

September 7, 2023



CYGNAL

# Survey of Likely General Election Voters **National**

September 4 – 6, 2023 | n=2000 |  $\pm 2.16\%$

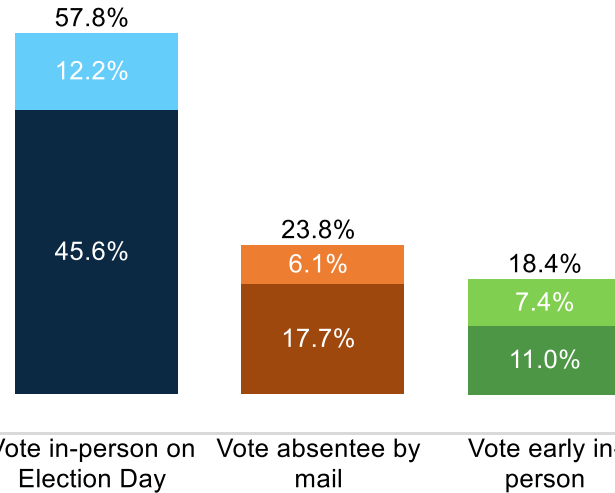
## Insights & Analysis

- The mood of the nation continues to be negative - 61% of voters say the U.S. is **on the wrong track**. The perception of Joe Biden (-8 net favorable) remains very low, with 41% of voters holding a very unfavorable opinion.
  - Donald **Trump** (-7 net fav) is 7 points more favorable with independents than Biden.
- The **Biden-Trump rematch** remains tight, with **Biden** holding a 2-point lead (46% Biden / Trump 44%)
  - 40% of **Independents** would vote for **Trump**, 30% for **Biden**, and 26% are **Undecided**.
- The **generic ballot** has shifted more right-leaning at **R+2**, with Democrats dropping -1 since August and Republicans gaining ground with independents (+4). For context, 2020 ended up around D+5 nationally.
- **Biden** leads by +4 against a **generic Republican** who isn't Trump.
  - **Independents** support for **Biden** drops to 28%, **Republicans** maintain 40%, and **Undecideds** as a whole jump up to 33%.
- A plurality (45%) of voters believe **impeachable evidence** has been released to trigger an impeachment of Joe **Biden**, including nearly a quarter (24%) of **Democrats**.
  - More voters consider the **Democratic** Party to be more **extreme** than the **Republican** Party (45% Dem / 40% Rep), counting over 1/3 of **Democrats** thinking that of their own party. In comparison, only 24% of Republicans believe that of theirs.
- Voters' **top priority** remains definitively **inflation and the Economy** (37%). **Republicans** and **Independents** also prioritize *Illegal Immigration*. **Democrats** continue to find *Gun Control* and *Climate Change* at the top of their priority list.

## Insights & Analysis

- A plurality (48%) of voters have a favorable opinion of the **stock market**, compared to a majority (54%) who have an unfavorable opinion of the **federal government**.
  - **The federal government's** popularity dips with less than a quarter of **Republicans** and independents having a favorable opinion. Interestingly, a majority of **Democrats** have both a favorable opinion toward the **federal government** (61%) and the **stock market** (55%).
- **China** is widely unpopular with American voters. 70% of voters have an unfavorable opinion of the country.
- Over **70%** of voters want **restrictions on abortion**, while only 17% believe it should be legal until birth.
  - 27% of **Republicans** think it should be completely illegal. 30% of **Democrats** think it should be legal until birth, and 72% of **Independents** believe abortion should be limited after 15 weeks or before.
- The PGA Tour (+23 net fav) is way more popular than LIV Golf Tour (-3 net fav), and Jay Monahan is essentially completely unknown (+3 net fav, 74% Never heard of / No opinion).

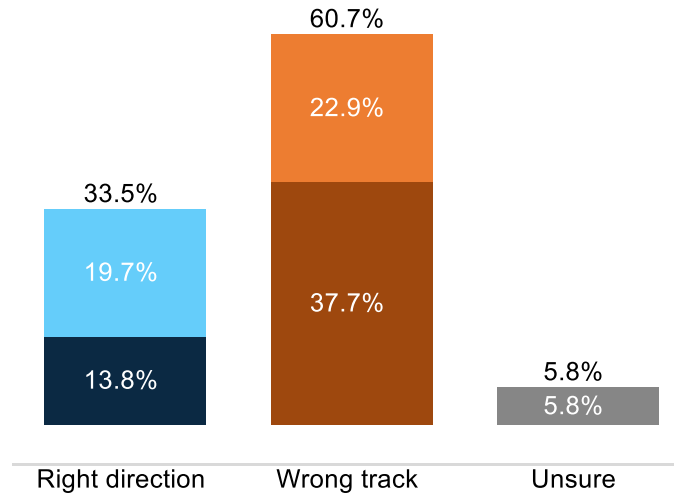
# Vote Method



		Demographic																																			
		Age								Race								Gender								Education											
		F				M				White				Black				Hispanic				Asian				Other				College				No College			
		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			
How likely are you to vote?	Definitely vote	65%	77%	79%	78%	81%	76%	68%	77%	69%	72%	78%	70%	74%	79%	75%	74%	74%	76%	64%	80%	77%	64%	66%	74%	78%	76%	79%	71%	53%	66%	83%	63%	60%			
	Probably vote	35%	23%	21%	22%	19%	24%	32%	23%	31%	28%	22%	30%	26%	21%	25%	26%	26%	24%	36%	20%	23%	36%	34%	26%	22%	24%	21%	29%	47%	34%	17%	37%	40%			
How likely are you to vote in-person on Election Day?	Vote in-person on Election Day	59%	49%	72%	51%	64%	61%	55%	51%	68%	63%	70%	62%	46%	45%	65%	53%	61%	66%	48%	55%	59%	57%	53%	66%	46%	71%	58%	57%	61%	56%	57%	57%	61%			
	Vote absentee by mail	22%	33%	11%	30%	20%	19%	26%	29%	15%	21%	19%	9%	28%	42%	16%	28%	23%	16%	32%	27%	23%	16%	26%	17%	34%	14%	24%	24%	25%	24%	25%	22%	22%			
How likely are you to vote early in-person?	Vote early in-person	19%	18%	17%	19%	16%	20%	18%	20%	17%	16%	11%	30%	27%	13%	18%	19%	17%	19%	19%	18%	17%	27%	21%	18%	21%	15%	18%	19%	14%	19%	18%	20%	17%			
	Definitely vote in-person on Election Day	42%	39%	60%	40%	55%	48%	40%	42%	52%	50%	59%	45%	36%	36%	53%	41%	48%	52%	33%	47%	48%	41%	40%	52%	37%	57%	49%	43%	35%	40%	50%	38%	42%			
How likely are you to vote absentee by mail?	Probably vote in-person on Election Day	16%	9%	12%	11%	9%	13%	15%	9%	16%	14%	11%	16%	10%	9%	12%	12%	13%	15%	8%	12%	16%	13%	13%	9%	13%	9%	14%	26%	16%	7%	19%	19%				
	Definitely vote absentee by mail	14%	26%	8%	23%	15%	15%	19%	22%	7%	14%	13%	3%	21%	37%	11%	21%	16%	12%	22%	21%	18%	9%	15%	12%	27%	10%	18%	18%	13%	16%	21%	13%	12%			
How likely are you to vote early in-person?	Probably vote absentee by mail	8%	7%	3%	6%	5%	4%	7%	8%	7%	7%	5%	5%	7%	5%	5%	6%	7%	3%	10%	6%	5%	7%	11%	5%	7%	3%	6%	6%	12%	8%	4%	9%	10%			
	Definitely vote early in-person	9%	11%	10%	14%	11%	13%	9%	13%	9%	8%	6%	21%	16%	7%	11%	11%	10%	11%	8%	12%	11%	14%	11%	10%	15%	8%	12%	10%	5%	10%	12%	11%	6%			
How likely are you to vote in-person on Election Day?	Probably vote early in-person	11%	7%	6%	5%	5%	7%	10%	7%	8%	7%	5%	9%	10%	6%	8%	8%	7%	7%	11%	6%	6%	13%	10%	8%	6%	7%	6%	9%	9%	10%	6%	9%	11%			

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

# US Direction

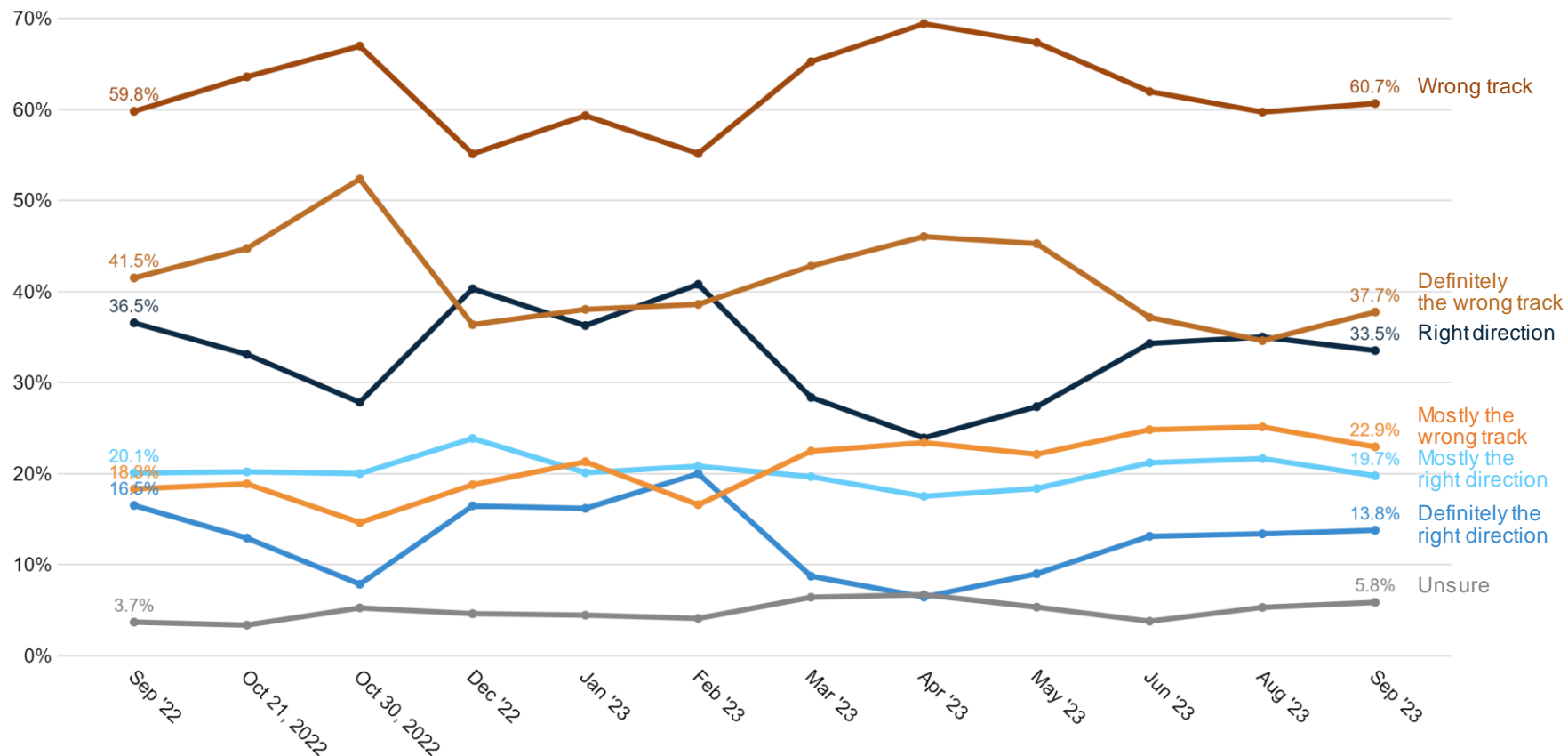


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Right direction	31%	30%	46%	27%	50%	27%	28%	35%	35%	29%	41%	27%	30%	40%	55%	28%	24%	10%	19%	65%	32%	47%	36%	36%	31%	46%	43%	27%	14%	30%	36%	30%	29%
Wrong track	62%	66%	50%	66%	47%	66%	65%	61%	56%	68%	54%	66%	66%	52%	39%	65%	71%	87%	72%	30%	64%	40%	58%	57%	65%	50%	54%	66%	65%	62%	61%	62%	55%
Definitely the right direction	11%	10%	26%	6%	29%	7%	10%	12%	6%	11%	19%	12%	10%	19%	33%	8%	8%	4%	3%	30%	14%	18%	12%	19%	9%	28%	21%	9%	2%	6%	18%	8%	9%
Mostly the right direction	20%	19%	20%	20%	21%	20%	18%	23%	29%	19%	21%	15%	19%	21%	23%	20%	16%	6%	17%	35%	18%	29%	25%	18%	22%	18%	22%	18%	13%	25%	19%	22%	19%
Mostly the wrong track	31%	21%	20%	18%	16%	22%	26%	25%	22%	28%	21%	23%	23%	19%	19%	26%	20%	22%	30%	20%	22%	19%	32%	24%	18%	25%	20%	25%	32%	39%	18%	31%	27%
Definitely the wrong track	30%	45%	30%	48%	31%	44%	39%	36%	34%	40%	32%	43%	43%	33%	20%	39%	51%	65%	43%	9%	42%	20%	26%	33%	47%	25%	33%	41%	33%	23%	43%	32%	29%
Unsure	8%	4%	4%	8%	3%	7%	7%	4%	10%	3%	6%	7%	5%	8%	5%	6%	5%	3%	9%	6%	4%	13%	5%	6%	4%	4%	3%	7%	20%	7%	3%	7%	16%

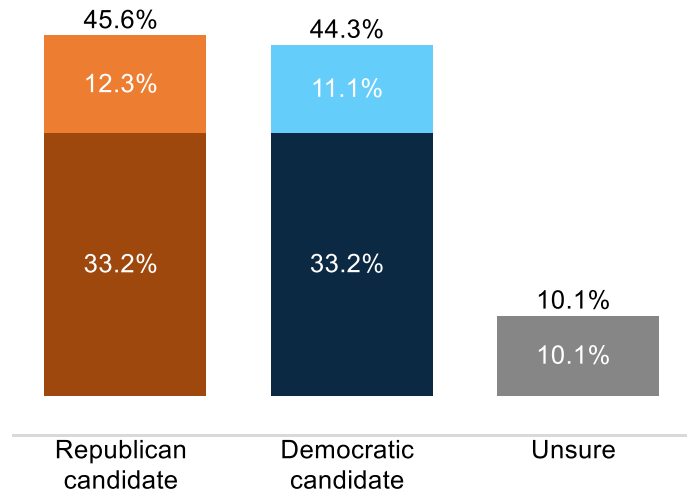
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?



# Trend: US Direction



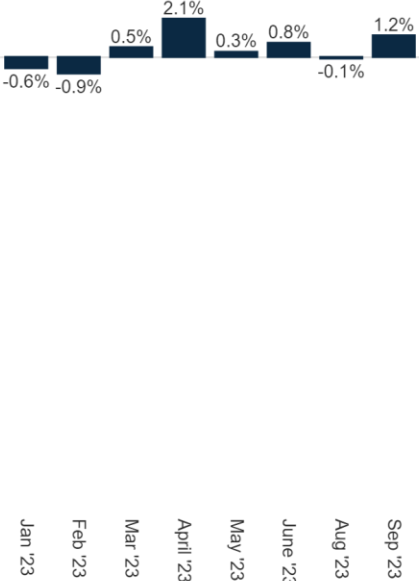
# Generic Ballot



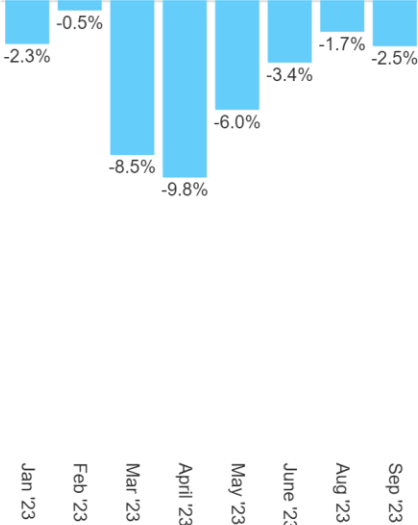
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	38%	48%	45%	53%	41%	56%	45%	39%	40%	48%	43%	54%	45%	41%	27%	47%	59%	93%	39%	5%	51%	19%	39%	43%	51%	43%	40%	49%	48%	46%	34%
Democratic candidate	48%	43%	48%	37%	54%	33%	43%	50%	45%	41%	47%	36%	45%	51%	64%	42%	31%	3%	32%	91%	41%	63%	49%	46%	42%	50%	52%	39%	47%	42%	36%
Definitely the Republican candidate	23%	39%	30%	44%	30%	42%	33%	28%	30%	33%	31%	39%	34%	31%	20%	34%	44%	75%	20%	2%	39%	9%	21%	29%	42%	28%	29%	36%	39%	28%	19%
Probably the Republican candidate	14%	9%	16%	10%	11%	14%	12%	11%	10%	15%	12%	15%	11%	9%	7%	14%	14%	19%	19%	3%	12%	10%	18%	15%	9%	14%	11%	13%	9%	18%	15%
Probably the Democratic candidate	13%	8%	13%	11%	12%	11%	10%	12%	8%	11%	10%	10%	13%	13%	11%	12%	8%	2%	23%	13%	9%	15%	16%	11%	9%	11%	12%	10%	8%	16%	13%
Definitely the Democratic candidate	34%	36%	35%	27%	42%	22%	34%	38%	37%	30%	37%	26%	32%	38%	53%	30%	23%	1%	9%	78%	32%	48%	33%	35%	33%	40%	40%	29%	39%	26%	23%
Unsure	15%	9%	7%	10%	5%	11%	12%	11%	14%	11%	10%	10%	10%	9%	9%	11%	10%	3%	29%	4%	8%	18%	12%	10%	7%	7%	8%	11%	5%	12%	30%

# Generic Ballot Movement

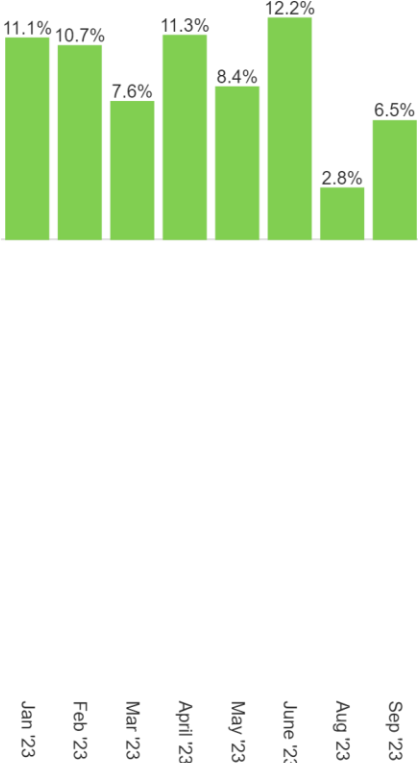
Overall (%Rep-%Dem)



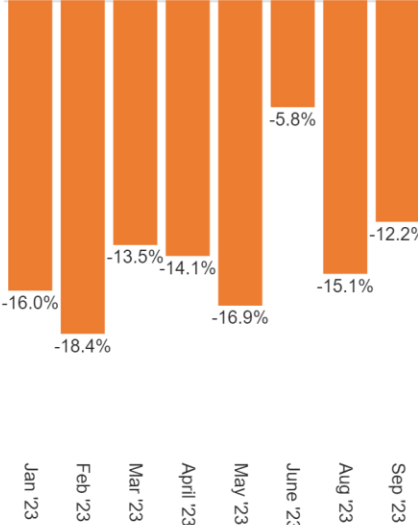
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)

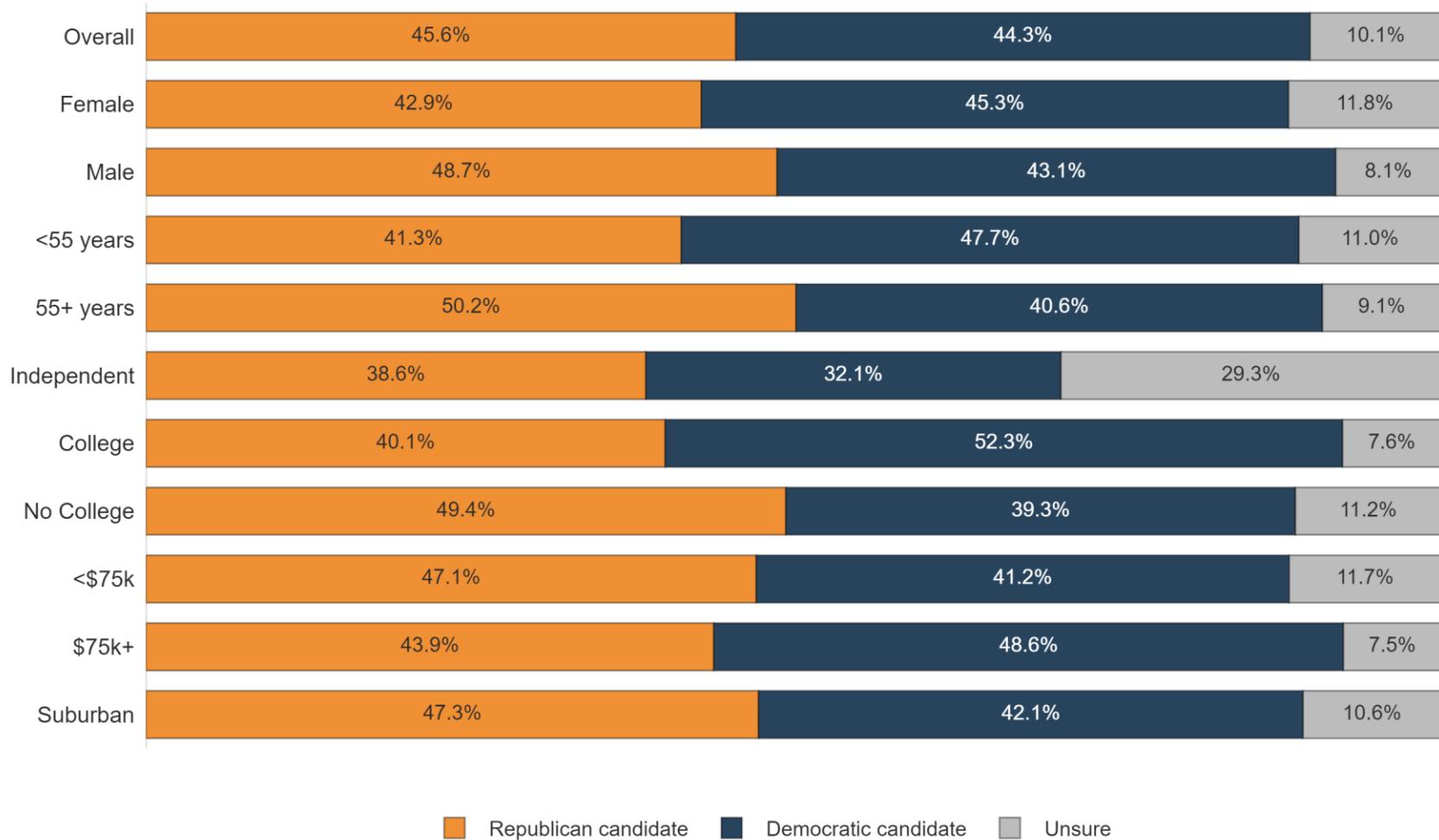




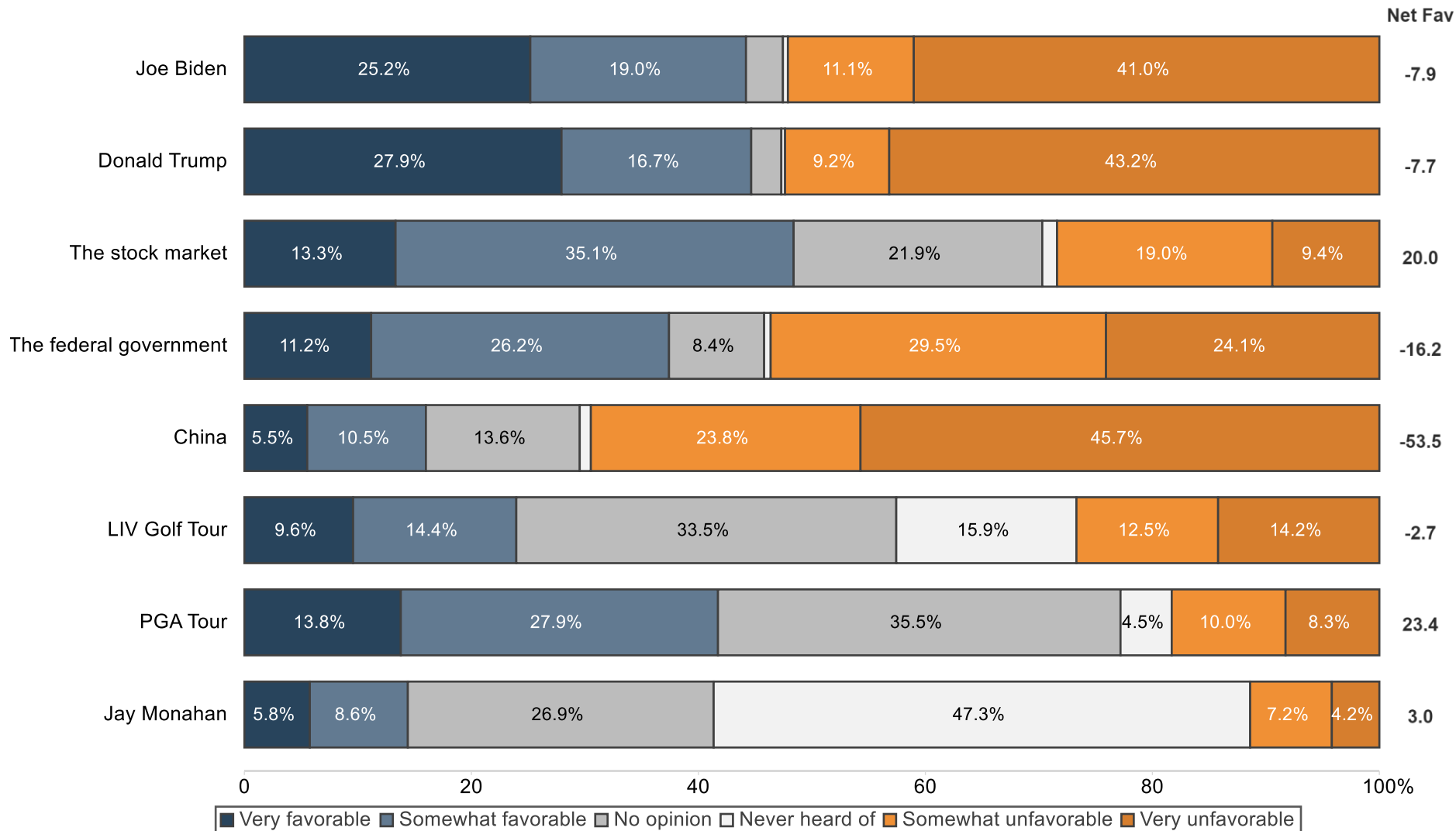
# Percent Change: Generic Ballot (Aug 2023 to Sep 2023)

	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	Swing Voter	Always Voter	Pres Yr Vote	Occasional Voter
Republican candidate	-1%	-2%	4%	1%	2%	2%	-3%	3%	-3%	0%	2%	4%	-6%	2%	-5%	1%	3%	1%	-1%	0%	-1%	0%	4%	3%	-1%	3%	2%	-1%	1%	2%	1%	-8%
Democratic candidate	-2%	1%	-1%	-3%	1%	-2%	0%	-3%	0%	-1%	-4%	-5%	5%	-2%	4%	-3%	-2%	0%	-5%	0%	0%	-3%	-7%	-4%	0%	-2%	-1%	-1%	-1%	-1%	0%	-3%
Definitely the Republican candidate	-1%	0%	4%	2%	2%	3%	-2%	5%	0%	-4%	4%	-1%	2%	5%	-2%	1%	4%	1%	2%	0%	0%	3%	3%	2%	1%	0%	3%	0%	0%	2%	2%	-3%
Probably the Republican candidate	0%	-2%	0%	-2%	0%	-1%	0%	-2%	-4%	4%	-2%	5%	-7%	-3%	-3%	0%	-1%	-1%	-4%	0%	0%	-3%	1%	1%	-2%	2%	-1%	-1%	1%	-1%	-1%	-4%
Probably the Democratic candidate	-5%	1%	-3%	3%	0%	-1%	-3%	-1%	-5%	-1%	-4%	0%	1%	-1%	-3%	-1%	0%	0%	1%	-4%	-1%	-2%	-5%	-5%	2%	-5%	-1%	-2%	-1%	0%	-3%	-4%
Definitely the Democratic candidate	3%	0%	2%	-6%	1%	-2%	3%	-1%	6%	0%	1%	-4%	5%	-1%	7%	-2%	-2%	0%	-6%	4%	2%	-1%	-3%	1%	-2%	3%	0%	1%	0%	0%	3%	1%
Unsure	3%	1%	-3%	2%	-2%	0%	2%	0%	3%	1%	2%	1%	0%	-1%	1%	2%	-2%	0%	7%	0%	0%	3%	4%	1%	0%	-1%	-1%	2%	0%	-1%	-1%	11%

# Generic Ballot by Key Voter Groups

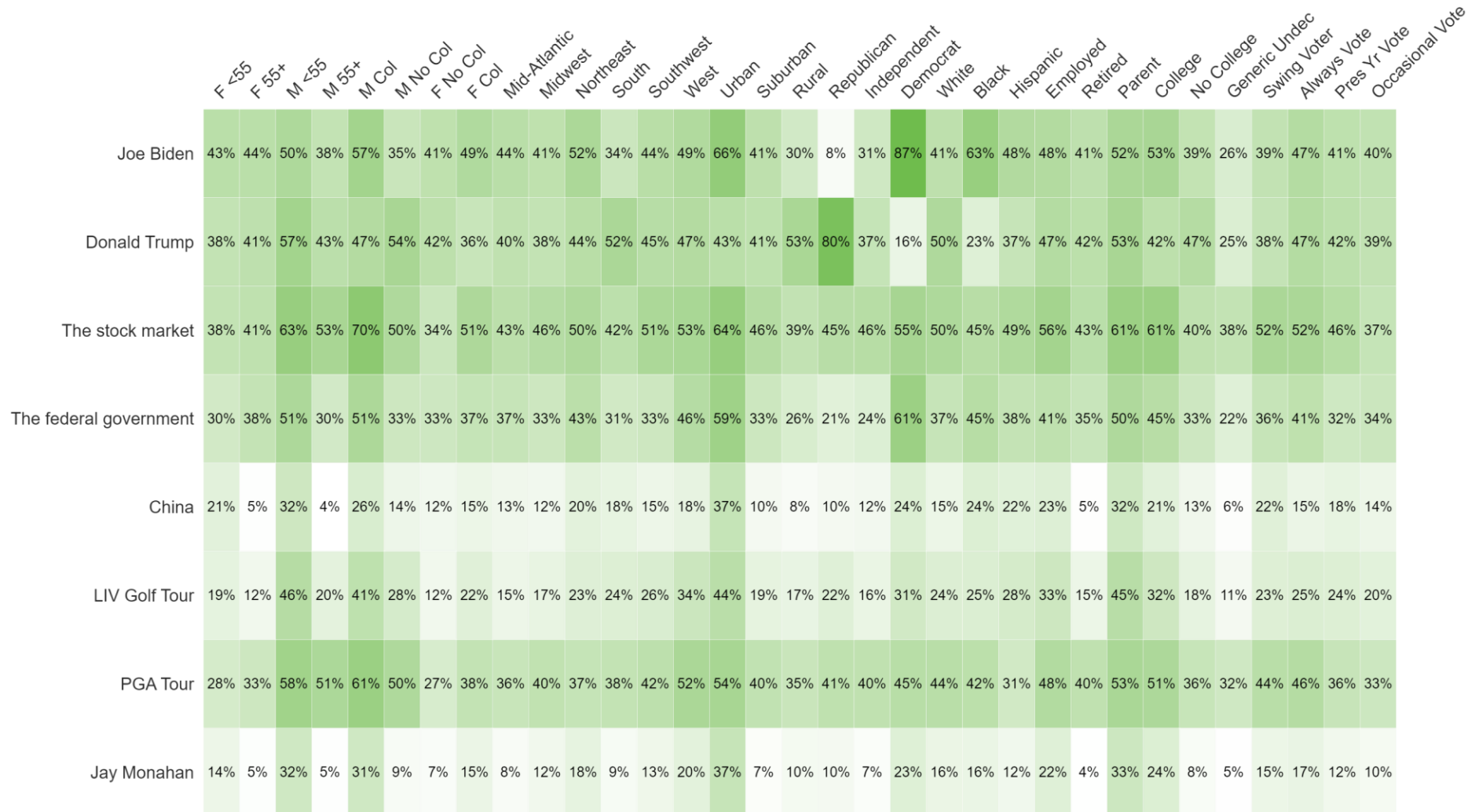


# Image Tests



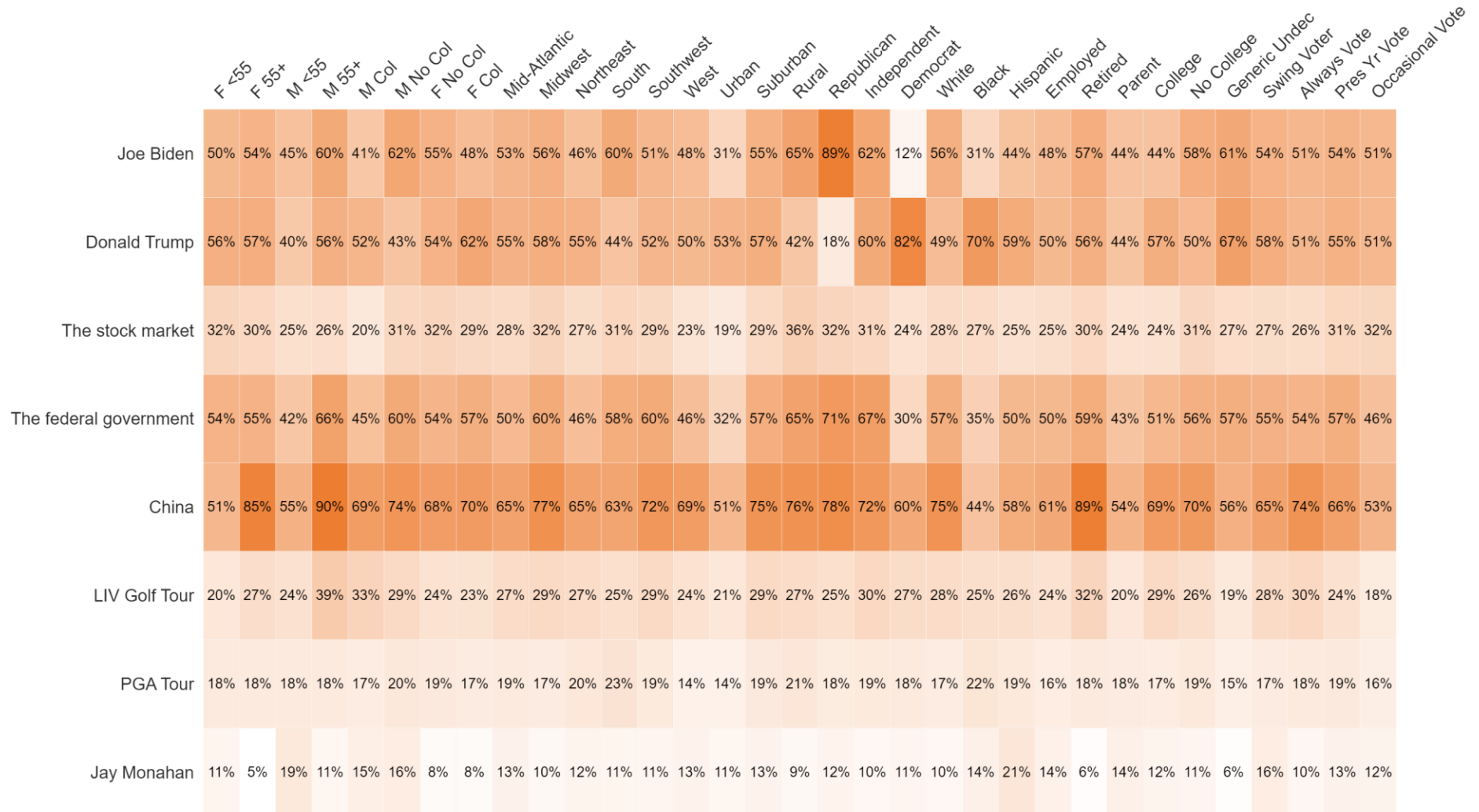
# Image Tests Heatmap - Favorable

Favorable

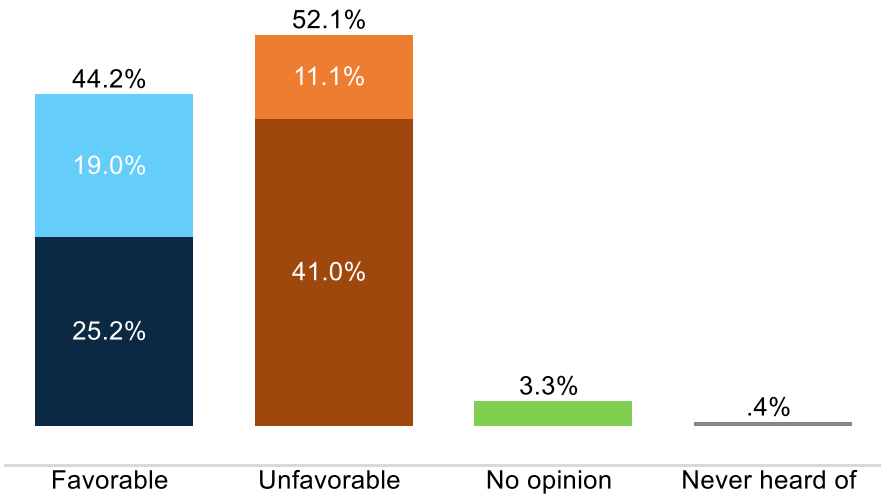


# Image Tests Heatmap - Unfavorable

Unfavorable



# Image: Joe Biden

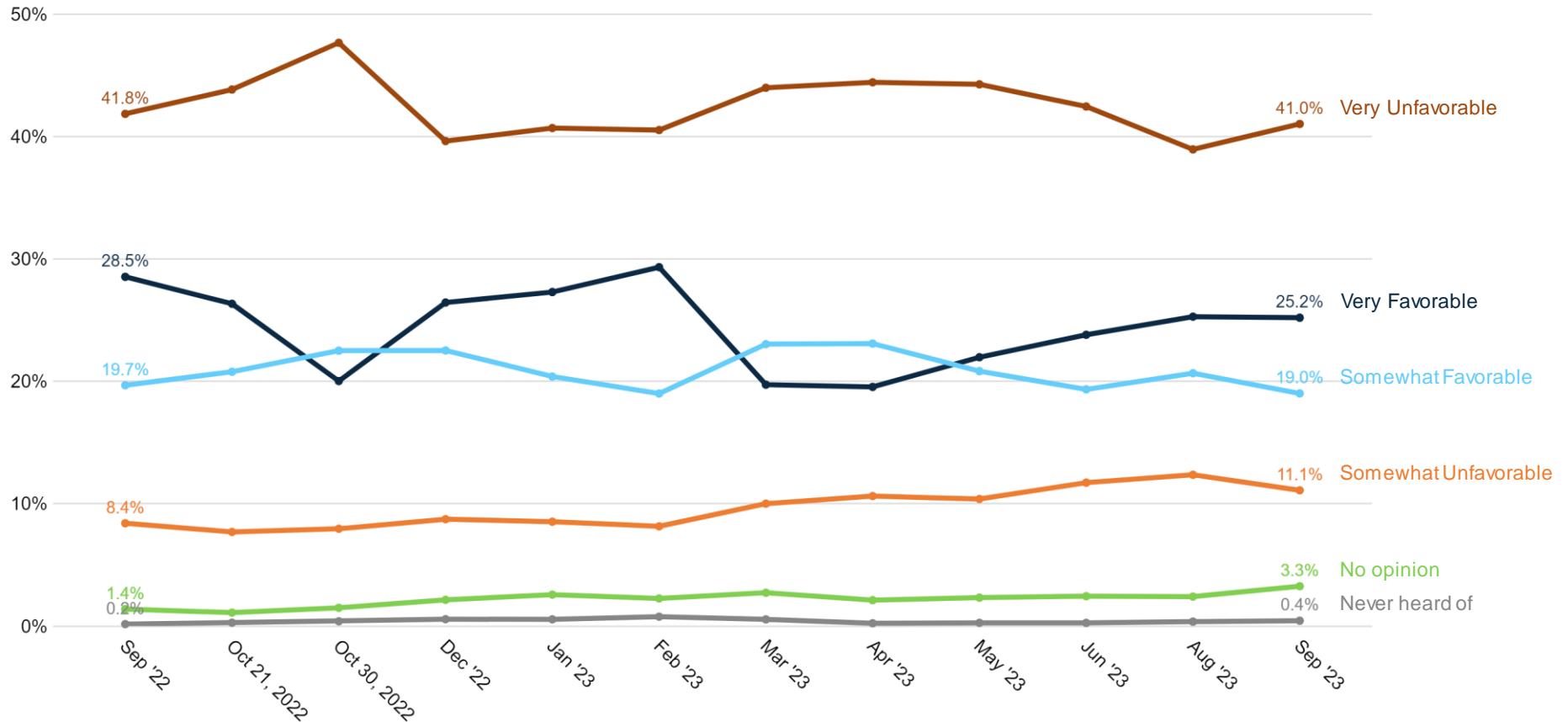


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	43%	44%	50%	38%	57%	35%	41%	49%	44%	41%	52%	34%	44%	49%	66%	41%	30%	8%	31%	87%	41%	63%	48%	48%	41%	52%	53%	39%	26%	39%	47%	41%	40%
Unfavorable Total	50%	54%	45%	60%	41%	62%	55%	48%	53%	56%	46%	60%	51%	48%	31%	55%	65%	89%	62%	12%	56%	31%	44%	48%	57%	44%	44%	58%	61%	54%	51%	54%	51%
Very favorable	22%	24%	33%	20%	39%	17%	22%	26%	21%	22%	31%	20%	24%	30%	45%	21%	16%	4%	10%	55%	25%	38%	28%	28%	24%	35%	33%	20%	5%	12%	31%	17%	16%
Somewhat favorable	21%	19%	17%	18%	17%	18%	19%	23%	23%	19%	21%	13%	21%	19%	21%	21%	14%	4%	21%	32%	17%	25%	21%	20%	17%	17%	20%	19%	21%	27%	16%	24%	23%
Somewhat unfavorable	16%	7%	10%	11%	9%	11%	12%	11%	11%	12%	9%	13%	9%	12%	11%	12%	9%	11%	18%	7%	9%	12%	11%	12%	8%	12%	10%	12%	25%	24%	7%	16%	18%
Very unfavorable	34%	47%	35%	49%	32%	51%	42%	37%	42%	44%	37%	46%	42%	36%	20%	43%	57%	77%	44%	5%	47%	19%	33%	36%	50%	33%	34%	46%	36%	31%	44%	38%	33%
No opinion	5%	2%	4%	1%	2%	2%	4%	2%	3%	2%	2%	6%	4%	3%	3%	3%	4%	3%	7%	1%	2%	5%	7%	4%	1%	3%	2%	3%	12%	6%	2%	4%	9%
Never heard of	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	2%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%

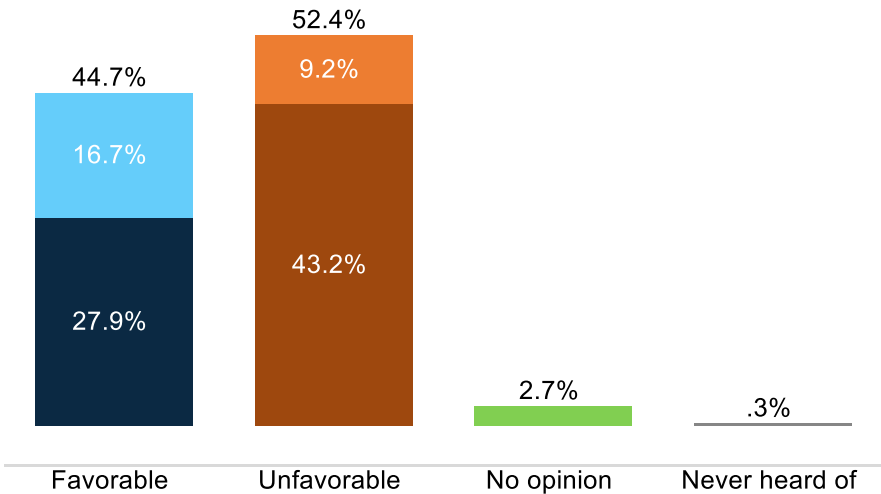
Do you have a favorable or unfavorable opinion of Joe Biden?



# Trend: Joe Biden Image



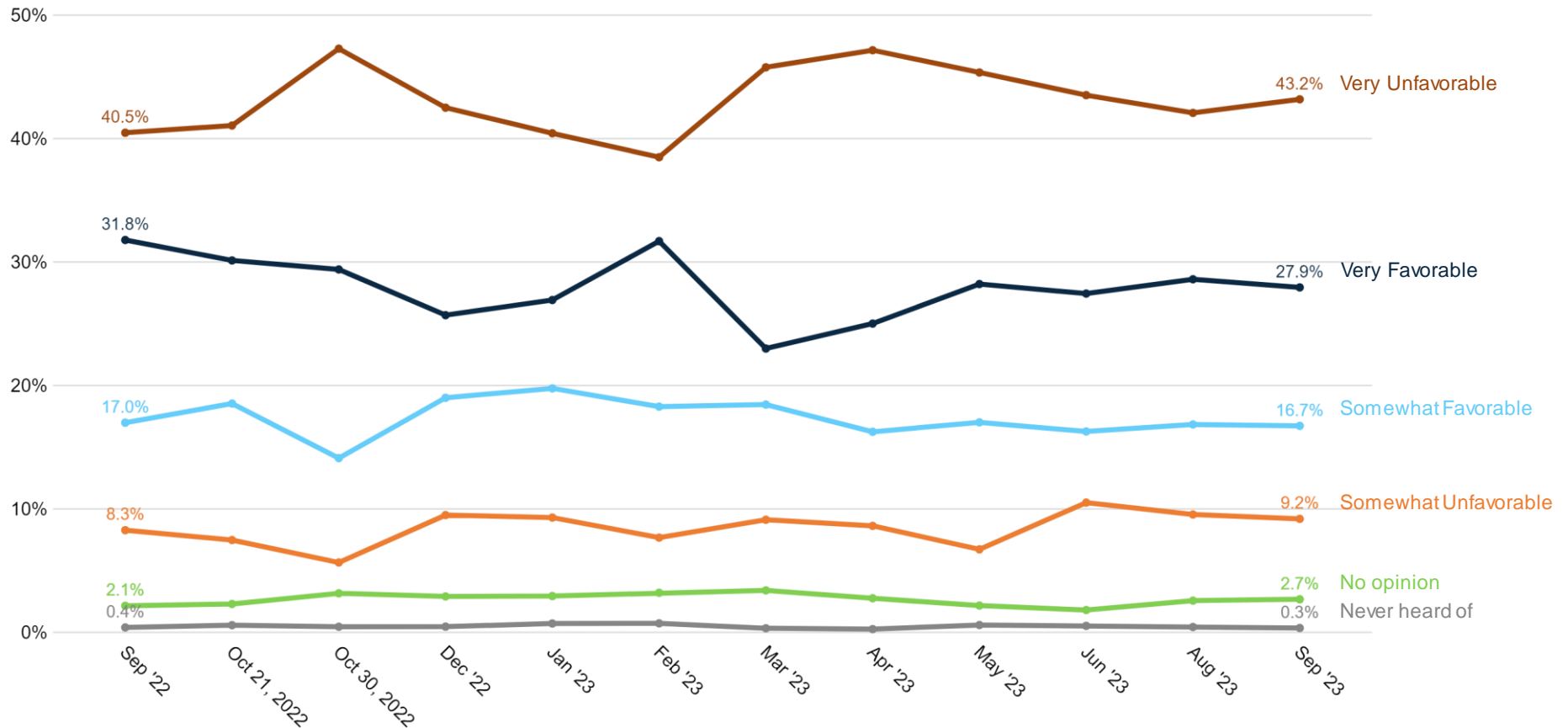
# Image: Donald Trump



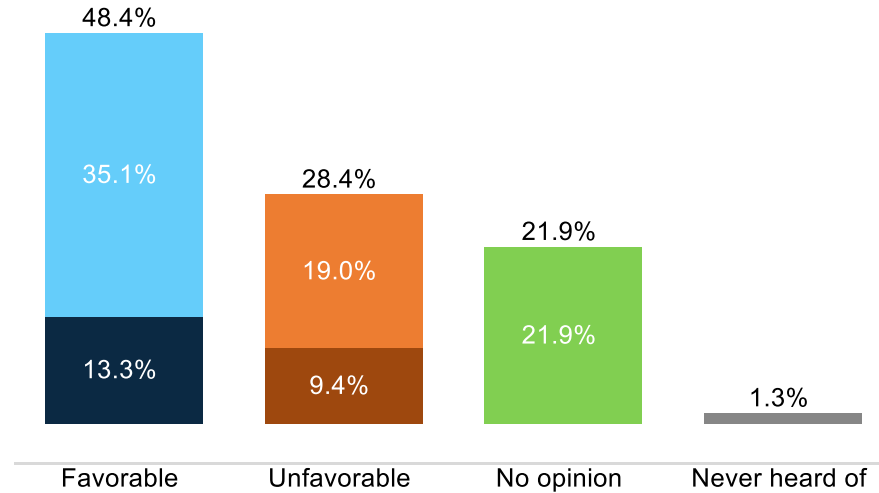
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	38%	41%	57%	43%	47%	54%	42%	36%	40%	38%	44%	52%	45%	47%	43%	41%	53%	80%	37%	16%	50%	23%	37%	47%	42%	53%	42%	47%	25%	38%	47%	42%	39%
Unfavorable Total	56%	57%	40%	56%	52%	43%	54%	62%	55%	58%	55%	44%	52%	50%	53%	57%	42%	18%	60%	82%	49%	70%	59%	50%	56%	44%	57%	50%	67%	58%	51%	55%	51%
Very favorable	23%	23%	38%	28%	30%	37%	27%	17%	26%	24%	27%	32%	28%	30%	27%	26%	33%	54%	17%	9%	31%	12%	27%	29%	28%	34%	24%	31%	7%	18%	31%	23%	22%
Somewhat favorable	15%	18%	19%	15%	17%	16%	15%	19%	14%	15%	17%	20%	17%	17%	15%	20%	26%	20%	7%	19%	11%	10%	18%	14%	20%	18%	16%	18%	19%	16%	19%	17%	
Somewhat unfavorable	11%	9%	9%	6%	9%	7%	9%	12%	10%	12%	10%	8%	8%	7%	11%	9%	9%	10%	9%	9%	12%	11%	11%	8%	12%	10%	8%	14%	13%	7%	13%	10%	
Very unfavorable	45%	48%	31%	50%	43%	36%	45%	50%	45%	46%	45%	35%	44%	43%	42%	48%	33%	8%	51%	73%	39%	59%	49%	40%	49%	32%	46%	42%	53%	45%	44%	42%	41%
No opinion	5%	1%	3%	1%	1%	2%	3%	2%	3%	4%	1%	4%	3%	2%	3%	2%	4%	2%	3%	2%	2%	6%	4%	3%	1%	3%	1%	3%	7%	5%	2%	2%	9%
Never heard of	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%

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

# Trend: Donald Trump Image



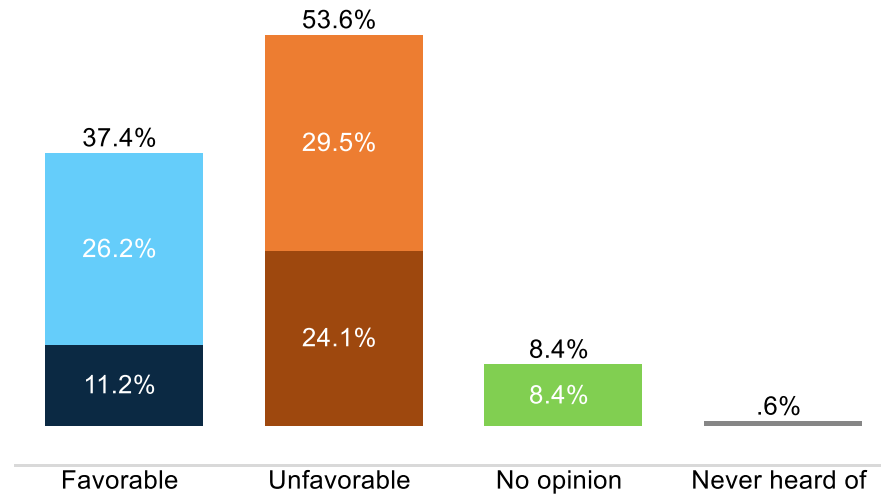
# Image: The stock market



	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	38%	41%	63%	53%	70%	50%	34%	51%	43%	46%	50%	42%	51%	53%	64%	46%	39%	45%	46%	55%	50%	45%	49%	56%	43%	61%	61%	40%	38%	52%	52%	46%	37%
Unfavorable Total	32%	30%	25%	26%	20%	31%	32%	29%	28%	32%	27%	31%	29%	23%	19%	29%	36%	32%	31%	24%	28%	27%	25%	25%	30%	24%	24%	31%	27%	27%	26%	31%	32%
Very favorable	11%	5%	30%	8%	27%	14%	6%	12%	8%	10%	15%	11%	14%	19%	28%	9%	10%	11%	9%	18%	14%	15%	12%	19%	6%	26%	20%	9%	9%	11%	15%	11%	10%
Somewhat favorable	27%	36%	34%	46%	43%	36%	28%	39%	35%	37%	35%	31%	38%	34%	36%	38%	29%	34%	37%	36%	37%	30%	37%	38%	37%	35%	41%	31%	29%	42%	37%	35%	27%
Somewhat unfavorable	21%	20%	16%	19%	13%	21%	20%	21%	22%	23%	17%	20%	19%	15%	13%	19%	24%	21%	19%	17%	19%	16%	16%	17%	21%	16%	17%	20%	16%	19%	18%	21%	17%
Very unfavorable	11%	9%	9%	7%	7%	10%	11%	8%	6%	10%	10%	11%	10%	8%	6%	10%	12%	11%	11%	7%	8%	12%	9%	8%	10%	8%	7%	11%	10%	8%	8%	10%	15%
No opinion	27%	29%	11%	20%	10%	19%	33%	18%	28%	20%	21%	26%	17%	23%	16%	23%	24%	22%	22%	20%	21%	27%	24%	17%	26%	15%	13%	27%	33%	19%	21%	22%	29%
Never heard of	3%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	0%	0%	2%	1%	2%	1%	1%	2%	2%

Do you have a favorable or unfavorable opinion of the stock market?

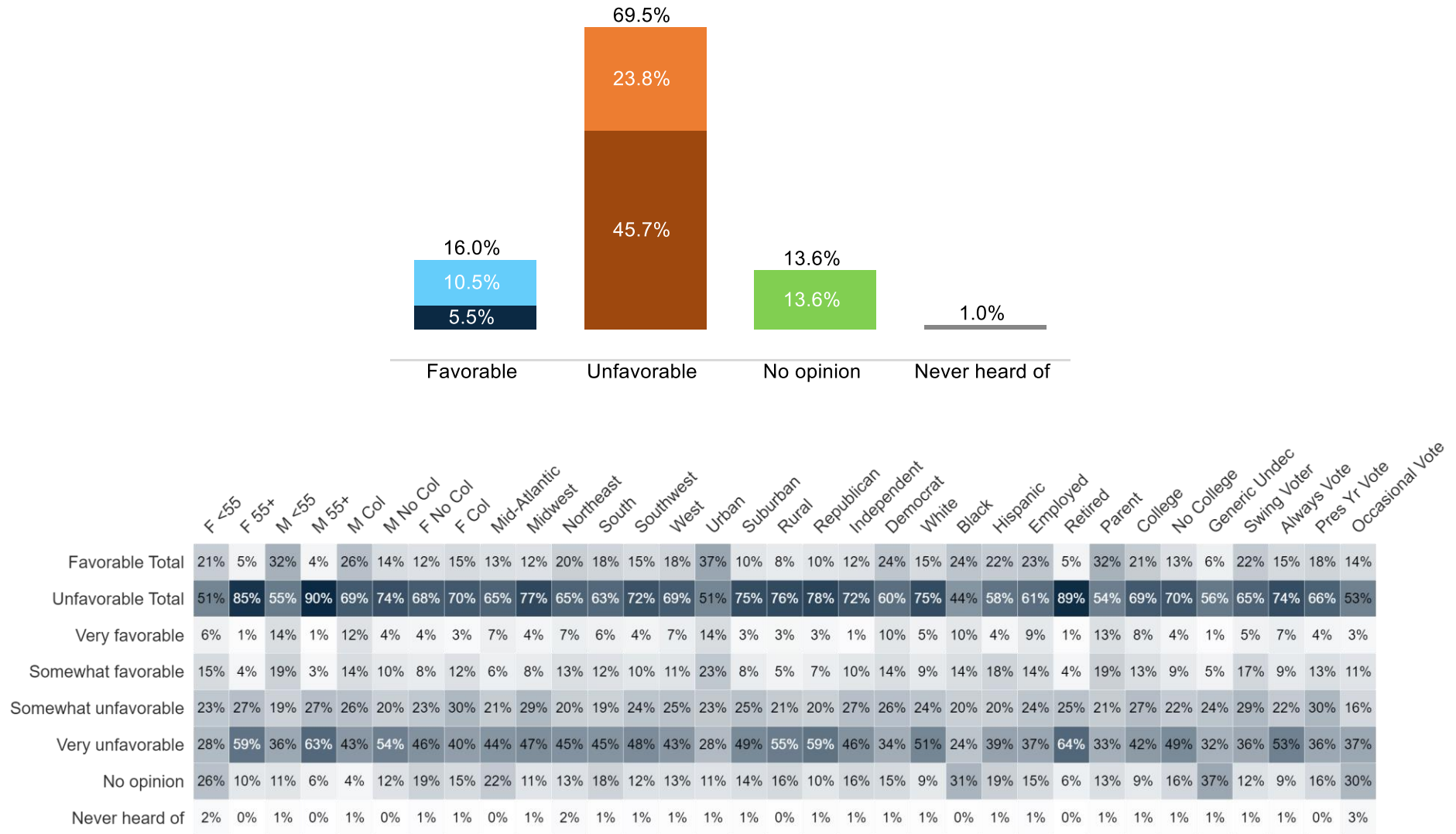
# Image: The federal government



	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	30%	38%	51%	30%	51%	33%	33%	37%	37%	33%	43%	31%	33%	46%	59%	33%	26%	21%	24%	61%	37%	45%	38%	41%	35%	50%	45%	33%	22%	36%	41%	32%	34%
Unfavorable Total	54%	55%	42%	66%	45%	60%	54%	57%	50%	60%	46%	58%	60%	46%	32%	57%	65%	71%	67%	30%	57%	35%	50%	50%	59%	43%	51%	56%	57%	55%	54%	57%	46%
Very favorable	9%	5%	26%	3%	26%	7%	6%	10%	9%	8%	12%	8%	10%	17%	30%	6%	6%	5%	2%	22%	12%	14%	11%	17%	4%	25%	18%	6%	2%	7%	14%	6%	8%
Somewhat favorable	21%	33%	25%	27%	26%	26%	27%	27%	28%	25%	31%	22%	23%	29%	30%	28%	21%	17%	22%	38%	25%	31%	27%	24%	31%	25%	26%	26%	21%	30%	27%	25%	26%
Somewhat unfavorable	32%	34%	19%	34%	22%	29%	31%	37%	29%	32%	25%	33%	35%	24%	19%	32%	34%	34%	37%	22%	31%	19%	30%	27%	34%	23%	29%	30%	30%	37%	28%	35%	23%
Very unfavorable	23%	20%	23%	32%	23%	31%	22%	21%	21%	27%	21%	26%	24%	22%	13%	25%	32%	37%	31%	9%	26%	16%	21%	23%	25%	20%	22%	26%	27%	18%	26%	21%	22%
No opinion	15%	7%	6%	4%	3%	7%	14%	5%	13%	7%	9%	10%	7%	7%	8%	9%	8%	7%	8%	6%	19%	12%	9%	6%	7%	4%	11%	19%	8%	5%	11%	19%	
Never heard of	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	2%	0%	1%	0%	1%	

Do you have a favorable or unfavorable opinion of the federal government?

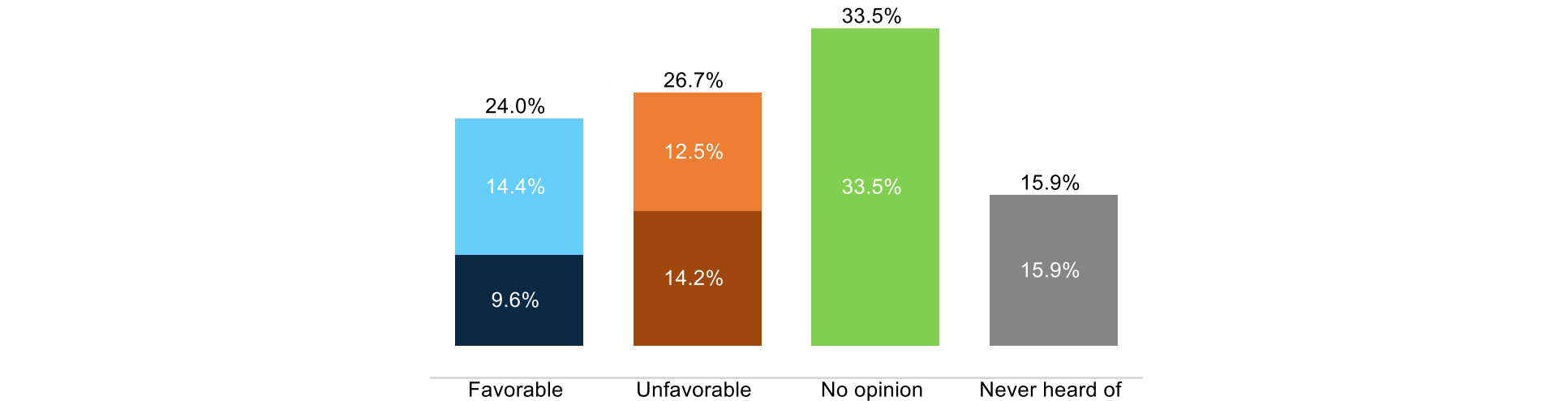
# Image: China



Do you have a favorable or unfavorable opinion of China?



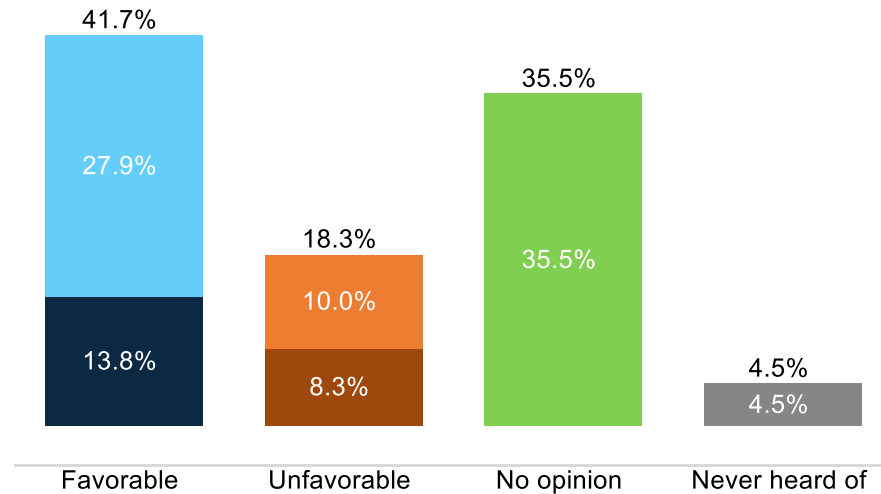
# Image: LIV Golf Tour



	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	19%	12%	46%	20%	41%	28%	12%	22%	15%	17%	23%	24%	26%	34%	44%	19%	17%	22%	16%	31%	24%	25%	28%	33%	15%	45%	32%	18%	11%	23%	25%	24%	20%
Unfavorable Total	20%	27%	24%	39%	33%	29%	24%	23%	27%	29%	27%	25%	29%	24%	21%	29%	27%	25%	30%	27%	28%	25%	26%	24%	32%	20%	29%	26%	19%	28%	30%	24%	18%
Very favorable	7%	4%	23%	4%	22%	8%	4%	7%	4%	6%	11%	9%	9%	14%	23%	5%	6%	6%	4%	16%	10%	12%	10%	15%	4%	22%	15%	6%	3%	6%	12%	7%	6%
Somewhat favorable	12%	8%	23%	15%	19%	20%	8%	15%	11%	11%	12%	14%	16%	20%	20%	13%	11%	16%	12%	15%	14%	13%	18%	18%	11%	23%	17%	13%	7%	17%	13%	16%	14%
Somewhat unfavorable	10%	11%	12%	18%	18%	13%	9%	14%	12%	13%	9%	11%	15%	14%	10%	13%	13%	14%	12%	11%	13%	13%	12%	14%	12%	16%	10%	6%	16%	14%	12%	8%	
Very unfavorable	10%	16%	12%	20%	15%	16%	15%	10%	16%	15%	18%	14%	14%	10%	10%	16%	15%	11%	18%	16%	15%	12%	12%	11%	18%	8%	13%	15%	13%	13%	16%	12%	10%
No opinion	37%	41%	22%	33%	20%	33%	40%	35%	40%	35%	33%	33%	33%	31%	24%	36%	38%	36%	39%	27%	32%	36%	27%	29%	37%	22%	27%	37%	46%	34%	32%	33%	40%
Never heard of	24%	20%	8%	8%	5%	11%	24%	19%	18%	20%	17%	19%	13%	11%	12%	17%	18%	17%	15%	16%	16%	14%	20%	14%	16%	13%	12%	19%	24%	15%	13%	19%	21%

Do you have a favorable or unfavorable opinion of LIV Golf Tour?

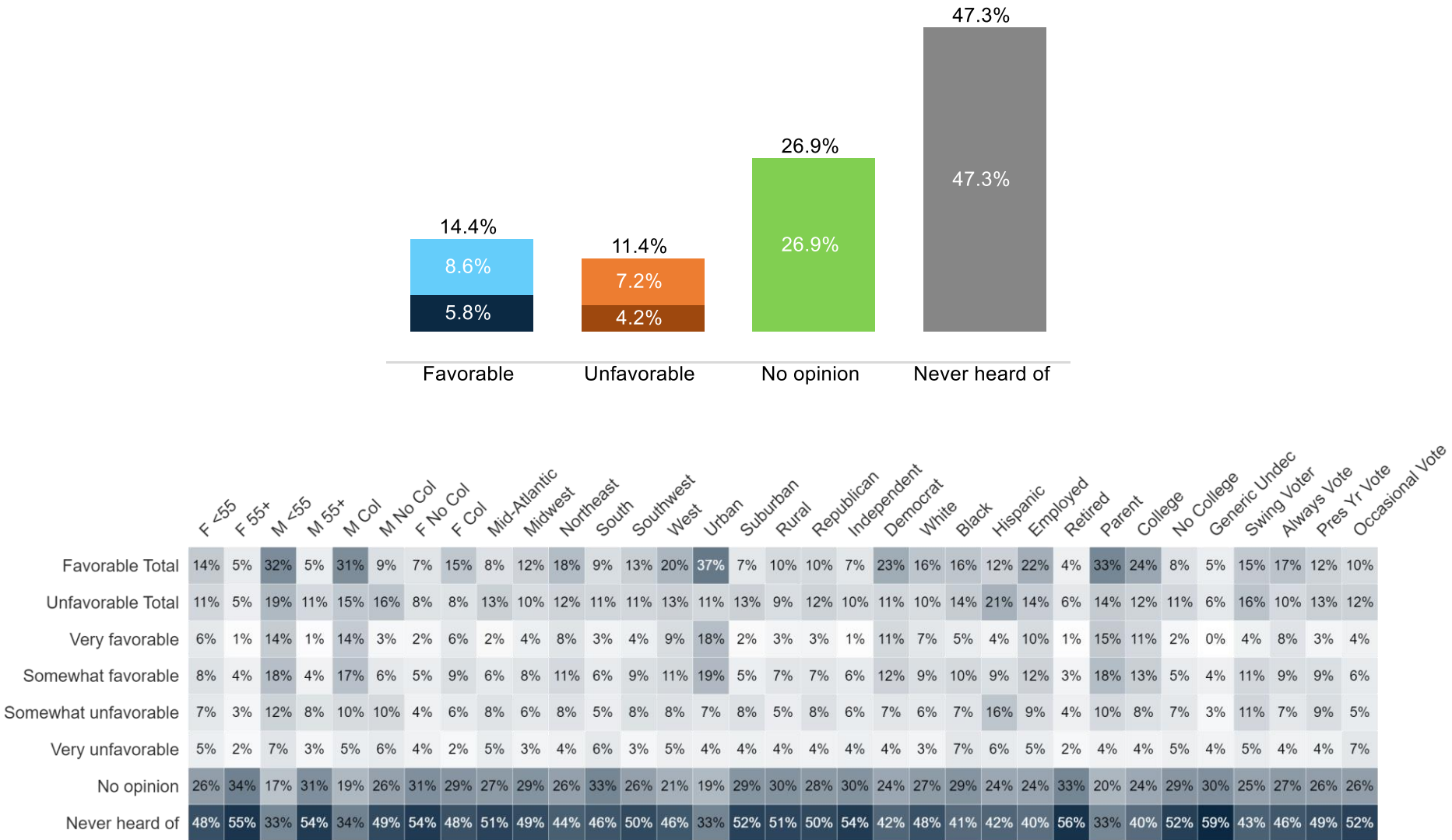
# Image: PGA Tour



	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%	33%	58%	51%	61%	50%	27%	38%	36%	40%	37%	38%	42%	52%	54%	40%	35%	41%	40%	45%	44%	42%	31%	48%	40%	53%	51%	36%	32%	44%	46%	36%	33%
Unfavorable Total	18%	18%	18%	18%	17%	20%	19%	17%	19%	17%	20%	23%	19%	14%	14%	19%	21%	18%	19%	18%	17%	22%	19%	16%	18%	17%	19%	15%	17%	18%	19%	16%	
Very favorable	9%	9%	25%	12%	26%	13%	8%	12%	6%	13%	14%	13%	11%	19%	25%	10%	11%	13%	8%	19%	16%	11%	8%	17%	11%	25%	20%	10%	4%	9%	17%	9%	10%
Somewhat favorable	19%	24%	33%	40%	35%	37%	19%	26%	30%	27%	23%	25%	31%	33%	29%	29%	24%	28%	32%	26%	28%	31%	23%	31%	29%	28%	31%	26%	27%	35%	29%	27%	23%
Somewhat unfavorable	11%	9%	9%	12%	10%	10%	8%	13%	9%	11%	11%	12%	11%	7%	8%	11%	11%	10%	9%	11%	10%	11%	12%	9%	10%	11%	11%	9%	5%	11%	10%	11%	7%
Very unfavorable	8%	9%	9%	6%	7%	9%	10%	4%	10%	7%	10%	11%	7%	7%	6%	8%	10%	8%	9%	7%	8%	11%	7%	7%	9%	7%	6%	10%	10%	7%	8%	8%	9%
No opinion	42%	47%	20%	29%	20%	27%	48%	39%	40%	39%	37%	34%	34%	31%	25%	38%	40%	37%	36%	33%	36%	29%	38%	31%	40%	26%	29%	40%	44%	33%	33%	38%	42%
Never heard of	11%	2%	4%	1%	1%	3%	7%	5%	6%	4%	5%	5%	6%	3%	7%	4%	4%	4%	5%	4%	3%	6%	12%	5%	2%	4%	3%	5%	9%	6%	3%	6%	10%

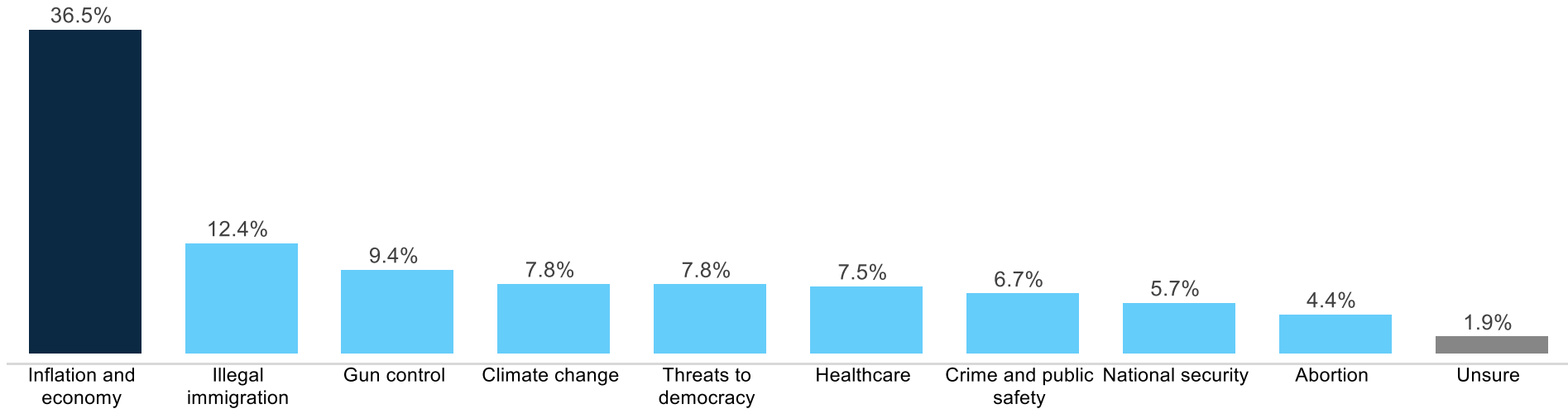
Do you have a favorable or unfavorable opinion of PGA Tour?

# Image: Jay Monahan



Do you have a favorable or unfavorable opinion of Jay Monahan?

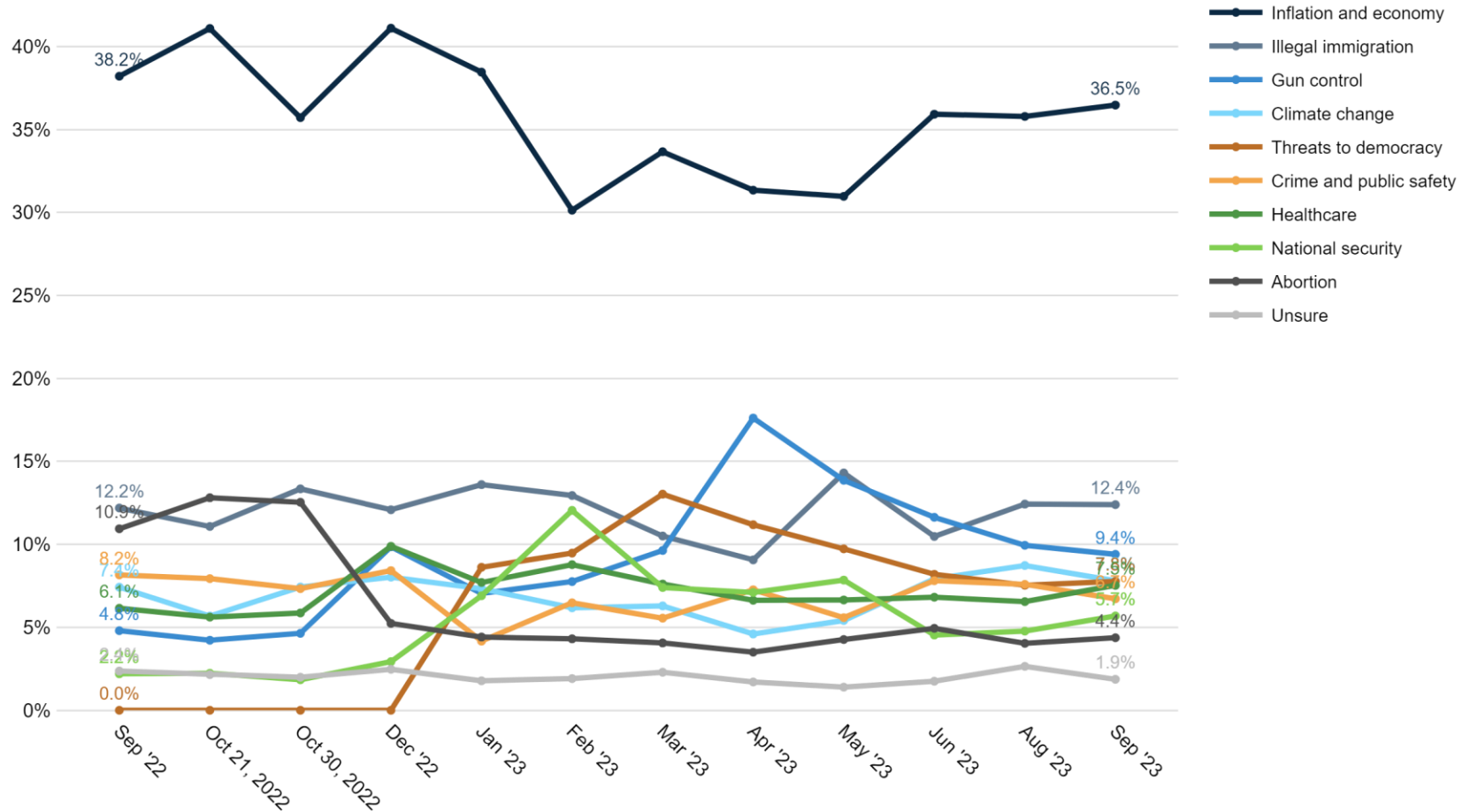
# Top Priority



	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	40%	34%	35%	37%	33%	39%	38%	37%	32%	42%	34%	36%	37%	34%	34%	37%	38%	47%	42%	24%	38%	30%	39%	37%	34%	37%	35%	38%	44%	38%	35%	39%	40%
Illegal immigration	6%	16%	10%	19%	10%	18%	12%	10%	13%	11%	14%	12%	12%	13%	7%	14%	15%	22%	14%	3%	14%	5%	12%	9%	19%	7%	10%	14%	5%	10%	16%	8%	4%
Gun control	11%	12%	7%	6%	6%	7%	12%	11%	9%	11%	9%	10%	9%	8%	8%	11%	7%	2%	9%	16%	7%	18%	12%	10%	8%	9%	8%	10%	8%	11%	9%	11%	9%
Climate change	7%	7%	9%	8%	10%	8%	6%	10%	6%	6%	9%	5%	10%	10%	11%	6%	8%	3%	5%	14%	9%	6%	5%	8%	8%	8%	10%	6%	4%	5%	8%	8%	6%
Threats to democracy	6%	10%	5%	11%	9%	7%	7%	9%	9%	8%	9%	6%	8%	7%	6%	9%	8%	5%	8%	10%	8%	5%	6%	6%	12%	6%	9%	7%	5%	8%	9%	6%	6%
Healthcare	10%	5%	9%	7%	10%	6%	7%	8%	12%	7%	8%	7%	8%	7%	8%	8%	6%	4%	8%	11%	7%	12%	9%	8%	5%	9%	9%	7%	11%	11%	6%	10%	11%
Crime and public safety	7%	6%	10%	3%	9%	6%	8%	4%	6%	7%	8%	6%	5%	8%	11%	6%	5%	7%	5%	7%	6%	9%	6%	9%	4%	9%	7%	7%	9%	8%	6%	8%	7%
National security	3%	6%	8%	6%	8%	7%	3%	7%	8%	4%	4%	3%	9%	7%	6%	4%	8%	7%	4%	5%	6%	4%	4%	6%	6%	8%	7%	5%	5%	5%	6%	5%	8%
Abortion	7%	3%	5%	1%	5%	2%	6%	4%	3%	4%	4%	8%	2%	5%	6%	4%	4%	2%	2%	8%	4%	7%	5%	5%	2%	6%	4%	4%	1%	3%	5%	5%	2%
Unsure	3%	1%	2%	1%	1%	1%	3%	1%	3%	1%	1%	5%	1%	2%	2%	2%	2%	2%	2%	1%	1%	4%	1%	1%	1%	1%	2%	8%	1%	1%	2%	7%	

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

# Trend: Top Priority

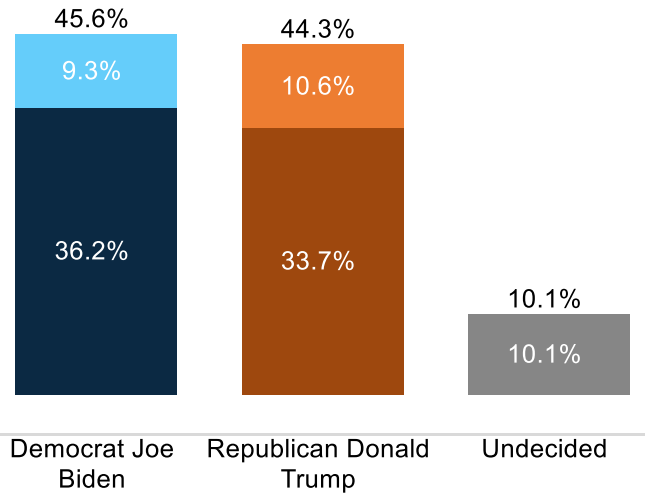


# Percent Change: Top Priority (Aug 2023 to Sep 2023)

	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%	-1%	-4%	6%	-3%	5%	2%	-3%	-1%	6%	-5%	1%	-1%	2%	-1%	-1%	5%	4%	2%	-3%	1%	2%	-4%	-2%	3%	-5%	-2%	3%	8%	-1%	1%	-1%	4%
Illegal immigration	-1%	0%	2%	-1%	-1%	1%	-1%	2%	4%	-4%	7%	-1%	-5%	2%	-1%	1%	-2%	-2%	3%	0%	0%	0%	3%	-1%	1%	2%	0%	0%	-4%	2%	2%	-2%	-4%
Gun control	-1%	2%	-3%	-1%	-3%	-1%	1%	0%	-8%	2%	0%	0%	2%	-4%	-5%	1%	1%	-1%	-1%	0%	-1%	0%	-1%	0%	1%	0%	-1%	0%	-4%	-1%	1%	-2%	-3%
Climate change	0%	0%	-2%	-2%	-2%	-1%	-2%	3%	-2%	-1%	0%	-1%	2%	-4%	2%	-3%	1%	0%	-1%	-1%	-1%	-1%	0%	1%	-1%	0%	0%	-1%	-5%	-1%	-1%	-1%	0%
Threats to democracy	2%	0%	0%	-2%	0%	-1%	1%	2%	3%	1%	2%	-1%	-1%	-1%	0%	1%	-1%	2%	0%	-1%	0%	-4%	-1%	0%	-1%	2%	1%	0%	0%	3%	0%	1%	4%
Healthcare	1%	0%	1%	3%	3%	1%	-1%	2%	7%	-1%	0%	0%	3%	1%	-1%	3%	-1%	0%	1%	2%	1%	6%	0%	1%	1%	1%	2%	0%	1%	2%	-1%	4%	2%
Crime and public safety	-2%	0%	2%	-4%	2%	-2%	1%	-6%	-4%	0%	2%	-2%	-2%	-1%	2%	-1%	-3%	-2%	0%	-1%	-6%	1%	0%	-2%	-1%	-2%	0%	1%	0%	-1%	1%	-4%	
National security	-2%	0%	4%	1%	4%	2%	-2%	2%	0%	0%	-2%	-2%	4%	4%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	2%	3%	0%	2%	-1%	1%	1%	0%
Abortion	2%	1%	0%	-2%	0%	-2%	2%	0%	0%	-2%	0%	5%	-2%	1%	1%	0%	0%	-1%	-1%	2%	0%	2%	1%	1%	-1%	1%	0%	0%	0%	0%	0%	1%	0%
Unsure	0%	-3%	-1%	1%	0%	-1%	-2%	-2%	1%	-1%	-3%	0%	-1%	0%	0%	-2%	0%	0%	-1%	-1%	-1%	-1%	1%	-1%	-2%	-2%	-1%	-1%	1%	-2%	-1%	-1%	1%



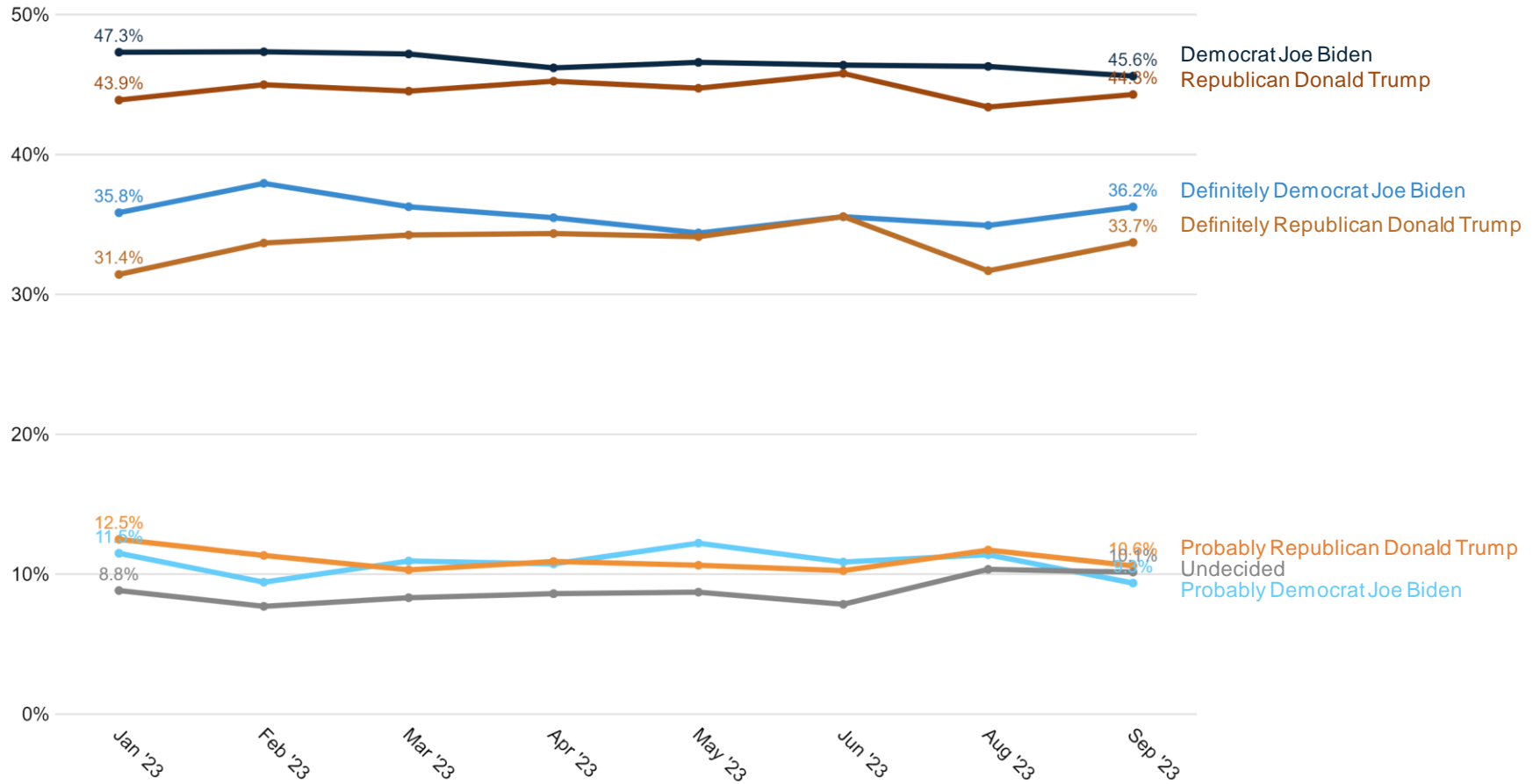
# Biden v Trump



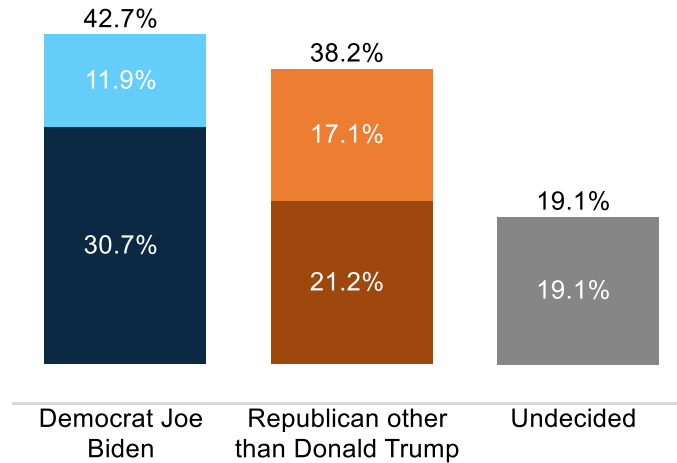
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	47%	44%	49%	41%	56%	36%	43%	52%	49%	44%	49%	38%	45%	49%	62%	45%	33%	6%	34%	91%	42%	66%	50%	48%	43%	50%	54%	40%	19%	46%	48%	44%	38%
Republican Donald Trump	38%	47%	45%	48%	37%	55%	44%	40%	38%	44%	42%	53%	46%	40%	29%	45%	57%	89%	40%	5%	49%	21%	37%	42%	48%	43%	38%	49%	22%	44%	46%	44%	34%
Definitely Democrat Joe Biden	35%	36%	38%	34%	46%	28%	33%	42%	42%	35%	40%	28%	36%	39%	52%	35%	24%	2%	25%	76%	35%	51%	37%	38%	35%	40%	44%	31%	14%	24%	41%	29%	29%
Probably Democrat Joe Biden	12%	8%	10%	7%	10%	8%	10%	10%	7%	9%	9%	11%	8%	11%	10%	9%	9%	3%	9%	16%	7%	15%	13%	9%	8%	10%	10%	9%	5%	21%	7%	15%	9%
Probably Republican Donald Trump	12%	9%	12%	9%	7%	14%	10%	11%	6%	13%	10%	12%	9%	11%	7%	12%	11%	19%	13%	2%	10%	9%	9%	12%	7%	13%	9%	12%	10%	23%	9%	14%	11%
Definitely Republican Donald Trump	26%	39%	33%	39%	29%	42%	34%	28%	33%	32%	33%	41%	37%	29%	22%	33%	46%	70%	27%	3%	39%	12%	28%	30%	41%	30%	29%	37%	11%	21%	38%	30%	24%
Undecided	15%	9%	6%	11%	7%	9%	13%	9%	13%	11%	9%	9%	9%	11%	9%	11%	10%	6%	26%	4%	8%	13%	13%	10%	8%	7%	8%	11%	59%	10%	6%	12%	28%

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

# Trend: Biden v Trump



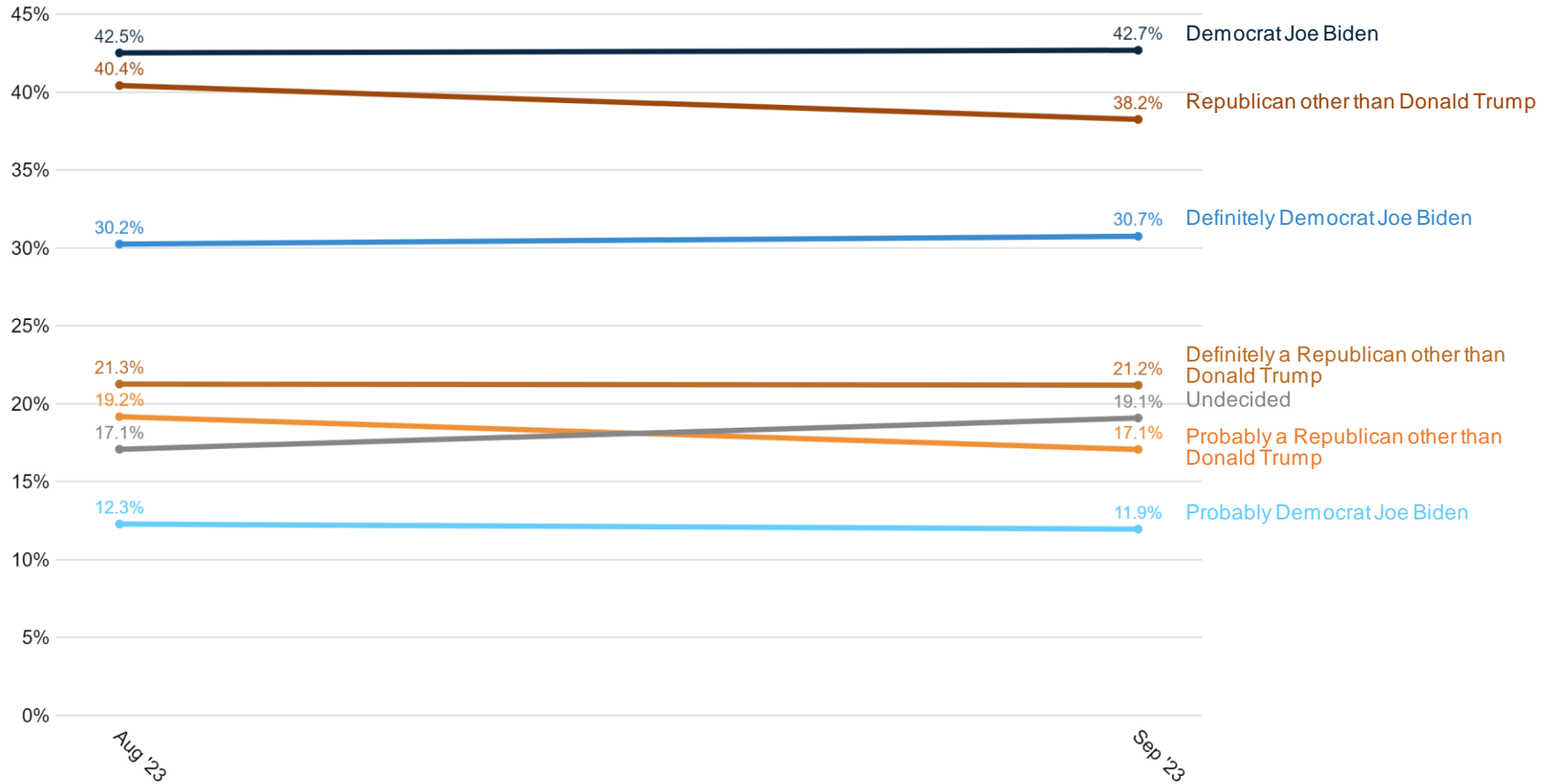
# Biden v Non-Trump R



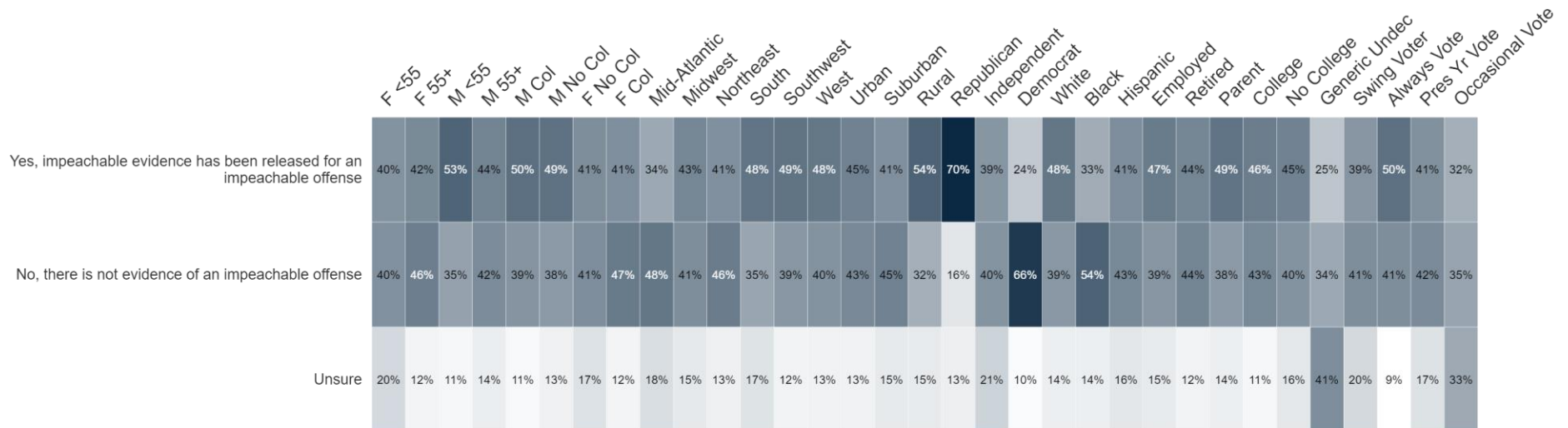
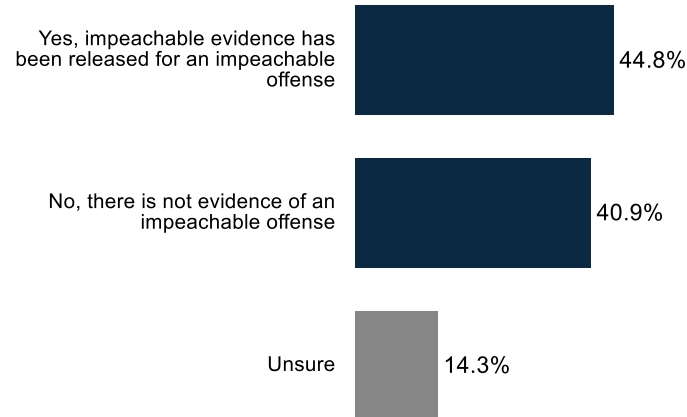
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	45%	42%	46%	36%	52%	32%	41%	49%	43%	39%	46%	35%	44%	49%	63%	41%	28%	4%	28%	89%	39%	66%	47%	45%	40%	47%	51%	38%	12%	37%	45%	40%	36%
Republican other than Donald Trump	32%	39%	39%	45%	38%	45%	35%	36%	33%	41%	38%	41%	40%	33%	26%	39%	48%	71%	40%	7%	44%	18%	33%	38%	42%	37%	37%	39%	24%	45%	39%	42%	24%
Definitely Democrat Joe Biden	30%	31%	35%	27%	40%	24%	28%	35%	32%	27%	35%	24%	31%	35%	49%	28%	19%	2%	12%	70%	30%	48%	31%	32%	30%	35%	38%	26%	4%	14%	36%	24%	23%
Probably Democrat Joe Biden	16%	11%	11%	9%	13%	8%	13%	14%	11%	12%	11%	10%	13%	13%	14%	12%	9%	2%	16%	19%	9%	18%	16%	13%	10%	12%	13%	11%	8%	23%	9%	17%	13%
Probably a Republican other than Donald Trump	15%	20%	15%	18%	14%	19%	18%	18%	14%	16%	16%	21%	20%	16%	12%	18%	20%	29%	20%	4%	19%	10%	18%	16%	20%	17%	16%	18%	18%	27%	16%	22%	12%
Definitely a Republican other than Donald Trump	17%	19%	24%	27%	24%	26%	18%	18%	19%	26%	23%	21%	20%	17%	13%	21%	28%	43%	20%	3%	25%	9%	15%	22%	22%	21%	21%	21%	6%	18%	23%	20%	12%
Undecided	23%	19%	15%	19%	10%	22%	24%	15%	25%	20%	16%	24%	16%	18%	11%	20%	23%	24%	33%	5%	17%	16%	21%	17%	18%	15%	12%	23%	65%	18%	16%	18%	39%

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 Non-Trump R

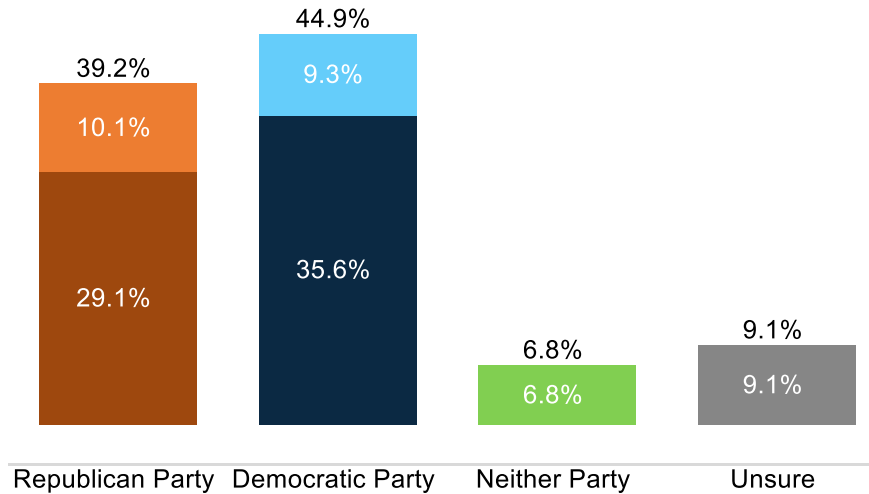


# Biden Impeachment Evidence



Do you believe that significant evidence has been released to show President Joe Biden has committed an impeachable offense?

# Party - Extreme

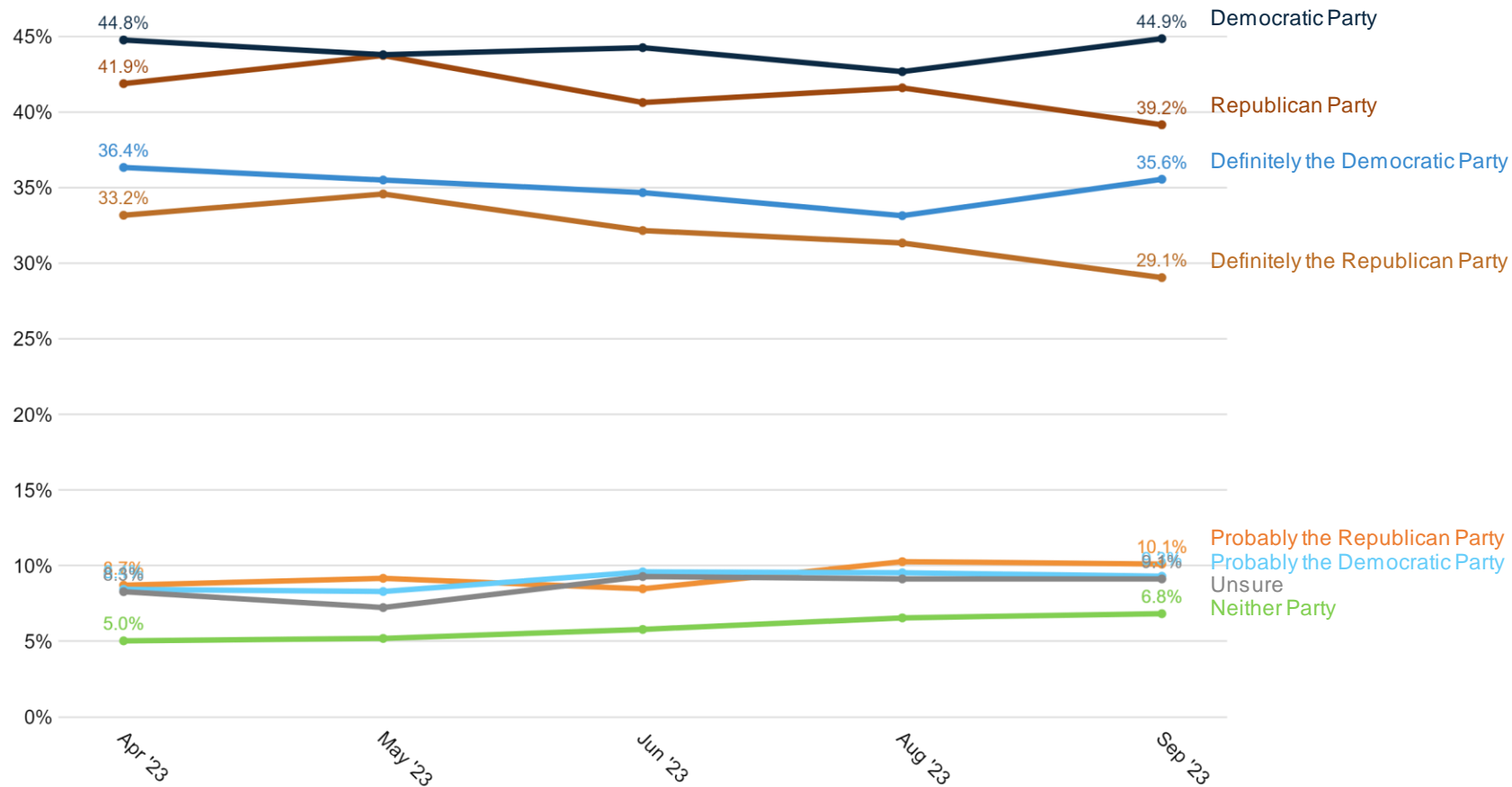


		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
	Republican Party	39%	43%	37%	36%	39%	35%	41%	43%	44%	38%	45%	33%	43%	35%	38%	43%	32%	24%	37%	56%	37%	44%	43%	39%	38%	36%	41%	39%	30%	43%	40%	40%	32%
	Democratic Party	40%	40%	51%	50%	53%	48%	39%	43%	36%	46%	42%	49%	42%	48%	47%	42%	50%	63%	36%	34%	49%	34%	39%	46%	47%	49%	48%	43%	19%	36%	49%	41%	31%
Definitely the Republican Party		27%	35%	24%	31%	30%	25%	30%	33%	33%	29%	33%	24%	34%	25%	27%	32%	25%	16%	26%	44%	29%	33%	29%	26%	32%	23%	31%	28%	19%	25%	32%	26%	22%
Probably the Republican Party		13%	8%	13%	5%	9%	10%	11%	10%	12%	9%	12%	9%	10%	10%	11%	11%	7%	8%	11%	12%	9%	11%	15%	13%	6%	13%	9%	11%	11%	18%	8%	14%	10%
Probably the Democratic Party		12%	6%	10%	9%	8%	10%	10%	8%	6%	8%	11%	12%	8%	9%	10%	9%	9%	11%	9%	8%	9%	13%	12%	11%	6%	13%	8%	10%	9%	18%	6%	14%	11%
Definitely the Democratic Party		28%	34%	41%	41%	45%	38%	29%	35%	30%	38%	32%	37%	34%	39%	36%	33%	41%	52%	26%	26%	40%	21%	27%	35%	40%	36%	40%	32%	9%	19%	43%	27%	20%
	Neither Party	6%	7%	6%	8%	5%	9%	7%	6%	7%	6%	4%	9%	8%	7%	7%	7%	7%	5%	15%	3%	6%	9%	8%	7%	7%	5%	6%	8%	21%	12%	5%	9%	11%
	Unsure	14%	10%	6%	5%	3%	8%	13%	8%	13%	9%	9%	9%	6%	10%	8%	8%	11%	8%	12%	7%	8%	14%	10%	8%	8%	10%	5%	11%	30%	9%	6%	10%	26%

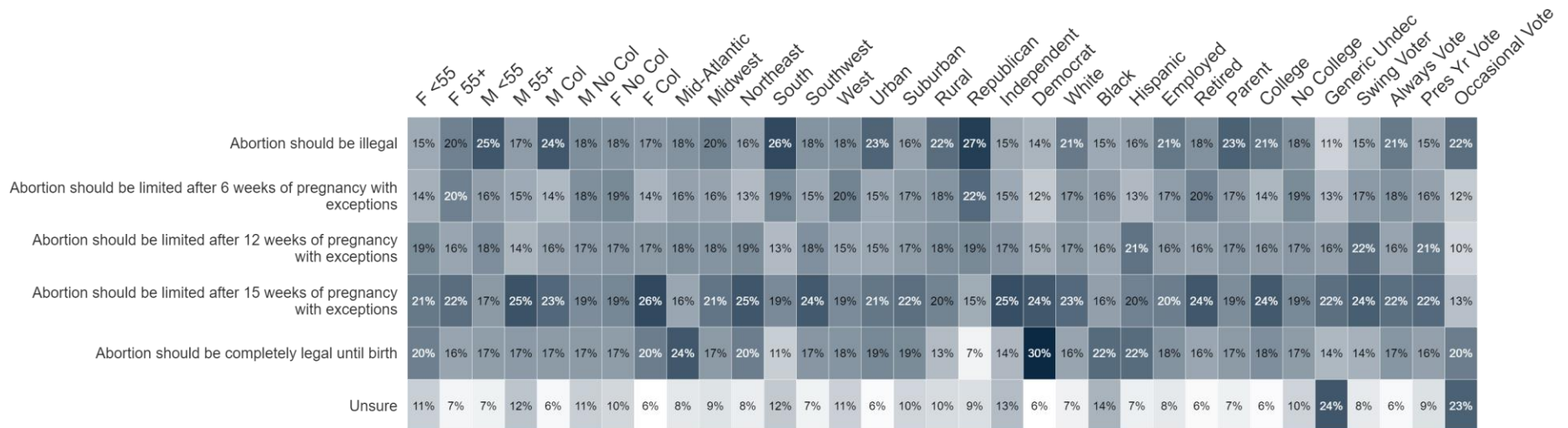
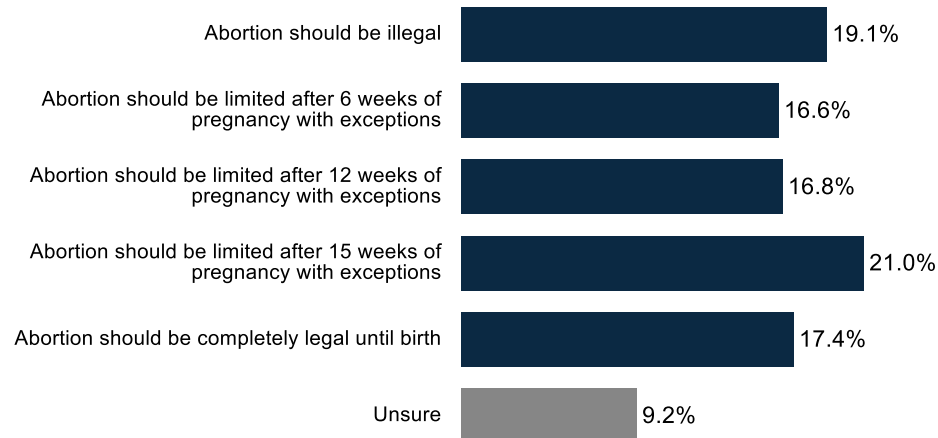
Which political party in the United States do you consider to be more extreme?



# Trend: Party - Extreme



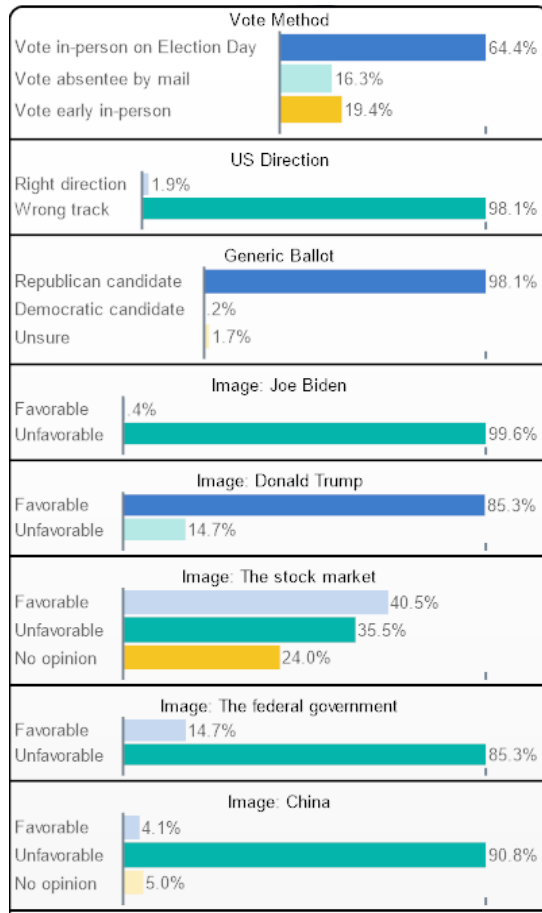
# Abortion Limitation Position



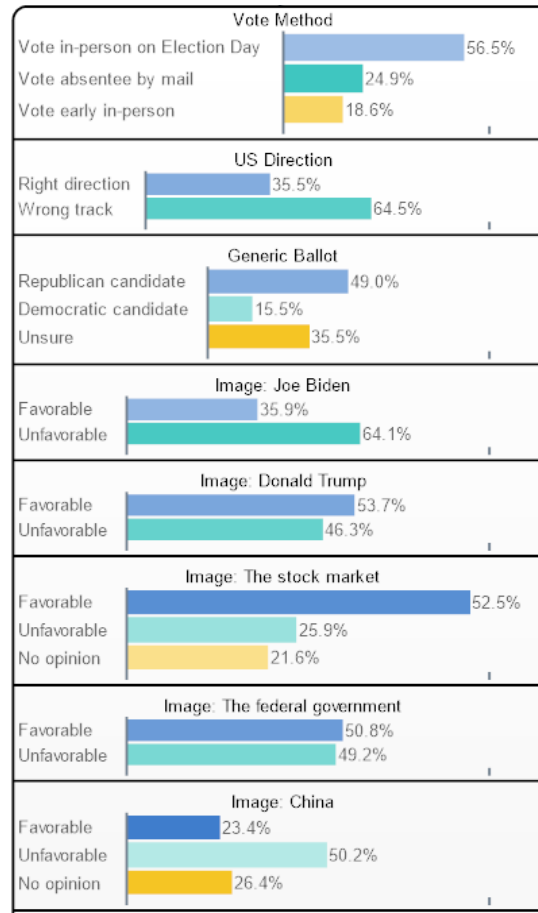
Which of the following options most closely describes your position on the issue of abortion?

# Segmentation Analysis:

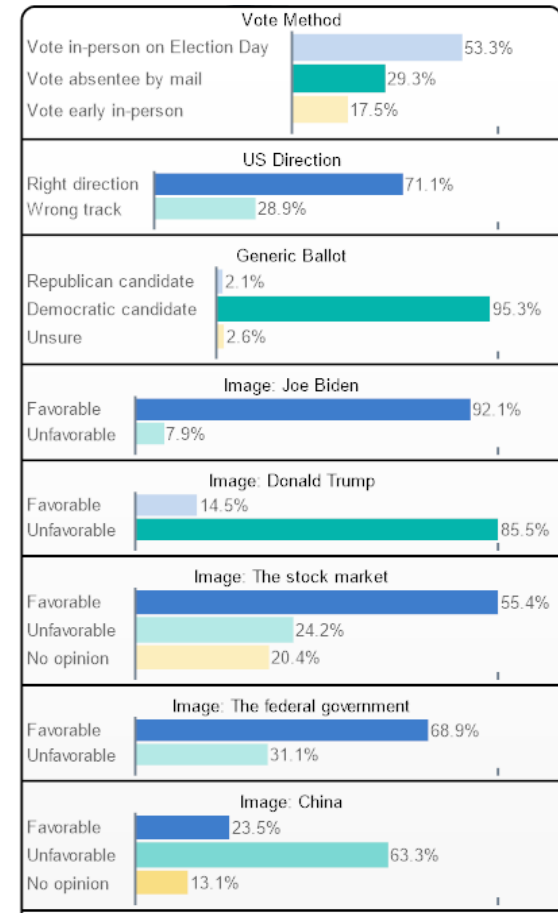
## GOP Base (33%)



## Moderates (24%)



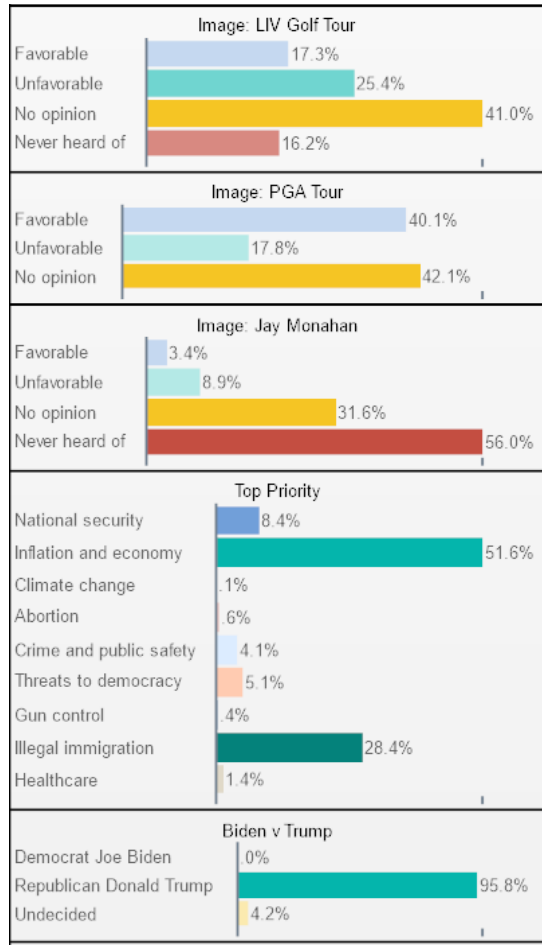
## Democrat Base (43%)



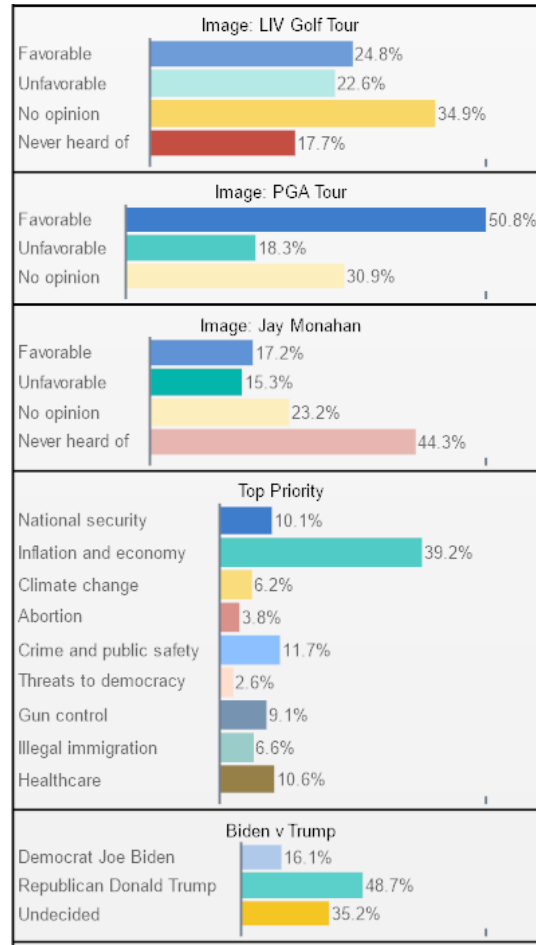
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis:

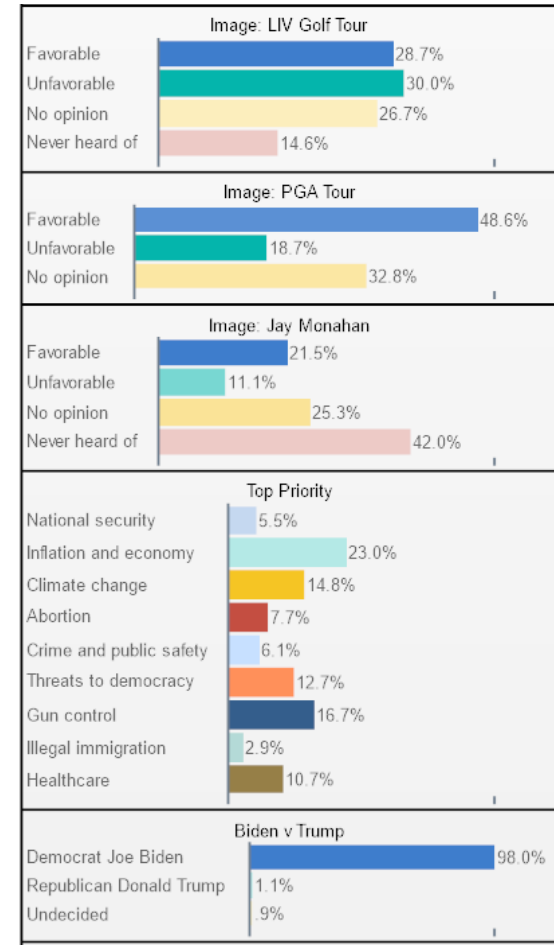
## GOP Base (33%)



## Moderates (24%)



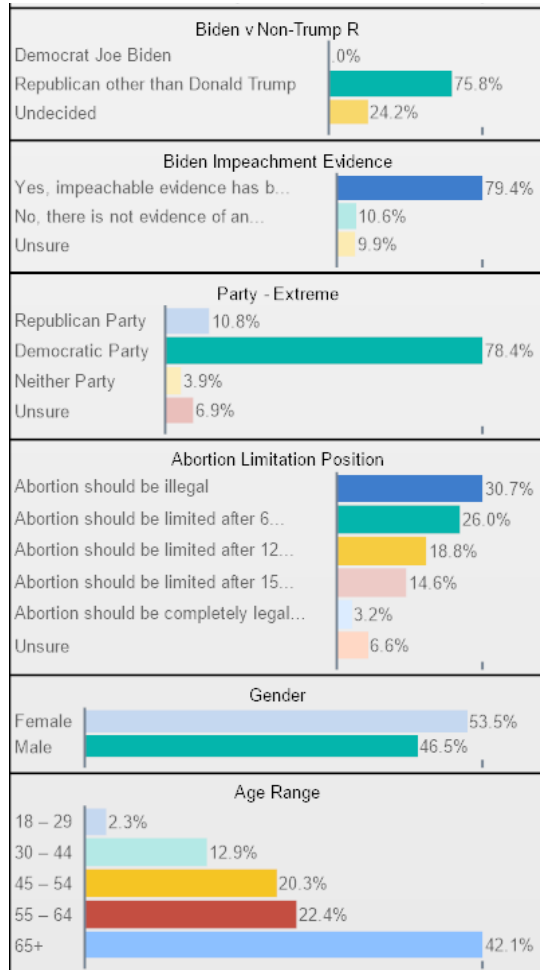
## Democrat Base (43%)



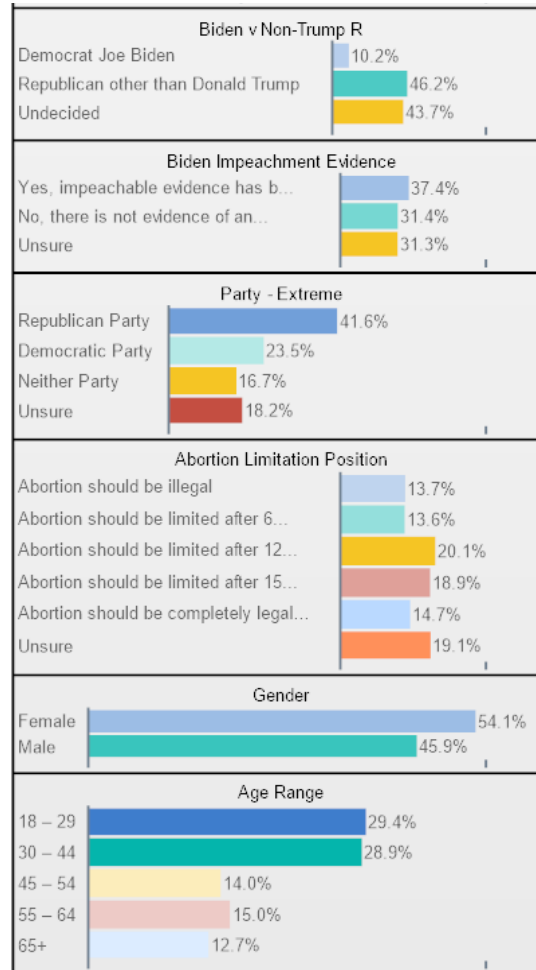
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis:

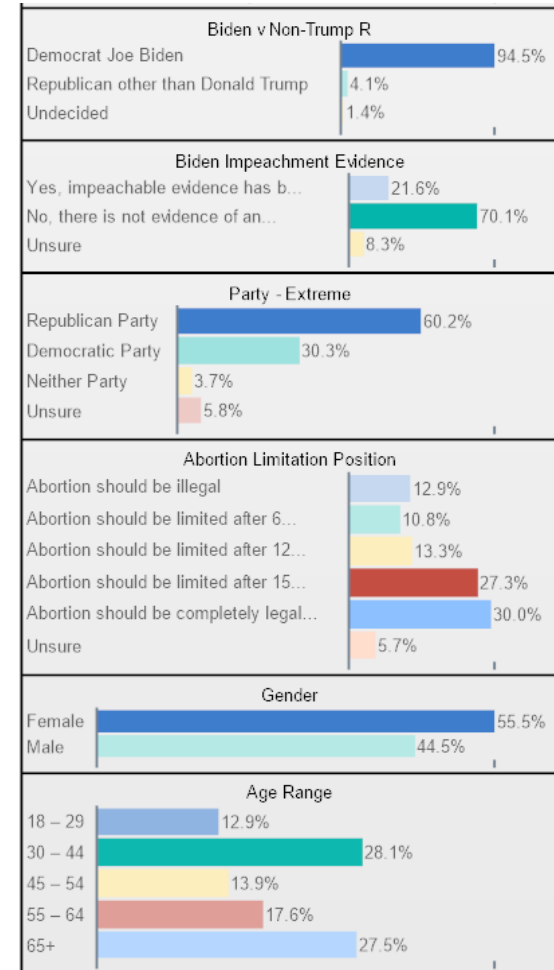
## GOP Base (33%)



## Moderates (24%)



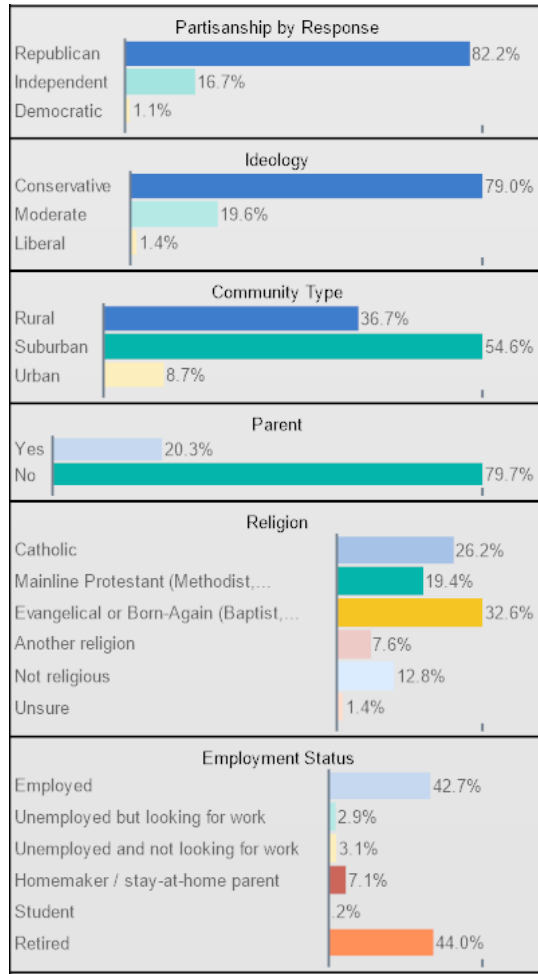
## Democrat Base (43%)



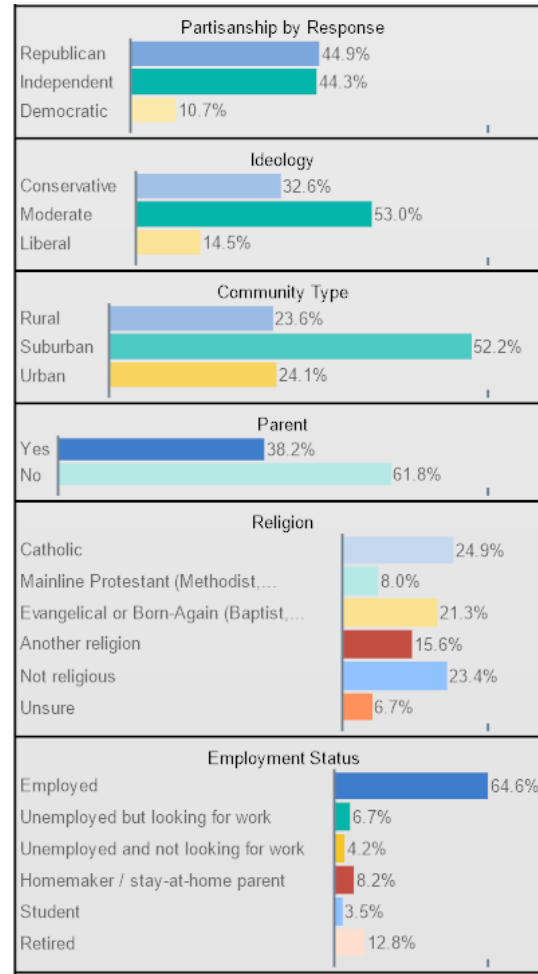
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis:

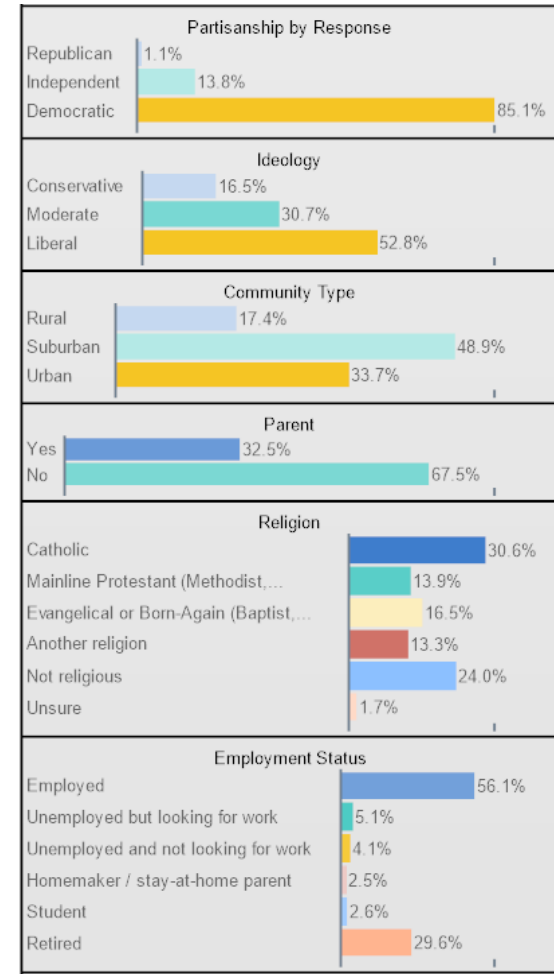
## GOP Base (33%)



## Moderates (24%)



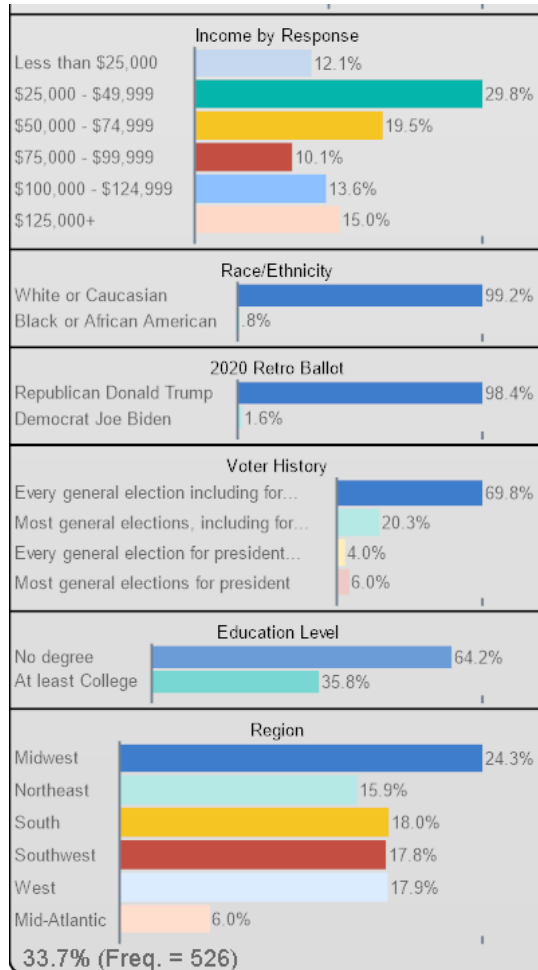
## Democrat Base (43%)



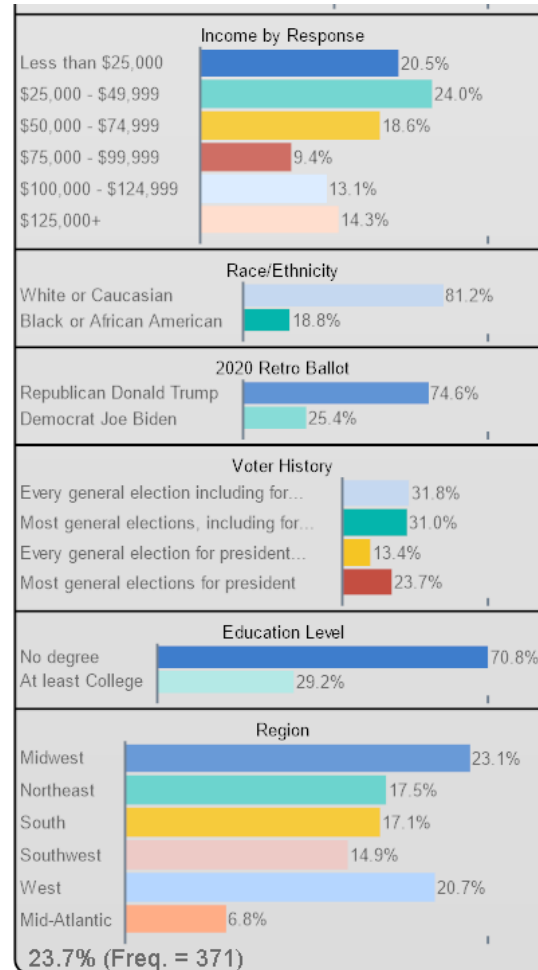
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis:

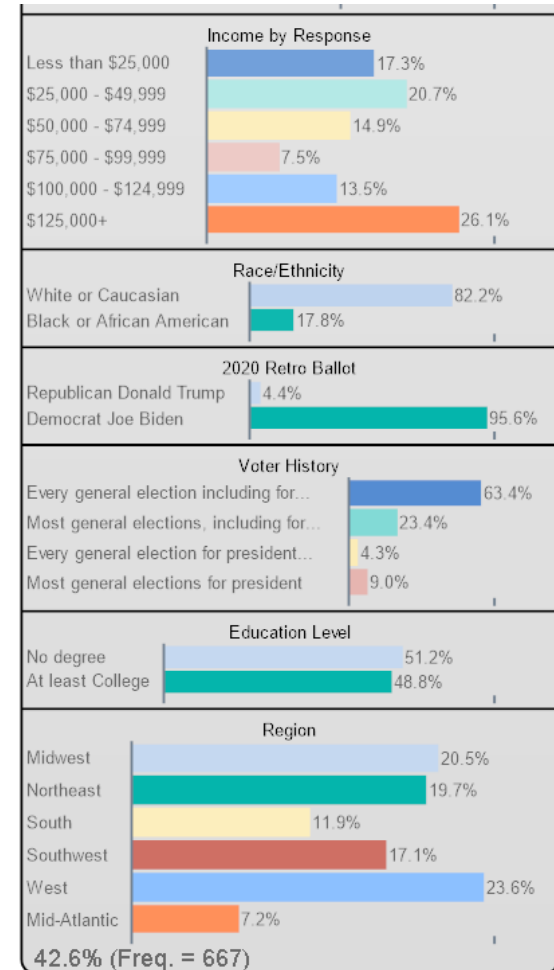
## GOP Base (33%)



## Moderates (24%)



## Democrat Base (43%)

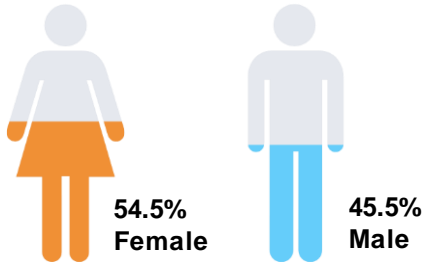


Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

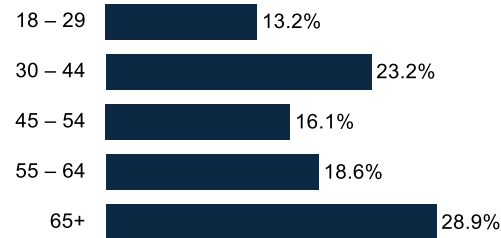


# Demographics

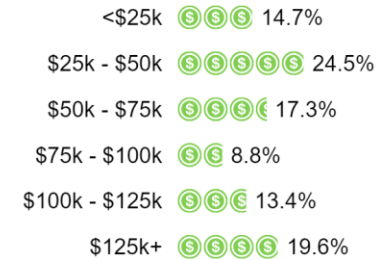
## Sex



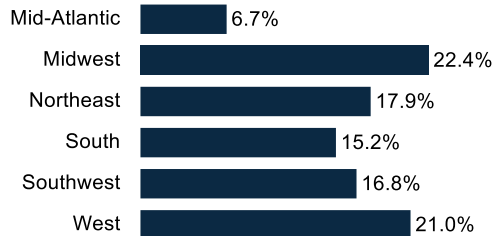
## Age Range



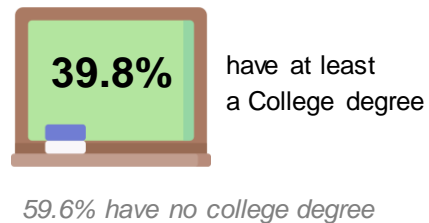
## Household Income



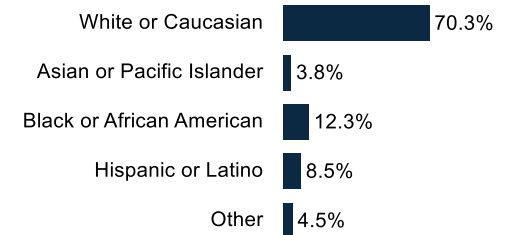
## Geo - Region



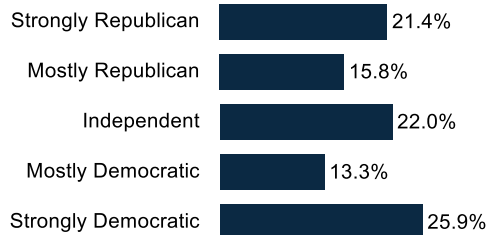
## Education



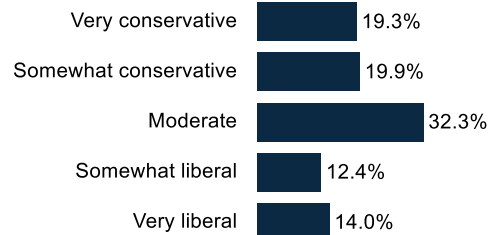
## Race/Ethnicity



## Partisanship



## Ideology



## Voter History

