



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted January 5, 2026

1 How do you rate the U.S. economy these days?*

7% Excellent
24% Good
33% Fair
35% Poor
2% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Excellent /Good	Poor	Excellent /Good	Poor	Excellent /Good	Poor
January 5, 2026	31%	35%	28%	38%	36%	27%
December 15-16, 2025	24%	40%	23%	41%	29%	35%
December 1-2, 2025	25%	41%	20%	45%	35%	32%
November 17-18, 2025	28%	39%	24%	43%	35%	31%
November 3-4, 2025	29%	38%	27%	43%	35%	27%
October 20-21, 2025	35%	33%	34%	35%	38%	27%
October 6-7, 2025	32%	32%	27%	38%	44%	21%
September 22-23, 2025	32%	30%	27%	35%	44%	20%
September 8-9, 2025	30%	31%	27%	37%	37%	21%
August 25-26, 2025	31%	32%	25%	37%	40%	20%
August 11-12, 2025	33%	30%	31%	33%	40%	24%
July 28-29, 2025	32%	32%	28%	32%	41%	31%
July 14-15, 2025	31%	30%	26%	31%	41%	28%

Source: Napolitan News Service

Conducted by RMG Research, Inc. January 5, 2026
Margin of Sampling Error: +/- 3.1 percentage points



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2 Is the U.S. economy getting better or worse?*

12% Much better
21% Somewhat better
22% About the same
24% Somewhat worse
20% Much worse
2% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Better	Worse	Better	Worse	Better	Worse
January 5, 2026	33%	44%	33%	44%	34%	43%
December 15-16, 2025	31%	50%	31%	48%	30%	55%
December 1-2, 2025	26%	51%	22%	54%	35%	44%
November 17-18, 2025	26%	54%	23%	56%	31%	49%
November 3-4, 2025	31%	51%	28%	52%	35%	49%
October 20-21, 2025	33%	47%	31%	46%	37%	48%
October 6-7, 2025	31%	46%	27%	51%	40%	36%
September 22-23, 2025	30%	44%	24%	47%	44%	36%
September 8-9, 2025	33%	48%	28%	51%	40%	42%
August 25-26, 2025	29%	47%	27%	50%	36%	41%
August 11-12, 2025	36%	44%	33%	46%	40%	40%
July 28-29, 2025	31%	45%	28%	45%	37%	47%
July 14-15, 2025	32%	45%	28%	50%	39%	36%
Source: Napolitan News Service						

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3 How do you rate your personal finances these days?*

9% Excellent
34% Good
34% Fair
21% Poor
1% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Excellent /Good	Poor	Excellent /Good	Poor	Excellent /Good	Poor
January 5, 2026	43%	21%	34%	25%	60%	15%
December 15-16, 2025	38%	23%	33%	28%	53%	13%
December 1-2, 2025	38%	24%	29%	30%	57%	13%
November 17-18, 2025	38%	26%	29%	32%	58%	14%
November 3-4, 2025	37%	23%	30%	28%	52%	12%
October 20-21, 2025	44%	21%	36%	24%	60%	14%
October 6-7, 2025	43%	19%	33%	24%	61%	11%
September 22-23, 2025	43%	22%	33%	27%	64%	10%
September 8-9, 2025	42%	20%	33%	27%	61%	6%
August 25-26, 2025	39%	24%	29%	29%	60%	13%
August 11-12, 2025	40%	22%	35%	25%	55%	16%
July 28-29, 2025	40%	21%	33%	25%	58%	11%
July 14-15, 2025	42%	21%	35%	25%	56%	14%

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4 Are your personal finances getting better or worse these days?*

8% Much better
22% Somewhat better
37% About the same
17% Somewhat worse
13% Much worse
2% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Better	Worse	Better	Worse	Better	Worse
January 5, 2026	30%	30%	28%	34%	37%	23%
December 15-16, 2025	27%	33%	23%	37%	37%	25%
December 1-2, 2025	26%	36%	19%	43%	40%	23%
November 17-18, 2025	25%	39%	17%	44%	41%	30%
November 3-4, 2025	26%	39%	22%	42%	37%	32%
October 20-21, 2025	31%	31%	25%	33%	42%	24%
October 6-7, 2025	32%	32%	24%	39%	50%	18%
September 22-23, 2025	30%	33%	22%	38%	47%	24%
September 8-9, 2025	31%	34%	23%	38%	49%	23%
August 25-26, 2025	31%	36%	26%	40%	41%	23%
August 11-12, 2025	30%	31%	24%	31%	41%	27%
July 28-29, 2025	28%	30%	25%	34%	37%	23%
July 14-15, 2025	33%	32%	29%	37%	40%	25%

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5 Is the United States currently in a recession?*

32% Yes
42% No
25% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Yes	No	Yes	No	Yes	No
January 5, 2026	32%	42%	33%	41%	32%	46%
December 15-16, 2025	37%	36%	37%	34%	38%	40%
December 1-2, 2025	37%	33%	38%	29%	33%	41%
November 17-18, 2025	35%	34%	34%	31%	36%	40%
November 3-4, 2025	39%	34%	39%	29%	37%	43%
October 20-21, 2025	31%	43%	32%	39%	29%	50%
October 6-7, 2025	36%	35%	34%	31%	40%	41%
September 22-23, 2025	37%	38%	35%	39%	42%	37%
September 8-9, 2025	37%	39%	34%	39%	42%	38%
August 25-26, 2025	36%	37%	34%	36%	41%	39%
August 11-12, 2025	35%	42%	33%	42%	38%	41%
July 28-29, 2025	35%	39%	31%	38%	42%	43%
July 14-15, 2025	36%	39%	32%	38%	43%	41%
June 30-July 1, 2025	31%	38%	29%	38%	36%	39%
June 16-17, 2025	34%	43%	35%	38%	33%	51%
Source: Napolitan News Service						

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6a [Among all voters] Over the next six months, is the recession likely to end?*

68% Not asked, do not say the U.S. is in a recession
5% Yes
23% No
5% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Yes	No	Yes	No	Yes	No
January 5, 2026	5%	23%	4%	24%	5%	22%
December 15-16, 2025	9%	24%	8%	24%	11%	23%
December 1-2, 2025	8%	24%	6%	28%	13%	16%
November 17-18, 2025	8%	21%	6%	23%	12%	18%
November 3-4, 2025	10%	22%	9%	24%	12%	19%
October 20-21, 2025	9%	18%	8%	18%	9%	19%
October 6-7, 2025	10%	21%	7%	23%	18%	19%
September 22-23, 2025	10%	23%	6%	24%	20%	21%
September 8-9, 2025	11%	21%	6%	23%	19%	17%
August 25-26, 2025	8%	22%	5%	22%	16%	22%
August 11-12, 2025	9%	22%	7%	22%	12%	22%
July 28-29, 2025	10%	19%	7%	18%	15%	21%
July 14-15, 2025	10%	23%	5%	23%	19%	21%
June 30-July 1, 2025	7%	20%	4%	21%	14%	17%
Source: Napolitan News Service						

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6b [Among those who say U.S. is in a recession] Over the next six months, is the recession likely to end?*

14% Yes
72% No
14% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Yes	No	Yes	No	Yes	No
January 5, 2026	14%	72%	13%	72%	17%	71%
December 15-16, 2025	23%	65%	21%	66%	28%	61%
December 1-2, 2025	22%	66%	14%	73%	41%	49%
November 17-18, 2025	23%	61%	17%	66%	34%	50%
November 3-4, 2025	25%	57%	22%	60%	33%	51%
October 20-21, 2025	27%	57%	26%	55%	32%	63%
October 6-7, 2025	29%	59%	19%	66%	44%	48%
September 22-23, 2025	28%	62%	17%	68%	47%	50%
September 8-9, 2025	29%	58%	18%	68%	46%	41%
August 25-26, 2025	23%	61%	14%	67%	38%	52%
August 11-12, 2025	25%	64%	21%	66%	32%	59%
July 28-29, 2025	28%	54%	23%	56%	36%	50%
July 14-15, 2025	27%	63%	14%	73%	45%	49%
June 30-July 1, 2025	23%	63%	13%	72%	39%	47%
Source: Napolitan News Service						

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7a [Among all voters] Over the next six months, is the U.S. likely to enter a recession?*

58% Not asked, say U.S. is already in a recession or are not sure
8% Yes
25% No
10% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Yes	No	Yes	No	Yes	No
January 5, 2026	8%	25%	7%	25%	10%	25%
December 15-16, 2025	7%	22%	6%	21%	11%	23%
December 1-2, 2025	6%	20%	5%	17%	8%	25%
November 17-18, 2025	5%	21%	4%	19%	7%	24%
November 3-4, 2025	7%	21%	6%	18%	8%	27%
October 20-21, 2025	11%	24%	8%	24%	17%	24%
October 6-7, 2025	8%	20%	7%	18%	10%	23%
September 22-23, 2025	9%	22%	9%	22%	9%	21%
September 8-9, 2025	8%	22%	8%	22%	9%	21%
August 25-26, 2025	9%	20%	8%	19%	11%	21%
August 11-12, 2025	8%	26%	9%	24%	6%	30%
July 28-29, 2025	8%	20%	7%	19%	8%	22%
July 14-15, 2025	8%	23%	7%	22%	9%	25%
June 30-July 1, 2025	11%	20%	11%	18%	11%	24%
Source: Napolitan News Service						

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7b [Among those who say U.S. is not in a recession or are not sure] Over the next six months, is the U.S. likely to enter a recession?*

19% Yes
58% No
22% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Yes	No	Yes	No	Yes	No
January 5, 2026	19%	58%	18%	60%	22%	55%
December 15-16, 2025	20%	60%	17%	62%	28%	56%
December 1-2, 2025	19%	59%	19%	57%	20%	61%
November 17-18, 2025	15%	62%	14%	62%	18%	60%
November 3-4, 2025	20%	62%	22%	61%	19%	62%
October 20-21, 2025	25%	56%	20%	60%	33%	49%
October 6-7, 2025	23%	57%	23%	58%	23%	57%
September 22-23, 2025	23%	56%	22%	55%	25%	58%
September 8-9, 2025	21%	55%	20%	55%	23%	56%
August 25-26, 2025	25%	53%	23%	53%	29%	54%
August 11-12, 2025	20%	62%	23%	58%	14%	72%
July 28-29, 2025	19%	52%	20%	52%	19%	52%
July 14-15, 2025	21%	59%	19%	58%	23%	61%
June 30-July 1, 2025	29%	52%	29%	47%	29%	62%
Source: Napolitan News Service						

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8 Over the past month, did you pay all your credit card balances in full, or did you just make partial payments on some of your credit cards?*

49% I paid all of my credit card balances in full
42% I made partial payments on some of my credit cards
9% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Paid in full	Partial payments	Paid in full	Partial payments	Paid in full	Partial payments
January 5, 2026	49%	42%	42%	47%	62%	33%
December 15-16, 2025	46%	45%	43%	45%	54%	44%
December 1-2, 2025	49%	42%	41%	47%	65%	32%
November 17-18, 2025	51%	41%	43%	47%	67%	29%
November 3-4, 2025	47%	43%	41%	47%	60%	35%
October 20-21, 2025	49%	42%	41%	49%	67%	28%
October 6-7, 2025	53%	38%	46%	42%	66%	31%
September 22-23, 2025	49%	43%	41%	50%	66%	29%
September 8-9, 2025	46%	45%	41%	48%	57%	39%
August 25-26, 2025	49%	41%	40%	47%	69%	27%
August 11-12, 2025	49%	42%	47%	43%	54%	38%
July 28-29, 2025	50%	42%	44%	45%	63%	34%
July 14-15, 2025	49%	40%	42%	43%	62%	34%
June 30-July 1, 2025	47%	43%	40%	49%	63%	31%
Source: Napolitan News Service						

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9 Are you able to regularly set aside money in savings and/or retirement accounts? Or does all of your income go to current living expenses?*

49% I am able to regularly set aside money
46% All of my income goes to current living expenses
5% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Regularly set aside money	Income goes to living expenses	Regularly set aside money	Income goes to living expenses	Regularly set aside money	Income goes to living expenses
January 5, 2026	49%	46%	39%	54%	67%	29%
December 15-16, 2025	49%	47%	43%	52%	62%	36%
December 1-2, 2025	47%	48%	38%	57%	65%	31%
November 17-18, 2025	50%	46%	41%	55%	69%	27%
November 3-4, 2025	52%	44%	44%	51%	69%	28%
October 20-21, 2025	52%	44%	44%	51%	70%	28%
October 6-7, 2025	52%	44%	42%	53%	71%	29%
September 22-23, 2025	47%	49%	38%	57%	66%	32%
September 8-9, 2025	53%	43%	43%	52%	72%	25%
August 25-26, 2025	49%	45%	38%	55%	72%	24%
August 11-12, 2025	50%	46%	44%	52%	65%	31%
July 28-29, 2025	46%	50%	37%	57%	65%	34%
July 14-15, 2025	52%	44%	44%	52%	67%	29%
Source: Napolitan News Service						

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10 Suppose something happened leading to a surprise emergency expense of \$1,000. Would you be able to make that payment without cutting back on your current lifestyle? Or, would you have to cut back on other expenses for a while?*

47% I would be able to make that payment without cutting back on my lifestyle
48% I would have to cut back on expenses for a while
4% Not sure

Total						
	Total		Mainstreet		Elite and Elite Adj	
	Make payment without cutting back	Would have to cut back	Make payment without cutting back	Would have to cut back	Make payment without cutting back	Would have to cut back
January 5, 2026	47%	48%	38%	57%	66%	31%
December 15-16, 2025	49%	47%	43%	51%	62%	37%
December 1-2, 2025	46%	48%	36%	57%	66%	30%
November 17-18, 2025	49%	47%	41%	54%	66%	32%
November 3-4, 2025	48%	47%	38%	56%	68%	28%
October 20-21, 2025	50%	47%	42%	54%	66%	32%
October 6-7, 2025	52%	45%	42%	54%	70%	29%
September 22-23, 2025	50%	45%	40%	53%	71%	26%
September 8-9, 2025	49%	46%	40%	56%	66%	28%
August 25-26, 2025	49%	47%	39%	57%	69%	27%
August 11-12, 2025	50%	46%	43%	53%	65%	31%
July 28-29, 2025	46%	51%	36%	59%	67%	32%
Source: Napolitan News Service						

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Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on January 5, 2026. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.