

S1. Are you at least 18 years old and registered to vote in [STATE]?	Yes 100% No - Not sure -
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. Knowing it is a long way away, how likely are you to vote in either party's <u>presidential primary</u> in 2028?	Definitely vote 89% Probably vote 8 Chance 50-50 4 Probably not vote - Definitely not vote -
S3. Which party's presidential primary do you plan on voting in?	Democratic primary 100% Republican primary - Don't know yet -
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, an independent, or some other political party? [IF INDEPENDENT/OTHER] Do you think of yourself as closer to the Democratic Party or the Republican Party?	Strong Democrat 66% Weak Democrat 22 Independent / Closer to the Democrats 9 Independent 4 Independent / Closer to the Republicans 1 Weak Republican - Strong Republican - DEMOCRAT (NET) 87% INDEPENDENT (NET) 13 REPUBLICAN (NET) -
P2. How important is politics to your personal identity?	Very important 38% Somewhat important 37 Not too important 19 Not at all important 7 IMPORTANT (NET) 75% NOT IMPORTANT (NET) 25
Q1. When it comes to your political ideology, how would you describe yourself?	Socialist 6% Progressive 11 Liberal 43 Moderate 34 Centrist n/a Conservative 5 Other * I would not use a label to describe myself 2

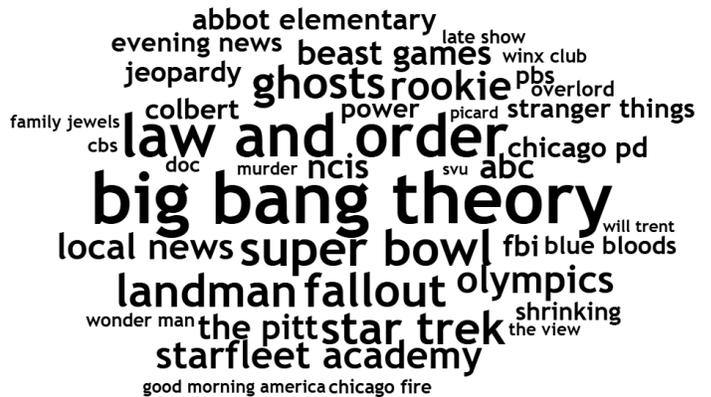
B1. How often do you use each of the following websites or apps?

	REGULARLY		NOT REGULARLY			NET
	Daily	Weekly	Monthly	Rarely	Never	REGULARLY
• Facebook.....	61%	14	4	6	15	75%
• YouTube.....	48%	26	7	7	11	74%
• Instagram.....	32%	13	5	9	40	45%
• TikTok.....	23%	9	4	10	54	33%
• Reddit.....	12%	14	6	10	58	26%
• X (formerly Twitter).....	15%	9	2	9	66	24%
• Snapchat.....	12%	5	3	7	72	17%
• Threads.....	7%	7	3	8	75	14%
• WhatsApp.....	7%	7	4	13	69	14%
• Bluesky.....	5%	5	3	5	82	10%

Q12. What is the last TV show you watched? [OPEN END]

Crime/Police.....	16%	Animated.....	3
Sitcoms.....	11	Game Shows.....	3
Drama Series.....	10	Competition Shows.....	2
News Programs.....	10	Classic TV.....	2
Science Fiction.....	7	Horror/Thriller.....	2
Reality TV.....	5	Documentary.....	2
Sports Programming.....	5	Anime.....	2
Talk Shows.....	4	Court Shows.....	2
Medical Shows.....	4	Other.....	11

Q12. What is the last TV show you watched? [WORD CLOUD]



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

I seek out news..... 71%
 News comes to me..... 29

B2. How often do you get news from each of the following sources?

	REGULARLY		NOT REGULARLY		NET <u>REGULARLY</u>
	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	
• Television.....	64%	22	7	7	86%
• News websites or apps.....	43%	33	11	13	76%
• Social media such as Facebook, X (formerly Twitter), or Instagram.....	37%	25	13	24	62%
• Radio.....	16%	31	25	28	47%
• Podcasts.....	14%	21	19	46	35%
• Printed newspapers or printed news magazines.....	14%	20	31	36	33%

Q19T. Which of the following news sources, if any, do you use regularly? Select as many as apply.

Local TV news.....	50%	Associated Press (AP).....	21
ABC.....	50	Fox News.....	17
NBC.....	49	Wall Street Journal.....	16
CBS.....	42	Washington Post.....	15
CNN.....	40	CNBC.....	13
PBS.....	26	Politico.....	12
New York Times.....	26	Axios.....	5
NPR.....	24	Other.....	8
MS NOW (formerly MSNBC).....	22	None of these.....	5

SOCIAL. On average, how frequently do you post on social media (like X/Twitter, Bluesky, TikTok, or Instagram) about politics or other public issues?

Daily..... 13%
 Weekly..... 20
 Monthly..... 11
 Less often..... 20
 Never..... 36

 WEEKLY (NET)..... 33%
 LESS OFTEN (NET)..... 67

B3. Below is a list of descriptions. Please indicate if each one applies to you or not.

	<u>Yes</u>	<u>No</u>
• Drive a car regularly.....	76%	24
• Watch NFL football regularly.....	56%	44
• Have three months' worth of emergency savings.....	41%	59

B3. Below is a list of descriptions. Please indicate if each one applies to you or not.

	Yes	No
• Watch reality TV regularly.....	40%	60
• Watch college sports regularly.....	35%	65
• Have money in the stock market.....	33%	67
• Drink beer regularly.....	28%	72
• Drink wine regularly.....	26%	74
• Take public transportation regularly.....	24%	76
• Have attended a protest or demonstration in the past year.....	16%	84
• Hold college debt.....	15%	85
• Own or have owned any cryptocurrency.....	14%	86
• Vape regularly.....	14%	86
• Bet on sports regularly.....	13%	87
• Are a member of a book club.....	7%	93

The next set of questions is about your views on some of the political issues of the day.

Q35. When you think about the state of the country today, how do you feel? Please pick the two that best describe how you feel.

Uneasy.....	46%
Disappointed.....	45
Angry.....	44
Scared.....	30
Hopeful.....	10
Content.....	5
Other.....	2
None of these.....	1

Q36. Generally speaking, do you think that the United States...?

Should play a <u>less</u> active role in solving world affairs.	44%
Should play a <u>more</u> active role in solving world affairs. ..	28
Should continue to play the same role.	28

Q37. When it comes to ICE (Immigration and Customs Enforcement), which of the following comes closer to your point of view?

We need to hold ICE accountable for violence and abuse and overhaul the agency, but not abolish it entirely.....	66%
We need to abolish ICE and halt all immigration enforcement inside the country.	34

Q38. Which of the following comes closer to your point of view?

I believe in capitalism with guardrails to protect consumers.....	62%
I believe in socialism.....	38

Q39. When it comes to gerrymandering congressional districts, which of the following comes closer to your point of view?

When Republicans gerrymander a bunch of red states to stay in power, Democrats should fight fire with fire and do what they can to balance things with their power in blue states.....	62%
Gerrymandering is unfair and undemocratic. Republicans might be doing it, but Democrats should take the high road. Two wrongs don't make a right.....	38

Q40. In your view, what are the biggest problems with the **Democratic Party** today? Select up to two from the following list.

They won't fight back against Trump and MAGA Republicans.....	47%
They are too middle-of-the-road, seeking compromise instead of the progressive change we need.....	35
They don't have a vision for the future of the country and how to actually help people with lower costs and higher-paying jobs.....	21
They have moved too far left, taking stances most people don't agree with instead of commonsense ones.	17
They are weak, ineffective, and can't get things done	15
None of these.....	19

Q41. In your view, what are the biggest problems with the **Republican Party** today? Select up to two from the following list.

They are enabling Trump's authoritarianism and extremism.....	73%
They are racist, sexist, and demonize anyone who doesn't look or think like them.....	33
They are hurting the poorest and most vulnerable people in our country.....	31
They are beholden to corporate interests and the wealthy over working people.....	28
They do not understand what life is like for regular people and just keep raising our costs.....	17
None of these.....	2

The next set of questions is 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.

Q42. Which type of candidate would you vote for, if you had to choose?

	<u>Total</u>	<u>Aug '25</u>
A candidate who works across the aisle to get things done, even if it means compromising sometimes.....	75%	79%
A candidate who sticks to their progressive beliefs, even if it means getting less done.....	25	21

Q43. Thinking about the next Democratic primary for president, which is more important to you personally, knowing you may agree with some of both?

	<u>Total</u>	<u>Aug '25</u>
Voting for someone who can win the general election against a Republican.....	62%	61%
Voting for someone who stands by their progressive values, even if it could make them less electable.....	38	39

Q44. Which type of candidate would you vote for, if you had to choose?

	<u>Total</u>	<u>Aug '25</u>
A candidate who is authentic, relatable, and down-to-earth, even if they don't line up with you ideologically on every issue.....	59%	60%
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	41	40

Q45. Which of these two candidates would you vote for, if you had to choose?

<p>[FIGHTER/FOR] This candidate believes that the country is in crisis - an affordability crisis that is threatening our basic way of life, and a crisis of leadership that is pushing us toward authoritarianism. They will fight every day for the working people of this country, delivering a safer, stronger, and more affordable future.</p>	53%
<p>[PROGRESSIVE/AGAINST] This candidate believes that billionaires and corporate interests have too much power in this country. They will fight the oligarchy, go after corporations that have rigged the system, and tear down systems of oppression. They believe that health care and housing are human rights.</p>	47

B4. Thinking more about the next Democratic primary election for president, please indicate whether you agree or disagree with each of the following statements.

	AGREE		DISAGREE		NET	
	<u>Strongly</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Strongly</u>	<u>AGREE</u>	<u>DISAGREE</u>
• Just because a candidate is moderate does not mean they are boring.....	43%	46	9	2	89%	11
• [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.....	47%	41	9	3	88%	12
• [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.....	27%	45	18	10	72%	28
• 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.....	17%	48	25	9	66%	34
• For me to be excited about a candidate, they need to be a true progressive.....	22%	41	31	7	62%	38
• The Democratic Party should become more liberal to beat the Republican nominee.....	20%	35	37	8	55%	45
• 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.....	13%	33	40	15	45%	55

B5. Below are some descriptions of potential Democratic candidates for president. Please indicate how much each one appeals to you personally. Please try to save your “extremely appealing” ratings for the ones you like the most.

	APPEALING		NOT APPEALING			NET
	<u>Extremely</u>	<u>Very</u>	<u>Somewhat</u>	<u>A little</u>	<u>Not at all</u>	<u>APPEALING</u>
• This candidate has the guts to stand up to Trump and the MAGA wing of the Republican Party.....	59%	26	11	2	1	86%
• This candidate wants to bring people together, moving on from the violence, division, and cruelty of the Trump era and toward a brighter future.....	44%	32	18	5	2	75%
• This candidate will clean up corruption in our political system and hold corporations accountable for ripping off consumers.....	37%	40	19	3	2	76%
• This candidate wants to reform government so that it works better for working people and government projects are completed on time and under budget.....	26%	43	24	6	1	69%
• This candidate considers themselves patriotic but is deeply worried about the direction the country is headed.....	23%	40	25	9	3	63%
• This candidate believes compromise is sometimes necessary to deliver real results that help people’s lives, even if it angers the extremes.....	17%	34	35	11	4	51%
• This candidate identifies as a Democratic socialist.....	11%	20	31	22	16	31%
• This candidate doesn’t support government handouts but thinks we shouldn’t be making it impossibly expensive for people to get by.....	8%	17	28	21	25	25%

Q60. 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]**

Being for the People.....	32%	Social Justice and Equality.....	6
Standing Up to Trump/MAGA.....	19	Democracy Protection.....	5
Honesty and Integrity.....	17	Healthcare Focus.....	5
Strong Leadership.....	13	Transparency and Authenticity.....	4
Relatability to Common People.....	10	Anti-Corruption.....	4
Fighting for Working Class/Poor.....	10	Progressive Values.....	4
Moral Values and Ethics.....	9	Tax the Rich.....	4
Charisma and Communication.....	8	Experience and Qualifications.....	3
Moderate Positioning.....	7	Youth and Energy.....	3
Focused on Economy, Affordability, and Cost of Living.....	6	Other.....	4
Compromise and Bipartisanship.....	6	Don't know/Refused.....	5

Q61. Which type of Democrat do you think would have a better chance at defeating the Republican presidential nominee?

A candidate with experience outside Washington, like a governor or mayor	69%
A candidate with deep Washington experience, like a U.S. senator or member of Congress.....	31

B6. [MAXDIFF] Next, you will see some descriptions of potential Democratic presidential candidates.

Please think about what it will take for a Democrat to win the general election for president. For each set of descriptions, please select the one that is **most important to winning the general election** and the one that is **least important to winning the general election**.

You may see the same description several times – don’t worry about trying to remember how you responded earlier, just pick which descriptions you find the most and least important to winning the general election at the time you see it.

If you are using your mobile phone for this exercise and are having difficulty viewing the question, please turn it sideways to landscape view if you have not done so already.

- **Most important** to win the general election
- **Least important** to win the general election

[MAXDIFF ANALYSIS WILL BE DELIVERED SEPARATELY]

B7. Getting to the end of the survey... Below are several policies that a candidate for president could have in their platform. Please indicate whether you would support a presidential candidate who had this proposal: Yes or no.

	<u>Yes</u>	<u>No</u>
• [SPLIT B] Building on the Affordable Care Act to cap health care costs for everyone, making it easier to choose your own doctor, stopping hospital price gouging, and streamlining medical bills.....	96%	4
• [SPLIT B] 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.....	95%	5
• [SPLIT A] Investing in a range of energy sources, including clean energy, to meet our rising energy demand and bring down our bills.....	95%	5
• [SPLIT B] Scale down ICE to focus only on dangerous criminals, and redirect the agency's bloated budget toward funding health care and other programs Republicans cut.....	94%	6
• [SPLIT A] Pushing utilities to invest in energy projects that lower costs for customers, not just ones that maximize utility profits.....	94%	6
• [SPLIT A] Overhaul ICE to focus only on dangerous criminals, not families who have lived in the U.S. for years and are contributing to their communities	93%	7
• [SPLIT B] Closing tax loopholes that big corporations and the wealthiest Americans exploit for their own benefit	93%	7
• [SPLIT A] Making sure that the companies that are building AI data centers are paying their fair share, so those costs don't get passed on to consumers in the form of higher energy bills.....	93%	7

B7. Getting to the end of the survey... Below are several policies that a candidate for president could have in their platform. Please indicate whether you would support a presidential candidate who had this proposal: Yes or no.

	<u>Yes</u>	<u>No</u>
• Creating public sector (government-run) options in health care, energy, and housing to compete with corporations and bring prices down	91%	9
• [SPLIT B] Regulating AI to make sure it doesn't hurt human workers and protect young people from the risks of chatbots and social media	91%	9
• [SPLIT A] Creating an annual nationwide wealth tax on billionaires	91%	9
• [SPLIT A] Instituting a mandatory retirement age for the President, cabinet officials, members of Congress, and federal judges	85%	15
• [SPLIT A] Passing Medicare for All, meaning that the government provides everyone's insurance and private insurance is eliminated	83%	17
• [SPLIT B] Declaring a state of emergency on utility costs which would freeze our bills from going up	80%	20
• [SPLIT B] Banning elected officials from owning and trading stocks	79%	21
• [SPLIT A] Holding colleges accountable for preparing students for jobs and making sure they get a return on their investment	79%	21
• [SPLIT B] Passing a national plan like the Green New Deal that would move rapidly to eliminate fossil fuels .	74%	26
• Cancelling all student debt and making college free	72%	28
• Abolish ICE and halt all immigration enforcement inside the country	59%	41

For statistical purposes only, please answer the following questions.

D100. What is your gender?	A man	38%
	A woman	61
	Self-describe	1
DAGE. What is your age?	18-29	12%
	30-44	21
	45-54	13
	55-64	17
	65+	38
	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	17
	Attended technical/vocational school	3
	Attended some college but no degree	27
	Graduated two-year college with Associate's degree	12
	Graduated four-year college with Bachelor's degree	26
	Obtained Master's, PhD, or other professional degree (MD, DMD, etc.)	14
D105. When it comes to politics, do you generally think of yourself as:	Very liberal	31%
	Somewhat liberal	31
	Moderate	34
	Somewhat conservative	3
	Very conservative	1
	LIBERAL (NET)	62%
	CONSERVATIVE (NET)	4
D106. What is your current marital status?	Married	29%
	Not married but living with partner	9
	Never married	37
	Divorced or separated	18
	Widowed	7
D142. Do you own or rent the house or apartment where you live?	Own	53%
	Rent	42
	Other	5
ALLOCRACE. To ensure a representative sample, please indicate your race. [IF NOT HISPANIC/LATINO] For statistical purposes, are you of Hispanic, Latino, or Spanish origin? [MULTI-RACIAL RESPONDENTS ALLOCATED TO MULTIPLE RACES, PER SELF-REPORT; REFUSALS ALLOCATED BY RACE ON FILE]	Black/African American	20%
	White/Caucasian	72
	Hispanic/Latino	9
	Asian/Asian American	7
	Pacific Islander	-
	Native American/American Indian/Indigenous	3
	Middle Eastern/North African	1
	Other	-
	VOL: (Don't know/Refused)	-
D312. How would you describe your current financial situation?	Live comfortably	21%
	Meet expenses with a little left over	32
	Just meet expenses	27
	Have trouble meeting expenses	21
D203. When it comes to attending religious services, how often do you attend?	Every week	20%
	A few times a month	6
	About once a month	4
	A few times a year	11
	Rarely	21
	Never	38
	MONTHLY (NET)	30%
	LESS OFTEN (NET)	70

D200. What is your religious background?

Protestant.....	27%
Catholic.....	21
Orthodox Christian.....	1
Mormon/Latter Day Saints.....	1
Jehovah's Witness.....	*
Other Christian.....	9
Jewish.....	4
Muslim.....	1
Buddhist.....	1
Hindu.....	*
Other world religions.....	*
Atheist.....	9
Agnostic.....	9
Nothing in particular.....	11
Something else.....	5

D202. [IF PROTESTANT/CHRISTIAN/CATHOLIC/OTHER] Do you consider yourself a born-again or evangelical Christian?

Yes.....	28%
No.....	72

REGION. What state do you live in?

Northeast.....	18%
Midwest.....	23
South.....	34
West.....	26