

February 28, 2023



CYGNAL

Survey of Likely General Election Voters **National**

February 24 – 27, 2023 | n=2424 | $\pm 1.99\%$

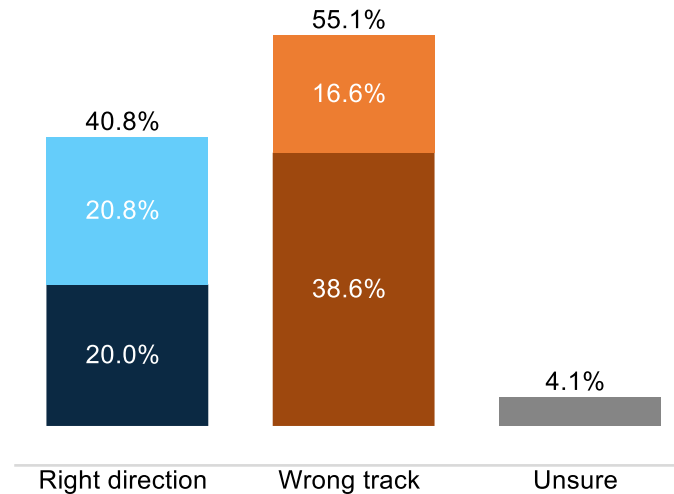
Insights & Analysis

- We are two months into a **divided** federal government, and voters remain **pessimistic** about the country's future as the presidential election is ramping up.
- The **generic Congressional ballot remains identical to last month at D+0.9** (Jan: D+0.6). Independents remain with Republicans at +11. Republicans have increased their standing with **Hispanic** voters, now at D+7 (Jan: D+10) and in the **Southwest** R+4 (Jan: R+1) – **but** Democrats have made significant inroads in the **South** D+1 (Jan: R+11).
- President **Biden's image** remains **underwater** (-0.4% net fav) but has slightly recovered from last month's -2% net fav. **Donald Trump** has seen a **positive movement** in his image and now sits at a higher net fav (+3.8% net fav) than Biden.
- Ron DeSantis, Nikki Haley, Tim Scott, and Vivek Ramaswamy have strong net positive image, getting outsized support from non-traditional GOP voting blocks, especially **college-educated voters**.
 - Trump would beat a "different" candidate in the Republican primary by 33%, showing his strength when not challenged directly.
- **Inflation** remains the overwhelming top issue - but it dropped in importance as **national security jumped significantly**, likely due to news reports of Chinese balloons. **Illegal immigration** remains of high importance to Republicans. Democrats and Independents are also concerned about inflation but are divided on what issue is second primary (or even third).
- Potential **2024 Presidential general election matchups**: the GOP all lead with **Independents***
 - Biden v Trump - 47% / 45% (Trump +1 from Jan) (Ind: R+10)
 - Biden v DeSantis - 46% / 45% (Biden +0.6 from Jan) (Ind: R+10)
 - Biden v Pence - 45% / 41% (Biden +0.3 from Jan) (Ind: R+7)
 - Biden v Haley – 46% / 41% (Ind: R+7)

Insights & Analysis

- Most voters believe we are in a recession already – **even a third of Democrats**, who have the weakest support overall for thinking we're already in a recession.
- A majority of voters believe state lawmakers should chime in and **review what race-related content is being taught in schoolbooks** after Ron DeSantis banned certain textbooks with race-related content in Florida. However, support among **older voters** is weakest – especially women 50+. It is strongest with men <50 and Black voters.
- Support for U.S. funding of Ukraine's war is **declining**, especially among Republicans. Overall, most support continued funding – but cracks are starting to emerge on how much the U.S. should support Ukraine, through military or financial aid. Close to a quarter of **Independents** also support **ending all funding to Ukraine** as do 31% of Republicans. Democrats and college-educated voters (but we repeat ourselves) remain the strongest supporters of **sending military and financial aid**.
 - Only a very small group of Democrats and men <50 support boots on the ground in Ukraine.
- Conversely, close to a majority of respondents say we should **cut sending international aid** in relation to the **national deficit**.
 - Even **30% of Democrats say we should cut international aid** (despite their full Ukraine funding support at 45%).
 - Similarly – 43% of college-educated voters say we should also cut international aid (slightly lower than their 39% support for fully funding Ukraine).

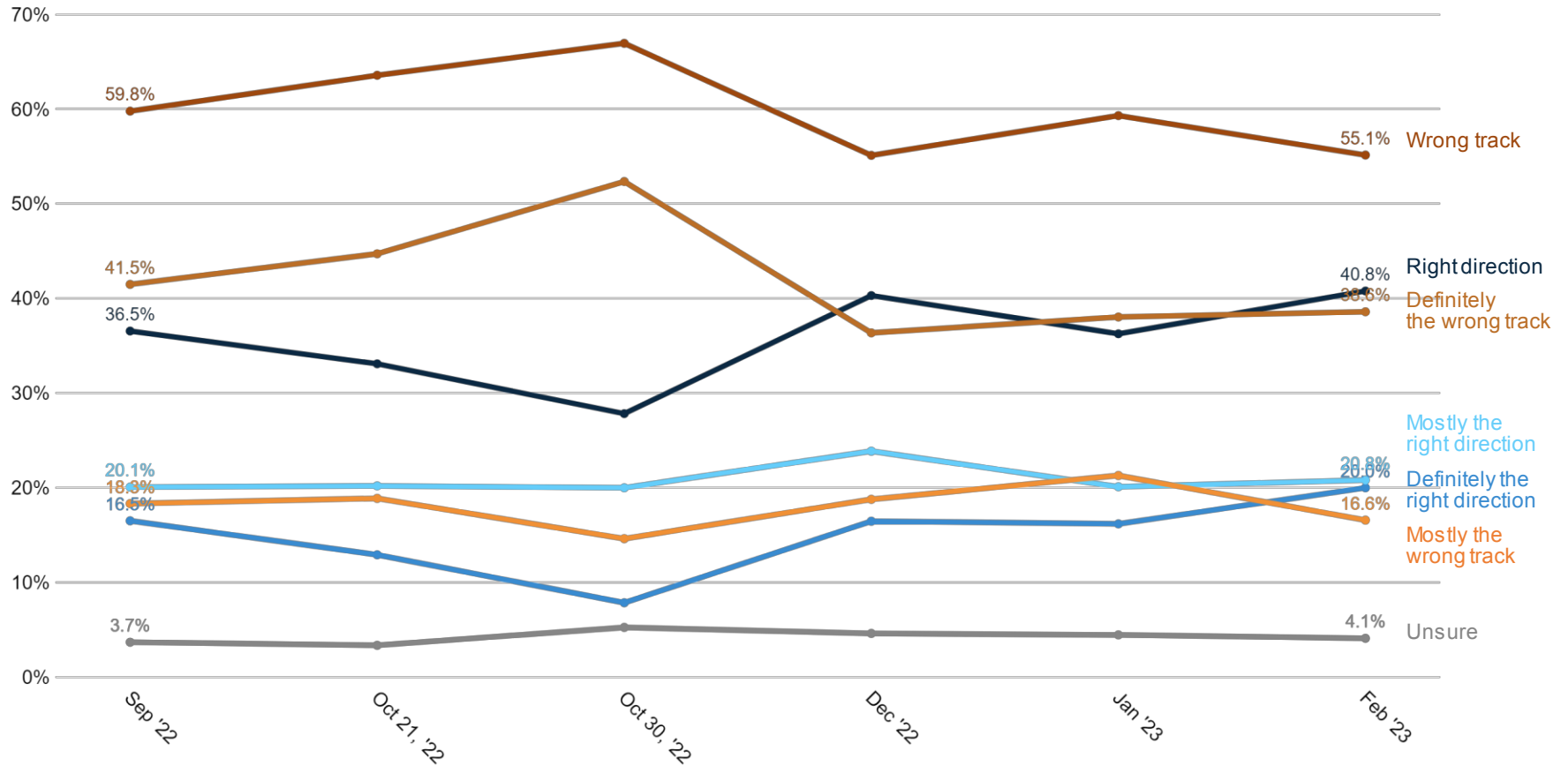
Slight increase in “right direction” for the country, driven by those making \$70k+



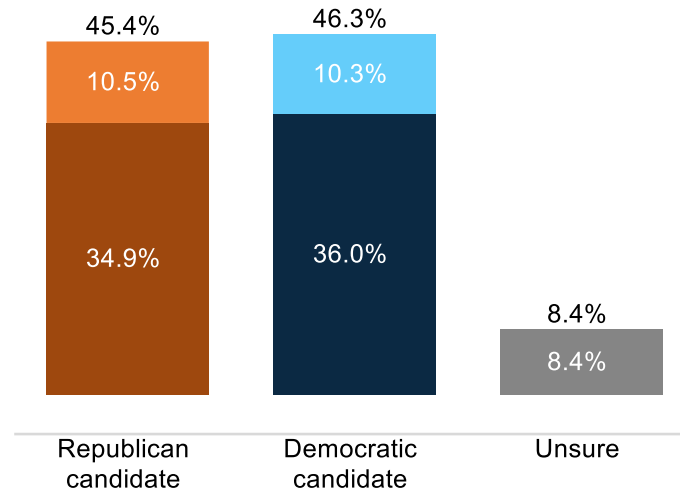
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Voter
Right direction	39%	32%	67%	26%	35%	39%	43%	37%	38%	48%	14%	73%	25%	45%	41%	51%	40%	55%	31%	35%	48%	14%	40%	42%	38%	39%
Wrong track	54%	64%	31%	71%	60%	57%	54%	59%	58%	48%	85%	22%	69%	50%	56%	42%	57%	42%	64%	60%	49%	67%	56%	55%	57%	50%
Definitely the right direction	18%	9%	46%	7%	13%	18%	21%	16%	18%	28%	7%	39%	5%	14%	22%	19%	16%	31%	13%	13%	28%	2%	10%	22%	13%	22%
Mostly the right direction	21%	22%	21%	19%	22%	21%	22%	21%	20%	20%	7%	34%	19%	31%	19%	31%	24%	24%	19%	22%	20%	12%	30%	20%	25%	16%
Mostly the wrong track	21%	20%	11%	14%	21%	14%	12%	21%	18%	17%	16%	13%	24%	22%	14%	22%	24%	13%	19%	20%	12%	27%	29%	13%	22%	25%
Definitely the wrong track	33%	44%	21%	57%	38%	43%	41%	39%	40%	31%	69%	9%	45%	28%	42%	21%	33%	29%	45%	39%	37%	39%	27%	42%	35%	25%
Unsure	7%	5%	2%	3%	5%	4%	4%	4%	4%	4%	1%	4%	6%	5%	3%	7%	3%	3%	5%	5%	3%	19%	4%	3%	5%	11%

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



Americans remain divided on generic ballot at D+1



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	39%	47%	33%	62%	47%	47%	45%	45%	48%	41%	92%	5%	44%	33%	49%	22%	40%	38%	50%	45%	44%	47%	46%	34%
Democratic candidate	48%	43%	63%	31%	43%	43%	49%	46%	44%	50%	4%	92%	33%	53%	44%	66%	47%	57%	40%	44%	51%	47%	44%	42%
Definitely the Republican candidate	28%	38%	23%	50%	36%	37%	35%	35%	36%	31%	75%	3%	28%	20%	39%	14%	26%	29%	39%	35%	34%	38%	32%	22%
Probably the Republican candidate	11%	9%	10%	13%	12%	10%	10%	10%	12%	11%	17%	2%	17%	13%	10%	8%	14%	9%	11%	10%	11%	9%	14%	12%
Probably the Democratic candidate	12%	8%	13%	9%	12%	9%	10%	13%	9%	10%	2%	16%	15%	19%	9%	15%	13%	12%	9%	11%	10%	8%	16%	9%
Definitely the Democratic candidate	36%	35%	50%	21%	30%	35%	39%	33%	35%	40%	2%	76%	19%	34%	35%	51%	34%	45%	30%	33%	41%	39%	29%	33%
Unsure	13%	10%	4%	7%	10%	9%	6%	9%	8%	8%	4%	3%	22%	13%	7%	12%	13%	5%	10%	11%	5%	6%	10%	24%

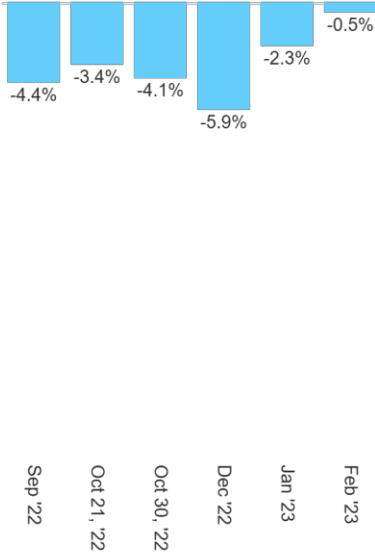
If the 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

Generic Ballot Movement

Overall (%Rep-%Dem)



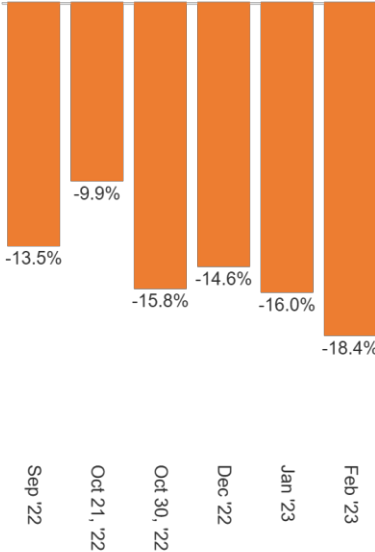
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



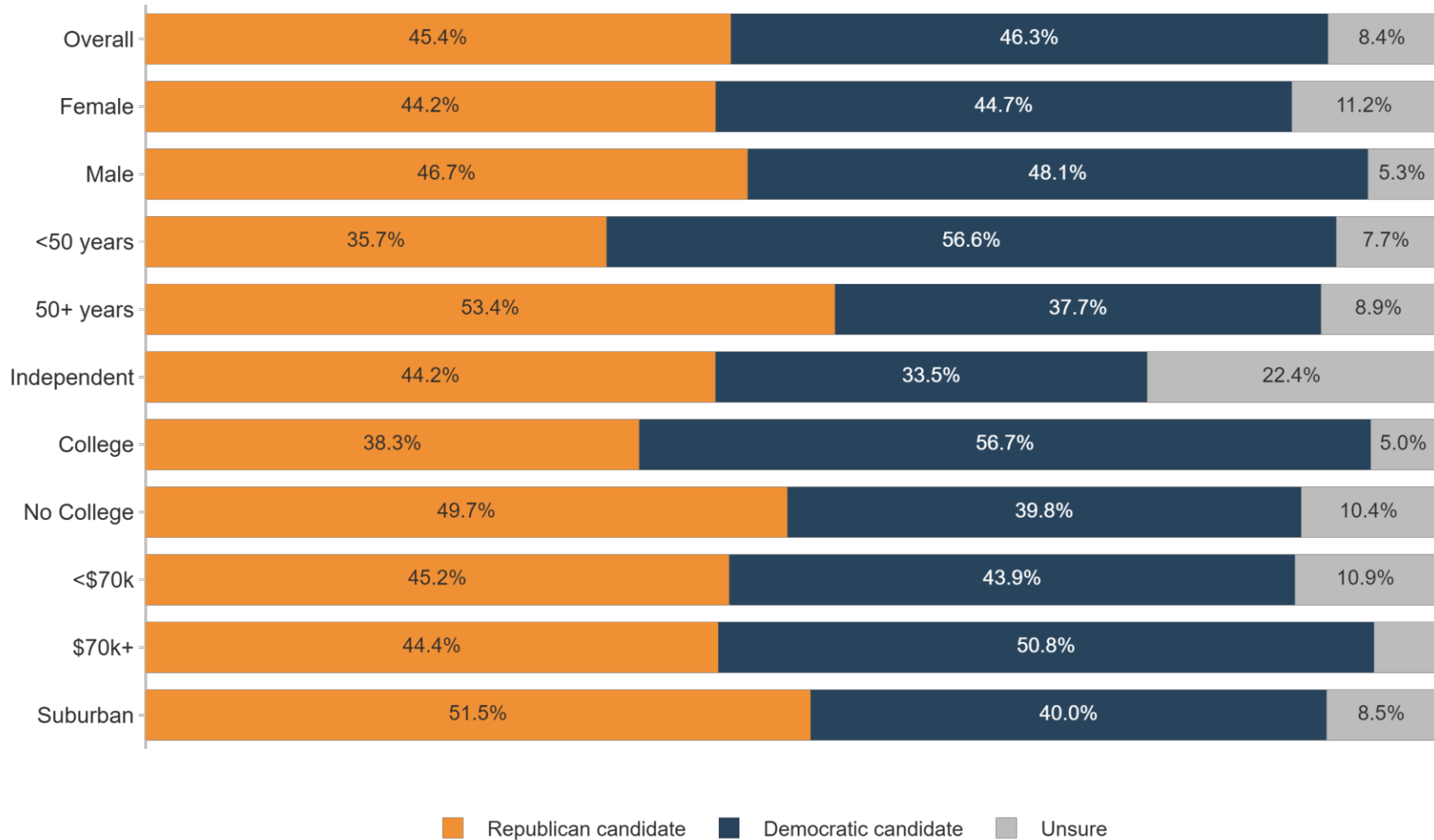
College (%Rep-%Dem)



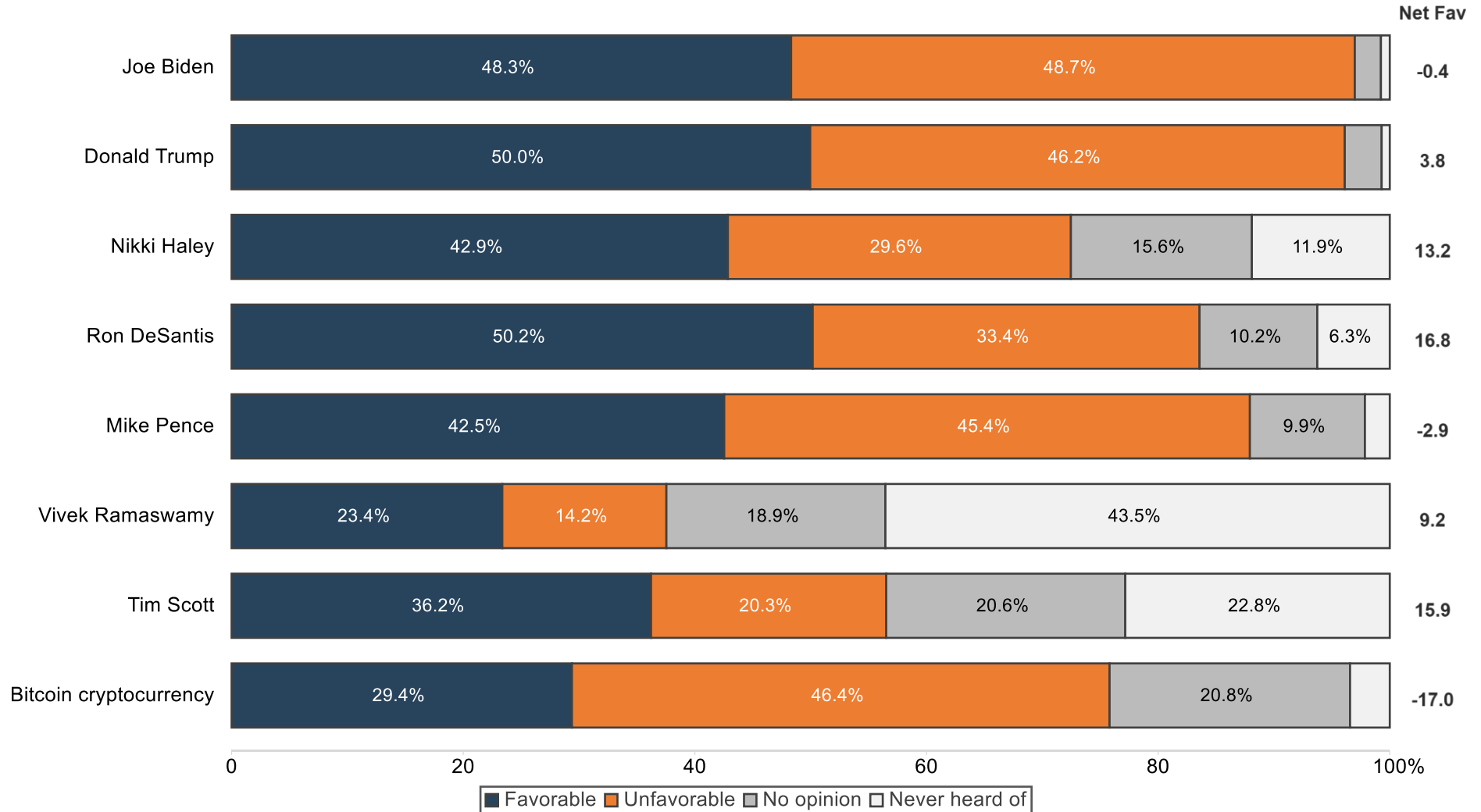
Percent Change: Generic Ballot (Jan 2023 to Feb 2023)

	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	-2%	1%	0%	4%	-2%	-2%	4%	-7%	2%	3%	0%	0%	1%	0%	-3%	7%	1%	0%	0%	0%	0%	4%	-1%	5%	-7%
Democratic candidate	0%	-2%	4%	-4%	0%	1%	-3%	5%	-1%	-1%	-1%	0%	1%	2%	3%	-10%	-1%	2%	0%	-1%	2%	-4%	1%	-4%	7%
Definitely the Republican candidate	2%	0%	-1%	2%	1%	-1%	5%	-6%	2%	0%	1%	-1%	1%	0%	-2%	5%	2%	-1%	0%	1%	-2%	0%	-2%	5%	-6%
Probably the Republican candidate	-3%	1%	0%	2%	-3%	-1%	0%	-1%	0%	3%	-1%	1%	0%	0%	-1%	2%	-1%	0%	0%	-2%	2%	4%	1%	-1%	-1%
Probably the Democratic candidate	-4%	0%	-3%	0%	1%	-2%	-3%	2%	-1%	-4%	0%	-4%	-1%	1%	0%	-5%	-4%	-3%	-1%	-1%	-1%	-4%	-1%	-3%	-1%
Definitely the Democratic candidate	4%	-2%	7%	-4%	0%	4%	0%	3%	0%	4%	-1%	4%	2%	2%	3%	-4%	3%	5%	0%	0%	4%	0%	2%	-1%	8%
Unsure	1%	2%	-3%	0%	2%	1%	-2%	2%	-1%	-3%	0%	0%	-2%	-2%	-1%	2%	0%	-2%	1%	2%	-2%	0%	1%	0%	0%

Generic Ballot by Key Voter Groups



Trump bests Biden on fav; DeSantis and Haley top net fav



Trump tops DeSantis and Biden with favorability among Independents...

Favorable

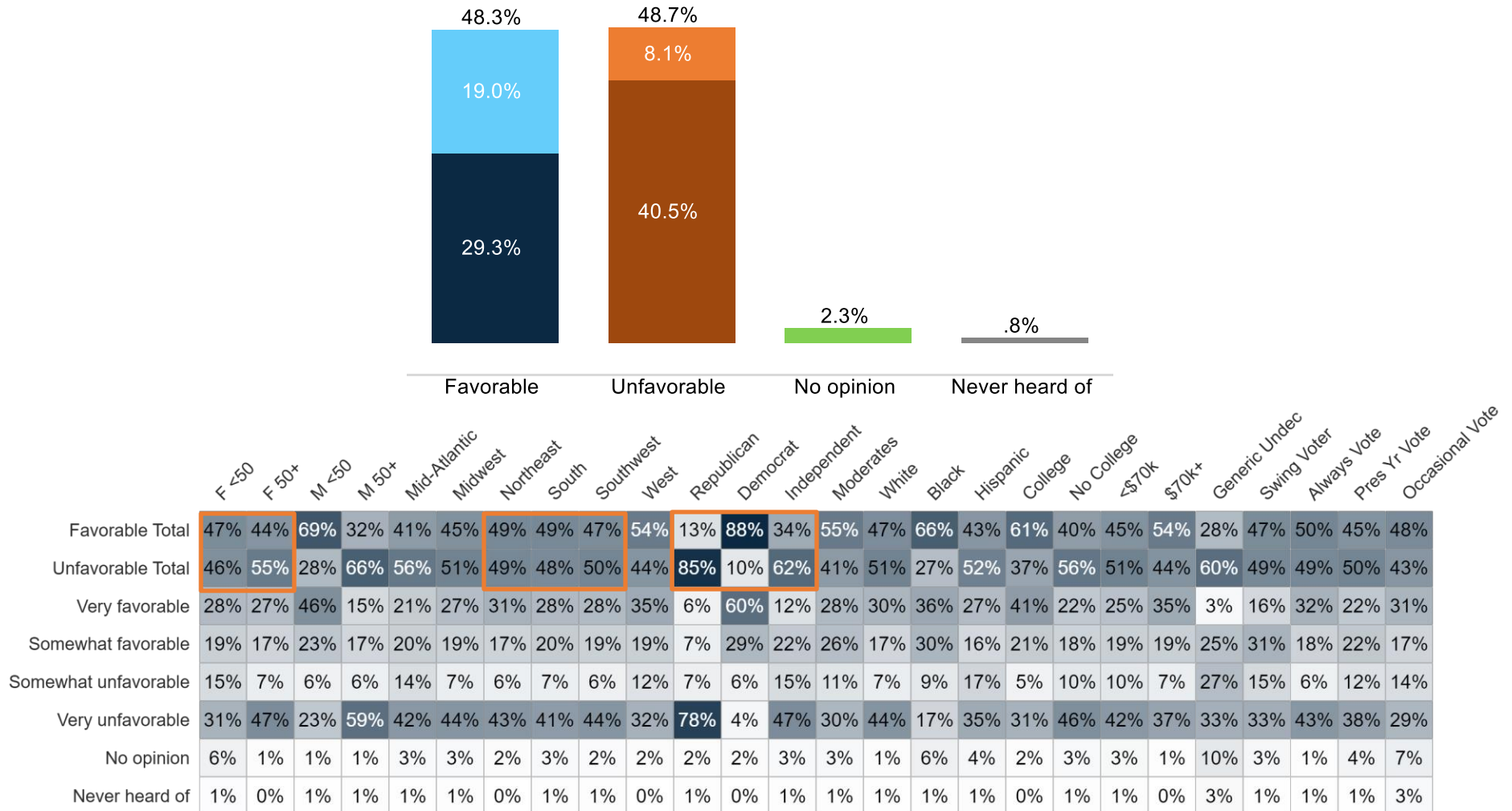
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Joe Biden	47%	44%	69%	32%	41%	45%	49%	49%	47%	54%	13%	88%	34%	55%	47%	66%	43%	61%	40%	45%	54%	28%	47%	50%	45%	48%
Donald Trump	42%	42%	63%	53%	48%	51%	54%	48%	50%	48%	79%	28%	44%	36%	55%	26%	44%	49%	51%	44%	54%	29%	39%	51%	48%	49%
Nikki Haley	32%	32%	62%	47%	36%	41%	47%	40%	40%	47%	57%	36%	34%	32%	47%	31%	35%	52%	37%	32%	53%	13%	44%	46%	39%	26%
Ron DeSantis	37%	41%	64%	59%	41%	48%	59%	43%	52%	51%	76%	33%	39%	33%	57%	28%	38%	58%	45%	38%	61%	17%	48%	55%	42%	30%
Mike Pence	30%	35%	62%	42%	39%	41%	48%	37%	41%	47%	55%	37%	33%	35%	48%	27%	34%	50%	37%	34%	51%	22%	45%	45%	37%	36%
Vivek Ramaswamy	19%	11%	49%	16%	17%	22%	30%	17%	19%	29%	23%	30%	12%	16%	26%	20%	16%	35%	16%	12%	35%	3%	23%	25%	21%	18%
Tim Scott	26%	22%	61%	39%	26%	33%	40%	35%	36%	41%	44%	35%	26%	23%	40%	23%	26%	48%	28%	23%	49%	6%	33%	41%	28%	23%
Bitcoin cryptocurrency	36%	10%	64%	12%	28%	23%	28%	28%	28%	40%	22%	41%	19%	28%	29%	34%	31%	40%	23%	22%	38%	15%	32%	29%	30%	35%

... but DeSantis has better unfavs among Independents; Biden worse off than Trump

Unfavorable

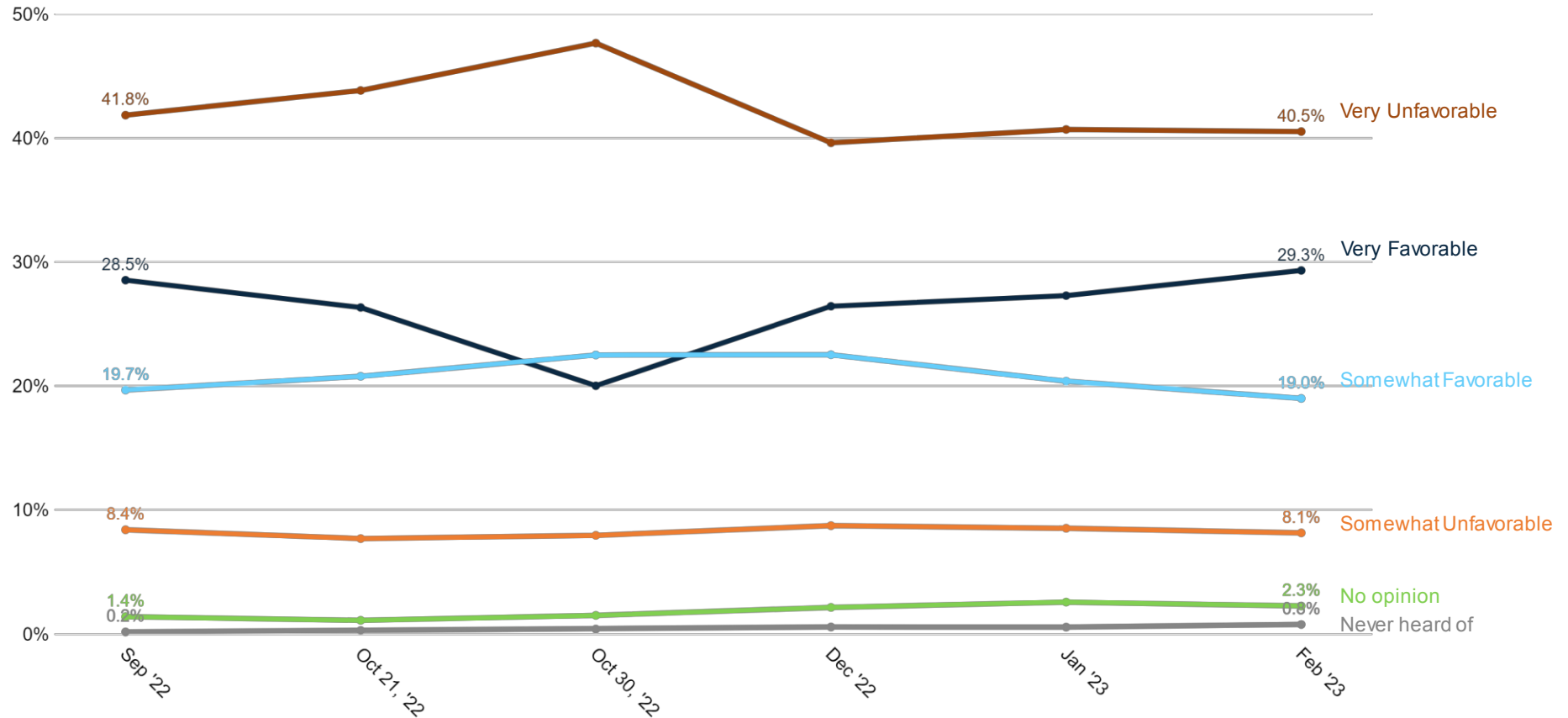
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Joe Biden	46%	55%	28%	66%	56%	51%	49%	48%	50%	44%	85%	10%	62%	41%	51%	27%	52%	37%	56%	51%	44%	60%	49%	49%	50%	43%
Donald Trump	50%	55%	34%	45%	47%	46%	44%	47%	46%	47%	18%	68%	52%	60%	42%	66%	50%	49%	44%	50%	44%	56%	56%	47%	46%	43%
Nikki Haley	25%	34%	22%	36%	29%	29%	29%	32%	33%	26%	17%	40%	32%	32%	30%	33%	22%	33%	27%	30%	30%	24%	27%	33%	24%	17%
Ron DeSantis	32%	41%	24%	34%	34%	35%	28%	34%	34%	35%	11%	51%	40%	41%	32%	41%	36%	36%	32%	37%	31%	37%	34%	35%	34%	20%
Mike Pence	48%	53%	30%	50%	47%	44%	43%	49%	48%	44%	34%	53%	50%	49%	43%	53%	49%	44%	47%	49%	42%	46%	41%	47%	45%	33%
Vivek Ramaswamy	19%	9%	19%	12%	15%	14%	12%	15%	15%	15%	13%	16%	13%	15%	13%	17%	20%	16%	13%	16%	13%	8%	16%	14%	15%	11%
Tim Scott	19%	20%	17%	26%	24%	21%	17%	21%	20%	22%	12%	27%	21%	23%	19%	29%	17%	23%	19%	22%	19%	19%	21%	21%	21%	10%
Bitcoin cryptocurrency	40%	55%	24%	65%	43%	51%	46%	47%	46%	43%	51%	40%	53%	46%	48%	43%	42%	44%	48%	46%	47%	48%	48%	49%	45%	29%

Biden's image remains stagnant while younger and older men seriously split

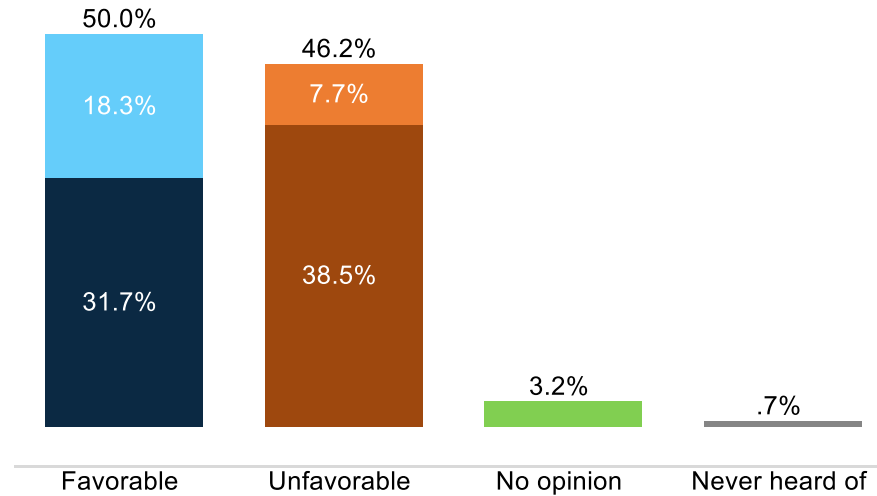


Do you have a favorable or unfavorable impression of Joe Biden?

Trend: Joe Biden Image



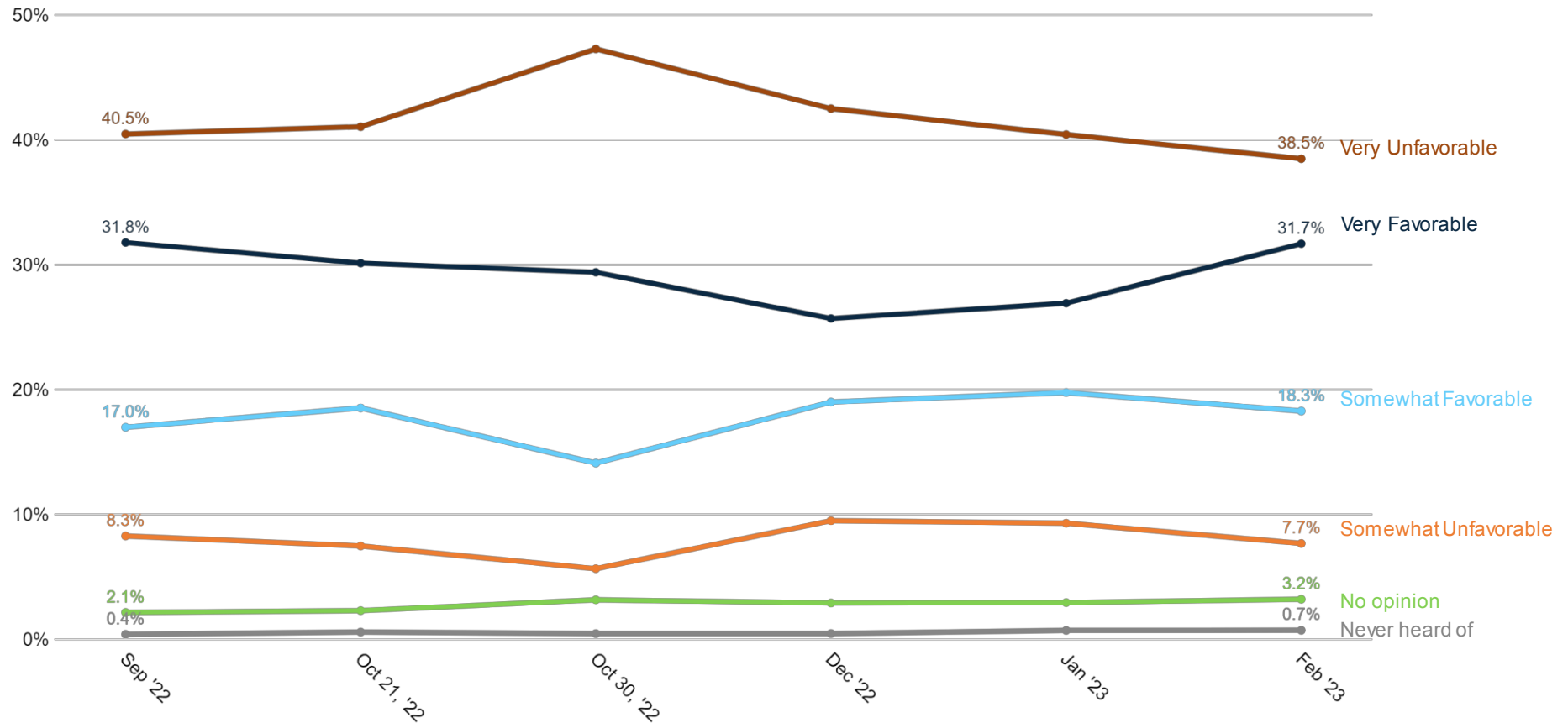
Trump gets another boost, now in positive territory



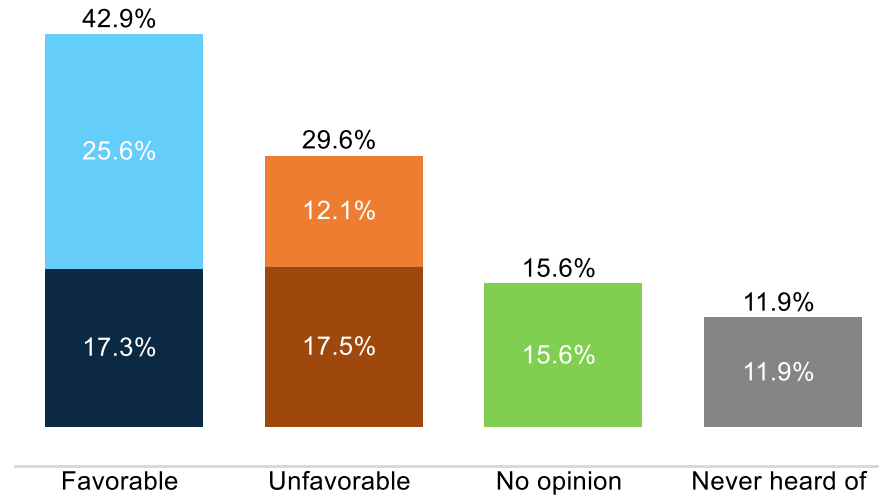
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	42%	42%	63%	53%	48%	51%	54%	48%	50%	48%	79%	28%	44%	36%	55%	26%	44%	49%	51%	44%	54%	29%	39%	51%	48%	49%
Unfavorable Total	50%	55%	34%	45%	47%	46%	44%	47%	46%	47%	18%	68%	52%	60%	42%	66%	50%	49%	44%	50%	44%	56%	56%	47%	46%	43%
Very favorable	29%	27%	38%	34%	31%	32%	31%	33%	32%	31%	54%	18%	22%	21%	36%	15%	27%	28%	34%	30%	33%	12%	18%	33%	27%	32%
Somewhat favorable	13%	16%	25%	19%	17%	19%	23%	15%	18%	17%	25%	10%	22%	15%	20%	11%	18%	21%	17%	15%	21%	16%	21%	18%	20%	17%
Somewhat unfavorable	8%	7%	9%	6%	7%	6%	9%	9%	7%	8%	9%	6%	9%	10%	7%	11%	2%	9%	7%	7%	9%	9%	13%	7%	10%	6%
Very unfavorable	41%	47%	24%	39%	40%	40%	35%	38%	40%	39%	9%	63%	43%	49%	35%	55%	48%	40%	37%	43%	35%	47%	43%	40%	36%	37%
No opinion	7%	3%	2%	1%	3%	3%	2%	5%	2%	4%	2%	3%	4%	4%	2%	7%	5%	2%	4%	4%	2%	13%	4%	2%	5%	7%
Never heard of	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	3%	1%	1%	1%	1%

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

Trend: Donald Trump Image



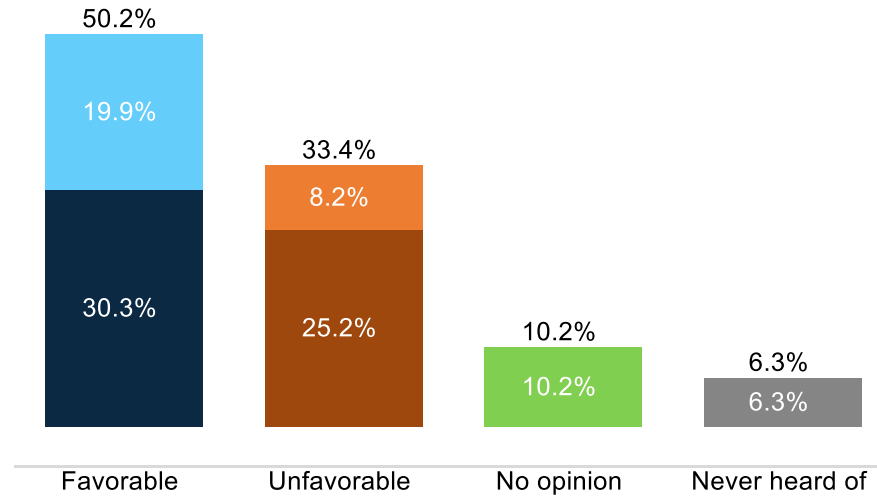
Haley strong with Independents, college edu, men <50



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	32%	32%	62%	47%	36%	41%	47%	40%	40%	47%	57%	36%	34%	32%	47%	31%	35%	52%	37%	32%	53%	13%	44%	46%	39%	26%
Unfavorable Total	25%	34%	22%	36%	29%	29%	29%	32%	33%	26%	17%	40%	32%	32%	30%	33%	22%	33%	27%	30%	30%	24%	27%	33%	24%	17%
Very favorable	15%	12%	28%	16%	15%	14%	19%	17%	17%	21%	23%	17%	9%	11%	20%	10%	10%	23%	14%	11%	23%	3%	13%	19%	14%	13%
Somewhat favorable	16%	20%	35%	31%	21%	27%	28%	23%	24%	26%	33%	20%	25%	21%	27%	20%	25%	29%	23%	21%	31%	10%	31%	28%	24%	13%
Somewhat unfavorable	10%	11%	10%	18%	13%	10%	14%	12%	14%	12%	9%	13%	16%	16%	13%	11%	9%	15%	11%	11%	13%	11%	17%	13%	10%	8%
Very unfavorable	15%	23%	12%	18%	16%	19%	15%	20%	19%	15%	9%	26%	16%	17%	17%	22%	13%	19%	17%	20%	16%	13%	11%	20%	14%	9%
No opinion	21%	19%	9%	13%	20%	18%	14%	16%	14%	14%	17%	13%	17%	20%	14%	20%	22%	9%	20%	20%	11%	32%	18%	12%	22%	28%
Never heard of	23%	15%	6%	4%	15%	12%	9%	12%	13%	12%	9%	11%	16%	16%	9%	17%	21%	5%	16%	18%	7%	30%	11%	9%	15%	29%

Do you have a favorable or unfavorable impression of Nikki Haley?

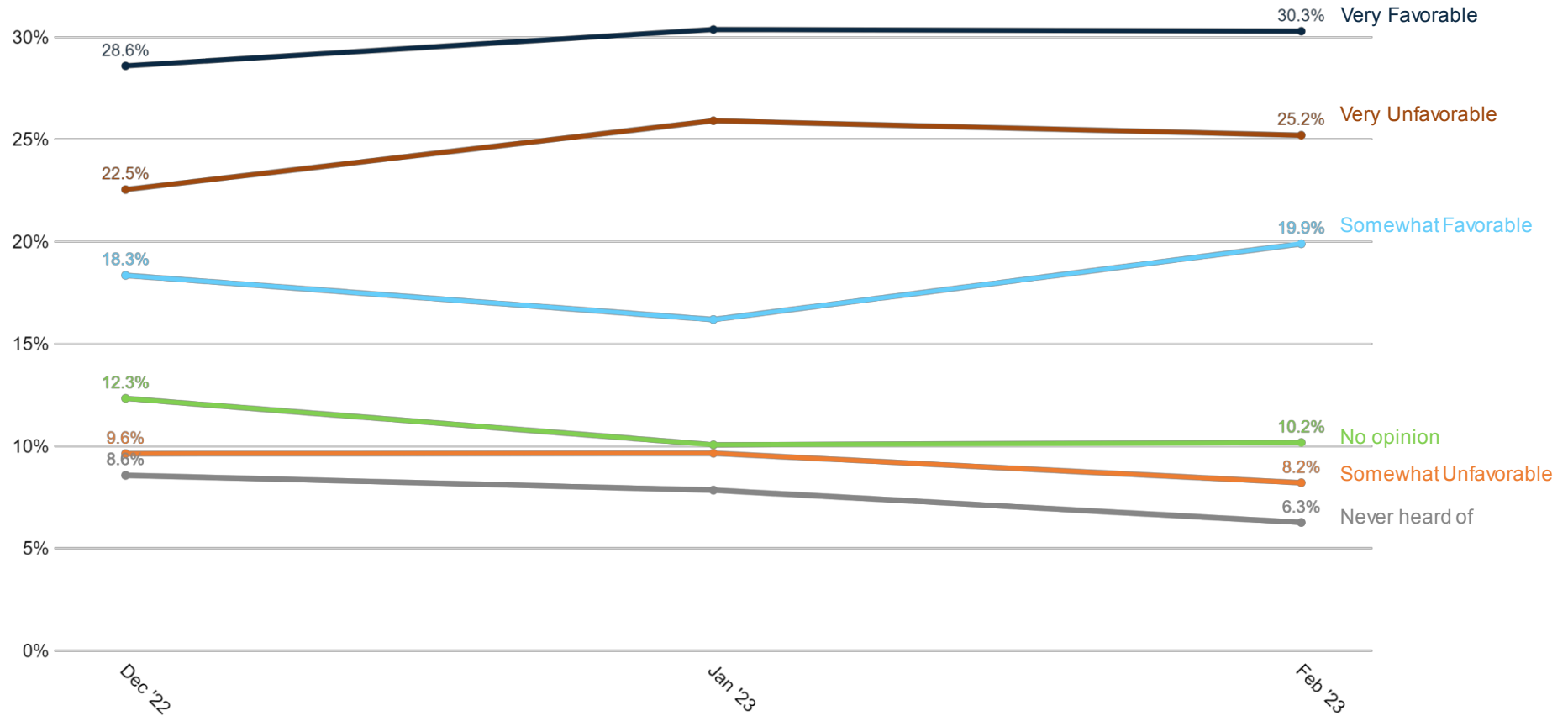
DeSantis has similar fav to Trump; lower unfav with Indies



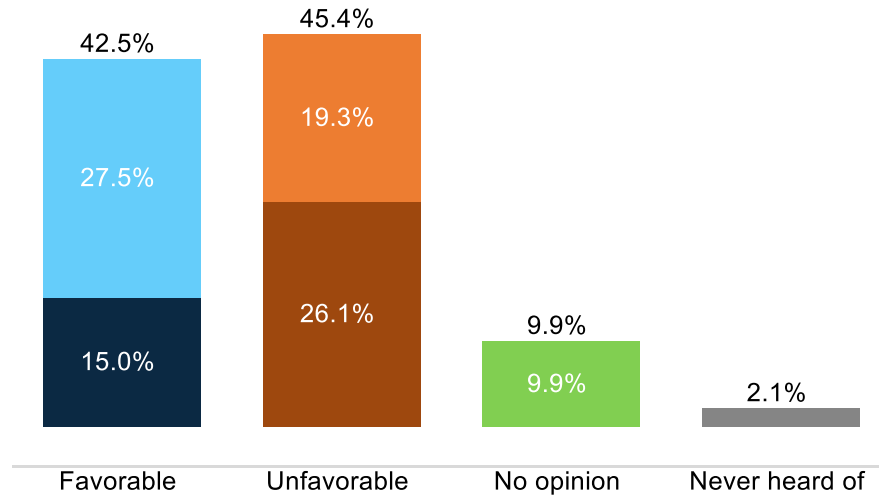
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	37%	41%	64%	59%	41%	48%	59%	43%	52%	51%	76%	33%	39%	33%	57%	28%	38%	58%	45%	38%	61%	17%	48%	55%	42%	30%
Unfavorable Total	32%	41%	24%	34%	34%	35%	28%	34%	34%	35%	11%	51%	40%	41%	32%	41%	36%	36%	32%	37%	31%	37%	34%	35%	34%	20%
Very favorable	22%	24%	37%	39%	24%	28%	38%	26%	34%	29%	49%	18%	22%	15%	36%	11%	15%	34%	28%	21%	39%	6%	21%	35%	22%	16%
Somewhat favorable	15%	17%	27%	21%	17%	21%	21%	17%	18%	22%	27%	15%	17%	18%	21%	17%	22%	24%	17%	17%	23%	12%	27%	20%	20%	14%
Somewhat unfavorable	9%	10%	7%	7%	12%	8%	7%	8%	8%	9%	6%	10%	9%	12%	7%	10%	13%	8%	9%	11%	6%	11%	14%	7%	12%	8%
Very unfavorable	23%	32%	17%	27%	21%	27%	22%	26%	26%	26%	5%	41%	31%	29%	25%	31%	23%	28%	24%	26%	25%	25%	20%	28%	22%	13%
No opinion	17%	12%	7%	5%	14%	10%	9%	15%	9%	8%	9%	10%	12%	17%	7%	18%	15%	4%	14%	15%	5%	27%	12%	6%	18%	21%
Never heard of	14%	5%	5%	2%	11%	7%	4%	8%	5%	6%	4%	6%	9%	9%	4%	12%	12%	2%	9%	10%	2%	20%	7%	4%	6%	28%

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

Trend: Ron DeSantis Image



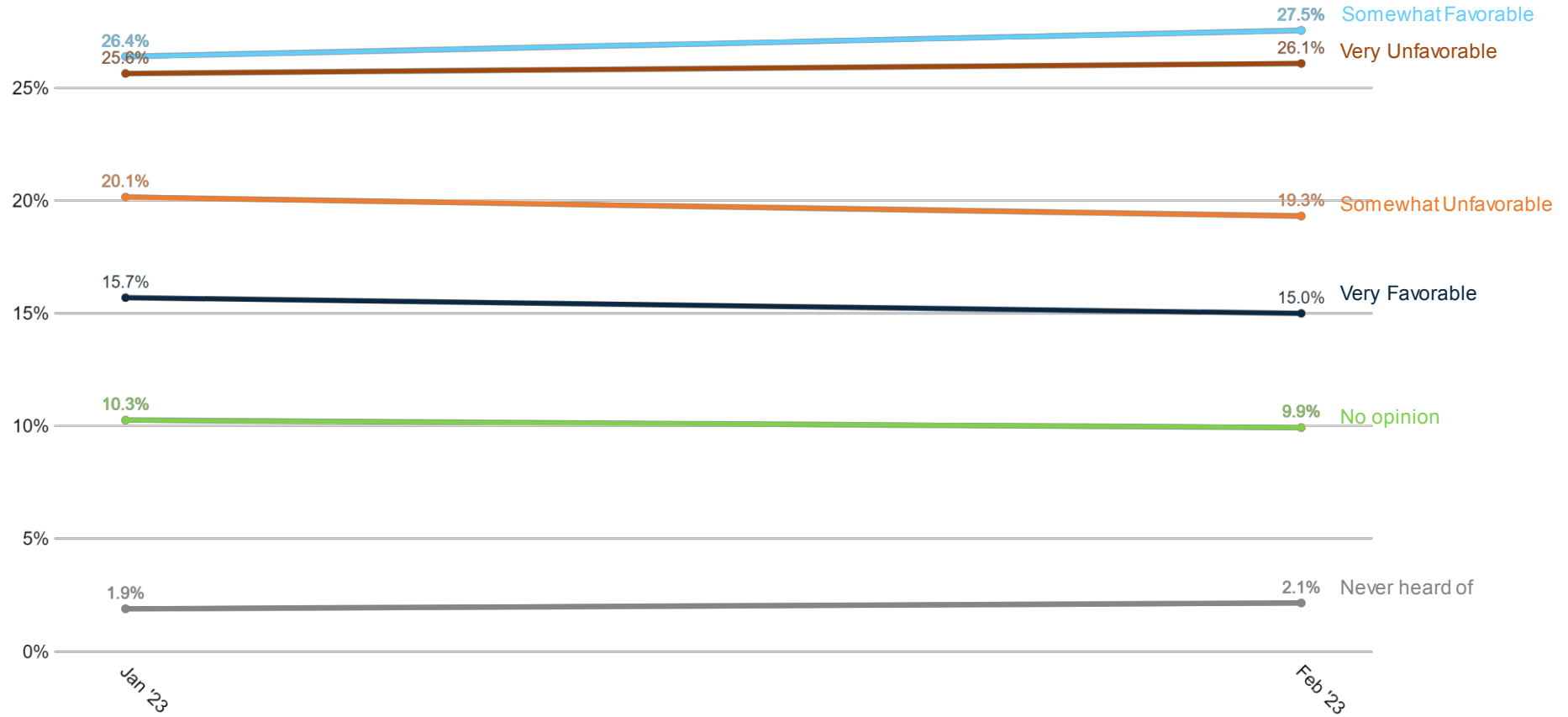
Pence has the weakest image with Republicans among potential presidential candidates



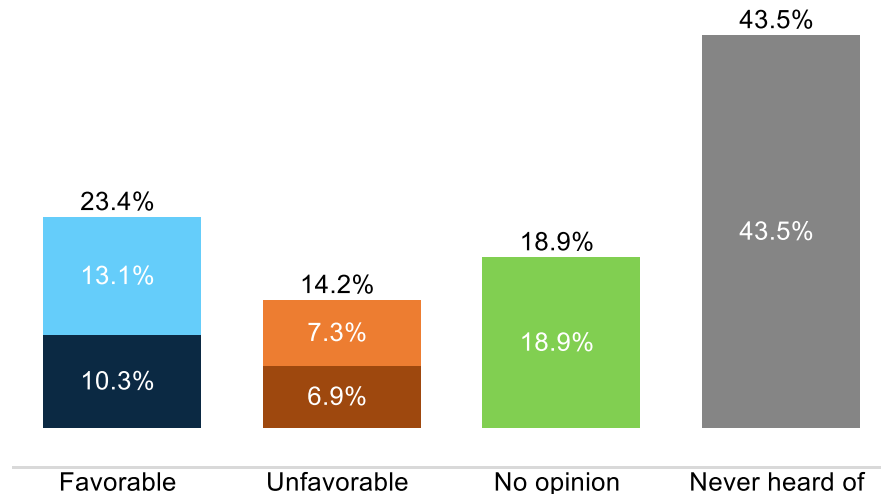
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	30%	35%	62%	42%	39%	41%	48%	37%	41%	47%	55%	37%	33%	35%	48%	27%	34%	50%	37%	34%	51%	22%	45%	45%	37%	36%
Unfavorable Total	48%	53%	30%	50%	47%	44%	43%	49%	48%	44%	34%	53%	50%	49%	43%	53%	49%	44%	47%	49%	42%	46%	41%	47%	45%	33%
Very favorable	13%	10%	28%	10%	12%	16%	18%	9%	13%	18%	17%	18%	7%	9%	18%	6%	7%	21%	11%	11%	20%	3%	9%	16%	11%	14%
Somewhat favorable	17%	26%	34%	33%	27%	25%	30%	27%	28%	28%	38%	20%	26%	25%	30%	21%	28%	29%	26%	23%	31%	18%	36%	29%	26%	23%
Somewhat unfavorable	18%	22%	14%	23%	19%	18%	19%	23%	20%	18%	20%	17%	23%	24%	19%	18%	20%	19%	19%	20%	19%	23%	24%	19%	21%	17%
Very unfavorable	30%	30%	17%	27%	28%	26%	24%	26%	28%	26%	15%	37%	27%	25%	24%	35%	30%	24%	27%	30%	23%	23%	18%	28%	24%	16%
No opinion	18%	10%	6%	8%	12%	12%	8%	13%	9%	8%	10%	7%	16%	14%	8%	15%	13%	5%	13%	13%	6%	24%	11%	7%	15%	22%
Never heard of	5%	2%	2%	1%	3%	3%	1%	2%	2%	2%	1%	2%	2%	3%	1%	5%	3%	1%	3%	4%	1%	9%	3%	1%	3%	9%

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

Trend: Mike Pence Image



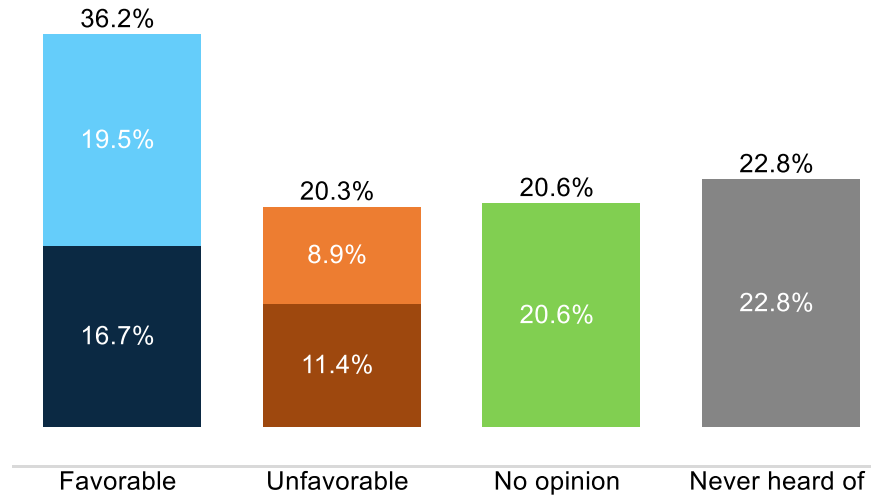
Ramaswamy mostly unknown except among men <50



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	19%	11%	49%	16%	17%	22%	30%	17%	19%	29%	23%	30%	12%	16%	26%	20%	16%	35%	16%	12%	35%	3%	23%	25%	21%	18%
Unfavorable Total	19%	9%	19%	12%	15%	14%	12%	15%	15%	15%	13%	16%	13%	15%	13%	17%	20%	16%	13%	16%	13%	8%	16%	14%	15%	11%
Very favorable	8%	4%	27%	3%	5%	9%	15%	5%	8%	15%	7%	17%	4%	5%	12%	9%	1%	16%	6%	3%	17%	0%	8%	12%	7%	8%
Somewhat favorable	11%	8%	22%	12%	11%	13%	15%	12%	11%	14%	16%	13%	8%	10%	14%	11%	15%	18%	9%	8%	18%	2%	15%	13%	14%	10%
Somewhat unfavorable	11%	4%	10%	6%	7%	7%	6%	7%	6%	9%	6%	8%	7%	9%	7%	8%	14%	8%	7%	8%	7%	3%	12%	6%	10%	7%
Very unfavorable	8%	6%	8%	6%	8%	6%	5%	8%	8%	6%	6%	8%	7%	6%	6%	9%	6%	8%	6%	8%	6%	5%	4%	8%	5%	4%
No opinion	16%	25%	11%	22%	20%	21%	18%	19%	21%	15%	21%	15%	21%	21%	19%	21%	10%	16%	21%	23%	15%	22%	20%	19%	19%	20%
Never heard of	46%	55%	21%	50%	48%	43%	40%	49%	45%	40%	43%	39%	54%	49%	42%	42%	53%	33%	51%	49%	37%	67%	41%	42%	45%	51%

Do you have a favorable or unfavorable impression of Vivek Ramaswamy?

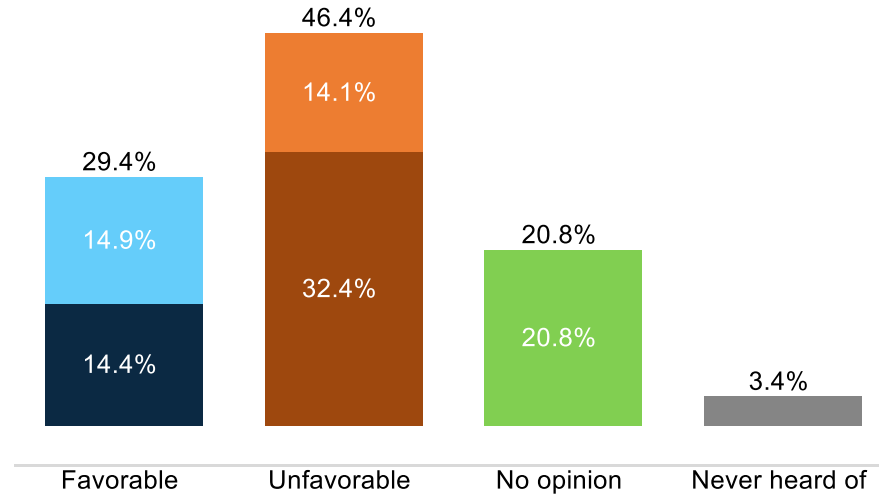
Scott also has high favs with men <50 but doesn't crack 50% with others



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	26%	22%	61%	39%	26%	33%	40%	35%	36%	41%	44%	35%	26%	23%	40%	23%	26%	48%	28%	23%	49%	6%	33%	41%	28%	23%
Unfavorable Total	19%	20%	17%	26%	24%	21%	17%	21%	20%	22%	12%	27%	21%	23%	19%	29%	17%	23%	19%	22%	19%	19%	21%	21%	21%	10%
Very favorable	13%	10%	32%	14%	12%	14%	18%	16%	17%	20%	21%	18%	8%	8%	19%	10%	13%	23%	12%	9%	24%	1%	10%	20%	11%	11%
Somewhat favorable	13%	12%	29%	25%	14%	19%	22%	19%	19%	21%	24%	17%	18%	16%	22%	13%	13%	25%	16%	14%	25%	5%	23%	21%	17%	12%
Somewhat unfavorable	11%	7%	10%	9%	15%	7%	8%	10%	5%	12%	7%	10%	10%	13%	8%	13%	9%	10%	8%	11%	8%	11%	13%	9%	12%	4%
Very unfavorable	8%	13%	8%	17%	10%	14%	8%	11%	15%	10%	5%	18%	12%	11%	11%	16%	8%	13%	11%	12%	12%	9%	8%	13%	9%	6%
No opinion	21%	29%	10%	20%	25%	23%	20%	23%	18%	17%	22%	17%	23%	28%	20%	24%	20%	14%	25%	26%	15%	31%	23%	18%	25%	25%
Never heard of	34%	30%	12%	15%	25%	24%	23%	21%	26%	20%	21%	21%	29%	26%	21%	23%	37%	16%	27%	29%	17%	44%	22%	19%	26%	42%

Do you have a favorable or unfavorable impression of Tim Scott?

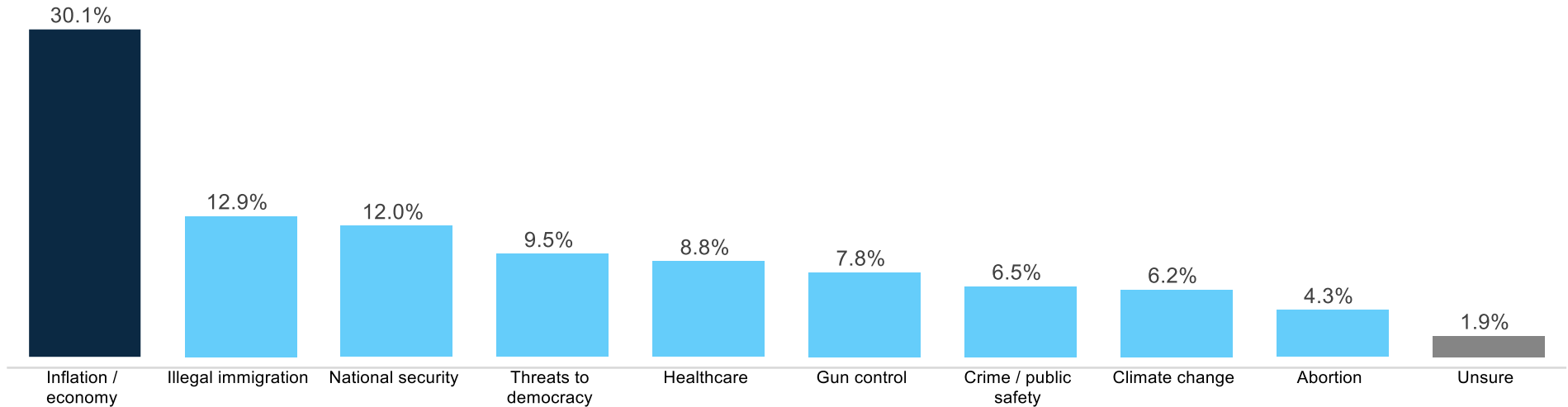
Bitcoin not popular except with men <50



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	36%	10%	64%	12%	28%	23%	28%	28%	28%	40%	22%	41%	19%	28%	29%	34%	31%	40%	23%	22%	38%	15%	32%	29%	30%	35%
Unfavorable Total	40%	55%	24%	65%	43%	51%	46%	47%	46%	43%	51%	40%	53%	46%	48%	43%	42%	44%	48%	46%	47%	48%	48%	49%	45%	29%
Very favorable	15%	3%	36%	6%	10%	10%	15%	12%	13%	23%	9%	23%	6%	9%	15%	13%	10%	22%	10%	8%	21%	4%	10%	15%	11%	18%
Somewhat favorable	21%	7%	27%	6%	18%	13%	13%	16%	15%	17%	13%	18%	13%	19%	13%	21%	21%	18%	13%	14%	17%	11%	22%	13%	19%	17%
Somewhat unfavorable	18%	14%	10%	15%	15%	15%	14%	13%	14%	14%	13%	15%	15%	16%	13%	20%	19%	14%	14%	14%	14%	17%	14%	14%	16%	11%
Very unfavorable	22%	41%	15%	49%	29%	36%	32%	34%	32%	29%	38%	25%	38%	30%	36%	22%	23%	30%	34%	32%	33%	31%	34%	36%	28%	18%
No opinion	20%	30%	10%	21%	23%	22%	23%	22%	22%	15%	23%	17%	25%	23%	20%	19%	23%	15%	25%	27%	14%	28%	17%	19%	22%	29%
Never heard of	4%	5%	2%	2%	6%	4%	3%	3%	4%	2%	4%	3%	3%	3%	3%	4%	4%	1%	5%	5%	2%	9%	3%	3%	3%	7%

Do you have a favorable or unfavorable impression of Bitcoin cryptocurrency?

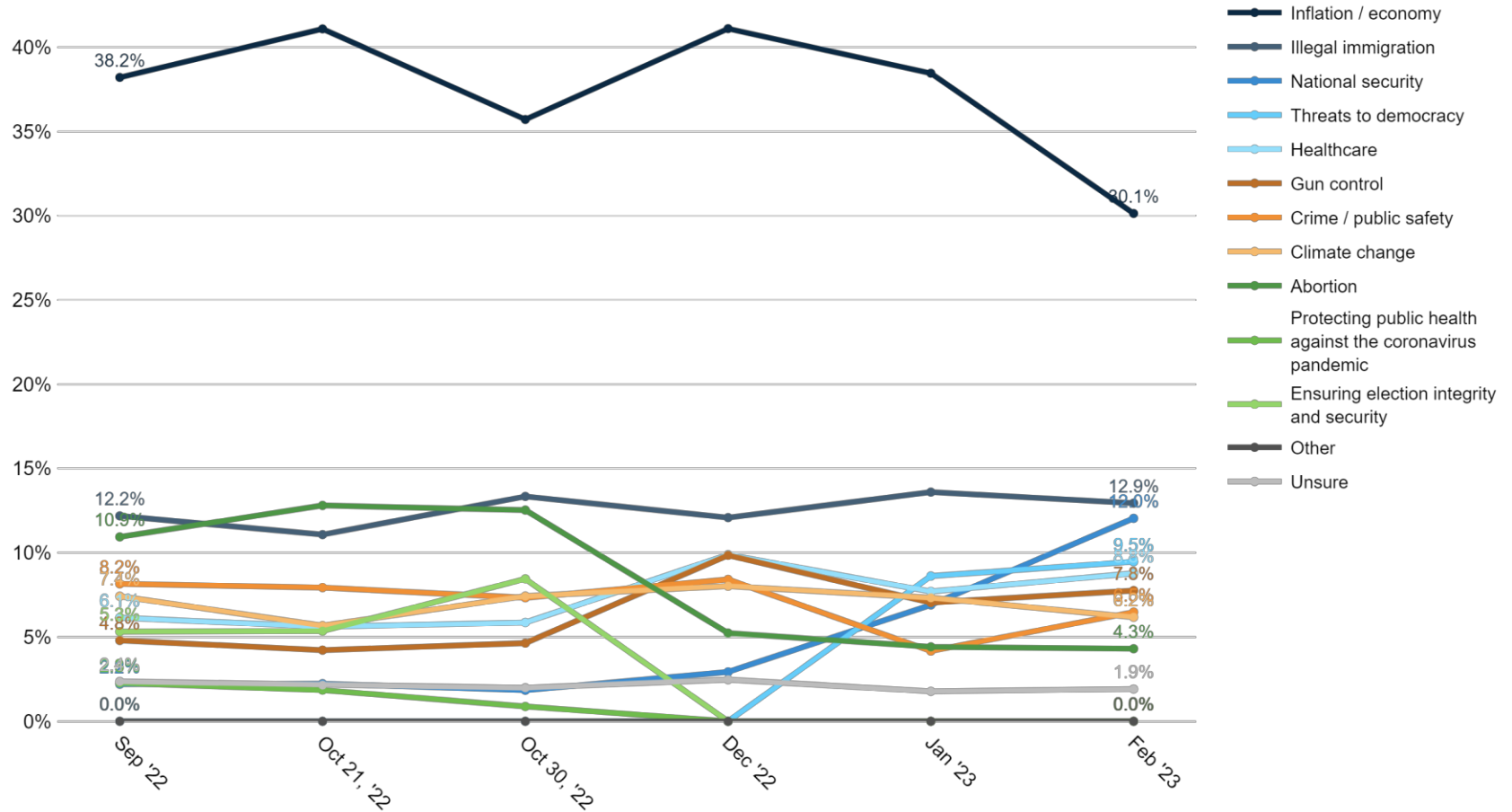
No “Biden boom” as inflation still on top; nat’l security rises



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation / economy	32%	29%	31%	29%	34%	29%	30%	35%	29%	28%	37%	23%	32%	37%	30%	32%	26%	30%	31%	32%	30%	33%	37%	29%	34%	29%
Illegal immigration	7%	16%	6%	22%	12%	12%	14%	12%	17%	12%	25%	3%	13%	7%	14%	6%	15%	11%	14%	13%	12%	5%	12%	15%	10%	6%
National security	10%	10%	16%	14%	10%	13%	11%	10%	13%	13%	15%	11%	9%	8%	13%	9%	13%	12%	12%	10%	14%	11%	8%	13%	9%	14%
Threats to democracy	5%	12%	7%	12%	8%	9%	9%	10%	10%	10%	5%	12%	12%	8%	11%	6%	6%	11%	8%	8%	11%	8%	7%	12%	5%	3%
Healthcare	10%	6%	15%	4%	11%	6%	10%	9%	8%	11%	5%	13%	7%	9%	8%	12%	7%	9%	9%	10%	8%	8%	9%	8%	10%	14%
Gun control	9%	10%	5%	6%	9%	8%	8%	8%	9%	6%	2%	14%	6%	11%	7%	13%	9%	8%	8%	8%	8%	5%	7%	8%	8%	7%
Crime / public safety	7%	5%	8%	6%	6%	7%	6%	6%	5%	8%	6%	6%	8%	7%	6%	9%	5%	7%	6%	6%	6%	8%	9%	6%	8%	9%
Climate change	6%	5%	10%	3%	5%	7%	8%	6%	4%	7%	2%	10%	5%	5%	7%	5%	5%	8%	5%	5%	7%	6%	5%	6%	7%	6%
Abortion	9%	5%	2%	2%	2%	7%	3%	3%	3%	4%	2%	6%	4%	4%	4%	6%	10%	4%	5%	5%	3%	8%	3%	4%	5%	6%
Unsure	5%	1%	1%	1%	3%	2%	1%	2%	3%	1%	1%	2%	2%	2%	2%	3%	4%	1%	2%	3%	1%	7%	2%	1%	4%	5%

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

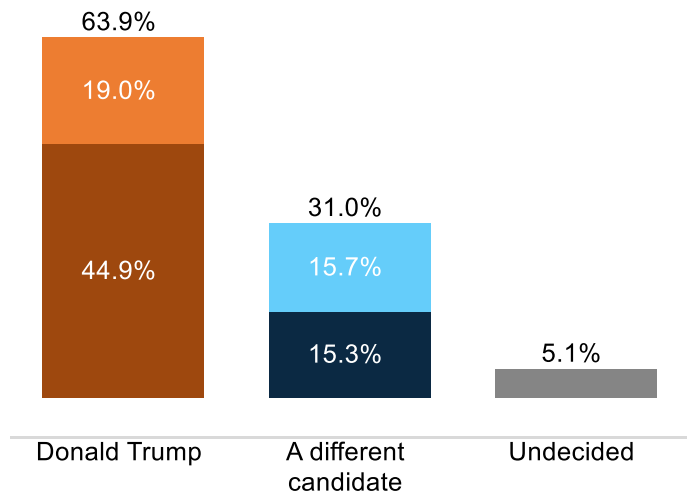
Trend: Top Priority



Percent Change: Top Priority (Jan 2023 to Feb 2023)

	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation / economy	-12%	-8%	-4%	-8%	-6%	-16%	-7%	-6%	-7%	-5%	-8%	-9%	-8%	-3%	-9%	-9%	-14%	-7%	-9%	-10%	-6%	-7%	-6%	-7%	-7%	-20%
Illegal immigration	1%	0%	-2%	0%	-5%	-1%	2%	-1%	1%	-2%	0%	-1%	0%	-1%	-1%	2%	3%	-1%	0%	0%	-2%	-3%	4%	-2%	2%	-1%
National security	5%	4%	5%	6%	5%	8%	3%	3%	6%	5%	8%	5%	1%	2%	5%	5%	9%	2%	7%	4%	6%	4%	1%	5%	4%	10%
Threats to democracy	0%	0%	1%	2%	-2%	-1%	1%	2%	1%	2%	0%	0%	4%	1%	2%	-1%	-1%	1%	1%	2%	0%	4%	1%	1%	0%	0%
Healthcare	-1%	1%	6%	-1%	3%	-1%	1%	3%	0%	2%	0%	3%	0%	0%	1%	3%	2%	1%	1%	1%	1%	-1%	1%	1%	0%	7%
Gun control	2%	2%	-2%	1%	3%	3%	-1%	2%	0%	-2%	-1%	2%	0%	0%	1%	1%	-2%	1%	1%	1%	1%	-2%	-1%	2%	-2%	2%
Crime / public safety	2%	2%	3%	3%	2%	4%	2%	2%	1%	3%	3%	1%	4%	3%	3%	2%	2%	3%	2%	2%	1%	2%	3%	3%	2%	2%
Climate change	-2%	0%	-3%	-1%	-3%	0%	1%	-2%	-2%	-1%	-1%	-2%	-1%	-2%	-1%	-4%	-3%	0%	-2%	-2%	0%	0%	-1%	-1%	-2%	-2%
Abortion	2%	1%	-3%	0%	-1%	3%	0%	-2%	-1%	-1%	-1%	1%	0%	0%	-1%	0%	3%	0%	0%	0%	0%	5%	-1%	-1%	1%	3%
Unsure	2%	-1%	-1%	0%	2%	0%	0%	0%	2%	-1%	0%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	-2%	0%	0%	2%	-1%

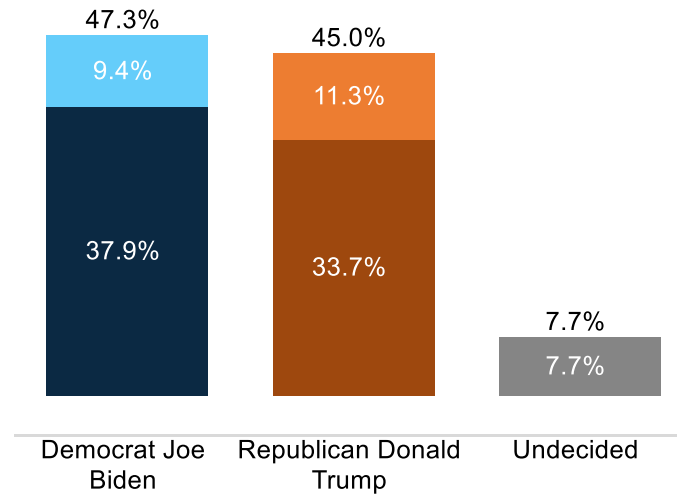
GOP primary voters would back Trump if against “another candidate”; large education gap



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Donald Trump	73%	65%	68%	58%	67%	71%	61%	68%	53%	63%	64%	59%	64%	68%	72%	54%	71%	74%	55%	23%	41%	64%	63%	69%
A different candidate	22%	29%	26%	38%	25%	24%	35%	29%	40%	31%	31%	34%	31%	30%	25%	43%	23%	20%	42%	54%	51%	32%	29%	21%
Definitely Donald Trump	51%	46%	50%	40%	46%	49%	42%	50%	38%	45%	45%	43%	45%	46%	53%	34%	53%	53%	38%	15%	17%	45%	44%	52%
Probably Donald Trump	22%	19%	19%	18%	21%	22%	19%	19%	15%	18%	19%	16%	19%	22%	19%	20%	18%	21%	18%	8%	24%	19%	19%	17%
Probably a different candidate	9%	18%	11%	18%	12%	15%	19%	15%	19%	14%	16%	15%	16%	14%	9%	19%	13%	10%	21%	14%	18%	15%	19%	16%
Definitely a different candidate	13%	12%	14%	20%	13%	10%	16%	14%	21%	17%	15%	18%	15%	16%	16%	24%	9%	10%	20%	39%	33%	18%	10%	6%
Undecided	5%	6%	6%	4%	7%	4%	5%	2%	6%	6%	5%	7%	5%	3%	3%	4%	6%	6%	3%	23%	8%	4%	8%	10%

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

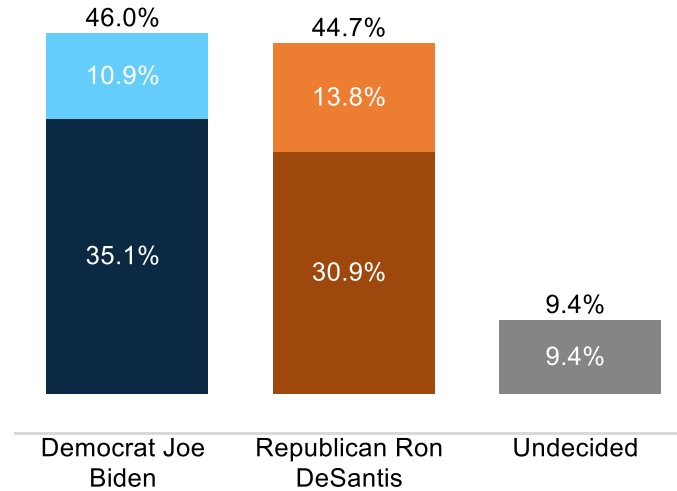
Biden vs Trump rematch looks almost like 2020 result



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	49%	45%	62%	33%	45%	44%	49%	48%	46%	51%	5%	91%	38%	53%	45%	67%	48%	57%	41%	44%	52%	31%	47%	49%	46%	40%
Republican Donald Trump	40%	47%	35%	58%	45%	48%	45%	45%	46%	41%	88%	6%	48%	35%	48%	23%	44%	35%	51%	46%	42%	31%	41%	45%	47%	39%
Definitely Democrat Joe Biden	38%	35%	53%	25%	34%	37%	39%	37%	36%	42%	3%	75%	28%	38%	38%	49%	38%	49%	31%	33%	44%	13%	26%	41%	31%	32%
Probably Democrat Joe Biden	11%	9%	9%	8%	11%	7%	10%	11%	11%	9%	2%	15%	10%	15%	7%	18%	10%	9%	10%	11%	8%	17%	20%	8%	14%	8%
Probably Republican Donald Trump	10%	12%	9%	15%	11%	12%	10%	11%	12%	12%	19%	2%	17%	11%	11%	8%	15%	10%	12%	12%	10%	14%	21%	10%	14%	12%
Definitely Republican Donald Trump	30%	35%	26%	43%	34%	36%	35%	34%	35%	29%	69%	4%	31%	24%	37%	14%	29%	25%	39%	34%	32%	17%	20%	35%	33%	28%
Undecided	11%	9%	3%	9%	9%	8%	7%	8%	7%	8%	7%	3%	14%	13%	7%	10%	8%	8%	9%	6%	38%	13%	6%	8%	21%	

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?

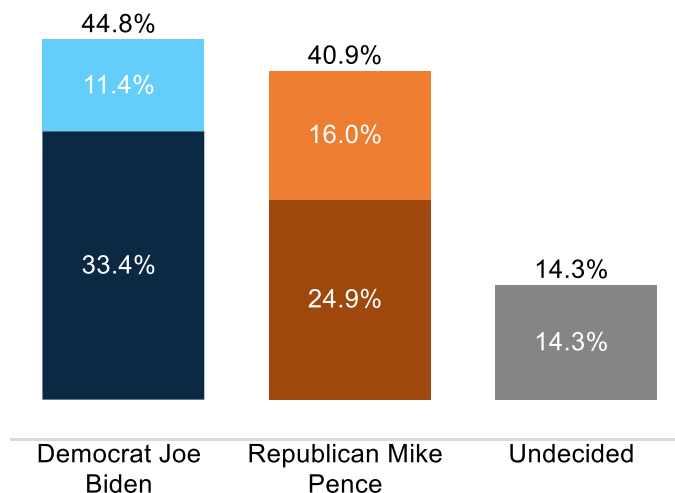
Biden slightly edges DeSantis after being previously tied



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	47%	42%	64%	31%	43%	43%	46%	45%	44%	51%	5%	89%	36%	50%	45%	62%	43%	57%	39%	42%	51%	22%	43%	48%	42%	42%
Republican Ron DeSantis	39%	47%	31%	62%	46%	47%	46%	42%	47%	40%	86%	7%	46%	35%	48%	22%	44%	37%	49%	43%	45%	25%	46%	46%	47%	28%
Definitely Democrat Joe Biden	35%	33%	49%	22%	28%	35%	36%	33%	33%	40%	2%	72%	23%	33%	36%	41%	34%	45%	29%	31%	41%	9%	20%	38%	26%	32%
Probably Democrat Joe Biden	11%	9%	15%	9%	15%	9%	10%	12%	12%	11%	3%	17%	13%	17%	9%	21%	9%	12%	10%	12%	10%	13%	24%	9%	16%	10%
Probably Republican Ron DeSantis	16%	14%	10%	16%	15%	13%	13%	13%	12%	17%	22%	4%	19%	18%	13%	9%	23%	11%	16%	15%	12%	14%	27%	12%	19%	13%
Definitely Republican Ron DeSantis	23%	32%	21%	46%	31%	34%	33%	30%	35%	23%	64%	3%	27%	17%	35%	13%	21%	26%	34%	28%	33%	11%	19%	34%	28%	15%
Undecided	14%	11%	4%	7%	11%	9%	8%	13%	8%	9%	8%	4%	18%	15%	7%	16%	13%	5%	12%	15%	4%	53%	10%	6%	11%	30%

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?

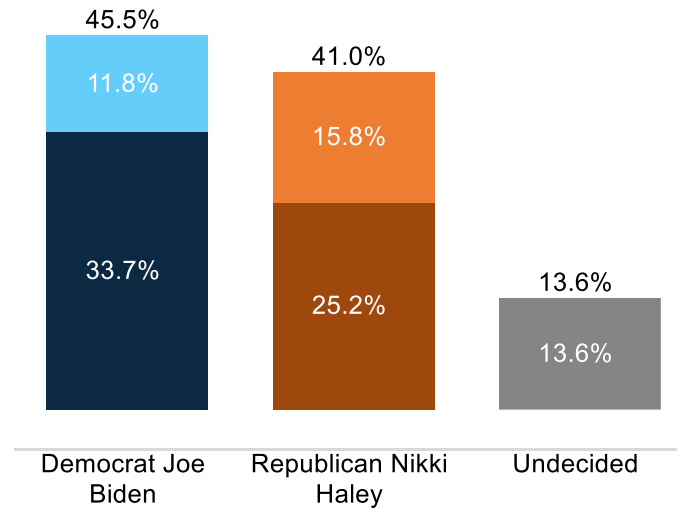
Biden leads Pence driven by large split with men and smaller split with women



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	49%	41%	59%	29%	43%	42%	46%	46%	43%	48%	5%	87%	33%	49%	42%	66%	47%	55%	39%	43%	49%	23%	43%	46%	42%	39%
Republican Mike Pence	33%	41%	34%	55%	40%	42%	41%	38%	44%	40%	78%	9%	40%	31%	45%	16%	41%	35%	45%	40%	41%	21%	41%	42%	42%	30%
Definitely Democrat Joe Biden	33%	33%	45%	20%	29%	32%	36%	32%	33%	35%	3%	68%	21%	31%	33%	43%	31%	42%	28%	31%	37%	6%	19%	36%	27%	30%
Probably Democrat Joe Biden	16%	8%	14%	9%	14%	10%	10%	14%	10%	13%	2%	19%	12%	18%	9%	23%	16%	12%	11%	12%	12%	16%	24%	10%	16%	9%
Probably Republican Mike Pence	10%	16%	14%	24%	16%	15%	16%	14%	18%	17%	28%	4%	20%	16%	17%	8%	18%	13%	18%	15%	16%	11%	21%	16%	17%	10%
Definitely Republican Mike Pence	23%	25%	21%	31%	24%	27%	25%	24%	26%	23%	51%	5%	20%	14%	27%	8%	22%	22%	27%	25%	25%	10%	20%	26%	25%	20%
Undecided	18%	18%	6%	15%	17%	16%	13%	16%	14%	12%	16%	5%	27%	20%	13%	17%	13%	11%	16%	18%	10%	56%	16%	12%	15%	31%

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?

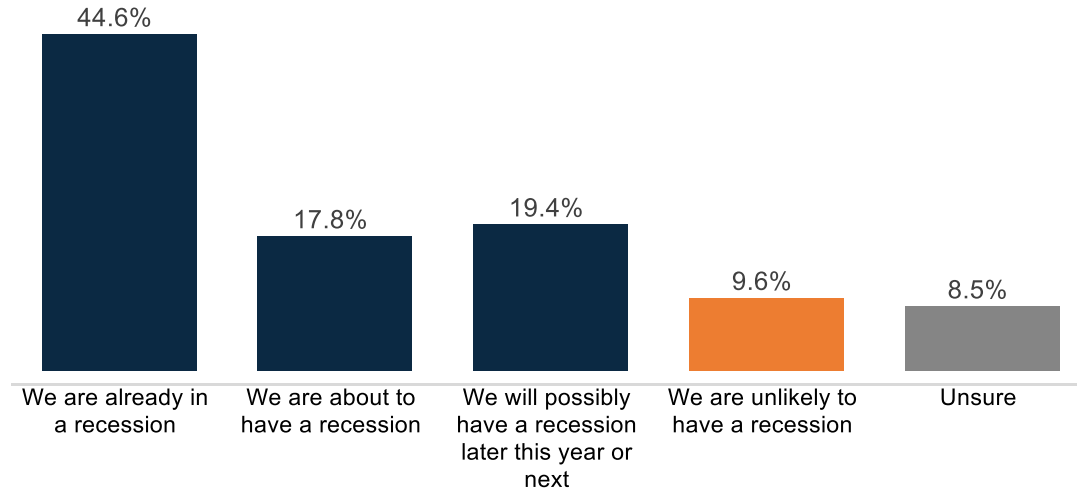
Biden similarly leads Haley with a high undecided number



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	48%	42%	62%	30%	43%	41%	48%	46%	43%	50%	6%	87%	34%	49%	44%	63%	47%	56%	39%	42%	51%	22%	43%	47%	42%	40%
Republican Nikki Haley	34%	42%	31%	58%	42%	45%	40%	40%	41%	38%	79%	8%	41%	30%	45%	20%	34%	35%	45%	40%	41%	22%	39%	42%	41%	30%
Definitely Democrat Joe Biden	35%	33%	46%	20%	29%	32%	36%	34%	32%	37%	3%	69%	19%	33%	33%	43%	36%	42%	28%	30%	38%	5%	16%	36%	27%	31%
Probably Democrat Joe Biden	13%	9%	16%	10%	14%	9%	12%	13%	11%	13%	3%	18%	15%	16%	10%	20%	11%	14%	11%	12%	12%	17%	27%	11%	15%	9%
Probably Republican Nikki Haley	14%	17%	11%	20%	17%	17%	14%	13%	18%	16%	28%	4%	18%	16%	17%	10%	19%	12%	18%	16%	15%	13%	21%	14%	19%	17%
Definitely Republican Nikki Haley	20%	25%	19%	37%	25%	28%	26%	26%	23%	22%	51%	4%	23%	14%	28%	11%	16%	23%	26%	24%	26%	9%	18%	28%	22%	13%
Undecided	18%	16%	8%	12%	15%	14%	12%	14%	15%	13%	15%	5%	25%	21%	11%	17%	18%	9%	16%	18%	8%	56%	18%	10%	17%	30%

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?

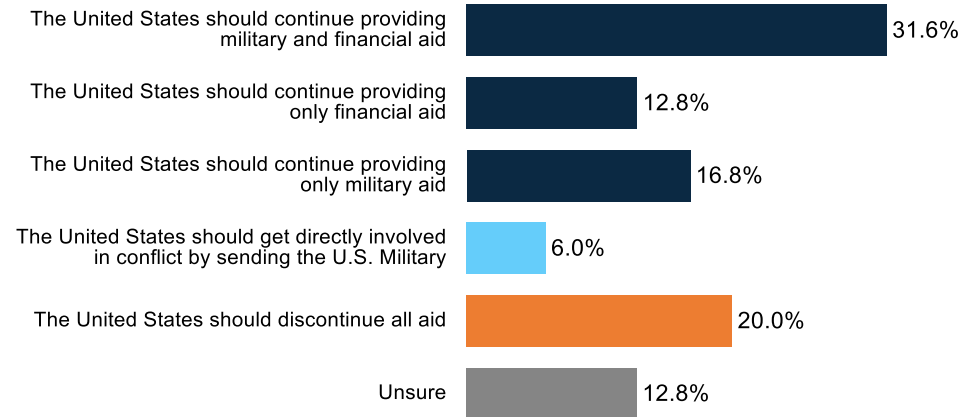
Most already think we're in a recession or about to have one



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Voter
We are already in a recession	42%	46%	46%	45%	46%	48%	47%	43%	41%	43%	55%	36%	44%	38%	45%	42%	44%	43%	46%	43%	46%	45%	39%	45%	41%	48%
We are about to have a recession	19%	15%	20%	19%	20%	18%	18%	20%	15%	18%	23%	15%	16%	17%	19%	14%	16%	18%	18%	17%	19%	16%	19%	17%	20%	20%
We will possibly have a recession later this year or next	21%	20%	19%	18%	17%	17%	18%	20%	24%	20%	13%	23%	23%	26%	18%	25%	21%	19%	19%	21%	18%	17%	25%	19%	23%	10%
We are unlikely to have a recession	7%	8%	12%	11%	8%	11%	9%	8%	9%	11%	5%	16%	8%	10%	11%	9%	5%	14%	7%	7%	12%	4%	8%	11%	7%	5%
Unsure	11%	11%	4%	7%	9%	7%	9%	9%	10%	8%	5%	10%	9%	9%	7%	11%	14%	6%	10%	11%	6%	17%	8%	7%	9%	18%

Out of the following options, what is your opinion about an economic recession in the United States?

Ukraine support fading among GOP and key groups

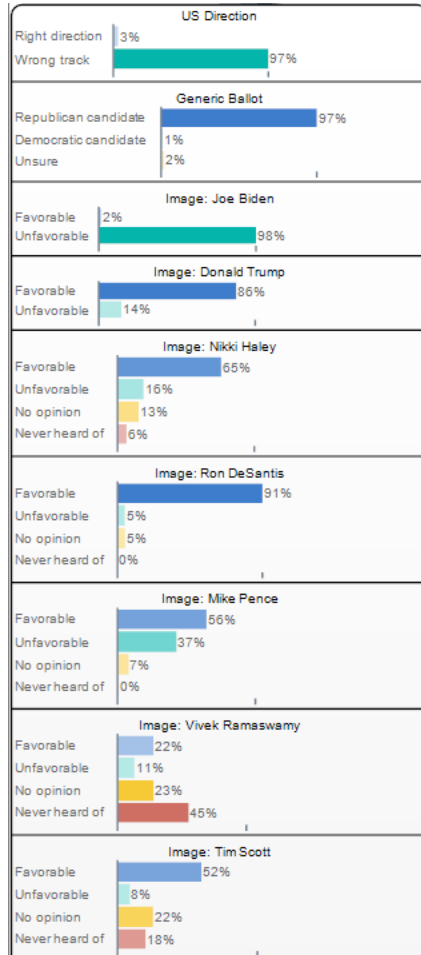


	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
The United States should continue providing military and financial aid	28%	33%	29%	37%	27%	33%	31%	32%	31%	33%	20%	45%	28%	36%	33%	31%	27%	39%	27%	31%	33%	24%	33%	35%	28%	18%
The United States should continue providing only financial aid	13%	10%	20%	7%	13%	10%	14%	12%	14%	14%	10%	16%	12%	12%	12%	14%	18%	15%	12%	11%	15%	10%	14%	13%	13%	11%
The United States should continue providing only military aid	14%	17%	15%	21%	15%	18%	19%	18%	16%	14%	21%	14%	15%	17%	18%	16%	14%	15%	18%	18%	16%	17%	17%	17%	17%	11%
The United States should get directly involved in conflict by sending the U.S. Military	7%	4%	11%	2%	7%	4%	6%	6%	4%	9%	4%	9%	4%	4%	6%	6%	4%	8%	5%	5%	7%	3%	5%	6%	6%	8%
The United States should discontinue all aid	19%	19%	19%	24%	19%	22%	19%	18%	24%	18%	31%	8%	24%	16%	19%	17%	21%	16%	22%	20%	20%	14%	17%	20%	21%	19%
Unsure	19%	17%	6%	9%	18%	13%	11%	14%	12%	12%	14%	8%	16%	14%	11%	16%	15%	8%	16%	15%	10%	33%	13%	9%	15%	33%

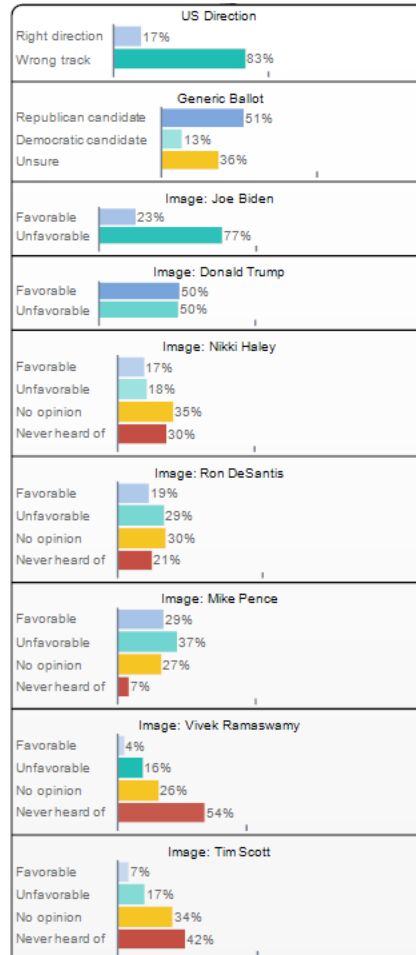
Which of the following most closely reflects your view on America's involvement in the war in Ukraine?

Segmentation Analysis:

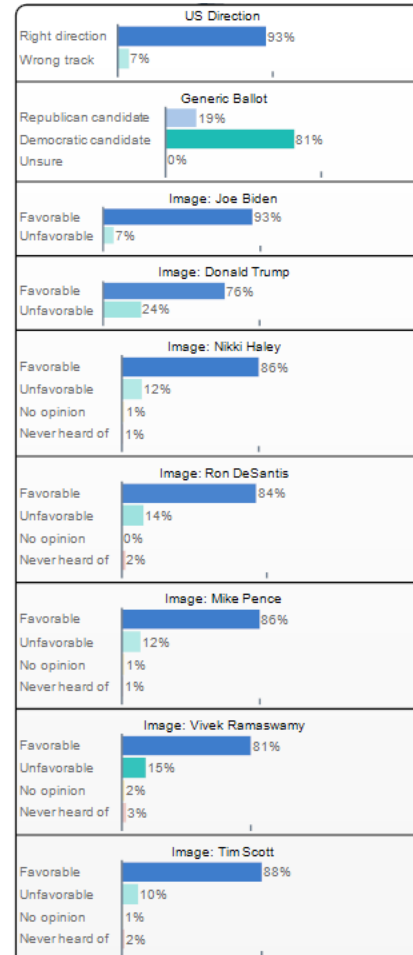
GOP Base (34%)



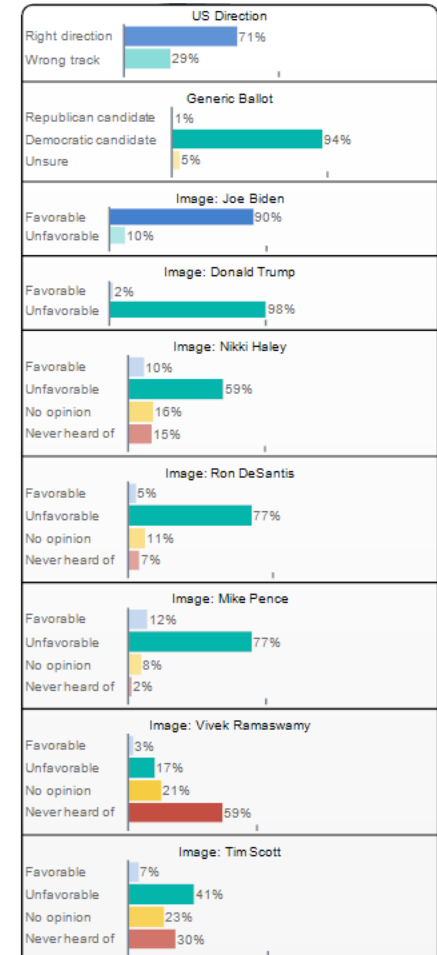
Moderates (17%)



Young Male High-Income Dems (17%)



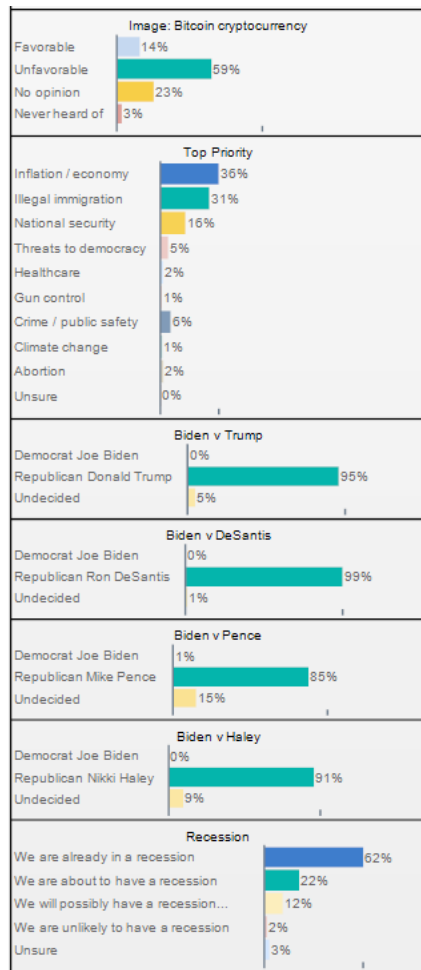
Dem Base (32%)



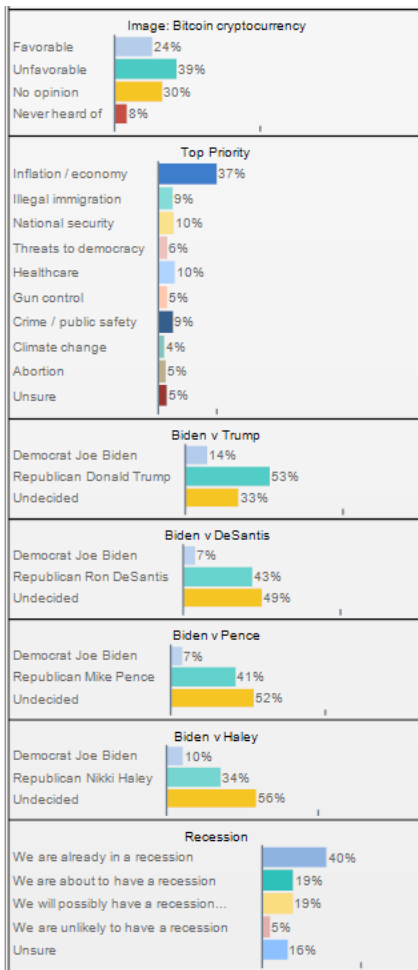
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

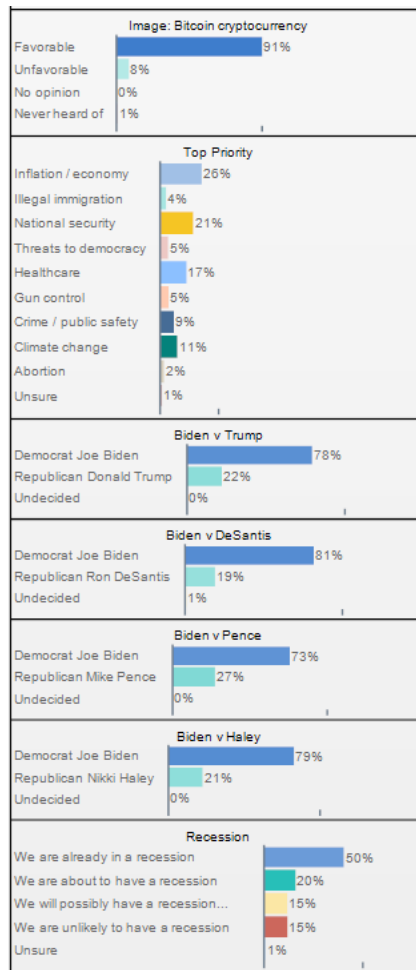
GOP Base (34%)



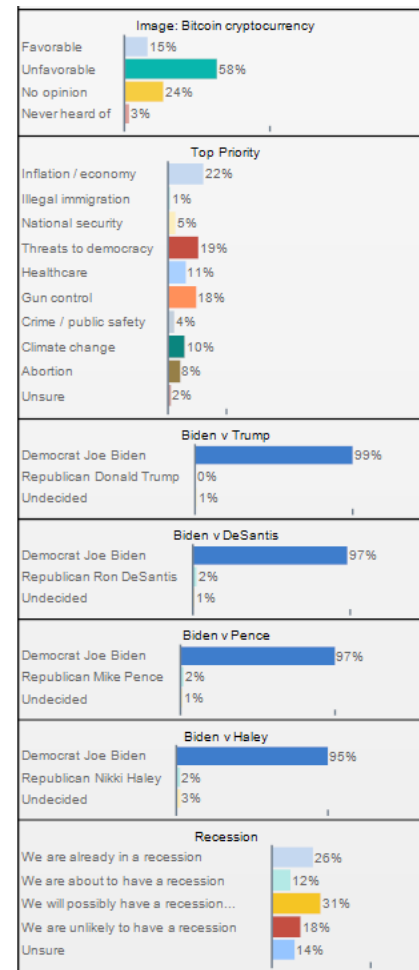
Moderates (17%)



Young Male High- Income Dems (17%)



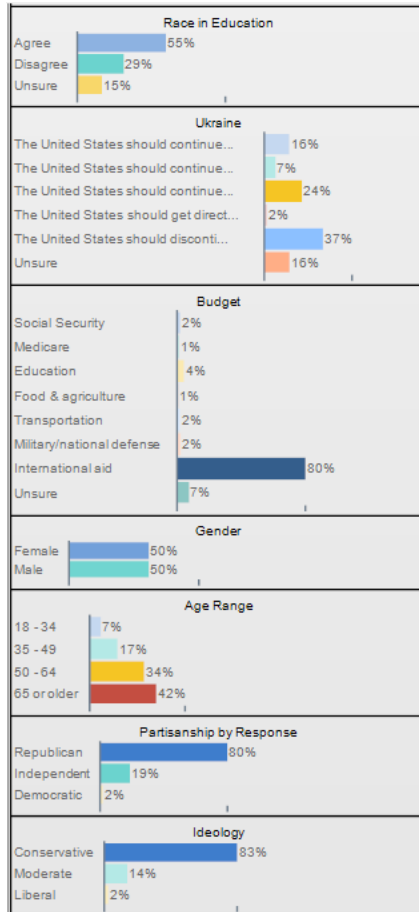
Dem Base (32%)



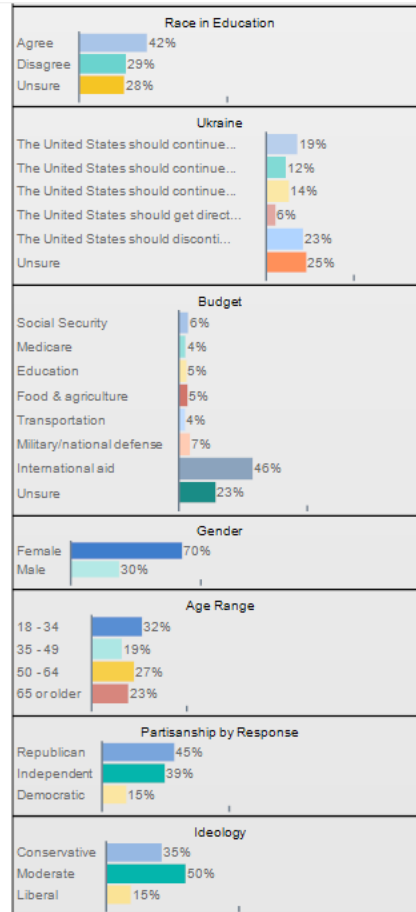
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Segmentation Analysis:

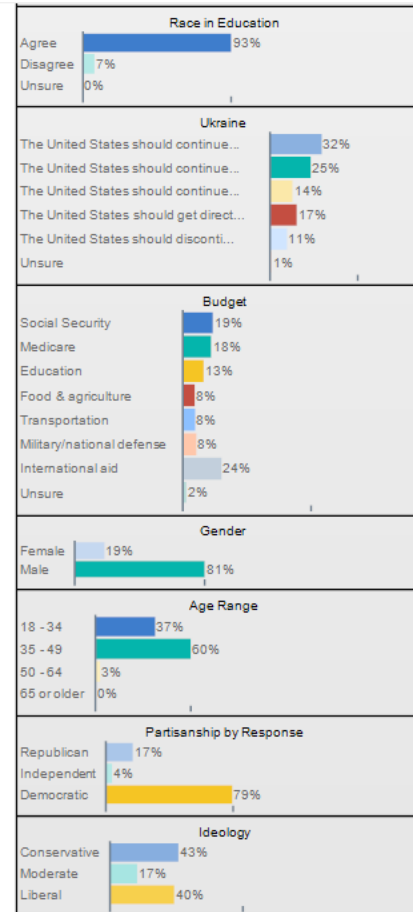
GOP Base (34%)



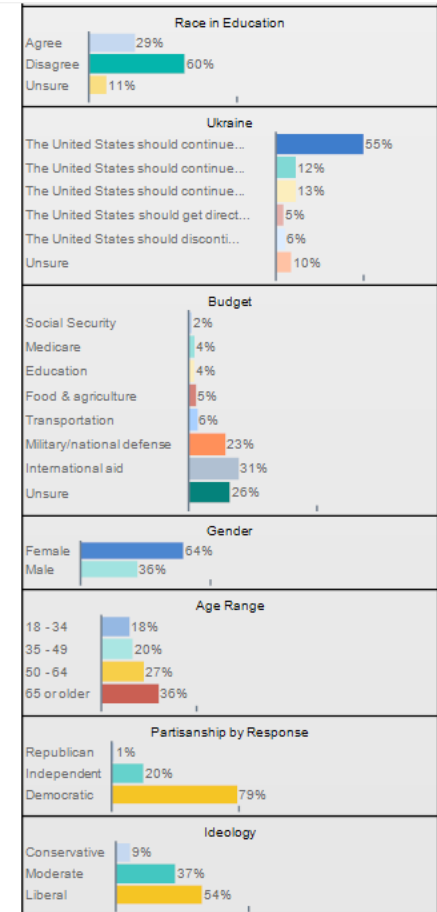
Moderates (17%)



Young Male High- Income Dems (17%)



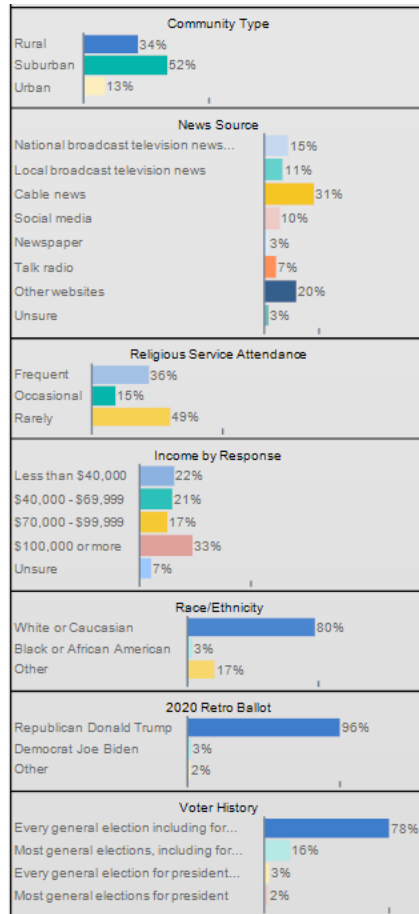
Dem Base (32%)



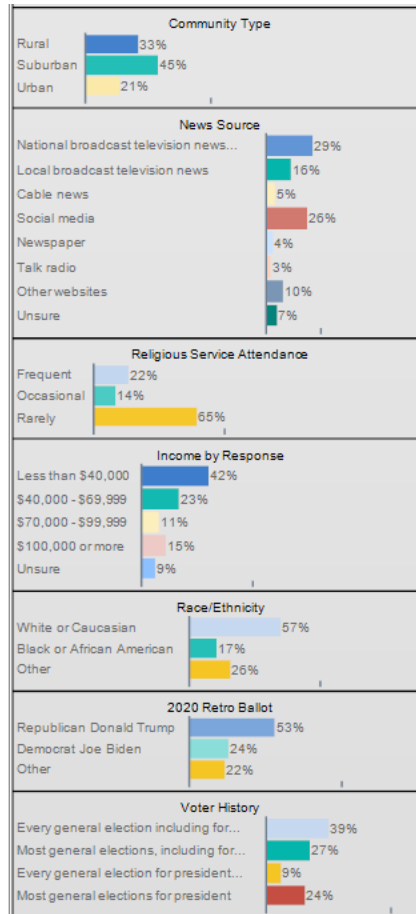
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Segmentation Analysis:

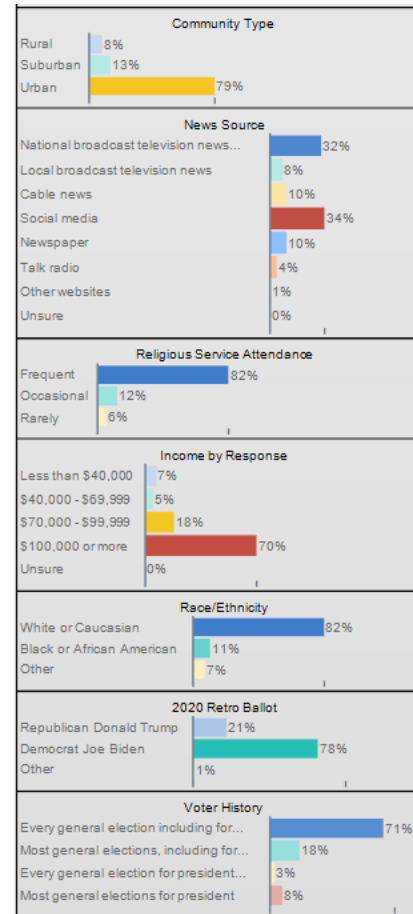
GOP Base (34%)



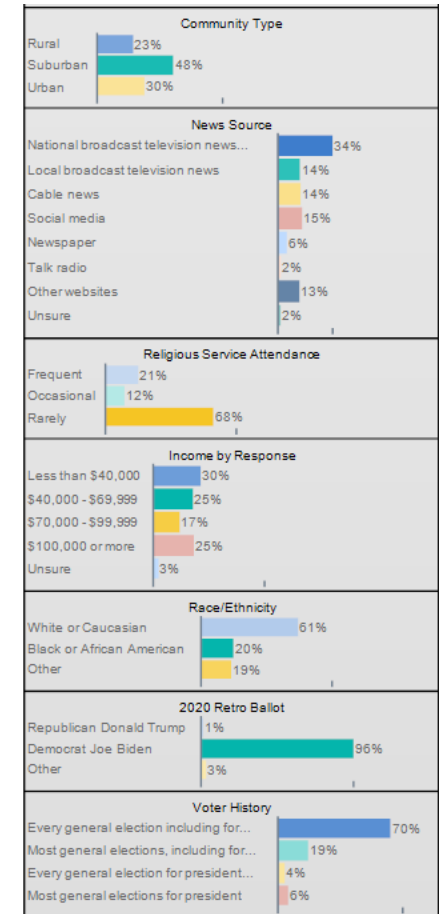
Moderates (17%)



Young Male High- Income Dems (17%)



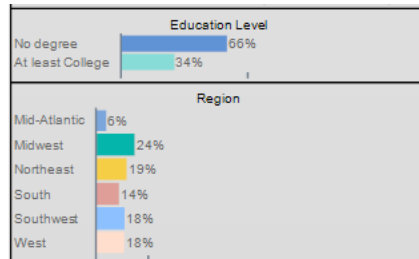
Dem Base (32%)



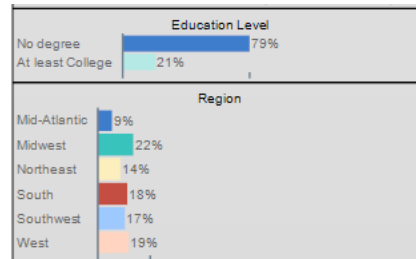
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Segmentation Analysis:

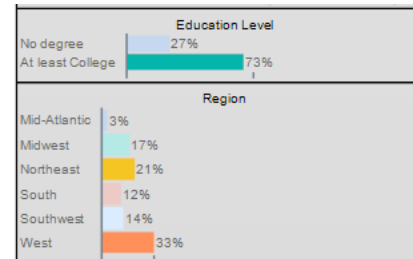
GOP Base (34%)



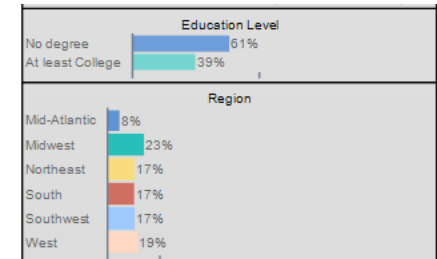
Moderates (17%)



Young Male High- Income Dems (17%)



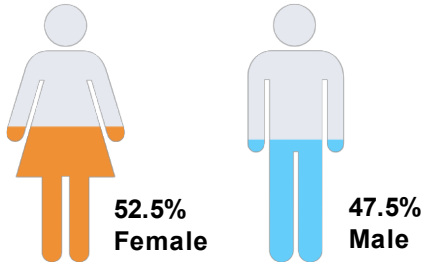
Dem Base (32%)



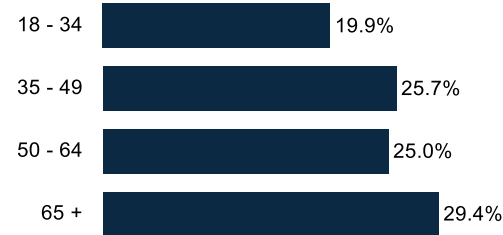
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

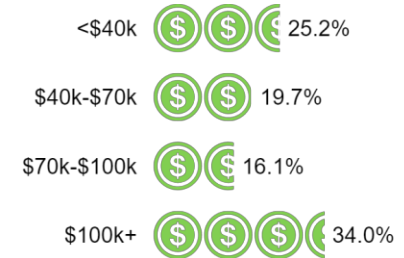
Sex



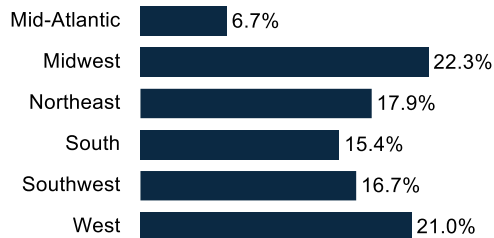
Age Range



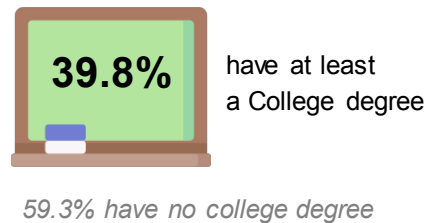
Household Income



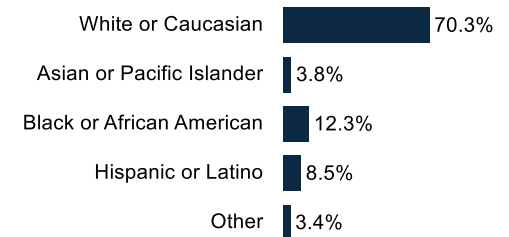
Geo - Region



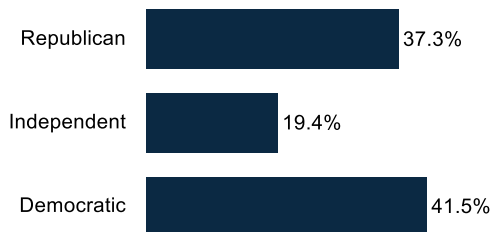
Education



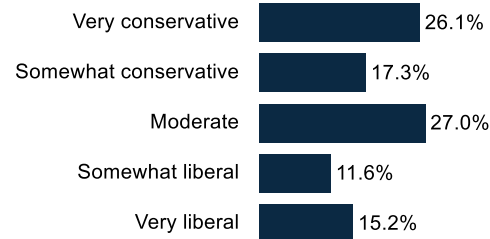
Race/ Ethnicity



Partisanship



Ideology



Voter History

