

Sample: 3,250 U.S. adults
Interviewing dates: July 6-14, 2025

NATIONAL SURVEY OF U.S. VOTERS

SPLIT SAMPLED SURVEY:

SPLIT A: ADDRESSING CLIMATE CHANGE (N=651)

SPLIT B: REDUCING GUN VIOLENCE (N=655)

SPLIT C: FURTHERING ABORTION ACCESS OR RESTRICTIONS (N=650)

SPLIT D: REFORMING IMMIGRATION (N=658)

SPLIT E: IMPROVING THE QUALITY OF EDUCATION (N=636)

SCREENING & BASELINE MEASURES

1. What is your age? **[TERMINATE IF UNDER 18]**

18-29	20%
30-44	25
45-54	17
55-64	13
65+	25

2. What state do you live in? **[CODE TO REGION. TERMINATE IF NOT IN U.S.]**

Northeast	18%
South	22
West	37
Midwest	23

3. Do you feel things in the country are:

Generally heading in the right direction	41%
Pretty seriously on the wrong track	49
Not sure	10

How many times each week do you find yourself thinking about the importance of **[ISSUE SPLIT]? [RANDOMIZE]**

		----Often----			----Less often----		
		Every day	Few times a week	Once a week	Less than weekly	Hardly ever	Not sure
	TOTAL	day	a week	week	TOTAL	weekly	ever
4. Addressing climate change	58%	18	27	13	38	13	5
5. Reducing gun violence	50%	16	21	13	46	17	4
6. Furthering abortion access or restrictions	39%	9	17	13	54	18	7
7. Reforming immigration	55%	16	27	12	38	17	7
8. Improving the quality of education	60%	19	28	14	35	18	5

Please note: Due to rounding, percentages may not add to 100% and "total" columns may be one point more or less than the sum of their parts.

BR #9897

Does it feel like you think about the importance of **[ISSUE SPLIT]** more or less than other Americans? **[SAME ORDER AS PREVIOUS BATTERY]**

		----More often----			----Less often----				
			Much	Some-	About		Some-	Much	Not
		<u>TOTAL</u>	<u>more</u>	<u>more</u>	<u>same</u>	<u>TOTAL</u>	<u>less</u>	<u>less</u>	<u>sure</u>
9.	Addressing climate change	42%	15	27	27	25	8	16	6
10.	Reducing gun violence	34%	15	19	34	25	11	14	7
11.	Furthering abortion access or restrictions	27%	10	17	33	31	12	19	9
12.	Reforming immigration	31%	10	21	34	25	12	14	9
13.	Improving the quality of education	47%	19	28	32	15	9	6	7

How important is **[ISSUE SPLIT]** to you personally? **[RANDOMIZE]**

		----Important----				----Unimportant----			
		<u>TOTAL</u>	Extre- <u>mely</u>	<u>Very</u>	Some- <u>what</u>	<u>TOTAL</u>	Not <u>very</u>	Not <u>at all</u>	Not <u>sure</u>
14.	Addressing climate change	75%	22	27	27	21	10	12	3
15.	Reducing gun violence	80%	30	26	24	17	9	8	2
16.	Furthering abortion access or restrictions	62%	16	22	24	31	12	20	6
17.	Reforming immigration	69%	18	24	28	25	16	9	5
18.	Improving the quality of education	87%	28	36	23	10	6	4	3

19. What are some specific ways you can think of to go about **[ISSUE SPLIT]**? *Up to three responses accepted.*

ADDRESSING CLIMATE CHANGE:

Recycling / Waste reduction / Reusing	22%
General awareness / Education / Non-specific lifestyle changes	17
Expanding renewable energy / Reducing fossil fuels	14
Changing consumer behavior / Product choices	14
Using public transportation / Driving less / Using electric vehicles	10
Reducing pollution	8
Climate skepticism / Denial	8
Government action / Climate policy or regulations	8
Preserving nature / Conservation	7
Direction Action / Protest	2
Other	6
Not sure / Nothing / No idea	15



REDUCING GUN VIOLENCE:

Stricter gun laws or regulations / Background checks	46%
Enforcing existing laws	13
Requiring gun safety education / Safe storage	12
Banning the sale of all guns / Eliminating guns	11
Increasing mental health support / Red Flag	9
Addressing root causes of violence / Support community programs	9
Banning assault weapons or high-capacity magazines	6
Supporting second Amendment rights / Pro-gun views / Reducing gun laws	5
Addressing violence through religious or moral solutions	4
Enhancing school safety and security	2
Other	5
Not sure / Nothing / No idea	7

FURTHERING ABORTION ACCESS OR RESTRICTIONS:

Protecting abortion rights and legal abortion / Right to choose	24%
Taking political action / Protest / Voting	16
Supporting abortion restrictions and bans / Anti-abortion	13
Support medical or health-based exceptions	9
Religious or moral opposition / Pro-life	9
Educating / Informing public	7
Improving access to women's healthcare	7
Expanding access to abortion services	7
Making informed decisions / Parental or spousal involvement	5
Conducting research / Gathering data about abortion	1
Other	7
Not sure / Nothing / No idea	18

REFORMING IMMIGRATION:

Fixing the system / Speeding up immigration process	24%
Creating pathways to citizenship / Legal status	14
Deportations / Implementing immigration limits	12
Enhancing border security and enforcement	11
Vetting immigrants / Background checks / Prevent crime	10



Workforce and economic contributions	8
Enforcing existing laws / Entering legally	7
Humanitarian and moral responsibility	7
Taking political action / Voting / Political support	6
Supporting undocumented immigrants / Dreamers	3
Culturally assimilating / Learning English	2
Other	6
Not sure / Nothing / No idea	17

IMPROVING THE QUALITY OF EDUCATION:

Increasing funding	25%
Improving curriculum and academic standards	16
Improving teacher quality and training	13
Access and equity	9
Ideology / Political changes	8
Teach life skills / Practical education / Financial literacy	5
Increased staffing / Student-teacher ratio	5
Integrate technology / Improve infrastructure	4
Parental involvement	4
Student agency	4
More discipline / School safety	3
College readiness	2
School choice and alternatives	1
Other	6
Not sure / Nothing / No idea	6

20. Solutions to many issues can be found either through behavioral changes at the individual level or changes to laws at the governmental level. What type of changes do you typically think about for the issue of **[ISSUE SPLIT]**? **[ROTATE]**

	----Individual----				----Governmental----			
	<u>TOTAL</u>	Entirely indiv.	Mostly indiv.	Half & half	<u>TOTAL</u>	Mostly govt.	Entirely govt.	Not sure
Addressing climate change	21%	8	13	39	30	20	10	10
Reducing gun violence	30%	12	18	33	30	19	12	7
Furthering abortion access or restrictions	28%	11	17	25	37	21	16	10
Reforming immigration	16%	5	11	27	47	32	16	9
Improving the quality of education	23%	9	15	39	31	20	11	6



21. Who do you blame most for the issues related to **[ISSUE SPLIT]**:

	<u>Individuals</u>	State & federal <u>policies</u>	Corporations & financial <u>interests</u>	<u>Not sure</u>
Addressing climate change	22%	29	34	15
Reducing gun violence	48%	35	7	10
Furthering abortion access or restrictions	24%	58	8	10
Reforming immigration	13%	64	9	14
Improving the quality of education	20%	60	9	11



DEMOGRAPHICS

The last few questions are just for statistical purposes and to ensure we have a representative sample.

22. What is the highest level of education you have completed?

High school graduate or less	26%
Some college or vocational / Technical school	20
Two-year college graduate / Associate's degree	12
Four-year college graduate / Bachelor's degree	22
Graduate degree	20
I'd rather not say	*

23. In which of these categories is your total YEARLY household income--that is, of everyone living in your family household?

Under \$30,000	19%
\$30,000 to under \$50,000	16
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	14
\$100,000 or more	32
I'd rather not say	1

24. Do you live in an urban area, suburban area, small town, or rural area?

Urban	30%
Suburban	45
Small town	8
Rural	16
Not sure	1

25. What is your racial or ethnic heritage? *Please indicate all that apply.*

White	73%
African American, Black	13
Latino, Hispanic	14
Asian American / Pacific Islander	6
Native American	3
Other	2
I'd rather not say	1



26. In terms of politics, would you say that you are:

TOTAL PROGRESSIVE	29%
TOTAL CONSERVATIVE	28

Very progressive	13%
Somewhat progressive	16
Moderate	38
Somewhat conservative	15
Very conservative	13
Not sure	5

27. When you think about politics, do you think of yourself as:

A Democrat	33%
A Republican	36
An independent or unaffiliated voter	25
Or, something else	3
Not sure	4

[IF INDEPENDENT OR NOT SURE] [N=930]

28. Would you say you're closer to the Democrats, to the Republicans, or don't you lean toward either?

Lean Democratic	23%
Lean Republican	22
Don't lean either way	47
Not sure	8

PID W/ LEANERS

A Democrat	39%
A Republican	42
An independent or unaffiliated voter	13
Or, something else	3
Not sure	3

29. Are you registered to vote?

Yes	84%
No	15
Not sure	1



[IF REGISTERED TO VOTE] [N=2,727]

30. Who did you vote for in the 2024 presidential election? **[ROTATE 1-2]**

Kamala Harris	43%
Donald Trump	45
Someone else	3
Wasn't old enough to vote	1
Was eligible to vote but chose not to	6
Not sure	2

31. Finally, do you identify as:

A man	50%
A woman	50
Non-binary	1
Other	*
I'd rather not say	*

