Survey of Likely General Election Voters
National
October 3 – 5, 2023 | n=2000 | ±2.16%
Insights & Analysis

- The mood of the nation continues to be negative: 62% 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’s image (-5 net fav) is 6 points more favorable with Independents than Biden’s.
- The Biden-Trump rematch is now tied after Biden held a 2-point lead last month (45% Biden / 45% Trump).
  - 41% of Independents would vote for Biden, 39% for Trump, and 20% are Undecided.
- Biden leads by only +1 against a generic Republican who isn’t Trump (Biden +4 in September).
  - Independents’ support for Biden drops to 37% when he faces a non-Trump Republican, and the undecided share jumps up to 26%.
- With Robert F. Kennedy, Jr. in the race, Trump moves to 40%, Biden to 39%, and 12% for Kennedy. He drives down the "definite" support for Biden more than Trump's.
  - 22% of Independents support Kennedy, 32% for Biden, 28% for Trump.
- The generic ballot is now tied after being R+2 in September. Republicans have lost ground with Independents (-4%).
  - More voters consider the Democratic Party to be more extreme than the Republican Party (46% Democrat / 42% Republican).
- The top priority for voters remains inflation and the economy (35%), followed now by illegal immigration (16%) which has surpassed gun control (9%).
Insights & Analysis – Cont.

• The Republican Presidential primary ballot stands with Trump maintaining a significant lead at 58% (-1 since September), followed by Ramaswamy (10%) and DeSantis (9%) to round out the frontrunners.

• 87% of voters are aware of the Hunter Biden investigation, and 51% of voters think Joe Biden was involved (36% not involved). Independents lean towards thinking Joe Biden was involved. Furthermore, 45% of voters think Joe Biden at least acted inappropriately regarding the investigations into his son.

• 50% of voters support the stopgap funding measure giving Congress an additional 45 days to avert a government shutdown (19% oppose), including a 40% plurality of Republicans.

• Initial support for the United Auto Workers (UAW) strike stands at 52% with only 20% opposition. A slim plurality of Republicans are supportive along with the majority of Independents.
  • There’s much higher support for the workers themselves at 61% (14% opposed), including a majority of Republicans, than for the actual union.
  • The union sees the least support (43% support – 26% oppose), especially among Republicans and men 55+.

• Regarding the FTC Amazon Lawsuit, 49% of voters tend to support Amazon while 31% support the FTC (20% unsure). Republicans are most likely to side with Amazon.
• 56% of respondents said they were aware of the relationship between singer Taylor Swift and NFL tight end Travis Kelce. Democrats, college-educated, and parents were most likely to be in the loop on the relationship.

  • 17% of respondents are self-described “Swifties” (fans) with another 40% saying they like her music but not going so far as to adopt the eponymous moniker. A mere 35% said they do not like Swift’s music.

  • College-educated voters, parents, and urban voters were the most likely groups to consider themselves “Swifties”.

**Segmentation Analysis** identified three groups via machine-learning: **GOP Base** (36%), **Democrat Base** (39%), and **Working Class Persuadables** (25%).

  • The **Working Class Persuadables** segment leans Republican on the generic ballot and tends to view Donald Trump more favorably than Joe Biden. They lean strongly in support of Trump or non-Trump Republican on the presidential ballot.

  • This segment tends to believe Joe Biden was involved in the allegations surrounding his son Hunter, but they are more mixed on whether he has handled the situation appropriately.

  • The **Working Class Persuadables** view the UAW strike more favorably than the **GOP Base** segment and are much less focused on illegal immigration. They are also more likely to perceive the Republican party to be more extreme than Democrats.

  • The segment skews female, tends to be younger than 45, and is more likely to include parents than the other segments. This segment tends to earn less than the other two segments and is also less likely to include voters with college degrees.
## Vote Method

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

<table>
<thead>
<tr>
<th>Vote Method</th>
<th>Definitely vote</th>
<th>Probably vote</th>
<th>Vote in-person on Election Day</th>
<th>Vote absentee by mail</th>
<th>Vote early in-person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely vote</td>
<td>64%</td>
<td>36%</td>
<td>25%</td>
<td>12.6%</td>
<td>45%</td>
</tr>
<tr>
<td>Probably vote</td>
<td>70%</td>
<td>32%</td>
<td>25%</td>
<td>10.8%</td>
<td>42%</td>
</tr>
<tr>
<td>Vote in-person on Election Day</td>
<td>73%</td>
<td>34%</td>
<td>25%</td>
<td>12.6%</td>
<td>55%</td>
</tr>
<tr>
<td>Vote absentee by mail</td>
<td>56%</td>
<td>24%</td>
<td>16.7%</td>
<td>8.3%</td>
<td>25%</td>
</tr>
<tr>
<td>Vote early in-person</td>
<td>59%</td>
<td>21%</td>
<td>16.7%</td>
<td>8.3%</td>
<td>23.4%</td>
</tr>
</tbody>
</table>

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

**Vote in-person on Election Day**

- Definitely vote: 64%
- Probably vote: 36%
- Vote in-person on Election Day: 25%
- Vote absentee by mail: 12.6%
- Vote early in-person: 45%

**Vote absentee by mail**

- Definitely vote: 70%
- Probably vote: 32%
- Vote in-person on Election Day: 25%
- Vote absentee by mail: 10.8%
- Vote early in-person: 42%

**Vote early in-person**

- Definitely vote: 56%
- Probably vote: 24%
- Vote in-person on Election Day: 16.7%
- Vote absentee by mail: 8.3%
- Vote early in-person: 23.4%
Partisanship by Response

Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?
**US Direction**

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

<table>
<thead>
<tr>
<th></th>
<th>Right direction</th>
<th>Wrong track</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>32.7%</td>
<td>49.4%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Definitely the right direction</td>
<td>12%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Mostly the right direction</td>
<td>18%</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Mostly the wrong track</td>
<td>18%</td>
<td>14%</td>
<td>31%</td>
</tr>
<tr>
<td>Definitely the wrong track</td>
<td>31%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Unsure</td>
<td>7%</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Age Group**
- F 25-35, 36-54, 55+
- M 25-35, 36-54, 55+
- MS 25-35, 36-54, 55+
- M Col, F No Col
- F No Col, M Col
- Midwest, Northeast, South, Southwest, West
- Metropolitan, Urban, Rural
- Republican, Independent, Democrat
- White, Black, Hispanic
- Employed, Retired
- Parent, College, No College
- Generic, Undecided, Swing Voter, Always Vote, Pres. Vote, Occasional Vote

---

*Source: CYGNAL*
Trend: US Direction

- **Wrong track**: 62.4%
- **Definitely the wrong track**: 37.9%
- **Mostly the wrong track**: 24.5%
- **Mostly the right direction**: 21.1%
- **Definitely the right direction**: 32.7%
- **Right direction**: 60.4%
- **Mostly the right direction**: 59.8%
- **Unsure**: 4.9%
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 U.S. Congress?
Generic Ballot Movement

Overall (%Rep-%Dem)

Females (%Rep-%Dem)

Indies (%Rep-%Dem)

College (%Rep-%Dem)
<table>
<thead>
<tr>
<th>Percent Change: Generic Ballot (Sep 2023 to Oct 2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican candidate</td>
</tr>
<tr>
<td>1%</td>
</tr>
<tr>
<td>Democratic candidate</td>
</tr>
<tr>
<td>4%</td>
</tr>
<tr>
<td>Definitely the Republican candidate</td>
</tr>
<tr>
<td>1%</td>
</tr>
<tr>
<td>Probably the Republican candidate</td>
</tr>
<tr>
<td>0%</td>
</tr>
<tr>
<td>Probably the Democratic candidate</td>
</tr>
<tr>
<td>4%</td>
</tr>
<tr>
<td>Definitely the Democratic candidate</td>
</tr>
<tr>
<td>0%</td>
</tr>
<tr>
<td>Unsure</td>
</tr>
<tr>
<td>-5%</td>
</tr>
</tbody>
</table>
Generic Ballot by Key Voter Groups

<table>
<thead>
<tr>
<th>Category</th>
<th>Republican</th>
<th>Democratic</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>46.0%</td>
<td>45.5%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Female</td>
<td>43.4%</td>
<td>47.5%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Male</td>
<td>49.1%</td>
<td>43.1%</td>
<td>7.7%</td>
</tr>
<tr>
<td>&lt;55 years</td>
<td>40.6%</td>
<td>50.6%</td>
<td>8.8%</td>
</tr>
<tr>
<td>55+ years</td>
<td>52.0%</td>
<td>39.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Independent</td>
<td>35.8%</td>
<td>40.2%</td>
<td>24.0%</td>
</tr>
<tr>
<td>College</td>
<td>41.3%</td>
<td>52.3%</td>
<td>6.4%</td>
</tr>
<tr>
<td>No College</td>
<td>49.1%</td>
<td>41.1%</td>
<td>9.8%</td>
</tr>
<tr>
<td>&lt;$75k</td>
<td>47.8%</td>
<td>42.9%</td>
<td>9.3%</td>
</tr>
<tr>
<td>$75k+</td>
<td>43.7%</td>
<td>49.4%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Suburban</td>
<td>45.8%</td>
<td>44.4%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

Legend:
- Republican candidate
- Democratic candidate
- Unsure
Image Tests

Joe Biden
- Very favorable: 24.6%
- Somewhat favorable: 20.4%
- No opinion: 11.7%
- Somewhat unfavorable: 41.3%
Net Favor: -8.0

Donald Trump
- Very favorable: 30.6%
- Somewhat favorable: 15.6%
- No opinion: 8.7%
- Somewhat unfavorable: 42.7%
Net Favor: -5.2

United Auto Workers (UAW)
- Very favorable: 23.7%
- Somewhat favorable: 27.5%
- No opinion: 19.3%
- Somewhat unfavorable: 6.7%
- Never heard of: 12.4%
- Very unfavorable: 10.3%
Net Favor: 28.6
## Image Tests Heatmaps

### Favorable

|                | F < 45 | F 55+ | M < 45 | M 55+ | M Col | M No Col | F Col | F No Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | 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 |
|----------------|--------|-------|--------|-------|-------|---------|-------|---------|---------|-----------|-------|-----------|------|-------------|-------|----------|-------|-----------|-------------|---------|-------|-------|----------|---------|---------|--------|---------|-----------|-----------|-------------|-------------|-------------|----------------|----------------|
| **Joe Biden**  | 48%    | 42%   | 50%    | 39%   | 51%   | 39%     | 40%   | 54%     | 39%     | 49%       | 40%   | 46%       | 51%  | 46%        | 61%   | 44%      | 32%   | 9%        | 83%         | 40%     | 65%   | 52%   | 49%      | 41%     | 51%     | 53%    | 40%     | 26%       | 42%       | 47%         | 44%         | 41%         |
| **Donald Trump**| 41%    | 41%   | 57%    | 46%   | 51%   | 53%     | 46%   | 32%     | 49%     | 47%       | 52%   | 44%       | 42%  | 40%        | 46%   | 42%      | 57%   | 82%       | 35%         | 16%     | 51%   | 26%   | 39%      | 46%     | 46%     | 53%    | 42%     | 49%       | 24%       | 40%         | 48%         | 43%         |
| **United Auto Workers (UAW)** | 43%    | 58%   | 56%    | 48%   | 55%   | 49%     | 53%   | 47%     | 53%     | 55%       | 46%   | 48%       | 52%  | 53%        | 65%   | 48%      | 46%   | 40%       | 49%         | 65%     | 51%   | 62%   | 44%      | 51%     | 54%     | 54%    | 51%     | 51%       | 33%       | 50%         | 54%         | 46%         |

### Unfavorable

|                | F < 45 | F 55+ | M < 45 | M 55+ | M Col | M No Col | F Col | F No Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | 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 |
|----------------|--------|-------|--------|-------|-------|---------|-------|---------|---------|-----------|-------|-----------|------|-------------|-------|----------|-------|-----------|-------------|---------|-------|-------|----------|---------|---------|--------|---------|-----------|-----------|-------------|-------------|-------------|----------------|----------------|
| **Joe Biden**  | 49%    | 56%   | 48%    | 61%   | 48%   | 59%     | 56%   | 45%     | 60%     | 49%       | 56%   | 52%       | 48%  | 53%        | 36%   | 54%      | 66%   | 10%       | 55%         | 15%     | 59%   | 30%   | 43%      | 49%     | 58%     | 47%    | 46%     | 57%       | 64%       | 55%         | 52%         | 54%         |
| **Donald Trump**| 56%    | 53%   | 39%    | 51%   | 48%   | 43%     | 52%   | 66%     | 49%     | 51%       | 44%   | 54%       | 56%  | 51%        | 41%   | 17%      | 61%   | 80%       | 47%         | 65%     | 58%   | 51%   | 53%      | 44%     | 57%     | 43%    | 62%     | 58%       | 50%       | 55%         | 46%         |             |
| **United Auto Workers (UAW)** | 13%    | 19%   | 23%    | 40%   | 33%   | 29%     | 15%   | 18%     | 25%     | 18%       | 23%   | 27%       | 22%  | 17%        | 15%   | 24%      | 27%   | 35%       | 25%         | 10%     | 24%   | 15%   | 20%      | 20%     | 31%     | 17%    | 26%     | 21%       | 20%       | 24%         | 26%         | 21%         |
### Public Opinion on Joe Biden

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>No opinion</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>48%</td>
<td>41.3%</td>
<td>11.7%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Favorable Total</td>
<td>48%</td>
<td>41.3%</td>
<td>11.7%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Unfavorable Total</td>
<td>49%</td>
<td>48%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Very favorable</td>
<td>22%</td>
<td>23%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>Somewhat favorable</td>
<td>26%</td>
<td>19%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>33%</td>
<td>45%</td>
<td>35%</td>
<td>54%</td>
</tr>
<tr>
<td>No opinion</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Never heard of</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Do you have a favorable or unfavorable opinion of Joe Biden?**
Do you have a favorable or unfavorable opinion of Donald Trump?
Do you have a favorable or unfavorable opinion of the United Auto Workers (UAW)?

<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>Total</strong></td>
<td>51.3%</td>
<td>27.5%</td>
<td>23.7%</td>
<td>19.3%</td>
</tr>
<tr>
<td><strong>Favorable</strong></td>
<td>43%</td>
<td>35%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Unfavorable</strong></td>
<td>13%</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Very favorable</strong></td>
<td>21%</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Somewhat favorable</strong></td>
<td>22%</td>
<td>25%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Somewhat unfavorable</strong></td>
<td>7%</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Very unfavorable</strong></td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>No opinion</strong></td>
<td>27%</td>
<td>24%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Never heard of</strong></td>
<td>16%</td>
<td>2%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Note: The percentages may not sum up to 100% due to rounding.*
Which one of the following issues do you believe should be the top priority for Congress?
Trend: Top Priority
<table>
<thead>
<tr>
<th></th>
<th>F &lt;55</th>
<th>F 55+</th>
<th>M &lt;55</th>
<th>M 55+</th>
<th>M Col</th>
<th>M No Col</th>
<th>F No Col</th>
<th>F Col</th>
<th>Midwest</th>
<th>Northeast</th>
<th>South</th>
<th>Southwest</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
<th>Republican</th>
<th>Independent</th>
<th>Democrat</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Employed</th>
<th>Retired</th>
<th>Parent</th>
<th>College</th>
<th>No College</th>
<th>Generic</th>
<th>Undec</th>
<th>Swing</th>
<th>Voter</th>
<th>Aways Vote</th>
<th>Pres Yi Vote</th>
<th>Occasional Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation and economy</td>
<td>-1%</td>
<td>2%</td>
<td>-1%</td>
<td>-3%</td>
<td>-6%</td>
<td>-1%</td>
<td>4%</td>
<td>-6%</td>
<td>0%</td>
<td>-2%</td>
<td>1%</td>
<td>1%</td>
<td>-1%</td>
<td>-2%</td>
<td>-1%</td>
<td>-3%</td>
<td>-4%</td>
<td>-4%</td>
<td>1%</td>
<td>-1%</td>
<td>-10%</td>
<td>3%</td>
<td>-4%</td>
<td>0%</td>
<td>-3%</td>
<td>2%</td>
<td>-4%</td>
<td>-1%</td>
<td>-1%</td>
<td>-6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illegal immigration</td>
<td>1%</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
<td>0%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td>-1%</td>
<td>6%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>8%</td>
<td>0%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>1%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Gun control</td>
<td>0%</td>
<td>-4%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>-2%</td>
<td>-2%</td>
<td>-3%</td>
<td>-2%</td>
<td>-5%</td>
<td>-1%</td>
<td>2%</td>
<td>0%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>-2%</td>
<td>-1%</td>
<td>-1%</td>
<td>1%</td>
<td>2%</td>
<td>-1%</td>
<td>-2%</td>
<td>0%</td>
<td>-1%</td>
<td>-1%</td>
<td>-3%</td>
<td>-1%</td>
<td>-1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Threats to democracy</td>
<td>-1%</td>
<td>-1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>-3%</td>
<td>0%</td>
<td>2%</td>
<td>-2%</td>
<td>-1%</td>
<td>0%</td>
<td>2%</td>
<td>-4%</td>
<td>-1%</td>
<td>0%</td>
<td>0%</td>
<td>-2%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>6%</td>
<td>-2%</td>
<td>0%</td>
<td>-1%</td>
<td>-1%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>-2%</td>
<td>0%</td>
<td>-1%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>0%</td>
<td>2%</td>
<td>-1%</td>
<td>-2%</td>
<td>-4%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>-2%</td>
<td>5%</td>
<td>-4%</td>
<td>-2%</td>
<td>-3%</td>
<td>0%</td>
<td>-1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>-2%</td>
<td>0%</td>
<td>-1%</td>
<td>-3%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>-4%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Climate change</td>
<td>0%</td>
<td>-1%</td>
<td>-2%</td>
<td>-1%</td>
<td>-1%</td>
<td>-2%</td>
<td>0%</td>
<td>-1%</td>
<td>1%</td>
<td>-1%</td>
<td>-1%</td>
<td>-3%</td>
<td>2%</td>
<td>1%</td>
<td>-2%</td>
<td>1%</td>
<td>-3%</td>
<td>-1%</td>
<td>-1%</td>
<td>-1%</td>
<td>-2%</td>
<td>2%</td>
<td>-2%</td>
<td>0%</td>
<td>0%</td>
<td>-1%</td>
<td>-1%</td>
<td>0%</td>
<td>1%</td>
<td>-1%</td>
<td>-1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Crime and public safety</td>
<td>0%</td>
<td>0%</td>
<td>-3%</td>
<td>1%</td>
<td>-3%</td>
<td>0%</td>
<td>-1%</td>
<td>2%</td>
<td>-4%</td>
<td>-3%</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
<td>1%</td>
<td>-2%</td>
<td>0%</td>
<td>0%</td>
<td>-2%</td>
<td>1%</td>
<td>0%</td>
<td>-2%</td>
<td>5%</td>
<td>1%</td>
<td>-3%</td>
<td>1%</td>
<td>0%</td>
<td>-1%</td>
<td>-1%</td>
<td>-4%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>-2%</td>
</tr>
<tr>
<td>National security</td>
<td>0%</td>
<td>-1%</td>
<td>-1%</td>
<td>0%</td>
<td>1%</td>
<td>-3%</td>
<td>1%</td>
<td>-3%</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
<td>-4%</td>
<td>-2%</td>
<td>-2%</td>
<td>-1%</td>
<td>0%</td>
<td>0%</td>
<td>-2%</td>
<td>0%</td>
<td>-1%</td>
<td>0%</td>
<td>0%</td>
<td>-2%</td>
<td>-1%</td>
<td>0%</td>
<td>0%</td>
<td>-2%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>-1%</td>
</tr>
<tr>
<td>Abortion</td>
<td>0%</td>
<td>-1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>-1%</td>
<td>-2%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>-3%</td>
<td>0%</td>
<td>-1%</td>
<td>3%</td>
<td>-1%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>-1%</td>
<td>2%</td>
<td>-1%</td>
<td>1%</td>
<td>-1%</td>
<td>-4%</td>
<td>-4%</td>
<td>0%</td>
<td>0%</td>
<td>-1%</td>
<td>1%</td>
<td>1%</td>
<td>-2%</td>
</tr>
<tr>
<td>Unsure</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>-1%</td>
<td>2%</td>
<td>-1%</td>
<td>-1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>-2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
**GOP Prez Primary Screener**

Do you plan to vote in the 2024 Republican primary election for President?

<table>
<thead>
<tr>
<th>Vote in the GOP primary</th>
<th>Not vote in the GOP primary</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.8%</td>
<td>52.7%</td>
<td>15.7%</td>
</tr>
</tbody>
</table>

Vote in the GOP primary:
- 64% (F <55)
- 75% (F 55+)
- 72% (M <55)
- 80% (M 55+)
- 79% (M Col)
- 74% (M No Col)
- 68% (F <55)
- 73% (F 55+)
- 72% (Col)
- 64% (No Col)
- 71% (Midwest)
- 79% (Northeast)
- 74% (South)
- 82% (Southwest)
- 79% (West)
- 70% (Mid-Atlantic)
- 75% (Urban)
- 78% (Rural)
- 88% (Republican)
- 43% (Independent)
- 77% (White)
- 47% (Black)
- 18% (Hispanic)
- 31% (Employed)
- 13% (Retired)
- 33% (Parent)
- 72% (College)
- 73% (No College)
- 78% (Generic Undec)
- 64% (Swing Voter)
- 43% (Always Vote)
- 43% (Pres Yr Vote)
- 66% (Occasional Vote)

Not vote in the GOP primary:
- 19% (F <55)
- 14% (F 55+)
- 19% (M <55)
- 11% (M 55+)
- 16% (M Col)
- 15% (M No Col)
- 17% (F <55)
- 14% (F 55+)
- 13% (Col)
- 21% (No Col)
- 20% (Midwest)
- 20% (Northeast)
- 14% (South)
- 7% (Southwest)
- 12% (West)
- 13% (Mid-Atlantic)
- 13% (Urban)
- 7% (Rural)
- 13% (Republican)
- 13% (Independent)
- 33% (White)
- 14% (Black)
- 14% (Hispanic)
- 14% (Employed)
- 16% (Retired)
- 14% (Parent)
- 16% (College)
- 16% (No College)
- 18% (Generic Undec)
- 21% (Swing Voter)
- 21% (Always Vote)
- 21% (Pres Yr Vote)
- 13% (Occasional Vote)

Definitely vote in the GOP primary:
- 44% (F <55)
- 61% (F 55+)
- 57% (M <55)
- 57% (M 55+)
- 51% (M Col)
- 56% (M No Col)
- 47% (F <55)
- 52% (F 55+)
- 53% (Col)
- 52% (No Col)
- 52% (Midwest)
- 56% (Northeast)
- 57% (South)
- 51% (Southwest)
- 51% (West)
- 55% (Mid-Atlantic)
- 55% (Urban)
- 58% (Rural)
- 58% (Republican)
- 58% (Independent)
- 25% (White)
- 52% (Black)
- 52% (Hispanic)
- 63% (Employed)
- 51% (Retired)
- 20% (Parent)
- 32% (College)
- 20% (No College)
- 32% (Generic Undec)
- 32% (Swing Voter)
- 20% (Always Vote)
- 24% (Pres Yr Vote)
- 24% (Occasional Vote)

Probably vote in the GOP primary:
- 20% (F <55)
- 14% (F 55+)
- 31% (M <55)
- 15% (M 55+)
- 22% (M Col)
- 24% (M No Col)
- 17% (F <55)
- 17% (F 55+)
- 19% (Col)
- 18% (No Col)
- 21% (Midwest)
- 23% (Northeast)
- 23% (South)
- 19% (Southwest)
- 19% (West)
- 20% (Mid-Atlantic)
- 20% (Urban)
- 20% (Rural)
- 20% (Republican)
- 20% (Independent)
- 20% (White)
- 24% (Black)
- 24% (Hispanic)
- 26% (Employed)
- 21% (Retired)
- 15% (Parent)
- 32% (College)
- 20% (No College)
- 24% (Generic Undec)
- 32% (Swing Voter)
- 24% (Always Vote)
- 24% (Pres Yr Vote)
- 32% (Occasional Vote)

Probably not vote in the GOP primary:
- 9% (F <55)
- 3% (F 55+)
- 9% (M <55)
- 3% (M 55+)
- 5% (M Col)
- 6% (M No Col)
- 7% (F <55)
- 5% (F 55+)
- 6% (Col)
- 4% (No Col)
- 4% (Midwest)
- 3% (Northeast)
- 6% (South)
- 5% (Southwest)
- 3% (West)
- 7% (Mid-Atlantic)
- 5% (Urban)
- 5% (Rural)
- 3% (Republican)
- 4% (Independent)
- 24% (White)
- 4% (Black)
- 24% (Hispanic)
- 4% (Employed)
- 24% (Retired)
- 4% (Parent)
- 4% (College)
- 4% (No College)
- 4% (Generic Undec)
- 4% (Swing Voter)
- 4% (Always Vote)
- 4% (Pres Yr Vote)
- 4% (Occasional Vote)

Definitely not vote in the GOP primary:
- 9% (F <55)
- 11% (F 55+)
- 10% (M <55)
- 9% (M 55+)
- 10% (M Col)
- 10% (M No Col)
- 7% (F <55)
- 11% (F 55+)
- 9% (Col)
- 10% (No Col)
- 11% (Midwest)
- 11% (Northeast)
- 16% (South)
- 10% (Southwest)
- 9% (West)
- 11% (Mid-Atlantic)
- 8% (Urban)
- 8% (Rural)
- 5% (Republican)
- 19% (Independent)
- 9% (White)
- 10% (Black)
- 9% (Hispanic)
- 10% (Employed)
- 9% (Retired)
- 11% (Parent)
- 6% (College)
- 11% (No College)
- 6% (Generic Undec)
- 11% (Swing Voter)
- 9% (Always Vote)
- 9% (Pres Yr Vote)
- 9% (Occasional Vote)

Unsure:
- 17% (F <55)
- 11% (F 55+)
- 9% (M <55)
- 5% (M 55+)
- 12% (M Col)
- 15% (M No Col)
- 15% (F <55)
- 12% (F 55+)
- 15% (Col)
- 10% (No Col)
- 10% (Midwest)
- 7% (Northeast)
- 11% (South)
- 10% (Southwest)
- 8% (West)
- 11% (Mid-Atlantic)
- 10% (Urban)
- 12% (Rural)
- 13% (Republican)
- 5% (Independent)
- 24% (White)
- 10% (Black)
- 20% (Hispanic)
- 13% (Employed)
- 8% (Retired)
- 13% (Parent)
- 8% (College)
- 13% (No College)
- 8% (Generic Undec)
- 13% (Swing Voter)
- 8% (Always Vote)
- 8% (Pres Yr Vote)
- 14% (Occasional Vote)
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?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Donald Trump</td>
<td>57%</td>
<td>58%</td>
<td>57%</td>
<td>48%</td>
<td>66%</td>
<td>64%</td>
<td>64%</td>
<td>60%</td>
<td>59%</td>
<td>56%</td>
<td>52%</td>
<td>62%</td>
<td>64%</td>
<td>36%</td>
<td>58%</td>
<td>49%</td>
<td>60%</td>
<td>60%</td>
<td>52%</td>
<td>47%</td>
<td>65%</td>
<td>19%</td>
<td>37%</td>
<td>59%</td>
<td>53%</td>
<td>64%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vivek Ramaswamy</td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
<td>6%</td>
<td>7%</td>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>15%</td>
<td>11%</td>
<td>6%</td>
<td>11%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>9%</td>
<td>5%</td>
<td>12%</td>
<td>12%</td>
<td>6%</td>
<td>14%</td>
<td>8%</td>
<td>9%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ron DeSantis</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
<td>10%</td>
<td>6%</td>
<td>8%</td>
<td>13%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>12%</td>
<td>9%</td>
<td>6%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>6%</td>
<td>9%</td>
<td>3%</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
<td>10%</td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mike Pence</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nikki Haley</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>8%</td>
<td>10%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>1%</td>
<td>4%</td>
<td>8%</td>
<td>6%</td>
<td>3%</td>
<td>10%</td>
<td>4%</td>
<td>7%</td>
<td>1%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>8%</td>
<td>2%</td>
<td>16%</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chris Christie</td>
<td>2%</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>1%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
<td>13%</td>
<td>3%</td>
<td>16%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>13%</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tim Scott</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>0%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perry Johnson</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asa Hutchinson</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doug Burgum</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ryan Binkley</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Larry Elder</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undecided</td>
<td>8%</td>
<td>9%</td>
<td>4%</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>8%</td>
<td>7%</td>
<td>13%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>12%</td>
<td>6%</td>
<td>11%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>0%</td>
<td>6%</td>
<td>21%</td>
<td>13%</td>
<td>5%</td>
<td>9%</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Trend: GOP Prez Primary Ballot

- Donald Trump
- Vivek Ramaswamy
- Ron DeSantis
- Mike Pence
- Nikki Haley
- Chris Christie
- Tim Scott
- Perry Johnson
- Asa Hutchinson
- Doug Burgum
- Ryan Binkley
- Larry Elder
- Francis Suarez
- Undecided

Percentage chart showing trends from March 23 to October 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?

<table>
<thead>
<tr>
<th></th>
<th>Democrat Joe Biden</th>
<th>Republican Donald Trump</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1%</td>
<td>9.8%</td>
<td>33.0%</td>
<td></td>
</tr>
<tr>
<td>45.2%</td>
<td></td>
<td>45.1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.8%</td>
<td></td>
</tr>
</tbody>
</table>
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

- Definitely Democrat Joe Biden: 42.0% in Oct 23, 40.4% in Sep 23, 30.2% in Aug 23
- Definitely a Republican other than Donald Trump: 42.0% in Oct 23, 41.2% in Sep 23, 31.8% in Aug 23
- Probably a Republican other than Donald Trump: 21.7% in Oct 23, 19.5% in Sep 23, 17.1% in Aug 23
- Undecided: 13.1% in Oct 23, 12.3% in Sep 23, 10.3% in Aug 23
- Probably Democrat Joe Biden: 29.0% in Oct 23, 29.0% in Sep 23, 30.2% in Aug 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?

<table>
<thead>
<tr>
<th>Category</th>
<th>2024 Prediction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican Donald Trump</td>
<td>39.6%</td>
</tr>
<tr>
<td>Democrat Joe Biden</td>
<td>38.8%</td>
</tr>
<tr>
<td>Independent Robert F. Kennedy, Jr.</td>
<td>12.3%</td>
</tr>
<tr>
<td>Undecided</td>
<td>9.3%</td>
</tr>
</tbody>
</table>

The table below shows the predicted 2024 vote share across different demographics:

| Category                                      | 18-24  | 25-34  | 35-44  | 45-54  | 55+    | M      | F      | M Col  | M No Col | F Col  | F No Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural |
|-----------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|----------|--------|----------|--------|-----------|-------|-----------|-------|-----------|-------|
| Republican Donald Trump                       | 33%    | 40%    | 39%    | 49%    | 39%    | 47%    | 41%    | 28%    | 44%       | 36%    | 47%       | 38%    | 34%        | 36%   | 30%       | 39%   | 51%       | 79%   |
| Democrat Joe Biden                            | 40%    | 38%    | 40%    | 37%    | 46%    | 33%    | 34%    | 48%    | 35%       | 41%    | 30%       | 39%    | 45%        | 44%   | 53%       | 38%   | 26%       | 4%    |
| Independent Robert F. Kennedy, Jr.           | 17%    | 12%    | 12%    | 7%     | 8%     | 12%    | 14%    | 15%    | 11%       | 13%    | 12%       | 14%    | 13%        | 9%    | 9%        | 12%   | 15%       | 10%   |
| Definitely Republican Donald Trump           | 25%    | 32%    | 29%    | 39%    | 30%    | 36%    | 31%    | 22%    | 32%       | 26%    | 36%       | 32%    | 27%        | 25%   | 23%       | 29%   | 42%       | 63%   |
| Probably Republican Donald Trump             | 9%     | 8%     | 10%    | 10%    | 9%     | 11%    | 9%     | 6%     | 12%       | 8%     | 11%       | 7%     | 7%         | 11%   | 8%        | 10%   | 9%        | 16%   |
| Definitely Democrat Joe Biden                | 26%    | 30%    | 30%    | 31%    | 37%    | 25%    | 24%    | 34%    | 26%       | 31%    | 22%       | 29%    | 33%        | 31%   | 41%       | 28%   | 19%       | 2%    |
| Probably Democrat Joe Biden                  | 14%    | 8%     | 10%    | 6%     | 10%    | 8%     | 9%     | 14%    | 9%        | 10%    | 8%        | 10%    | 11%        | 13%   | 12%       | 10%   | 7%        | 2%    |
| Definitely Independent Robert F. Kennedy, Jr.| 8%     | 4%     | 5%     | 2%     | 3%     | 4%     | 6%     | 6%     | 4%        | 5%     | 3%        | 8%     | 6%         | 4%    | 5%        | 5%    | 3%        | 10%   |
| Probably Independent Robert F. Kennedy, Jr.  | 9%     | 8%     | 7%     | 5%     | 5%     | 7%     | 8%     | 9%     | 7%        | 8%     | 9%        | 6%     | 7%         | 4%    | 5%        | 7%    | 10%       | 7%    |
| Undecided                                     | 11%    | 10%    | 9%     | 7%     | 7%     | 9%     | 11%    | 9%     | 9%        | 10%    | 10%       | 8%     | 8%         | 12%   | 7%        | 11%   | 8%        | 7%    |

The percentages are based on various demographic categories.
Hunter Biden Investigation Awareness

How aware were you that Joe Biden’s son, Hunter Biden, has been under investigation for potential crimes related to his taxes, lobbying activities, possible money laundering, and other matters?
Based on what you have heard or read, do you think Joe Biden while serving as Vice President did or did not have involvement in his son Hunter Biden’s business dealings in Ukraine and China?
Given what you know about the Hunter Biden investigation, do you think President Joe Biden has acted appropriately or inappropriately regarding the investigation into his son, Hunter Biden?

<table>
<thead>
<tr>
<th></th>
<th>Appropriately</th>
<th>Inappropriately</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriately Total</td>
<td>40.6%</td>
<td>31.7%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Inappropriately Total</td>
<td>45.2%</td>
<td>13.5%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Very appropriately</td>
<td>20%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Somewhat appropriately</td>
<td>20%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhat inappropriately</td>
<td>16%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Very inappropriately</td>
<td>21%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Unsure</td>
<td>22%</td>
<td>14%</td>
<td>13%</td>
</tr>
</tbody>
</table>
The federal government via the Federal Trade Commission has sued Amazon, alleging that Amazon holds a monopoly and uses its power to harm consumers and competitors, especially companies that sell on Amazon’s platforms. Amazon says that it has lowered prices for consumers and faces stiff competition from companies like Wal-Mart, Target, and Google, and therefore does not hold a monopoly. Do you tend to side with Amazon or the Federal Trade Commission?
The 2023 United Auto Workers (UAW) strike is an ongoing labor strike involving automobile workers in the labor union United Auto Workers and the three unionized automakers in the United States—Ford Motor Company, General Motors, and Stellantis. Do you support or oppose the workers’ strike led by the UAW union?
Regardless of how you feel about the strike, do you support or oppose the workers themselves who are participating in the strike?
Regardless of how you feel about the strike, do you support or oppose the UAW Union itself in leading the strike?
Informed UAW Strike Support

The UAW is a labor union representing hundreds of thousands of automobile workers in the United States. A strike began when contract negotiations with three of the biggest American automakers, Ford Motor Company, General Motors, and Stellantis, broke down and the deadline to renew the contracts passed. The UAW union is striking because the automakers have so far refused several changes requested by the union, including a 40% pay increase (the same pay increase the automaker CEOs received), increased retirement benefits, the restoration of cost-of-living pay adjustments, and other concessions.

The automakers argue that they face stiff competition from non-union car companies like Tesla and Rivian and that caving to the union’s excessive demands will damage their ability to compete.

Now knowing this information, do you support or oppose the workers’ strike led by the UAW union?
<table>
<thead>
<tr>
<th>Percent Change: Initial to Informed UAW Strike Support</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial</strong></td>
</tr>
<tr>
<td>Support: 51.6%</td>
</tr>
<tr>
<td>Oppose: 25.5%</td>
</tr>
<tr>
<td>Neither: 19.9%</td>
</tr>
<tr>
<td>Unsure: 9.3%</td>
</tr>
<tr>
<td><strong>Informed</strong></td>
</tr>
<tr>
<td>Support: 51.8%</td>
</tr>
<tr>
<td>Oppose: 24.0%</td>
</tr>
<tr>
<td>Neither: 23.1%</td>
</tr>
<tr>
<td>Unsure: 17.6%</td>
</tr>
</tbody>
</table>

**Percent Change:**

- Oppose: +3 from Initial

**Question:** Do you support or oppose the workers’ strike led by the UAW union?
### Which political party in the United States do you consider to be more extreme?

<table>
<thead>
<tr>
<th></th>
<th>Republican Party</th>
<th>Democratic Party</th>
<th>Neither Party</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>42.4%</strong></td>
<td>45.7%</td>
<td>11.6%</td>
<td>5.1%</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

- **Republican Party**
  - F &< 55: 46%
  - M &< 55: 45%
  - M &< 55: 42%
  - M Col: 39%
  - M No Col: 43%
  - F Col: 50%
  - F No Col: 38%
  - Midwest: 44%
  - Northeast: 38%
  - South: 41%
  - Southwest: 41%
  - Mid-Atlantic: 41%
  - Urban: 30%
  - Rural: 36%
  - Republican: 36%
  - Independent: 45%
  - Democrat: 45%
  - White: 54%
  - Black: 41%
  - Hispanic: 47%
  - Employed: 47%
  - Retired: 42%
  - Parent: 42%
  - College: 42%
  - Under: 41%
  - Swing Voter: 44%
  - Always Vote: 43%
  - Pres Yr Vote: 42%
  - Occasional Vote: 44%

- **Democratic Party**
  - F &< 55: 41%
  - M &< 55: 55%
  - M &< 55: 49%
  - M Col: 55%
  - M No Col: 50%
  - F Col: 41%
  - F No Col: 48%
  - Midwest: 45%
  - Northeast: 43%
  - South: 48%
  - Southwest: 43%
  - Mid-Atlantic: 49%
  - Urban: 47%
  - Rural: 46%
  - Republican: 46%
  - Independent: 60%
  - Democrat: 38%
  - White: 38%
  - Black: 48%
  - Hispanic: 47%
  - Employed: 51%
  - Retired: 48%
  - Parent: 44%
  - College: 18%
  - Under: 49%
  - Swing Voter: 41%
  - Always Vote: 44%
  - Pres Yr Vote: 41%
  - Occasional Vote: 38%

- **Definitely the Republican Party**
  - 32%
  - 35%
  - 23%
  - 35%
  - 30%
  - 27%
  - 31%
  - 38%
  - 33%
  - 29%
  - 29%
  - 31%
  - 32%
  - 32%
  - 28%
  - 21%
  - 30%
  - 43%
  - 31%
  - 32%
  - 35%
  - 30%
  - 33%
  - 25%
  - 34%
  - 29%
  - 17%
  - 22%
  - 34%
  - 26%
  - 26%

- **Definitely the Democratic Party**
  - 14%
  - 13%
  - 7%
  - 8%
  - 12%
  - 12%
  - 12%
  - 10%
  - 11%
  - 13%
  - 13%
  - 11%
  - 7%
  - 9%
  - 11%
  - 13%
  - 9%
  - 15%
  - 11%
  - 10%
  - 15%
  - 12%
  - 12%
  - 9%
  - 13%
  - 10%
  - 12%
  - 14%
  - 20%
  - 7%
  - 19%
  - 12%

- **Neither Party**
  - 25%
  - 32%
  - 38%
  - 44%
  - 46%
  - 36%
  - 28%
  - 29%
  - 36%
  - 34%
  - 34%
  - 35%
  - 33%
  - 34%
  - 36%
  - 33%
  - 35%
  - 49%
  - 23%
  - 26%
  - 38%
  - 19%
  - 25%
  - 33%
  - 41%
  - 37%
  - 38%
  - 31%
  - 11%
  - 21%
  - 42%
  - 23%
  - 21%

- **Unsure**
  - 4%
  - 7%
  - 4%
  - 5%
  - 4%
  - 6%
  - 7%
  - 3%
  - 7%
  - 4%
  - 5%
  - 4%
  - 5%
  - 6%
  - 6%
  - 5%
  - 4%
  - 9%
  - 4%
  - 6%
  - 5%
  - 6%
  - 5%
  - 5%
  - 5%
  - 4%
  - 3%
  - 6%
  - 21%
  - 7%
  - 4%
  - 7%
  - 5%
Trend: Party - Extreme

- Democratic Party: 45.7%
- Republican Party: 42.4%
- Definitely the Democratic Party: 34.1%
- Definitely the Republican Party: 31.1%
- Probably the Democratic Party: 11.6%
- Probably the Republican Party: 6.8%
- Unsure: 5.1%
- Neither Party: 5.0%
Government Shutdown / Stopgap Funding Measure

Without Congress passing legislation to fund the government, the federal government would be unable to pay federal employees and fund agencies, causing a government shutdown. Congress recently passed a bipartisan stopgap funding measure to fund the government for an additional 45 days to avoid a shutdown as Congress works towards a bill that would fund the government for the whole year. Do you support or oppose the recently passed stopgap funding measure?
Travis Kelce, the tight end for the Kansas City Chiefs football team, and pop star Taylor Swift recently began dating, with their relationship being first showcased when Swift attended a Chiefs game with Kelce’s family. Before today, were you previously aware of the Kelce-Swift relationship?
<table>
<thead>
<tr>
<th>Swifty by Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

**Cygnal**

*Do you consider yourself to be a Taylor Swift fan or "Swifty"?*
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.

### Democrat Base (39%)

- **Vote Method**
  - Vote in-person on Election Day: 42.6%
  - Vote absentee by mail: 33.6%
  - Vote early in-person: 23.8%

- **US Direction**
  - Right direction: 67.3%
  - Wrong track: 32.7%

- **Generic Ballot**
  - Republican candidate: 2.8%
  - Democratic candidate: 97.2%

- **Image: Joe Biden**
  - Favorable: 82.7%
  - Unfavorable: 7.3%

- **Image: Donald Trump**
  - Favorable: 12.5%
  - Unfavorable: 87.1%

- **Image: United Auto Workers (UAW)**
  - Favorable: 75.6%
  - Unfavorable: 9.3%
  - No opinion: 15.2%

- **Top Priority**
  - National security: 4.0%
  - Inflation and economy: 25.7%
  - Climate change: 13.3%
  - Abortion: 7.3%
  - Crime and public safety: 6.3%
  - Threats to democracy: 14.2%
  - Gun control: 15.6%
  - Illegal immigration: 3.7%
  - Healthcare: 8.1%
  - Unsure: 1.7%

### GOP Base (36%)

- **Vote Method**
  - Vote in-person on Election Day: 62.0%
  - Vote absentee by mail: 15.1%
  - Vote early in-person: 22.8%

- **US Direction**
  - Right direction: 96.9%
  - Wrong track: 3.1%

- **Generic Ballot**
  - Republican candidate: 0%
  - Democratic candidate: 100.0%

- **Image: Joe Biden**
  - Favorable: 37.6%
  - Unfavorable: 62.4%

- **Image: Donald Trump**
  - Favorable: 37.7%
  - Unfavorable: 62.3%

- **Image: United Auto Workers (UAW)**
  - Favorable: 35.0%
  - Unfavorable: 65.0%
  - No opinion: 0%

- **Top Priority**
  - National security: 6.0%
  - Inflation and economy: 45.9%
  - Climate change: 4%
  - Abortion: 1.7%
  - Crime and public safety: 3.7%
  - Threats to democracy: 3.3%
  - Gun control: 8%
  - Illegal immigration: 34.6%
  - Healthcare: 2.4%
  - Unsure: 1.3%

### Working Class Persuadables (25%)

- **Vote Method**
  - Vote in-person on Election Day: 50.7%
  - Vote absentee by mail: 25.6%
  - Vote early in-person: 23.7%

- **US Direction**
  - Right direction: 59.8%
  - Wrong track: 40.2%

- **Generic Ballot**
  - Republican candidate: 25.4%
  - Democratic candidate: 74.6%

- **Image: Joe Biden**
  - Favorable: 60.8%
  - Unfavorable: 39.2%

- **Image: Donald Trump**
  - Favorable: 49.4%
  - Unfavorable: 50.6%

- **Image: United Auto Workers (UAW)**
  - Favorable: 56.5%
  - Unfavorable: 28.3%
  - No opinion: 15.2%

- **Top Priority**
  - National security: 6.0%
  - Inflation and economy: 34.6%
  - Climate change: 6.0%
  - Abortion: 4.0%
  - Crime and public safety: 8.5%
  - Threats to democracy: 3.5%
  - Gun control: 6.7%
  - Illegal immigration: 9.6%
  - Healthcare: 12.5%
  - Unsure: 9.6%
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.
Segmentation Analysis:

Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.
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**
- 54.1% Female
- 45.9% Male

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

**Household Income**
- <$25k: 16.8%
- $25k - $50k: 22.4%
- $50k - $75k: 17.2%
- $75k - $100k: 8.2%
- $100k - $125k: 14.2%
- $125k+: 18.8%

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

**Race/Ethnicity**
- White or Caucasian: 73.6%
- Asian or Pacific Islander: 3.7%
- Black or African American: 12.3%
- Hispanic or Latino: 8.5%
- Other: 1.5%

**Education**
- 39.8% have at least a College degree
- 60.0% have no college degree

**Religion**
- Catholic: 26.2%
- Mainline Protestant: 17.0%
- Evangelical or Born-Again: 22.8%
- Another religion: 11.5%
- Not religious: 19.8%

**Ideology**
- Very conservative: 19.2%
- Somewhat conservative: 21.1%
- Moderate: 32.8%
- Somewhat liberal: 12.4%
- Very liberal: 12.6%

**Voter History**
- Every general election including for president and in some midterms: 59.2%
- Most general elections, including for president and in some midterms: 23.8%
- Every general election for president but not midterms: 7.0%
- Most general elections for president: 10.0%

Total sample size: 2000