YouGov Survey: Regulation of Industries

YouGov

Sample	2267 U.S. adult citizens
Conducted	September 9 - 12, 2024
Margin of Error	±2.7%

1. Overall, do you think the following industry should. . . ?
Respondents were asked about a random sample of 20 of the 40 industries

	Be much more regulated	Be somewhat more regulated	Have no change in regulation	Be somewhat less regulated	Be much less regulated	Not sure
Artificial intelligence (AI)	49%	23%	8%	3%	2%	14%
Firearms	43%	14%	16%	7%	13%	7%
Pharmaceutical	38%	28%	15%	6%	4%	10%
Pornography	38%	16%	21%	4%	8%	13%
Tobacco	32%	17%	27%	6%	8%	10%
Health insurance	31%	25%	16%	9%	7%	11%
Social media	32%	28%	15%	8%	7%	10%
News media	30%	26%	21%	4%	7%	13%
Health care	30%	24%	17%	9%	7%	13%
Oil and gas	29%	21%	17%	11%	10%	12%
Banking and finance	28%	25%	25%	6%	3%	13%
Airlines	27%	28%	22%	6%	3%	14%
Mining and natural resources	26%	22%	18%	11%	9%	15%
Gambling	25%	22%	27%	8%	6%	12%
Utilities	25%	27%	22%	8%	5%	13%
Internet services	22%	25%	23%	8%	6%	16%
Advertising	23%	25%	30%	5%	4%	14%
Technology	23%	30%	21%	5%	5%	15%
Cannabis	22%	16%	19%	14%	19%	11%
Higher education	20%	23%	25%	8%	7%	16%
Real estate	20%	23%	28%	7%	6%	16%
Telecommunications	19%	23%	28%	6%	4%	19%
Grocery	19%	24%	27%	8%	7%	15%
Food and beverage	17%	28%	30%	8%	6%	12%
Beer, wine, and liquor	16%	17%	35%	12%	8%	13%
Automotive	15%	22%	31%	11%	5%	17%
Agriculture	14%	21%	28%	11%	9%	17%
Construction	13%	24%	31%	7%	6%	18%
Cosmetics and beauty	13%	21%	39%	5%	5%	17%
Professional sports	13%	19%	35%	6%	6%	21%
Dairy	12%	21%	35%	10%	6%	17%
Trucking	12%	20%	32%	10%	5%	21%
Railroad	12%	20%	35%	5%	6%	22%

continued on the next page . . .

continued from previous page

Manufacturing	12%	25%	30%	11%	6%	16%
Consumer electronics	11%	21%	40%	7%	6%	15%
Restaurant	11%	20%	42%	8%	6%	14%
Hospitality and tourism	11%	19%	38%	7%	7%	19%
Entertainment	10%	17%	43%	8%	8%	13%
Retail	10%	22%	36%	9%	7%	18%
Fashion	7%	13%	43%	7%	10%	21%

2. As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

	Increase	Decrease	Not change	Not sure
Taxes on the wealthy	70%	7%	8%	15%
The minimum wage	68%	4%	10%	17%
Taxes on corporations	68%	7%	6%	18%
Worker protections	54%	11%	11%	23%
Government regulation	49%	9%	12%	29%
Government spending	49%	14%	13%	24%
Taxes on the middle class	29%	40%	12%	20%
Tariffs on foreign imports	17%	20%	27%	36%

3. As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

	Increase	Decrease	Not change	Not sure
Tariffs on foreign imports	66%	7%	5%	22%
Taxes on the middle class	32%	37%	14%	18%
Worker protections	26%	34%	18%	22%
Government spending	23%	48%	8%	20%
Government regulation	18%	52%	9%	22%
The minimum wage	18%	17%	45%	21%
Taxes on the wealthy	15%	52%	18%	14%
Taxes on corporations	13%	56%	14%	17%

YouGov Survey: Regulation of Industries

YouGov

Interviewing Dates	September 9 - 11, 2024 | September 10 - 12, 2024
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, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 6.593, with a mean of one and a standard deviation of 0.839.
Number of respondents	2267
Margin of error	$\pm$ 2.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	44 questions not reported.

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1A. Industry Regulation — Artificial intelligence (AI)
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	49%	48%	50%	46%	44%	50%	56%	51%	45%	48%	*
Be somewhat more regulated	23%	23%	23%	21%	23%	23%	23%	23%	24%	21%	*
Have no change in regulation	8%	12%	5%	14%	5%	7%	9%	7%	9%	14%	*
Be somewhat less regulated	3%	4%	3%	6%	6%	1%	1%	3%	4%	6%	*
Be much less regulated	2%	3%	1%	2%	4%	2%	1%	2%	0%	2%	*
Not sure	14%	10%	18%	10%	19%	17%	10%	14%	18%	10%	*
Totals	99%	100%	100%	99%	101%	100%	100%	100%	100%	101%	*
Unweighted N	(1,124)	(505)	(619)	(243)	(215)	(393)	(273)	(765)	(111)	(160)	(88)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	49%	61%	48%	37%	64%	42%	47%	47%	54%	52%	52%	48%	45%
Be somewhat more regulated	23%	19%	22%	28%	19%	24%	23%	26%	24%	23%	24%	22%	23%
Have no change in regulation	8%	7%	8%	11%	7%	11%	9%	8%	8%	9%	5%	9%	10%
Be somewhat less regulated	3%	3%	2%	5%	1%	4%	4%	2%	2%	3%	3%	4%	2%
Be much less regulated	2%	1%	2%	4%	1%	3%	2%	2%	2%	1%	3%	2%	3%
Not sure	14%	9%	17%	16%	8%	16%	15%	15%	11%	11%	13%	14%	16%
Totals	99%	100%	99%	101%	100%	100%	100%	100%	101%	99%	100%	99%	99%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,124)	(378)	(442)	(304)	(460)	(410)	(440)	(314)	(232)	(203)	(260)	(432)	(229)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1B. Industry Regulation — Firearms
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	43%	36%	50%	49%	38%	39%	48%	41%	59%	44%	*
Be somewhat more regulated	14%	15%	13%	17%	17%	12%	13%	15%	11%	13%	*
Have no change in regulation	16%	16%	16%	15%	13%	17%	17%	17%	11%	18%	*
Be somewhat less regulated	7%	8%	6%	3%	6%	9%	9%	7%	7%	5%	*
Be much less regulated	13%	20%	6%	7%	16%	16%	12%	16%	1%	11%	*
Not sure	7%	5%	9%	10%	10%	7%	1%	5%	11%	9%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,114)	(506)	(608)	(218)	(212)	(405)	(279)	(779)	(123)	(133)	(79)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	43%	78%	34%	15%	79%	16%	42%	43%	50%	51%	45%	36%	45%
Be somewhat more regulated	14%	9%	22%	11%	12%	12%	15%	13%	15%	13%	13%	15%	14%
Have no change in regulation	16%	3%	15%	30%	4%	26%	16%	17%	13%	15%	20%	16%	11%
Be somewhat less regulated	7%	5%	5%	12%	2%	14%	5%	9%	9%	2%	6%	7%	11%
Be much less regulated	13%	2%	11%	27%	1%	29%	12%	16%	10%	13%	11%	14%	14%
Not sure	7%	3%	13%	5%	2%	4%	10%	2%	2%	6%	4%	12%	3%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%	98%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,114)	(383)	(413)	(318)	(451)	(427)	(421)	(322)	(237)	(217)	(227)	(437)	(233)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1C. Industry Regulation — Pharmaceutical
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	38%	37%	39%	27%	45%	39%	39%	37%	46%	35%	*
Be somewhat more regulated	28%	27%	28%	30%	26%	24%	32%	27%	23%	30%	*
Have no change in regulation	15%	16%	14%	20%	7%	16%	16%	16%	12%	15%	*
Be somewhat less regulated	6%	7%	4%	6%	7%	5%	6%	6%	3%	4%	*
Be much less regulated	4%	4%	3%	3%	5%	5%	2%	4%	0%	2%	*
Not sure	10%	9%	11%	13%	10%	12%	5%	8%	16%	13%	*
Totals	101%	100%	99%	99%	100%	101%	100%	98%	100%	99%	*
Unweighted N	(1,139)	(524)	(615)	(215)	(216)	(431)	(277)	(781)	(124)	(158)	(76)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	38%	46%	40%	27%	50%	28%	39%	36%	39%	39%	38%	37%	40%
Be somewhat more regulated	28%	34%	22%	26%	34%	27%	25%	33%	31%	29%	27%	28%	27%
Have no change in regulation	15%	8%	13%	24%	10%	20%	14%	16%	14%	16%	18%	13%	15%
Be somewhat less regulated	6%	4%	4%	10%	3%	11%	4%	5%	10%	6%	5%	7%	5%
Be much less regulated	4%	1%	5%	6%	0%	6%	5%	4%	2%	1%	2%	5%	6%
Not sure	10%	6%	16%	8%	3%	7%	13%	7%	3%	9%	11%	11%	7%
Totals	101%	99%	100%	101%	100%	99%	100%	101%	99%	100%	101%	101%	100%

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,139)	(405)	(414)	(320)	(479)	(402)	(447)	(318)	(234)	(215)	(243)	(426)	(255)

continued from previous page

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1D. Industry Regulation — Pornography

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	38%	26%	49%	29%	32%	41%	50%	38%	51%	31%	*
Be somewhat more regulated	16%	17%	16%	25%	12%	13%	18%	17%	7%	16%	*
Have no change in regulation	21%	29%	13%	16%	23%	22%	21%	21%	14%	27%	*
Be somewhat less regulated	4%	6%	2%	5%	5%	4%	2%	4%	5%	4%	*
Be much less regulated	8%	12%	4%	10%	12%	8%	2%	7%	8%	9%	*
Not sure	13%	10%	16%	16%	17%	12%	8%	12%	14%	13%	*
Totals	100%	100%	100%	101%	101%	100%	101%	99%	99%	100%	*
Unweighted N	(1,097)	(490)	(607)	(220)	(212)	(393)	(272)	(737)	(125)	(156)	(79)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	38%	33%	35%	48%	31%	49%	43%	38%	30%	35%	43%	40%	34%
Be somewhat more regulated	16%	20%	14%	15%	18%	13%	15%	16%	21%	24%	12%	15%	15%
Have no change in regulation	21%	22%	18%	22%	26%	21%	18%	23%	29%	23%	16%	21%	23%
Be somewhat less regulated	4%	6%	4%	2%	7%	3%	3%	3%	6%	4%	4%	3%	4%
Be much less regulated	8%	7%	12%	5%	7%	8%	9%	6%	7%	1%	10%	9%	10%
Not sure	13%	12%	18%	8%	10%	6%	11%	14%	7%	14%	14%	11%	14%
Totals	100%	100%	101%	100%	99%	100%	99%	100%	100%	101%	99%	99%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,097)	(367)	(414)	(316)	(458)	(390)	(400)	(316)	(236)	(200)	(227)	(427)	(243)

continued from previous page

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1E. Industry Regulation — Tobacco

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	32%	31%	33%	27%	33%	30%	38%	30%	35%	31%	*
Be somewhat more regulated	17%	17%	16%	26%	13%	14%	17%	17%	14%	23%	*
Have no change in regulation	27%	28%	26%	22%	20%	34%	28%	29%	22%	25%	*
Be somewhat less regulated	6%	7%	5%	8%	8%	6%	5%	8%	6%	4%	*
Be much less regulated	8%	10%	6%	5%	12%	7%	6%	7%	9%	8%	*
Not sure	10%	8%	12%	12%	14%	9%	6%	9%	15%	9%	*
Totals	100%	101%	98%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,118)	(511)	(607)	(213)	(229)	(414)	(262)	(761)	(130)	(151)	(76)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	32%	45%	28%	23%	43%	25%	27%	34%	38%	34%	30%	34%	28%
Be somewhat more regulated	17%	19%	16%	16%	19%	12%	18%	19%	13%	20%	19%	11%	22%
Have no change in regulation	27%	25%	22%	34%	25%	34%	23%	29%	31%	30%	27%	25%	27%
Be somewhat less regulated	6%	3%	7%	9%	4%	9%	7%	5%	7%	5%	8%	7%	5%
Be much less regulated	8%	2%	12%	10%	2%	11%	11%	7%	3%	5%	9%	9%	7%
Not sure	10%	6%	15%	9%	6%	9%	13%	5%	7%	7%	7%	13%	11%
Totals	100%	100%	100%	101%	99%	100%	99%	99%	99%	101%	100%	99%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

continued from previous page

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,118)	(377)	(427)	(314)	(470)	(408)	(416)	(333)	(238)	(200)	(248)	(438)	(232)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1F. Industry Regulation — Health insurance

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	31%	32%	31%	28%	39%	31%	27%	31%	36%	29%	*
Be somewhat more regulated	25%	25%	26%	30%	18%	22%	33%	23%	26%	27%	*
Have no change in regulation	16%	18%	14%	14%	12%	20%	16%	16%	16%	17%	*
Be somewhat less regulated	9%	9%	10%	9%	8%	9%	12%	10%	6%	10%	*
Be much less regulated	7%	9%	5%	4%	9%	9%	5%	8%	6%	5%	*
Not sure	11%	8%	14%	15%	14%	9%	7%	12%	8%	12%	*
Totals	99%	101%	100%	100%	100%	100%	100%	100%	98%	100%	*
Unweighted N	(1,135)	(518)	(617)	(229)	(227)	(410)	(269)	(772)	(138)	(163)	(62)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	31%	39%	37%	19%	44%	19%	32%	28%	30%	34%	28%	32%	31%
Be somewhat more regulated	25%	32%	24%	20%	34%	17%	25%	24%	27%	25%	23%	24%	28%
Have no change in regulation	16%	14%	11%	23%	11%	23%	16%	17%	16%	24%	17%	13%	13%
Be somewhat less regulated	9%	7%	7%	15%	4%	14%	9%	12%	11%	9%	8%	10%	9%
Be much less regulated	7%	1%	6%	13%	2%	15%	6%	9%	9%	3%	8%	8%	7%
Not sure	11%	7%	15%	11%	6%	12%	13%	10%	7%	5%	16%	12%	11%
Totals	99%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%	99%	99%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,135)	(360)	(440)	(335)	(444)	(418)	(416)	(326)	(237)	(211)	(257)	(415)	(252)

1G. Industry Regulation — Social media

Overall, do you think the following industry should...?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	32%	32%	32%	29%	29%	34%	36%	28%	39%	36%	*
Be somewhat more regulated	28%	27%	29%	30%	26%	26%	32%	32%	27%	22%	*
Have no change in regulation	15%	15%	15%	12%	16%	16%	15%	14%	23%	16%	*
Be somewhat less regulated	8%	8%	7%	11%	8%	7%	5%	9%	3%	6%	*
Be much less regulated	7%	11%	4%	5%	10%	5%	10%	8%	2%	7%	*
Not sure	10%	7%	13%	14%	11%	12%	2%	9%	6%	14%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,108)	(510)	(598)	(230)	(212)	(393)	(273)	(748)	(132)	(149)	(79)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	32%	42%	31%	21%	42%	23%	32%	28%	37%	40%	29%	29%	35%
Be somewhat more regulated	28%	33%	22%	29%	35%	27%	27%	34%	28%	31%	31%	28%	24%
Have no change in regulation	15%	14%	13%	19%	14%	19%	15%	17%	16%	12%	17%	15%	15%
Be somewhat less regulated	8%	3%	8%	12%	3%	11%	6%	8%	8%	4%	8%	9%	8%
Be much less regulated	7%	0%	9%	13%	1%	14%	7%	8%	7%	7%	6%	6%	12%
Not sure	10%	6%	16%	6%	5%	6%	14%	6%	3%	7%	8%	14%	7%
Totals	100%	98%	99%	100%	100%	100%	101%	101%	99%	101%	99%	101%	101%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,108)	(370)	(432)	(306)	(463)	(405)	(444)	(318)	(222)	(218)	(239)	(433)	(218)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1H. Industry Regulation — News media
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	30%	28%	31%	22%	31%	29%	35%	31%	31%	23%	∗
Be somewhat more regulated	26%	29%	23%	31%	21%	26%	26%	24%	27%	29%	∗
Have no change in regulation	21%	23%	18%	17%	19%	23%	23%	22%	13%	22%	∗
Be somewhat less regulated	4%	4%	4%	7%	3%	3%	4%	3%	7%	5%	∗
Be much less regulated	7%	9%	5%	5%	8%	7%	6%	7%	4%	8%	∗
Not sure	13%	7%	19%	18%	17%	12%	6%	13%	18%	13%	∗
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	∗
Unweighted N	(1,168)	(548)	(620)	(237)	(225)	(414)	(292)	(793)	(136)	(155)	(84)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	30%	26%	31%	32%	24%	39%	33%	31%	21%	29%	33%	28%	30%
Be somewhat more regulated	26%	28%	26%	23%	30%	18%	27%	25%	28%	25%	26%	22%	32%
Have no change in regulation	21%	27%	16%	19%	30%	17%	16%	22%	30%	24%	18%	21%	20%
Be somewhat less regulated	4%	7%	3%	2%	5%	3%	2%	6%	5%	3%	6%	3%	4%
Be much less regulated	7%	2%	5%	13%	2%	13%	6%	7%	8%	5%	3%	10%	7%
Not sure	13%	10%	19%	10%	9%	10%	15%	10%	7%	14%	14%	16%	7%
Totals	101%	100%	100%	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%

continued on the next page . . .

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,168)	(386)	(464)	(318)	(479)	(420)	(466)	(326)	(227)	(221)	(268)	(429)	(250)

1I. Industry Regulation — Health care

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	30%	25%	34%	30%	35%	28%	26%	28%	36%	28%	*
Be somewhat more regulated	24%	22%	26%	25%	23%	27%	21%	25%	23%	24%	*
Have no change in regulation	17%	20%	13%	12%	14%	19%	21%	17%	14%	14%	*
Be somewhat less regulated	9%	11%	7%	9%	6%	9%	13%	10%	6%	10%	*
Be much less regulated	7%	11%	4%	7%	7%	6%	10%	9%	6%	1%	*
Not sure	13%	10%	16%	17%	16%	12%	9%	11%	15%	22%	*
Totals	100%	99%	100%	100%	101%	101%	100%	100%	100%	99%	*
Unweighted N	(1,155)	(519)	(636)	(242)	(227)	(408)	(278)	(790)	(142)	(152)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	30%	36%	33%	17%	41%	16%	30%	30%	30%	33%	28%	28%	31%
Be somewhat more regulated	24%	33%	19%	19%	35%	18%	20%	26%	28%	26%	23%	23%	25%
Have no change in regulation	17%	12%	14%	24%	11%	24%	18%	15%	18%	19%	19%	14%	16%
Be somewhat less regulated	9%	6%	7%	15%	4%	16%	6%	12%	13%	8%	9%	10%	9%
Be much less regulated	7%	3%	8%	12%	1%	15%	7%	9%	7%	4%	9%	8%	8%
Not sure	13%	9%	18%	12%	7%	10%	20%	8%	5%	11%	12%	17%	11%
Totals	100%	99%	99%	99%	99%	99%	101%	100%	101%	101%	100%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,155)	(384)	(458)	(313)	(483)	(418)	(436)	(323)	(262)	(209)	(249)	(446)	(251)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1J. Industry Regulation — Oil and gas
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	29%	27%	31%	30%	31%	30%	24%	27%	39%	36%	*
Be somewhat more regulated	21%	18%	23%	19%	25%	17%	21%	19%	20%	18%	*
Have no change in regulation	17%	19%	15%	16%	15%	17%	21%	18%	12%	18%	*
Be somewhat less regulated	11%	15%	8%	12%	9%	12%	12%	13%	2%	10%	*
Be much less regulated	10%	14%	7%	8%	6%	13%	12%	12%	9%	3%	*
Not sure	12%	7%	17%	16%	14%	10%	9%	11%	17%	14%	*
Totals	100%	100%	101%	101%	100%	99%	99%	100%	99%	99%	*
Unweighted N	(1,146)	(507)	(639)	(236)	(211)	(408)	(291)	(807)	(122)	(139)	(78)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	29%	42%	32%	13%	46%	14%	34%	26%	27%	36%	31%	24%	30%
Be somewhat more regulated	21%	28%	21%	13%	33%	12%	18%	23%	23%	19%	20%	19%	24%
Have no change in regulation	17%	15%	13%	23%	11%	21%	16%	19%	19%	17%	16%	18%	16%
Be somewhat less regulated	11%	4%	9%	20%	2%	21%	9%	12%	12%	13%	10%	13%	8%
Be much less regulated	10%	1%	9%	20%	0%	24%	9%	11%	14%	8%	9%	10%	13%
Not sure	12%	11%	15%	10%	7%	8%	14%	9%	6%	6%	14%	16%	9%
Totals	100%	101%	99%	99%	99%	100%	100%	100%	101%	99%	100%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,146)	(385)	(429)	(332)	(473)	(418)	(436)	(324)	(247)	(228)	(244)	(431)	(243)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1K. Industry Regulation — Banking and finance
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	28%	30%	26%	19%	31%	30%	29%	25%	41%	25%	*
Be somewhat more regulated	25%	24%	25%	21%	26%	27%	23%	24%	22%	28%	*
Have no change in regulation	25%	26%	24%	27%	20%	24%	31%	29%	16%	21%	*
Be somewhat less regulated	6%	8%	5%	8%	4%	7%	5%	7%	2%	5%	*
Be much less regulated	3%	4%	2%	7%	4%	2%	2%	3%	5%	5%	*
Not sure	13%	7%	18%	18%	15%	10%	10%	12%	14%	16%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,165)	(533)	(632)	(235)	(226)	(422)	(282)	(796)	(142)	(152)	(75)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	28%	37%	27%	18%	41%	19%	28%	32%	26%	34%	24%	24%	32%
Be somewhat more regulated	25%	31%	24%	18%	31%	20%	23%	26%	28%	21%	24%	27%	24%
Have no change in regulation	25%	18%	22%	37%	17%	35%	22%	28%	28%	26%	27%	25%	23%
Be somewhat less regulated	6%	3%	4%	12%	2%	13%	5%	3%	12%	4%	9%	5%	6%
Be much less regulated	3%	1%	4%	5%	1%	5%	6%	2%	2%	2%	1%	5%	4%
Not sure	13%	11%	17%	10%	9%	9%	17%	10%	3%	12%	14%	13%	11%
Totals	100%	101%	98%	100%	101%	101%	101%	101%	99%	99%	99%	99%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,165)	(384)	(456)	(325)	(473)	(437)	(440)	(331)	(255)	(215)	(253)	(451)	(246)

22

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1L. Industry Regulation — Airlines
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	27%	27%	28%	26%	34%	25%	24%	27%	34%	24%	*
Be somewhat more regulated	28%	24%	31%	26%	25%	29%	30%	26%	28%	30%	*
Have no change in regulation	22%	26%	18%	21%	22%	23%	21%	24%	17%	20%	*
Be somewhat less regulated	6%	7%	5%	7%	3%	6%	7%	7%	5%	4%	*
Be much less regulated	3%	5%	1%	4%	2%	4%	2%	3%	2%	5%	*
Not sure	14%	10%	18%	16%	13%	12%	15%	14%	13%	17%	*
Totals	100%	99%	101%	100%	99%	99%	99%	101%	99%	100%	*
Unweighted N	(1,148)	(535)	(613)	(239)	(219)	(423)	(267)	(786)	(139)	(147)	(76)

| | Total | Party ID | | | 2024 Vote Intent | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	27%	35%	27%	21%	37%	18%	30%	26%	24%	37%	18%	31%	24%
Be somewhat more regulated	28%	33%	27%	22%	35%	23%	26%	31%	29%	25%	34%	26%	26%
Have no change in regulation	22%	18%	19%	29%	17%	27%	18%	20%	29%	24%	23%	20%	22%
Be somewhat less regulated	6%	4%	5%	9%	1%	10%	6%	7%	6%	7%	5%	6%	6%
Be much less regulated	3%	2%	3%	4%	2%	7%	3%	4%	3%	2%	3%	3%	5%
Not sure	14%	8%	19%	15%	9%	15%	17%	12%	9%	6%	18%	14%	17%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,148)	(373)	(457)	(318)	(471)	(423)	(436)	(319)	(246)	(217)	(266)	(446)	(219)

24

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1M. Industry Regulation — Mining and natural resources
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	26%	25%	26%	27%	28%	25%	22%	23%	38%	23%	*
Be somewhat more regulated	22%	20%	24%	25%	25%	15%	26%	19%	25%	30%	*
Have no change in regulation	18%	18%	18%	14%	16%	23%	18%	21%	11%	13%	*
Be somewhat less regulated	11%	13%	9%	9%	7%	11%	17%	13%	5%	11%	*
Be much less regulated	9%	13%	5%	6%	9%	12%	7%	10%	4%	7%	*
Not sure	15%	11%	19%	19%	15%	14%	11%	14%	16%	16%	*
Totals	101%	100%	101%	100%	100%	100%	101%	100%	99%	100%	*
Unweighted N	(1,107)	(499)	(608)	(229)	(213)	(402)	(263)	(762)	(129)	(140)	(76)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	26%	40%	25%	9%	41%	8%	30%	22%	27%	33%	24%	22%	26%
Be somewhat more regulated	22%	32%	19%	13%	34%	11%	19%	27%	24%	17%	25%	19%	29%
Have no change in regulation	18%	15%	15%	24%	15%	22%	18%	19%	19%	23%	19%	19%	11%
Be somewhat less regulated	11%	3%	10%	21%	2%	24%	8%	11%	10%	13%	10%	10%	12%
Be much less regulated	9%	1%	9%	18%	0%	21%	6%	11%	12%	4%	9%	9%	12%
Not sure	15%	9%	22%	14%	9%	14%	18%	9%	8%	10%	13%	21%	9%
Totals	101%	100%	100%	99%	101%	100%	99%	99%	100%	100%	100%	100%	99%

continued on the next page . . .

25

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
continued from previous page													
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,107)	(398)	(409)	(300)	(472)	(399)	(424)	(302)	(248)	(211)	(239)	(424)	(233)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1N. Industry Regulation — Gambling

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	25%	23%	28%	22%	22%	26%	31%	23%	29%	29%	*
Be somewhat more regulated	22%	20%	24%	22%	21%	21%	26%	22%	22%	25%	*
Have no change in regulation	27%	28%	26%	24%	25%	30%	27%	31%	20%	16%	*
Be somewhat less regulated	8%	12%	5%	10%	10%	7%	6%	8%	6%	10%	*
Be much less regulated	6%	7%	4%	3%	7%	7%	4%	6%	5%	6%	*
Not sure	12%	11%	13%	19%	15%	9%	6%	10%	18%	13%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,156)	(522)	(634)	(224)	(239)	(424)	(269)	(779)	(146)	(149)	(82)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	25%	31%	25%	20%	34%	23%	26%	26%	22%	22%	30%	25%	23%
Be somewhat more regulated	22%	27%	22%	17%	29%	18%	20%	24%	25%	18%	21%	23%	26%
Have no change in regulation	27%	22%	23%	37%	21%	32%	27%	29%	30%	35%	24%	24%	30%
Be somewhat less regulated	8%	7%	7%	11%	5%	11%	6%	10%	10%	8%	11%	8%	6%
Be much less regulated	6%	2%	8%	7%	1%	10%	6%	4%	6%	5%	4%	7%	5%
Not sure	12%	11%	16%	8%	11%	6%	15%	7%	7%	12%	10%	13%	10%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	**Ind**	**Rep**	**Harris**	**Trump**	**< $50K**	**$50-100K**	**$100K+**	**Northeast**	**Midwest**	**South**	**West**
Unweighted N	(1,156)	(392)	(436)	(328)	(477)	(424)	(429)	(320)	(264)	(208)	(256)	(459)	(233)

continued from previous page

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1O. Industry Regulation — Utilities
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	25%	23%	27%	23%	29%	25%	23%	22%	37%	29%	*
Be somewhat more regulated	27%	27%	26%	22%	30%	24%	31%	28%	22%	18%	*
Have no change in regulation	22%	26%	18%	20%	19%	23%	25%	23%	17%	24%	*
Be somewhat less regulated	8%	9%	8%	11%	5%	7%	11%	10%	5%	7%	*
Be much less regulated	5%	7%	3%	3%	3%	9%	4%	5%	4%	4%	*
Not sure	13%	8%	17%	20%	14%	12%	5%	12%	15%	18%	*
Totals	100%	100%	99%	99%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,167)	(533)	(634)	(234)	(212)	(435)	(286)	(822)	(137)	(137)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	25%	33%	26%	15%	33%	16%	33%	18%	21%	22%	18%	30%	26%
Be somewhat more regulated	27%	30%	29%	20%	35%	18%	25%	33%	28%	32%	26%	24%	29%
Have no change in regulation	22%	18%	18%	31%	18%	29%	16%	27%	27%	23%	26%	20%	20%
Be somewhat less regulated	8%	2%	10%	14%	2%	15%	7%	8%	10%	11%	8%	8%	9%
Be much less regulated	5%	2%	5%	10%	1%	13%	5%	5%	6%	3%	7%	5%	5%
Not sure	13%	15%	13%	10%	11%	9%	15%	9%	8%	10%	15%	14%	11%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%	101%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,167)	(419)	(437)	(311)	(502)	(423)	(433)	(342)	(265)	(205)	(268)	(448)	(246)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1P. Industry Regulation — Internet services
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	22%	22%	22%	21%	23%	21%	26%	23%	25%	17%	*
Be somewhat more regulated	25%	24%	26%	19%	21%	27%	32%	26%	20%	24%	*
Have no change in regulation	23%	24%	22%	27%	20%	24%	20%	25%	17%	24%	*
Be somewhat less regulated	8%	10%	6%	9%	9%	6%	9%	8%	6%	11%	*
Be much less regulated	6%	8%	5%	5%	7%	7%	6%	7%	9%	2%	*
Not sure	16%	12%	20%	20%	19%	16%	8%	12%	22%	22%	*
Totals	100%	100%	101%	101%	99%	101%	101%	101%	99%	100%	*
Unweighted N	(1,149)	(510)	(639)	(229)	(225)	(420)	(275)	(765)	(147)	(151)	(86)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	22%	28%	22%	16%	29%	16%	23%	18%	25%	27%	22%	22%	20%
Be somewhat more regulated	25%	29%	25%	19%	33%	23%	21%	29%	32%	25%	27%	23%	26%
Have no change in regulation	23%	18%	21%	30%	17%	30%	24%	25%	21%	28%	24%	23%	18%
Be somewhat less regulated	8%	6%	6%	13%	4%	12%	6%	9%	9%	9%	8%	7%	9%
Be much less regulated	6%	2%	6%	11%	2%	11%	7%	6%	6%	3%	5%	7%	8%
Not sure	16%	16%	20%	11%	15%	8%	19%	12%	7%	9%	14%	17%	20%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	101%	100%	99%	101%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,149)	(404)	(431)	(314)	(502)	(382)	(450)	(332)	(227)	(201)	(245)	(450)	(253)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1Q. Industry Regulation — Advertising
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	23%	24%	21%	25%	23%	19%	25%	24%	17%	24%	*
Be somewhat more regulated	25%	27%	22%	21%	25%	25%	29%	25%	22%	24%	*
Have no change in regulation	30%	27%	32%	28%	26%	32%	32%	29%	32%	32%	*
Be somewhat less regulated	5%	7%	3%	12%	4%	5%	1%	5%	9%	2%	*
Be much less regulated	4%	5%	3%	2%	5%	6%	3%	6%	0%	2%	*
Not sure	14%	10%	18%	13%	17%	14%	10%	11%	21%	16%	*
Totals	101%	100%	99%	101%	100%	101%	100%	100%	101%	100%	*
Unweighted N	(1,115)	(505)	(610)	(230)	(228)	(403)	(254)	(763)	(135)	(140)	(77)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	23%	26%	25%	16%	29%	18%	26%	21%	18%	20%	26%	20%	24%
Be somewhat more regulated	25%	27%	29%	17%	26%	23%	20%	28%	30%	19%	26%	24%	28%
Have no change in regulation	30%	30%	21%	40%	29%	32%	28%	31%	31%	40%	25%	30%	25%
Be somewhat less regulated	5%	4%	4%	9%	2%	7%	6%	4%	6%	6%	6%	6%	4%
Be much less regulated	4%	1%	5%	7%	1%	10%	3%	6%	6%	2%	5%	4%	5%
Not sure	14%	13%	17%	11%	13%	10%	17%	10%	9%	12%	12%	15%	13%
Totals	101%	101%	101%	100%	100%	100%	100%	100%	100%	99%	100%	99%	99%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

| | Total | Party ID | | | 2024 Vote Intent | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,115)	(353)	(434)	(328)	(436)	(431)	(439)	(300)	(243)	(201)	(238)	(433)	(243)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1R. Industry Regulation — Technology
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	23%	21%	25%	27%	26%	18%	24%	22%	23%	27%	*
Be somewhat more regulated	30%	33%	28%	33%	27%	34%	26%	28%	36%	38%	*
Have no change in regulation	21%	23%	19%	15%	15%	26%	24%	23%	15%	13%	*
Be somewhat less regulated	5%	8%	4%	5%	4%	4%	9%	6%	1%	9%	*
Be much less regulated	5%	8%	4%	5%	8%	5%	4%	6%	6%	6%	*
Not sure	15%	8%	21%	14%	20%	13%	12%	15%	18%	8%	*
Totals	99%	101%	101%	99%	100%	100%	99%	100%	99%	101%	*
Unweighted N	(1,090)	(478)	(612)	(222)	(208)	(395)	(265)	(771)	(111)	(135)	(73)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	23%	30%	25%	14%	32%	15%	26%	19%	19%	27%	27%	20%	22%
Be somewhat more regulated	30%	35%	30%	26%	36%	26%	28%	35%	35%	27%	31%	31%	32%
Have no change in regulation	21%	17%	18%	28%	17%	26%	19%	23%	24%	24%	21%	21%	17%
Be somewhat less regulated	5%	4%	3%	9%	3%	10%	5%	6%	5%	7%	2%	4%	9%
Be much less regulated	5%	1%	6%	10%	1%	11%	5%	7%	6%	1%	6%	7%	7%
Not sure	15%	14%	18%	13%	12%	12%	18%	11%	10%	13%	13%	18%	13%
Totals	99%	101%	100%	100%	101%	100%	101%	101%	99%	99%	100%	101%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,090)	(380)	(403)	(307)	(466)	(404)	(419)	(318)	(232)	(216)	(237)	(404)	(233)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1S. Industry Regulation — Cannabis

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	22%	21%	22%	20%	20%	19%	28%	21%	32%	18%	*
Be somewhat more regulated	16%	15%	17%	11%	15%	17%	19%	15%	19%	12%	*
Have no change in regulation	19%	18%	19%	20%	14%	21%	20%	19%	10%	20%	*
Be somewhat less regulated	14%	15%	13%	17%	16%	13%	11%	16%	8%	13%	*
Be much less regulated	19%	21%	16%	15%	22%	22%	14%	18%	17%	22%	*
Not sure	11%	10%	12%	17%	14%	8%	9%	11%	13%	15%	*
Totals	101%	100%	99%	100%	101%	100%	101%	100%	99%	100%	*
Unweighted N	(1,107)	(502)	(605)	(222)	(224)	(397)	(264)	(745)	(130)	(156)	(76)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	22%	18%	19%	29%	17%	29%	23%	20%	24%	17%	24%	24%	20%
Be somewhat more regulated	16%	18%	14%	15%	20%	14%	15%	17%	19%	18%	15%	14%	18%
Have no change in regulation	19%	16%	18%	22%	17%	20%	18%	19%	19%	28%	20%	15%	18%
Be somewhat less regulated	14%	17%	12%	12%	16%	12%	12%	18%	12%	14%	10%	15%	15%
Be much less regulated	19%	21%	19%	15%	22%	18%	20%	20%	18%	17%	19%	19%	18%
Not sure	11%	10%	17%	7%	8%	8%	13%	6%	8%	7%	11%	14%	10%
Totals	101%	100%	99%	100%	100%	101%	101%	100%	100%	101%	99%	101%	99%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,107)	(372)	(431)	(304)	(445)	(413)	(426)	(312)	(240)	(195)	(240)	(444)	(228)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1T. Industry Regulation — Higher education
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	20%	23%	18%	22%	24%	19%	17%	19%	37%	17%	*
Be somewhat more regulated	23%	23%	24%	19%	20%	28%	25%	24%	17%	21%	*
Have no change in regulation	25%	22%	27%	20%	24%	25%	30%	28%	18%	22%	*
Be somewhat less regulated	8%	9%	7%	11%	5%	6%	11%	7%	5%	14%	*
Be much less regulated	7%	10%	4%	5%	8%	8%	6%	7%	3%	11%	*
Not sure	16%	13%	19%	22%	18%	14%	11%	16%	20%	14%	*
Totals	99%	100%	99%	99%	99%	100%	100%	101%	100%	99%	*
Unweighted N	(1,176)	(523)	(653)	(248)	(212)	(430)	(286)	(807)	(133)	(153)	(83)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	20%	19%	23%	19%	20%	22%	24%	16%	20%	25%	18%	20%	20%
Be somewhat more regulated	23%	25%	23%	22%	27%	20%	23%	27%	20%	23%	25%	21%	28%
Have no change in regulation	25%	29%	21%	25%	29%	24%	22%	28%	28%	32%	27%	22%	22%
Be somewhat less regulated	8%	9%	6%	9%	9%	10%	6%	7%	14%	3%	6%	10%	10%
Be much less regulated	7%	4%	8%	10%	3%	11%	7%	8%	6%	6%	7%	8%	6%
Not sure	16%	14%	19%	15%	12%	12%	18%	13%	12%	11%	16%	20%	14%
Totals	99%	100%	100%	100%	100%	99%	100%	99%	100%	100%	99%	101%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,176)	(405)	(444)	(327)	(485)	(442)	(460)	(336)	(244)	(210)	(269)	(452)	(245)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1U. Industry Regulation — Real estate
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	20%	18%	21%	23%	27%	15%	15%	19%	16%	24%	*
Be somewhat more regulated	23%	26%	21%	28%	20%	21%	24%	21%	29%	22%	*
Have no change in regulation	28%	30%	27%	21%	20%	34%	35%	29%	29%	30%	*
Be somewhat less regulated	7%	8%	6%	5%	5%	9%	7%	9%	1%	4%	*
Be much less regulated	6%	8%	4%	3%	6%	7%	7%	7%	6%	2%	*
Not sure	16%	9%	23%	19%	21%	14%	12%	15%	19%	17%	*
Totals	100%	99%	102%	99%	99%	100%	100%	100%	100%	99%	*
Unweighted N	(1,175)	(535)	(640)	(242)	(217)	(427)	(289)	(804)	(127)	(161)	(83)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	20%	27%	20%	11%	27%	11%	22%	17%	21%	24%	22%	18%	17%
Be somewhat more regulated	23%	28%	22%	19%	30%	18%	20%	25%	27%	27%	22%	22%	23%
Have no change in regulation	28%	25%	24%	37%	26%	36%	26%	30%	31%	31%	25%	28%	31%
Be somewhat less regulated	7%	3%	6%	12%	2%	13%	3%	11%	8%	7%	6%	7%	7%
Be much less regulated	6%	2%	6%	10%	1%	12%	6%	6%	6%	3%	5%	6%	8%
Not sure	16%	16%	22%	11%	14%	10%	22%	10%	6%	9%	19%	19%	15%
Totals	100%	101%	100%	100%	100%	100%	99%	99%	99%	101%	99%	100%	101%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,175)	(405)	(448)	(322)	(479)	(429)	(445)	(338)	(251)	(214)	(268)	(449)	(244)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1V. Industry Regulation — Telecommunications
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	19%	18%	19%	21%	19%	16%	19%	17%	29%	16%	*
Be somewhat more regulated	23%	23%	24%	21%	18%	27%	27%	23%	22%	25%	*
Have no change in regulation	28%	32%	24%	21%	29%	27%	34%	31%	15%	33%	*
Be somewhat less regulated	6%	9%	4%	4%	9%	7%	6%	8%	6%	1%	*
Be much less regulated	4%	5%	4%	4%	6%	5%	3%	5%	6%	1%	*
Not sure	19%	13%	25%	30%	20%	18%	11%	17%	23%	24%	*
Totals	99%	100%	100%	101%	101%	100%	100%	101%	101%	100%	*
Unweighted N	(1,125)	(519)	(606)	(232)	(211)	(396)	(286)	(782)	(135)	(143)	(65)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	19%	25%	18%	12%	26%	12%	22%	16%	17%	20%	15%	17%	25%
Be somewhat more regulated	23%	30%	20%	19%	33%	17%	20%	27%	27%	22%	18%	28%	22%
Have no change in regulation	28%	24%	24%	37%	22%	37%	28%	27%	35%	29%	30%	26%	29%
Be somewhat less regulated	6%	2%	7%	11%	2%	14%	4%	8%	6%	12%	7%	5%	4%
Be much less regulated	4%	2%	4%	7%	2%	10%	4%	5%	7%	3%	4%	6%	4%
Not sure	19%	17%	27%	13%	15%	9%	22%	17%	8%	15%	27%	19%	16%
Totals	99%	100%	100%	99%	100%	99%	100%	100%	100%	101%	101%	101%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,125)	(387)	(426)	(312)	(475)	(399)	(435)	(305)	(245)	(212)	(241)	(450)	(222)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1W. Industry Regulation — Grocery

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	19%	14%	22%	17%	24%	17%	17%	16%	29%	24%	*
Be somewhat more regulated	24%	23%	26%	32%	23%	20%	24%	23%	24%	24%	*
Have no change in regulation	27%	31%	23%	21%	23%	30%	30%	28%	20%	23%	*
Be somewhat less regulated	8%	11%	6%	4%	6%	10%	13%	11%	2%	3%	*
Be much less regulated	7%	8%	7%	7%	3%	10%	9%	8%	9%	4%	*
Not sure	15%	14%	16%	19%	21%	13%	8%	14%	15%	22%	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	99%	100%	*
Unweighted N	(1,094)	(493)	(601)	(214)	(225)	(402)	(253)	(759)	(128)	(137)	(70)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	19%	25%	18%	12%	24%	11%	22%	20%	12%	18%	14%	20%	21%
Be somewhat more regulated	24%	33%	23%	17%	38%	12%	24%	25%	24%	25%	22%	24%	26%
Have no change in regulation	27%	24%	22%	35%	22%	33%	22%	31%	32%	32%	30%	24%	23%
Be somewhat less regulated	8%	4%	7%	15%	3%	17%	7%	9%	11%	10%	11%	8%	7%
Be much less regulated	7%	2%	8%	13%	2%	17%	9%	6%	8%	5%	6%	8%	9%
Not sure	15%	12%	23%	9%	11%	10%	17%	9%	13%	10%	18%	16%	15%
Totals	100%	100%	101%	101%	100%	100%	101%	100%	100%	100%	101%	100%	101%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,094)	(363)	(431)	(300)	(447)	(413)	(439)	(288)	(223)	(196)	(246)	(414)	(238)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1X. Industry Regulation — Food and beverage

Overall, do you think the following industry should...?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	17%	14%	20%	18%	19%	16%	16%	16%	27%	20%	*
Be somewhat more regulated	28%	25%	30%	32%	24%	25%	31%	26%	31%	27%	*
Have no change in regulation	30%	33%	27%	23%	26%	33%	37%	32%	22%	21%	*
Be somewhat less regulated	8%	11%	4%	7%	8%	6%	10%	8%	2%	13%	*
Be much less regulated	6%	7%	4%	5%	6%	8%	3%	6%	2%	8%	*
Not sure	12%	11%	14%	15%	16%	13%	4%	11%	16%	13%	*
Totals	101%	101%	99%	100%	99%	101%	101%	99%	100%	102%	*
Unweighted N	(1,127)	(527)	(600)	(235)	(226)	(404)	(262)	(763)	(125)	(157)	(82)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	17%	23%	17%	11%	20%	12%	21%	14%	11%	19%	15%	19%	15%
Be somewhat more regulated	28%	35%	29%	18%	39%	19%	24%	28%	34%	26%	30%	23%	33%
Have no change in regulation	30%	29%	24%	38%	30%	36%	26%	33%	35%	37%	33%	27%	25%
Be somewhat less regulated	8%	3%	6%	14%	2%	15%	5%	11%	9%	6%	5%	10%	7%
Be much less regulated	6%	1%	7%	10%	2%	11%	6%	6%	6%	2%	6%	6%	7%
Not sure	12%	9%	18%	9%	8%	7%	18%	8%	5%	9%	11%	14%	12%
Totals	101%	100%	101%	100%	101%	100%	100%	100%	100%	99%	100%	99%	99%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,127)	(373)	(438)	(316)	(464)	(430)	(419)	(315)	(253)	(214)	(229)	(425)	(259)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1Y. Industry Regulation — Beer, wine, and liquor
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	16%	13%	18%	15%	15%	17%	15%	13%	27%	20%	*
Be somewhat more regulated	17%	17%	17%	21%	15%	16%	15%	17%	16%	14%	*
Have no change in regulation	35%	34%	35%	26%	26%	39%	47%	35%	28%	38%	*
Be somewhat less regulated	12%	13%	12%	15%	12%	13%	9%	15%	8%	10%	*
Be much less regulated	8%	11%	5%	3%	15%	8%	5%	9%	2%	4%	*
Not sure	13%	12%	13%	21%	17%	7%	8%	11%	19%	14%	*
Totals	101%	100%	100%	101%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,102)	(502)	(600)	(221)	(210)	(398)	(273)	(755)	(124)	(136)	(87)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	16%	19%	14%	14%	16%	16%	20%	14%	9%	15%	14%	15%	18%
Be somewhat more regulated	17%	20%	16%	14%	21%	10%	19%	16%	16%	17%	21%	15%	14%
Have no change in regulation	35%	37%	28%	40%	43%	36%	31%	36%	46%	40%	36%	32%	32%
Be somewhat less regulated	12%	10%	13%	13%	8%	17%	10%	13%	13%	13%	7%	14%	13%
Be much less regulated	8%	1%	11%	11%	2%	16%	3%	10%	11%	8%	9%	8%	6%
Not sure	13%	12%	18%	7%	10%	6%	17%	11%	5%	7%	12%	14%	16%
Totals	101%	99%	100%	99%	100%	101%	100%	100%	100%	100%	99%	98%	99%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,102)	(376)	(423)	(303)	(450)	(395)	(426)	(320)	(234)	(228)	(243)	(415)	(216)

continued from previous page

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1Z. Industry Regulation — Automotive

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	15%	13%	16%	14%	21%	14%	9%	12%	24%	18%	*
Be somewhat more regulated	22%	21%	23%	23%	18%	21%	25%	21%	34%	18%	*
Have no change in regulation	31%	33%	29%	28%	30%	31%	37%	34%	15%	33%	*
Be somewhat less regulated	11%	14%	7%	13%	8%	11%	11%	12%	4%	11%	*
Be much less regulated	5%	7%	3%	2%	3%	6%	7%	6%	1%	4%	*
Not sure	17%	12%	21%	20%	21%	16%	10%	16%	22%	16%	*
Totals	101%	100%	99%	100%	101%	99%	99%	101%	100%	100%	*
Unweighted N	(1,131)	(528)	(603)	(237)	(201)	(414)	(279)	(783)	(123)	(145)	(80)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	15%	19%	16%	8%	20%	6%	17%	11%	12%	19%	14%	12%	16%
Be somewhat more regulated	22%	30%	17%	17%	31%	15%	24%	22%	20%	19%	22%	22%	24%
Have no change in regulation	31%	30%	29%	36%	31%	34%	28%	34%	35%	35%	32%	30%	30%
Be somewhat less regulated	11%	4%	11%	18%	2%	20%	7%	14%	13%	14%	7%	11%	11%
Be much less regulated	5%	1%	5%	9%	0%	13%	4%	6%	5%	3%	6%	6%	3%
Not sure	17%	16%	22%	11%	16%	12%	20%	12%	14%	10%	19%	20%	15%
Totals	101%	100%	100%	99%	100%	100%	100%	99%	99%	100%	100%	101%	99%

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,131)	(393)	(445)	(293)	(477)	(400)	(428)	(311)	(255)	(212)	(259)	(425)	(235)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AA. Industry Regulation — Agriculture
Overall, do you think the following industry should. . . ?
Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	14%	13%	15%	14%	14%	19%	6%	9%	30%	18%	*
Be somewhat more regulated	21%	22%	21%	21%	27%	15%	25%	20%	19%	26%	*
Have no change in regulation	28%	28%	28%	30%	22%	30%	30%	30%	21%	24%	*
Be somewhat less regulated	11%	14%	9%	7%	8%	14%	14%	14%	6%	6%	*
Be much less regulated	9%	12%	6%	4%	7%	11%	14%	11%	6%	6%	*
Not sure	17%	12%	21%	23%	23%	12%	11%	16%	18%	20%	*
Totals	100%	101%	100%	99%	101%	101%	100%	100%	100%	100%	*
Unweighted N	(1,162)	(511)	(651)	(229)	(236)	(403)	(294)	(785)	(135)	(163)	(79)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	14%	19%	15%	6%	17%	6%	18%	10%	9%	20%	12%	13%	11%
Be somewhat more regulated	21%	30%	19%	14%	31%	11%	23%	22%	20%	18%	21%	22%	24%
Have no change in regulation	28%	29%	21%	34%	30%	30%	23%	31%	37%	32%	31%	25%	28%
Be somewhat less regulated	11%	5%	12%	18%	5%	18%	10%	12%	12%	16%	10%	10%	10%
Be much less regulated	9%	1%	10%	18%	1%	24%	7%	9%	15%	5%	9%	11%	10%
Not sure	17%	16%	23%	10%	15%	11%	19%	15%	8%	9%	17%	20%	17%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	101%	100%	100%	101%	100%

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,162)	(402)	(450)	(310)	(482)	(427)	(463)	(315)	(249)	(209)	(247)	(454)	(252)

continued from previous page

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1AB. Industry Regulation — Construction
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	13%	13%	13%	18%	16%	9%	11%	13%	20%	13%	*
Be somewhat more regulated	24%	22%	25%	21%	25%	23%	28%	22%	26%	27%	*
Have no change in regulation	31%	32%	31%	25%	23%	39%	34%	31%	28%	31%	*
Be somewhat less regulated	7%	10%	5%	7%	7%	7%	9%	9%	4%	4%	*
Be much less regulated	6%	9%	3%	4%	5%	8%	5%	7%	1%	4%	*
Not sure	18%	14%	23%	25%	24%	14%	12%	17%	21%	21%	*
Totals	99%	100%	100%	100%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(1,139)	(509)	(630)	(235)	(236)	(393)	(275)	(764)	(134)	(153)	(88)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	13%	18%	13%	10%	18%	9%	16%	12%	12%	18%	13%	12%	13%
Be somewhat more regulated	24%	33%	21%	18%	35%	14%	22%	29%	23%	21%	23%	25%	25%
Have no change in regulation	31%	28%	26%	40%	28%	39%	31%	31%	31%	29%	34%	31%	30%
Be somewhat less regulated	7%	5%	6%	12%	3%	14%	6%	8%	10%	8%	8%	7%	7%
Be much less regulated	6%	1%	7%	9%	1%	13%	6%	5%	8%	5%	5%	5%	7%
Not sure	18%	16%	27%	12%	15%	12%	20%	15%	16%	20%	17%	19%	18%
Totals	99%	101%	100%	101%	100%	101%	101%	100%	100%	101%	100%	99%	100%

continued from previous page

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,139)	(389)	(420)	(330)	(458)	(414)	(441)	(311)	(244)	(196)	(261)	(432)	(250)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AC. Industry Regulation — Cosmetics and beauty
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	13%	11%	15%	13%	19%	10%	12%	12%	21%	10%	∗
Be somewhat more regulated	21%	17%	26%	27%	21%	17%	23%	20%	22%	28%	∗
Have no change in regulation	39%	42%	35%	29%	33%	47%	41%	42%	29%	29%	∗
Be somewhat less regulated	5%	6%	4%	6%	6%	5%	3%	6%	1%	6%	∗
Be much less regulated	5%	7%	3%	5%	3%	6%	3%	5%	8%	3%	∗
Not sure	17%	17%	17%	20%	17%	14%	18%	15%	20%	24%	∗
Totals	100%	100%	100%	100%	99%	99%	100%	100%	101%	100%	∗
Unweighted N	(1,145)	(527)	(618)	(234)	(228)	(422)	(261)	(771)	(131)	(163)	(80)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	13%	17%	15%	8%	19%	8%	15%	12%	12%	21%	9%	12%	14%
Be somewhat more regulated	21%	26%	22%	16%	27%	15%	22%	22%	21%	16%	17%	26%	21%
Have no change in regulation	39%	33%	33%	51%	34%	47%	34%	43%	44%	41%	45%	34%	39%
Be somewhat less regulated	5%	3%	5%	7%	3%	7%	5%	6%	5%	4%	7%	5%	4%
Be much less regulated	5%	3%	5%	6%	1%	8%	5%	4%	5%	4%	5%	5%	3%
Not sure	17%	18%	20%	12%	16%	14%	20%	12%	13%	14%	16%	18%	18%
Totals	100%	100%	100%	100%	100%	99%	101%	99%	100%	100%	99%	100%	99%

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
							continued from previous page						
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,145)	(395)	(435)	(315)	(472)	(420)	(433)	(331)	(249)	(223)	(227)	(433)	(262)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AD. Industry Regulation — Professional sports
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	13%	14%	12%	15%	11%	12%	15%	14%	13%	9%	*
Be somewhat more regulated	19%	14%	23%	23%	14%	15%	26%	17%	29%	18%	*
Have no change in regulation	35%	38%	32%	28%	39%	34%	37%	34%	34%	39%	*
Be somewhat less regulated	6%	8%	5%	3%	7%	8%	6%	8%	6%	1%	*
Be much less regulated	6%	9%	3%	3%	10%	6%	5%	7%	3%	8%	*
Not sure	21%	17%	25%	27%	19%	25%	12%	19%	15%	26%	*
Totals	100%	100%	100%	99%	100%	100%	101%	99%	100%	101%	*
Unweighted N	(1,079)	(490)	(589)	(200)	(198)	(412)	(269)	(747)	(127)	(131)	(74)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	13%	14%	13%	11%	14%	12%	15%	10%	12%	13%	11%	12%	17%
Be somewhat more regulated	19%	25%	14%	18%	23%	14%	23%	17%	19%	14%	15%	25%	16%
Have no change in regulation	35%	37%	33%	33%	41%	35%	30%	39%	38%	39%	38%	31%	33%
Be somewhat less regulated	6%	5%	4%	11%	4%	11%	5%	7%	8%	10%	7%	7%	3%
Be much less regulated	6%	2%	5%	12%	2%	12%	4%	9%	11%	4%	7%	6%	7%
Not sure	21%	17%	29%	15%	15%	15%	22%	18%	13%	19%	23%	19%	24%
Totals	100%	100%	98%	100%	99%	99%	99%	100%	101%	99%	101%	100%	100%

continued on the next page . . .

59

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,079)	(350)	(418)	(311)	(429)	(411)	(401)	(329)	(216)	(199)	(252)	(409)	(219)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AE. Industry Regulation — Dairy
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	12%	12%	12%	11%	13%	14%	8%	9%	23%	16%	*
Be somewhat more regulated	21%	17%	25%	22%	21%	20%	23%	19%	25%	27%	*
Have no change in regulation	35%	35%	34%	31%	28%	35%	43%	38%	27%	27%	*
Be somewhat less regulated	10%	15%	5%	10%	11%	9%	10%	11%	5%	9%	*
Be much less regulated	6%	7%	5%	5%	4%	10%	4%	7%	2%	4%	*
Not sure	17%	13%	20%	20%	25%	12%	12%	16%	17%	16%	*
Totals	101%	99%	101%	99%	102%	100%	100%	100%	99%	99%	*
Unweighted N	(1,123)	(504)	(619)	(210)	(225)	(408)	(280)	(775)	(142)	(135)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	12%	19%	11%	5%	18%	5%	17%	9%	8%	15%	9%	15%	7%
Be somewhat more regulated	21%	28%	20%	15%	29%	14%	21%	27%	17%	23%	20%	22%	20%
Have no change in regulation	35%	34%	30%	39%	36%	37%	33%	38%	39%	37%	37%	30%	37%
Be somewhat less regulated	10%	5%	7%	18%	3%	17%	8%	10%	13%	10%	9%	9%	11%
Be much less regulated	6%	0%	7%	11%	1%	15%	6%	5%	8%	2%	4%	9%	6%
Not sure	17%	13%	26%	11%	13%	12%	15%	12%	15%	14%	20%	15%	19%
Totals	101%	99%	101%	99%	100%	100%	100%	101%	100%	101%	99%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,123)	(353)	(437)	(333)	(458)	(420)	(439)	(324)	(234)	(216)	(252)	(420)	(235)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1AF. Industry Regulation — Trucking
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	12%	10%	14%	11%	15%	11%	10%	10%	21%	10%	*
Be somewhat more regulated	20%	19%	20%	24%	19%	17%	21%	20%	24%	20%	*
Have no change in regulation	32%	33%	31%	26%	25%	37%	38%	33%	23%	29%	*
Be somewhat less regulated	10%	13%	6%	9%	8%	12%	8%	11%	5%	11%	*
Be much less regulated	5%	9%	2%	2%	4%	7%	8%	6%	4%	4%	*
Not sure	21%	15%	27%	29%	29%	15%	14%	20%	23%	25%	*
Totals	100%	99%	100%	101%	100%	99%	99%	100%	100%	99%	*
Unweighted N	(1,123)	(527)	(596)	(219)	(220)	(413)	(271)	(762)	(127)	(153)	(81)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	12%	17%	11%	8%	17%	7%	15%	7%	13%	19%	12%	12%	7%
Be somewhat more regulated	20%	26%	20%	14%	28%	9%	17%	20%	24%	15%	16%	24%	19%
Have no change in regulation	32%	30%	27%	40%	32%	43%	29%	37%	32%	36%	40%	27%	32%
Be somewhat less regulated	10%	5%	7%	17%	3%	18%	7%	13%	11%	11%	7%	11%	9%
Be much less regulated	5%	0%	6%	10%	1%	13%	4%	7%	6%	3%	6%	7%	5%
Not sure	21%	22%	29%	12%	20%	10%	27%	15%	14%	17%	20%	19%	28%
Totals	100%	100%	100%	101%	101%	100%	99%	99%	100%	101%	101%	100%	100%

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
							continued from previous page						
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,123)	(374)	(424)	(325)	(438)	(439)	(432)	(318)	(239)	(196)	(254)	(434)	(239)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AG. Industry Regulation — Railroad
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	12%	11%	13%	10%	11%	18%	8%	10%	15%	14%	*
Be somewhat more regulated	20%	22%	19%	20%	22%	16%	23%	17%	21%	27%	*
Have no change in regulation	35%	36%	33%	37%	24%	37%	41%	37%	33%	31%	*
Be somewhat less regulated	5%	7%	3%	4%	3%	7%	6%	6%	3%	3%	*
Be much less regulated	6%	9%	2%	2%	9%	5%	7%	7%	6%	1%	*
Not sure	22%	15%	29%	26%	31%	17%	16%	23%	22%	23%	*
Totals	100%	100%	99%	99%	100%	100%	101%	100%	100%	99%	*
Unweighted N	(1,105)	(500)	(605)	(239)	(207)	(395)	(264)	(738)	(132)	(153)	(82)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	12%	15%	15%	6%	19%	7%	13%	11%	12%	24%	15%	8%	8%
Be somewhat more regulated	20%	27%	17%	16%	26%	15%	18%	17%	28%	17%	23%	22%	16%
Have no change in regulation	35%	37%	29%	38%	34%	40%	34%	39%	34%	35%	31%	31%	43%
Be somewhat less regulated	5%	1%	4%	11%	2%	11%	4%	6%	6%	5%	4%	7%	5%
Be much less regulated	6%	2%	4%	10%	2%	11%	5%	8%	6%	4%	8%	5%	6%
Not sure	22%	18%	31%	18%	17%	15%	26%	20%	15%	15%	18%	27%	22%
Totals	100%	100%	100%	99%	100%	99%	100%	101%	101%	100%	99%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,105)	(367)	(424)	(314)	(449)	(409)	(411)	(312)	(244)	(200)	(237)	(420)	(248)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AH. Industry Regulation — Manufacturing
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	12%	10%	13%	13%	15%	10%	9%	10%	20%	9%	*
Be somewhat more regulated	25%	21%	28%	24%	27%	23%	26%	24%	28%	26%	*
Have no change in regulation	30%	33%	28%	25%	26%	30%	38%	31%	20%	34%	*
Be somewhat less regulated	11%	15%	8%	6%	8%	16%	11%	13%	11%	4%	*
Be much less regulated	6%	10%	4%	4%	6%	7%	8%	8%	3%	3%	*
Not sure	16%	12%	20%	28%	18%	13%	8%	15%	19%	24%	*
Totals	100%	101%	101%	100%	100%	99%	100%	101%	101%	100%	*
Unweighted N	(1,121)	(506)	(615)	(209)	(217)	(421)	(274)	(774)	(134)	(138)	(75)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	12%	16%	14%	5%	16%	7%	13%	10%	10%	15%	12%	12%	9%
Be somewhat more regulated	25%	35%	21%	20%	35%	12%	25%	29%	22%	21%	23%	26%	28%
Have no change in regulation	30%	29%	28%	33%	30%	36%	29%	32%	35%	37%	28%	25%	35%
Be somewhat less regulated	11%	5%	9%	19%	3%	20%	9%	12%	14%	13%	11%	10%	9%
Be much less regulated	6%	1%	6%	12%	1%	15%	5%	5%	12%	3%	6%	8%	7%
Not sure	16%	14%	22%	11%	15%	9%	19%	12%	7%	10%	20%	18%	13%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	99%	101%

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,121)	(361)	(430)	(330)	(456)	(425)	(441)	(314)	(237)	(204)	(245)	(457)	(215)

1AI. Industry Regulation — Consumer electronics
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	11%	10%	13%	15%	16%	9%	7%	9%	21%	11%	*
Be somewhat more regulated	21%	21%	21%	26%	19%	18%	22%	20%	20%	30%	*
Have no change in regulation	40%	41%	38%	26%	37%	43%	51%	42%	29%	36%	*
Be somewhat less regulated	7%	8%	6%	7%	6%	7%	7%	7%	6%	3%	*
Be much less regulated	6%	8%	3%	5%	3%	8%	6%	6%	5%	3%	*
Not sure	15%	12%	19%	20%	20%	15%	7%	15%	21%	16%	*
Totals	100%	100%	100%	99%	101%	100%	100%	99%	102%	99%	*
Unweighted N	(1,126)	(530)	(596)	(228)	(211)	(421)	(266)	(775)	(128)	(146)	(77)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	11%	16%	12%	5%	17%	5%	14%	10%	10%	18%	11%	10%	9%
Be somewhat more regulated	21%	25%	22%	15%	28%	13%	21%	18%	22%	19%	23%	21%	20%
Have no change in regulation	40%	37%	35%	47%	38%	45%	40%	41%	43%	33%	37%	44%	40%
Be somewhat less regulated	7%	3%	5%	12%	2%	15%	4%	8%	9%	10%	7%	7%	4%
Be much less regulated	6%	1%	8%	8%	1%	12%	5%	5%	7%	6%	5%	5%	8%
Not sure	15%	17%	17%	12%	13%	11%	16%	17%	9%	14%	17%	13%	19%
Totals	100%	99%	99%	99%	99%	101%	100%	99%	100%	100%	100%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
							<center>continued from previous page</center>						
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,126)	(381)	(421)	(324)	(465)	(418)	(422)	(327)	(251)	(208)	(254)	(442)	(222)

1AJ. Industry Regulation — Restaurant
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	11%	11%	12%	13%	14%	10%	8%	9%	27%	11%	*
Be somewhat more regulated	20%	18%	22%	23%	19%	18%	21%	18%	23%	26%	*
Have no change in regulation	42%	44%	39%	31%	41%	46%	46%	46%	28%	34%	*
Be somewhat less regulated	8%	8%	7%	6%	5%	10%	10%	9%	4%	7%	*
Be much less regulated	6%	8%	4%	5%	5%	7%	6%	7%	1%	7%	*
Not sure	14%	11%	16%	23%	16%	9%	9%	12%	17%	16%	*
Totals	101%	100%	100%	101%	100%	100%	100%	101%	100%	101%	*
Unweighted N	(1,141)	(519)	(622)	(244)	(225)	(402)	(270)	(808)	(130)	(138)	(65)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	11%	15%	13%	6%	15%	4%	15%	8%	6%	11%	9%	13%	11%
Be somewhat more regulated	20%	27%	17%	14%	25%	12%	19%	23%	17%	17%	24%	21%	16%
Have no change in regulation	42%	42%	39%	44%	47%	45%	37%	46%	50%	50%	45%	35%	41%
Be somewhat less regulated	8%	3%	7%	14%	3%	15%	7%	9%	9%	9%	6%	7%	10%
Be much less regulated	6%	2%	6%	11%	1%	15%	6%	6%	8%	4%	6%	7%	6%
Not sure	14%	11%	19%	12%	9%	9%	17%	7%	10%	9%	10%	17%	16%
Totals	101%	100%	101%	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,141)	(379)	(439)	(323)	(467)	(418)	(436)	(302)	(260)	(203)	(253)	(448)	(237)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

1AK. Industry Regulation — Hospitality and tourism
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	11%	10%	12%	11%	11%	11%	10%	7%	26%	13%	*
Be somewhat more regulated	19%	19%	19%	22%	19%	18%	17%	19%	18%	14%	*
Have no change in regulation	38%	41%	35%	29%	32%	39%	48%	41%	25%	38%	*
Be somewhat less regulated	7%	9%	5%	9%	3%	7%	8%	8%	6%	4%	*
Be much less regulated	7%	12%	4%	6%	12%	7%	6%	10%	1%	5%	*
Not sure	19%	10%	26%	23%	23%	18%	11%	16%	24%	26%	*
Totals	101%	101%	101%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,133)	(510)	(623)	(229)	(210)	(413)	(281)	(776)	(137)	(142)	(78)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	11%	15%	10%	7%	14%	8%	14%	8%	8%	11%	9%	13%	9%
Be somewhat more regulated	19%	24%	18%	13%	23%	12%	17%	21%	19%	17%	22%	17%	20%
Have no change in regulation	38%	35%	38%	40%	38%	43%	33%	40%	42%	46%	36%	37%	34%
Be somewhat less regulated	7%	4%	3%	14%	3%	12%	7%	6%	7%	6%	7%	8%	6%
Be much less regulated	7%	2%	9%	12%	1%	14%	5%	11%	12%	5%	9%	5%	12%
Not sure	19%	20%	22%	14%	20%	11%	24%	15%	12%	15%	16%	21%	19%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%	99%	101%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,133)	(387)	(436)	(310)	(479)	(417)	(442)	(324)	(234)	(200)	(265)	(434)	(234)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AL. Industry Regulation — Entertainment
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	10%	10%	11%	12%	7%	8%	15%	9%	12%	15%	*
Be somewhat more regulated	17%	16%	17%	17%	18%	14%	19%	16%	16%	23%	*
Have no change in regulation	43%	42%	45%	33%	43%	47%	47%	43%	41%	40%	*
Be somewhat less regulated	8%	9%	7%	13%	8%	8%	5%	10%	6%	6%	*
Be much less regulated	8%	13%	3%	9%	6%	9%	8%	8%	10%	4%	*
Not sure	13%	10%	17%	16%	17%	13%	7%	13%	14%	12%	*
Totals	99%	100%	100%	100%	99%	99%	101%	99%	99%	100%	*
Unweighted N	(1,126)	(536)	(590)	(227)	(226)	(399)	(274)	(774)	(136)	(144)	(72)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	10%	10%	9%	11%	10%	14%	12%	9%	9%	8%	9%	11%	13%
Be somewhat more regulated	17%	16%	19%	16%	16%	15%	18%	17%	13%	17%	18%	18%	13%
Have no change in regulation	43%	52%	32%	45%	52%	41%	38%	47%	54%	48%	41%	42%	43%
Be somewhat less regulated	8%	7%	5%	12%	6%	10%	6%	12%	7%	11%	4%	8%	11%
Be much less regulated	8%	4%	10%	10%	4%	13%	8%	6%	12%	7%	8%	8%	9%
Not sure	13%	10%	24%	6%	12%	7%	19%	9%	4%	8%	19%	13%	12%
Totals	99%	99%	99%	100%	100%	100%	101%	100%	99%	99%	99%	100%	101%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,126)	(376)	(411)	(339)	(458)	(424)	(451)	(315)	(242)	(218)	(249)	(439)	(220)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AM. Industry Regulation — Retail

Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	10%	8%	11%	10%	13%	9%	8%	8%	17%	10%	*
Be somewhat more regulated	22%	24%	20%	24%	27%	17%	19%	20%	26%	23%	*
Have no change in regulation	36%	35%	36%	26%	26%	42%	46%	39%	22%	38%	*
Be somewhat less regulated	9%	11%	7%	11%	4%	10%	9%	9%	8%	9%	*
Be much less regulated	7%	9%	5%	2%	7%	10%	7%	8%	6%	4%	*
Not sure	18%	14%	21%	26%	22%	12%	12%	16%	22%	16%	*
Totals	102%	101%	100%	99%	99%	100%	101%	100%	101%	100%	*
Unweighted N	(1,167)	(528)	(639)	(241)	(211)	(425)	(290)	(782)	(153)	(147)	(85)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	10%	11%	12%	6%	12%	7%	16%	7%	5%	7%	9%	9%	13%
Be somewhat more regulated	22%	31%	20%	12%	31%	12%	21%	23%	22%	23%	21%	18%	27%
Have no change in regulation	36%	34%	29%	45%	37%	42%	31%	40%	43%	47%	35%	36%	28%
Be somewhat less regulated	9%	5%	8%	14%	4%	14%	7%	12%	10%	7%	7%	11%	7%
Be much less regulated	7%	3%	7%	11%	1%	13%	8%	6%	7%	4%	7%	8%	8%
Not sure	18%	16%	24%	12%	15%	11%	18%	12%	14%	11%	22%	18%	17%
Totals	102%	100%	100%	100%	100%	99%	101%	100%	101%	99%	101%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,167)	(395)	(445)	(327)	(473)	(433)	(441)	(322)	(263)	(212)	(260)	(438)	(257)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

1AN. Industry Regulation — Fashion
Overall, do you think the following industry should. . . ?

Respondents were asked about a random sample of 20 of the 40 industries

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Be much more regulated	7%	5%	9%	10%	5%	8%	2%	5%	15%	6%	*
Be somewhat more regulated	13%	12%	15%	14%	18%	12%	10%	11%	15%	18%	*
Have no change in regulation	43%	42%	44%	35%	33%	47%	56%	47%	32%	40%	*
Be somewhat less regulated	7%	8%	5%	11%	6%	5%	5%	7%	5%	6%	*
Be much less regulated	10%	14%	6%	5%	10%	12%	10%	10%	10%	12%	*
Not sure	21%	20%	22%	25%	27%	16%	17%	21%	24%	18%	*
Totals	101%	101%	101%	100%	99%	100%	100%	101%	101%	100%	*
Unweighted N	(1,125)	(517)	(608)	(233)	(198)	(415)	(279)	(770)	(142)	(135)	(78)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Be much more regulated	7%	6%	8%	6%	7%	6%	10%	5%	5%	11%	7%	5%	5%
Be somewhat more regulated	13%	19%	13%	8%	19%	8%	13%	13%	13%	12%	15%	12%	15%
Have no change in regulation	43%	45%	33%	52%	47%	48%	41%	52%	44%	50%	36%	42%	46%
Be somewhat less regulated	7%	6%	6%	8%	6%	8%	5%	7%	9%	4%	10%	7%	4%
Be much less regulated	10%	7%	9%	13%	6%	16%	10%	9%	13%	8%	11%	10%	9%
Not sure	21%	16%	31%	13%	15%	15%	22%	14%	16%	15%	21%	24%	21%
Totals	101%	99%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,125)	(368)	(441)	(316)	(459)	(414)	(427)	(308)	(255)	(219)	(244)	(427)	(235)

continued from previous page

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

2A. Kamala Harris Positions — Taxes on the wealthy

As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	70%	74%	66%	58%	63%	73%	84%	74%	65%	62%	54%
Decrease	7%	7%	8%	11%	6%	8%	5%	8%	5%	7%	9%
Not change	8%	9%	6%	10%	11%	6%	5%	7%	7%	13%	6%
Not sure	15%	11%	19%	21%	20%	14%	7%	12%	23%	17%	31%
Totals	100%	101%	99%	100%	100%	101%	101%	101%	100%	99%	100%
Unweighted N	(2,262)	(1,029)	(1,233)	(457)	(435)	(820)	(550)	(1,548)	(265)	(294)	(155)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	70%	80%	62%	66%	87%	73%	60%	75%	85%	69%	74%	66%	71%
Decrease	7%	5%	6%	11%	3%	11%	9%	8%	6%	6%	6%	8%	8%
Not change	8%	6%	6%	11%	4%	6%	10%	7%	4%	11%	5%	9%	6%
Not sure	15%	9%	25%	12%	7%	10%	21%	10%	5%	14%	15%	17%	15%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,262)	(763)	(866)	(633)	(931)	(832)	(870)	(637)	(483)	(418)	(499)	(868)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

2B. Kamala Harris Positions — The minimum wage
As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	68%	72%	64%	55%	64%	71%	81%	72%	66%	59%	58%
Decrease	4%	4%	4%	8%	4%	3%	2%	3%	6%	9%	1%
Not change	10%	9%	11%	12%	12%	9%	8%	10%	8%	12%	10%
Not sure	17%	14%	21%	25%	20%	16%	9%	15%	20%	19%	31%
Totals	99%	99%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(2,266)	(1,030)	(1,236)	(458)	(437)	(821)	(550)	(1,552)	(265)	(295)	(154)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	68%	78%	62%	64%	84%	71%	60%	71%	82%	66%	69%	66%	72%
Decrease	4%	2%	3%	9%	1%	6%	5%	4%	3%	4%	4%	5%	4%
Not change	10%	9%	10%	12%	6%	10%	11%	12%	8%	11%	11%	11%	8%
Not sure	17%	11%	25%	15%	9%	13%	24%	13%	6%	19%	16%	19%	16%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(2,266)	(764)	(866)	(636)	(933)	(834)	(869)	(639)	(486)	(420)	(499)	(870)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

2C. Kamala Harris Positions — Taxes on corporations
As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	68%	73%	63%	52%	62%	71%	85%	73%	60%	57%	58%
Decrease	7%	8%	7%	12%	7%	7%	3%	7%	8%	8%	10%
Not change	6%	7%	6%	10%	8%	5%	3%	6%	10%	10%	4%
Not sure	18%	13%	23%	26%	22%	16%	8%	15%	22%	25%	29%
Totals	99%	101%	99%	100%	99%	99%	99%	101%	100%	100%	101%
Unweighted N	(2,264)	(1,030)	(1,234)	(457)	(436)	(821)	(550)	(1,549)	(265)	(295)	(155)

| | Total | Party ID | | | 2024 Vote Intent | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	68%	77%	59%	68%	84%	75%	58%	78%	79%	68%	71%	64%	72%
Decrease	7%	6%	7%	9%	3%	9%	7%	6%	10%	6%	7%	9%	7%
Not change	6%	6%	5%	9%	4%	5%	9%	4%	5%	8%	6%	7%	5%
Not sure	18%	12%	28%	14%	9%	11%	26%	12%	6%	18%	17%	20%	17%
Totals	99%	101%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(2,264)	(762)	(866)	(636)	(932)	(834)	(870)	(639)	(485)	(419)	(499)	(869)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

2D. Kamala Harris Positions — Worker protections
As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	54%	55%	52%	53%	55%	53%	55%	54%	60%	52%	48%
Decrease	11%	13%	10%	14%	9%	12%	12%	13%	6%	10%	11%
Not change	11%	14%	9%	8%	13%	12%	11%	11%	12%	13%	10%
Not sure	23%	17%	29%	25%	24%	23%	22%	22%	22%	25%	31%
Totals	99%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,260)	(1,029)	(1,231)	(458)	(436)	(818)	(548)	(1,548)	(264)	(294)	(154)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	54%	78%	48%	34%	85%	37%	47%	58%	66%	52%	57%	51%	57%
Decrease	11%	5%	10%	20%	2%	20%	11%	14%	10%	9%	11%	13%	12%
Not change	11%	6%	9%	20%	4%	18%	11%	12%	13%	14%	9%	12%	11%
Not sure	23%	11%	34%	25%	9%	25%	31%	17%	11%	25%	23%	25%	20%
Totals	99%	100%	101%	99%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(2,260)	(762)	(863)	(635)	(931)	(831)	(865)	(637)	(486)	(418)	(499)	(869)	(474)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

2E. Kamala Harris Positions — Government regulation
As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	49%	58%	41%	45%	45%	51%	55%	55%	35%	39%	36%
Decrease	9%	9%	9%	11%	7%	9%	9%	8%	9%	12%	11%
Not change	12%	13%	12%	13%	11%	12%	13%	10%	16%	17%	17%
Not sure	29%	20%	39%	31%	37%	28%	22%	26%	39%	32%	36%
Totals	99%	100%	101%	100%	100%	100%	99%	99%	99%	100%	100%
Unweighted N	(2,262)	(1,030)	(1,232)	(457)	(437)	(820)	(548)	(1,548)	(264)	(295)	(155)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	49%	43%	45%	61%	46%	69%	42%	53%	62%	52%	47%	49%	49%
Decrease	9%	8%	7%	13%	6%	10%	9%	12%	8%	6%	9%	10%	10%
Not change	12%	19%	10%	7%	19%	6%	11%	13%	15%	16%	11%	12%	12%
Not sure	29%	30%	38%	20%	29%	15%	38%	22%	15%	26%	33%	29%	29%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,262)	(763)	(864)	(635)	(932)	(834)	(869)	(638)	(486)	(419)	(498)	(869)	(476)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

2F. Kamala Harris Positions — Government spending
As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	49%	59%	40%	41%	43%	52%	59%	56%	29%	38%	45%
Decrease	14%	11%	17%	13%	15%	14%	13%	12%	23%	17%	8%
Not change	13%	14%	12%	14%	10%	13%	14%	11%	15%	15%	14%
Not sure	24%	17%	32%	32%	32%	20%	14%	21%	33%	30%	32%
Totals	100%	101%	101%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(2,262)	(1,029)	(1,233)	(456)	(437)	(820)	(549)	(1,549)	(265)	(293)	(155)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	49%	27%	46%	76%	27%	81%	41%	56%	60%	47%	47%	50%	50%
Decrease	14%	24%	10%	8%	23%	6%	18%	13%	12%	14%	16%	13%	13%
Not change	13%	21%	11%	4%	22%	4%	12%	12%	15%	16%	11%	12%	13%
Not sure	24%	27%	33%	11%	27%	9%	29%	19%	14%	22%	25%	25%	25%
Totals	100%	99%	100%	99%	99%	100%	100%	100%	101%	99%	99%	100%	101%
Unweighted N	(2,262)	(764)	(864)	(634)	(930)	(832)	(868)	(637)	(485)	(418)	(499)	(869)	(476)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

2G. Kamala Harris Positions — Taxes on the middle class
As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	29%	33%	24%	19%	21%	34%	38%	33%	14%	22%	22%
Decrease	40%	38%	41%	37%	39%	38%	46%	38%	50%	42%	34%
Not change	12%	14%	11%	17%	15%	10%	8%	12%	12%	15%	9%
Not sure	20%	15%	24%	27%	25%	18%	9%	17%	24%	20%	34%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	99%	99%
Unweighted N	(2,266)	(1,031)	(1,235)	(458)	(437)	(821)	(550)	(1,551)	(265)	(295)	(155)

| | Total | Party ID | | | 2024 Vote Intent | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	29%	6%	23%	59%	4%	65%	25%	33%	30%	27%	26%	30%	30%
Decrease	40%	66%	34%	16%	74%	14%	38%	39%	49%	37%	49%	33%	44%
Not change	12%	14%	12%	10%	12%	9%	11%	14%	12%	15%	9%	13%	11%
Not sure	20%	13%	30%	15%	11%	12%	26%	15%	9%	21%	17%	23%	15%
Totals	101%	99%	99%	100%	101%	100%	100%	101%	100%	100%	101%	99%	100%
Unweighted N	(2,266)	(764)	(866)	(636)	(932)	(834)	(869)	(639)	(486)	(419)	(499)	(871)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

2H. Kamala Harris Positions — Tariffs on foreign imports
As far as you know, does Kamala Harris want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	17%	17%	17%	20%	15%	18%	17%	17%	17%	19%	18%
Decrease	20%	23%	17%	17%	17%	20%	25%	23%	16%	14%	12%
Not change	27%	31%	22%	21%	26%	29%	29%	28%	27%	25%	21%
Not sure	36%	28%	43%	42%	42%	32%	29%	32%	41%	42%	50%
Totals	100%	99%	99%	100%	100%	99%	100%	100%	101%	100%	101%
Unweighted N	(2,261)	(1,028)	(1,233)	(458)	(437)	(818)	(548)	(1,547)	(264)	(295)	(155)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	17%	17%	14%	22%	15%	20%	17%	19%	17%	18%	15%	19%	17%
Decrease	20%	16%	15%	30%	16%	31%	17%	20%	26%	20%	17%	22%	18%
Not change	27%	33%	26%	21%	37%	25%	24%	28%	34%	30%	26%	25%	28%
Not sure	36%	34%	46%	27%	32%	24%	41%	33%	23%	32%	41%	34%	38%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	99%	100%	101%
Unweighted N	(2,261)	(764)	(861)	(636)	(930)	(833)	(866)	(638)	(486)	(419)	(496)	(870)	(476)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

YouGov

3A. Donald Trump Positions — Tariffs on foreign imports

As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	66%	74%	59%	51%	56%	73%	82%	72%	49%	55%	61%
Decrease	7%	7%	6%	9%	9%	4%	5%	6%	10%	8%	6%
Not change	5%	6%	5%	7%	6%	5%	3%	4%	7%	9%	3%
Not sure	22%	14%	30%	33%	29%	18%	10%	18%	33%	27%	30%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(2,261)	(1,030)	(1,231)	(455)	(436)	(821)	(549)	(1,550)	(262)	(294)	(155)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	66%	67%	58%	74%	74%	81%	55%	75%	81%	74%	67%	61%	70%
Decrease	7%	9%	4%	7%	7%	5%	9%	5%	6%	6%	6%	8%	5%
Not change	5%	6%	5%	5%	4%	3%	7%	4%	4%	5%	3%	6%	6%
Not sure	22%	19%	33%	14%	15%	11%	29%	16%	9%	15%	24%	25%	20%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,261)	(763)	(863)	(635)	(931)	(833)	(866)	(638)	(486)	(418)	(497)	(869)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

3B. Donald Trump Positions — Taxes on the middle class
As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	32%	31%	32%	32%	32%	30%	33%	29%	46%	28%	33%
Decrease	37%	42%	32%	26%	30%	43%	45%	43%	18%	28%	30%
Not change	14%	15%	13%	20%	11%	13%	14%	14%	13%	19%	11%
Not sure	18%	12%	23%	22%	27%	14%	8%	14%	23%	26%	27%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(2,265)	(1,031)	(1,234)	(457)	(437)	(821)	(550)	(1,551)	(265)	(294)	(155)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	32%	59%	27%	8%	64%	4%	30%	33%	34%	31%	37%	26%	36%
Decrease	37%	10%	32%	69%	9%	76%	33%	40%	41%	36%	34%	39%	35%
Not change	14%	15%	13%	14%	13%	13%	14%	15%	17%	19%	13%	15%	11%
Not sure	18%	16%	28%	9%	13%	7%	23%	12%	8%	14%	16%	20%	18%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,265)	(764)	(866)	(635)	(932)	(833)	(869)	(638)	(486)	(420)	(498)	(870)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

3C. Donald Trump Positions — Worker protections
As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	26%	26%	26%	26%	22%	29%	27%	29%	19%	26%	12%
Decrease	34%	37%	31%	34%	36%	30%	35%	32%	34%	36%	39%
Not change	18%	22%	14%	14%	13%	22%	21%	19%	15%	15%	14%
Not sure	22%	15%	29%	27%	28%	19%	17%	19%	31%	23%	34%
Totals	100%	100%	100%	101%	99%	100%	100%	99%	99%	100%	99%
Unweighted N	(2,265)	(1,031)	(1,234)	(457)	(437)	(821)	(550)	(1,551)	(264)	(295)	(155)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	26%	9%	21%	50%	6%	50%	26%	30%	22%	32%	25%	26%	22%
Decrease	34%	63%	29%	7%	69%	5%	29%	35%	43%	31%	37%	28%	42%
Not change	18%	10%	18%	27%	10%	30%	15%	19%	23%	15%	17%	20%	17%
Not sure	22%	18%	31%	17%	15%	15%	30%	16%	12%	21%	21%	26%	19%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(2,265)	(764)	(865)	(636)	(932)	(833)	(869)	(638)	(486)	(420)	(499)	(869)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

3D. Donald Trump Positions — Government spending
As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	23%	22%	24%	28%	25%	22%	20%	21%	33%	21%	28%
Decrease	48%	55%	42%	31%	39%	56%	65%	55%	29%	40%	40%
Not change	8%	9%	7%	14%	8%	6%	5%	7%	12%	14%	3%
Not sure	20%	14%	26%	28%	28%	17%	11%	17%	25%	26%	29%
Totals	99%	100%	99%	101%	100%	101%	101%	100%	99%	101%	100%
Unweighted N	(2,265)	(1,031)	(1,234)	(458)	(437)	(820)	(550)	(1,551)	(264)	(295)	(155)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	23%	38%	22%	9%	41%	7%	22%	25%	25%	23%	23%	23%	24%
Decrease	48%	34%	41%	73%	36%	79%	42%	55%	57%	47%	49%	49%	49%
Not change	8%	8%	8%	8%	6%	6%	9%	5%	9%	11%	6%	7%	9%
Not sure	20%	20%	30%	11%	18%	9%	27%	14%	10%	20%	22%	21%	18%
Totals	99%	100%	101%	101%	101%	101%	100%	99%	101%	101%	100%	100%	100%
Unweighted N	(2,265)	(764)	(865)	(636)	(933)	(834)	(868)	(639)	(486)	(420)	(499)	(870)	(476)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

3E. Donald Trump Positions — Government regulation
As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	18%	15%	21%	26%	16%	16%	16%	17%	27%	18%	14%
Decrease	52%	62%	42%	35%	45%	58%	67%	57%	31%	43%	52%
Not change	9%	8%	9%	12%	9%	8%	6%	8%	13%	12%	4%
Not sure	22%	15%	28%	28%	30%	18%	11%	18%	29%	27%	31%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,262)	(1,029)	(1,233)	(457)	(436)	(820)	(549)	(1,548)	(265)	(294)	(155)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	18%	22%	13%	20%	21%	17%	20%	19%	14%	20%	19%	17%	18%
Decrease	52%	51%	50%	54%	60%	67%	40%	57%	70%	49%	54%	48%	57%
Not change	9%	8%	6%	12%	5%	6%	11%	8%	7%	13%	6%	10%	6%
Not sure	22%	19%	32%	13%	14%	11%	29%	15%	9%	17%	21%	26%	19%
Totals	101%	100%	101%	99%	100%	101%	100%	99%	100%	99%	100%	101%	100%
Unweighted N	(2,262)	(763)	(864)	(635)	(931)	(833)	(868)	(637)	(485)	(419)	(499)	(868)	(476)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

3F. Donald Trump Positions — The minimum wage
As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	18%	16%	20%	21%	17%	19%	14%	18%	19%	19%	13%
Decrease	17%	18%	15%	18%	17%	15%	17%	14%	21%	19%	25%
Not change	45%	51%	39%	38%	41%	47%	52%	49%	36%	41%	31%
Not sure	21%	15%	26%	23%	25%	19%	17%	19%	24%	22%	31%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(2,264)	(1,030)	(1,234)	(457)	(437)	(822)	(548)	(1,550)	(265)	(295)	(154)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	18%	10%	15%	29%	8%	26%	22%	18%	11%	23%	18%	19%	13%
Decrease	17%	31%	12%	6%	31%	5%	15%	18%	18%	13%	18%	14%	22%
Not change	45%	43%	43%	49%	47%	54%	36%	48%	60%	47%	42%	45%	45%
Not sure	21%	16%	30%	16%	14%	15%	27%	16%	11%	16%	22%	22%	21%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(2,264)	(762)	(867)	(635)	(931)	(833)	(868)	(639)	(486)	(420)	(499)	(871)	(474)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

3G. Donald Trump Positions — Taxes on the wealthy
As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	15%	13%	17%	20%	11%	15%	13%	15%	18%	14%	9%
Decrease	52%	57%	48%	47%	54%	51%	57%	52%	51%	51%	58%
Not change	18%	21%	16%	14%	15%	22%	21%	20%	12%	18%	9%
Not sure	14%	10%	18%	18%	20%	11%	9%	12%	19%	17%	24%
Totals	99%	101%	99%	99%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(2,263)	(1,030)	(1,233)	(458)	(436)	(821)	(548)	(1,549)	(265)	(295)	(154)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	15%	8%	12%	25%	7%	20%	19%	14%	9%	20%	12%	16%	12%
Decrease	52%	76%	48%	31%	83%	33%	47%	54%	64%	49%	57%	47%	59%
Not change	18%	9%	16%	32%	4%	35%	14%	23%	22%	20%	17%	18%	18%
Not sure	14%	7%	24%	12%	6%	12%	20%	9%	5%	11%	13%	18%	12%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	101%
Unweighted N	(2,263)	(763)	(866)	(634)	(931)	(832)	(870)	(638)	(484)	(420)	(499)	(868)	(476)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

3H. Donald Trump Positions — Taxes on corporations

As far as you know, does Donald Trump want to increase, decrease, or not change. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	13%	11%	16%	19%	10%	14%	10%	14%	12%	15%	11%
Decrease	56%	63%	49%	43%	55%	58%	66%	57%	50%	53%	54%
Not change	14%	15%	13%	15%	14%	14%	14%	15%	15%	10%	10%
Not sure	17%	11%	22%	23%	22%	14%	10%	14%	23%	22%	26%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,265)	(1,030)	(1,235)	(457)	(437)	(821)	(550)	(1,550)	(265)	(295)	(155)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increase	13%	10%	11%	19%	7%	16%	15%	14%	11%	16%	13%	15%	10%
Decrease	56%	71%	51%	44%	79%	49%	50%	57%	67%	54%	57%	52%	61%
Not change	14%	7%	12%	24%	6%	22%	11%	19%	16%	17%	14%	13%	13%
Not sure	17%	11%	26%	13%	9%	13%	24%	11%	6%	13%	16%	20%	15%
Totals	100%	99%	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(2,265)	(763)	(866)	(636)	(932)	(834)	(869)	(638)	(486)	(420)	(498)	(870)	(477)

YouGov Survey: Regulation of Industries
September 9 - 12, 2024 - 2267 U.S. adult citizens

Interviewing Dates	September 9 - 11, 2024 | September 10 - 12, 2024
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, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 6.593, with a mean of one and a standard deviation of 0.839.
Number of respondents	2267
Margin of error	± 2.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	44 questions not reported.