

January 23, 2023



CYGNAL

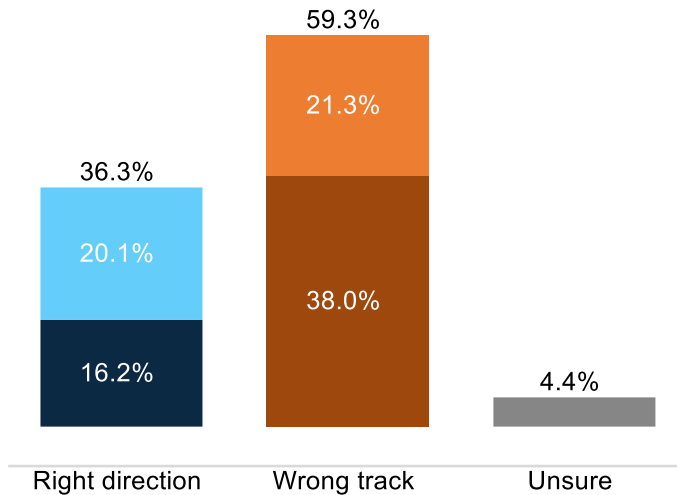
Survey of Likely General Election Voters **National**

January 19 – 20, 2023 | n=2529 | $\pm 1.95\%$

Insights & Analysis

- As we move further from the midterm election, voters return to a more pessimistic view of the country's direction and leadership.
- The **generic Congressional ballot**, in a presidential turnout model, is **now D+0.6**, much better than the last presidential year results of D+4 nationally. Independents moved further towards Republicans at +11. Republicans have increased their standing with female voters, now at D+2.
- President **Biden's image is back underwater** after a litany of bad press (-2% net fav), trending back towards pre-midterm numbers (-5% in October, -2% in September).
- Florida Governor Ron DeSantis is the only elected official with a positive image (+11% net fav), garnering outsized support from non-traditional GOP voting blocks.
- **Inflation** remains the overwhelming top issue, **holding steady from the midterms**. It's followed by **illegal immigration**. Republicans are most concerned about inflation and immigration. Democrats are most concerned about inflation and threats to democracy. Like Republican voters, Independents chose inflation and illegal immigration as their top two issues.
- Potential **2024 Presidential general election matchups**:
 - Biden v Trump - 47% / 44%
 - Biden v DeSantis - 46% / 45%
 - Biden v Pence - 45% / 41%
- Over half (56%) believe neither Biden or Trump should run for **President in 2024**.
- On the issue of Biden and Trump keeping **classified documents** at their homes, partisan voters remain loyal and Independents see it as a wash.
- 91% of voters say the **overturning of Roe** has NOT directly impacted them.

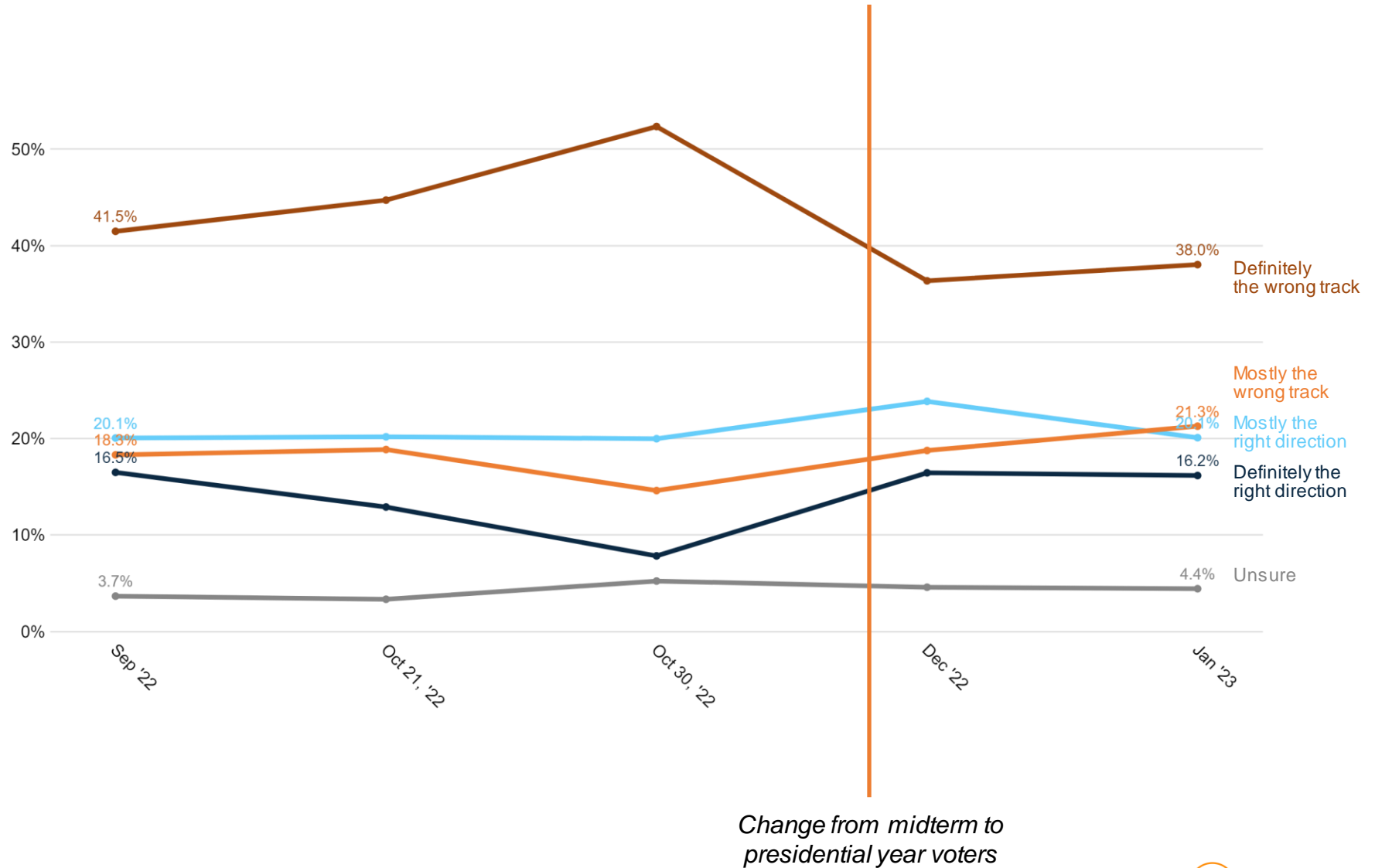
Pessimism about the nation's direction has grown



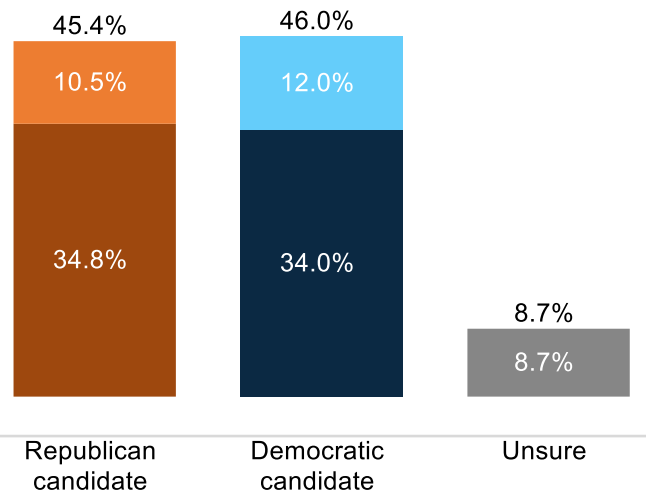
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Right direction	40%	32%	27%	32%	66%	54%	27%	25%	30%	32%	39%	31%	38%	44%	13%	64%	25%	38%	33%	51%	44%	45%	31%	33%	41%	18%	37%	36%	30%
Wrong track	53%	60%	67%	65%	30%	41%	72%	73%	64%	66%	56%	66%	57%	50%	85%	32%	69%	56%	64%	44%	49%	52%	64%	61%	57%	65%	60%	59%	56%
Definitely the right direction	15%	14%	8%	8%	47%	35%	7%	7%	12%	10%	19%	12%	17%	24%	7%	30%	7%	12%	15%	22%	21%	22%	12%	12%	22%	4%	17%	16%	14%
Mostly the right direction	25%	18%	18%	24%	19%	19%	20%	18%	18%	21%	20%	19%	21%	20%	6%	34%	18%	26%	18%	29%	23%	22%	19%	21%	19%	15%	21%	20%	17%
Mostly the wrong track	23%	27%	24%	24%	10%	16%	19%	23%	23%	21%	23%	21%	21%	21%	19%	20%	28%	28%	20%	23%	24%	19%	23%	23%	20%	32%	18%	28%	22%
Definitely the wrong track	30%	33%	43%	42%	20%	26%	53%	51%	41%	45%	34%	45%	37%	29%	66%	11%	42%	28%	43%	22%	25%	33%	42%	38%	37%	33%	42%	31%	33%
Unsure	7%	8%	6%	2%	5%	5%	1%	2%	7%	2%	5%	4%	5%	5%	2%	5%	6%	6%	4%	5%	7%	3%	5%	5%	3%	17%	2%	5%	14%

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



Democrats only hold 1-point lead on generic ballot compared to the final 2020 result of D+4 nationally



	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Reg Voter	Pres Voter	Occ Voter
Republican candidate	45%	37%	48%	45%	31%	35%	60%	57%	50%	49%	41%	52%	46%	38%	92%	5%	43%	34%	52%	14%	39%	39%	50%	46%	45%	48%	41%	40%
Democratic candidate	44%	51%	42%	48%	60%	59%	33%	35%	43%	42%	51%	41%	45%	51%	5%	91%	32%	51%	41%	76%	49%	55%	40%	45%	48%	47%	49%	35%
Definitely the Republican candidate	27%	26%	37%	39%	20%	27%	50%	47%	35%	38%	31%	41%	34%	31%	75%	4%	27%	21%	41%	9%	23%	29%	39%	34%	36%	40%	27%	28%
Probably the Republican candidate	18%	11%	11%	6%	10%	8%	10%	10%	15%	11%	10%	11%	12%	8%	17%	1%	16%	13%	10%	6%	15%	9%	11%	12%	9%	8%	14%	13%
Probably the Democratic candidate	16%	17%	7%	9%	21%	13%	10%	9%	12%	11%	13%	11%	10%	15%	2%	19%	16%	19%	9%	20%	17%	15%	10%	12%	12%	9%	19%	11%
Definitely the Democratic candidate	28%	34%	35%	39%	39%	47%	24%	26%	31%	31%	39%	30%	35%	36%	3%	72%	16%	32%	32%	56%	32%	40%	30%	33%	37%	37%	30%	24%
Unsure	11%	12%	10%	7%	9%	5%	7%	8%	8%	9%	8%	7%	9%	11%	3%	3%	24%	15%	7%	9%	13%	7%	10%	9%	7%	5%	10%	25%

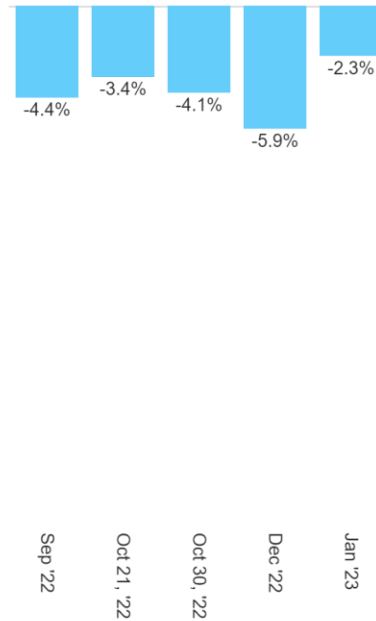
If the 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

Generic Ballot Movement

Overall (%Rep-%Dem)



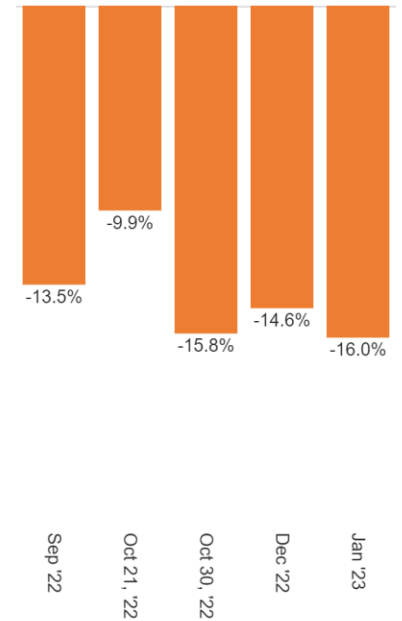
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Dec'22 changed audiences from midterm to presidential year voters

Percent Change: Generic Ballot (Dec 2022 to Jan 2023)

	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	Moderates	White	Black	Hispanic	College	No College
Republican candidate	8%	-3%	1%	6%	-7%	-4%	8%	-2%	7%	5%	2%	1%	-3%	-5%	0%	-2%	1%	1%	2%	-2%	-3%	-1%	2%
Democratic candidate	-4%	4%	-1%	-3%	5%	6%	-8%	1%	-3%	-2%	-1%	2%	3%	1%	-1%	3%	-1%	1%	-1%	3%	-1%	1%	0%
Definitely the Republican candidate	7%	-5%	-1%	8%	-4%	-3%	7%	-1%	3%	3%	0%	0%	-4%	2%	0%	0%	1%	0%	2%	-2%	-2%	0%	2%
Probably the Republican candidate	1%	2%	2%	-2%	-3%	-1%	1%	-1%	4%	2%	2%	1%	1%	-7%	1%	-2%	0%	1%	0%	0%	-1%	0%	0%
Probably the Democratic candidate	-2%	6%	-1%	-3%	9%	4%	2%	1%	-1%	1%	4%	1%	-2%	3%	0%	4%	1%	1%	1%	0%	3%	6%	-1%
Definitely the Democratic candidate	-2%	-1%	0%	-1%	-5%	2%	-10%	1%	-2%	-4%	-5%	1%	5%	-2%	-1%	-1%	-2%	0%	-1%	3%	-5%	-5%	1%
Unsure	-4%	-1%	0%	-2%	2%	-2%	0%	1%	-5%	-3%	-1%	-3%	0%	4%	1%	-1%	0%	-2%	-1%	-1%	4%	0%	-1%

Generic Ballot by Key Voter Groups

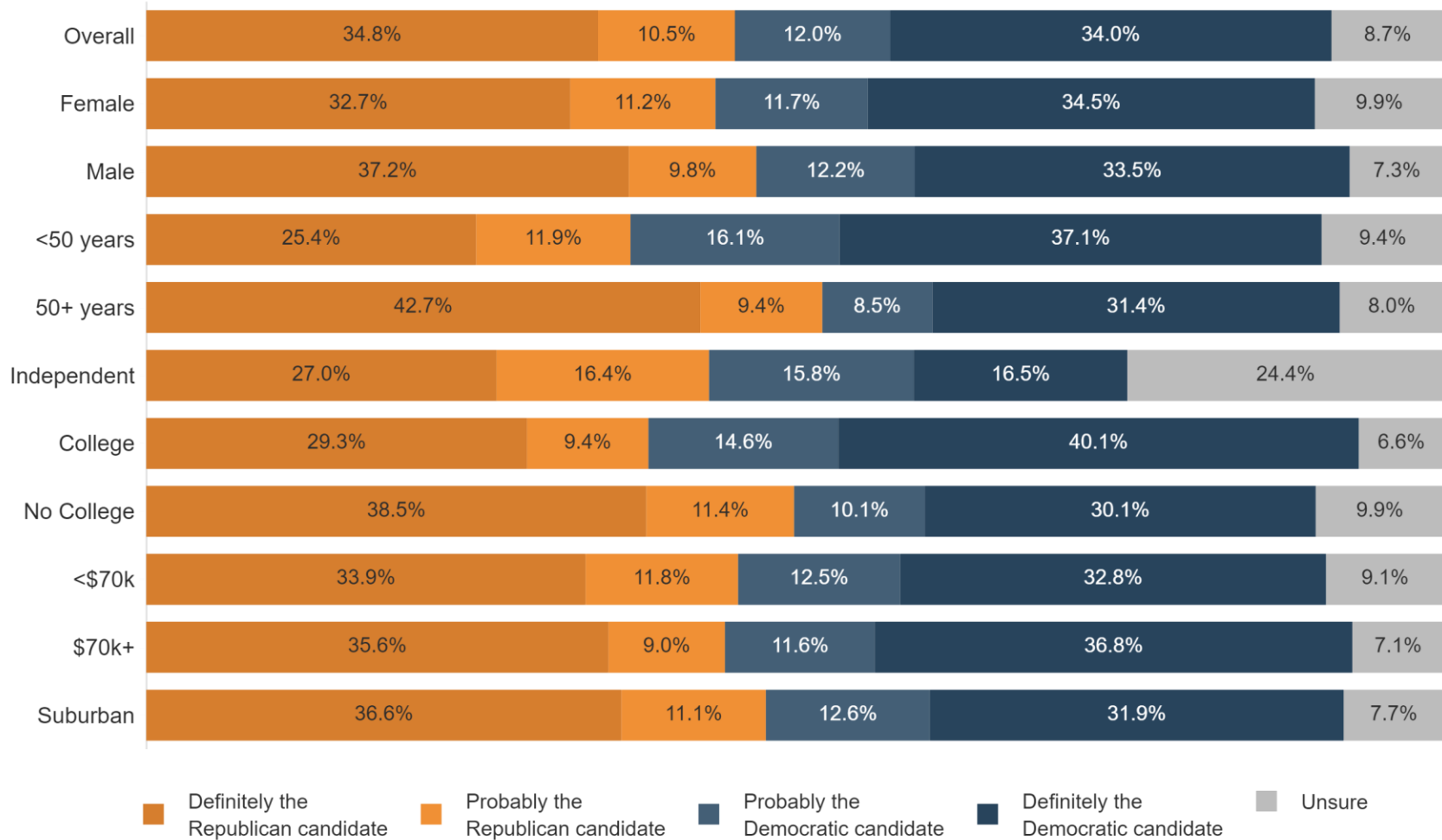


Image Tests

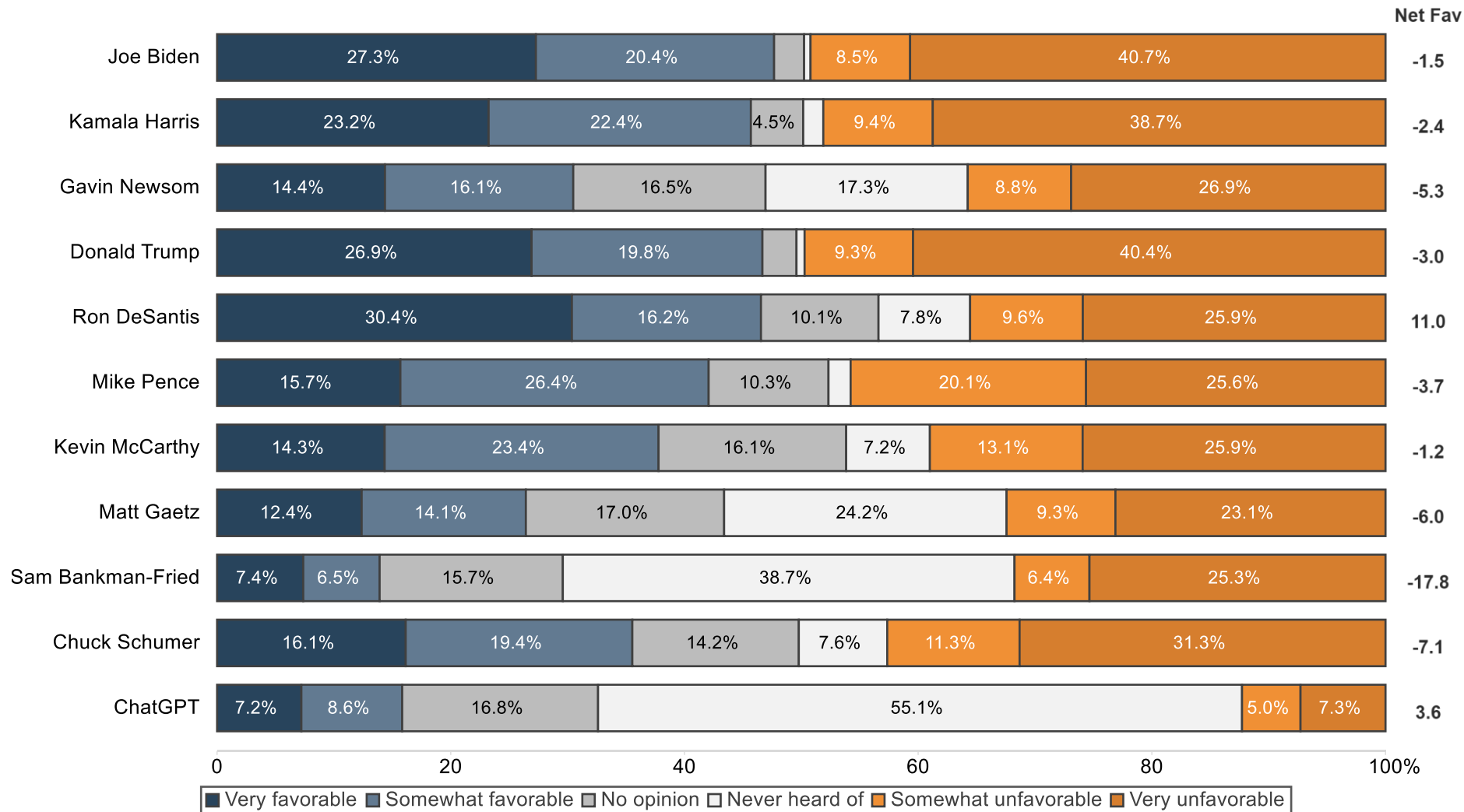


Image Tests Heatmap - Favorable

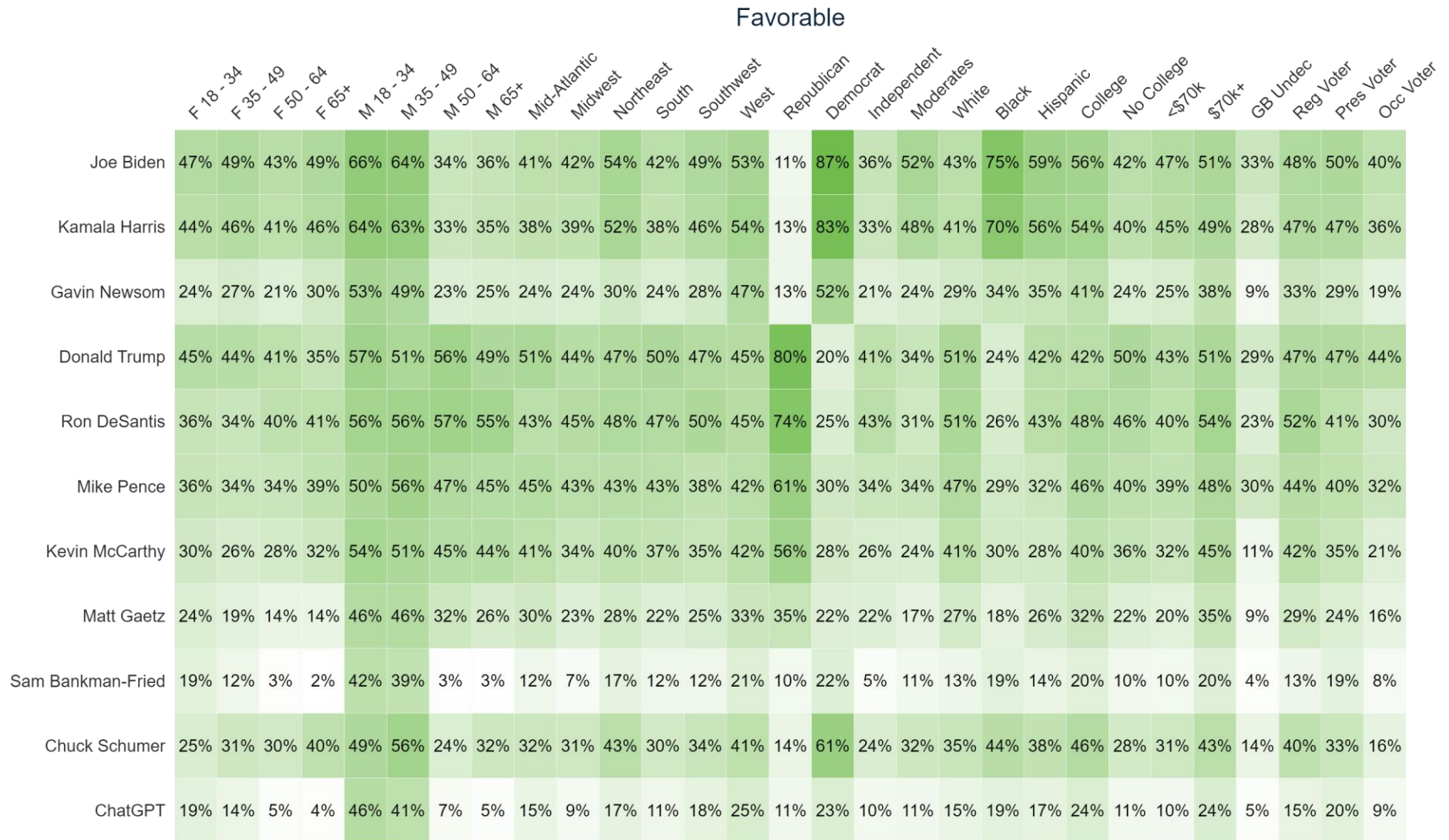
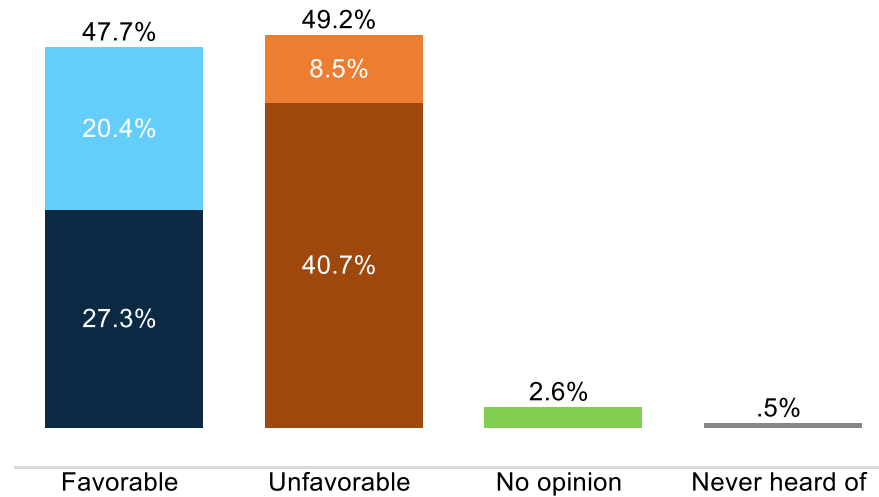


Image Tests Heatmap - Unfavorable

Unfavorable

	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Joe Biden	46%	46%	54%	49%	30%	33%	64%	63%	55%	56%	43%	53%	47%	44%	86%	10%	60%	44%	55%	19%	37%	43%	53%	49%	48%	56%	51%	46%	50%
Kamala Harris	42%	43%	54%	51%	27%	33%	65%	62%	53%	56%	41%	55%	48%	40%	82%	13%	58%	43%	54%	21%	35%	42%	52%	47%	48%	49%	51%	45%	40%
Gavin Newsom	30%	23%	34%	35%	31%	30%	53%	49%	40%	39%	31%	34%	36%	36%	55%	15%	42%	31%	38%	25%	31%	35%	36%	32%	38%	28%	39%	32%	24%
Donald Trump	47%	50%	58%	62%	36%	46%	43%	50%	48%	55%	48%	45%	49%	50%	18%	76%	55%	61%	47%	69%	48%	55%	46%	52%	47%	62%	51%	48%	44%
Ron DeSantis	27%	35%	37%	46%	30%	33%	32%	38%	36%	39%	33%	33%	37%	35%	12%	56%	37%	43%	34%	46%	37%	41%	32%	37%	34%	30%	38%	35%	21%
Mike Pence	43%	48%	53%	52%	39%	35%	45%	47%	42%	49%	43%	43%	48%	45%	29%	59%	50%	48%	43%	52%	54%	47%	45%	46%	45%	38%	48%	45%	35%
Kevin McCarthy	24%	33%	44%	53%	31%	33%	41%	45%	37%	45%	37%	38%	39%	37%	22%	51%	48%	44%	37%	43%	41%	44%	36%	39%	38%	38%	43%	34%	26%
Matt Gaetz	23%	28%	32%	38%	34%	32%	31%	39%	28%	34%	32%	32%	37%	29%	20%	43%	32%	33%	32%	38%	36%	38%	29%	31%	34%	23%	37%	27%	17%
Sam Bankman-Fried	20%	17%	28%	32%	34%	32%	42%	48%	32%	32%	28%	30%	35%	33%	35%	26%	39%	28%	32%	25%	31%	38%	28%	27%	37%	20%	37%	27%	15%
Chuck Schumer	28%	30%	44%	44%	31%	35%	63%	60%	46%	51%	39%	45%	40%	37%	65%	17%	55%	36%	46%	26%	37%	40%	45%	42%	42%	39%	47%	37%	32%
ChatGPT	14%	13%	11%	6%	21%	15%	10%	11%	14%	10%	14%	13%	12%	12%	12%	14%	11%	12%	10%	18%	16%	13%	12%	13%	12%	11%	11%	15%	10%

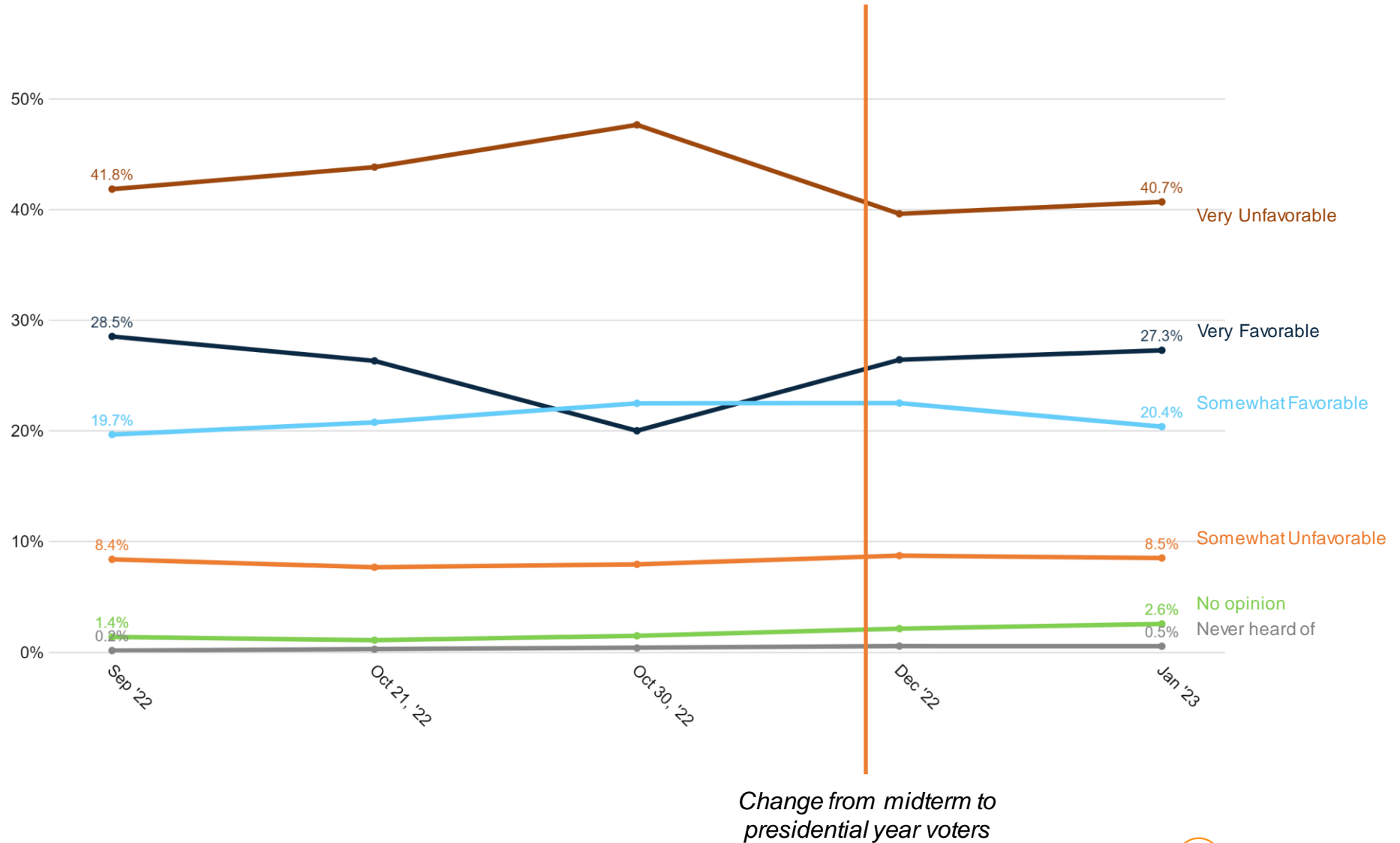
Biden's image returns to pre-midterm numbers of near parity



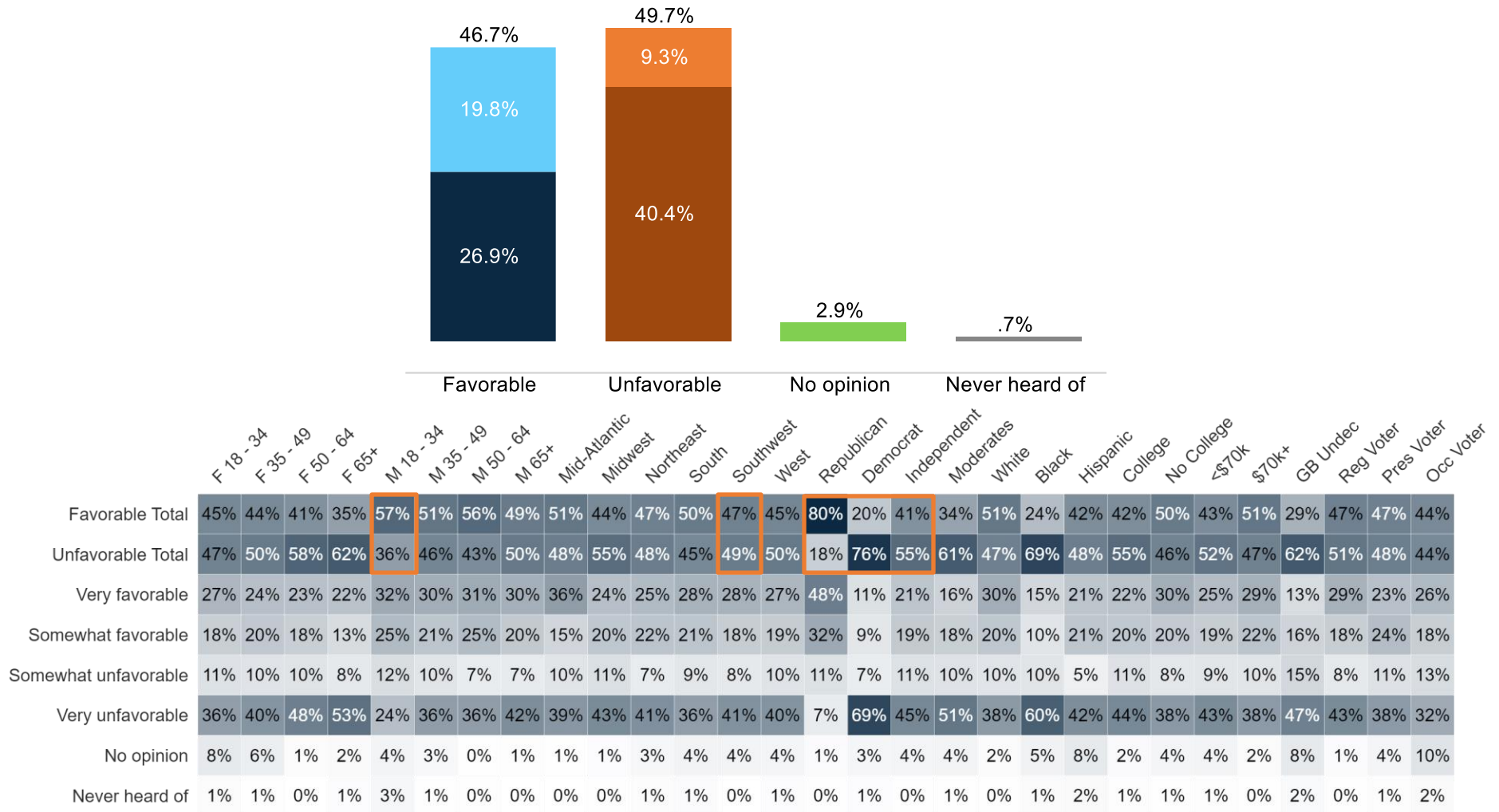
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Favorable Total	47%	49%	43%	49%	66%	64%	34%	36%	41%	42%	54%	42%	49%	53%	11%	87%	36%	52%	43%	75%	59%	56%	42%	47%	51%	33%	48%	50%	40%
Unfavorable Total	46%	46%	54%	49%	30%	33%	64%	63%	55%	56%	43%	53%	47%	44%	86%	10%	60%	44%	55%	19%	37%	43%	53%	49%	48%	56%	51%	46%	50%
Very favorable	20%	23%	22%	30%	49%	47%	15%	18%	25%	21%	31%	23%	29%	34%	6%	55%	12%	22%	25%	41%	29%	35%	22%	24%	32%	7%	30%	25%	19%
Somewhat favorable	27%	26%	21%	18%	17%	17%	18%	18%	16%	21%	23%	19%	20%	19%	5%	32%	24%	30%	17%	34%	30%	20%	21%	22%	18%	26%	18%	25%	20%
Somewhat unfavorable	14%	11%	9%	7%	8%	5%	6%	8%	9%	8%	10%	8%	6%	11%	6%	6%	17%	14%	8%	10%	8%	9%	8%	9%	7%	24%	6%	12%	11%
Very unfavorable	32%	35%	45%	43%	22%	27%	59%	55%	46%	48%	34%	45%	41%	34%	80%	4%	44%	30%	48%	9%	29%	34%	45%	40%	41%	32%	44%	34%	38%
No opinion	5%	4%	2%	2%	2%	3%	1%	2%	3%	2%	3%	4%	3%	2%	2%	2%	4%	4%	2%	5%	2%	1%	3%	4%	1%	8%	1%	3%	8%
Never heard of	2%	1%	0%	0%	2%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1%	2%	0%	1%	1%	0%	3%	0%	1%	3%

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

Trend: Joe Biden Image

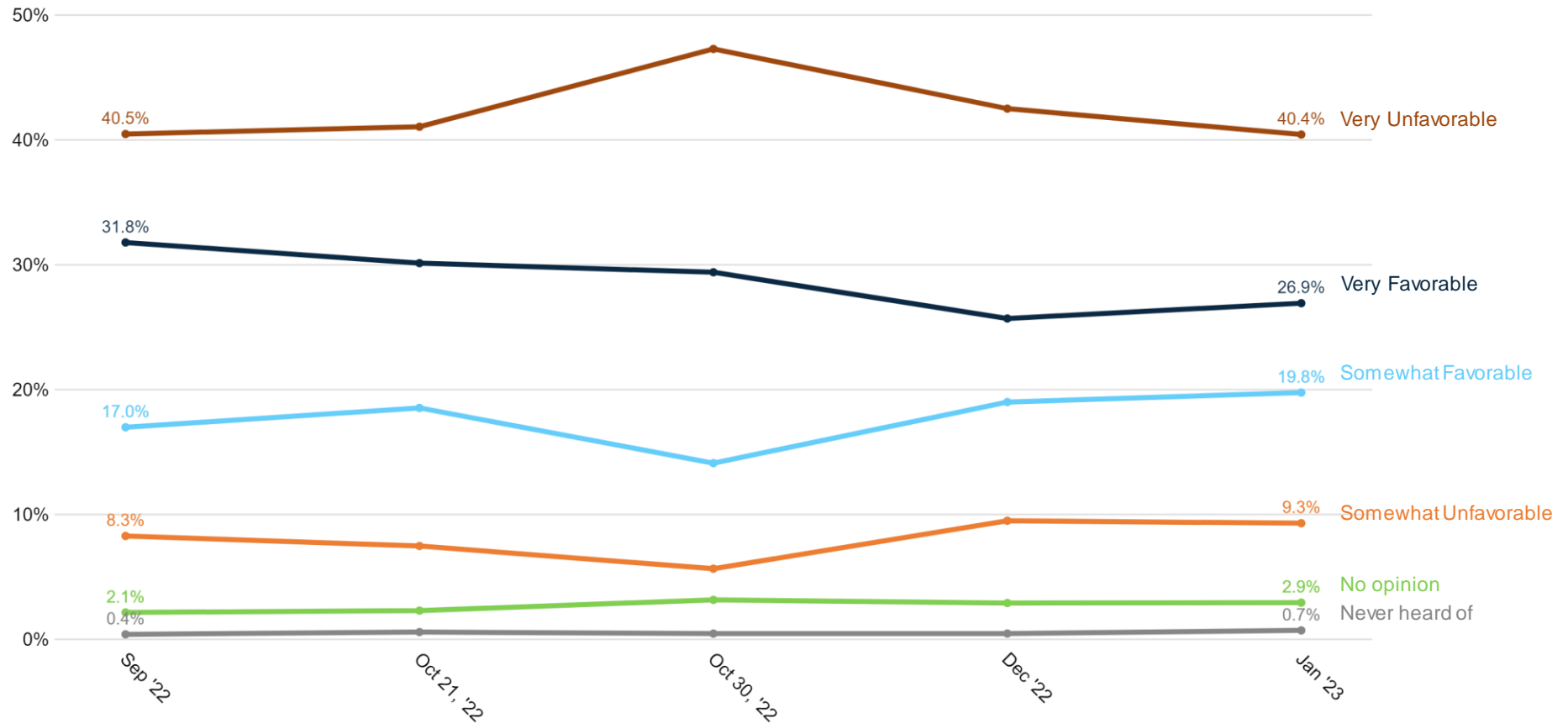


Donald Trump's image gets a positive bump; nearly identical to Biden's

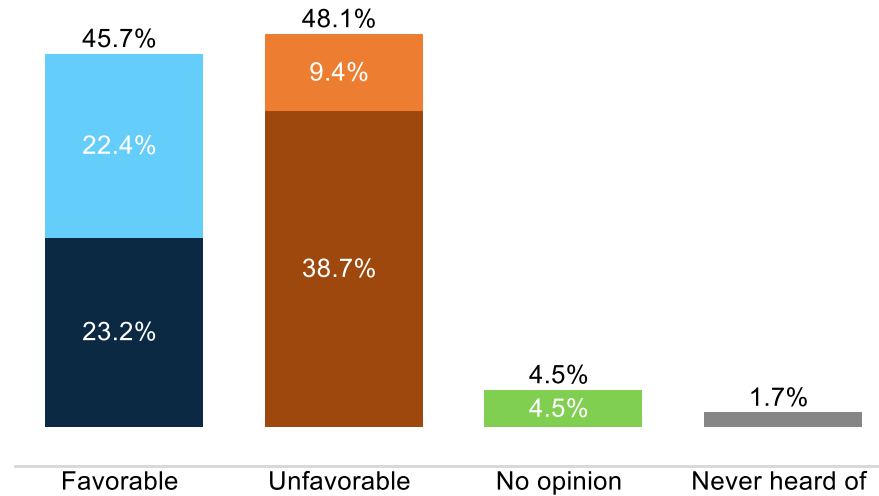


Do you have a favorable or unfavorable impression of Donald Trump?

Trend: Donald Trump Image



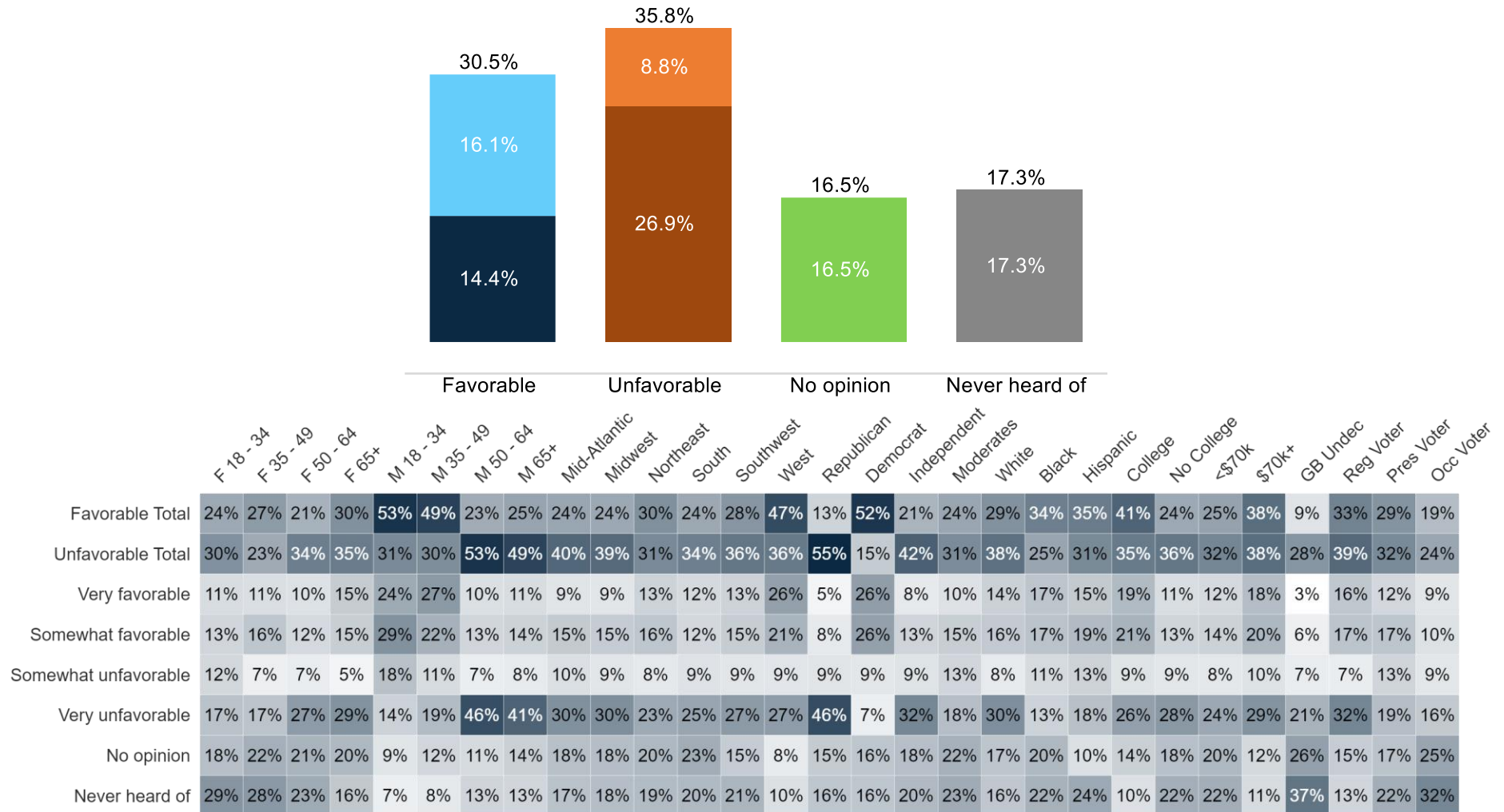
Kamala Harris more underwater than Biden



	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Favorable Total	44%	46%	41%	46%	64%	63%	33%	35%	38%	39%	52%	38%	46%	54%	13%	83%	33%	48%	41%	70%	56%	54%	40%	45%	49%	28%	47%	47%	36%
Unfavorable Total	42%	43%	54%	51%	27%	33%	65%	62%	53%	56%	41%	55%	48%	40%	82%	13%	58%	43%	54%	21%	35%	42%	52%	47%	48%	49%	51%	45%	40%
Very favorable	19%	24%	20%	22%	37%	40%	15%	14%	19%	16%	27%	20%	24%	31%	6%	45%	11%	19%	21%	38%	24%	30%	19%	22%	26%	5%	25%	21%	18%
Somewhat favorable	25%	23%	20%	24%	27%	23%	18%	22%	19%	23%	26%	18%	22%	24%	7%	37%	22%	30%	20%	32%	32%	25%	21%	23%	22%	23%	22%	26%	18%
Somewhat unfavorable	11%	13%	10%	7%	13%	7%	5%	9%	10%	8%	9%	11%	9%	10%	7%	9%	15%	14%	9%	10%	11%	9%	10%	10%	8%	20%	7%	15%	9%
Very unfavorable	31%	30%	43%	43%	14%	26%	60%	53%	42%	48%	32%	44%	38%	30%	75%	4%	43%	29%	45%	12%	24%	33%	43%	37%	39%	29%	44%	30%	31%
No opinion	11%	7%	5%	3%	3%	4%	2%	2%	7%	4%	5%	4%	5%	4%	3%	4%	7%	8%	4%	7%	5%	3%	5%	6%	3%	16%	2%	6%	16%
Never heard of	4%	3%	1%	1%	5%	0%	1%	1%	2%	1%	1%	3%	2%	2%	2%	1%	2%	1%	1%	2%	4%	0%	2%	2%	1%	8%	0%	3%	8%

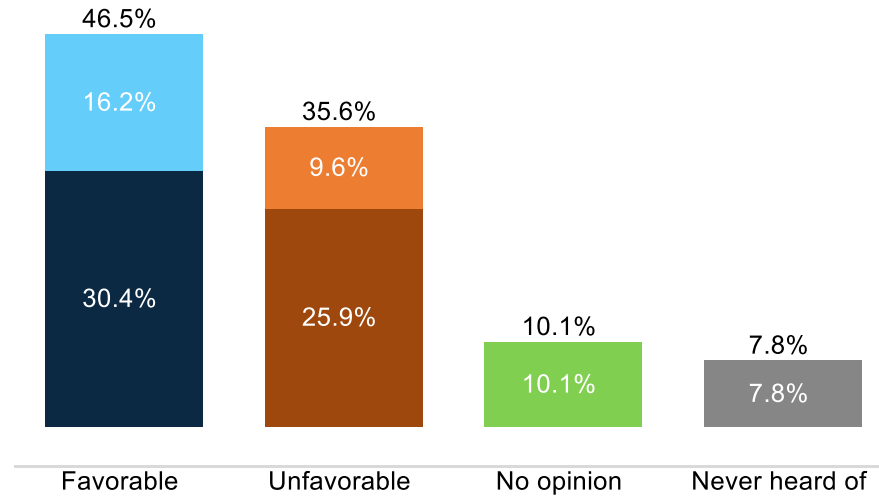
Do you have a favorable or unfavorable impression of Kamala Harris?

Gavin Newsom is already upside-down in image with one-third not really knowing who he is



Do you have a favorable or unfavorable impression of Gavin Newsom?

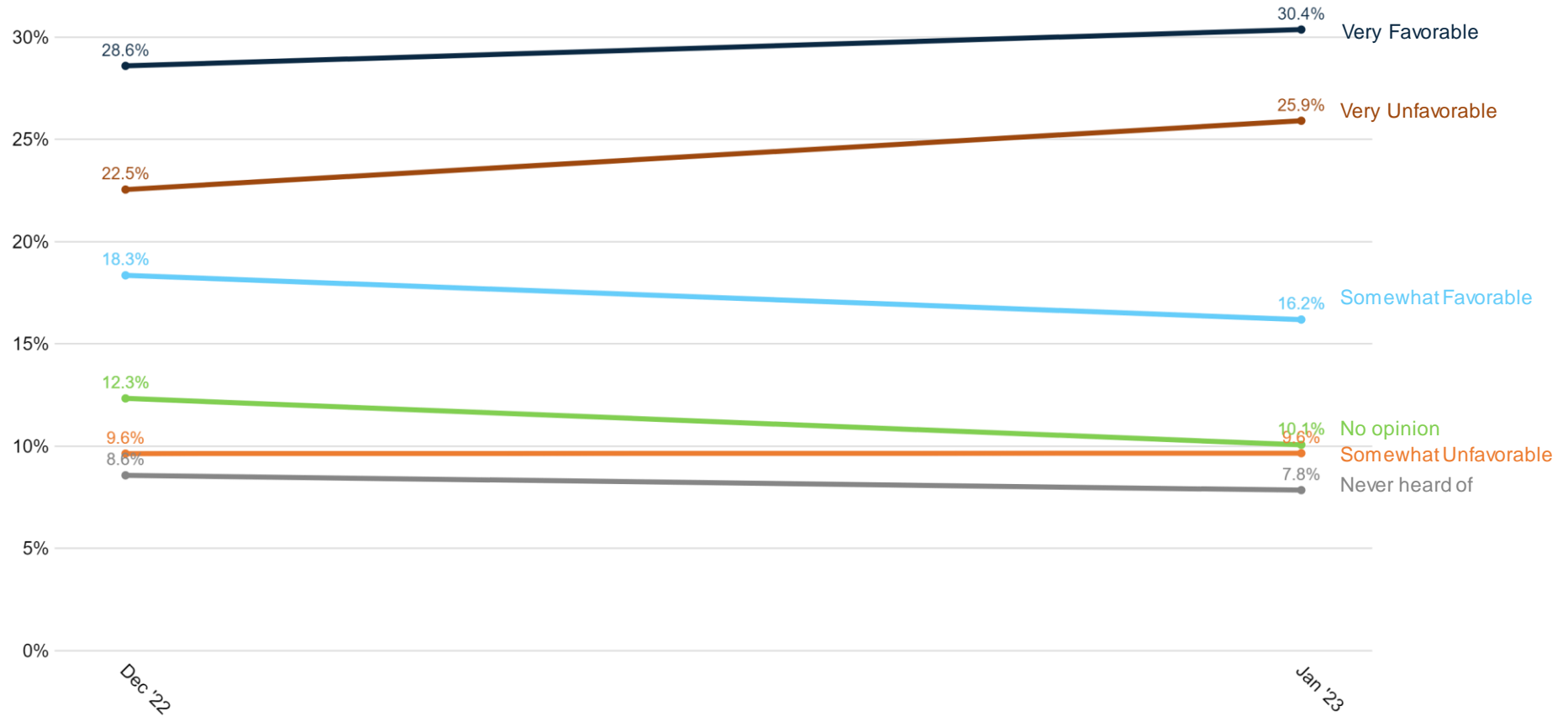
DeSantis' image remains net positive as name ID grows



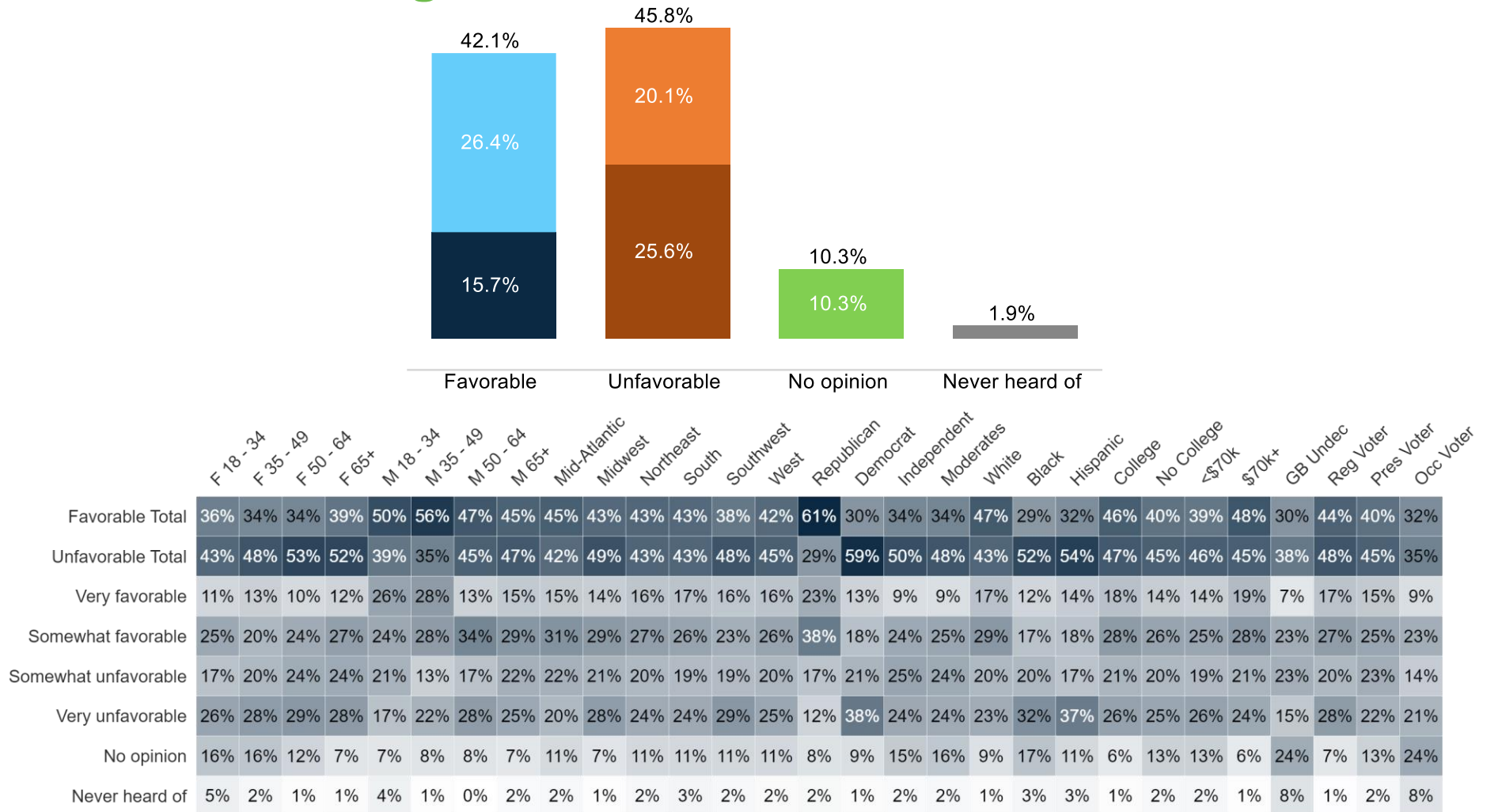
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Favorable Total	36%	34%	40%	41%	56%	56%	57%	55%	43%	45%	48%	47%	50%	45%	74%	25%	43%	31%	51%	26%	43%	48%	46%	40%	54%	23%	52%	41%	30%
Unfavorable Total	27%	35%	37%	46%	30%	33%	32%	38%	36%	39%	33%	33%	37%	35%	12%	56%	37%	43%	34%	46%	37%	41%	32%	37%	34%	30%	38%	35%	21%
Very favorable	19%	17%	27%	31%	27%	37%	45%	39%	28%	29%	29%	31%	34%	30%	53%	12%	27%	16%	34%	12%	27%	31%	30%	25%	36%	10%	37%	21%	16%
Somewhat favorable	17%	17%	13%	10%	29%	20%	13%	16%	15%	16%	19%	16%	16%	15%	21%	12%	16%	15%	17%	14%	16%	17%	16%	16%	18%	13%	15%	20%	15%
Somewhat unfavorable	11%	10%	8%	9%	15%	11%	8%	7%	12%	11%	7%	11%	9%	9%	7%	12%	11%	13%	9%	12%	11%	10%	9%	12%	8%	10%	8%	15%	8%
Very unfavorable	16%	25%	30%	37%	15%	22%	25%	31%	24%	28%	26%	22%	28%	26%	5%	45%	26%	30%	25%	34%	26%	31%	22%	25%	27%	21%	31%	20%	13%
No opinion	16%	16%	14%	9%	6%	7%	7%	4%	10%	10%	10%	12%	6%	11%	8%	10%	12%	14%	9%	13%	11%	7%	12%	12%	7%	28%	6%	13%	26%
Never heard of	20%	15%	8%	4%	9%	4%	3%	2%	12%	5%	9%	9%	8%	9%	6%	9%	8%	11%	6%	15%	9%	4%	10%	10%	4%	19%	4%	11%	23%

Do you have a favorable or unfavorable impression of Ron DeSantis?

Trend: Ron DeSantis Image

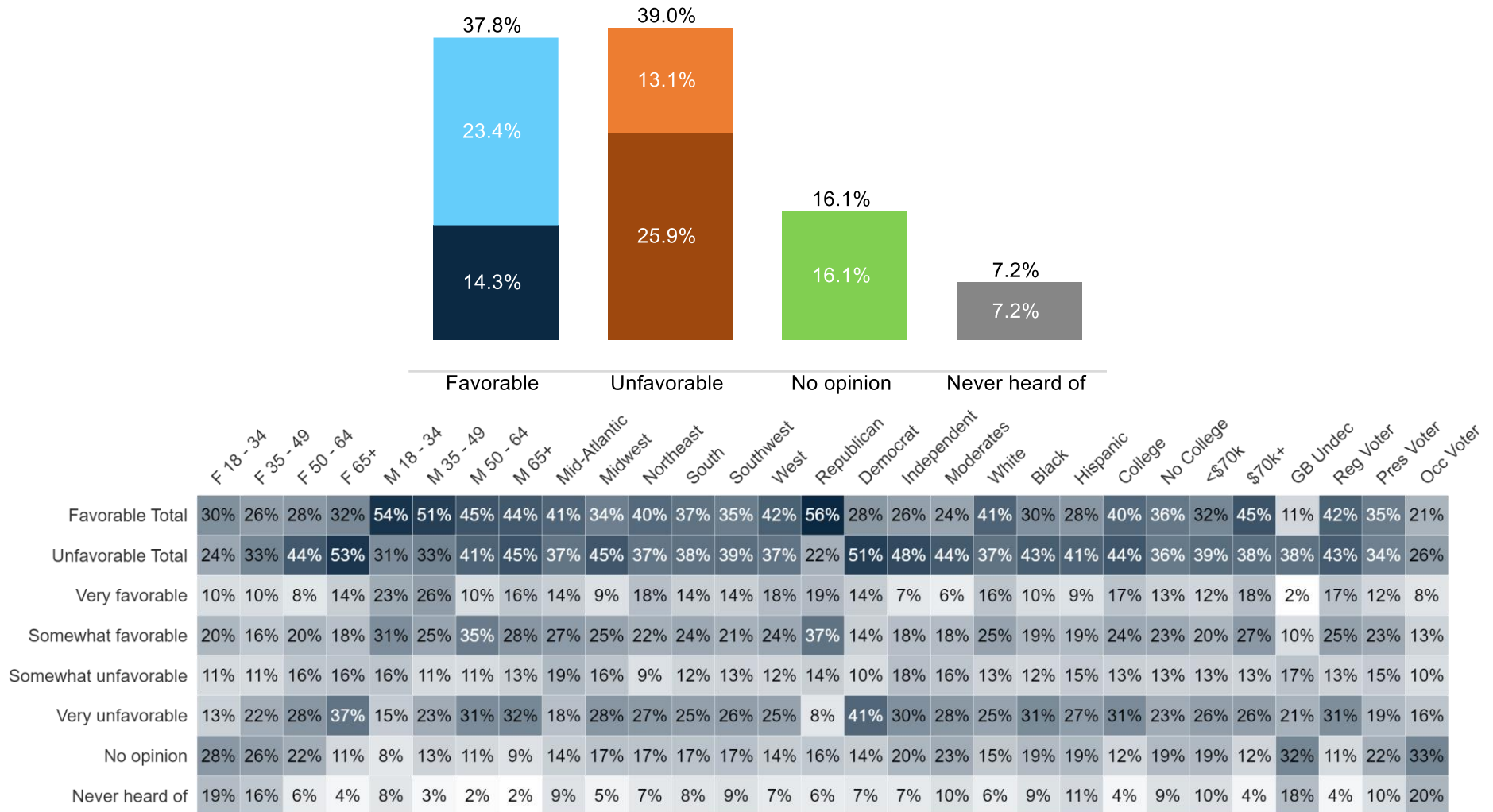


Mike Pence more unknown than Trump but also has net-unfavorable image



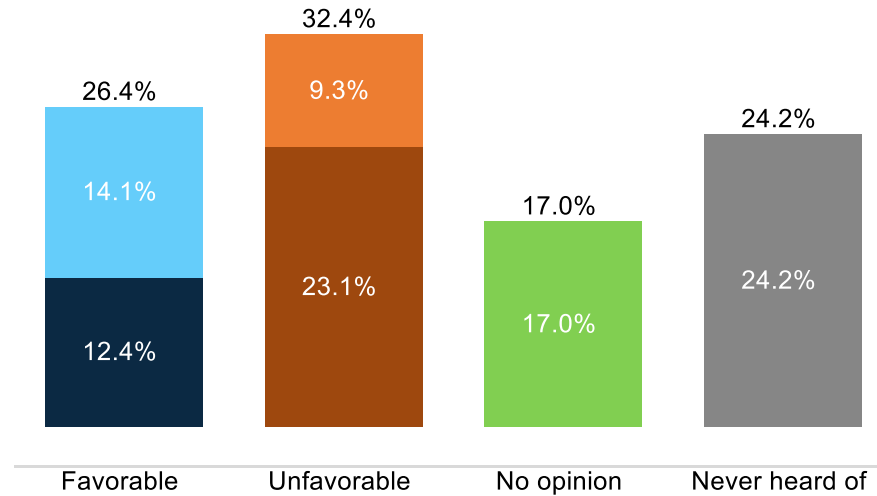
Do you have a favorable or unfavorable impression of Mike Pence?

New Speaker Kevin McCarthy more known and well-liked than fellow Californian, Governor Newsom



Do you have a favorable or unfavorable impression of Kevin McCarthy?

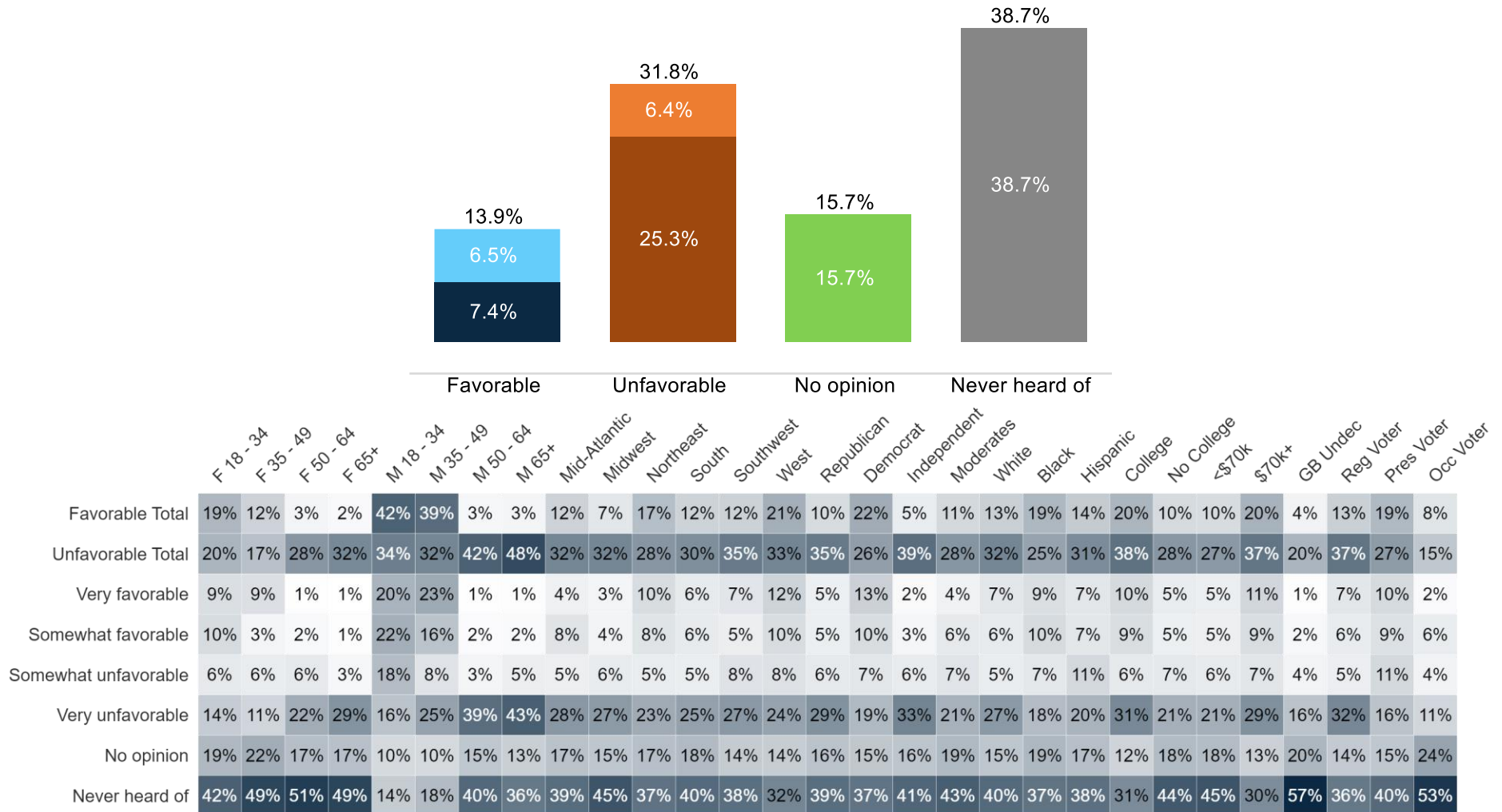
Matt Gaetz most neg-unfavorable of all public officials tested



	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Favorable Total	24%	19%	14%	14%	46%	46%	32%	26%	30%	23%	28%	22%	25%	33%	35%	22%	22%	17%	27%	18%	26%	32%	22%	20%	35%	9%	29%	24%	16%
Unfavorable Total	23%	28%	32%	38%	34%	32%	31%	39%	28%	34%	32%	32%	37%	29%	20%	43%	32%	33%	32%	38%	36%	38%	29%	31%	34%	23%	37%	27%	17%
Very favorable	9%	10%	6%	8%	17%	24%	17%	12%	13%	12%	12%	10%	12%	15%	17%	10%	8%	5%	13%	9%	10%	14%	11%	9%	17%	2%	15%	9%	6%
Somewhat favorable	15%	10%	9%	7%	29%	21%	15%	14%	17%	11%	15%	12%	13%	18%	17%	12%	14%	12%	14%	9%	16%	18%	12%	11%	18%	6%	15%	14%	10%
Somewhat unfavorable	9%	10%	9%	9%	17%	10%	5%	7%	8%	8%	9%	10%	12%	8%	12%	8%	8%	11%	8%	14%	10%	9%	9%	9%	10%	4%	8%	13%	8%
Very unfavorable	14%	17%	23%	29%	17%	22%	26%	32%	20%	25%	23%	22%	25%	21%	9%	35%	25%	22%	23%	25%	26%	29%	19%	22%	25%	19%	29%	15%	9%
No opinion	21%	20%	22%	20%	8%	13%	14%	14%	21%	16%	17%	18%	17%	16%	19%	15%	17%	20%	17%	18%	15%	14%	19%	20%	14%	24%	15%	19%	25%
Never heard of	32%	33%	32%	28%	12%	9%	24%	20%	20%	28%	23%	27%	22%	22%	26%	20%	28%	30%	24%	26%	23%	16%	30%	29%	17%	44%	19%	30%	42%

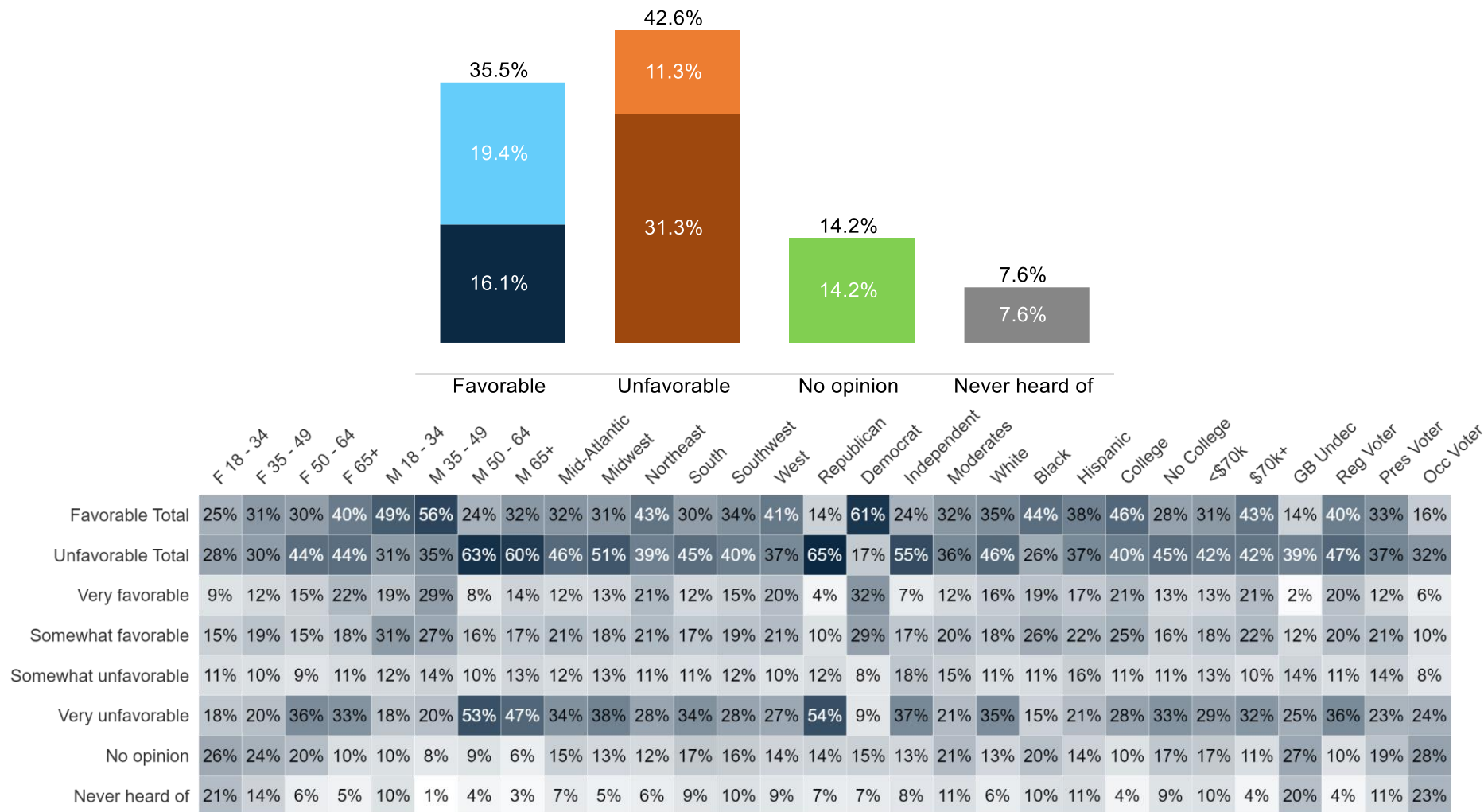
Do you have a favorable or unfavorable impression of Matt Gaetz?

Former FTX CEO Sam Bankman-Fried isn't well known but those who have an opinion don't like him



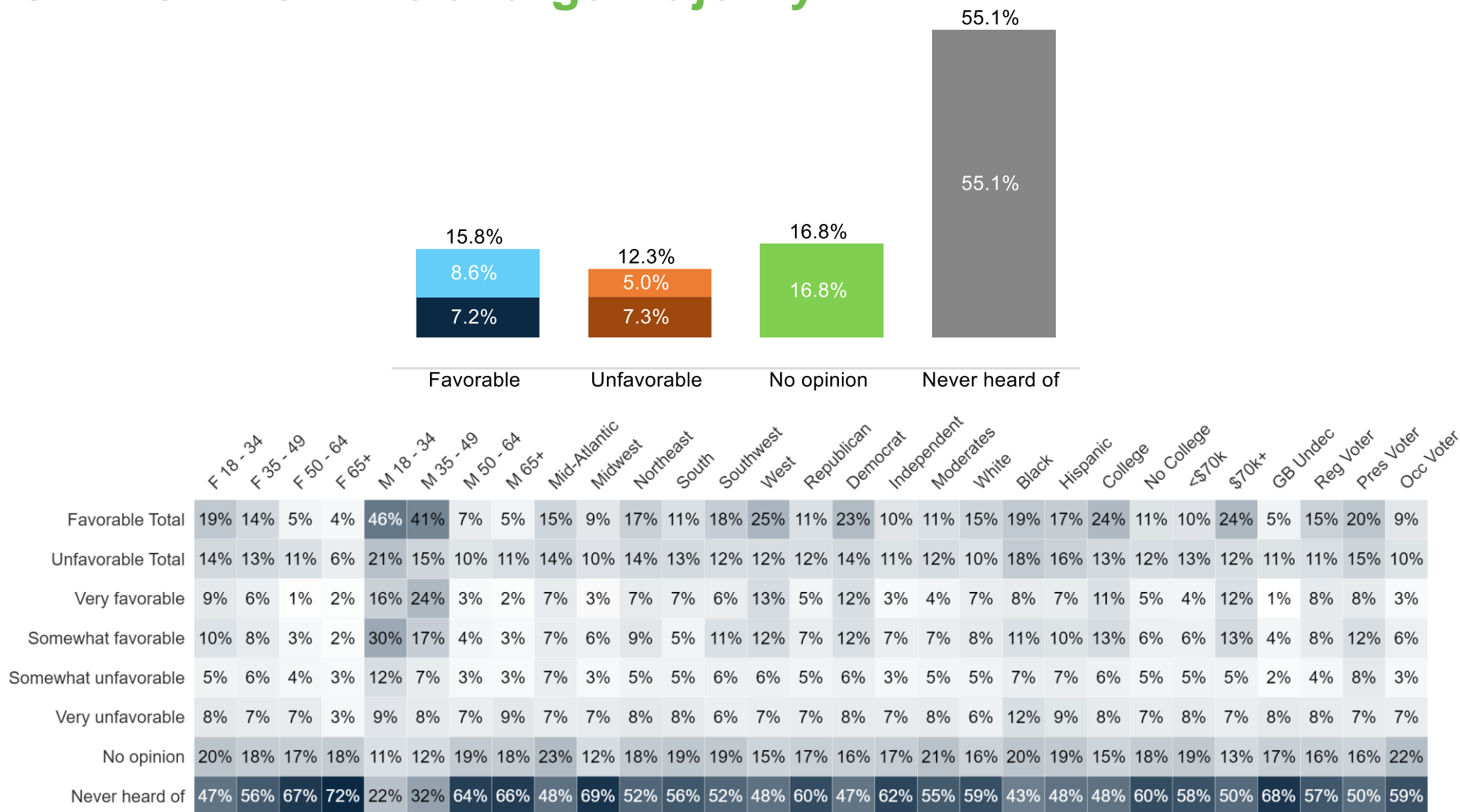
Do you have a favorable or unfavorable impression of Sam Bankman-Fried?

Senate Leader Chuck Schumer known by most and unfavorable to plurality



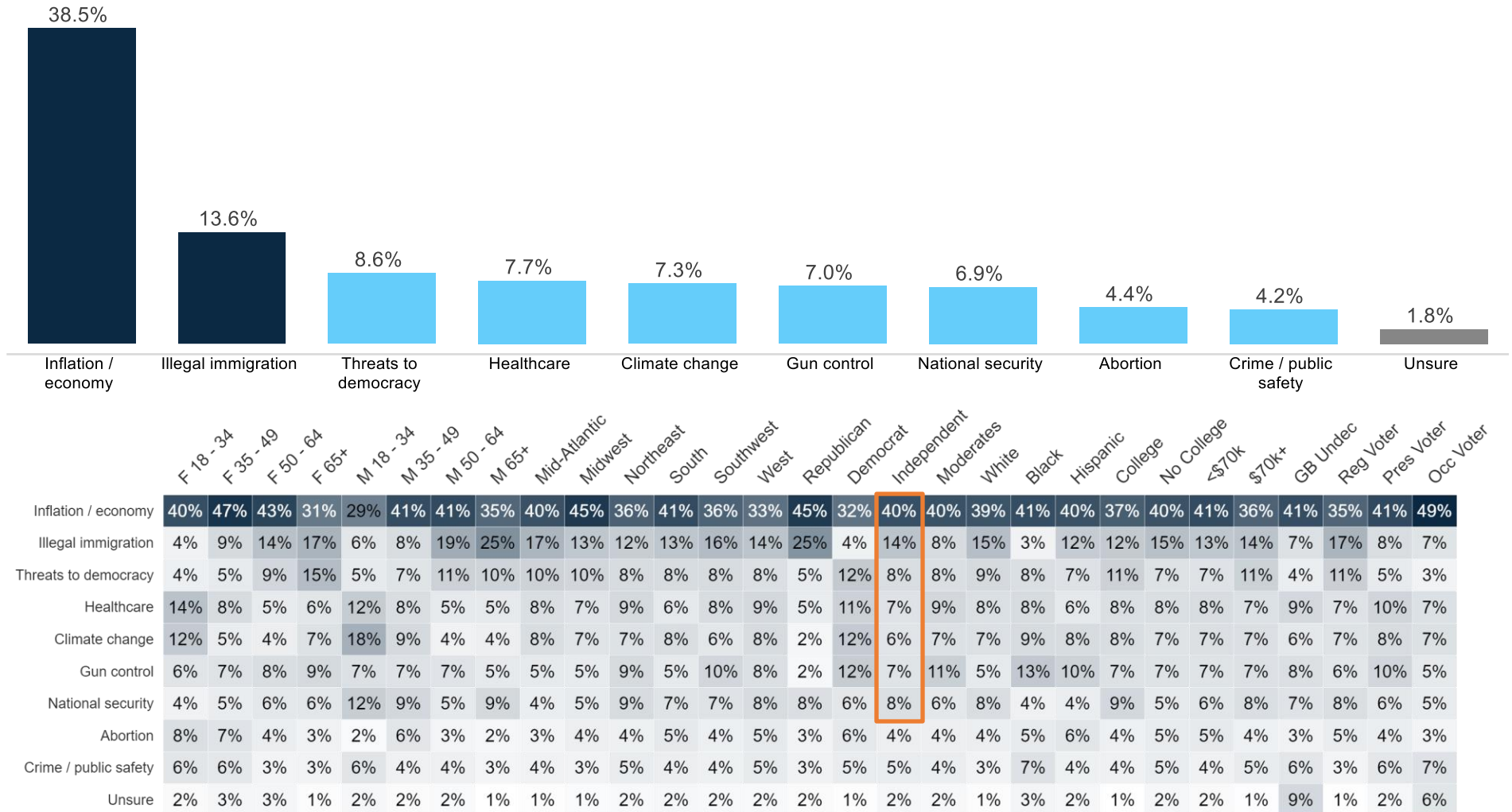
Do you have a favorable or unfavorable impression of Chuck Schumer?

ChatGPT, AI tool that has taken the internet by storm, is still not known to a large majority



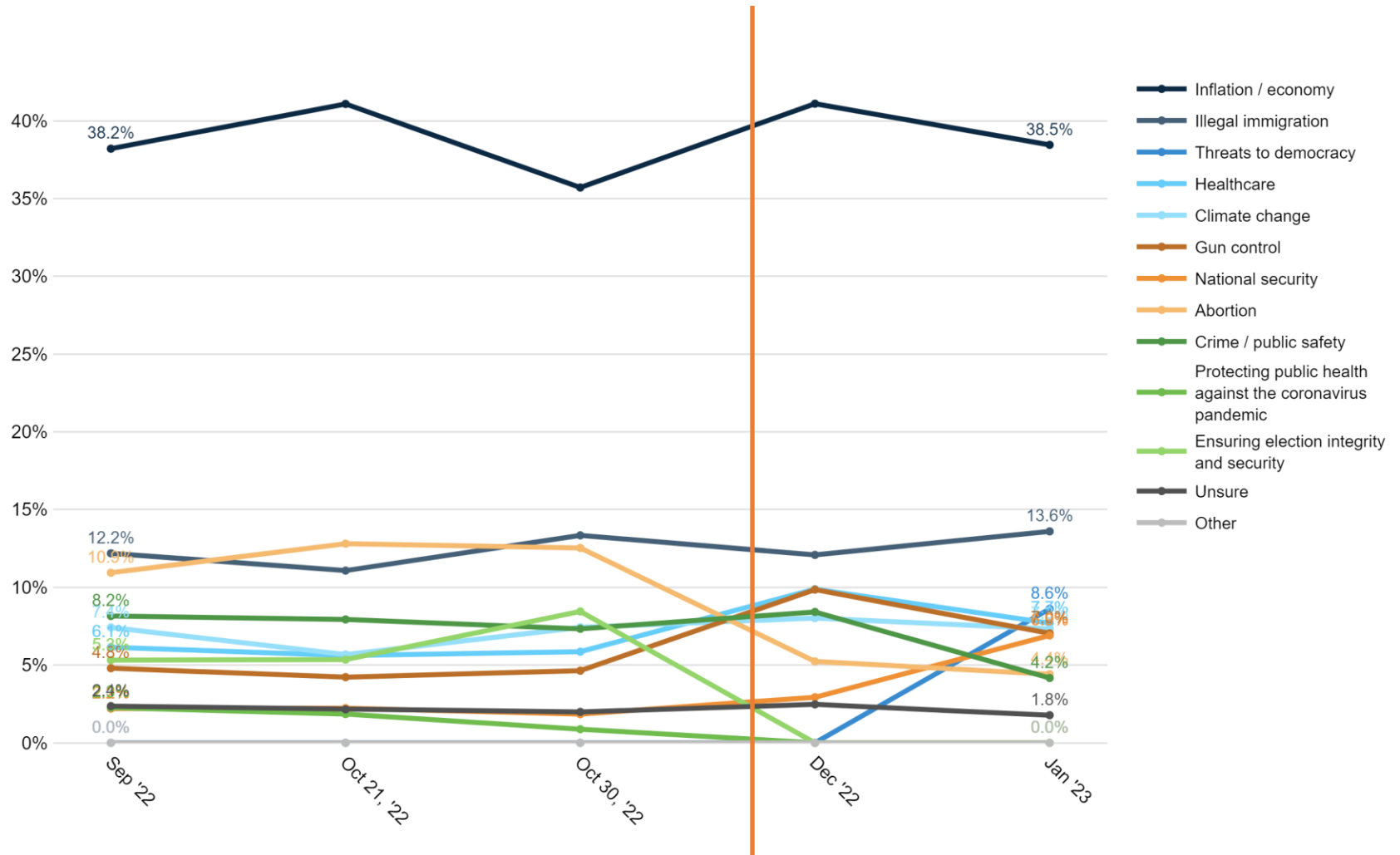
Do you have a favorable or unfavorable impression of ChatGPT?

Top issues for voters remain the same: inflation and immigration lead the way, even among Independents



Which one of the following issues do you believe should be the top priority for Congress?

Trend: Top Priority

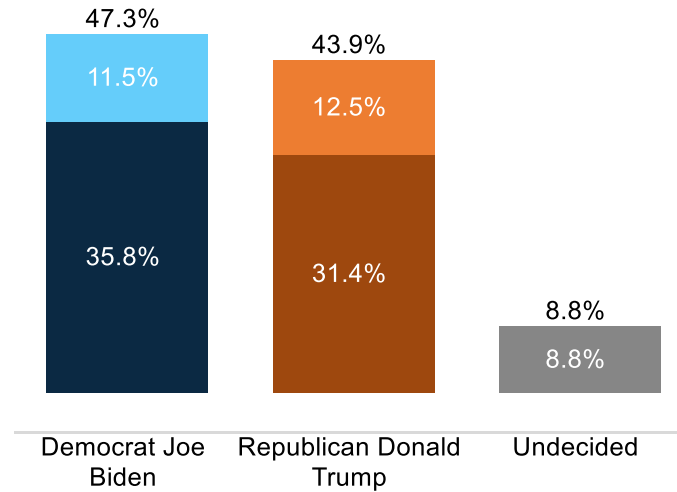


Change from midterm to presidential year voters

Percent Change: Top Priority (Dec 2022 to Jan 2023)

	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	Moderates	White	Black	Hispanic	College	No College	GB Undec
Inflation / economy	8%	-3%	-3%	-4%	-6%	-2%	-7%	-3%	-4%	2%	-1%	-4%	-4%	-6%	-5%	-1%	-2%	-4%	-3%	4%	-4%	-1%	-3%	-4%
Illegal immigration	-1%	3%	1%	1%	2%	0%	3%	3%	6%	1%	1%	0%	1%	2%	2%	1%	2%	2%	1%	-2%	6%	2%	1%	3%
Threats to democracy	4%	5%	9%	15%	5%	7%	11%	10%	10%	10%	8%	8%	8%	8%	5%	12%	8%	8%	9%	8%	7%	11%	7%	4%
Healthcare	0%	-2%	-4%	0%	-3%	-3%	-5%	0%	-1%	-3%	-2%	-5%	-2%	0%	1%	-4%	-3%	-2%	-2%	-4%	-5%	-4%	-1%	2%
Climate change	4%	-1%	-2%	-3%	5%	1%	-2%	-5%	3%	0%	-2%	3%	-1%	-3%	0%	-1%	-1%	-1%	-1%	4%	1%	-2%	0%	-2%
Gun control	-7%	-4%	1%	-4%	-4%	-3%	-1%	-2%	-6%	-3%	-3%	-3%	-1%	-3%	-1%	-4%	-2%	0%	-3%	-4%	-6%	-3%	-3%	-2%
National security	3%	2%	4%	3%	8%	6%	4%	3%	1%	2%	5%	4%	4%	5%	4%	4%	4%	3%	5%	1%	2%	7%	2%	4%
Abortion	-4%	1%	-2%	-3%	0%	3%	0%	0%	-4%	-3%	-1%	0%	-1%	2%	0%	-2%	0%	-2%	-1%	-3%	3%	-2%	0%	-4%
Crime / public safety	-3%	-1%	-5%	-3%	-6%	-9%	-2%	-5%	-3%	-4%	-5%	-4%	-4%	-5%	-5%	-4%	-4%	-4%	-5%	-3%	-2%	-5%	-3%	-1%
Unsure	-4%	0%	1%	-1%	-1%	0%	1%	-2%	-2%	-1%	0%	0%	-1%	-1%	1%	-1%	-1%	-1%	-1%	0%	-2%	-1%	-1%	0%

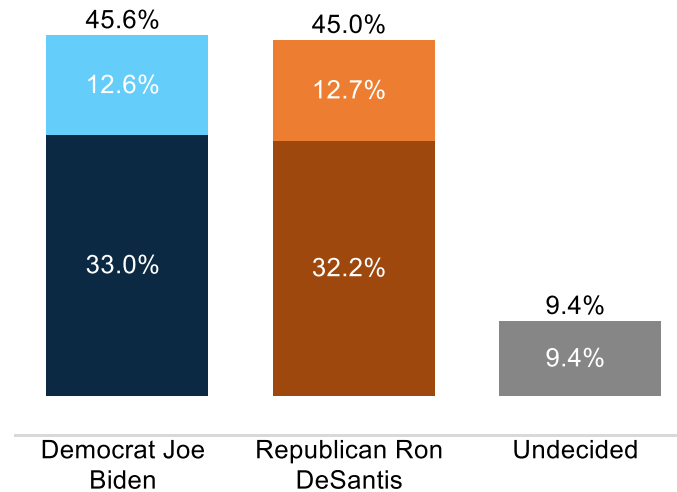
Biden vs Trump rematch looks similar to 2020 result



	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Democrat Joe Biden	49%	49%	44%	48%	61%	60%	34%	39%	43%	44%	51%	42%	48%	52%	6%	90%	38%	53%	42%	78%	53%	56%	41%	47%	49%	27%	49%	49%	36%
Republican Donald Trump	42%	41%	46%	42%	33%	36%	58%	51%	49%	47%	39%	51%	43%	39%	87%	6%	44%	33%	49%	15%	36%	36%	49%	44%	43%	26%	45%	41%	45%
Definitely Democrat Joe Biden	31%	38%	34%	36%	48%	48%	26%	28%	31%	33%	37%	33%	36%	40%	3%	71%	25%	35%	33%	57%	37%	43%	31%	34%	39%	14%	39%	32%	25%
Probably Democrat Joe Biden	17%	11%	10%	12%	14%	11%	8%	11%	12%	11%	14%	9%	12%	11%	3%	19%	13%	18%	9%	21%	16%	13%	11%	13%	10%	14%	9%	17%	11%
Probably Republican Donald Trump	12%	16%	14%	12%	13%	10%	12%	12%	12%	14%	11%	13%	12%	13%	22%	2%	16%	15%	12%	7%	11%	11%	14%	13%	12%	12%	10%	17%	16%
Definitely Republican Donald Trump	30%	25%	32%	30%	20%	27%	46%	40%	37%	33%	29%	38%	31%	25%	66%	3%	28%	18%	37%	9%	25%	25%	36%	31%	31%	14%	35%	24%	29%
Undecided	10%	10%	11%	11%	6%	4%	8%	10%	8%	9%	9%	7%	9%	10%	6%	5%	18%	14%	9%	7%	11%	8%	9%	9%	8%	47%	6%	10%	19%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

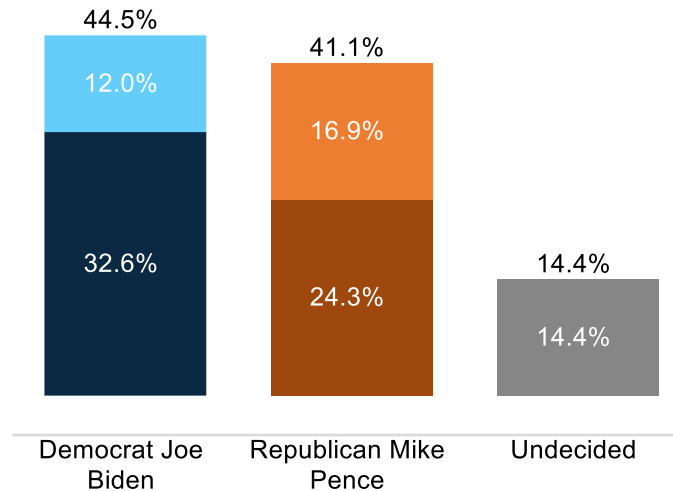
Biden vs DeSantis nears a tie



	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Democrat Joe Biden	44%	50%	41%	46%	58%	60%	32%	37%	41%	43%	49%	41%	45%	52%	6%	88%	34%	51%	41%	76%	48%	55%	39%	44%	49%	20%	47%	46%	35%
Republican Ron DeSantis	40%	38%	47%	45%	33%	35%	59%	58%	47%	48%	39%	52%	48%	39%	88%	7%	46%	33%	51%	15%	42%	39%	49%	45%	44%	26%	47%	43%	38%
Definitely Democrat Joe Biden	27%	36%	32%	36%	39%	46%	24%	27%	27%	30%	35%	30%	33%	38%	3%	67%	21%	32%	31%	50%	32%	41%	28%	31%	36%	8%	37%	27%	25%
Probably Democrat Joe Biden	18%	14%	10%	10%	18%	15%	9%	10%	14%	13%	14%	10%	11%	14%	3%	22%	13%	19%	10%	25%	16%	15%	11%	13%	13%	13%	10%	19%	10%
Probably Republican Ron DeSantis	18%	15%	11%	11%	14%	10%	11%	13%	14%	13%	11%	12%	14%	13%	23%	4%	14%	14%	13%	6%	16%	10%	15%	16%	9%	13%	10%	19%	15%
Definitely Republican Ron DeSantis	22%	24%	35%	35%	19%	25%	48%	45%	33%	35%	28%	39%	34%	25%	66%	3%	31%	19%	38%	9%	26%	29%	34%	29%	35%	13%	38%	23%	23%
Undecided	16%	12%	12%	9%	9%	4%	9%	5%	12%	9%	11%	8%	7%	10%	6%	5%	20%	16%	8%	9%	10%	6%	11%	11%	6%	54%	6%	12%	27%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

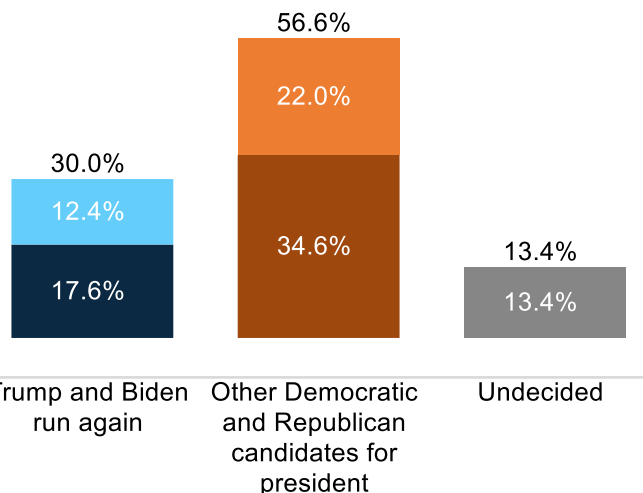
Biden vs Pence is close to Trump vs Biden margin but has higher number of undecided voters



	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Democrat Joe Biden	46%	49%	42%	45%	57%	59%	30%	34%	40%	41%	50%	41%	44%	49%	6%	87%	32%	49%	40%	73%	47%	53%	39%	43%	48%	20%	46%	44%	36%
Republican Mike Pence	37%	36%	39%	43%	33%	33%	52%	53%	49%	44%	33%	50%	40%	36%	80%	7%	41%	31%	47%	14%	37%	36%	44%	41%	41%	24%	42%	41%	34%
Definitely Democrat Joe Biden	27%	38%	29%	36%	40%	47%	21%	23%	27%	29%	38%	30%	33%	36%	3%	67%	19%	32%	31%	49%	29%	40%	28%	31%	36%	6%	37%	26%	26%
Probably Democrat Joe Biden	19%	10%	12%	9%	16%	11%	8%	11%	13%	12%	13%	11%	11%	13%	3%	20%	13%	18%	9%	24%	18%	13%	11%	13%	11%	13%	10%	18%	11%
Probably Republican Mike Pence	18%	17%	14%	19%	18%	12%	18%	20%	21%	18%	14%	15%	18%	16%	29%	4%	20%	16%	19%	7%	12%	14%	19%	18%	15%	14%	15%	22%	17%
Definitely Republican Mike Pence	19%	20%	25%	23%	15%	21%	34%	33%	28%	26%	19%	35%	22%	19%	51%	3%	21%	14%	28%	7%	25%	23%	25%	23%	26%	9%	28%	19%	17%
Undecided	17%	15%	20%	13%	10%	9%	18%	13%	11%	15%	16%	9%	16%	16%	14%	6%	27%	20%	13%	13%	16%	11%	16%	16%	11%	57%	11%	15%	29%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

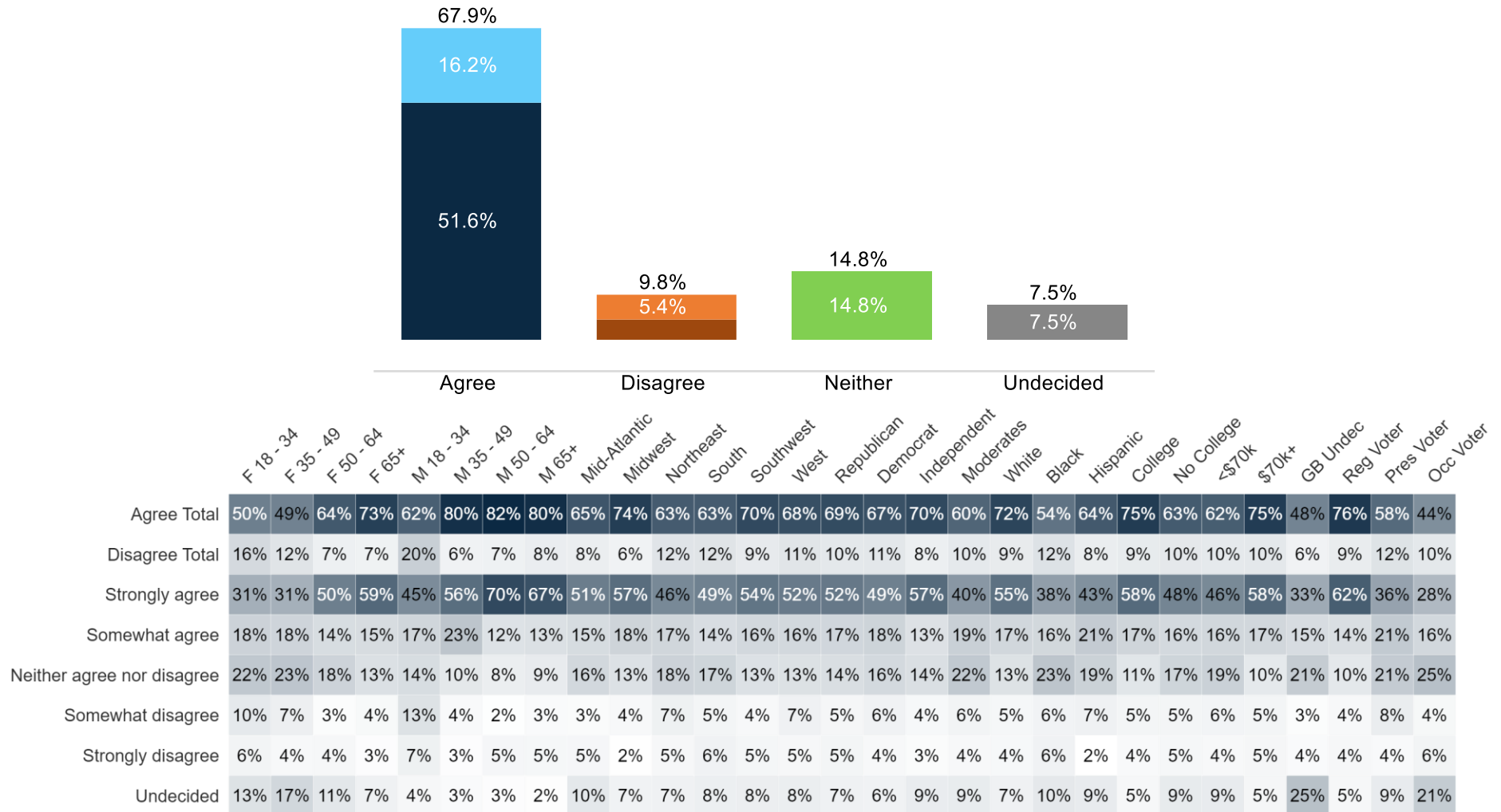
Most voters want their parties to move on from Biden or Trump and select different nominees



	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	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	GB Undec	Reg Voter	Pres Voter	Occ Voter
Trump and Biden run again	38%	28%	23%	19%	41%	39%	30%	29%	34%	26%	29%	34%	31%	31%	41%	25%	22%	25%	30%	27%	31%	25%	33%	31%	28%	14%	28%	34%	30%
Other Democratic and Republican candidates for President	49%	55%	61%	65%	51%	52%	55%	60%	50%	62%	56%	54%	56%	56%	49%	62%	62%	58%	58%	57%	55%	64%	52%	54%	61%	54%	60%	55%	42%
Definitely Trump and Biden run again	23%	18%	14%	9%	19%	24%	19%	18%	17%	14%	15%	21%	18%	21%	24%	15%	13%	13%	18%	14%	19%	15%	19%	18%	17%	7%	18%	17%	20%
Probably Trump and Biden run again	14%	10%	9%	10%	22%	14%	12%	12%	17%	11%	13%	13%	13%	10%	17%	10%	10%	12%	12%	13%	13%	10%	14%	14%	11%	7%	11%	16%	10%
Probably other Democratic and Republican candidates for President	22%	23%	22%	26%	17%	19%	20%	24%	22%	24%	21%	21%	21%	23%	21%	25%	20%	23%	22%	24%	21%	23%	22%	22%	22%	12%	22%	24%	19%
Definitely other Democratic and Republican candidates for President	27%	32%	39%	38%	33%	33%	36%	36%	28%	38%	35%	32%	35%	34%	29%	37%	41%	35%	36%	32%	34%	41%	31%	32%	39%	42%	38%	31%	23%
Undecided	13%	17%	16%	16%	8%	10%	14%	11%	17%	12%	15%	12%	13%	13%	10%	13%	16%	16%	12%	17%	13%	11%	15%	14%	11%	32%	12%	11%	28%

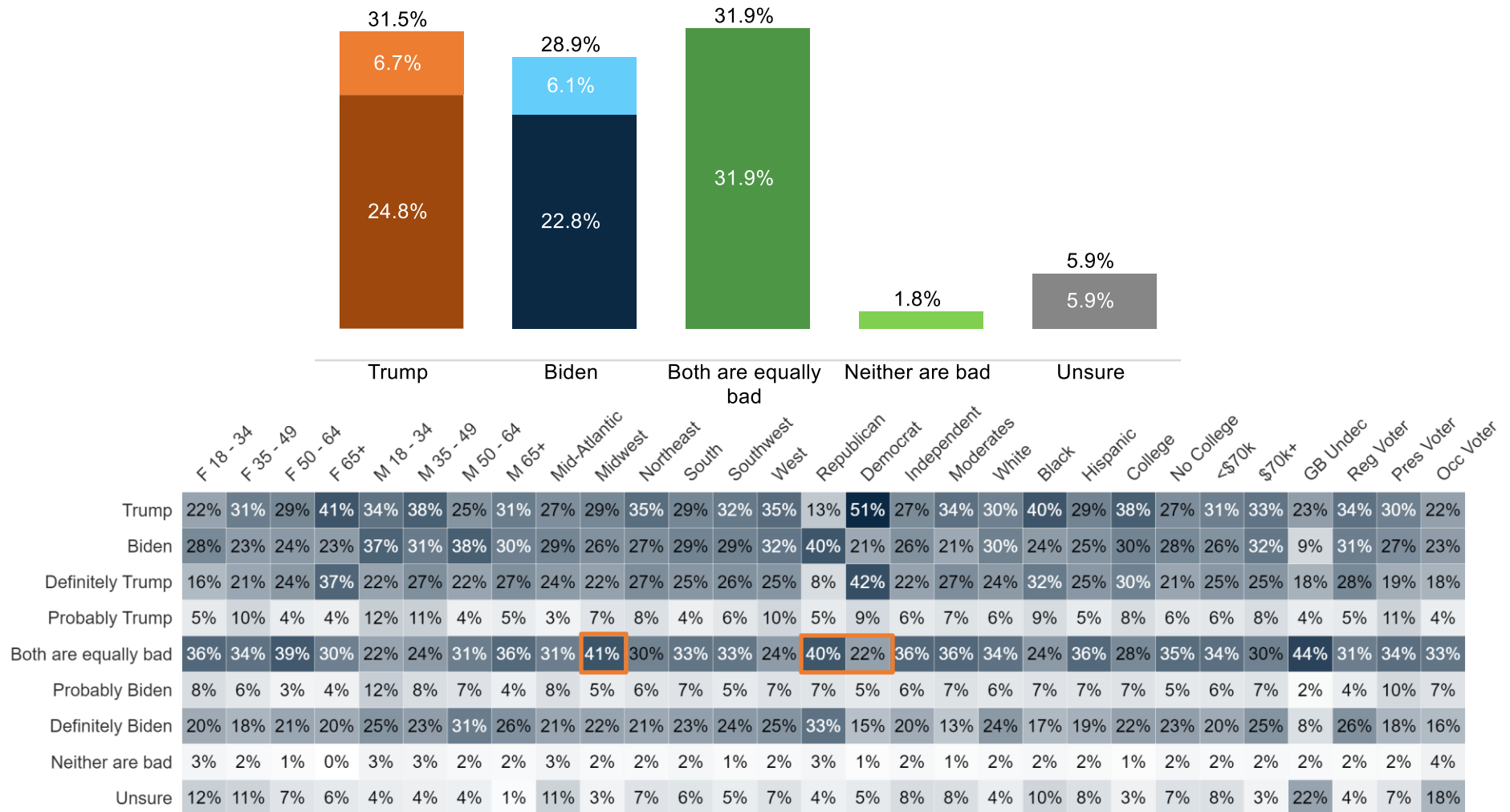
Do you think both Trump and Biden should run again as the nominees in 2024, or would you rather see different candidates for the Republican and Democratic parties?

Voters strongly agree members of Congress and their families should be banned from trading individual stocks



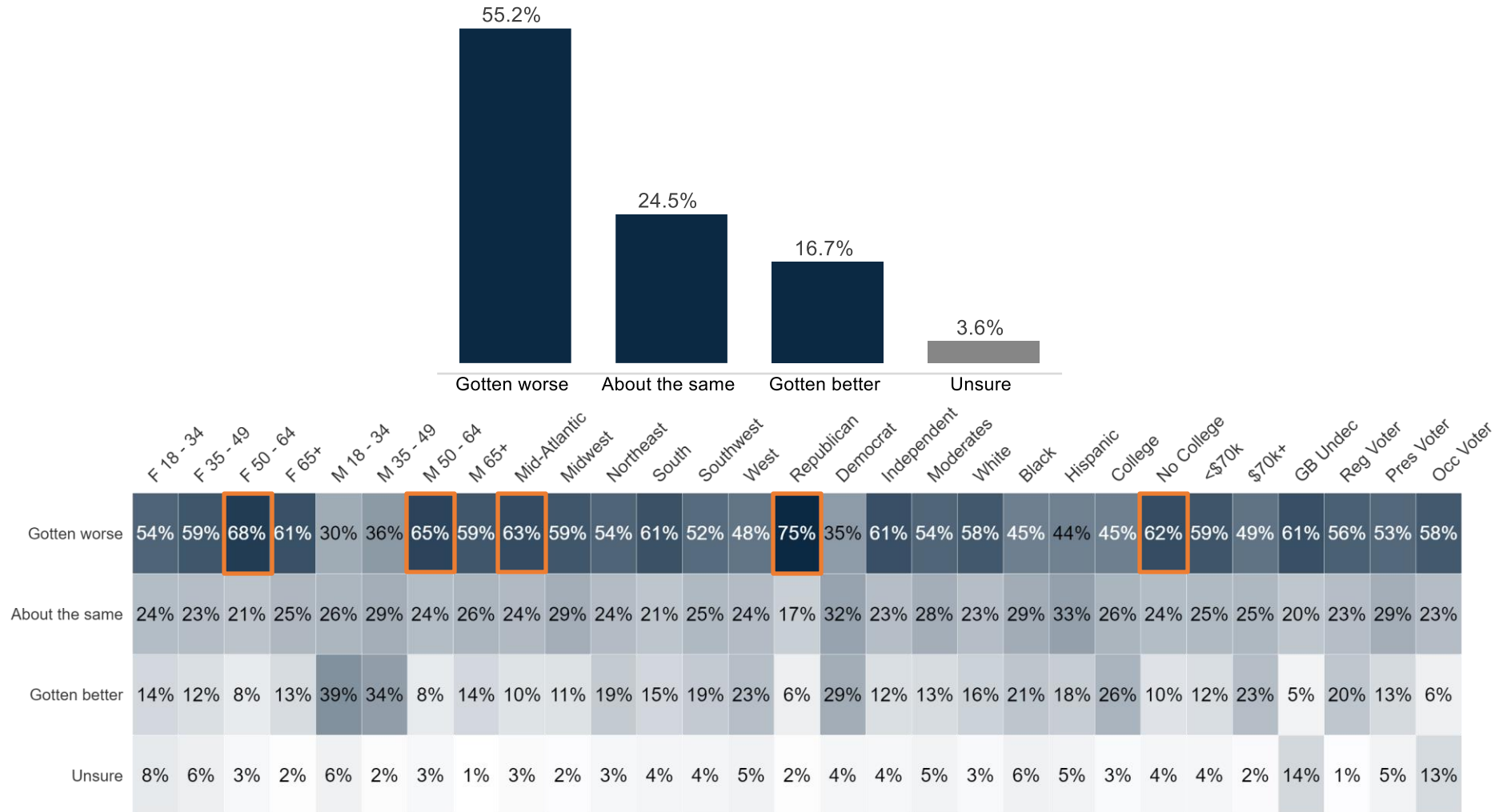
Congress is considering banning its members and their families from trading individual stocks. Do you agree or disagree with banning members of Congress and their families from trading individual stocks?

Biden and Trump's classified document scandals are basically a wash, especially with Independents



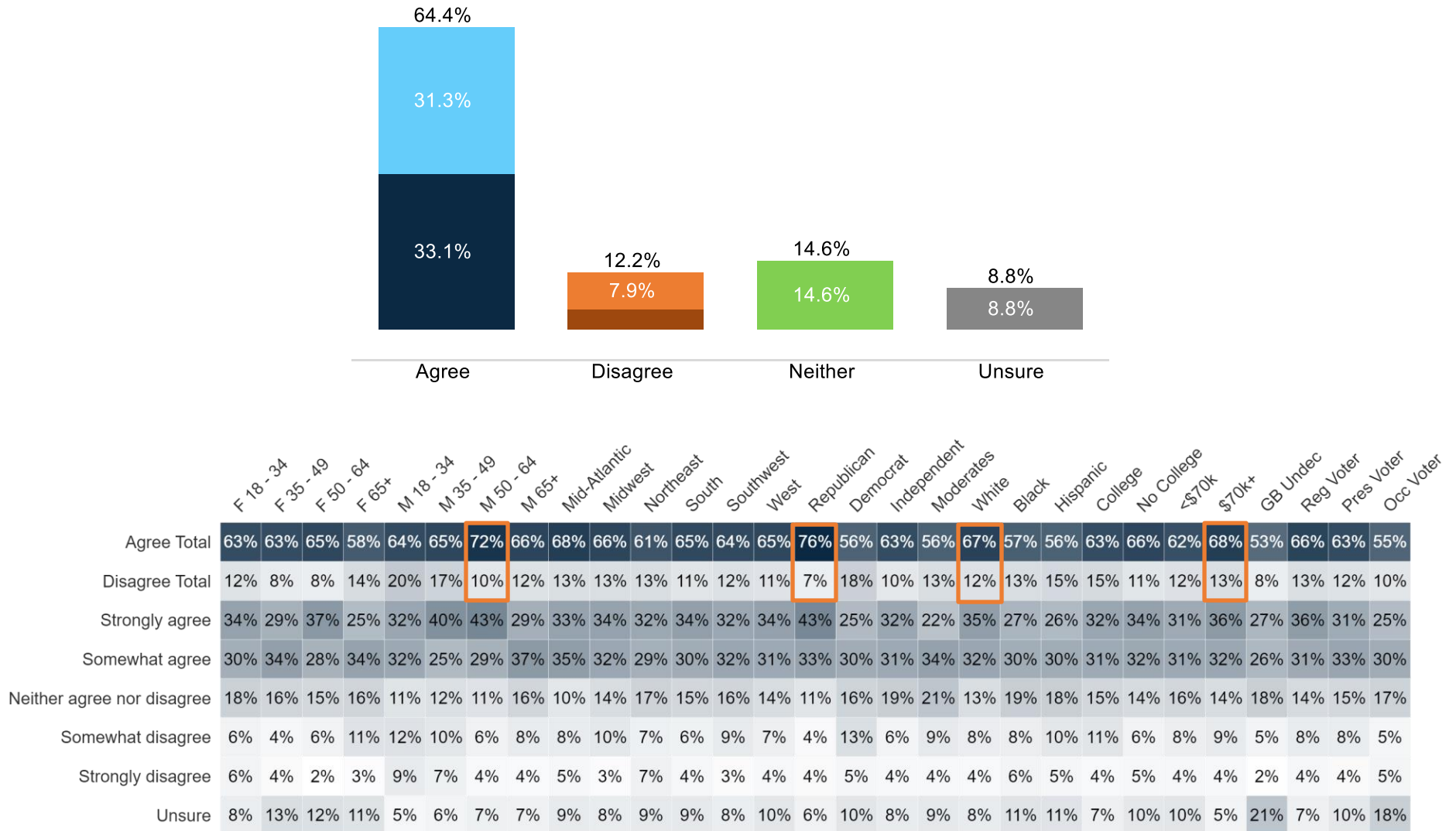
Classified documents were found last year at President Trump's house at Mar-a-Largo. This month, classified documents were found at President Biden's house. Whose offense of illegally having classified documents is worse, or are they the same?

Voters feel like their expenses are rising as they believe inflation has gotten worse in the last few months



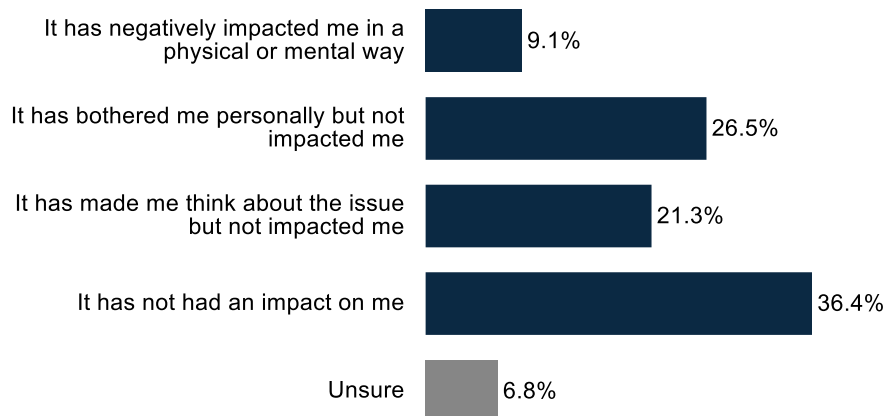
In the past few months, does it feel like inflation has gotten worse, gotten better, or about the same?

Nearly two-thirds of voters think a recession is imminent



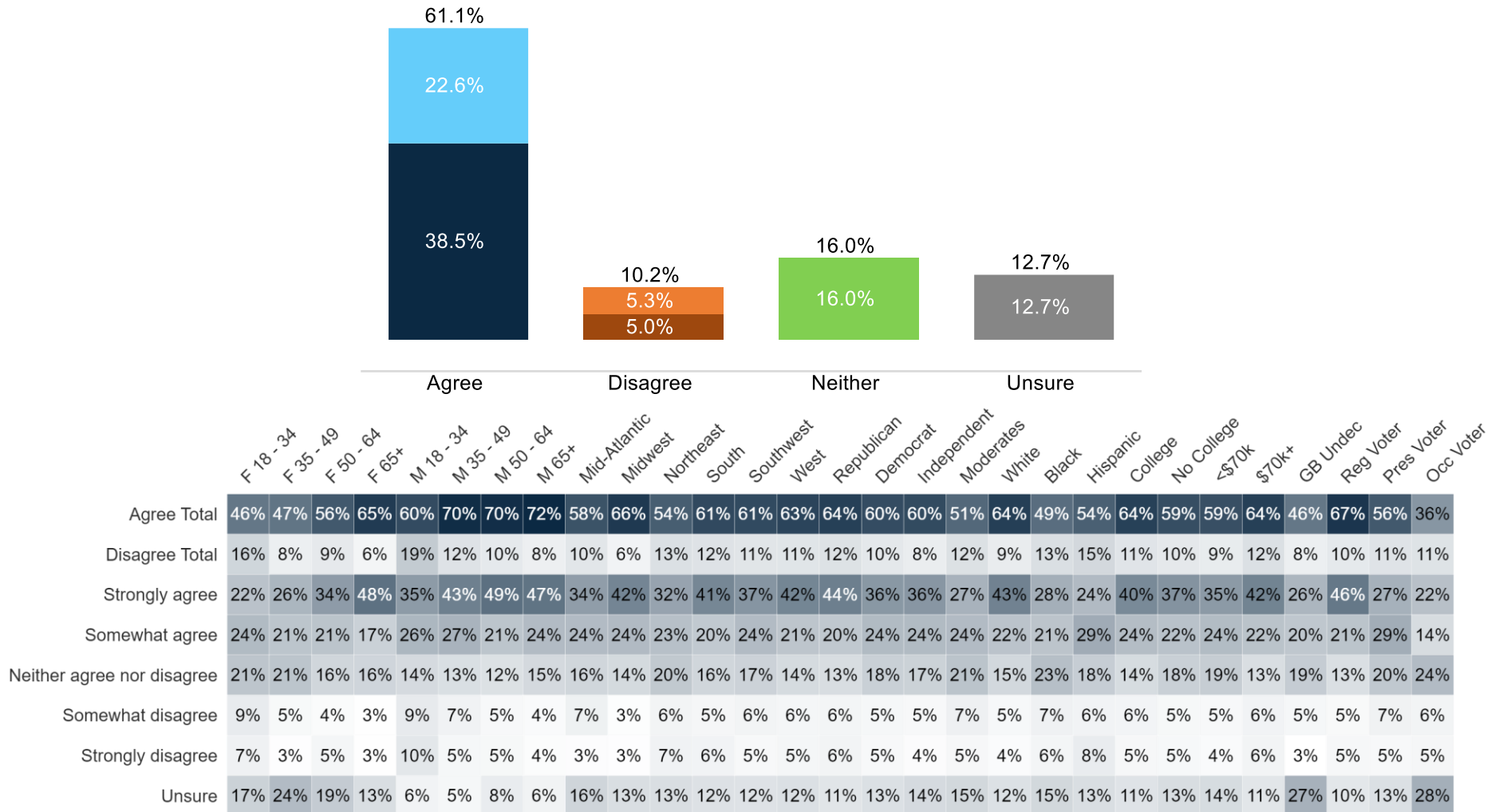
Do you agree or disagree the United States will have an economic recession in 2023?

9-in-10 voters say they have NOT personally been negatively impacted by the overturning of *Roe*



How has the overturning of *Roe v Wade* impacted your day-to-day life?

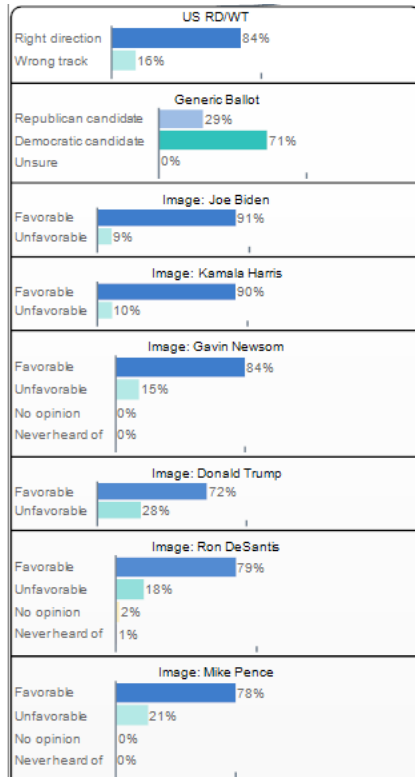
Voters are concerned with the rising problem of foreign/ corporate influence in the residential housing market



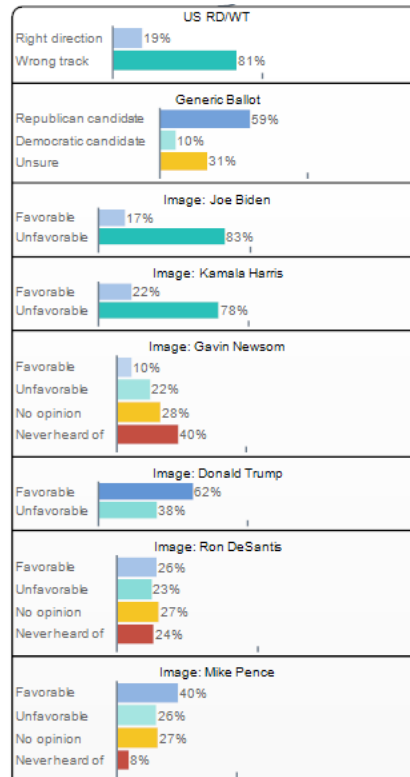
Canada has recently passed a law that bans foreign and corporate purchases of residential property for 2 years. Should the US be doing the same to ban foreign and corporate purchases of residential property?

Segmentation Analysis:

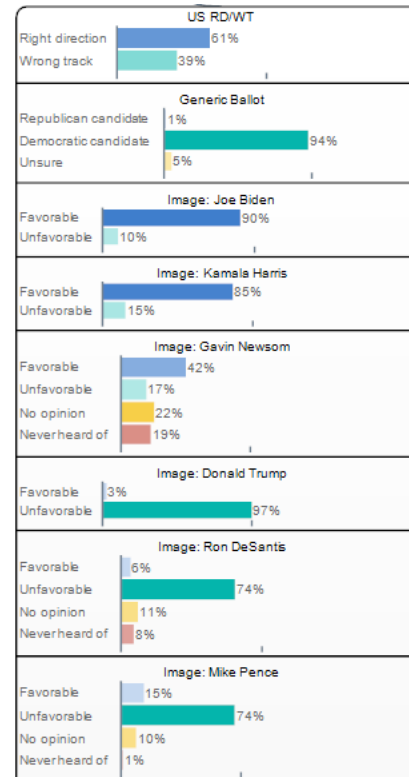
Young Male High-Income Dems (14%)



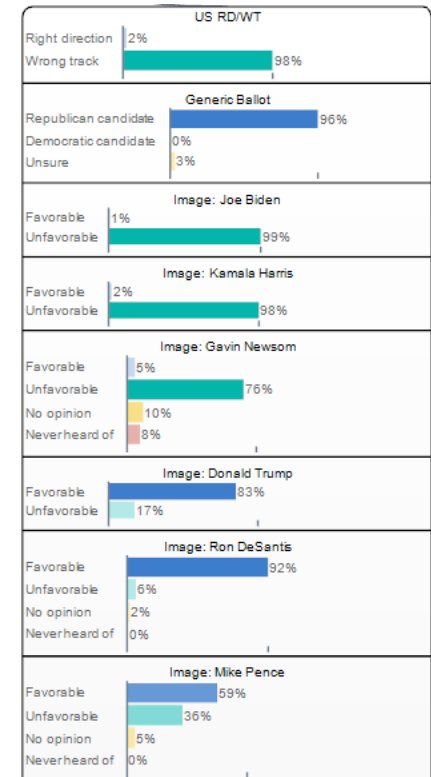
Moderates (19%)



Dem Base (36%)



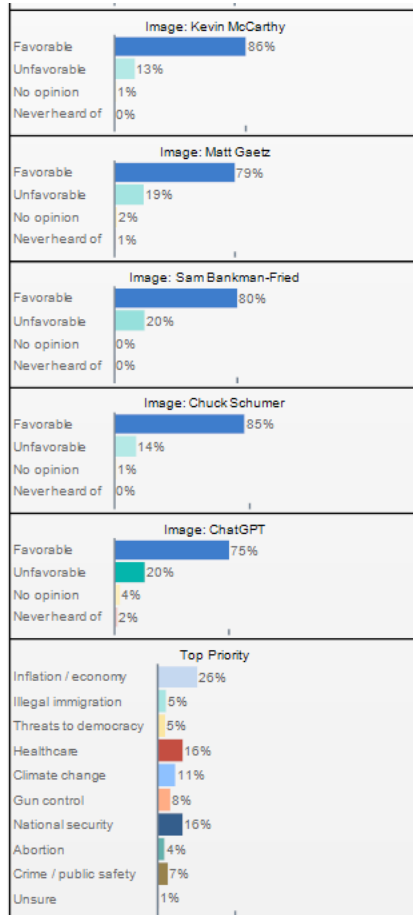
GOP Base (31%)



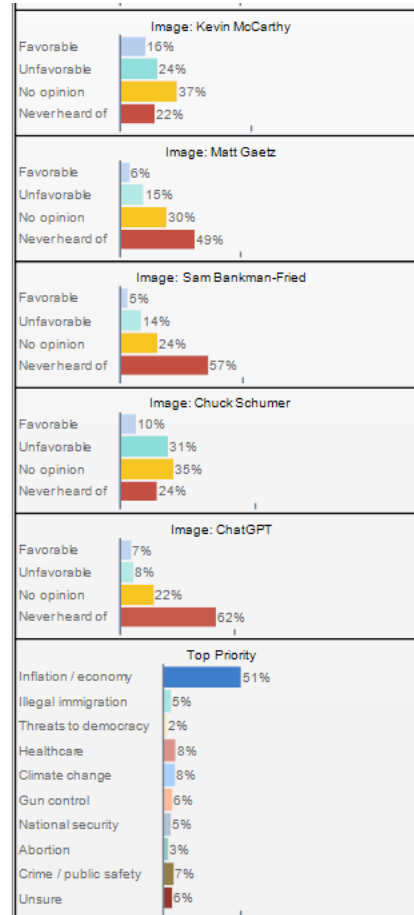
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

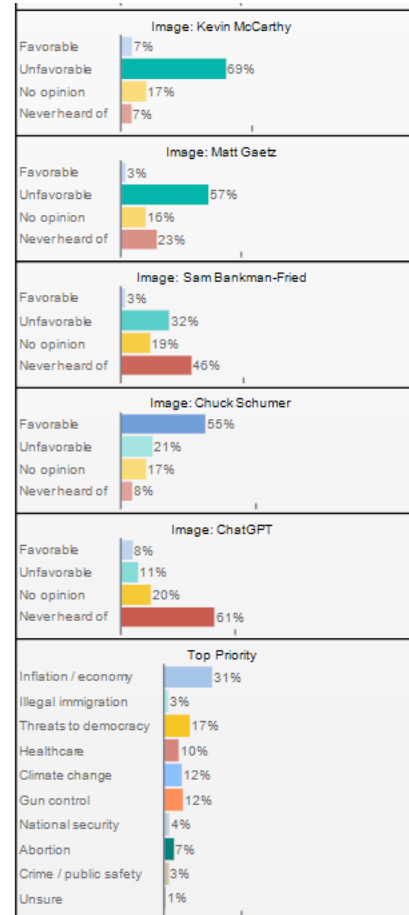
Young Male High-Income Dems (14%)



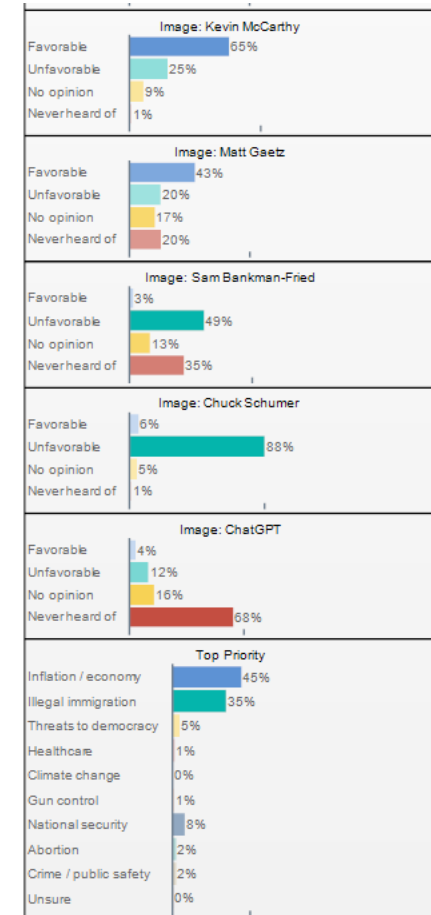
Moderates (19%)



Democratic Base (36%)



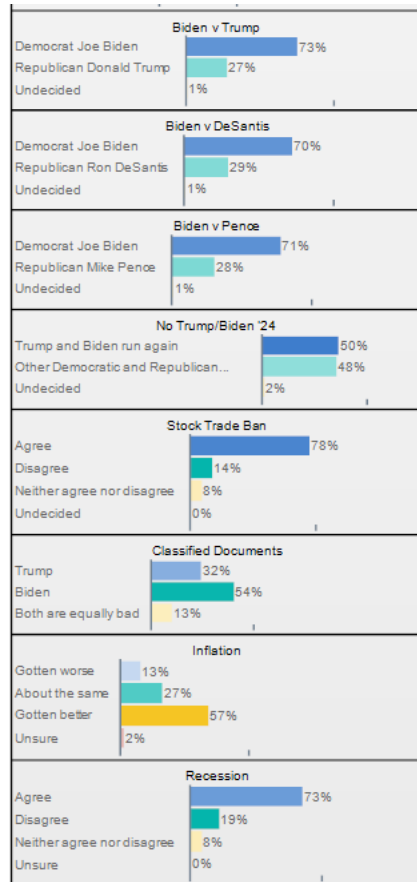
GOP Base (31%)



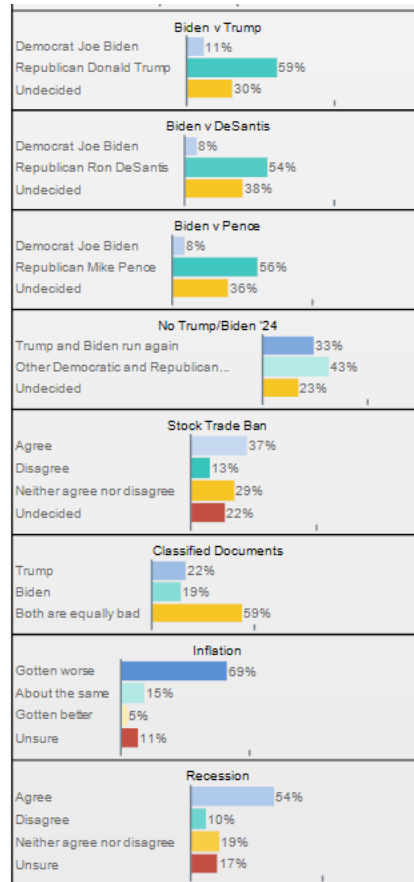
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

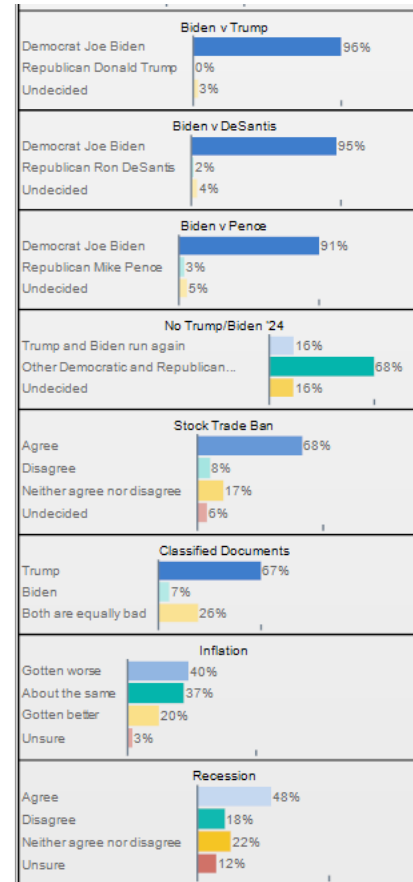
Young Male High-Income Dems (14%)



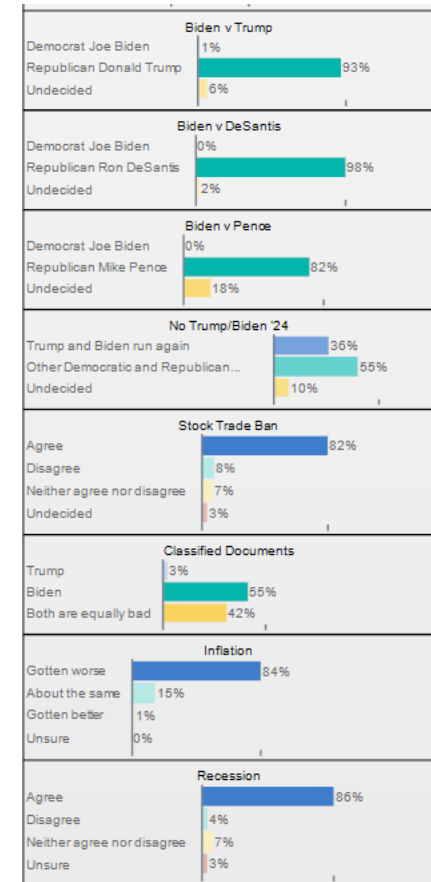
Moderates (19%)



Democratic Base (36%)



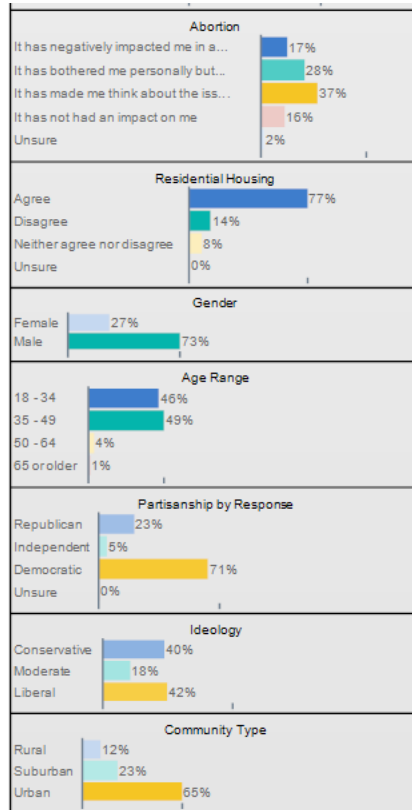
GOP Base (31%)



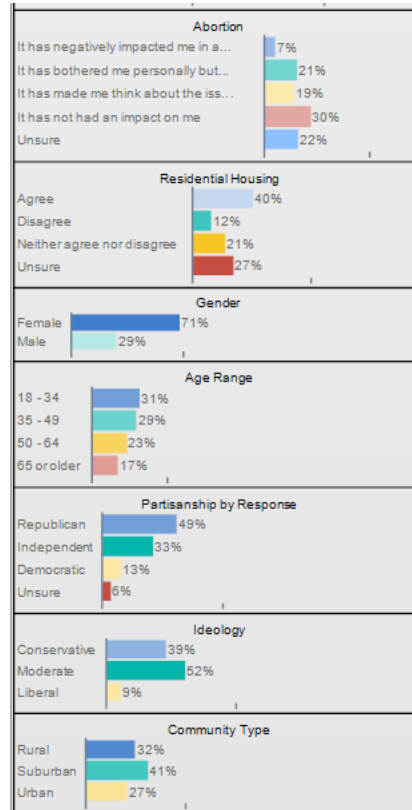
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

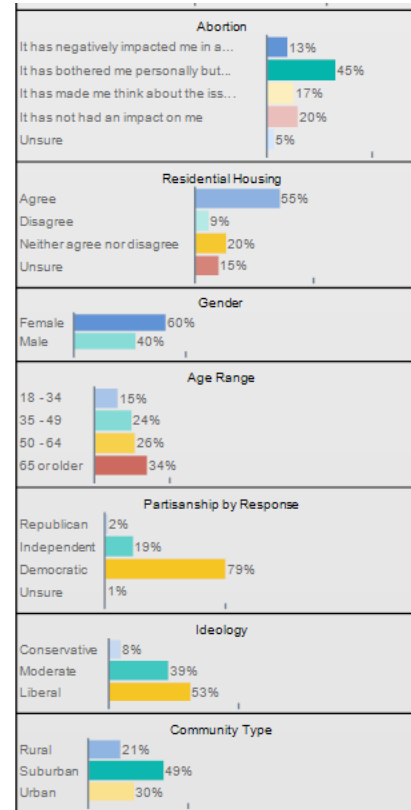
Young Male High-Income Dems (14%)



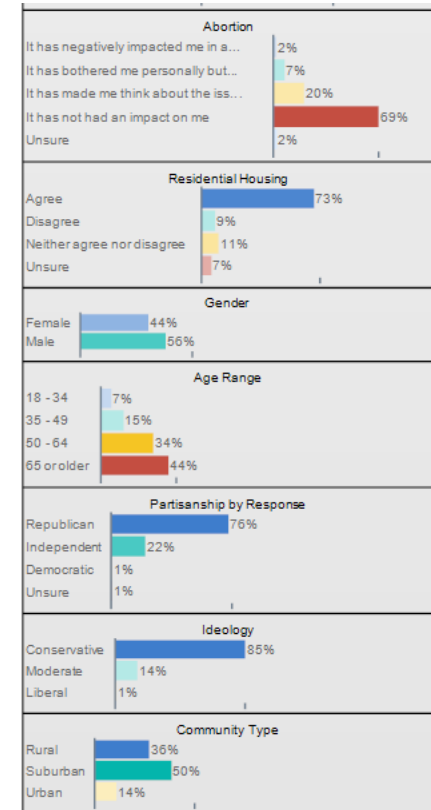
Moderates (19%)



Democratic Base (36%)



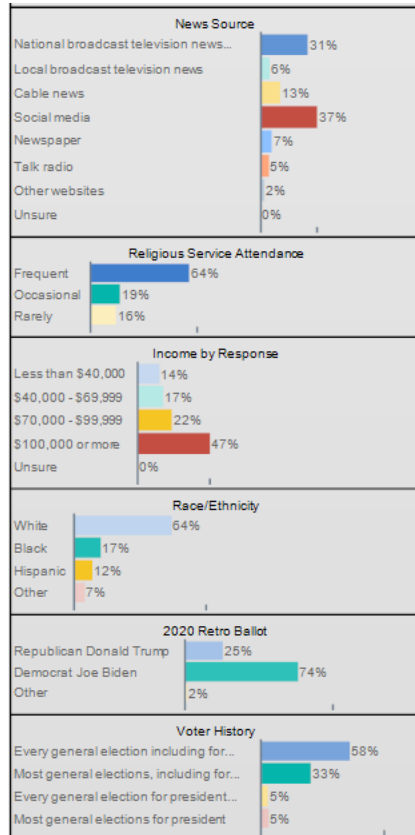
GOP Base (31%)



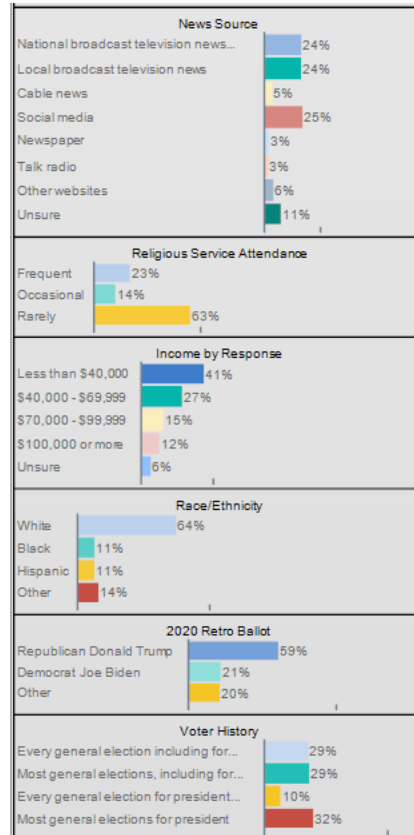
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

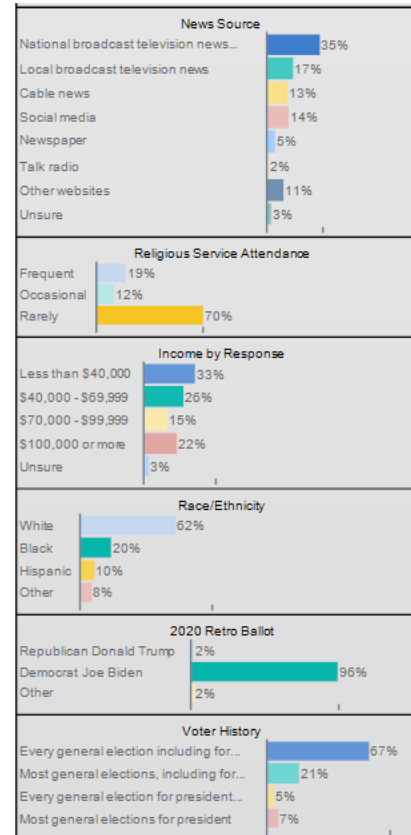
Young Male High-Income Dems (14%)



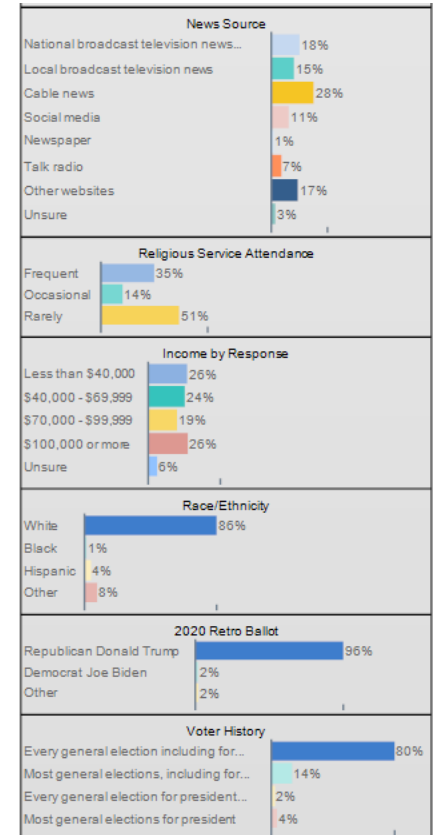
Moderates (19%)



Democratic Base (36%)



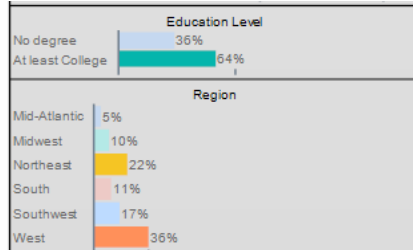
GOP Base (31%)



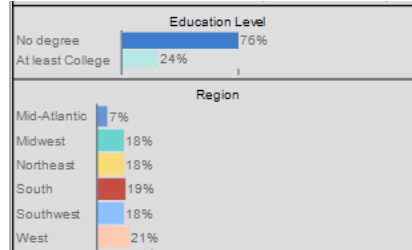
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

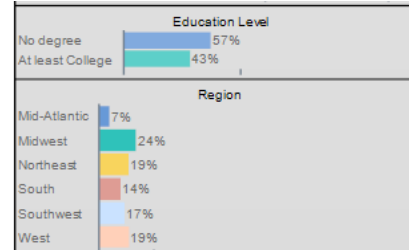
Young Male High-Income Dems (14%)



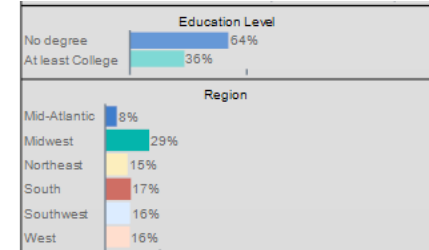
Moderates (19%)



Democratic Base (36%)



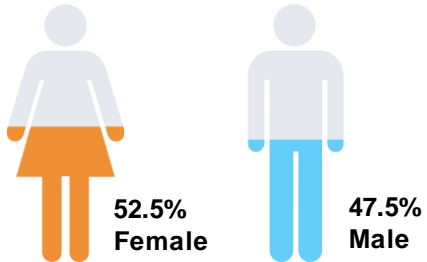
GOP Base (31%)



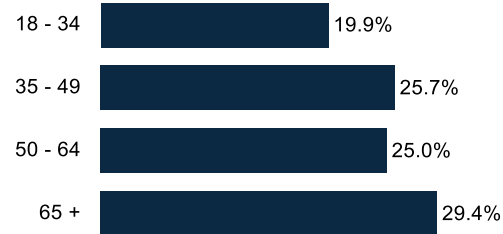
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

Sex



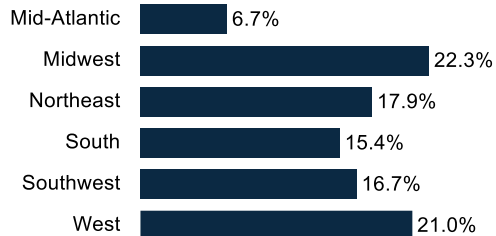
Age Range



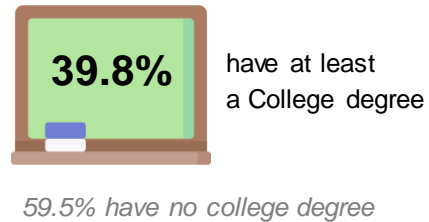
Household Income



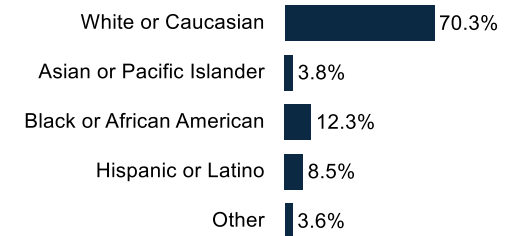
Geo - Region



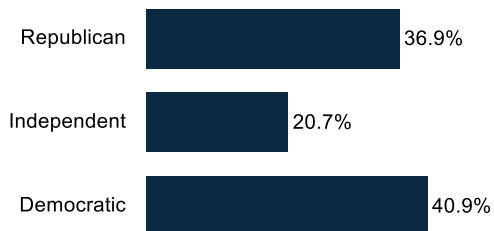
Education



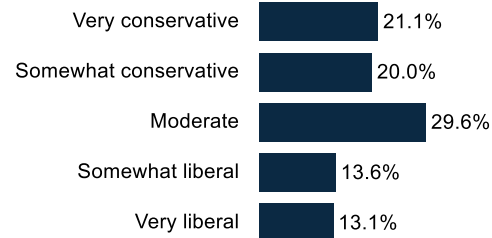
Race/ Ethnicity



Partisanship



Ideology



Voter History

