

YouGov Survey: DHS Social Media Posts

January 13 - 15, 2026 - 1,122 U.S. adult citizens

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1. Do you have a favorable or an unfavorable opinion of the Department of Homeland Security (DHS)?

Very favorable	17%
Somewhat favorable	22%
Somewhat unfavorable	13%
Very unfavorable	32%
Don't know	15%

2. Do you have a favorable or an unfavorable opinion of Kristi Noem?

Very favorable	16%
Somewhat favorable	12%
Somewhat unfavorable	7%
Very unfavorable	33%
Don't know	32%

3. Do you currently follow the Department of Homeland Security (DHS) on any social media platforms?

Yes	11%
No	80%
Not sure	9%

4. How often do you see content posted on social media by the Department of Homeland Security (DHS)?

Often	13%
Sometimes	23%
Rarely	20%
Never	35%
Not sure	10%

5. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on July 29, 2025 at <https://x.com/DHSgov/status/1950271979585425794>

Strongly approve	24%
Somewhat approve	21%
Somewhat disapprove	8%
Strongly disapprove	38%
Not sure	8%

6. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on November 27, 2025 at <https://x.com/DHSgov/status/1994061551137918981>

Strongly approve	20%
Somewhat approve	21%
Somewhat disapprove	9%
Strongly disapprove	37%
Not sure	13%

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7. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on July 23, 2025 at <https://x.com/DHSgov/status/1948150126494482555>

Strongly approve	17%
Somewhat approve	18%
Somewhat disapprove	11%
Strongly disapprove	36%
Not sure	17%

8. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on January 9, 2026 at <https://x.com/DHSgov/status/2009731611365941453>

Strongly approve	21%
Somewhat approve	17%
Somewhat disapprove	11%
Strongly disapprove	39%
Not sure	12%

9. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on August 6, 2025 at <https://x.com/DHSgov/status/1953187544935321803>

Strongly approve	19%
Somewhat approve	19%
Somewhat disapprove	9%
Strongly disapprove	41%
Not sure	11%

10. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on June 11, 2025 at <https://x.com/DHSgov/status/1932820723606958122>

Strongly approve	20%
Somewhat approve	16%
Somewhat disapprove	8%
Strongly disapprove	44%
Not sure	10%

11. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on December 31, 2025 at

<https://x.com/DHSgov/status/2006472108222853298>

Strongly approve	18%
Somewhat approve	17%
Somewhat disapprove	13%
Strongly disapprove	42%
Not sure	11%

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12. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on December 31, 2025 at <https://x.com/DHSgov/status/2006439129291304998>

Strongly approve	18%
Somewhat approve	14%
Somewhat disapprove	14%
Strongly disapprove	39%
Not sure	15%

13. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on June 28, 2025 at <https://x.com/DHSgov/status/1939034194979455282>

Strongly approve	17%
Somewhat approve	13%
Somewhat disapprove	12%
Strongly disapprove	46%
Not sure	12%

14. Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on July 9, 2025 at <https://x.com/DHSgov/status/1943073595481063624>

Strongly approve	14%
Somewhat approve	12%
Somewhat disapprove	10%
Strongly disapprove	50%
Not sure	13%

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Interviewing Dates	January 13 - 15, 2026
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 0.052 to 5.596, with a mean of one and a standard deviation of 0.927.
Number of respondents	1,122
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.

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1. Favorability of DHS

Do you have a favorable or an unfavorable opinion of the Department of Homeland Security (DHS)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	17%	21%	14%	12%	11%	20%	25%	20%	7%	17%	*
Somewhat favorable	22%	23%	22%	22%	21%	24%	21%	24%	20%	13%	*
Somewhat unfavorable	13%	13%	14%	16%	21%	11%	7%	11%	18%	22%	*
Very unfavorable	32%	32%	31%	28%	25%	33%	40%	31%	35%	28%	*
Don't know	15%	11%	19%	23%	22%	12%	6%	13%	20%	19%	*
Totals	99%	100%	100%	101%	100%	100%	99%	99%	100%	99%	*
Unweighted N	(1,120)	(502)	(618)	(280)	(296)	(320)	(224)	(714)	(154)	(175)	(77)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	17%	4%	9%	39%	4%	45%	15%	18%	23%	18%	18%	14%	21%
Somewhat favorable	22%	9%	18%	39%	7%	33%	22%	25%	22%	24%	18%	25%	20%
Somewhat unfavorable	13%	16%	18%	6%	14%	10%	15%	13%	12%	15%	11%	17%	9%
Very unfavorable	32%	63%	31%	3%	68%	5%	27%	35%	37%	29%	36%	27%	38%
Don't know	15%	8%	24%	12%	6%	7%	22%	8%	7%	13%	17%	16%	13%
Totals	99%	100%	100%	99%	99%	100%	101%	99%	101%	99%	100%	99%	101%
Unweighted N	(1,120)	(360)	(460)	(300)	(456)	(362)	(415)	(338)	(264)	(197)	(231)	(432)	(260)

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2. Favorability of Kristi Noem

Do you have a favorable or an unfavorable opinion of Kristi Noem?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	16%	20%	12%	7%	8%	22%	23%	19%	4%	17%	*
Somewhat favorable	12%	14%	10%	15%	10%	12%	12%	14%	9%	5%	*
Somewhat unfavorable	7%	8%	5%	6%	12%	5%	3%	6%	6%	7%	*
Very unfavorable	33%	34%	33%	32%	27%	35%	39%	34%	28%	36%	*
Don't know	32%	23%	40%	41%	43%	25%	22%	28%	52%	34%	*
Totals	100%	99%	100%	101%	100%	99%	99%	101%	99%	99%	*
Unweighted N	(1,118)	(501)	(617)	(280)	(296)	(320)	(222)	(713)	(153)	(175)	(77)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	16%	3%	7%	39%	4%	43%	13%	17%	22%	17%	16%	15%	16%
Somewhat favorable	12%	3%	10%	24%	3%	22%	9%	16%	15%	17%	11%	11%	12%
Somewhat unfavorable	7%	4%	10%	5%	4%	7%	6%	5%	7%	5%	8%	7%	6%
Very unfavorable	33%	66%	31%	4%	73%	6%	30%	39%	37%	30%	38%	28%	40%
Don't know	32%	24%	42%	29%	16%	22%	42%	24%	19%	31%	26%	39%	25%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	99%	100%	99%
Unweighted N	(1,118)	(360)	(459)	(299)	(456)	(363)	(413)	(338)	(264)	(197)	(230)	(432)	(259)

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3. Follow DHS on Social Media

Do you currently follow the Department of Homeland Security (DHS) on any social media platforms?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	13%	9%	12%	12%	10%	11%	12%	14%	9%	*
No	80%	78%	81%	72%	79%	83%	84%	82%	71%	80%	*
Not sure	9%	8%	9%	16%	9%	7%	5%	6%	15%	12%	*
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,120)	(502)	(618)	(281)	(296)	(321)	(222)	(715)	(154)	(175)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	11%	11%	6%	18%	10%	21%	8%	12%	19%	10%	13%	13%	8%
No	80%	86%	80%	74%	87%	73%	80%	82%	76%	78%	81%	76%	86%
Not sure	9%	3%	14%	8%	3%	6%	12%	5%	5%	12%	6%	11%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,120)	(359)	(460)	(301)	(454)	(364)	(416)	(339)	(263)	(196)	(231)	(433)	(260)

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4. See DHS Social Media

How often do you see content posted on social media by the Department of Homeland Security (DHS)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	13%	16%	9%	8%	14%	16%	10%	12%	19%	14%	*
Sometimes	23%	26%	20%	25%	17%	19%	31%	25%	13%	17%	*
Rarely	20%	18%	22%	23%	17%	19%	24%	19%	20%	27%	*
Never	35%	30%	39%	32%	43%	34%	29%	36%	34%	31%	*
Not sure	10%	10%	10%	12%	9%	11%	6%	9%	14%	10%	*
Totals	101%	100%	100%	100%	100%	99%	100%	101%	100%	99%	*
Unweighted N	(1,121)	(502)	(619)	(281)	(296)	(321)	(223)	(715)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	13%	14%	9%	15%	15%	16%	13%	11%	16%	11%	17%	13%	9%
Sometimes	23%	24%	19%	25%	26%	27%	18%	29%	25%	16%	20%	24%	28%
Rarely	20%	21%	23%	17%	20%	20%	18%	18%	24%	31%	19%	18%	20%
Never	35%	36%	34%	35%	31%	30%	37%	34%	29%	32%	33%	36%	36%
Not sure	10%	5%	15%	9%	7%	7%	13%	8%	7%	11%	10%	11%	7%
Totals	101%	100%	100%	101%	99%	100%	99%	100%	101%	101%	99%	102%	100%
Unweighted N	(1,121)	(360)	(460)	(301)	(456)	(364)	(415)	(339)	(264)	(198)	(231)	(433)	(259)

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5. Approval of DHS Social Media Post - Uncle Sam

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on July 29, 2025 at <https://x.com/DHSgov/status/1950271979585425794>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	24%	27%	22%	17%	19%	30%	29%	28%	9%	23%	*
Somewhat approve	21%	24%	19%	20%	24%	22%	19%	23%	18%	11%	*
Somewhat disapprove	8%	5%	11%	7%	11%	5%	11%	8%	8%	9%	*
Strongly disapprove	38%	37%	39%	47%	34%	35%	39%	35%	47%	49%	*
Not sure	8%	6%	9%	10%	12%	8%	2%	6%	17%	8%	*
Totals	99%	99%	100%	101%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,119)	(501)	(618)	(280)	(294)	(321)	(224)	(714)	(153)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	24%	3%	18%	51%	4%	52%	24%	25%	27%	21%	24%	26%	23%
Somewhat approve	21%	8%	24%	31%	7%	31%	19%	22%	21%	21%	24%	22%	17%
Somewhat disapprove	8%	8%	9%	7%	7%	5%	8%	10%	7%	13%	9%	7%	7%
Strongly disapprove	38%	75%	37%	4%	78%	6%	37%	40%	41%	33%	40%	36%	44%
Not sure	8%	5%	12%	6%	4%	6%	12%	3%	5%	12%	3%	9%	8%
Totals	99%	99%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,119)	(359)	(459)	(301)	(455)	(363)	(415)	(339)	(263)	(198)	(229)	(433)	(259)

6. Approval of DHS Social Media Post - Thanksgiving

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on November 27, 2025 at <https://x.com/DHSgov/status/1994061551137918981>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	20%	22%	19%	14%	18%	24%	24%	23%	13%	16%	*
Somewhat approve	21%	23%	20%	29%	22%	17%	19%	22%	21%	22%	*
Somewhat disapprove	9%	9%	9%	6%	12%	10%	8%	9%	8%	8%	*
Strongly disapprove	37%	35%	38%	40%	35%	36%	36%	34%	47%	43%	*
Not sure	13%	11%	14%	11%	13%	13%	13%	12%	12%	10%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	*
Unweighted N	(1,121)	(502)	(619)	(280)	(296)	(321)	(224)	(715)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	20%	3%	16%	43%	4%	47%	18%	21%	25%	21%	19%	23%	17%
Somewhat approve	21%	11%	21%	30%	6%	28%	21%	20%	22%	23%	19%	23%	18%
Somewhat disapprove	9%	8%	10%	10%	9%	8%	10%	10%	9%	7%	12%	7%	12%
Strongly disapprove	37%	70%	36%	5%	74%	6%	34%	39%	37%	35%	37%	34%	42%
Not sure	13%	8%	16%	12%	7%	11%	17%	10%	7%	13%	13%	13%	11%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,121)	(359)	(461)	(301)	(455)	(364)	(416)	(339)	(263)	(198)	(231)	(433)	(259)

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7. Approval of DHS Social Media Post - Manifest Destiny

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on July 23, 2025 at <https://x.com/DHSgov/status/1948150126494482555>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	17%	20%	15%	15%	15%	20%	19%	20%	9%	13%	*
Somewhat approve	18%	20%	17%	19%	21%	17%	16%	18%	17%	18%	*
Somewhat disapprove	11%	11%	11%	12%	12%	9%	13%	10%	16%	13%	*
Strongly disapprove	36%	34%	38%	36%	32%	36%	40%	34%	42%	41%	*
Not sure	17%	16%	18%	19%	20%	18%	13%	18%	17%	15%	*
Totals	99%	101%	99%	101%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,119)	(502)	(617)	(280)	(296)	(320)	(223)	(715)	(153)	(175)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	17%	3%	13%	36%	2%	39%	16%	17%	20%	19%	17%	19%	15%
Somewhat approve	18%	8%	17%	30%	7%	29%	17%	20%	21%	25%	17%	19%	15%
Somewhat disapprove	11%	11%	12%	11%	12%	7%	13%	8%	7%	7%	14%	10%	13%
Strongly disapprove	36%	71%	35%	4%	71%	8%	34%	40%	38%	34%	36%	34%	40%
Not sure	17%	7%	24%	19%	8%	17%	21%	15%	14%	15%	17%	18%	17%
Totals	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,119)	(358)	(461)	(300)	(453)	(364)	(416)	(336)	(264)	(196)	(230)	(433)	(260)

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8. Approval of DHS Social Media Post - Landscape

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on January 9, 2026 at <https://x.com/DHSgov/status/2009731611365941453>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	21%	25%	18%	17%	16%	24%	26%	25%	7%	18%	*
Somewhat approve	17%	18%	17%	20%	20%	15%	14%	18%	13%	18%	*
Somewhat disapprove	11%	11%	10%	10%	14%	12%	6%	10%	16%	9%	*
Strongly disapprove	39%	36%	42%	44%	33%	37%	45%	37%	50%	44%	*
Not sure	12%	10%	13%	9%	17%	12%	8%	10%	14%	11%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,122)	(503)	(619)	(281)	(296)	(321)	(224)	(716)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	21%	2%	16%	44%	4%	47%	20%	21%	24%	19%	22%	21%	20%
Somewhat approve	17%	5%	15%	32%	4%	28%	13%	20%	19%	21%	15%	17%	17%
Somewhat disapprove	11%	9%	12%	11%	11%	8%	12%	9%	13%	13%	11%	10%	11%
Strongly disapprove	39%	78%	38%	3%	78%	7%	37%	42%	40%	36%	40%	38%	42%
Not sure	12%	5%	19%	10%	3%	11%	18%	8%	5%	10%	12%	13%	9%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	101%	99%	100%	99%	99%
Unweighted N	(1,122)	(360)	(461)	(301)	(456)	(364)	(416)	(339)	(264)	(198)	(231)	(433)	(260)

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9. Approval of DHS Social Media Post - Father/Son

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on August 6, 2025 at <https://x.com/DHSgov/status/1953187544935321803>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	19%	24%	15%	12%	16%	24%	24%	23%	7%	15%	*
Somewhat approve	19%	20%	19%	22%	19%	22%	14%	20%	20%	17%	*
Somewhat disapprove	9%	10%	9%	7%	17%	4%	11%	9%	9%	8%	*
Strongly disapprove	41%	37%	45%	49%	34%	40%	43%	38%	52%	51%	*
Not sure	11%	9%	12%	10%	15%	10%	7%	10%	12%	10%	*
Totals	99%	100%	100%	100%	101%	100%	99%	100%	100%	101%	*
Unweighted N	(1,120)	(501)	(619)	(280)	(296)	(320)	(224)	(714)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	19%	2%	13%	43%	3%	47%	17%	21%	23%	19%	20%	21%	16%
Somewhat approve	19%	9%	17%	32%	7%	30%	16%	22%	21%	21%	13%	23%	19%
Somewhat disapprove	9%	7%	12%	9%	10%	6%	9%	9%	9%	8%	11%	7%	12%
Strongly disapprove	41%	79%	40%	6%	75%	8%	41%	42%	40%	43%	47%	36%	44%
Not sure	11%	3%	18%	9%	5%	10%	16%	7%	7%	8%	9%	13%	9%
Totals	99%	100%	100%	99%	100%	101%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,120)	(360)	(459)	(301)	(455)	(364)	(415)	(339)	(263)	(197)	(231)	(433)	(259)

10. Approval of DHS Social Media Post - Foreign Invaders

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on June 11, 2025 at <https://x.com/DHSgov/status/1932820723606958122>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	20%	24%	17%	15%	16%	24%	24%	23%	7%	19%	*
Somewhat approve	16%	15%	17%	17%	16%	17%	14%	17%	14%	10%	*
Somewhat disapprove	8%	9%	8%	7%	10%	8%	10%	9%	9%	5%	*
Strongly disapprove	44%	42%	46%	51%	42%	41%	47%	41%	57%	57%	*
Not sure	10%	9%	12%	10%	16%	11%	5%	9%	12%	9%	*
Totals	98%	99%	100%	100%	100%	101%	100%	99%	99%	100%	*
Unweighted N	(1,122)	(503)	(619)	(281)	(296)	(321)	(224)	(716)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	20%	3%	15%	43%	3%	47%	18%	21%	25%	20%	20%	22%	18%
Somewhat approve	16%	5%	12%	32%	4%	26%	14%	16%	16%	16%	17%	15%	17%
Somewhat disapprove	8%	5%	10%	10%	7%	8%	10%	10%	7%	11%	6%	9%	8%
Strongly disapprove	44%	83%	46%	6%	83%	9%	42%	47%	45%	40%	49%	40%	49%
Not sure	10%	4%	17%	8%	3%	10%	16%	5%	7%	12%	7%	13%	8%
Totals	98%	100%	100%	99%	100%	100%	100%	99%	100%	99%	99%	99%	100%
Unweighted N	(1,122)	(360)	(461)	(301)	(456)	(364)	(416)	(339)	(264)	(198)	(231)	(433)	(260)

11. Approval of DHS Social Media Post - Beach

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on December 31, 2025 at <https://x.com/DHSgov/status/2006472108222853298>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	18%	20%	15%	13%	14%	21%	22%	21%	7%	13%	*
Somewhat approve	17%	18%	15%	24%	12%	16%	14%	17%	17%	20%	*
Somewhat disapprove	13%	12%	13%	9%	20%	9%	14%	11%	13%	12%	*
Strongly disapprove	42%	41%	44%	47%	39%	42%	41%	40%	55%	47%	*
Not sure	11%	8%	14%	7%	15%	11%	10%	12%	8%	8%	*
Totals	101%	99%	101%	100%	100%	99%	101%	101%	100%	100%	*
Unweighted N	(1,122)	(503)	(619)	(281)	(296)	(321)	(224)	(716)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	18%	2%	13%	39%	3%	41%	16%	17%	22%	15%	22%	18%	14%
Somewhat approve	17%	6%	15%	28%	4%	25%	16%	18%	14%	20%	10%	19%	17%
Somewhat disapprove	13%	10%	13%	14%	8%	13%	12%	14%	11%	14%	12%	13%	12%
Strongly disapprove	42%	79%	45%	4%	82%	8%	41%	43%	45%	39%	47%	38%	47%
Not sure	11%	4%	14%	15%	3%	14%	14%	8%	8%	13%	9%	12%	10%
Totals	101%	101%	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,122)	(360)	(461)	(301)	(456)	(364)	(416)	(339)	(264)	(198)	(231)	(433)	(260)

12. Approval of DHS Social Media Post - American Future

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on December 31, 2025 at <https://x.com/DHSgov/status/2006439129291304998>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	18%	22%	14%	14%	15%	23%	18%	22%	6%	11%	*
Somewhat approve	14%	15%	14%	18%	17%	10%	14%	13%	17%	16%	*
Somewhat disapprove	14%	13%	14%	14%	18%	11%	13%	13%	15%	13%	*
Strongly disapprove	39%	37%	42%	44%	35%	38%	43%	39%	38%	47%	*
Not sure	15%	14%	16%	11%	15%	19%	13%	13%	24%	14%	*
Totals	100%	101%	100%	101%	100%	101%	101%	100%	100%	101%	*
Unweighted N	(1,120)	(502)	(618)	(280)	(295)	(321)	(224)	(716)	(153)	(175)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	18%	2%	13%	39%	2%	43%	14%	19%	23%	18%	21%	18%	14%
Somewhat approve	14%	5%	14%	24%	5%	22%	13%	14%	15%	20%	10%	14%	15%
Somewhat disapprove	14%	10%	14%	17%	7%	13%	16%	16%	8%	11%	12%	14%	15%
Strongly disapprove	39%	77%	39%	5%	79%	8%	37%	41%	45%	31%	47%	35%	45%
Not sure	15%	6%	21%	16%	7%	13%	20%	9%	9%	20%	10%	18%	11%
Totals	100%	100%	101%	101%	100%	99%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,120)	(360)	(460)	(300)	(456)	(363)	(414)	(339)	(264)	(197)	(230)	(433)	(260)

13. Approval of DHS Social Media Post - Alligators

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on June 28, 2025 at <https://x.com/DHSgov/status/1939034194979455282>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	17%	22%	13%	10%	13%	25%	16%	21%	5%	10%	*
Somewhat approve	13%	15%	11%	15%	9%	13%	13%	14%	9%	13%	*
Somewhat disapprove	12%	12%	12%	9%	16%	10%	14%	12%	13%	5%	*
Strongly disapprove	46%	43%	50%	53%	41%	43%	50%	43%	58%	63%	*
Not sure	12%	8%	15%	13%	21%	8%	7%	11%	15%	9%	*
Totals	100%	100%	101%	100%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(1,119)	(503)	(616)	(280)	(294)	(321)	(224)	(715)	(153)	(174)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	17%	1%	14%	36%	2%	39%	15%	18%	22%	14%	21%	18%	13%
Somewhat approve	13%	5%	12%	21%	4%	18%	13%	15%	9%	14%	12%	12%	14%
Somewhat disapprove	12%	6%	9%	21%	5%	18%	12%	11%	13%	19%	10%	11%	12%
Strongly disapprove	46%	83%	46%	12%	85%	14%	43%	49%	48%	40%	49%	43%	53%
Not sure	12%	4%	20%	10%	4%	11%	16%	6%	8%	13%	8%	15%	8%
Totals	100%	99%	101%	100%	100%	100%	99%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,119)	(360)	(458)	(301)	(456)	(363)	(415)	(337)	(264)	(197)	(230)	(432)	(260)

14. Approval of DHS Social Media Post - Skeleton

Do you approve or disapprove of the Department of Homeland Security social media post displayed above?

Respondents were shown an image posted to X by @DHSgov on July 9, 2025 at <https://x.com/DHSgov/status/1943073595481063624>

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	14%	18%	10%	12%	12%	19%	10%	15%	5%	16%	*
Somewhat approve	12%	14%	11%	15%	12%	11%	12%	15%	7%	9%	*
Somewhat disapprove	10%	13%	8%	9%	12%	11%	10%	12%	6%	6%	*
Strongly disapprove	50%	43%	57%	56%	49%	43%	57%	45%	71%	59%	*
Not sure	13%	12%	14%	8%	16%	15%	11%	13%	11%	11%	*
Totals	99%	100%	100%	100%	101%	99%	100%	100%	100%	101%	*
Unweighted N	(1,122)	(503)	(619)	(281)	(296)	(321)	(224)	(716)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	14%	1%	13%	27%	1%	31%	13%	15%	16%	8%	17%	16%	11%
Somewhat approve	12%	3%	10%	24%	3%	21%	10%	15%	15%	16%	10%	14%	10%
Somewhat disapprove	10%	3%	12%	16%	4%	16%	11%	8%	13%	13%	12%	9%	11%
Strongly disapprove	50%	89%	48%	15%	88%	17%	49%	53%	49%	50%	52%	47%	54%
Not sure	13%	3%	17%	18%	4%	15%	18%	8%	8%	13%	9%	15%	13%
Totals	99%	99%	100%	100%	100%	100%	101%	99%	101%	100%	100%	101%	99%
Unweighted N	(1,122)	(360)	(461)	(301)	(456)	(364)	(416)	(339)	(264)	(198)	(231)	(433)	(260)

YouGov Survey: DHS Social Media Posts

January 13 - 15, 2026 - 1,122 U.S. adult citizens



Interviewing Dates	January 13 - 15, 2026
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 0.052 to 5.596, with a mean of one and a standard deviation of 0.927.
Number of respondents	1,122
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.