

August 25, 2022



CYGNAL

Survey of Likely General Election Voters **National**

August 19 – 21, 2022 | n=5,647 | $\pm 1.31\%$

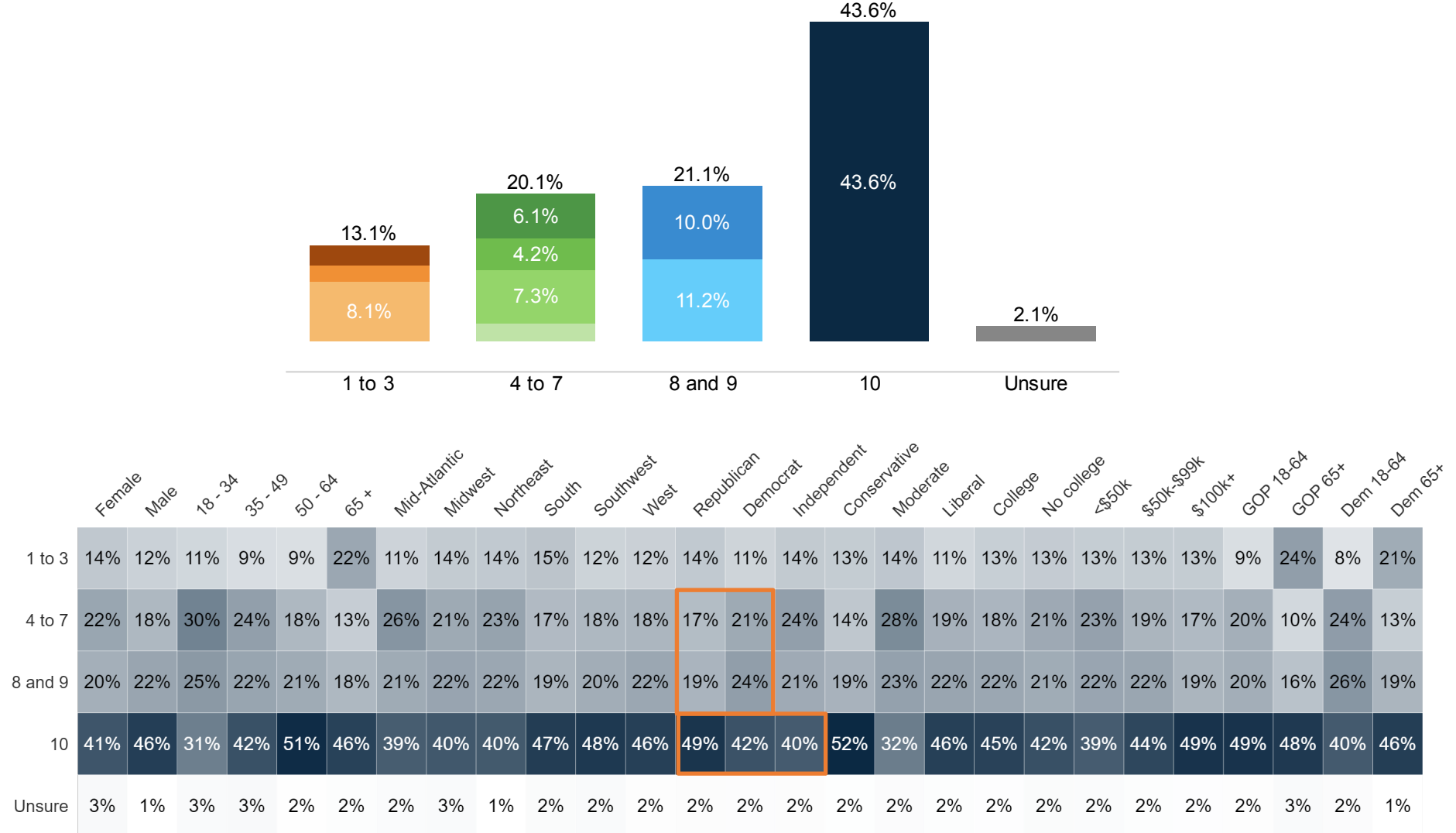
Insights & Analysis

- Nearly two-thirds of voters think the **country is off on the wrong track**, which is a slight improvement since July. The belief is strongest among Republicans and Independents.
- The **GOP continues to have an advantage in voter enthusiasm** with 49% of Republicans rating their interest in the election as a 10 (out of 10) compared to only 42% of Democrats and 40% of Independents.
- On the generic ballot, **Democrats continue to inch back post-Dobbs**. The ballot was R+0.6 in July and is now D+0.7. Independents are still favoring the Republican (R+5). The Republican is now losing women by 7% and winning men by 5%.
 - On the **motive generic ballot, Republicans pull ahead by 4%** with the biggest swings coming among men, Independents, and voters nearing retirement age (50-64).
- President **Biden continues to be unpopular** (-8% net fav), though his image is improving (-14% in June, -12% in July).
- After the Mar-a-Lago raid, **the FBI is now seen by the American people in a partisan construct**; elevated unfavorable sentiment across the electorate.

Insights & Analysis

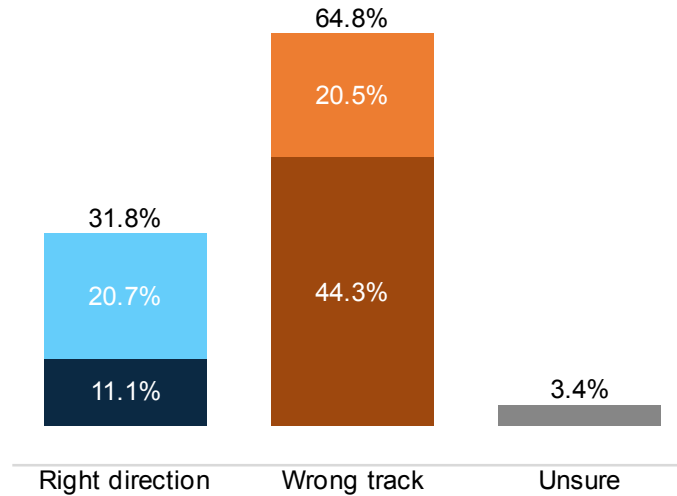
- **Inflation** remains the overwhelming top issue but has declined, followed by **illegal immigration** and **abortion**. Republicans and Independents are most concerned about inflation followed by illegal immigration. Democrats are most concerned about inflation followed by abortion.
- A plurality of voters don't base their vote for state legislature on the issue of abortion; including Independents.
 - Young voters favor a Democrat who will **increase access to abortion**.
- Women under age 35 or age 65+ are the most likely to be more engaged this cycle because of the *Dobbs* decision.
- **Economic confidence is trending up but is still very bad overall**. Independents are slightly less pessimistic than in July.
- Voters who are parental age or those nearing retirement age are the **most pessimistic about their personal financial situation**.
- **Segmentation Analysis** identified three voter groups: *Democratic Base*(42%), *GOP Base* (39%), and *Moderates* (19%).

Republicans still have an edge in voter enthusiasm



Compared to prior elections, how enthusiastic or not are you to vote this November with 10 being incredibly enthusiastic and 1 being not enthusiastic at all?

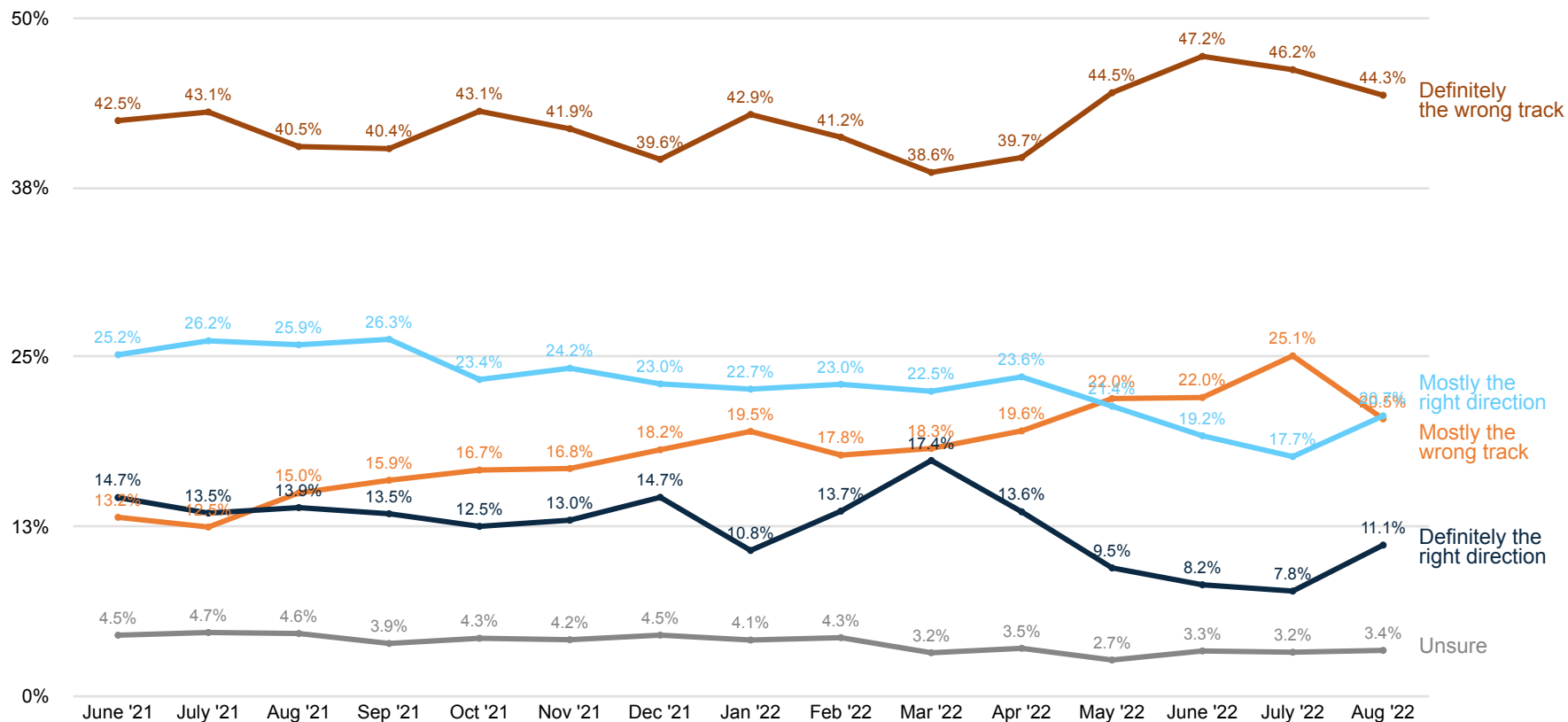
Democrats & Independents not quite as pessimistic as in July



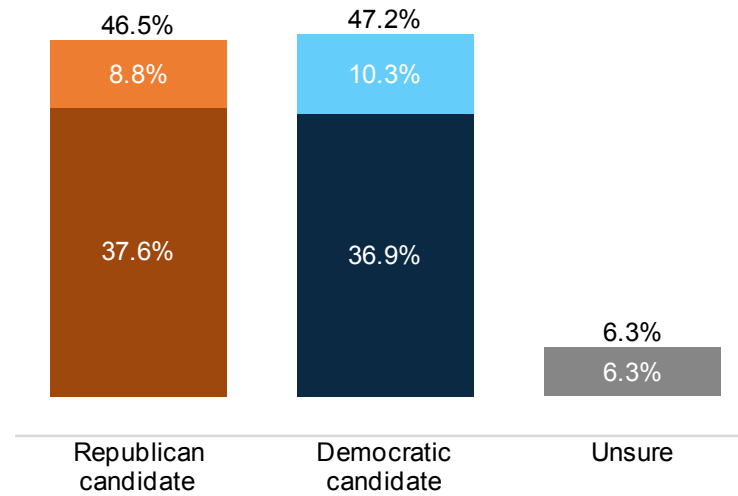
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Right direction	31%	32%	34%	32%	27%	35%	36%	30%	33%	32%	29%	34%	11%	55%	26%	11%	38%	55%	36%	29%	34%	30%	31%	11%	10%	52%	66%
Wrong track	64%	66%	61%	63%	71%	62%	60%	66%	64%	65%	67%	63%	88%	40%	70%	87%	57%	40%	61%	68%	62%	68%	65%	88%	88%	43%	32%
Definitely the right direction	10%	12%	14%	10%	8%	13%	14%	10%	12%	11%	10%	12%	3%	21%	7%	4%	11%	21%	13%	10%	12%	10%	12%	4%	2%	18%	26%
Mostly the right direction	21%	20%	20%	22%	19%	22%	23%	20%	21%	21%	19%	21%	7%	35%	19%	7%	27%	34%	23%	19%	22%	20%	19%	7%	8%	33%	39%
Mostly the wrong track	22%	18%	30%	21%	18%	16%	21%	21%	22%	18%	20%	20%	15%	24%	22%	14%	27%	24%	19%	22%	24%	19%	17%	16%	14%	27%	17%
Definitely the wrong track	42%	47%	31%	42%	53%	46%	39%	45%	42%	47%	47%	43%	73%	16%	47%	74%	31%	16%	42%	46%	38%	49%	48%	72%	74%	16%	14%
Unsure	4%	2%	5%	5%	3%	2%	4%	3%	4%	3%	4%	3%	1%	4%	4%	1%	4%	4%	3%	4%	4%	3%	3%	1%	2%	5%	2%

Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

Trend: Direction of Country



Generic ballot remains a toss up as Democrats claw back post-Dobbs...(historical midterm #s)



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Republican candidate	43%	50%	39%	43%	52%	49%	40%	47%	45%	51%	52%	42%	90%	7%	44%	85%	31%	8%	42%	50%	41%	51%	48%	90%	89%	7%	6%
Democratic candidate	50%	45%	53%	50%	41%	47%	53%	46%	49%	44%	42%	52%	7%	90%	39%	12%	56%	90%	52%	43%	51%	44%	46%	6%	9%	90%	92%
Definitely the Republican candidate	34%	41%	27%	33%	44%	41%	31%	38%	36%	41%	43%	34%	76%	4%	31%	74%	19%	5%	35%	40%	31%	43%	41%	76%	77%	5%	4%
Probably the Republican candidate	9%	9%	12%	9%	8%	8%	9%	9%	9%	10%	8%	8%	14%	2%	13%	11%	12%	2%	7%	10%	10%	8%	8%	14%	12%	2%	2%
Probably the Democratic candidate	10%	11%	15%	13%	8%	7%	13%	11%	11%	9%	10%	10%	3%	15%	15%	4%	18%	12%	11%	10%	12%	9%	9%	3%	3%	17%	10%
Definitely the Democratic candidate	40%	34%	38%	37%	33%	39%	40%	35%	38%	35%	32%	42%	4%	75%	24%	8%	38%	78%	42%	33%	39%	35%	37%	3%	6%	73%	82%
Unsure	7%	5%	8%	7%	7%	4%	7%	6%	6%	6%	6%	7%	3%	3%	17%	3%	13%	3%	6%	7%	8%	5%	5%	4%	2%	3%	2%

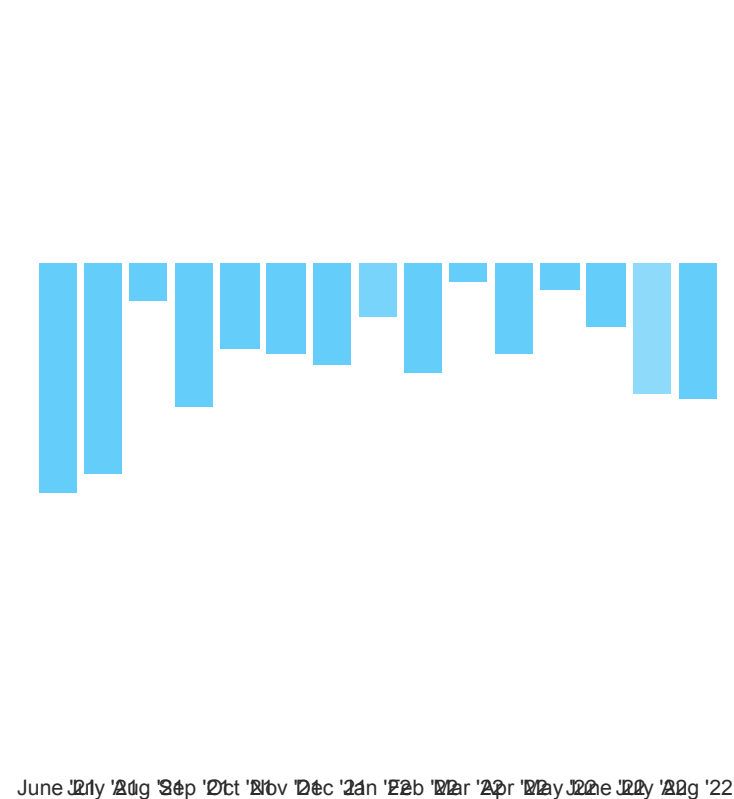
If the 2022 general elections were held today, and you had to make a choice, would you be voting for the Republican or Democratic candidate for Congress?

Generic ballot: GOP on downward trend with women

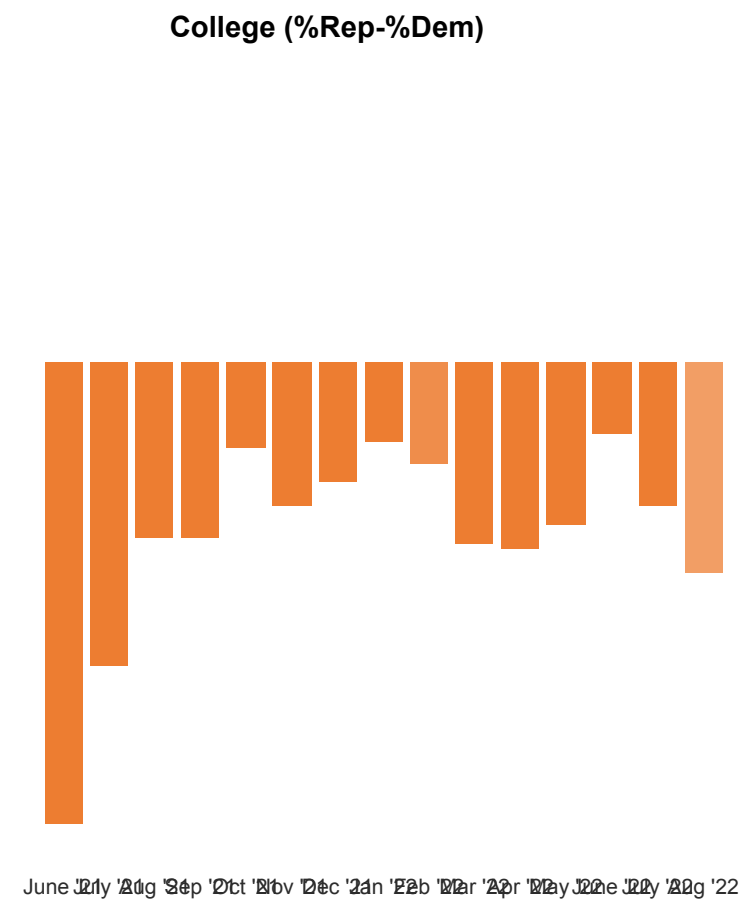
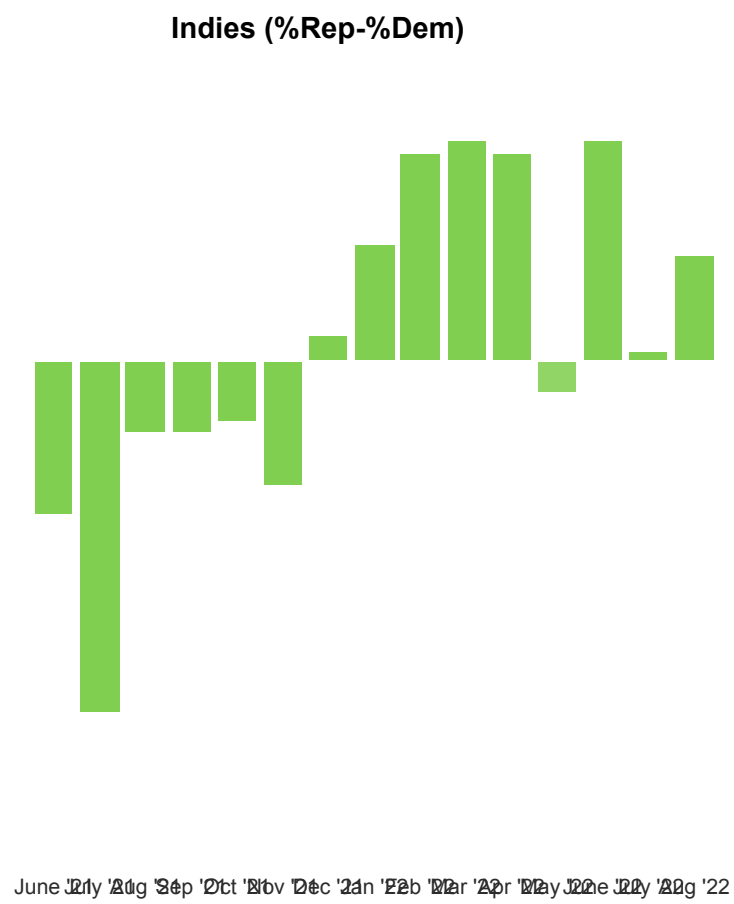
Overall (%Rep-%Dem)



Females (%Rep-%Dem)



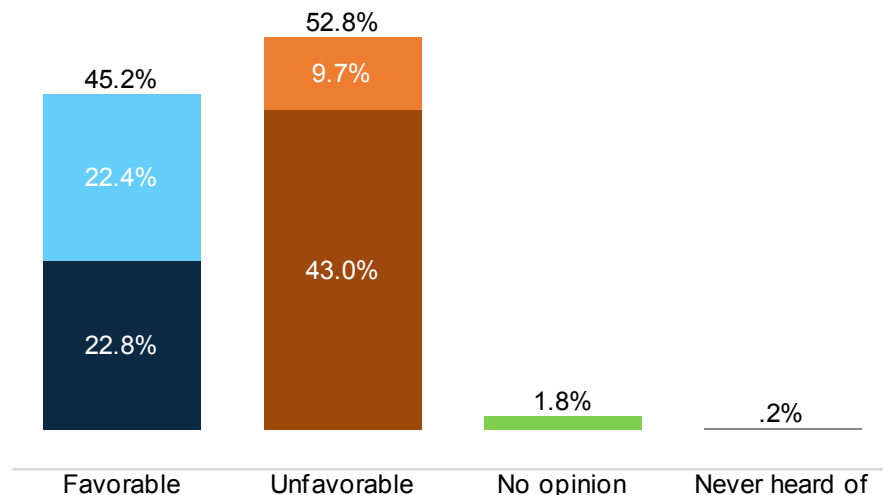
GOP regaining some ground with Independents; college-educated voters move toward Democrats



Generic Ballot Change: July to August 2022

	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Republican candidate	-1%	-1%	-4%	-3%	1%	1%	-4%	-2%	0%	-3%	2%	0%	0%	-2%	2%	1%	-4%	-2%	-2%	0%	-3%	-1%	2%	-1%	0%	-3%	0%
Democratic candidate	0%	1%	4%	2%	-2%	-1%	4%	1%	-1%	2%	-2%	0%	0%	2%	-3%	-1%	2%	2%	1%	0%	2%	1%	-2%	0%	2%	3%	0%
Definitely the Republican candidate	2%	0%	1%	2%	1%	1%	-2%	1%	1%	-3%	5%	3%	1%	0%	4%	3%	-2%	0%	1%	1%	-1%	2%	2%	1%	-1%	0%	0%
Probably the Republican candidate	-3%	-1%	-4%	-5%	0%	0%	-2%	-3%	-1%	0%	-3%	-3%	-1%	-2%	-3%	-1%	-2%	-2%	-3%	-1%	-2%	-3%	0%	-2%	1%	-3%	0%
Probably the Democratic candidate	-3%	0%	-4%	0%	-2%	-1%	0%	-1%	-2%	-2%	1%	-3%	0%	-3%	-3%	-2%	-1%	-1%	-1%	-2%	-2%	-1%	-1%	0%	0%	-4%	0%
Definitely the Democratic candidate	2%	2%	8%	2%	0%	0%	4%	2%	2%	4%	-3%	3%	0%	5%	0%	0%	3%	3%	2%	2%	4%	2%	-1%	-1%	2%	7%	0%
Unsure	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	0%	2%	0%	1%	0%	1%	0%	0%	1%	-2%	-1%	0%

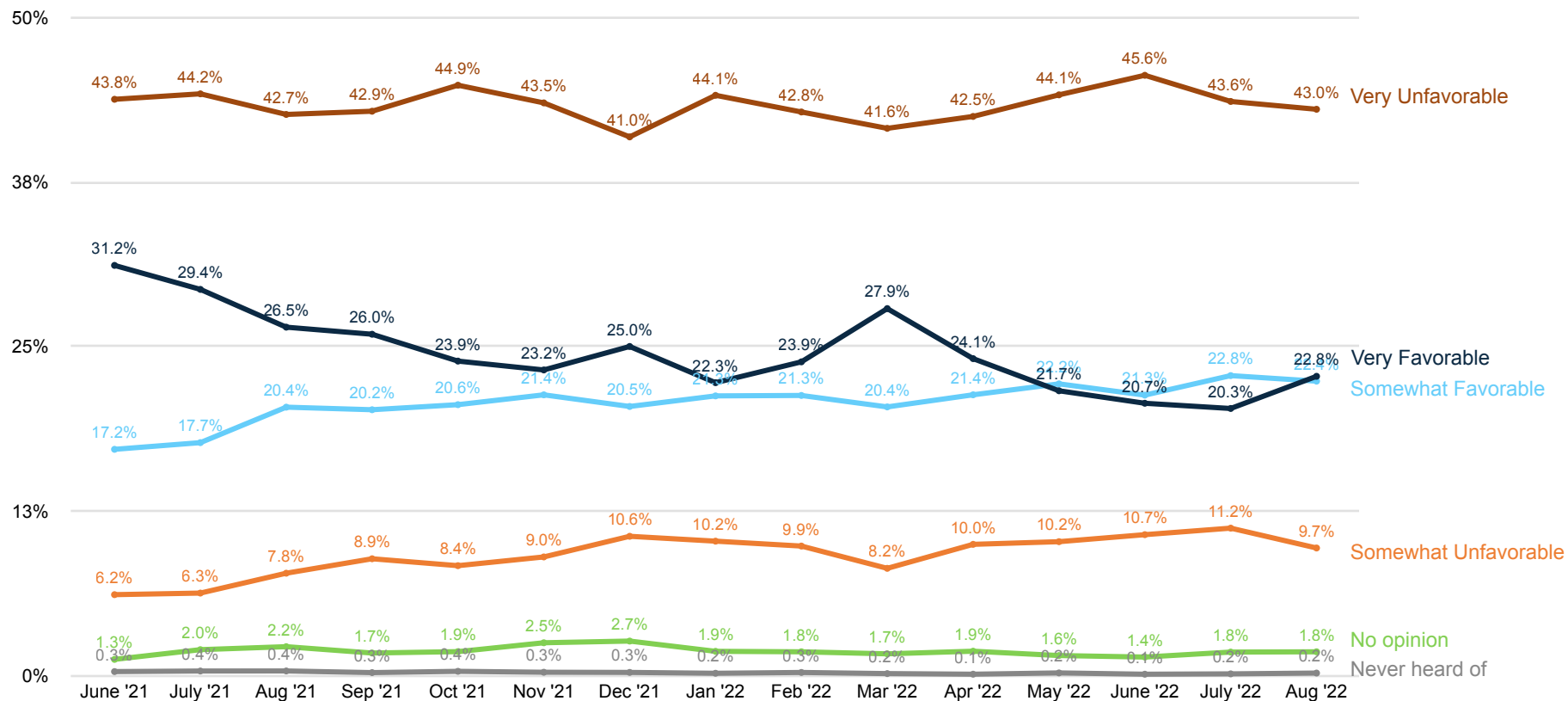
Biden image improves, but remains deeply unpopular with Independents



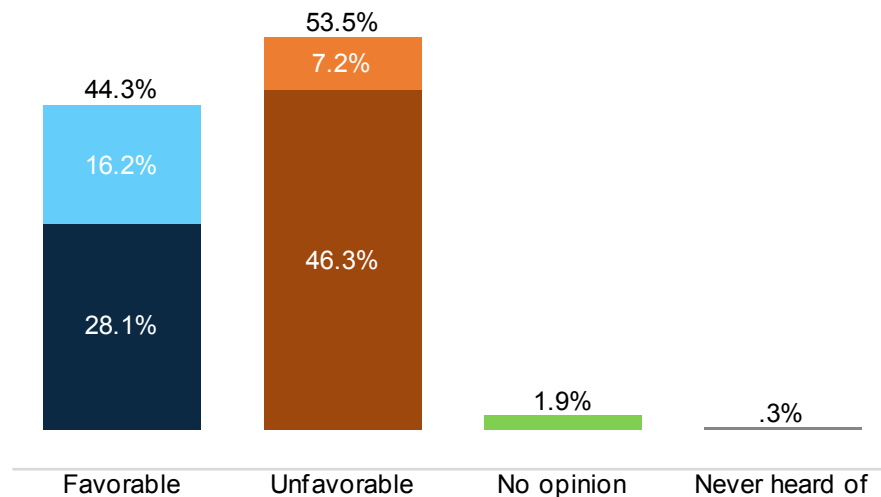
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	48%	42%	47%	46%	42%	47%	50%	43%	47%	43%	40%	49%	11%	82%	37%	14%	53%	83%	49%	42%	50%	41%	45%	11%	11%	80%	90%
Unfavorable Total	50%	56%	48%	52%	57%	52%	47%	55%	50%	55%	57%	50%	87%	16%	60%	85%	44%	16%	49%	55%	48%	58%	54%	87%	87%	19%	10%
Very Favorable	24%	22%	20%	20%	20%	29%	24%	22%	23%	24%	20%	24%	4%	46%	13%	7%	23%	45%	25%	21%	26%	21%	22%	4%	5%	39%	62%
Somewhat Favorable	24%	21%	27%	26%	22%	17%	26%	22%	24%	19%	20%	25%	7%	37%	24%	6%	29%	38%	25%	21%	24%	20%	23%	7%	6%	40%	27%
Somewhat Unfavorable	10%	10%	16%	12%	8%	6%	10%	10%	9%	9%	9%	10%	8%	9%	14%	7%	14%	9%	10%	10%	10%	10%	8%	9%	7%	11%	3%
Very Unfavorable	40%	46%	32%	40%	50%	46%	37%	45%	41%	46%	48%	40%	79%	7%	47%	77%	30%	7%	39%	46%	37%	48%	46%	79%	81%	7%	6%
No Opinion	2%	2%	4%	2%	1%	1%	3%	2%	3%	2%	2%	1%	2%	1%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%
Never Heard Of	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Do you have a favorable or unfavorable impression of Joe Biden?

Joe Biden Image Trend



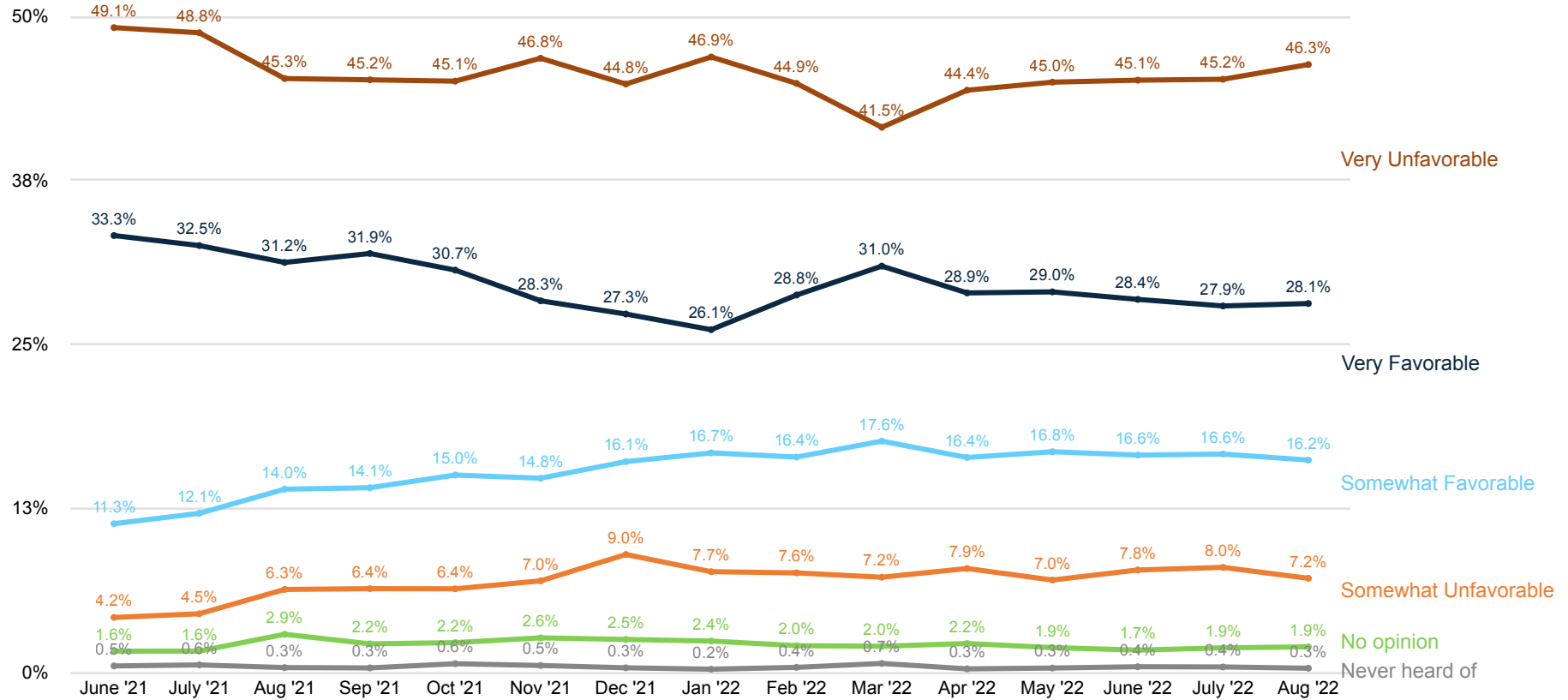
Trump image stable, regained some ground with Independents



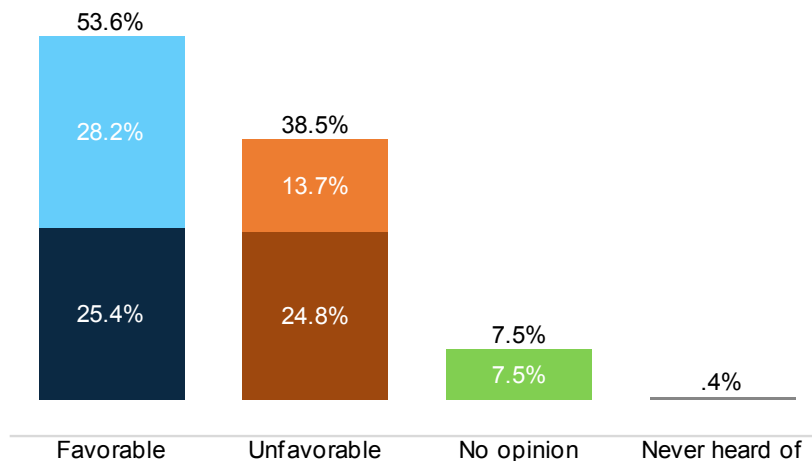
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	40%	48%	42%	43%	47%	44%	42%	45%	44%	46%	50%	39%	81%	11%	41%	78%	30%	11%	37%	50%	41%	49%	43%	82%	79%	13%	6%
Unfavorable Total	57%	50%	53%	55%	51%	55%	55%	53%	54%	51%	48%	59%	18%	86%	56%	20%	67%	87%	61%	48%	56%	50%	55%	17%	20%	84%	93%
Very Favorable	25%	31%	23%	26%	31%	30%	29%	28%	29%	30%	34%	22%	55%	6%	21%	53%	14%	7%	22%	33%	27%	31%	26%	55%	55%	7%	4%
Somewhat Favorable	15%	17%	19%	17%	16%	14%	13%	18%	15%	16%	16%	17%	26%	5%	20%	25%	15%	4%	15%	17%	14%	18%	17%	27%	24%	6%	2%
Somewhat Unfavorable	7%	7%	9%	9%	6%	6%	7%	7%	8%	8%	7%	6%	8%	5%	9%	7%	10%	4%	7%	7%	8%	6%	7%	8%	8%	6%	3%
Very Unfavorable	50%	42%	44%	46%	45%	49%	48%	46%	46%	43%	40%	53%	10%	81%	47%	13%	57%	84%	54%	41%	48%	43%	48%	9%	12%	78%	90%
No Opinion	2%	2%	4%	2%	1%	1%	3%	1%	2%	2%	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%	0%	3%	1%
Never Heard Of	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable impression of Donald Trump?

Donald Trump Image Trend



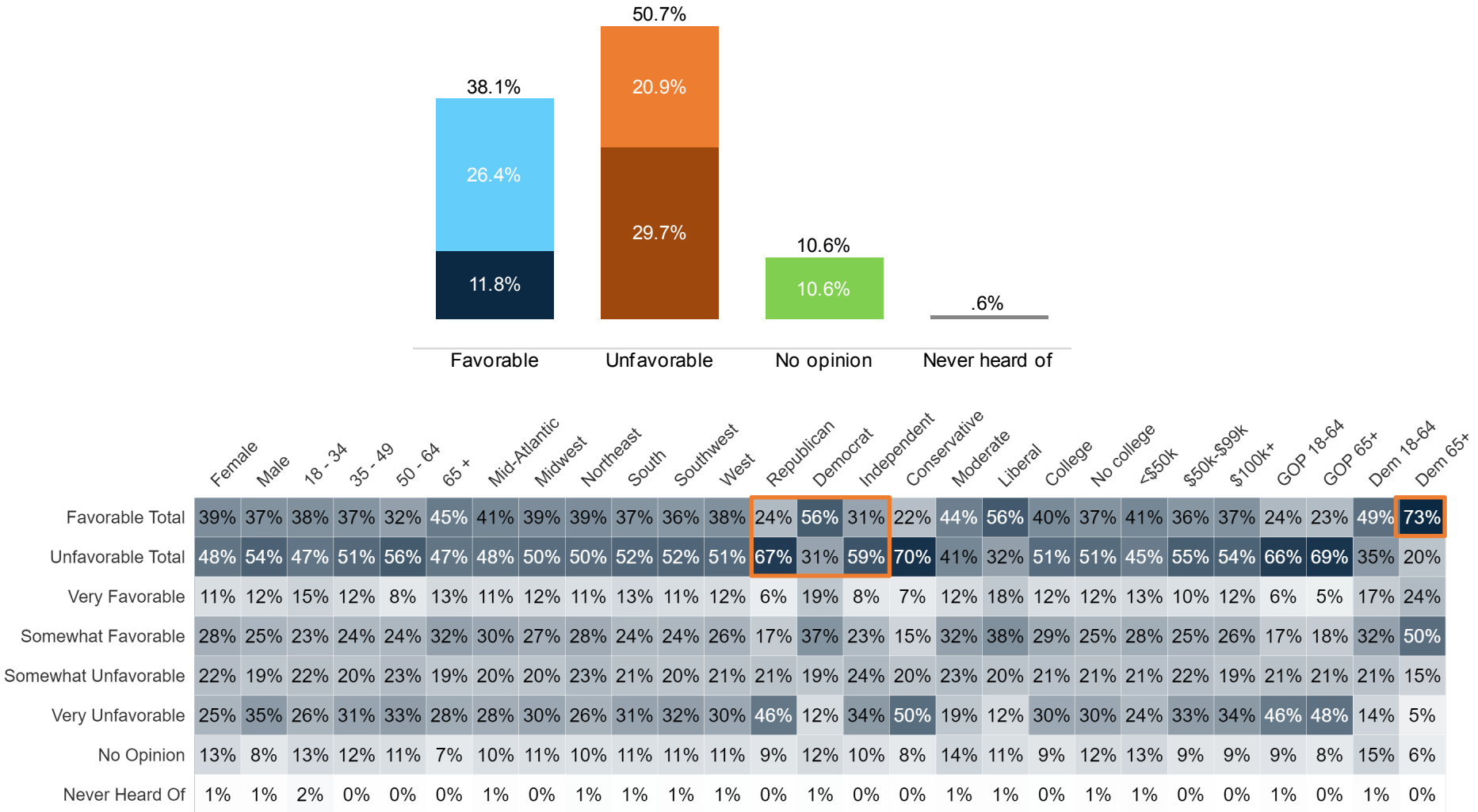
Partisan divide on opinion of FBI; Unfavorable opinion elevated among voters of all demographics



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	57%	50%	54%	54%	51%	56%	56%	52%	56%	53%	49%	56%	32%	77%	48%	30%	63%	79%	57%	51%	57%	51%	52%	35%	27%	73%	90%
Unfavorable Total	33%	44%	32%	35%	44%	41%	35%	39%	36%	39%	42%	37%	62%	14%	44%	65%	25%	14%	38%	39%	32%	43%	42%	58%	69%	16%	7%
Very Favorable	25%	26%	20%	22%	25%	32%	24%	25%	24%	26%	25%	27%	12%	40%	22%	12%	27%	42%	28%	24%	26%	24%	27%	13%	10%	33%	59%
Somewhat Favorable	31%	25%	34%	32%	26%	23%	32%	27%	32%	27%	24%	30%	20%	37%	25%	17%	36%	36%	29%	27%	31%	27%	25%	22%	16%	40%	31%
Somewhat Unfavorable	13%	15%	16%	13%	14%	13%	14%	14%	13%	14%	14%	14%	18%	8%	16%	18%	13%	8%	14%	14%	13%	15%	13%	18%	19%	10%	3%
Very Unfavorable	20%	30%	16%	21%	30%	28%	21%	26%	23%	25%	28%	23%	44%	6%	28%	47%	12%	6%	24%	25%	18%	28%	29%	40%	51%	6%	4%
No Opinion	10%	5%	13%	11%	6%	3%	9%	8%	7%	8%	8%	6%	5%	8%	8%	5%	11%	7%	5%	9%	10%	6%	5%	7%	3%	11%	2%
Never Heard Of	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%

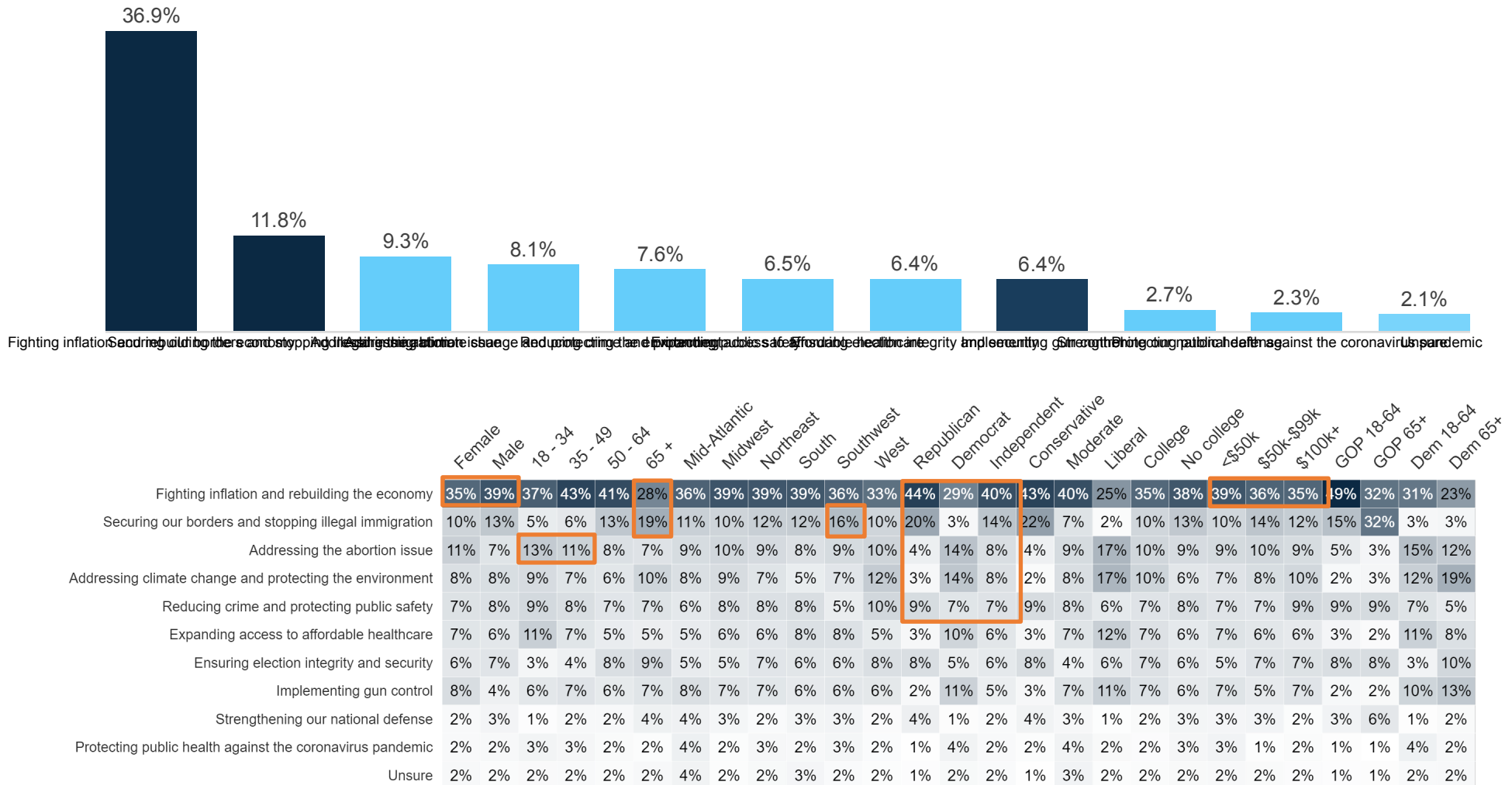
Do you have a favorable or unfavorable impression of Federal Bureau of Investigations (FBI)?

IRS more unpopular than FBI; 1-in-3 Democrats have an unfavorable view



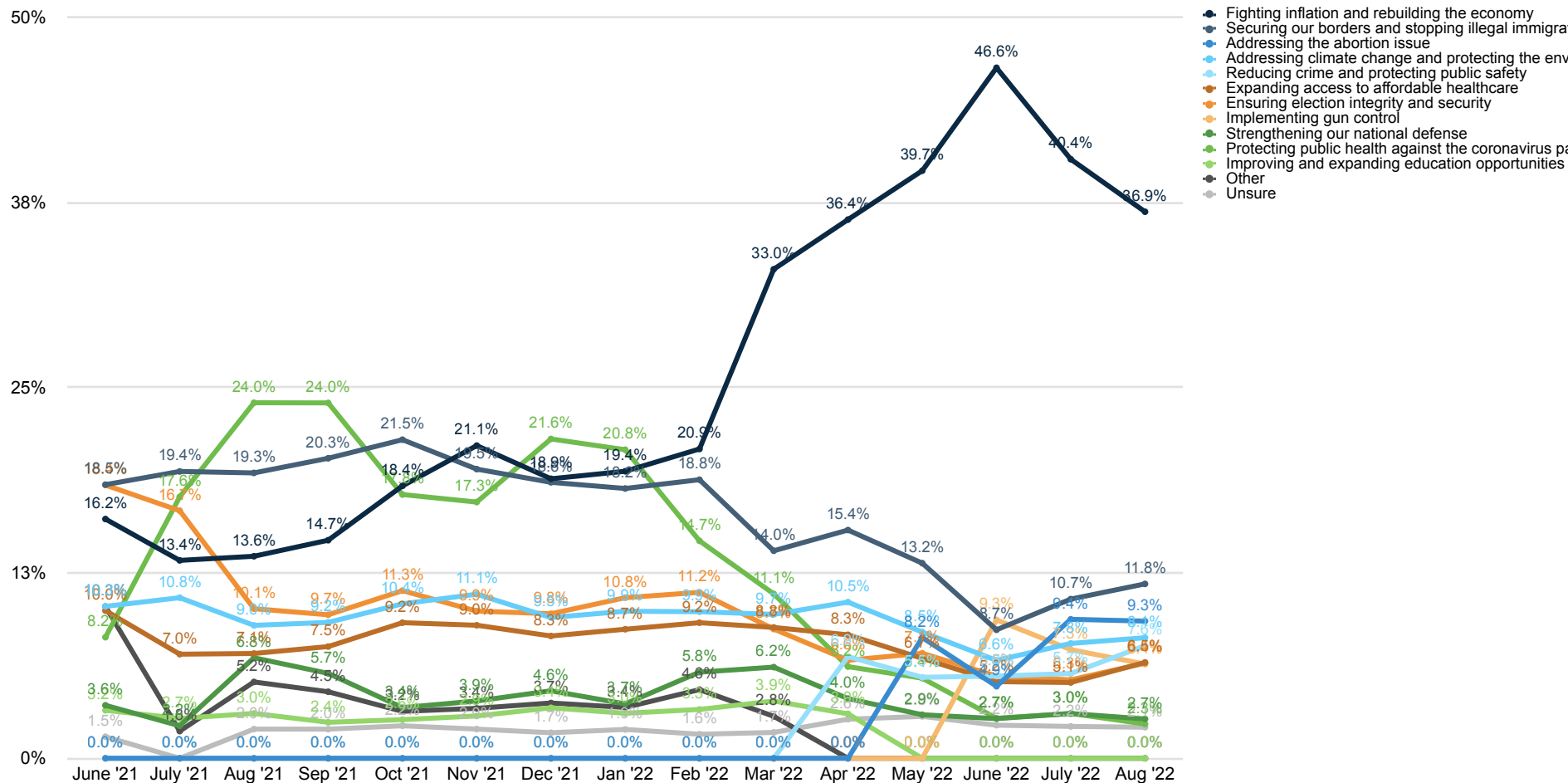
Do you have a favorable or unfavorable impression of Internal Revenue Service (IRS)?

Inflation remains the dominant issue of the midterm elections



Which one of the following issues do you believe should be the top priority for your elected officials?

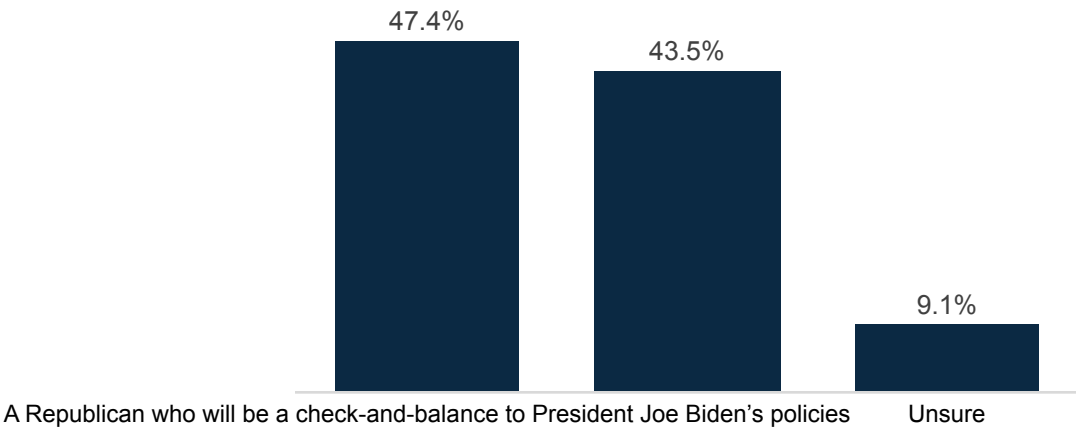
Top Priority Trend



Top Priority Change: July to August 2022

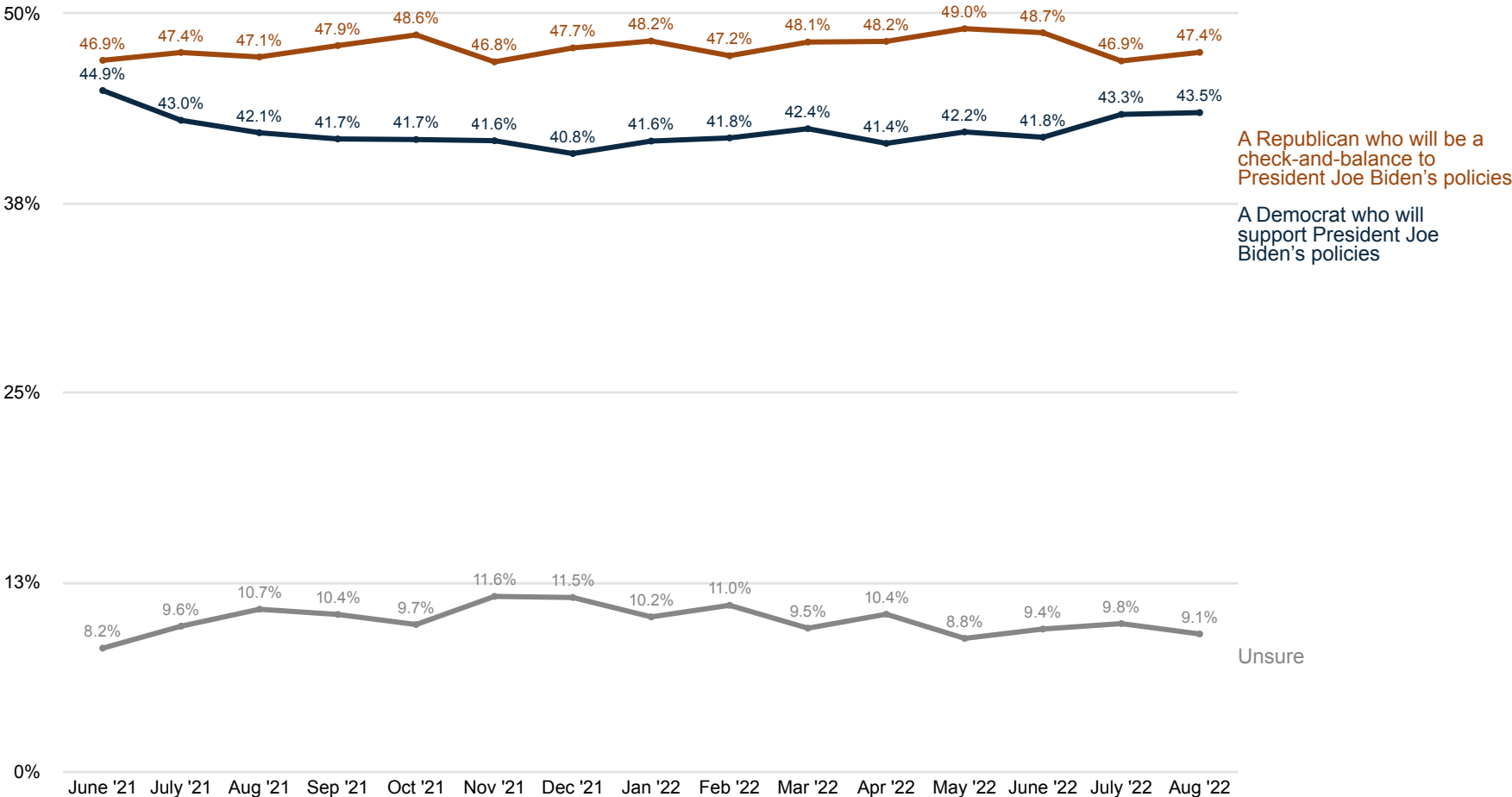
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Fighting inflation and rebuilding the economy	-4%	-3%	3%	0%	-6%	-8%	-3%	-1%	-1%	-8%	-5%	-5%	-9%	1%	-2%	-8%	-1%	-1%	-5%	-3%	0%	-7%	-5%	-7%	-12%	1%	-2%
Securing our borders and stopping illegal immigration	1%	1%	-1%	0%	1%	3%	2%	-1%	1%	2%	2%	1%	2%	-1%	3%	2%	0%	0%	1%	1%	0%	2%	1%	1%	4%	0%	-1%
Addressing the abortion issue	-1%	1%	-2%	0%	1%	0%	-1%	0%	-1%	0%	0%	1%	0%	-1%	0%	1%	0%	-1%	1%	-1%	-1%	1%	0%	1%	-1%	-1%	0%
Addressing climate change and protecting the environment	0%	0%	-1%	0%	1%	1%	0%	1%	-1%	-2%	1%	2%	0%	1%	-1%	0%	0%	2%	1%	0%	0%	1%	0%	0%	1%	1%	1%
Reducing crime and protecting public safety	2%	2%	4%	2%	1%	1%	-2%	3%	1%	3%	-1%	4%	3%	1%	2%	3%	1%	1%	1%	3%	1%	1%	3%	4%	1%	1%	1%
Expanding access to affordable healthcare	2%	1%	5%	1%	0%	1%	1%	2%	1%	3%	2%	-1%	0%	3%	1%	0%	2%	3%	2%	1%	1%	2%	1%	0%	1%	3%	1%
Ensuring election integrity and security	2%	0%	-1%	0%	3%	2%	1%	0%	2%	1%	2%	2%	3%	-1%	1%	3%	1%	-1%	2%	0%	1%	1%	1%	3%	2%	-1%	1%
Implementing gun control	0%	-2%	-3%	1%	-1%	-2%	0%	0%	-2%	0%	-2%	-1%	0%	-1%	-3%	0%	-3%	-1%	-1%	-1%	-1%	-1%	-1%	0%	-1%	-1%	-2%
Strengthening our national defense	0%	0%	-2%	-2%	0%	1%	1%	-1%	-2%	1%	0%	-1%	1%	-1%	-1%	0%	-1%	-1%	-1%	0%	0%	0%	-1%	0%	2%	-2%	0%
Protecting public health against the coronavirus pandemic	-1%	-1%	-2%	-1%	0%	0%	1%	-2%	0%	-1%	0%	-2%	0%	-1%	0%	-1%	0%	-2%	-1%	0%	0%	-1%	0%	0%	-2%	0%	
Unsure	0%	0%	-1%	0%	0%	1%	1%	0%	1%	0%	0%	-1%	0%	0%	-1%	1%	0%	0%	0%	-1%	1%	0%	-1%	1%	0%	0%	

The motive generic ballot shows a swing to Republicans in the midterm election construct; men, Independents and voter 50-64 move toward the GOP most

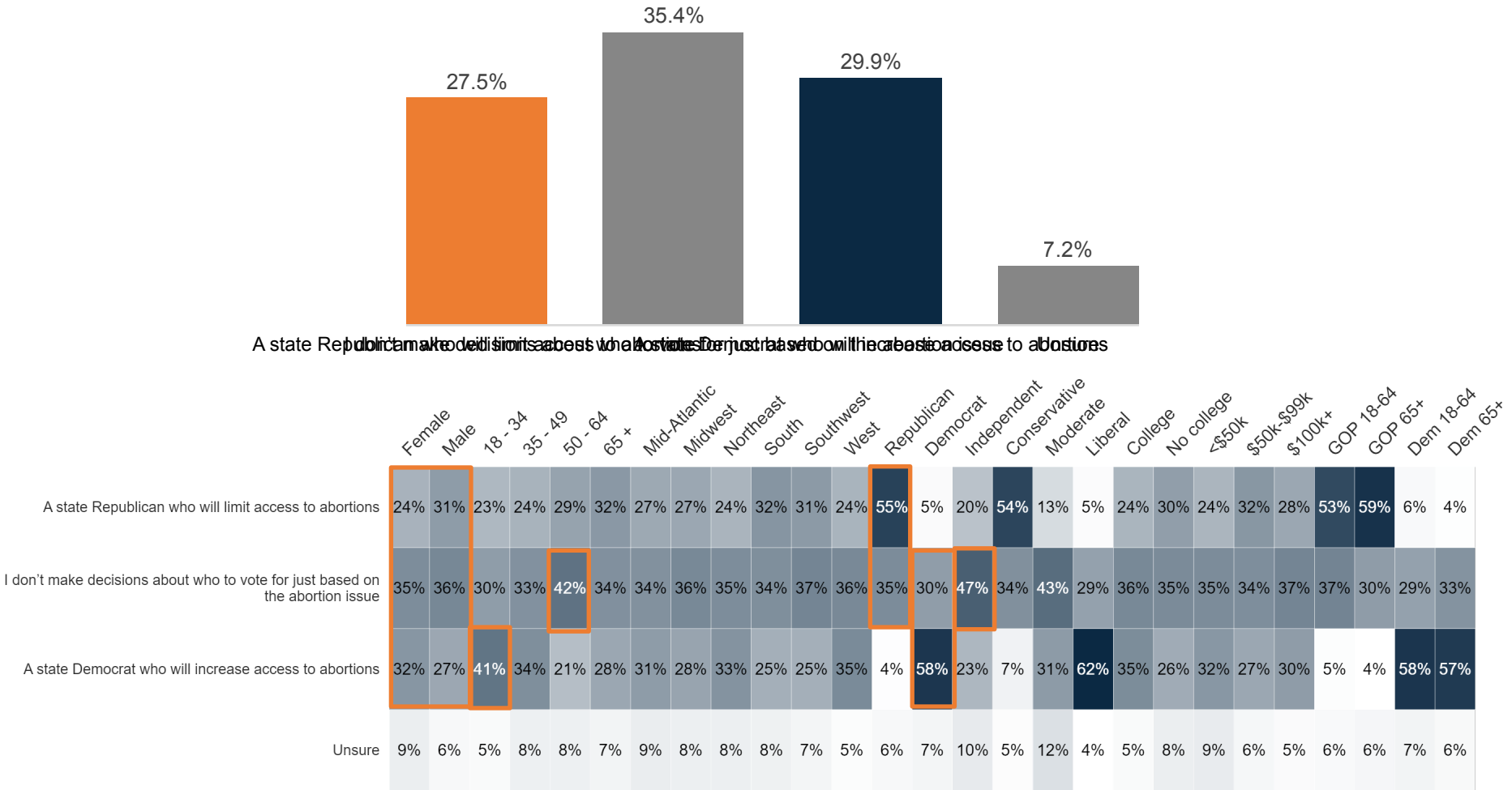


	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
A Republican who will be a check-and-balance to President Joe Biden's policies	43%	52%	41%	45%	53%	49%	40%	48%	46%	51%	52%	44%	89%	8%	49%	84%	35%	9%	43%	50%	42%	52%	50%	90%	86%	9%	7%
A Democrat who will support President Joe Biden's policies	46%	41%	49%	46%	38%	43%	48%	42%	45%	40%	39%	48%	5%	85%	34%	11%	49%	86%	49%	40%	47%	40%	43%	5%	6%	84%	88%
Unsure	11%	7%	10%	9%	9%	8%	12%	10%	9%	10%	9%	8%	6%	6%	17%	5%	16%	5%	8%	10%	11%	8%	8%	6%	7%	7%	5%

Contrast Ballot Trend

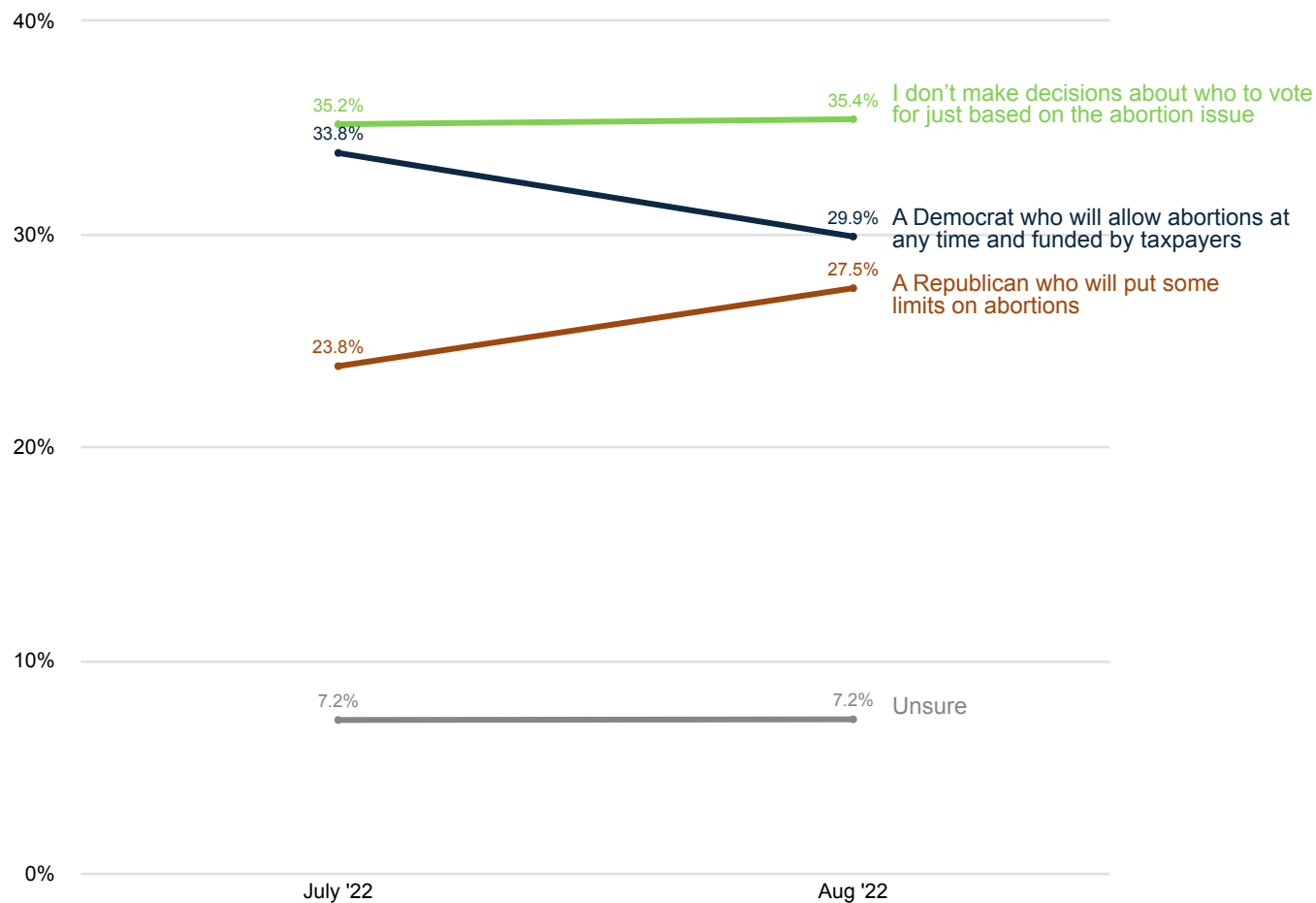


Independents don't base their votes for state legislatures based on abortion; young voters want a Democrat who will increase abortion access

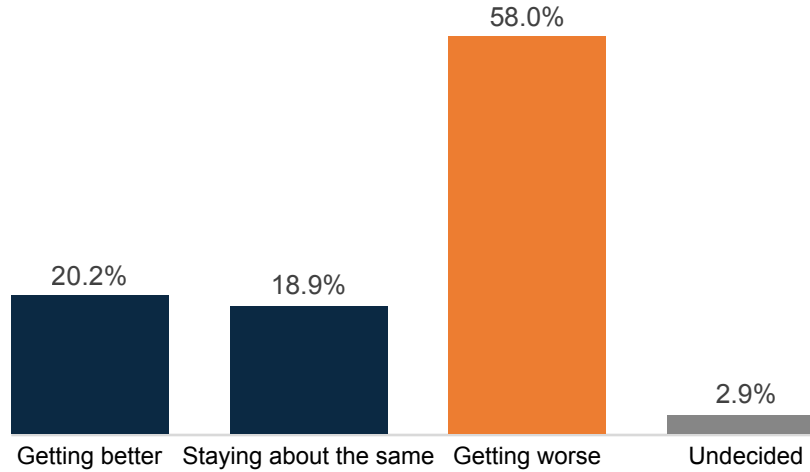


Thinking again about the races for your state legislature, which one of the following candidates would you vote for...

Legislative Candidate Abortion Contrast Ballot Trend



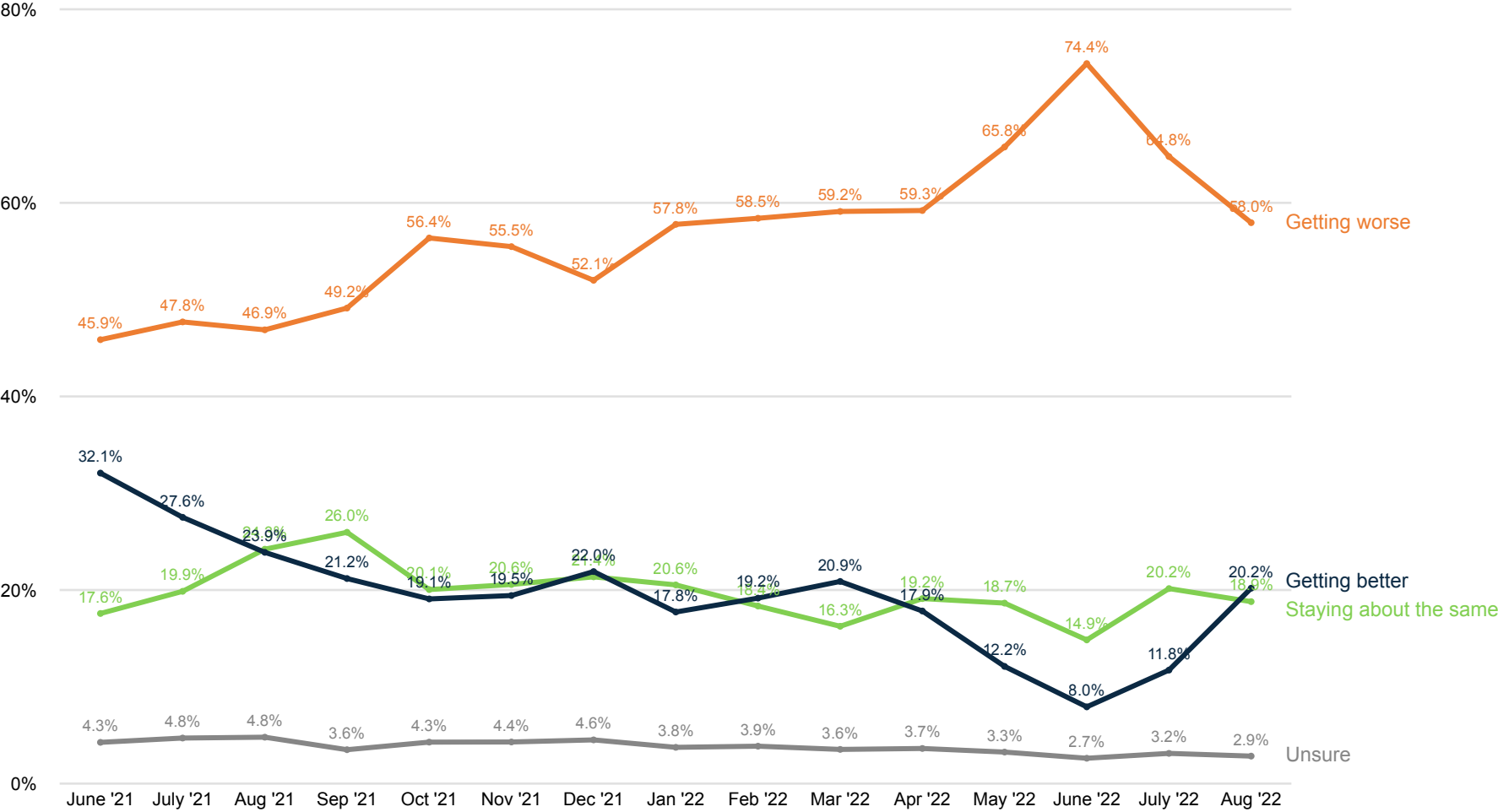
Economic confidence ticks upward but remains abysmal



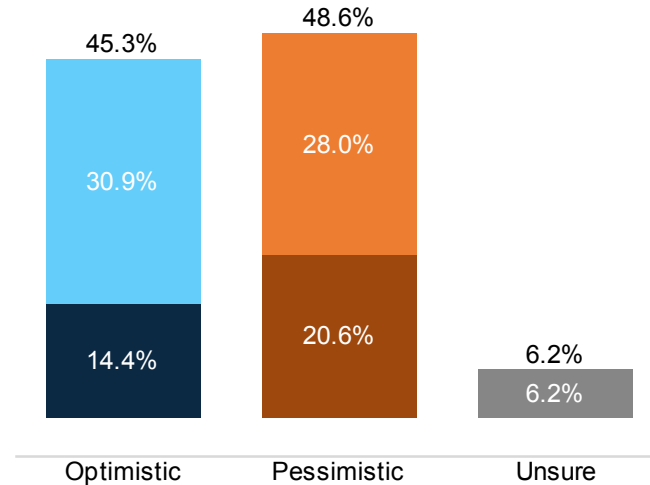
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Getting better	17%	24%	18%	18%	18%	25%	20%	19%	19%	22%	19%	23%	6%	36%	17%	7%	21%	40%	26%	16%	18%	20%	24%	7%	5%	31%	50%
Staying about the same	20%	18%	24%	20%	15%	18%	25%	19%	21%	16%	18%	18%	11%	27%	19%	10%	25%	25%	20%	18%	21%	17%	17%	10%	11%	27%	25%
Getting worse	59%	57%	54%	59%	64%	54%	51%	59%	58%	59%	61%	57%	82%	33%	62%	82%	50%	31%	52%	62%	57%	60%	56%	82%	82%	37%	22%
Undecided	4%	2%	4%	3%	3%	2%	4%	3%	2%	3%	3%	3%	1%	4%	3%	1%	4%	4%	2%	3%	3%	2%	2%	1%	2%	5%	2%

Do you believe the economy is getting better, getting worse, or staying about the same?

Economic Confidence Trend



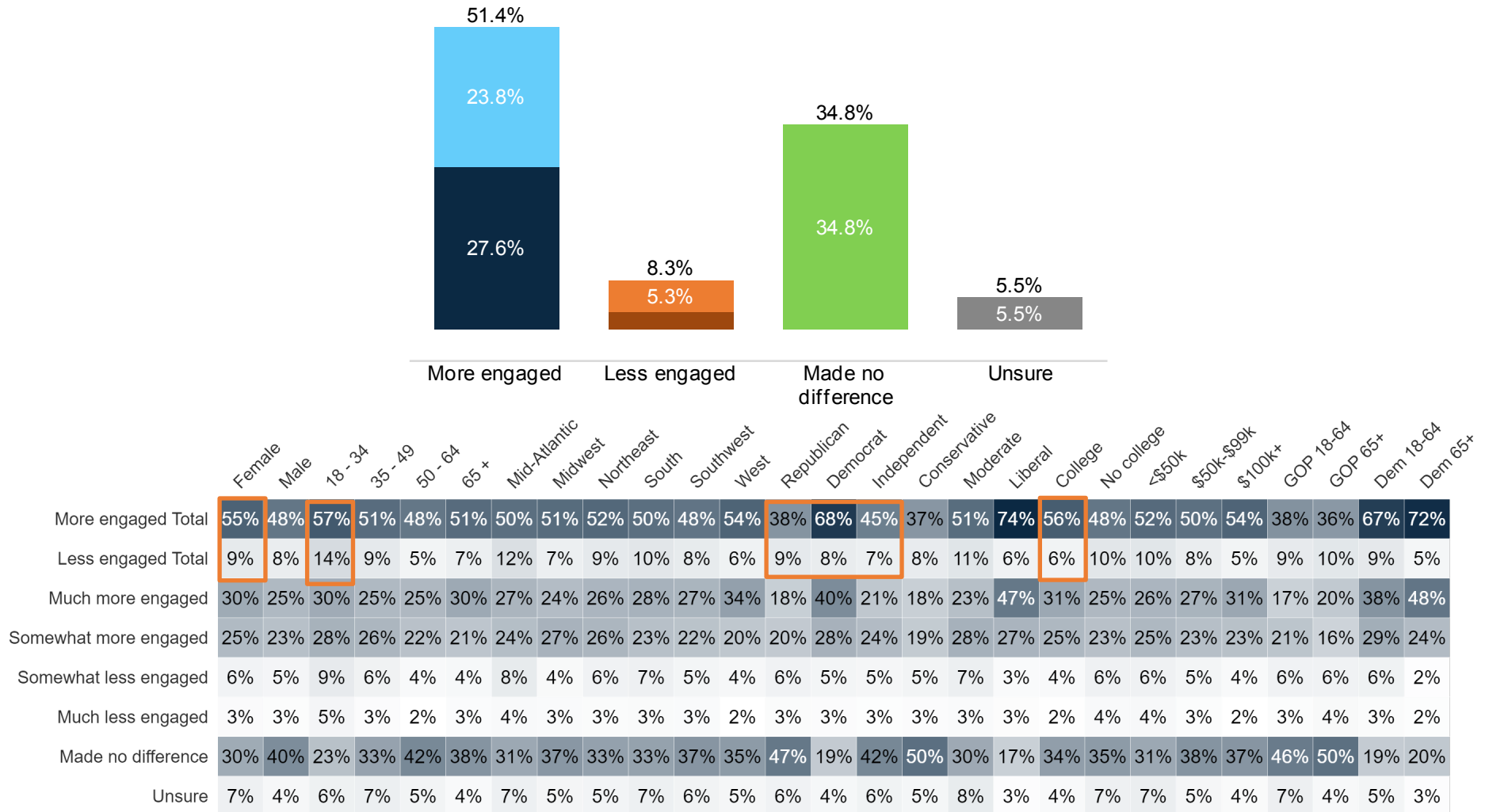
Parental-aged voters and those nearing retirement are the most pessimistic about their personal financial outlook



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Optimistic Total	44%	46%	49%	43%	42%	48%	47%	43%	46%	46%	44%	47%	30%	62%	43%	30%	50%	63%	51%	41%	44%	45%	49%	31%	27%	58%	72%
Pessimistic Total	49%	49%	45%	50%	52%	47%	48%	50%	48%	46%	51%	47%	64%	33%	50%	64%	43%	33%	46%	51%	48%	50%	47%	64%	66%	36%	25%
Very optimistic	13%	16%	18%	14%	12%	15%	14%	13%	14%	16%	13%	17%	9%	21%	12%	10%	15%	22%	17%	13%	13%	13%	18%	10%	6%	19%	26%
Somewhat optimistic	31%	31%	31%	30%	30%	33%	34%	30%	33%	30%	31%	30%	21%	40%	31%	21%	36%	41%	34%	28%	31%	31%	21%	22%	39%	45%	
Somewhat pessimistic	29%	27%	27%	30%	29%	26%	28%	28%	27%	27%	30%	27%	34%	22%	30%	32%	28%	22%	28%	28%	27%	29%	27%	34%	33%	24%	18%
Very pessimistic	20%	21%	18%	20%	23%	21%	20%	22%	20%	20%	21%	20%	31%	11%	20%	32%	14%	11%	18%	23%	21%	21%	19%	30%	33%	12%	7%
Unsure	7%	5%	6%	7%	6%	5%	5%	7%	6%	7%	5%	6%	6%	5%	7%	5%	7%	4%	3%	8%	8%	5%	5%	6%	7%	6%	3%

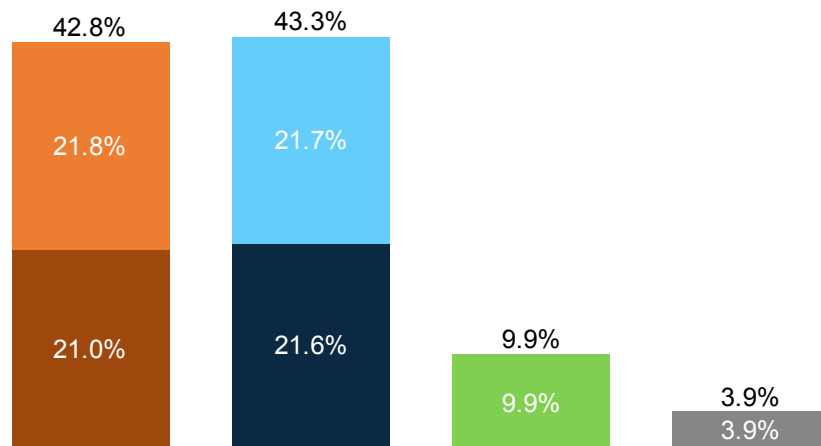
How optimistic or pessimistic are you about your personal financial outlook for the next few months?

Key Democratic groups, including women <35 and 65+, most motivated by *Dobbs* who weren't motivated before



Earlier this year, abortion was not a major focus of the election. Then the U.S. Supreme Court overturned *Roe v Wade* with the *Dobbs* decision. Did the *Dobbs* decision make you more engaged, less engaged, or make no difference on your election engagement this year?

Party identification is evenly divided, including among Independents



		Republicans						Democrats				Equally				Unsure												
		Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
	Republicans	39%	47%	33%	39%	48%	47%	37%	44%	40%	47%	50%	38%	87%	5%	36%	83%	23%	6%	38%	46%	37%	48%	44%	86%	88%	5%	4%
	Democrats	47%	40%	48%	46%	39%	43%	49%	42%	45%	40%	38%	48%	4%	86%	32%	10%	48%	88%	49%	39%	46%	40%	44%	4%	5%	85%	89%
	Completely with Republicans	20%	22%	14%	18%	24%	24%	19%	20%	18%	26%	25%	18%	47%	2%	9%	43%	7%	4%	18%	23%	18%	24%	22%	46%	49%	2%	2%
	Mostly with Republicans	19%	24%	18%	20%	24%	23%	18%	23%	22%	21%	25%	20%	40%	3%	26%	40%	16%	2%	20%	23%	20%	24%	23%	41%	39%	2%	3%
Equally with Republicans and Democrats		9%	10%	14%	10%	10%	7%	9%	10%	11%	10%	9%	9%	7%	7%	23%	5%	21%	5%	9%	10%	11%	9%	9%	7%	5%	8%	5%
	Mostly with Democrats	24%	20%	25%	23%	19%	21%	22%	21%	22%	19%	20%	25%	3%	39%	25%	5%	31%	36%	26%	19%	21%	22%	23%	3%	3%	39%	37%
	Completely with Democrats	23%	20%	23%	22%	20%	22%	28%	21%	22%	21%	18%	23%	1%	48%	7%	5%	16%	52%	23%	21%	25%	18%	21%	1%	2%	46%	52%
	Unsure	5%	3%	5%	6%	4%	3%	4%	4%	4%	4%	3%	4%	2%	2%	9%	2%	7%	1%	3%	4%	5%	3%	3%	2%	1%	2%	1%

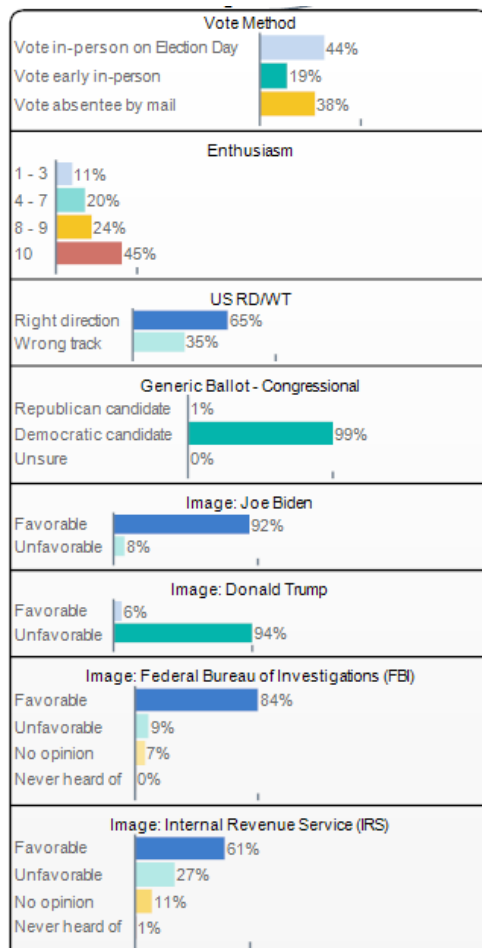
People see themselves across the political spectrum. Based on the following options, where do you currently most closely identify in relation to the two parties' beliefs?



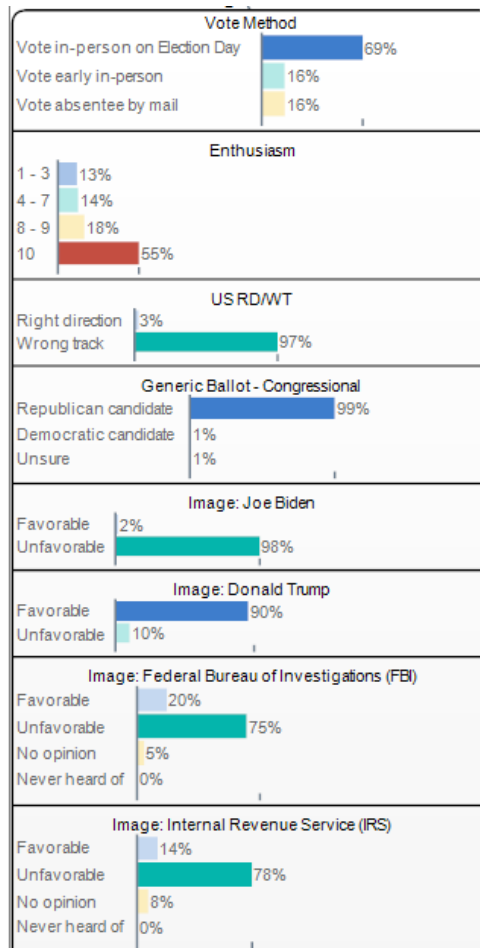
CYGNAL

Segmentation Analysis:

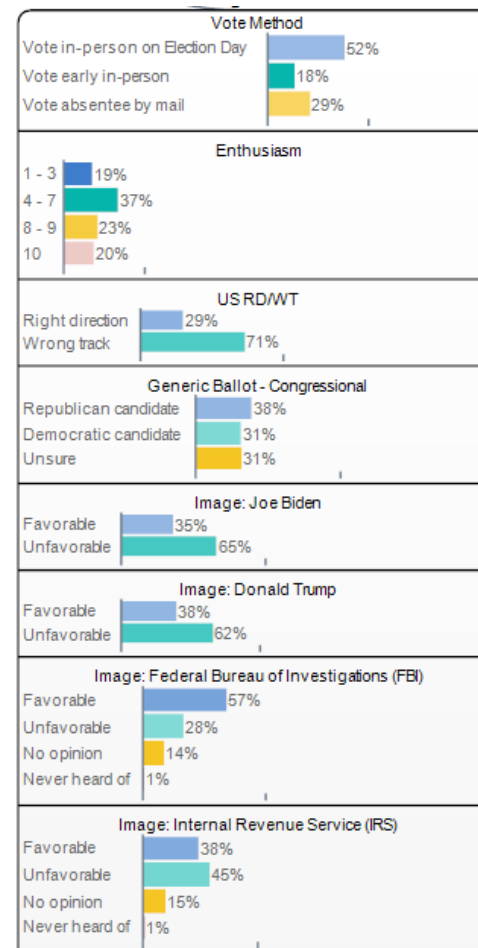
Democratic Base (42%)



GOP Base (39%)



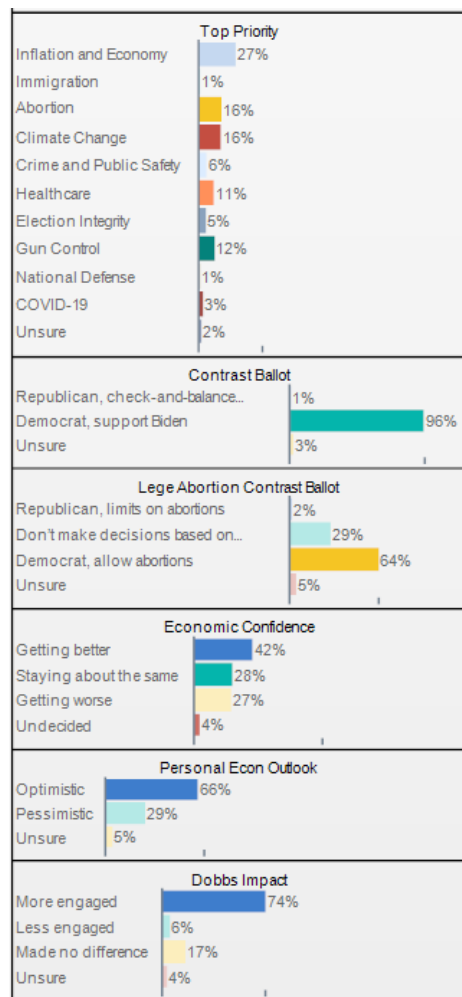
Moderates (19%)



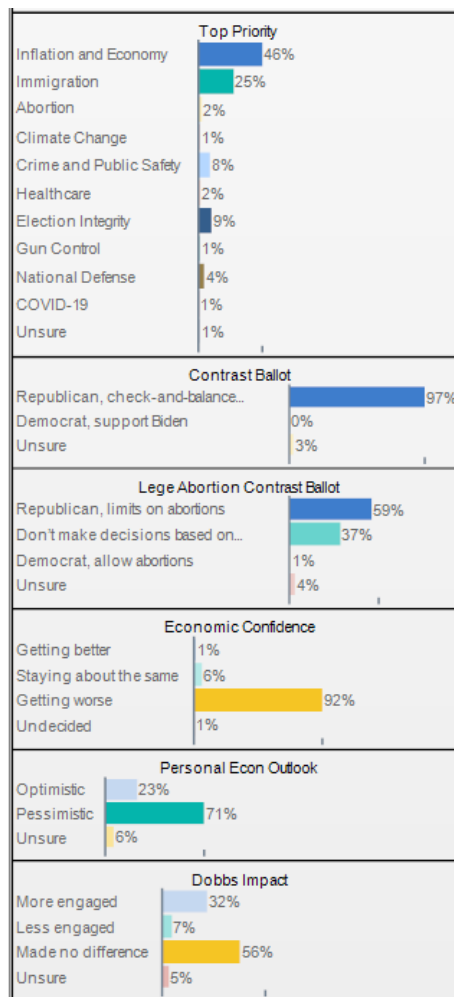
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

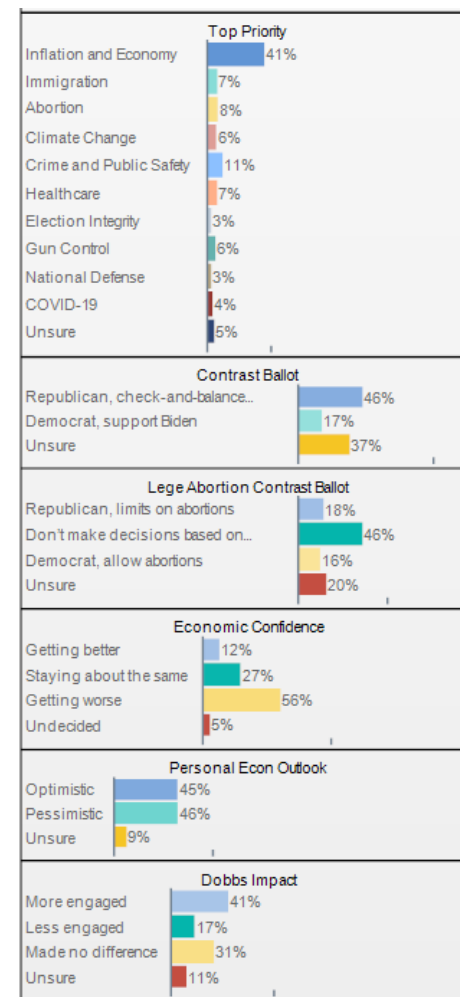
Democratic Base (42%)



GOP Base (39%)



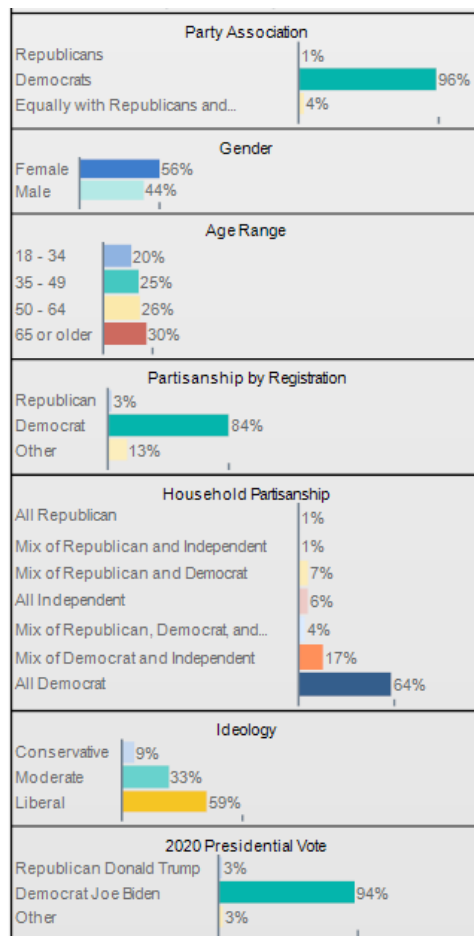
Moderates (19%)



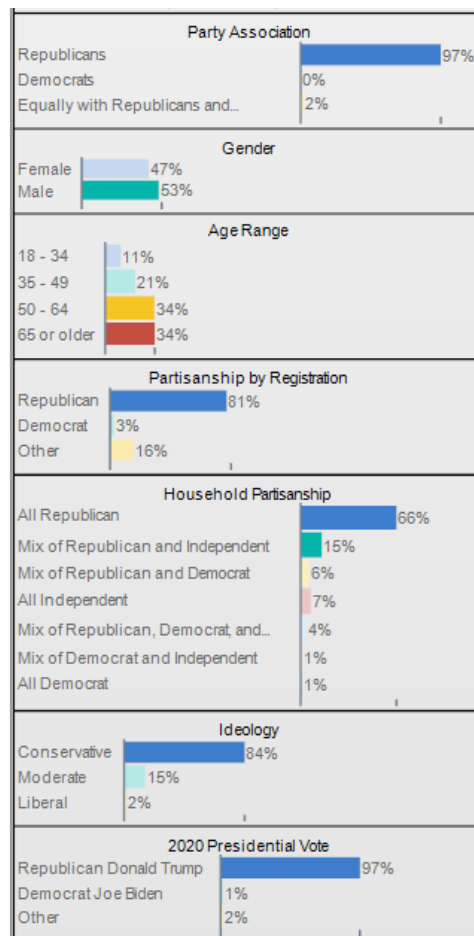
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Segmentation Analysis:

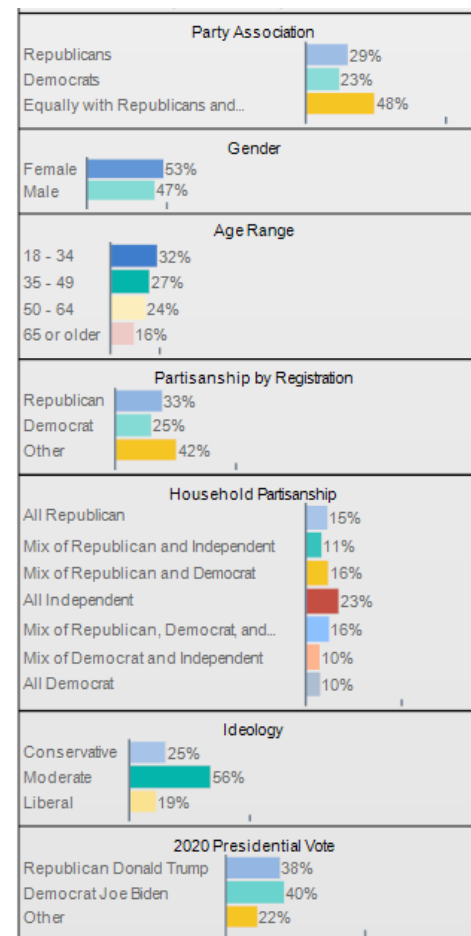
Democratic Base (42%)



GOP Base (39%)



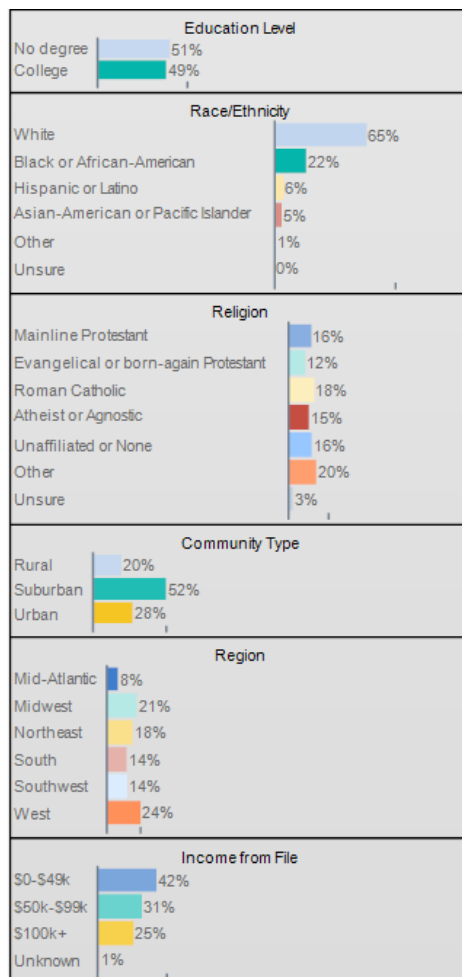
Moderates (19%)



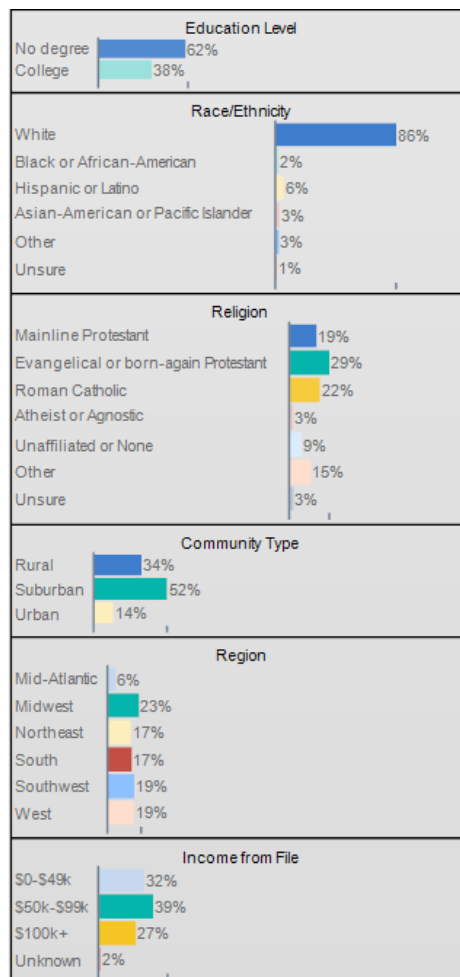
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Segmentation Analysis:

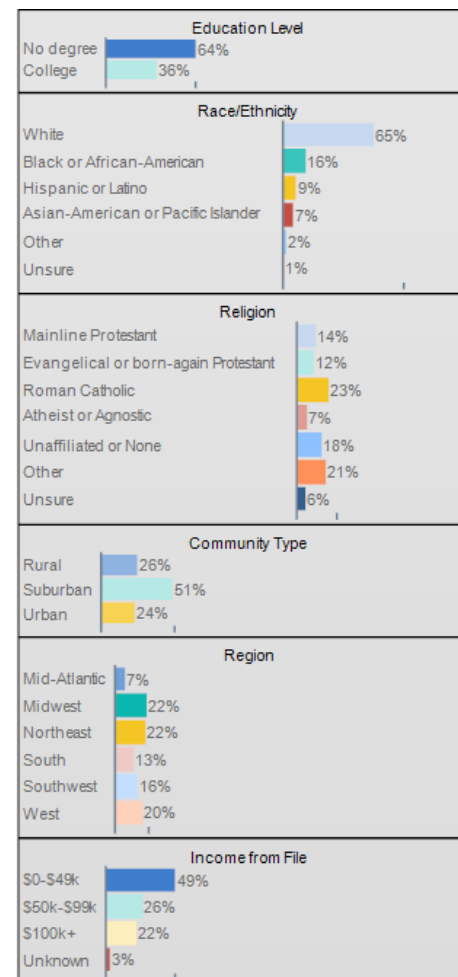
Democratic Base (42%)



GOP Base (39%)



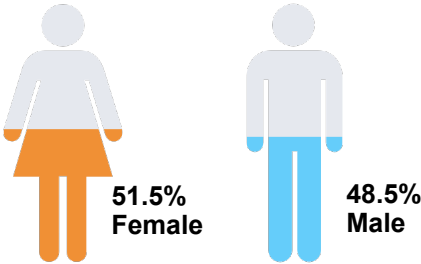
Moderates (19%)



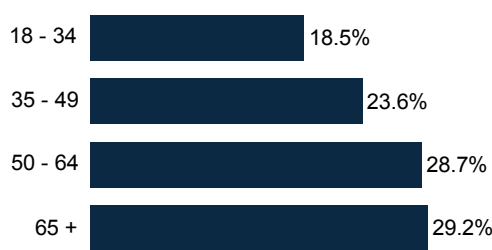
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Demographics

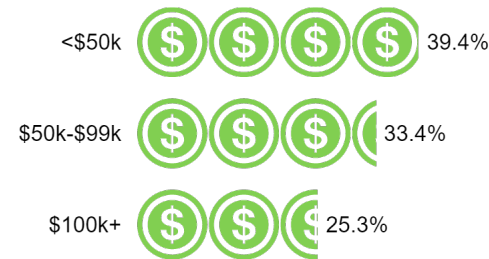
Sex



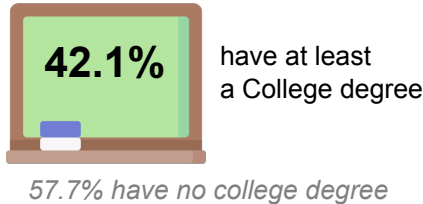
Age Range



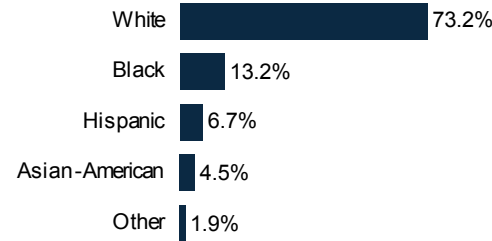
Household Income



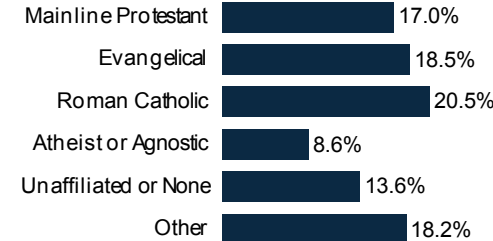
Education



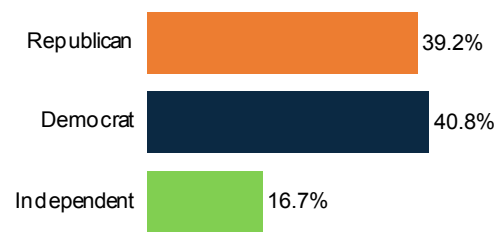
Race



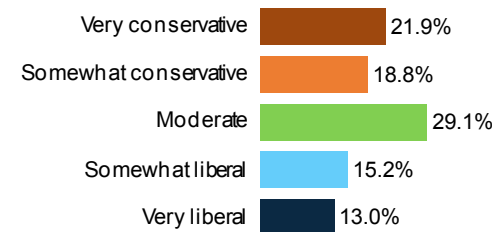
Religion



Partisanship



Ideology



Geo - Region

