YouGov Survey: Knowledge of Terms in the News
January 8 - 10, 2026 - 1,133 U.S. adult citizens

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1. Do you know what the following words or terms mean?

	I know what this means	I have a general idea what this means	I have seen this but don't know what it means	I haven't seen this and don't know what it means	Not sure
Cartel	64%	26%	4%	2%	4%
Boots on the ground	60%	19%	6%	8%	8%
Blockade	60%	21%	6%	6%	6%
Sanctioned	55%	27%	7%	5%	6%
Narcotrafficking	45%	26%	6%	13%	10%

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1A. Knowledge of Words or Terms in the News — Cartel
Do you know what the following words or terms mean?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I know what this means	64%	68%	60%	55%	58%	64%	78%	68%	48%	65%	*
I have a general idea what this means	26%	23%	29%	31%	25%	29%	18%	26%	30%	21%	*
I have seen this but don't know what it means	4%	3%	5%	4%	7%	4%	1%	3%	7%	2%	*
I haven't seen this and don't know what it means	2%	3%	2%	3%	5%	1%	2%	2%	6%	3%	*
Not sure	4%	3%	4%	8%	5%	3%	2%	2%	9%	9%	*
Totals	100%	100%	100%	101%	100%	101%	101%	101%	100%	100%	*
Unweighted N	(1,131)	(529)	(602)	(293)	(299)	(314)	(225)	(731)	(144)	(177)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I know what this means	64%	64%	62%	65%	76%	72%	59%	61%	77%	62%	70%	61%	64%
I have a general idea what this means	26%	24%	27%	28%	18%	21%	28%	32%	17%	26%	22%	28%	27%
I have seen this but don't know what it means	4%	6%	3%	2%	3%	2%	4%	4%	3%	4%	4%	4%	4%
I haven't seen this and don't know what it means	2%	3%	2%	3%	1%	3%	3%	1%	2%	4%	2%	2%	2%
Not sure	4%	3%	6%	3%	2%	2%	6%	2%	0%	4%	1%	6%	3%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(1,131)	(355)	(459)	(317)	(428)	(400)	(446)	(318)	(254)	(198)	(232)	(429)	(272)

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1B. Knowledge of Words or Terms in the News — Boots on the ground
Do you know what the following words or terms mean?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I know what this means	60%	66%	54%	42%	54%	66%	74%	67%	39%	47%	*
I have a general idea what this means	19%	19%	19%	20%	21%	20%	15%	17%	25%	24%	*
I have seen this but don't know what it means	6%	5%	7%	10%	7%	5%	2%	5%	10%	6%	*
I haven't seen this and don't know what it means	8%	5%	10%	15%	9%	5%	4%	7%	10%	7%	*
Not sure	8%	5%	10%	13%	9%	5%	5%	4%	16%	15%	*
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	99%	*
Unweighted N	(1,132)	(530)	(602)	(292)	(300)	(314)	(226)	(731)	(145)	(177)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I know what this means	60%	57%	59%	64%	73%	69%	55%	57%	76%	53%	63%	57%	67%
I have a general idea what this means	19%	19%	16%	22%	15%	17%	18%	23%	14%	25%	17%	21%	14%
I have seen this but don't know what it means	6%	10%	4%	5%	4%	5%	6%	6%	4%	7%	5%	5%	8%
I haven't seen this and don't know what it means	8%	7%	12%	4%	5%	5%	9%	8%	6%	6%	11%	8%	5%
Not sure	8%	7%	9%	6%	3%	3%	11%	5%	0%	9%	5%	9%	6%
Totals	101%	100%	100%	101%	100%	99%	99%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,132)	(356)	(458)	(318)	(429)	(401)	(447)	(317)	(255)	(198)	(232)	(431)	(271)

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1C. Knowledge of Words or Terms in the News — Blockade
Do you know what the following words or terms mean?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I know what this means	60%	66%	54%	43%	54%	62%	79%	67%	34%	52%	*
I have a general idea what this means	21%	20%	23%	33%	19%	20%	15%	19%	32%	20%	*
I have seen this but don't know what it means	6%	5%	6%	5%	11%	7%	0%	4%	9%	8%	*
I haven't seen this and don't know what it means	6%	5%	8%	10%	7%	6%	2%	6%	13%	7%	*
Not sure	6%	4%	9%	9%	9%	5%	2%	4%	12%	13%	*
Totals	99%	100%	100%	100%	100%	100%	98%	100%	100%	100%	*
Unweighted N	(1,129)	(529)	(600)	(291)	(298)	(314)	(226)	(729)	(144)	(177)	(79)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I know what this means	60%	59%	57%	64%	71%	72%	53%	60%	76%	55%	61%	58%	65%
I have a general idea what this means	21%	20%	24%	20%	18%	15%	23%	25%	15%	22%	24%	22%	19%
I have seen this but don't know what it means	6%	7%	6%	5%	3%	5%	6%	8%	4%	11%	5%	4%	7%
I haven't seen this and don't know what it means	6%	9%	5%	5%	4%	3%	9%	3%	4%	4%	6%	7%	6%
Not sure	6%	5%	7%	7%	4%	4%	10%	4%	1%	8%	4%	9%	4%
Totals	99%	100%	99%	101%	100%	99%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,129)	(355)	(457)	(317)	(428)	(399)	(444)	(318)	(254)	(197)	(232)	(430)	(270)

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1D. Knowledge of Words or Terms in the News — Sanctioned
Do you know what the following words or terms mean?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I know what this means	55%	66%	45%	42%	50%	57%	70%	60%	38%	53%	*
I have a general idea what this means	27%	23%	31%	34%	26%	27%	21%	26%	26%	23%	*
I have seen this but don't know what it means	7%	4%	10%	9%	10%	8%	1%	6%	11%	7%	*
I haven't seen this and don't know what it means	5%	4%	6%	6%	7%	4%	4%	4%	13%	6%	*
Not sure	6%	4%	8%	9%	8%	5%	4%	4%	12%	10%	*
Totals	100%	101%	100%	100%	101%	101%	100%	100%	100%	99%	*
Unweighted N	(1,131)	(529)	(602)	(293)	(300)	(314)	(224)	(729)	(145)	(178)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I know what this means	55%	57%	52%	56%	69%	62%	47%	53%	73%	55%	52%	54%	60%
I have a general idea what this means	27%	25%	30%	25%	21%	24%	28%	32%	19%	23%	34%	27%	24%
I have seen this but don't know what it means	7%	5%	7%	8%	3%	7%	9%	7%	3%	10%	4%	7%	8%
I haven't seen this and don't know what it means	5%	7%	3%	4%	3%	4%	6%	4%	4%	4%	7%	4%	4%
Not sure	6%	6%	7%	6%	4%	4%	10%	3%	1%	8%	4%	8%	4%
Totals	100%	100%	99%	99%	100%	101%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,131)	(356)	(458)	(317)	(429)	(400)	(447)	(317)	(254)	(197)	(232)	(430)	(272)

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1E. Knowledge of Words or Terms in the News — Narcotrafficking
Do you know what the following words or terms mean?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I know what this means	45%	55%	36%	31%	44%	44%	62%	49%	28%	51%	*
I have a general idea what this means	26%	21%	31%	29%	25%	30%	18%	28%	22%	20%	*
I have seen this but don't know what it means	6%	7%	5%	9%	8%	5%	3%	4%	9%	6%	*
I haven't seen this and don't know what it means	13%	9%	17%	20%	13%	10%	9%	13%	18%	7%	*
Not sure	10%	8%	12%	12%	10%	10%	8%	6%	22%	17%	*
Totals	100%	100%	101%	101%	100%	99%	100%	100%	99%	101%	*
Unweighted N	(1,129)	(529)	(600)	(293)	(298)	(313)	(225)	(729)	(145)	(177)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I know what this means	45%	43%	42%	51%	56%	55%	39%	44%	59%	46%	43%	46%	46%
I have a general idea what this means	26%	29%	26%	23%	25%	22%	25%	30%	25%	24%	28%	24%	28%
I have seen this but don't know what it means	6%	8%	8%	3%	4%	5%	7%	8%	5%	8%	4%	6%	7%
I haven't seen this and don't know what it means	13%	13%	12%	13%	9%	11%	15%	11%	8%	10%	16%	13%	11%
Not sure	10%	8%	12%	10%	6%	8%	14%	6%	2%	13%	9%	11%	7%
Totals	100%	101%	100%	100%	100%	101%	100%	99%	99%	101%	100%	100%	99%
Unweighted N	(1,129)	(354)	(458)	(317)	(427)	(400)	(446)	(316)	(254)	(196)	(232)	(430)	(271)

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Interviewing Dates	January 8 - 10, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.564, with a mean of one and a standard deviation of 0.872.
Number of respondents	1,133
Margin of error	$\pm$ 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	67 questions not reported.