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%).
• **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.
• 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.
Vote Method

<table>
<thead>
<tr>
<th>Vote in-person on Election Day</th>
<th>Vote absentee by mail</th>
<th>Vote early in-person</th>
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<tbody>
<tr>
<td><strong>56.1%</strong></td>
<td><strong>12.2%</strong></td>
<td><strong>43.9%</strong></td>
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- **Vote in-person on Election Day:**
  - Definitely vote: 70% F <25, 74% F 25-54, 76% M 25-54, 79% M 55+, 74% Col, 63% No Col, 71% F Col, 69% F No Col, 69% Mid-Atlantic, 69% West, 70% South, 70% Northeast, 72% Rural, 72% Suburban, 72% White, 72% Black, 72% Hispanic, 72% Employed, 73% Retired, 74% Parent, 74% College, 74% No College, 74% General Undec, 74% Swing Voter, 74% Always Vote, 74% Pres Yr Vote, 74% Occasional Vote
  - Probably vote: 30% F <25, 28% F 25-54, 24% M 25-54, 21% M 55+, 26% Col, 30% No Col, 25% F Col, 37% F No Col, 37% Mid-Atlantic, 37% West, 37% South, 37% Northeast, 37% Rural, 37% Suburban, 37% White, 37% Black, 37% Hispanic, 37% Employed, 37% Retired, 37% Parent, 37% College, 37% No College, 37% General Undec, 37% Swing Voter, 37% Always Vote, 37% Pres Yr Vote, 37% Occasional Vote
  - Definitely vote: 19% F <25, 19% F 25-54, 20% M 25-54, 20% M 55+, 20% Col, 20% No Col, 21% F Col, 21% F No Col, 21% Mid-Atlantic, 21% West, 21% South, 21% Northeast, 21% Rural, 21% Suburban, 21% White, 21% Black, 21% Hispanic, 21% Employed, 21% Retired, 21% Parent, 21% College, 21% No College, 21% General Undec, 21% Swing Voter, 21% Always Vote, 21% Pres Yr Vote, 21% Occasional Vote

- **Vote absentee by mail:**
  - Definitely vote: 19% F <25, 21% F 25-54, 17% M 25-54, 21% M 55+, 20% Col, 20% No Col, 20% F Col, 20% F No Col, 20% Mid-Atlantic, 20% West, 20% South, 20% Northeast, 20% Rural, 20% Suburban, 20% White, 20% Black, 20% Hispanic, 20% Employed, 20% Retired, 20% Parent, 20% College, 20% No College, 20% General Undec, 20% Swing Voter, 20% Always Vote, 20% Pres Yr Vote, 20% Occasional Vote
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- **Vote early in-person:**
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How do you plan to vote in the 2024 general election for President, Congress, and state offices?
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?
Trend: US Direction

- Definitely the wrong track: 59.8% - 59.7%
- Definitely the right direction: 41.5% - 35.0%
- Mostly the wrong track: 36.5% - 25.1%
- Mostly the right direction: 18.4% - 21.6%
- Definitely the right direction: 16.5%
- Certainly the right direction: 13.4%
- Unsure: 3.7% - 5.3%

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

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-2.3% -0.5% -8.5% -9.8% -3.4% -1.7%

9.3% 11.1% 10.7% 11.3% 8.4% 2.8%

-14.6% -16.0% -13.5% -14.1% -16.9% -5.8%
### Percent Change: Generic Ballot (Jun 2023 to Aug 2023)

|                      | Female | Male | 55+ | Male 55+ | M city | M non-col | F city | F non-col | Mid-Atlantic | Midwest | Northeast | South | Southwest | Urban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Swing voters | Always vote | Pres yr vote |Occasional vote |
|----------------------|--------|------|-----|---------|--------|----------|--------|----------|-------------|----------|----------|-------|----------|-------|-------|------------|-------------|----------|-------|-------|----------|----------|--------|--------|---------|-----------|-----------|----------|---------|
| Republican candidate | -2%    | 4%   | -3% | -2%     | 6%     | -4%      | -1%    | 1%       | -4%         | 6%       | 4%       | 3%    | -4%      | -1%    | 2%    | -5%        | -1%         | -2%      | -3%    | 3%     | 0%       | -5%      | 2%      | 2%     | -3%     | 1%       | 5%       |
| Democratic candidate | 1%     | -3%  | 1%  | 3%      | 5%     | -4%      | -2%    | 2%       | 1%          | 3%       | -3%      | 4%    | 0%       | -1%    | 4%    | -2%        | -1%         | 5%       | 0%     | 2%     | -3%      | 1%       | 0%      | 4%     | -2%     | -2%       | -7%      |
| Definitely the Republican candidate | -1%    | 6%   | -7% | -5%     | -10%   | -2%      | -4%    | -8%      | -3%         | -9%      | 8%       | -2%   | -4%      | -5%    | 1%    | -6%        | -3%         | -5%      | -1%    | -1%     | -3%      | -9%       | 5%      | 1%     | -6%     | 1%       | -4%      |
| Probably the Republican candidate | -1%    | -2%  | 4%  | 3%      | 3%     | 3%       | 1%    | 2%       | 5%          | 2%       | 6%       | 0%    | 1%       | 1%     | 1%    | 4%         | 1%          | 0%       | 0%     | 1%     | 1%       | 4%       | 0%      | 1%     | 4%      | 2%       | 0%       |
| Definitely the Democratic candidate | 3%     | -4%  | 1%  | 0%      | 0%     | 0%       | 0%    | 0%       | 6%          | 1%       | 2%       | 2%    | 0%       | 0%     | 0%    | 2%         | 0%          | 2%       | 2%     | 1%     | 1%       | 4%       | -3%     | 0%      | 3%      | 4%       | -7%      |
| Probable the Democratic candidate | 3%     | -1%  | 1%  | -1%     | 1%     | 3%       | 2%    | 3%       | 0%          | 1%       | 1%       | 3%    | -2%      | 0%     | 0%    | 2%         | 0%          | 0%       | 0%     | 0%     | 0%       | 2%       | 2%      | 1%     | 0%      | 0%       | 1%       |
| Unsure               | 1%     | -1%  | 4%  | -1%     | 1%     | 3%       | 3%    | 9%       | 0%          | 1%       | 0%       | 0%    | -1%      | 0%     | 2%    | 2%         | -1%         | 0%       | 1%     | -1%     | -1%      | 11%      | 2%      | 2%     | 2%      | 0%       | 1%       | 2%      |
## Generic Ballot by Key Voter Groups

<table>
<thead>
<tr>
<th>Category</th>
<th>Republican candidate</th>
<th>Democratic candidate</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
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<td>45.4%</td>
<td>9.3%</td>
</tr>
<tr>
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<td>9.9%</td>
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<tr>
<td>Male</td>
<td>46.4%</td>
<td>44.8%</td>
<td>8.8%</td>
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<tr>
<td>&lt;55 years</td>
<td>39.9%</td>
<td>49.1%</td>
<td>11.0%</td>
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<tr>
<td>55+ years</td>
<td>51.2%</td>
<td>41.3%</td>
<td>7.5%</td>
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<tr>
<td>Independent</td>
<td>40.1%</td>
<td>37.3%</td>
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<tr>
<td>College</td>
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<tr>
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<td>50.2%</td>
<td>40.2%</td>
<td>9.6%</td>
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<tr>
<td>&lt;$75k</td>
<td>48.7%</td>
<td>42.2%</td>
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<tr>
<td>$75k+</td>
<td>41.1%</td>
<td>49.6%</td>
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<tr>
<td>Suburban</td>
<td>46.3%</td>
<td>45.1%</td>
<td>8.7%</td>
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- Republican candidate
- Democratic candidate
- Unsure
## Image Tests Heatmaps

### Favorable

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<tbody>
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### Unfavorable

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### Favorable vs. Unfavorable Opinion of Joe Biden

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<td>38.9%</td>
<td>12.4%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

#### By Demographic Group

**Favorable Total**
- 48% (F <55)
- 46% (F 55+)
- 44% (M <55)
- 59% (M 55+)
- 37% (Col M)
- 41% (No Col)
- 47% (F Col)
- 51% (F No Col)
- 54% (Mid Atlantic)
- 51% (Midwest)
- 47% (Northeast)
- 54% (Southwest)
- 43% (Urban)
- 53% (Suburban)
- 63% (Rural)
- 57% (Republican)
- 54% (Independent)
- 68% (Democrat)
- 50% (White)
- 50% (Hispanic)
- 50% (Black)
- 41% (Employed)
- 41% (Retired)
- 41% (Parent)
- 39% (College)
- 41% (No College)
- 41% (Generic)
- 39% (Undecided)
- 32% (Swing)
- 54% (Always)
- 30% (Voter)
- 18% (Pres Y)
- 18% (Occasional)

**Unfavorable Total**
- 48% (F <55)
- 54% (F 55+)
- 40% (M <55)
- 61% (M 55+)
- 45% (Col M)
- 51% (No Col)
- 45% (F Col)
- 51% (F No Col)
- 47% (Mid Atlantic)
- 57% (Midwest)
- 47% (Northeast)
- 54% (Southwest)
- 43% (Urban)
- 53% (Suburban)
- 63% (Rural)
- 57% (Republican)
- 54% (Independent)
- 68% (Democrat)
- 50% (White)
- 50% (Hispanic)
- 50% (Black)
- 41% (Employed)
- 41% (Retired)
- 41% (Parent)
- 39% (College)
- 41% (No College)
- 41% (Generic)
- 39% (Undecided)
- 32% (Swing)
- 54% (Always)
- 30% (Voter)
- 18% (Pres Y)
- 18% (Occasional)

**Very Favorable**
- 21% (F <55)
- 24% (F 55+)
- 37% (M <55)
- 19% (M 55+)
- 22% (Col M)
- 24% (No Col)
- 25% (F Col)
- 25% (F No Col)
- 26% (Mid Atlantic)
- 25% (Midwest)
- 26% (Northeast)
- 30% (Southwest)
- 40% (Urban)
- 22% (Suburban)
- 19% (Rural)
- 52% (Republican)
- 45% (Independent)
- 27% (Democrat)
- 27% (White)
- 37% (Hispanic)
- 25% (Black)
- 32% (Employed)
- 22% (Retired)
- 25% (Parent)
- 25% (College)
- 25% (No College)
- 25% (Generic)
- 34% (Undecided)
- 32% (Swing)
- 25% (Always)
- 25% (Voter)
- 8% (Pres Y)
- 8% (Occasional)

**Somewhat Favorable**
- 27% (F <55)
- 16% (F 55+)
- 21% (M <55)
- 18% (M 55+)
- 19% (Col M)
- 21% (No Col)
- 19% (F Col)
- 21% (F No Col)
- 26% (Mid Atlantic)
- 15% (Midwest)
- 26% (Northeast)
- 25% (Southwest)
- 30% (Urban)
- 22% (Suburban)
- 19% (Rural)
- 46% (Republican)
- 52% (Independent)
- 27% (Democrat)
- 27% (White)
- 34% (Hispanic)
- 28% (Black)
- 24% (Employed)
- 24% (Retired)
- 24% (Parent)
- 24% (College)
- 24% (No College)
- 24% (Generic)
- 34% (Undecided)
- 34% (Swing)
- 24% (Always)
- 24% (Voter)
- 8% (Pres Y)
- 8% (Occasional)

**Somewhat Unfavorable**
- 15% (F <55)
- 17% (F 55+)
- 6% (M <55)
- 10% (M 55+)
- 12% (Col M)
- 16% (No Col)
- 12% (F Col)
- 12% (F No Col)
- 14% (Mid Atlantic)
- 12% (Midwest)
- 16% (Northeast)
- 11% (Southwest)
- 11% (Urban)
- 13% (Suburban)
- 11% (Rural)
- 11% (Republican)
- 11% (Independent)
- 11% (Democrat)
- 11% (White)
- 11% (Hispanic)
- 11% (Black)
- 12% (Employed)
- 12% (Retired)
- 12% (Parent)
- 12% (College)
- 12% (No College)
- 12% (Generic)
- 12% (Undecided)
- 12% (Swing)
- 12% (Always)
- 12% (Voter)
- 8% (Pres Y)
- 8% (Occasional)

**Very Unfavorable**
- 33% (F <55)
- 47% (F 55+)
- 30% (M <55)
- 47% (M 55+)
- 44% (Col M)
- 41% (No Col)
- 43% (F Col)
- 35% (F No Col)
- 44% (Mid Atlantic)
- 43% (Midwest)
- 47% (Northeast)
- 44% (Southwest)
- 43% (Urban)
- 40% (Suburban)
- 52% (Rural)
- 46% (Republican)
- 46% (Independent)
- 46% (Democrat)
- 46% (White)
- 46% (Hispanic)
- 46% (Black)
- 46% (Employed)
- 46% (Retired)
- 46% (Parent)
- 46% (College)
- 46% (No College)
- 46% (Generic)
- 46% (Undecided)
- 46% (Swing)
- 46% (Always)
- 46% (Voter)
- 8% (Pres Y)
- 8% (Occasional)

**No Opinion**
- 5% (F <55)
- 2% (F 55+)
- 2% (M <55)
- 1% (M 55+)
- 2% (Col M)
- 4% (No Col)
- 2% (F Col)
- 4% (F No Col)
- 3% (Mid Atlantic)
- 4% (Midwest)
- 3% (Northeast)
- 4% (Southwest)
- 3% (Urban)
- 4% (Suburban)
- 4% (Rural)
- 4% (Republican)
- 4% (Independent)
- 4% (Democrat)
- 4% (White)
- 4% (Hispanic)
- 4% (Black)
- 4% (Employed)
- 4% (Retired)
- 4% (Parent)
- 4% (College)
- 4% (No College)
- 4% (Generic)
- 4% (Undecided)
- 4% (Swing)
- 4% (Always)
- 4% (Voter)
- 8% (Pres Y)
- 8% (Occasional)

**Never Heard of**
- 0% (F <55)
- 0% (F 55+)
- 0% (M <55)
- 0% (M 55+)
- 0% (Col M)
- 0% (No Col)
- 0% (F Col)
- 0% (F No Col)
- 0% (Mid Atlantic)
- 0% (Midwest)
- 0% (Northeast)
- 0% (Southwest)
- 0% (Urban)
- 0% (Suburban)
- 0% (Rural)
- 0% (Republican)
- 0% (Independent)
- 0% (Democrat)
- 0% (White)
- 0% (Hispanic)
- 0% (Black)
- 0% (Employed)
- 0% (Retired)
- 0% (Parent)
- 0% (College)
- 0% (No College)
- 0% (Generic)
- 0% (Undecided)
- 0% (Swing)
- 0% (Always)
- 0% (Voter)
- 8% (Pres Y)
- 8% (Occasional)
Trend: Joe Biden Image

- Very Unfavorable: 38.9%
- Very Favorable: 25.3%
- Somewhat Favorable: 20.7%
- Somewhat Unfavorable: 12.4%
- No opinion: 2.4%
- Never heard of: 0.4%
Do you have a favorable or unfavorable opinion of Donald Trump?

<table>
<thead>
<tr>
<th>Category</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable Total</td>
<td>41%</td>
<td>44%</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>Unfavorable Total</td>
<td>54%</td>
<td>43%</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>Very favorable</td>
<td>24%</td>
<td>26%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Somewhat favorable</td>
<td>17%</td>
<td>18%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>10%</td>
<td>9%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>44%</td>
<td>46%</td>
<td>30%</td>
<td>49%</td>
</tr>
<tr>
<td>No opinion</td>
<td>5%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Never heard of</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Note: The percentages may not add up to 100% due to rounding.
Trend: Donald Trump Image

Very Unfavorable: 40.5% - 42.1%
Very Favorable: 31.8% - 28.6%
Somewhat Favorable: 17.0% - 16.8%
Somewhat Unfavorable: 8.3% - 9.5%
No opinion: 2.1% - 2.5%
Never heard of: 0.1% - 0.4%
<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Favorable</strong></td>
<td>36.1%</td>
<td>33.9%</td>
<td>15.9%</td>
<td>14.1%</td>
</tr>
<tr>
<td><strong>Unfavorable</strong></td>
<td>18.2%</td>
<td>9.5%</td>
<td>15.9%</td>
<td>14.1%</td>
</tr>
<tr>
<td><strong>No opinion</strong></td>
<td>17.9%</td>
<td>24.4%</td>
<td>15.9%</td>
<td>14.1%</td>
</tr>
<tr>
<td><strong>Never heard of</strong></td>
<td>18.2%</td>
<td>9.5%</td>
<td>15.9%</td>
<td>14.1%</td>
</tr>
</tbody>
</table>

Do you have a favorable or unfavorable opinion of Tucker Carlson?
Which one of the following issues do you believe should be the top priority for Congress?
|                                | F <55 | F 55+ | M <55 | M 55+ | Col | M No Col | F <55 | F 55+ | M Col | M No Col | F Col | F No Col | Mid-Atlantic | Midwest | Northeast | South | Southwest | Urban | Rural | Suburban | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Uncol | 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%      | 2%       | -6%   | -2%      | -2%   | 3%    | -1%     | 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%       | 0%        |
| 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%    | -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%    | -2%   | 1%  | -2%    | 3%    | 0%    | 0%    | -2%   | 1%    | -1%    | 0%     | 1%      | -1%      | 0%       | 1%      | 1%     | -1%      | -1%    | 0%    | 4%      | -9%         | -1%       | 0%     | -1%   | 0%     | -1%      | 0%      | -2%   | 2%    | 0%       | -1%       |
| Threats to democracy          | -2%   | 0%    | -2%   | 0%    | 1%  | -3%    | 0%    | -2%   | -2%   | 0%    | -2%   | 0%     | -1%    | 0%      | 0%       | -1%      | 0%      | -1%      | -1%    | -1%    | 0%      | 0%          | -4%       | 0%     | 0%     | -1%     | -1%      | -1%     | -1%   | 0%     | -3%      | 1%        |
| Healthcare                    | 1%    | -1%   | -1%   | 0%    | 1%  | 0%     | 1%    | 1%    | 1%    | 1%    | 0%    | -1%    | 0%      | 0%       | -1%      | 3%       | -2%     | 0%      | 1%     | -2%      | 0%          | 1%       | -4%    | 0%     | 0%      | -1%      | -1%     | 0%     | 0%     | -1%      | 2%        |
| National security             | 0%    | 2%    | -2%   | 2%    | -3% | -3%    | 2%    | 1%    | 0%    | 6%    | -2%   | 3%     | 1%      | 0%       | -2%      | 0%      | -1%     | -1%    | 0%      | 1%     | 1%      | -1%      | 0%          | -1%      | 0%     | 1%     | 2%       | 0%      | -2%   | 1%    | 2%       | 1%        |
| Abortion                      | -1%   | -2%   | 1%    | -1%   | -1% | 1%     | -1%   | -2%   | -3%   | 1%    | 1%    | -1%    | -2%    | 2%      | 0%      | 0%      | -1%     | -2%     | 1%     | -1%     | -1%     | 0%          | 0%       | -1%    | 0%     | -1%     | -1%      | -2%    | -3%   | 0%     | -4%       | 0%        |
| 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%     | 1%      | 0%       | 1%     | 1%    | 0%       | 2%        |

Percent Change: Top Priority (Jun 2023 to Aug 2023)
## Feelings of Safety

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

<table>
<thead>
<tr>
<th></th>
<th>Safe Total</th>
<th>Unsafe Total</th>
<th>Very safe</th>
<th>Somewhat safe</th>
<th>Somewhat unsafe</th>
<th>Very unsafe</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>F&lt;55</strong></td>
<td>77%</td>
<td>13%</td>
<td>8%</td>
<td>48%</td>
<td>15%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>55+</strong></td>
<td>86%</td>
<td>14%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>78%</td>
<td>12%</td>
<td>10%</td>
<td>43%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>84%</td>
<td>16%</td>
<td>13%</td>
<td>48%</td>
<td>15%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>65+</strong></td>
<td>86%</td>
<td>14%</td>
<td>10%</td>
<td>49%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>No College</strong></td>
<td>78%</td>
<td>12%</td>
<td>10%</td>
<td>48%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>College</strong></td>
<td>84%</td>
<td>16%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Mid-Atlantic</strong></td>
<td>79%</td>
<td>11%</td>
<td>12%</td>
<td>46%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>West North Central</strong></td>
<td>82%</td>
<td>18%</td>
<td>14%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Southwest</strong></td>
<td>85%</td>
<td>14%</td>
<td>12%</td>
<td>45%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Northeast</strong></td>
<td>83%</td>
<td>17%</td>
<td>15%</td>
<td>45%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>South</strong></td>
<td>82%</td>
<td>18%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Urban</strong></td>
<td>84%</td>
<td>16%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Rural</strong></td>
<td>84%</td>
<td>16%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Republican</strong></td>
<td>87%</td>
<td>9%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Democrat</strong></td>
<td>78%</td>
<td>22%</td>
<td>14%</td>
<td>45%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>76%</td>
<td>24%</td>
<td>14%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>84%</td>
<td>16%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Employed</strong></td>
<td>88%</td>
<td>12%</td>
<td>12%</td>
<td>45%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Retired</strong></td>
<td>85%</td>
<td>15%</td>
<td>15%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Parent</strong></td>
<td>90%</td>
<td>10%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>College</strong></td>
<td>87%</td>
<td>13%</td>
<td>12%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>No College</strong></td>
<td>87%</td>
<td>13%</td>
<td>12%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Generic</strong></td>
<td>85%</td>
<td>15%</td>
<td>13%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Always Vote</strong></td>
<td>81%</td>
<td>19%</td>
<td>16%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Presidential Vote</strong></td>
<td>85%</td>
<td>15%</td>
<td>15%</td>
<td>47%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Occasional Vote</strong></td>
<td>80%</td>
<td>20%</td>
<td>15%</td>
<td>45%</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Legend:**
- Safe: 83.6%
- Unsafe: 38.0%
- Unsure: 15.0%

---

*Generally speaking, how safe do you feel when you are in your community?*
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?
Which of the following options most closely describes who you are considering voting for in the 2024 Republican presidential primary election?
If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?
Trend: Biden v Trump

- Definitely Republican Donald Trump: 43.4%
- Definitely Democrat Joe Biden: 46.3%
- Probably Republican Donald Trump: 34.9%
- Probably Democrat Joe Biden: 31.7%
- Undecided: 8.8%

Graph showing percentage trends from January 2023 to August 2023.
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?
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?
Cocaine White House

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?
Which political party in the United States do you consider to be more extreme?
Trend: Party - Extreme

- Definitely the Republican Party
- Definitely the Democratic Party
- Neither Party
- Probably the Republican Party
- Probably the Democratic Party
- Unsure
- Neither Party

Graph showing trends from April 23 to August 23.
## 15-Week Abortion Ban

<table>
<thead>
<tr>
<th>15-week ban with exceptions</th>
<th>Abortion up until birth</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>55.7%</strong></td>
<td><strong>23.3%</strong></td>
<td><strong>21.0%</strong></td>
</tr>
<tr>
<td>24.9%</td>
<td>10.3%</td>
<td>21.0%</td>
</tr>
<tr>
<td>30.8%</td>
<td>13.0%</td>
<td></td>
</tr>
</tbody>
</table>

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?
Trend: 15-Week Abortion Ban

15-week ban with exceptions
- Definitely: 55.7%
- Probably: 56.7%
- Unsure: 15%
- Definitely abortion up until birth: 30.8%
- Probably abortion up until birth: 30.4%
- Abortion up until birth: 26.3%

June 2023
- Definitely: 12.4%
- Probably: 11.6%
- Unsure: 10.3%
- Definitely abortion up until birth: 13.0%
- Probably abortion up until birth: 23.8%
- Abortion up until birth: 24.9%

August 2023
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?

<table>
<thead>
<tr>
<th>Support</th>
<th>Oppose</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>71.4%</td>
<td>18.2%</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

| Support Total | F <45 | F 45-55 | M <45 | M 45-55 | M 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 |
|--------------|-------|---------|-------|---------|-------|----------|-------|-------------|---------|-----------|-------|-----------|-----|-------|----------|------|------------|-------------|---------|-------|-------|----------|----------|--------|--------|---------|------------|----------|-------|
| 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%     | 57%   |
| 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%     |
| 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% | 26% | 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% | 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% | 19% | 20% | 15% | 21% | 18% | 17% | 16% | 18% | 21% | 17% | 23% | 15% | 17% | 17% | 20% | 18% | 14% | 17% | 13% | 21% | 38% | 17% | 18% | 33% |
Third Country Asylum

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.?
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?
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?
Celebrities for Office

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

- Dwayne ‘The Rock’ Johnson: 16.4%
- Oprah Winfrey: 14.6%
- Joe Rogan: 7.7%
- Jason Aldean: 5.5%
- Tim Allen: 5.4%
- Chris Pratt: 3.8%
- Kelsey Grammer: 2.7%
- Elizabeth Hasselbeck: 2.5%
- Caitlyn Jenner: 2.0%
- Unsure: 39.3%

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

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

- Anticipation: 32.3%
- Fear: 23.3%
- Disgust: 13.3%
- Sadness: 8.6%
- Trust: 8.3%
- Surprise: 5.3%
- Joy: 4.8%
- Anger: 3.9%
Segmentation Analysis:

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

### Moderates (25%)

- **Vote Method**
  - Vote in-person on Election Day: 69.8%
  - Vote absentee by mail: 18.0%
  - Vote early in-person: 22.2%

- **US Direction**
  - Right direction: 41.2%
  - Wrong track: 58.8%

- **Generic Ballot**
  - Republican candidate: 49.5%
  - Democratic candidate: 31.1%
  - Unsure: 27.3%

- **Image: Joe Biden**
  - Favorable: 49.7%
  - Unfavorable: 50.3%

- **Image: Donald Trump**
  - Favorable: 17.2%
  - Unfavorable: 42.8%

- **Image: Tucker Carlson**
  - Favorable: 26.1%
  - Unfavorable: 23.8%
  - No opinion: 33.2%
  - Never heard of: 18.8%

- **Top Priority**
  - National security: 12.0%
  - Inflation and economy: 35.5%
  - Climate change: 8.2%
  - Abortion: 14.1%
  - Crime and public safety: 9.0%
  - Threats to democracy: 1.7%
  - Gun control: 14.1%
  - Illegal immigration: 2.2%
  - Healthcare: 8.3%

### GOP Base (33%)

- **Vote Method**
  - Vote in-person on Election Day: 60.7%
  - Vote absentee by mail: 22.1%
  - Vote early in-person: 17.3%

- **US Direction**
  - Right direction: 72.1%
  - Wrong track: 27.9%

- **Generic Ballot**
  - Republican candidate: 96.4%
  - Democratic candidate: 3.0%
  - Unsure: 0.6%

- **Image: Joe Biden**
  - Favorable: 1.8%
  - Unfavorable: 98.2%

- **Image: Donald Trump**
  - Favorable: 12.6%
  - Unfavorable: 87.4%

- **Image: Tucker Carlson**
  - Favorable: 17.0%
  - Unfavorable: 59.4%
  - No opinion: 12.8%
  - Never heard of: 9.8%

- **Top Priority**
  - National security: 7.5%
  - Inflation and economy: 44.4%
  - Climate change: 6.0%
  - Abortion: 1.4%
  - Crime and public safety: 7.7%
  - Threats to democracy: 4.4%
  - Gun control: 7.0%
  - Illegal immigration: 31.1%
  - Healthcare: 2.2%

### Democrat Base (42%)

- **Vote Method**
  - Vote in-person on Election Day: 50.3%
  - Vote absentee by mail: 31.0%
  - Vote early in-person: 18.7%

- **US Direction**
  - Right direction: 30.2%
  - Wrong track: 69.8%

- **Generic Ballot**
  - Republican candidate: 2.5%
  - Democratic candidate: 94.0%
  - Unsure: 3.5%

- **Image: Joe Biden**
  - Favorable: 90.5%
  - Unfavorable: 9.5%

- **Image: Donald Trump**
  - Favorable: 12.0%
  - Unfavorable: 87.4%

- **Image: Tucker Carlson**
  - Favorable: 17.0%
  - Unfavorable: 59.4%
  - No opinion: 11.0%
  - Never heard of: 12.8%

- **Top Priority**
  - National security: 4.5%
  - Inflation and economy: 28.2%
  - Climate change: 15.4%
  - Abortion: 6.1%
  - Crime and public safety: 6.6%
  - Threats to democracy: 13.5%
  - Gun control: 14.7%
  - Illegal immigration: 1.5%
  - Healthcare: 8.3%
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 differences in demographics and question responses and named based on the dominating characteristics within the group.
Segmentation Analysis:

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<thead>
<tr>
<th>Segment</th>
<th>Membership</th>
<th>15-Week Abortion Ban</th>
<th>Buck Stops Here</th>
<th>Third Country Asylum</th>
<th>Hollywood Strike</th>
<th>The Unexplained</th>
<th>Celebrities for Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderates (25%)</td>
<td></td>
<td>48.7%</td>
<td>53.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOP Base (33%)</td>
<td></td>
<td>77.4%</td>
<td>76.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Democrat Base (42%)</td>
<td></td>
<td>42.8%</td>
<td>78.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Support**
- **Oppose**
- **Unsure**

**15-Week Abortion Ban**
- 15-week ban with exceptions
- Abortion up until birth
- Unsure

**Buck Stops Here**
- Support
- Oppose
- Unsure

**Third Country Asylum**
- Support
- Oppose
- Unsure

**Hollywood Strike**
- Support
- Oppose
- Unsure

**The Unexplained**
- Honest
- Dishonest
- Unsure

**Celebrities for Office**
- Dwayne 'The Rock' Johnson
- Chris Pratt
- Kelsey Grammer
- Caitlyn Jenner
- Joe Rogan
- Jason Aldean
- Elizabeth Hasselbeck
- Tim Allen
- Oprah Winfrey
- Unsure

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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Moderates (25%)

GOP Base (33%)

Democrat Base (42%)
Segmentation Analysis:

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<tr>
<td>Democrat Base</td>
<td>42%</td>
</tr>
</tbody>
</table>

### Comparative Graphs:

#### Income by Response:

- **Moderates (25%)**
  - Less than $25,000: 19.6%
  - $25,000 - $49,999: 23.5%
  - $50,000 - $74,999: 14.2%
  - $75,000 - $99,999: 10.6%
  - $100,000 - $124,999: 14.0%
  - $125,000+: 17.7%

- **GOP Base (33%)**
  - Less than $25,000: 16.2%
  - $25,000 - $49,999: 26.8%
  - $50,000 - $74,999: 8.8%
  - $75,000 - $99,999: 9.2%
  - $100,000 - $124,999: 17.2%
  - $125,000+: 17.2%

- **Democrat Base (42%)**
  - Less than $25,000: 15.1%
  - $25,000 - $49,999: 21.5%
  - $50,000 - $74,999: 15.9%
  - $75,000 - $99,999: 8.9%
  - $100,000 - $124,999: 14.5%
  - $125,000+: 24.5%

#### Race/Ethnicity:

- **Moderates (25%)**
  - White or Caucasian: 65.6%
  - Asian or Pacific Islander: 3.6%
  - Black or African American: 20.6%
  - Hispanic or Latino: 10.3%

- **GOP Base (33%)**
  - White or Caucasian: 92.5%
  - Asian or Pacific Islander: 1.2%
  - Black or African American: 1.3%
  - Hispanic or Latino: 5.0%

- **Democrat Base (42%)**
  - White or Caucasian: 67.9%
  - Asian or Pacific Islander: 8.0%
  - Black or African American: 16.0%
  - Hispanic or Latino: 10.1%

#### Voter History:

- **Moderates (25%)**
  - Every general election including for president: 37.0%
  - Most general elections, including for president: 29.4%
  - Every general election for president: 12.0%
  - Most general elections for president: 21.6%

- **GOP Base (33%)**
  - Every general election including for president: 99.0%
  - Most general elections, including for president: 20.5%
  - Every general election for president: 4.0%
  - Most general elections for president: 5.5%

- **Democrat Base (42%)**
  - Every general election including for president: 68.2%
  - Most general elections, including for president: 20.8%
  - Every general election for president: 5.0%
  - Most general elections for president: 6.3%

#### Education Level:

- **Moderates (25%)**
  - No degree: 66.1%
  - At least College: 34.9%

- **GOP Base (33%)**
  - No degree: 69.4%
  - At least College: 30.6%

- **Democrat Base (42%)**
  - No degree: 58.0%
  - At least College: 50.0%

#### Region:

- **Moderates (25%)**
  - Midwest: 20.1%
  - Northeast: 17.7%
  - South: 17.3%
  - Southwest: 19.8%
  - West: 18.9%

- **GOP Base (33%)**
  - Midwest: 26.4%
  - Northeast: 15.5%
  - South: 17.1%
  - Southwest: 17.7%
  - West: 16.6%

- **Democrat Base (42%)**
  - Midwest: 20.0%
  - Northeast: 19.9%
  - South: 19.9%
  - Southwest: 14.5%
  - West: 25.8%

25.3% (Freq. = 412)  
32.9% (Freq. = 537)  
41.8% (Freq. = 662)
Demographics

Sex
- 52.5% Female
- 47.5% Male

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

Household Income
- <$25k: 14.7%
- $25k - $50k: 23.9%
- $50k - $75k: 17.4%
- $75k - $100k: 9.1%
- $100k - $125k: 12.6%
- $125k+: 20.4%

Geo - Region
- Mid-Atlantic: 6.7%
- Midwest: 22.4%
- Northeast: 17.9%
- South: 15.2%
- Southwest: 16.8%
- West: 21.0%

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

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

Partisanship
- Strongly Republican: 20.1%
- Mostly Republican: 17.1%
- Independent: 21.6%
- Mostly Democratic: 15.6%
- Strongly Democratic: 23.6%

Ideology
- Very conservative: 19.5%
- Somewhat conservative: 18.7%
- Moderate: 32.9%
- Somewhat liberal: 13.4%
- Very liberal: 12.5%

Voter History
- Every general election including for president and in midterms: 60.6%
- Most general elections, including for president and in some midterms: 22.8%
- Every general election for president but not midterms: 6.6%
- Most general elections for president: 10.0%

Total sample size: 2000