

From July 7 to 21, 2025, Data for Progress, in partnership with Equis, conducted a survey of 1,826 U.S. registered non-Latino voters nationally using web panel respondents. The sample was weighted to be representative of non-Latino registered voters by age, gender, education, race, geography, and recalled presidential vote. The survey included oversamples of a pooled set of AZ, NM, and NV. It also included oversamples of the following pooled congressional districts: CA-03, CA-09, CA-13, CA-22, CA-27, CA-40, CA-41, CA-45, CA-47, AZ-01, AZ-06, NV-03, NM-02, CO-08, TX-28, TX-34, TX-15, NJ-07, NJ-09, NY-03, NY-04, NY-17, PA-07, PA-08. The oversamples were weighted to ensure proportional representation of registered voters. The survey was conducted in English and Spanish. The margin of error associated with the sample size is ± 2 percentage points. Results for subgroups of the sample are subject to increased margins of error. For more information please visit <https://dataforprogress.org/our-methodology>.

Data for Progress conducted message testing through maximum difference scaling (MaxDiff) to determine the ordinal ranking of 24 priorities. Respondents were shown a randomized subset of 4 of the priorities, and asked to pick the most and least important priority from those options. They were then asked to do the same across multiple rounds, each time with a new set of 4 randomized priorities.

Using these responses, we project what percentage of registered voters would select each priority as the most important and what percentage of registered voters would select each priority as the least important from the full set of priorities. The scores below represent net importance of each priority — meaning, the projected percentage of registered voters viewing a certain priority as the most important, minus the projected percentage viewing it as the least important.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,826 unless otherwise specified.

[1] How would you rate the US economy today?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Very good	9	3	2	15	6	12	5	7
Somewhat good	34	19	37	50	27	43	37	23
Somewhat poor	35	44	42	25	40	30	33	47
Very poor	20	33	17	9	24	15	25	14
Don't know	2	1	3	1	2	1	0	8
GOOD (TOTAL)	43	22	39	65	33	55	42	30
POOR (TOTAL)	55	77	59	34	64	45	58	61
GOOD (NET)	-12	-55	-20	+31	-31	+10	-16	-31
Weighted N	1,826	785	136	855	963	858	62	174

[2] Do you think that the US economy will get better or worse in the next year?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
It will definitely get better	22	3	14	42	17	29	13	16
It will probably get better, but it's too soon to know	26	17	30	35	24	29	42	25
It will probably get worse, but it's too soon to know	24	31	28	16	27	19	23	35
It will definitely get worse	25	47	21	5	27	22	21	13
Don't know	3	1	7	2	4	1	<0.5	12
BETTER (TOTAL)	48	20	44	77	41	58	55	41
WORSE (TOTAL)	49	78	49	21	54	41	44	48
BETTER (NET)	-1	-58	-5	+56	-13	+17	+11	-7
Weighted N	1,826	785	136	855	963	858	62	174

[3] Below are various economic priorities that the government could address.

For each set of priorities you see, please say which you believe is **most important** for lawmakers to address and which you find the **least important**.

You may see the same priorities several times. Don't worry about remembering how you answered earlier. Just pick which one you think is most and least important when you see them.

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers	New Trump
Lowering the cost of food and groceries	12.2	11.4	12.7	12.9	13.6	10.6	9.6	11.4	14.4
Lowering taxes for working and middle class people	7.3	6.8	7.6	8.0	7.2	7.4	5.8	5.2	6.6
Lowering the cost of healthcare	5.8	6.7	5.8	5.0	6.0	5.6	6.4	3.9	5.3
Expanding access to affordable health care	5.6	7.5	5.5	4.1	6.4	4.7	7.4	4.1	5.1
Increasing pay and benefits for workers	5.3	6.2	5.4	4.4	5.3	5.4	6.5	6.4	6.4
Lowering the cost of health insurance	4.7	5.2	4.7	4.4	5.2	4.2	4.8	3.7	4.9
Lowering the cost of utilities like electricity and water	4.2	3.0	4.5	5.2	4.4	3.9	2.4	4.8	5.3
Increasing the number of good-paying jobs	3.9	3.6	4.0	4.1	3.7	4.0	3.6	4.4	4.5
Lowering the cost of prescription drugs	2.4	2.6	2.4	2.3	2.6	2.2	2.0	1.3	2.1
Lowering rent prices	1.7	2.7	1.5	0.8	2.7	0.6	3.0	2.8	2.1
Lowering the cost of buying a house	0.7	0.6	1.0	0.6	0.7	0.6	0.7	1.9	2.2
Lowering the cost of gas	0.2	-0.9	0.2	1.2	-0.1	0.4	-1.2	0.3	-0.1
Lowering the federal debt	-0.3	-1.8	-0.0	1.0	-1.3	0.7	-2.6	-1.0	-0.3
Lowering the cost of home insurance and renter's insurance	-1.1	-1.8	-1.1	-0.4	-1.2	-0.9	-2.1	-1.6	-1.8
Lowering the cost of childcare	-1.5	-0.9	-1.6	-2.1	-1.3	-1.8	-0.8	-1.2	-1.5
Cancelling medical debt	-1.7	-1.0	-1.8	-2.4	-1.6	-1.9	-0.6	-1.8	-1.9
Increasing access to trade education and apprenticeship programs	-1.9	-2.4	-1.8	-1.4	-2.2	-1.5	-2.8	-2.2	-2.0
Lowering the cost of a college education	-2.6	-1.5	-2.5	-3.6	-2.4	-2.8	-1.2	-2.2	-2.0
Expanding financial support for small businesses	-2.6	-3.4	-2.4	-1.9	-3.6	-1.5	-3.3	-2.6	-2.4
Lowering start-up costs for small business owners	-3.6	-4.5	-3.5	-2.6	-3.9	-3.2	-4.6	-3.8	-4.4
Eliminating surprise and extra fees on credit cards and ticket sales	-7.0	-7.7	-7.1	-6.3	-7.9	-6.0	-7.1	-6.5	-7.0
Cancelling credit card debt	-7.2	-6.7	-7.8	-7.5	-7.4	-6.8	-5.8	-7.3	-9.1
Cancelling student debt	-9.1	-5.5	-9.7	-12.6	-7.5	-11.0	-4.2	-7.6	-9.6
Lowering taxes for big corporations and the ultra wealthy	-15.5	-18.3	-16.0	-12.9	-17.7	-13.0	-15.9	-12.6	-17.0
Weighted N	1,826	785	136	855	963	858	63	174	55

[4a] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for the ultra wealthy

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	57	77	54	40	61	53	59	54
Somewhat support	22	10	22	34	20	25	33	20
Somewhat oppose	8	5	9	12	7	9	<0.5	7
Strongly oppose	7	4	9	9	6	9	7	10
Don't know	5	3	6	5	6	4	1	9
SUPPORT (TOTAL)	79	87	76	74	81	78	92	74
OPPOSE (TOTAL)	15	9	18	21	13	18	7	17
SUPPORT (NET)	+64	+78	+58	+53	+68	+60	+85	+57
Weighted N	1,826	785	136	855	963	858	62	174

[4b] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for billionaires

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	60	79	64	42	63	55	70	50
Somewhat support	19	9	13	30	16	23	24	26
Somewhat oppose	10	4	14	15	10	10	3	7
Strongly oppose	6	5	4	8	6	7	3	7
Don't know	5	3	4	5	5	4	<0.5	10
SUPPORT (TOTAL)	79	88	77	72	79	78	94	76
OPPOSE (TOTAL)	16	9	18	23	16	17	6	14
SUPPORT (NET)	+63	+79	+59	+49	+63	+61	+88	+62
Weighted N	1,826	785	136	855	963	858	62	174

[4c] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Ending loopholes and tax write-offs for big corporations

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	53	64	60	43	54	51	63	43
Somewhat support	21	14	16	30	18	25	12	23
Somewhat oppose	8	6	8	10	7	8	13	6
Strongly oppose	9	12	8	7	11	8	5	7
Don't know	9	5	8	10	9	8	7	20
SUPPORT (TOTAL)	74	78	76	73	72	76	75	66
OPPOSE (TOTAL)	17	18	16	17	18	16	18	13
SUPPORT (NET)	+57	+60	+60	+56	+54	+60	+57	+53
Weighted N	1,826	785	136	855	963	858	62	174

[4d] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for big corporations

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	51	70	50	34	52	48	52	46
Somewhat support	24	16	23	31	22	26	34	26
Somewhat oppose	12	5	17	18	10	14	11	10
Strongly oppose	8	7	3	9	7	8	3	5
Don't know	6	3	7	8	8	4	0	12
SUPPORT (TOTAL)	75	86	73	65	74	74	86	72
OPPOSE (TOTAL)	20	12	20	27	17	22	14	15
SUPPORT (NET)	+55	+74	+53	+38	+57	+52	+72	+57
Weighted N	1,826	785	136	855	963	858	62	174

[4e] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting immigration enforcement spending

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	19	30	10	11	22	16	17	17
Somewhat support	22	31	22	15	22	23	15	23
Somewhat oppose	20	16	33	22	21	19	31	20
Strongly oppose	28	13	26	43	22	35	25	15
Don't know	11	10	9	9	13	8	12	25
SUPPORT (TOTAL)	41	61	32	26	44	39	32	40
OPPOSE (TOTAL)	48	29	59	65	43	54	56	35
SUPPORT (NET)	-7	+32	-27	-39	+1	-15	-24	+5
Weighted N	1,826	785	136	855	963	858	62	174

[4f] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing tariffs on imported goods

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	15	6	7	24	12	18	10	17
Somewhat support	26	13	25	39	24	29	26	20
Somewhat oppose	19	20	26	19	20	19	24	26
Strongly oppose	31	55	28	10	33	28	21	18
Don't know	9	6	13	8	11	6	19	20
SUPPORT (TOTAL)	41	19	32	63	36	47	36	37
OPPOSE (TOTAL)	50	75	54	29	53	47	45	44
SUPPORT (NET)	-9	-56	-22	+34	-17	0	-9	-7
Weighted N	1,826	785	136	855	963	858	62	174

[4g] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting research grants for colleges and universities

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	12	5	8	20	8	17	9	10
Somewhat support	18	10	16	27	16	21	20	24
Somewhat oppose	26	24	40	28	28	25	28	20
Strongly oppose	33	57	25	14	36	30	39	24
Don't know	10	4	10	13	12	7	4	22
SUPPORT (TOTAL)	30	15	24	47	24	38	29	34
OPPOSE (TOTAL)	59	81	65	42	64	55	67	44
SUPPORT (NET)	-29	-66	-41	+5	-40	-17	-38	-10
Weighted N	1,826	785	136	855	963	858	62	174

[4h] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting military and defense spending

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	10	16	7	5	8	12	14	8
Somewhat support	17	22	17	12	14	20	24	11
Somewhat oppose	23	24	31	21	24	21	27	26
Strongly oppose	41	27	39	56	42	41	35	39
Don't know	9	11	5	6	12	6	0	17
SUPPORT (TOTAL)	27	38	24	17	22	32	38	19
OPPOSE (TOTAL)	64	51	70	77	66	62	62	65
SUPPORT (NET)	-37	-13	-46	-60	-44	-30	-24	-46
Weighted N	1,826	785	136	855	963	858	62	174

[4i] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting food assistance programs like SNAP

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	7	5	2	10	5	9	9	7
Somewhat support	15	7	18	22	11	19	19	6
Somewhat oppose	19	13	26	23	18	19	14	17
Strongly oppose	54	72	52	38	60	47	52	60
Don't know	6	3	1	7	5	6	6	11
SUPPORT (TOTAL)	22	12	20	32	16	28	28	13
OPPOSE (TOTAL)	73	85	78	61	78	66	66	77
SUPPORT (NET)	-51	-73	-58	-29	-62	-38	-38	-64
Weighted N	1,826	785	136	855	963	858	62	174

[4j] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting social programs like Medicare, Medicaid, and Social Security

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	6	4	4	7	4	7	<0.5	4
Somewhat support	7	4	7	11	7	8	8	3
Somewhat oppose	13	8	14	17	10	15	12	12
Strongly oppose	70	81	74	59	75	64	76	73
Don't know	4	2	2	5	4	5	4	7
SUPPORT (TOTAL)	13	8	11	18	11	15	8	7
OPPOSE (TOTAL)	83	89	88	76	85	79	88	85
SUPPORT (NET)	-70	-81	-77	-58	-74	-64	-80	-78
Weighted N	1,826	785	136	855	963	858	62	174