



S1. Are you at least 18 years old and registered to vote at [ADDRESS ON FILE]?

	Yes	100%
	No	-
VOL:	(Don't know/Refused)	-

S2. As you may know, there will be a primary election for president in 2028. Many people only vote in general elections and not in the separate primary elections when Democratic voters choose between Democratic candidates and Republican voters choose between Republican candidates.

	Definitely	91%
	Probably	7
	Chance 50-50	3
	Probably not	-
	Definitely not	-
VOL:	(Don't know/Refused)	-

I know it's a long way off, but how likely are you to vote in either party's presidential primary in 2028? Will you definitely vote, probably vote, are the chances 50-50, probably not vote, or definitely not vote?

[IF NPP] Please note that if you are not currently registered to vote with a political party, you would need to register with one in order to vote in that party's primary.

S3. Which party's presidential primary do you plan on voting in - the Democratic primary, the Republican primary, or another party's primary?

	Democratic primary	90%
	Republican primary	-
VOL:	(Don't know yet)	10
VOL:	(Other/Neither/Refused)	-

P1. When it comes to politics, do you generally think of yourself as a strong Democrat, not very strong Democrat, strong Republican, not very strong Republican, or as an Independent? [IF INDEPENDENT/OTHER] Do you think of yourself as closer to the Democratic Party or the Republican Party?

	Strong Democrat	63%
	Weak Democrat	15
	Independent / Closer to the Democrats	14
	Independent	7
	Independent / Closer to the Republicans	*
	Weak Republican	-
	Strong Republican	-
VOL:	(Don't know/Refused)	1
	DEMOCRAT (NET)	78%
	INDEPENDENT (NET)	22
	REPUBLICAN (NET)	-

P2. How important is politics to your personal identity? Would you say it is very important, somewhat important, not too important, or not at all important?

	Very important	45%
	Somewhat important	28
	Not too important	19
	Not at all important	6
VOL:	(Don't know/Refused)	1
	IMPORTANT (NET)	73%
	NOT IMPORTANT (NET)	26

Q1. When it comes to your political ideology, how would you describe yourself?

Socialist.....	5%
Progressive.....	22
Liberal.....	26
Moderate.....	28
Conservative.....	3
VOL: (Other).....	2
VOL: (I would not use a label to describe myself).....	13
VOL: (Don't Know/Refused).....	1

B1. Now I have a list of websites and apps, and I would like to know how often you use each one. Here's the first one... [ITEM]. Do you use [ITEM] daily, weekly, monthly, rarely, or never?

	REGULARLY		NOT REGULARLY			(DK/Ref.)	NET
	Daily	Weekly	Monthly	Rarely	Never		REGULARLY
• YouTube.....	40%	24	9	16	11	-	64%
• Facebook.....	42%	16	5	14	22	-	58%
• Instagram.....	27%	15	5	16	37	-	42%
• TikTok.....	15%	7	4	16	58	-	22%
• X, or Twitter.....	7%	4	3	13	74	-	11%
• Bluesky.....	5%	4	3	9	79	*	9%

NEWS. Which of the following better describes how you get news about things like current events and politics?

I seek out news.....	75%
News comes to me.....	25
VOL: (Don't know/Refused).....	*

Q8. Now, please think about where you get your news. Which of the following sources do you use regularly to get your news? Tell me yes or no for each one.

Broadcast TV stations, like ABC, NBC, and CBS.....	50%
Local TV news.....	49
MS NOW, formerly MSNBC.....	42
Social media, such as Facebook, Twitter, or Instagram.....	42
CNN.....	41
NPR.....	40
Local newspapers, either online or in print.....	35
The New York Times.....	24
VOL: (None of these).....	9
VOL: (Don't know/Refused).....	-

SOCIAL. On average, how frequently do you post on social media – like Twitter, TikTok, or Instagram – about politics or other public issues? Do you post daily, weekly, monthly, less often, or never?

Daily.....	8%
Weekly.....	13
Monthly.....	7
Less often.....	20
Never.....	53
VOL: (Don't know/Refused).....	-
WEEKLY (NET).....	21%
LESS OFTEN (NET).....	79

B2. Now I have a list of descriptions, and I'd like to know if each one applies to you or not. Here's the first one... [ITEM]. Does [ITEM] apply to you, yes or no?

	Yes	No	(DK/Ref.)
• Drive a car regularly.....	92%	8	-
• Have three months' worth of emergency savings.....	60%	40	*
• Have money in the stock market.....	52%	48	-
• Watch NFL football regularly.....	47%	53	-
• Have attended a protest or demonstration in the past year.....	32%	68	-
• Hold college debt.....	13%	87	*
• Are a member of a book club.....	12%	88	*
• Take public transportation regularly.....	3%	97	-

B3. Now I have a list of people and groups, and I would like to get your opinion of each one. Just let me know if there's one you haven't heard of... Do you have a favorable or unfavorable opinion of [ITEM]? [IF FAVORABLE] And is your opinion very favorable or somewhat favorable? [IF UNFAVORABLE] And is your opinion very unfavorable or somewhat unfavorable?

	FAV		UNFAV		(CR)	NH	(Dk/Ref)	NET		
	Very	Some	Some	Very				FAV	UNFAV	FAM
• [IF CD-04] Steven Horsford.....	48%	25	4	2	13	9	*	73%	5	78
• [IF CD-01] Dina Titus.....	38%	39	6	5	8	4	-	77%	11	88
• Catherine Cortez Masto.....	35%	36	10	8	8	4	*	70%	18	88
• Jacky Rosen.....	32%	36	11	6	11	3	*	68%	18	85
• [IF CD-03] Susie Lee.....	28%	46	5	6	11	3	*	74%	12	86
• Democrats in Congress.....	26%	46	15	7	4	2	*	71%	22	94

Now I'm going to ask you some questions about potential Democratic candidates for president. Knowing the next election is still a few years away, please try to think about the type of candidate you are looking for.

Q23. Which type of candidate would you vote for, if you had to choose?

A candidate who primarily identifies as a Democrat	67%
A candidate who primarily identifies as a Democratic socialist.....	32
VOL: (Don't know/Refused)	*

Q24. Which type of candidate would you vote for, if you had to choose?

A candidate who works across the aisle to get things done, even if it means compromising sometimes	76%
A candidate who sticks to their progressive beliefs, even if it means getting less done	24
VOL: (Don't know/Refused)	*

Q25. Thinking about the next Democratic primary for president, which is more important to you personally, knowing you may agree with some of both?

Voting for someone who can win the general election against a Republican, even if they are not as progressive.....	69%
Voting for someone who stands by their progressive values, even if it could make them less electable	31
VOL: (Don't know/Refused)	*

Q26. Which type of candidate would you vote for, if you had to choose?

A candidate who is authentic, relatable, and down-to-earth, even if they don't line up with you ideologically on every issue	63%
A candidate who stands with you on most of the major issues, even if they seem more like a typical politician than you'd like.....	37
VOL: (Don't know/Refused)	1

Q27A. [SPLIT A] In thinking about the general election, what do you think makes a Democratic candidate electable? What should a Democrat be like, do, or say to be able to win the general election against a Republican? **[OPEN END; CODED RESPONSES]**

Working for the People	33%	Campaign Finance Reform.....	4
Honesty and Integrity	30	Foreign Policy/Anti-war.....	4
Authenticity and Relatability	12	Bring People Together.....	4
Strong Leadership	12	Youth Engagement.....	3
Experience and Competence	11	Anti-Corruption	3
Bipartisan/Moderate Approach.....	11	Healthcare Focus	3
Accountability and Transparency	10	Senior Issues	2
Will Protect Democracy	10	Criminal Justice	2
Anti-Trump/Anti-MAGA.....	9	Immigration/Border enforcement.....	1
Communication Skills	8	Other.....	2
Economic Focus	8	Don't know/Refused.....	6
Progressive Values/Policy.....	6		

Q28B. [SPLIT B] As you may know, Democratic Senators Catherine Cortez Masto and Jacky Rosen won their elections, even as Republicans were winning the governorship and presidential contest in Nevada on the same ballots. Which TWO of the following statements do you think best explain why Cortez Masto and Rosen won?

They were more focused on Nevada issues than national fights	45%
They appealed to swing voters who split their tickets	31
They were more moderate than the typical Democrat	23
Their Republican opponents were more flawed than Donald Trump.....	18
They were more progressive than the typical Democrat.....	12
VOL: (Other)	6
VOL: (Don't know/Refused)	2

B4. Thinking more about the next Democratic primary election for president, I'd like to know whether you agree or disagree with each of the following statements. Here's the first... [ITEM]. Do you agree or disagree with that statement? [IF CHOICE] And do you strongly [AGREE/DISAGREE] or just somewhat?

	AGREE		DISAGREE		(DK/Ref.)	NET	
	Strongly	Some	Some	Strongly		AGREE	DISAGREE
• [SPLIT B] I am willing to vote for someone I don't agree with on every issue as long as they are strong and will fight for the working people of this country.....	59%	31	5	5	-	90%	10
• Just because a candidate is moderate does not mean they are boring.....	53%	32	9	5	*	85%	15
• [SPLIT A] I am willing to vote for someone I don't agree with on every issue as long as they are authentic and true to what they believe in.....	40%	39	12	10	-	78%	22
• Nominating a Democrat for president who is too far left risks losing the general election to a MAGA candidate, because America is not liberal and someone far to the left will turn off swing voters.....	22%	42	20	16	-	64%	36
• Nominating a moderate Democrat for president would just be repeating the mistakes of the past, because moderates don't generate the excitement that we need to turn people out to vote.....	16%	37	31	17	-	52%	48
• The Democratic Party should move further left to beat the Republican nominee.....	15%	32	32	20	*	48%	52

Finally, I'm going to ask you a series of questions about some policy issues.

Q34. Which of the following approaches do you agree with more, even if you may like some of both?

	Prioritizing immigration enforcement that deports convicted criminals but protects eligible, law-abiding immigrants, like Dreamers, and provides a path to citizenship.....	75%
	Decriminalizing border crossings and abolishing ICE	25
VOL:	(Don't know/Refused).....	-

Q35. Which of the following approaches do you agree with more, even if neither is exactly right?

Providing more low-cost vocational training and apprenticeship opportunities, so people can get good-paying jobs in growing fields without a four-year college degree	86%
Implementing a federal Universal Jobs Program, which would provide a government job to every person in America who wants one	14
VOL: (Don't know/Refused)	-

Q36. Which of the following approaches do you agree with more, even if neither is exactly right?

Passing an all-of-the-above energy strategy that adopts more renewable energy as it becomes more affordable, prioritizing lower energy costs today	50%
Passing a national plan like the Green New Deal that would move rapidly to eliminate fossil fuels, prioritizing environmental protection and long-term goals	49
VOL: (Don't know/Refused)	*

Q37. Which of the following approaches do you agree with more, even if neither is exactly right?

Increasing the number of local police, while also holding them accountable for discrimination and unlawful behavior.....	87%
Defunding the police.....	13
VOL: (Don't know/Refused)	*

Q38. Which of the following approaches do you agree with more, even if neither is exactly right?

Making college more affordable, expanding access to technical education, and ensuring students get a return on their investment from their higher education	65%
Cancelling all student loan debt and making college free	35
VOL: (Don't know/Refused)	-

Q39. Which of the following approaches do you agree with more, even if neither is exactly right?

Expanding tax credits for working people, families with children, and caregivers, while making sure it doesn't increase inflation.....	80%
Providing direct cash payments to families	19
VOL: (Don't know/Refused)	*

Q40. Which of the following do you agree with most, even if none are exactly right?

I think transgender people are just like everyone else and deserve the same rights	61%
I think transgender people shouldn't be discriminated against, but there must be some reasonable restrictions on things like sports and health care for minors.....	37
I think being transgender is wrong	2
VOL: (Don't know/Refused)	-

D100. What is your gender?	VOL: (A man).....	40%	
	VOL: (A woman)	60	
	VOL: (Something else)	-	
	VOL: (Prefer not to say/Refused)	*	
DAGE. Derived Age [REFUSALS ASSIGNED TO AGE ON FILE]	18-29	8%	
	30-44	17	
	45-54	12	
	55-64	18	
	65+.....	45	
	VOL: (Refused).....	-	
D102. What is the last grade of school or level of education you completed?	Did not complete high school	1%	
	Graduated high school	11	
	Attended technical/vocational school	8	
	Attended some college but no degree.....	32	
	Graduated two-year college with Associate's degree	19	
	Graduated four-year college with Bachelor's degree	14	
	Obtained Master's, PhD, or other professional degree (MD, DMD, etc.).....	15	
	VOL: (Don't know/Refused)	*	
D105. When it comes to politics, do you generally think of yourself as:	Very liberal.....	26%	
	Somewhat liberal	36	
	Moderate	33	
	Somewhat conservative	4	
	Very conservative	1	
	VOL: (Don't know/Refused)	*	
	LIBERAL (NET)	62%	
	CONSERVATIVE (NET).....	5	
	ALLOCRACE. To ensure we have a representative sample, could you please tell me your race? [IF NOT HISPANIC/LATINO] For statistical purposes only, are you of Hispanic, Latino, or Spanish origin? [BI-OR-MULTI RACIAL RESPONDENTS ALLOCATED TO MULTIPLE RACES, PER SELF-REPORT; REFUSALS ALLOCATED BY RACE ON FILE]	Black/African American	14%
		White/Caucasian	69
Hispanic/Latino		14	
Asian/Asian American		8	
Pacific Islander		1	
Native American/American Indian/Indigenous		2	
Middle Eastern/North African		1	
Other		-	
VOL: (Don't know/Refused)		-	
PARTY. Party Registration	Democrat	93%	
	NPP	7	