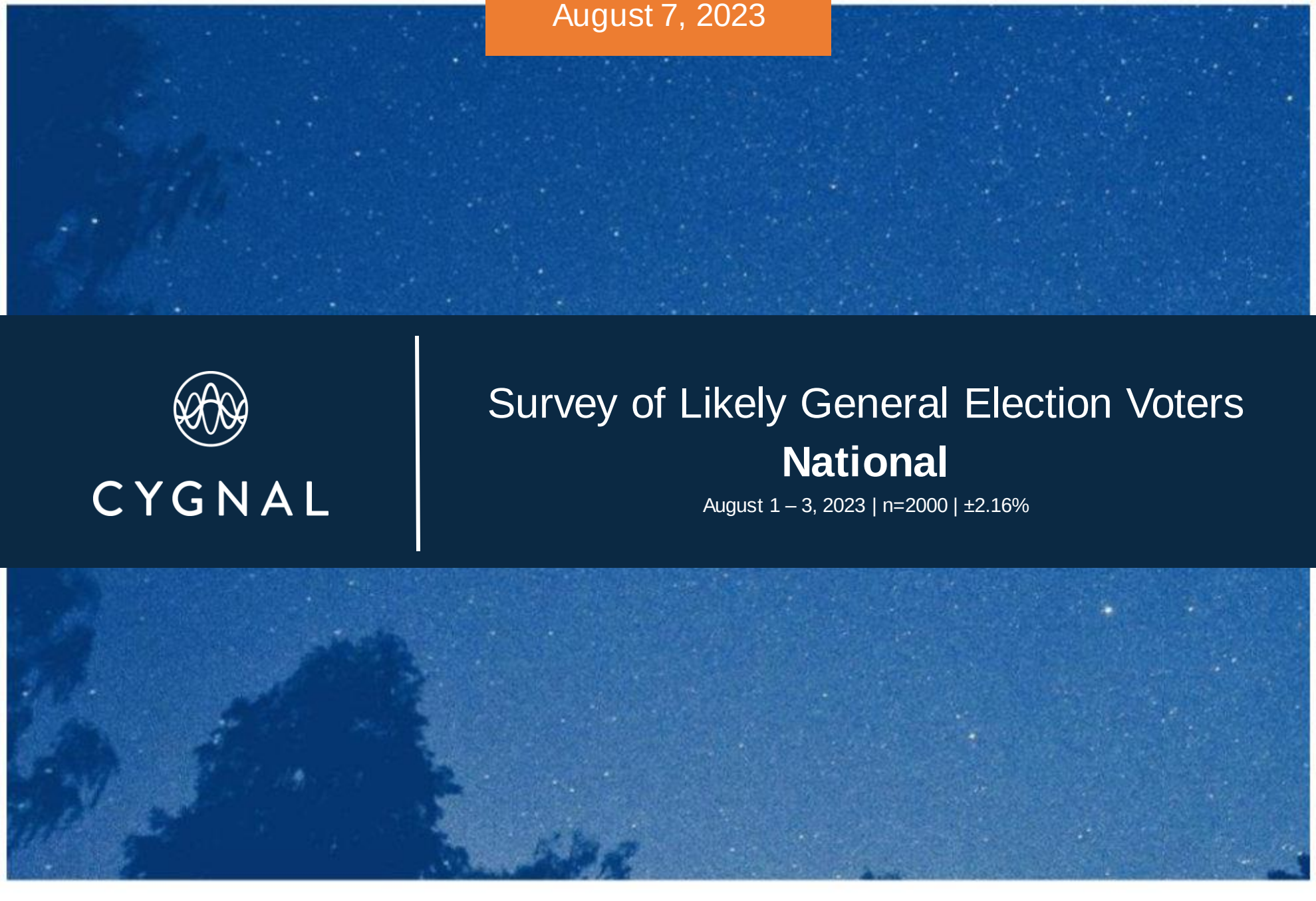
August 7, 2023



CYGNAL

Survey of Likely General Election Voters

National

August 1 – 3, 2023 | n=2000 | ±2.16%

Insights & Analysis

- 60% of voters say the U.S. is **on the wrong track**. Perceptions of **Joe Biden** (-5 net favorable) remain very low with nearly 40% of voters holding a *very* unfavorable opinion.
- The **generic ballot is tied at 45%**, with Republicans dropping -1% since June. Republicans lost ground with Independents but mostly made up for it with non-college voters.
    - Independents are slightly more likely to view Republicans as more extreme than Democrats. **Only 7% of voters say neither party is extreme.**
- Voters' **top priority** remains definitively **inflation and the economy** (36%). Republicans also prioritize illegal immigration while Democrats are more focused on gun control and climate change. Just 8% of voters prioritize public safety. **84% of voters feel safe in their communities.**
- **Donald Trump** (-6 net fav) is slightly unfavorable and **Tucker Carlson** (+2 net fav) is only -10 net fav with Independents and favorable with 1-in-5 Democrats.
    - Among GOP primary voters, **24% will only vote for Trump** while 38% will consider Trump and other candidates. **29% will vote for anyone *except* Trump.**
- **Trump pulls further ahead in the GOP primary to 53%**, followed by **Vivek Ramaswamy** at 11%, who overtakes Ron DeSantis at 10%. DeSantis has plummeted from having 29% of the vote in March.
- **Joe Biden leads the presidential ballot by 3 points** (46% Biden / 43% Trump / 10% undecided) with Trump falling behind compared to last month's poll. Against a generic non-Trump GOP nominee, **Biden leads by 2-points** (42% / 40%) with more voters undecided (17%).

Insights & Analysis – Cont.

- **50% of voters support an impeachment probe into President Biden's alleged illegal influence peddling**, including over a quarter of Democrats and just under half of Independents. Over a third of voters *strongly* support the probe.
- On the **cocaine White House scandal**, 31% of voters believe the Secret Service covered up the culprit and another 25% say they should've tried harder to apprehend a suspect. 27% say the investigation, which turned up no suspects, was unbiased and legitimate.
- **56% of voters support a federal limit of 15 weeks for abortions** (23% oppose; 21% unsure), including a plurality of Democrats.
- 71% of voters support the **Buck Stops Here Act** (10% oppose) with wide support across demographic groups.
- 56% of voters support **the policy requiring asylum-seekers to first apply to a country other than the U.S.** (25% oppose), including a plurality of Democrats and a majority of Independents.
- 55% of voters support the **Hollywood Strikes** of writers and actors (25% oppose). Rural voters and Republicans are the least likely to support the strike.
- The **celebrity frontrunner for public office** is Dwayne "The Rock" Johnson (16%) followed closely by Oprah Winfrey (15%). Joe Rogan leads the back bench at 8%.
- 49% of voters say the federal government is being ***dishonest*** (24% *very* dishonest) about what it knows **regarding UFOs and other unexplained phenomena.**

Insights & Analysis – Cont.

- **81% of voters say they don't pay attention to political advertisements.** TV is the most relevant advertisement medium (8% pay attention).
- **On what must be communicated to earn a vote**, voters are looking for **honesty/integrity** (26%) ahead of **ideas/vision/platform** (9%). Just 5% are focused on partisanship.
- Voters are most likely to turn to Google/web search (54%) or a TV interview (51%) when **seeking information on political candidates.** 34% turn to social media as well and 31% to the candidate's website. Nearly a quarter of voters **will ask a family member's opinion.**
- The **primary emotions looking ahead to the 2024 election** are anticipation (32%) and fear (23%), followed by disgust (13%). Partisans tend to be more fearful while Independents register higher feelings of disgust. **Women are much more fearful about the 2024 election than men.**

- **Segmentation Analysis** identified four groups via machine learning: ***GOP Base*** (36%), ***Democrat Base*** (32%), ***Independent/Moderates*** (16%), and ***Young Democrats*** (17%).
  - The *Independent/Moderates* segment leans Republican on the generic ballot, is pessimistic about the direction of the country, and is deeply unfavorable of Biden (slightly less so of Trump). This segment skews female, tends to be under 55, and lives mostly in the suburbs. The majority are non-college educated earning <$50k.

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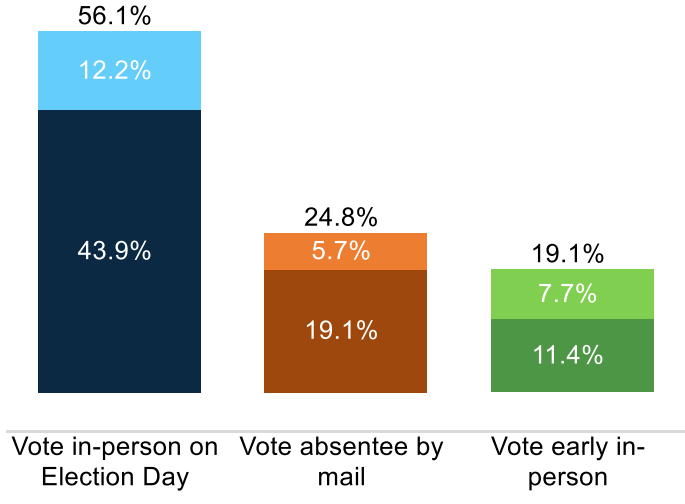
Vote Method



	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	70%	74%	76%	79%	81%	74%	70%	75%	63%	69%	78%	72%	76%	81%	77%	74%	73%	76%	69%	76%	77%	72%	69%	74%	78%	78%	79%	72%	64%	63%	83%	65%	51%
Probably vote	30%	26%	24%	21%	19%	26%	30%	25%	37%	31%	22%	28%	24%	19%	23%	26%	27%	24%	31%	24%	23%	28%	31%	26%	22%	22%	21%	28%	36%	37%	17%	35%	49%
Vote in-person on Election Day	62%	48%	66%	48%	57%	58%	55%	56%	59%	62%	72%	60%	51%	37%	58%	54%	59%	62%	52%	54%	59%	55%	54%	65%	45%	68%	56%	56%	50%	58%	56%	55%	63%
Vote absentee by mail	20%	37%	13%	30%	25%	17%	27%	29%	15%	19%	16%	12%	22%	52%	22%	28%	21%	20%	26%	28%	25%	16%	22%	17%	35%	12%	26%	24%	28%	23%	25%	25%	20%
Vote early in-person	19%	15%	21%	22%	19%	25%	18%	15%	25%	18%	12%	28%	27%	11%	19%	19%	20%	18%	22%	18%	16%	29%	24%	18%	20%	20%	17%	20%	23%	19%	19%	20%	18%
Definitely vote in-person on Election Day	45%	37%	53%	40%	48%	45%	40%	44%	43%	47%	56%	45%	43%	30%	47%	41%	47%	49%	38%	42%	47%	42%	39%	51%	37%	57%	47%	42%	35%	39%	49%	36%	34%
Probably vote in-person on Election Day	17%	10%	13%	8%	9%	13%	15%	11%	16%	15%	15%	15%	8%	7%	12%	13%	12%	12%	13%	11%	11%	13%	15%	14%	8%	11%	10%	14%	14%	19%	6%	19%	28%
Definitely vote absentee by mail	14%	27%	11%	26%	21%	14%	19%	23%	9%	13%	13%	9%	15%	45%	18%	22%	14%	16%	21%	21%	20%	10%	14%	13%	28%	9%	22%	17%	21%	15%	21%	18%	10%
Probably vote absentee by mail	6%	10%	3%	4%	3%	3%	8%	6%	7%	6%	3%	4%	7%	7%	4%	5%	7%	4%	6%	7%	5%	6%	8%	4%	7%	4%	4%	6%	7%	8%	4%	7%	10%
Definitely vote early in-person	11%	9%	13%	13%	12%	14%	11%	8%	11%	9%	9%	18%	18%	7%	12%	11%	12%	11%	10%	13%	9%	20%	16%	10%	13%	12%	10%	12%	7%	8%	12%	11%	6%
Probably vote early in-person	8%	6%	8%	9%	7%	11%	6%	7%	14%	10%	3%	9%	9%	5%	7%	8%	8%	7%	11%	5%	6%	9%	8%	8%	7%	8%	7%	8%	15%	11%	7%	9%	11%

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

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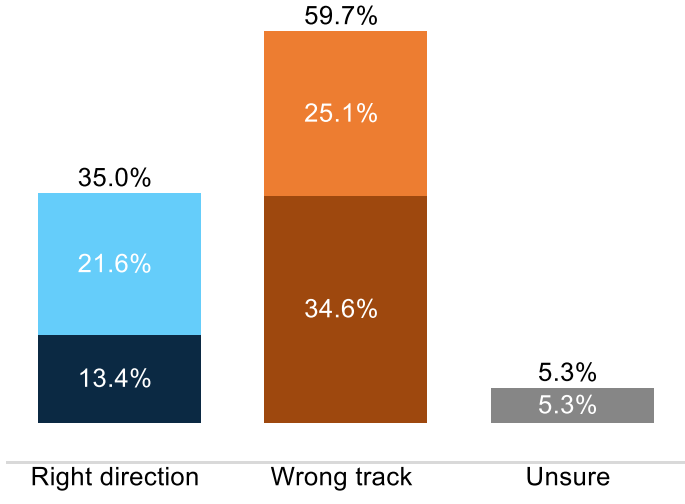
US Direction



	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	32%	28%	48%	33%	51%	29%	27%	36%	36%	31%	40%	30%	32%	41%	51%	32%	26%	14%	29%	60%	32%	52%	37%	39%	31%	49%	45%	28%	13%	32%	39%	30%	27%
Wrong track	59%	67%	49%	64%	47%	66%	65%	58%	58%	64%	56%	63%	64%	54%	43%	63%	68%	84%	65%	34%	64%	40%	58%	56%	65%	47%	51%	65%	68%	63%	58%	63%	61%
Definitely the right direction	11%	8%	24%	11%	24%	11%	9%	10%	9%	11%	15%	14%	11%	17%	24%	10%	11%	6%	6%	25%	12%	22%	12%	16%	11%	25%	19%	10%	1%	5%	16%	10%	8%
Mostly the right direction	21%	20%	24%	22%	27%	19%	18%	26%	27%	20%	24%	16%	21%	24%	27%	23%	15%	8%	22%	35%	20%	29%	25%	24%	21%	24%	27%	18%	12%	27%	22%	21%	19%
Mostly the wrong track	29%	26%	24%	20%	20%	24%	27%	30%	22%	25%	24%	26%	27%	25%	19%	27%	26%	24%	34%	22%	25%	24%	29%	26%	22%	22%	24%	26%	41%	40%	21%	33%	29%
Definitely the wrong track	30%	41%	25%	44%	26%	42%	38%	28%	36%	39%	32%	37%	36%	28%	24%	36%	42%	61%	31%	12%	39%	16%	28%	30%	43%	24%	27%	40%	26%	22%	37%	30%	32%
Unsure	9%	5%	3%	3%	2%	4%	8%	6%	6%	5%	5%	7%	4%	5%	5%	5%	6%	2%	6%	6%	4%	8%	5%	5%	3%	5%	4%	6%	19%	5%	4%	7%	11%

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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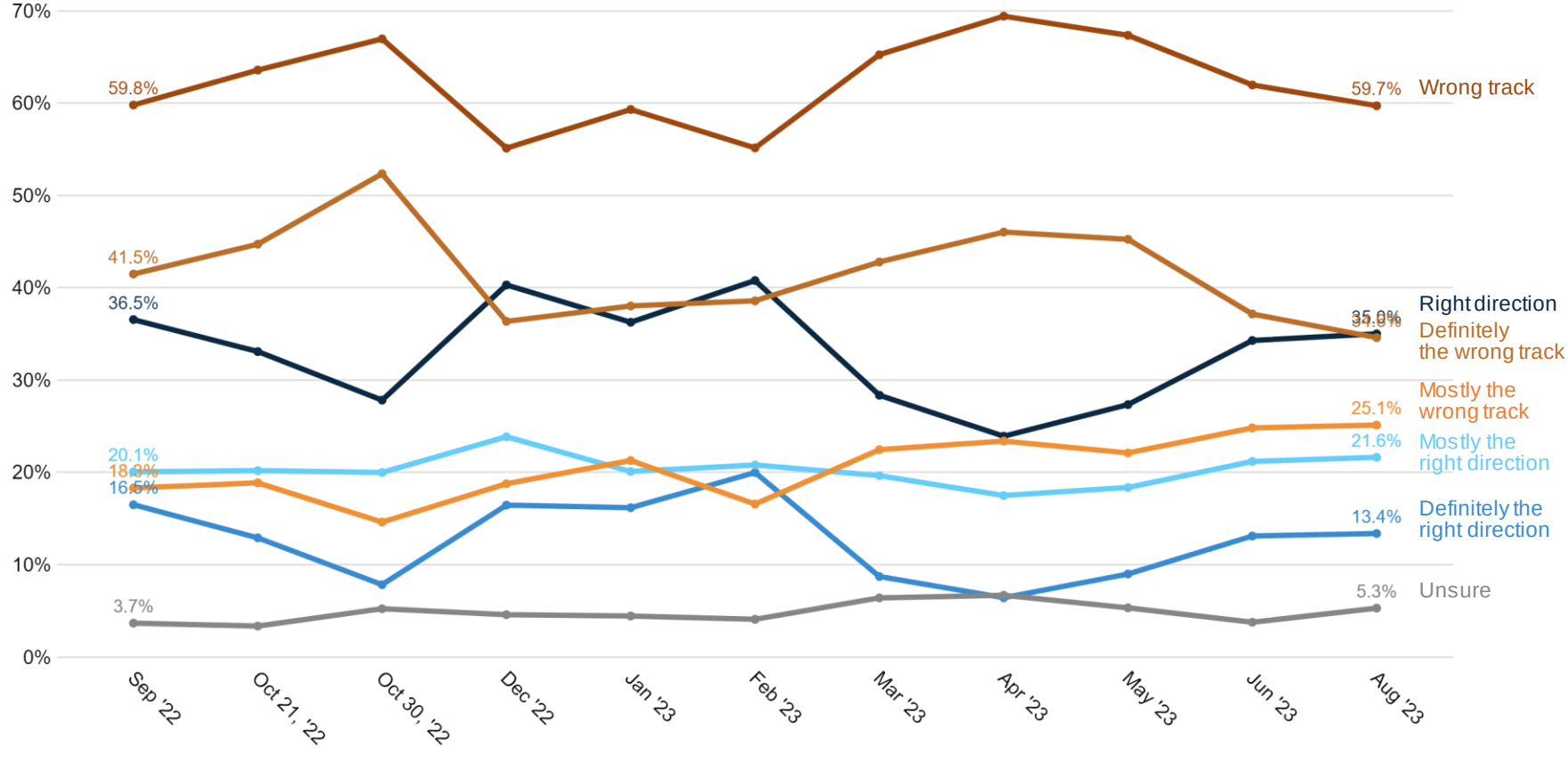
Trend: US Direction



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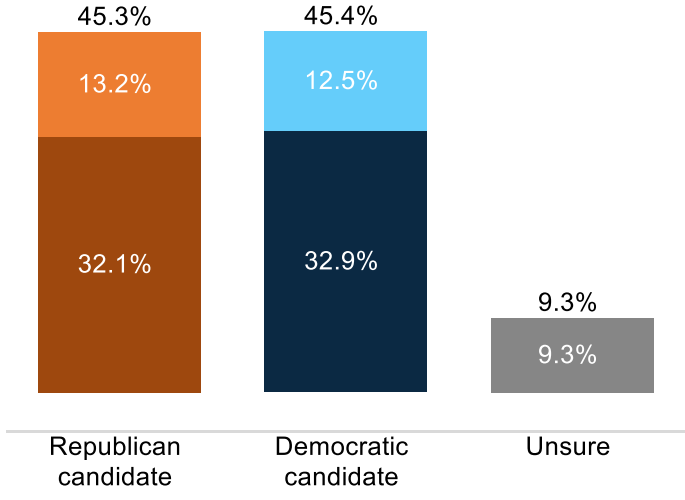
Generic Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	39%	50%	41%	52%	39%	54%	48%	36%	44%	48%	41%	51%	51%	38%	32%	46%	55%	93%	40%	5%	52%	19%	35%	41%	51%	40%	38%	50%	46%	45%	42%
Democratic candidate	49%	42%	49%	40%	54%	35%	43%	52%	45%	42%	51%	41%	40%	52%	60%	45%	33%	4%	37%	91%	40%	66%	56%	50%	42%	52%	53%	40%	48%	42%	39%
Definitely the Republican candidate	25%	39%	26%	41%	28%	39%	35%	23%	30%	37%	27%	40%	33%	26%	22%	33%	40%	74%	18%	2%	39%	6%	18%	27%	41%	28%	26%	36%	37%	26%	23%
Probably the Republican candidate	15%	11%	15%	11%	12%	15%	13%	14%	14%	11%	15%	11%	18%	12%	10%	14%	15%	19%	23%	3%	13%	13%	17%	14%	11%	12%	12%	14%	9%	19%	19%
Probably the Democratic candidate	18%	7%	16%	8%	13%	12%	13%	13%	14%	11%	14%	10%	12%	14%	14%	14%	8%	2%	22%	17%	10%	17%	21%	16%	7%	16%	13%	12%	9%	19%	17%
Definitely the Democratic candidate	31%	36%	33%	32%	41%	24%	31%	39%	31%	30%	37%	31%	28%	38%	46%	31%	25%	2%	15%	74%	30%	49%	35%	34%	35%	36%	40%	28%	39%	23%	22%
Unsure	12%	8%	10%	7%	7%	10%	9%	11%	11%	10%	8%	9%	10%	9%	8%	9%	12%	3%	23%	4%	7%	15%	9%	9%	7%	8%	9%	10%	6%	13%	20%

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

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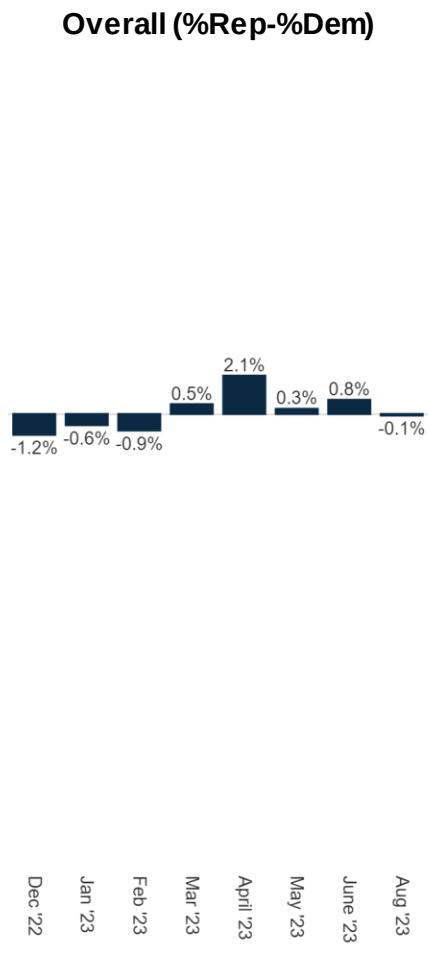
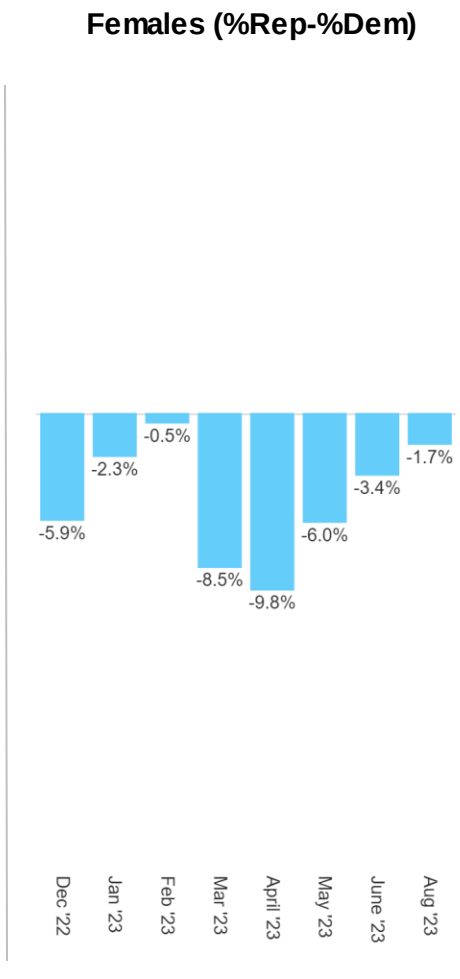
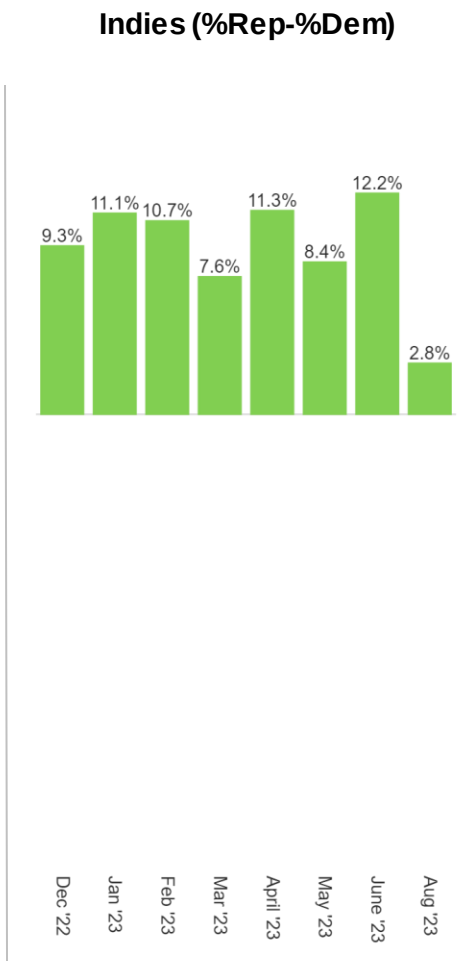
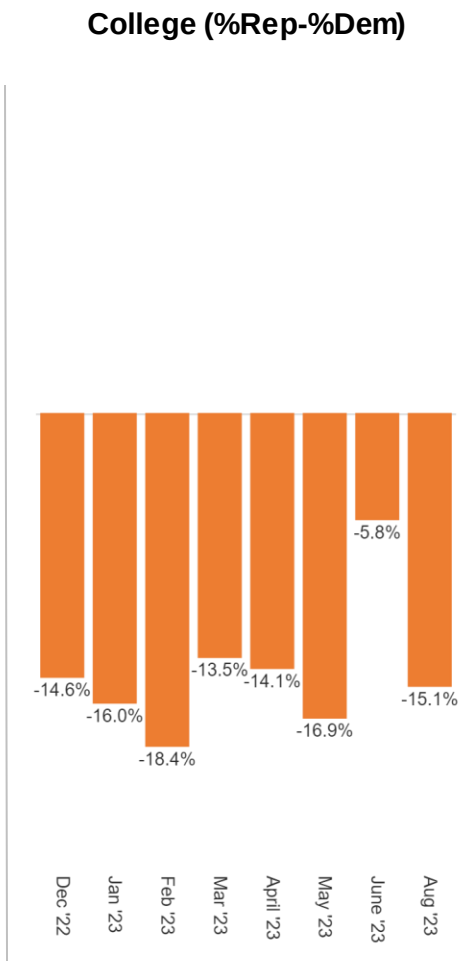
Generic Ballot Movement









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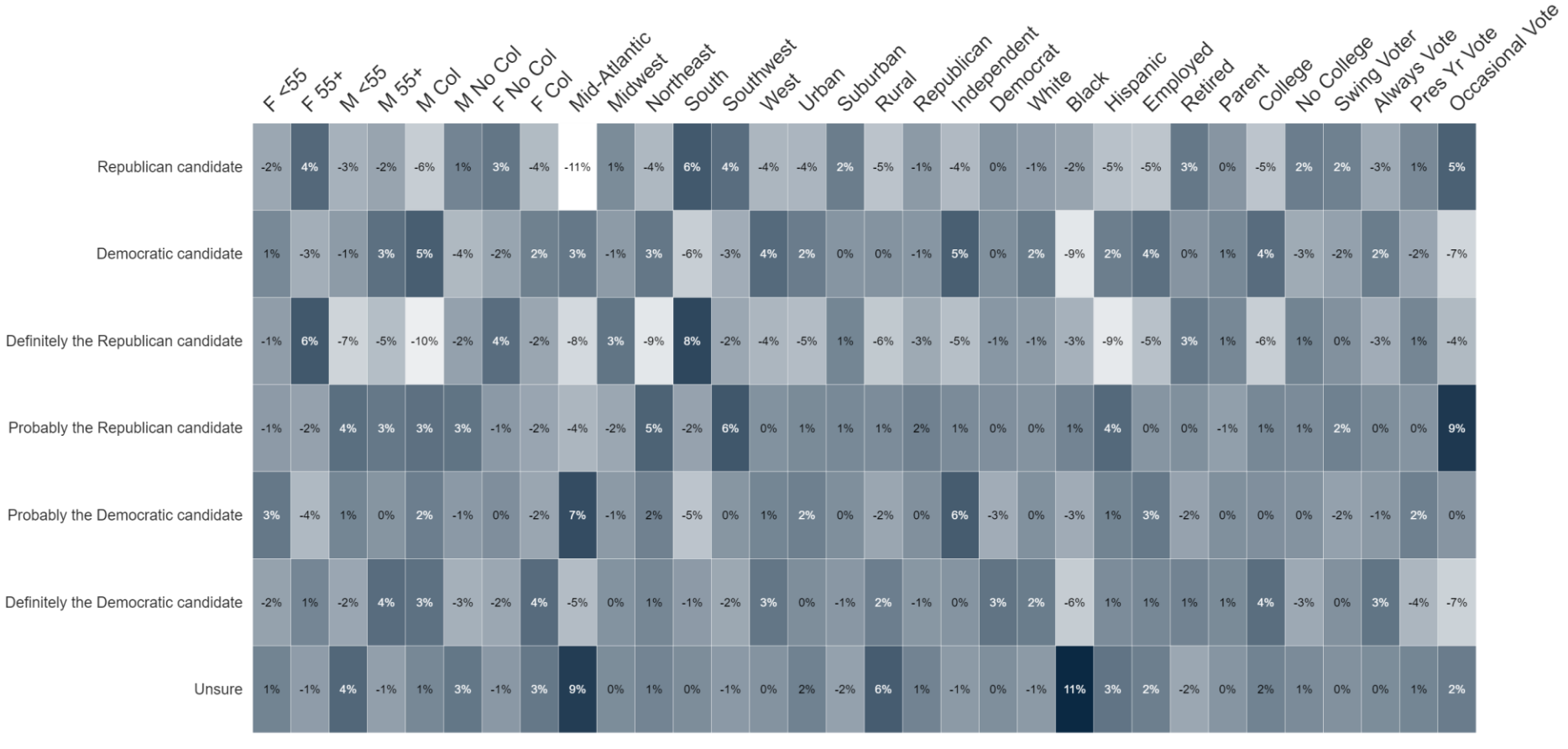
Percent Change: Generic Ballot (Jun 2023 to Aug 2023)



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Generic Ballot by Key Voter Groups

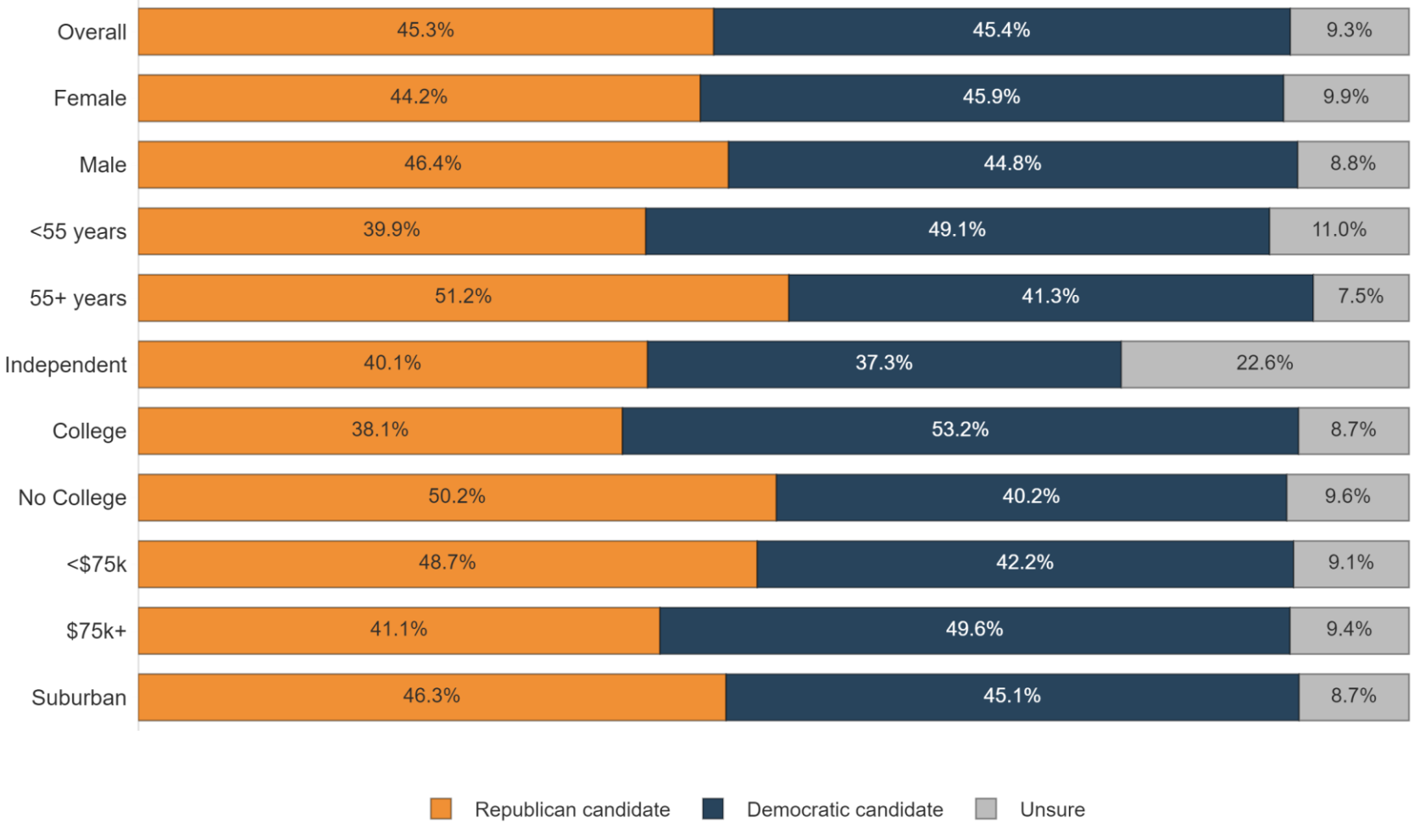

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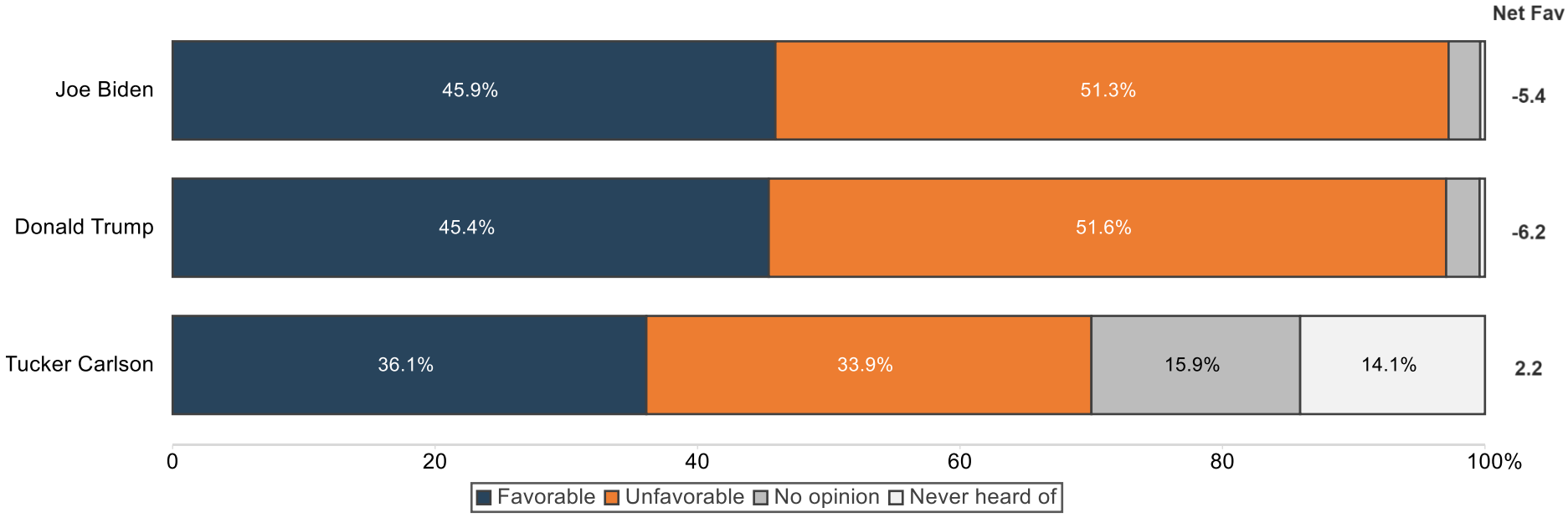
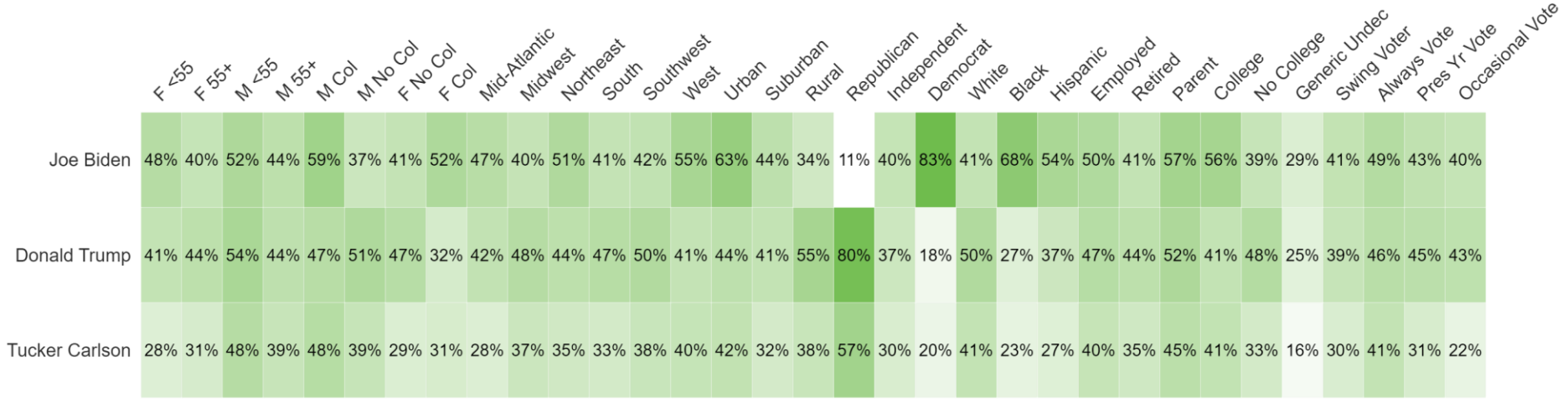
Image Tests



CYGNAL

Image Tests Heatmaps

Favorable



Unfavorable

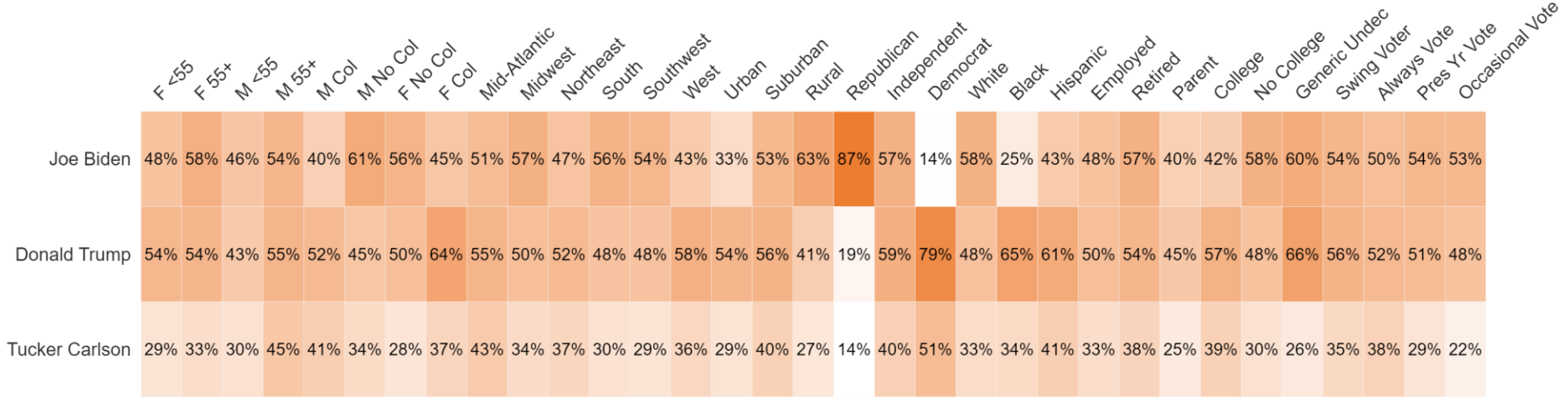


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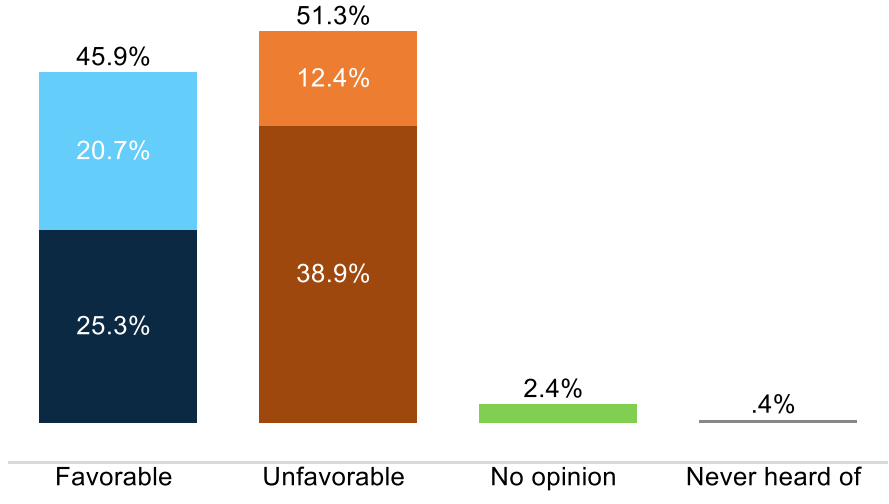
Image: Joe Biden



	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	48%	40%	52%	44%	59%	37%	41%	52%	47%	40%	51%	41%	42%	55%	63%	44%	34%	11%	40%	83%	41%	68%	54%	50%	41%	57%	56%	39%	29%	41%	49%	43%	40%
Unfavorable Total	48%	58%	46%	54%	40%	61%	56%	45%	51%	57%	47%	56%	54%	43%	33%	53%	63%	87%	57%	14%	58%	25%	43%	48%	57%	40%	42%	58%	60%	54%	50%	54%	53%
Very favorable	21%	24%	33%	24%	37%	19%	22%	24%	25%	21%	25%	26%	25%	30%	40%	22%	19%	4%	15%	52%	22%	45%	27%	27%	25%	34%	32%	21%	5%	13%	30%	18%	17%
Somewhat favorable	27%	16%	19%	20%	21%	18%	19%	28%	21%	19%	26%	15%	17%	25%	23%	22%	16%	6%	25%	32%	19%	23%	27%	24%	15%	22%	24%	18%	24%	29%	18%	25%	23%
Somewhat unfavorable	15%	11%	17%	6%	10%	14%	12%	16%	10%	14%	12%	12%	14%	11%	11%	13%	11%	12%	19%	9%	12%	13%	16%	14%	9%	12%	12%	12%	30%	24%	10%	15%	18%
Very unfavorable	33%	47%	29%	48%	30%	47%	44%	29%	41%	43%	35%	44%	40%	32%	22%	40%	52%	75%	38%	5%	46%	12%	27%	33%	49%	28%	30%	45%	30%	31%	40%	39%	35%
No opinion	5%	2%	2%	1%	1%	2%	4%	2%	2%	2%	1%	3%	4%	2%	3%	2%	2%	2%	3%	2%	1%	6%	3%	2%	1%	3%	2%	3%	10%	4%	1%	3%	6%
Never heard of	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

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

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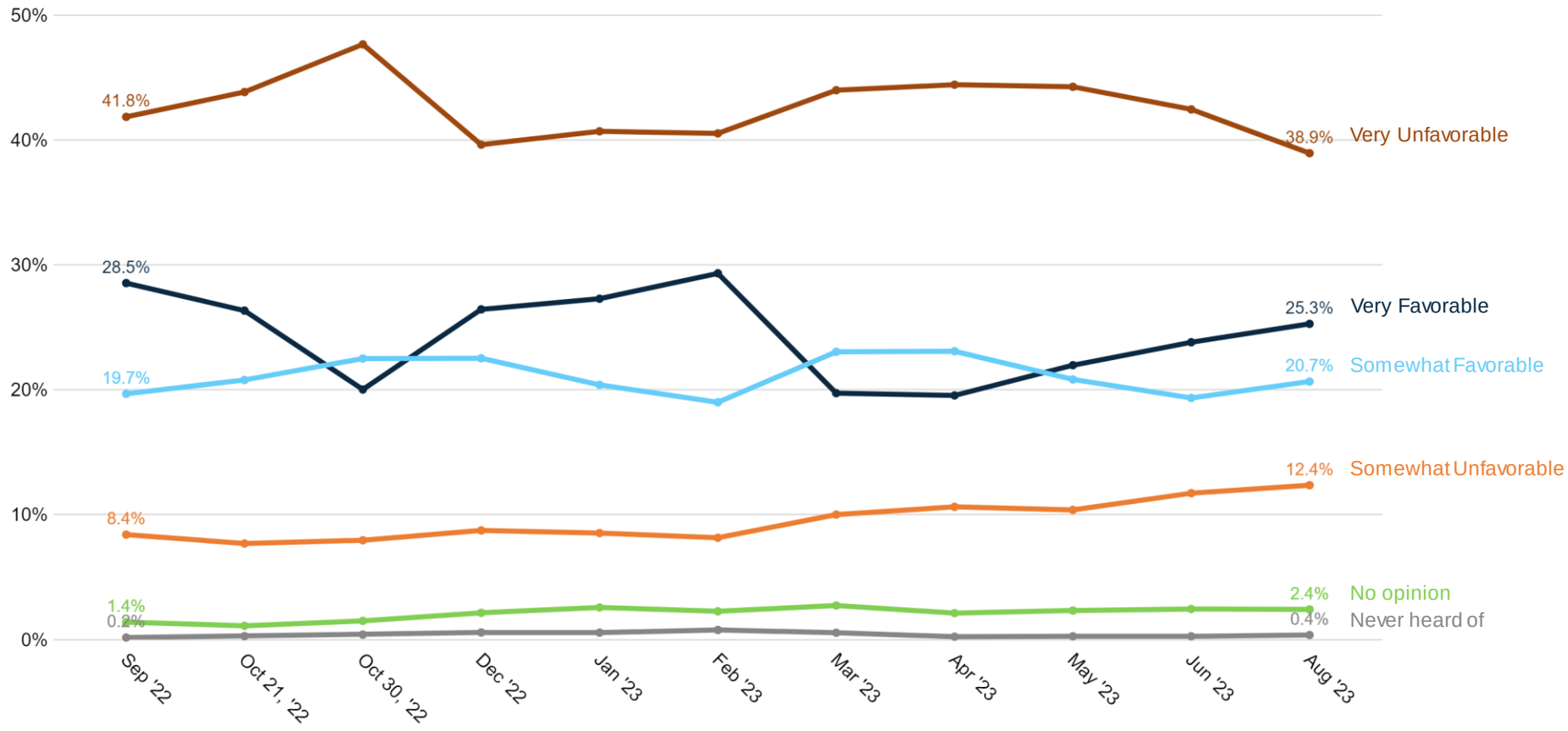
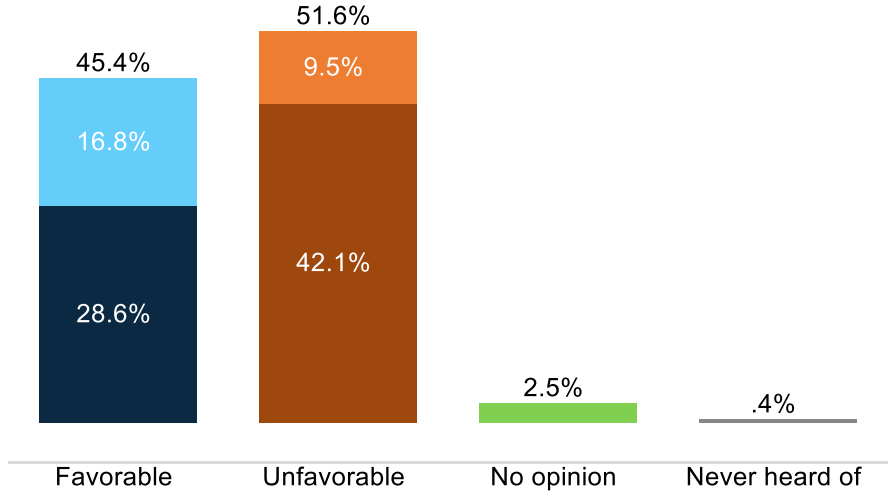
Trend: Joe Biden Image



CYGNAL

Image: Donald Trump

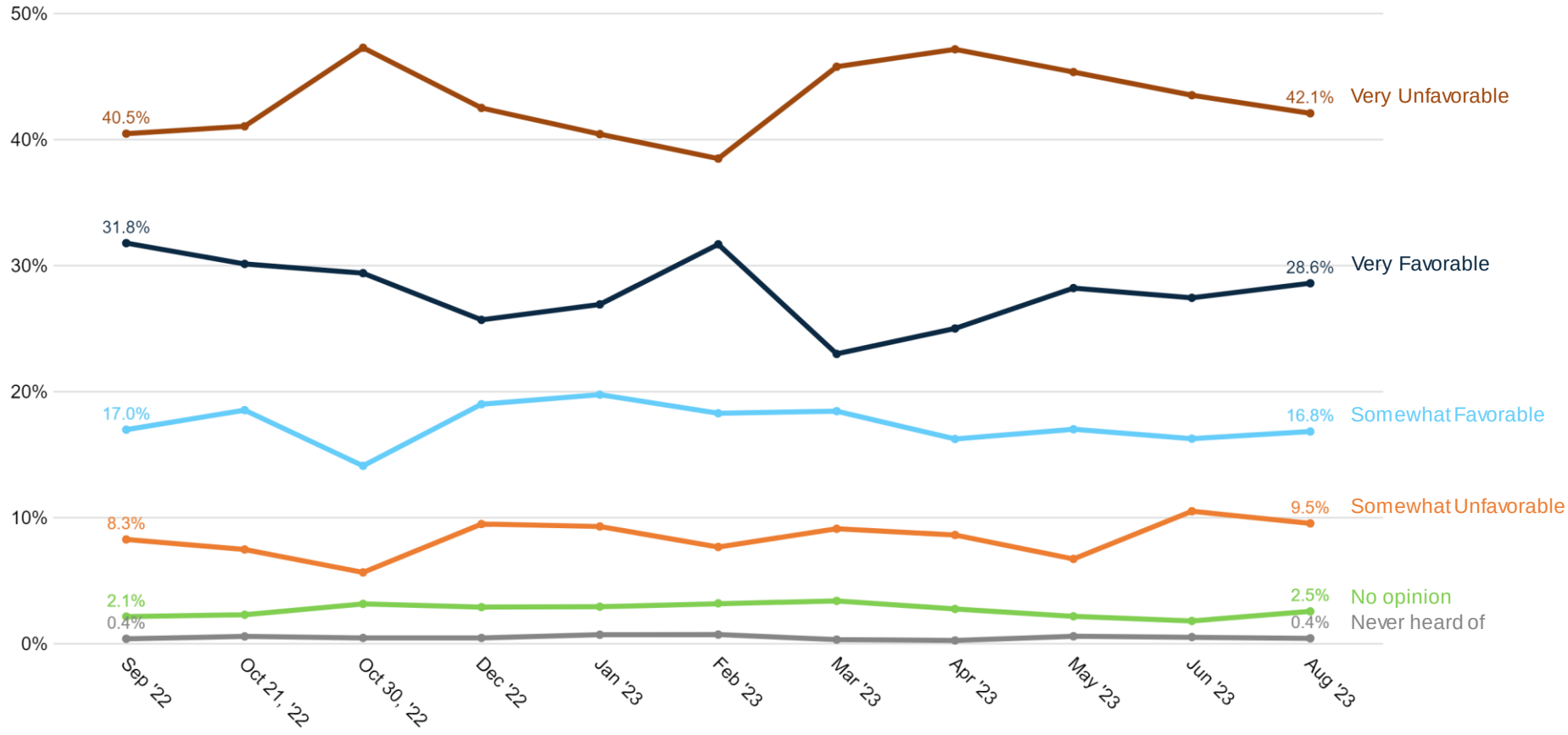


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	41%	44%	54%	44%	47%	51%	47%	32%	42%	48%	44%	47%	50%	41%	44%	41%	55%	80%	37%	18%	50%	27%	37%	47%	44%	52%	41%	48%	25%	39%	46%	45%	43%
Unfavorable Total	54%	54%	43%	55%	52%	45%	50%	64%	55%	50%	52%	48%	48%	58%	54%	56%	41%	19%	59%	79%	48%	65%	61%	50%	54%	45%	57%	48%	66%	56%	52%	51%	48%
Very favorable	24%	26%	35%	30%	31%	34%	28%	18%	20%	29%	26%	30%	34%	27%	29%	25%	34%	53%	19%	12%	32%	15%	19%	28%	30%	36%	26%	30%	10%	17%	32%	24%	24%
Somewhat favorable	17%	18%	19%	13%	16%	17%	19%	14%	21%	19%	18%	17%	16%	14%	15%	16%	21%	27%	18%	6%	18%	11%	18%	19%	15%	16%	15%	18%	15%	23%	14%	21%	19%
Somewhat unfavorable	10%	9%	14%	6%	9%	10%	8%	11%	10%	7%	8%	11%	9%	12%	10%	10%	8%	9%	12%	8%	9%	14%	9%	9%	8%	10%	10%	9%	19%	19%	7%	13%	14%
Very unfavorable	44%	46%	30%	49%	43%	35%	41%	53%	45%	42%	45%	36%	39%	45%	44%	46%	34%	10%	46%	71%	39%	51%	52%	40%	47%	35%	47%	39%	47%	37%	45%	38%	34%
No opinion	5%	1%	2%	1%	1%	3%	3%	3%	2%	2%	3%	5%	2%	2%	2%	3%	3%	1%	5%	3%	1%	7%	3%	3%	1%	3%	2%	3%	8%	4%	1%	3%	9%
Never heard of	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%

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

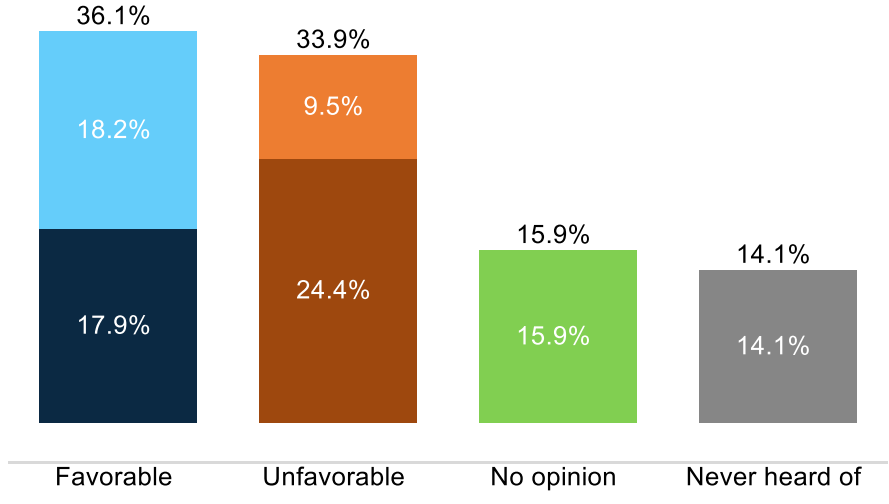
CYGNAL

Trend: Donald Trump Image



CYGNAL

Image: Tucker Carlson

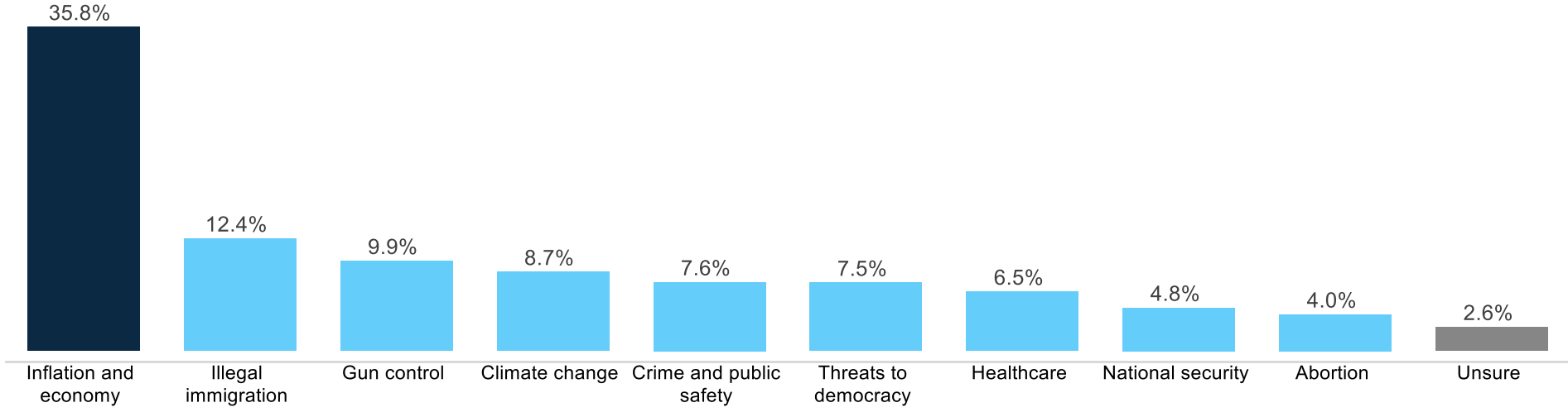


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total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

Do you have a favorable or unfavorable opinion of Tucker Carlson?

CYGNAL

Top Priority

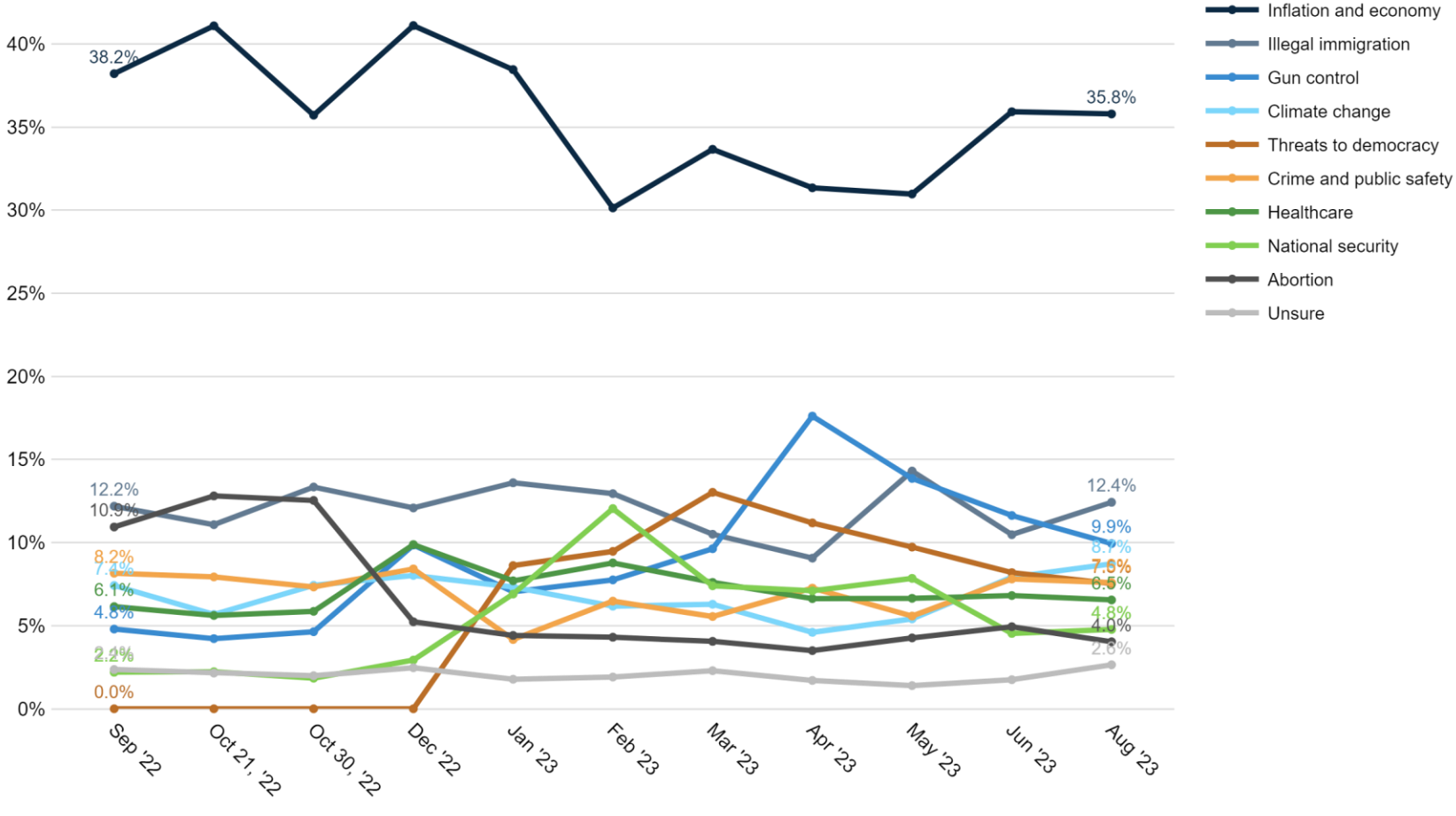


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	38%	35%	39%	30%	36%	34%	35%	40%	33%	36%	39%	36%	37%	33%	35%	38%	33%	43%	40%	27%	37%	28%	44%	39%	31%	43%	37%	35%	36%	39%	34%	40%	35%
Illegal immigration	7%	16%	8%	20%	12%	16%	13%	7%	9%	15%	6%	13%	17%	12%	7%	12%	17%	24%	10%	3%	14%	4%	9%	10%	19%	5%	10%	14%	9%	8%	14%	10%	8%
Gun control	13%	9%	10%	7%	9%	8%	11%	11%	17%	9%	9%	10%	7%	11%	13%	10%	7%	3%	10%	16%	8%	19%	14%	11%	7%	9%	10%	10%	12%	13%	8%	13%	12%
Climate change	7%	7%	11%	10%	12%	9%	7%	7%	8%	6%	9%	6%	8%	14%	10%	9%	7%	3%	7%	15%	9%	7%	5%	8%	9%	7%	10%	8%	9%	7%	9%	9%	6%
Crime and public safety	9%	6%	8%	7%	7%	8%	6%	10%	10%	7%	6%	9%	7%	9%	9%	7%	8%	8%	7%	7%	7%	15%	5%	9%	6%	9%	8%	7%	8%	7%	7%	7%	11%
Threats to democracy	4%	10%	5%	13%	9%	8%	6%	7%	7%	7%	8%	7%	9%	8%	6%	8%	8%	4%	8%	11%	8%	9%	7%	5%	12%	4%	8%	7%	5%	5%	10%	5%	3%
Healthcare	9%	5%	8%	4%	7%	5%	8%	6%	5%	8%	8%	7%	5%	6%	9%	5%	7%	4%	8%	9%	6%	6%	9%	8%	4%	9%	7%	7%	9%	9%	6%	6%	9%
National security	5%	5%	4%	5%	4%	5%	5%	4%	7%	4%	7%	5%	4%	3%	5%	3%	7%	6%	5%	3%	5%	3%	3%	5%	6%	6%	4%	5%	4%	6%	5%	4%	8%
Abortion	5%	2%	5%	3%	4%	4%	4%	4%	3%	5%	5%	3%	4%	4%	5%	4%	4%	3%	3%	6%	4%	5%	5%	4%	3%	5%	4%	4%	1%	3%	5%	4%	2%
Unsure	4%	4%	2%	0%	1%	2%	4%	3%	2%	2%	4%	5%	1%	1%	2%	3%	3%	2%	3%	3%	2%	4%	0%	2%	2%	2%	1%	3%	7%	3%	2%	3%	6%

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

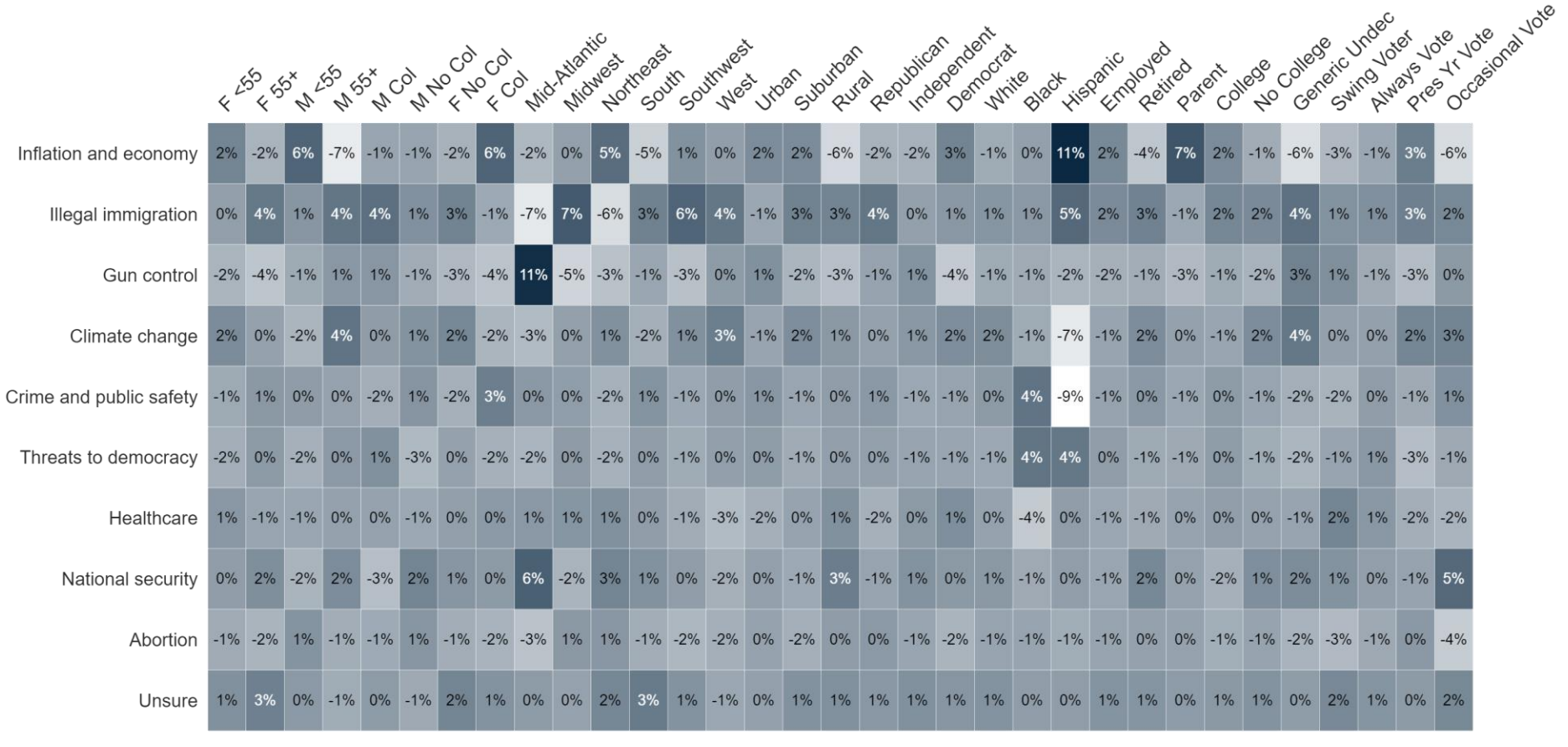
CYGNAL

Trend: Top Priority



CYGNAL

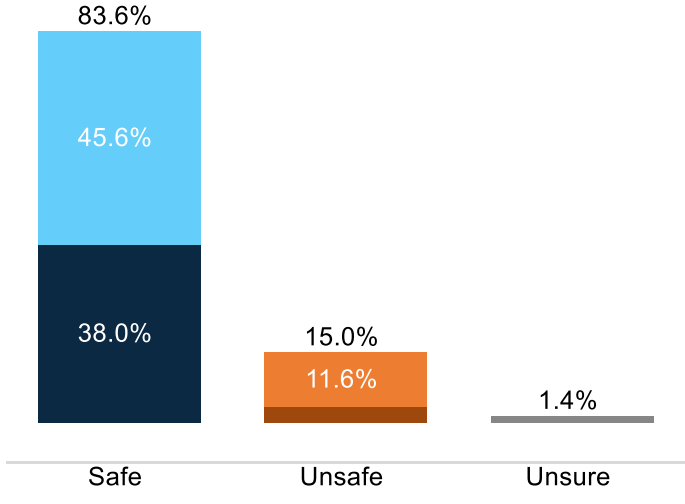
Percent Change: Top Priority (Jun 2023 to Aug 2023)



	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	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	2%	-2%	6%	-7%	-1%	-1%	-2%	6%	-2%	0%	5%	-5%	1%	0%	2%	2%	-6%	-2%	-2%	3%	-1%	0%	11%	2%	-4%	7%	2%	-1%	-6%	-3%	-1%	3%	-6%
Illegal immigration	0%	4%	1%	4%	4%	1%	3%	-1%	-7%	7%	-6%	3%	6%	4%	-1%	3%	3%	4%	0%	1%	1%	1%	5%	2%	3%	-1%	2%	2%	4%	1%	1%	3%	2%
Gun control	-2%	-4%	-1%	1%	1%	-1%	-3%	-4%	11%	-5%	-3%	-1%	-3%	0%	1%	-2%	-3%	-1%	1%	-4%	-1%	-1%	-2%	-2%	-1%	-3%	-1%	-2%	3%	1%	-1%	-3%	0%
Climate change	2%	0%	-2%	4%	0%	1%	2%	-2%	-3%	0%	1%	-2%	1%	3%	-1%	2%	1%	0%	1%	2%	2%	-1%	-7%	-1%	2%	0%	-1%	2%	4%	0%	0%	2%	3%
Crime and public safety	-1%	1%	0%	0%	-2%	1%	-2%	3%	0%	0%	-2%	1%	-1%	0%	1%	-1%	0%	1%	-1%	-1%	0%	4%	-9%	-1%	0%	-1%	0%	-1%	-2%	-2%	0%	-1%	1%
Threats to democracy	-2%	0%	-2%	0%	1%	-3%	0%	-2%	-2%	0%	-2%	0%	-1%	0%	0%	-1%	0%	0%	-1%	-1%	-1%	4%	4%	0%	-1%	-1%	0%	-1%	-2%	-1%	1%	-3%	-1%
Healthcare	1%	-1%	-1%	0%	0%	-1%	0%	0%	1%	1%	1%	0%	-1%	-3%	-2%	0%	1%	-2%	0%	1%	0%	-4%	0%	-1%	-1%	0%	0%	0%	-1%	2%	1%	-2%	-2%
National security	0%	2%	-2%	2%	-3%	2%	1%	0%	6%	-2%	3%	1%	0%	-2%	0%	-1%	3%	-1%	1%	0%	1%	-1%	0%	-1%	2%	0%	-2%	1%	2%	1%	0%	-1%	5%
Abortion	-1%	-2%	1%	-1%	-1%	1%	-1%	-2%	-3%	1%	1%	-1%	-2%	-2%	0%	-2%	0%	0%	-1%	-2%	-1%	-1%	-1%	-1%	0%	0%	-1%	-1%	-2%	-3%	-1%	0%	-4%
Unsure	1%	3%	0%	-1%	0%	-1%	2%	1%	0%	0%	2%	3%	1%	-1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	2%	1%	0%	2%

CYGNAL

Feelings of Safety

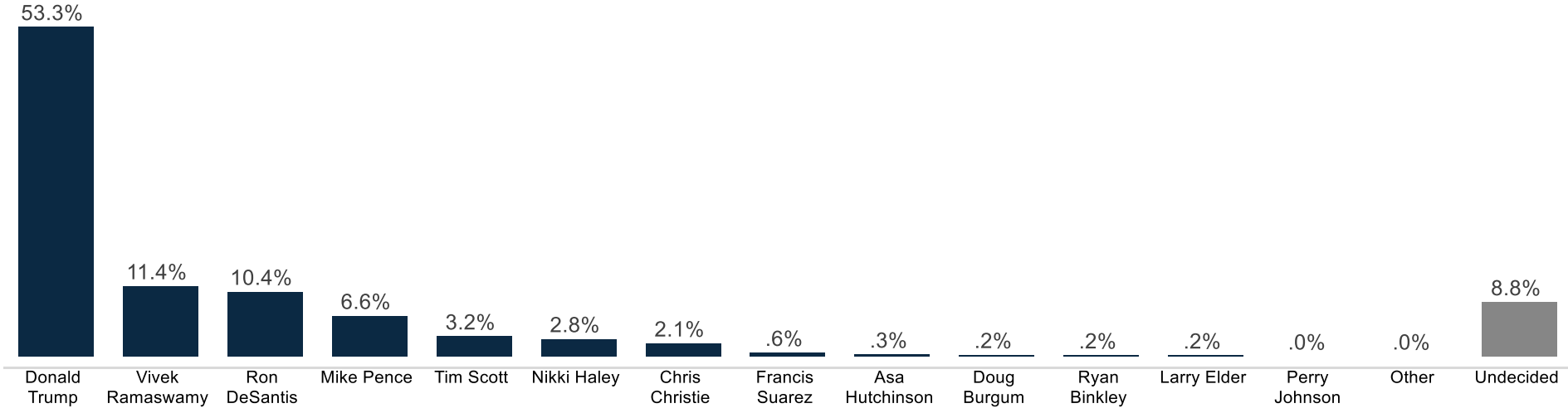


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Safe Total	77%	86%	84%	89%	94%	78%	80%	84%	86%	86%	85%	80%	83%	82%	82%	84%	84%	84%	79%	87%	88%	78%	76%	84%	88%	85%	90%	80%	71%	82%	87%	80%	73%
Unsafe Total	20%	13%	15%	11%	6%	21%	17%	15%	11%	14%	14%	17%	15%	17%	16%	15%	13%	15%	19%	12%	12%	18%	23%	15%	11%	13%	9%	19%	22%	16%	12%	18%	21%
Very safe	29%	38%	41%	45%	52%	33%	31%	41%	27%	40%	48%	32%	34%	39%	38%	35%	44%	39%	33%	41%	42%	32%	24%	38%	42%	43%	48%	32%	33%	31%	43%	32%	26%
Somewhat safe	48%	47%	42%	44%	42%	45%	50%	43%	59%	46%	38%	48%	48%	44%	45%	49%	40%	46%	46%	45%	46%	46%	52%	46%	47%	42%	42%	48%	39%	50%	44%	49%	47%
Somewhat unsafe	15%	11%	12%	8%	5%	15%	13%	13%	9%	10%	12%	13%	11%	13%	13%	12%	10%	11%	15%	10%	9%	14%	15%	12%	8%	11%	8%	14%	19%	13%	9%	14%	17%
Very unsafe	5%	2%	3%	3%	1%	6%	4%	2%	2%	4%	2%	3%	4%	4%	4%	3%	4%	4%	4%	2%	2%	4%	8%	3%	2%	2%	1%	5%	4%	3%	3%	4%	5%
Unsure	3%	1%	1%	0%	0%	1%	2%	1%	3%	1%	1%	3%	2%	0%	1%	1%	3%	1%	1%	1%	1%	4%	2%	1%	1%	2%	1%	2%	6%	2%	1%	1%	6%

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

CYGNAL

GOP Presidential Primary Ballot

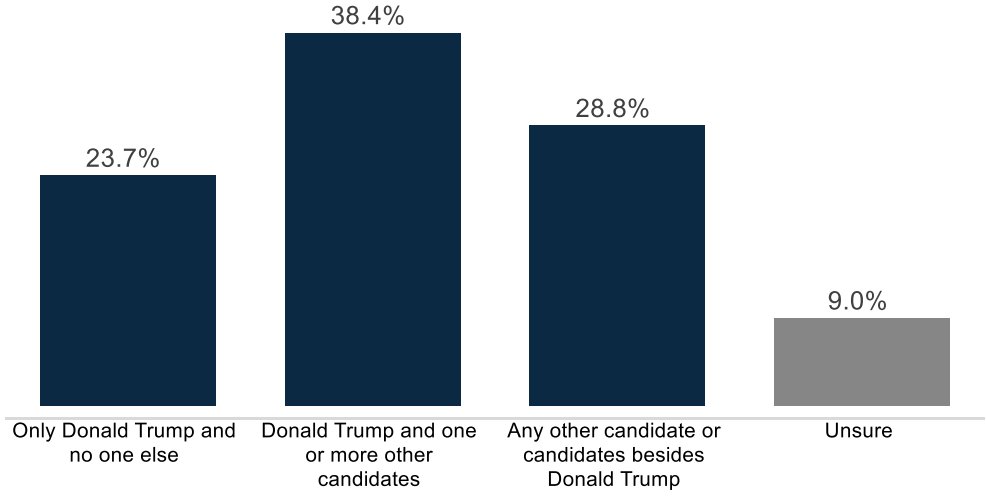


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Donald Trump	52%	50%	59%	53%	49%	62%	54%	42%	50%	52%	50%	60%	57%	49%	53%	51%	58%	57%	40%	54%	40%	50%	54%	53%	58%	46%	57%	20%	31%	54%	50%	59%
Vivek Ramaswamy	10%	13%	12%	10%	13%	9%	11%	13%	14%	11%	15%	6%	10%	13%	10%	14%	7%	11%	13%	12%	15%	11%	13%	10%	10%	13%	11%	16%	18%	10%	14%	11%
Ron DeSantis	9%	11%	9%	13%	11%	11%	9%	14%	9%	13%	9%	8%	9%	12%	11%	12%	7%	12%	6%	11%	2%	10%	9%	12%	7%	12%	9%	8%	10%	11%	11%	4%
Mike Pence	8%	8%	6%	5%	7%	4%	7%	9%	6%	7%	11%	7%	4%	3%	8%	6%	7%	5%	11%	6%	8%	7%	6%	8%	8%	8%	6%	8%	9%	6%	7%	5%
Tim Scott	1%	4%	3%	4%	2%	4%	2%	6%	4%	4%	2%	2%	4%	4%	1%	3%	4%	3%	5%	3%	0%	9%	4%	3%	4%	4%	3%	4%	6%	5%	1%	1%
Nikki Haley	5%	2%	1%	3%	3%	2%	3%	3%	6%	2%	2%	5%	3%	2%	2%	3%	3%	3%	3%	3%	6%	2%	3%	2%	2%	3%	3%	6%	6%	2%	4%	2%
Chris Christie	1%	1%	3%	3%	6%	1%	1%	2%	2%	2%	4%	1%	2%	2%	6%	1%	2%	2%	4%	2%	8%	1%	2%	2%	2%	5%	1%	3%	3%	3%	1%	0%
Francis Suarez	1%	0%	2%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	2%	1%	1%	0%	1%	1%	0%	0%	3%	1%	0%	1%	1%	1%	0%	2%	0%	1%	0%
Asa Hutchinson	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Doug Burgum	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	4%	0%	0%	0%	0%
Ryan Binkley	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Larry Elder	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Perry Johnson	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Undecided	12%	11%	4%	8%	6%	6%	12%	8%	8%	8%	5%	10%	10%	11%	6%	8%	11%	7%	15%	8%	17%	8%	7%	9%	8%	7%	10%	30%	15%	7%	10%	17%

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

CYGNAL

Trump Consideration

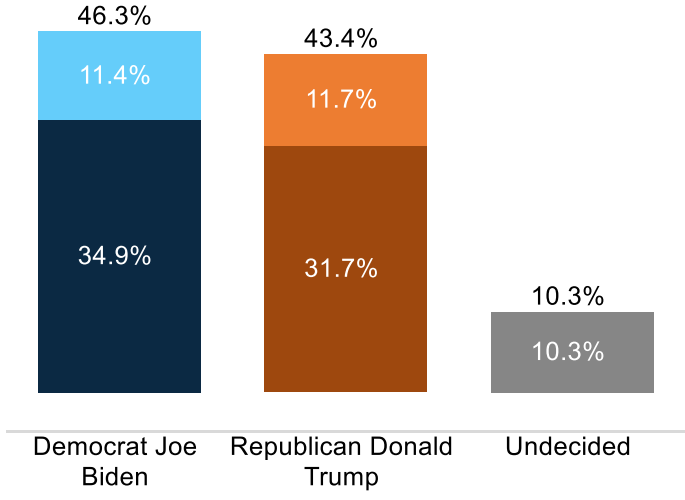


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Only Donald Trump and no one else	19%	29%	23%	25%	19%	28%	27%	16%	24%	20%	24%	30%	25%	22%	25%	22%	27%	31%	12%	25%	16%	17%	21%	28%	20%	18%	27%	5%	8%	25%	21%	24%
Donald Trump and one or more other candidates	45%	38%	38%	33%	32%	38%	43%	38%	36%	44%	38%	41%	37%	32%	32%	36%	46%	48%	22%	40%	30%	34%	41%	35%	42%	35%	41%	14%	37%	38%	42%	31%
Any other candidate or candidates besides Donald Trump	26%	24%	28%	36%	42%	23%	21%	36%	33%	29%	33%	19%	26%	36%	35%	33%	19%	16%	51%	27%	34%	37%	29%	29%	28%	40%	22%	53%	44%	30%	28%	27%
Unsure	11%	9%	11%	5%	6%	10%	10%	10%	7%	7%	6%	10%	12%	10%	8%	10%	8%	5%	15%	7%	20%	12%	9%	8%	10%	7%	10%	28%	11%	7%	10%	19%

Which of the following options most closely describes who you are considering voting for in the 2024 Republican presidential primary election?

CYGNAL

Biden v Trump

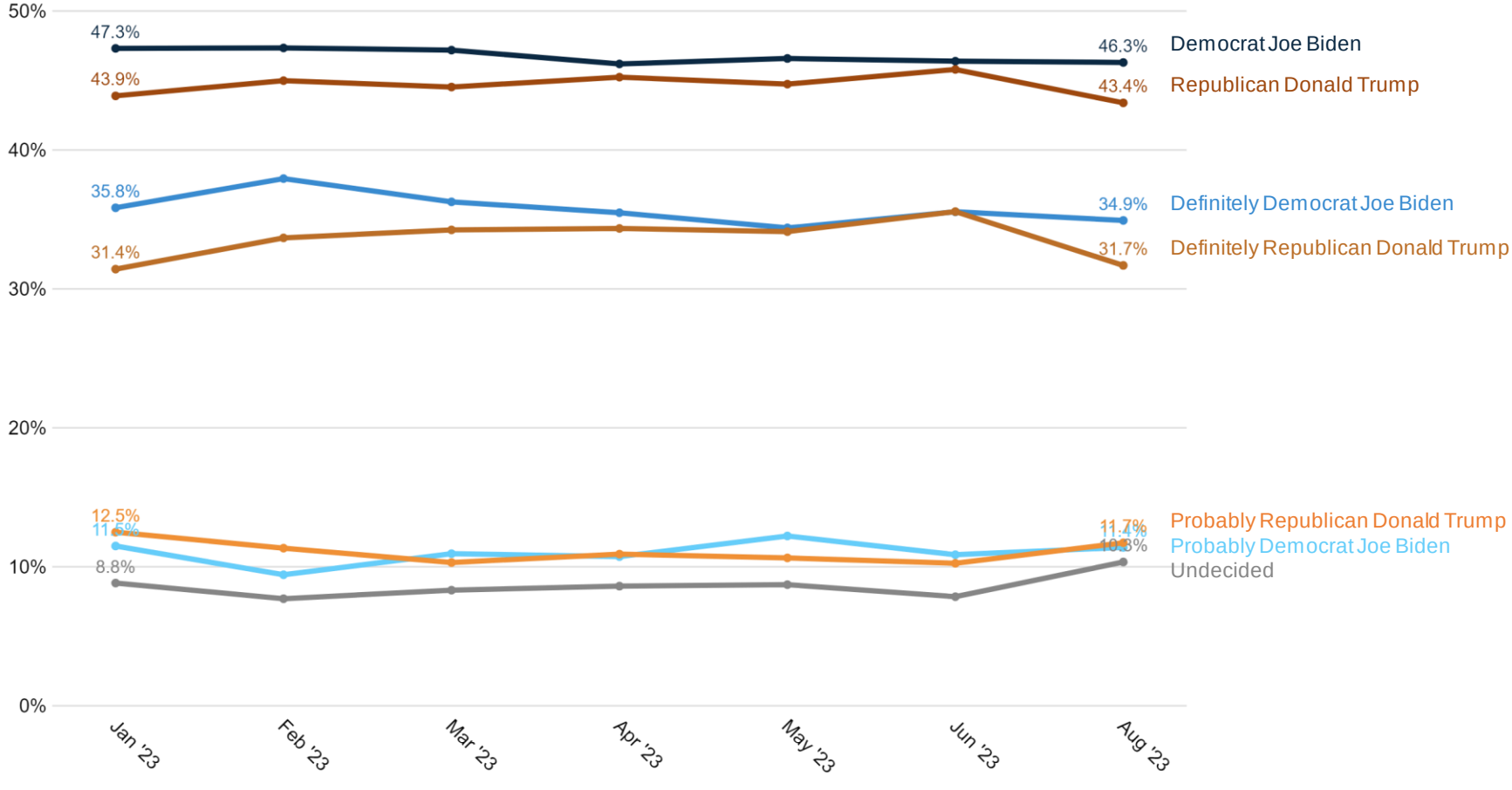


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	50%	43%	48%	44%	56%	36%	43%	55%	47%	42%	52%	40%	40%	56%	58%	47%	35%	7%	43%	87%	41%	65%	54%	49%	44%	51%	55%	40%	28%	44%	50%	43%	35%
Republican Donald Trump	38%	47%	42%	48%	37%	52%	46%	33%	41%	47%	37%	52%	49%	35%	32%	42%	56%	86%	36%	8%	50%	22%	34%	40%	48%	39%	36%	49%	19%	42%	44%	44%	42%
Definitely Democrat Joe Biden	36%	35%	32%	36%	42%	25%	33%	43%	37%	32%	40%	32%	29%	41%	43%	36%	26%	3%	25%	71%	32%	47%	40%	37%	35%	38%	42%	30%	13%	20%	42%	26%	20%
Probably Democrat Joe Biden	14%	7%	16%	8%	14%	11%	10%	12%	10%	10%	12%	8%	11%	15%	15%	11%	8%	4%	17%	15%	9%	18%	13%	12%	8%	13%	13%	10%	16%	24%	8%	17%	15%
Probably Republican Donald Trump	12%	12%	13%	9%	9%	13%	13%	10%	14%	14%	10%	13%	14%	7%	10%	11%	14%	19%	14%	4%	12%	13%	11%	13%	10%	10%	10%	13%	11%	25%	9%	17%	16%
Definitely Republican Donald Trump	25%	36%	28%	39%	28%	39%	34%	22%	27%	33%	27%	39%	35%	28%	23%	31%	42%	67%	22%	4%	38%	9%	23%	27%	38%	29%	26%	36%	8%	17%	35%	27%	26%
Undecided	12%	10%	10%	8%	7%	12%	11%	12%	13%	11%	11%	8%	11%	9%	9%	11%	10%	6%	21%	6%	9%	14%	13%	11%	8%	10%	9%	11%	53%	14%	7%	14%	23%

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?

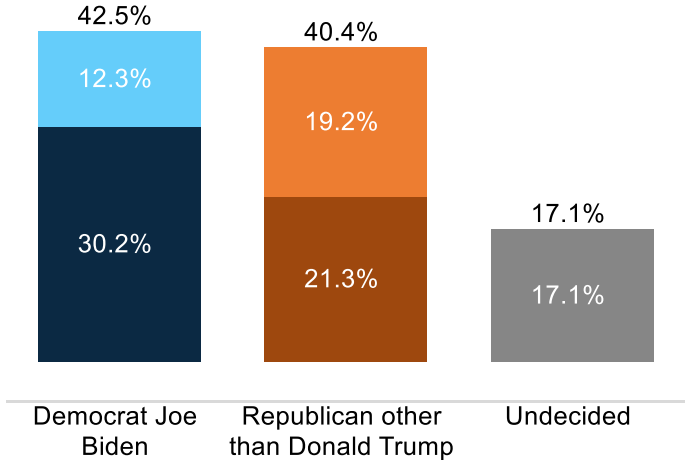
CYGNAL

Trend: Biden v Trump



CYGNAL

Biden v Non-Trump R

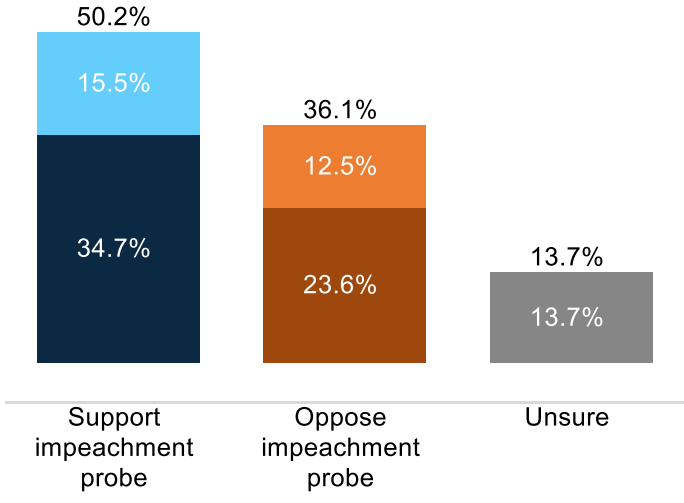


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	46%	39%	44%	41%	51%	32%	40%	50%	47%	38%	46%	37%	38%	51%	57%	42%	30%	4%	35%	85%	38%	60%	51%	46%	40%	48%	51%	37%	15%	38%	45%	39%	35%
Republican other than Donald Trump	38%	40%	40%	45%	38%	47%	41%	34%	36%	46%	39%	41%	42%	35%	28%	42%	48%	78%	37%	8%	46%	21%	35%	39%	42%	37%	37%	43%	26%	46%	40%	43%	35%
Definitely Democrat Joe Biden	29%	31%	29%	32%	38%	22%	28%	34%	29%	26%	33%	28%	29%	35%	41%	29%	23%	2%	19%	65%	27%	44%	34%	32%	32%	33%	37%	26%	6%	13%	36%	22%	19%
Probably Democrat Joe Biden	17%	8%	14%	9%	13%	10%	12%	16%	18%	11%	13%	9%	9%	16%	17%	13%	7%	2%	17%	20%	10%	15%	17%	14%	8%	15%	14%	11%	10%	25%	9%	17%	16%
Probably a Republican other than Donald Trump	20%	18%	21%	17%	15%	22%	20%	18%	16%	24%	21%	18%	18%	15%	14%	19%	24%	33%	21%	5%	20%	17%	15%	19%	18%	15%	17%	21%	18%	30%	16%	24%	23%
Definitely a Republican other than Donald Trump	17%	21%	19%	28%	23%	24%	21%	16%	20%	22%	18%	23%	25%	20%	15%	23%	24%	44%	16%	3%	25%	5%	20%	20%	24%	21%	20%	22%	8%	17%	24%	18%	13%
Undecided	16%	21%	17%	14%	10%	21%	19%	16%	17%	17%	15%	22%	20%	14%	14%	16%	22%	18%	28%	7%	16%	19%	14%	15%	18%	15%	12%	20%	58%	16%	14%	18%	30%

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

CYGNAL

Biden Impeachment

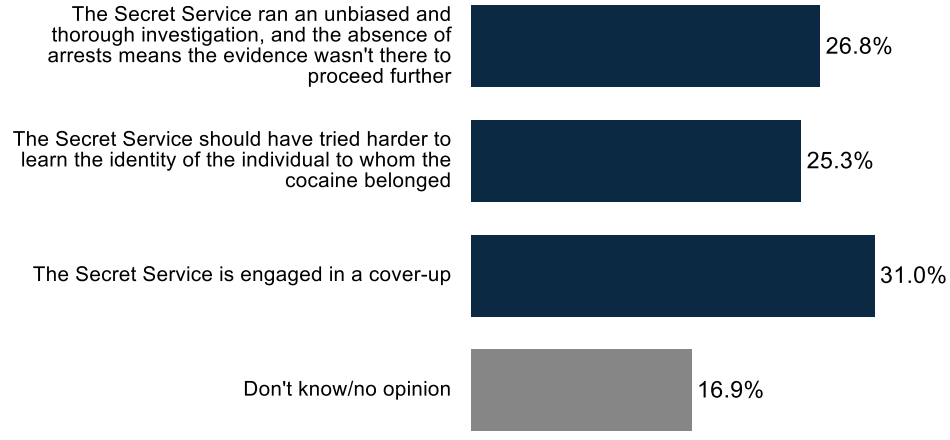


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support impeachment probe	45%	53%	52%	51%	50%	54%	53%	40%	52%	53%	47%	55%	50%	46%	47%	49%	56%	77%	47%	26%	55%	34%	41%	48%	52%	50%	46%	53%	41%	47%	50%	53%	45%
Oppose impeachment probe	32%	35%	36%	43%	45%	33%	30%	40%	34%	32%	40%	34%	35%	40%	40%	37%	31%	16%	31%	59%	33%	51%	41%	37%	40%	36%	43%	31%	21%	32%	41%	32%	21%
Strongly support impeachment probe	26%	42%	31%	42%	33%	40%	38%	23%	37%	38%	30%	39%	36%	30%	28%	35%	41%	62%	27%	14%	41%	14%	25%	31%	43%	30%	29%	39%	21%	20%	39%	29%	27%
Somewhat support impeachment probe	19%	11%	21%	9%	17%	14%	15%	17%	14%	15%	18%	16%	14%	16%	19%	14%	14%	16%	20%	12%	14%	20%	16%	18%	9%	20%	17%	14%	20%	27%	11%	23%	19%
Somewhat oppose impeachment probe	16%	8%	18%	8%	14%	12%	9%	18%	13%	10%	14%	11%	12%	15%	15%	13%	10%	9%	13%	16%	11%	15%	18%	17%	8%	18%	16%	10%	12%	20%	11%	17%	9%
Strongly oppose impeachment probe	17%	27%	18%	35%	31%	21%	21%	22%	22%	22%	26%	22%	23%	25%	26%	24%	21%	7%	18%	44%	22%	36%	23%	21%	32%	18%	28%	21%	9%	12%	30%	15%	12%
Unsure	23%	12%	12%	6%	5%	13%	17%	20%	14%	15%	12%	12%	15%	14%	13%	14%	13%	7%	22%	15%	12%	15%	18%	14%	8%	14%	11%	16%	38%	22%	10%	16%	33%

Would you support or oppose the House of Representatives launching an impeachment probe into President Biden's alleged use of his public offices to illegally sell influence over official U.S. policymaking?

CYGNAL

Cocaine White House

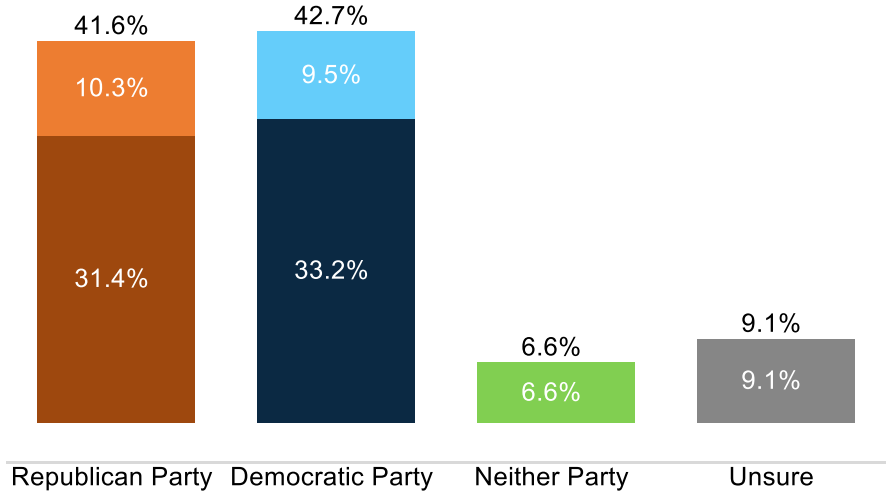


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
The Secret Service ran an unbiased and thorough investigation, and the absence of arrests means the evidence wasn't there to proceed further	22%	29%	24%	33%	32%	24%	25%	27%	28%	25%	32%	25%	23%	29%	32%	27%	22%	13%	23%	**43%**	27%	32%	22%	25%	31%	24%	30%	25%	18%	23%	31%	23%	13%
The Secret Service should have tried harder to learn the identity of the individual to whom the cocaine belonged	27%	22%	33%	18%	25%	27%	25%	25%	25%	25%	25%	24%	28%	24%	30%	24%	24%	24%	27%	26%	24%	27%	**38%**	29%	20%	33%	25%	26%	19%	**36%**	21%	32%	31%
The Secret Service is engaged in a cover-up	24%	34%	29%	**38%**	31%	35%	30%	26%	31%	32%	29%	35%	30%	29%	23%	31%	38%	**54%**	26%	12%	35%	19%	21%	28%	**36%**	27%	29%	32%	20%	20%	35%	25%	23%
Don't know/no opinion	26%	15%	14%	11%	11%	15%	20%	22%	16%	18%	14%	16%	19%	18%	15%	18%	16%	9%	24%	19%	14%	21%	20%	17%	12%	16%	15%	18%	**44%**	21%	13%	20%	33%

Citing a lack of physical evidence, the U.S. Secret Service recently announced it was closing its investigation into how cocaine wound up in the West Wing of the White House with no suspects identified and no arrests made. Which of the following best expresses your view on this?

CYGNAL

Party - Extreme

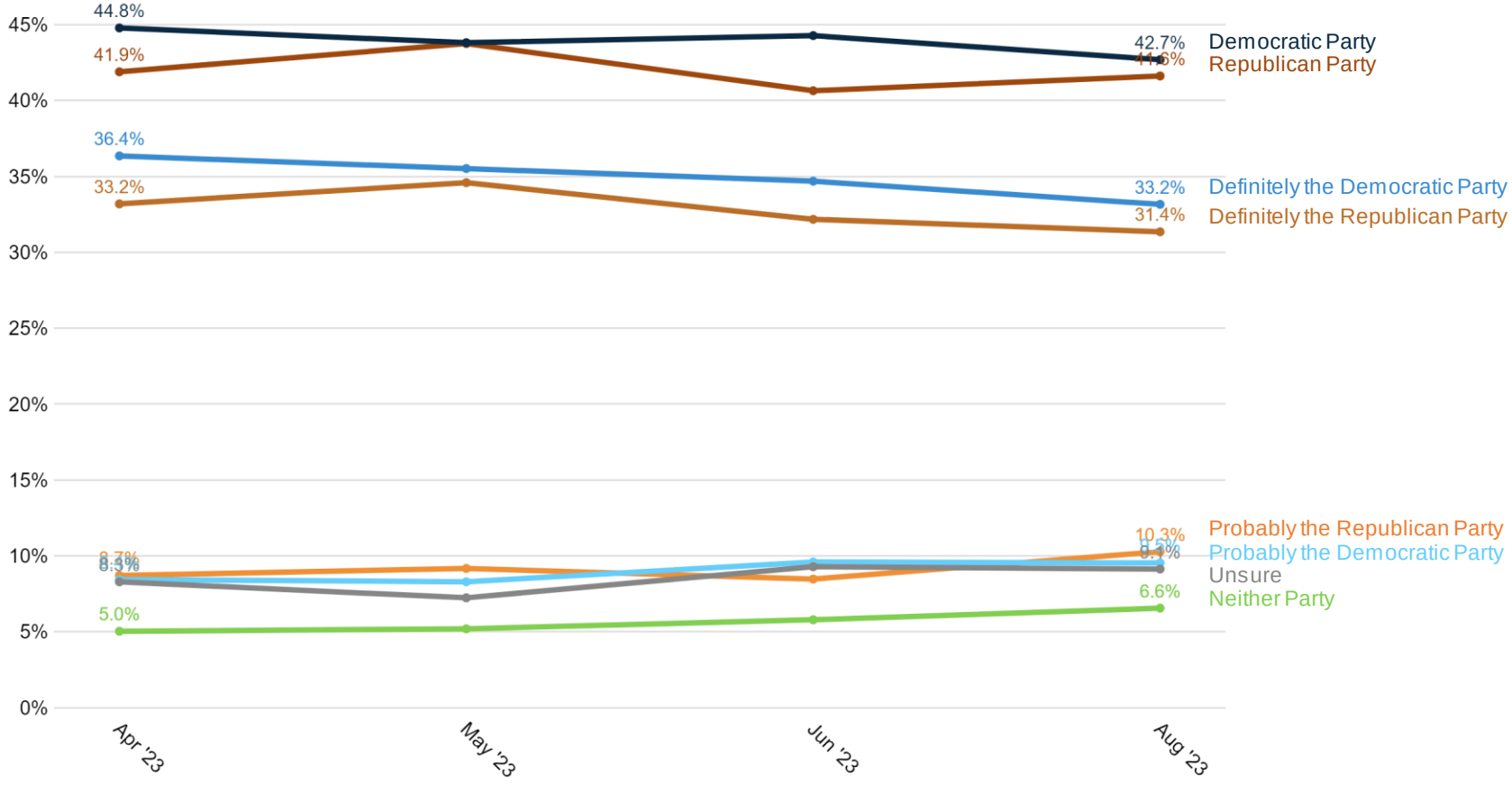


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican Party	45%	41%	38%	42%	44%	36%	39%	52%	45%	39%	42%	40%	37%	47%	41%	44%	38%	25%	40%	59%	40%	47%	47%	43%	40%	40%	47%	38%	27%	43%	44%	38%	38%
Democratic Party	35%	42%	48%	47%	47%	49%	41%	32%	41%	45%	39%	41%	46%	43%	44%	41%	45%	62%	35%	30%	46%	34%	39%	43%	46%	45%	41%	44%	15%	40%	45%	41%	34%
Definitely the Republican Party	33%	32%	25%	36%	34%	26%	29%	40%	36%	31%	31%	29%	26%	36%	31%	33%	28%	17%	26%	49%	31%	32%	35%	30%	33%	27%	36%	28%	15%	20%	36%	24%	28%
Probably the Republican Party	12%	9%	13%	7%	10%	10%	10%	12%	9%	8%	11%	11%	11%	11%	10%	11%	10%	9%	14%	10%	9%	15%	11%	12%	7%	13%	11%	10%	13%	22%	8%	15%	10%
Probably the Democratic Party	12%	8%	12%	6%	8%	10%	11%	7%	12%	11%	10%	8%	11%	8%	11%	9%	10%	10%	13%	7%	9%	12%	14%	10%	7%	11%	8%	11%	5%	20%	7%	15%	9%
Definitely the Democratic Party	23%	34%	36%	41%	39%	38%	30%	24%	29%	34%	29%	34%	35%	35%	33%	32%	35%	53%	22%	22%	37%	23%	25%	32%	39%	35%	33%	33%	10%	20%	38%	25%	25%
Neither Party	8%	6%	7%	5%	4%	8%	7%	6%	5%	7%	8%	7%	8%	5%	7%	6%	7%	5%	12%	5%	6%	7%	6%	7%	5%	7%	5%	8%	22%	7%	5%	8%	9%
Unsure	12%	11%	7%	5%	4%	8%	13%	9%	9%	9%	11%	12%	9%	6%	8%	9%	10%	7%	14%	7%	8%	11%	9%	8%	8%	8%	6%	11%	36%	10%	5%	13%	20%

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

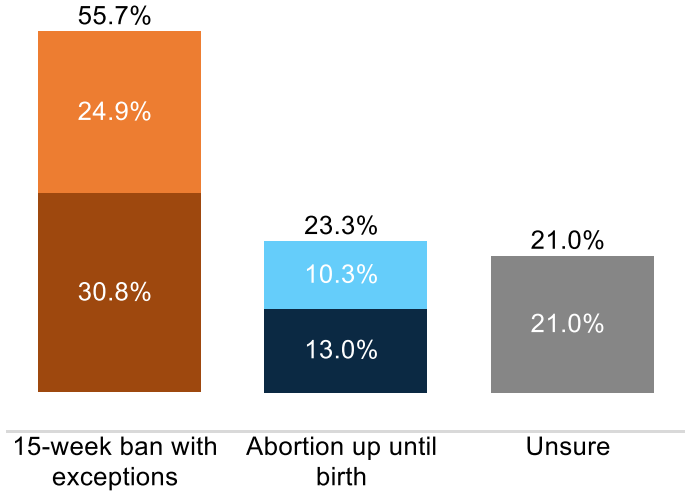
CYGNAL

Trend: Party - Extreme



CYGNAL

15-Week Abortion Ban

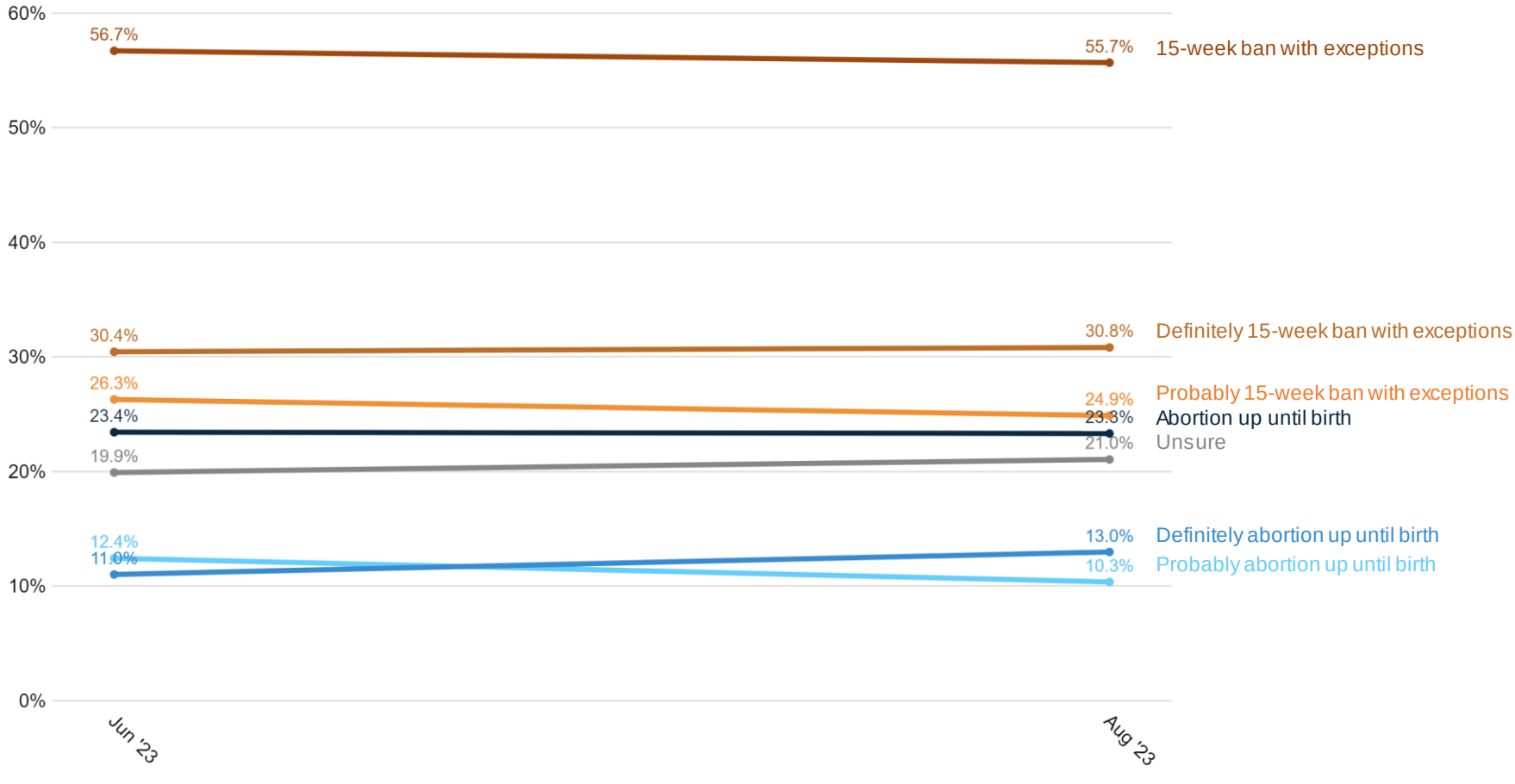


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
15-week ban with exceptions	47%	63%	56%	58%	58%	56%	56%	50%	52%	58%	54%	60%	55%	53%	54%	55%	58%	72%	49%	44%	60%	50%	51%	54%	61%	59%	55%	56%	39%	55%	58%	55%	43%
Abortion up until birth	29%	17%	24%	23%	29%	18%	20%	30%	24%	21%	27%	19%	19%	28%	26%	24%	19%	10%	21%	38%	22%	26%	25%	27%	19%	22%	29%	19%	15%	21%	25%	23%	15%
Definitely 15-week ban with exceptions	24%	38%	30%	32%	31%	31%	33%	24%	33%	36%	26%	33%	28%	29%	29%	31%	32%	47%	22%	21%	34%	26%	25%	28%	36%	32%	28%	32%	17%	21%	34%	26%	25%
Probably 15-week ban with exceptions	24%	24%	26%	26%	26%	26%	23%	27%	20%	22%	28%	27%	27%	24%	24%	25%	26%	25%	27%	23%	26%	24%	26%	25%	25%	26%	26%	24%	21%	34%	24%	30%	18%
Probably abortion up until birth	11%	7%	12%	10%	13%	10%	8%	13%	7%	11%	13%	9%	9%	10%	11%	11%	9%	5%	11%	16%	10%	14%	9%	13%	7%	11%	13%	8%	9%	12%	10%	13%	8%
Definitely abortion up until birth	17%	10%	11%	13%	16%	8%	13%	17%	18%	10%	14%	10%	10%	17%	15%	14%	10%	6%	10%	22%	12%	13%	15%	14%	12%	10%	16%	11%	6%	10%	15%	10%	7%
Unsure	24%	20%	20%	19%	14%	26%	23%	19%	23%	20%	19%	21%	25%	20%	20%	20%	23%	18%	29%	18%	18%	23%	24%	19%	20%	19%	16%	24%	46%	24%	17%	22%	42%

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?

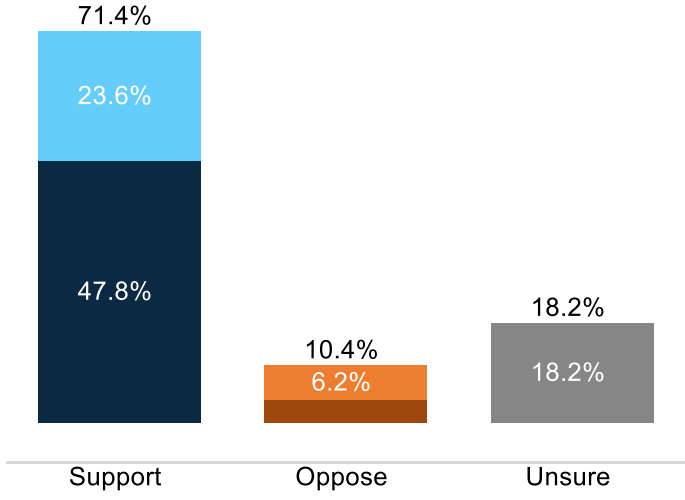
CYGNAL

Trend: 15-Week Abortion Ban



CYGNAL

Buck Stops Here

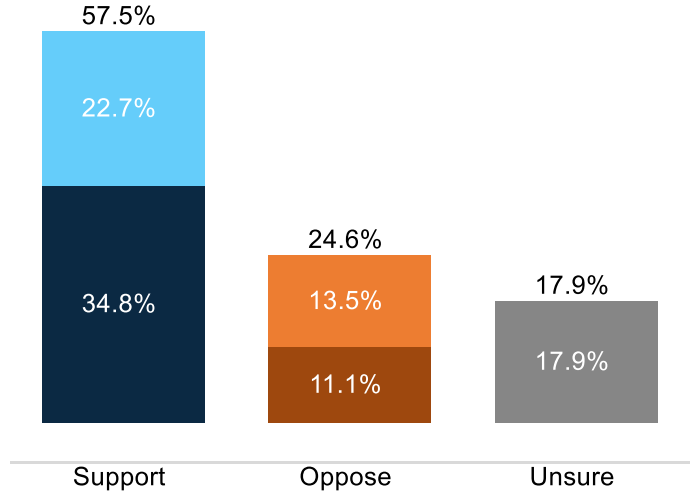


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	62%	78%	69%	78%	80%	67%	69%	72%	70%	73%	76%	63%	72%	73%	73%	72%	69%	71%	69%	74%	75%	66%	63%	69%	82%	70%	77%	68%	58%	67%	76%	69%	55%
Oppose Total	14%	5%	17%	6%	10%	13%	10%	9%	12%	7%	9%	16%	10%	11%	11%	10%	10%	12%	8%	11%	8%	17%	17%	13%	4%	13%	10%	11%	4%	16%	9%	13%	13%
Strongly support	36%	56%	42%	59%	57%	43%	46%	45%	49%	47%	48%	43%	49%	51%	49%	48%	46%	50%	41%	50%	52%	40%	40%	43%	61%	44%	52%	45%	34%	35%	55%	38%	33%
Somewhat support	26%	21%	28%	19%	23%	24%	22%	27%	21%	26%	28%	20%	23%	22%	24%	24%	23%	21%	28%	24%	23%	26%	23%	26%	21%	26%	25%	23%	24%	32%	20%	31%	22%
Somewhat oppose	9%	2%	10%	3%	6%	7%	5%	6%	6%	5%	6%	7%	5%	8%	7%	6%	6%	7%	6%	6%	5%	9%	7%	8%	2%	8%	6%	6%	3%	12%	5%	9%	8%
Strongly oppose	5%	3%	6%	3%	4%	5%	4%	3%	6%	2%	3%	8%	5%	3%	4%	5%	4%	5%	2%	5%	3%	8%	10%	5%	3%	6%	4%	5%	1%	4%	4%	5%	5%
Unsure	25%	17%	14%	15%	10%	20%	22%	19%	18%	20%	15%	21%	18%	17%	16%	18%	21%	17%	23%	15%	17%	17%	20%	18%	14%	17%	13%	21%	38%	17%	16%	18%	33%

Do you support or oppose "The Buck Stops Here Act" (H.R. 3231) which would permit the Secretary of the Treasury to impose special measures on transactions related to illicit fentanyl trafficking, which would help the Treasury Department identify fentanyl traffickers and take legal action against them?

CYGNAL

Third Country Asylum

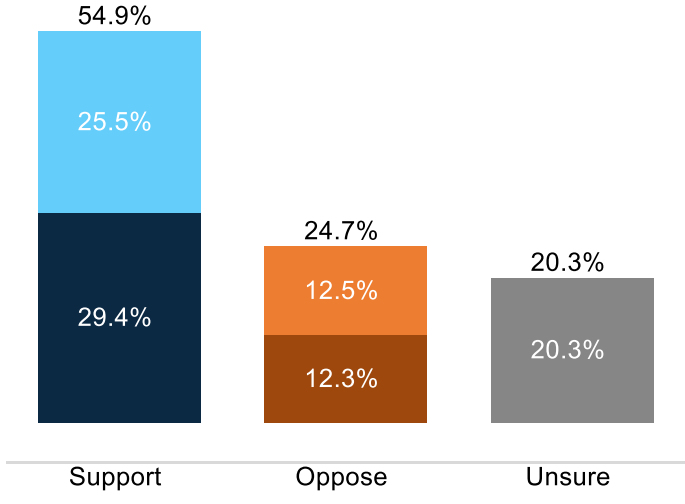


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	46%	64%	58%	64%	62%	60%	57%	49%	58%	62%	59%	56%	58%	52%	58%	55%	61%	75%	53%	45%	62%	51%	49%	55%	65%	57%	57%	58%	43%	54%	60%	55%	48%
Oppose Total	31%	18%	27%	21%	27%	21%	23%	31%	23%	21%	24%	25%	23%	30%	25%	27%	20%	16%	22%	35%	22%	25%	31%	27%	19%	29%	28%	22%	14%	26%	25%	27%	14%
Strongly support	21%	41%	30%	49%	41%	38%	33%	26%	31%	39%	34%	32%	37%	32%	36%	32%	39%	55%	27%	22%	39%	20%	29%	29%	47%	30%	35%	35%	19%	22%	42%	25%	23%
Somewhat support	25%	23%	28%	15%	21%	22%	24%	23%	27%	23%	24%	24%	21%	20%	22%	23%	23%	20%	26%	23%	22%	30%	20%	26%	19%	26%	22%	23%	24%	32%	19%	30%	25%
Somewhat oppose	16%	11%	16%	11%	15%	13%	12%	17%	12%	12%	13%	12%	14%	16%	14%	15%	10%	9%	13%	19%	13%	14%	16%	15%	11%	16%	16%	12%	11%	18%	12%	18%	7%
Strongly oppose	15%	8%	10%	10%	12%	9%	11%	14%	11%	9%	11%	13%	9%	14%	11%	12%	9%	7%	9%	17%	10%	11%	16%	12%	9%	13%	13%	10%	3%	8%	13%	9%	7%
Unsure	23%	18%	15%	15%	12%	18%	20%	20%	19%	17%	17%	19%	19%	18%	17%	18%	19%	10%	25%	20%	16%	24%	19%	18%	15%	14%	15%	20%	44%	20%	14%	18%	38%

The U.S. previously had a policy requiring migrants seeking asylum to seek protection first in another country before claiming asylum in the United States. President Biden ended that policy, and a federal judge overturned it. Do you support or oppose the policy requiring migrants who are seeking asylum to first apply to a country other than the U.S.?

CYGNAL

Hollywood Strike

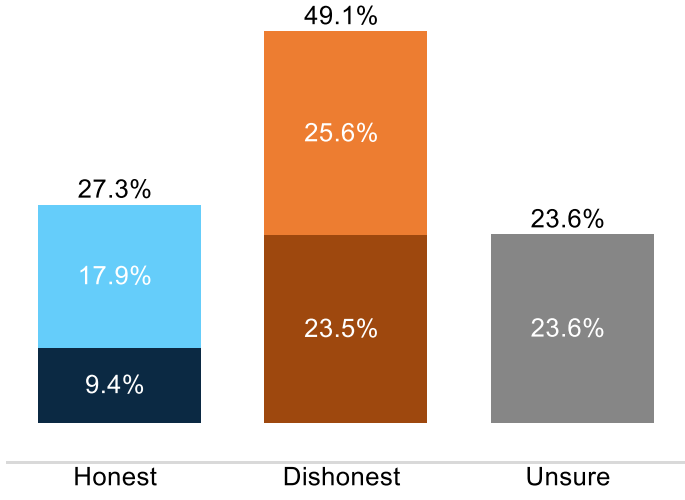


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	56%	53%	58%	52%	60%	50%	51%	64%	55%	53%	57%	50%	52%	61%	63%	56%	46%	41%	54%	70%	53%	63%	60%	58%	50%	57%	62%	51%	43%	53%	59%	52%	40%
Oppose Total	21%	25%	27%	27%	25%	29%	23%	22%	26%	28%	24%	20%	28%	22%	21%	24%	28%	35%	21%	17%	27%	19%	18%	25%	26%	26%	24%	25%	17%	27%	24%	28%	22%
Strongly support	32%	27%	32%	25%	33%	24%	28%	36%	32%	29%	32%	23%	28%	34%	39%	29%	23%	16%	29%	43%	28%	35%	33%	30%	25%	31%	34%	26%	26%	22%	34%	22%	21%
Somewhat support	24%	26%	26%	26%	27%	25%	24%	28%	24%	25%	26%	27%	24%	27%	25%	27%	23%	25%	25%	28%	25%	29%	27%	28%	25%	26%	27%	24%	17%	31%	24%	30%	19%
Somewhat oppose	12%	12%	14%	12%	11%	15%	12%	12%	17%	13%	12%	9%	13%	13%	11%	13%	13%	17%	12%	8%	13%	11%	11%	13%	12%	13%	12%	13%	9%	19%	10%	18%	13%
Strongly oppose	9%	13%	13%	15%	14%	14%	11%	10%	9%	15%	12%	12%	15%	10%	10%	12%	15%	18%	8%	9%	14%	9%	6%	12%	14%	13%	13%	12%	7%	8%	14%	10%	10%
Unsure	23%	22%	14%	22%	15%	21%	26%	14%	19%	19%	19%	30%	20%	17%	15%	20%	25%	24%	25%	13%	20%	17%	22%	16%	24%	17%	14%	24%	40%	20%	18%	20%	38%

Do you support or oppose the ongoing strike by the Hollywood writers and actors' unions over wage increases and job losses as a result of increased use by artificial intelligence?

CYGNAL

The Unexplained

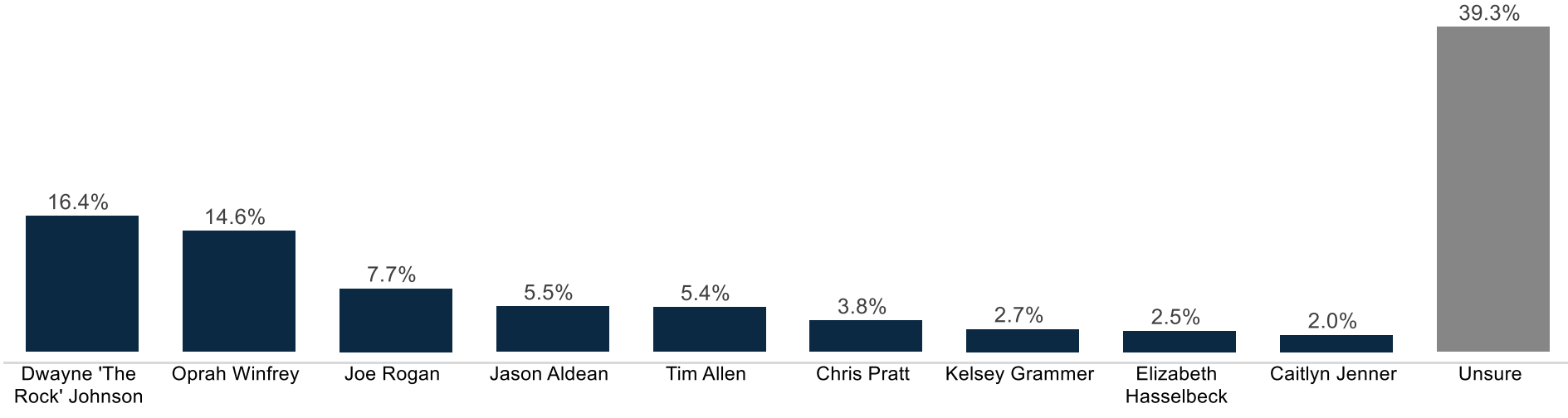


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Honest Total	28%	18%	41%	22%	40%	23%	21%	29%	18%	24%	32%	24%	26%	33%	43%	23%	21%	20%	22%	38%	27%	33%	27%	34%	20%	41%	36%	22%	12%	30%	28%	28%	19%
Dishonest Total	48%	54%	40%	54%	38%	57%	53%	47%	54%	53%	44%	49%	53%	44%	35%	53%	54%	61%	47%	39%	51%	37%	51%	46%	52%	41%	41%	54%	40%	48%	49%	51%	44%
Very honest	9%	2%	22%	4%	17%	9%	5%	8%	3%	9%	9%	9%	7%	14%	21%	6%	5%	6%	5%	16%	8%	14%	12%	14%	3%	22%	14%	7%	3%	6%	10%	8%	8%
Mostly honest	18%	16%	20%	18%	23%	14%	16%	21%	15%	15%	23%	15%	19%	19%	22%	17%	16%	14%	17%	23%	18%	19%	16%	20%	17%	19%	22%	15%	9%	24%	18%	20%	11%
Mostly dishonest	26%	27%	20%	29%	21%	28%	26%	28%	29%	28%	27%	26%	25%	21%	18%	27%	28%	28%	26%	23%	27%	20%	20%	26%	27%	21%	24%	27%	17%	30%	24%	29%	27%
Very dishonest	21%	27%	20%	26%	17%	29%	26%	19%	26%	26%	17%	23%	28%	23%	17%	25%	25%	33%	21%	16%	24%	17%	31%	21%	26%	20%	18%	27%	23%	17%	25%	22%	17%
Unsure	25%	28%	18%	23%	21%	20%	27%	25%	27%	23%	24%	27%	20%	23%	22%	24%	25%	19%	31%	23%	22%	30%	22%	20%	28%	19%	22%	24%	47%	23%	23%	21%	38%

In light of recent congressional hearings from highly credible sources, do you think the federal government is being honest or dishonest with the American people about what it knows regarding UFOs and other unexplained phenomena?

CYGNAL

Celebrities for Office

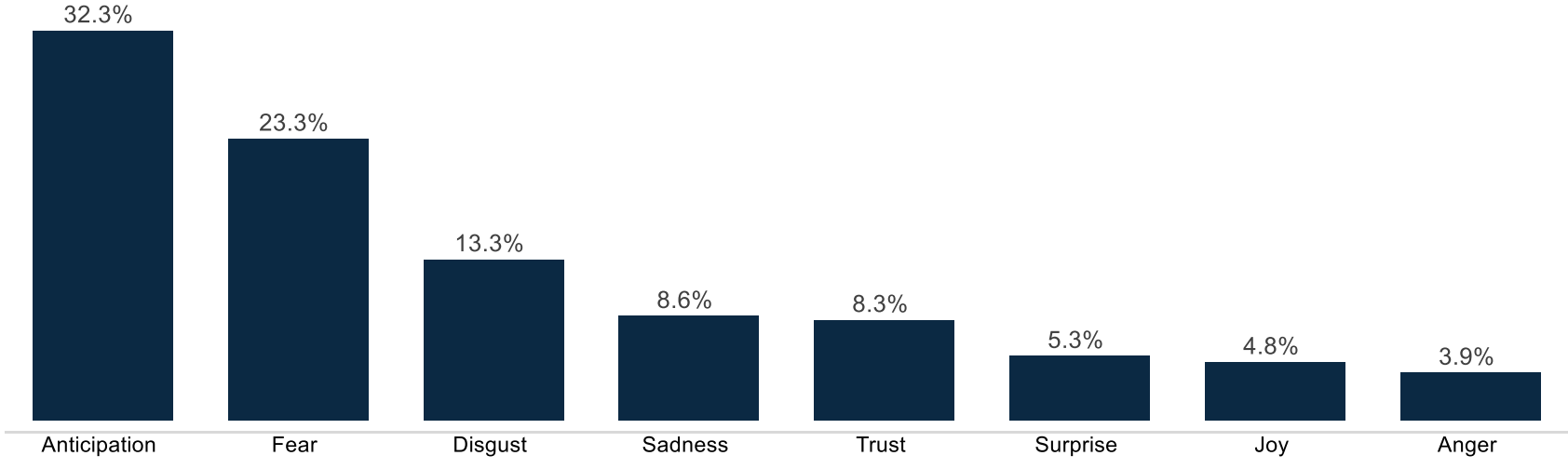


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Dwayne 'The Rock' Johnson	17%	13%	24%	11%	15%	21%	12%	22%	15%	16%	18%	15%	17%	17%	20%	17%	13%	13%	19%	18%	16%	23%	16%	20%	9%	20%	18%	16%	14%	20%	15%	20%	17%
Oprah Winfrey	22%	12%	11%	12%	13%	10%	15%	23%	14%	10%	17%	13%	14%	19%	15%	15%	13%	4%	12%	26%	12%	25%	16%	16%	13%	16%	17%	13%	12%	15%	15%	14%	13%
Joe Rogan	6%	2%	15%	7%	9%	13%	5%	4%	6%	8%	8%	8%	10%	6%	9%	7%	9%	10%	8%	5%	7%	9%	13%	10%	5%	10%	7%	8%	8%	7%	7%	8%	12%
Jason Aldean	8%	4%	6%	3%	5%	4%	7%	4%	7%	7%	5%	7%	3%	4%	7%	5%	5%	9%	3%	4%	6%	3%	5%	7%	3%	8%	5%	6%	2%	5%	6%	6%	4%
Tim Allen	2%	6%	6%	7%	5%	9%	5%	3%	4%	8%	5%	5%	3%	5%	4%	6%	7%	10%	4%	2%	7%	2%	3%	5%	7%	5%	4%	6%	3%	5%	6%	5%	5%
Chris Pratt	5%	1%	7%	2%	7%	3%	3%	4%	4%	5%	3%	3%	5%	3%	5%	4%	3%	5%	4%	3%	4%	3%	4%	6%	1%	7%	6%	3%	2%	5%	3%	5%	3%
Kelsey Grammer	2%	3%	4%	2%	4%	2%	2%	3%	5%	2%	3%	4%	1%	4%	3%	3%	2%	2%	2%	3%	3%	4%	2%	3%	2%	3%	3%	2%	3%	3%	2%	3%	5%
Elizabeth Hasselbeck	3%	2%	2%	3%	3%	2%	2%	4%	1%	3%	2%	3%	2%	3%	3%	2%	2%	2%	3%	3%	3%	2%	3%	3%	1%	4%	3%	2%	2%	4%	2%	3%	1%
Caitlyn Jenner	3%	1%	3%	1%	2%	2%	2%	2%	3%	1%	3%	1%	3%	3%	3%	2%	2%	3%	2%	2%	2%	1%	4%	3%	1%	4%	2%	2%	0%	1%	2%	3%	2%
Unsure	30%	56%	21%	53%	36%	36%	46%	32%	42%	41%	36%	41%	42%	35%	32%	41%	43%	41%	43%	35%	41%	29%	34%	29%	58%	23%	35%	42%	53%	34%	42%	34%	39%

Which of the following celebrities would you most like to see run for public office?

CYGNAL

Primary Emotion About Election



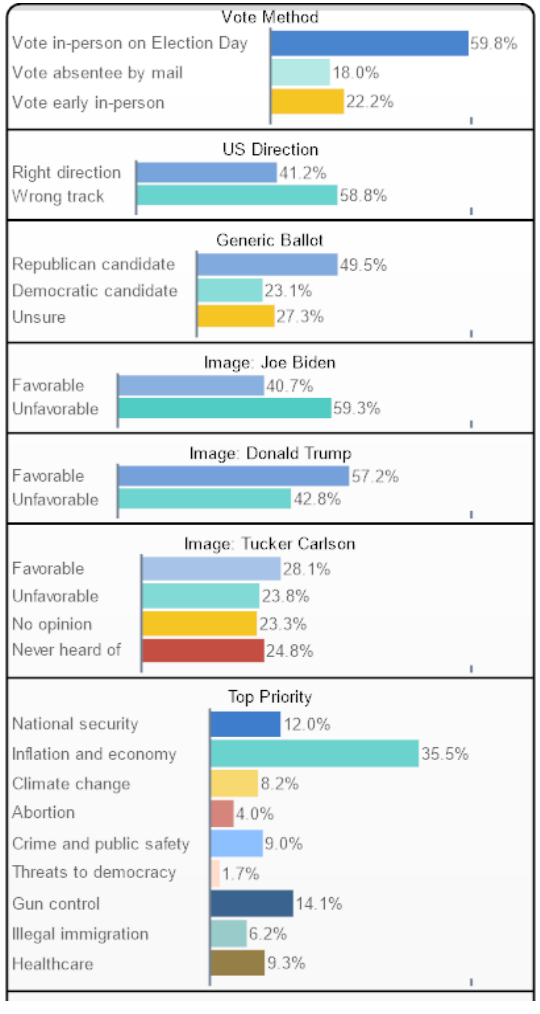
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Anticipation	27%	34%	32%	37%	33%	36%	33%	25%	35%	33%	28%	38%	33%	29%	32%	35%	28%	36%	27%	32%	31%	40%	27%	31%	35%	29%	30%	34%	21%	30%	33%	34%	26%
Fear	28%	31%	13%	19%	14%	18%	29%	30%	26%	27%	26%	19%	22%	21%	21%	23%	27%	24%	22%	23%	25%	13%	25%	20%	27%	18%	20%	25%	21%	22%	23%	22%	27%
Disgust	12%	12%	10%	19%	15%	14%	12%	13%	14%	14%	15%	10%	12%	13%	9%	15%	14%	13%	19%	10%	14%	8%	10%	14%	15%	10%	14%	13%	22%	14%	15%	11%	11%
Sadness	9%	10%	7%	9%	8%	8%	9%	9%	8%	8%	9%	11%	9%	8%	5%	10%	9%	10%	9%	7%	9%	9%	7%	7%	11%	6%	8%	9%	15%	11%	8%	10%	10%
Trust	10%	3%	15%	5%	13%	7%	6%	8%	7%	7%	9%	8%	8%	11%	16%	5%	8%	6%	7%	12%	7%	13%	10%	11%	5%	15%	11%	7%	6%	9%	8%	8%	9%
Surprise	7%	2%	9%	3%	5%	7%	4%	6%	3%	4%	5%	7%	8%	5%	7%	5%	5%	4%	6%	6%	4%	9%	9%	7%	1%	8%	6%	5%	10%	7%	4%	8%	8%
Joy	4%	2%	11%	2%	8%	5%	3%	4%	4%	3%	6%	5%	3%	7%	9%	3%	4%	4%	4%	6%	5%	6%	6%	8%	2%	10%	6%	4%	4%	3%	5%	4%	7%
Anger	3%	4%	3%	6%	5%	4%	3%	4%	3%	4%	2%	3%	4%	6%	2%	5%	4%	3%	6%	4%	4%	2%	7%	3%	5%	4%	5%	3%	2%	3%	4%	4%	3%

What emotion do you feel most as you look ahead to the 2024 election?

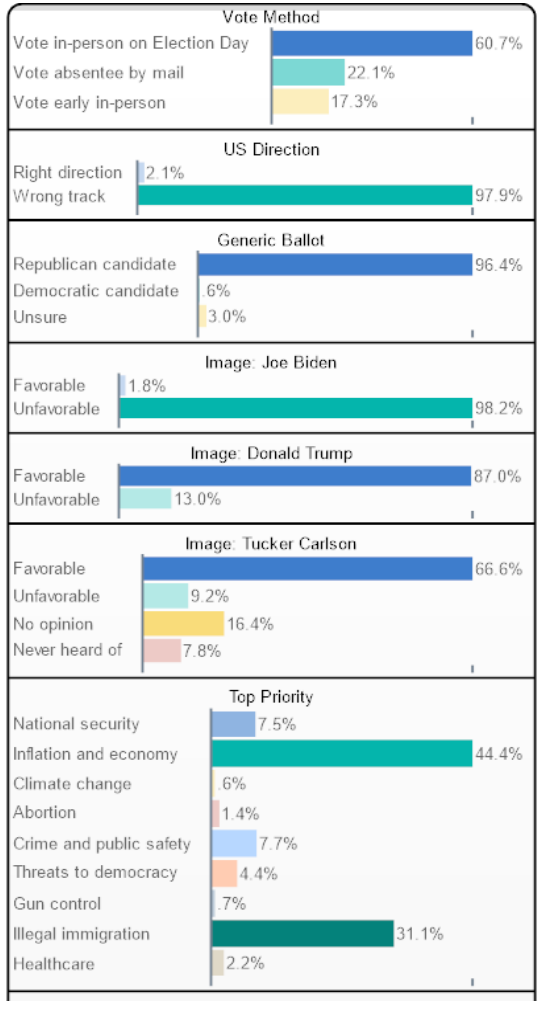
CYGNAL

Segmentation Analysis:

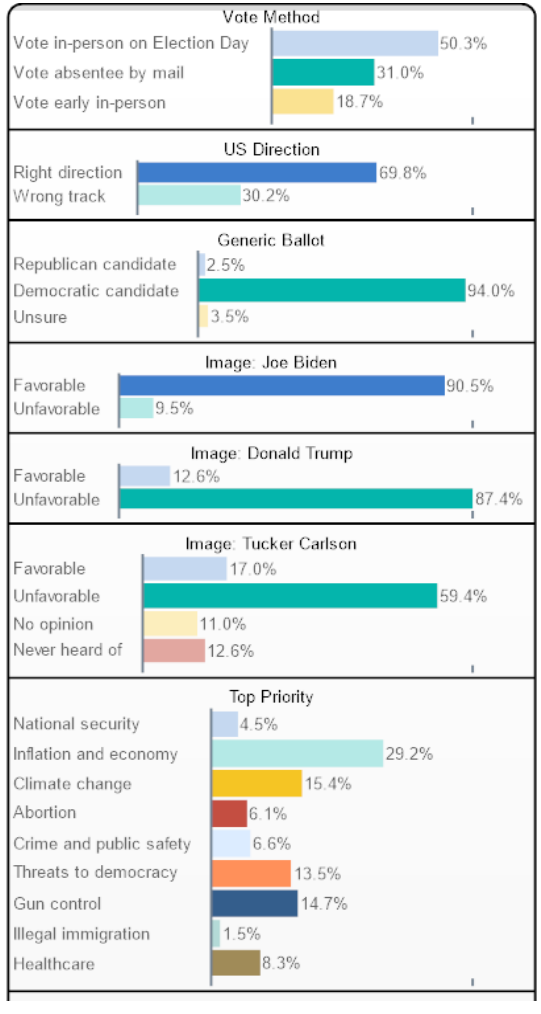
Moderates (25%)



GOP Base (33%)



Democrat Base (42%)

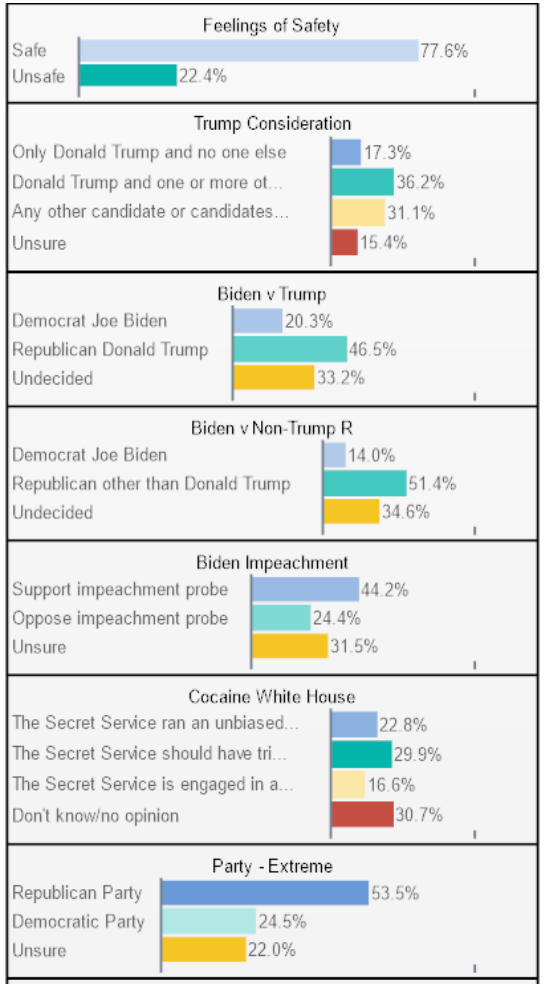


Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

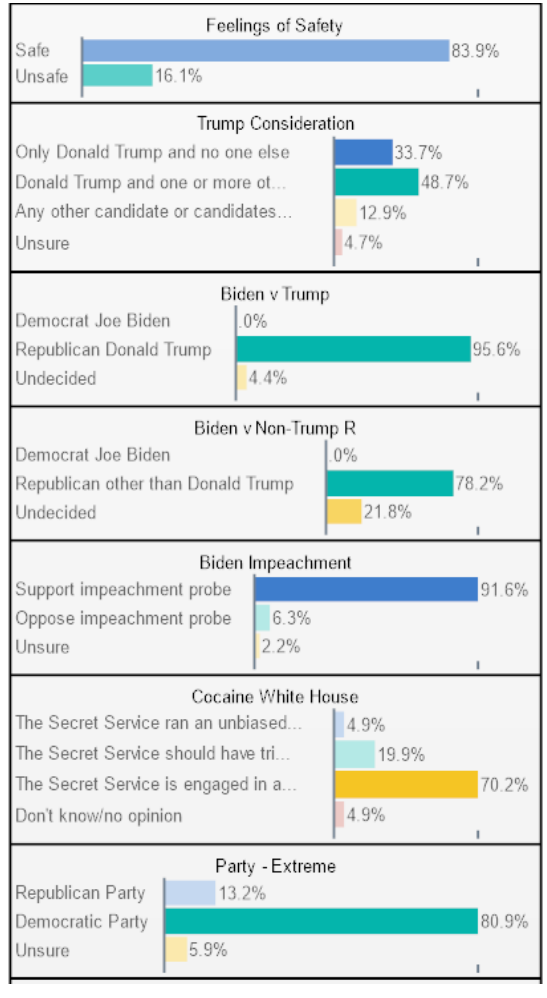
CYGNAL

Segmentation Analysis:

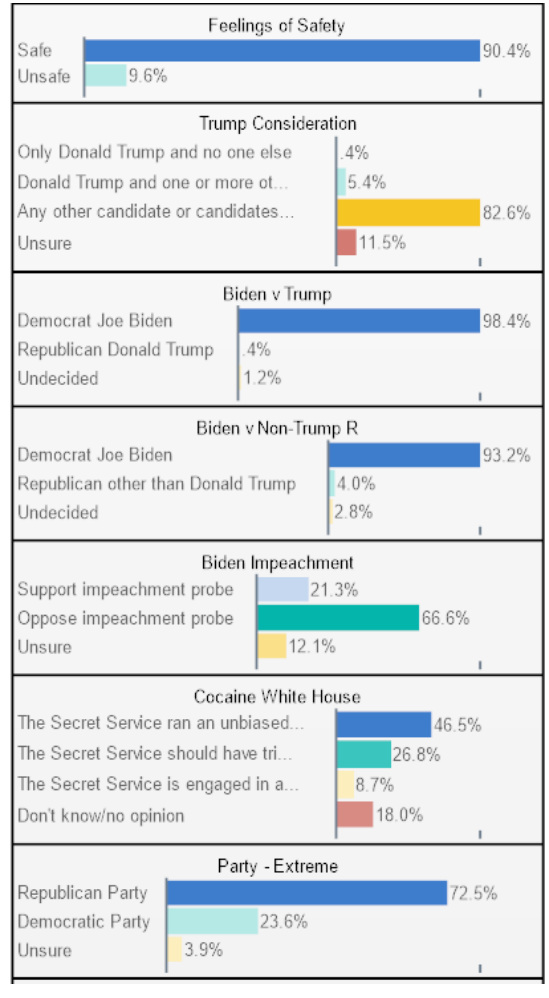
Moderates (25%)



GOP Base (33%)



Democrat Base (42%)



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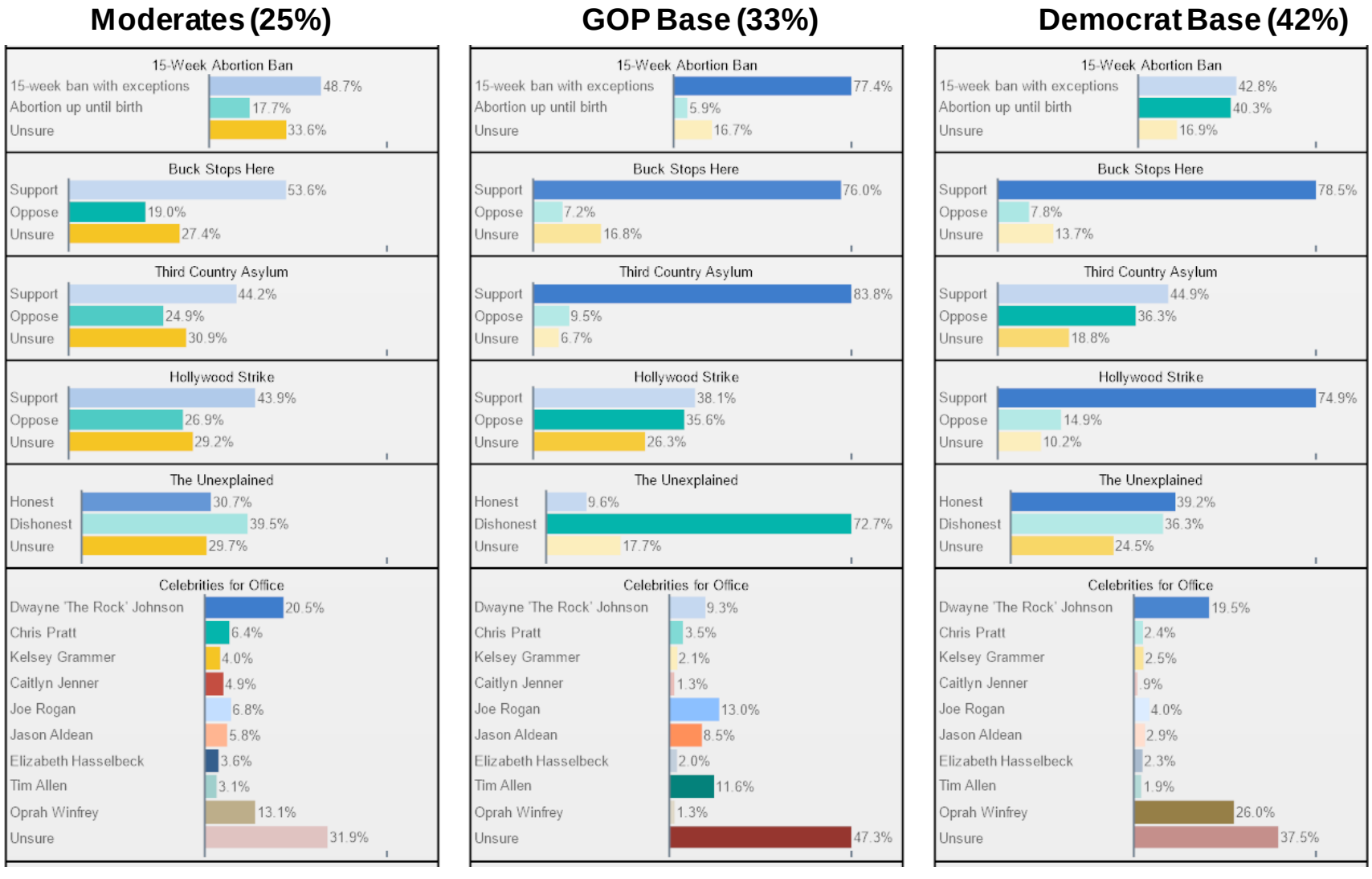
CYGNAL

Segmentation Analysis:



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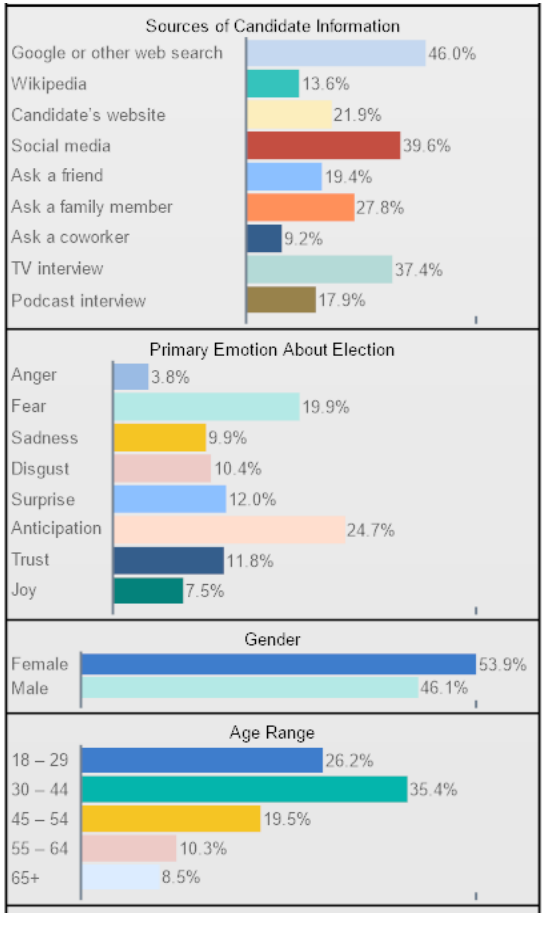
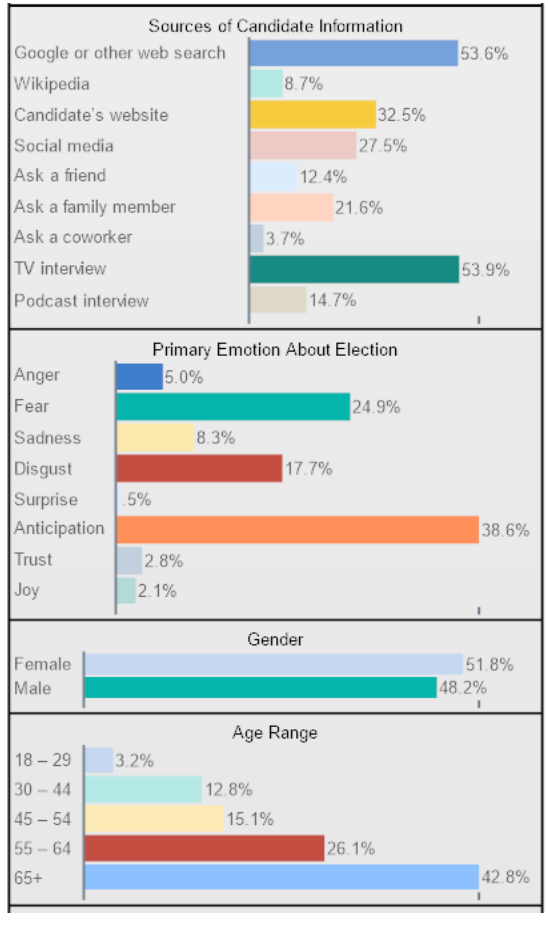
CYGNAL

Segmentation Analysis:

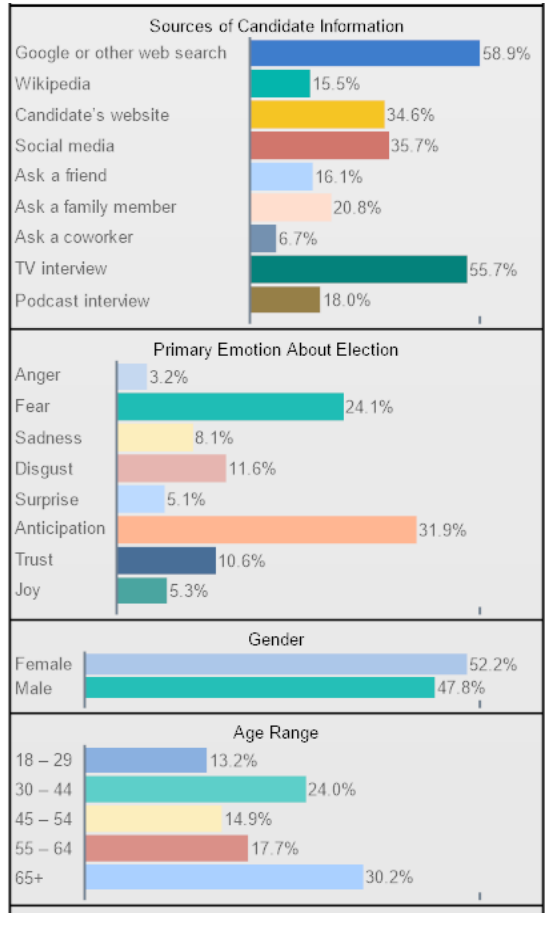
Moderates (25%)



GOP Base (33%)



Democrat Base (42%)



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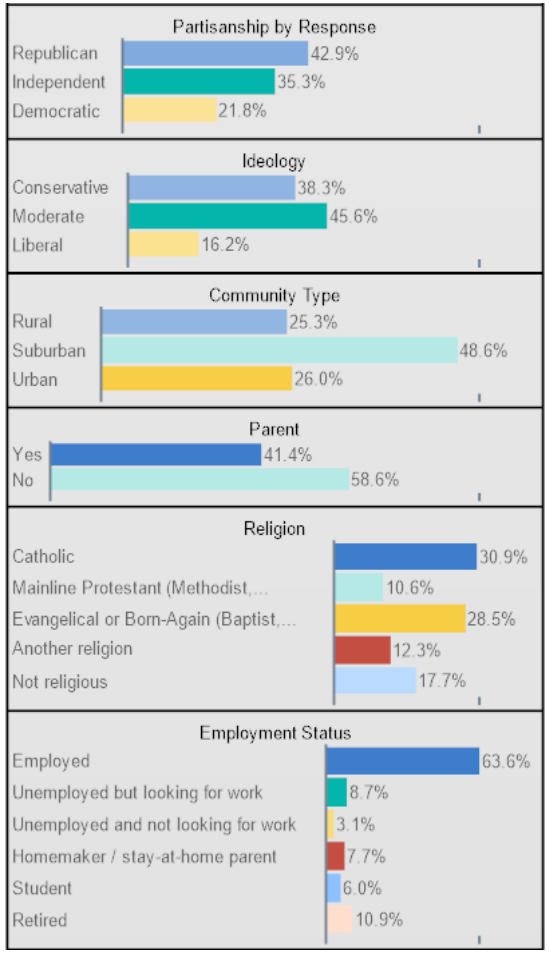
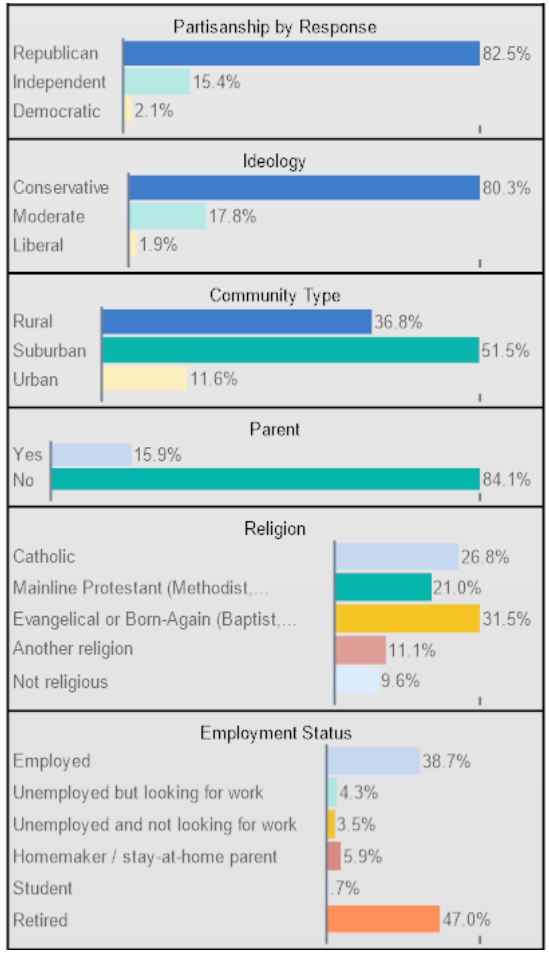
CYGNAL

Segmentation Analysis:

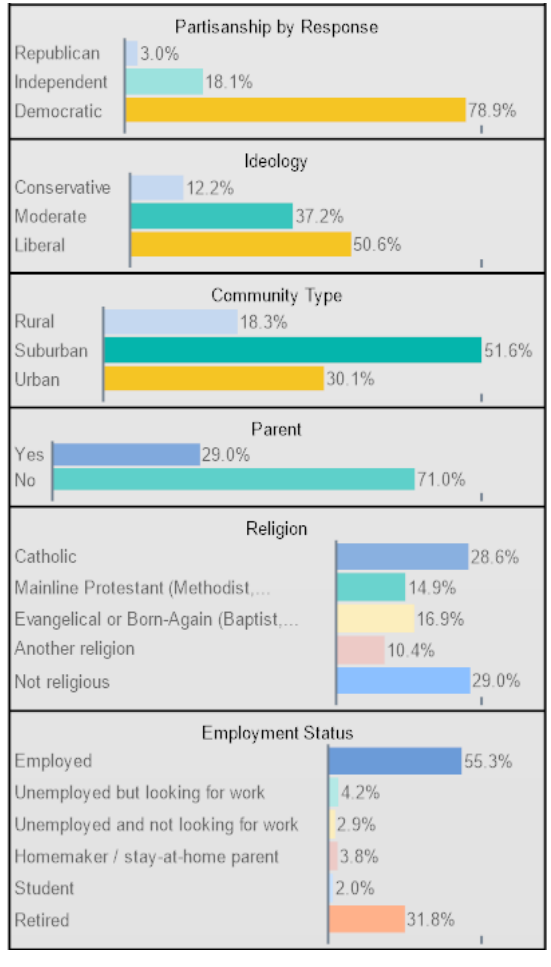
Moderates (25%)



GOP Base (33%)



Democrat Base (42%)



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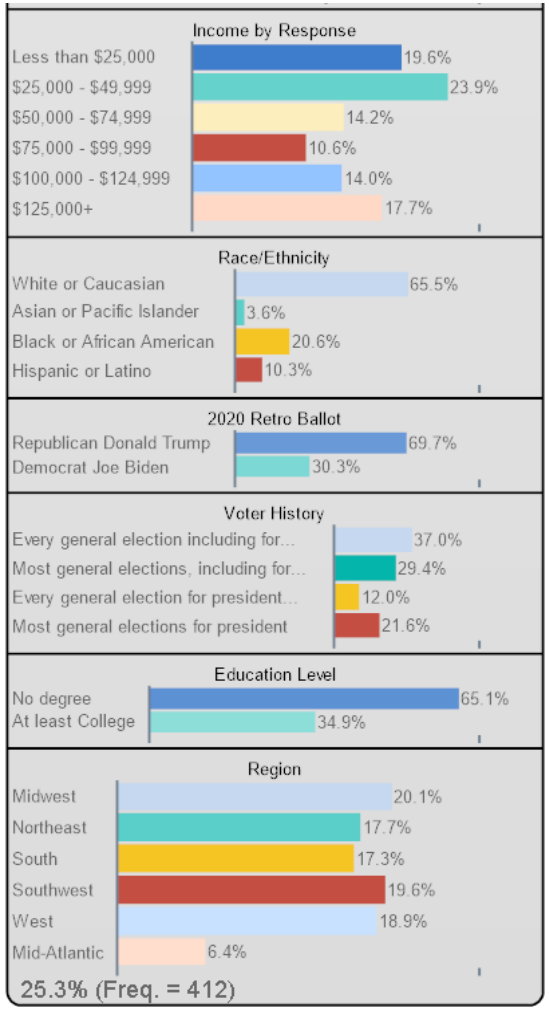
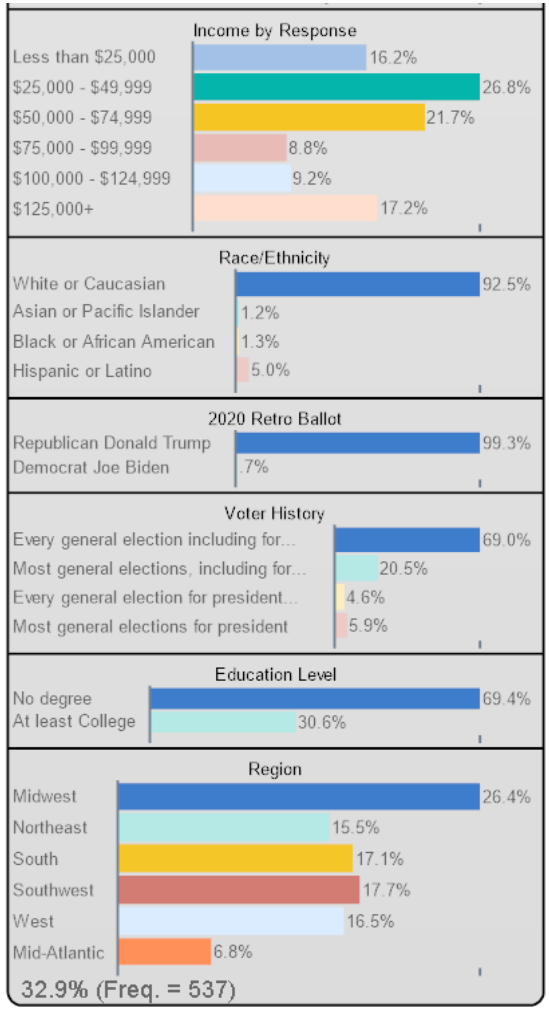
CYGNAL

Segmentation Analysis:

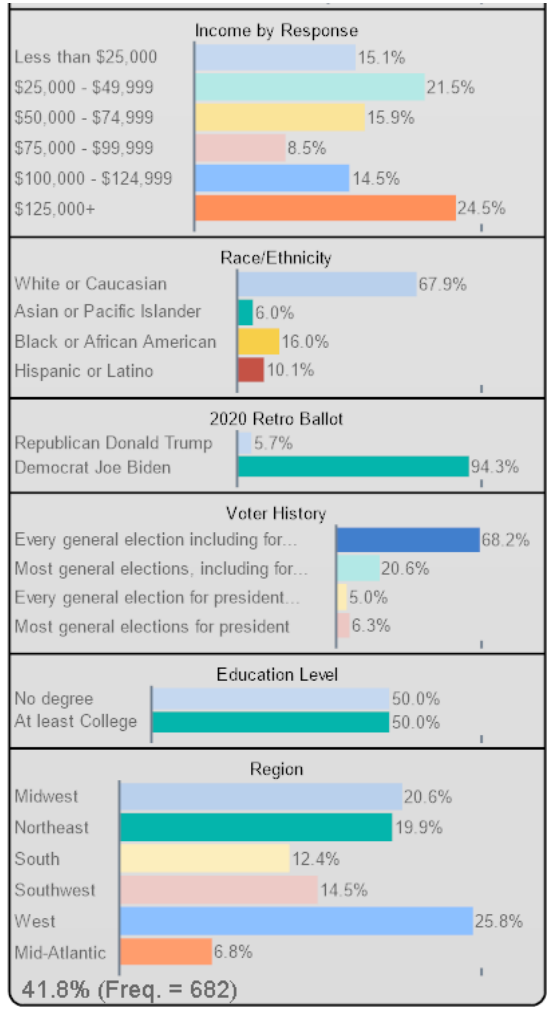
Moderates (25%)



GOP Base (33%)



Democrat Base (42%)



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

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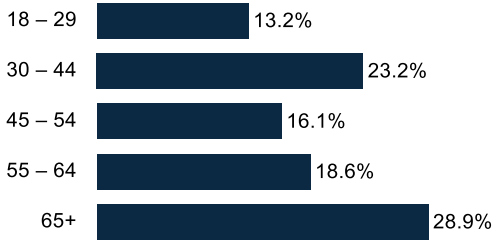
Demographics

Sex

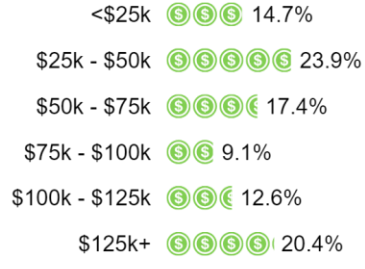
52.5% Female

47.5% Male

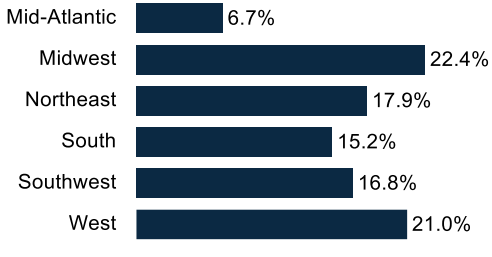
Age Range



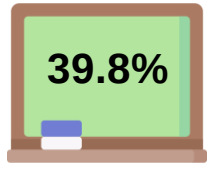
Household Income



Geo - Region



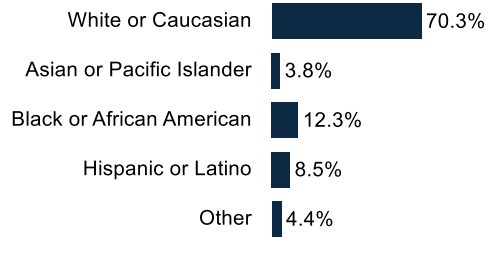
Education



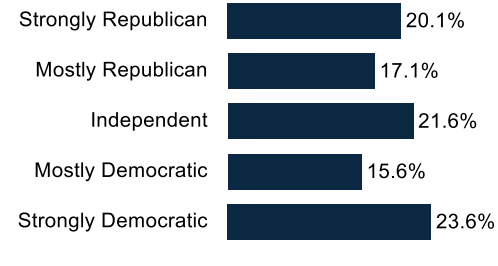
have at least a College degree

59.9% have no college degree

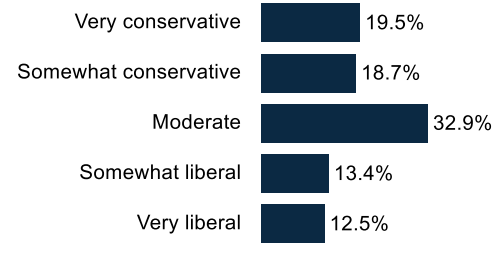
Race/Ethnicity



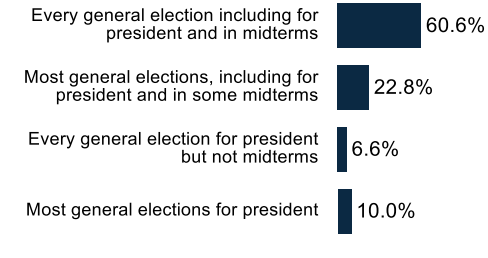
Partisanship



Ideology



Voter History



Total sample size: 2000

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