

September 18, 2022



CYGNAL

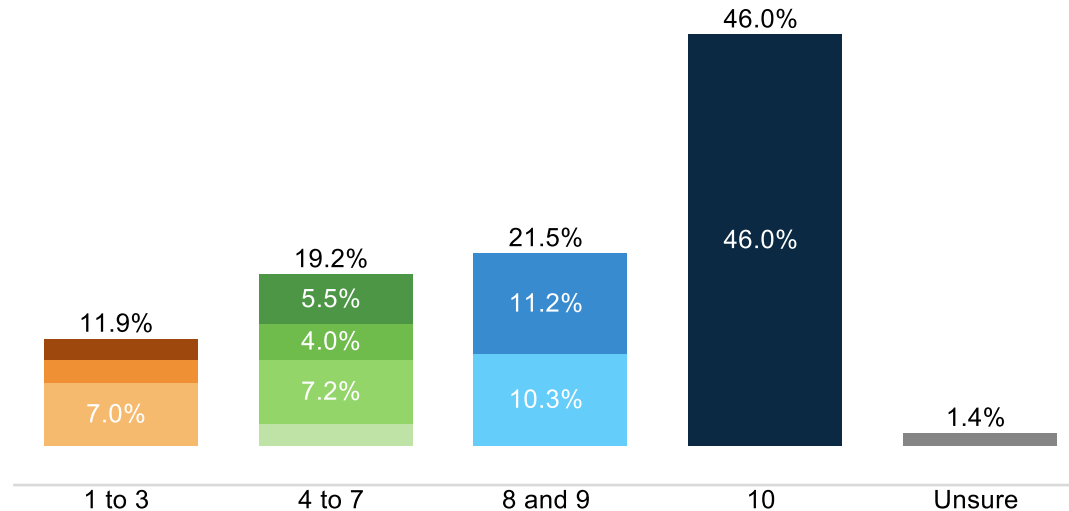
Survey of Likely General Election Voters **National**

September 14 – 16, 2022 | n=5,166 | $\pm 1.36\%$

Insights & Analysis

- Americans are becoming **less negative** about the **direction of the country** and its leadership.
- **Republicans no longer has the advantage in voter enthusiasm**, with 49% of Republicans rating their interest in the election as a 10 (out of 10) compared to only 48% of Democrats. Independent “10” interest fell slightly to 37%.
- The **generic ballot** was D+0.8 in August and is **now even**. Independents still favor the Republican (R+5). The Republican is now **losing women by 4% compared to 7% in August**.
 - A **check-and-balance Republican on Biden pulls ahead by 5%** with the most significant swings coming among Independents, lower-educated voters, and middle-income earners.
- President **Biden is now only barely underwater** (-2% net fav), a significant improvement in the past month (-8% in August, -12% in July).
- Voters overwhelmingly prefer Main Street to Wall Street with voters having a **47% favorable opinion of corporations** and **85% favorable opinion of small business**.
- **Inflation** remains the overwhelming top issue and **grew slightly** 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.
- **Engagement** in this cycle because of the *Dobbs* decision is **trending upward** especially with **women under age 35 and college-educated voters** – two groups not favorable to Republicans.
- **Economic confidence continues to improve** thought it is still very bad overall. Democrats and seniors are more optimistic than in August. Personal financial outlook has also shifted in a positive trend among these same more Democratic groups.
- A majority of Republicans and Independents want **corporations to ignore political debate**. Democrats and voters under 50 want corporations to take a stand on political issues. The same groups believe companies should or should not be involved in social issues, with Democrats showing the most support for companies and social issues.

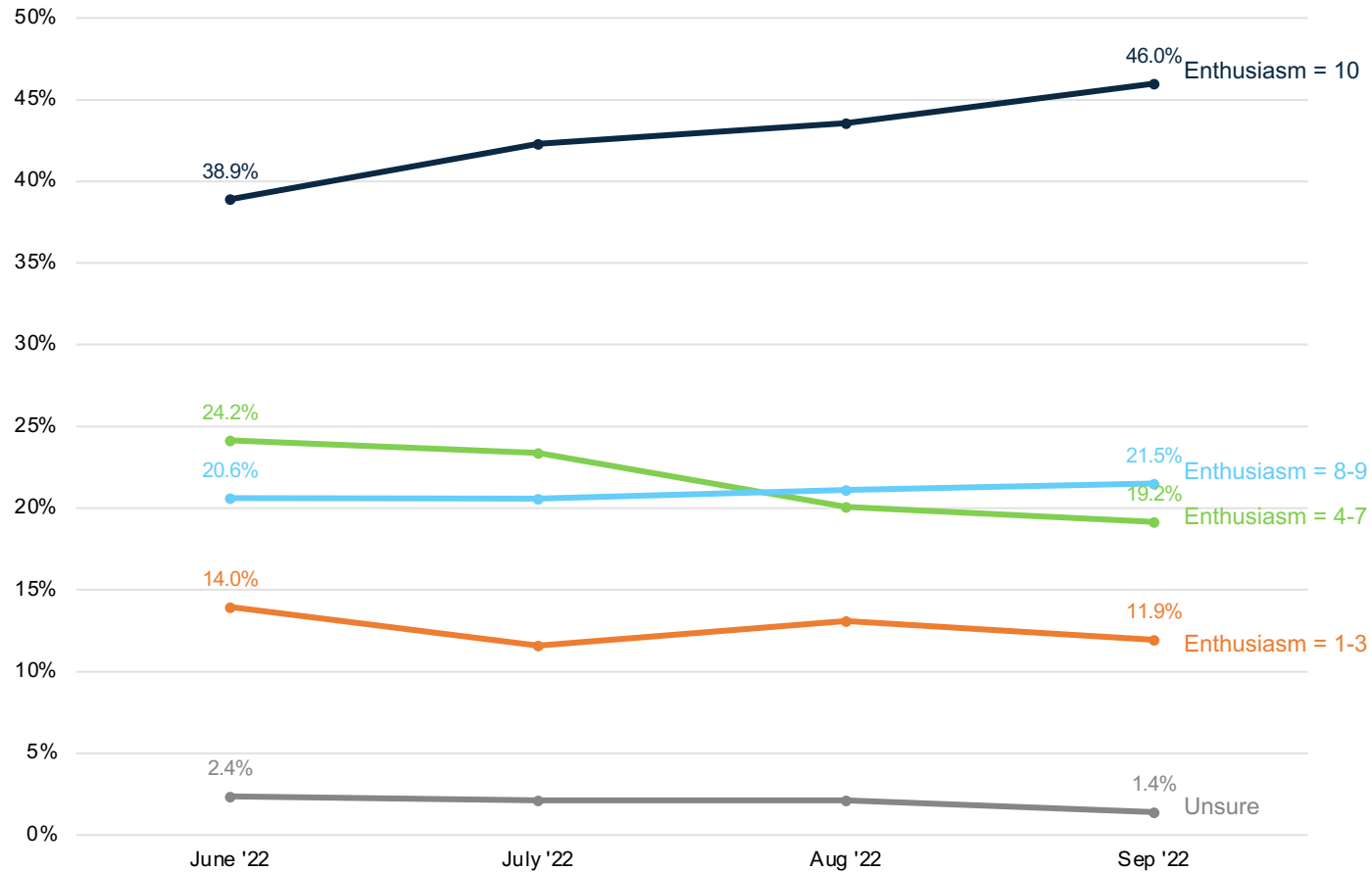
Republicans no longer hold the enthusiasm gap on Democrats



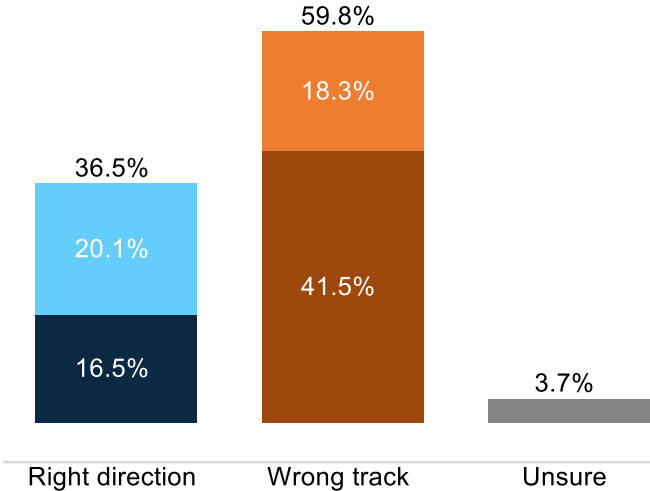
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
1 to 3	10%	11%	11%	20%	10%	8%	7%	17%	9%	11%	13%	12%	10%	14%	12%	10%	15%	11%	13%	10%	12%	12%	13%	12%	11%	8%	19%	8%	18%
4 to 7	36%	24%	18%	15%	21%	17%	16%	12%	24%	19%	19%	19%	17%	19%	16%	19%	26%	15%	26%	17%	14%	23%	22%	21%	13%	18%	14%	21%	11%
8 and 9	21%	22%	22%	17%	28%	23%	21%	20%	24%	22%	23%	20%	22%	20%	22%	22%	20%	21%	22%	22%	23%	21%	21%	22%	22%	24%	17%	23%	19%
10	31%	41%	47%	47%	40%	51%	54%	50%	41%	47%	43%	47%	50%	45%	49%	48%	37%	51%	37%	49%	51%	43%	42%	45%	54%	48%	49%	47%	51%
Unsure	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%

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?

Trend: Enthusiasm



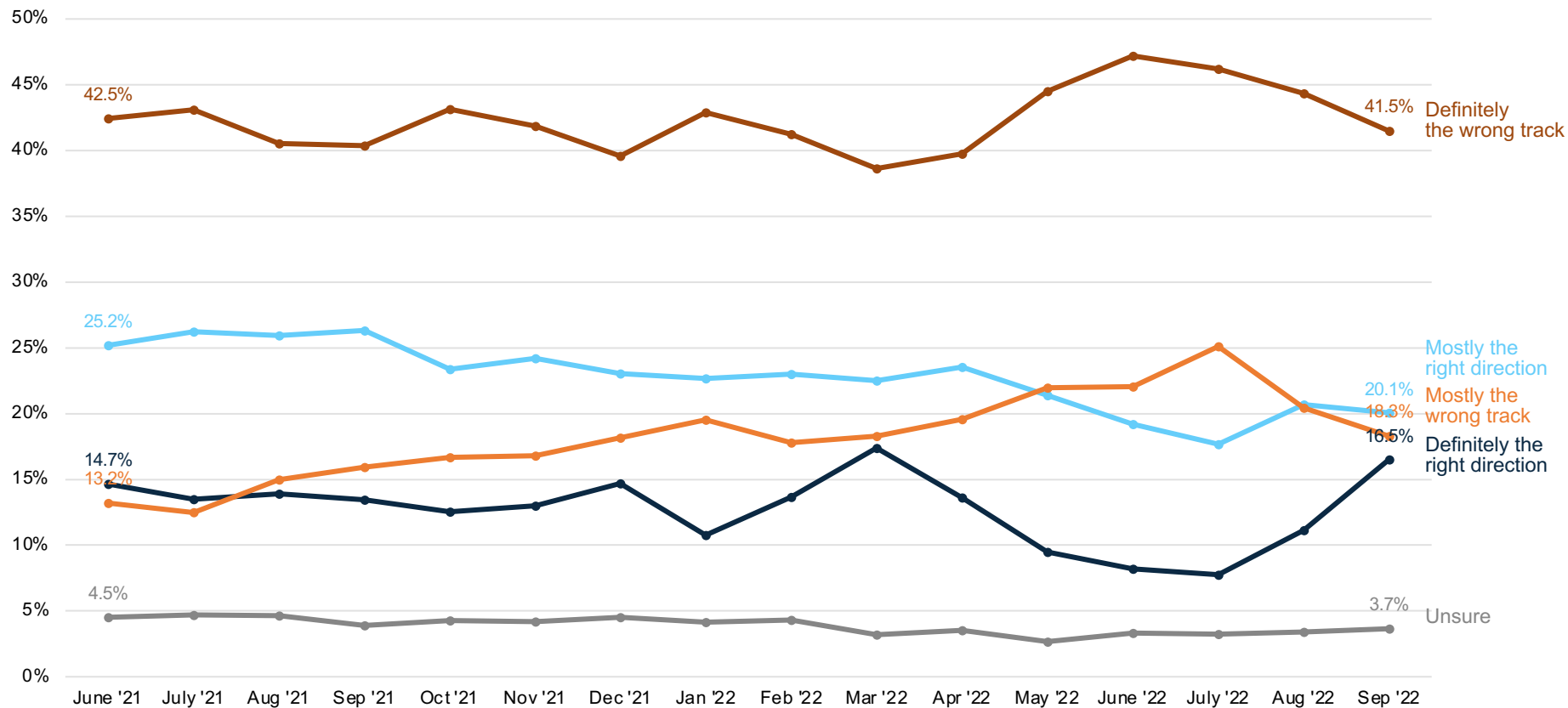
Pessimism continues to ease, fueled by more optimism among Democrats since August



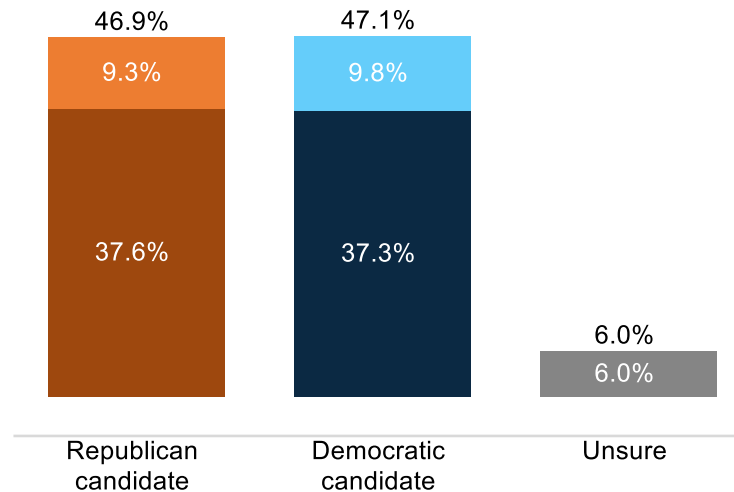
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Right direction	34%	35%	29%	37%	55%	56%	29%	27%	37%	34%	42%	29%	37%	39%	13%	65%	25%	19%	39%	62%	45%	30%	34%	30%	48%	15%	8%	65%	66%
Wrong track	61%	59%	66%	58%	42%	42%	69%	71%	59%	62%	55%	67%	60%	57%	86%	30%	71%	80%	56%	32%	52%	66%	62%	67%	48%	83%	91%	30%	28%
Definitely the right direction	12%	16%	8%	12%	36%	37%	12%	9%	17%	12%	22%	12%	14%	21%	5%	32%	7%	11%	13%	30%	24%	11%	13%	11%	28%	7%	1%	34%	24%
Mostly the right direction	22%	18%	21%	25%	19%	20%	17%	18%	21%	22%	20%	17%	23%	18%	7%	33%	18%	8%	26%	33%	22%	19%	21%	19%	20%	8%	7%	31%	42%
Mostly the wrong track	31%	21%	19%	18%	20%	12%	12%	17%	22%	18%	17%	19%	18%	19%	17%	16%	25%	13%	25%	18%	16%	20%	22%	19%	12%	18%	16%	16%	17%
Definitely the wrong track	31%	38%	48%	40%	21%	30%	57%	54%	37%	44%	38%	48%	42%	38%	69%	13%	46%	66%	31%	14%	36%	46%	39%	48%	36%	66%	75%	14%	11%
Unsure	5%	6%	5%	5%	4%	2%	2%	1%	4%	4%	3%	4%	3%	4%	2%	5%	4%	1%	5%	5%	3%	4%	4%	3%	3%	2%	1%	5%	5%

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 still a toss up as political environment post-*Dobbs* settles



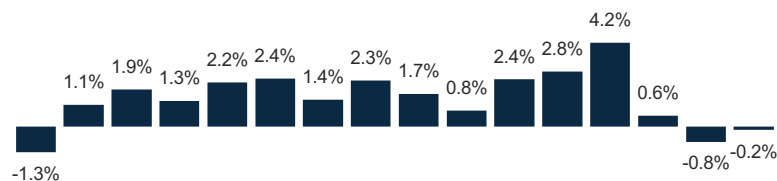
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Republican candidate	36%	42%	49%	46%	37%	34%	60%	62%	44%	49%	43%	54%	49%	43%	91%	7%	44%	80%	35%	9%	41%	51%	46%	55%	40%	91%	91%	6%	8%
Democratic candidate	56%	50%	43%	49%	58%	63%	35%	33%	48%	45%	53%	39%	46%	51%	6%	91%	39%	17%	54%	89%	55%	42%	48%	40%	56%	5%	6%	92%	90%
Definitely the Republican candidate	23%	32%	40%	40%	23%	29%	50%	51%	37%	39%	34%	45%	40%	33%	77%	4%	29%	69%	23%	5%	33%	41%	35%	45%	34%	76%	81%	3%	5%
Probably the Republican candidate	13%	9%	9%	6%	14%	5%	10%	10%	8%	10%	9%	10%	9%	10%	14%	3%	15%	11%	12%	3%	8%	10%	10%	10%	7%	15%	10%	3%	4%
Probably the Democratic candidate	18%	14%	8%	7%	11%	12%	6%	6%	9%	10%	11%	8%	11%	9%	3%	14%	15%	4%	15%	13%	9%	10%	12%	7%	8%	3%	3%	16%	9%
Definitely the Democratic candidate	38%	36%	35%	42%	47%	51%	29%	28%	39%	35%	42%	31%	35%	42%	3%	77%	23%	13%	39%	76%	46%	31%	35%	32%	47%	3%	3%	76%	81%
Unsure	8%	9%	8%	4%	5%	3%	5%	5%	7%	7%	5%	6%	5%	6%	3%	2%	17%	3%	11%	3%	4%	7%	7%	6%	4%	4%	3%	2%	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?



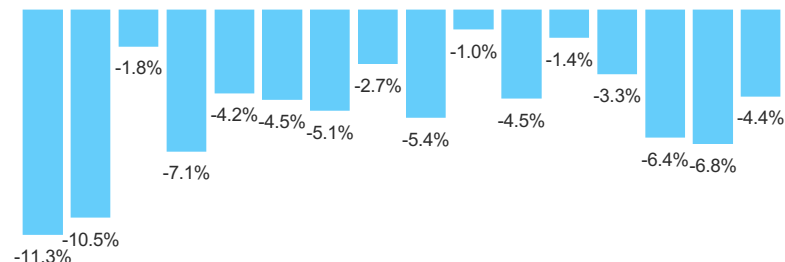
GOP sees correction to pre-*Dobbs* margin with women

Overall (%Rep-%Dem)



June '21 July '21 Aug '21 Sep '21 Oct '21 Nov '21 Dec '21 Jan '22 Feb '22 Mar '22 Apr '22 May '22 June '22 July '22 Aug '22 Sep '22

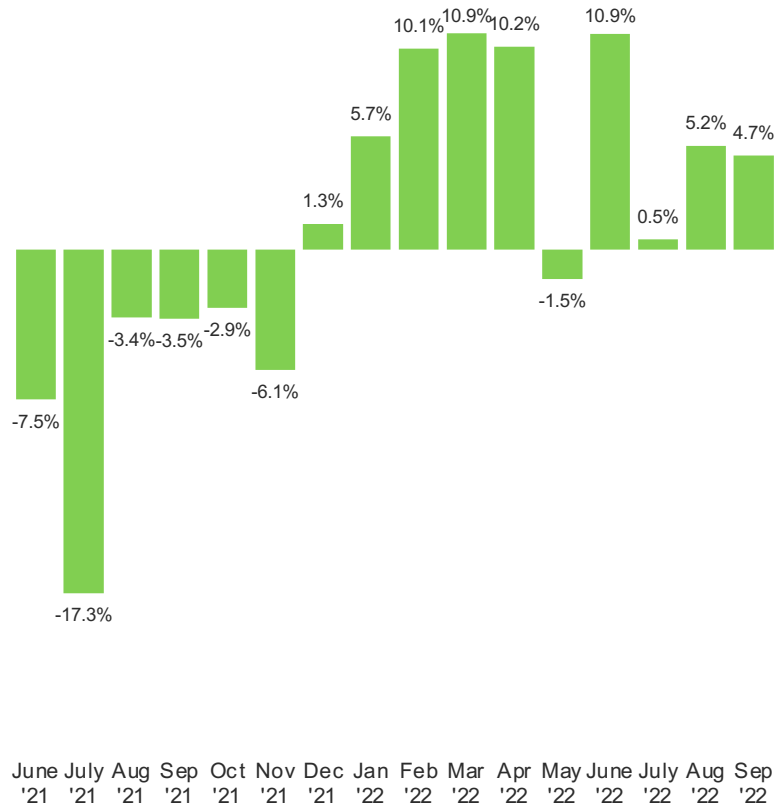
Females (%Rep-%Dem)



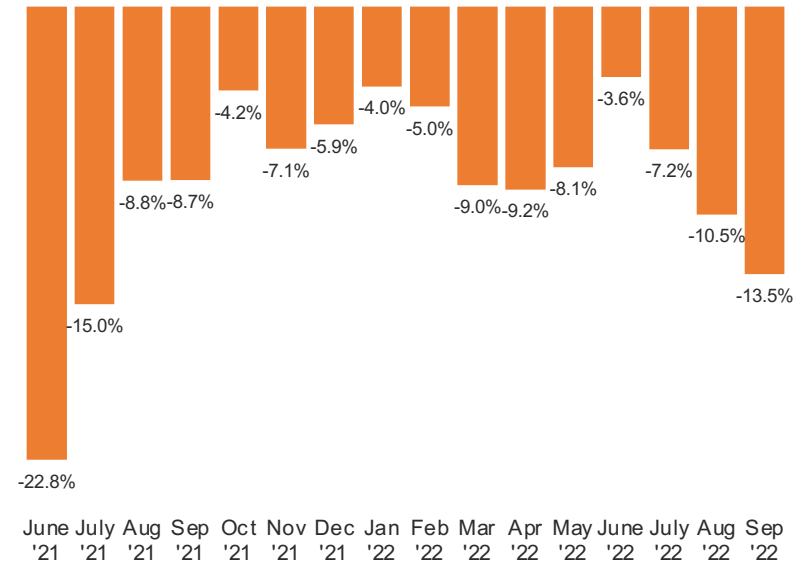
June '21 July '21 Aug '21 Sep '21 Oct '21 Nov '21 Dec '21 Jan '22 Feb '22 Mar '22 Apr '22 May '22 June '22 July '22 Aug '22 Sep '22

GOP holds steady with Independents; college-educated voters continue to more toward Democrats

Indies (%Rep-%Dem)



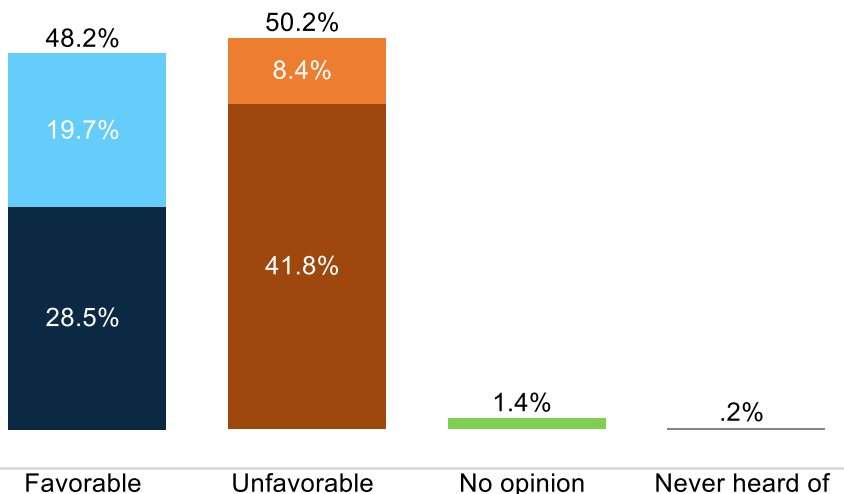
College (%Rep-%Dem)



Generic Ballot Change: August to September 2022

	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 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%	3%	0%	2%	-4%	-13%	4%	9%	4%	1%	-3%	4%	-3%	1%	1%	0%	0%	-5%	4%	1%	-1%	1%	4%	4%	-8%	1%	2%	-1%	2%
Democratic candidate	2%	-2%	-1%	-2%	5%	14%	-4%	-9%	-5%	-2%	4%	-5%	4%	0%	-1%	1%	0%	5%	-2%	-1%	2%	-2%	-4%	-4%	9%	0%	-2%	2%	-2%
Definitely the Republican candidate	-3%	4%	-1%	2%	-6%	-10%	3%	6%	5%	0%	-2%	4%	-3%	-1%	1%	-1%	-2%	-5%	4%	0%	-2%	1%	4%	2%	-7%	0%	4%	-1%	0%
Probably the Republican candidate	2%	-1%	1%	-1%	2%	-3%	1%	2%	-1%	1%	-1%	0%	0%	2%	0%	1%	2%	0%	0%	1%	1%	0%	0%	2%	-1%	1%	-2%	0%	2%
Probably the Democratic candidate	4%	0%	1%	1%	-6%	0%	-3%	-2%	-4%	-1%	0%	0%	1%	-1%	0%	-1%	1%	0%	-2%	1%	-2%	0%	0%	-1%	-1%	0%	1%	-2%	-1%
Definitely the Democratic candidate	-2%	-2%	-2%	-3%	11%	14%	-1%	-6%	-1%	-1%	4%	-4%	3%	1%	-1%	2%	-1%	5%	1%	-2%	4%	-2%	-4%	-3%	10%	0%	-3%	4%	-1%
Unsure	-1%	-1%	1%	0%	-1%	-2%	0%	0%	0%	0%	-1%	1%	-1%	-1%	0%	-1%	0%	0%	-2%	0%	-1%	0%	-1%	0%	-1%	0%	0%	-1%	0%

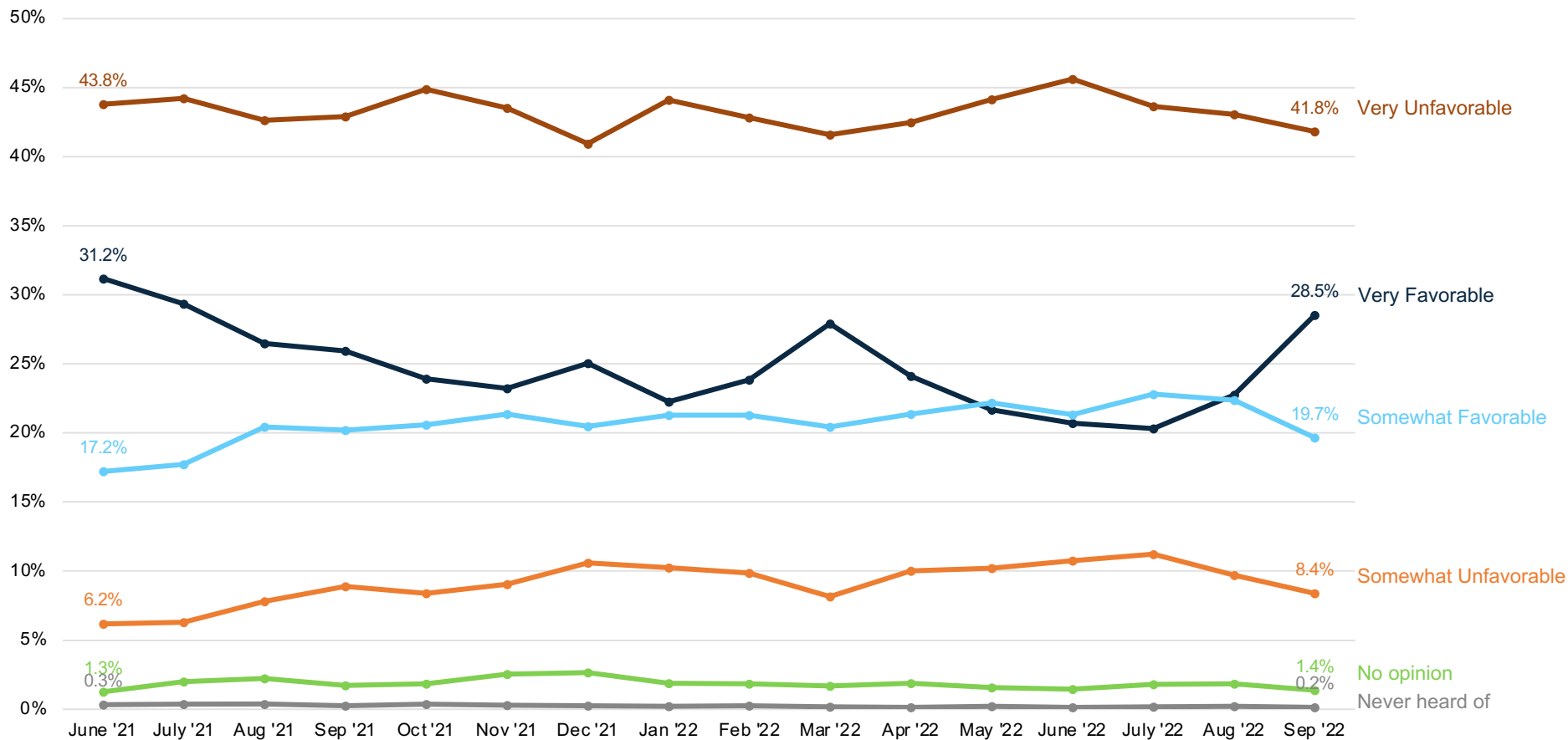
Biden is nearing an even image after +6 net image shift from August; image remains very unfavorable with Independents



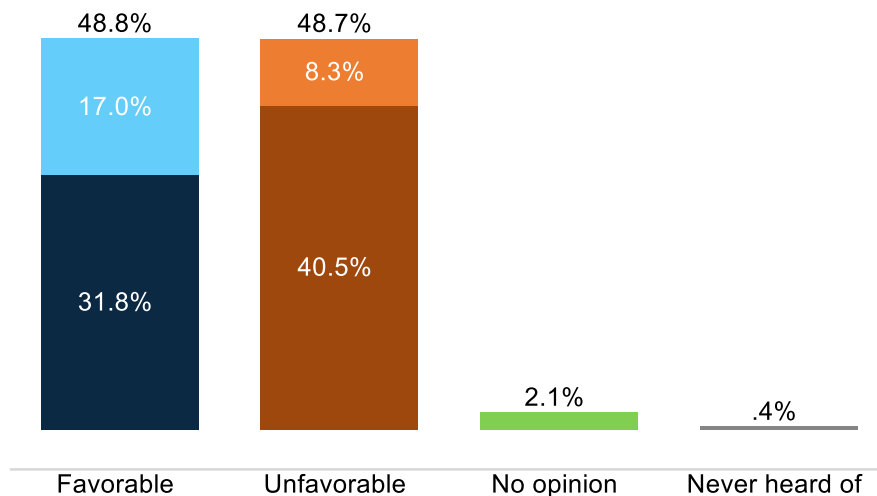
	F 18-34	F 35-49	F 50-64	F 65+	M 18-34	M 35-49	M 50-64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	50%	50%	45%	51%	66%	64%	35%	35%	50%	46%	53%	40%	46%	53%	13%	87%	37%	22%	53%	86%	56%	42%	47%	41%	59%	15%	10%	87%	87%
Unfavorable Total	47%	47%	54%	48%	33%	35%	64%	64%	49%	52%	46%	59%	52%	45%	85%	12%	60%	77%	44%	14%	42%	56%	51%	58%	40%	83%	89%	12%	12%
Very Favorable	23%	25%	23%	34%	44%	46%	20%	20%	28%	24%	33%	23%	27%	35%	4%	58%	15%	14%	26%	55%	36%	23%	26%	22%	39%	5%	3%	57%	63%
Somewhat Favorable	27%	25%	22%	17%	22%	18%	15%	15%	21%	22%	20%	17%	19%	19%	9%	29%	23%	8%	27%	31%	20%	20%	21%	18%	20%	10%	7%	30%	25%
Somewhat Unfavorable	16%	12%	8%	5%	10%	6%	8%	6%	10%	6%	8%	10%	9%	9%	8%	6%	16%	5%	14%	7%	8%	9%	10%	9%	6%	9%	4%	6%	4%
Very Unfavorable	31%	35%	46%	43%	23%	28%	57%	58%	38%	46%	38%	49%	43%	37%	78%	6%	45%	72%	30%	6%	35%	47%	41%	49%	35%	74%	85%	6%	8%
No Opinion	3%	3%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Never Heard Of	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

Trend: Joe Biden Image Trend



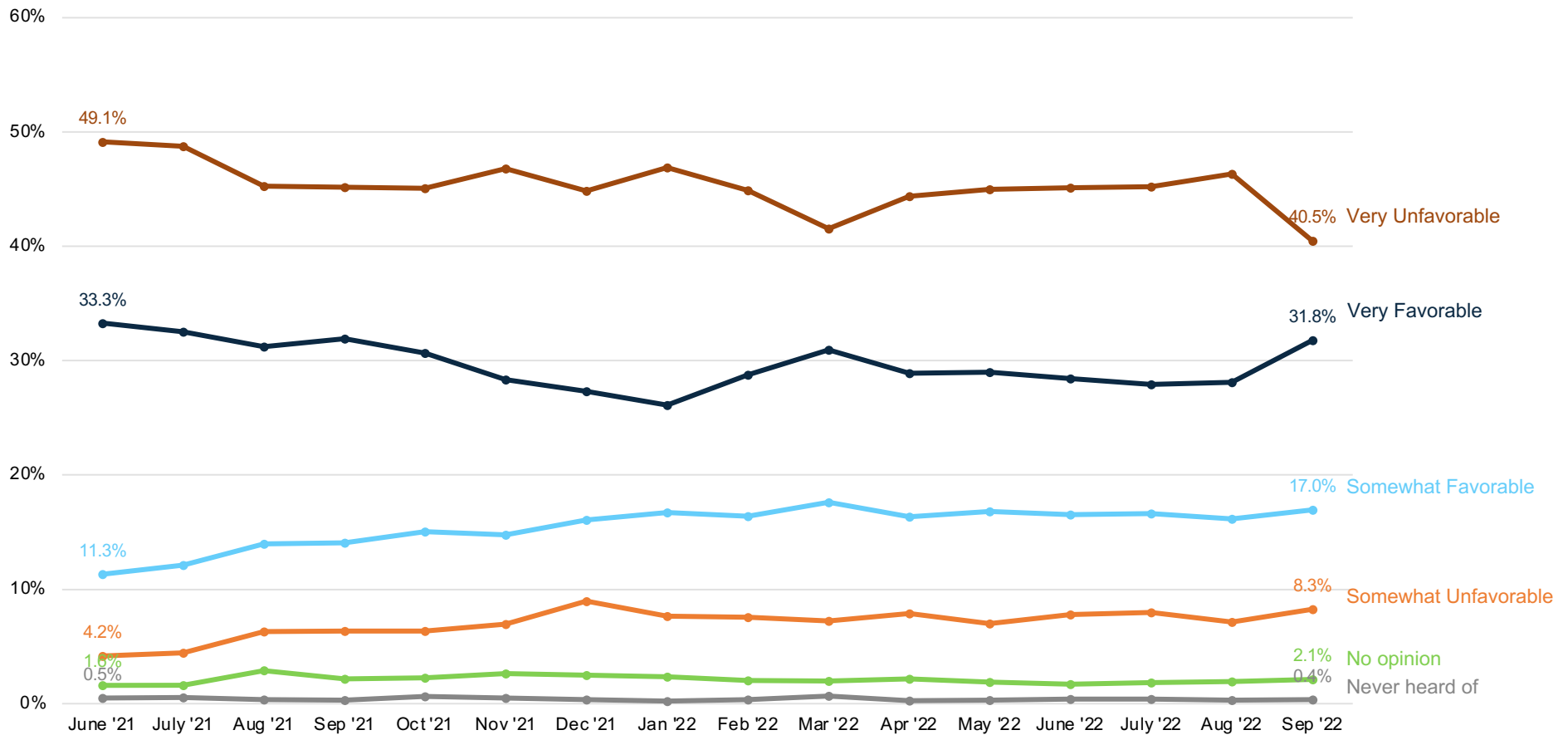
Trump image is now positive; fostered by double-digit positive swings among college-educated and upper-income voters



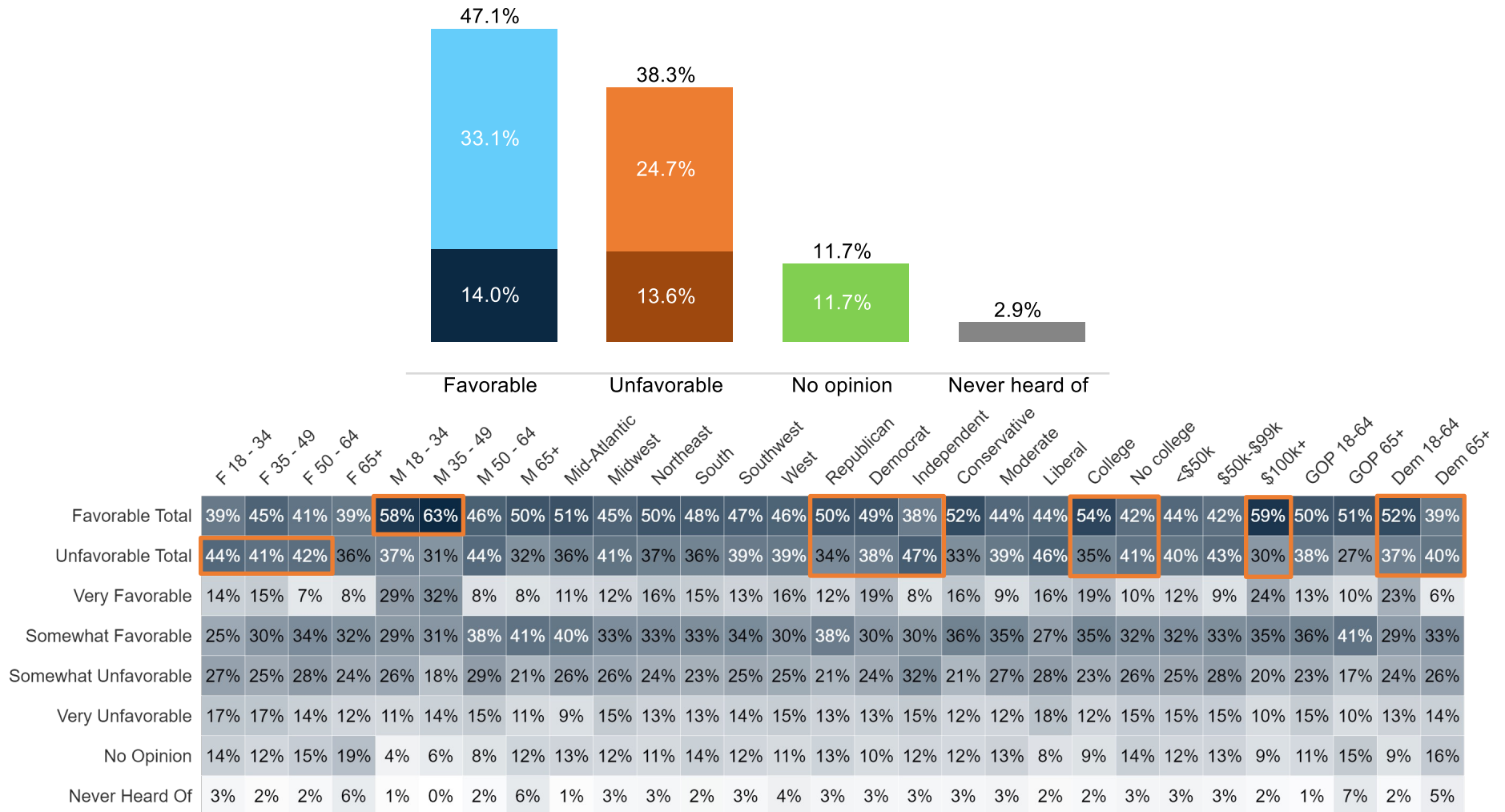
	F 18-34	F 35-49	F 50-64	F 65+	M 18-34	M 35-49	M 50-64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	41%	47%	44%	42%	55%	53%	55%	54%	43%	48%	50%	55%	51%	44%	83%	20%	40%	78%	34%	20%	45%	52%	46%	52%	50%	83%	82%	24%	7%
Unfavorable Total	55%	50%	53%	56%	40%	45%	44%	44%	55%	49%	48%	43%	47%	53%	16%	77%	56%	21%	63%	78%	53%	46%	51%	46%	49%	15%	17%	73%	92%
Very Favorable	22%	32%	32%	30%	29%	32%	38%	36%	26%	33%	33%	38%	32%	26%	60%	10%	20%	55%	17%	11%	26%	36%	32%	34%	29%	60%	61%	12%	3%
Somewhat Favorable	19%	15%	13%	12%	26%	21%	17%	18%	18%	15%	17%	17%	18%	18%	23%	10%	20%	23%	16%	9%	19%	16%	14%	17%	20%	24%	21%	12%	4%
Somewhat Unfavorable	9%	8%	8%	5%	12%	13%	7%	6%	10%	9%	7%	7%	9%	8%	7%	8%	12%	8%	12%	5%	9%	8%	8%	8%	9%	7%	6%	9%	3%
Very Unfavorable	45%	42%	45%	51%	28%	32%	36%	38%	45%	40%	40%	36%	39%	44%	9%	70%	44%	13%	51%	73%	44%	38%	42%	39%	40%	8%	10%	63%	89%
No Opinion	3%	3%	2%	1%	4%	2%	2%	1%	2%	3%	2%	1%	2%	3%	1%	2%	3%	1%	3%	2%	2%	2%	3%	2%	1%	2%	1%	2%	0%
Never Heard Of	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%

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

Trend: Donald Trump Image

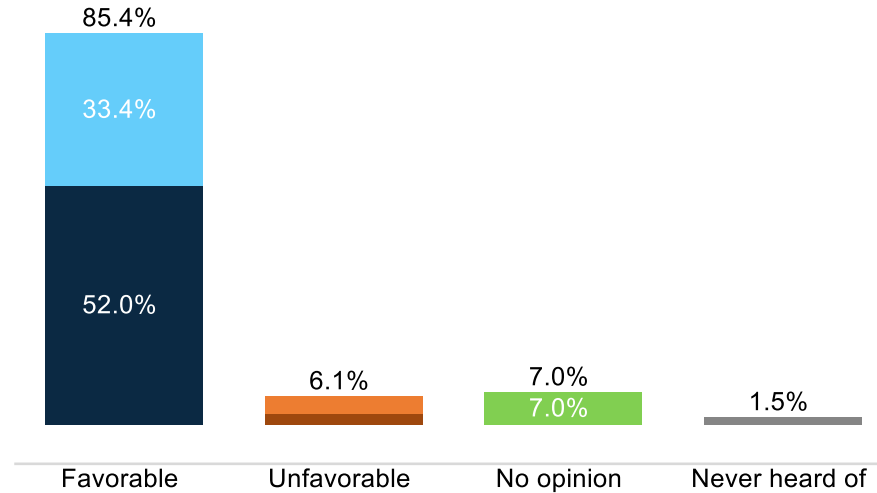


Large corporations viewed favorably by plurality; favorable among GOP and Dems; unfav among Independents



Do you have a favorable or unfavorable impression of Corporations?

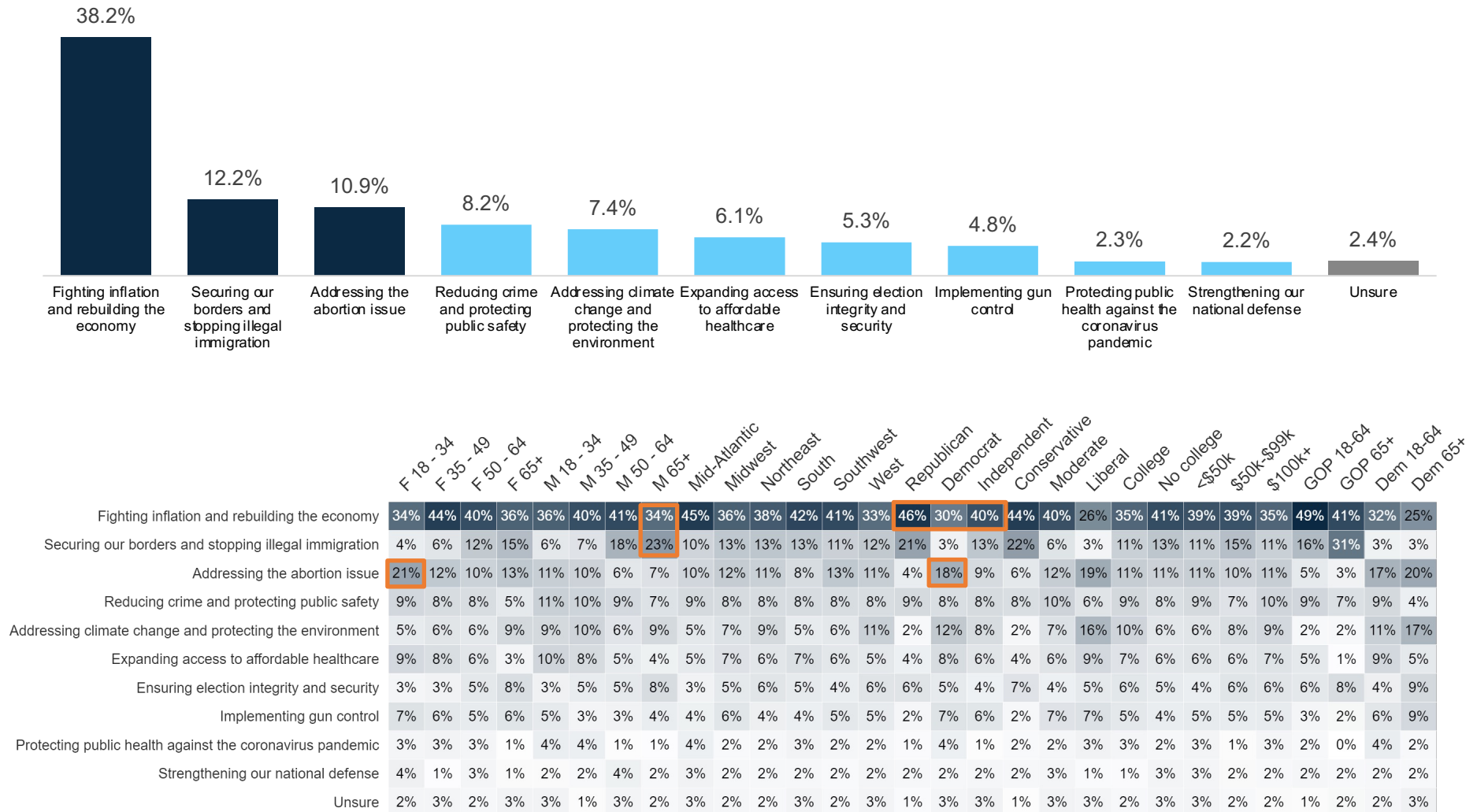
Small businesses are beloved by everyone



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 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	83%	87%	86%	80%	90%	89%	87%	84%	85%	86%	85%	85%	86%	86%	86%	84%	86%	84%	87%	88%	83%	84%	85%	88%	87%	84%	87%	82%	
Unfavorable Total	9%	5%	5%	5%	6%	7%	7%	5%	5%	5%	7%	6%	8%	5%	6%	6%	6%	6%	6%	5%	7%	6%	6%	5%	7%	4%	7%	4%	
Very Favorable	49%	50%	50%	47%	55%	57%	57%	52%	52%	53%	52%	55%	49%	51%	59%	47%	49%	61%	42%	50%	52%	52%	51%	50%	56%	59%	57%	49%	43%
Somewhat Favorable	34%	36%	36%	33%	35%	32%	29%	32%	33%	33%	33%	30%	36%	34%	27%	38%	36%	26%	42%	37%	36%	32%	33%	35%	32%	27%	27%	38%	38%
Somewhat Unfavorable	7%	3%	3%	3%	4%	5%	4%	3%	4%	3%	4%	4%	5%	3%	3%	4%	4%	3%	4%	4%	3%	4%	4%	4%	3%	4%	5%	3%	
Very Unfavorable	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	1%	
No Opinion	7%	7%	8%	12%	3%	4%	5%	8%	8%	8%	6%	6%	7%	7%	6%	7%	9%	6%	8%	6%	8%	8%	7%	6%	6%	8%	5%	12%	
Never Heard Of	1%	1%	2%	3%	0%	0%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	4%	1%	2%	

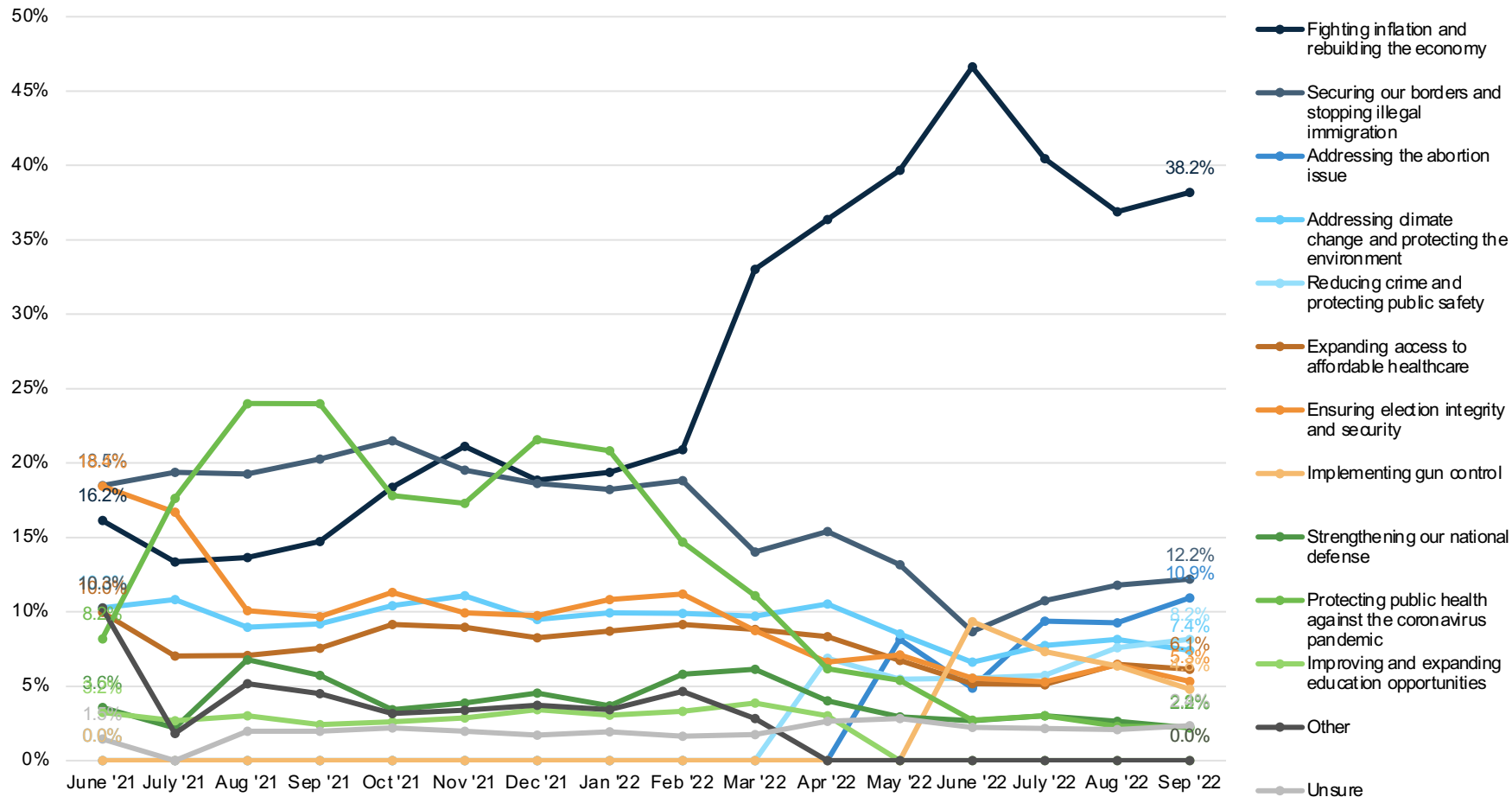
Do you have a favorable or unfavorable impression of Small businesses?

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: August to September 2022

	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 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	2%	2%	3%	8%	-6%	-3%	-4%	5%	9%	-3%	-1%	3%	5%	1%	3%	1%	0%	1%	-1%	2%	0%	2%	0%	4%	0%	0%	9%	0%	2%
Securing our borders and stopping illegal immigration	1%	1%	0%	-2%	-2%	-1%	3%	2%	-1%	2%	2%	1%	-5%	2%	1%	1%	-1%	0%	-1%	1%	1%	0%	1%	1%	-1%	1%	-1%	1%	0%
Addressing the abortion issue	6%	-1%	1%	4%	1%	3%	0%	2%	1%	2%	2%	1%	4%	1%	0%	4%	0%	1%	3%	2%	1%	2%	2%	0%	3%	0%	0%	2%	8%
Addressing climate change and protecting the environment	-4%	0%	-1%	-1%	1%	2%	0%	-2%	-2%	-2%	2%	0%	-1%	-1%	-1%	-1%	1%	0%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	-2%
Reducing crime and protecting public safety	-1%	2%	2%	-2%	2%	0%	2%	0%	3%	1%	0%	0%	3%	-2%	0%	1%	1%	-1%	2%	1%	2%	-1%	2%	0%	0%	1%	-2%	2%	-1%
Expanding access to affordable healthcare	-3%	1%	1%	-2%	-1%	2%	0%	-1%	0%	0%	0%	0%	-2%	0%	1%	-2%	0%	1%	-1%	-2%	-1%	0%	-1%	-1%	1%	2%	-1%	-2%	-2%
Ensuring election integrity and security	0%	0%	-3%	-1%	0%	-1%	-2%	-1%	-2%	0%	0%	-1%	-2%	-2%	0%	-2%	-2%	0%	-1%	-2%	-1%	-1%	-1%	-1%	-3%	0%	0%	-1%	
Implementing gun control	-3%	-4%	-2%	-2%	2%	-2%	-1%	0%	-4%	-1%	-3%	-2%	-1%	-1%	0%	-4%	1%	0%	-1%	-4%	-2%	-1%	-2%	-1%	-2%	0%	0%	-4%	-4%
Strengthening our national defense	2%	-1%	1%	-1%	1%	0%	1%	-4%	-1%	-1%	0%	-1%	-2%	1%	-2%	1%	0%	-1%	0%	0%	-1%	0%	0%	-1%	0%	-1%	-4%	1%	0%
Protecting public health against the coronavirus pandemic	0%	0%	0%	-1%	0%	1%	-1%	-1%	0%	0%	-1%	1%	-1%	0%	0%	0%	-1%	0%	-1%	1%	1%	-1%	-1%	0%	1%	1%	-1%	0%	0%
Unsure	0%	0%	0%	1%	2%	-1%	2%	-1%	-1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%

The motive generic ballot remains in favor of Republicans; Independents, lower-education, and mid-income continue to shift to GOP

A Republican who will be a check-and-balance to President Joe Biden's policies

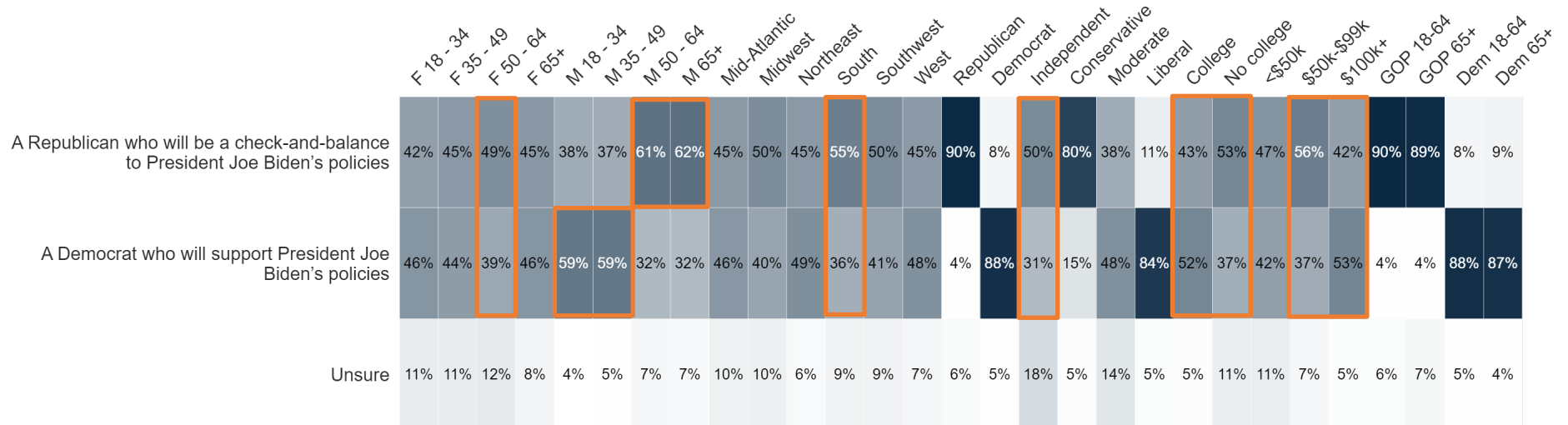
48.3%

A Democrat who will support President Joe Biden's policies

43.4%

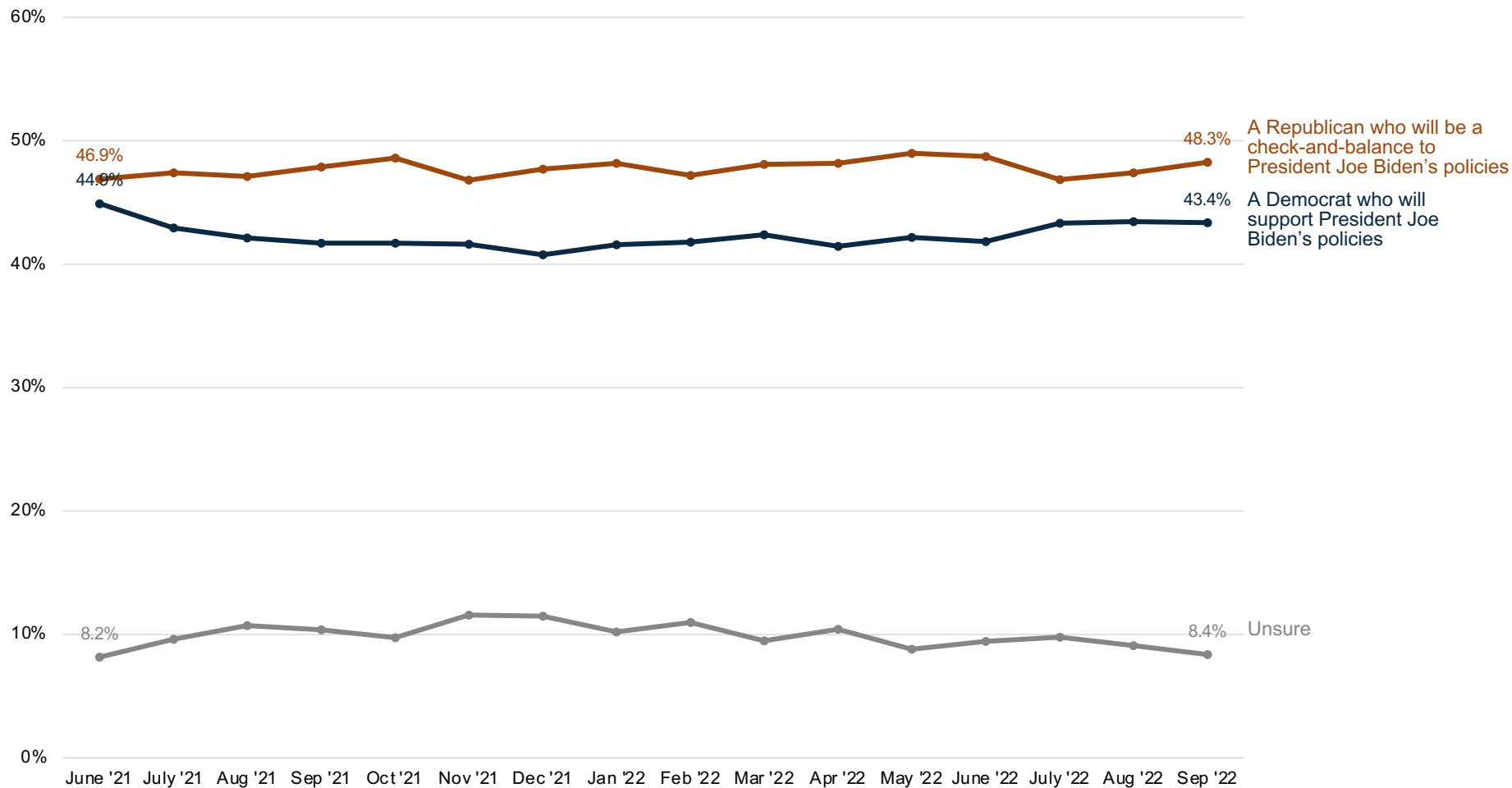
Unsure

8.4%

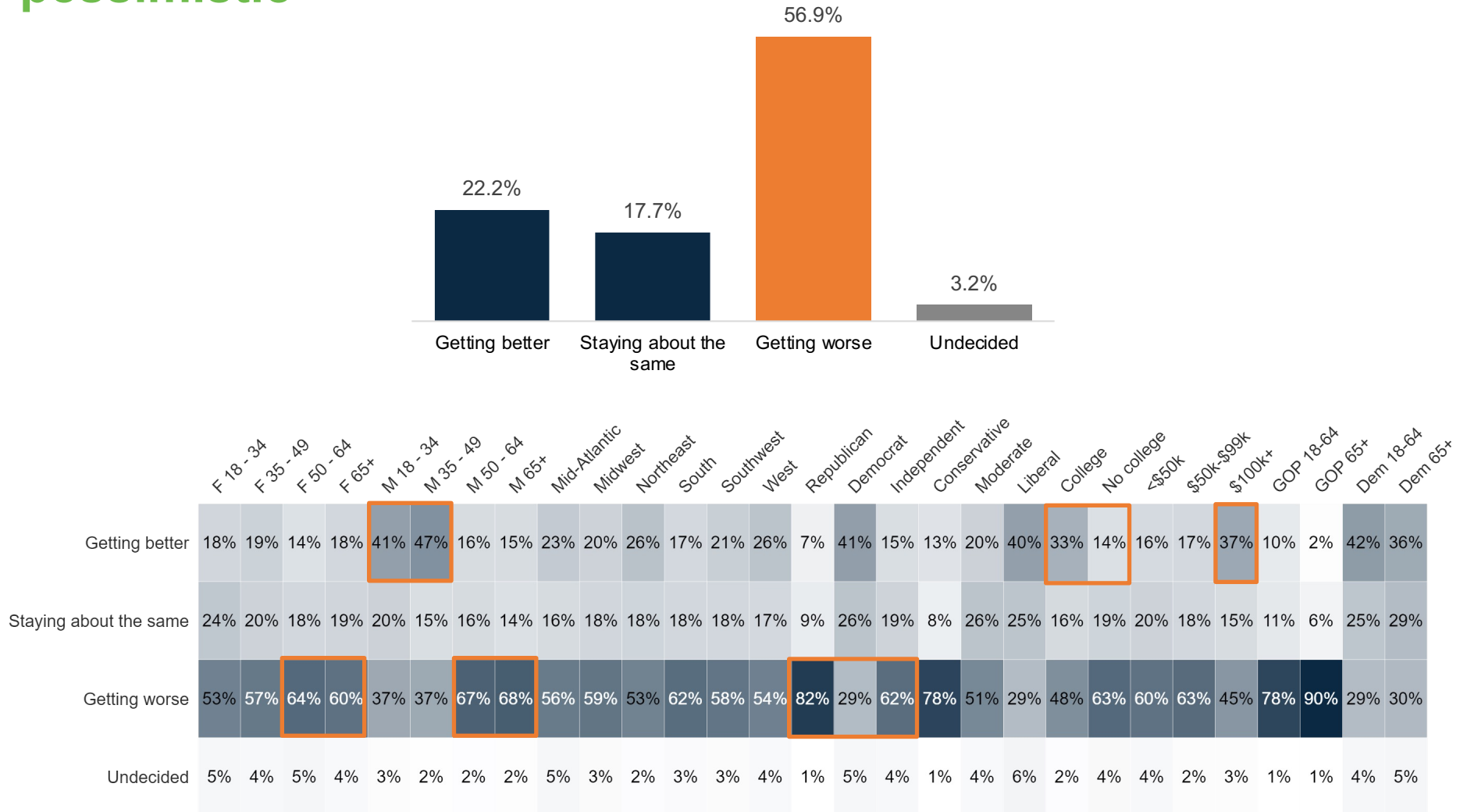


Thinking about the race for Congress, which one of the following candidates would you vote for?

Contrast Ballot Trend

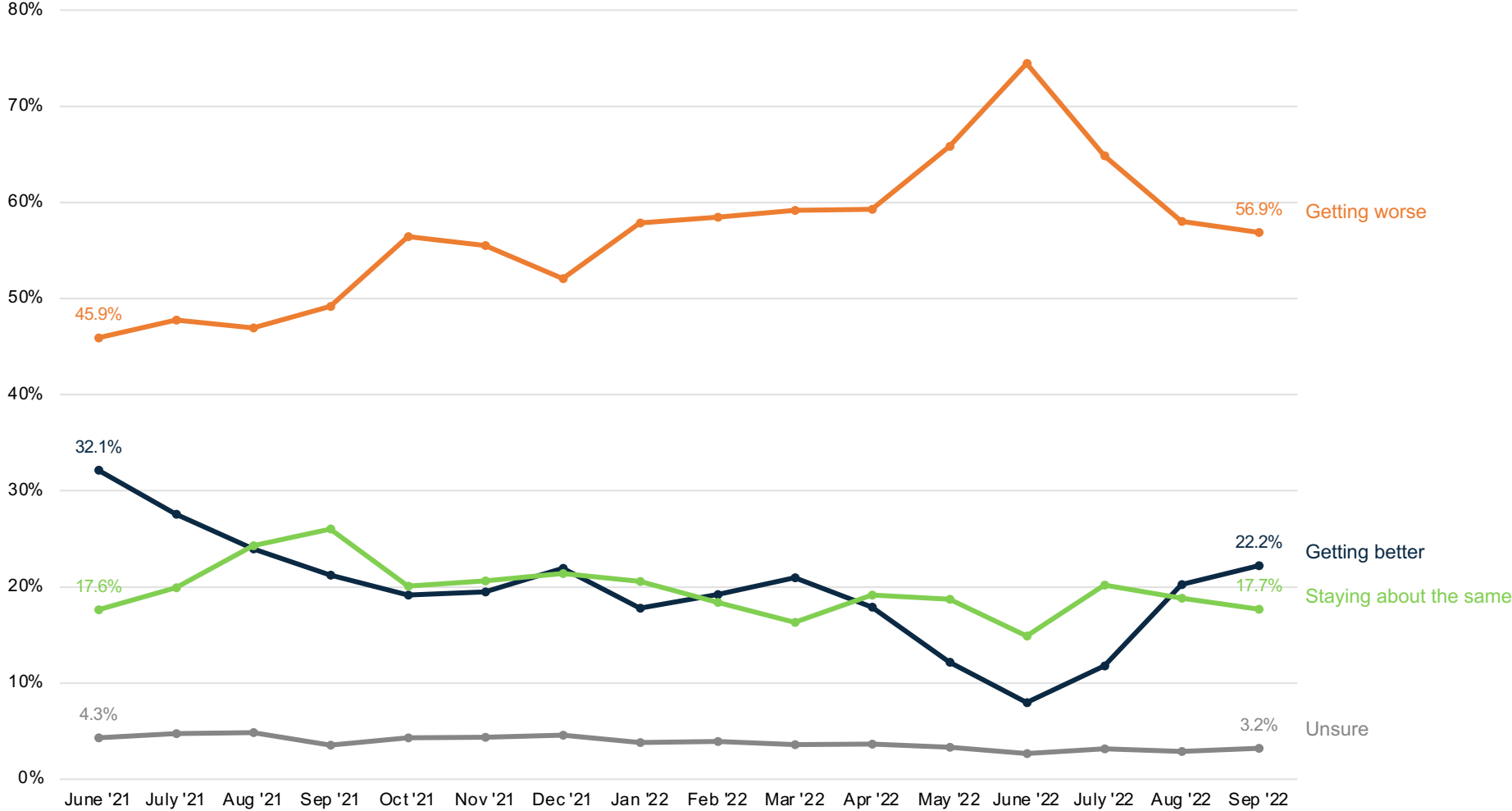


Economic confidence ticks upward but remains deeply pessimistic

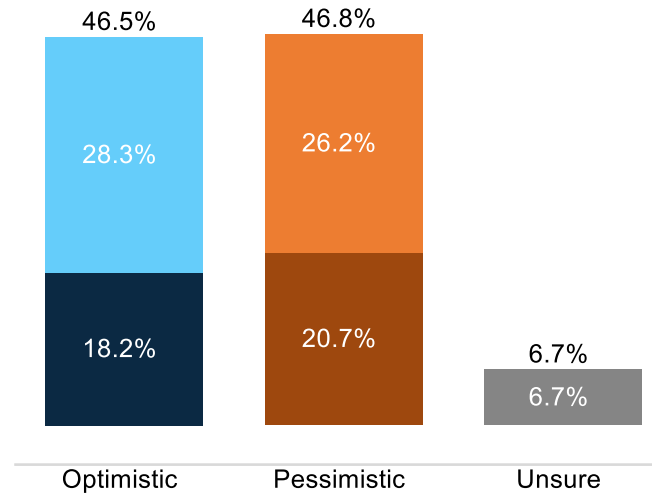


Do you believe the economy is getting better, getting worse, or staying about the same?

Economic Confidence Trend



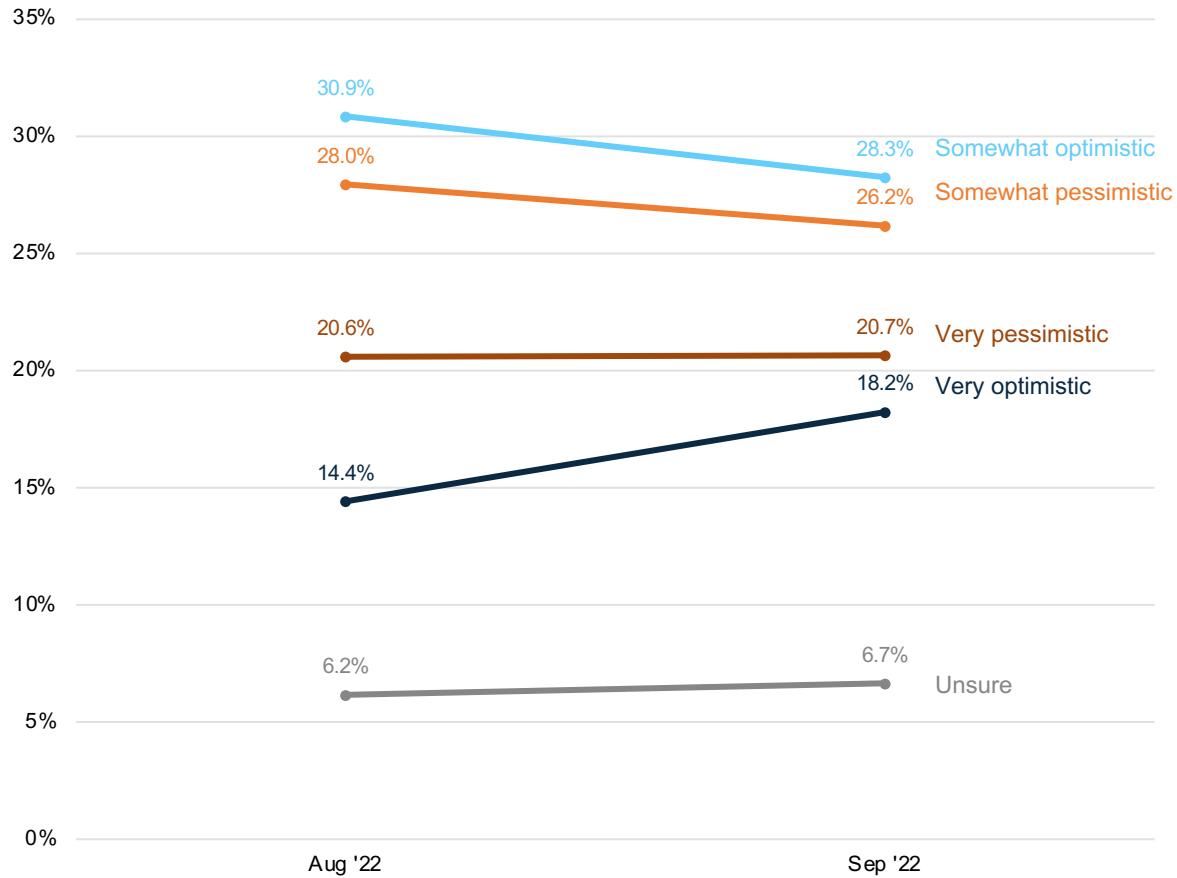
Personal financial outlook has become more optimistic; biggest shift comes in the Southwest and West



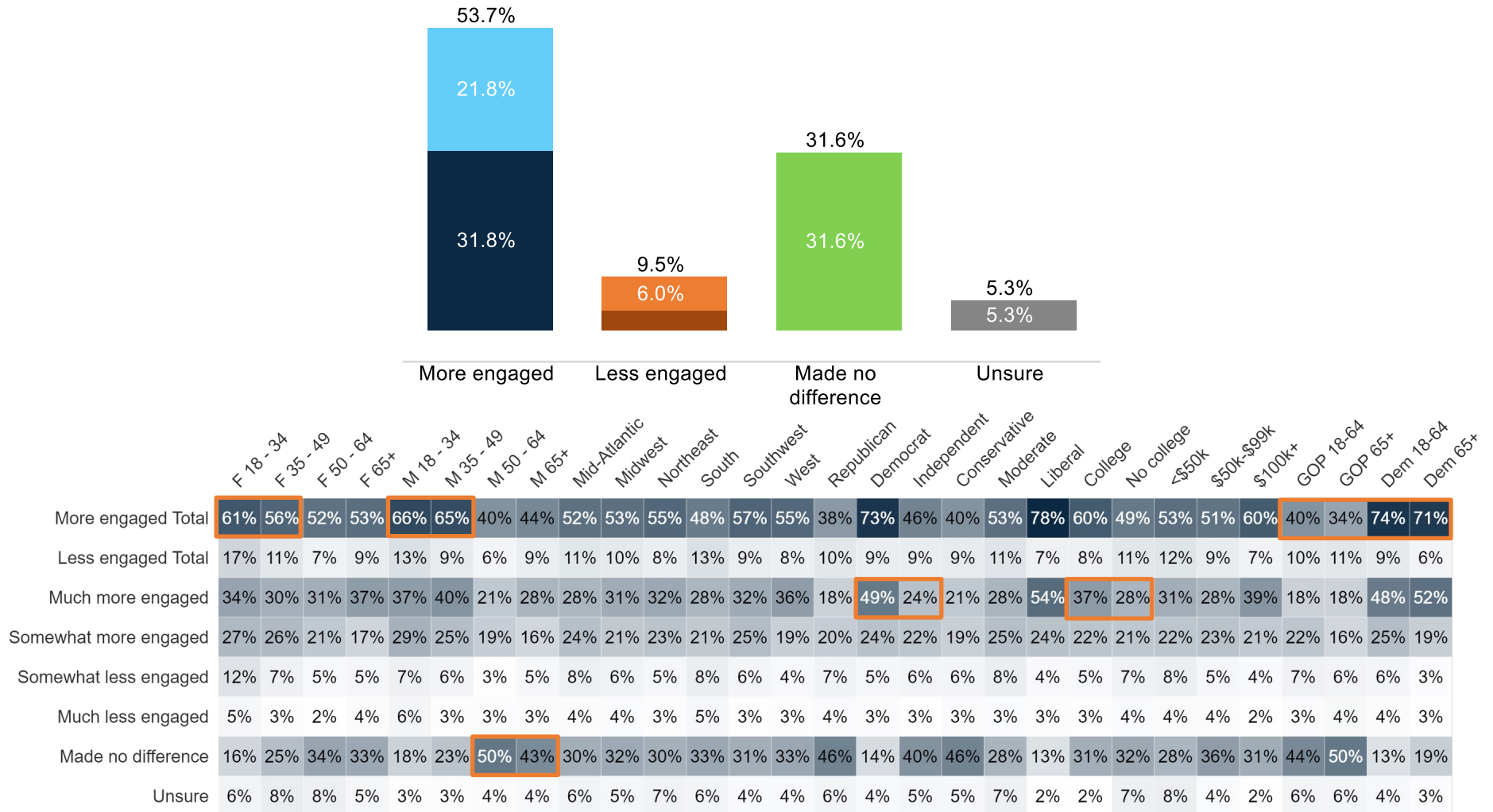
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Optimistic Total	47%	46%	40%	44%	59%	61%	41%	42%	46%	45%	45%	44%	51%	48%	29%	66%	41%	33%	51%	64%	53%	42%	43%	44%	56%	32%	24%	66%	68%
Pessimistic Total	43%	46%	52%	49%	37%	36%	53%	52%	45%	48%	49%	49%	43%	45%	64%	28%	51%	62%	39%	31%	43%	50%	48%	51%	40%	61%	69%	29%	26%
Very optimistic	17%	16%	11%	13%	36%	37%	14%	12%	16%	15%	17%	17%	18%	24%	10%	30%	12%	14%	16%	27%	25%	13%	15%	14%	29%	12%	6%	32%	21%
Somewhat optimistic	30%	30%	29%	31%	24%	23%	27%	30%	30%	30%	28%	27%	32%	24%	20%	36%	29%	19%	35%	36%	28%	29%	29%	29%	26%	21%	18%	33%	47%
Somewhat pessimistic	28%	23%	31%	27%	25%	18%	27%	28%	27%	27%	27%	26%	25%	25%	32%	19%	31%	31%	25%	21%	26%	27%	27%	28%	23%	32%	33%	18%	20%
Very pessimistic	15%	22%	21%	21%	12%	17%	27%	24%	18%	21%	22%	23%	18%	20%	32%	10%	20%	31%	15%	11%	17%	23%	21%	23%	17%	30%	36%	10%	7%
Unsure	10%	9%	8%	7%	4%	4%	6%	6%	8%	7%	5%	7%	6%	7%	6%	6%	8%	5%	10%	5%	4%	9%	9%	6%	4%	6%	6%	6%	6%

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

Trend: Personal Econ Outlook

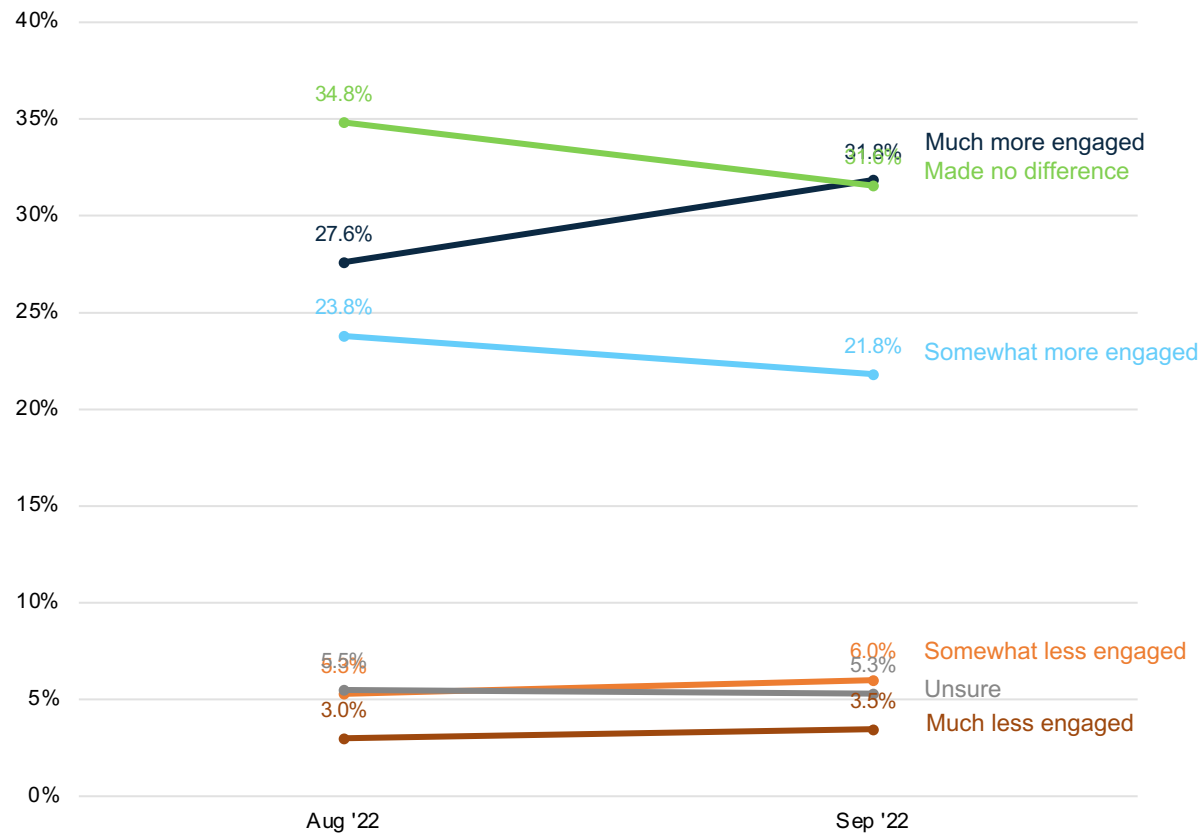


Key Democratic groups, such as women <35 and and college-educated voters more motivated by *Dobbs* since August

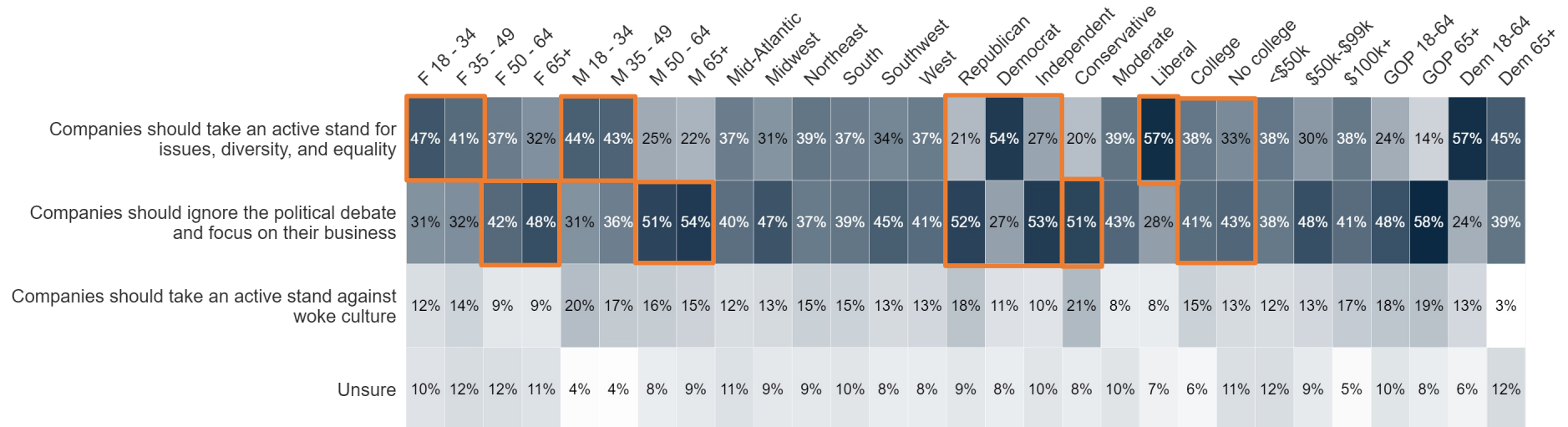
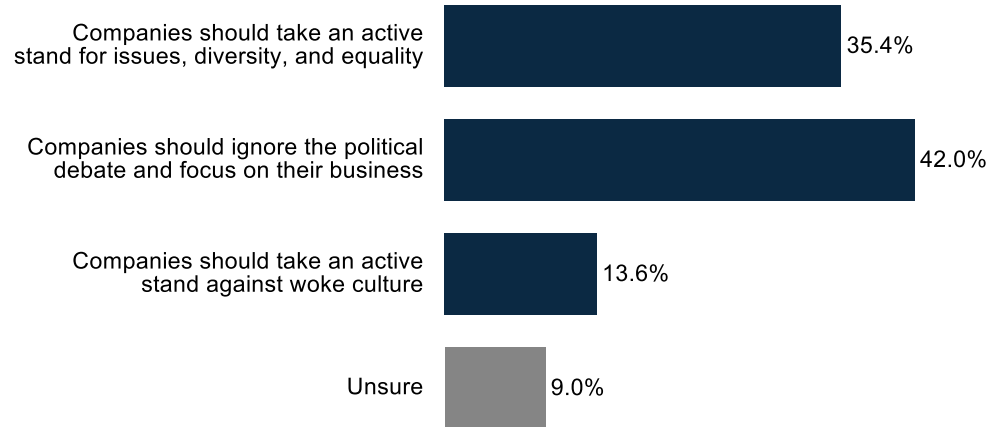


Earlier this year, abortion was not a major focus of the election. Then the U.S. Supreme Court overturned *Roe v Wade* with the *Dobbs* decision. Did the *Dobbs* decision make you more engaged, less engaged, or make no difference on your election engagement this year?

Trend: Dobbs Impact

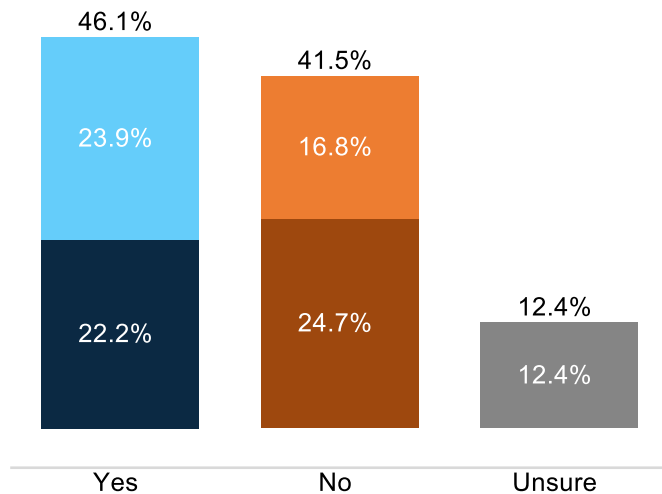


Majority of Republicans and Independents want companies to ignore politics; Democrats and voters <50 want involvement



What role do you believe corporations should play in the political debate?

Age and ideology play heavily into whether a voter believes corporations should take social stances or not



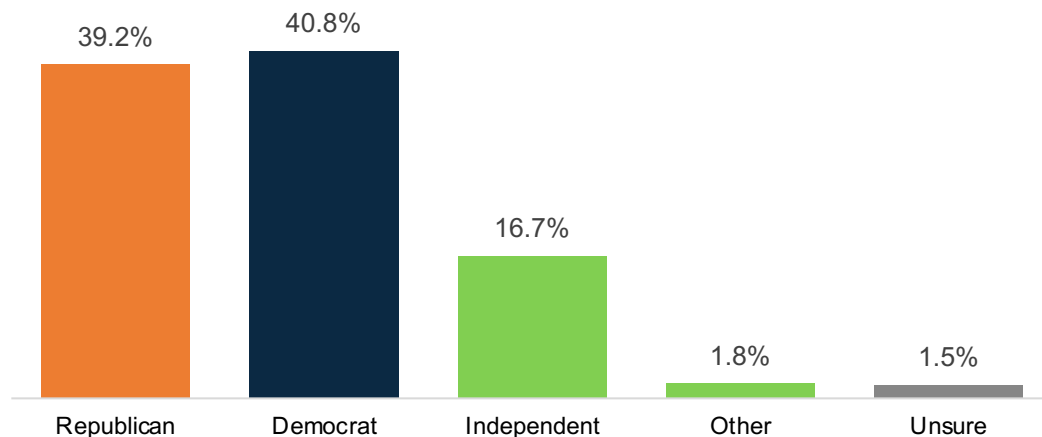
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Yes Total	59%	48%	43%	36%	67%	64%	31%	34%	48%	42%	50%	44%	46%	47%	32%	67%	32%	33%	47%	67%	52%	42%	47%	39%	53%	36%	25%	71%	53%
No Total	25%	35%	40%	49%	27%	27%	58%	58%	39%	44%	36%	42%	43%	43%	56%	22%	53%	57%	38%	22%	40%	43%	37%	50%	39%	51%	65%	18%	35%
Definitely yes	29%	24%	17%	14%	38%	43%	14%	12%	21%	18%	25%	21%	21%	27%	12%	37%	12%	16%	19%	37%	29%	18%	21%	16%	31%	15%	8%	42%	21%
Probably yes	31%	24%	26%	22%	29%	21%	18%	22%	27%	24%	26%	24%	26%	20%	20%	30%	20%	18%	28%	30%	24%	24%	27%	22%	21%	21%	17%	29%	32%
Probably no	17%	18%	16%	18%	15%	12%	18%	19%	18%	19%	14%	16%	18%	16%	19%	12%	23%	18%	20%	12%	16%	18%	17%	19%	14%	19%	18%	11%	16%
Definitely no	9%	17%	24%	31%	12%	16%	40%	39%	20%	25%	22%	26%	25%	28%	37%	10%	30%	39%	18%	10%	24%	25%	20%	31%	25%	32%	47%	7%	19%
Unsure	15%	17%	17%	15%	6%	8%	11%	9%	13%	14%	13%	14%	11%	10%	12%	11%	15%	10%	15%	11%	8%	16%	16%	11%	8%	13%	10%	11%	12%

What role do you believe corporations should take a stance on social issues, even if it does not affect their business or industry?



CYGNAL

Voters identifying as Independents increased since August as Dems and GOP shrunk in registration



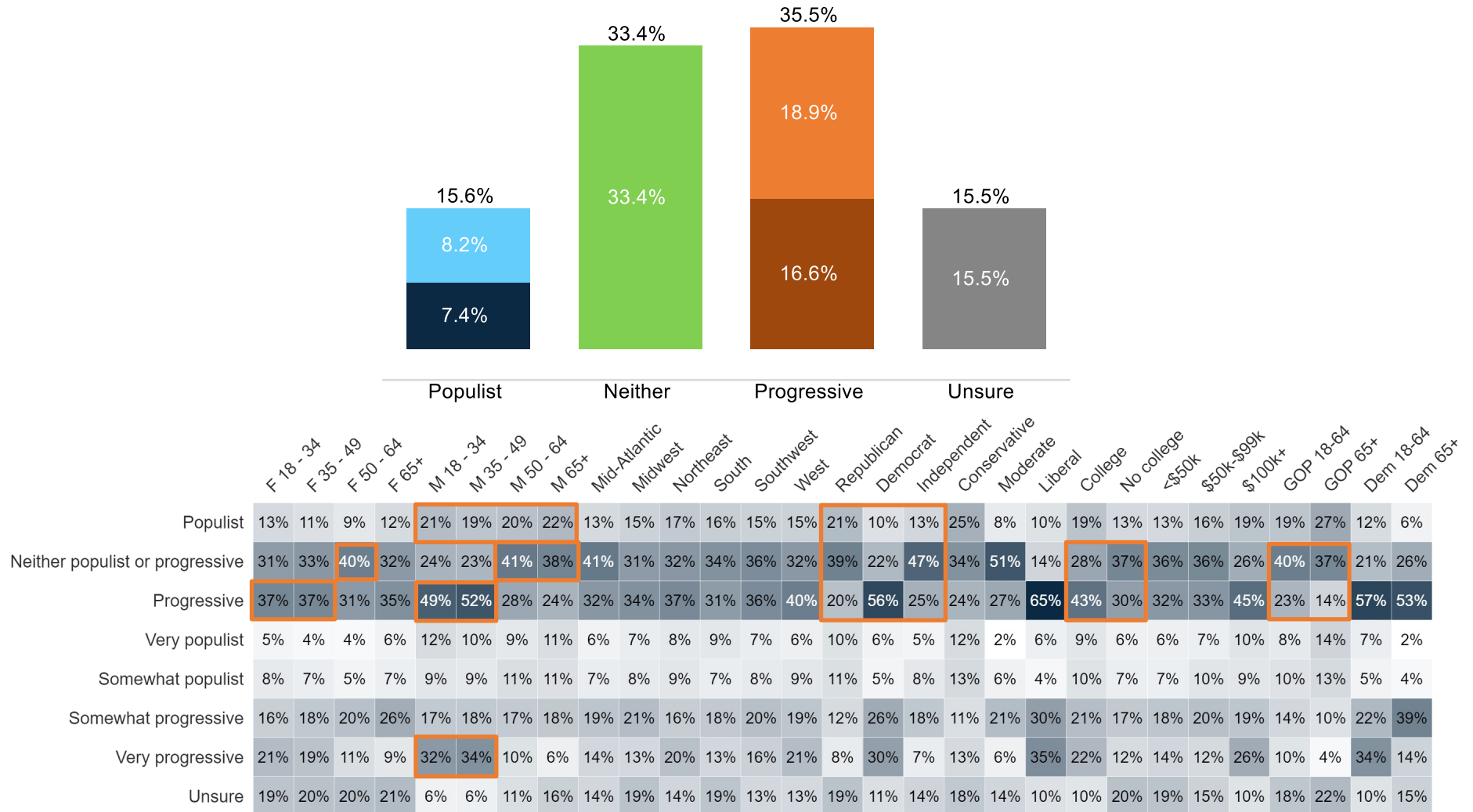
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+
Republican	28%	38%	41%	41%	27%	26%	49%	52%	38%	42%	34%	47%	42%	33%	68%	27%	8%	33%	43%	39%	45%	34%
Democrat	48%	44%	38%	44%	57%	56%	27%	25%	45%	34%	48%	35%	40%	45%	16%	43%	79%	47%	36%	41%	34%	49%
Independent	19%	15%	16%	13%	13%	16%	22%	20%	14%	19%	15%	15%	14%	20%	13%	27%	11%	17%	17%	17%	18%	16%
Other	2%	1%	3%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%
Unsure	3%	2%	2%	2%	1%	1%	0%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%

How are you registered to vote? You may consider yourself of a different party, but what does your voter registration card show? If you live in a state without partisan registration, what party do you most align with?



CYGNAL

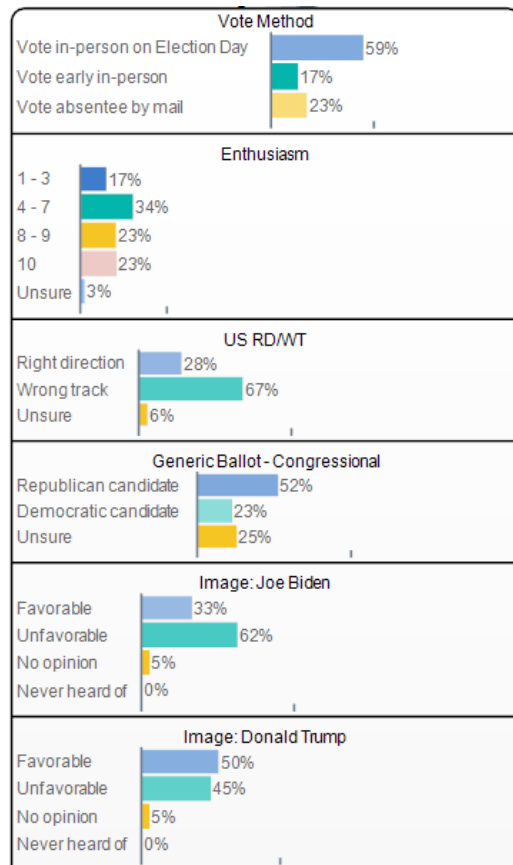
Majority of Dems identify as progressive; voters 50-64 say populist; plurality of GOP and Independents say neither



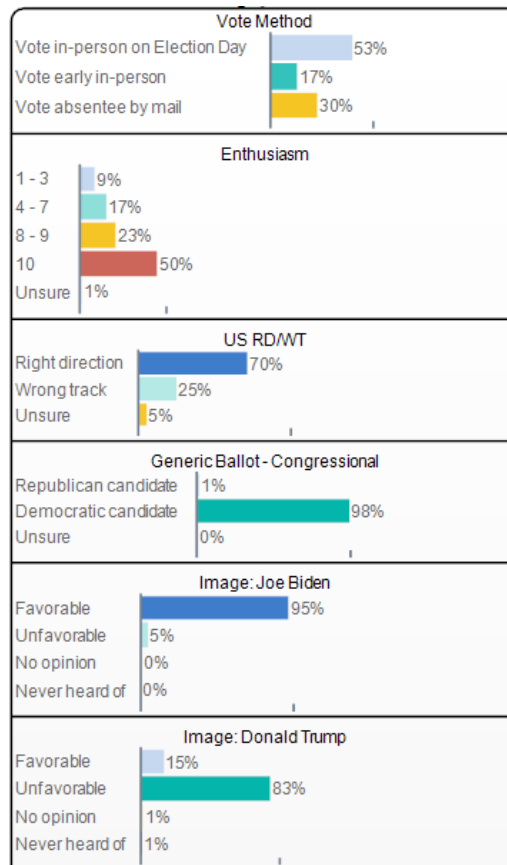
Based on the follow options, which one would you say you more identify with...

Segmentation Analysis:

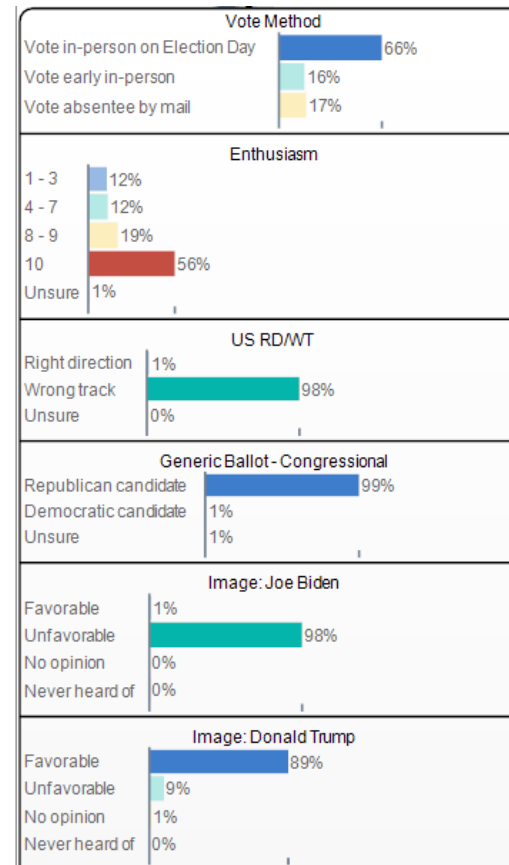
Persuadables (22%)



Democratic Base (43%)



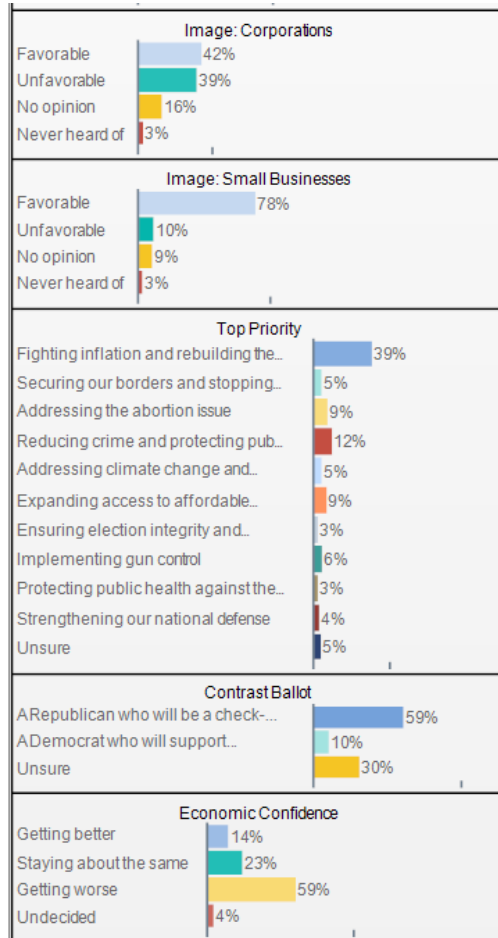
GOP Base (35%)



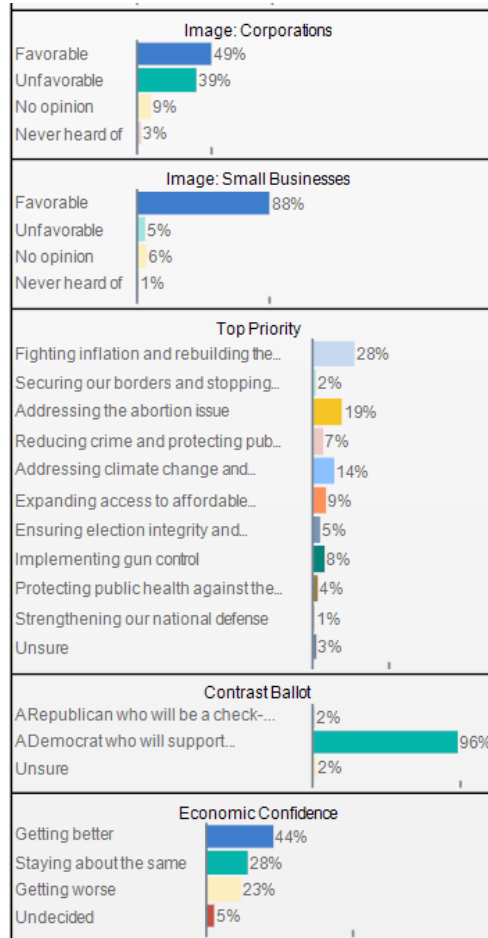
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

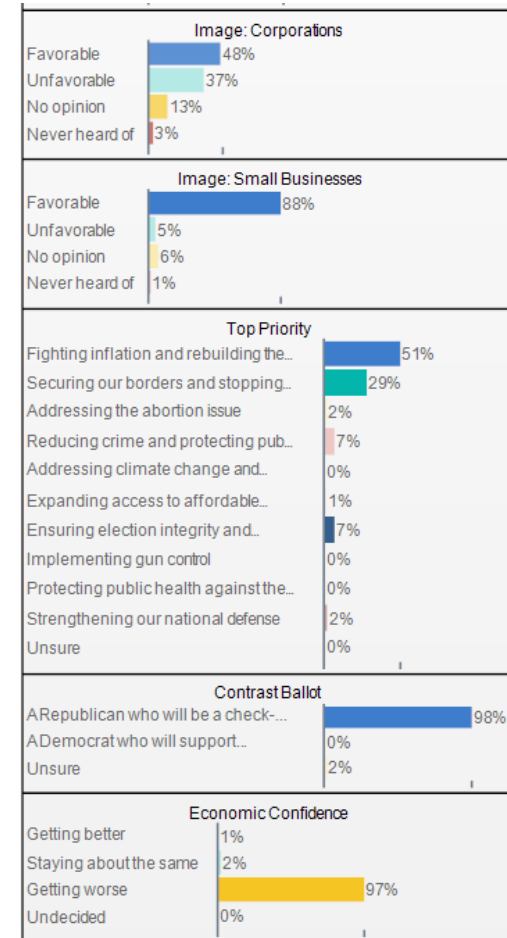
Persuadables (22%)



Democratic Base (43%)



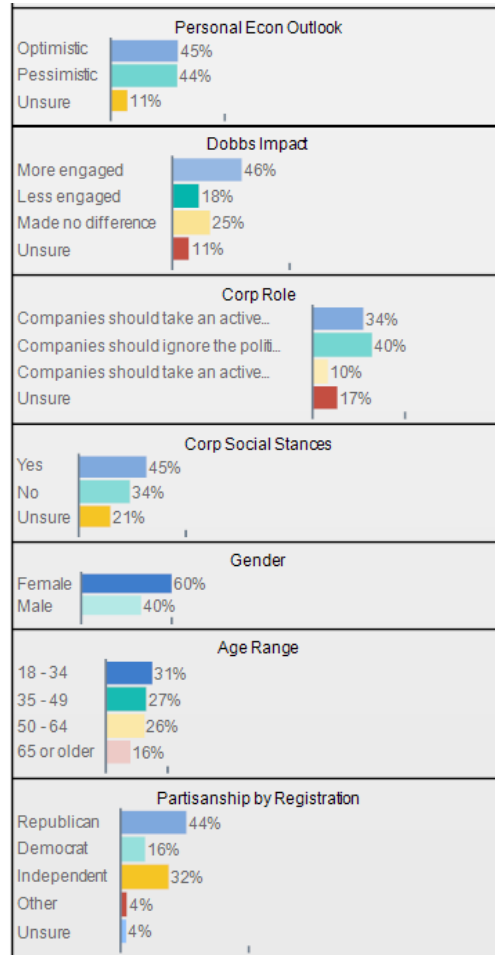
GOP Base (35%)



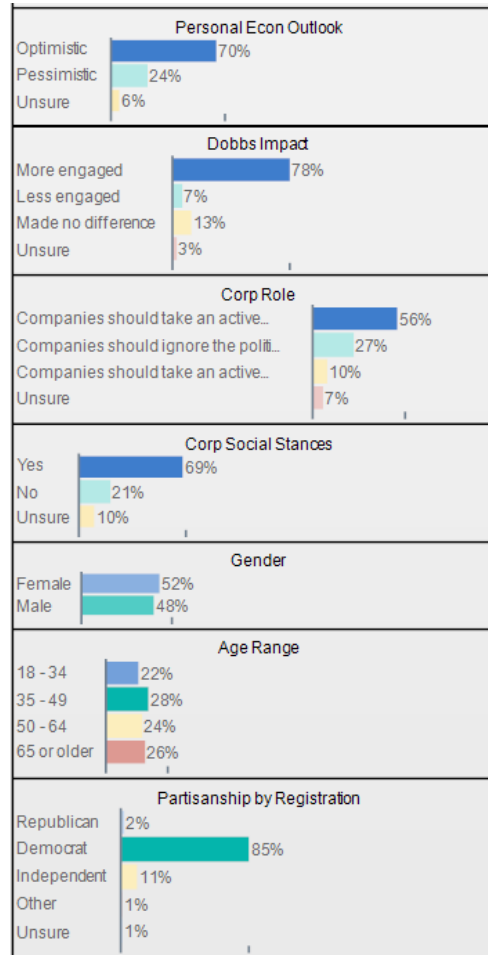
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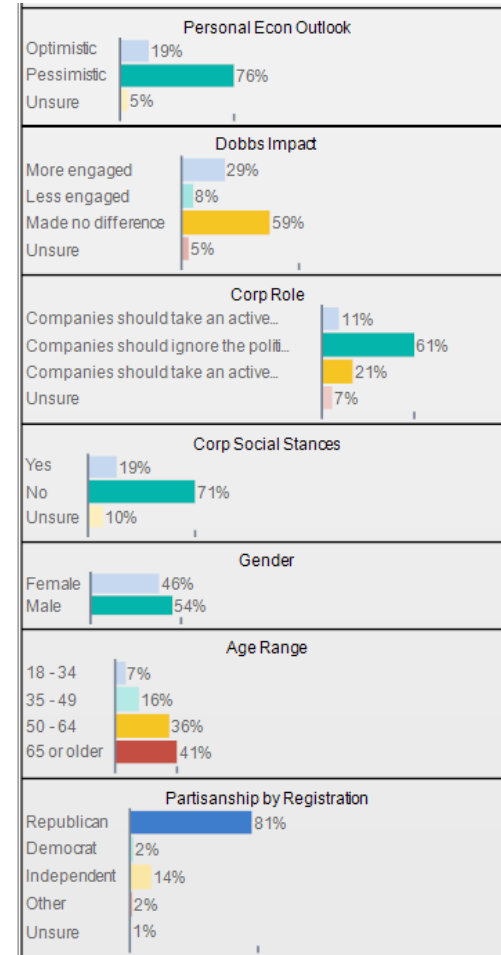
Persuadables (22%)



Democratic Base (43%)



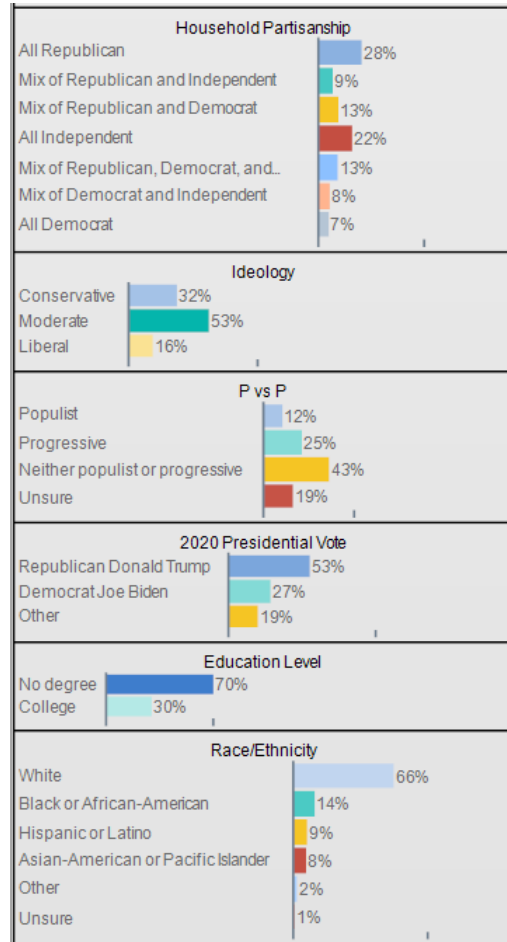
GOP Base (35%)



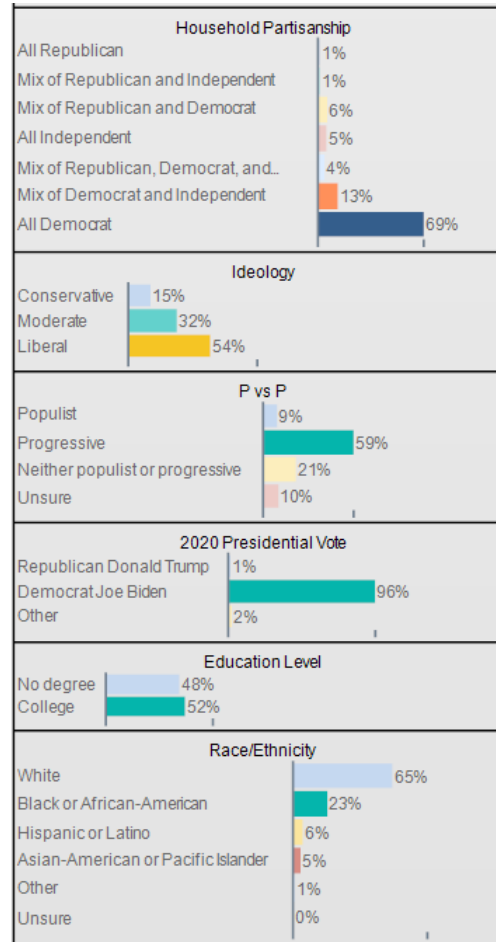
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Segmentation Analysis:

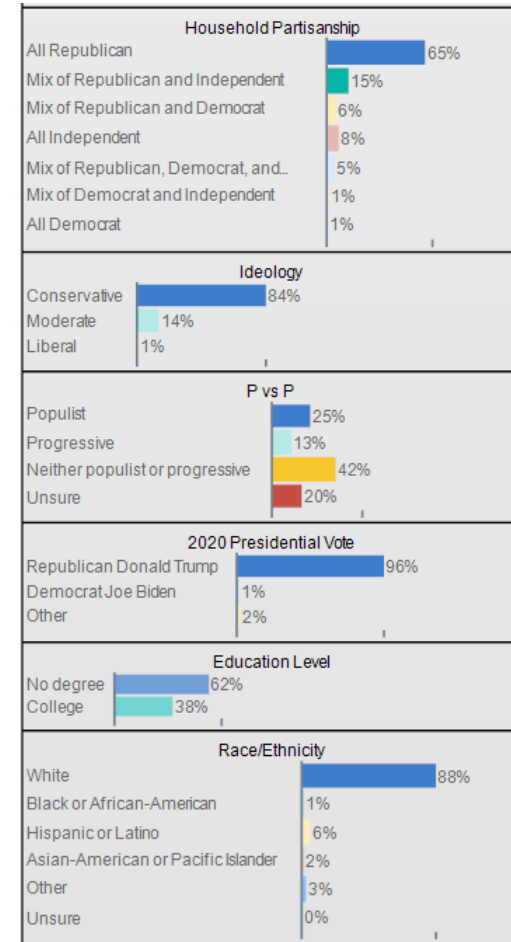
Persuadables (22%)



Democratic Base (43%)



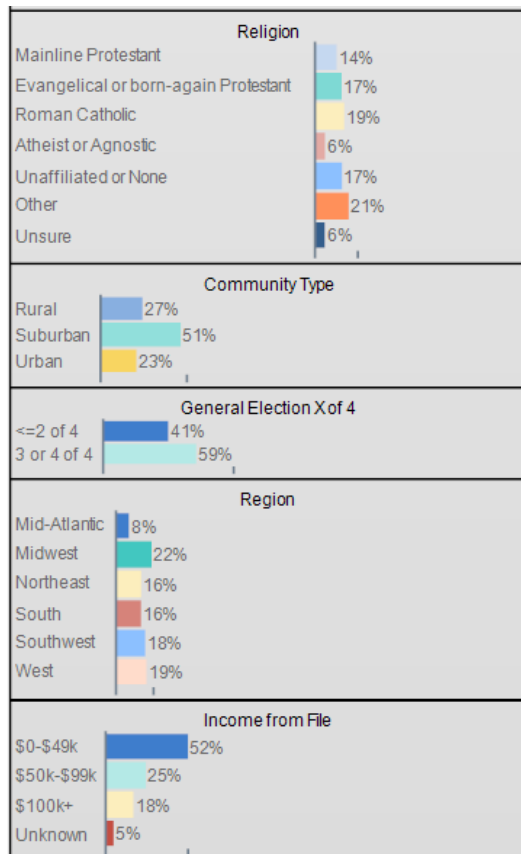
GOP Base (35%)



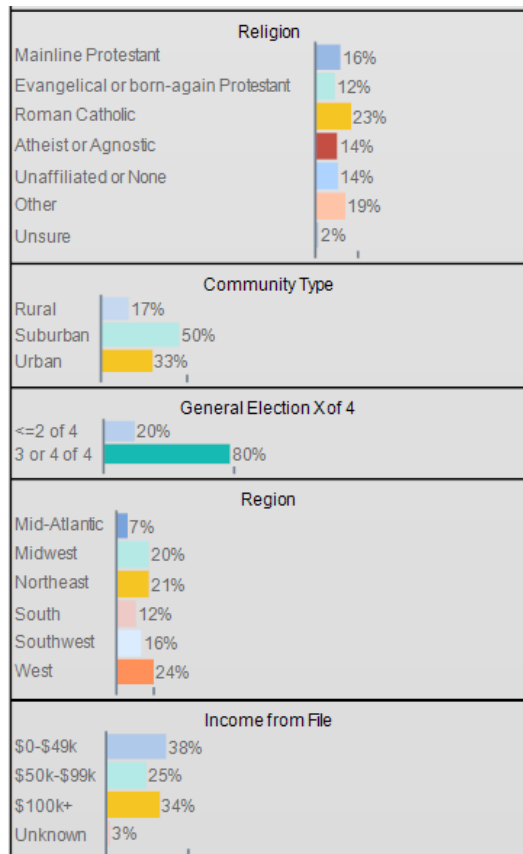
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Segmentation Analysis:

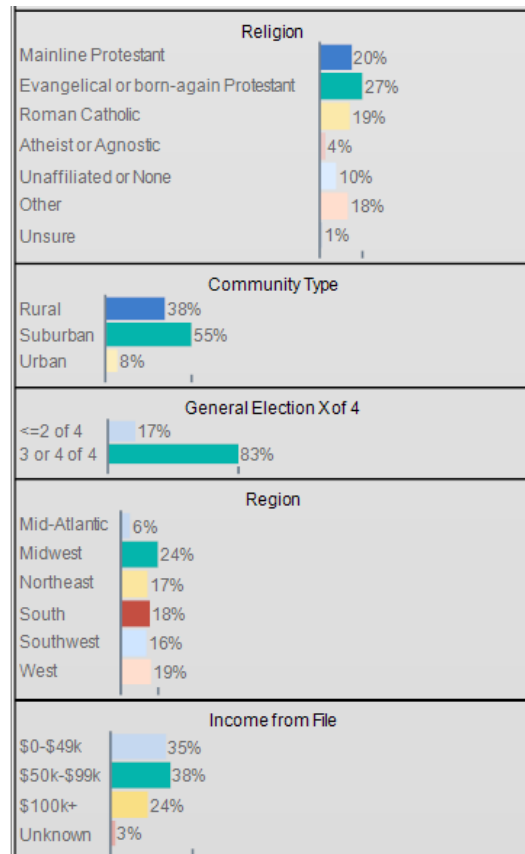
Persuadables (22%)



Democratic Base (43%)



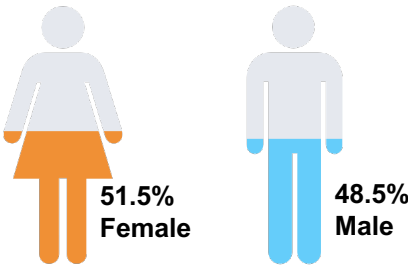
GOP Base (35%)



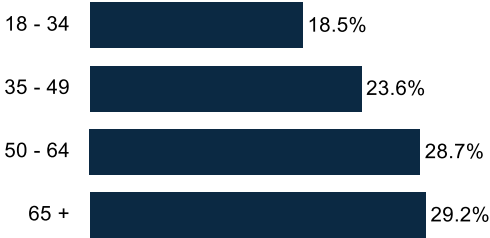
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

Sex



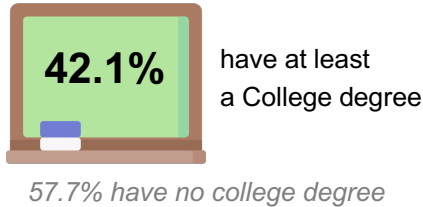
Age Range



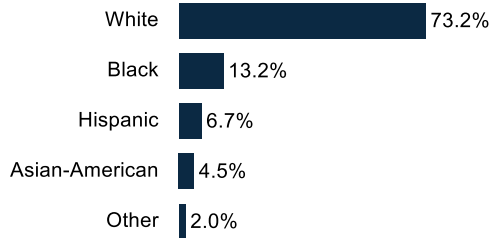
Household Income



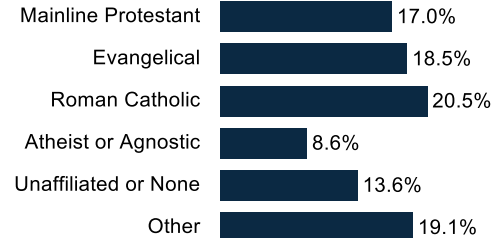
Education



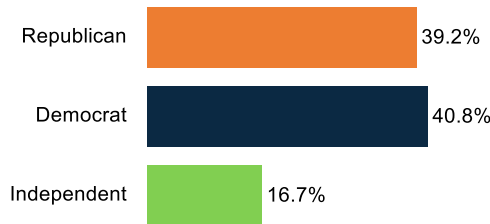
Race



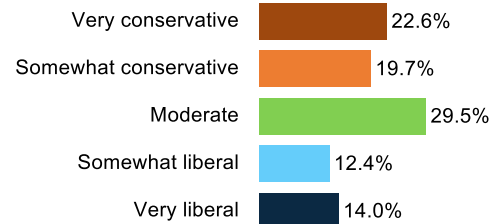
Religion



Partisanship



Ideology



Geo - Region

