

YouGov Survey: The Stock Market



Sample 1151 U.S. adult citizens
Conducted April 7 - 10, 2025
Margin of Error $\pm 4\%$

1. Do you think the stock market will be higher or lower 12 months from now?

Higher	34%
About the same	12%
Lower	35%
Not sure	20%

2. Do you personally (or jointly with a spouse), have any money invested in the stock market right now, either in an individual stock or in a mutual fund?

Yes	39%
No	47%
Not asked	13%

3. How much attention do you pay to the stock market?

A lot	21%
A little	50%
None at all	29%

4. Do you care how the stock market is doing?

Yes	63%
No	24%
Not sure	14%

5. How would you describe the current state of the stock market?

Excellent	3%
Good	11%
Fair	24%
Poor	46%
Don't know	15%

6. When it comes to the stock market, do you know the difference between a bull market and a bear market?

Yes	48%
No	37%
Not sure	15%

7. Would you say the U.S. stock market is currently closer to a bull market or a bear market?

Bull market	5%
Bear market	36%
Not sure	7%
Not asked - does not know the difference	52%

8. Do you think everyone is on a level playing field in the stock market?

Yes	6%
No	71%
Not sure	23%

9. Do you approve or disapprove of recent tariffs announced by Donald Trump, including a minimum tariff of 10% on all imports as well as higher rates for most countries?

Strongly approve	19%
Somewhat approve	16%
Somewhat disapprove	12%
Strongly disapprove	41%
Not sure	12%

10. As far as you know, have recent tariffs had a positive or negative effect on the stock market?

Very positive	2%
Somewhat positive	3%
No effect	5%
Somewhat negative	23%
Very negative	48%
Not sure	18%

YouGov Survey: The Stock Market



Interviewing Dates	April 7 - 10, 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 6.61, with a mean of one and a standard deviation of 0.951.
Number of respondents	1151
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	102 questions not reported.

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



1. Stock market expectations over next year

Do you think the stock market will be higher or lower 12 months from now?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Higher	34%	39%	29%	31%	29%	38%	35%	38%	15%	29%	28%
About the same	12%	11%	13%	14%	17%	6%	12%	11%	13%	14%	11%
Lower	35%	35%	34%	38%	32%	34%	35%	31%	44%	43%	34%
Not sure	20%	15%	24%	17%	22%	22%	17%	19%	28%	14%	27%
Totals	101%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,149)	(538)	(611)	(253)	(200)	(405)	(291)	(749)	(137)	(163)	(100)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Higher	34%	14%	24%	62%	12%	68%	25%	42%	40%	33%	34%	36%	28%
About the same	12%	10%	13%	13%	10%	12%	13%	13%	7%	9%	10%	12%	16%
Lower	35%	61%	36%	8%	60%	6%	33%	33%	38%	35%	35%	32%	39%
Not sure	20%	15%	27%	17%	18%	14%	29%	13%	15%	23%	21%	20%	17%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,149)	(399)	(434)	(316)	(479)	(408)	(443)	(313)	(274)	(204)	(259)	(433)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



2. Stock ownership

Do you personally (or jointly with a spouse), have any money invested in the stock market right now, either in an individual stock or in a mutual fund?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	44%	35%	26%	32%	50%	45%	44%	19%	29%	49%
No	47%	45%	49%	43%	54%	44%	49%	44%	65%	54%	40%
Not asked	13%	10%	16%	31%	14%	6%	6%	12%	16%	18%	11%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,151)	(540)	(611)	(253)	(201)	(406)	(291)	(750)	(138)	(163)	(100)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	38%	35%	46%	46%	51%	19%	50%	64%	50%	47%	34%	34%
No	47%	51%	48%	43%	45%	40%	68%	38%	22%	38%	40%	54%	50%
Not asked	13%	12%	17%	11%	9%	9%	12%	12%	14%	12%	13%	13%	15%
Totals	99%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,151)	(399)	(435)	(317)	(479)	(409)	(443)	(314)	(274)	(204)	(260)	(434)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



3. Attention to Stock Market

How much attention do you pay to the stock market?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	21%	28%	15%	21%	15%	21%	28%	22%	13%	22%	27%
A little	50%	54%	47%	43%	50%	53%	51%	53%	40%	45%	44%
None at all	29%	19%	38%	36%	34%	26%	21%	25%	46%	33%	28%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,150)	(540)	(610)	(253)	(201)	(406)	(290)	(750)	(138)	(162)	(100)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	21%	26%	19%	20%	29%	26%	12%	27%	32%	26%	25%	13%	28%
A little	50%	52%	44%	55%	55%	54%	46%	57%	55%	50%	46%	54%	46%
None at all	29%	23%	37%	25%	16%	20%	42%	16%	13%	24%	29%	32%	25%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,150)	(399)	(434)	(317)	(479)	(408)	(443)	(314)	(274)	(204)	(260)	(433)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



4. Care about Stock Market

Do you care how the stock market is doing?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	66%	59%	55%	58%	65%	71%	66%	47%	58%	64%
No	24%	23%	25%	26%	27%	24%	19%	22%	29%	26%	23%
Not sure	14%	11%	16%	19%	14%	12%	10%	11%	24%	16%	13%
Totals	101%	100%	100%	100%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,150)	(540)	(610)	(252)	(201)	(406)	(291)	(750)	(138)	(162)	(100)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	69%	55%	65%	76%	66%	50%	71%	81%	65%	66%	58%	66%
No	24%	20%	25%	26%	16%	24%	33%	18%	15%	26%	19%	27%	22%
Not sure	14%	11%	20%	10%	8%	9%	18%	11%	5%	9%	15%	15%	12%
Totals	101%	100%	100%	101%	100%	99%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,150)	(399)	(434)	(317)	(479)	(409)	(442)	(314)	(274)	(204)	(260)	(433)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



5. State of the Stock Market

How would you describe the current state of the stock market?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Excellent	3%	5%	1%	6%	5%	2%	1%	2%	3%	6%	8%
Good	11%	14%	8%	9%	12%	11%	12%	13%	5%	9%	9%
Fair	24%	24%	24%	22%	26%	25%	23%	27%	22%	15%	21%
Poor	46%	47%	46%	48%	40%	46%	52%	47%	40%	52%	46%
Don't know	15%	10%	21%	15%	17%	17%	11%	12%	30%	18%	16%
Totals	99%	100%	100%	100%	100%	101%	99%	101%	100%	100%	100%
Unweighted N	(1,149)	(539)	(610)	(253)	(200)	(406)	(290)	(749)	(138)	(162)	(100)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Excellent	3%	1%	2%	5%	1%	7%	3%	5%	1%	0%	3%	4%	3%
Good	11%	4%	9%	20%	4%	22%	10%	12%	12%	8%	8%	15%	10%
Fair	24%	9%	23%	39%	11%	42%	21%	28%	30%	24%	26%	25%	20%
Poor	46%	75%	42%	24%	78%	21%	43%	48%	51%	50%	54%	36%	55%
Don't know	15%	10%	24%	11%	5%	7%	24%	7%	6%	17%	9%	20%	13%
Totals	99%	99%	100%	99%	99%	99%	101%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,149)	(399)	(433)	(317)	(478)	(408)	(443)	(313)	(274)	(204)	(260)	(432)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



6. Know Bull or Bear

When it comes to the stock market, do you know the difference between a bull market and a bear market?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	64%	33%	47%	36%	51%	58%	52%	30%	38%	59%
No	37%	26%	48%	39%	48%	35%	28%	33%	56%	44%	29%
Not sure	15%	10%	19%	14%	16%	15%	14%	15%	14%	18%	12%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(540)	(611)	(253)	(201)	(406)	(291)	(750)	(138)	(163)	(100)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	48%	49%	47%	57%	57%	29%	59%	69%	59%	53%	41%	48%
No	37%	40%	34%	38%	31%	29%	52%	28%	23%	34%	35%	42%	34%
Not sure	15%	11%	17%	15%	12%	13%	18%	13%	7%	7%	12%	17%	18%
Totals	100%	99%	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,151)	(399)	(435)	(317)	(479)	(409)	(443)	(314)	(274)	(204)	(260)	(434)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



7. In a Bull or Bear

Would you say the U.S. stock market is currently closer to a bull market or a bear market?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Bull market	5%	8%	2%	7%	4%	5%	5%	5%	1%	6%	8%
Bear market	36%	47%	25%	32%	29%	39%	41%	38%	25%	30%	44%
Not sure	7%	8%	7%	8%	4%	7%	12%	9%	5%	2%	8%
Not asked - does not know the difference	52%	36%	67%	53%	64%	49%	42%	48%	70%	62%	41%
Totals	100%	99%	101%	100%	101%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,151)	(540)	(611)	(253)	(201)	(406)	(291)	(750)	(138)	(163)	(100)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bull market	5%	3%	3%	9%	2%	11%	3%	7%	6%	5%	4%	6%	4%
Bear market	36%	42%	38%	27%	51%	36%	21%	44%	50%	41%	39%	29%	41%
Not sure	7%	4%	8%	10%	4%	9%	5%	7%	13%	13%	10%	6%	3%
Not asked - does not know the difference	52%	52%	51%	53%	43%	43%	71%	41%	31%	41%	47%	59%	52%
Totals	100%	101%	100%	99%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(399)	(435)	(317)	(479)	(409)	(443)	(314)	(274)	(204)	(260)	(434)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



8. Level Playing Field Stock Market

Do you think everyone is on a level playing field in the stock market?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	6%	8%	5%	11%	6%	4%	5%	6%	4%	9%	9%
No	71%	73%	69%	64%	70%	73%	76%	72%	74%	60%	76%
Not sure	23%	19%	26%	25%	23%	23%	19%	22%	22%	31%	16%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,150)	(539)	(611)	(252)	(201)	(406)	(291)	(750)	(137)	(163)	(100)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	6%	3%	4%	12%	3%	12%	4%	9%	8%	3%	8%	6%	7%
No	71%	75%	77%	62%	82%	65%	69%	72%	76%	70%	76%	70%	70%
Not sure	23%	22%	20%	26%	15%	23%	27%	19%	16%	27%	16%	25%	23%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,150)	(398)	(435)	(317)	(478)	(409)	(443)	(313)	(274)	(204)	(260)	(433)	(253)

YouGov Survey: The Stock Market

April 7 - 10, 2025 - 1151 U.S. adult citizens



9. Approve of Trump Tariffs

Do you approve or disapprove of recent tariffs announced by Donald Trump, including a minimum tariff of 10% on all imports as well as higher rates for most countries?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	19%	22%	16%	10%	15%	24%	25%	23%	2%	14%	19%
Somewhat approve	16%	17%	15%	9%	16%	19%	18%	18%	10%	14%	12%
Somewhat disapprove	12%	12%	12%	14%	13%	12%	9%	11%	15%	11%	17%
Strongly disapprove	41%	40%	41%	48%	38%	37%	42%	37%	60%	44%	37%
Not sure	12%	9%	15%	18%	19%	8%	6%	11%	13%	16%	15%
Totals	100%	100%	99%	99%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,151)	(540)	(611)	(253)	(201)	(406)	(291)	(750)	(138)	(163)	(100)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	19%	2%	10%	45%	2%	48%	16%	25%	19%	17%	21%	19%	18%
Somewhat approve	16%	3%	18%	26%	3%	31%	19%	15%	15%	17%	17%	18%	11%
Somewhat disapprove	12%	13%	14%	9%	10%	8%	13%	9%	14%	14%	13%	11%	11%
Strongly disapprove	41%	77%	43%	5%	83%	5%	38%	41%	42%	36%	39%	38%	50%
Not sure	12%	6%	15%	15%	3%	8%	14%	11%	10%	15%	9%	15%	10%
Totals	100%	101%	100%	100%	101%	100%	100%	101%	100%	99%	99%	101%	100%
Unweighted N	(1,151)	(399)	(435)	(317)	(479)	(409)	(443)	(314)	(274)	(204)	(260)	(434)	(253)

YouGov Survey: The Stock Market
 April 7 - 10, 2025 - 1151 U.S. adult citizens



10. Effect of Tariffs on Stock Market

As far as you know, have recent tariffs had a positive or negative effect on the stock market?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	2%	4%	1%	4%	4%	1%	1%	2%	1%	5%	6%
Somewhat positive	3%	5%	2%	3%	7%	2%	2%	3%	3%	8%	2%
No effect	5%	6%	4%	6%	12%	2%	2%	5%	4%	7%	3%
Somewhat negative	23%	24%	22%	17%	19%	26%	29%	26%	11%	17%	24%
Very negative	48%	52%	45%	49%	40%	49%	56%	46%	59%	48%	49%
Not sure	18%	9%	25%	20%	19%	20%	11%	17%	22%	16%	16%
Totals	99%	100%	99%	99%	101%	100%	101%	99%	100%	101%	100%
Unweighted N	(1,150)	(539)	(611)	(253)	(200)	(406)	(291)	(749)	(138)	(163)	(100)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	2%	1%	2%	4%	1%	6%	3%	4%	1%	1%	3%	3%	2%
Somewhat positive	3%	1%	2%	7%	1%	9%	4%	6%	2%	3%	2%	2%	8%
No effect	5%	3%	3%	10%	3%	7%	6%	8%	2%	4%	4%	5%	7%
Somewhat negative	23%	6%	20%	41%	5%	43%	21%	25%	27%	26%	21%	27%	16%
Very negative	48%	79%	49%	19%	86%	24%	43%	49%	57%	49%	55%	41%	54%
Not sure	18%	10%	24%	18%	4%	11%	24%	9%	11%	17%	15%	22%	13%
Totals	99%	100%	100%	99%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,150)	(399)	(435)	(316)	(479)	(408)	(442)	(314)	(274)	(204)	(260)	(433)	(253)

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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 6.61, with a mean of one and a standard deviation of 0.951.
Number of respondents	1151
Margin of error	± 4% (adjusted for weighting)
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