

Clarity Omnibus Survey

January 2026

clarity+campaign(labs)

Methodology

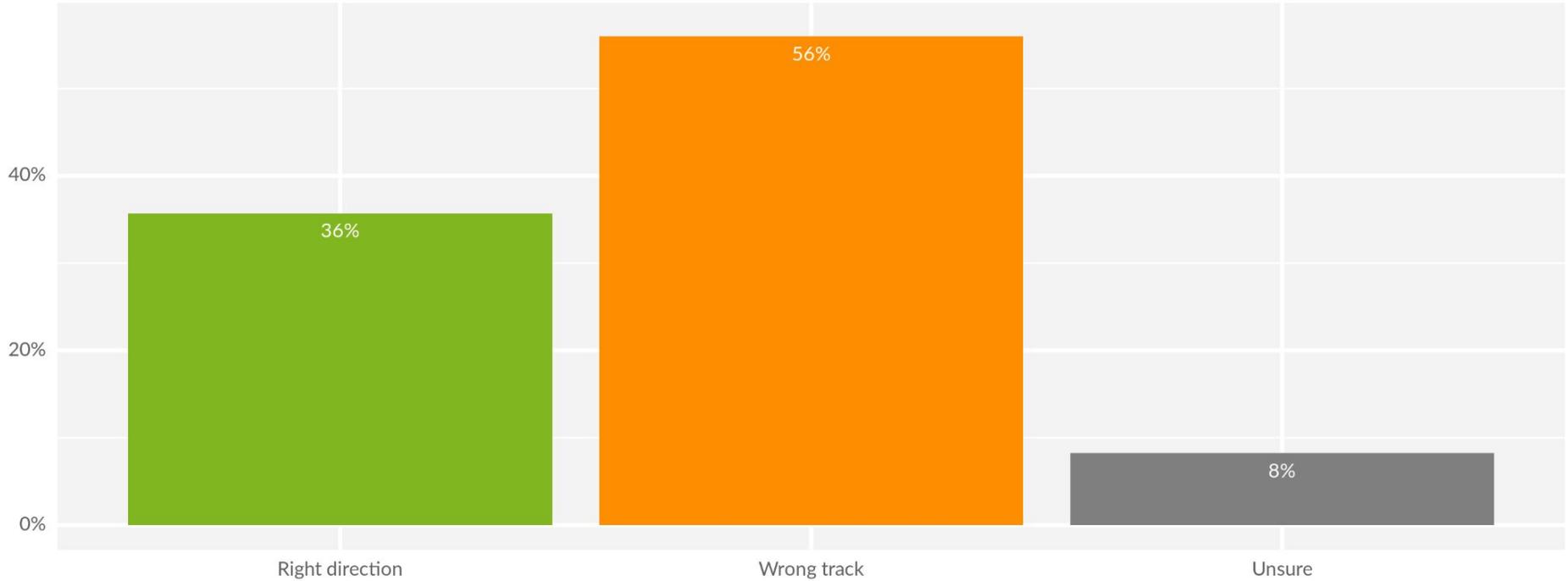
The January 2026 Clarity Omnibus survey was conducted from January 15-22nd via national online public opinion panels. 1,147 respondents were matched to the voter file. The margin of error of this poll is +/-2.9% at a 95% confidence interval.

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

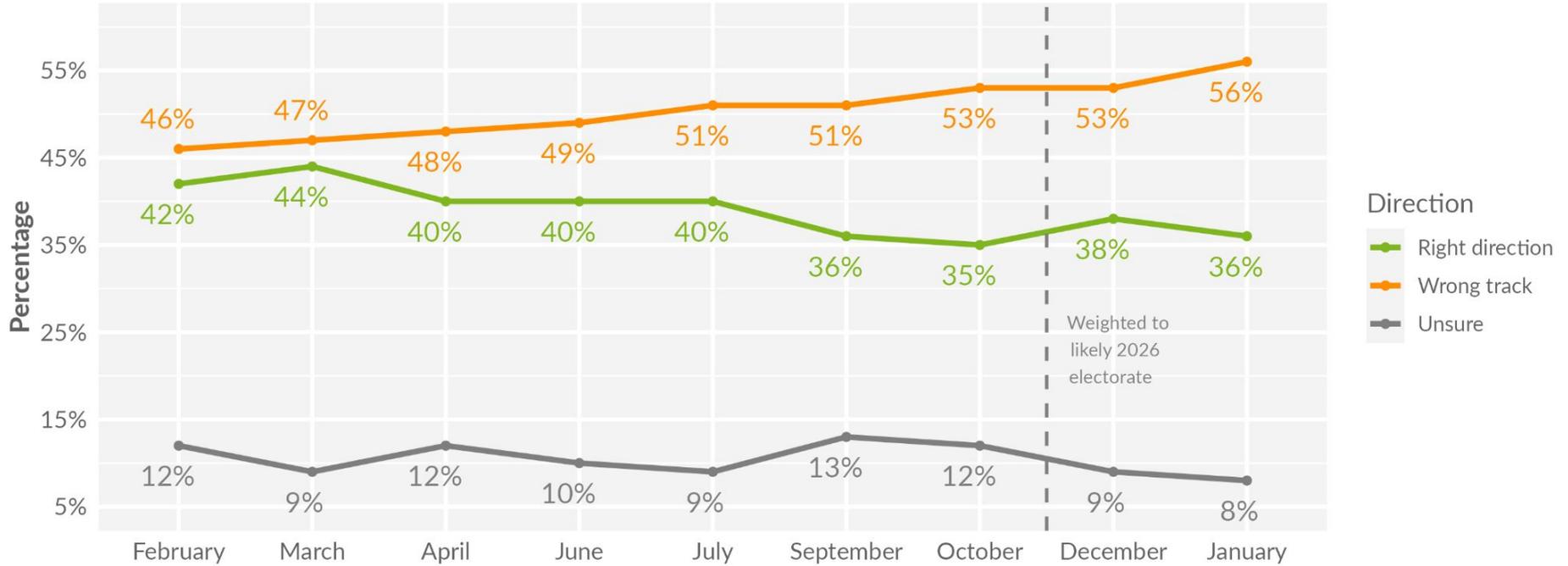
Responses are **weighted to a national universe of likely 2026 General election voters** using factors including age, gender, race, education, geography, and our [2026g Turnout model](#).

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?

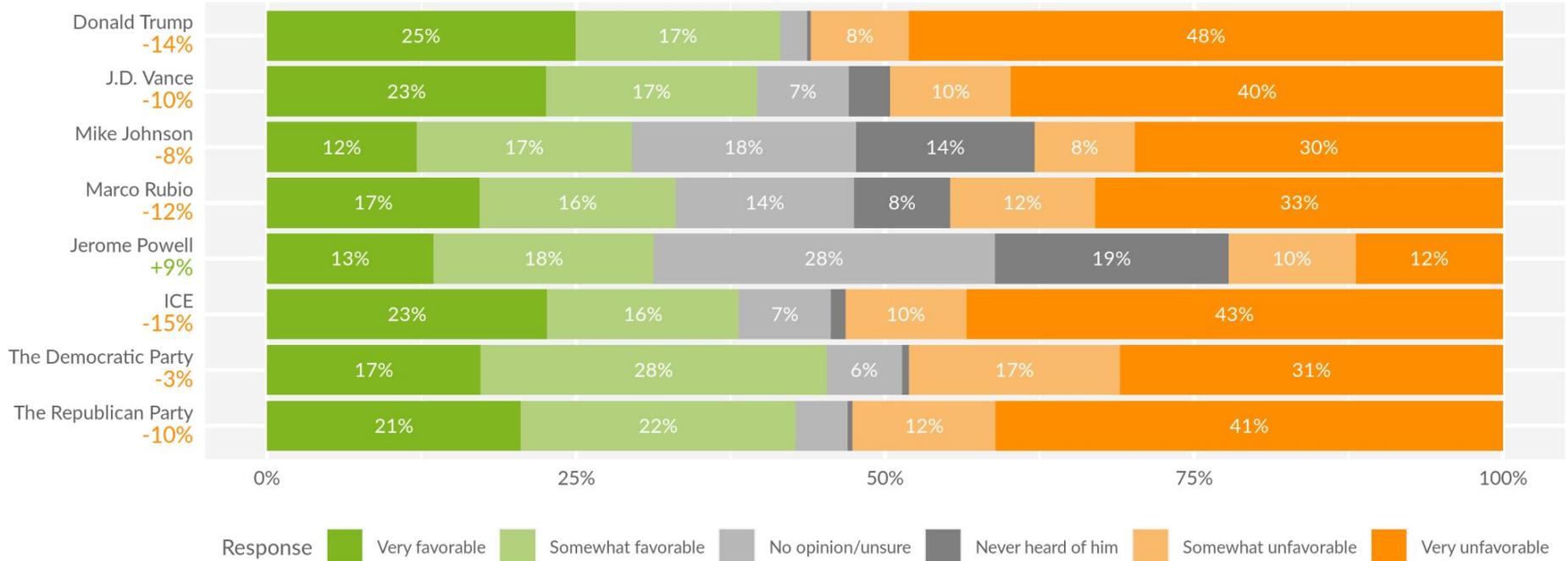


Right Track/Wrong Direction

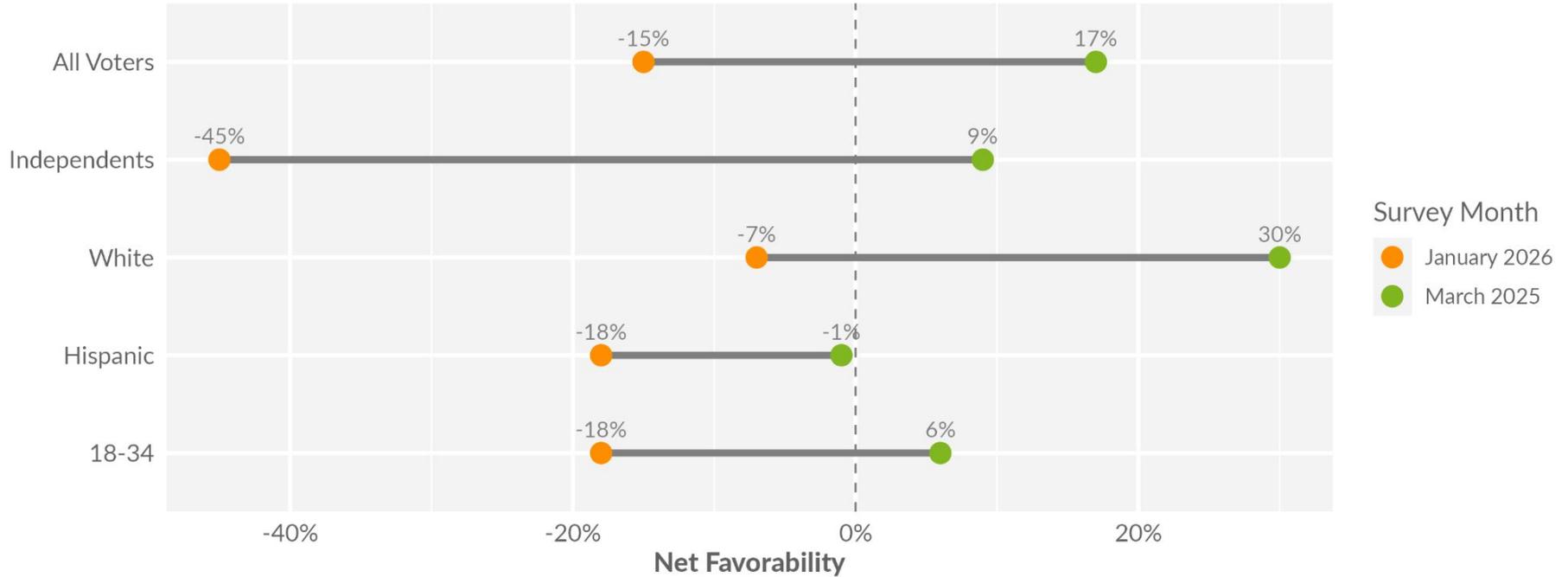


Political Views and Attitudes

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

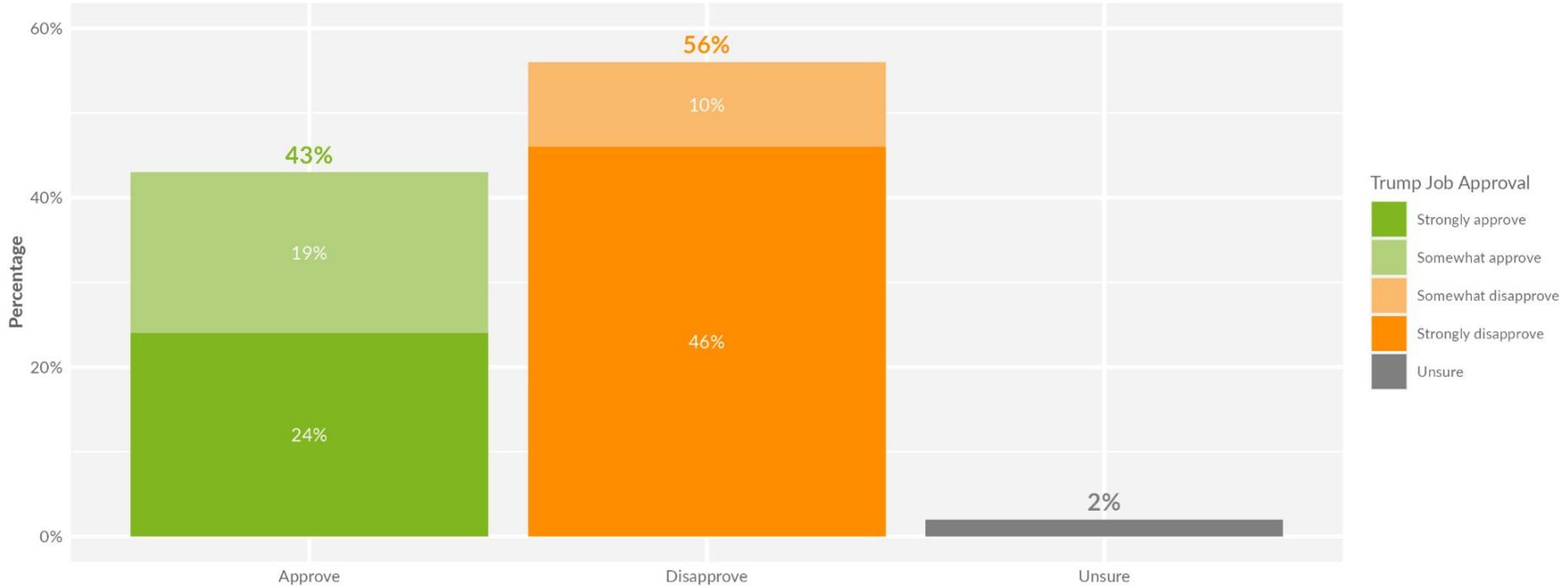


Change in Net Favorability of ICE: March 2025 to January 2026



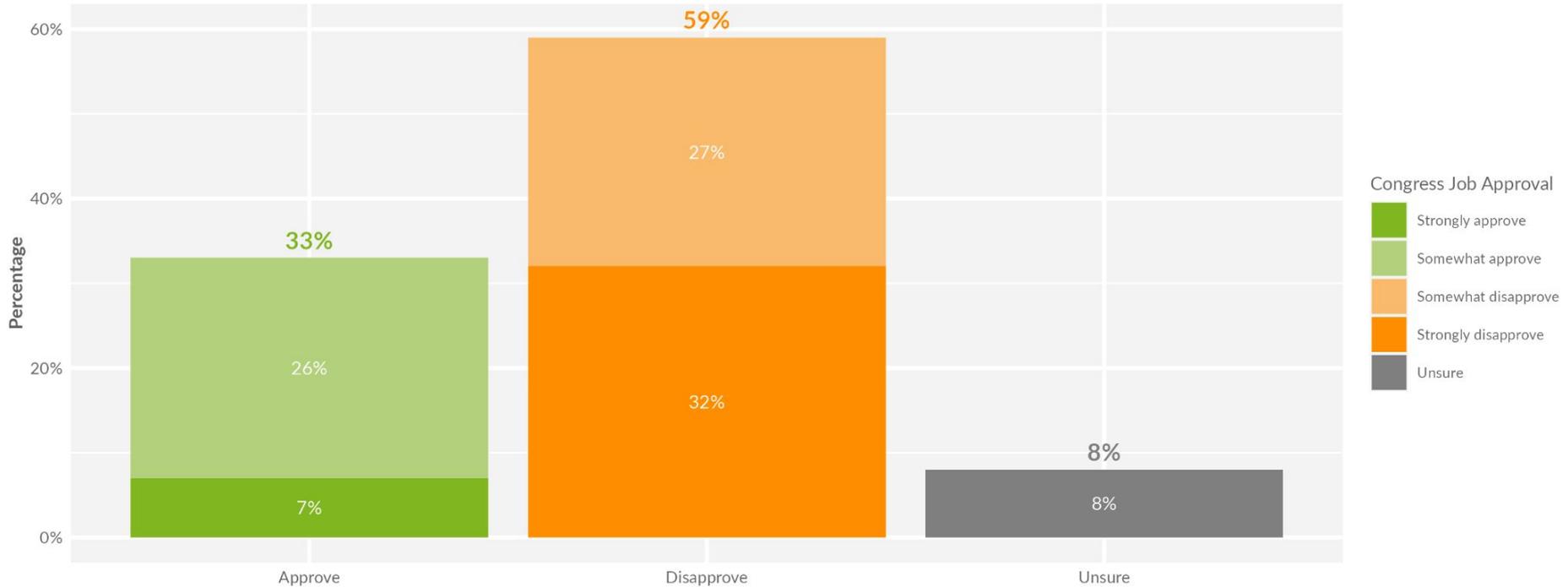
Political Views and Attitudes

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



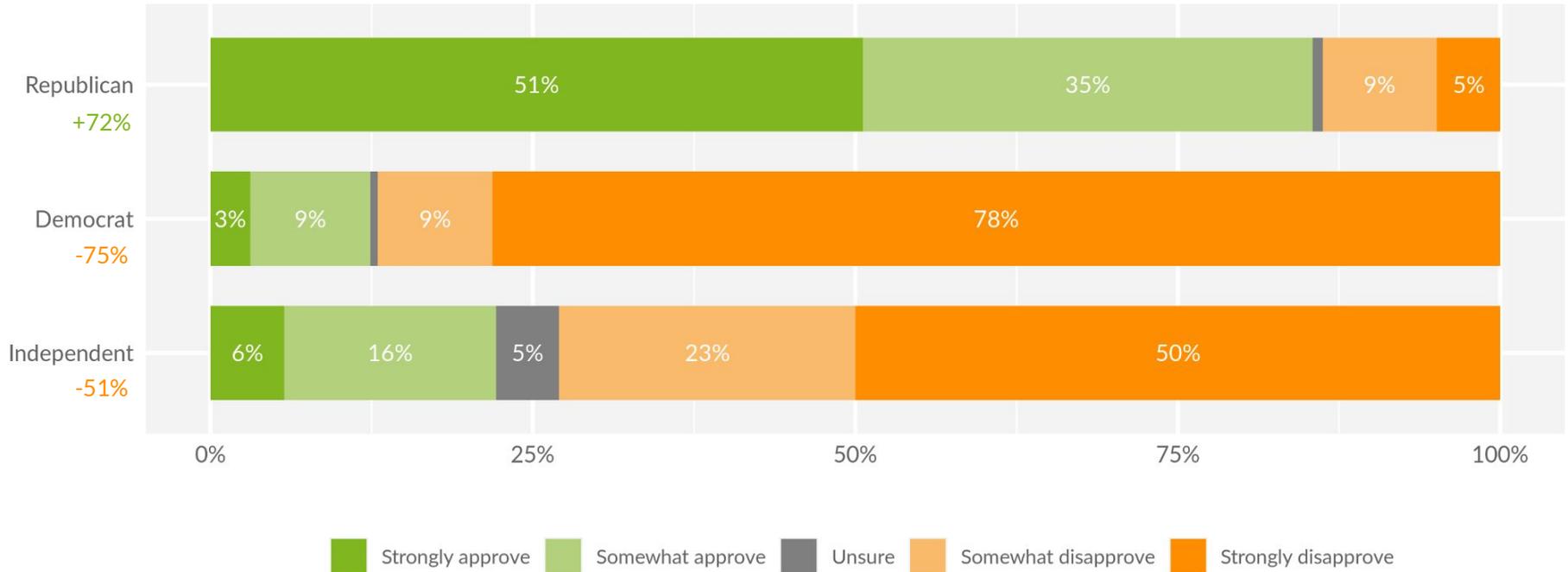
Political Views and Attitudes

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

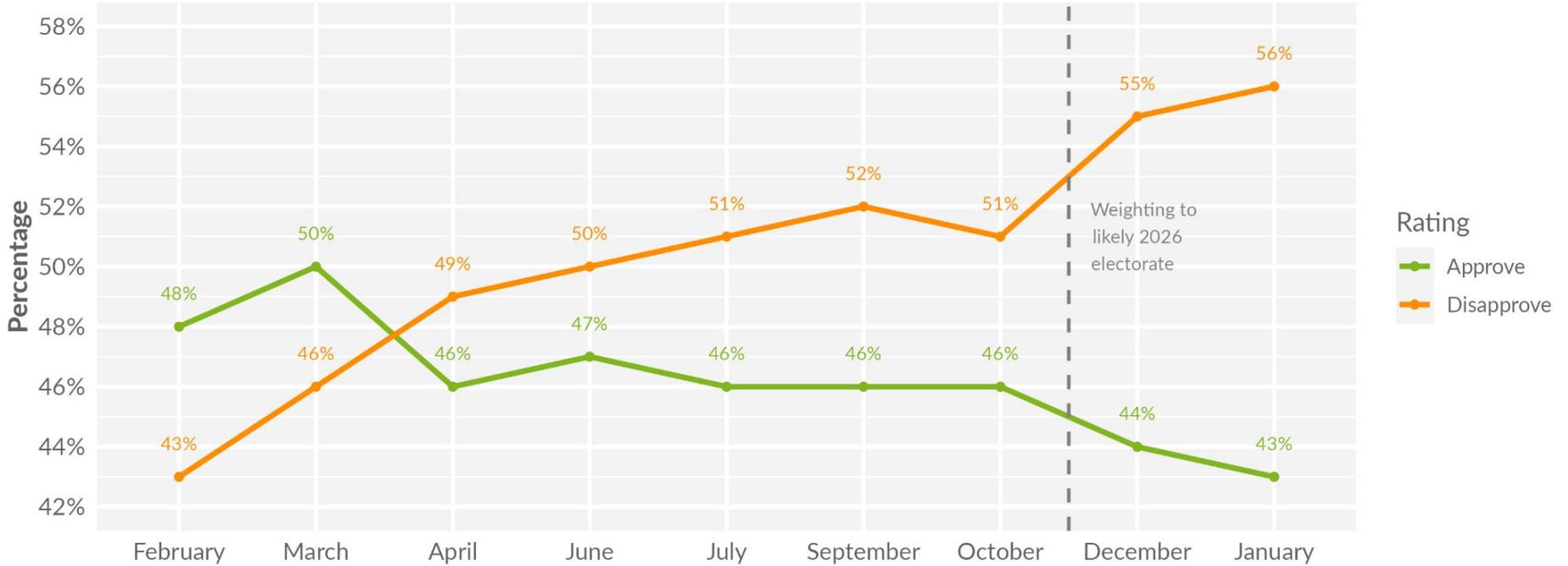


Political Views and Attitudes

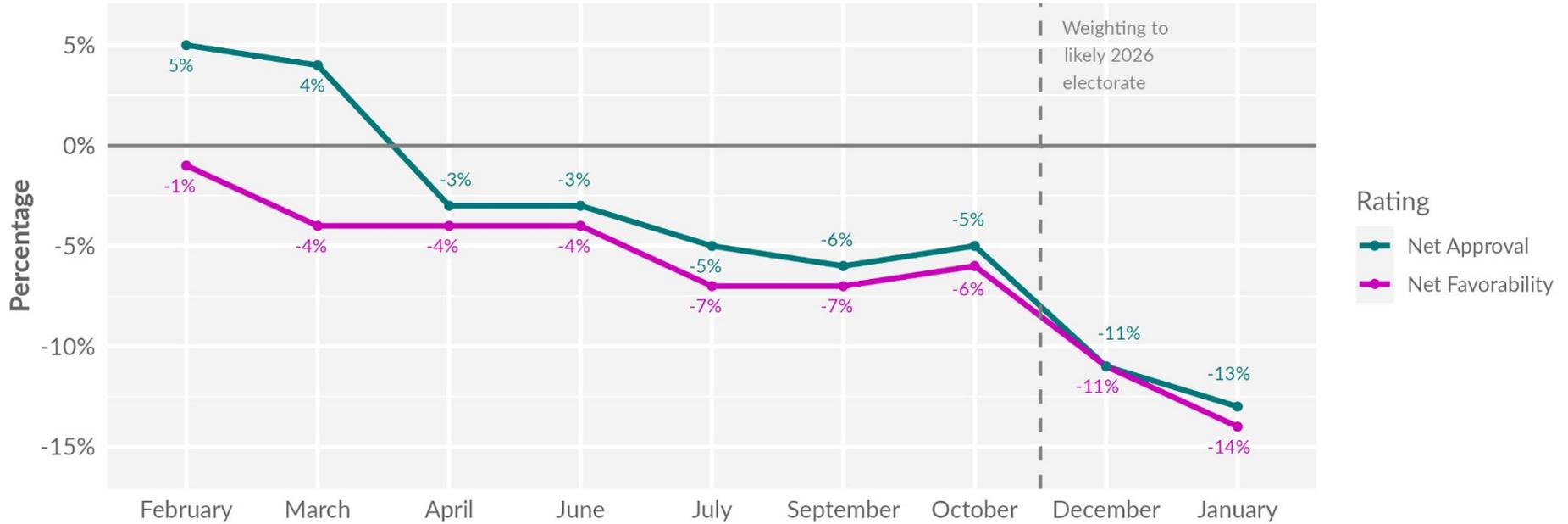
Trump Job Approval by Party ID



Trump Job Approval Rating in Clarity Omnibus Surveys

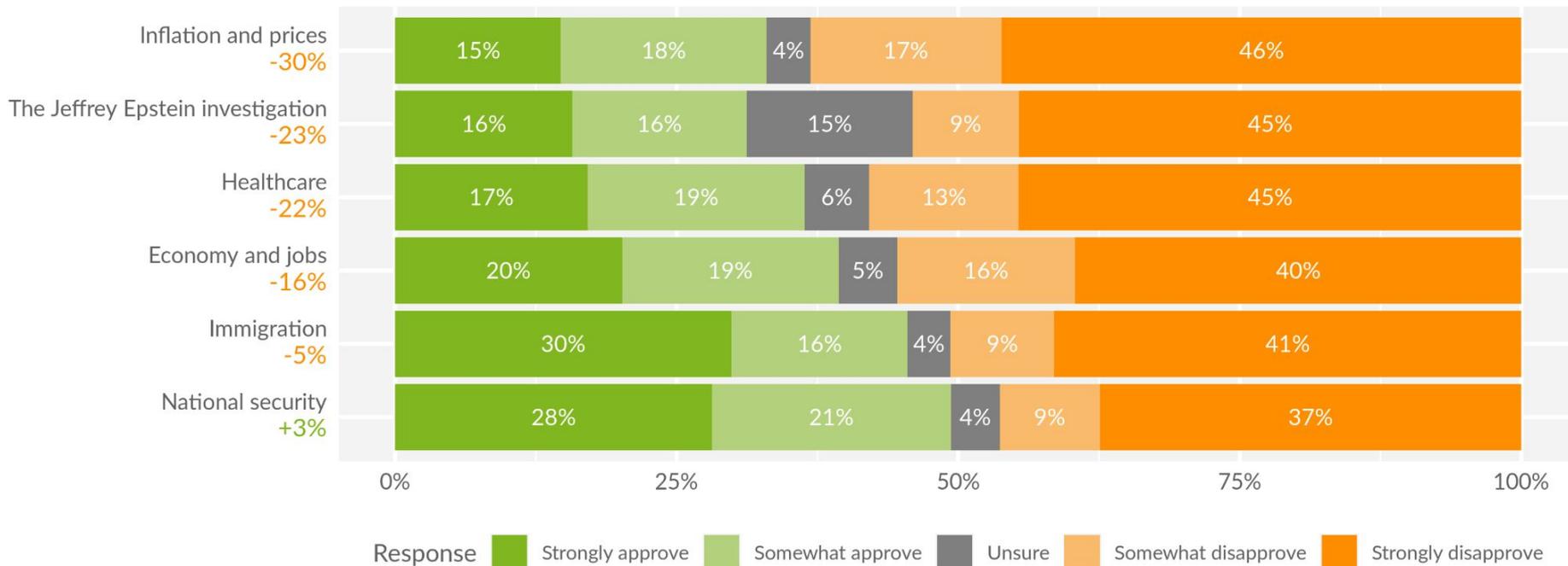


Trump Net Job Approval and Favorability Ratings in Clarity Omnibus Surveys

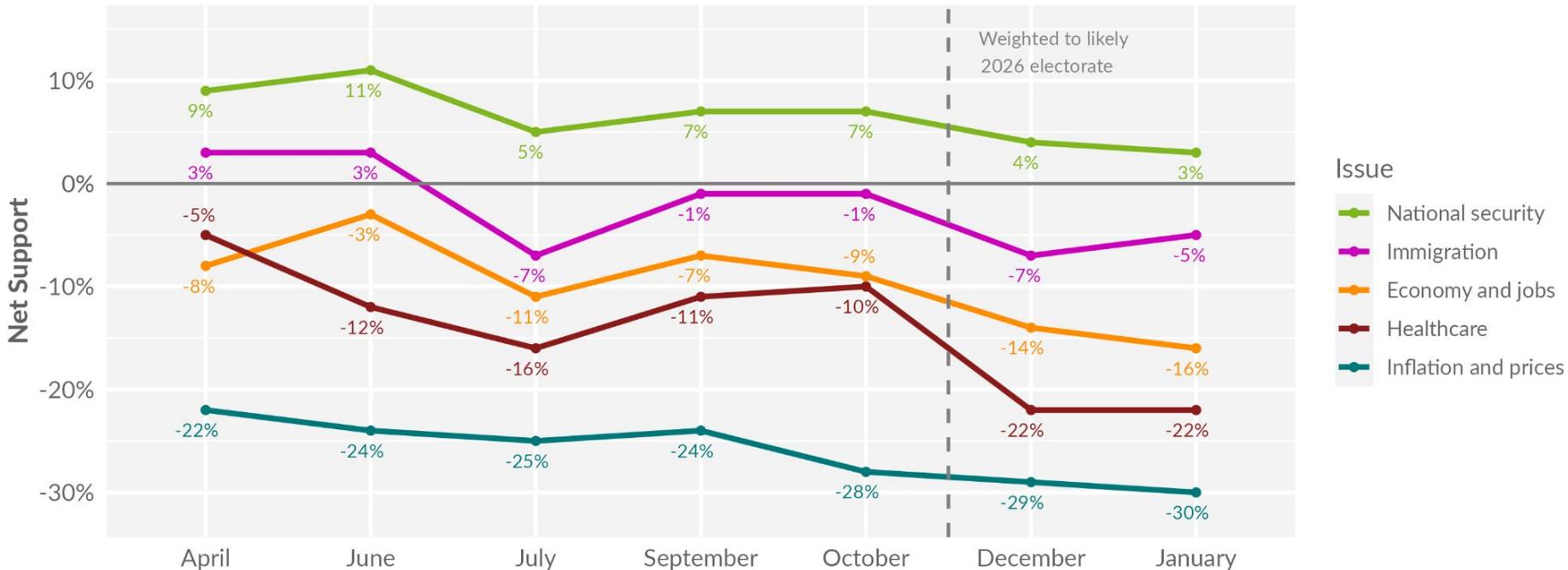


Political Views and Attitudes

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

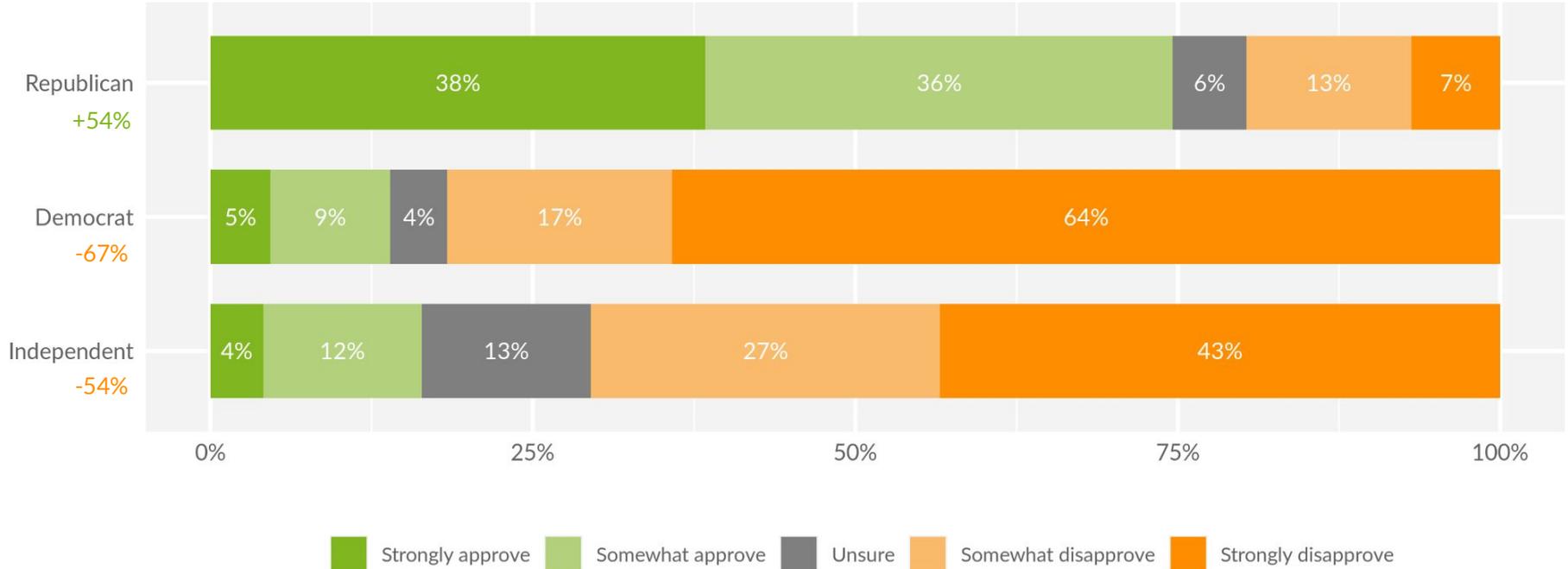


Trump Net Approval by Issue in Clarity Omnibus Surveys



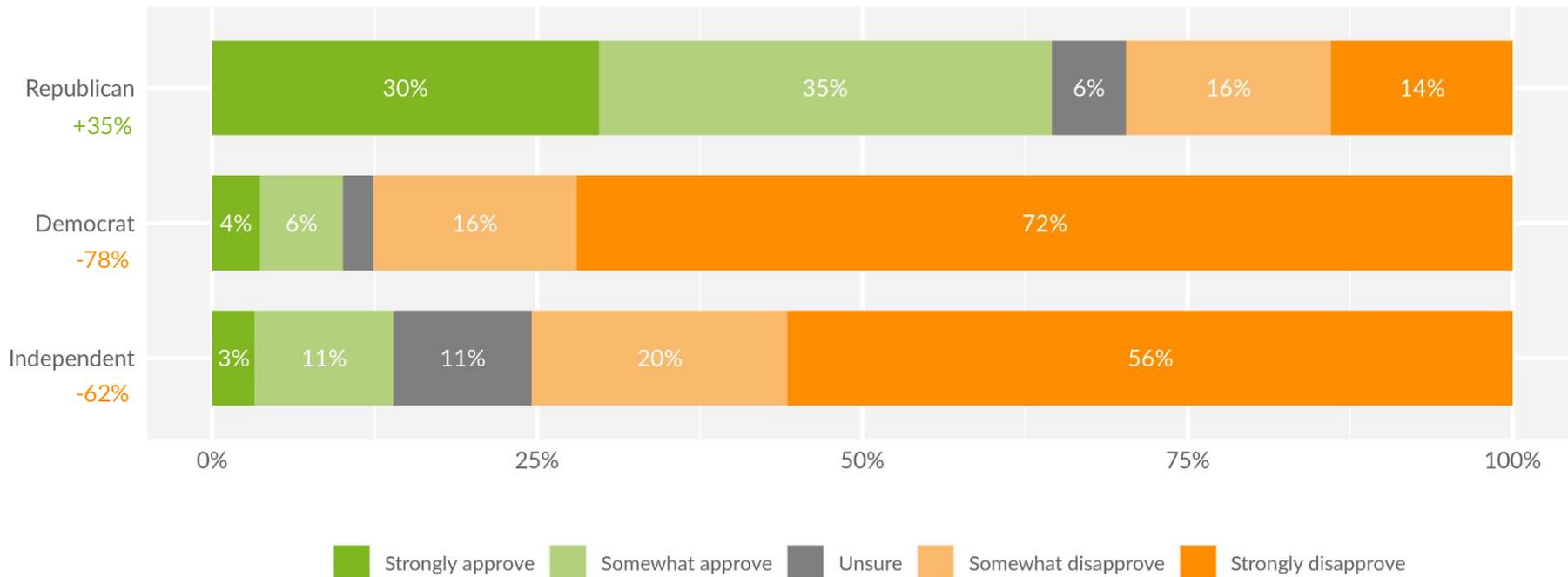
Political Views and Attitudes

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



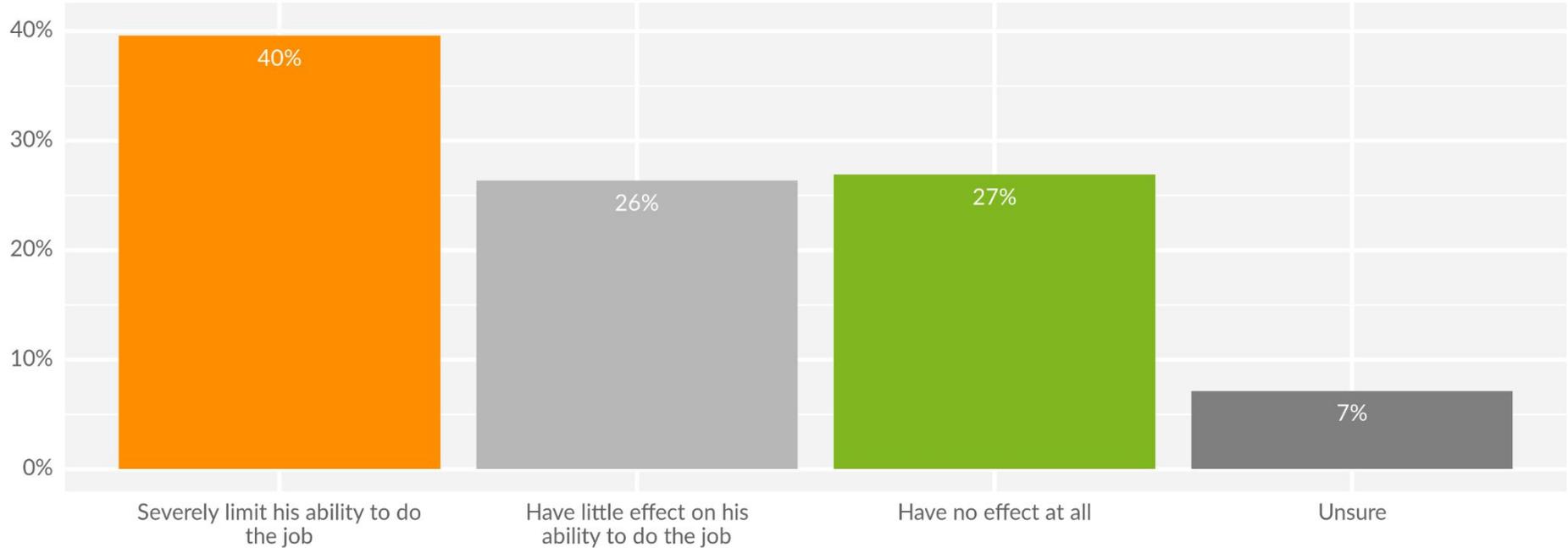
Political Views and Attitudes

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



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%

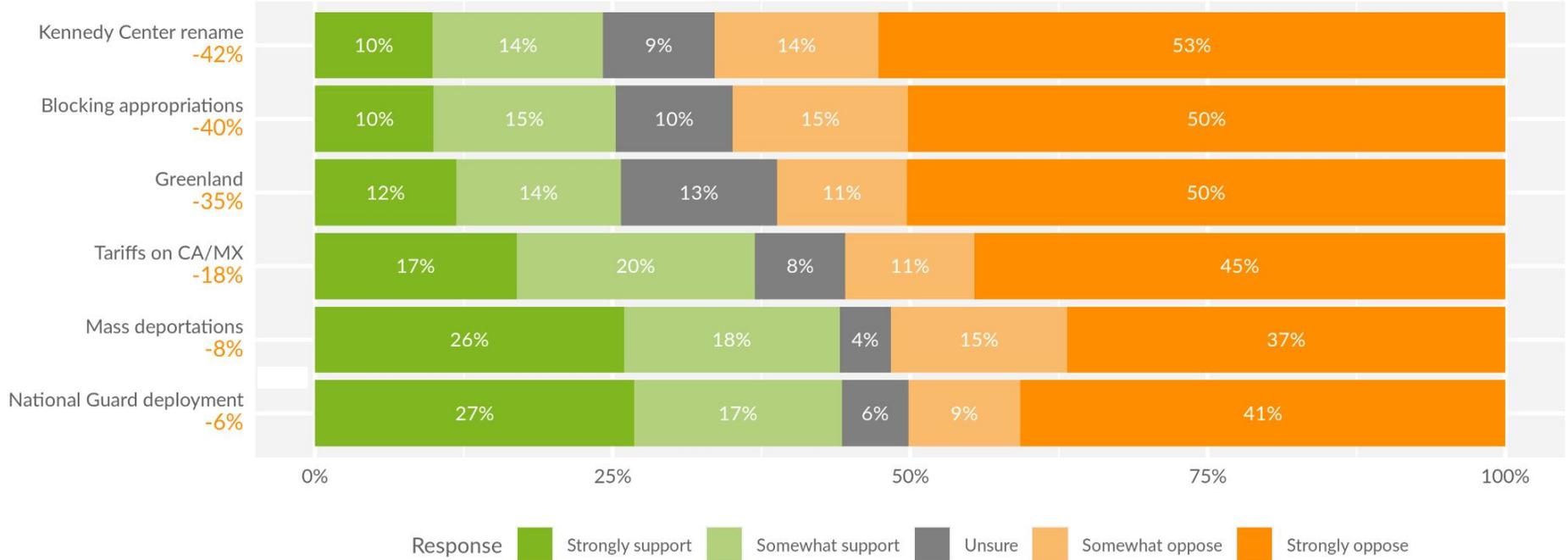
Tariffs on CA and MX: Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada. -18%

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

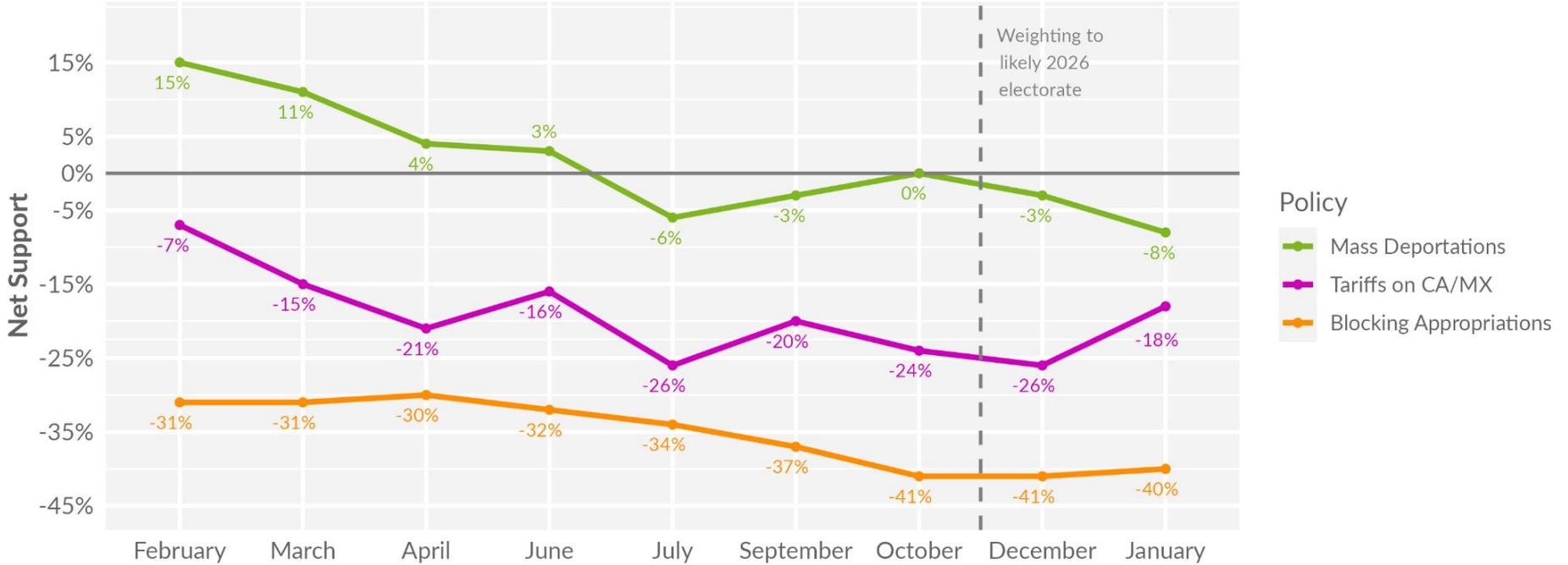
National Guard: Deploying the national guard to cities like Washington DC or Chicago to address crime. -6%

Political Views and Attitudes

Do you support or oppose each of the following policies?

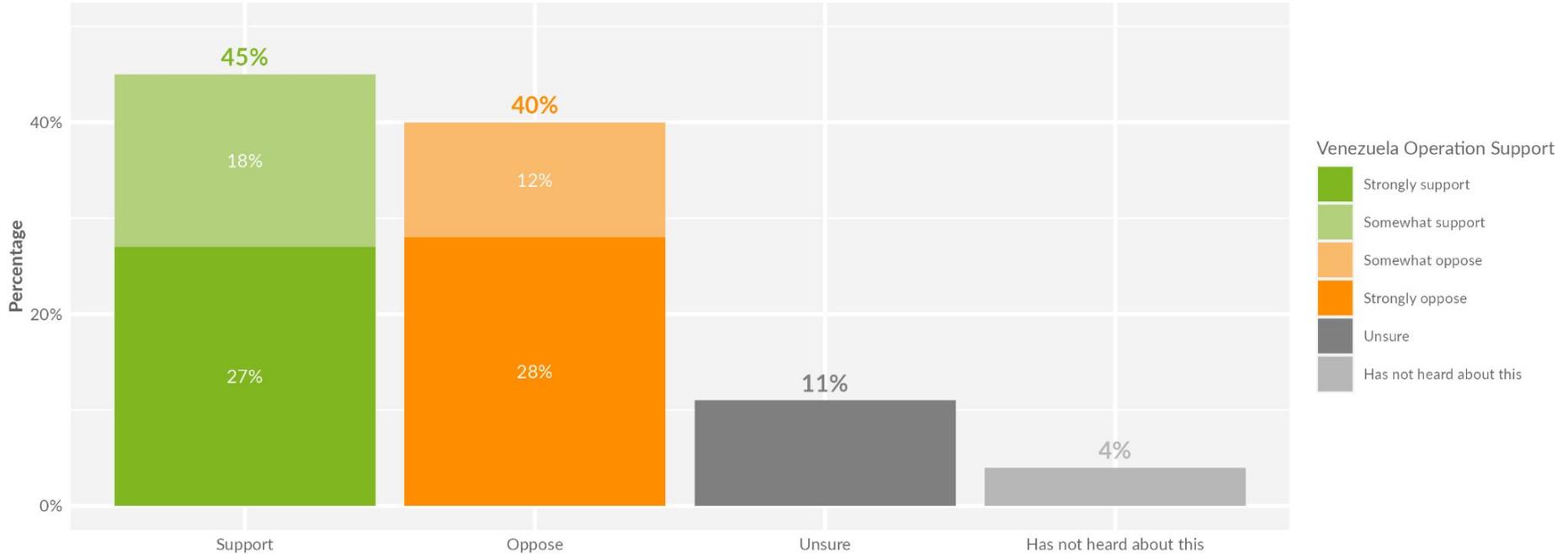


Trump Policy Net Support in Clarity Omnibus Surveys



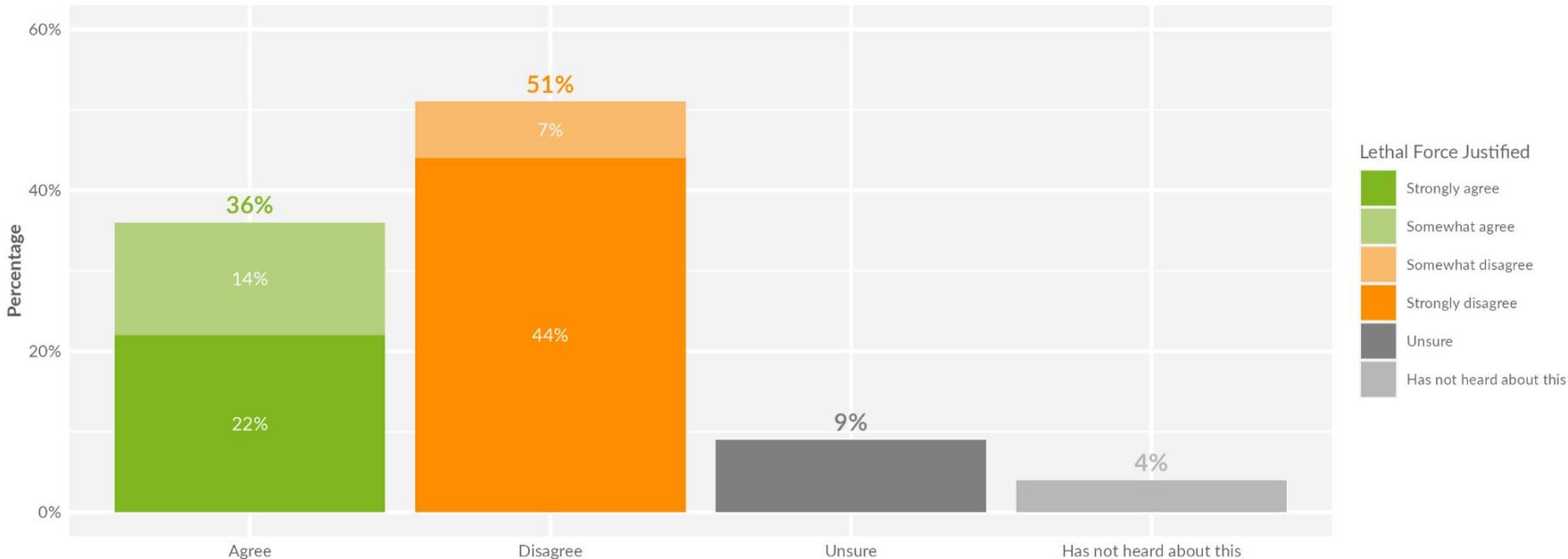
Political Views and Attitudes

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



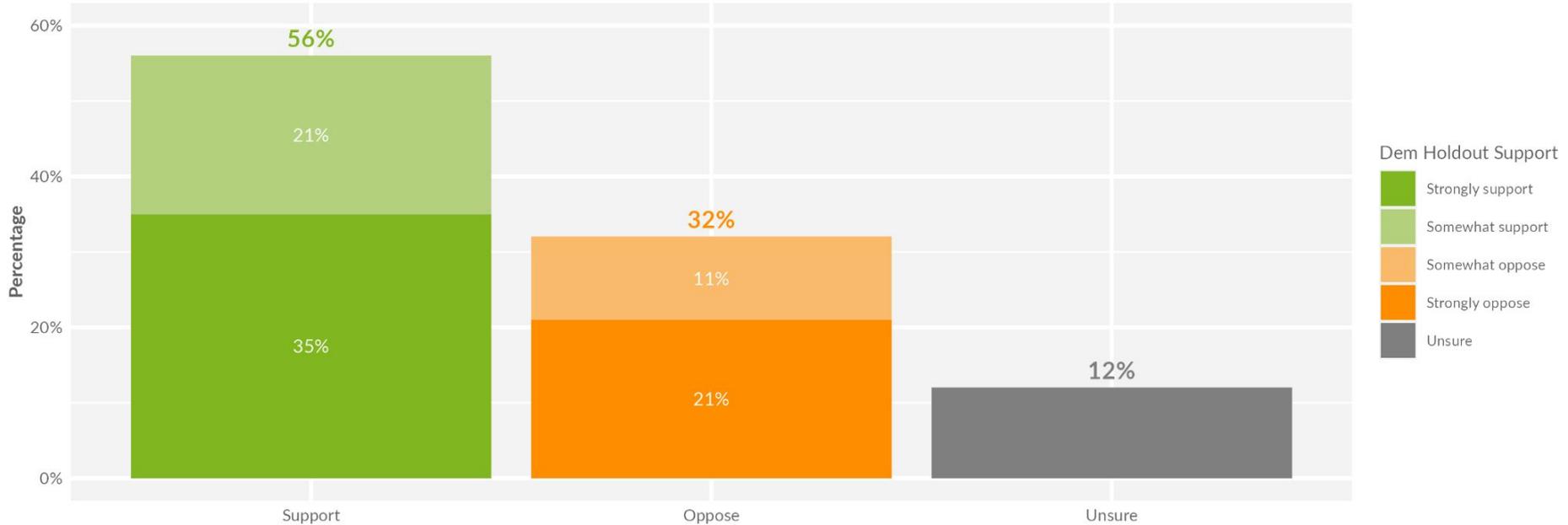
Political Views and Attitudes

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?



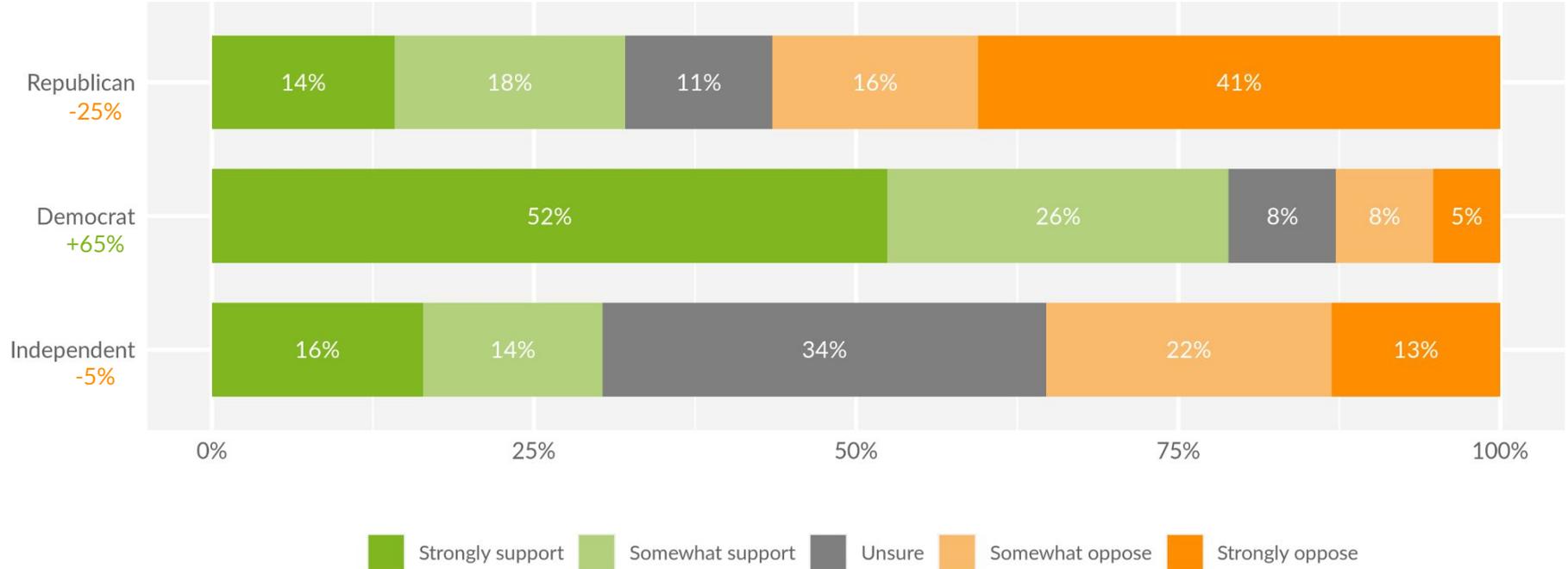
Political Views and Attitudes

Democrats in Congress say they won't vote for a 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?



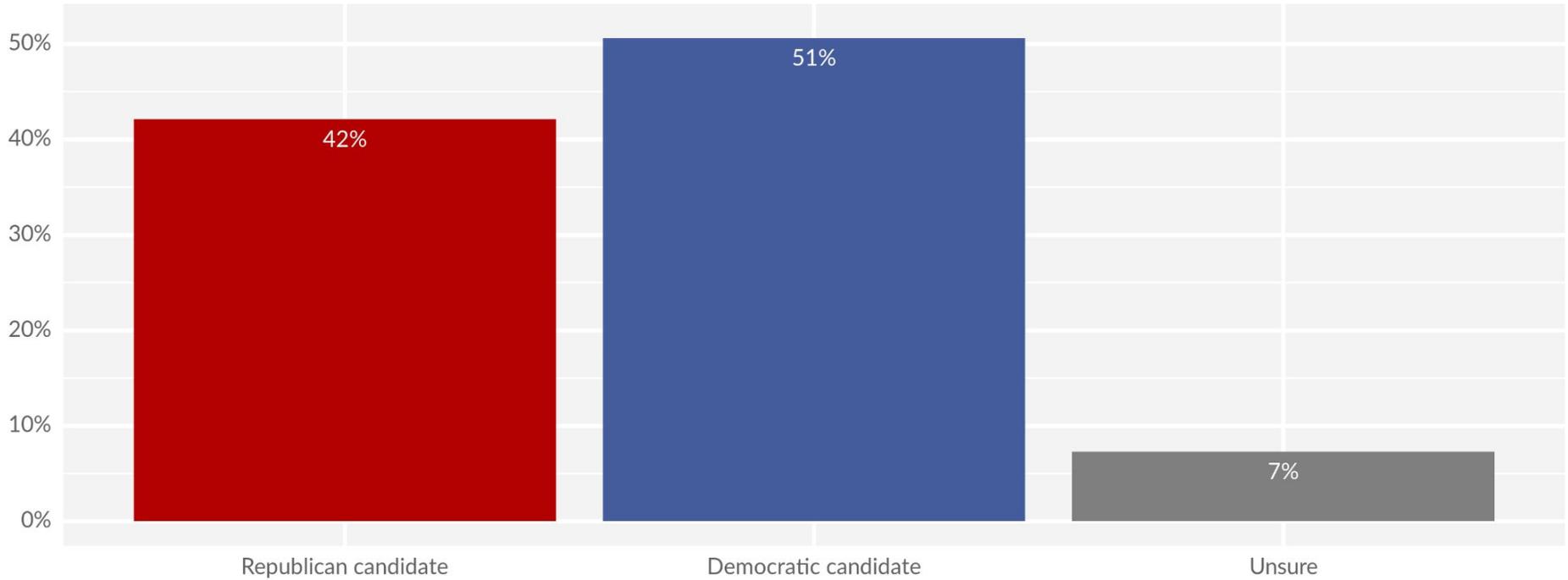
Political Views and Attitudes

Dem Shutdown Holdout Support by Party ID (w/ Leaners)



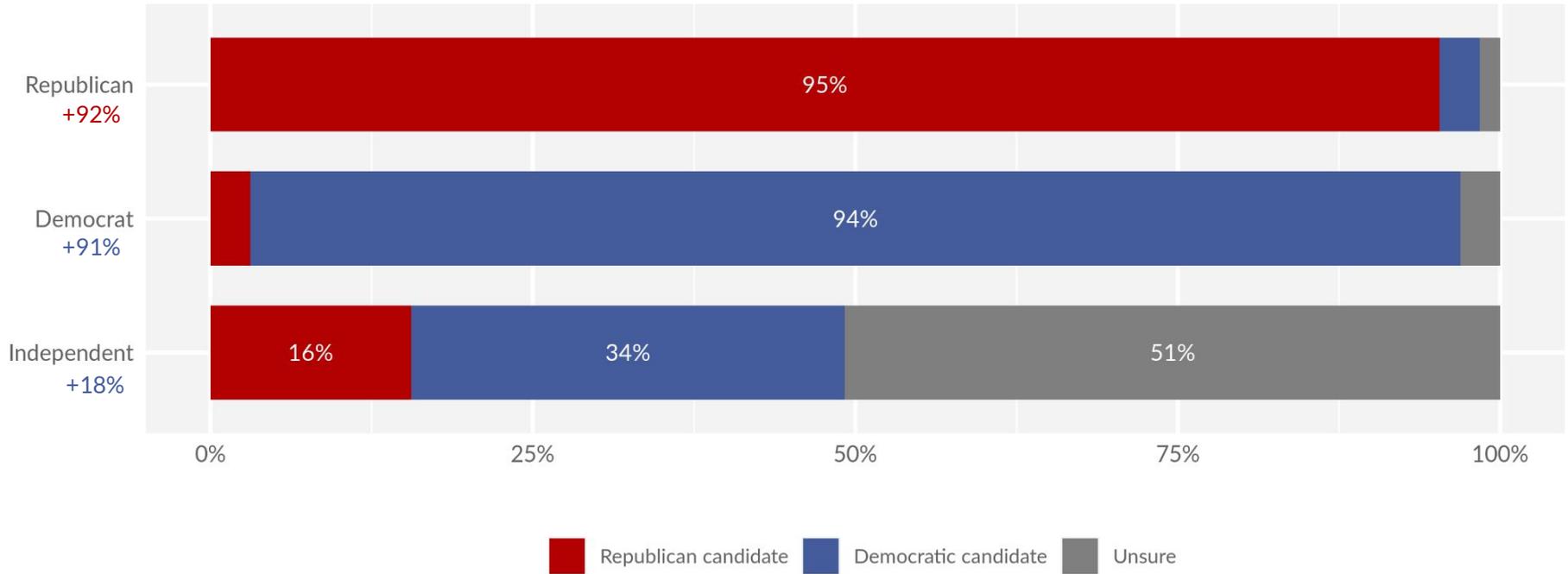
Political Views and Attitudes

Generic House Vote (w/ Leaners)

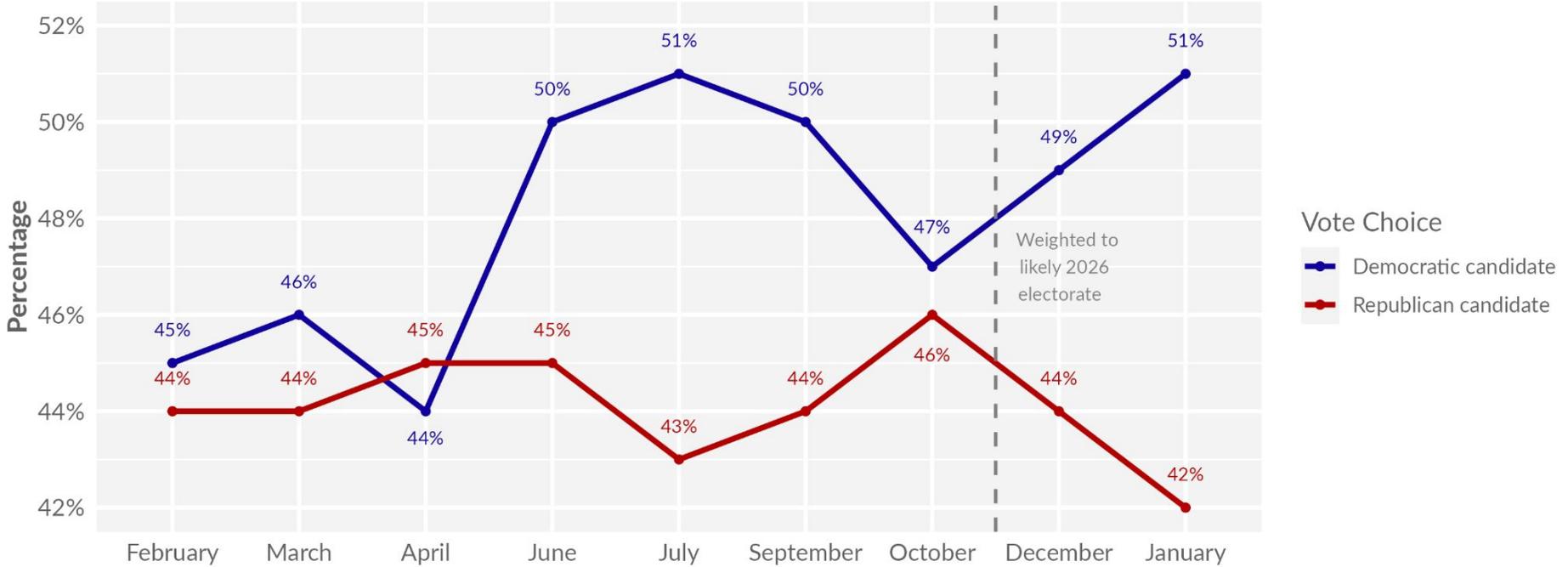


Political Views and Attitudes

Generic House Vote (w/ Leaners) by Party ID

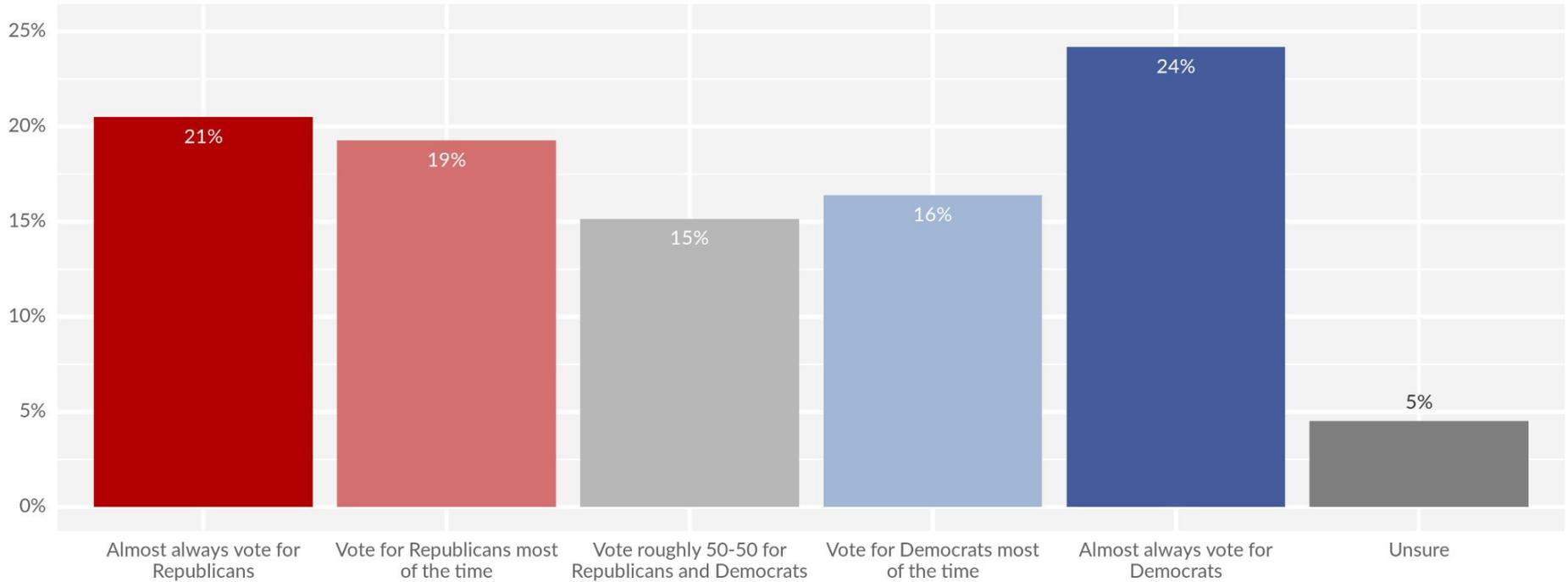


Congressional Generic Ballot in Clarity Omnibus Surveys



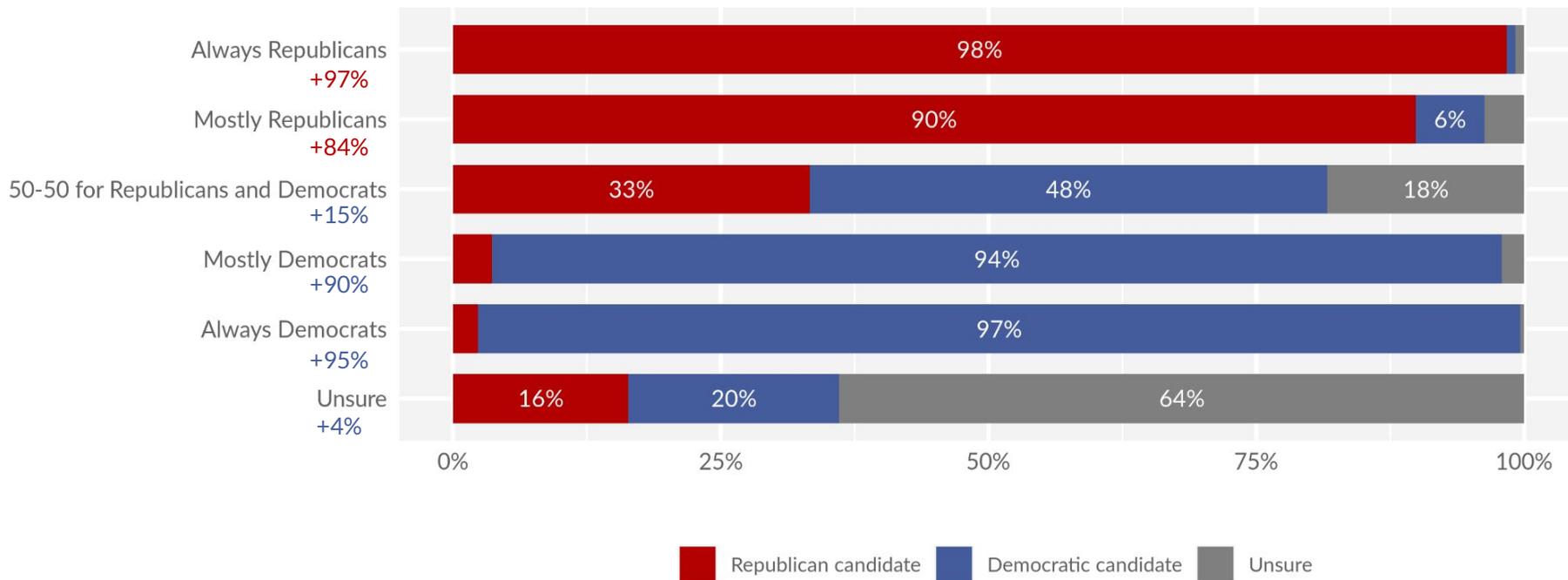
Political Views and Attitudes

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



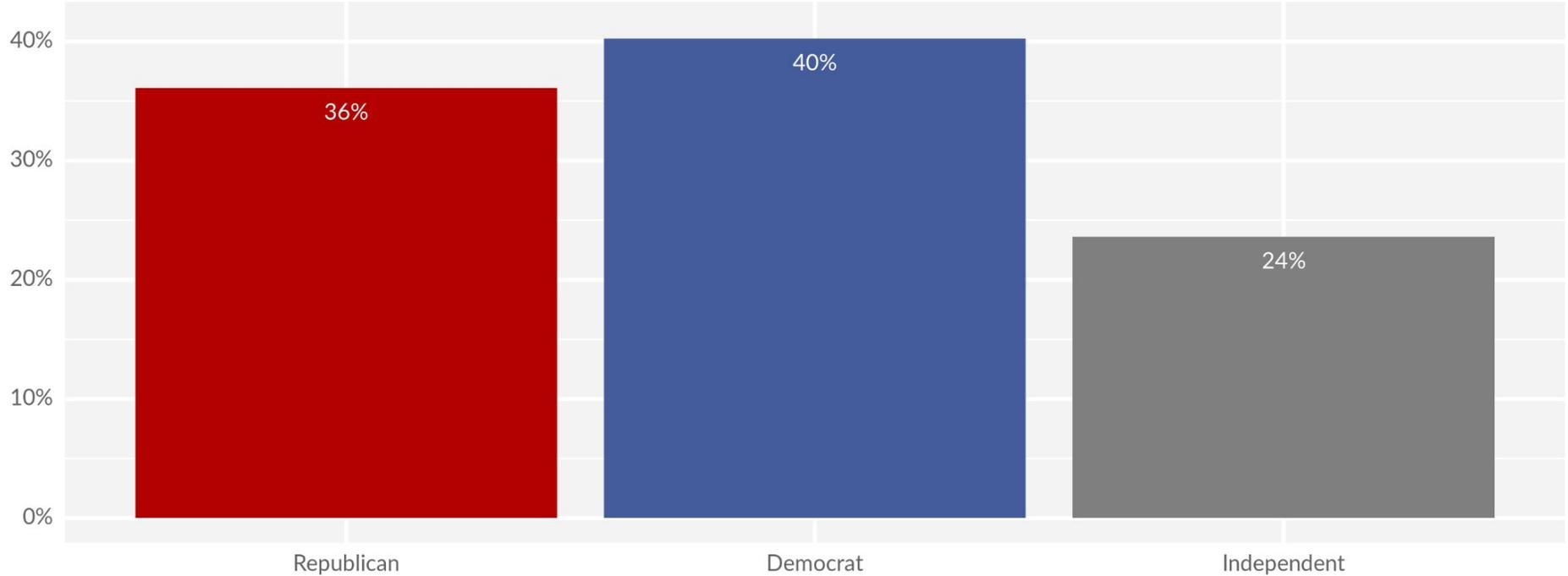
Political Views and Attitudes

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



Political Views and Attitudes

Party ID

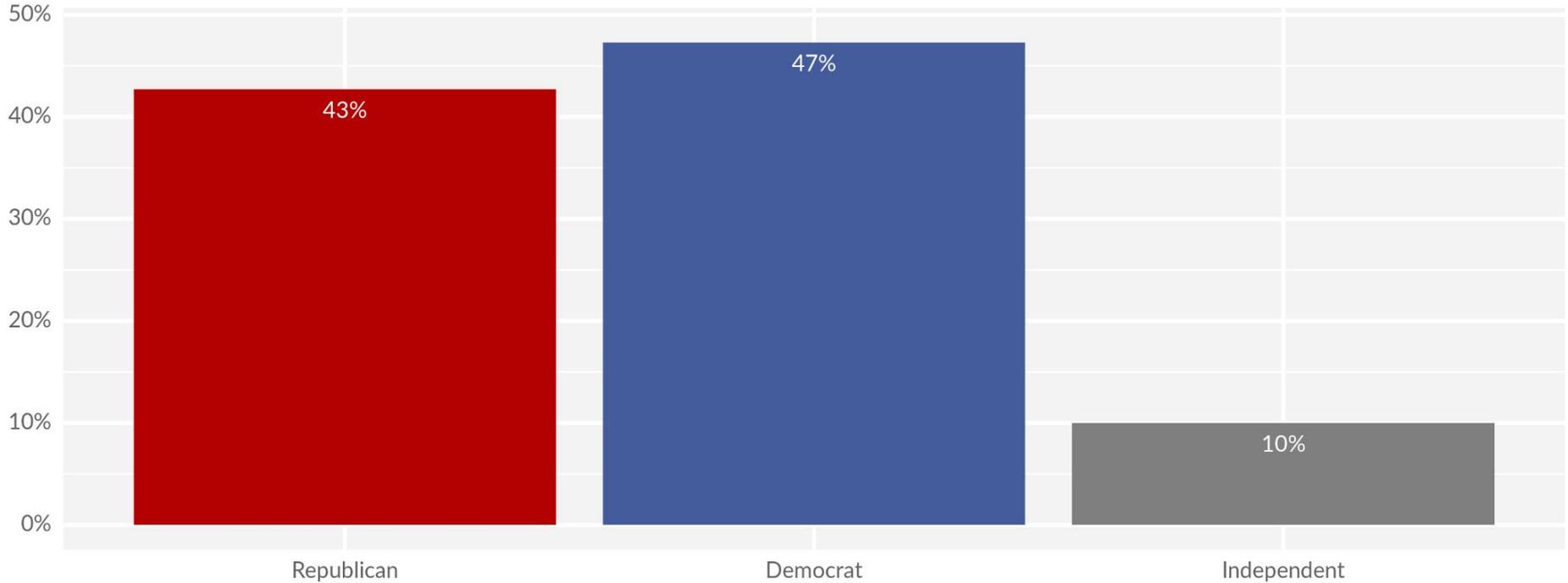


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

clarity+campaign(labs)

Political Views and Attitudes

Party ID [After Independent Push]

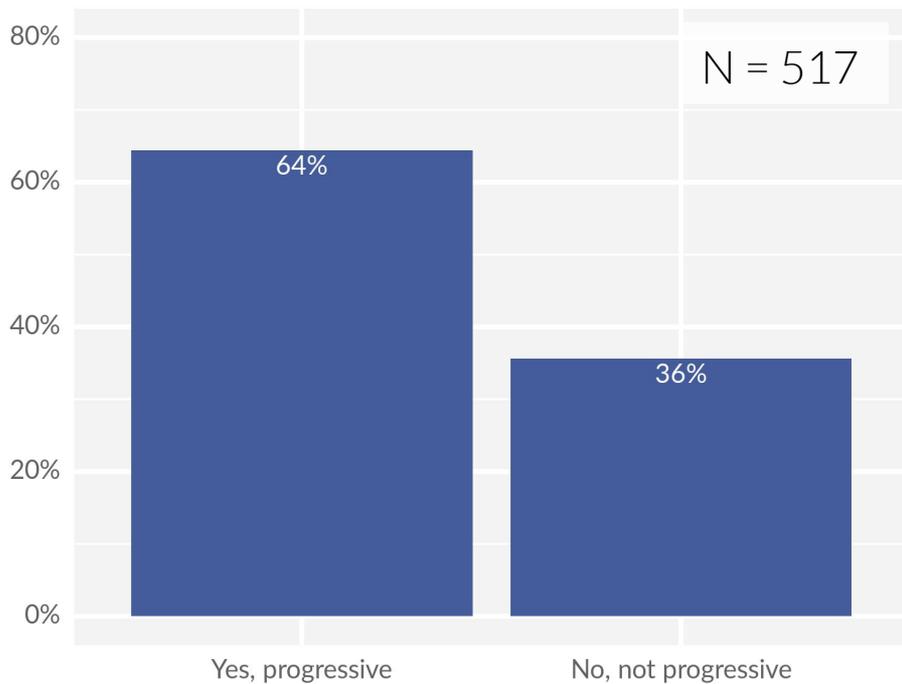


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

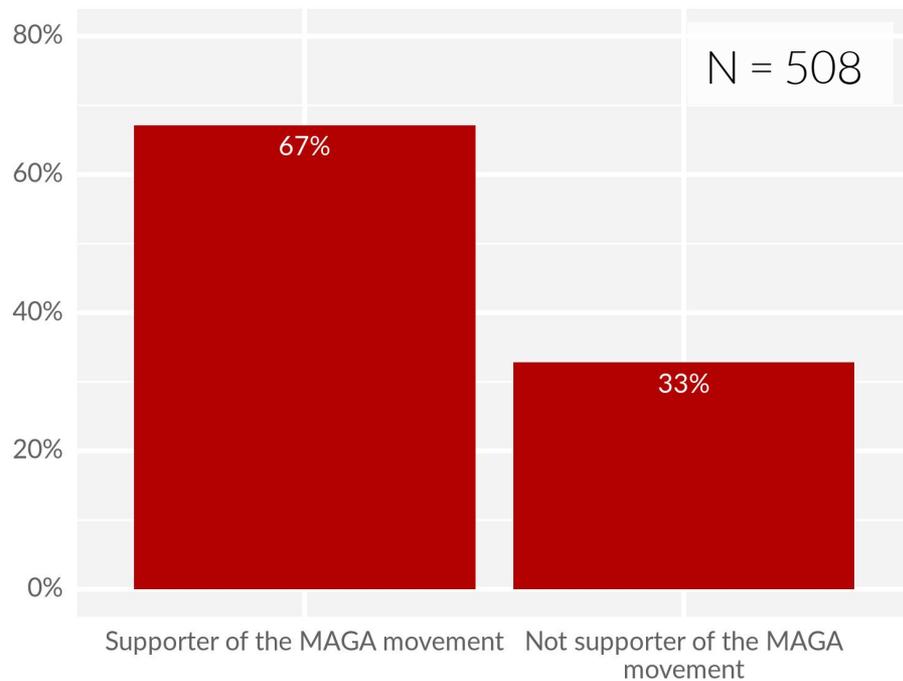
clarity+campaign(labs)

Political Views and Attitudes

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

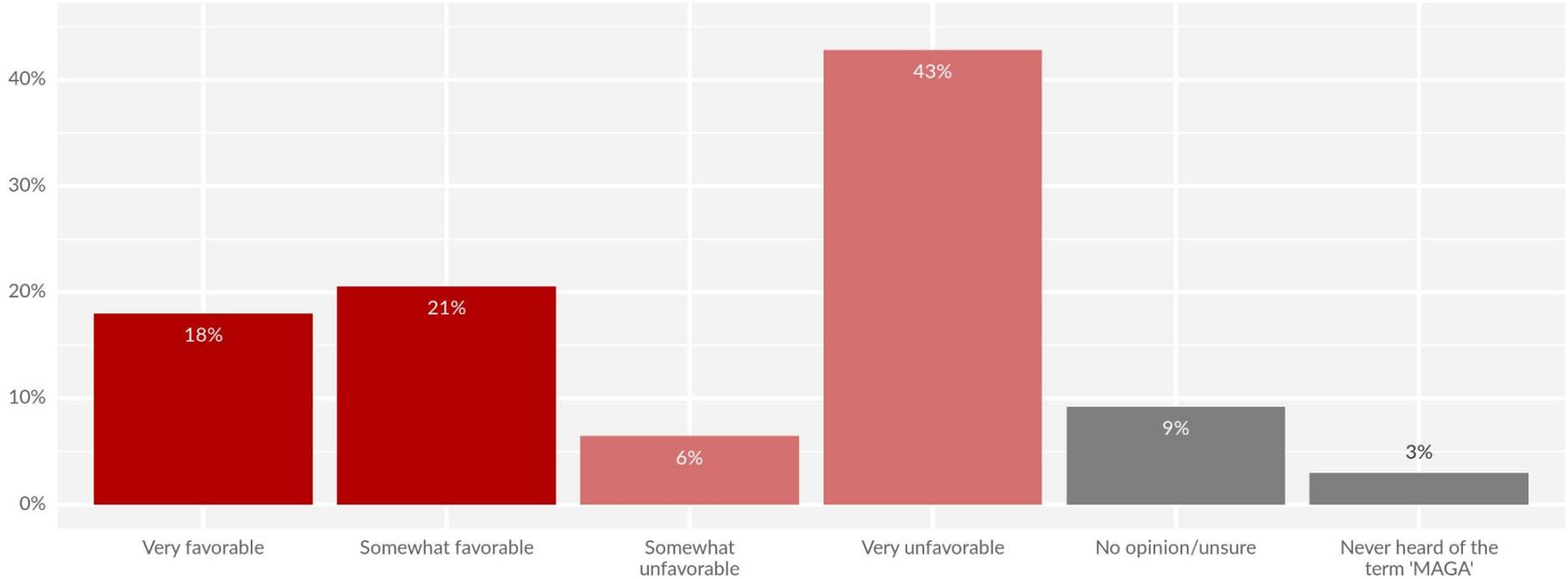


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



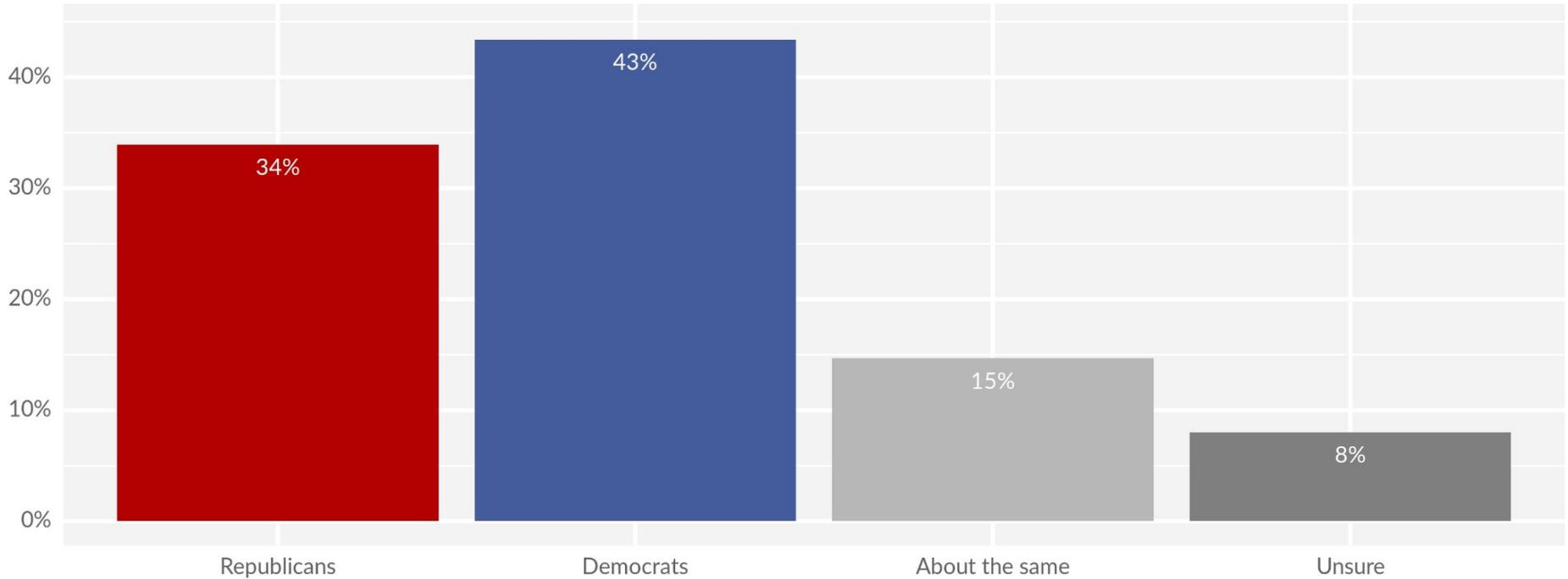
Political Views and Attitudes

What is your impression of MAGA Republicans in general?



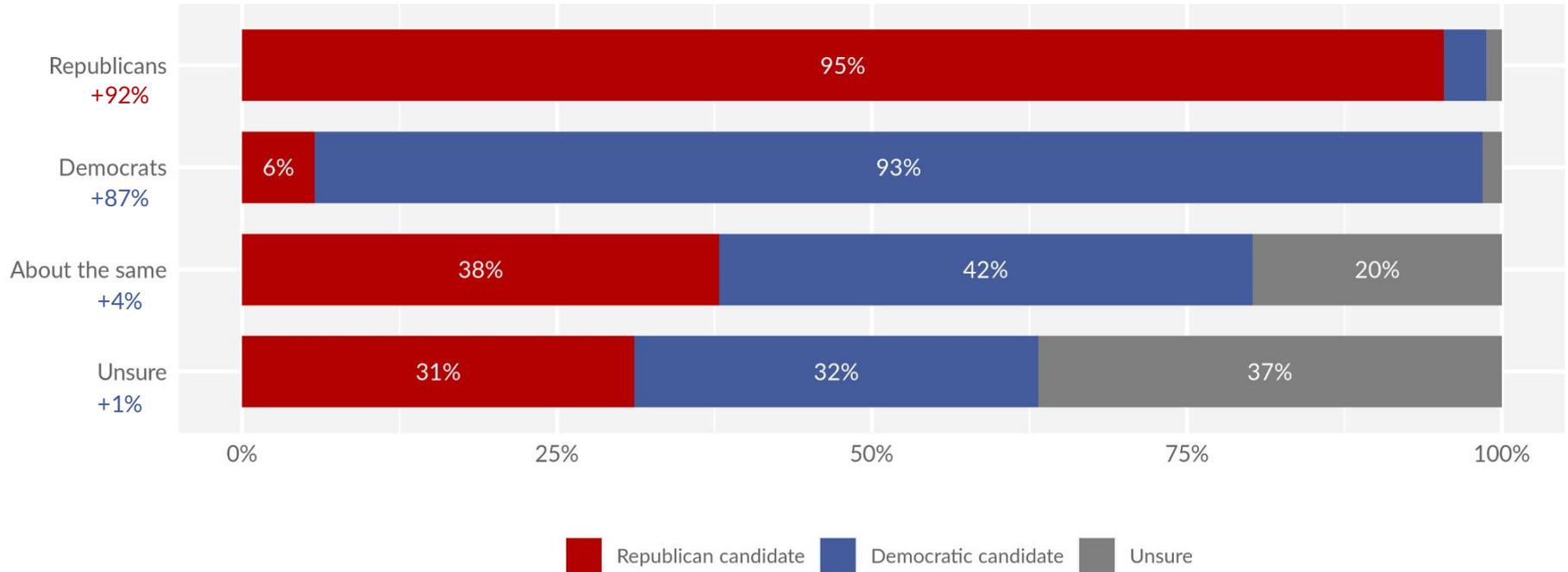
Political Views and Attitudes

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



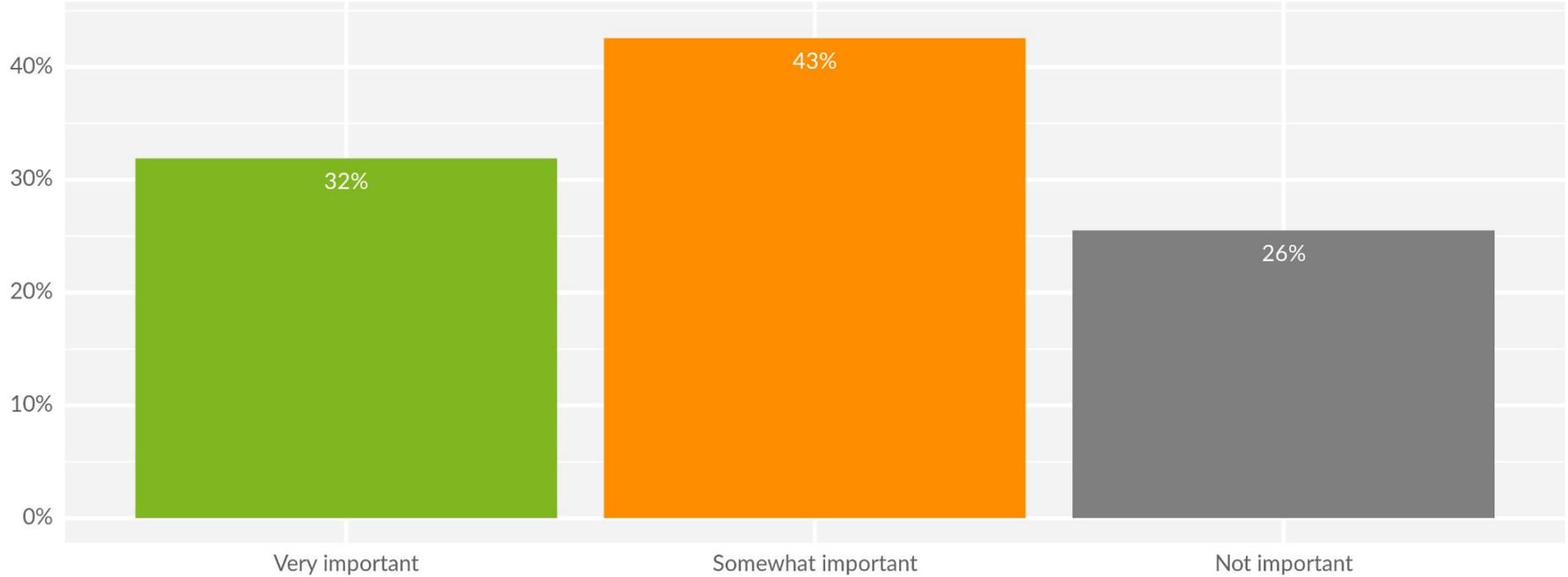
Political Views and Attitudes

Generic House Vote (w/ Leaners) by Party Trust on Prices



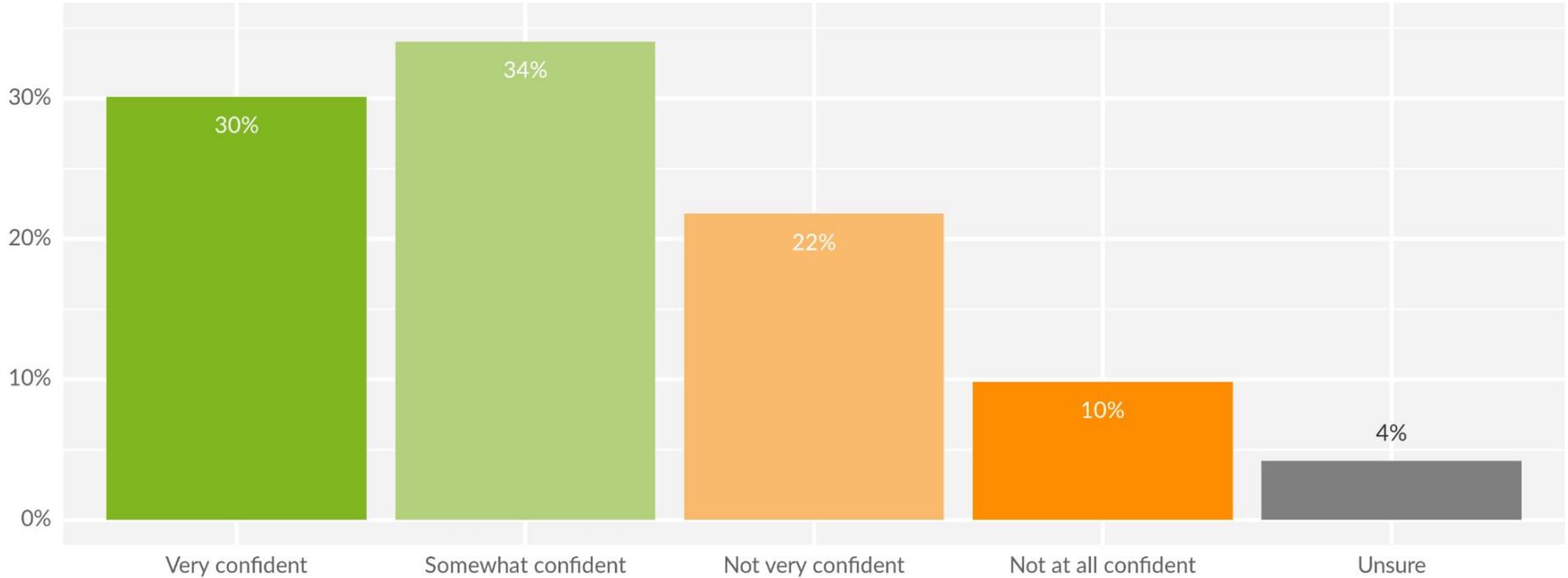
Political Views and Attitudes

How important is politics to your personal identity?



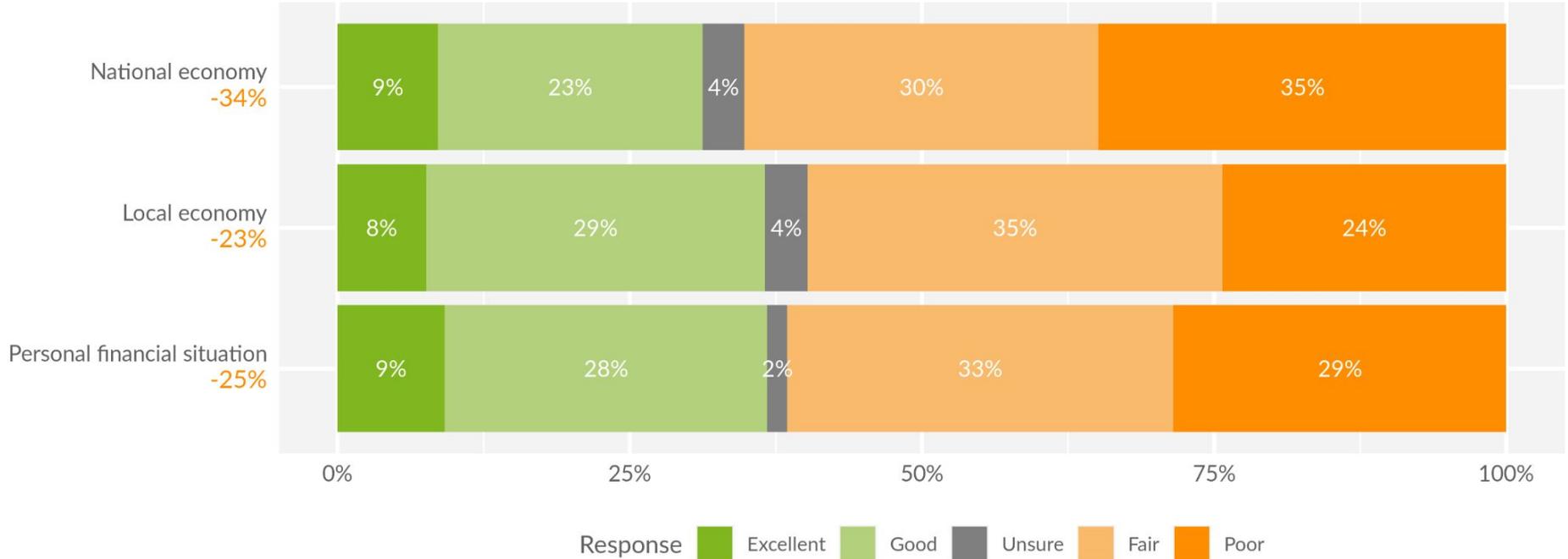
Political Views and Attitudes

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



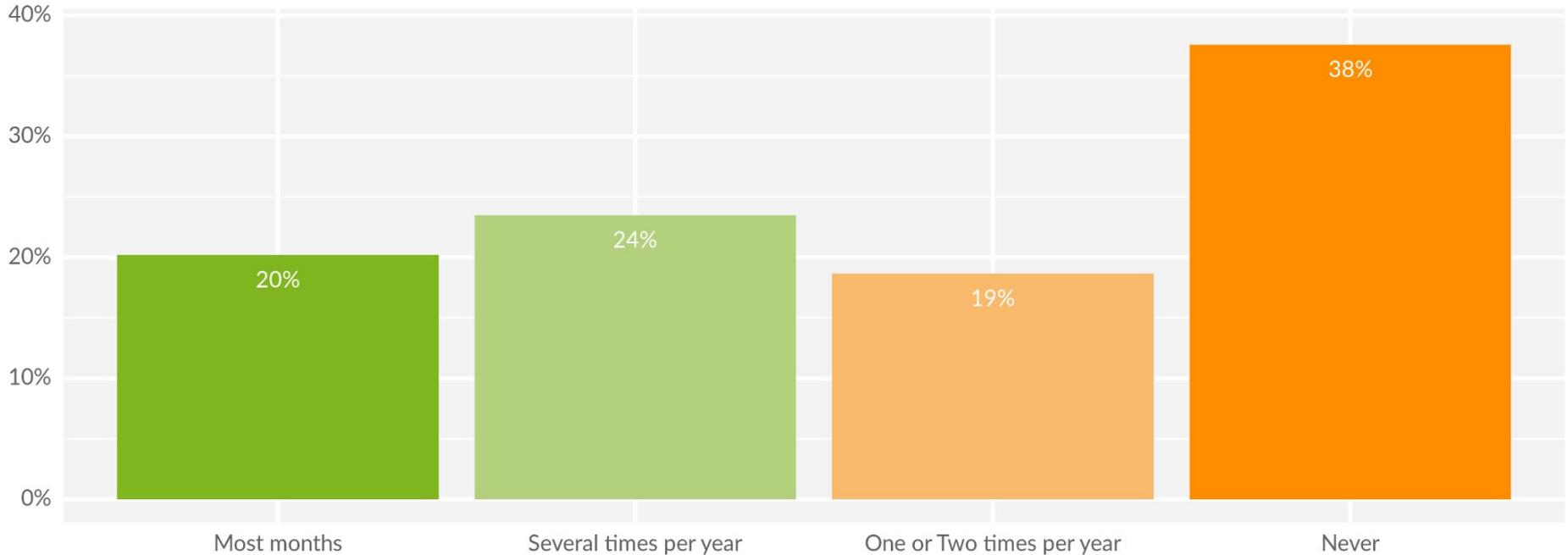
National Issues

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



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?

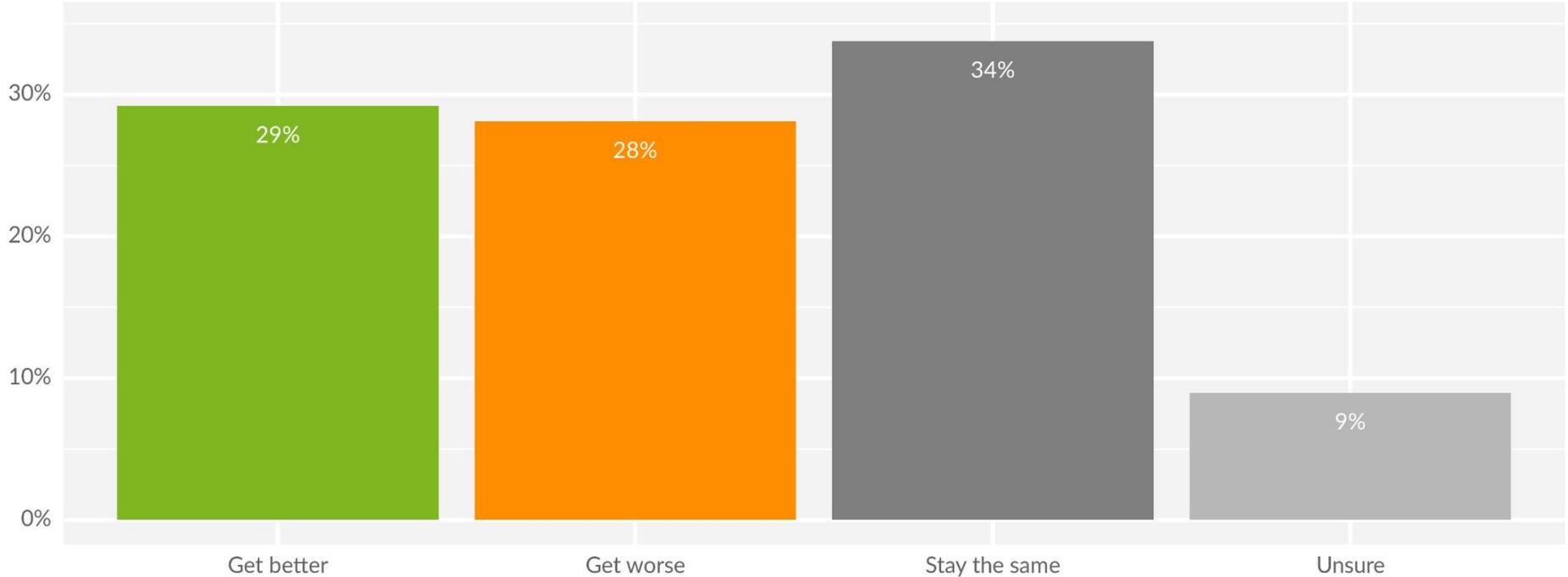


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

clarity+campaign(labs)

National Issues

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

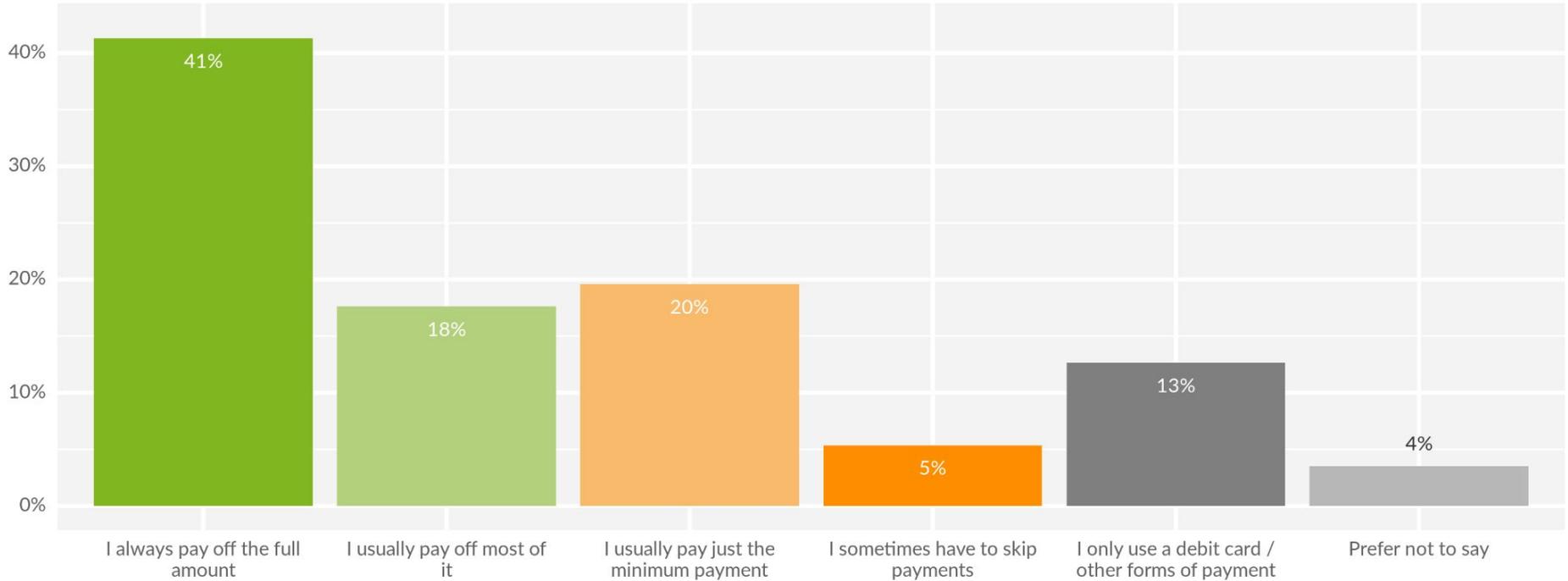


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

clarity+campaign(labs)

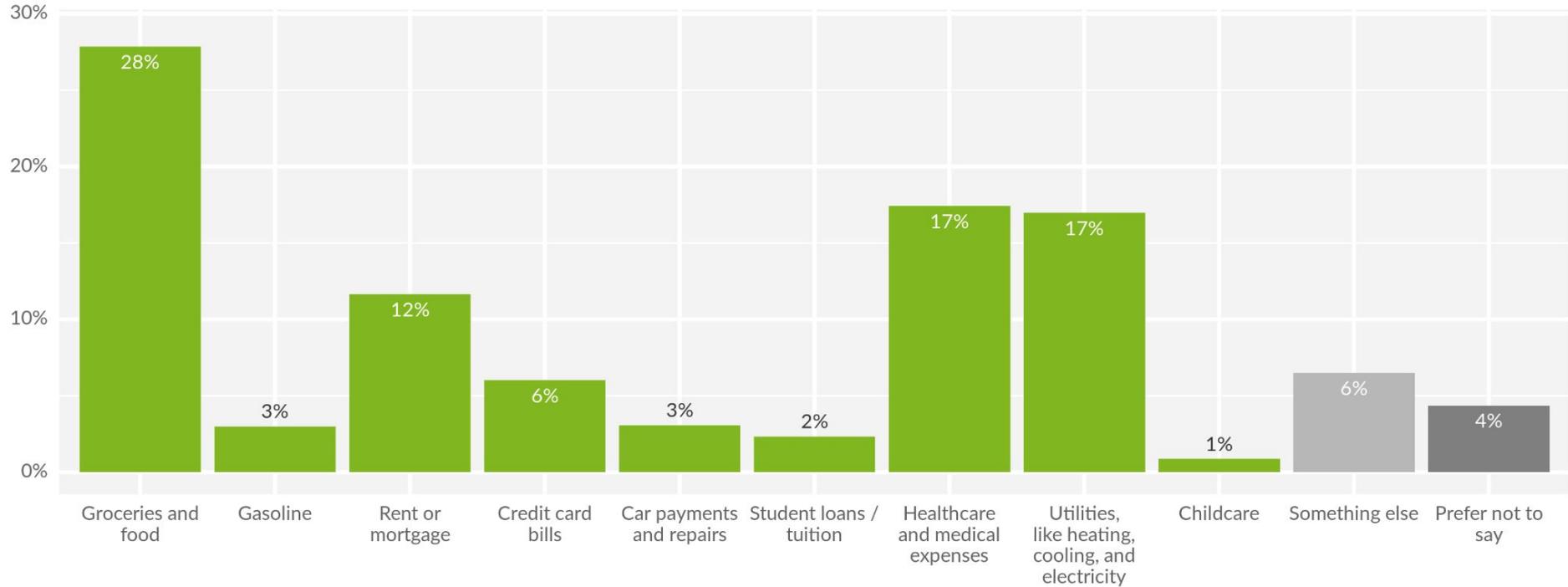
National Issues

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



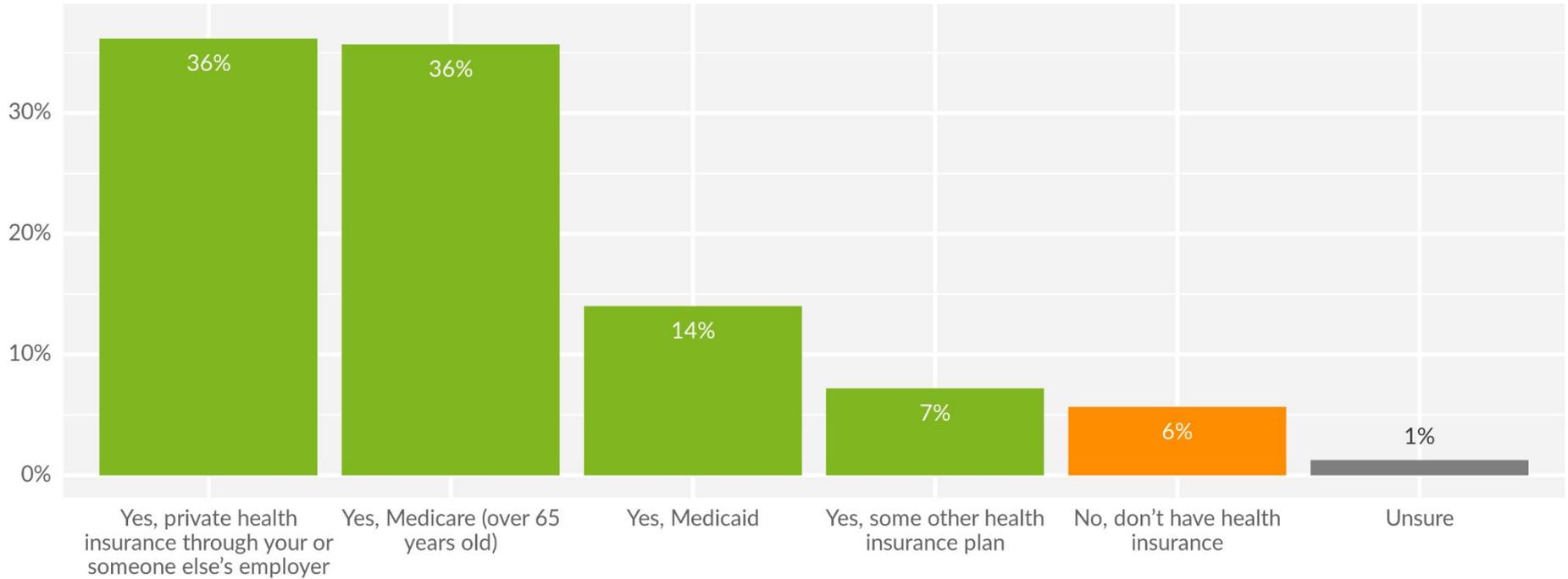
National Issues

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



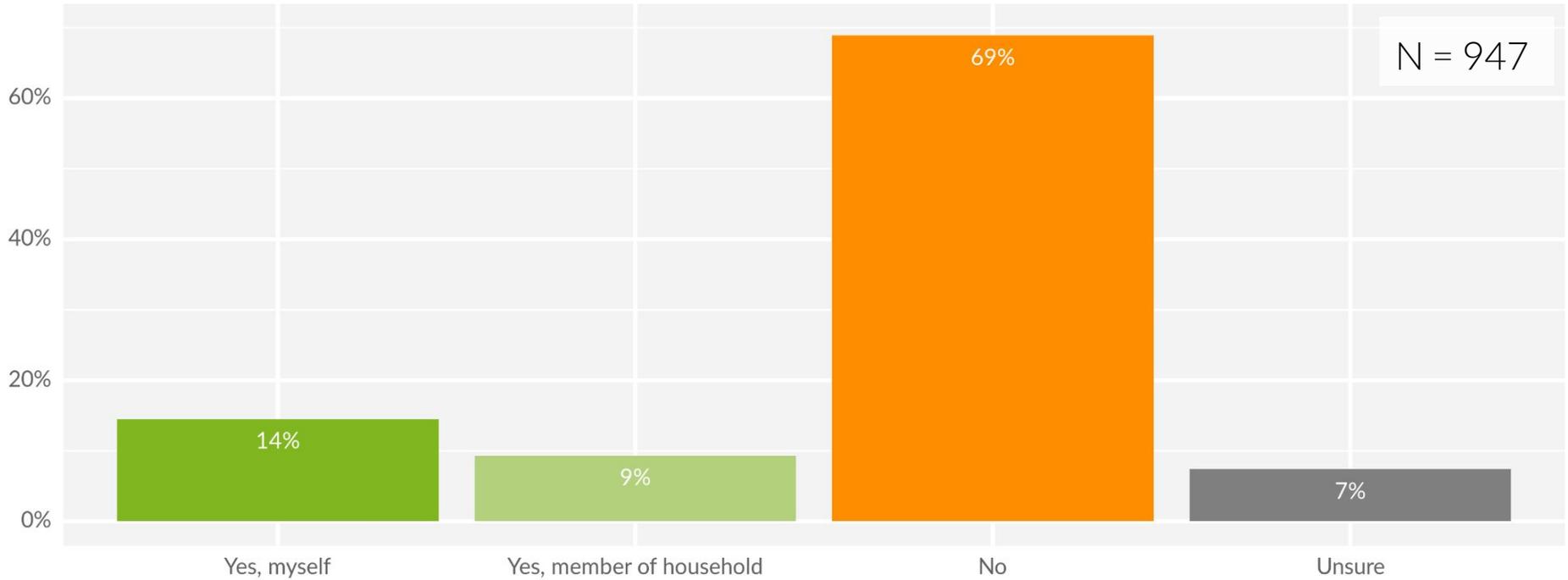
National Issues

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



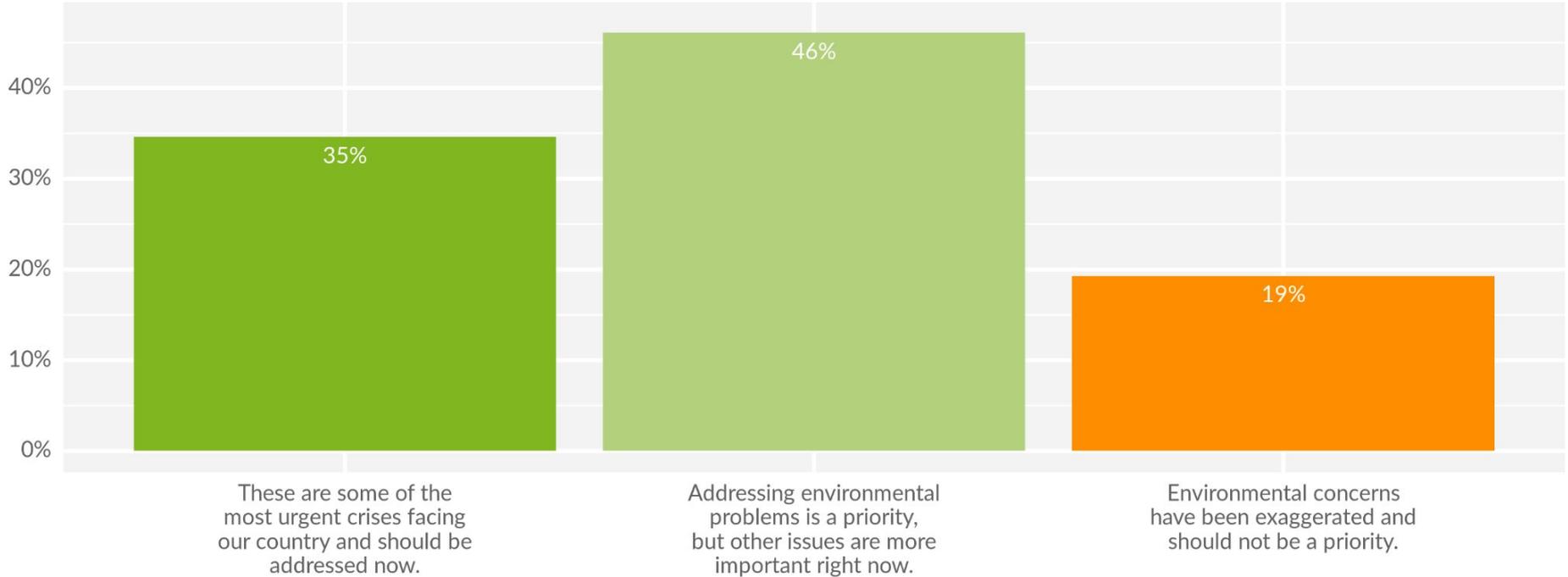
National Issues

Are you or anyone in your household eligible for Medicaid?



National Issues

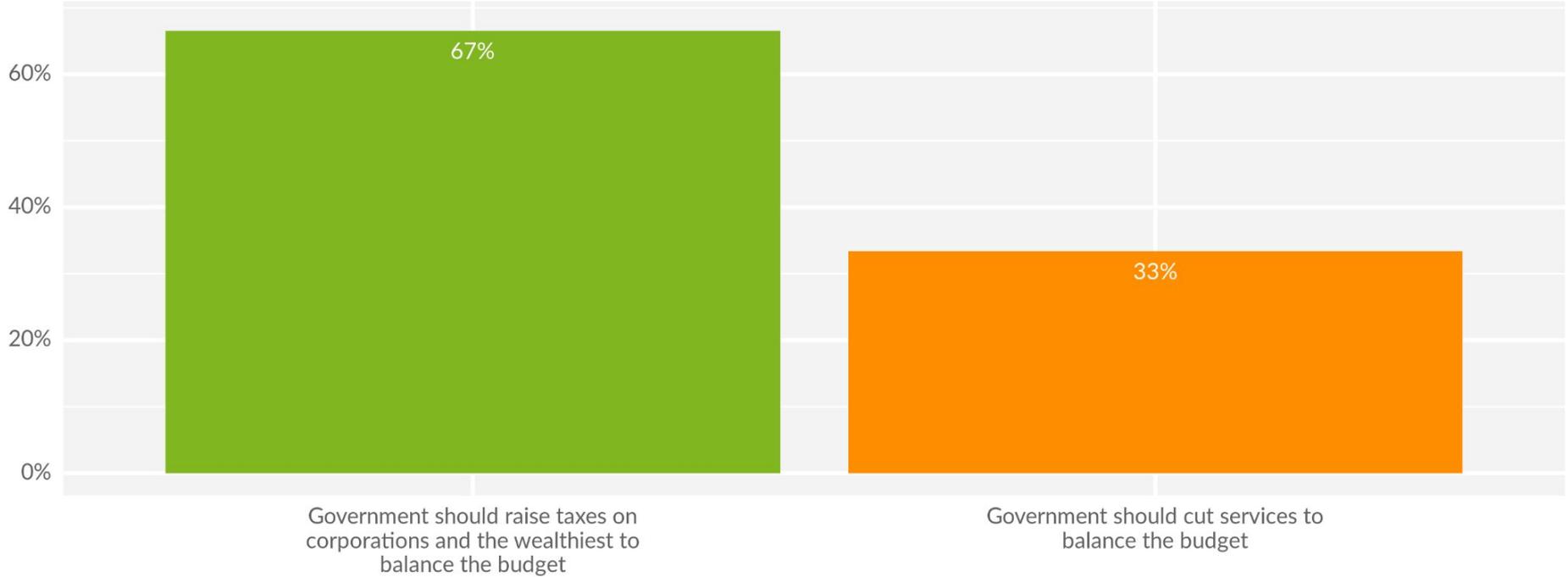
Which of the following statements best characterizes your view of climate change and environmental issues?



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

National Issues

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

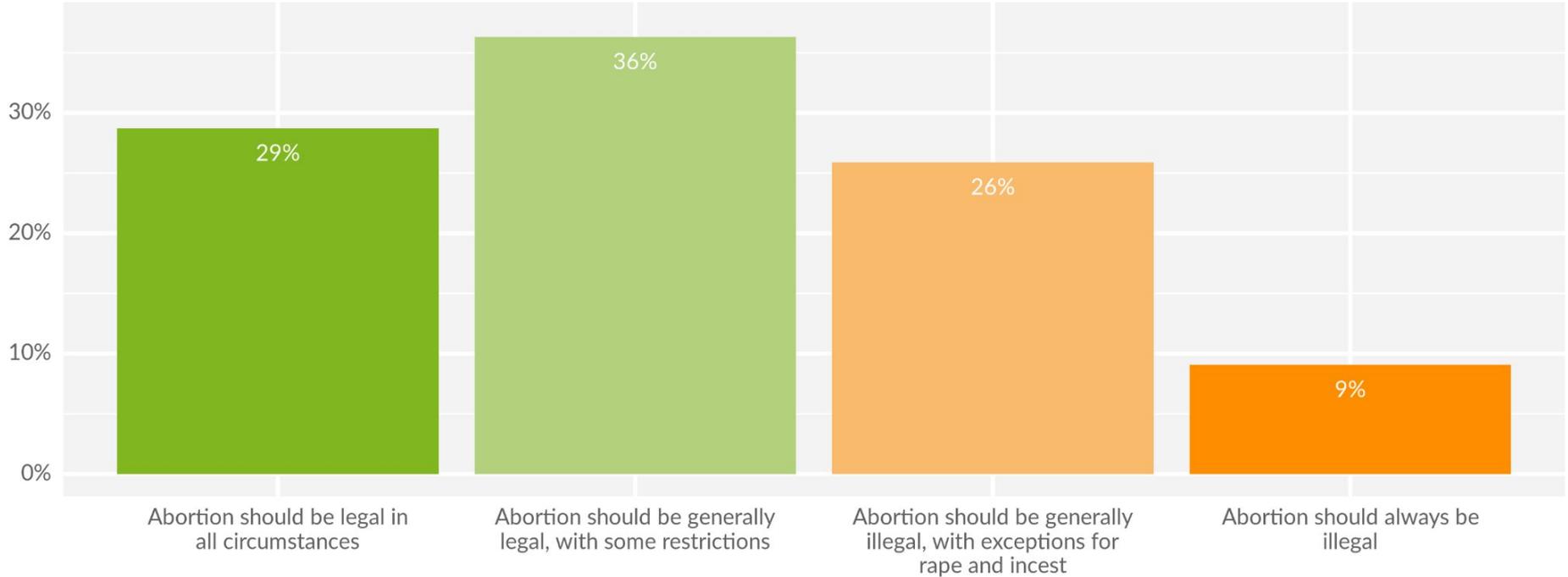


Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

clarity+campaign(labs)

National Issues

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

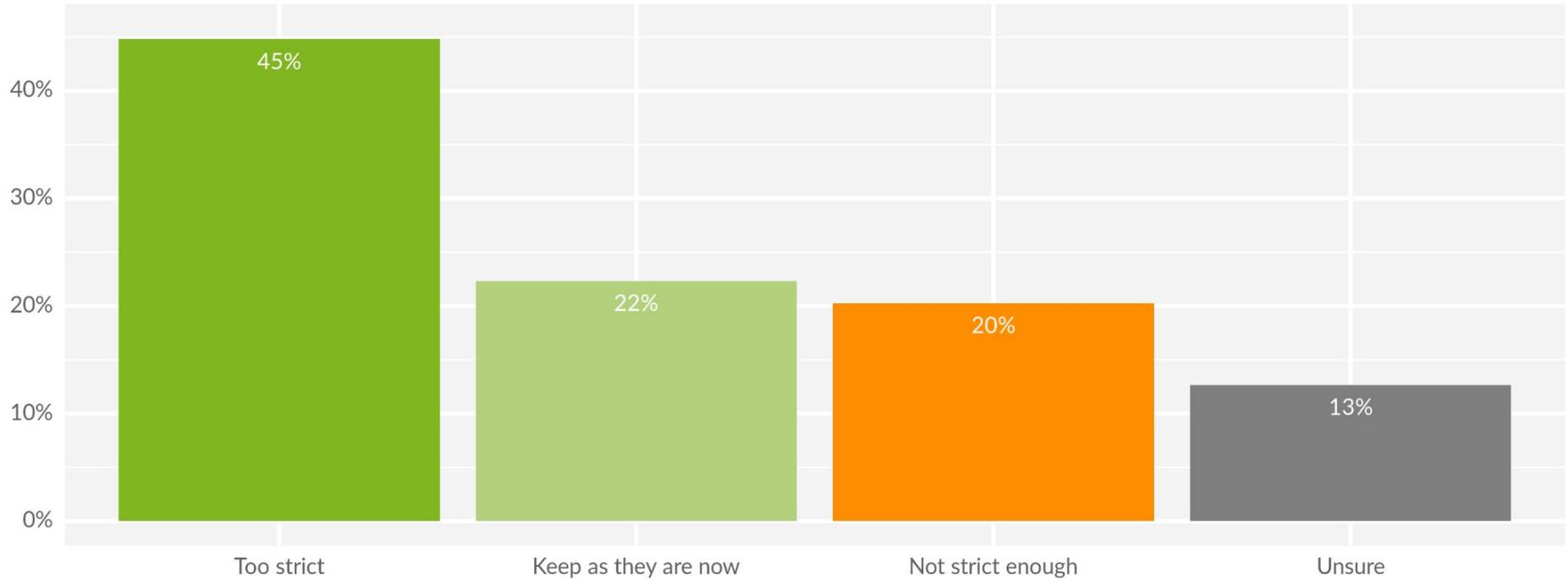


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

clarity+campaign(labs)

National Issues

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

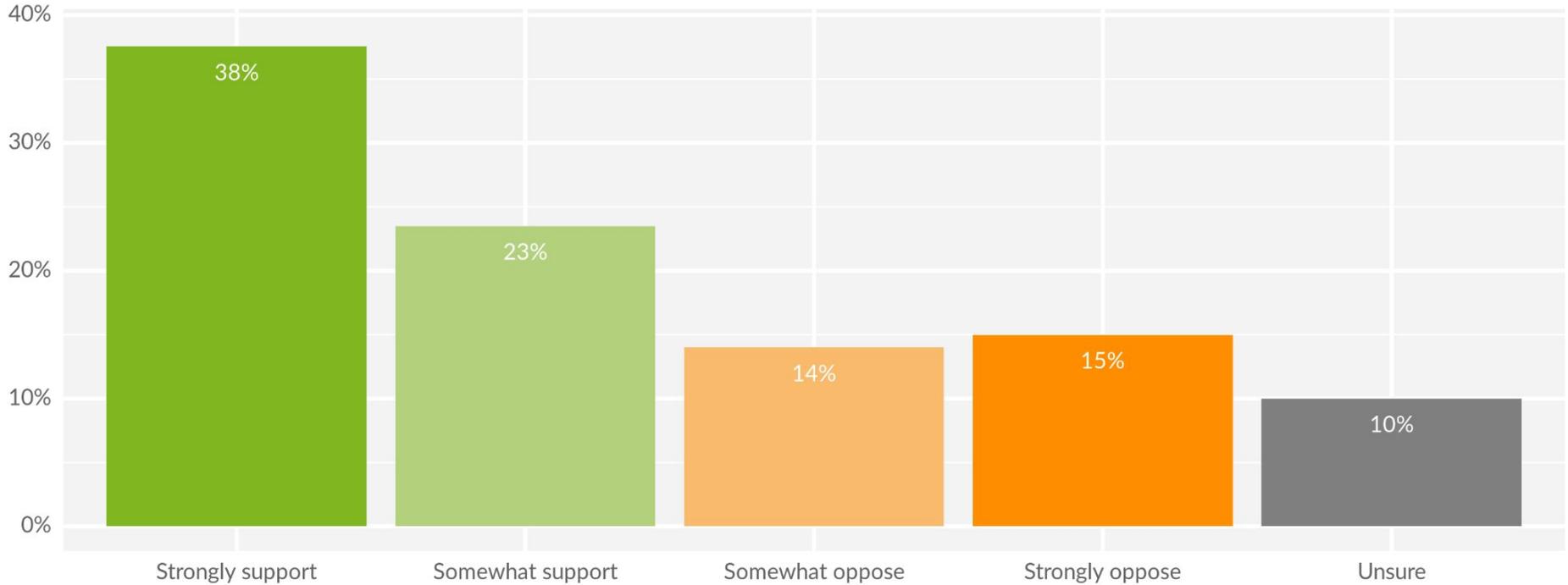


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

clarity+campaign(labs)

National Issues

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



Demographics

College

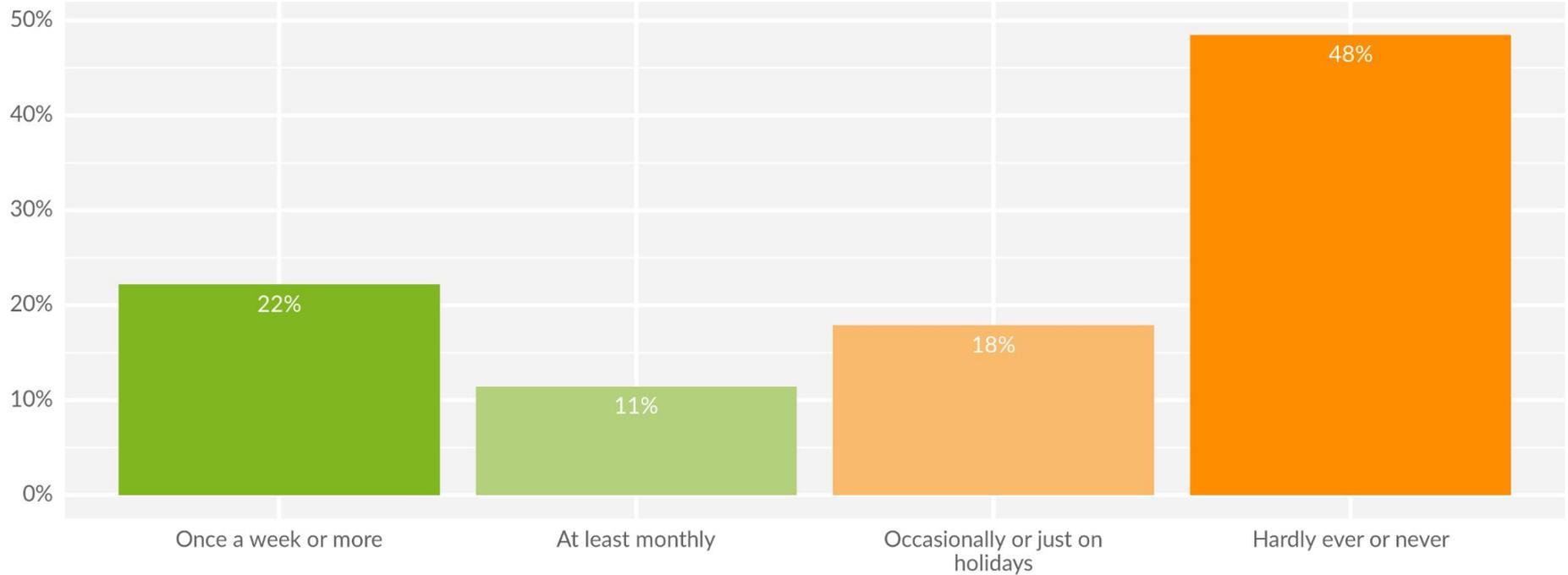


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

clarity+campaign(labs)

Demographics

Religious Services Attendance

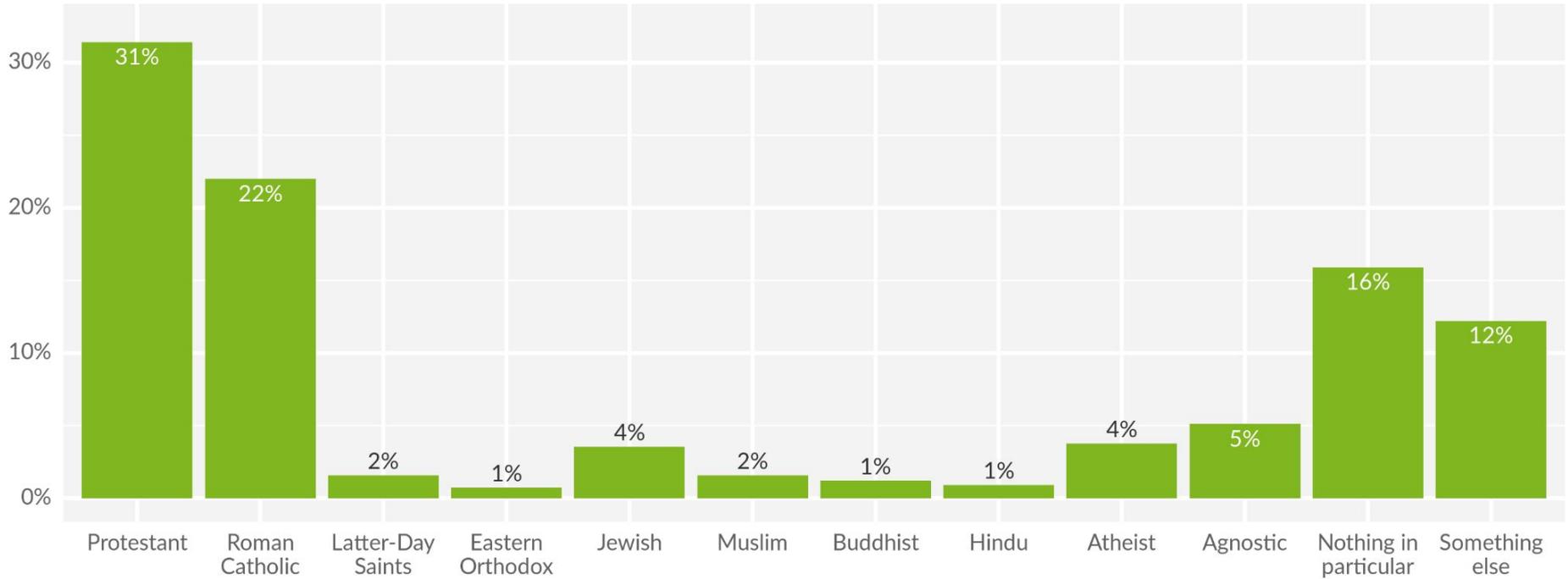


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

clarity+campaign(labs)

Demographics

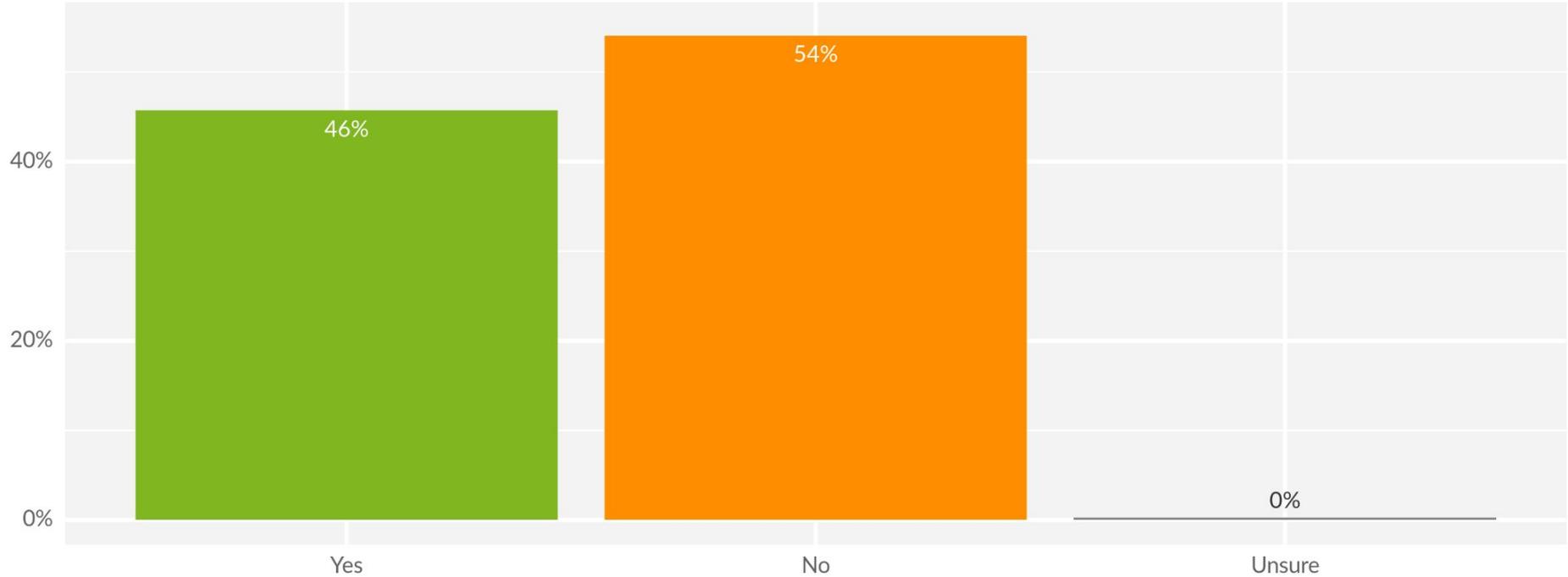
Religion



Demographics

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

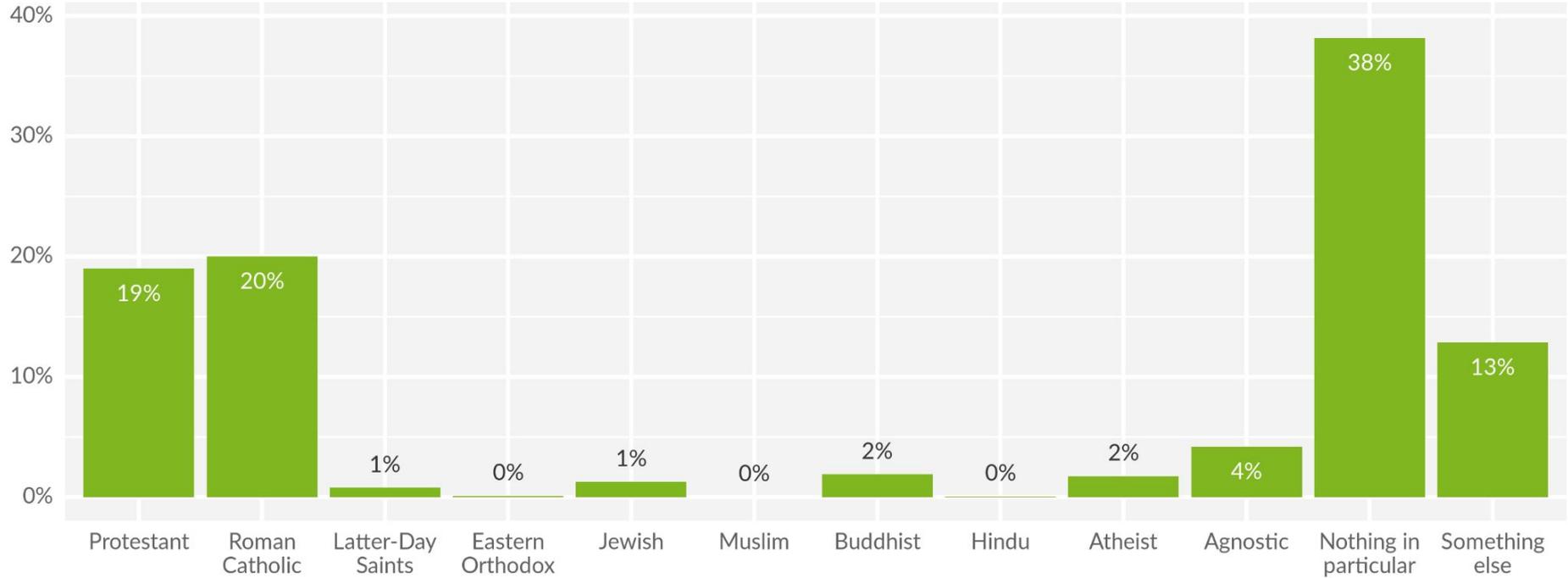
If Protestant N = 343



Demographics

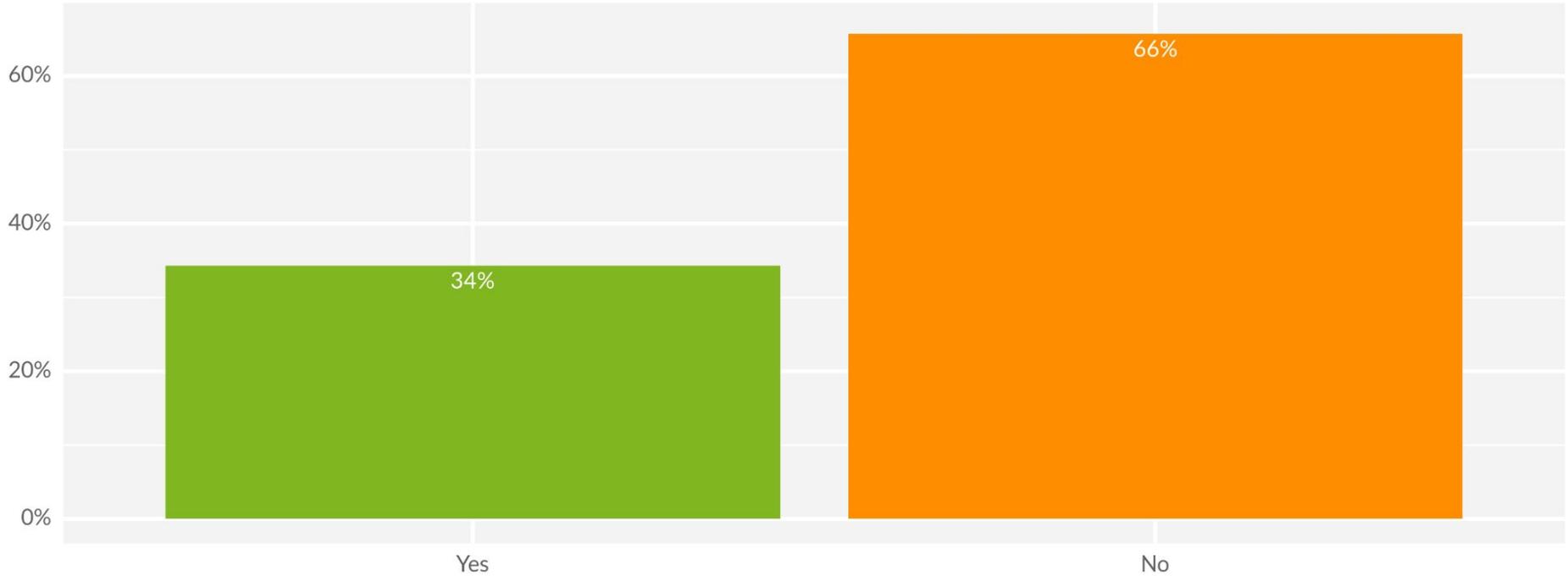
What religion were you raised with, if any?

If Atheist/Agnostic N = 284



Demographics

Gun Owner

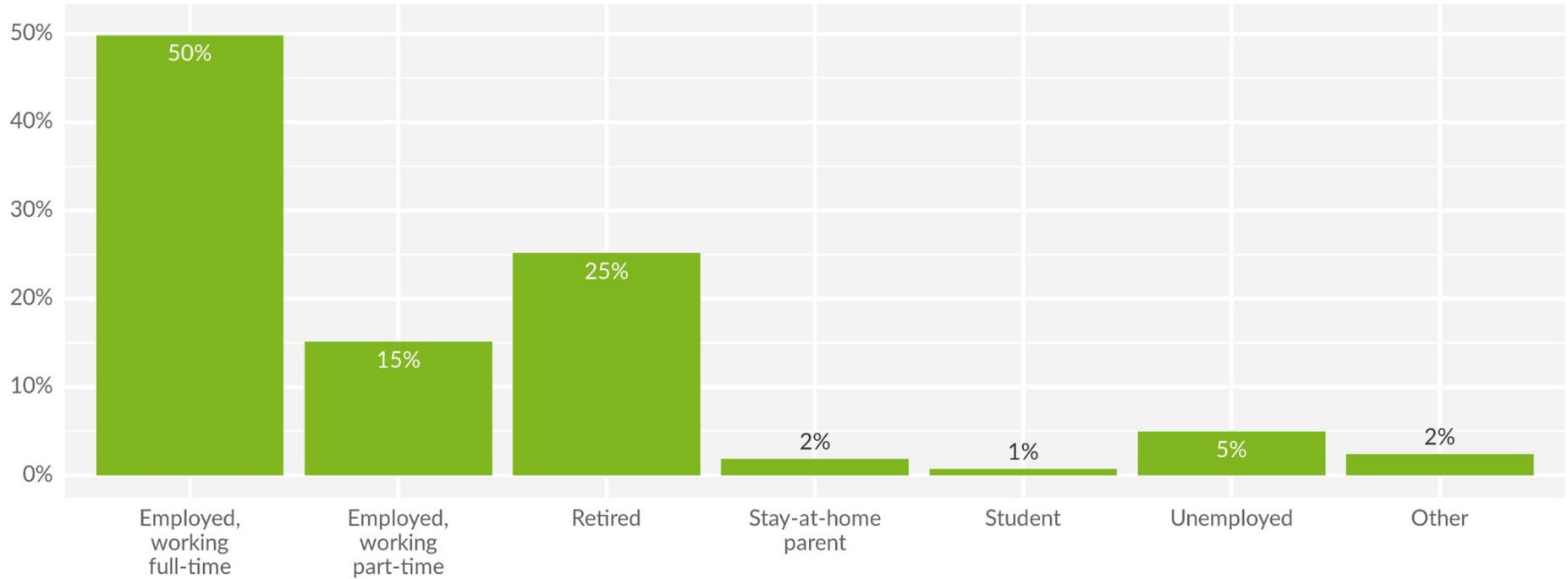


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

clarity+campaign(labs)

Demographics

What is your employment status?

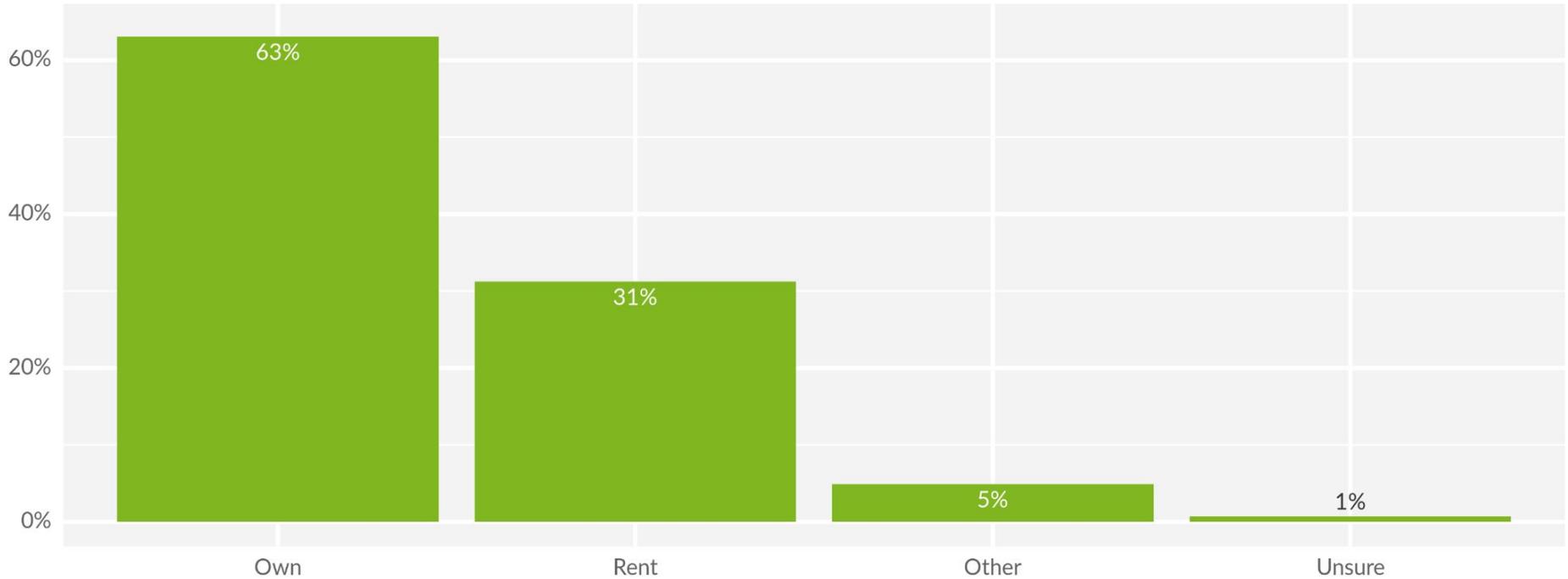


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

clarity+campaign(labs)

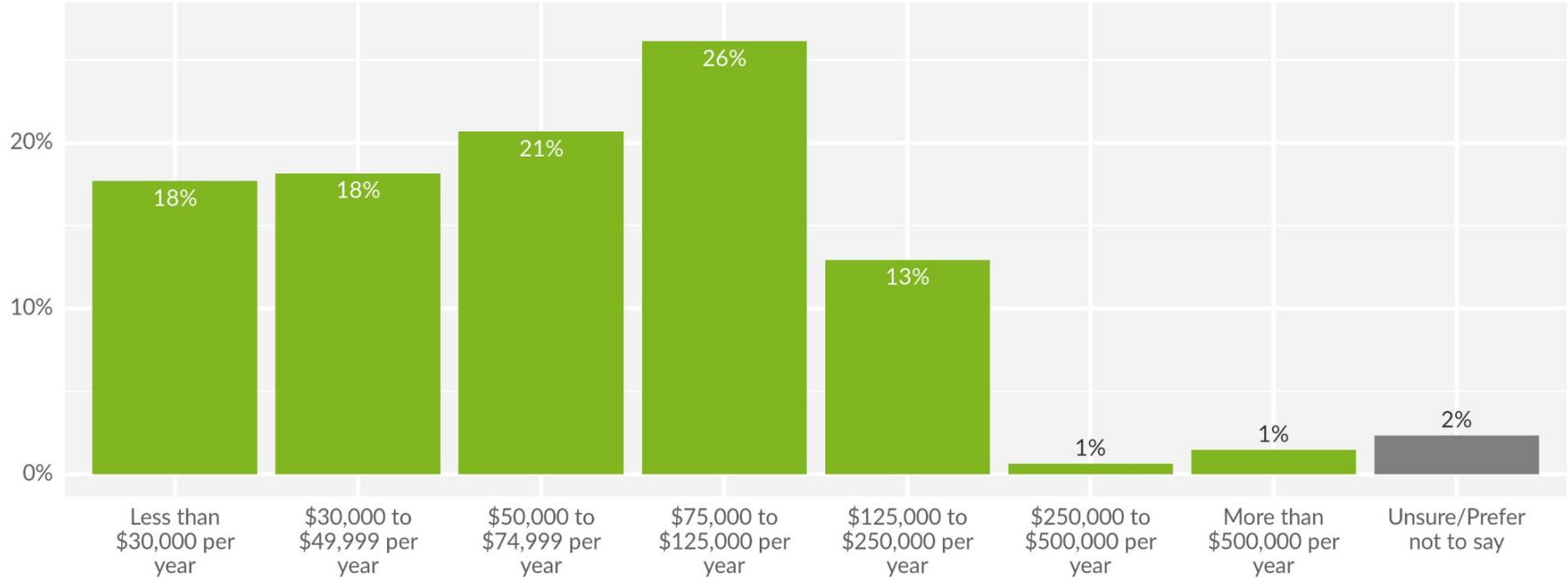
Demographics

Do you own or rent your primary residence?



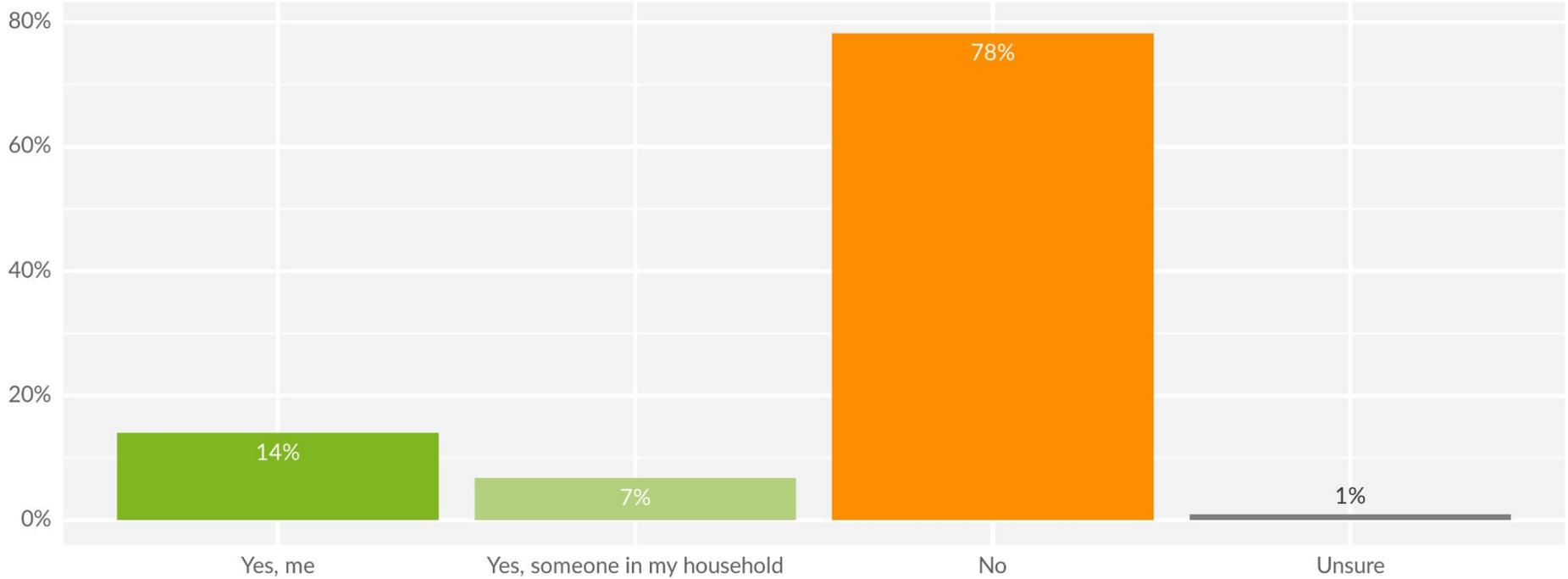
Demographics

Household Income



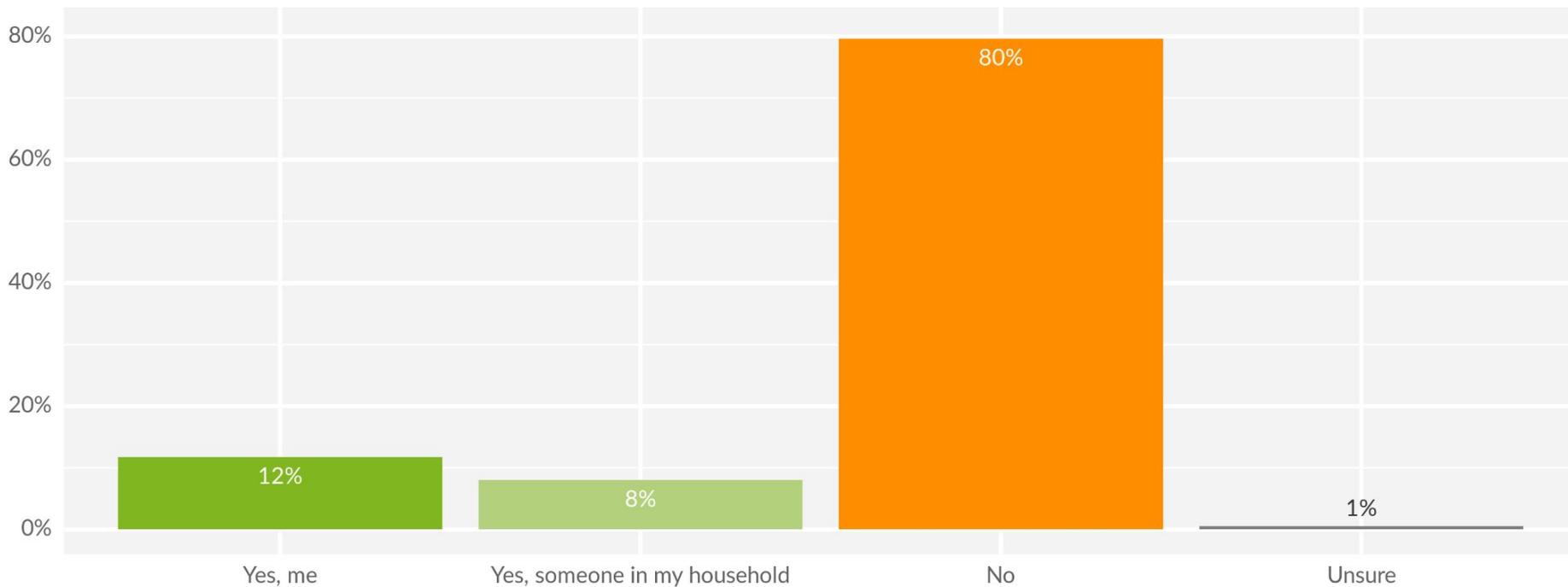
Demographics

Union Membership



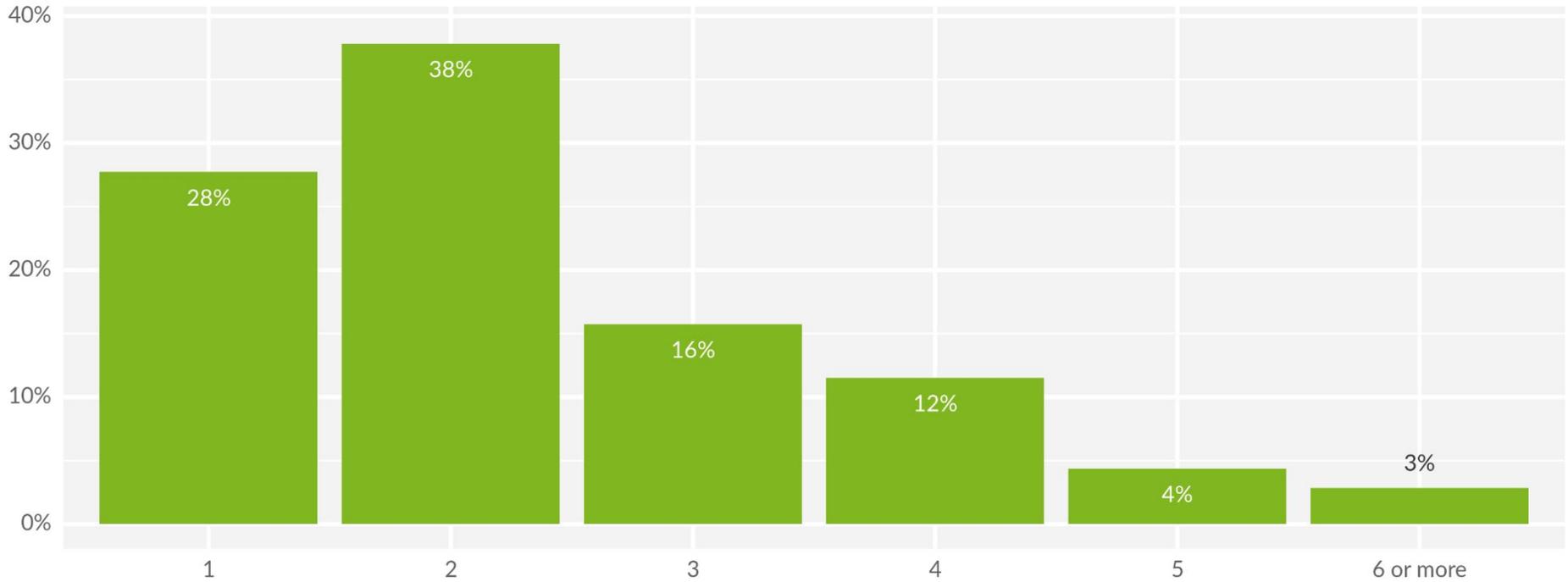
Demographics

Military/Veterans



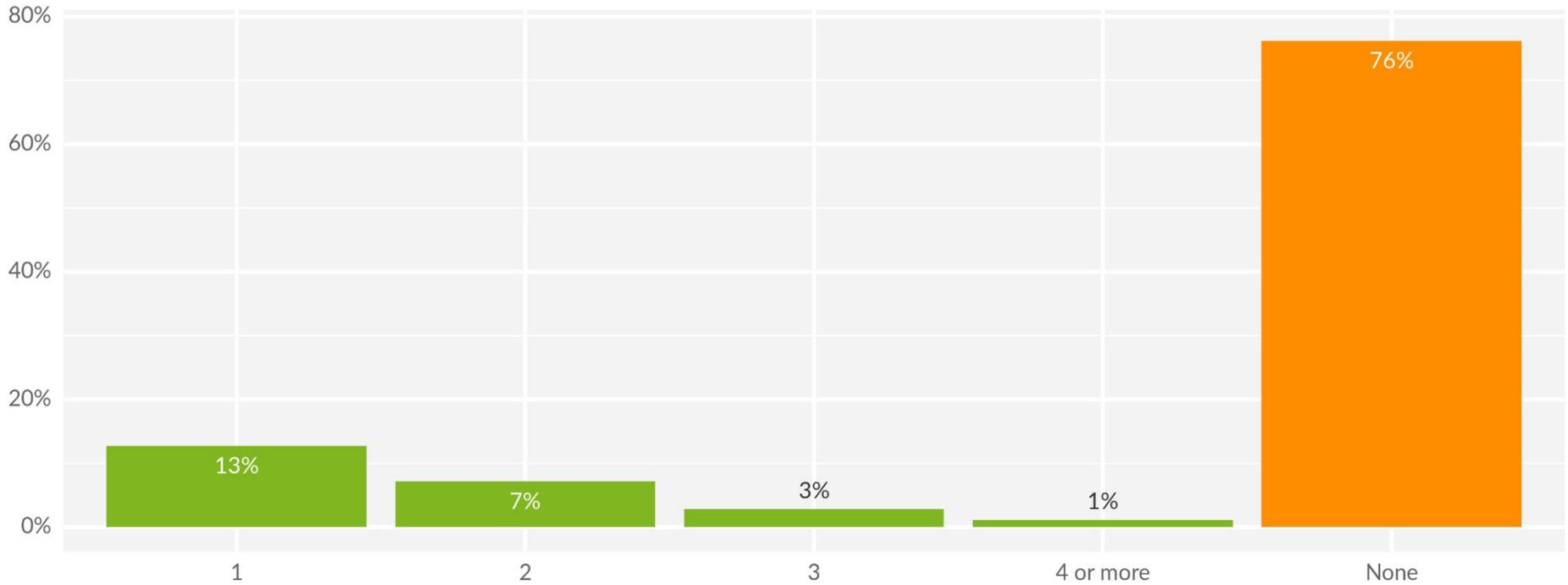
Demographics

People in Household



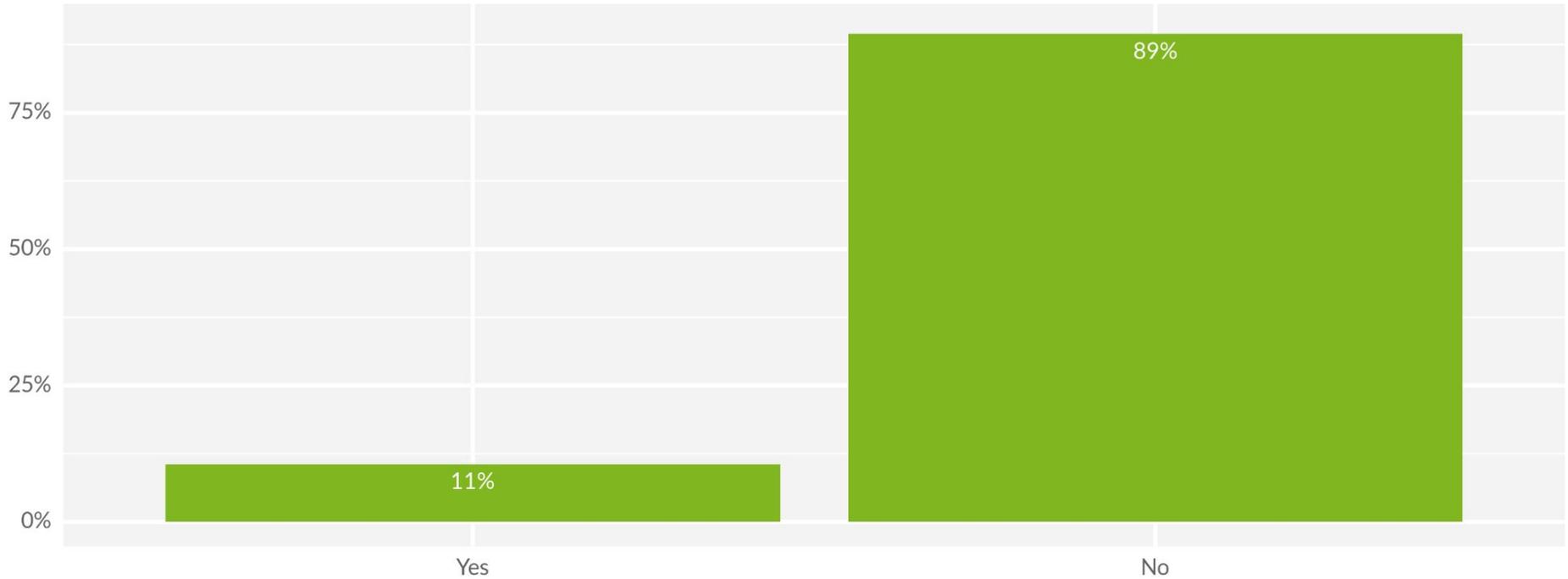
Demographics

Children in Household



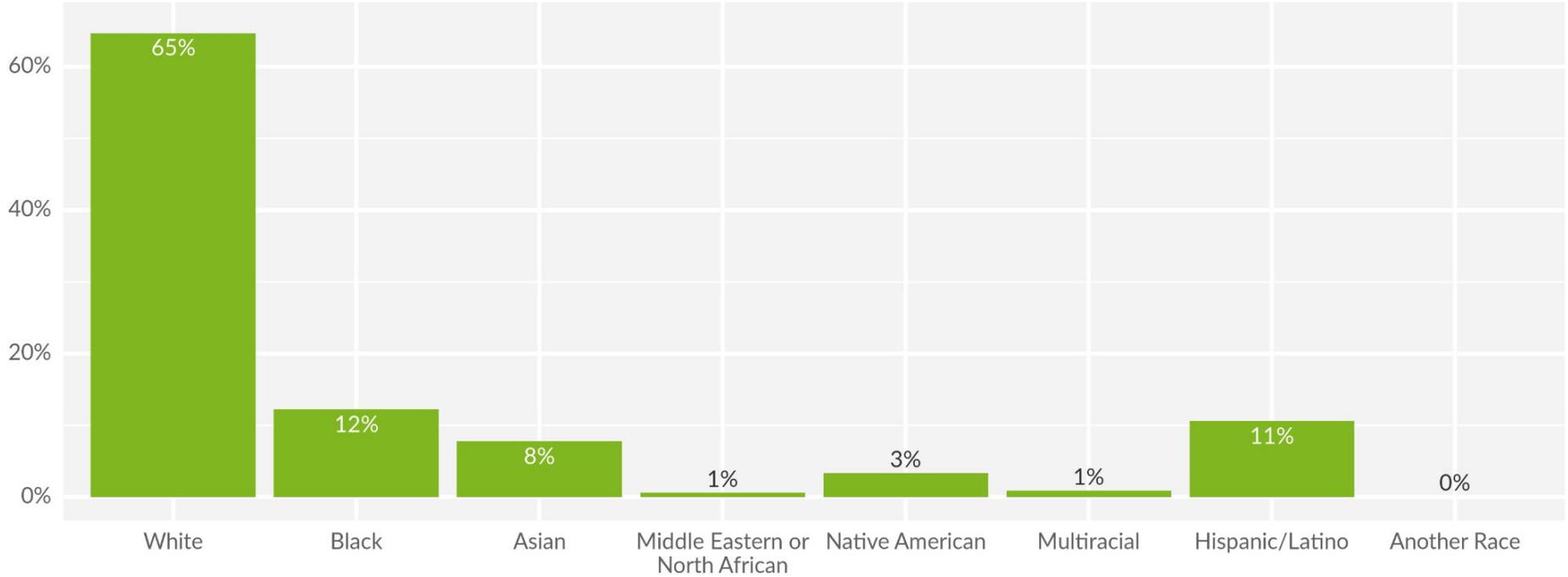
Demographics

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



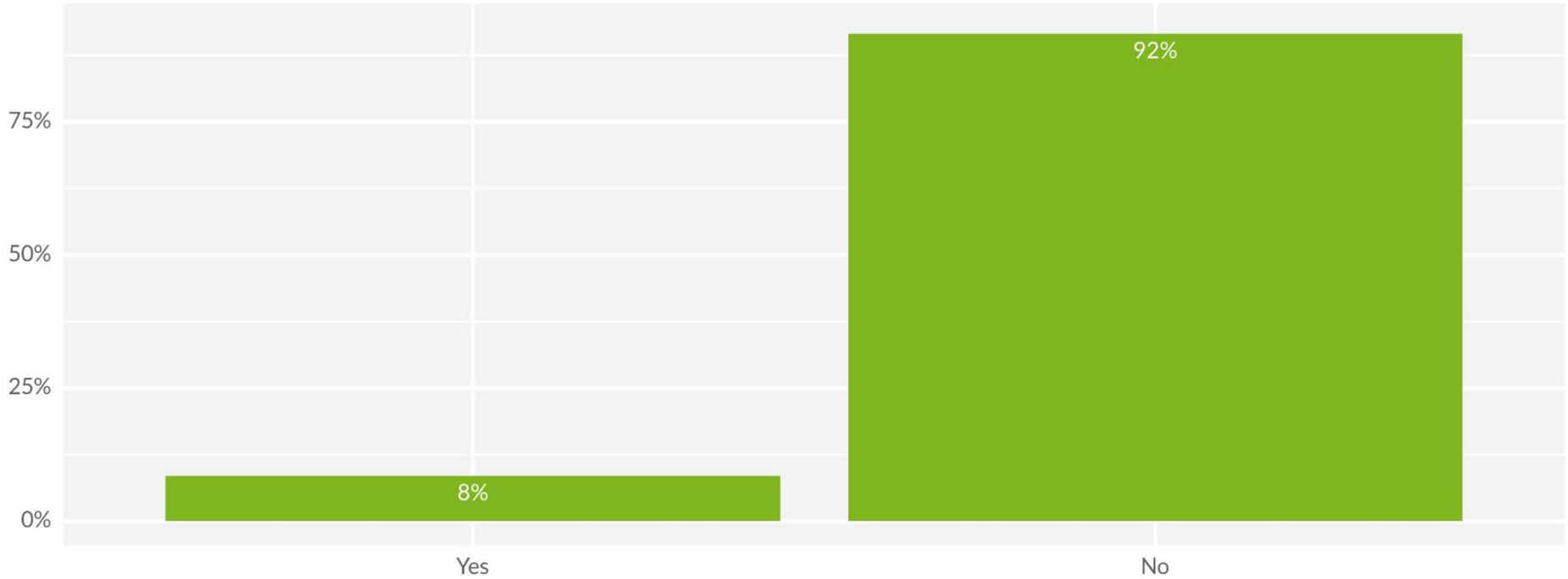
Demographics

Combined Race/Ethnicity



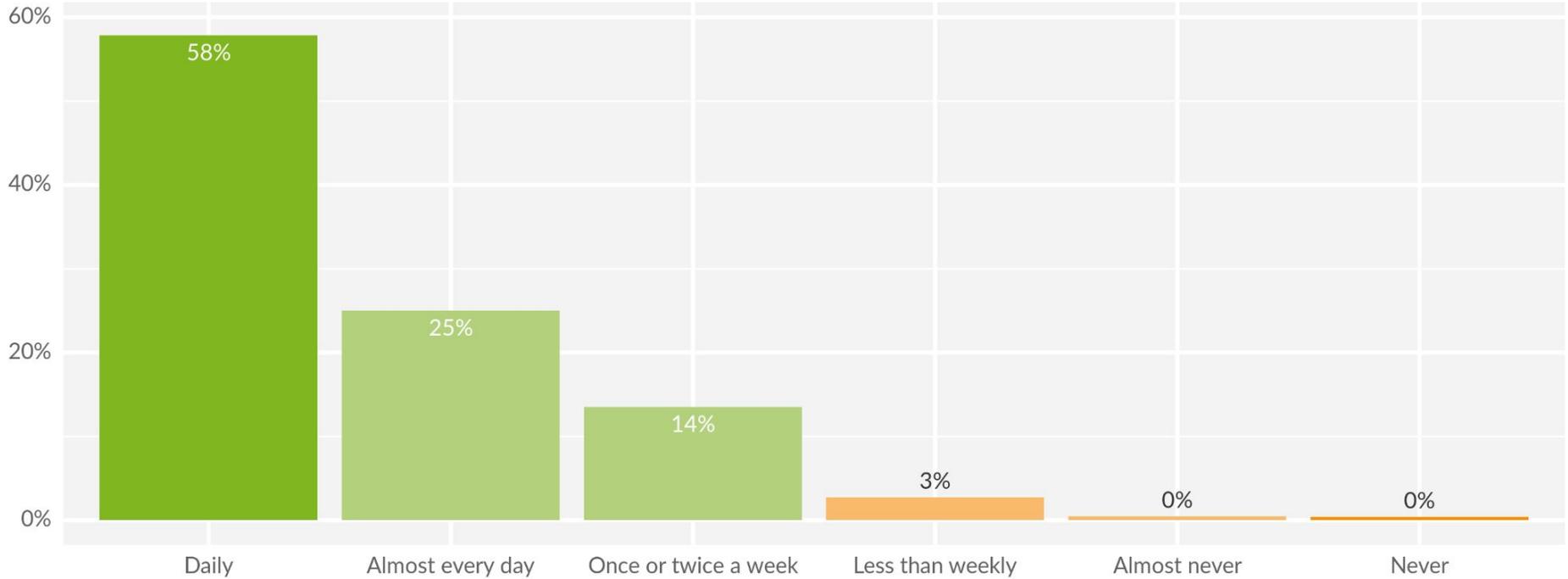
Demographics

LGBTQ+ Identity



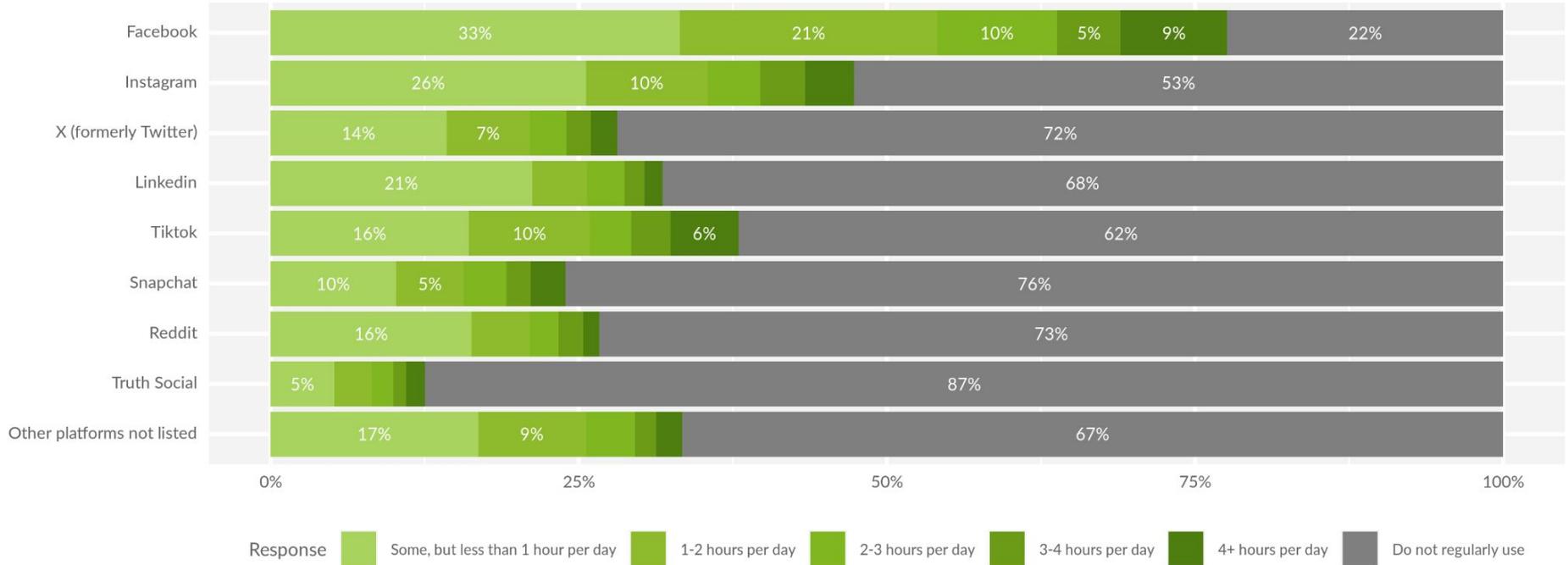
Contactability

Mailbox Checking Frequency



Media Consumption

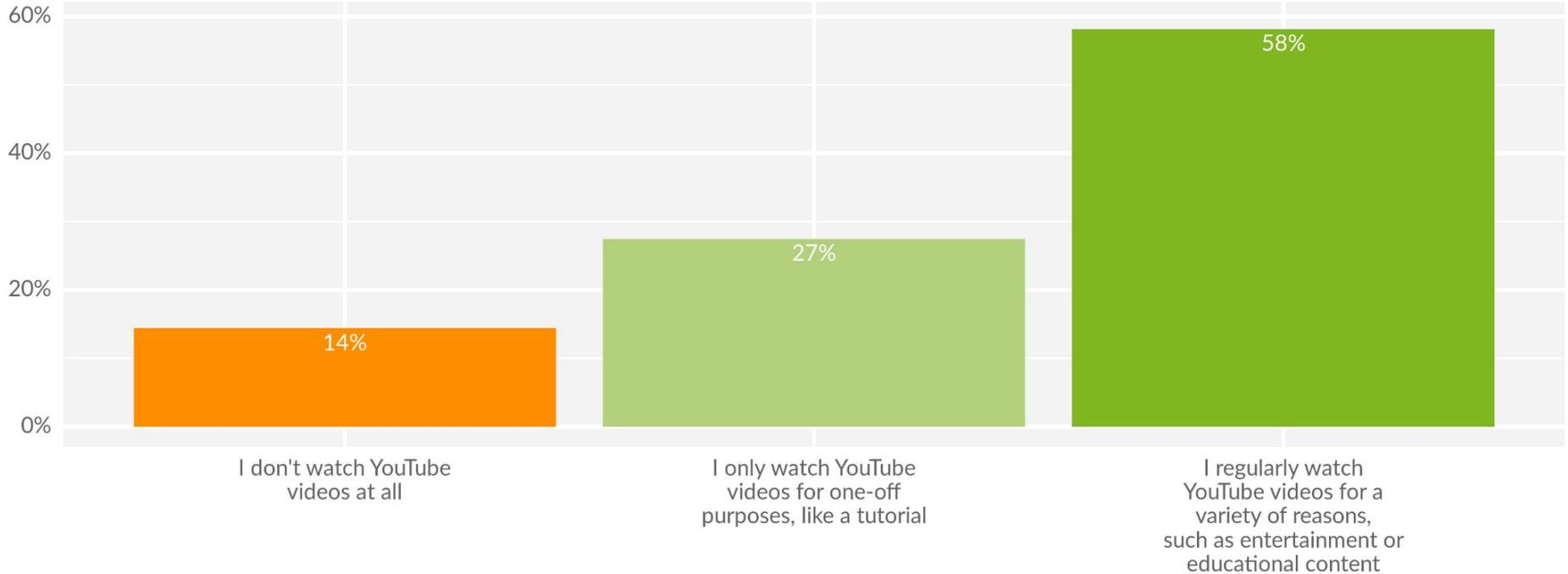
Social Media Usage



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

Media Consumption

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

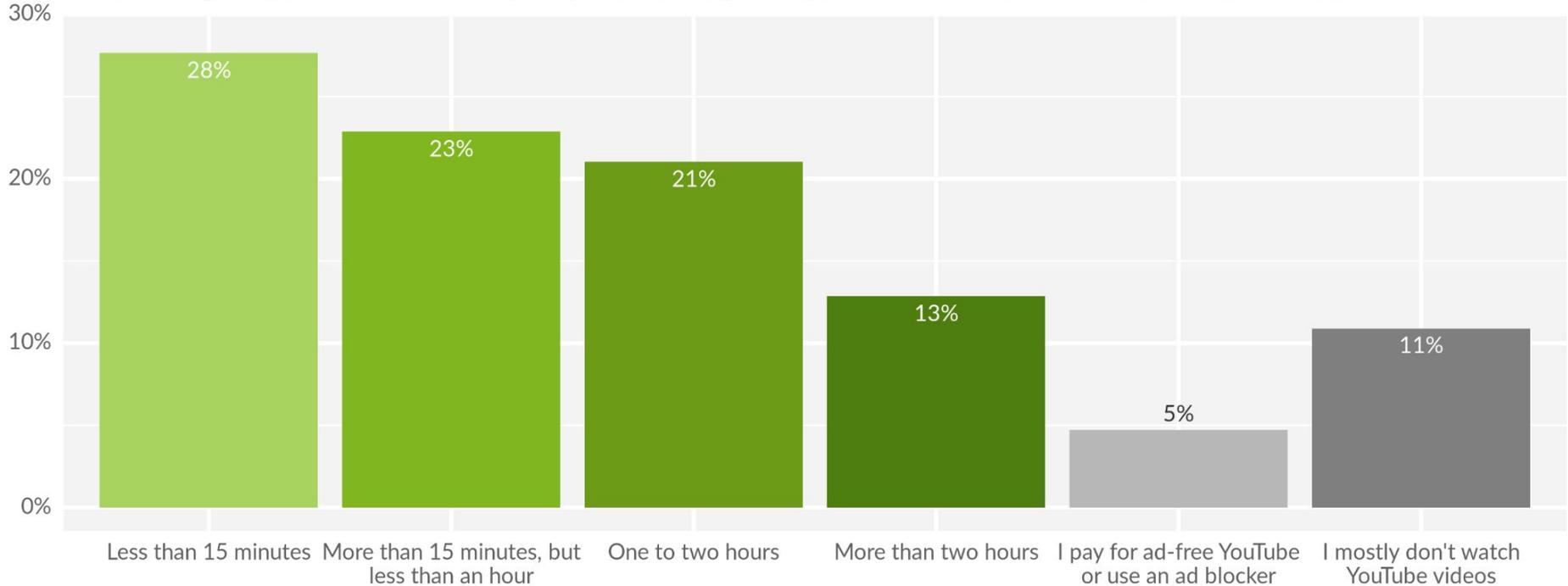


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

On an average day, how much time do you spend watching ad-supported videos on YouTube? [IF Watches YouTube]

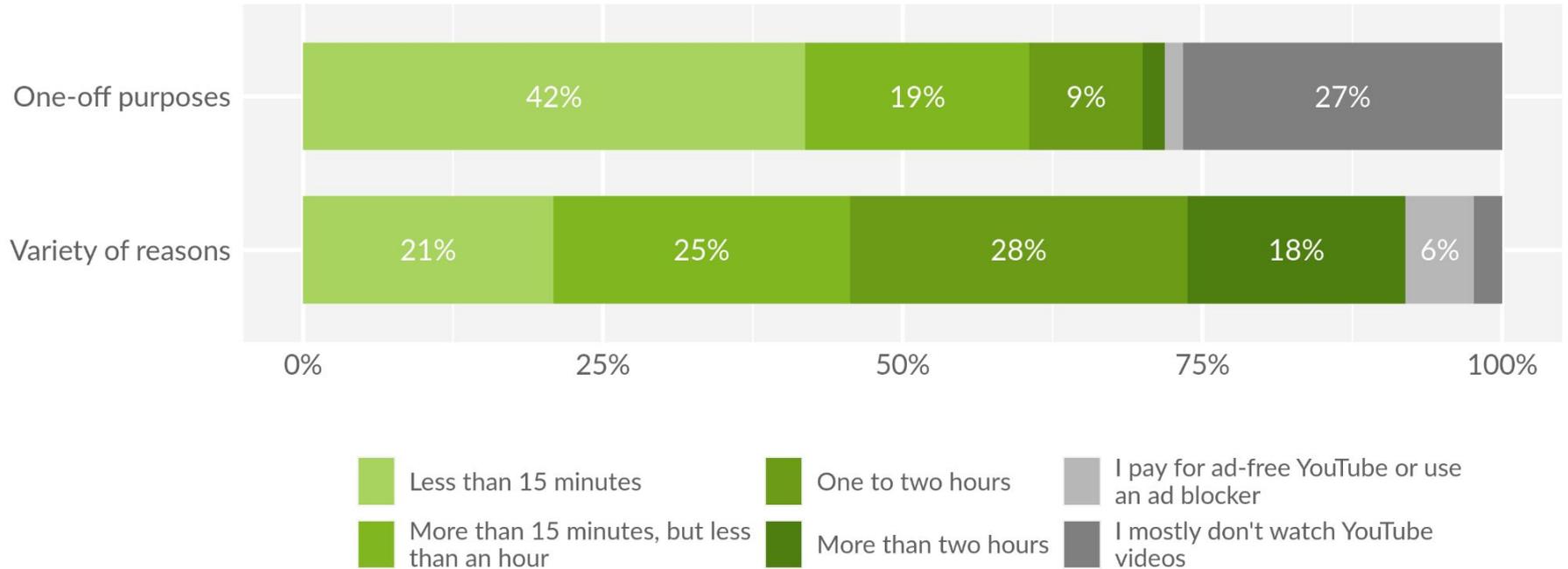


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

Time Spent on YouTube by YouTube Usage Type

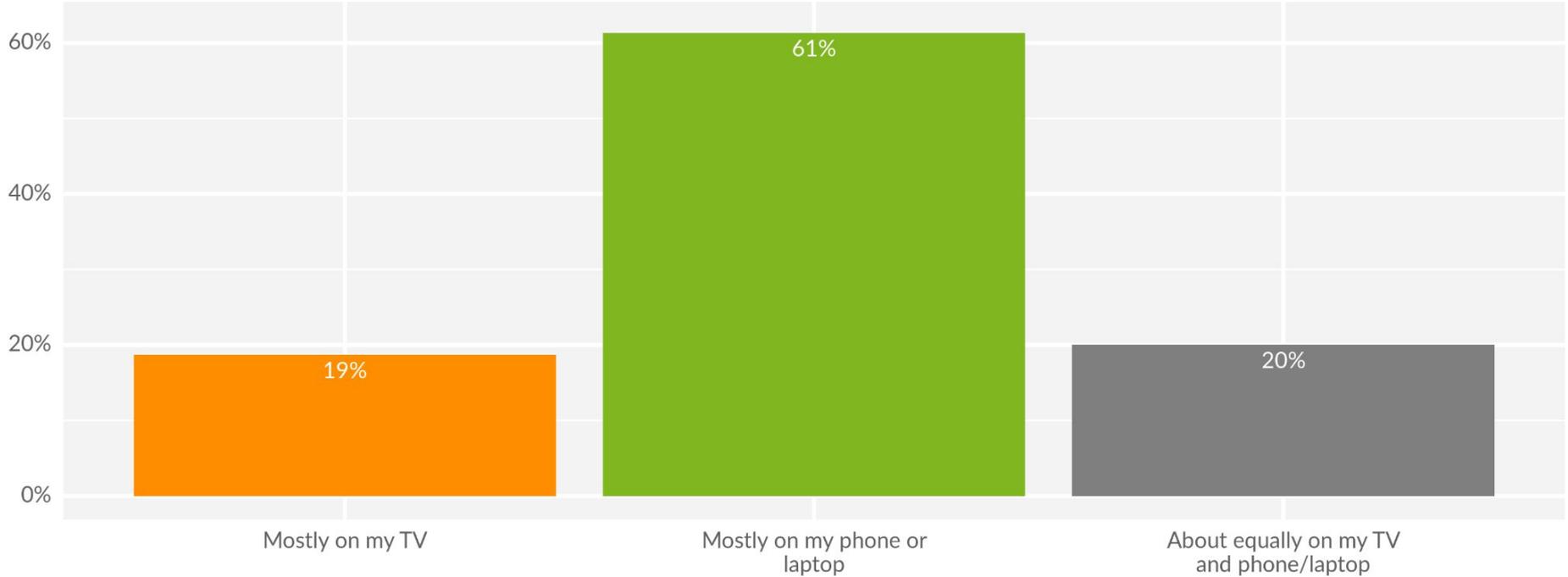


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

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

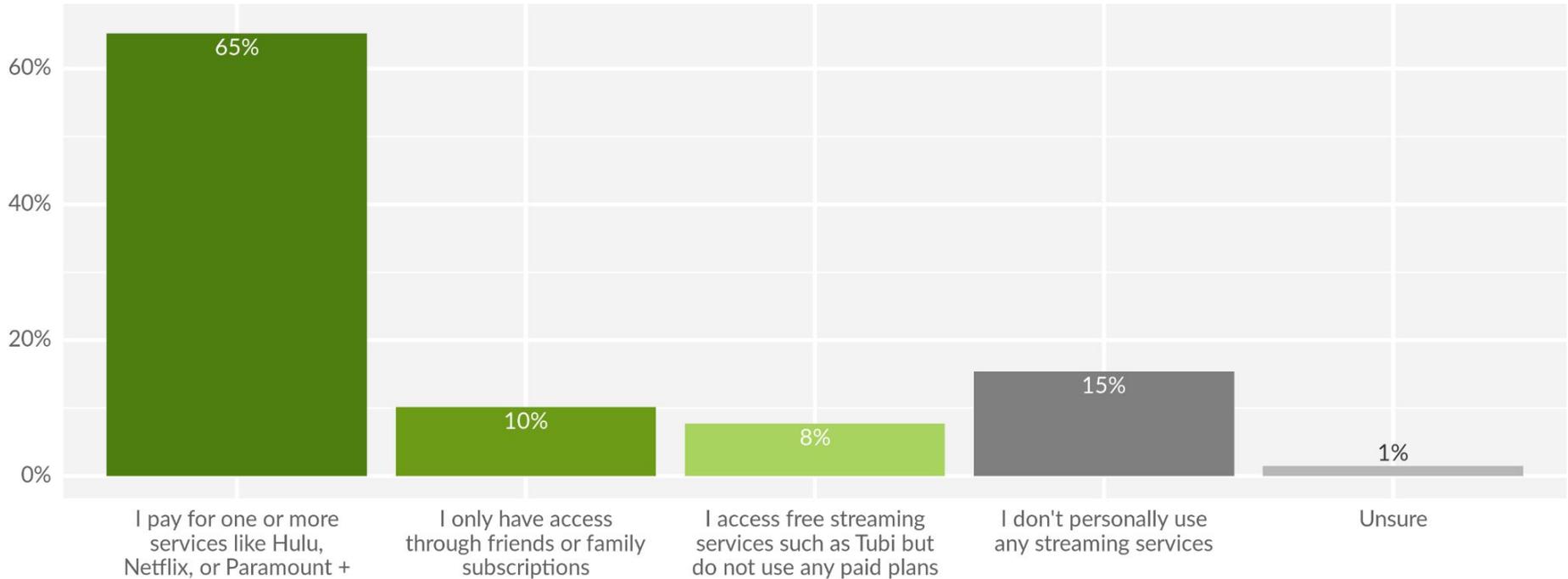


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

Streaming Access

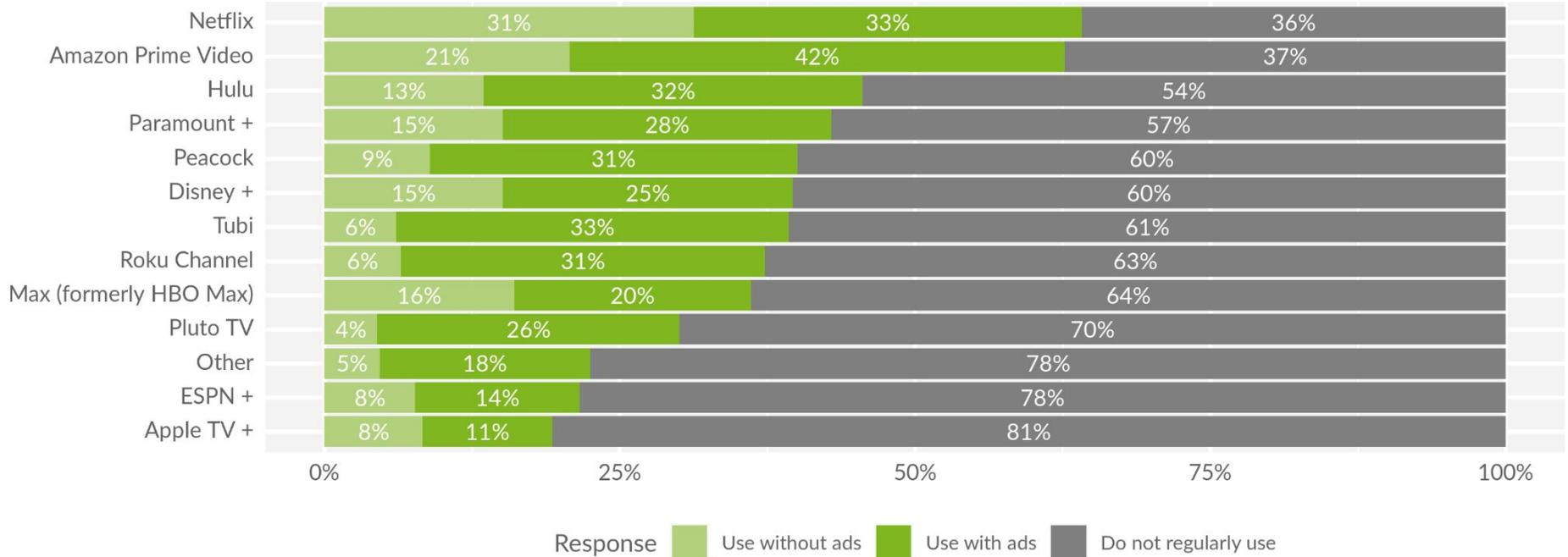


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

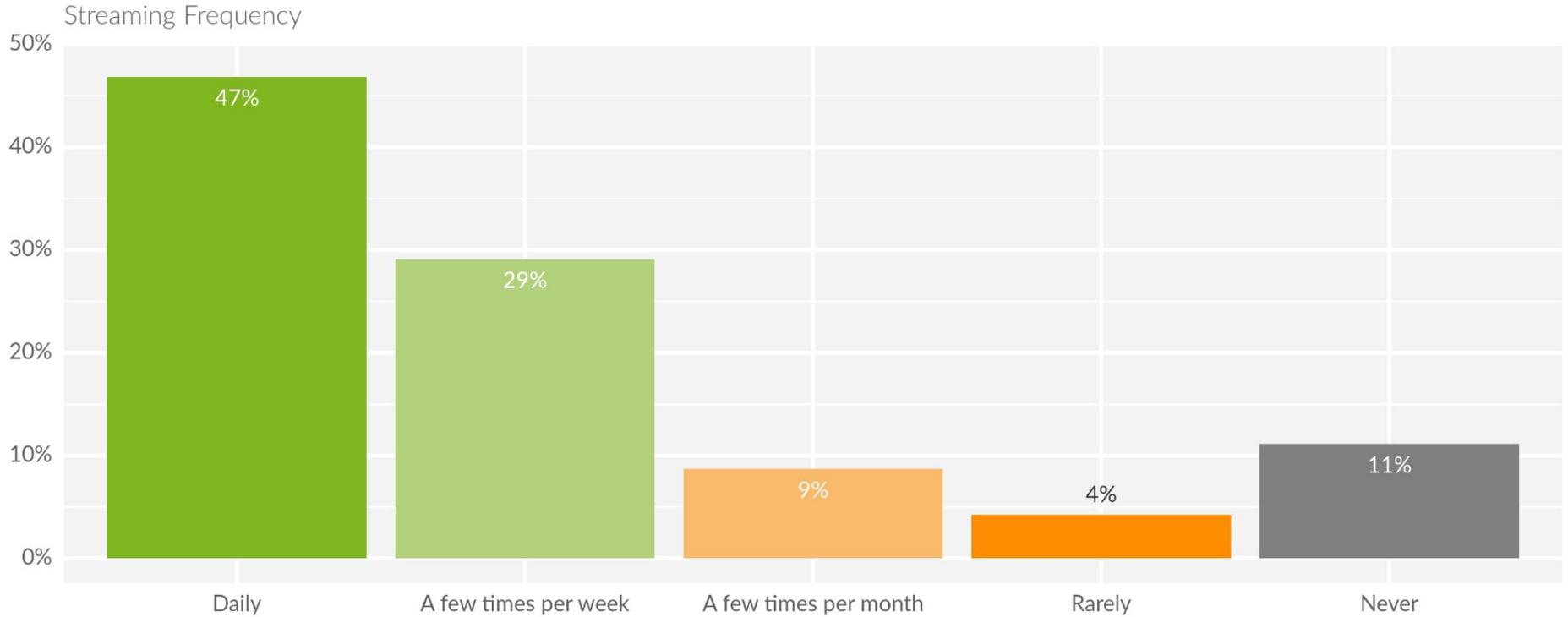
Streaming



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

clarity+campaign(labs)

Media Consumption

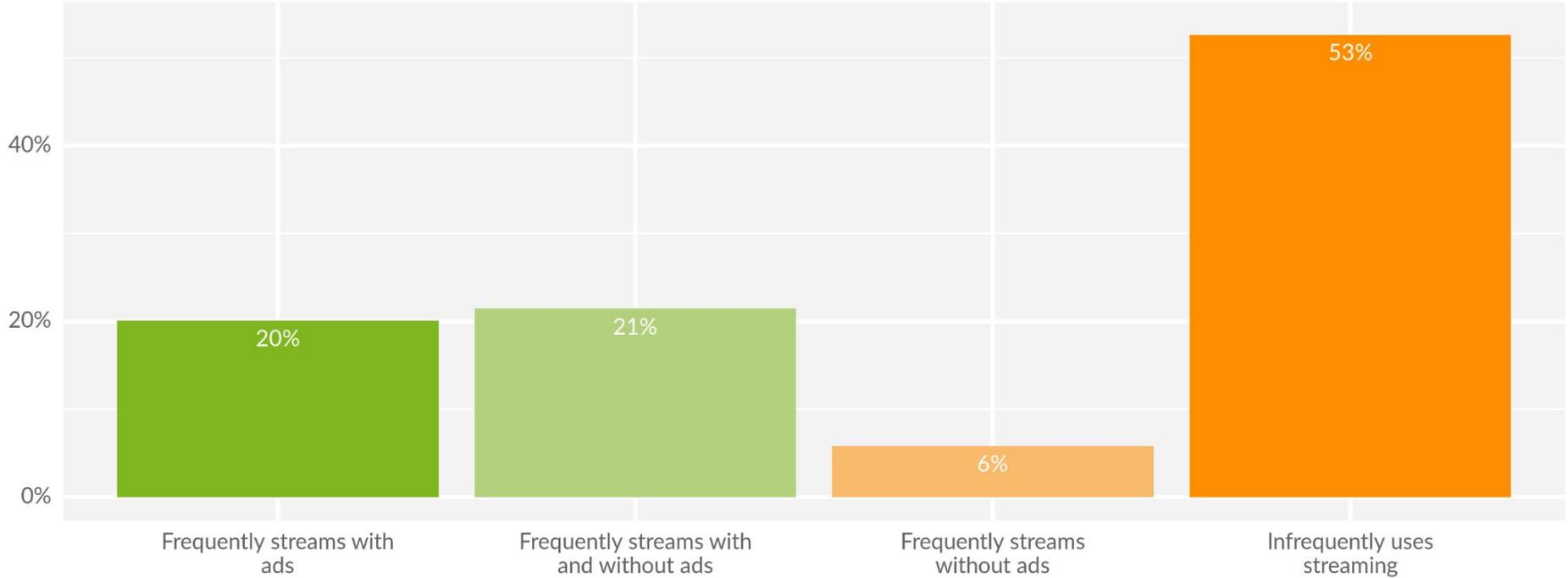


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

Frequency of Use by Streaming Service Type

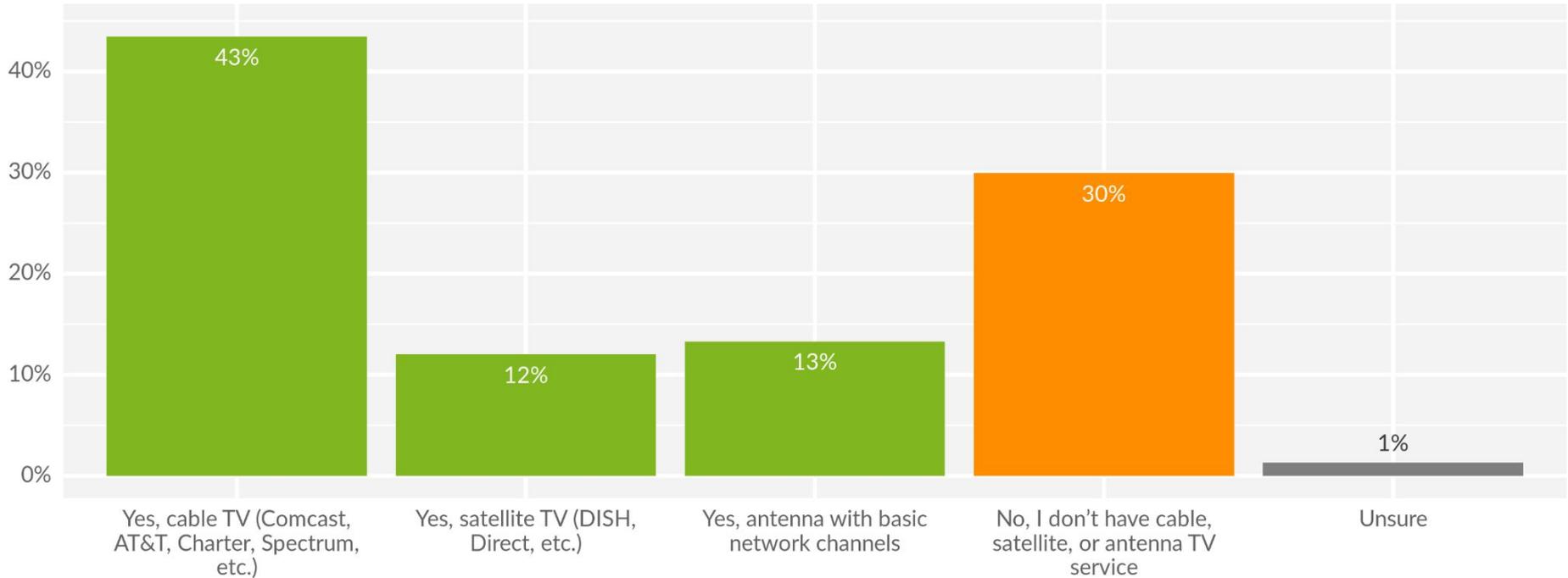


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

Do you have traditional TV service in your home?

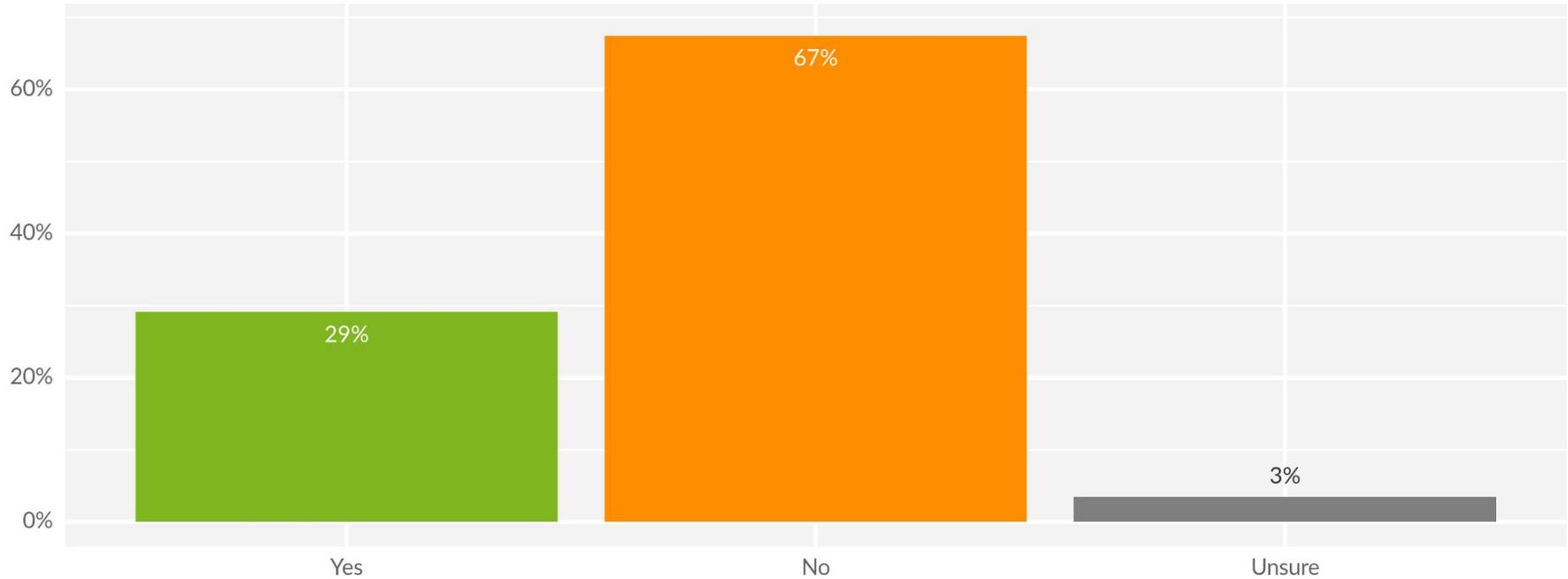


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

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

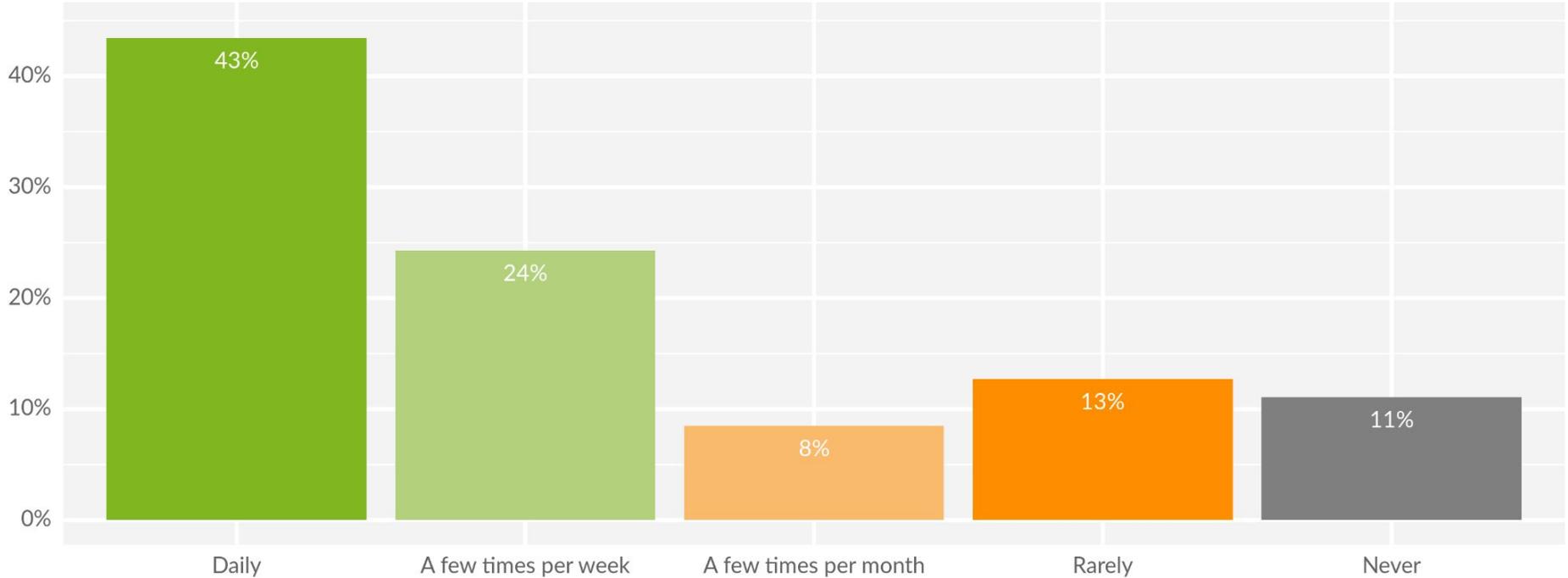


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

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)?

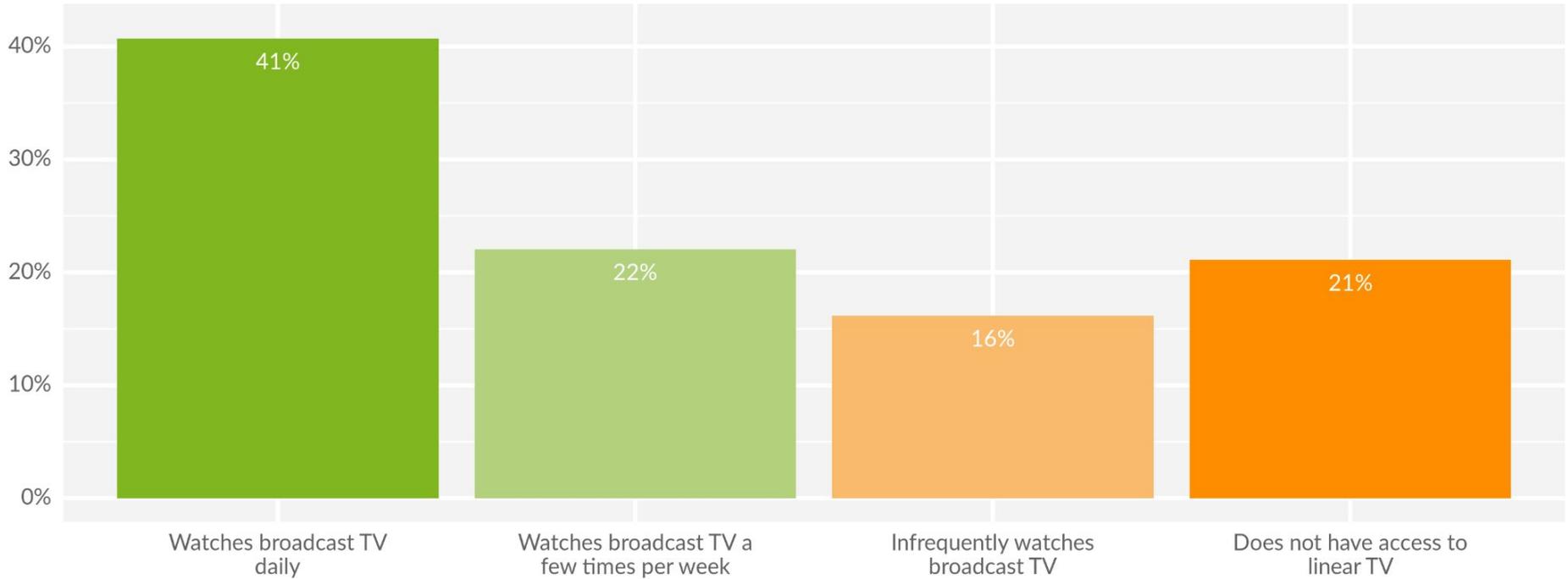


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

Frequency of Broadcast TV Viewing

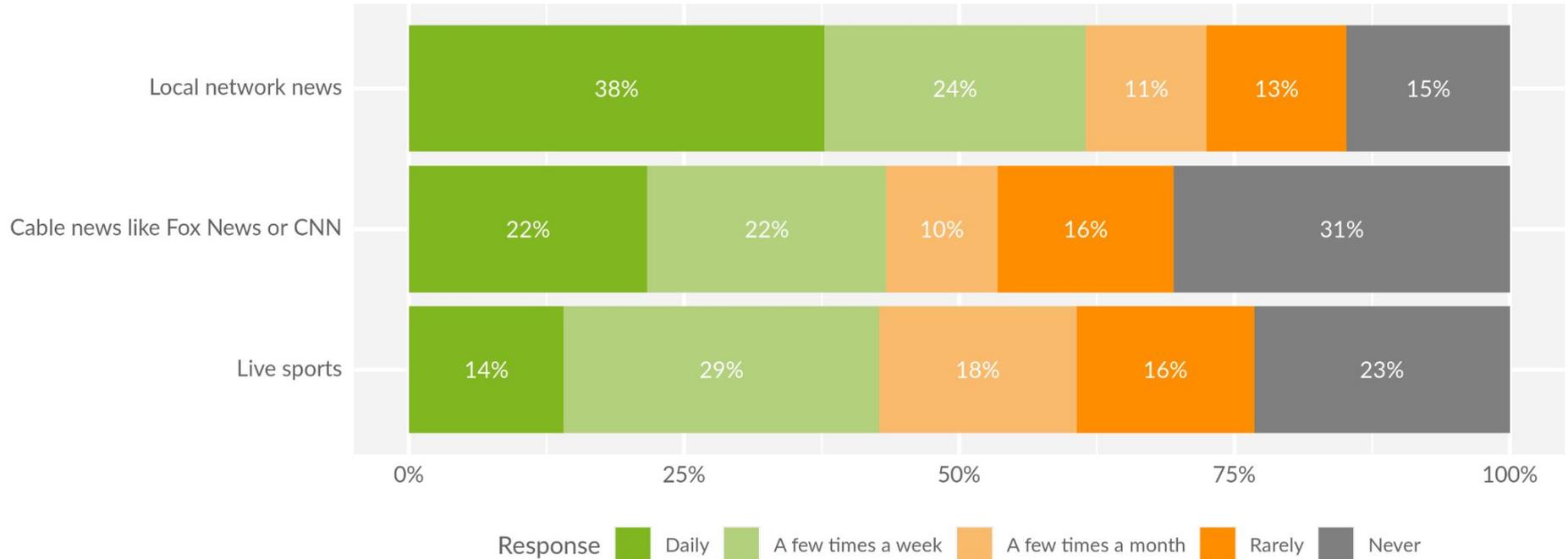


Stay tuned! We are revamping our **Low TV Model** into a new suite of **Media Consumption** scores.

clarity+campaign(labs)

Media Consumption

TV Viewership Frequency



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

clarity+campaign(labs)

Media Consumption

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



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

clarity+campaign(labs)

Learn more about our Omnibus survey

contact@claritycampaigns.com

clarity+campaign(labs)