

1. How often do you think the following engages in coercive or cult-like behaviour?

	Very often	Somewhat often	Not very often	Not at all often	Not sure
Political groups	38%	30%	13%	9%	10%
Religious groups	34%	30%	15%	12%	9%
Spiritual groups	30%	31%	16%	12%	11%
Multi-level marketing businesses	26%	23%	18%	16%	18%
Social media platforms	25%	31%	19%	10%	15%
Online groups	20%	36%	18%	10%	16%
Military groups	16%	24%	22%	23%	16%
Sports teams	13%	23%	25%	26%	13%
Self-help groups	12%	27%	27%	18%	16%
Health or wellness groups	10%	26%	29%	20%	15%
Educational groups	10%	17%	33%	25%	15%
Addiction recovery groups	9%	23%	27%	22%	18%
Families	9%	24%	34%	19%	14%
Friend groups	8%	22%	32%	23%	15%

2. Do you believe that anyone is vulnerable to being recruited by a coercive or cult-like group, or only certain types of people?

Anyone is vulnerable .....	48%
Only certain types of people are vulnerable .....	41%
Not sure .....	11%

3. How susceptible do you think the average person is to being recruited by coercive or cult-like groups?

Very susceptible .....	12%
Somewhat susceptible .....	50%
Not very susceptible .....	24%
Not at all susceptible .....	3%
Not sure .....	11%

4. How susceptible do you think you are to being recruited by coercive or cult-like groups?

Very susceptible .....	4%
Somewhat susceptible .....	14%
Not very susceptible .....	30%
Not at all susceptible .....	45%
Not sure .....	8%

5. Have you ever been approached in person by a group or person that was part of a coercive or cult-like group?

Yes .....	32%
No .....	54%
Not sure .....	14%

6. Have you ever been approached online by a group or person that was part of a coercive or cult-like group?

Yes .....	14%
No .....	69%
Not sure .....	17%

7. Do you know anyone who has joined a coercive or cult-like group? Select all that apply.

Yes, me .....	3%
Yes, a family member .....	12%
Yes, a friend .....	12%
Yes, an acquaintance .....	18%
No .....	68%

8. Do you think coercive or cult-like groups are more or less common today than they were in the past?

Much more common .....	18%
Somewhat more common .....	27%
About the same .....	31%
Somewhat less common .....	6%
Much less common .....	3%
Not sure .....	14%

9. Do you think people who join coercive or cult-like groups are mostly...?

Victims of manipulation .....	53%
Responsible for their own choices .....	28%
Not sure .....	19%

10. Do you think the government is currently doing too much, too little, or about the right amount to address coercive or cult-like groups?

Too much .....	3%
About the right amount .....	22%
Too little .....	41%
Not sure .....	34%

11. Which, if any, of the following would you consider to be a cult? Select all that apply.

MAGA	43%
QAnon supporters	41%
Fraternities or sororities	29%
The Republican Party	27%
Taylor Swift fans	25%
The Democratic Party	24%
Pro-life groups	23%
Climate change activists	22%
Gun owners	17%
Pro-choice groups	17%
Vegans	15%
Sports fans	13%
The Ivy League	10%
Silicon Valley	9%
None of the above	19%

**Interviewing Dates**

October 2 - 5, 2025 | October 3 - 6, 2025

**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, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.607, with a mean of one and a standard deviation of 0.847.

**Number of respondents**

2,232

**Margin of error**

± 2.7 points (adjusted for weighting)

**Survey mode**

Web-based interviews

**Questions not reported**

135 questions not reported.

**1A. Cult-Like Groups — Political groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	38%	41%	35%	36%	37%	39%	39%	39%	33%	33%	38%
Somewhat often	30%	30%	31%	35%	33%	26%	29%	31%	29%	28%	35%
Not very often	13%	14%	13%	15%	11%	15%	12%	13%	12%	15%	10%
Not at all often	9%	8%	9%	7%	7%	9%	11%	7%	11%	12%	8%
Not sure	10%	7%	13%	7%	12%	11%	9%	9%	15%	12%	9%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(2,212)	(1,033)	(1,179)	(555)	(590)	(625)	(442)	(1,442)	(296)	(315)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	38%	44%	38%	31%	46%	35%	37%	35%	42%	32%	40%	38%	40%
Somewhat often	30%	31%	29%	32%	31%	34%	28%	32%	35%	31%	29%	29%	34%
Not very often	13%	10%	12%	18%	10%	15%	12%	17%	12%	14%	13%	15%	10%
Not at all often	9%	8%	7%	10%	7%	9%	10%	9%	7%	10%	8%	8%	9%
Not sure	10%	8%	13%	8%	6%	7%	13%	6%	4%	14%	10%	11%	7%
Totals	100%	101%	99%	99%	100%	100%	100%	99%	100%	101%	100%	101%	100%
Unweighted N	(2,212)	(753)	(844)	(615)	(923)	(752)	(846)	(628)	(516)	(388)	(465)	(835)	(524)

**1B. Cult-Like Groups — Religious groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	34%	36%	32%	40%	41%	31%	24%	33%	32%	35%	40%
Somewhat often	30%	27%	33%	30%	27%	33%	29%	31%	28%	27%	27%
Not very often	15%	16%	14%	11%	12%	16%	20%	16%	12%	14%	14%
Not at all often	12%	13%	11%	10%	9%	11%	18%	12%	10%	12%	12%
Not sure	9%	7%	11%	9%	11%	9%	9%	7%	18%	12%	8%
Totals	100%	99%	101%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(2,217)	(1,034)	(1,183)	(555)	(597)	(628)	(437)	(1,446)	(297)	(315)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	34%	47%	36%	17%	46%	20%	33%	35%	36%	31%	31%	34%	38%
Somewhat often	30%	25%	30%	36%	28%	32%	32%	27%	32%	28%	30%	33%	27%
Not very often	15%	10%	12%	23%	12%	25%	12%	18%	17%	19%	16%	13%	14%
Not at all often	12%	10%	10%	17%	8%	16%	12%	14%	11%	11%	13%	11%	12%
Not sure	9%	8%	12%	7%	7%	7%	11%	7%	4%	11%	9%	9%	8%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%	100%	99%
Unweighted N	(2,217)	(754)	(850)	(613)	(929)	(750)	(846)	(630)	(520)	(390)	(464)	(840)	(523)

**1C. Cult-Like Groups — Spiritual groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	30%	33%	27%	34%	37%	27%	24%	29%	33%	31%	34%
Somewhat often	31%	29%	34%	33%	29%	33%	30%	33%	26%	31%	23%
Not very often	16%	17%	14%	12%	13%	18%	19%	17%	10%	13%	22%
Not at all often	12%	12%	11%	11%	9%	11%	16%	11%	14%	13%	12%
Not sure	11%	8%	14%	10%	12%	11%	11%	10%	17%	13%	8%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(2,205)	(1,026)	(1,179)	(552)	(592)	(619)	(442)	(1,439)	(295)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	30%	38%	33%	18%	40%	21%	29%	30%	34%	27%	28%	30%	35%
Somewhat often	31%	29%	29%	37%	31%	34%	32%	31%	31%	30%	31%	34%	29%
Not very often	16%	12%	13%	22%	12%	22%	11%	19%	19%	20%	18%	13%	16%
Not at all often	12%	10%	11%	13%	9%	13%	13%	14%	9%	10%	11%	12%	12%
Not sure	11%	10%	14%	9%	8%	9%	15%	7%	6%	12%	14%	11%	8%
Totals	100%	99%	100%	99%	100%	99%	100%	101%	99%	99%	102%	100%	100%
Unweighted N	(2,205)	(755)	(841)	(609)	(927)	(749)	(835)	(629)	(519)	(388)	(464)	(833)	(520)

**1D. Cult-Like Groups — Multi-level marketing businesses**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	26%	27%	24%	27%	31%	26%	18%	27%	16%	21%	36%
Somewhat often	23%	22%	23%	27%	19%	22%	23%	25%	15%	20%	15%
Not very often	18%	18%	17%	18%	19%	15%	20%	17%	19%	18%	17%
Not at all often	16%	18%	15%	14%	12%	20%	18%	15%	19%	22%	14%
Not sure	18%	16%	20%	14%	18%	17%	22%	15%	30%	19%	18%
Totals	101%	101%	99%	100%	99%	100%	101%	99%	99%	100%	100%
Unweighted N	(2,214)	(1,032)	(1,182)	(555)	(594)	(624)	(441)	(1,445)	(298)	(312)	(159)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	26%	31%	25%	20%	35%	22%	21%	25%	35%	21%	27%	25%	29%
Somewhat often	23%	23%	22%	22%	23%	24%	20%	26%	27%	19%	24%	23%	23%
Not very often	18%	13%	17%	22%	14%	19%	18%	18%	15%	19%	17%	19%	15%
Not at all often	16%	16%	14%	20%	13%	20%	20%	16%	12%	19%	16%	16%	16%
Not sure	18%	17%	21%	15%	15%	15%	21%	15%	11%	22%	16%	17%	18%
Totals	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,214)	(751)	(848)	(615)	(928)	(753)	(843)	(629)	(520)	(390)	(464)	(837)	(523)

**1E. Cult-Like Groups — Social media platforms**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	25%	29%	21%	23%	26%	25%	27%	25%	27%	25%	27%
Somewhat often	31%	28%	34%	30%	31%	31%	31%	33%	27%	25%	33%
Not very often	19%	20%	19%	23%	18%	19%	18%	20%	14%	23%	15%
Not at all often	10%	9%	11%	10%	8%	12%	9%	9%	13%	10%	12%
Not sure	15%	14%	15%	14%	17%	13%	15%	13%	20%	17%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(2,212)	(1,035)	(1,177)	(554)	(594)	(624)	(440)	(1,443)	(296)	(313)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	25%	25%	26%	25%	26%	30%	23%	26%	28%	22%	26%	25%	27%
Somewhat often	31%	32%	27%	35%	35%	33%	33%	29%	33%	32%	32%	32%	28%
Not very often	19%	21%	18%	19%	21%	18%	16%	25%	21%	16%	21%	19%	21%
Not at all often	10%	11%	9%	11%	8%	10%	12%	9%	11%	14%	8%	10%	8%
Not sure	15%	11%	21%	10%	10%	9%	17%	10%	8%	17%	13%	15%	14%
Totals	100%	100%	101%	100%	100%	100%	101%	99%	101%	101%	100%	101%	98%
Unweighted N	(2,212)	(754)	(847)	(611)	(927)	(749)	(844)	(630)	(517)	(386)	(466)	(836)	(524)

**1F. Cult-Like Groups — Online groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	20%	23%	17%	21%	19%	19%	21%	20%	18%	19%	24%
Somewhat often	36%	34%	37%	37%	39%	35%	34%	37%	34%	34%	28%
Not very often	18%	19%	18%	18%	16%	20%	19%	19%	13%	20%	18%
Not at all often	10%	10%	10%	12%	9%	11%	9%	10%	12%	11%	11%
Not sure	16%	13%	17%	12%	17%	16%	17%	14%	23%	16%	20%
Totals	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(2,209)	(1,030)	(1,179)	(556)	(592)	(622)	(439)	(1,439)	(296)	(314)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	20%	18%	21%	20%	20%	21%	18%	20%	24%	19%	21%	20%	19%
Somewhat often	36%	39%	33%	36%	42%	40%	34%	39%	39%	35%	37%	36%	36%
Not very often	18%	19%	16%	21%	17%	19%	17%	21%	19%	15%	18%	19%	20%
Not at all often	10%	10%	9%	12%	7%	10%	13%	7%	9%	12%	9%	11%	10%
Not sure	16%	14%	20%	11%	13%	11%	19%	13%	9%	19%	15%	14%	15%
Totals	100%	100%	99%	100%	99%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,209)	(749)	(848)	(612)	(925)	(751)	(841)	(627)	(520)	(386)	(464)	(834)	(525)

**1G. Cult-Like Groups — Military groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	16%	17%	15%	18%	19%	16%	9%	15%	18%	16%	19%
Somewhat often	24%	25%	23%	27%	25%	21%	25%	26%	25%	23%	9%
Not very often	22%	22%	21%	23%	20%	23%	20%	22%	16%	25%	24%
Not at all often	23%	22%	23%	16%	17%	26%	30%	24%	21%	18%	23%
Not sure	16%	14%	18%	16%	18%	15%	15%	14%	20%	18%	25%
Totals	101%	100%	100%	100%	99%	101%	99%	101%	100%	100%	100%
Unweighted N	(2,212)	(1,035)	(1,177)	(554)	(592)	(626)	(440)	(1,442)	(296)	(314)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	16%	21%	19%	7%	23%	9%	16%	16%	16%	11%	15%	16%	19%
Somewhat often	24%	28%	25%	19%	30%	21%	20%	25%	33%	21%	24%	25%	25%
Not very often	22%	19%	19%	28%	19%	29%	18%	25%	24%	27%	22%	19%	21%
Not at all often	23%	17%	19%	33%	15%	29%	27%	22%	20%	24%	24%	23%	19%
Not sure	16%	14%	19%	13%	12%	12%	20%	12%	8%	18%	15%	16%	15%
Totals	101%	99%	101%	100%	99%	100%	101%	100%	101%	101%	100%	99%	99%
Unweighted N	(2,212)	(751)	(849)	(612)	(926)	(753)	(841)	(632)	(519)	(390)	(462)	(834)	(526)

**1H. Cult-Like Groups — Sports teams**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	13%	17%	9%	12%	17%	12%	9%	12%	15%	13%	10%
Somewhat often	23%	22%	24%	29%	25%	21%	19%	23%	20%	28%	24%
Not very often	25%	25%	26%	27%	25%	25%	26%	28%	19%	16%	30%
Not at all often	26%	26%	25%	20%	19%	28%	33%	25%	25%	27%	27%
Not sure	13%	10%	17%	12%	14%	14%	13%	12%	21%	16%	9%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,209)	(1,033)	(1,176)	(552)	(592)	(624)	(441)	(1,439)	(295)	(316)	(159)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	13%	13%	14%	10%	15%	12%	11%	12%	16%	10%	10%	13%	16%
Somewhat often	23%	25%	23%	22%	25%	23%	22%	25%	24%	20%	25%	23%	24%
Not very often	25%	26%	23%	27%	28%	27%	20%	27%	33%	25%	27%	25%	24%
Not at all often	26%	25%	22%	31%	20%	27%	29%	26%	21%	28%	25%	24%	26%
Not sure	13%	11%	18%	10%	11%	11%	18%	9%	6%	17%	13%	14%	10%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(2,209)	(754)	(843)	(612)	(928)	(749)	(844)	(628)	(516)	(389)	(467)	(835)	(518)

**II. Cult-Like Groups — Self-help groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	12%	14%	10%	13%	14%	10%	10%	12%	15%	8%	9%
Somewhat often	27%	26%	29%	25%	31%	28%	24%	29%	22%	27%	22%
Not very often	27%	26%	27%	27%	24%	26%	30%	27%	24%	25%	29%
Not at all often	18%	20%	17%	21%	15%	19%	19%	18%	17%	22%	20%
Not sure	16%	15%	18%	14%	16%	17%	17%	14%	23%	18%	21%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(2,216)	(1,036)	(1,180)	(555)	(594)	(628)	(439)	(1,445)	(298)	(314)	(159)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	12%	10%	14%	10%	12%	11%	13%	11%	10%	10%	10%	13%	11%
Somewhat often	27%	31%	24%	28%	32%	27%	26%	26%	36%	22%	32%	27%	27%
Not very often	27%	27%	25%	28%	29%	28%	23%	30%	31%	29%	23%	26%	29%
Not at all often	18%	19%	16%	20%	14%	19%	20%	19%	15%	20%	19%	17%	18%
Not sure	16%	12%	22%	13%	13%	15%	19%	13%	8%	19%	16%	16%	15%
Totals	100%	99%	101%	99%	100%	100%	101%	99%	100%	100%	100%	99%	100%
Unweighted N	(2,216)	(753)	(848)	(615)	(927)	(753)	(848)	(628)	(518)	(391)	(466)	(836)	(523)

**1J. Cult-Like Groups — Health or wellness groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	10%	11%	9%	15%	13%	7%	6%	10%	10%	12%	11%
Somewhat often	26%	24%	26%	26%	28%	26%	21%	26%	23%	26%	18%
Not very often	29%	31%	28%	31%	25%	30%	31%	30%	25%	23%	34%
Not at all often	20%	20%	20%	17%	16%	20%	27%	20%	19%	22%	20%
Not sure	15%	14%	17%	11%	19%	16%	14%	14%	23%	16%	16%
Totals	100%	100%	100%	100%	101%	99%	99%	100%	100%	99%	99%
Unweighted N	(2,212)	(1,030)	(1,182)	(554)	(595)	(623)	(440)	(1,443)	(296)	(314)	(159)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	10%	10%	10%	10%	10%	11%	11%	8%	12%	9%	10%	10%	10%
Somewhat often	26%	29%	24%	24%	31%	24%	23%	28%	31%	24%	23%	25%	29%
Not very often	29%	29%	30%	27%	31%	29%	26%	31%	34%	27%	32%	28%	30%
Not at all often	20%	20%	15%	27%	16%	23%	23%	21%	16%	20%	22%	21%	17%
Not sure	15%	12%	21%	11%	11%	13%	18%	12%	8%	19%	13%	16%	13%
Totals	100%	100%	100%	99%	99%	100%	101%	100%	101%	99%	100%	100%	99%
Unweighted N	(2,212)	(753)	(845)	(614)	(928)	(752)	(846)	(630)	(517)	(393)	(461)	(837)	(521)

**1K. Cult-Like Groups — Educational groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	10%	12%	8%	10%	11%	8%	11%	10%	11%	11%	9%
Somewhat often	17%	20%	15%	13%	18%	18%	20%	18%	15%	22%	11%
Not very often	33%	32%	34%	38%	32%	32%	31%	35%	25%	26%	41%
Not at all often	25%	24%	26%	28%	23%	25%	26%	25%	26%	25%	22%
Not sure	15%	12%	17%	11%	16%	17%	13%	13%	23%	16%	16%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	99%
Unweighted N	(2,213)	(1,033)	(1,180)	(556)	(594)	(627)	(436)	(1,444)	(295)	(314)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	10%	6%	10%	14%	5%	17%	10%	10%	10%	9%	10%	11%	9%
Somewhat often	17%	15%	16%	22%	14%	24%	16%	19%	21%	17%	15%	19%	19%
Not very often	33%	34%	35%	29%	38%	30%	31%	34%	38%	32%	35%	32%	32%
Not at all often	25%	32%	21%	25%	29%	18%	26%	27%	24%	25%	27%	25%	25%
Not sure	15%	13%	20%	10%	14%	11%	18%	11%	7%	18%	13%	14%	15%
Totals	100%	100%	102%	100%	100%	100%	101%	101%	100%	101%	100%	101%	100%
Unweighted N	(2,213)	(752)	(849)	(612)	(927)	(751)	(845)	(628)	(519)	(391)	(460)	(839)	(523)

**1L. Cult-Like Groups — Addiction recovery groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	9%	11%	8%	8%	12%	10%	6%	9%	11%	10%	5%
Somewhat often	23%	23%	23%	23%	26%	23%	20%	25%	18%	23%	19%
Not very often	27%	26%	29%	30%	29%	26%	25%	29%	24%	25%	27%
Not at all often	22%	24%	20%	26%	16%	21%	26%	21%	21%	25%	28%
Not sure	18%	16%	21%	13%	17%	20%	23%	17%	26%	17%	21%
Totals	99%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(2,210)	(1,033)	(1,177)	(553)	(595)	(622)	(440)	(1,441)	(295)	(314)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	9%	9%	11%	8%	10%	11%	11%	8%	11%	8%	8%	10%	10%
Somewhat often	23%	26%	21%	23%	28%	21%	22%	24%	28%	21%	20%	24%	26%
Not very often	27%	29%	25%	28%	31%	28%	23%	30%	33%	29%	31%	25%	26%
Not at all often	22%	22%	20%	24%	18%	22%	24%	25%	17%	22%	23%	22%	21%
Not sure	18%	15%	22%	17%	14%	18%	21%	14%	11%	20%	17%	19%	17%
Totals	99%	101%	99%	100%	101%	100%	101%	101%	100%	100%	99%	100%	100%
Unweighted N	(2,210)	(751)	(848)	(611)	(925)	(748)	(844)	(627)	(517)	(389)	(463)	(833)	(525)

**1M. Cult-Like Groups — Families**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	9%	10%	8%	10%	15%	6%	5%	7%	14%	17%	3%
Somewhat often	24%	24%	24%	24%	23%	26%	20%	24%	24%	26%	15%
Not very often	34%	36%	33%	37%	31%	34%	34%	37%	19%	29%	42%
Not at all often	19%	19%	20%	14%	16%	20%	26%	20%	19%	14%	23%
Not sure	14%	12%	16%	14%	15%	13%	14%	12%	24%	12%	17%
Totals	100%	101%	101%	99%	100%	99%	99%	100%	100%	98%	100%
Unweighted N	(2,208)	(1,034)	(1,174)	(554)	(594)	(623)	(437)	(1,442)	(294)	(314)	(158)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	9%	10%	10%	8%	10%	8%	10%	7%	8%	13%	7%	9%	7%
Somewhat often	24%	28%	24%	19%	27%	19%	24%	23%	26%	21%	22%	23%	28%
Not very often	34%	33%	32%	39%	35%	37%	27%	42%	38%	30%	37%	34%	35%
Not at all often	19%	17%	16%	26%	17%	26%	22%	18%	20%	19%	19%	19%	19%
Not sure	14%	13%	19%	9%	11%	10%	17%	10%	7%	17%	14%	15%	10%
Totals	100%	101%	101%	101%	100%	100%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(2,208)	(750)	(846)	(612)	(923)	(751)	(842)	(628)	(516)	(388)	(462)	(837)	(521)

**1N. Cult-Like Groups — Friend groups**

How often do you think the following engages in coercive or cult-like behaviour?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	8%	10%	7%	13%	12%	7%	2%	7%	11%	15%	1%
Somewhat often	22%	20%	23%	18%	25%	22%	21%	21%	28%	22%	19%
Not very often	32%	33%	32%	34%	30%	34%	31%	35%	23%	29%	33%
Not at all often	23%	23%	22%	21%	18%	23%	30%	24%	15%	20%	30%
Not sure	15%	14%	16%	14%	15%	14%	17%	13%	23%	14%	18%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(2,214)	(1,032)	(1,182)	(555)	(595)	(624)	(440)	(1,448)	(294)	(312)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	8%	8%	7%	10%	7%	8%	9%	7%	9%	7%	7%	9%	8%
Somewhat often	22%	20%	22%	23%	21%	23%	23%	21%	21%	21%	20%	23%	21%
Not very often	32%	33%	32%	32%	37%	33%	29%	35%	38%	29%	33%	32%	35%
Not at all often	23%	26%	19%	24%	21%	25%	22%	25%	22%	25%	24%	21%	23%
Not sure	15%	13%	19%	12%	13%	11%	18%	12%	9%	17%	16%	16%	12%
Totals	100%	100%	99%	101%	99%	100%	101%	100%	99%	99%	100%	101%	99%
Unweighted N	(2,214)	(753)	(847)	(614)	(927)	(751)	(845)	(628)	(520)	(392)	(462)	(835)	(525)

**2. Susceptibility to Cult Recruitment**

Do you believe that anyone is vulnerable to being recruited by a coercive or cult-like group, or only certain types of people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Anyone is vulnerable	48%	45%	50%	59%	50%	44%	39%	46%	47%	49%	58%
Only certain types of people are vulnerable	41%	44%	39%	28%	36%	45%	53%	44%	34%	37%	33%
Not sure	11%	11%	12%	13%	14%	10%	7%	10%	19%	13%	9%
Totals	100%	100%	101%	100%	100%	99%	99%	100%	100%	99%	100%
Unweighted N	(2,232)	(1,040)	(1,192)	(556)	(600)	(631)	(445)	(1,457)	(299)	(316)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Anyone is vulnerable	48%	53%	45%	45%	53%	44%	46%	49%	47%	46%	50%	47%	48%
Only certain types of people are vulnerable	41%	37%	39%	48%	39%	49%	40%	43%	45%	42%	38%	42%	41%
Not sure	11%	9%	15%	8%	8%	8%	14%	8%	8%	11%	12%	11%	11%
Totals	100%	99%	99%	101%	100%	101%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(2,232)	(759)	(855)	(618)	(934)	(758)	(854)	(634)	(521)	(393)	(468)	(845)	(526)

**3. Average Person's Susceptibility to Cult Recruitment**

How susceptible do you think the average person is to being recruited by coercive or cult-like groups?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very susceptible	12%	15%	10%	19%	14%	13%	5%	11%	15%	19%	13%
Somewhat susceptible	50%	48%	51%	51%	48%	51%	48%	50%	43%	48%	56%
Not very susceptible	24%	26%	23%	18%	19%	24%	36%	28%	22%	18%	10%
Not at all susceptible	3%	3%	3%	2%	2%	3%	4%	3%	3%	2%	2%
Not sure	11%	8%	13%	11%	16%	10%	7%	8%	18%	14%	20%
Totals	100%	100%	100%	101%	99%	101%	100%	100%	101%	101%	101%
Unweighted N	(2,231)	(1,040)	(1,191)	(556)	(600)	(630)	(445)	(1,457)	(299)	(315)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very susceptible	12%	15%	12%	11%	15%	9%	14%	13%	11%	10%	12%	13%	13%
Somewhat susceptible	50%	54%	49%	45%	59%	48%	47%	50%	58%	46%	47%	49%	56%
Not very susceptible	24%	19%	21%	34%	18%	33%	22%	29%	24%	27%	24%	26%	20%
Not at all susceptible	3%	2%	3%	3%	1%	3%	4%	2%	2%	6%	4%	2%	1%
Not sure	11%	10%	14%	7%	7%	6%	13%	7%	5%	11%	13%	10%	10%
Totals	100%	100%	99%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(2,231)	(758)	(855)	(618)	(934)	(758)	(854)	(633)	(521)	(392)	(468)	(845)	(526)

**4. Own Susceptibility to Cult Recruitment**

How susceptible do you think you are to being recruited by coercive or cult-like groups?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very susceptible	4%	3%	4%	8%	5%	2%	1%	3%	6%	5%	7%
Somewhat susceptible	14%	13%	14%	21%	20%	11%	5%	13%	15%	22%	6%
Not very susceptible	30%	28%	32%	31%	29%	32%	27%	33%	16%	23%	36%
Not at all susceptible	45%	48%	43%	28%	33%	50%	65%	45%	52%	40%	38%
Not sure	8%	7%	8%	12%	13%	5%	2%	6%	12%	9%	12%
Totals	101%	99%	101%	100%	100%	100%	100%	100%	101%	99%	99%
Unweighted N	(2,228)	(1,040)	(1,188)	(556)	(597)	(631)	(444)	(1,455)	(299)	(314)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very susceptible	4%	3%	3%	5%	4%	3%	5%	2%	3%	3%	4%	4%	4%
Somewhat susceptible	14%	17%	13%	12%	16%	12%	13%	17%	15%	9%	10%	16%	16%
Not very susceptible	30%	30%	32%	29%	34%	29%	27%	31%	37%	26%	33%	29%	33%
Not at all susceptible	45%	44%	40%	52%	42%	53%	46%	46%	41%	53%	44%	46%	39%
Not sure	8%	6%	12%	3%	4%	3%	9%	4%	4%	8%	10%	5%	8%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(2,228)	(759)	(852)	(617)	(933)	(757)	(853)	(634)	(519)	(392)	(467)	(844)	(525)

**5. Approached In-Person by Cult**

Have you ever been approached in person by a group or person that was part of a coercive or cult-like group?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	34%	30%	17%	31%	38%	35%	34%	23%	28%	28%
No	54%	53%	55%	64%	49%	50%	55%	53%	59%	57%	51%
Not sure	14%	13%	15%	18%	19%	12%	10%	13%	18%	15%	22%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,231)	(1,040)	(1,191)	(556)	(599)	(631)	(445)	(1,456)	(299)	(316)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	32%	33%	34%	27%	40%	32%	30%	33%	38%	27%	30%	28%	43%
No	54%	54%	48%	61%	48%	57%	55%	54%	49%	64%	53%	57%	42%
Not sure	14%	13%	18%	12%	11%	11%	15%	13%	13%	10%	17%	15%	15%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(2,231)	(759)	(854)	(618)	(934)	(757)	(853)	(634)	(521)	(393)	(467)	(845)	(526)

**6. Approached Online by Cult**

Have you ever been approached online by a group or person that was part of a coercive or cult-like group?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	14%	16%	11%	11%	17%	14%	12%	15%	11%	13%	12%
No	69%	66%	72%	73%	64%	70%	69%	68%	71%	72%	69%
Not sure	17%	18%	17%	16%	19%	15%	19%	17%	18%	15%	19%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(2,225)	(1,039)	(1,186)	(554)	(598)	(628)	(445)	(1,455)	(297)	(313)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	14%	16%	14%	11%	18%	14%	13%	14%	18%	10%	13%	16%	15%
No	69%	68%	64%	77%	65%	72%	70%	71%	64%	76%	67%	69%	66%
Not sure	17%	16%	22%	12%	16%	14%	17%	15%	18%	14%	21%	15%	19%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(2,225)	(756)	(852)	(617)	(932)	(757)	(851)	(634)	(518)	(392)	(468)	(841)	(524)

**7. Membership in Cult**

Do you know anyone who has joined a coercive or cult-like group? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, me	3%	3%	2%	5%	5%	1%	1%	2%	6%	3%	2%
Yes, a family member	12%	12%	12%	8%	12%	16%	11%	13%	9%	12%	9%
Yes, a friend	12%	13%	12%	9%	12%	14%	13%	12%	11%	12%	14%
Yes, an acquaintance	18%	18%	17%	13%	16%	20%	20%	19%	12%	16%	21%
No	68%	67%	70%	76%	71%	64%	65%	67%	76%	69%	67%
Unweighted N	(2,232)	(1,040)	(1,192)	(556)	(600)	(631)	(445)	(1,457)	(299)	(316)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, me	3%	4%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%
Yes, a family member	12%	14%	13%	10%	16%	10%	11%	12%	18%	8%	13%	13%	13%
Yes, a friend	12%	15%	13%	9%	17%	11%	12%	12%	16%	9%	11%	12%	17%
Yes, an acquaintance	18%	23%	17%	14%	24%	19%	13%	20%	26%	14%	18%	18%	21%
No	68%	63%	68%	74%	58%	68%	73%	67%	57%	76%	71%	69%	60%
Unweighted N	(2,232)	(759)	(855)	(618)	(934)	(758)	(854)	(634)	(521)	(393)	(468)	(845)	(526)

**8. Change in Cult Existence**

Do you think coercive or cult-like groups are more or less common today than they were in the past?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more common	18%	19%	18%	14%	13%	21%	23%	18%	19%	20%	20%
Somewhat more common	27%	28%	26%	23%	26%	26%	33%	29%	24%	26%	18%
About the same	31%	31%	32%	32%	33%	32%	28%	33%	24%	26%	37%
Somewhat less common	6%	6%	5%	9%	5%	5%	6%	6%	10%	7%	0%
Much less common	3%	3%	3%	5%	3%	3%	1%	3%	3%	3%	6%
Not sure	14%	12%	17%	17%	20%	13%	8%	12%	21%	18%	19%
Totals	99%	99%	101%	100%	100%	100%	99%	101%	101%	100%	100%
Unweighted N	(2,227)	(1,037)	(1,190)	(554)	(598)	(631)	(444)	(1,453)	(299)	(315)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more common	18%	20%	18%	16%	24%	19%	18%	20%	18%	14%	23%	18%	18%
Somewhat more common	27%	29%	26%	25%	30%	28%	25%	30%	30%	22%	25%	28%	31%
About the same	31%	27%	29%	39%	27%	35%	30%	32%	34%	34%	29%	32%	30%
Somewhat less common	6%	6%	5%	7%	6%	7%	5%	5%	9%	10%	6%	5%	5%
Much less common	3%	4%	2%	3%	2%	3%	4%	3%	2%	4%	3%	3%	3%
Not sure	14%	14%	18%	9%	11%	8%	18%	9%	8%	16%	15%	14%	13%
Totals	99%	100%	98%	99%	100%	100%	100%	99%	101%	100%	101%	100%	100%
Unweighted N	(2,227)	(756)	(854)	(617)	(931)	(757)	(853)	(633)	(520)	(392)	(465)	(845)	(525)

**9. Cult Members Victims vs. Responsible**

Do you think people who join coercive or cult-like groups are mostly...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Victims of manipulation	53%	50%	55%	53%	46%	54%	58%	53%	48%	55%	52%
Responsible for their own choices	28%	33%	23%	23%	30%	28%	32%	28%	28%	28%	27%
Not sure	19%	17%	21%	25%	24%	18%	10%	19%	24%	17%	21%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,231)	(1,039)	(1,192)	(556)	(600)	(631)	(444)	(1,456)	(299)	(316)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Victims of manipulation	53%	62%	46%	52%	61%	50%	52%	60%	48%	47%	54%	52%	58%
Responsible for their own choices	28%	21%	29%	33%	24%	37%	28%	26%	34%	32%	25%	30%	25%
Not sure	19%	17%	25%	14%	15%	14%	20%	14%	18%	20%	22%	19%	17%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(2,231)	(759)	(855)	(617)	(934)	(757)	(854)	(633)	(521)	(393)	(468)	(845)	(525)

**10. Government Address Cults**

Do you think the government is currently doing too much, too little, or about the right amount to address coercive or cult-like groups?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too much	3%	3%	3%	3%	4%	3%	2%	2%	4%	5%	2%
About the right amount	22%	28%	16%	23%	24%	23%	18%	23%	16%	22%	22%
Too little	41%	39%	43%	39%	36%	40%	50%	39%	47%	42%	46%
Not sure	34%	30%	38%	36%	36%	35%	30%	35%	34%	31%	30%
Totals	100%	100%	100%	101%	100%	101%	100%	99%	101%	100%	100%
Unweighted N	(2,230)	(1,040)	(1,190)	(554)	(600)	(631)	(445)	(1,455)	(299)	(316)	(160)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too much	3%	2%	3%	3%	3%	3%	4%	3%	2%	2%	4%	3%	3%
About the right amount	22%	13%	17%	36%	13%	35%	19%	24%	28%	28%	19%	23%	19%
Too little	41%	59%	38%	27%	59%	30%	43%	42%	40%	38%	38%	41%	47%
Not sure	34%	26%	41%	33%	26%	32%	35%	31%	30%	32%	40%	34%	32%
Totals	100%	100%	99%	99%	101%	100%	101%	100%	100%	100%	101%	101%	101%
Unweighted N	(2,230)	(758)	(854)	(618)	(933)	(758)	(853)	(634)	(520)	(392)	(468)	(844)	(526)

**11. Identifying Cults**

Which, if any, of the following would you consider to be a cult? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
MAGA	43%	46%	41%	44%	47%	40%	44%	41%	52%	45%	46%
QAnon supporters	41%	44%	38%	30%	40%	42%	49%	44%	34%	29%	45%
Fraternities or sororities	29%	28%	29%	27%	28%	30%	29%	28%	31%	31%	26%
The Republican Party	27%	30%	24%	25%	28%	26%	30%	25%	35%	32%	26%
Taylor Swift fans	25%	29%	21%	28%	25%	26%	22%	26%	20%	24%	28%
The Democratic Party	24%	31%	18%	16%	23%	28%	26%	26%	11%	27%	24%
Pro-life groups	23%	23%	24%	21%	21%	27%	23%	25%	21%	19%	22%
Climate change activists	22%	28%	17%	9%	17%	29%	30%	26%	9%	20%	21%
Gun owners	17%	17%	17%	19%	18%	14%	19%	16%	19%	22%	17%
Pro-choice groups	17%	19%	15%	9%	14%	24%	17%	18%	11%	14%	17%
Vegans	15%	21%	10%	13%	16%	18%	13%	16%	14%	15%	17%
Sports fans	13%	17%	9%	14%	15%	13%	11%	13%	16%	14%	12%
The Ivy League	10%	14%	7%	11%	9%	11%	9%	11%	8%	8%	13%
Silicon Valley	9%	10%	9%	10%	11%	10%	6%	9%	7%	13%	7%
None of the above	19%	14%	23%	23%	21%	20%	12%	20%	17%	17%	21%
Unweighted N	(2,232)	(1,040)	(1,192)	(556)	(600)	(631)	(445)	(1,457)	(299)	(316)	(160)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
MAGA	43%	71%	45%	13%	76%	13%	44%	43%	44%	36%	44%	42%	51%
QAnon supporters	41%	55%	39%	28%	64%	31%	35%	42%	49%	34%	41%	38%	49%
Fraternities or sororities	29%	26%	31%	28%	27%	29%	30%	25%	31%	25%	24%	32%	30%
The Republican Party	27%	46%	29%	6%	47%	8%	29%	26%	26%	20%	29%	26%	32%
Taylor Swift fans	25%	16%	27%	31%	17%	34%	24%	26%	25%	20%	23%	28%	27%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The Democratic Party	24%	5%	27%	39%	7%	44%	23%	23%	27%	23%	24%	26%	22%
Pro-life groups	23%	34%	23%	13%	37%	12%	24%	21%	27%	19%	25%	23%	26%
Climate change activists	22%	5%	24%	38%	7%	46%	20%	20%	28%	19%	21%	24%	23%
Gun owners	17%	30%	15%	6%	33%	7%	17%	17%	22%	11%	16%	18%	22%
Pro-choice groups	17%	8%	19%	23%	10%	27%	17%	15%	17%	16%	17%	17%	16%
Vegans	15%	9%	18%	19%	10%	22%	13%	14%	22%	16%	14%	15%	17%
Sports fans	13%	15%	16%	8%	15%	11%	11%	14%	18%	11%	11%	13%	16%
The Ivy League	10%	6%	12%	11%	6%	16%	10%	8%	13%	7%	9%	10%	13%
Silicon Valley	9%	8%	10%	10%	9%	13%	9%	9%	10%	5%	10%	9%	11%
None of the above	19%	10%	25%	21%	8%	19%	21%	19%	14%	29%	20%	17%	14%
Unweighted N	(2,232)	(759)	(855)	(618)	(934)	(758)	(854)	(634)	(521)	(393)	(468)	(845)	(526)

# YouGov Survey: Cults

October 2 - 6, 2025 - 2,232 U.S. adult citizens



<b>Interviewing Dates</b>	October 2 - 5, 2025   October 3 - 6, 2025
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.607, with a mean of one and a standard deviation of 0.847.
<b>Number of respondents</b>	2,232
<b>Margin of error</b>	± 2.7 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	135 questions not reported.