

Clarity Omnibus Survey

January/February 2025

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Methodology

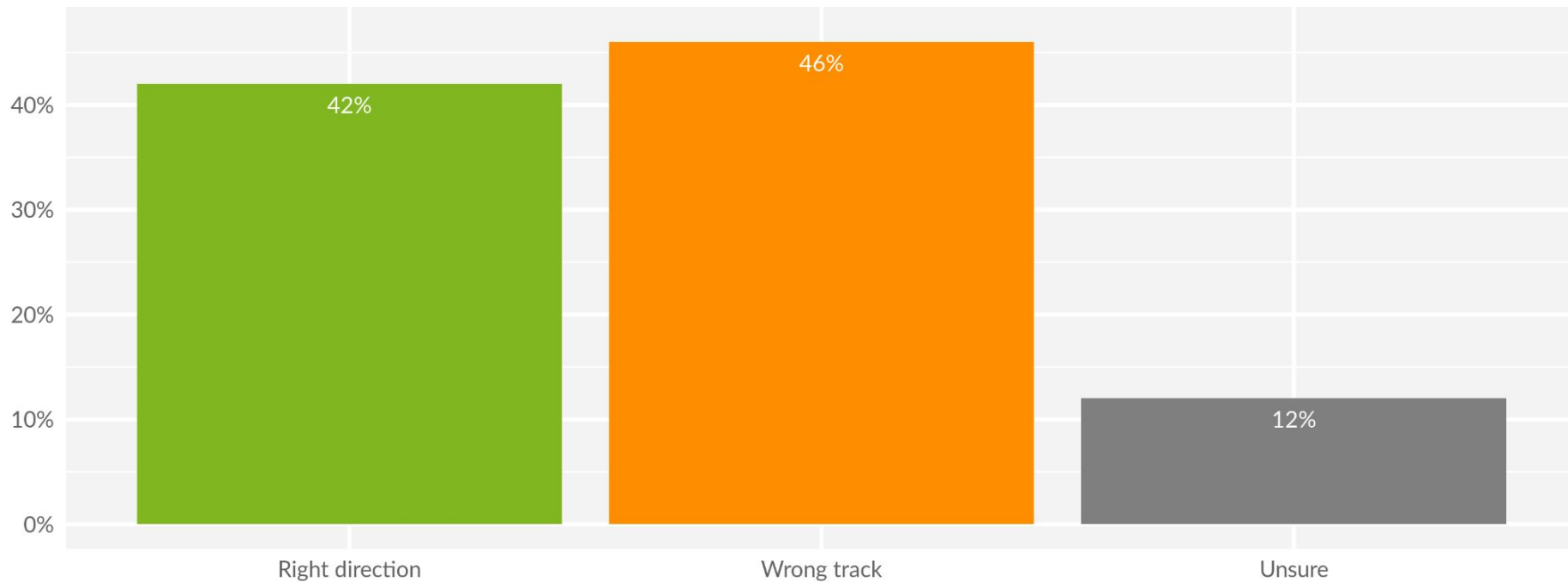
The January/February 2025 Clarity Omnibus Survey was conducted from January 31st-February 6th via national online public opinion panels. 1,102 respondents were matched to the voter file. The margin of error of this poll is +/-1.49% at a 95% confidence interval.

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 registered voters using factors including age, gender, race, education, and geography.

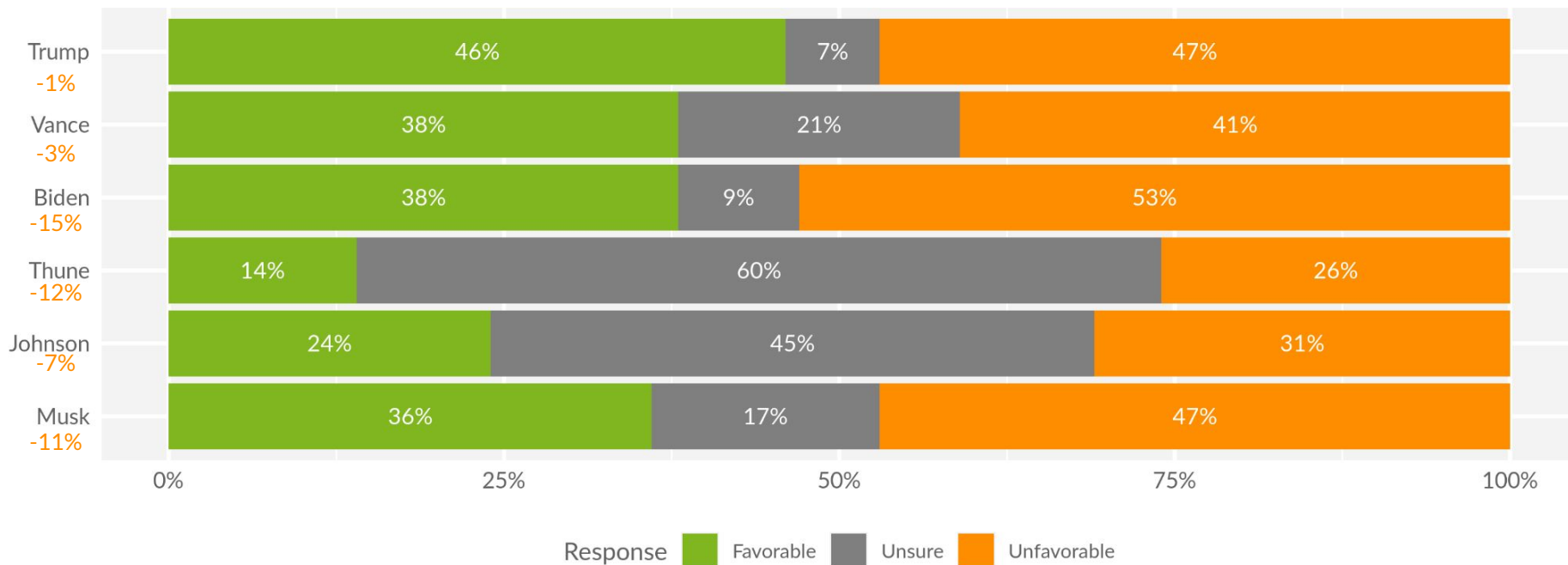
Warm-up

Right/Wrong Track



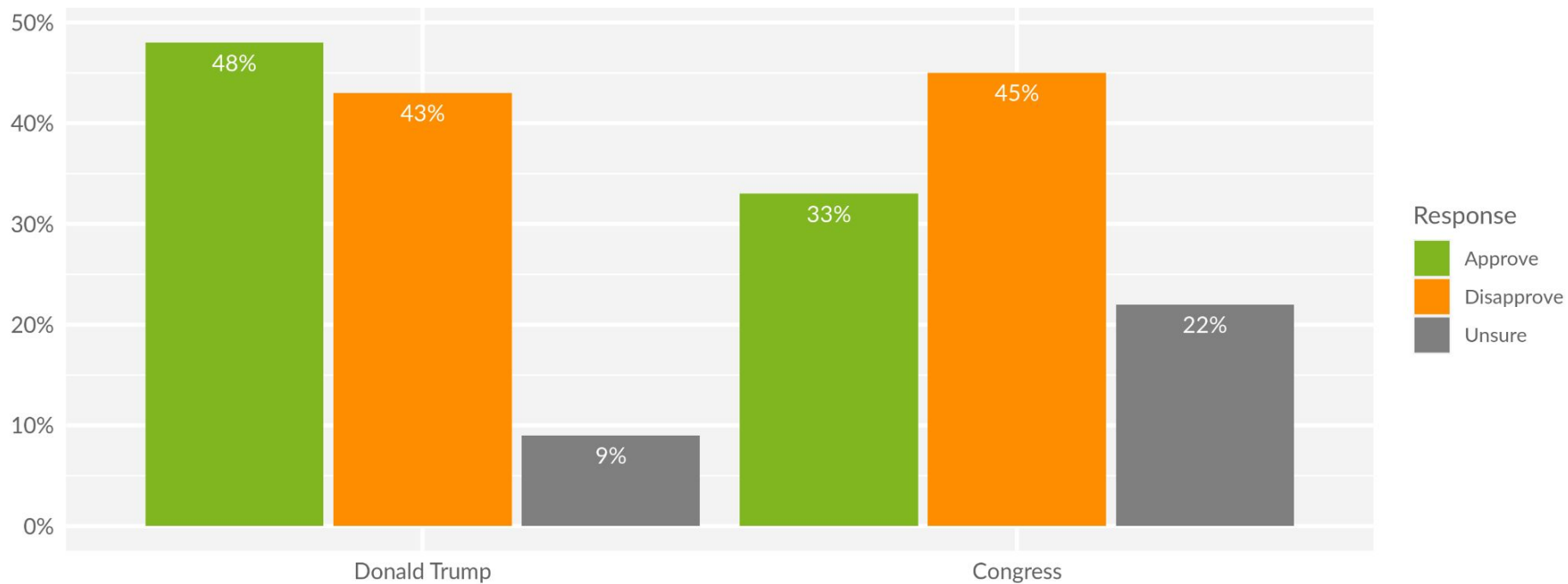
Political Views and Attitudes

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



Political Views and Attitudes

Do you approve or disapprove of the job ... is doing?

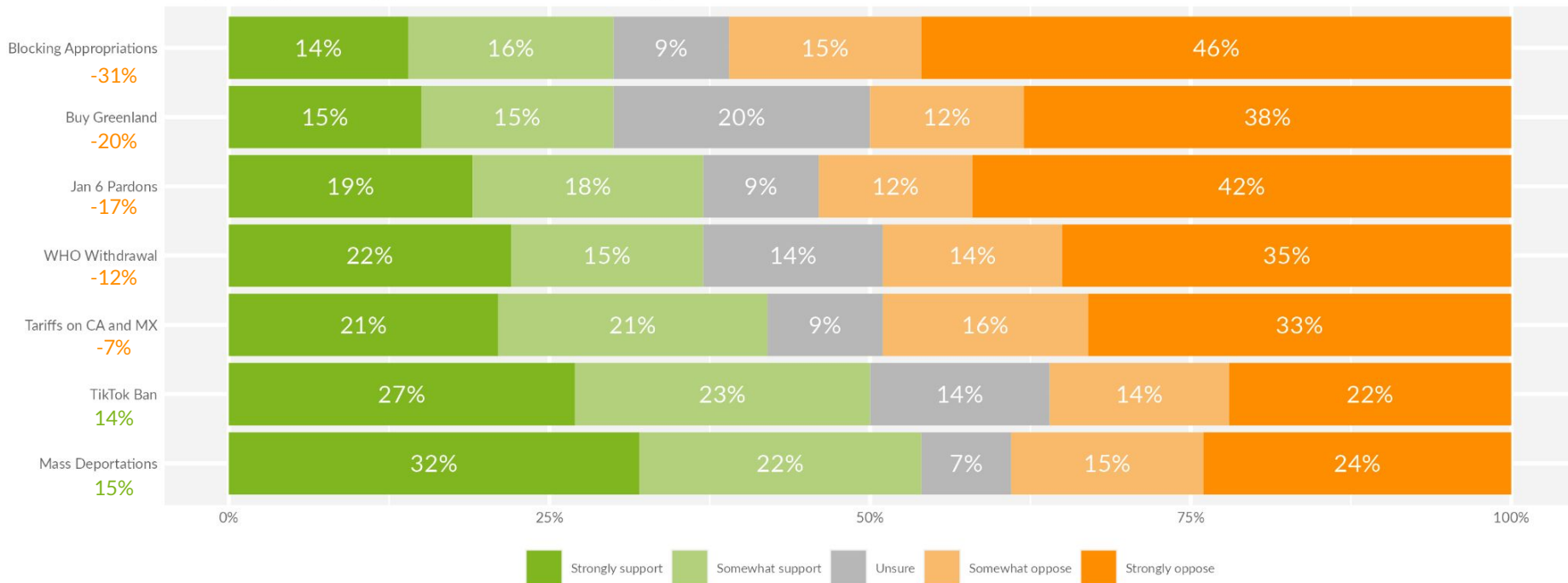


Do you support or oppose each of the following policies?

- Forcing Denmark to sell Greenland to the United States.
- Blocking spending that Congress has approved for all government grants, including those for Medicare, food banks, and loans for farmers.
- Pardoning all convicted participants in the January 6, 2021 riot, including those that assaulted Capitol Police officers.
- Withdrawing the United States from the World Health Organization (WHO).
- Adding a 25% tariff (import tax) on all goods, including food and gasoline, imported from Mexico and Canada.
- Banning TikTok unless the owner sells the company to Americans.
- Deporting all people residing in the country without legal status, including those that have not been accused of any additional crimes.

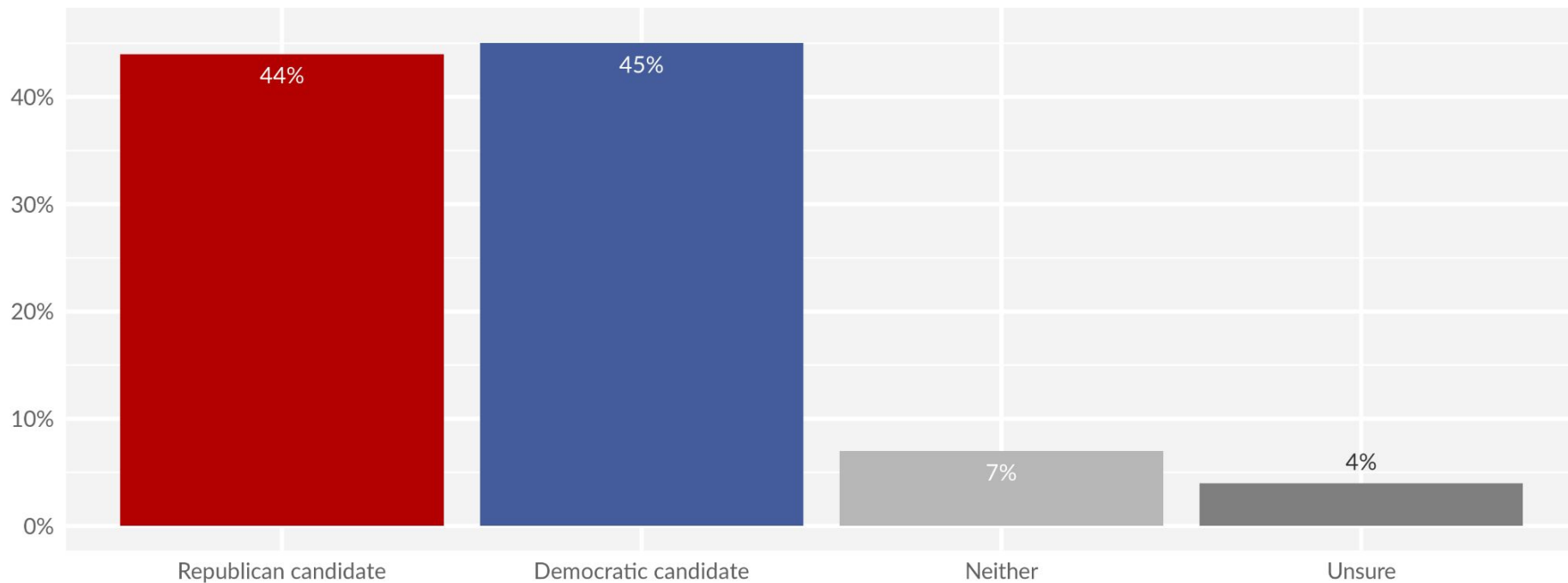
Political Views and Attitudes

Do you support or oppose each of the following policies?

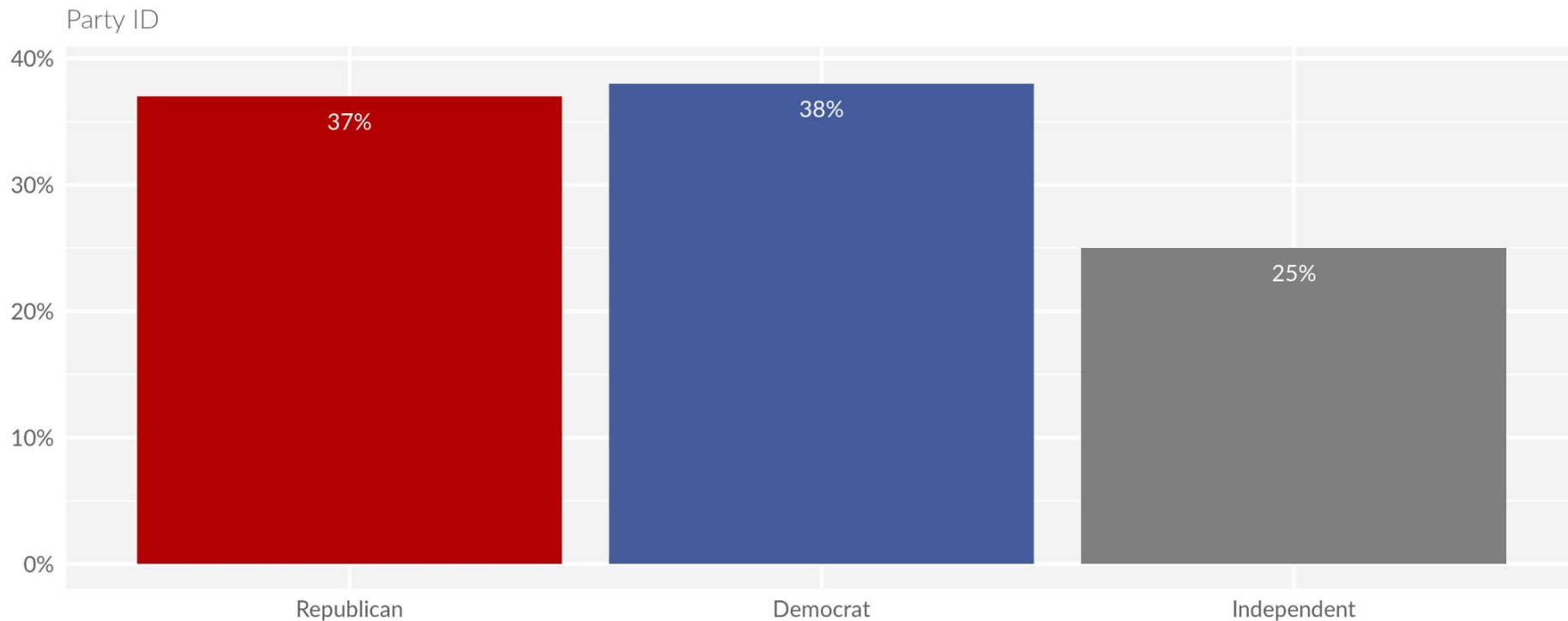


Political Views and Attitudes

Generic House Vote (w/ Leaners)



Political Views and Attitudes

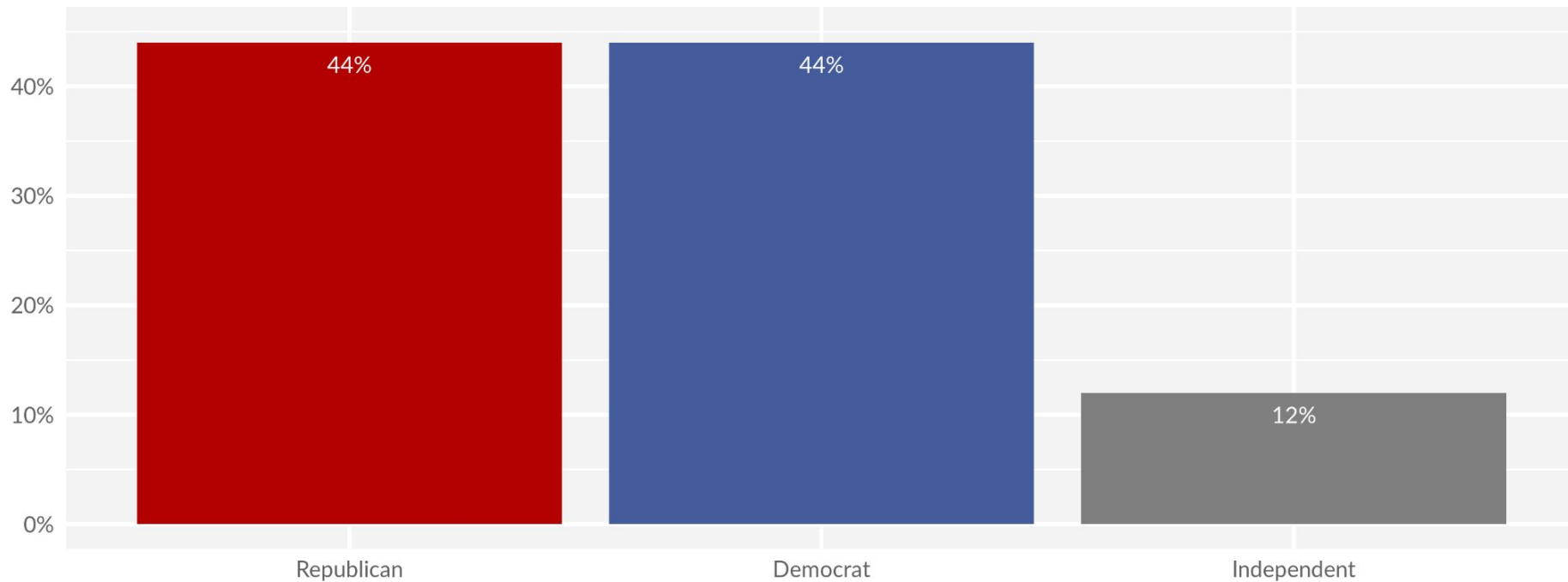


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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Political Views and Attitudes

Party ID [After Independent Push]

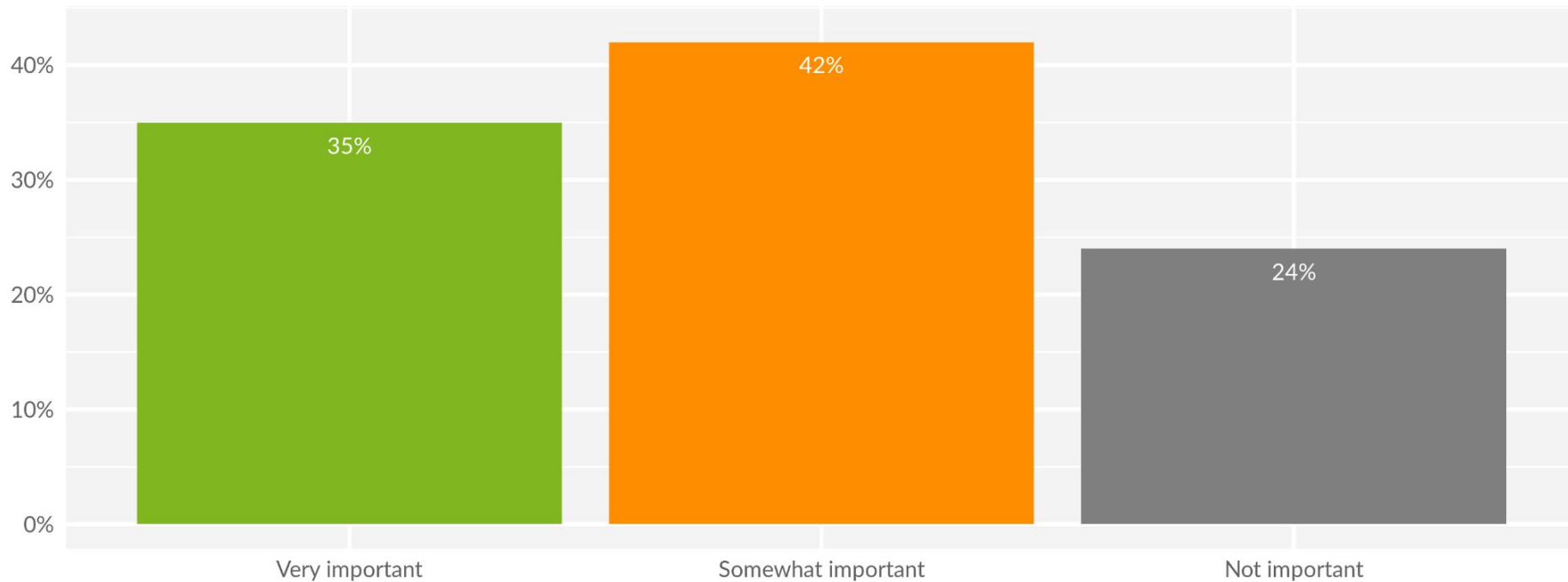


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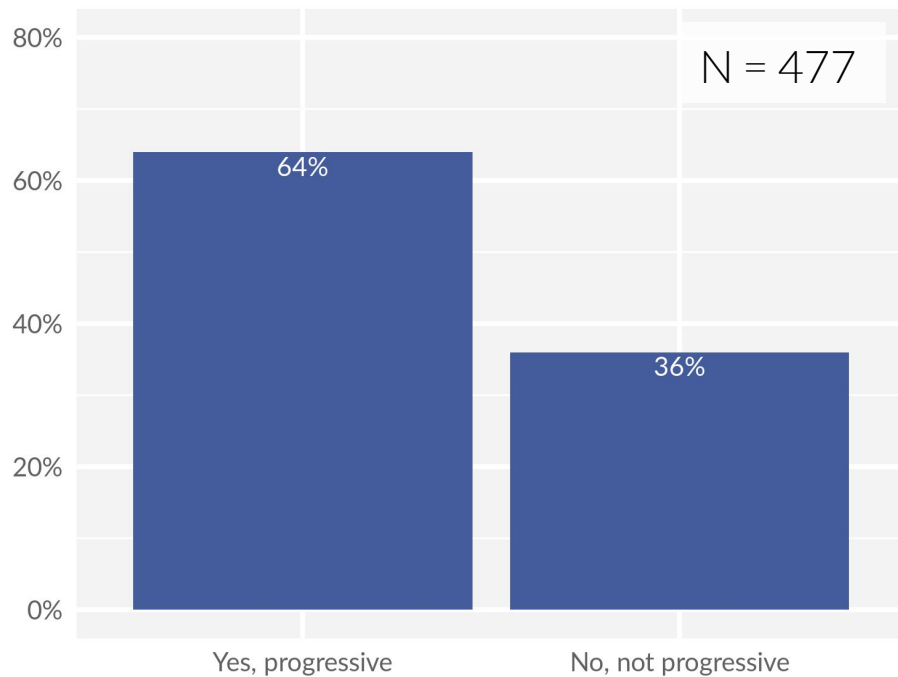
Political Views and Attitudes

How important is politics to your personal identity?

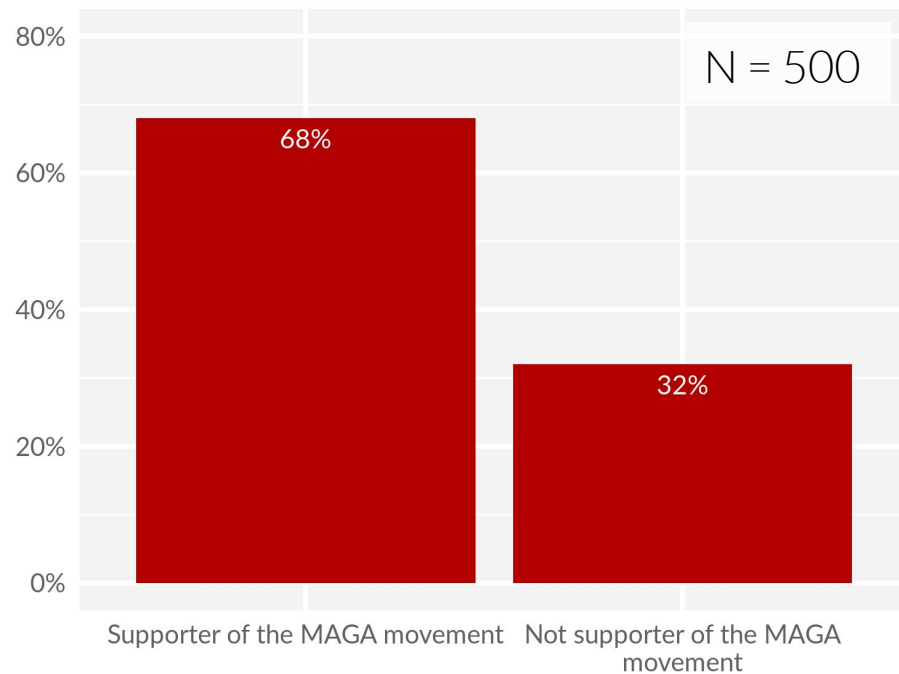


Political Views and Attitudes

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

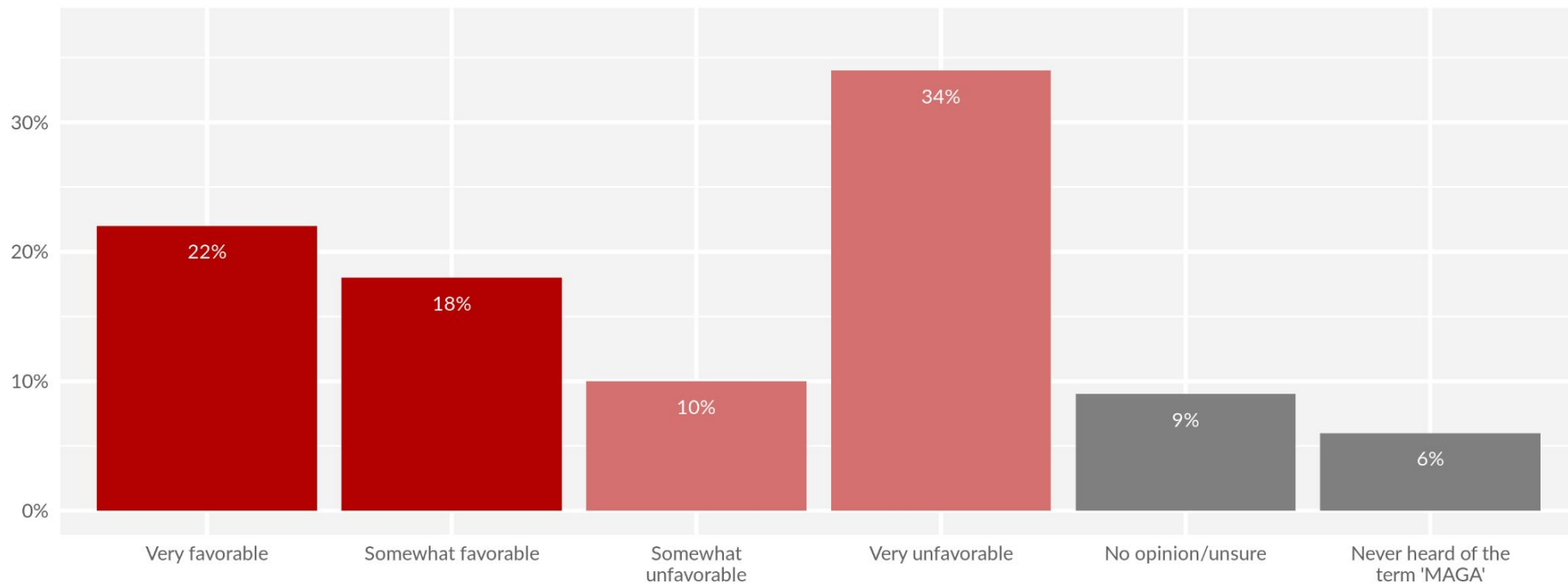


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



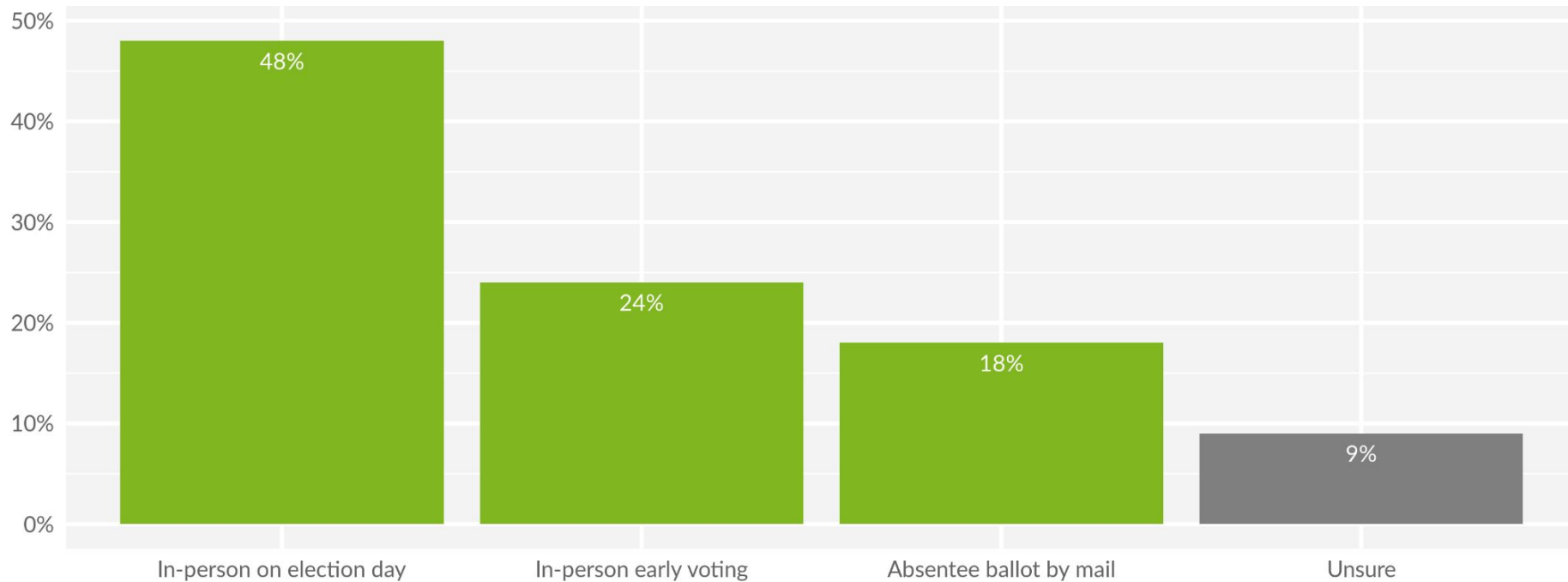
Political Views and Attitudes

MAGA Impression



Political Views and Attitudes

Voting Method

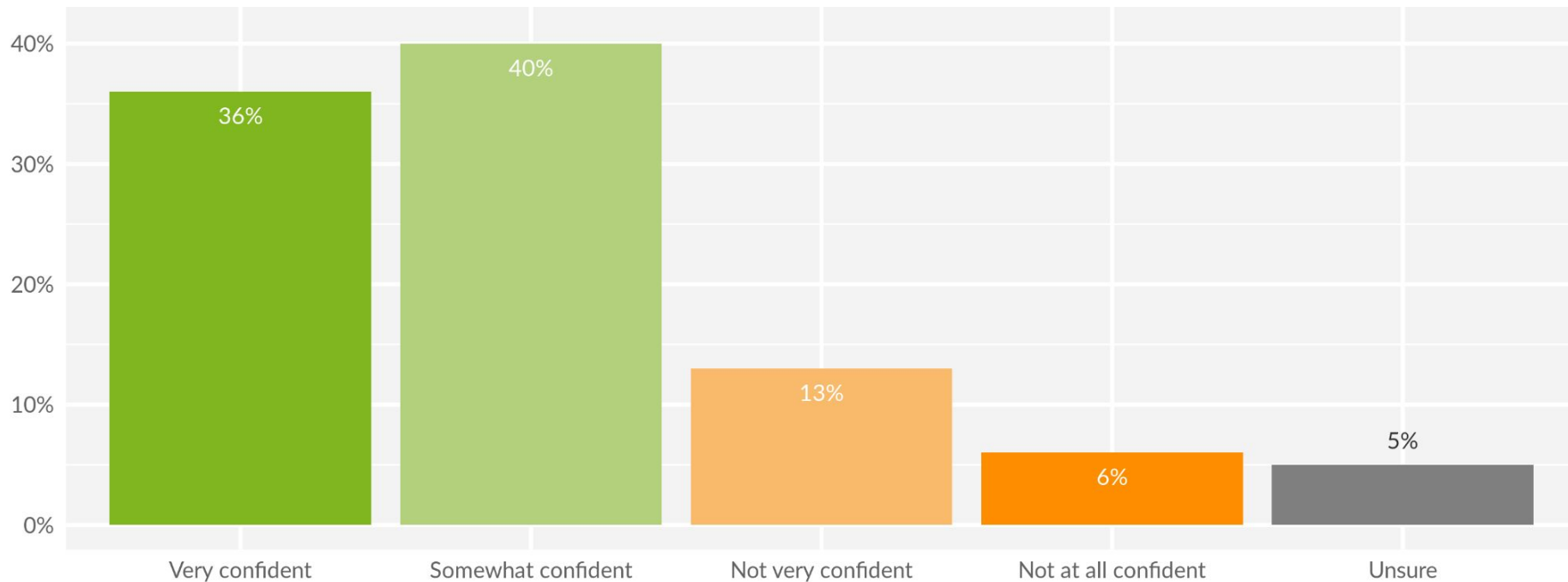


Our **Early Vote Preference Model** predicts an individual's preference to cast their vote prior to Election Day. [Learn more.](#)

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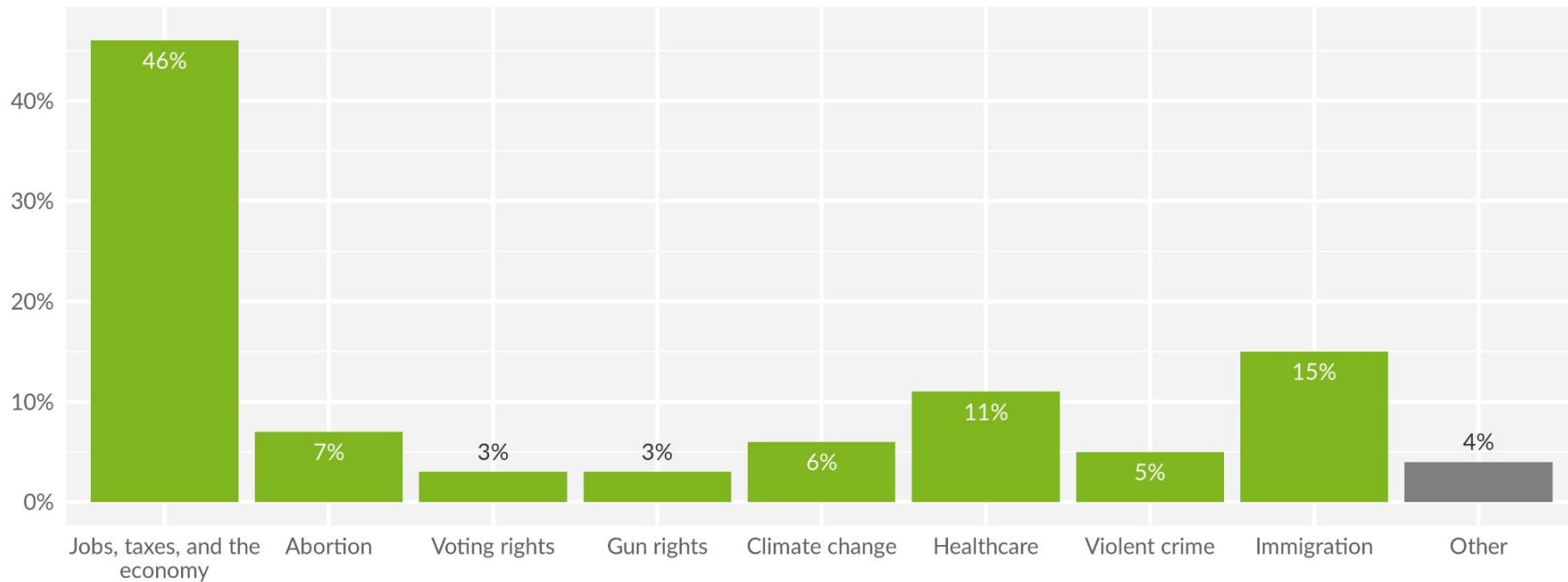
Political Views and Attitudes

Vote Confidence



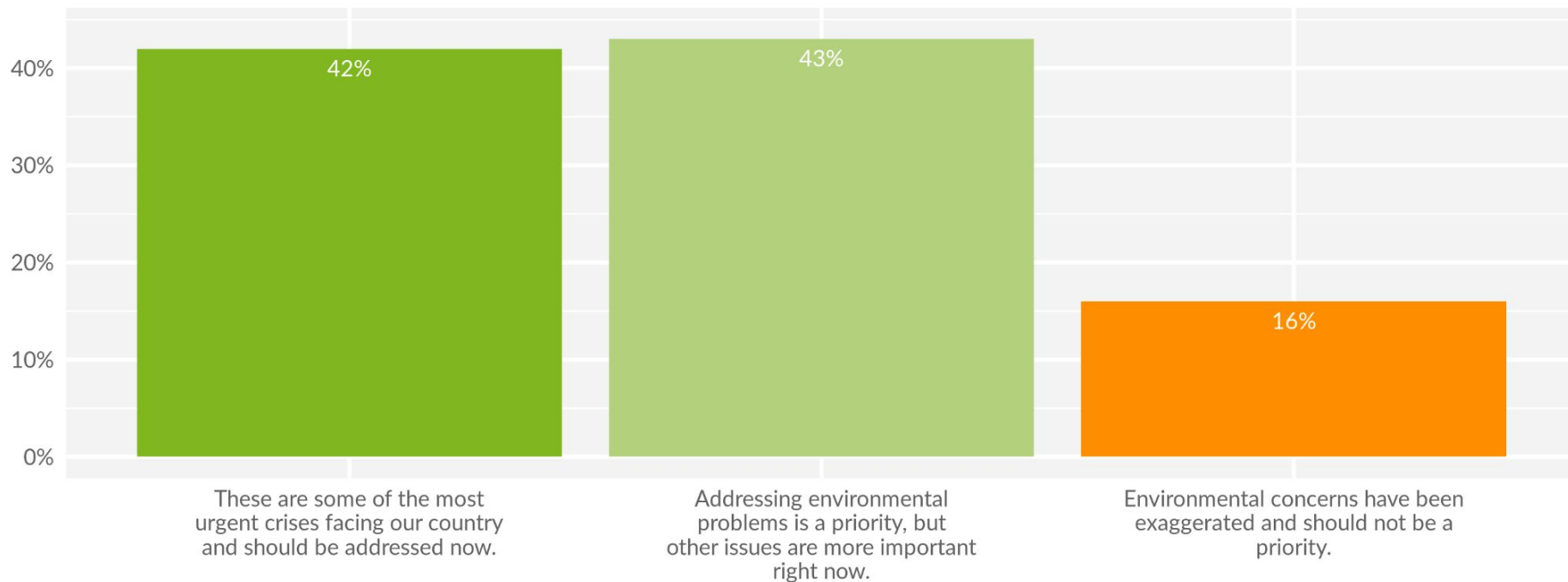
National Issues

Mobilization Issue



National Issues

Climate Priority

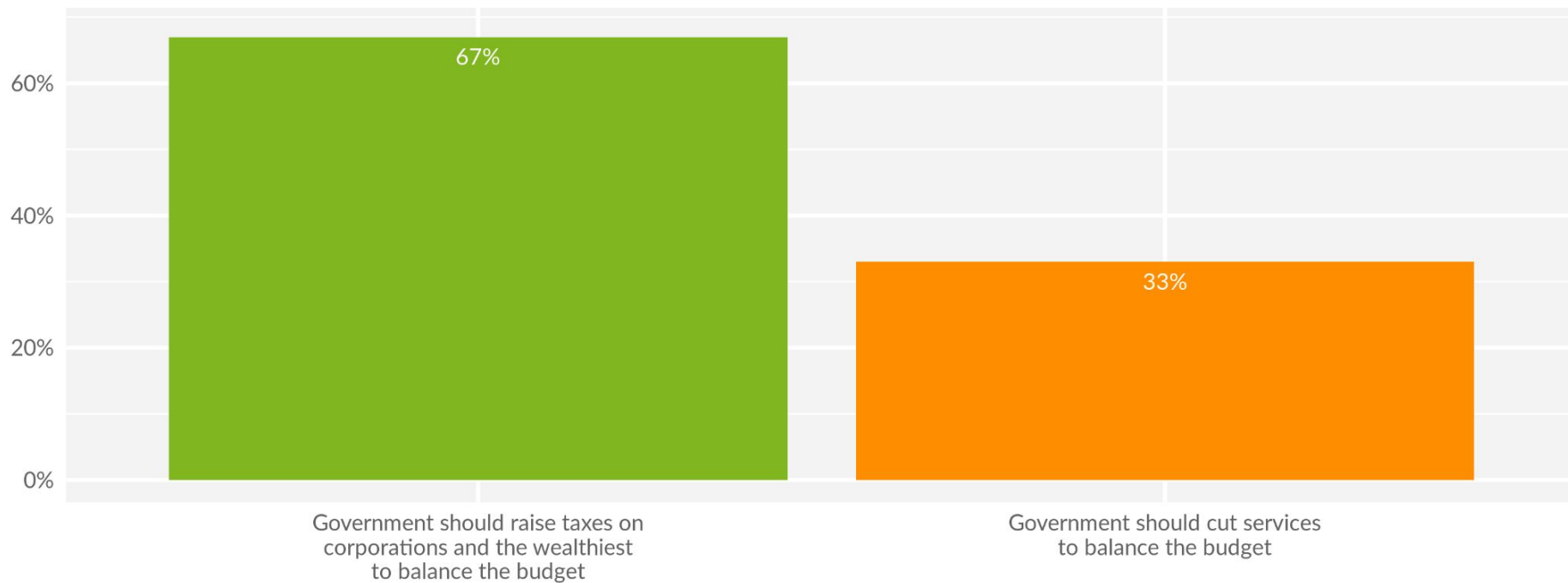


Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)

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National Issues

Fiscal Progressive

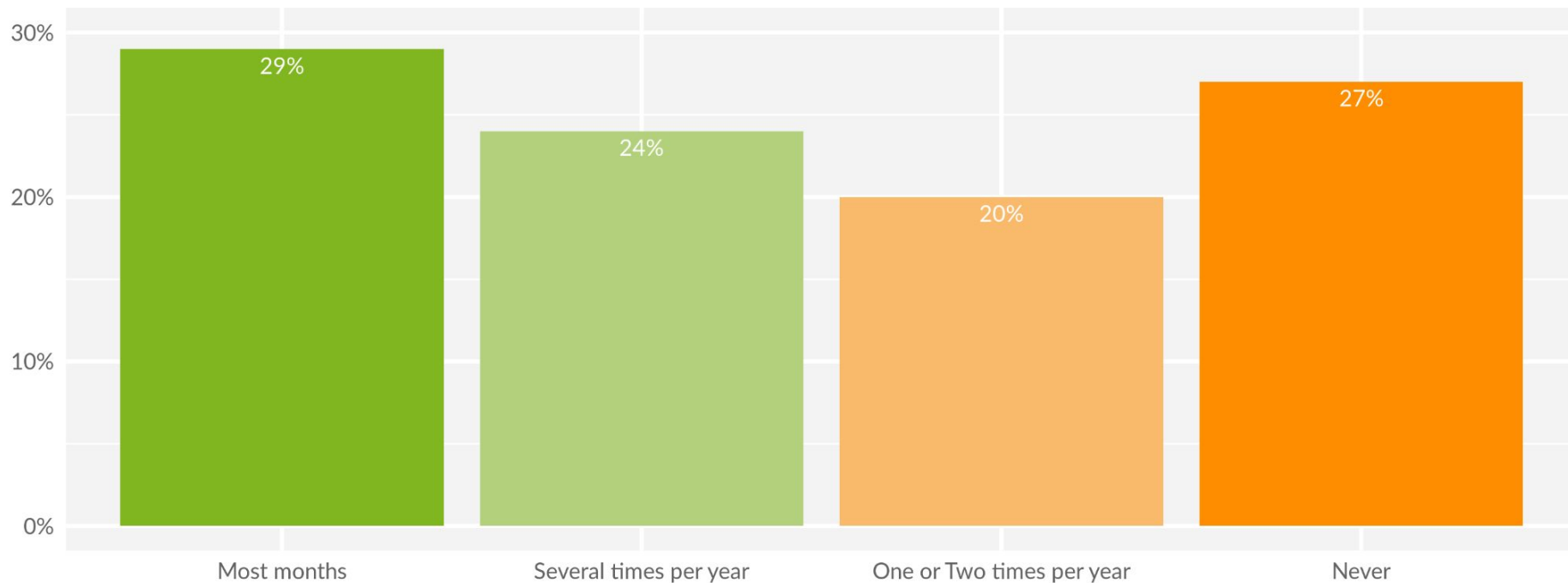


Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

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National Issues

Economic Anxiety

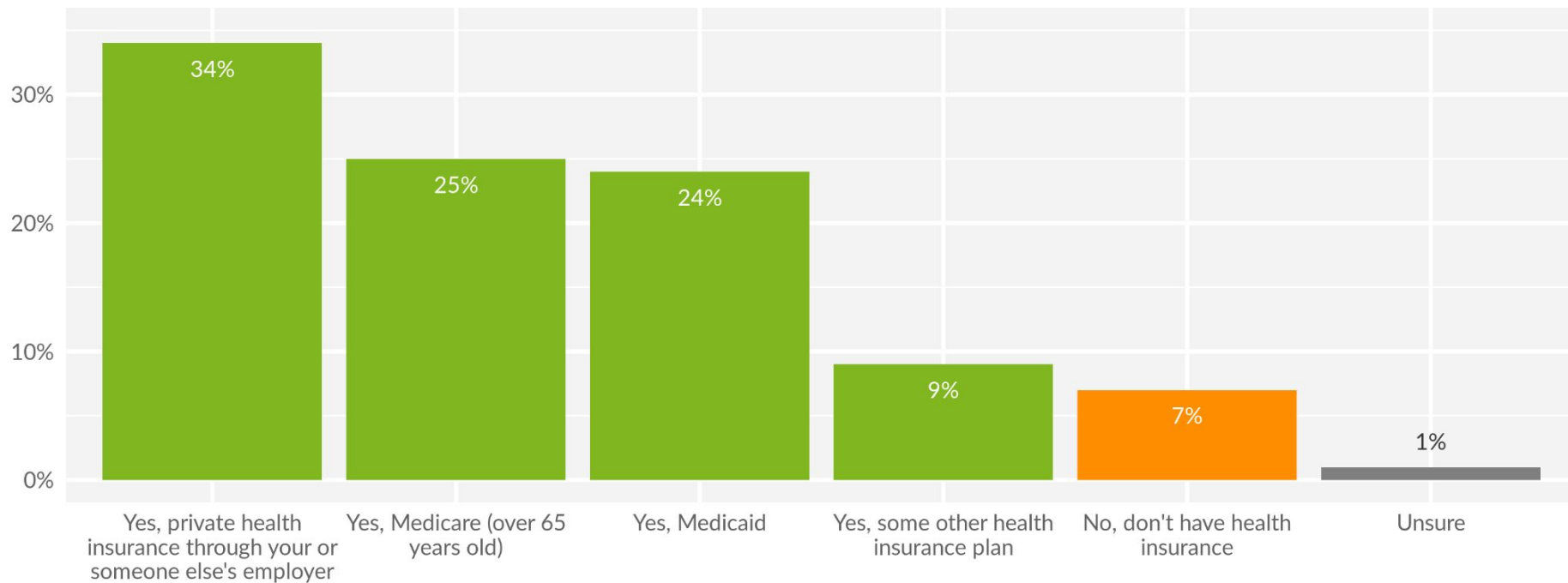


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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National Issues

Health Insurance Coverage



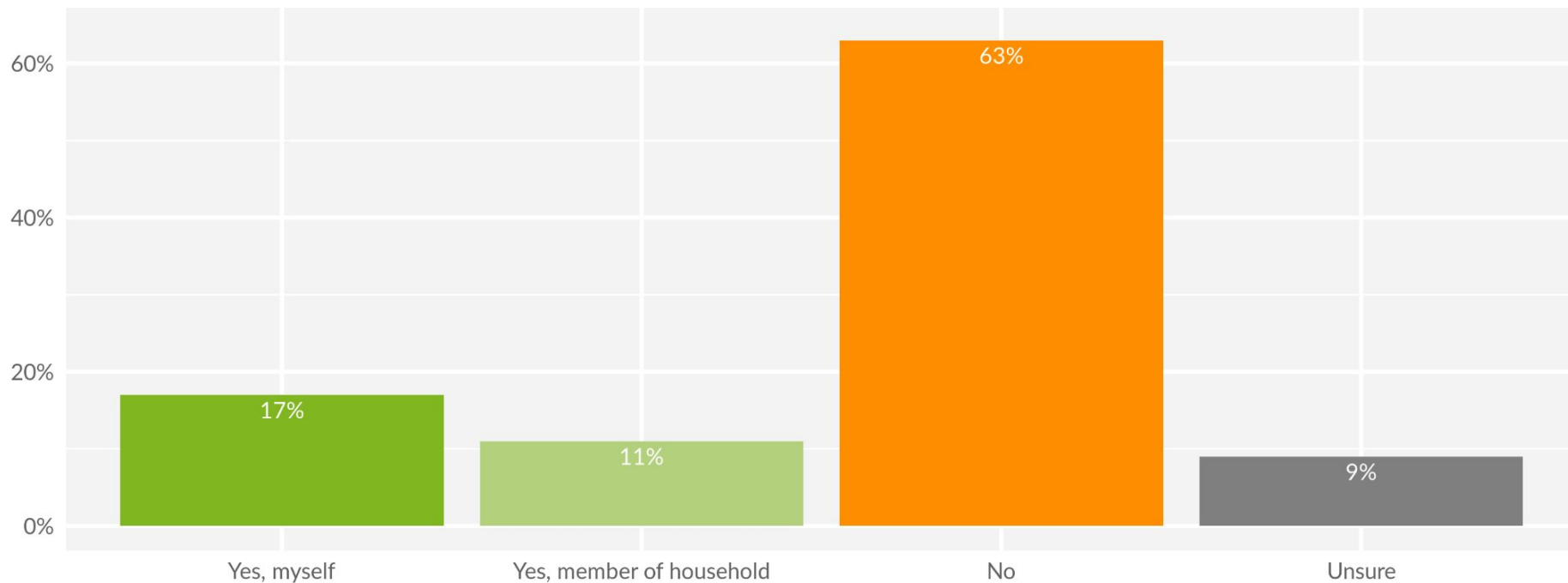
We do not currently have a national insurance coverage model, but may add one soon.

[Learn more.](#)

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National Issues

Medicaid Eligibility [IF Q21!='Yes, Medicaid']

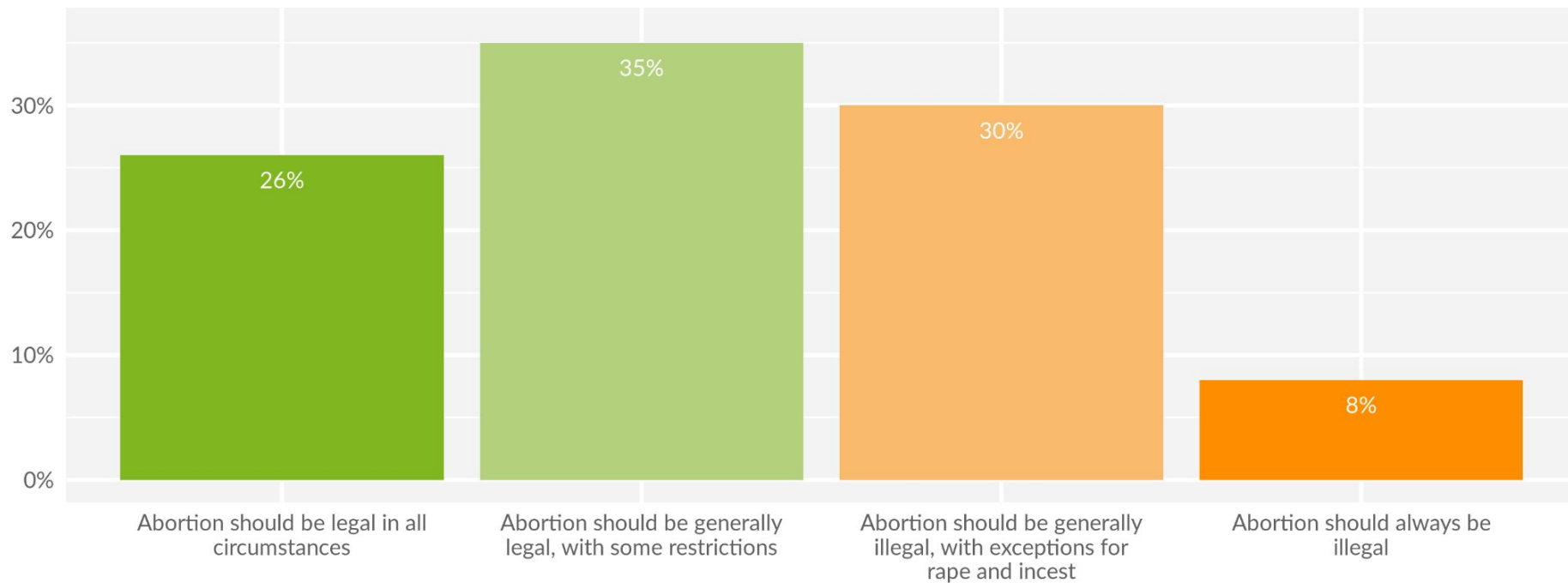


We do not currently have a national Medicaid model but may add one soon... [Learn more.](#)

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National Issues

Abortion

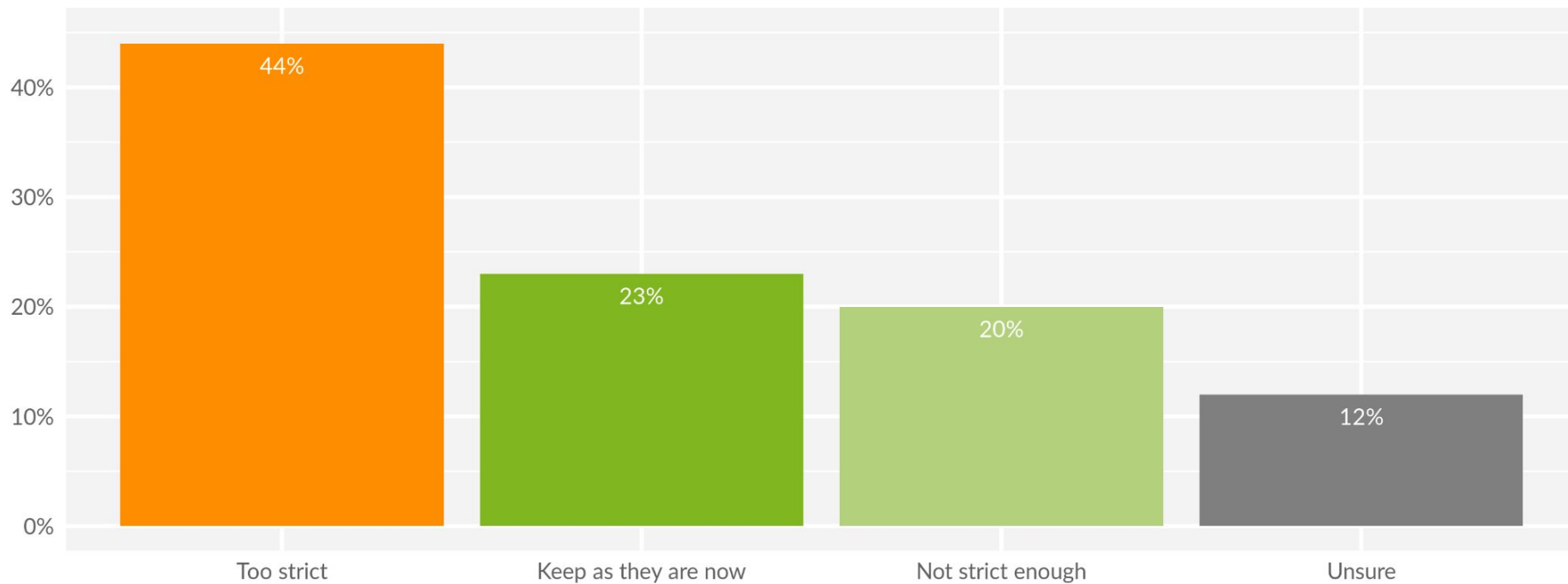


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

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National Issues

Abortion Laws

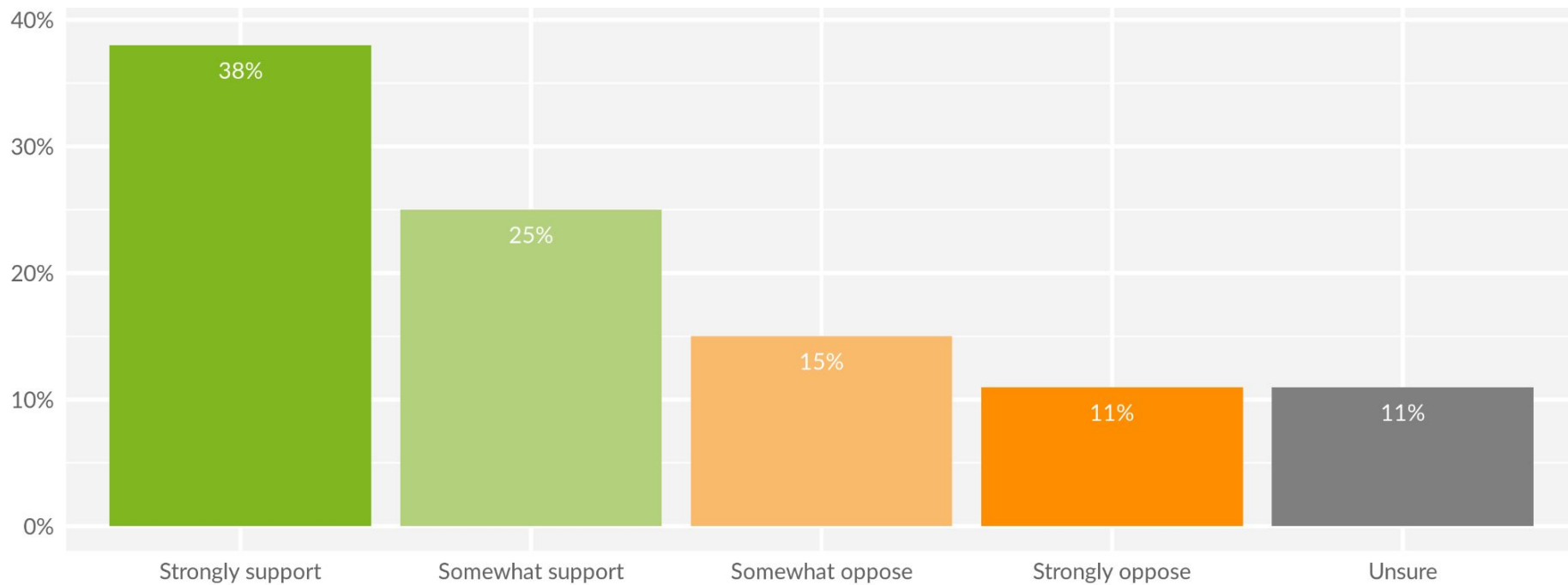


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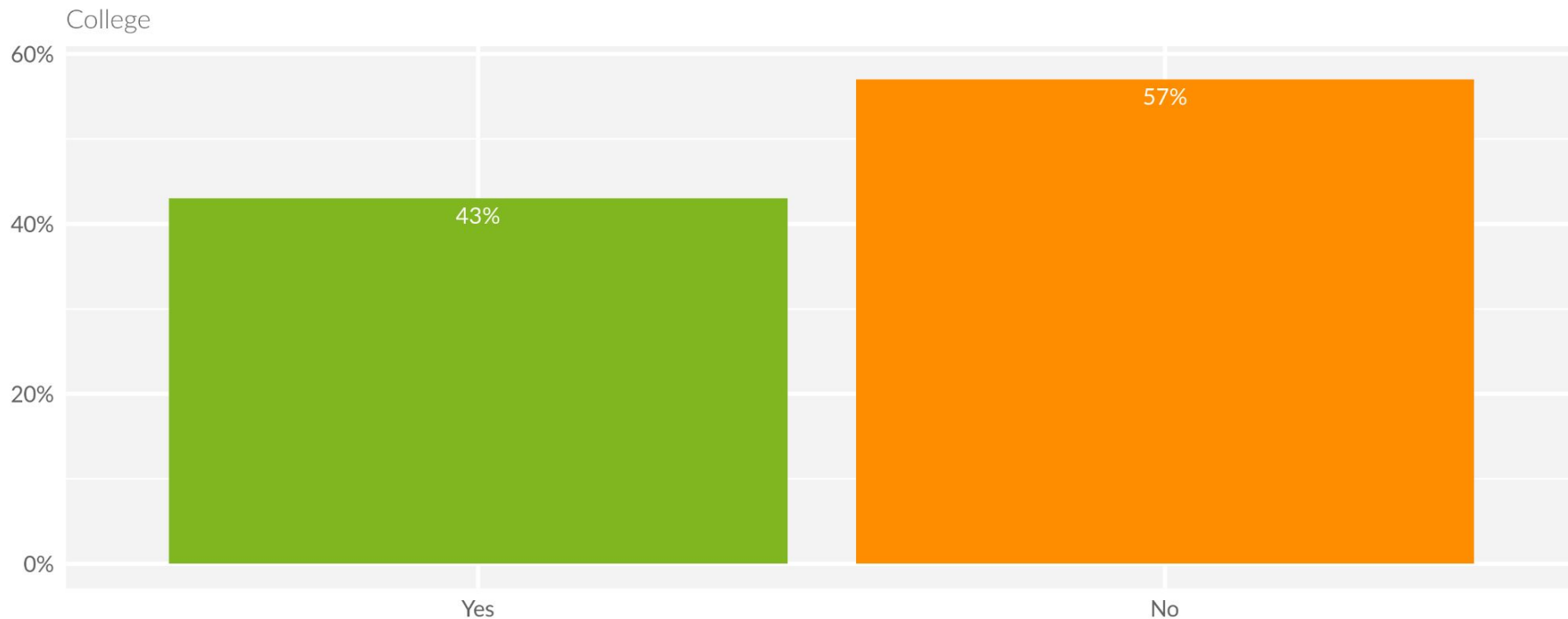
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National Issues

Gun Reform Legislation



Demographics

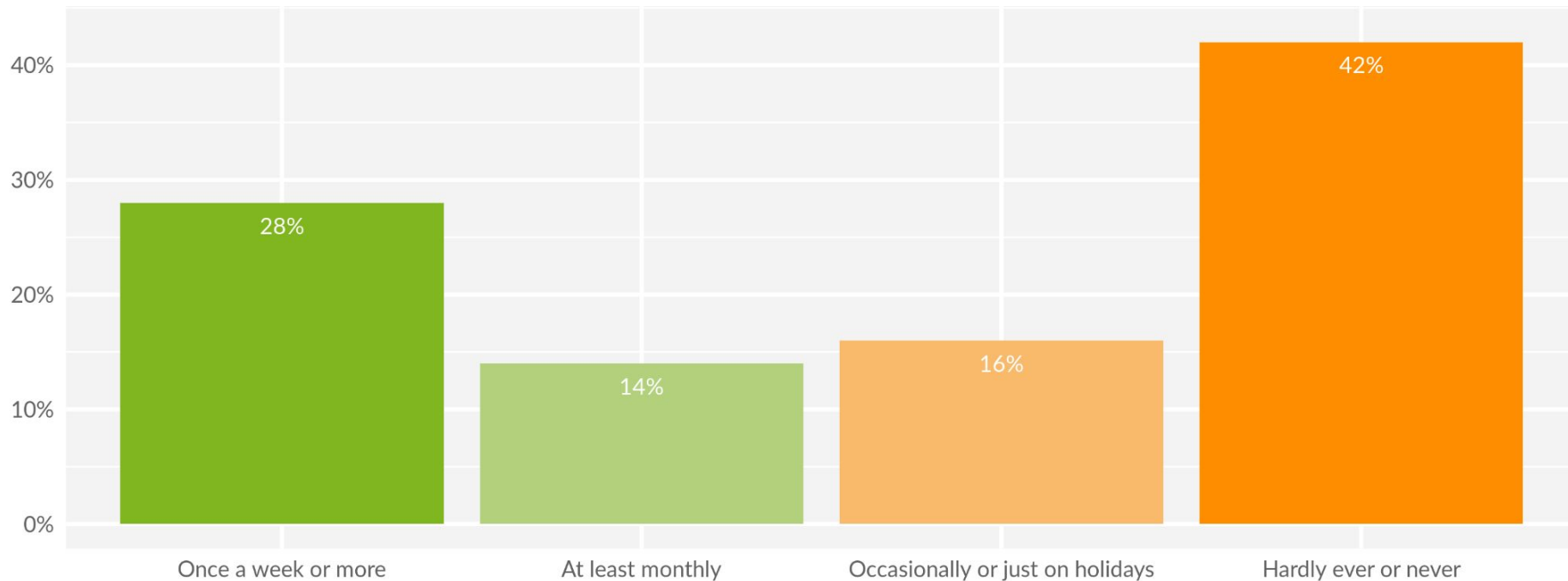


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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Demographics

Religious Services Attendance

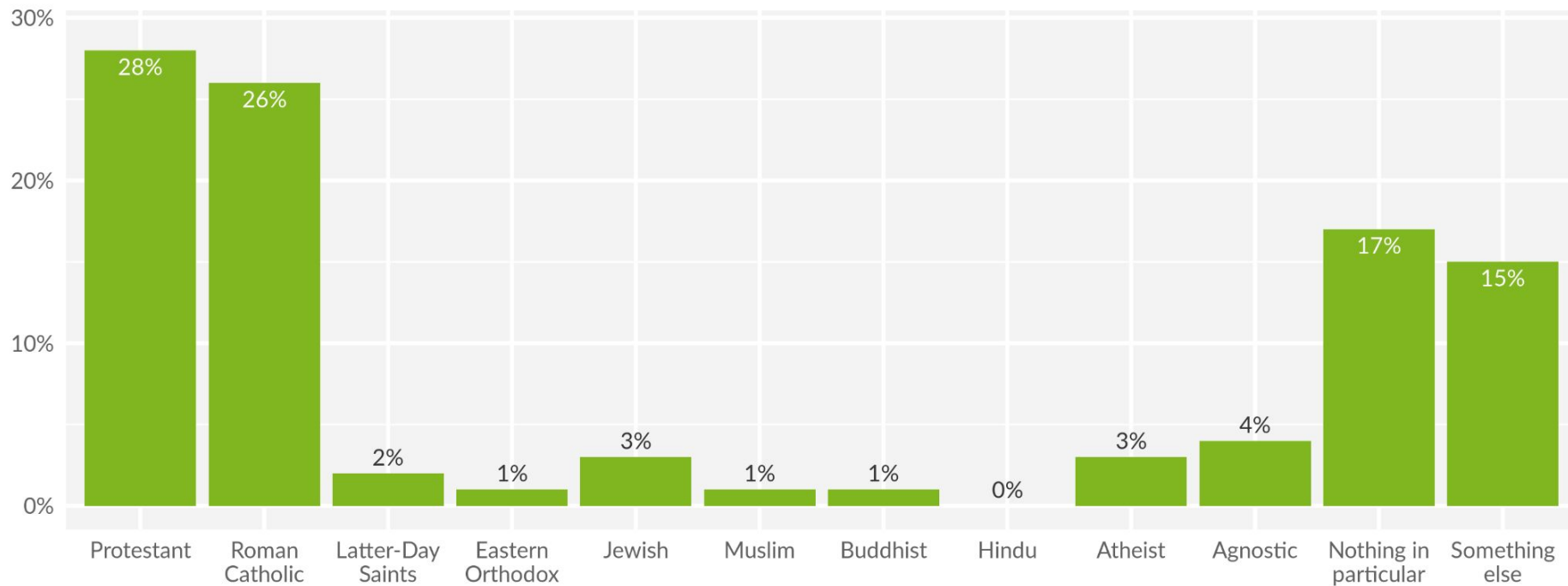


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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Demographics

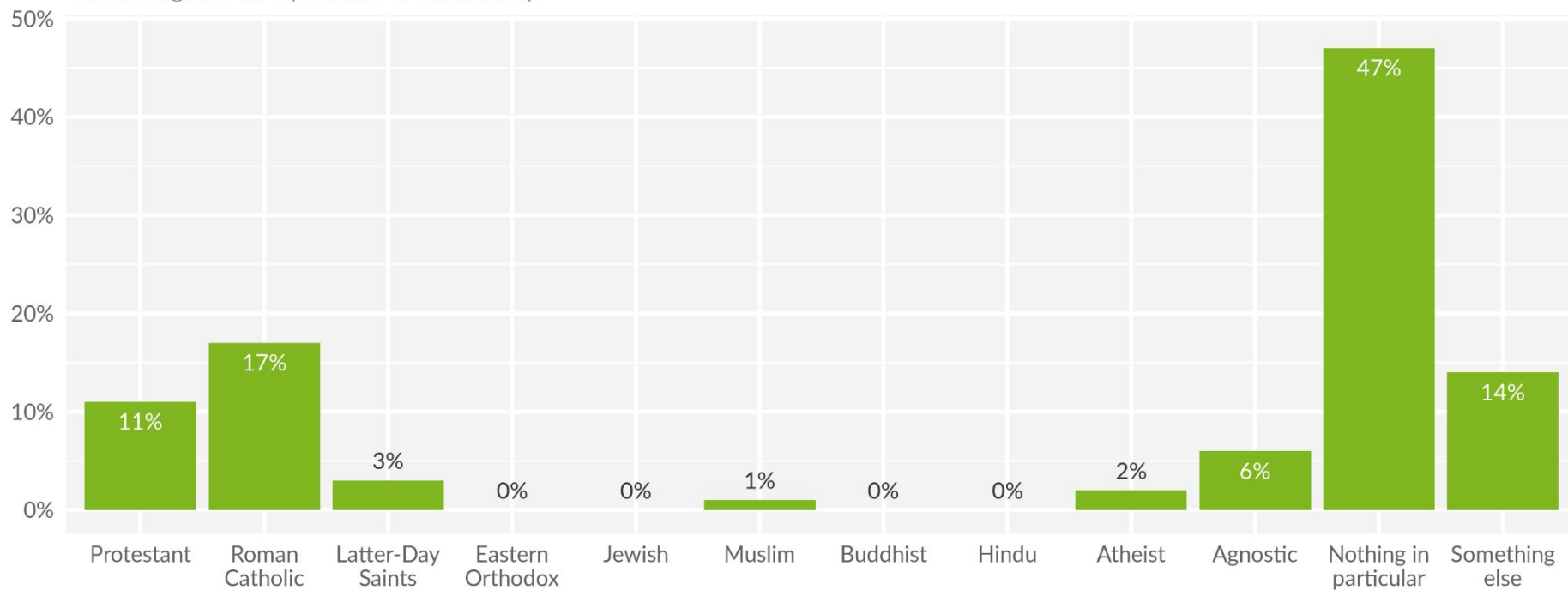
Religion



Demographics

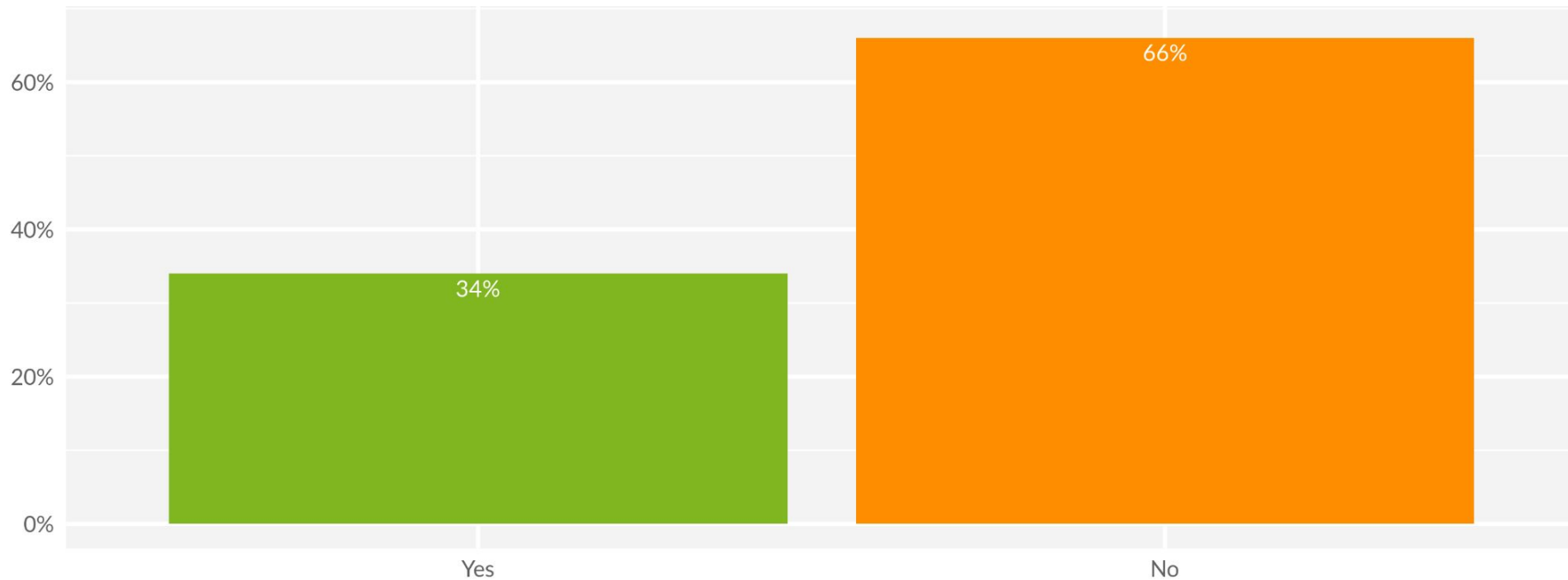
What religion were you raised with, if any?

If Atheist/Agnostic N = 290



Demographics

Gun Owner

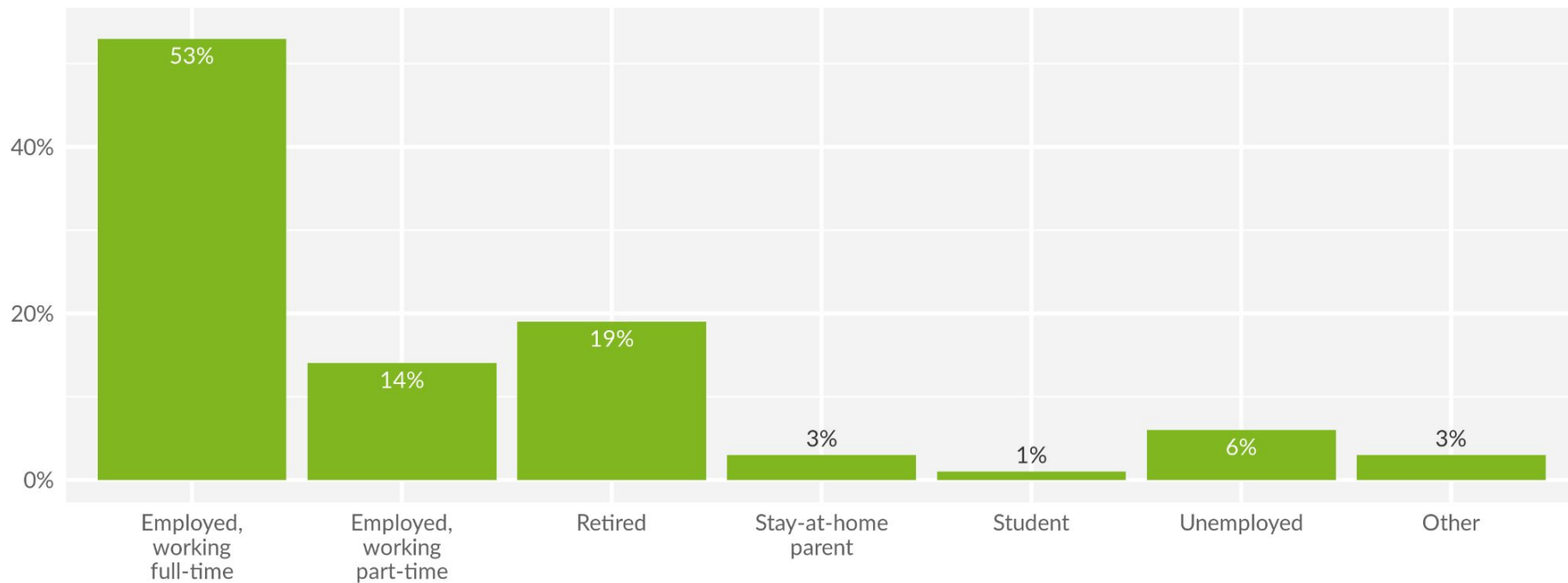


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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Demographics

Employment Status

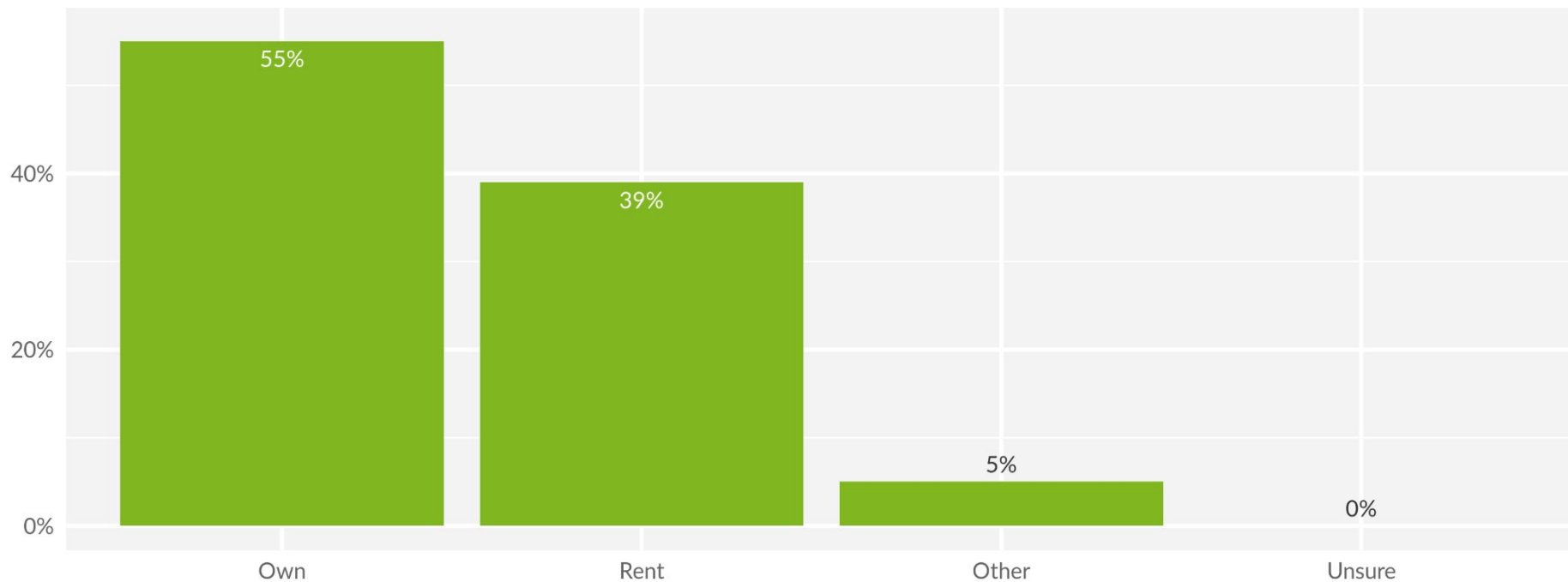


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

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Demographics

Rent or Own Residence



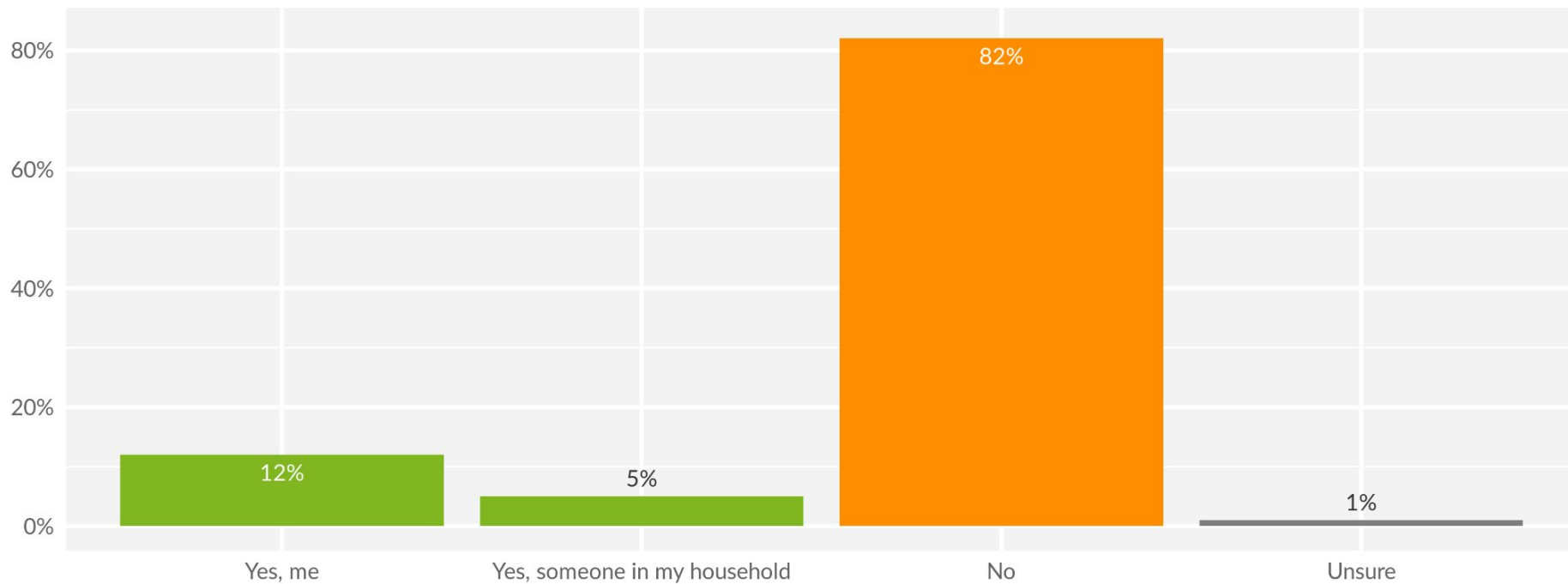
Demographics

Household Income



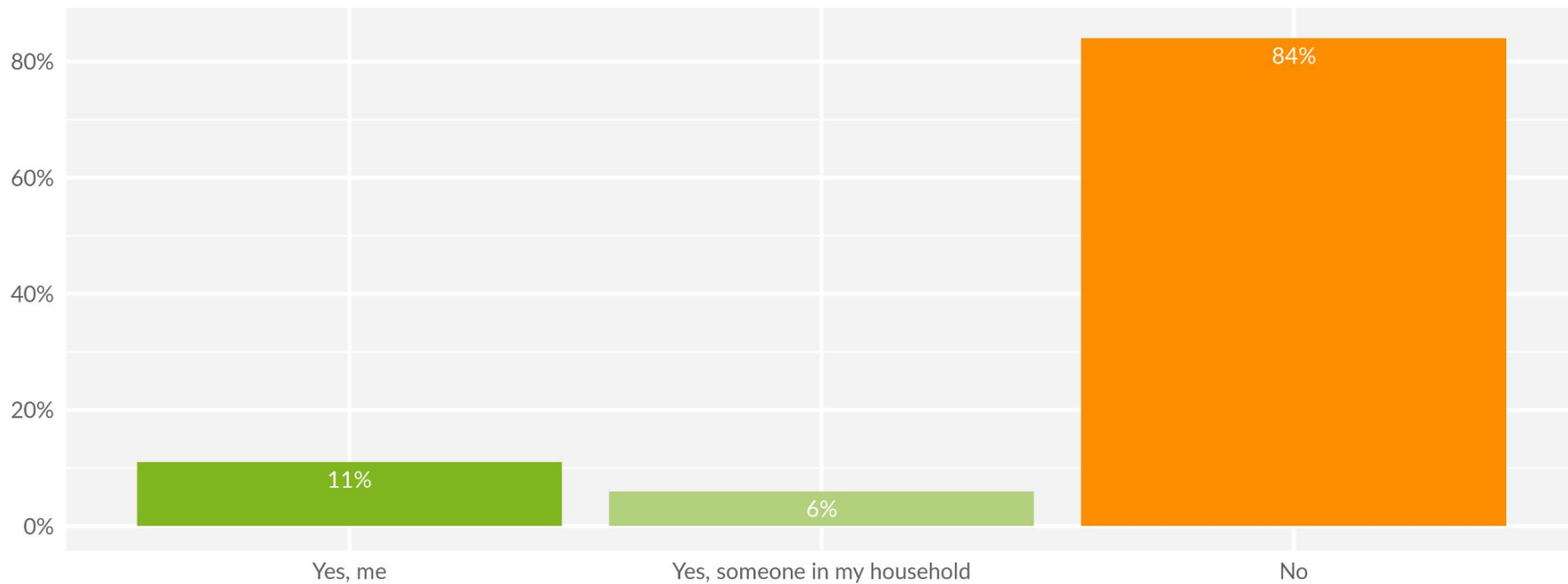
Demographics

Union Membership



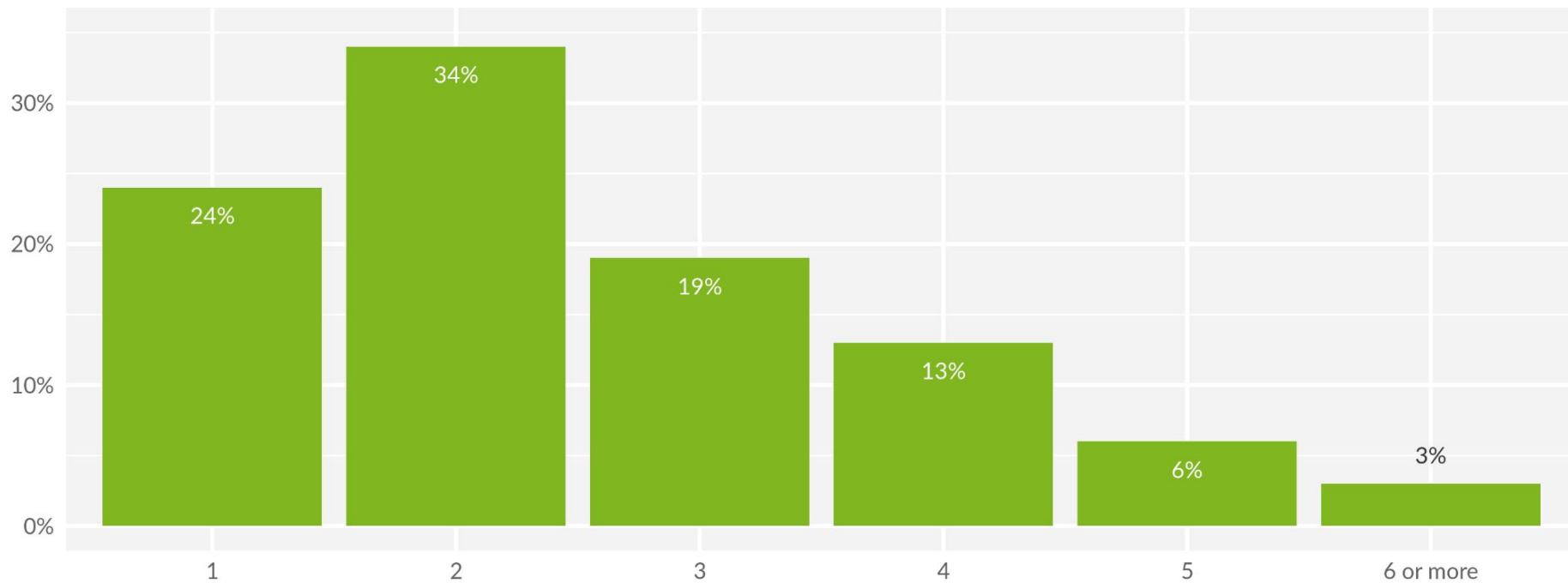
Demographics

Military/Veterans



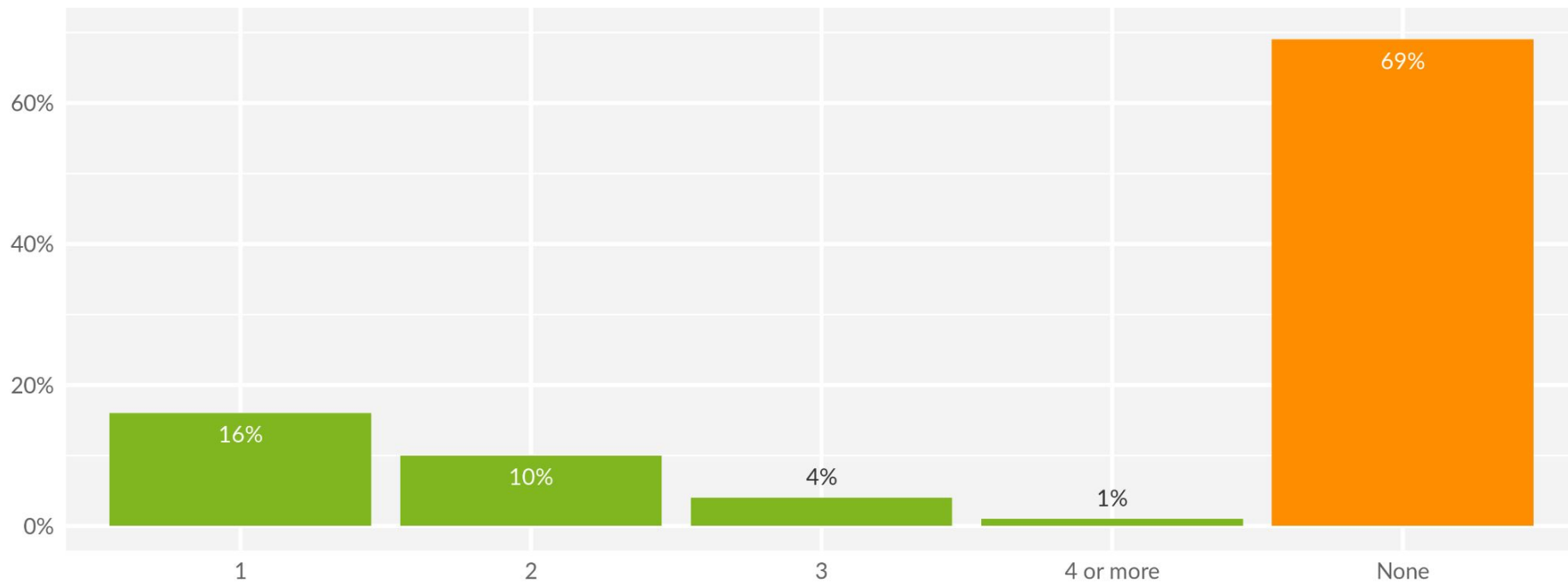
Demographics

People in Household



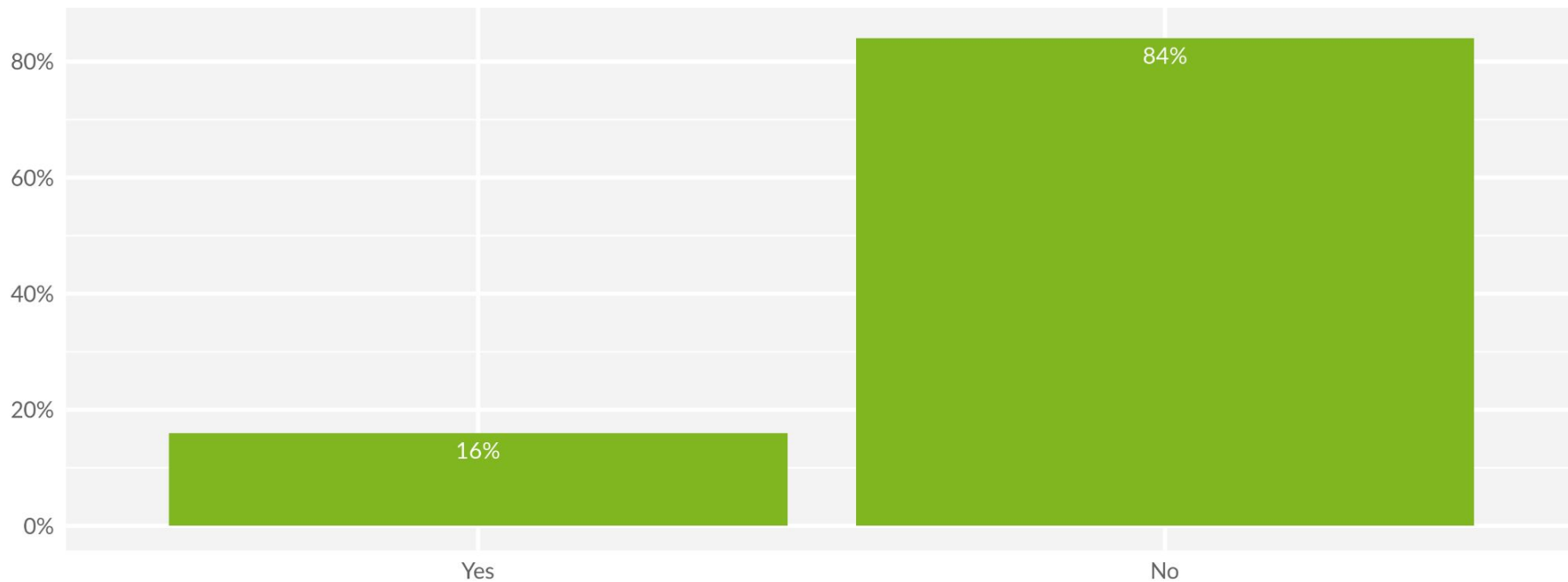
Demographics

Children in Household



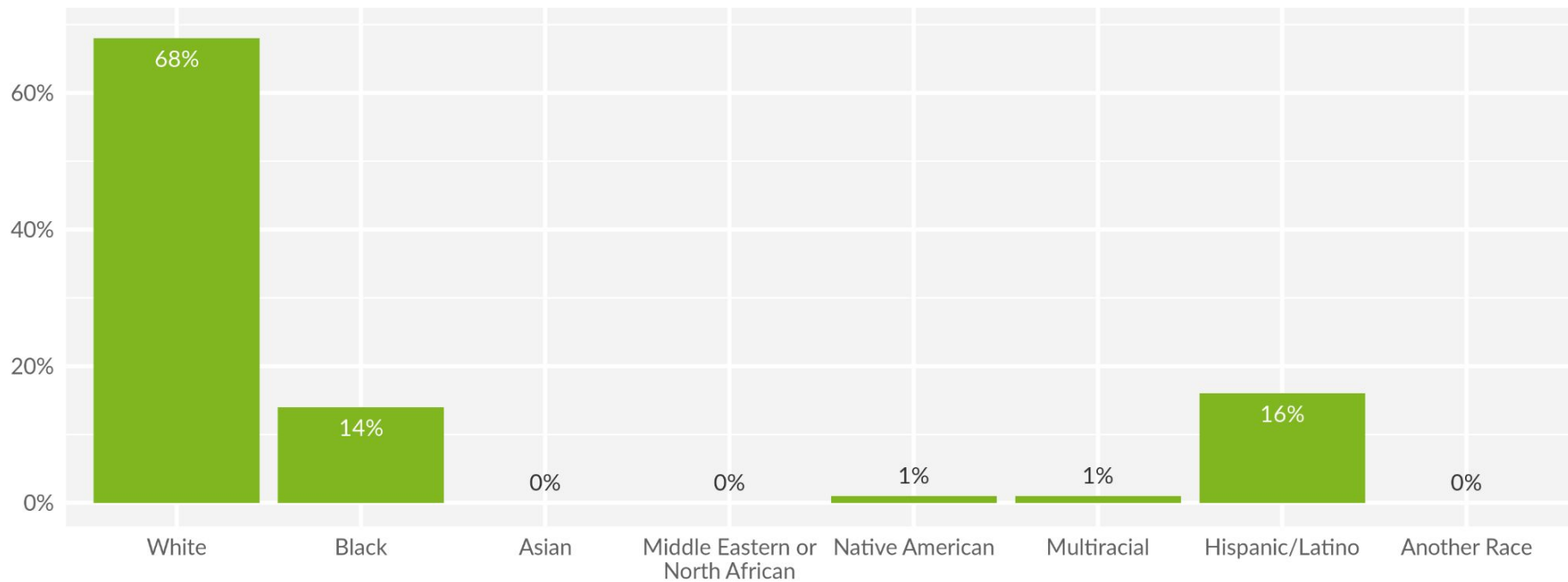
Demographics

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



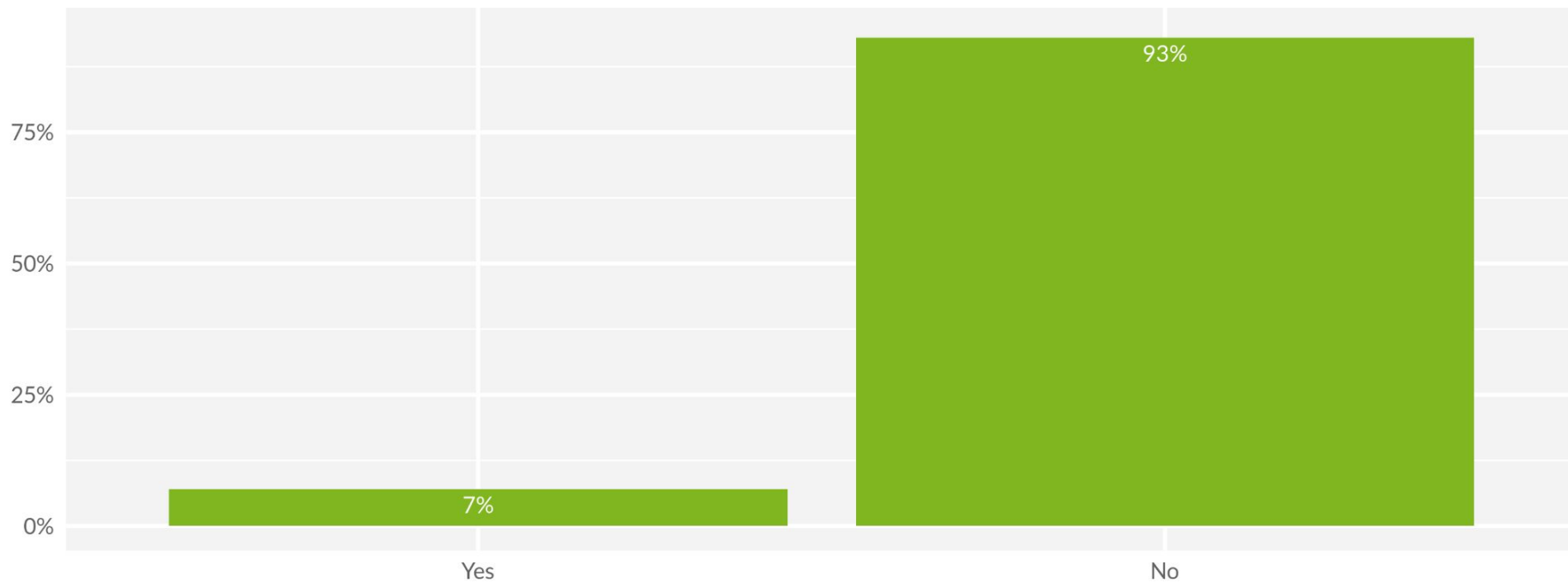
Demographics

Combined Race/Ethnicity



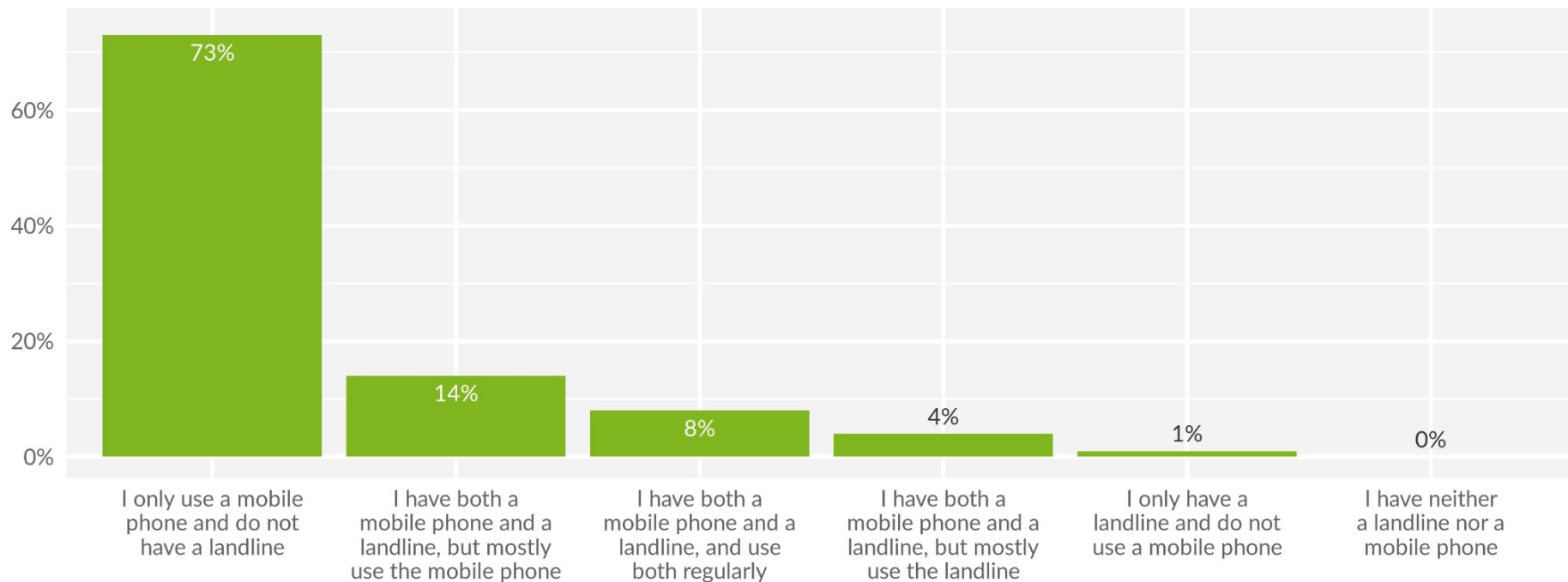
Demographics

LGBTQ+ Identity



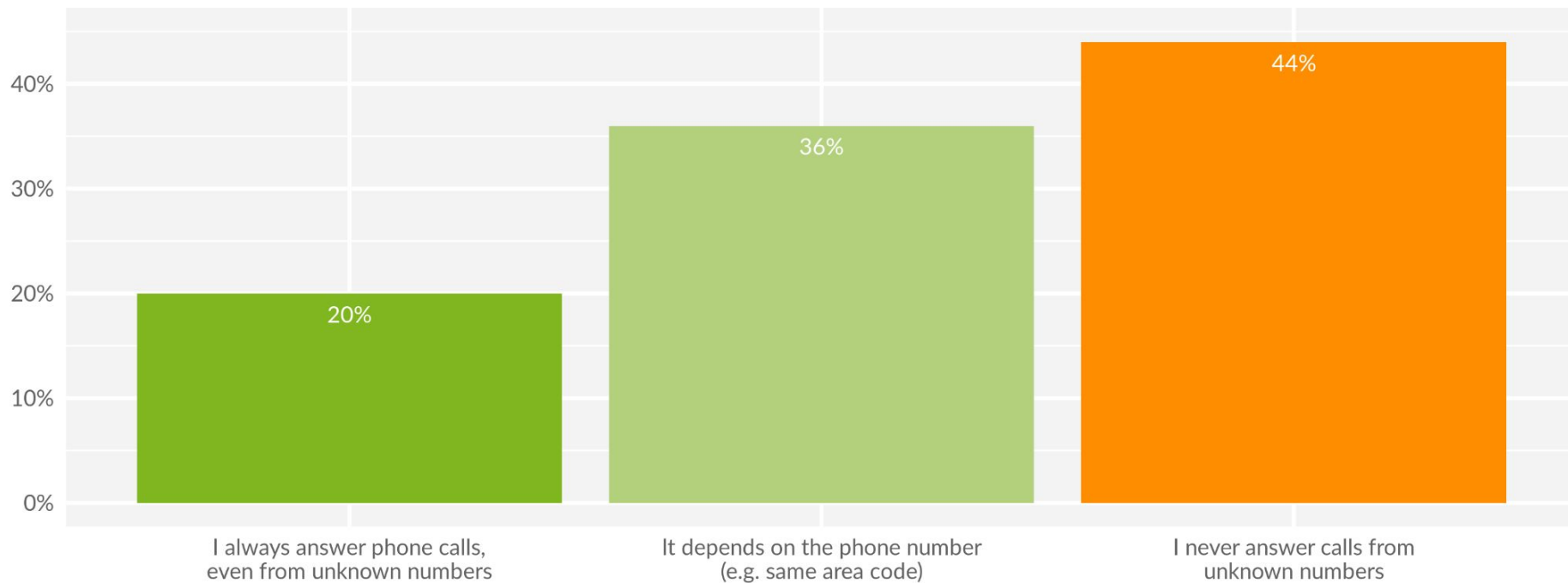
Contactability

Cell Phone vs Landline Usage



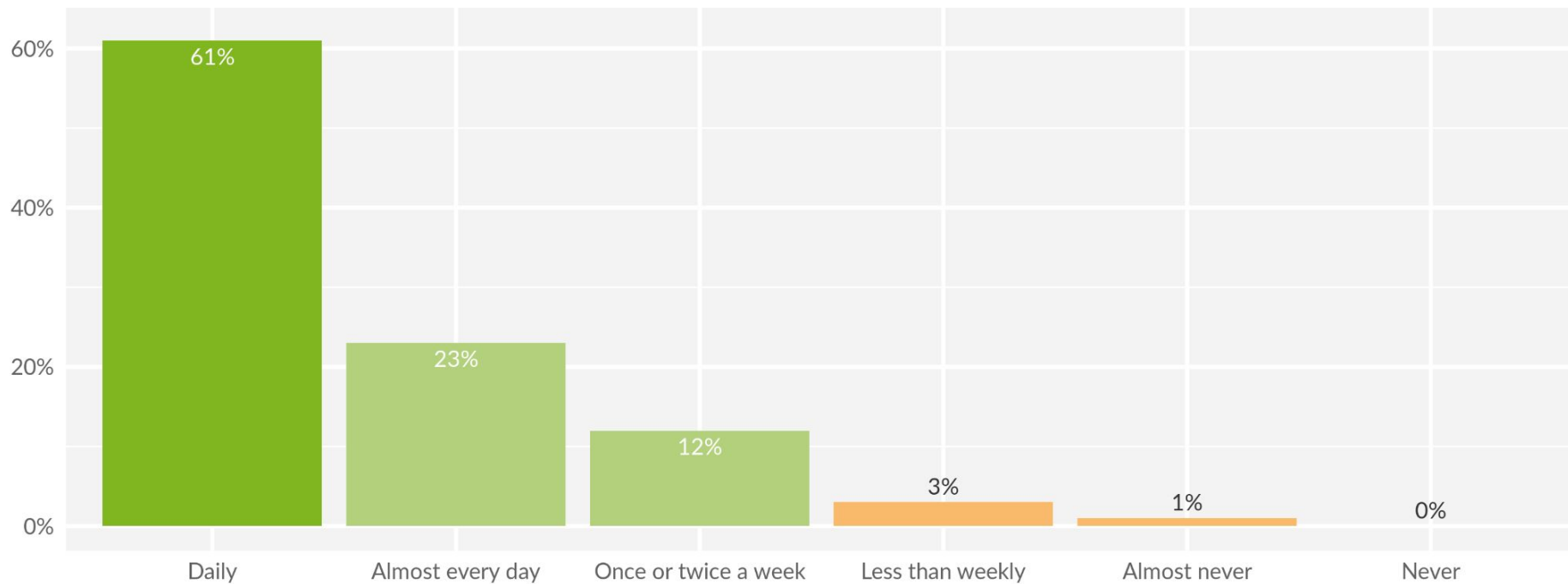
Contactability

Answer Unknown Numbers [IF has phone]



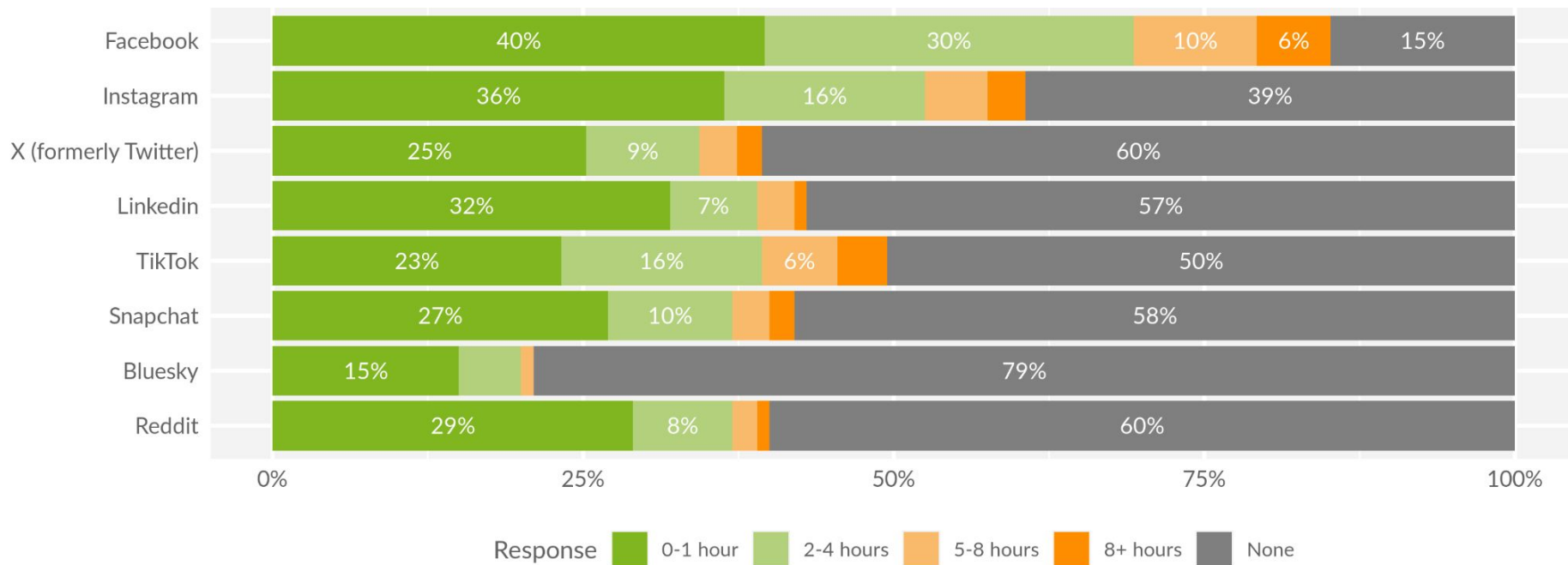
Contactability

Mailbox Checking Frequency



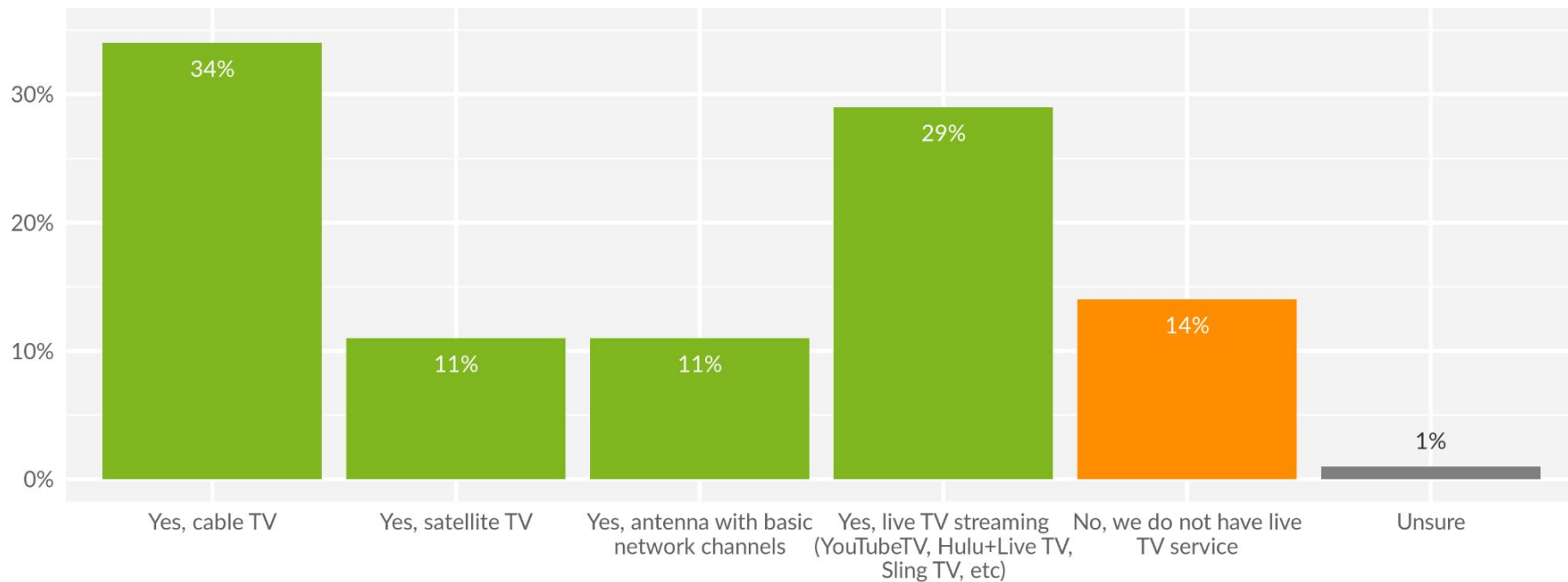
Media Consumption

Social Media Usage



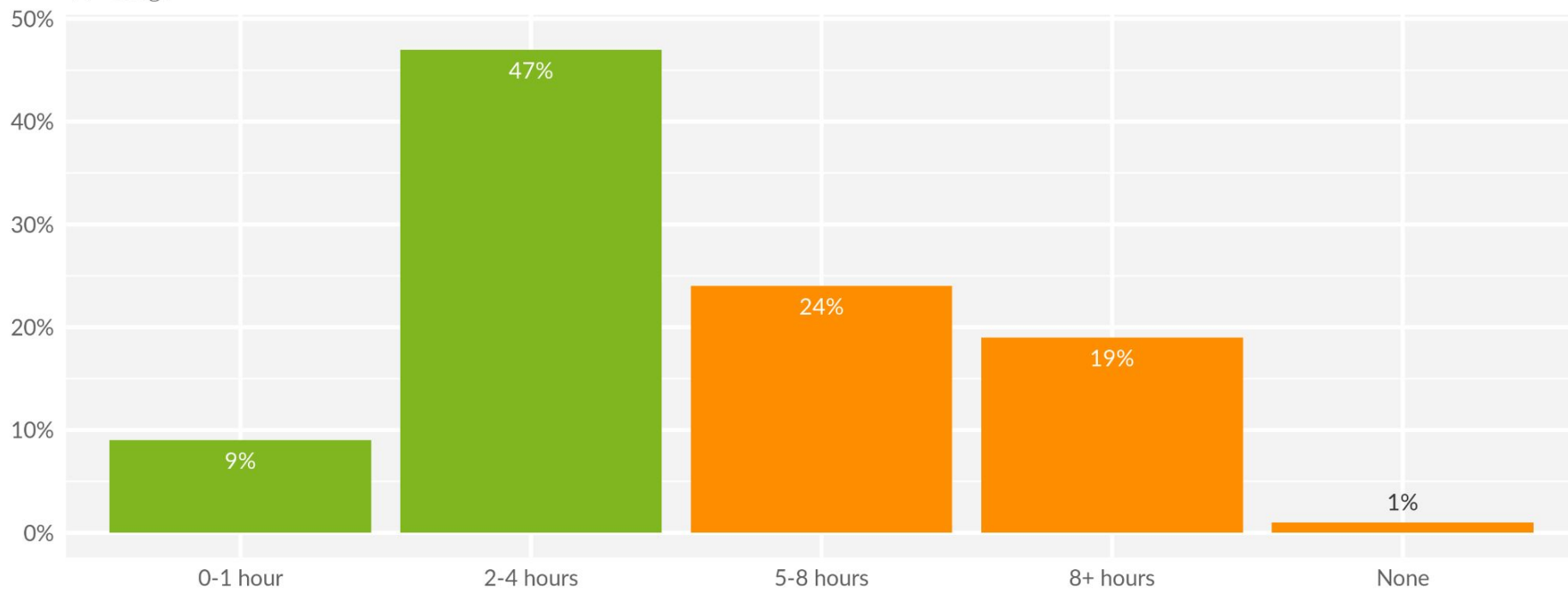
Media Consumption

Traditional TV Service



Media Consumption

TV Usage



Our **Low TV Model** predicts likelihood that an individual watches little to no TV and is difficult to reach via television advertising. [Learn more.](#)

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Learn more about our Omnibus survey

contact@claritycampaigns.com

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