

		No		
	Better off	difference	Worse off	Not sure
Health care	71%	19%	5%	5%
Scientific research	67%	21%	4%	8%
Education	65%	21%	7%	6%
Agriculture	64%	22%	7%	6%
Manufacturing	60%	27%	5%	8%
Technology	57%	29%	6%	8%
Construction	56%	30%	5%	9%
Child care	55%	30%	7%	9%
Renewable energy	55%	26%	7%	12%
Social services	52%	31%	10%	8%
Military	44%	34%	14%	9%
Oil and gas	37%	32%	18%	13%
Finance	32%	43%	14%	11%
Mining	31%	34%	18%	17%
Government	29%	32%	28%	11%
Restaurants	29%	54%	9%	9%
Artificial intelligence	27%	27%	31%	16%
Retail	26%	57%	8%	8%
Call centers	25%	42%	21%	12%
Real estate	21%	53%	15%	10%
News media	21%	40%	28%	11%
Entertainment	21%	52%	19%	9%



Interviewing Dates December 10 - 12, 2025

Target population U.S. citizens, aged 18 and over

Sampling method Respondents were selected from YouGov's opt-in panel to be

representative of adult U.S. citizens.

Weighting The sample was weighted according to gender, age, race, education,

U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.551, with a mean of one and a standard

deviation of 0.877.

Number of respondents 1,100

Margin of error \pm 3.9 points (adjusted for weighting)

Survey mode Web-based interviews

Questions not reported 81 questions not reported.



1A. U.S. Better Off or Worse Off — Health care

		Ge	ender		Age (4 c	ategory)			Race (4	category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	71%	69%	72%	67%	61%	71%	85%	75%	62%	61%	*
No difference	19%	21%	17%	18%	25%	22%	9%	17%	21%	24%	*
Worse off	5%	5%	5%	6%	7%	4%	4%	4%	9%	7%	*
Not sure	5%	4%	6%	9%	6%	4%	2%	4%	7%	9%	*
Totals	100%	99%	100%	100%	99%	101%	100%	100%	99%	101%	*
Unweighted N	(1,098)	(515)	(583)	(279)	(299)	(314)	(206)	(707)	(142)	(181)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	71%	77%	65%	72%	78%	73%	64%	75%	76%	65%	77%	69%	74%
No difference	19%	15%	20%	22%	16%	18%	23%	16%	17%	26%	17%	19%	14%
Worse off	5%	5%	7%	2%	4%	4%	5%	4%	5%	4%	1%	5%	9%
Not sure	5%	3%	8%	4%	2%	5%	8%	5%	1%	6%	5%	7%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	99%
Unweighted N	(1,098)	(380)	(425)	(293)	(430)	(388)	(446)	(313)	(235)	(195)	(227)	(421)	(255)



1B. U.S. Better Off or Worse Off — Scientific research

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	67%	65%	68%	63%	65%	63%	77%	71%	55%	57%	*
No difference	21%	24%	19%	22%	22%	27%	13%	19%	24%	27%	*
Worse off	4%	4%	4%	4%	5%	5%	3%	4%	6%	6%	*
Not sure	8%	6%	9%	11%	8%	5%	8%	7%	15%	10%	*
Totals	100%	99%	100%	100%	100%	100%	101%	101%	100%	100%	*
Unweighted N	(1,097)	(515)	(582)	(278)	(300)	(313)	(206)	(706)	(142)	(181)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	67%	77%	59%	66%	80%	67%	59%	72%	73%	59%	67%	66%	74%
No difference	21%	14%	25%	24%	14%	25%	24%	19%	22%	32%	20%	19%	17%
Worse off	4%	4%	6%	3%	3%	2%	6%	2%	4%	4%	3%	4%	5%
Not sure	8%	5%	10%	7%	4%	6%	12%	6%	1%	5%	10%	11%	5%
Totals	100%	100%	100%	100%	101%	100%	101%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,097)	(380)	(425)	(292)	(429)	(387)	(446)	(312)	(235)	(195)	(226)	(422)	(254)



1C. U.S. Better Off or Worse Off — Education

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	65%	64%	66%	65%	62%	60%	76%	68%	55%	59%	*
No difference	21%	23%	20%	18%	23%	27%	14%	19%	28%	26%	*
Worse off	7%	8%	6%	6%	8%	7%	8%	7%	11%	5%	*
Not sure	6%	5%	7%	10%	7%	5%	3%	6%	5%	9%	*
Totals	99%	100%	99%	99%	100%	99%	101%	100%	99%	99%	*
Unweighted N	(1,100)	(515)	(585)	(279)	(300)	(315)	(206)	(708)	(142)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	65%	77%	57%	63%	78%	60%	60%	69%	71%	54%	71%	65%	69%
No difference	21%	15%	25%	24%	14%	24%	23%	20%	22%	35%	17%	21%	16%
Worse off	7%	5%	10%	7%	5%	10%	8%	6%	5%	7%	4%	6%	12%
Not sure	6%	4%	8%	6%	3%	6%	9%	6%	1%	5%	7%	8%	4%
Totals	99%	101%	100%	100%	100%	100%	100%	101%	99%	101%	99%	100%	101%
Unweighted N	(1,100)	(380)	(426)	(294)	(430)	(389)	(448)	(313)	(235)	(196)	(227)	(422)	(255)



1D. U.S. Better Off or Worse Off — Agriculture

		Ge	ender		Age (4 c	ategory)			Race (4	category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	64%	63%	66%	59%	57%	66%	76%	68%	50%	64%	*
No difference	22%	25%	19%	19%	26%	26%	17%	21%	24%	21%	*
Worse off	7%	8%	6%	11%	9%	5%	4%	5%	13%	9%	*
Not sure	6%	4%	8%	11%	9%	3%	3%	6%	13%	6%	*
Totals	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,096)	(514)	(582)	(279)	(299)	(313)	(205)	(705)	(141)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	64%	58%	64%	71%	64%	72%	59%	69%	66%	61%	67%	64%	65%
No difference	22%	21%	23%	23%	21%	22%	25%	18%	25%	30%	15%	25%	19%
Worse off	7%	11%	7%	3%	9%	2%	7%	8%	8%	5%	9%	5%	8%
Not sure	6%	10%	7%	3%	6%	4%	10%	5%	1%	4%	9%	6%	7%
Totals	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,096)	(379)	(425)	(292)	(429)	(387)	(447)	(311)	(234)	(195)	(225)	(421)	(255)



1E. U.S. Better Off or Worse Off — Manufacturing

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	60%	63%	56%	49%	55%	64%	68%	62%	50%	54%	*
No difference	27%	25%	29%	28%	28%	27%	25%	27%	30%	27%	*
Worse off	5%	6%	4%	10%	5%	3%	2%	4%	9%	7%	*
Not sure	8%	6%	11%	12%	11%	6%	6%	8%	11%	11%	*
Totals	100%	100%	100%	99%	99%	100%	101%	101%	100%	99%	*
Unweighted N	(1,092)	(510)	(582)	(275)	(297)	(314)	(206)	(705)	(140)	(179)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	60%	54%	56%	69%	57%	77%	53%	65%	66%	65%	66%	54%	57%
No difference	27%	30%	27%	24%	31%	18%	29%	23%	27%	24%	22%	31%	28%
Worse off	5%	7%	7%	1%	6%	2%	5%	6%	5%	3%	5%	5%	7%
Not sure	8%	9%	10%	6%	6%	3%	13%	5%	2%	8%	7%	10%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,092)	(377)	(423)	(292)	(427)	(386)	(447)	(311)	(230)	(193)	(227)	(418)	(254)



1F. U.S. Better Off or Worse Off — Technology

		Ge	ender		Age (4 c	ategory)			Race (4	category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	57%	60%	54%	54%	58%	53%	65%	57%	53%	64%	*
No difference	29%	30%	28%	25%	24%	35%	29%	29%	32%	20%	*
Worse off	6%	5%	6%	8%	8%	5%	1%	6%	6%	7%	*
Not sure	8%	5%	11%	13%	9%	6%	5%	9%	9%	9%	*
Totals	100%	100%	99%	100%	99%	99%	100%	101%	100%	100%	*
Unweighted N	(1,093)	(512)	(581)	(278)	(299)	(312)	(204)	(703)	(140)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	57%	59%	51%	63%	56%	67%	50%	61%	65%	57%	57%	55%	59%
No difference	29%	29%	30%	28%	31%	25%	31%	28%	29%	32%	31%	29%	24%
Worse off	6%	5%	8%	3%	6%	3%	6%	5%	4%	6%	3%	6%	8%
Not sure	8%	7%	11%	6%	7%	5%	13%	5%	2%	5%	8%	10%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,093)	(378)	(424)	(291)	(427)	(385)	(445)	(310)	(234)	(193)	(226)	(419)	(255)



1G. U.S. Better Off or Worse Off — Construction

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	56%	57%	56%	46%	49%	61%	69%	60%	44%	56%	*
No difference	30%	32%	28%	34%	33%	30%	23%	29%	36%	24%	*
Worse off	5%	5%	4%	8%	5%	4%	1%	3%	5%	9%	*
Not sure	9%	6%	12%	12%	13%	6%	7%	8%	14%	11%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(1,099)	(515)	(584)	(279)	(300)	(314)	(206)	(707)	(142)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	56%	54%	53%	64%	55%	70%	50%	65%	62%	55%	62%	55%	55%
No difference	30%	33%	28%	29%	34%	23%	33%	25%	30%	37%	23%	30%	31%
Worse off	5%	4%	7%	1%	4%	2%	5%	5%	5%	2%	4%	5%	6%
Not sure	9%	9%	11%	6%	7%	5%	12%	6%	3%	6%	11%	10%	9%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,099)	(380)	(426)	(293)	(430)	(388)	(448)	(312)	(235)	(195)	(227)	(422)	(255)



1H. U.S. Better Off or Worse Off — Child care

		Ge	ender		Age (4 c	ategory)			Race (4	4 category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	55%	52%	57%	53%	49%	55%	63%	59%	44%	47%	*
No difference	30%	34%	25%	28%	31%	31%	27%	28%	31%	34%	*
Worse off	7%	7%	7%	7%	10%	6%	4%	6%	13%	8%	*
Not sure	9%	6%	11%	12%	10%	8%	5%	7%	12%	11%	*
Totals	101%	99%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,098)	(514)	(584)	(278)	(299)	(315)	(206)	(707)	(142)	(182)	(67)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	55%	65%	47%	54%	63%	54%	49%	59%	58%	51%	61%	51%	57%
No difference	30%	23%	30%	35%	24%	32%	31%	26%	34%	34%	26%	31%	27%
Worse off	7%	5%	10%	6%	6%	7%	9%	5%	7%	4%	5%	9%	9%
Not sure	9%	7%	12%	6%	8%	6%	11%	9%	2%	12%	7%	9%	7%
Totals	101%	100%	99%	101%	101%	99%	100%	99%	101%	101%	99%	100%	100%
Unweighted N	(1,098)	(380)	(424)	(294)	(428)	(389)	(447)	(313)	(234)	(196)	(227)	(420)	(255)



1I. U.S. Better Off or Worse Off — Renewable energy

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	55%	55%	55%	65%	56%	51%	50%	55%	55%	59%	*
No difference	26%	28%	25%	20%	25%	30%	28%	26%	27%	19%	*
Worse off	7%	9%	5%	4%	5%	10%	7%	7%	5%	7%	*
Not sure	12%	8%	15%	11%	13%	9%	15%	12%	13%	15%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,097)	(512)	(585)	(277)	(299)	(315)	(206)	(707)	(142)	(181)	(67)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	n	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	55%	74%	51%	40%	74%	44%	49%	57%	64%	54%	56%	55%	54%
No difference	26%	16%	27%	36%	17%	33%	28%	24%	25%	34%	22%	24%	27%
Worse off	7%	2%	8%	11%	3%	14%	6%	8%	8%	7%	7%	5%	10%
Not sure	12%	8%	14%	13%	7%	9%	18%	11%	3%	5%	14%	16%	9%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,097)	(379)	(425)	(293)	(430)	(387)	(447)	(313)	(233)	(194)	(227)	(422)	(254)



1J. U.S. Better Off or Worse Off — Social services

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	52%	48%	55%	55%	49%	49%	56%	54%	49%	45%	*
No difference	31%	34%	28%	27%	34%	33%	29%	28%	34%	35%	*
Worse off	10%	11%	8%	5%	8%	13%	11%	11%	10%	5%	*
Not sure	8%	6%	9%	13%	10%	5%	4%	7%	7%	15%	*
Totals	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,097)	(513)	(584)	(279)	(299)	(315)	(204)	(706)	(142)	(181)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	n	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	52%	67%	47%	42%	69%	42%	50%	51%	55%	51%	59%	45%	56%
No difference	31%	23%	29%	41%	22%	38%	28%	32%	34%	37%	25%	34%	26%
Worse off	10%	5%	12%	11%	5%	15%	10%	10%	9%	8%	9%	9%	12%
Not sure	8%	5%	11%	6%	4%	5%	11%	7%	2%	4%	7%	12%	5%
Totals	101%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,097)	(380)	(424)	(293)	(430)	(387)	(447)	(312)	(234)	(196)	(225)	(422)	(254)



1K. U.S. Better Off or Worse Off — Military

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	44%	45%	42%	34%	35%	50%	52%	47%	32%	45%	*
No difference	34%	34%	34%	32%	39%	34%	31%	31%	43%	34%	*
Worse off	14%	16%	11%	20%	16%	10%	11%	14%	13%	13%	*
Not sure	9%	5%	12%	14%	11%	6%	6%	8%	11%	9%	*
Totals	101%	100%	99%	100%	101%	100%	100%	100%	99%	101%	*
Unweighted N	(1,096)	(514)	(582)	(278)	(298)	(315)	(205)	(706)	(141)	(181)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	44%	28%	37%	67%	28%	69%	39%	51%	45%	40%	43%	45%	44%
No difference	34%	42%	31%	29%	41%	25%	39%	29%	33%	42%	32%	33%	31%
Worse off	14%	20%	18%	1%	23%	2%	11%	14%	20%	8%	18%	14%	14%
Not sure	9%	9%	13%	3%	8%	4%	11%	7%	3%	10%	7%	8%	11%
Totals	101%	99%	99%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,096)	(379)	(424)	(293)	(428)	(387)	(447)	(312)	(233)	(196)	(227)	(419)	(254)



1L. U.S. Better Off or Worse Off — Oil and gas

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	37%	38%	37%	33%	30%	42%	41%	41%	26%	35%	*
No difference	32%	33%	30%	31%	33%	33%	29%	28%	39%	34%	*
Worse off	18%	21%	16%	23%	21%	15%	17%	20%	17%	16%	*
Not sure	13%	8%	17%	13%	16%	10%	13%	11%	19%	15%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,097)	(514)	(583)	(278)	(300)	(313)	(206)	(705)	(142)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	37%	23%	31%	59%	22%	62%	31%	47%	37%	35%	34%	41%	35%
No difference	32%	35%	31%	29%	32%	26%	34%	27%	34%	40%	32%	28%	30%
Worse off	18%	29%	21%	6%	34%	6%	16%	16%	25%	16%	22%	16%	21%
Not sure	13%	13%	17%	7%	12%	5%	18%	10%	4%	9%	12%	15%	14%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(378)	(425)	(294)	(428)	(388)	(447)	(312)	(234)	(196)	(227)	(420)	(254)



1M. U.S. Better Off or Worse Off — Finance

		Ge	ender		Age (4 c	ategory)			Race (4	category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	32%	35%	30%	37%	36%	28%	28%	30%	38%	42%	*
No difference	43%	43%	43%	36%	35%	51%	47%	44%	37%	43%	*
Worse off	14%	15%	14%	16%	14%	14%	12%	15%	16%	6%	*
Not sure	11%	8%	13%	11%	14%	7%	12%	11%	10%	9%	*
Totals	100%	101%	100%	100%	99%	100%	99%	100%	101%	100%	*
Unweighted N	(1,095)	(511)	(584)	(277)	(298)	(314)	(206)	(704)	(142)	(181)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	32%	28%	30%	38%	30%	39%	29%	39%	32%	34%	31%	30%	34%
No difference	43%	45%	41%	45%	47%	44%	41%	44%	47%	47%	47%	39%	44%
Worse off	14%	16%	18%	7%	14%	10%	16%	10%	16%	12%	13%	17%	11%
Not sure	11%	11%	11%	10%	9%	7%	14%	7%	4%	7%	8%	14%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,095)	(377)	(424)	(294)	(427)	(388)	(446)	(313)	(233)	(195)	(226)	(421)	(253)



1N. U.S. Better Off or Worse Off — Mining

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	31%	36%	26%	28%	32%	34%	28%	31%	26%	28%	*
No difference	34%	35%	33%	36%	32%	36%	31%	33%	35%	36%	*
Worse off	18%	19%	18%	17%	17%	16%	23%	20%	17%	14%	*
Not sure	17%	10%	24%	19%	19%	14%	18%	16%	22%	23%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,099)	(515)	(584)	(278)	(300)	(315)	(206)	(707)	(142)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	n	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	31%	17%	27%	49%	19%	50%	25%	35%	36%	36%	34%	27%	29%
No difference	34%	36%	33%	32%	33%	32%	33%	34%	39%	32%	35%	36%	30%
Worse off	18%	28%	20%	7%	34%	7%	17%	18%	21%	16%	19%	18%	21%
Not sure	17%	19%	21%	12%	14%	11%	25%	14%	4%	16%	12%	20%	20%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,099)	(380)	(425)	(294)	(429)	(389)	(448)	(313)	(234)	(196)	(227)	(421)	(255)



10. U.S. Better Off or Worse Off — Government

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	29%	32%	26%	43%	28%	23%	26%	27%	35%	33%	*
No difference	32%	30%	34%	27%	34%	36%	29%	30%	35%	39%	*
Worse off	28%	32%	25%	13%	27%	33%	37%	32%	20%	15%	*
Not sure	11%	7%	14%	17%	11%	8%	8%	11%	10%	13%	*
Totals	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,100)	(515)	(585)	(279)	(300)	(315)	(206)	(708)	(142)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	า	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	29%	38%	22%	28%	35%	28%	26%	34%	28%	32%	28%	29%	28%
No difference	32%	35%	30%	33%	37%	26%	33%	29%	36%	30%	32%	34%	31%
Worse off	28%	16%	34%	32%	19%	39%	27%	26%	32%	28%	29%	25%	32%
Not sure	11%	10%	14%	7%	9%	7%	14%	10%	3%	10%	11%	12%	9%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,100)	(380)	(426)	(294)	(430)	(389)	(448)	(313)	(235)	(196)	(227)	(422)	(255)



1P. U.S. Better Off or Worse Off — Restaurants

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	29%	29%	28%	33%	28%	26%	28%	28%	25%	30%	*
No difference	54%	56%	52%	46%	51%	60%	54%	55%	53%	51%	*
Worse off	9%	9%	9%	9%	10%	8%	11%	8%	15%	11%	*
Not sure	9%	6%	11%	12%	11%	6%	6%	9%	7%	8%	*
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,096)	(514)	(582)	(278)	(300)	(313)	(205)	(705)	(141)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	1	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	29%	26%	26%	35%	26%	36%	24%	40%	27%	27%	32%	30%	24%
No difference	54%	55%	55%	51%	55%	50%	57%	43%	63%	58%	55%	51%	54%
Worse off	9%	10%	9%	9%	11%	9%	8%	10%	8%	8%	6%	9%	12%
Not sure	9%	9%	10%	6%	7%	6%	12%	7%	2%	7%	7%	9%	10%
Totals	101%	100%	100%	101%	99%	101%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,096)	(379)	(425)	(292)	(429)	(386)	(446)	(312)	(234)	(194)	(227)	(421)	(254)



1Q. U.S. Better Off or Worse Off — Artificial intelligence

		Ge	ender		Age (4 c	ategory)			Race (4	l category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	27%	31%	22%	30%	32%	24%	22%	24%	27%	38%	*
No difference	27%	29%	25%	25%	27%	34%	19%	24%	35%	28%	*
Worse off	31%	27%	34%	34%	26%	27%	37%	36%	23%	20%	*
Not sure	16%	12%	19%	12%	15%	14%	22%	17%	15%	14%	*
Totals	101%	99%	100%	101%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(1,097)	(513)	(584)	(277)	(300)	(314)	(206)	(706)	(141)	(182)	(68)

			Party ID		2024	Vote	Family	Income (3 ca	ategory)		Regio	n	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	27%	25%	23%	34%	22%	37%	19%	31%	38%	27%	26%	24%	31%
No difference	27%	26%	27%	28%	25%	22%	30%	23%	29%	29%	31%	25%	25%
Worse off	31%	38%	32%	21%	39%	25%	31%	31%	25%	32%	32%	30%	29%
Not sure	16%	11%	18%	17%	13%	17%	20%	15%	8%	12%	12%	21%	15%
Totals	101%	100%	100%	100%	99%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,097)	(378)	(425)	(294)	(428)	(389)	(447)	(312)	(234)	(196)	(226)	(421)	(254)



1R. U.S. Better Off or Worse Off — Retail

		Ge	ender		Age (4 c	ategory)			Race (4	category)	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better off	26%	27%	26%	25%	27%	26%	27%	27%	25%	25%	*
No difference	57%	57%	58%	54%	52%	60%	63%	59%	50%	57%	*
Worse off	8%	9%	7%	7%	10%	9%	6%	7%	14%	7%	*
Not sure	8%	7%	9%	14%	10%	5%	5%	7%	11%	10%	*
Totals	99%	100%	100%	100%	99%	100%	101%	100%	100%	99%	*
Unweighted N	(1,092)	(511)	(581)	(275)	(299)	(313)	(205)	(702)	(141)	(181)	(68)

			Party ID		2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Better off	26%	22%	25%	32%	22%	35%	24%	33%	23%	27%	26%	27%	25%
No difference	57%	60%	56%	57%	59%	55%	58%	54%	62%	62%	57%	56%	57%
Worse off	8%	8%	8%	7%	10%	8%	7%	8%	11%	4%	9%	9%	10%
Not sure	8%	9%	11%	3%	9%	3%	11%	5%	4%	8%	8%	8%	8%
Totals	99%	99%	100%	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,092)	(378)	(421)	(293)	(427)	(386)	(446)	(311)	(231)	(193)	(226)	(419)	(254)



1S. U.S. Better Off or Worse Off — Call centers

		Gender			Age (4 c	ategory)			Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other		
Better off	25%	24%	26%	27%	20%	31%	21%	24%	27%	26%	*		
No difference	42%	45%	39%	43%	46%	41%	39%	38%	48%	47%	*		
Worse off	21%	21%	21%	15%	23%	20%	29%	26%	13%	14%	*		
Not sure	12%	10%	13%	16%	12%	9%	12%	12%	12%	13%	*		
Totals	100%	100%	99%	101%	101%	101%	101%	100%	100%	100%	*		
Unweighted N	(1,096)	(515)	(581)	(277)	(300)	(314)	(205)	(705)	(141)	(182)	(68)		

		Party ID			2024	Vote	Family	Income (3 ca	ategory)	Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West	
Better off	25%	22%	25%	28%	23%	28%	25%	26%	26%	28%	20%	29%	22%	
No difference	42%	46%	38%	43%	42%	39%	40%	42%	45%	43%	44%	41%	40%	
Worse off	21%	22%	23%	19%	26%	23%	19%	22%	23%	19%	23%	18%	27%	
Not sure	12%	10%	14%	10%	8%	10%	16%	9%	5%	9%	13%	12%	11%	
Totals	100%	100%	100%	100%	99%	100%	100%	99%	99%	99%	100%	100%	100%	
Unweighted N	(1,096)	(380)	(423)	(293)	(429)	(387)	(445)	(312)	(235)	(195)	(226)	(420)	(255)	



1T. U.S. Better Off or Worse Off — Real estate

		Ge	ender		Age (4 c	ategory)		Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	
Better off	21%	23%	19%	29%	23%	18%	18%	18%	31%	30%	*	
No difference	53%	54%	53%	40%	50%	62%	57%	55%	43%	49%	*	
Worse off	15%	18%	13%	17%	15%	13%	16%	17%	12%	7%	*	
Not sure	10%	5%	15%	13%	12%	7%	9%	10%	14%	14%	*	
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	*	
Unweighted N	(1,095)	(513)	(582)	(278)	(299)	(315)	(203)	(706)	(141)	(181)	(67)	

		Party ID			2024 Vote			Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West	
Better off	21%	20%	19%	26%	16%	27%	21%	25%	22%	27%	18%	19%	23%	
No difference	53%	54%	54%	52%	59%	53%	51%	51%	61%	52%	54%	52%	55%	
Worse off	15%	16%	15%	15%	16%	15%	13%	16%	16%	12%	16%	18%	13%	
Not sure	10%	10%	13%	7%	9%	5%	15%	8%	1%	9%	11%	11%	9%	
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	
Unweighted N	(1,095)	(377)	(424)	(294)	(428)	(388)	(446)	(312)	(234)	(194)	(226)	(420)	(255)	



1U. U.S. Better Off or Worse Off — News media

		Ge	ender		Age (4 c	ategory)			Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other		
Better off	21%	22%	20%	31%	23%	17%	16%	20%	24%	22%	*		
No difference	40%	36%	43%	38%	33%	45%	40%	38%	51%	39%	*		
Worse off	28%	34%	24%	18%	30%	32%	31%	31%	15%	24%	*		
Not sure	11%	8%	14%	13%	13%	6%	12%	11%	11%	14%	*		
Totals	100%	100%	101%	100%	99%	100%	99%	100%	101%	99%	*		
Unweighted N	(1,096)	(513)	(583)	(278)	(299)	(314)	(205)	(706)	(140)	(182)	(68)		

		Party ID			2024	2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West	
Better off	21%	29%	18%	17%	27%	19%	17%	26%	27%	24%	24%	15%	25%	
No difference	40%	50%	36%	33%	48%	33%	41%	37%	40%	39%	44%	43%	32%	
Worse off	28%	13%	33%	38%	14%	40%	28%	28%	27%	27%	24%	28%	34%	
Not sure	11%	8%	12%	12%	11%	8%	14%	9%	5%	10%	9%	13%	10%	
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	101%	99%	101%	
Unweighted N	(1,096)	(378)	(426)	(292)	(428)	(387)	(445)	(312)	(235)	(194)	(227)	(420)	(255)	



1V. U.S. Better Off or Worse Off — Entertainment

		Ge	ender		Age (4 c	ategory)			Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other		
Better off	21%	22%	19%	31%	24%	12%	19%	20%	25%	25%	*		
No difference	52%	52%	52%	45%	49%	57%	55%	51%	54%	48%	*		
Worse off	19%	18%	19%	12%	19%	22%	19%	20%	15%	13%	*		
Not sure	9%	8%	10%	11%	8%	9%	8%	9%	7%	14%	*		
Totals	101%	100%	100%	99%	100%	100%	101%	100%	101%	100%	*		
Unweighted N	(1,099)	(515)	(584)	(279)	(300)	(315)	(205)	(707)	(142)	(182)	(68)		

		Party ID			2024	2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West	
Better off	21%	25%	17%	20%	20%	21%	19%	23%	21%	24%	19%	19%	20%	
No difference	52%	59%	47%	51%	60%	47%	53%	53%	53%	52%	55%	52%	49%	
Worse off	19%	9%	23%	23%	12%	26%	15%	17%	22%	17%	16%	20%	21%	
Not sure	9%	7%	13%	6%	8%	6%	13%	7%	4%	7%	10%	9%	10%	
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted N	(1,099)	(380)	(425)	(294)	(430)	(388)	(447)	(313)	(235)	(196)	(227)	(422)	(254)	



Interviewing Dates December 10 - 12, 2025

Target population U.S. citizens, aged 18 and over

Sampling method Respondents were selected from YouGov's opt-in panel to be

representative of adult U.S. citizens.

Weighting The sample was weighted according to gender, age, race, education,

U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.551, with a mean of one and a standard

deviation of 0.877.

Number of respondents 1,100

Margin of error \pm 3.9 points (adjusted for weighting)

Survey mode Web-based interviews

Questions not reported 81 questions not reported.