

YouGov Survey: Industry regulation



Sample 1108 U.S. adult citizens
 Conducted August 25 - 27, 2025
 Margin of Error $\pm 4.2\%$

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

Respondents were asked about a random sample of 21 of the 42 industries

	Be much more regulated	Be somewhat more regulated	Have no change in regulation	Be somewhat less regulated	Be much less regulated	Not sure
Pornography	44%	12%	15%	9%	9%	11%
Artificial intelligence (AI)	50%	21%	8%	3%	4%	14%
Firearms	43%	13%	15%	9%	13%	6%
Cryptocurrency	38%	20%	14%	4%	3%	20%
Pharmaceutical	38%	31%	14%	4%	2%	10%
Gambling	37%	21%	23%	4%	6%	9%
Health care	36%	24%	18%	9%	4%	10%
Social media	33%	28%	21%	4%	4%	10%
Health insurance	35%	26%	15%	8%	6%	11%
Tobacco	35%	21%	23%	8%	6%	7%
Oil and gas	31%	20%	23%	9%	7%	10%
Airlines	26%	30%	20%	6%	1%	16%
Banking and finance	27%	30%	26%	4%	1%	11%
News media	27%	24%	23%	7%	7%	12%
Utilities	25%	27%	25%	5%	4%	15%
Mining and natural resources	22%	25%	22%	10%	4%	18%
Technology	23%	37%	23%	4%	3%	10%
Real estate	22%	21%	31%	7%	4%	14%
Taxis and ride sharing	22%	28%	29%	4%	3%	14%
Cannabis	22%	16%	20%	15%	19%	9%
Internet services	21%	27%	32%	5%	3%	11%
Food and beverage	20%	35%	28%	5%	3%	8%
Higher education	20%	23%	26%	14%	5%	13%
Advertising	19%	28%	32%	4%	3%	15%
Beer, wine, and liquor	19%	20%	39%	8%	6%	9%
Telecommunications	18%	28%	27%	5%	3%	18%
Automotive	17%	22%	34%	7%	5%	16%
Railroad	15%	18%	37%	5%	3%	21%
Construction	17%	22%	34%	6%	4%	17%
Cosmetics and beauty	14%	24%	37%	6%	2%	16%
Manufacturing	14%	26%	33%	9%	3%	15%
Dairy	14%	23%	41%	5%	3%	14%
Trucking	14%	26%	31%	6%	2%	21%

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Grocery	15%	23%	39%	6%	6%	11%
Professional sports	13%	22%	39%	4%	5%	17%
Agriculture	12%	24%	28%	11%	6%	20%
Restaurant	11%	20%	45%	8%	2%	14%
Hospitality and tourism	9%	19%	46%	7%	3%	16%
Entertainment	9%	18%	42%	10%	6%	14%
Consumer electronics	9%	28%	40%	5%	3%	16%
Retail	8%	23%	41%	9%	3%	16%
Fashion	6%	14%	48%	7%	7%	18%

2. 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	82%	4%	5%	9%
Taxes on the middle class	38%	34%	13%	15%
Government spending	31%	49%	6%	15%
Government regulation	28%	45%	8%	19%
Worker protections	24%	40%	15%	22%
The minimum wage	21%	18%	39%	21%
Taxes on corporations	17%	54%	12%	17%
Taxes on the wealthy	16%	57%	15%	12%

3. 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	71%	5%	10%	14%
Taxes on the wealthy	71%	9%	8%	12%
Taxes on corporations	67%	9%	9%	16%
Worker protections	57%	11%	11%	21%
Government regulation	50%	15%	15%	20%
Government spending	48%	21%	15%	17%
Taxes on the middle class	31%	40%	14%	15%
Tariffs on foreign imports	10%	52%	17%	21%

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Interviewing Dates	August 25 - 27, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.123, with a mean of one and a standard deviation of 0.996.
Number of respondents	1108
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	57 questions not reported.

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1A. Industry Regulation — Pornography

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	44%	33%	54%	40%	33%	41%	69%	45%	*	*	*
Be somewhat more regulated	12%	11%	12%	8%	15%	11%	13%	13%	*	*	*
Have no change in regulation	15%	20%	10%	16%	17%	15%	9%	14%	*	*	*
Be somewhat less regulated	9%	14%	4%	12%	11%	10%	1%	9%	*	*	*
Be much less regulated	9%	11%	8%	7%	11%	11%	6%	9%	*	*	*
Not sure	11%	11%	12%	16%	14%	12%	2%	9%	*	*	*
Totals	100%	100%	100%	99%	101%	100%	100%	99%	*	*	*
Unweighted N	(559)	(246)	(313)	(124)	(158)	(171)	(106)	(355)	(77)	(81)	(46)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	44%	46%	30%	56%	41%	59%	45%	50%	48%	*	51%	42%	37%
Be somewhat more regulated	12%	13%	10%	12%	18%	15%	6%	14%	20%	*	8%	11%	15%
Have no change in regulation	15%	11%	26%	7%	20%	12%	16%	12%	13%	*	14%	11%	20%
Be somewhat less regulated	9%	8%	9%	9%	7%	3%	10%	8%	9%	*	10%	13%	5%
Be much less regulated	9%	6%	12%	10%	8%	5%	9%	8%	6%	*	9%	9%	11%
Not sure	11%	16%	13%	6%	6%	6%	13%	7%	4%	*	9%	12%	12%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	*	101%	98%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(559)	(175)	(226)	(158)	(238)	(192)	(252)	(153)	(102)	(95)	(114)	(228)	(122)

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1B. Industry Regulation — Artificial intelligence (AI)

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	50%	50%	50%	51%	44%	47%	59%	52%	*	*	*
Be somewhat more regulated	21%	26%	17%	19%	18%	24%	22%	23%	*	*	*
Have no change in regulation	8%	8%	8%	8%	7%	10%	6%	7%	*	*	*
Be somewhat less regulated	3%	3%	4%	7%	4%	4%	0%	4%	*	*	*
Be much less regulated	4%	5%	3%	2%	5%	4%	3%	3%	*	*	*
Not sure	14%	9%	18%	14%	21%	12%	10%	12%	*	*	*
Totals	100%	101%	100%	101%	99%	101%	100%	101%	*	*	*
Unweighted N	(512)	(230)	(282)	(114)	(130)	(150)	(118)	(339)	(65)	(63)	(45)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	50%	55%	52%	44%	63%	50%	43%	52%	*	*	53%	45%	51%
Be somewhat more regulated	21%	21%	20%	23%	24%	22%	21%	25%	*	*	20%	26%	22%
Have no change in regulation	8%	6%	12%	5%	4%	10%	10%	5%	*	*	7%	6%	10%
Be somewhat less regulated	3%	3%	2%	6%	3%	3%	2%	6%	*	*	2%	4%	5%
Be much less regulated	4%	3%	3%	5%	3%	6%	4%	5%	*	*	3%	3%	5%
Not sure	14%	11%	13%	18%	4%	10%	19%	7%	*	*	14%	16%	7%
Totals	100%	99%	102%	101%	101%	101%	99%	100%	*	*	99%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(512)	(150)	(215)	(147)	(204)	(201)	(221)	(153)	(89)	(96)	(103)	(192)	(121)

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1C. Industry Regulation — Firearms

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	43%	36%	50%	61%	42%	29%	*	36%	*	*	*
Be somewhat more regulated	13%	15%	12%	12%	14%	13%	*	16%	*	*	*
Have no change in regulation	15%	13%	16%	8%	19%	17%	*	17%	*	*	*
Be somewhat less regulated	9%	8%	10%	7%	10%	10%	*	11%	*	*	*
Be much less regulated	13%	22%	5%	5%	10%	20%	*	14%	*	*	*
Not sure	6%	6%	6%	6%	5%	10%	*	6%	*	*	*
Totals	99%	100%	99%	99%	100%	99%	*	100%	*	*	*
Unweighted N	(505)	(228)	(277)	(124)	(130)	(152)	(99)	(328)	(68)	(66)	(43)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	43%	77%	45%	10%	80%	16%	39%	33%	*	*	*	36%	50%
Be somewhat more regulated	13%	10%	10%	20%	10%	16%	15%	22%	*	*	*	16%	12%
Have no change in regulation	15%	3%	14%	27%	4%	28%	18%	15%	*	*	*	15%	13%
Be somewhat less regulated	9%	2%	9%	17%	2%	15%	12%	8%	*	*	*	6%	13%
Be much less regulated	13%	3%	16%	19%	2%	22%	10%	18%	*	*	*	19%	9%
Not sure	6%	5%	5%	8%	2%	4%	7%	4%	*	*	*	8%	3%
Totals	99%	100%	99%	101%	100%	101%	101%	100%	*	*	*	100%	100%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(505)	(150)	(211)	(144)	(195)	(191)	(213)	(146)	(93)	(98)	(92)	(202)	(113)

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1D. Industry Regulation — Cryptocurrency

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	38%	41%	35%	43%	25%	39%	*	40%	*	*	*
Be somewhat more regulated	20%	23%	17%	24%	18%	21%	*	20%	*	*	*
Have no change in regulation	14%	15%	13%	16%	16%	14%	*	15%	*	*	*
Be somewhat less regulated	4%	4%	5%	3%	9%	2%	*	3%	*	*	*
Be much less regulated	3%	5%	1%	6%	5%	2%	*	3%	*	*	*
Not sure	20%	12%	29%	7%	26%	22%	*	18%	*	*	*
Totals	99%	100%	100%	99%	99%	100%	*	99%	*	*	*
Unweighted N	(545)	(263)	(282)	(139)	(136)	(173)	(97)	(353)	(75)	(78)	(39)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	38%	55%	32%	30%	57%	28%	39%	35%	44%	*	39%	37%	37%
Be somewhat more regulated	20%	17%	20%	22%	16%	22%	14%	25%	26%	*	21%	22%	24%
Have no change in regulation	14%	9%	16%	15%	8%	17%	12%	18%	9%	*	16%	12%	16%
Be somewhat less regulated	4%	2%	4%	6%	2%	8%	4%	4%	4%	*	2%	5%	2%
Be much less regulated	3%	1%	4%	5%	1%	5%	3%	0%	10%	*	7%	2%	4%
Not sure	20%	16%	23%	22%	15%	20%	28%	17%	7%	*	15%	22%	17%
Totals	99%	100%	99%	100%	99%	100%	100%	99%	100%	*	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(545)	(165)	(218)	(162)	(219)	(198)	(229)	(154)	(112)	(91)	(112)	(230)	(112)

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1E. Industry Regulation — Pharmaceutical

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	38%	40%	36%	28%	43%	40%	39%	36%	*	*	*
Be somewhat more regulated	31%	34%	29%	34%	23%	32%	39%	35%	*	*	*
Have no change in regulation	14%	15%	14%	15%	15%	13%	15%	14%	*	*	*
Be somewhat less regulated	4%	4%	4%	2%	5%	4%	4%	5%	*	*	*
Be much less regulated	2%	3%	1%	1%	3%	3%	1%	2%	*	*	*
Not sure	10%	4%	16%	20%	11%	8%	3%	7%	*	*	*
Totals	99%	100%	100%	100%	100%	100%	101%	99%	*	*	*
Unweighted N	(524)	(242)	(282)	(110)	(139)	(167)	(108)	(347)	(68)	(62)	(47)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	38%	36%	45%	32%	44%	38%	40%	41%	32%	*	*	37%	39%
Be somewhat more regulated	31%	28%	30%	35%	33%	24%	28%	31%	41%	*	*	32%	32%
Have no change in regulation	14%	14%	14%	15%	10%	20%	13%	12%	18%	*	*	13%	13%
Be somewhat less regulated	4%	3%	1%	8%	5%	7%	5%	4%	4%	*	*	2%	6%
Be much less regulated	2%	2%	3%	2%	1%	5%	3%	3%	1%	*	*	4%	2%
Not sure	10%	16%	7%	8%	7%	6%	12%	9%	4%	*	*	12%	8%
Totals	99%	99%	100%	100%	100%	100%	101%	100%	100%	*	*	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(524)	(166)	(214)	(144)	(230)	(195)	(207)	(166)	(100)	(98)	(99)	(201)	(126)

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1F. Industry Regulation — Gambling

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	37%	37%	37%	45%	30%	38%	37%	34%	*	*	*
Be somewhat more regulated	21%	21%	20%	18%	19%	16%	30%	24%	*	*	*
Have no change in regulation	23%	23%	23%	16%	26%	27%	21%	24%	*	*	*
Be somewhat less regulated	4%	4%	5%	4%	6%	4%	3%	4%	*	*	*
Be much less regulated	6%	8%	4%	8%	4%	9%	2%	5%	*	*	*
Not sure	9%	6%	12%	9%	15%	6%	6%	8%	*	*	*
Totals	100%	99%	101%	100%	100%	100%	99%	99%	*	*	*
Unweighted N	(536)	(234)	(302)	(121)	(129)	(167)	(119)	(344)	(76)	(70)	(46)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	37%	43%	39%	29%	42%	32%	39%	35%	*	*	35%	37%	39%
Be somewhat more regulated	21%	21%	16%	24%	24%	23%	22%	19%	*	*	21%	19%	26%
Have no change in regulation	23%	18%	24%	27%	17%	29%	22%	27%	*	*	26%	18%	25%
Be somewhat less regulated	4%	3%	7%	3%	4%	4%	4%	6%	*	*	5%	4%	3%
Be much less regulated	6%	4%	5%	8%	4%	5%	4%	4%	*	*	7%	9%	3%
Not sure	9%	10%	8%	9%	9%	6%	10%	9%	*	*	6%	13%	4%
Totals	100%	99%	99%	100%	100%	99%	101%	100%	*	*	100%	100%	100%

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	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(536)	(173)	(215)	(148)	(225)	(197)	(238)	(149)	(93)	(99)	(102)	(212)	(123)

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1G. Industry Regulation — Health care

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	36%	39%	34%	33%	36%	41%	32%	34%	*	*	*
Be somewhat more regulated	24%	21%	26%	29%	23%	20%	26%	25%	*	*	*
Have no change in regulation	18%	21%	14%	14%	15%	16%	28%	18%	*	*	*
Be somewhat less regulated	9%	9%	9%	7%	11%	11%	4%	11%	*	*	*
Be much less regulated	4%	4%	4%	2%	6%	3%	4%	4%	*	*	*
Not sure	10%	6%	14%	15%	9%	9%	7%	8%	*	*	*
Totals	101%	100%	101%	100%	100%	100%	101%	100%	*	*	*
Unweighted N	(515)	(235)	(280)	(114)	(131)	(162)	(108)	(346)	(58)	(72)	(39)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	36%	41%	38%	30%	47%	24%	42%	34%	*	*	33%	37%	39%
Be somewhat more regulated	24%	20%	26%	24%	25%	28%	18%	30%	*	*	17%	24%	24%
Have no change in regulation	18%	20%	14%	19%	13%	25%	18%	13%	*	*	26%	17%	17%
Be somewhat less regulated	9%	6%	4%	18%	3%	13%	7%	12%	*	*	11%	9%	7%
Be much less regulated	4%	3%	6%	2%	4%	5%	5%	2%	*	*	7%	4%	4%
Not sure	10%	11%	12%	6%	7%	5%	10%	9%	*	*	6%	10%	9%
Totals	101%	101%	100%	99%	99%	100%	100%	100%	*	*	100%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(515)	(158)	(222)	(135)	(217)	(185)	(232)	(149)	(85)	(98)	(109)	(203)	(105)

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1H. Industry Regulation — Social media

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	33%	32%	34%	31%	37%	28%	40%	32%	*	*	*
Be somewhat more regulated	28%	24%	32%	23%	32%	26%	31%	29%	*	*	*
Have no change in regulation	21%	24%	19%	28%	17%	26%	11%	22%	*	*	*
Be somewhat less regulated	4%	6%	3%	4%	2%	3%	10%	4%	*	*	*
Be much less regulated	4%	6%	1%	5%	1%	5%	3%	5%	*	*	*
Not sure	10%	9%	11%	9%	11%	12%	4%	7%	*	*	*
Totals	100%	101%	100%	100%	100%	100%	99%	99%	*	*	*
Unweighted N	(522)	(238)	(284)	(115)	(126)	(181)	(100)	(338)	(66)	(73)	(45)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	33%	36%	32%	31%	39%	28%	34%	28%	40%	*	*	32%	41%
Be somewhat more regulated	28%	30%	25%	29%	31%	35%	28%	34%	28%	*	*	29%	26%
Have no change in regulation	21%	24%	18%	24%	17%	22%	21%	19%	24%	*	*	23%	19%
Be somewhat less regulated	4%	2%	7%	4%	6%	3%	4%	8%	0%	*	*	5%	4%
Be much less regulated	4%	0%	4%	8%	0%	7%	1%	6%	3%	*	*	4%	4%
Not sure	10%	8%	15%	4%	6%	5%	11%	4%	4%	*	*	7%	7%
Totals	100%	100%	101%	100%	99%	100%	99%	99%	99%	*	*	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(522)	(176)	(217)	(129)	(226)	(176)	(224)	(146)	(104)	(98)	(99)	(197)	(128)

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11. Industry Regulation — Health insurance

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	35%	37%	32%	40%	32%	33%	34%	35%	*	*	*
Be somewhat more regulated	26%	27%	25%	22%	21%	27%	32%	27%	*	*	*
Have no change in regulation	15%	18%	13%	4%	16%	17%	22%	15%	*	*	*
Be somewhat less regulated	8%	7%	9%	13%	11%	5%	4%	8%	*	*	*
Be much less regulated	6%	4%	7%	3%	9%	7%	3%	6%	*	*	*
Not sure	11%	7%	14%	18%	11%	11%	5%	9%	*	*	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(500)	(229)	(271)	(130)	(126)	(142)	(102)	(315)	(68)	(71)	(46)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	35%	42%	41%	23%	46%	23%	34%	36%	42%	*	33%	38%	34%
Be somewhat more regulated	26%	25%	25%	27%	26%	29%	24%	25%	26%	*	24%	21%	33%
Have no change in regulation	15%	12%	14%	18%	10%	25%	16%	15%	12%	*	13%	14%	15%
Be somewhat less regulated	8%	6%	2%	15%	6%	10%	6%	10%	5%	*	11%	10%	5%
Be much less regulated	6%	2%	6%	8%	3%	9%	7%	3%	9%	*	9%	4%	5%
Not sure	11%	13%	12%	9%	10%	5%	13%	11%	7%	*	9%	12%	9%
Totals	101%	100%	100%	100%	101%	101%	100%	100%	101%	*	99%	99%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(500)	(147)	(209)	(144)	(209)	(187)	(199)	(153)	(100)	(70)	(109)	(201)	(120)

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1J. Industry Regulation — Tobacco

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	35%	36%	35%	37%	29%	37%	38%	34%	*	*	*
Be somewhat more regulated	21%	17%	25%	31%	20%	14%	25%	21%	*	*	*
Have no change in regulation	23%	25%	20%	11%	31%	28%	18%	25%	*	*	*
Be somewhat less regulated	8%	11%	4%	8%	4%	9%	10%	7%	*	*	*
Be much less regulated	6%	8%	4%	5%	8%	8%	3%	7%	*	*	*
Not sure	7%	3%	11%	9%	9%	6%	5%	5%	*	*	*
Totals	100%	100%	99%	101%	101%	102%	99%	99%	*	*	*
Unweighted N	(508)	(222)	(286)	(122)	(126)	(151)	(109)	(335)	(62)	(72)	(39)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	35%	50%	31%	28%	46%	32%	32%	39%	*	*	43%	33%	32%
Be somewhat more regulated	21%	19%	23%	22%	19%	18%	23%	17%	*	*	19%	20%	23%
Have no change in regulation	23%	17%	22%	28%	23%	30%	21%	24%	*	*	19%	23%	33%
Be somewhat less regulated	8%	2%	10%	10%	3%	5%	8%	8%	*	*	4%	10%	6%
Be much less regulated	6%	2%	8%	7%	3%	9%	7%	7%	*	*	9%	6%	2%
Not sure	7%	10%	7%	5%	6%	6%	10%	5%	*	*	6%	8%	4%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	*	*	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(508)	(153)	(217)	(138)	(221)	(180)	(221)	(146)	(90)	(91)	(103)	(205)	(109)

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1K. Industry Regulation — Oil and gas

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	31%	30%	32%	32%	30%	26%	38%	31%	*	*	*
Be somewhat more regulated	20%	19%	22%	26%	17%	21%	16%	19%	*	*	*
Have no change in regulation	23%	26%	20%	17%	23%	24%	27%	23%	*	*	*
Be somewhat less regulated	9%	9%	9%	7%	6%	14%	8%	10%	*	*	*
Be much less regulated	7%	10%	5%	3%	7%	8%	9%	9%	*	*	*
Not sure	10%	7%	12%	15%	17%	7%	2%	9%	*	*	*
Totals	100%	101%	100%	100%	100%	100%	100%	101%	*	*	*
Unweighted N	(529)	(247)	(282)	(117)	(133)	(174)	(105)	(348)	(61)	(81)	(39)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	31%	49%	34%	13%	49%	12%	33%	28%	*	*	32%	24%	38%
Be somewhat more regulated	20%	21%	21%	18%	29%	20%	17%	22%	*	*	20%	21%	15%
Have no change in regulation	23%	12%	25%	30%	11%	28%	25%	27%	*	*	23%	28%	19%
Be somewhat less regulated	9%	2%	7%	18%	1%	18%	10%	9%	*	*	11%	6%	15%
Be much less regulated	7%	2%	5%	14%	2%	16%	6%	8%	*	*	8%	12%	2%
Not sure	10%	15%	7%	8%	8%	7%	10%	6%	*	*	7%	9%	11%
Totals	100%	101%	99%	101%	100%	101%	101%	100%	*	*	101%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(529)	(168)	(212)	(149)	(234)	(172)	(227)	(162)	(91)	(96)	(103)	(210)	(120)

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1L. Industry Regulation — Airlines

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	26%	23%	29%	21%	25%	23%	37%	22%	*	*	*
Be somewhat more regulated	30%	27%	33%	27%	23%	35%	34%	35%	*	*	*
Have no change in regulation	20%	26%	16%	14%	22%	25%	17%	23%	*	*	*
Be somewhat less regulated	6%	9%	4%	7%	7%	5%	6%	6%	*	*	*
Be much less regulated	1%	1%	1%	3%	1%	0%	1%	0%	*	*	*
Not sure	16%	14%	17%	27%	22%	12%	5%	14%	*	*	*
Totals	99%	100%	100%	99%	100%	100%	100%	100%	*	*	*
Unweighted N	(558)	(245)	(313)	(134)	(136)	(170)	(118)	(356)	(72)	(77)	(53)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	26%	43%	22%	18%	43%	19%	24%	32%	*	25%	23%	27%	28%
Be somewhat more regulated	30%	23%	30%	36%	36%	35%	32%	31%	*	33%	31%	29%	30%
Have no change in regulation	20%	14%	19%	27%	13%	31%	21%	21%	*	24%	19%	21%	17%
Be somewhat less regulated	6%	4%	7%	6%	2%	5%	5%	5%	*	4%	7%	7%	6%
Be much less regulated	1%	1%	2%	1%	1%	2%	1%	1%	*	0%	2%	1%	1%
Not sure	16%	14%	20%	13%	7%	9%	16%	11%	*	14%	17%	15%	18%
Totals	99%	99%	100%	101%	102%	101%	99%	101%	*	100%	99%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(558)	(156)	(236)	(166)	(231)	(192)	(246)	(166)	(87)	(107)	(117)	(217)	(117)

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1M. Industry Regulation — Banking and finance

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	27%	32%	23%	25%	26%	30%	26%	26%	*	*	*
Be somewhat more regulated	30%	28%	32%	35%	27%	25%	35%	31%	*	*	*
Have no change in regulation	26%	24%	27%	16%	24%	32%	28%	27%	*	*	*
Be somewhat less regulated	4%	5%	4%	6%	5%	3%	6%	5%	*	*	*
Be much less regulated	1%	2%	1%	1%	3%	0%	2%	1%	*	*	*
Not sure	11%	9%	13%	17%	16%	10%	3%	9%	*	*	*
Totals	99%	100%	100%	100%	101%	100%	100%	99%	*	*	*
Unweighted N	(504)	(221)	(283)	(115)	(129)	(152)	(108)	(323)	(58)	(84)	(39)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	27%	29%	27%	26%	41%	26%	28%	36%	*	*	34%	27%	30%
Be somewhat more regulated	30%	35%	25%	30%	33%	24%	27%	27%	*	*	27%	29%	35%
Have no change in regulation	26%	22%	25%	30%	18%	35%	26%	26%	*	*	25%	27%	22%
Be somewhat less regulated	4%	3%	3%	8%	1%	8%	6%	3%	*	*	2%	5%	7%
Be much less regulated	1%	0%	2%	1%	0%	2%	2%	1%	*	*	1%	1%	2%
Not sure	11%	11%	18%	5%	7%	6%	12%	7%	*	*	11%	11%	3%
Totals	99%	100%	100%	100%	100%	101%	101%	100%	*	*	100%	100%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(504)	(157)	(204)	(143)	(197)	(190)	(213)	(143)	(95)	(92)	(104)	(201)	(107)

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1N. Industry Regulation — News media

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	27%	31%	24%	29%	25%	22%	33%	27%	*	*	*
Be somewhat more regulated	24%	16%	29%	16%	25%	25%	27%	24%	*	*	*
Have no change in regulation	23%	23%	22%	32%	18%	27%	16%	22%	*	*	*
Be somewhat less regulated	7%	5%	8%	7%	8%	5%	8%	8%	*	*	*
Be much less regulated	7%	11%	4%	7%	4%	7%	11%	7%	*	*	*
Not sure	12%	13%	12%	9%	20%	14%	5%	13%	*	*	*
Totals	100%	99%	99%	100%	100%	100%	100%	101%	*	*	*
Unweighted N	(513)	(218)	(295)	(116)	(138)	(143)	(116)	(333)	(59)	(76)	(45)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	27%	19%	32%	30%	19%	31%	29%	21%	*	*	36%	19%	24%
Be somewhat more regulated	24%	24%	21%	27%	24%	24%	18%	31%	*	*	20%	25%	22%
Have no change in regulation	23%	29%	17%	23%	25%	23%	26%	25%	*	*	23%	26%	25%
Be somewhat less regulated	7%	8%	8%	3%	12%	4%	6%	7%	*	*	3%	5%	14%
Be much less regulated	7%	6%	8%	8%	9%	7%	8%	7%	*	*	9%	11%	5%
Not sure	12%	14%	14%	8%	11%	11%	13%	9%	*	*	8%	14%	11%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	*	*	99%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(513)	(151)	(226)	(136)	(216)	(186)	(213)	(151)	(97)	(94)	(102)	(188)	(129)

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10. Industry Regulation — Utilities

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	25%	24%	25%	18%	17%	31%	30%	25%	*	*	*
Be somewhat more regulated	27%	27%	27%	30%	19%	24%	38%	25%	*	*	*
Have no change in regulation	25%	25%	25%	32%	28%	21%	20%	24%	*	*	*
Be somewhat less regulated	5%	3%	6%	2%	4%	6%	6%	5%	*	*	*
Be much less regulated	4%	5%	4%	5%	7%	2%	2%	3%	*	*	*
Not sure	15%	16%	14%	14%	23%	16%	4%	17%	*	*	*
Totals	101%	100%	101%	101%	98%	100%	100%	99%	*	*	*
Unweighted N	(533)	(252)	(281)	(119)	(147)	(154)	(113)	(365)	(65)	(61)	(42)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	25%	27%	25%	22%	30%	26%	28%	28%	*	30%	19%	27%	21%
Be somewhat more regulated	27%	25%	30%	25%	27%	26%	27%	29%	*	26%	28%	28%	26%
Have no change in regulation	25%	30%	19%	27%	26%	25%	19%	26%	*	27%	31%	25%	17%
Be somewhat less regulated	5%	1%	4%	8%	3%	9%	3%	6%	*	1%	3%	6%	7%
Be much less regulated	4%	4%	4%	4%	4%	4%	4%	4%	*	3%	5%	4%	4%
Not sure	15%	13%	17%	14%	9%	10%	18%	8%	*	13%	14%	11%	24%
Totals	101%	100%	99%	100%	99%	100%	99%	101%	*	100%	100%	101%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(533)	(168)	(214)	(151)	(226)	(195)	(222)	(158)	(91)	(104)	(118)	(189)	(122)

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1P. Industry Regulation — Mining and natural resources

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	22%	19%	24%	24%	24%	15%	27%	19%	*	*	*
Be somewhat more regulated	25%	25%	24%	30%	17%	23%	28%	27%	*	*	*
Have no change in regulation	22%	22%	21%	14%	26%	26%	19%	22%	*	*	*
Be somewhat less regulated	10%	14%	6%	4%	8%	13%	12%	11%	*	*	*
Be much less regulated	4%	7%	1%	4%	3%	5%	5%	5%	*	*	*
Not sure	18%	12%	23%	24%	21%	18%	9%	16%	*	*	*
Totals	101%	99%	99%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(552)	(256)	(296)	(132)	(137)	(165)	(118)	(354)	(70)	(84)	(44)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	22%	37%	21%	10%	39%	10%	22%	24%	15%	*	19%	21%	19%
Be somewhat more regulated	25%	26%	28%	19%	34%	15%	27%	23%	25%	*	33%	17%	33%
Have no change in regulation	22%	17%	20%	28%	15%	33%	17%	27%	30%	*	20%	25%	23%
Be somewhat less regulated	10%	1%	7%	20%	2%	17%	9%	10%	13%	*	4%	14%	6%
Be much less regulated	4%	1%	3%	9%	1%	11%	4%	4%	6%	*	7%	4%	4%
Not sure	18%	19%	20%	14%	10%	14%	21%	13%	12%	*	16%	19%	15%
Totals	101%	101%	99%	100%	101%	100%	100%	101%	101%	*	99%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(552)	(159)	(240)	(153)	(218)	(196)	(220)	(168)	(108)	(86)	(108)	(220)	(138)

YouGov Survey: Industry regulation

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1Q. Industry Regulation — Technology

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	23%	21%	24%	22%	27%	22%	21%	20%	*	*	*
Be somewhat more regulated	37%	36%	38%	47%	21%	33%	51%	39%	*	*	*
Have no change in regulation	23%	25%	20%	15%	36%	23%	15%	23%	*	*	*
Be somewhat less regulated	4%	6%	3%	1%	4%	5%	8%	5%	*	*	*
Be much less regulated	3%	4%	1%	1%	2%	5%	1%	2%	*	*	*
Not sure	10%	7%	13%	13%	10%	12%	4%	10%	*	*	*
Totals	100%	99%	99%	99%	100%	100%	100%	99%	*	*	*
Unweighted N	(497)	(222)	(275)	(114)	(127)	(152)	(104)	(329)	(60)	(68)	(40)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	23%	27%	25%	17%	29%	20%	24%	18%	*	*	28%	22%	30%
Be somewhat more regulated	37%	41%	32%	39%	41%	34%	32%	44%	*	*	41%	34%	35%
Have no change in regulation	23%	16%	32%	19%	17%	28%	25%	25%	*	*	18%	23%	16%
Be somewhat less regulated	4%	0%	0%	13%	0%	8%	4%	3%	*	*	1%	8%	2%
Be much less regulated	3%	1%	3%	4%	2%	4%	3%	5%	*	*	1%	3%	3%
Not sure	10%	14%	7%	9%	10%	7%	12%	5%	*	*	11%	10%	15%
Totals	100%	99%	99%	101%	99%	101%	100%	100%	*	*	100%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(497)	(159)	(196)	(142)	(202)	(179)	(219)	(146)	(91)	(78)	(108)	(201)	(110)

YouGov Survey: Industry regulation

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1R. Industry Regulation — Real estate

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	22%	25%	18%	26%	21%	21%	19%	20%	*	*	*
Be somewhat more regulated	21%	16%	27%	17%	20%	21%	27%	24%	*	*	*
Have no change in regulation	31%	37%	26%	24%	38%	35%	27%	31%	*	*	*
Be somewhat less regulated	7%	7%	7%	8%	6%	9%	6%	9%	*	*	*
Be much less regulated	4%	6%	2%	1%	3%	5%	7%	4%	*	*	*
Not sure	14%	9%	20%	25%	12%	10%	13%	11%	*	*	*
Totals	99%	100%	100%	101%	100%	101%	99%	99%	*	*	*
Unweighted N	(539)	(246)	(293)	(128)	(132)	(167)	(112)	(349)	(72)	(74)	(44)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	22%	35%	19%	12%	34%	11%	22%	20%	23%	*	27%	19%	17%
Be somewhat more regulated	21%	18%	25%	21%	31%	21%	21%	24%	27%	*	24%	19%	22%
Have no change in regulation	31%	25%	33%	36%	20%	39%	36%	27%	27%	*	25%	35%	38%
Be somewhat less regulated	7%	4%	5%	13%	3%	11%	5%	12%	11%	*	12%	6%	11%
Be much less regulated	4%	3%	4%	6%	3%	9%	4%	4%	7%	*	6%	4%	6%
Not sure	14%	15%	14%	13%	9%	9%	14%	14%	5%	*	6%	18%	6%
Totals	99%	100%	100%	101%	100%	100%	102%	101%	100%	*	100%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(539)	(178)	(214)	(147)	(223)	(193)	(238)	(155)	(102)	(99)	(104)	(216)	(120)

YouGov Survey: Industry regulation

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1S. Industry Regulation — Taxis and ride sharing

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	22%	20%	23%	29%	16%	21%	22%	19%	*	*	*
Be somewhat more regulated	28%	23%	33%	30%	34%	19%	34%	27%	*	*	*
Have no change in regulation	29%	33%	26%	22%	27%	37%	24%	32%	*	*	*
Be somewhat less regulated	4%	7%	2%	1%	2%	3%	12%	4%	*	*	*
Be much less regulated	3%	5%	1%	5%	4%	1%	1%	2%	*	*	*
Not sure	14%	13%	16%	13%	16%	19%	7%	16%	*	*	*
Totals	100%	101%	101%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(524)	(231)	(293)	(114)	(135)	(163)	(112)	(335)	(73)	(70)	(46)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	22%	26%	21%	18%	22%	20%	25%	15%	*	*	24%	21%	23%
Be somewhat more regulated	28%	31%	27%	27%	36%	20%	31%	32%	*	*	22%	30%	33%
Have no change in regulation	29%	28%	28%	31%	28%	32%	25%	32%	*	*	29%	30%	24%
Be somewhat less regulated	4%	3%	4%	5%	2%	6%	2%	6%	*	*	1%	5%	8%
Be much less regulated	3%	0%	3%	5%	1%	5%	2%	2%	*	*	7%	3%	0%
Not sure	14%	12%	16%	14%	13%	15%	14%	13%	*	*	17%	11%	11%
Totals	100%	100%	99%	100%	102%	98%	99%	100%	*	*	100%	100%	99%

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	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(524)	(159)	(218)	(147)	(212)	(189)	(227)	(145)	(94)	(94)	(113)	(210)	(107)

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1T. Industry Regulation — Cannabis

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	22%	21%	22%	24%	15%	23%	26%	24%	*	*	*
Be somewhat more regulated	16%	21%	12%	17%	12%	13%	26%	14%	*	*	*
Have no change in regulation	20%	22%	18%	15%	21%	23%	16%	22%	*	*	*
Be somewhat less regulated	15%	12%	17%	21%	20%	9%	11%	15%	*	*	*
Be much less regulated	19%	18%	20%	12%	20%	25%	15%	19%	*	*	*
Not sure	9%	6%	11%	10%	12%	6%	5%	5%	*	*	*
Totals	101%	100%	100%	99%	100%	99%	99%	99%	*	*	*
Unweighted N	(535)	(253)	(282)	(134)	(139)	(154)	(108)	(349)	(62)	(80)	(44)

	Total	Party ID			2024 Vote		Family Income (3 category)				Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+		Northeast	Midwest	South	West
Be much more regulated	22%	15%	19%	32%	16%	36%	19%	21%	29%	22%	*	22%	18%	
Be somewhat more regulated	16%	20%	15%	13%	21%	13%	15%	17%	23%	9%	*	19%	18%	
Have no change in regulation	20%	19%	20%	20%	18%	20%	19%	24%	19%	20%	*	14%	24%	
Be somewhat less regulated	15%	18%	16%	10%	18%	9%	14%	16%	9%	13%	*	16%	18%	
Be much less regulated	19%	17%	21%	19%	19%	15%	22%	17%	15%	24%	*	20%	18%	
Not sure	9%	11%	8%	6%	7%	7%	11%	4%	5%	13%	*	9%	3%	
Totals	101%	100%	99%	100%	99%	100%	100%	99%	100%	101%	*	100%	99%	

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(535)	(154)	(245)	(136)	(219)	(204)	(205)	(175)	(101)	(102)	(89)	(217)	(127)

YouGov Survey: Industry regulation

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1U. Industry Regulation — Internet services

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	21%	22%	21%	19%	25%	19%	22%	22%	*	*	*
Be somewhat more regulated	27%	24%	31%	27%	24%	25%	34%	27%	*	*	*
Have no change in regulation	32%	34%	31%	33%	29%	39%	27%	30%	*	*	*
Be somewhat less regulated	5%	6%	4%	5%	4%	6%	4%	6%	*	*	*
Be much less regulated	3%	5%	1%	4%	4%	1%	3%	4%	*	*	*
Not sure	11%	10%	12%	12%	14%	10%	9%	11%	*	*	*
Totals	99%	101%	100%	100%	100%	100%	99%	100%	*	*	*
Unweighted N	(533)	(251)	(282)	(123)	(138)	(162)	(110)	(356)	(70)	(71)	(36)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	21%	26%	18%	21%	24%	18%	25%	15%	*	*	20%	21%	23%
Be somewhat more regulated	27%	32%	25%	27%	35%	23%	25%	30%	*	*	30%	30%	27%
Have no change in regulation	32%	28%	38%	28%	28%	33%	32%	34%	*	*	18%	34%	35%
Be somewhat less regulated	5%	3%	3%	9%	3%	9%	7%	4%	*	*	4%	3%	7%
Be much less regulated	3%	0%	3%	5%	1%	6%	3%	3%	*	*	9%	2%	1%
Not sure	11%	11%	12%	10%	11%	11%	9%	14%	*	*	19%	10%	7%
Totals	99%	100%	99%	100%	102%	100%	101%	100%	*	*	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(533)	(151)	(231)	(151)	(213)	(196)	(229)	(162)	(94)	(95)	(104)	(212)	(122)

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1V. Industry Regulation — Food and beverage

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	20%	18%	22%	24%	24%	21%	12%	16%	*	*	*
Be somewhat more regulated	35%	33%	37%	38%	27%	29%	48%	36%	*	*	*
Have no change in regulation	28%	33%	24%	31%	27%	28%	28%	28%	*	*	*
Be somewhat less regulated	5%	5%	5%	3%	8%	3%	5%	6%	*	*	*
Be much less regulated	3%	3%	4%	0%	2%	6%	4%	4%	*	*	*
Not sure	8%	9%	8%	3%	11%	13%	2%	10%	*	*	*
Totals	99%	101%	100%	99%	99%	100%	99%	100%	*	*	*
Unweighted N	(539)	(245)	(294)	(115)	(146)	(162)	(116)	(351)	(74)	(70)	(44)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	20%	24%	24%	13%	23%	15%	24%	22%	*	*	11%	28%	14%
Be somewhat more regulated	35%	44%	28%	34%	45%	34%	32%	29%	*	*	44%	33%	33%
Have no change in regulation	28%	24%	32%	28%	24%	30%	27%	35%	*	*	31%	22%	38%
Be somewhat less regulated	5%	1%	3%	10%	2%	8%	5%	3%	*	*	2%	7%	6%
Be much less regulated	3%	1%	4%	5%	1%	4%	4%	3%	*	*	3%	3%	5%
Not sure	8%	5%	9%	10%	5%	9%	7%	7%	*	*	9%	8%	3%
Totals	99%	99%	100%	100%	100%	100%	99%	99%	*	*	100%	101%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(539)	(163)	(215)	(161)	(214)	(197)	(237)	(153)	(96)	(94)	(116)	(216)	(113)

YouGov Survey: Industry regulation

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1W. Industry Regulation — Higher education

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	20%	23%	17%	12%	17%	23%	28%	16%	*	*	*
Be somewhat more regulated	23%	24%	22%	25%	31%	17%	19%	25%	*	*	*
Have no change in regulation	26%	23%	28%	21%	24%	28%	28%	27%	*	*	*
Be somewhat less regulated	14%	13%	15%	21%	11%	12%	13%	13%	*	*	*
Be much less regulated	5%	6%	4%	3%	4%	6%	6%	6%	*	*	*
Not sure	13%	11%	15%	18%	14%	14%	6%	13%	*	*	*
Totals	101%	100%	101%	100%	101%	100%	100%	100%	*	*	*
Unweighted N	(519)	(241)	(278)	(108)	(139)	(167)	(105)	(337)	(69)	(68)	(45)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	20%	19%	17%	25%	12%	28%	27%	20%	*	*	19%	24%	12%
Be somewhat more regulated	23%	17%	17%	36%	23%	29%	17%	28%	*	*	17%	25%	29%
Have no change in regulation	26%	28%	33%	13%	31%	20%	29%	19%	*	*	31%	20%	25%
Be somewhat less regulated	14%	18%	13%	10%	18%	8%	10%	15%	*	*	18%	16%	14%
Be much less regulated	5%	6%	4%	5%	7%	4%	4%	8%	*	*	6%	5%	3%
Not sure	13%	12%	15%	11%	8%	10%	12%	9%	*	*	10%	9%	18%
Totals	101%	100%	99%	100%	99%	99%	99%	99%	*	*	101%	99%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(519)	(162)	(222)	(135)	(232)	(181)	(213)	(152)	(98)	(87)	(114)	(202)	(116)

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1X. Industry Regulation — Advertising

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	19%	21%	17%	13%	20%	17%	23%	17%	*	*	*
Be somewhat more regulated	28%	30%	25%	39%	17%	28%	31%	30%	*	*	*
Have no change in regulation	32%	30%	34%	19%	36%	35%	33%	32%	*	*	*
Be somewhat less regulated	4%	5%	3%	4%	3%	4%	5%	5%	*	*	*
Be much less regulated	3%	3%	3%	5%	3%	3%	1%	4%	*	*	*
Not sure	15%	11%	19%	20%	20%	14%	7%	12%	*	*	*
Totals	101%	100%	101%	100%	99%	101%	100%	100%	*	*	*
Unweighted N	(532)	(239)	(293)	(117)	(137)	(159)	(119)	(351)	(68)	(72)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	19%	25%	22%	10%	27%	16%	18%	19%	*	19%	18%	14%	29%
Be somewhat more regulated	28%	30%	27%	27%	34%	26%	29%	25%	*	27%	29%	26%	31%
Have no change in regulation	32%	24%	33%	38%	25%	35%	32%	35%	*	33%	33%	32%	29%
Be somewhat less regulated	4%	2%	4%	6%	2%	6%	2%	6%	*	4%	2%	5%	3%
Be much less regulated	3%	1%	3%	5%	1%	4%	2%	3%	*	1%	4%	4%	1%
Not sure	15%	19%	12%	15%	10%	14%	18%	12%	*	15%	13%	19%	7%
Totals	101%	101%	101%	101%	99%	101%	101%	100%	*	99%	99%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(532)	(171)	(214)	(147)	(226)	(193)	(228)	(171)	(78)	(102)	(103)	(214)	(113)

YouGov Survey: Industry regulation

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1Y. Industry Regulation — Beer, wine, and liquor

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	19%	16%	21%	18%	22%	16%	19%	17%	*	*	*
Be somewhat more regulated	20%	21%	20%	28%	15%	17%	23%	19%	*	*	*
Have no change in regulation	39%	36%	41%	29%	40%	41%	44%	41%	*	*	*
Be somewhat less regulated	8%	11%	5%	8%	7%	9%	8%	8%	*	*	*
Be much less regulated	6%	8%	3%	6%	6%	8%	1%	6%	*	*	*
Not sure	9%	8%	10%	11%	10%	9%	6%	9%	*	*	*
Totals	101%	100%	100%	100%	100%	100%	101%	100%	*	*	*
Unweighted N	(525)	(243)	(282)	(130)	(122)	(170)	(103)	(334)	(71)	(82)	(38)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	19%	21%	19%	17%	20%	17%	23%	18%	*	6%	21%	20%	27%
Be somewhat more regulated	20%	18%	24%	18%	22%	17%	19%	16%	*	19%	24%	21%	15%
Have no change in regulation	39%	39%	38%	38%	46%	41%	40%	38%	*	40%	35%	41%	36%
Be somewhat less regulated	8%	8%	3%	14%	5%	13%	6%	12%	*	6%	7%	8%	12%
Be much less regulated	6%	1%	7%	8%	1%	7%	3%	9%	*	10%	5%	5%	2%
Not sure	9%	13%	9%	6%	6%	6%	9%	7%	*	19%	7%	5%	9%
Totals	101%	100%	100%	101%	100%	101%	100%	100%	*	100%	99%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(525)	(169)	(213)	(143)	(234)	(185)	(221)	(166)	(96)	(100)	(121)	(201)	(103)

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12. Industry Regulation — Telecommunications

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	18%	15%	21%	9%	19%	21%	21%	17%	*	*	*
Be somewhat more regulated	28%	29%	28%	19%	27%	28%	41%	30%	*	*	*
Have no change in regulation	27%	31%	24%	32%	23%	28%	28%	26%	*	*	*
Be somewhat less regulated	5%	7%	4%	5%	4%	9%	1%	6%	*	*	*
Be much less regulated	3%	4%	1%	4%	2%	1%	3%	3%	*	*	*
Not sure	18%	14%	23%	31%	25%	13%	7%	17%	*	*	*
Totals	99%	100%	101%	100%	100%	100%	101%	99%	*	*	*
Unweighted N	(522)	(242)	(280)	(117)	(129)	(164)	(112)	(333)	(71)	(82)	(36)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	18%	17%	18%	18%	23%	18%	20%	17%	*	*	*	23%	16%
Be somewhat more regulated	28%	28%	34%	20%	32%	22%	31%	28%	*	*	*	25%	32%
Have no change in regulation	27%	28%	26%	30%	26%	38%	22%	29%	*	*	*	23%	34%
Be somewhat less regulated	5%	3%	3%	12%	2%	7%	5%	4%	*	*	*	8%	2%
Be much less regulated	3%	1%	2%	6%	1%	5%	1%	5%	*	*	*	3%	0%
Not sure	18%	23%	17%	14%	16%	10%	21%	17%	*	*	*	17%	15%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	*	*	*	99%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(522)	(173)	(218)	(131)	(242)	(172)	(220)	(163)	(88)	(89)	(99)	(203)	(131)

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1AA. Industry Regulation — Automotive

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	17%	19%	14%	18%	10%	20%	17%	14%	*	*	*
Be somewhat more regulated	22%	20%	23%	27%	22%	19%	21%	21%	*	*	*
Have no change in regulation	34%	40%	28%	30%	28%	36%	42%	37%	*	*	*
Be somewhat less regulated	7%	6%	7%	7%	3%	9%	7%	8%	*	*	*
Be much less regulated	5%	8%	2%	4%	6%	7%	3%	6%	*	*	*
Not sure	16%	7%	25%	13%	31%	11%	11%	15%	*	*	*
Totals	101%	100%	99%	99%	100%	102%	101%	101%	*	*	*
Unweighted N	(526)	(237)	(289)	(106)	(127)	(176)	(117)	(347)	(66)	(72)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	17%	24%	11%	15%	24%	13%	15%	20%	18%	12%	15%	17%	22%
Be somewhat more regulated	22%	32%	16%	16%	30%	16%	19%	25%	22%	14%	27%	21%	25%
Have no change in regulation	34%	28%	39%	34%	33%	39%	35%	35%	36%	38%	34%	34%	30%
Be somewhat less regulated	7%	3%	5%	12%	3%	12%	8%	6%	7%	4%	8%	5%	9%
Be much less regulated	5%	1%	6%	9%	1%	11%	4%	7%	9%	2%	8%	6%	5%
Not sure	16%	11%	22%	13%	10%	9%	19%	7%	8%	30%	9%	17%	8%
Totals	101%	99%	99%	99%	101%	100%	100%	100%	100%	100%	101%	100%	99%

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	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(526)	(174)	(218)	(134)	(223)	(193)	(221)	(154)	(102)	(102)	(102)	(207)	(115)

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1AB. Industry Regulation — Railroad

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	15%	20%	11%	18%	9%	22%	8%	14%	*	*	*
Be somewhat more regulated	18%	18%	19%	15%	15%	15%	32%	19%	*	*	*
Have no change in regulation	37%	40%	34%	35%	35%	40%	38%	39%	*	*	*
Be somewhat less regulated	5%	6%	5%	8%	8%	2%	5%	5%	*	*	*
Be much less regulated	3%	2%	3%	3%	2%	3%	3%	3%	*	*	*
Not sure	21%	14%	27%	22%	31%	18%	15%	20%	*	*	*
Totals	99%	100%	99%	101%	100%	100%	101%	100%	*	*	*
Unweighted N	(550)	(250)	(300)	(124)	(141)	(181)	(104)	(377)	(66)	(71)	(36)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	15%	23%	16%	9%	18%	10%	12%	21%	18%	*	14%	16%	17%
Be somewhat more regulated	18%	23%	16%	17%	27%	16%	23%	12%	15%	*	14%	15%	22%
Have no change in regulation	37%	34%	35%	43%	33%	49%	34%	39%	45%	*	39%	39%	34%
Be somewhat less regulated	5%	3%	5%	7%	3%	7%	5%	6%	9%	*	8%	3%	10%
Be much less regulated	3%	1%	2%	5%	1%	5%	2%	2%	2%	*	2%	5%	0%
Not sure	21%	16%	26%	19%	17%	14%	25%	19%	11%	*	22%	22%	18%
Totals	99%	100%	100%	100%	99%	101%	101%	99%	100%	*	99%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(550)	(167)	(229)	(154)	(231)	(183)	(245)	(150)	(103)	(96)	(126)	(217)	(111)

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1AC. Industry Regulation — Construction

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	17%	15%	19%	12%	14%	21%	*	13%	*	*	*
Be somewhat more regulated	22%	22%	22%	15%	18%	25%	*	24%	*	*	*
Have no change in regulation	34%	42%	26%	38%	29%	32%	*	35%	*	*	*
Be somewhat less regulated	6%	7%	5%	9%	9%	4%	*	7%	*	*	*
Be much less regulated	4%	3%	5%	1%	9%	3%	*	5%	*	*	*
Not sure	17%	11%	23%	25%	22%	15%	*	16%	*	*	*
Totals	100%	100%	100%	100%	101%	100%	*	100%	*	*	*
Unweighted N	(520)	(246)	(274)	(117)	(134)	(170)	(99)	(343)	(61)	(76)	(40)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	17%	19%	15%	17%	16%	14%	20%	19%	*	*	18%	15%	20%
Be somewhat more regulated	22%	28%	20%	19%	33%	21%	22%	16%	*	*	22%	25%	20%
Have no change in regulation	34%	33%	41%	28%	33%	38%	32%	37%	*	*	32%	32%	36%
Be somewhat less regulated	6%	3%	2%	14%	2%	11%	7%	5%	*	*	6%	4%	10%
Be much less regulated	4%	1%	4%	7%	1%	5%	3%	7%	*	*	5%	5%	4%
Not sure	17%	17%	19%	15%	14%	10%	17%	17%	*	*	17%	19%	10%
Totals	100%	101%	101%	100%	99%	99%	101%	101%	*	*	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(520)	(166)	(210)	(144)	(214)	(181)	(232)	(149)	(94)	(95)	(112)	(192)	(121)

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1AD. Industry Regulation — Cosmetics and beauty

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	14%	10%	18%	7%	21%	16%	11%	13%	*	*	*
Be somewhat more regulated	24%	20%	28%	26%	26%	19%	28%	21%	*	*	*
Have no change in regulation	37%	43%	32%	39%	25%	42%	43%	40%	*	*	*
Be somewhat less regulated	6%	6%	6%	7%	9%	5%	3%	8%	*	*	*
Be much less regulated	2%	3%	2%	1%	2%	1%	6%	3%	*	*	*
Not sure	16%	18%	14%	19%	17%	18%	8%	16%	*	*	*
Totals	99%	100%	100%	99%	100%	101%	99%	101%	*	*	*
Unweighted N	(546)	(248)	(298)	(131)	(147)	(161)	(107)	(357)	(75)	(73)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	20%	15%	7%	21%	12%	11%	17%	21%	*	16%	10%	10%
Be somewhat more regulated	24%	26%	19%	28%	29%	22%	24%	27%	22%	*	17%	33%	22%
Have no change in regulation	37%	36%	38%	39%	32%	43%	35%	41%	45%	*	53%	32%	33%
Be somewhat less regulated	6%	2%	6%	10%	2%	5%	8%	3%	3%	*	1%	9%	6%
Be much less regulated	2%	2%	2%	3%	1%	5%	3%	1%	1%	*	2%	2%	4%
Not sure	16%	15%	19%	13%	15%	12%	18%	12%	7%	*	11%	15%	25%
Totals	99%	101%	99%	100%	100%	99%	99%	101%	99%	*	100%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(546)	(176)	(218)	(152)	(225)	(191)	(237)	(160)	(100)	(89)	(113)	(216)	(128)

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1AE. Industry Regulation — Manufacturing

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	14%	14%	14%	16%	13%	12%	16%	11%	*	*	*
Be somewhat more regulated	26%	23%	28%	39%	23%	17%	29%	26%	*	*	*
Have no change in regulation	33%	35%	32%	30%	27%	37%	39%	34%	*	*	*
Be somewhat less regulated	9%	13%	5%	4%	6%	16%	7%	10%	*	*	*
Be much less regulated	3%	3%	3%	1%	2%	3%	4%	3%	*	*	*
Not sure	15%	12%	18%	10%	29%	15%	5%	16%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(532)	(240)	(292)	(122)	(149)	(146)	(115)	(341)	(76)	(75)	(40)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	22%	10%	10%	20%	11%	17%	14%	5%	14%	10%	16%	14%
Be somewhat more regulated	26%	36%	22%	21%	35%	17%	22%	33%	28%	16%	36%	25%	27%
Have no change in regulation	33%	22%	44%	33%	26%	40%	35%	28%	37%	54%	21%	32%	30%
Be somewhat less regulated	9%	2%	7%	17%	1%	17%	5%	13%	15%	0%	11%	8%	14%
Be much less regulated	3%	2%	0%	6%	2%	6%	3%	2%	5%	0%	2%	3%	4%
Not sure	15%	16%	17%	14%	15%	9%	18%	9%	11%	15%	19%	15%	11%
Totals	100%	100%	100%	101%	99%	100%	100%	99%	101%	99%	99%	99%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(532)	(160)	(213)	(159)	(212)	(191)	(232)	(139)	(100)	(110)	(105)	(209)	(108)

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1AF. Industry Regulation — Dairy

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	14%	12%	15%	11%	20%	15%	8%	11%	*	*	*
Be somewhat more regulated	23%	18%	27%	23%	18%	23%	26%	21%	*	*	*
Have no change in regulation	41%	45%	38%	34%	40%	39%	53%	45%	*	*	*
Be somewhat less regulated	5%	9%	2%	6%	2%	8%	5%	7%	*	*	*
Be much less regulated	3%	3%	3%	2%	4%	3%	3%	3%	*	*	*
Not sure	14%	13%	15%	25%	16%	11%	6%	12%	*	*	*
Totals	100%	100%	100%	101%	100%	99%	101%	99%	*	*	*
Unweighted N	(530)	(237)	(293)	(113)	(142)	(164)	(111)	(336)	(69)	(87)	(38)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	17%	16%	6%	18%	11%	12%	15%	*	*	7%	12%	21%
Be somewhat more regulated	23%	31%	19%	18%	36%	13%	23%	25%	*	*	22%	27%	23%
Have no change in regulation	41%	37%	42%	45%	32%	51%	42%	39%	*	*	50%	38%	34%
Be somewhat less regulated	5%	1%	2%	15%	2%	8%	6%	3%	*	*	5%	9%	3%
Be much less regulated	3%	2%	2%	5%	2%	8%	4%	3%	*	*	3%	5%	1%
Not sure	14%	11%	19%	11%	10%	10%	13%	15%	*	*	13%	9%	19%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	*	*	100%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(530)	(165)	(232)	(133)	(227)	(177)	(234)	(155)	(92)	(99)	(102)	(211)	(118)

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1AG. Industry Regulation — Trucking

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	14%	13%	15%	9%	18%	12%	16%	13%	*	*	*
Be somewhat more regulated	26%	29%	24%	27%	24%	22%	33%	28%	*	*	*
Have no change in regulation	31%	36%	27%	29%	18%	44%	28%	29%	*	*	*
Be somewhat less regulated	6%	6%	6%	8%	7%	5%	5%	7%	*	*	*
Be much less regulated	2%	3%	1%	0%	4%	1%	2%	2%	*	*	*
Not sure	21%	13%	28%	27%	28%	16%	16%	21%	*	*	*
Totals	100%	100%	101%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(504)	(228)	(276)	(115)	(128)	(153)	(108)	(331)	(60)	(73)	(40)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	15%	20%	6%	16%	12%	19%	12%	*	11%	9%	15%	20%
Be somewhat more regulated	26%	25%	19%	35%	32%	27%	23%	27%	*	28%	31%	22%	25%
Have no change in regulation	31%	35%	33%	25%	33%	32%	29%	33%	*	32%	31%	32%	29%
Be somewhat less regulated	6%	2%	6%	10%	3%	13%	3%	11%	*	2%	8%	9%	3%
Be much less regulated	2%	0%	1%	5%	0%	5%	2%	1%	*	0%	4%	3%	0%
Not sure	21%	23%	20%	20%	17%	10%	24%	15%	*	27%	16%	19%	23%
Totals	100%	100%	99%	101%	101%	99%	100%	99%	*	100%	99%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(504)	(158)	(215)	(131)	(217)	(177)	(209)	(150)	(98)	(101)	(100)	(190)	(113)

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1AH. Industry Regulation — Grocery

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	15%	16%	14%	10%	19%	19%	10%	13%	*	*	*
Be somewhat more regulated	23%	20%	25%	35%	22%	16%	21%	24%	*	*	*
Have no change in regulation	39%	46%	32%	39%	24%	40%	52%	36%	*	*	*
Be somewhat less regulated	6%	5%	7%	5%	7%	6%	6%	9%	*	*	*
Be much less regulated	6%	6%	6%	2%	9%	7%	5%	7%	*	*	*
Not sure	11%	7%	15%	9%	18%	12%	6%	12%	*	*	*
Totals	100%	100%	99%	100%	99%	100%	100%	101%	*	*	*
Unweighted N	(495)	(229)	(266)	(131)	(116)	(146)	(102)	(328)	(55)	(74)	(38)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	15%	18%	12%	15%	19%	15%	16%	19%	12%	*	9%	18%	16%
Be somewhat more regulated	23%	34%	18%	18%	35%	15%	23%	20%	27%	*	34%	26%	12%
Have no change in regulation	39%	35%	44%	36%	31%	40%	33%	45%	39%	*	41%	33%	42%
Be somewhat less regulated	6%	2%	5%	11%	3%	10%	7%	5%	8%	*	3%	9%	8%
Be much less regulated	6%	3%	7%	8%	3%	9%	6%	3%	9%	*	4%	5%	7%
Not sure	11%	8%	13%	12%	9%	12%	14%	9%	5%	*	9%	9%	15%
Totals	100%	100%	99%	100%	100%	101%	99%	101%	100%	*	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(495)	(150)	(199)	(146)	(207)	(185)	(206)	(136)	(100)	(96)	(102)	(180)	(117)

YouGov Survey: Industry regulation

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1AI. Industry Regulation — Professional sports

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	13%	13%	13%	9%	9%	16%	16%	11%	*	*	*
Be somewhat more regulated	22%	22%	22%	21%	18%	21%	30%	22%	*	*	*
Have no change in regulation	39%	44%	34%	37%	36%	45%	34%	43%	*	*	*
Be somewhat less regulated	4%	4%	5%	5%	7%	3%	4%	5%	*	*	*
Be much less regulated	5%	6%	3%	5%	5%	5%	4%	4%	*	*	*
Not sure	17%	11%	23%	23%	24%	11%	12%	15%	*	*	*
Totals	100%	100%	100%	100%	99%	101%	100%	100%	*	*	*
Unweighted N	(535)	(238)	(297)	(117)	(137)	(171)	(110)	(343)	(62)	(84)	(46)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	13%	14%	9%	16%	16%	12%	16%	13%	*	9%	21%	9%	13%
Be somewhat more regulated	22%	28%	19%	20%	34%	19%	21%	24%	*	18%	16%	28%	22%
Have no change in regulation	39%	36%	41%	39%	28%	44%	34%	45%	*	52%	34%	35%	40%
Be somewhat less regulated	4%	2%	1%	11%	2%	7%	4%	5%	*	2%	2%	5%	8%
Be much less regulated	5%	3%	7%	3%	3%	5%	6%	3%	*	0%	10%	4%	4%
Not sure	17%	16%	23%	11%	17%	13%	20%	10%	*	20%	16%	18%	13%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	*	101%	99%	99%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(535)	(165)	(224)	(146)	(212)	(201)	(223)	(162)	(95)	(100)	(105)	(205)	(125)

YouGov Survey: Industry regulation

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1AJ. Industry Regulation — Agriculture

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	12%	12%	12%	11%	9%	16%	8%	9%	*	*	*
Be somewhat more regulated	24%	20%	27%	16%	23%	23%	34%	23%	*	*	*
Have no change in regulation	28%	27%	28%	35%	25%	32%	16%	31%	*	*	*
Be somewhat less regulated	11%	16%	6%	16%	8%	6%	14%	12%	*	*	*
Be much less regulated	6%	8%	4%	1%	4%	7%	12%	6%	*	*	*
Not sure	20%	17%	22%	21%	30%	16%	16%	19%	*	*	*
Totals	101%	100%	99%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(547)	(251)	(296)	(126)	(132)	(167)	(122)	(363)	(64)	(77)	(43)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	12%	16%	11%	9%	16%	9%	11%	15%	13%	9%	11%	14%	11%
Be somewhat more regulated	24%	39%	20%	15%	40%	15%	26%	24%	22%	27%	20%	22%	29%
Have no change in regulation	28%	16%	36%	28%	19%	34%	23%	30%	39%	32%	31%	25%	26%
Be somewhat less regulated	11%	8%	8%	18%	7%	19%	10%	11%	16%	5%	14%	12%	10%
Be much less regulated	6%	2%	6%	10%	2%	12%	5%	9%	4%	1%	5%	8%	7%
Not sure	20%	20%	20%	20%	16%	11%	26%	11%	5%	26%	20%	18%	18%
Totals	101%	101%	101%	100%	100%	100%	101%	100%	99%	100%	101%	99%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(547)	(161)	(244)	(142)	(231)	(188)	(244)	(146)	(101)	(104)	(119)	(206)	(118)

YouGov Survey: Industry regulation

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1AK. Industry Regulation — Restaurant

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	11%	13%	10%	7%	11%	13%	14%	8%	*	*	*
Be somewhat more regulated	20%	20%	21%	21%	24%	17%	21%	18%	*	*	*
Have no change in regulation	45%	43%	47%	51%	37%	49%	43%	48%	*	*	*
Be somewhat less regulated	8%	9%	6%	6%	4%	11%	9%	10%	*	*	*
Be much less regulated	2%	1%	2%	0%	4%	1%	2%	2%	*	*	*
Not sure	14%	14%	13%	15%	21%	9%	10%	14%	*	*	*
Totals	100%	100%	99%	100%	101%	100%	99%	100%	*	*	*
Unweighted N	(527)	(244)	(283)	(121)	(135)	(162)	(109)	(338)	(67)	(79)	(43)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	11%	20%	7%	8%	19%	9%	12%	14%	*	16%	5%	11%	14%
Be somewhat more regulated	20%	19%	22%	19%	20%	17%	19%	23%	*	20%	22%	24%	11%
Have no change in regulation	45%	45%	45%	46%	45%	49%	42%	45%	*	43%	48%	42%	50%
Be somewhat less regulated	8%	5%	5%	15%	5%	12%	10%	7%	*	6%	4%	7%	15%
Be much less regulated	2%	1%	2%	2%	1%	3%	3%	0%	*	0%	1%	2%	2%
Not sure	14%	10%	19%	10%	10%	10%	14%	11%	*	14%	19%	13%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	99%	99%	99%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(527)	(168)	(225)	(134)	(214)	(188)	(231)	(144)	(93)	(100)	(100)	(216)	(111)

YouGov Survey: Industry regulation

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1AL. Industry Regulation — Hospitality and tourism

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	9%	8%	10%	10%	10%	9%	6%	7%	*	*	*
Be somewhat more regulated	19%	17%	20%	24%	22%	12%	19%	20%	*	*	*
Have no change in regulation	46%	51%	42%	32%	40%	54%	56%	50%	*	*	*
Be somewhat less regulated	7%	7%	8%	6%	7%	8%	8%	7%	*	*	*
Be much less regulated	3%	5%	2%	3%	2%	5%	4%	3%	*	*	*
Not sure	16%	13%	18%	25%	18%	12%	7%	13%	*	*	*
Totals	100%	101%	100%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(550)	(238)	(312)	(130)	(135)	(178)	(107)	(351)	(67)	(85)	(47)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	9%	11%	8%	9%	10%	8%	9%	7%	*	*	8%	9%	11%
Be somewhat more regulated	19%	18%	22%	16%	23%	14%	19%	21%	*	*	16%	17%	22%
Have no change in regulation	46%	45%	47%	47%	46%	53%	45%	48%	*	*	49%	44%	46%
Be somewhat less regulated	7%	5%	5%	12%	7%	12%	6%	10%	*	*	10%	7%	9%
Be much less regulated	3%	4%	2%	4%	3%	6%	4%	2%	*	*	1%	6%	3%
Not sure	16%	17%	17%	13%	11%	8%	18%	11%	*	*	15%	17%	9%
Totals	100%	100%	101%	101%	100%	101%	101%	99%	*	*	99%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(550)	(173)	(223)	(154)	(234)	(197)	(234)	(164)	(97)	(94)	(105)	(227)	(124)

YouGov Survey: Industry regulation

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1AM. Industry Regulation — Entertainment

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	9%	6%	13%	9%	10%	9%	10%	8%	*	*	*
Be somewhat more regulated	18%	14%	22%	21%	17%	20%	14%	17%	*	*	*
Have no change in regulation	42%	49%	35%	21%	42%	46%	53%	43%	*	*	*
Be somewhat less regulated	10%	13%	8%	22%	9%	7%	7%	13%	*	*	*
Be much less regulated	6%	9%	4%	5%	8%	6%	6%	7%	*	*	*
Not sure	14%	10%	18%	21%	13%	13%	10%	12%	*	*	*
Totals	99%	101%	100%	99%	99%	101%	100%	100%	*	*	*
Unweighted N	(532)	(243)	(289)	(121)	(139)	(171)	(101)	(352)	(65)	(70)	(45)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	9%	9%	8%	11%	9%	9%	11%	10%	7%	*	7%	11%	9%
Be somewhat more regulated	18%	16%	19%	20%	17%	17%	21%	13%	18%	*	15%	19%	20%
Have no change in regulation	42%	45%	43%	38%	46%	43%	44%	46%	43%	*	40%	42%	49%
Be somewhat less regulated	10%	13%	8%	11%	12%	10%	5%	15%	12%	*	20%	6%	9%
Be much less regulated	6%	3%	6%	9%	3%	12%	4%	4%	13%	*	7%	6%	7%
Not sure	14%	14%	16%	11%	13%	8%	14%	12%	8%	*	10%	17%	6%
Totals	99%	100%	100%	100%	100%	99%	99%	100%	101%	*	99%	101%	100%

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	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(532)	(164)	(214)	(154)	(219)	(209)	(218)	(159)	(101)	(84)	(122)	(208)	(118)

YouGov Survey: Industry regulation

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1AN. Industry Regulation — Consumer electronics

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

Respondents were asked about a random sample of 21 of the 42 industries

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	9%	7%	11%	12%	13%	8%	3%	8%	*	*	*
Be somewhat more regulated	28%	29%	27%	32%	18%	28%	36%	29%	*	*	*
Have no change in regulation	40%	45%	35%	43%	31%	43%	41%	37%	*	*	*
Be somewhat less regulated	5%	6%	4%	5%	7%	3%	4%	6%	*	*	*
Be much less regulated	3%	3%	2%	1%	7%	2%	2%	3%	*	*	*
Not sure	16%	10%	21%	8%	25%	16%	14%	17%	*	*	*
Totals	101%	100%	100%	101%	101%	100%	100%	100%	*	*	*
Unweighted N	(524)	(224)	(300)	(114)	(131)	(156)	(123)	(337)	(67)	(78)	(42)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	9%	8%	9%	11%	9%	6%	9%	12%	*	*	5%	13%	8%
Be somewhat more regulated	28%	38%	28%	18%	41%	19%	25%	24%	*	*	20%	28%	36%
Have no change in regulation	40%	39%	39%	41%	34%	48%	40%	39%	*	*	44%	34%	42%
Be somewhat less regulated	5%	1%	6%	7%	2%	7%	4%	9%	*	*	3%	7%	4%
Be much less regulated	3%	2%	2%	4%	2%	6%	2%	3%	*	*	4%	3%	2%
Not sure	16%	13%	16%	19%	14%	13%	21%	13%	*	*	24%	14%	8%
Totals	101%	101%	100%	100%	102%	99%	101%	100%	*	*	100%	99%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(524)	(176)	(208)	(140)	(240)	(176)	(228)	(159)	(82)	(93)	(101)	(213)	(117)

YouGov Survey: Industry regulation

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1AO. Industry Regulation — Retail

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

Respondents were asked about a random sample of 21 of the 42 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	8%	6%	9%	5%	14%	4%	8%	6%	*	*	*
Be somewhat more regulated	23%	22%	23%	27%	16%	29%	15%	22%	*	*	*
Have no change in regulation	41%	41%	42%	33%	36%	41%	58%	44%	*	*	*
Be somewhat less regulated	9%	11%	7%	12%	6%	10%	11%	10%	*	*	*
Be much less regulated	3%	3%	3%	1%	6%	3%	2%	2%	*	*	*
Not sure	16%	16%	15%	23%	21%	12%	6%	16%	*	*	*
Totals	100%	99%	99%	101%	99%	99%	100%	100%	*	*	*
Unweighted N	(535)	(238)	(297)	(118)	(139)	(171)	(107)	(334)	(75)	(80)	(46)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	8%	11%	6%	7%	12%	7%	9%	7%	6%	*	6%	8%	7%
Be somewhat more regulated	23%	24%	23%	21%	23%	19%	25%	20%	23%	*	23%	26%	16%
Have no change in regulation	41%	39%	47%	38%	45%	45%	44%	43%	39%	*	40%	35%	45%
Be somewhat less regulated	9%	4%	6%	18%	5%	14%	5%	9%	19%	*	9%	10%	11%
Be much less regulated	3%	4%	3%	4%	4%	5%	3%	5%	4%	*	4%	4%	3%
Not sure	16%	18%	15%	14%	12%	10%	14%	17%	9%	*	17%	18%	18%
Totals	100%	100%	100%	102%	101%	100%	100%	101%	100%	*	99%	101%	100%

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continued from previous page													
	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(535)	(163)	(217)	(155)	(219)	(202)	(230)	(152)	(106)	(95)	(108)	(200)	(132)

YouGov Survey: Industry regulation

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1AP. Industry Regulation — Fashion

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

Respondents were asked about a random sample of 21 of the 42 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	6%	6%	6%	6%	6%	6%	4%	5%	*	*	*
Be somewhat more regulated	14%	15%	13%	26%	15%	8%	12%	11%	*	*	*
Have no change in regulation	48%	48%	47%	46%	45%	52%	45%	50%	*	*	*
Be somewhat less regulated	7%	6%	9%	6%	5%	8%	11%	9%	*	*	*
Be much less regulated	7%	7%	7%	1%	10%	4%	12%	6%	*	*	*
Not sure	18%	19%	18%	15%	20%	21%	16%	20%	*	*	*
Totals	100%	101%	100%	100%	101%	99%	100%	101%	*	*	*
Unweighted N	(509)	(224)	(285)	(104)	(131)	(164)	(110)	(330)	(65)	(72)	(42)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Be much more regulated	6%	9%	4%	4%	9%	4%	6%	5%	*	*	7%	7%	3%
Be somewhat more regulated	14%	16%	17%	6%	19%	5%	11%	16%	*	*	22%	9%	21%
Have no change in regulation	48%	44%	50%	48%	43%	56%	45%	53%	*	*	42%	51%	42%
Be somewhat less regulated	7%	4%	5%	14%	6%	6%	10%	5%	*	*	5%	8%	3%
Be much less regulated	7%	9%	5%	7%	10%	10%	8%	6%	*	*	6%	9%	8%
Not sure	18%	17%	18%	21%	14%	18%	19%	15%	*	*	18%	16%	23%
Totals	100%	99%	99%	100%	101%	99%	99%	100%	*	*	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(509)	(159)	(220)	(130)	(227)	(170)	(214)	(145)	(97)	(86)	(111)	(205)	(107)

YouGov Survey: Industry regulation

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2A. Donald Trump Positions — Tariffs on foreign imports

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	82%	86%	79%	78%	72%	85%	92%	84%	75%	76%	*
Decrease	4%	3%	6%	4%	5%	4%	4%	4%	7%	4%	*
Not change	5%	4%	5%	3%	9%	4%	2%	4%	6%	7%	*
Not sure	9%	8%	11%	15%	15%	7%	2%	9%	12%	13%	*
Totals	100%	101%	101%	100%	101%	100%	100%	101%	100%	100%	*
Unweighted N	(1,107)	(502)	(605)	(253)	(283)	(342)	(229)	(720)	(141)	(157)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	82%	88%	76%	83%	94%	87%	80%	84%	91%	83%	86%	77%	85%
Decrease	4%	4%	5%	4%	3%	3%	5%	3%	3%	3%	2%	6%	4%
Not change	5%	3%	5%	6%	2%	4%	5%	8%	1%	2%	3%	6%	6%
Not sure	9%	5%	15%	7%	1%	6%	10%	6%	5%	12%	9%	11%	4%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,107)	(343)	(460)	(304)	(464)	(396)	(472)	(324)	(202)	(200)	(225)	(434)	(248)

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2B. Donald Trump Positions — Taxes on the middle class

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	38%	35%	41%	43%	34%	38%	37%	34%	56%	39%	*
Decrease	34%	37%	31%	26%	30%	33%	48%	38%	22%	28%	*
Not change	13%	14%	13%	15%	14%	14%	9%	14%	9%	16%	*
Not sure	15%	14%	15%	16%	22%	15%	6%	14%	13%	17%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,108)	(502)	(606)	(253)	(283)	(342)	(230)	(721)	(141)	(157)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	38%	67%	37%	12%	72%	13%	37%	37%	40%	40%	42%	31%	46%
Decrease	34%	11%	29%	62%	10%	69%	30%	40%	37%	32%	33%	39%	27%
Not change	13%	12%	13%	15%	12%	10%	13%	14%	17%	11%	16%	12%	15%
Not sure	15%	10%	21%	11%	6%	8%	20%	10%	6%	17%	10%	18%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	99%
Unweighted N	(1,108)	(343)	(460)	(305)	(464)	(397)	(473)	(324)	(202)	(200)	(225)	(435)	(248)

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2C. Donald Trump Positions — Government spending

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	31%	30%	31%	33%	29%	30%	31%	28%	50%	27%	*
Decrease	49%	49%	48%	48%	42%	46%	61%	53%	30%	46%	*
Not change	6%	7%	5%	5%	7%	8%	2%	5%	5%	10%	*
Not sure	15%	14%	16%	15%	22%	16%	6%	14%	15%	17%	*
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,108)	(502)	(606)	(253)	(283)	(342)	(230)	(721)	(141)	(157)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	31%	51%	28%	13%	56%	12%	29%	28%	36%	24%	34%	31%	32%
Decrease	49%	33%	45%	67%	34%	71%	46%	54%	53%	46%	52%	48%	49%
Not change	6%	4%	6%	7%	4%	8%	7%	6%	5%	8%	4%	5%	8%
Not sure	15%	11%	20%	12%	6%	10%	18%	12%	6%	22%	10%	17%	10%
Totals	101%	99%	99%	99%	100%	101%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,108)	(343)	(460)	(305)	(464)	(397)	(473)	(324)	(202)	(200)	(225)	(435)	(248)

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2D. Donald Trump Positions — Government regulation

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	28%	22%	33%	30%	28%	30%	22%	27%	30%	29%	*
Decrease	45%	54%	37%	45%	37%	44%	57%	48%	35%	41%	*
Not change	8%	8%	8%	7%	6%	10%	8%	7%	10%	12%	*
Not sure	19%	16%	22%	18%	29%	16%	13%	17%	24%	18%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	*
Unweighted N	(1,106)	(502)	(604)	(253)	(283)	(341)	(229)	(719)	(141)	(157)	(89)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	28%	30%	27%	27%	29%	27%	29%	26%	32%	28%	32%	26%	25%
Decrease	45%	48%	42%	46%	57%	53%	38%	51%	56%	37%	46%	44%	53%
Not change	8%	7%	5%	13%	3%	8%	11%	4%	6%	7%	6%	9%	9%
Not sure	19%	16%	26%	14%	11%	13%	22%	18%	6%	28%	16%	20%	14%
Totals	100%	101%	100%	100%	100%	101%	100%	99%	100%	100%	100%	99%	101%
Unweighted N	(1,106)	(343)	(459)	(304)	(464)	(395)	(471)	(324)	(202)	(200)	(225)	(434)	(247)

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2E. Donald Trump Positions — Worker protections

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	24%	24%	23%	22%	22%	23%	27%	26%	21%	18%	*
Decrease	40%	41%	38%	44%	37%	38%	42%	37%	50%	46%	*
Not change	15%	17%	13%	13%	10%	21%	14%	15%	11%	18%	*
Not sure	22%	18%	26%	21%	32%	18%	17%	22%	19%	19%	*
Totals	101%	100%	100%	100%	101%	100%	100%	100%	101%	101%	*
Unweighted N	(1,106)	(502)	(604)	(252)	(283)	(341)	(230)	(721)	(140)	(156)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	24%	9%	17%	45%	7%	44%	27%	23%	21%	16%	27%	27%	20%
Decrease	40%	72%	40%	9%	82%	11%	34%	40%	50%	34%	43%	34%	52%
Not change	15%	6%	14%	24%	4%	25%	14%	15%	17%	17%	11%	16%	17%
Not sure	22%	13%	28%	22%	7%	20%	25%	23%	12%	33%	18%	24%	11%
Totals	101%	100%	99%	100%	100%	100%	100%	101%	100%	100%	99%	101%	100%
Unweighted N	(1,106)	(342)	(460)	(304)	(464)	(396)	(473)	(324)	(202)	(200)	(225)	(434)	(247)

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2F. Donald Trump Positions — The minimum wage

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	21%	20%	22%	20%	24%	18%	23%	22%	18%	18%	*
Decrease	18%	19%	18%	25%	18%	14%	18%	15%	29%	26%	*
Not change	39%	42%	37%	38%	31%	44%	43%	40%	37%	41%	*
Not sure	21%	19%	23%	17%	27%	24%	15%	23%	16%	16%	*
Totals	99%	100%	100%	100%	100%	100%	99%	100%	100%	101%	*
Unweighted N	(1,107)	(501)	(606)	(253)	(282)	(342)	(230)	(720)	(141)	(157)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	21%	10%	18%	35%	7%	30%	22%	21%	20%	22%	19%	24%	18%
Decrease	18%	32%	18%	6%	37%	7%	16%	21%	17%	11%	19%	17%	27%
Not change	39%	44%	34%	40%	45%	46%	37%	41%	50%	38%	45%	38%	37%
Not sure	21%	14%	29%	19%	12%	17%	25%	17%	12%	30%	16%	22%	19%
Totals	99%	100%	99%	100%	101%	100%	100%	100%	99%	101%	99%	101%	101%
Unweighted N	(1,107)	(343)	(460)	(304)	(463)	(397)	(473)	(324)	(201)	(200)	(225)	(434)	(248)

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2G. Donald Trump Positions — Taxes on corporations

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	17%	15%	20%	19%	21%	13%	18%	16%	26%	19%	*
Decrease	54%	61%	48%	54%	48%	57%	58%	55%	54%	52%	*
Not change	12%	10%	13%	8%	9%	15%	13%	12%	6%	11%	*
Not sure	17%	13%	19%	19%	22%	15%	11%	16%	14%	18%	*
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,106)	(500)	(606)	(252)	(283)	(341)	(230)	(721)	(140)	(157)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	17%	13%	14%	26%	11%	22%	18%	18%	12%	20%	15%	20%	13%
Decrease	54%	70%	55%	39%	81%	46%	50%	58%	67%	45%	64%	50%	61%
Not change	12%	7%	10%	18%	3%	18%	14%	9%	14%	15%	10%	11%	12%
Not sure	17%	11%	21%	17%	6%	14%	18%	16%	7%	19%	11%	20%	14%
Totals	100%	101%	100%	100%	101%	100%	100%	101%	100%	99%	100%	101%	100%
Unweighted N	(1,106)	(343)	(458)	(305)	(463)	(396)	(472)	(324)	(202)	(200)	(225)	(435)	(246)

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2H. Donald Trump Positions — Taxes on the wealthy

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	16%	12%	20%	14%	16%	15%	20%	17%	19%	14%	*
Decrease	57%	59%	55%	67%	51%	57%	54%	55%	66%	63%	*
Not change	15%	16%	13%	9%	13%	16%	20%	16%	9%	12%	*
Not sure	12%	12%	12%	11%	20%	11%	6%	13%	6%	12%	*
Totals	100%	99%	100%	101%	100%	99%	100%	101%	100%	101%	*
Unweighted N	(1,108)	(502)	(606)	(253)	(283)	(342)	(230)	(721)	(141)	(157)	(89)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	16%	9%	12%	29%	5%	22%	21%	15%	11%	20%	15%	18%	12%
Decrease	57%	79%	60%	33%	86%	38%	52%	58%	67%	49%	60%	54%	66%
Not change	15%	8%	10%	26%	7%	28%	16%	14%	17%	13%	14%	15%	15%
Not sure	12%	4%	19%	12%	2%	12%	12%	13%	5%	18%	11%	12%	7%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,108)	(343)	(460)	(305)	(464)	(397)	(473)	(324)	(202)	(200)	(225)	(435)	(248)

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3A. Democrat Positions — The minimum wage

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	71%	76%	67%	61%	68%	70%	85%	69%	72%	72%	*
Decrease	5%	3%	7%	7%	6%	3%	3%	4%	9%	5%	*
Not change	10%	9%	11%	14%	8%	12%	7%	12%	6%	11%	*
Not sure	14%	12%	15%	18%	18%	14%	5%	14%	13%	11%	*
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	99%	*
Unweighted N	(1,107)	(502)	(605)	(253)	(282)	(342)	(230)	(721)	(141)	(156)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	71%	86%	65%	63%	88%	72%	67%	78%	83%	71%	72%	68%	75%
Decrease	5%	2%	5%	8%	2%	6%	6%	4%	2%	6%	4%	6%	3%
Not change	10%	6%	10%	15%	5%	12%	11%	9%	9%	10%	12%	10%	11%
Not sure	14%	6%	20%	14%	5%	10%	16%	9%	6%	14%	12%	16%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,107)	(343)	(459)	(305)	(464)	(397)	(472)	(324)	(202)	(200)	(225)	(434)	(248)

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3B. Democrat Positions — Taxes on the wealthy

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	71%	75%	67%	68%	64%	71%	80%	72%	69%	65%	*
Decrease	9%	6%	12%	7%	10%	10%	9%	10%	12%	7%	*
Not change	8%	7%	9%	11%	11%	7%	3%	6%	9%	14%	*
Not sure	12%	12%	12%	13%	14%	12%	8%	12%	11%	14%	*
Totals	100%	100%	100%	99%	99%	100%	100%	100%	101%	100%	*
Unweighted N	(1,108)	(502)	(606)	(253)	(283)	(342)	(230)	(721)	(141)	(157)	(89)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	71%	85%	66%	62%	86%	70%	67%	73%	84%	62%	77%	70%	74%
Decrease	9%	3%	8%	18%	4%	14%	10%	10%	6%	10%	8%	12%	5%
Not change	8%	7%	9%	8%	7%	7%	9%	8%	7%	8%	7%	7%	12%
Not sure	12%	5%	17%	12%	3%	8%	14%	9%	3%	20%	8%	12%	9%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,108)	(343)	(460)	(305)	(464)	(397)	(473)	(324)	(202)	(200)	(225)	(435)	(248)

3C. Democrat Positions — Taxes on corporations

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	67%	74%	60%	57%	56%	69%	85%	70%	58%	57%	*
Decrease	9%	5%	12%	9%	12%	8%	5%	9%	12%	7%	*
Not change	9%	9%	9%	13%	10%	10%	3%	8%	12%	15%	*
Not sure	16%	11%	20%	20%	22%	14%	7%	14%	18%	22%	*
Totals	101%	99%	101%	99%	100%	101%	100%	101%	100%	101%	*
Unweighted N	(1,107)	(502)	(605)	(253)	(283)	(342)	(229)	(720)	(141)	(157)	(89)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	67%	75%	60%	67%	81%	72%	65%	69%	76%	63%	73%	62%	72%
Decrease	9%	4%	6%	15%	5%	12%	8%	12%	3%	10%	5%	10%	9%
Not change	9%	8%	12%	7%	8%	8%	9%	6%	15%	8%	9%	9%	9%
Not sure	16%	13%	22%	11%	6%	8%	18%	13%	6%	18%	13%	19%	11%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,107)	(343)	(460)	(304)	(464)	(396)	(473)	(323)	(202)	(200)	(224)	(435)	(248)

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3D. Democrat Positions — Worker protections

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	57%	65%	49%	57%	53%	56%	61%	56%	63%	51%	*
Decrease	11%	9%	13%	10%	13%	11%	9%	12%	9%	11%	*
Not change	11%	11%	11%	12%	9%	14%	10%	11%	8%	16%	*
Not sure	21%	15%	26%	21%	25%	19%	20%	21%	20%	21%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,106)	(502)	(604)	(253)	(283)	(340)	(230)	(721)	(140)	(156)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	57%	81%	49%	42%	85%	43%	54%	56%	72%	48%	69%	51%	62%
Decrease	11%	3%	9%	22%	3%	22%	12%	12%	8%	12%	10%	11%	10%
Not change	11%	6%	13%	15%	7%	17%	10%	11%	11%	10%	9%	12%	14%
Not sure	21%	11%	29%	22%	5%	18%	24%	20%	8%	30%	12%	26%	13%
Totals	100%	101%	100%	101%	100%	100%	100%	99%	99%	100%	100%	100%	99%
Unweighted N	(1,106)	(341)	(460)	(305)	(462)	(397)	(471)	(324)	(202)	(200)	(225)	(433)	(248)

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3E. Democrat Positions — Government regulation

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	50%	56%	45%	52%	46%	52%	52%	53%	37%	49%	*
Decrease	15%	13%	16%	9%	15%	13%	22%	13%	21%	12%	*
Not change	15%	16%	14%	13%	13%	16%	18%	14%	17%	21%	*
Not sure	20%	15%	24%	25%	26%	20%	8%	19%	25%	18%	*
Totals	100%	100%	99%	99%	100%	101%	100%	99%	100%	100%	*
Unweighted N	(1,107)	(501)	(606)	(253)	(282)	(342)	(230)	(720)	(141)	(157)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	50%	48%	44%	61%	50%	64%	49%	49%	62%	50%	50%	48%	56%
Decrease	15%	16%	13%	15%	12%	15%	17%	17%	6%	12%	14%	16%	15%
Not change	15%	19%	15%	11%	24%	9%	11%	17%	23%	14%	16%	15%	16%
Not sure	20%	17%	28%	13%	14%	12%	22%	17%	9%	24%	20%	21%	13%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(342)	(460)	(305)	(464)	(397)	(472)	(324)	(202)	(200)	(225)	(434)	(248)

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3F. Democrat Positions — Government spending

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	48%	56%	41%	38%	49%	46%	60%	52%	36%	41%	*
Decrease	21%	15%	27%	24%	20%	19%	22%	18%	26%	28%	*
Not change	15%	16%	13%	17%	10%	18%	13%	14%	16%	14%	*
Not sure	17%	14%	19%	21%	22%	17%	6%	15%	22%	17%	*
Totals	101%	101%	100%	100%	101%	100%	101%	99%	100%	100%	*
Unweighted N	(1,106)	(501)	(605)	(253)	(282)	(342)	(229)	(719)	(141)	(157)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	48%	33%	38%	74%	35%	77%	48%	52%	55%	44%	52%	51%	43%
Decrease	21%	32%	19%	12%	32%	10%	19%	21%	20%	20%	21%	19%	24%
Not change	15%	19%	19%	5%	22%	6%	14%	15%	17%	12%	16%	13%	19%
Not sure	17%	16%	24%	9%	11%	7%	19%	12%	8%	23%	11%	18%	14%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,106)	(342)	(459)	(305)	(463)	(396)	(473)	(324)	(200)	(200)	(225)	(433)	(248)

3G. Democrat Positions — Taxes on the middle class

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	31%	30%	31%	20%	33%	35%	33%	36%	13%	25%	*
Decrease	40%	39%	41%	42%	36%	39%	46%	38%	49%	48%	*
Not change	14%	17%	11%	20%	11%	13%	12%	11%	22%	13%	*
Not sure	15%	13%	16%	18%	20%	13%	9%	14%	16%	14%	*
Totals	100%	99%	99%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,107)	(502)	(605)	(253)	(283)	(341)	(230)	(721)	(141)	(156)	(89)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	31%	8%	24%	61%	6%	60%	31%	35%	31%	34%	30%	32%	25%
Decrease	40%	68%	36%	19%	72%	20%	38%	42%	47%	35%	47%	37%	46%
Not change	14%	15%	16%	10%	15%	11%	15%	12%	14%	10%	14%	12%	21%
Not sure	15%	9%	24%	11%	7%	9%	16%	11%	8%	21%	9%	19%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,107)	(343)	(460)	(304)	(464)	(396)	(473)	(323)	(202)	(200)	(225)	(435)	(247)

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3H. Democrat Positions — Tariffs on foreign imports

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	10%	10%	9%	7%	13%	7%	12%	9%	10%	10%	*
Decrease	52%	54%	51%	56%	45%	53%	57%	54%	44%	58%	*
Not change	17%	15%	18%	13%	17%	20%	16%	17%	19%	15%	*
Not sure	21%	20%	22%	23%	26%	20%	15%	20%	26%	18%	*
Totals	100%	99%	100%	99%	101%	100%	100%	100%	99%	101%	*
Unweighted N	(1,108)	(502)	(606)	(253)	(283)	(342)	(230)	(721)	(141)	(157)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	10%	7%	6%	15%	4%	10%	12%	8%	4%	8%	11%	10%	8%
Decrease	52%	63%	47%	49%	63%	57%	48%	58%	60%	53%	57%	46%	59%
Not change	17%	16%	18%	17%	21%	18%	15%	18%	22%	16%	16%	19%	15%
Not sure	21%	13%	29%	19%	12%	15%	24%	16%	14%	22%	16%	24%	19%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%	101%
Unweighted N	(1,108)	(343)	(460)	(305)	(464)	(397)	(473)	(324)	(202)	(200)	(225)	(435)	(248)

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Interviewing Dates	August 25 - 27, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.123, with a mean of one and a standard deviation of 0.996.
Number of respondents	1108
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	57 questions not reported.