

CBS News Poll – July 28-30, 2025

Adults in the U.S.



Sample 2,371 Adults in the U.S.

Margin of Error ± 2.4 points

1. How would you rate the condition of the national economy today?

Very good	8%
Fairly good	31%
Fairly bad	34%
Very bad	21%
Not sure	6%

2. Do you think the economy is...?

Getting better	28%
Getting worse	54%
Staying about the same	18%

3. As you and your family plan for the next year, are you doing so expecting the U.S. economy to be...

Booming	8%
Growing, but not booming	19%
Holding steady	20%
Slowing, but not in recession	28%
In recession	25%

4. How would you rate your own personal financial and economic situation today?

Very good	8%
Fairly good	44%
Fairly bad	28%
Very bad	14%
Not sure	6%

5. In the last few weeks, have prices on the goods and services you buy been...

Going up	61%
Going down	9%
Staying the same	30%

6. How would you rate the overall condition of the U.S. stock market today?

Very good	14%
Fairly good	32%
Fairly bad	17%
Very bad	7%
Not sure	30%

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7. How much does the way the stock market performs matter to you and your personal finances?

A lot	14%
Some	31%
Not much	27%
Not at all	27%

8. Do you feel like your income is or is not keeping up with inflation?

Yes, it is	25%
No, it isn't	75%

9. In the next few months, what do you expect to happen to the prices of the goods and services that you buy. Do you expect the prices of those things to...

Go up a lot	30%
Go up a little	36%
Not change	18%
Go down a little	14%
Go down a lot	2%

12. Thinking about discretionary or optional purchases - that is, things you want, but don't need to buy. In the next few months, do you expect to buy more, fewer, or about the same amount of these kinds of discretionary purchases as you typically do?

More	8%
Fewer	51%
About the same	41%

13. In the next few months, do you have plans to make something you consider a large purchase, that is, something you don't buy regularly, and that you might need to finance with a loan, or save up for, in order to afford?

Yes	23%
No	77%

14. Which, if any, of these things impact your decision about making any large purchase?

	Yes	No
Your outlook for the economy	66%	34%
Your savings	80%	20%
The stock market	25%	75%
Job security/job prospects	54%	46%
Interest rates	61%	39%
Your outlook for inflation/ prices	74%	26%

* Questions held for future release.

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1. Condition of National Economy

How would you rate the condition of the national economy today?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Very good	8%	11%	5%	5%	8%	9%	9%	4%	9%	15%
Fairly good	31%	37%	25%	26%	28%	32%	36%	27%	34%	36%
Fairly bad	34%	29%	38%	34%	36%	32%	33%	34%	34%	32%
Very bad	21%	17%	25%	26%	21%	22%	15%	28%	18%	14%
Not sure	6%	5%	7%	9%	6%	5%	6%	7%	5%	3%
Totals	100%	99%	100%	100%	99%	100%	99%	100%	100%	100%
Weighted N	(2,369)	(1,147)	(1,223)	(488)	(601)	(776)	(504)	(939)	(661)	(502)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very good	8%	3%	5%	16%	9%	4%	9%	8%	11%
Fairly good	31%	15%	28%	50%	34%	20%	29%	34%	34%
Fairly bad	34%	46%	36%	20%	32%	35%	35%	30%	36%
Very bad	21%	31%	25%	9%	19%	34%	20%	21%	15%
Not sure	6%	5%	6%	5%	6%	7%	7%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,369)	(721)	(736)	(758)	(1,491)	(293)	(378)	(925)	(566)

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2. Track of Economy

Do you think the economy is...?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Getting better	28%	35%	20%	18%	23%	32%	35%	20%	33%	37%
Getting worse	54%	46%	62%	59%	56%	51%	52%	62%	49%	43%
Staying about the same	18%	19%	18%	23%	21%	17%	13%	18%	18%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Weighted N	(2,370)	(1,147)	(1,223)	(489)	(601)	(776)	(504)	(938)	(661)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Getting better	28%	5%	20%	60%	33%	10%	24%	34%	33%
Getting worse	54%	83%	61%	18%	47%	71%	61%	44%	51%
Staying about the same	18%	12%	19%	22%	20%	19%	15%	22%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,370)	(721)	(736)	(758)	(1,492)	(293)	(378)	(924)	(568)

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3. Expectations for U.S. Economy

As you and your family plan for the next year, are you doing so expecting the U.S. economy to be...

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Booming	8%	11%	5%	8%	6%	9%	10%	7%	9%	12%
Growing, but not booming	19%	23%	15%	15%	15%	21%	23%	15%	22%	22%
Holding steady	20%	21%	19%	25%	24%	17%	16%	18%	19%	20%
Slowing, but not in recession	28%	25%	31%	25%	28%	28%	29%	29%	26%	27%
In recession	25%	20%	30%	27%	27%	25%	22%	31%	24%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,367)	(1,148)	(1,218)	(488)	(600)	(776)	(503)	(938)	(660)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Booming	8%	1%	5%	18%	9%	6%	9%	8%	10%
Growing, but not booming	19%	6%	16%	37%	22%	9%	18%	24%	19%
Holding steady	20%	14%	21%	22%	19%	19%	21%	22%	16%
Slowing, but not in recession	28%	38%	29%	16%	25%	34%	27%	22%	28%
In recession	25%	41%	29%	7%	25%	32%	25%	24%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,367)	(722)	(736)	(756)	(1,490)	(293)	(377)	(923)	(567)

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4. Personal Financial Situation

How would you rate your own personal financial and economic situation today?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Very good	8%	11%	6%	7%	7%	7%	12%	3%	8%	19%
Fairly good	44%	46%	42%	44%	38%	46%	49%	32%	48%	60%
Fairly bad	28%	26%	29%	27%	32%	27%	24%	34%	30%	13%
Very bad	14%	12%	16%	11%	19%	16%	7%	24%	9%	4%
Not sure	6%	5%	7%	11%	4%	4%	7%	7%	4%	4%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Weighted N	(2,369)	(1,146)	(1,222)	(487)	(601)	(776)	(504)	(937)	(661)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very good	8%	7%	6%	12%	10%	6%	6%	9%	11%
Fairly good	44%	41%	45%	51%	45%	37%	46%	40%	54%
Fairly bad	28%	31%	27%	24%	26%	33%	26%	28%	23%
Very bad	14%	13%	17%	10%	14%	15%	14%	17%	9%
Not sure	6%	8%	5%	3%	5%	8%	8%	6%	3%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(2,369)	(722)	(734)	(758)	(1,493)	(291)	(378)	(925)	(568)

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5. Prices on Goods and Services

In the last few weeks, have prices on the goods and services you buy been...

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Going up	61%	54%	67%	60%	59%	59%	65%	65%	61%	51%
Going down	9%	10%	8%	6%	10%	10%	9%	8%	9%	12%
Staying the same	30%	36%	25%	34%	31%	31%	25%	27%	30%	36%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%
Weighted N	(2,370)	(1,147)	(1,223)	(489)	(601)	(775)	(504)	(939)	(661)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Going up	61%	78%	61%	41%	57%	67%	69%	57%	57%
Going down	9%	4%	8%	16%	10%	8%	6%	10%	11%
Staying the same	30%	18%	31%	43%	33%	25%	25%	33%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,370)	(722)	(735)	(758)	(1,492)	(293)	(378)	(925)	(567)

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6. U.S. Stock Market

How would you rate the overall condition of the U.S. stock market today?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Very good	14%	18%	9%	8%	9%	17%	20%	8%	16%	24%
Fairly good	32%	40%	25%	28%	31%	30%	41%	26%	37%	38%
Fairly bad	17%	15%	19%	21%	19%	18%	10%	19%	16%	15%
Very bad	7%	6%	9%	11%	11%	5%	3%	10%	6%	2%
Not sure	30%	21%	38%	32%	30%	30%	26%	37%	25%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,367)	(1,147)	(1,219)	(487)	(600)	(776)	(503)	(937)	(661)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very good	14%	5%	13%	25%	17%	7%	11%	15%	20%
Fairly good	32%	30%	30%	39%	34%	26%	27%	30%	42%
Fairly bad	17%	24%	18%	8%	14%	20%	24%	14%	14%
Very bad	7%	10%	9%	3%	6%	15%	8%	7%	4%
Not sure	30%	31%	30%	25%	29%	32%	30%	34%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,367)	(722)	(732)	(758)	(1,492)	(290)	(377)	(925)	(568)

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7. U.S. Stock Market and Personal Finance

How much does the way the stock market performs matter to you and your personal finances?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
A lot	14%	15%	14%	10%	12%	16%	19%	9%	14%	21%
Some	31%	32%	31%	31%	32%	31%	31%	23%	35%	43%
Not much	27%	27%	28%	29%	29%	26%	25%	29%	32%	21%
Not at all	27%	26%	27%	29%	27%	26%	25%	39%	19%	15%
Totals	99%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Weighted N	(2,370)	(1,148)	(1,222)	(489)	(600)	(776)	(504)	(939)	(661)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
A lot	14%	13%	14%	17%	14%	14%	17%	11%	18%
Some	31%	34%	31%	33%	32%	30%	30%	26%	42%
Not much	27%	28%	26%	27%	26%	29%	29%	28%	22%
Not at all	27%	25%	29%	23%	28%	27%	24%	34%	17%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	99%
Weighted N	(2,370)	(722)	(735)	(758)	(1,493)	(292)	(378)	(925)	(568)

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8. Income Keeping Up with Inflation

Do you feel like your income is or is not keeping up with inflation?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes, it is	25%	31%	19%	29%	26%	22%	26%	16%	25%	42%
No, it isn't	75%	69%	81%	71%	74%	78%	74%	84%	75%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,364)	(1,145)	(1,219)	(489)	(599)	(774)	(502)	(937)	(660)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes, it is	25%	20%	23%	34%	25%	28%	24%	23%	27%
No, it isn't	75%	80%	77%	66%	75%	72%	76%	77%	73%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,364)	(721)	(733)	(756)	(1,488)	(292)	(376)	(922)	(566)

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9. In the Next Few Months Prices Going Up or Down

In the next few months, what do you expect to happen to the prices of the goods and services that you buy. Do you expect the prices of those things to...

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Go up a lot	30%	25%	35%	23%	27%	32%	37%	36%	26%	23%
Go up a little	36%	37%	35%	41%	38%	32%	33%	33%	39%	38%
Not change	18%	19%	17%	21%	21%	18%	13%	16%	18%	21%
Go down a little	14%	17%	11%	12%	11%	16%	16%	13%	14%	15%
Go down a lot	2%	2%	2%	3%	3%	2%	1%	2%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Weighted N	(2,368)	(1,147)	(1,221)	(489)	(601)	(775)	(503)	(938)	(660)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Go up a lot	30%	51%	29%	10%	28%	41%	30%	28%	28%
Go up a little	36%	34%	40%	33%	35%	31%	37%	33%	39%
Not change	18%	12%	17%	24%	18%	15%	19%	19%	16%
Go down a little	14%	2%	13%	28%	17%	8%	11%	18%	15%
Go down a lot	2%	1%	1%	5%	2%	4%	2%	2%	2%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%
Weighted N	(2,368)	(721)	(736)	(757)	(1,491)	(293)	(378)	(923)	(568)

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12. Optional Purchases in the Next Few Months

Thinking about discretionary or optional purchases - that is, things you want, but don't need to buy. In the next few months, do you expect to buy more, fewer, or about the same amount of these kinds of discretionary purchases as you typically do?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
More	8%	9%	6%	14%	9%	5%	3%	6%	8%	9%
Fewer	51%	47%	55%	48%	51%	54%	52%	56%	53%	40%
About the same	41%	44%	38%	38%	40%	41%	45%	38%	39%	50%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Weighted N	(2,369)	(1,147)	(1,223)	(489)	(601)	(775)	(504)	(939)	(661)	(502)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	8%	6%	6%	11%	7%	6%	14%	7%	7%
Fewer	51%	64%	54%	38%	49%	62%	52%	48%	51%
About the same	41%	30%	40%	51%	44%	32%	34%	45%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,369)	(721)	(736)	(758)	(1,493)	(292)	(377)	(925)	(568)

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13. Any Large Purchases Expected in the Next Few Months

In the next few months, do you have plans to make something you consider a large purchase, that is, something you don't buy regularly, and that you might need to finance with a loan, or save up for, in order to afford?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes	23%	24%	21%	25%	24%	23%	18%	23%	22%	25%
No	77%	76%	79%	75%	76%	77%	82%	77%	78%	75%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,369)	(1,148)	(1,221)	(489)	(601)	(776)	(502)	(937)	(661)	(503)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	23%	22%	23%	22%	20%	27%	29%	19%	22%
No	77%	78%	77%	78%	80%	73%	71%	81%	78%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,369)	(722)	(735)	(757)	(1,491)	(293)	(378)	(924)	(567)

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14A. Factors Impacting Large Purchase Decision — Your outlook for the economy

Which, if any, of these things impact your decision about making any large purchase?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes	66%	65%	67%	62%	62%	70%	67%	65%	69%	63%
No	34%	35%	33%	38%	38%	30%	33%	35%	31%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,355)	(1,140)	(1,215)	(489)	(596)	(770)	(499)	(933)	(659)	(500)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	66%	71%	67%	61%	63%	68%	68%	61%	67%
No	34%	29%	33%	39%	37%	32%	32%	39%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,355)	(721)	(731)	(750)	(1,482)	(293)	(376)	(919)	(563)

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14B. Factors Impacting Large Purchase Decision — Your savings

Which, if any, of these things impact your decision about making any large purchase?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes	80%	79%	82%	84%	79%	80%	78%	77%	82%	83%
No	20%	21%	18%	16%	21%	20%	22%	23%	18%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,360)	(1,144)	(1,216)	(489)	(600)	(772)	(499)	(934)	(659)	(502)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	80%	84%	82%	78%	81%	78%	77%	78%	86%
No	20%	16%	18%	22%	19%	22%	23%	22%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,360)	(721)	(732)	(753)	(1,486)	(293)	(376)	(920)	(566)

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14C. Factors Impacting Large Purchase Decision — The stock market

Which, if any, of these things impact your decision about making any large purchase?

	Total	Gender		Under 30	Age			Family Income		
		Male	Female		30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes	25%	26%	25%	21%	26%	24%	31%	18%	30%	29%
No	75%	74%	75%	79%	74%	76%	69%	82%	70%	71%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,350)	(1,140)	(1,210)	(489)	(597)	(767)	(497)	(929)	(657)	(500)

	Total	Party ID			White	Race		White by Education	
		Dem	Ind	Rep		Black	Hispanic	No Degree	4yr Degree+
Yes	25%	30%	23%	23%	23%	26%	28%	19%	31%
No	75%	70%	77%	77%	77%	74%	72%	81%	69%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,350)	(719)	(730)	(749)	(1,480)	(293)	(374)	(919)	(560)

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Adults in the U.S.



14D. Factors Impacting Large Purchase Decision — Job security/job prospects

Which, if any, of these things impact your decision about making any large purchase?

	Total	Gender		Under 30	Age			Family Income		
		Male	Female		30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes	54%	52%	55%	65%	64%	58%	24%	51%	56%	57%
No	46%	48%	45%	35%	36%	42%	76%	49%	44%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,349)	(1,139)	(1,210)	(489)	(600)	(768)	(493)	(932)	(654)	(499)

	Total	Party ID			White	Race		White by Education	
		Dem	Ind	Rep		Black	Hispanic	No Degree	4yr Degree+
Yes	54%	56%	58%	49%	52%	53%	57%	48%	59%
No	46%	44%	42%	51%	48%	47%	43%	52%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,349)	(719)	(728)	(749)	(1,477)	(292)	(375)	(915)	(561)

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Adults in the U.S.



14E. Factors Impacting Large Purchase Decision — Interest rates

Which, if any, of these things impact your decision about making any large purchase?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes	61%	57%	64%	57%	64%	61%	59%	56%	66%	62%
No	39%	43%	36%	43%	36%	39%	41%	44%	34%	38%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,354)	(1,142)	(1,211)	(489)	(597)	(772)	(495)	(928)	(657)	(502)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	61%	66%	59%	59%	58%	62%	66%	55%	63%
No	39%	34%	41%	41%	42%	38%	34%	45%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,354)	(720)	(730)	(751)	(1,485)	(291)	(375)	(921)	(563)

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14F. Factors Impacting Large Purchase Decision — Your outlook for inflation/ prices

Which, if any, of these things impact your decision about making any large purchase?

	Gender			Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< \$50K	\$50-100K	> \$100K
Yes	74%	71%	77%	71%	77%	75%	72%	76%	77%	69%
No	26%	29%	23%	29%	23%	25%	28%	24%	23%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,359)	(1,143)	(1,216)	(489)	(599)	(769)	(501)	(933)	(657)	(502)

	Party ID				Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	74%	80%	77%	68%	72%	76%	78%	69%	77%
No	26%	20%	23%	32%	28%	24%	22%	31%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,359)	(722)	(729)	(755)	(1,487)	(292)	(376)	(923)	(564)

HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 2,371 adults in the U.S. was conducted between July 28-30, 2025.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, and 2024 Presidential vote. Respondents were selected to be representative of adults nationwide. The weights range from 0.1 to 5.0, with a mean of 1 and a standard deviation of 0.7.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately ± 2.4 points. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.