

June 28, 2023



CYGNAL

Survey of Likely General Election Voters **National**

June 20 – 22, 2023 | n=2010 | $\pm 2.16\%$

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.

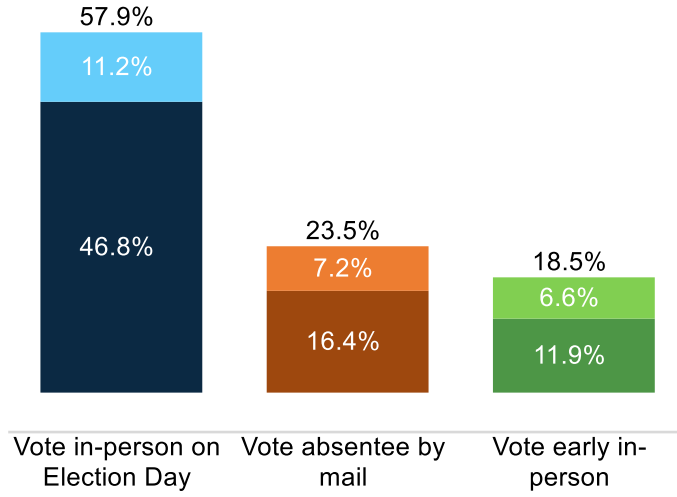
Insights & Analysis – Political Issues

- 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 the 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.

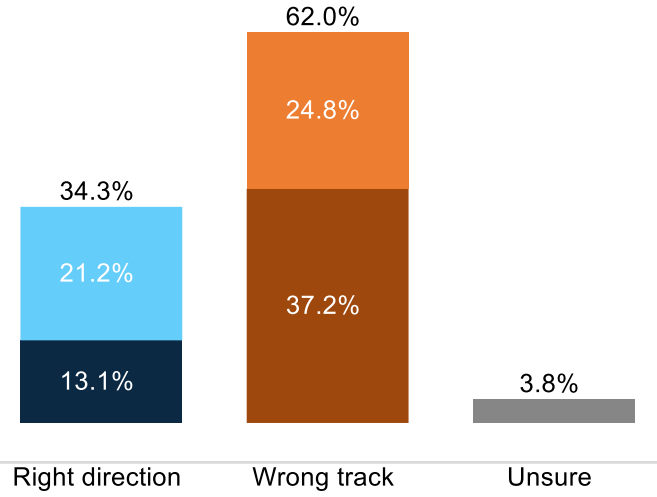
Vote Method



	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	Pres Yr Vote	Occasional Vote
Definitely vote	68%	75%	79%	80%	83%	76%	71%	71%	76%	72%	76%	75%	75%	78%	78%	72%	78%	78%	68%	77%	77%	70%	70%	78%	78%	75%	78%	73%	62%	65%	84%	64%	56%
Probably vote	32%	25%	21%	20%	17%	24%	29%	29%	24%	28%	24%	25%	25%	22%	22%	28%	22%	22%	32%	23%	23%	30%	30%	22%	22%	25%	22%	27%	38%	35%	16%	36%	44%
Vote in-person on Election Day	61%	49%	70%	51%	62%	59%	57%	52%	64%	62%	70%	63%	49%	45%	63%	52%	65%	63%	51%	58%	59%	62%	56%	67%	47%	69%	57%	58%	53%	54%	58%	57%	61%
Vote absentee by mail	20%	33%	12%	29%	18%	22%	25%	30%	16%	22%	19%	11%	19%	44%	20%	28%	16%	14%	29%	28%	24%	16%	21%	14%	35%	14%	23%	24%	32%	27%	25%	21%	23%
Vote early in-person	19%	18%	18%	20%	20%	18%	18%	18%	20%	17%	10%	26%	32%	11%	17%	19%	19%	23%	20%	14%	17%	22%	23%	19%	18%	17%	19%	18%	15%	19%	17%	21%	15%
Definitely vote in-person on Election Day	44%	38%	60%	45%	57%	49%	44%	36%	53%	48%	56%	51%	41%	37%	55%	40%	53%	52%	37%	48%	49%	47%	43%	55%	39%	55%	48%	46%	35%	40%	52%	39%	35%
Probably vote in-person on Election Day	17%	11%	10%	6%	5%	10%	13%	15%	11%	14%	14%	12%	8%	8%	8%	12%	12%	11%	14%	10%	10%	15%	13%	11%	8%	14%	9%	12%	18%	15%	5%	18%	26%
Definitely vote absentee by mail	14%	25%	8%	19%	12%	15%	17%	24%	9%	13%	15%	6%	14%	33%	14%	20%	11%	10%	18%	21%	16%	12%	13%	10%	25%	10%	17%	16%	21%	15%	19%	13%	14%
Probably vote absentee by mail	6%	8%	4%	10%	6%	8%	8%	7%	7%	9%	4%	5%	6%	11%	6%	8%	5%	4%	11%	7%	8%	4%	7%	4%	10%	4%	6%	8%	11%	12%	6%	9%	9%
Definitely vote early in-person	10%	12%	11%	16%	14%	12%	11%	11%	14%	11%	5%	18%	20%	7%	9%	12%	14%	16%	13%	8%	11%	12%	13%	12%	14%	10%	13%	11%	7%	10%	12%	12%	7%
Probably vote early in-person	9%	5%	7%	5%	6%	6%	7%	7%	7%	6%	5%	8%	12%	4%	8%	7%	5%	7%	6%	6%	10%	10%	7%	5%	7%	7%	7%	9%	9%	5%	9%	8%	

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

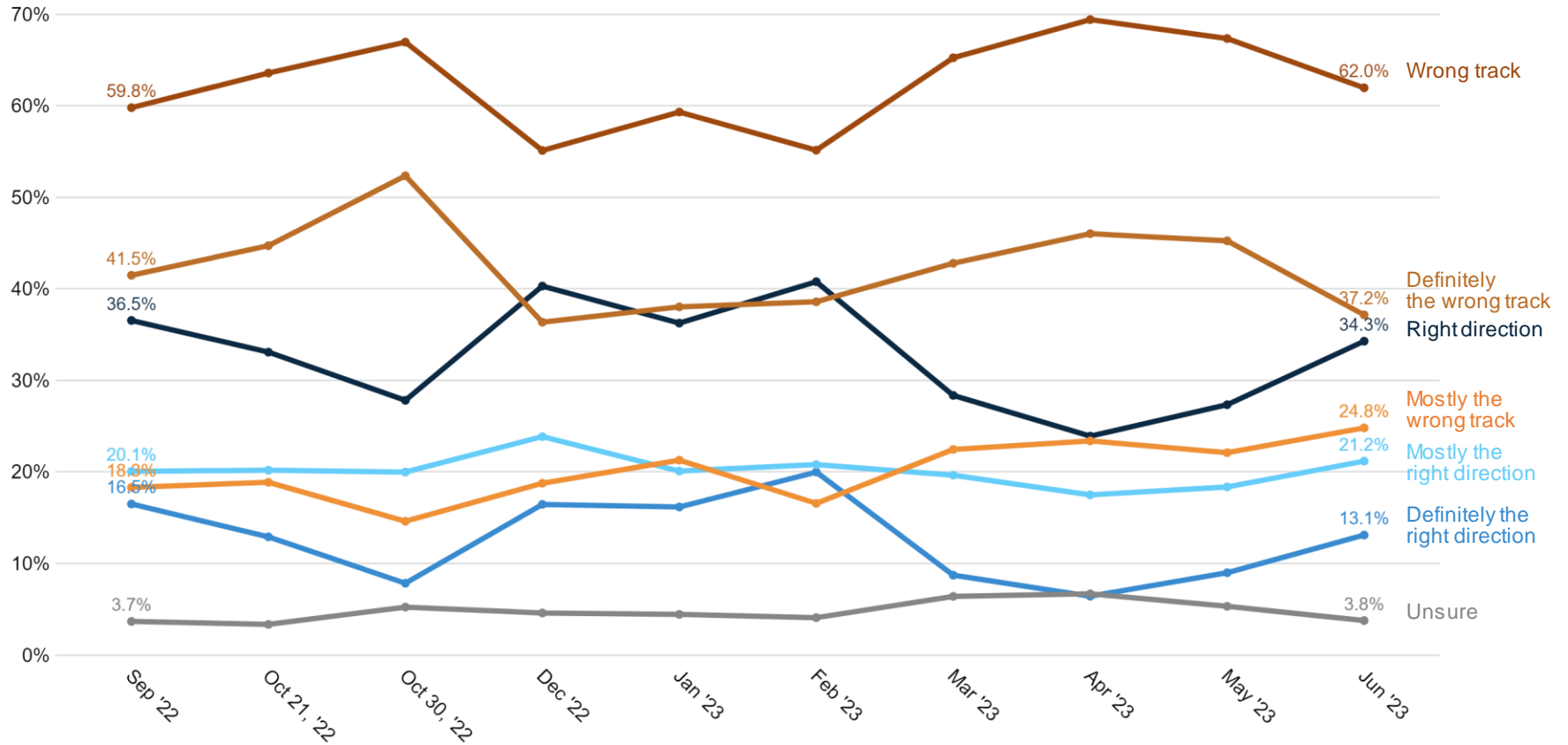
US Direction



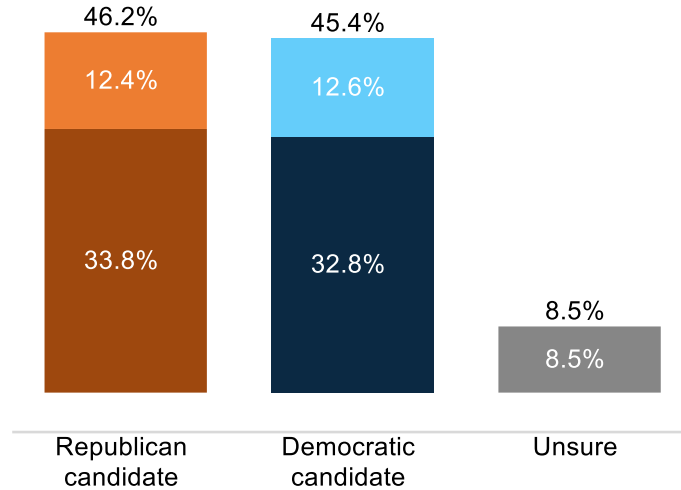
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Right direction	26%	34%	49%	29%	50%	31%	29%	31%	32%	29%	40%	31%	27%	43%	47%	33%	25%	13%	21%	62%	31%	50%	39%	37%	32%	43%	42%	29%	15%	32%	36%	32%	28%
Wrong track	68%	63%	47%	70%	48%	67%	67%	64%	61%	68%	57%	65%	69%	53%	49%	63%	72%	85%	74%	35%	66%	43%	55%	59%	65%	53%	55%	67%	69%	65%	61%	64%	65%
Definitely the right direction	9%	8%	29%	6%	27%	10%	9%	8%	10%	9%	14%	10%	11%	22%	28%	9%	8%	6%	5%	25%	13%	20%	16%	18%	8%	24%	19%	9%	2%	4%	15%	11%	12%
Mostly the right direction	17%	25%	20%	23%	22%	21%	20%	23%	23%	20%	26%	21%	16%	21%	19%	24%	17%	7%	15%	37%	18%	30%	23%	19%	25%	19%	23%	20%	13%	27%	22%	22%	16%
Mostly the wrong track	32%	25%	20%	21%	15%	26%	27%	32%	25%	25%	23%	24%	30%	22%	20%	27%	24%	22%	32%	23%	23%	25%	32%	25%	22%	27%	22%	26%	39%	38%	20%	32%	32%
Definitely the wrong track	36%	38%	27%	49%	33%	41%	39%	32%	37%	42%	35%	41%	38%	30%	28%	36%	49%	63%	42%	12%	43%	19%	23%	34%	43%	26%	33%	40%	29%	28%	41%	32%	33%
Unsure	6%	4%	4%	1%	2%	3%	5%	5%	6%	3%	3%	4%	4%	4%	4%	3%	2%	5%	4%	3%	6%	6%	4%	2%	4%	3%	4%	16%	3%	3%	4%	8%	

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 Ballot: R+1



	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	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	41%	46%	44%	55%	45%	53%	45%	41%	44%	53%	42%	54%	48%	37%	36%	44%	61%	94%	44%	5%	53%	21%	40%	46%	48%	40%	43%	48%	49%	44%	37%
Democratic candidate	48%	45%	50%	37%	48%	40%	45%	51%	50%	38%	48%	42%	44%	53%	58%	45%	33%	4%	32%	91%	38%	75%	54%	46%	42%	51%	49%	43%	46%	45%	46%
Definitely the Republican candidate	26%	33%	33%	46%	37%	41%	31%	25%	33%	38%	33%	42%	35%	23%	26%	31%	46%	76%	22%	3%	41%	9%	27%	32%	38%	27%	32%	35%	40%	25%	27%
Probably the Republican candidate	16%	13%	12%	9%	8%	12%	14%	16%	11%	15%	9%	12%	13%	14%	9%	13%	15%	18%	22%	2%	13%	11%	13%	14%	10%	14%	11%	13%	9%	19%	10%
Probably the Democratic candidate	16%	11%	15%	8%	11%	13%	12%	16%	10%	10%	14%	12%	13%	16%	12%	14%	10%	2%	16%	20%	10%	20%	20%	13%	9%	16%	13%	12%	9%	17%	17%
Definitely the Democratic candidate	33%	34%	35%	28%	38%	27%	33%	35%	40%	29%	35%	30%	31%	37%	45%	32%	23%	2%	16%	71%	28%	55%	35%	33%	33%	35%	37%	30%	36%	27%	29%
Unsure	10%	9%	6%	9%	6%	7%	10%	9%	5%	9%	10%	4%	8%	11%	7%	10%	6%	2%	24%	4%	8%	5%	6%	8%	9%	8%	7%	9%	5%	12%	17%

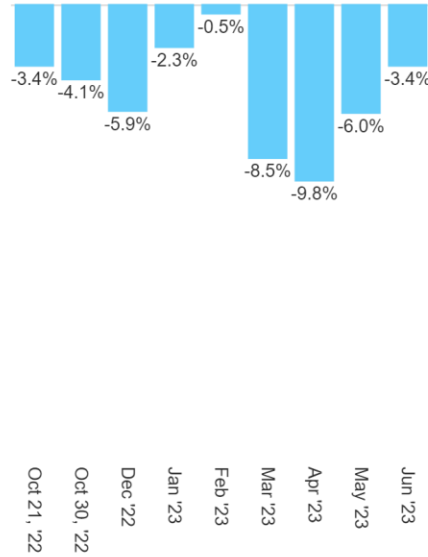
If the 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

Generic Ballot Movement

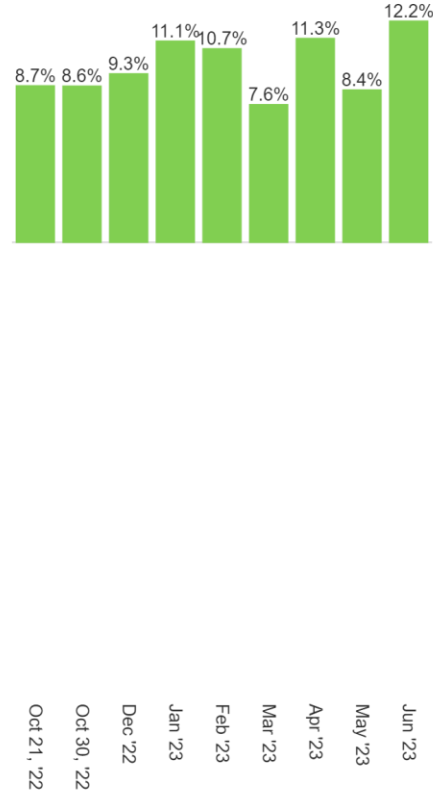
Overall (%Rep-%Dem)



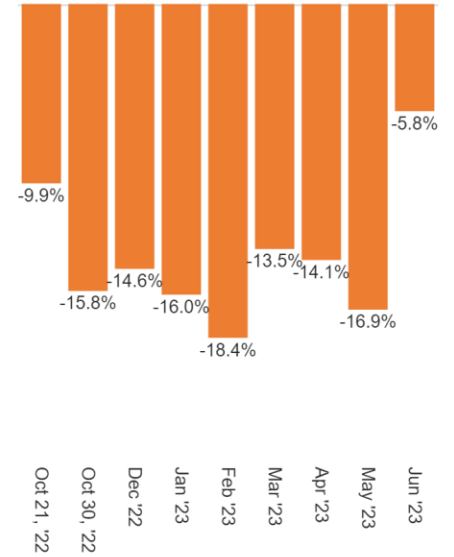
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Percent Change: Generic Ballot (May 2023 to Jun 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	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	1%	3%	-3%	3%	6%	-4%	-1%	6%	3%	3%	5%	3%	-1%	-5%	3%	1%	1%	0%	3%	1%	3%	-1%	2%	-8%	7%	-2%	0%	3%	-1%	-3%
Democratic candidate	-1%	0%	6%	-3%	-3%	4%	3%	-5%	1%	-1%	-4%	2%	1%	4%	-3%	-1%	4%	2%	-1%	0%	-2%	4%	4%	9%	-4%	4%	0%	-1%	1%	12%
Definitely the Republican candidate	-2%	0%	-1%	4%	9%	-3%	-2%	0%	4%	1%	5%	2%	-2%	-6%	6%	-1%	0%	-2%	1%	1%	1%	-1%	2%	-7%	5%	-3%	0%	2%	-3%	3%
Probably the Republican candidate	3%	3%	-2%	-1%	-2%	0%	2%	6%	0%	1%	0%	1%	1%	1%	-3%	3%	1%	2%	2%	-1%	2%	0%	0%	-1%	1%	1%	0%	1%	2%	-6%
Probably the Democratic candidate	0%	1%	2%	0%	-1%	3%	-1%	3%	-6%	-2%	-1%	0%	6%	3%	-2%	2%	1%	1%	-1%	2%	0%	2%	9%	4%	1%	1%	0%	1%	-1%	2%
Definitely the Democratic candidate	-1%	-1%	3%	-3%	-2%	1%	4%	-8%	8%	1%	-3%	1%	-5%	1%	-1%	-2%	2%	1%	0%	-2%	-2%	2%	-4%	5%	-5%	3%	0%	-2%	2%	10%
Unsure	0%	-3%	-3%	0%	-3%	0%	-2%	-1%	-5%	-2%	-1%	-5%	0%	1%	0%	-1%	-5%	-2%	-2%	0%	-1%	-3%	-6%	-1%	-2%	-1%	0%	-2%	0%	-9%

Generic Ballot by Key Voter Groups

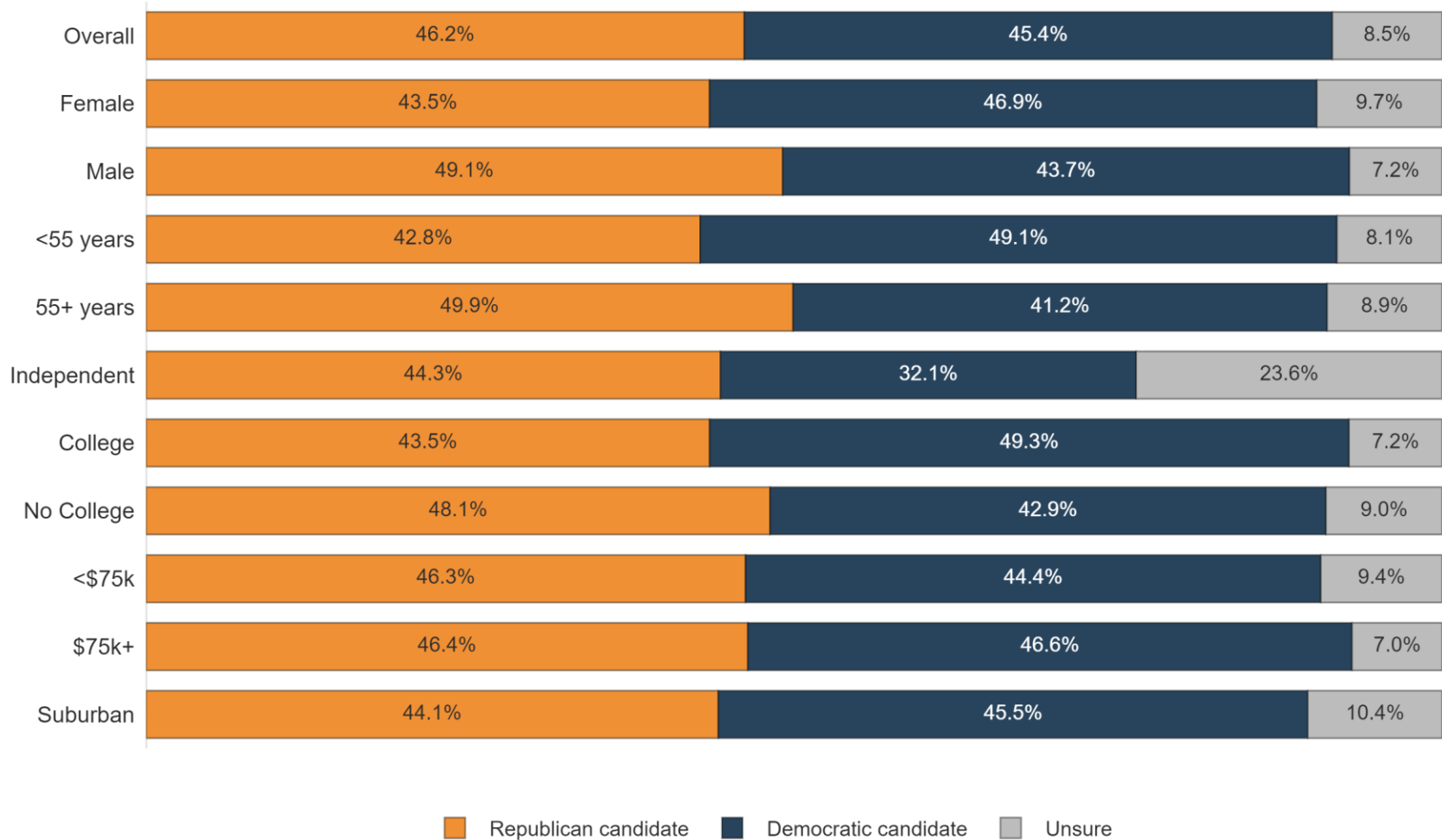


Image Tests

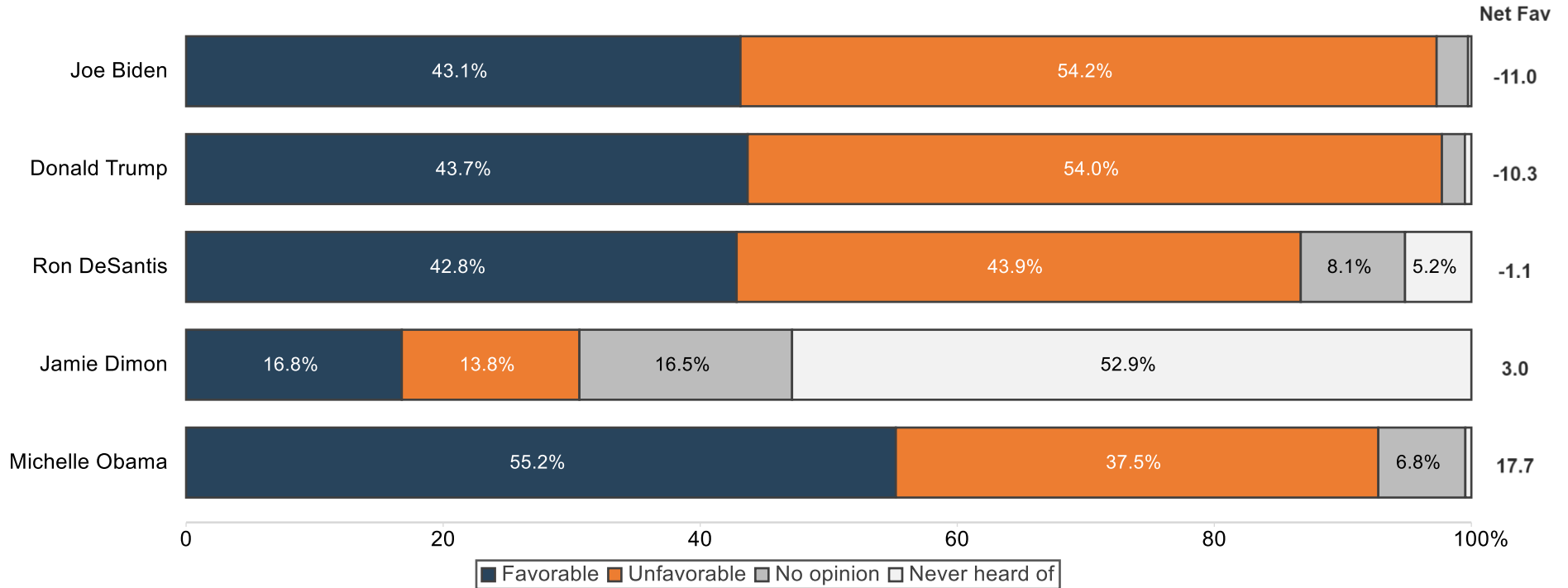


Image Tests Heatmaps

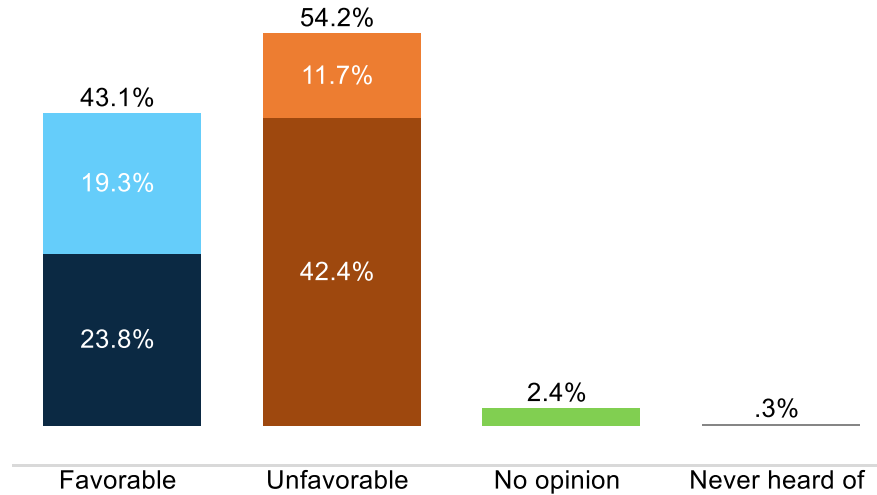
Favorable

	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	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote
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%	28%	38%	45%	41%	52%	43%	41%	42%	39%	55%	81%	40%	13%	49%	26%	36%	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%	40%	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

	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 Voter	Pres Yr Vote	Occasional Vote
Joe Biden	56%	54%	44%	63%	47%	59%	57%	51%	50%	62%	51%	58%	58%	44%	41%	54%	66%	89%	66%	16%	61%	28%	46%	53%	58%	49%	49%	58%	64%	59%	53%	55%	60%
Donald Trump	60%	60%	43%	52%	52%	43%	56%	70%	61%	52%	57%	45%	56%	56%	59%	42%	17%	58%	85%	50%	70%	61%	52%	56%	48%	59%	51%	68%	61%	53%	56%	53%	
Ron DeSantis	41%	53%	37%	46%	40%	42%	44%	53%	49%	45%	47%	42%	42%	41%	39%	48%	39%	19%	45%	65%	41%	54%	43%	41%	48%	35%	45%	43%	46%	45%	45%	44%	36%
Jamie Dimon	14%	7%	18%	17%	20%	15%	11%	9%	15%	14%	10%	12%	18%	14%	15%	14%	12%	13%	17%	13%	13%	18%	16%	15%	11%	16%	15%	13%	9%	16%	14%	16%	7%
Michelle Obama	28%	39%	30%	55%	36%	48%	34%	32%	38%	41%	34%	47%	39%	29%	26%	37%	50%	69%	39%	9%	44%	13%	21%	33%	46%	29%	35%	40%	23%	31%	42%	31%	29%

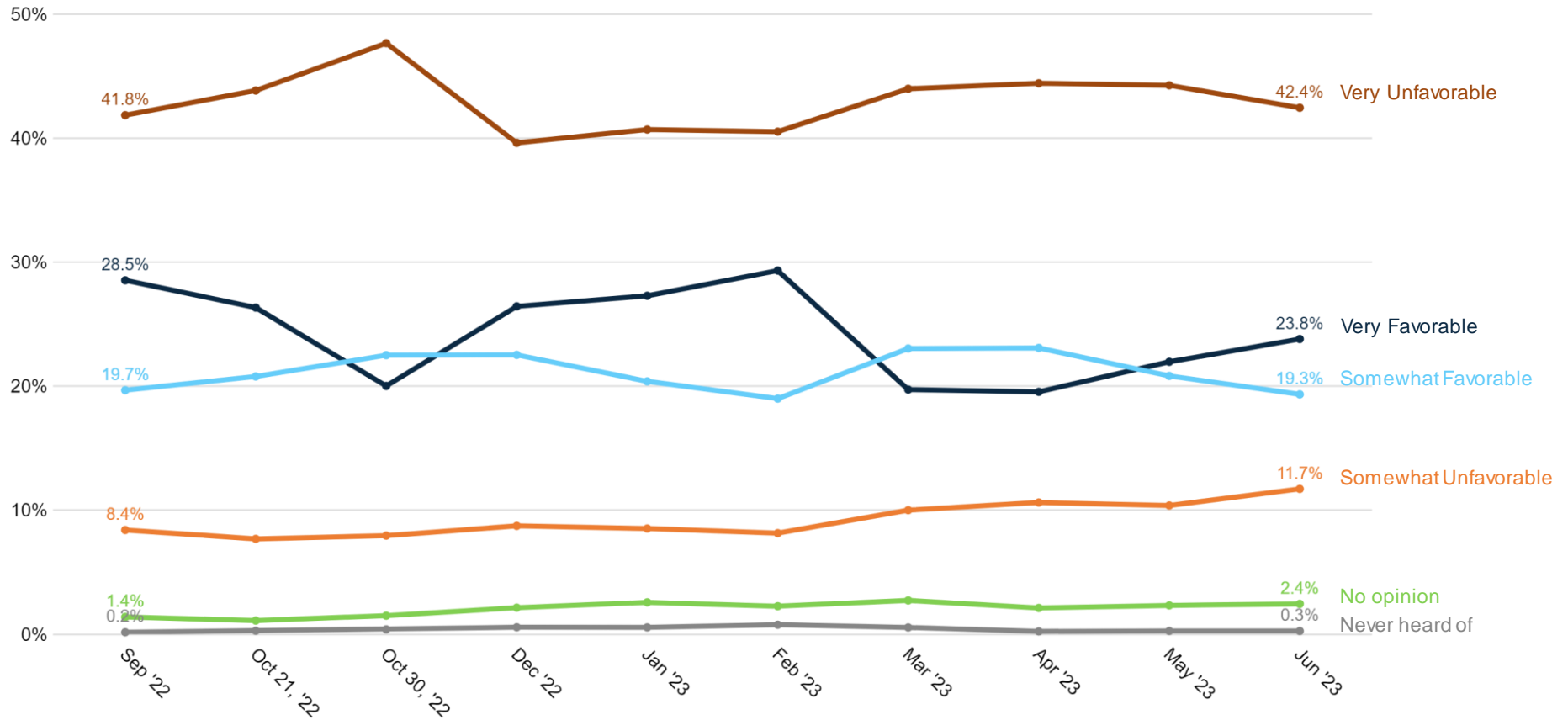
Joe Biden's Image: (-11 net fav; +1% since May)



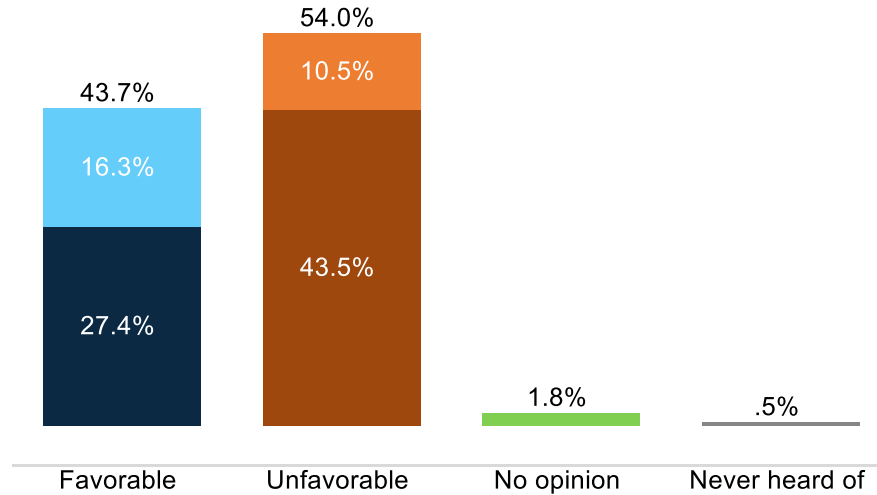
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	
Favorable Total	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%	
Unfavorable Total	56%	54%	44%	63%	47%	59%	57%	51%	50%	62%	51%	58%	58%	44%	41%	54%	66%	89%	66%	16%	61%	28%	46%	53%	58%	49%	58%	64%	59%	53%	55%	60%		
Very favorable	18%	25%	33%	19%	33%	21%	21%	22%	28%	19%	24%	21%	21%	31%	39%	20%	17%	4%	11%	49%	21%	37%	32%	25%	22%	31%	28%	21%	4%	11%	27%	19%	18%	
Somewhat favorable	21%	19%	21%	15%	18%	19%	18%	26%	19%	17%	22%	18%	17%	22%	17%	22%	15%	6%	19%	32%	17%	31%	14%	20%	18%	17%	21%	18%	25%	27%	18%	23%	15%	
Somewhat unfavorable	16%	11%	10%	8%	9%	10%	13%	16%	10%	12%	10%	11%	15%	12%	13%	12%	9%	11%	18%	9%	10%	10%	24%	13%	9%	13%	12%	12%	28%	22%	8%	17%	23%	
Very unfavorable	40%	43%	34%	55%	38%	49%	44%	35%	40%	50%	42%	47%	43%	32%	28%	42%	57%	78%	48%	8%	50%	18%	22%	40%	49%	36%	37%	46%	35%	36%	46%	38%	37%	
No opinion	5%	1%	2%	2%	2%	1%	4%	1%	3%	2%	2%	3%	4%	2%	2%	3%	2%	1%	3%	3%	2%	4%	7%	2%	2%	3%	2%	3%	6%	2%	1%	3%	7%	
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%

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

Trend: Joe Biden Image



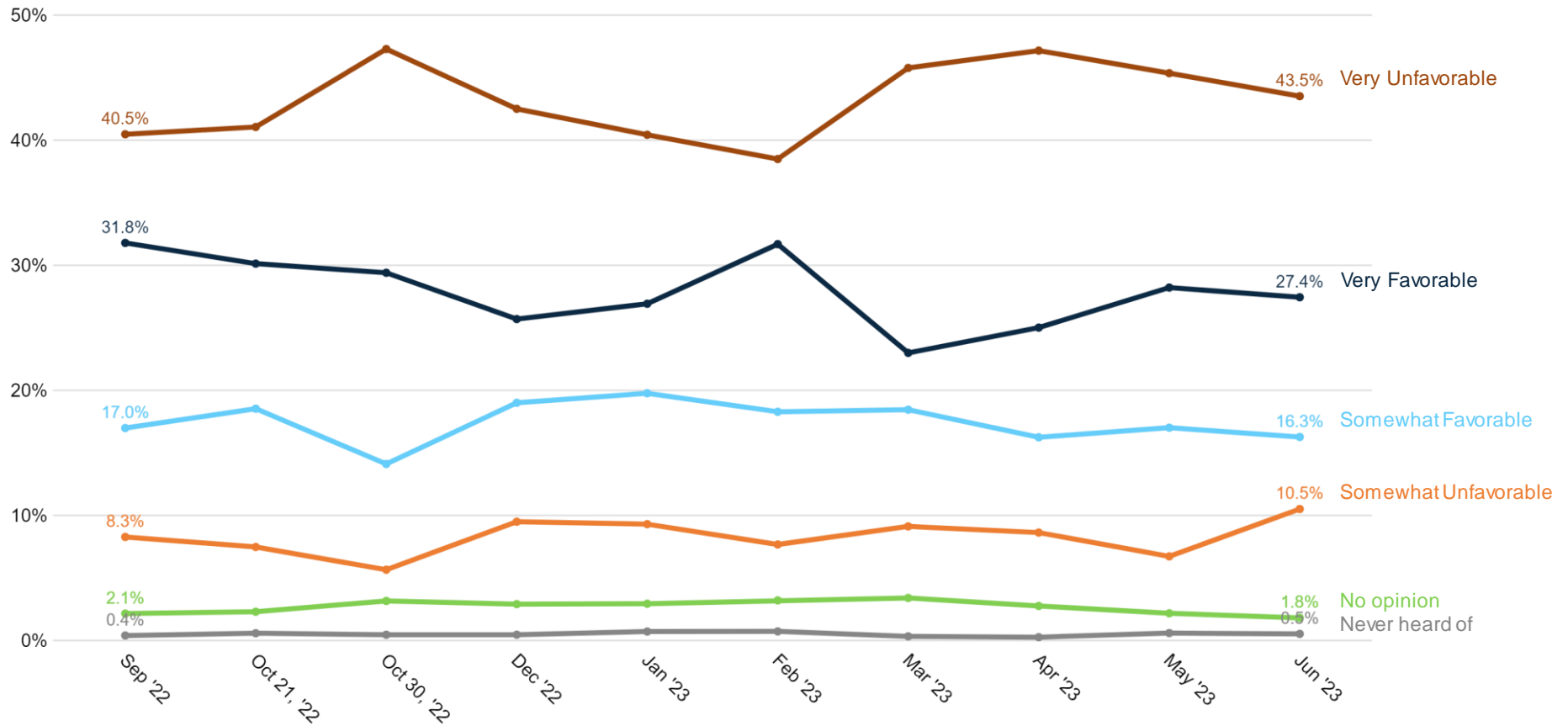
Donald Trump's Image: (-10 net fav; +3% since May)



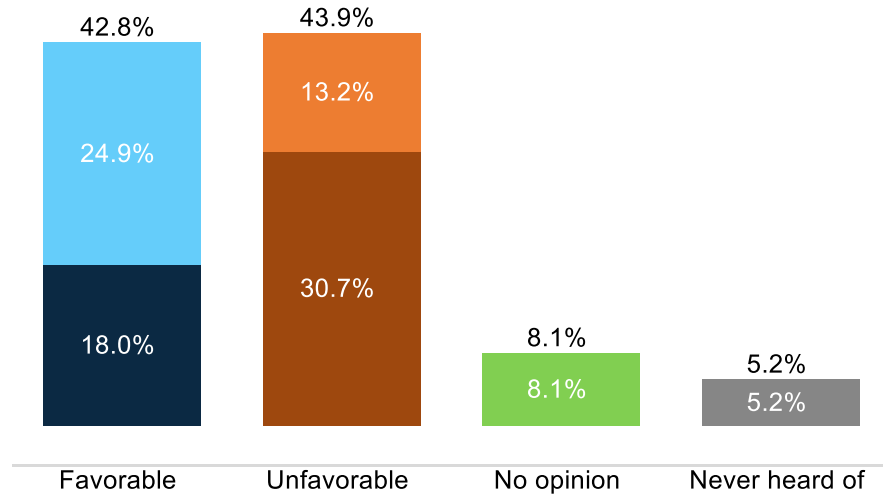
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	35%	38%	55%	48%	47%	55%	41%	28%	38%	45%	41%	52%	43%	41%	42%	39%	55%	81%	40%	13%	49%	26%	36%	45%	43%	48%	39%	46%	25%	36%	45%	41%	43%
Unfavorable Total	60%	60%	43%	52%	52%	43%	56%	70%	61%	52%	57%	45%	56%	56%	59%	42%	17%	58%	85%	50%	70%	61%	52%	56%	48%	59%	51%	68%	61%	53%	56%	53%	
Very favorable	21%	22%	38%	30%	30%	38%	26%	13%	26%	28%	23%	34%	27%	27%	31%	21%	37%	54%	22%	7%	31%	18%	21%	29%	26%	32%	23%	31%	11%	16%	29%	25%	27%
Somewhat favorable	15%	16%	17%	17%	18%	16%	15%	16%	12%	17%	18%	18%	16%	15%	10%	18%	19%	27%	18%	6%	18%	8%	15%	16%	17%	16%	17%	16%	14%	20%	16%	16%	16%
Somewhat unfavorable	11%	7%	15%	8%	13%	11%	8%	12%	10%	10%	9%	9%	12%	12%	12%	11%	8%	8%	17%	9%	10%	13%	14%	12%	7%	15%	12%	9%	19%	16%	9%	12%	13%
Very unfavorable	49%	53%	28%	43%	39%	32%	48%	58%	51%	42%	49%	36%	43%	44%	44%	48%	34%	9%	41%	76%	40%	57%	47%	40%	48%	33%	47%	41%	49%	45%	44%	43%	40%
No opinion	3%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%	6%	3%	1%	2%	4%
Never heard of	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	2%	0%	0%	1%	0%	

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

Trend: Donald Trump Image



Ron DeSantis's Image: (-1 net fav; +0% since May)



	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	Pres Yr Vote	Occasional Vote
Favorable Total	31%	38%	54%	50%	57%	48%	35%	35%	43%	41%	39%	41%	48%	45%	47%	40%	45%	70%	40%	20%	48%	24%	41%	44%	45%	49%	47%	40%	23%	39%	47%	39%	33%
Unfavorable Total	41%	53%	37%	46%	40%	42%	44%	53%	49%	45%	47%	42%	42%	41%	39%	48%	39%	19%	45%	65%	41%	54%	43%	41%	48%	35%	45%	43%	46%	45%	45%	44%	36%
Very favorable	12%	15%	21%	25%	27%	19%	13%	14%	16%	15%	15%	18%	25%	18%	17%	18%	19%	32%	15%	7%	21%	10%	14%	18%	21%	20%	21%	16%	3%	11%	23%	11%	12%
Somewhat favorable	19%	24%	33%	24%	30%	28%	21%	21%	26%	26%	24%	22%	23%	27%	30%	22%	26%	38%	25%	13%	27%	14%	27%	26%	24%	29%	26%	24%	20%	28%	24%	28%	21%
Somewhat unfavorable	12%	15%	15%	11%	12%	14%	13%	14%	16%	16%	14%	14%	12%	9%	12%	13%	14%	11%	15%	14%	13%	15%	10%	14%	11%	15%	13%	14%	13%	19%	12%	17%	11%
Very unfavorable	29%	38%	21%	35%	27%	28%	31%	39%	33%	28%	33%	29%	30%	32%	28%	35%	25%	8%	30%	52%	28%	39%	33%	27%	37%	21%	32%	30%	33%	26%	33%	27%	25%
No opinion	15%	7%	6%	3%	3%	6%	14%	6%	5%	9%	8%	11%	6%	7%	9%	7%	10%	7%	9%	8%	7%	11%	9%	9%	5%	9%	4%	11%	18%	10%	5%	10%	19%
Never heard of	12%	2%	4%	2%	1%	3%	8%	7%	4%	5%	5%	6%	3%	7%	5%	5%	6%	4%	5%	6%	3%	11%	7%	5%	2%	7%	3%	6%	13%	5%	3%	7%	12%

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

Trend: Ron DeSantis Image

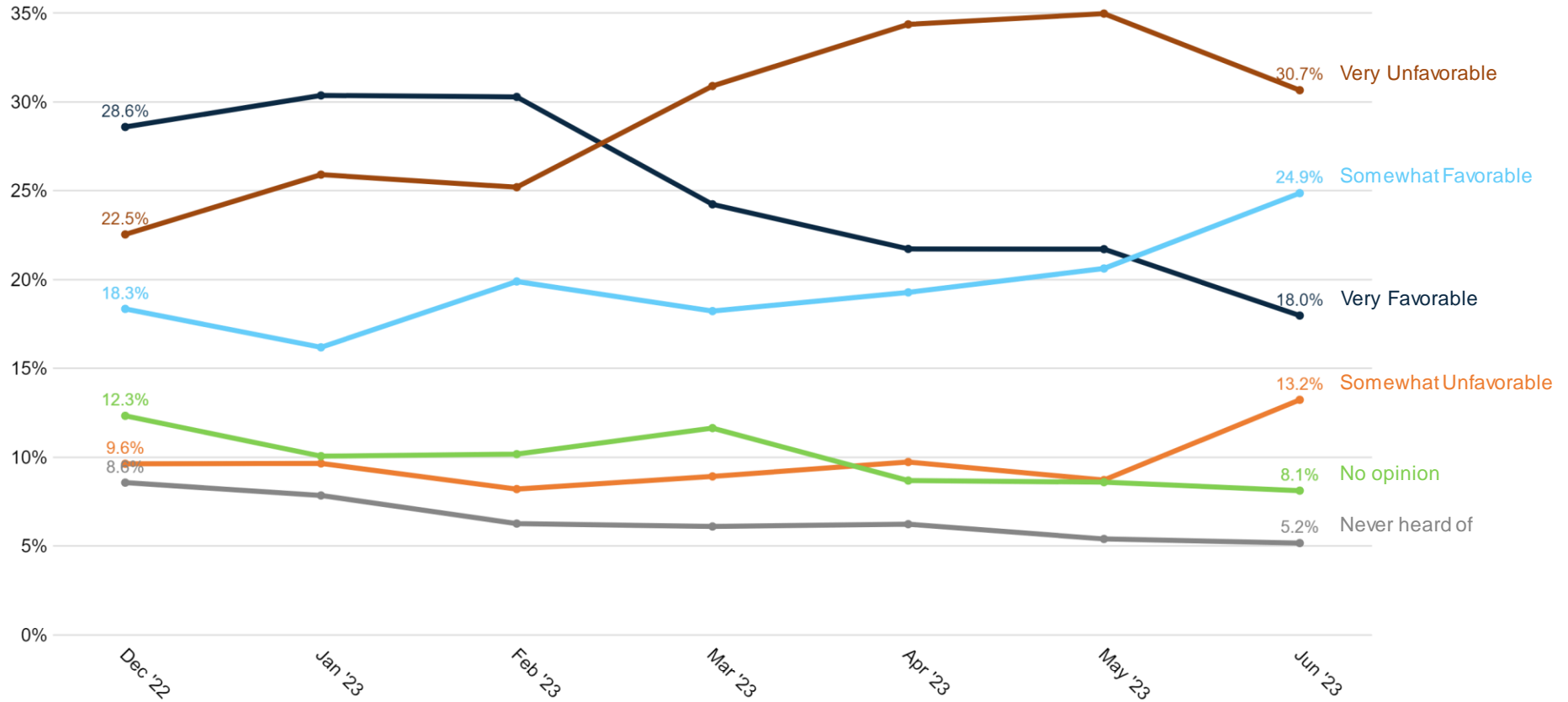
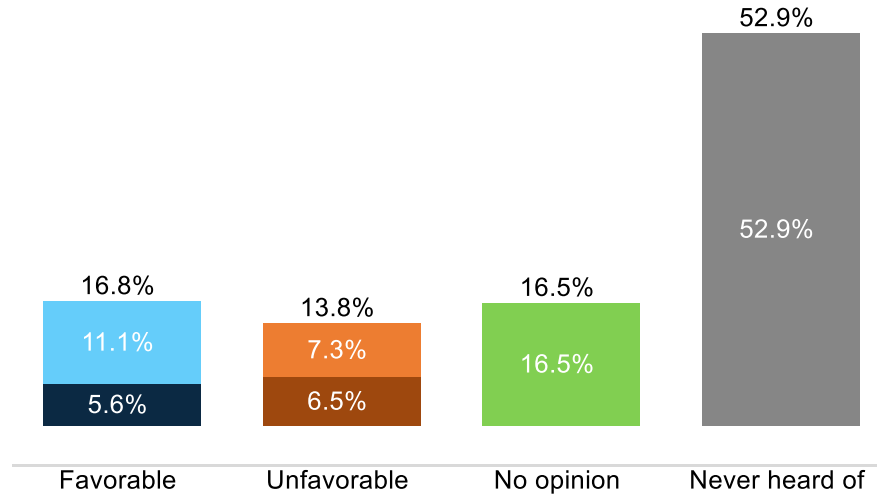


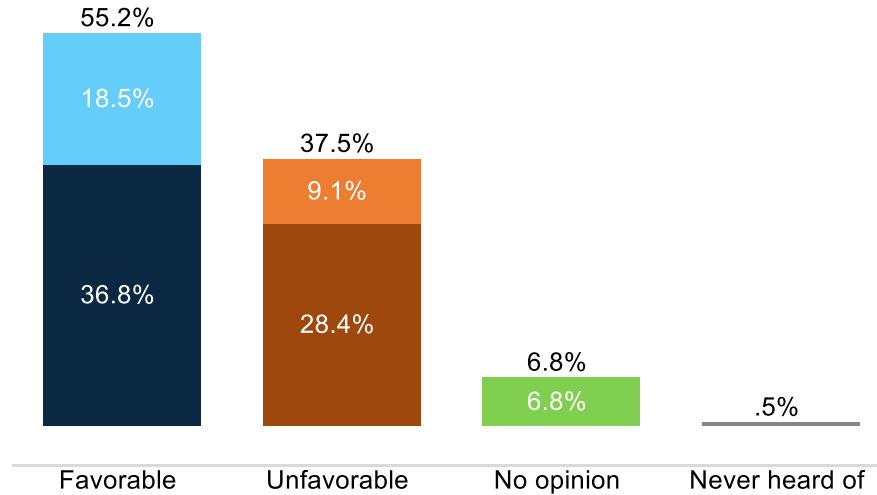
Image: Jamie Dimon



	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	Pres Yr Vote	Occasional Vote
Favorable Total	13%	5%	38%	12%	34%	18%	8%	11%	15%	11%	18%	16%	15%	24%	32%	13%	11%	13%	23%	15%	25%	26%	23%	10%	32%	24%	12%	3%	17%	17%	18%	13%	
Unfavorable Total	14%	7%	18%	17%	20%	15%	11%	9%	15%	14%	10%	12%	18%	14%	15%	14%	12%	13%	17%	13%	18%	16%	15%	11%	16%	15%	13%	9%	16%	14%	16%	7%	
Very favorable	4%	1%	15%	2%	14%	5%	2%	3%	5%	2%	8%	3%	5%	10%	13%	3%	4%	4%	4%	8%	5%	10%	7%	8%	2%	13%	9%	3%	1%	5%	6%	6%	5%
Somewhat favorable	9%	4%	23%	10%	20%	13%	6%	8%	10%	9%	10%	13%	10%	14%	19%	10%	7%	9%	9%	14%	10%	14%	19%	15%	8%	19%	15%	9%	2%	12%	11%	13%	7%
Somewhat unfavorable	8%	2%	9%	9%	12%	6%	6%	5%	11%	9%	4%	5%	9%	7%	10%	7%	7%	6%	8%	8%	6%	11%	8%	8%	6%	9%	9%	6%	3%	10%	6%	10%	4%
Very unfavorable	5%	5%	9%	7%	8%	9%	5%	4%	4%	5%	6%	7%	9%	7%	5%	8%	5%	6%	9%	6%	6%	7%	8%	7%	5%	7%	6%	7%	6%	6%	8%	6%	3%
No opinion	17%	18%	13%	17%	16%	14%	17%	19%	19%	18%	14%	15%	16%	19%	13%	18%	16%	19%	16%	14%	17%	14%	14%	18%	16%	17%	18%	16%	19%	17%	18%	13%	19%
Never heard of	56%	70%	31%	54%	30%	52%	64%	60%	51%	57%	59%	56%	50%	43%	40%	55%	61%	55%	54%	50%	56%	44%	44%	44%	63%	35%	43%	59%	69%	50%	52%	53%	61%

Do you have a favorable or unfavorable opinion of Jamie Dimon?

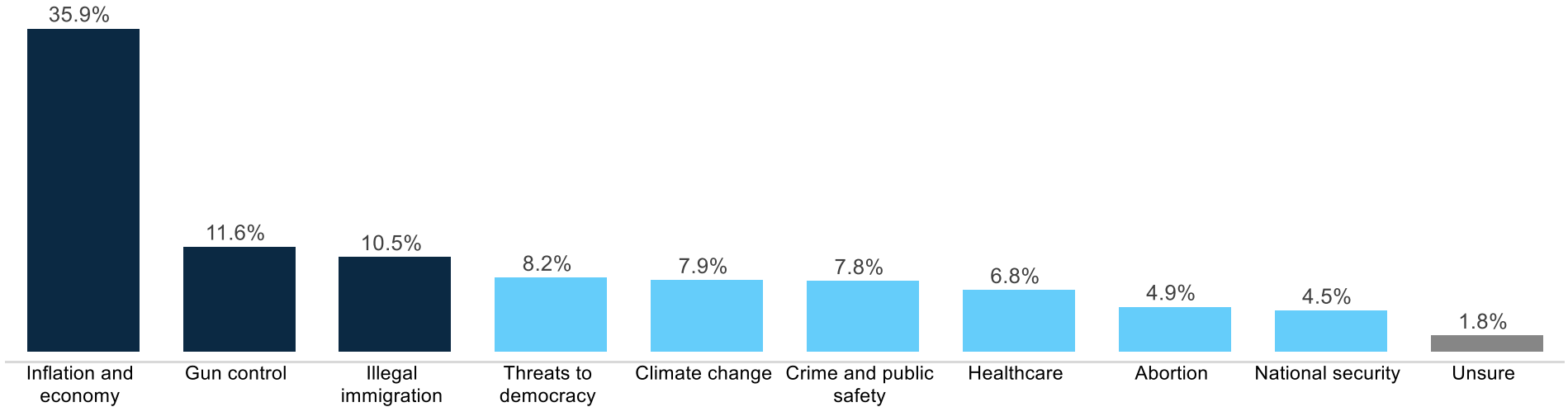
Image: Michelle Obama



	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	Pres Yr Vote	Occasional Vote
Favorable Total	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 Total	28%	39%	30%	55%	36%	48%	34%	32%	38%	41%	34%	47%	39%	29%	26%	37%	50%	69%	39%	9%	44%	13%	21%	33%	46%	29%	35%	40%	23%	31%	42%	31%	29%
Very favorable	44%	38%	38%	26%	36%	28%	40%	43%	42%	32%	38%	32%	35%	43%	48%	36%	28%	9%	28%	68%	30%	66%	48%	39%	33%	41%	39%	35%	30%	33%	36%	38%	37%
Somewhat favorable	19%	15%	25%	13%	21%	18%	18%	17%	12%	19%	21%	16%	18%	20%	21%	20%	13%	14%	22%	20%	17%	16%	25%	20%	14%	22%	19%	18%	28%	29%	16%	22%	24%
Somewhat unfavorable	8%	8%	10%	11%	11%	10%	7%	10%	7%	10%	8%	11%	9%	9%	9%	9%	9%	13%	11%	5%	10%	6%	10%	9%	9%	8%	11%	8%	8%	12%	10%	9%	6%
Very unfavorable	20%	31%	21%	44%	26%	38%	27%	22%	31%	31%	26%	36%	30%	20%	16%	28%	41%	55%	29%	5%	34%	7%	11%	24%	38%	21%	24%	31%	14%	19%	32%	23%	23%
No opinion	8%	8%	7%	5%	6%	6%	8%	6%	9%	8%	6%	5%	7%	7%	5%	7%	8%	8%	10%	3%	8%	4%	6%	7%	7%	8%	6%	7%	18%	8%	6%	8%	10%
Never heard of	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%

Do you have a favorable or unfavorable opinion of Michelle Obama?

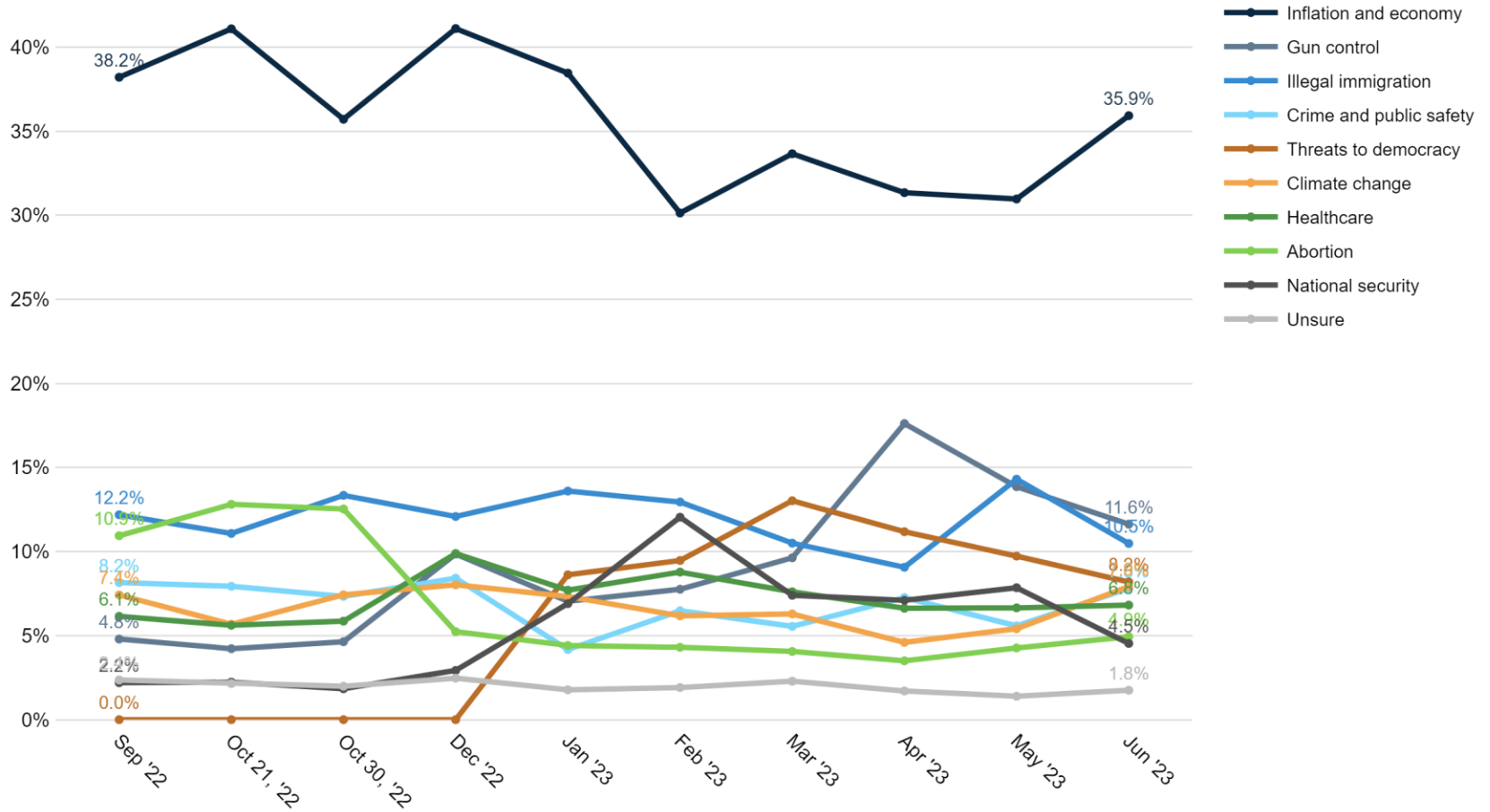
Inflation & economy overwhelming focus for Rs + Indies



	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 Voter	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	36%	37%	33%	38%	36%	35%	37%	35%	30%	38%	36%	40%	38%	31%	33%	36%	39%	45%	42%	25%	38%	28%	33%	37%	35%	36%	35%	36%	42%	42%	35%	37%	41%
Gun control	15%	13%	11%	6%	8%	9%	14%	15%	12%	10%	16%	11%	12%	10%	11%	13%	10%	4%	9%	20%	9%	20%	16%	12%	9%	12%	11%	12%	10%	11%	9%	16%	12%
Illegal immigration	7%	12%	7%	16%	7%	15%	10%	8%	8%	12%	11%	10%	11%	9%	8%	10%	14%	20%	10%	2%	13%	4%	4%	8%	16%	6%	8%	12%	5%	7%	13%	7%	6%
Threats to democracy	5%	10%	7%	12%	8%	11%	6%	9%	10%	9%	7%	9%	8%	8%	6%	9%	8%	4%	8%	12%	9%	5%	3%	5%	14%	5%	8%	8%	7%	6%	9%	8%	4%
Climate change	6%	7%	13%	6%	12%	8%	5%	9%	11%	7%	6%	4%	6%	14%	10%	8%	6%	3%	6%	14%	8%	9%	13%	9%	7%	8%	11%	6%	6%	7%	9%	7%	3%
Crime and public safety	10%	6%	8%	7%	8%	7%	8%	7%	7%	6%	9%	8%	8%	8%	8%	8%	8%	8%	8%	8%	7%	11%	14%	9%	6%	10%	8%	8%	9%	9%	7%	8%	10%
Healthcare	9%	6%	9%	4%	7%	6%	8%	6%	9%	7%	6%	5%	7%	8%	10%	6%	6%	6%	7%	7%	6%	10%	9%	8%	5%	9%	7%	7%	10%	7%	6%	8%	11%
Abortion	6%	5%	4%	5%	5%	3%	5%	6%	8%	4%	4%	5%	5%	6%	5%	5%	4%	3%	4%	8%	5%	6%	6%	5%	4%	6%	6%	5%	3%	6%	6%	3%	6%
National security	5%	4%	6%	4%	7%	3%	4%	4%	5%	5%	4%	4%	5%	4%	6%	4%	4%	7%	4%	3%	5%	4%	3%	5%	4%	6%	6%	4%	2%	4%	5%	4%	2%
Unsure	2%	1%	2%	2%	1%	3%	2%	1%	0%	2%	1%	3%	1%	2%	2%	2%	1%	1%	2%	2%	1%	4%	0%	1%	2%	2%	1%	2%	7%	1%	1%	2%	4%

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

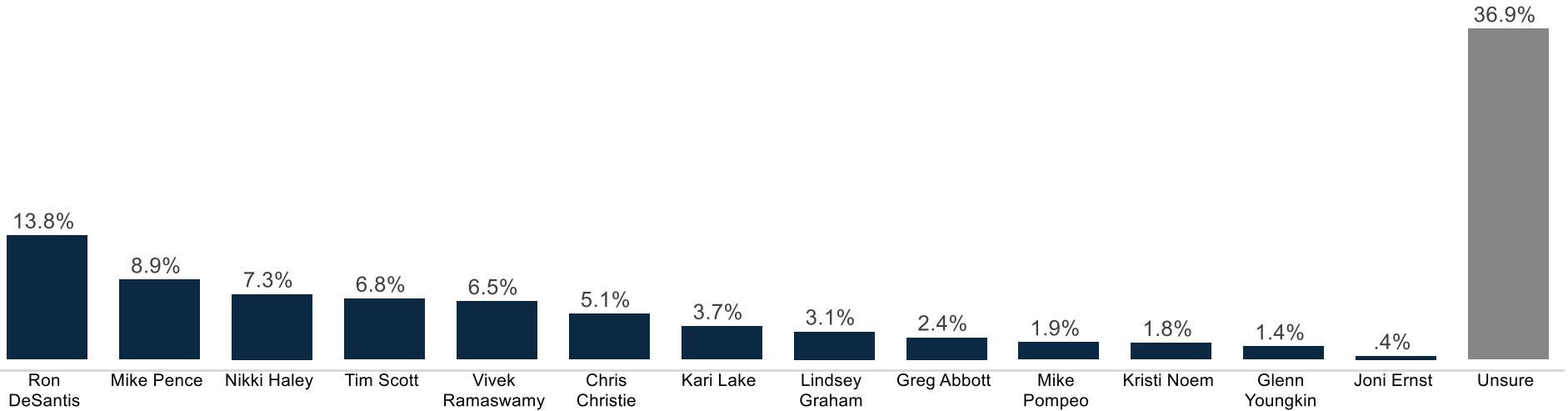
Trend: Top Priority



Percent Change: Top Priority (May 2023 to Jun 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	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	5%	11%	-4%	8%	2%	1%	8%	8%	-1%	3%	5%	8%	12%	0%	5%	5%	5%	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%	-3%
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%	1%	0%	0%	2%	1%	1%	1%	1%	1%	0%	0%	-3%	1%	1%	-1%	1%
National security	-1%	-5%	-1%	-7%	-1%	-5%	-4%	-2%	-2%	-3%	-2%	-4%	-5%	-3%	-3%	-2%	-5%	-4%	-5%	-2%	-3%	-1%	-4%	-3%	-4%	-3%	-2%	-4%	-3%	-2%	
Unsure	1%	-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%

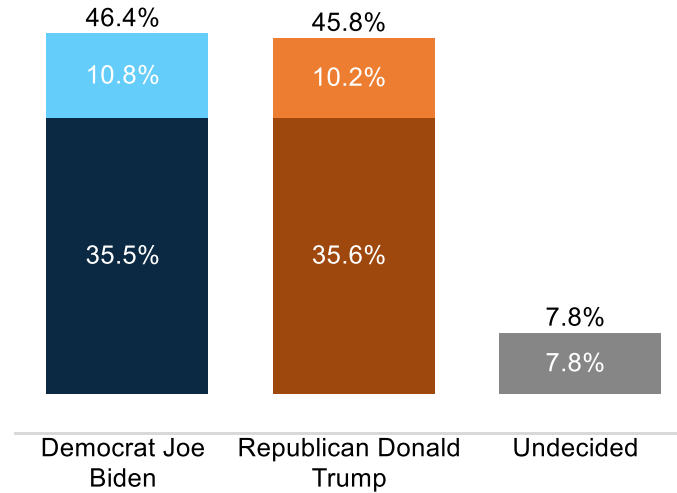
Trump VP Pick



	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	Pres Yr Vote	Occasional Vote
Ron DeSantis	14%	12%	17%	11%	17%	12%	13%	15%	14%	14%	13%	14%	14%	16%	12%	15%	22%	11%	9%	15%	10%	10%	15%	11%	18%	16%	13%	5%	13%	13%	14%	18%	
Mike Pence	12%	4%	14%	4%	10%	9%	9%	8%	4%	8%	7%	11%	7%	12%	13%	8%	7%	11%	4%	9%	8%	11%	11%	13%	4%	13%	9%	9%	5%	9%	8%	9%	12%
Nikki Haley	5%	8%	5%	12%	10%	8%	6%	7%	6%	7%	7%	9%	7%	7%	8%	6%	9%	7%	6%	8%	4%	3%	7%	9%	5%	8%	7%	4%	9%	9%	5%	4%	
Tim Scott	3%	6%	10%	10%	10%	9%	4%	4%	6%	8%	6%	7%	6%	6%	7%	8%	12%	6%	3%	7%	5%	8%	7%	7%	8%	8%	6%	1%	5%	9%	4%	3%	
Vivek Ramaswamy	4%	8%	7%	6%	5%	8%	7%	6%	7%	6%	9%	8%	7%	3%	5%	5%	10%	11%	8%	1%	8%	3%	5%	6%	7%	5%	6%	7%	2%	5%	7%	7%	3%
Chris Christie	4%	4%	6%	6%	7%	6%	4%	5%	1%	6%	5%	3%	5%	7%	6%	5%	3%	2%	6%	7%	5%	4%	11%	6%	5%	5%	6%	5%	5%	5%	6%	4%	3%
Kari Lake	2%	5%	5%	3%	4%	5%	4%	2%	6%	4%	2%	3%	6%	4%	4%	3%	4%	4%	5%	3%	4%	1%	6%	3%	4%	3%	4%	1%	2%	4%	4%	1%	
Lindsey Graham	5%	1%	4%	2%	4%	3%	3%	2%	4%	3%	2%	3%	3%	5%	4%	2%	4%	2%	3%	4%	3%	3%	6%	3%	2%	6%	3%	3%	0%	4%	3%	4%	2%
Greg Abbott	3%	1%	5%	1%	3%	3%	2%	1%	2%	2%	2%	4%	3%	3%	3%	2%	2%	2%	3%	3%	1%	8%	2%	3%	2%	4%	2%	3%	0%	3%	2%	4%	2%
Mike Pompeo	2%	2%	3%	2%	2%	2%	1%	3%	2%	2%	2%	1%	1%	3%	2%	1%	3%	2%	2%	2%	2%	3%	1%	2%	2%	3%	3%	1%	2%	2%	2%	2%	
Kristi Noem	2%	1%	2%	3%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	0%	
Glenn Youngkin	1%	2%	2%	1%	1%	2%	1%	1%	6%	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	3%	2%	1%	2%	1%	1%	3%	1%	2%	1%	
Joni Ernst	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Unsure	42%	47%	19%	38%	24%	32%	45%	45%	42%	39%	40%	33%	36%	34%	30%	42%	32%	19%	41%	50%	34%	44%	31%	31%	43%	27%	33%	39%	73%	35%	34%	38%	48%

If Donald Trump is the GOP nominee, who should he pick as his vice presidential running mate?

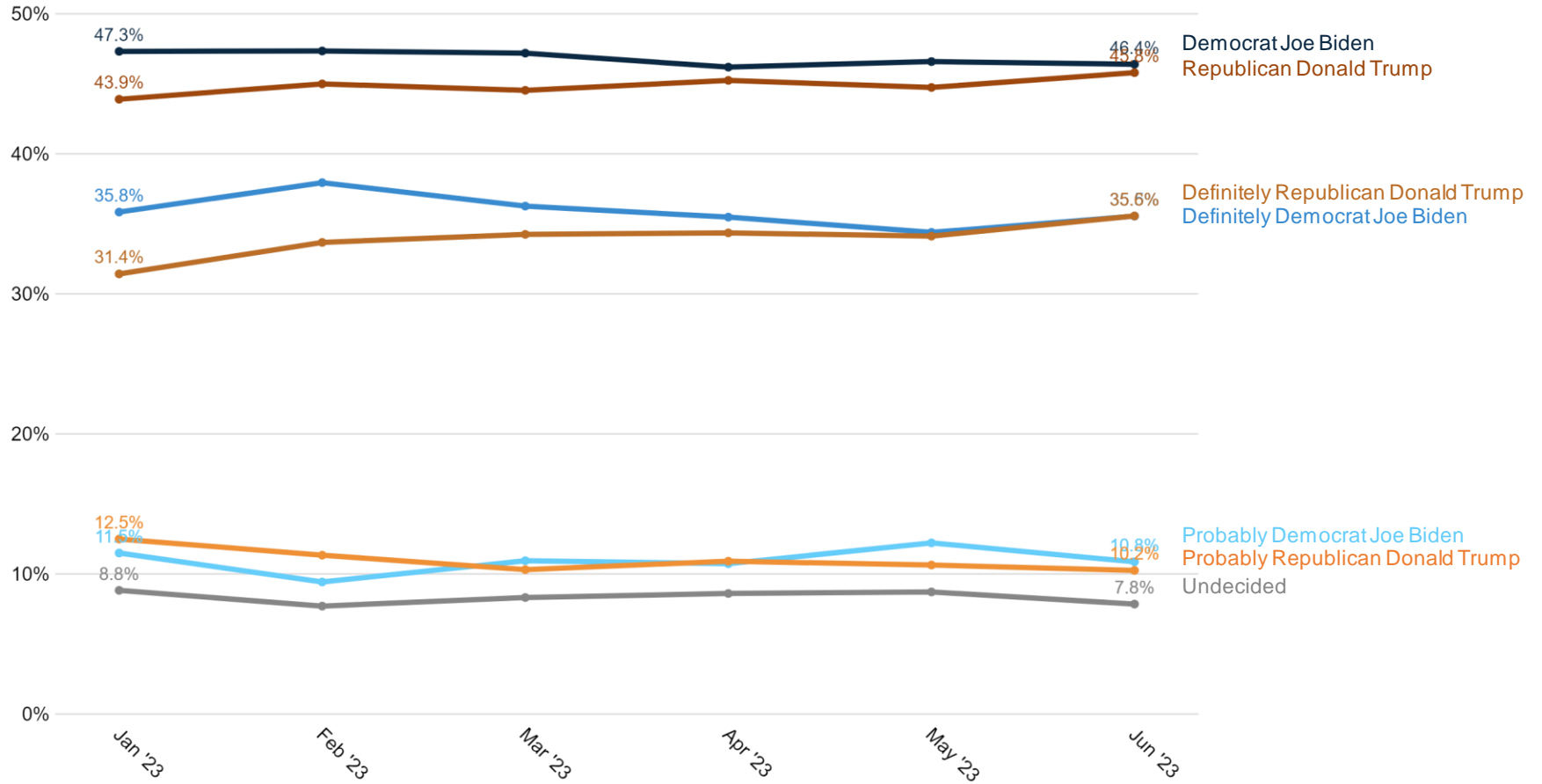
Biden v Trump



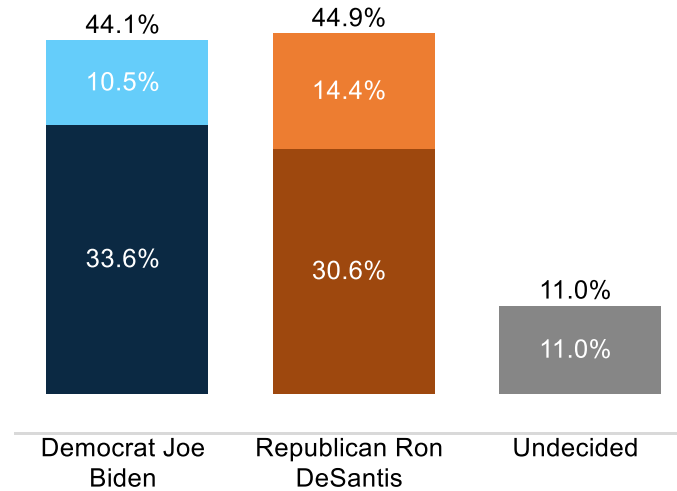
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	47%	48%	49%	40%	51%	40%	45%	54%	54%	41%	50%	40%	43%	54%	59%	47%	34%	7%	35%	88%	40%	68%	56%	47%	45%	50%	52%	43%	31%	48%	48%	46%	41%
Republican Donald Trump	42%	43%	47%	52%	43%	55%	46%	36%	41%	50%	44%	54%	47%	37%	36%	44%	59%	87%	49%	8%	52%	25%	37%	45%	47%	44%	40%	50%	30%	40%	47%	44%	43%
Definitely Democrat Joe Biden	34%	40%	35%	34%	41%	29%	34%	42%	44%	33%	38%	30%	32%	40%	47%	36%	24%	3%	23%	72%	33%	49%	38%	35%	36%	36%	41%	32%	21%	22%	40%	30%	26%
Probably Democrat Joe Biden	14%	9%	14%	7%	10%	11%	11%	10%	8%	12%	9%	11%	14%	12%	11%	10%	4%	12%	16%	8%	19%	19%	12%	9%	14%	11%	11%	10%	26%	8%	16%	15%	
Probably Republican Donald Trump	13%	7%	13%	7%	7%	12%	10%	12%	7%	12%	9%	11%	12%	8%	8%	12%	8%	14%	16%	4%	9%	9%	19%	11%	7%	11%	9%	11%	13%	21%	7%	14%	15%
Definitely Republican Donald Trump	29%	35%	35%	45%	36%	43%	36%	24%	34%	38%	35%	42%	36%	29%	28%	32%	50%	73%	33%	4%	43%	16%	18%	34%	40%	32%	31%	39%	17%	20%	40%	30%	27%
Undecided	10%	9%	4%	8%	6%	5%	9%	11%	6%	8%	6%	6%	9%	9%	5%	9%	7%	6%	16%	5%	8%	8%	7%	7%	8%	7%	8%	8%	39%	12%	5%	11%	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



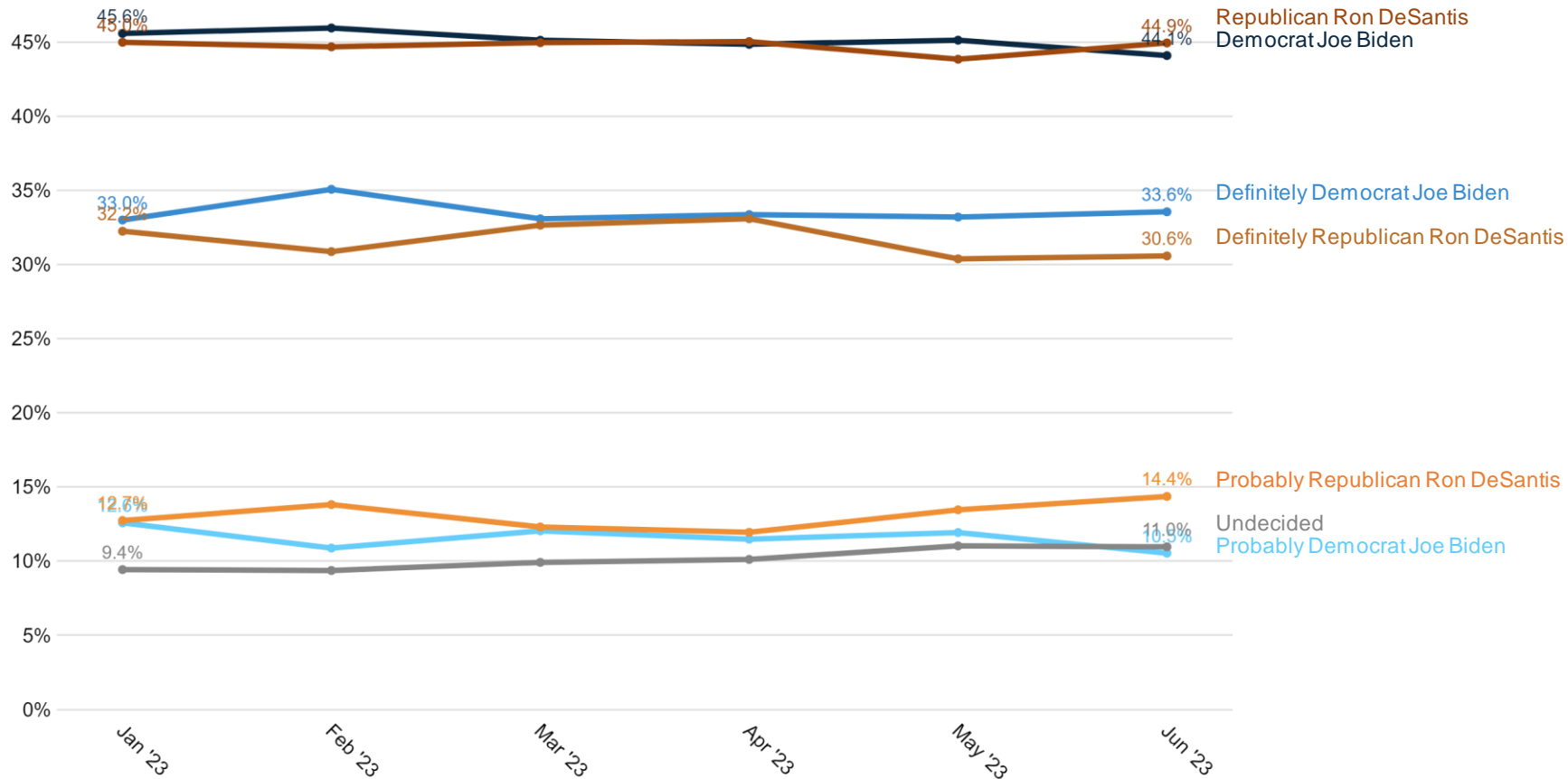
Biden v DeSantis



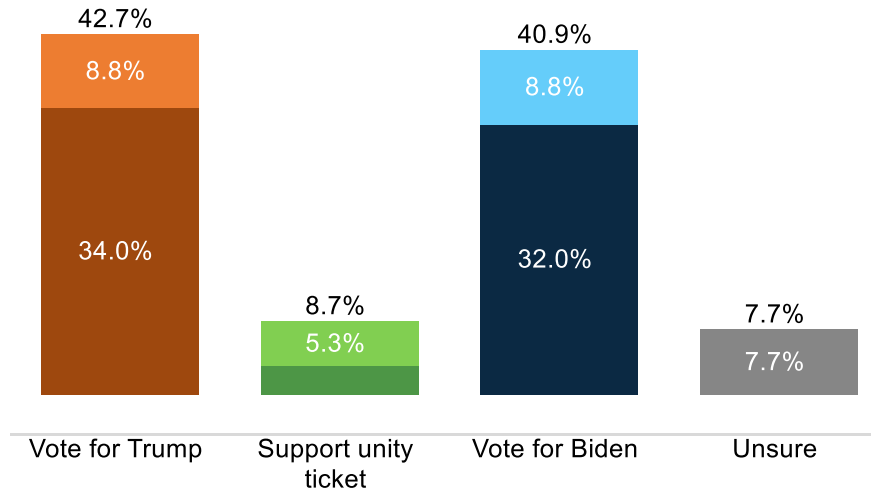
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	46%	45%	46%	39%	49%	37%	43%	51%	53%	37%	48%	39%	42%	50%	57%	44%	33%	5%	32%	87%	38%	70%	52%	46%	43%	47%	50%	40%	23%	43%	46%	42%	41%
Republican Ron DeSantis	41%	43%	45%	52%	46%	51%	43%	38%	39%	53%	42%	46%	47%	39%	35%	44%	57%	86%	45%	8%	52%	19%	37%	44%	47%	43%	43%	47%	21%	45%	47%	42%	37%
Definitely Democrat Joe Biden	33%	36%	33%	32%	39%	27%	33%	37%	42%	30%	36%	28%	31%	38%	45%	34%	23%	3%	20%	70%	30%	48%	42%	34%	34%	34%	38%	30%	12%	17%	38%	27%	27%
Probably Democrat Joe Biden	14%	8%	13%	7%	10%	10%	10%	14%	11%	7%	13%	11%	11%	12%	12%	10%	10%	2%	12%	17%	8%	22%	11%	12%	8%	13%	12%	10%	10%	26%	8%	15%	14%
Probably Republican Ron DeSantis	16%	14%	16%	10%	11%	15%	15%	16%	11%	19%	11%	10%	15%	15%	13%	14%	17%	22%	18%	5%	14%	11%	15%	16%	11%	17%	13%	15%	14%	25%	12%	19%	14%
Definitely Republican Ron DeSantis	24%	29%	29%	42%	35%	36%	28%	23%	28%	34%	31%	36%	31%	23%	21%	30%	40%	64%	28%	3%	38%	8%	23%	28%	36%	26%	30%	31%	7%	20%	35%	24%	23%
Undecided	13%	12%	9%	9%	5%	12%	14%	10%	8%	10%	9%	15%	11%	11%	8%	12%	11%	8%	23%	5%	10%	11%	10%	10%	11%	10%	7%	13%	56%	12%	7%	15%	22%

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



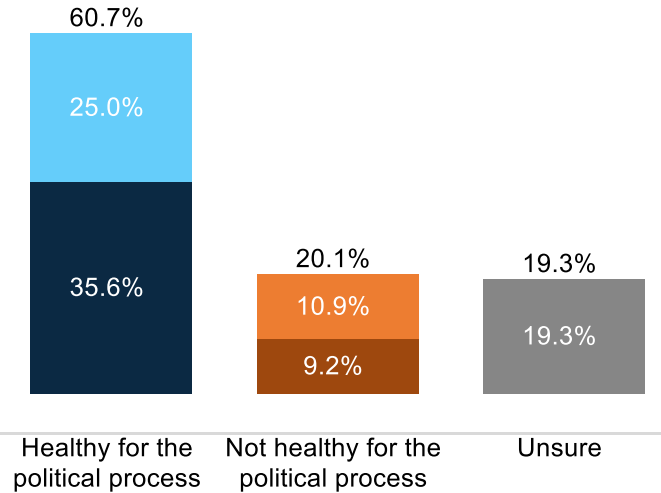
Unity Ticket



	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	Pres Yr Vote	Occasional Vote
Vote for Trump	38%	41%	42%	51%	41%	51%	43%	32%	42%	47%	42%	49%	43%	35%	33%	41%	56%	84%	40%	8%	50%	17%	33%	42%	45%	41%	37%	47%	24%	34%	46%	37%	42%	
Support unity ticket	11%	6%	11%	7%	8%	10%	8%	11%	4%	9%	7%	8%	10%	11%	8%	10%	7%	5%	16%	7%	7%	13%	12%	9%	7%	10%	9%	8%	15%	19%	7%	13%	7%	
Vote for Biden	41%	44%	41%	37%	46%	33%	40%	47%	51%	36%	45%	35%	38%	46%	53%	41%	30%	6%	27%	81%	36%	63%	48%	41%	41%	43%	46%	37%	22%	36%	42%	39%	39%	
Definitely vote for Trump	28%	34%	32%	44%	35%	41%	34%	22%	34%	37%	32%	40%	34%	27%	27%	30%	49%	71%	29%	4%	41%	13%	17%	33%	39%	31%	30%	37%	15%	18%	39%	26%	29%	
Probably vote for Trump	11%	7%	10%	6%	6%	11%	9%	10%	8%	10%	10%	10%	8%	7%	7%	11%	7%	13%	11%	4%	9%	4%	16%	10%	6%	10%	8%	10%	9%	16%	7%	10%	14%	
Definitely support unity ticket	4%	3%	4%	2%	2%	5%	4%	4%	1%	4%	2%	4%	5%	3%	3%	4%	2%	2%	6%	3%	2%	8%	4%	3%	2%	3%	2%	4%	3%	8%	3%	5%	2%	
Probably support unity ticket	6%	4%	7%	4%	6%	5%	4%	7%	3%	5%	4%	4%	5%	8%	4%	6%	5%	3%	10%	4%	5%	4%	8%	5%	5%	6%	7%	4%	12%	11%	4%	8%	5%	
Definitely vote for Biden	28%	39%	31%	30%	35%	27%	32%	37%	39%	28%	38%	26%	30%	35%	42%	32%	23%	3%	20%	65%	29%	46%	36%	31%	35%	32%	36%	30%	16%	23%	35%	28%	27%	
Probably vote for Biden	13%	5%	11%	6%	11%	7%	8%	10%	12%	8%	7%	9%	8%	11%	11%	9%	7%	3%	7%	15%	7%	17%	12%	10%	6%	11%	11%	8%	7%	14%	7%	11%	12%	
Unsure	10%	9%	6%	6%	6%	5%	9%	10%	3%	8%	7%	7%	9%	9%	6%	9%	7%	4%	17%	4%	7%	7%	7%	8%	8%	7%	8%	8%	38%	11%	5%	11%	12%	

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?

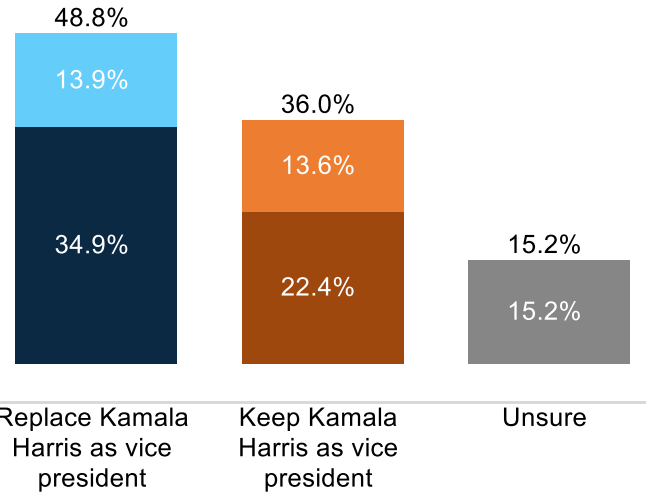
RFK Challenge



	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	Pres Yr Vote	Occasional Vote
Healthy for the political process	52%	54%	70%	68%	75%	64%	53%	54%	66%	60%	57%	60%	63%	61%	64%	59%	60%	68%	60%	55%	62%	57%	64%	63%	61%	63%	66%	57%	37%	59%	65%	56%	48%
Not healthy for the political process	20%	25%	17%	19%	19%	18%	21%	25%	15%	21%	22%	17%	19%	22%	21%	21%	18%	14%	19%	26%	19%	22%	20%	18%	22%	18%	21%	19%	16%	22%	22%	18%	14%
Definitely healthy for the political process	24%	28%	46%	48%	52%	41%	25%	28%	32%	33%	32%	38%	37%	39%	41%	32%	38%	45%	35%	28%	39%	28%	30%	37%	39%	37%	42%	31%	20%	24%	44%	23%	28%
Probably healthy for the political process	29%	26%	24%	21%	22%	23%	28%	26%	34%	26%	25%	22%	26%	23%	23%	27%	23%	23%	25%	27%	24%	29%	34%	26%	22%	26%	24%	26%	17%	36%	21%	34%	20%
Probably not healthy for the political process	12%	13%	10%	9%	10%	9%	11%	15%	5%	13%	11%	9%	11%	13%	13%	11%	8%	8%	10%	14%	9%	14%	17%	11%	10%	11%	12%	10%	8%	16%	10%	13%	7%
Definitely not healthy for the political process	8%	12%	6%	11%	9%	8%	10%	10%	10%	9%	11%	9%	8%	9%	8%	9%	10%	6%	9%	12%	10%	8%	4%	7%	13%	8%	9%	9%	8%	5%	12%	5%	7%
Unsure	28%	22%	14%	12%	7%	18%	27%	21%	19%	19%	20%	23%	18%	17%	15%	20%	22%	18%	21%	19%	18%	21%	16%	19%	16%	19%	13%	23%	47%	19%	13%	26%	39%

Do you think Robert F. Kennedy Jr.'s challenge to Joe Biden for the Democratic presidential nomination is healthy for the political process?

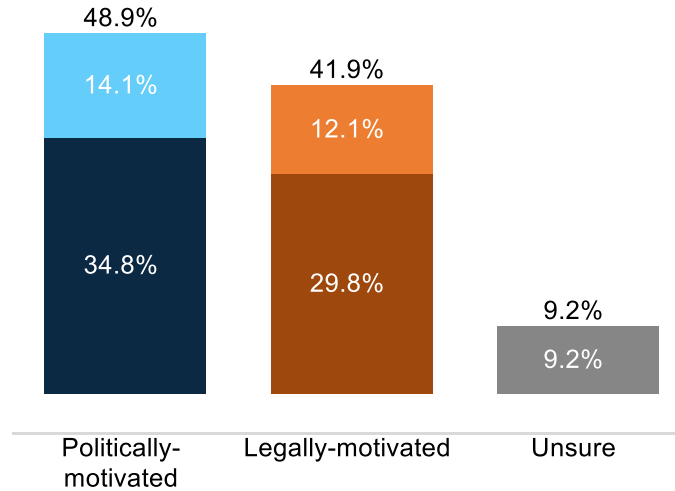
Biden Axe Kamala



	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 Voter	Pres Yr Vote	Occasional Vote
Replace Kamala Harris as vice president	39%	52%	49%	57%	51%	54%	47%	41%	44%	52%	49%	42%	50%	50%	41%	49%	56%	71%	52%	28%	54%	27%	49%	48%	54%	48%	47%	50%	38%	51%	51%	47%	40%
Keep Kamala Harris as vice president	42%	31%	39%	31%	39%	32%	34%	42%	41%	30%	38%	38%	34%	38%	48%	34%	29%	13%	31%	60%	31%	59%	37%	38%	32%	39%	41%	33%	25%	35%	36%	37%	32%
Definitely replace Kamala Harris as vice president	26%	35%	32%	48%	38%	41%	31%	29%	33%	36%	35%	33%	36%	35%	28%	34%	43%	58%	38%	13%	41%	13%	29%	33%	41%	32%	34%	35%	27%	30%	40%	28%	27%
Probably replace Kamala Harris as vice president	13%	17%	16%	9%	13%	13%	16%	12%	11%	17%	14%	9%	15%	15%	13%	15%	13%	13%	15%	14%	14%	20%	14%	13%	16%	13%	15%	11%	21%	11%	19%	13%	
Probably keep Kamala Harris as vice president	18%	10%	14%	10%	13%	12%	13%	19%	13%	13%	14%	15%	12%	14%	16%	14%	11%	6%	16%	19%	12%	20%	15%	14%	11%	12%	15%	13%	12%	21%	12%	18%	12%
Definitely keep Kamala Harris as vice president	23%	21%	25%	21%	26%	20%	21%	24%	29%	17%	24%	23%	22%	24%	31%	21%	18%	6%	15%	41%	19%	39%	21%	23%	21%	26%	25%	21%	13%	14%	24%	20%	20%
Unsure	20%	16%	12%	12%	9%	14%	19%	16%	15%	18%	13%	20%	16%	11%	11%	17%	15%	17%	12%	15%	14%	14%	15%	14%	13%	12%	17%	37%	14%	13%	16%	28%	

Do you think President Biden should replace Kamala Harris as his vice president ahead of the 2024 election?

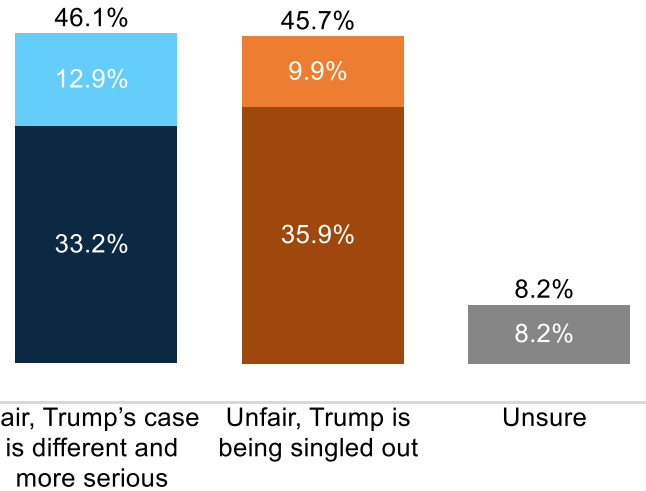
Trump Indictment Motivation



	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	Pres Yr Vote	Occasional Vote
Politically-motivated	45%	48%	49%	55%	51%	53%	49%	42%	45%	51%	50%	55%	48%	44%	47%	46%	56%	73%	51%	27%	54%	34%	40%	50%	48%	50%	47%	50%	31%	45%	52%	44%	43%	
Legally-motivated	40%	44%	43%	42%	45%	39%	39%	48%	46%	39%	42%	36%	41%	48%	46%	44%	33%	19%	37%	65%	39%	51%	49%	40%	46%	40%	47%	39%	36%	45%	42%	44%	33%	
Definitely politically-motivated	26%	37%	33%	46%	39%	39%	34%	25%	33%	37%	33%	38%	34%	33%	34%	32%	42%	58%	31%	16%	40%	19%	26%	34%	40%	32%	33%	36%	18%	22%	41%	24%	28%	
Probably politically-motivated	19%	12%	15%	9%	11%	14%	15%	17%	12%	14%	16%	17%	15%	11%	14%	14%	15%	19%	11%	14%	15%	15%	15%	8%	18%	14%	15%	13%	24%	11%	20%	15%		
Probably legally-motivated	18%	8%	14%	7%	11%	11%	12%	17%	10%	10%	12%	14%	13%	14%	11%	14%	9%	9%	12%	15%	10%	16%	19%	14%	8%	15%	13%	11%	14%	22%	9%	18%	11%	
Definitely legally-motivated	21%	36%	29%	35%	35%	29%	27%	31%	37%	30%	31%	22%	28%	34%	35%	30%	24%	10%	26%	50%	28%	35%	30%	27%	38%	26%	33%	28%	22%	24%	33%	26%	22%	
Unsure	15%	8%	9%	3%	4%	8%	13%	10%	9%	10%	8%	9%	11%	8%	7%	9%	11%	8%	12%	8%	7%	16%	11%	10%	6%	10%	6%	11%	33%	9%	6%	11%	24%	

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?

Biden Docs

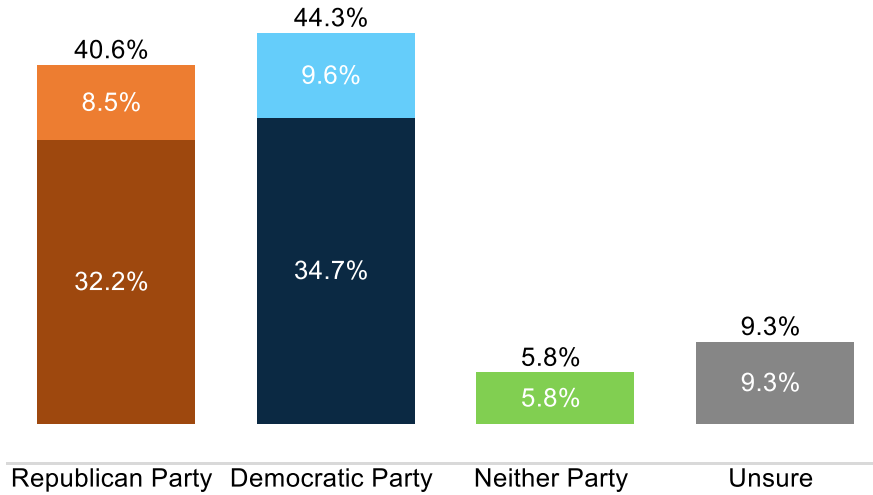


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Voter	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote
Fair, Trump's case is different and more serious	44%	49%	51%	40%	53%	40%	43%	54%	48%	42%	49%	38%	44%	54%	57%	46%	35%	16%	39%	78%	42%	57%	58%	47%	46%	48%	53%	42%	38%	47%	48%	46%	34%
Unfair, Trump is being singled out	41%	47%	42%	55%	43%	53%	46%	38%	45%	49%	45%	53%	44%	39%	35%	45%	57%	79%	50%	13%	52%	27%	31%	45%	49%	43%	41%	49%	35%	42%	46%	44%	47%
Definitely fair, Trump's case is different and more serious	29%	37%	34%	33%	38%	30%	30%	38%	36%	30%	37%	28%	31%	39%	41%	33%	25%	8%	28%	59%	32%	40%	37%	31%	37%	30%	38%	30%	25%	26%	38%	26%	27%
Probably fair, Trump's case is different and more serious	15%	12%	17%	8%	15%	10%	13%	15%	13%	12%	12%	11%	14%	16%	15%	13%	10%	8%	12%	18%	10%	16%	21%	16%	9%	17%	15%	12%	14%	21%	10%	20%	7%
Probably unfair, Trump is being singled out	13%	7%	14%	6%	9%	10%	9%	11%	10%	10%	10%	11%	10%	9%	10%	10%	9%	11%	15%	6%	10%	14%	10%	13%	6%	15%	10%	10%	16%	17%	7%	15%	14%
Definitely unfair, Trump is being singled out	28%	40%	29%	49%	34%	43%	37%	27%	34%	39%	35%	42%	35%	29%	26%	35%	48%	69%	35%	7%	42%	13%	21%	32%	43%	29%	31%	39%	20%	25%	40%	20%	34%
Unsure	15%	5%	6%	5%	4%	7%	11%	8%	7%	9%	6%	9%	11%	7%	8%	9%	8%	5%	11%	9%	6%	16%	11%	8%	5%	9%	6%	9%	26%	11%	6%	10%	19%

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?



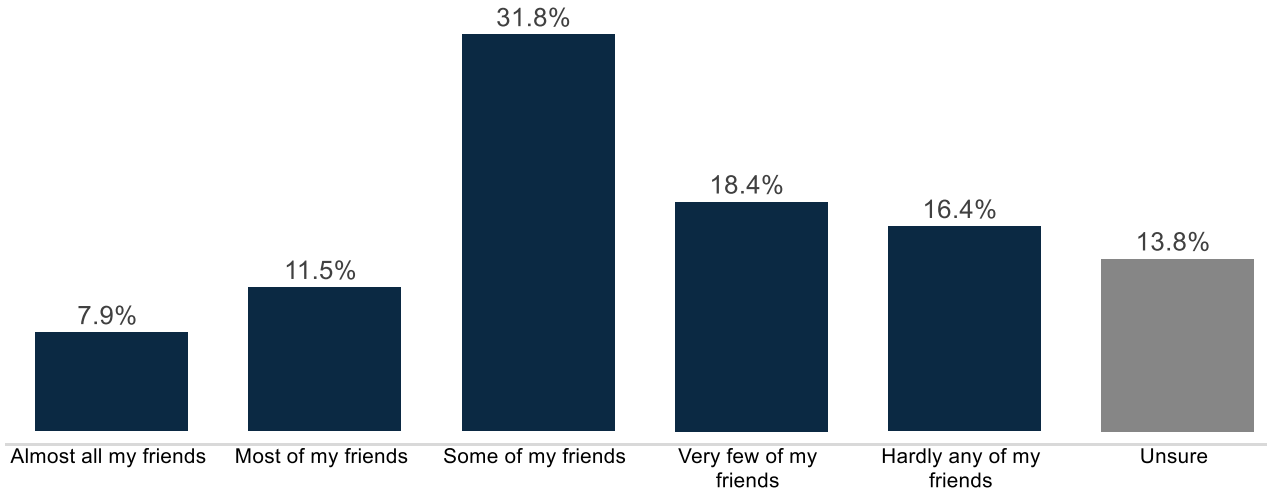
Party - Extreme



	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	Pres Yr Vote	Occasional Vote
Republican Party	38%	45%	39%	41%	39%	41%	40%	45%	44%	41%	45%	37%	36%	42%	42%	43%	35%	27%	31%	60%	39%	45%	46%	39%	43%	34%	42%	40%	27%	43%	42%	40%	35%
Democratic Party	41%	38%	50%	48%	53%	47%	40%	39%	44%	44%	40%	46%	47%	45%	42%	48%	62%	41%	31%	47%	39%	38%	46%	43%	50%	47%	43%	16%	40%	47%	41%	36%	
Definitely the Republican Party	29%	36%	28%	36%	33%	30%	30%	37%	38%	31%	32%	26%	31%	36%	35%	33%	28%	18%	23%	51%	32%	32%	35%	30%	36%	25%	35%	30%	21%	26%	36%	27%	23%
Probably the Republican Party	9%	9%	11%	5%	6%	10%	9%	8%	6%	9%	13%	11%	5%	5%	8%	10%	6%	9%	7%	9%	7%	13%	11%	9%	6%	9%	7%	10%	6%	17%	6%	13%	12%
Probably the Democratic Party	12%	8%	12%	5%	8%	9%	10%	11%	9%	8%	9%	12%	10%	11%	9%	9%	10%	13%	7%	8%	10%	14%	10%	7%	12%	10%	10%	5%	20%	6%	17%	7%	
Definitely the Democratic Party	29%	30%	38%	43%	44%	37%	30%	28%	35%	36%	31%	37%	35%	35%	34%	33%	39%	52%	28%	23%	38%	28%	24%	36%	36%	39%	37%	33%	11%	21%	41%	24%	28%
Neither Party	8%	6%	4%	4%	4%	4%	8%	6%	3%	5%	6%	6%	6%	7%	6%	6%	4%	12%	3%	6%	6%	10%	6%	6%	6%	5%	6%	17%	8%	4%	9%	7%	
Unsure	13%	10%	7%	7%	4%	9%	12%	10%	9%	10%	8%	11%	10%	7%	7%	10%	11%	7%	16%	6%	9%	11%	7%	9%	9%	9%	7%	11%	40%	9%	7%	11%	22%

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

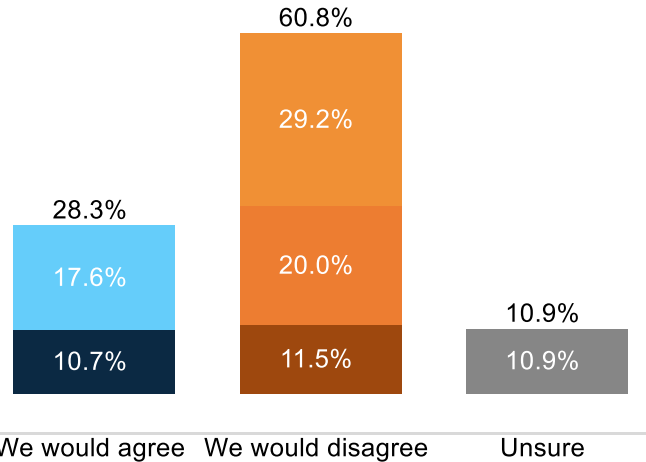
Friend of Different Party



	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	Pres Yr Vote	Occasional Vote
Almost all my friends	11%	2%	14%	4%	11%	7%	7%	7%	6%	6%	6%	9%	9%	11%	13%	6%	7%	7%	8%	9%	7%	13%	12%	10%	4%	13%	10%	7%	4%	8%	8%	8%	7%
Most of my friends	11%	7%	21%	6%	17%	11%	8%	12%	10%	12%	11%	8%	12%	14%	15%	11%	8%	10%	13%	12%	11%	13%	14%	15%	6%	18%	15%	9%	14%	14%	11%	14%	7%
Some of my friends	27%	38%	27%	37%	33%	31%	32%	32%	35%	35%	37%	30%	29%	26%	27%	34%	32%	33%	35%	29%	35%	20%	29%	31%	36%	27%	32%	32%	33%	37%	34%	30%	26%
Very few of my friends	20%	20%	16%	17%	17%	17%	19%	22%	17%	17%	19%	19%	21%	17%	19%	18%	18%	18%	15%	20%	19%	17%	18%	19%	19%	18%	19%	18%	6%	17%	19%	19%	15%
Hardly any of my friends	17%	17%	13%	19%	14%	17%	17%	17%	19%	15%	15%	16%	14%	20%	13%	16%	20%	17%	11%	18%	16%	22%	18%	15%	16%	14%	16%	17%	8%	11%	17%	15%	16%
Unsure	14%	16%	8%	17%	7%	16%	17%	10%	13%	14%	12%	18%	14%	11%	11%	14%	16%	13%	18%	12%	13%	16%	9%	9%	19%	10%	8%	17%	35%	13%	11%	15%	29%

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

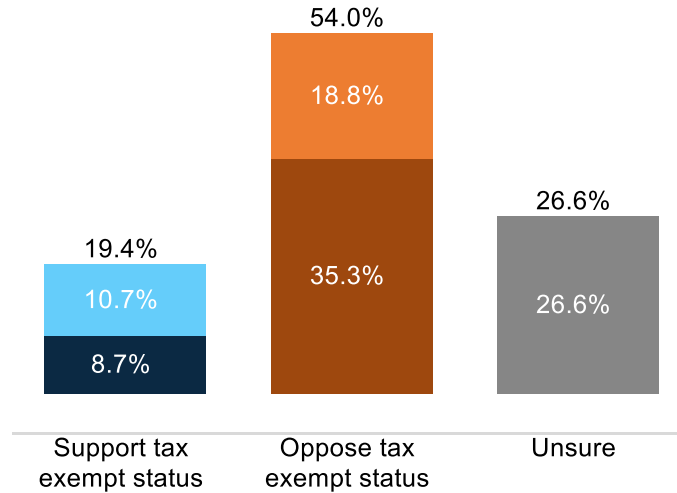
Different Party Perception



	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	Pres Yr Vote	Occasional Vote
We would agree ... Total	29%	20%	43%	21%	40%	25%	25%	24%	24%	27%	29%	25%	28%	33%	41%	24%	25%	27%	28%	30%	28%	32%	34%	33%	20%	42%	33%	25%	25%	29%	29%	28%	25%	
We would disagree ... Total	57%	68%	50%	69%	56%	63%	59%	68%	61%	62%	64%	60%	61%	57%	52%	63%	64%	64%	57%	60%	62%	58%	62%	57%	68%	49%	61%	61%	44%	62%	62%	61%	50%	
We would agree on most things with minor differences on a few issues	11%	4%	25%	2%	19%	10%	9%	5%	8%	8%	10%	8%	10%	18%	21%	7%	8%	10%	9%	13%	10%	14%	12%	15%	4%	23%	13%	9%	12%	8%	11%	10%	12%	
We would agree on more things than we disagree on	18%	16%	18%	18%	22%	15%	16%	19%	17%	19%	19%	17%	19%	15%	20%	17%	17%	17%	19%	18%	18%	17%	22%	19%	16%	19%	20%	16%	13%	21%	19%	17%	13%	
We would disagree on a lot but our intent would be similar	32%	32%	24%	29%	23%	30%	30%	36%	26%	29%	30%	28%	30%	29%	23%	32%	28%	28%	34%	28%	28%	27%	34%	29%	28%	25%	29%	30%	29%	41%	28%	33%	24%	
We would disagree on most things	16%	22%	16%	27%	22%	21%	19%	20%	21%	21%	22%	18%	18%	20%	18%	19%	23%	22%	16%	21%	21%	17%	17%	18%	24%	15%	21%	20%	11%	16%	22%	19%	13%	
We would disagree on nearly everything	9%	14%	11%	13%	11%	13%	11%	13%	15%	11%	12%	14%	12%	8%	10%	11%	13%	14%	7%	12%	12%	13%	11%	10%	15%	10%	12%	12%	4%	5%	13%	8%	12%	
Unsure	14%	12%	7%	10%	4%	12%	16%	8%	14%	11%	8%	15%	11%	10%	7%	13%	11%	10%	15%	9%	11%	10%	4%	9%	12%	9%	5%	14%	31%	9%	8%	12%	25%	

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?

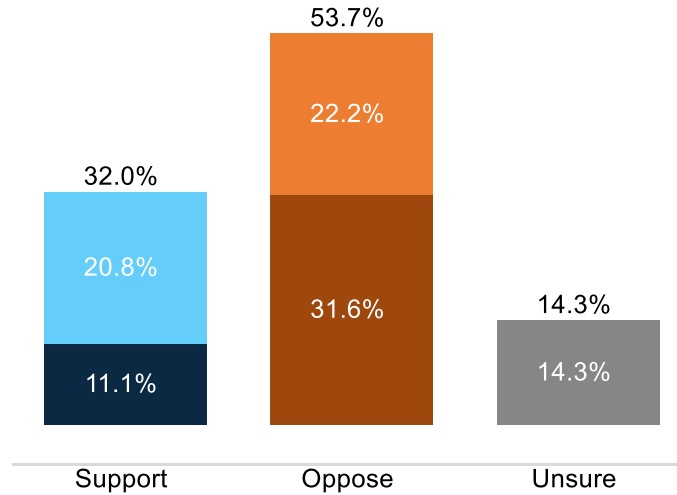
PGA LIV Merger



	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	Pres Yr Vote	Occasional Vote
Support tax exempt status	20%	7%	39%	11%	31%	21%	14%	13%	20%	13%	17%	19%	21%	27%	30%	14%	20%	17%	14%	25%	18%	32%	23%	27%	8%	33%	23%	17%	10%	18%	19%	20%	22%
Oppose tax exempt status	46%	56%	49%	68%	56%	60%	48%	57%	55%	58%	57%	49%	51%	53%	49%	57%	53%	55%	57%	52%	57%	41%	53%	49%	66%	45%	56%	53%	47%	55%	59%	51%	34%
Strongly support tax exempt status	8%	2%	20%	4%	16%	9%	5%	6%	9%	5%	8%	7%	9%	14%	16%	6%	9%	6%	5%	13%	8%	15%	7%	12%	4%	17%	12%	7%	6%	4%	10%	7%	9%
Somewhat support tax exempt status	12%	5%	18%	8%	15%	12%	9%	7%	11%	9%	9%	12%	12%	12%	14%	9%	11%	11%	9%	12%	10%	16%	16%	15%	5%	16%	12%	10%	3%	14%	9%	13%	13%
Somewhat oppose tax exempt status	22%	16%	22%	15%	18%	20%	17%	22%	15%	20%	20%	19%	19%	18%	18%	21%	14%	21%	19%	17%	17%	18%	30%	21%	16%	21%	20%	18%	12%	29%	17%	24%	13%
Strongly oppose tax exempt status	24%	41%	27%	53%	38%	40%	30%	35%	40%	38%	37%	31%	33%	35%	31%	36%	39%	34%	38%	34%	39%	22%	23%	28%	51%	25%	37%	34%	35%	26%	42%	27%	21%
Unsure	35%	37%	13%	21%	13%	19%	38%	31%	25%	29%	26%	32%	28%	21%	20%	29%	27%	27%	29%	24%	26%	27%	24%	24%	25%	21%	20%	30%	43%	27%	23%	29%	44%

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?

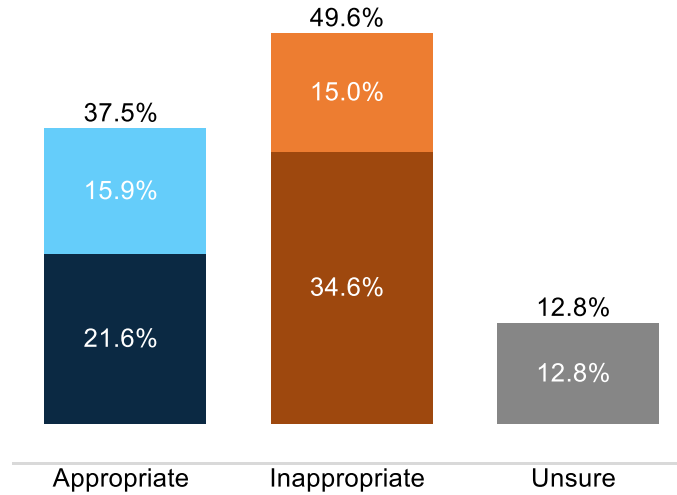
Public Support for Stadiums



	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	Pres Yr Vote	Occasional Vote
Support Total	30%	22%	51%	24%	46%	31%	26%	28%	33%	26%	32%	30%	33%	39%	47%	28%	26%	27%	29%	39%	30%	46%	39%	40%	20%	47%	38%	28%	20%	35%	32%	31%	33%
Oppose Total	49%	60%	40%	69%	49%	58%	53%	57%	54%	58%	52%	54%	52%	51%	43%	55%	61%	60%	56%	47%	57%	39%	48%	46%	68%	39%	52%	55%	45%	52%	57%	50%	42%
Strongly support	12%	3%	24%	5%	22%	9%	7%	9%	11%	6%	11%	9%	12%	17%	25%	6%	9%	8%	8%	16%	11%	18%	14%	16%	3%	23%	16%	8%	6%	7%	12%	9%	13%
Somewhat support	19%	19%	27%	19%	24%	23%	19%	19%	22%	20%	20%	22%	21%	21%	23%	22%	17%	18%	21%	23%	19%	28%	25%	24%	17%	24%	22%	20%	15%	28%	20%	22%	20%
Somewhat oppose	25%	23%	21%	20%	19%	22%	23%	24%	20%	21%	22%	25%	21%	23%	19%	24%	21%	22%	24%	21%	23%	19%	25%	22%	23%	19%	21%	23%	19%	27%	21%	26%	20%
Strongly oppose	24%	37%	19%	48%	30%	36%	29%	32%	34%	37%	30%	29%	32%	28%	23%	31%	40%	38%	32%	26%	34%	20%	22%	24%	45%	21%	31%	32%	26%	25%	37%	25%	21%
Unsure	21%	18%	10%	7%	5%	11%	22%	16%	13%	16%	16%	16%	15%	10%	10%	17%	13%	13%	16%	14%	14%	15%	13%	14%	12%	14%	10%	17%	34%	13%	11%	18%	25%

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?

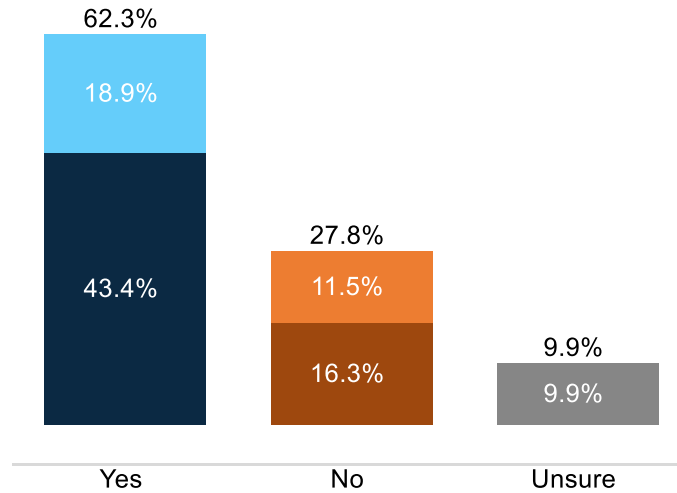
LGBTQIA+ Flag



	F <35	F 35+	M <35	M 35+	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	Pres Yr Vote	Occasional Vote
Appropriate Total	47%	32%	45%	25%	38%	32%	39%	42%	43%	31%	41%	31%	35%	47%	49%	37%	28%	19%	32%	57%	33%	49%	48%	42%	28%	45%	40%	36%	31%	38%	36%	40%	39%
Inappropriate Total	39%	52%	46%	65%	56%	54%	45%	45%	44%	56%	44%	56%	51%	44%	38%	49%	62%	72%	52%	29%	56%	35%	36%	46%	60%	42%	51%	49%	38%	47%	54%	44%	40%
Very appropriate	28%	18%	26%	13%	22%	17%	23%	25%	24%	18%	24%	17%	20%	28%	30%	21%	15%	9%	15%	36%	18%	30%	27%	25%	14%	26%	24%	20%	17%	15%	22%	21%	23%
Somewhat appropriate	19%	13%	19%	12%	16%	15%	16%	17%	19%	13%	17%	13%	15%	20%	19%	16%	13%	10%	17%	21%	15%	19%	21%	17%	13%	19%	16%	16%	15%	24%	14%	20%	16%
Somewhat inappropriate	15%	17%	15%	12%	16%	12%	15%	18%	10%	16%	15%	16%	14%	16%	12%	16%	16%	16%	16%	13%	15%	16%	18%	15%	16%	13%	17%	14%	13%	21%	14%	18%	12%
Very inappropriate	23%	35%	30%	53%	40%	42%	30%	27%	34%	40%	29%	40%	37%	28%	26%	33%	47%	55%	36%	16%	41%	20%	18%	30%	44%	29%	34%	35%	24%	26%	40%	27%	28%
Unsure	14%	16%	10%	11%	6%	14%	16%	13%	13%	13%	15%	13%	15%	9%	13%	14%	9%	9%	17%	14%	11%	16%	16%	12%	12%	12%	9%	15%	31%	14%	10%	15%	21%

Do you think it is appropriate or inappropriate for government buildings to display the LGBTQIA+ pride flag?

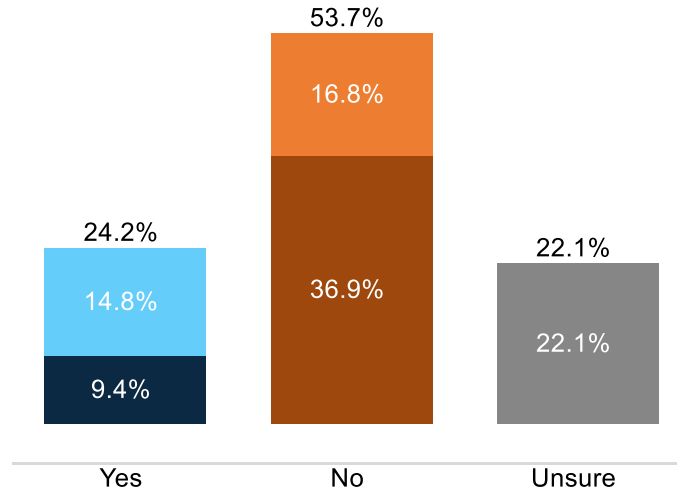
LGBTQIA+ Movement



	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	Pres Yr Vote	Occasional Vote
Yes Total	54%	63%	63%	71%	69%	64%	61%	54%	61%	62%	63%	64%	60%	63%	62%	66%	80%	62%	47%	67%	51%	54%	62%	66%	64%	63%	62%	56%	61%	65%	57%	62%	
No Total	32%	29%	27%	21%	25%	24%	28%	37%	29%	27%	29%	23%	28%	30%	28%	29%	13%	24%	44%	25%	35%	34%	27%	24%	25%	30%	26%	16%	29%	27%	32%	19%	
Definitely yes	35%	45%	40%	57%	50%	45%	42%	35%	42%	43%	43%	48%	44%	41%	40%	41%	51%	63%	44%	26%	48%	31%	38%	41%	51%	42%	44%	43%	34%	36%	49%	33%	43%
Somewhat yes	20%	18%	23%	14%	19%	19%	19%	19%	19%	19%	19%	16%	16%	22%	22%	19%	15%	17%	18%	21%	19%	20%	16%	21%	16%	22%	19%	19%	22%	25%	16%	24%	18%
Somewhat no	14%	11%	13%	7%	11%	10%	11%	15%	9%	9%	12%	10%	16%	11%	13%	12%	9%	6%	11%	17%	10%	15%	15%	12%	8%	12%	13%	11%	6%	17%	9%	16%	9%
Definitely no	19%	18%	15%	14%	14%	15%	16%	22%	21%	17%	17%	13%	12%	19%	15%	17%	17%	7%	12%	27%	15%	20%	19%	15%	16%	13%	17%	16%	10%	12%	18%	16%	10%
Unsure	13%	8%	10%	8%	6%	12%	12%	9%	9%	11%	8%	13%	11%	6%	10%	11%	8%	7%	14%	10%	9%	14%	12%	10%	9%	11%	7%	12%	28%	11%	8%	11%	19%

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?

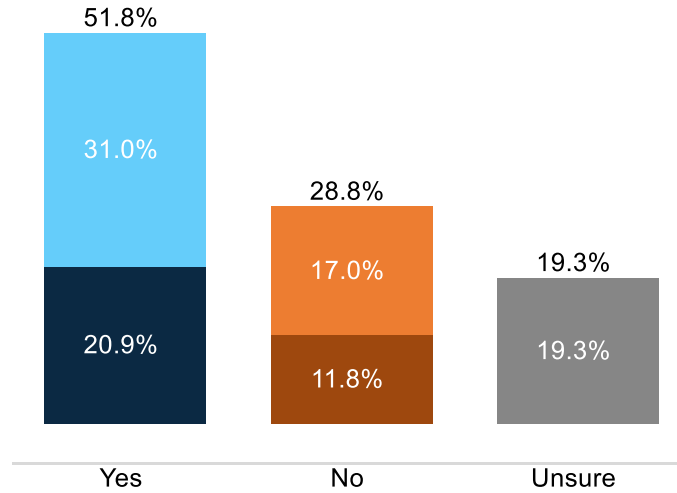
Fed Digital Currency



	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	Pres Yr Vote	Occasional Vote
Yes Total	23%	13%	44%	17%	40%	23%	16%	22%	30%	17%	25%	25%	20%	32%	41%	19%	20%	17%	19%	34%	21%	37%	28%	31%	14%	37%	32%	19%	7%	27%	24%	26%	23%
No Total	50%	56%	44%	67%	49%	60%	55%	49%	48%	64%	48%	49%	55%	53%	43%	56%	59%	63%	59%	42%	58%	44%	43%	50%	62%	44%	49%	57%	51%	52%	58%	49%	41%
Definitely yes	8%	3%	22%	4%	21%	7%	5%	6%	9%	4%	9%	11%	9%	15%	22%	5%	7%	6%	5%	15%	9%	15%	13%	13%	4%	17%	15%	6%	2%	6%	10%	6%	15%
Somewhat yes	15%	10%	22%	13%	19%	17%	11%	16%	20%	13%	16%	14%	12%	17%	19%	14%	13%	11%	14%	19%	13%	22%	16%	18%	10%	20%	18%	13%	6%	21%	14%	19%	8%
Somewhat no	21%	16%	17%	12%	13%	16%	19%	17%	13%	19%	15%	14%	17%	19%	15%	19%	14%	13%	21%	18%	17%	16%	15%	17%	15%	17%	15%	18%	24%	22%	16%	19%	13%
Definitely no	29%	40%	27%	55%	36%	45%	35%	32%	35%	44%	33%	35%	38%	34%	28%	37%	45%	50%	38%	24%	41%	28%	29%	32%	47%	27%	34%	39%	27%	30%	42%	29%	28%
Unsure	27%	31%	12%	16%	11%	16%	29%	29%	22%	20%	27%	26%	25%	15%	16%	25%	21%	20%	22%	24%	21%	19%	28%	19%	24%	18%	19%	24%	42%	21%	18%	26%	36%

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?

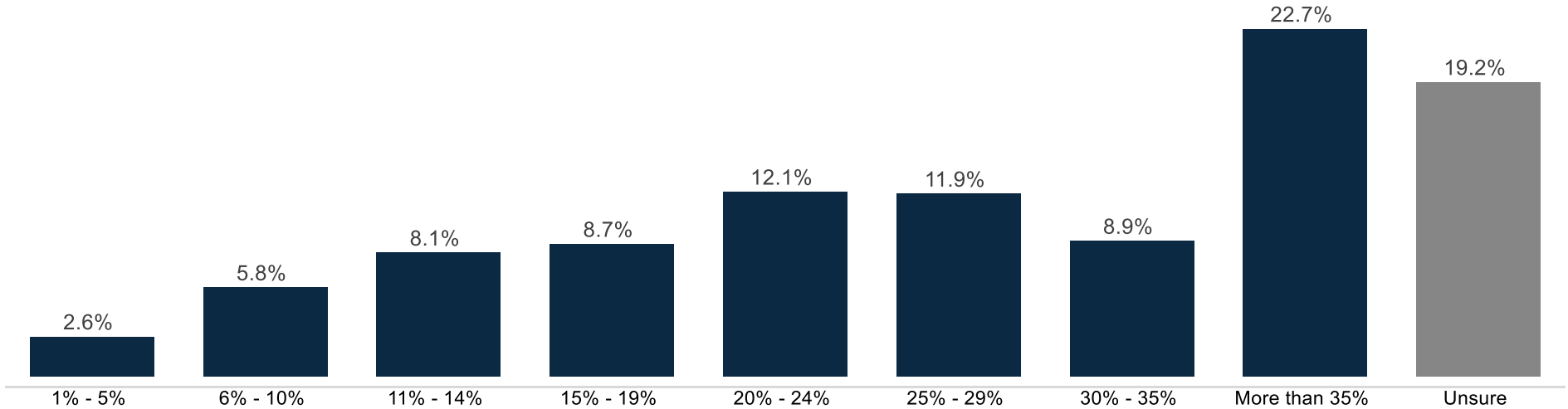
Big Tech Trust Bust



	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	Pres Yr Vote	Occasional Vote
Yes Total	49%	49%	58%	51%	59%	51%	48%	52%	57%	50%	54%	52%	50%	52%	54%	50%	54%	47%	47%	59%	51%	50%	55%	55%	49%	54%	56%	50%	40%	49%	55%	49%	40%
No Total	24%	27%	30%	36%	33%	32%	25%	26%	24%	29%	28%	25%	30%	33%	31%	28%	28%	33%	31%	24%	30%	31%	26%	27%	31%	27%	30%	28%	18%	34%	29%	30%	21%
Definitely yes	18%	16%	31%	19%	29%	21%	18%	15%	16%	17%	21%	21%	22%	26%	29%	19%	18%	18%	25%	21%	20%	26%	26%	15%	26%	23%	19%	14%	14%	23%	18%	19%	
Somewhat yes	31%	34%	27%	32%	29%	30%	31%	36%	41%	33%	33%	31%	28%	27%	26%	31%	36%	29%	28%	35%	30%	30%	30%	30%	33%	27%	32%	30%	26%	35%	32%	32%	22%
Somewhat no	15%	18%	16%	19%	18%	17%	16%	17%	11%	17%	19%	15%	17%	18%	16%	18%	16%	18%	19%	16%	17%	19%	16%	16%	18%	13%	17%	17%	7%	23%	17%	18%	12%
Definitely no	9%	8%	13%	17%	15%	9%	10%	13%	12%	8%	11%	13%	14%	15%	10%	12%	15%	12%	8%	12%	12%	10%	11%	13%	14%	13%	11%	11%	11%	12%	12%	9%	
Unsure	26%	24%	12%	13%	8%	16%	27%	22%	19%	21%	18%	23%	20%	15%	14%	22%	18%	20%	23%	16%	19%	19%	18%	20%	19%	14%	22%	42%	17%	16%	21%	39%	

Do you believe the government should break up Big Tech companies due to their monopolization in the markets?

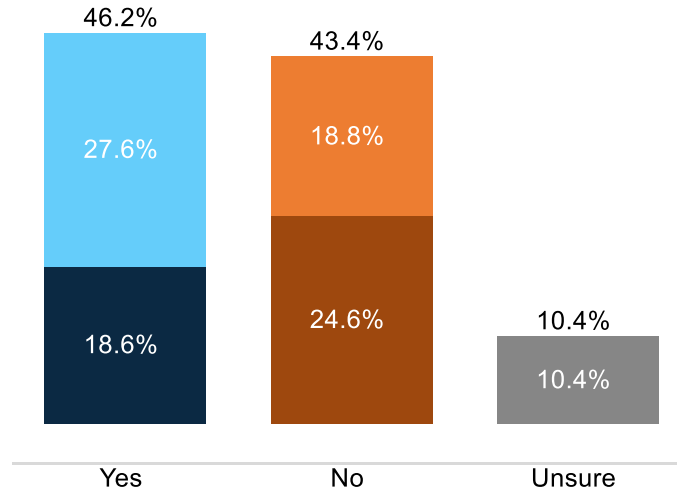
Federal Govt Land Ownership



	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	Pres Yr Vote	Occasional Vote
1% - 5%	2%	2%	5%	2%	2%	5%	2%	2%	1%	4%	1%	3%	4%	1%	3%	3%	2%	2%	4%	2%	2%	5%	5%	3%	2%	2%	2%	3%	7%	2%	3%	2%	0%
6% - 10%	6%	3%	8%	5%	6%	7%	6%	4%	7%	5%	7%	5%	6%	5%	5%	6%	7%	6%	6%	5%	5%	7%	10%	6%	4%	7%	5%	6%	5%	7%	6%	6%	4%
11% - 14%	9%	6%	9%	9%	7%	11%	7%	7%	10%	9%	8%	7%	6%	8%	7%	9%	8%	8%	8%	9%	7%	9%	9%	9%	7%	8%	7%	9%	5%	10%	8%	10%	6%
15% - 19%	9%	7%	11%	8%	8%	11%	8%	7%	6%	10%	10%	9%	8%	9%	9%	9%	8%	9%	8%	9%	9%	8%	10%	10%	8%	9%	8%	9%	5%	11%	9%	9%	6%
20% - 24%	11%	9%	15%	13%	16%	12%	8%	15%	16%	12%	9%	12%	13%	12%	12%	13%	11%	12%	11%	13%	12%	11%	13%	14%	11%	13%	16%	10%	8%	13%	12%	13%	8%
25% - 29%	9%	12%	16%	11%	17%	10%	10%	12%	5%	13%	12%	11%	11%	14%	18%	10%	10%	9%	11%	14%	13%	12%	9%	13%	12%	13%	15%	10%	9%	12%	13%	12%	8%
30% - 35%	9%	6%	11%	10%	13%	7%	6%	10%	9%	8%	6%	8%	12%	10%	12%	7%	9%	9%	7%	10%	9%	9%	11%	9%	8%	12%	12%	7%	8%	9%	8%	10%	9%
More than 35%	22%	27%	18%	24%	20%	21%	27%	20%	20%	20%	23%	22%	20%	28%	23%	22%	23%	24%	24%	20%	23%	23%	18%	21%	25%	22%	20%	25%	21%	20%	24%	19%	27%
Unsure	23%	29%	7%	18%	9%	15%	27%	23%	26%	18%	24%	23%	19%	12%	12%	22%	21%	20%	20%	18%	20%	16%	15%	15%	23%	14%	15%	22%	32%	16%	17%	20%	30%

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?

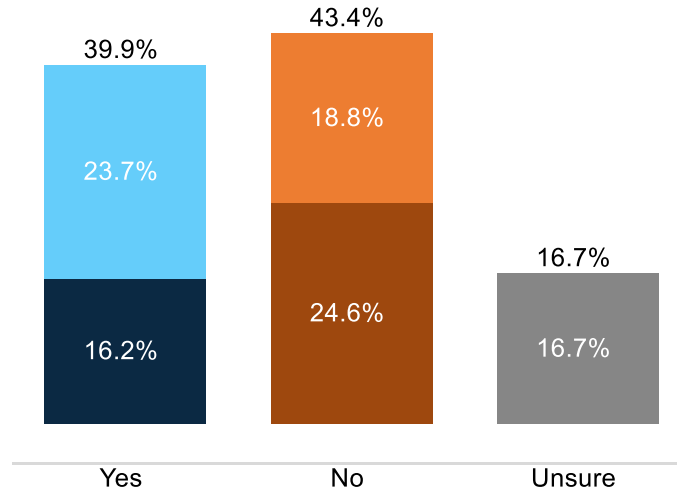
Corporate Culture Warriors



	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	Pres Yr Vote	Occasional Vote
Yes Total	52%	39%	57%	36%	50%	44%	44%	49%	48%	39%	44%	44%	45%	58%	63%	42%	39%	34%	34%	65%	42%	61%	64%	52%	37%	56%	50%	44%	33%	45%	45%	49%	44%
No Total	33%	52%	35%	56%	45%	45%	42%	41%	41%	49%	48%	44%	42%	35%	29%	47%	50%	57%	27%	49%	26%	29%	38%	53%	35%	43%	44%	39%	44%	47%	39%	36%	
Definitely yes	18%	12%	31%	13%	27%	19%	15%	15%	19%	17%	15%	19%	18%	23%	31%	15%	15%	13%	12%	28%	16%	35%	20%	22%	13%	26%	22%	17%	10%	13%	21%	14%	23%
Somewhat yes	34%	27%	26%	22%	23%	26%	29%	34%	30%	22%	28%	25%	27%	35%	32%	27%	24%	21%	22%	37%	25%	27%	44%	30%	24%	30%	28%	27%	24%	33%	25%	35%	21%
Somewhat no	20%	23%	15%	17%	17%	16%	21%	22%	13%	22%	20%	18%	19%	17%	12%	22%	19%	22%	21%	15%	20%	16%	17%	17%	20%	18%	19%	19%	18%	27%	17%	22%	21%
Definitely no	13%	29%	20%	39%	28%	30%	22%	19%	28%	27%	28%	26%	23%	18%	17%	25%	31%	35%	29%	12%	29%	10%	12%	20%	33%	17%	24%	25%	21%	17%	30%	17%	15%
Unsure	15%	9%	8%	8%	5%	10%	14%	10%	11%	12%	8%	12%	13%	7%	8%	11%	10%	9%	16%	8%	9%	12%	6%	10%	10%	10%	7%	12%	27%	11%	8%	12%	20%

Do you think businesses should speak out on cultural and political issues?

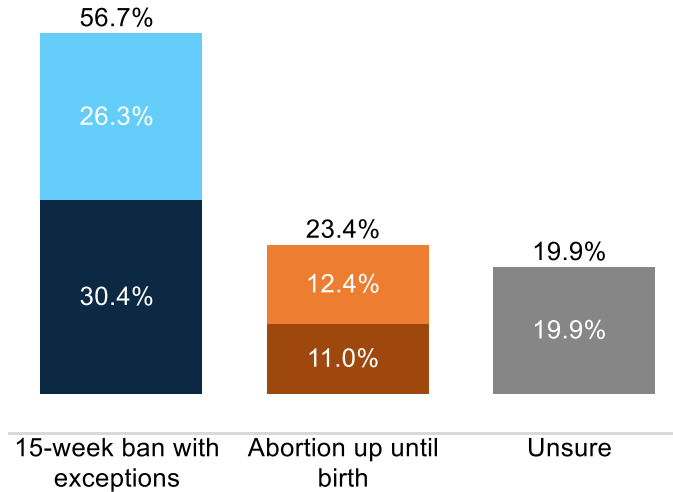
Corporate Culture Warriors Informed



	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	Pres Yr Vote	Occasional Vote
Yes Total	44%	32%	53%	29%	47%	37%	37%	42%	39%	35%	37%	37%	39%	50%	54%	35%	37%	31%	31%	54%	36%	53%	53%	47%	29%	50%	45%	37%	29%	41%	40%	41%	34%
No Total	34%	51%	34%	57%	44%	46%	42%	42%	42%	46%	47%	44%	41%	39%	34%	46%	47%	54%	50%	30%	48%	29%	29%	36%	56%	35%	43%	44%	35%	44%	47%	39%	34%
Definitely yes	18%	9%	27%	10%	25%	14%	14%	13%	15%	14%	13%	12%	16%	25%	30%	11%	14%	11%	9%	25%	15%	25%	20%	21%	9%	26%	20%	14%	7%	12%	17%	13%	18%
Somewhat yes	26%	23%	27%	18%	23%	23%	23%	29%	24%	21%	25%	25%	23%	24%	24%	24%	23%	20%	22%	28%	22%	28%	32%	26%	20%	24%	25%	23%	22%	29%	23%	28%	16%
Somewhat no	19%	21%	19%	16%	18%	18%	20%	20%	17%	19%	20%	17%	18%	20%	15%	20%	19%	20%	19%	17%	19%	19%	14%	17%	21%	19%	19%	19%	18%	25%	18%	22%	17%
Definitely no	15%	29%	15%	41%	27%	29%	22%	23%	25%	27%	27%	28%	23%	19%	18%	25%	29%	34%	31%	13%	29%	10%	15%	19%	35%	16%	25%	25%	17%	19%	29%	17%	17%
Unsure	23%	17%	13%	14%	8%	17%	21%	16%	18%	19%	15%	18%	20%	11%	13%	19%	16%	15%	18%	17%	15%	18%	18%	17%	15%	15%	12%	20%	36%	15%	13%	19%	32%

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?

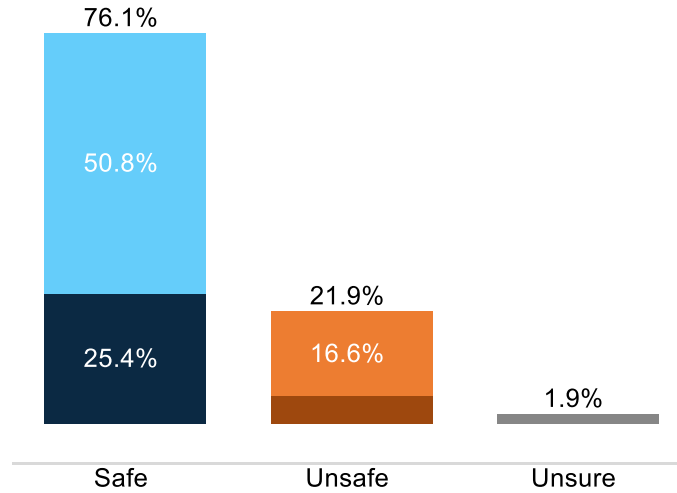
15-Week Abortion Ban



	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	Pres Yr Vote	Occasional Vote
15-week ban with exceptions	49%	63%	57%	60%	60%	57%	56%	55%	56%	57%	56%	60%	54%	56%	53%	55%	63%	70%	55%	45%	61%	47%	50%	57%	62%	57%	58%	56%	42%	55%	61%	53%	43%
Abortion up until birth	27%	15%	29%	21%	32%	20%	20%	26%	24%	24%	24%	15%	22%	30%	30%	24%	17%	12%	21%	35%	22%	27%	31%	25%	18%	27%	29%	20%	15%	25%	23%	26%	17%
Definitely 15-week ban with exceptions	25%	34%	27%	38%	34%	30%	29%	29%	34%	31%	28%	34%	30%	28%	28%	29%	35%	43%	27%	21%	34%	19%	21%	29%	35%	29%	32%	29%	15%	23%	36%	22%	22%
Probably 15-week ban with exceptions	24%	29%	30%	22%	26%	27%	27%	26%	22%	26%	28%	26%	25%	28%	25%	26%	28%	27%	28%	24%	27%	27%	29%	28%	27%	28%	26%	27%	27%	32%	25%	31%	20%
Probably abortion up until birth	15%	8%	17%	9%	16%	11%	11%	14%	12%	13%	10%	8%	12%	17%	14%	14%	8%	6%	13%	18%	11%	16%	16%	14%	8%	16%	15%	11%	11%	16%	11%	16%	8%
Definitely abortion up until birth	12%	7%	13%	12%	16%	9%	9%	12%	11%	11%	14%	7%	9%	13%	16%	10%	9%	6%	7%	18%	11%	11%	15%	11%	10%	11%	14%	9%	5%	9%	12%	10%	9%
Unsure	24%	22%	14%	19%	8%	24%	24%	19%	20%	19%	20%	25%	24%	14%	17%	21%	20%	17%	24%	19%	17%	26%	19%	18%	20%	16%	13%	24%	43%	20%	16%	21%	40%

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?

Feeling of Personal Safety in Public



	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	Pres Yr Vote	Occasional Vote
Safe Total	65%	80%	77%	84%	86%	76%	72%	74%	78%	77%	80%	75%	74%	74%	77%	74%	79%	77%	71%	78%	79%	70%	69%	76%	80%	72%	81%	73%	60%	74%	80%	73%	64%
Unsafe Total	31%	19%	22%	14%	13%	22%	26%	25%	21%	21%	18%	23%	25%	24%	21%	24%	19%	21%	26%	20%	19%	28%	28%	22%	18%	26%	18%	24%	31%	25%	19%	25%	30%
Very safe	15%	20%	39%	29%	39%	29%	16%	20%	23%	26%	25%	22%	25%	30%	35%	20%	28%	26%	19%	29%	28%	25%	21%	28%	25%	30%	31%	22%	13%	16%	31%	18%	17%
Somewhat safe	50%	61%	38%	55%	46%	46%	55%	54%	55%	52%	55%	53%	49%	44%	42%	54%	52%	52%	53%	49%	52%	45%	49%	49%	55%	43%	50%	52%	47%	58%	49%	55%	48%
Somewhat unsafe	23%	15%	15%	11%	10%	16%	20%	18%	16%	18%	14%	16%	20%	16%	14%	19%	14%	17%	22%	13%	15%	20%	17%	16%	15%	19%	13%	19%	25%	18%	15%	18%	19%
Very unsafe	8%	4%	7%	2%	3%	6%	5%	7%	6%	3%	4%	7%	5%	8%	7%	5%	5%	5%	4%	7%	4%	8%	11%	6%	3%	6%	5%	6%	6%	4%	6%	6%	11%
Unsure	3%	1%	1%	3%	1%	2%	3%	1%	0%	2%	2%	2%	1%	3%	2%	2%	2%	1%	3%	2%	2%	3%	3%	2%	2%	2%	1%	2%	9%	1%	1%	2%	6%

Generally speaking, how safe do you feel when you are in public?

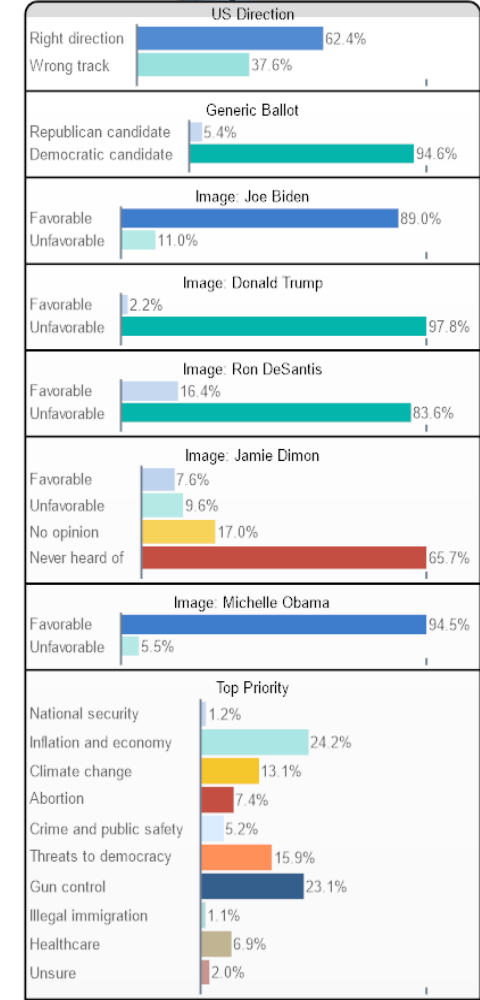
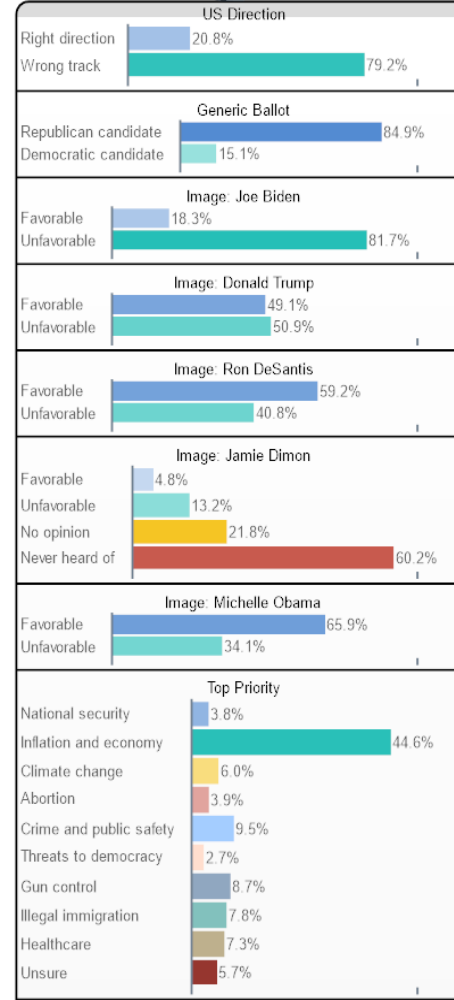
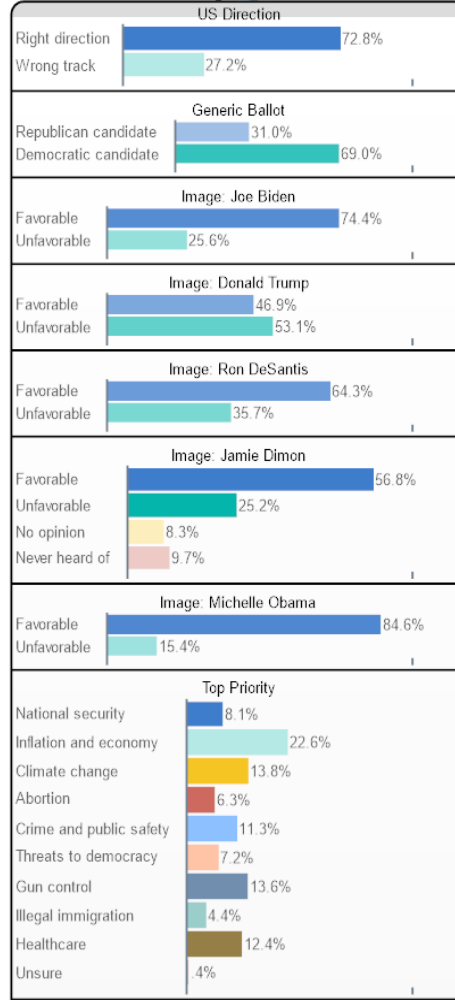
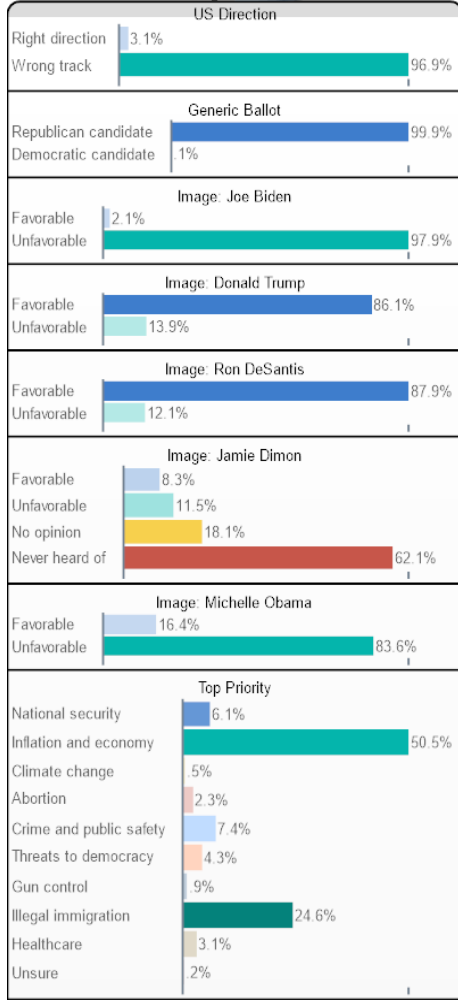
Segmentation Analysis:

GOP Base (32%)

Young Dem (19%)

Ind/Moderates (18%)

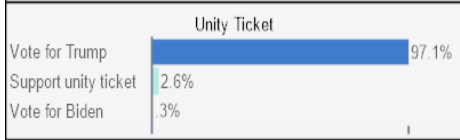
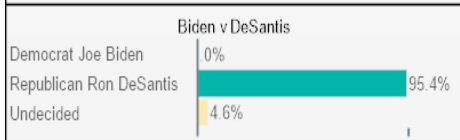
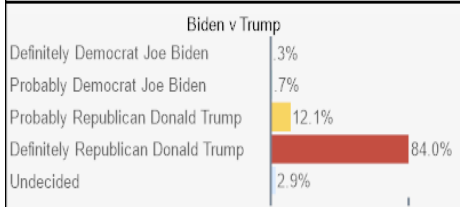
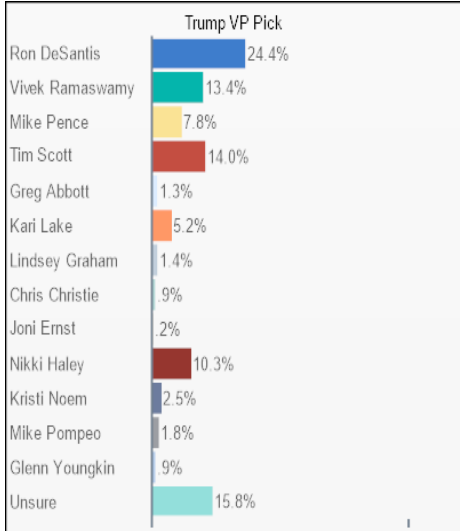
Democrat Base (31%)



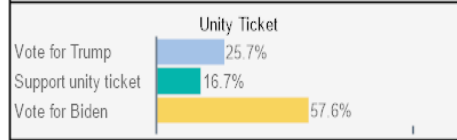
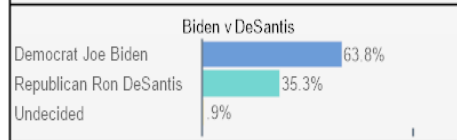
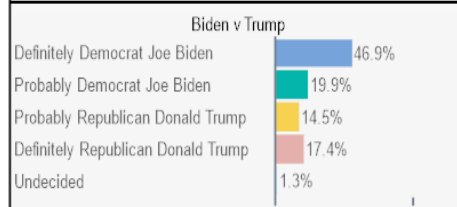
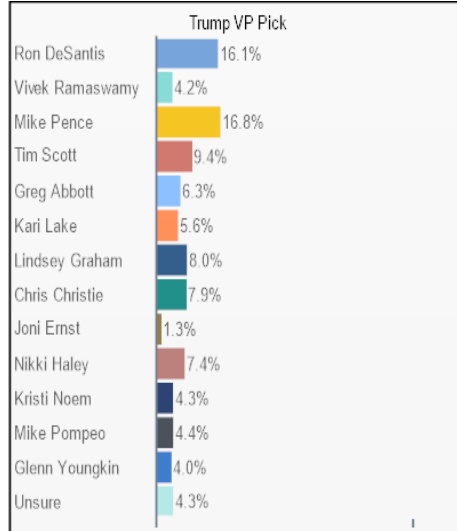
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

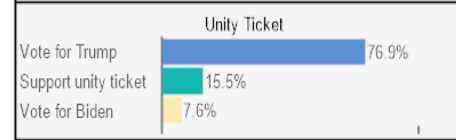
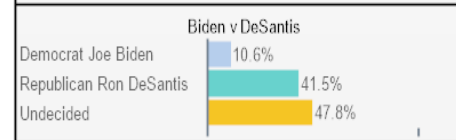
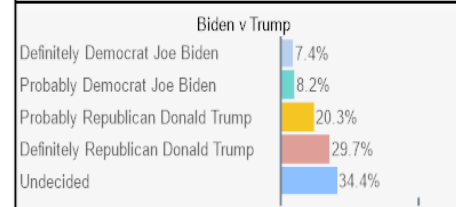
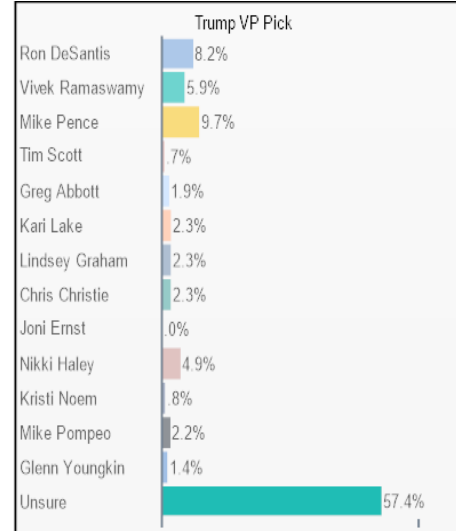
GOP Base (32%)



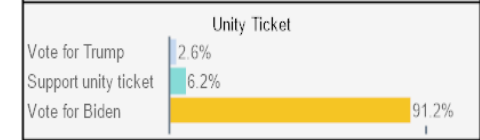
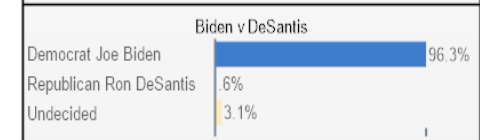
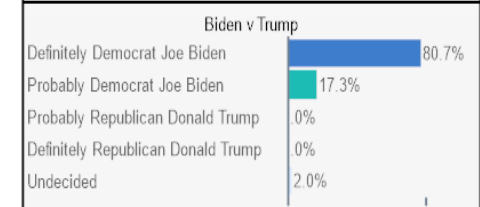
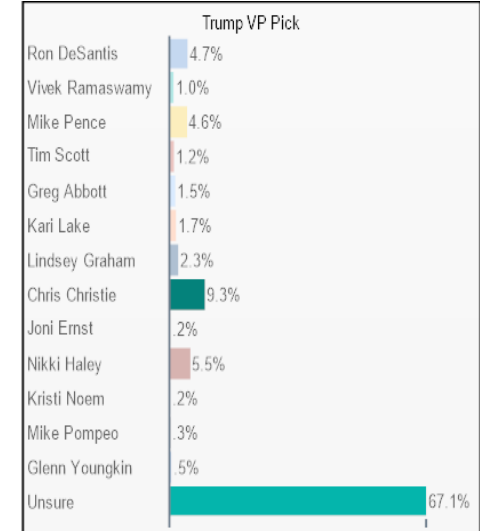
Young Dem (19%)



Ind/Moderates (18%)



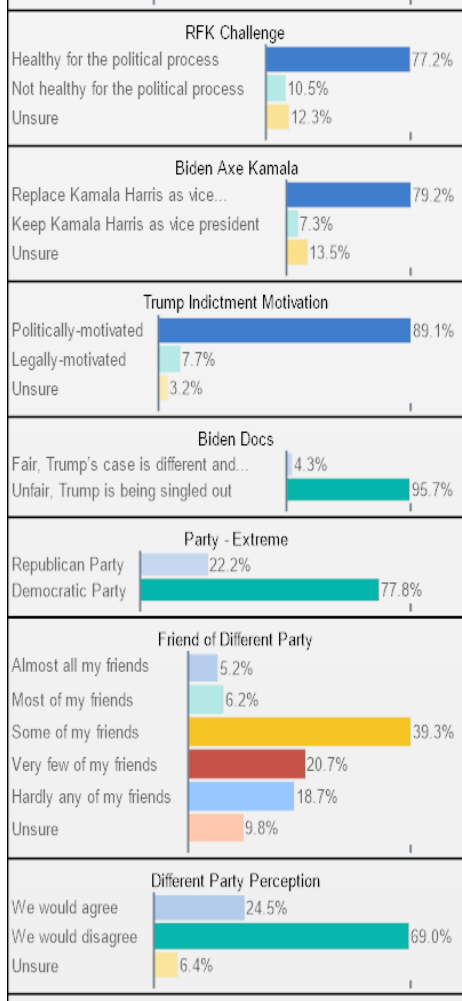
Democrat Base (31%)



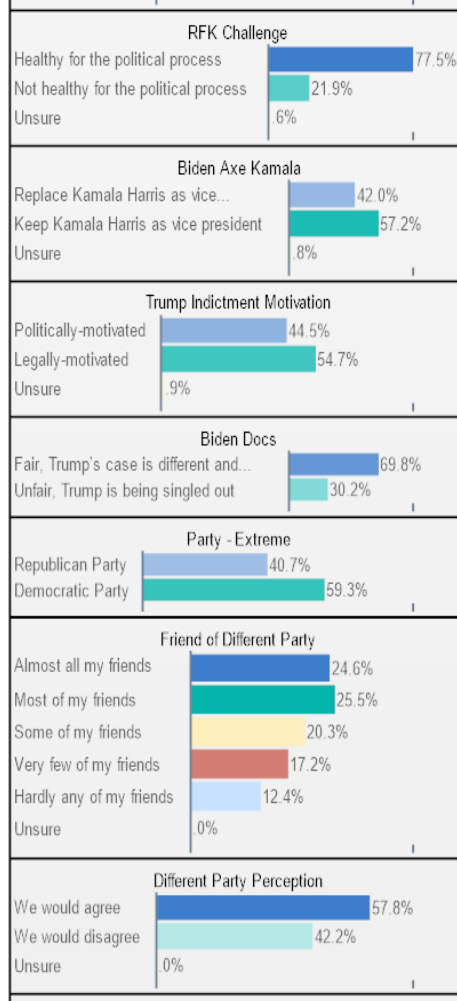
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

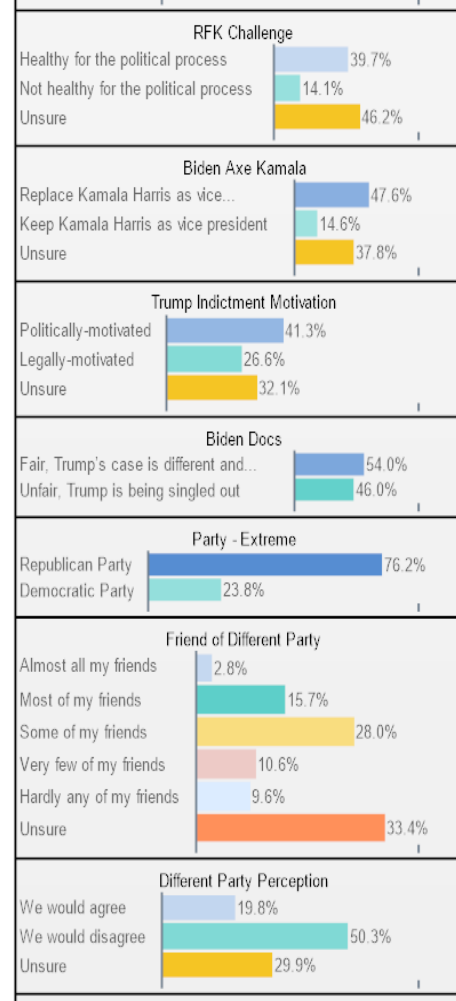
GOP Base (32%)



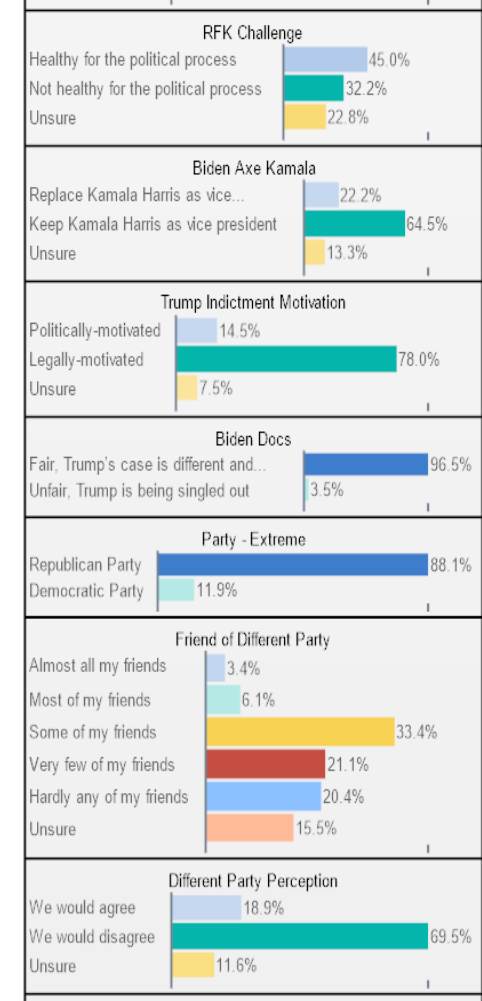
Young Dem (19%)



Ind/Moderates (18%)



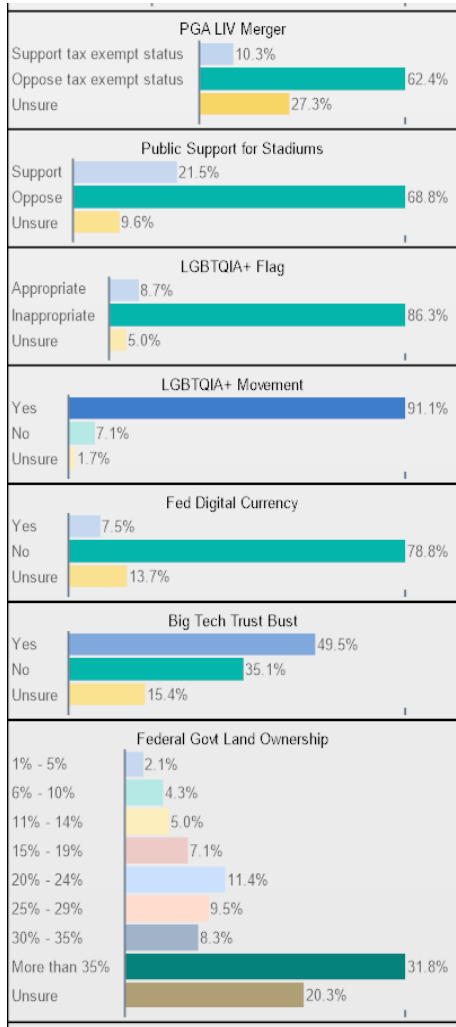
Democrat Base (31%)



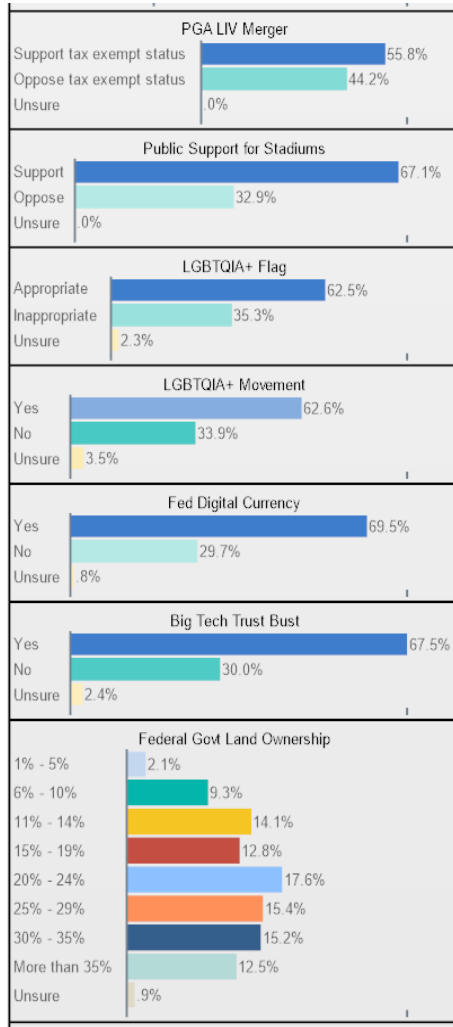
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Segmentation Analysis:

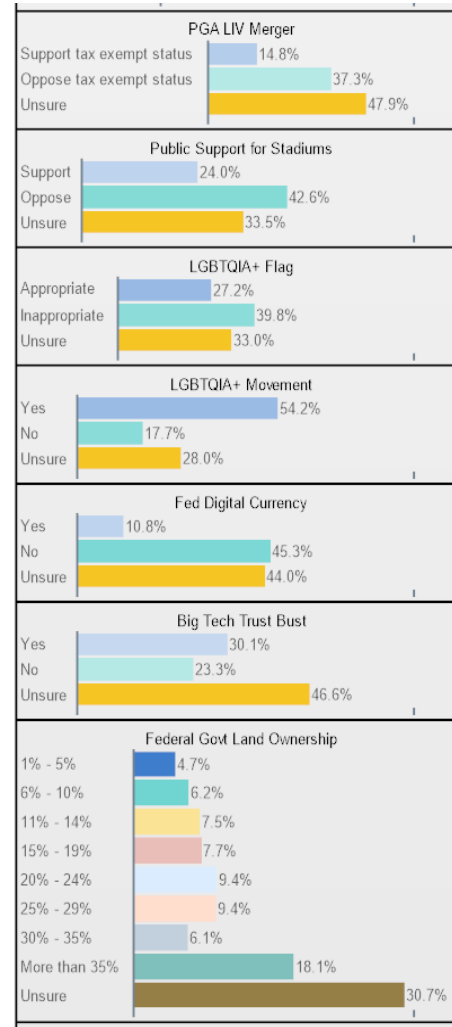
GOP Base (32%)



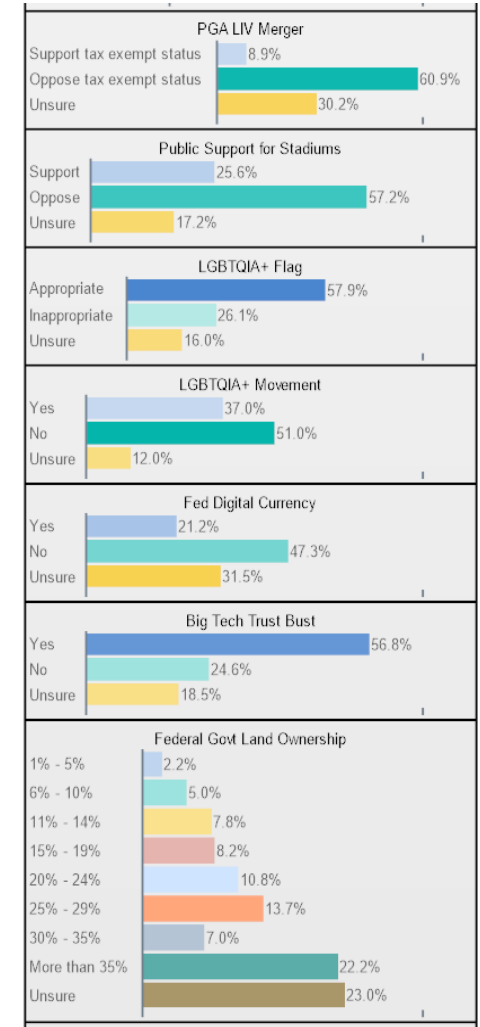
Young Dem (19%)



Ind/Moderates (18%)



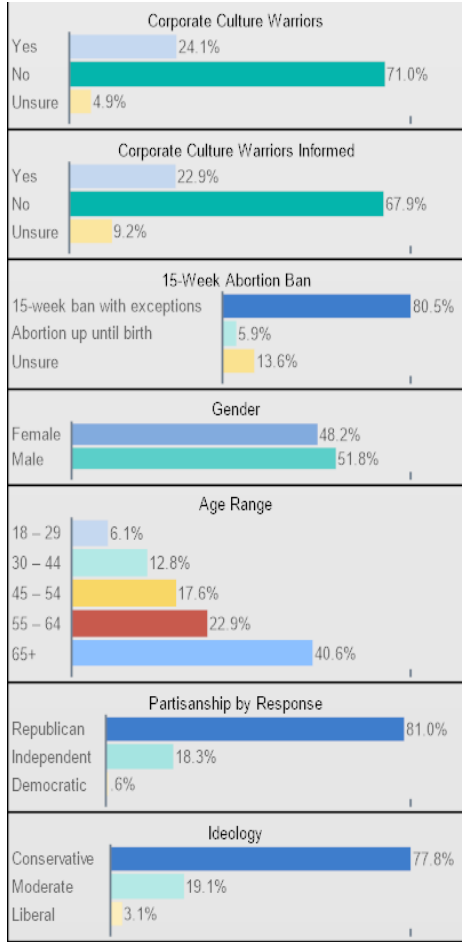
Democrat Base (31%)



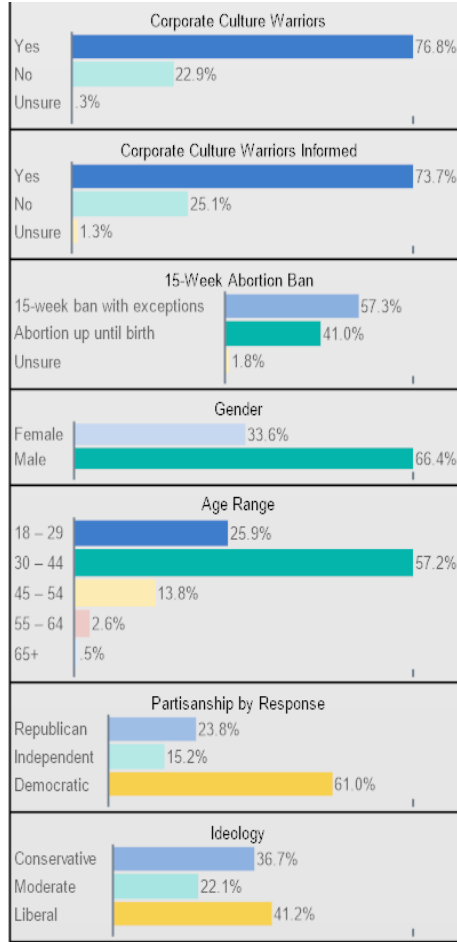
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Segmentation Analysis:

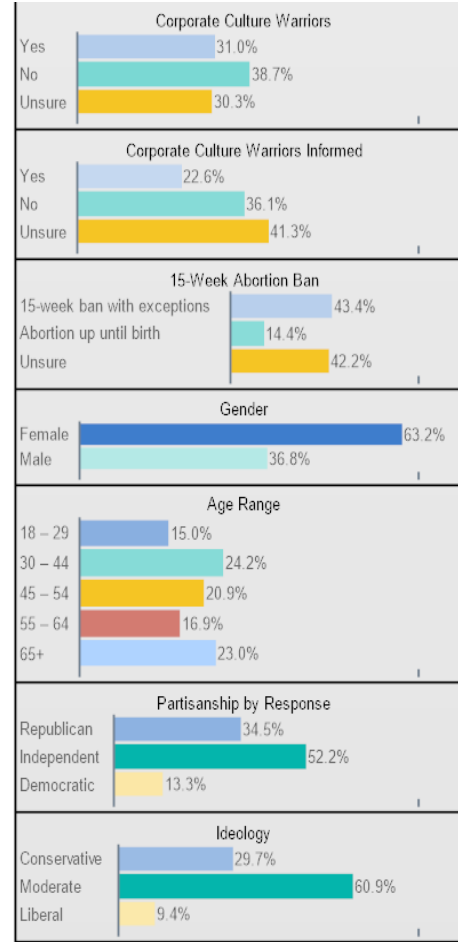
GOP Base (32%)



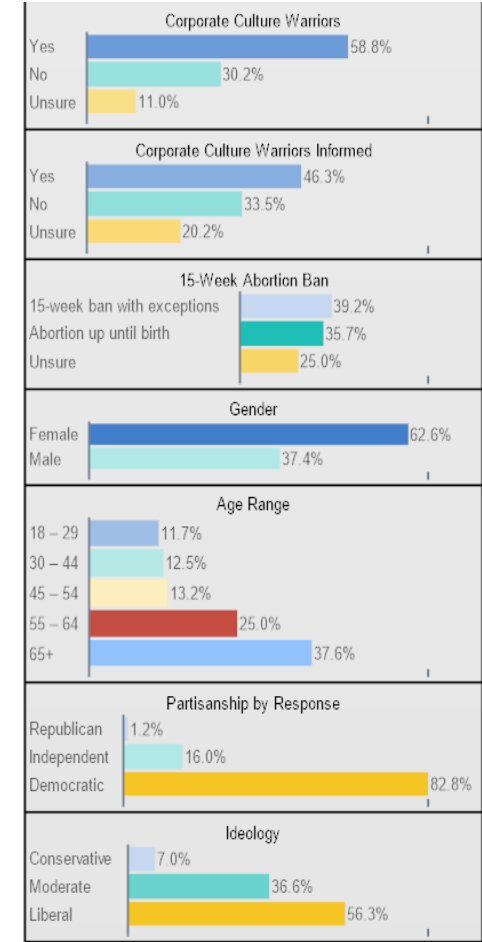
Young Dem (19%)



Ind/Moderates (18%)



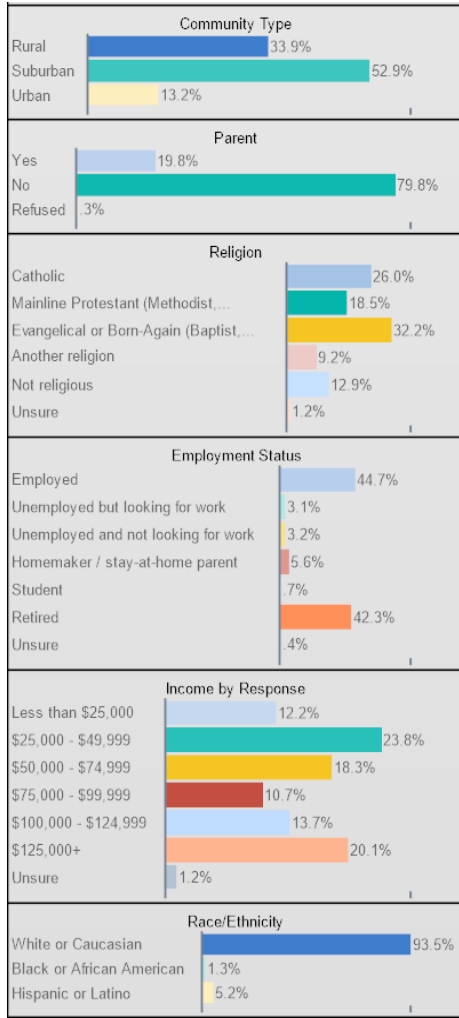
Democrat Base (31%)



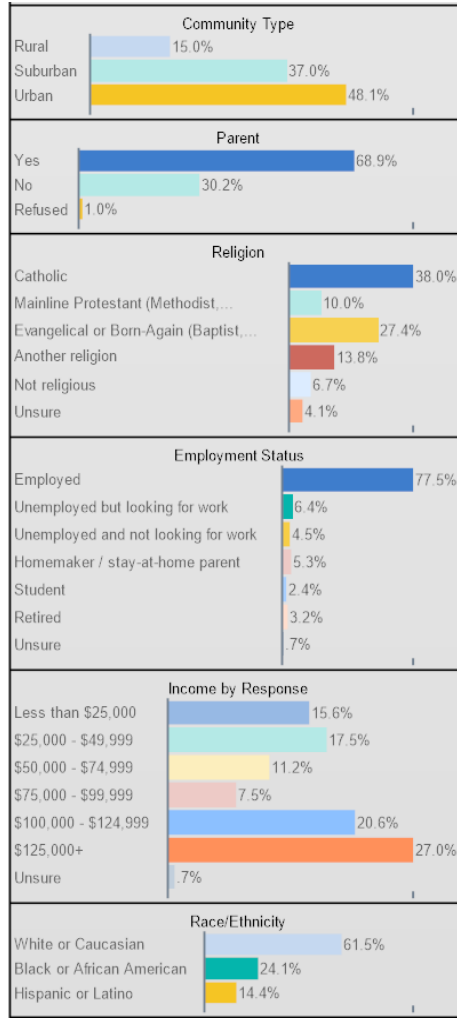
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

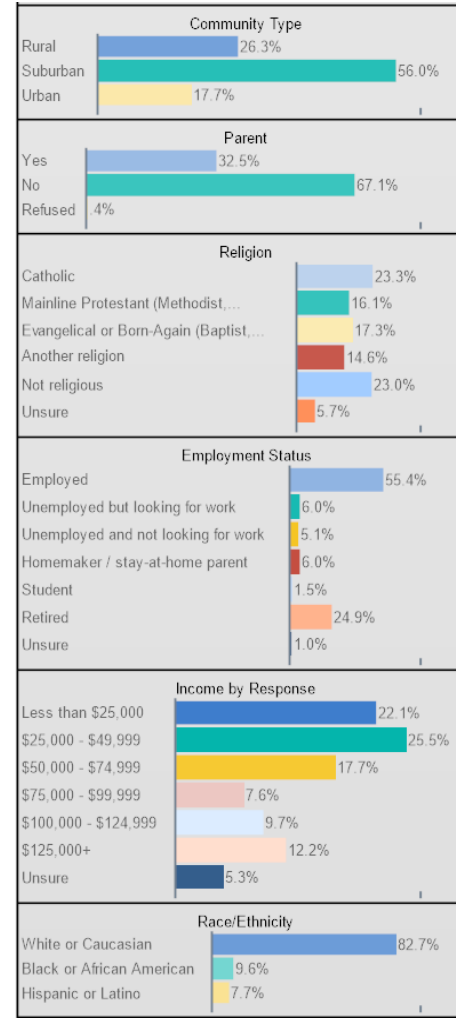
GOP Base (32%)



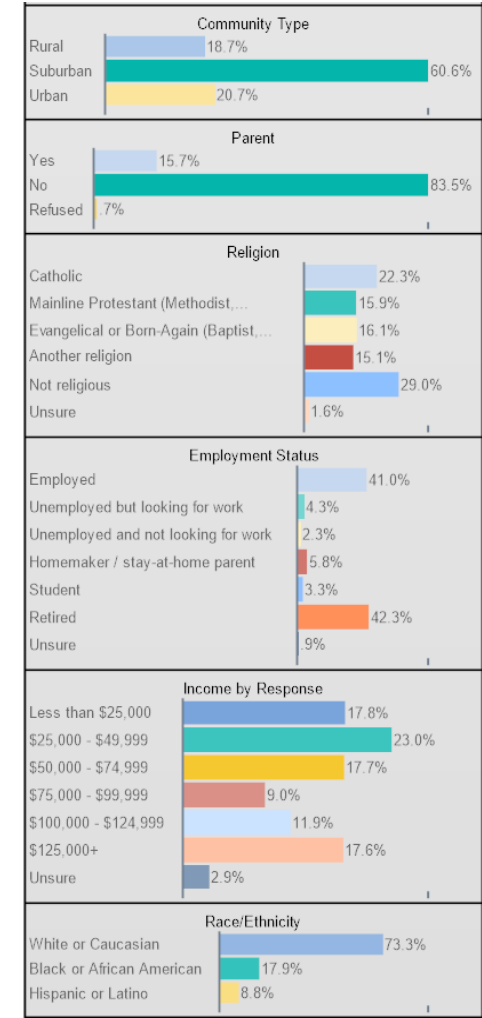
Young Dem (19%)



Ind/Moderates (18%)



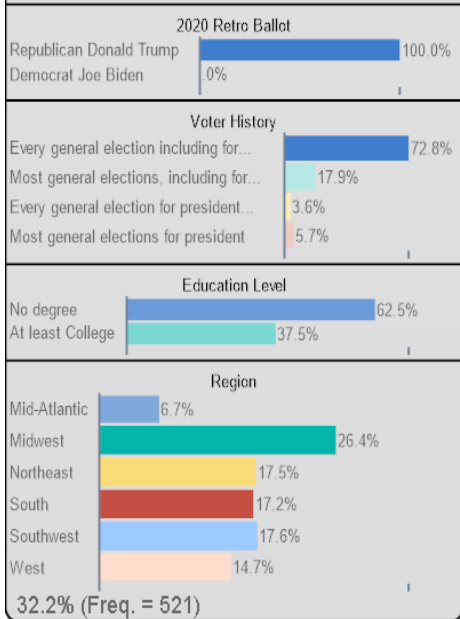
Democrat Base (31%)



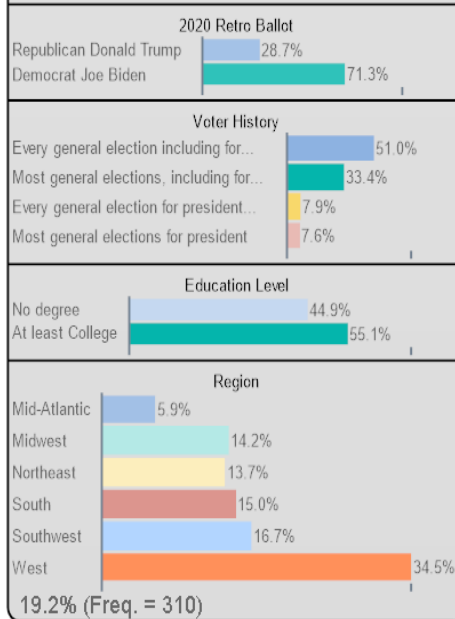
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Segmentation Analysis:

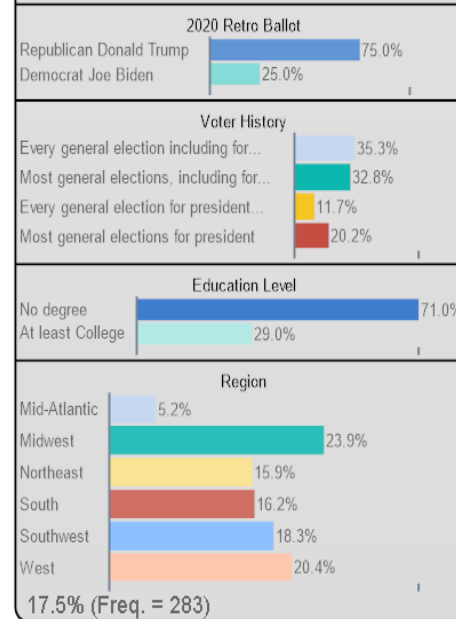
GOP Base (32%)



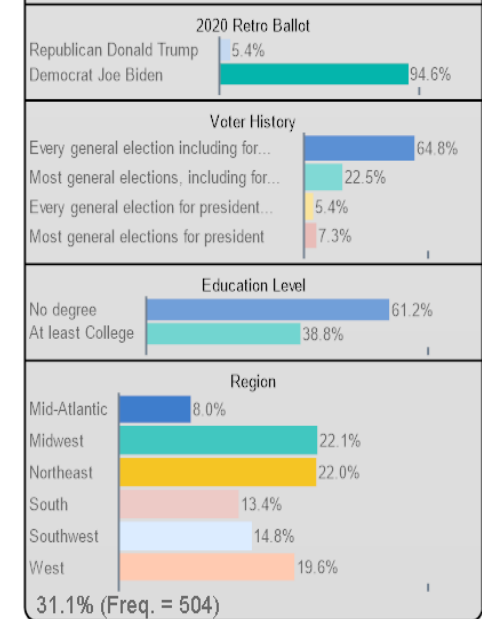
Young Dem (19%)



Ind/Moderates (18%)



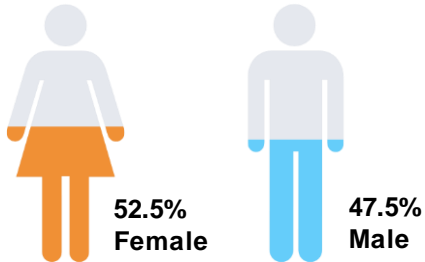
Democrat Base (31%)



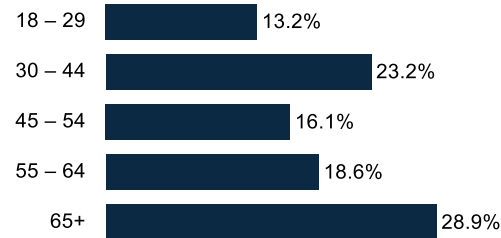
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Demographics

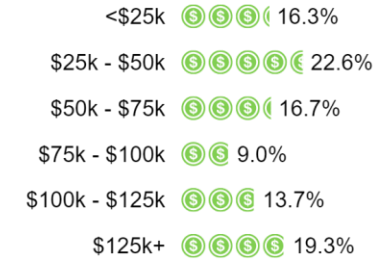
Sex



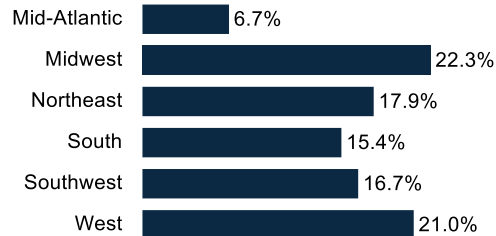
Age Range



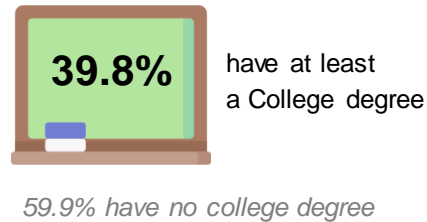
Household Income



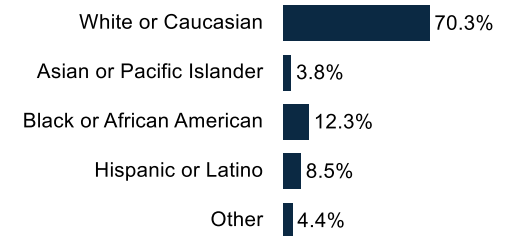
Geo - Region



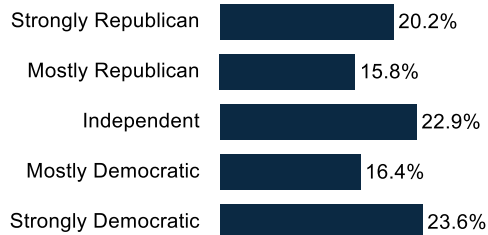
Education



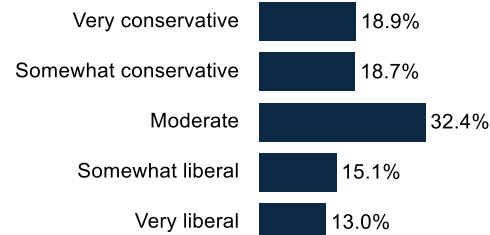
Race/Ethnicity



Partisanship



Ideology



Voter History

