

October 23, 2022



CYGNAL

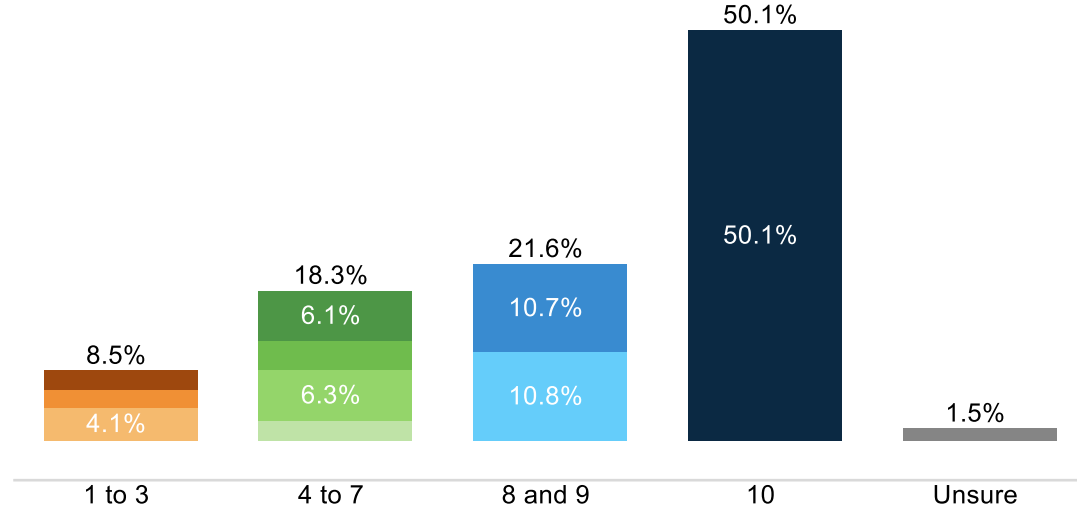
Survey of Likely General Election Voters **National**

October 19 – 21, 2022 | n=5,502 | $\pm 1.32\%$

Insights & Analysis

- Voters are shifting back to a **more pessimistic** view about the **direction of the country** along with its leadership.
- **Republicans regained voter enthusiasm advantage**, with 56% of Republicans rating their interest in the election as a 10 (out of 10) compared to only 49% of Democrats (a 7-point difference). Independent “10” interest rose slightly to 40%.
- The **generic ballot** was even in September and is **now increased to R+2** – the **largest one-month shift** we’ve had all year. Independents nearly doubled their margin for the Republican (R+9 from R+5). Republicans haven’t gotten worse with women, holding steady at -4.
- A **check-and-balance Republican on Biden remains ahead by 5%**.
- Democrats (15%) are more likely to consider voting for a Republican on the ballot than Republicans (12%), but that exception is reserved for state level races like Governor and Attorney General.
- President **Biden's image is starting to once again worsen now** (-5% net fav), resembling early summer numbers (-2%, September, -8% in August).
- **Inflation** remains the overwhelming top issue, **growing slightly**; it’s still distantly followed by **abortion** and **illegal immigration**. Republicans are most concerned about inflation followed by immigration. Democrats are most concerned about inflation followed by abortion. Independents chose inflation and then are split between abortion and illegal immigration as second issue.
- **Engagement** in this cycle because of the **Dobbs** decision hit its plateau in September has **trended downward** with men under age 35 being the only group to not let it go.
- **Economic confidence is falling**, pushing towards new lows. Even Democrats and seniors are more pessimistic than in September. Personal financial outlook has also shifted in a negative trend among these same more Democratic groups.

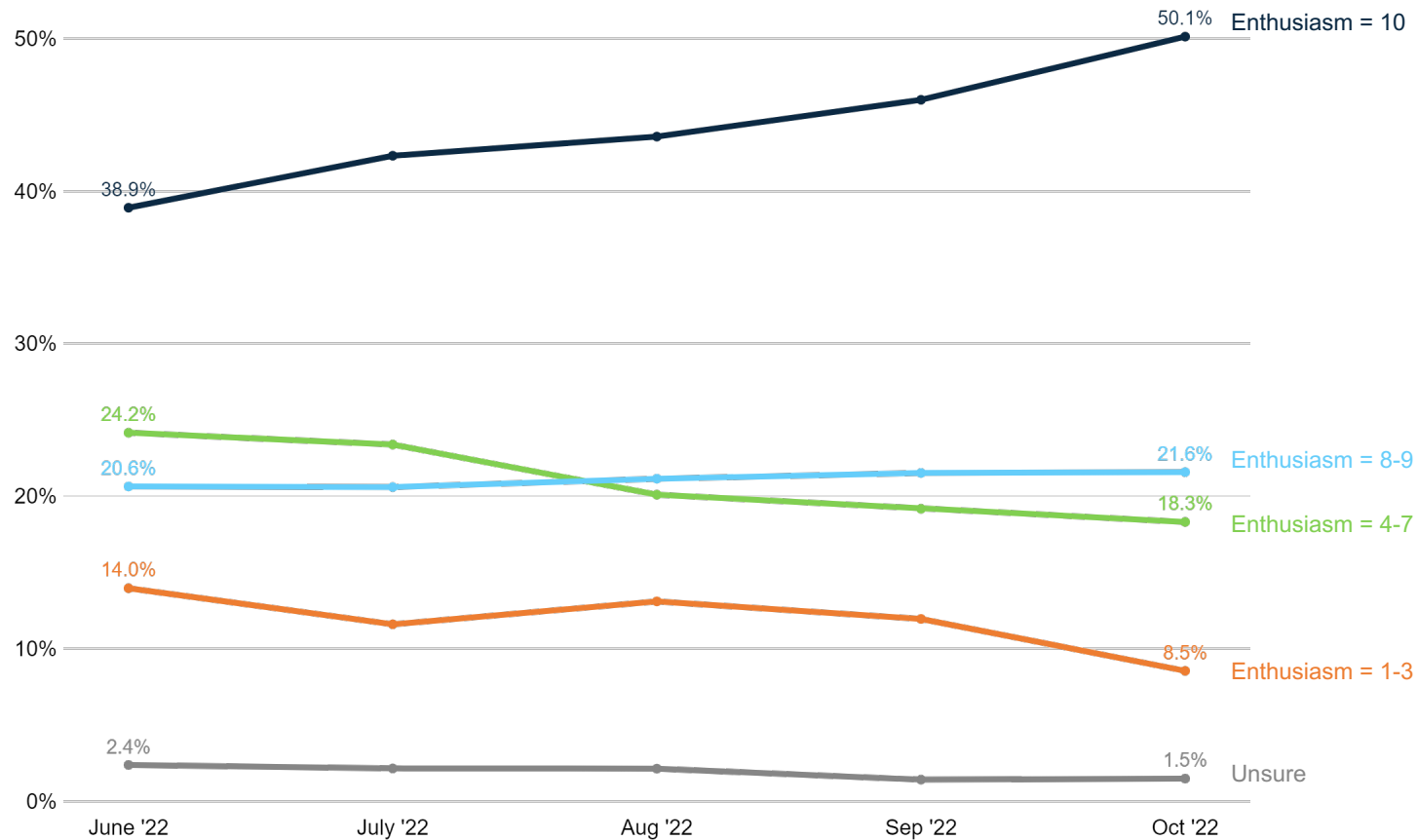
Republicans (+7) retake the enthusiasm lead on Democrats



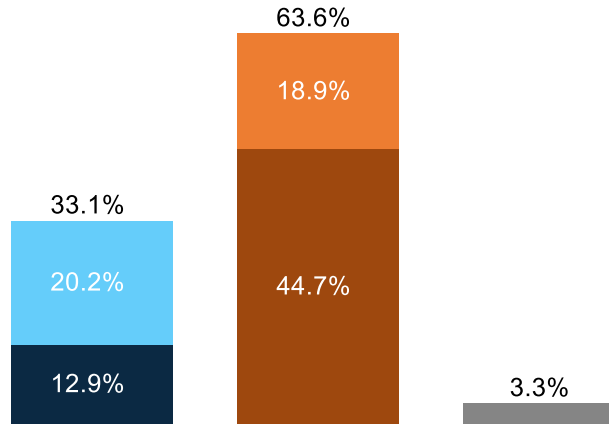
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
1 to 3	12%	10%	8%	10%	7%	7%	6%	8%	8%	9%	10%	7%	7%	9%	8%	8%	10%	7%	9%	9%	7%	10%	10%	8%	7%	7%	8%	8%	11%
4 to 7	34%	25%	18%	13%	24%	17%	12%	11%	21%	18%	19%	18%	18%	19%	16%	18%	25%	14%	26%	15%	15%	20%	23%	17%	14%	18%	11%	20%	12%
8 and 9	25%	20%	21%	20%	30%	23%	21%	17%	23%	21%	19%	23%	20%	24%	19%	23%	24%	19%	23%	24%	23%	21%	23%	23%	19%	20%	17%	24%	21%
10	26%	41%	52%	56%	37%	53%	60%	63%	47%	50%	50%	51%	53%	48%	56%	49%	40%	58%	39%	51%	55%	47%	43%	52%	58%	53%	63%	47%	57%
Unsure	3%	3%	1%	1%	2%	0%	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	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



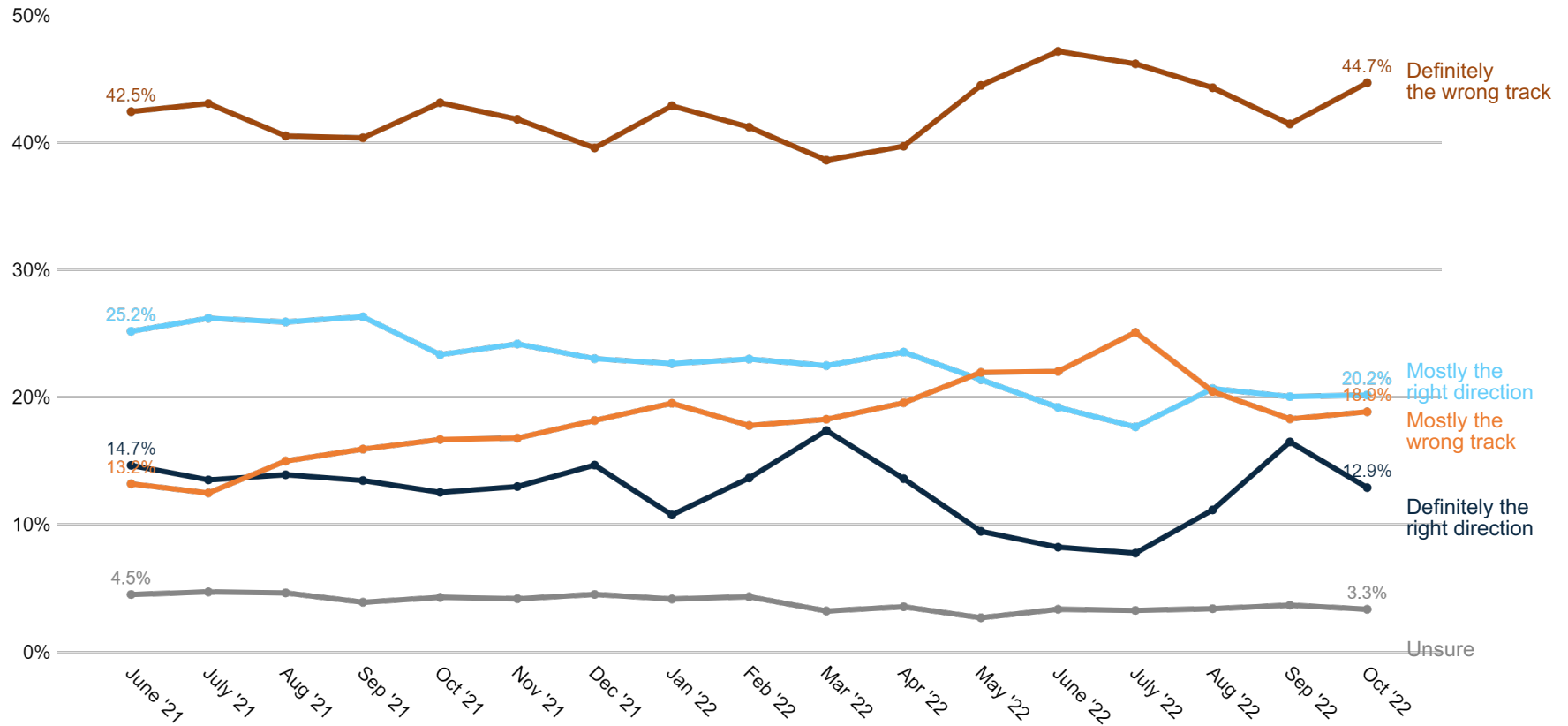
Pessimism about national direction has reversed course, fueled by Democratic fall off since September



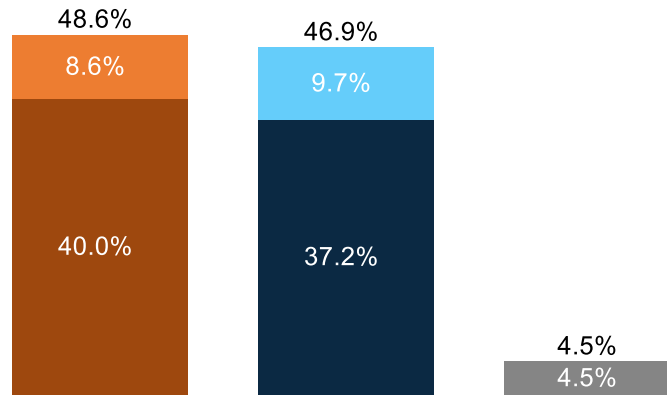
	Right direction								Wrong track						Unsure														
	F 18-34	F 35-49	F 50-64	F 65+	M 18-34	M 35-49	M 50-64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Right direction	38%	31%	27%	32%	47%	48%	25%	26%	31%	29%	37%	31%	31%	38%	11%	59%	26%	15%	38%	57%	37%	30%	35%	30%	34%	13%	6%	58%	60%
Wrong track	57%	64%	69%	63%	52%	50%	73%	72%	66%	66%	60%	67%	66%	59%	88%	37%	70%	84%	57%	38%	59%	67%	62%	66%	63%	86%	92%	37%	34%
Definitely the right direction	14%	10%	8%	10%	27%	28%	7%	7%	9%	10%	15%	12%	14%	16%	5%	24%	6%	9%	10%	22%	16%	11%	13%	11%	15%	6%	2%	26%	20%
Mostly the right direction	24%	21%	19%	22%	19%	20%	18%	19%	22%	19%	22%	20%	17%	22%	6%	34%	20%	6%	27%	36%	21%	19%	22%	19%	19%	7%	5%	32%	40%
Mostly the wrong track	31%	20%	19%	17%	28%	15%	14%	13%	21%	19%	18%	18%	20%	19%	14%	21%	23%	13%	24%	23%	17%	20%	24%	17%	14%	15%	11%	22%	20%
Definitely the wrong track	26%	44%	50%	46%	23%	35%	59%	59%	45%	48%	42%	49%	46%	40%	74%	15%	47%	71%	33%	15%	42%	47%	38%	49%	49%	71%	81%	15%	14%
Unsure	5%	5%	4%	5%	2%	2%	2%	2%	4%	4%	3%	2%	3%	3%	1%	5%	4%	1%	5%	5%	3%	3%	4%	3%	3%	1%	1%	4%	6%

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

Trend: US RD/WT



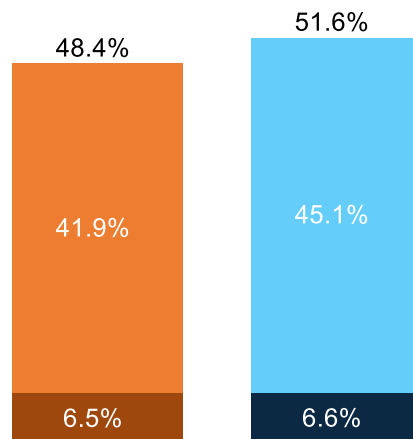
With further post-*Dobbs* cool off, Republicans jump to +2 on generic ballot – largest month-over-month increase yet



	Republican candidate								Democratic candidate						Unsure														
	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	34%	46%	50%	48%	38%	42%	61%	61%	50%	53%	45%	53%	51%	42%	93%	7%	48%	83%	34%	10%	43%	52%	44%	52%	51%	93%	91%	7%	7%
Democratic candidate	57%	48%	45%	48%	59%	55%	35%	37%	46%	42%	51%	42%	45%	53%	6%	90%	39%	15%	57%	87%	53%	42%	50%	44%	46%	5%	7%	90%	91%
Definitely the Republican candidate	21%	33%	43%	42%	22%	36%	54%	55%	42%	44%	36%	46%	43%	31%	80%	5%	33%	73%	23%	7%	36%	43%	32%	45%	44%	79%	83%	5%	5%
Probably the Republican candidate	13%	13%	7%	6%	16%	7%	7%	6%	8%	9%	9%	7%	8%	10%	12%	2%	15%	10%	11%	4%	7%	10%	11%	7%	7%	14%	8%	3%	1%
Probably the Democratic candidate	21%	10%	7%	7%	18%	11%	5%	5%	10%	9%	10%	8%	10%	12%	2%	15%	15%	4%	16%	12%	8%	11%	13%	8%	7%	2%	2%	17%	8%
Definitely the Democratic candidate	37%	37%	38%	41%	40%	44%	30%	31%	36%	34%	42%	35%	35%	41%	4%	76%	24%	11%	41%	75%	45%	32%	37%	37%	38%	3%	5%	73%	82%
Unsure	8%	7%	5%	4%	4%	3%	4%	2%	4%	5%	4%	5%	4%	5%	2%	3%	13%	2%	9%	2%	3%	5%	6%	4%	3%	2%	2%	3%	3%

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

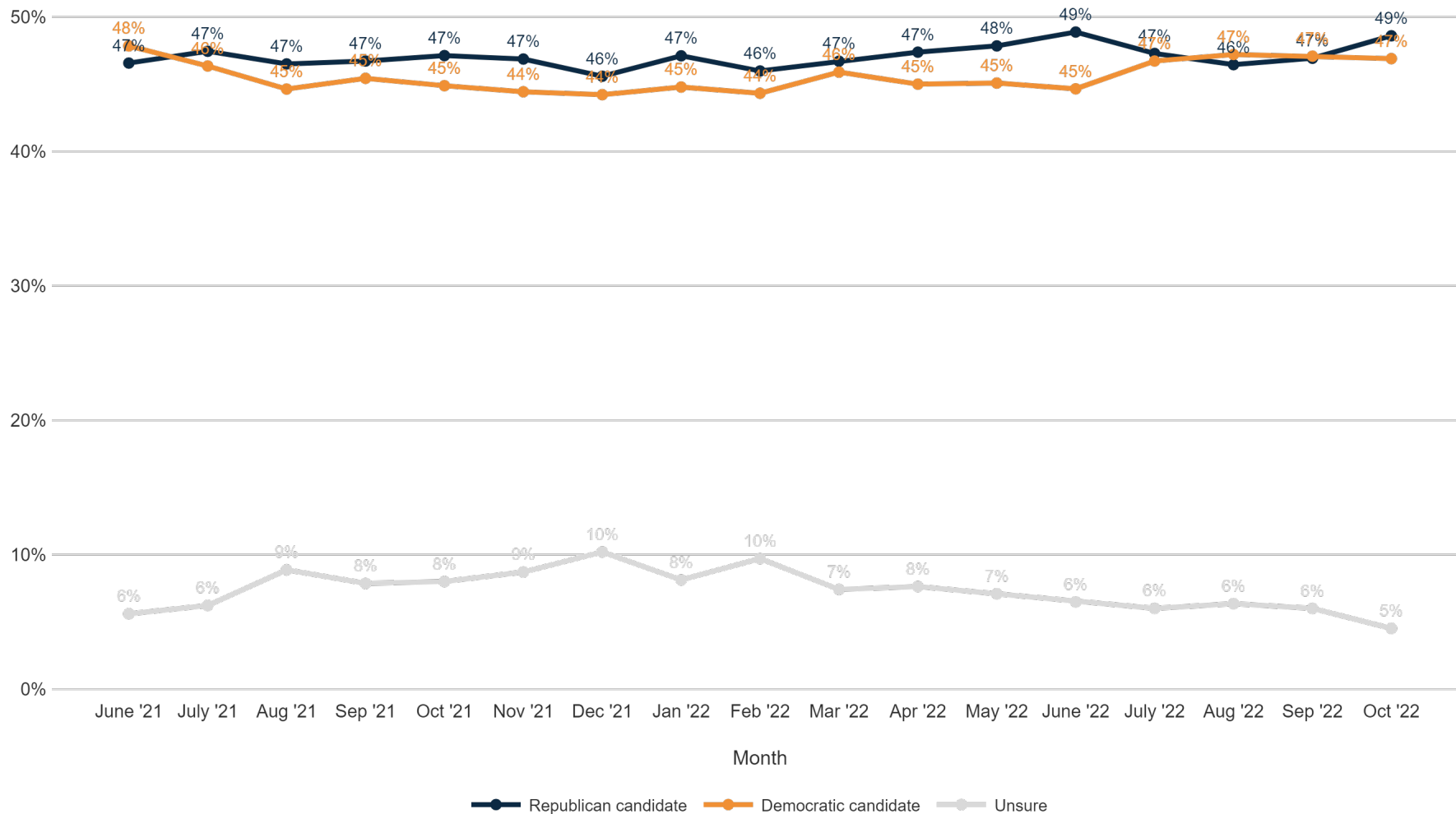
When *undecideds* are forced to make a choice on generic ballot, Democrats have a slight 2-point edge



	Republican													Democrat															
	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	47%	49%	46%	46%	46%	47%	61%	44%	36%	43%	44%	52%	61%	49%	77%	29%	49%	67%	49%	14%	46%	48%	49%	52%	44%	82%	69%	28%	33%
Democratic candidate	53%	51%	54%	54%	54%	53%	39%	56%	64%	57%	56%	48%	39%	51%	23%	71%	51%	33%	51%	86%	54%	52%	51%	48%	56%	18%	31%	72%	67%
Definitely the Republican candidate	5%	12%	4%	12%	10%	0%	2%	5%	3%	5%	7%	8%	11%	5%	11%	4%	5%	12%	6%	1%	3%	7%	8%	7%	4%	4%	27%	6%	0%
Probably the Republican candidate	42%	37%	42%	34%	36%	47%	59%	40%	33%	39%	37%	44%	49%	44%	66%	25%	44%	55%	43%	13%	43%	41%	41%	45%	40%	78%	42%	22%	33%
Probably the Democratic candidate	46%	49%	49%	43%	35%	46%	38%	49%	59%	50%	49%	32%	36%	49%	23%	57%	46%	23%	46%	75%	46%	46%	40%	43%	55%	18%	31%	63%	42%
Definitely the Democratic candidate	8%	2%	5%	11%	19%	8%	1%	7%	5%	6%	7%	16%	3%	2%	0%	14%	5%	10%	5%	11%	7%	6%	11%	5%	1%	0%	0%	9%	25%

Let's say you had to make pick today, but you weren't held to it, would you vote for the Republican or Democratic candidate for Congress?

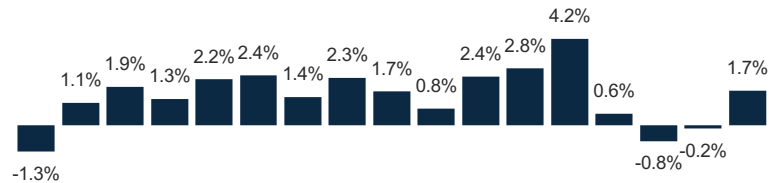
Trend: Generic Ballot - Congressional



Sample size: 98236

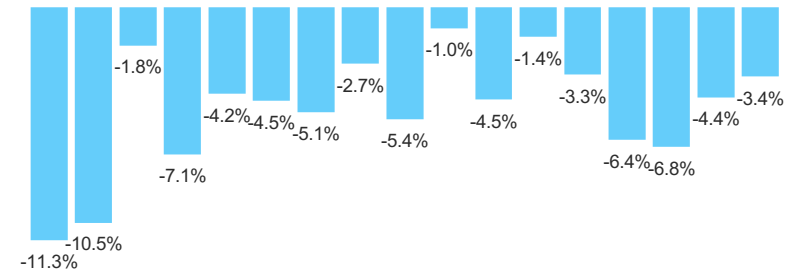
GOP continues to pick away at elusive female voters

Overall (%Rep-%Dem)



June '21 Aug '21 Oct '21 Dec '21 Feb '22 Apr '22 June '22 Aug '22 Oct '22

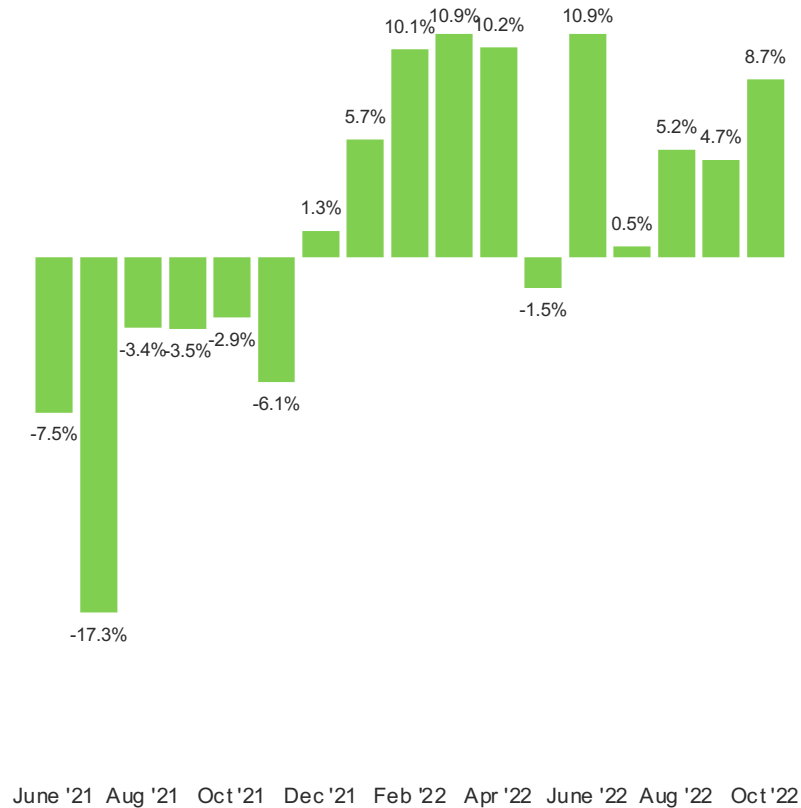
Females (%Rep-%Dem)



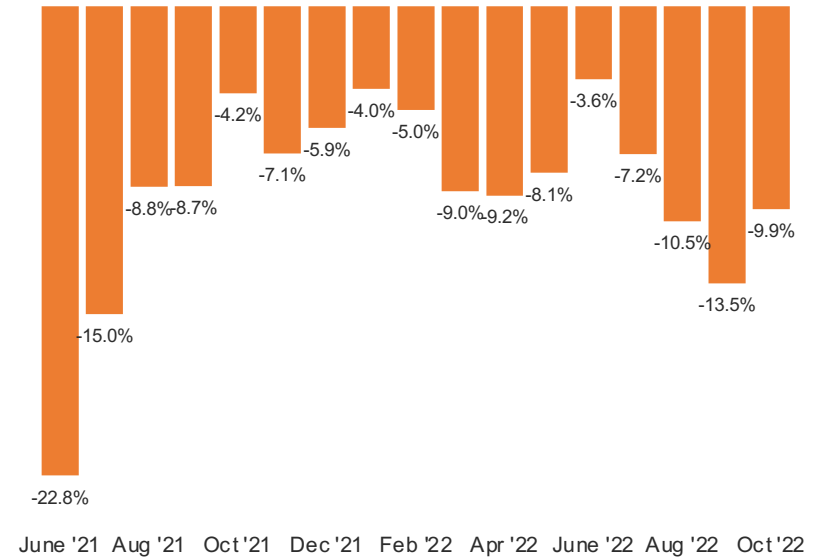
June '21 Aug '21 Oct '21 Dec '21 Feb '22 Apr '22 June '22 Aug '22 Oct '22

Sizeable GOP gains with Independents and college-educated voters

Indies (%Rep-%Dem)



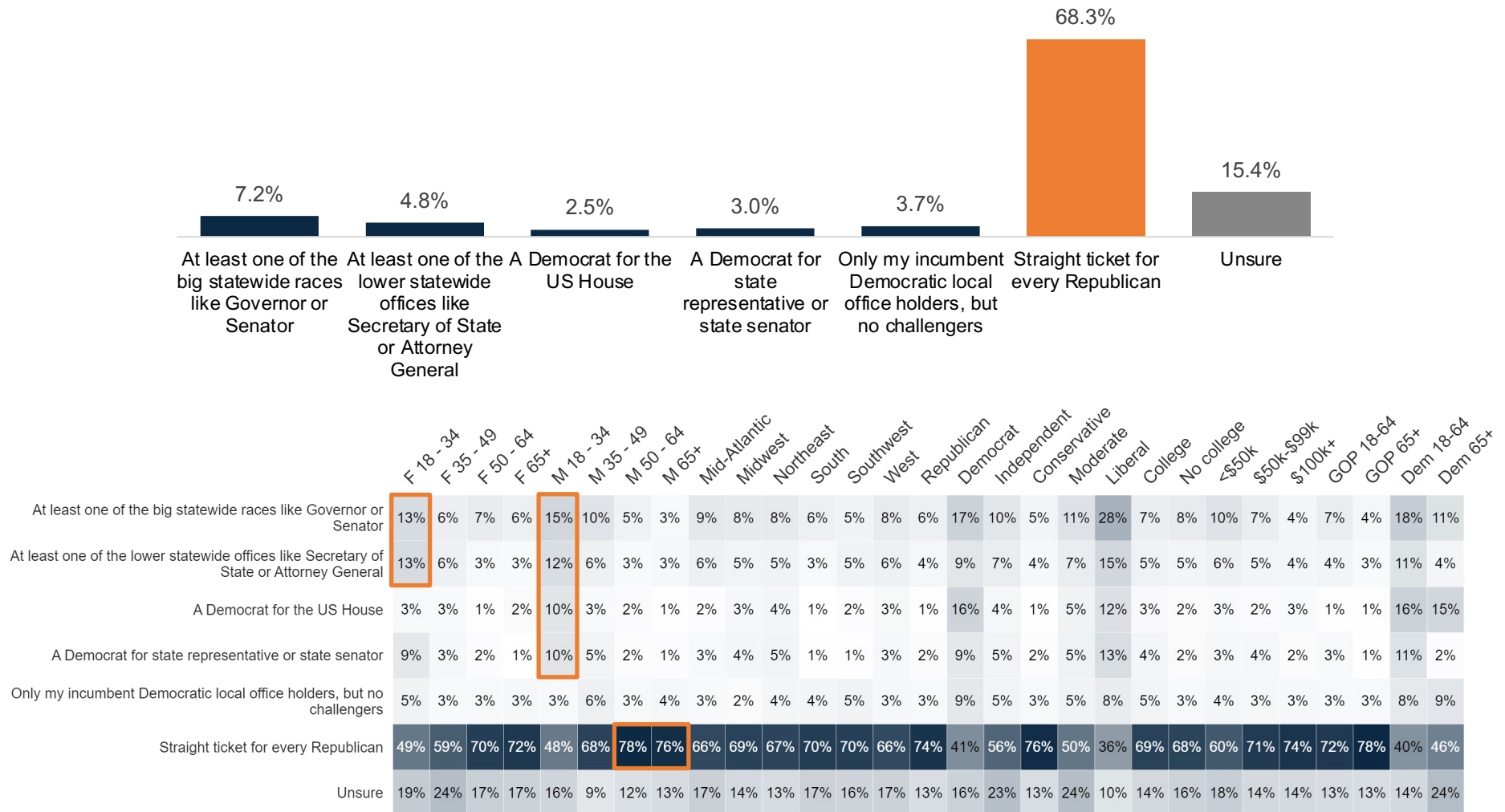
College (%Rep-%Dem)



Generic Ballot Change: September to October 2022

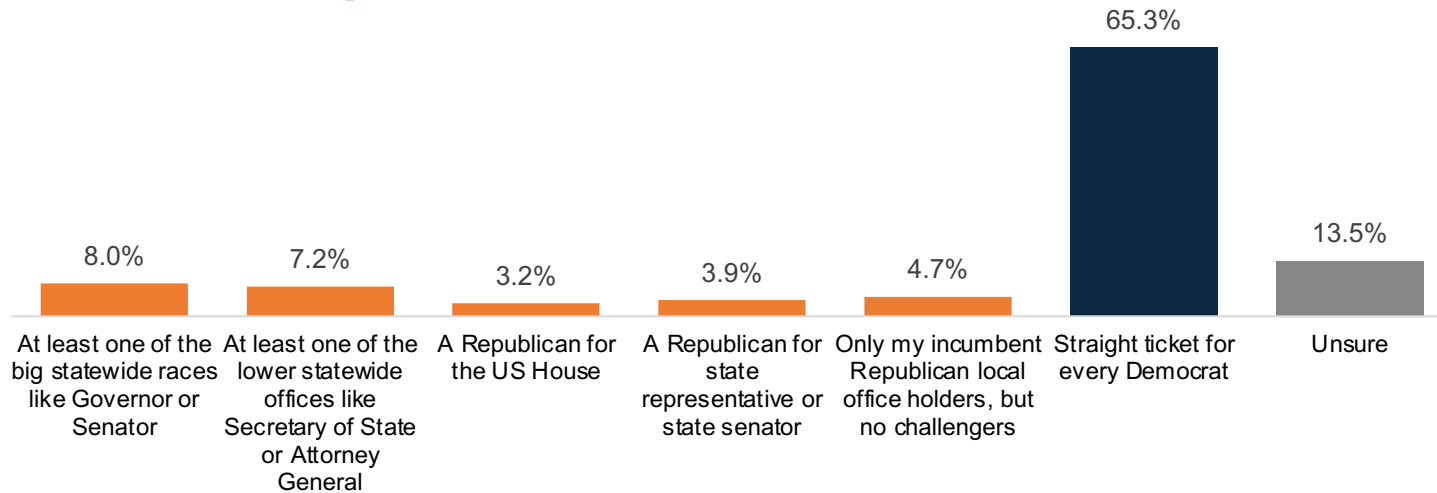
		F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Republican candidate	-2%	4%	2%	2%	1%	8%	1%	-1%	5%	4%	2%	-2%	3%	-1%	2%	0%	4%	3%	-1%	2%	2%	1%	-2%	-3%	11%	2%	0%	1%	-2%	
Democratic candidate	2%	-2%	2%	-1%	1%	-8%	0%	4%	-2%	-3%	-1%	3%	-1%	2%	0%	-1%	0%	-2%	3%	-1%	-1%	1%	3%	5%	-10%	-1%	1%	-2%	1%	
Definitely the Republican candidate	-1%	0%	3%	2%	-1%	7%	3%	3%	5%	5%	2%	1%	3%	-2%	3%	1%	4%	4%	0%	2%	3%	2%	-3%	0%	10%	3%	3%	1%	1%	
Probably the Republican candidate	-1%	4%	-2%	-1%	2%	1%	-3%	-4%	1%	-1%	0%	-3%	-1%	1%	-2%	-1%	0%	-1%	-1%	0%	-1%	0%	1%	-3%	1%	-1%	-2%	0%	-2%	
Probably the Democratic candidate	3%	-4%	-1%	-1%	8%	-1%	-1%	0%	1%	-2%	-1%	-1%	-2%	3%	-1%	1%	0%	0%	1%	-1%	-1%	0%	1%	0%	-1%	-1%	-1%	1%	-1%	
Definitely the Democratic candidate	-1%	2%	3%	-1%	-7%	-7%	1%	4%	-3%	-1%	0%	4%	0%	-2%	1%	-2%	0%	-2%	2%	0%	-1%	1%	2%	4%	-9%	0%	2%	-3%	1%	
Unsure	0%	-2%	-4%	0%	-2%	0%	-1%	-2%	-4%	-2%	-1%	-1%	-1%	-1%	-1%	1%	-5%	-1%	-2%	-1%	-1%	-2%	-1%	-2%	-1%	-2%	-1%	1%	1%	

Over 2/3 of Republicans will vote straight GOP ticket



Though you are planning to vote for the Republican candidate, are there any Democratic candidates you might consider voting for as well? Please select all that apply.

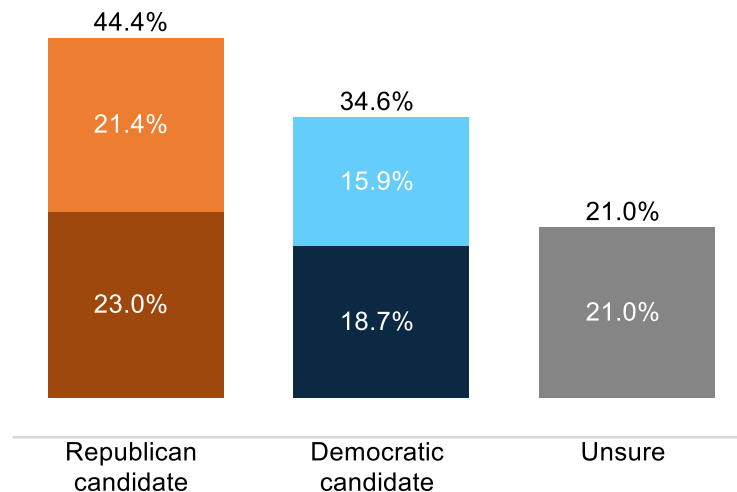
Democrats more likely to consider crossing over for a Republican for top-level state races



	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+
At least one of the big statewide races like Governor or Senator	13%	6%	6%	4%	14%	11%	6%	5%	7%	7%	10%	7%	7%	9%	15%	8%	9%	15%	7%	7%	7%	9%	9%	7%	8%	19%	10%	9%	4%
At least one of the lower statewide offices like Secretary of State or Attorney General	11%	8%	3%	5%	9%	11%	8%	5%	6%	6%	7%	7%	8%	9%	15%	6%	11%	14%	8%	5%	7%	7%	7%	7%	8%	16%	15%	7%	4%
A Republican for the US House	3%	2%	1%	3%	8%	6%	2%	2%	2%	3%	4%	2%	3%	3%	12%	2%	5%	9%	4%	1%	3%	3%	3%	3%	12%	12%	3%	1%	
A Republican for state representative or state senator	3%	3%	2%	2%	8%	6%	5%	5%	5%	4%	5%	3%	3%	4%	14%	3%	7%	8%	5%	2%	5%	3%	3%	4%	6%	17%	11%	3%	2%
Only my incumbent Republican local office holders, but no challengers	4%	4%	3%	4%	8%	6%	3%	6%	5%	5%	5%	3%	4%	6%	15%	4%	6%	7%	5%	4%	6%	4%	3%	5%	7%	20%	9%	4%	4%
Straight ticket for every Democrat	54%	66%	70%	71%	57%	62%	75%	66%	65%	63%	67%	67%	66%	64%	31%	71%	50%	52%	59%	74%	67%	64%	63%	68%	66%	32%	30%	69%	76%
Unsure	17%	16%	17%	13%	8%	9%	11%	15%	15%	15%	10%	16%	15%	13%	16%	11%	22%	11%	18%	10%	12%	15%	14%	13%	12%	13%	21%	11%	11%

Though you are planning to vote for the Democratic candidate, are there any Republican candidates you might consider voting for as well? Please select all that apply.

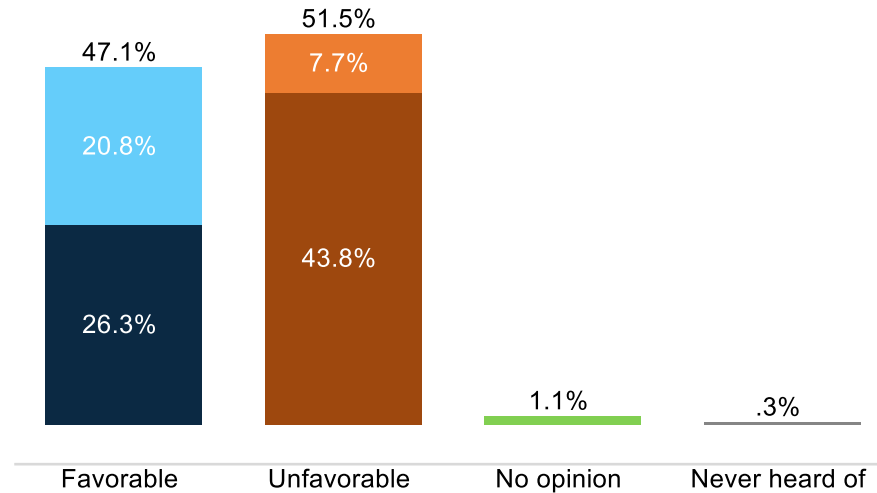
Voters believe by R+9 that their neighbors are more likely to be voting Republican



	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	35%	45%	45%	42%	40%	41%	53%	52%	43%	50%	37%	51%	47%	38%	71%	20%	43%	63%	37%	25%	43%	46%	40%	49%	45%	73%	66%	19%	23%
Democratic candidate	52%	38%	27%	24%	53%	48%	26%	23%	33%	29%	40%	28%	31%	44%	10%	61%	28%	19%	38%	56%	39%	32%	39%	30%	36%	11%	8%	66%	45%
Definitely the Republican candidate	15%	24%	25%	19%	22%	26%	28%	23%	23%	25%	19%	26%	27%	19%	44%	5%	19%	39%	15%	8%	21%	25%	20%	25%	24%	48%	34%	6%	5%
Probably the Republican candidate	20%	21%	20%	23%	18%	15%	24%	28%	21%	25%	19%	24%	20%	19%	27%	15%	24%	24%	22%	17%	22%	21%	19%	24%	21%	25%	31%	14%	18%
Probably the Democratic candidate	23%	17%	13%	13%	22%	16%	14%	14%	17%	15%	17%	11%	13%	22%	7%	22%	19%	10%	19%	22%	17%	15%	17%	14%	17%	8%	6%	22%	22%
Definitely the Democratic candidate	28%	21%	14%	12%	31%	31%	12%	9%	16%	15%	23%	17%	18%	22%	3%	39%	10%	9%	19%	34%	22%	17%	22%	15%	19%	3%	2%	44%	23%
Unsure	13%	17%	28%	34%	7%	12%	21%	25%	24%	21%	23%	21%	22%	18%	19%	19%	29%	18%	25%	19%	19%	23%	22%	22%	19%	16%	26%	15%	31%

How do you think your neighbors will vote in the election for U.S. Congress: for the Republican or Democratic candidate for Congress?

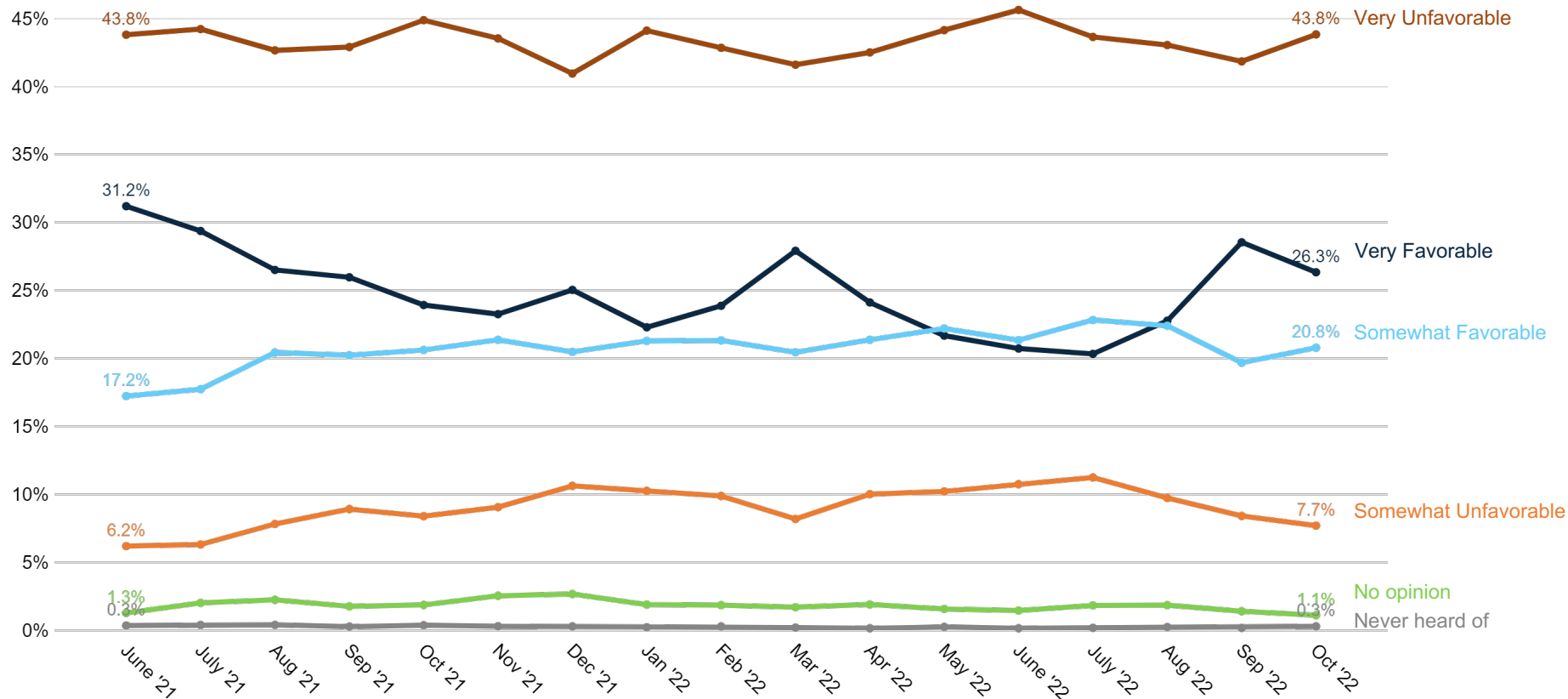
Biden's image recovery has ended as he trends backwards



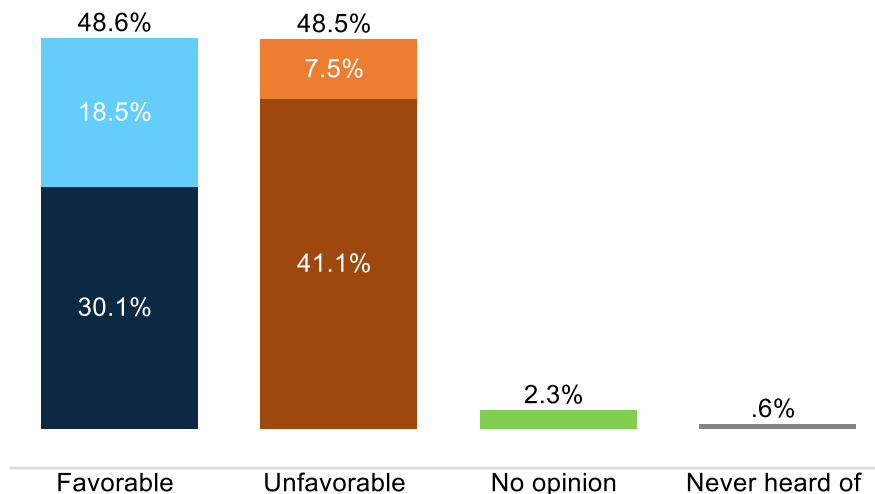
	F 18-34	F 35-49	F 50-64	F 65+	M 18-34	M 35-49	M 50-64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	53%	48%	44%	51%	60%	56%	36%	38%	47%	41%	53%	44%	43%	54%	11%	85%	40%	18%	56%	85%	54%	43%	49%	45%	48%	11%	11%	84%	88%
Unfavorable Total	45%	50%	54%	48%	39%	43%	64%	61%	52%	58%	46%	54%	55%	45%	87%	14%	58%	81%	43%	14%	45%	56%	49%	54%	52%	87%	87%	15%	11%
Very Favorable	26%	21%	23%	31%	39%	35%	19%	22%	24%	22%	31%	23%	23%	32%	4%	53%	14%	12%	25%	52%	31%	23%	27%	24%	28%	5%	4%	51%	62%
Somewhat Favorable	27%	27%	21%	20%	21%	21%	17%	16%	24%	18%	22%	21%	20%	22%	7%	32%	26%	6%	31%	33%	22%	20%	22%	20%	20%	7%	8%	34%	27%
Somewhat Unfavorable	15%	9%	7%	4%	15%	6%	6%	4%	7%	9%	8%	6%	8%	8%	7%	6%	12%	6%	11%	7%	7%	8%	10%	7%	6%	8%	3%	7%	4%
Very Unfavorable	29%	41%	48%	44%	23%	37%	58%	57%	45%	49%	39%	48%	47%	37%	81%	7%	46%	75%	32%	6%	39%	48%	39%	47%	46%	79%	84%	7%	7%
No Opinion	2%	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%
Never Heard Of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

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

Trend: Joe Biden Image



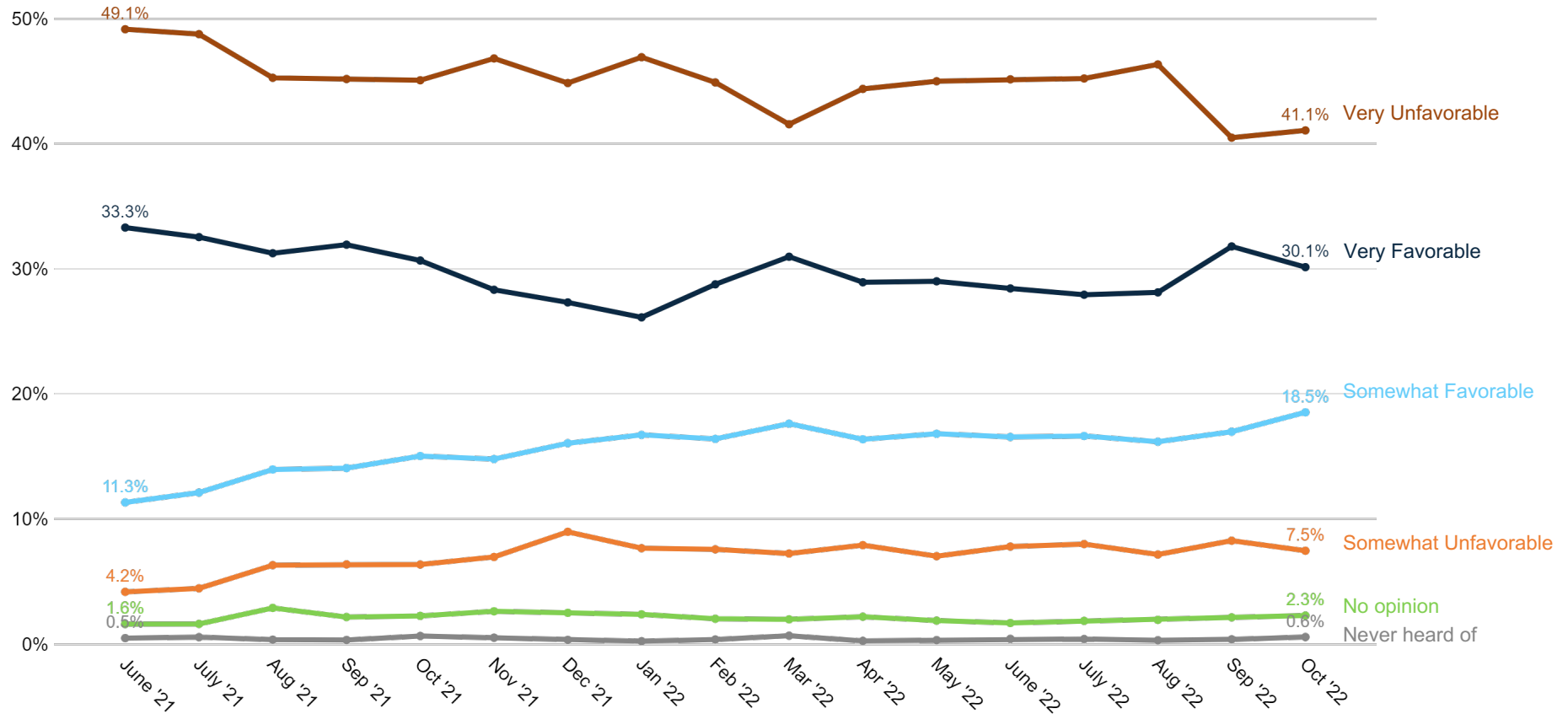
Trump holds positive image; continues to grow with upper-income voters



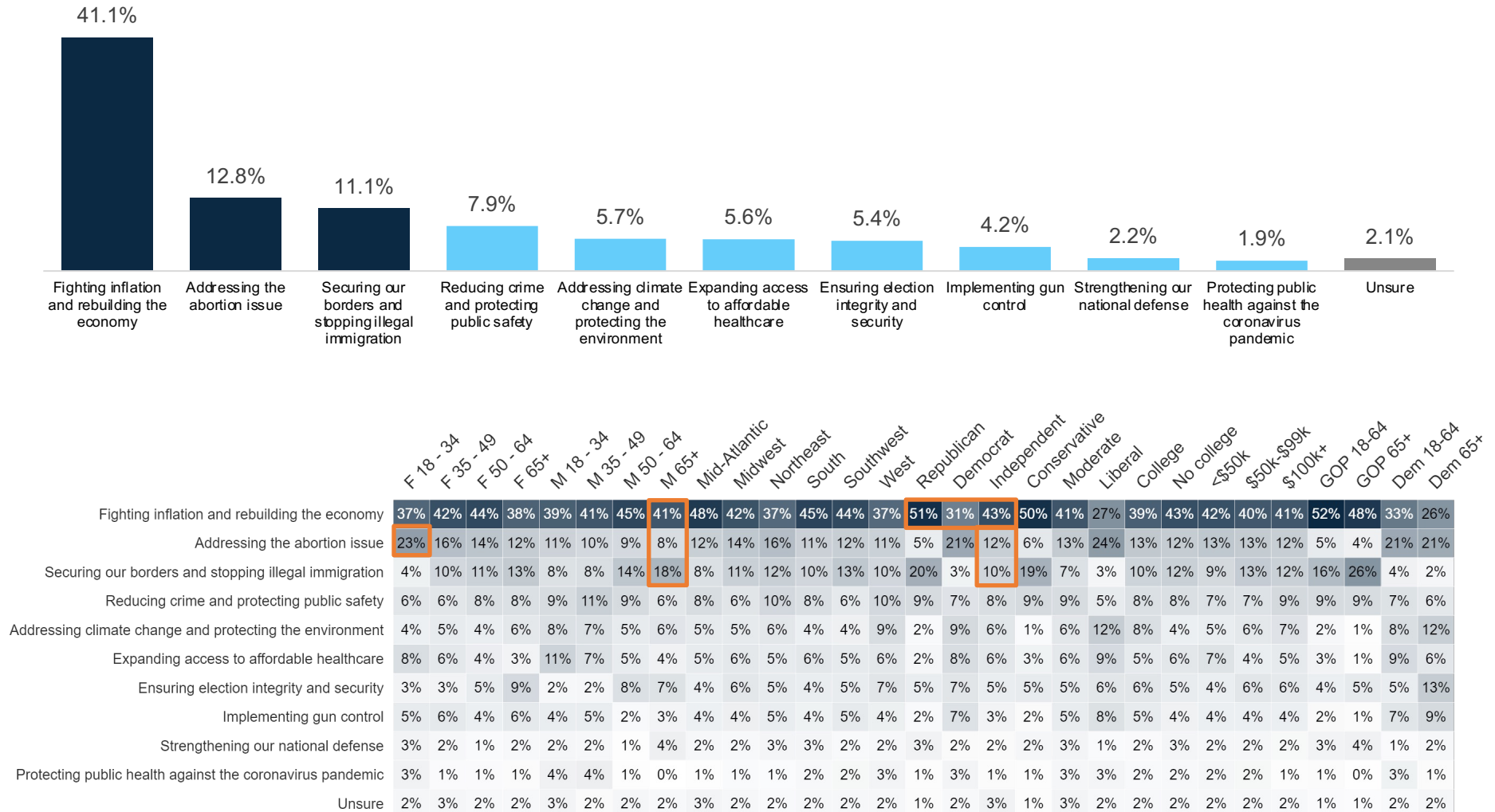
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	41%	48%	46%	45%	51%	52%	53%	53%	48%	51%	46%	52%	52%	43%	83%	19%	44%	78%	34%	17%	43%	53%	46%	49%	52%	85%	79%	21%	10%
Unfavorable Total	54%	48%	51%	53%	47%	43%	46%	45%	50%	46%	51%	46%	46%	53%	15%	78%	53%	19%	62%	80%	55%	44%	51%	49%	46%	14%	19%	75%	88%
Very Favorable	22%	31%	29%	29%	29%	32%	33%	33%	29%	32%	28%	33%	32%	26%	58%	8%	20%	52%	18%	9%	24%	35%	29%	32%	29%	60%	55%	9%	4%
Somewhat Favorable	19%	17%	17%	16%	21%	20%	20%	20%	19%	19%	18%	19%	20%	17%	24%	11%	24%	27%	17%	8%	19%	18%	17%	16%	23%	24%	24%	12%	6%
Somewhat Unfavorable	11%	9%	6%	5%	11%	10%	6%	6%	7%	8%	9%	7%	7%	8%	7%	7%	9%	7%	10%	6%	9%	7%	7%	7%	8%	6%	7%	9%	2%
Very Unfavorable	43%	39%	45%	48%	36%	33%	40%	39%	43%	38%	43%	39%	39%	45%	9%	71%	43%	12%	52%	75%	46%	37%	43%	42%	37%	7%	11%	66%	86%
No Opinion	4%	4%	2%	2%	2%	4%	1%	1%	1%	3%	2%	1%	2%	3%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%	2%	3%	1%	
Never Heard Of	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	

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

Trend: Donald Trump Image

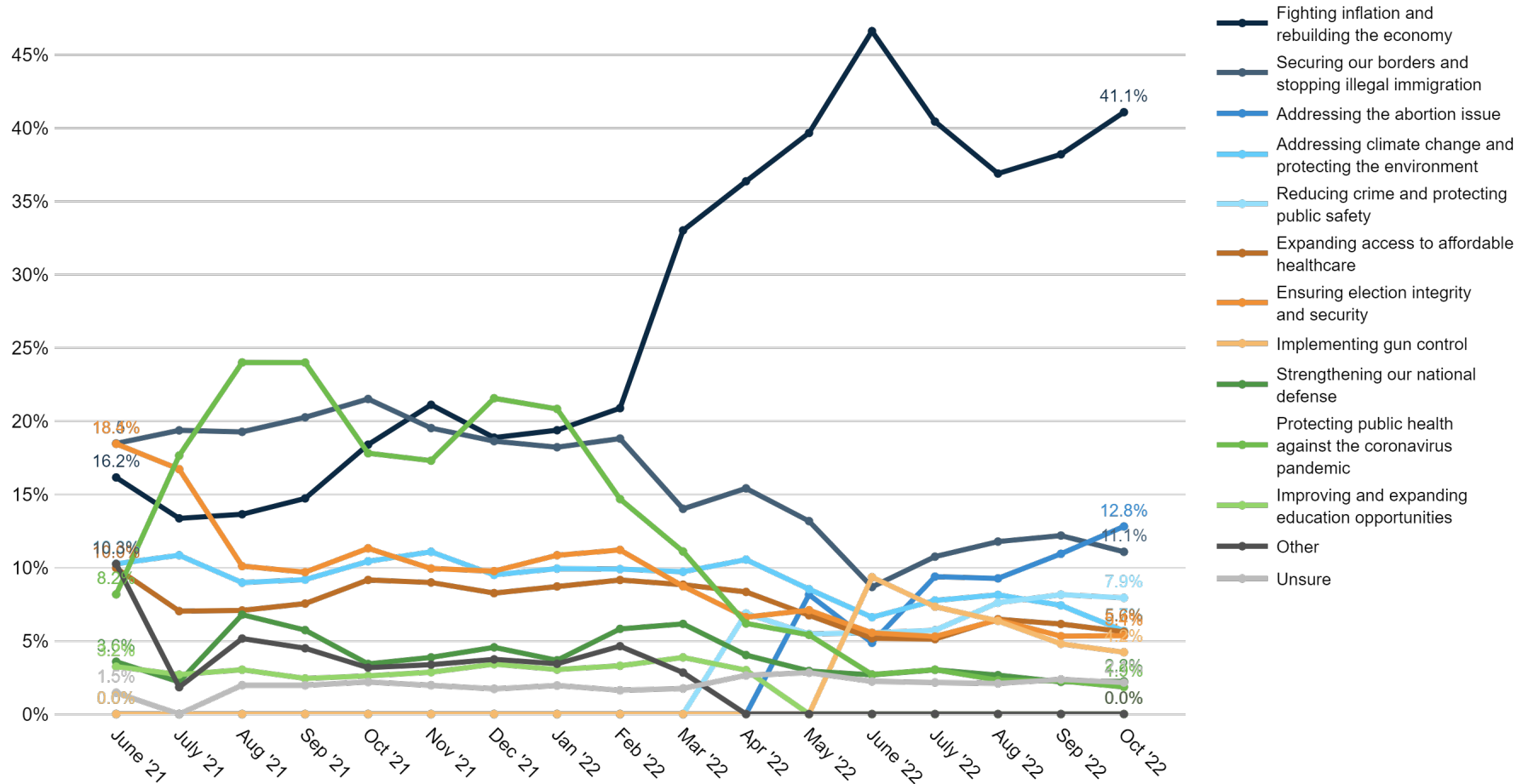


The midterm elections will be defined by inflation concern



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

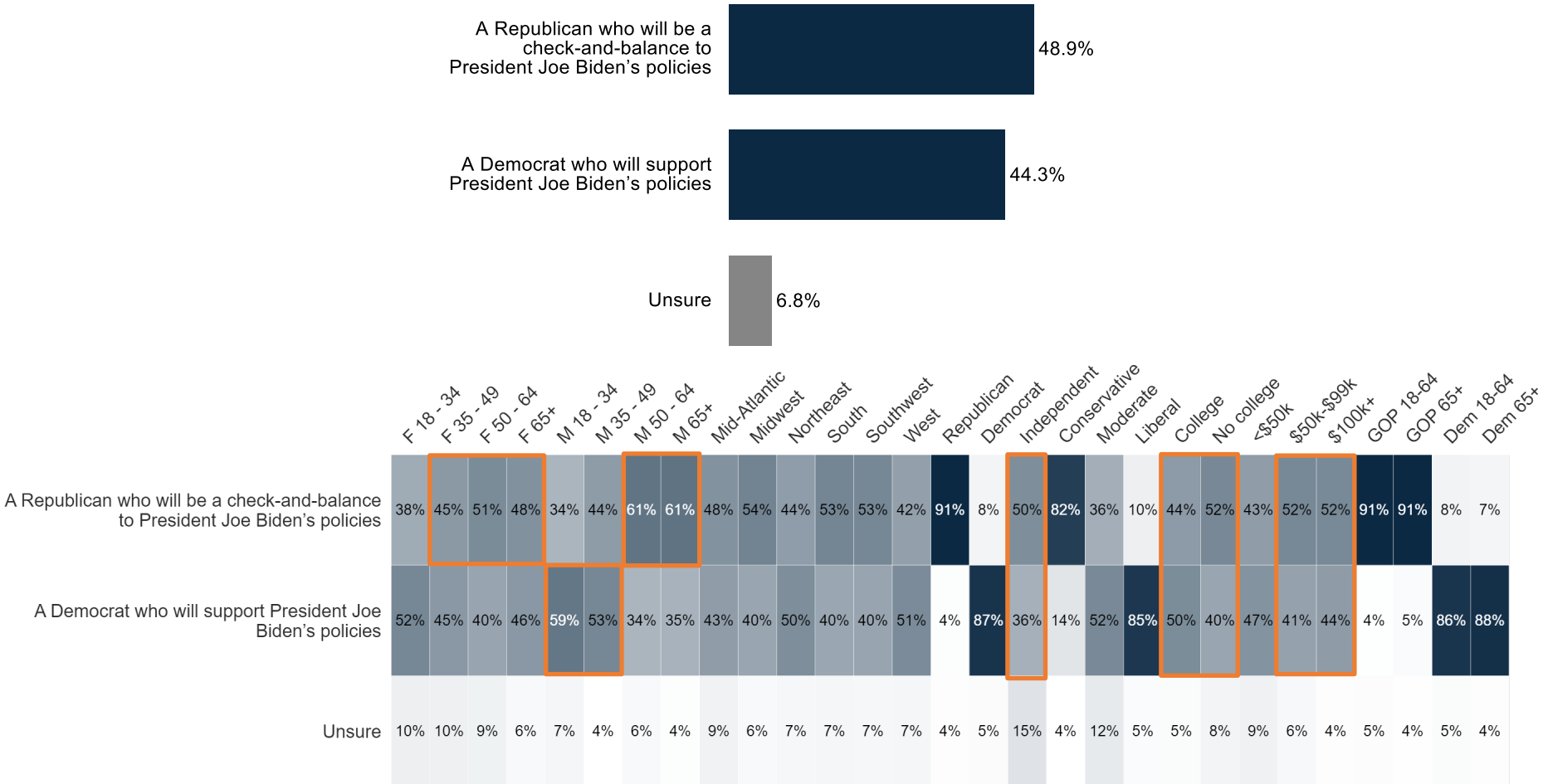
Top Priority Trend



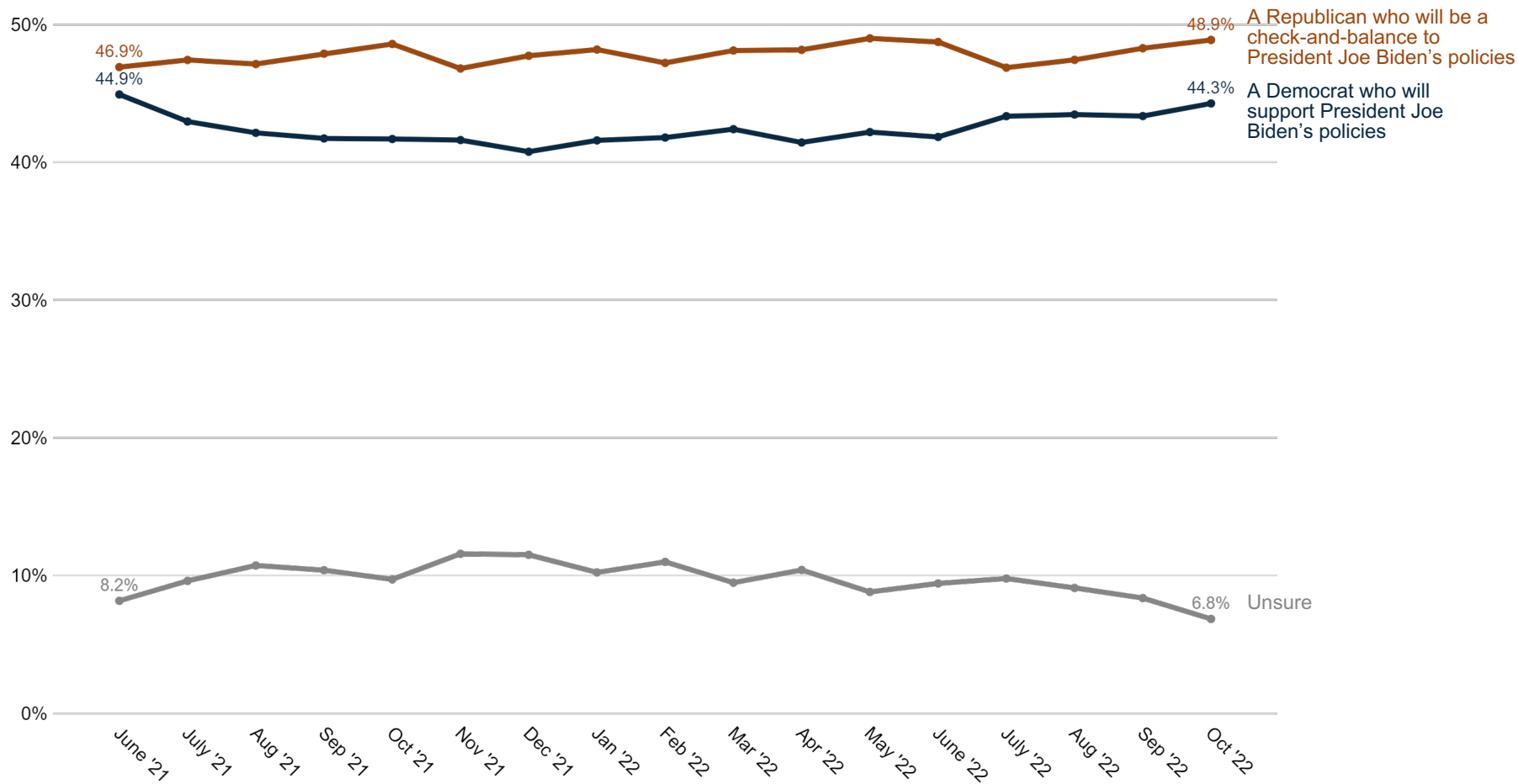
Top Priority Change: September to October 2022

	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	4%	-2%	4%	2%	3%	1%	3%	7%	3%	6%	-1%	3%	3%	3%	5%	1%	3%	6%	1%	0%	4%	2%	3%	1%	5%	3%	7%	1%	1%
Securing our borders and stopping illegal immigration	-1%	4%	-1%	-2%	2%	2%	-4%	-5%	-2%	-1%	-1%	-3%	3%	-2%	-2%	0%	-2%	-3%	1%	0%	0%	-2%	-2%	-2%	1%	1%	-6%	0%	-1%
Addressing the abortion issue	3%	3%	4%	0%	0%	-1%	4%	1%	2%	2%	5%	3%	-1%	0%	0%	3%	3%	0%	1%	5%	2%	2%	2%	3%	1%	0%	1%	4%	1%
Addressing climate change and protecting the environment	-1%	-1%	-1%	-3%	-1%	-3%	-1%	-2%	0%	-2%	-3%	-1%	-2%	-2%	0%	-3%	-2%	-1%	-1%	-4%	-2%	-2%	-1%	-2%	-2%	0%	-1%	-3%	-5%
Reducing crime and protecting public safety	-3%	-2%	0%	3%	-2%	2%	0%	-1%	0%	-2%	2%	0%	-3%	2%	0%	-1%	0%	1%	-2%	-1%	-1%	0%	-1%	1%	0%	0%	1%	-1%	2%
Expanding access to affordable healthcare	-1%	-2%	-2%	0%	1%	-1%	0%	0%	0%	-1%	-1%	-1%	0%	1%	-1%	0%	0%	-1%	-1%	0%	-1%	0%	1%	-1%	-1%	-2%	0%	0%	1%
Ensuring election integrity and security	0%	0%	-1%	2%	-1%	-2%	3%	-1%	1%	1%	-1%	0%	0%	0%	-2%	1%	1%	-2%	1%	1%	0%	0%	0%	0%	-1%	-1%	-3%	1%	4%
Implementing gun control	-2%	0%	-1%	-1%	0%	2%	-2%	-1%	0%	-2%	1%	0%	0%	-1%	-1%	1%	-3%	-1%	-2%	0%	0%	-1%	-1%	0%	-1%	-1%	-1%	1%	0%
Strengthening our national defense	0%	1%	-1%	0%	1%	0%	-3%	2%	-1%	0%	1%	1%	0%	0%	1%	-1%	-1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	2%	-1%	0%
Protecting public health against the coronavirus pandemic	1%	-2%	-1%	0%	-1%	0%	0%	-1%	-3%	0%	-1%	-1%	0%	1%	0%	-1%	0%	-1%	0%	-1%	-1%	0%	0%	1%	-2%	-1%	0%	-1%	-1%
Unsure	0%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	-1%	0%	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	-1%	-1%	-1%	

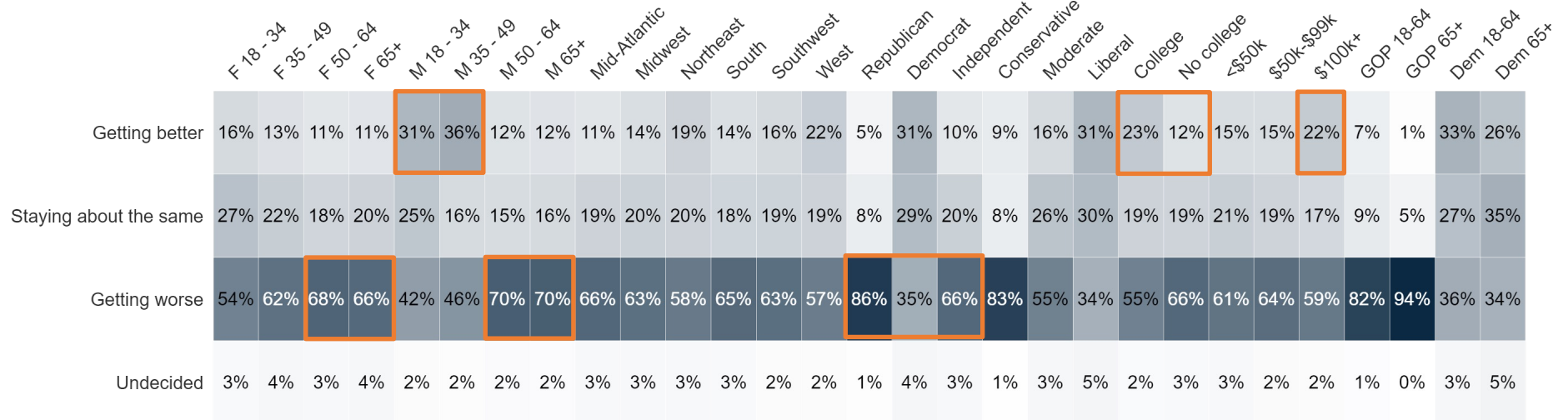
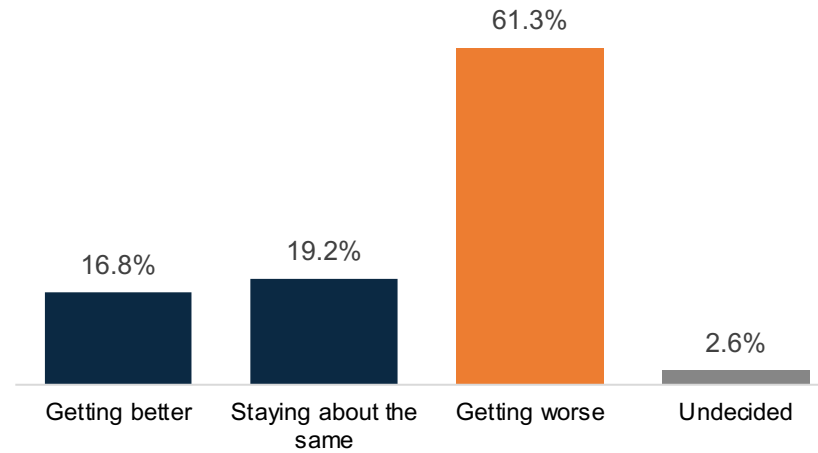
Motive ballot remains in favor of Republicans (R+5); Independents, lower-education, and mid-income side with GOP



Contrast/Motive Ballot Trend

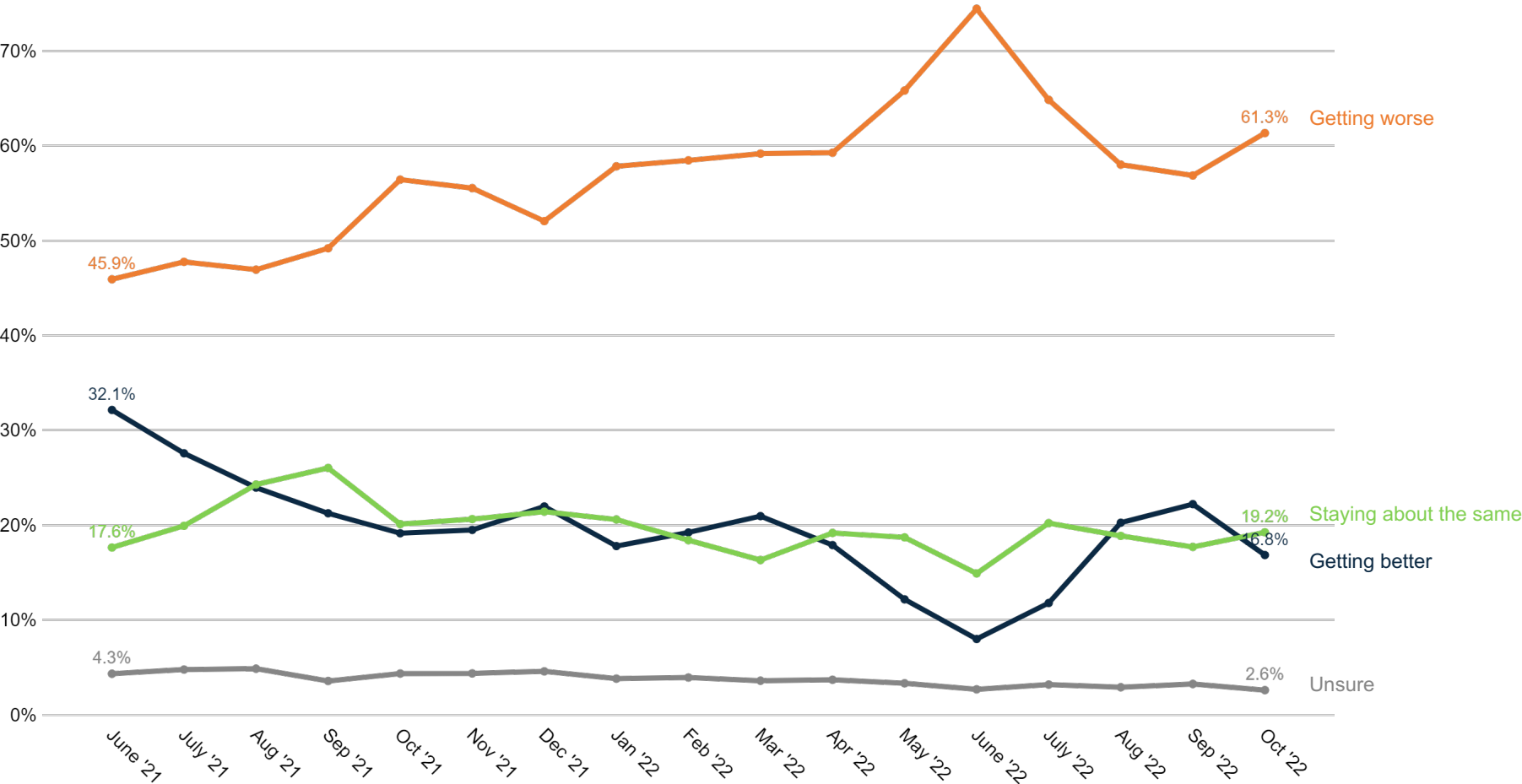


Economic pessimism being trending more “getting worse” again

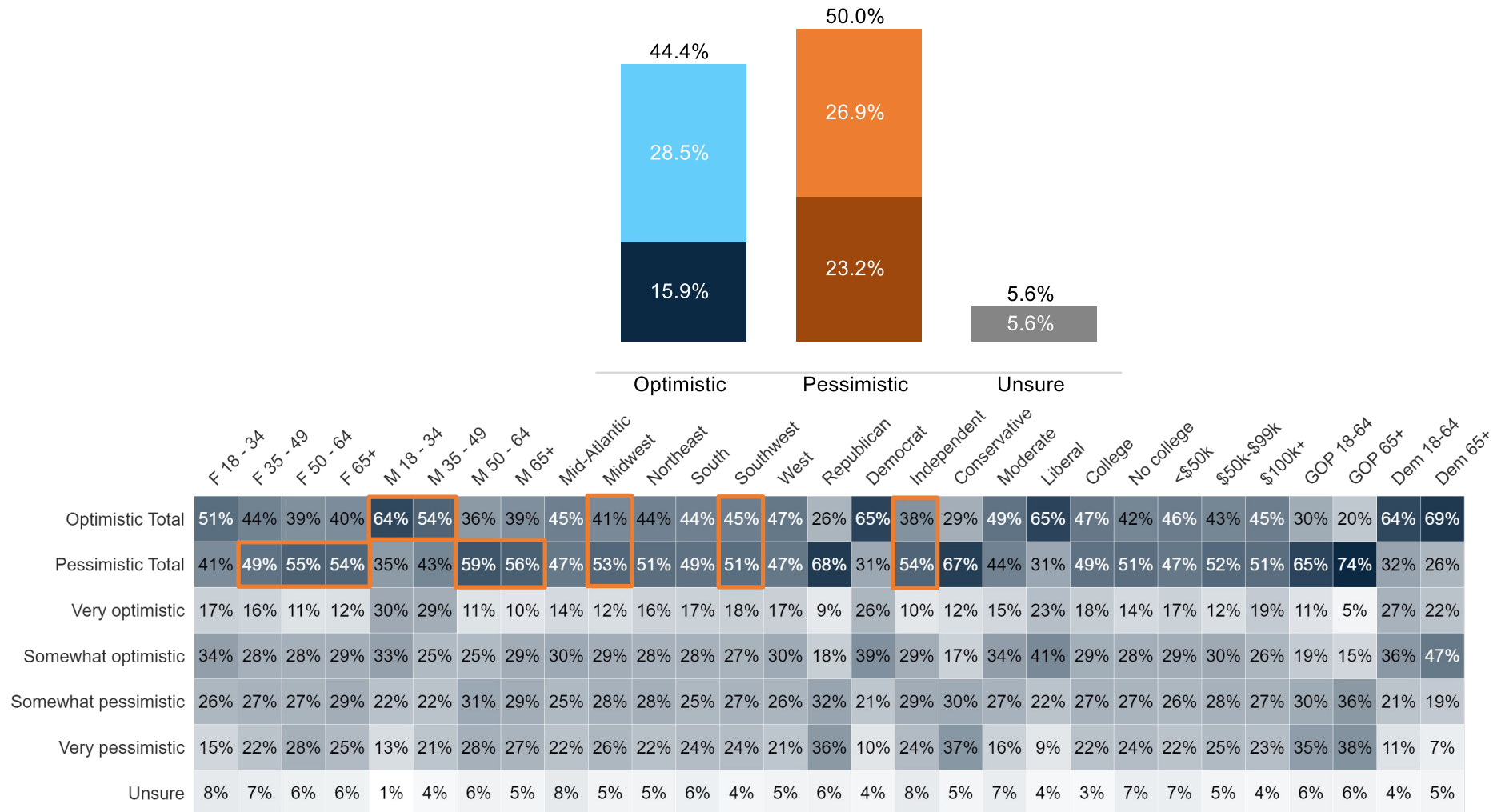


Do you believe the economy is getting better, getting worse, or staying about the same?

Economic Confidence Trend

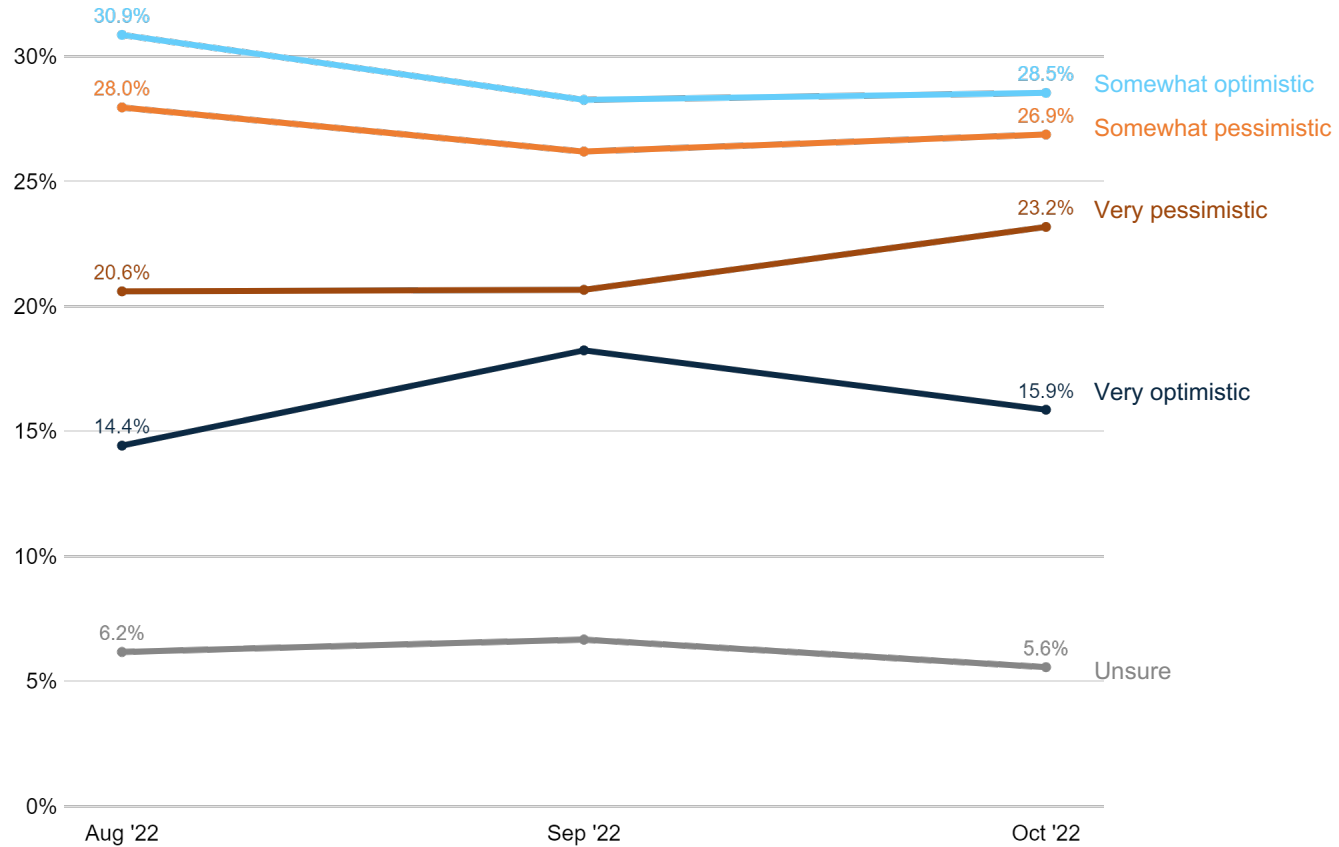


Personal financial outlook follows economic sentiment in becoming more pessimistic

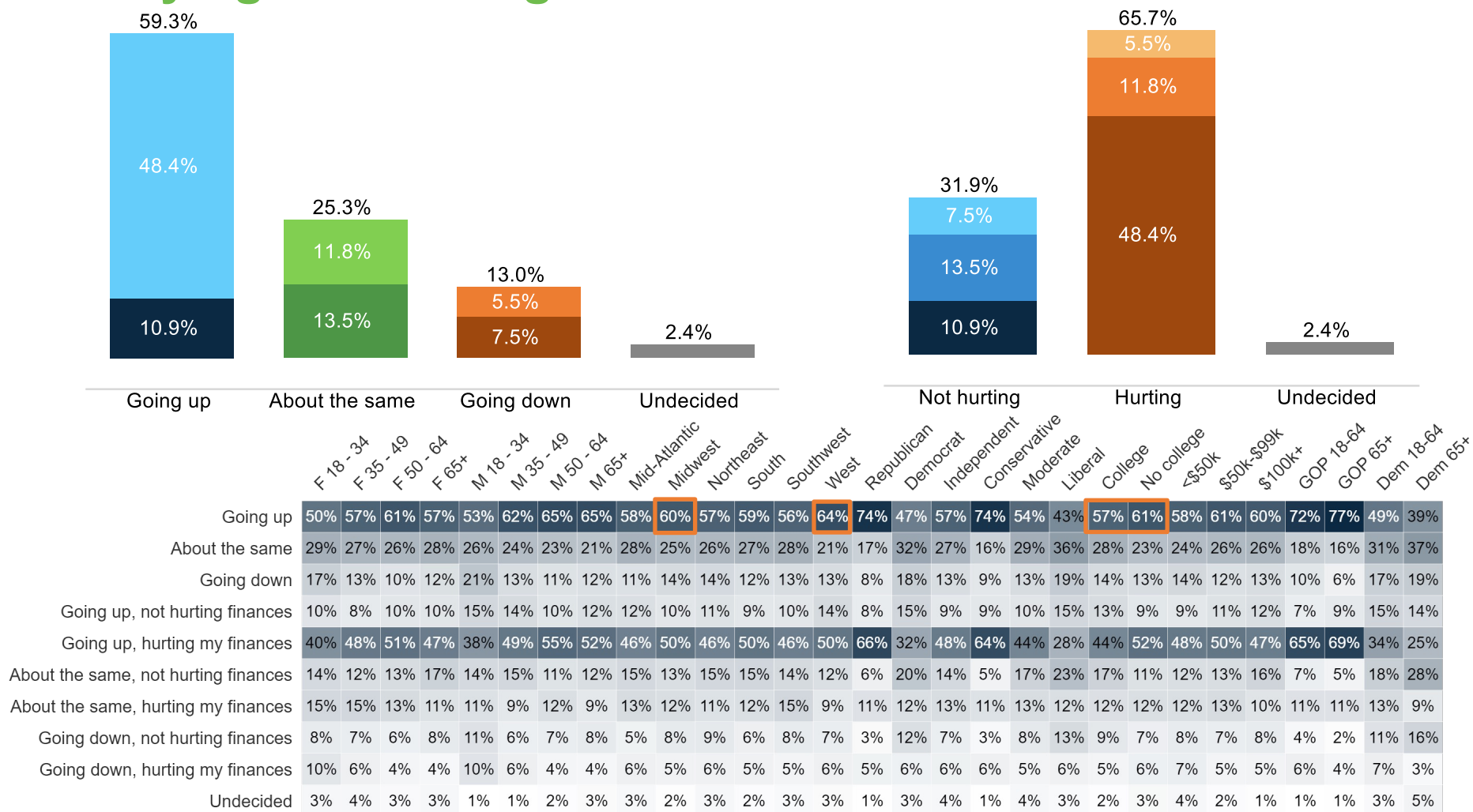


How optimistic or pessimistic are you about your personal financial outlook for the next few months?

Trend: Personal Econ Outlook

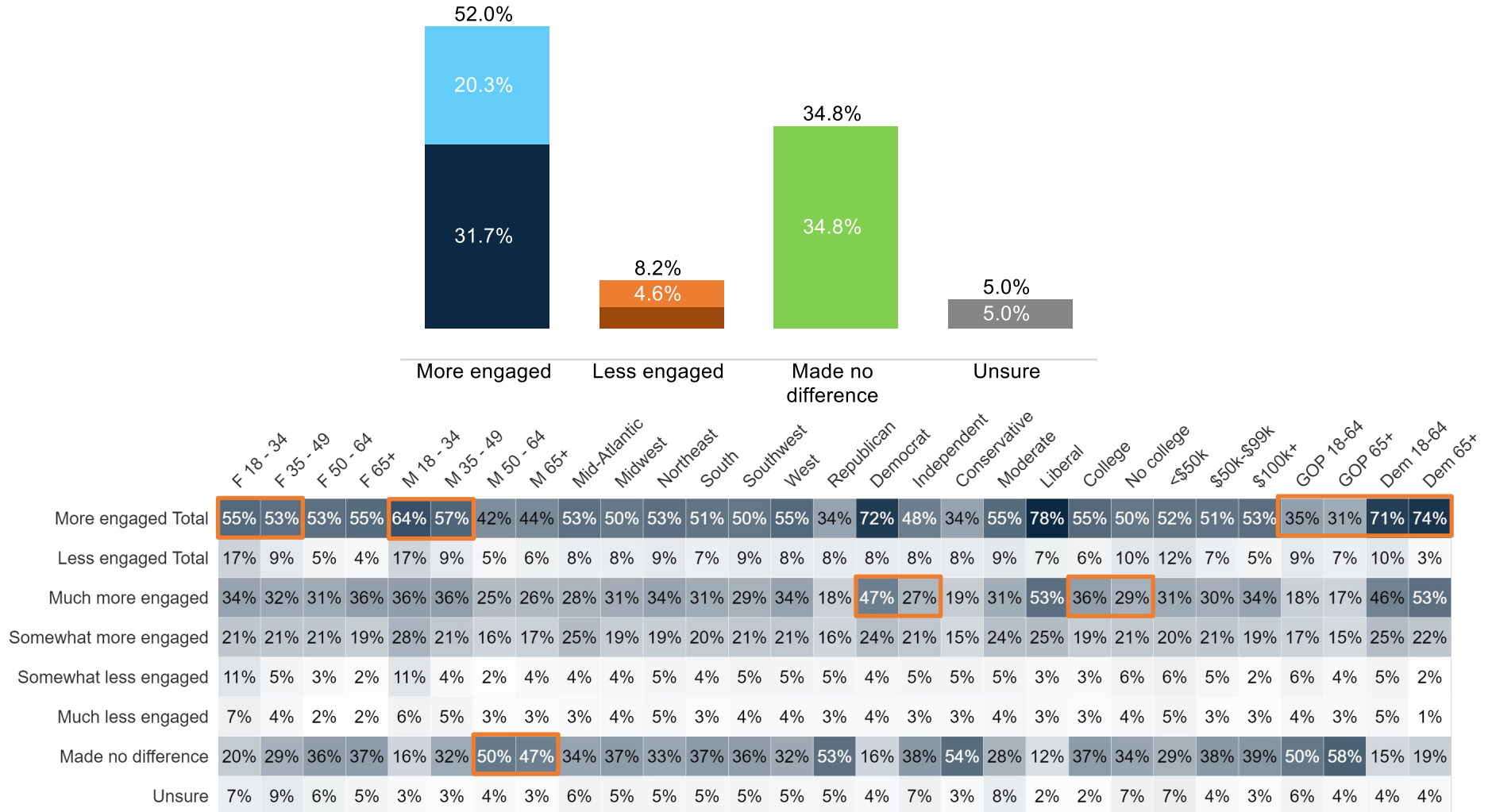


Nearly 6-in-10 voters seeing rising prices at the pump with 2/3 saying it is hurting them



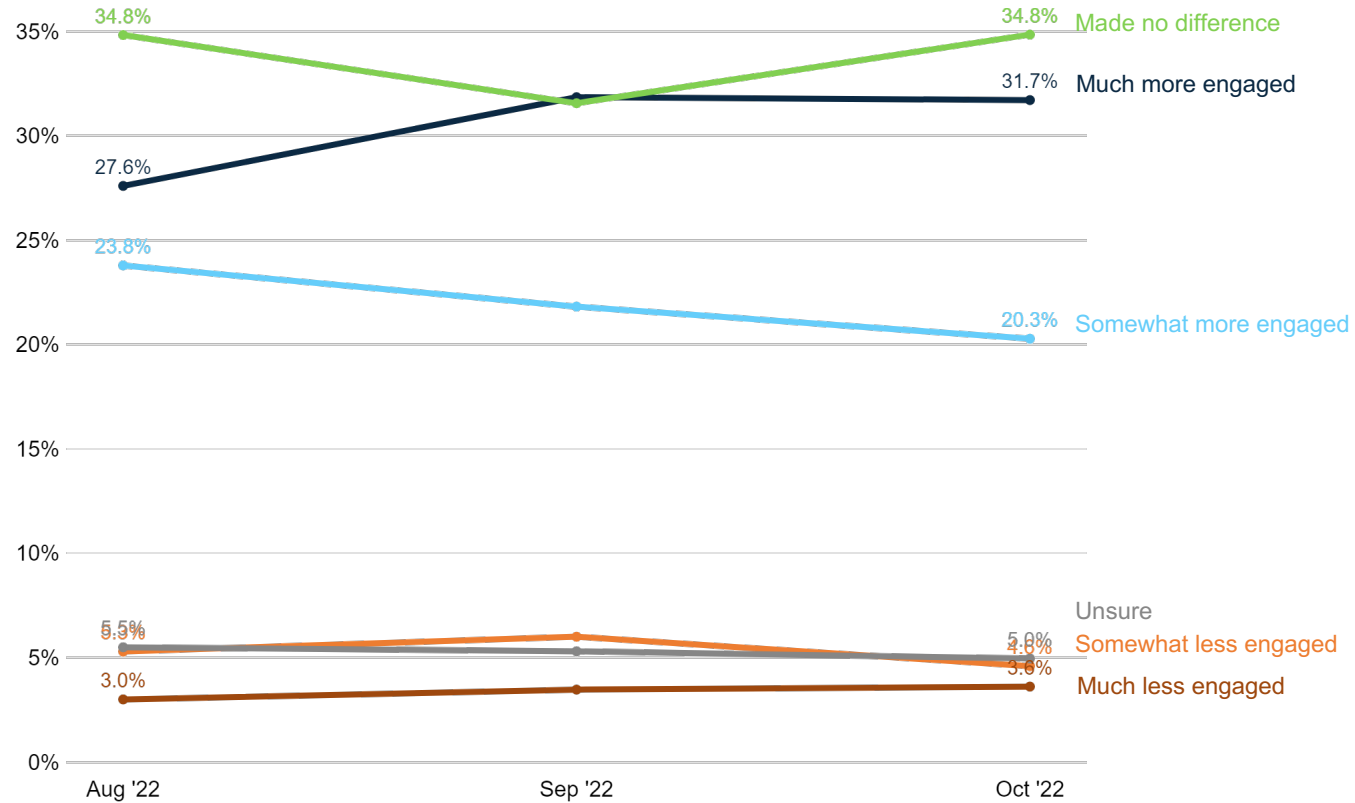
What are gas prices doing in your area, and what impact is it having on you?

Engagement due to *Dobbs* down even among major Democrat groups



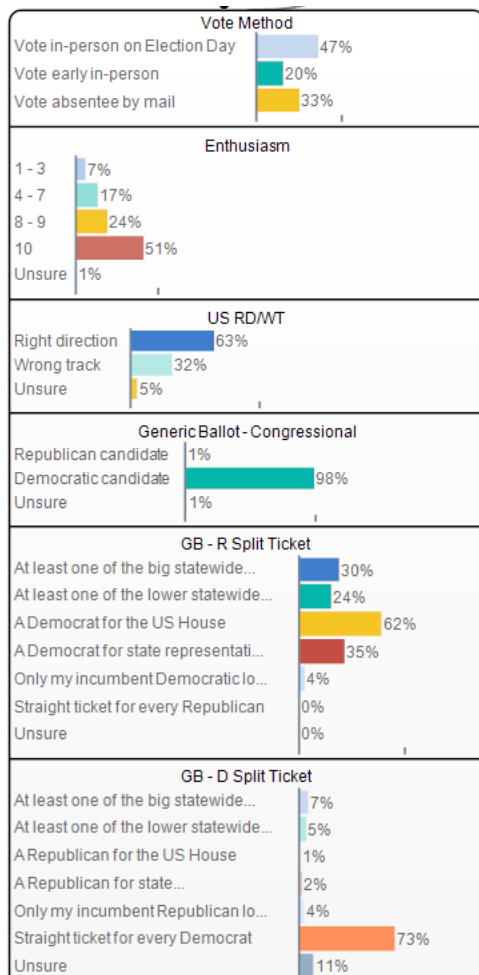
Earlier this year, abortion was not a major focus of the election. Then the U.S. Supreme Court overturned *Roe v Wade* with the *Dobbs* decision. Did the *Dobbs* decision make you more engaged, less engaged, or make no difference on your election engagement this year?

Trend: *Dobbs* Impact

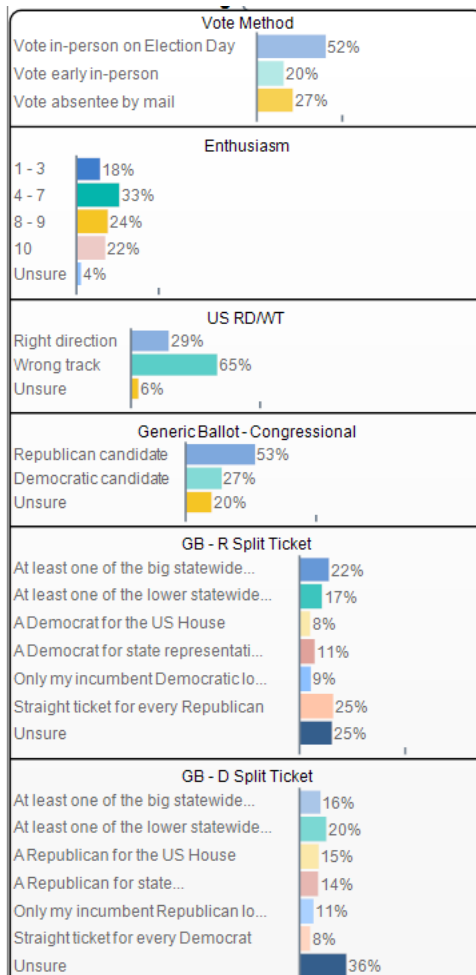


Segmentation Analysis:

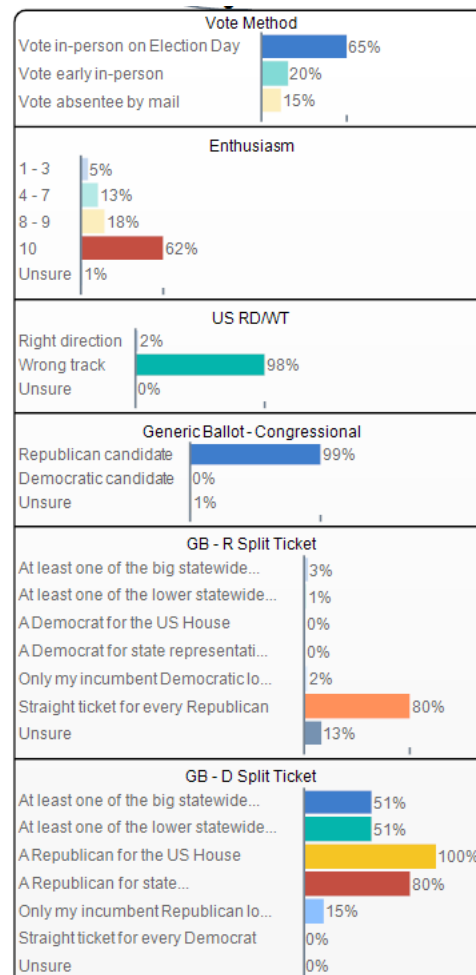
Democratic Base (43%)



The Middle (18%)



GOP Base (39%)



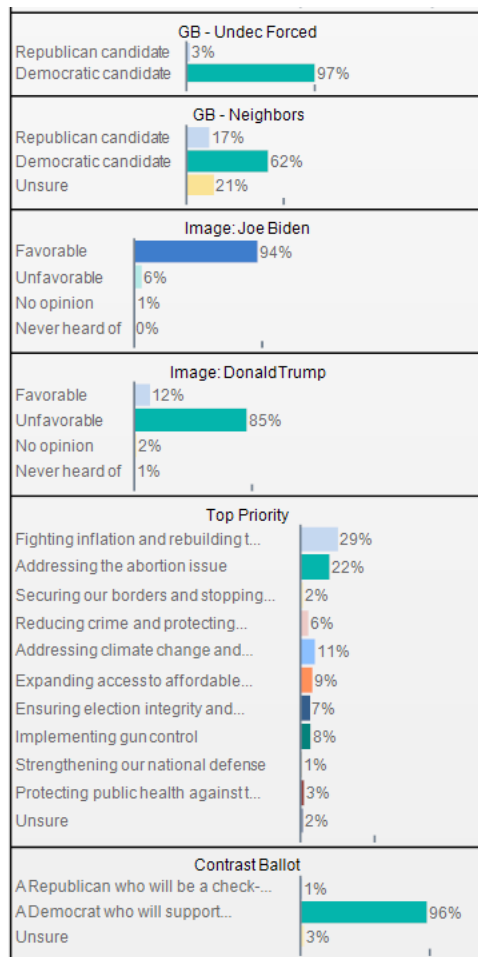
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.



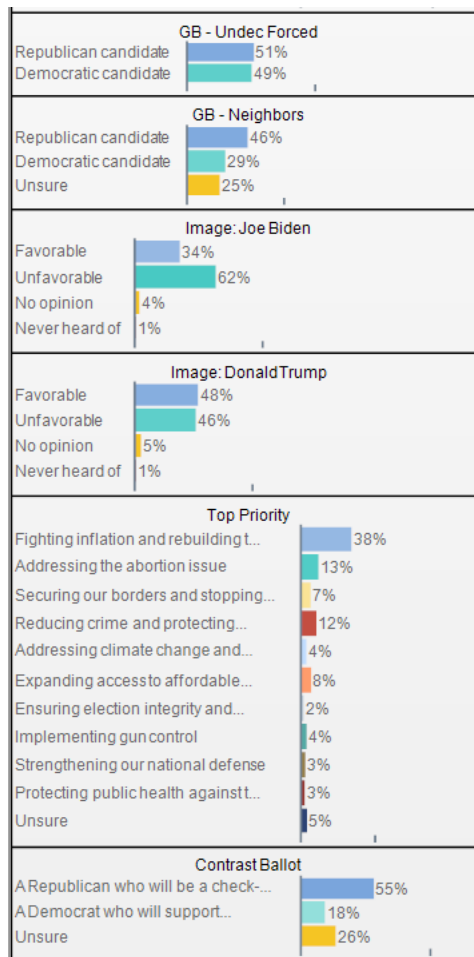
CYGNAL

Segmentation Analysis:

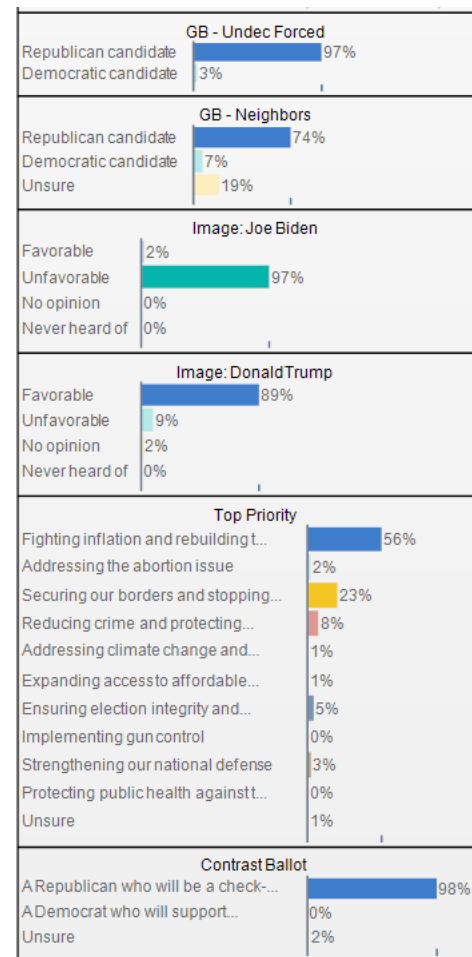
Democratic Base (43%)



The Middle (18%)



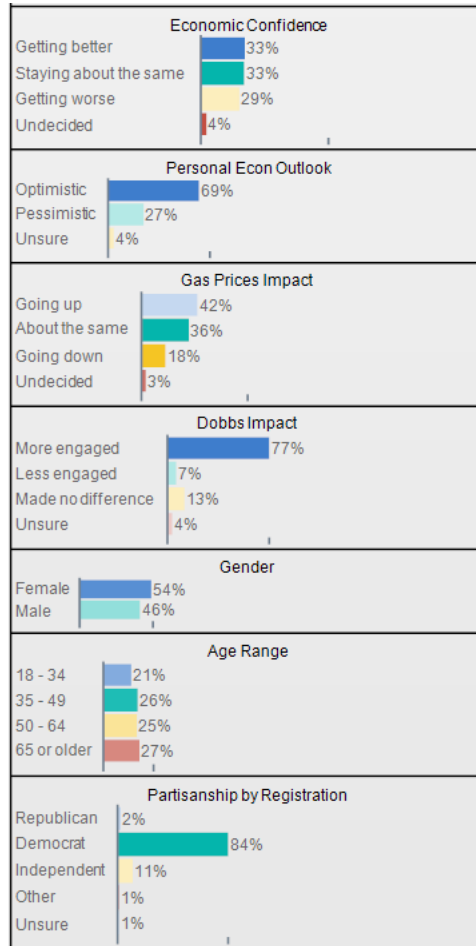
GOP Base (39%)



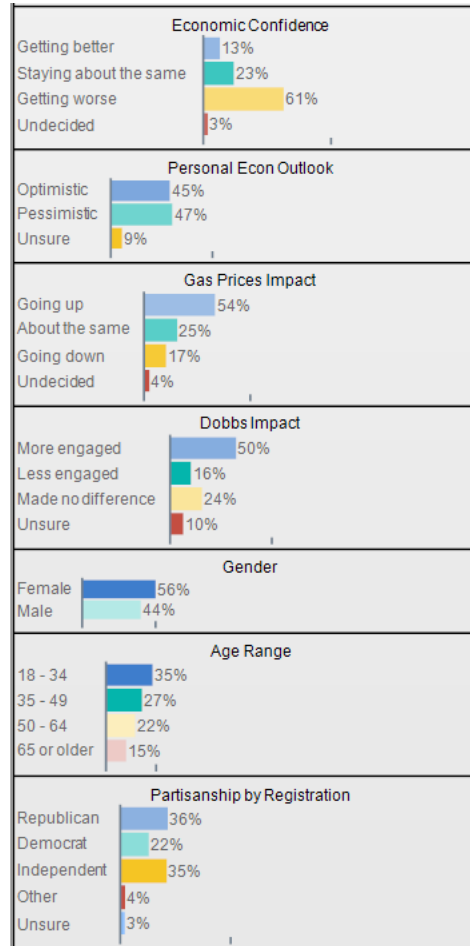
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

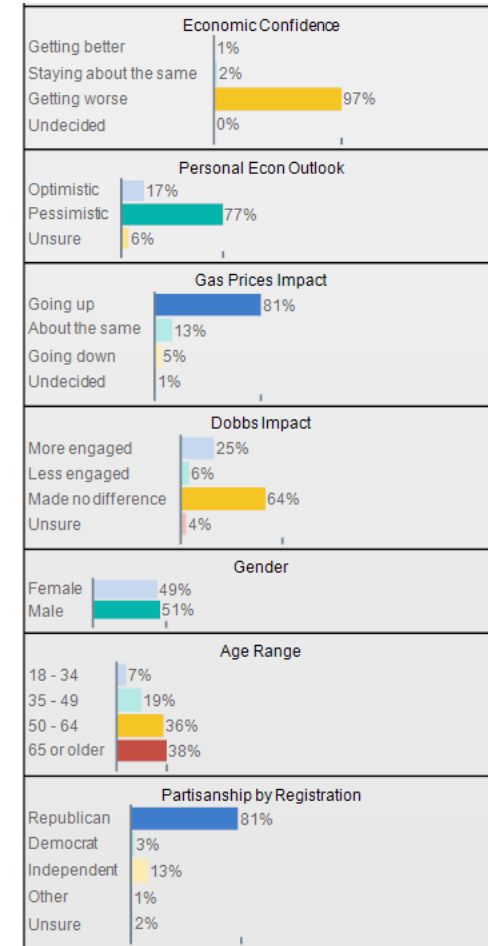
Democratic Base (43%)



The Middle (18%)



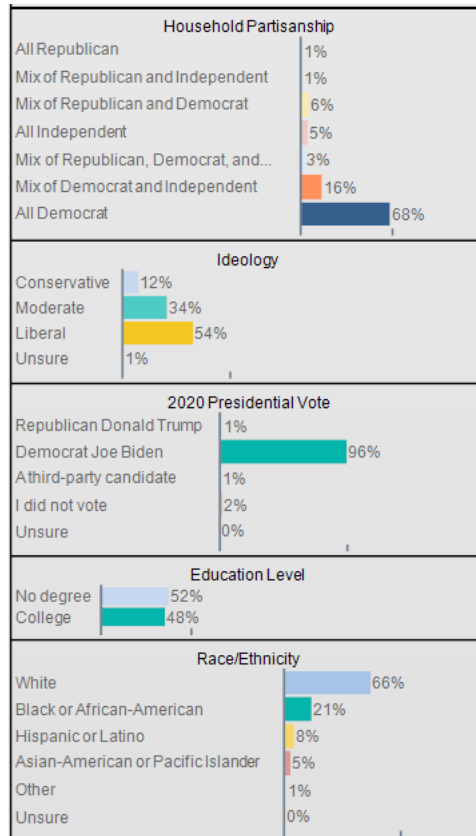
GOP Base (39%)



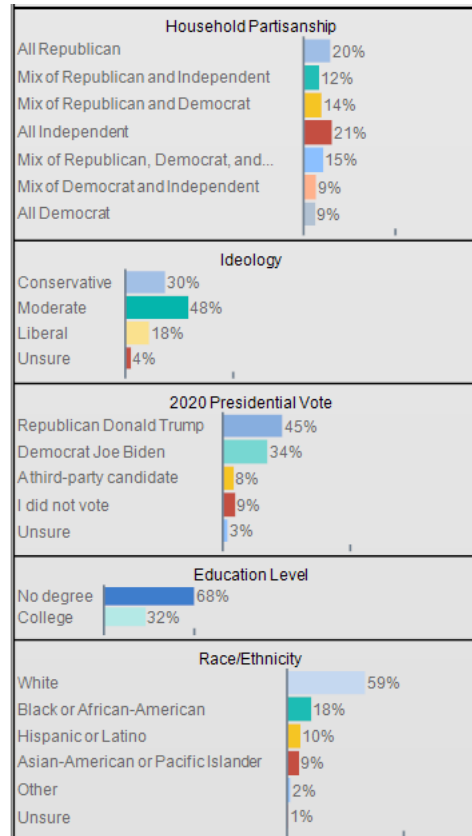
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

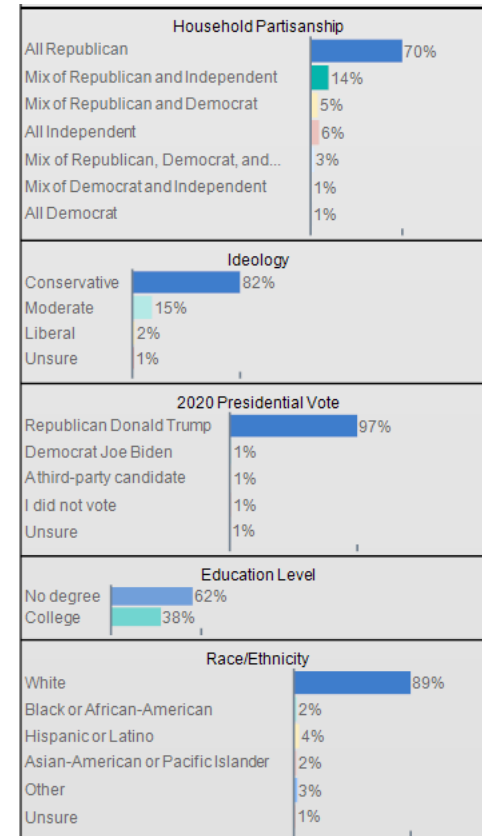
Democratic Base (43%)



The Middle (18%)



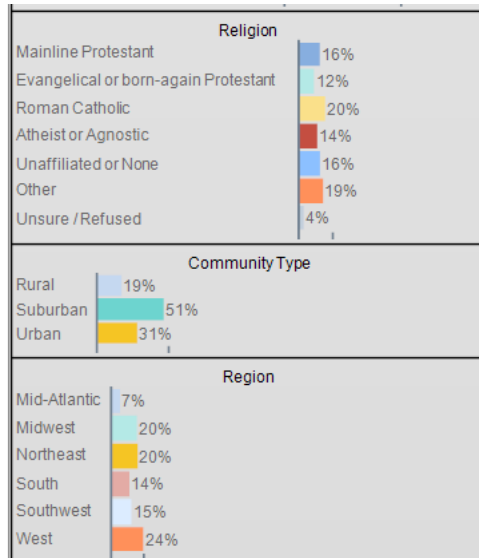
GOP Base (39%)



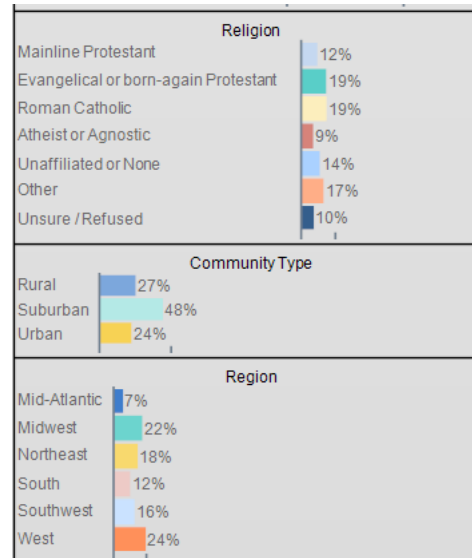
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

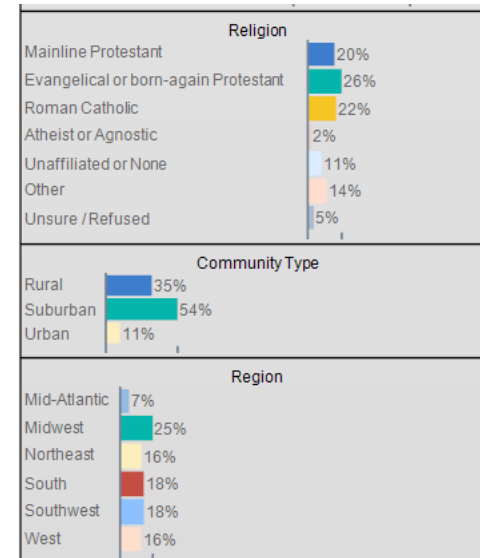
Democratic Base (43%)



The Middle (18%)



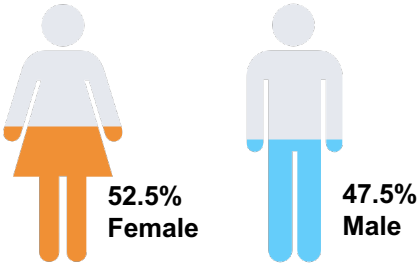
GOP Base (39%)



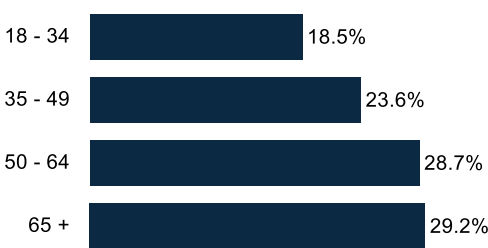
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

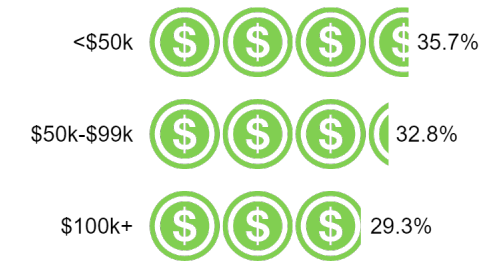
Sex



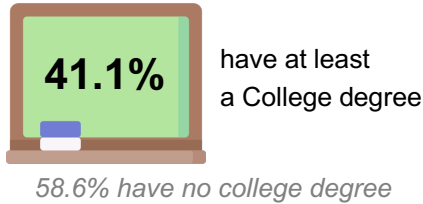
Age Range



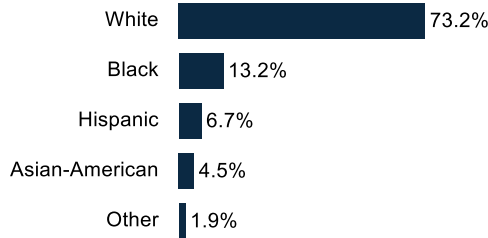
Household Income



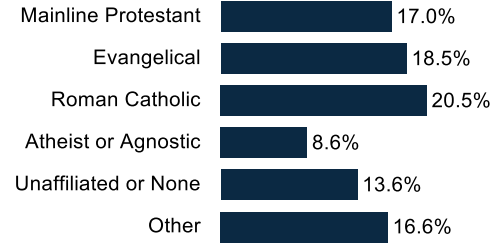
Education



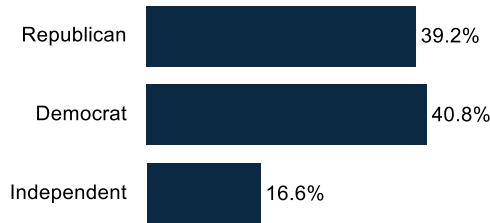
Race



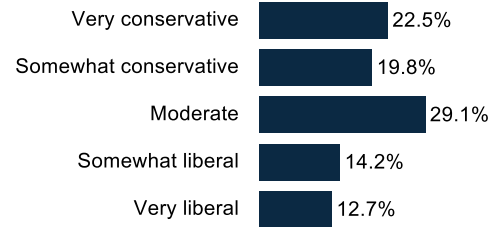
Religion



Partisanship



Ideology



Geo - Region

