

Searchlight Policy Values Survey 2

Overall topline, question by question

Field dates. August 7-19, 2026

Sample. 3,068 U.S. adults, recruited online by RepData

Weighting. Raked to the demographic composition of the November 2024 electorate (CPS Voting and Registration Supplement, P20-587) on education, age by gender, Census region, race/ethnicity and 2024 vote, with weights capped at 2.0.

Precision. Effective sample size 2,452 after weighting; margin of error ± 2.0 percentage points on a full-sample estimate, and wider on question bases smaller than the full sample.

Base. Every percentage is weighted and is calculated on respondents who gave a valid answer to that question. Where a question was asked of only part of the sample, the base and its unweighted n are printed with the question; everything else is on the full sample.

Rounding. Percentages are rounded to whole numbers, so a column may not total exactly 100. The bold Total A / Total B rows on the six-point tradeoff items are rounded from the unrounded sum, so a total can differ by one point from the sum of the three rows above it.

Variable names. The gray line under each question is the variable name in policyvaluessurvey2.RData / .sav, so any number here can be traced back to the data.

Not shown here. The conjoint experiment appears only as a side-bias check (Section 3); its substantive estimates — average marginal component effects and marginal means by attribute level — are reported separately. Also omitted: hidden platform variables, question timings, the two attention-check screens (which the delivered sample had already passed in full), the open-ended race, household, employment and closing-feedback verbatims, and the derived analysis variables built during weighting.

Source. Built from policyvaluessurvey2.RData by export_overall_toplines.R and build_toplines_pdf.py.

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August 7-19, 2026

N=3,068 U.S. adults, weighted to the 2024 electorate (100% online)

Section 1. Demographics and political identity

Q1. In what year were you born? [REPORTED IN AGE BANDS] <i>hAge</i> Mean age 46.8, median 46. A raking dimension: the weighted distribution reproduces the CPS 2024 electorate benchmark by construction	18-24	9%
	25-34	15%
	35-44	16%
	45-54	16%
	55-64	17%
	65-74	17%
	75+	11%
Q2. What is your gender? <i>gender</i> A raking dimension: the weighted distribution reproduces the CPS 2024 electorate benchmark by construction	Male	47%
	Female	52%
	Other/Non-binary	<1%
Q3. What racial or ethnic group best describes you? <i>race</i> A raking dimension: the weighted distribution reproduces the CPS 2024 electorate benchmark by construction	White or European American	71%
	Black or African American	12%
	Hispanic or Latino	11%
	Asian or Asian American	4%
	Native Hawaiian or Pacific Islander	<1%
	Native American	<1%
	Middle Eastern	<1%
	Mixed race	1%
Q4. What is the highest level of education you have completed? <i>education</i> A raking dimension: the weighted distribution reproduces the CPS 2024 electorate benchmark by construction	Other: please specify	<1%
	Did not graduate from high school	4%
	High school graduate	23%
	Some college, but no degree	17%
	2-year college degree	11%
	4-year college degree	28%
Q5. In which state do you reside? <i>state</i>	Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)	17%
	Alabama	1%
	Alaska	<1%
	Arizona	4%
	Arkansas	1%
	California	11%
	Colorado	2%
	Connecticut	2%
	Delaware	<1%
	District of Columbia	<1%
	Florida	8%
	Georgia	3%
	Hawaii	<1%

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Section 1. Demographics and political identity (continued)

Q5. In which state do you reside? (continued)	Idaho	<1%
	Illinois	4%
	Indiana	2%
	Iowa	1%
	Kansas	1%
	Kentucky	1%
	Louisiana	1%
	Maine	1%
	Maryland	2%
	Massachusetts	2%
	Michigan	4%
	Minnesota	1%
	Mississippi	1%
	Missouri	2%
	Montana	<1%
	Nebraska	1%
	Nevada	2%
	New Hampshire	<1%
	New Jersey	2%
	New Mexico	1%
	New York	6%
	North Carolina	3%
	North Dakota	<1%
	Ohio	5%
	Oklahoma	1%
	Oregon	1%
	Pennsylvania	4%
	Rhode Island	<1%
	South Carolina	1%
	South Dakota	<1%
	Tennessee	2%
	Texas	8%
	Utah	1%
	Vermont	<1%
	Virginia	2%
	Washington	1%

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N=3,068 U.S. adults, weighted to the 2024 electorate (100% online)

Section 1. Demographics and political identity (continued)

Q5. In which state do you reside? <i>(continued)</i>	West Virginia	1%
	Wisconsin	2%
	Wyoming	<1%
Q6. Census region [DERIVED FROM STATE] <i>hRegion</i> <i>A raking dimension: the weighted distribution reproduces the CPS 2024 electorate benchmark by construction</i>	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Q7. Generally speaking, do you think of yourself as a...? <i>PID3</i>	Democrat	37%
	Republican	37%
	Independent	23%
	Other	1%
	Not sure	1%
Q8. Overall, which of the following best describes your political ideology? <i>ideology</i>	Very liberal	11%
	Liberal	13%
	Slightly liberal	7%
	Moderate	34%
	Slightly conservative	8%
	Conservative	13%
	Very conservative	12%
	Not sure	2%
Q9. Do you identify with any of the following? [SELECT ALL THAT APPLY] <i>ideological_labelsr1 – ideological_labelsr9</i>	Libertarian	5%
	Anarchist	1%
	Democratic Socialist	14%
	Socialist	4%
	Communist	2%
	MAGA	19%
	Nationalist	3%
	America First	14%
	None of the above	52%
Q10. Are you currently a registered voter? <i>registered</i>	Yes	94%
	No	6%
Q11. Do you plan to register to vote before the November 2028 presidential election? <i>registered_nointent</i> [ASKED OF RESPONDENTS WHO ARE NOT REGISTERED TO VOTE · n=327]	Definitely will register	23%
	Probably will register	24%
	Undecided or not sure	42%
	Probably won't register	12%
	Definitely won't register	0%

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August 7-19, 2026

N=3,068 U.S. adults, weighted to the 2024 electorate (100% online)

Section 1. Demographics and political identity (continued)

Q12. Did you vote in the presidential election that was held on Tuesday, November 5, 2024? <i>voted2024</i>	Yes	89%
	No	11%
Q13. Who did you vote for in the election for President in 2024? <i>votechoice2024</i> [ASKED OF 2024 PRESIDENTIAL VOTERS · n=2,331] <i>A raking dimension: the weighted distribution reproduces the CPS 2024 electorate benchmark by construction</i>	Kamala Harris (the Democratic candidate)	48%
	Donald Trump (the Republican candidate)	50%
	Another candidate	2%
Q14. Which of the following best describes how you feel today about your choice for president in 2024? <i>reflection_2024</i> [ASKED OF 2024 PRESIDENTIAL VOTERS · n=2,331]	I still feel very confident in my choice	64%
	I feel mostly confident in my choice	19%
	I have mixed or uncertain feelings	10%
	I have some regrets about my choice	5%
	I regret my choice entirely	3%
Q15. How likely are you to vote in the November 2026 midterm elections? <i>voting_intent2026</i>	Definitely will vote	69%
	Very likely will vote	12%
	Somewhat likely will vote	11%
	Not too likely will vote	4%
	Definitely will not vote	1%
	Not sure	3%
Q16. Which party's candidates are you more likely to vote for in the November 2026 midterm elections? <i>votechoice_intent2026</i>	Democratic candidates	42%
	Republican candidates	36%
	A mix of Democratic and Republican candidates	10%
	Independent or third-party candidates	3%
	Undecided	8%
	I do not plan to vote	2%
Q17. How likely are you to vote in the November 2028 general elections for the U.S. president? <i>voting_intent2028</i>	Definitely will vote	76%
	Very likely will vote	12%
	Somewhat likely will vote	8%
	Not too likely will vote	2%
	Definitely will not vote	0%
	Not sure	3%
Q18. Who will you vote for in the general election for President in November 2028? <i>votechoice_intent2028</i>	The Democratic candidate	42%
	The Republican candidate	36%
	An independent or third-party candidate	4%
	Undecided	17%
	I do not plan to vote	1%

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Section 2. Segmentation golden questions

The sixteen items below are the policy-tradeoff battery used to place respondents in the nine Searchlight segments. Each asks respondents to choose between two statements on a six-point scale running from “fully agree with A” to “fully agree with B”. Which statement appeared first was not randomized.

Q19. When the government has to choose, which should be the priority? A: The government should play a major role in helping people improve their financial situation B: People should mostly be responsible for improving their own financial situation, with limited government help <i>gov_value_responsib2</i>	Fully agree with A	28%
	Mostly agree with A	18%
	Lean towards A	14%
	Total A	60%
	Lean towards B	18%
	Mostly agree with B	13%
	Fully agree with B	10%
	Total B	40%
Q20. When the government has to choose, which should be the priority? A: Setting rules to protect people from harmful choices, even if it limits personal freedom B: Letting people make their own choices, even if those choices risk harm <i>gov_value_harm</i>	Fully agree with A	13%
	Mostly agree with A	14%
	Lean towards A	14%
	Total A	41%
	Lean towards B	27%
	Mostly agree with B	17%
	Fully agree with B	15%
	Total B	59%
Q21. When the government has to choose, which should be the priority? A: Maintaining law and order by restricting certain activities and behaviors B: Keeping society open and free by tolerating some disorder or disruption <i>gov_value_order</i>	Fully agree with A	27%
	Mostly agree with A	23%
	Lean towards A	18%
	Total A	68%
	Lean towards B	18%
	Mostly agree with B	8%
	Fully agree with B	6%
	Total B	32%
Q22. When the government has to choose, which should be the priority? A: Preserving longstanding government institutions and making changes gradually B: Being willing to make major changes when government institutions aren't working <i>gov_value_change</i>	Fully agree with A	13%
	Mostly agree with A	16%
	Lean towards A	14%
	Total A	44%
	Lean towards B	23%
	Mostly agree with B	17%
	Fully agree with B	16%
	Total B	56%

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August 7-19, 2026

N=3,068 U.S. adults, weighted to the 2024 electorate (100% online)

Section 2. Segmentation golden questions (continued)

Q23. When the government has to choose, which should be the priority? A: Preventing fraud in government benefits programs, even if it means that some people who are eligible for benefits are not approved for them B: Making sure everyone who is eligible for government benefits programs can receive benefits, even if there is some fraud <i>gov_value_waste</i>	Fully agree with A	22%
	Mostly agree with A	14%
	Lean towards A	15%
	Total A	52%
	Lean towards B	21%
	Mostly agree with B	13%
	Fully agree with B	14%
	Total B	48%
Q24. When it comes to improving society, which statement comes closest to your view, even if neither is exactly right? The U.S. government should... A: Play an active role in shaping the economy B: Take a limited role and rely more on businesses and markets <i>economy_1</i>	Fully agree with A	28%
	Mostly agree with A	22%
	Lean towards A	19%
	Total A	69%
	Lean towards B	15%
	Mostly agree with B	9%
	Fully agree with B	7%
	Total B	31%
Q25. When the government has to choose, which should be the priority? A: Capping how much wealth any one person can have, so that no one has significantly more money than anyone else B: Ensuring people are free to grow and succeed financially, even if it means some accumulate far more wealth than others <i>gov_value_wealth2</i>	Fully agree with A	13%
	Mostly agree with A	9%
	Lean towards A	11%
	Total A	33%
	Lean towards B	23%
	Mostly agree with B	17%
	Fully agree with B	26%
	Total B	67%
Q26. When the government has to choose, which should be the priority? A: Banning parents from physically disciplining their children, such as spanking them B: The government should not be involved in how parents discipline their children, except in cases of abuse or neglect <i>gov_value_child1</i>	Fully agree with A	8%
	Mostly agree with A	7%
	Lean towards A	7%
	Total A	23%
	Lean towards B	20%
	Mostly agree with B	18%
	Fully agree with B	39%
	Total B	77%

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N=3,068 U.S. adults, weighted to the 2024 electorate (100% online)

Section 2. Segmentation golden questions (continued)

Q27. When the government has to choose, which should be the priority? A: Protecting children's privacy, even if it limits parental access to information B: Ensuring parents have full access to information about their children, even if it limits children's privacy <i>gov_value_child2</i>	Fully agree with A	8%
	Mostly agree with A	8%
	Lean towards A	9%
	Total A	25%
	Lean towards B	22%
	Mostly agree with B	20%
	Fully agree with B	34%
	Total B	75%
Q28. When the government has to choose, which should be the priority? A: Encouraging people to marry and start families B: Staying neutral on people's life decisions <i>gov_value_family4</i>	Fully agree with A	9%
	Mostly agree with A	8%
	Lean towards A	8%
	Total A	25%
	Lean towards B	16%
	Mostly agree with B	16%
	Fully agree with B	43%
	Total B	75%
Q29. When the government has to choose, which should be the priority? A: Reinforcing traditional family structures and distinct roles for men and women B: Challenging traditional gender roles and promoting equality across all genders <i>gov_value_family5</i>	Fully agree with A	23%
	Mostly agree with A	12%
	Lean towards A	13%
	Total A	48%
	Lean towards B	16%
	Mostly agree with B	13%
	Fully agree with B	23%
	Total B	52%
Q30. When governments set rules for places like school sports, bathrooms, and other public spaces, which should be the priority? A: Rules should be based on the sex people were at birth B: Rules should be based on the gender that people identify with <i>gov_value_gender</i>	Fully agree with A	40%
	Mostly agree with A	12%
	Lean towards A	13%
	Total A	65%
	Lean towards B	14%
	Mostly agree with B	9%
	Fully agree with B	13%
	Total B	35%

SEARCHLIGHT POLICY VALUES SURVEY 2

August 7-19, 2026

N=3,068 U.S. adults, weighted to the 2024 electorate (100% online)

Section 2. Segmentation golden questions (continued)

Q31. When it comes to economic development, which statement comes closest to your view, even if neither is exactly right? The U.S. government should...	Fully agree with A	31%
	Mostly agree with A	21%
	Lean towards A	22%
	Total A	74%
	Lean towards B	12%
A: Prioritize protecting the environment, even if it limits economic development and some business activity B: Prioritize economic development and business growth, even if it leads to negative environmental impacts <i>climate_1</i>	Mostly agree with B	7%
	Fully agree with B	7%
	Total B	26%
Q32. When it comes to refugees, which statement comes closest to your view, even if neither is exactly right?	Fully agree with A	13%
	Mostly agree with A	14%
	Lean towards A	17%
	Total A	43%
	Lean towards B	18%
A: The US has a responsibility to take in refugees from other countries B: The US isn't obligated to take care of other countries' citizens <i>gov_value_immig2</i>	Mostly agree with B	13%
	Fully agree with B	26%
	Total B	57%
Q33. When the government has to choose, which should be the priority?	Fully agree with A	21%
	Mostly agree with A	15%
	Lean towards A	18%
	Total A	54%
	Lean towards B	17%
A: Supporting global health programs and efforts to fight hunger and disease in poor countries B: Reducing humanitarian aid in other parts of the world and helping Americans instead <i>gov_value_aid</i>	Mostly agree with B	12%
	Fully agree with B	17%
	Total B	46%
Q34. When the U.S. government has to decide its international role, which should be the priority?	Fully agree with A	15%
	Mostly agree with A	15%
	Lean towards A	16%
	Total A	45%
	Lean towards B	22%
A: Maintaining America's leadership and engagement with the rest of the world B: Focusing less on world affairs and more on problems here at home <i>gov_value_international</i>	Mostly agree with B	14%
	Fully agree with B	18%
	Total B	55%

SEARCHLIGHT POLICY VALUES SURVEY 2

August 7-19, 2026

N=3,068 U.S. adults, weighted to the 2024 electorate (100% online)

Section 3. Conjoint forced-choice tasks

Q35. Imagine there are two politicians. See their positions in Column A versus Column B. Which politician would you vote for?

Each respondent saw three sets of three head-to-head screens; the eight policy positions in each column were randomized independently per screen, so the Column A / Column B split below is only a check on side bias, not a substantive result. The substantive conjoint estimates (AMCEs and marginal means by attribute level) are reported separately in Searchlight_survey2_conjoint/conjoint_output/conjoint_set1_1 – conjoint_set3_3

Set 1 - classical left/right (Q18), screen 1 of 3	Chose the Column A politician	50%
	Chose the Column B politician	50%
Set 1 - classical left/right (Q18), screen 2 of 3	Chose the Column A politician	50%
	Chose the Column B politician	50%
Set 1 - classical left/right (Q18), screen 3 of 3	Chose the Column A politician	50%
	Chose the Column B politician	50%
Set 2 - social and cultural (Q19), screen 1 of 3	Chose the Column A politician	52%
	Chose the Column B politician	48%
Set 2 - social and cultural (Q19), screen 2 of 3	Chose the Column A politician	50%
	Chose the Column B politician	50%
Set 2 - social and cultural (Q19), screen 3 of 3	Chose the Column A politician	51%
	Chose the Column B politician	49%
Set 3 - economic (Q20), screen 1 of 3	Chose the Column A politician	53%
	Chose the Column B politician	47%
Set 3 - economic (Q20), screen 2 of 3	Chose the Column A politician	48%
	Chose the Column B politician	52%
Set 3 - economic (Q20), screen 3 of 3	Chose the Column A politician	52%
	Chose the Column B politician	48%

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Section 4. Retested questions

Q36. Some projections suggest that Social Security (which provides retirement, disability, and survivor benefits) may not have enough funding in the early 2030s to pay all currently scheduled benefits. Which statement comes closest to your view, even if neither is exactly right? The U.S. government should...	Fully agree with A	35%
	Mostly agree with A	22%
	Lean towards A	22%
	Total A	79%
	Lean towards B	12%
	Mostly agree with B	5%
	Fully agree with B	4%
A: Increase taxes so that Social Security can continue paying currently scheduled benefits B: Reduce scheduled Social Security benefits so that taxes do not need to increase <i>social_security2</i>	Total B	21%
Q37. When it comes to health insurance, which statement comes closest to your view, even if neither is exactly right? Healthcare insurance should be provided... <i>healthcare_insurance2</i>	Through a single national health insurance system run by the government	28%
	Through a mix of private insurance companies and government programs	45%
	Mostly by private insurance companies, with government programs for seniors and the very poor	28%

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Section 5. Topical political questions

Q38. When it comes to building housing, which comes closer to your view, even if neither is exactly right? A: There shouldn't be more homes built in my neighborhood B: My neighborhood should allow more homes to be built <i>local_housing_tradeoff</i>	Fully agree with A	21%
	Mostly agree with A	13%
	Lean towards A	17%
	Total A	51%
	Lean towards B	23%
	Mostly agree with B	12%
	Fully agree with B	14%
	Total B	49%
Q39. When it comes to data centers for artificial intelligence (AI), which statement comes closest to your view, even if neither is exactly right? The U.S. government should... A: Allow AI data centers to expand to support technological innovation and economic growth B: Place limits on the expansion of data centers to protect local energy and water supplies <i>data_centers</i>	Fully agree with A	10%
	Mostly agree with A	10%
	Lean towards A	11%
	Total A	30%
	Lean towards B	20%
	Mostly agree with B	18%
	Fully agree with B	32%
	Total B	70%
Q40. When it comes to industrial pollution, which statement comes closest to your view, even if neither is exactly right? The U.S. government should... A: Strengthen limits on industrial pollutants to reduce health risks, even if this increases costs for businesses B: Limit new regulations on industrial pollutants to reduce costs for businesses, while relying more on voluntary efforts to address health risks <i>maha_pollutants</i>	Fully agree with A	32%
	Mostly agree with A	22%
	Lean towards A	18%
	Total A	72%
	Lean towards B	14%
	Mostly agree with B	9%
	Fully agree with B	6%
	Total B	28%
Q41. When it comes to U.S. Immigration and Customs Enforcement, also known as ICE, which statement comes closest to your view? The U.S. government should... <i>immigration_ice</i>	Abolish ICE as an agency, along with the functions it is responsible for	26%
	Replace ICE with a new federal agency to enforce immigration and customs	19%
	Reform ICE, including stricter rules for officers and more training	37%
	Give ICE more funding and fewer restrictions	17%
Q42. When it comes to U.S. military operations against Iran, which statement comes closest to your view? The U.S. government should... <i>military_spending_Iran</i>	Expand U.S. operations against Iran	20%
	Maintain the current scope of U.S. operations against Iran	33%
	Scale back U.S. operations against Iran	46%
Q43. When it comes to U.S. military aid to Israel, which statement comes closest to your view? The U.S. government should... <i>israel_funding</i>	Increase military aid to Israel	12%
	Maintain current levels of military aid to Israel	43%
	Reduce military aid to Israel	45%

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Section 6. Predictors: media, activism and trust

Q44. How often do you encounter online content aimed at helping men become more confident, disciplined, or successful in dating, work, or in their personal lives? <i>manosphere</i>	Never	40%
	Less than once a month	17%
	A few times a month	16%
	About once a week	9%
	A few times a week	11%
	Daily	6%
	Several times a day	2%
Q45. In the past six months, have you placed any bets on sports? <i>sports_bets</i>	Yes, once or twice	14%
	Yes, weekly	13%
	Yes, daily	3%
	No, I have not placed any bets on sports	69%
Q46. Here is a list of activities that some people get a chance to participate in and others don't. Which of the following have you taken part in in the past year? [SELECT ALL THAT APPLY] <i>activism_gridr1 – activism_gridr9</i>	Attended a protest, rally, or march	10%
	Donated money to an advocacy group or political organization	13%
	Attended a political meeting	8%
	Called Congress or another political representative	7%
	Shared political content on social media	25%
	Voted in a local election	46%
	Donated blood	18%
	Donated money to my place of worship	25%
Q47. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs <i>political_interest</i>	Most of the time	46%
	Some of the time	35%
	Only now and then	14%
	Hardly at all	5%
Q48. Where do you get your news about politics? [SELECT ALL THAT APPLY] <i>mediar1 – mediar10</i>	Television	69%
	Radio	25%
	Printed newspapers or printed news magazines	17%
	News websites or apps	48%
	Social media	52%
	Search through Google or other search engines	34%
	Podcasts	23%
	Email newsletters	11%
	AI chatbots like ChatGPT or Gemini	11%
	Do not get news on any platform	3%

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Section 6. Predictors: media, activism and trust (continued)

Q49. Which social media platforms do you use to get your news about politics? [SELECT ALL THAT APPLY] <i>social_mediaplatform_specifcr1 – social_mediaplatform_specifcr18</i> [ASKED OF RESPONDENTS WHO GET POLITICAL NEWS FROM SOCIAL MEDIA • n=1,693]	TikTok	41%
	Facebook	68%
	Instagram	47%
	WhatsApp	13%
	X (formerly Twitter)	33%
	Reddit	21%
	YouTube	63%
	Nextdoor	7%
	Snapchat	13%
	Threads	12%
	Truth Social	5%
	Rumble	2%
	Discord	8%
	Twitch	6%
	BlueSky	3%
	Telegram	8%
	Other	4%
	None of the above	1%
Q50. On an average day, how often do you use social media? <i>socialmediause</i>	More than 8 hours per day	8%
	5-8 hours per day	9%
	3-5 hours per day	16%
	2-3 hours per day	19%
	1-2 hours per day	27%
	Less than half an hour per day	16%
	Never	5%
Q51. How often do you actively engage with political content on social media (e.g., liking, sharing, following, commenting, posting, or re-posting)? <i>socialmedia_political1</i>	Never	29%
	Less than once a week	20%
	About once a week	16%
	Several times a week	21%
	Daily or almost daily	14%
Q52. Which of the following political activities have you done on social media in the past 12 months? [SELECT ALL THAT APPLY] <i>socialmedia_political2r1 – socialmedia_political2r6</i>	Shared or reposted political content	31%
	Post your own opinion about a political issue	30%
	Participated in an online campaign or hashtag movement	10%
	Followed political organizations or activists	23%
	Organized or actively promoted a political cause or event online (e.g., mobilizing others, sharing resources, coordinating action)	5%
	None of the above	48%

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Section 6. Predictors: media, activism and trust (continued)

Q53. Which statement comes closest to how you use social media? <i>socialmedia_political5</i>	I use social media to spread my own views about politics	16%
	I use social media mainly to consume political content	32%
	I don't use social media for political purposes	44%
	I don't use social media	7%
Q54. Generally speaking, would you say that most people can be trusted or that you need to be very careful in dealing with people? <i>trust_social</i>	Most people can be trusted	29%
	Need to be very careful	67%
	Do not know	4%
Q55. How much of the time do you think you can trust the government in Washington D.C. to do what is right? <i>trust_govt</i>	Just about always	5%
	Most of the time	23%
	Only some of the time	52%
	Never	20%
Q56. What proportion of your friends have similar political views as you? <i>friends_political</i>	Almost all	21%
	More than half	32%
	About half	35%
	Less than half	9%
	Almost none	4%

SEARCHLIGHT POLICY VALUES SURVEY 2

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Section 7. Closing demographics

Q57. Do you have children? <i>child</i>	Yes	61%
	No	39%
Q58. Are you currently raising one or more children under the age of 18 as a parent or guardian? <i>child_u18</i> [ASKED OF RESPONDENTS WITH CHILDREN · n=1,768]	Yes	49%
	No	51%
Q59. Which of the following best describes your current household? <i>household_structure</i>	I live alone	26%
	I live with a spouse or partner, with no children at home	25%
	I live with a spouse or partner and one or more children at home	25%
	I am a single parent living with one or more children	10%
	I live with one or both of my parents	6%
	I live with roommates or other unrelated adults	3%
	I live in a multigenerational or extended-family household	4%
	Another type of household (please specify)	1%
Q60. Which of the following best describes your current employment status? <i>employment</i>	Employed full-time	42%
	Employed part-time	9%
	Self-employed	6%
	Unemployed and looking for work	7%
	Unemployed and not looking for work	1%
	Retired	25%
	Student	2%
	Stay-at-home parent or caregiver	3%
	Unable to work due to a disability or health condition	5%
	Other (please specify)	<1%

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Section 7. Closing demographics (continued)

Q61. Thinking back over the last year, what was your family's annual income? <i>income</i>	Less than \$10,000	5%
	\$10,000 - \$19,999	6%
	\$20,000 - \$29,999	11%
	\$30,000 - \$39,999	10%
	\$40,000 - \$49,999	8%
	\$50,000 - \$59,999	11%
	\$60,000 - \$69,999	7%
	\$70,000 - \$79,999	7%
	\$80,000 - \$99,999	9%
	\$100,000 - \$119,999	6%
	\$120,000 - \$149,999	8%
	\$150,000 - \$199,999	5%
	\$200,000 - \$249,999	2%
	\$250,000 - \$349,999	1%
	\$350,000 - \$499,999	<1%
	\$500,000 or more	<1%
	Prefer not to say	1%
Q62. Think of this ladder as representing where people stand in their communities. At the top of the ladder (step 10) are the people who have the highest standing in their community. At the bottom of the ladder (step 1) are people who have the lowest standing in their community. Please click on where you would place yourself on this ladder <i>ladder</i>	10 - Highest standing	6%
	9	3%
	8	11%
	7	18%
	6	17%
	5	20%
	4	10%
	3	8%
	2	4%
	1 - Lowest standing	4%
Q63. Would you say that you live in an urban, suburban, or rural community? <i>urban</i>	Urban	31%
	Suburban	47%
	Rural	21%
Q64. Are you religious? <i>religious1</i>	Yes	60%
	No	40%

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Section 7. Closing demographics (continued)

Q65. What is your present religion, if any? <i>religion</i>	Protestant	31%
	Roman Catholic	23%
	Church of Jesus Christ of Latter-day Saints (Mormon)	3%
	Eastern or Greek Orthodox	<1%
	Jewish	3%
	Muslim	1%
	Buddhist	1%
	Hindu	<1%
	Atheist	5%
	Agnostic	4%
	Nothing in particular	17%
	Something else	11%
Q66. Would you describe yourself as a "born-again" or evangelical Christian, or not? <i>born_again</i>	Yes	51%
	No	49%
[ASKED OF PROTESTANT RESPONDENTS · n=811]		

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Appendix. Searchlight segment distribution

A1. Searchlight policy segment [DERIVED, NOT A SURVEY QUESTION] <i>predicted_segment</i> <i>Assigned by the fifteen-question golden-question classifier built on Survey 1 (searchlight_classifier/export/classify_new_survey.R), which recovers 95.3% of full-segmentation assignments in cross-validation on Survey 1</i>	S7 Liberal Arts Left	9%
	S4 Lawn Sign Liberals	9%
	S2 The Neighborhood Watch	10%
	S6 Sticker-Shocked Skeptics	11%
	S3 The Center Square	19%
	S8 No Trespassing Populists	9%
	S5 Digital Traditionalists	11%
	S9 Stars, Stripes, and Steeple	9%
	S1 Cul-de-Sac Conservatives	13%