Insights & Analysis

• Continuing to recover from April’s all-time lows, **optimism about the direction of the country has risen net 12% since May** with 62% saying the country is on the **wrong track** (34% RD).

• The **generic ballot** is narrowly right-leaning at **R+1** with Independents breaking for Republicans by a 12-point margin and gains among college-educated voters.

• **Joe Biden’s image** (-11 net fav; +1% since May) has continued to grow more **unfavorable** among Hispanic voters, college-educated voters, and voters in the Northeast.

• **Donald Trump** (-10 net fav; +3% since May) continues to be **more favorable among Independents** compared to Biden.

• **Ron DeSantis** (-1 net fav; +0% since May) is net 13% more popular among **Independents** than Trump and significantly more favorable among **Hispanic voters**.

• **Inflation** continues to be the top priority for over a third of the country. **Gun Control** (12% overall) is the second most important issue for Democrats, non-white voters, and Northeastern voters.

• The 2024 presidential matchup has **Joe Biden and Donald Trump remaining virtually tied at 46%** with 8% undecided. Independents break for Trump by a 14-point margin. **Only 9% of voters would support a Unity Ticket** with a majority of voters sticking with their respective candidate.

• 49% of voters say **Biden should replace Kamala Harris as Vice President** (36% Keep Kamala), including 28% of Democrats.

• **Ron DeSantis holds a slight lead over Biden** (45% - 44%) with 11% of voters undecided; however, support for DeSantis is slightly less **intense** than for Trump or Biden.

• **61% of voters say RFK’s challenge is healthy for the political process** with 20% saying its unhealthy.
Insights & Analysis – Political Issues

- **49% of voters say the indictment of former President Trump is politically-motivated** (42% legally-motivated). Independents believe the indictment is politically-motivated by a 15-point margin and nearly a third of Independents say definitely politically-motivated.
  - Voters are split on whether the handling of President Biden’s classified documents case is consistent with Trump’s. 46% of voters say Trump’s case is different and more serious, and 46% say Trump is being unfairly singled out.

- **44% of voters say the Democratic Party is more extreme** (41% for Republicans). Independents view the Democratic Party as more extreme by a 10-point margin.

- The nation may not be quite as divided as political cable news shows and social media would suggest. Fifty-two percent say that some-to-all-of their friends are of a different political party.

- That is not to say voters take the differences between the political parties lightly. Most Americans (61%) say if they spoke with someone from the opposite party for an hour, they would disagree with each other—but only 12% think the disagreements would be about “nearly everything.”

- **76% of voters feel safe when in public**, though 51% say only somewhat safe. The high feeling of safety is mostly consistent across demographic groups with women <55 and non-white voters slightly more likely to feel unsafe than the average voter.

- **Segmentation Analysis** identified four groups via machine-learning: **Young Democrats** (20%), **GOP Base** (33%), **Independents** (17%), and **Democrat Base** (31%).
  - The persuadable audience of **Independents** is very pessimistic about the direction of the country and heavily favors the Republican on the generic ballot. Interestingly, they overwhelmingly view Republicans as more extreme. More info beginning slide 54.
Insights & Analysis – Other Issues

- **54% of voters oppose** continuing tax-exempt status for the PGA Tour and LIV Golf following their historic merger (19% support; 27% unsure).
- **54% of voters oppose** providing tax incentives for new professional sport stadiums with 32% in favor. Democrats, men 55+, and parents tend to be most supportive of the incentives.
- **America remains a center-right nation on a host of cultural and political issues.** 62% of voters agree that the LGBTQIA+ movement has become *too extreme* since the Supreme Court legalized same-sex marriage in 2015. Nearly half of Democrats agree the movement is now too extreme. 50% of voters say it is *inappropriate* for government building to display the LGBTQIA+ pride flag. More than a third of voters say it is very inappropriate, while 38% of voters overall think it is appropriate to display on government buildings.
- Voters are skeptical of a federalized digital currency. **54% of voters say they do not trust the federal government to create a central bank digital currency (CBDC)** with just 24% saying they do trust the federal government to do so. 22% of voters are unsure on the issue.
- **52% of voters support breaking up Big Tech** with 29% opposed to breaking up their monopoly of the markets. 19% of voters are unsure on this issue.
- Initially, **46% of voters agree that businesses should speak out on cultural issues** with 43% opposed, particularly Republicans and Independents. However, if that political involvement could lead to falling revenue or layoffs, only 40% continued to support corporate political stances with 43% now opposed.
- The Dobbs decision put abortion front-and-center in the 2022 midterms, but the data suggest that most voters would be with Republicans on a 15-week federal ban—**57% of voters support a 15-week ban with exceptions on abortion**. Fifty-six percent of college-educated suburban women agree with that position. Biden and Democrat Party leaders run the risk of overplaying their hand if abortion is the only issue they are talking about for the next year.
Vote Method

How do you plan to vote in the 2024 general election for President, Congress, and state offices?
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

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<td>36%</td>
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Trend: US Direction

- Definitively the wrong track (62.0%)
- Definitively the right direction (37.2%)
- Mostly the wrong track (34.3%)
- Mostly the right direction (24.8%)
- Definitely the right direction (21.2%)
- Mostly the wrong track (13.1%)
- Definitely the wrong track (18.0%)
- Mostly the right direction (16.0%)
- Mostly the wrong track (12.8%)
- Mostly the right direction (11.7%)
- Mostly the wrong track (10.6%)
- Mostly the right direction (9.5%)
- Mostly the wrong track (8.4%)
- Mostly the right direction (7.3%)
- Mostly the wrong track (6.2%)
- Mostly the right direction (5.1%)
- Mostly the wrong track (4.0%)
- Mostly the right direction (2.9%)
- Mostly the wrong track (1.8%)
- Mostly the right direction (0.7%)
- Mostly the wrong track (0.6%)
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- Mostly the wrong track (0.4%)
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- Mostly the wrong track (0.2%)
- Mostly the right direction (0.1%)
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- Mostly the right direction (0.0%)

Cygnal
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


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### Percent Change: Generic Ballot (May 2023 to Jun 2023)

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## Generic Ballot by Key Voter Groups

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<td>Female</td>
<td>43.5%</td>
<td>46.9%</td>
<td>9.7%</td>
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<td>Male</td>
<td>49.1%</td>
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<td>&lt;55 years</td>
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<td>55+ years</td>
<td>49.9%</td>
<td>41.2%</td>
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<tr>
<td>Independent</td>
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<td>$75k+</td>
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<td>46.6%</td>
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<tr>
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Image Tests

<table>
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<tr>
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<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
<th>Net Fav</th>
</tr>
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<tr>
<td>Joe Biden</td>
<td>43.1%</td>
<td>54.2%</td>
<td>8.1%</td>
<td>5.2%</td>
<td>-11.0</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>43.7%</td>
<td>54.0%</td>
<td>8.1%</td>
<td>5.2%</td>
<td>-10.3</td>
</tr>
<tr>
<td>Ron DeSantis</td>
<td>42.8%</td>
<td>43.9%</td>
<td>8.1%</td>
<td>5.2%</td>
<td>-1.1</td>
</tr>
<tr>
<td>Jamie Dimon</td>
<td>16.8%</td>
<td>13.8%</td>
<td>16.5%</td>
<td>52.9%</td>
<td>3.0</td>
</tr>
<tr>
<td>Michelle Obama</td>
<td>55.2%</td>
<td>37.5%</td>
<td>8.1%</td>
<td>5.2%</td>
<td>17.7</td>
</tr>
</tbody>
</table>

Legend:
- Favorable
- Unfavorable
- No opinion
- Never heard of
## 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 | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Always Vote | Vote 1 | Vote 2 | Vote 3 | Vote 4 | Vote 5 | Vote 6 | Vote 7 | Vote 8 | Vote 9 | Vote 10 | Vote 11 | Vote 12 | Vote 13 |
|------------------|-------|-------|-------|-------|-------|---------|---------|-------|-------------|---------|-----------|-------|-----------|------|-------|----------|-------|------------|-------------|----------|-------|-------|---------|---------|-------|--------|--------|----------|----------|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Joe Biden        | 39%   | 45%   | 54%   | 35%   | 51%   | 39%     | 39%     | 47%   | 46%         | 37%     | 47%       | 39%   | 38%       | 53% | 56%   | 43%       | 32%   | 10%        | 30%         | 81%      | 38%   | 67%   | 47%     | 45%     | 40%   | 48%    | 49%    | 39%      | 30%      | 38%     | 46%    | 42%    | 32%    |
| Donald Trump     | 35%   | 38%   | 55%   | 48%   | 47%   | 55%     | 41%     | 26%   | 36%         | 45%     | 41%       | 52%   | 43%       | 41% | 42%   | 39%       | 55%   | 81%        | 40%         | 13%      | 49%   | 26%   | 30%     | 45%     | 43%   | 48%    | 39%    | 46%      | 25%      | 36%     | 45%    | 41%    | 43%    |
| Ron DeSantis     | 31%   | 38%   | 54%   | 50%   | 57%   | 48%     | 35%     | 35%   | 43%         | 41%     | 39%       | 41%   | 48%       | 45% | 47%   | 46%       | 45%   | 70%        | 40%         | 20%      | 48%   | 24%   | 41%     | 44%     | 45%   | 49%    | 47%    | 40%      | 23%      | 39%     | 47%    | 39%    | 33%    |
| Jamie Dimon      | 13%   | 5%    | 38%   | 12%   | 34%   | 18%     | 8%      | 11%   | 15%         | 11%     | 18%       | 16%   | 15%       | 24% | 32%   | 13%       | 11%   | 13%        | 13%         | 23%      | 15%   | 25%   | 26%     | 23%     | 10%   | 32%    | 24%    | 12%      | 3%       | 17%     | 17%    | 18%    | 13%    |
| Michelle Obama   | 63%   | 53%   | 63%   | 39%   | 57%   | 46%     | 58%     | 61%   | 53%         | 51%     | 59%       | 48%   | 54%       | 64% | 69%   | 56%       | 42%   | 23%        | 50%         | 88%      | 47%   | 83%   | 73%     | 60%     | 47%   | 63%    | 59%    | 53%      | 59%      | 62%     | 52%    | 60%    | 60%    |

### Unfavorable

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<th>M &lt;55</th>
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<th>M No Col</th>
<th>F No Col</th>
<th>F Col</th>
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<th>Midwest</th>
<th>Northeast</th>
<th>South</th>
<th>Southwest</th>
<th>West</th>
<th>Urban</th>
<th>Suburban</th>
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<th>Republican</th>
<th>Independent</th>
<th>Democrat</th>
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<th>Black</th>
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<th>Employed</th>
<th>Retired</th>
<th>Parent</th>
<th>College</th>
<th>No College</th>
<th>Generic Undec</th>
<th>Swing Voter</th>
<th>Always Vote</th>
<th>Vote 1</th>
<th>Vote 2</th>
<th>Vote 3</th>
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<tr>
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<td>18%</td>
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<td>15%</td>
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<td>Michelle Obama</td>
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</tr>
</tbody>
</table>
Joe Biden’s Image: (-11 net fav; +1% since May)

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

### Favorable
- Total: 54.2%
- Age: 55% in F <55, 51% in 55+, 47% in M <55, 51% in M 55+, 51% in M Col, 47% in M No Col, 47% in F Col, 47% in F No Col, 46% in F <55, 47% in F 55+, 47% in Mid-Atlantic, 47% in Northeast, 47% in South, 47% in Southwest, 47% in West, 44% in Urban, 44% in Suburban, 44% in Rural, 44% in Republican, 44% in Independent, 44% in Democrat, 44% in White, 44% in Black, 44% in Hispanic, 44% in Employed, 44% in Retired, 44% in Parent, 44% in College, 44% in No College, 44% in Generic, 44% in Undecided, 44% in Swing, 44% in Always Vote, 44% in Pres Yr Vote, 44% in Occasional Vote
- Gender: 53% in M, 47% in F
- Education: 56% in Col, 44% in No Col

### Unfavorable
- Total: 11.7%
- Age: 39% in F <55, 39% in 55+, 39% in M <55, 39% in M 55+, 39% in M Col, 39% in M No Col, 39% in F Col, 39% in F No Col, 39% in F <55, 39% in F 55+, 39% in Mid-Atlantic, 39% in Northeast, 39% in South, 39% in Southwest, 39% in West, 39% in Urban, 39% in Suburban, 39% in Rural, 39% in Republican, 39% in Independent, 39% in Democrat, 39% in White, 39% in Black, 39% in Hispanic, 39% in Employed, 39% in Retired, 39% in Parent, 39% in College, 39% in No College, 39% in Generic, 39% in Undecided, 39% in Swing, 39% in Always Vote, 39% in Pres Yr Vote, 39% in Occasional Vote
- Gender: 51% in M, 49% in F
- Education: 57% in Col, 43% in No Col

### Neutral
- Total: 43.1%
- Age: 47% in F <55, 47% in 55+, 47% in M <55, 47% in M 55+, 47% in M Col, 47% in M No Col, 47% in F Col, 47% in F No Col, 47% in F <55, 47% in F 55+, 47% in Mid-Atlantic, 47% in Northeast, 47% in South, 47% in Southwest, 47% in West, 47% in Urban, 47% in Suburban, 47% in Rural, 47% in Republican, 47% in Independent, 47% in Democrat, 47% in White, 47% in Black, 47% in Hispanic, 47% in Employed, 47% in Retired, 47% in Parent, 47% in College, 47% in No College, 47% in Generic, 47% in Undecided, 47% in Swing, 47% in Always Vote, 47% in Pres Yr Vote, 47% in Occasional Vote
- Gender: 51% in M, 49% in F
- Education: 47% in Col, 53% in No Col

### Never heard of
- Total: 2.4%
- Age: 1% in F <55, 1% in 55+, 1% in M <55, 1% in M 55+, 1% in M Col, 1% in M No Col, 1% in F Col, 1% in F No Col, 1% in F <55, 1% in F 55+, 1% in Mid-Atlantic, 1% in Northeast, 1% in South, 1% in Southwest, 1% in West, 1% in Urban, 1% in Suburban, 1% in Rural, 1% in Republican, 1% in Independent, 1% in Democrat, 1% in White, 1% in Black, 1% in Hispanic, 1% in Employed, 1% in Retired, 1% in Parent, 1% in College, 1% in No College, 1% in Generic, 1% in Undecided, 1% in Swing, 1% in Always Vote, 1% in Pres Yr Vote, 1% in Occasional Vote
- Gender: 1% in M, 1% in F
- Education: 1% in Col, 1% in No Col

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

**Donald Trump’s Image: (-10 net fav; +3% since May)**

<table>
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<tr>
<th>Favorable</th>
<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>43.7%</td>
<td>54.0%</td>
<td>1.8%</td>
<td>.5%</td>
</tr>
</tbody>
</table>

- Favorable Total:
  - F <55: 35%
  - F 55+: 55%
  - M <55: 48%
  - M 55+: 47%
  - M Col: 55%
  - M No Col: 41%
  - F No Col: 26%
  - F Col: 38%
  - Mid-Atlantic: 45%
  - Northeast: 41%
  - Midwest: 52%
  - South: 43%
  - Southwest: 41%
  - Urban: 42%
  - Suburban: 39%
  - Rural: 55%
  - Republican: 81%
  - Independent: 40%
  - Democrat: 13%
  - Black: 49%
  - Hispanic: 26%
  - Employed: 36%
  - Retired: 45%
  - Parent: 43%
  - College: 48%
  - NO College: 39%
  - Generic: 46%
  - Undec: 46%
  - Swing: 30%
  - Always: 29%
  - Vote Pres: 25%
  - Vote Occasional: 27%

- Unfavorable Total:
  - F <55: 60%
  - F 55+: 43%
  - M <55: 52%
  - M 55+: 52%
  - M Col: 56%
  - M No Col: 70%
  - F No Col: 61%
  - F Col: 52%
  - Mid-Atlantic: 57%
  - Northeast: 45%
  - Midwest: 56%
  - South: 56%
  - Southwest: 56%
  - Urban: 59%
  - Suburban: 42%
  - Rural: 17%
  - Republican: 58%
  - Independent: 85%
  - Democrat: 50%
  - Black: 70%
  - Hispanic: 61%
  - Employed: 62%
  - Retired: 56%
  - Parent: 48%
  - College: 59%
  - NO College: 68%
  - Generic: 51%
  - Undec: 61%
  - Swing: 33%
  - Always: 53%
  - Vote Pres: 61%
  - Vote Occasional: 56%

- Very favorable:
  - F <55: 21%
  - F 55+: 22%
  - M <55: 30%
  - M 55+: 30%
  - M Col: 30%
  - M No Col: 38%
  - F No Col: 26%
  - F Col: 26%
  - Mid-Atlantic: 23%
  - Northeast: 24%
  - Midwest: 27%
  - South: 27%
  - Southwest: 31%
  - Urban: 21%
  - Suburban: 37%
  - Rural: 54%
  - Republican: 22%
  - Independent: 7%
  - Democrat: 31%
  - Black: 18%
  - Hispanic: 18%
  - Employed: 21%
  - Retired: 29%
  - Parent: 26%
  - College: 23%
  - NO College: 31%
  - Generic: 23%
  - Undec: 31%
  - Swing: 23%
  - Always: 29%
  - Vote Pres: 25%
  - Vote Occasional: 27%

- Somewhat favorable:
  - F <55: 15%
  - F 55+: 16%
  - M <55: 17%
  - M 55+: 18%
  - M Col: 16%
  - M No Col: 16%
  - F No Col: 15%
  - F Col: 16%
  - Mid-Atlantic: 12%
  - Northeast: 18%
  - Midwest: 18%
  - South: 18%
  - Southwest: 15%
  - Urban: 10%
  - Suburban: 19%
  - Rural: 27%
  - Republican: 18%
  - Independent: 6%
  - Democrat: 18%
  - Black: 8%
  - Hispanic: 8%
  - Employed: 8%
  - Retired: 8%
  - Parent: 15%
  - College: 16%
  - NO College: 16%
  - Generic: 16%
  - Undec: 17%
  - Swing: 16%
  - Always: 17%
  - Vote Pres: 16%
  - Vote Occasional: 16%

- Somewhat unfavorable:
  - F <55: 11%
  - F 55+: 7%
  - M <55: 8%
  - M 55+: 13%
  - M Col: 11%
  - M No Col: 8%
  - F No Col: 12%
  - F Col: 10%
  - Mid-Atlantic: 10%
  - Northeast: 9%
  - Midwest: 12%
  - South: 12%
  - Southwest: 11%
  - Urban: 8%
  - Suburban: 9%
  - Rural: 8%
  - Republican: 17%
  - Independent: 9%
  - Democrat: 10%
  - Black: 15%
  - Hispanic: 15%
  - Employed: 12%
  - Retired: 9%
  - Parent: 12%
  - College: 16%
  - NO College: 16%
  - Generic: 9%
  - Undec: 16%
  - Swing: 16%
  - Always: 29%
  - Vote Pres: 26%
  - Vote Occasional: 27%

- Very unfavorable:
  - F <55: 49%
  - F 55+: 53%
  - M <55: 33%
  - M 55+: 39%
  - M Col: 32%
  - M No Col: 48%
  - F No Col: 58%
  - F Col: 51%
  - Mid-Atlantic: 42%
  - Northeast: 49%
  - Midwest: 49%
  - South: 43%
  - Southwest: 44%
  - Urban: 48%
  - Suburban: 34%
  - Rural: 39%
  - Republican: 76%
  - Independent: 40%
  - Democrat: 57%
  - Black: 47%
  - Hispanic: 40%
  - Employed: 48%
  - Retired: 43%
  - Parent: 47%
  - College: 41%
  - NO College: 49%
  - Generic: 45%
  - Undec: 44%
  - Swing: 43%
  - Always: 40%
  - Vote Pres: 40%
  - Vote Occasional: 40%

- No opinion:
  - F <55: 3%
  - F 55+: 1%
  - M <55: 2%
  - M 55+: 1%
  - M Col: 1%
  - M No Col: 2%
  - F No Col: 2%
  - F Col: 2%
  - Mid-Atlantic: 3%
  - Northeast: 2%
  - Midwest: 2%
  - South: 2%
  - Southwest: 2%
  - Urban: 2%
  - Suburban: 2%
  - Rural: 1%
  - Republican: 2%
  - Independent: 1%
  - Democrat: 1%
  - Black: 0%
  - Hispanic: 0%
  - Employed: 1%
  - Retired: 1%
  - Parent: 1%
  - College: 1%
  - NO College: 1%
  - Generic: 1%
  - Undec: 1%
  - Swing: 1%
  - Always: 1%
  - Vote Pres: 1%
  - Vote Occasional: 1%

- Never heard of:
  - F <55: 1%
  - F 55+: 0%
  - M <55: 0%
  - M 55+: 0%
  - M Col: 1%
  - M No Col: 0%
  - F No Col: 1%
  - F Col: 0%
  - Mid-Atlantic: 0%
  - Northeast: 1%
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  - South: 0%
  - Southwest: 0%
  - Urban: 0%
  - Suburban: 1%
  - Rural: 0%
  - Republican: 0%
  - Independent: 0%
  - Democrat: 0%
  - Black: 1%
  - Hispanic: 0%
  - Employed: 0%
  - Retired: 0%
  - Parent: 1%
  - College: 0%
  - NO College: 1%
  - Generic: 0%
  - Undec: 1%
  - Swing: 0%
  - Always: 0%
  - Vote Pres: 0%
  - Vote Occasional: 0%
Ron DeSantis’s Image: (-1 net fav; +0% since May)

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

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable Total</td>
<td>42.8%</td>
<td>30.7%</td>
<td>8.1%</td>
<td>5.2%</td>
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<tr>
<td>Unfavorable Total</td>
<td>43.9%</td>
<td>13.2%</td>
<td>8.1%</td>
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<tr>
<td>Very favorable</td>
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<tr>
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<td>12%</td>
<td>15%</td>
<td>19%</td>
<td>29%</td>
</tr>
<tr>
<td>Somewhat favorable</td>
<td>19%</td>
<td>24%</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
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<td>12%</td>
<td>15%</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>29%</td>
<td>38%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>No opinion</td>
<td>15%</td>
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<tr>
<td>Never heard of</td>
<td>12%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Cygnal*
Trend: Ron DeSantis Image

- Very Unfavorable: 30.7%
- Somewhat Unfavorable: 22.5%
- No opinion: 24.9%
- Somewhat Favorable: 18.3%
- Very Favorable: 18.0%
- Never heard of: 13.2%
- No opinion: 8.1%
- Never heard of: 5.2%
Do you have a favorable or unfavorable opinion of Jamie Dimon?

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable Total</td>
<td>13%</td>
<td>5%</td>
<td>16.8%</td>
<td>52.9%</td>
</tr>
<tr>
<td>Unfavorable Total</td>
<td>14%</td>
<td>7%</td>
<td>13.8%</td>
<td>52.9%</td>
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<tr>
<td>Very favorable</td>
<td>4%</td>
<td>1%</td>
<td>16.5%</td>
<td>52.9%</td>
</tr>
<tr>
<td>Somewhat favorable</td>
<td>9%</td>
<td>4%</td>
<td>16.5%</td>
<td>52.9%</td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>8%</td>
<td>2%</td>
<td>16.5%</td>
<td>52.9%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>5%</td>
<td>5%</td>
<td>16.5%</td>
<td>52.9%</td>
</tr>
<tr>
<td>No opinion</td>
<td>17%</td>
<td>18%</td>
<td>16.5%</td>
<td>52.9%</td>
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<tr>
<td>Never heard of</td>
<td>56%</td>
<td>70%</td>
<td>31%</td>
<td>54%</td>
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</table>

Source: CYGNA L
Do you have a favorable or unfavorable opinion of Michelle Obama?

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<tr>
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<th>Favorable</th>
<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
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<td>55.2%</td>
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<td>37.5%</td>
<td>9.1%</td>
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<tr>
<td>Unfavorable Total</td>
<td>36.8%</td>
<td>28.4%</td>
<td>6.8%</td>
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</tr>
<tr>
<td>Very favorable</td>
<td>44%</td>
<td>38%</td>
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<td>28%</td>
</tr>
<tr>
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<td>19%</td>
<td>25%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>8%</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>20%</td>
<td>31%</td>
<td>44%</td>
<td>26%</td>
</tr>
<tr>
<td>No opinion</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Never heard of</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Inflation & economy overwhelming focus for Rs + Indies

Which one of the following issues do you believe should be the top priority for Congress?
### Percent Change: Top Priority (May 2023 to Jun 2023)

| Issue                          | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F <55 | F 55+ | M No Col | F Col | N Col | Midwest | Northeast | South | Southwest | Urban | Rural | Republican | Independent | Democrat | Black | Hispanic | Parent | College | No College | Generic | Undec | Swing Voter | Always Vote | Pres Yr Vote | Occasional | Vote |
|-------------------------------|-------|-------|-------|-------|-------|----------|-------|-------|----------|-------|-------|---------|-----------|-------|-----------|-------|-------|-----------|------------|----------|-------|----------|--------|--------|------------|----------|--------|-----------|---------|---------|
| Inflation and economy        | 5%    | 11%   | -4%   | 6%    | 2%    | 1%       | 8%    | 8%    | -1%      | 3%    | 5%    | 8%      | 12%       | 0%    | 5%        | 5%    | 6%    | 7%        | 7%          | 3%       | 8%    | -2%      | 0%      | 2%      | 5%         | 5%       | 23%    | 7%        | 5%      | 3%      | 10%       |
| Gun control                   | -4%   | -3%   | 1%    | -3%   | -1%   | 0%       | -2%   | -8%   | -9%      | -3%   | -1%   | -1%     | -4%       | 0%    | -3%       | -4%   | 1%    | 1%        | -2%         | -6%      | -3%   | -2%      | -4%     | -2%     | -5%        | -1%       | -17%   | -4%       | -3%     | -2%     | 0%        |
| Illegal immigration           | -2%   | -4%   | -6%   | -4%   | -5%   | -5%      | -2%   | -3%   | -2%      | -1%   | -3%   | -8%     | -5%       | -4%   | -2%       | -4%   | -4%   | -7%       | -4%         | -1%      | -3%   | 0%       | -9%     | -6%     | -4%        | -4%       | 2%     | -3%       | -3%     | -4%     | -5%       |
| Threats to democracy          | 0%    | -2%   | -2%   | -3%   | -6%   | 1%       | -1%   | 0%    | -1%      | 0%    | -3%   | 2%       | -1%       | -5%   | -5%       | -1%   | 1%    | -2%       | -1%         | -2%      | -1%   | -5%      | -4%     | -2%     | -4%        | -0%       | -10%   | -1%       | -3%     | 2%      | 0%        |
| Climate change                | -1%   | 3%    | 6%    | 3%    | 6%    | 3%       | -1%   | 4%    | 6%        | 2%    | 0%    | -1%     | 2%        | 7%    | 4%        | 2%    | 2%    | 1%        | 1%          | 5%       | 2%    | 1%       | 9%      | 2%      | 5%         | 1%        | 4%     | 1%        | 4%      | 1%      | 1%        |
| Crime and public safety       | 3%    | 0%    | 4%    | 3%    | 3%    | 3%       | 1%    | 2%    | 1%        | 0%    | 3%    | 4%       | 3%        | 2%    | 2%        | 2%    | 2%    | 1%        | 3%          | 4%       | 1%    | 2%       | 9%      | 4%      | 3%         | 2%        | 7%     | 1%        | 3%      | 2%      | -3%       |
| Healthcare                    | 0%    | 1%    | 0%    | -1%   | 0%    | -1%      | 1%    | -1%   | 3%        | 1%    | 2%    | -2%      | -3%       | 1%    | 1%        | 0%    | 0%    | 3%        | 1%          | -3%      | -1%   | 5%       | 2%      | 2%      | 0%         | 0%        | 0%     | -2%       | -1%     | 1%      | 4%        |
| Abortion                      | -1%   | 1%    | 0%    | 3%    | 3%    | 0%       | 0%    | 0%    | 5%        | 0%    | 0%    | 1%       | 0%        | 0%    | 1%        | 0%    | 0%    | 0%        | 2%           | 1%       | 1%    | 1%       | 1%      | 1%      | 0%         | -3%       | 1%     | 1%        | -1%     | 1%      | 1%        |
| National security             | -1%   | -5%   | -1%   | -7%   | -1%   | -5%      | -4%   | -2%   | -2%      | -2%   | -3%   | -2%      | -4%        | -5%   | -3%       | -2%   | -5%   | -4%       | -5%          | -2%      | -3%   | -1%      | -4%     | -3%     | -1%         | -4%       | -3%    | -2%       | -4%     | -3%     | -2%       |
| Unsure                        | 1%    | -1%   | 1%    | -1%   | 2%    | -1%      | 1%    | -1%   | 0%        | 0%    | 1%    | 0%       | 1%        | 0%    | 1%        | -1%   | 0%    | 0%        | 1%           | 0%       | 2%    | 0%       | 2%      | 0%      | 1%         | 6%        | 0%     | 0%        | 1%      | -1%     | -1%       |
If Donald Trump is the GOP nominee, who should he pick as his vice presidential running mate?
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

Definitely Republican Donald Trump: 43.9% to 47.3%
Definitely Democrat Joe Biden: 31.4% to 35.8%
Undecided: 8.8% to 12.5%
Probably Republican Donald Trump: 7.6% to 18.2%
Probably Democrat Joe Biden: 18.2% to 35.6%
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

- Definitely Republican Ron DeSantis: 45.6%
- Definitely Democrat Joe Biden: 32.8%
- Probably Republican Ron DeSantis: 44.9%
- Probably Democrat Joe Biden: 33.6%
- Undecided: 16.9%

From Jan '23 to Jun '23, the trends show a slight advantage for Biden in the Definitely Democrat category, with a consistent lead in Definitely Republican favoring DeSantis. The Probably Republican category also shows a slight lead for DeSantis, while the Undecided category remains relatively stable.
If Donald Trump and Joe Biden were the only options for president, would you support a unity ticket of one conservative and one liberal as a third option, or vote for either Trump or Biden?
Do you think Robert F. Kennedy Jr.’s challenge to Joe Biden for the Democratic presidential nomination is healthy for the political process?
Do you think President Biden should replace Kamala Harris as his vice president ahead of the 2024 election?
Do you believe the indictment of former President Donald Trump by the Department of Justice for allegedly concealing evidence of documents in his possession that belonged to the government and that represented a risk to national security is politically-motivated or legally-motivated?
President Biden is currently facing a federal probe by a special counsel after undisclosed classified documents were discovered at his residence. Do you think it is fair or unfair that former President Trump is being indicted for a similar offense while President Biden is not?
### Party - Extreme

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

<table>
<thead>
<tr>
<th>Party</th>
<th>Republican</th>
<th>Democratic</th>
<th>Neither</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely the</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Republican Party</td>
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<td>41%</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>Democratic Party</td>
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<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Probably the</td>
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<td>29%</td>
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<td>9%</td>
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<tr>
<td>Probably the</td>
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<td></td>
</tr>
<tr>
<td>Democratic Party</td>
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<td>8%</td>
<td>5%</td>
<td>12%</td>
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<tr>
<td>Definitely the</td>
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<td>Democratic Party</td>
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<td></td>
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<td>6%</td>
<td>4%</td>
<td>8%</td>
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<tr>
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<tr>
<td></td>
<td>13%</td>
<td>10%</td>
<td>7%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Note: The percentages may not sum up to 100% due to rounding.*

**Source:** Cygnal
### Friend of Different Party

How many of your friends are someone of a different political persuasion or who belongs to a different political party?

<table>
<thead>
<tr>
<th>Category</th>
<th>Almost all my friends</th>
<th>Most of my friends</th>
<th>Some of my friends</th>
<th>Very few of my friends</th>
<th>Hardly any of my friends</th>
<th>Unsure</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>F &gt; 55</td>
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<td>7%</td>
<td>8%</td>
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<td>F 55+</td>
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<td>M &gt; 55</td>
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<td>8%</td>
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<td>4%</td>
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<td>7%</td>
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<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*How many of your friends are someone of a different political persuasion or who belongs to a different political party?*
**Different Party Perception**

If you ended up spending an hour talking with someone from the opposite political party as you, how much do you think your views would overlap?

<table>
<thead>
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<th>Perception</th>
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<th>We would disagree</th>
<th>Unsure</th>
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</thead>
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<td>57% 68% 50%</td>
<td>11% 4% 25%</td>
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<tr>
<td>Few issues</td>
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<td>18% 16% 18%</td>
<td>18% 16% 18%</td>
</tr>
<tr>
<td>Minor</td>
<td>18% 16% 18%</td>
<td>15% 16% 19%</td>
<td>15% 16% 19%</td>
</tr>
<tr>
<td>More</td>
<td>16% 22% 16%</td>
<td>15% 20% 16%</td>
<td>15% 20% 16%</td>
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<td>Almost</td>
<td>14% 22% 16%</td>
<td>13% 20% 16%</td>
<td>13% 20% 16%</td>
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<tr>
<td>Mostly</td>
<td>13% 20% 16%</td>
<td>12% 19% 13%</td>
<td>12% 19% 13%</td>
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<tr>
<td>Nearly</td>
<td>12% 19% 13%</td>
<td>11% 18% 12%</td>
<td>11% 18% 12%</td>
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<tr>
<td>All</td>
<td>10% 17% 12%</td>
<td>9% 16% 11%</td>
<td>9% 16% 11%</td>
</tr>
</tbody>
</table>

*Cygnyal*
Now that the PGA Tour and LIV have announced a historic merger in the sport of golf, do you support or oppose a continuation of their tax-exempt status?
Public Support for Stadiums

Do you support or oppose providing public tax incentives to help pay for the construction of new stadiums for professional sports teams in your city or state?
Do you think it is appropriate or inappropriate for government buildings to display the LGBTQIA+ pride flag?
In 2015, the Supreme Court granted the right to marry same-sex couples. Now, the LGBTQIA+ movement advocates for transgender rights and pushes for allowing children to transition out of their biological sex. Do you think the LGBTQIA+ movement has become too extreme?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Yes</th>
<th>No</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Definitely yes</td>
<td>45%</td>
<td>35%</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat yes</td>
<td>40%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Definitely no</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Unsure</td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

In 2015, the Supreme Court granted the right to marry same-sex couples. Now, the LGBTQIA+ movement advocates for transgender rights and pushes for allowing children to transition out of their biological sex. Do you think the LGBTQIA+ movement has become too extreme?
Fed Digital Currency

Do you trust the federal government with the creation of a central bank digital currency (CBDC) to rival cryptocurrency and digital currencies of other governments like China?
Do you believe the government should break up Big Tech companies due to their monopolization in the markets?
Federal Govt Land Ownership

What percentage of all land in the United States do you think is owned by the federal government, not by private individuals, businesses, or state governments?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1% - 5%</td>
<td>2.6%</td>
</tr>
<tr>
<td>6% - 10%</td>
<td>5.8%</td>
</tr>
<tr>
<td>11% - 14%</td>
<td>8.1%</td>
</tr>
<tr>
<td>15% - 19%</td>
<td>8.7%</td>
</tr>
<tr>
<td>20% - 24%</td>
<td>12.1%</td>
</tr>
<tr>
<td>25% - 29%</td>
<td>11.9%</td>
</tr>
<tr>
<td>30% - 35%</td>
<td>8.9%</td>
</tr>
<tr>
<td>More than 35%</td>
<td>22.7%</td>
</tr>
<tr>
<td>Unsure</td>
<td>19.2%</td>
</tr>
</tbody>
</table>

What percentage of all land in the United States do you think is owned by the federal government, not by private individuals, businesses, or state governments?
Do you think businesses should speak out on cultural and political issues?
Let’s say a business spoke out on a sensitive cultural or political issue and it caused the company to lose business and have to lay off employees, would you support businesses speak out on cultural and political issues?
Do you support a federal 15-week ban on abortions with an exception for rape, incest, and life of the month or support allowing abortion up until the point of birth?
Generally speaking, how safe do you feel when you are in public?

<table>
<thead>
<tr>
<th>Feeling of Personal Safety in Public</th>
<th>Safe</th>
<th>Unsure</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe Total</td>
<td>65%</td>
<td>16.6%</td>
<td>19.2%</td>
</tr>
<tr>
<td>Unsafe Total</td>
<td>31%</td>
<td>25.4%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Somewhat safe</td>
<td>50%</td>
<td>21.9%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Somewhat unsafe</td>
<td>23%</td>
<td>16.6%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Very safe</td>
<td>15%</td>
<td>16.6%</td>
<td>67.9%</td>
</tr>
<tr>
<td>Very unsafe</td>
<td>8%</td>
<td>16.6%</td>
<td>75%</td>
</tr>
<tr>
<td>Unsure</td>
<td>3%</td>
<td>16.6%</td>
<td>79.7%</td>
</tr>
</tbody>
</table>

**Feeling of Personal Safety in Public**

- **Safe**: 76.1%
- **Unsafe**: 21.9%
- **Unsure**: 25.4%
Segmentation Analysis:

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOP Base</td>
<td>32%</td>
</tr>
<tr>
<td>Young Dem</td>
<td>19%</td>
</tr>
<tr>
<td>Ind/Moderates</td>
<td>18%</td>
</tr>
<tr>
<td>Democrat Base</td>
<td>31%</td>
</tr>
</tbody>
</table>

**GOP Base (32%)**
- US Direction
  - Right direction: 31.1%
  - Wrong track: 68.9%
- Republican candidate: 1%
- Democratic candidate: 99%
- Favorable: 21%
- Unfavorable: 79%
- Image: Joe Biden
- Image: Donald Trump
- Image: Ron DeSantis
- Image: Jamie Dimon
- Image: Michelle Obama

**Young Dem (19%)**
- US Direction
  - Right direction: 72.8%
  - Wrong track: 27.2%
- Republican candidate: 11.1%
- Democratic candidate: 88.9%
- Favorable: 74%
- Unfavorable: 26%
- Image: Joe Biden
- Image: Donald Trump
- Image: Ron DeSantis
- Image: Jamie Dimon
- Image: Michelle Obama

**Ind/Moderates (18%)**
- US Direction
  - Right direction: 20.8%
  - Wrong track: 79.2%
- Republican candidate: 15.1%
- Democratic candidate: 84.9%
- Favorable: 81.7%
- Unfavorable: 18.3%
- Image: Joe Biden
- Image: Donald Trump
- Image: Ron DeSantis
- Image: Jamie Dimon
- Image: Michelle Obama

**Democrat Base (31%)**
- US Direction
  - Right direction: 67.4%
  - Wrong track: 32.6%
- Republican candidate: 54.6%
- Democratic candidate: 45.4%
- Favorable: 85.6%
- Unfavorable: 14.4%
- Image: Joe Biden
- Image: Donald Trump
- Image: Ron DeSantis
- Image: Jamie Dimon
- Image: Michelle Obama

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:

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.

- **GOP Base (32%)**
  - Ron DeSantis: 24.4%
  - Vukem Ramesamu: 14.1%
  - Mike Pence: 7.8%
  - Tim Scott: 14.0%
  - Greg Abbott: 1.3%
  - Carl Lake: 5.2%
  - Lindsey Graham: 1.4%
  - Chris Christie: 9%
  - Joni Ernst: 2%
  - Nikki Haley: 10.3%
  - Kristi Noem: 2.5%
  - Mike Pompeo: 1.8%
  - Glori Youngkin: 9%
  - Unsure: 18.8%

- **Young Dem (19%)**
  - Ron DeSantis: 18.1%
  - Vukem Ramesamu: 4.2%
  - Mike Pence: 16.8%
  - Tim Scott: 9.4%
  - Greg Abbott: 6.3%
  - Carl Lake: 5.6%
  - Lindsey Graham: 6.9%
  - Chris Christie: 7%
  - Joni Ernst: 1.3%
  - Nikki Haley: 7.4%
  - Kristi Noem: 4.3%
  - Mike Pompeo: 4.4%
  - Glori Youngkin: 4%
  - Unsure: 4.3%

- **Ind/Moderates (18%)**
  - Ron DeSantis: 8.2%
  - Vukem Ramesamu: 5.9%
  - Mike Pence: 5.7%
  - Tim Scott: 7%
  - Greg Abbott: 1.9%
  - Carl Lake: 2.3%
  - Lindsey Graham: 2.3%
  - Chris Christie: 2.3%
  - Joni Ernst: 0%
  - Nikki Haley: 4.9%
  - Kristi Noem: 8%
  - Mike Pompeo: 4.4%
  - Glori Youngkin: 1.4%
  - Unsure: 57.4%

- **Democrat Base (31%)**
  - Ron DeSantis: 4.7%
  - Vukem Ramesamu: 1.0%
  - Mike Pence: 4.6%
  - Tim Scott: 1.2%
  - Greg Abbott: 1.5%
  - Carl Lake: 1.7%
  - Lindsey Graham: 2.3%
  - Chris Christie: 9.3%
  - Joni Ernst: 2%
  - Nikki Haley: 5.5%
  - Kristi Noem: 2%
  - Mike Pompeo: 3%
  - Glori Youngkin: 5%
  - Unsure: 67.1%
Segmentation Analysis:

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Segmentation Analysis:

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.

**GOP Base (32%)**
- Support tax exempt status: 55.8%
- Oppose tax exempt status: 44.2%
- Unsure: 0%
- Public Support for Stadiums: 67.1%
- GOP/LIV Merger

**Young Dem (19%)**
- Support tax exempt status: 32.5%
- Oppose tax exempt status: 32.5%
- Unsure: 0%
- Public Support for Stadiums: 68.8%
- LGBTQA+ Flag

**Ind/Moderates (18%)**
- Support tax exempt status: 35.5%
- Oppose tax exempt status: 35.5%
- Unsure: 33.0%
- Public Support for Stadiums: 42.6%
- LGBTQA+ Movement

**Democrat Base (31%)**
- Support tax exempt status: 33.5%
- Oppose tax exempt status: 33.5%
- Unsure: 33.0%
- Public Support for Stadiums: 57.2%
- LGBTQA+ Movement

<table>
<thead>
<tr>
<th>Sentiment</th>
<th>GOP Base</th>
<th>Young Dem</th>
<th>Ind/Moderates</th>
<th>Democrat Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>55.8%</td>
<td>32.5%</td>
<td>35.5%</td>
<td>33.5%</td>
</tr>
<tr>
<td>Oppose</td>
<td>44.2%</td>
<td>32.5%</td>
<td>35.5%</td>
<td>33.5%</td>
</tr>
<tr>
<td>Unsure</td>
<td>0%</td>
<td>0%</td>
<td>33.0%</td>
<td>33.0%</td>
</tr>
</tbody>
</table>

Key Sentiments:
- **LGBTQA+ Flag**: Support = 62.5%, Oppose = 35.3%, Unsure = 2.3%
- **LGBTQA+ Movement**: Yes = 51.9%, No = 42.0%, Unsure = 6.0%
- **Fed Digital Currency**: Yes = 69.9%, No = 29.7%, Unsure = 0%
- **Big Tech Trust bust**: Yes = 67.5%, No = 30.0%, Unsure = 2.4%
- **Federal Govt Land Ownership**:
  - 1% - 5%: 2.1%
  - 6% - 10%: 4.3%
  - 11% - 14%: 5.9%
  - 15% - 19%: 7.1%
  - 20% - 24%: 11.4%
  - 25% - 29%: 9.5%
  - 30% - 35%: 8.3%
  - More than 35%: 31.8%

Cygnal
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.
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.

### GOP Base (32%)
- Community Type:
  - Rural: 33.5%
  - Suburban: 52.9%
  - Urban: 13.2%
- Parent:
  - Yes: 19.8%
  - No: 60.2%
  - Refused: 20%
- Religion:
  - Catholic: 26.6%
  - Mainline Protestant (Methodist...): 18.6%
  - Evangelical or Born-Again (Baptist...): 32.2%
  - Another religion: 9.2%
  - Not religious: 12.9%
  - Unsure: 1.2%
- Employment Status:
  - Employed: 44.7%
  - Unemployed but looking for work: 3.1%
  - Unemployed and not looking for work: 3.3%
  - Homemaker / stay-at-home parent: 5.6%
  - Student: 7%
  - Retired: 42.3%
  - Unsure: 4%
- Income by Response:
  - Less than $25,000: 12.2%
  - $25,000 - $49,999: 23.8%
  - $50,000 - $74,999: 18.3%
  - $75,000 - $99,999: 10.7%
  - $100,000 - $124,999: 13.7%
  - $125,000+: 20.1%
- Race/Ethnicity:
  - White or Caucasian: 43.5%
  - Black or African American: 1.7%
  - Hispanic or Latino: 5.2%

### Young Dem (19%)
- Community Type:
  - Rural: 15.6%
  - Suburban: 37.0%
  - Urban: 48.1%
- Parent:
  - Yes: 39.2%
  - No: 60.8%
  - Refused: 0%
- Religion:
  - Catholic: 38.6%
  - Mainline Protestant (Methodist...): 10.8%
  - Evangelical or Born-Again (Baptist...): 27.4%
  - Another religion: 13.8%
  - Not religious: 6.7%
  - Unsure: 4.1%
- Employment Status:
  - Employed: 77.5%
  - Unemployed but looking for work: 6.4%
  - Unemployed and not looking for work: 4.5%
  - Homemaker / stay-at-home parent: 5.3%
  - Student: 2.4%
  - Retired: 3.2%
  - Unsure: 7%
- Income by Response:
  - Less than $25,000: 15.6%
  - $25,000 - $49,999: 17.5%
  - $50,000 - $74,999: 11.2%
  - $75,000 - $99,999: 7.5%
  - $100,000 - $124,999: 26.6%
  - $125,000+: 27.6%
- Race/Ethnicity:
  - White or Caucasian: 61.6%
  - Black or African American: 24.1%
  - Hispanic or Latino: 14.4%

### Ind/Moderates (18%)
- Community Type:
  - Rural: 46.8%
  - Suburban: 56.0%
  - Urban: 17.1%
- Parent:
  - Yes: 67.1%
  - No: 32.9%
  - Refused: 4%
- Religion:
  - Catholic: 23.3%
  - Mainline Protestant (Methodist...): 16.1%
  - Evangelical or Born-Again (Baptist...): 17.3%
  - Another religion: 14.8%
  - Not religious: 23.0%
  - Unsure: 5.7%
- Employment Status:
  - Employed: 55.4%
  - Unemployed but looking for work: 6.0%
  - Unemployed and not looking for work: 5.1%
  - Homemaker / stay-at-home parent: 6.0%
  - Student: 1.5%
  - Retired: 24.9%
  - Unsure: 1.0%
- Income by Response:
  - Less than $25,000: 22.1%
  - $25,000 - $49,999: 35.5%
  - $50,000 - $74,999: 17.7%
  - $75,000 - $99,999: 7.6%
  - $100,000 - $124,999: 9.7%
  - $125,000+: 12.2%
  - Unsure: 5.5%
- Race/Ethnicity:
  - White or Caucasian: 82.7%
  - Black or African American: 9.6%
  - Hispanic or Latino: 7.7%

### Democrat Base (31%)
- Community Type:
  - Rural: 10.7%
  - Suburban: 29.6%
  - Urban: 69.6%
- Parent:
  - Yes: 83.5%
  - No: 15.7%
  - Refused: 7%
- Religion:
  - Catholic: 22.3%
  - Mainline Protestant (Methodist...): 15.9%
  - Evangelical or Born-Again (Baptist...): 10.1%
  - Another religion: 16.1%
  - Not religious: 28.0%
  - Unsure: 1.6%
- Employment Status:
  - Employed: 41.0%
  - Unemployed but looking for work: 4.3%
  - Unemployed and not looking for work: 2.3%
  - Homemaker / stay-at-home parent: 5.8%
  - Student: 3.3%
  - Retired: 42.3%
  - Unsure: 9.5%
- Income by Response:
  - Less than $25,000: 17.8%
  - $25,000 - $49,999: 17.7%
  - $50,000 - $74,999: 17.7%
  - $75,000 - $99,999: 5.0%
  - $100,000 - $124,999: 11.9%
  - $125,000+: 17.6%
  - Unsure: 2.9%
- Race/Ethnicity:
  - White or Caucasian: 73.3%
  - Black or African American: 11.7%
  - Hispanic or Latino: 8.8%
Segmentation Analysis:

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**
- 52.5% Female
- 47.5% Male

**Age Range**
- 18 – 29: 13.2%
- 30 – 44: 23.2%
- 45 – 54: 16.1%
- 55 – 64: 18.6%
- 65+: 28.9%

**Household Income**
- <$25k: 16.3%
- $25k - $50k: 22.6%
- $50k - $75k: 16.7%
- $75k - $100k: 9.0%
- $100k - $125k: 13.7%
- $125k+: 19.3%

**Race/Ethnicity**
- White or Caucasian: 70.3%
- Asian or Pacific Islander: 3.8%
- Black or African American: 12.3%
- Hispanic or Latino: 8.5%
- Other: 4.4%

**Partisanship**
- Strongly Republican: 20.2%
- Mostly Republican: 15.8%
- Independent: 22.9%
- Mostly Democratic: 16.4%
- Strongly Democratic: 23.6%

**Voter History**
- Every general election including for president and in midterms: 59.6%
- Most general elections, including for president and in some midterms: 24.9%
- Every general election for president but not midterms: 6.4%
- Most general elections for president: 9.1%

**Geo - Region**
- Mid-Atlantic: 6.7%
- Midwest: 22.3%
- Northeast: 17.9%
- South: 15.4%
- Southwest: 16.7%
- West: 21.0%

**Education**
- 39.8% have at least a College degree
- 59.9% have no college degree

**Ideology**
- Very conservative: 18.9%
- Somewhat conservative: 18.7%
- Moderate: 32.4%
- Somewhat liberal: 15.1%
- Very liberal: 13.0%

Total sample size: 2010