

March 28, 2023



CYGNAL

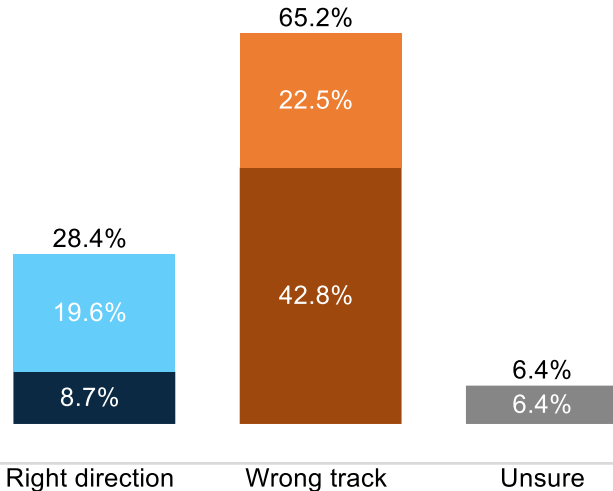
Survey of Likely General Election Voters **National**

March 26 – 27, 2023 | n=2550 | $\pm 1.92\%$

Insights & Analysis

- Voter pessimism about the direction of the country has reached midterm levels with 66% saying the country is on the **wrong track**. The **generic Congressional ballot**, in a presidential turnout model, is now **R+0.6** (D+4 in 2022). Independents continue to lean towards Republicans at R+8. Republicans have lost ground with women, falling from just D+0.5 in February to D+9.
- President **Biden's image has sunk deeper underwater** after a litany of bad press and renewed questions surrounding his suitability for office (-11% net fav), **falling below even pre-midterm numbers** (-5% in October, -2% in September). **Biden also bears the brunt of the blame for a recession** (29%).
- Florida Governor Ron DeSantis is the only elected official tested with a positive image (+3% net fav), garnering strong support from Independents, women, and other non-traditional GOP voting blocks.
- **Inflation** remains the overwhelming top issue, **holding steady from the midterms**. It's now followed by **threats to democracy**, largely from Democrats and voters 50+, and then **illegal immigration**. Republicans and Independents are most concerned about inflation and immigration. Democrats are most concerned about inflation and threats to democracy.
- Trump leads in a GOP primary by 13% ahead of Ron DeSantis, but Trump's share is much closer to 40% (sitting at 42%) than 50%.
- Potential **2024 Presidential general election matchups**:
 - Biden leads Trump 47% / 45% with 8% undecided
 - Biden is tied with DeSantis 45% / 45% with 10% undecided
- 65% are worried about the stability of the banking system and 57% have doubts about the ability of the Federal Reserve to successfully manage the economy.
- A.I. is getting more press by the day: 56% favor the government regulating A.I.-generated images and videos.

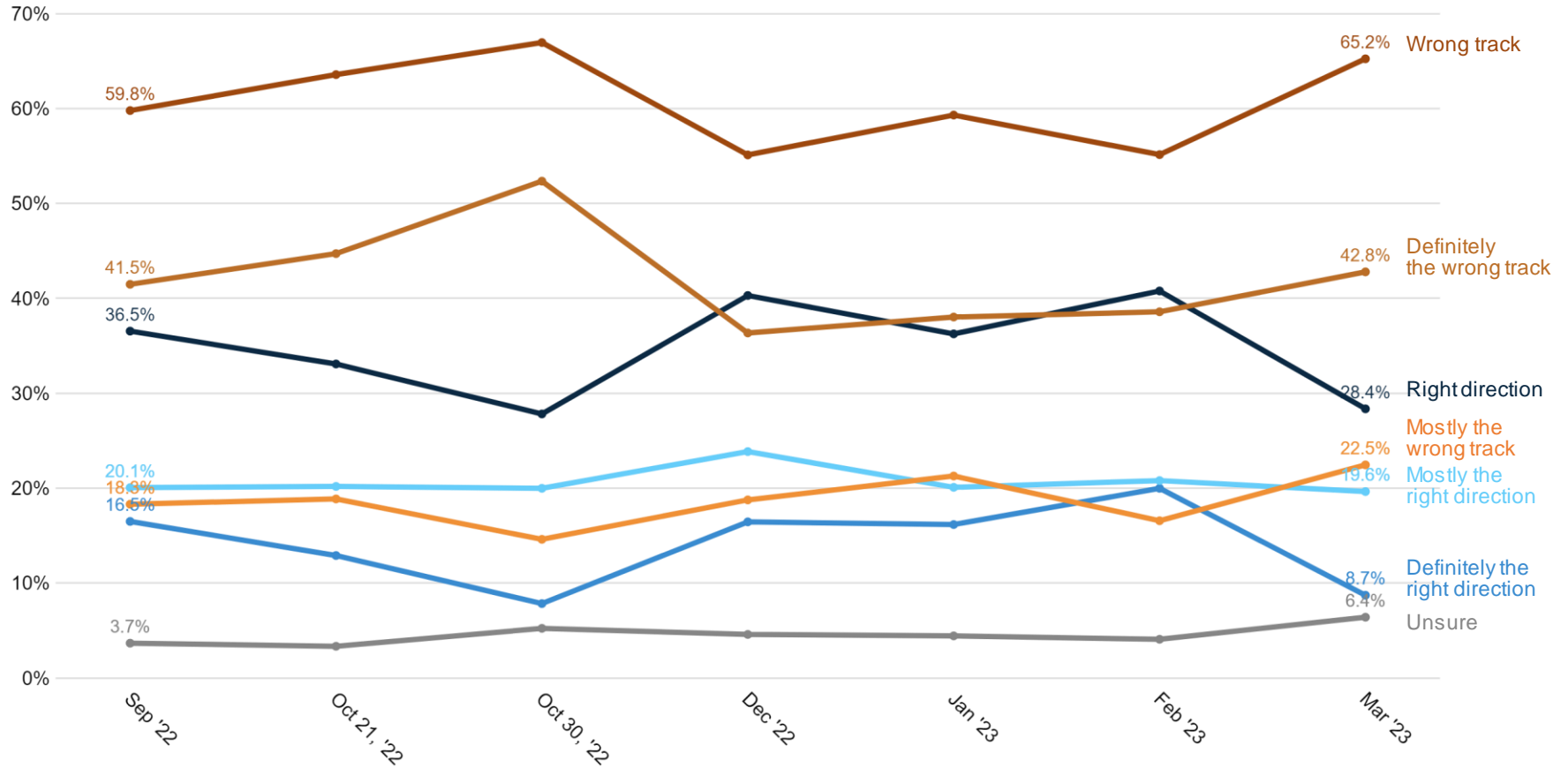
Pessimism approaches October 2022 high; Independents agree with GOP that country is on wrong track



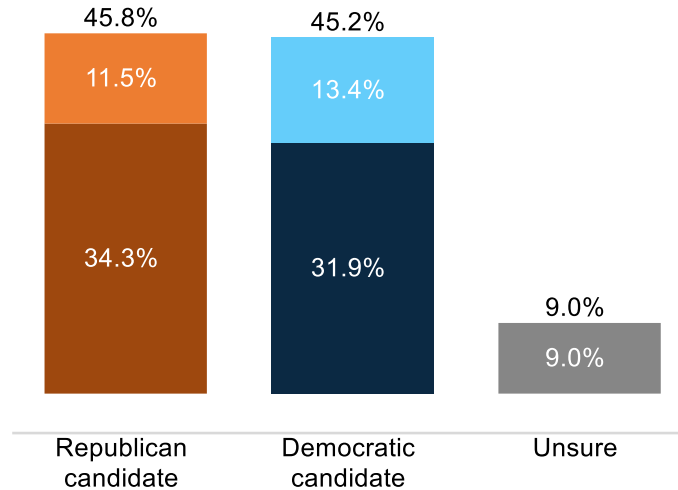
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Right direction	26%	28%	36%	25%	30%	25%	33%	25%	26%	32%	7%	53%	21%	34%	26%	43%	31%	35%	24%	27%	30%	12%	29%	28%	28%	30%
Wrong track	66%	65%	57%	72%	64%	69%	60%	70%	67%	61%	92%	38%	70%	55%	70%	45%	59%	58%	70%	66%	64%	65%	63%	66%	65%	61%
Definitely the right direction	8%	7%	16%	5%	7%	7%	10%	7%	9%	11%	3%	18%	3%	8%	8%	12%	7%	11%	7%	9%	9%	2%	4%	7%	11%	17%
Mostly the right direction	18%	21%	19%	20%	23%	17%	23%	19%	18%	21%	4%	36%	18%	27%	17%	31%	24%	24%	17%	18%	21%	10%	24%	21%	17%	13%
Mostly the wrong track	30%	20%	23%	19%	23%	24%	19%	23%	24%	22%	19%	23%	29%	27%	23%	22%	21%	21%	23%	25%	22%	30%	34%	20%	27%	26%
Definitely the wrong track	37%	45%	35%	54%	41%	45%	42%	47%	43%	38%	73%	15%	42%	29%	47%	23%	38%	37%	47%	41%	43%	35%	29%	46%	38%	35%
Unsure	8%	7%	7%	3%	6%	6%	7%	5%	7%	8%	1%	9%	8%	10%	5%	12%	10%	6%	6%	7%	5%	24%	8%	6%	7%	9%

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

Trend: US Direction



Women move further toward Democrats while men <50 shift towards Republicans; Independents lean R+8



	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	35%	45%	45%	58%	46%	48%	41%	56%	50%	37%	94%	5%	41%	29%	51%	18%	42%	39%	50%	43%	48%	48%	43%	40%
Democratic candidate	53%	46%	49%	34%	48%	44%	51%	39%	41%	49%	3%	92%	33%	52%	41%	70%	51%	52%	41%	49%	44%	45%	46%	40%
Definitely the Republican candidate	24%	35%	29%	47%	35%	34%	31%	44%	37%	28%	76%	3%	23%	16%	39%	12%	31%	28%	38%	32%	36%	38%	29%	25%
Probably the Republican candidate	11%	10%	15%	11%	10%	13%	10%	12%	13%	10%	17%	2%	18%	12%	12%	7%	11%	10%	12%	11%	12%	10%	14%	15%
Probably the Democratic candidate	17%	13%	15%	9%	15%	11%	16%	13%	11%	15%	2%	22%	16%	22%	11%	23%	18%	15%	13%	16%	12%	11%	20%	11%
Definitely the Democratic candidate	36%	34%	33%	25%	32%	33%	35%	26%	30%	34%	1%	69%	17%	30%	30%	47%	33%	37%	28%	33%	32%	34%	27%	29%
Unsure	12%	9%	7%	8%	7%	9%	8%	5%	9%	13%	3%	4%	26%	19%	8%	12%	7%	9%	9%	9%	8%	7%	11%	20%

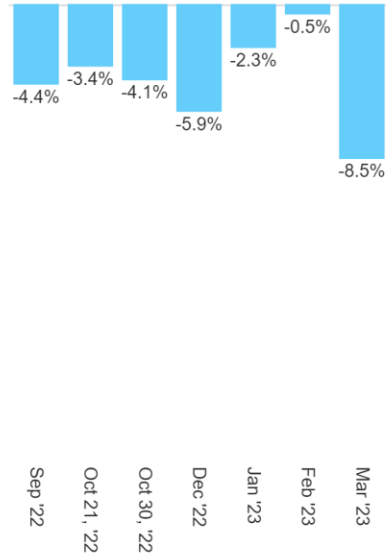
If the 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

Generic Ballot Movement

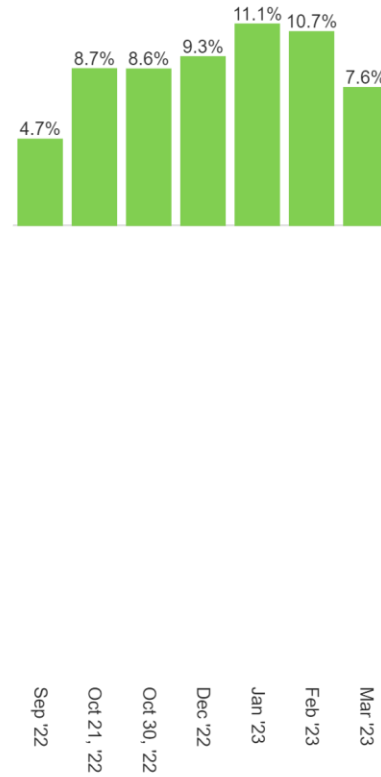
Overall (%Rep-%Dem)



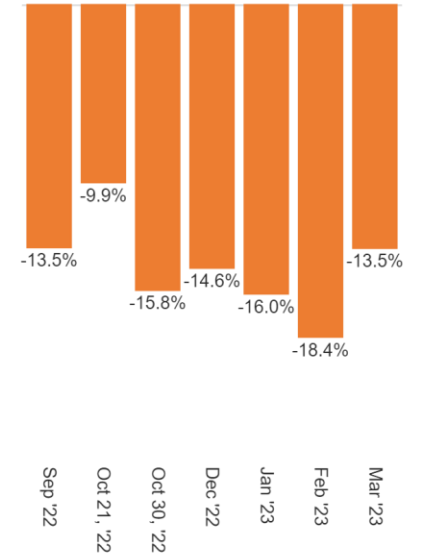
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Percent Change: Generic Ballot (Feb 2023 to Mar 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	-4%	-3%	12%	-4%	-2%	0%	-4%	11%	2%	-4%	1%	0%	-4%	-5%	2%	-4%	2%	0%	1%	-3%	3%	-4%	1%	-3%	7%
Democratic candidate	5%	4%	-15%	4%	5%	0%	2%	-7%	-3%	-1%	-1%	0%	-1%	-1%	-4%	4%	4%	-5%	1%	5%	-7%	4%	-2%	2%	-2%
Definitely the Republican candidate	-4%	-3%	6%	-2%	0%	-2%	-5%	9%	1%	-3%	1%	0%	-5%	-4%	0%	-2%	5%	-1%	0%	-3%	2%	0%	0%	-3%	4%
Probably the Republican candidate	0%	0%	6%	-2%	-1%	3%	0%	2%	2%	-1%	0%	0%	1%	-1%	2%	-1%	-3%	1%	1%	0%	2%	-4%	1%	0%	3%
Probably the Democratic candidate	5%	5%	2%	0%	3%	2%	6%	-1%	2%	5%	0%	6%	2%	3%	2%	8%	5%	3%	3%	5%	2%	4%	2%	4%	2%
Definitely the Democratic candidate	0%	-2%	-17%	4%	2%	-2%	-4%	-6%	-6%	-6%	-1%	-6%	-2%	-4%	-5%	-4%	-1%	-8%	-2%	0%	-9%	0%	-5%	-2%	-4%
Unsure	-1%	-1%	3%	1%	-3%	0%	2%	-4%	1%	5%	-1%	0%	4%	6%	1%	0%	-6%	4%	-2%	-2%	3%	0%	1%	1%	-5%

Generic Ballot by Key Voter Groups

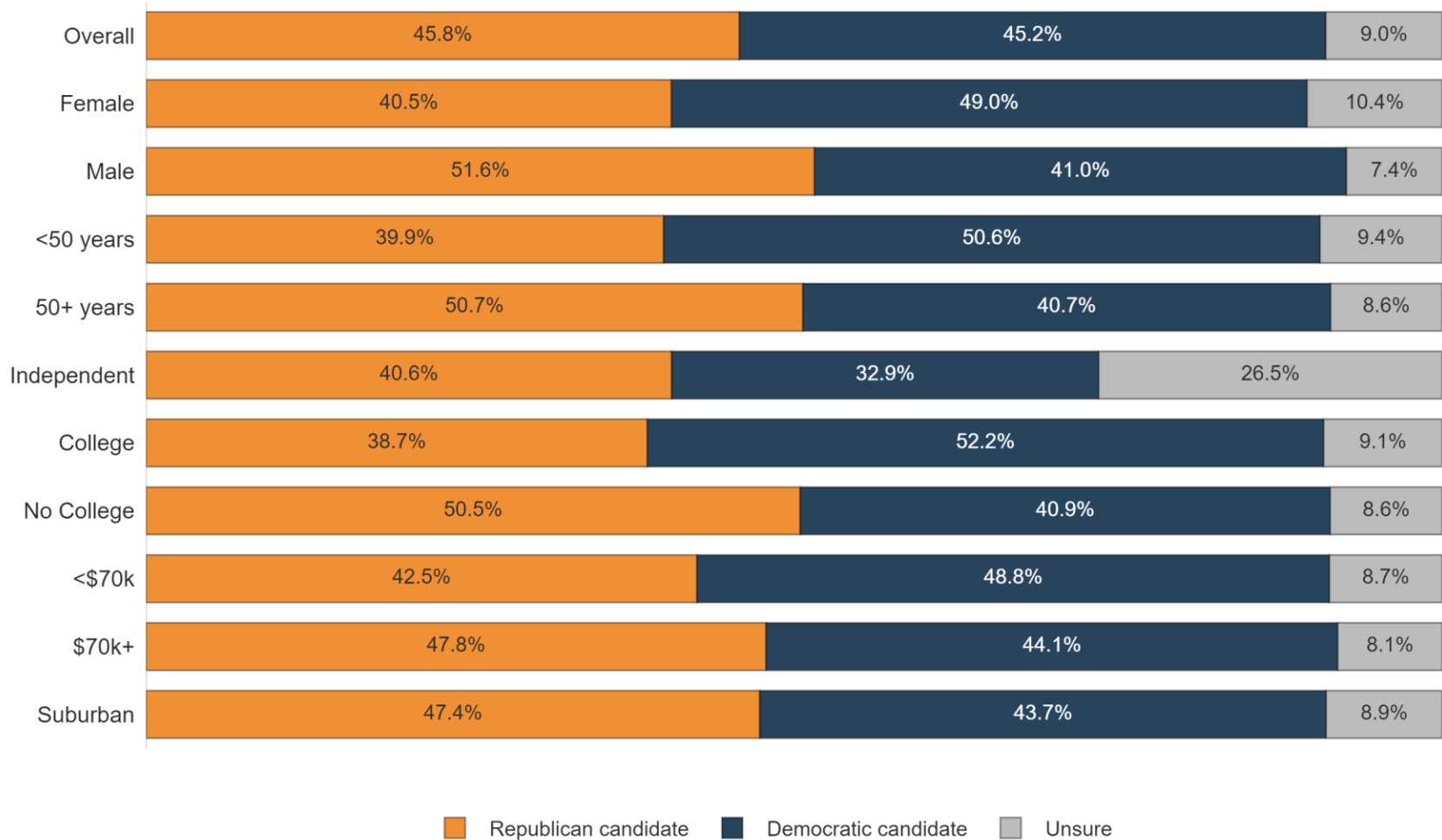


Image Tests

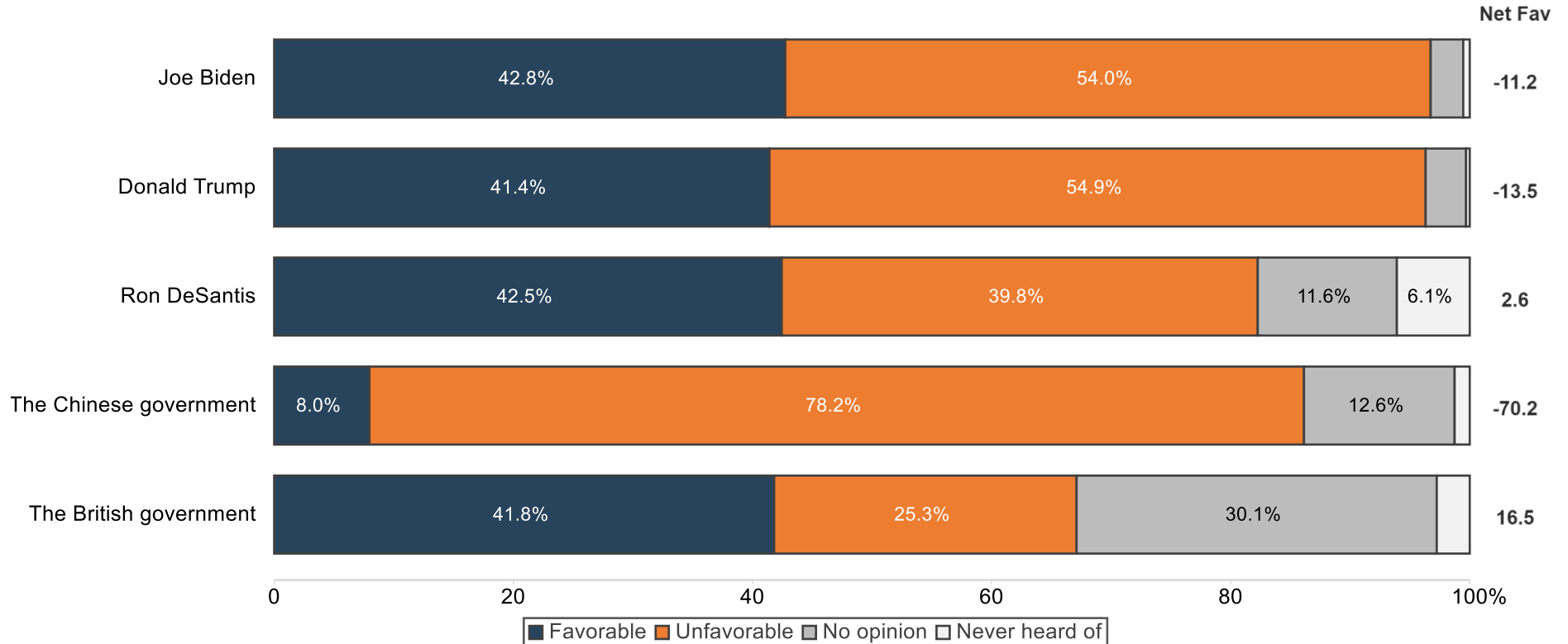


Image Tests Heatmap

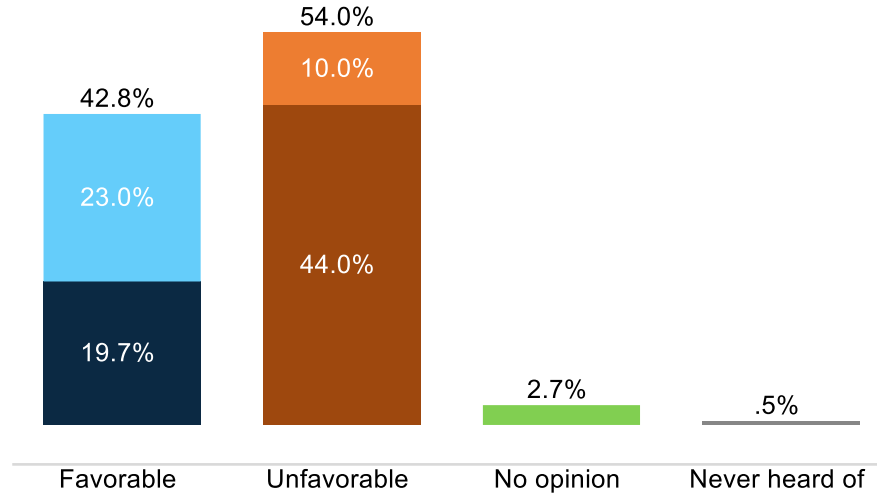
Favorable

	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	45%	47%	45%	34%	45%	40%	50%	38%	38%	46%	7%	83%	32%	48%	39%	68%	44%	51%	37%	42%	44%	23%	42%	44%	42%	37%
Donald Trump	35%	36%	50%	46%	41%	39%	40%	48%	44%	38%	77%	13%	33%	28%	46%	22%	39%	33%	47%	41%	42%	20%	33%	42%	39%	48%
Ron DeSantis	26%	40%	50%	54%	41%	41%	42%	46%	46%	38%	76%	15%	37%	27%	47%	18%	41%	42%	43%	36%	47%	21%	35%	46%	37%	37%
The Chinese government	10%	2%	18%	4%	6%	5%	10%	5%	8%	12%	4%	13%	4%	7%	6%	15%	11%	9%	7%	7%	9%	4%	10%	6%	11%	13%
The British government	27%	45%	40%	53%	43%	38%	43%	40%	37%	48%	38%	49%	37%	41%	45%	31%	40%	49%	37%	36%	47%	27%	40%	45%	37%	34%

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	51%	51%	51%	63%	54%	57%	48%	58%	57%	50%	91%	15%	62%	47%	60%	24%	50%	46%	59%	53%	54%	62%	55%	54%	54%	56%
Donald Trump	60%	61%	47%	51%	58%	57%	57%	48%	51%	58%	21%	83%	62%	67%	53%	69%	53%	64%	49%	55%	55%	70%	63%	55%	57%	44%
Ron DeSantis	42%	44%	35%	37%	40%	41%	45%	33%	38%	40%	11%	66%	42%	47%	39%	47%	38%	47%	35%	38%	42%	39%	44%	43%	37%	23%
The Chinese government	65%	86%	69%	90%	77%	81%	81%	78%	77%	75%	87%	70%	80%	74%	84%	52%	70%	83%	75%	73%	82%	67%	75%	85%	69%	52%
The British government	28%	22%	30%	23%	23%	26%	26%	25%	27%	24%	27%	23%	28%	22%	25%	25%	25%	26%	25%	25%	26%	21%	28%	26%	26%	18%

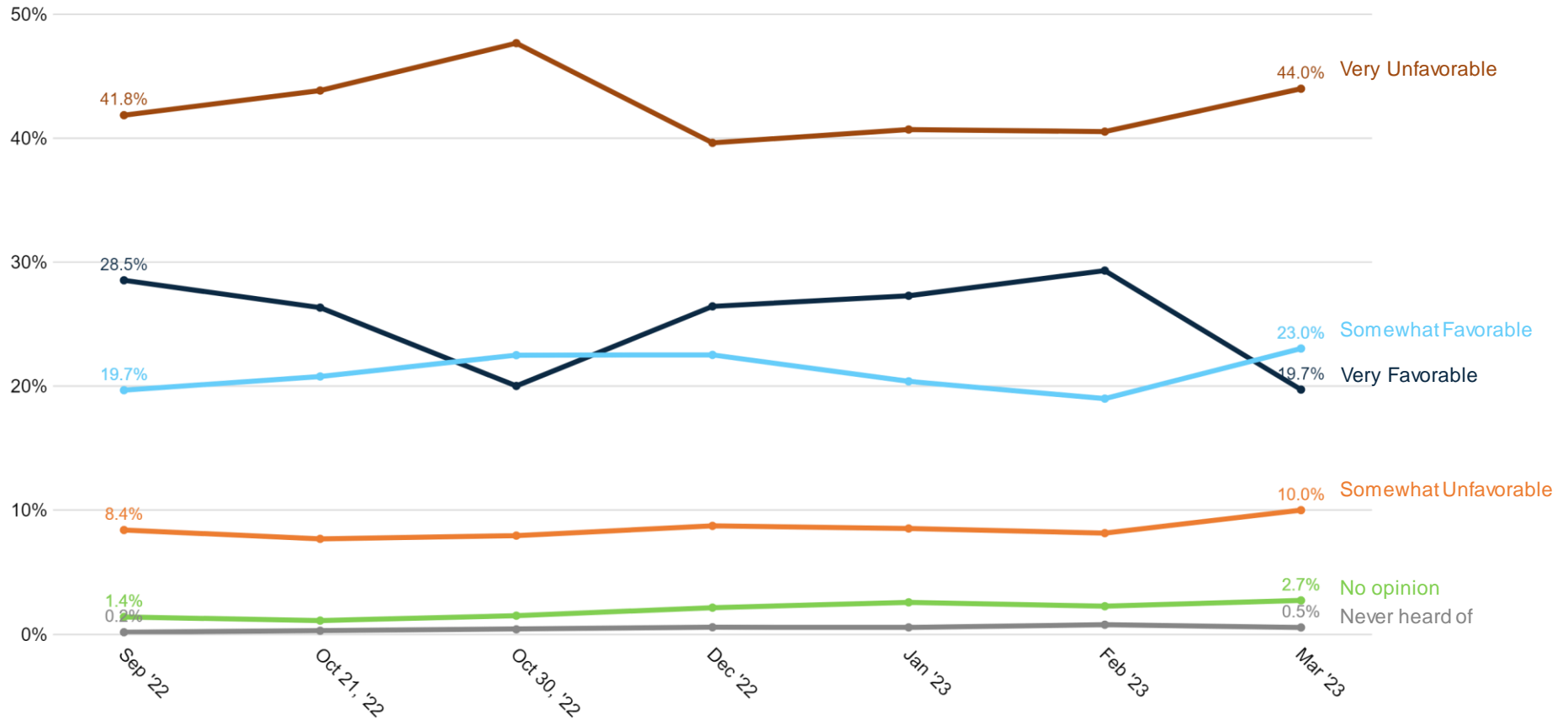
Biden's unfavorables approach October '22 high; intensely unfavorable among Independents and generic undecideds



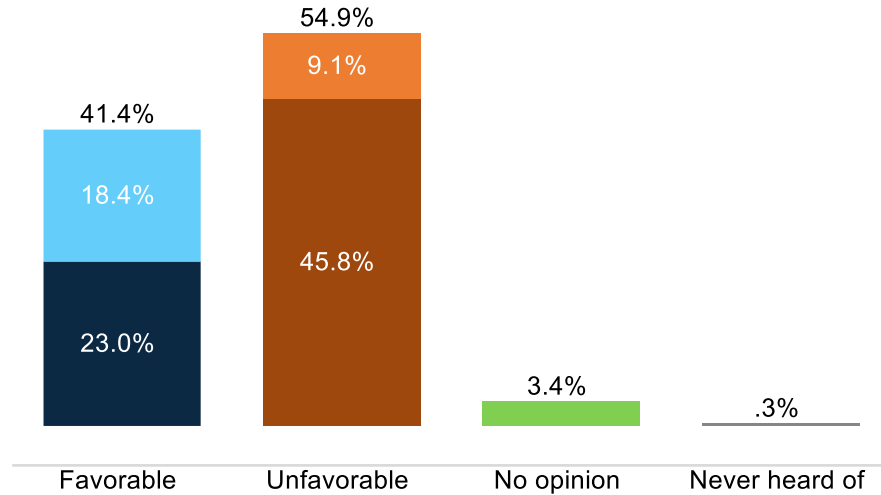
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	45%	47%	45%	34%	45%	40%	50%	38%	38%	46%	7%	83%	32%	48%	39%	68%	44%	51%	37%	42%	44%	23%	42%	44%	42%	37%
Unfavorable Total	51%	51%	51%	63%	54%	57%	48%	58%	57%	50%	91%	15%	62%	47%	60%	24%	50%	46%	59%	53%	54%	62%	55%	54%	54%	56%
Very favorable	16%	24%	22%	16%	25%	17%	23%	20%	16%	20%	3%	42%	8%	18%	17%	38%	18%	23%	18%	20%	20%	5%	10%	21%	18%	19%
Somewhat favorable	29%	23%	23%	18%	20%	23%	27%	18%	22%	26%	4%	41%	24%	29%	21%	30%	26%	28%	20%	22%	24%	18%	32%	23%	24%	18%
Somewhat unfavorable	15%	8%	12%	6%	8%	12%	9%	7%	11%	10%	7%	9%	16%	16%	10%	10%	12%	9%	11%	11%	10%	20%	20%	8%	15%	10%
Very unfavorable	36%	44%	38%	57%	46%	45%	38%	51%	46%	40%	84%	5%	46%	32%	50%	14%	38%	38%	48%	42%	44%	43%	35%	46%	39%	45%
No opinion	4%	2%	3%	2%	1%	2%	2%	3%	4%	4%	1%	2%	5%	4%	1%	7%	6%	2%	3%	4%	2%	14%	2%	2%	4%	6%
Never heard of	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%

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

Trend: Joe Biden Image



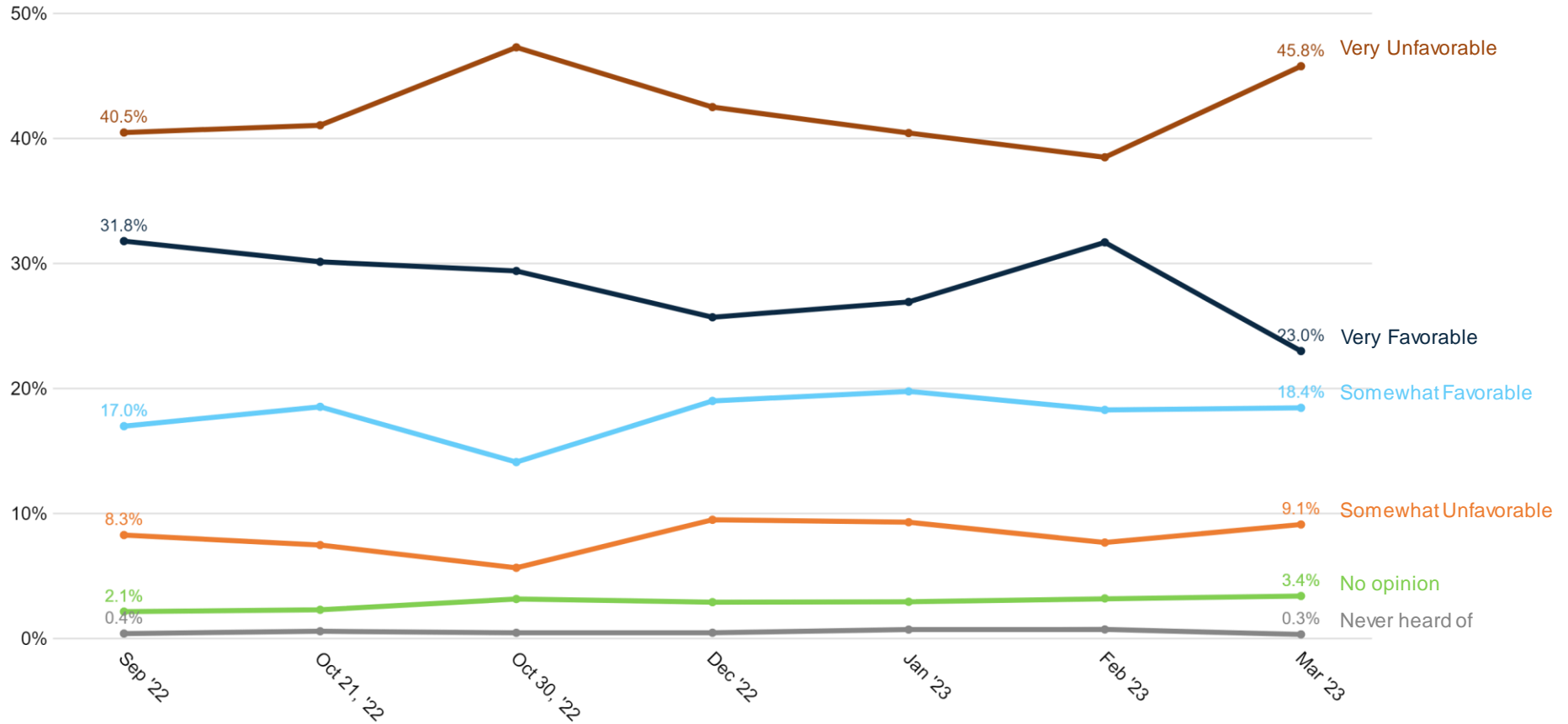
Trump's negatives trend towards new high; even more unfavorable among Independents and undecideds than Biden



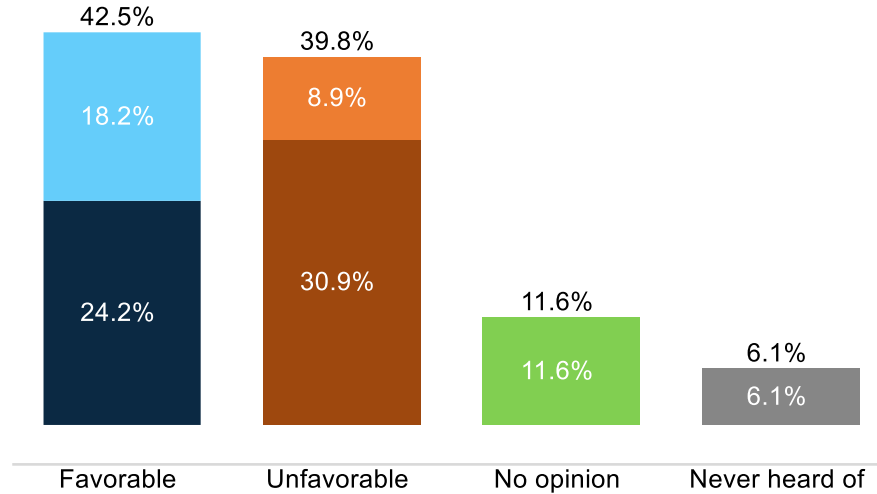
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	35%	36%	50%	46%	41%	39%	40%	48%	44%	38%	77%	13%	33%	28%	46%	22%	39%	33%	47%	41%	42%	20%	33%	42%	39%	48%
Unfavorable Total	60%	61%	47%	51%	58%	57%	57%	48%	51%	58%	21%	83%	62%	67%	53%	69%	53%	64%	49%	55%	55%	70%	63%	55%	57%	44%
Very favorable	19%	21%	26%	26%	25%	22%	21%	28%	24%	21%	45%	7%	15%	12%	25%	11%	23%	17%	27%	23%	22%	10%	11%	24%	20%	22%
Somewhat favorable	16%	16%	24%	19%	16%	17%	19%	20%	20%	18%	32%	6%	18%	16%	21%	11%	17%	16%	20%	18%	19%	9%	23%	17%	19%	26%
Somewhat unfavorable	9%	8%	10%	9%	10%	9%	8%	10%	9%	9%	10%	6%	14%	12%	9%	10%	9%	10%	8%	9%	10%	16%	15%	7%	12%	12%
Very unfavorable	51%	52%	37%	42%	49%	48%	49%	38%	42%	49%	11%	78%	48%	56%	44%	59%	44%	54%	41%	46%	46%	53%	48%	48%	45%	32%
No opinion	4%	3%	3%	4%	1%	3%	3%	4%	5%	4%	2%	3%	5%	4%	2%	8%	8%	3%	4%	4%	3%	10%	3%	3%	3%	7%
Never heard of	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%

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

Trend: Donald Trump Image



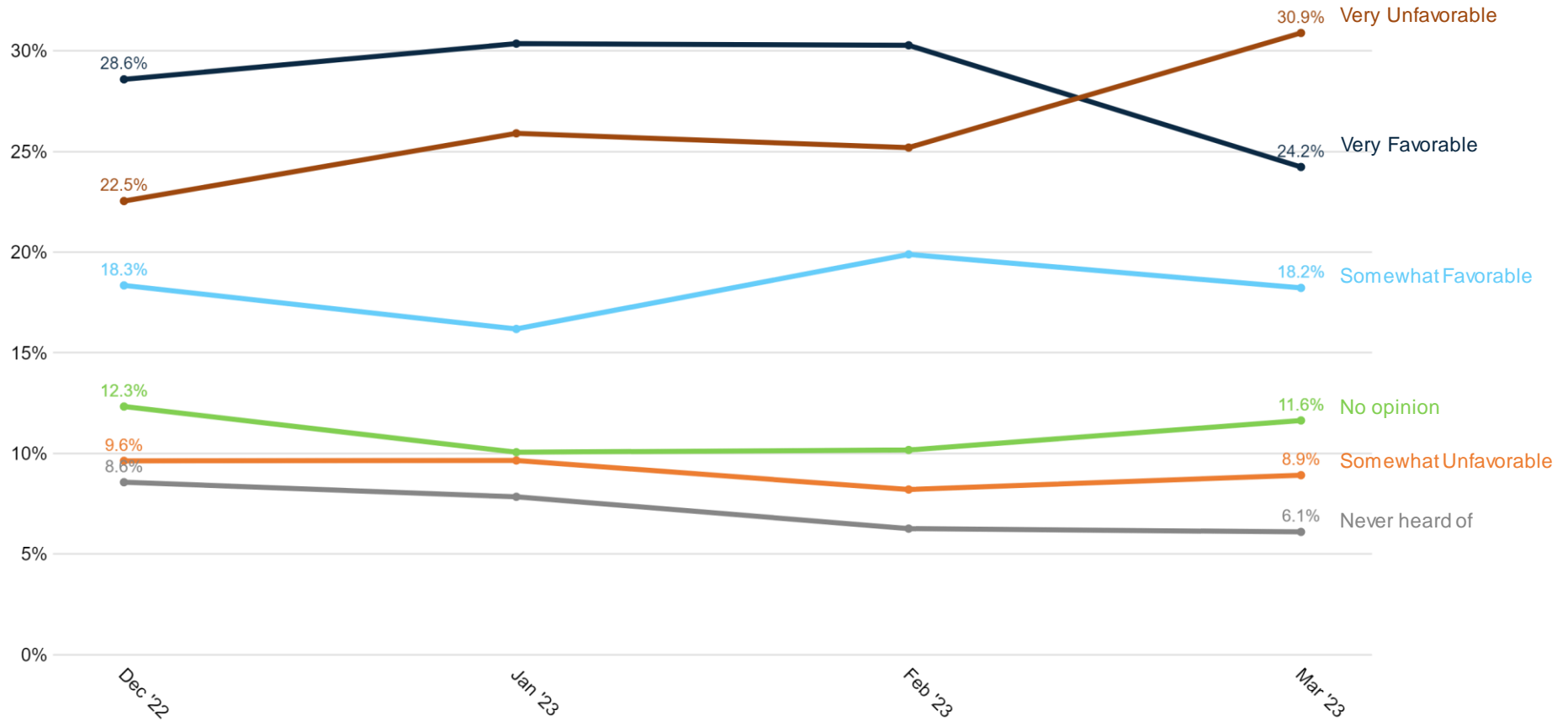
DeSantis' negatives rise but he is favorable among three-quarters of Republicans and is only -5 among Independents



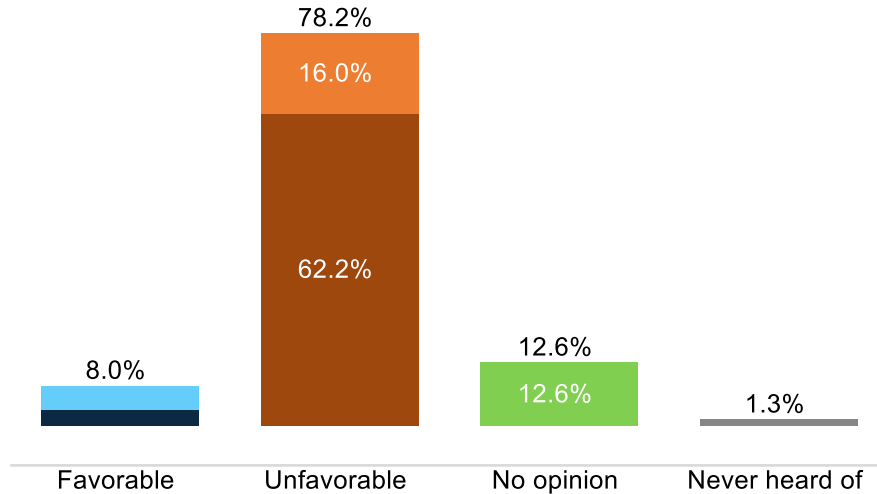
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	26%	40%	50%	54%	41%	41%	42%	46%	46%	38%	76%	15%	37%	27%	47%	18%	41%	42%	43%	36%	47%	21%	35%	46%	37%	37%
Unfavorable Total	42%	44%	35%	37%	40%	41%	45%	33%	38%	40%	11%	66%	42%	47%	39%	47%	38%	47%	35%	38%	42%	39%	44%	43%	37%	23%
Very favorable	14%	22%	29%	31%	22%	22%	27%	24%	29%	22%	47%	7%	17%	12%	27%	10%	23%	24%	24%	20%	28%	9%	12%	27%	18%	20%
Somewhat favorable	12%	18%	21%	22%	19%	19%	16%	23%	17%	17%	28%	8%	20%	16%	20%	8%	18%	18%	18%	16%	20%	12%	23%	18%	18%	17%
Somewhat unfavorable	12%	7%	9%	8%	8%	9%	10%	7%	7%	11%	7%	10%	11%	13%	8%	12%	9%	9%	9%	10%	8%	13%	16%	7%	13%	10%
Very unfavorable	30%	37%	26%	29%	32%	31%	35%	26%	32%	30%	5%	56%	31%	34%	31%	35%	29%	38%	26%	28%	33%	27%	28%	36%	25%	13%
No opinion	18%	12%	8%	8%	12%	12%	8%	14%	11%	13%	10%	11%	16%	17%	10%	17%	13%	7%	15%	16%	7%	27%	15%	8%	16%	23%
Never heard of	13%	4%	7%	2%	7%	6%	4%	7%	4%	8%	4%	8%	6%	8%	4%	18%	8%	3%	8%	10%	4%	12%	6%	3%	10%	17%

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

Trend: Ron DeSantis Image



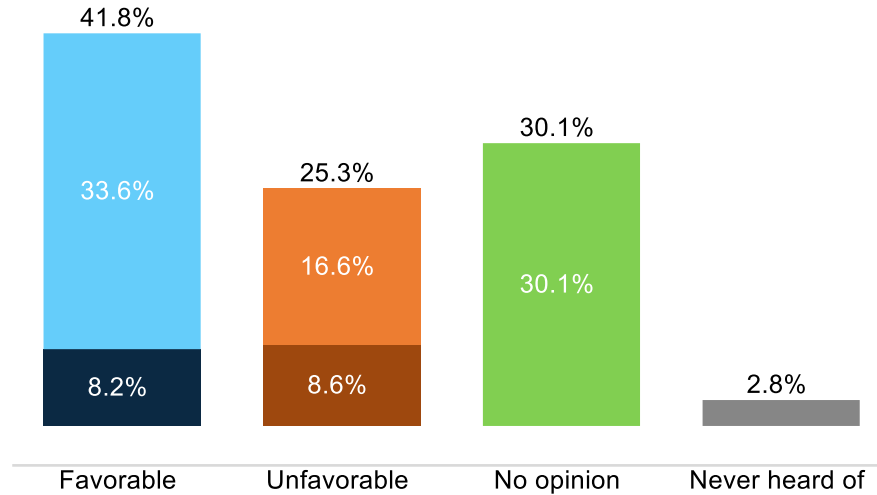
The Chinese Government (CCP) is almost universally panned; Democrats, Black voters, and voters <50 are least critical



	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	10%	2%	18%	4%	6%	5%	10%	5%	8%	12%	4%	13%	4%	7%	6%	15%	11%	9%	7%	7%	9%	4%	10%	6%	11%	13%
Unfavorable Total	65%	86%	69%	90%	77%	81%	81%	78%	77%	75%	87%	70%	80%	74%	84%	52%	70%	83%	75%	73%	82%	67%	75%	85%	69%	52%
Very favorable	4%	1%	8%	2%	2%	2%	5%	2%	4%	4%	3%	6%	0%	2%	3%	6%	5%	4%	3%	2%	4%	0%	3%	3%	4%	8%
Somewhat favorable	6%	1%	10%	2%	4%	3%	5%	3%	4%	7%	2%	8%	4%	5%	4%	8%	6%	6%	4%	5%	5%	4%	7%	4%	7%	6%
Somewhat unfavorable	16%	15%	15%	18%	13%	16%	17%	14%	14%	18%	10%	20%	19%	17%	16%	18%	12%	19%	14%	16%	16%	12%	24%	16%	17%	14%
Very unfavorable	49%	71%	53%	72%	64%	64%	63%	63%	63%	57%	77%	50%	61%	56%	68%	34%	58%	64%	61%	57%	66%	54%	51%	69%	53%	38%
No opinion	24%	11%	12%	5%	16%	13%	9%	15%	14%	12%	8%	15%	14%	19%	8%	30%	18%	7%	16%	18%	7%	26%	15%	8%	19%	30%
Never heard of	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	4%	0%	1%	1%	1%	1%	1%	3%	1%	1%	1%	5%

Do you have a favorable or unfavorable opinion of The Chinese government?

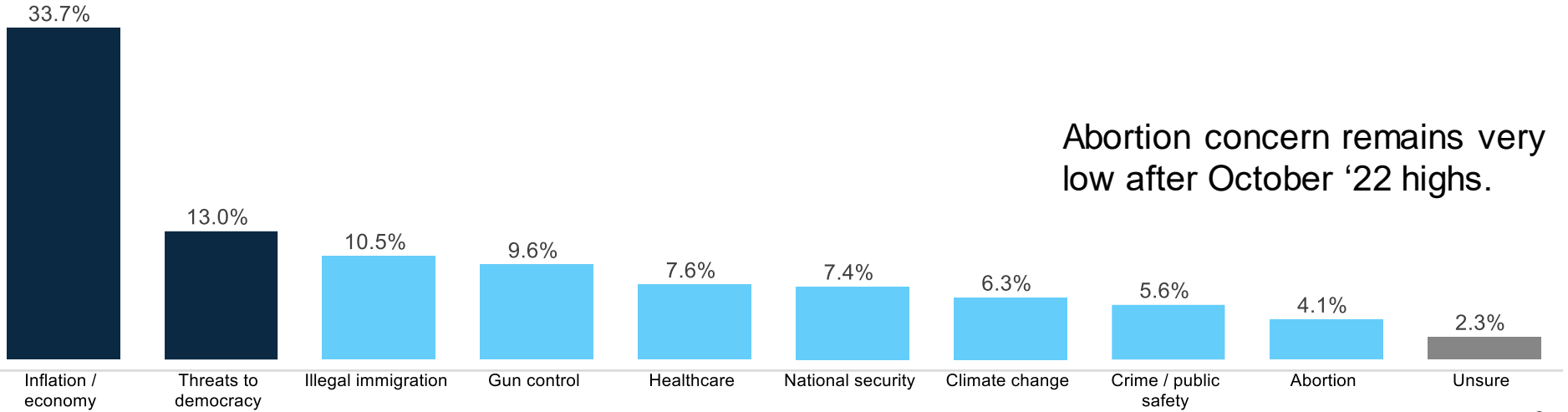
British government tends to be viewed more favorably among voters 50+, Democrats, college voters, and \$70k+ earners



	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	27%	45%	40%	53%	43%	38%	43%	40%	37%	48%	38%	49%	37%	41%	45%	31%	40%	49%	37%	36%	47%	27%	40%	45%	37%	34%
Unfavorable Total	28%	22%	30%	23%	23%	26%	26%	25%	27%	24%	27%	23%	28%	22%	25%	25%	25%	26%	25%	25%	26%	21%	28%	26%	26%	18%
Very favorable	4%	6%	13%	10%	6%	6%	10%	7%	8%	11%	5%	12%	6%	6%	9%	7%	7%	10%	7%	7%	9%	3%	4%	8%	7%	11%
Somewhat favorable	23%	39%	28%	43%	37%	32%	34%	33%	29%	38%	33%	37%	31%	35%	36%	24%	33%	39%	30%	29%	38%	24%	36%	36%	30%	22%
Somewhat unfavorable	17%	15%	20%	15%	15%	18%	15%	16%	20%	15%	18%	15%	17%	15%	18%	13%	13%	18%	16%	16%	17%	12%	20%	17%	17%	12%
Very unfavorable	11%	7%	10%	8%	8%	8%	10%	9%	7%	9%	9%	8%	10%	7%	7%	13%	11%	8%	9%	9%	8%	9%	8%	9%	9%	6%
No opinion	40%	30%	28%	23%	29%	32%	29%	31%	34%	26%	31%	26%	33%	34%	28%	37%	34%	24%	34%	35%	25%	47%	29%	27%	35%	38%
Never heard of	6%	3%	1%	1%	4%	3%	2%	4%	1%	2%	3%	2%	2%	2%	6%	1%	1%	4%	4%	2%	6%	3%	2%	2%	10%	

Do you have a favorable or unfavorable opinion of The British government?

Inflation remains top priority; Democrats and voters 50+ emphasize threats to democracy; illegal immigration for GOP

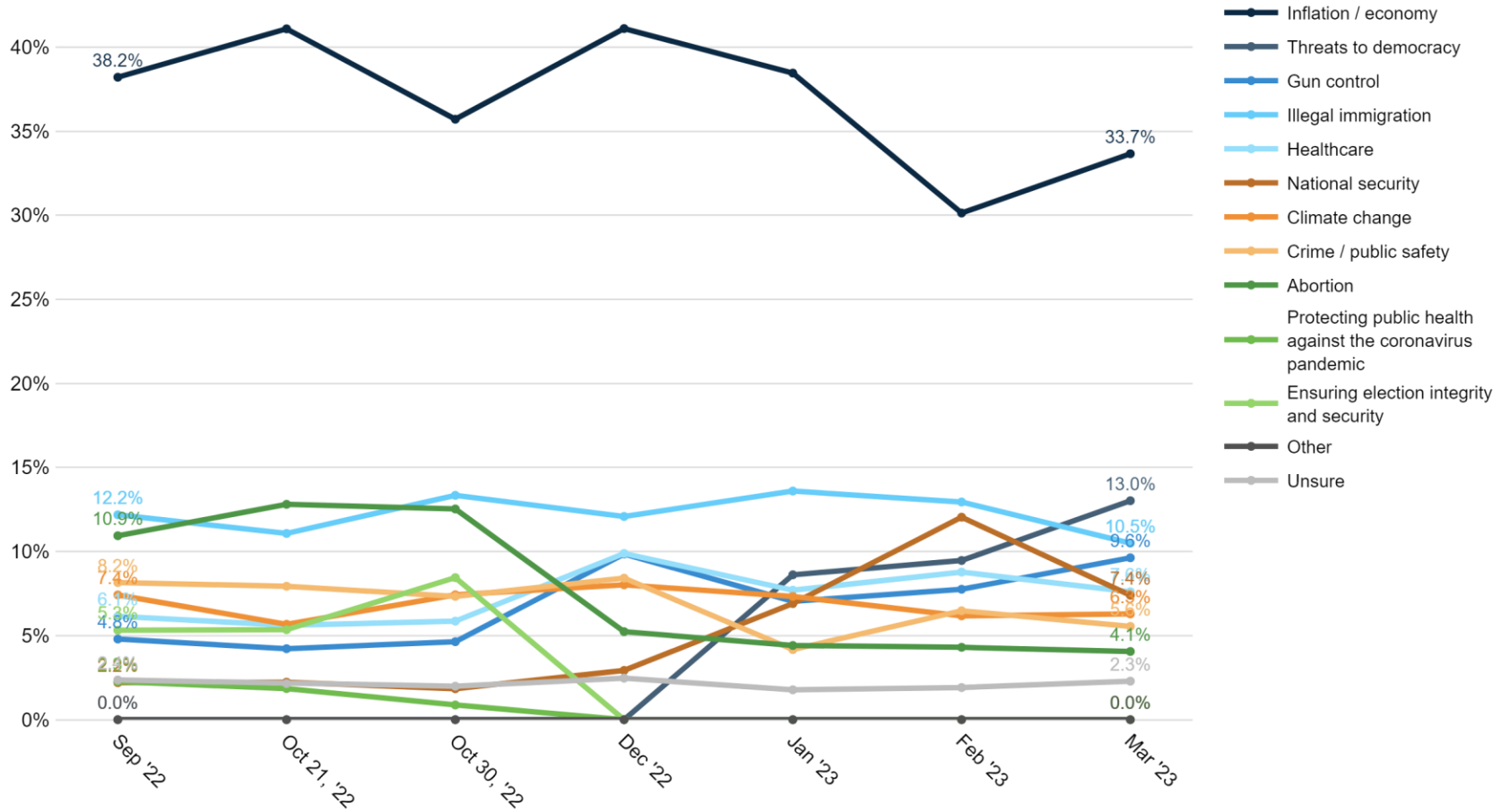


Abortion concern remains very low after October '22 highs.

	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	35%	30%	40%	31%	37%	33%	33%	41%	29%	33%	43%	23%	38%	37%	34%	32%	32%	33%	34%	35%	33%	46%	37%	32%	34%	43%
Threats to democracy	7%	17%	10%	16%	13%	13%	13%	14%	13%	12%	10%	16%	14%	12%	14%	13%	8%	14%	12%	10%	15%	9%	9%	15%	11%	7%
Illegal immigration	5%	12%	6%	18%	6%	11%	11%	9%	14%	9%	20%	3%	10%	6%	12%	4%	9%	9%	11%	9%	11%	5%	5%	12%	9%	6%
Gun control	13%	10%	8%	8%	7%	11%	10%	7%	10%	11%	3%	17%	9%	12%	8%	14%	16%	11%	9%	10%	10%	7%	12%	10%	10%	6%
Healthcare	10%	8%	9%	4%	9%	8%	6%	8%	9%	6%	3%	12%	6%	8%	7%	10%	8%	7%	8%	8%	8%	8%	9%	6%	10%	12%
National security	6%	8%	5%	10%	10%	7%	7%	6%	8%	7%	11%	5%	6%	6%	8%	5%	5%	7%	8%	7%	8%	7%	7%	8%	6%	5%
Climate change	7%	4%	10%	5%	5%	6%	8%	3%	6%	8%	1%	12%	4%	4%	7%	5%	6%	8%	5%	7%	6%	2%	7%	7%	6%	4%
Crime / public safety	6%	5%	6%	6%	7%	5%	6%	4%	6%	6%	6%	4%	7%	7%	5%	7%	9%	5%	6%	6%	5%	7%	7%	5%	7%	10%
Abortion	8%	4%	5%	1%	5%	4%	5%	4%	3%	4%	2%	6%	4%	4%	4%	6%	3%	4%	4%	5%	3%	4%	3%	4%	5%	4%
Unsure	3%	2%	3%	1%	1%	2%	2%	4%	2%	3%	2%	2%	2%	3%	2%	4%	4%	2%	3%	3%	1%	4%	3%	2%	3%	4%

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

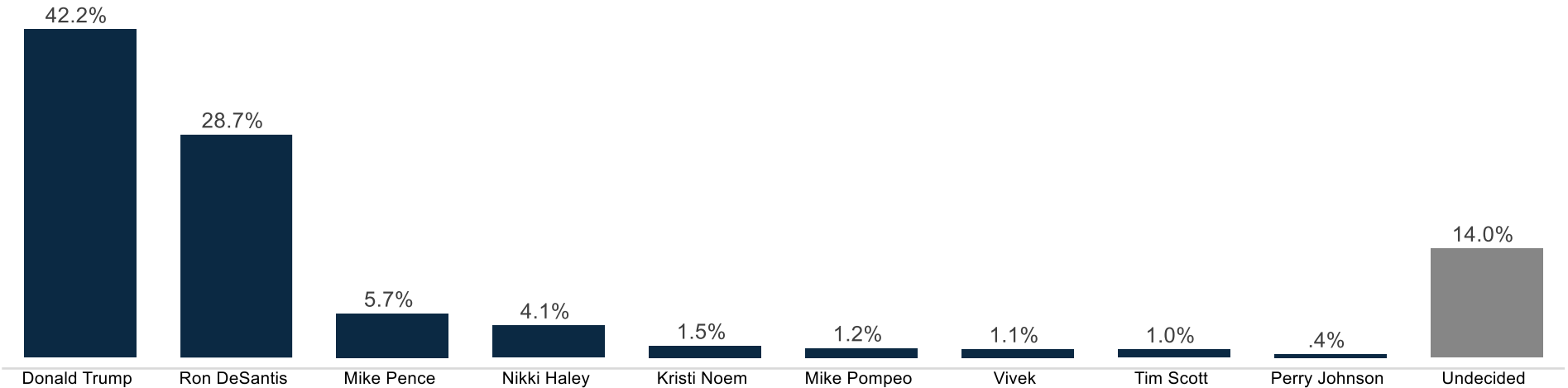
Trend: Top Priority



Percent Change: Top Priority (Feb 2023 to Mar 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	3%	1%	8%	3%	2%	4%	3%	6%	0%	5%	5%	0%	5%	0%	4%	0%	7%	3%	4%	4%	4%	13%	0%	4%	0%	14%
Threats to democracy	2%	5%	4%	4%	5%	4%	4%	4%	3%	3%	5%	4%	1%	4%	4%	6%	2%	3%	4%	2%	4%	1%	2%	3%	5%	4%
Illegal immigration	-2%	-4%	0%	-4%	-6%	-1%	-3%	-3%	-2%	-3%	-5%	0%	-4%	-2%	-2%	-2%	-6%	-2%	-3%	-4%	-2%	1%	-7%	-3%	-1%	0%
Gun control	5%	0%	3%	1%	-2%	2%	3%	-1%	0%	5%	1%	3%	3%	1%	1%	0%	7%	3%	1%	2%	2%	2%	5%	2%	2%	-1%
Healthcare	1%	1%	-6%	0%	-2%	2%	-4%	-1%	1%	-5%	-1%	-1%	-1%	-2%	-1%	-2%	0%	-1%	-1%	-2%	-1%	0%	1%	-1%	-1%	-2%
National security	-4%	-2%	-11%	-3%	1%	-6%	-5%	-3%	-5%	-6%	-4%	-6%	-3%	-2%	-5%	-4%	-8%	-5%	-5%	-3%	-6%	-4%	-1%	-5%	-3%	-10%
Climate change	1%	-1%	0%	1%	0%	-1%	0%	-3%	2%	1%	-1%	2%	-1%	-1%	0%	0%	1%	0%	0%	1%	-1%	-5%	1%	1%	-1%	-2%
Crime / public safety	-1%	-1%	-2%	0%	1%	-2%	-1%	-2%	1%	-2%	0%	-2%	-1%	0%	-1%	-2%	3%	-2%	0%	0%	-1%	0%	-3%	-1%	-1%	1%
Abortion	-2%	-1%	3%	-2%	3%	-4%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	-7%	0%	-1%	0%	0%	-4%	0%	0%	0%	-3%
Unsure	-1%	1%	1%	0%	-3%	0%	0%	2%	-1%	2%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	-3%	1%	1%	-1%	-1%

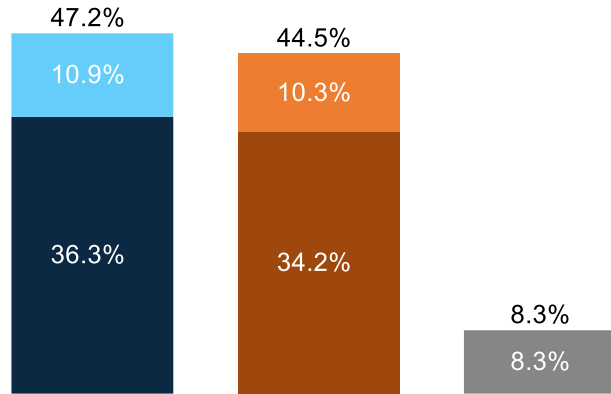
Trump leads GOP field, DeSantis leads among college-educated Republicans



	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Donald Trump	42%	42%	43%	42%	45%	41%	41%	47%	43%	38%	45%	31%	32%	41%	38%	45%	32%	48%	49%	36%	18%	26%	42%	43%	43%
Ron DeSantis	21%	27%	33%	32%	25%	28%	34%	30%	31%	23%	31%	20%	19%	30%	10%	34%	35%	25%	21%	34%	12%	23%	31%	20%	36%
Mike Pence	9%	7%	3%	5%	6%	7%	4%	6%	5%	6%	5%	9%	10%	6%	3%	3%	6%	5%	7%	5%	11%	11%	4%	9%	8%
Nikki Haley	4%	4%	4%	5%	3%	4%	3%	3%	3%	8%	4%	6%	6%	4%	2%	4%	7%	3%	5%	4%	10%	6%	5%	3%	3%
Kristi Noem	4%	0%	3%	1%	0%	3%	2%	0%	0%	2%	1%	2%	3%	1%	8%	0%	1%	2%	2%	1%	0%	5%	1%	2%	0%
Mike Pompeo	2%	1%	1%	1%	4%	1%	1%	1%	2%	2%	1%	3%	3%	1%	3%	0%	2%	1%	1%	1%	3%	2%	1%	3%	0%
Vivek Ramaswamy	1%	1%	0%	2%	0%	0%	0%	0%	3%	1%	1%	1%	2%	1%	0%	0%	2%	0%	0%	2%	2%	1%	1%	1%	0%
Tim Scott	1%	2%	0%	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	3%	1%	1%	0%
Perry Johnson	0%	0%	2%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	5%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%
Undecided	16%	17%	11%	12%	17%	15%	12%	11%	12%	18%	11%	26%	24%	14%	32%	11%	13%	15%	12%	15%	43%	23%	13%	18%	9%

If the 2024 Republican primary election for President was held today, and you had to vote for one of these candidates, who would you vote for?

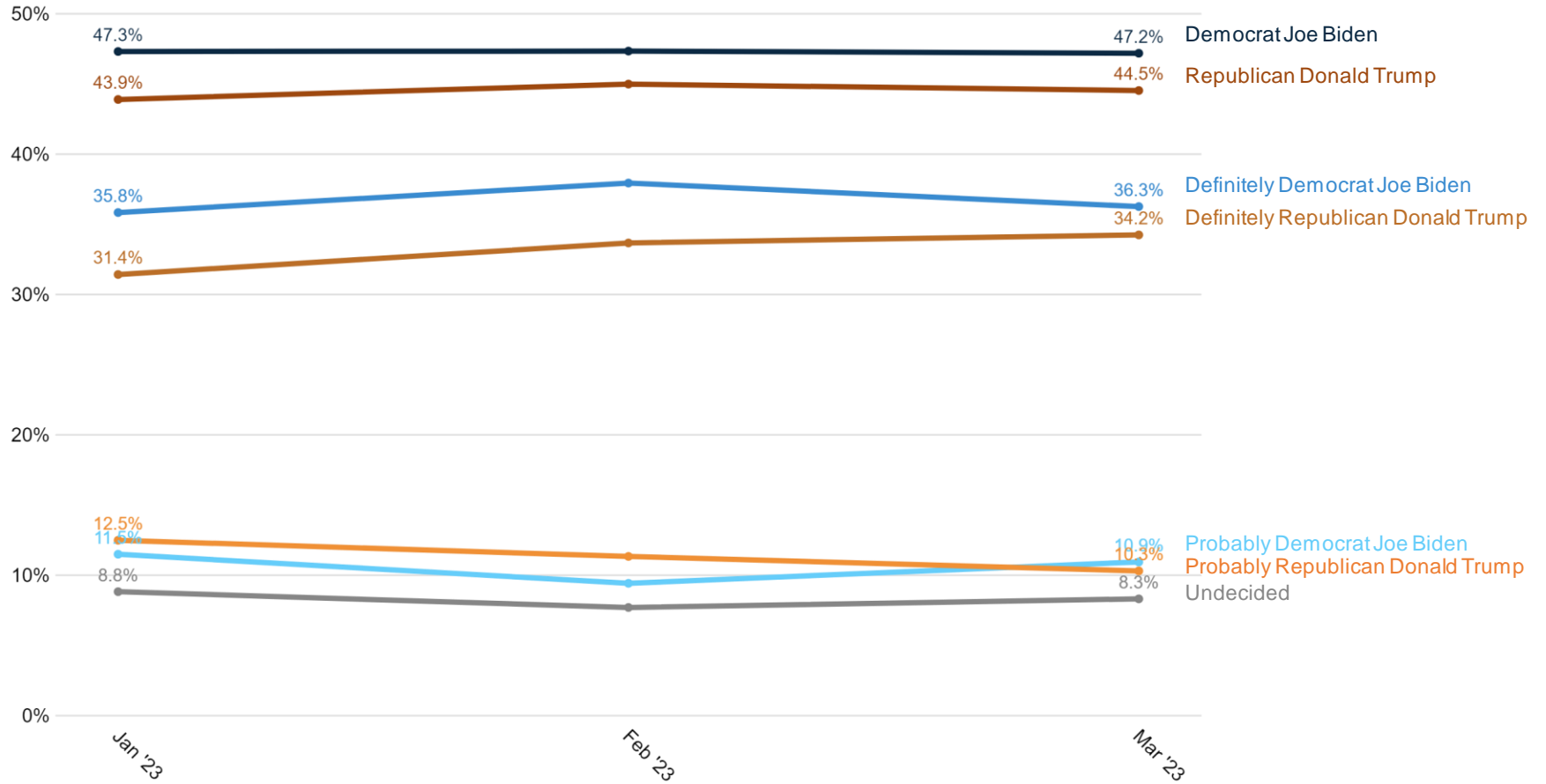
Biden 2-point lead is steady over Trump in 2024 rematch; Independents are split



	Democrat Joe Biden										Republican Donald Trump										Undecided					
	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	54%	49%	48%	38%	47%	46%	54%	40%	44%	51%	6%	90%	41%	56%	43%	73%	47%	55%	42%	49%	47%	29%	52%	47%	49%	39%
Republican Donald Trump	36%	41%	46%	54%	42%	46%	41%	54%	47%	38%	87%	7%	41%	30%	49%	18%	44%	36%	50%	43%	46%	25%	38%	46%	41%	42%
Definitely Democrat Joe Biden	40%	41%	35%	28%	36%	35%	41%	31%	33%	40%	2%	74%	27%	38%	35%	51%	35%	44%	31%	37%	37%	14%	27%	39%	34%	26%
Probably Democrat Joe Biden	14%	8%	12%	10%	11%	11%	13%	8%	11%	10%	4%	16%	14%	17%	9%	22%	12%	11%	11%	12%	10%	16%	25%	9%	15%	13%
Probably Republican Donald Trump	10%	7%	13%	11%	12%	10%	9%	8%	11%	13%	15%	3%	15%	11%	10%	8%	15%	10%	11%	10%	11%	11%	20%	10%	11%	12%
Definitely Republican Donald Trump	26%	34%	33%	43%	30%	36%	31%	46%	36%	26%	72%	3%	27%	19%	39%	10%	29%	27%	39%	33%	35%	14%	18%	37%	29%	30%
Undecided	10%	10%	6%	7%	11%	8%	5%	6%	10%	11%	7%	3%	18%	14%	7%	9%	9%	9%	8%	9%	7%	46%	10%	6%	10%	19%

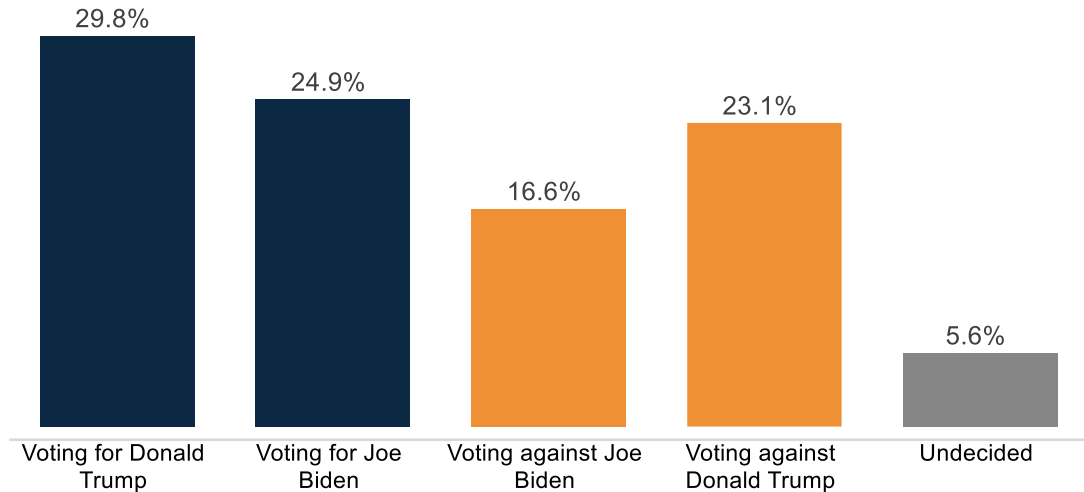
If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

Trend: Biden v Trump



Voters more likely to be voting *for* Trump than *for* Biden, especially Independents and undecideds

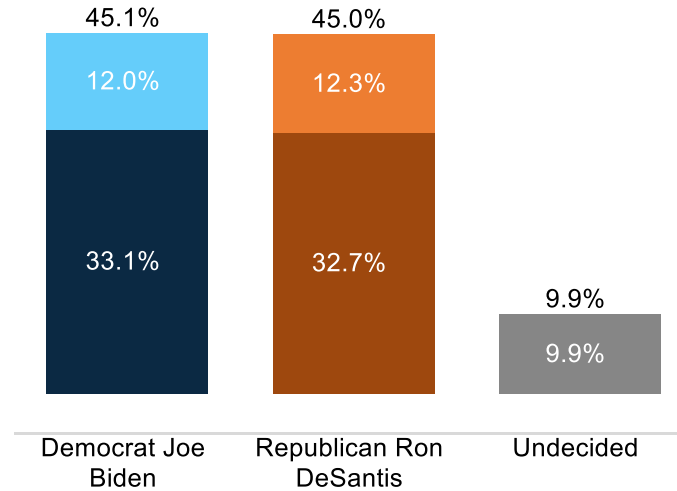
Republicans are more likely to be voting *for* their candidate than Democrats.



	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
Voting for Donald Trump	26%	29%	29%	36%	28%	31%	27%	37%	31%	25%	62%	4%	24%	18%	34%	10%	31%	22%	35%	30%	29%	14%	19%	32%	25%	27%
Voting for Joe Biden	24%	28%	28%	20%	35%	22%	28%	22%	22%	26%	3%	51%	15%	30%	20%	53%	26%	30%	22%	26%	24%	11%	23%	25%	24%	26%
Voting against Joe Biden	13%	15%	19%	20%	16%	18%	14%	20%	18%	15%	27%	5%	21%	14%	18%	10%	15%	16%	17%	14%	19%	13%	22%	16%	18%	16%
Voting against Donald Trump	30%	23%	21%	20%	13%	25%	26%	17%	22%	27%	5%	37%	29%	27%	24%	18%	21%	27%	21%	23%	24%	27%	29%	23%	25%	16%
Undecided	8%	6%	4%	4%	8%	4%	4%	5%	6%	7%	3%	3%	12%	11%	4%	8%	8%	5%	6%	7%	4%	35%	6%	4%	7%	15%

In the election for President, if the candidates are Donald Trump and Joe Biden, would you say you are more voting – or likely voting – FOR your candidate or AGAINST his opponent?

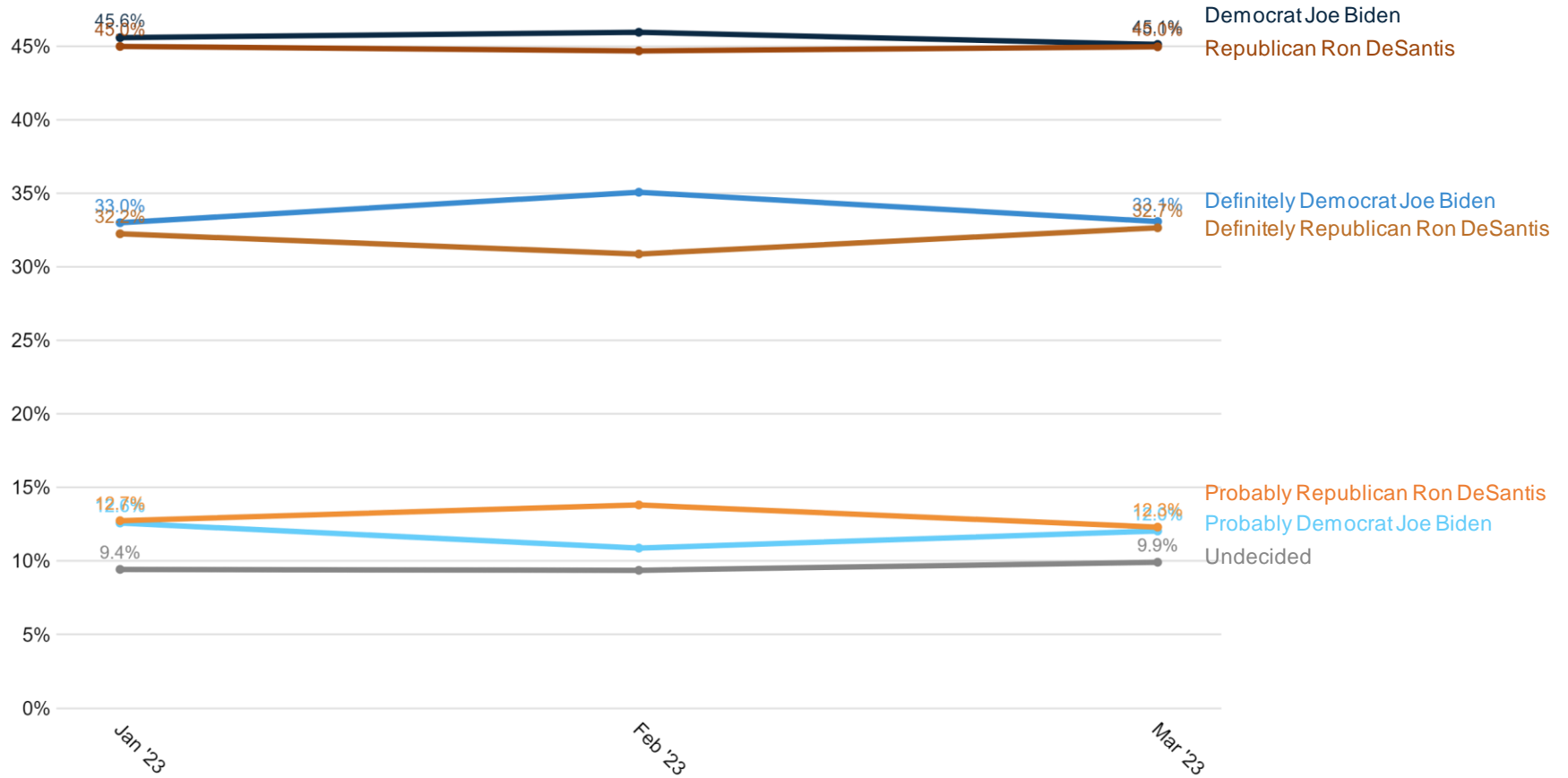
DeSantis is neck-and-neck with Biden



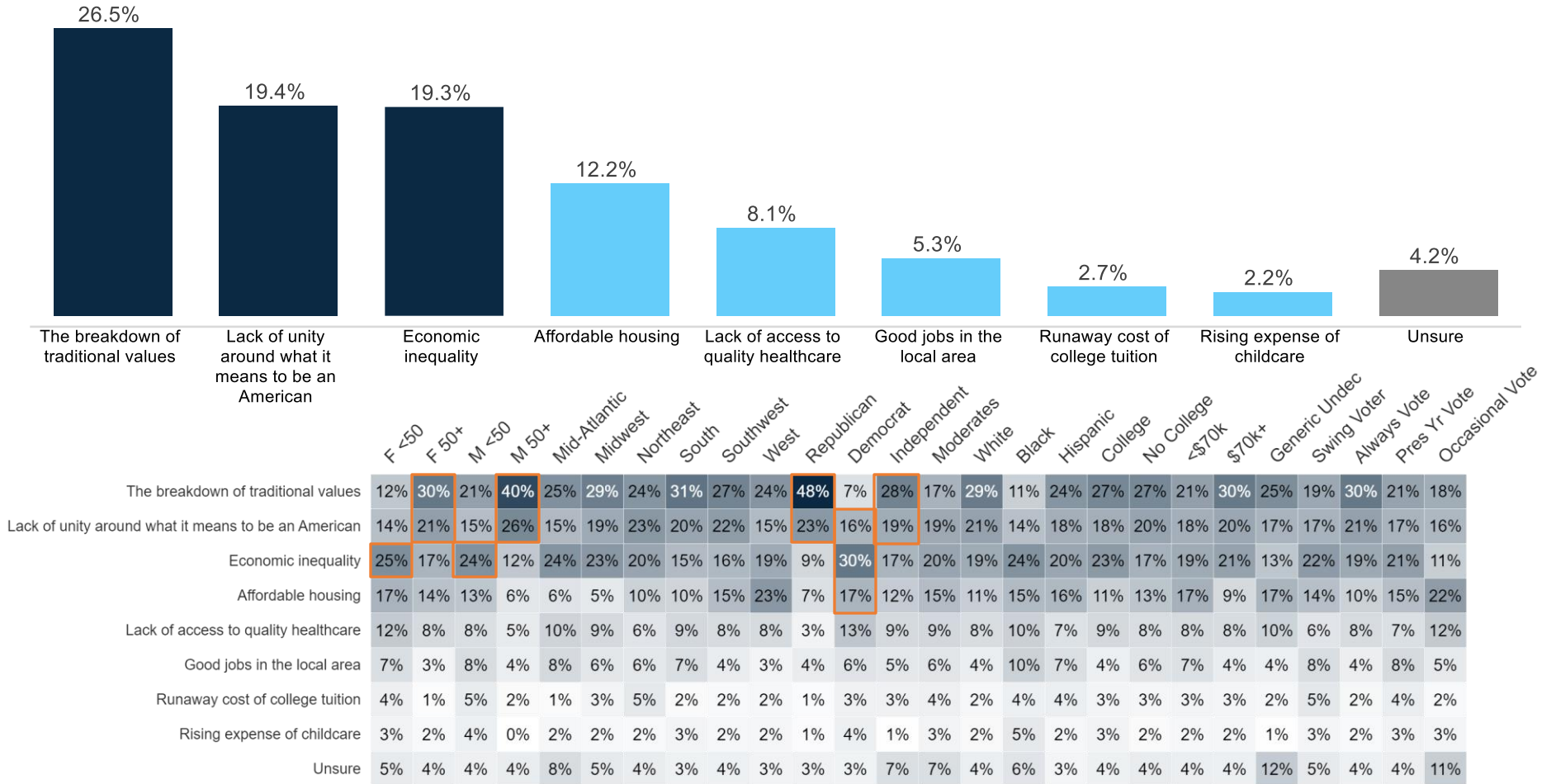
	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	52%	47%	47%	35%	46%	44%	51%	37%	40%	51%	4%	89%	36%	51%	41%	71%	47%	53%	40%	47%	45%	22%	47%	46%	46%	38%
Republican Ron DeSantis	35%	43%	44%	57%	44%	46%	41%	56%	50%	35%	89%	5%	44%	31%	51%	16%	41%	38%	49%	42%	47%	26%	43%	47%	43%	37%
Definitely Democrat Joe Biden	36%	36%	35%	25%	34%	32%	37%	27%	30%	38%	2%	70%	21%	31%	31%	49%	33%	40%	29%	34%	34%	6%	22%	36%	29%	27%
Probably Democrat Joe Biden	16%	11%	13%	10%	11%	12%	14%	10%	11%	14%	3%	19%	15%	19%	10%	23%	14%	13%	11%	13%	12%	16%	25%	10%	16%	11%
Probably Republican Ron DeSantis	12%	11%	13%	14%	13%	16%	9%	14%	10%	11%	20%	2%	18%	13%	13%	7%	14%	10%	14%	13%	12%	15%	24%	11%	15%	17%
Definitely Republican Ron DeSantis	24%	32%	32%	43%	30%	30%	31%	42%	40%	25%	70%	3%	26%	18%	38%	9%	27%	28%	36%	29%	35%	12%	19%	36%	28%	20%
Undecided	13%	10%	8%	8%	11%	10%	8%	7%	9%	14%	6%	6%	20%	18%	8%	12%	12%	9%	11%	11%	8%	52%	11%	8%	11%	26%

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?

Trend: Biden v DeSantis

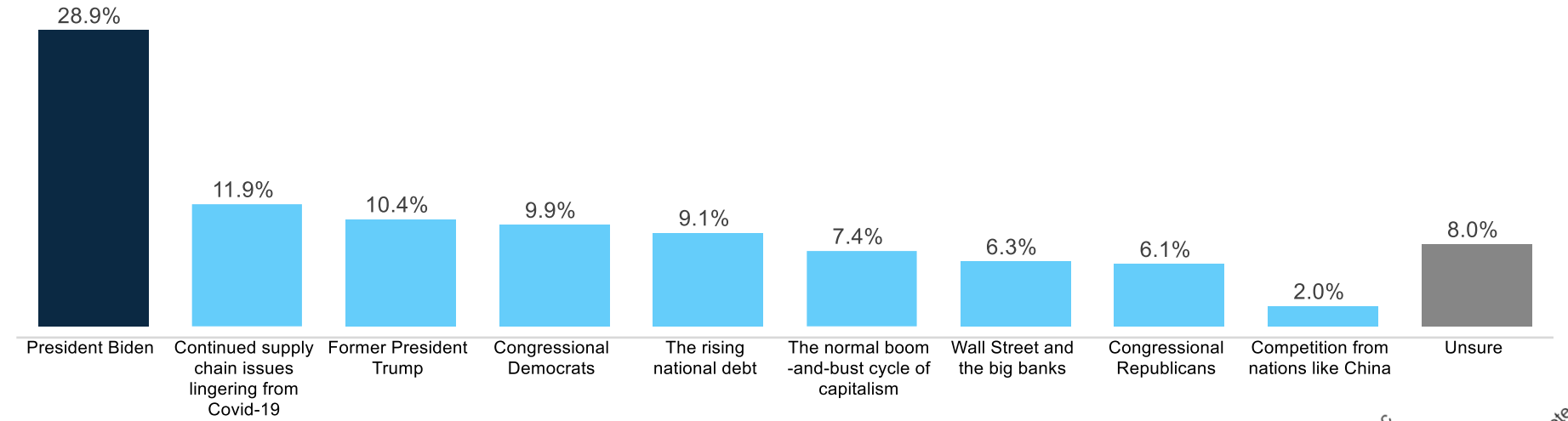


Breakdown of traditional values for GOP, Independents, and voters 50+ while Democrats and voters <50 emphasize economic inequality



What is the greatest challenge facing the American family today?

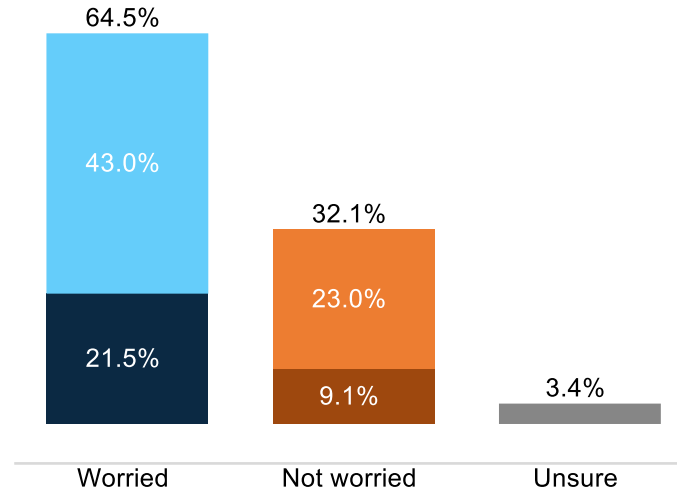
Biden bears brunt of recession blame, including among Independents



	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
President Biden	20%	29%	25%	41%	22%	27%	30%	34%	31%	27%	56%	7%	24%	17%	32%	13%	24%	25%	31%	28%	29%	16%	18%	30%	26%	27%
Continued supply chain issues lingering from Covid-19	14%	15%	9%	9%	11%	11%	13%	11%	14%	12%	6%	18%	11%	15%	11%	16%	14%	13%	11%	12%	12%	11%	15%	12%	11%	12%
Former President Trump	13%	11%	8%	10%	11%	11%	12%	10%	9%	9%	2%	19%	9%	12%	9%	16%	12%	10%	10%	11%	10%	7%	9%	10%	11%	10%
Congressional Democrats	10%	8%	12%	11%	12%	12%	8%	11%	8%	9%	17%	3%	10%	8%	11%	8%	8%	8%	11%	8%	11%	7%	10%	10%	11%	5%
The rising national debt	10%	10%	9%	6%	9%	7%	8%	11%	10%	11%	8%	9%	11%	10%	8%	11%	9%	9%	9%	11%	9%	15%	15%	7%	12%	14%
The normal boom-and-bust cycle of capitalism	7%	6%	10%	7%	11%	8%	7%	5%	8%	7%	2%	12%	8%	9%	8%	7%	5%	10%	5%	5%	9%	8%	8%	8%	7%	4%
Wall Street and the big banks	7%	5%	9%	5%	8%	7%	7%	4%	4%	8%	2%	10%	8%	6%	6%	6%	8%	7%	6%	6%	7%	6%	9%	6%	7%	4%
Congressional Republicans	6%	6%	7%	6%	5%	7%	6%	4%	7%	6%	1%	11%	5%	6%	6%	6%	7%	7%	5%	6%	7%	1%	6%	7%	4%	4%
Competition from nations like China	2%	2%	4%	1%	1%	3%	3%	1%	1%	2%	2%	2%	2%	3%	2%	4%	4%	1%	2%	2%	2%	2%	3%	2%	3%	2%
Unsure	12%	9%	7%	4%	11%	8%	6%	8%	8%	8%	3%	9%	12%	13%	7%	13%	11%	7%	8%	10%	6%	27%	9%	6%	9%	19%

Who or what do you mostly blame for the recession many believe we are in or will soon have?

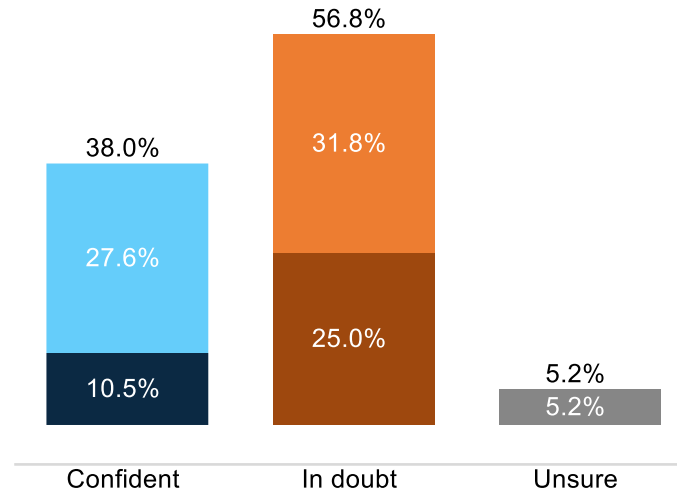
Republicans are more worried about the stability of the banking system than Democrats and Independents



	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
Worried Total	64%	68%	66%	60%	65%	62%	68%	68%	64%	61%	75%	56%	62%	61%	64%	64%	69%	59%	68%	68%	62%	59%	67%	63%	66%	68%
Not worried Total	31%	29%	31%	38%	32%	35%	29%	29%	32%	35%	23%	40%	34%	35%	34%	30%	28%	40%	27%	27%	37%	31%	31%	34%	30%	23%
Very worried	21%	18%	28%	20%	18%	19%	23%	22%	23%	23%	28%	17%	19%	17%	20%	24%	24%	18%	23%	23%	20%	17%	18%	21%	22%	26%
Somewhat worried	42%	50%	38%	40%	47%	44%	45%	46%	41%	39%	48%	38%	43%	45%	44%	40%	45%	40%	45%	45%	41%	42%	49%	42%	45%	42%
Not worried	25%	22%	20%	25%	24%	26%	20%	20%	24%	24%	18%	28%	24%	25%	24%	21%	20%	28%	20%	20%	26%	21%	23%	24%	23%	14%
Not at all worried	6%	7%	11%	13%	8%	9%	9%	8%	8%	11%	5%	12%	10%	10%	10%	9%	8%	12%	7%	7%	11%	10%	8%	10%	7%	8%
Unsure	6%	3%	3%	2%	3%	3%	3%	3%	4%	4%	2%	4%	4%	4%	3%	6%	3%	2%	4%	5%	1%	9%	3%	3%	3%	10%

How worried are you about the stability of the U.S. banking system and your money you have deposited in a bank?

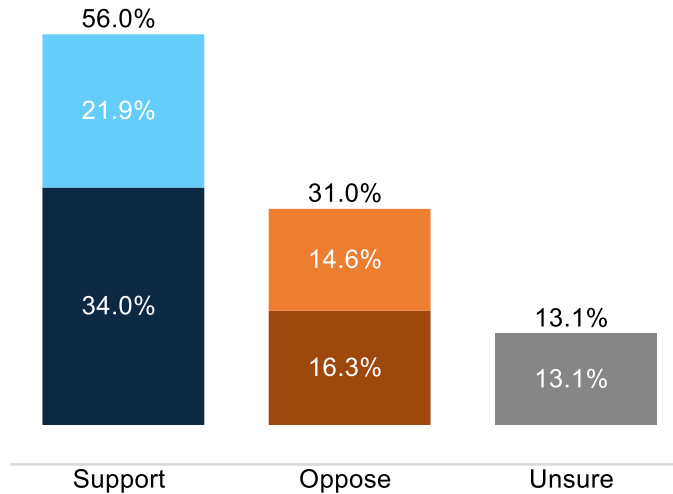
Democrats most confident in the Fed while college-educated voters are split; GOP and Independents very skeptical



	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
Confident Total	34%	41%	39%	36%	45%	39%	40%	34%	34%	39%	20%	57%	35%	45%	37%	50%	33%	47%	32%	34%	42%	29%	40%	38%	38%	34%
In doubt Total	58%	52%	57%	61%	52%	57%	56%	61%	59%	54%	76%	38%	59%	49%	58%	44%	62%	50%	61%	59%	55%	58%	55%	57%	56%	55%
Very confident	7%	9%	17%	10%	12%	10%	10%	9%	10%	12%	4%	18%	8%	10%	10%	16%	8%	13%	9%	9%	12%	4%	7%	10%	10%	14%
Somewhat confident	28%	32%	22%	26%	33%	28%	30%	25%	24%	27%	16%	39%	27%	35%	27%	34%	25%	34%	23%	25%	30%	25%	34%	28%	29%	20%
Somewhat in doubt	37%	28%	30%	33%	25%	33%	32%	37%	31%	30%	38%	27%	31%	32%	33%	26%	35%	29%	34%	33%	31%	34%	37%	31%	33%	31%
Very in doubt	22%	24%	27%	28%	27%	24%	24%	24%	28%	24%	38%	11%	28%	17%	25%	18%	27%	21%	28%	26%	24%	24%	18%	26%	23%	23%
Unsure	7%	6%	4%	3%	3%	5%	4%	5%	6%	7%	4%	5%	6%	6%	5%	7%	5%	3%	6%	8%	3%	13%	5%	4%	6%	12%

How confident or in doubt are you about the Federal Reserve's and the U.S. Government's ability to successfully manage the U. S. economy?

Bipartisan support for A.I regulation, especially among voters 50+

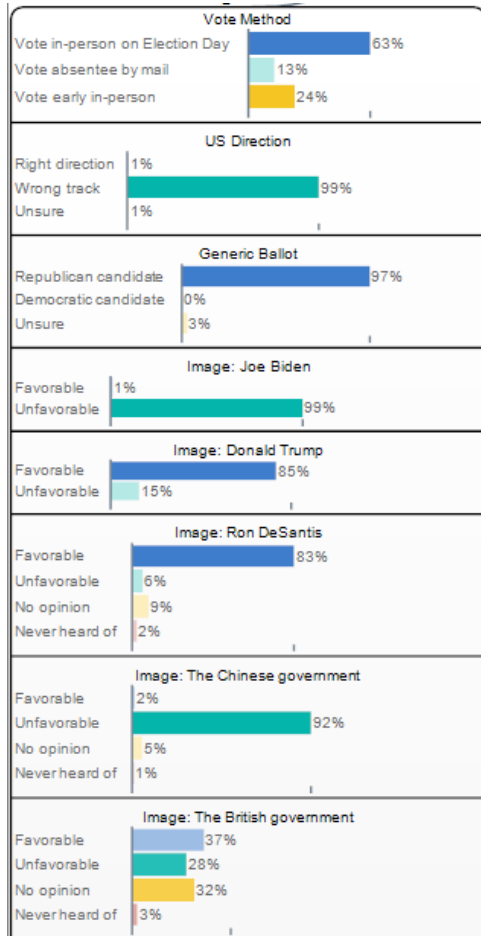


	F <50	F 50+	M <50	M 50+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Moderates	White	Black	Hispanic	College	No College	<\$70k	\$70k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	48%	59%	55%	60%	52%	57%	58%	51%	57%	56%	51%	63%	53%	53%	58%	46%	50%	63%	52%	50%	62%	44%	53%	60%	51%	39%
Oppose Total	38%	26%	35%	27%	35%	31%	29%	31%	29%	32%	35%	27%	31%	31%	28%	43%	40%	25%	34%	36%	27%	30%	34%	27%	38%	39%
Strongly support	24%	43%	27%	39%	36%	36%	34%	31%	36%	32%	32%	37%	31%	30%	36%	27%	28%	37%	32%	29%	38%	25%	28%	38%	29%	19%
Somewhat support	24%	16%	28%	21%	17%	21%	24%	20%	21%	24%	19%	25%	22%	23%	22%	19%	22%	25%	20%	21%	24%	19%	26%	22%	22%	20%
Somewhat oppose	20%	10%	17%	12%	21%	13%	14%	16%	14%	15%	15%	14%	16%	15%	13%	21%	19%	12%	16%	18%	12%	12%	21%	12%	21%	19%
Strongly oppose	18%	15%	17%	15%	15%	18%	16%	16%	15%	17%	20%	14%	15%	16%	15%	22%	21%	14%	18%	19%	15%	17%	13%	16%	17%	20%
Unsure	13%	15%	11%	13%	12%	12%	12%	17%	14%	12%	14%	10%	17%	17%	14%	11%	10%	12%	14%	14%	11%	27%	13%	13%	11%	22%

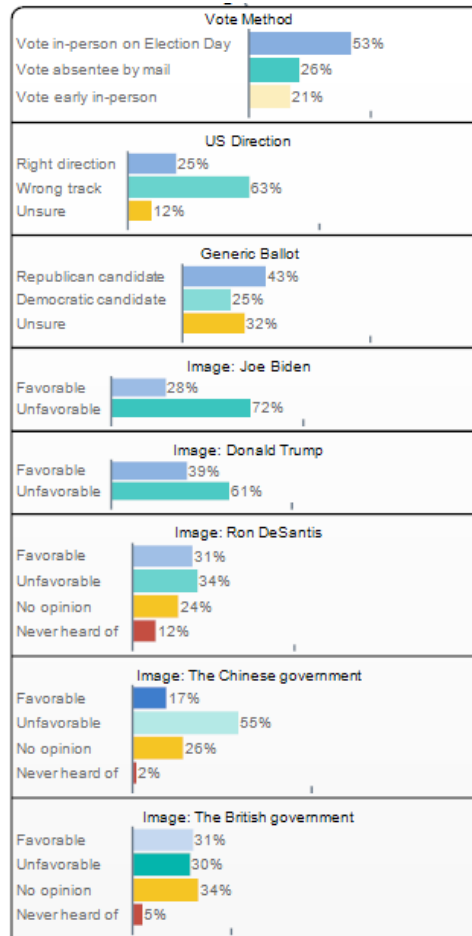
Artificial intelligence (A.I.) can create fake images and videos that are nearly impossible to detect as fake. Do you support or oppose government regulating A.I.-generated images and videos?

Segmentation Analysis:

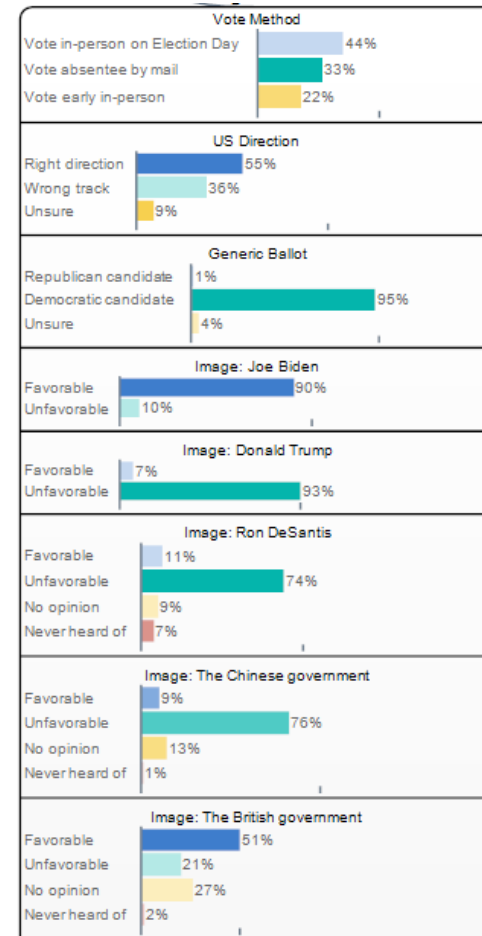
GOP Base (38%)



Moderates (20%)



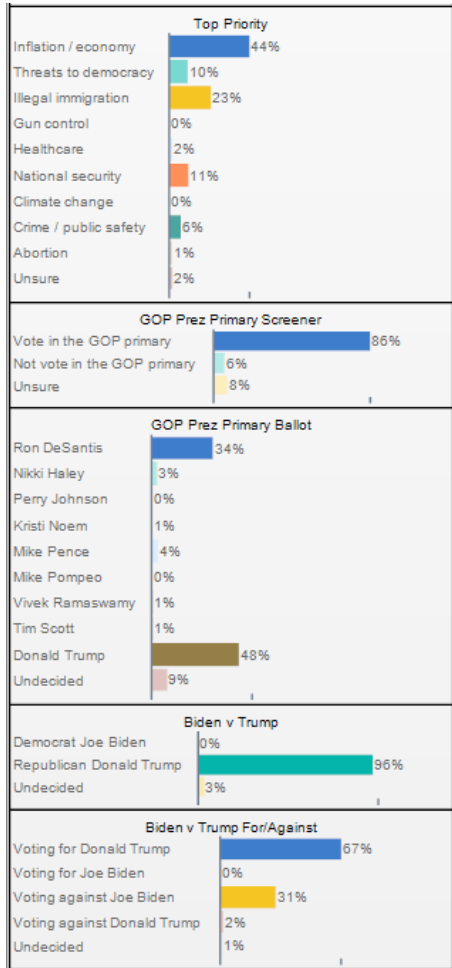
Dem Base (42%)



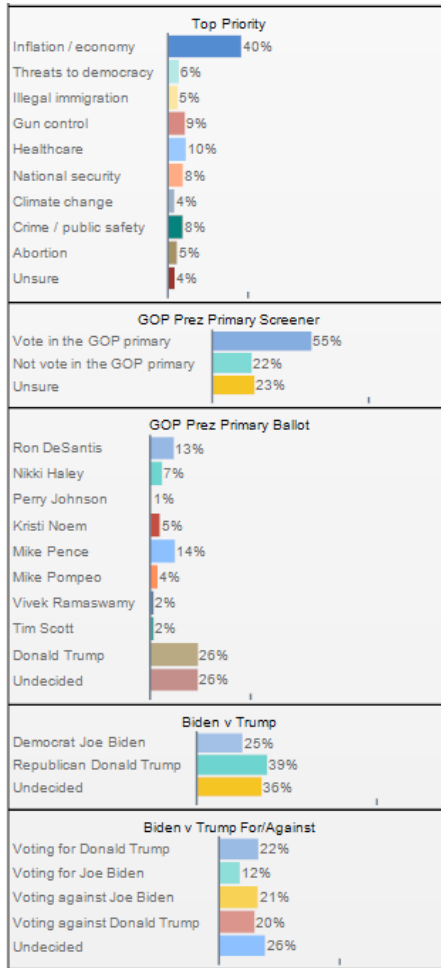
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

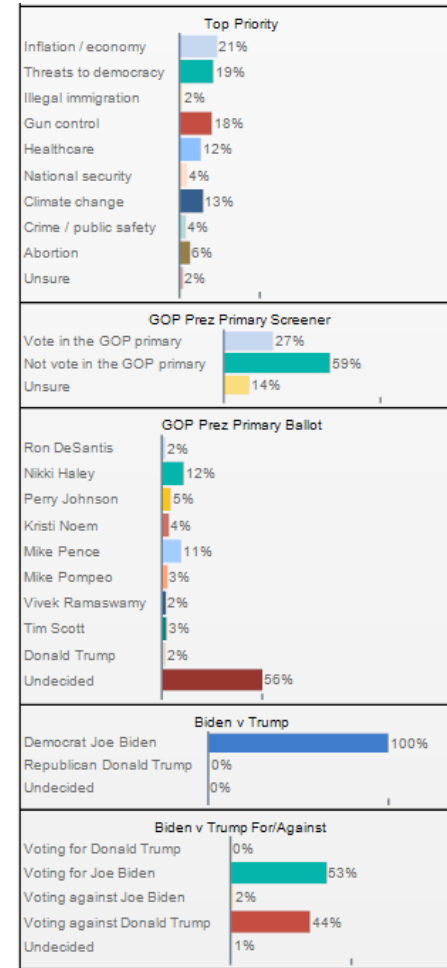
GOP Base (38%)



Moderates (20%)



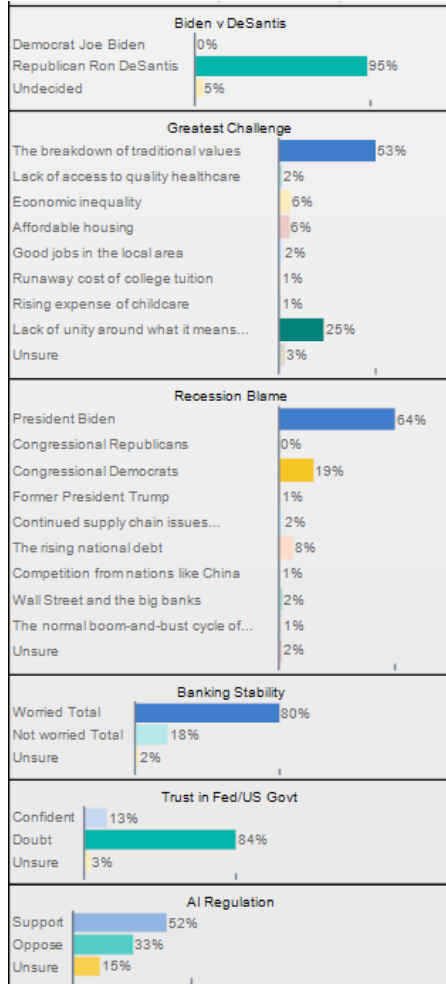
Dem Base (42%)



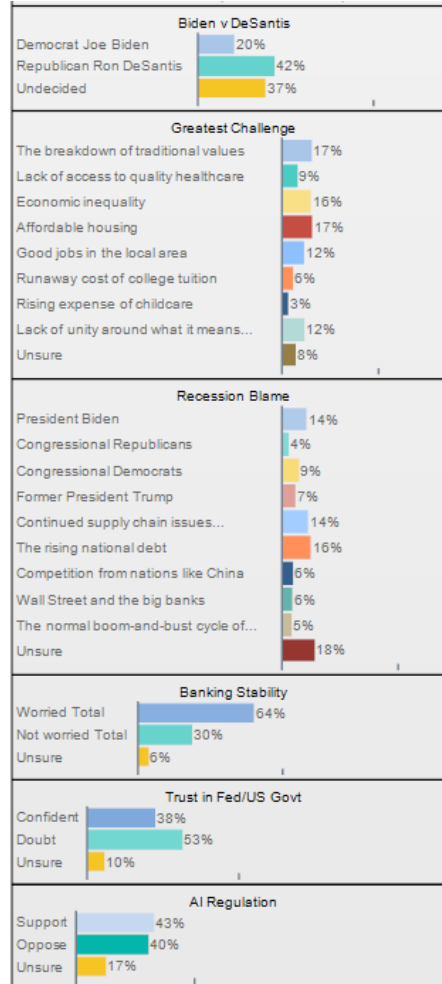
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

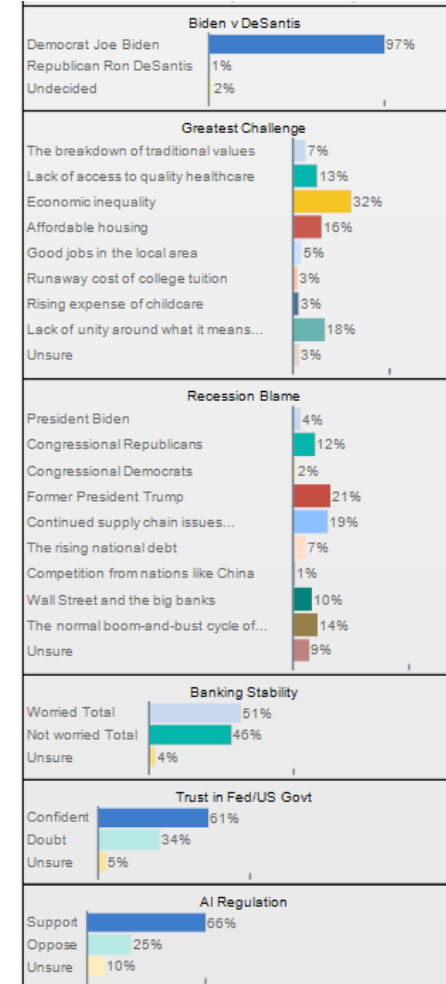
GOP Base (38%)



Moderates (20%)



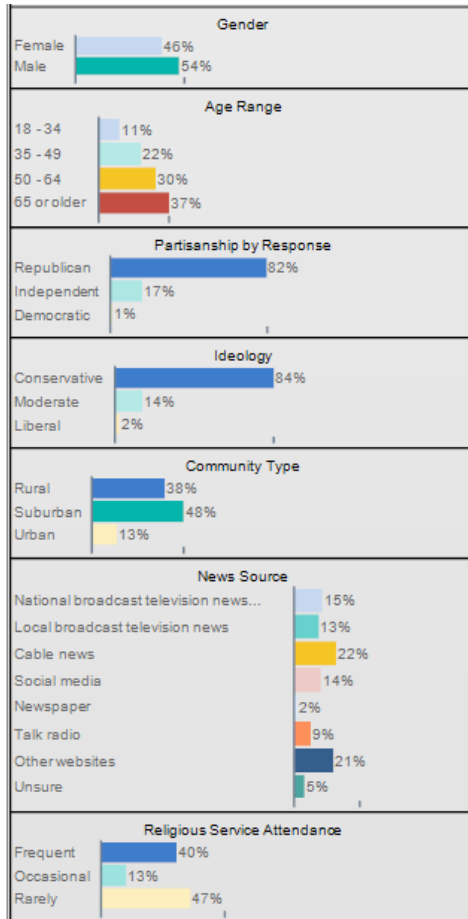
Dem Base (42%)



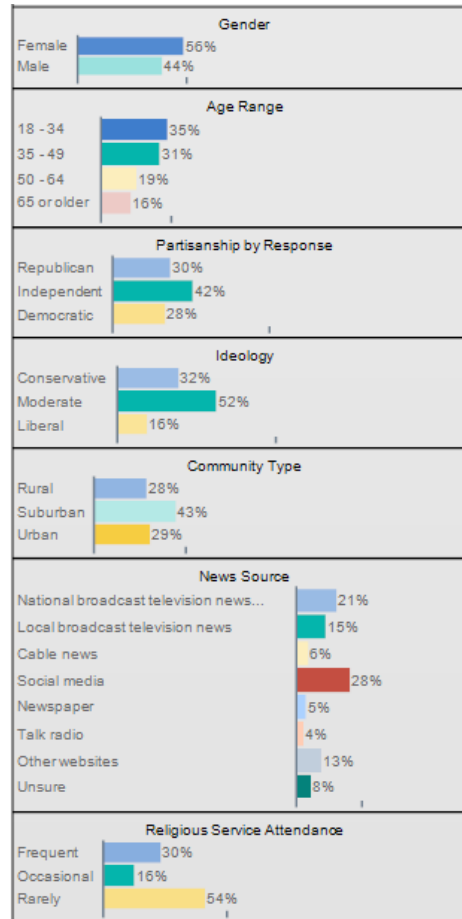
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

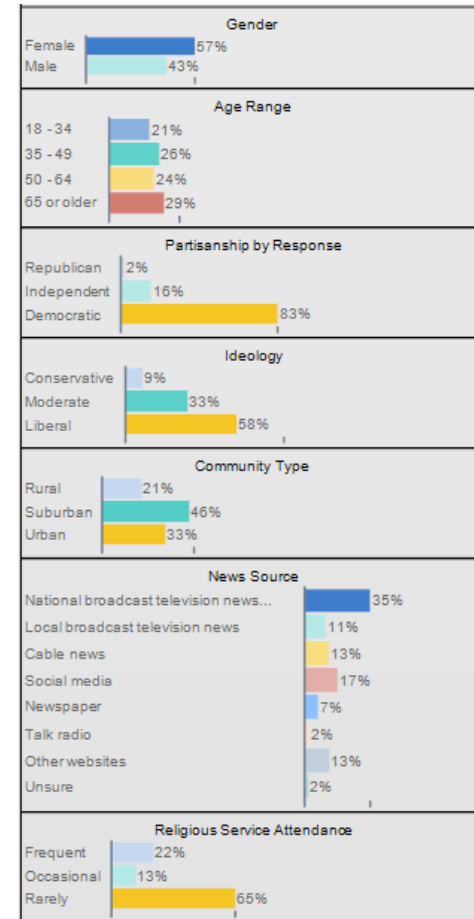
GOP Base (38%)



Moderates (20%)



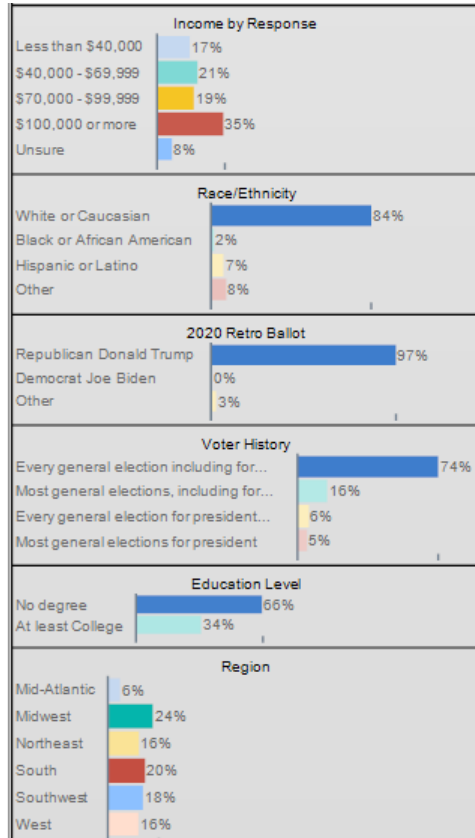
Dem Base (42%)



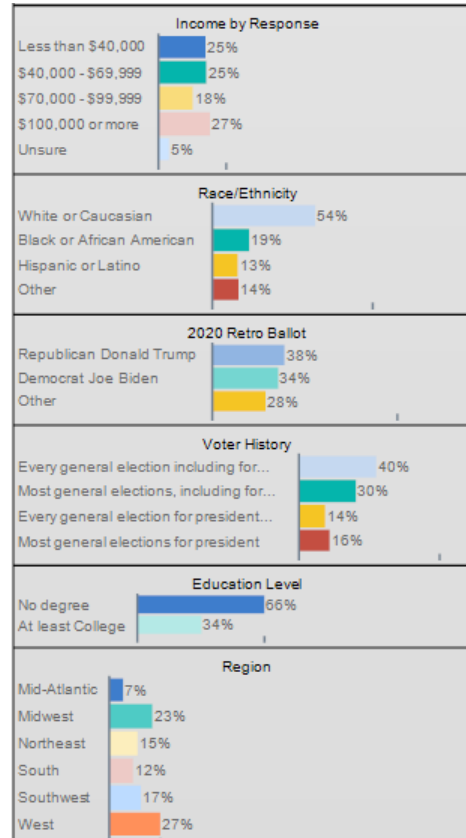
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

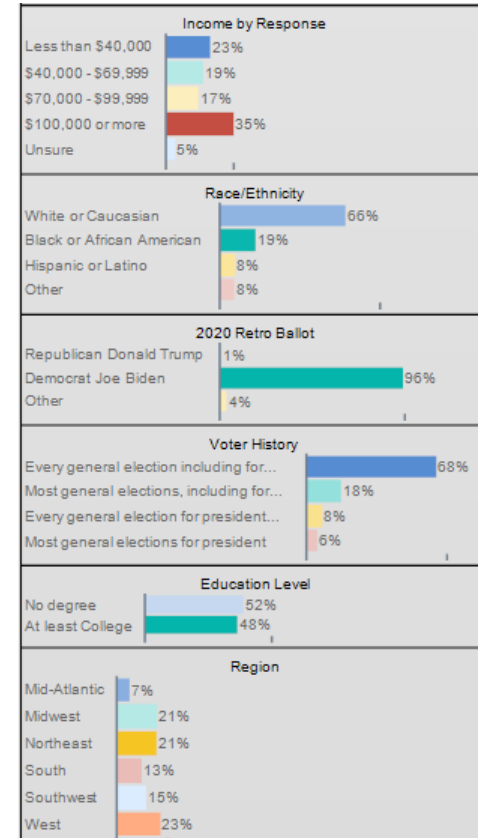
GOP Base (38%)



Moderates (20%)



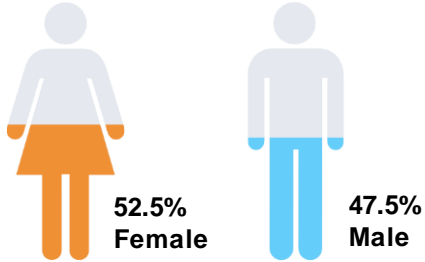
Dem Base (42%)



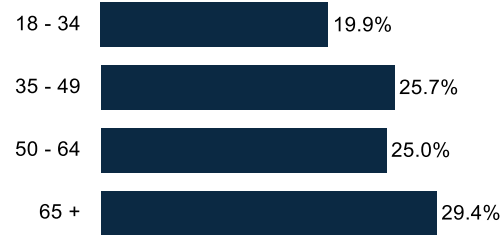
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

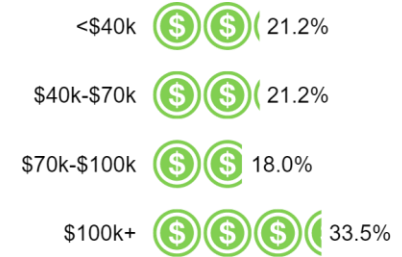
Sex



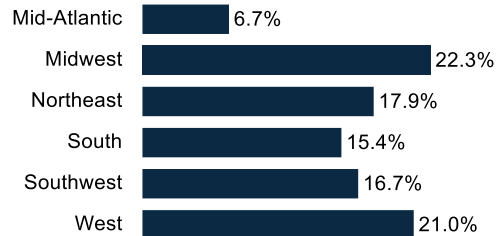
Age Range



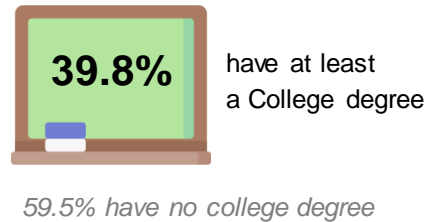
Household Income



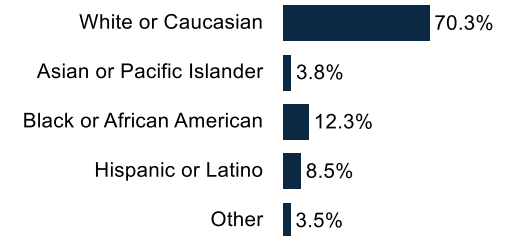
Geo - Region



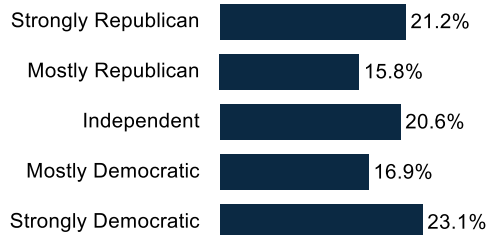
Education



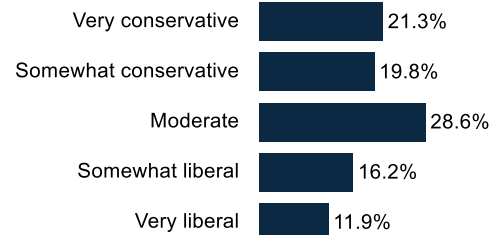
Race/ Ethnicity



Partisanship



Ideology



Voter History

