

Clarity Omnibus Survey

March 2026

clarity+campaign(labs)

Methodology

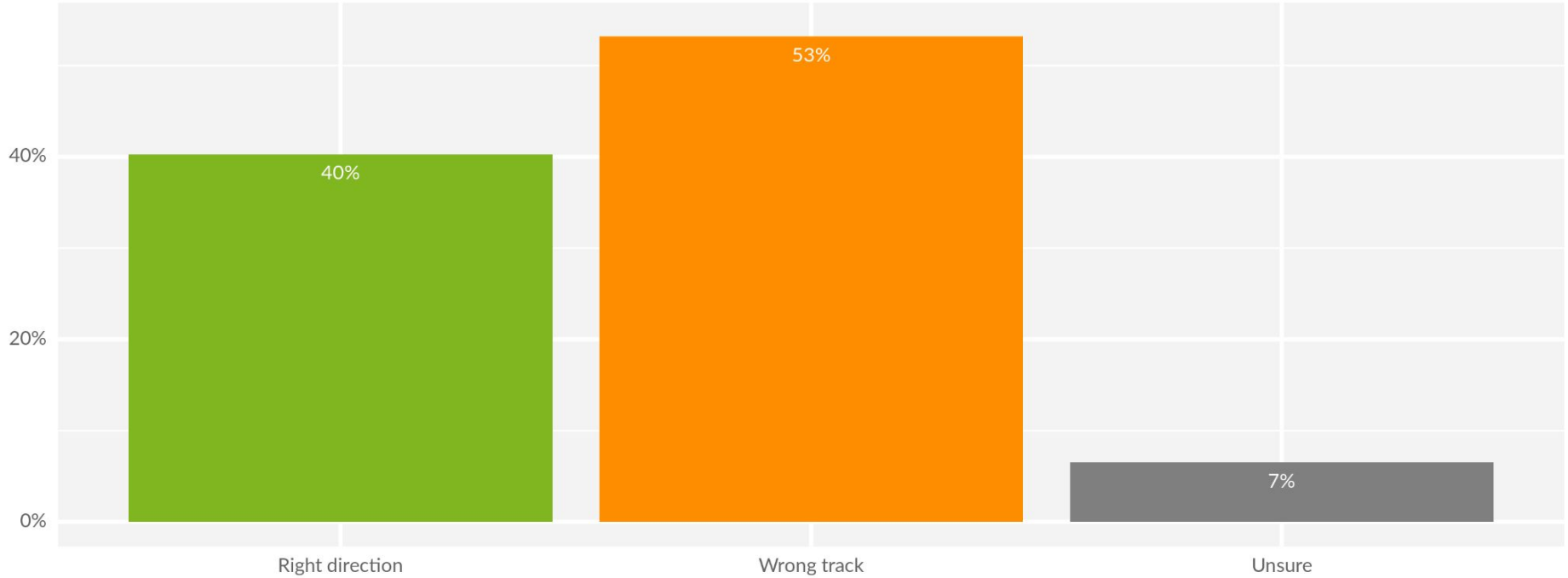
The March 2026 Clarity Omnibus survey was conducted from February 26-March 7th via national online public opinion panels. 1,004 respondents were matched to the voter file. The margin of error of this poll is +/-3.1% at a 95% confidence interval.

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

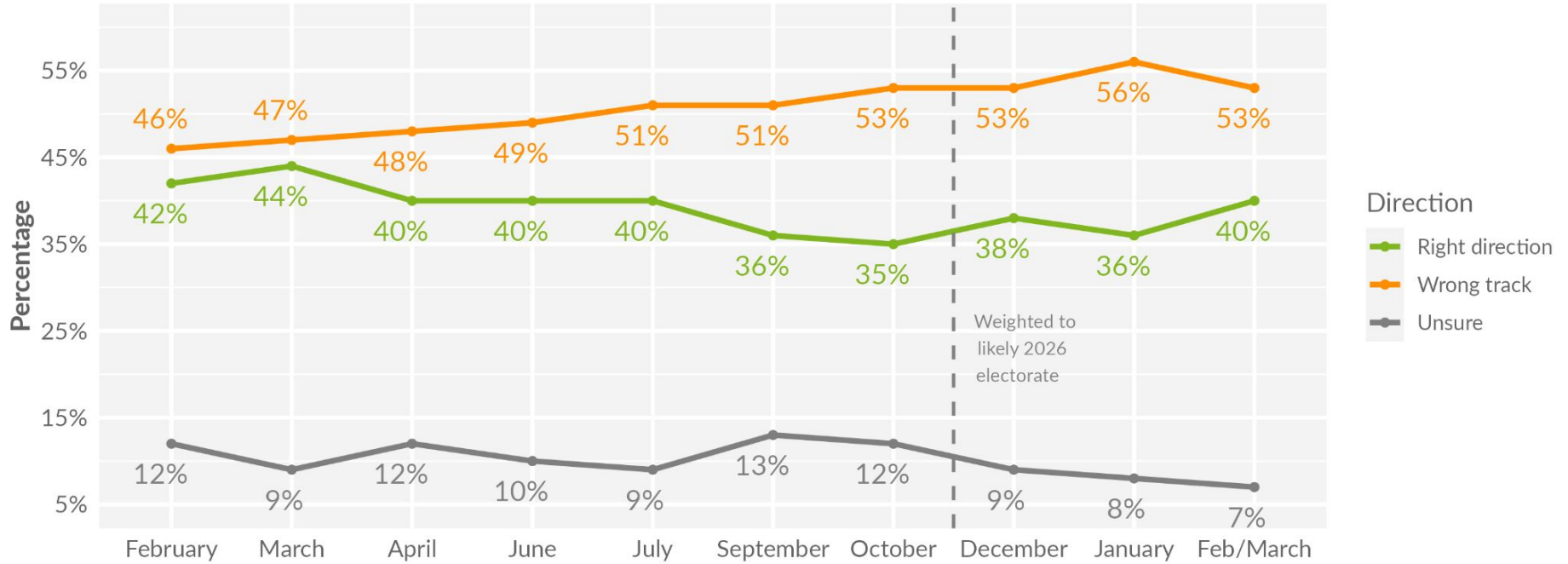
Responses are **weighted to a national universe of likely 2026 General election voters** using factors including age, gender, race, education, geography, and our [2026g Turnout model](#).

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?

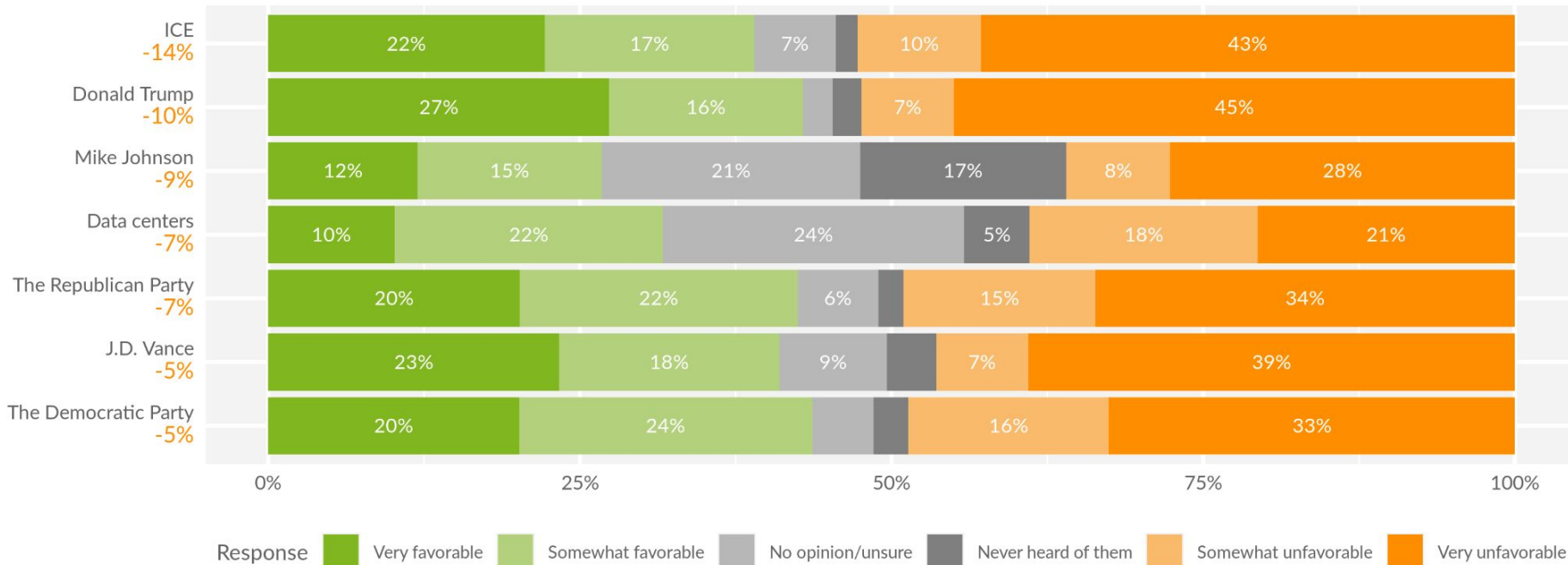


Right Track/Wrong Direction



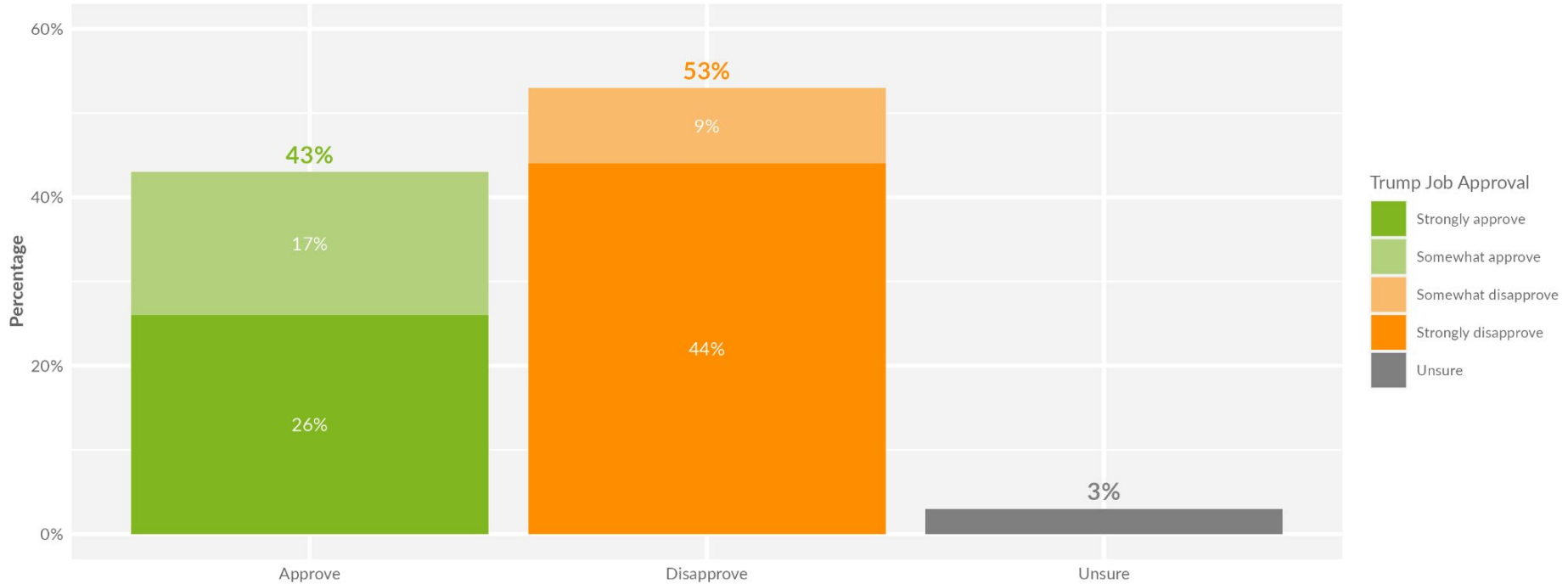
Political Views and Attitudes

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



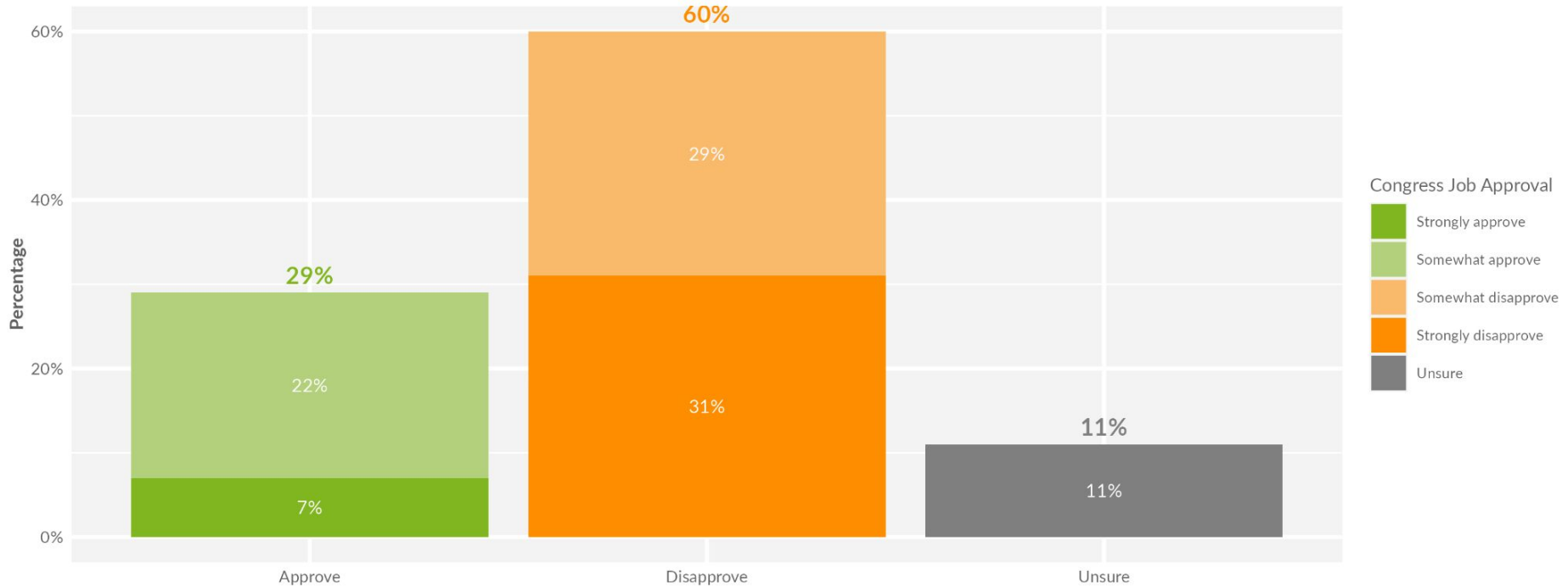
Political Views and Attitudes

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



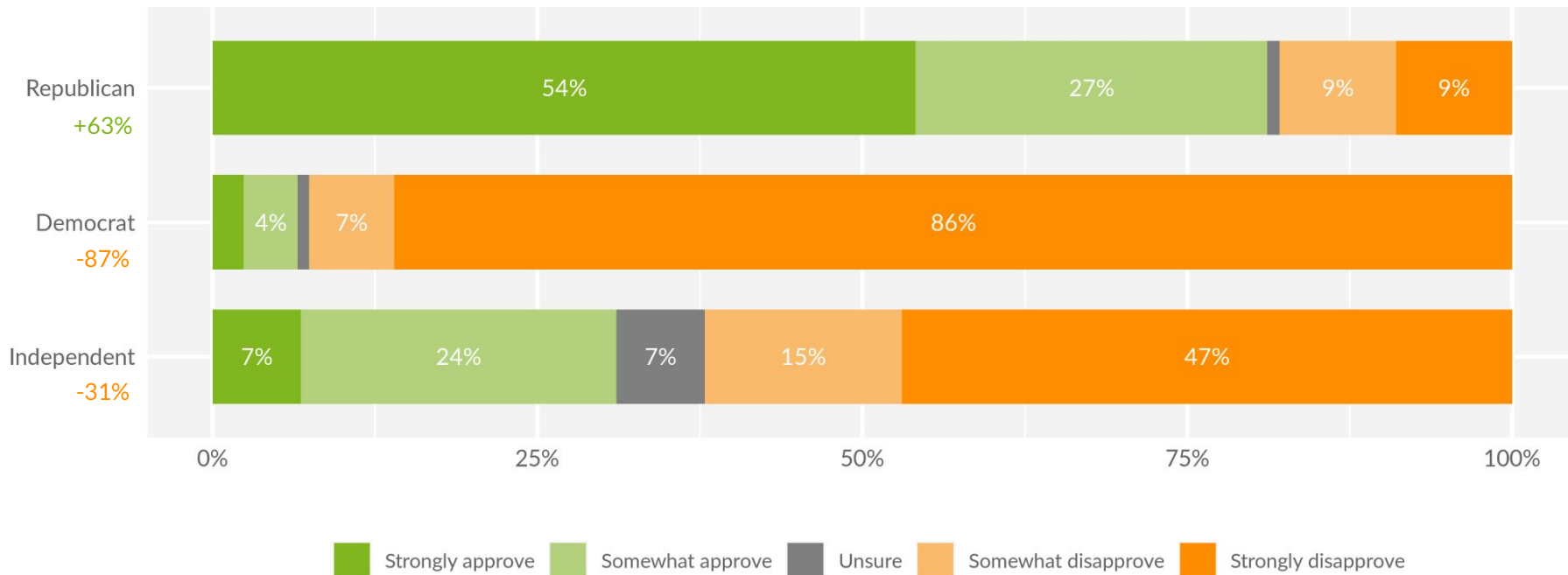
Political Views and Attitudes

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

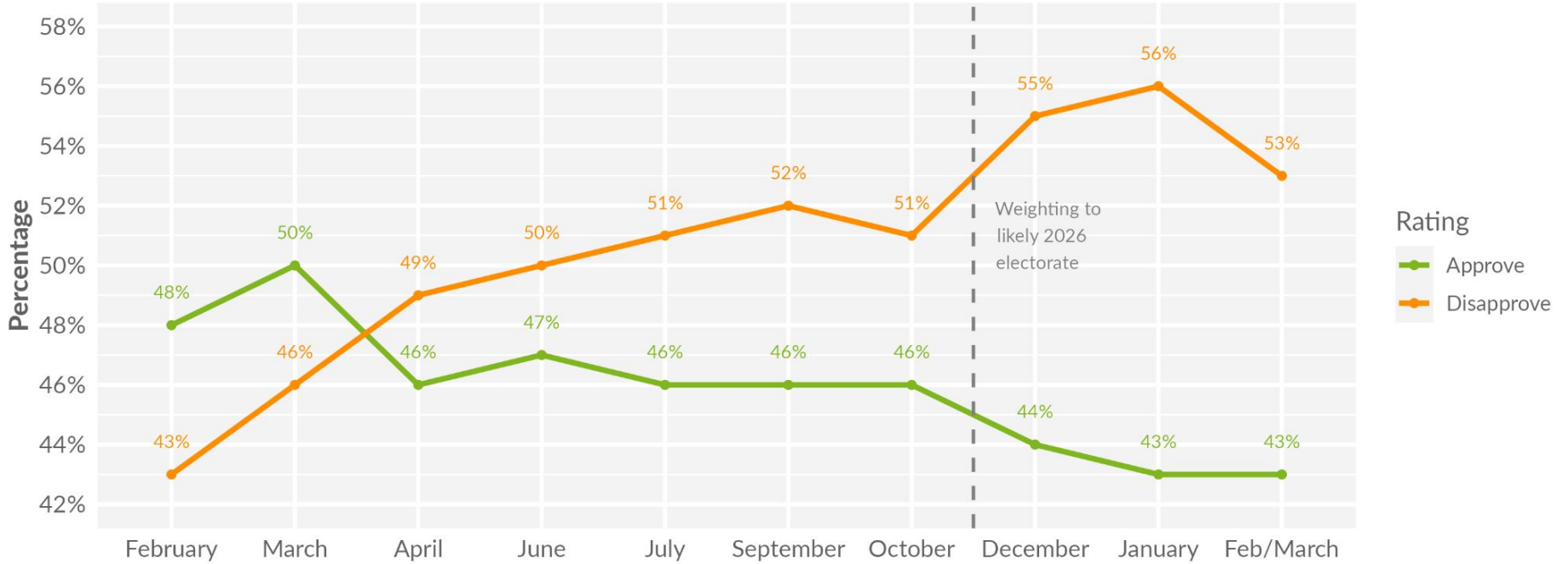


Political Views and Attitudes

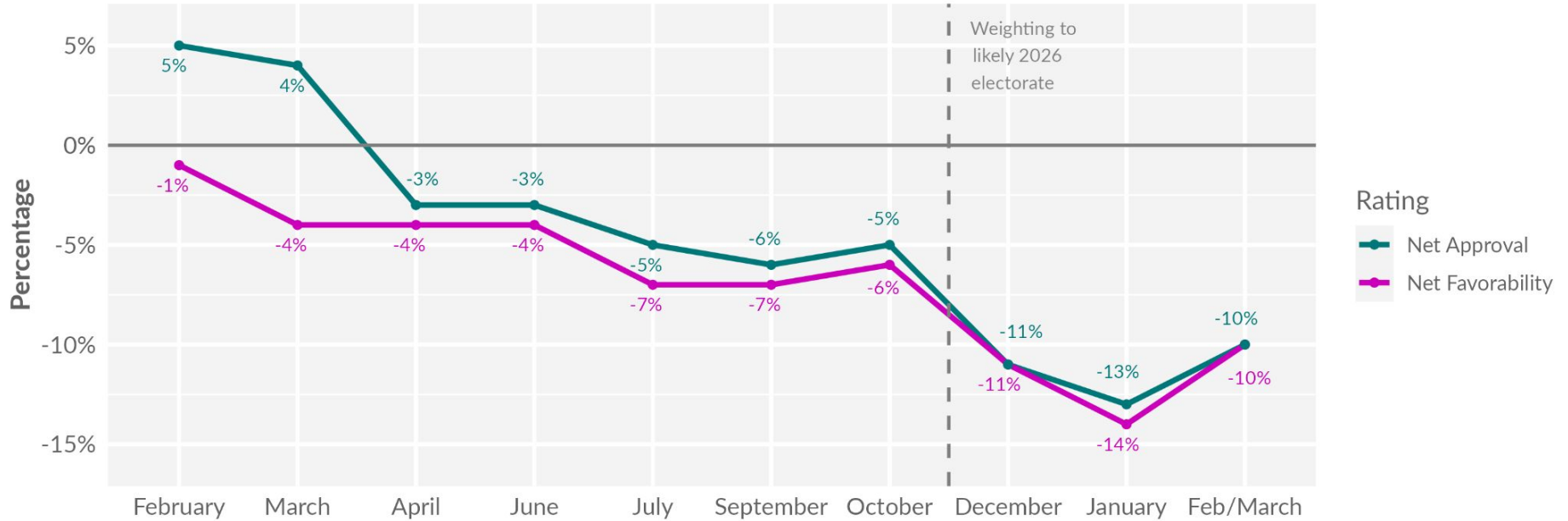
Trump Job Approval by Party ID



Trump Job Approval Rating in Clarity Omnibus Surveys

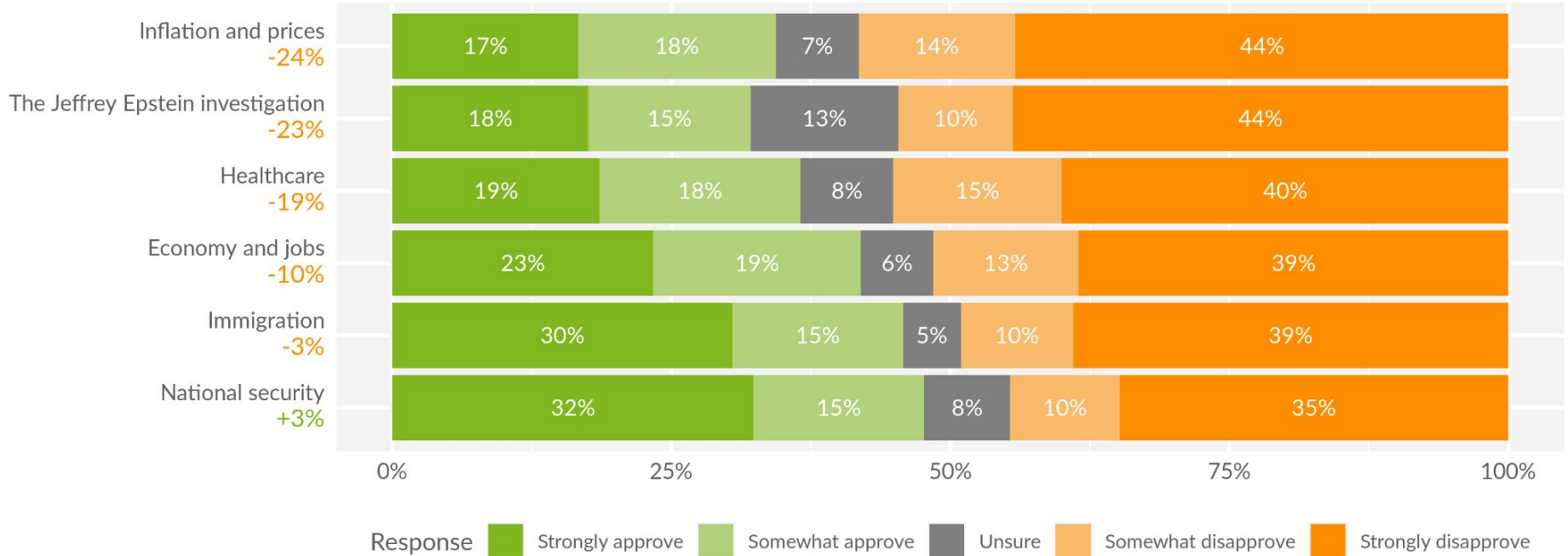


Trump Net Job Approval and Favorability Ratings in Clarity Omnibus Surveys

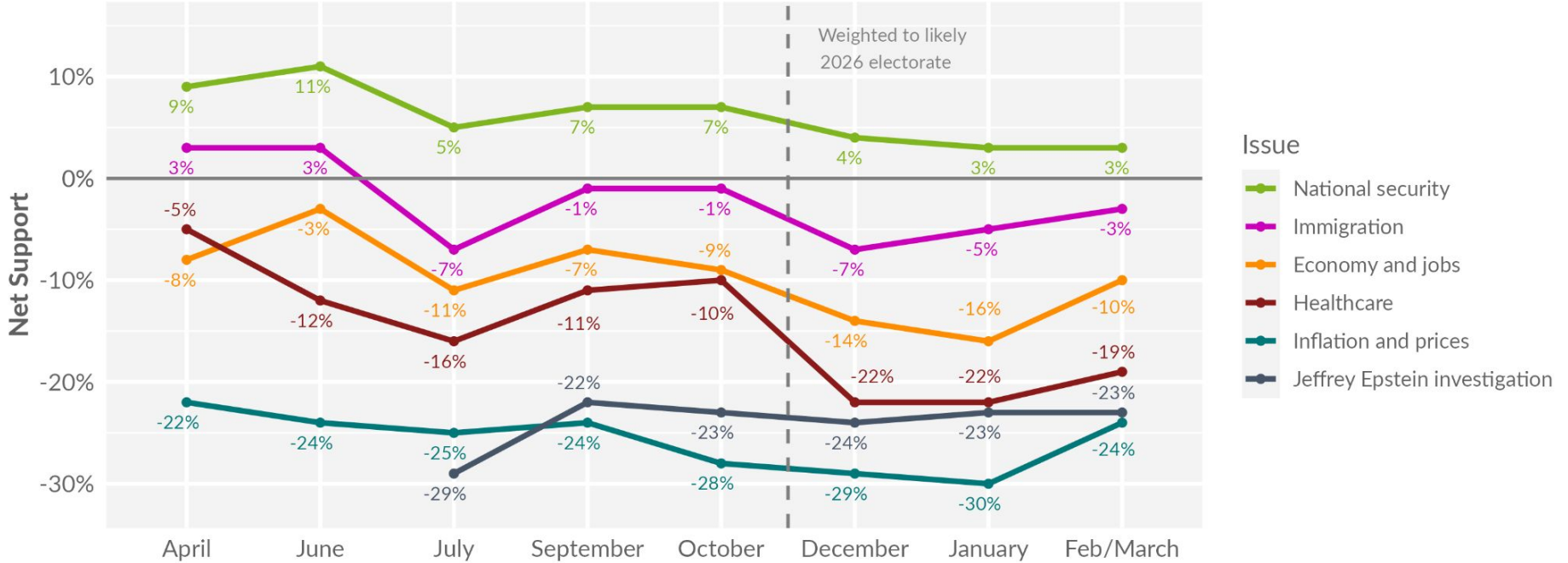


Political Views and Attitudes

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

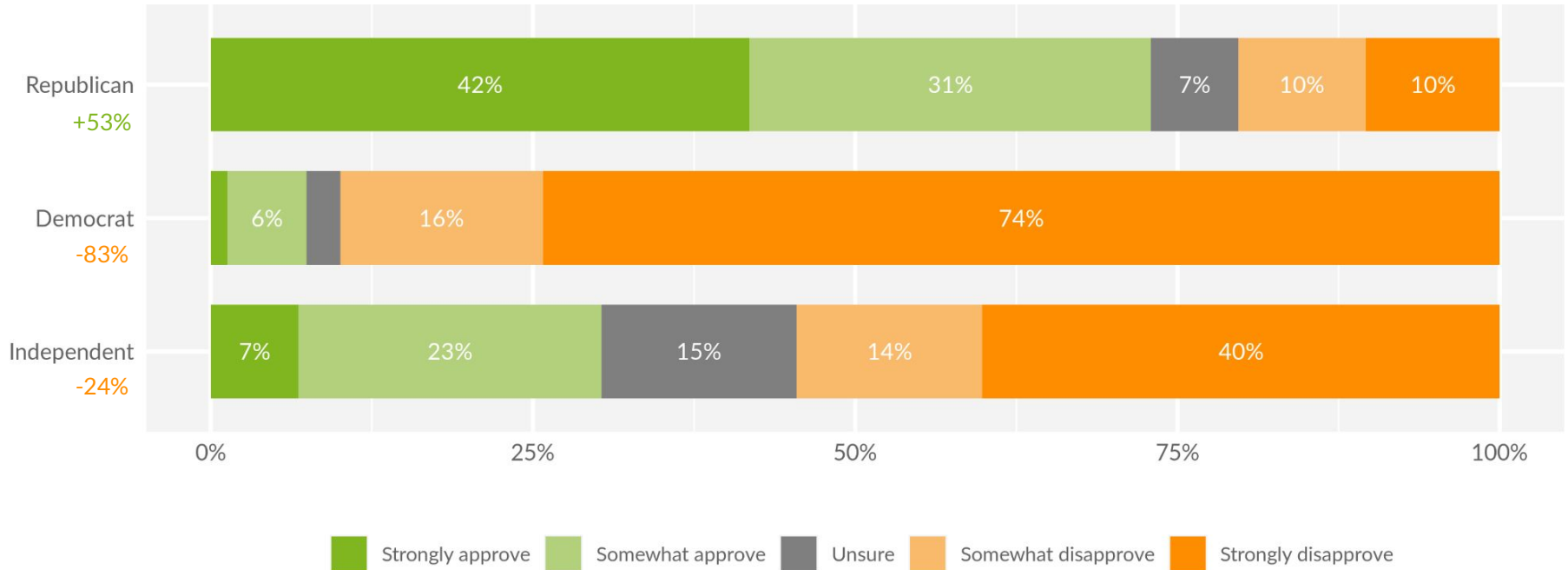


Trump Net Approval by Issue in Clarity Omnibus Surveys



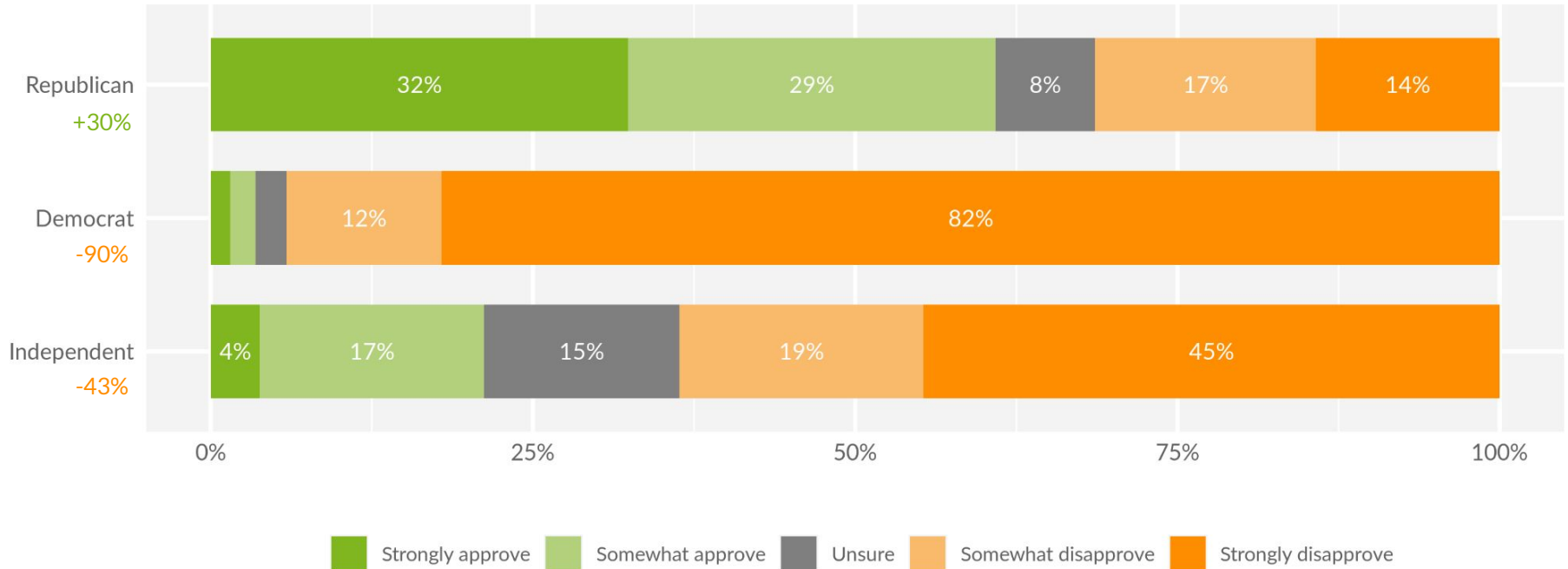
Political Views and Attitudes

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



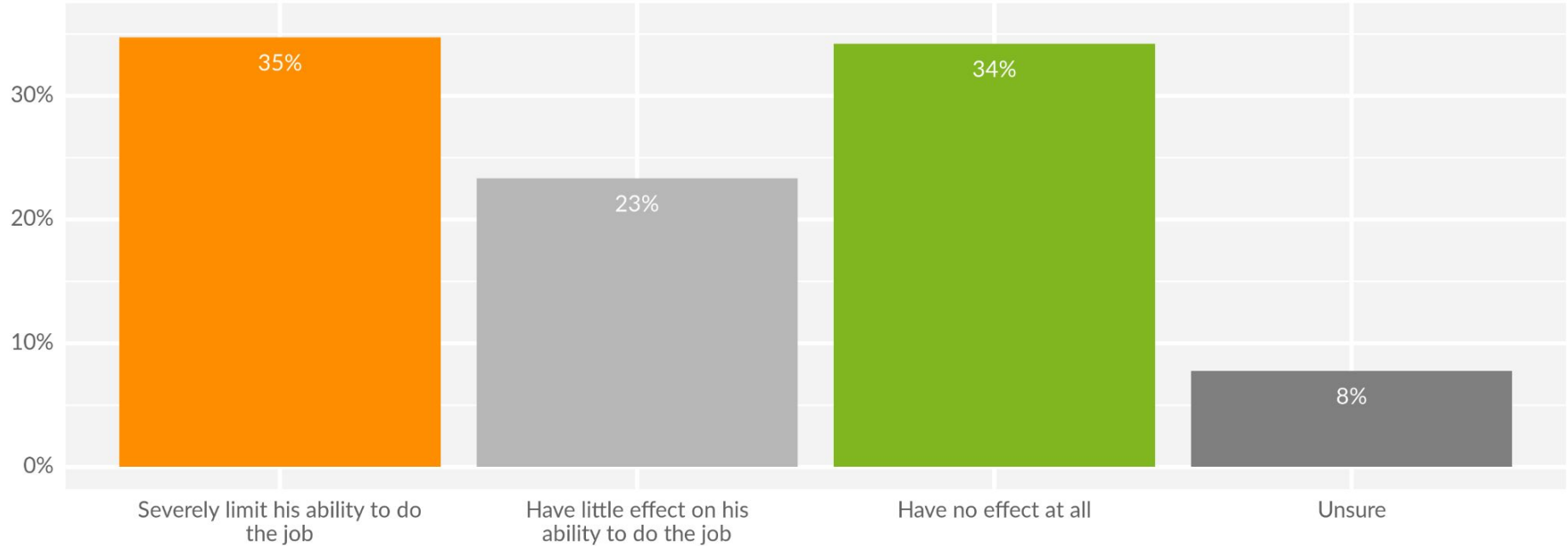
Political Views and Attitudes

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?

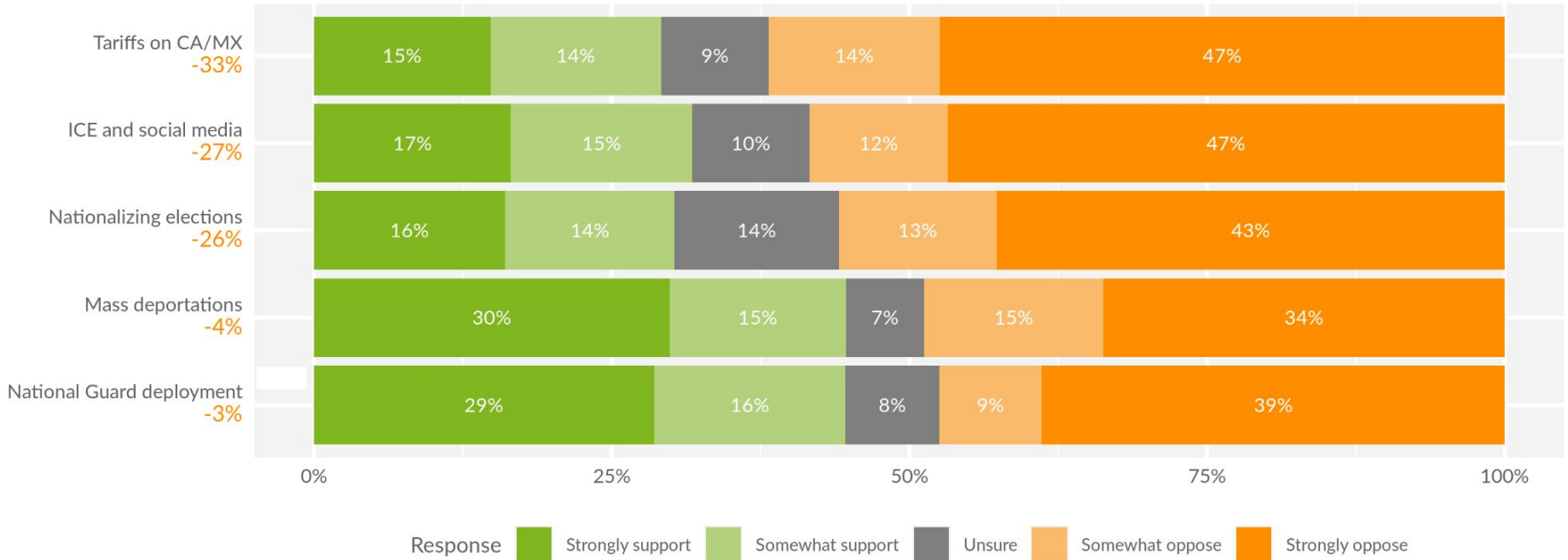


Do you support or oppose each of the following policies?

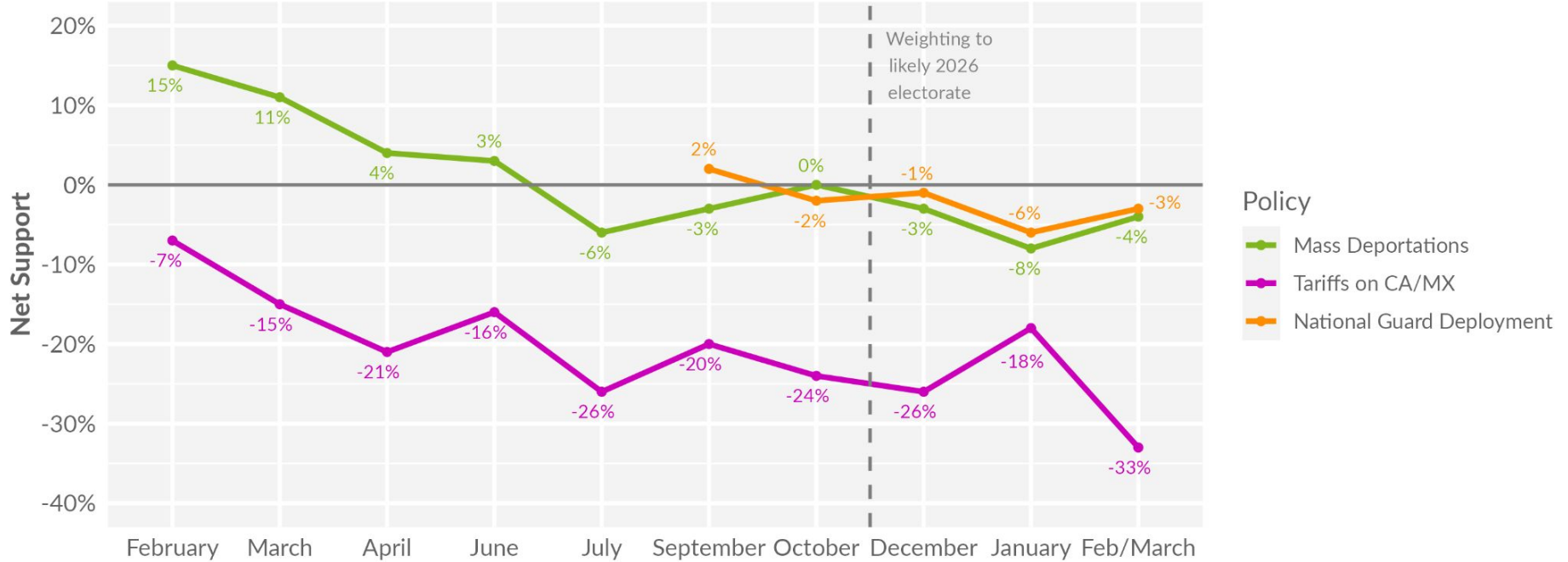
- **Tariffs on CA and MX:** Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada. -33%
- **ICE and Social Media:** Pressuring social media companies to turn over information about users who are suspected of protesting ICE. -27%
- **Nationalizing Elections:** Moving to nationalize elections by directing the federal government to take over the administration and oversight of the voting process. -26%
- **Mass Deportations:** Deporting all people residing in the country without legal status, including those who have not been accused of any additional crimes. -4%
- **National Guard:** Deploying the national guard to cities like Washington DC or Chicago to address crime. -3%

Political Views and Attitudes

Do you support or oppose each of the following policies?

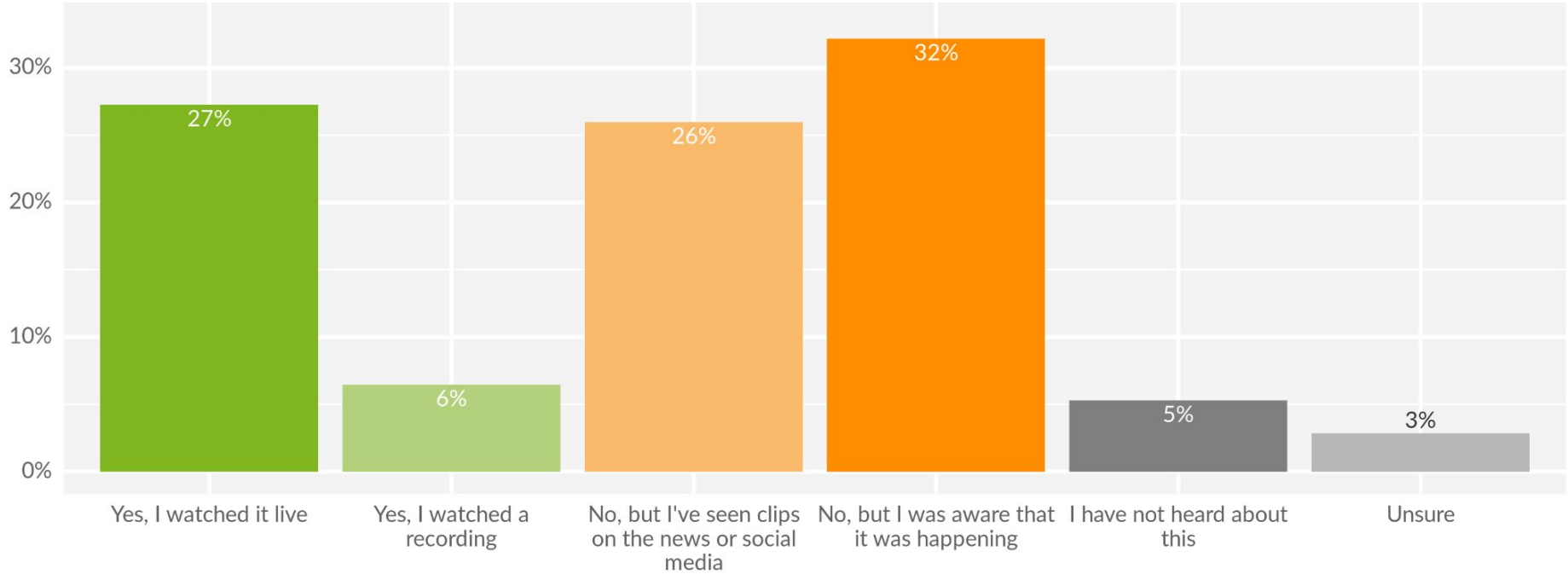


Trump Policy Net Support in Clarity Omnibus Surveys



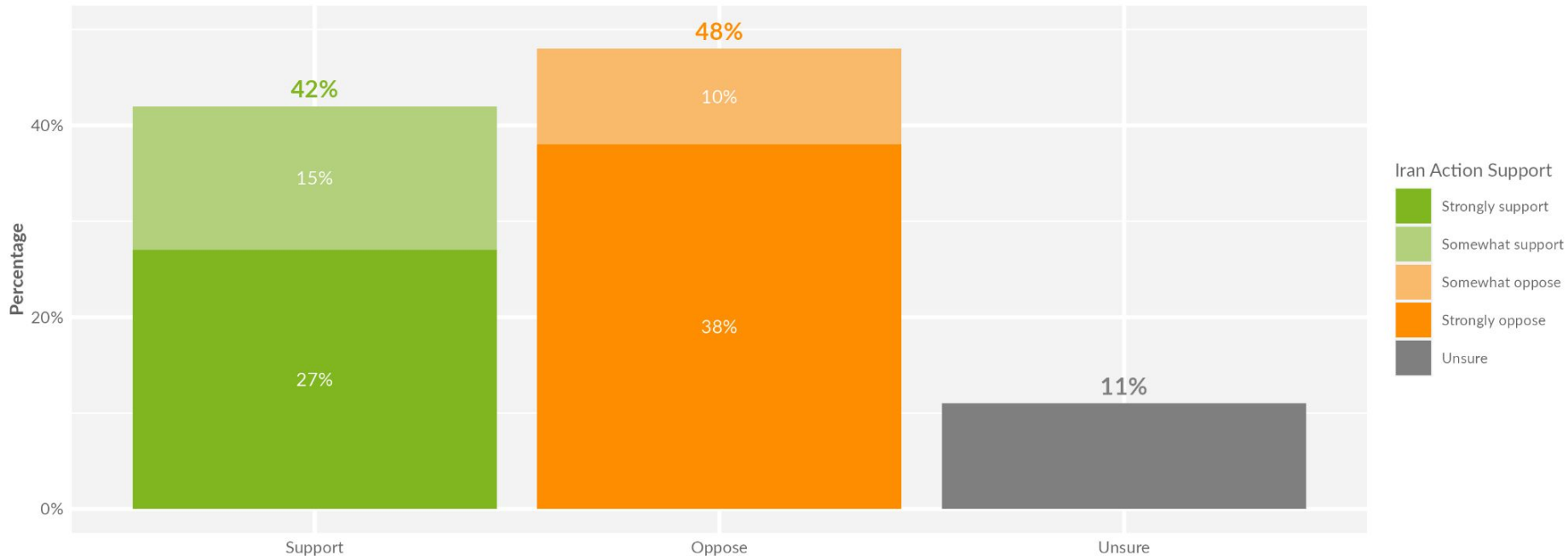
Political Views and Attitudes

Did you watch the State of the Union address?



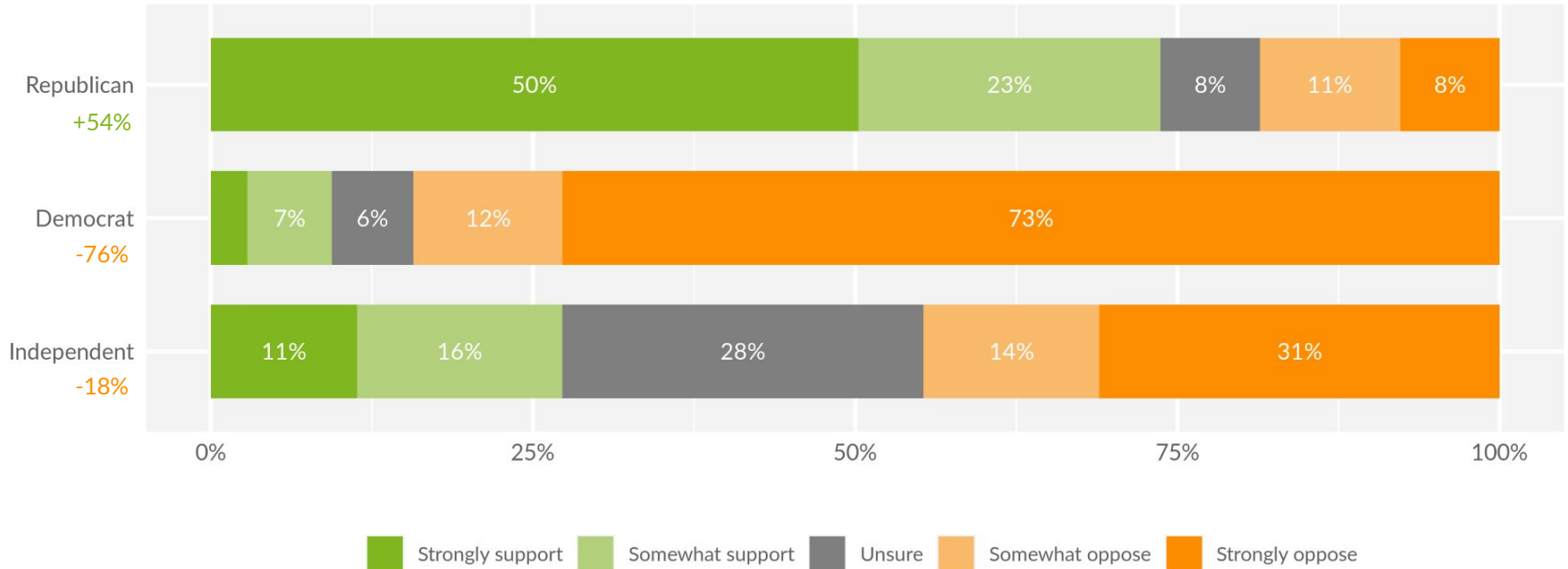
Political Views and Attitudes

Recently President Trump has started new military action against Iran.
Do you support or oppose this military action?



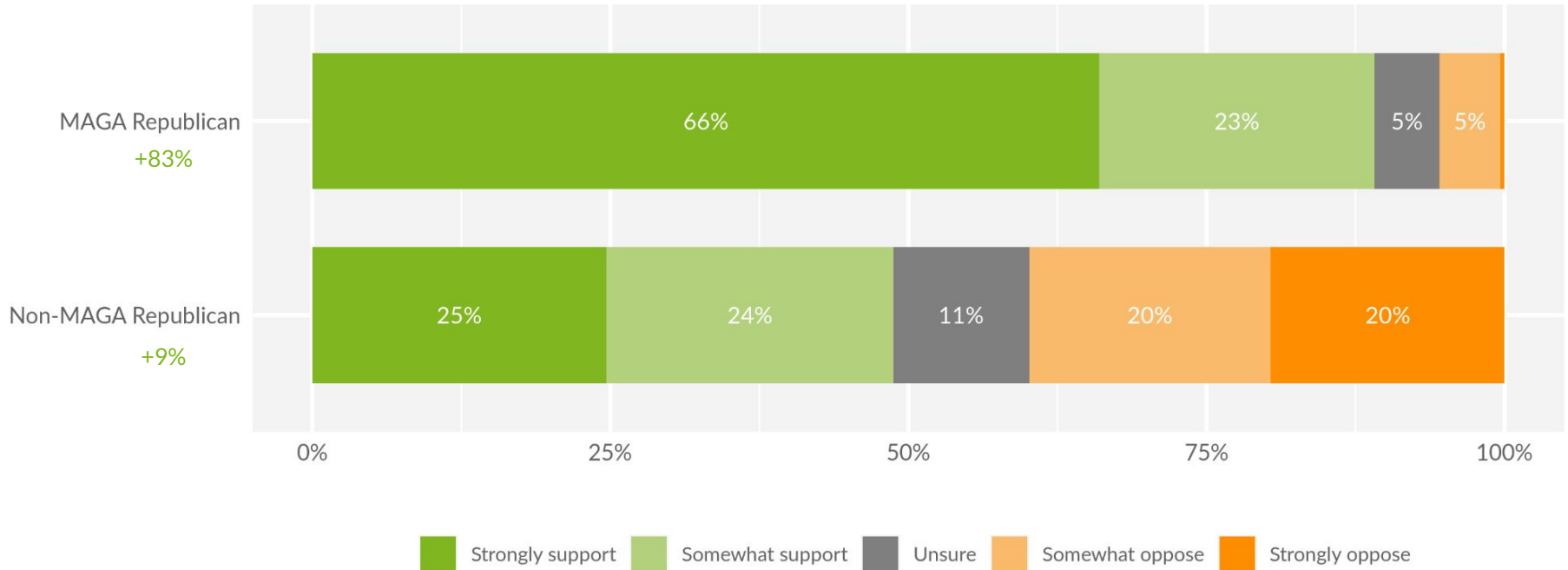
Political Views and Attitudes

Support for Iran Military Action by Party ID (w/ Leaners)



Political Views and Attitudes

Support for Iran Military Action among Republicans



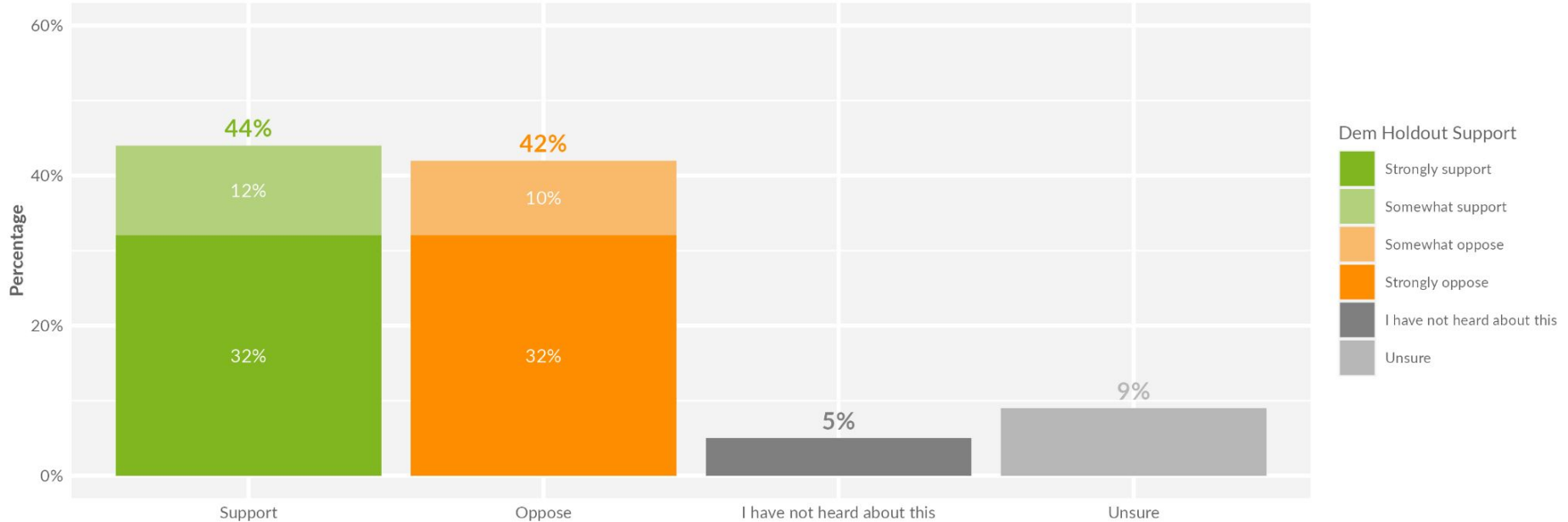
Political Views and Attitudes

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



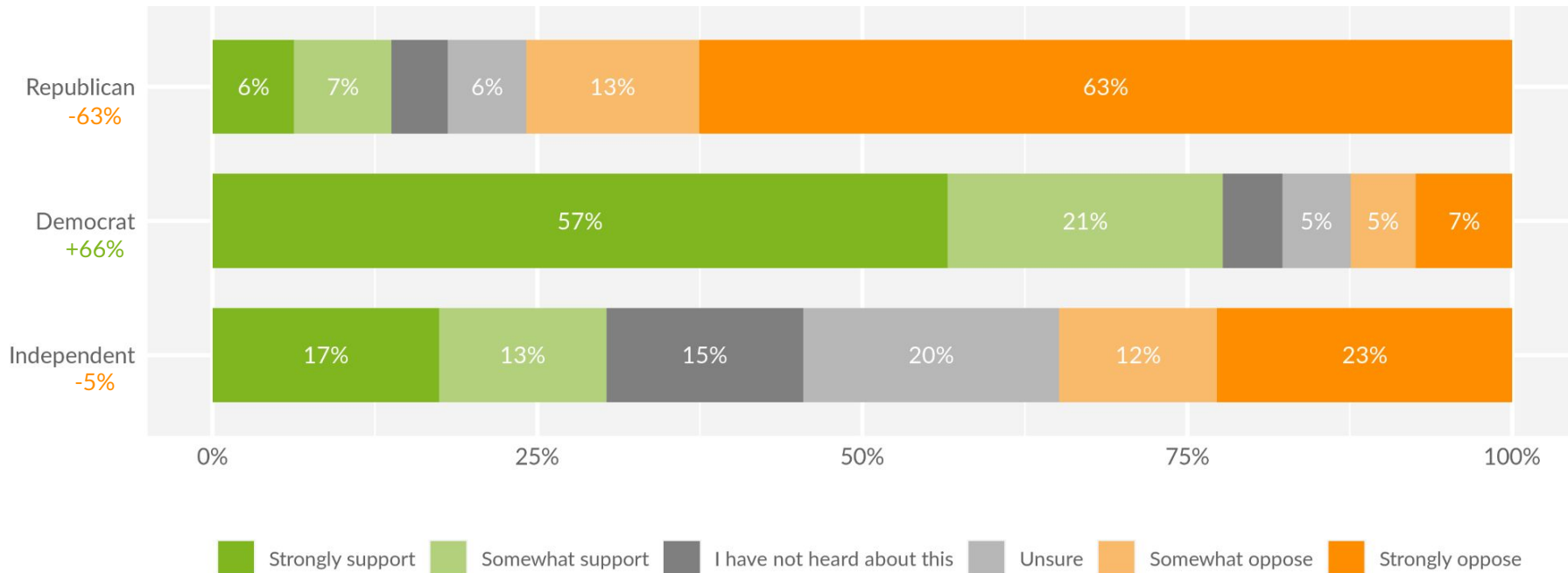
Political Views and Attitudes

Democrats in Congress are withholding funding for the Department of Homeland Security (DHS) until a compromise is reached on placing restrictions on immigration enforcement activities. Do you support or oppose Democrats withholding funding for this reason?



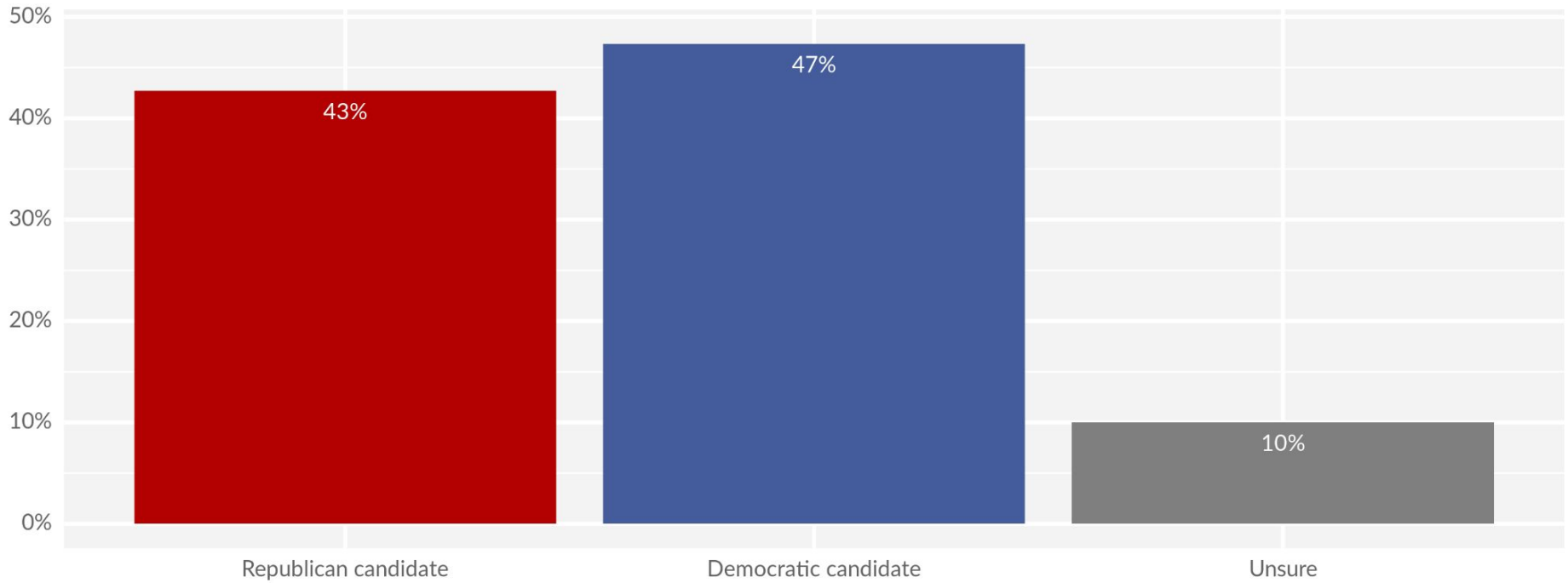
Political Views and Attitudes

DHS Funding Holdout Support by Party ID (w/ Leaners)



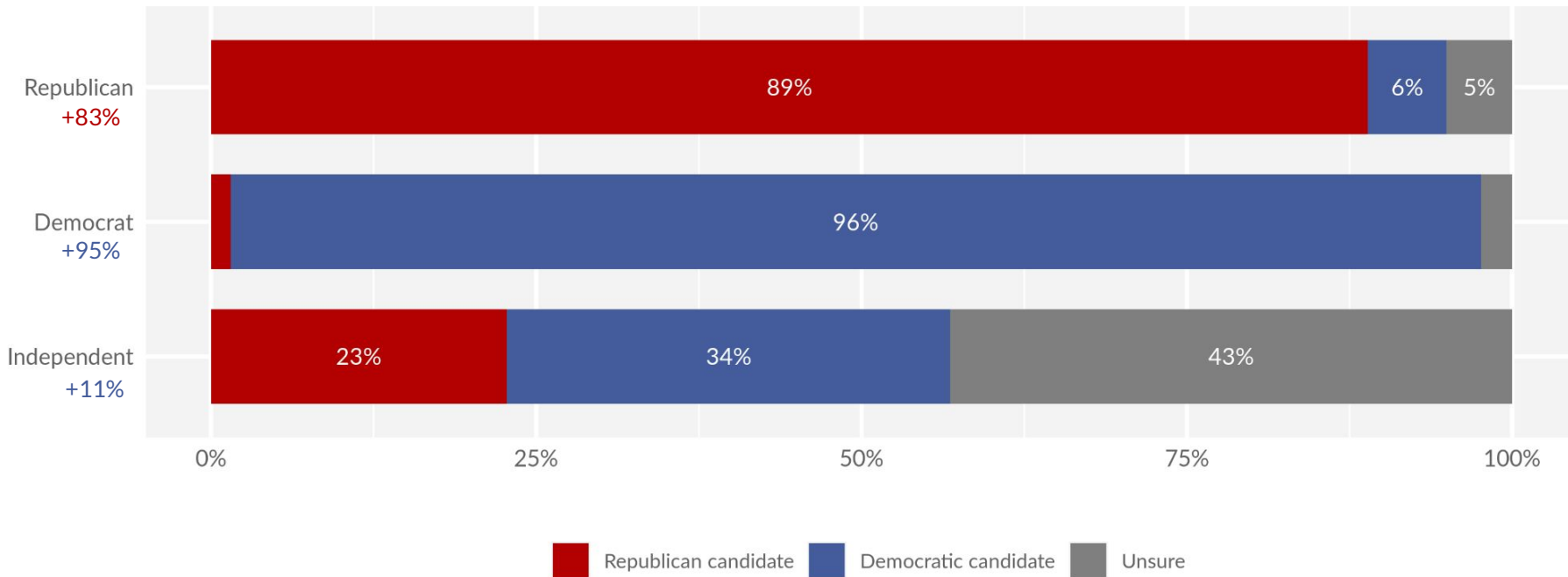
Political Views and Attitudes

Generic House Vote (w/ Leaners)

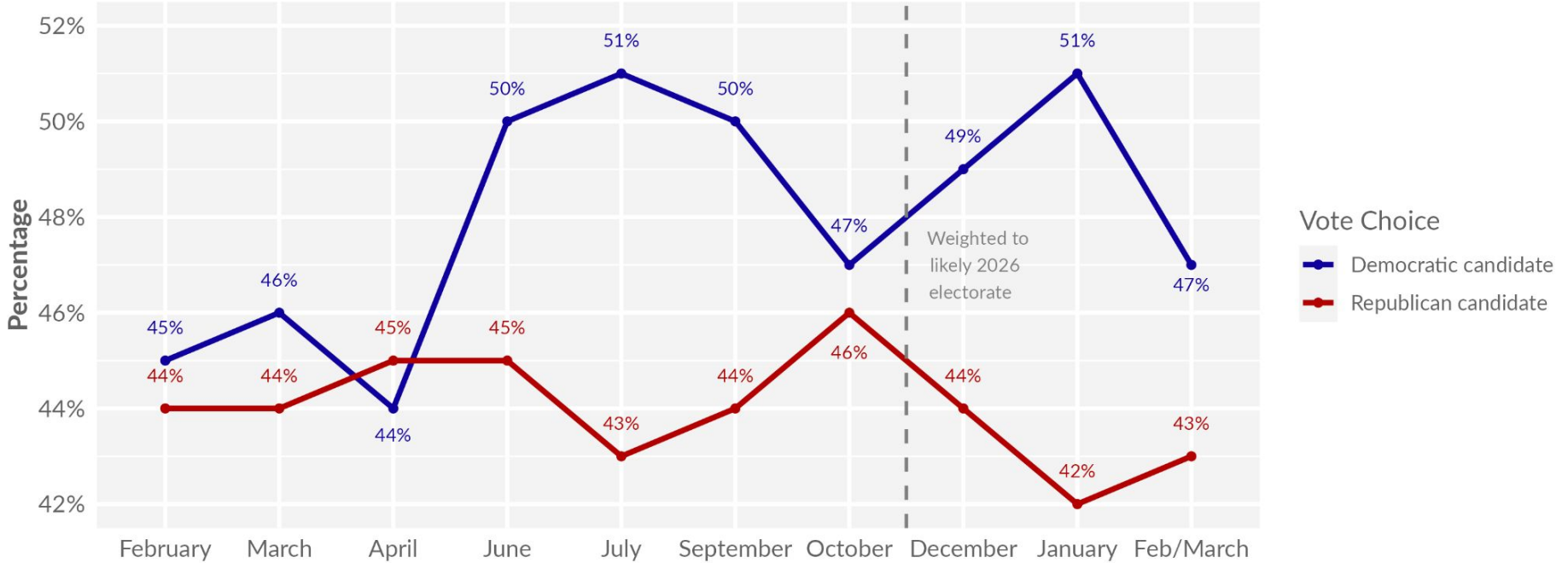


Political Views and Attitudes

Generic House Vote (w/ Leaners) by Party ID

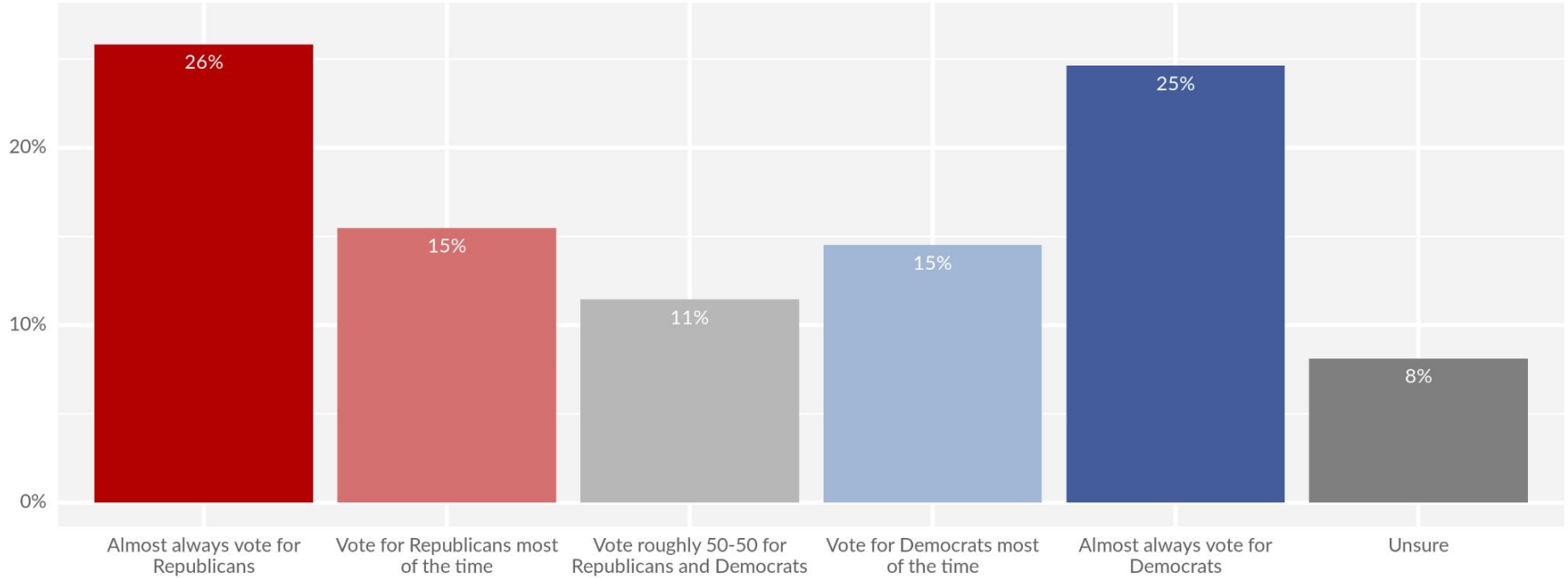


Congressional Generic Ballot in Clarity Omnibus Surveys



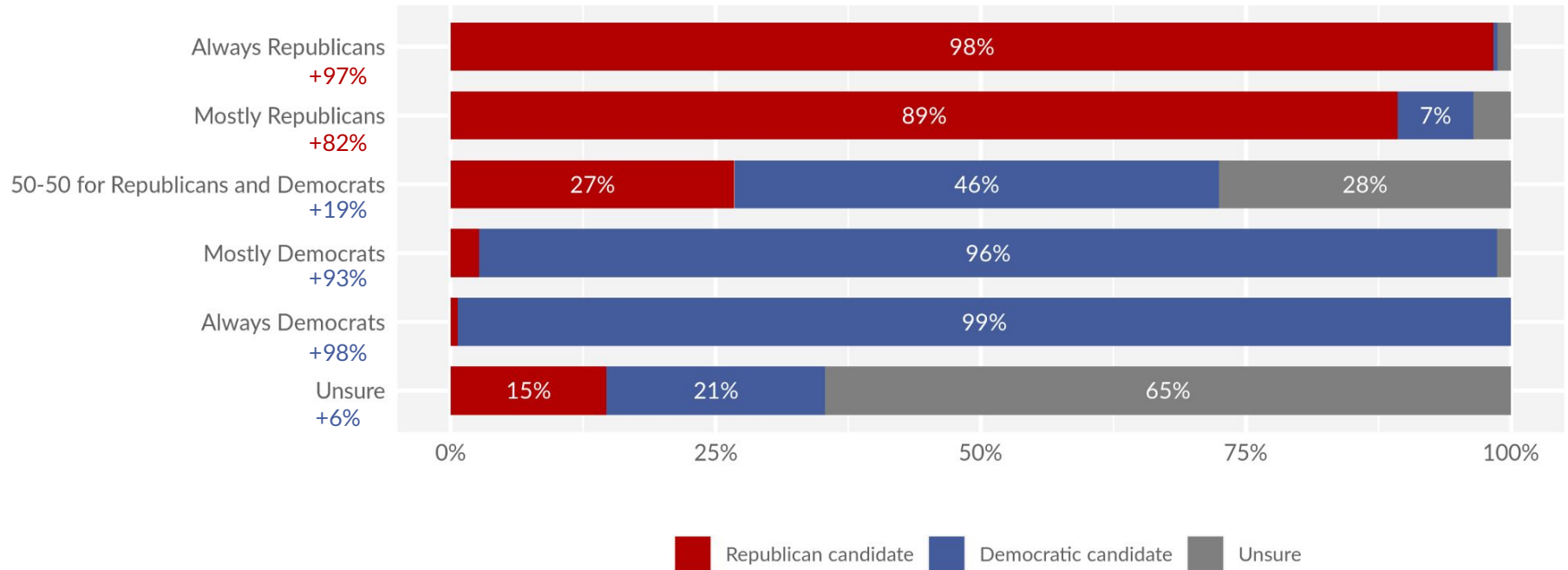
Political Views and Attitudes

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

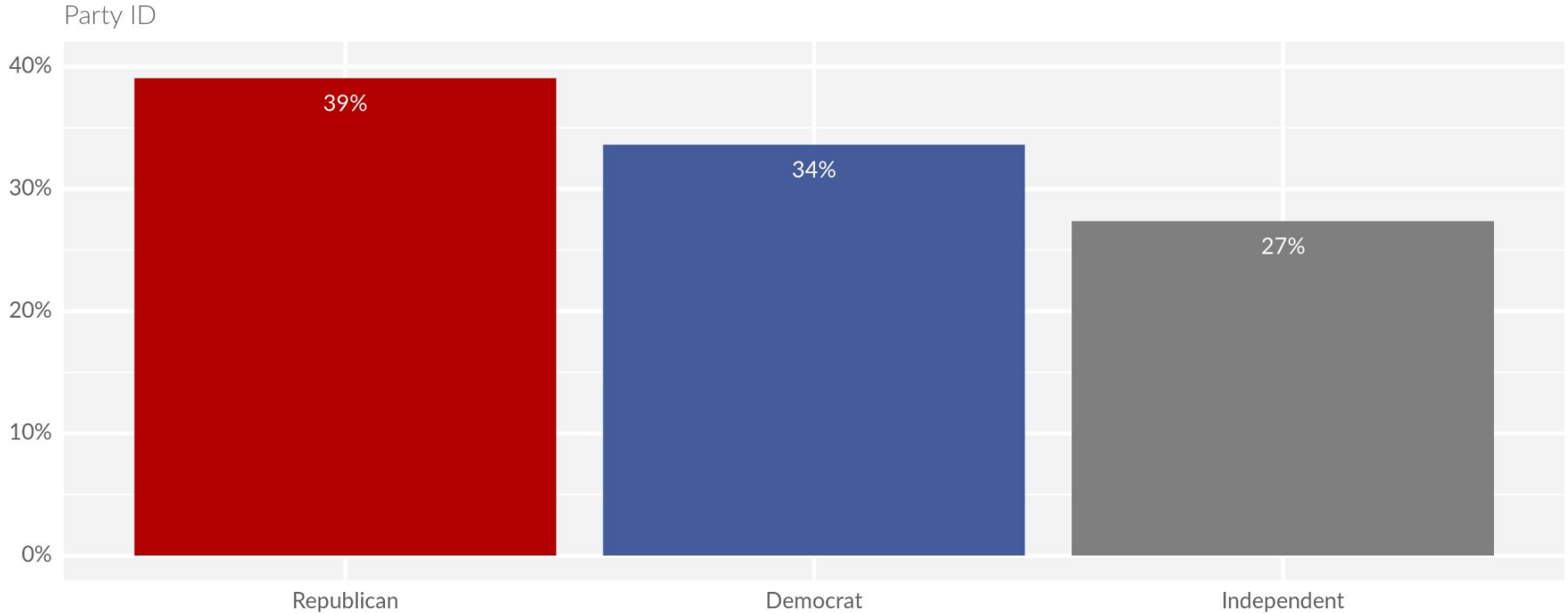


Political Views and Attitudes

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



Political Views and Attitudes

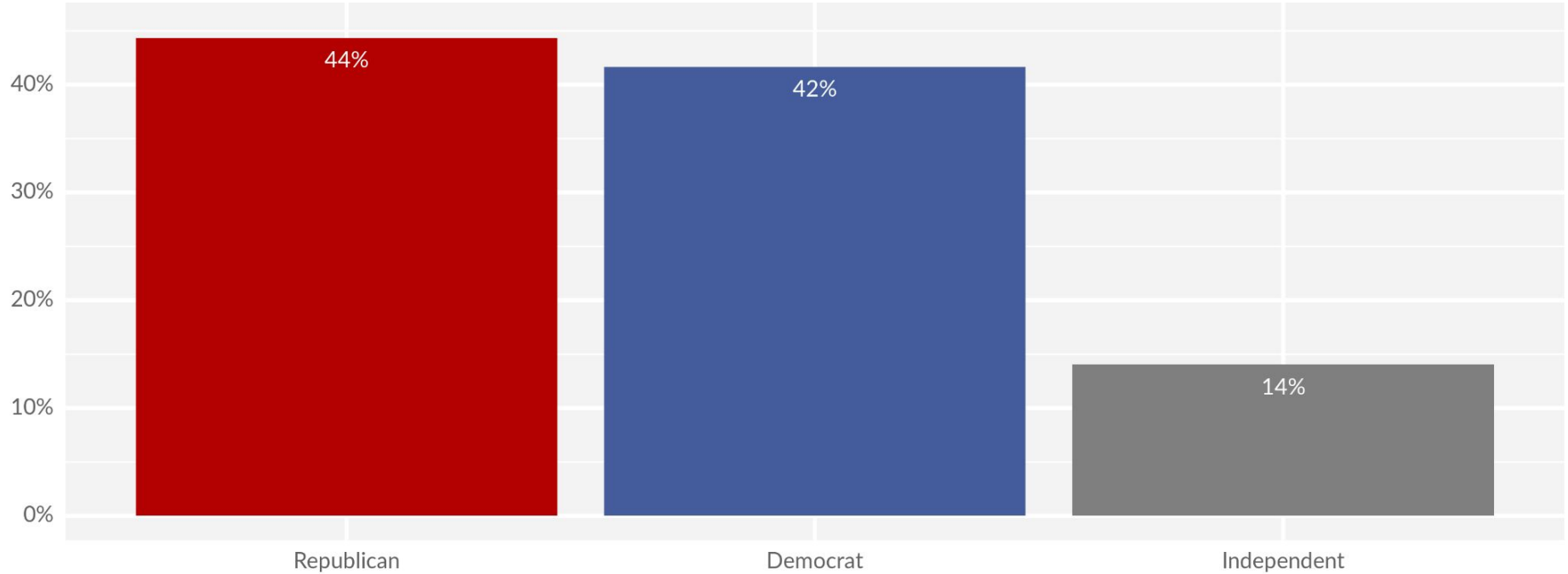


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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Political Views and Attitudes

Party ID [After Independent Push]

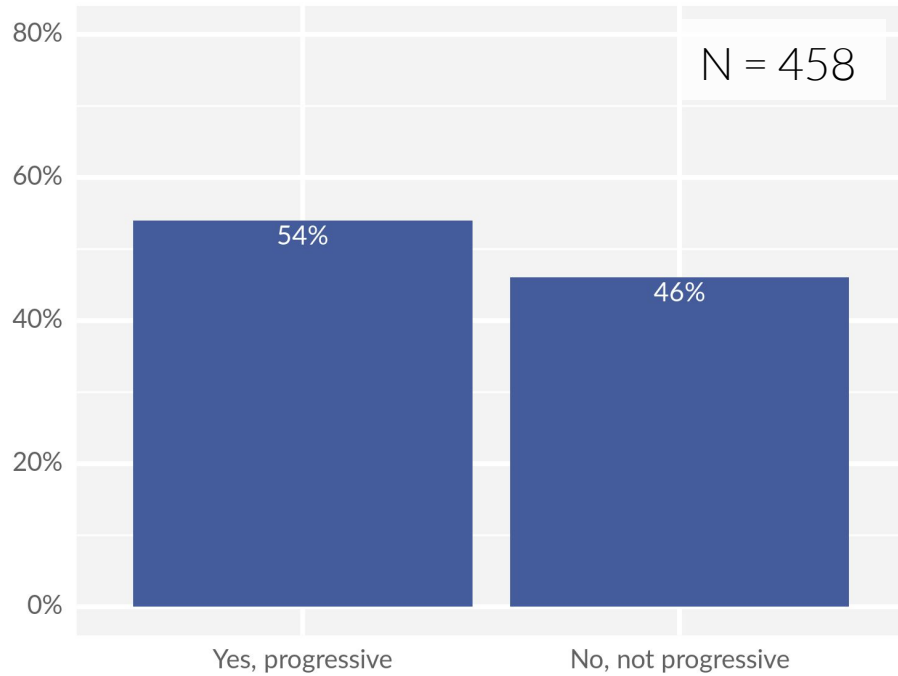


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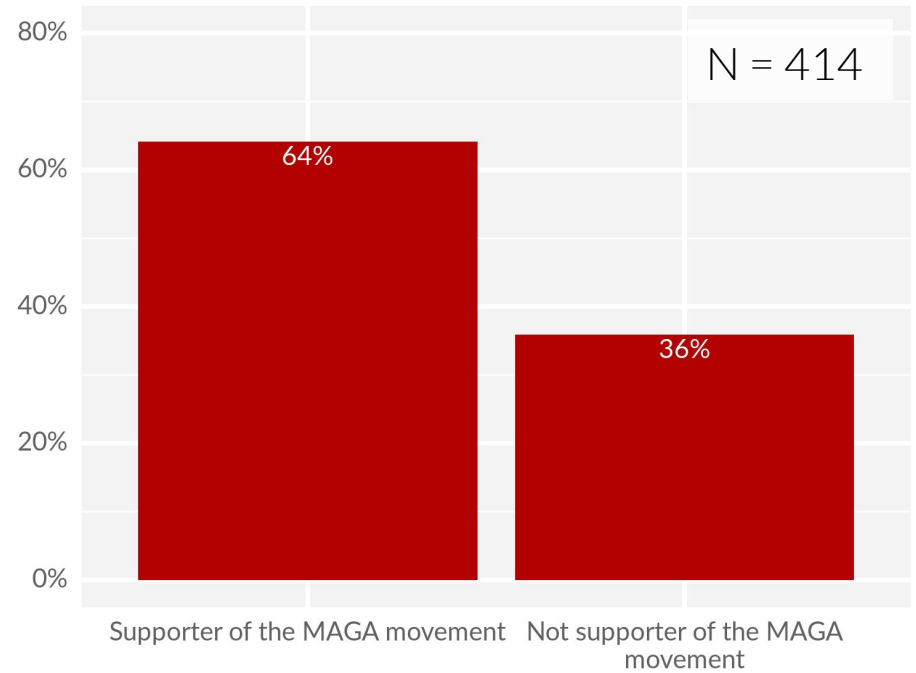
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Political Views and Attitudes

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

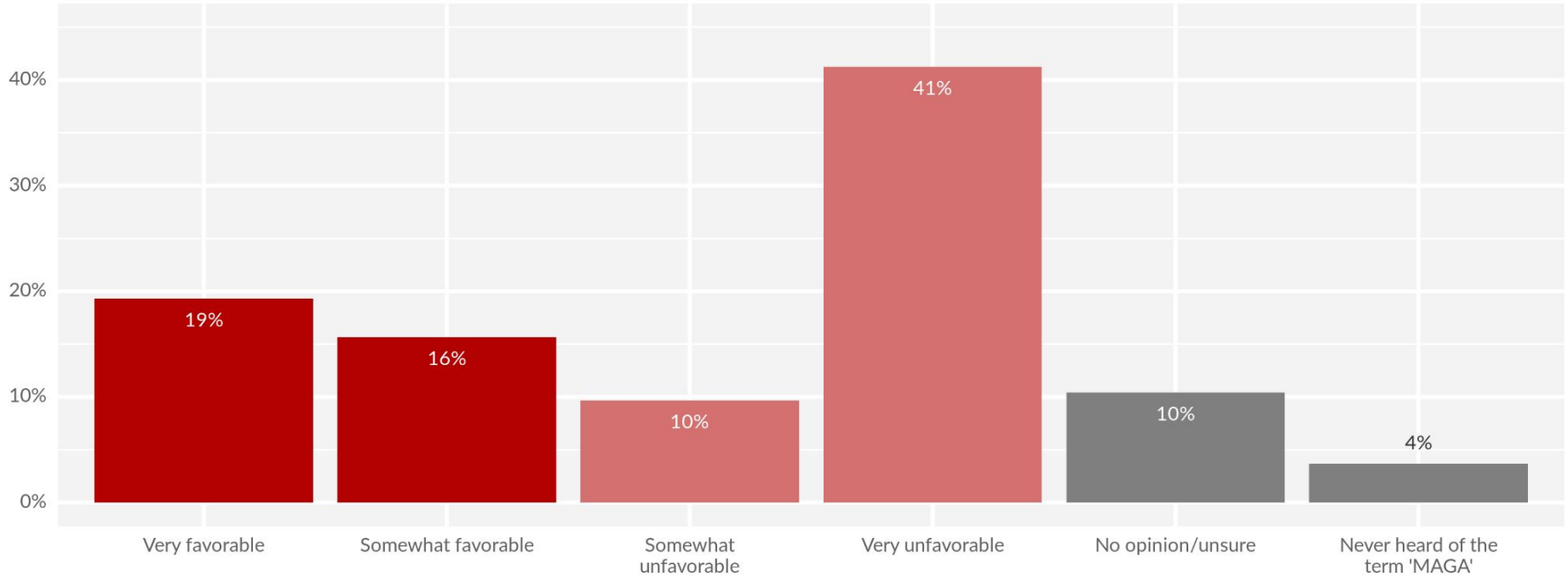


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



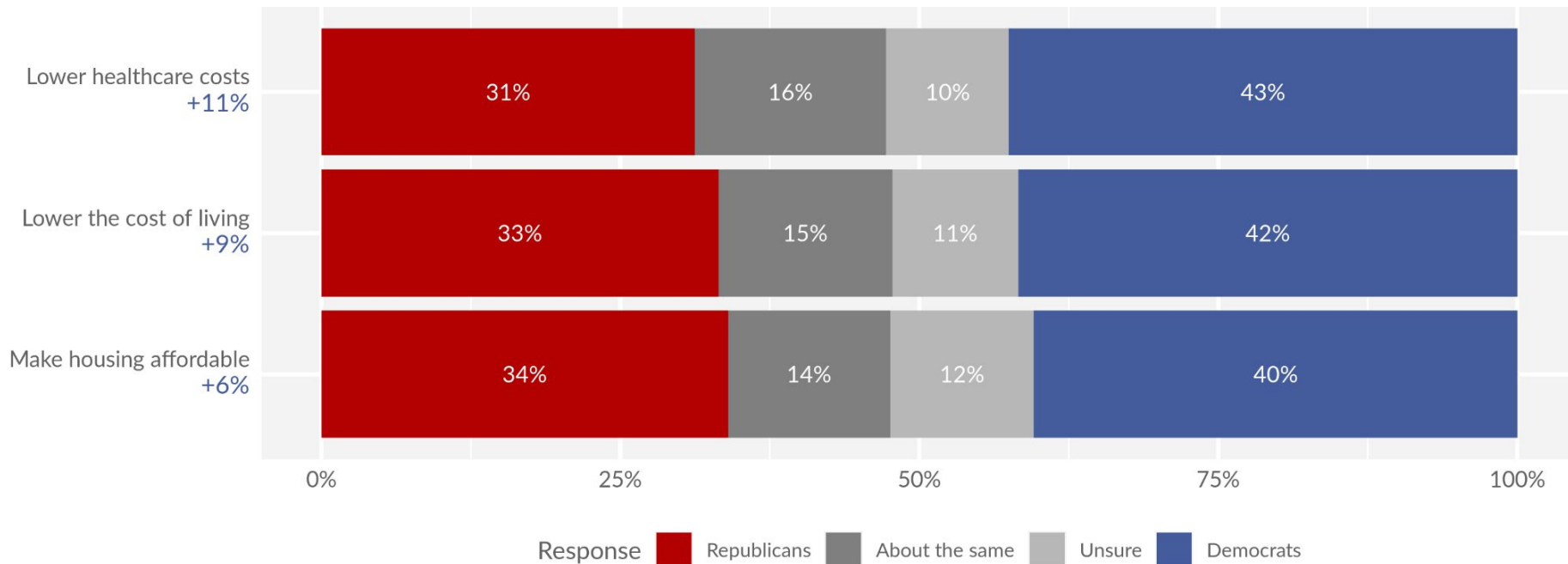
Political Views and Attitudes

What is your impression of MAGA Republicans in general?



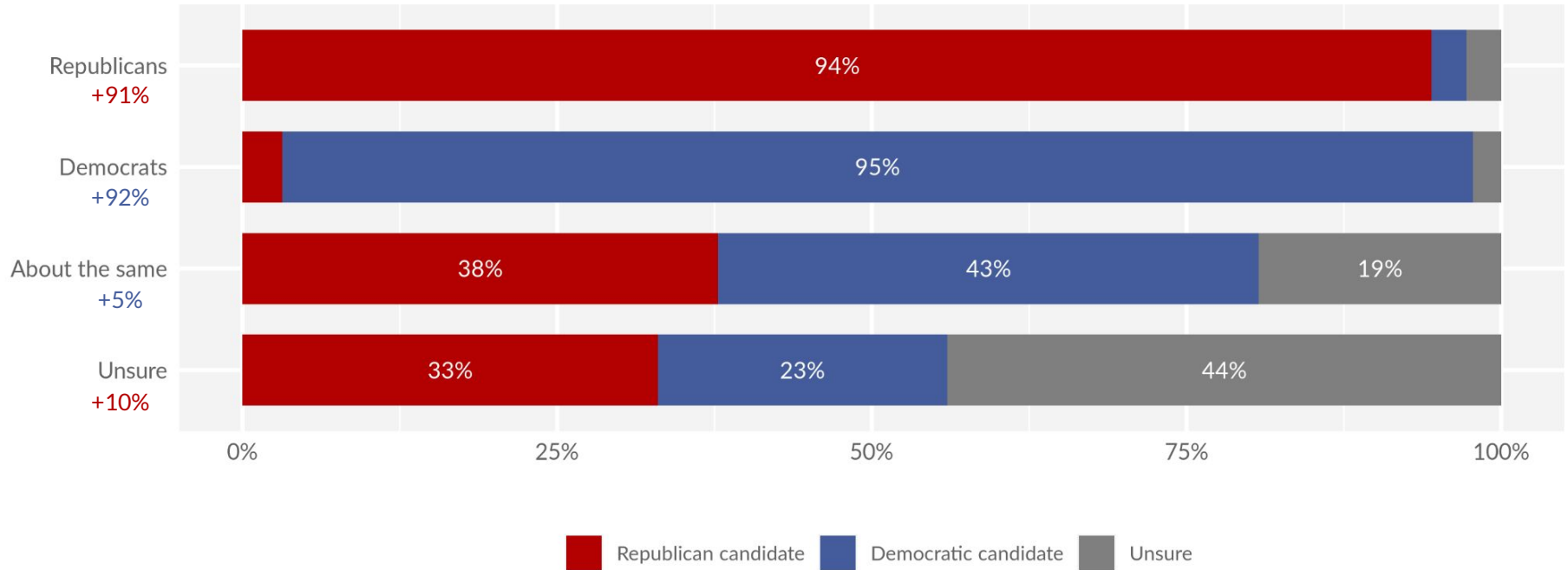
Political Views and Attitudes

Which party in Congress do you trust more to address the following issues?



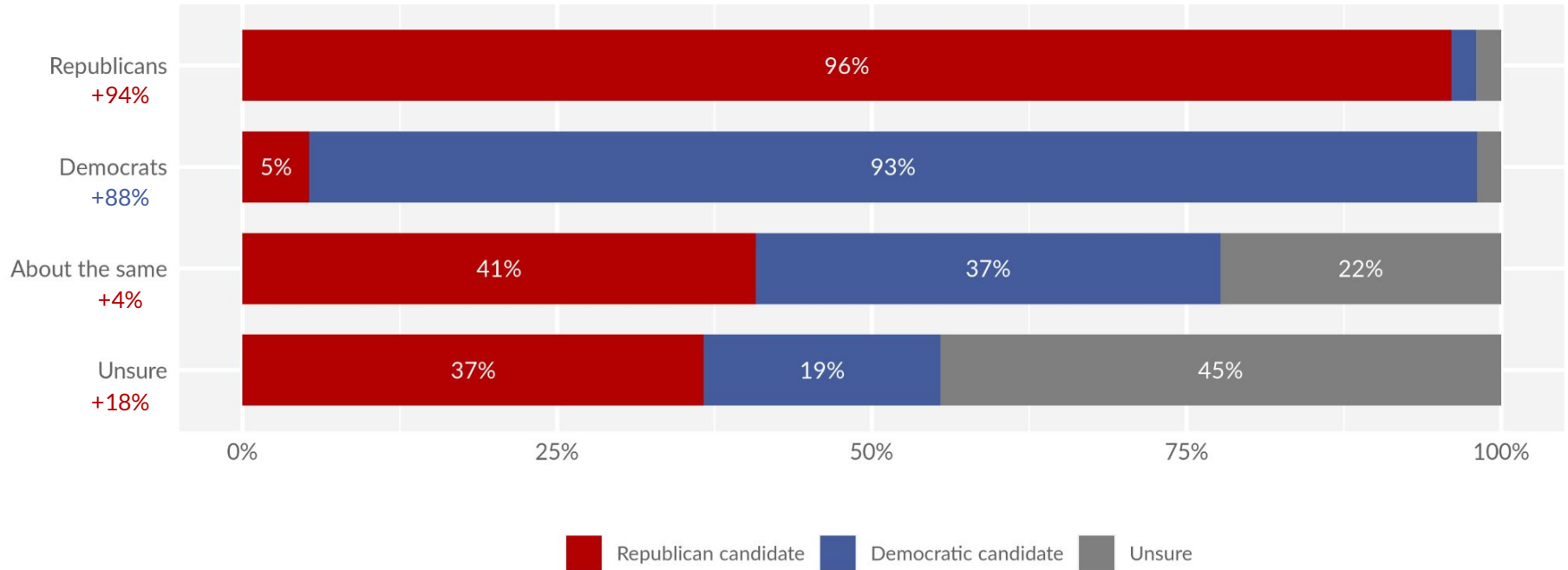
Political Views and Attitudes

Generic House Vote (w/ Leanners) by Party Trust on Cost of Living



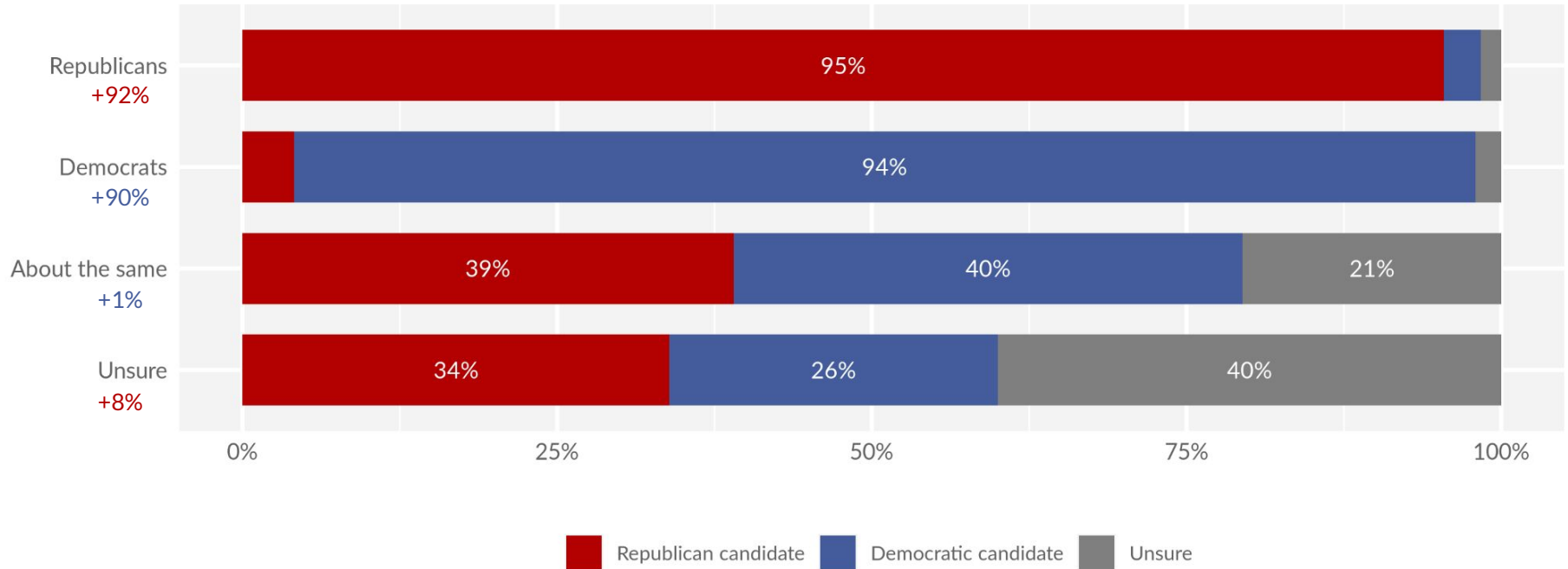
Political Views and Attitudes

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



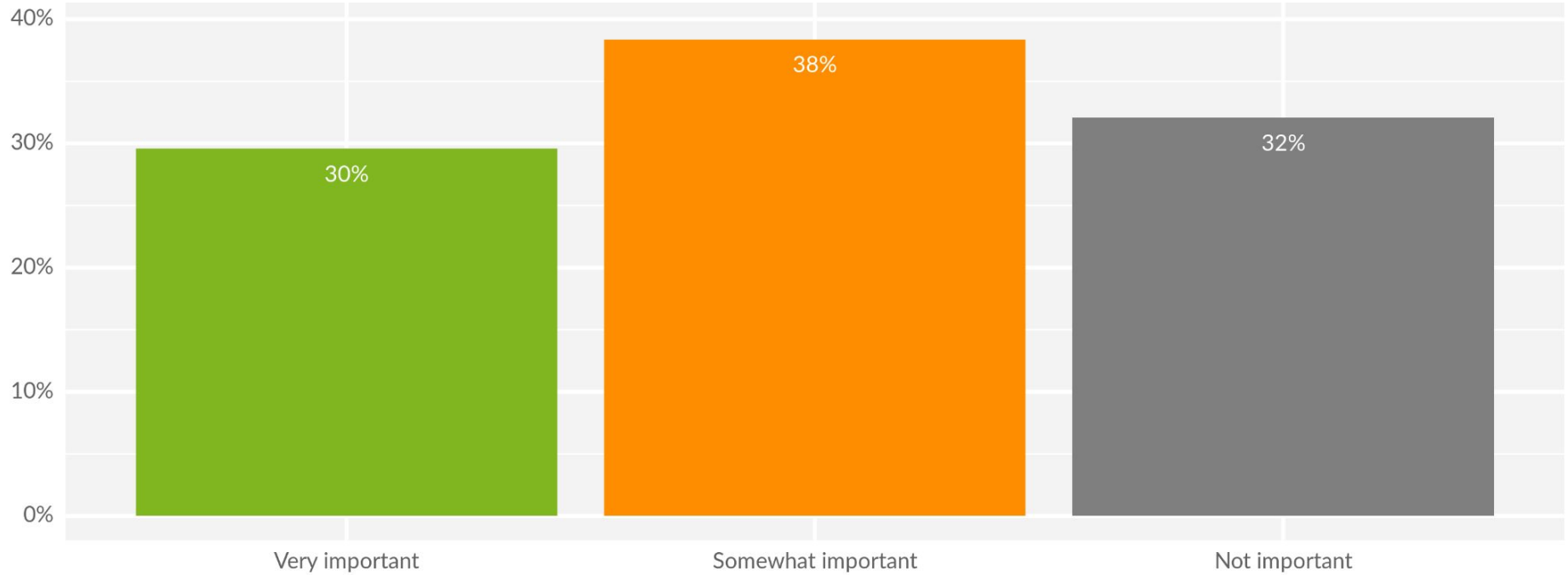
Political Views and Attitudes

Generic House Vote (w/ Leanners) by Party Trust on Cost of Housing



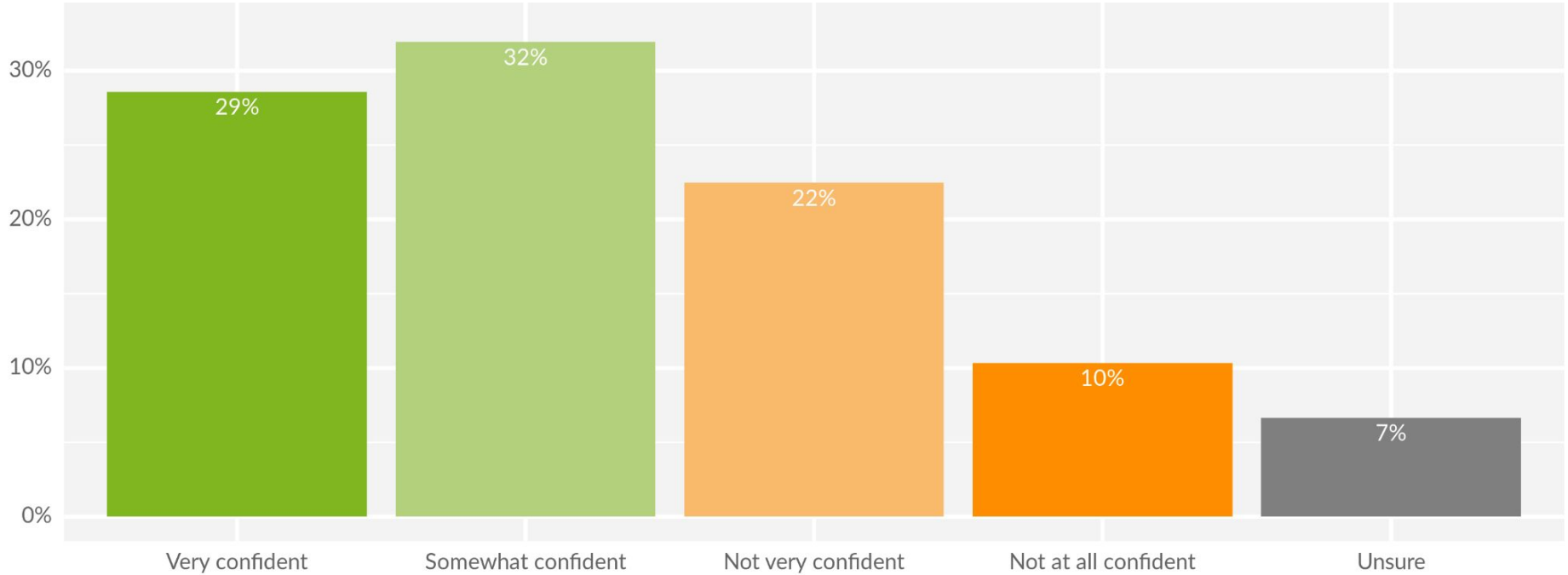
Political Views and Attitudes

How important is politics to your personal identity?



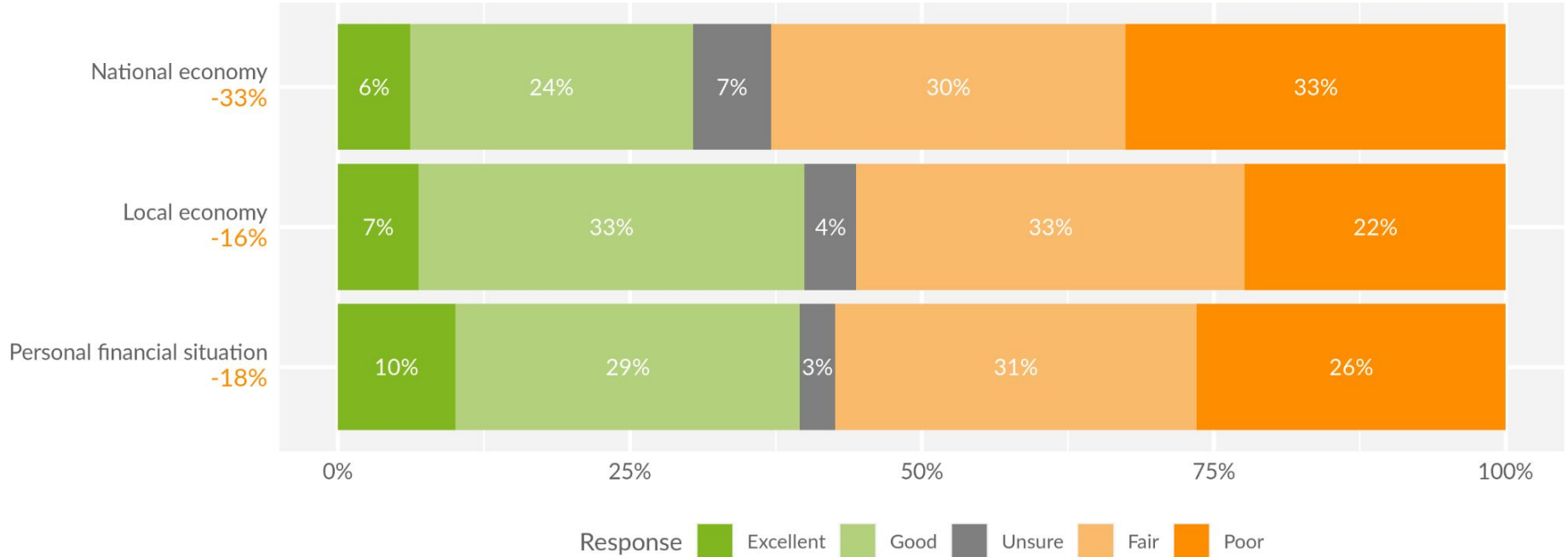
Political Views and Attitudes

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



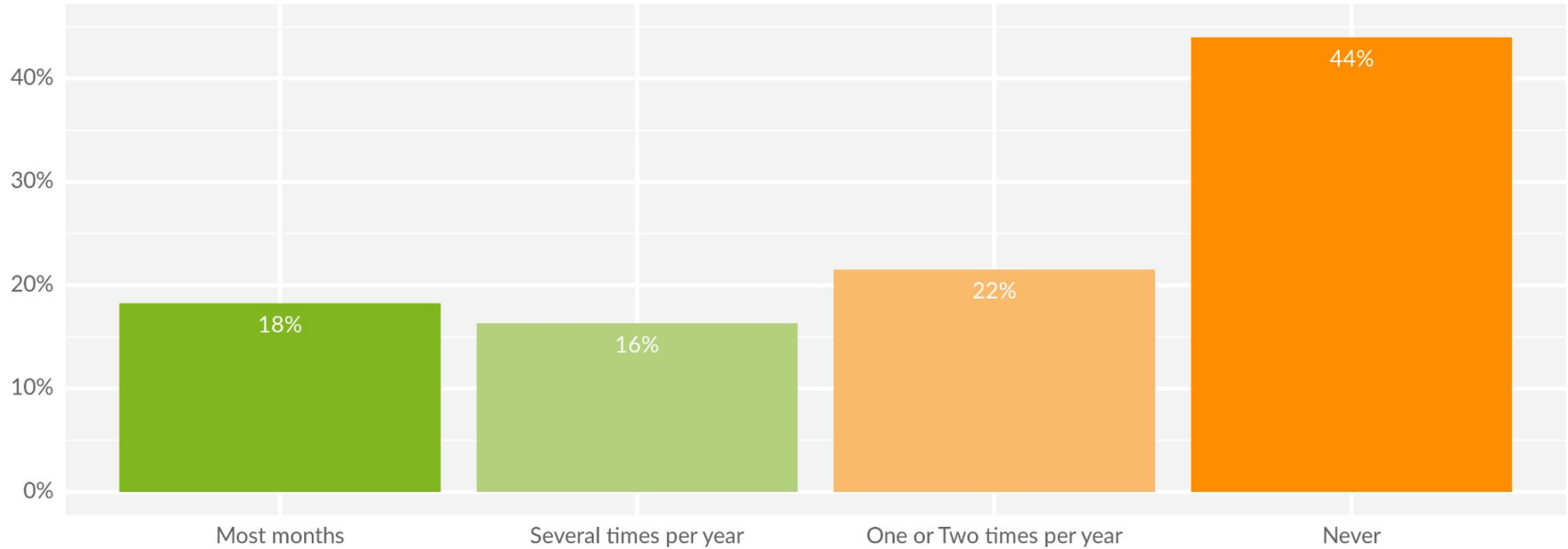
National Issues

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?

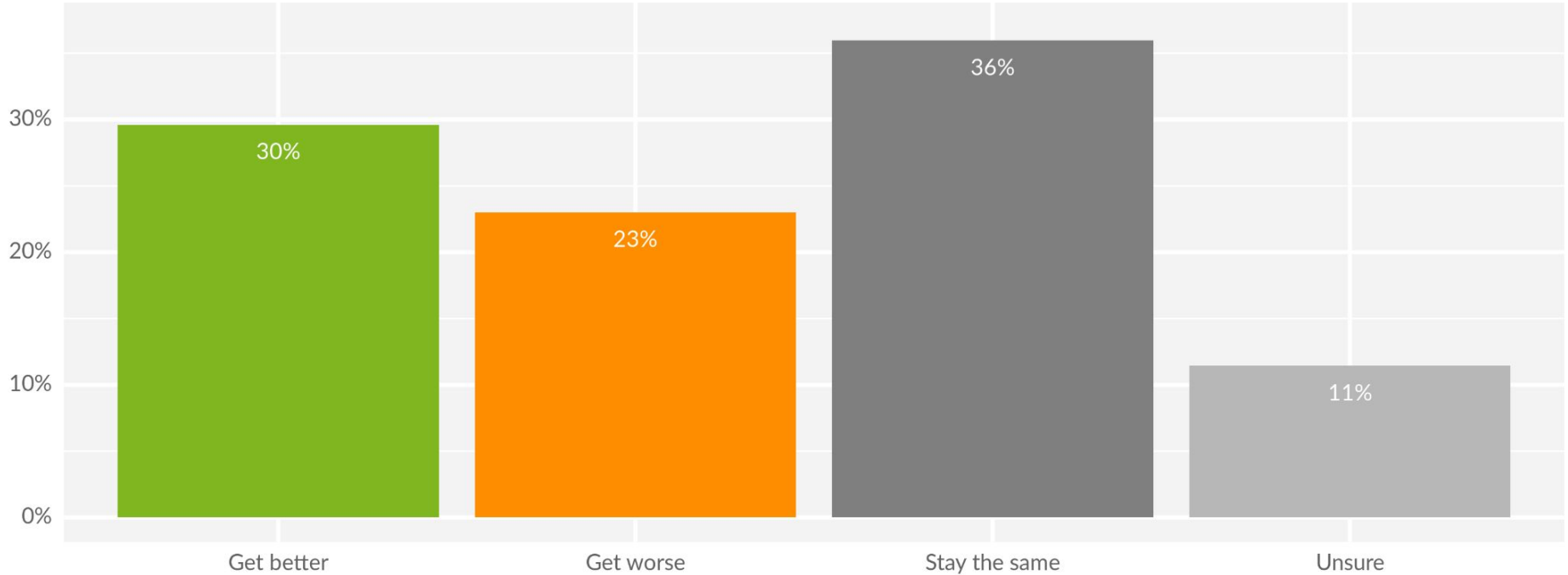


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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National Issues

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

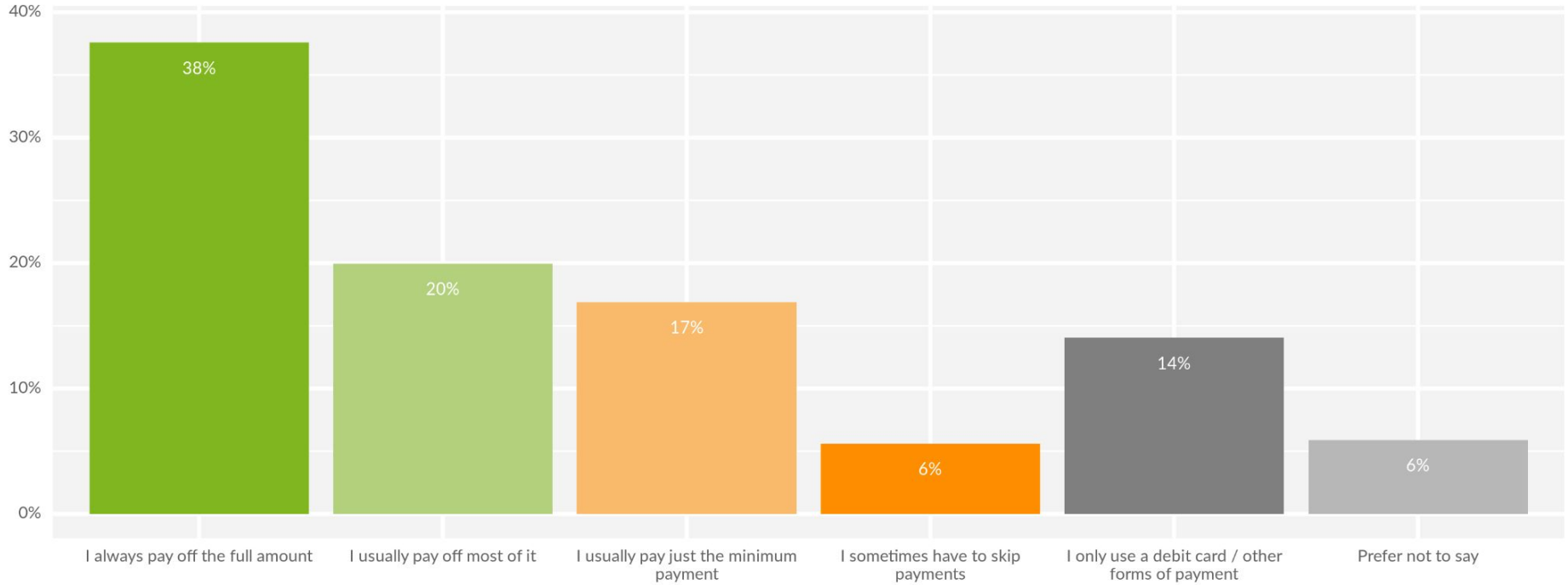


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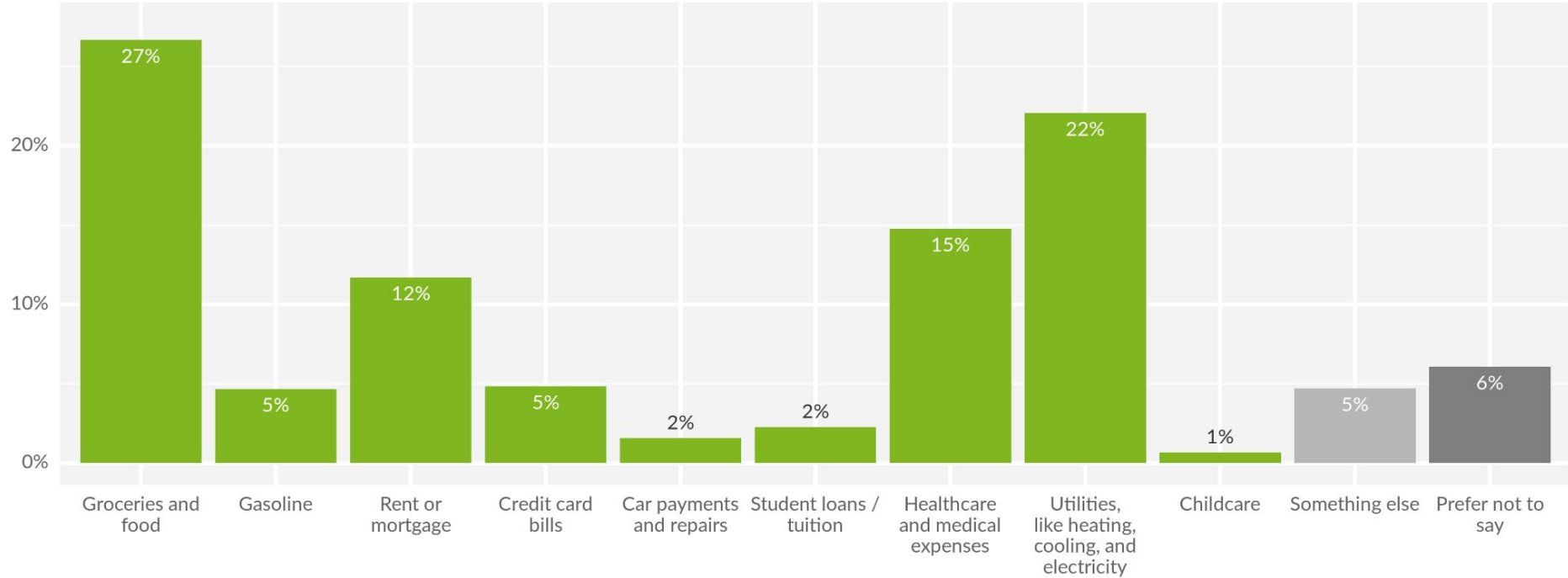
National Issues

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

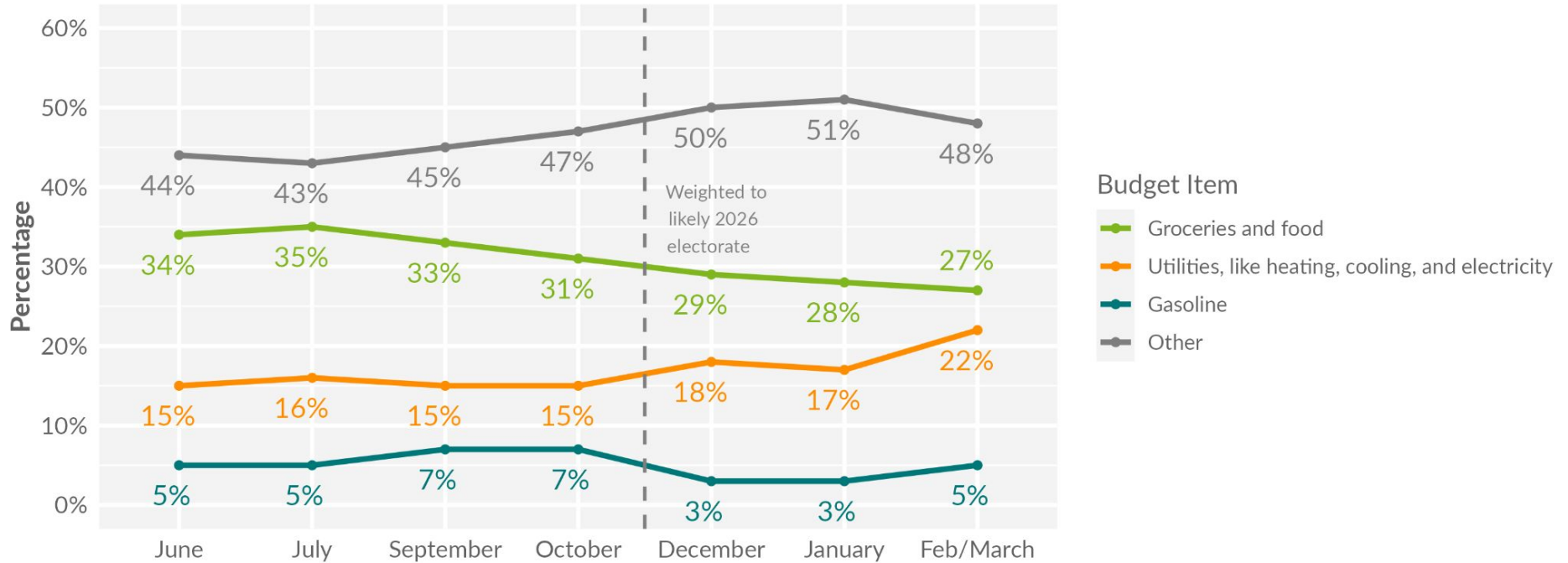


National Issues

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

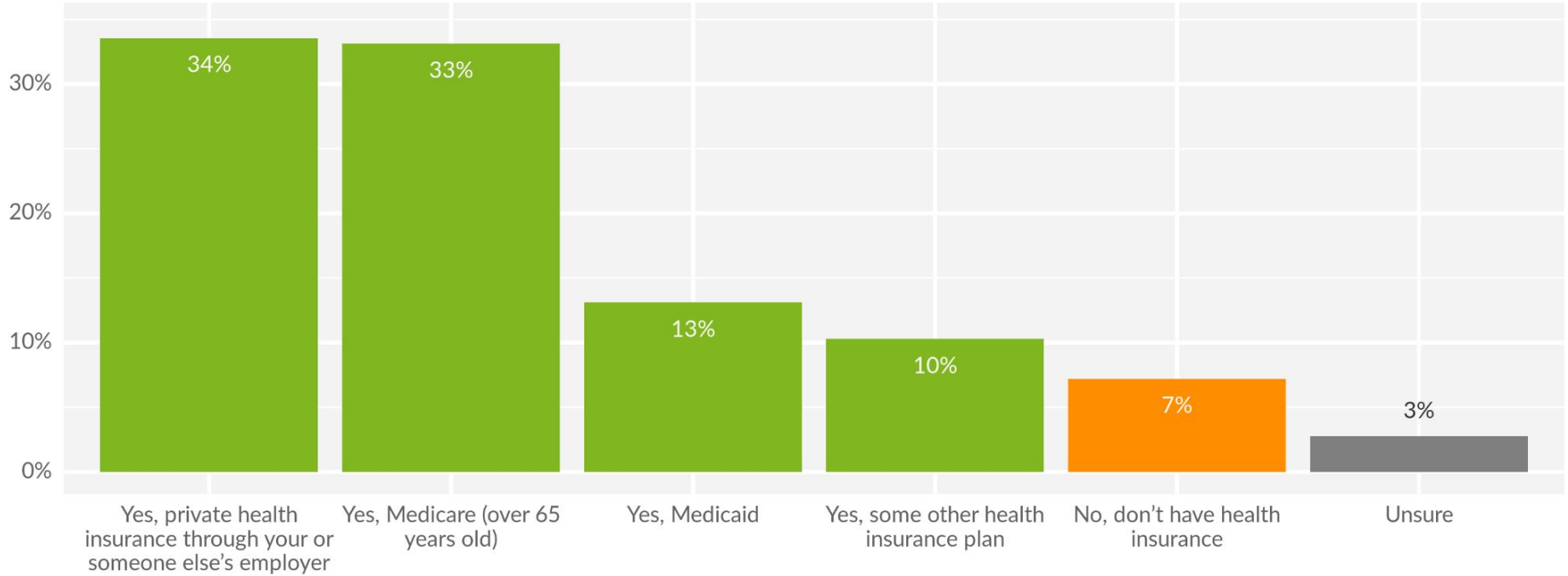


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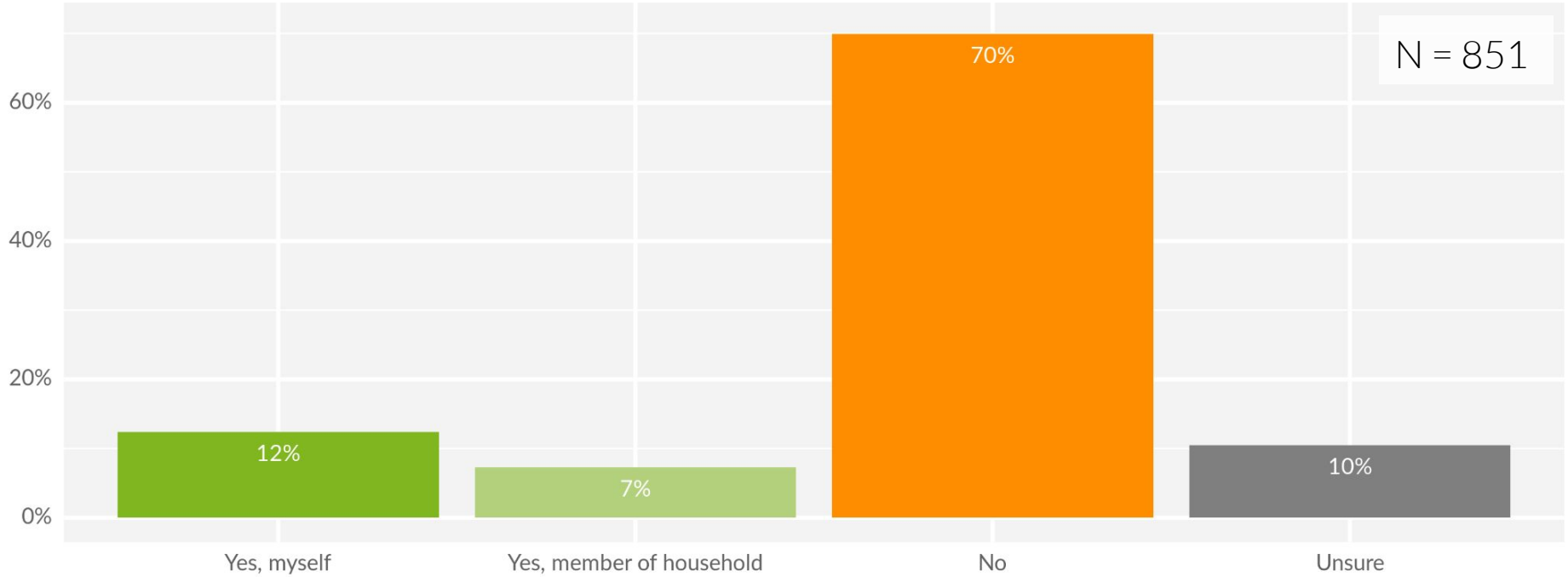
National Issues

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



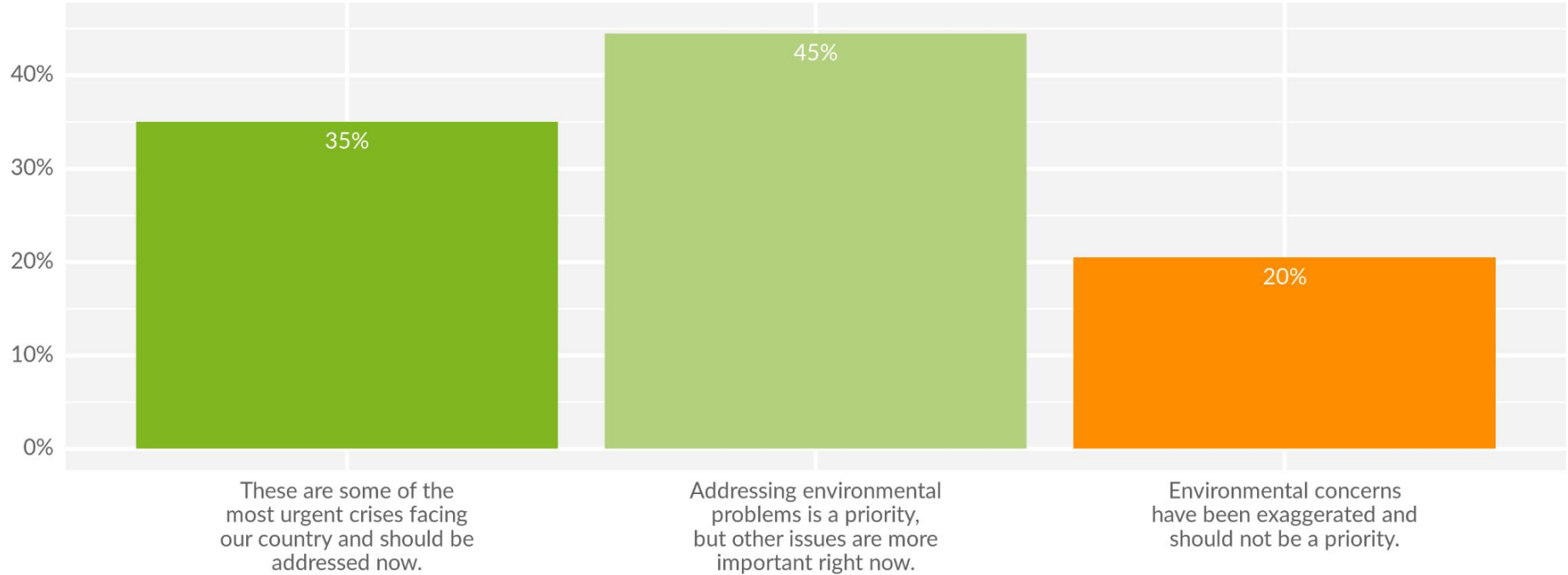
National Issues

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?



These are some of the most urgent crises facing our country and should be addressed now.

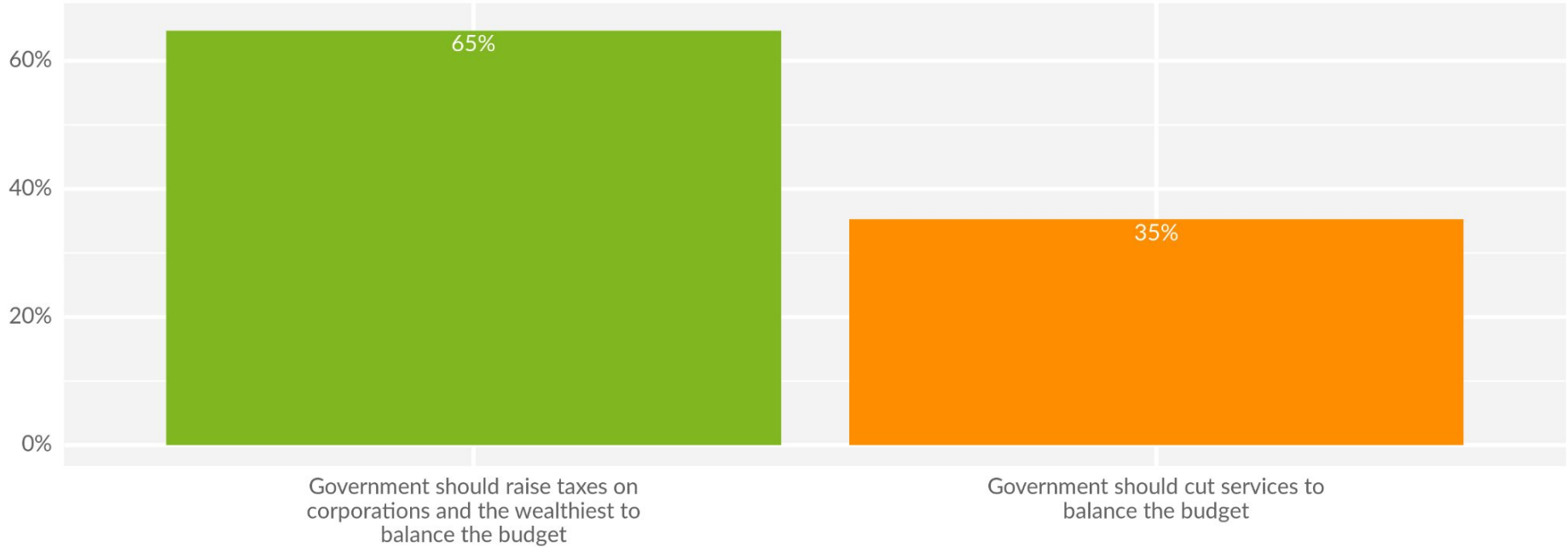
Addressing environmental problems is a priority, but other issues are more important right now.

Environmental concerns have been exaggerated and should not be a priority.

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

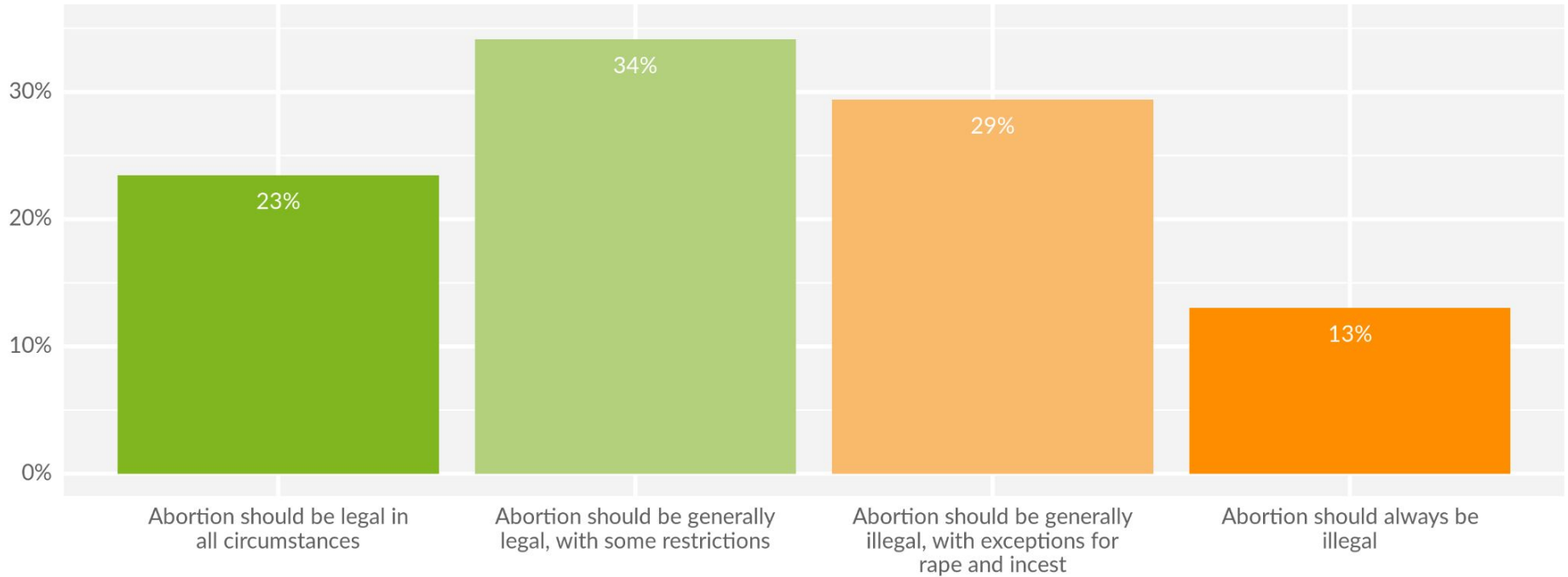
National Issues

As you may know, our federal government is currently facing a budget deficit. Which of the following is closer to your view?



National Issues

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

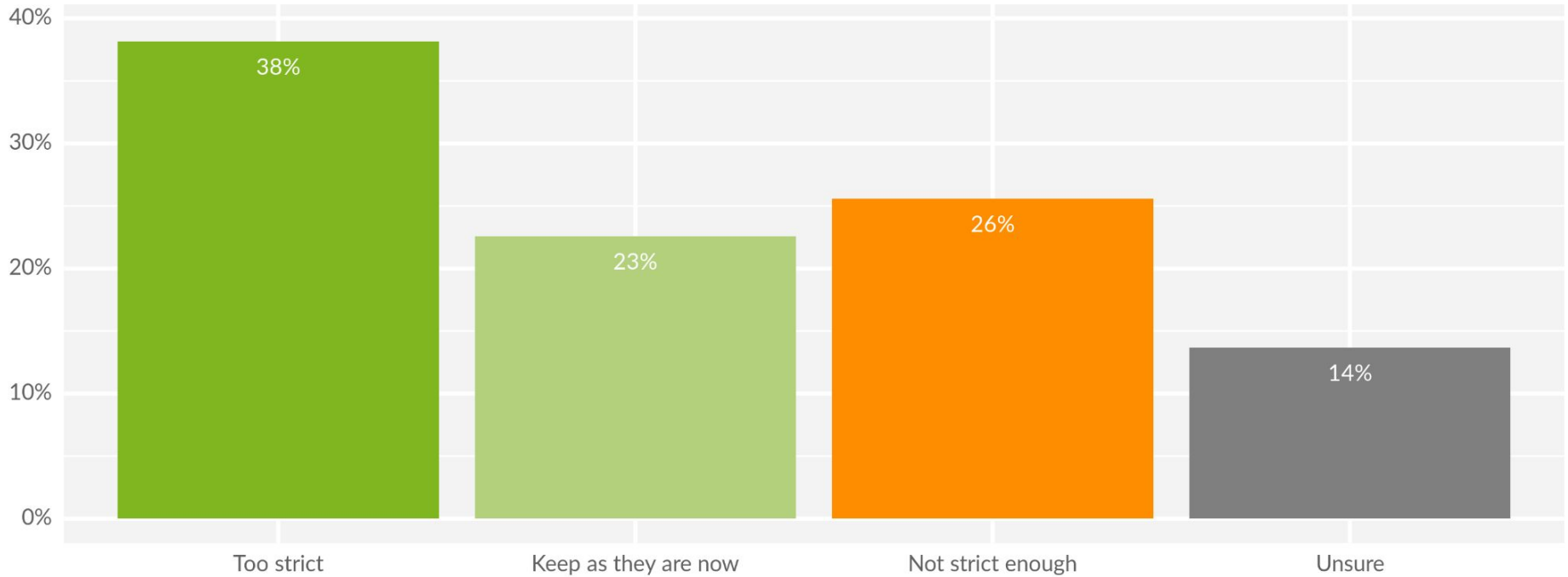


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

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National Issues

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

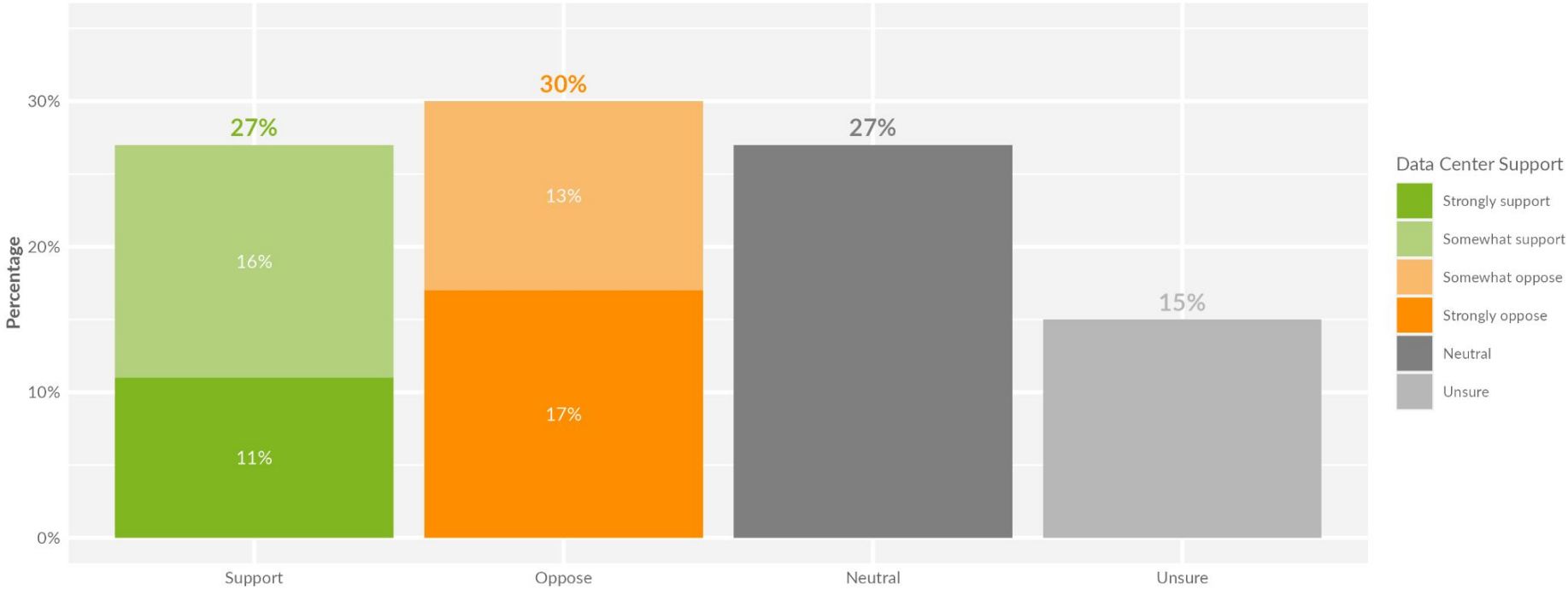


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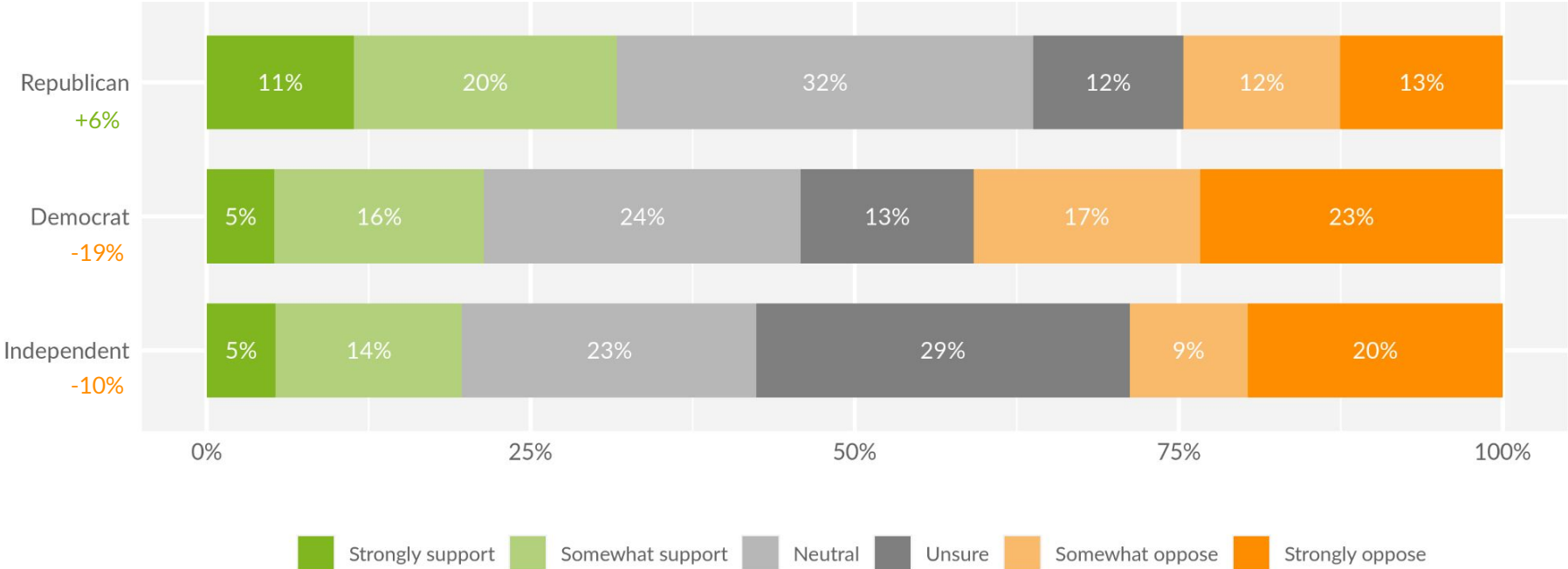
National Issues

Would you support or oppose the construction of new data centers in your state?



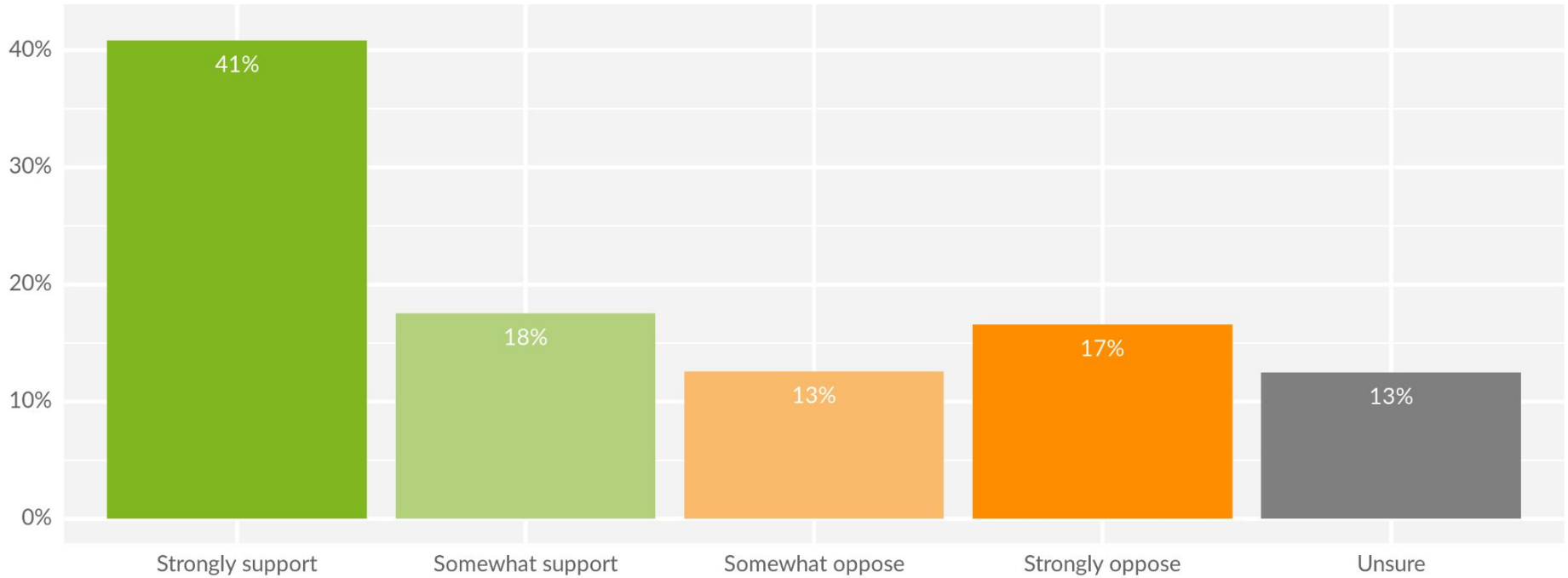
National Issues

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



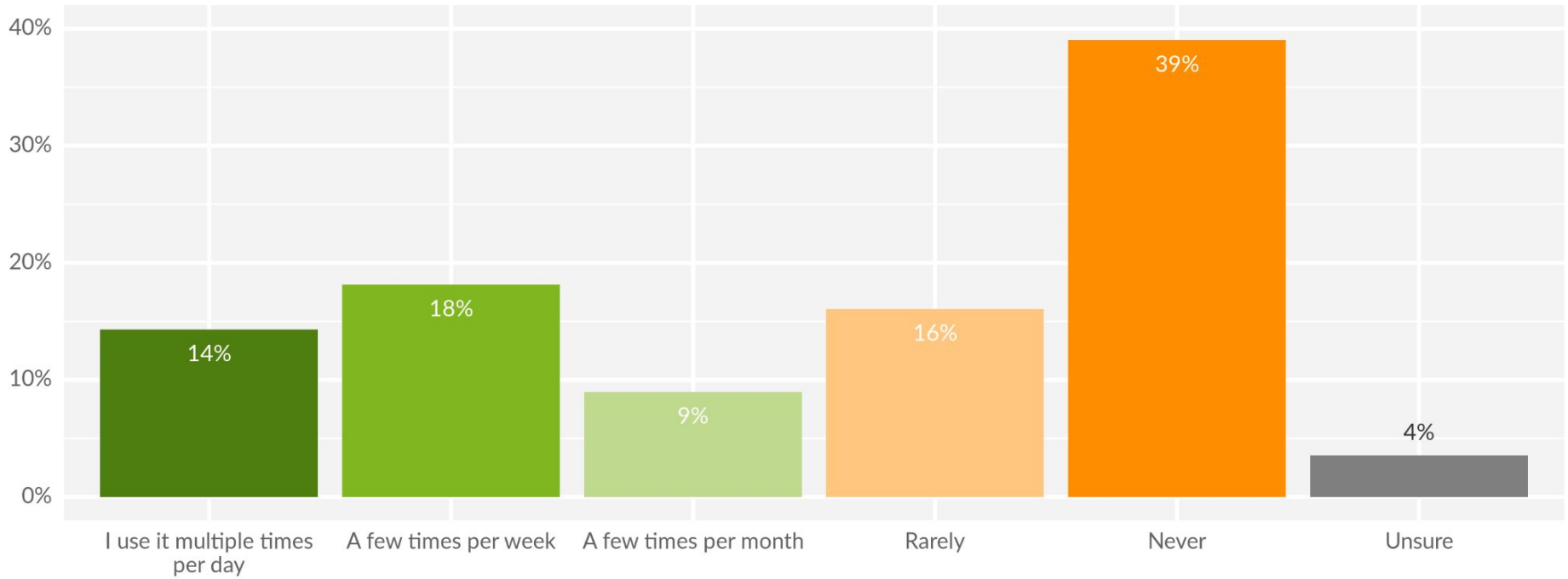
National Issues

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



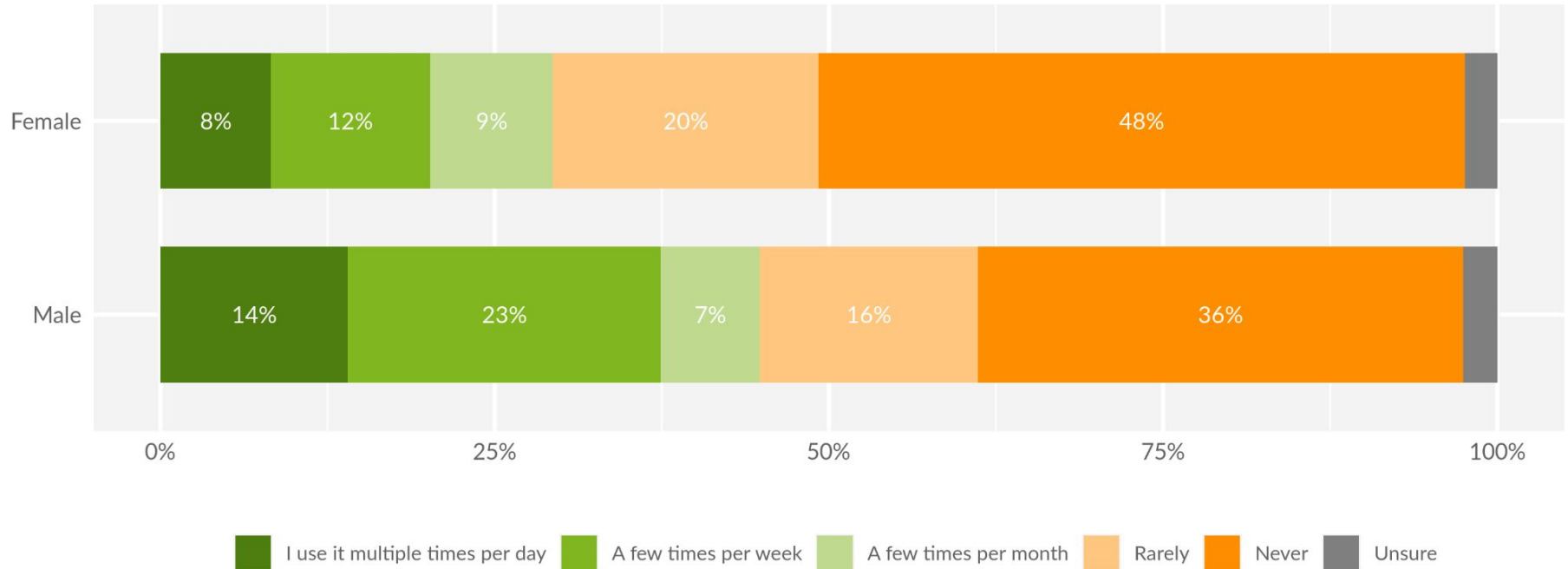
National Issues

How often do you use AI tools like ChatGPT, Gemini, Claude or another platform?



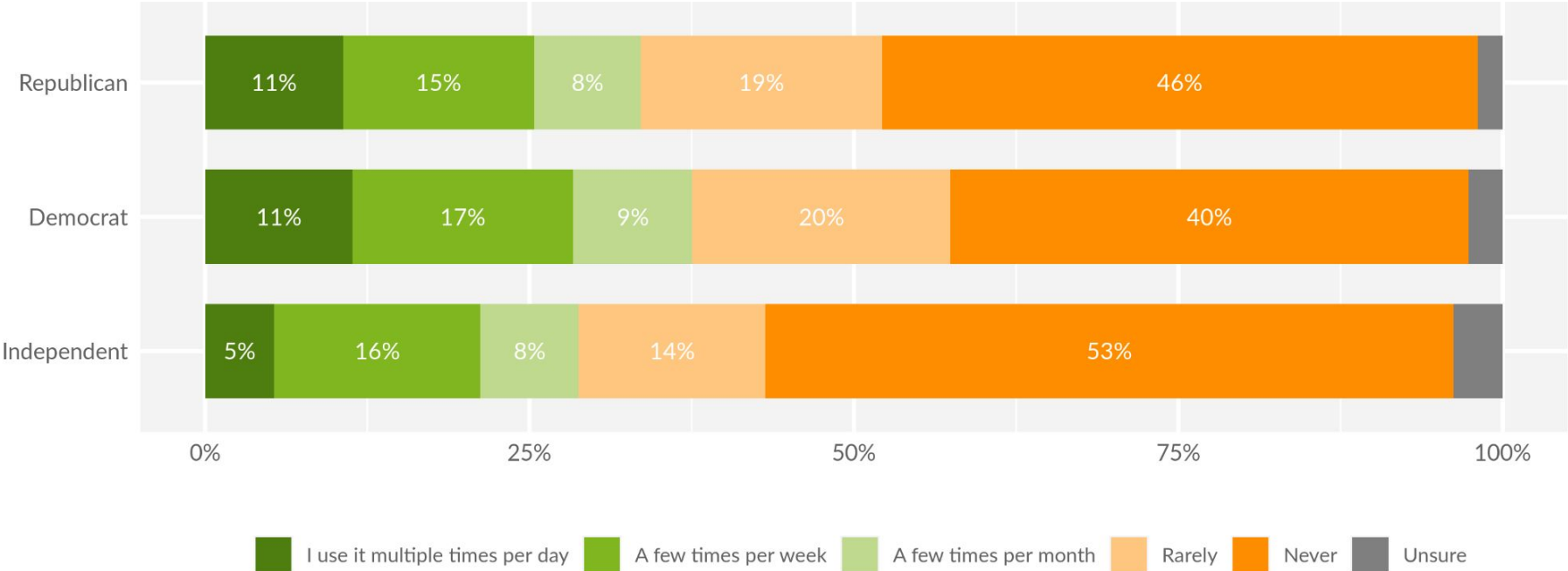
National Issues

AI Usage by Gender



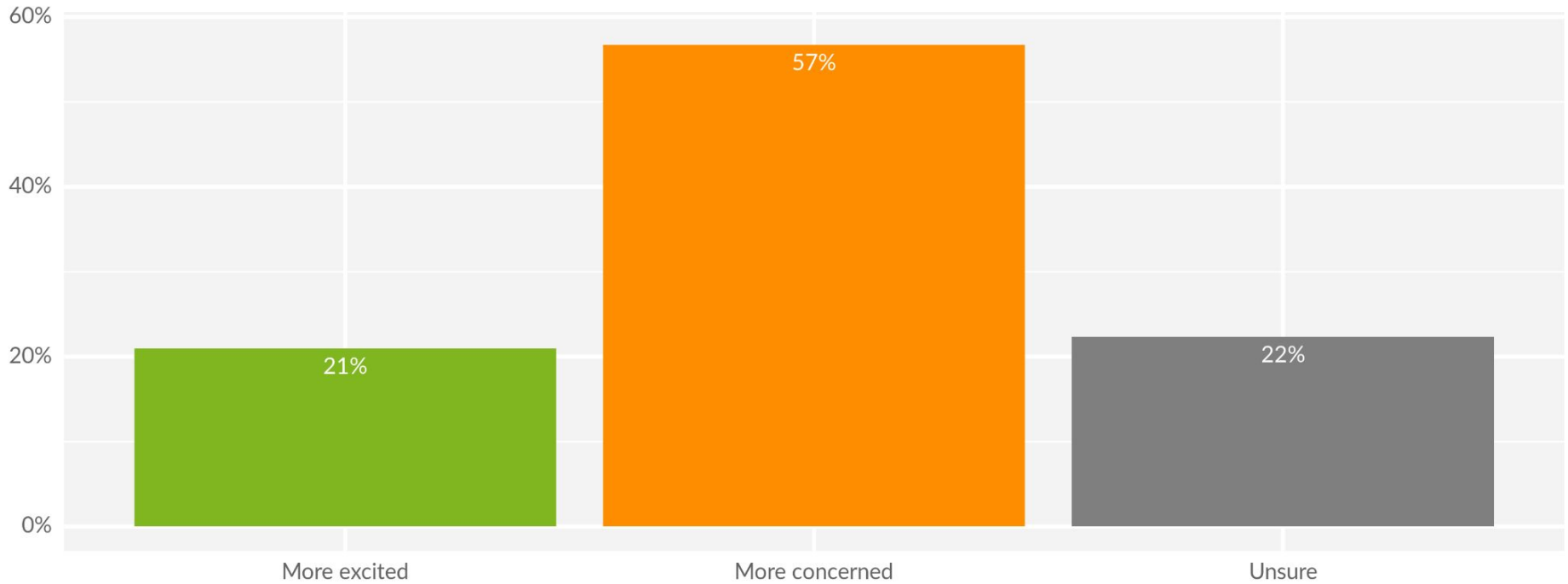
National Issues

AI Usage by Party ID (w/ Leaners)



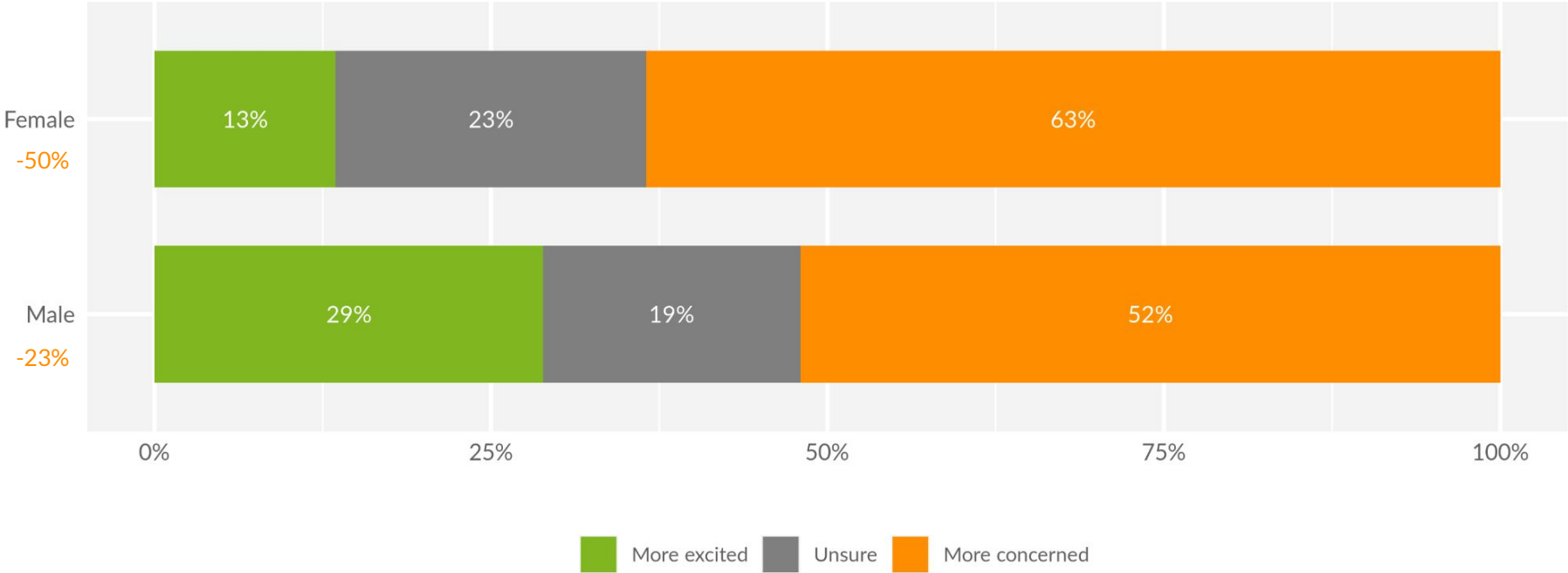
National Issues

Does the increased use of AI in daily life make you more excited or concerned?



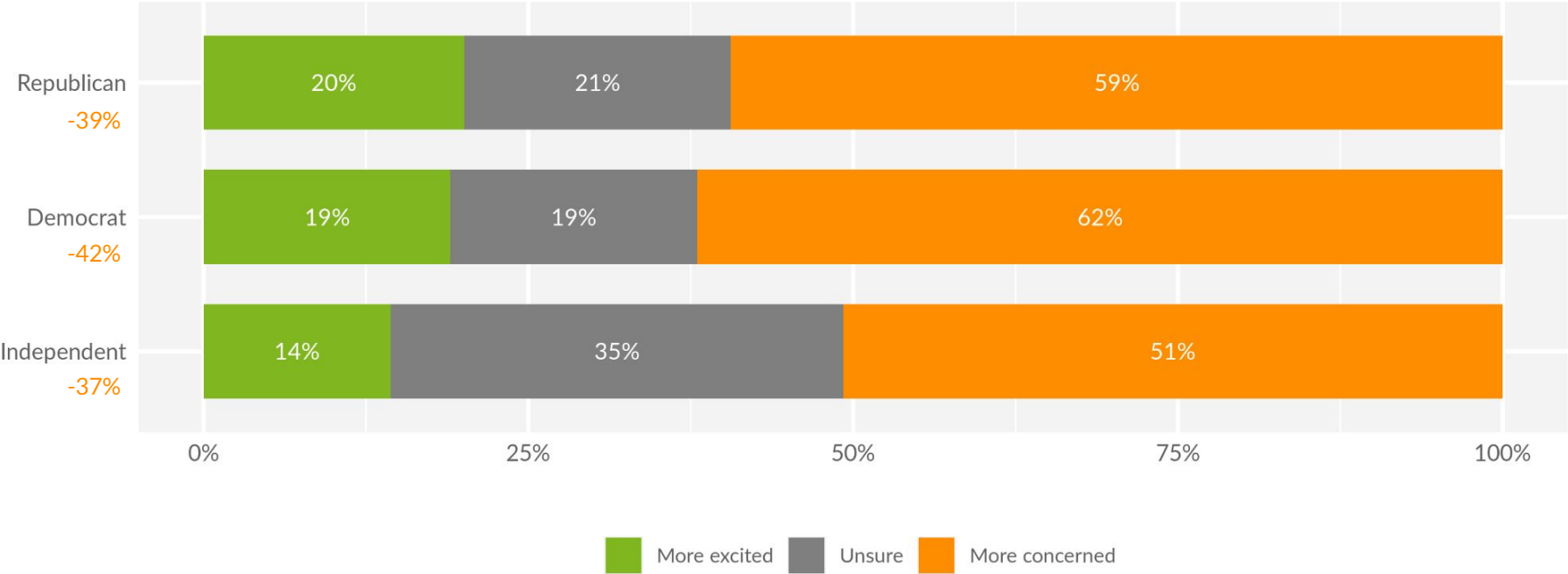
National Issues

AI Outlook by Gender



National Issues

AI Outlook by Party ID (w/ Leaners)



Demographics

College

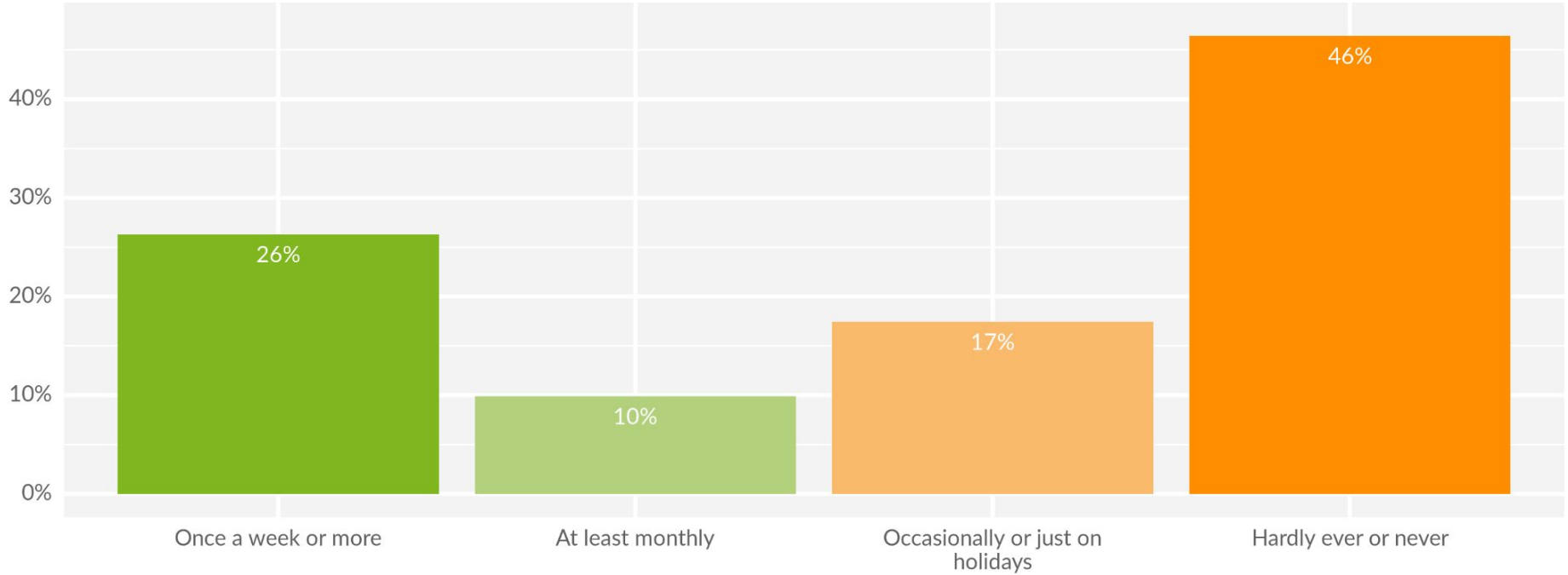


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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Demographics

Religious Services Attendance

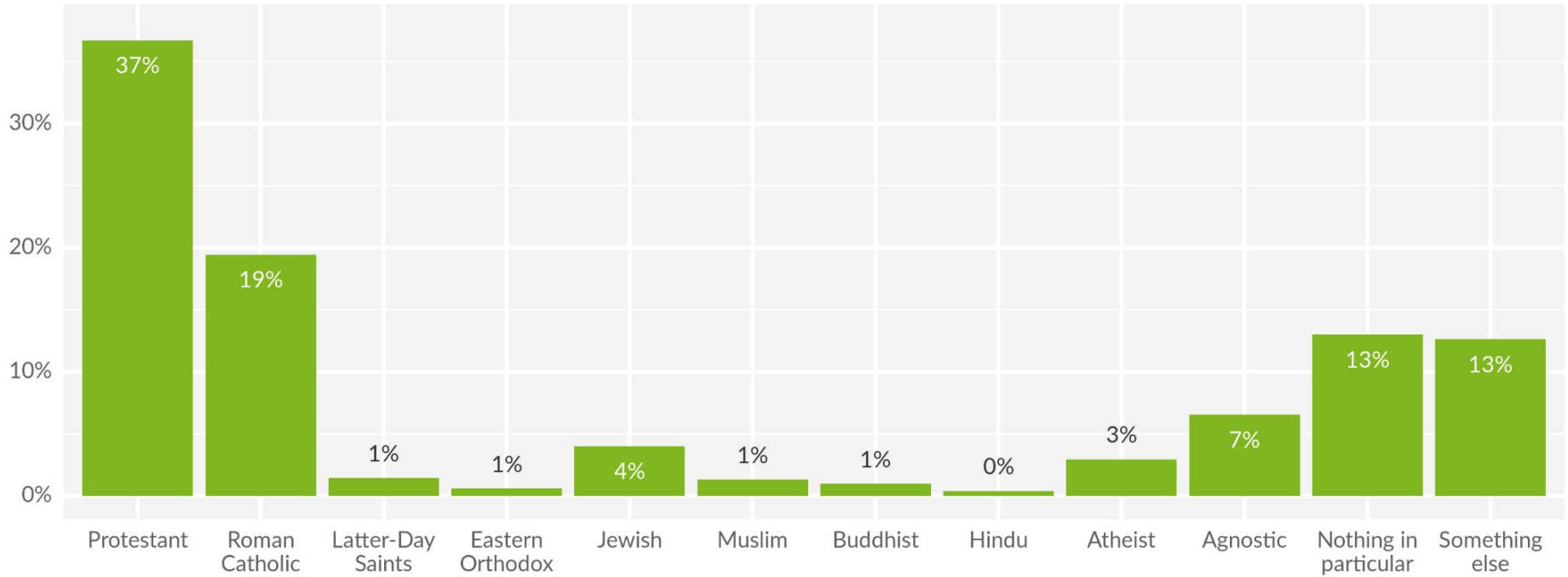


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

Religion



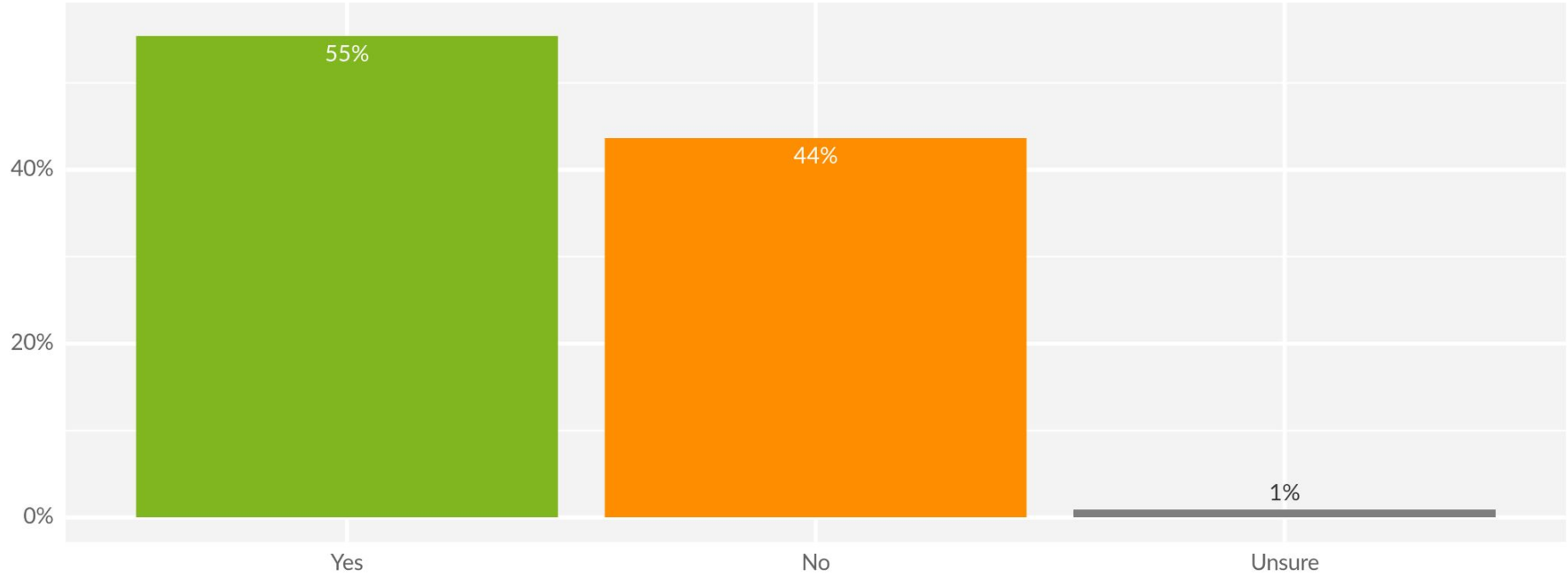
Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

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

If Protestant N = 354



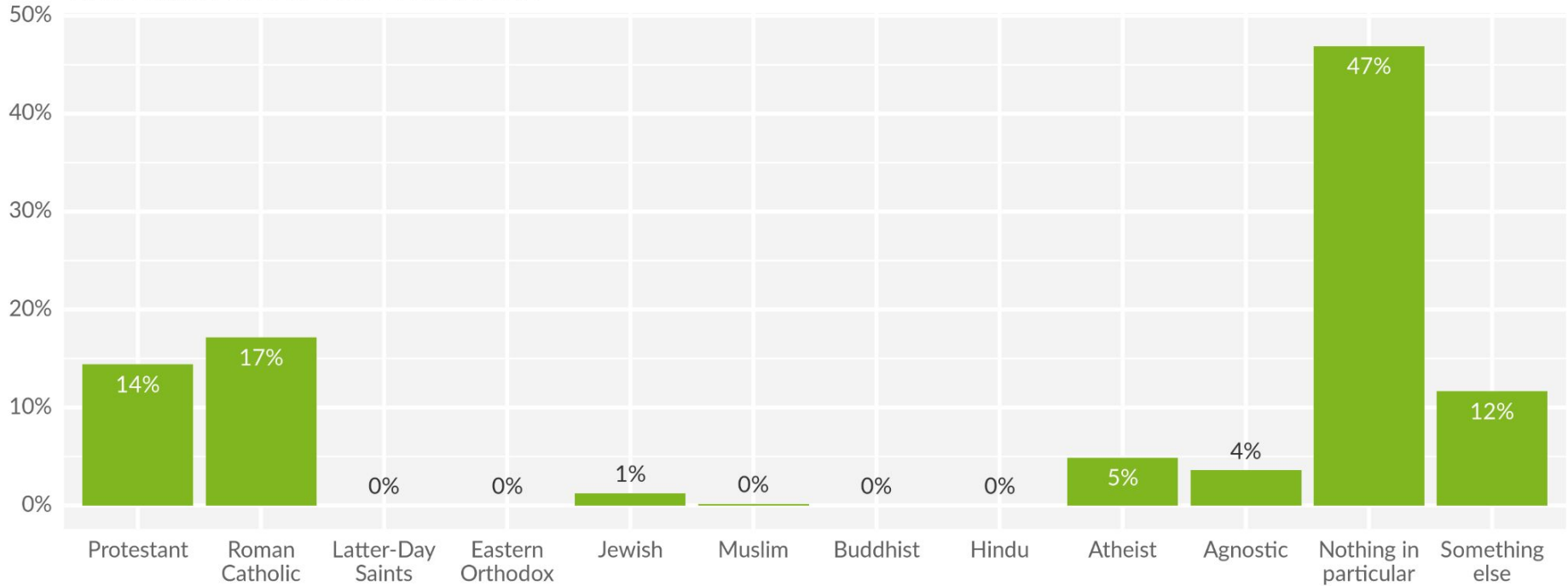
Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

What religion were you raised with, if any?

If Atheist/Agnostic N = 215

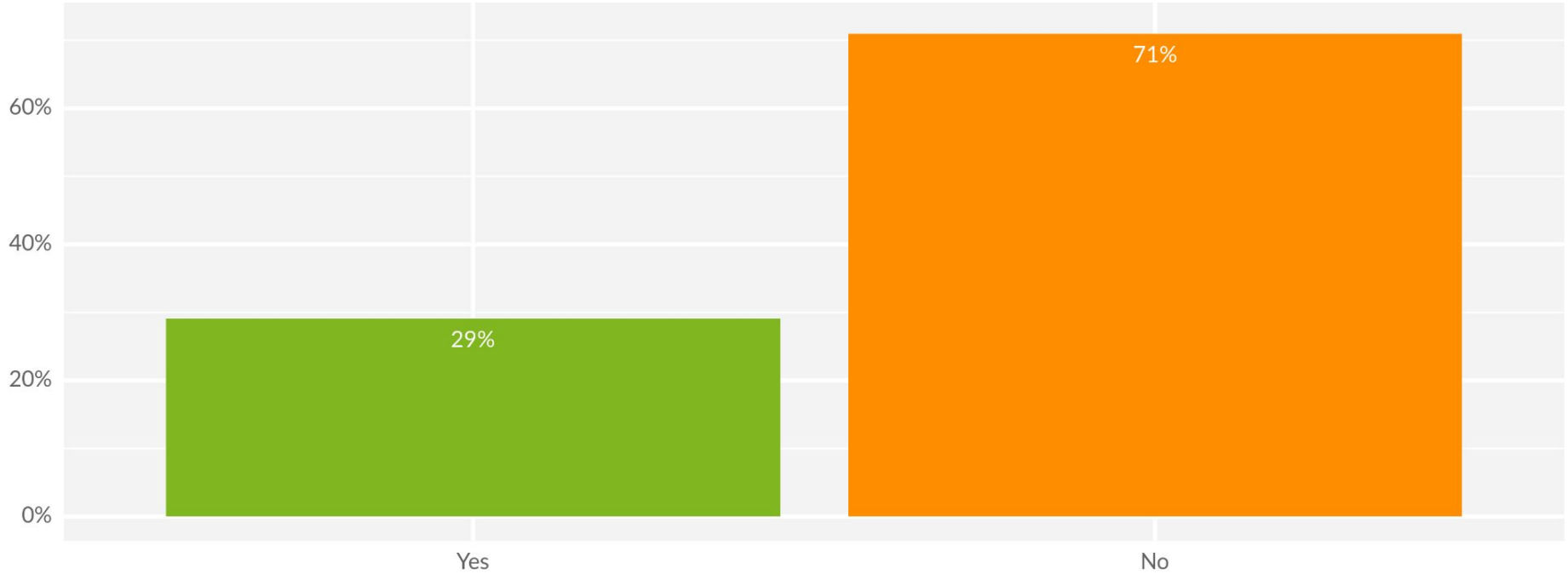


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

Gun Owner

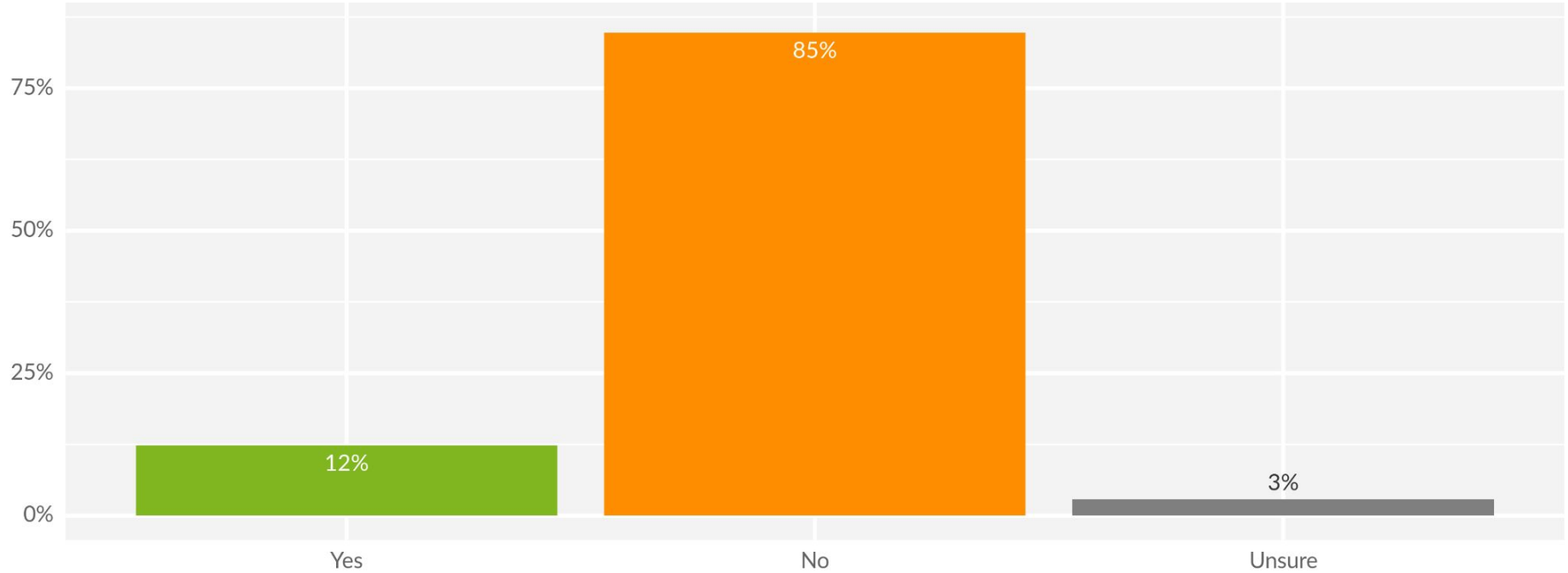


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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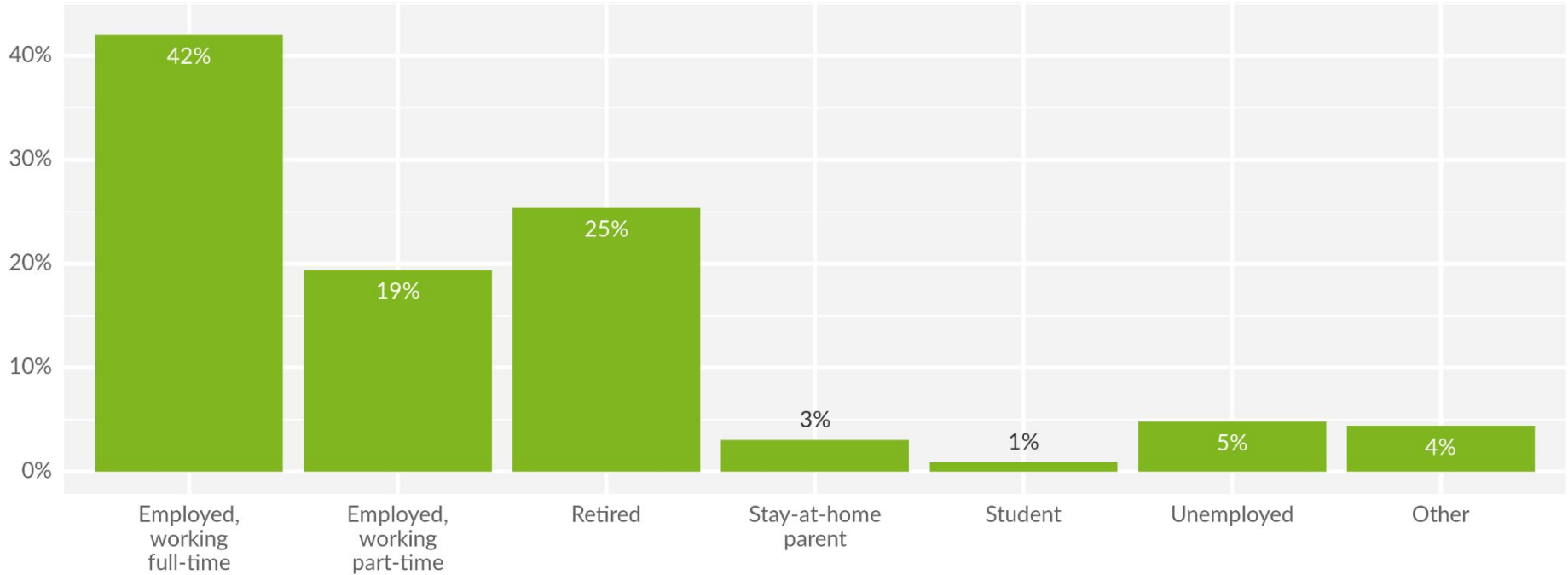
Demographics

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



Demographics

What is your employment status?

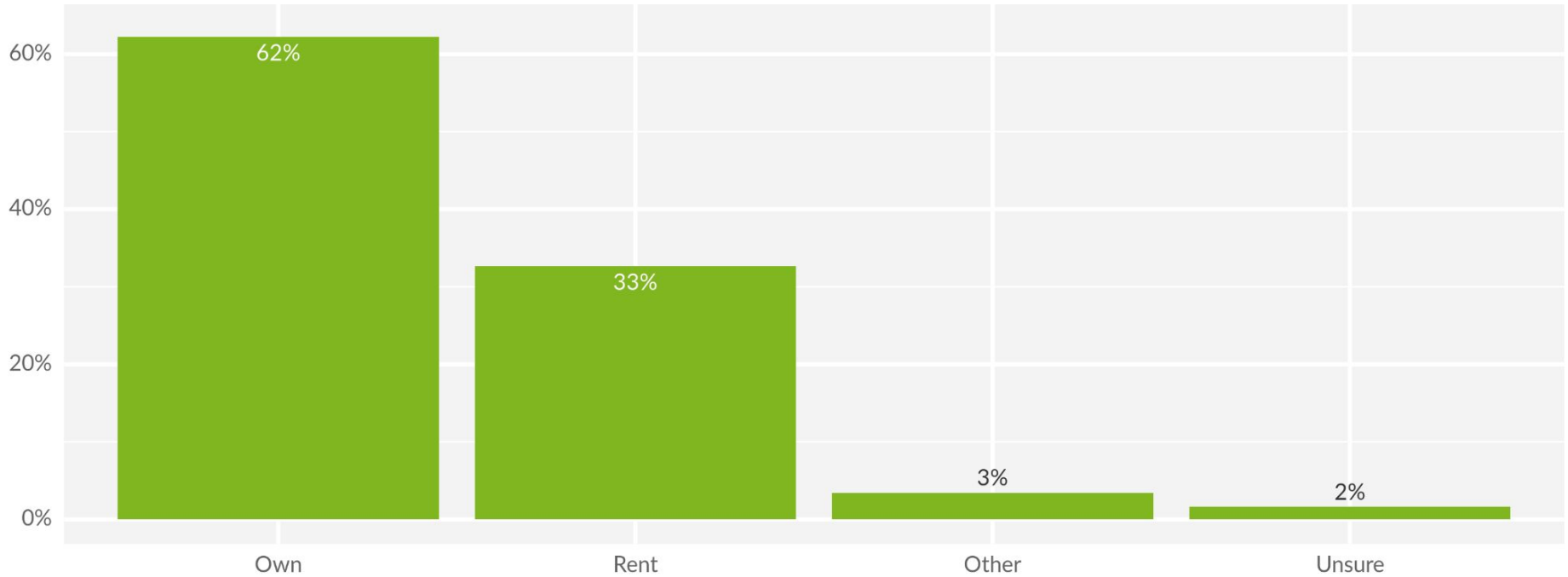


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

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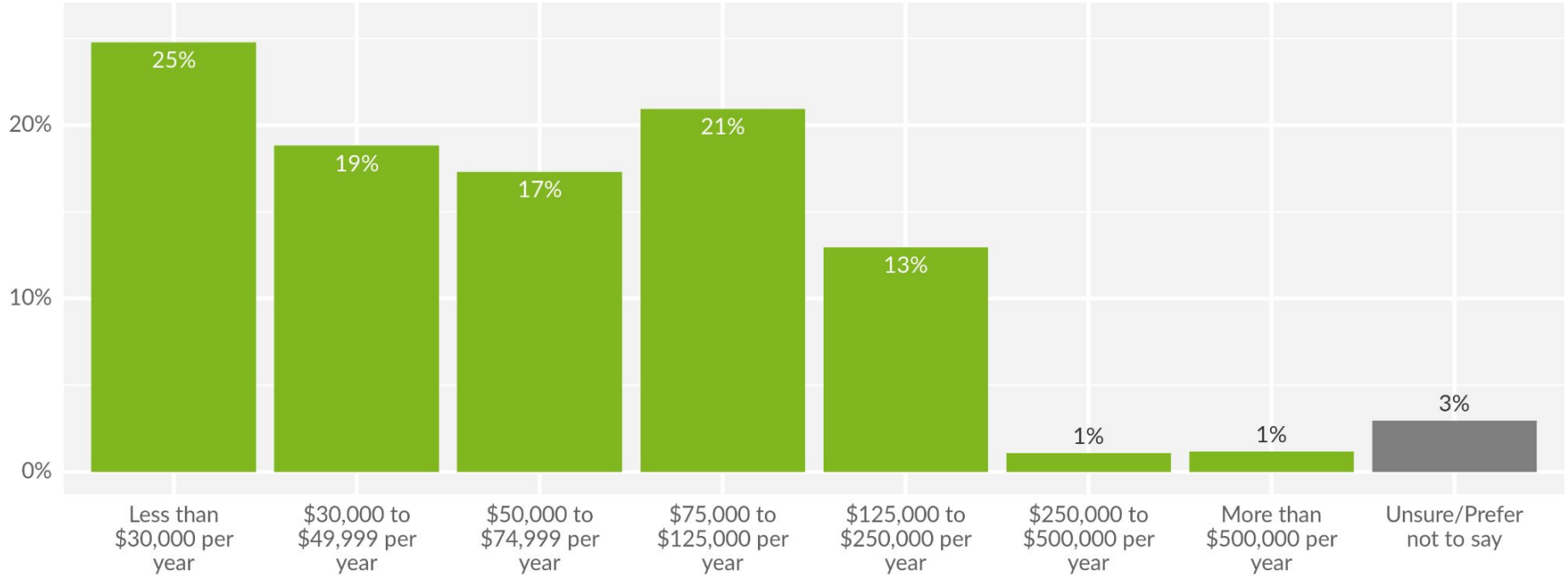
Demographics

Do you own or rent your primary residence?



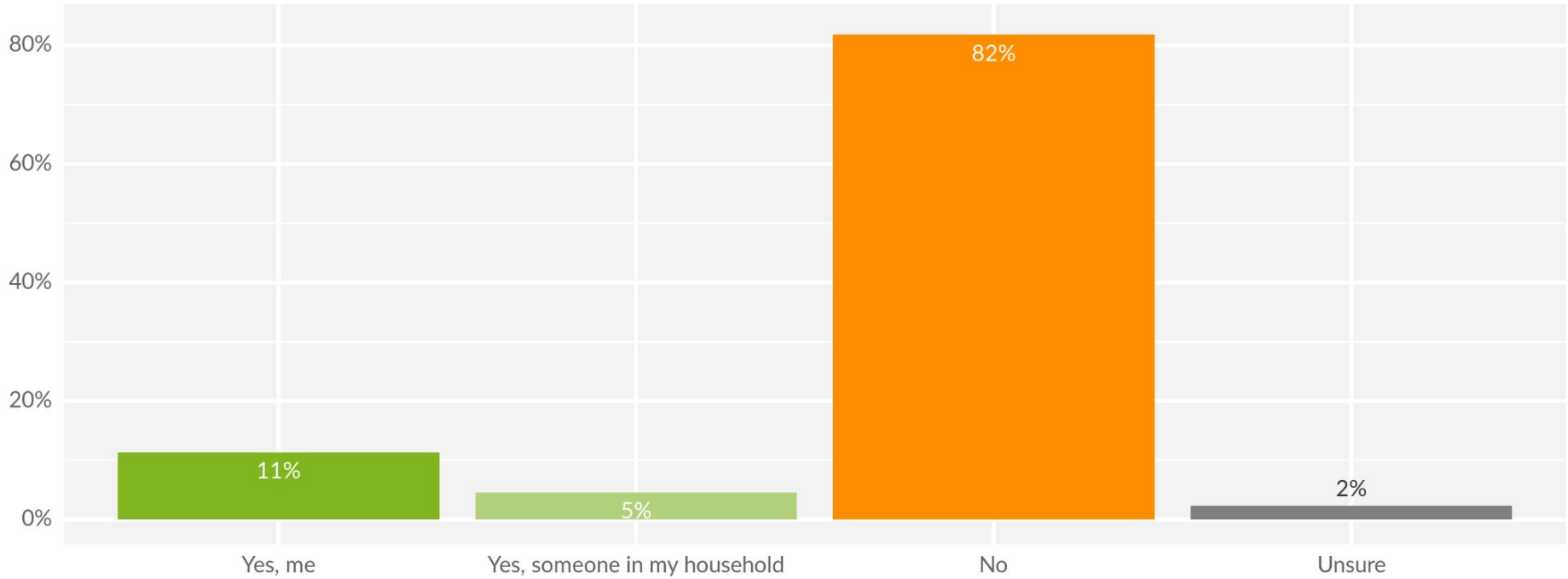
Demographics

Household Income



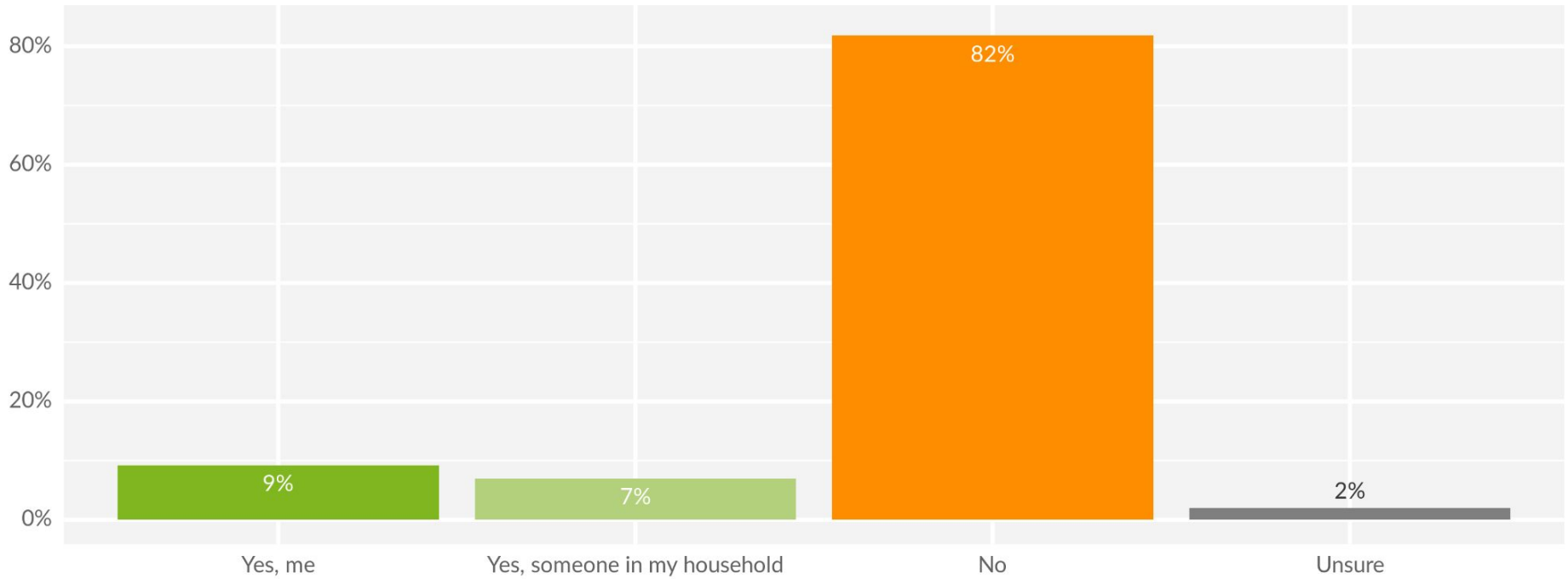
Demographics

Union Membership



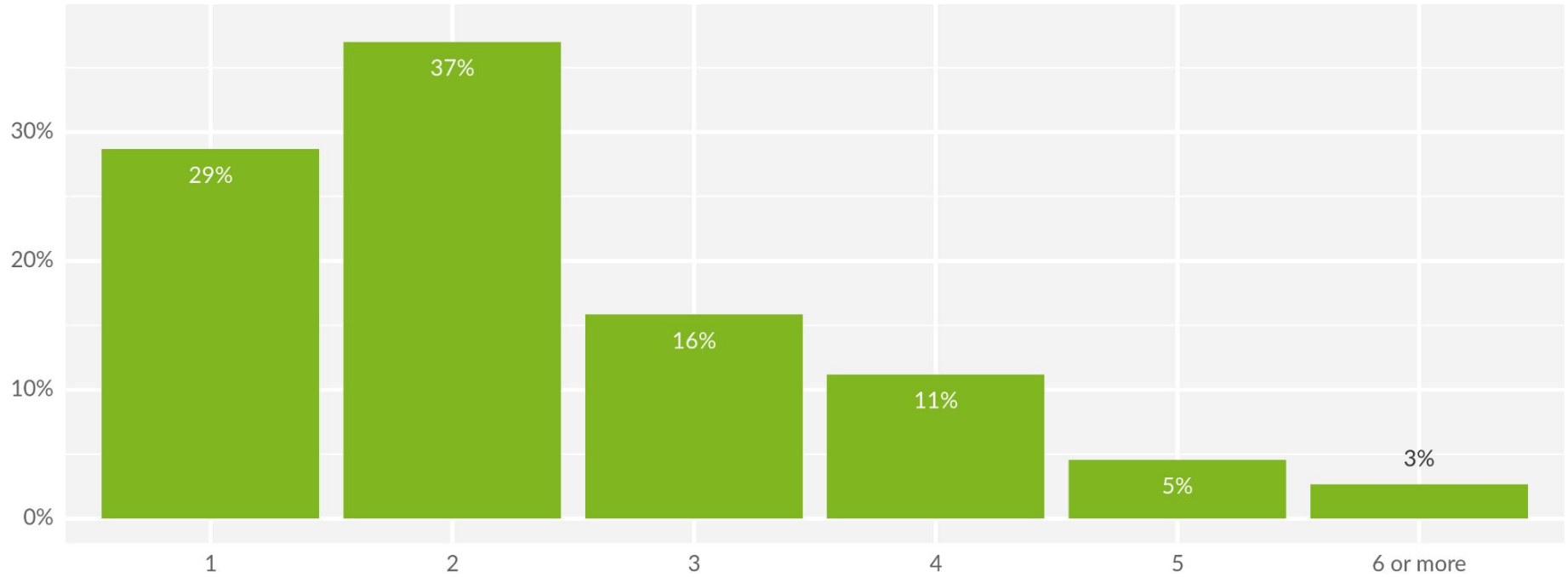
Demographics

Military/Veterans



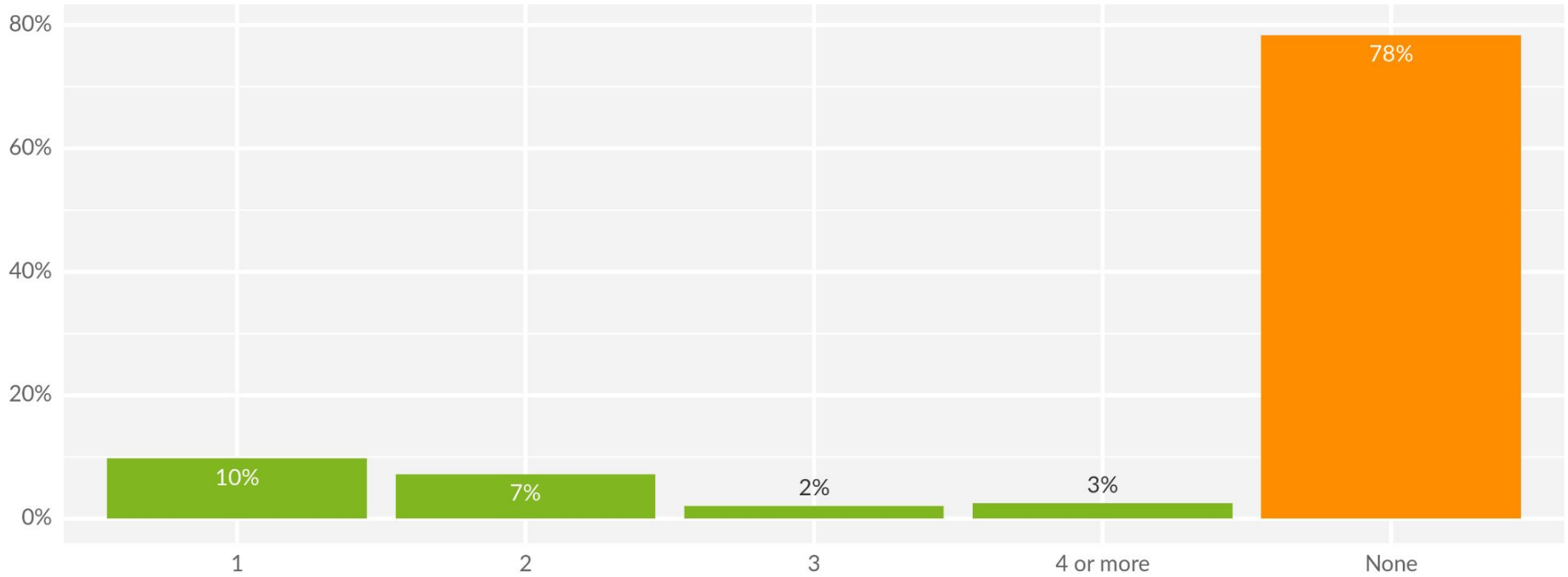
Demographics

People in Household



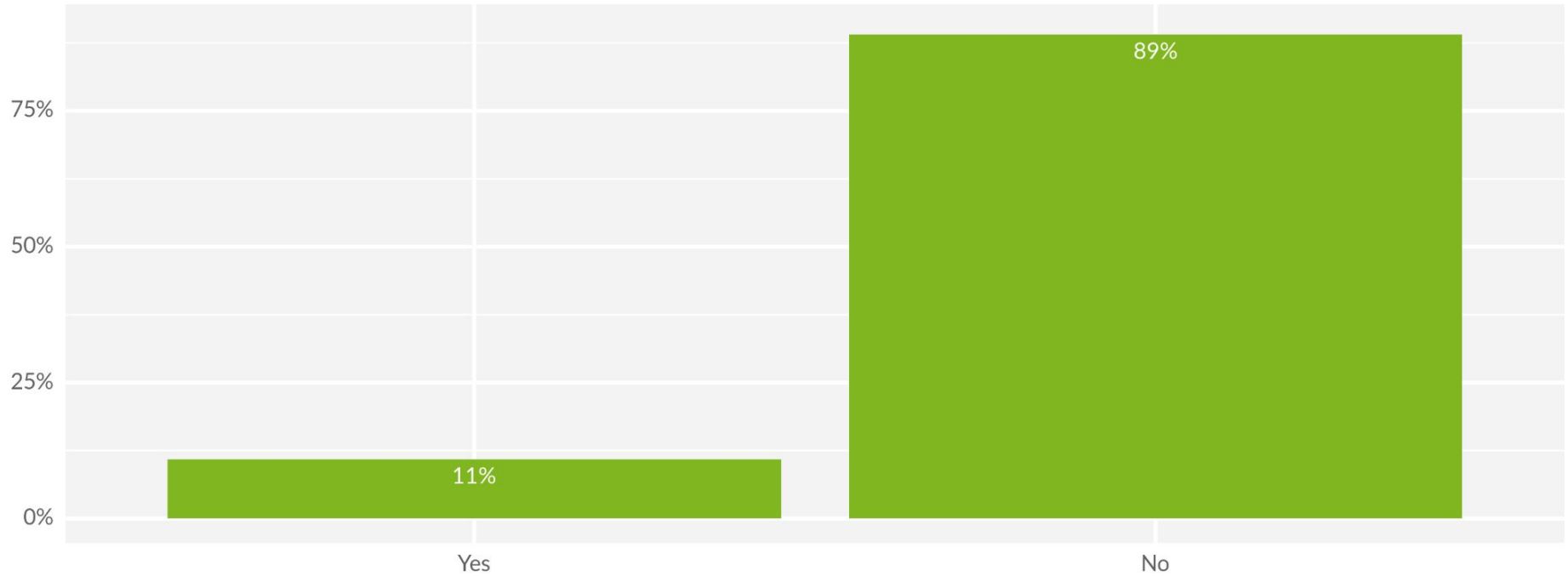
Demographics

Children in Household



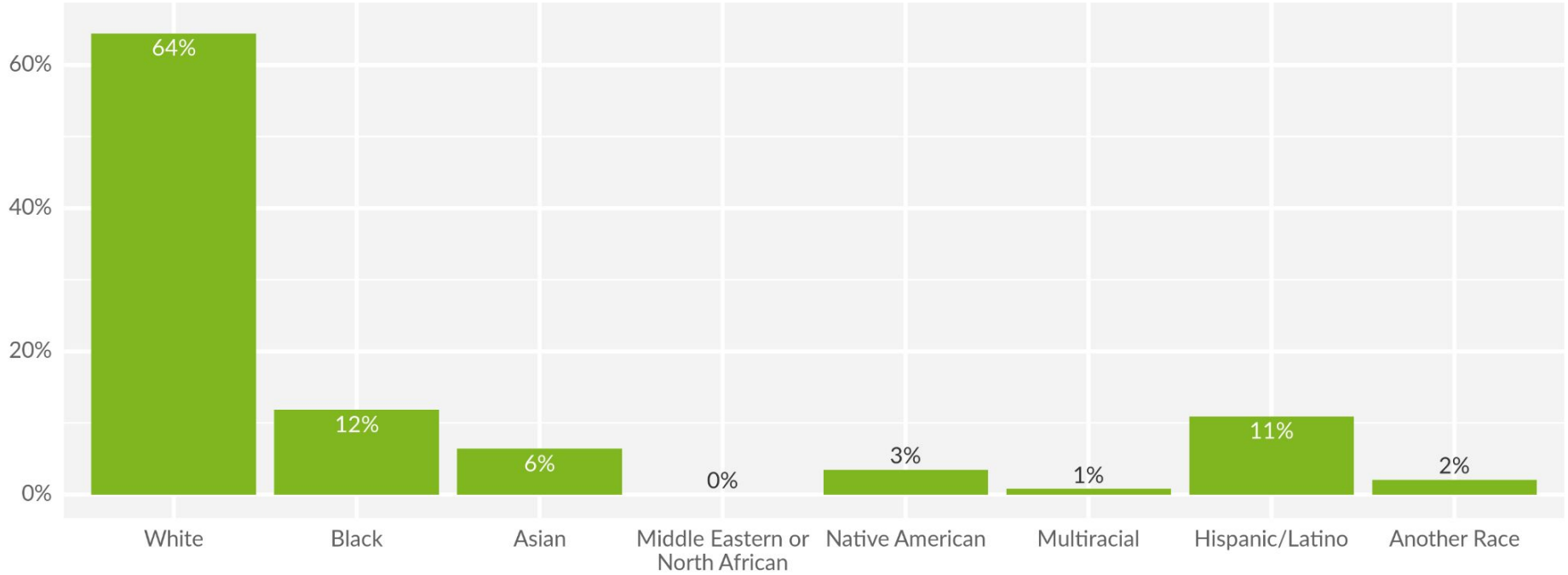
Demographics

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



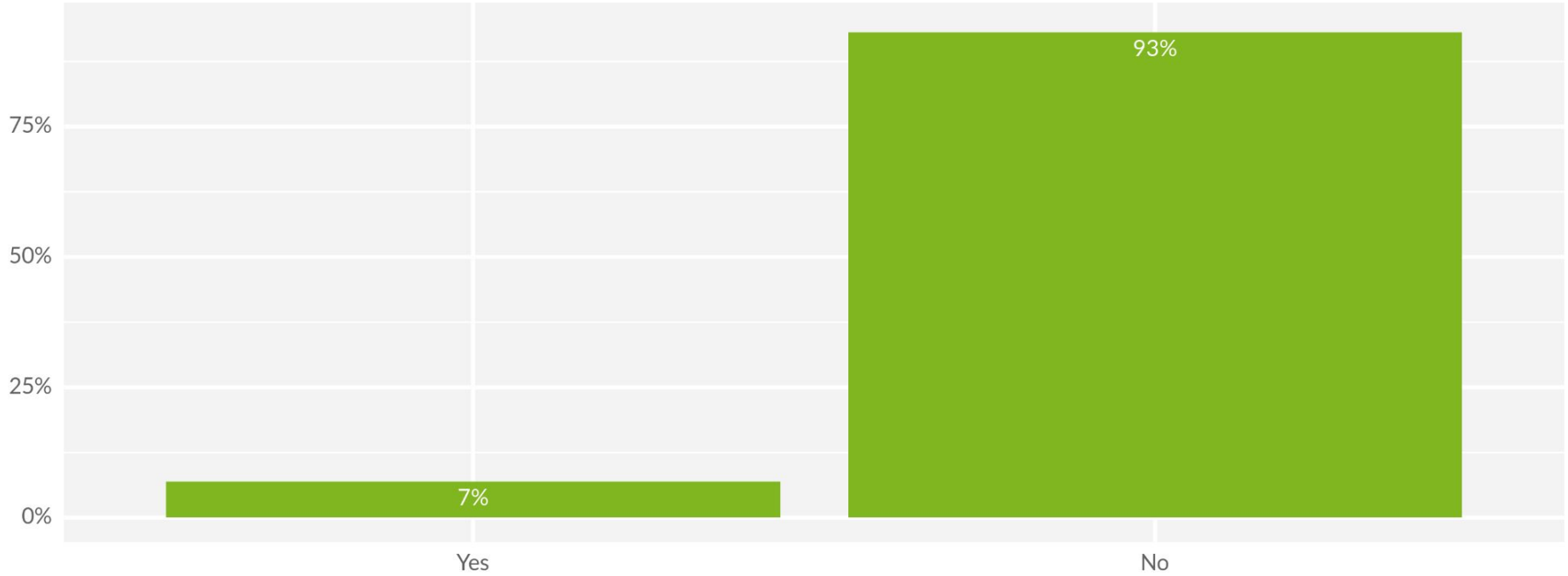
Demographics

Combined Race/Ethnicity



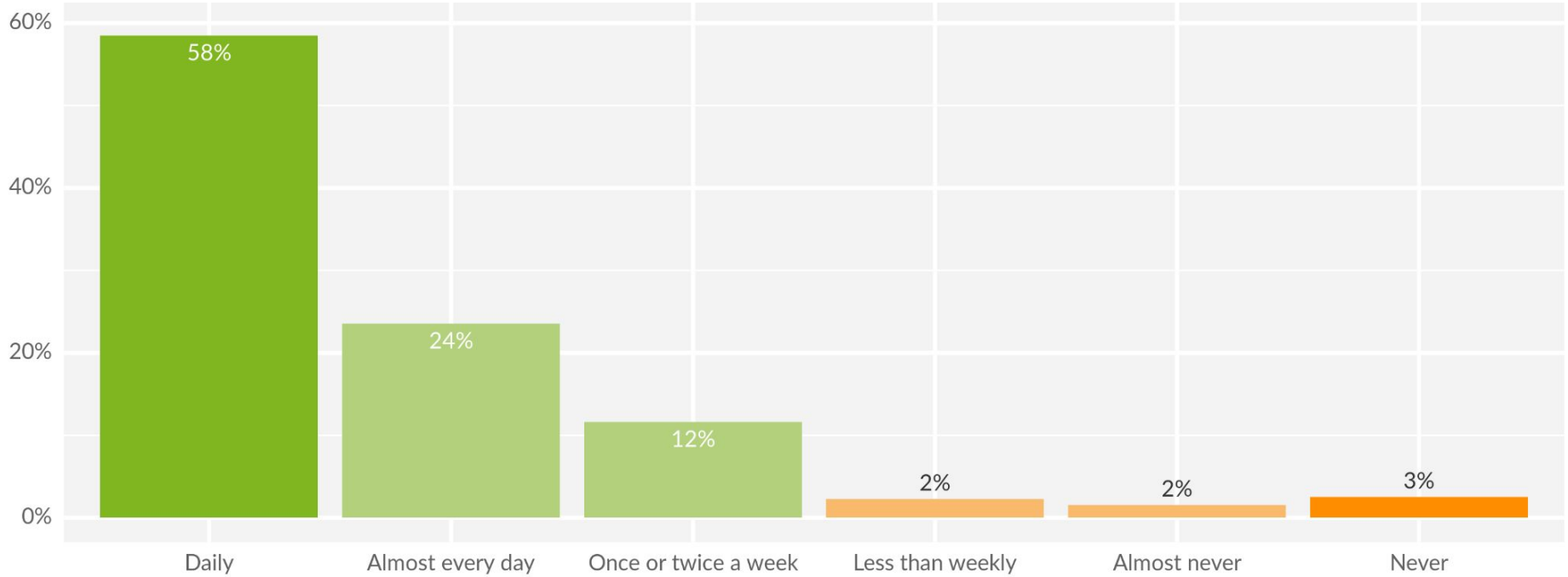
Demographics

LGBTQ+ Identity



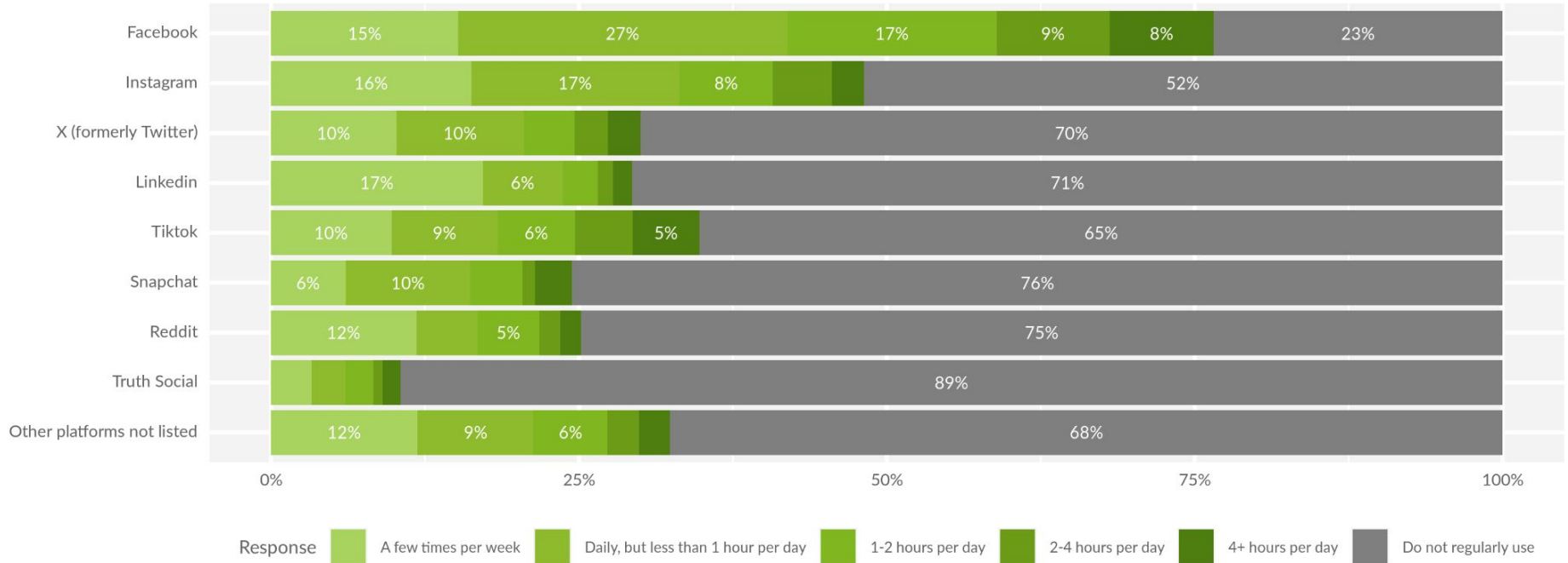
Contactability

Mailbox Checking Frequency



Media Consumption

Social Media Usage

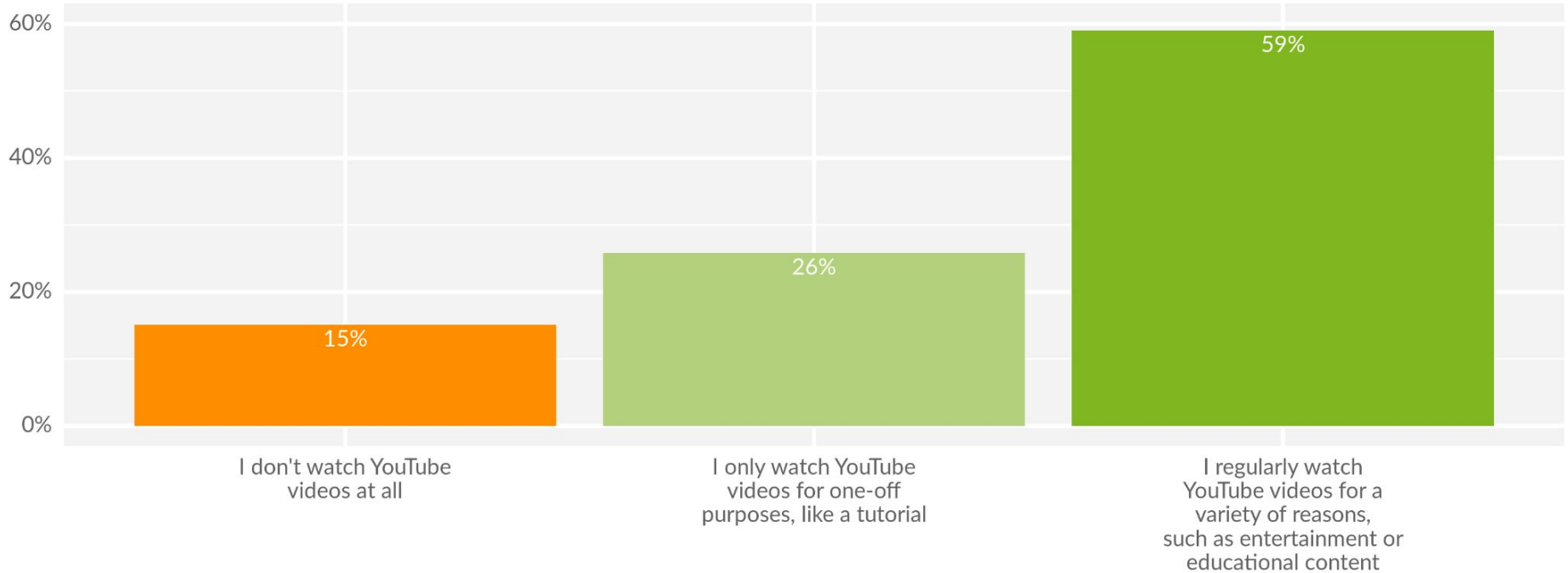


Our **Frequent Social Media Model** predicts likelihood of using social media for at least an hour per day. [Learn more.](#)

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Media Consumption

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

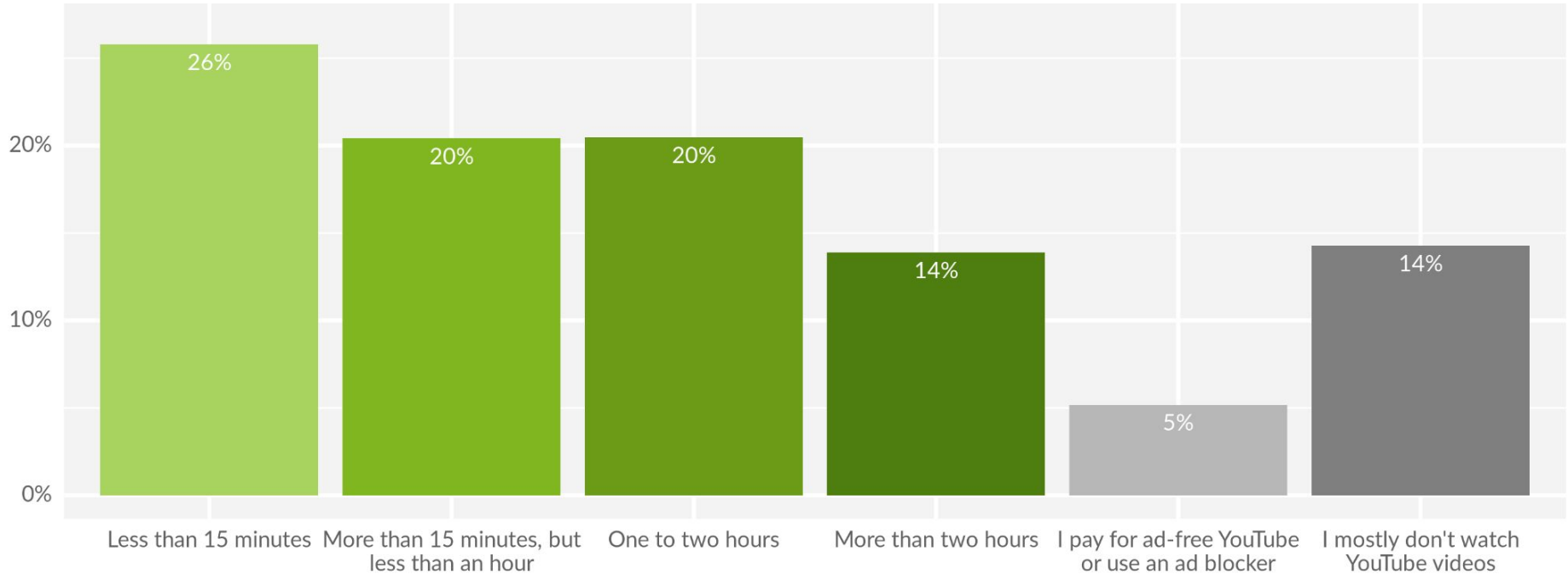


Our **YouTube User Model** predicts likelihood of watching 15+ minutes of ad-supported YouTube daily. [Learn more.](#)

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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]

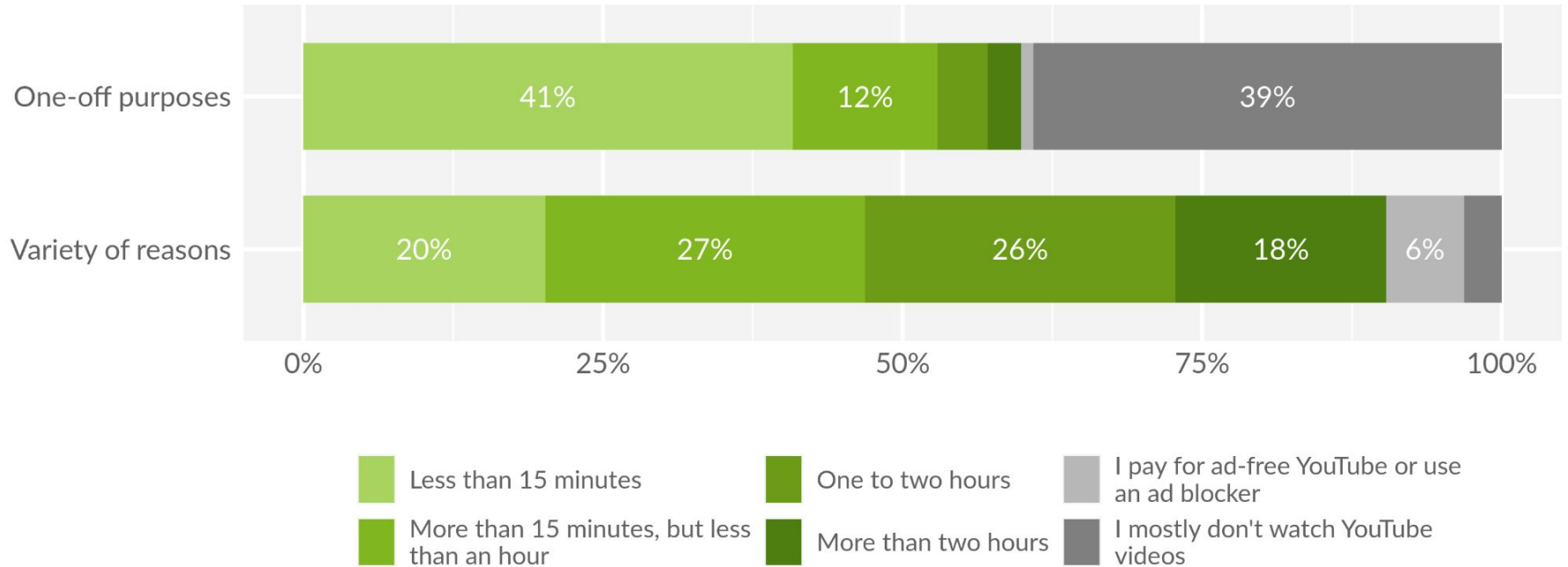


Our **YouTube User Model** predicts likelihood of watching 15+ minutes of ad-supported YouTube daily. [Learn more.](#)

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Media Consumption

Time Spent on YouTube by YouTube Usage Type

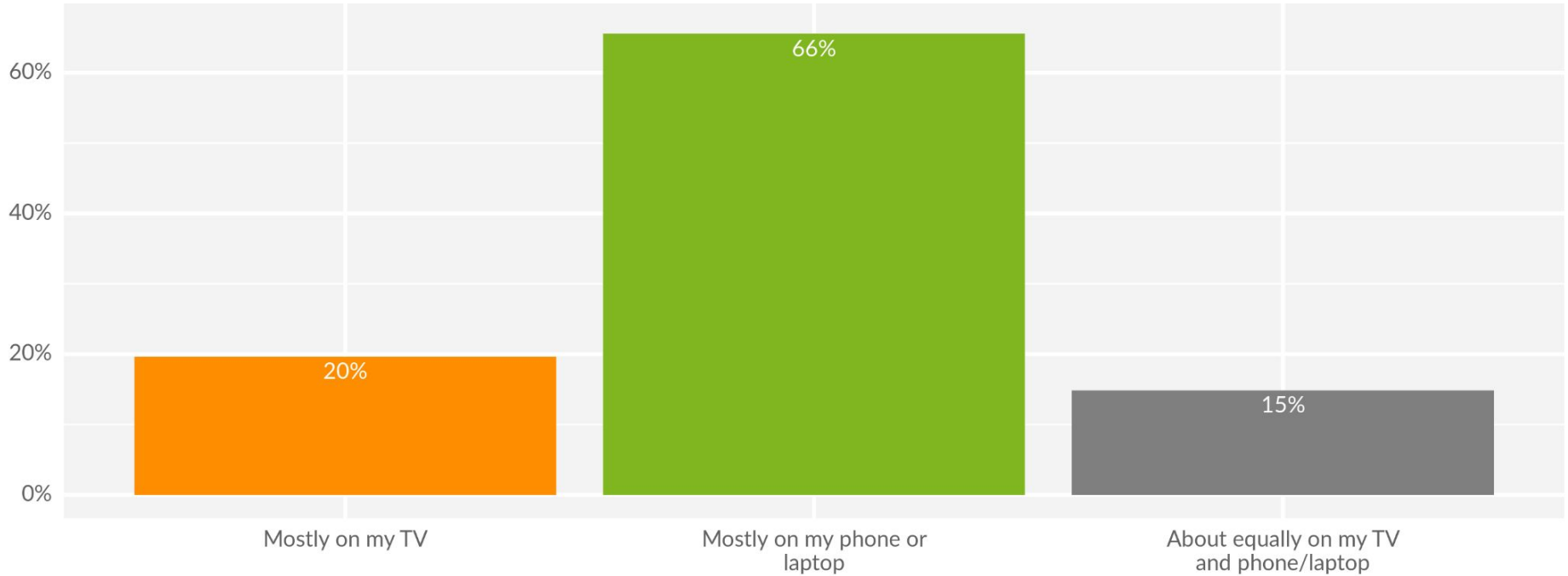


Our **YouTube User Model** predicts likelihood of watching 15+ minutes of ad-supported YouTube daily. [Learn more.](#)

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Media Consumption

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

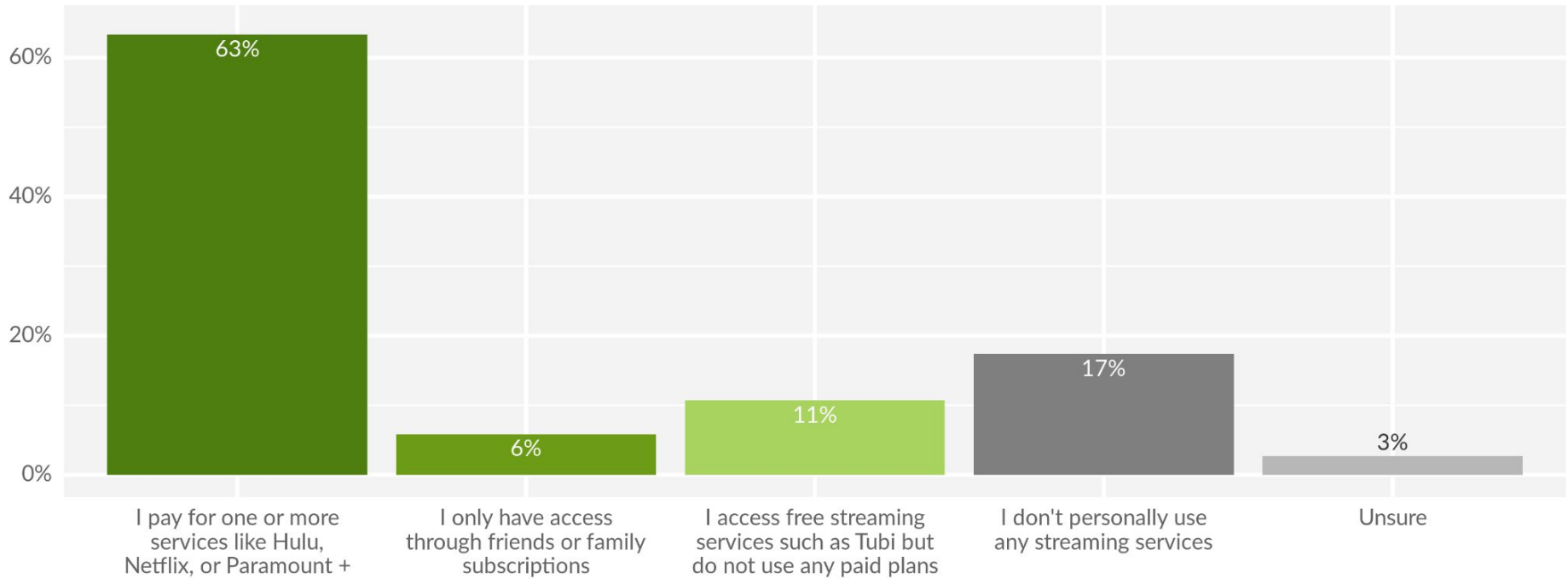


Our **YouTube User Model** predicts likelihood of watching 15+ minutes of ad-supported YouTube daily. [Learn more.](#)

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Media Consumption

Streaming Access

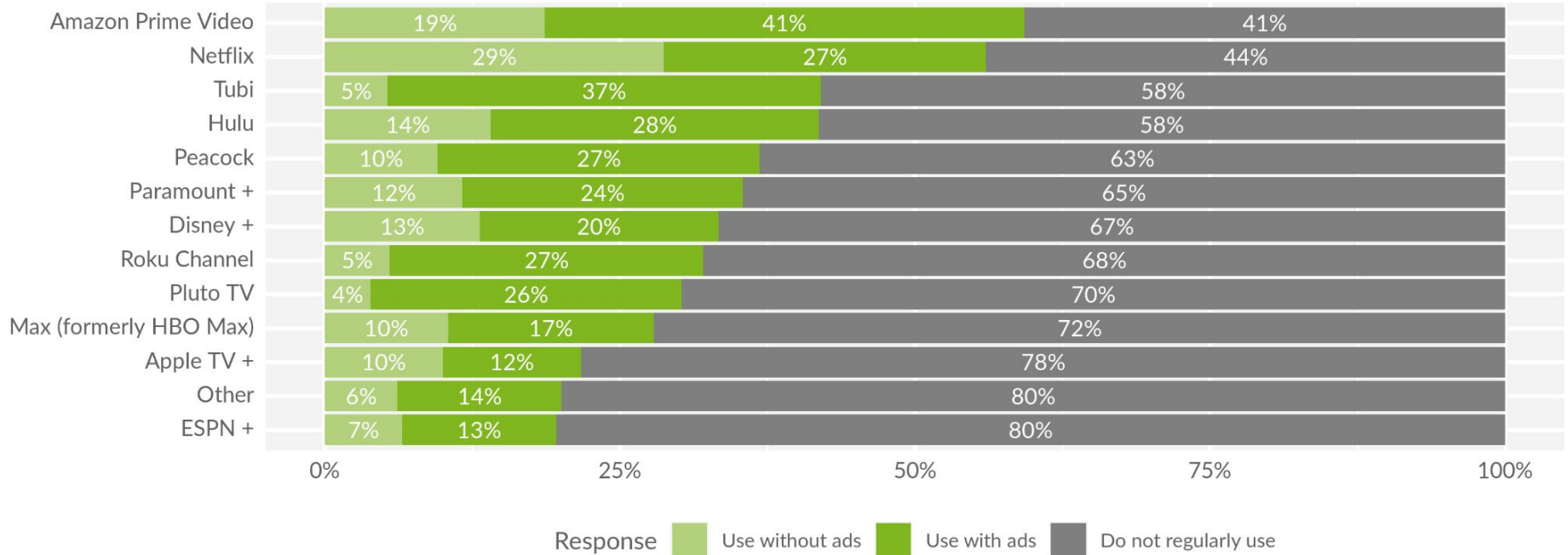


Our **Daily Streaming User Model** predicts likelihood of watching an ad-supported streaming service daily. [Learn more.](#)

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Media Consumption

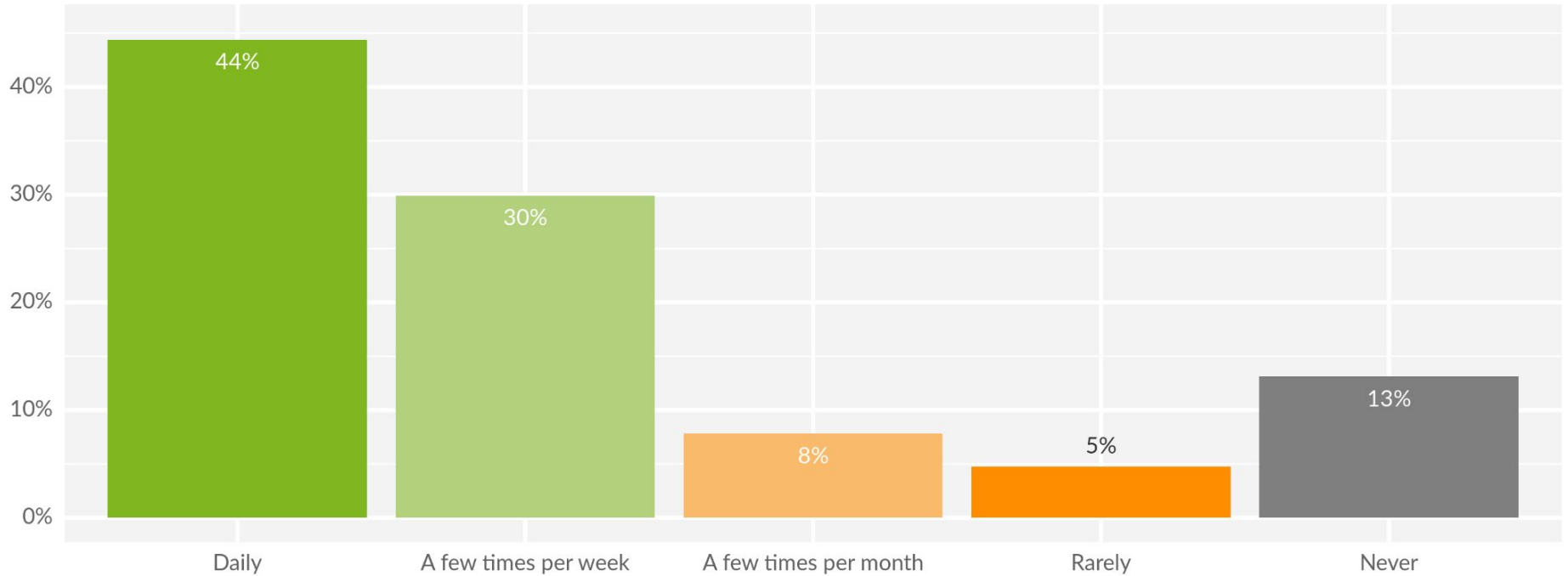
Streaming



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

Media Consumption

Streaming Frequency

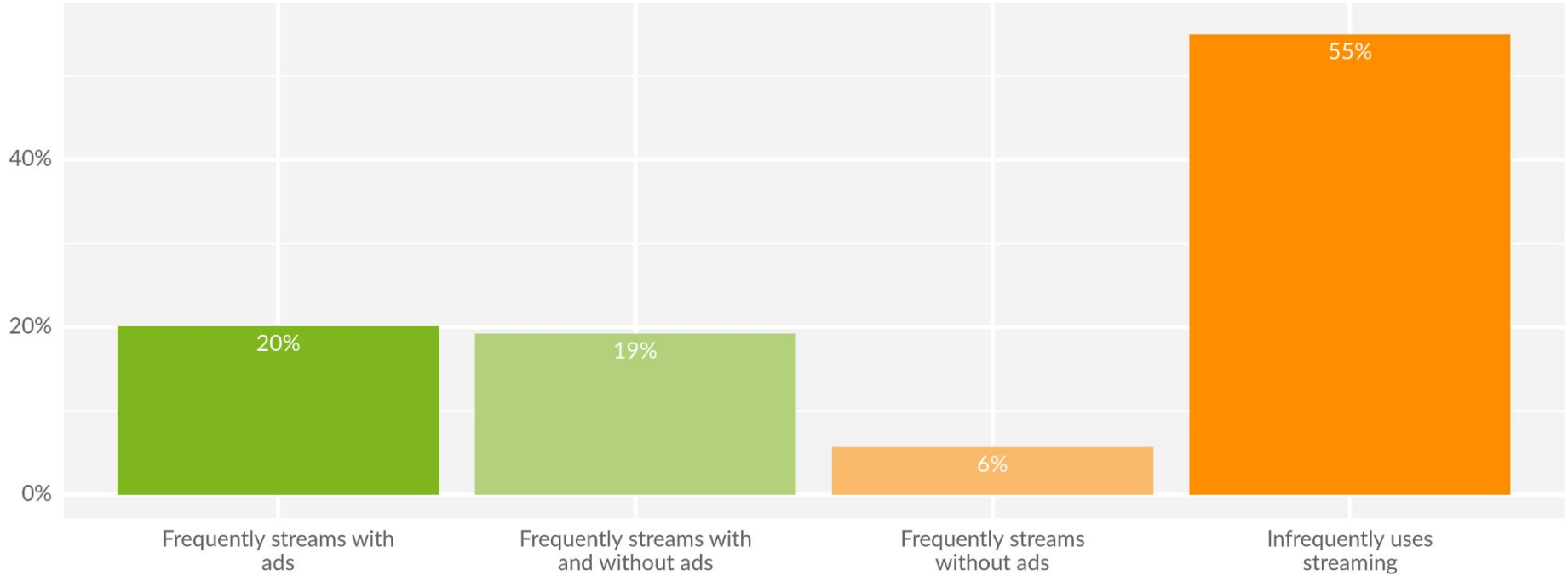


Our **Daily Streaming User Model** predicts likelihood that an individual watches an ad-supported streaming service daily.

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Media Consumption

Frequency of Use by Streaming Service Type

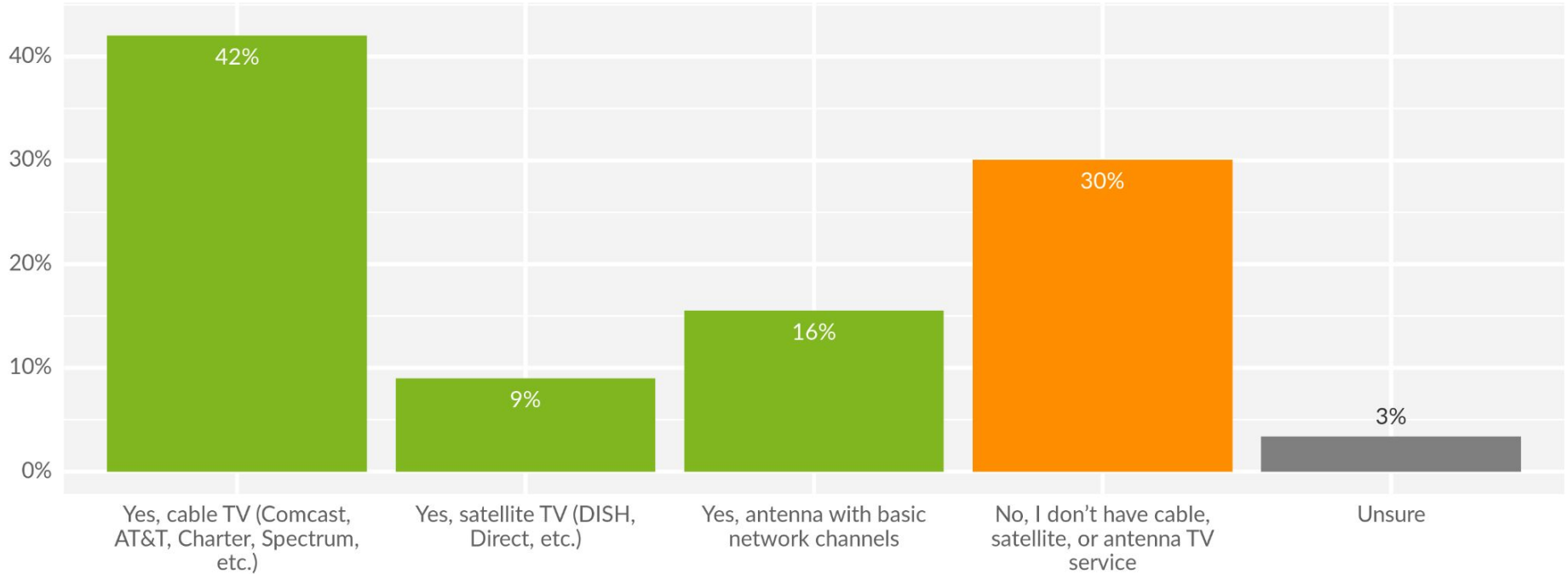


Our **Daily Streaming User Model** predicts likelihood that an individual watches an ad-supported streaming service daily.

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Media Consumption

Do you have traditional TV service in your home?

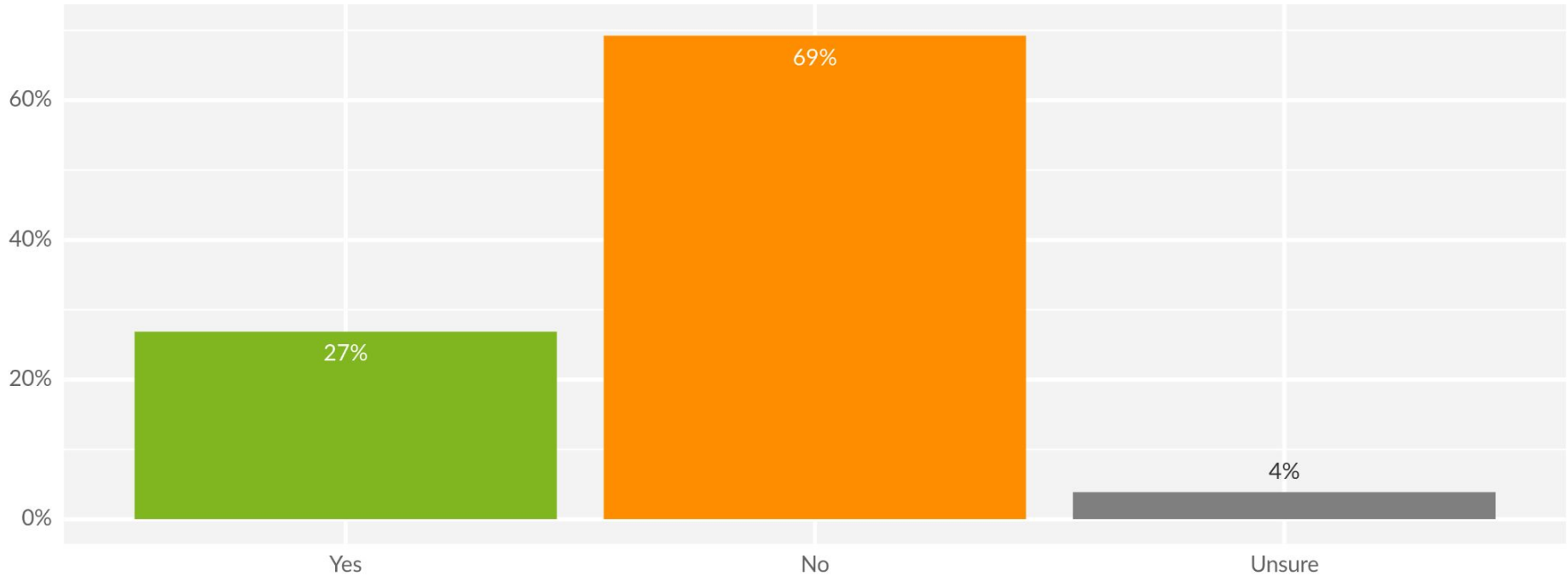


Our **Frequent Broadcast Viewer Model** predicts likelihood of watching live broadcast TV programming at least a few times per week.

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Media Consumption

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

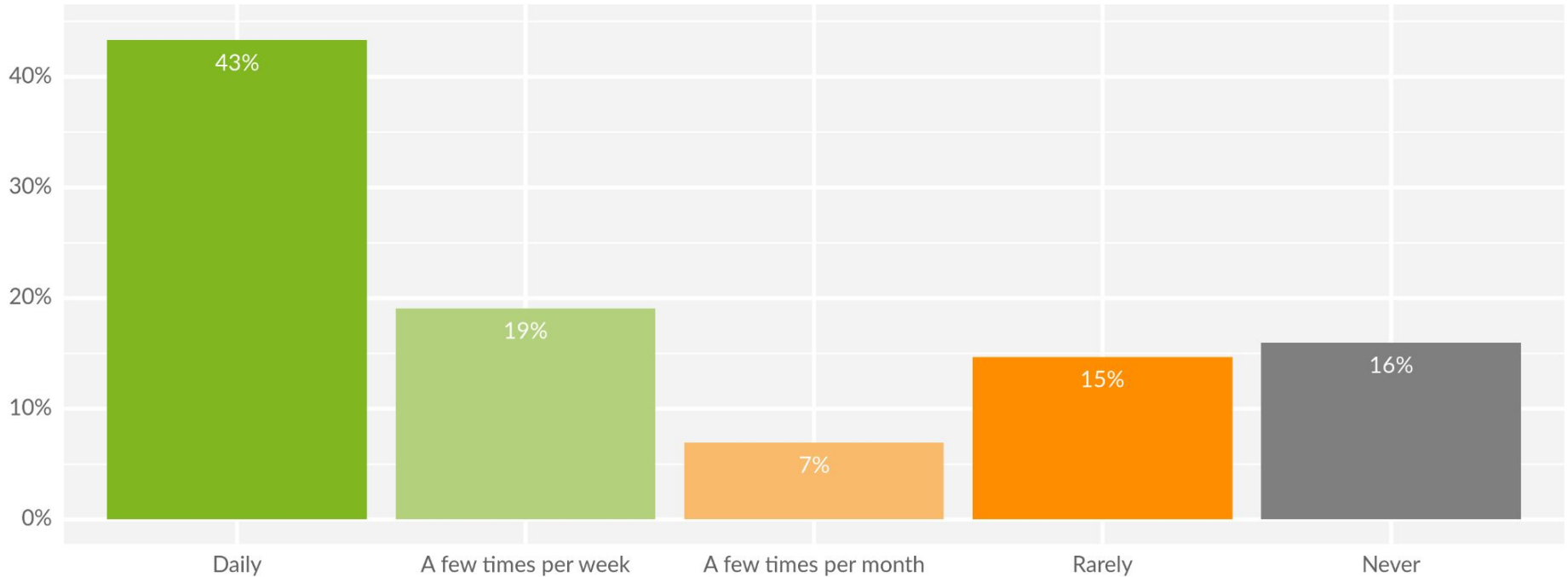


Our **Frequent Broadcast Viewer Model** predicts likelihood of watching live broadcast TV programming at least a few times per week.

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)?

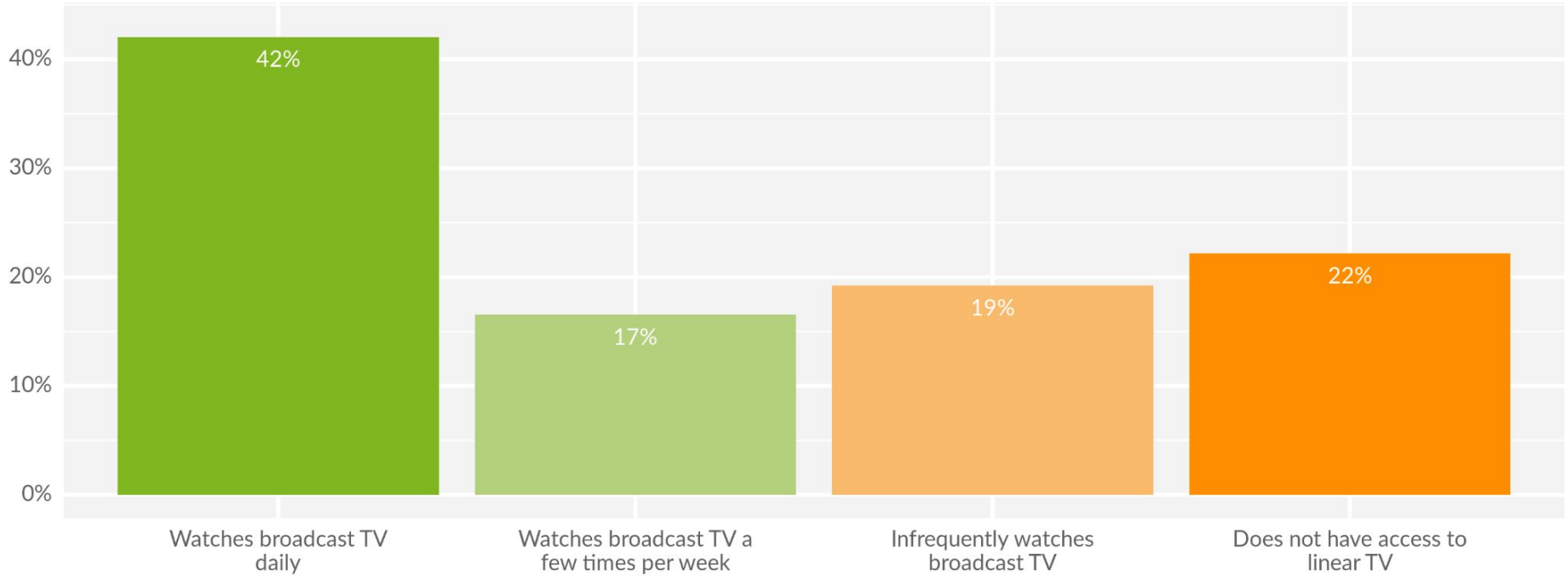


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Media Consumption

Frequency of Broadcast TV Viewing

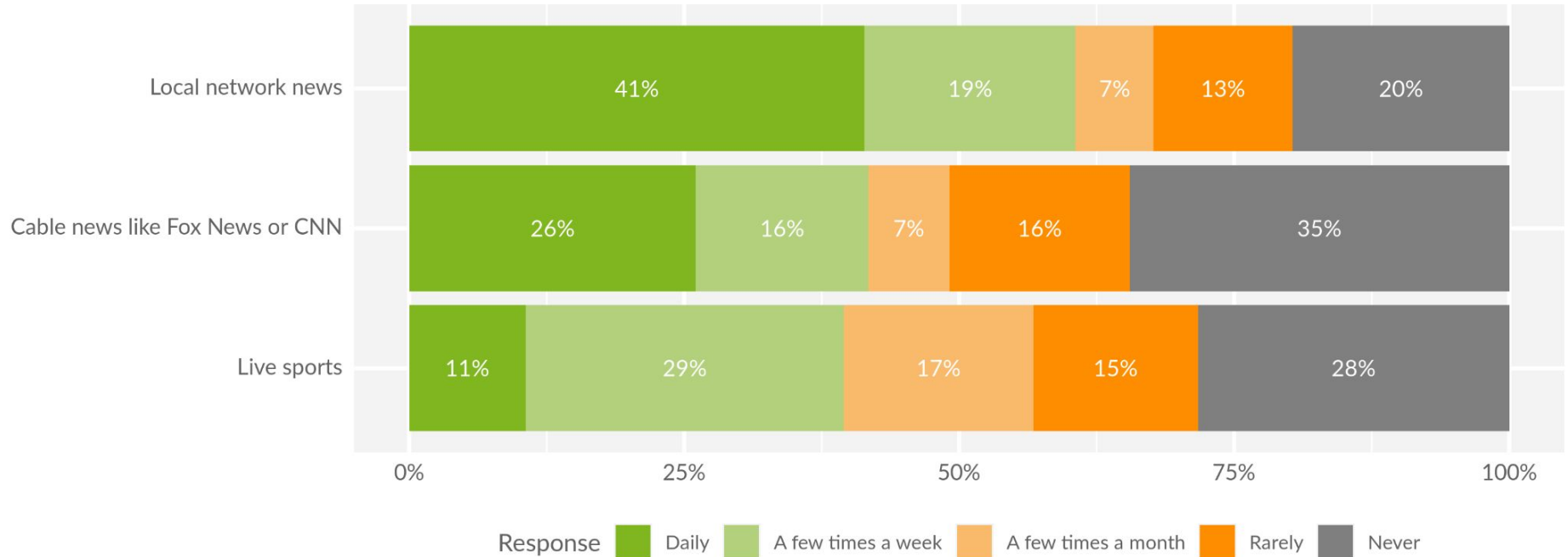


Our **Frequent Broadcast Viewer Model** predicts likelihood of watching live broadcast TV programming at least a few times per week.

clarity+campaign(labs)

Media Consumption

TV Viewership Frequency

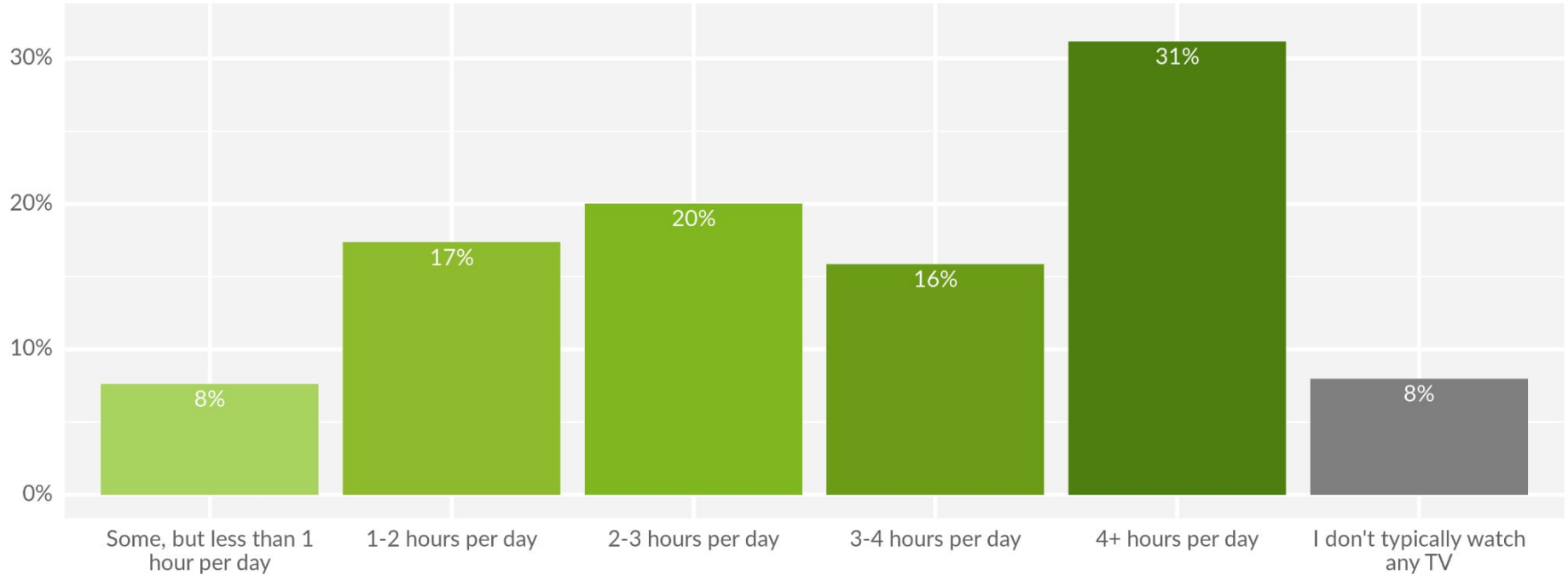


Our **Frequent Broadcast Viewer Model** predicts likelihood of watching live broadcast TV programming at least a few times per week.

clarity+campaign(labs)

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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