

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



1. Overall, do you think the following industry should. . . ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Be much more regulated	Be somewhat more regulated	Have no change in regulation	Be somewhat less regulated	Be much less regulated	Not sure
Artificial intelligence (AI)	59%	20%	8%	3%	2%	8%
Cryptocurrency	44%	16%	12%	3%	4%	20%
Health insurance	43%	22%	14%	8%	5%	9%
Pornography	41%	14%	22%	5%	8%	11%
Firearms	40%	17%	20%	6%	8%	8%
Social media	37%	32%	17%	2%	3%	9%
Pharmaceutical	37%	28%	19%	4%	2%	10%
Gambling	37%	23%	22%	4%	4%	11%
Tobacco	35%	20%	28%	5%	4%	8%
Oil and gas	33%	23%	20%	7%	5%	12%
Health care	33%	26%	17%	7%	4%	13%
Utilities	30%	24%	25%	5%	4%	13%
News media	28%	18%	26%	7%	8%	14%
Banking and finance	27%	27%	28%	4%	1%	13%
Airlines	27%	25%	30%	4%	2%	12%
Mining and natural resources	27%	27%	20%	7%	3%	15%
Technology	24%	29%	27%	4%	4%	13%
Advertising	24%	30%	29%	3%	2%	13%
Real estate	23%	21%	29%	6%	4%	17%
Telecommunications	22%	22%	33%	5%	2%	17%
Cannabis	20%	19%	22%	13%	15%	10%
Food and beverage	20%	31%	32%	4%	4%	10%
Grocery	19%	26%	36%	5%	4%	11%
Internet services	19%	23%	36%	5%	4%	14%
Taxis and ride sharing	18%	28%	33%	4%	1%	16%
Higher education	17%	23%	32%	8%	8%	11%
Professional sports	17%	22%	35%	4%	3%	18%
Trucking	16%	27%	30%	4%	2%	20%
Hospitality and tourism	16%	16%	43%	6%	3%	16%
Cosmetics and beauty	15%	25%	38%	3%	4%	14%
Beer, wine, and liquor	15%	15%	47%	9%	2%	12%
Entertainment	15%	19%	40%	7%	5%	14%
Consumer electronics	15%	22%	44%	4%	2%	14%
Agriculture	14%	19%	37%	10%	5%	14%
Manufacturing	14%	23%	35%	8%	4%	16%
Automotive	14%	20%	42%	6%	4%	13%
Dairy	14%	19%	44%	5%	4%	15%

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Construction	13%	24%	38%	6%	3%	16%
Restaurant	12%	19%	47%	7%	3%	12%
Retail	12%	18%	45%	6%	4%	15%
Fashion	10%	10%	51%	7%	5%	17%
Railroad	10%	19%	43%	5%	2%	21%

**2. As far as you know, do most Democratic politicians want to increase, decrease, or not change... ?**

	Increase	Decrease	Not change	Not sure
The minimum wage	70%	5%	11%	14%
Taxes on the wealthy	70%	9%	7%	14%
Taxes on corporations	65%	9%	10%	16%
Worker protections	55%	10%	13%	22%
Government regulation	47%	12%	15%	26%
Government spending	45%	25%	11%	19%
Taxes on the middle class	31%	37%	16%	17%
Tariffs on foreign imports	9%	57%	14%	21%

**3. As far as you know, does Donald Trump want to increase, decrease, or not change... ?**

	Increase	Decrease	Not change	Not sure
Tariffs on foreign imports	80%	5%	5%	10%
Government spending	40%	38%	6%	16%
Taxes on the middle class	38%	32%	14%	16%
Government regulation	24%	48%	9%	19%
Worker protections	19%	41%	18%	22%
The minimum wage	19%	20%	40%	21%
Taxes on corporations	16%	54%	13%	17%
Taxes on the wealthy	14%	57%	16%	13%

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March 17 - 20, 2026 - 1,116 U.S. adult citizens



<b>Interviewing Dates</b>	March 17 - 20, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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, 33% Republican). The weights range from 0.052 to 5.112, with a mean of one and a standard deviation of 0.913.
<b>Number of respondents</b>	1,116
<b>Margin of error</b>	± 4 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	73 questions not reported.

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1A. Industry Regulation — Artificial intelligence (AI)

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	59%	61%	58%	59%	54%	56%	70%	62%	*	57%	57%	64%
Be somewhat more regulated	20%	22%	17%	16%	15%	25%	20%	20%	*	19%	19%	21%
Have no change in regulation	8%	8%	8%	10%	9%	7%	5%	8%	*	9%	9%	6%
Be somewhat less regulated	3%	1%	5%	3%	7%	2%	2%	2%	*	5%	3%	4%
Be much less regulated	2%	3%	1%	4%	2%	2%	1%	2%	*	0%	3%	0%
Not sure	8%	4%	11%	7%	12%	8%	3%	7%	*	10%	9%	6%
Totals	100%	99%	100%	99%	99%	100%	101%	101%	*	100%	100%	101%
Unweighted N	(683)	(329)	(354)	(174)	(184)	(198)	(127)	(449)	(83)	(105)	(434)	(249)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	59%	69%	55%	57%	72%	51%	63%	61%	54%	47%	66%	61%	58%
Be somewhat more regulated	20%	17%	21%	20%	19%	27%	15%	23%	24%	26%	15%	18%	22%
Have no change in regulation	8%	6%	9%	9%	4%	12%	7%	7%	9%	9%	5%	8%	9%
Be somewhat less regulated	3%	3%	2%	6%	1%	3%	3%	2%	5%	7%	2%	4%	1%
Be much less regulated	2%	0%	4%	1%	0%	1%	3%	0%	1%	0%	2%	3%	1%
Not sure	8%	5%	10%	7%	4%	7%	8%	7%	7%	11%	9%	5%	9%
Totals	100%	100%	101%	100%	100%	101%	99%	100%	100%	100%	99%	99%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(683)	(216)	(296)	(171)	(285)	(207)	(274)	(185)	(156)	(110)	(134)	(284)	(155)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1B. Industry Regulation — Cryptocurrency

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	44%	52%	37%	36%	38%	40%	66%	45%	*	41%	37%	59%
Be somewhat more regulated	16%	17%	15%	16%	21%	15%	11%	14%	*	27%	17%	15%
Have no change in regulation	12%	12%	13%	12%	15%	14%	8%	13%	*	10%	15%	8%
Be somewhat less regulated	3%	3%	3%	5%	5%	2%	0%	2%	*	5%	4%	1%
Be much less regulated	4%	4%	4%	8%	7%	3%	0%	4%	*	1%	5%	4%
Not sure	20%	12%	28%	24%	14%	25%	15%	22%	*	16%	23%	13%
Totals	99%	100%	100%	101%	100%	99%	100%	100%	*	100%	101%	100%
Unweighted N	(652)	(307)	(345)	(175)	(178)	(181)	(118)	(414)	(91)	(104)	(435)	(217)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	44%	57%	43%	35%	64%	35%	38%	51%	54%	42%	46%	40%	51%
Be somewhat more regulated	16%	16%	12%	23%	15%	21%	13%	25%	14%	8%	20%	16%	18%
Have no change in regulation	12%	9%	15%	13%	7%	15%	16%	8%	11%	16%	9%	14%	11%
Be somewhat less regulated	3%	1%	4%	4%	1%	4%	4%	1%	3%	2%	3%	3%	3%
Be much less regulated	4%	1%	7%	3%	1%	4%	6%	1%	4%	10%	4%	3%	2%
Not sure	20%	16%	20%	23%	11%	21%	23%	13%	15%	21%	18%	24%	15%
Totals	99%	100%	101%	101%	99%	100%	100%	99%	101%	99%	100%	100%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(652)	(208)	(267)	(177)	(259)	(206)	(253)	(194)	(138)	(114)	(144)	(245)	(149)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1C. Industry Regulation — Health insurance

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	43%	43%	43%	46%	33%	44%	49%	42%	*	47%	41%	46%
Be somewhat more regulated	22%	24%	19%	13%	24%	23%	24%	21%	*	16%	22%	21%
Have no change in regulation	14%	17%	11%	18%	16%	11%	10%	14%	*	15%	14%	12%
Be somewhat less regulated	8%	6%	9%	5%	8%	9%	8%	9%	*	7%	7%	9%
Be much less regulated	5%	4%	6%	2%	6%	7%	4%	5%	*	2%	5%	6%
Not sure	9%	6%	12%	16%	13%	5%	5%	8%	*	14%	11%	5%
Totals	101%	100%	100%	100%	100%	99%	100%	99%	*	101%	100%	99%
Unweighted N	(646)	(307)	(339)	(167)	(164)	(197)	(118)	(403)	(94)	(104)	(422)	(224)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	43%	59%	39%	31%	56%	26%	41%	43%	51%	41%	54%	35%	44%
Be somewhat more regulated	22%	17%	22%	26%	24%	30%	18%	24%	26%	21%	22%	21%	22%
Have no change in regulation	14%	10%	14%	16%	8%	16%	15%	15%	8%	13%	7%	18%	14%
Be somewhat less regulated	8%	6%	5%	14%	4%	13%	10%	5%	7%	8%	6%	9%	8%
Be much less regulated	5%	4%	5%	8%	3%	10%	5%	7%	3%	6%	2%	5%	7%
Not sure	9%	5%	15%	6%	6%	5%	11%	5%	5%	10%	9%	11%	6%
Totals	101%	101%	100%	101%	101%	100%	100%	99%	100%	99%	100%	99%	101%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(646)	(210)	(256)	(180)	(266)	(208)	(248)	(202)	(139)	(112)	(131)	(260)	(143)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1D. Industry Regulation — Pornography

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	41%	30%	50%	33%	36%	43%	50%	42%	*	45%	42%	39%
Be somewhat more regulated	14%	14%	13%	21%	8%	12%	14%	13%	*	13%	12%	17%
Have no change in regulation	22%	32%	14%	19%	19%	25%	25%	24%	*	21%	22%	23%
Be somewhat less regulated	5%	7%	3%	5%	7%	5%	1%	6%	*	3%	3%	7%
Be much less regulated	8%	14%	3%	12%	10%	7%	1%	5%	*	10%	10%	4%
Not sure	11%	4%	17%	10%	20%	8%	8%	10%	*	8%	12%	10%
Totals	101%	101%	100%	100%	100%	100%	99%	100%	*	100%	101%	100%
Unweighted N	(680)	(312)	(368)	(181)	(181)	(196)	(122)	(442)	(91)	(103)	(448)	(232)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	41%	32%	38%	52%	36%	50%	42%	46%	35%	29%	39%	42%	48%
Be somewhat more regulated	14%	16%	9%	17%	18%	15%	10%	15%	15%	15%	13%	14%	12%
Have no change in regulation	22%	24%	25%	16%	23%	21%	23%	22%	26%	22%	25%	23%	19%
Be somewhat less regulated	5%	4%	4%	6%	4%	6%	3%	7%	7%	6%	2%	5%	6%
Be much less regulated	8%	10%	9%	4%	7%	3%	9%	5%	6%	7%	10%	6%	8%
Not sure	11%	13%	15%	5%	11%	5%	13%	6%	10%	21%	11%	10%	8%
Totals	101%	99%	100%	100%	99%	100%	100%	101%	99%	100%	100%	100%	101%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(680)	(208)	(272)	(200)	(274)	(232)	(262)	(196)	(153)	(107)	(140)	(276)	(157)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1E. Industry Regulation — Firearms

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	40%	36%	44%	47%	45%	31%	45%	37%	*	51%	36%	48%
Be somewhat more regulated	17%	17%	17%	20%	18%	18%	11%	17%	*	15%	18%	17%
Have no change in regulation	20%	18%	23%	13%	14%	28%	22%	26%	*	9%	22%	17%
Be somewhat less regulated	6%	10%	3%	6%	3%	6%	10%	7%	*	9%	7%	5%
Be much less regulated	8%	12%	4%	2%	9%	9%	8%	7%	*	6%	6%	9%
Not sure	8%	8%	9%	11%	11%	8%	4%	5%	*	11%	10%	4%
Totals	99%	101%	100%	99%	100%	100%	100%	99%	*	101%	99%	100%
Unweighted N	(650)	(313)	(337)	(179)	(159)	(194)	(118)	(428)	(79)	(102)	(418)	(232)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	40%	66%	37%	19%	69%	18%	41%	39%	44%	30%	43%	42%	42%
Be somewhat more regulated	17%	15%	17%	19%	19%	18%	13%	23%	16%	17%	14%	19%	18%
Have no change in regulation	20%	11%	21%	28%	8%	29%	23%	19%	17%	28%	25%	15%	18%
Be somewhat less regulated	6%	1%	4%	14%	1%	13%	6%	7%	7%	4%	7%	10%	2%
Be much less regulated	8%	1%	7%	15%	1%	15%	8%	8%	9%	5%	7%	6%	12%
Not sure	8%	5%	13%	6%	3%	6%	8%	5%	6%	16%	3%	8%	8%
Totals	99%	99%	99%	101%	101%	99%	99%	101%	99%	100%	99%	100%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(650)	(208)	(267)	(175)	(268)	(219)	(252)	(178)	(156)	(117)	(130)	(260)	(143)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1F. Industry Regulation — Social media

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	37%	38%	37%	34%	33%	39%	43%	38%	*	*	36%	40%
Be somewhat more regulated	32%	32%	31%	34%	26%	32%	35%	30%	*	*	30%	34%
Have no change in regulation	17%	20%	15%	18%	17%	18%	17%	19%	*	*	20%	13%
Be somewhat less regulated	2%	2%	2%	3%	3%	2%	1%	2%	*	*	2%	2%
Be much less regulated	3%	2%	4%	3%	5%	2%	2%	3%	*	*	3%	2%
Not sure	9%	6%	11%	8%	16%	8%	3%	8%	*	*	8%	9%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	*	*	99%	100%
Unweighted N	(695)	(337)	(358)	(166)	(196)	(195)	(138)	(471)	(85)	(91)	(454)	(241)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	37%	44%	35%	35%	45%	28%	40%	35%	40%	35%	33%	40%	40%
Be somewhat more regulated	32%	32%	36%	26%	34%	33%	23%	40%	33%	29%	36%	28%	35%
Have no change in regulation	17%	10%	15%	26%	12%	27%	21%	14%	17%	21%	20%	17%	12%
Be somewhat less regulated	2%	2%	1%	3%	1%	4%	2%	3%	2%	0%	2%	2%	4%
Be much less regulated	3%	4%	1%	5%	1%	3%	6%	0%	1%	3%	2%	4%	2%
Not sure	9%	9%	11%	6%	7%	6%	9%	9%	7%	11%	8%	9%	7%
Totals	100%	101%	99%	101%	100%	101%	101%	101%	100%	99%	101%	100%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(695)	(206)	(294)	(195)	(271)	(234)	(274)	(198)	(157)	(119)	(150)	(278)	(148)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1G. Industry Regulation — Pharmaceutical

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	37%	34%	40%	24%	32%	43%	45%	38%	*	36%	37%	36%
Be somewhat more regulated	28%	32%	25%	35%	29%	22%	30%	29%	*	28%	24%	36%
Have no change in regulation	19%	22%	15%	19%	23%	17%	15%	18%	*	16%	18%	20%
Be somewhat less regulated	4%	5%	3%	4%	1%	6%	4%	5%	*	5%	5%	2%
Be much less regulated	2%	2%	3%	3%	0%	5%	1%	1%	*	2%	2%	3%
Not sure	10%	5%	14%	16%	15%	7%	4%	10%	*	13%	13%	4%
Totals	100%	100%	100%	101%	100%	100%	99%	101%	*	100%	99%	101%
Unweighted N	(665)	(322)	(343)	(171)	(167)	(194)	(133)	(426)	(90)	(103)	(436)	(229)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	37%	40%	35%	37%	45%	33%	42%	37%	32%	38%	33%	37%	40%
Be somewhat more regulated	28%	30%	27%	28%	32%	30%	21%	32%	34%	26%	33%	22%	34%
Have no change in regulation	19%	22%	14%	22%	15%	23%	17%	18%	22%	10%	16%	25%	16%
Be somewhat less regulated	4%	4%	5%	4%	2%	3%	7%	2%	4%	5%	7%	3%	3%
Be much less regulated	2%	0%	4%	2%	1%	4%	3%	1%	3%	3%	2%	2%	3%
Not sure	10%	4%	15%	7%	5%	7%	10%	11%	5%	18%	10%	10%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	99%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(665)	(209)	(279)	(177)	(270)	(216)	(249)	(212)	(138)	(114)	(133)	(269)	(149)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1H. Industry Regulation — Gambling

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	37%	37%	37%	33%	42%	30%	45%	35%	*	31%	33%	43%
Be somewhat more regulated	23%	25%	21%	29%	22%	22%	20%	22%	*	28%	24%	21%
Have no change in regulation	22%	21%	22%	12%	16%	32%	23%	26%	*	16%	21%	23%
Be somewhat less regulated	4%	3%	4%	4%	5%	1%	5%	4%	*	5%	4%	2%
Be much less regulated	4%	7%	1%	11%	1%	3%	1%	3%	*	8%	5%	1%
Not sure	11%	7%	14%	12%	13%	12%	6%	11%	*	12%	12%	9%
Totals	101%	100%	99%	101%	99%	100%	100%	101%	*	100%	99%	99%
Unweighted N	(668)	(300)	(368)	(179)	(172)	(198)	(119)	(437)	(85)	(110)	(441)	(227)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	37%	50%	32%	31%	44%	30%	33%	35%	45%	34%	32%	44%	32%
Be somewhat more regulated	23%	20%	24%	25%	24%	25%	22%	27%	25%	19%	27%	17%	31%
Have no change in regulation	22%	16%	23%	26%	19%	29%	23%	23%	22%	26%	23%	21%	19%
Be somewhat less regulated	4%	3%	3%	6%	3%	4%	2%	3%	5%	4%	4%	3%	4%
Be much less regulated	4%	3%	5%	4%	0%	4%	6%	1%	0%	5%	1%	5%	3%
Not sure	11%	9%	14%	9%	9%	8%	14%	11%	4%	11%	12%	10%	10%
Totals	101%	101%	101%	101%	99%	100%	100%	100%	101%	99%	99%	100%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(668)	(226)	(267)	(175)	(267)	(214)	(261)	(211)	(140)	(110)	(129)	(271)	(158)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 11. Industry Regulation — Tobacco

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	35%	38%	33%	31%	31%	34%	47%	33%	*	38%	33%	40%
Be somewhat more regulated	20%	19%	22%	23%	25%	16%	17%	19%	*	21%	20%	20%
Have no change in regulation	28%	29%	28%	26%	25%	34%	26%	33%	*	18%	28%	29%
Be somewhat less regulated	5%	4%	5%	4%	5%	7%	2%	5%	*	5%	5%	4%
Be much less regulated	4%	6%	1%	4%	3%	4%	3%	4%	*	2%	4%	3%
Not sure	8%	4%	12%	12%	10%	6%	5%	7%	*	16%	10%	4%
Totals	100%	100%	101%	100%	99%	101%	100%	101%	*	100%	100%	100%
Unweighted N	(655)	(315)	(340)	(177)	(190)	(174)	(114)	(415)	(90)	(107)	(428)	(227)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	35%	42%	34%	30%	48%	28%	31%	40%	45%	37%	40%	32%	35%
Be somewhat more regulated	20%	19%	20%	22%	19%	21%	20%	22%	19%	24%	18%	17%	24%
Have no change in regulation	28%	28%	26%	30%	22%	32%	28%	27%	23%	27%	22%	33%	26%
Be somewhat less regulated	5%	3%	5%	6%	4%	7%	5%	3%	7%	5%	5%	4%	4%
Be much less regulated	4%	2%	4%	5%	2%	6%	5%	2%	3%	0%	6%	5%	2%
Not sure	8%	6%	11%	7%	5%	6%	11%	7%	3%	7%	8%	8%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	99%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(655)	(217)	(267)	(171)	(279)	(203)	(249)	(206)	(138)	(113)	(126)	(264)	(152)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1J. Industry Regulation — Oil and gas

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	33%	32%	34%	31%	27%	33%	43%	33%	*	40%	35%	30%
Be somewhat more regulated	23%	24%	23%	32%	27%	19%	19%	22%	*	21%	19%	30%
Have no change in regulation	20%	25%	16%	21%	17%	22%	20%	23%	*	18%	22%	17%
Be somewhat less regulated	7%	9%	5%	1%	9%	10%	6%	7%	*	7%	5%	10%
Be much less regulated	5%	6%	3%	2%	3%	6%	6%	4%	*	3%	4%	5%
Not sure	12%	4%	18%	14%	17%	10%	6%	10%	*	12%	14%	8%
Totals	100%	100%	99%	101%	100%	100%	100%	99%	*	101%	99%	100%
Unweighted N	(647)	(314)	(333)	(158)	(181)	(181)	(127)	(417)	(80)	(101)	(412)	(235)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	33%	47%	30%	24%	47%	22%	37%	34%	28%	32%	35%	32%	35%
Be somewhat more regulated	23%	27%	27%	16%	31%	15%	20%	24%	26%	15%	28%	23%	26%
Have no change in regulation	20%	16%	18%	27%	9%	28%	16%	23%	25%	23%	13%	25%	18%
Be somewhat less regulated	7%	1%	6%	14%	1%	15%	9%	4%	10%	13%	8%	7%	3%
Be much less regulated	5%	1%	4%	9%	1%	11%	5%	3%	6%	0%	4%	5%	7%
Not sure	12%	8%	15%	10%	10%	9%	13%	12%	5%	18%	12%	9%	11%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	101%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(647)	(209)	(263)	(175)	(268)	(204)	(247)	(201)	(140)	(127)	(122)	(248)	(150)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1K. Industry Regulation — Health care

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	33%	30%	35%	41%	25%	36%	28%	30%	*	*	33%	32%
Be somewhat more regulated	26%	28%	24%	20%	30%	25%	29%	25%	*	*	26%	26%
Have no change in regulation	17%	21%	12%	15%	14%	17%	21%	19%	*	*	15%	19%
Be somewhat less regulated	7%	8%	7%	4%	7%	9%	9%	8%	*	*	7%	8%
Be much less regulated	4%	4%	4%	5%	4%	3%	5%	4%	*	*	4%	4%
Not sure	13%	8%	18%	16%	20%	10%	9%	13%	*	*	15%	11%
Totals	100%	99%	100%	101%	100%	100%	101%	99%	*	*	100%	100%
Unweighted N	(675)	(328)	(347)	(177)	(172)	(194)	(132)	(447)	(83)	(97)	(432)	(243)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	33%	41%	33%	24%	42%	24%	30%	33%	37%	25%	34%	31%	40%
Be somewhat more regulated	26%	26%	27%	24%	23%	27%	23%	28%	27%	32%	26%	21%	29%
Have no change in regulation	17%	15%	14%	22%	17%	20%	20%	16%	16%	14%	21%	21%	8%
Be somewhat less regulated	7%	5%	7%	11%	7%	11%	8%	8%	7%	5%	4%	9%	10%
Be much less regulated	4%	2%	3%	7%	2%	8%	5%	4%	2%	6%	4%	4%	3%
Not sure	13%	12%	15%	12%	10%	10%	13%	10%	11%	19%	11%	14%	11%
Totals	100%	101%	99%	100%	101%	100%	99%	99%	100%	101%	100%	100%	101%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(675)	(210)	(292)	(173)	(279)	(222)	(247)	(204)	(154)	(121)	(140)	(262)	(152)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1L. Industry Regulation — Utilities

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	30%	29%	31%	24%	28%	34%	31%	29%	*	29%	31%	28%
Be somewhat more regulated	24%	25%	22%	22%	30%	15%	30%	26%	*	22%	20%	31%
Have no change in regulation	25%	29%	21%	30%	17%	27%	24%	25%	*	23%	24%	25%
Be somewhat less regulated	5%	4%	6%	4%	5%	7%	5%	4%	*	4%	6%	3%
Be much less regulated	4%	5%	2%	2%	4%	5%	4%	4%	*	3%	4%	4%
Not sure	13%	8%	18%	19%	16%	12%	6%	12%	*	19%	15%	9%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(654)	(314)	(340)	(162)	(171)	(192)	(129)	(422)	(85)	(106)	(435)	(219)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	30%	34%	28%	28%	38%	21%	31%	30%	27%	26%	30%	31%	30%
Be somewhat more regulated	24%	24%	23%	23%	30%	26%	18%	27%	28%	21%	20%	24%	27%
Have no change in regulation	25%	22%	25%	28%	19%	30%	24%	22%	31%	29%	22%	25%	24%
Be somewhat less regulated	5%	1%	6%	8%	2%	6%	7%	4%	3%	5%	8%	5%	3%
Be much less regulated	4%	4%	2%	5%	2%	7%	4%	3%	4%	1%	8%	2%	4%
Not sure	13%	14%	16%	8%	9%	11%	16%	14%	7%	18%	11%	14%	11%
Totals	101%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(654)	(197)	(283)	(174)	(261)	(213)	(266)	(179)	(138)	(107)	(125)	(274)	(148)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1M. Industry Regulation — News media

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	28%	28%	28%	27%	19%	34%	29%	28%	*	27%	33%	18%
Be somewhat more regulated	18%	19%	18%	22%	24%	14%	16%	18%	*	19%	17%	21%
Have no change in regulation	26%	27%	25%	28%	24%	25%	29%	29%	*	20%	23%	32%
Be somewhat less regulated	7%	6%	7%	6%	6%	6%	9%	6%	*	15%	7%	6%
Be much less regulated	8%	8%	7%	4%	6%	12%	5%	8%	*	5%	6%	11%
Not sure	14%	11%	16%	13%	21%	9%	12%	11%	*	15%	14%	12%
Totals	101%	99%	101%	100%	100%	100%	100%	100%	*	101%	100%	100%
Unweighted N	(649)	(311)	(338)	(164)	(175)	(194)	(116)	(414)	(86)	(107)	(434)	(215)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	28%	20%	27%	36%	19%	31%	35%	21%	23%	24%	21%	26%	37%
Be somewhat more regulated	18%	18%	15%	24%	17%	24%	14%	21%	21%	17%	24%	18%	16%
Have no change in regulation	26%	27%	26%	24%	26%	26%	23%	31%	28%	28%	24%	32%	17%
Be somewhat less regulated	7%	10%	6%	4%	13%	6%	8%	5%	8%	6%	6%	5%	10%
Be much less regulated	8%	12%	8%	3%	13%	3%	8%	8%	9%	8%	11%	7%	5%
Not sure	14%	12%	17%	9%	12%	10%	12%	13%	10%	16%	13%	12%	14%
Totals	101%	99%	99%	100%	100%	100%	100%	99%	99%	99%	99%	100%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(649)	(204)	(271)	(174)	(255)	(221)	(259)	(179)	(145)	(126)	(132)	(235)	(156)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1N. Industry Regulation — Banking and finance

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	27%	29%	26%	20%	28%	30%	28%	25%	*	*	26%	30%
Be somewhat more regulated	27%	26%	27%	23%	23%	25%	35%	27%	*	*	26%	28%
Have no change in regulation	28%	30%	25%	37%	25%	28%	24%	29%	*	*	28%	28%
Be somewhat less regulated	4%	7%	2%	1%	5%	6%	4%	5%	*	*	4%	5%
Be much less regulated	1%	1%	1%	1%	0%	1%	0%	1%	*	*	0%	2%
Not sure	13%	7%	18%	18%	18%	10%	8%	12%	*	*	15%	8%
Totals	100%	100%	99%	100%	99%	100%	99%	99%	*	*	99%	101%
Unweighted N	(673)	(324)	(349)	(174)	(181)	(192)	(126)	(450)	(79)	(99)	(445)	(228)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	27%	36%	27%	21%	39%	15%	26%	31%	23%	21%	26%	26%	36%
Be somewhat more regulated	27%	34%	23%	26%	35%	28%	25%	27%	33%	29%	24%	28%	26%
Have no change in regulation	28%	18%	30%	34%	18%	35%	27%	26%	31%	29%	33%	32%	17%
Be somewhat less regulated	4%	4%	3%	7%	1%	8%	7%	3%	3%	1%	7%	3%	6%
Be much less regulated	1%	1%	0%	2%	0%	1%	1%	1%	0%	0%	2%	0%	1%
Not sure	13%	9%	18%	11%	7%	13%	14%	12%	9%	20%	9%	12%	14%
Totals	100%	102%	101%	101%	100%	100%	100%	100%	99%	100%	101%	101%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(673)	(217)	(269)	(187)	(271)	(219)	(254)	(201)	(157)	(128)	(131)	(253)	(161)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 10. Industry Regulation — Airlines

Overall, do you think the following industry should...?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	27%	26%	28%	30%	27%	30%	21%	25%	*	34%	30%	22%
Be somewhat more regulated	25%	23%	28%	11%	33%	24%	32%	25%	*	17%	21%	34%
Have no change in regulation	30%	37%	24%	34%	24%	29%	35%	34%	*	22%	29%	33%
Be somewhat less regulated	4%	5%	3%	3%	4%	4%	4%	3%	*	10%	4%	4%
Be much less regulated	2%	4%	0%	1%	2%	3%	1%	2%	*	0%	2%	1%
Not sure	12%	6%	16%	23%	11%	9%	7%	10%	*	18%	15%	6%
Totals	100%	101%	99%	102%	101%	99%	100%	99%	*	101%	101%	100%
Unweighted N	(663)	(321)	(342)	(171)	(169)	(185)	(138)	(444)	(75)	(103)	(423)	(240)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	27%	29%	28%	23%	37%	18%	33%	27%	23%	17%	32%	22%	35%
Be somewhat more regulated	25%	29%	21%	27%	30%	27%	23%	30%	24%	34%	20%	29%	18%
Have no change in regulation	30%	26%	32%	32%	23%	37%	22%	31%	43%	26%	33%	29%	33%
Be somewhat less regulated	4%	2%	3%	7%	2%	8%	4%	4%	4%	4%	2%	3%	7%
Be much less regulated	2%	3%	1%	2%	0%	3%	4%	0%	0%	0%	4%	2%	2%
Not sure	12%	11%	15%	8%	8%	8%	15%	8%	6%	19%	8%	15%	5%
Totals	100%	100%	100%	99%	100%	101%	101%	100%	100%	100%	99%	100%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(663)	(203)	(274)	(186)	(262)	(229)	(253)	(187)	(157)	(117)	(127)	(258)	(161)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1P. Industry Regulation — Mining and natural resources

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	27%	27%	26%	30%	24%	26%	27%	25%	*	38%	27%	26%
Be somewhat more regulated	27%	27%	28%	28%	27%	29%	24%	27%	*	24%	28%	26%
Have no change in regulation	20%	25%	16%	21%	19%	22%	18%	20%	*	24%	19%	22%
Be somewhat less regulated	7%	9%	6%	2%	9%	7%	10%	8%	*	7%	8%	7%
Be much less regulated	3%	4%	3%	1%	5%	3%	3%	3%	*	0%	2%	6%
Not sure	15%	9%	21%	17%	16%	12%	17%	17%	*	6%	16%	14%
Totals	99%	101%	100%	99%	100%	99%	99%	100%	*	99%	100%	101%
Unweighted N	(662)	(310)	(352)	(174)	(172)	(187)	(129)	(425)	(81)	(110)	(422)	(240)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	27%	38%	30%	13%	41%	11%	30%	27%	24%	24%	30%	21%	34%
Be somewhat more regulated	27%	28%	24%	31%	30%	27%	26%	32%	27%	28%	30%	27%	25%
Have no change in regulation	20%	16%	17%	28%	11%	28%	19%	20%	19%	19%	15%	24%	19%
Be somewhat less regulated	7%	3%	6%	14%	2%	17%	7%	6%	10%	8%	6%	8%	9%
Be much less regulated	3%	1%	3%	5%	1%	6%	4%	2%	5%	7%	3%	3%	1%
Not sure	15%	14%	20%	9%	14%	11%	14%	13%	15%	15%	16%	17%	12%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(662)	(203)	(277)	(182)	(279)	(208)	(247)	(206)	(146)	(119)	(128)	(271)	(144)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1Q. Industry Regulation — Technology

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	24%	20%	28%	29%	20%	23%	25%	27%	*	21%	23%	26%
Be somewhat more regulated	29%	28%	30%	33%	26%	24%	36%	29%	*	27%	29%	30%
Have no change in regulation	27%	34%	20%	28%	24%	31%	22%	26%	*	25%	26%	28%
Be somewhat less regulated	4%	5%	2%	3%	6%	2%	4%	3%	*	10%	3%	4%
Be much less regulated	4%	5%	3%	2%	4%	6%	2%	4%	*	3%	4%	3%
Not sure	13%	7%	17%	5%	19%	15%	10%	10%	*	14%	15%	9%
Totals	101%	99%	100%	100%	99%	101%	99%	99%	*	100%	100%	100%
Unweighted N	(659)	(313)	(346)	(182)	(181)	(177)	(119)	(419)	(83)	(112)	(427)	(232)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	24%	33%	23%	19%	34%	17%	26%	23%	30%	17%	31%	26%	21%
Be somewhat more regulated	29%	27%	33%	26%	33%	28%	29%	31%	30%	36%	25%	28%	30%
Have no change in regulation	27%	26%	26%	29%	21%	30%	25%	25%	24%	25%	22%	28%	29%
Be somewhat less regulated	4%	2%	2%	7%	2%	6%	6%	1%	4%	5%	3%	3%	3%
Be much less regulated	4%	1%	3%	8%	1%	6%	3%	5%	3%	0%	3%	5%	5%
Not sure	13%	11%	14%	12%	10%	12%	11%	15%	9%	17%	16%	10%	12%
Totals	101%	100%	101%	101%	101%	99%	100%	100%	100%	100%	100%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(659)	(196)	(278)	(185)	(268)	(215)	(248)	(197)	(145)	(114)	(123)	(265)	(157)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1R. Industry Regulation — Advertising

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	24%	24%	24%	31%	20%	23%	21%	22%	*	*	22%	26%
Be somewhat more regulated	30%	31%	29%	30%	30%	25%	37%	32%	*	*	27%	36%
Have no change in regulation	29%	30%	27%	19%	26%	36%	30%	28%	*	*	32%	24%
Be somewhat less regulated	3%	4%	1%	2%	6%	2%	1%	3%	*	*	2%	4%
Be much less regulated	2%	2%	1%	1%	2%	3%	0%	2%	*	*	1%	3%
Not sure	13%	9%	17%	17%	16%	10%	11%	12%	*	*	16%	8%
Totals	101%	100%	99%	100%	100%	99%	100%	99%	*	*	100%	101%
Unweighted N	(655)	(314)	(341)	(184)	(169)	(188)	(114)	(430)	(89)	(98)	(425)	(230)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	24%	34%	19%	22%	31%	19%	27%	24%	21%	20%	27%	21%	28%
Be somewhat more regulated	30%	29%	31%	29%	29%	28%	24%	32%	38%	31%	31%	24%	36%
Have no change in regulation	29%	28%	28%	30%	27%	34%	30%	29%	30%	25%	33%	34%	18%
Be somewhat less regulated	3%	1%	1%	6%	3%	4%	1%	4%	4%	2%	2%	2%	5%
Be much less regulated	2%	0%	1%	3%	1%	3%	3%	2%	0%	2%	2%	1%	2%
Not sure	13%	7%	20%	9%	9%	11%	15%	9%	7%	19%	6%	17%	10%
Totals	101%	99%	100%	99%	100%	99%	100%	100%	100%	99%	101%	99%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(655)	(202)	(273)	(180)	(261)	(216)	(249)	(212)	(137)	(123)	(131)	(251)	(150)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1S. Industry Regulation — Real estate

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	23%	24%	22%	26%	31%	20%	16%	22%	*	23%	24%	21%
Be somewhat more regulated	21%	22%	20%	22%	22%	21%	17%	18%	*	28%	20%	22%
Have no change in regulation	29%	29%	29%	24%	22%	34%	34%	32%	*	26%	27%	33%
Be somewhat less regulated	6%	7%	5%	5%	6%	7%	5%	7%	*	6%	5%	8%
Be much less regulated	4%	6%	2%	6%	1%	4%	5%	4%	*	2%	4%	3%
Not sure	17%	12%	22%	17%	17%	13%	23%	17%	*	16%	19%	13%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	*	101%	99%	100%
Unweighted N	(684)	(322)	(362)	(187)	(182)	(191)	(124)	(452)	(86)	(108)	(444)	(240)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	23%	32%	22%	17%	32%	15%	24%	22%	21%	16%	25%	18%	32%
Be somewhat more regulated	21%	22%	19%	22%	24%	18%	25%	20%	20%	20%	21%	23%	18%
Have no change in regulation	29%	25%	30%	32%	25%	36%	25%	31%	36%	28%	28%	31%	27%
Be somewhat less regulated	6%	4%	4%	10%	3%	12%	6%	6%	5%	5%	5%	5%	8%
Be much less regulated	4%	1%	4%	7%	1%	5%	4%	7%	2%	5%	1%	5%	4%
Not sure	17%	17%	21%	12%	14%	14%	16%	13%	16%	24%	20%	17%	11%
Totals	100%	101%	100%	100%	99%	100%	100%	99%	100%	98%	100%	99%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(684)	(208)	(297)	(179)	(279)	(214)	(263)	(208)	(150)	(127)	(142)	(252)	(163)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1T. Industry Regulation — Telecommunications

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	22%	20%	23%	23%	17%	19%	28%	21%	*	16%	24%	18%
Be somewhat more regulated	22%	24%	21%	21%	21%	22%	24%	22%	*	22%	20%	25%
Have no change in regulation	33%	40%	26%	27%	31%	37%	33%	34%	*	29%	31%	36%
Be somewhat less regulated	5%	5%	5%	4%	9%	5%	3%	4%	*	8%	6%	4%
Be much less regulated	2%	1%	2%	1%	2%	3%	1%	2%	*	1%	2%	1%
Not sure	17%	10%	23%	25%	21%	14%	11%	16%	*	24%	18%	15%
Totals	101%	100%	100%	101%	101%	100%	100%	99%	*	100%	101%	99%
Unweighted N	(667)	(320)	(347)	(175)	(180)	(188)	(124)	(435)	(81)	(110)	(436)	(231)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	22%	25%	22%	18%	23%	14%	31%	21%	13%	29%	18%	20%	23%
Be somewhat more regulated	22%	22%	20%	25%	26%	26%	14%	25%	30%	21%	19%	22%	26%
Have no change in regulation	33%	33%	30%	36%	30%	38%	29%	38%	38%	32%	39%	34%	25%
Be somewhat less regulated	5%	4%	6%	6%	2%	7%	7%	3%	6%	3%	5%	6%	5%
Be much less regulated	2%	0%	1%	4%	1%	4%	2%	1%	1%	0%	1%	1%	3%
Not sure	17%	17%	21%	11%	17%	11%	16%	12%	12%	15%	18%	17%	17%
Totals	101%	101%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(667)	(210)	(270)	(187)	(268)	(220)	(231)	(210)	(161)	(110)	(136)	(266)	(155)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1U. Industry Regulation — Cannabis

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	20%	19%	21%	14%	19%	21%	26%	19%	*	*	19%	22%
Be somewhat more regulated	19%	19%	18%	22%	21%	17%	15%	18%	*	*	19%	19%
Have no change in regulation	22%	26%	19%	24%	19%	25%	22%	21%	*	*	21%	25%
Be somewhat less regulated	13%	12%	15%	12%	17%	13%	10%	15%	*	*	12%	16%
Be much less regulated	15%	18%	13%	15%	16%	14%	15%	18%	*	*	18%	10%
Not sure	10%	6%	14%	12%	8%	10%	11%	10%	*	*	11%	8%
Totals	99%	100%	100%	99%	100%	100%	99%	101%	*	*	100%	100%
Unweighted N	(677)	(331)	(346)	(173)	(183)	(186)	(135)	(446)	(85)	(95)	(436)	(241)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	20%	15%	19%	27%	14%	32%	18%	23%	22%	23%	14%	20%	23%
Be somewhat more regulated	19%	12%	16%	28%	16%	25%	10%	25%	20%	15%	17%	18%	22%
Have no change in regulation	22%	28%	21%	19%	23%	19%	21%	21%	25%	21%	20%	22%	27%
Be somewhat less regulated	13%	16%	11%	14%	14%	10%	16%	13%	15%	20%	14%	14%	7%
Be much less regulated	15%	18%	20%	5%	21%	8%	20%	13%	14%	10%	24%	17%	8%
Not sure	10%	10%	12%	7%	11%	6%	15%	5%	3%	10%	10%	9%	12%
Totals	99%	99%	99%	100%	99%	100%	100%	100%	99%	99%	99%	100%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(677)	(213)	(286)	(178)	(274)	(217)	(231)	(211)	(156)	(119)	(136)	(261)	(161)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1V. Industry Regulation — Food and beverage

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	20%	20%	19%	27%	21%	19%	12%	19%	*	*	22%	15%
Be somewhat more regulated	31%	28%	33%	35%	28%	26%	37%	29%	*	*	27%	37%
Have no change in regulation	32%	36%	29%	23%	30%	34%	39%	36%	*	*	28%	39%
Be somewhat less regulated	4%	4%	4%	4%	6%	3%	3%	3%	*	*	5%	2%
Be much less regulated	4%	5%	3%	1%	4%	6%	2%	3%	*	*	5%	2%
Not sure	10%	8%	13%	10%	11%	12%	7%	11%	*	*	13%	6%
Totals	101%	101%	101%	100%	100%	100%	100%	101%	*	*	100%	101%
Unweighted N	(653)	(307)	(346)	(174)	(183)	(185)	(111)	(425)	(90)	(94)	(424)	(229)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	20%	18%	19%	21%	22%	17%	25%	15%	16%	22%	19%	19%	19%
Be somewhat more regulated	31%	43%	27%	25%	39%	26%	31%	31%	27%	26%	32%	28%	36%
Have no change in regulation	32%	27%	32%	36%	32%	37%	24%	36%	45%	32%	29%	36%	27%
Be somewhat less regulated	4%	2%	4%	6%	1%	6%	3%	6%	3%	6%	3%	2%	5%
Be much less regulated	4%	3%	4%	5%	1%	6%	6%	4%	1%	2%	7%	5%	1%
Not sure	10%	7%	15%	7%	5%	8%	11%	8%	8%	12%	9%	9%	11%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(653)	(198)	(271)	(184)	(251)	(224)	(255)	(180)	(155)	(124)	(127)	(249)	(153)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1W. Industry Regulation — Grocery

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	19%	16%	22%	16%	24%	18%	19%	16%	*	17%	21%	16%
Be somewhat more regulated	26%	26%	26%	26%	28%	23%	27%	25%	*	26%	24%	30%
Have no change in regulation	36%	40%	32%	37%	24%	41%	38%	40%	*	37%	34%	39%
Be somewhat less regulated	5%	6%	4%	5%	6%	4%	6%	5%	*	4%	5%	4%
Be much less regulated	4%	6%	3%	4%	3%	6%	1%	3%	*	4%	4%	3%
Not sure	11%	7%	14%	12%	15%	9%	8%	11%	*	12%	12%	8%
Totals	101%	101%	101%	100%	100%	101%	99%	100%	*	100%	100%	100%
Unweighted N	(681)	(318)	(363)	(185)	(176)	(190)	(130)	(444)	(86)	(110)	(447)	(234)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	19%	22%	19%	17%	19%	11%	22%	23%	9%	25%	16%	13%	27%
Be somewhat more regulated	26%	42%	20%	17%	35%	16%	25%	29%	26%	23%	29%	29%	19%
Have no change in regulation	36%	28%	35%	44%	35%	46%	33%	28%	46%	32%	40%	34%	37%
Be somewhat less regulated	5%	1%	6%	8%	2%	9%	5%	7%	2%	7%	2%	7%	3%
Be much less regulated	4%	0%	5%	5%	2%	6%	5%	4%	4%	2%	5%	4%	3%
Not sure	11%	7%	15%	9%	8%	12%	9%	9%	13%	11%	7%	13%	11%
Totals	101%	100%	100%	100%	101%	100%	99%	100%	100%	100%	99%	100%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(681)	(219)	(281)	(181)	(278)	(219)	(263)	(187)	(156)	(125)	(133)	(268)	(155)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1X. Industry Regulation — Internet services

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	19%	16%	22%	18%	13%	19%	28%	17%	*	20%	19%	18%
Be somewhat more regulated	23%	22%	23%	17%	25%	21%	26%	24%	*	23%	21%	26%
Have no change in regulation	36%	40%	32%	39%	37%	35%	36%	36%	*	31%	36%	37%
Be somewhat less regulated	5%	5%	4%	7%	4%	5%	2%	6%	*	4%	5%	3%
Be much less regulated	4%	7%	1%	2%	3%	8%	1%	5%	*	2%	4%	3%
Not sure	14%	10%	17%	18%	17%	12%	7%	13%	*	20%	14%	13%
Totals	101%	100%	99%	101%	99%	100%	100%	101%	*	100%	99%	100%
Unweighted N	(651)	(312)	(339)	(162)	(189)	(180)	(120)	(415)	(83)	(108)	(424)	(227)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	19%	28%	18%	13%	28%	14%	25%	16%	16%	19%	12%	21%	21%
Be somewhat more regulated	23%	25%	20%	23%	32%	25%	18%	31%	24%	28%	25%	20%	21%
Have no change in regulation	36%	29%	38%	40%	25%	39%	35%	33%	39%	28%	37%	41%	34%
Be somewhat less regulated	5%	1%	5%	7%	2%	4%	3%	5%	5%	2%	4%	4%	8%
Be much less regulated	4%	3%	3%	6%	1%	7%	6%	3%	3%	2%	7%	3%	4%
Not sure	14%	14%	15%	11%	11%	11%	13%	12%	13%	21%	15%	10%	13%
Totals	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	99%	101%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(651)	(194)	(272)	(185)	(252)	(212)	(262)	(186)	(134)	(108)	(133)	(259)	(151)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1Y. Industry Regulation — Taxis and ride sharing

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	18%	15%	21%	20%	17%	20%	16%	16%	*	*	20%	15%
Be somewhat more regulated	28%	30%	27%	27%	33%	28%	24%	28%	*	*	24%	36%
Have no change in regulation	33%	37%	29%	33%	27%	32%	40%	36%	*	*	31%	36%
Be somewhat less regulated	4%	4%	3%	2%	3%	4%	4%	4%	*	*	5%	1%
Be much less regulated	1%	3%	0%	1%	1%	2%	1%	2%	*	*	1%	2%
Not sure	16%	12%	20%	18%	18%	14%	15%	16%	*	*	19%	10%
Totals	100%	101%	100%	101%	99%	100%	100%	102%	*	*	100%	100%
Unweighted N	(666)	(315)	(351)	(167)	(191)	(185)	(123)	(453)	(74)	(99)	(428)	(238)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	18%	22%	19%	14%	21%	15%	16%	21%	21%	15%	21%	15%	23%
Be somewhat more regulated	28%	32%	22%	32%	33%	30%	29%	33%	21%	29%	22%	31%	29%
Have no change in regulation	33%	30%	36%	32%	29%	35%	31%	30%	43%	32%	38%	34%	25%
Be somewhat less regulated	4%	3%	3%	6%	3%	5%	4%	3%	5%	2%	3%	3%	7%
Be much less regulated	1%	0%	2%	2%	0%	3%	1%	2%	2%	0%	2%	2%	1%
Not sure	16%	13%	19%	15%	13%	12%	18%	12%	8%	22%	14%	15%	16%
Totals	100%	100%	101%	101%	99%	100%	99%	101%	100%	100%	100%	100%	101%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(666)	(221)	(279)	(166)	(288)	(202)	(249)	(210)	(146)	(121)	(141)	(261)	(143)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 12. Industry Regulation — Higher education

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	17%	17%	17%	18%	16%	16%	20%	16%	*	15%	20%	11%
Be somewhat more regulated	23%	21%	24%	26%	20%	23%	22%	22%	*	19%	23%	22%
Have no change in regulation	32%	37%	28%	35%	29%	31%	36%	36%	*	37%	34%	30%
Be somewhat less regulated	8%	8%	7%	5%	11%	8%	7%	9%	*	7%	7%	10%
Be much less regulated	8%	8%	9%	2%	12%	9%	9%	7%	*	8%	5%	14%
Not sure	11%	8%	14%	14%	11%	13%	7%	10%	*	14%	10%	13%
Totals	99%	99%	99%	100%	99%	100%	101%	100%	*	100%	99%	100%
Unweighted N	(655)	(303)	(352)	(168)	(186)	(180)	(121)	(425)	(88)	(108)	(420)	(235)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	17%	16%	18%	18%	14%	20%	17%	21%	17%	20%	15%	14%	22%
Be somewhat more regulated	23%	18%	22%	29%	19%	30%	17%	27%	24%	26%	19%	21%	27%
Have no change in regulation	32%	38%	29%	31%	35%	27%	35%	27%	38%	29%	35%	37%	25%
Be somewhat less regulated	8%	12%	5%	8%	9%	7%	12%	8%	3%	5%	10%	8%	8%
Be much less regulated	8%	5%	11%	8%	9%	6%	7%	7%	14%	7%	10%	9%	7%
Not sure	11%	10%	15%	6%	14%	10%	12%	11%	4%	13%	11%	11%	11%
Totals	99%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(655)	(225)	(268)	(162)	(275)	(198)	(244)	(195)	(146)	(119)	(118)	(266)	(152)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AA. Industry Regulation — Professional sports

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	17%	21%	14%	10%	20%	20%	16%	18%	*	13%	17%	17%
Be somewhat more regulated	22%	24%	21%	30%	18%	21%	23%	21%	*	29%	21%	25%
Have no change in regulation	35%	33%	36%	31%	35%	36%	37%	37%	*	29%	36%	34%
Be somewhat less regulated	4%	6%	3%	4%	6%	5%	2%	4%	*	10%	4%	4%
Be much less regulated	3%	4%	2%	2%	4%	2%	5%	3%	*	4%	2%	4%
Not sure	18%	11%	24%	23%	17%	17%	17%	17%	*	15%	20%	15%
Totals	99%	99%	100%	100%	100%	101%	100%	100%	*	100%	100%	99%
Unweighted N	(699)	(327)	(372)	(181)	(195)	(194)	(129)	(453)	(87)	(116)	(450)	(249)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	17%	19%	14%	20%	17%	17%	17%	17%	19%	19%	20%	13%	20%
Be somewhat more regulated	22%	17%	23%	26%	26%	24%	16%	30%	23%	20%	20%	22%	27%
Have no change in regulation	35%	43%	32%	32%	37%	35%	35%	35%	37%	35%	44%	38%	23%
Be somewhat less regulated	4%	2%	3%	8%	4%	7%	4%	5%	4%	3%	2%	4%	8%
Be much less regulated	3%	1%	4%	3%	0%	5%	3%	4%	4%	1%	3%	4%	3%
Not sure	18%	18%	23%	11%	16%	12%	26%	10%	13%	22%	11%	19%	20%
Totals	99%	100%	99%	100%	100%	100%	101%	101%	100%	100%	100%	100%	101%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(699)	(214)	(287)	(198)	(278)	(229)	(265)	(203)	(156)	(113)	(131)	(287)	(168)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AB. Industry Regulation — Trucking

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	16%	16%	16%	9%	16%	20%	17%	18%	*	16%	18%	14%
Be somewhat more regulated	27%	30%	24%	29%	25%	21%	34%	25%	*	34%	23%	34%
Have no change in regulation	30%	32%	28%	31%	25%	33%	30%	34%	*	16%	29%	31%
Be somewhat less regulated	4%	5%	4%	2%	6%	4%	5%	3%	*	10%	4%	4%
Be much less regulated	2%	5%	0%	5%	2%	3%	1%	2%	*	1%	3%	1%
Not sure	20%	12%	28%	25%	26%	18%	12%	18%	*	23%	22%	17%
Totals	99%	100%	100%	101%	100%	99%	99%	100%	*	100%	99%	101%
Unweighted N	(657)	(330)	(327)	(168)	(177)	(184)	(128)	(428)	(79)	(103)	(430)	(227)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	16%	12%	14%	23%	16%	20%	19%	17%	15%	16%	25%	12%	16%
Be somewhat more regulated	27%	32%	21%	30%	31%	30%	23%	29%	32%	20%	20%	28%	34%
Have no change in regulation	30%	35%	28%	28%	32%	29%	27%	32%	33%	22%	37%	31%	27%
Be somewhat less regulated	4%	1%	4%	7%	2%	7%	6%	3%	5%	8%	3%	4%	3%
Be much less regulated	2%	0%	4%	2%	0%	3%	5%	1%	1%	0%	1%	3%	4%
Not sure	20%	20%	28%	9%	18%	10%	20%	17%	15%	34%	14%	21%	15%
Totals	99%	100%	99%	99%	99%	99%	100%	99%	101%	100%	100%	99%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(657)	(193)	(281)	(183)	(267)	(218)	(238)	(211)	(153)	(108)	(123)	(270)	(156)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AC. Industry Regulation — Hospitality and tourism

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	16%	16%	16%	15%	13%	18%	16%	15%	*	15%	20%	8%
Be somewhat more regulated	16%	17%	15%	22%	19%	11%	15%	15%	*	25%	16%	17%
Have no change in regulation	43%	47%	39%	30%	40%	47%	50%	46%	*	33%	39%	49%
Be somewhat less regulated	6%	6%	7%	4%	6%	10%	3%	7%	*	8%	5%	8%
Be much less regulated	3%	4%	2%	2%	6%	2%	2%	3%	*	4%	4%	2%
Not sure	16%	11%	21%	27%	16%	12%	15%	16%	*	15%	17%	16%
Totals	100%	101%	100%	100%	100%	100%	101%	102%	*	100%	101%	100%
Unweighted N	(650)	(309)	(341)	(175)	(173)	(185)	(117)	(415)	(83)	(105)	(408)	(242)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	16%	22%	12%	14%	17%	9%	23%	14%	7%	10%	23%	9%	24%
Be somewhat more regulated	16%	19%	11%	20%	16%	19%	16%	19%	13%	18%	11%	20%	13%
Have no change in regulation	43%	37%	44%	46%	42%	49%	37%	42%	56%	46%	45%	46%	32%
Be somewhat less regulated	6%	5%	7%	6%	5%	7%	6%	5%	9%	3%	5%	6%	10%
Be much less regulated	3%	3%	2%	5%	1%	6%	4%	3%	2%	2%	4%	4%	2%
Not sure	16%	14%	24%	9%	19%	10%	14%	17%	13%	21%	12%	16%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(650)	(210)	(270)	(170)	(274)	(201)	(257)	(189)	(139)	(120)	(120)	(251)	(159)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AD. Industry Regulation — Cosmetics and beauty

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	15%	13%	18%	15%	16%	22%	7%	15%	*	18%	16%	15%
Be somewhat more regulated	25%	23%	27%	30%	35%	16%	23%	23%	*	23%	22%	30%
Have no change in regulation	38%	42%	35%	31%	28%	41%	53%	43%	*	31%	37%	41%
Be somewhat less regulated	3%	3%	4%	4%	7%	2%	1%	3%	*	5%	4%	3%
Be much less regulated	4%	5%	2%	3%	4%	5%	2%	2%	*	6%	4%	2%
Not sure	14%	14%	14%	18%	11%	14%	14%	13%	*	17%	17%	9%
Totals	99%	100%	100%	101%	101%	100%	100%	99%	*	100%	100%	100%
Unweighted N	(659)	(323)	(336)	(172)	(173)	(180)	(134)	(430)	(83)	(106)	(425)	(234)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	15%	15%	15%	17%	17%	10%	17%	19%	11%	12%	17%	16%	16%
Be somewhat more regulated	25%	35%	21%	22%	28%	21%	27%	24%	23%	22%	30%	22%	28%
Have no change in regulation	38%	35%	36%	44%	38%	48%	32%	35%	50%	46%	37%	37%	37%
Be somewhat less regulated	3%	3%	3%	3%	2%	4%	3%	3%	5%	2%	0%	5%	5%
Be much less regulated	4%	2%	5%	3%	3%	4%	5%	1%	2%	6%	3%	4%	2%
Not sure	14%	10%	20%	10%	11%	11%	15%	17%	9%	13%	13%	17%	13%
Totals	99%	100%	100%	99%	99%	98%	99%	99%	100%	101%	100%	101%	101%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(659)	(206)	(277)	(176)	(271)	(210)	(260)	(173)	(162)	(105)	(136)	(267)	(151)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AE. Industry Regulation — Beer, wine, and liquor

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	15%	15%	14%	16%	14%	16%	13%	15%	*	*	14%	15%
Be somewhat more regulated	15%	13%	16%	20%	20%	7%	16%	13%	*	*	13%	17%
Have no change in regulation	47%	50%	44%	42%	40%	49%	56%	50%	*	*	43%	54%
Be somewhat less regulated	9%	12%	7%	5%	9%	13%	7%	8%	*	*	11%	5%
Be much less regulated	2%	3%	2%	1%	4%	1%	3%	2%	*	*	2%	2%
Not sure	12%	7%	17%	16%	13%	14%	6%	12%	*	*	16%	6%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	*	*	99%	99%
Unweighted N	(643)	(297)	(346)	(170)	(158)	(188)	(127)	(423)	(81)	(99)	(417)	(226)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	15%	18%	13%	14%	17%	13%	19%	12%	12%	12%	22%	11%	16%
Be somewhat more regulated	15%	14%	13%	17%	14%	19%	12%	22%	9%	17%	12%	15%	15%
Have no change in regulation	47%	45%	47%	49%	53%	47%	40%	46%	62%	44%	46%	49%	48%
Be somewhat less regulated	9%	12%	7%	9%	7%	9%	11%	8%	12%	2%	13%	10%	9%
Be much less regulated	2%	2%	1%	4%	2%	2%	3%	2%	1%	3%	0%	2%	3%
Not sure	12%	9%	18%	7%	8%	9%	14%	9%	4%	24%	6%	13%	9%
Totals	100%	100%	99%	100%	101%	99%	99%	99%	100%	102%	99%	100%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(643)	(214)	(272)	(157)	(264)	(199)	(238)	(191)	(143)	(111)	(132)	(251)	(149)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AF. Industry Regulation — Entertainment

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	15%	15%	14%	16%	11%	19%	10%	14%	*	17%	16%	12%
Be somewhat more regulated	19%	20%	19%	29%	18%	14%	18%	18%	*	20%	21%	16%
Have no change in regulation	40%	42%	39%	33%	33%	43%	52%	44%	*	36%	38%	45%
Be somewhat less regulated	7%	9%	6%	8%	6%	9%	6%	8%	*	12%	7%	8%
Be much less regulated	5%	6%	3%	3%	9%	5%	2%	4%	*	5%	5%	4%
Not sure	14%	8%	19%	11%	23%	10%	13%	12%	*	10%	13%	15%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	*	100%	100%	100%
Unweighted N	(666)	(326)	(340)	(186)	(168)	(192)	(120)	(436)	(85)	(107)	(427)	(239)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	15%	10%	18%	15%	11%	14%	16%	19%	10%	7%	20%	13%	18%
Be somewhat more regulated	19%	17%	19%	21%	19%	17%	18%	22%	14%	22%	15%	18%	22%
Have no change in regulation	40%	45%	35%	43%	47%	46%	39%	36%	49%	36%	43%	45%	33%
Be somewhat less regulated	7%	11%	5%	7%	8%	7%	9%	8%	7%	7%	10%	7%	6%
Be much less regulated	5%	6%	4%	4%	4%	5%	5%	4%	4%	1%	4%	7%	5%
Not sure	14%	11%	19%	10%	11%	10%	13%	10%	17%	26%	9%	10%	16%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	101%	99%	101%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(666)	(214)	(264)	(188)	(275)	(225)	(254)	(184)	(151)	(123)	(141)	(258)	(144)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AG. Industry Regulation — Consumer electronics

Overall, do you think the following industry should...?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	15%	14%	16%	18%	15%	17%	6%	14%	*	*	14%	16%
Be somewhat more regulated	22%	20%	23%	29%	17%	17%	26%	19%	*	*	21%	22%
Have no change in regulation	44%	50%	38%	40%	41%	43%	52%	47%	*	*	44%	45%
Be somewhat less regulated	4%	4%	3%	2%	5%	4%	3%	5%	*	*	4%	3%
Be much less regulated	2%	3%	1%	2%	2%	4%	0%	3%	*	*	2%	2%
Not sure	14%	9%	19%	9%	19%	15%	12%	13%	*	*	16%	11%
Totals	101%	100%	100%	100%	99%	100%	99%	101%	*	*	101%	99%
Unweighted N	(661)	(314)	(347)	(162)	(181)	(194)	(124)	(434)	(90)	(97)	(433)	(228)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	15%	21%	14%	10%	18%	10%	21%	14%	10%	10%	14%	15%	17%
Be somewhat more regulated	22%	18%	24%	21%	26%	19%	21%	26%	14%	20%	22%	19%	26%
Have no change in regulation	44%	43%	44%	45%	37%	47%	41%	40%	55%	46%	45%	48%	36%
Be somewhat less regulated	4%	2%	2%	7%	2%	7%	5%	3%	2%	2%	3%	3%	5%
Be much less regulated	2%	1%	2%	4%	1%	4%	2%	2%	3%	2%	2%	2%	2%
Not sure	14%	15%	15%	12%	16%	13%	10%	15%	15%	20%	14%	12%	14%
Totals	101%	100%	101%	99%	100%	100%	100%	100%	99%	100%	100%	99%	100%

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**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(661)	(202)	(274)	(185)	(256)	(225)	(245)	(197)	(146)	(126)	(135)	(251)	(149)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AH. Industry Regulation — Agriculture

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	14%	17%	11%	19%	13%	19%	5%	11%	*	18%	14%	16%
Be somewhat more regulated	19%	18%	20%	18%	22%	20%	16%	20%	*	20%	17%	23%
Have no change in regulation	37%	39%	35%	42%	29%	34%	47%	39%	*	39%	36%	39%
Be somewhat less regulated	10%	9%	11%	3%	13%	10%	15%	11%	*	9%	11%	8%
Be much less regulated	5%	6%	4%	2%	4%	6%	7%	5%	*	2%	6%	3%
Not sure	14%	10%	18%	17%	19%	12%	10%	13%	*	12%	15%	12%
Totals	99%	99%	99%	101%	100%	101%	100%	99%	*	100%	99%	101%
Unweighted N	(657)	(309)	(348)	(167)	(178)	(189)	(123)	(421)	(80)	(108)	(431)	(226)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	21%	11%	12%	18%	12%	19%	15%	9%	15%	17%	10%	18%
Be somewhat more regulated	19%	22%	19%	18%	29%	15%	18%	25%	18%	11%	26%	19%	19%
Have no change in regulation	37%	37%	37%	38%	34%	39%	29%	40%	44%	31%	35%	39%	40%
Be somewhat less regulated	10%	4%	11%	16%	5%	17%	10%	8%	13%	14%	4%	11%	12%
Be much less regulated	5%	2%	4%	9%	0%	9%	8%	2%	4%	3%	7%	6%	2%
Not sure	14%	14%	19%	8%	14%	8%	15%	11%	12%	25%	11%	16%	8%
Totals	99%	100%	101%	101%	100%	100%	99%	101%	100%	99%	100%	101%	99%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(657)	(203)	(272)	(182)	(254)	(216)	(252)	(205)	(136)	(107)	(142)	(268)	(140)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1A1. Industry Regulation — Manufacturing

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	14%	13%	15%	11%	11%	19%	13%	15%	*	*	15%	13%
Be somewhat more regulated	23%	24%	22%	34%	22%	18%	20%	20%	*	*	24%	22%
Have no change in regulation	35%	37%	34%	25%	34%	40%	40%	40%	*	*	34%	38%
Be somewhat less regulated	8%	10%	5%	4%	9%	7%	11%	7%	*	*	7%	9%
Be much less regulated	4%	5%	3%	7%	4%	3%	3%	4%	*	*	4%	5%
Not sure	16%	11%	20%	19%	20%	12%	13%	14%	*	*	17%	14%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	*	*	101%	101%
Unweighted N	(662)	(315)	(347)	(178)	(174)	(183)	(127)	(445)	(79)	(86)	(417)	(245)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	21%	10%	13%	22%	11%	19%	17%	9%	11%	24%	12%	11%
Be somewhat more regulated	23%	24%	24%	22%	25%	17%	28%	23%	17%	18%	21%	25%	25%
Have no change in regulation	35%	32%	37%	36%	32%	41%	32%	35%	47%	37%	31%	37%	36%
Be somewhat less regulated	8%	2%	7%	13%	3%	13%	5%	6%	12%	12%	7%	8%	5%
Be much less regulated	4%	1%	5%	7%	1%	7%	4%	3%	6%	3%	6%	3%	6%
Not sure	16%	20%	17%	9%	18%	11%	12%	17%	9%	19%	12%	16%	17%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	101%	101%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(662)	(217)	(260)	(185)	(266)	(224)	(250)	(205)	(143)	(119)	(136)	(253)	(154)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AJ. Industry Regulation — Automotive

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	14%	13%	15%	13%	15%	14%	13%	14%	*	*	17%	9%
Be somewhat more regulated	20%	20%	20%	29%	21%	17%	16%	19%	*	*	19%	23%
Have no change in regulation	42%	44%	40%	33%	35%	44%	55%	43%	*	*	41%	45%
Be somewhat less regulated	6%	10%	2%	6%	7%	8%	4%	6%	*	*	6%	7%
Be much less regulated	4%	6%	2%	1%	5%	5%	4%	4%	*	*	4%	5%
Not sure	13%	7%	20%	19%	17%	11%	8%	12%	*	*	15%	11%
Totals	99%	100%	99%	101%	100%	99%	100%	98%	*	*	102%	100%
Unweighted N	(657)	(320)	(337)	(169)	(177)	(192)	(119)	(418)	(97)	(96)	(429)	(228)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	18%	15%	9%	20%	9%	20%	12%	8%	8%	18%	15%	13%
Be somewhat more regulated	20%	23%	19%	19%	24%	16%	18%	19%	29%	22%	21%	14%	28%
Have no change in regulation	42%	42%	38%	48%	38%	47%	33%	49%	51%	35%	45%	45%	38%
Be somewhat less regulated	6%	2%	5%	13%	2%	12%	9%	4%	5%	9%	6%	7%	4%
Be much less regulated	4%	3%	4%	6%	1%	8%	4%	5%	3%	4%	1%	5%	6%
Not sure	13%	12%	20%	5%	15%	7%	15%	11%	5%	22%	10%	13%	11%
Totals	99%	100%	101%	100%	100%	99%	99%	100%	101%	100%	101%	99%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(657)	(204)	(277)	(176)	(265)	(210)	(261)	(187)	(136)	(106)	(126)	(275)	(150)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AK. Industry Regulation — Dairy

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	14%	13%	14%	17%	13%	18%	5%	11%	*	22%	15%	12%
Be somewhat more regulated	19%	19%	19%	26%	28%	12%	12%	17%	*	22%	18%	21%
Have no change in regulation	44%	45%	43%	35%	37%	46%	56%	49%	*	27%	42%	48%
Be somewhat less regulated	5%	7%	3%	4%	4%	7%	3%	6%	*	2%	5%	4%
Be much less regulated	4%	6%	2%	1%	2%	5%	5%	4%	*	4%	4%	2%
Not sure	15%	10%	19%	16%	15%	12%	19%	14%	*	23%	16%	13%
Totals	101%	100%	100%	99%	99%	100%	100%	101%	*	100%	100%	100%
Unweighted N	(669)	(311)	(358)	(182)	(165)	(205)	(117)	(432)	(93)	(105)	(430)	(239)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	18%	11%	14%	21%	10%	16%	16%	10%	8%	16%	16%	12%
Be somewhat more regulated	19%	26%	19%	12%	21%	16%	15%	23%	14%	19%	18%	16%	24%
Have no change in regulation	44%	34%	45%	51%	40%	48%	41%	48%	47%	44%	41%	47%	41%
Be somewhat less regulated	5%	1%	5%	8%	1%	9%	7%	2%	6%	6%	6%	5%	3%
Be much less regulated	4%	0%	4%	7%	0%	8%	4%	2%	4%	3%	4%	4%	3%
Not sure	15%	20%	17%	8%	16%	10%	17%	9%	19%	20%	15%	12%	17%
Totals	101%	99%	101%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(669)	(207)	(284)	(178)	(265)	(215)	(250)	(196)	(158)	(132)	(136)	(261)	(140)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1A1. Industry Regulation — Construction

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	13%	12%	14%	16%	12%	12%	12%	10%	*	18%	12%	13%
Be somewhat more regulated	24%	21%	26%	15%	22%	27%	28%	23%	*	18%	23%	25%
Have no change in regulation	38%	43%	33%	46%	36%	34%	41%	40%	*	40%	38%	40%
Be somewhat less regulated	6%	7%	5%	2%	3%	8%	9%	8%	*	4%	6%	5%
Be much less regulated	3%	6%	1%	2%	6%	4%	1%	3%	*	4%	4%	3%
Not sure	16%	12%	21%	19%	21%	15%	10%	16%	*	15%	17%	14%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	*	99%	100%	100%
Unweighted N	(693)	(344)	(349)	(166)	(190)	(212)	(125)	(455)	(88)	(101)	(453)	(240)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	13%	17%	12%	10%	16%	10%	11%	18%	11%	14%	11%	13%	12%
Be somewhat more regulated	24%	24%	23%	24%	28%	20%	25%	23%	22%	21%	26%	22%	25%
Have no change in regulation	38%	39%	36%	41%	34%	43%	35%	37%	45%	35%	41%	36%	42%
Be somewhat less regulated	6%	2%	4%	12%	3%	9%	7%	5%	4%	8%	4%	6%	6%
Be much less regulated	3%	1%	2%	7%	1%	7%	5%	3%	3%	2%	3%	4%	3%
Not sure	16%	17%	22%	7%	17%	10%	17%	14%	14%	20%	14%	19%	12%
Totals	100%	100%	99%	101%	99%	99%	100%	100%	99%	100%	99%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(693)	(218)	(294)	(181)	(284)	(222)	(254)	(215)	(151)	(117)	(143)	(269)	(164)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AM. Industry Regulation — Restaurant

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	12%	11%	13%	16%	8%	15%	10%	10%	*	*	15%	7%
Be somewhat more regulated	19%	20%	18%	14%	26%	17%	18%	17%	*	*	17%	23%
Have no change in regulation	47%	53%	42%	39%	42%	53%	51%	51%	*	*	46%	50%
Be somewhat less regulated	7%	6%	9%	6%	9%	7%	7%	8%	*	*	8%	6%
Be much less regulated	3%	3%	2%	2%	3%	3%	2%	2%	*	*	2%	3%
Not sure	12%	7%	16%	22%	12%	6%	12%	12%	*	*	12%	12%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	*	*	100%	101%
Unweighted N	(640)	(308)	(332)	(161)	(177)	(184)	(118)	(432)	(90)	(80)	(409)	(231)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	12%	16%	12%	9%	15%	6%	12%	16%	11%	4%	19%	12%	13%
Be somewhat more regulated	19%	21%	18%	19%	24%	19%	17%	18%	17%	12%	17%	20%	23%
Have no change in regulation	47%	49%	43%	51%	47%	53%	47%	46%	55%	52%	49%	49%	40%
Be somewhat less regulated	7%	1%	9%	11%	2%	9%	8%	6%	7%	15%	5%	5%	7%
Be much less regulated	3%	1%	3%	4%	1%	6%	2%	2%	3%	1%	3%	1%	4%
Not sure	12%	13%	15%	7%	11%	7%	13%	11%	6%	15%	8%	12%	13%
Totals	100%	101%	100%	101%	100%	100%	99%	99%	99%	99%	101%	99%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(640)	(205)	(262)	(173)	(271)	(197)	(246)	(171)	(154)	(115)	(118)	(257)	(150)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AN. Industry Regulation — Retail

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	12%	9%	14%	12%	10%	14%	11%	11%	*	22%	14%	8%
Be somewhat more regulated	18%	22%	16%	25%	21%	15%	15%	16%	*	24%	18%	19%
Have no change in regulation	45%	44%	46%	36%	40%	49%	53%	50%	*	31%	42%	50%
Be somewhat less regulated	6%	7%	5%	2%	10%	5%	5%	5%	*	5%	5%	7%
Be much less regulated	4%	7%	1%	2%	3%	5%	3%	4%	*	2%	3%	5%
Not sure	15%	11%	19%	22%	16%	11%	13%	14%	*	17%	18%	12%
Totals	100%	100%	101%	99%	100%	99%	100%	100%	*	101%	100%	101%
Unweighted N	(654)	(313)	(341)	(165)	(175)	(189)	(125)	(414)	(90)	(109)	(420)	(234)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	12%	15%	11%	10%	14%	8%	16%	12%	7%	9%	14%	8%	17%
Be somewhat more regulated	18%	20%	18%	18%	19%	14%	16%	20%	15%	16%	14%	18%	25%
Have no change in regulation	45%	44%	43%	48%	49%	55%	40%	45%	52%	37%	47%	48%	44%
Be somewhat less regulated	6%	3%	6%	8%	4%	8%	5%	6%	11%	10%	4%	4%	7%
Be much less regulated	4%	0%	3%	7%	1%	7%	4%	5%	2%	3%	2%	5%	3%
Not sure	15%	19%	18%	9%	14%	8%	19%	11%	13%	25%	18%	17%	4%
Totals	100%	101%	99%	100%	101%	100%	100%	99%	100%	100%	99%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(654)	(196)	(275)	(183)	(263)	(214)	(261)	(187)	(142)	(115)	(132)	(260)	(147)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AO. Industry Regulation — Fashion

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	10%	9%	11%	13%	16%	7%	4%	10%	*	9%	10%	9%
Be somewhat more regulated	10%	8%	11%	20%	10%	5%	7%	9%	*	8%	9%	11%
Have no change in regulation	51%	52%	51%	40%	45%	54%	65%	52%	*	55%	49%	55%
Be somewhat less regulated	7%	7%	7%	9%	8%	5%	5%	6%	*	9%	7%	6%
Be much less regulated	5%	8%	3%	6%	3%	9%	3%	6%	*	4%	4%	7%
Not sure	17%	16%	17%	12%	17%	20%	16%	17%	*	14%	19%	12%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	*	99%	98%	100%
Unweighted N	(664)	(328)	(336)	(188)	(177)	(170)	(129)	(426)	(83)	(107)	(443)	(221)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	10%	13%	7%	11%	10%	6%	11%	9%	10%	7%	13%	7%	14%
Be somewhat more regulated	10%	11%	10%	9%	13%	8%	10%	10%	7%	5%	8%	11%	13%
Have no change in regulation	51%	52%	51%	51%	54%	54%	50%	53%	53%	52%	55%	51%	49%
Be somewhat less regulated	7%	5%	6%	9%	4%	9%	5%	8%	11%	8%	3%	10%	5%
Be much less regulated	5%	2%	8%	5%	2%	6%	7%	3%	6%	2%	4%	7%	6%
Not sure	17%	17%	18%	14%	17%	17%	16%	17%	14%	26%	17%	14%	14%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	101%	100%	100%	100%	101%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(664)	(210)	(277)	(177)	(262)	(213)	(258)	(193)	(149)	(112)	(134)	(259)	(159)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 1AP. Industry Regulation — Railroad

Overall, do you think the following industry should... ?

*Respondents were asked about a random sample of 25 of the 45 industries*

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Be much more regulated	10%	9%	11%	13%	11%	7%	10%	9%	*	12%	11%	7%
Be somewhat more regulated	19%	22%	17%	14%	21%	22%	19%	18%	*	16%	19%	19%
Have no change in regulation	43%	48%	38%	37%	41%	42%	52%	45%	*	41%	43%	43%
Be somewhat less regulated	5%	7%	2%	6%	4%	5%	3%	5%	*	9%	4%	5%
Be much less regulated	2%	2%	1%	3%	1%	2%	2%	2%	*	0%	2%	2%
Not sure	21%	12%	31%	27%	22%	22%	15%	22%	*	22%	20%	24%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	*	100%	99%	100%
Unweighted N	(673)	(324)	(349)	(178)	(175)	(192)	(128)	(445)	(81)	(102)	(452)	(221)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	10%	15%	10%	6%	12%	7%	14%	10%	6%	16%	8%	8%	11%
Be somewhat more regulated	19%	18%	18%	22%	21%	14%	19%	21%	15%	16%	24%	18%	19%
Have no change in regulation	43%	38%	43%	47%	40%	52%	41%	39%	53%	42%	42%	45%	41%
Be somewhat less regulated	5%	5%	2%	7%	3%	7%	3%	5%	8%	4%	6%	2%	8%
Be much less regulated	2%	1%	3%	2%	1%	2%	3%	1%	0%	0%	3%	2%	2%
Not sure	21%	22%	25%	17%	23%	18%	21%	23%	17%	22%	17%	25%	19%
Totals	100%	99%	101%	101%	100%	100%	101%	99%	99%	100%	100%	100%	100%

continued on the next page . . .

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(673)	(210)	(274)	(189)	(261)	(231)	(258)	(198)	(161)	(116)	(141)	(272)	(144)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**2A. Democratic Politicians' Positions — The minimum wage**

As far as you know, do most Democratic politicians want to increase, decrease, or not change. . . ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	70%	72%	68%	61%	68%	70%	81%	73%	71%	57%	62%	85%
Decrease	5%	4%	5%	4%	3%	7%	3%	4%	4%	8%	6%	1%
Not change	11%	11%	12%	18%	12%	9%	7%	12%	10%	10%	12%	9%
Not sure	14%	13%	15%	17%	17%	14%	10%	11%	15%	25%	19%	5%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,115)	(533)	(582)	(291)	(298)	(317)	(209)	(726)	(143)	(173)	(724)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	70%	87%	64%	62%	87%	65%	64%	77%	79%	68%	73%	73%	65%
Decrease	5%	2%	4%	8%	2%	7%	6%	4%	2%	4%	5%	3%	6%
Not change	11%	7%	11%	15%	8%	14%	12%	12%	7%	14%	8%	9%	15%
Not sure	14%	4%	21%	14%	3%	13%	19%	7%	12%	14%	14%	15%	14%
Totals	100%	100%	100%	99%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(351)	(463)	(301)	(452)	(361)	(425)	(330)	(249)	(196)	(223)	(440)	(256)

**YouGov Survey: Industry Regulation**  
**March 17 - 20, 2026 - 1,116 U.S. adult citizens**



**2B. Democratic Politicians' Positions — Taxes on the wealthy**

As far as you know, do most Democratic politicians want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	70%	72%	68%	57%	67%	71%	82%	72%	67%	60%	63%	82%
Decrease	9%	9%	9%	8%	8%	12%	7%	10%	11%	11%	11%	6%
Not change	7%	8%	6%	12%	10%	4%	4%	8%	5%	6%	7%	7%
Not sure	14%	11%	17%	23%	16%	12%	7%	10%	17%	23%	19%	6%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,116)	(533)	(583)	(291)	(298)	(318)	(209)	(727)	(143)	(173)	(725)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	70%	83%	62%	68%	87%	71%	64%	75%	79%	66%	72%	69%	71%
Decrease	9%	7%	8%	13%	5%	11%	9%	12%	5%	12%	9%	8%	9%
Not change	7%	4%	8%	9%	4%	9%	9%	5%	7%	8%	6%	6%	8%
Not sure	14%	6%	22%	10%	4%	9%	18%	8%	9%	14%	12%	17%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,116)	(351)	(463)	(302)	(452)	(362)	(426)	(330)	(249)	(196)	(223)	(441)	(256)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**2C. Democratic Politicians' Positions — Taxes on corporations**

As far as you know, do most Democratic politicians want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	65%	68%	63%	50%	61%	72%	75%	68%	60%	60%	58%	79%
Decrease	9%	9%	9%	11%	9%	7%	8%	9%	13%	7%	10%	6%
Not change	10%	10%	10%	16%	11%	8%	8%	11%	9%	9%	11%	9%
Not sure	16%	13%	18%	23%	19%	12%	9%	12%	18%	24%	21%	6%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(532)	(583)	(291)	(297)	(318)	(209)	(727)	(142)	(173)	(725)	(390)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	65%	76%	60%	63%	81%	67%	60%	70%	78%	60%	66%	63%	72%
Decrease	9%	9%	6%	11%	6%	10%	7%	12%	6%	12%	9%	8%	7%
Not change	10%	8%	10%	13%	6%	12%	13%	8%	6%	12%	10%	10%	10%
Not sure	16%	6%	24%	12%	7%	11%	20%	10%	10%	17%	15%	18%	11%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,115)	(350)	(463)	(302)	(451)	(362)	(426)	(330)	(248)	(196)	(223)	(441)	(255)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**2D. Democratic Politicians' Positions — Worker protections**

As far as you know, do most Democratic politicians want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	55%	58%	52%	52%	57%	51%	63%	56%	66%	48%	45%	73%
Decrease	10%	10%	9%	8%	7%	11%	12%	10%	9%	8%	12%	6%
Not change	13%	15%	12%	15%	13%	15%	11%	16%	7%	8%	15%	11%
Not sure	22%	17%	26%	26%	23%	24%	15%	18%	18%	36%	28%	10%
Totals	100%	100%	99%	101%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(533)	(582)	(291)	(298)	(318)	(208)	(726)	(143)	(173)	(724)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	55%	85%	49%	36%	85%	36%	49%	60%	65%	47%	55%	56%	60%
Decrease	10%	3%	6%	20%	3%	19%	11%	10%	7%	12%	9%	10%	8%
Not change	13%	6%	15%	18%	8%	21%	16%	13%	11%	18%	14%	11%	13%
Not sure	22%	5%	30%	26%	5%	24%	24%	17%	17%	23%	22%	23%	19%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(351)	(463)	(301)	(452)	(361)	(425)	(330)	(249)	(196)	(223)	(440)	(256)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**2E. Democratic Politicians' Positions — Government regulation**

As far as you know, do most Democratic politicians want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	47%	49%	44%	39%	44%	47%	55%	50%	40%	37%	40%	58%
Decrease	12%	13%	10%	8%	11%	13%	14%	11%	14%	13%	13%	10%
Not change	15%	19%	12%	19%	19%	12%	13%	17%	16%	9%	15%	17%
Not sure	26%	19%	33%	35%	26%	27%	17%	22%	29%	42%	32%	16%
Totals	100%	100%	99%	101%	100%	99%	99%	100%	99%	101%	100%	101%
Unweighted N	(1,114)	(532)	(582)	(291)	(298)	(316)	(209)	(725)	(143)	(173)	(723)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	47%	49%	43%	49%	55%	56%	41%	54%	52%	52%	45%	44%	48%
Decrease	12%	13%	8%	17%	9%	13%	14%	10%	11%	11%	10%	12%	13%
Not change	15%	20%	12%	16%	20%	12%	16%	15%	18%	10%	22%	16%	13%
Not sure	26%	17%	37%	19%	17%	19%	29%	21%	19%	28%	22%	28%	26%
Totals	100%	99%	100%	101%	101%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,114)	(351)	(461)	(302)	(451)	(362)	(424)	(330)	(249)	(195)	(223)	(441)	(255)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**2F. Democratic Politicians' Positions — Government spending**

As far as you know, do most Democratic politicians want to increase, decrease, or not change. . . ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	45%	47%	42%	37%	39%	49%	52%	48%	34%	40%	42%	49%
Decrease	25%	21%	28%	27%	22%	23%	26%	24%	33%	26%	26%	22%
Not change	11%	14%	9%	12%	14%	9%	11%	12%	8%	8%	10%	14%
Not sure	19%	18%	21%	24%	25%	18%	11%	16%	25%	25%	22%	14%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,114)	(532)	(582)	(290)	(297)	(318)	(209)	(725)	(143)	(173)	(724)	(390)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	45%	31%	40%	64%	32%	69%	39%	51%	50%	50%	38%	46%	46%
Decrease	25%	41%	20%	15%	36%	11%	28%	22%	23%	15%	32%	26%	21%
Not change	11%	11%	12%	11%	15%	9%	11%	11%	12%	13%	8%	11%	14%
Not sure	19%	17%	28%	10%	17%	11%	22%	16%	16%	22%	22%	17%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,114)	(350)	(463)	(301)	(451)	(361)	(426)	(330)	(248)	(196)	(223)	(440)	(255)

**YouGov Survey: Industry Regulation**  
**March 17 - 20, 2026 - 1,116 U.S. adult citizens**



**2G. Democratic Politicians' Positions — Taxes on the middle class**

As far as you know, do most Democratic politicians want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	31%	35%	27%	20%	24%	38%	36%	33%	23%	23%	32%	28%
Decrease	37%	34%	40%	33%	37%	33%	47%	37%	45%	39%	31%	49%
Not change	16%	19%	13%	23%	21%	13%	7%	16%	14%	17%	16%	15%
Not sure	17%	13%	20%	25%	17%	16%	10%	14%	18%	21%	21%	8%
Totals	101%	101%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(533)	(582)	(291)	(297)	(318)	(209)	(726)	(143)	(173)	(724)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	31%	10%	26%	56%	8%	58%	27%	34%	31%	37%	27%	30%	30%
Decrease	37%	68%	32%	16%	68%	18%	34%	42%	44%	34%	39%	36%	39%
Not change	16%	14%	16%	17%	17%	12%	18%	14%	14%	12%	18%	16%	15%
Not sure	17%	9%	26%	12%	7%	11%	21%	10%	11%	17%	16%	17%	16%
Totals	101%	101%	100%	101%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,115)	(351)	(463)	(301)	(452)	(361)	(426)	(329)	(249)	(196)	(223)	(440)	(256)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**2H. Democratic Politicians' Positions — Tariffs on foreign imports**

As far as you know, do most Democratic politicians want to increase, decrease, or not change. . . ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	9%	8%	9%	9%	9%	9%	8%	7%	11%	16%	11%	4%
Decrease	57%	58%	55%	43%	52%	57%	74%	61%	50%	44%	51%	67%
Not change	14%	16%	11%	19%	15%	15%	5%	15%	11%	10%	13%	14%
Not sure	21%	17%	25%	29%	24%	19%	13%	17%	28%	29%	25%	14%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,113)	(531)	(582)	(290)	(297)	(317)	(209)	(724)	(143)	(173)	(723)	(390)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	9%	4%	7%	16%	4%	10%	12%	9%	4%	5%	8%	8%	12%
Decrease	57%	71%	50%	52%	76%	57%	49%	62%	71%	55%	60%	58%	52%
Not change	14%	10%	15%	14%	8%	17%	15%	13%	12%	16%	11%	12%	17%
Not sure	21%	15%	27%	18%	12%	17%	24%	16%	13%	23%	20%	22%	19%
Totals	101%	100%	99%	100%	100%	101%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,113)	(351)	(461)	(301)	(451)	(361)	(425)	(329)	(249)	(194)	(222)	(441)	(256)

**YouGov Survey: Industry Regulation**  
**March 17 - 20, 2026 - 1,116 U.S. adult citizens**



**3A. Donald Trump's Positions — Tariffs on foreign imports**

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	80%	79%	80%	64%	83%	82%	89%	83%	75%	68%	75%	89%
Decrease	5%	5%	4%	5%	7%	5%	1%	4%	5%	7%	4%	5%
Not change	5%	7%	4%	11%	2%	5%	4%	6%	4%	6%	7%	2%
Not sure	10%	9%	11%	20%	8%	8%	5%	7%	17%	19%	13%	3%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	101%	100%	99%	99%
Unweighted N	(1,113)	(533)	(580)	(290)	(298)	(317)	(208)	(725)	(143)	(173)	(724)	(389)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	80%	90%	76%	76%	92%	77%	73%	87%	91%	79%	85%	76%	82%
Decrease	5%	5%	4%	6%	5%	4%	6%	3%	3%	6%	3%	5%	6%
Not change	5%	2%	6%	8%	1%	11%	8%	5%	3%	6%	4%	6%	4%
Not sure	10%	3%	15%	9%	2%	8%	13%	6%	3%	8%	8%	13%	8%
Totals	100%	100%	101%	99%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,113)	(350)	(462)	(301)	(450)	(361)	(424)	(329)	(249)	(195)	(222)	(440)	(256)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**3B. Donald Trump's Positions — Government spending**

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	40%	41%	40%	44%	48%	37%	34%	36%	49%	52%	40%	41%
Decrease	38%	40%	36%	26%	29%	44%	50%	42%	29%	23%	35%	43%
Not change	6%	7%	5%	10%	4%	5%	6%	7%	3%	3%	7%	5%
Not sure	16%	11%	20%	20%	19%	14%	10%	15%	19%	21%	18%	11%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,115)	(533)	(582)	(291)	(297)	(318)	(209)	(727)	(143)	(172)	(724)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	40%	59%	47%	14%	61%	16%	39%	45%	42%	46%	39%	38%	42%
Decrease	38%	29%	27%	61%	27%	61%	35%	38%	43%	35%	44%	37%	36%
Not change	6%	2%	5%	11%	3%	11%	6%	6%	8%	5%	5%	7%	6%
Not sure	16%	10%	21%	14%	9%	11%	20%	12%	7%	15%	12%	18%	16%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,115)	(351)	(462)	(302)	(452)	(361)	(426)	(329)	(249)	(196)	(223)	(440)	(256)

**YouGov Survey: Industry Regulation**  
**March 17 - 20, 2026 - 1,116 U.S. adult citizens**



**3C. Donald Trump's Positions — Taxes on the middle class**

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	38%	36%	40%	37%	42%	35%	38%	35%	53%	45%	35%	43%
Decrease	32%	34%	30%	23%	28%	34%	42%	35%	19%	28%	30%	35%
Not change	14%	18%	10%	15%	11%	17%	11%	15%	9%	7%	14%	13%
Not sure	16%	12%	20%	24%	20%	13%	10%	15%	19%	20%	20%	10%
Totals	100%	100%	100%	99%	101%	99%	101%	100%	100%	100%	99%	101%
Unweighted N	(1,112)	(532)	(580)	(291)	(298)	(317)	(206)	(724)	(142)	(173)	(722)	(390)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	38%	66%	39%	12%	70%	11%	37%	44%	34%	35%	42%	35%	40%
Decrease	32%	14%	26%	57%	12%	60%	26%	35%	40%	34%	31%	34%	29%
Not change	14%	12%	12%	18%	11%	16%	16%	10%	17%	12%	14%	14%	15%
Not sure	16%	9%	23%	13%	7%	12%	21%	10%	9%	19%	13%	17%	16%
Totals	100%	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,112)	(349)	(462)	(301)	(449)	(361)	(424)	(330)	(247)	(195)	(222)	(440)	(255)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 3D. Donald Trump's Positions — Government regulation

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	24%	23%	25%	26%	26%	24%	21%	24%	23%	36%	26%	20%
Decrease	48%	54%	42%	42%	47%	44%	60%	50%	47%	32%	38%	65%
Not change	9%	10%	8%	8%	9%	11%	6%	9%	9%	9%	11%	5%
Not sure	19%	13%	25%	25%	18%	21%	13%	18%	21%	23%	24%	10%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,115)	(533)	(582)	(291)	(297)	(318)	(209)	(727)	(143)	(172)	(724)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	24%	27%	20%	26%	23%	20%	27%	22%	20%	27%	19%	24%	26%
Decrease	48%	60%	46%	39%	63%	48%	40%	52%	61%	46%	49%	46%	50%
Not change	9%	4%	9%	13%	4%	13%	12%	9%	6%	10%	9%	10%	7%
Not sure	19%	9%	24%	22%	10%	19%	21%	17%	13%	18%	23%	19%	16%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	99%	99%
Unweighted N	(1,115)	(351)	(462)	(302)	(452)	(361)	(426)	(329)	(249)	(196)	(223)	(440)	(256)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 3E. Donald Trump's Positions — Worker protections

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	19%	23%	16%	20%	13%	24%	18%	21%	16%	18%	22%	15%
Decrease	41%	43%	38%	39%	49%	35%	42%	39%	53%	37%	32%	58%
Not change	18%	19%	16%	12%	14%	22%	20%	19%	10%	15%	19%	14%
Not sure	22%	15%	29%	29%	24%	19%	19%	21%	21%	29%	27%	13%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,116)	(533)	(583)	(291)	(298)	(318)	(209)	(727)	(143)	(173)	(725)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	19%	4%	13%	42%	5%	36%	20%	19%	20%	19%	19%	21%	17%
Decrease	41%	73%	40%	12%	80%	11%	36%	44%	48%	37%	43%	38%	45%
Not change	18%	12%	15%	26%	8%	30%	19%	19%	16%	16%	18%	19%	17%
Not sure	22%	11%	31%	21%	7%	23%	26%	18%	17%	28%	20%	22%	21%
Totals	100%	100%	99%	101%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,116)	(351)	(463)	(302)	(452)	(362)	(426)	(330)	(249)	(196)	(223)	(441)	(256)

# YouGov Survey: Industry Regulation

March 17 - 20, 2026 - 1,116 U.S. adult citizens



## 3F. Donald Trump's Positions — The minimum wage

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	19%	17%	20%	20%	18%	20%	18%	20%	12%	22%	22%	12%
Decrease	20%	24%	17%	18%	26%	19%	18%	17%	33%	25%	18%	26%
Not change	40%	42%	37%	38%	38%	39%	44%	41%	37%	30%	35%	48%
Not sure	21%	17%	25%	24%	18%	22%	20%	22%	18%	23%	25%	15%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,114)	(533)	(581)	(291)	(298)	(317)	(208)	(725)	(143)	(173)	(723)	(391)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	19%	5%	13%	39%	5%	32%	23%	17%	13%	17%	21%	20%	15%
Decrease	20%	37%	19%	8%	36%	6%	18%	23%	23%	13%	20%	20%	27%
Not change	40%	47%	41%	31%	49%	41%	33%	42%	52%	50%	37%	38%	37%
Not sure	21%	11%	27%	22%	10%	22%	26%	18%	11%	20%	22%	21%	21%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,114)	(350)	(463)	(301)	(452)	(360)	(424)	(330)	(249)	(196)	(223)	(440)	(255)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**3G. Donald Trump's Positions — Taxes on corporations**

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	16%	14%	17%	18%	15%	16%	13%	16%	17%	16%	20%	8%
Decrease	54%	60%	48%	48%	56%	53%	58%	56%	52%	48%	43%	74%
Not change	13%	12%	14%	14%	10%	13%	16%	14%	11%	12%	16%	9%
Not sure	17%	13%	21%	21%	19%	17%	13%	15%	20%	24%	22%	9%
Totals	100%	99%	100%	101%	100%	99%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,113)	(530)	(583)	(289)	(297)	(318)	(209)	(725)	(142)	(173)	(723)	(390)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	16%	11%	14%	23%	8%	19%	18%	15%	11%	17%	17%	15%	15%
Decrease	54%	74%	52%	38%	84%	39%	45%	60%	66%	47%	58%	52%	58%
Not change	13%	7%	12%	20%	4%	22%	14%	11%	15%	17%	12%	13%	12%
Not sure	17%	9%	22%	19%	4%	20%	23%	13%	8%	18%	14%	20%	15%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	99%	101%	100%	100%
Unweighted N	(1,113)	(350)	(461)	(302)	(451)	(362)	(425)	(330)	(248)	(194)	(223)	(441)	(255)

**YouGov Survey: Industry Regulation**  
 March 17 - 20, 2026 - 1,116 U.S. adult citizens



**3H. Donald Trump's Positions — Taxes on the wealthy**

As far as you know, does Donald Trump want to increase, decrease, or not change... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Increase	14%	16%	13%	17%	17%	14%	9%	15%	14%	15%	18%	7%
Decrease	57%	60%	54%	52%	60%	55%	59%	57%	60%	56%	47%	74%
Not change	16%	15%	16%	12%	11%	19%	18%	16%	10%	9%	17%	13%
Not sure	13%	10%	17%	18%	12%	11%	13%	12%	16%	20%	17%	6%
Totals	100%	101%	100%	99%	100%	99%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,114)	(531)	(583)	(289)	(298)	(318)	(209)	(726)	(143)	(172)	(724)	(390)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	14%	6%	11%	28%	4%	22%	17%	13%	10%	19%	12%	15%	13%
Decrease	57%	86%	55%	31%	91%	32%	50%	64%	62%	46%	62%	56%	60%
Not change	16%	5%	15%	26%	3%	32%	14%	15%	22%	21%	13%	15%	15%
Not sure	13%	3%	19%	15%	2%	14%	18%	8%	6%	15%	13%	14%	12%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,114)	(350)	(462)	(302)	(451)	(362)	(425)	(330)	(249)	(196)	(223)	(440)	(255)

# YouGov Survey: Industry Regulation

## March 17 - 20, 2026 - 1,116 U.S. adult citizens



<b>Interviewing Dates</b>	March 17 - 20, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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, 33% Republican). The weights range from 0.052 to 5.112, with a mean of one and a standard deviation of 0.913.
<b>Number of respondents</b>	1,116
<b>Margin of error</b>	± 4 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	73 questions not reported.