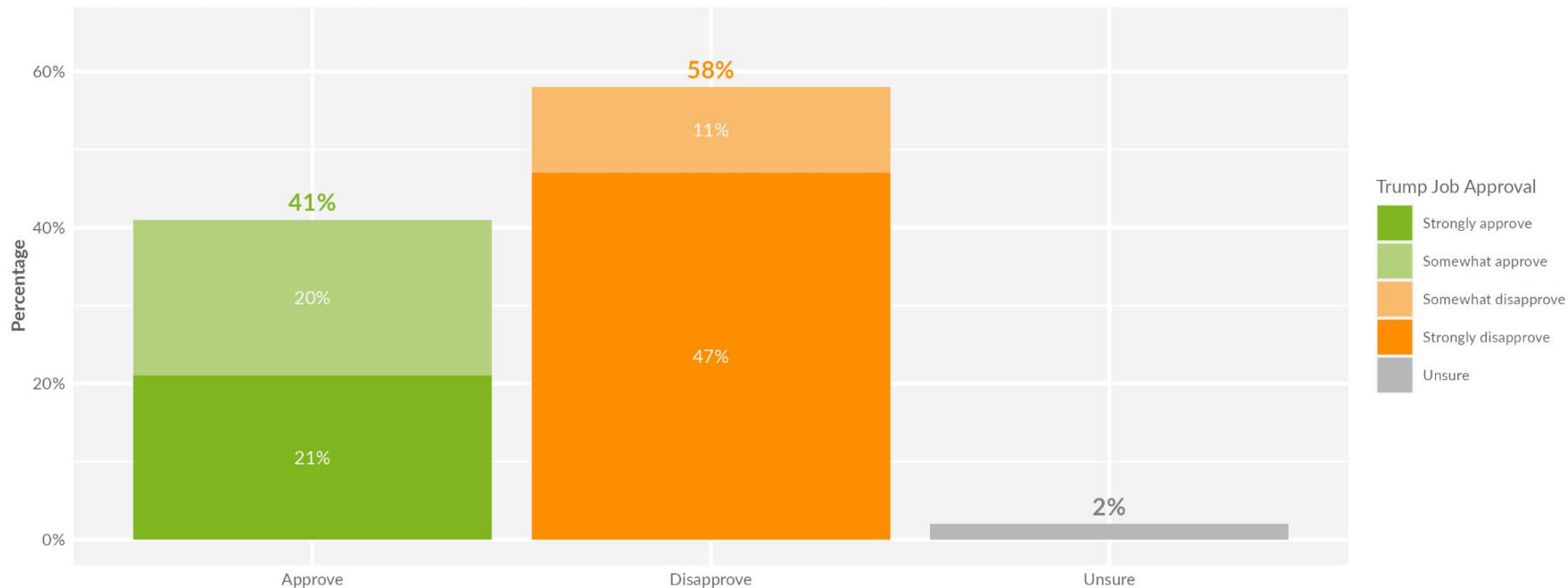
Political Views and Attitudes

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



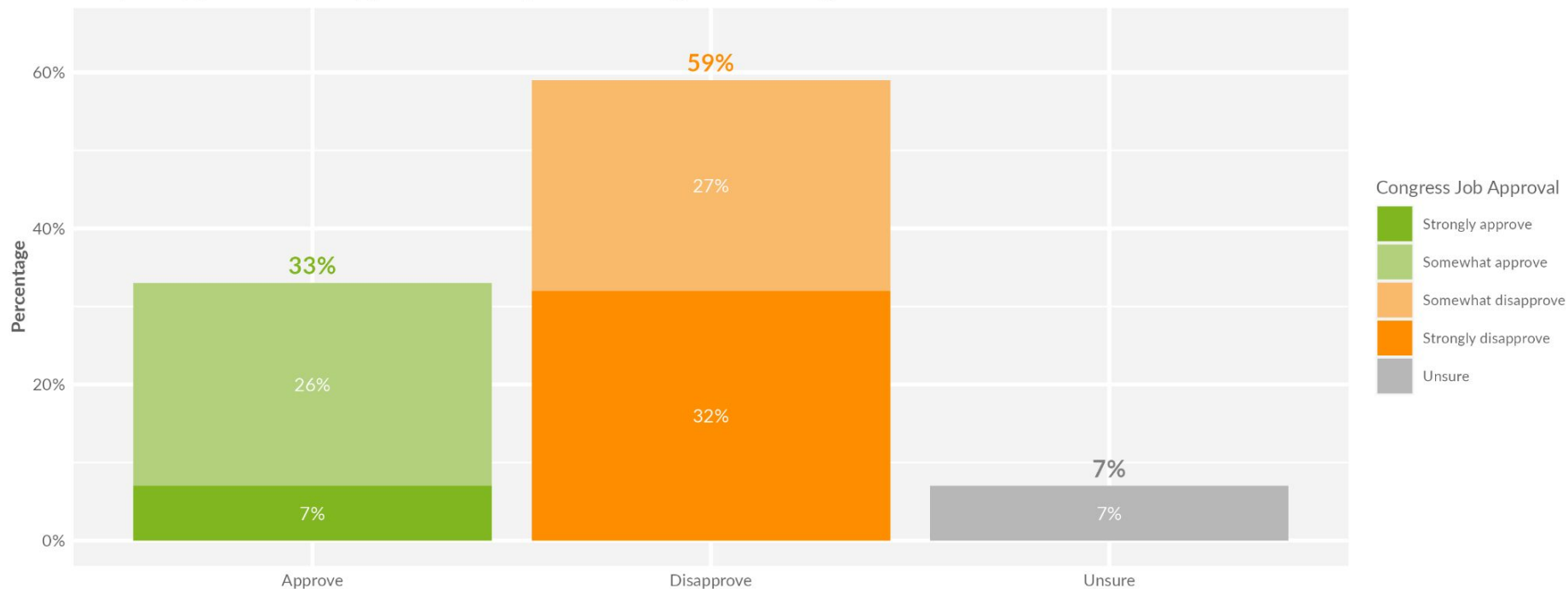
Political Views and Attitudes

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



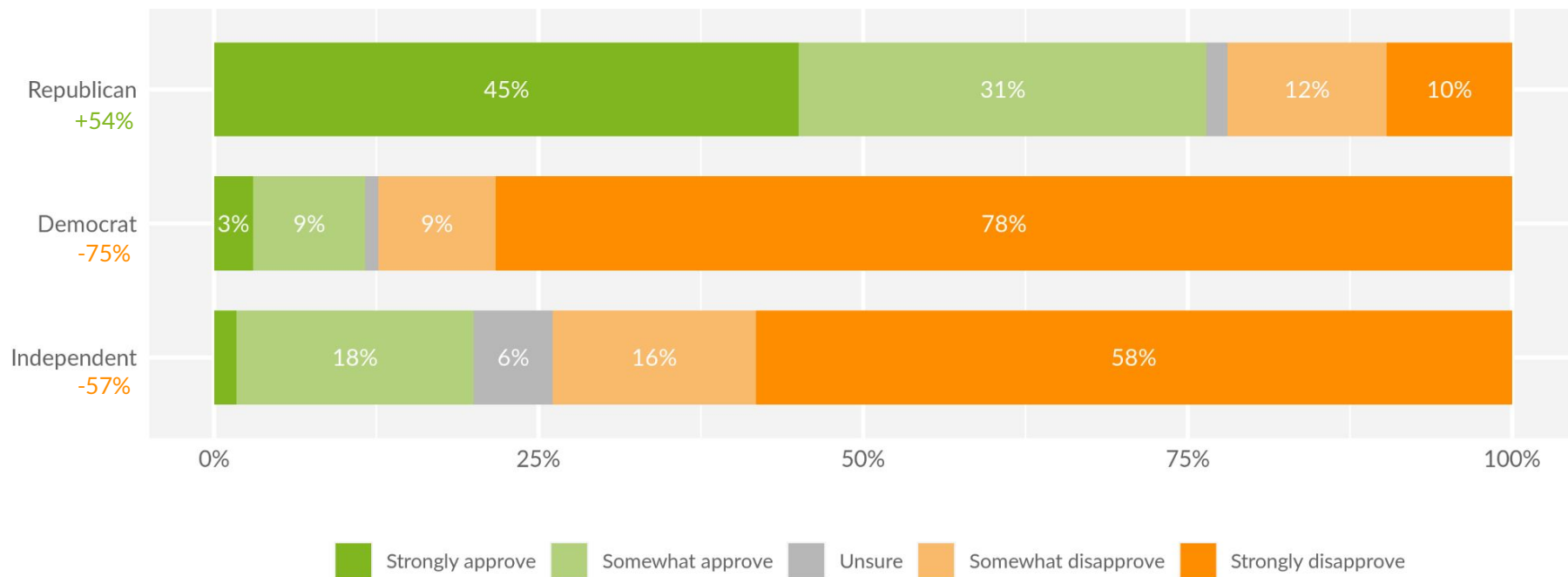
Political Views and Attitudes

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

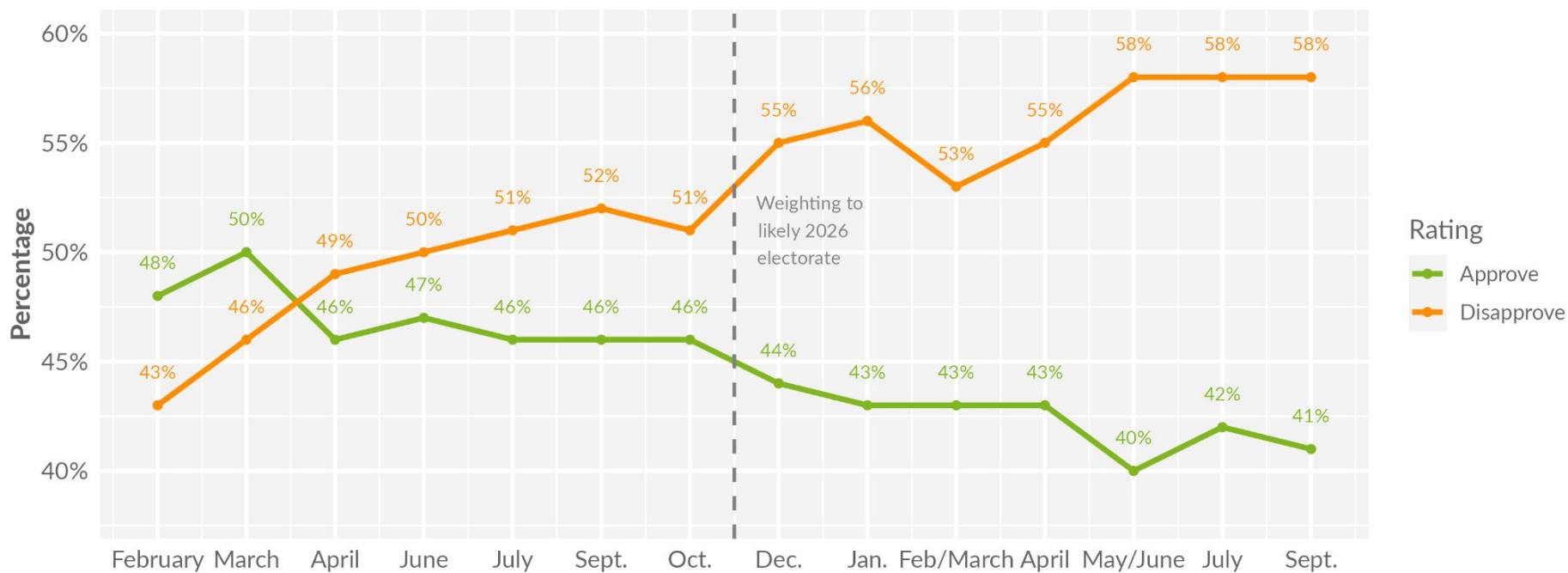


Political Views and Attitudes

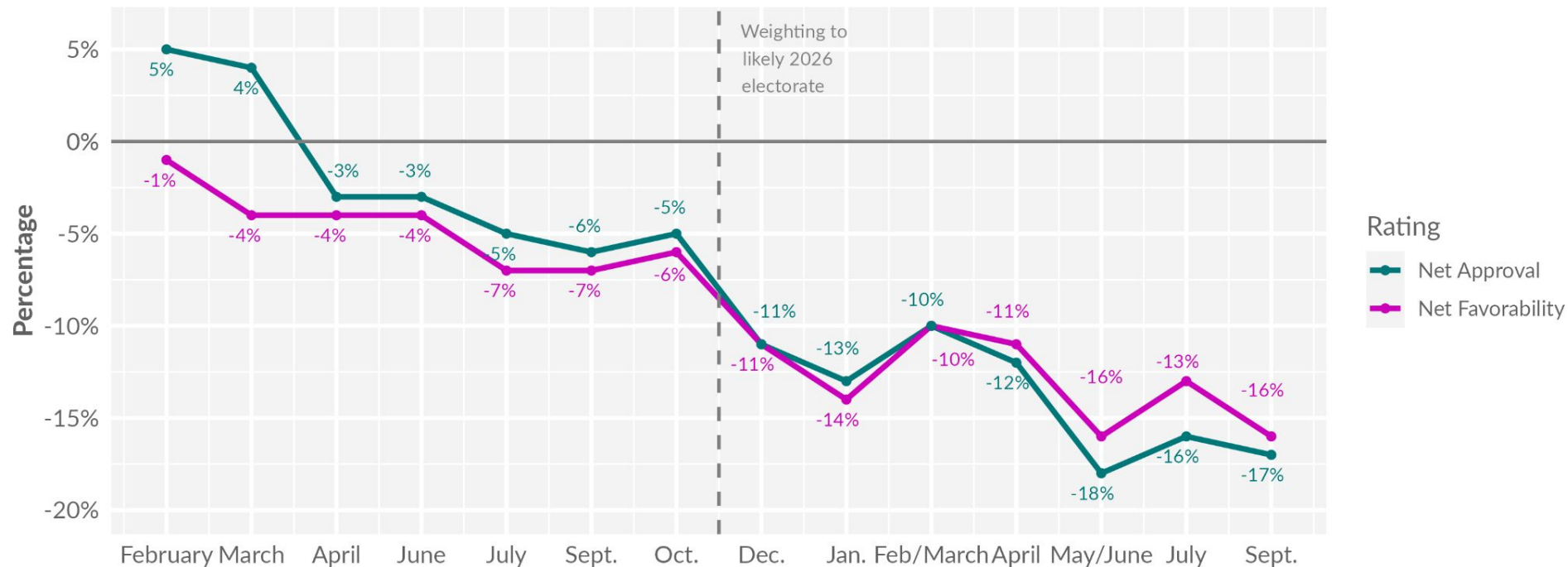
Trump Job Approval by Party ID



Trump Job Approval Rating in Clarity Omnibus Surveys

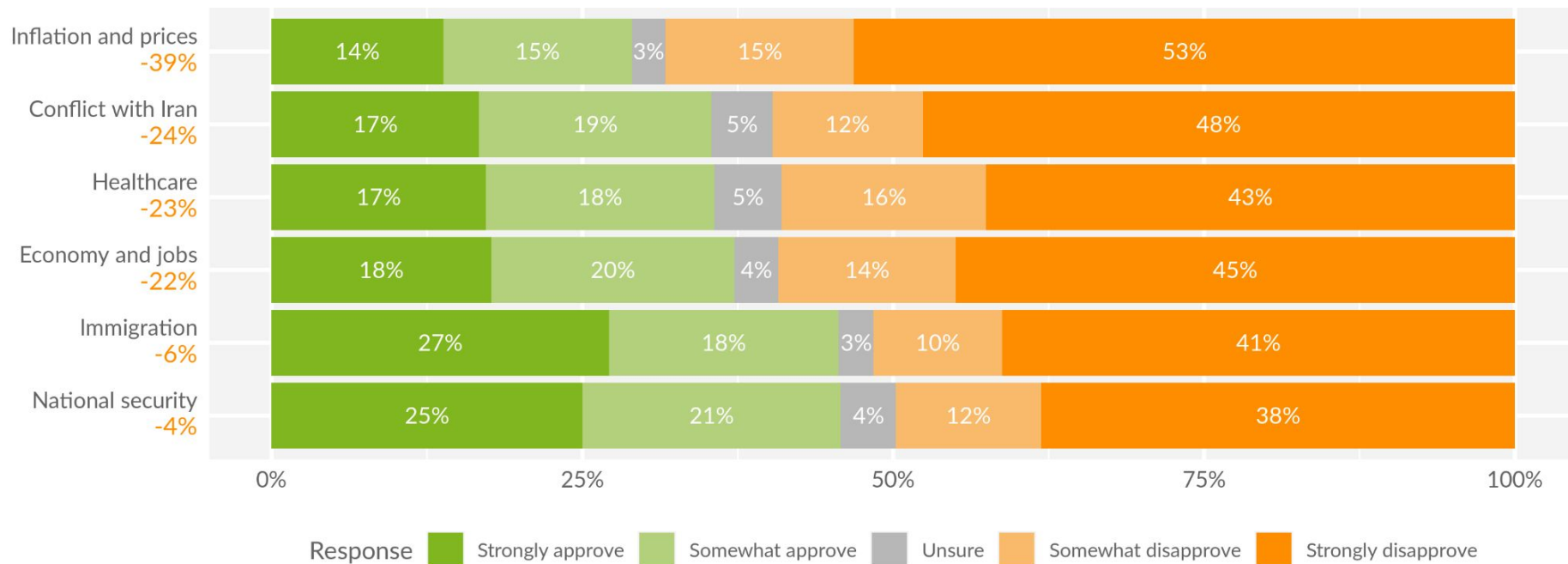


Trump Net Job Approval and Favorability Ratings in Clarity Omnibus Surveys

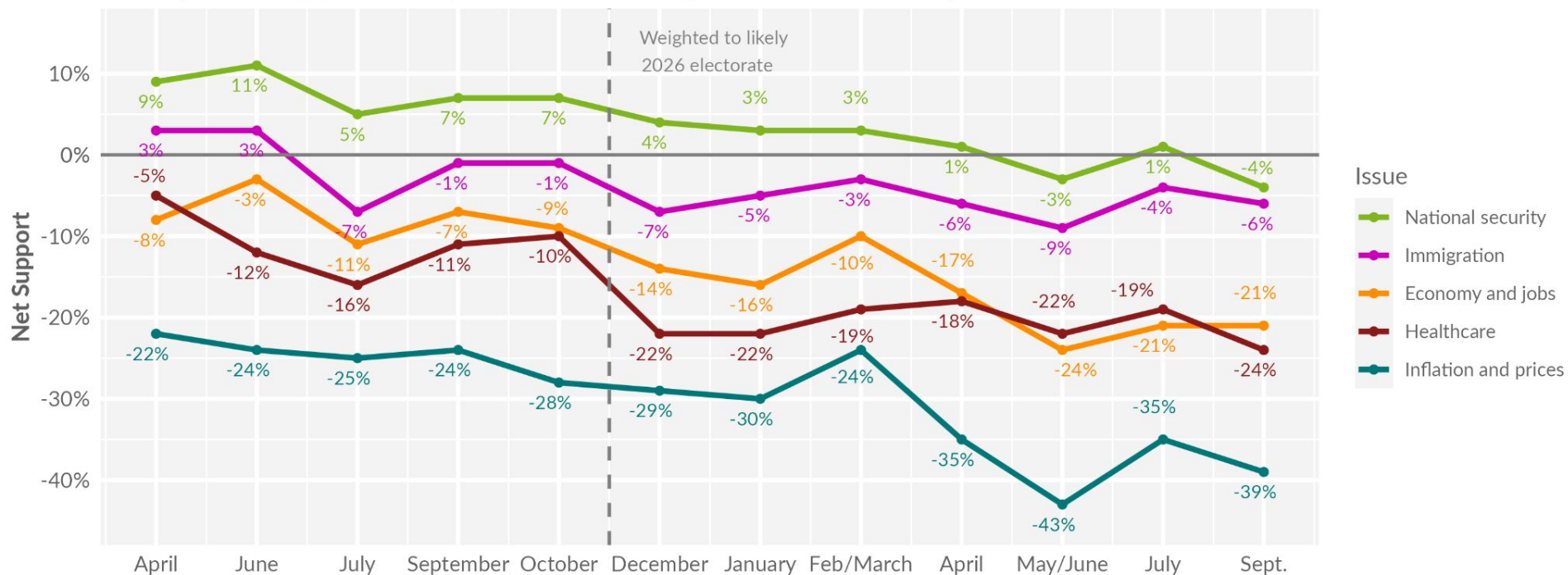


Political Views and Attitudes

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

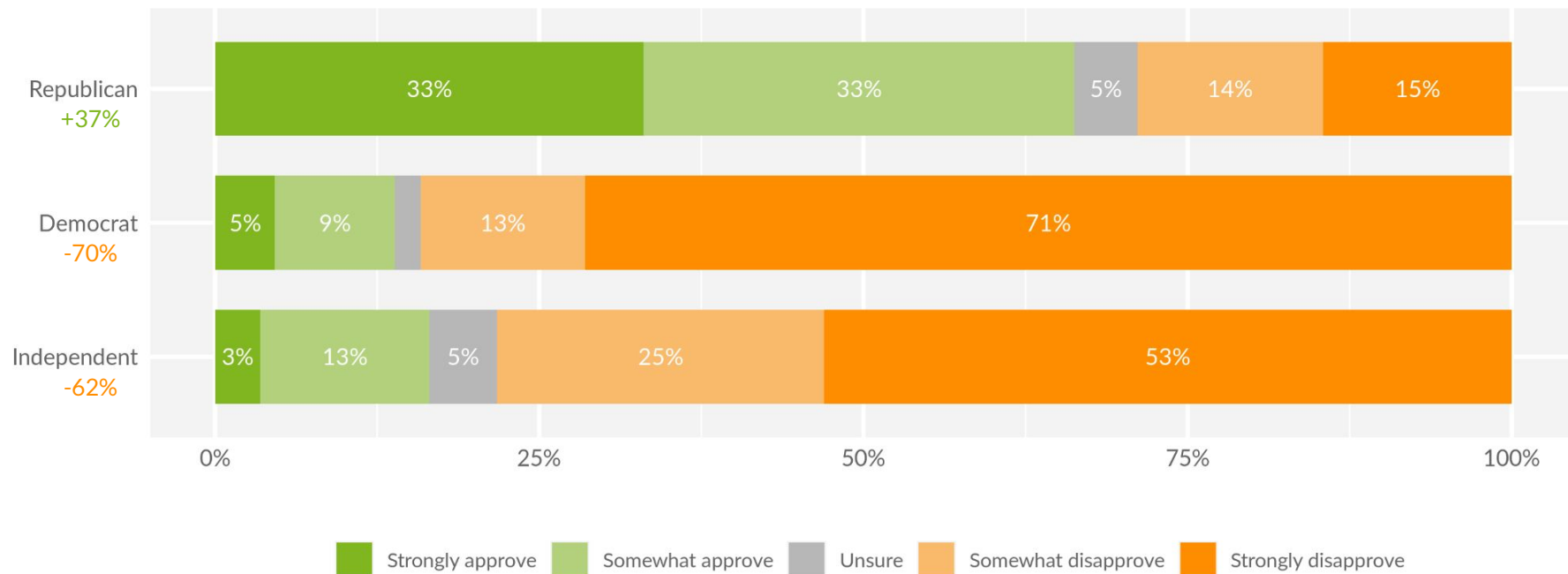


Trump Net Approval by Issue in Clarity Omnibus Surveys



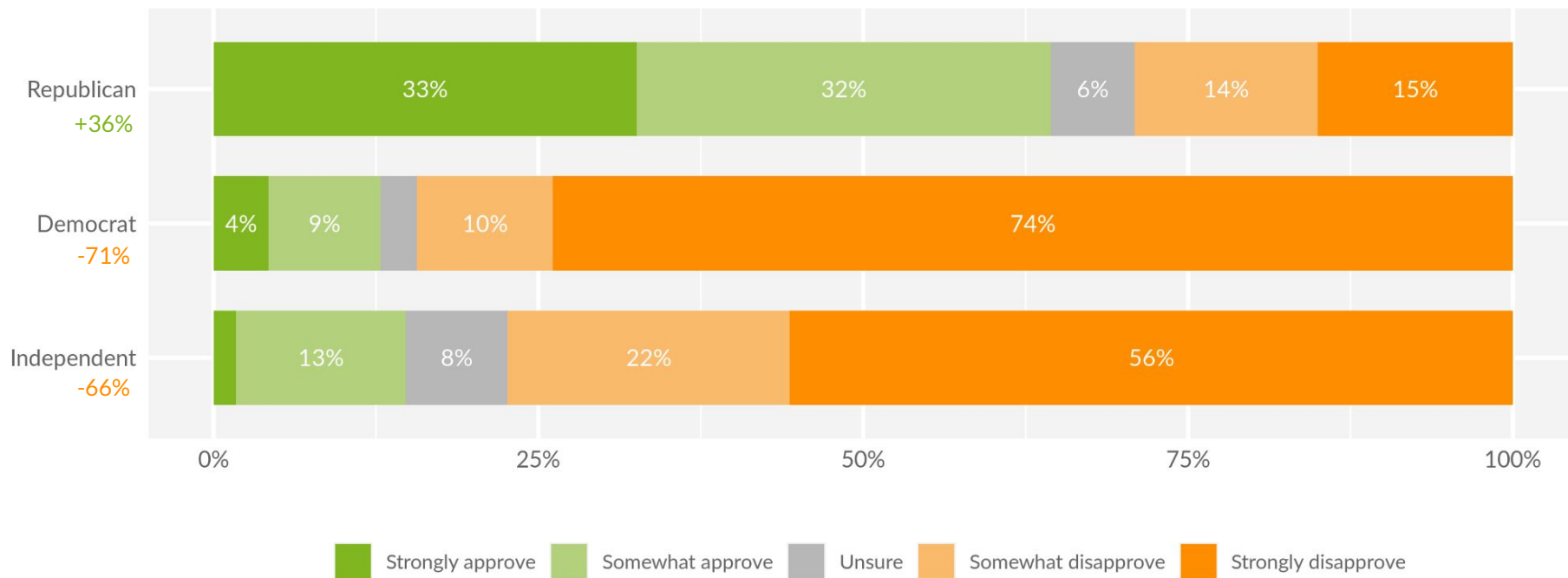
Political Views and Attitudes

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



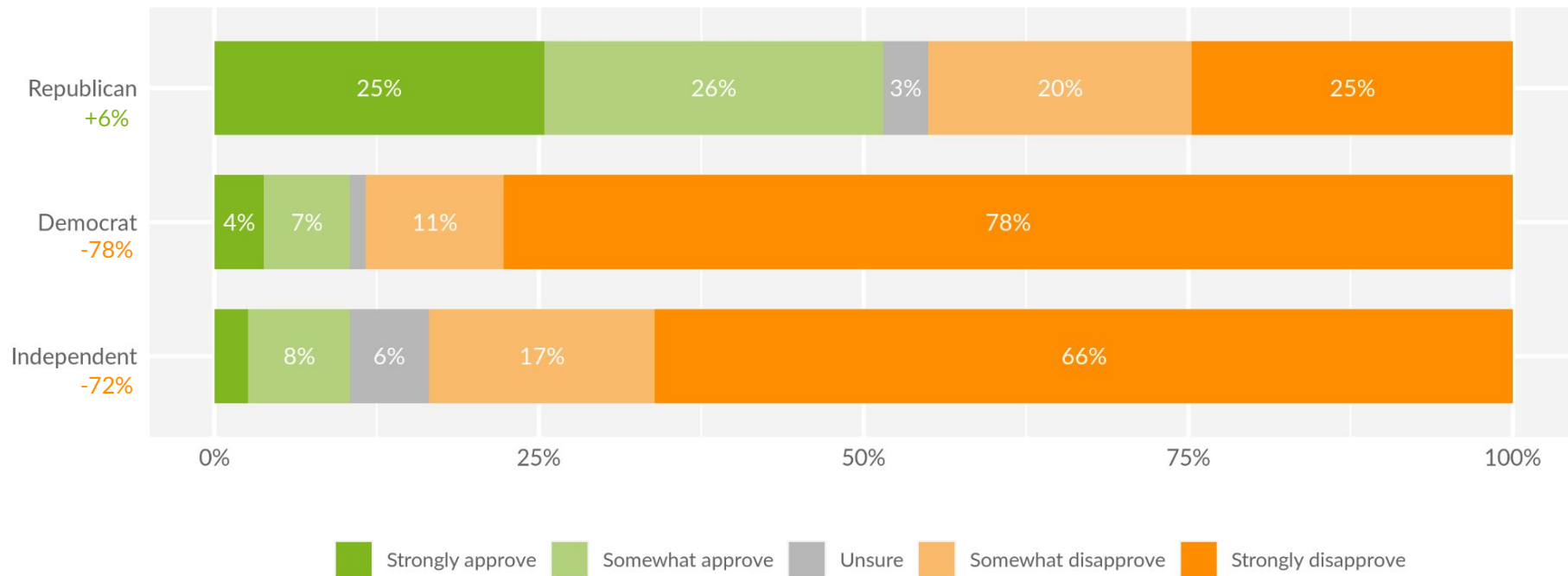
Political Views and Attitudes

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



Political Views and Attitudes

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



Do you support or oppose each of the following policies?

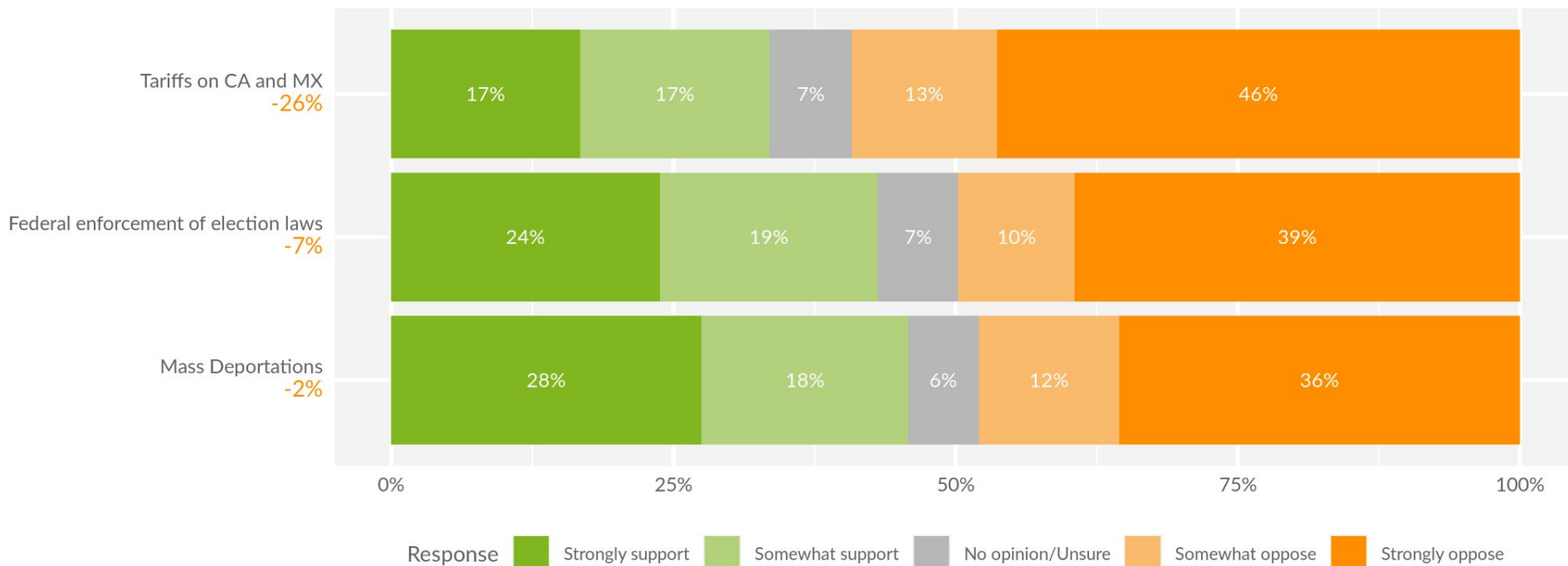
Tariffs on CA and MX: Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada. -26%

Federal enforcement of election laws: Directing federal agencies, including USPS and ICE, to actively enforce election laws that are normally handled by the states. -7%

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

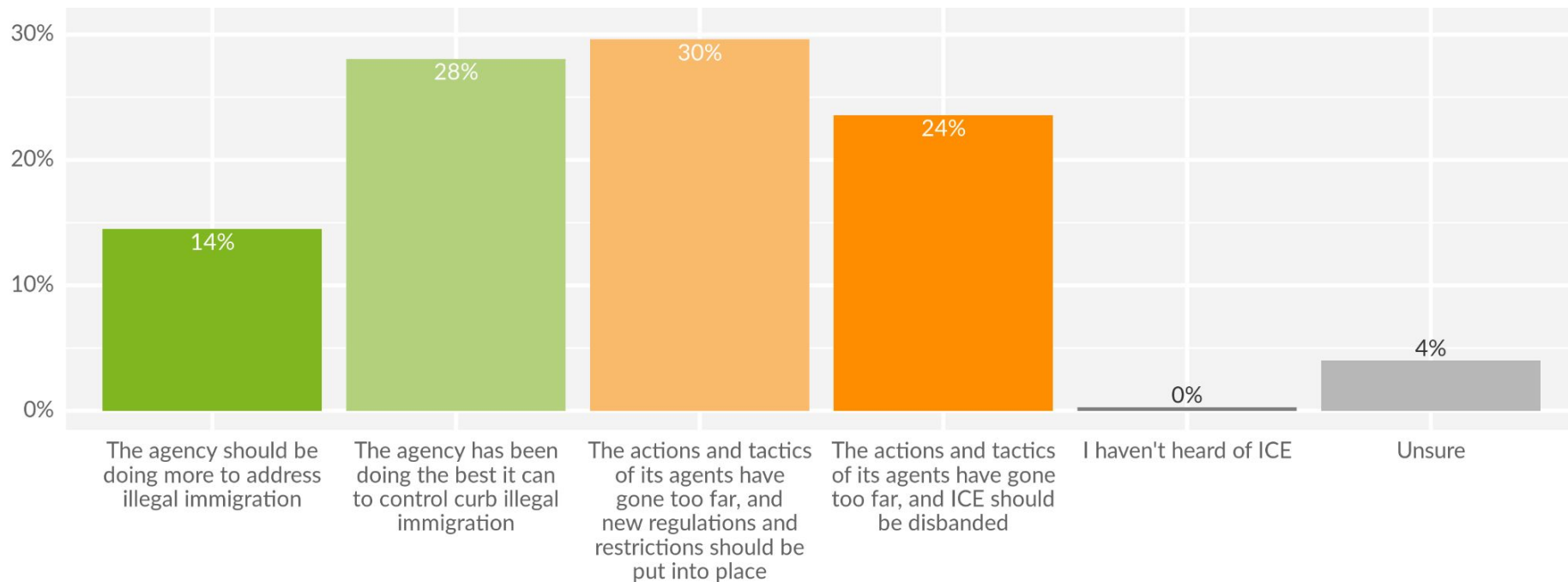
Political Views and Attitudes

Do you support or oppose each of the following policies?



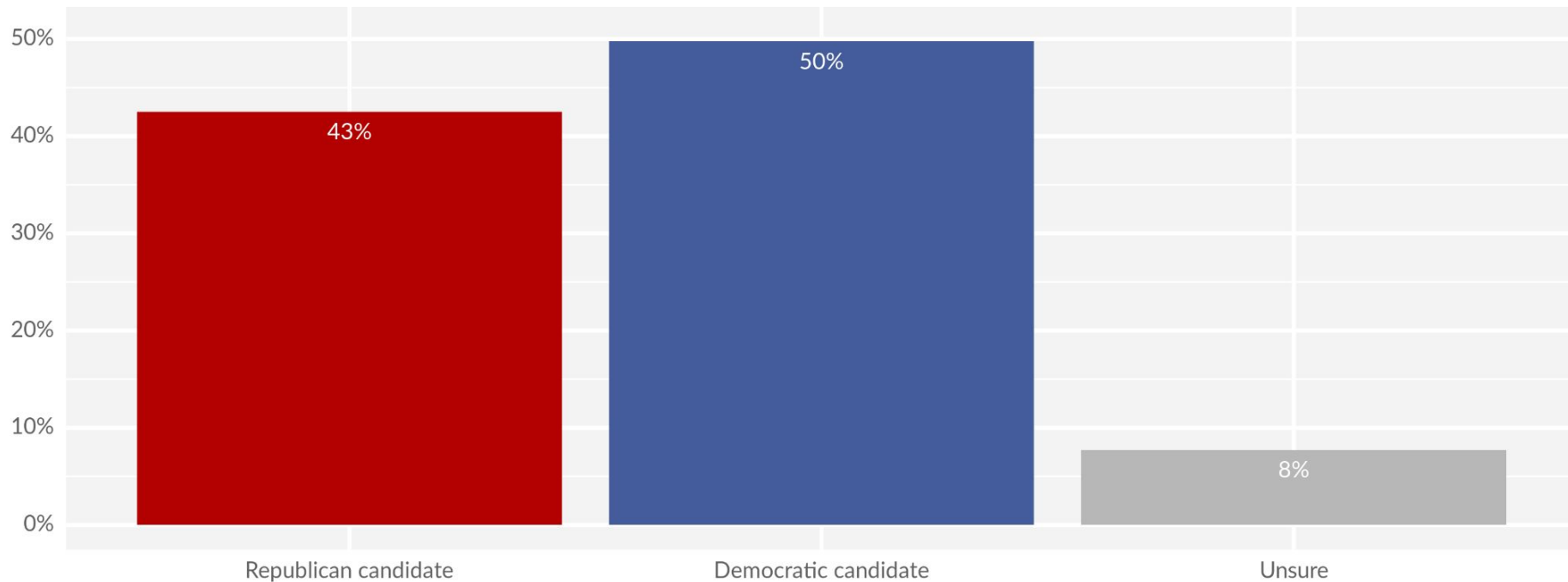
Political Views and Attitudes

Which of the following best fits your opinion on ICE (United States Immigration and Customs Enforcement)?



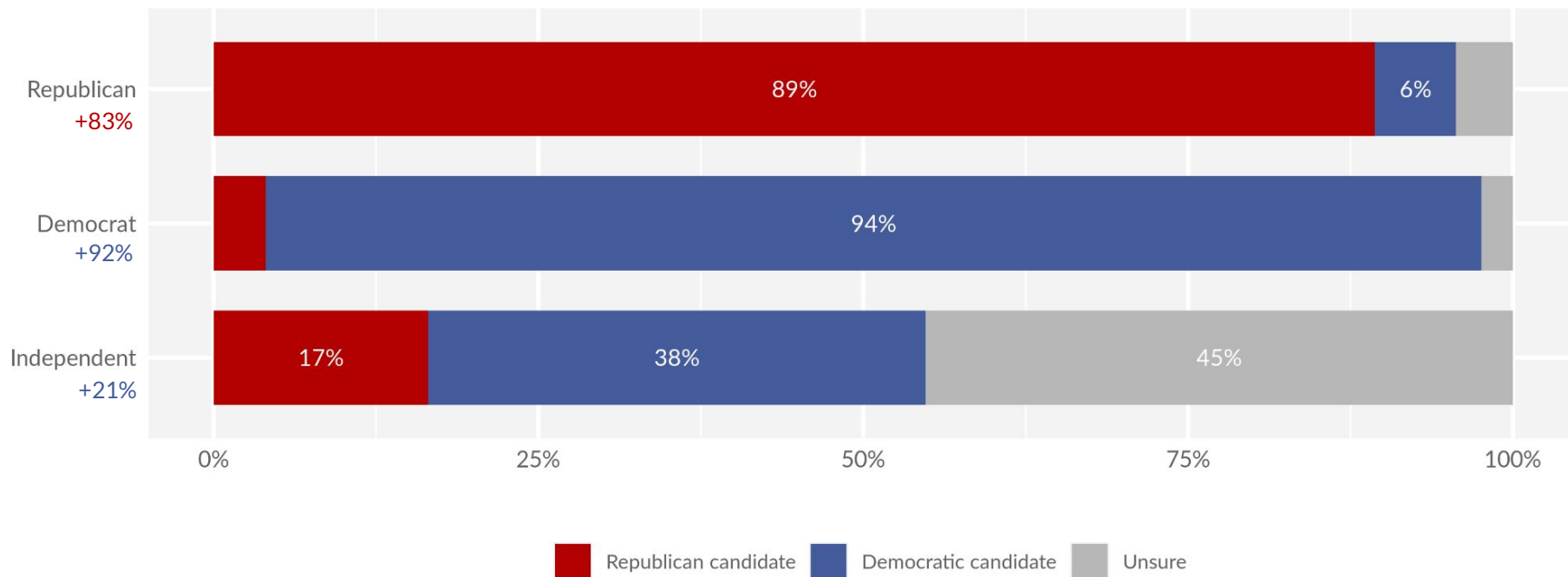
Political Views and Attitudes

Generic House Vote (w/ Leaners)



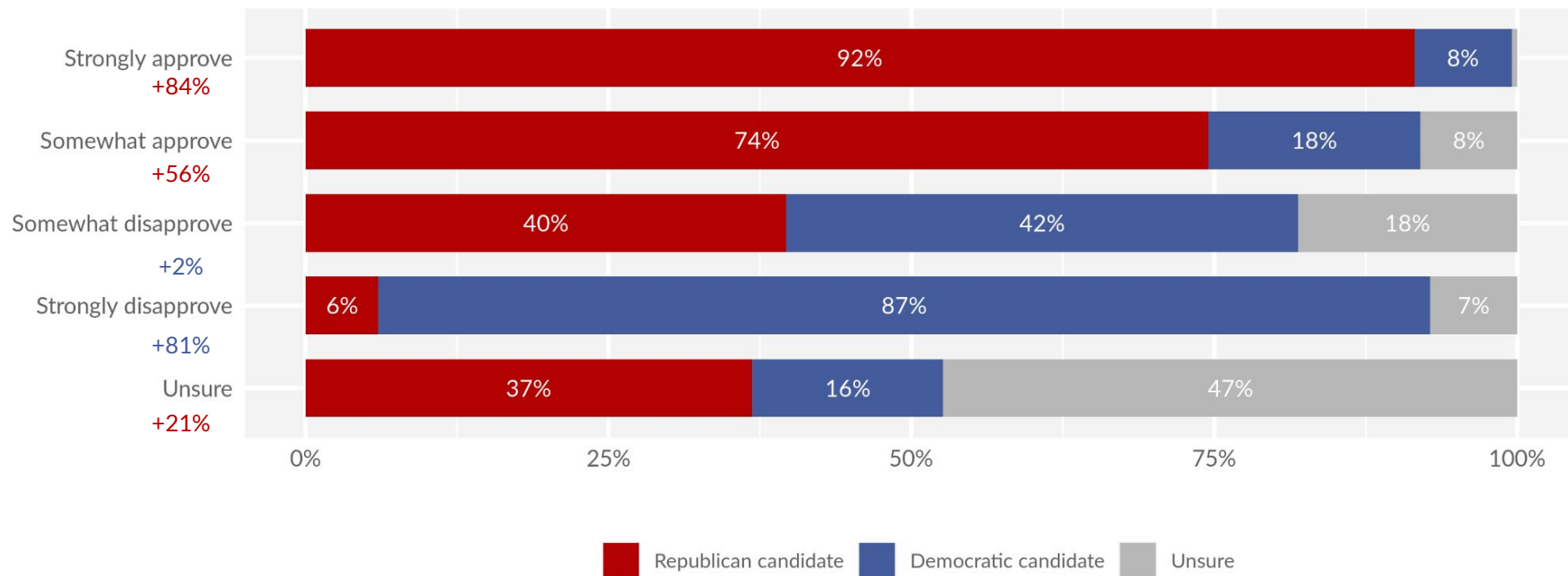
Political Views and Attitudes

Generic House Vote (w/ Leaners) by Party ID

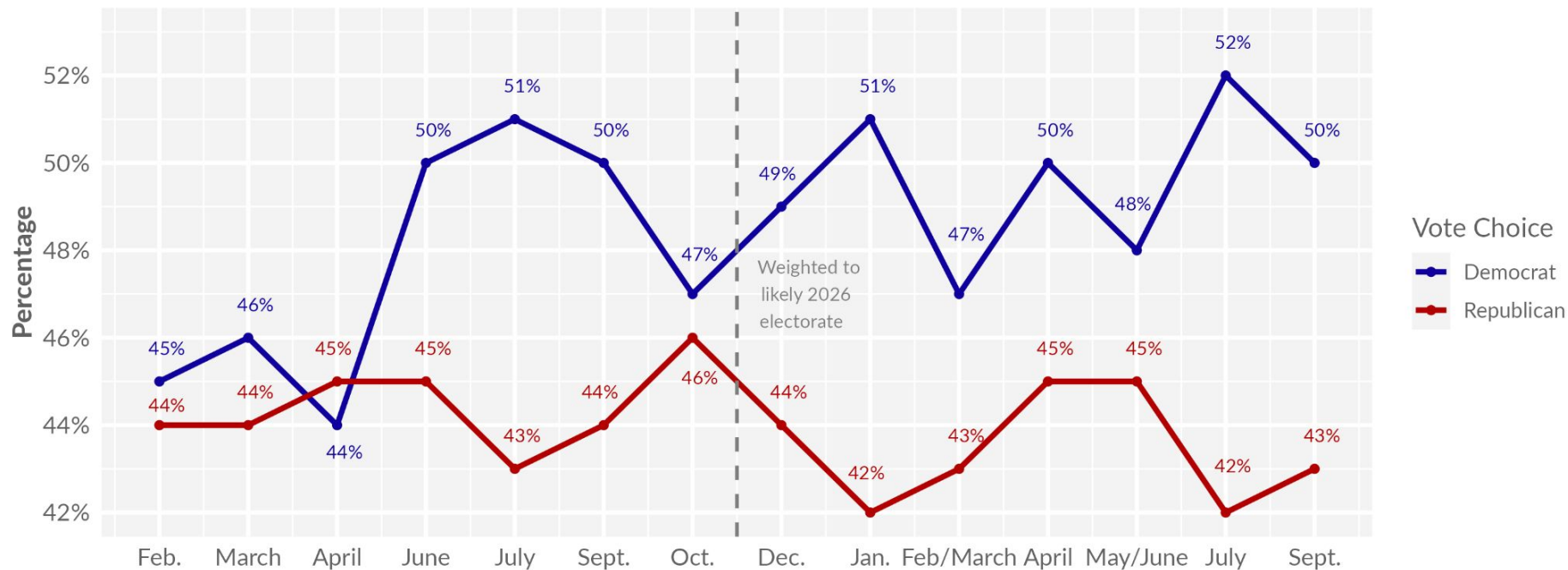


Political Views and Attitudes

Generic House Vote (w/ Leaners) by Trump Approval

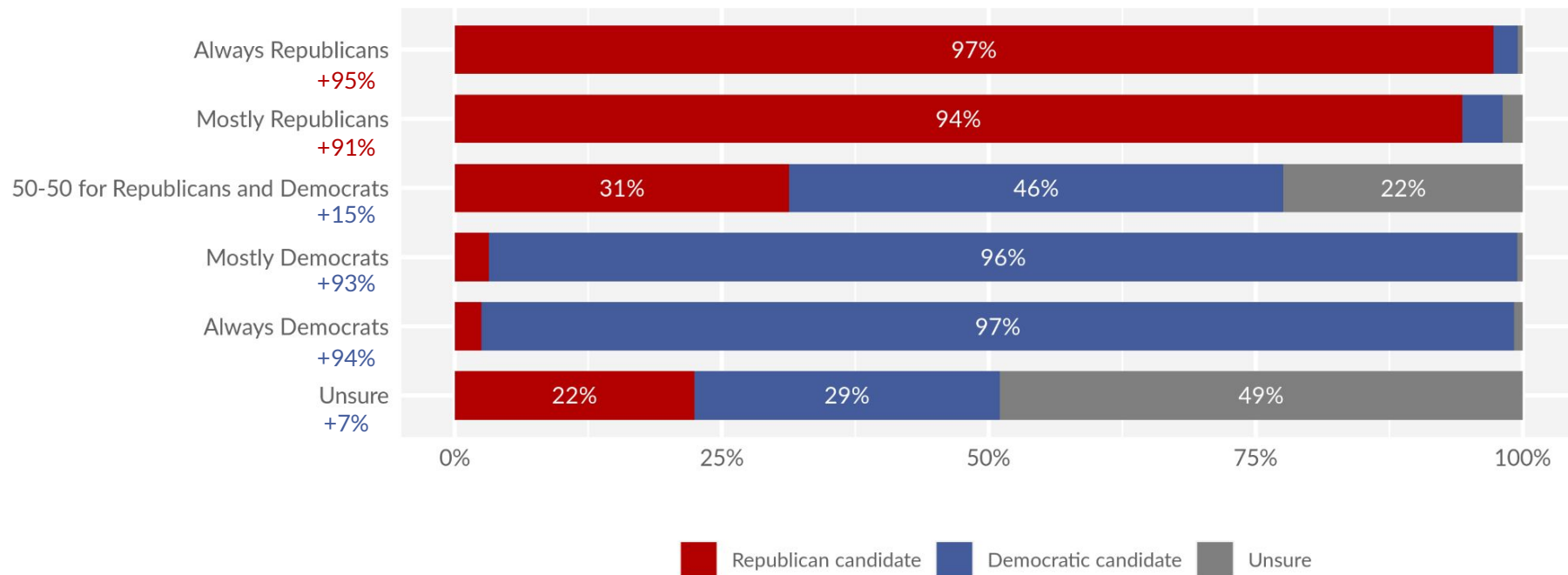


Congressional Generic Ballot in Clarity Omnibus Surveys

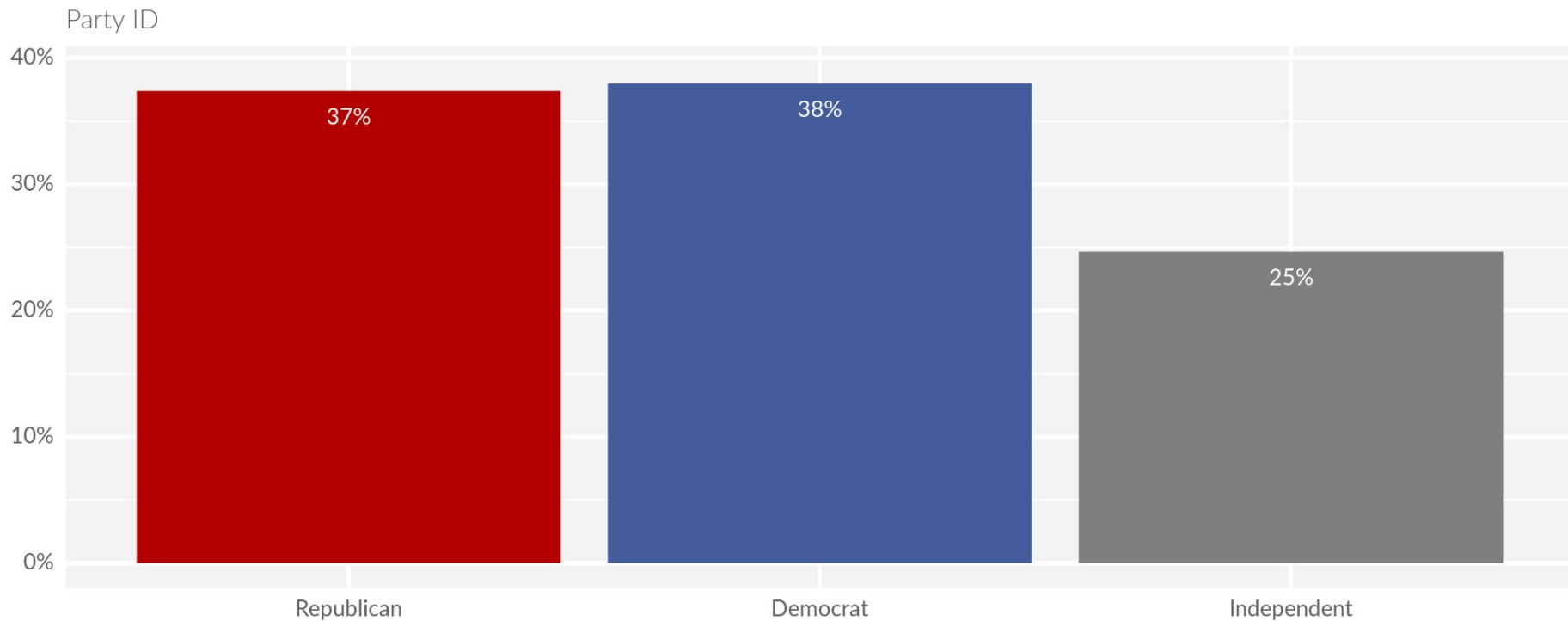


Political Views and Attitudes

Generic House Vote (w/ Leaners) by Typical Party Vote Choice



Political Views and Attitudes

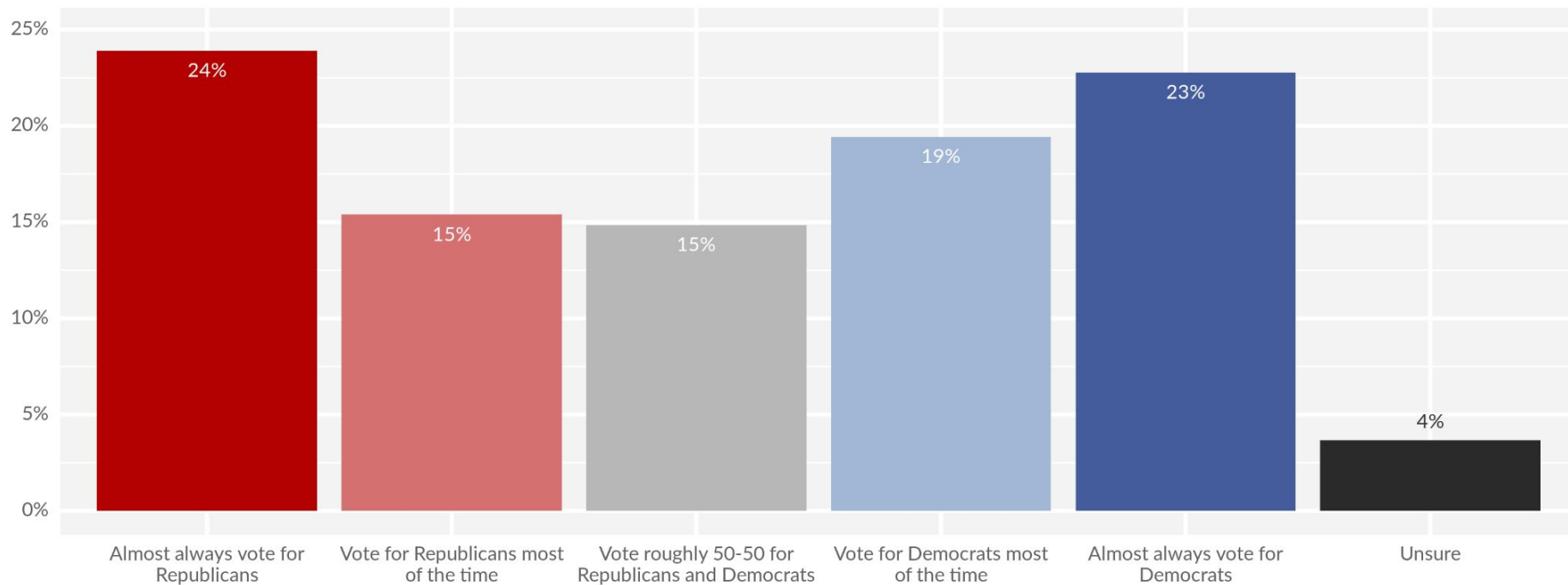


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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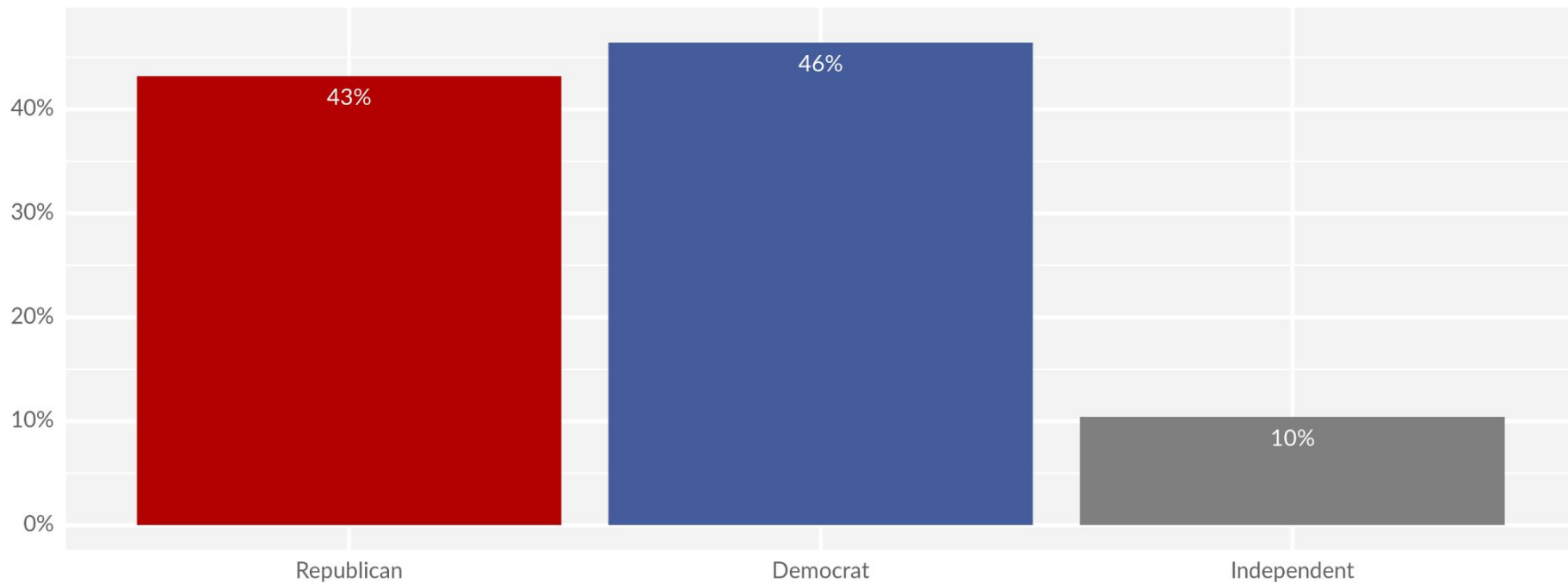
Political Views and Attitudes

When it comes to voting in elections for Governor, U.S. Congress, and state legislature, do you...



Political Views and Attitudes

Party ID [After Independent Push]

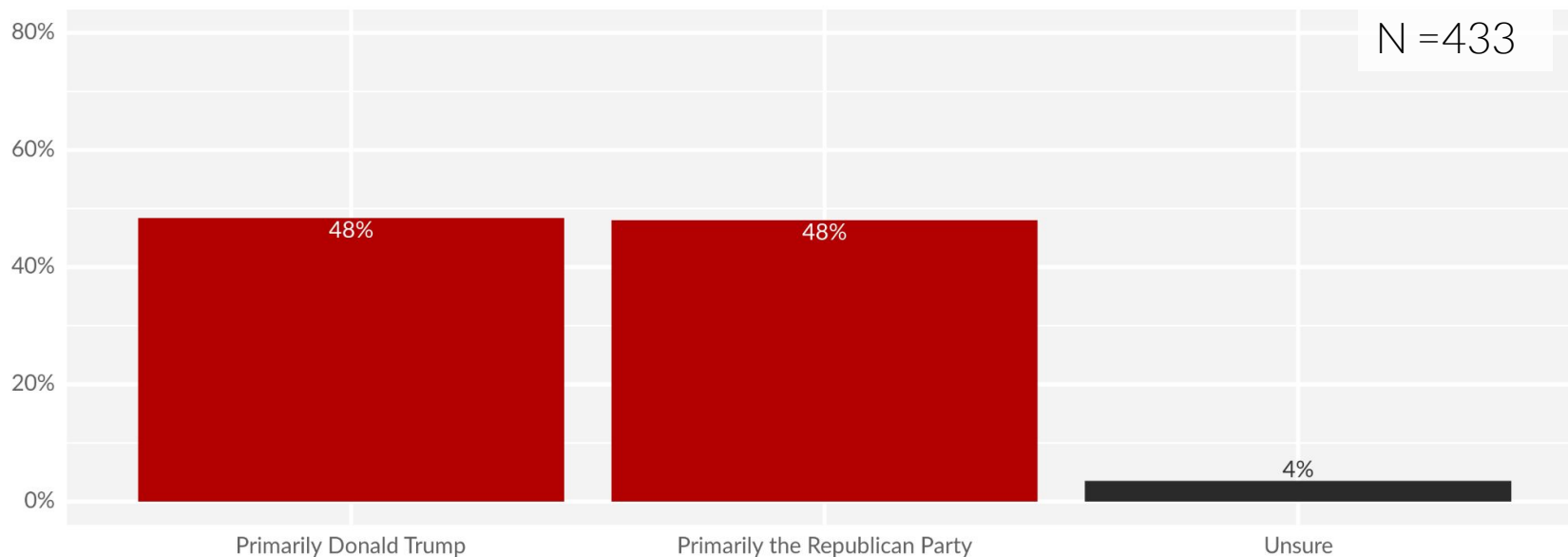


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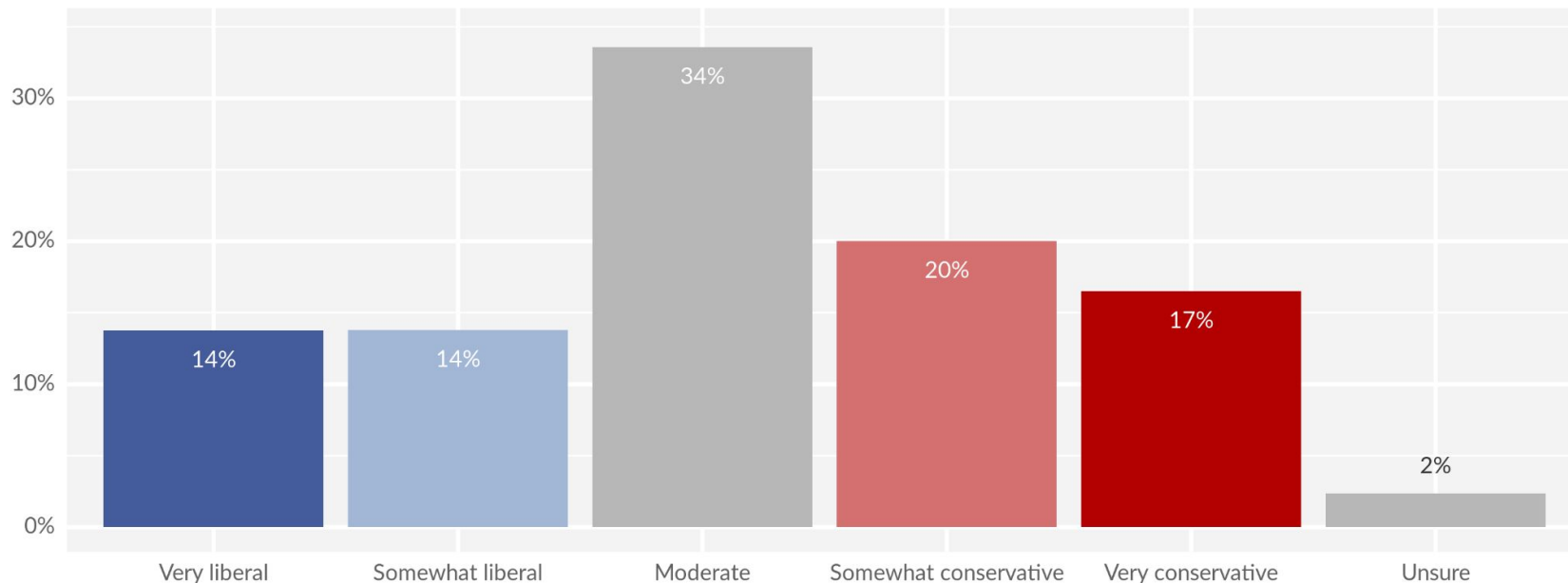
Political Views and Attitudes

Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?
[IF Party ID w/Leaners = 'Republican']



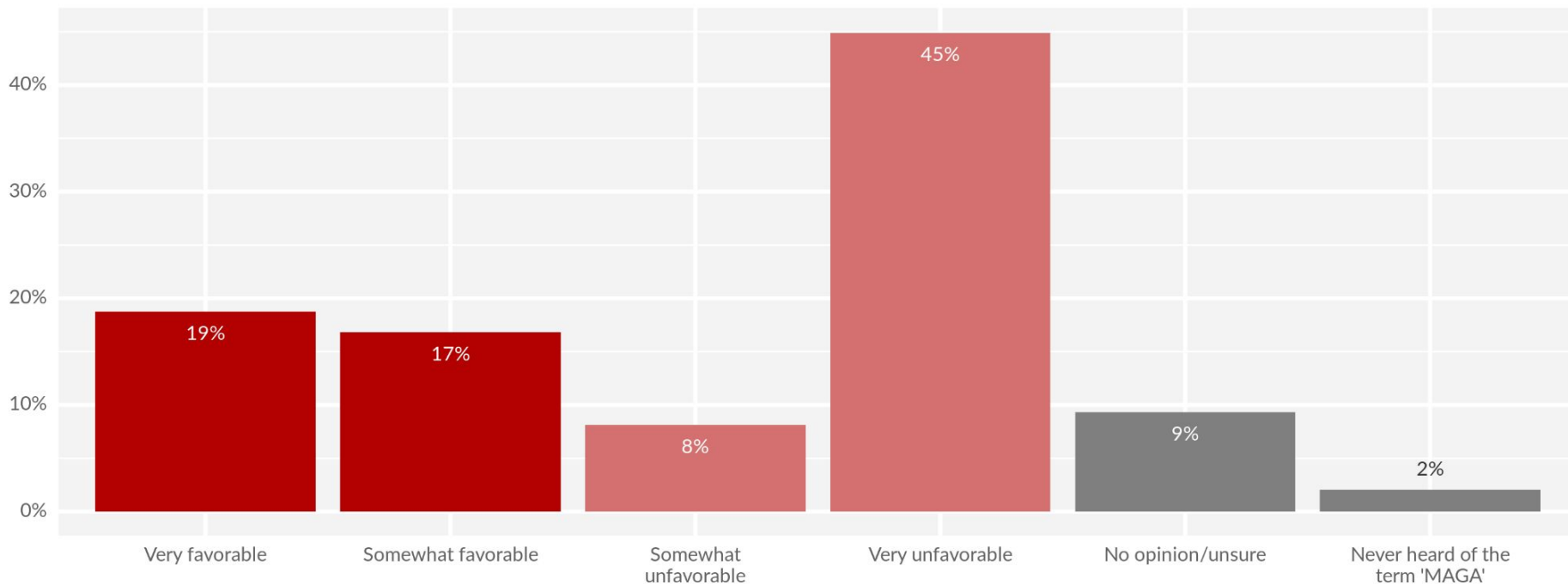
Political Views and Attitudes

When it comes to politics, do you generally consider yourself to be...



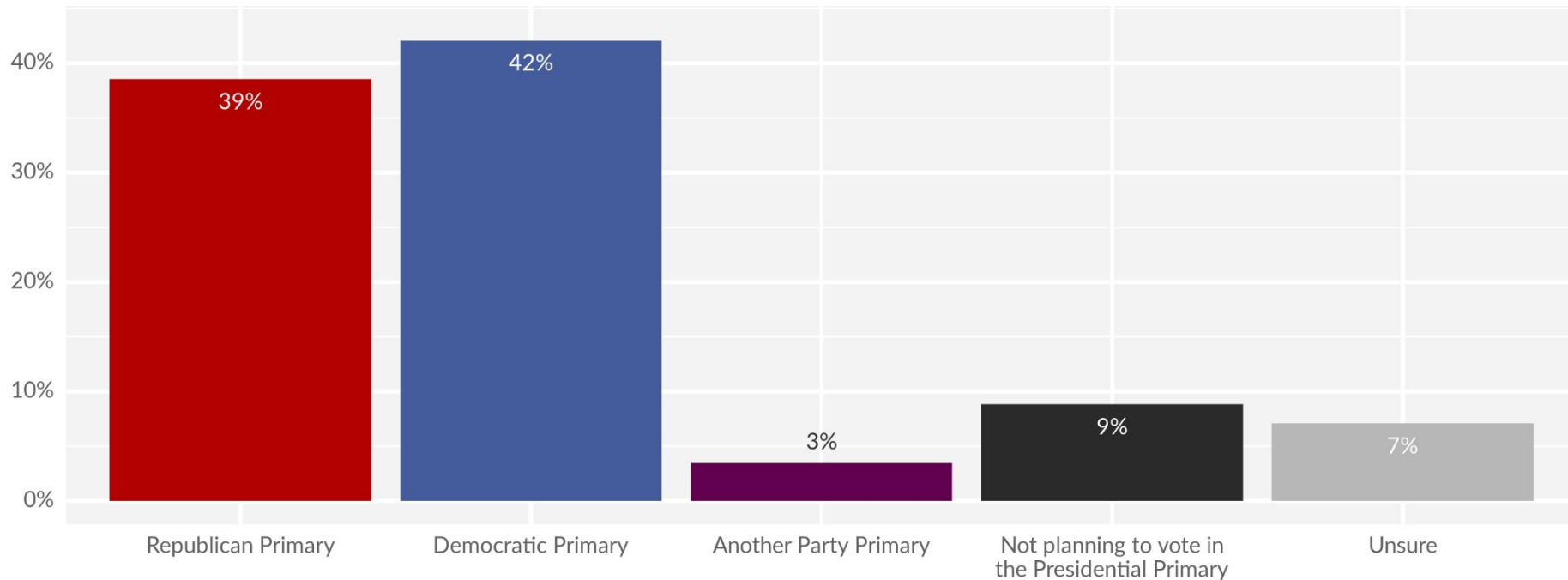
Political Views and Attitudes

What is your impression of MAGA Republicans in general?



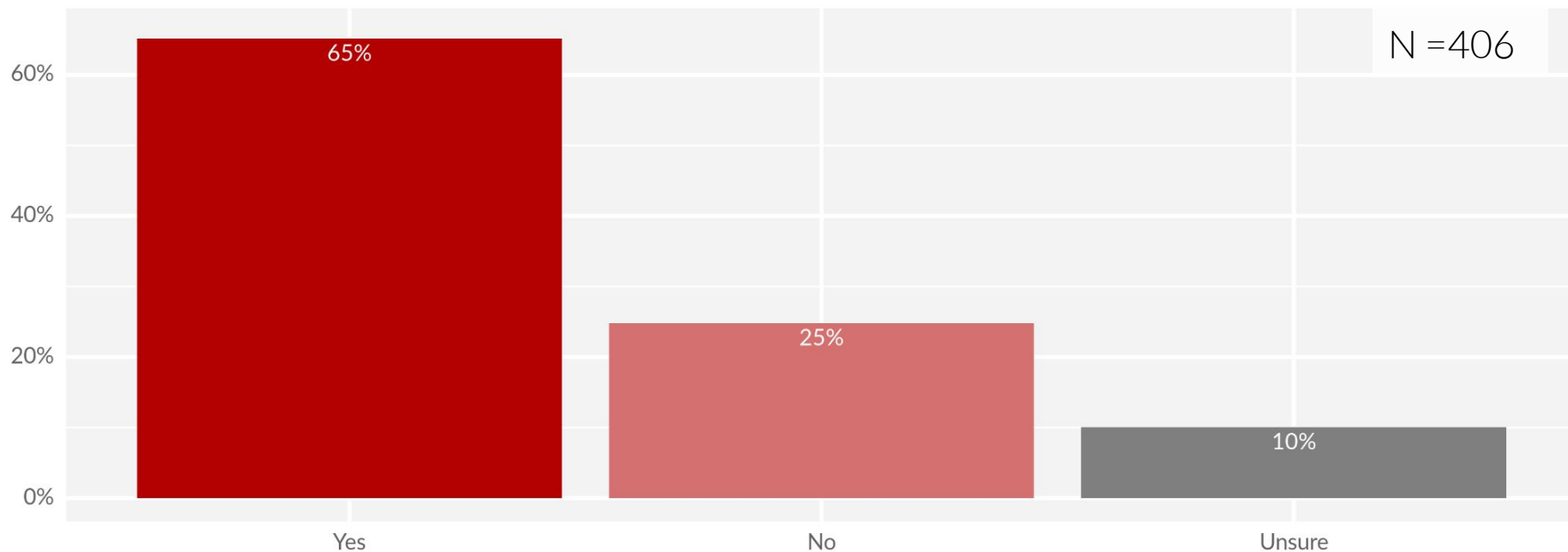
Political Views and Attitudes

In 2028, there will be a Primary Election for president. Which Presidential Primary are you planning to vote in, if any?



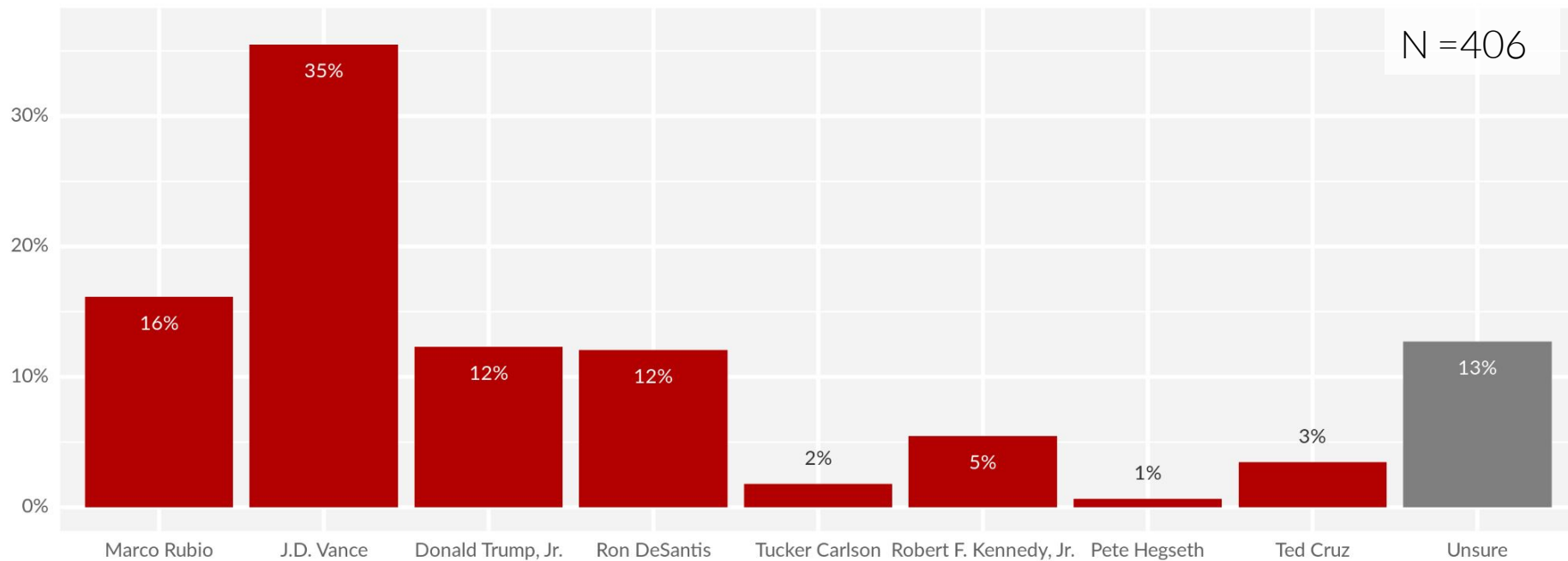
Priorities

Do you think President Trump and Republicans in Congress have been prioritizing the most important issues facing America today? [Republican Primary Voters Only]



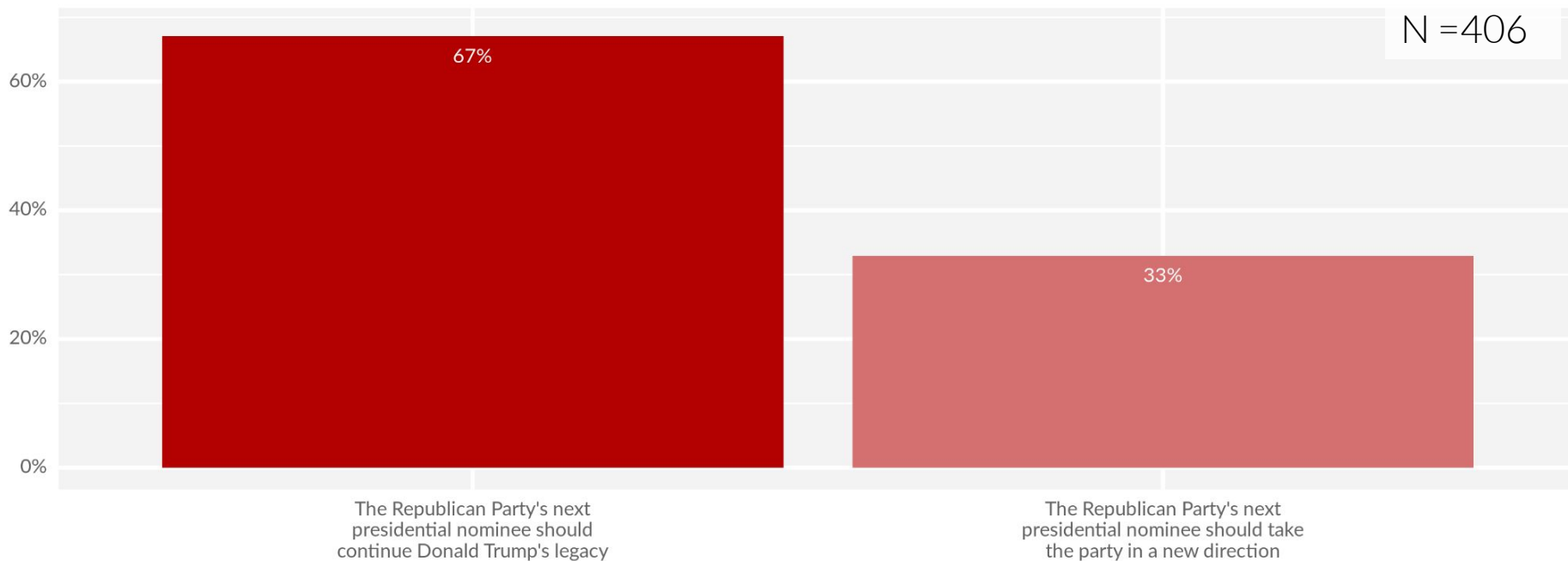
Political Views and Attitudes

Although it's a long way off, which of the following candidates would you vote for in the 2028 Republican Presidential Primary?
[Republican Primary Voters Only]



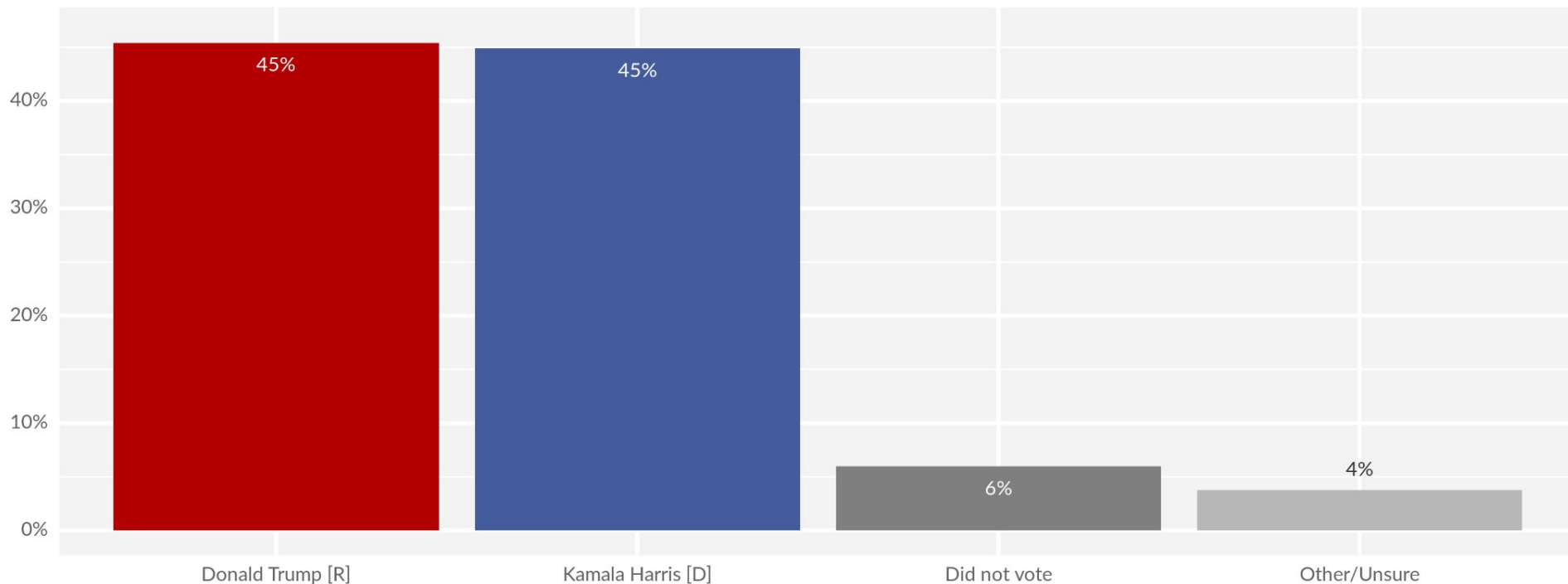
Political Views and Attitudes

When thinking about the 2028 Republican Presidential candidate, which of the following do you prefer?
[Republican Primary Voters Only]



Political Views and Attitudes

Did you get a chance to vote in the 2024 election for President, and if so, who did you vote for?

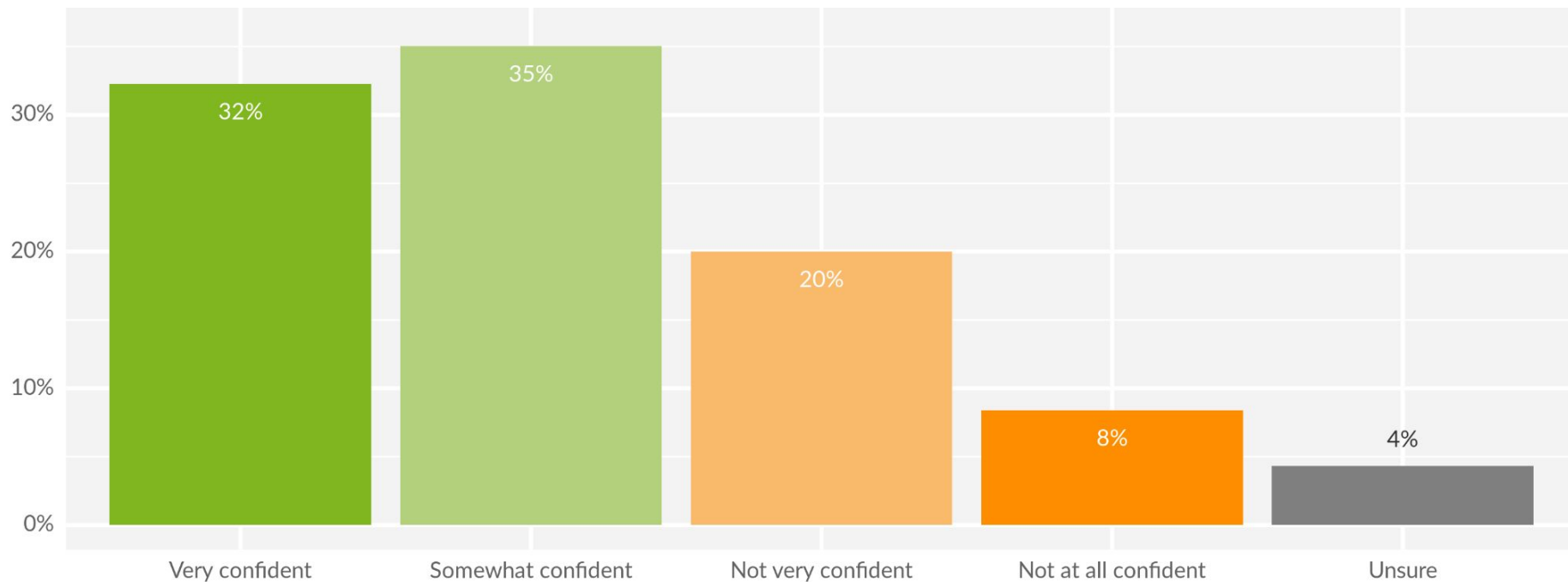


Our **2024 Recall Model** predicts likelihood that an individual voted for Kamala Harris in the 2024 election, adjusted to actual precinct results. [Learn more.](#)

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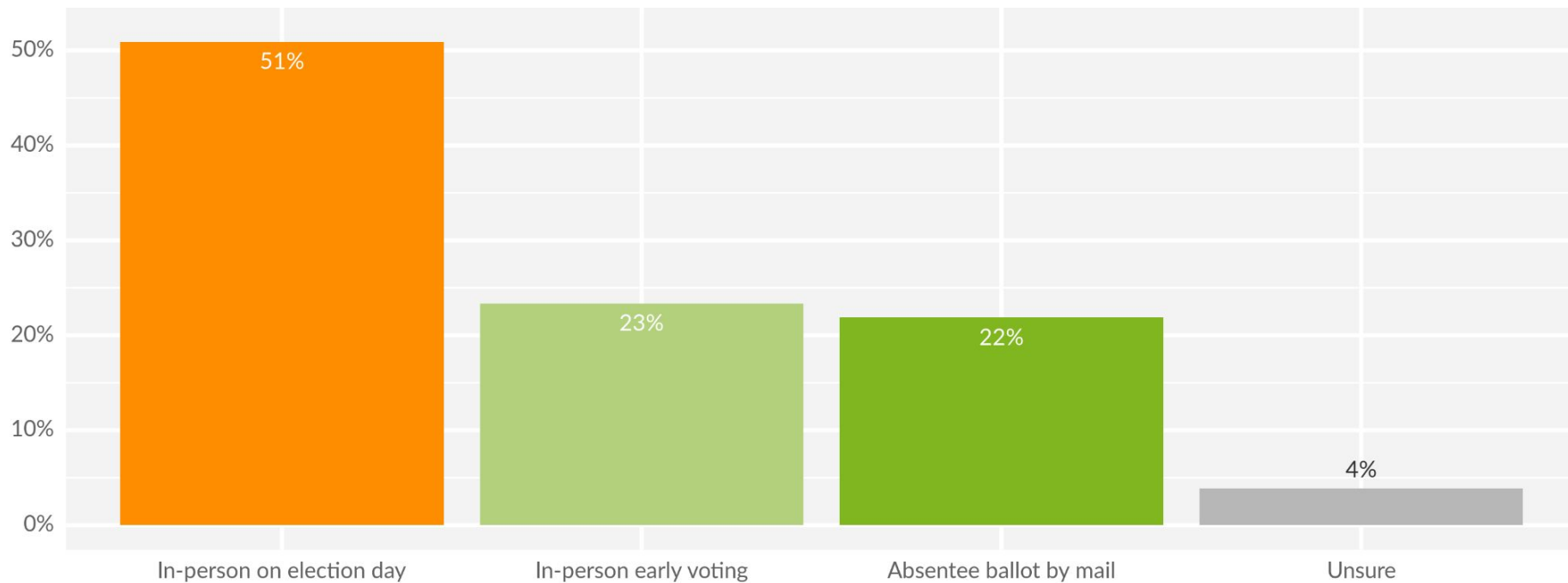
Political Views and Attitudes

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



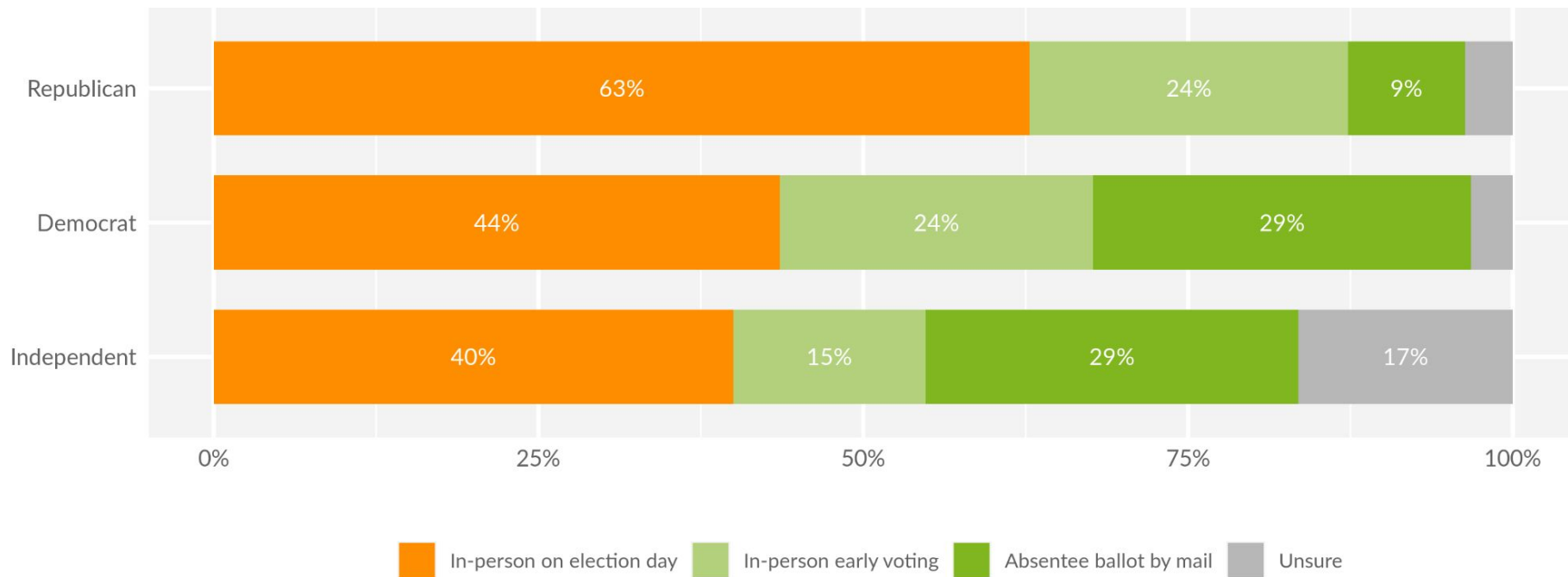
Political Views and Attitudes

Given these options, how would you prefer to vote in this year's election?



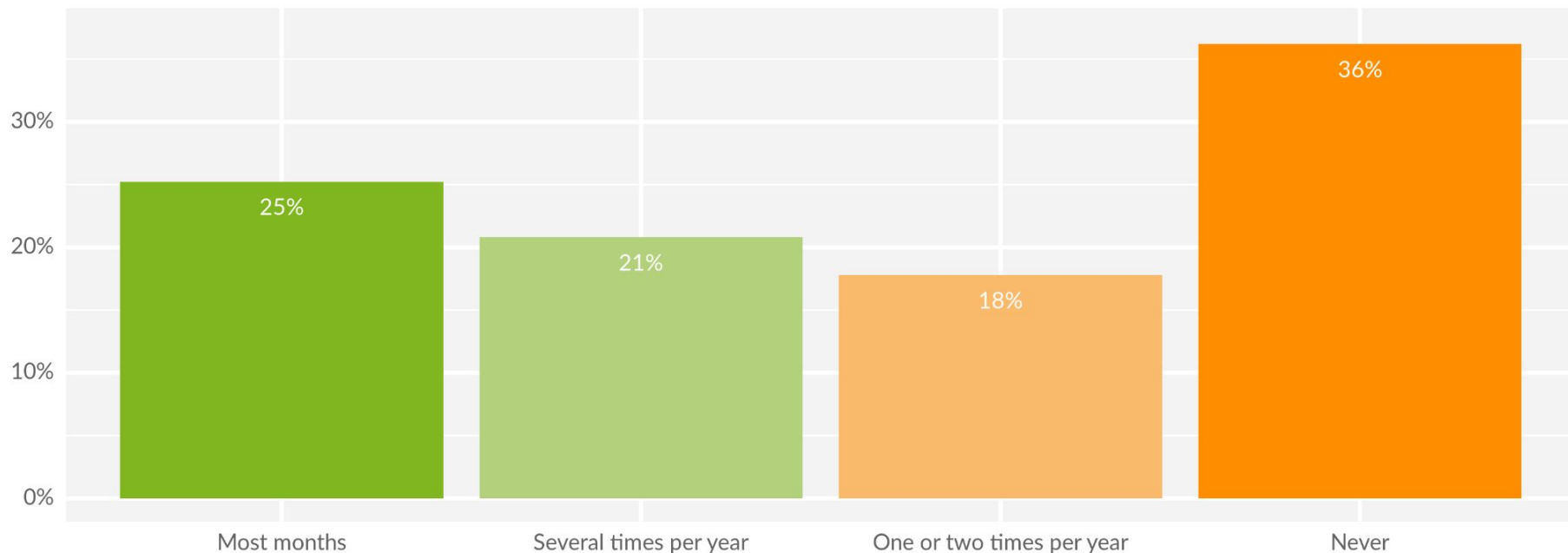
Political Views and Attitudes

Party ID (w/ Independents) by Vote Preference



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?

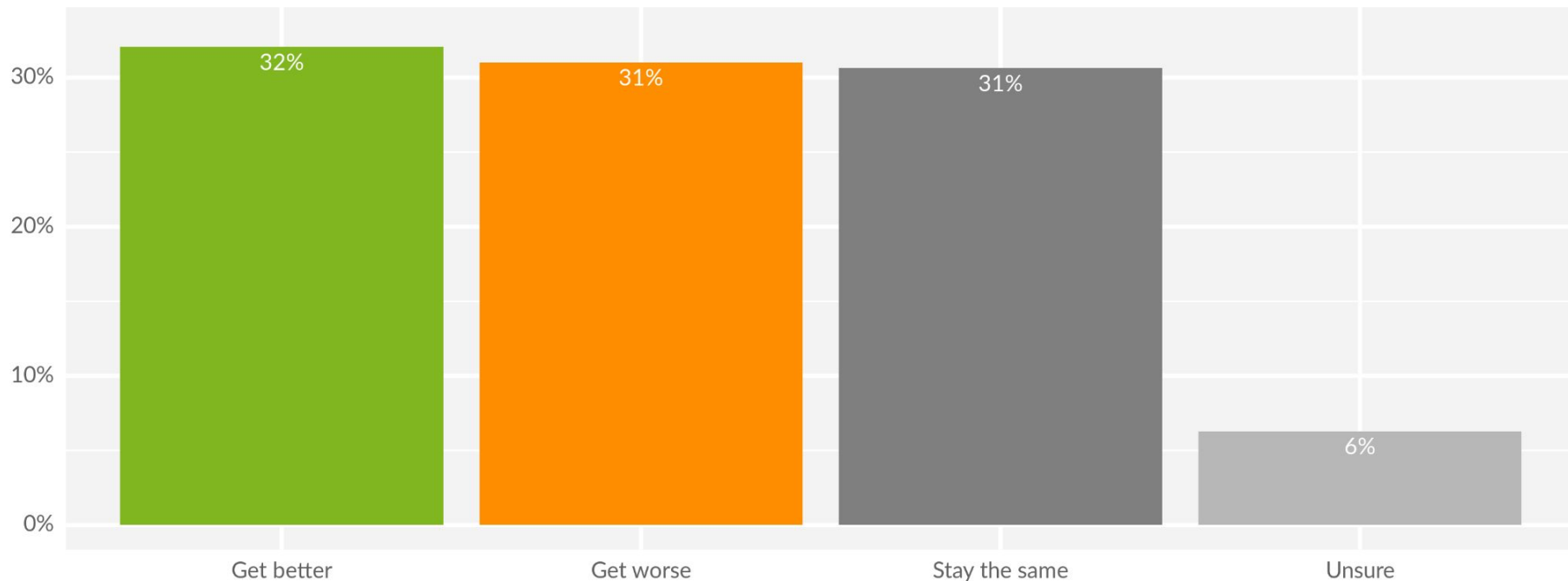


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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National Issues

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

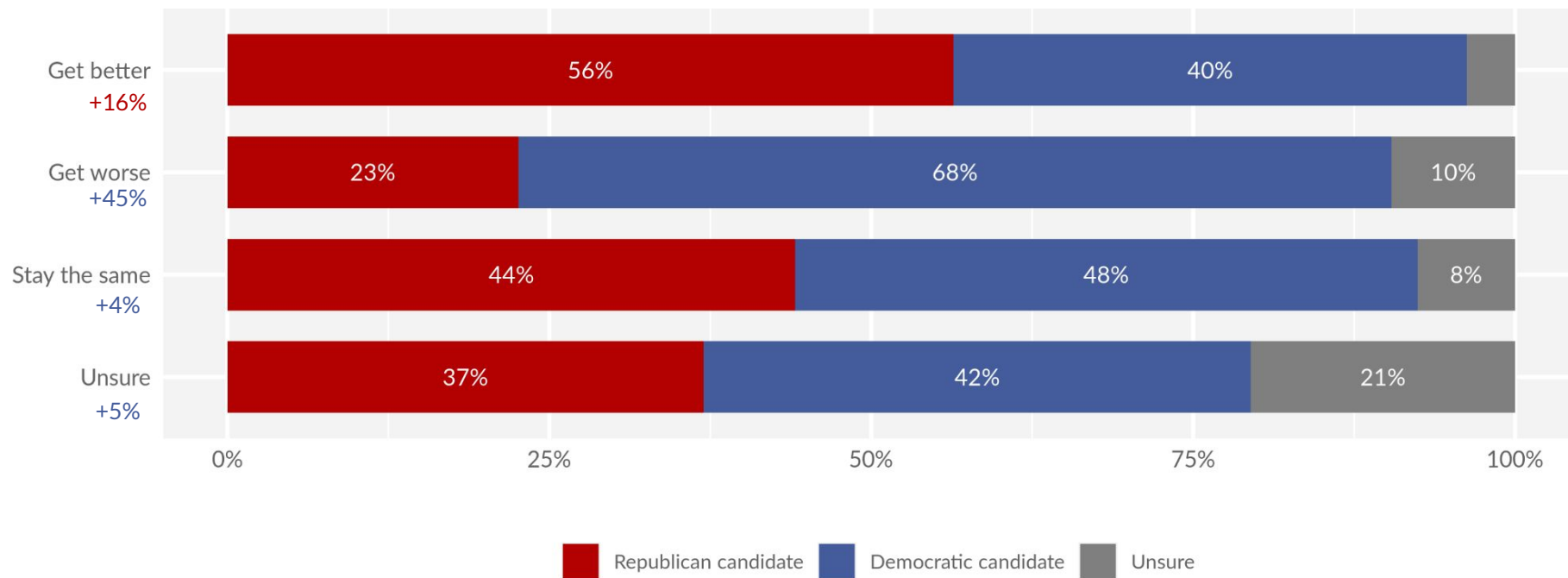


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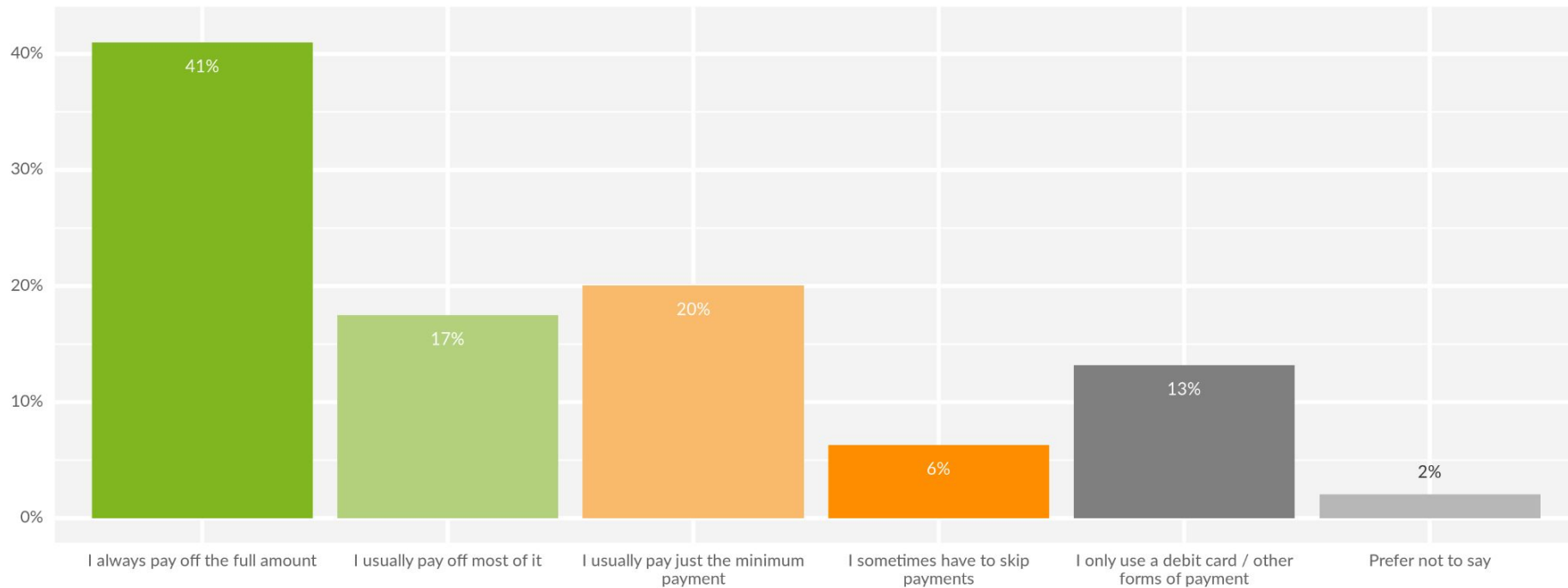
Political Views and Attitudes

Generic House Vote (w/ Leaners) by Personal Financial Outlook



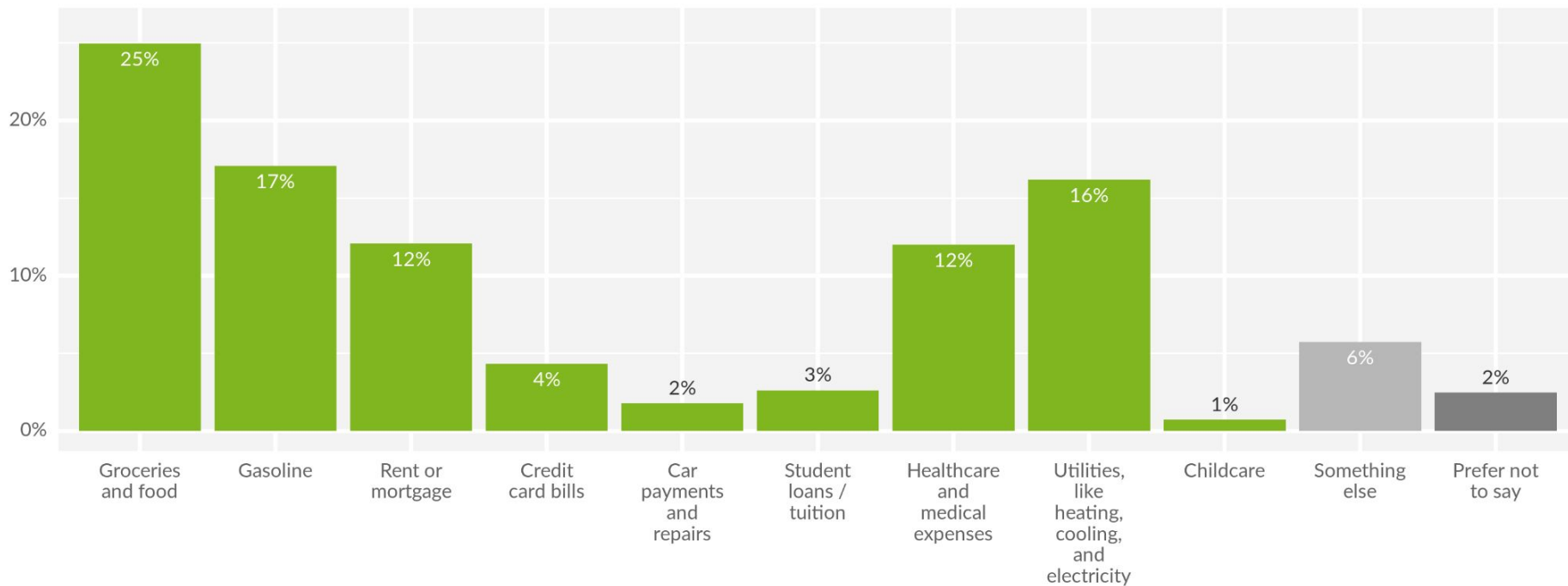
National Issues

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

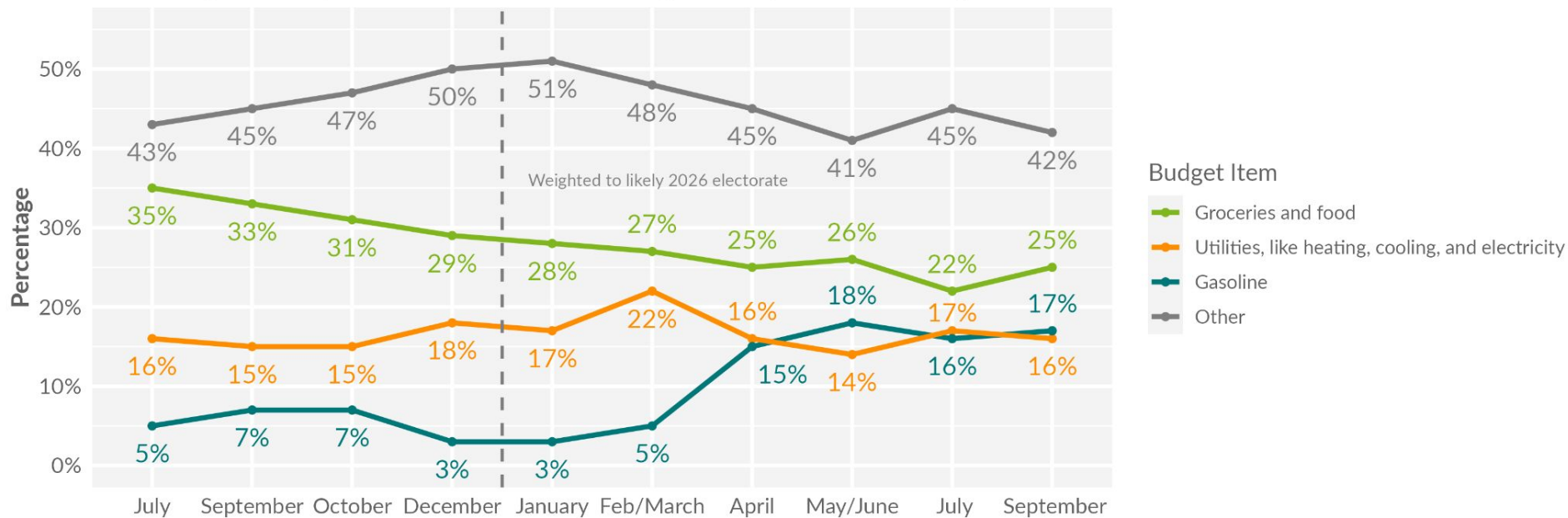


National Issues

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

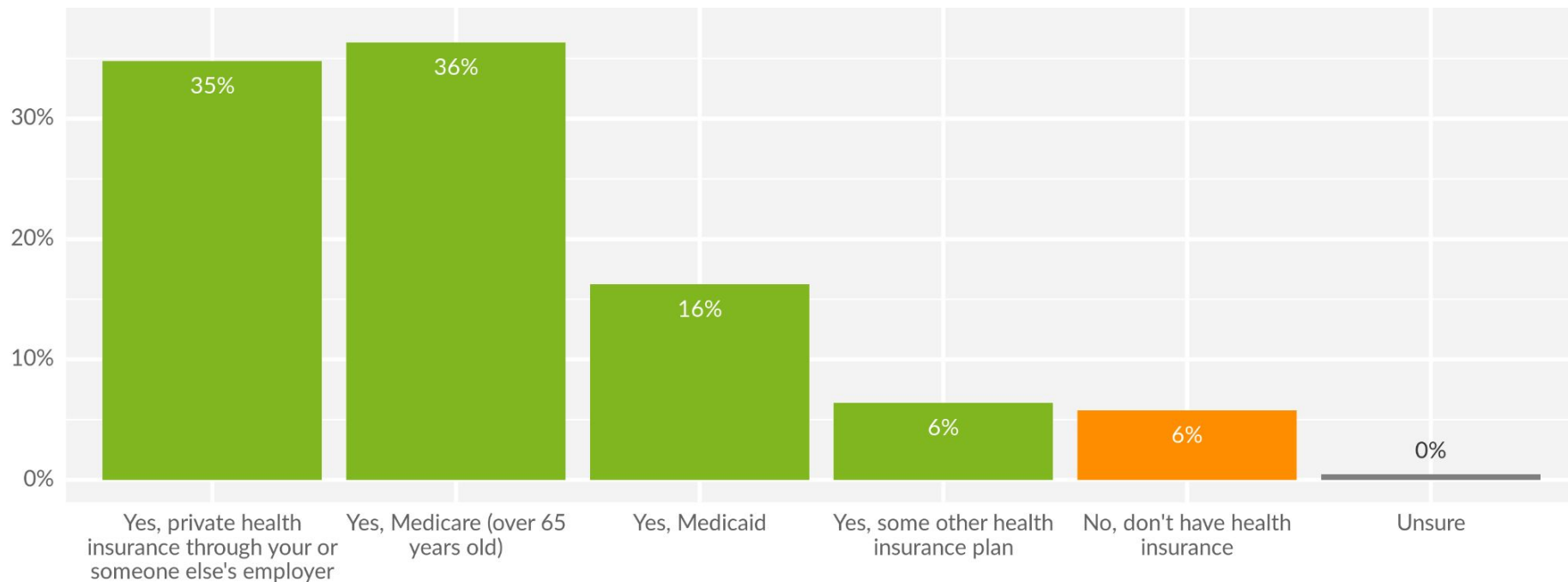


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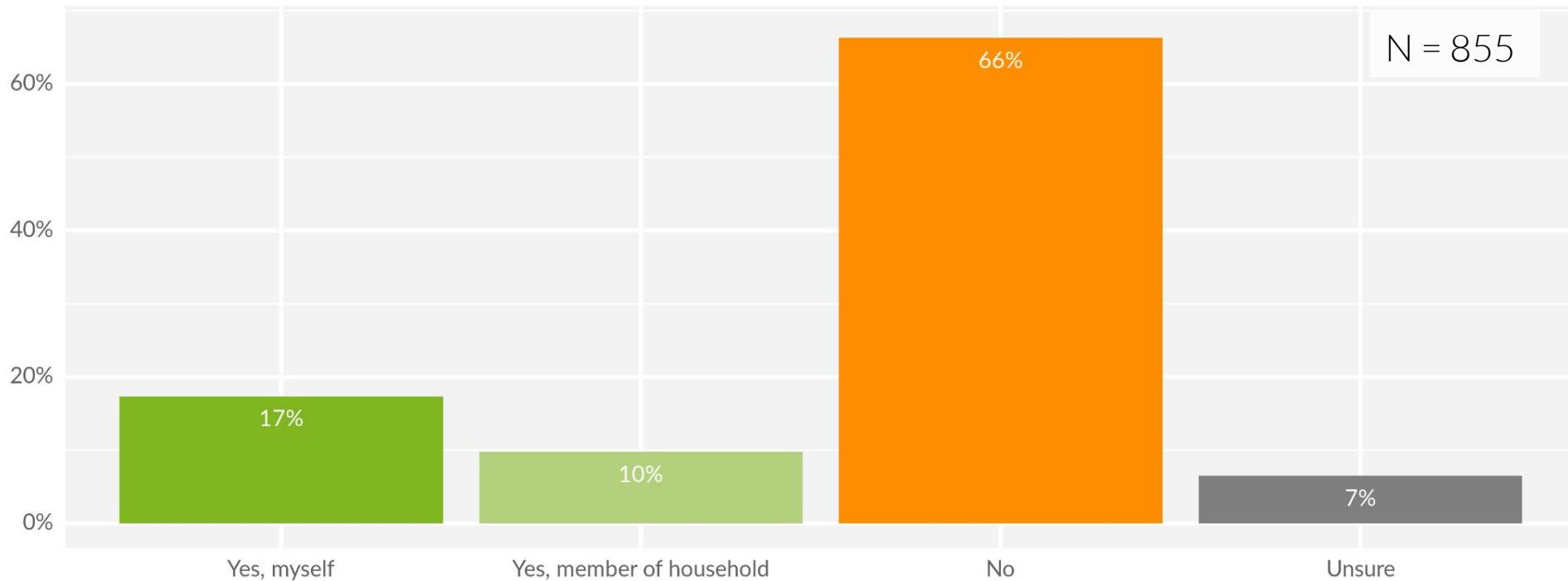
National Issues

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



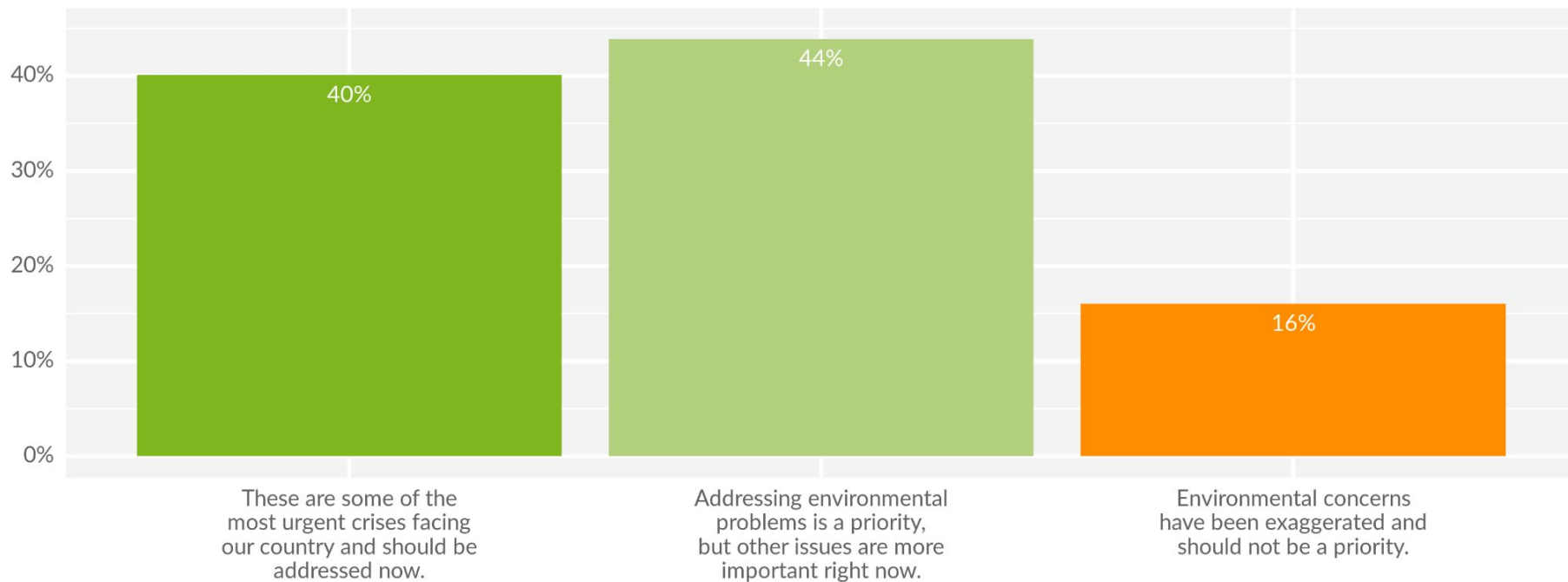
National Issues

Are you or anyone in your household eligible for Medicaid?



National Issues

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

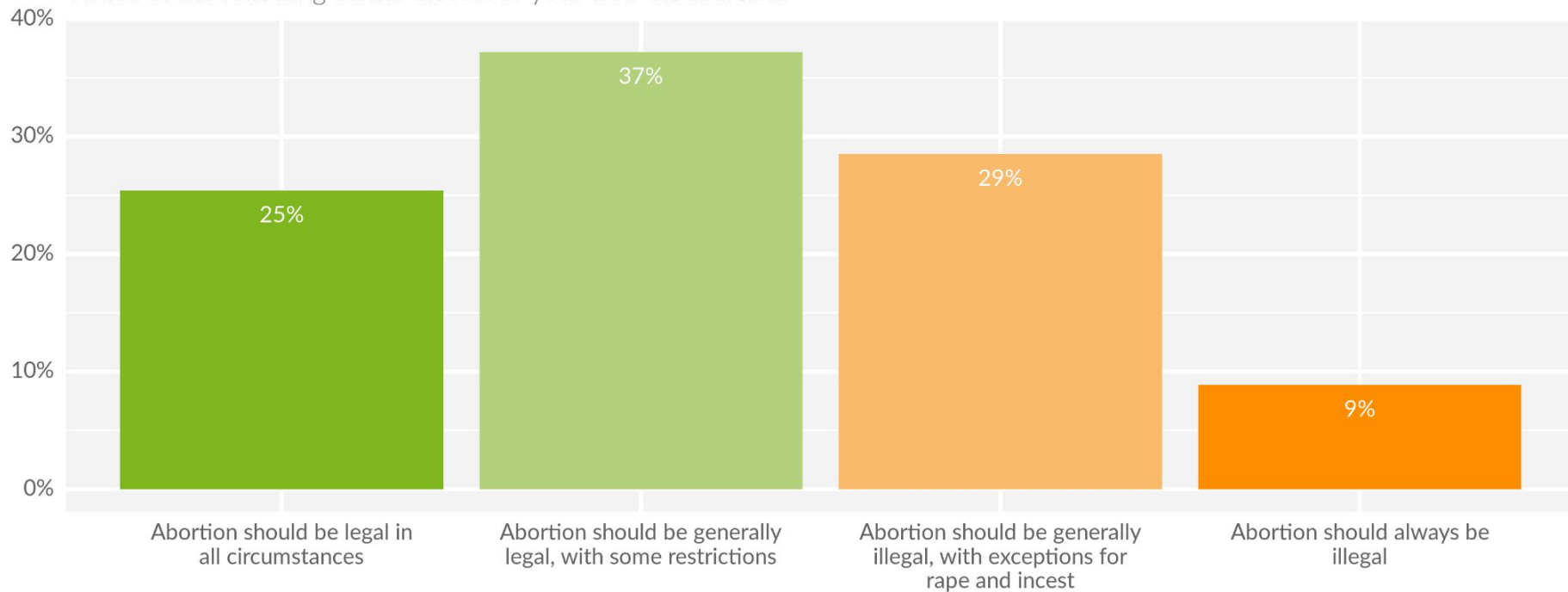


Our **Climate Change Priority Model** predicts attitudes toward the urgency of climate change. [Learn more.](#)

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National Issues

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

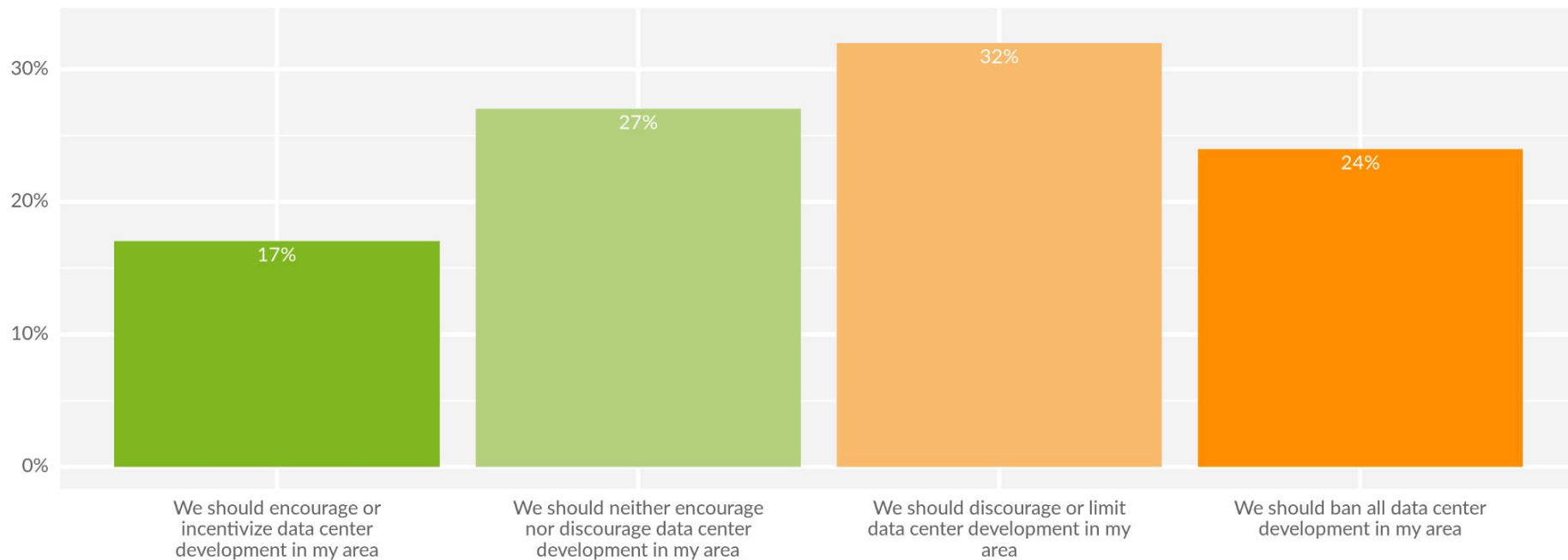


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

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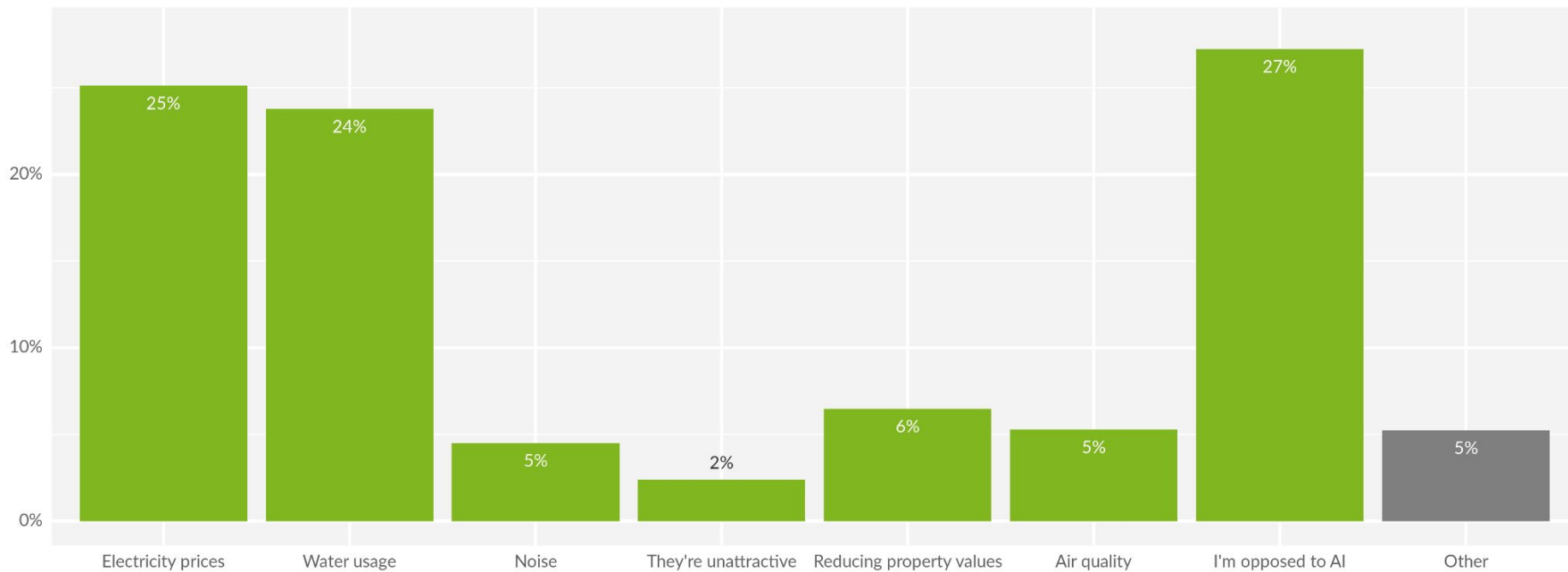
National Issues

Which of the following comes closest to your position on the development of data centers and artificial intelligence (AI) infrastructure in your area?



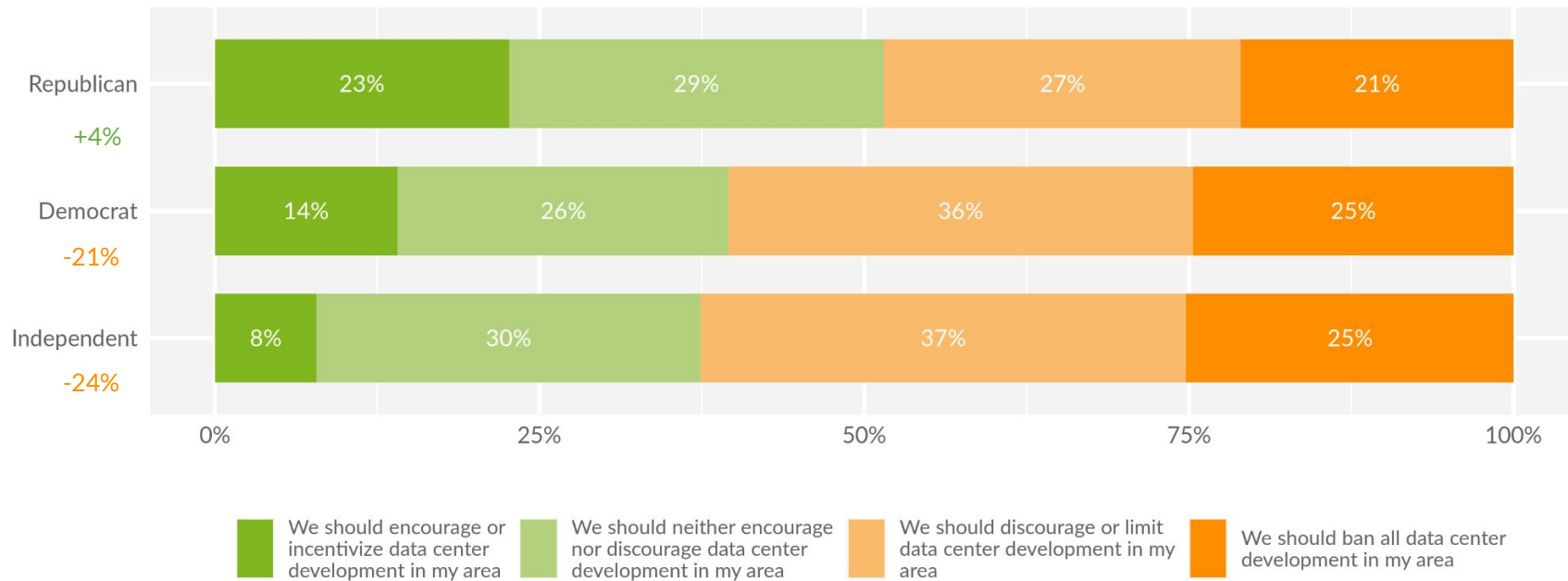
National Issues

What is the primary reason you're opposed to the development of data centers and AI infrastructure in your area? [IF Q37 = Discourage or Ban]



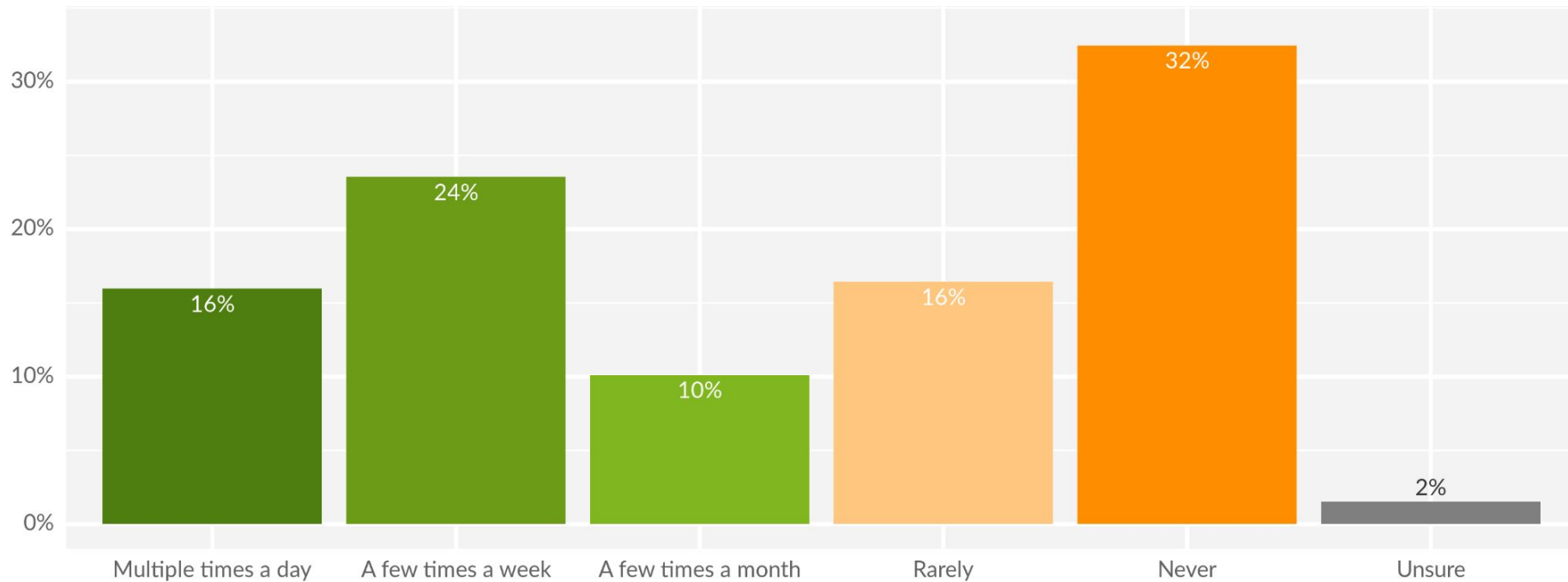
National Issues

Support for Data Centers by Party ID (w/ Leaners)



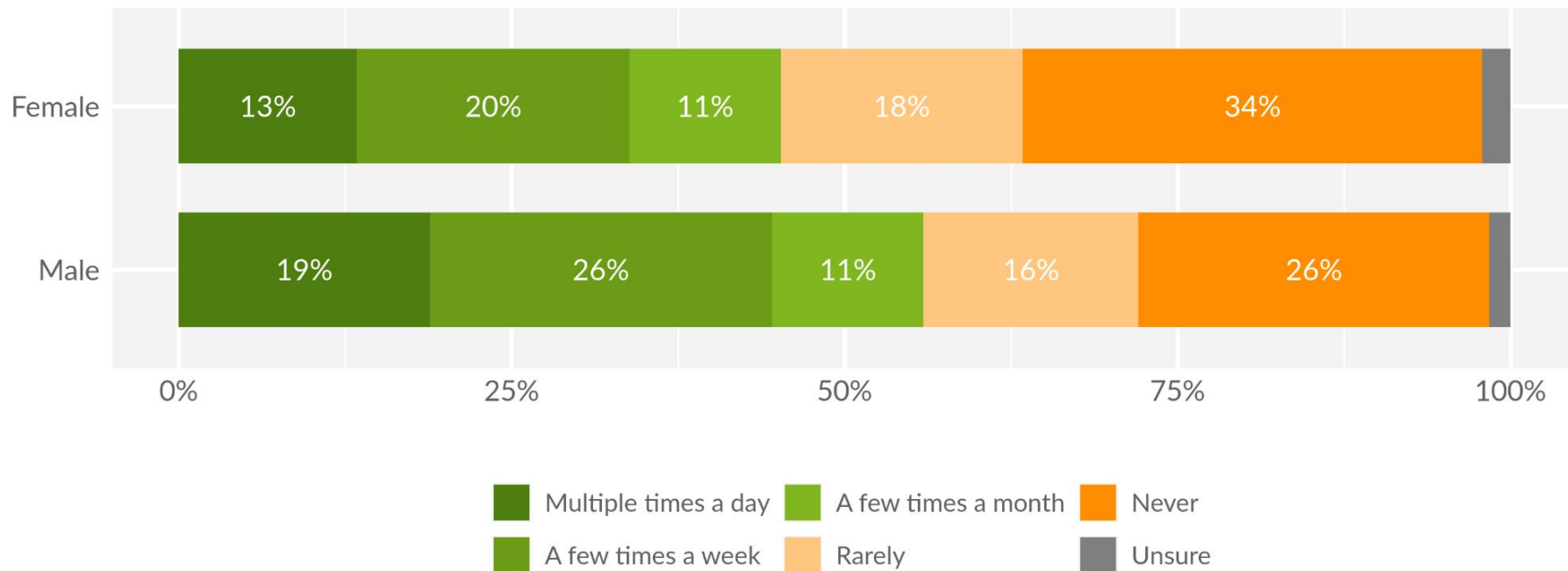
National Issues

AI Usage



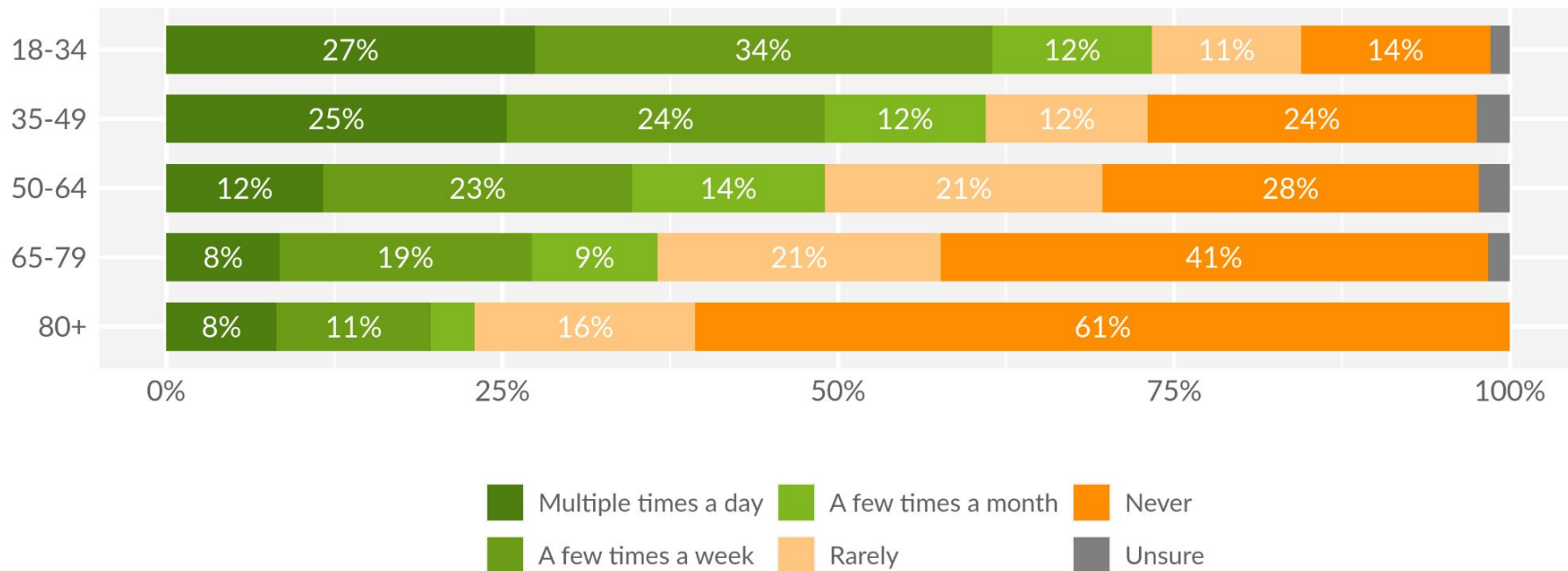
National Issues

AI Usage by Gender



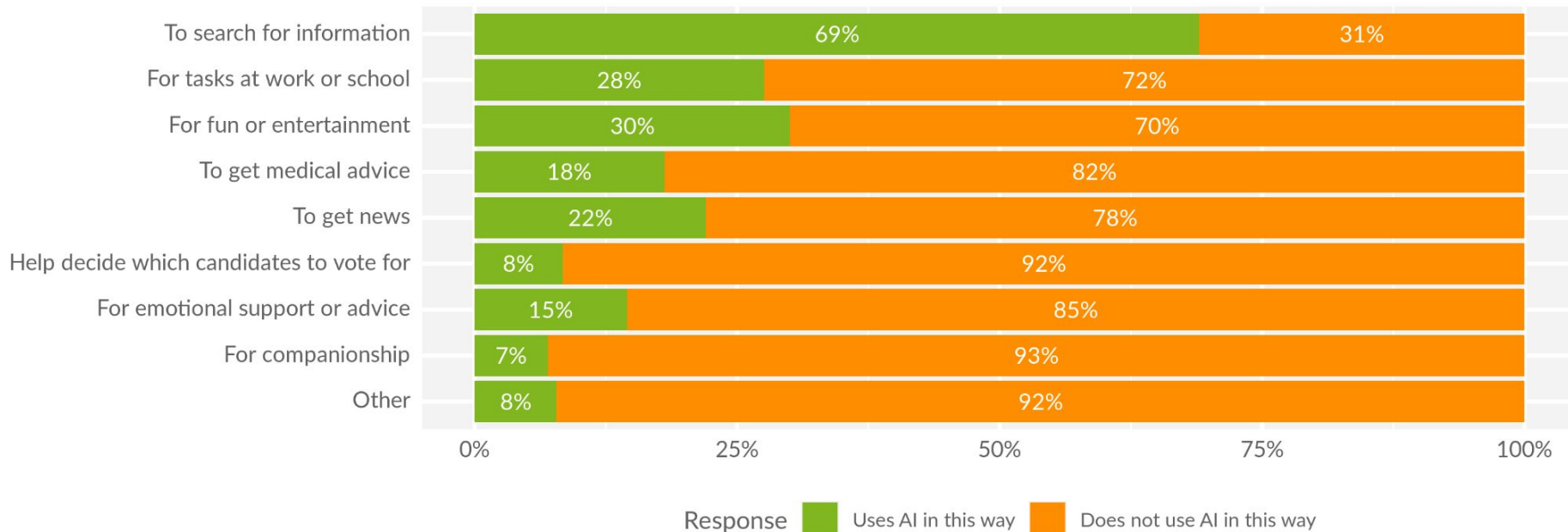
National Issues

AI Usage by Age



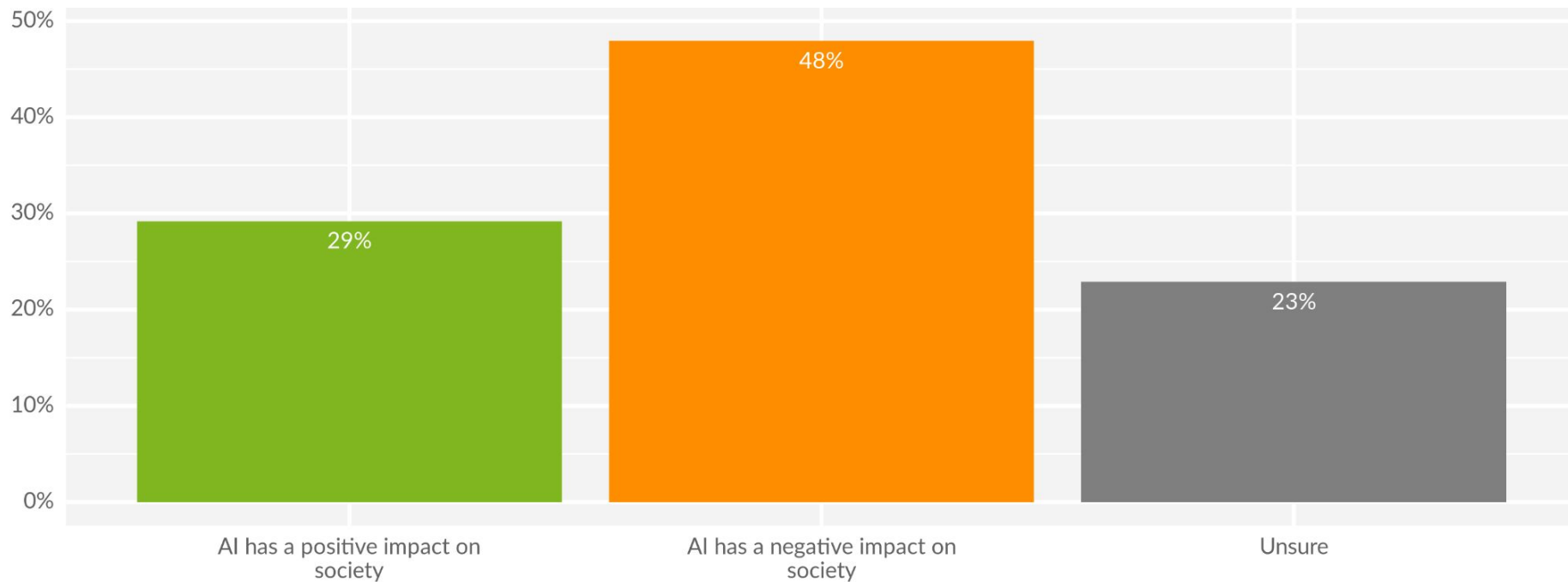
AI Substantive Use

Which of the following best describes how you use AI tools like ChatGPT, Gemini, Claude, or another platform? Select all that apply. [If Q46 != Never]



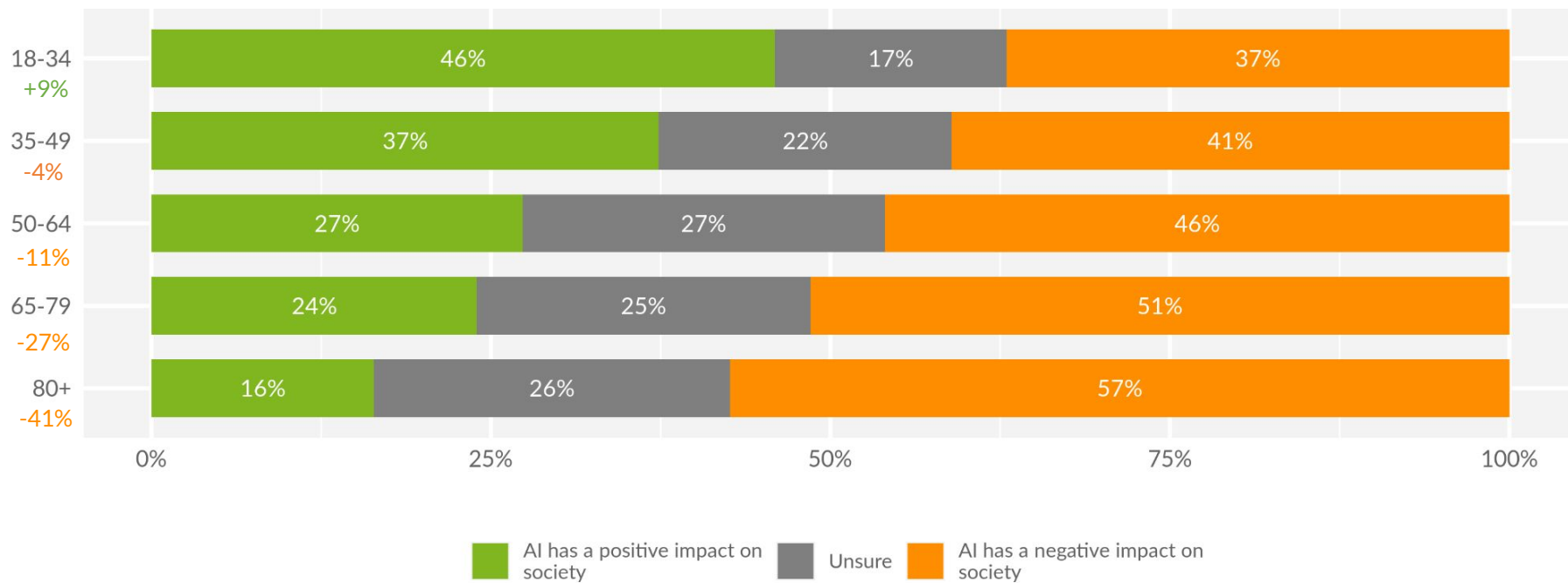
National Issues

If you had to pick, which of the following comes closest to your view of AI?



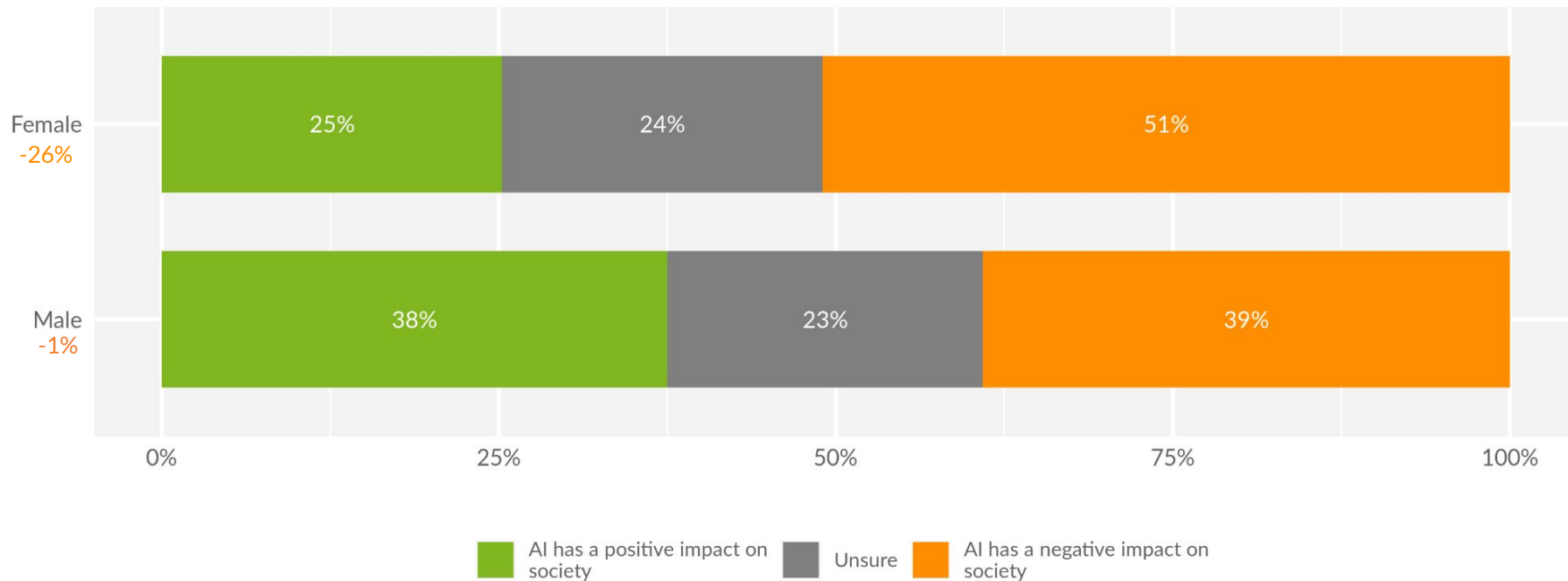
National Issues

AI Views by Age



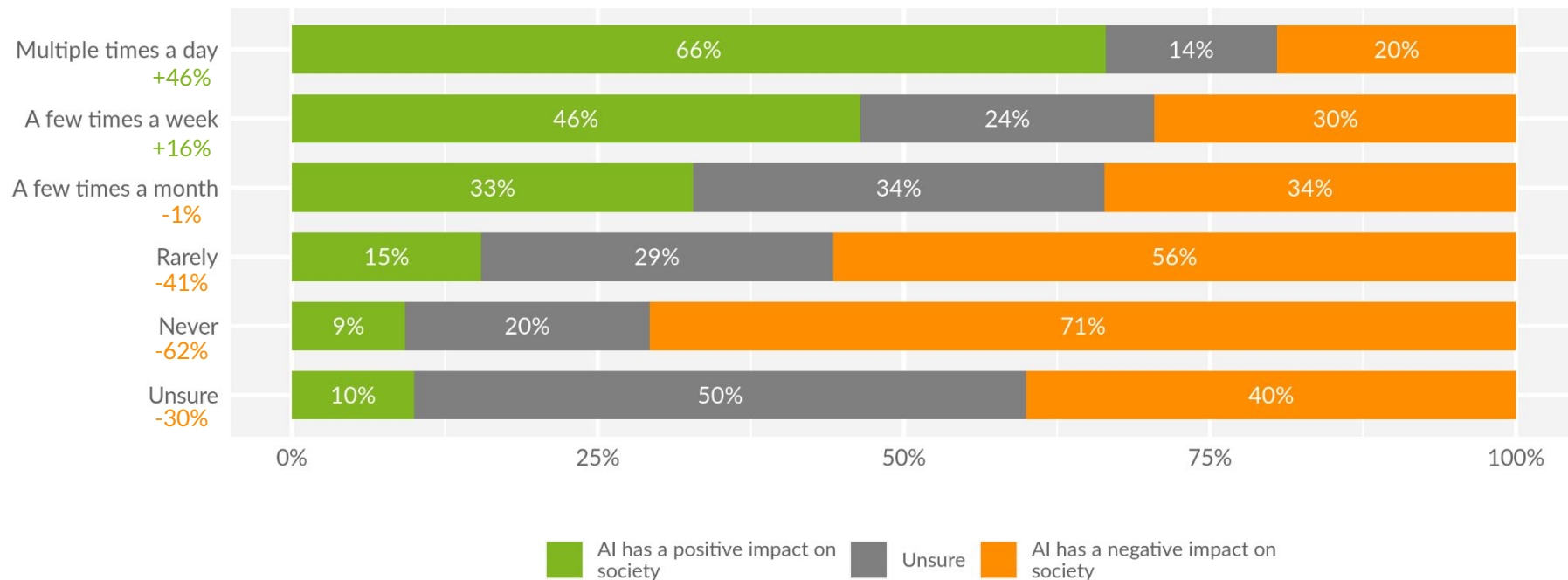
National Issues

AI Views by Gender



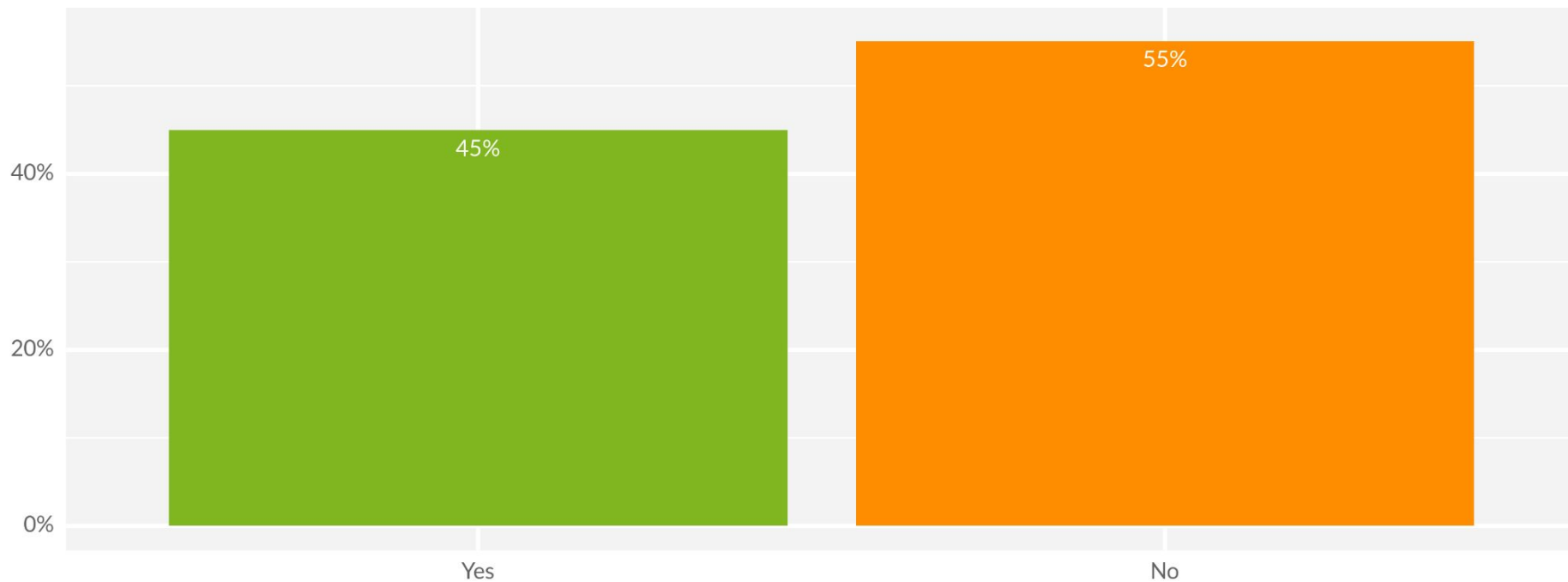
National Issues

AI Views by AI Usage Frequency



Demographics

College

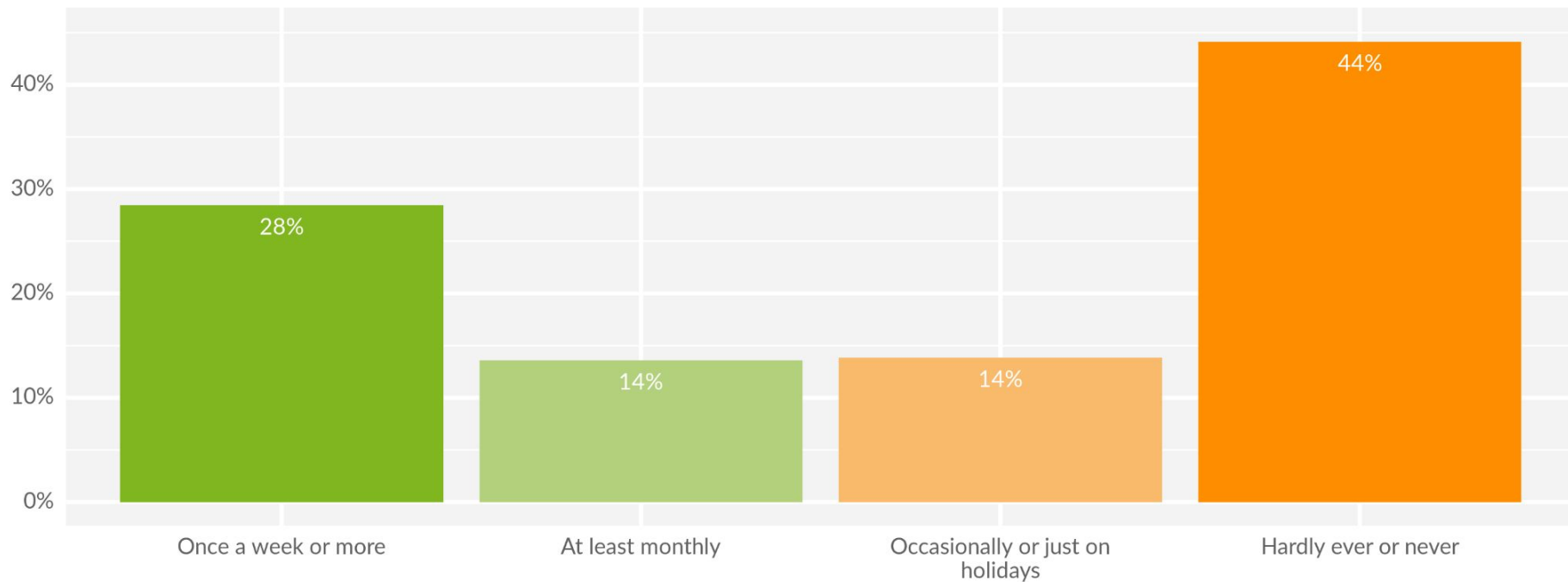


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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Demographics

Religious Services Attendance

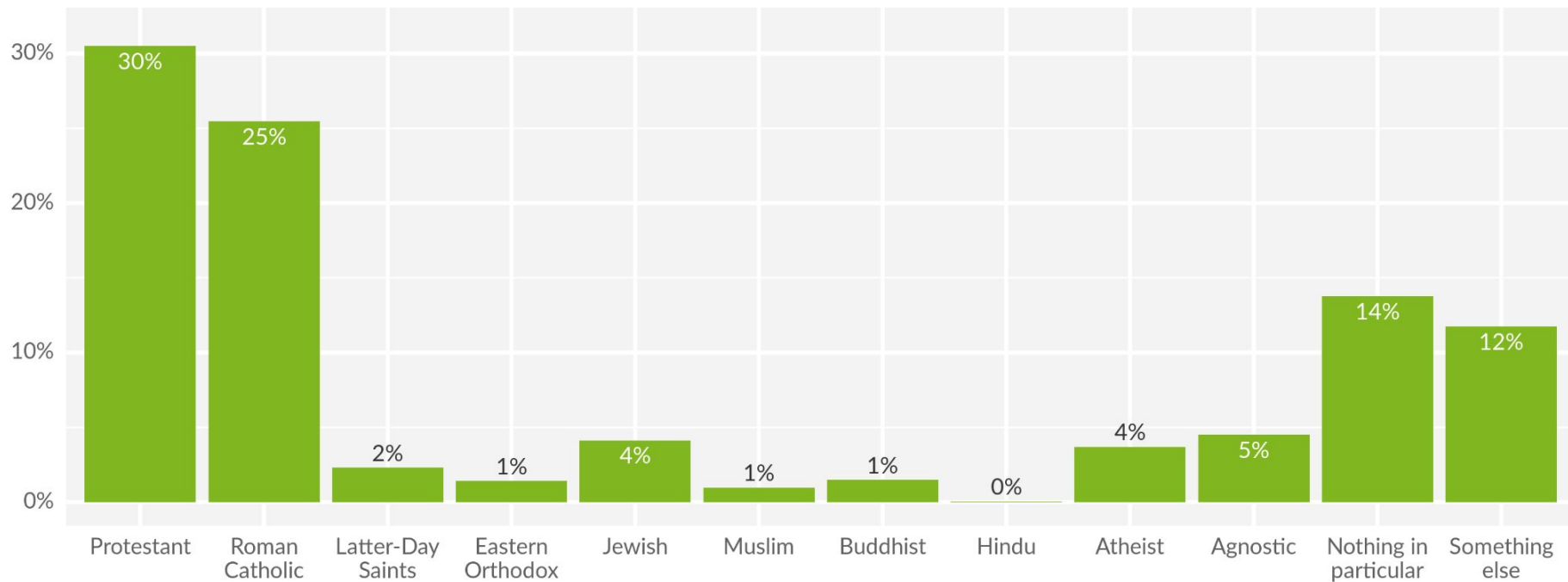


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

Religion



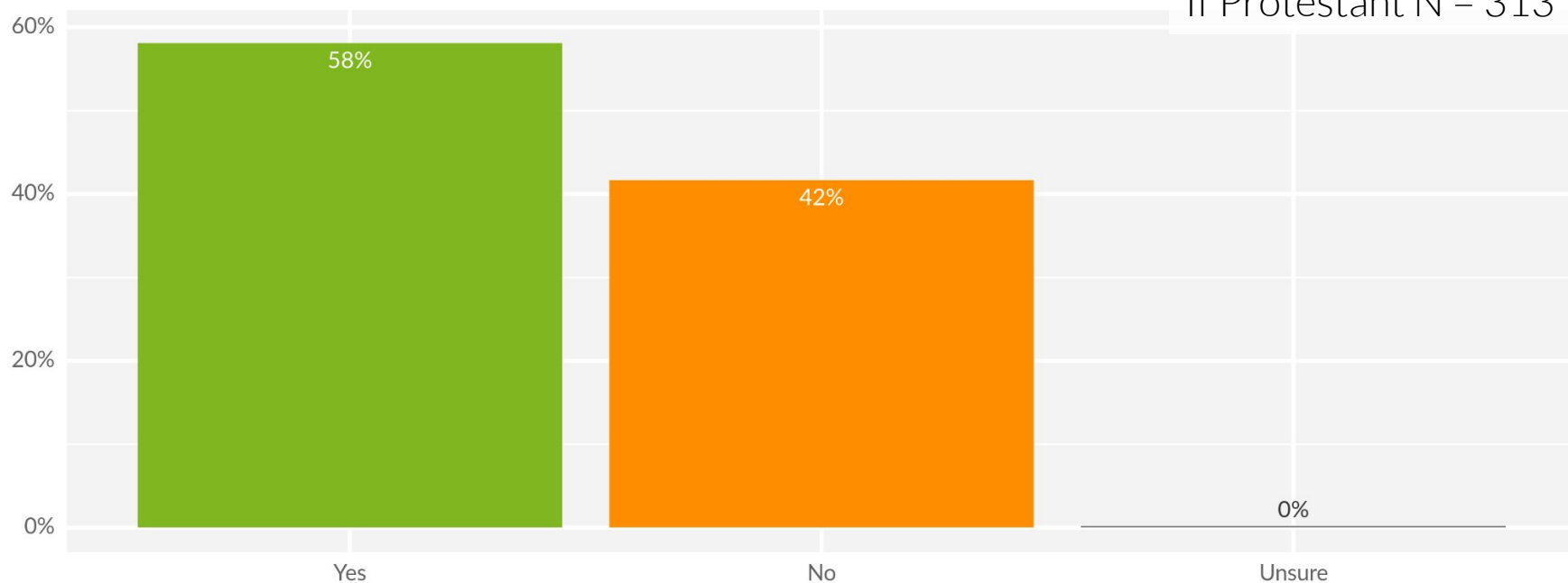
Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

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

If Protestant N = 313



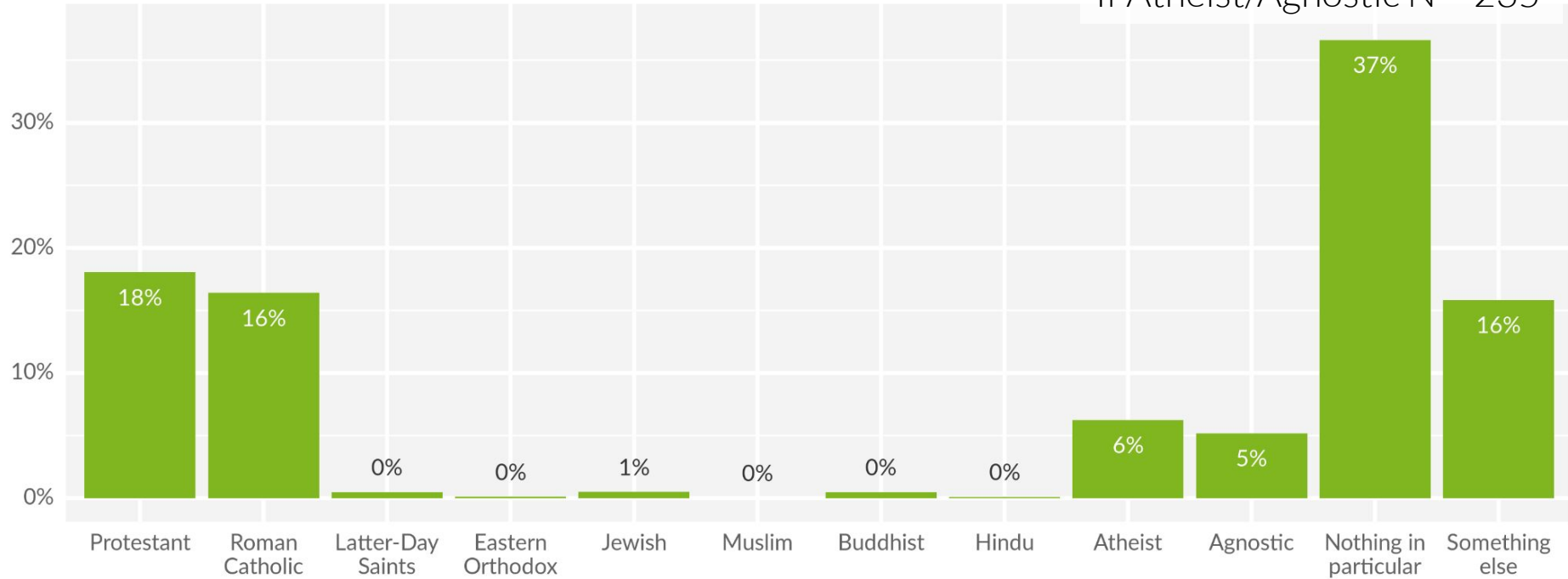
Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

What religion were you raised with, if any?

If Atheist/Agnostic N = 235

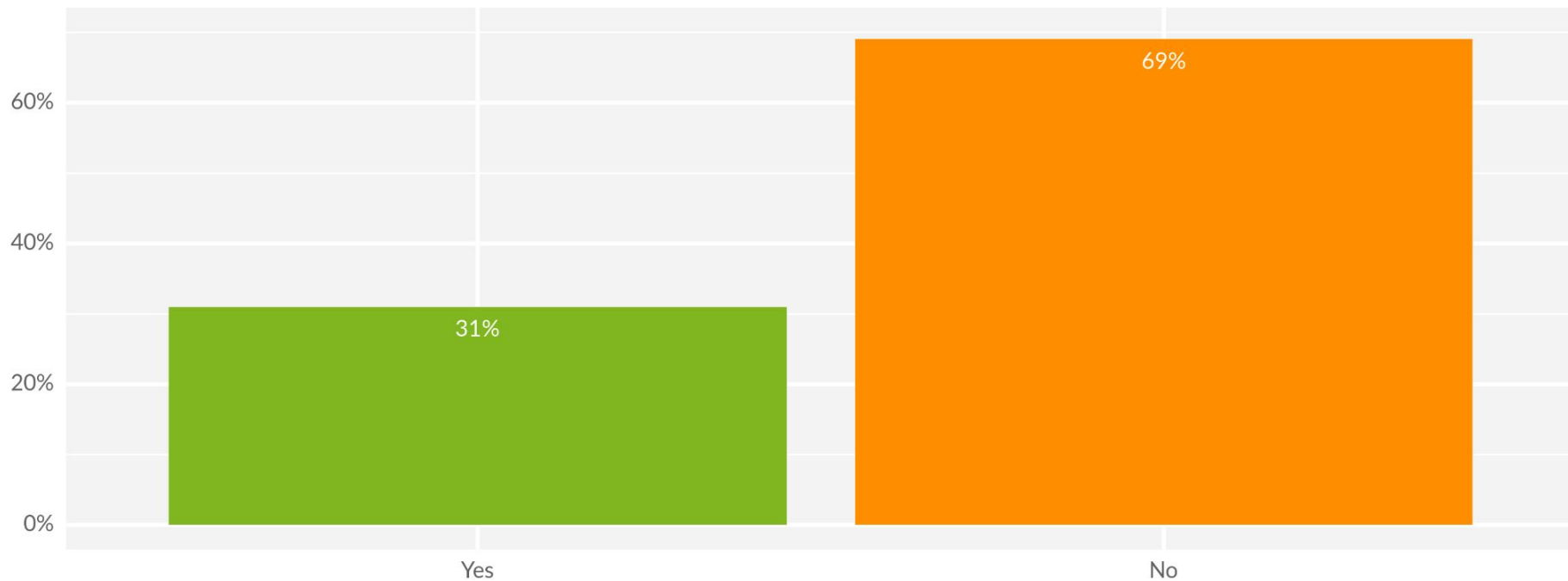


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Demographics

Gun Owner

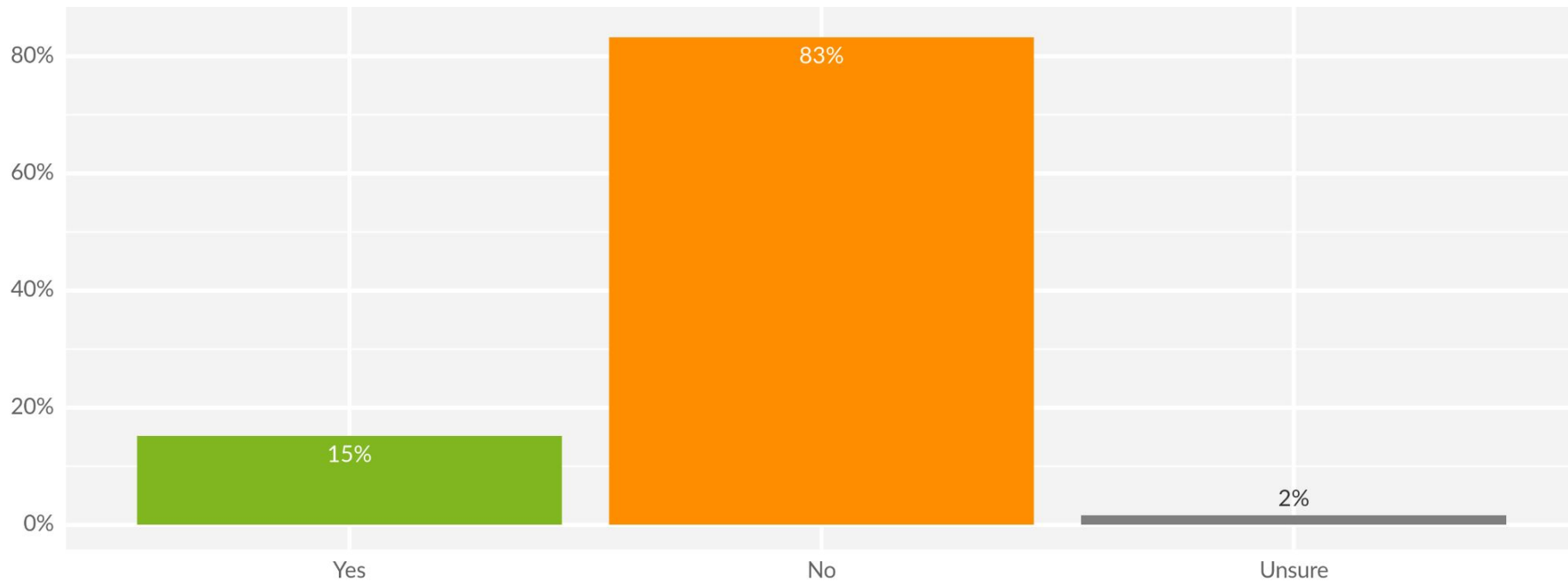


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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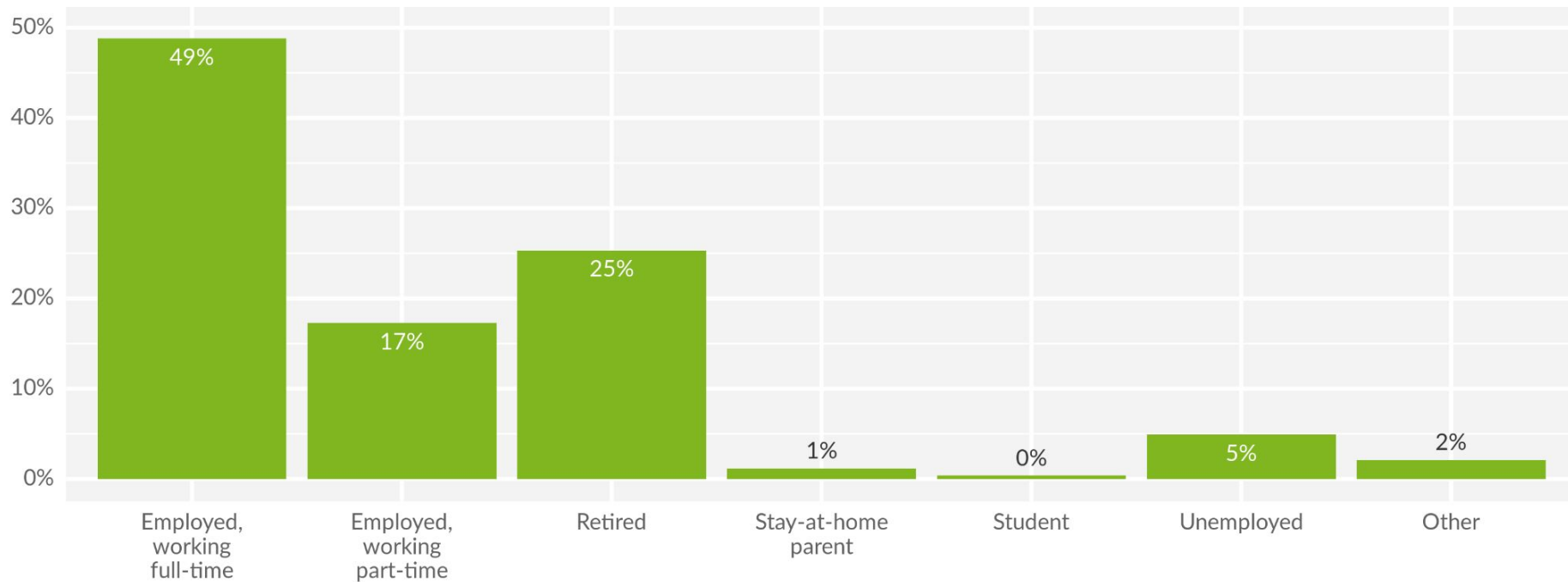
Demographics

Do you own any crypto currency (such as Bitcoin, Ethereum, Tether, and NFTs)?



Demographics

What is your employment status?

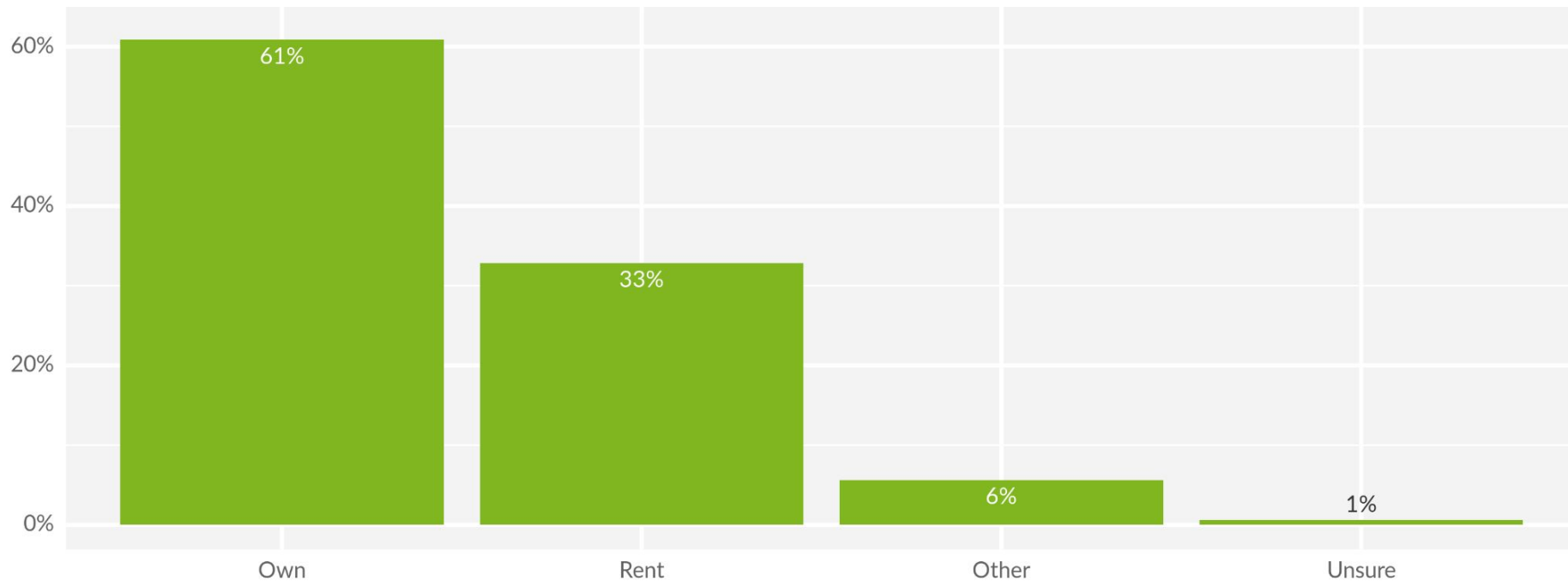


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

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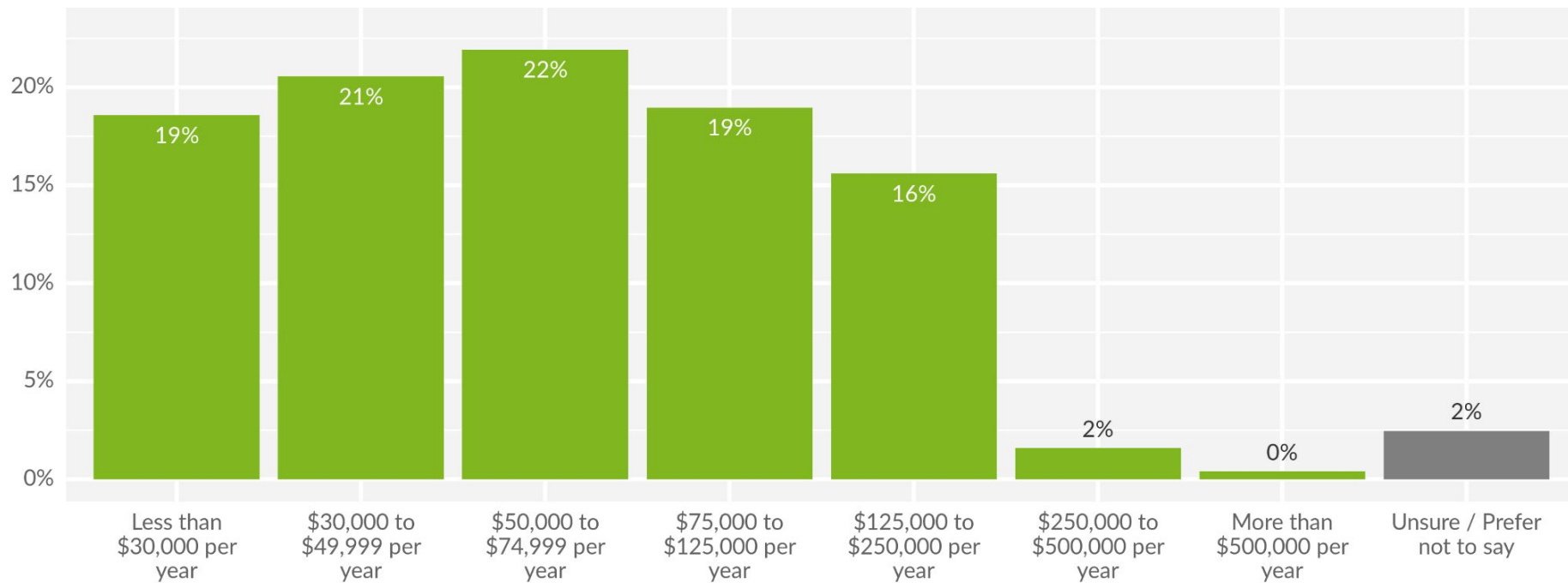
Demographics

Do you own or rent your primary residence?



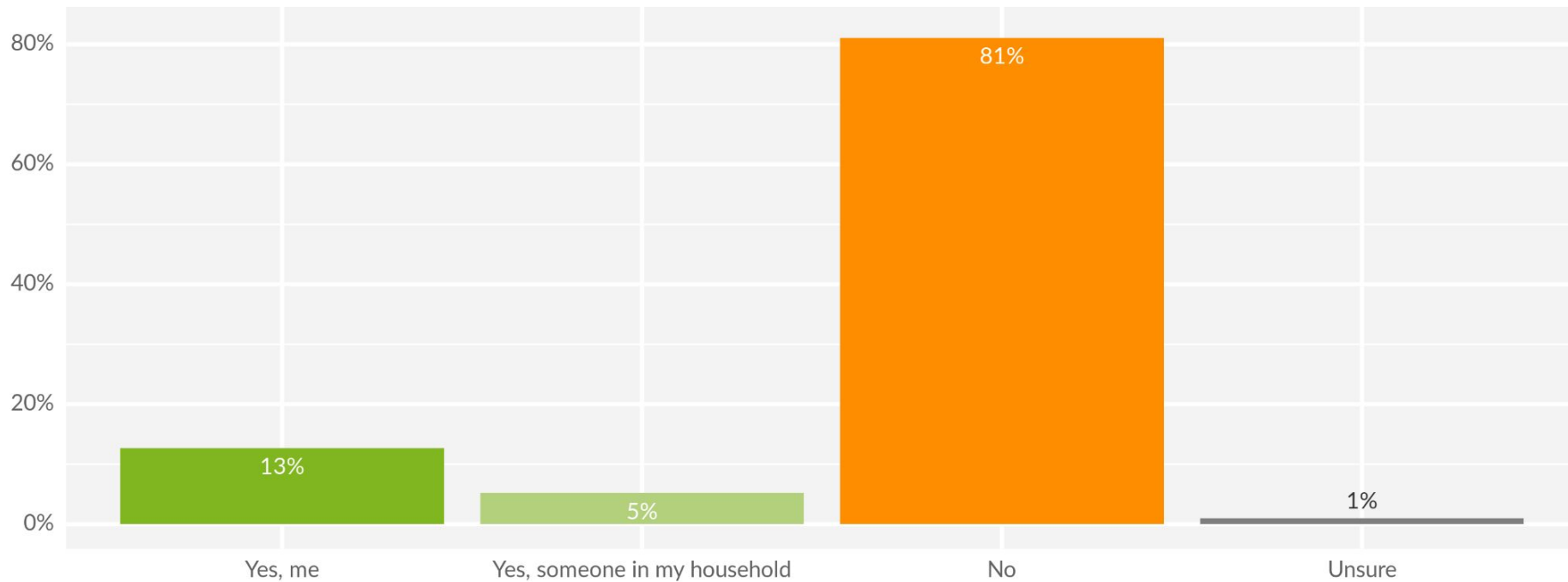
Demographics

Household Income



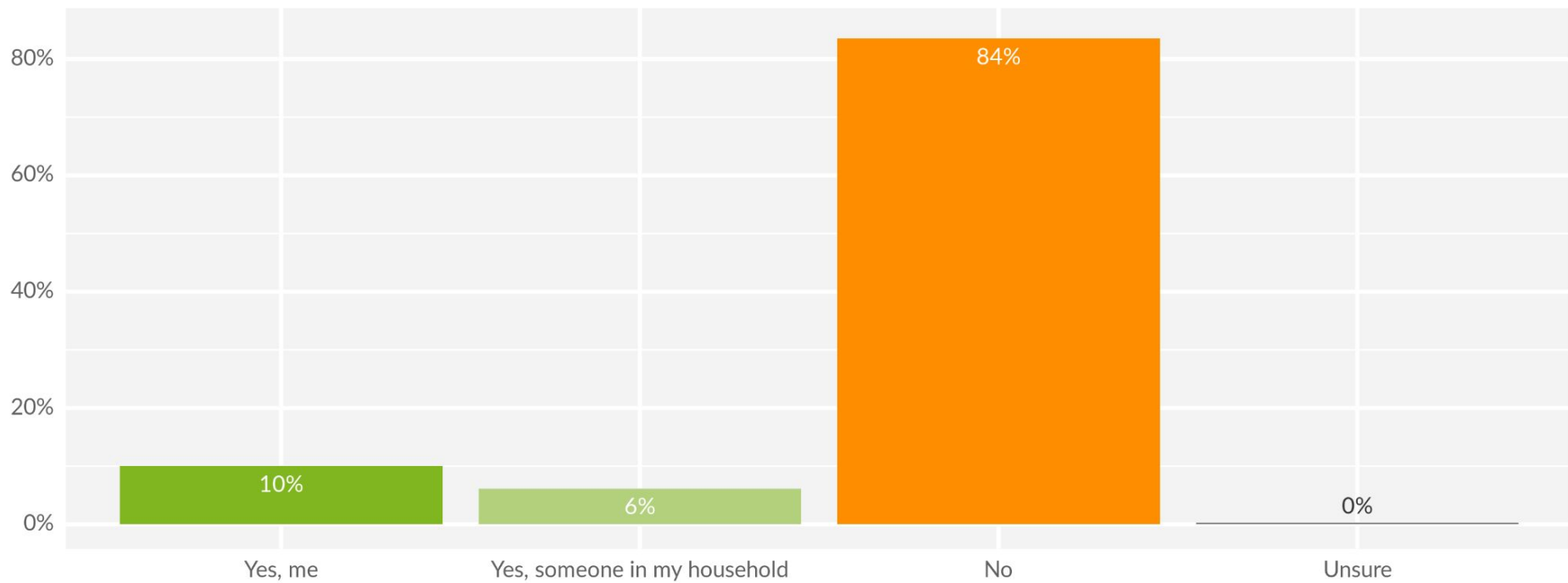
Demographics

Union Membership



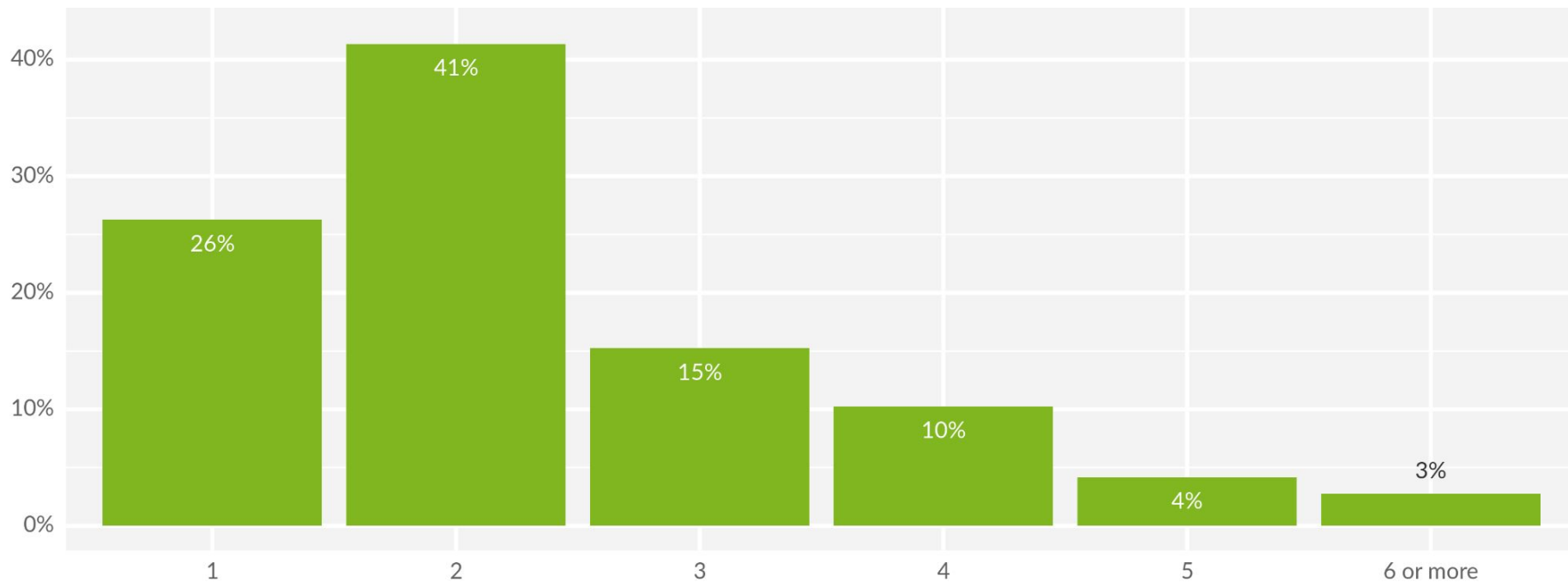
Demographics

Military/Veterans



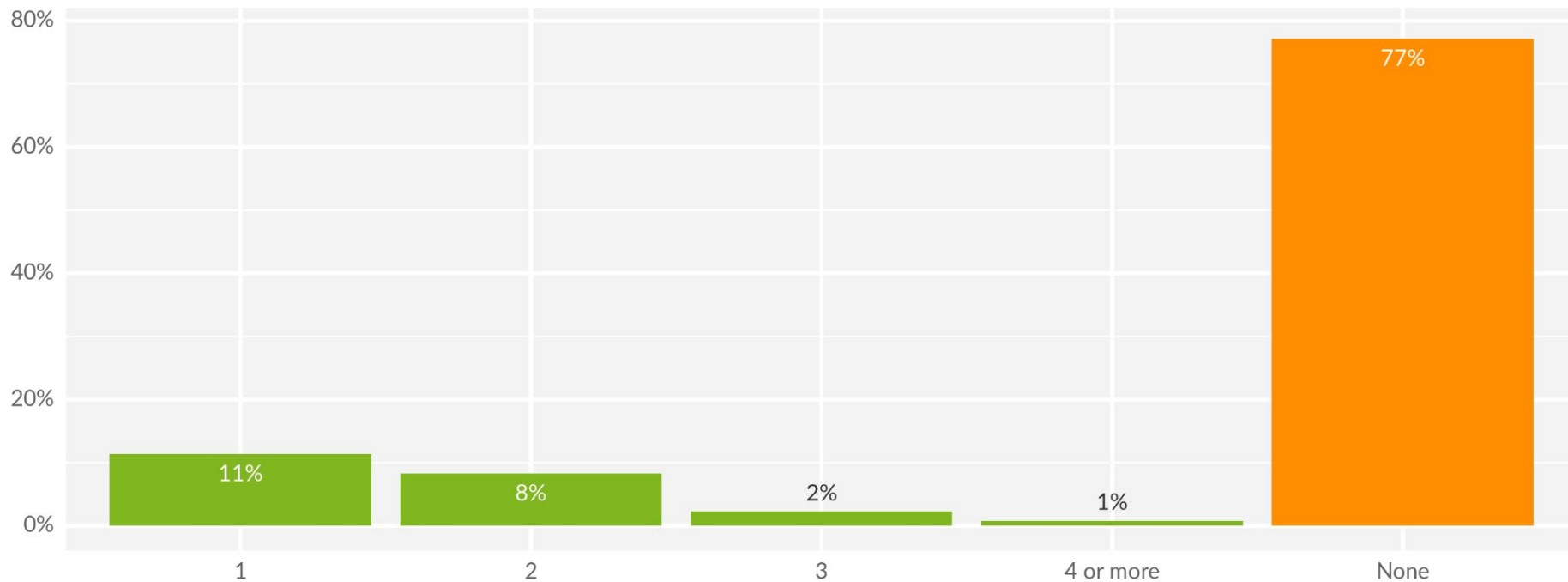
Demographics

People in Household



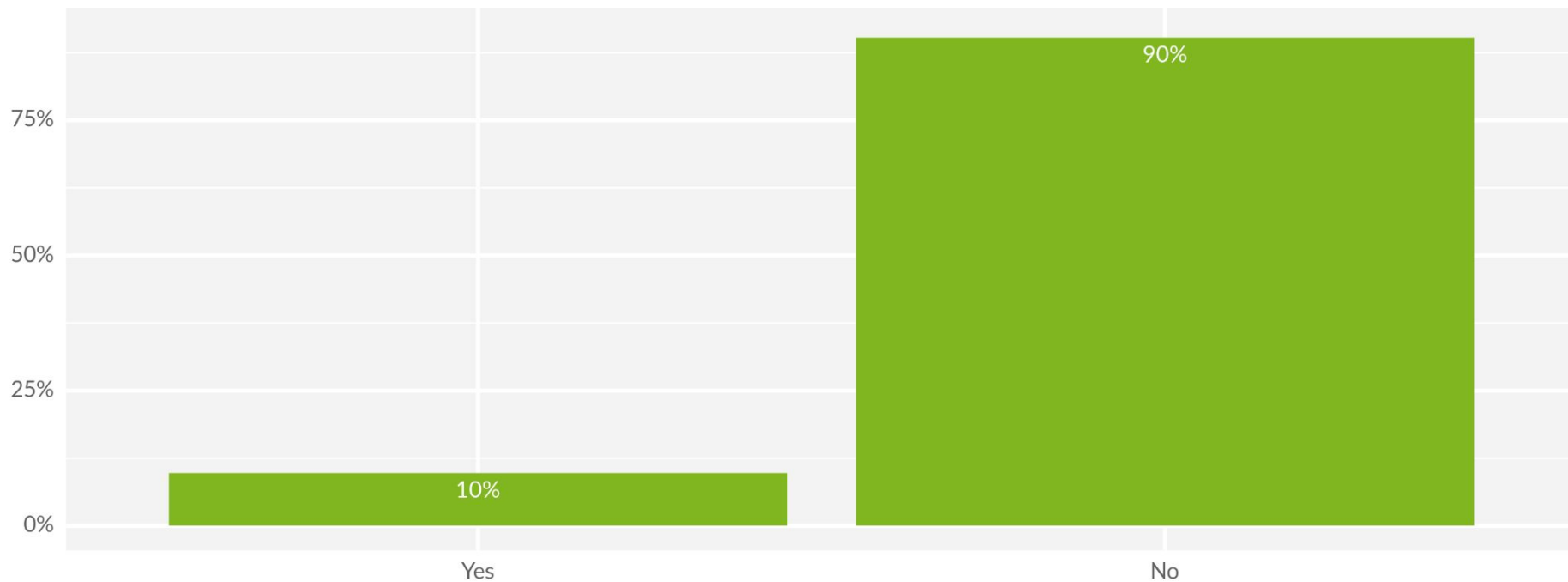
Demographics

Children in Household



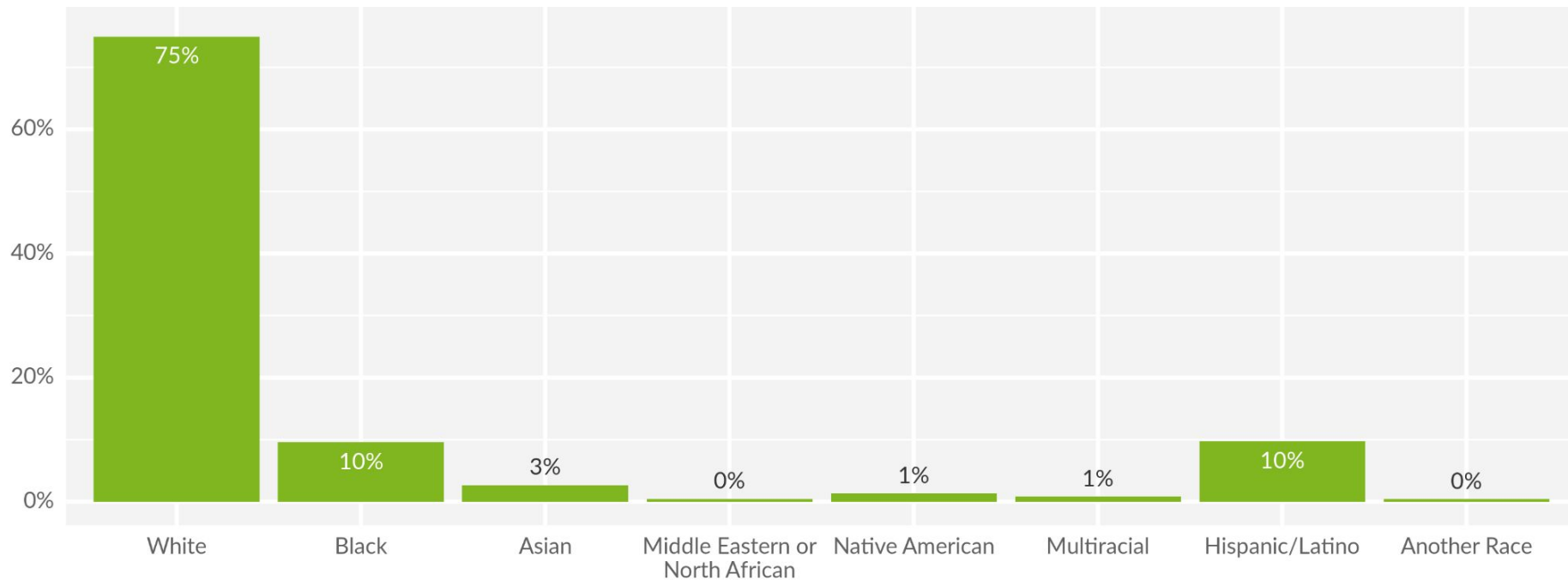
Demographics

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



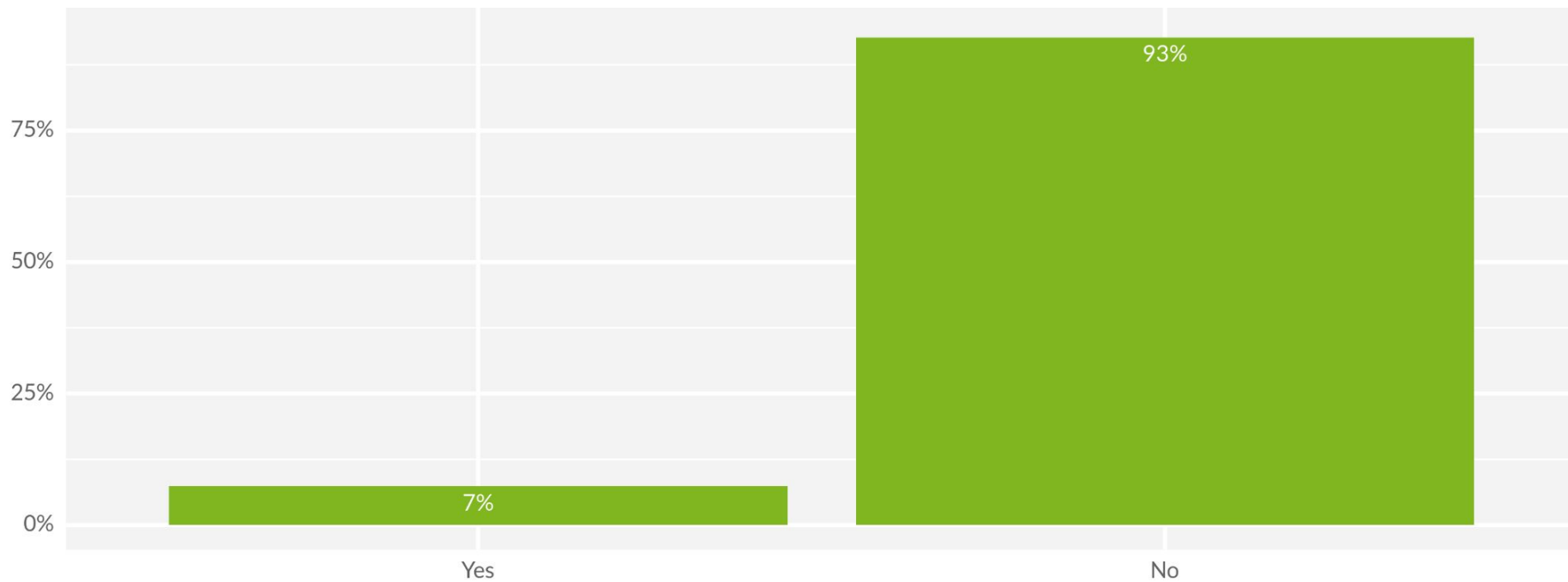
Demographics

Combined Race/Ethnicity



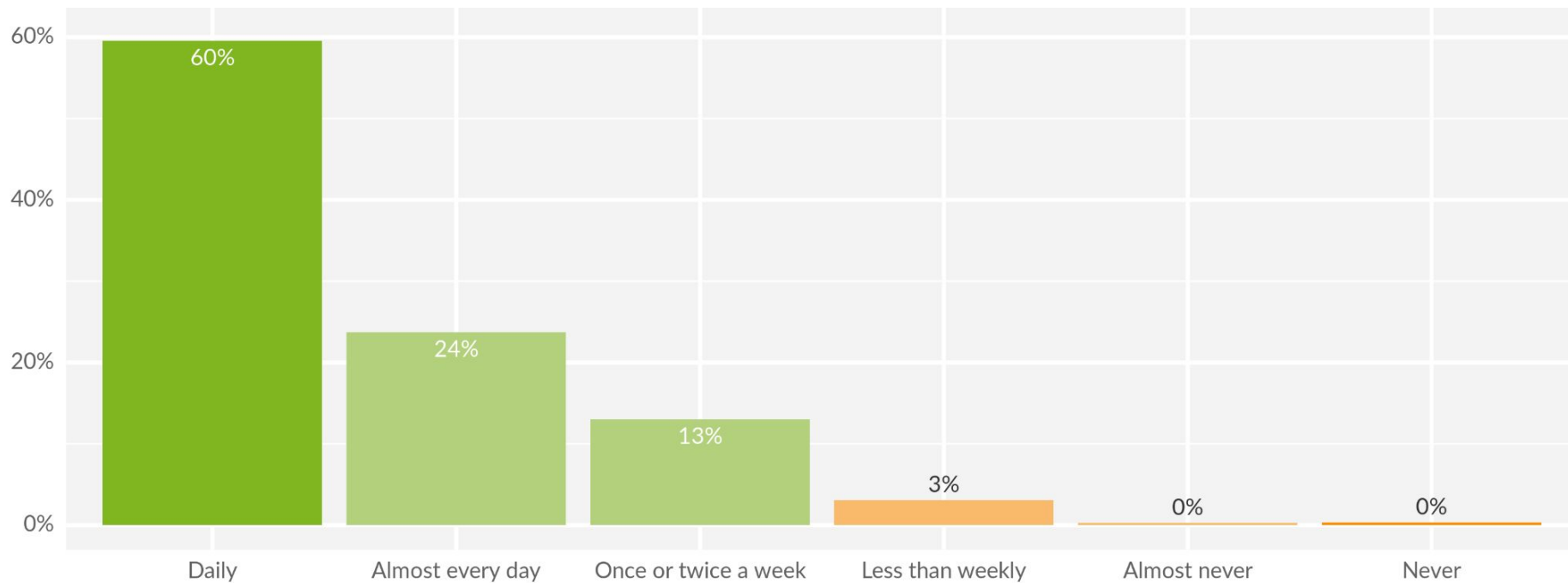
Demographics

LGBTQ+ Identity



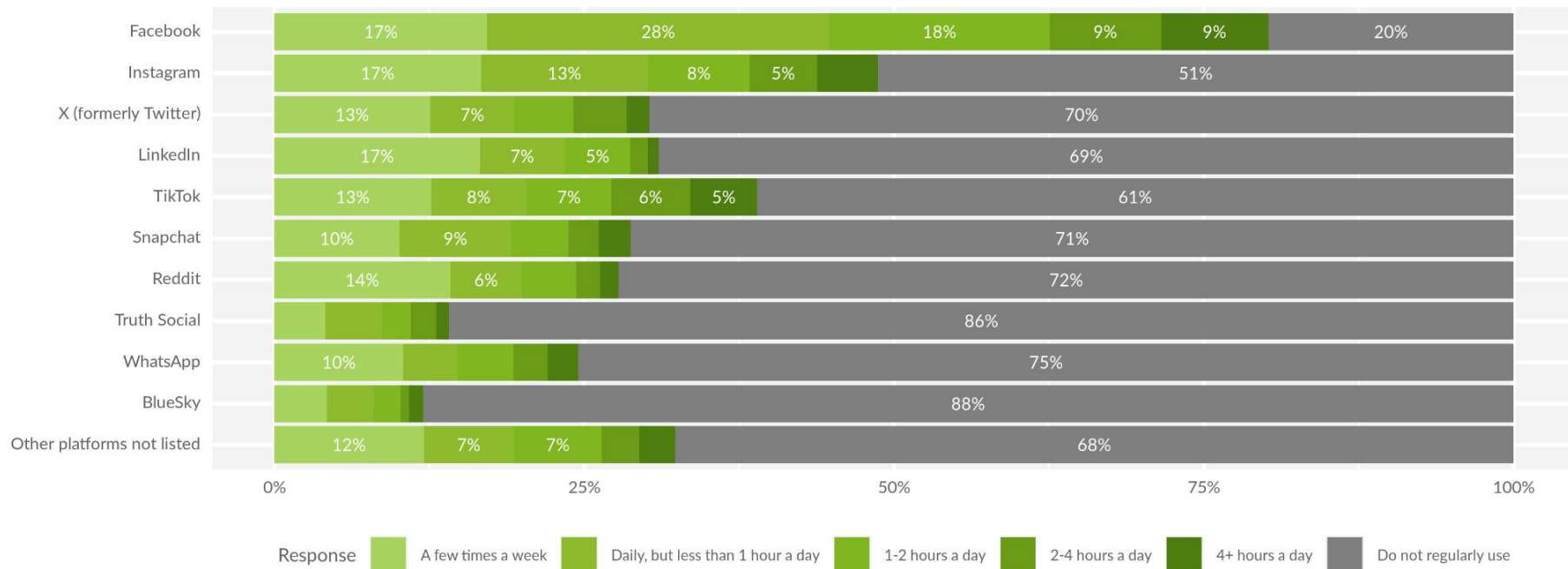
Contactability

Mailbox Checking Frequency



Media Consumption

Social Media Usage



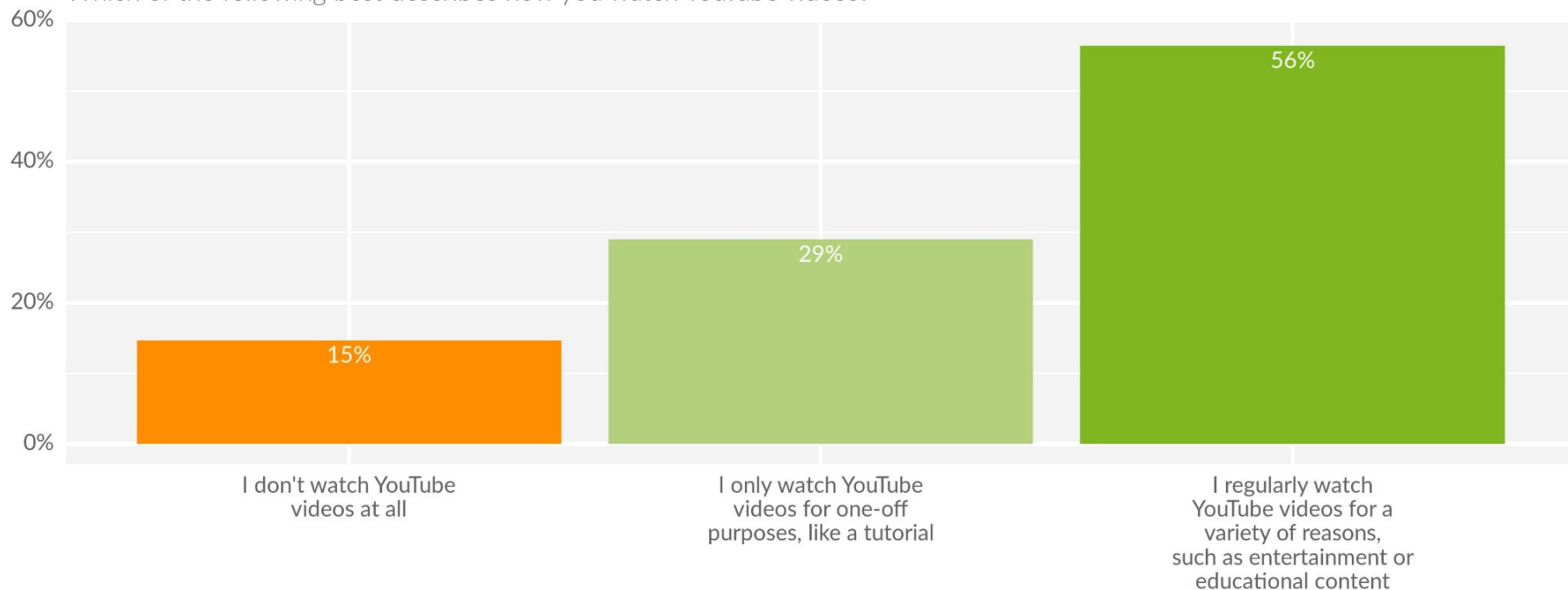
Our **Frequent Social Media User & Social Media Platform Models** predict likelihood of using social media for at least an hour per day.

[Learn more.](#)

clarity+campaign(labs)

Media Consumption

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

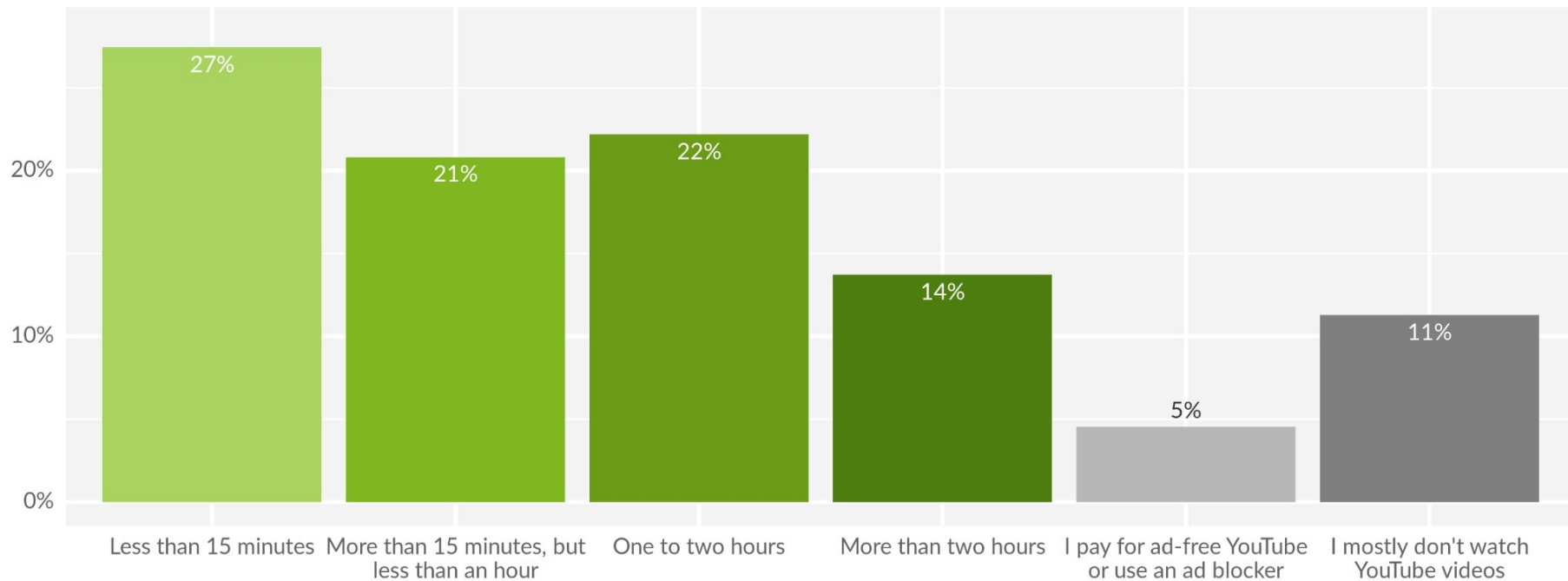


Our **YouTube User Model** predicts likelihood of watching 15+ minutes of ad-supported YouTube daily. [Learn more.](#)

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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]

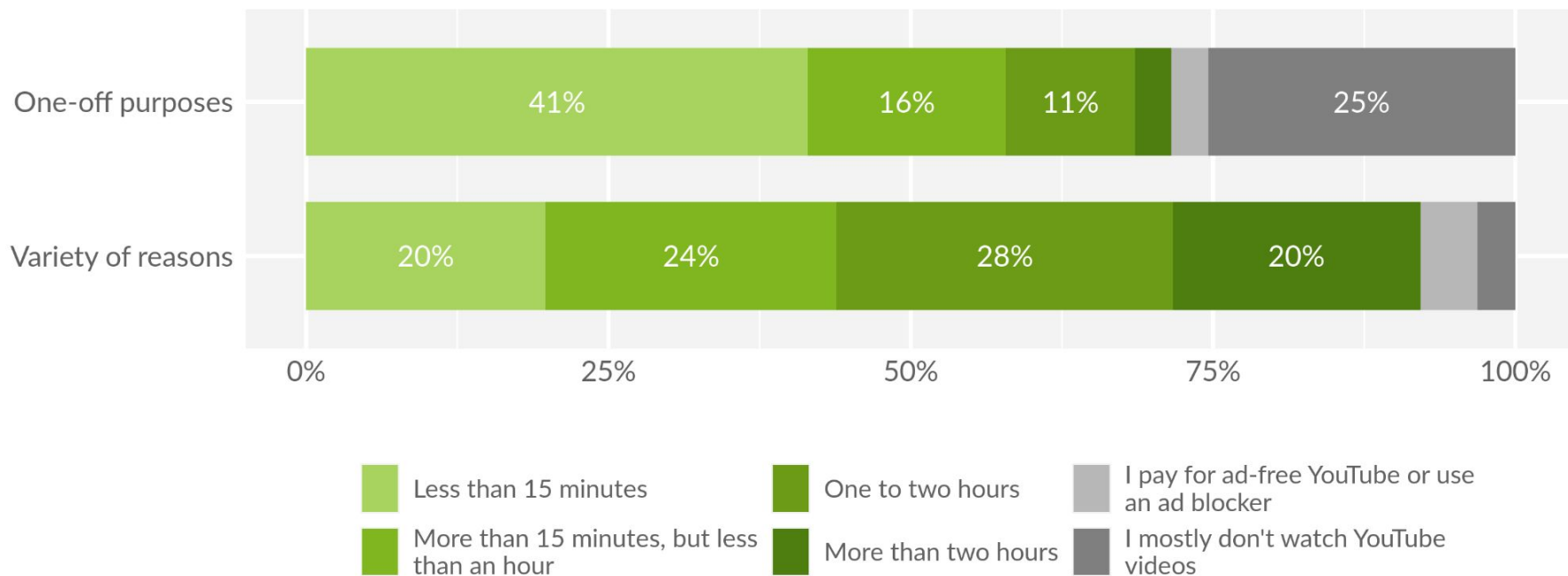


Our **YouTube User Model** predicts likelihood of watching 15+ minutes of ad-supported YouTube daily. [Learn more.](#)

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Media Consumption

Time Spent on YouTube by YouTube Usage Type

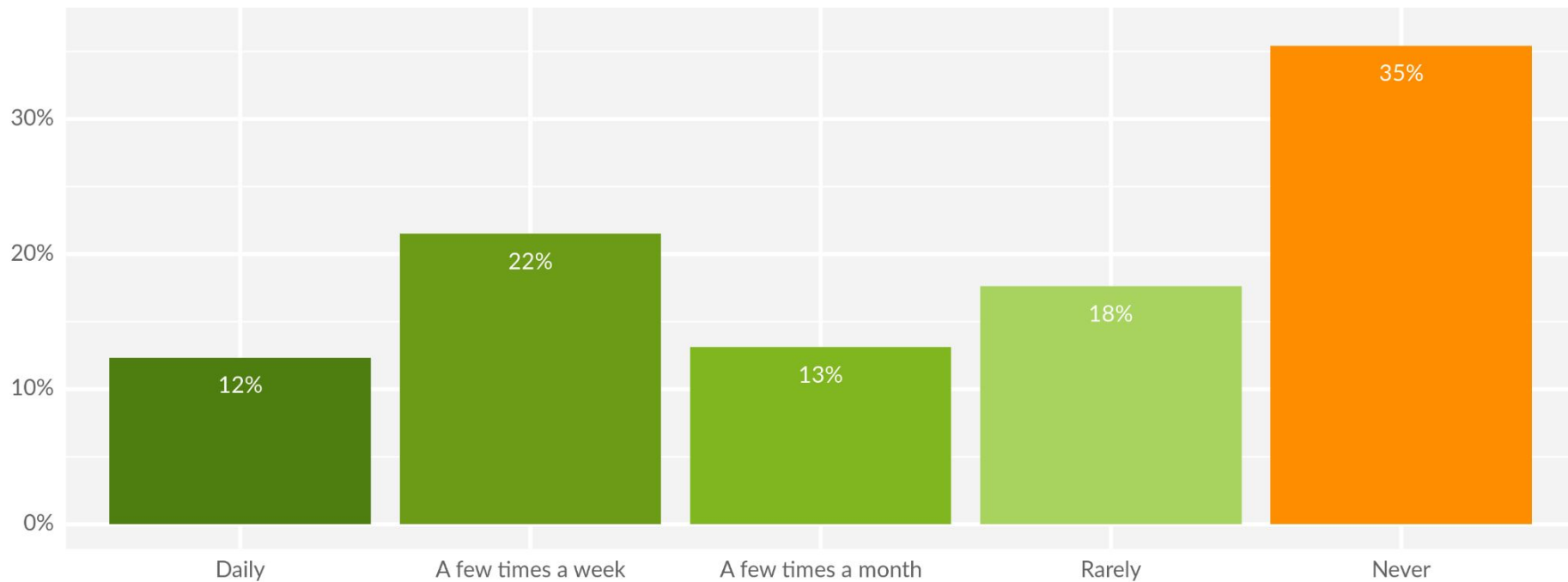


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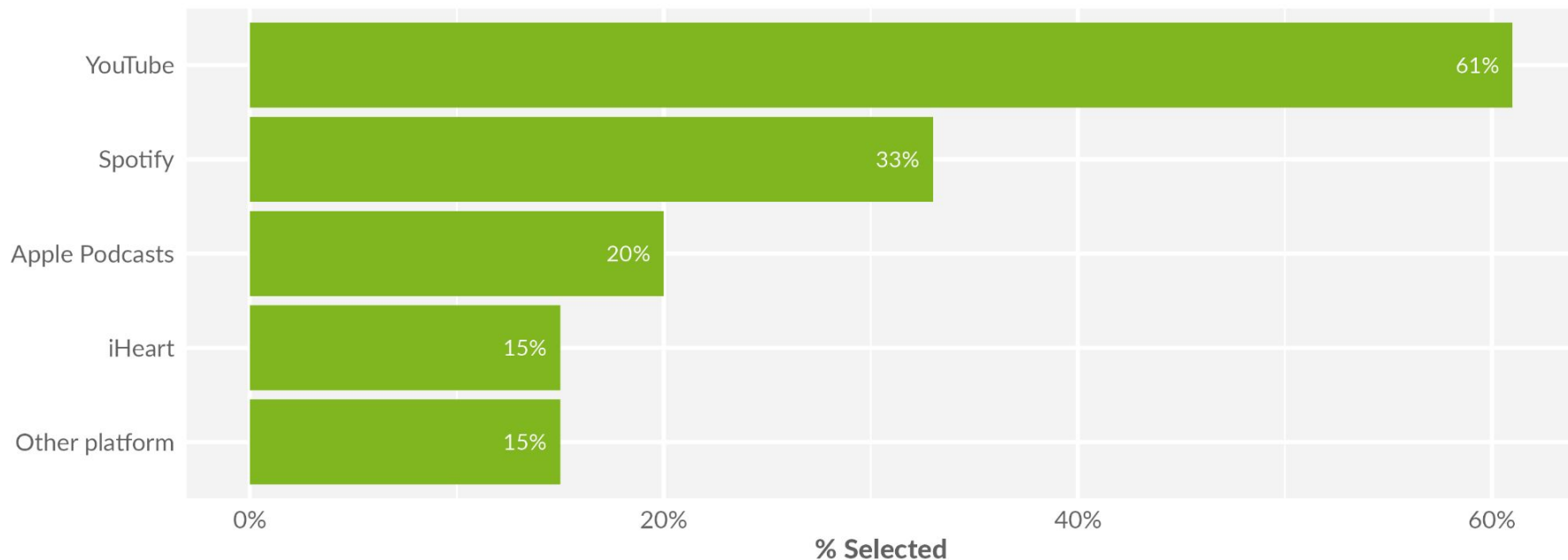
Media Consumption

How often do you listen to or watch podcasts?



Media Consumption

Which of the following platforms do you typically use for podcasts? Select all that apply.
[IF Listens to or Watches Podcasts]

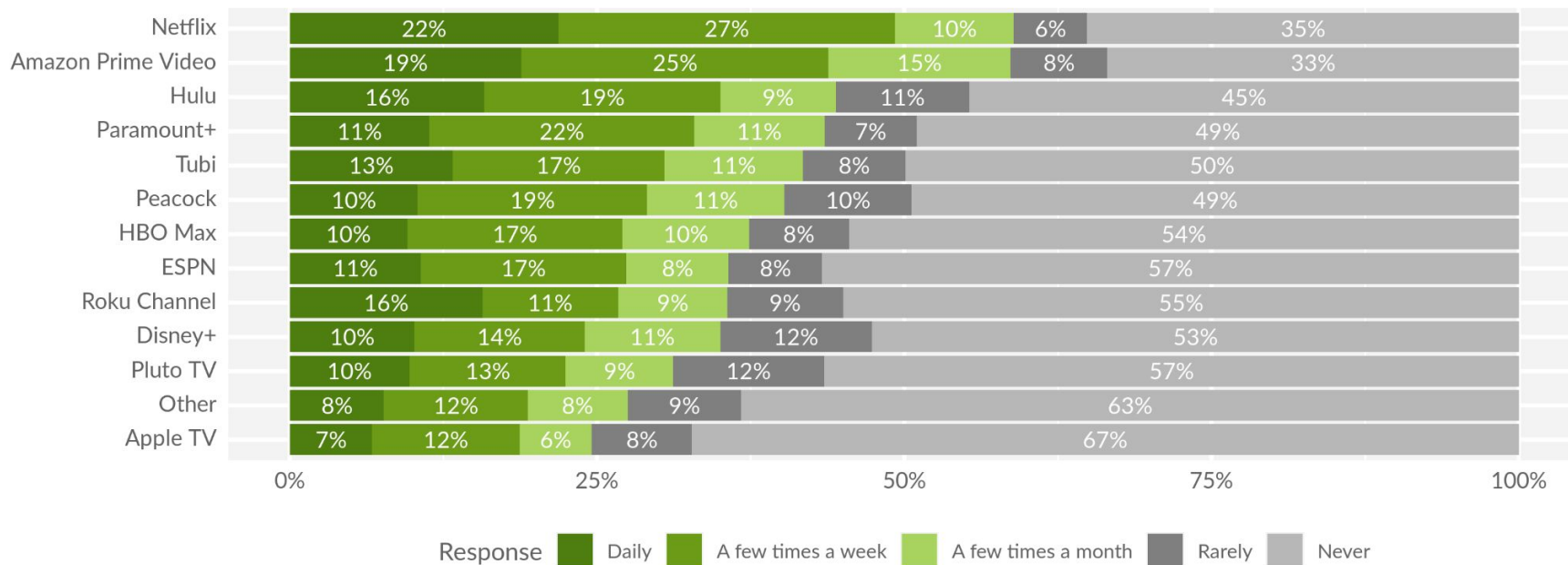


Our **YouTube User Model** predicts likelihood of watching 15+ minutes of ad-supported YouTube daily. [Learn more.](#)

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Media Consumption

Streaming

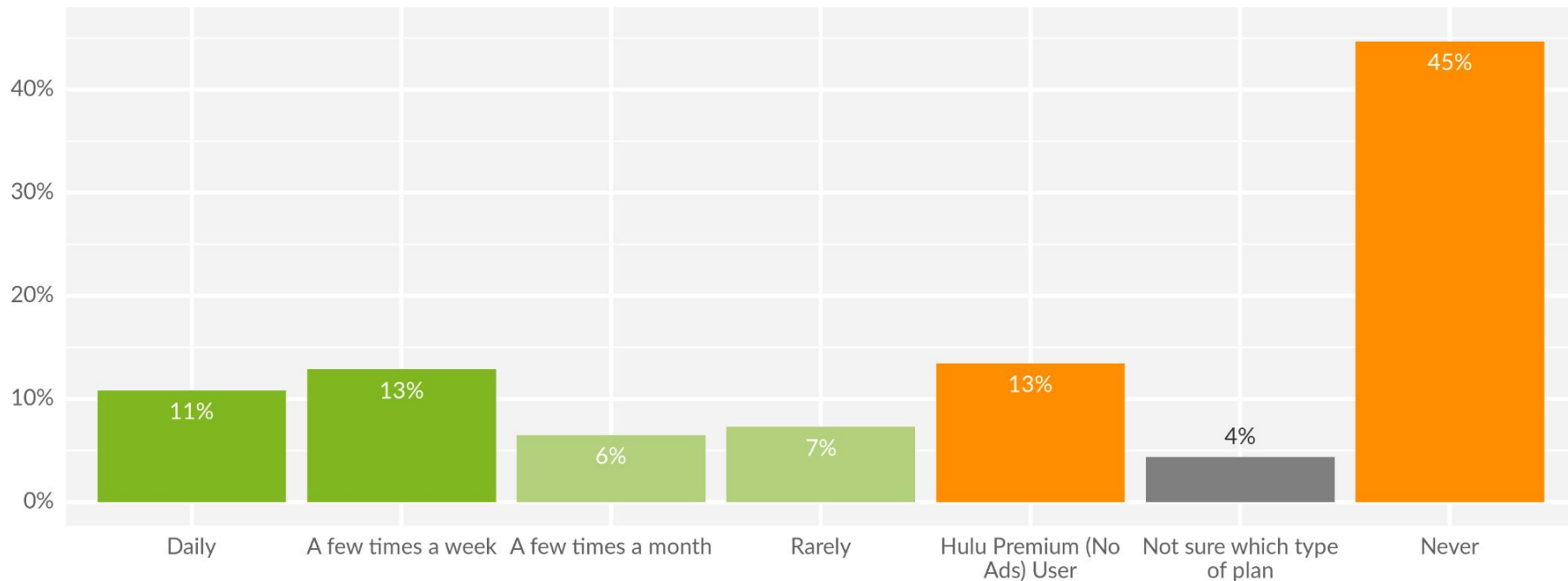


Our **Daily Streaming User Model** and individual **Streaming platform models** predicts likelihood that an individual watches an ad-supported streaming service daily.

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Media Consumption

Ad-Supported Hulu Usage

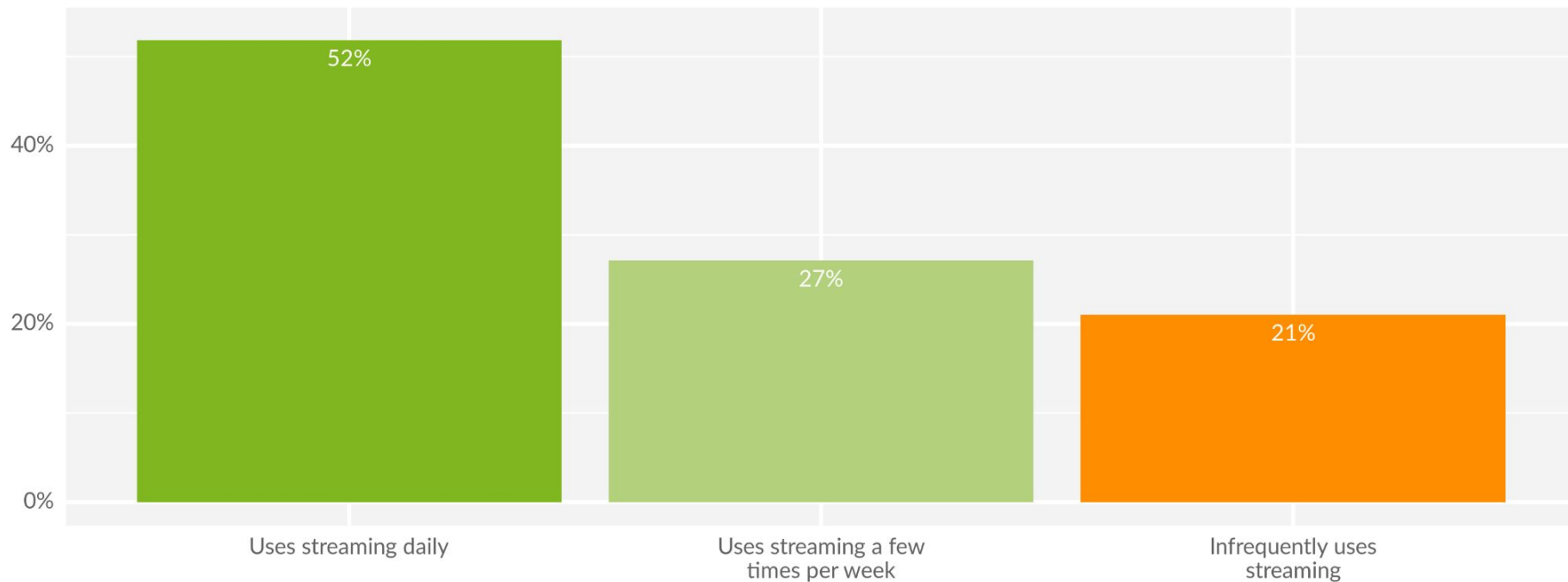


Our **Hulu User Model** predicts likelihood of watching Hulu on a daily basis. [Learn more.](#)

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Media Consumption

Frequency of Use by Streaming

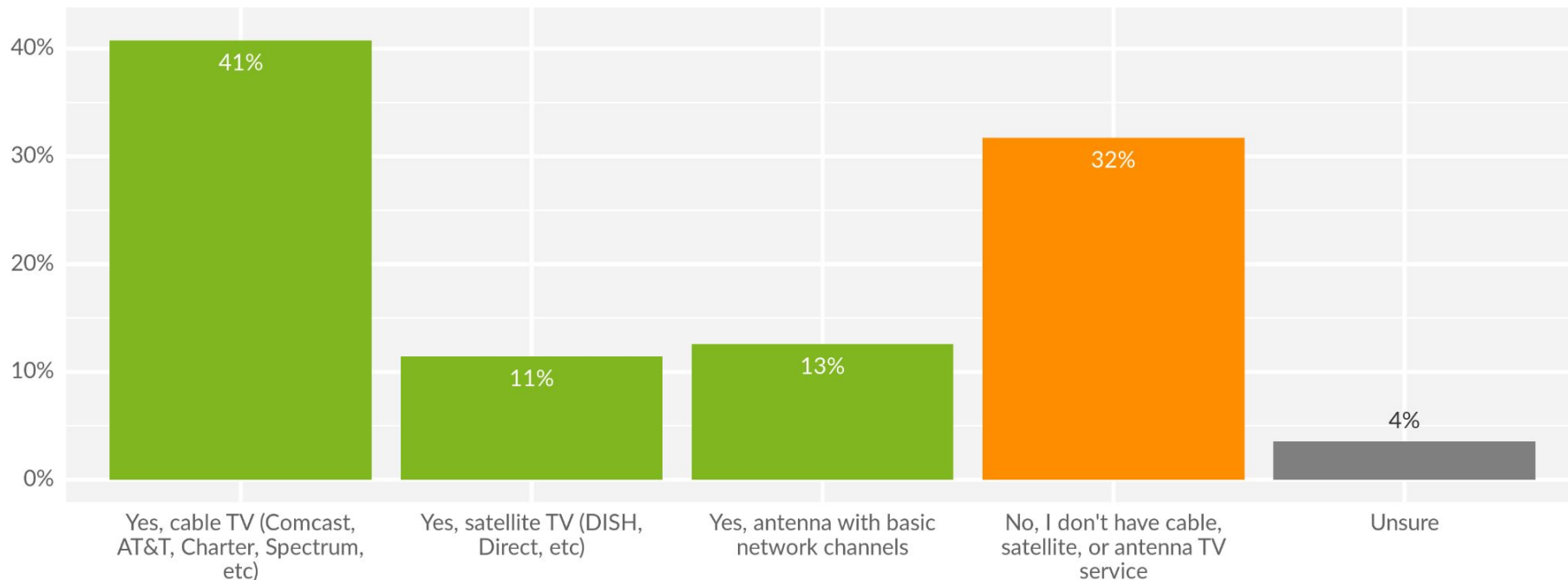


Our **Daily Streaming User Model** and individual **Streaming platform models** predicts likelihood that an individual watches an ad-supported streaming service daily.

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Media Consumption

Do you have traditional TV service in your home?

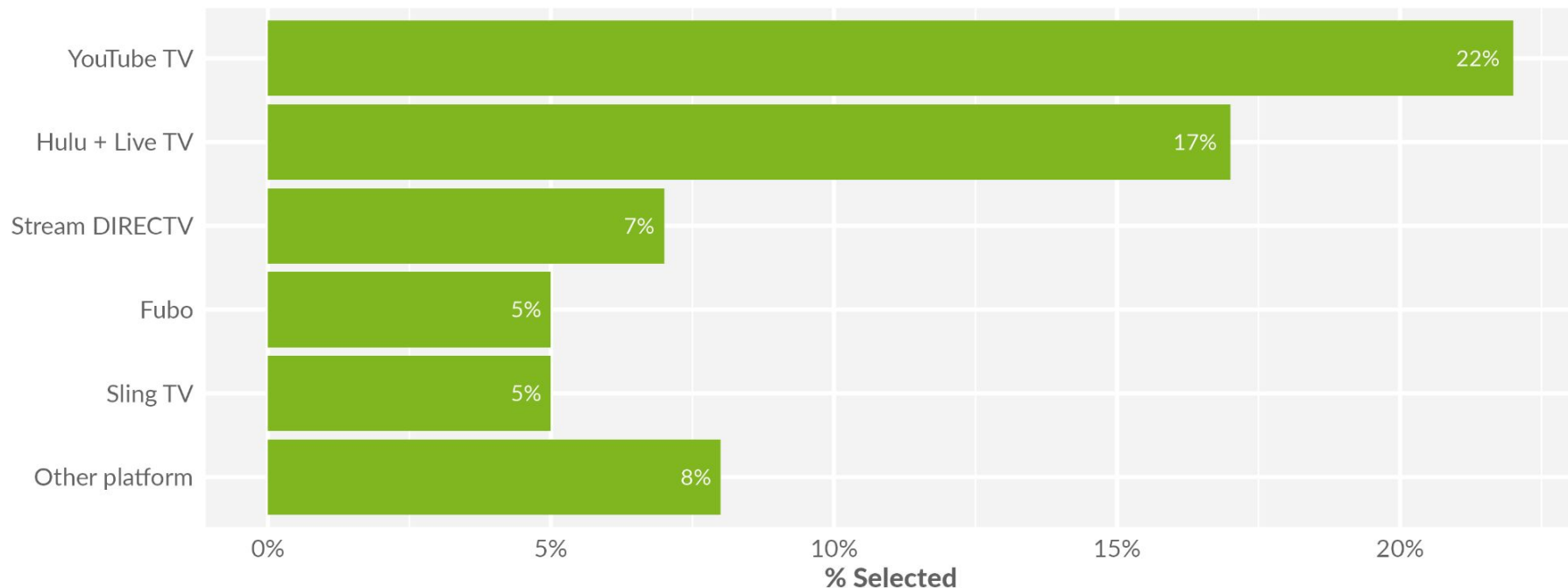


Our **Frequent Broadcast Viewer Model** predicts likelihood of watching live broadcast TV programming at least a few times per week.

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Media Consumption

Do you subscribe to any cable TV replacements that provide a live channel lineup? Select all that apply.

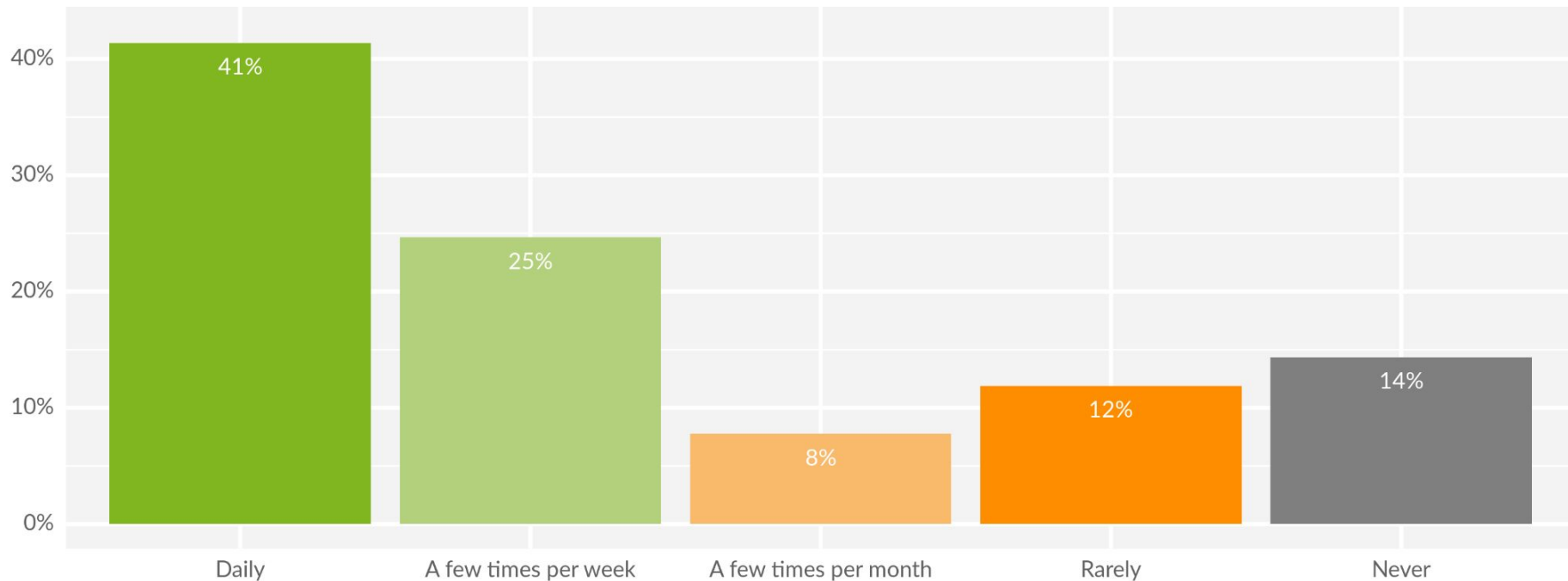


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Media Consumption

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

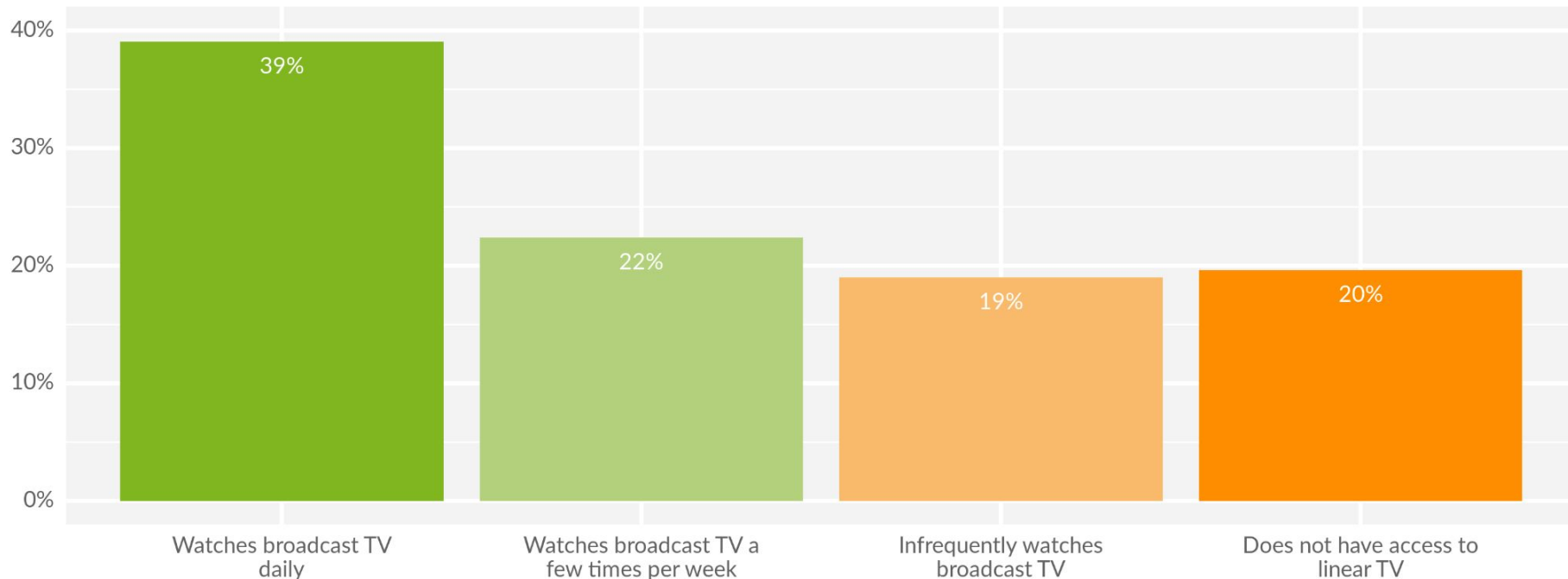


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Media Consumption

Frequency of Broadcast TV Viewing

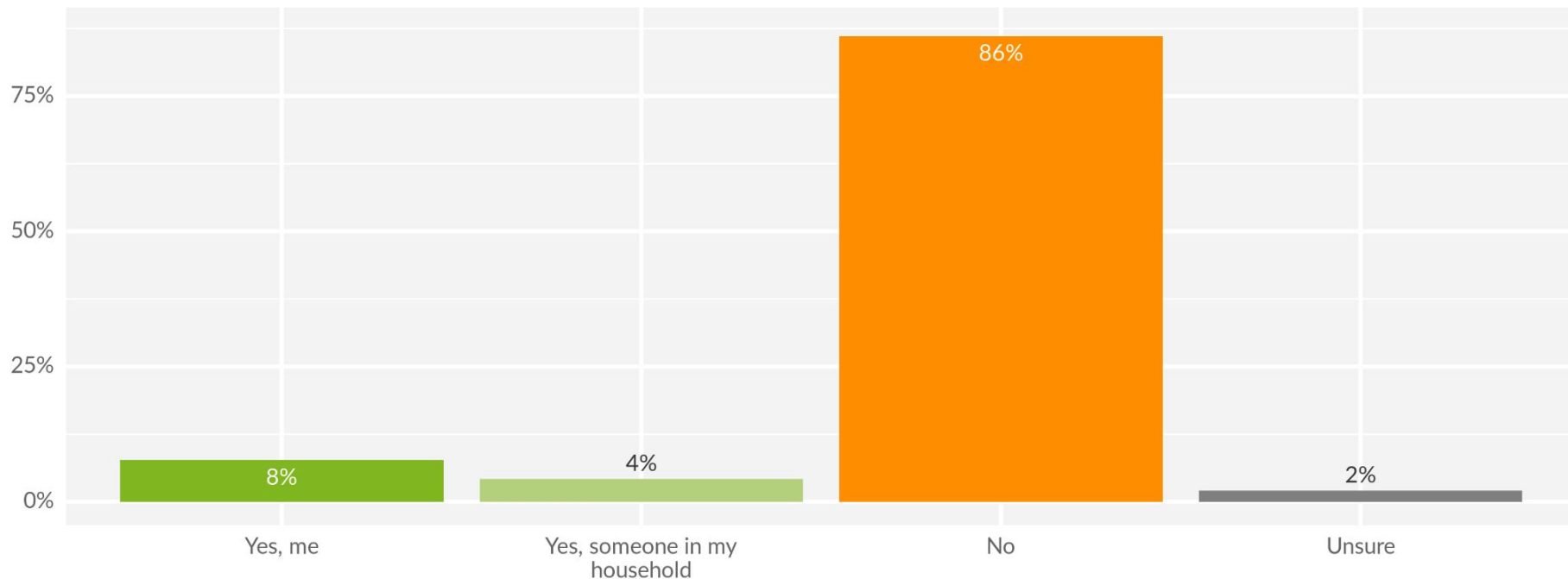


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Spanish Language TV

Spanish Language TV Viewer

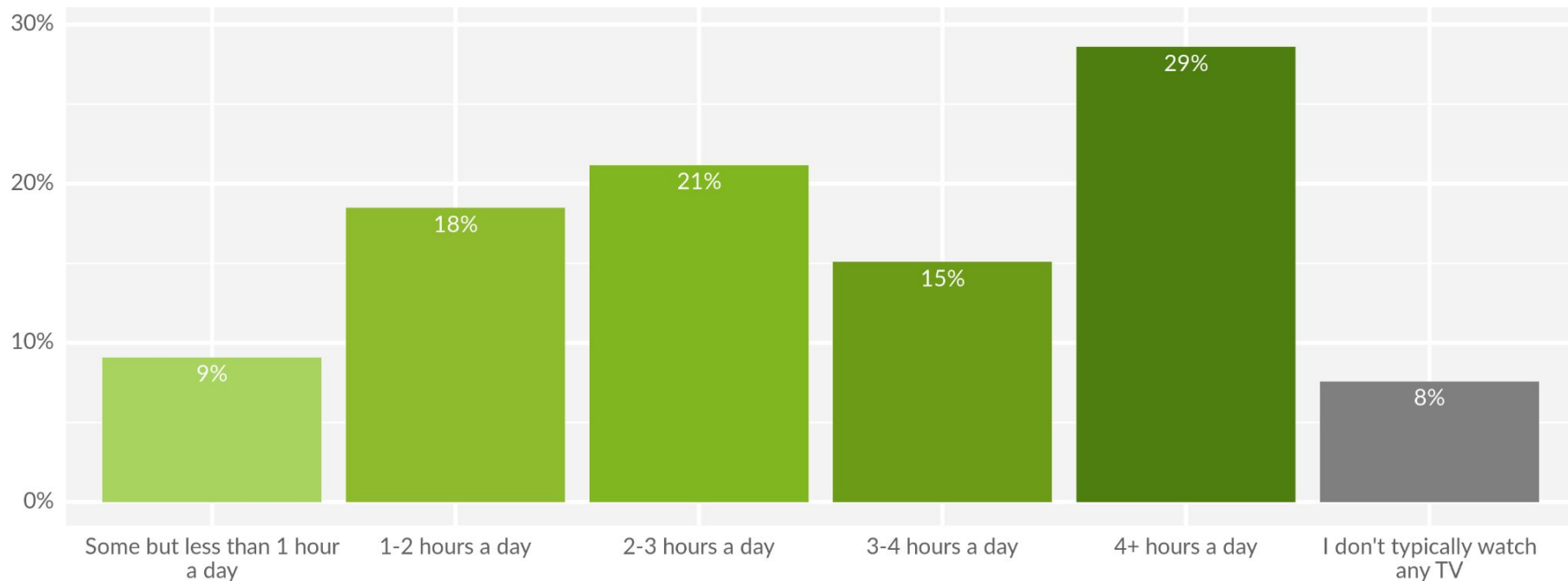


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Media Consumption

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



Our **Frequent Broadcast Viewer Model** predicts likelihood of watching live broadcast TV programming at least a few times per week.

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Learn more about our Omnibus survey

contact@claritycampaigns.com

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