

1. Do you think the stock market will be higher or lower 12 months from now?	
Higher	25%
About the same	27%
Lower	16%
Not sure	32%
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	34%
No	49%
Not asked	17%
3. How much attention do you pay to the stock market?	
A lot	14%
A little	45%
None at all	41%
4. Do you care how the stock market is doing?	
Yes	48%
No	36%
Not sure	16%
5. How would you describe the current state of the stock market?	
Excellent	7%
Good	31%
Fair	24%
Poor	7%
Don't know	31%
6. Do you think everyone is on a level playing field in the stock market?	
Yes	10%
No	64%
Not sure	26%
7. As far as you know, have recent tariffs had a positive or negative effect on the stock market?	
Very positive	4%
Somewhat positive	10%
No effect	12%
Somewhat negative	27%
Very negative	15%
Not sure	32%

YouGov Survey: The Stock Market

June 23 - 25, 2026 - 1,110 U.S. adult citizens



Interviewing Dates	June 23 - 25, 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, 33% Republican). The weights range from 0.051 to 6.537, with a mean of one and a standard deviation of 0.854.
Number of respondents	1,110
Margin of error	± 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	75 questions not reported.

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1. Stock Market Expectations Over Next Year

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Higher	25%	31%	19%	24%	18%	26%	31%	28%	15%	22%	23%	28%
About the same	27%	26%	28%	30%	30%	26%	23%	27%	26%	33%	26%	28%
Lower	16%	13%	18%	12%	15%	16%	19%	17%	14%	9%	14%	20%
Not sure	32%	30%	35%	35%	37%	31%	27%	28%	46%	37%	36%	25%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	101%	101%	99%	101%
Unweighted N	(1,110)	(529)	(581)	(268)	(290)	(326)	(226)	(715)	(143)	(179)	(724)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Higher	25%	15%	19%	41%	14%	46%	19%	26%	32%	29%	23%	23%	26%
About the same	27%	27%	24%	31%	26%	28%	27%	29%	27%	26%	21%	31%	26%
Lower	16%	25%	17%	6%	31%	6%	16%	13%	23%	10%	22%	15%	17%
Not sure	32%	33%	39%	22%	29%	21%	39%	32%	18%	35%	34%	31%	30%
Totals	100%	100%	99%	100%	100%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,110)	(349)	(439)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(453)	(229)

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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				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	34%	37%	31%	21%	35%	37%	40%	39%	18%	25%	21%	58%
No	49%	50%	49%	47%	49%	49%	51%	47%	55%	56%	59%	31%
Not asked	17%	14%	20%	32%	15%	14%	9%	14%	27%	18%	20%	11%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,110)	(529)	(581)	(268)	(290)	(326)	(226)	(715)	(143)	(179)	(724)	(386)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	34%	36%	28%	39%	44%	44%	15%	43%	63%	32%	36%	31%	40%
No	49%	50%	52%	45%	43%	44%	66%	44%	25%	47%	48%	53%	45%
Not asked	17%	13%	20%	16%	12%	13%	19%	12%	12%	21%	16%	17%	15%
Totals	100%	99%	100%	100%	99%	101%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,110)	(349)	(439)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(453)	(229)

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3. Attention to Stock Market

How much attention do you pay to the stock market?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A lot	14%	21%	7%	11%	18%	14%	12%	12%	15%	19%	10%	21%
A little	45%	45%	45%	42%	36%	47%	56%	50%	37%	38%	39%	57%
None at all	41%	33%	48%	47%	46%	39%	32%	38%	48%	43%	51%	23%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,108)	(528)	(580)	(267)	(290)	(326)	(225)	(714)	(143)	(178)	(723)	(385)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	14%	13%	12%	18%	16%	20%	7%	13%	28%	14%	14%	13%	14%
A little	45%	48%	42%	47%	55%	49%	39%	51%	54%	48%	47%	41%	50%
None at all	41%	39%	46%	35%	29%	31%	54%	36%	18%	39%	39%	45%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,108)	(349)	(437)	(322)	(430)	(387)	(421)	(324)	(266)	(200)	(228)	(452)	(228)

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4. Care About Stock Market

Do you care how the stock market is doing?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	48%	52%	44%	31%	41%	53%	63%	50%	44%	44%	39%	64%
No	36%	36%	37%	46%	43%	33%	25%	36%	39%	42%	44%	22%
Not sure	16%	12%	19%	22%	16%	14%	11%	15%	17%	15%	17%	14%
Totals	100%	100%	100%	99%	100%	100%	99%	101%	100%	101%	100%	100%
Unweighted N	(1,109)	(528)	(581)	(268)	(290)	(325)	(226)	(714)	(143)	(179)	(723)	(386)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	48%	40%	58%	57%	64%	32%	58%	69%	51%	50%	45%	48%
No	36%	39%	43%	25%	28%	23%	50%	29%	19%	33%	37%	38%	34%
Not sure	16%	13%	17%	16%	16%	13%	18%	12%	11%	16%	13%	16%	18%
Totals	100%	100%	100%	99%	101%	100%	100%	99%	99%	100%	100%	99%	100%
Unweighted N	(1,109)	(349)	(439)	(321)	(431)	(386)	(420)	(324)	(267)	(200)	(228)	(452)	(229)

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5. State of the Stock Market

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Excellent	7%	8%	6%	6%	8%	5%	8%	8%	4%	5%	7%	7%
Good	31%	38%	24%	24%	24%	36%	37%	35%	15%	32%	27%	38%
Fair	24%	24%	25%	22%	24%	24%	27%	23%	29%	26%	20%	32%
Poor	7%	6%	9%	10%	7%	8%	3%	5%	12%	7%	8%	5%
Don't know	31%	25%	36%	38%	37%	26%	24%	28%	40%	30%	38%	18%
Totals	100%	101%	100%	100%	100%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,109)	(529)	(580)	(268)	(290)	(325)	(226)	(714)	(143)	(179)	(723)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Excellent	7%	3%	4%	14%	3%	14%	3%	7%	11%	10%	7%	6%	6%
Good	31%	27%	24%	43%	31%	47%	24%	36%	39%	29%	34%	29%	33%
Fair	24%	30%	23%	21%	32%	19%	23%	22%	35%	24%	23%	25%	26%
Poor	7%	11%	8%	3%	11%	2%	10%	5%	6%	6%	7%	8%	7%
Don't know	31%	29%	41%	19%	22%	18%	40%	30%	9%	30%	28%	33%	29%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	99%	101%	101%
Unweighted N	(1,109)	(349)	(439)	(321)	(431)	(386)	(421)	(323)	(267)	(200)	(227)	(453)	(229)

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6. Level Playing Field Stock Market

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

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	10%	11%	10%	13%	11%	9%	9%	10%	8%	12%	9%	13%
No	64%	71%	57%	51%	63%	69%	68%	66%	53%	67%	61%	68%
Not sure	26%	18%	33%	36%	26%	22%	22%	25%	38%	21%	30%	19%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	99%	100%	100%	100%
Unweighted N	(1,109)	(528)	(581)	(267)	(290)	(326)	(226)	(714)	(143)	(179)	(723)	(386)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	10%	5%	7%	19%	4%	20%	7%	13%	12%	13%	6%	9%	15%
No	64%	71%	68%	52%	79%	53%	65%	60%	72%	58%	72%	65%	58%
Not sure	26%	24%	25%	30%	17%	27%	28%	27%	16%	29%	22%	27%	27%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,109)	(349)	(438)	(322)	(431)	(386)	(420)	(324)	(267)	(200)	(228)	(453)	(228)

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7. 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				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very positive	4%	4%	4%	3%	5%	3%	5%	4%	3%	4%	4%	4%
Somewhat positive	10%	12%	8%	9%	10%	11%	10%	12%	4%	11%	10%	11%
No effect	12%	17%	9%	17%	9%	12%	13%	13%	9%	19%	14%	10%
Somewhat negative	27%	25%	29%	32%	26%	23%	30%	28%	28%	22%	23%	34%
Very negative	15%	14%	15%	8%	11%	18%	21%	13%	24%	13%	14%	17%
Not sure	32%	29%	34%	32%	40%	33%	20%	30%	32%	30%	36%	24%
Totals	100%	101%	99%	101%	101%	100%	99%	100%	100%	99%	101%	100%
Unweighted N	(1,109)	(529)	(580)	(268)	(290)	(326)	(225)	(715)	(142)	(179)	(723)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	4%	2%	2%	9%	2%	10%	4%	4%	4%	4%	4%	4%	4%
Somewhat positive	10%	3%	7%	21%	5%	20%	8%	13%	11%	12%	9%	11%	9%
No effect	12%	9%	12%	16%	10%	19%	9%	13%	18%	12%	15%	10%	14%
Somewhat negative	27%	37%	24%	22%	35%	20%	25%	27%	35%	32%	26%	27%	26%
Very negative	15%	25%	14%	7%	32%	4%	17%	16%	14%	10%	15%	16%	16%
Not sure	32%	24%	41%	26%	17%	26%	38%	27%	18%	31%	31%	32%	32%
Totals	100%	100%	100%	101%	101%	99%	101%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,109)	(349)	(438)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(227)	(453)	(229)

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Number of respondents	1,110
Margin of error	± 3.9 points (adjusted for weighting)
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