Clarity Omnibus Survey

January 2026

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Methodology

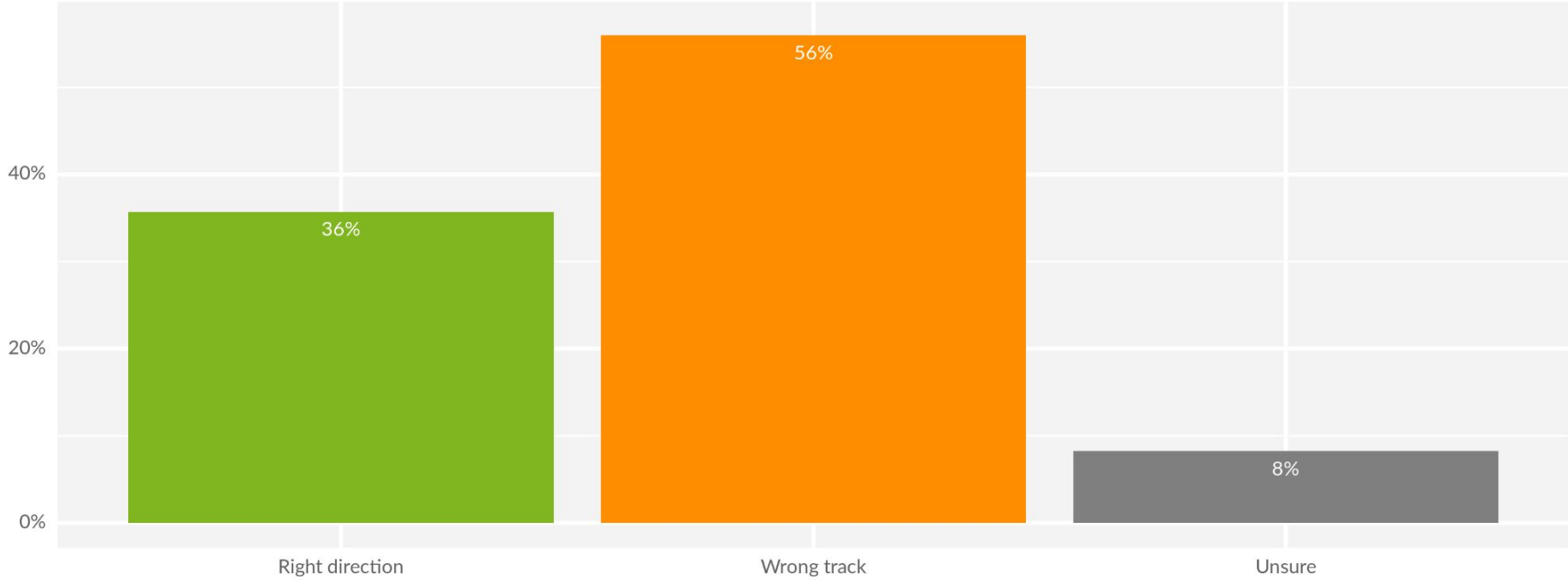
The January 2026 Clarity Omnibus survey was conducted from January 15-22nd via national online public opinion panels. 1,147 respondents were matched to the voter file. The margin of error of this poll is +/-2.9% at a 95% confidence interval.

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?



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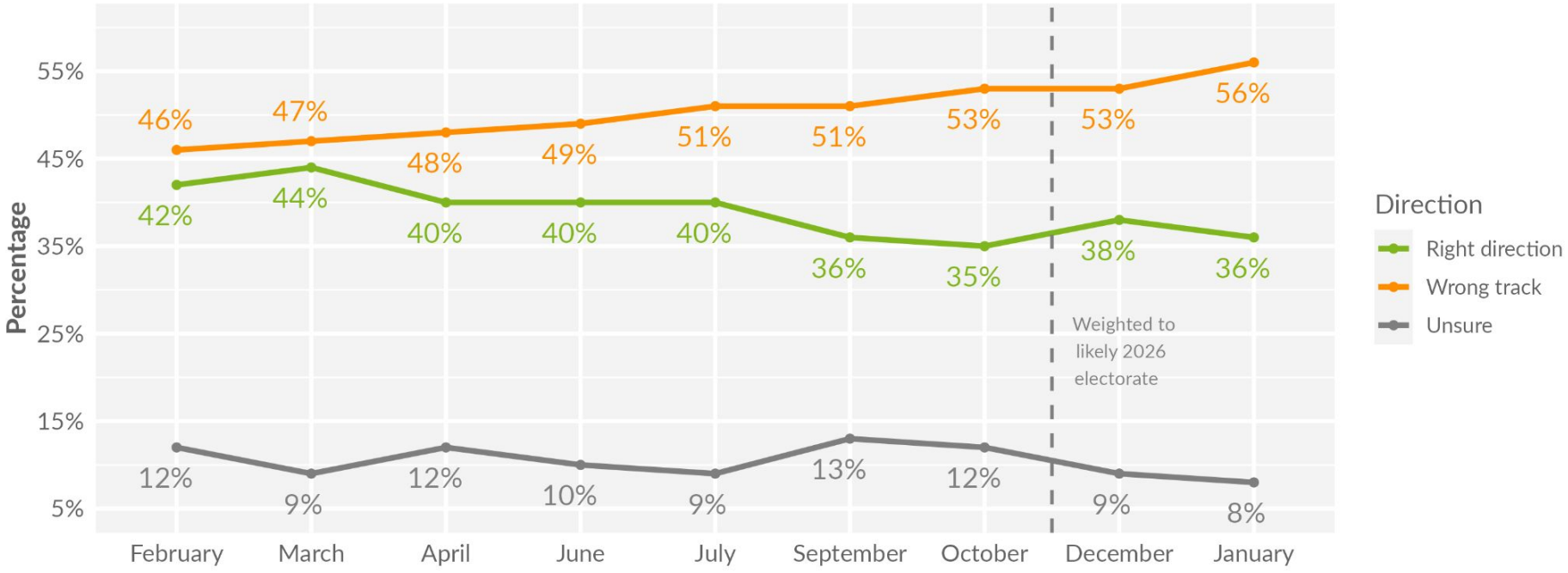
Warm-up

Right Track/Wrong Direction



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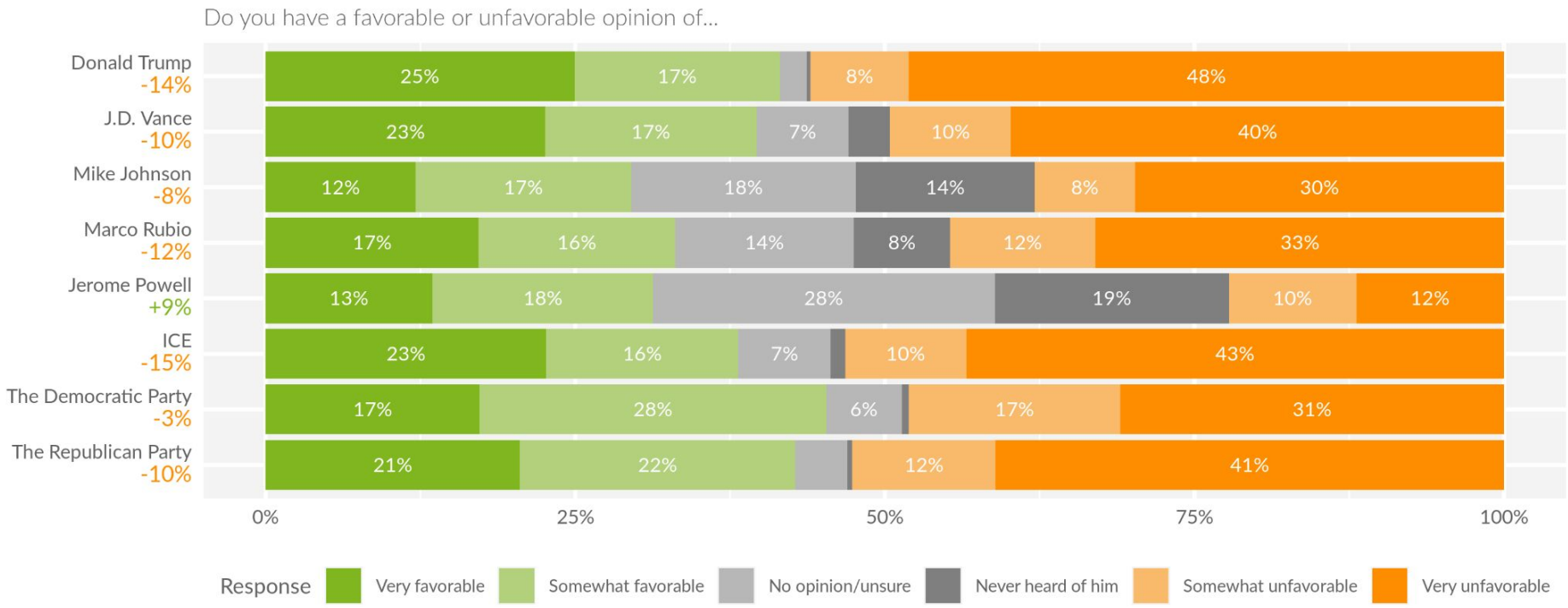
Political Views and Attitudes



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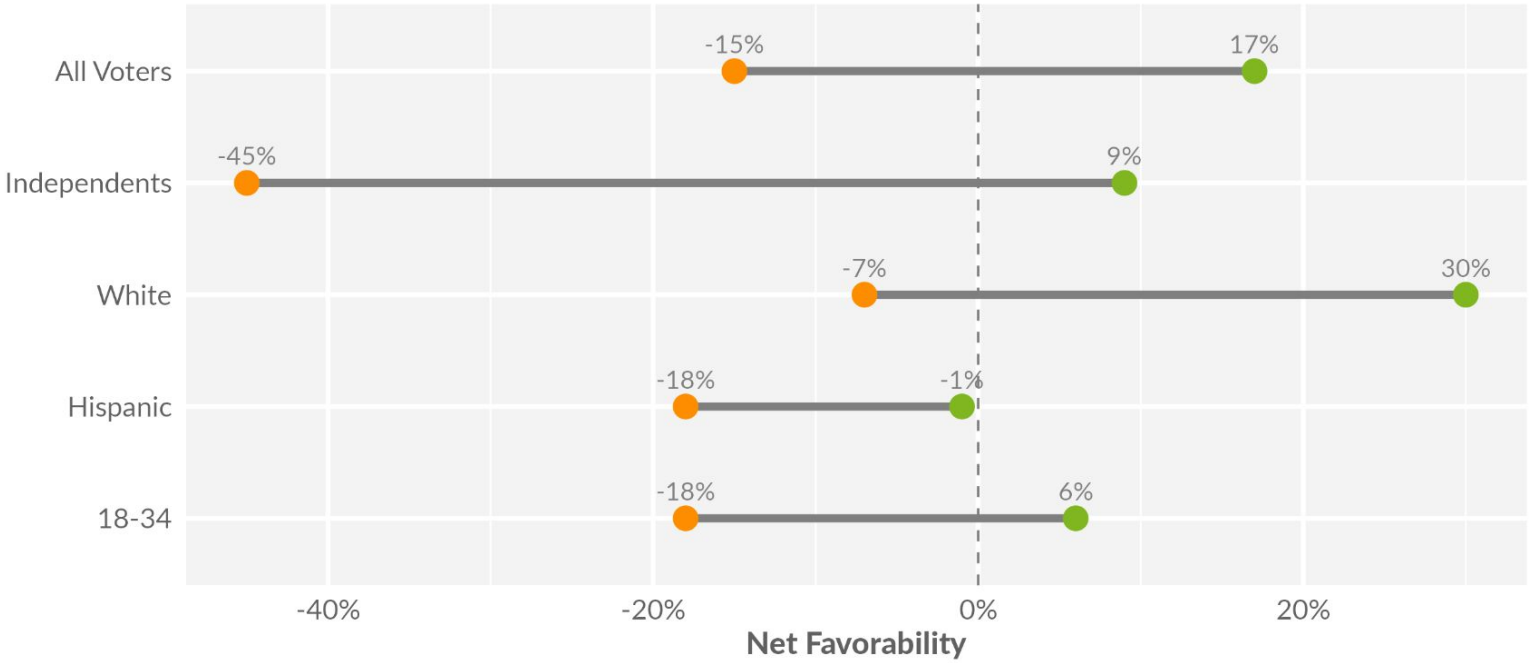
Change in Net Favorability of ICE: March 2025 to January 2026



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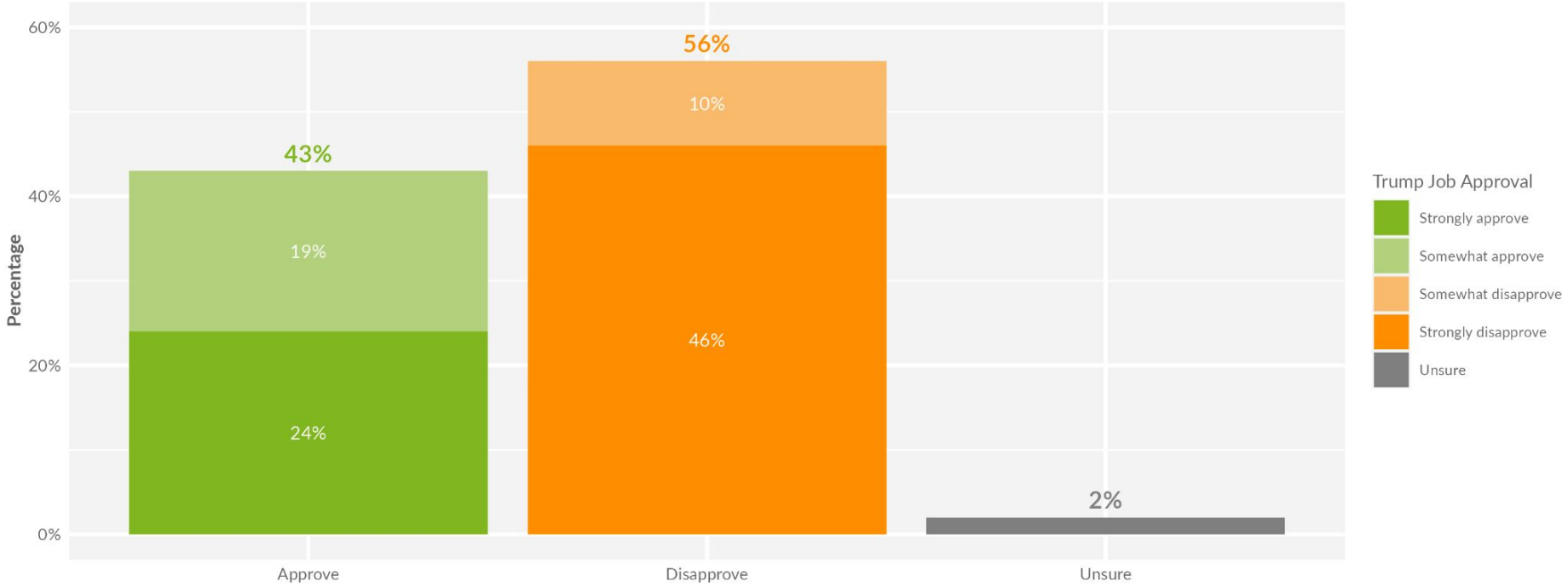
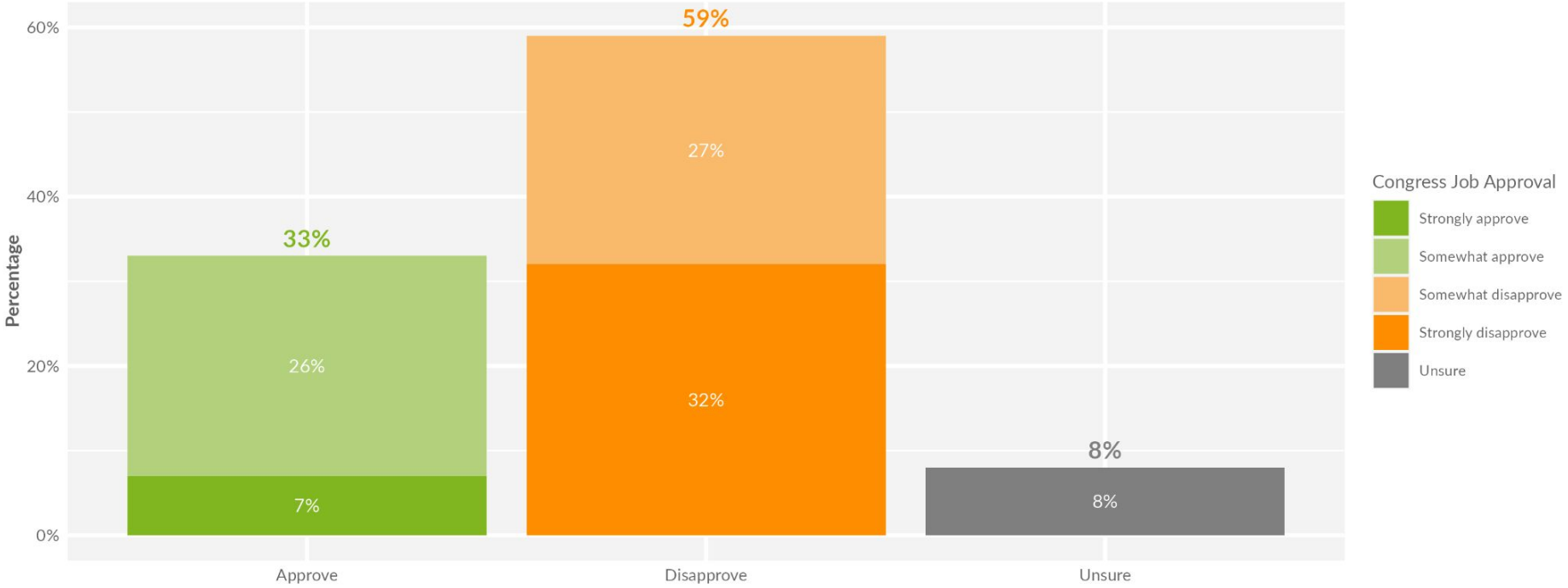
Political Views and Attitudes

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

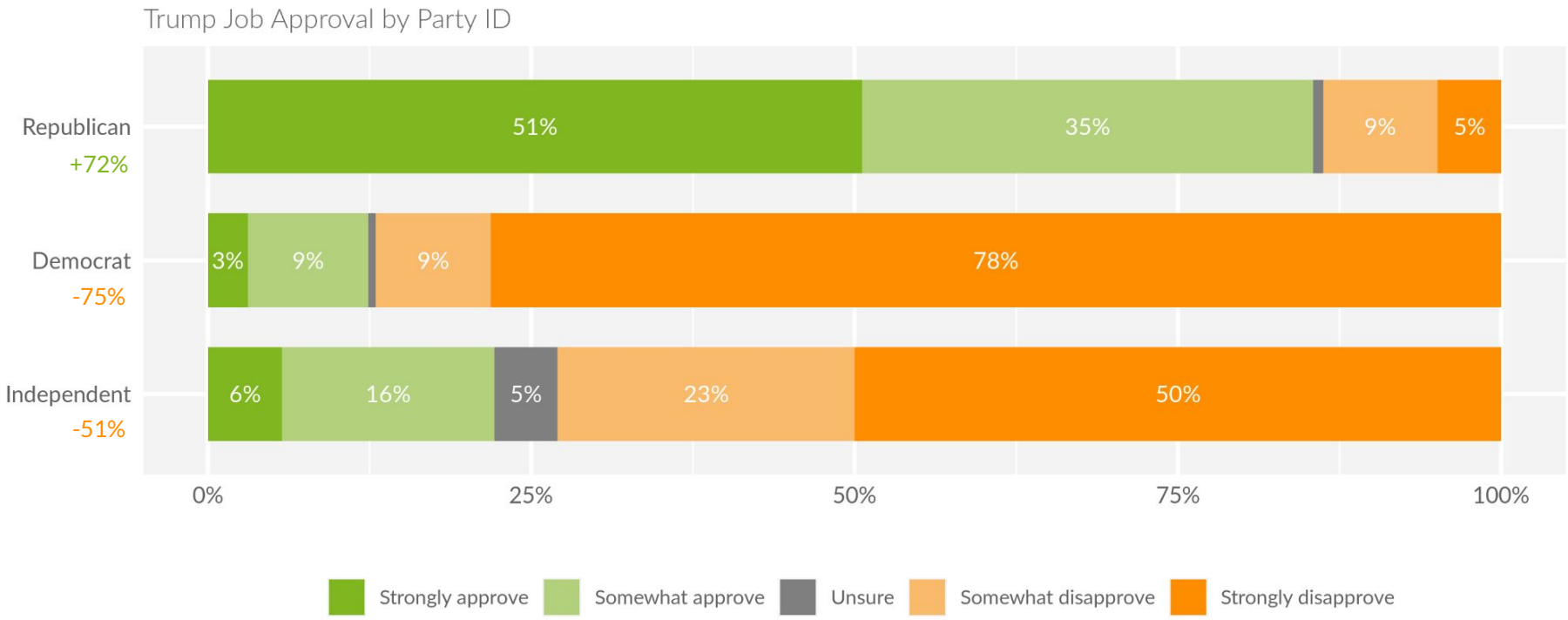


Political Views and Attitudes

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



Political Views and Attitudes



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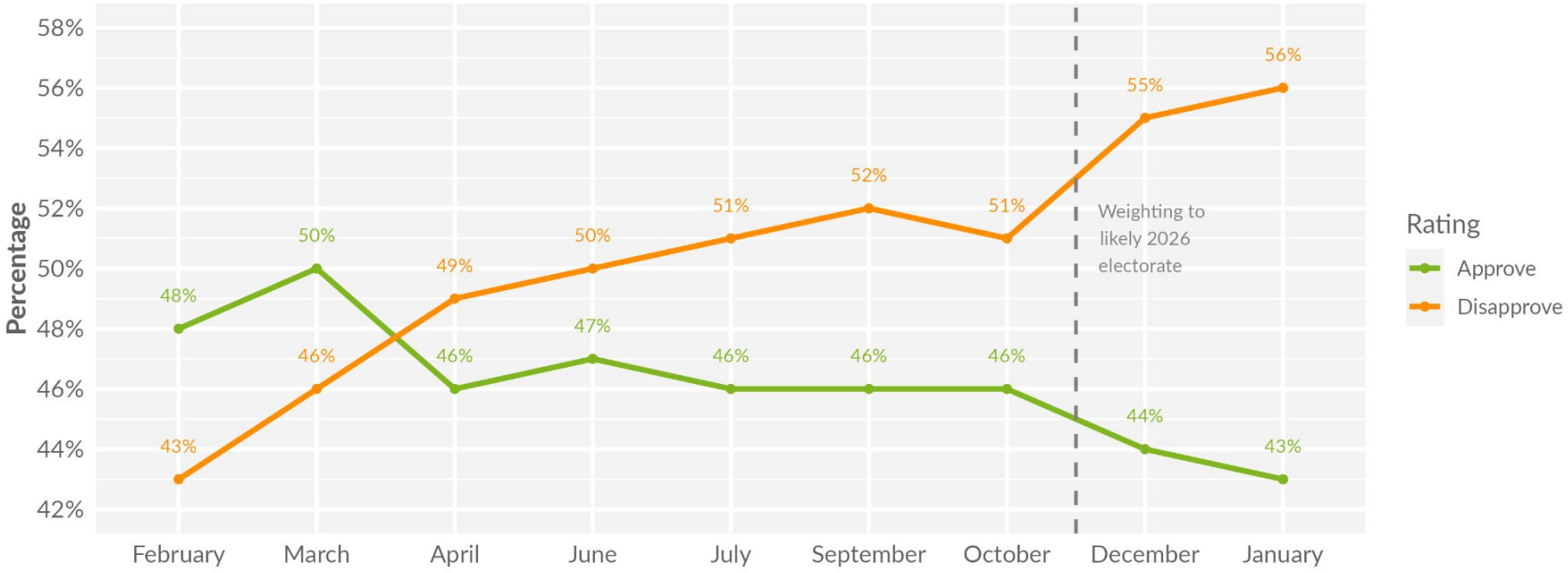
Trump Job Approval Rating in Clarity Omnibus Surveys



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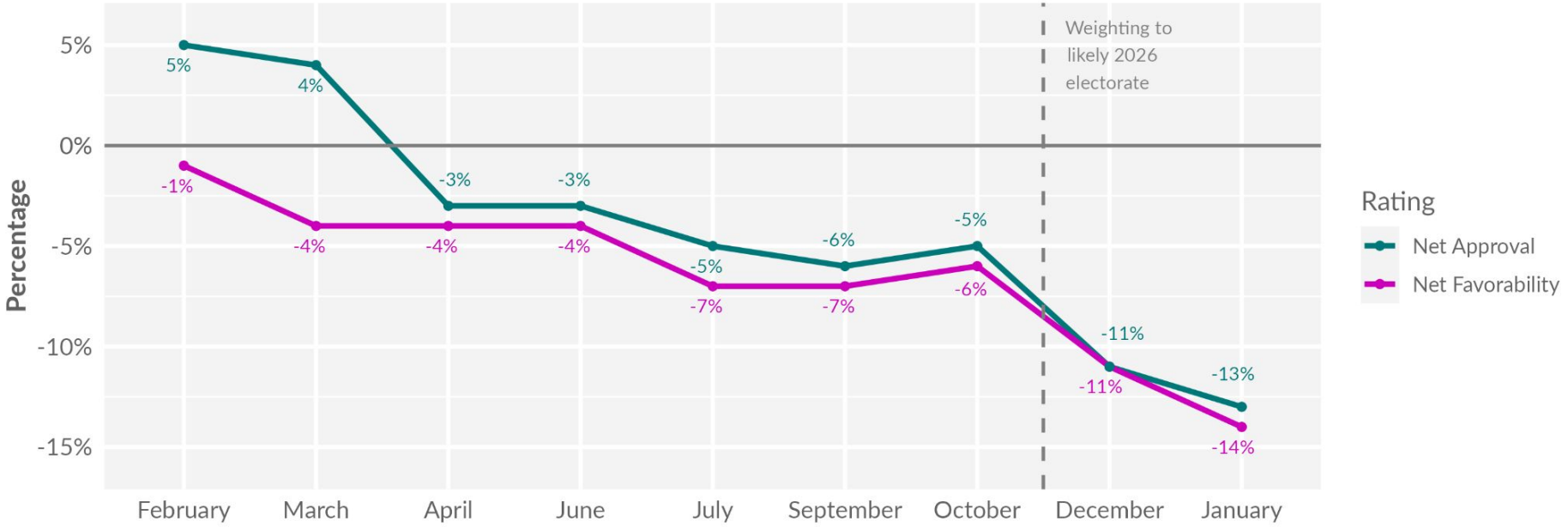
Trump Net Job Approval and Favorability Ratings in Clarity Omnibus Surveys



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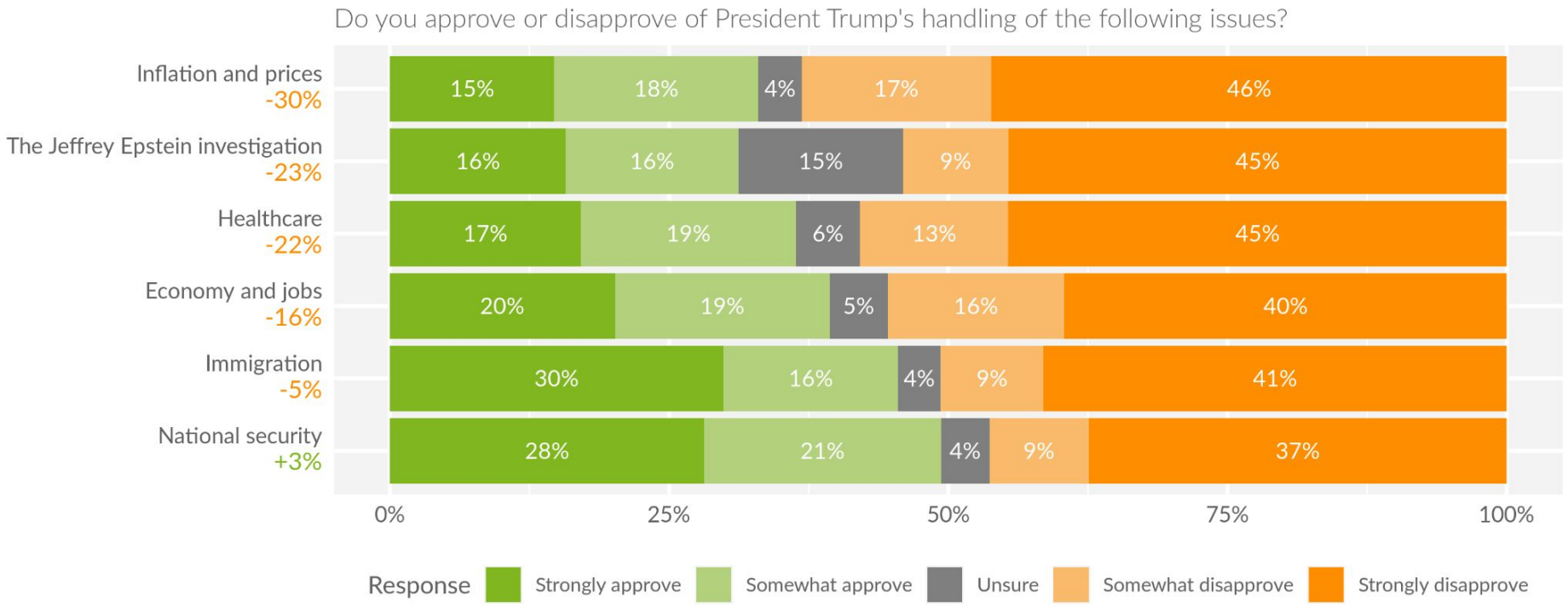
Political Views and Attitudes



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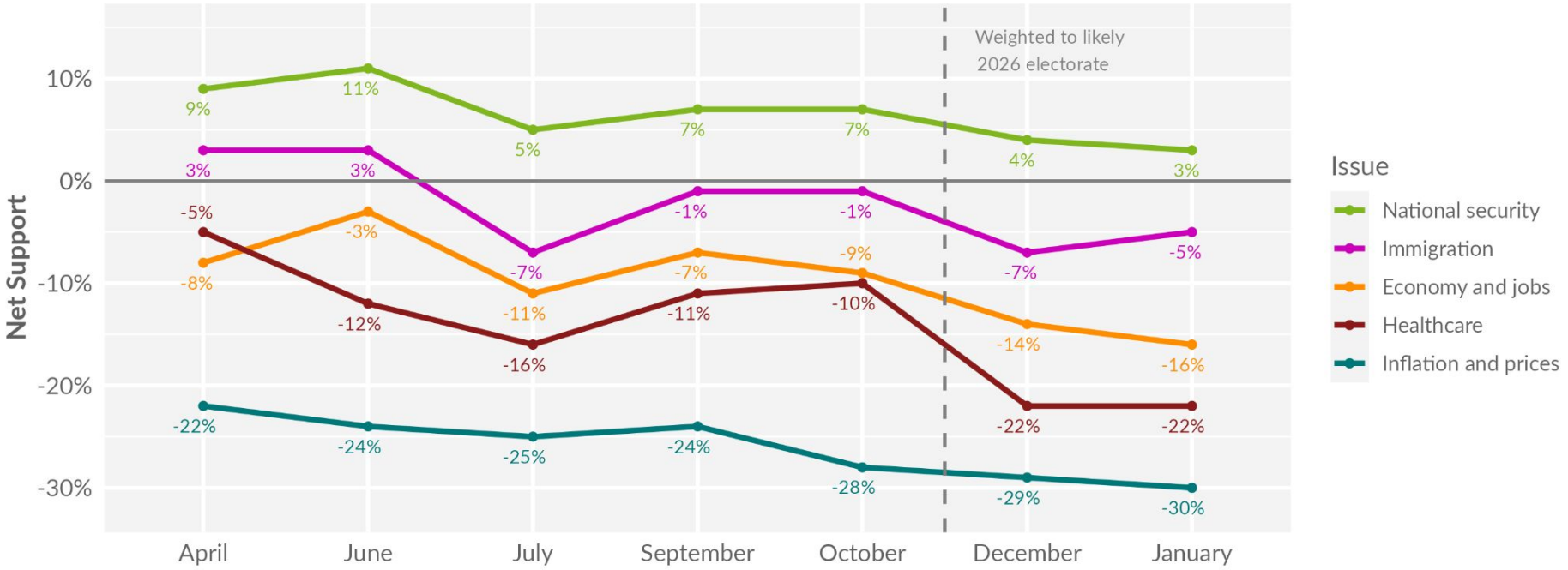
Trump Net Approval by Issue in Clarity Omnibus Surveys



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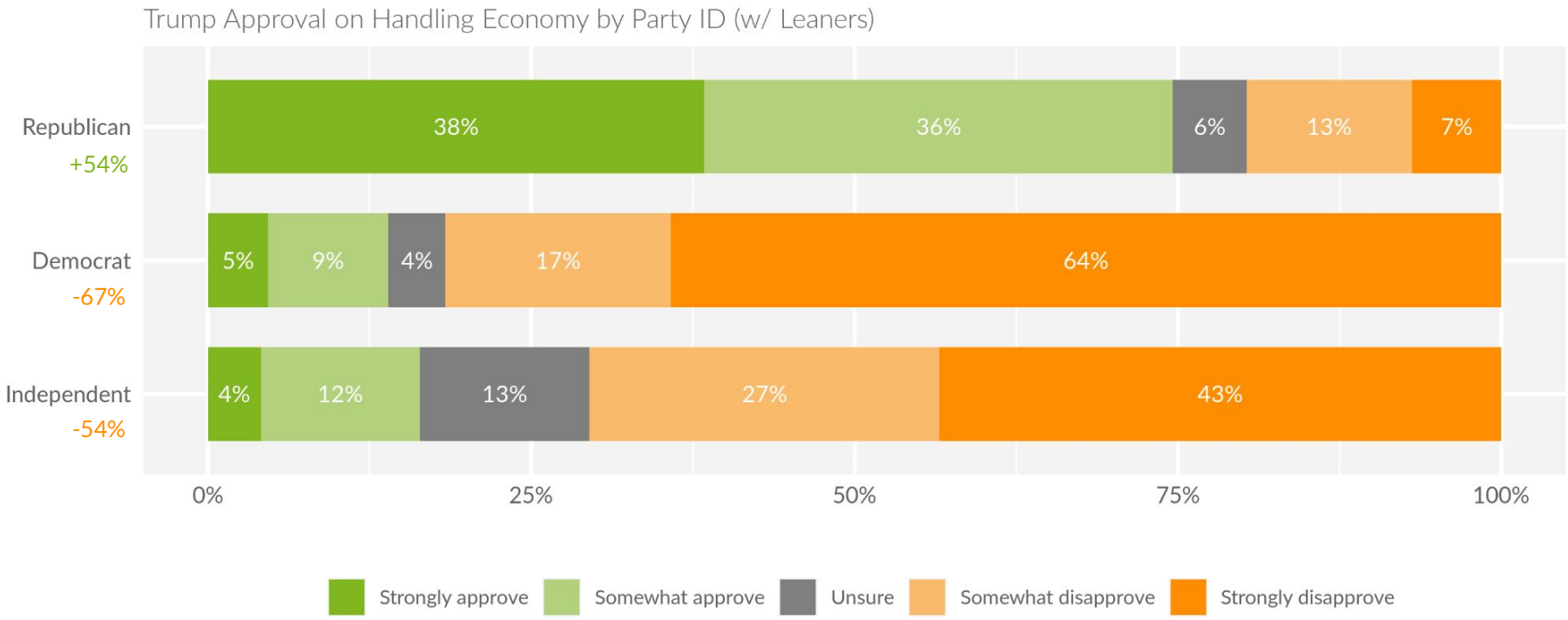
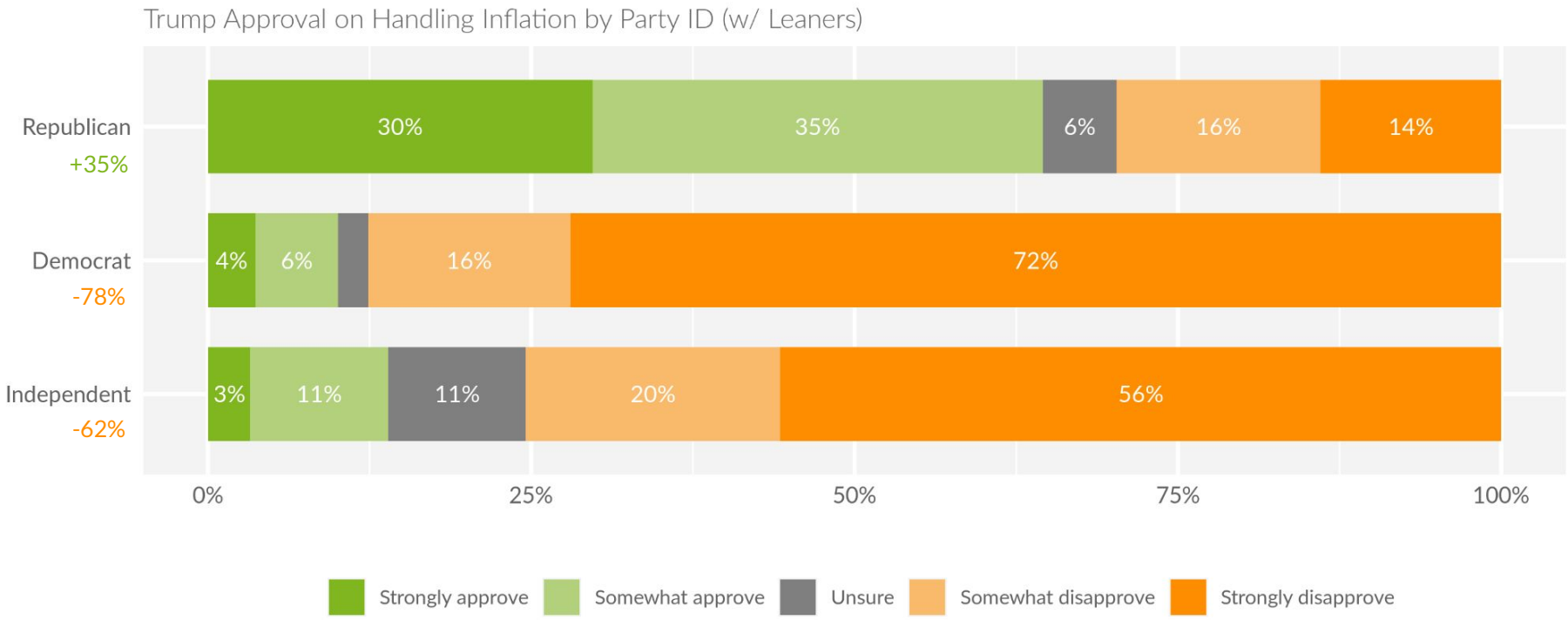
Political Views and Attitudes

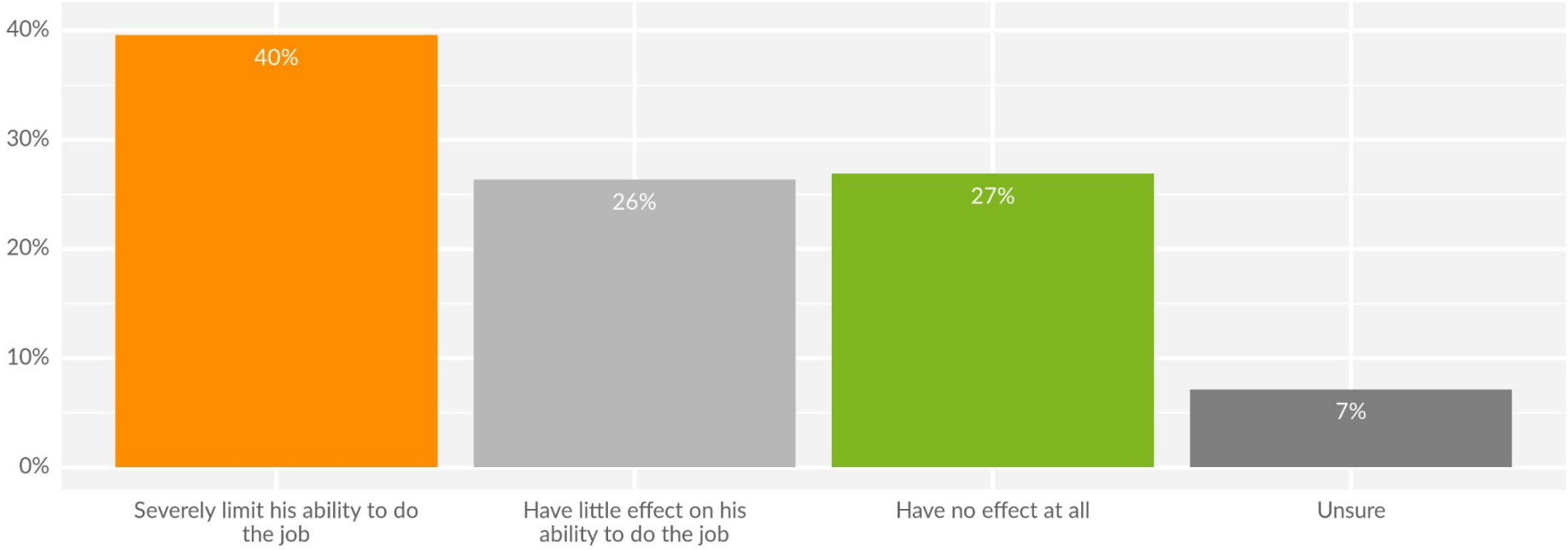


Political Views and Attitudes



Political Views and Attitudes

How much of an effect do you think Donald Trump's health and age are having on his ability to fulfill his duties as President?



Do you support or oppose each of the following policies?

Kennedy Center rename: Renaming the Kennedy Center, a federally-funded performance arts venue in Washington, DC, to the "Trump-Kennedy Center". -42%

Blocking Appropriations: Blocking spending that Congress has approved for all government grants, including those for Medicare, food banks, and loans for farmers. -40%

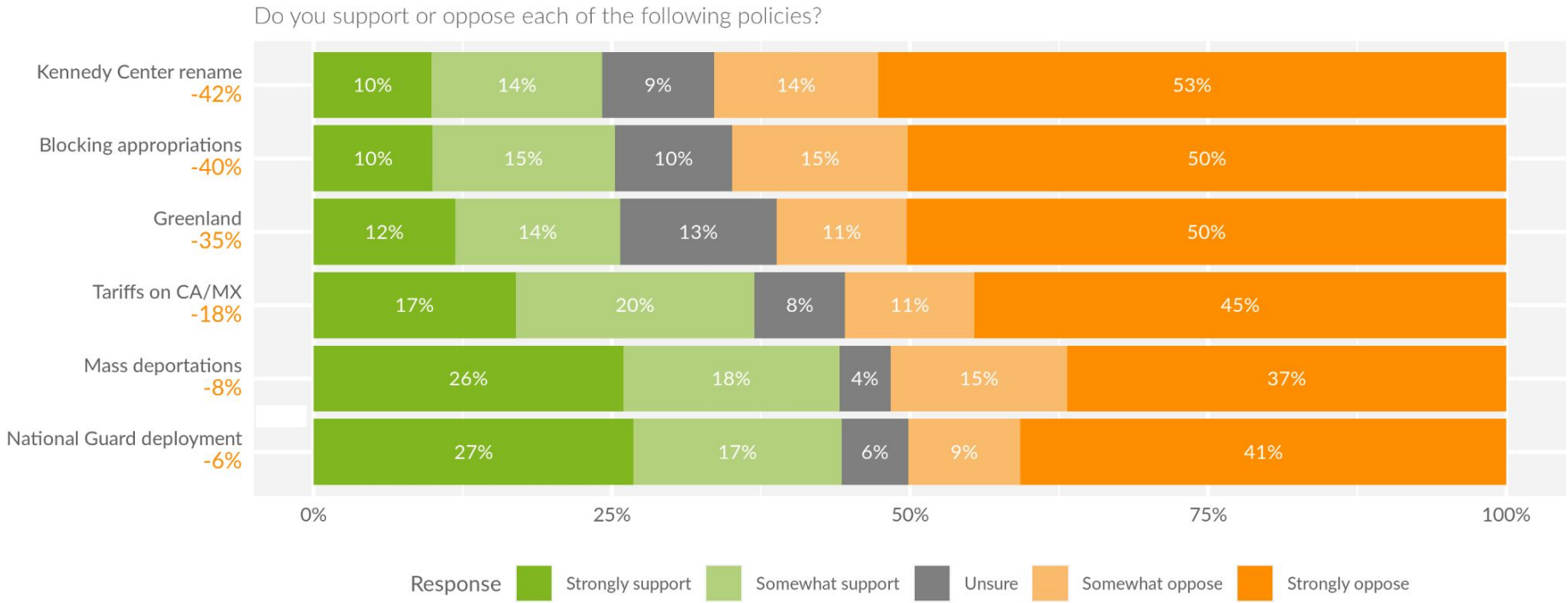
Greenland: Taking control of Greenland, a territory of Denmark, and making it part of the United States. -35%

Tariffs on CA and MX: Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada. -18%

Mass Deportations: Deporting all people residing in the country without legal status, including those who have not been accused of any additional crimes. -8%

National Guard: Deploying the national guard to cities like Washington DC or Chicago to address crime. -6%

Political Views and Attitudes



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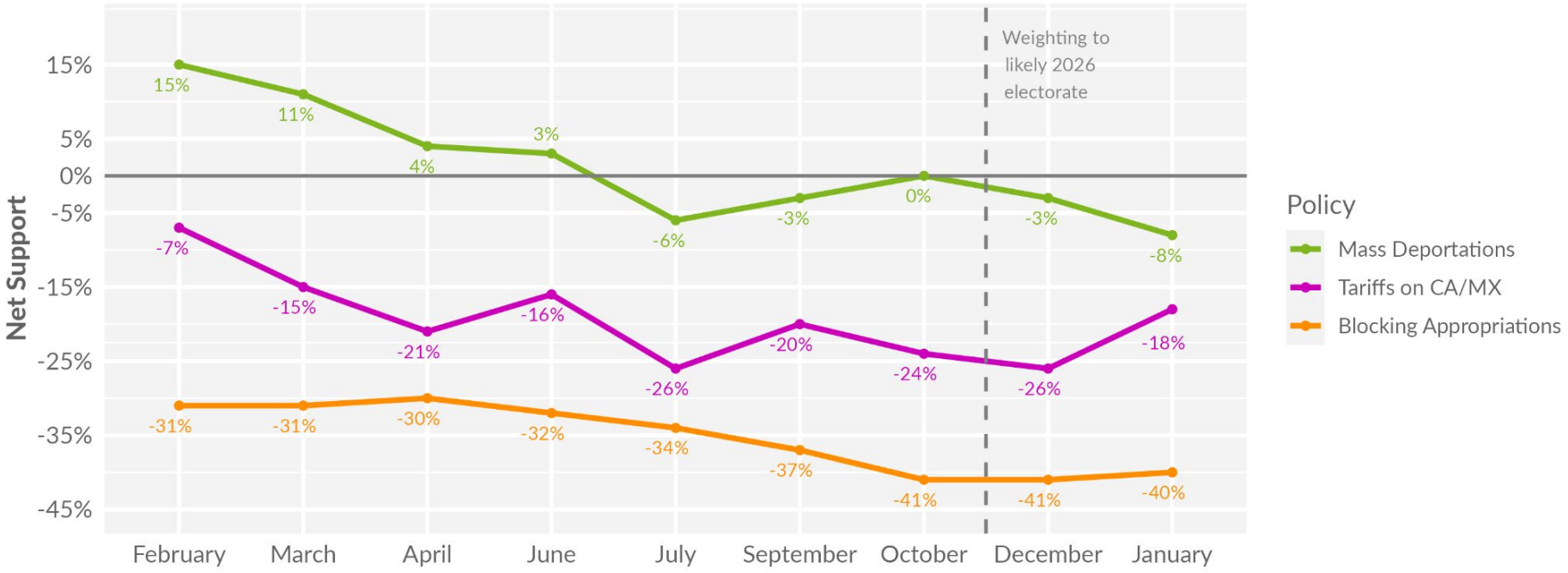
Trump Policy Net Support in Clarity Omnibus Surveys



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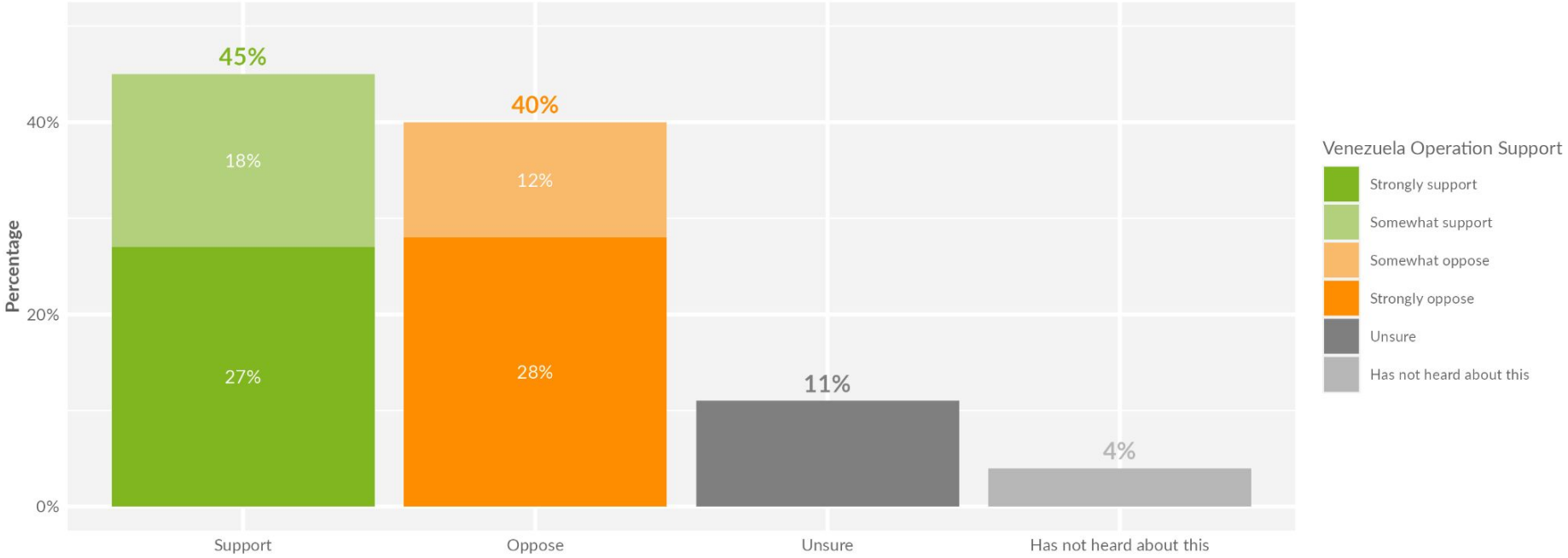
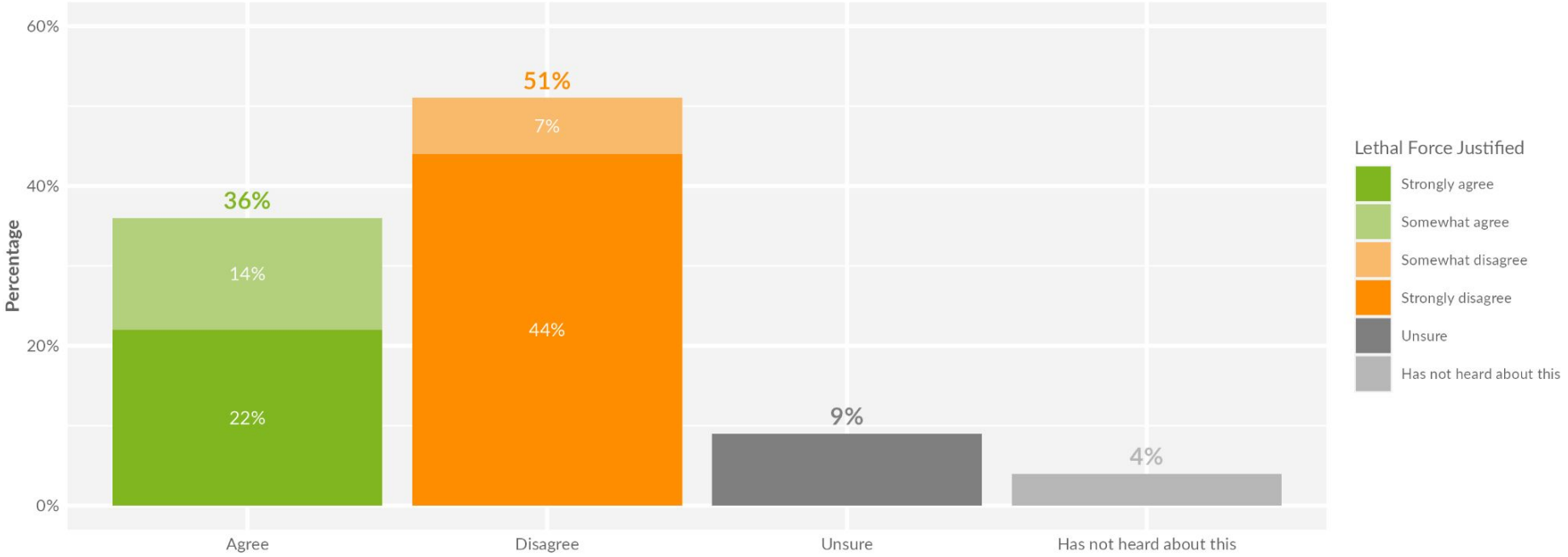
Political Views and Attitudes

The United States recently conducted an operation to capture Venezuelan President Nicolas Maduro. Do you support or oppose this operation?



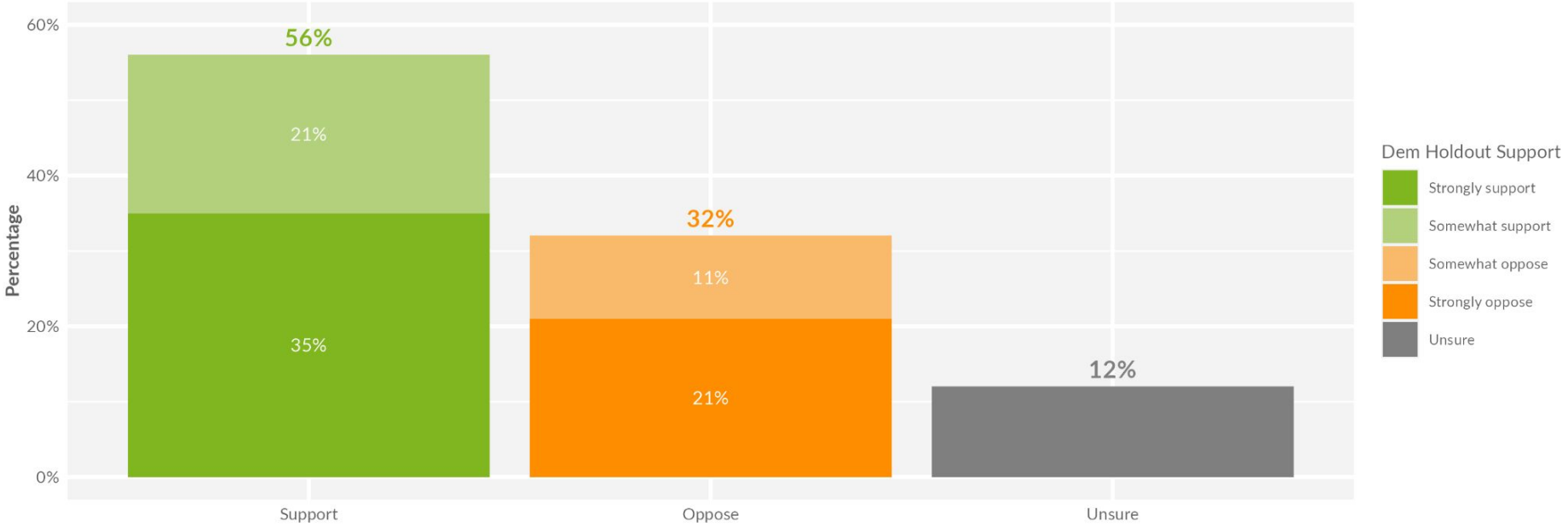
Political Views and Attitudes

Do you agree or disagree that the ICE agent who shot and killed a woman in Minneapolis was justified in his use of lethal force?

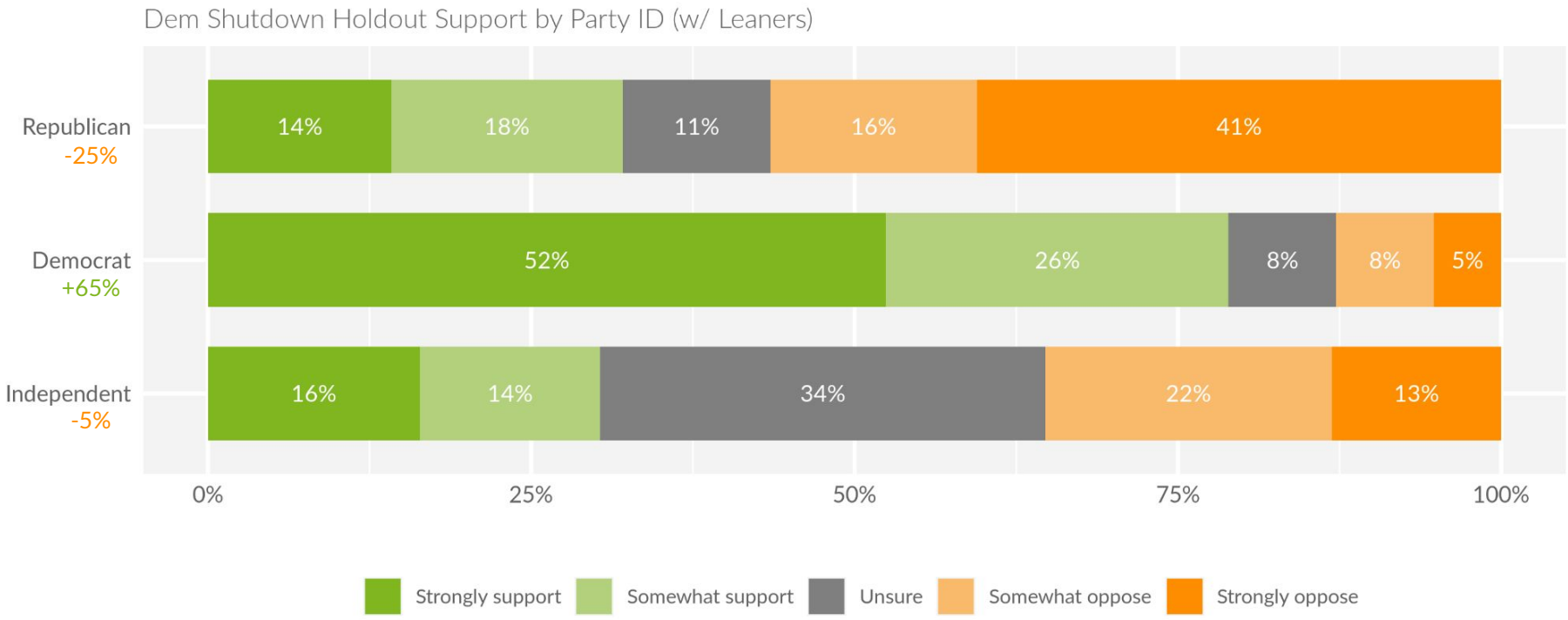


Political Views and Attitudes

Democrats in Congress say they won't vote for a a new bill to fund the government after January unless Republicans agree to restore funding for some government health care programs such as Medicaid and the Affordable Care Act. Do you support or oppose Democrats withholding their support for these reasons?



Political Views and Attitudes



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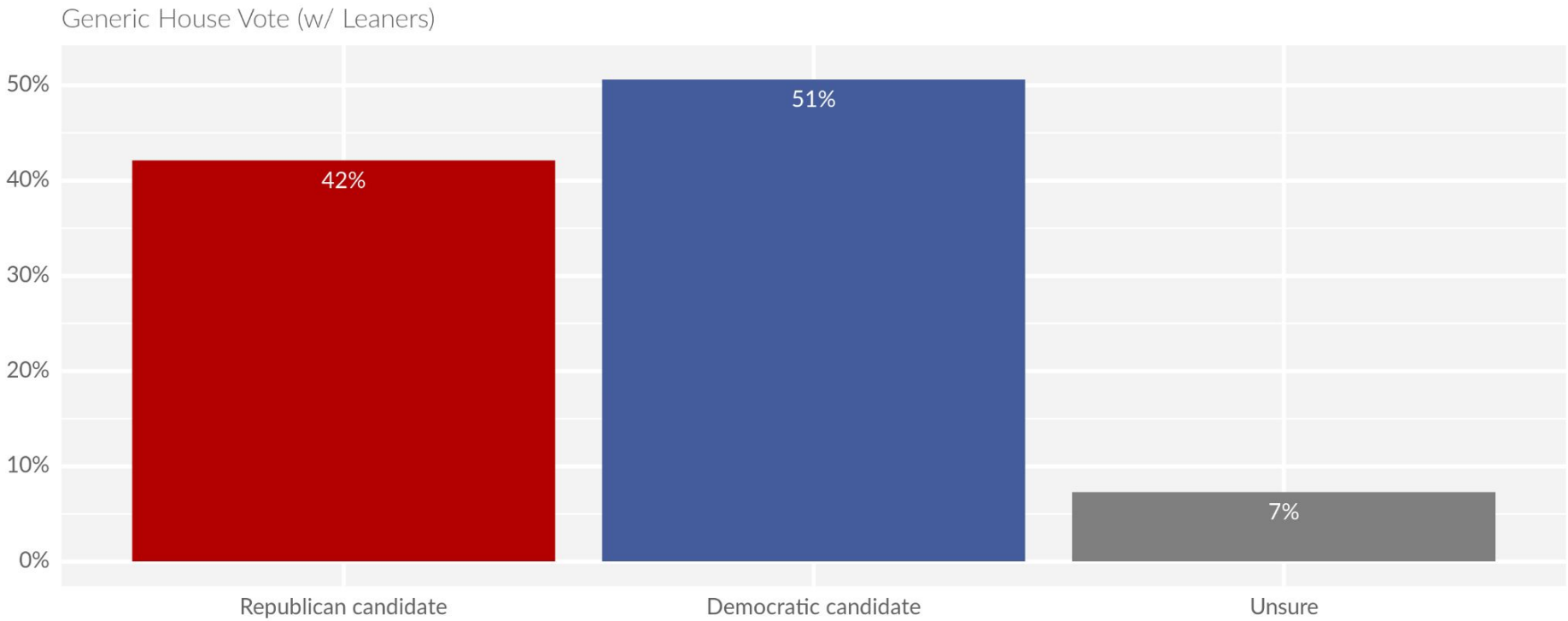
Political Views and Attitudes



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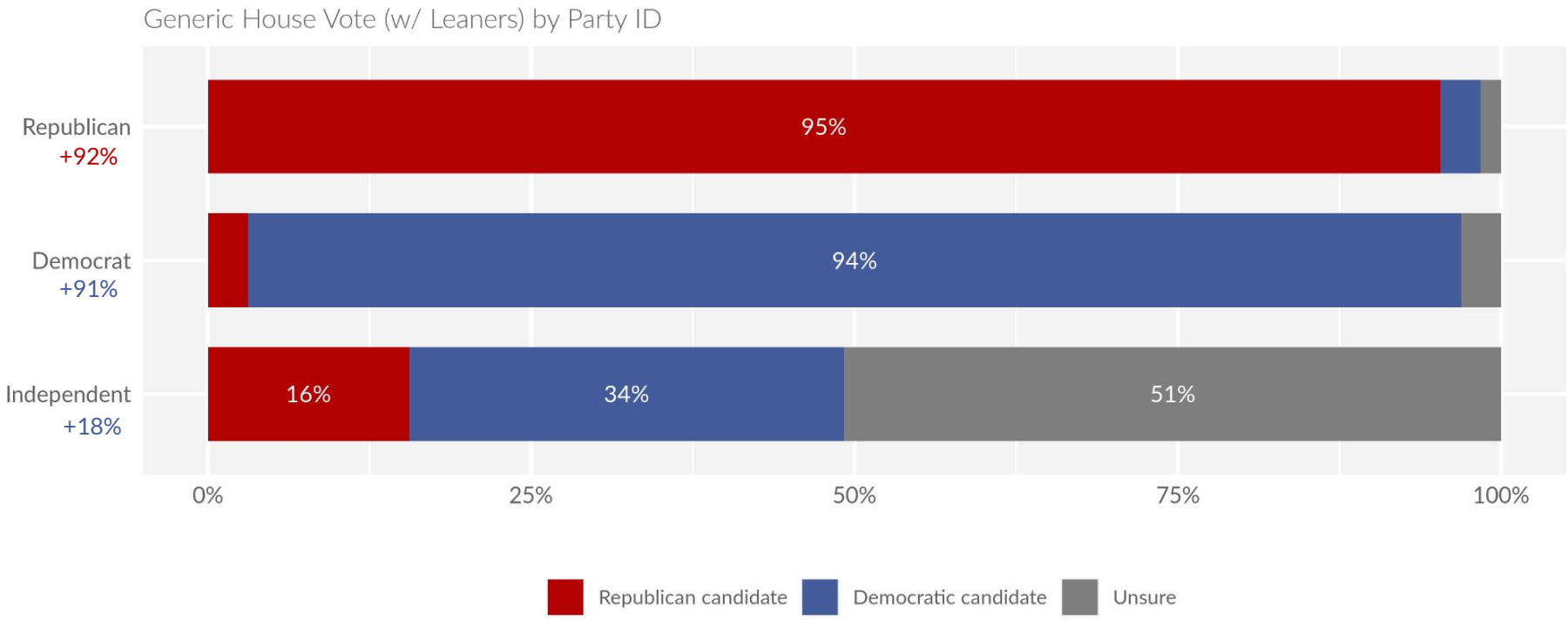
Political Views and Attitudes



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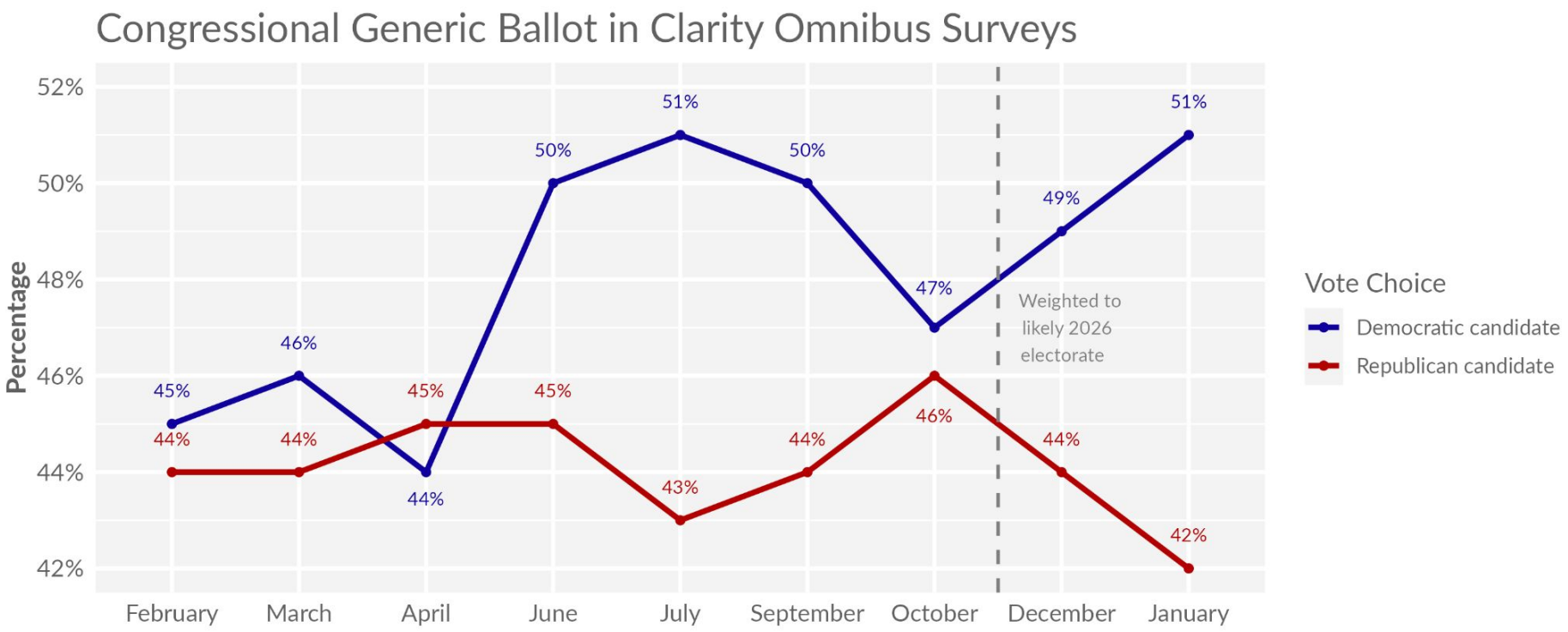
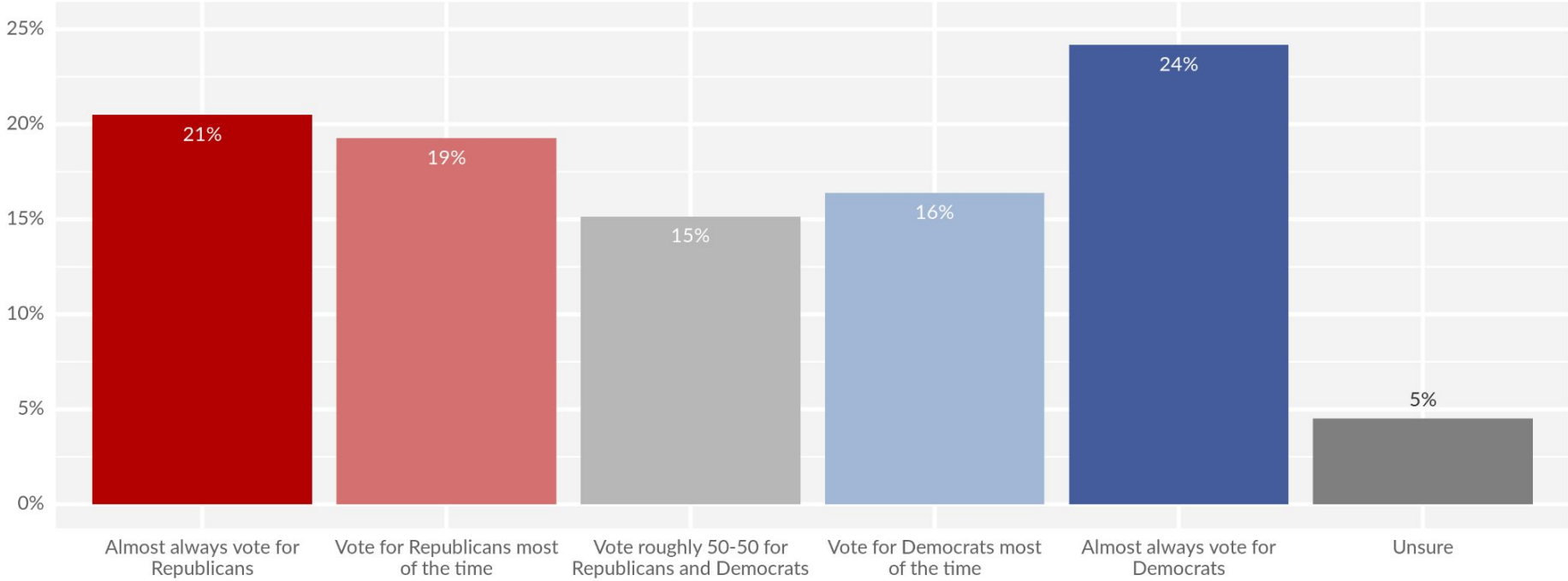


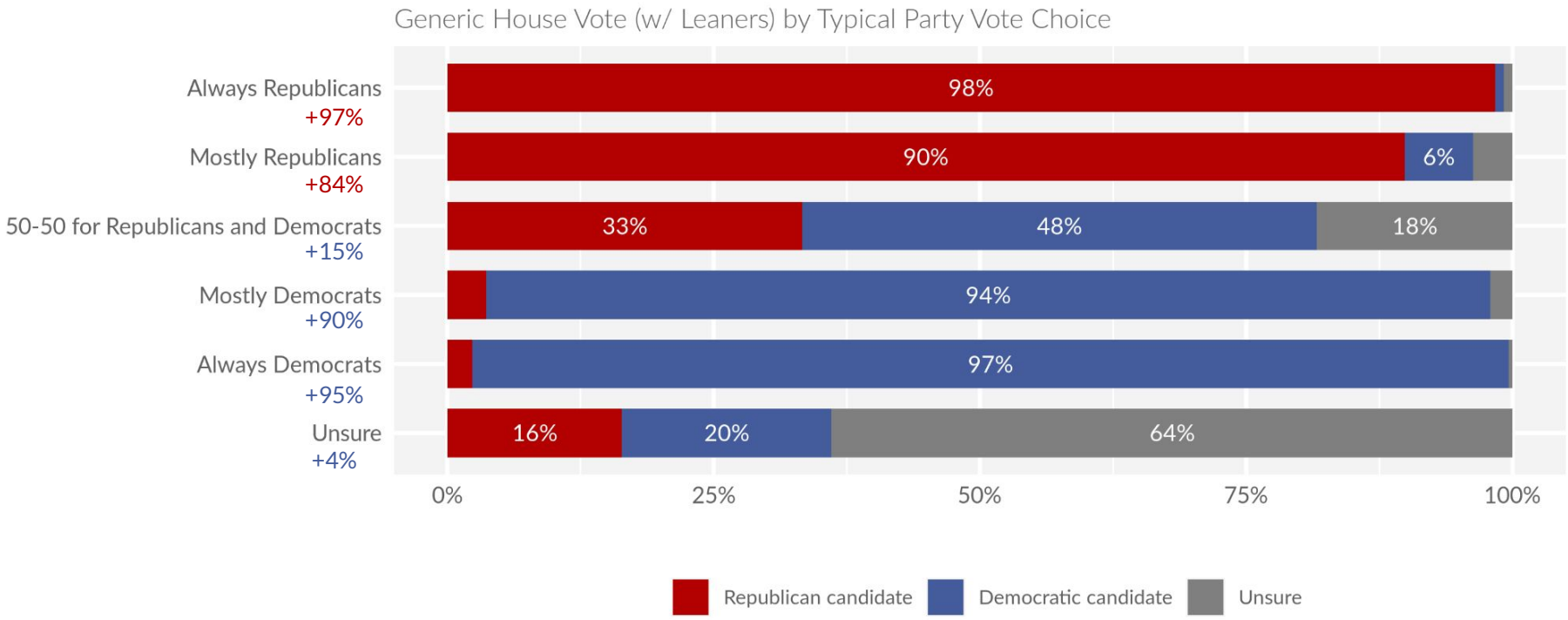
clarity+campaign(labs)

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



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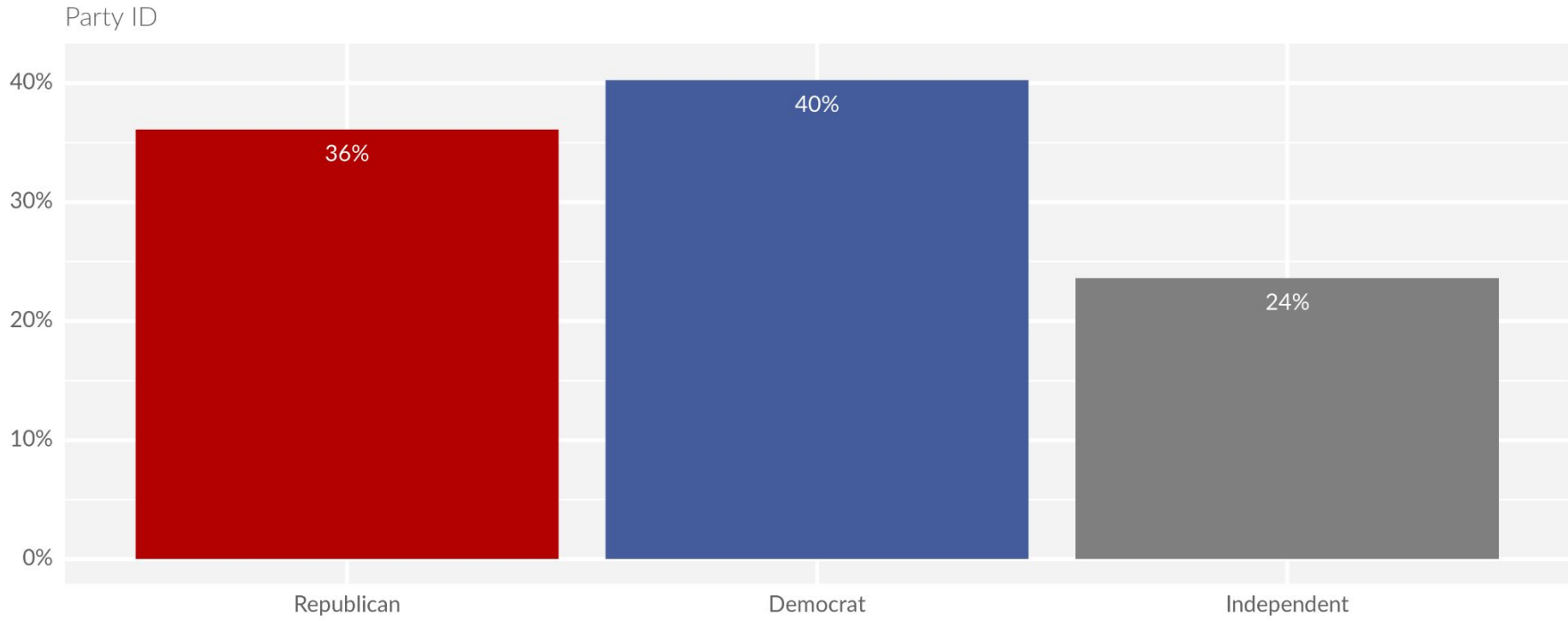
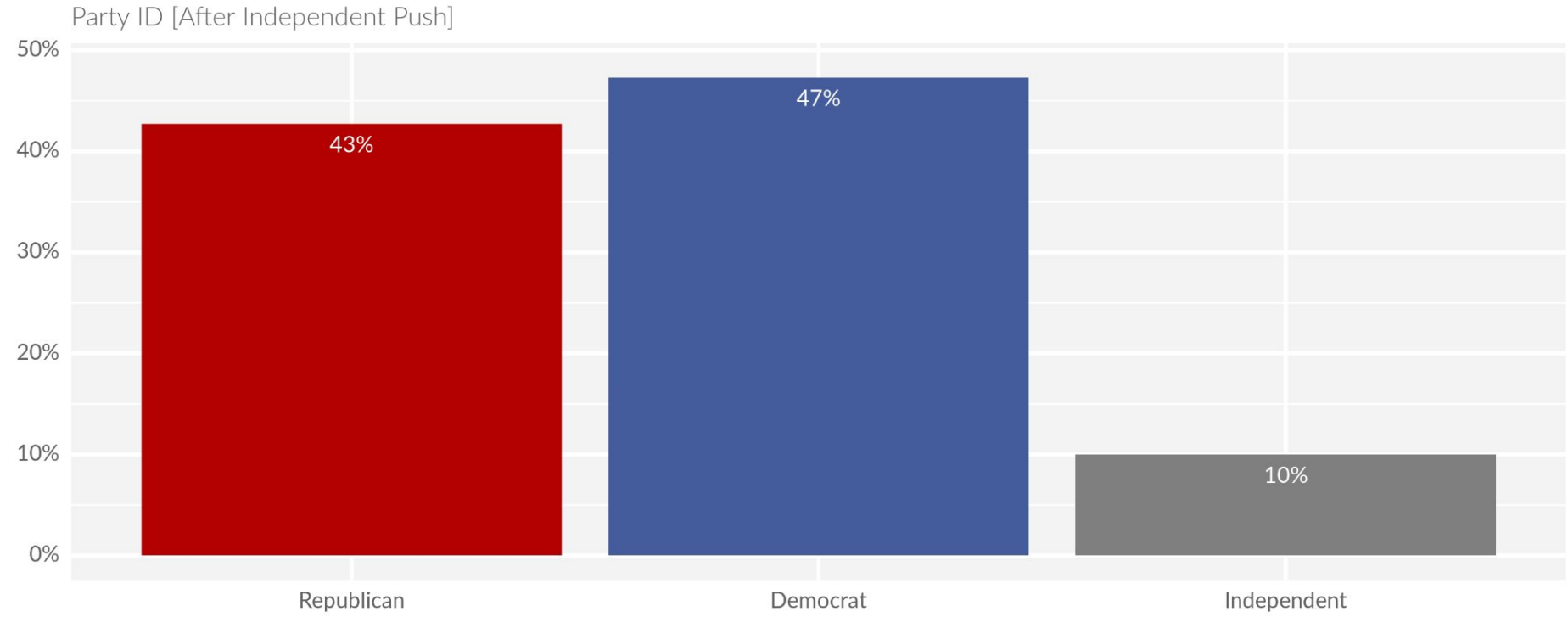
Political Views and Attitudes



Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. Learn more.

clarity+campaign(labs)

Political Views and Attitudes



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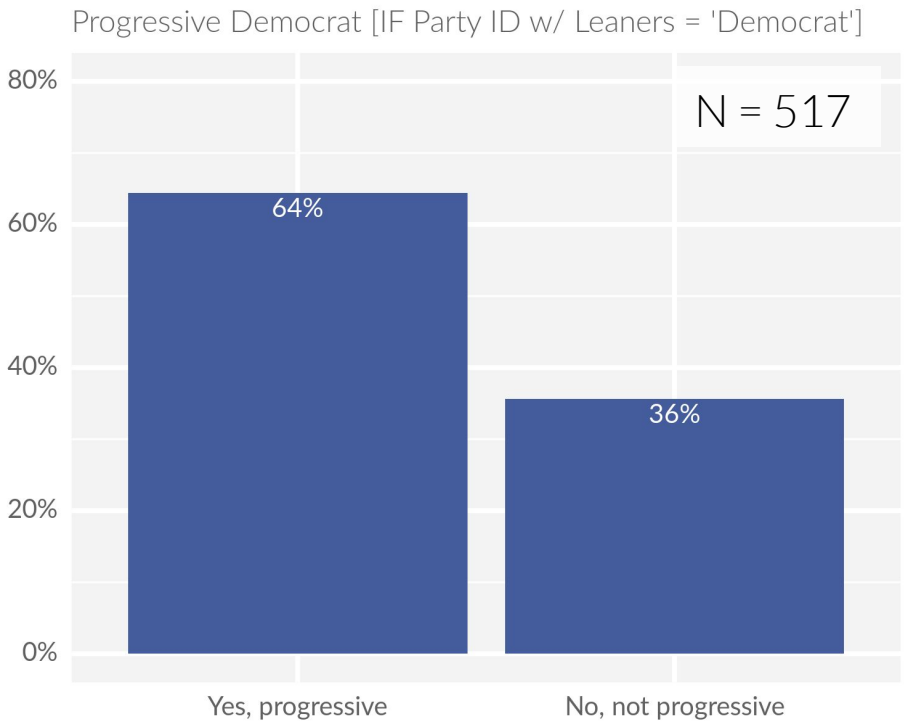
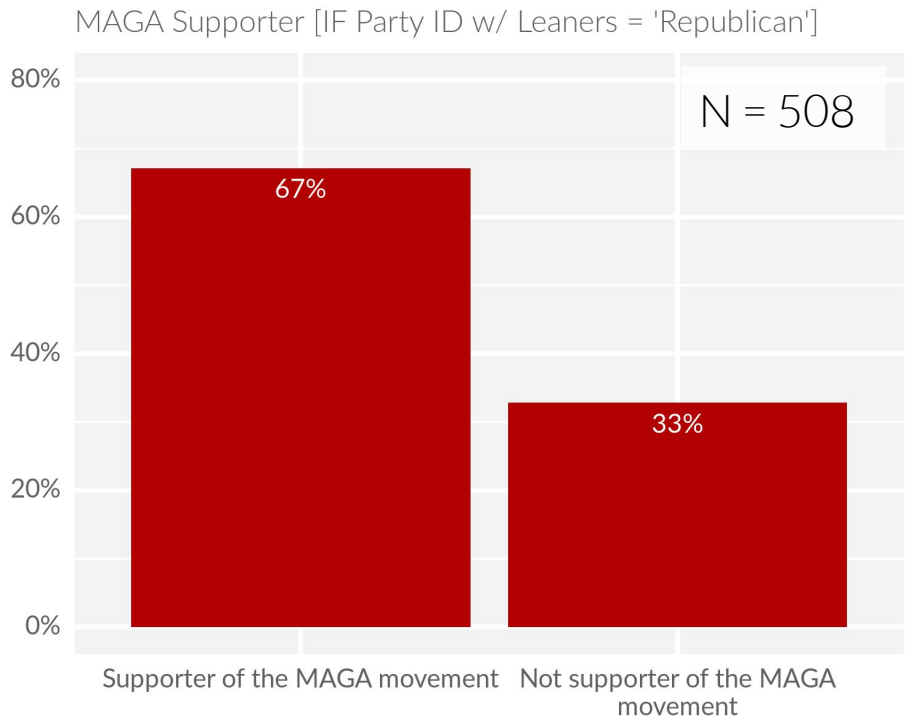
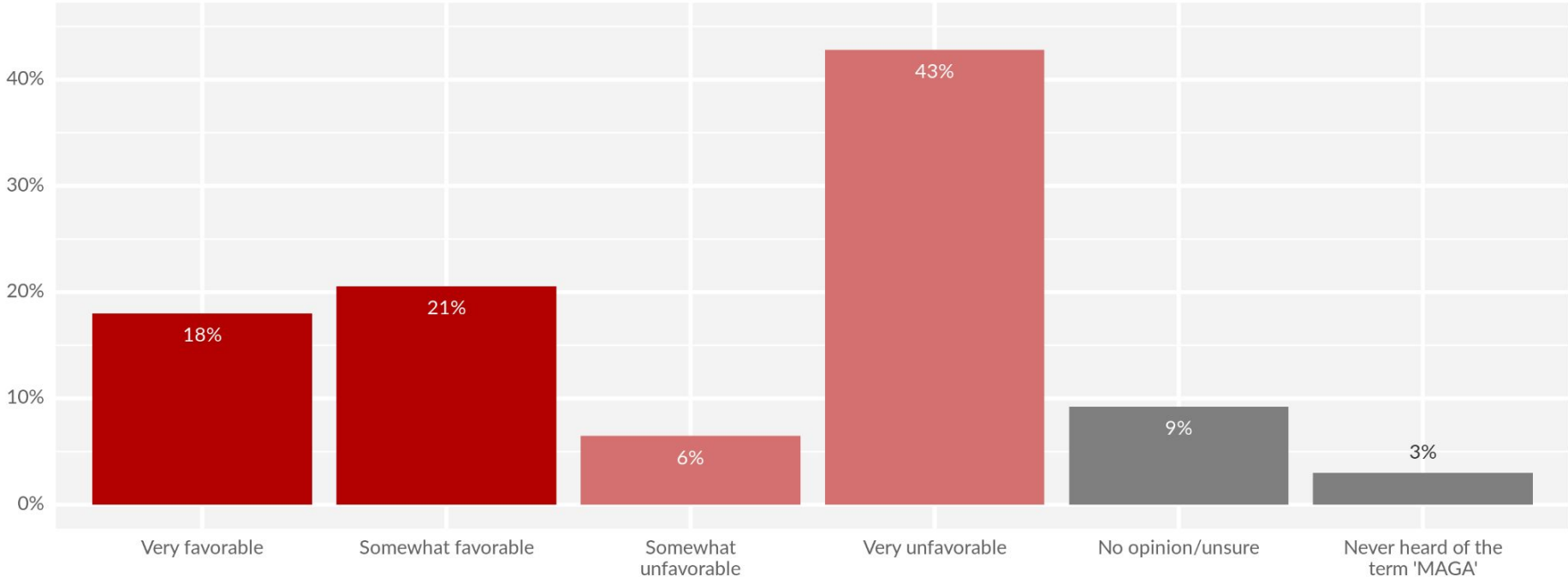
Political Views and Attitudes





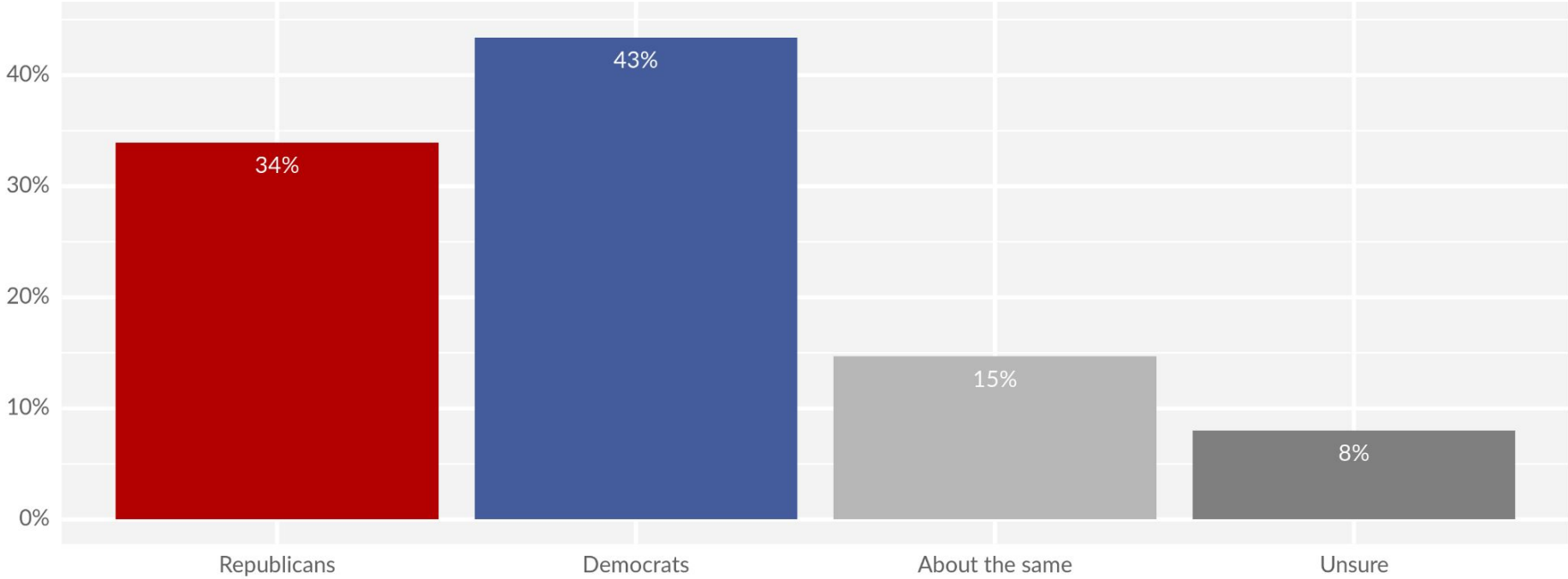
Political Views and Attitudes

What is your impression of MAGA Republicans in general?



Political Views and Attitudes

Which party in Congress do you think would do a better job of addressing the rising cost of living?



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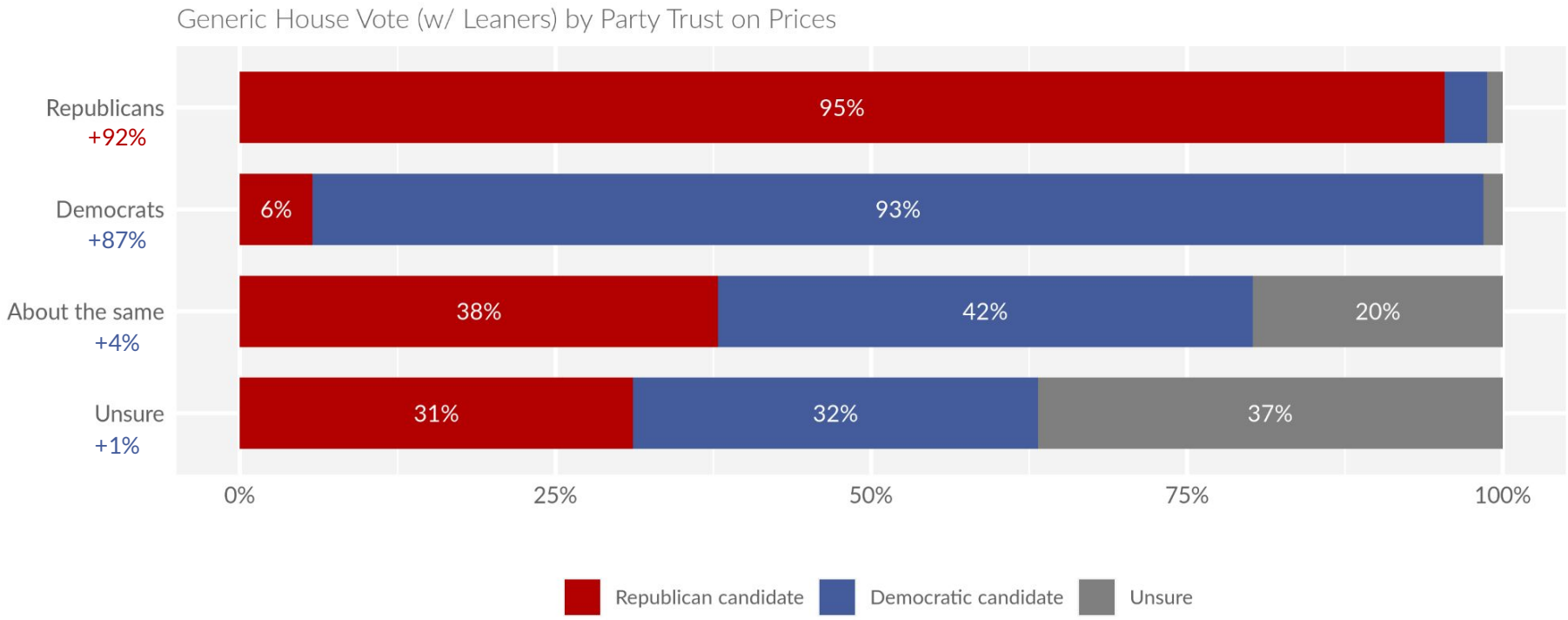
Political Views and Attitudes



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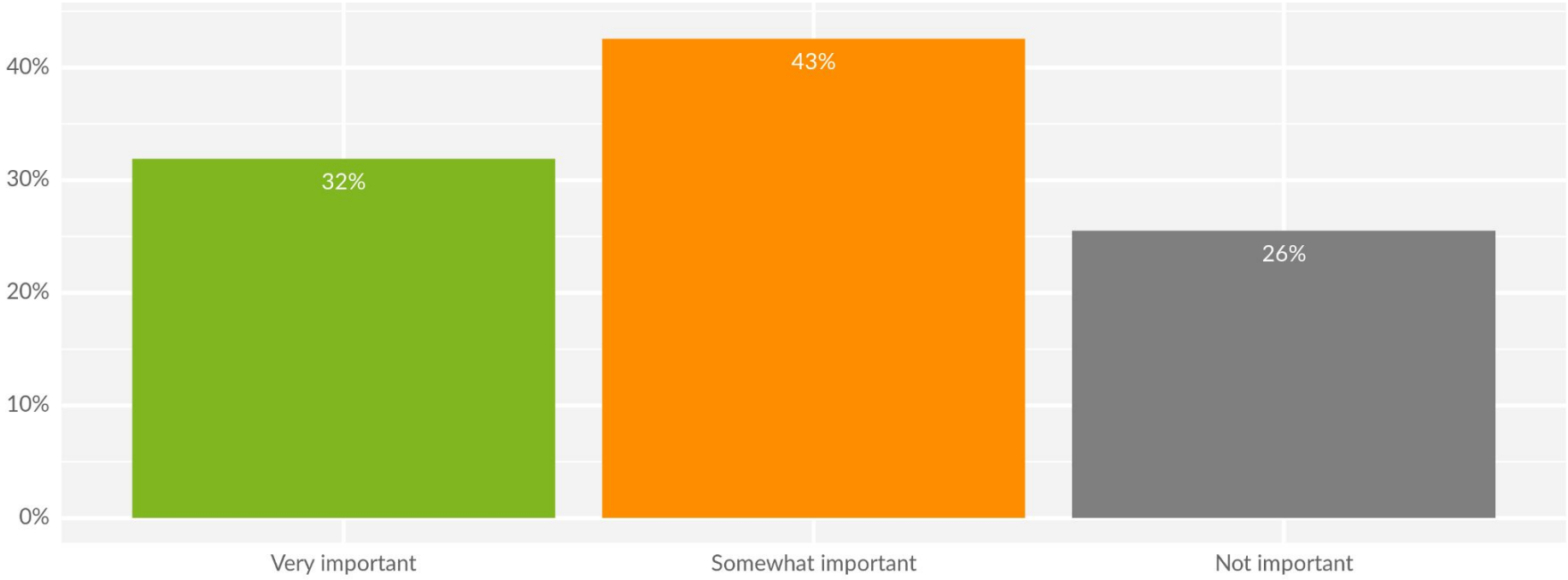
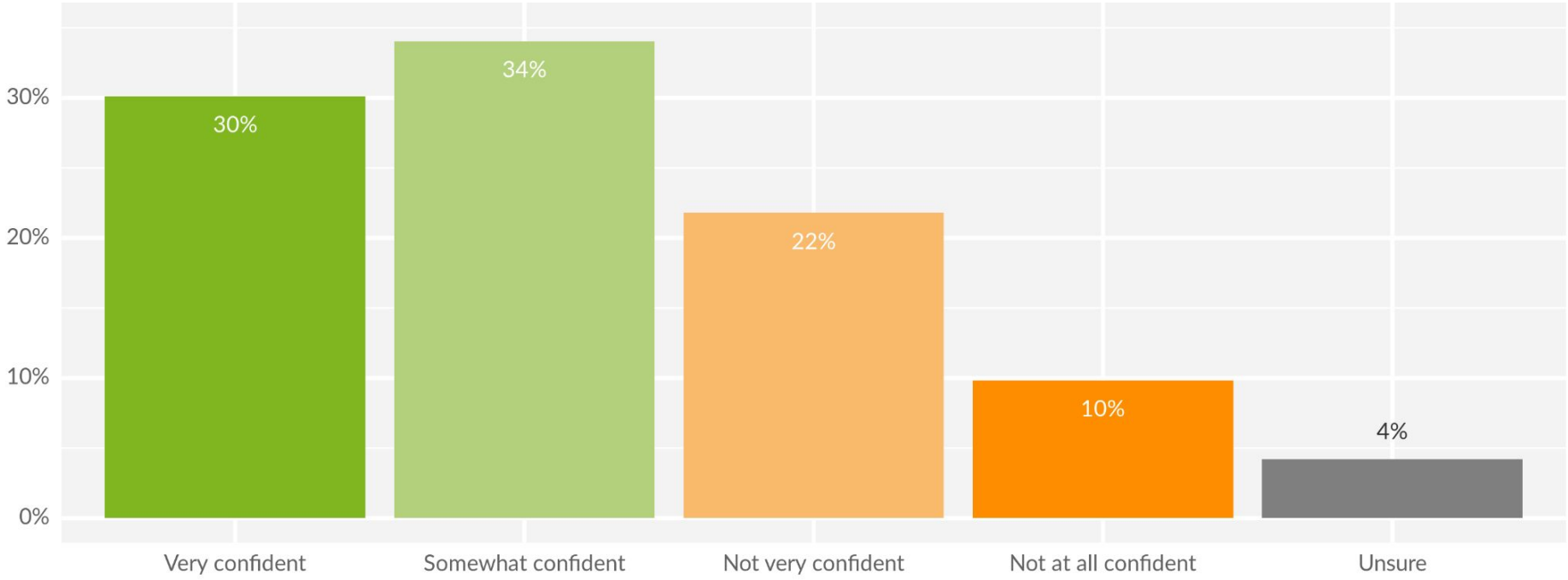
Political Views and Attitudes

How important is politics to your personal identity?



Political Views and Attitudes

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



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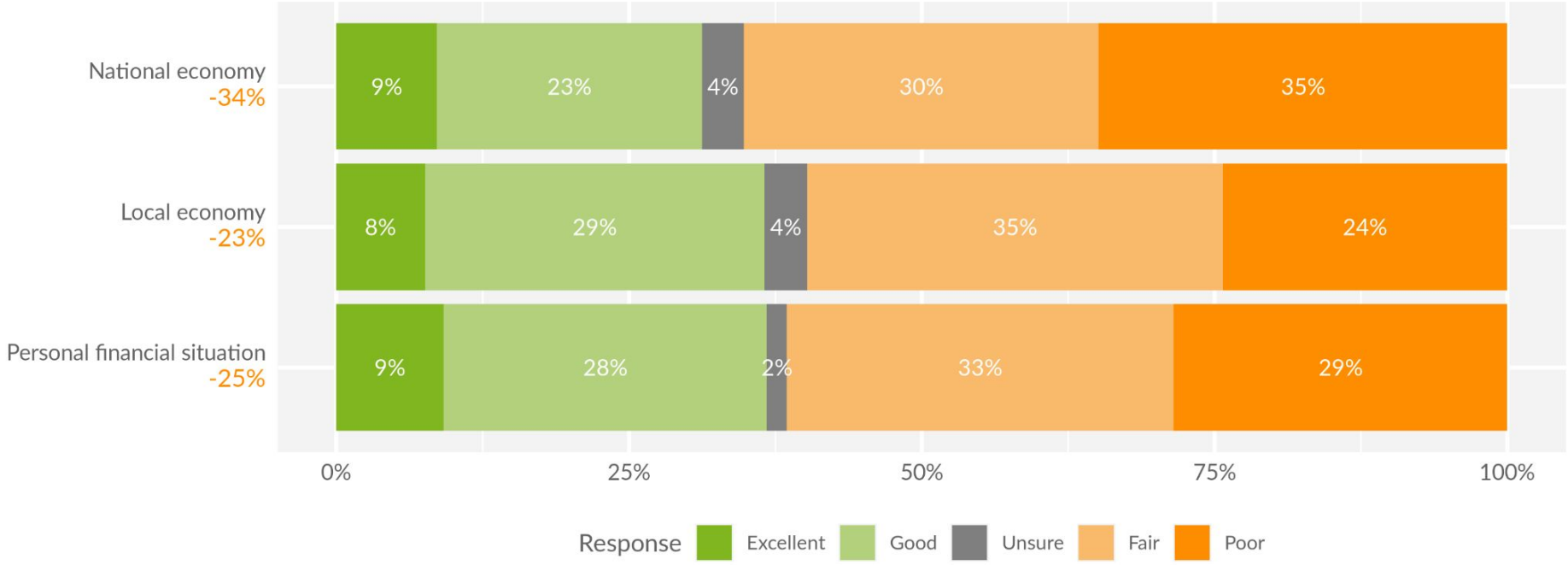
National Issues

When thinking about the economy, how would you rate each of the following?



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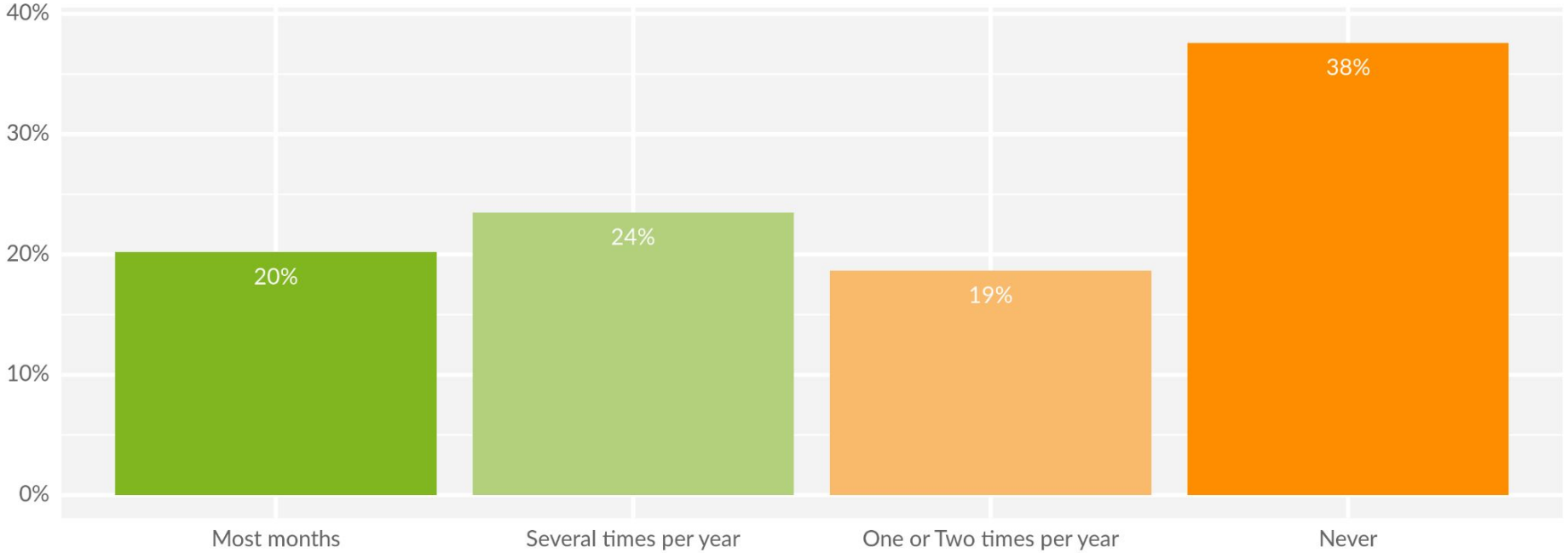
National Issues

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?

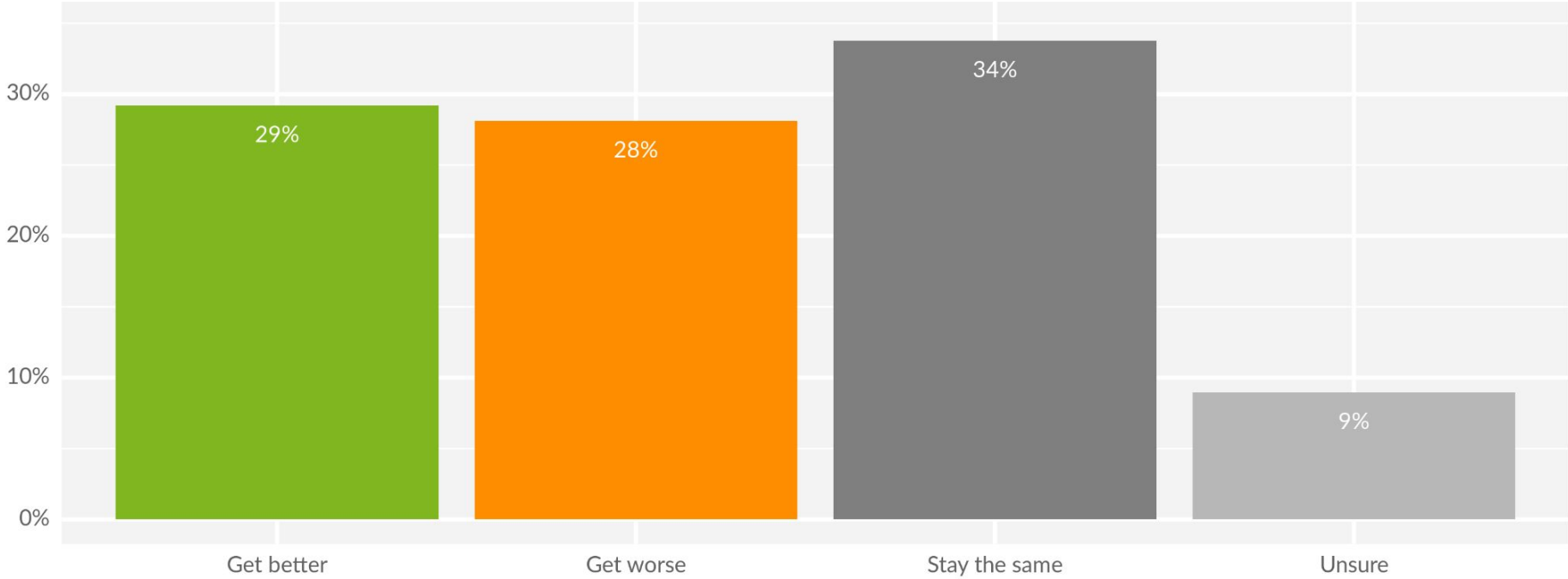


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. Learn more.

clarity+campaign(labs)

National Issues

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



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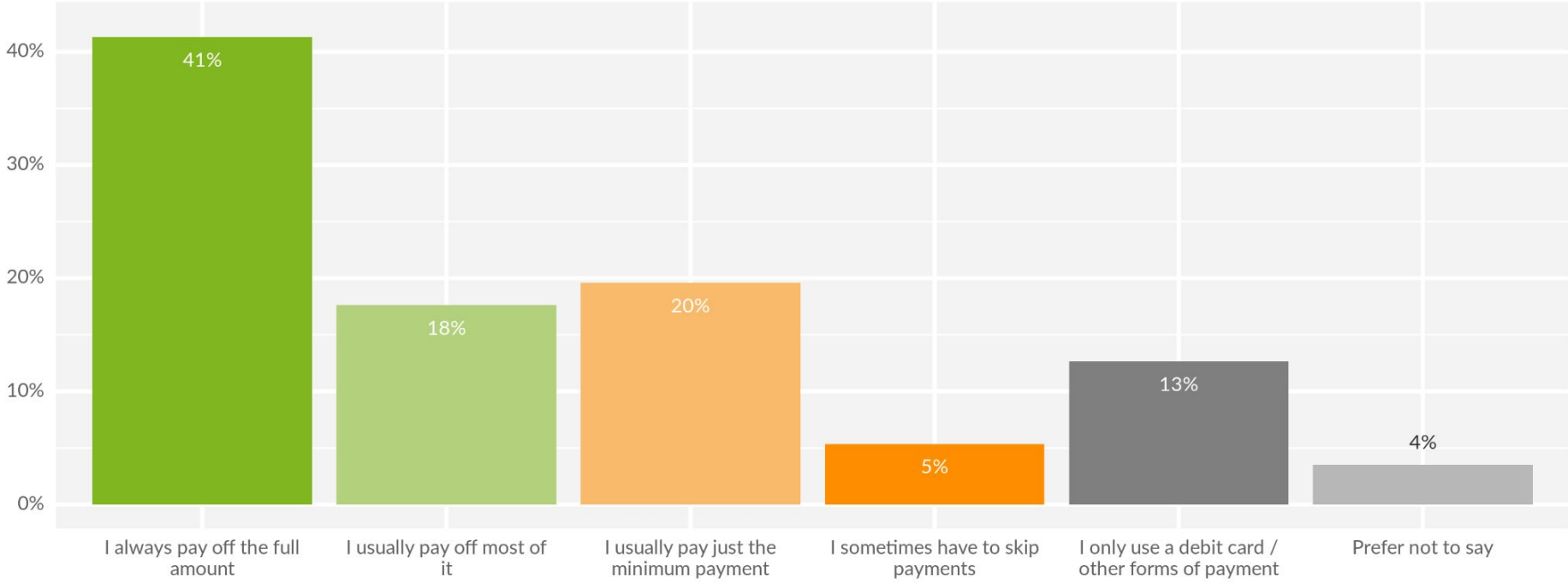
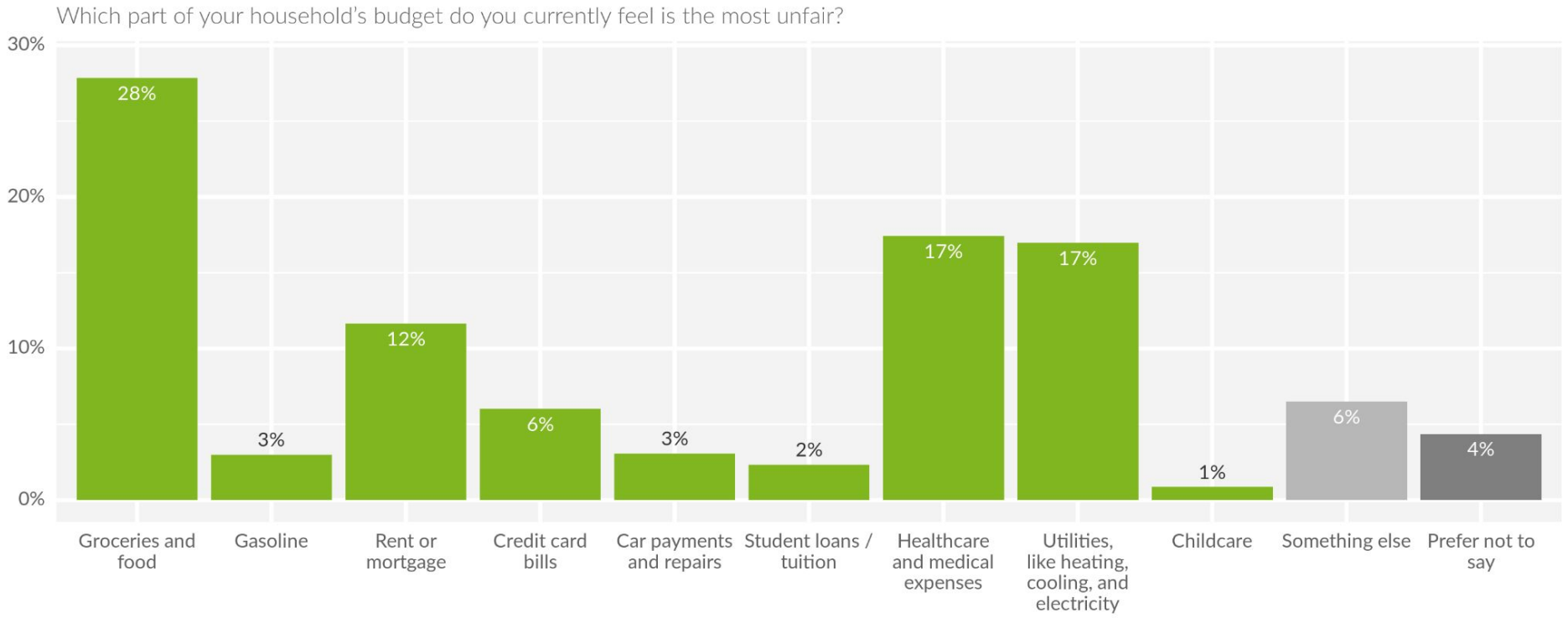
clarity+campaign(labs)

National Issues

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



National Issues



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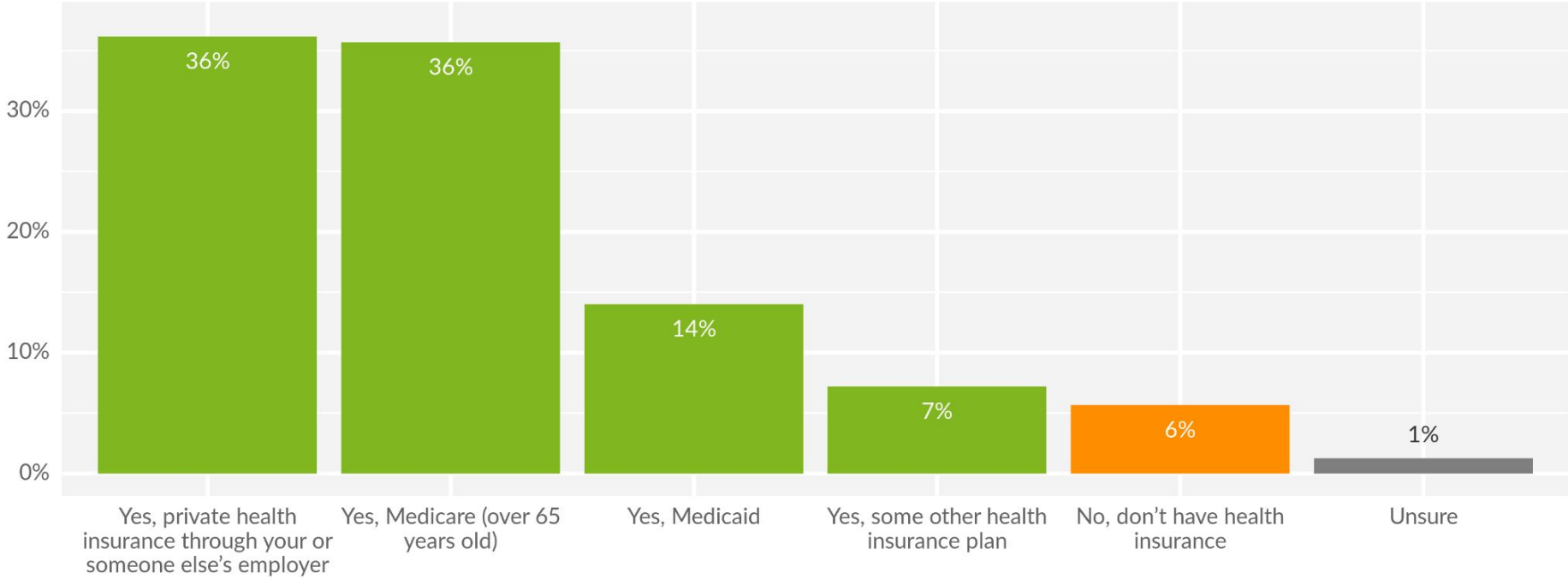
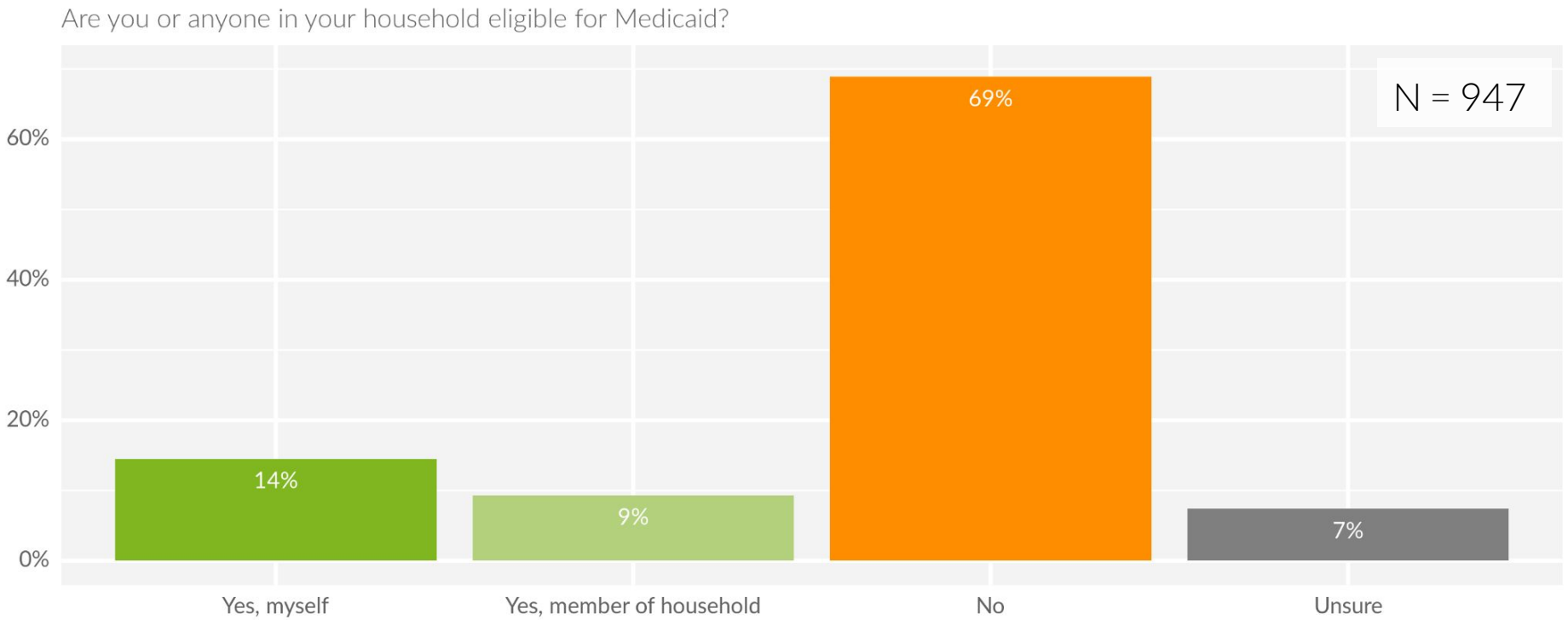
National Issues

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

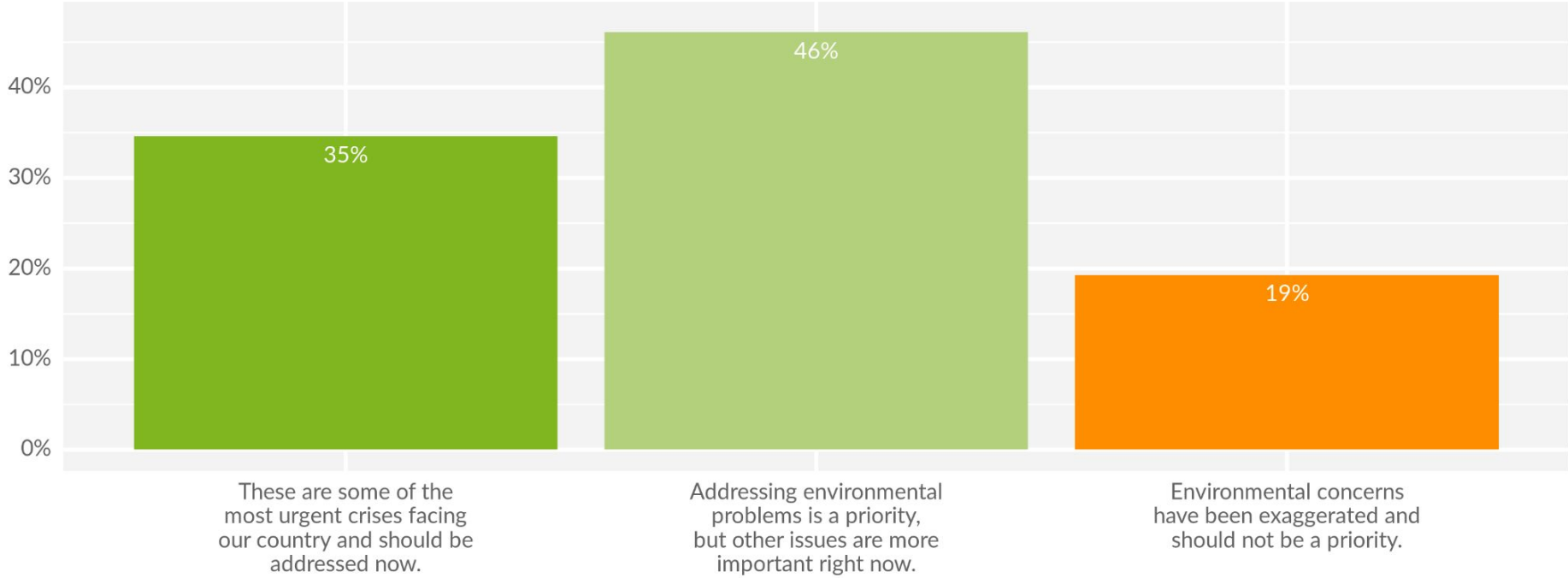


National Issues



National Issues

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

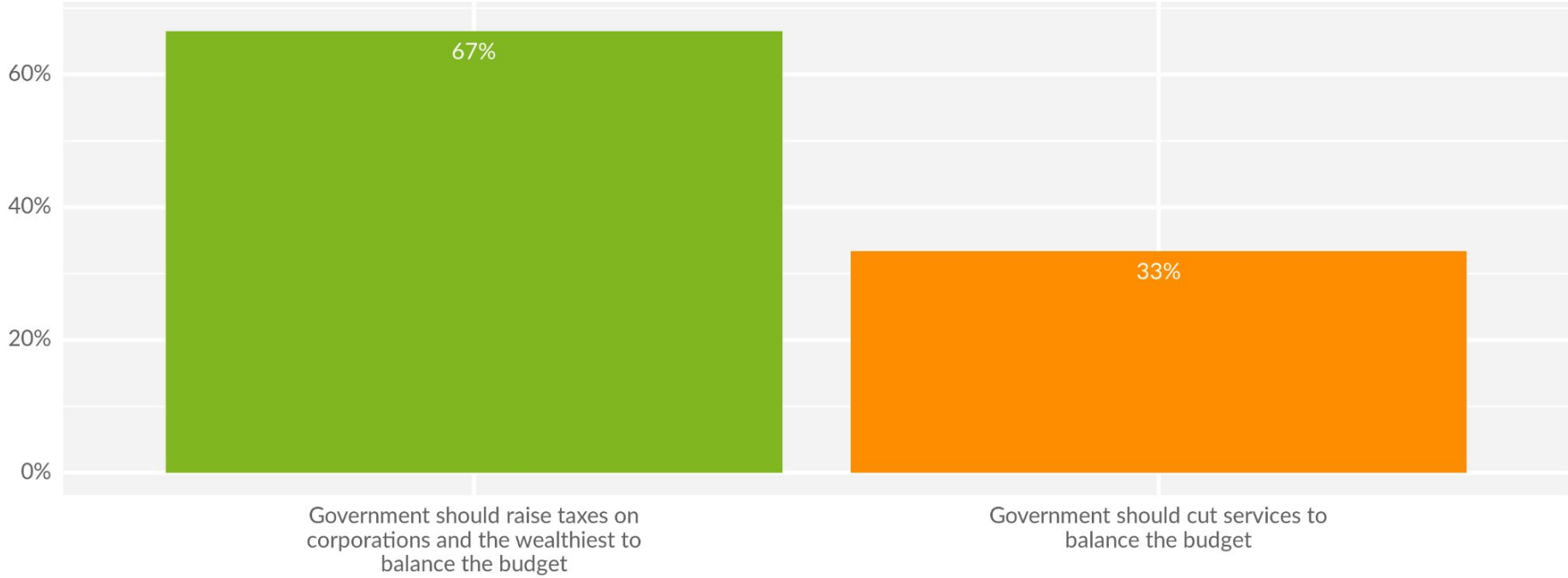


Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. Learn more.

clarity+campaign(labs)

National Issues

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

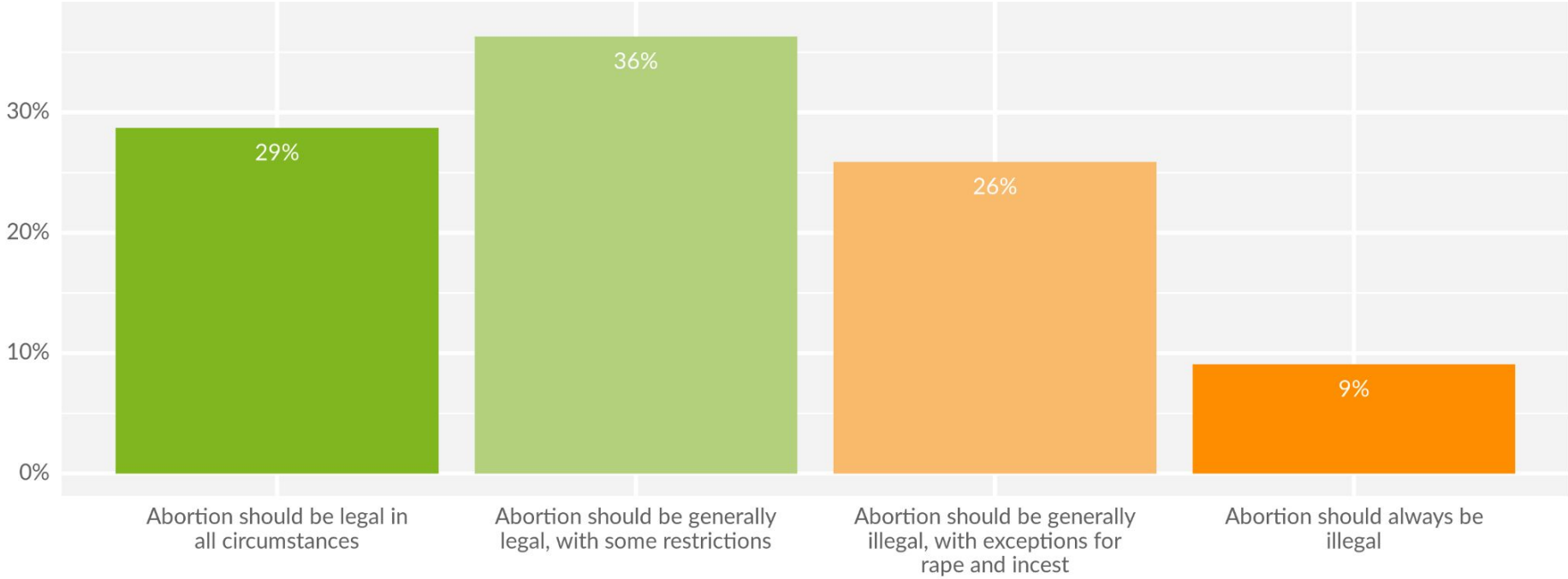


Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. Learn more.

clarity+campaign(labs)

National Issues

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

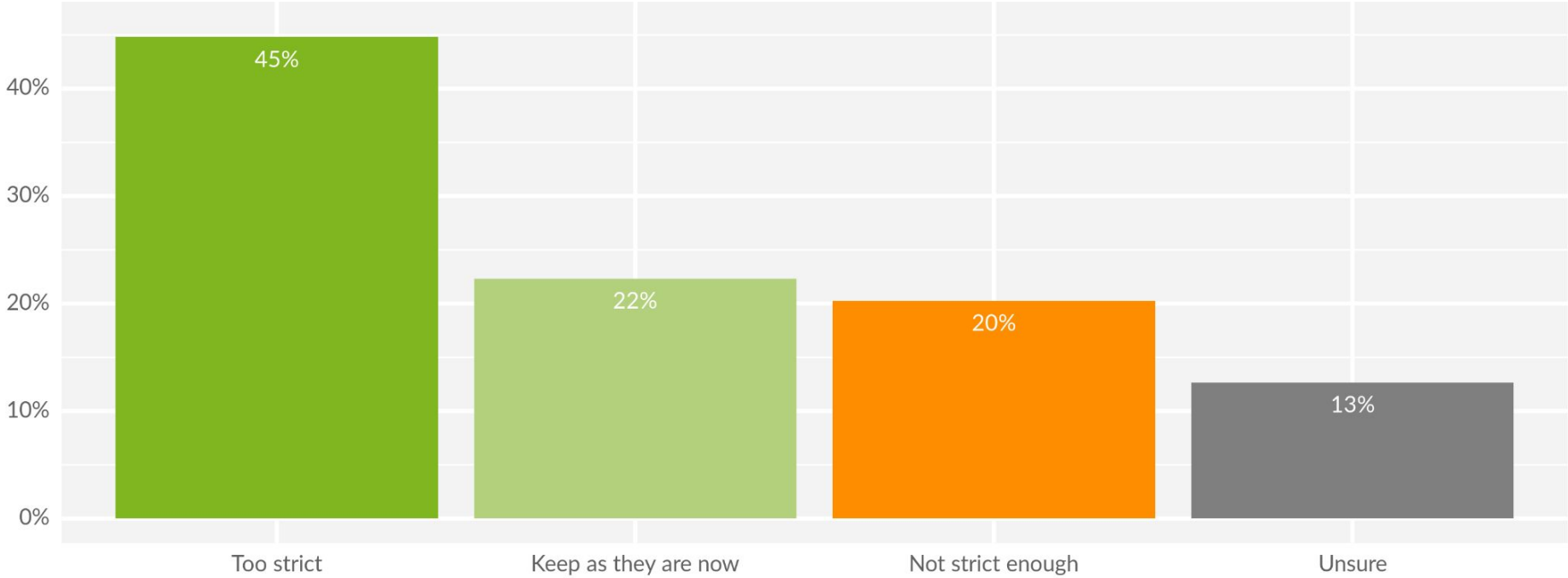


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. Learn more.

clarity+campaign(labs)

National Issues

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



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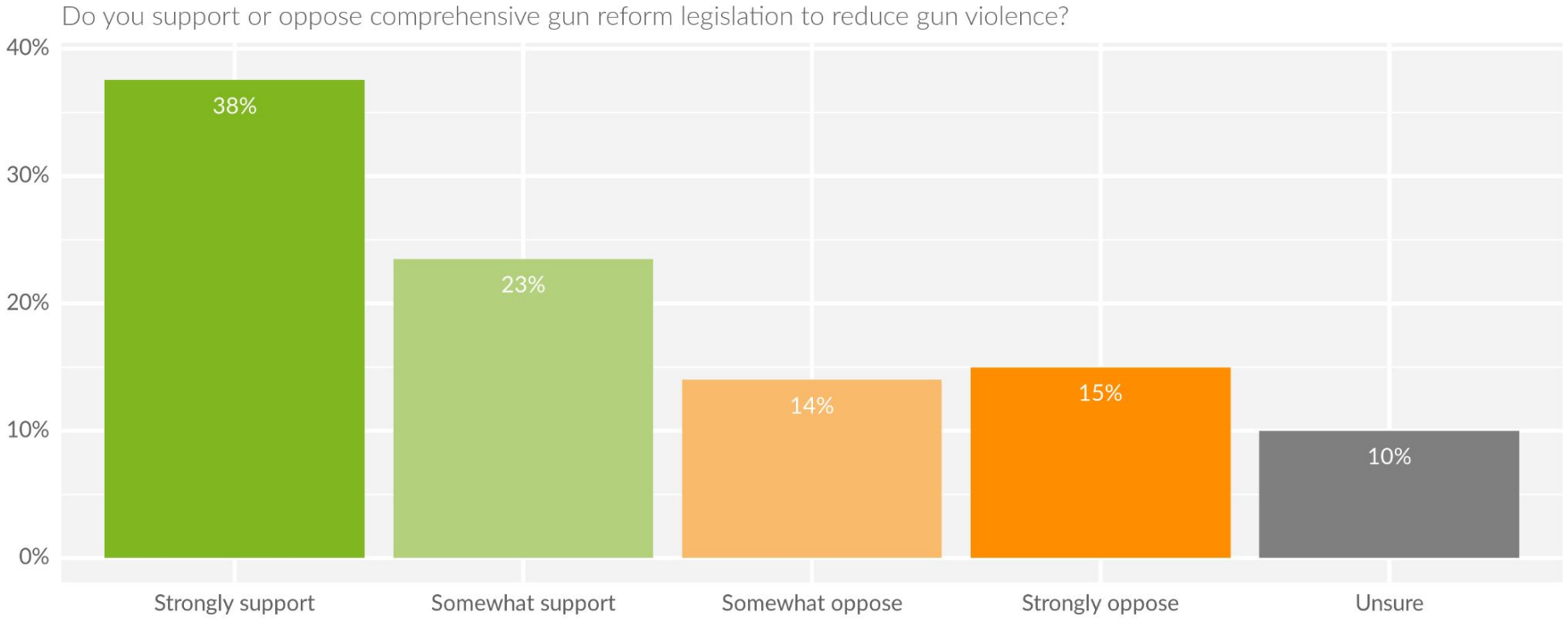
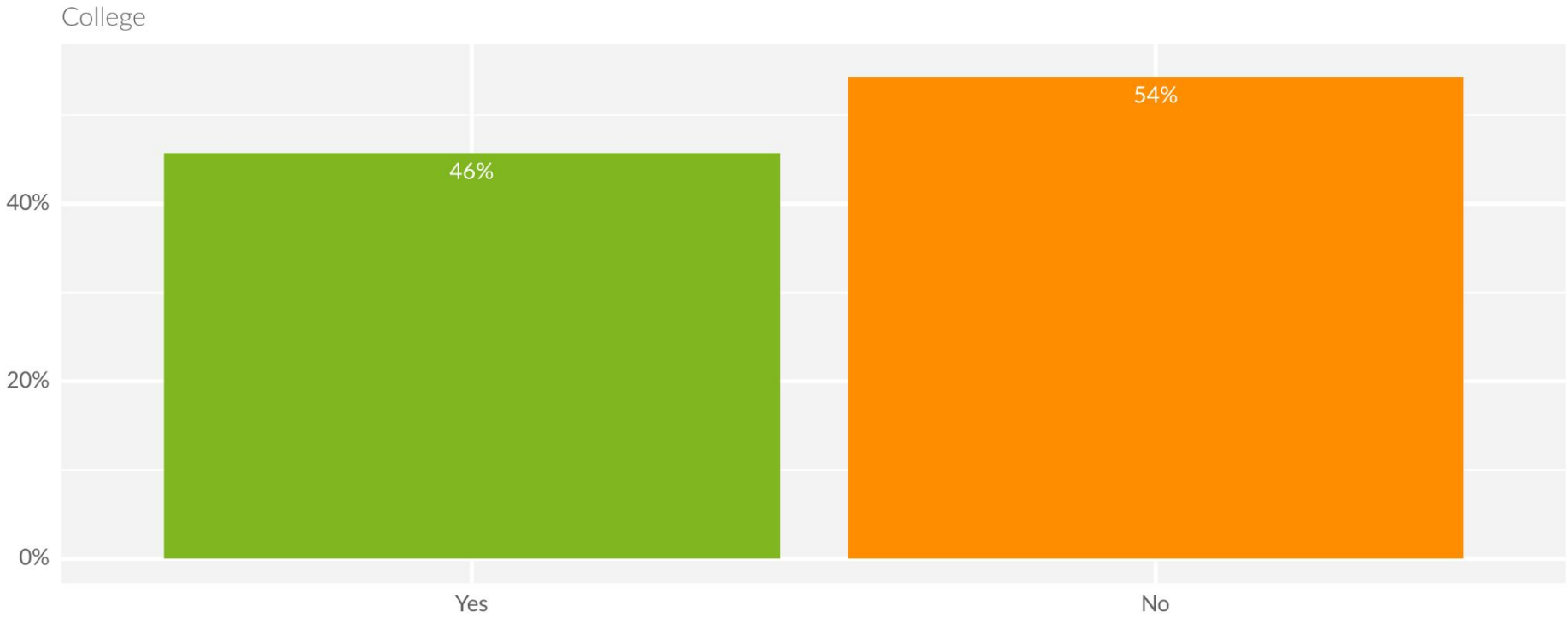
National Issues



clarity+campaign(labs)

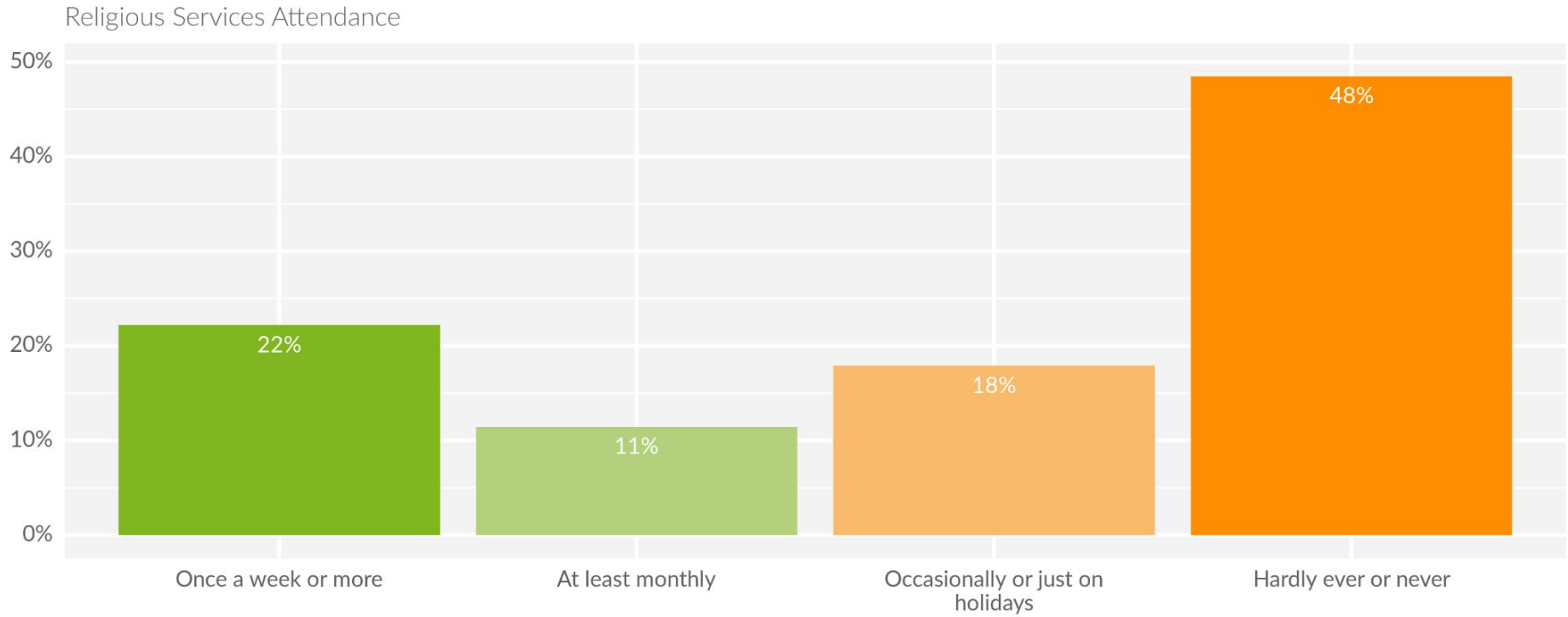
Demographics



Our **Likely College Model** predicts likelihood to hold a four-year college degree. Learn more.

clarity+campaign(labs)

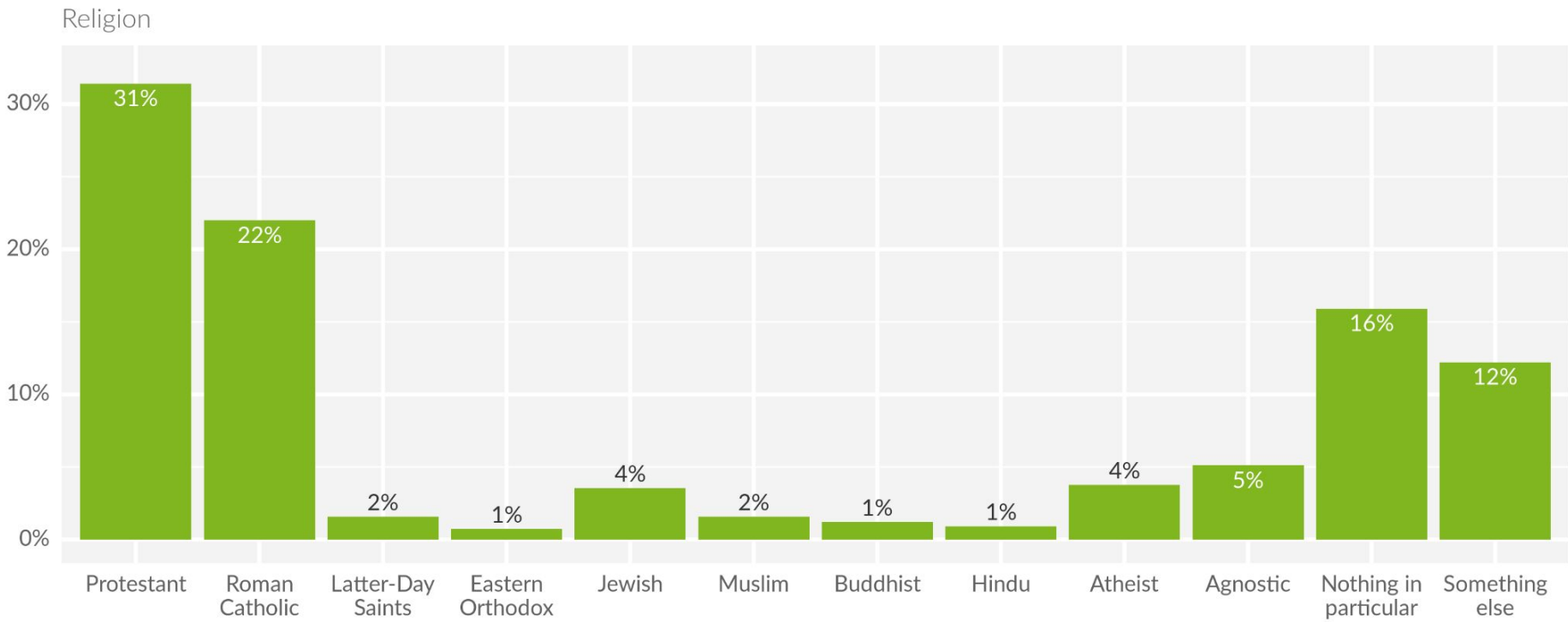
Demographics



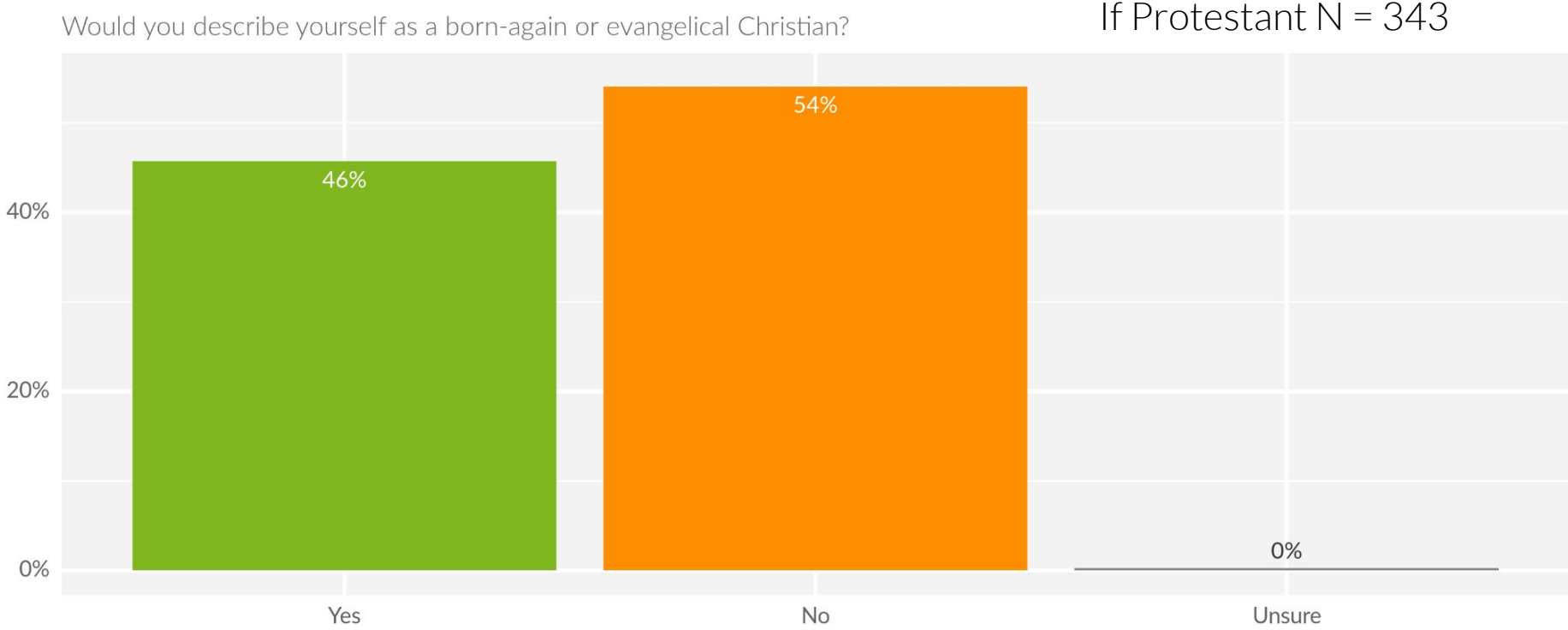
Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. Learn more.

clarity+campaign(labs)

Demographics



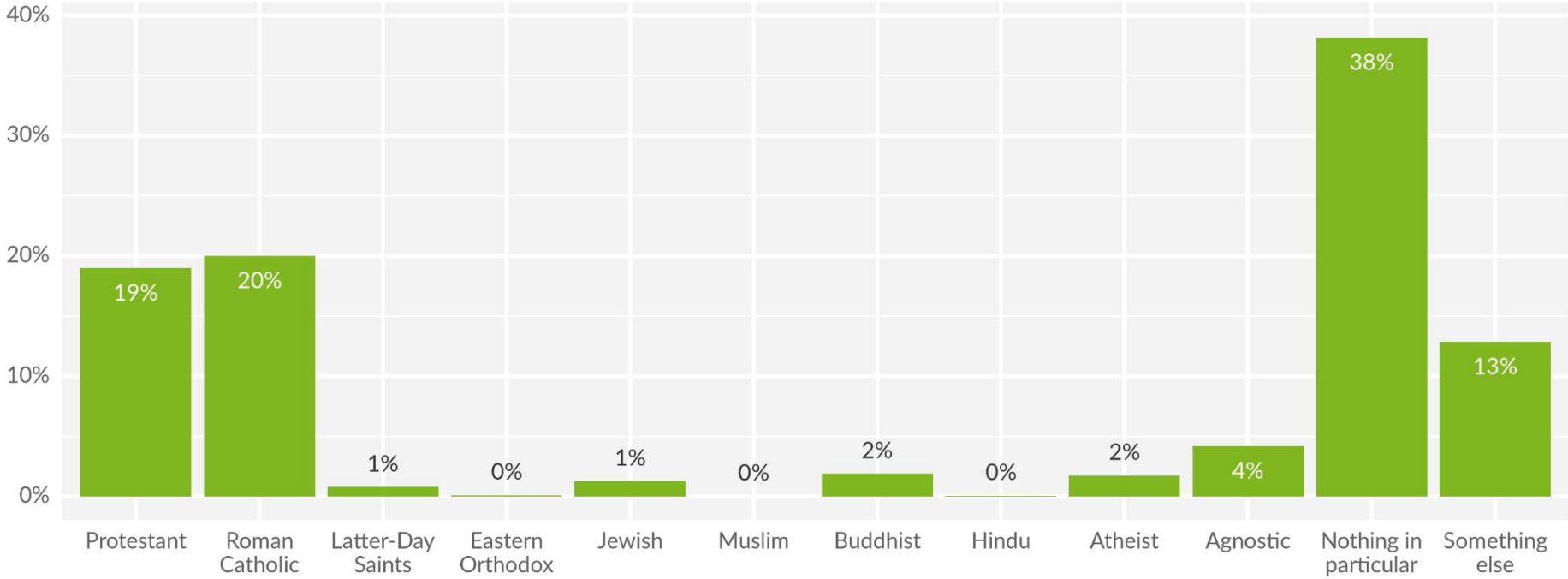
If Protestant N = 343



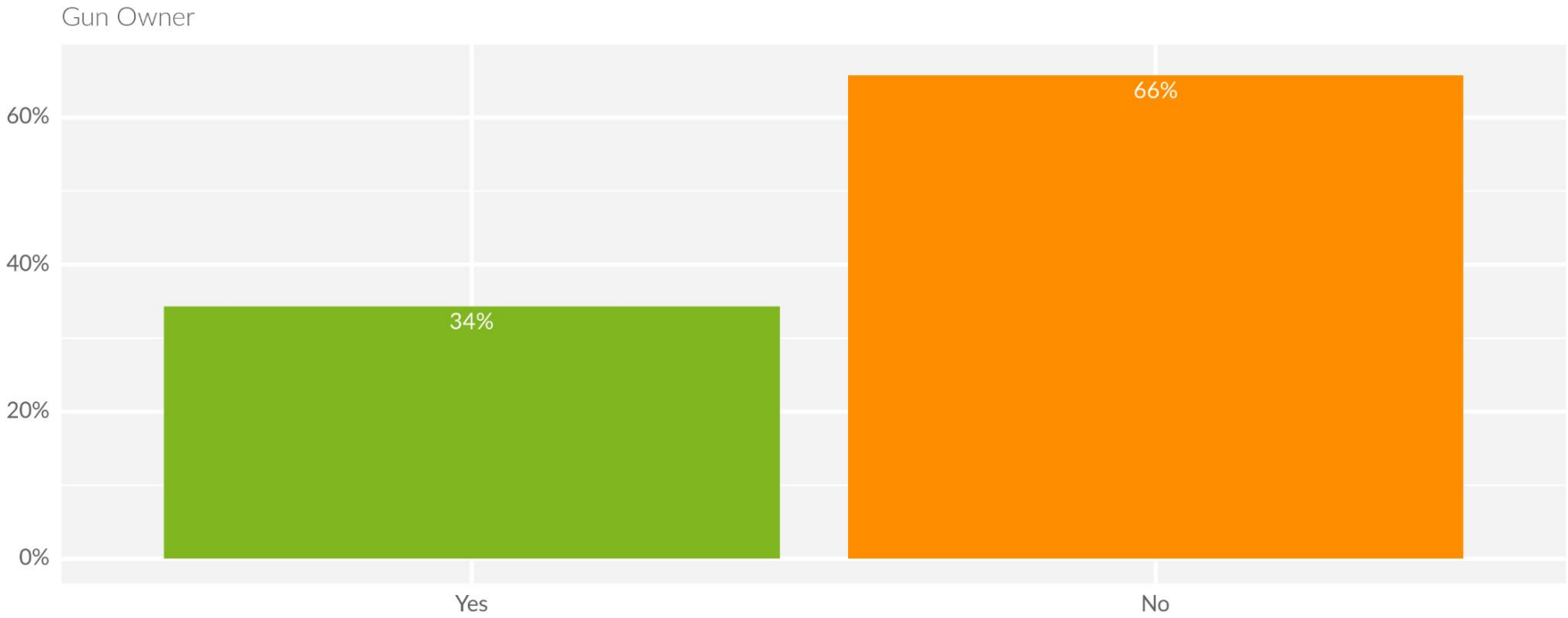
Demographics

What religion were you raised with, if any?

If Atheist/Agnostic N = 284



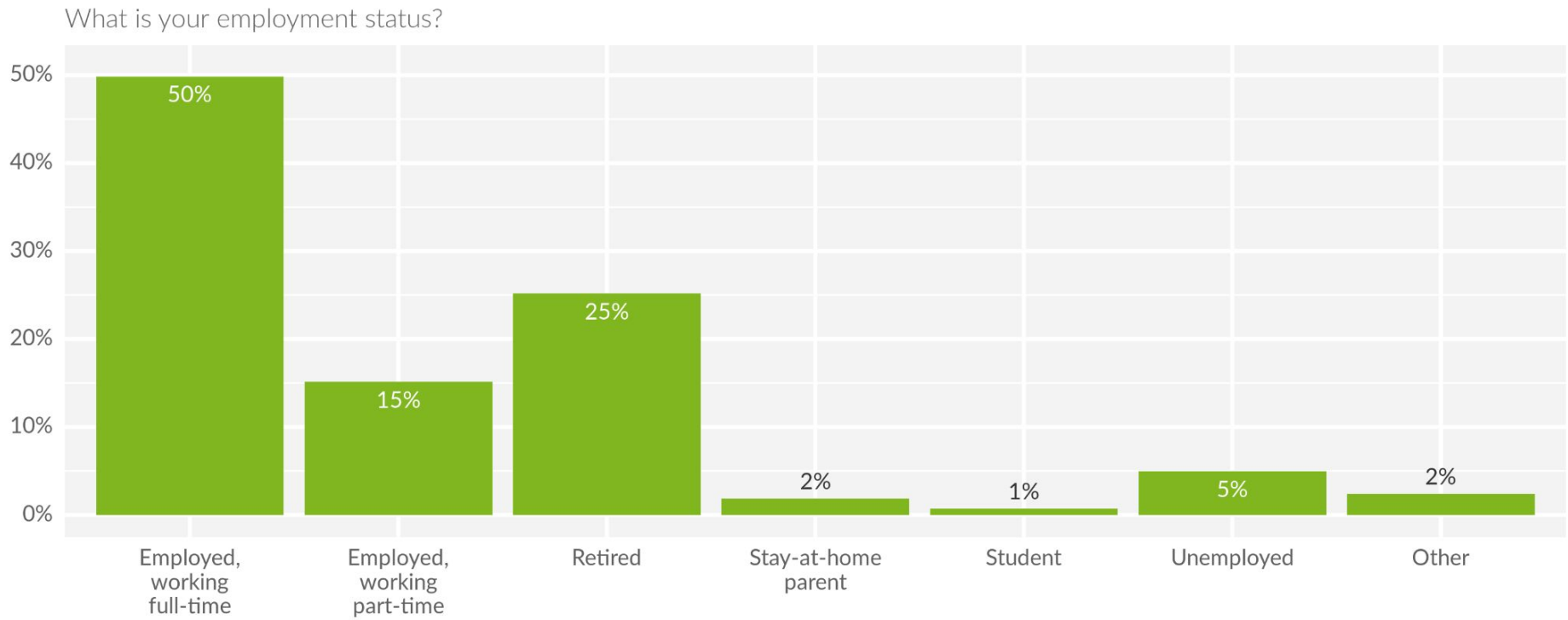
Demographics



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

clarity+campaign(labs)

Demographics

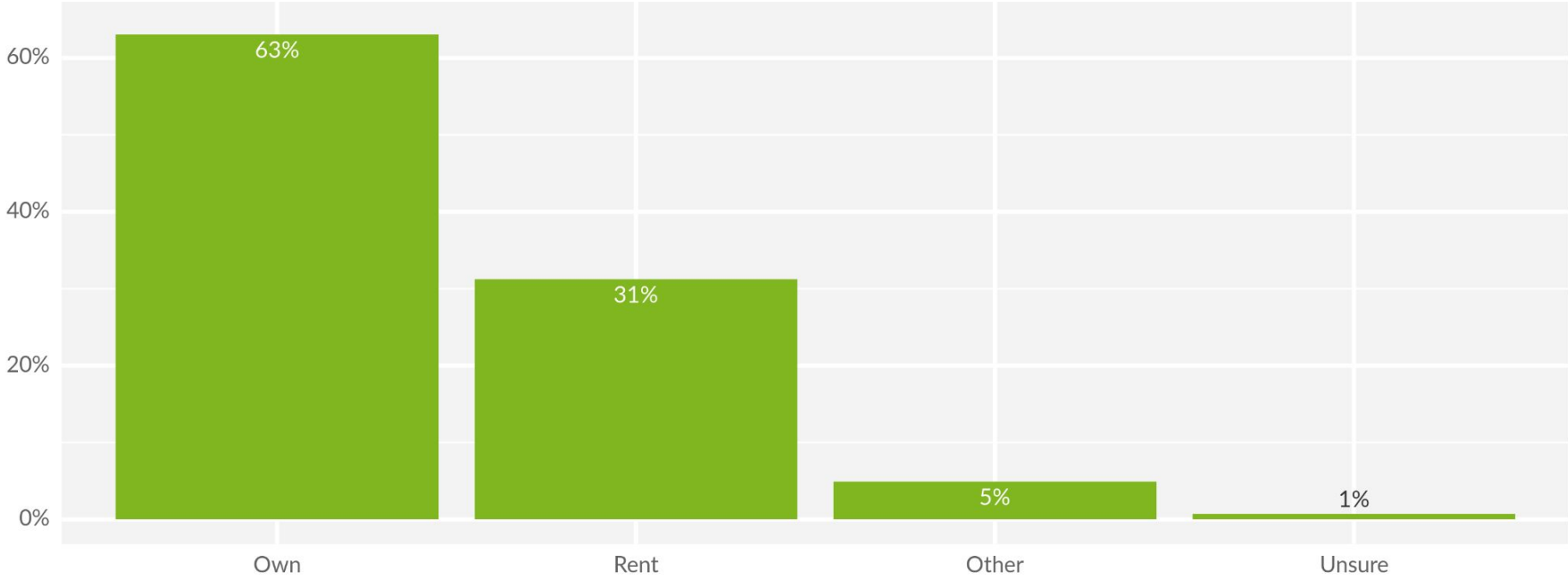


Our **Likely Retired Model** predicts likelihood that an individual is retired. Learn more.

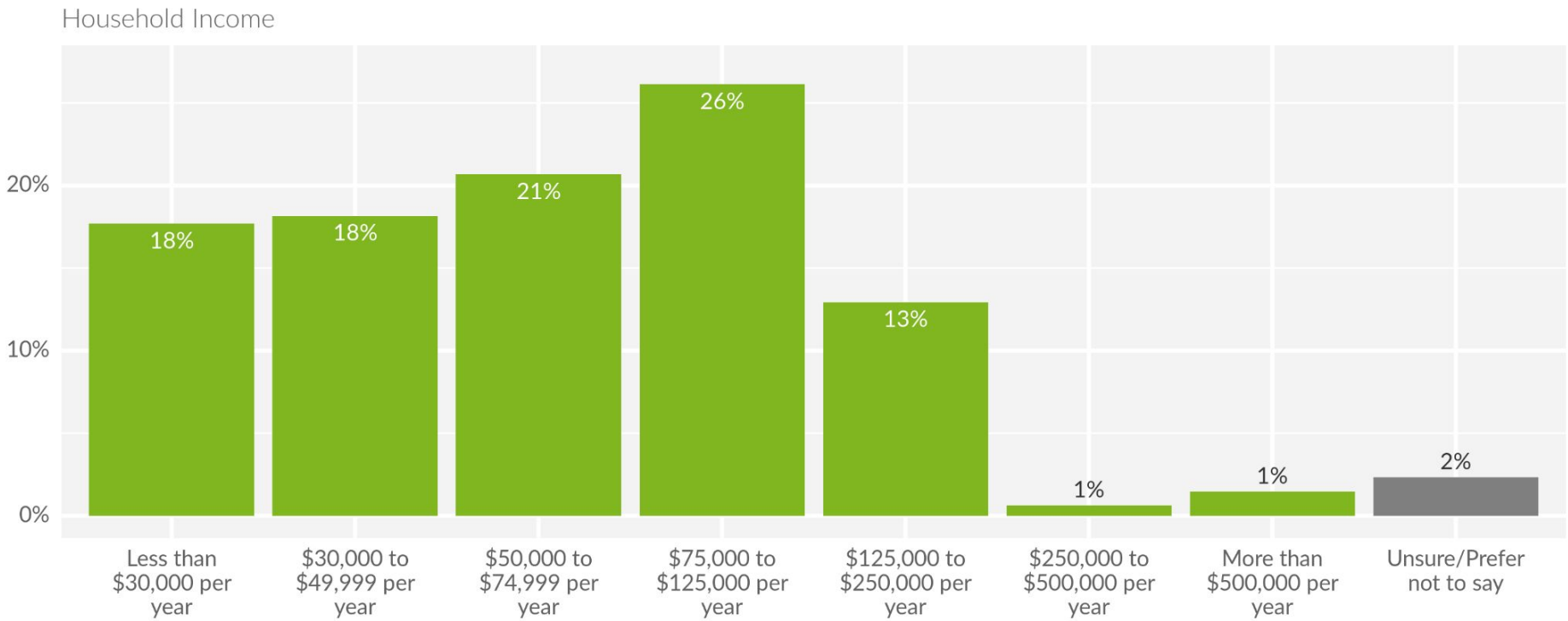
clarity+campaign(labs)

Demographics

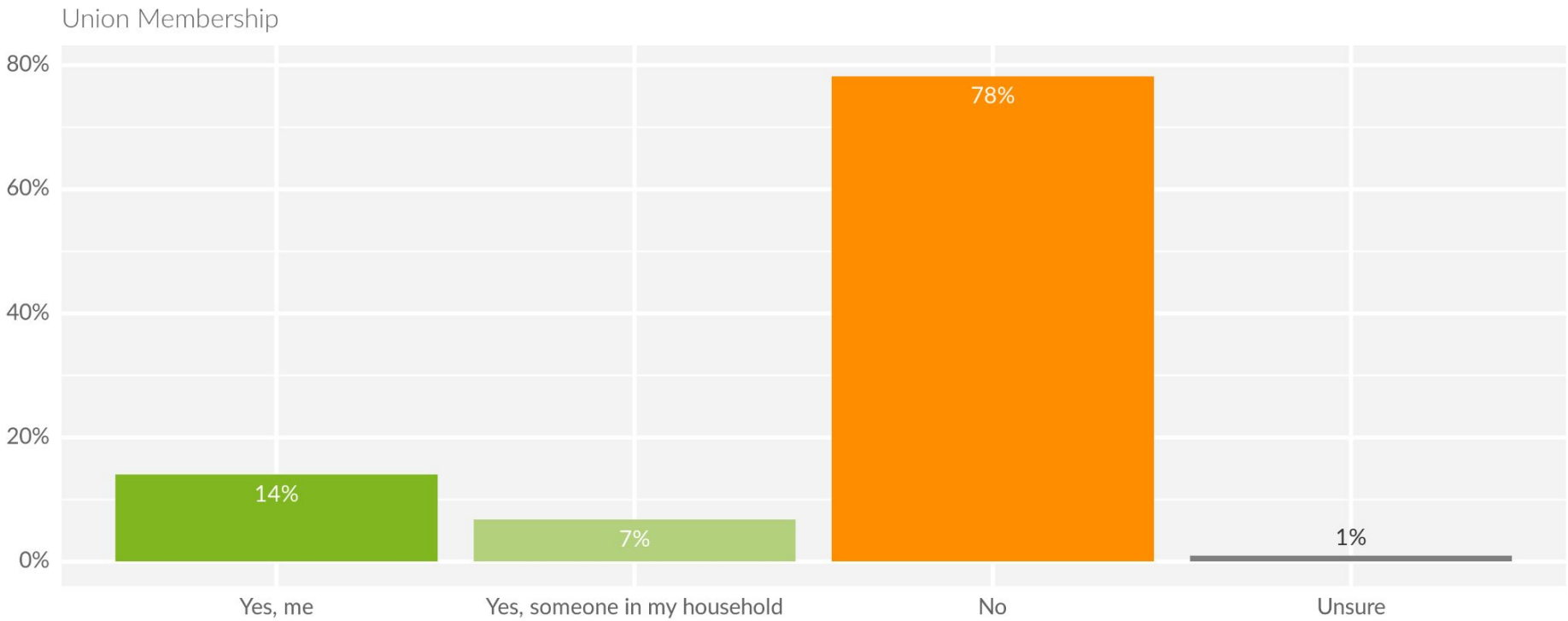
Do you own or rent your primary residence?



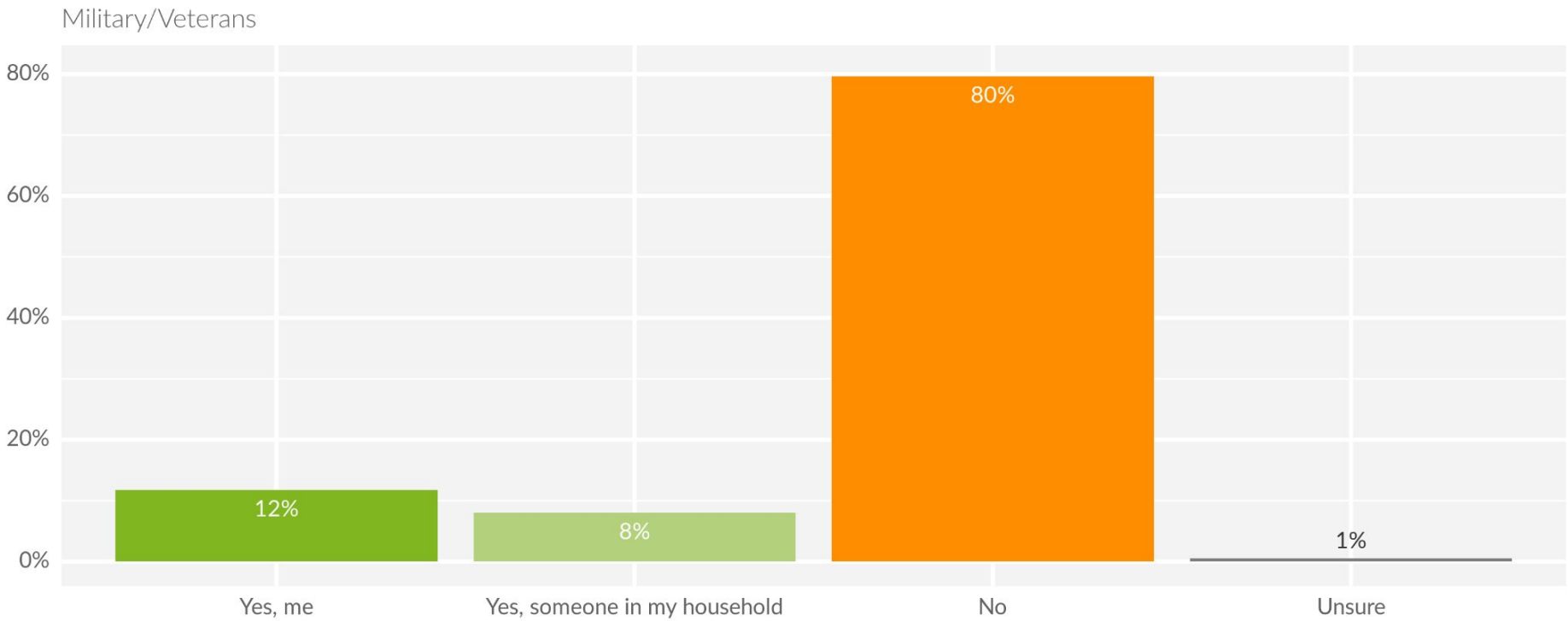
Demographics



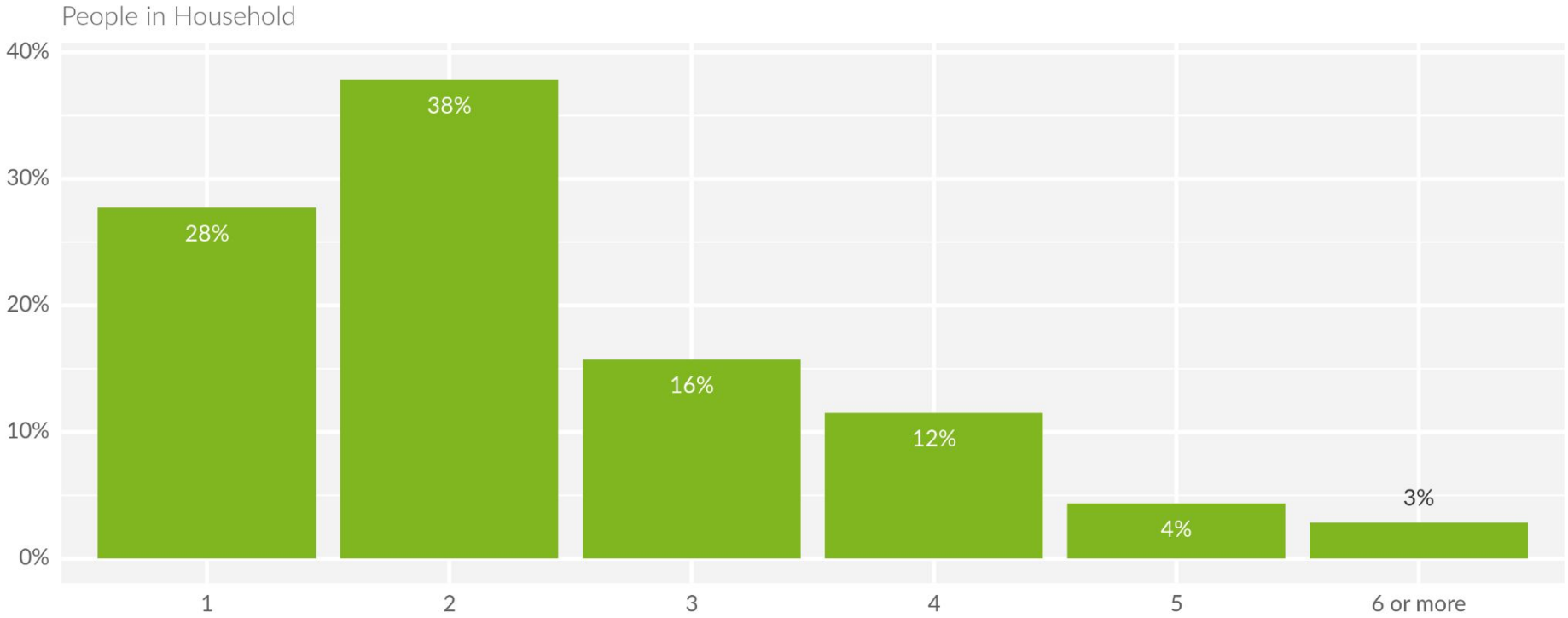
Demographics



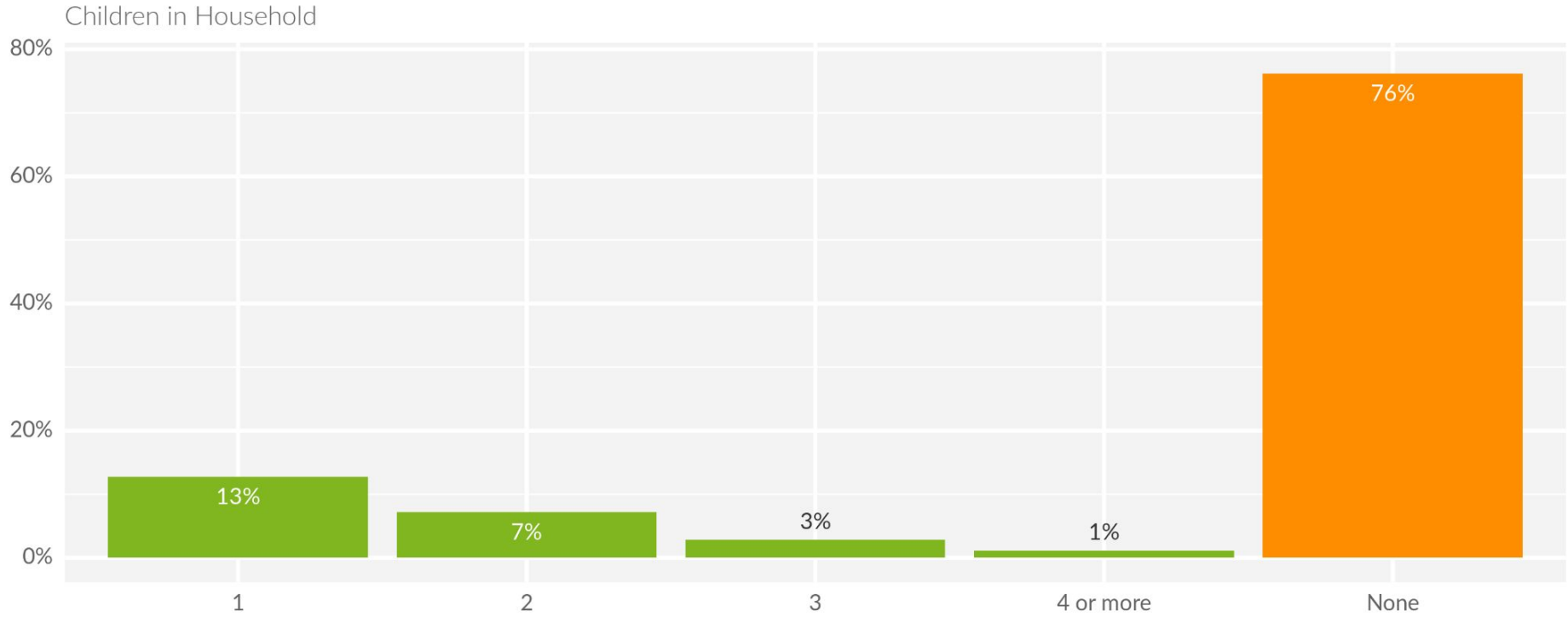
Demographics



Demographics

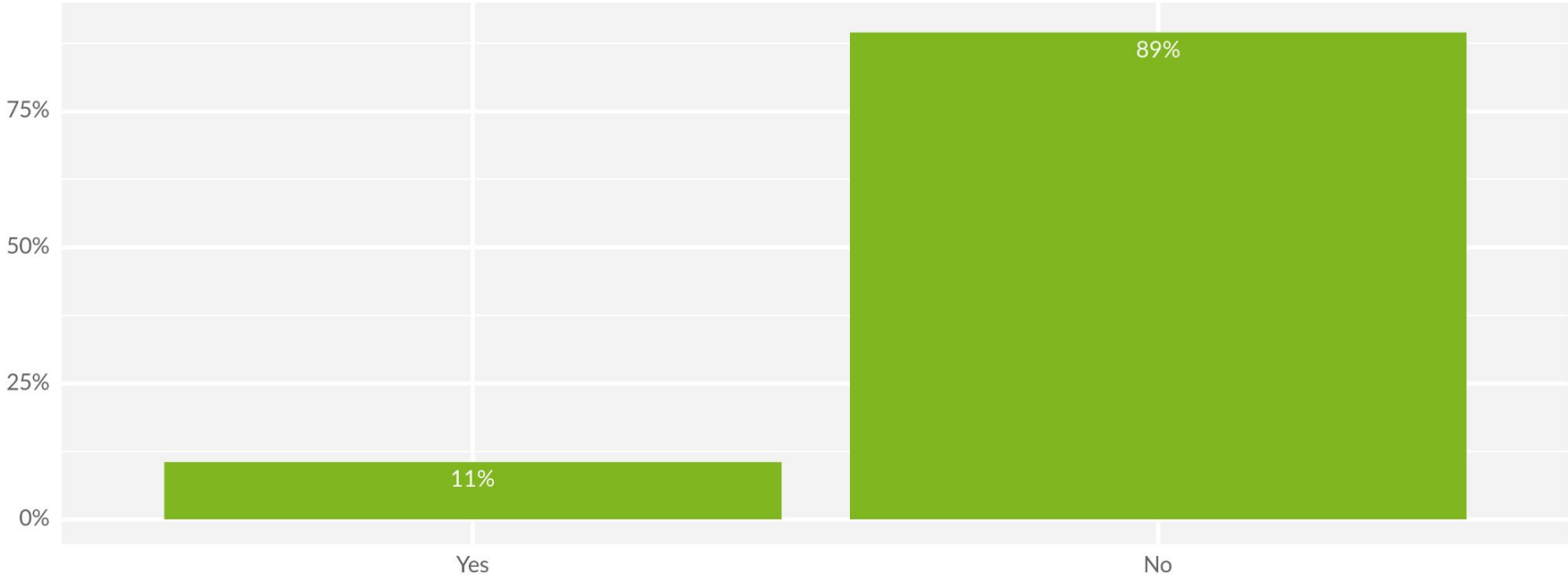


Demographics

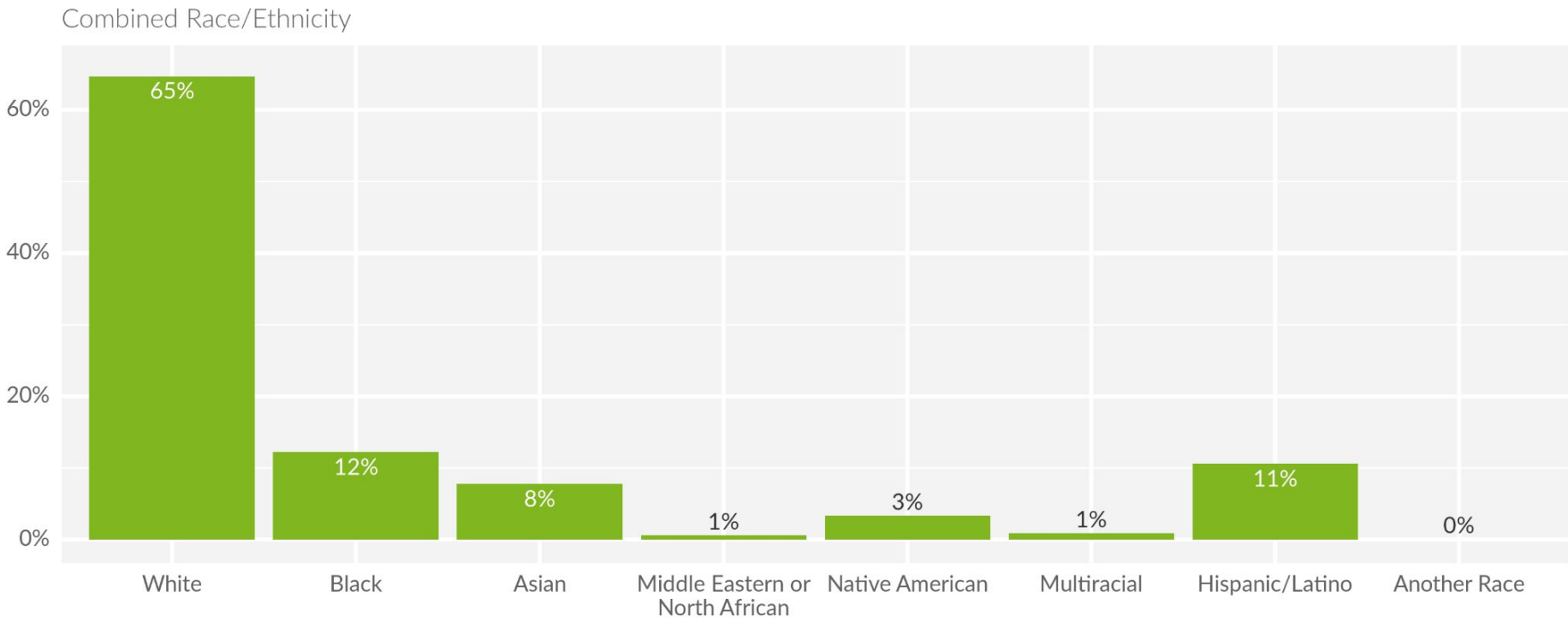


Demographics

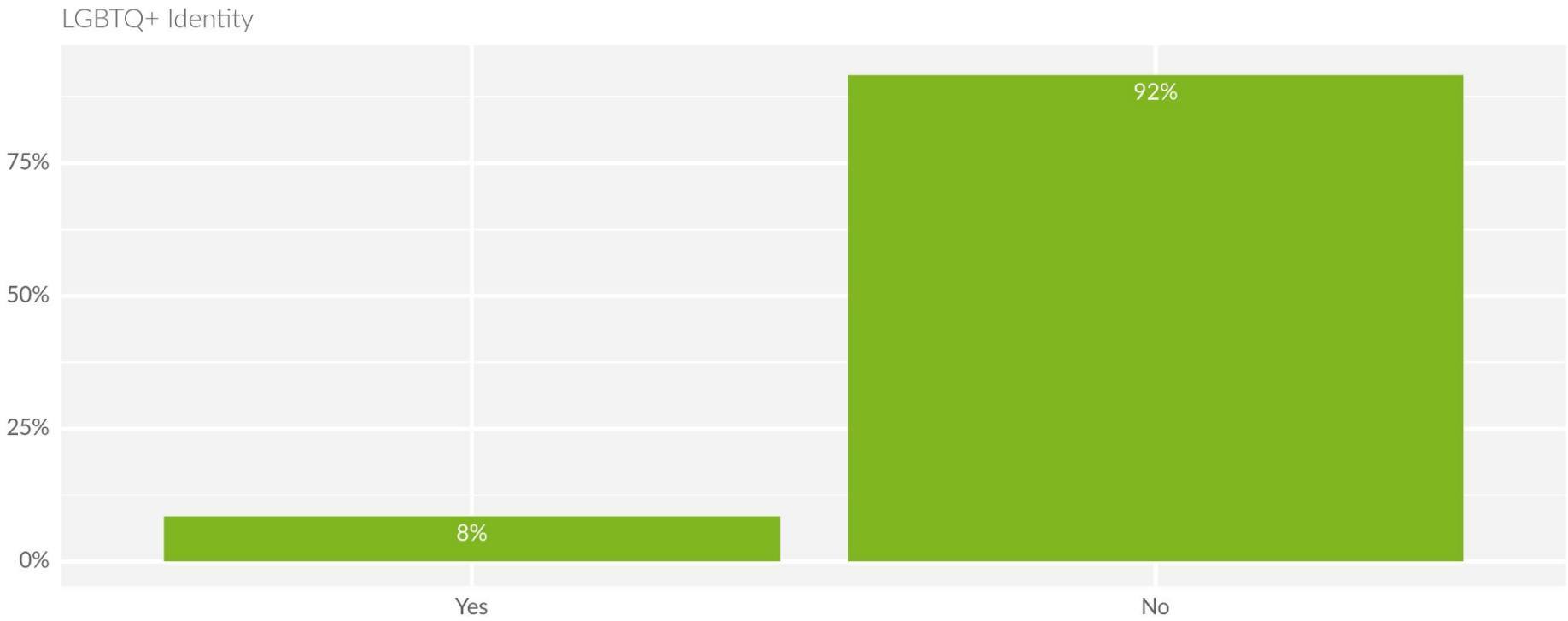
Are you from a Hispanic, Latino, or Spanish-speaking background?



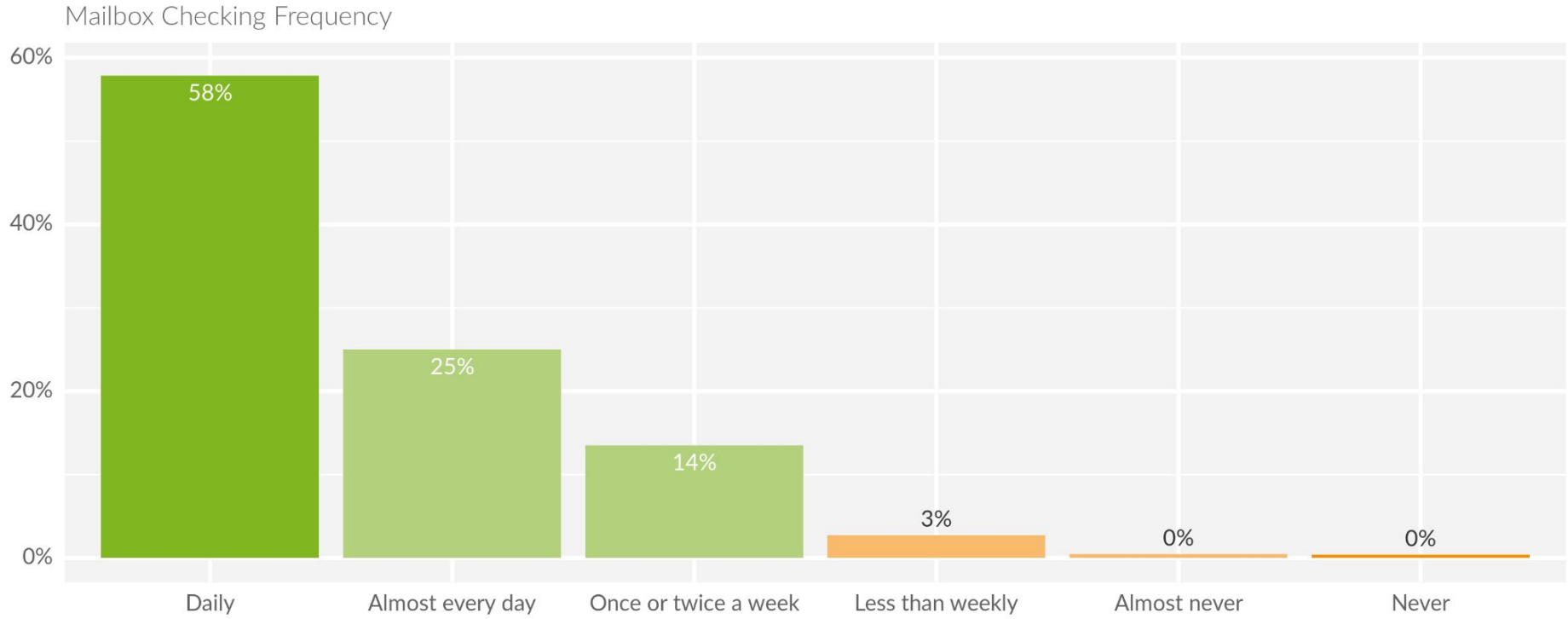
Demographics



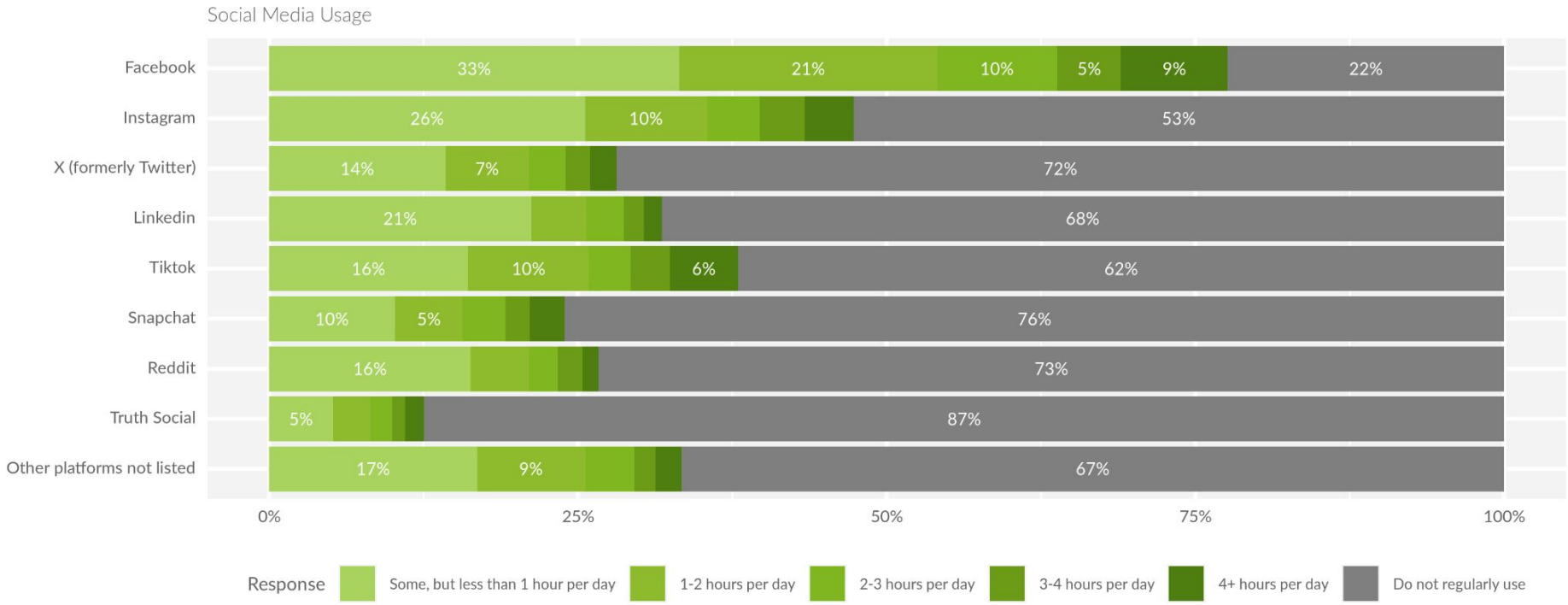
Demographics



Contactability



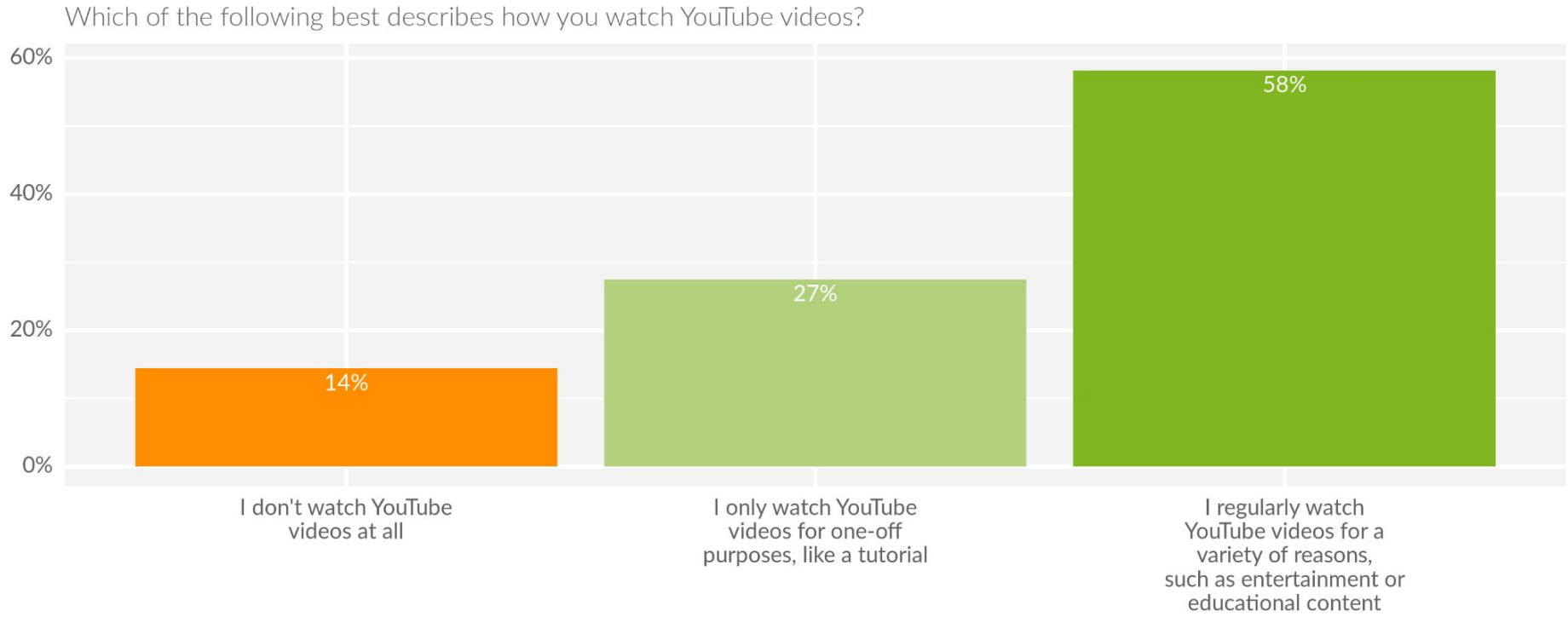
Media Consumption



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

clarity+campaign(labs)

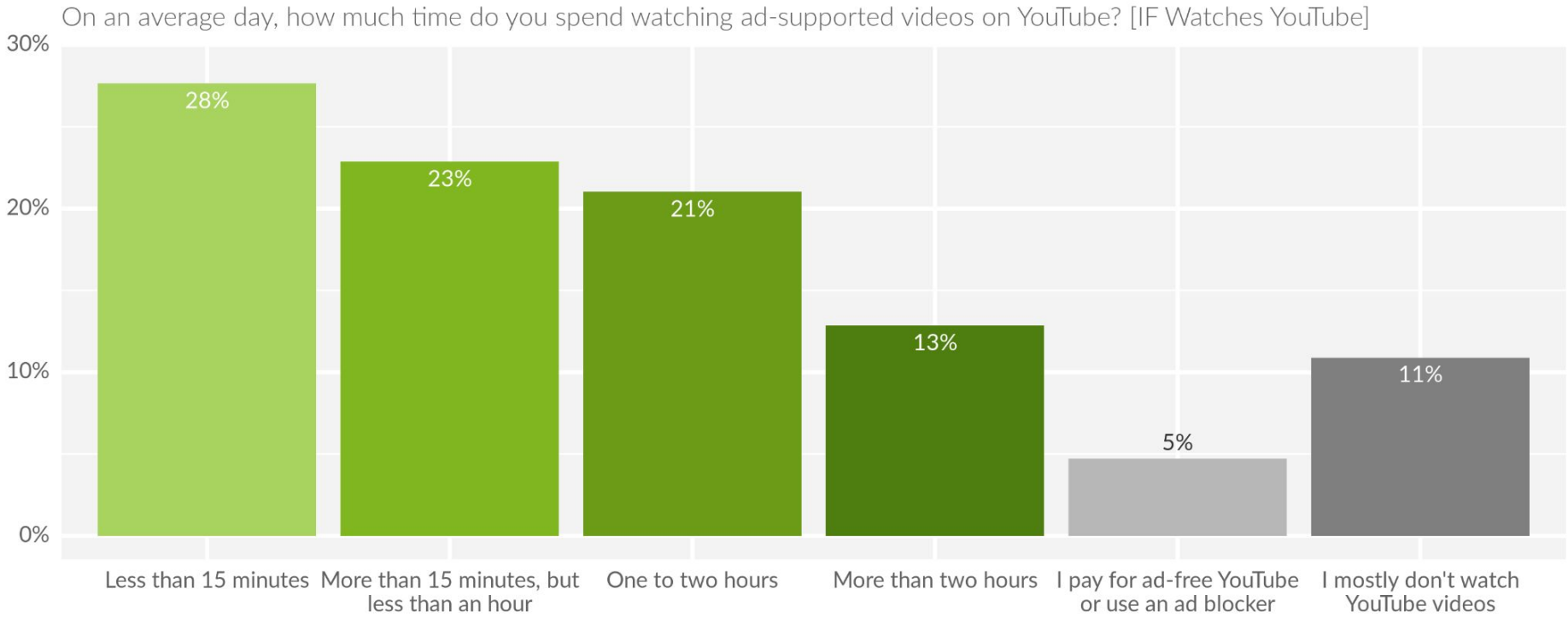
Media Consumption



Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption



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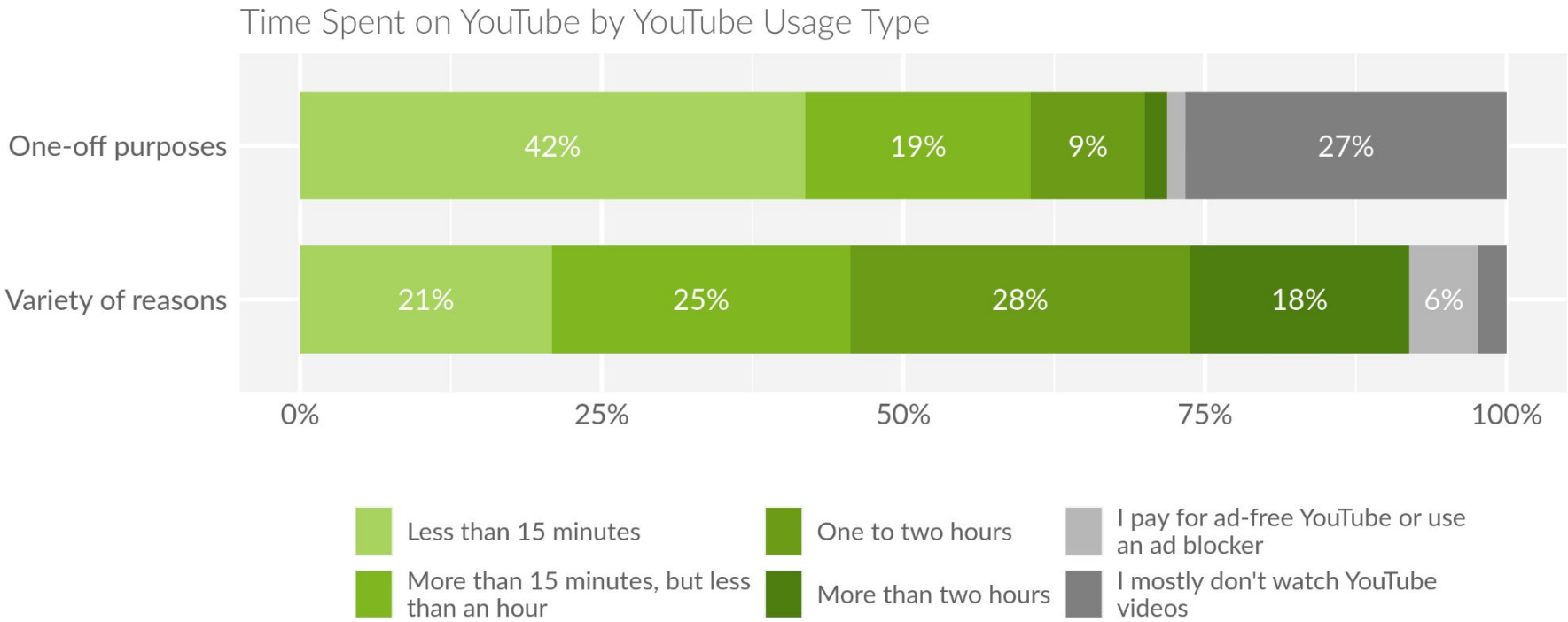
clarity+campaign(labs)

Media Consumption



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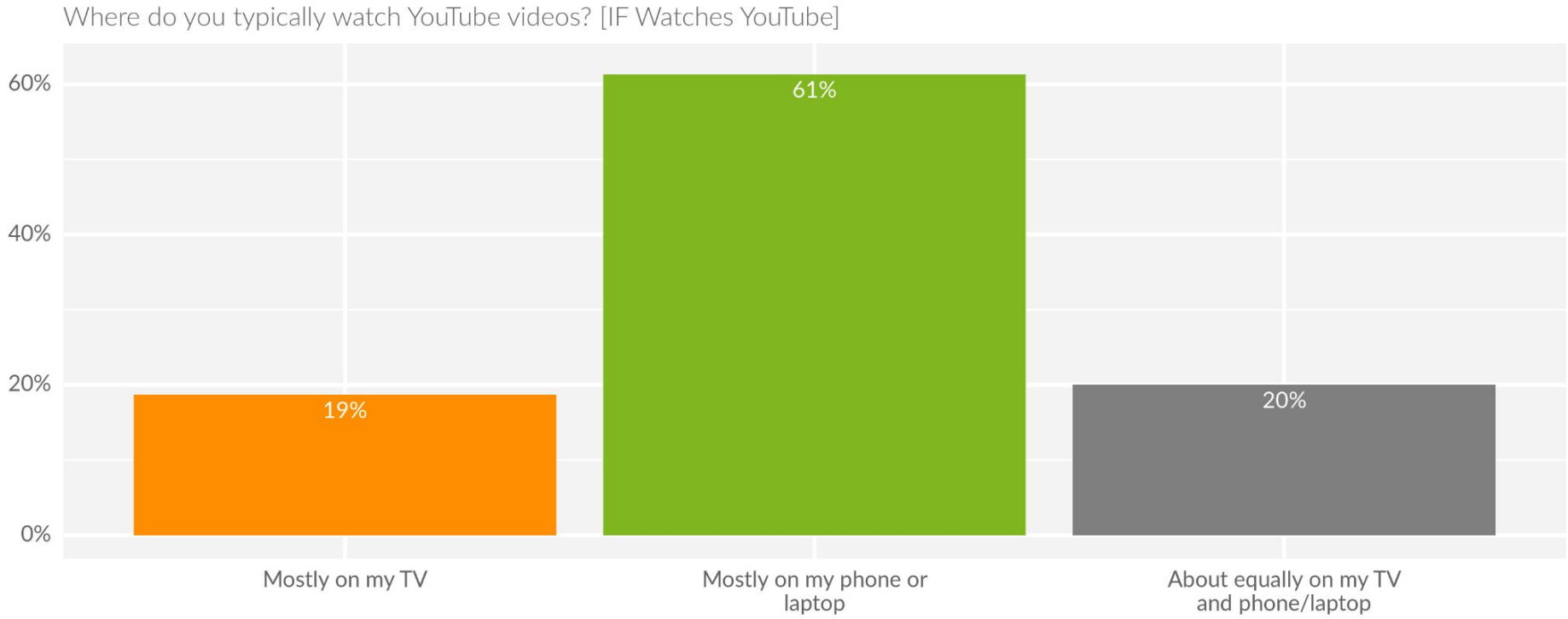
clarity+campaign(labs)

Media Consumption



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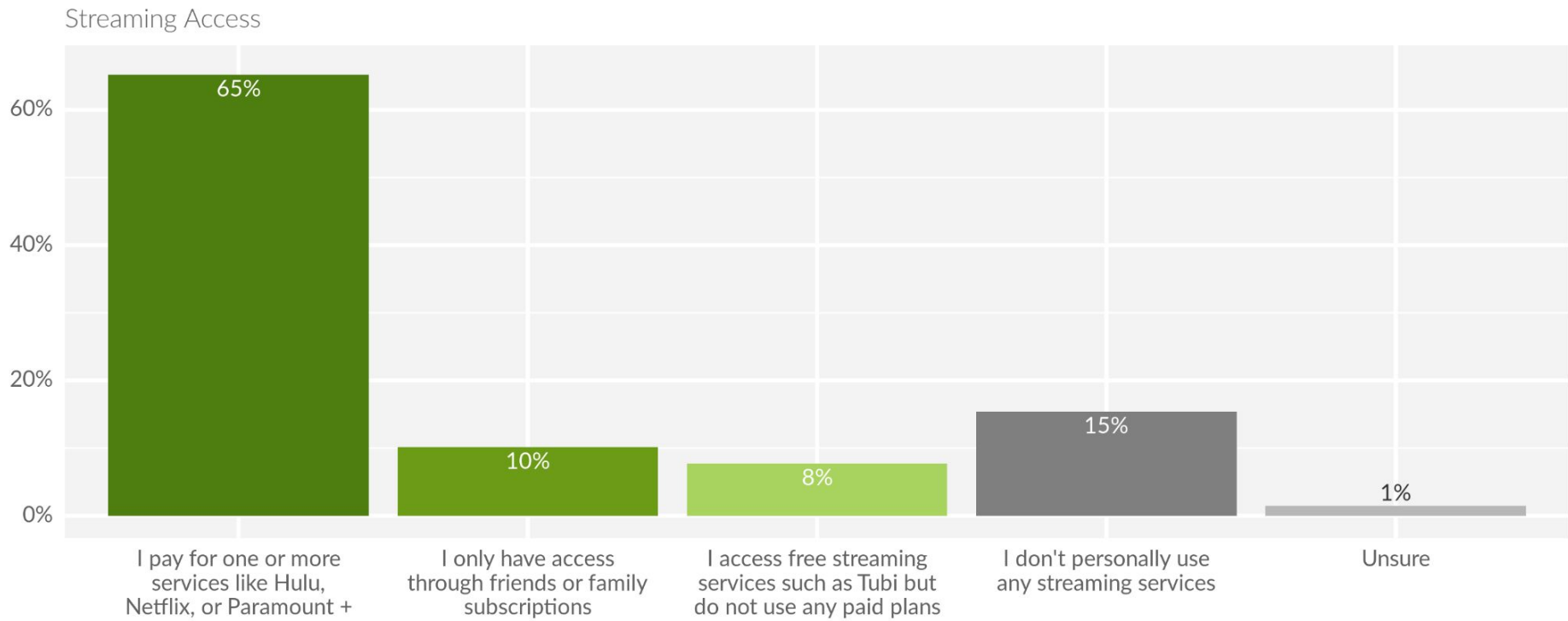
Media Consumption



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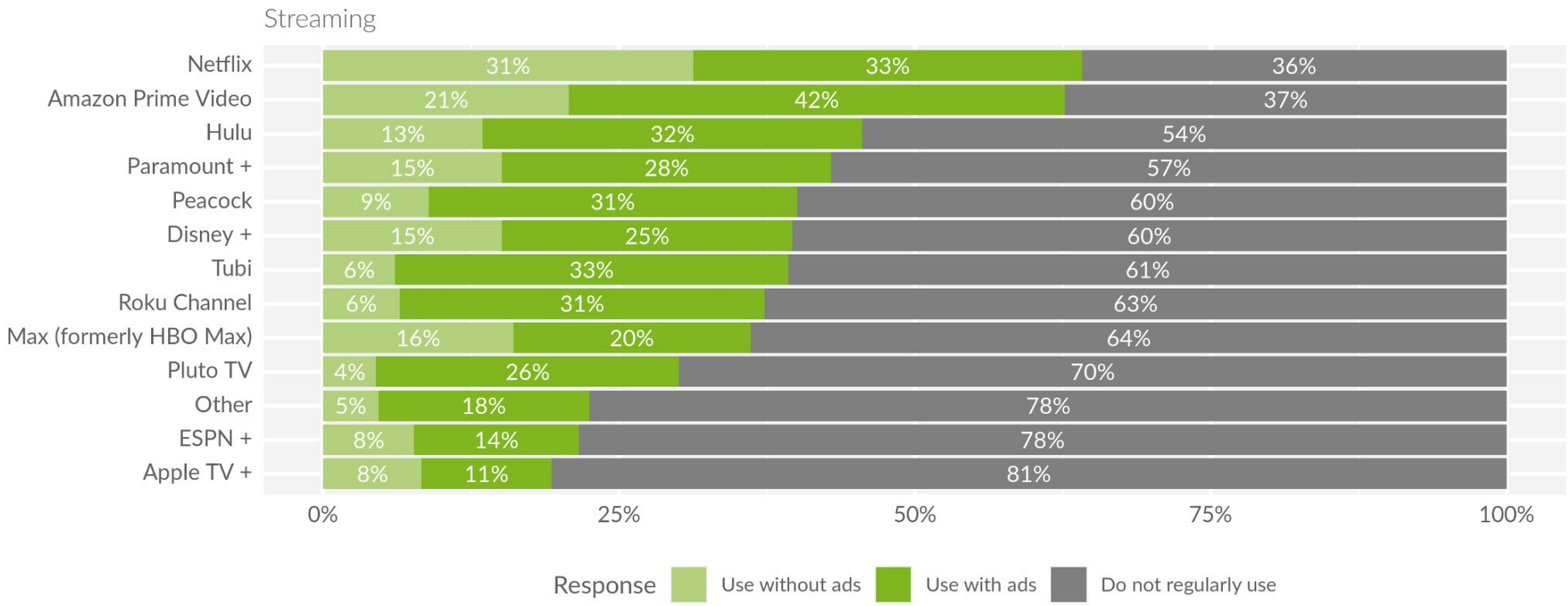
clarity+campaign(labs)

Media Consumption



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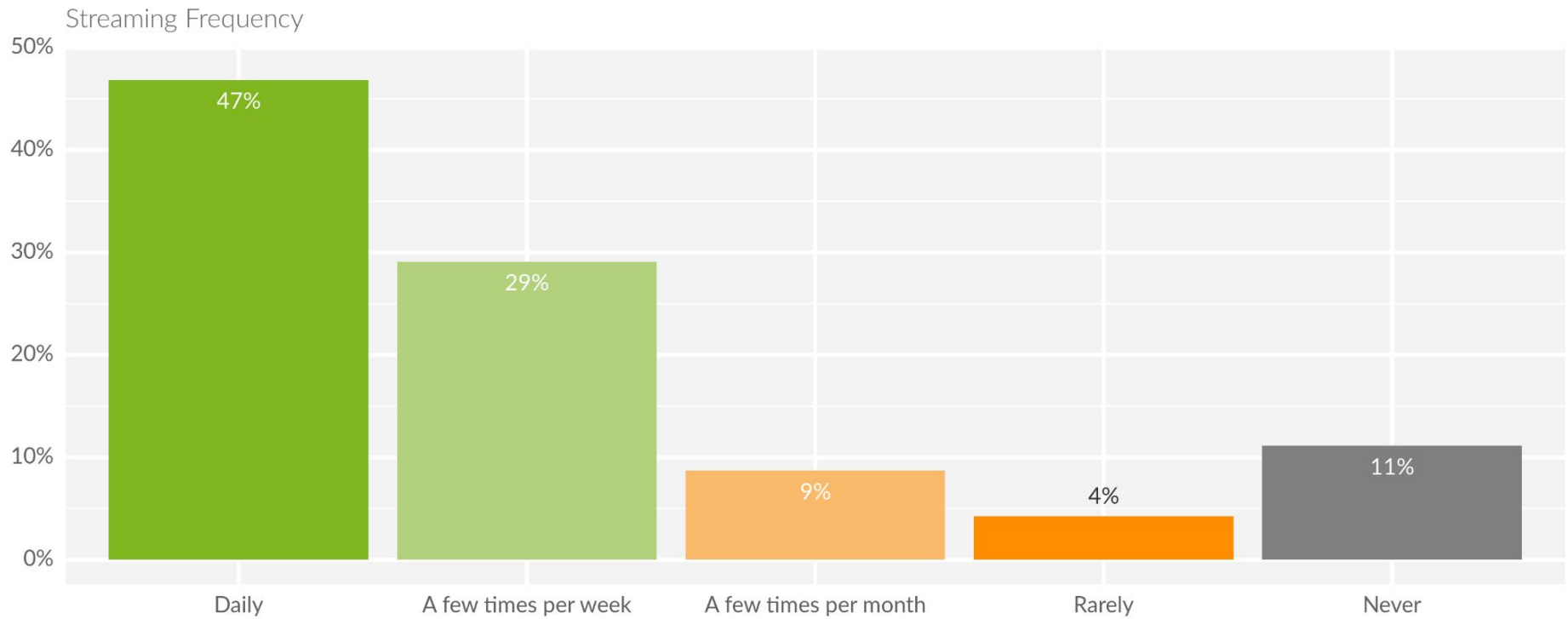
clarity+campaign(labs)

Media Consumption



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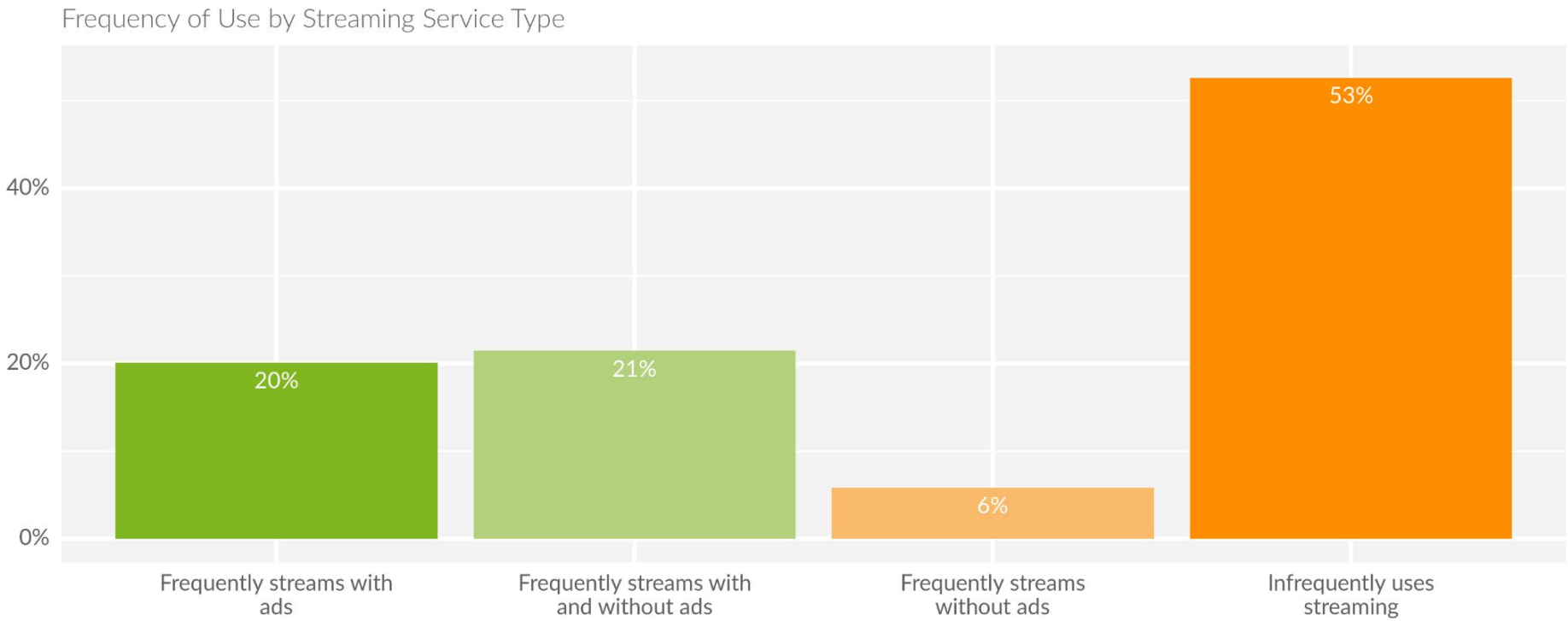
clarity+campaign(labs)

Media Consumption



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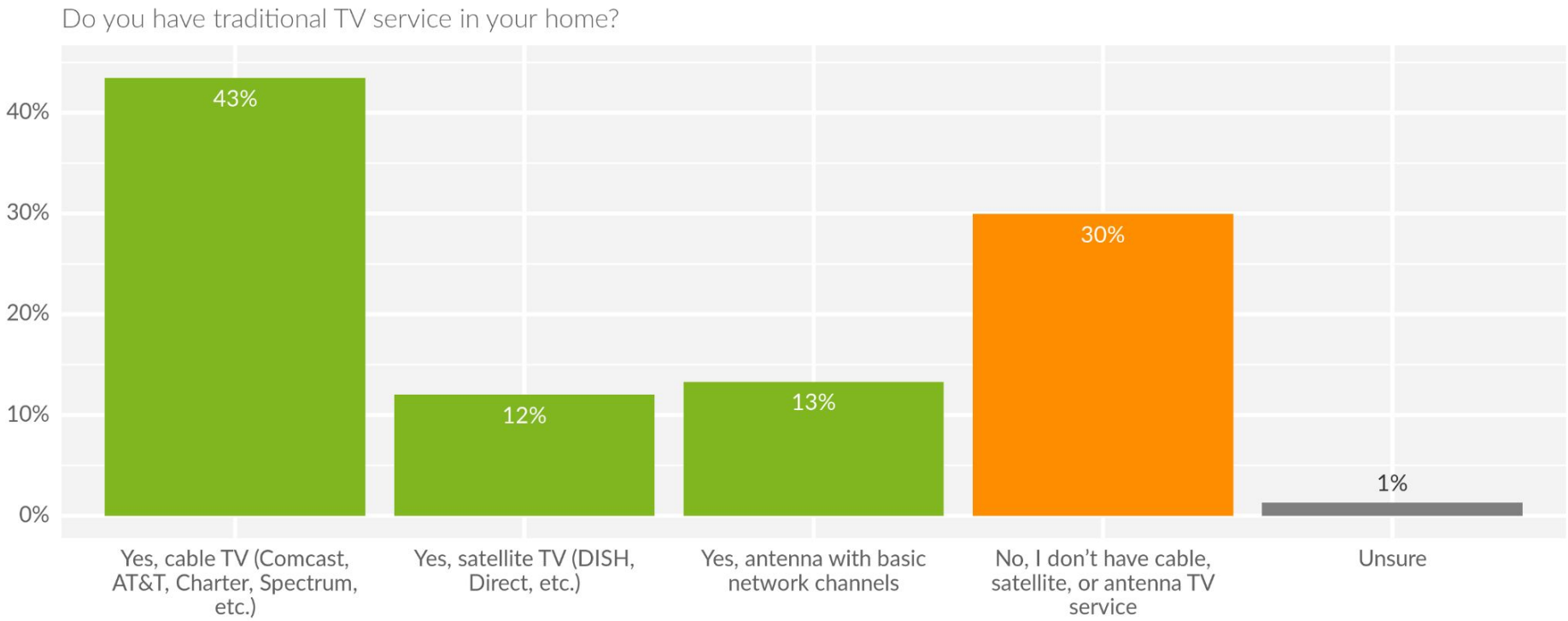
Media Consumption



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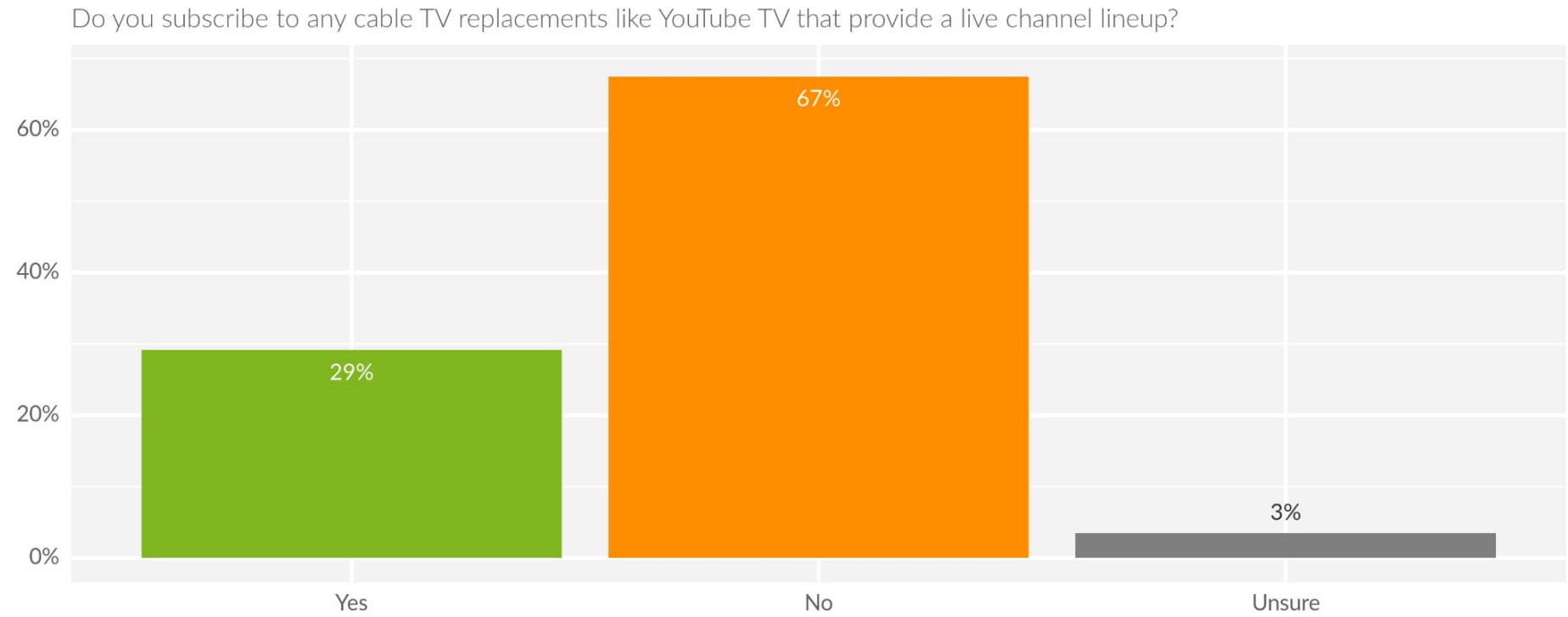
Media Consumption



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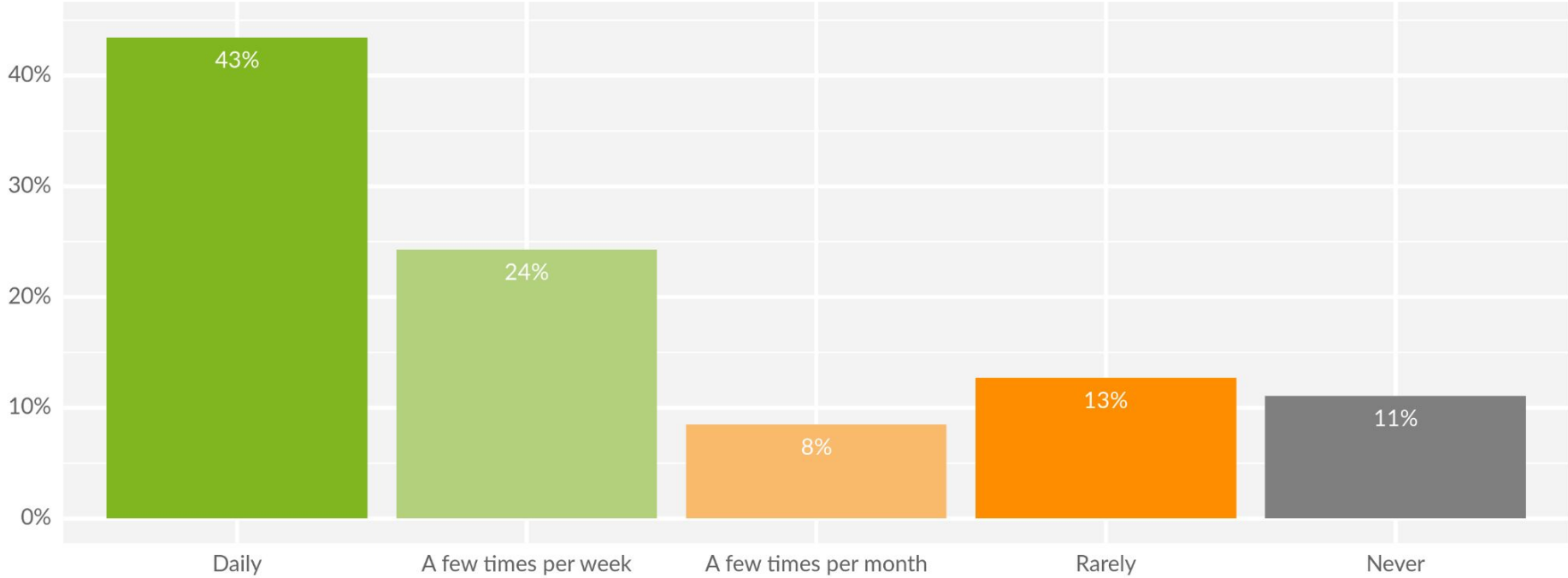
clarity+campaign(labs)

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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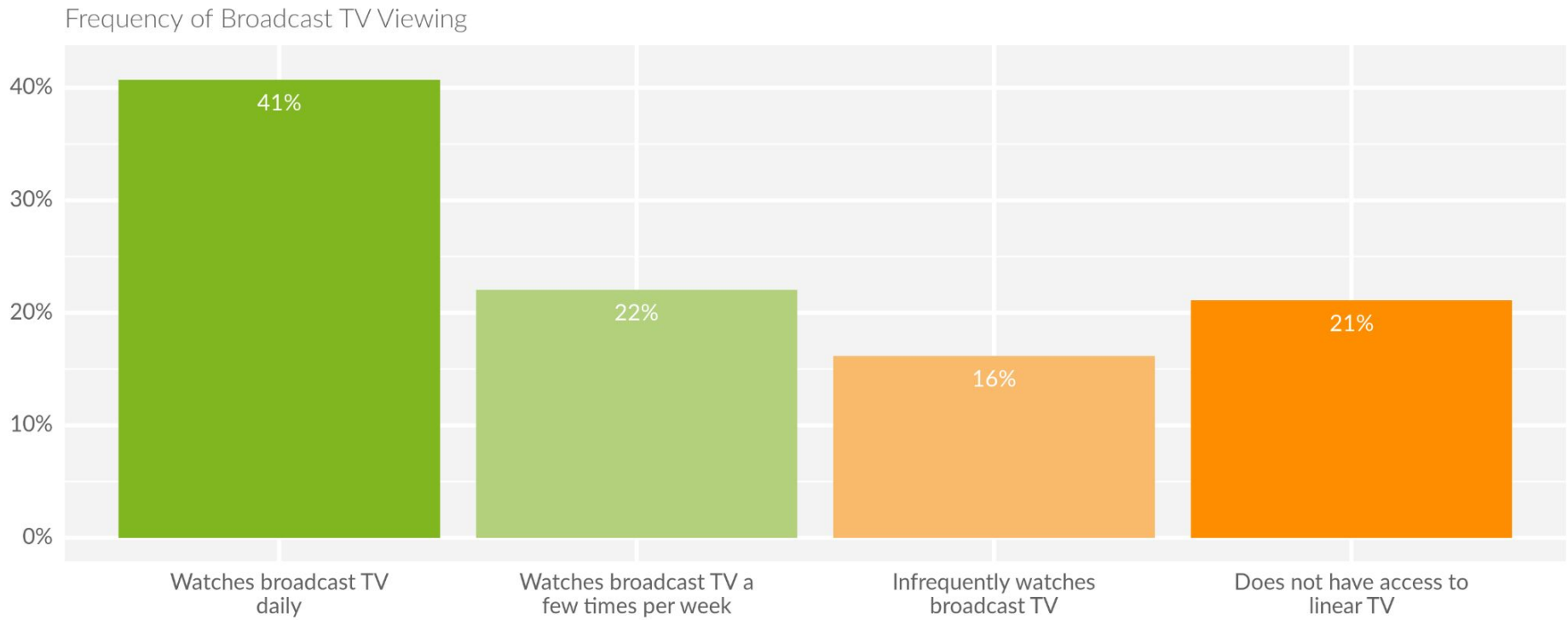
clarity+campaign(labs)

Media Consumption



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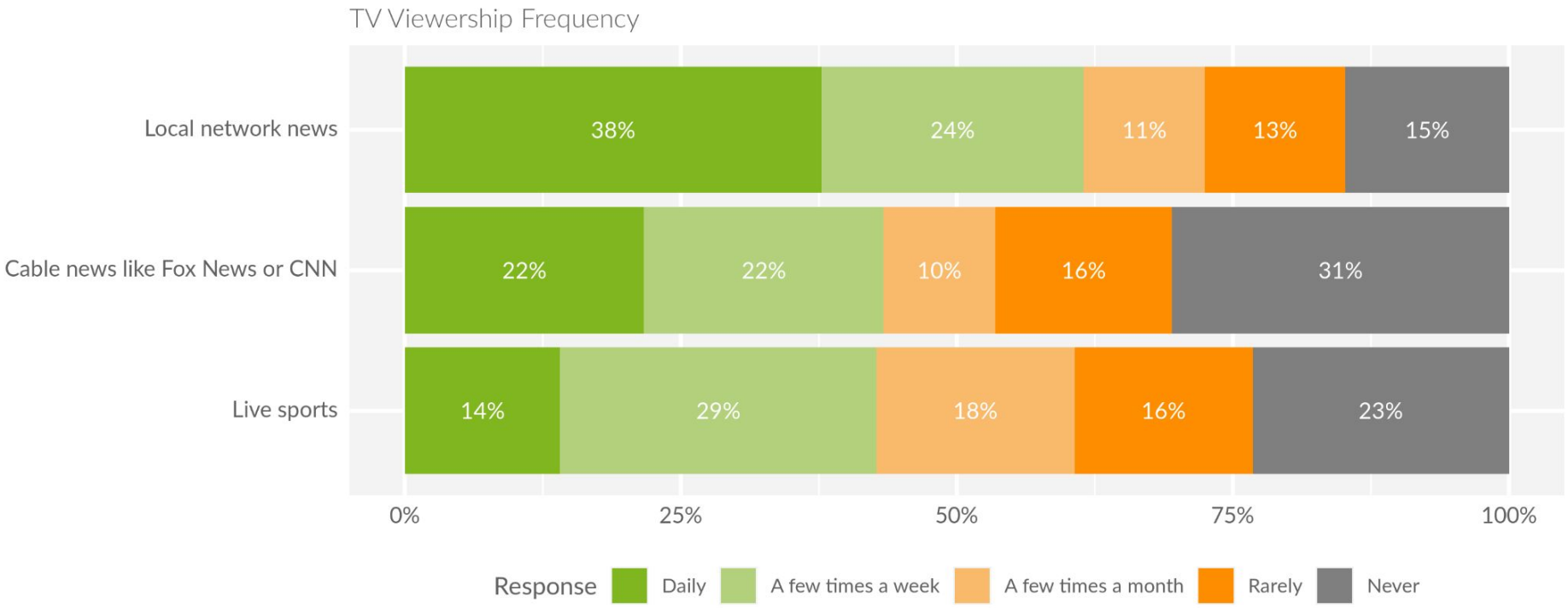
Media Consumption



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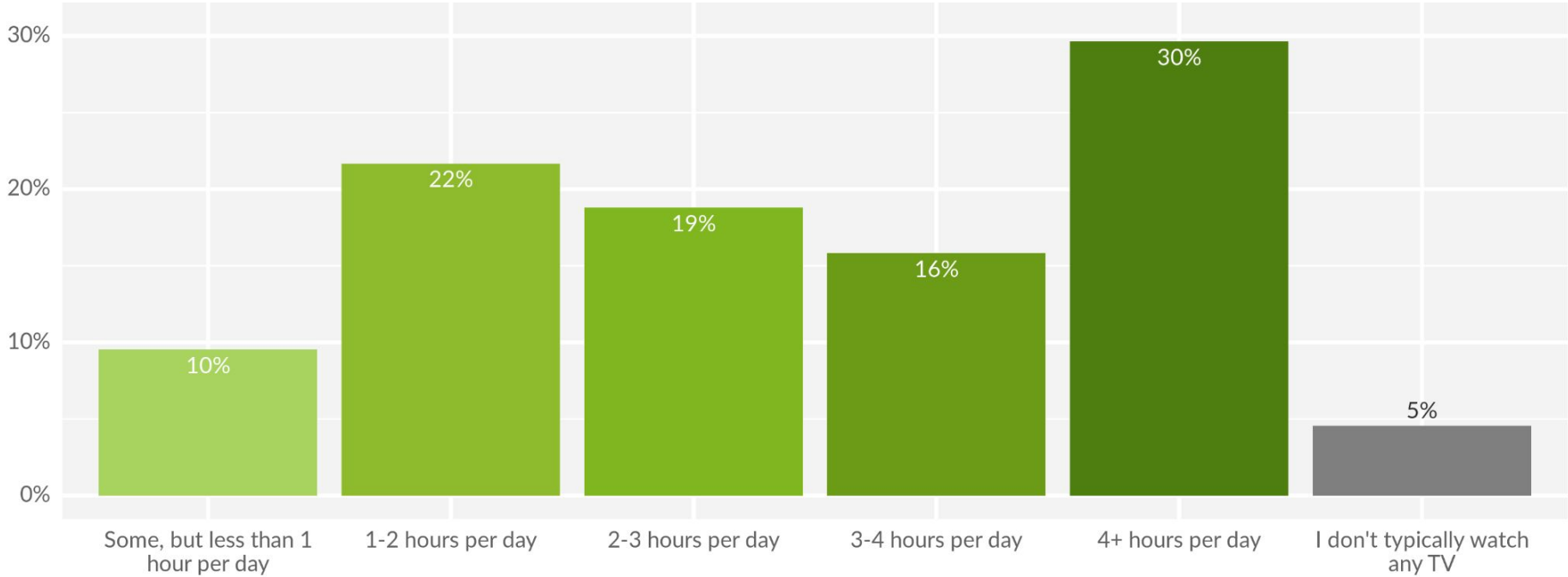
Media Consumption

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



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clarity+campaign(labs)

Learn more about our Omnibus survey

contact@claritycampaigns.com

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