

April 24, 2023



CYGNAL

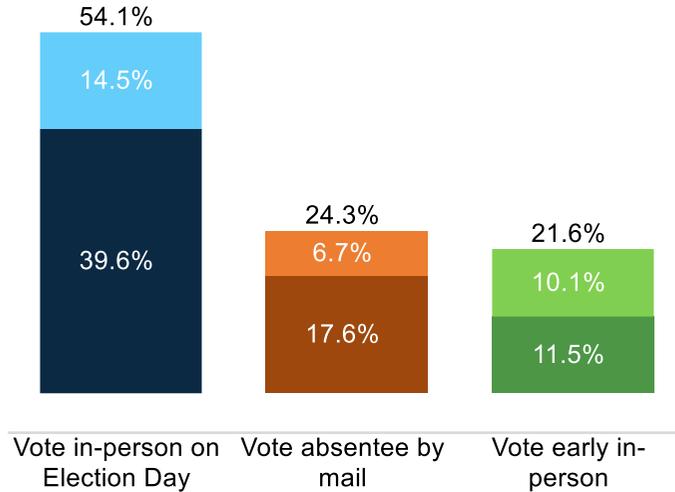
Survey of Likely General Election Voters **National**

April 18 – 20, 2023 | n=2500 | $\pm 1.94\%$

Insights & Analysis

- **Pessimism** about the direction of the country remains at midterm levels with **69%** saying the country is on the **wrong track**. The **generic Congressional ballot** is now **R+2** (R+0.6 in March). Independents continue a strong lean towards Republicans at R+12. Women continue to lean towards Democrats.
- President **Biden's image** remains **deep underwater** as he prepares to announce his re-election bid (-12 net fav) while former President **Trump's image is slightly more negative than Biden's** after the indictment (-15 net fav). Both are unfavorable to **Independents** by similar margins.
- Florida Governor Ron DeSantis now has a negative image at **-3 net fav** (Mar: +3 fav) as he has slightly lost some support from **Independents**, while **college-educated men** and **\$75k+ earners** are split on his image.
- **Inflation** remains the overwhelming top issue, holding steady from last month. It's now followed by **gun control**, largely driven by Democrats and women, and **threats to democracy**. Republicans and Independents are mostly concerned about inflation.
- Trump leads in a GOP primary by 20% ahead of Ron DeSantis as Trump's share is creeping closer to 50% after his indictment.
- Most don't know Manhattan District Attorney **Alvin Bragg**, who indicted Trump, but Americans have a negative view of **George Soros** – who (allegedly) helped him get elected.
 - A slight majority of Americans say that the indictment of Donald Trump was **politically motivated**. Women are more split on the issue compared to men.
- Potential **2024 Presidential general election matchups**:
 - Biden leads Trump 46% / 45% with 9% undecided (+1% margin movement for Trump from March)
 - Biden is tied with DeSantis at 45% / 45% with 10% undecided (no change from March)
- Close to 60% of Americans **oppose children being exposed to drag queens**, but Democrats and college-educated women are the exception.
- As polarization of our country continues, **more say the Democrats are the more extreme party**. Independents are split down the middle.

Majority of Americans plan to vote on election day

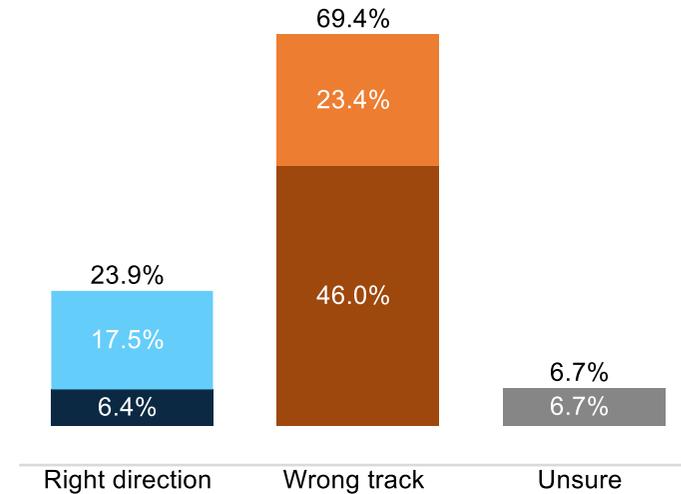


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Definitely vote	69%	67%	69%	70%	72%	68%	69%	66%	62%	67%	73%	65%	68%	72%	70%	69%	68%	73%	65%	67%	69%	65%	71%	69%	69%	69%	69%	61%	61%	72%	64%	58%
Probably vote	31%	33%	31%	30%	28%	32%	31%	34%	38%	33%	27%	35%	32%	28%	30%	31%	32%	27%	35%	33%	31%	35%	29%	31%	31%	31%	31%	39%	39%	28%	36%	42%
Vote in-person on Election Day	60%	41%	62%	53%	53%	61%	55%	45%	63%	64%	69%	55%	44%	35%	53%	51%	59%	65%	51%	46%	55%	52%	53%	49%	58%	55%	53%	52%	53%	51%	59%	60%
Vote absentee by mail	21%	33%	19%	25%	26%	18%	26%	29%	13%	20%	17%	6%	20%	55%	25%	26%	21%	15%	29%	31%	25%	19%	23%	28%	22%	26%	23%	25%	27%	26%	21%	23%
Vote early in-person	19%	26%	19%	22%	21%	21%	20%	26%	24%	15%	14%	39%	36%	10%	22%	23%	20%	20%	23%	20%	29%	24%	24%	20%	19%	24%	23%	20%	23%	20%	17%	
Definitely vote in-person on Election Day	43%	30%	46%	40%	40%	45%	40%	31%	42%	46%	53%	42%	33%	25%	41%	37%	42%	52%	34%	32%	41%	37%	38%	35%	43%	40%	39%	35%	33%	40%	40%	37%
Probably vote in-person on Election Day	17%	12%	16%	13%	13%	16%	14%	14%	21%	19%	16%	13%	11%	10%	12%	14%	17%	13%	17%	14%	14%	15%	15%	13%	15%	15%	14%	17%	19%	11%	19%	23%
Definitely vote absentee by mail	14%	25%	14%	18%	20%	13%	18%	21%	7%	13%	12%	4%	14%	43%	17%	19%	15%	10%	21%	22%	18%	13%	17%	20%	16%	19%	17%	16%	18%	20%	14%	12%
Probably vote absentee by mail	7%	9%	4%	7%	7%	5%	7%	8%	5%	7%	5%	2%	6%	12%	8%	7%	5%	4%	8%	8%	7%	6%	6%	7%	6%	7%	6%	8%	9%	7%	6%	11%
Definitely vote early in-person	12%	13%	9%	13%	12%	10%	10%	14%	12%	9%	7%	19%	22%	4%	12%	12%	10%	11%	10%	13%	11%	15%	15%	13%	10%	10%	13%	10%	13%	9%	9%	
Probably vote early in-person	8%	13%	10%	10%	9%	11%	9%	12%	12%	7%	6%	19%	15%	6%	10%	10%	10%	9%	11%	10%	10%	14%	9%	10%	10%	9%	11%	14%	11%	10%	11%	8%

How do you plan to vote in the 2024 general election for President, Congress, and state offices?

Americans even more pessimistic than previous highs

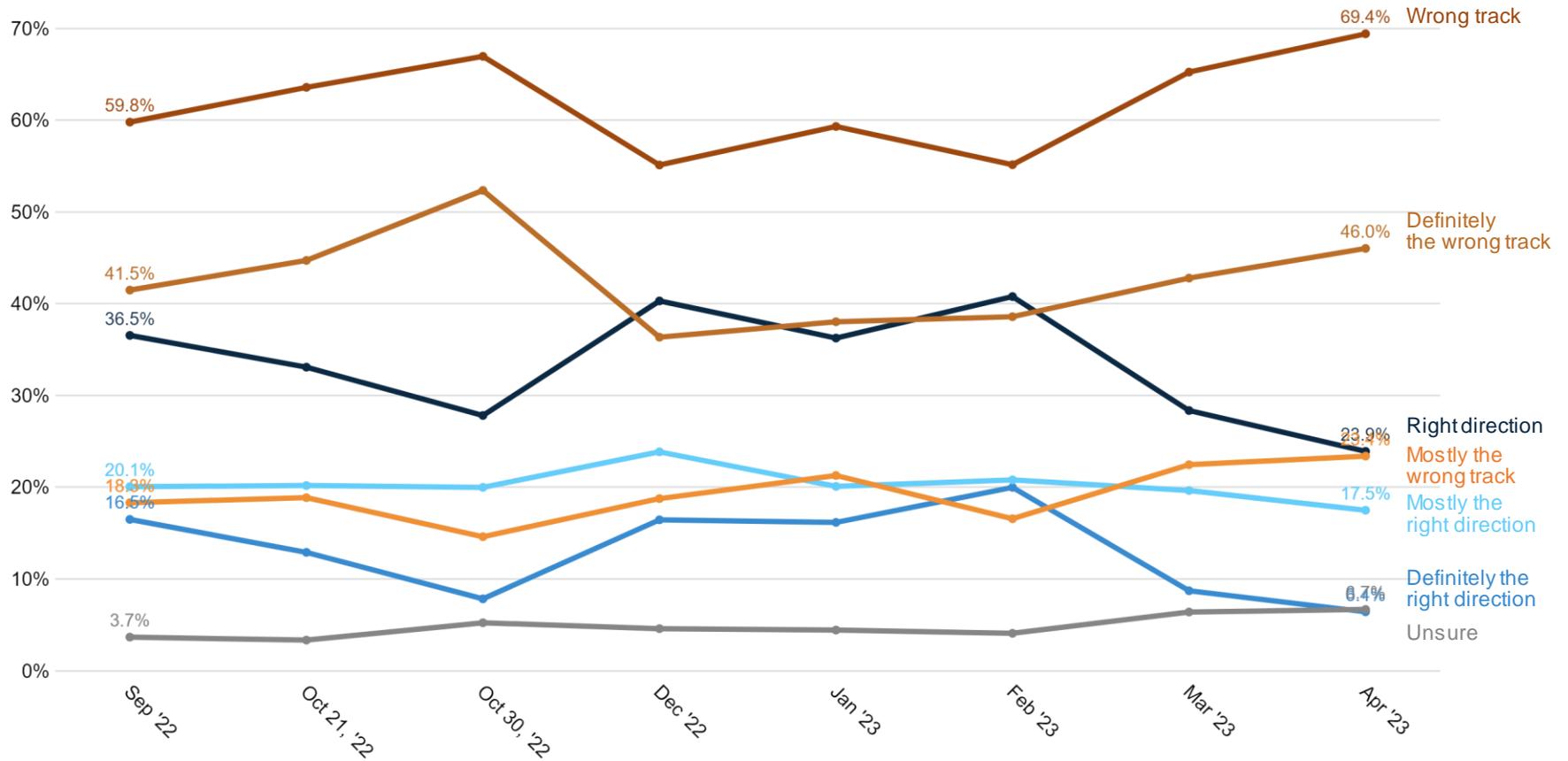
- Already surpassing the October 2022 and March highs, more than 60% of respondents across gender, age, and income breakdowns are pessimistic.
- Democrats are the most optimistic, but a slight plurality of them are pessimistic.



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Right direction	21%	27%	27%	22%	31%	20%	23%	25%	21%	22%	28%	22%	23%	25%	34%	23%	18%	6%	20%	44%	21%	41%	23%	28%	21%	26%	24%	14%	24%	23%	26%	17%
Wrong track	70%	67%	68%	74%	64%	75%	70%	66%	71%	72%	66%	72%	69%	68%	58%	70%	77%	92%	73%	47%	73%	50%	66%	65%	72%	68%	69%	64%	70%	70%	68%	72%
Definitely the right direction	6%	4%	12%	4%	11%	6%	4%	6%	5%	6%	8%	5%	8%	6%	14%	4%	4%	2%	3%	13%	5%	15%	5%	8%	5%	7%	7%	1%	4%	5%	9%	7%
Mostly the right direction	15%	23%	15%	18%	20%	14%	18%	19%	16%	17%	20%	17%	15%	19%	20%	19%	14%	4%	17%	31%	16%	26%	18%	20%	16%	19%	17%	13%	20%	18%	17%	10%
Mostly the wrong track	32%	22%	25%	14%	19%	20%	28%	26%	25%	21%	22%	24%	24%	27%	24%	20%	16%	26%	29%	22%	32%	26%	23%	23%	27%	20%	28%	37%	21%	28%	27%	
Definitely the wrong track	38%	45%	43%	60%	45%	55%	44%	38%	45%	47%	45%	50%	45%	44%	31%	46%	57%	77%	47%	18%	51%	19%	40%	41%	49%	41%	49%	36%	33%	49%	40%	45%
Unsure	9%	7%	6%	5%	5%	5%	7%	9%	8%	6%	6%	6%	8%	7%	8%	7%	5%	2%	7%	9%	6%	9%	11%	7%	6%	6%	7%	21%	6%	7%	6%	11%

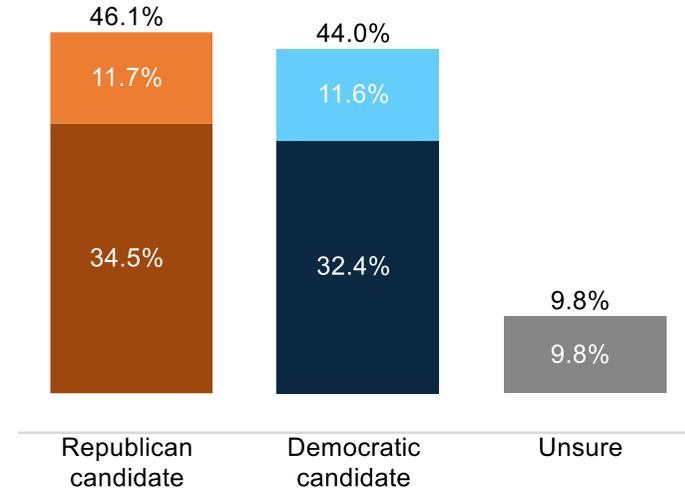
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

Trend: US Direction



Generic GOP pulls ahead after dead heat in March

- Young women continue to drift towards Democrats, while older women continue to be divided. Non-college women are evenly split between the two parties.
- Men continue to drift toward GOP, with college men only *slightly* supporting Democrats.
- Independents are now R+12 (Mar: R+8) on the ballot.



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	37%	44%	50%	56%	45%	59%	45%	33%	46%	49%	44%	52%	47%	40%	30%	46%	59%	93%	45%	5%	52%	19%	35%	39%	51%	43%	48%	47%	44%	45%
Democratic candidate	53%	47%	41%	34%	48%	31%	45%	57%	46%	41%	46%	38%	43%	50%	61%	44%	32%	3%	33%	88%	39%	71%	54%	53%	38%	47%	44%	46%	42%	36%
Definitely the Republican candidate	25%	36%	34%	46%	33%	44%	34%	24%	32%	34%	33%	39%	38%	30%	21%	35%	43%	78%	24%	3%	40%	10%	26%	29%	39%	31%	36%	38%	28%	35%
Probably the Republican candidate	12%	8%	16%	10%	11%	14%	11%	9%	14%	14%	11%	12%	9%	10%	9%	10%	16%	16%	21%	3%	12%	10%	9%	10%	13%	12%	12%	9%	16%	10%
Probably the Democratic candidate	16%	10%	11%	9%	12%	9%	13%	12%	14%	10%	10%	13%	11%	14%	13%	8%	2%	16%	18%	9%	20%	19%	12%	11%	13%	11%	9%	16%	13%	
Definitely the Democratic candidate	36%	37%	29%	26%	36%	22%	32%	45%	32%	31%	36%	25%	32%	36%	47%	31%	23%	1%	18%	70%	30%	50%	36%	41%	27%	34%	32%	36%	27%	23%
Unsure	10%	10%	10%	10%	8%	11%	10%	10%	8%	11%	10%	10%	10%	9%	10%	10%	9%	4%	22%	6%	9%	10%	11%	9%	10%	10%	8%	7%	13%	19%

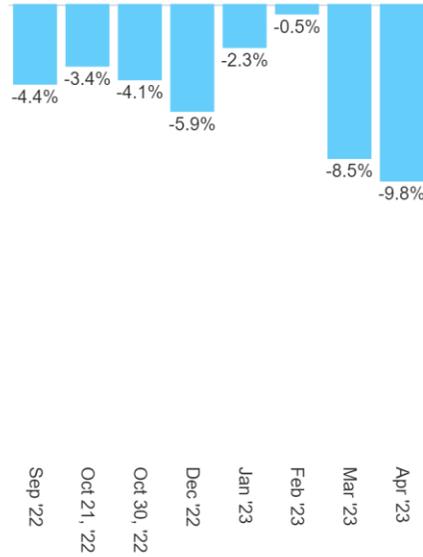
If the 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

Generic Ballot Movement

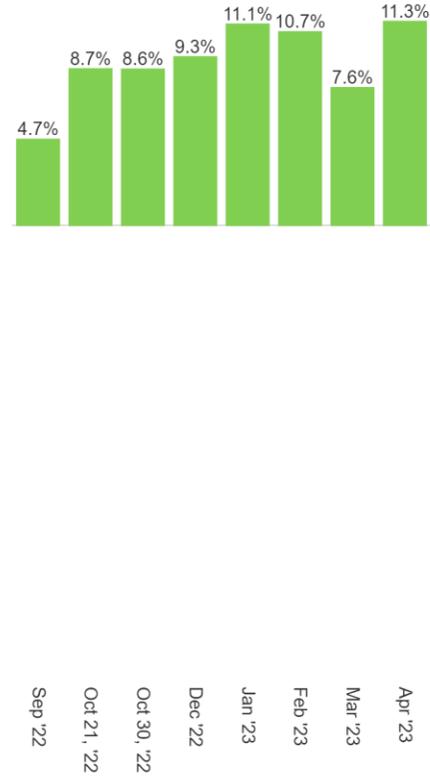
Overall (%Rep-%Dem)



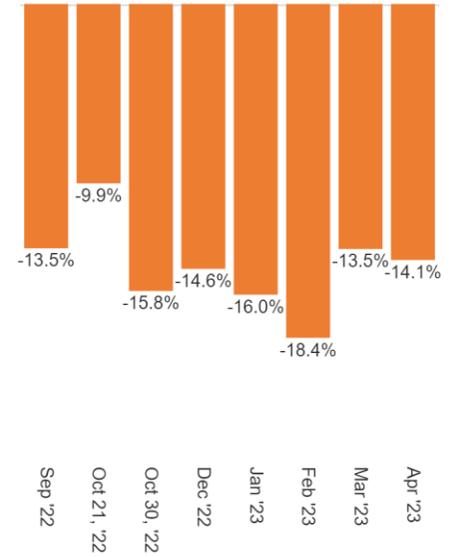
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Percent Change: Generic Ballot (Mar 2023 to Apr 2023)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	-2%	-1%	0%	-1%	1%	1%	0%	0%	0%	1%	3%	-4%	-3%	3%	-1%	-2%	2%	0%	4%	0%	1%	1%	-7%	0%	1%	-1%	0%	4%	0%	1%	5%
Democratic candidate	3%	0%	-3%	0%	-1%	-5%	0%	1%	-2%	-3%	-5%	-1%	2%	1%	0%	0%	-3%	0%	1%	-3%	-2%	1%	3%	0%	-2%	0%	1%	-4%	0%	-4%	-4%
Definitely the Republican candidate	-4%	0%	-2%	0%	2%	0%	0%	-1%	-3%	0%	2%	-4%	1%	3%	-1%	0%	0%	1%	1%	0%	1%	-2%	-5%	0%	0%	-2%	0%	0%	0%	-1%	10%
Probably the Republican candidate	2%	-1%	2%	-1%	-1%	1%	0%	0%	4%	1%	1%	0%	-4%	0%	0%	-1%	2%	-2%	3%	0%	0%	3%	-2%	0%	0%	1%	0%	4%	0%	2%	-5%
Probably the Democratic candidate	1%	-3%	-3%	1%	-1%	-3%	0%	-4%	-2%	-1%	-6%	0%	0%	-1%	-3%	-1%	-2%	0%	-1%	-4%	-2%	-3%	0%	-3%	-1%	-2%	0%	-4%	-1%	-4%	1%
Definitely the Democratic candidate	2%	3%	-1%	-1%	1%	-3%	0%	5%	0%	-2%	1%	-1%	2%	3%	2%	1%	0%	0%	1%	1%	0%	3%	3%	3%	-1%	2%	1%	0%	2%	0%	-6%
Unsure	-1%	1%	3%	1%	0%	4%	0%	-1%	1%	2%	2%	5%	1%	-4%	1%	1%	0%	1%	-5%	3%	1%	-2%	4%	0%	2%	1%	-1%	0%	0%	3%	0%

Generic Ballot by Key Voter Groups

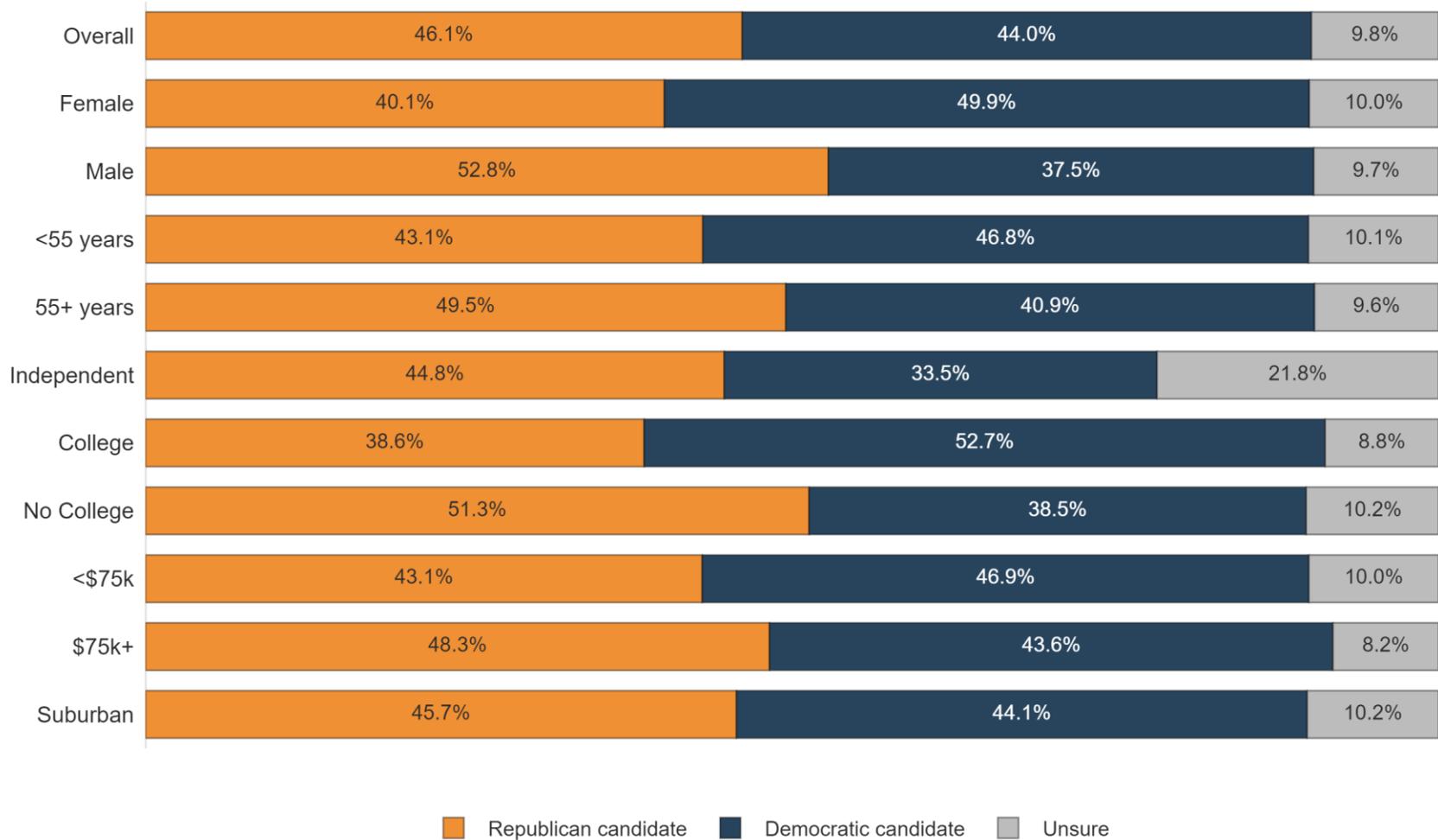


Image Tests

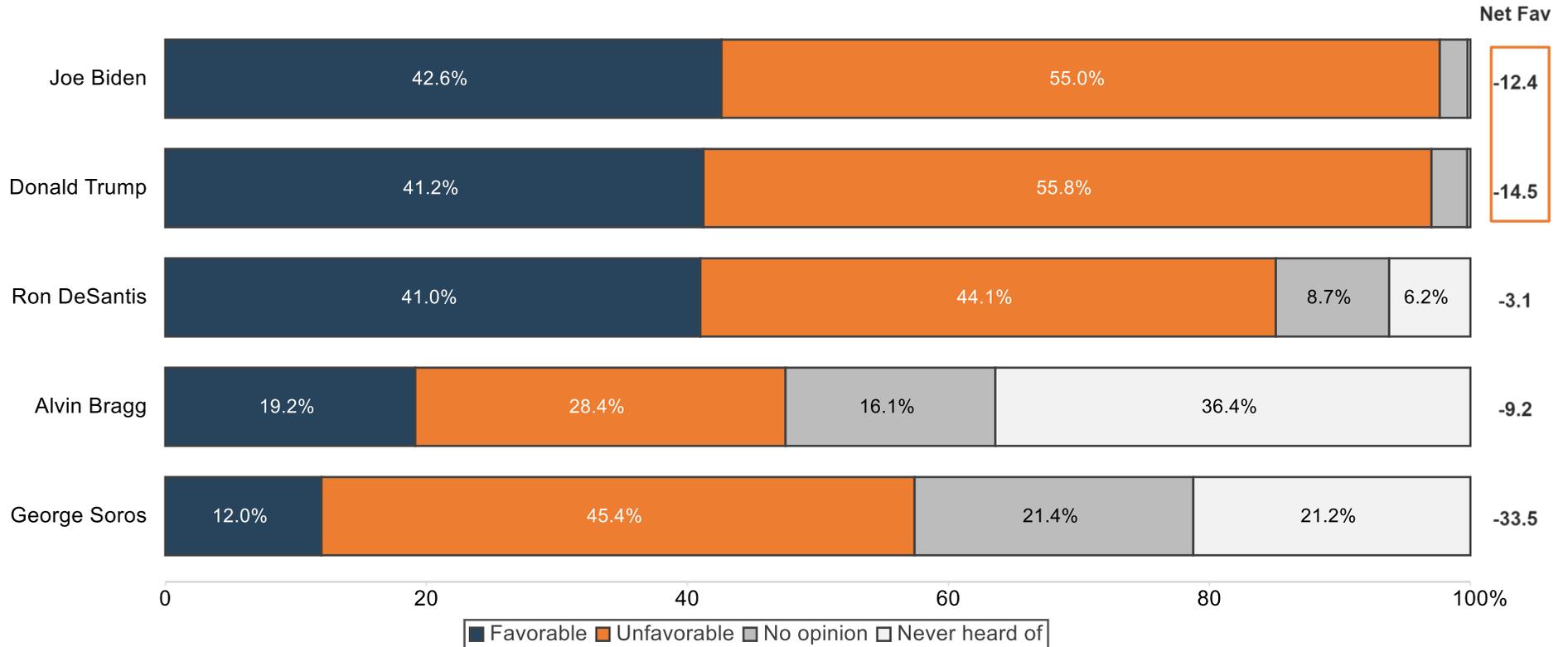


Image Tests Heatmaps

Favorable

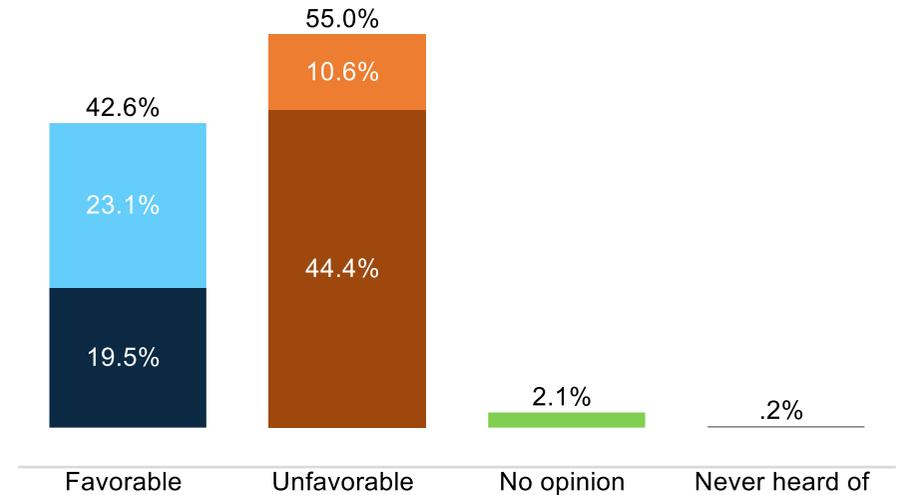
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Joe Biden	47%	47%	38%	38%	46%	32%	42%	56%	44%	39%	47%	37%	41%	48%	61%	42%	30%	6%	34%	81%	38%	75%	46%	51%	37%	46%	42%	30%	40%	44%	41%	34%
Donald Trump	36%	35%	48%	48%	39%	54%	41%	27%	42%	42%	40%	49%	44%	34%	32%	37%	55%	80%	36%	10%	45%	25%	34%	32%	47%	41%	41%	21%	32%	40%	42%	48%
Ron DeSantis	28%	39%	48%	52%	48%	51%	35%	30%	39%	41%	41%	45%	43%	37%	35%	40%	47%	76%	40%	12%	47%	19%	33%	39%	43%	35%	46%	19%	36%	43%	38%	37%
Alvin Bragg	13%	23%	20%	20%	29%	14%	15%	24%	19%	17%	24%	17%	16%	21%	28%	19%	13%	5%	16%	35%	19%	26%	15%	26%	15%	16%	23%	7%	18%	21%	16%	13%
George Soros	10%	10%	16%	11%	19%	10%	8%	14%	12%	10%	13%	9%	13%	14%	22%	11%	7%	5%	8%	21%	11%	16%	15%	16%	9%	10%	15%	4%	11%	12%	13%	10%

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Joe Biden	50%	52%	60%	60%	53%	65%	55%	43%	52%	59%	50%	62%	57%	49%	37%	55%	68%	92%	62%	18%	61%	22%	51%	48%	60%	51%	57%	59%	58%	55%	55%	59%
Donald Trump	60%	62%	50%	50%	60%	43%	55%	70%	57%	55%	57%	48%	52%	64%	65%	60%	43%	18%	61%	88%	53%	70%	64%	66%	49%	56%	57%	69%	65%	58%	55%	45%
Ron DeSantis	43%	51%	41%	41%	49%	35%	41%	57%	42%	45%	47%	35%	42%	50%	48%	48%	35%	11%	46%	73%	42%	49%	51%	53%	38%	45%	45%	49%	44%	47%	40%	32%
Alvin Bragg	19%	24%	32%	41%	34%	38%	23%	18%	28%	29%	31%	28%	28%	26%	20%	31%	31%	47%	33%	10%	30%	18%	23%	26%	30%	26%	31%	12%	25%	32%	24%	18%
George Soros	32%	42%	50%	61%	53%	57%	36%	38%	42%	47%	48%	44%	44%	45%	32%	49%	49%	66%	51%	25%	50%	25%	38%	45%	46%	41%	49%	31%	41%	51%	37%	29%

Biden unfavorable image steady from last month

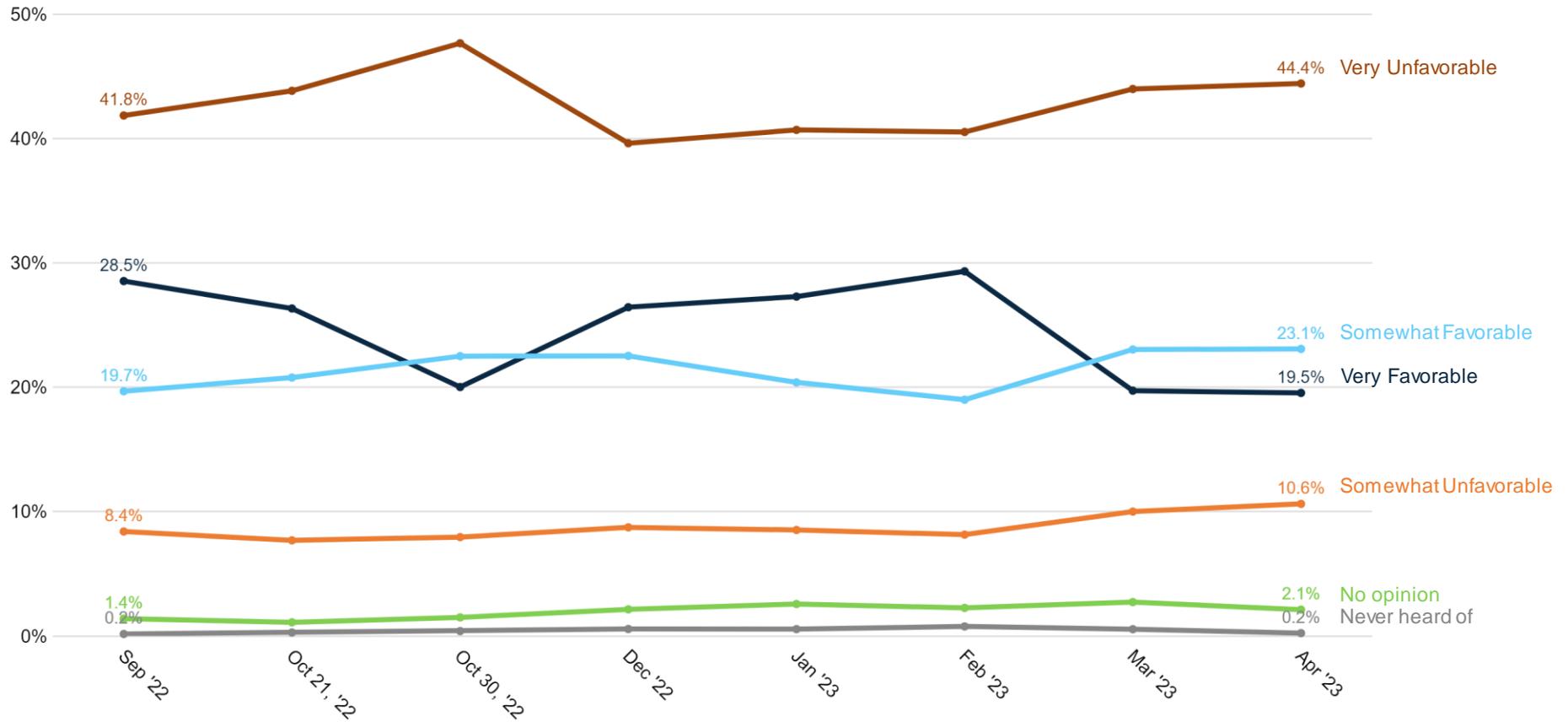
- Hispanics are slowly drifting away from Joe Biden, while Black voters are solidly behind him.
- The Northeast continues to be split, while unfavorability for Biden is growing in the West.
- Men and non-college voters continue to have a sour image of Biden compared to women and college-educated voters.



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	47%	47%	38%	38%	46%	32%	42%	56%	44%	39%	47%	37%	41%	48%	61%	42%	30%	6%	34%	81%	38%	75%	46%	51%	37%	46%	42%	30%	40%	44%	41%	34%
Unfavorable Total	50%	52%	60%	60%	53%	65%	55%	43%	52%	59%	50%	62%	57%	49%	37%	55%	68%	92%	62%	18%	61%	22%	51%	48%	60%	51%	57%	59%	58%	55%	55%	59%
Very favorable	17%	27%	16%	19%	21%	15%	20%	24%	19%	17%	22%	17%	20%	22%	32%	18%	13%	3%	10%	40%	17%	37%	21%	23%	18%	20%	20%	5%	9%	21%	18%	13%
Somewhat favorable	30%	20%	22%	19%	25%	17%	22%	31%	24%	22%	25%	20%	20%	26%	29%	24%	17%	3%	24%	41%	20%	38%	26%	28%	20%	25%	21%	26%	30%	23%	23%	21%
Somewhat unfavorable	13%	8%	15%	6%	10%	11%	10%	12%	8%	10%	11%	10%	11%	12%	12%	11%	8%	5%	17%	12%	9%	11%	16%	11%	10%	11%	11%	26%	20%	8%	14%	18%
Very unfavorable	37%	43%	45%	54%	43%	54%	45%	31%	45%	49%	39%	52%	46%	37%	25%	44%	59%	86%	46%	6%	51%	12%	35%	37%	49%	41%	46%	33%	38%	47%	41%	41%
No opinion	3%	2%	2%	2%	1%	2%	3%	2%	4%	2%	3%	1%	2%	3%	2%	2%	2%	2%	4%	1%	2%	2%	2%	1%	3%	3%	1%	9%	3%	1%	4%	5%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%

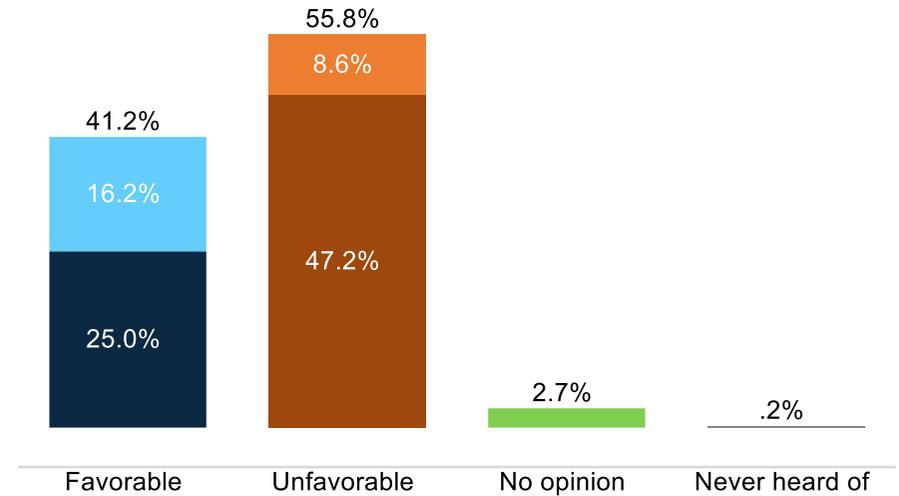
Do you have a favorable or unfavorable opinion of Joe Biden?

Trend: Joe Biden Image



Trump image steady from previous survey, similar to Biden

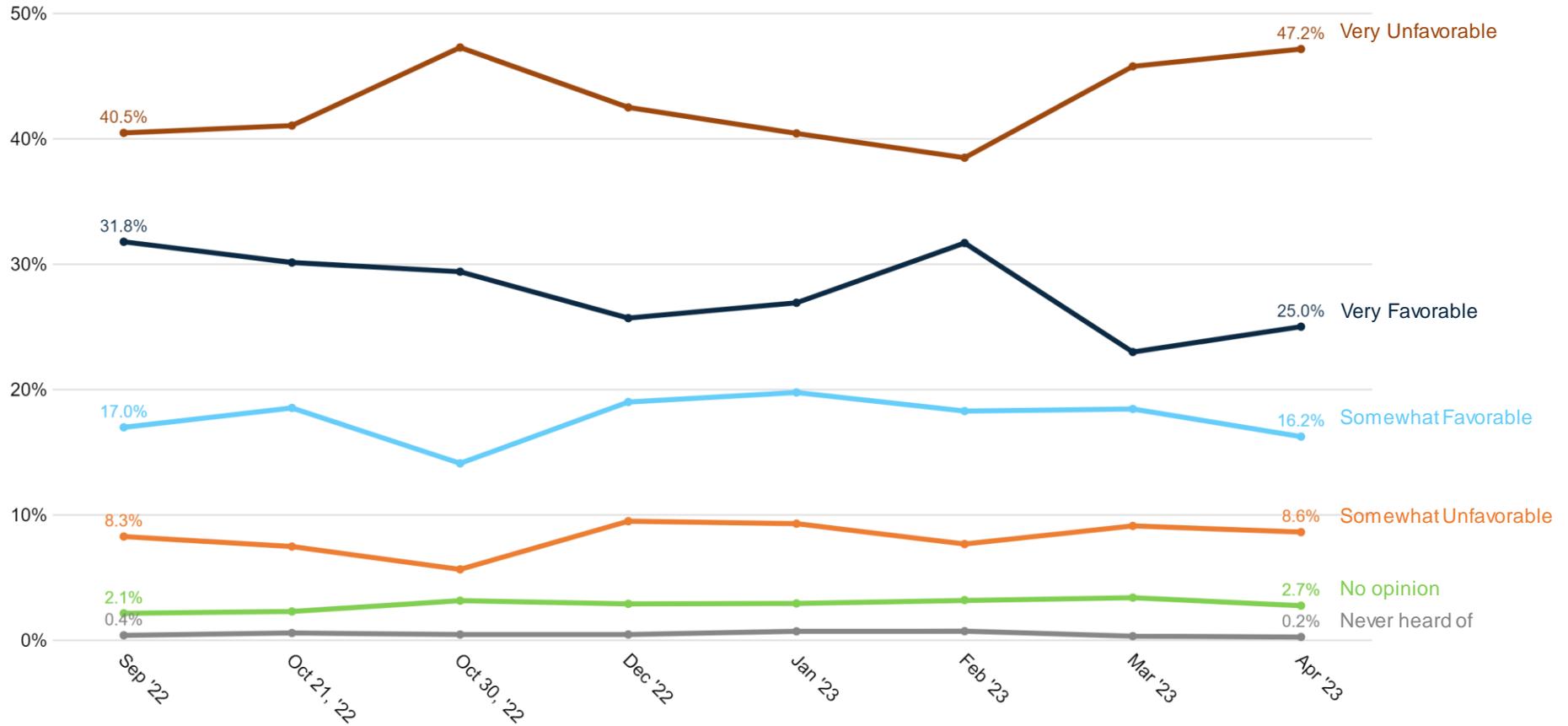
- Trump and Biden have similar unfavorable images among Independents and hold similar party loyalties.
- Women and college-educated have a deeper negative image of Trump than Biden. Men and non-college voters are split on Trump's image.
- The South is also divided on their view of Trump.



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	36%	35%	48%	48%	39%	54%	41%	27%	42%	42%	40%	49%	44%	34%	32%	37%	55%	80%	36%	10%	45%	25%	34%	32%	47%	41%	41%	21%	32%	40%	42%	48%
Unfavorable Total	60%	62%	50%	50%	60%	43%	55%	70%	57%	55%	57%	48%	52%	64%	65%	60%	43%	18%	61%	88%	53%	70%	64%	66%	49%	56%	57%	69%	65%	58%	55%	45%
Very favorable	23%	21%	27%	30%	20%	34%	27%	14%	26%	23%	22%	31%	30%	21%	20%	22%	34%	51%	17%	7%	27%	18%	22%	17%	30%	27%	22%	9%	16%	24%	25%	34%
Somewhat favorable	12%	15%	21%	18%	18%	20%	14%	13%	16%	19%	18%	18%	14%	13%	15%	21%	29%	19%	3%	18%	7%	12%	15%	17%	13%	19%	11%	16%	16%	17%	14%	
Somewhat unfavorable	8%	6%	12%	8%	10%	11%	7%	7%	11%	7%	8%	7%	11%	8%	10%	7%	10%	12%	6%	8%	6%	14%	8%	9%	7%	10%	14%	16%	7%	11%	10%	
Very unfavorable	52%	56%	38%	42%	51%	32%	48%	63%	46%	48%	49%	40%	45%	53%	56%	50%	36%	8%	49%	83%	44%	64%	50%	57%	41%	49%	47%	56%	48%	50%	44%	35%
No opinion	4%	2%	2%	2%	1%	3%	3%	3%	1%	3%	3%	2%	4%	2%	3%	3%	2%	3%	3%	1%	2%	5%	2%	2%	3%	3%	2%	10%	3%	2%	4%	6%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	

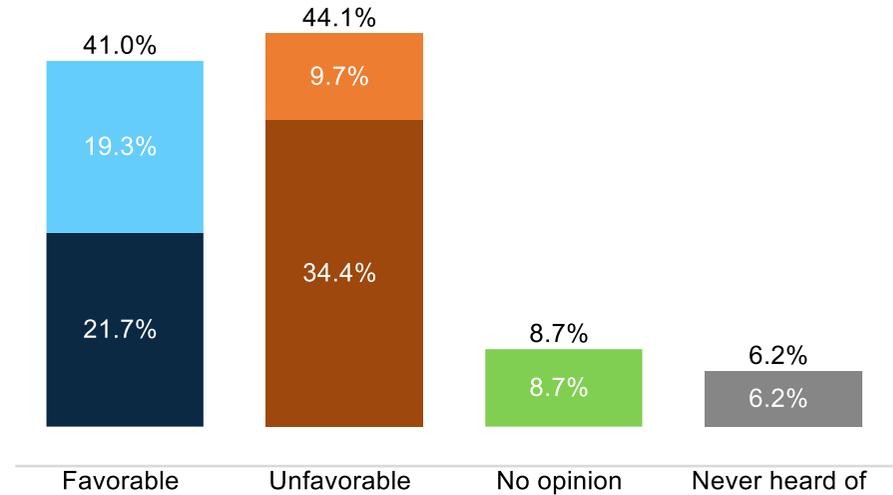
Do you have a favorable or unfavorable opinion of Donald Trump?

Trend: Donald Trump Image



DeSantis is now slightly underwater compared to March

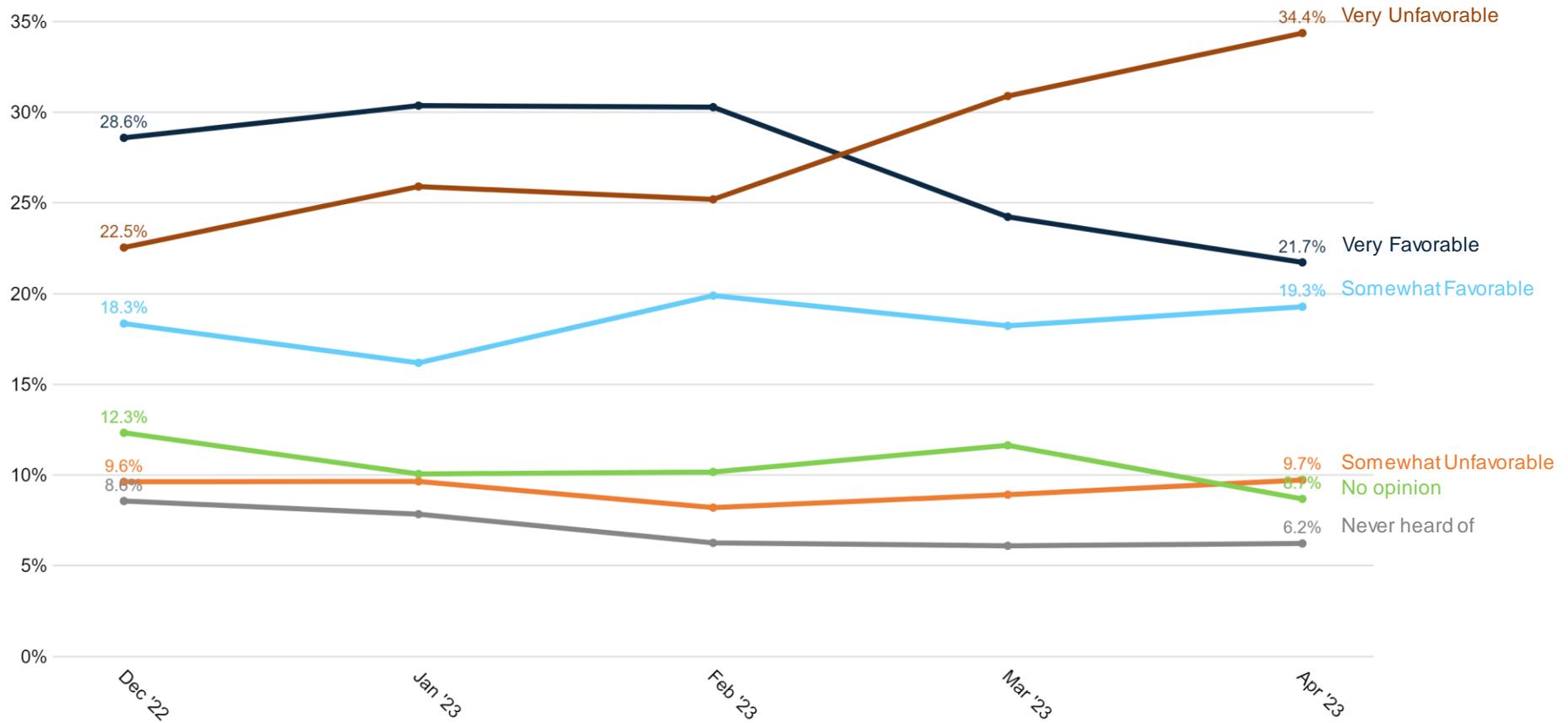
- DeSantis continues to have a lower unfavorable image than Trump, but he is now *slightly* underwater after having a +3 net fav in March.
- He is now -6 with Independent voters (Mar: -5).
- \$75k+ earners and college-educated men are split on his overall image.



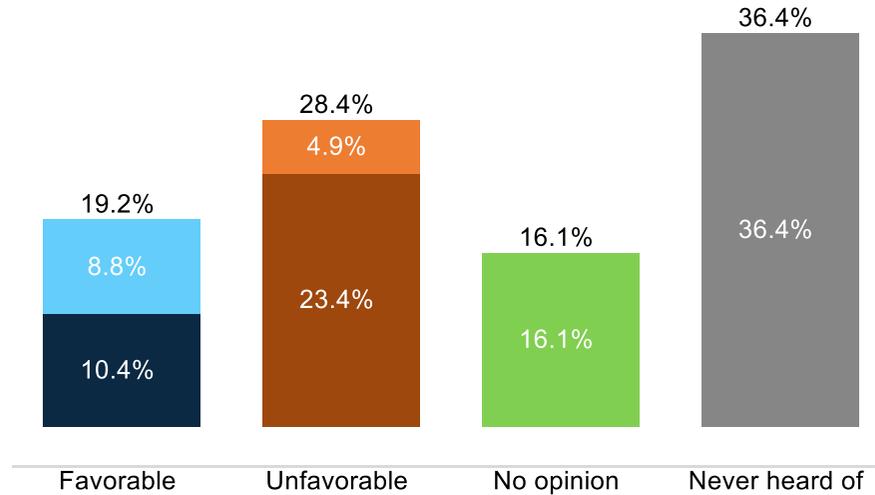
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	28%	39%	48%	52%	48%	51%	35%	30%	39%	41%	41%	45%	43%	37%	35%	40%	47%	76%	40%	12%	47%	19%	33%	39%	43%	35%	46%	19%	36%	43%	38%	37%
Unfavorable Total	43%	51%	41%	41%	49%	35%	41%	57%	42%	45%	47%	35%	42%	50%	48%	35%	11%	46%	73%	42%	49%	51%	53%	38%	45%	45%	49%	44%	47%	40%	32%	
Very favorable	15%	19%	24%	31%	28%	27%	17%	16%	20%	20%	22%	24%	26%	19%	18%	22%	25%	45%	16%	4%	25%	7%	16%	22%	22%	17%	26%	2%	13%	24%	18%	15%
Somewhat favorable	13%	19%	24%	22%	20%	25%	18%	14%	20%	22%	19%	21%	17%	17%	19%	22%	30%	24%	7%	21%	11%	18%	17%	21%	18%	21%	17%	23%	19%	19%	22%	
Somewhat unfavorable	9%	8%	13%	8%	11%	11%	10%	7%	9%	9%	9%	9%	8%	13%	9%	11%	8%	7%	13%	11%	8%	15%	11%	9%	10%	11%	9%	17%	15%	8%	13%	11%
Very unfavorable	34%	43%	27%	33%	37%	25%	31%	50%	34%	35%	38%	26%	33%	38%	39%	37%	27%	4%	34%	63%	34%	34%	39%	44%	28%	34%	35%	32%	29%	39%	27%	21%
No opinion	15%	8%	6%	5%	2%	8%	13%	9%	10%	7%	9%	11%	8%	8%	10%	8%	9%	7%	9%	9%	7%	14%	9%	6%	10%	11%	5%	22%	12%	6%	12%	14%
Never heard of	14%	2%	5%	2%	0%	6%	11%	4%	8%	7%	3%	10%	7%	5%	7%	4%	9%	6%	5%	6%	4%	18%	7%	2%	9%	9%	4%	10%	9%	3%	10%	17%

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

Trend: Ron DeSantis Image



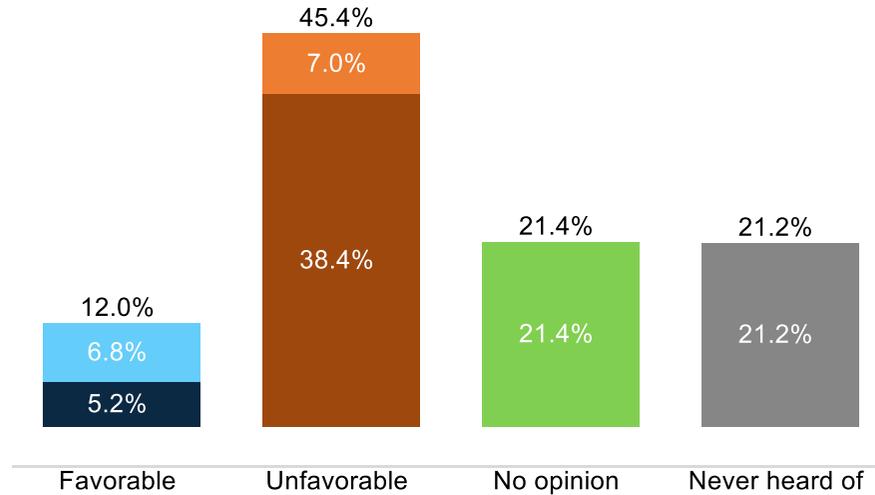
A third of voters don't know Dist. Atty. who indicted Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	13%	23%	20%	20%	29%	14%	15%	24%	19%	17%	24%	17%	16%	21%	28%	19%	13%	5%	16%	35%	19%	26%	15%	26%	15%	16%	23%	7%	18%	21%	16%	13%
Unfavorable Total	19%	24%	32%	41%	34%	38%	23%	18%	28%	29%	31%	28%	26%	20%	31%	31%	47%	33%	10%	30%	18%	23%	26%	30%	26%	31%	12%	25%	32%	24%	18%	
Very favorable	5%	17%	8%	12%	14%	7%	9%	14%	13%	10%	12%	8%	9%	12%	15%	10%	8%	2%	7%	20%	11%	12%	10%	14%	8%	9%	13%	1%	6%	13%	7%	4%
Somewhat favorable	8%	6%	13%	8%	15%	8%	6%	9%	7%	7%	12%	10%	7%	9%	13%	9%	5%	3%	9%	14%	8%	14%	5%	12%	7%	8%	10%	6%	12%	8%	10%	9%
Somewhat unfavorable	6%	3%	7%	3%	4%	6%	5%	4%	5%	4%	6%	5%	4%	6%	5%	5%	5%	4%	7%	5%	4%	7%	8%	4%	6%	4%	5%	9%	4%	7%	6%	
Very unfavorable	12%	21%	24%	39%	30%	32%	18%	14%	23%	24%	25%	24%	24%	20%	15%	26%	26%	44%	26%	5%	26%	10%	15%	22%	24%	20%	27%	7%	16%	28%	16%	12%
No opinion	18%	17%	17%	13%	13%	15%	17%	18%	18%	15%	18%	14%	19%	15%	17%	15%	14%	17%	17%	15%	17%	20%	16%	16%	17%	14%	24%	19%	15%	17%	18%	
Never heard of	50%	36%	32%	26%	24%	32%	45%	40%	35%	39%	27%	40%	37%	38%	37%	33%	41%	34%	34%	39%	36%	40%	43%	33%	39%	41%	32%	57%	37%	32%	43%	50%

Do you have a favorable or unfavorable opinion of Alvin Bragg?

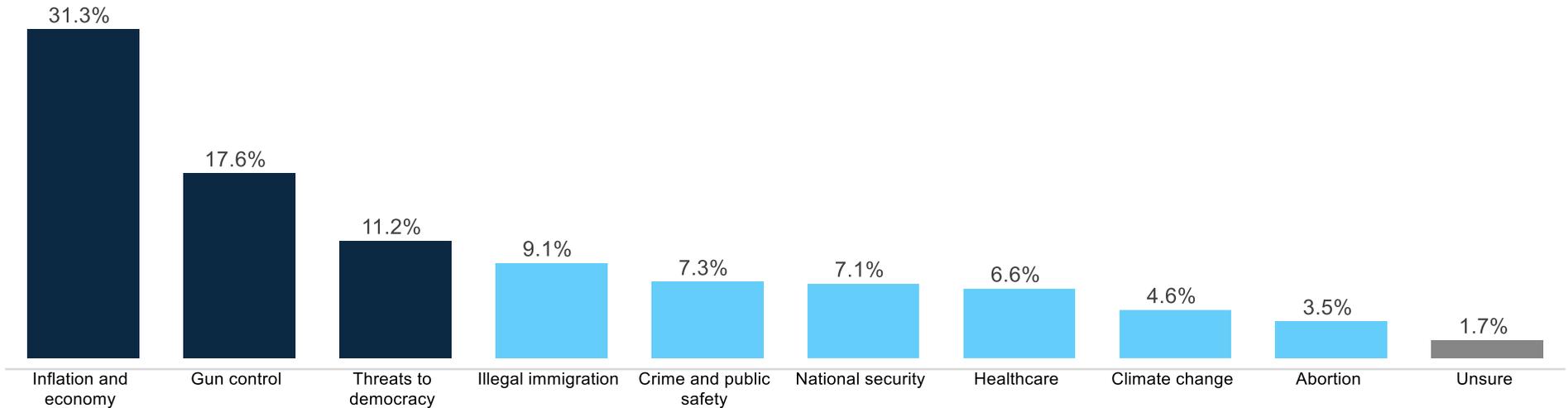
George Soros underwater across electorate; Dems divided



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	10%	10%	16%	11%	19%	10%	8%	14%	12%	10%	13%	9%	13%	14%	22%	11%	7%	5%	8%	21%	11%	16%	15%	16%	9%	10%	15%	4%	11%	12%	13%	10%
Unfavorable Total	32%	42%	50%	61%	53%	57%	36%	38%	42%	47%	48%	44%	44%	45%	32%	49%	49%	66%	51%	25%	50%	25%	38%	45%	46%	41%	49%	31%	41%	51%	37%	29%
Very favorable	4%	4%	7%	5%	8%	5%	3%	6%	5%	4%	7%	4%	6%	6%	11%	4%	3%	2%	3%	9%	5%	5%	6%	7%	4%	4%	6%	1%	4%	5%	5%	4%
Somewhat favorable	6%	6%	9%	6%	12%	5%	5%	7%	8%	6%	6%	6%	6%	9%	11%	7%	4%	2%	5%	12%	6%	11%	9%	9%	5%	5%	9%	3%	7%	6%	8%	6%
Somewhat unfavorable	7%	4%	10%	7%	9%	8%	6%	5%	7%	8%	8%	6%	5%	8%	8%	5%	5%	10%	8%	6%	9%	11%	7%	7%	7%	7%	10%	13%	5%	10%	9%	
Very unfavorable	25%	38%	40%	54%	44%	48%	30%	33%	35%	39%	40%	38%	38%	37%	24%	42%	44%	61%	41%	17%	44%	17%	27%	38%	39%	34%	42%	21%	29%	46%	28%	20%
No opinion	24%	24%	20%	16%	20%	17%	23%	25%	23%	22%	23%	22%	21%	19%	22%	21%	21%	14%	23%	27%	20%	24%	20%	23%	20%	22%	20%	28%	25%	20%	23%	25%
Never heard of	33%	24%	14%	12%	8%	17%	32%	23%	23%	21%	16%	24%	23%	22%	24%	19%	23%	15%	18%	27%	18%	35%	27%	16%	25%	27%	16%	38%	23%	17%	27%	36%

Do you have a favorable or unfavorable opinion of George Soros?

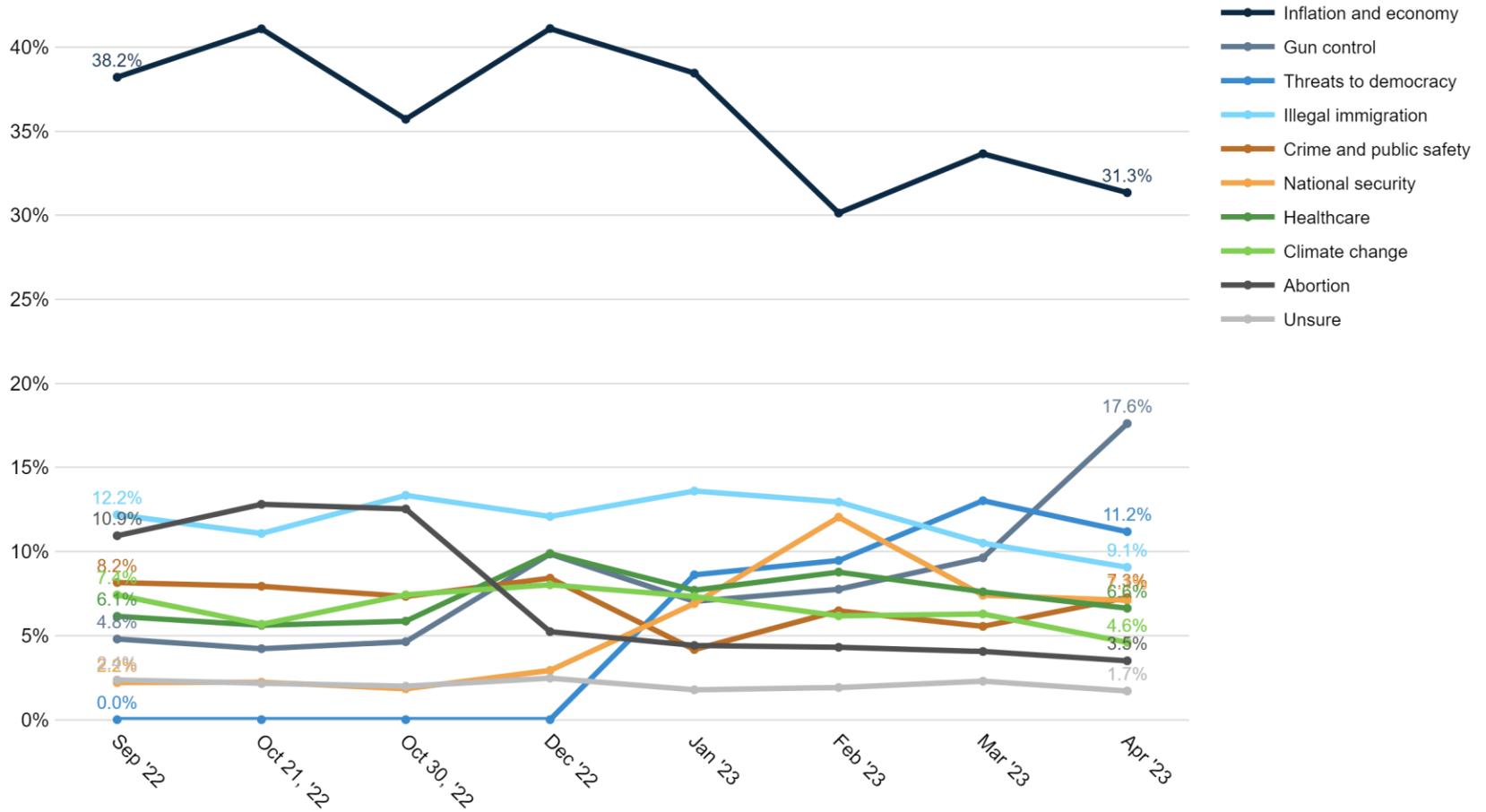
Inflation is on top, but gun control rises above democracy



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	31%	24%	40%	31%	33%	37%	31%	23%	29%	31%	32%	34%	32%	29%	27%	30%	36%	43%	36%	19%	32%	28%	29%	28%	34%	30%	33%	34%	36%	30%	32%	38%
Gun control	24%	22%	12%	12%	13%	11%	20%	27%	20%	19%	20%	14%	15%	19%	19%	20%	13%	4%	15%	32%	16%	26%	25%	20%	16%	20%	16%	18%	17%	17%	19%	19%
Threats to democracy	6%	15%	9%	15%	15%	11%	9%	13%	13%	12%	10%	10%	12%	11%	9%	11%	12%	10%	9%	13%	12%	8%	8%	14%	9%	10%	13%	8%	10%	14%	8%	2%
Illegal immigration	4%	12%	8%	13%	7%	13%	9%	6%	7%	9%	7%	10%	15%	7%	6%	9%	12%	17%	8%	2%	10%	5%	9%	7%	11%	10%	8%	6%	6%	10%	9%	7%
Crime and public safety	8%	7%	7%	8%	7%	8%	8%	6%	8%	7%	8%	7%	5%	9%	10%	7%	5%	8%	9%	5%	7%	10%	6%	6%	8%	7%	7%	13%	8%	7%	9%	8%
National security	5%	8%	5%	11%	8%	7%	7%	6%	8%	6%	7%	10%	7%	7%	5%	7%	8%	13%	6%	3%	8%	2%	6%	7%	7%	6%	7%	5%	8%	8%	7%	4%
Healthcare	10%	4%	8%	5%	7%	6%	7%	6%	7%	5%	8%	6%	8%	8%	6%	6%	3%	7%	10%	6%	10%	6%	6%	7%	8%	6%	7%	7%	6%	7%	9%	
Climate change	5%	4%	7%	2%	6%	4%	4%	6%	4%	4%	5%	3%	4%	7%	8%	4%	3%	0%	4%	9%	4%	3%	5%	6%	4%	5%	3%	4%	4%	5%	5%	
Abortion	5%	4%	3%	2%	4%	2%	3%	6%	2%	4%	3%	4%	4%	3%	5%	3%	3%	1%	2%	6%	3%	5%	4%	5%	3%	4%	4%	1%	3%	4%	3%	1%
Unsure	2%	1%	2%	1%	0%	2%	2%	1%	1%	1%	3%	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	6%	2%	1%	2%	7%

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

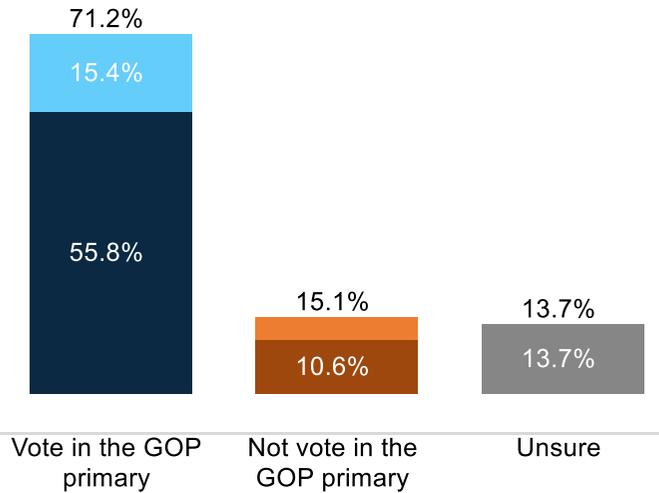
Trend: Top Priority



Percent Change: Top Priority (Mar 2023 to Apr 2023)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	-5%	-1%	0%	7%	0%	1%	-2%	-9%	-8%	-2%	-1%	-7%	4%	-3%	-4%	-5%	2%	0%	-1%	-4%	-2%	-4%	-3%	-5%	-1%	-5%	1%	-12%	-2%	-2%	-2%	-5%
Gun control	12%	11%	4%	4%	4%	4%	11%	13%	13%	8%	9%	7%	5%	8%	7%	9%	6%	2%	6%	15%	8%	12%	8%	9%	7%	11%	6%	11%	5%	7%	10%	13%
Threats to democracy	-4%	-5%	-2%	-4%	1%	-3%	-3%	-2%	0%	-1%	-3%	-4%	-1%	-2%	-3%	-1%	-2%	0%	-4%	-3%	-2%	-4%	0%	-1%	-3%	-2%	-2%	-1%	1%	-1%	-3%	-5%
Illegal immigration	-2%	-3%	-1%	-7%	-4%	0%	-1%	0%	1%	-2%	-4%	1%	0%	-2%	-2%	-2%	-1%	-3%	-1%	-1%	-2%	2%	0%	-2%	-1%	0%	-3%	0%	1%	-2%	0%	1%
Crime and public safety	3%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	3%	-1%	3%	4%	2%	0%	2%	2%	1%	2%	2%	-3%	1%	2%	1%	2%	5%	1%	2%	2%	-2%
National security	-1%	-2%	-1%	-1%	1%	-1%	-1%	0%	-2%	-1%	0%	3%	-1%	-1%	-1%	0%	0%	1%	0%	-2%	0%	-3%	1%	0%	-1%	-1%	-1%	-1%	0%	-1%	1%	-1%
Healthcare	0%	-4%	0%	2%	1%	0%	-2%	-3%	-2%	-2%	-1%	0%	-3%	1%	-2%	0%	-2%	-1%	1%	-2%	-1%	0%	-1%	-1%	-1%	0%	-2%	-2%	0%	-3%	-3%	
Climate change	-1%	-1%	-1%	-3%	-3%	-2%	-1%	-2%	0%	-2%	-3%	-1%	-3%	-1%	-2%	-2%	-1%	-1%	0%	-4%	-2%	-2%	-2%	-2%	-1%	-1%	-2%	1%	-2%	-2%	-1%	0%
Abortion	-1%	1%	-1%	1%	1%	-1%	-2%	1%	-3%	0%	-1%	0%	0%	-1%	2%	-1%	-2%	0%	-2%	0%	-1%	-1%	1%	1%	-2%	-1%	1%	-3%	-1%	1%	-3%	-2%
Unsure	-1%	0%	0%	0%	-1%	0%	-1%	0%	0%	0%	1%	-2%	0%	-2%	0%	-1%	0%	-1%	0%	-1%	0%	-2%	-2%	-1%	-1%	-1%	-1%	2%	-1%	-1%	0%	4%

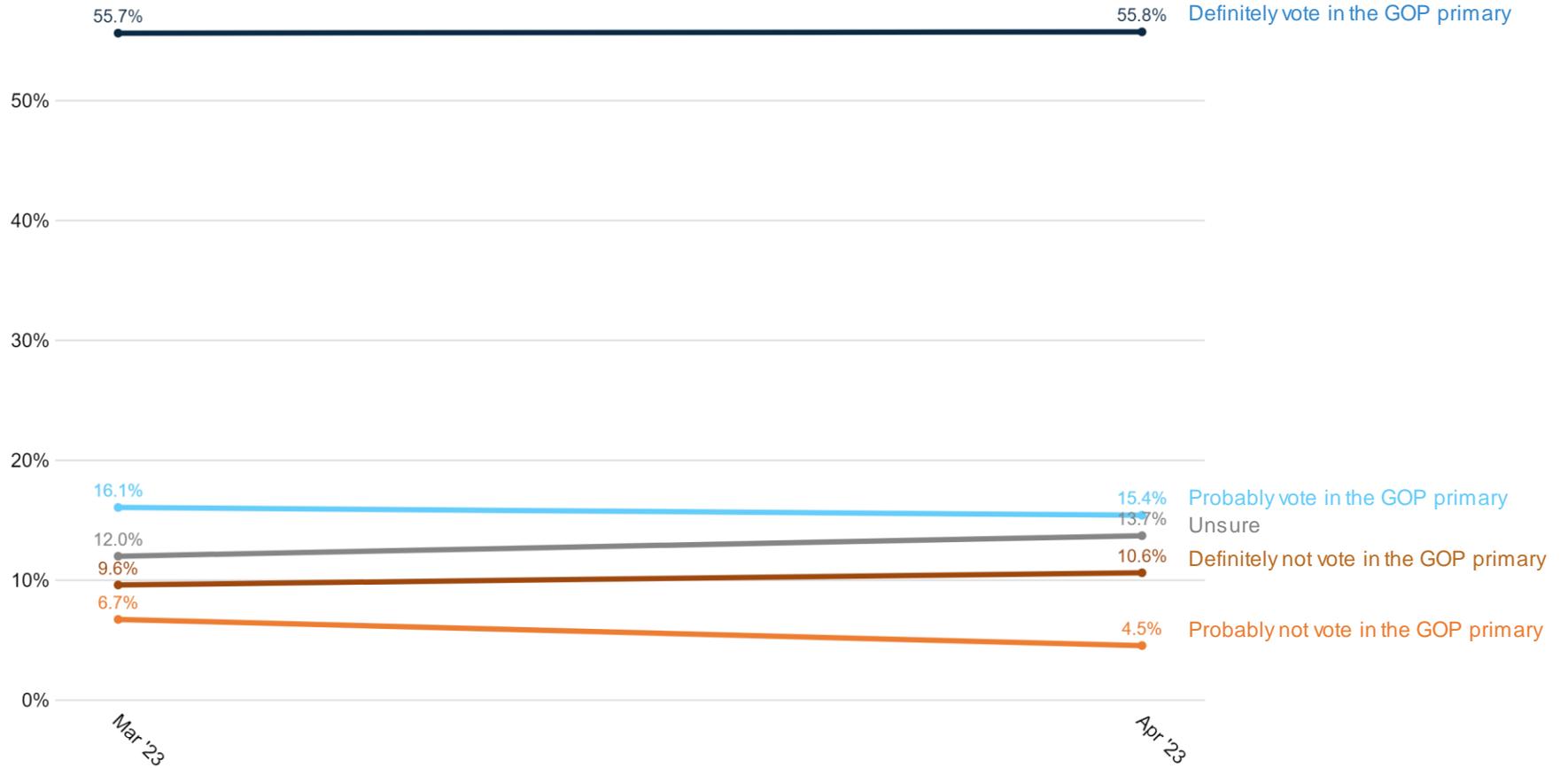
GOP Prez Primary Screener



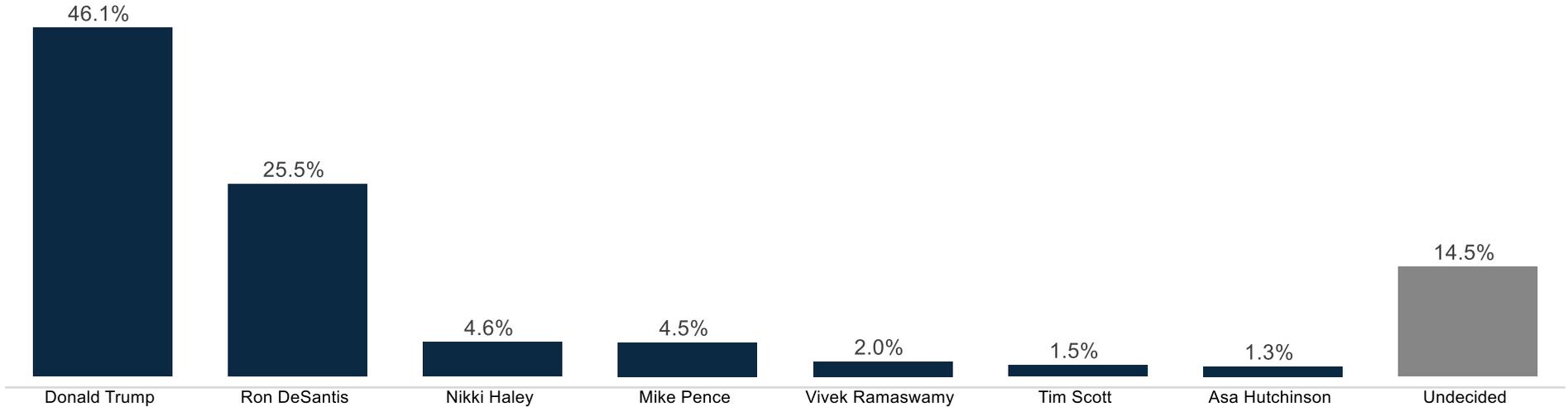
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Vote in the GOP primary	71%	75%	68%	72%	69%	70%	74%	71%	64%	76%	65%	82%	70%	65%	62%	71%	75%	87%	45%	74%	52%	57%	70%	72%	67%	75%	35%	64%	76%	65%	55%
Not vote in the GOP primary	13%	13%	18%	16%	20%	15%	11%	17%	24%	14%	19%	10%	14%	16%	20%	15%	13%	7%	29%	13%	31%	23%	19%	13%	16%	15%	15%	22%	14%	17%	15%
Definitely vote in the GOP primary	51%	64%	49%	60%	55%	54%	59%	55%	49%	54%	53%	68%	56%	52%	45%	56%	60%	72%	28%	60%	32%	38%	55%	56%	52%	59%	23%	34%	64%	44%	34%
Probably vote in the GOP primary	20%	11%	19%	12%	13%	17%	15%	17%	15%	22%	12%	14%	14%	13%	17%	15%	15%	17%	15%	20%	19%	15%	16%	16%	16%	12%	29%	12%	21%	21%	
Probably not vote in the GOP primary	5%	3%	6%	3%	7%	4%	3%	6%	6%	5%	4%	5%	3%	5%	3%	5%	5%	3%	7%	4%	10%	6%	6%	4%	3%	6%	3%	10%	4%	6%	4%
Definitely not vote in the GOP primary	8%	10%	12%	13%	14%	11%	7%	11%	18%	9%	15%	5%	11%	11%	18%	11%	8%	4%	22%	9%	20%	18%	13%	10%	13%	9%	11%	12%	10%	11%	11%
Unsure	16%	13%	14%	12%	11%	14%	16%	11%	12%	11%	16%	8%	15%	19%	18%	14%	12%	6%	26%	13%	17%	19%	11%	15%	17%	10%	50%	14%	10%	18%	29%

Do you plan to vote in the 2024 Republican primary election for President?

Trend: GOP Prez Primary Screener



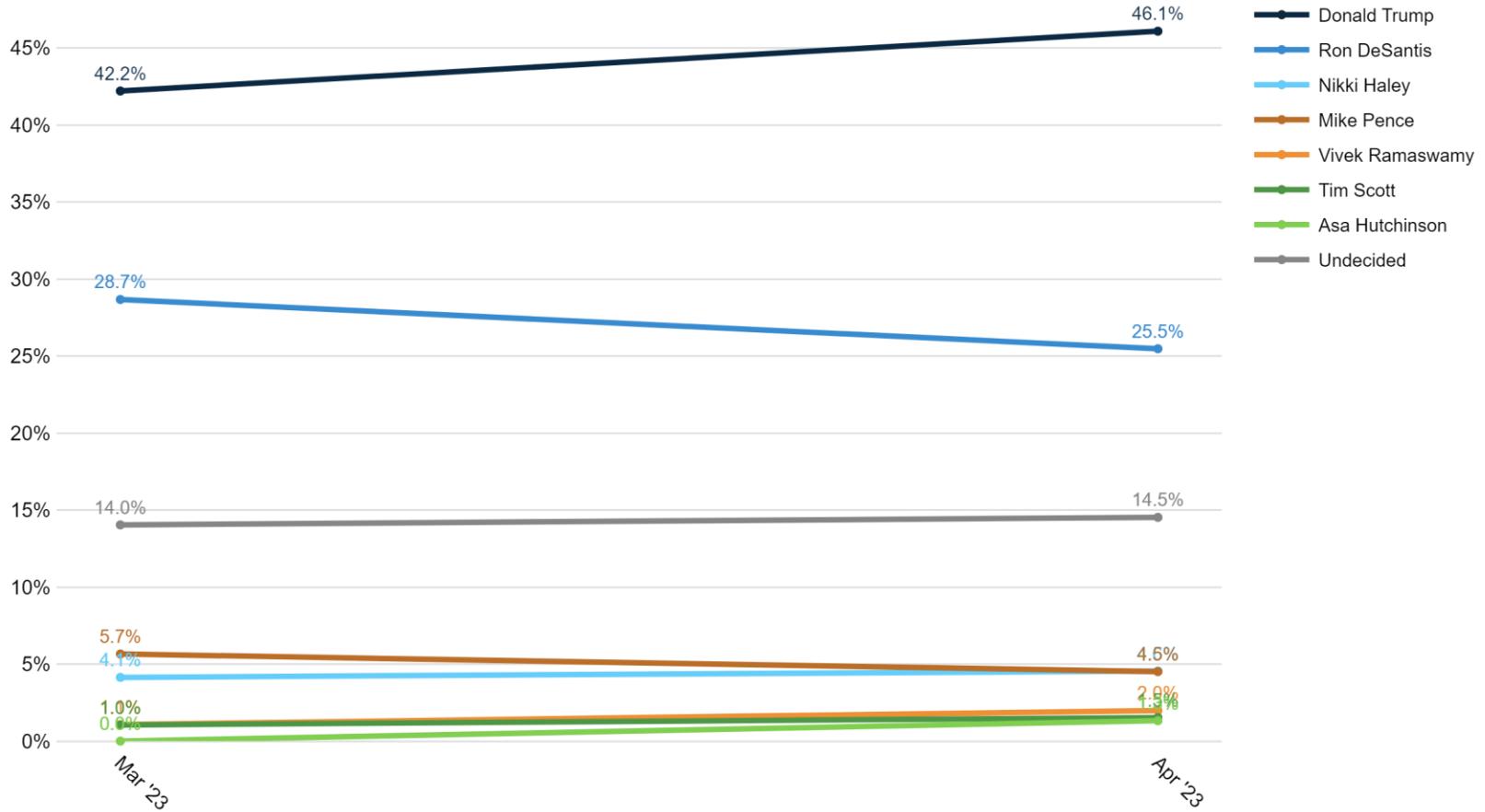
Trump dominates field after indictment; college-edu split



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Donald Trump	48%	47%	46%	44%	30%	54%	55%	33%	48%	40%	42%	52%	47%	49%	47%	41%	53%	50%	32%	44%	46%	57%	32%	54%	55%	40%	15%	28%	45%	44%	67%
Ron DeSantis	21%	26%	28%	26%	38%	21%	21%	28%	24%	24%	25%	23%	30%	28%	23%	27%	24%	28%	18%	28%	6%	22%	33%	21%	18%	30%	9%	23%	28%	22%	14%
Nikki Haley	4%	4%	4%	5%	5%	5%	2%	8%	8%	5%	5%	5%	4%	3%	5%	6%	3%	4%	7%	5%	6%	0%	6%	3%	5%	5%	10%	10%	5%	4%	0%
Mike Pence	3%	5%	7%	4%	6%	5%	4%	5%	4%	7%	7%	2%	3%	3%	8%	4%	4%	4%	7%	4%	10%	2%	5%	4%	4%	5%	10%	7%	4%	6%	4%
Vivek Ramaswamy	3%	1%	2%	2%	2%	2%	3%	0%	2%	3%	3%	1%	1%	1%	2%	2%	2%	1%	4%	2%	4%	2%	1%	2%	3%	1%	1%	3%	1%	3%	4%
Tim Scott	1%	2%	1%	2%	2%	1%	0%	3%	0%	2%	0%	3%	1%	1%	1%	2%	2%	1%	3%	2%	3%	0%	3%	1%	1%	2%	4%	3%	1%	3%	0%
Asa Hutchinson	1%	1%	2%	1%	3%	1%	1%	1%	0%	2%	2%	2%	1%	0%	0%	2%	1%	1%	4%	1%	0%	2%	2%	1%	1%	2%	1%	3%	2%	1%	0%
Undecided	19%	14%	10%	15%	14%	11%	14%	22%	13%	17%	15%	13%	14%	14%	16%	13%	11%	25%	14%	24%	15%	18%	13%	13%	16%	49%	22%	14%	17%	11%	

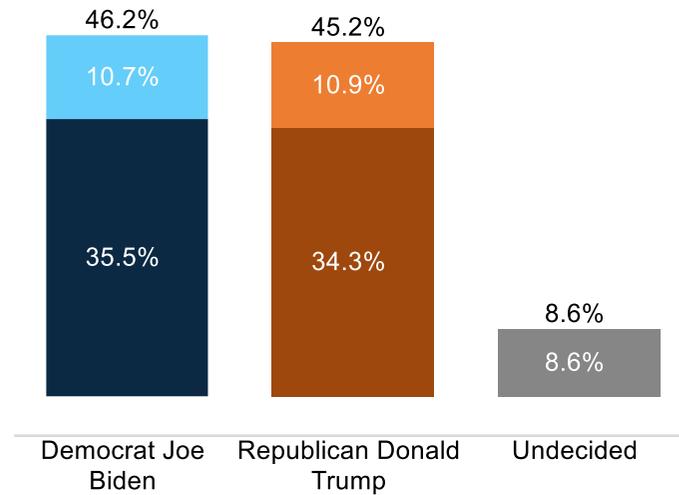
If the 2024 Republican primary election for President was held today, and you had to vote for one of these candidates, who would you vote for?

Trend: GOP Prez Primary Ballot



2020 rematch now neck-and-neck at Biden +1

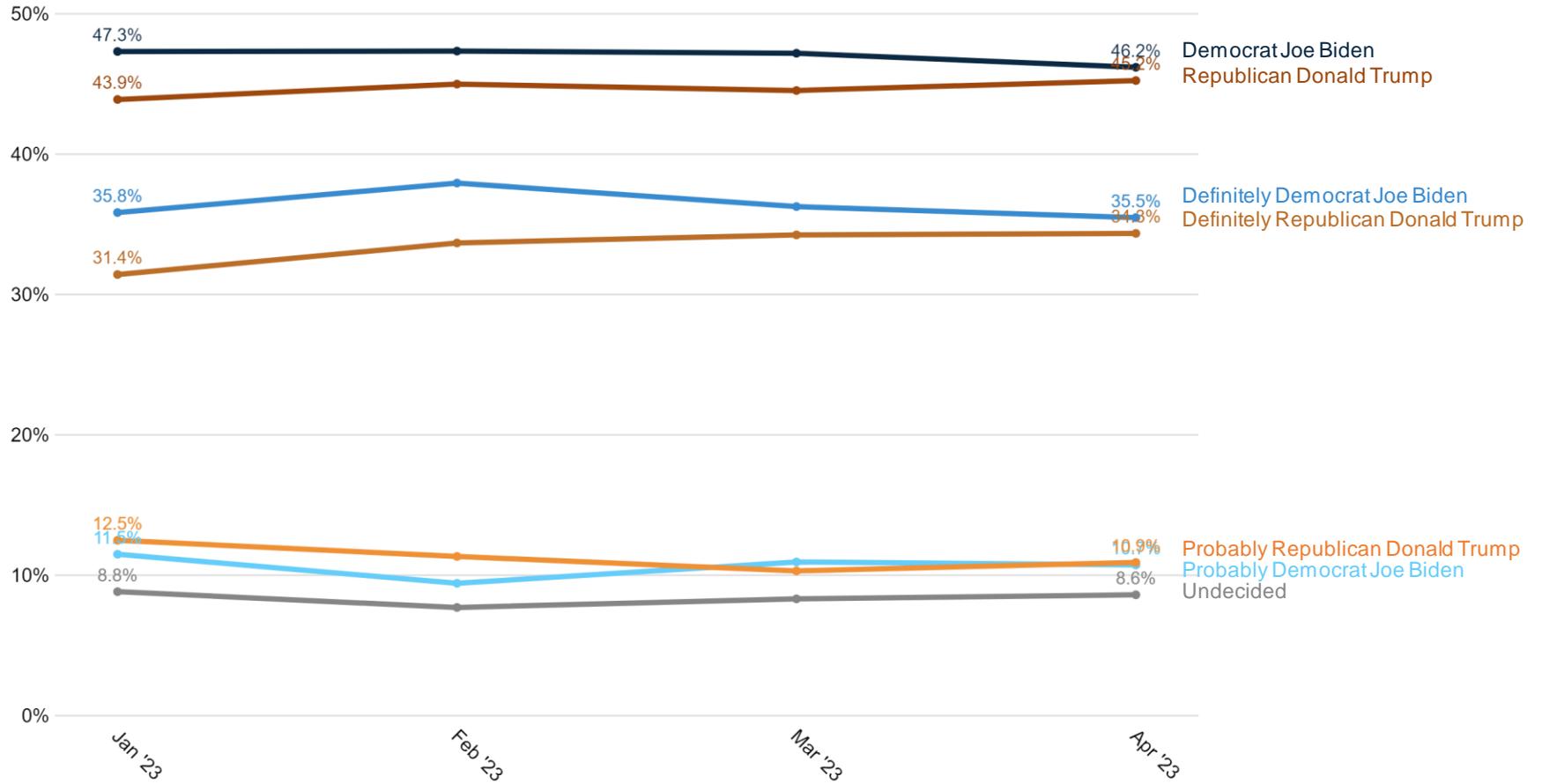
- Independent voters are now Trump +5 after being evenly split last month.
- Voters who tend to turn out during the Presidential year voters are also now split after being Biden +9 in March.



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	53%	50%	43%	38%	51%	33%	44%	63%	48%	44%	51%	42%	41%	51%	62%	47%	33%	5%	40%	88%	41%	75%	52%	57%	39%	48%	47%	38%	46%	48%	45%	35%
Republican Donald Trump	39%	40%	50%	54%	41%	59%	46%	29%	44%	48%	41%	51%	48%	39%	28%	44%	60%	89%	45%	6%	50%	19%	40%	35%	52%	44%	46%	21%	42%	45%	45%	50%
Definitely Democrat Joe Biden	38%	41%	32%	30%	40%	25%	33%	51%	33%	34%	39%	32%	33%	39%	49%	25%	2%	27%	71%	33%	55%	39%	46%	29%	36%	37%	14%	23%	39%	31%	21%	
Probably Democrat Joe Biden	14%	9%	11%	8%	11%	8%	11%	12%	14%	10%	12%	10%	7%	13%	13%	11%	8%	3%	13%	16%	9%	20%	13%	12%	10%	11%	10%	24%	24%	9%	14%	14%
Probably Republican Donald Trump	11%	8%	14%	11%	10%	14%	10%	8%	13%	14%	10%	9%	9%	11%	7%	11%	14%	16%	17%	2%	11%	8%	12%	9%	12%	10%	12%	11%	21%	10%	13%	13%
Definitely Republican Donald Trump	28%	32%	36%	43%	31%	45%	36%	21%	31%	35%	31%	43%	39%	29%	21%	33%	46%	73%	28%	4%	39%	11%	28%	26%	40%	33%	35%	10%	21%	35%	32%	37%
Undecided	9%	10%	7%	8%	7%	8%	9%	8%	8%	8%	8%	7%	12%	9%	9%	9%	7%	6%	15%	6%	8%	6%	9%	8%	9%	9%	7%	41%	12%	7%	10%	16%

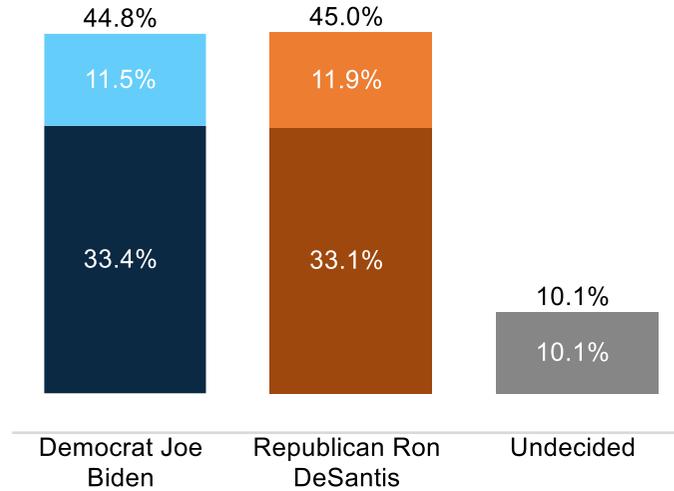
If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

Trend: Biden v Trump



DeSantis and Biden match also split down the middle

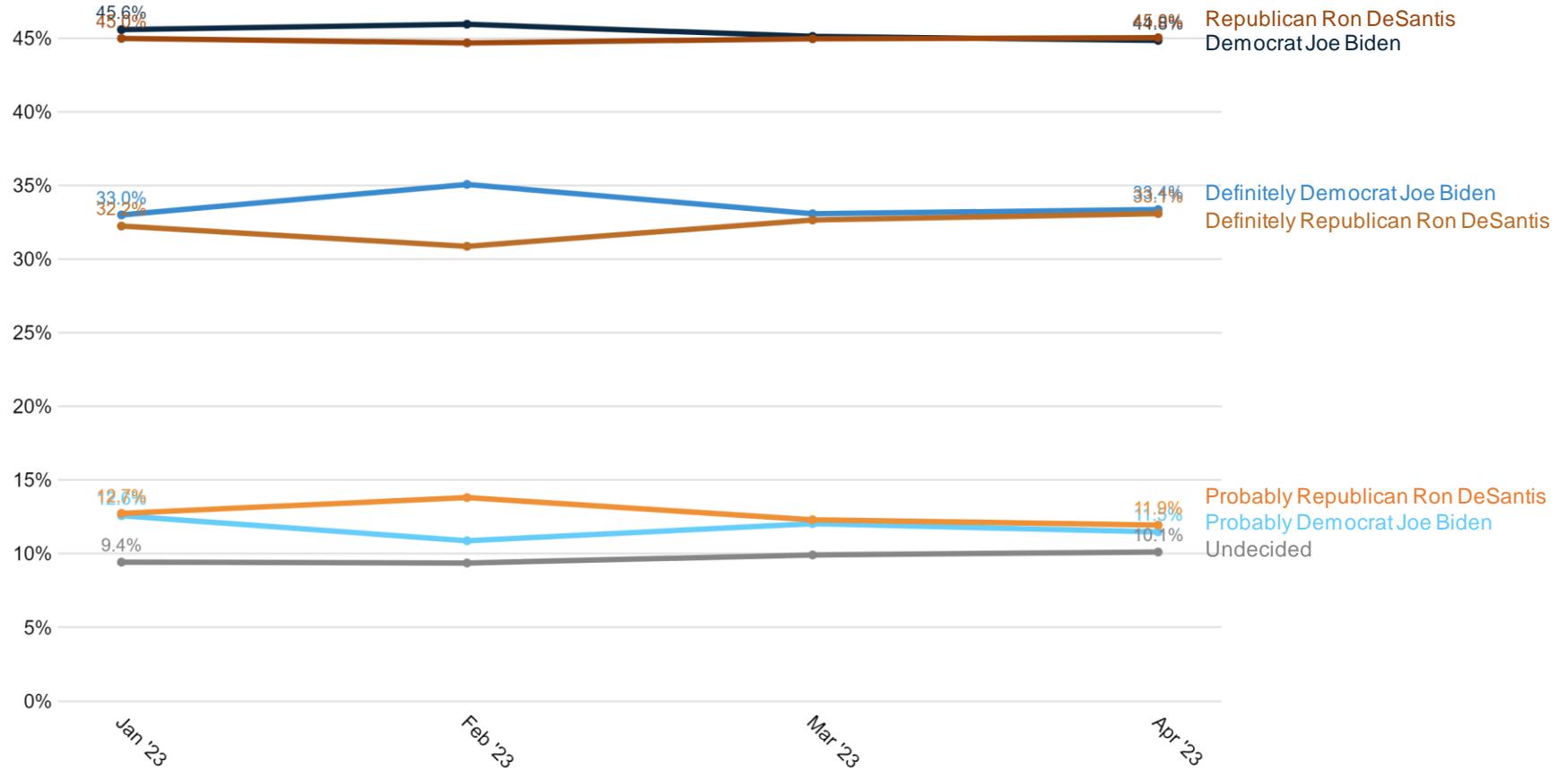
- Independent voters remain at DeSantis +8 after last month's survey.
- DeSantis performs similarly to Trump among men and women, and both education demos.



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	52%	47%	42%	37%	49%	33%	43%	60%	47%	42%	49%	40%	41%	50%	61%	45%	32%	4%	38%	87%	40%	73%	50%	55%	38%	46%	45%	27%	45%	47%	43%	35%
Republican Ron DeSantis	37%	43%	48%	54%	44%	56%	44%	33%	46%	48%	42%	50%	46%	40%	28%	45%	57%	88%	46%	6%	51%	17%	38%	38%	50%	42%	48%	26%	43%	46%	44%	40%
Definitely Democrat Joe Biden	37%	38%	30%	28%	38%	23%	31%	47%	34%	32%	35%	27%	34%	37%	49%	33%	22%	2%	26%	67%	30%	54%	38%	43%	27%	34%	35%	12%	20%	38%	27%	22%
Probably Democrat Joe Biden	15%	9%	12%	9%	11%	10%	12%	13%	13%	10%	13%	12%	7%	13%	12%	12%	10%	2%	12%	20%	9%	20%	12%	12%	11%	12%	11%	15%	26%	9%	16%	14%
Probably Republican Ron DeSantis	12%	11%	13%	12%	9%	15%	13%	10%	16%	13%	10%	13%	10%	12%	9%	11%	15%	18%	17%	3%	13%	6%	14%	9%	14%	12%	12%	18%	22%	10%	15%	11%
Definitely Republican Ron DeSantis	25%	32%	36%	42%	36%	41%	32%	23%	29%	34%	32%	38%	36%	28%	19%	34%	42%	71%	29%	3%	38%	11%	24%	29%	36%	30%	36%	8%	21%	36%	29%	29%
Undecided	11%	10%	10%	9%	6%	11%	13%	7%	7%	10%	9%	10%	13%	10%	9%	11%	8%	16%	7%	9%	10%	12%	6%	12%	12%	7%	48%	12%	7%	13%	25%	

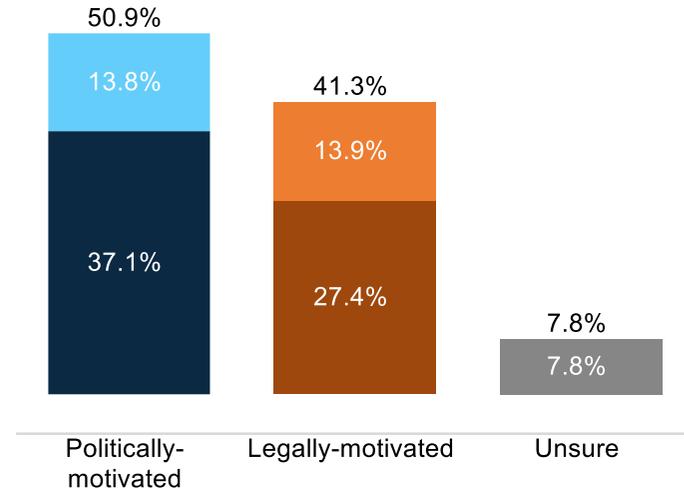
If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

Trend: Biden v DeSantis



Slight majority says DJT indictment politically-motivated

- Women are divided on whether the indictment of Former President Trump is political, while men are more likely to say it is.
- Independents overwhelmingly say it is politically motivated, but not as much as Republicans.

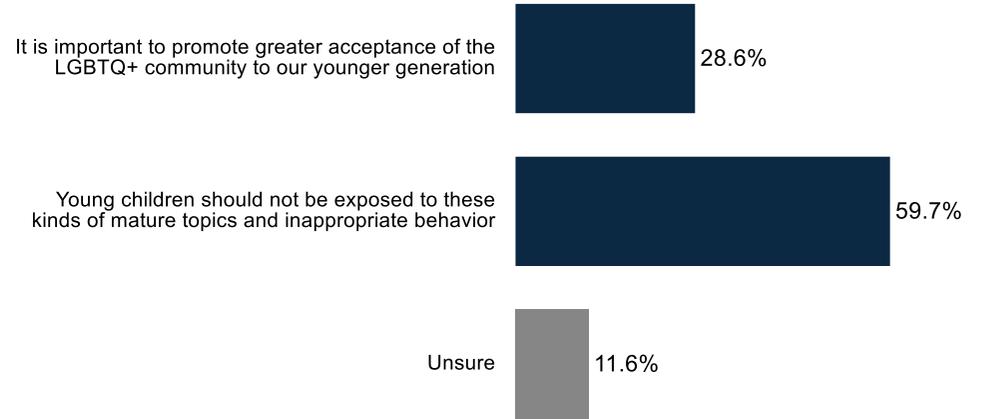


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Politically-motivated	43%	48%	56%	58%	53%	61%	48%	40%	49%	50%	49%	57%	54%	48%	39%	51%	61%	85%	53%	20%	56%	27%	43%	46%	54%	47%	53%	41%	47%	51%	53%	38%
Legally-motivated	43%	47%	36%	39%	43%	34%	41%	52%	41%	44%	44%	34%	38%	44%	50%	42%	34%	10%	39%	72%	38%	56%	47%	48%	37%	43%	41%	36%	43%	44%	38%	32%
Definitely politically-motivated	25%	37%	41%	48%	41%	47%	33%	26%	37%	38%	37%	41%	39%	31%	26%	36%	47%	70%	36%	8%	43%	13%	27%	33%	40%	33%	40%	17%	25%	40%	33%	27%
Probably politically-motivated	18%	11%	16%	10%	12%	13%	15%	14%	12%	11%	12%	16%	15%	16%	14%	14%	15%	17%	11%	13%	14%	16%	13%	14%	14%	14%	14%	24%	23%	11%	20%	12%
Probably legally-motivated	18%	12%	15%	10%	13%	13%	15%	16%	13%	16%	15%	12%	13%	13%	14%	15%	13%	5%	18%	20%	12%	22%	16%	14%	14%	15%	13%	18%	24%	12%	18%	13%
Definitely legally-motivated	25%	35%	21%	29%	30%	21%	26%	36%	28%	28%	29%	23%	24%	31%	36%	27%	21%	5%	21%	52%	26%	34%	30%	33%	24%	28%	28%	18%	19%	32%	20%	19%
Unsure	15%	5%	8%	3%	4%	6%	11%	8%	10%	6%	8%	8%	9%	8%	11%	7%	6%	8%	8%	6%	17%	10%	6%	8%	10%	6%	23%	10%	5%	9%	30%	

Do you believe the indictment of Former President Donald Trump by Manhattan District Attorney Alvin Bragg for alleged business fraud payments to a porn star as hush money is politically-motivated or legally-motivated?

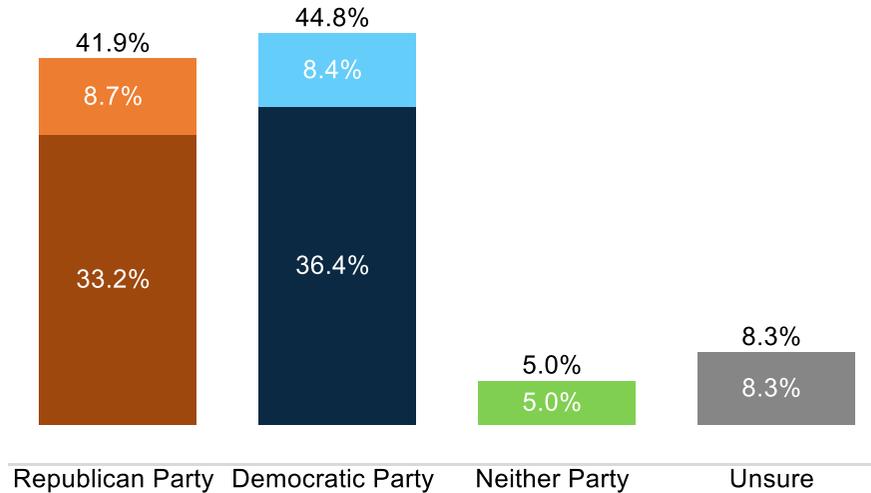
A clear majority is not in favor of drag queen story hour

- Americans overwhelmingly say that drag queens should not be performing in front of children.
- Democrats support the idea, claiming it is important to expose them to the LGBTQ+ community.



Recently in the news, so-called “drag queen story hours” with young children in attendance have gotten attention. Biological male performers dress up as women and discuss the topics of gender and sexuality with younger audiences. Which of the following statements comes closest to your opinion?

Slightly more say Dems more extreme; Independents split

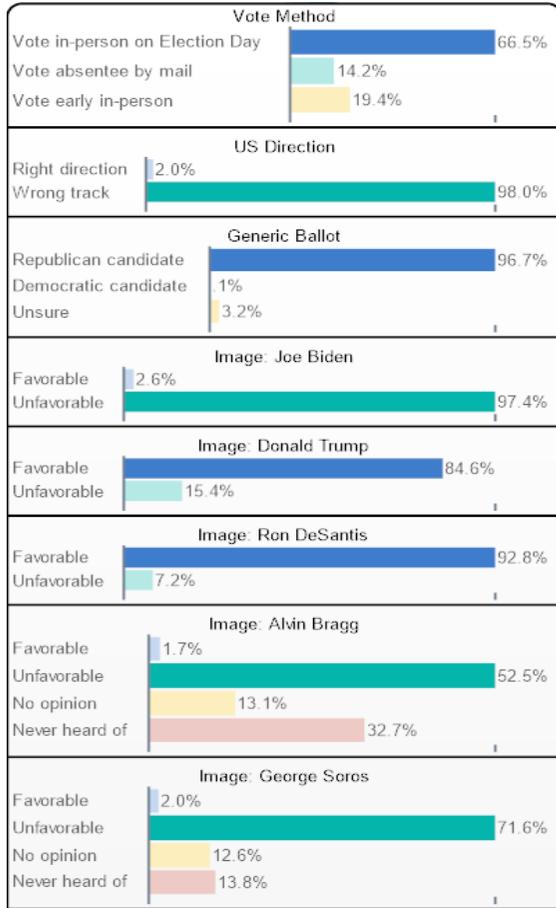


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	College	No College	<\$75k	\$75k+	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican Party	45%	46%	38%	38%	46%	33%	39%	56%	43%	43%	43%	36%	41%	45%	51%	43%	33%	14%	41%	68%	40%	50%	45%	51%	36%	43%	42%	33%	46%	44%	40%	31%
Democratic Party	38%	42%	48%	53%	45%	54%	44%	33%	47%	45%	44%	50%	44%	41%	37%	43%	54%	74%	40%	22%	47%	34%	40%	39%	49%	43%	47%	18%	40%	46%	44%	41%
Definitely the Republican Party	35%	37%	29%	32%	39%	25%	28%	47%	34%	32%	35%	27%	33%	37%	39%	35%	26%	9%	30%	58%	33%	34%	35%	43%	27%	33%	35%	20%	27%	37%	27%	22%
Probably the Republican Party	10%	9%	9%	6%	6%	8%	10%	9%	9%	10%	8%	8%	8%	8%	11%	8%	8%	5%	11%	11%	7%	16%	9%	8%	9%	10%	8%	14%	19%	7%	13%	9%
Probably the Democratic Party	13%	6%	9%	6%	6%	8%	11%	8%	9%	7%	9%	10%	8%	8%	6%	9%	9%	9%	8%	8%	8%	13%	8%	7%	10%	9%	9%	7%	18%	6%	12%	10%
Definitely the Democratic Party	25%	36%	40%	47%	39%	46%	33%	26%	38%	38%	35%	40%	36%	33%	31%	34%	44%	65%	32%	14%	40%	22%	31%	32%	39%	34%	38%	11%	21%	39%	32%	31%
Neither Party	6%	3%	6%	4%	4%	6%	5%	5%	5%	5%	4%	5%	4%	6%	5%	5%	5%	4%	10%	3%	5%	7%	7%	4%	6%	6%	5%	19%	7%	4%	6%	10%
Unsure	11%	9%	7%	5%	5%	7%	12%	5%	5%	7%	9%	10%	10%	8%	8%	9%	8%	8%	9%	7%	8%	9%	5%	10%	9%	7%	29%	8%	7%	10%	18%	

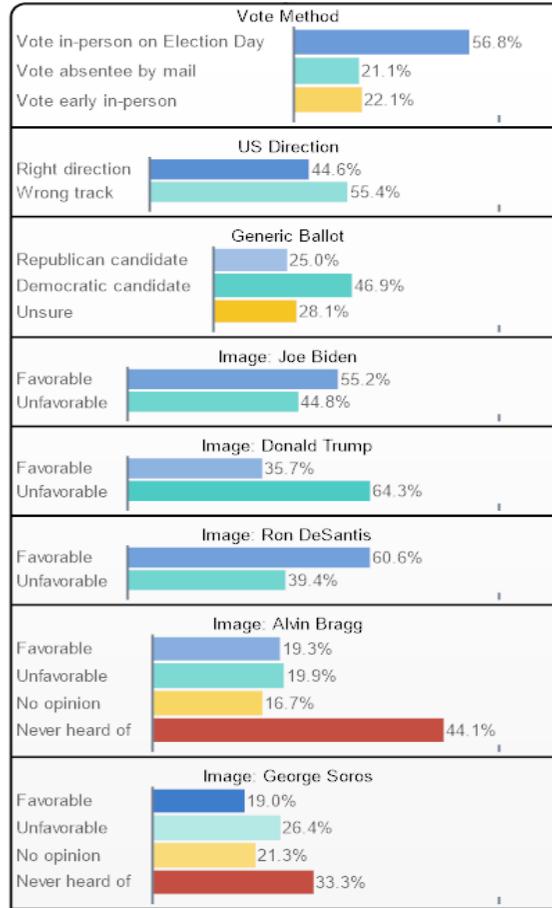
Which political party in the United States do you consider to be more extreme?

Segmentation Analysis:

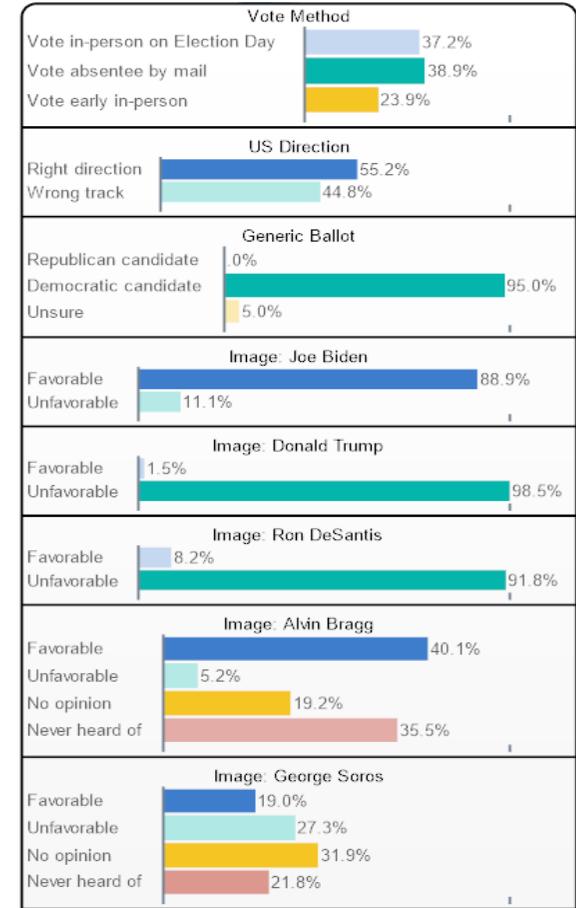
GOP Base (42%)



Moderates (24%)



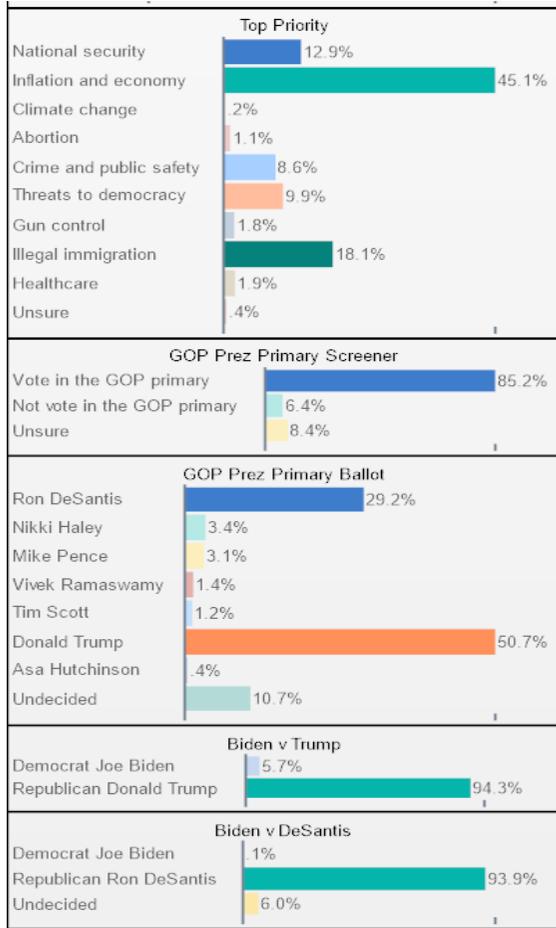
Dem Base (34%)



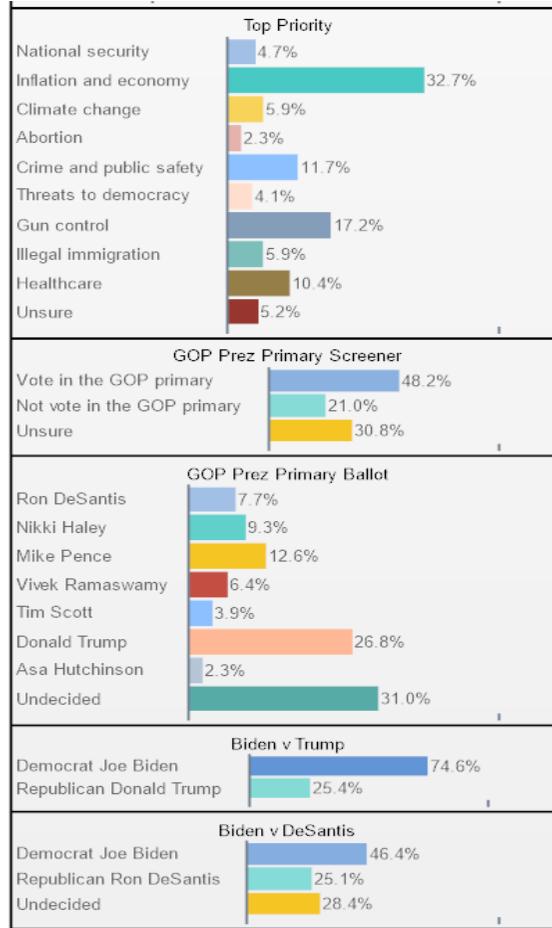
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

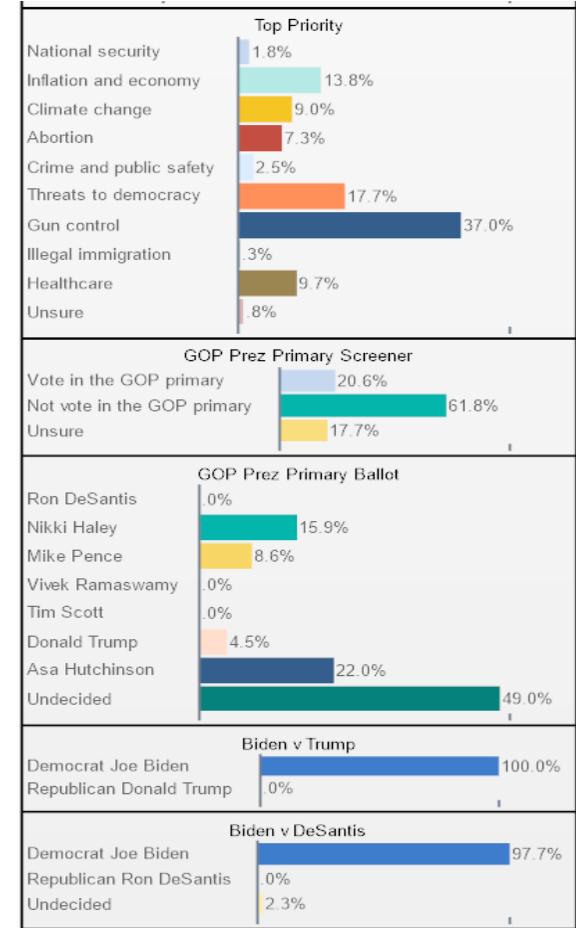
GOP Base (42%)



Moderates (24%)



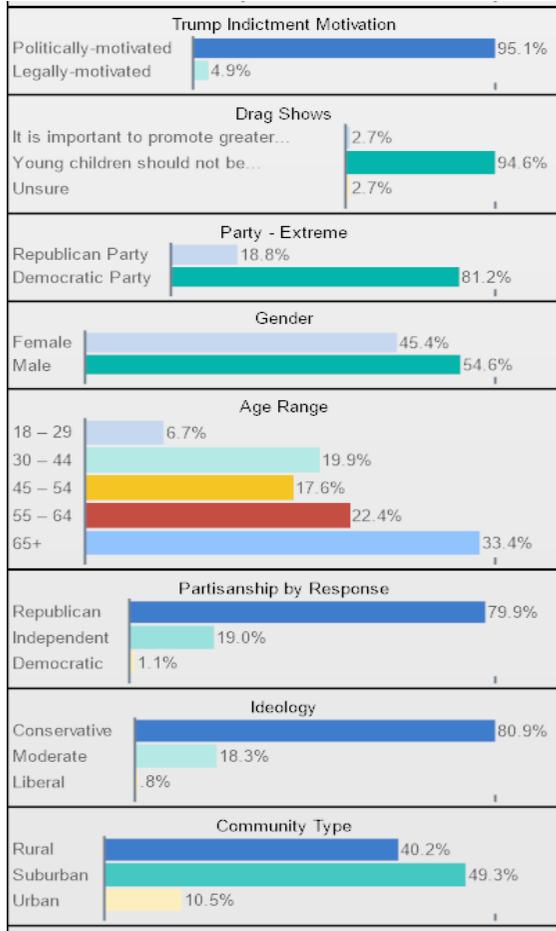
Dem Base (34%)



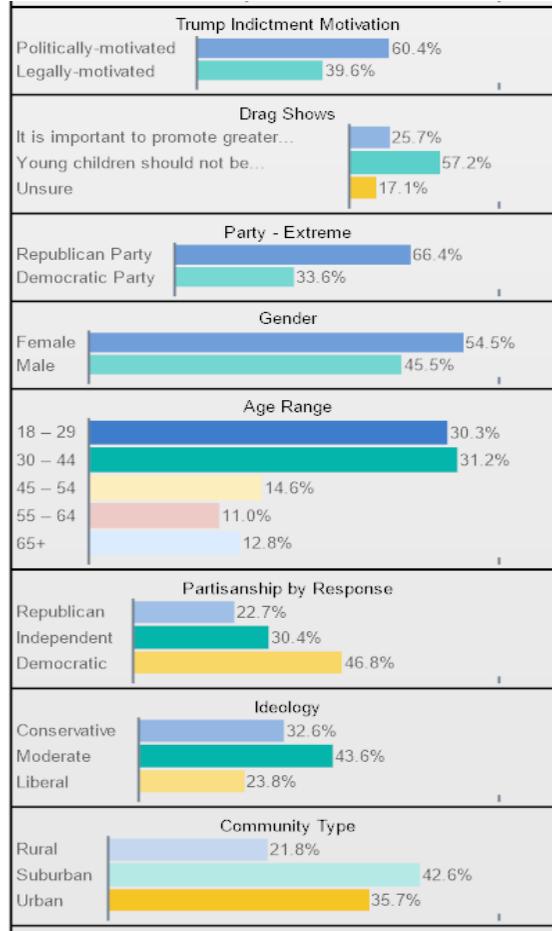
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Segmentation Analysis:

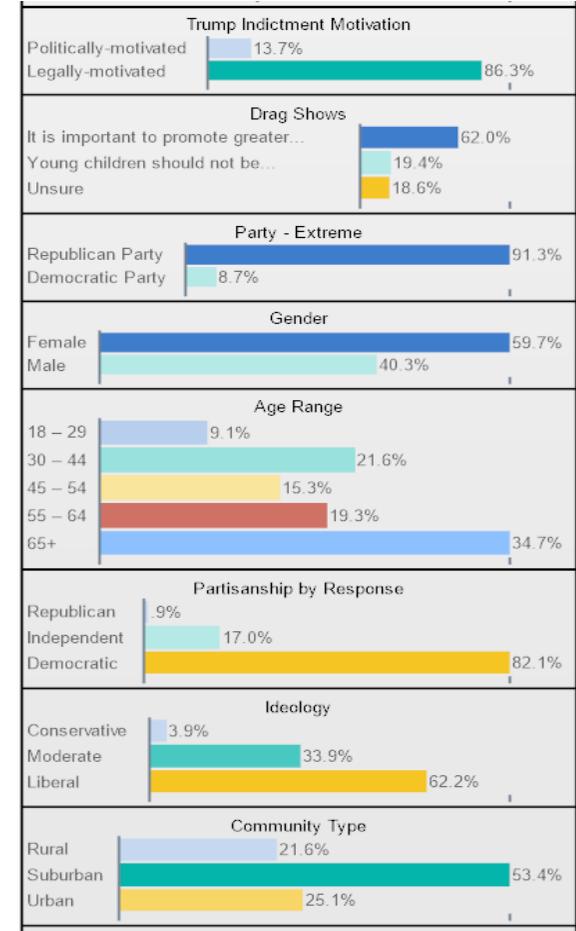
GOP Base (42%)



Moderates (24%)



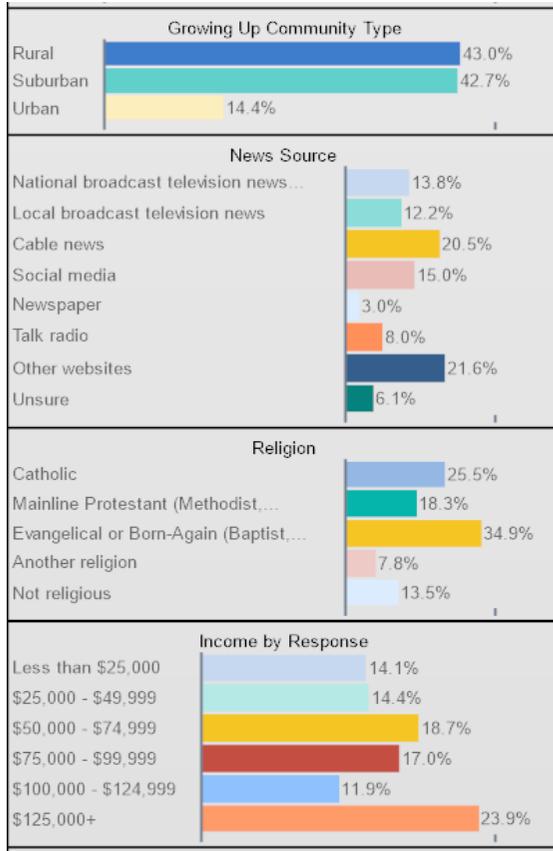
Dem Base (34%)



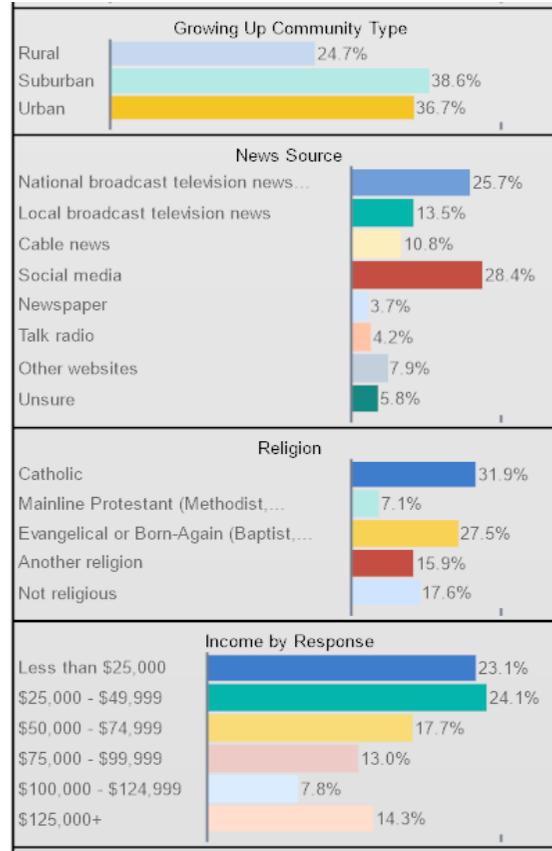
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

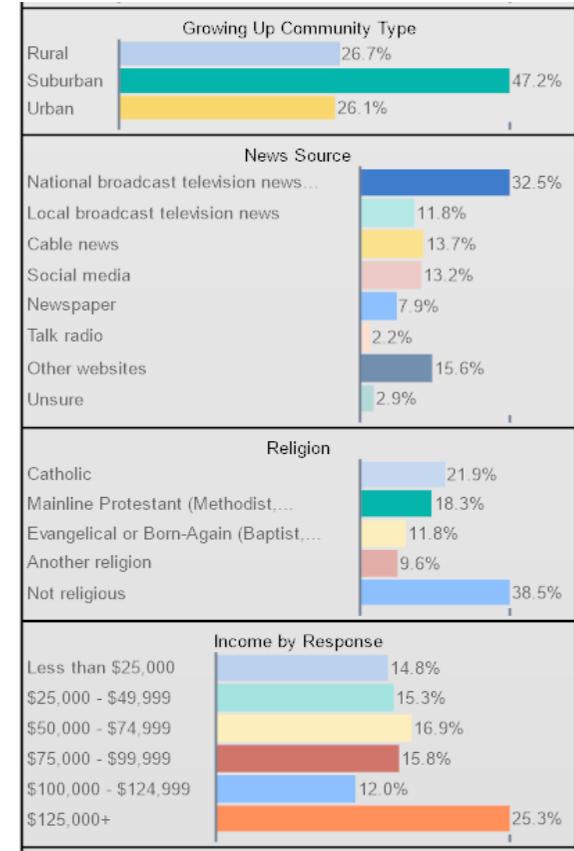
GOP Base (42%)



Moderates (24%)



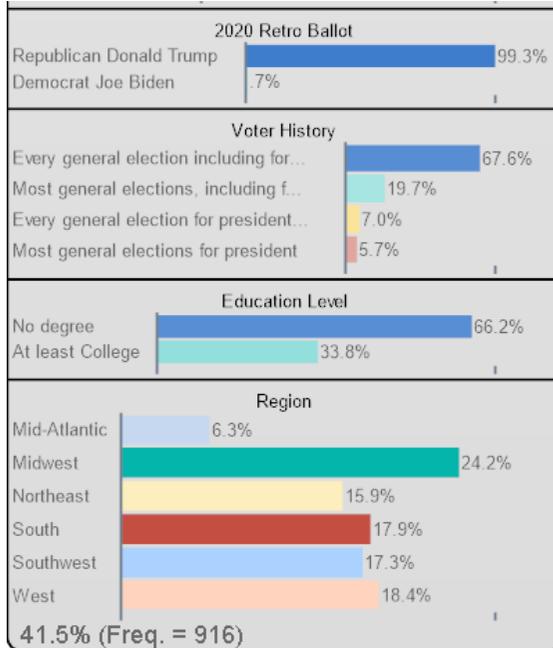
Dem Base (34%)



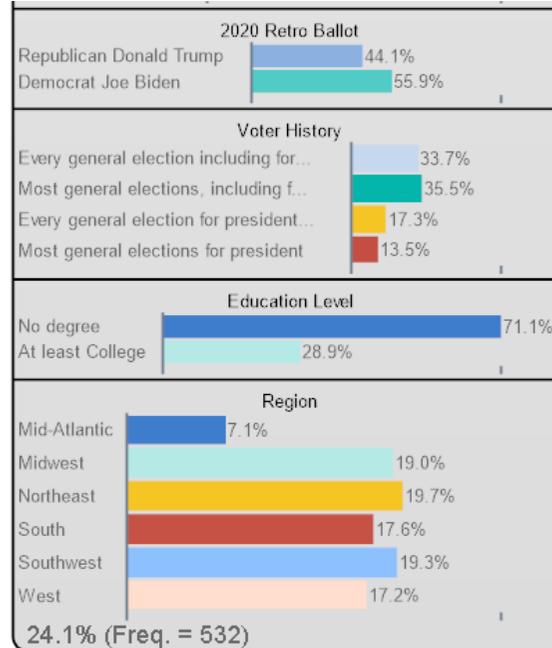
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

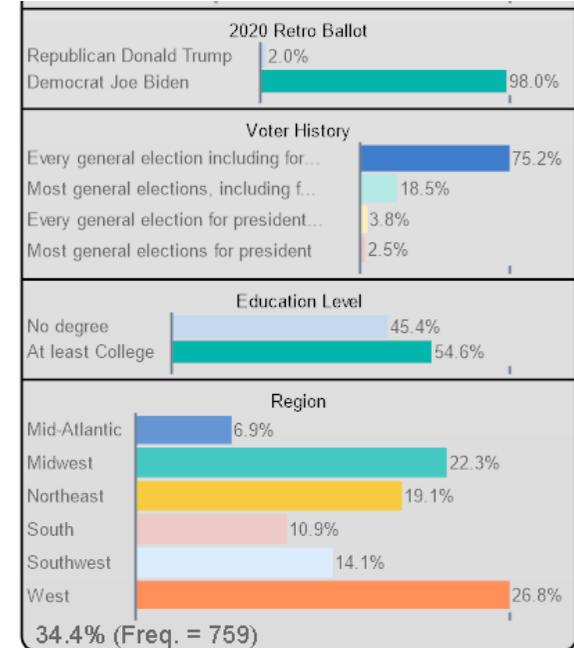
GOP Base (42%)



Moderates (24%)



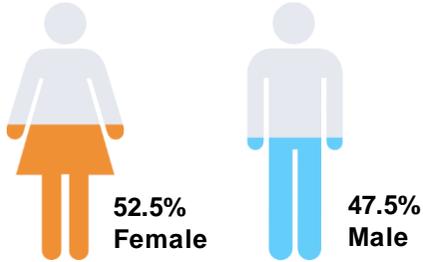
Dem Base (34%)



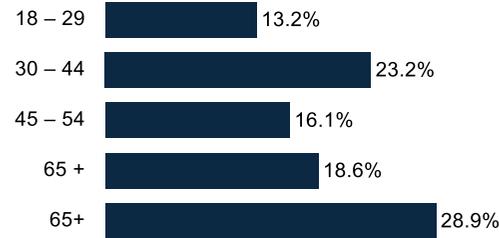
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

Sex



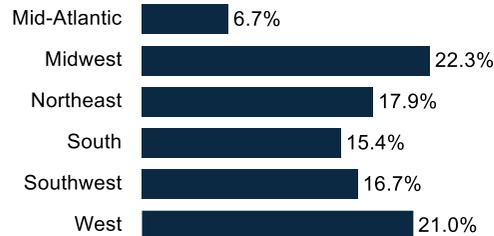
Age Range



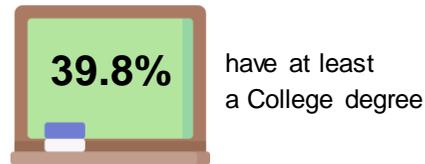
Household Income



Geo - Region

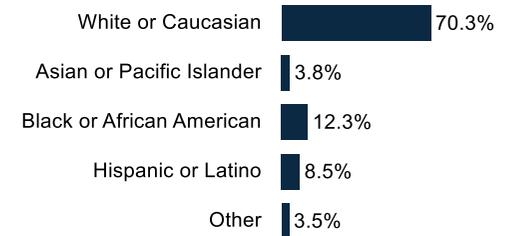


Education

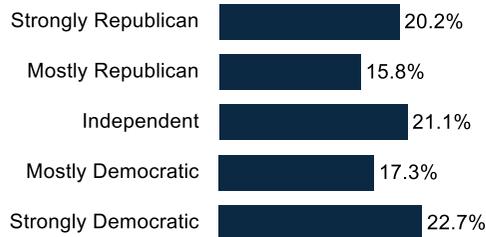


59.5% have no college degree

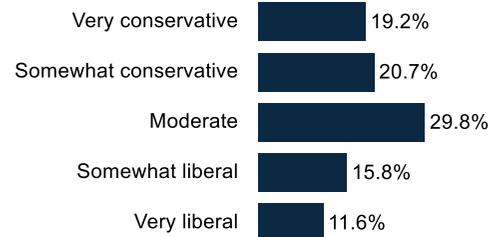
Race/ Ethnicity



Partisanship



Ideology



Voter History

