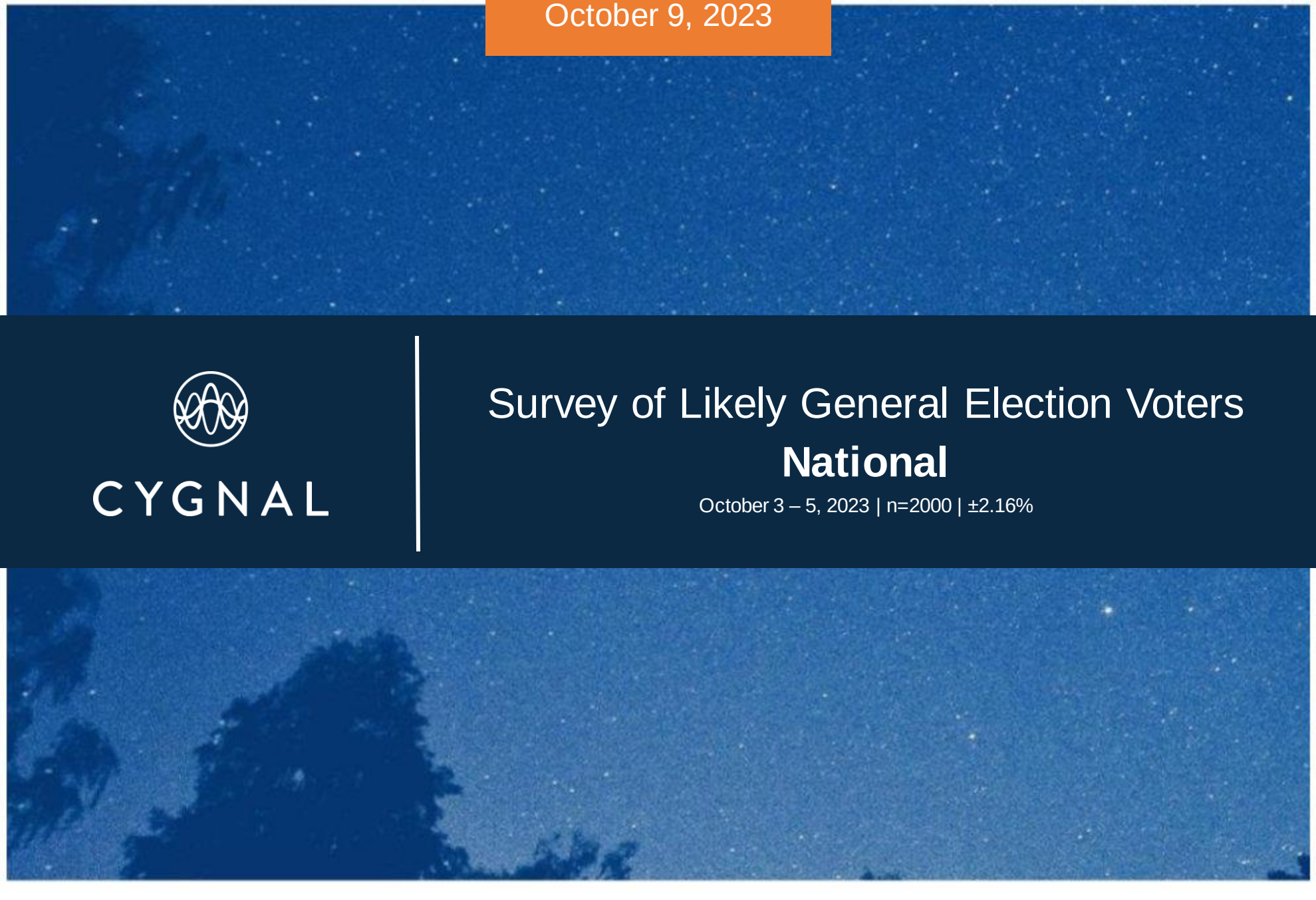
October 9, 2023



CYGNAL

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%).

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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.

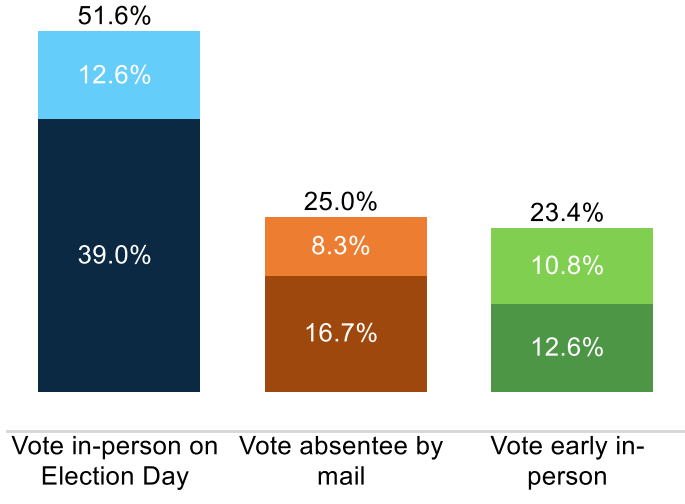
Insights & Analysis – Cont.

- 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 Persudables*** 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



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F 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
Definitely vote	64%	70%	67%	73%	77%	64%	66%	68%	69%	70%	60%	70%	72%	64%	72%	68%	66%	71%	59%	71%	71%	60%	64%	68%	73%	68%	73%	65%	50%	57%	78%	58%	45%
Probably vote	36%	30%	33%	27%	23%	36%	34%	32%	31%	30%	40%	30%	28%	36%	28%	32%	34%	29%	41%	29%	29%	40%	36%	32%	27%	32%	27%	35%	50%	43%	22%	42%	55%
Vote in-person on Election Day	55%	46%	58%	47%	50%	56%	54%	45%	58%	61%	54%	44%	38%	61%	49%	51%	56%	60%	47%	46%	53%	48%	48%	55%	45%	61%	47%	54%	52%	48%	50%	53%	57%
Vote absentee by mail	24%	33%	14%	29%	22%	20%	26%	33%	21%	22%	13%	23%	45%	17%	24%	27%	22%	17%	30%	31%	24%	24%	23%	19%	33%	14%	28%	23%	24%	26%	26%	23%	24%
Vote early in-person	21%	21%	28%	23%	28%	24%	21%	22%	21%	16%	33%	34%	17%	22%	27%	22%	22%	24%	24%	23%	22%	28%	30%	26%	22%	25%	25%	22%	24%	26%	23%	25%	19%
Definitely vote in-person on Election Day	41%	34%	44%	37%	42%	39%	41%	32%	44%	49%	38%	33%	30%	43%	40%	37%	43%	48%	30%	36%	42%	34%	35%	43%	34%	46%	37%	40%	29%	32%	43%	33%	32%
Probably vote in-person on Election Day	13%	12%	14%	10%	8%	16%	13%	12%	15%	13%	16%	11%	8%	18%	9%	14%	13%	12%	17%	10%	12%	14%	13%	12%	12%	14%	10%	14%	22%	16%	7%	19%	25%
Definitely vote absentee by mail	14%	23%	8%	22%	17%	13%	16%	24%	14%	13%	5%	17%	33%	8%	17%	18%	12%	11%	18%	22%	17%	13%	16%	11%	25%	8%	20%	15%	10%	13%	21%	12%	5%
Probably vote absentee by mail	10%	9%	6%	7%	6%	8%	10%	10%	6%	9%	8%	6%	12%	9%	7%	8%	9%	6%	12%	9%	7%	11%	6%	8%	7%	6%	8%	9%	14%	14%	6%	10%	18%
Definitely vote early in-person	9%	12%	16%	14%	19%	12%	10%	12%	11%	8%	17%	20%	9%	13%	15%	12%	11%	13%	11%	13%	13%	13%	13%	13%	14%	14%	15%	11%	10%	13%	14%	12%	8%
Probably vote early in-person	12%	9%	12%	10%	9%	12%	11%	10%	10%	8%	16%	14%	8%	10%	12%	10%	11%	11%	12%	10%	10%	15%	17%	12%	8%	11%	10%	12%	14%	13%	10%	13%	11%

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

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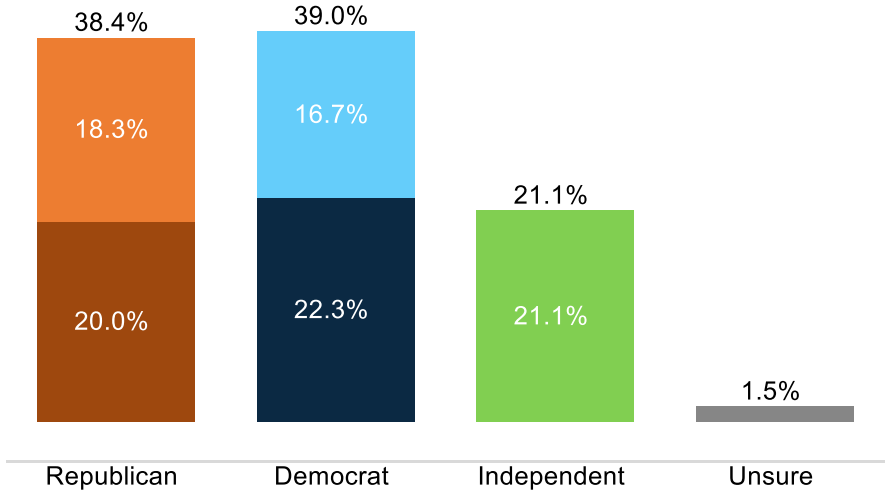
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican	30%	42%	34%	50%	39%	43%	38%	32%	43%	30%	42%	43%	35%	37%	27%	38%	50%	46%	7%	29%	36%	46%	34%	36%	40%	12%	32%	42%	35%	28%
Independent	24%	17%	24%	19%	20%	24%	20%	20%	20%	23%	25%	16%	23%	18%	15%	24%	21%	18%	36%	21%	20%	17%	20%	20%	22%	60%	31%	18%	25%	27%
Democrat	44%	40%	40%	31%	40%	31%	39%	47%	35%	46%	30%	40%	41%	44%	57%	37%	27%	35%	53%	47%	43%	36%	43%	44%	36%	17%	35%	40%	38%	37%
Strongly Republican	15%	23%	16%	28%	19%	23%	20%	16%	19%	18%	26%	22%	18%	16%	14%	18%	31%	24%	3%	15%	18%	25%	17%	18%	22%	1%	5%	24%	14%	14%
Mostly Republican	15%	19%	18%	22%	20%	20%	18%	16%	24%	12%	17%	21%	17%	21%	13%	20%	20%	22%	4%	14%	17%	21%	17%	18%	19%	11%	27%	17%	22%	14%
Mostly Democratic	21%	19%	13%	12%	10%	14%	20%	21%	15%	17%	14%	20%	16%	22%	18%	19%	11%	14%	22%	27%	17%	17%	15%	15%	17%	17%	25%	13%	22%	22%
Strongly Democratic	23%	21%	27%	18%	30%	17%	20%	26%	20%	29%	17%	20%	25%	22%	39%	18%	16%	22%	30%	19%	25%	20%	29%	28%	19%	0%	9%	27%	16%	14%

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

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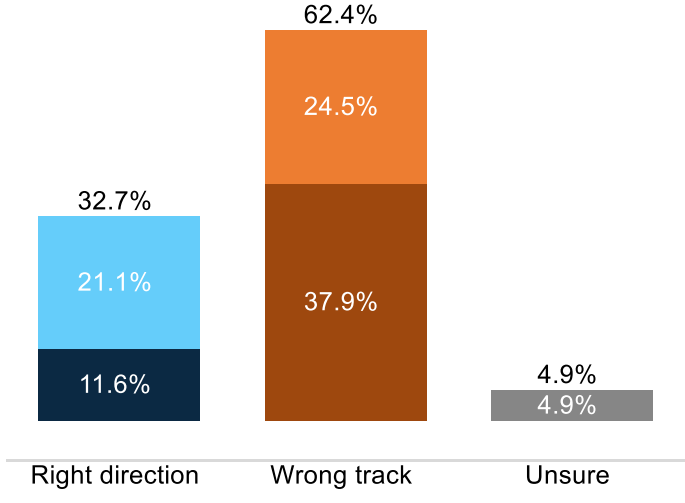
US Direction



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F 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
Right direction	32%	24%	46%	29%	46%	31%	25%	34%	30%	35%	29%	30%	38%	33%	49%	29%	26%	10%	32%	56%	30%	48%	33%	38%	28%	42%	40%	28%	15%	32%	34%	33%	26%
Wrong track	61%	70%	50%	69%	52%	64%	69%	59%	65%	60%	66%	66%	57%	62%	46%	66%	71%	88%	63%	37%	67%	44%	60%	58%	68%	54%	56%	67%	67%	64%	62%	62%	64%
Definitely the right direction	12%	6%	21%	6%	21%	9%	7%	12%	10%	14%	8%	9%	16%	8%	26%	8%	6%	4%	6%	23%	11%	17%	11%	16%	7%	21%	17%	8%	4%	7%	13%	9%	8%
Mostly the right direction	20%	18%	25%	22%	24%	23%	18%	22%	20%	20%	21%	21%	22%	25%	23%	21%	20%	7%	26%	34%	19%	31%	22%	22%	21%	21%	23%	20%	11%	24%	20%	24%	18%
Mostly the wrong track	30%	28%	19%	18%	14%	23%	29%	30%	23%	24%	25%	26%	23%	31%	24%	26%	23%	22%	30%	24%	23%	29%	31%	24%	23%	22%	22%	26%	33%	37%	20%	31%	29%
Definitely the wrong track	31%	42%	30%	51%	38%	41%	40%	30%	42%	37%	41%	40%	34%	31%	22%	40%	48%	66%	33%	13%	44%	15%	29%	34%	46%	32%	34%	40%	35%	27%	42%	31%	36%
Unsure	7%	6%	5%	2%	2%	5%	6%	7%	5%	5%	5%	4%	5%	5%	5%	6%	4%	1%	6%	7%	4%	8%	7%	4%	4%	4%	4%	5%	18%	5%	4%	5%	10%

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

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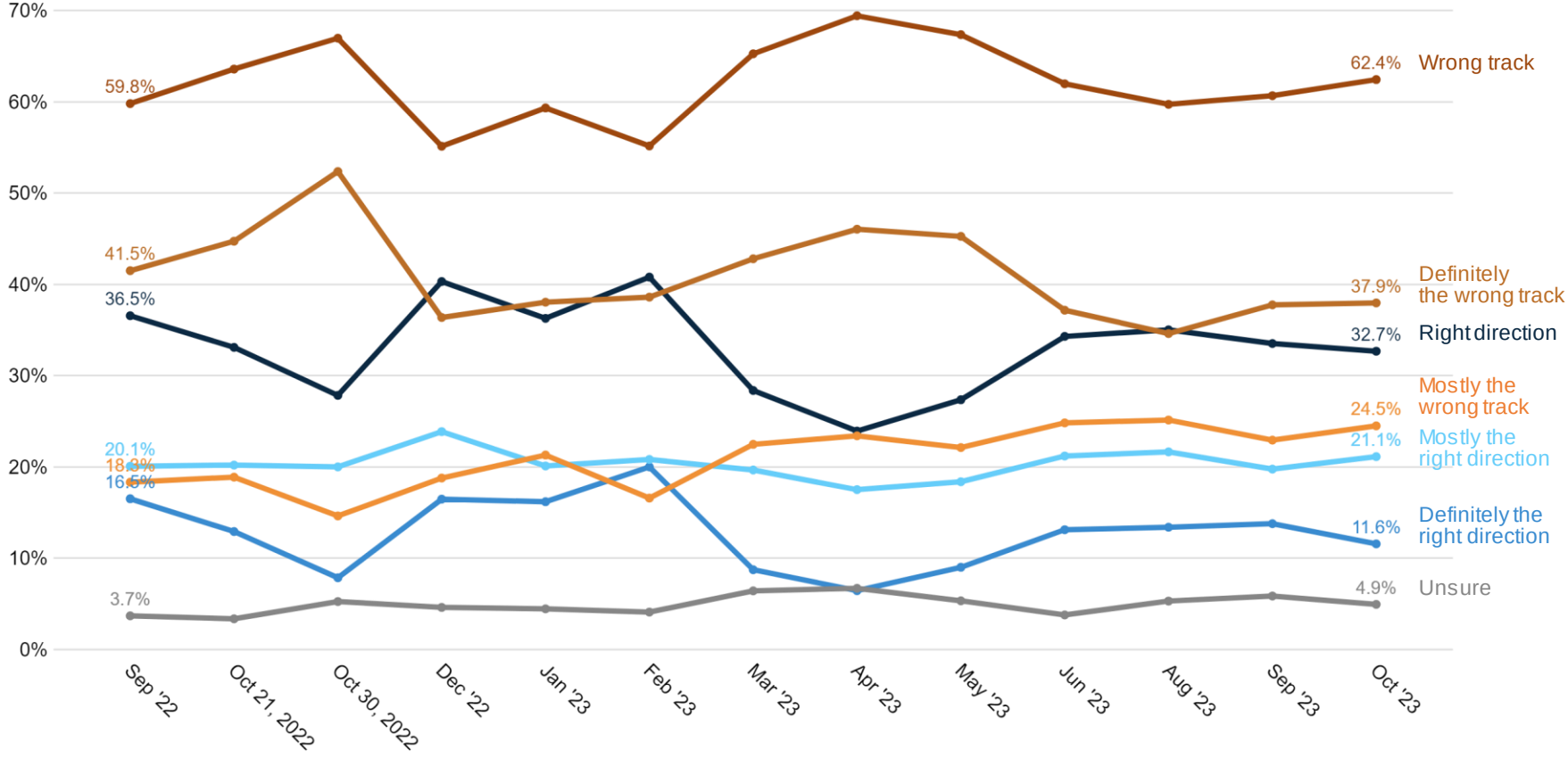
Trend: US Direction



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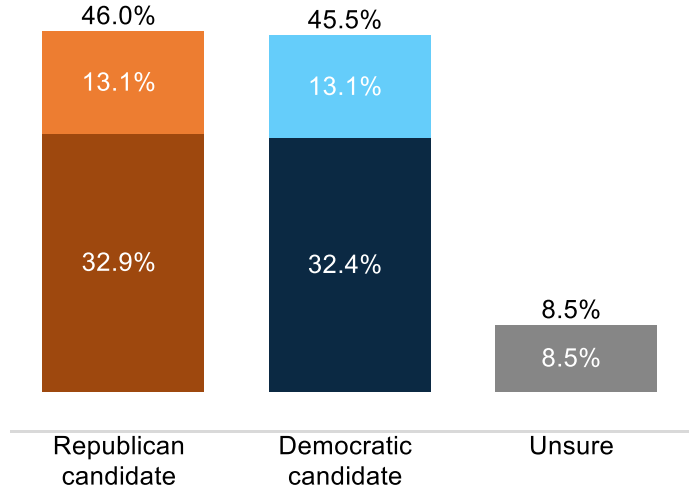
Generic Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	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%	49%	43%	56%	46%	52%	47%	37%	50%	40%	52%	45%	43%	42%	33%	46%	59%	94%	36%	5%	53%	17%	38%	44%	52%	42%	41%	49%	49%	43%	37%
Democratic candidate	52%	43%	49%	36%	48%	39%	43%	57%	41%	51%	37%	46%	50%	51%	61%	44%	33%	4%	40%	91%	40%	70%	52%	49%	41%	50%	52%	41%	46%	46%	42%
Definitely the Republican candidate	24%	37%	28%	44%	34%	37%	34%	24%	38%	29%	39%	35%	28%	24%	22%	32%	44%	73%	18%	2%	40%	7%	24%	30%	41%	27%	29%	36%	39%	25%	23%
Probably the Republican candidate	14%	11%	15%	12%	12%	15%	13%	13%	13%	11%	13%	11%	15%	18%	11%	13%	15%	20%	18%	3%	13%	10%	14%	14%	10%	15%	12%	14%	10%	18%	14%
Probably the Democratic candidate	17%	9%	18%	6%	12%	13%	13%	14%	12%	13%	13%	15%	12%	18%	16%	14%	10%	2%	21%	20%	10%	27%	18%	15%	8%	16%	13%	13%	10%	19%	17%
Definitely the Democratic candidate	34%	34%	31%	30%	37%	26%	29%	43%	29%	39%	24%	31%	38%	33%	45%	31%	23%	2%	19%	71%	30%	43%	33%	34%	33%	33%	39%	28%	36%	28%	25%
Unsure	10%	8%	8%	8%	6%	9%	10%	7%	9%	8%	11%	9%	6%	7%	6%	10%	8%	3%	24%	4%	7%	13%	10%	8%	7%	8%	6%	10%	5%	11%	20%

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

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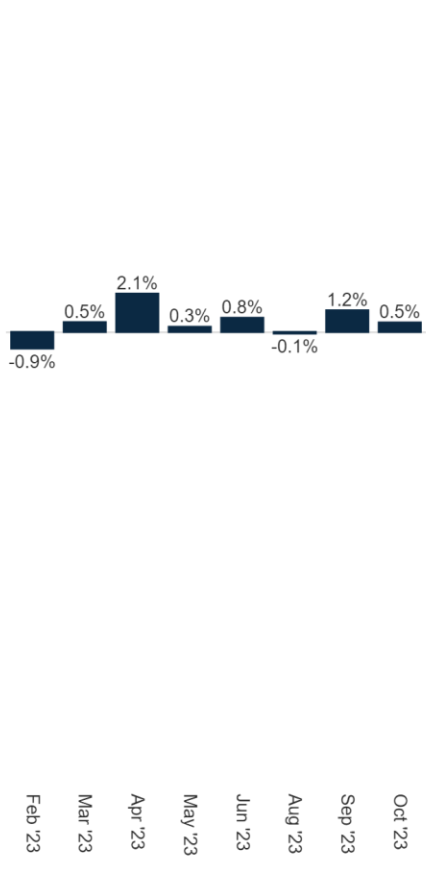
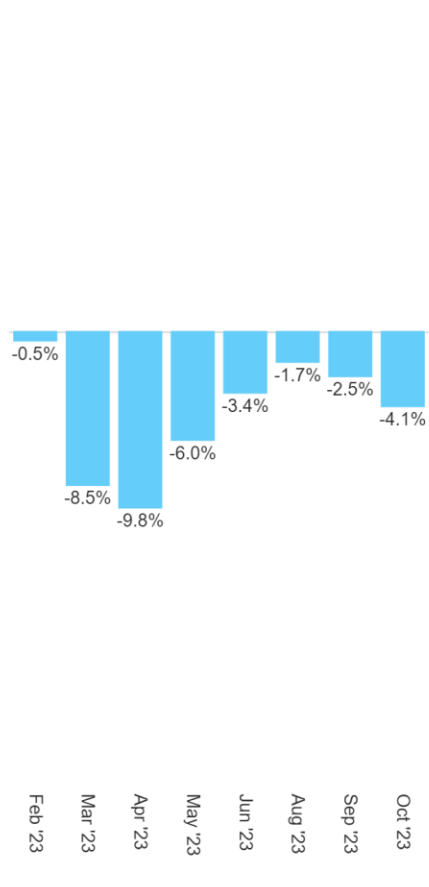
Generic Ballot Movement

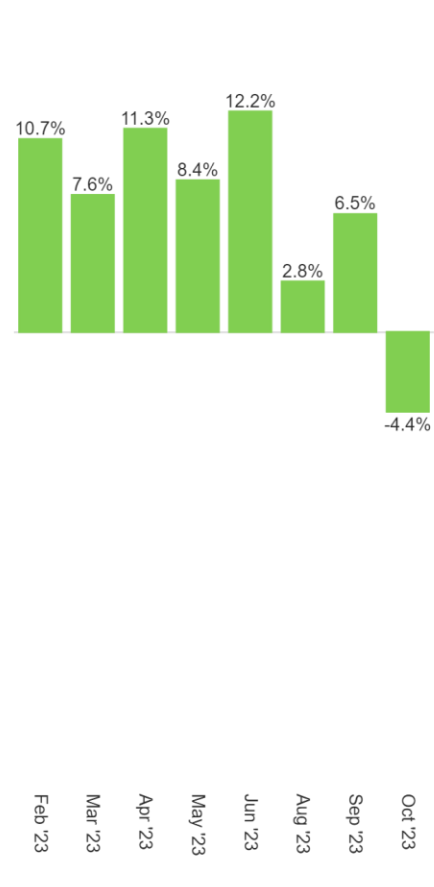
Overall (%Rep-%Dem)



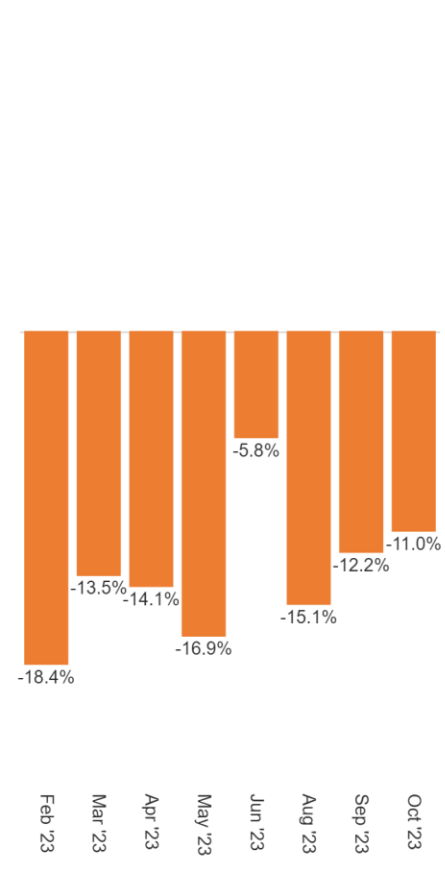
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



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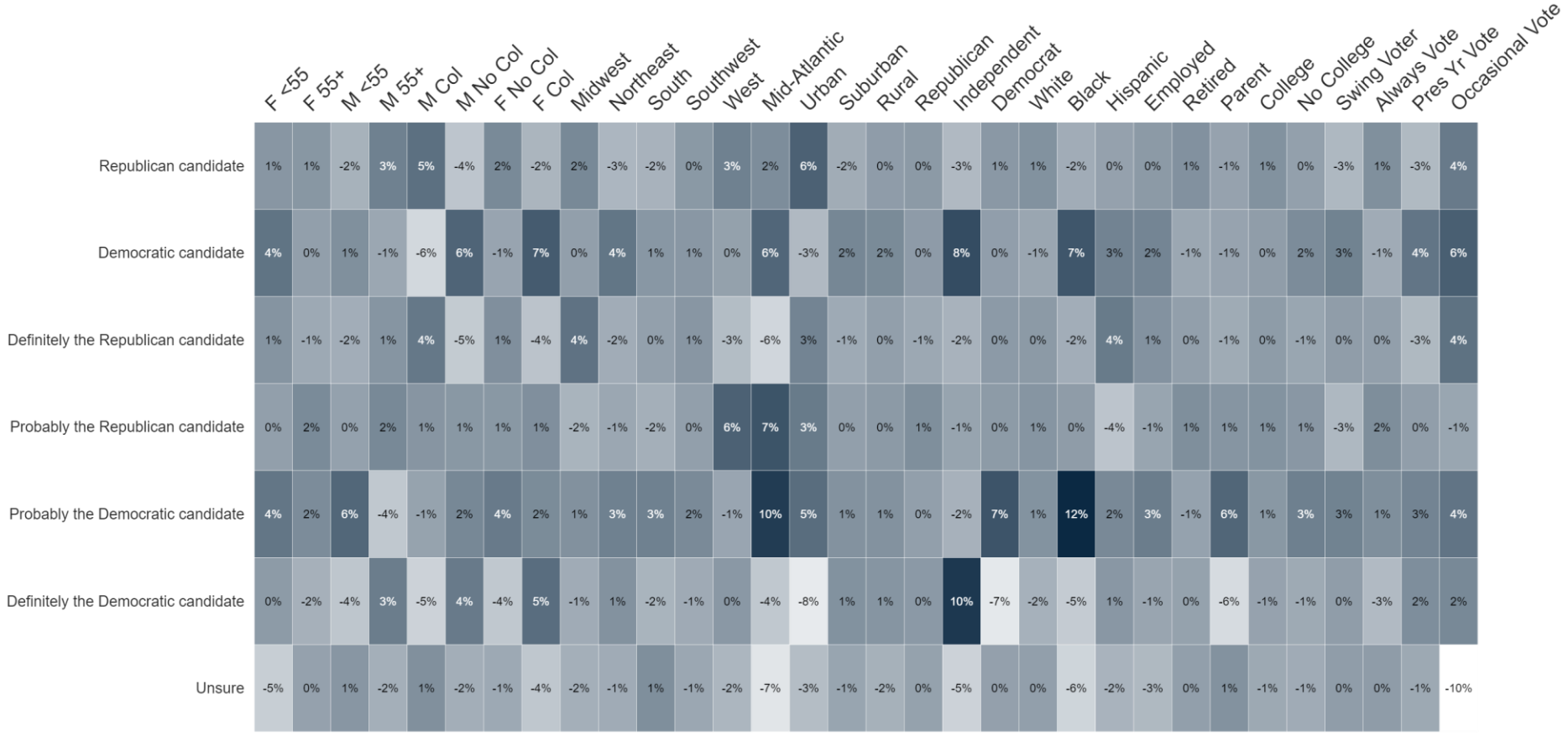
Percent Change: Generic Ballot (Sep 2023 to Oct 2023)



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Generic Ballot by Key Voter Groups

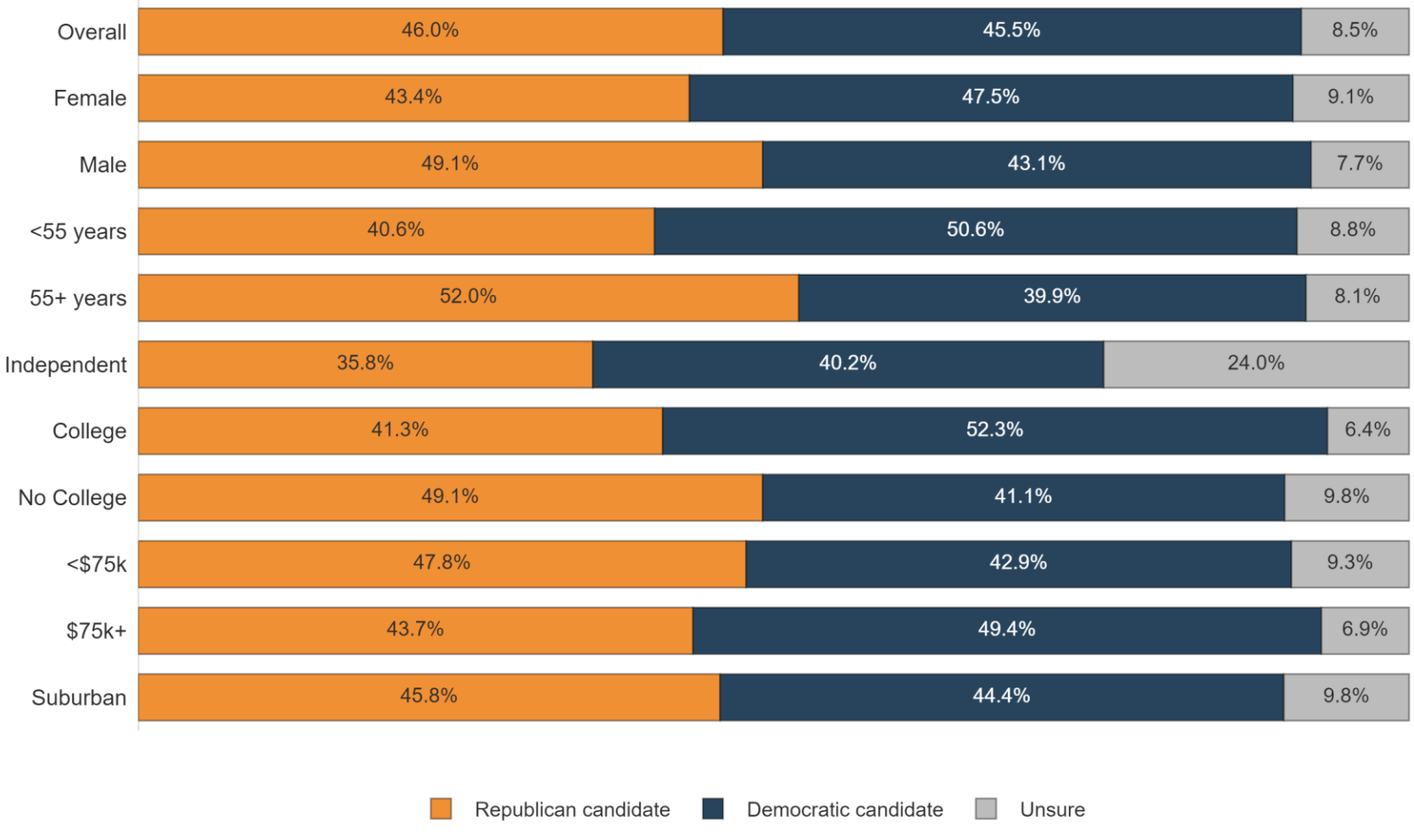

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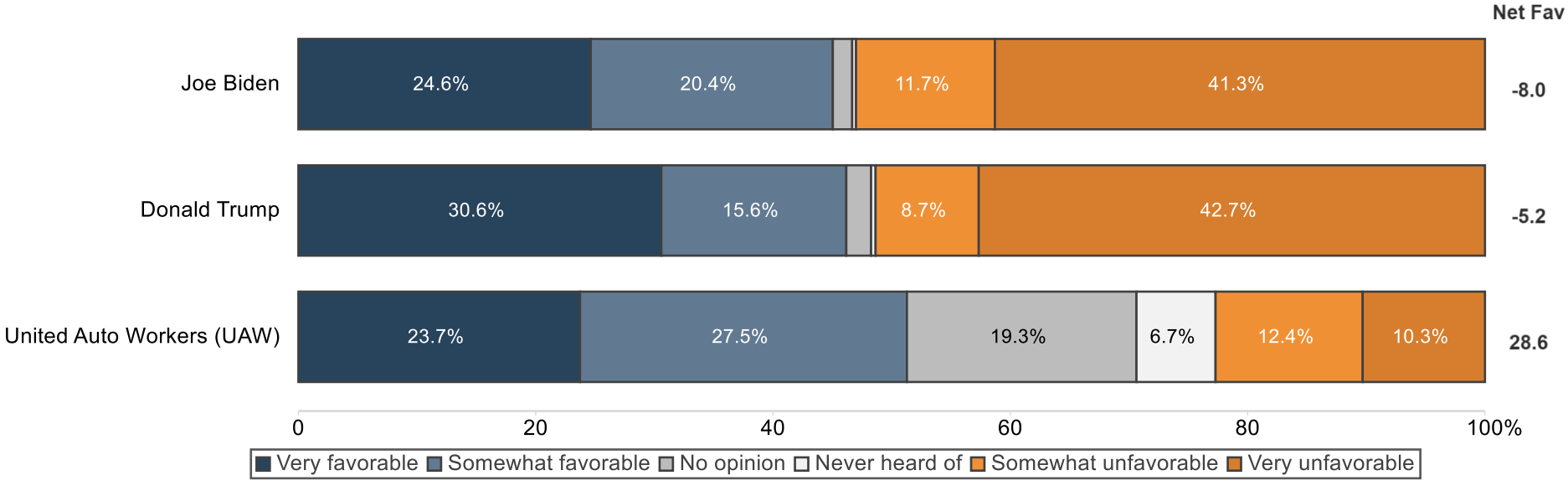
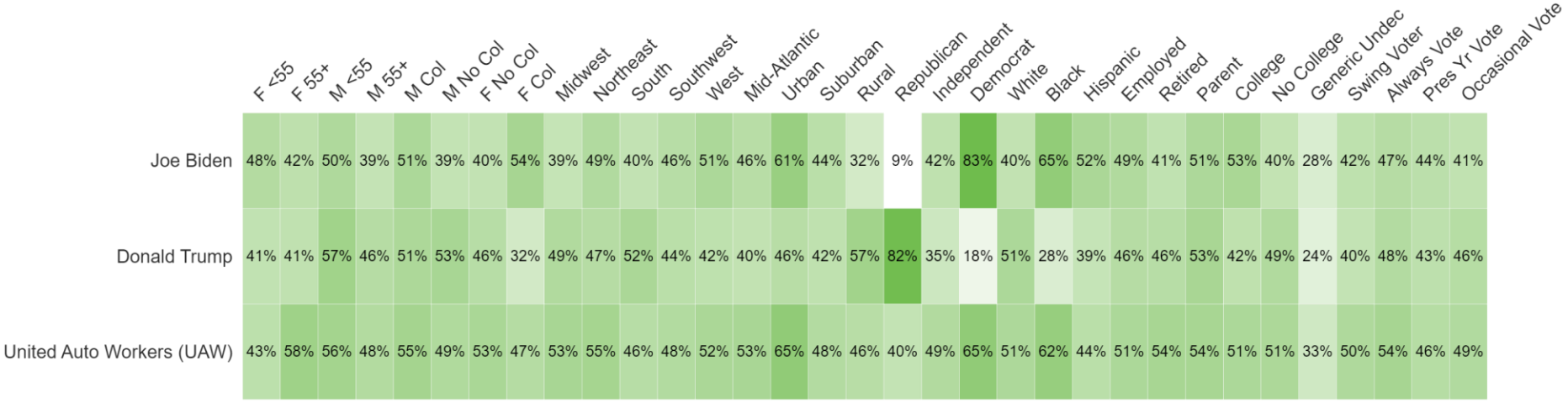
Image Tests



CYGNAL

Image Tests Heatmaps

Favorable



Unfavorable

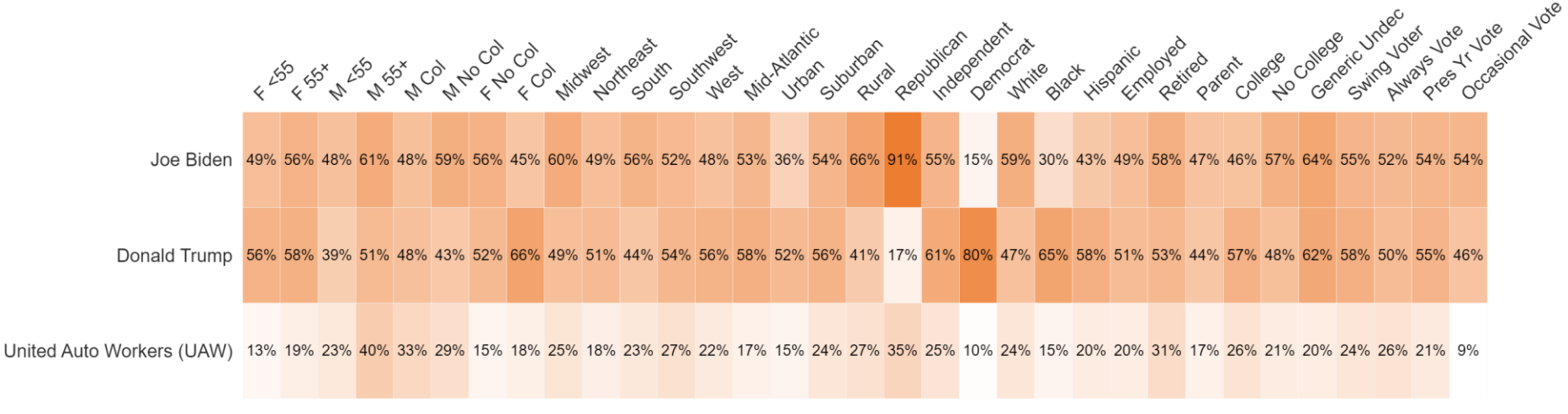


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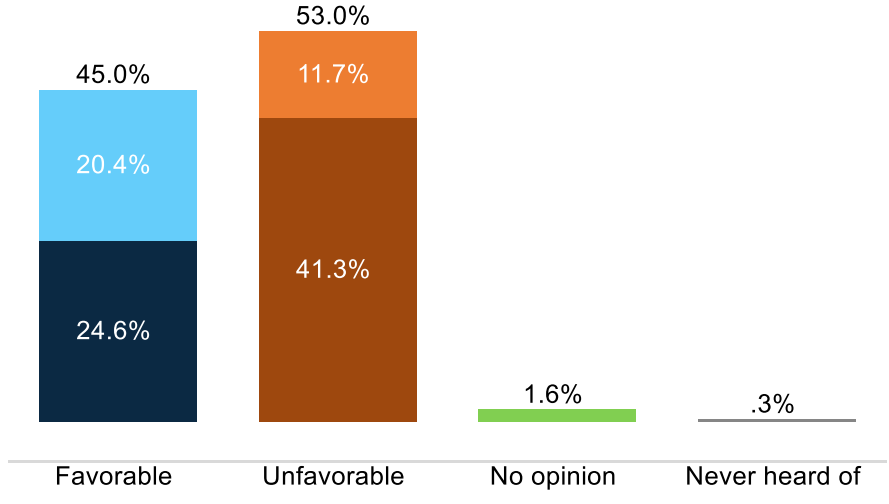
Image: Joe Biden

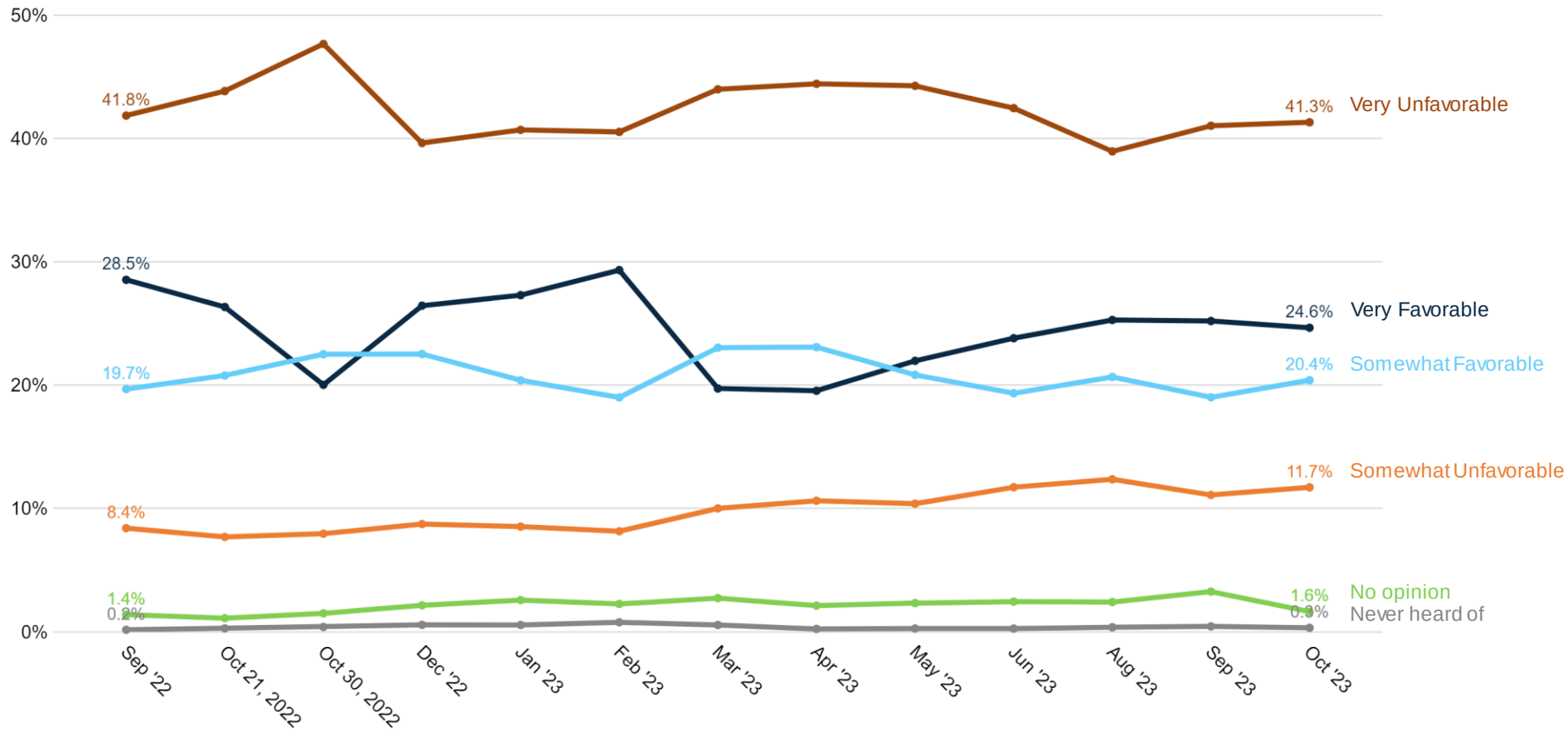


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	48%	42%	50%	39%	51%	39%	40%	54%	39%	49%	40%	46%	51%	46%	61%	44%	32%	9%	42%	83%	40%	65%	52%	49%	41%	51%	53%	40%	28%	42%	47%	44%	41%
Unfavorable Total	49%	56%	48%	61%	48%	59%	56%	45%	60%	49%	56%	52%	48%	53%	36%	54%	66%	91%	55%	15%	59%	30%	43%	49%	58%	47%	46%	57%	64%	55%	52%	54%	54%
Very favorable	22%	23%	31%	23%	34%	21%	20%	27%	21%	30%	18%	26%	28%	24%	43%	21%	16%	4%	14%	51%	23%	37%	23%	27%	23%	31%	31%	20%	7%	14%	30%	17%	19%
Somewhat favorable	26%	19%	19%	17%	17%	19%	20%	27%	18%	19%	22%	20%	24%	21%	19%	23%	16%	5%	28%	32%	18%	28%	29%	22%	18%	20%	22%	20%	21%	28%	17%	27%	22%
Somewhat unfavorable	15%	11%	12%	7%	8%	11%	12%	15%	11%	11%	13%	9%	13%	17%	11%	13%	10%	11%	18%	9%	11%	16%	12%	12%	9%	12%	11%	12%	30%	23%	8%	18%	17%
Very unfavorable	33%	45%	36%	54%	40%	48%	44%	30%	49%	38%	43%	43%	35%	36%	25%	42%	56%	80%	37%	6%	48%	14%	31%	37%	49%	34%	35%	46%	34%	32%	44%	36%	38%
No opinion	3%	1%	2%	0%	1%	2%	3%	1%	1%	2%	3%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	4%	4%	2%	1%	2%	1%	2%	6%	2%	1%	2%	5%
Never heard of	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%

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

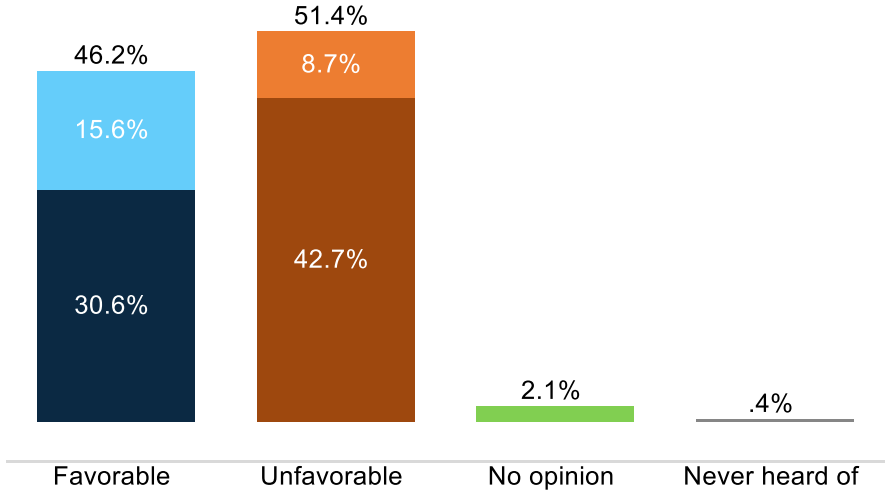
CYGNAL

Trend: Joe Biden Image



CYGNAL

Image: Donald Trump

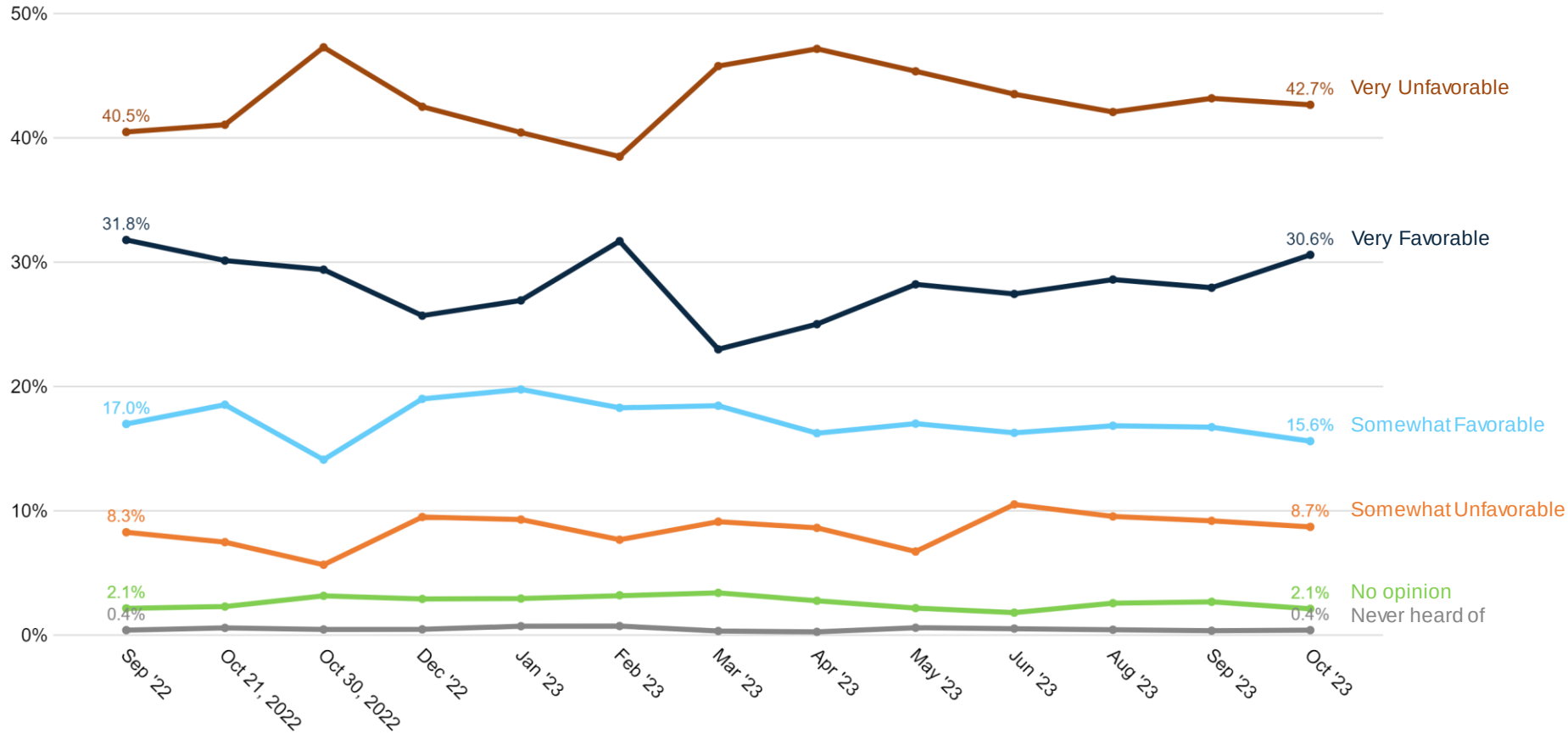


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	41%	41%	57%	46%	51%	53%	46%	32%	49%	47%	52%	44%	42%	40%	46%	42%	57%	82%	35%	18%	51%	28%	39%	46%	46%	53%	42%	49%	24%	40%	48%	43%	46%
Unfavorable Total	56%	58%	39%	51%	48%	43%	52%	66%	49%	51%	44%	54%	56%	58%	52%	56%	41%	17%	61%	80%	47%	65%	58%	51%	53%	44%	57%	48%	62%	58%	50%	55%	46%
Very favorable	28%	27%	36%	33%	31%	38%	30%	22%	32%	32%	34%	29%	30%	22%	30%	28%	38%	58%	19%	10%	35%	13%	27%	30%	31%	34%	27%	33%	10%	19%	34%	24%	28%
Somewhat favorable	13%	15%	21%	13%	20%	16%	16%	10%	17%	15%	18%	15%	12%	18%	16%	14%	19%	24%	16%	8%	17%	15%	12%	16%	15%	19%	15%	16%	15%	21%	14%	18%	18%
Somewhat unfavorable	10%	7%	11%	7%	10%	9%	8%	8%	9%	9%	10%	8%	8%	8%	8%	9%	8%	8%	12%	8%	8%	11%	13%	10%	6%	10%	9%	9%	15%	14%	6%	12%	12%
Very unfavorable	46%	51%	28%	44%	38%	34%	43%	58%	40%	42%	35%	46%	48%	50%	44%	46%	33%	10%	49%	72%	40%	54%	45%	40%	47%	34%	48%	39%	48%	43%	44%	43%	34%
No opinion	3%	1%	3%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	3%	2%	1%	6%	3%	3%	1%	2%	1%	2%	12%	2%	2%	2%	7%
Never heard of	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%

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

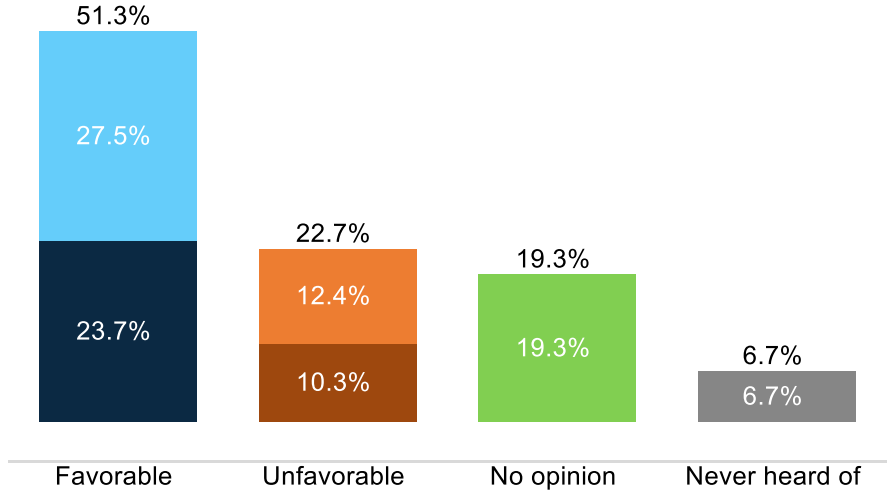
CYGNAL

Trend: Donald Trump Image



CYGNAL

Image: United Auto Workers (UAW)

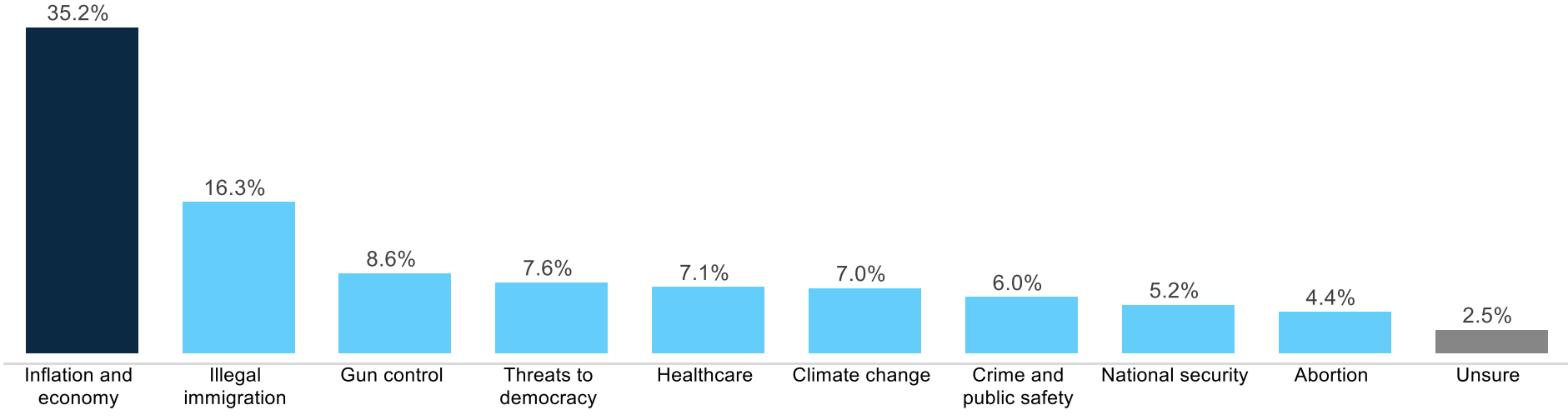


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	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%	49%
Unfavorable Total	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%	9%
Very favorable	21%	24%	31%	19%	27%	24%	24%	20%	23%	28%	20%	21%	27%	22%	36%	21%	18%	14%	21%	36%	22%	35%	22%	25%	20%	28%	24%	24%	7%	18%	26%	20%	19%
Somewhat favorable	22%	35%	25%	29%	28%	26%	29%	27%	30%	27%	26%	28%	25%	31%	29%	27%	27%	26%	27%	30%	28%	27%	22%	26%	33%	26%	27%	28%	26%	32%	28%	26%	30%
Somewhat unfavorable	7%	12%	13%	20%	18%	15%	8%	12%	13%	10%	11%	14%	14%	10%	10%	12%	15%	17%	16%	6%	13%	8%	12%	11%	17%	9%	15%	11%	13%	14%	14%	13%	5%
Very unfavorable	6%	7%	10%	20%	15%	14%	7%	6%	12%	9%	12%	13%	8%	7%	6%	12%	12%	18%	9%	4%	11%	7%	8%	9%	13%	7%	11%	10%	7%	10%	12%	9%	4%
No opinion	27%	21%	16%	10%	10%	17%	24%	24%	15%	21%	23%	19%	19%	21%	15%	21%	21%	21%	19%	17%	19%	17%	21%	21%	14%	19%	17%	21%	34%	17%	16%	22%	30%
Never heard of	16%	2%	5%	1%	2%	5%	9%	11%	6%	6%	8%	6%	7%	8%	5%	8%	6%	5%	7%	7%	6%	6%	14%	8%	2%	10%	6%	7%	13%	9%	4%	10%	12%

Do you have a favorable or unfavorable opinion of the United Auto Workers (UAW)?

CYGNAL

Top Priority

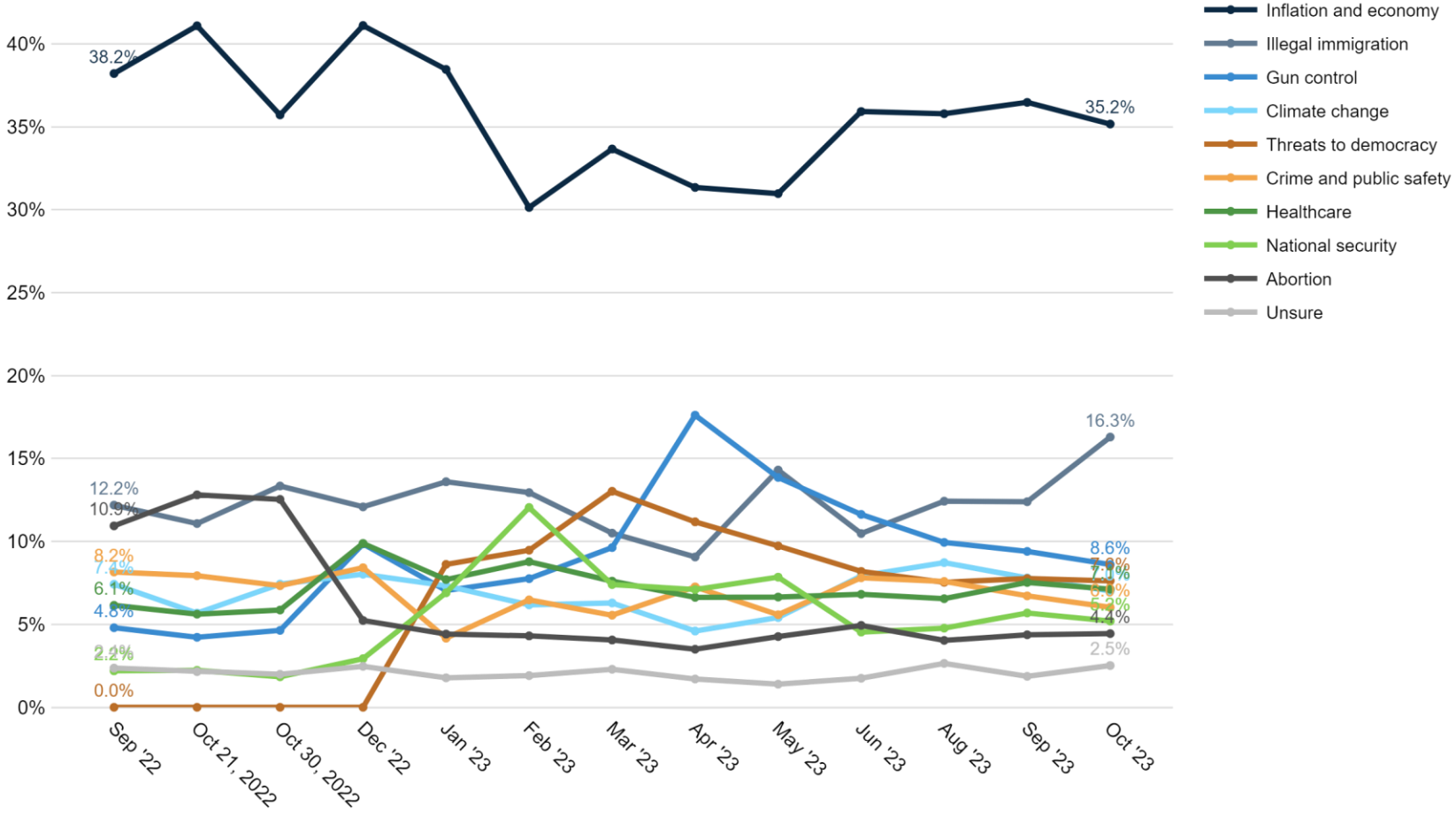


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	40%	37%	34%	29%	30%	33%	37%	41%	36%	34%	34%	38%	36%	31%	32%	36%	36%	43%	38%	26%	37%	21%	43%	38%	30%	37%	35%	35%	46%	34%	33%	40%	33%
Illegal immigration	7%	19%	15%	27%	19%	22%	15%	10%	17%	16%	16%	20%	13%	19%	12%	16%	20%	29%	13%	5%	19%	8%	13%	14%	23%	11%	14%	18%	11%	12%	19%	13%	11%
Gun control	11%	8%	9%	5%	6%	9%	10%	9%	8%	11%	5%	9%	9%	8%	10%	9%	6%	3%	7%	15%	6%	19%	14%	10%	6%	9%	7%	9%	5%	11%	8%	10%	9%
Threats to democracy	5%	8%	6%	12%	11%	7%	7%	6%	8%	8%	5%	8%	9%	6%	6%	9%	8%	3%	10%	11%	8%	10%	4%	6%	11%	5%	9%	7%	8%	6%	9%	5%	8%
Healthcare	9%	6%	7%	5%	6%	6%	8%	8%	9%	5%	12%	4%	5%	9%	8%	7%	7%	4%	9%	9%	7%	11%	6%	8%	6%	7%	7%	7%	7%	11%	5%	10%	10%
Climate change	7%	6%	7%	8%	9%	6%	6%	9%	7%	8%	5%	7%	8%	7%	9%	7%	5%	2%	5%	13%	7%	4%	7%	6%	9%	8%	9%	6%	4%	6%	7%	7%	7%
Crime and public safety	7%	6%	7%	4%	5%	6%	6%	6%	3%	5%	7%	5%	10%	7%	9%	5%	4%	5%	7%	7%	4%	13%	7%	7%	5%	9%	6%	6%	5%	8%	6%	6%	8%
National security	3%	5%	7%	6%	9%	5%	5%	3%	4%	5%	8%	4%	5%	6%	5%	5%	6%	7%	5%	4%	6%	4%	3%	5%	6%	6%	6%	5%	5%	6%	6%	4%	6%
Abortion	7%	3%	5%	2%	4%	4%	4%	7%	5%	5%	4%	2%	4%	6%	6%	3%	6%	2%	4%	7%	5%	6%	2%	5%	2%	5%	5%	4%	2%	4%	6%	3%	2%
Unsure	4%	2%	3%	2%	1%	3%	3%	1%	3%	3%	4%	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%	4%	3%	2%	2%	3%	1%	3%	6%	2%	2%	2%	7%

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

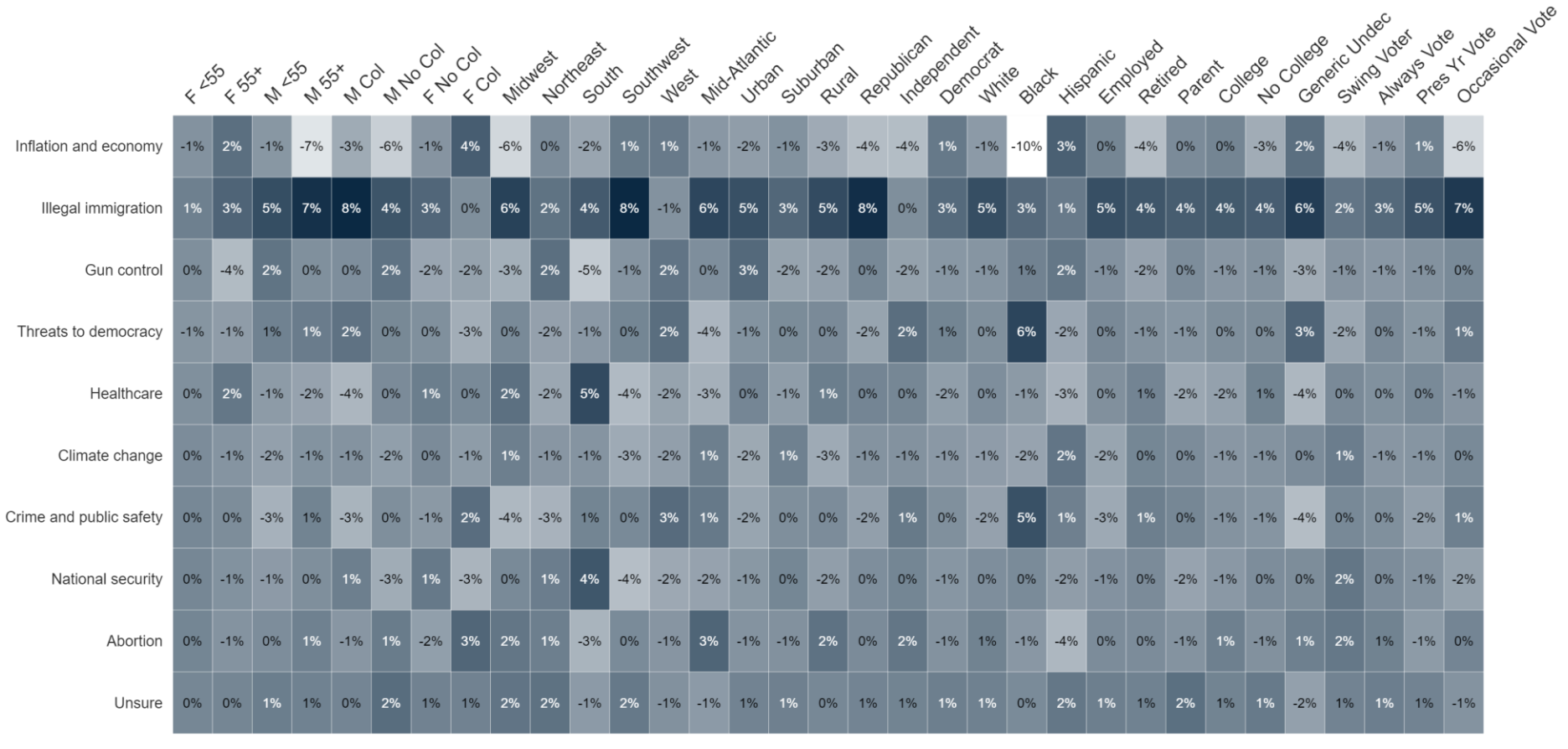
CYGNAL

Trend: Top Priority



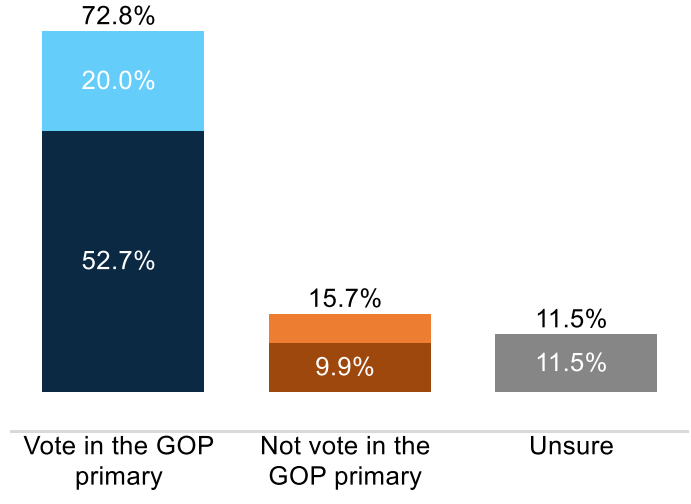
CYGNAL

Percent Change: Top Priority (Sep 2023 to Oct 2023)



CYGNAL

GOP Prez Primary Screener

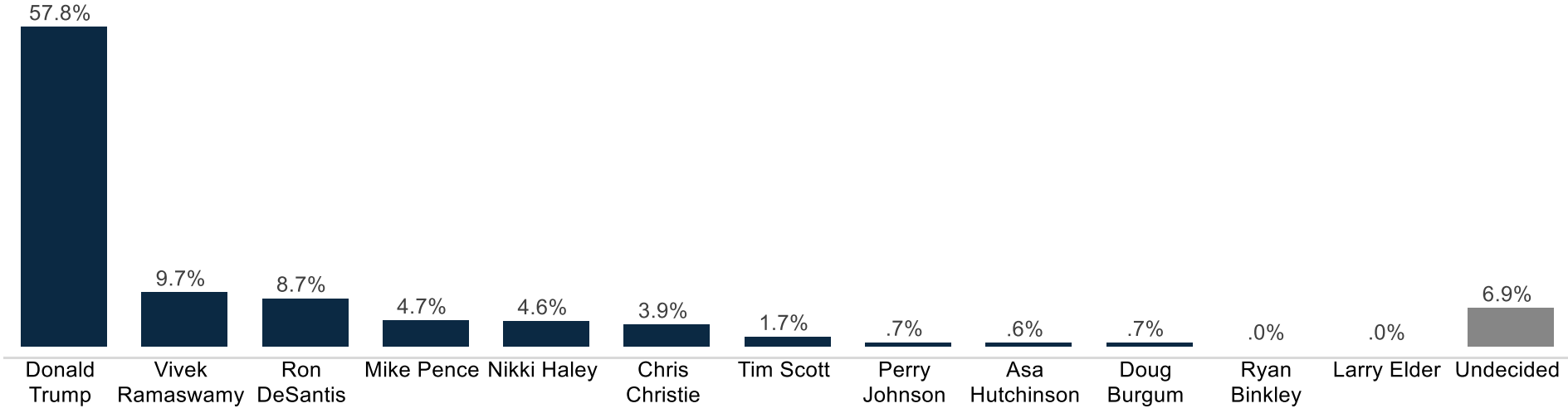


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Vote in the GOP primary	64%	75%	72%	80%	79%	74%	68%	73%	72%	64%	71%	79%	74%	82%	79%	70%	75%	88%	46%	77%	47%	72%	73%	78%	72%	77%	71%	43%	64%	79%	66%	55%
Not vote in the GOP primary	19%	14%	19%	11%	16%	15%	17%	15%	13%	21%	20%	14%	16%	7%	12%	18%	13%	7%	31%	13%	33%	18%	14%	14%	14%	16%	16%	21%	21%	13%	19%	19%
Definitely vote in the GOP primary	44%	61%	41%	65%	57%	50%	51%	56%	53%	47%	52%	58%	52%	56%	56%	51%	55%	68%	25%	58%	25%	46%	52%	63%	48%	57%	51%	20%	32%	68%	30%	28%
Probably vote in the GOP primary	20%	14%	31%	15%	22%	24%	17%	17%	19%	18%	19%	21%	21%	26%	23%	19%	20%	20%	21%	19%	22%	26%	21%	15%	24%	20%	20%	24%	32%	11%	35%	27%
Probably not vote in the GOP primary	9%	3%	9%	3%	5%	6%	7%	5%	6%	4%	8%	5%	6%	4%	3%	7%	5%	3%	12%	4%	24%	8%	6%	3%	8%	5%	6%	6%	11%	4%	10%	5%
Definitely not vote in the GOP primary	9%	11%	10%	9%	11%	9%	10%	10%	7%	16%	11%	9%	10%	3%	9%	11%	8%	5%	19%	9%	10%	9%	8%	11%	6%	11%	9%	16%	9%	10%	9%	14%
Unsure	17%	11%	9%	9%	5%	12%	15%	12%	15%	15%	10%	7%	11%	11%	10%	12%	13%	5%	24%	10%	20%	10%	13%	8%	14%	8%	14%	35%	16%	7%	15%	26%

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

CYGNAL

GOP Prez Primary Ballot

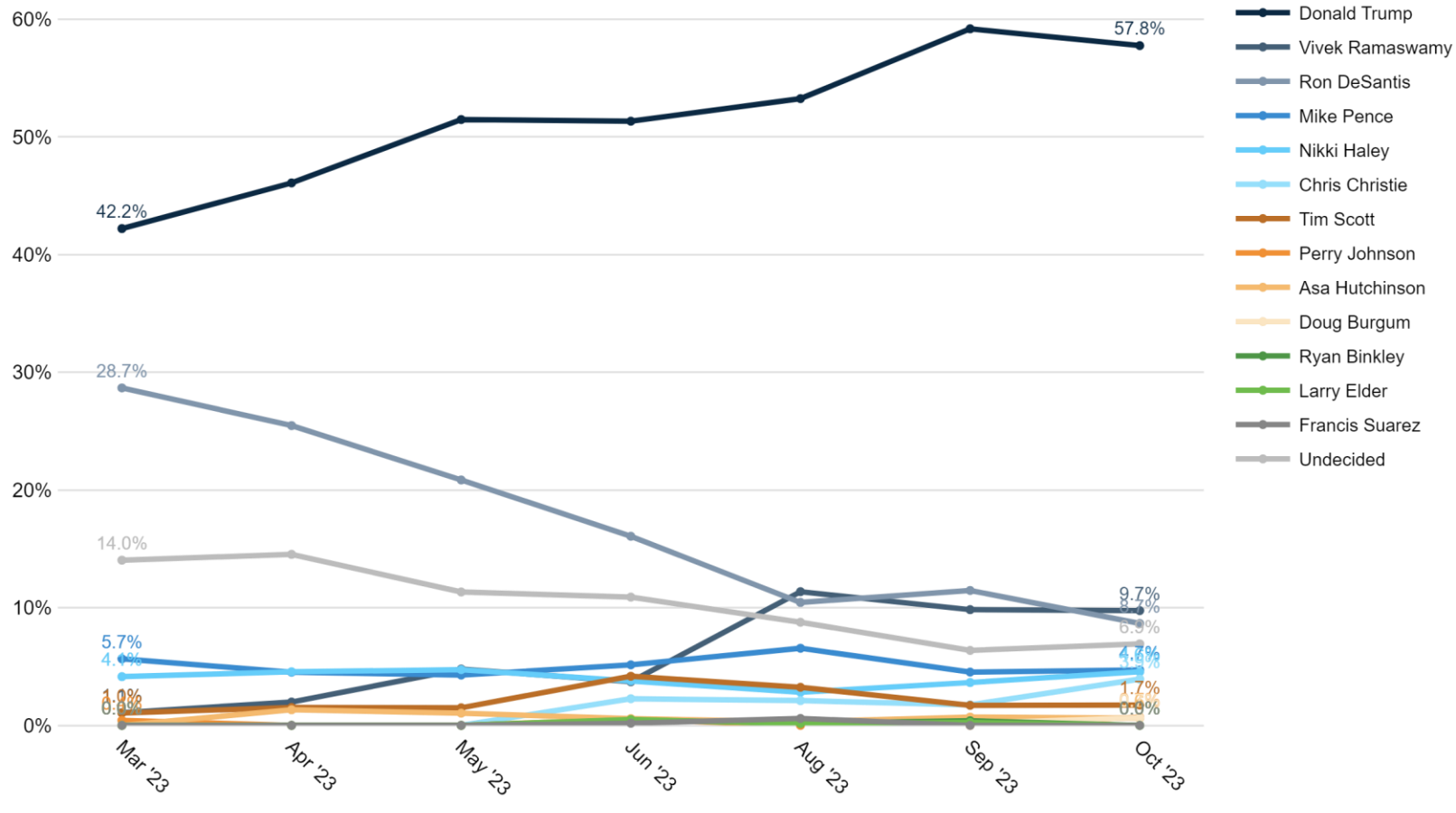


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Donald Trump	57%	58%	59%	57%	48%	66%	64%	46%	60%	59%	59%	57%	56%	53%	58%	55%	62%	64%	36%	58%	49%	60%	56%	60%	52%	47%	65%	19%	37%	59%	53%	64%
Vivek Ramaswamy	13%	11%	10%	6%	7%	9%	11%	13%	9%	15%	11%	6%	11%	8%	9%	10%	9%	9%	12%	9%	5%	12%	12%	8%	14%	9%	10%	4%	14%	9%	13%	5%
Ron DeSantis	9%	10%	7%	9%	10%	6%	8%	13%	8%	6%	9%	12%	9%	6%	6%	9%	10%	9%	6%	9%	3%	6%	8%	10%	8%	11%	7%	9%	8%	10%	8%	2%
Mike Pence	6%	4%	3%	6%	4%	5%	5%	6%	8%	2%	5%	2%	5%	8%	5%	4%	6%	4%	6%	5%	5%	5%	5%	5%	6%	5%	5%	10%	8%	4%	5%	5%
Nikki Haley	4%	2%	4%	8%	10%	3%	2%	5%	1%	4%	8%	6%	3%	10%	4%	7%	1%	4%	5%	5%	3%	2%	4%	4%	5%	8%	2%	16%	7%	5%	4%	5%
Chris Christie	2%	3%	6%	5%	6%	5%	1%	5%	3%	4%	3%	5%	5%	3%	5%	4%	3%	1%	13%	3%	16%	3%	4%	4%	4%	5%	3%	13%	7%	4%	3%	2%
Tim Scott	1%	1%	3%	1%	3%	2%	2%	1%	3%	0%	1%	2%	3%	0%	3%	2%	1%	1%	3%	2%	3%	0%	2%	2%	1%	2%	2%	2%	2%	2%	2%	0%
Perry Johnson	1%	0%	1%	1%	1%	1%	1%	0%	0%	2%	0%	2%	1%	0%	1%	1%	0%	0%	3%	0%	3%	2%	1%	0%	0%	1%	1%	3%	2%	0%	1%	2%
Asa Hutchinson	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	0%	0%	1%	1%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%
Doug Burgum	0%	0%	1%	1%	2%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	2%	1%	3%	0%	0%	1%	1%	1%	0%	2%	2%	0%	1%	2%
Ryan Binkley	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Larry Elder	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Undecided	8%	9%	4%	7%	8%	4%	7%	10%	7%	7%	4%	8%	7%	13%	8%	7%	6%	6%	12%	6%	11%	10%	7%	7%	6%	9%	6%	21%	13%	5%	9%	14%

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

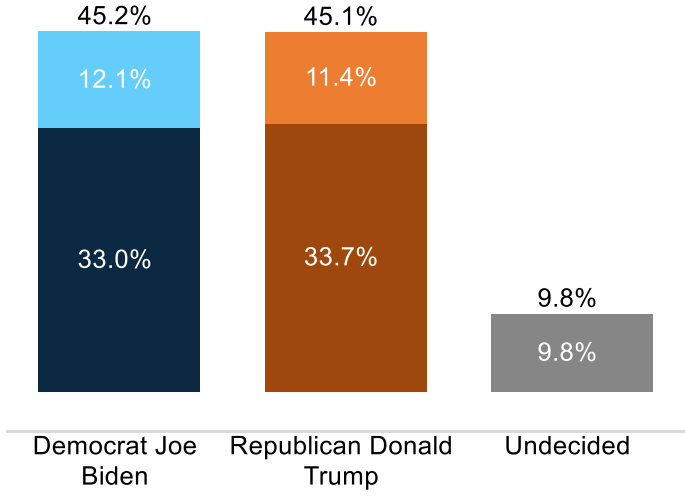
CYGNAL

Trend: GOP Prez Primary Ballot



CYGNAL

Biden v Trump

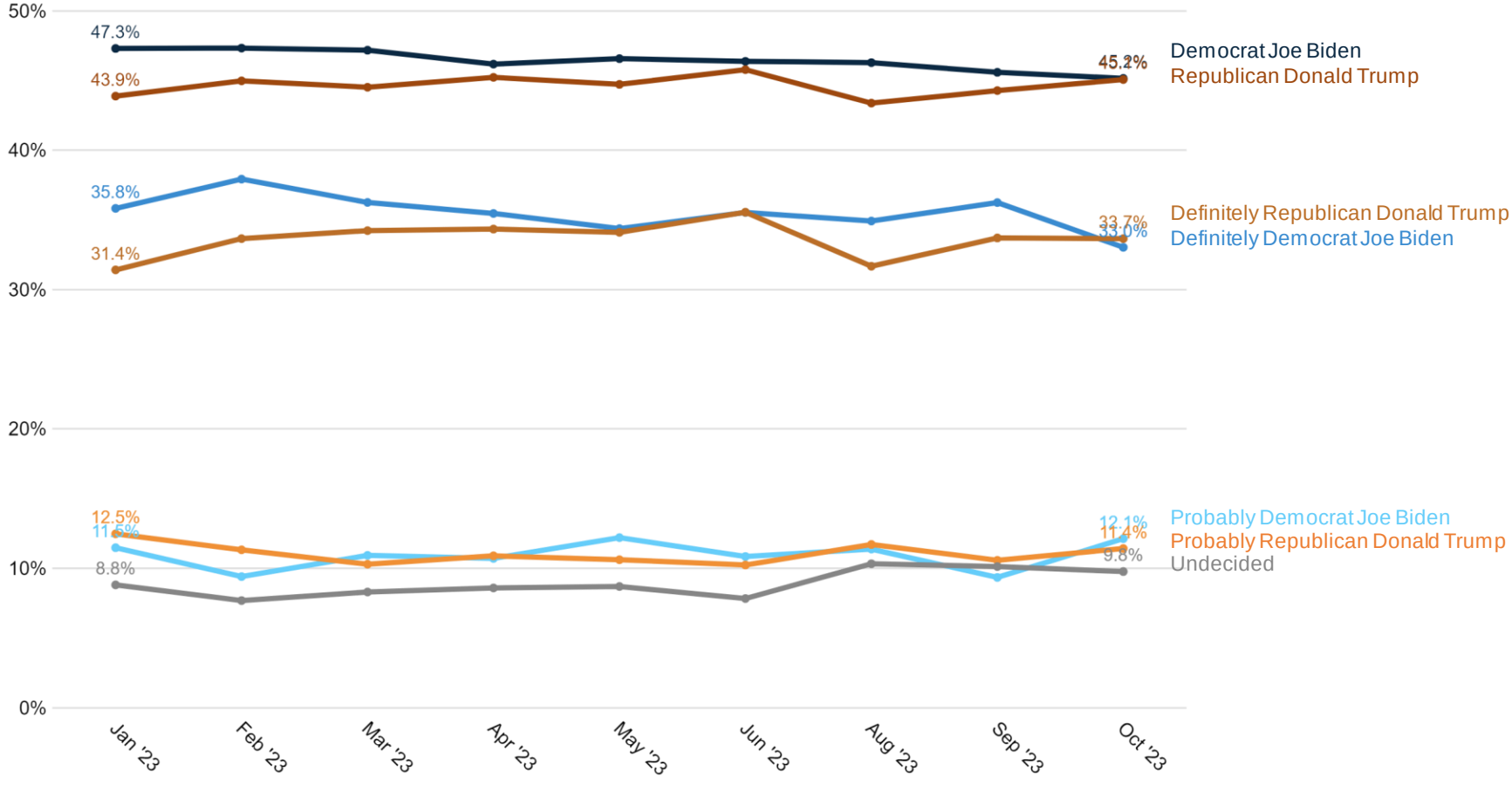


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	51%	44%	45%	39%	50%	36%	42%	59%	41%	49%	34%	45%	54%	49%	60%	45%	31%	6%	41%	87%	41%	62%	52%	49%	42%	49%	54%	39%	24%	46%	46%	44%	42%
Republican Donald Trump	37%	47%	46%	52%	43%	54%	47%	32%	52%	41%	53%	44%	39%	40%	32%	45%	58%	87%	39%	7%	51%	23%	36%	41%	50%	41%	37%	50%	22%	41%	47%	43%	42%
Definitely Democrat Joe Biden	34%	34%	32%	32%	38%	27%	29%	43%	29%	38%	23%	32%	41%	33%	45%	32%	23%	3%	28%	67%	32%	40%	32%	34%	35%	34%	41%	28%	12%	19%	38%	26%	27%
Probably Democrat Joe Biden	18%	10%	13%	7%	12%	9%	13%	15%	12%	11%	11%	13%	13%	16%	14%	13%	8%	4%	13%	20%	9%	21%	20%	15%	7%	16%	13%	11%	11%	27%	9%	18%	15%
Probably Republican Donald Trump	12%	10%	14%	9%	9%	14%	13%	8%	16%	9%	14%	9%	9%	11%	8%	12%	13%	17%	15%	3%	11%	11%	11%	12%	9%	11%	8%	13%	10%	22%	8%	17%	14%
Definitely Republican Donald Trump	25%	37%	32%	43%	34%	40%	34%	24%	36%	32%	39%	35%	30%	28%	24%	33%	45%	70%	23%	4%	39%	12%	25%	29%	42%	30%	29%	37%	12%	19%	39%	26%	28%
Undecided	11%	10%	9%	8%	8%	10%	11%	10%	8%	10%	13%	11%	8%	12%	8%	10%	11%	7%	20%	6%	8%	15%	12%	10%	8%	10%	9%	10%	54%	12%	7%	13%	16%

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

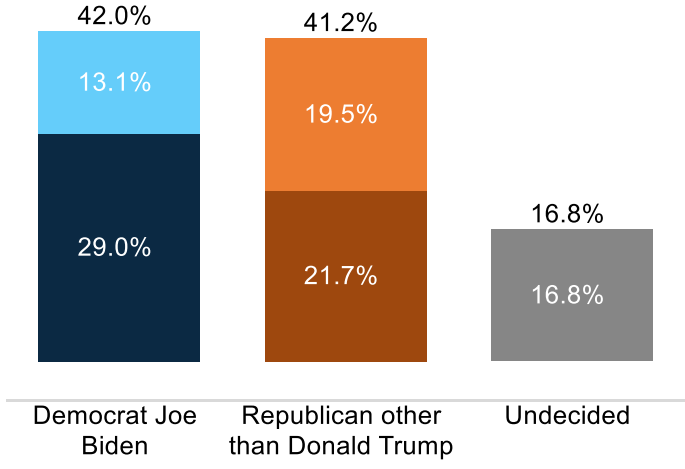
CYGNAL

Trend: Biden v Trump



CYGNAL

Biden v Non-Trump R

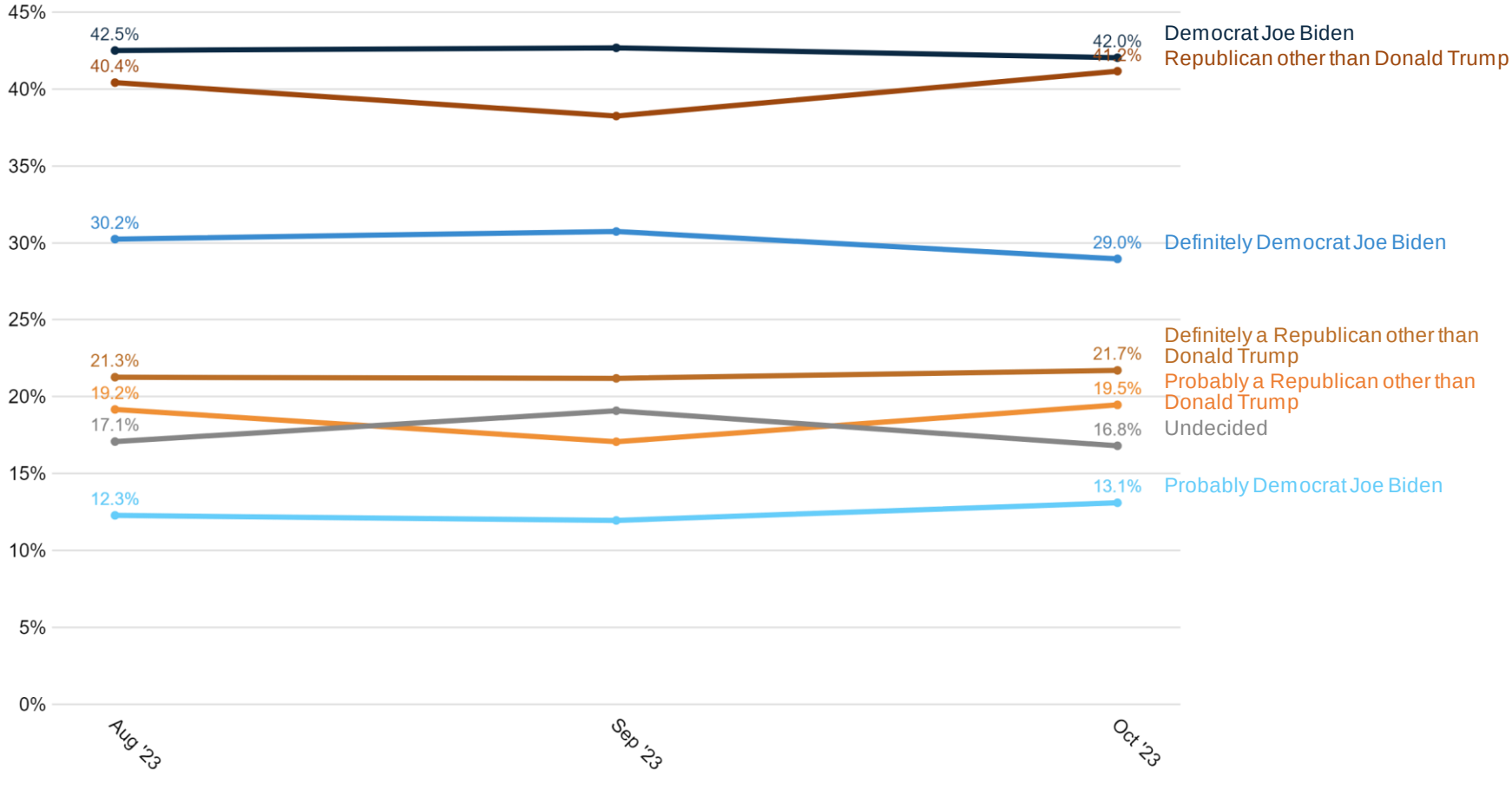


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	47%	39%	44%	37%	47%	35%	39%	52%	38%	48%	33%	40%	48%	46%	57%	42%	27%	4%	37%	83%	37%	62%	49%	46%	38%	46%	50%	37%	13%	39%	43%	40%	41%
Republican other than Donald Trump	36%	40%	43%	47%	43%	47%	39%	36%	44%	37%	46%	43%	38%	38%	30%	41%	52%	76%	37%	10%	45%	22%	37%	40%	43%	40%	39%	42%	28%	46%	42%	41%	35%
Definitely Democrat Joe Biden	29%	29%	29%	28%	35%	23%	24%	39%	26%	33%	19%	28%	36%	33%	44%	28%	18%	2%	19%	62%	28%	38%	28%	30%	30%	30%	37%	24%	4%	12%	34%	21%	21%
Probably Democrat Joe Biden	18%	10%	15%	8%	12%	12%	14%	13%	12%	15%	14%	12%	12%	13%	14%	14%	9%	2%	17%	22%	9%	25%	21%	16%	8%	15%	13%	13%	9%	27%	9%	19%	20%
Probably a Republican other than Donald Trump	20%	20%	19%	18%	16%	21%	20%	21%	21%	18%	20%	21%	18%	17%	12%	20%	25%	32%	20%	7%	21%	12%	16%	19%	19%	20%	18%	20%	20%	29%	18%	24%	16%
Definitely a Republican other than Donald Trump	16%	19%	24%	29%	26%	27%	19%	15%	22%	20%	26%	22%	20%	21%	18%	21%	27%	44%	17%	3%	25%	10%	22%	20%	24%	19%	21%	22%	8%	17%	25%	17%	19%
Undecided	17%	21%	13%	16%	10%	18%	23%	12%	18%	15%	21%	17%	14%	16%	12%	17%	21%	20%	26%	7%	18%	15%	14%	14%	19%	15%	11%	21%	59%	15%	14%	19%	24%

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

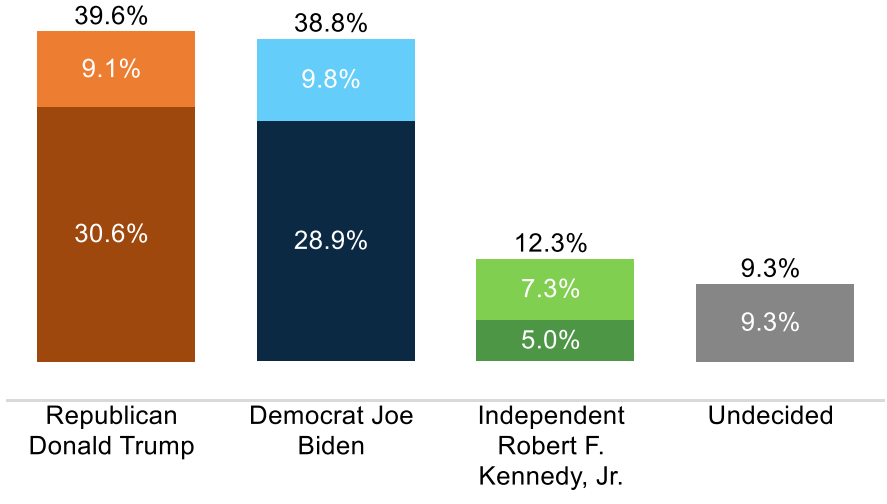
CYGNAL

Trend: Biden v Non-Trump R



CYGNAL

Kennedy Independent

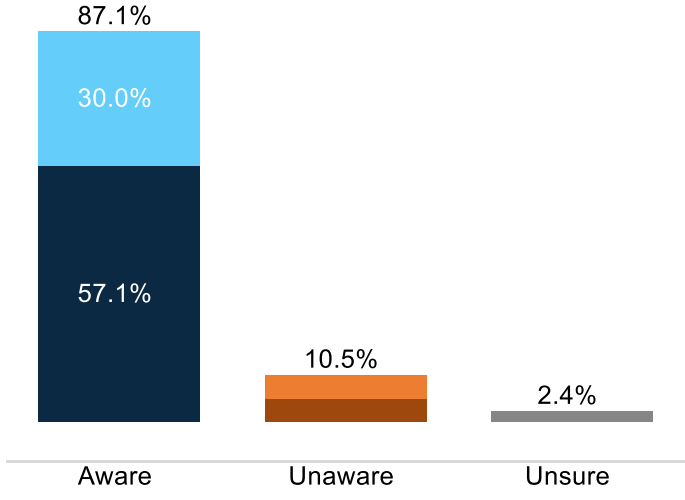


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican Donald Trump	33%	40%	39%	49%	39%	47%	41%	28%	44%	36%	47%	38%	34%	36%	30%	39%	51%	79%	28%	7%	45%	18%	34%	36%	46%	35%	34%	43%	15%	32%	42%	36%	36%
Democrat Joe Biden	40%	38%	40%	37%	46%	33%	34%	48%	35%	41%	30%	39%	45%	44%	53%	38%	26%	4%	32%	77%	34%	59%	41%	41%	38%	40%	47%	33%	18%	35%	42%	34%	35%
Independent Robert F. Kennedy, Jr.	17%	12%	12%	7%	8%	12%	14%	15%	11%	13%	12%	14%	13%	9%	9%	12%	15%	10%	22%	10%	12%	11%	17%	14%	8%	15%	11%	13%	19%	19%	10%	17%	15%
Definitely Republican Donald Trump	25%	32%	29%	39%	30%	36%	31%	22%	32%	28%	36%	32%	27%	25%	23%	29%	42%	63%	21%	4%	35%	12%	27%	26%	38%	25%	26%	34%	9%	14%	35%	24%	24%
Probably Republican Donald Trump	9%	8%	10%	10%	9%	11%	9%	6%	12%	8%	11%	7%	7%	11%	8%	10%	9%	16%	7%	3%	10%	7%	6%	10%	7%	10%	8%	10%	6%	18%	7%	12%	12%
Definitely Democrat Joe Biden	26%	30%	30%	31%	37%	25%	24%	34%	26%	31%	22%	29%	33%	31%	41%	28%	19%	2%	21%	60%	27%	41%	28%	29%	31%	29%	35%	25%	6%	17%	34%	21%	25%
Probably Democrat Joe Biden	14%	8%	10%	6%	10%	8%	9%	14%	9%	10%	8%	10%	11%	13%	12%	10%	7%	2%	11%	17%	7%	19%	12%	12%	7%	11%	12%	9%	12%	18%	8%	13%	10%
Definitely Independent Robert F. Kennedy, Jr.	8%	4%	5%	2%	3%	4%	6%	6%	4%	5%	3%	8%	6%	4%	5%	5%	5%	3%	10%	5%	5%	3%	11%	6%	3%	7%	4%	5%	8%	6%	4%	7%	5%
Probably Independent Robert F. Kennedy, Jr.	9%	8%	7%	5%	5%	7%	8%	9%	7%	8%	9%	6%	7%	4%	5%	7%	10%	7%	12%	5%	7%	8%	7%	8%	5%	8%	7%	8%	11%	13%	5%	10%	9%
Undecided	11%	10%	9%	7%	7%	9%	11%	9%	9%	10%	10%	8%	8%	12%	7%	11%	8%	7%	18%	6%	9%	11%	9%	9%	8%	9%	8%	10%	48%	14%	7%	13%	15%

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

CYGNAL

Hunter Biden Investigation Awareness

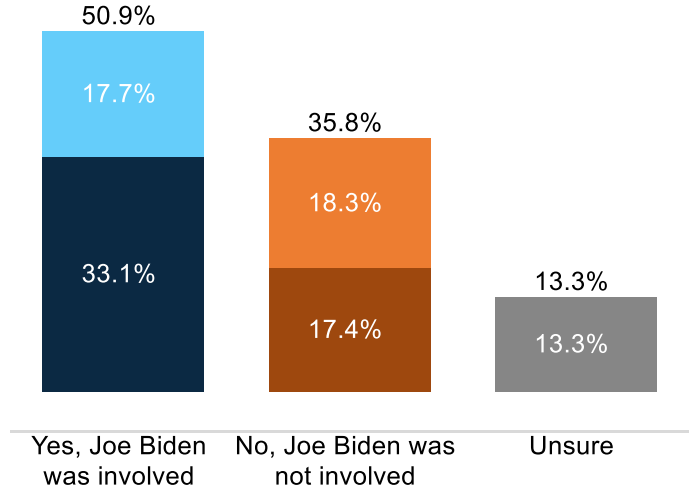


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Aware Total	80%	93%	83%	94%	93%	84%	83%	92%	86%	90%	85%	88%	86%	88%	89%	87%	85%	92%	82%	87%	90%	78%	80%	86%	94%	83%	92%	83%	74%	81%	92%	82%	75%
Unaware Total	16%	6%	15%	5%	6%	14%	13%	7%	11%	9%	13%	9%	11%	10%	8%	11%	12%	6%	15%	11%	8%	18%	16%	12%	5%	14%	7%	13%	13%	16%	7%	15%	17%
Very aware	42%	64%	51%	75%	71%	55%	51%	55%	56%	61%	55%	59%	55%	58%	59%	55%	61%	69%	48%	52%	63%	39%	45%	53%	71%	50%	63%	53%	33%	44%	68%	44%	35%
Somewhat aware	39%	29%	31%	18%	22%	28%	32%	37%	30%	29%	29%	30%	31%	31%	30%	32%	25%	24%	34%	35%	27%	38%	35%	33%	22%	33%	29%	31%	41%	38%	24%	38%	41%
Somewhat unaware	7%	3%	9%	2%	3%	8%	6%	3%	5%	4%	6%	5%	6%	7%	4%	6%	6%	3%	7%	6%	4%	9%	9%	6%	3%	7%	3%	7%	6%	8%	3%	9%	6%
Very unaware	8%	3%	6%	3%	3%	6%	7%	4%	6%	5%	6%	5%	5%	3%	4%	5%	6%	3%	7%	5%	4%	9%	7%	6%	2%	8%	4%	6%	6%	8%	4%	6%	12%
Unsure	4%	1%	3%	1%	1%	3%	4%	1%	3%	1%	3%	2%	2%	2%	3%	3%	2%	2%	4%	2%	2%	4%	4%	3%	1%	3%	1%	3%	13%	2%	1%	3%	7%

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?

CYGNAL

Biden Involvement

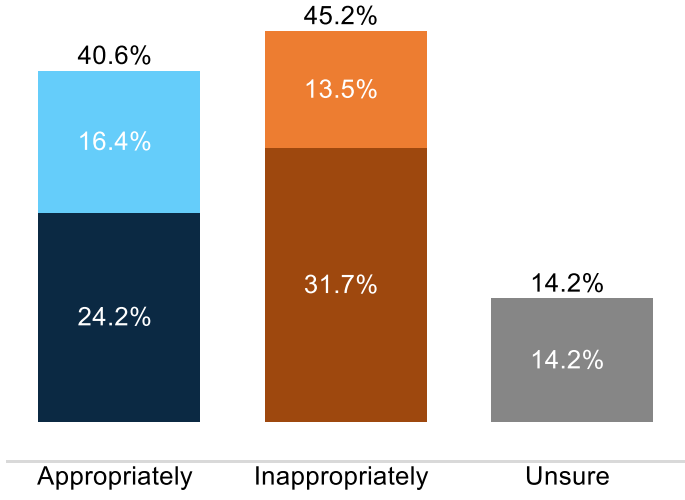


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Yes, Joe Biden was involved	42%	51%	56%	57%	55%	57%	49%	41%	55%	50%	53%	50%	48%	44%	47%	48%	60%	82%	44%	25%	57%	27%	43%	50%	54%	54%	48%	52%	42%	49%	53%	48%	49%
No, Joe Biden was not involved	38%	37%	34%	34%	38%	31%	35%	42%	33%	36%	32%	36%	41%	38%	39%	38%	28%	10%	39%	60%	32%	56%	40%	36%	35%	33%	40%	33%	23%	34%	38%	34%	27%
Definitely yes, Joe Biden was involved	24%	33%	33%	45%	42%	36%	30%	26%	34%	33%	37%	32%	33%	26%	30%	31%	40%	59%	24%	13%	39%	11%	25%	31%	40%	33%	34%	32%	14%	22%	40%	24%	23%
Probably yes, Joe Biden was involved	18%	18%	22%	12%	13%	21%	20%	15%	21%	17%	16%	19%	16%	18%	17%	17%	20%	22%	20%	12%	18%	16%	18%	19%	14%	20%	14%	20%	27%	27%	13%	24%	26%
Probably no, Joe Biden was not involved	23%	16%	20%	13%	17%	17%	18%	24%	17%	17%	16%	19%	21%	21%	16%	21%	14%	8%	22%	27%	16%	25%	23%	20%	15%	20%	20%	17%	18%	24%	17%	22%	16%
Definitely no, Joe Biden was not involved	15%	21%	15%	20%	21%	14%	17%	18%	16%	19%	15%	17%	20%	17%	23%	17%	14%	3%	17%	33%	15%	31%	17%	15%	21%	13%	20%	16%	6%	10%	21%	12%	12%
Unsure	20%	12%	10%	9%	7%	12%	16%	17%	12%	14%	15%	14%	11%	18%	15%	14%	12%	8%	17%	16%	12%	17%	17%	14%	11%	13%	12%	14%	35%	17%	9%	18%	24%

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?

CYGNAL

Biden Appropriate

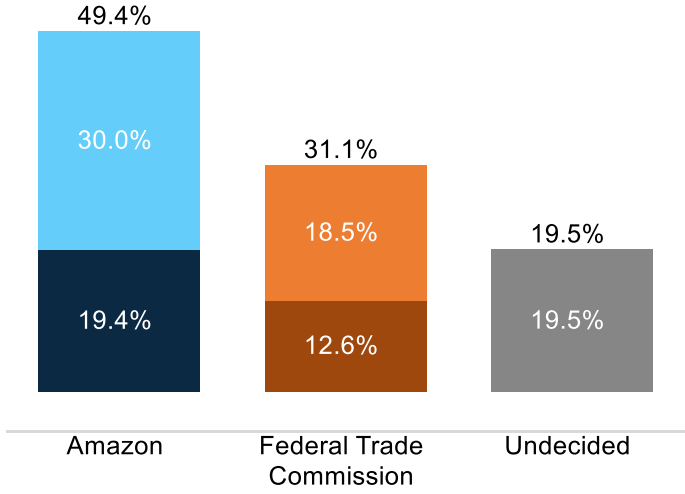


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Appropriately Total	40%	39%	44%	39%	48%	36%	36%	47%	36%	44%	32%	38%	49%	46%	55%	39%	30%	13%	40%	70%	38%	55%	39%	43%	39%	47%	48%	36%	24%	38%	44%	36%	32%
Inappropriately Total	37%	47%	44%	54%	46%	51%	46%	36%	49%	41%	48%	49%	41%	42%	30%	46%	57%	78%	40%	16%	49%	29%	43%	42%	52%	39%	41%	48%	34%	45%	47%	44%	38%
Very appropriately	20%	26%	25%	26%	33%	19%	22%	26%	21%	29%	19%	20%	31%	24%	33%	22%	20%	5%	23%	45%	24%	31%	21%	24%	26%	26%	29%	21%	6%	13%	30%	16%	15%
Somewhat appropriately	20%	13%	19%	12%	15%	17%	14%	22%	15%	16%	13%	18%	18%	21%	22%	17%	10%	8%	17%	25%	14%	23%	18%	18%	13%	21%	18%	15%	18%	25%	14%	20%	17%
Somewhat inappropriately	16%	12%	16%	9%	11%	14%	15%	13%	14%	13%	14%	15%	11%	16%	10%	14%	15%	17%	14%	10%	13%	17%	18%	14%	12%	12%	12%	14%	17%	23%	10%	20%	12%
Very inappropriately	21%	35%	28%	45%	35%	37%	31%	23%	35%	28%	33%	34%	30%	26%	20%	32%	43%	62%	26%	6%	37%	12%	26%	28%	40%	26%	29%	33%	17%	22%	36%	24%	27%
Unsure	22%	13%	12%	8%	6%	13%	19%	17%	15%	15%	20%	13%	10%	13%	15%	15%	12%	9%	21%	14%	13%	16%	18%	16%	9%	14%	11%	16%	42%	17%	9%	20%	30%

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?

CYGNAL

FTC Amazon Lawsuit

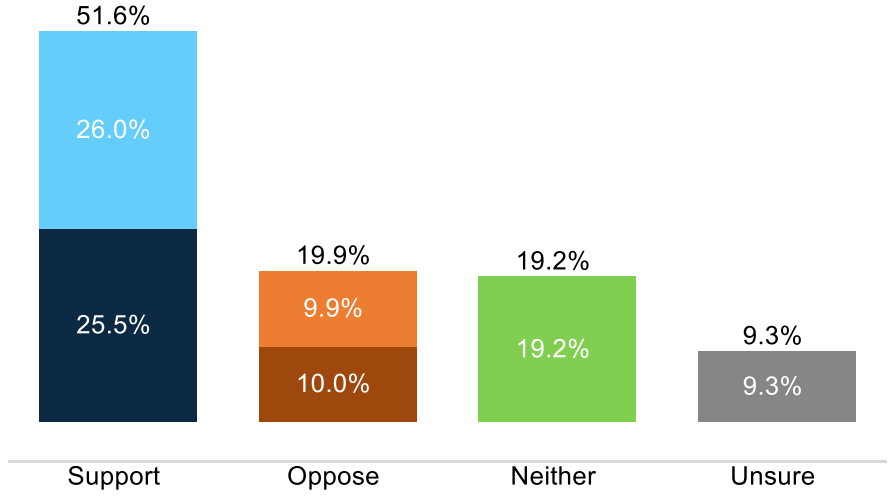


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Amazon	43%	48%	57%	52%	61%	49%	46%	44%	48%	49%	51%	51%	48%	49%	52%	47%	51%	55%	45%	47%	52%	41%	45%	51%	52%	53%	53%	47%	38%	50%	51%	48%	45%
Federal Trade Commission	33%	27%	32%	32%	31%	33%	26%	37%	28%	31%	27%	30%	38%	32%	31%	33%	27%	26%	35%	35%	30%	37%	35%	33%	27%	31%	34%	29%	26%	35%	33%	30%	24%
Definitely Amazon	17%	17%	24%	21%	28%	18%	17%	16%	19%	22%	16%	21%	20%	14%	27%	17%	19%	22%	16%	19%	20%	19%	18%	21%	20%	25%	22%	18%	12%	13%	22%	16%	14%
Probably Amazon	26%	31%	32%	31%	33%	31%	29%	28%	29%	27%	35%	30%	28%	35%	25%	31%	33%	33%	28%	28%	31%	22%	27%	30%	32%	28%	31%	30%	26%	36%	29%	32%	31%
Probably the Federal Trade Commission	17%	19%	17%	22%	18%	19%	16%	22%	15%	19%	17%	20%	20%	22%	15%	21%	16%	17%	22%	19%	18%	23%	20%	17%	19%	16%	20%	17%	20%	23%	19%	20%	14%
Definitely the Federal Trade Commission	16%	8%	16%	10%	12%	14%	10%	16%	13%	12%	10%	10%	18%	9%	16%	12%	11%	9%	13%	16%	12%	14%	15%	15%	8%	15%	14%	12%	6%	12%	14%	10%	10%
Undecided	24%	25%	11%	17%	9%	18%	28%	19%	24%	20%	22%	19%	13%	19%	17%	20%	22%	19%	21%	18%	19%	22%	19%	17%	21%	15%	13%	24%	36%	15%	16%	22%	31%

The federal government via the Federal Trade Commission has sued Amazon, alleging that Amazon holds a monopoly and uses its powers 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?

CYGNAL

Initial UAW Strike Support

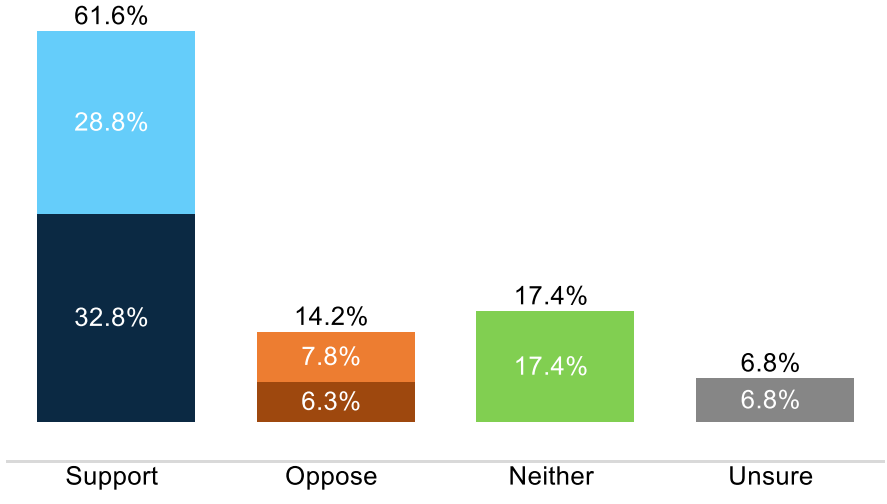


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	51%	54%	54%	46%	55%	46%	50%	57%	48%	58%	45%	49%	56%	54%	63%	48%	49%	38%	51%	66%	51%	59%	53%	54%	49%	56%	56%	49%	35%	48%	54%	47%	50%
Oppose Total	15%	14%	22%	32%	28%	26%	14%	15%	25%	15%	23%	22%	16%	16%	15%	21%	22%	31%	15%	12%	21%	12%	19%	19%	23%	18%	22%	19%	13%	18%	23%	18%	9%
Strongly support	25%	25%	29%	23%	31%	22%	24%	27%	26%	29%	19%	22%	30%	26%	38%	21%	23%	13%	22%	40%	24%	33%	29%	27%	23%	29%	30%	23%	12%	16%	31%	17%	23%
Somewhat support	26%	29%	25%	23%	24%	25%	26%	30%	22%	29%	26%	27%	26%	29%	24%	27%	26%	24%	29%	27%	26%	26%	24%	27%	26%	27%	27%	26%	23%	32%	24%	30%	28%
Neither support nor oppose	18%	22%	17%	19%	14%	21%	21%	19%	17%	18%	21%	21%	19%	22%	17%	21%	18%	22%	23%	14%	20%	17%	19%	16%	21%	16%	16%	21%	28%	24%	16%	25%	20%
Somewhat oppose	7%	8%	12%	13%	13%	12%	7%	9%	11%	7%	10%	13%	8%	10%	9%	10%	10%	15%	9%	5%	10%	5%	13%	10%	11%	8%	11%	9%	8%	10%	11%	9%	7%
Strongly oppose	7%	6%	10%	18%	15%	13%	7%	7%	14%	8%	12%	9%	8%	6%	6%	11%	12%	15%	7%	7%	11%	7%	5%	9%	13%	10%	11%	9%	5%	9%	12%	8%	3%
Unsure	16%	10%	7%	4%	4%	7%	15%	8%	10%	9%	12%	8%	9%	8%	6%	10%	12%	9%	10%	8%	8%	12%	10%	10%	6%	10%	6%	12%	24%	9%	7%	10%	20%

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?

CYGNAL

UAW Workers Support

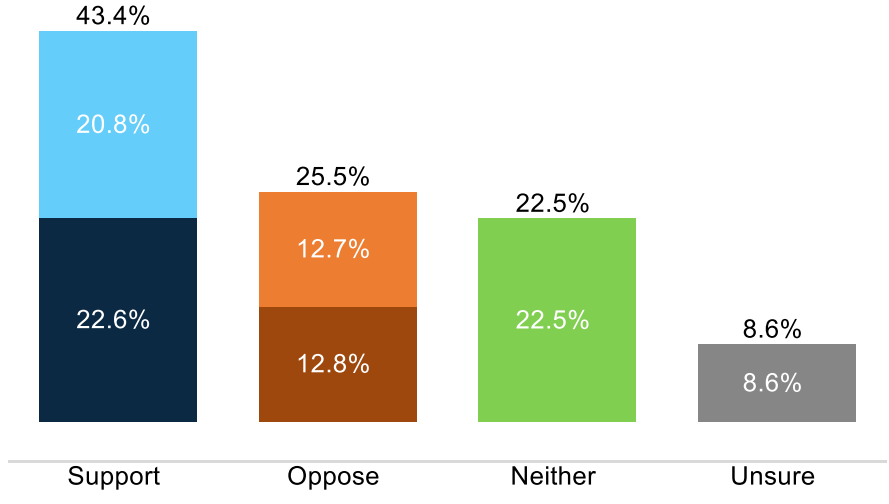


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	60%	67%	58%	61%	65%	54%	61%	67%	58%	69%	53%	60%	64%	66%	68%	60%	58%	53%	61%	72%	63%	63%	60%	62%	63%	62%	66%	58%	49%	57%	65%	56%	57%
Oppose Total	12%	9%	19%	18%	19%	18%	9%	12%	16%	9%	20%	17%	12%	7%	13%	15%	14%	21%	11%	10%	14%	13%	15%	15%	14%	14%	16%	13%	6%	14%	16%	14%	8%
Strongly support	33%	34%	31%	32%	37%	27%	33%	35%	31%	35%	27%	31%	38%	36%	41%	30%	31%	21%	31%	45%	33%	38%	31%	33%	32%	35%	36%	30%	20%	21%	38%	24%	28%
Somewhat support	26%	33%	27%	29%	28%	27%	28%	32%	27%	35%	26%	30%	26%	30%	27%	30%	27%	31%	30%	26%	30%	25%	28%	29%	32%	27%	30%	28%	29%	36%	27%	32%	28%
Neither support nor oppose	17%	16%	18%	19%	13%	23%	18%	15%	18%	17%	17%	16%	18%	21%	14%	19%	18%	21%	19%	13%	17%	15%	18%	16%	18%	16%	14%	20%	26%	23%	15%	22%	19%
Somewhat oppose	7%	5%	11%	9%	11%	9%	5%	8%	8%	5%	11%	10%	7%	5%	8%	8%	7%	10%	7%	6%	8%	10%	9%	9%	8%	9%	9%	7%	3%	9%	8%	9%	6%
Strongly oppose	5%	4%	8%	10%	9%	9%	4%	5%	9%	4%	9%	7%	5%	2%	5%	7%	7%	10%	4%	4%	7%	3%	6%	6%	7%	6%	7%	6%	4%	5%	8%	4%	2%
Unsure	11%	8%	5%	2%	3%	5%	11%	5%	8%	5%	10%	7%	5%	6%	5%	7%	10%	6%	8%	6%	6%	9%	8%	8%	4%	8%	4%	9%	19%	6%	4%	8%	16%

Regardless of how you feel about the strike, do you support or oppose the workers themselves who are participating in the strike?

CYGNAL

UAW Union Support



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F 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
Support Total	42%	44%	45%	43%	47%	42%	41%	46%	42%	45%	35%	40%	50%	49%	59%	39%	38%	30%	39%	59%	42%	56%	46%	45%	42%	48%	46%	41%	25%	39%	48%	36%	41%
Oppose Total	18%	22%	25%	39%	34%	30%	19%	22%	27%	26%	31%	28%	20%	16%	15%	28%	29%	37%	24%	16%	27%	17%	22%	24%	31%	19%	28%	24%	19%	26%	28%	24%	14%
Strongly support	20%	22%	26%	22%	28%	22%	20%	23%	22%	23%	15%	19%	30%	23%	33%	19%	20%	11%	20%	36%	21%	35%	20%	23%	23%	25%	26%	21%	13%	13%	28%	13%	18%
Somewhat support	22%	22%	19%	20%	19%	20%	21%	22%	20%	22%	19%	21%	20%	26%	26%	20%	18%	19%	19%	23%	20%	21%	26%	22%	19%	23%	21%	21%	13%	25%	19%	23%	23%
Neither support nor oppose	24%	25%	24%	16%	17%	23%	25%	24%	22%	21%	22%	24%	22%	28%	20%	24%	21%	24%	26%	18%	23%	20%	21%	22%	22%	23%	20%	24%	32%	28%	19%	30%	23%
Somewhat oppose	10%	11%	13%	18%	15%	15%	9%	13%	13%	13%	15%	13%	11%	9%	8%	15%	13%	16%	13%	9%	13%	10%	12%	12%	15%	10%	14%	12%	11%	19%	13%	14%	8%
Strongly oppose	8%	11%	13%	21%	19%	15%	10%	9%	15%	12%	16%	16%	9%	7%	8%	14%	16%	20%	11%	6%	14%	6%	10%	12%	17%	9%	14%	12%	8%	8%	16%	10%	6%
Unsure	16%	10%	5%	2%	2%	5%	15%	9%	8%	8%	12%	8%	7%	7%	6%	9%	11%	9%	11%	7%	8%	8%	11%	9%	5%	10%	5%	11%	23%	7%	6%	10%	22%

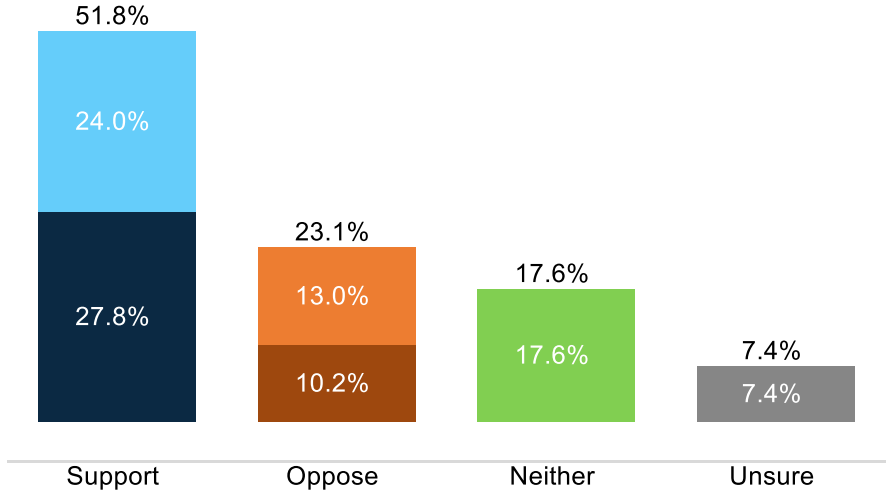
Regardless of how you feel about the strike, do you support or oppose the UAW Union itself in leading the strike?

CYGNAL

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.

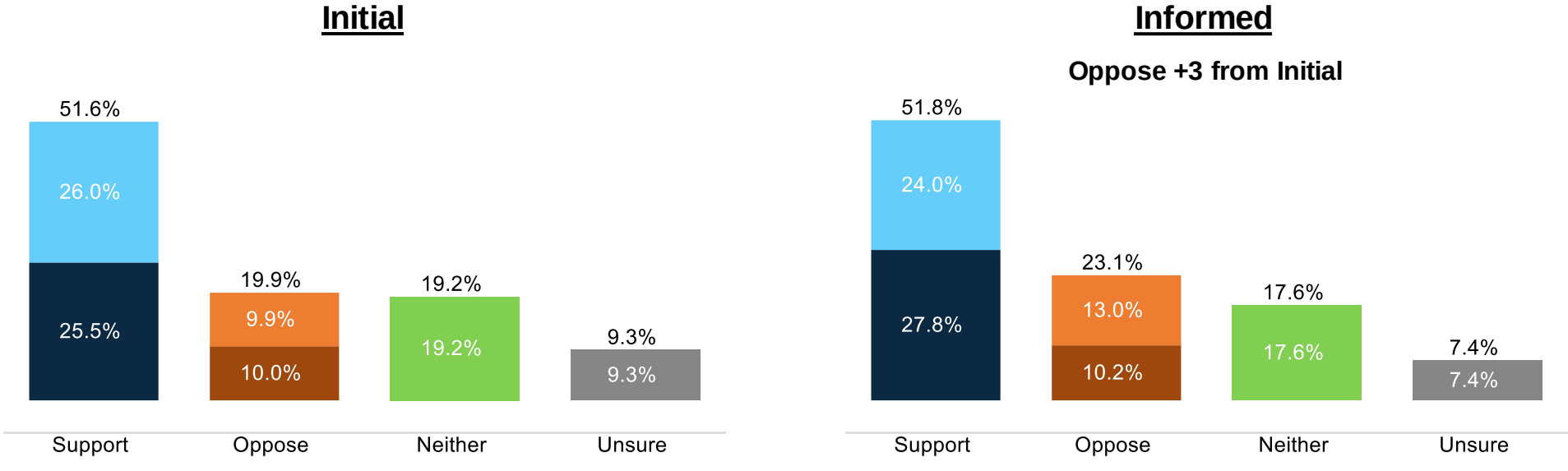


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	50%	54%	56%	47%	52%	51%	51%	55%	49%	58%	45%	49%	57%	56%	62%	49%	48%	39%	51%	66%	51%	58%	51%	54%	50%	58%	54%	51%	33%	50%	55%	47%	52%
Oppose Total	18%	19%	23%	35%	30%	27%	18%	20%	25%	19%	27%	24%	23%	18%	16%	25%	25%	36%	19%	14%	25%	15%	19%	22%	27%	20%	26%	22%	17%	24%	25%	23%	11%
Strongly support	27%	28%	32%	25%	32%	25%	27%	29%	27%	32%	20%	24%	33%	28%	39%	24%	25%	15%	25%	42%	27%	35%	27%	29%	26%	33%	31%	26%	14%	18%	33%	19%	28%
Somewhat support	23%	26%	24%	22%	20%	25%	24%	26%	22%	26%	24%	24%	23%	28%	23%	25%	23%	24%	26%	24%	24%	23%	24%	26%	23%	26%	23%	25%	19%	32%	22%	28%	24%
Neither support nor oppose	19%	18%	18%	16%	15%	19%	19%	17%	18%	15%	18%	20%	16%	19%	16%	19%	17%	18%	22%	15%	17%	19%	22%	16%	19%	14%	16%	19%	27%	19%	14%	23%	22%
Somewhat oppose	10%	13%	13%	17%	16%	14%	11%	13%	13%	10%	17%	12%	13%	13%	10%	14%	14%	18%	11%	9%	14%	9%	12%	13%	15%	11%	15%	12%	8%	17%	13%	15%	7%
Strongly oppose	8%	7%	10%	18%	14%	13%	7%	8%	12%	9%	10%	12%	10%	5%	6%	11%	11%	17%	8%	5%	11%	6%	7%	10%	13%	9%	11%	10%	9%	7%	12%	8%	4%
Unsure	13%	9%	4%	2%	3%	3%	13%	8%	8%	8%	10%	7%	5%	8%	6%	7%	9%	7%	9%	6%	7%	8%	8%	7%	5%	8%	5%	9%	24%	7%	6%	8%	15%

Now knowing this information, do you support or oppose the workers' strike led by the UAW union?

CYGNAL

Percent Change: Initial to Informed UAW Strike Support

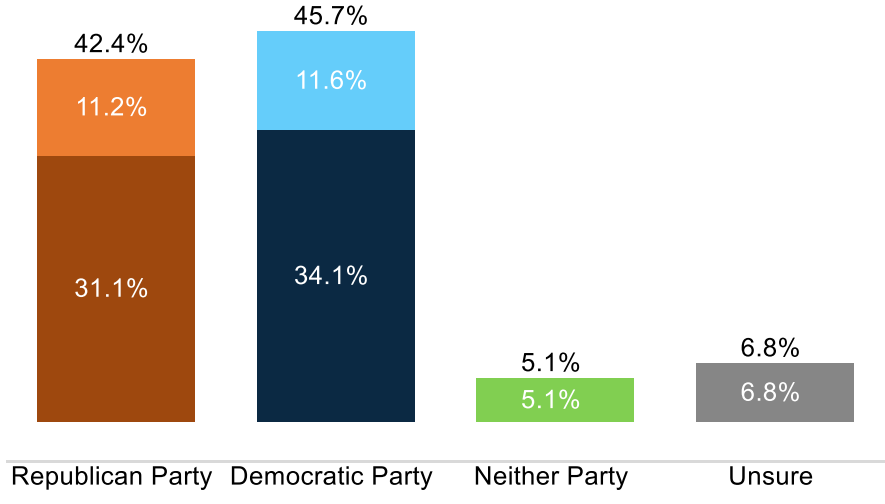


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	-1%	0%	1%	1%	-3%	4%	0%	-2%	0%	0%	0%	0%	0%	2%	0%	1%	0%	2%	0%	0%	1%	-1%	-1%	0%	0%	2%	-3%	2%	-3%	2%	0%	0%	1%
Oppose Total	3%	5%	1%	4%	3%	1%	4%	5%	0%	4%	4%	2%	6%	2%	1%	4%	4%	5%	3%	2%	4%	3%	1%	3%	4%	2%	4%	3%	4%	6%	3%	5%	1%
Strongly support	2%	3%	3%	2%	1%	3%	3%	2%	1%	3%	1%	3%	3%	2%	1%	3%	2%	2%	3%	2%	3%	2%	-1%	2%	3%	4%	1%	3%	2%	2%	2%	2%	5%
Somewhat support	-3%	-3%	-1%	-1%	-3%	1%	-2%	-4%	-1%	-3%	-2%	-3%	-3%	-1%	-2%	-2%	-3%	0%	-4%	-3%	-2%	-2%	0%	-2%	-3%	-2%	-4%	-1%	-5%	0%	-2%	-2%	-4%
Neither support nor oppose	0%	-4%	0%	-3%	1%	-2%	-2%	-3%	2%	-3%	-2%	-1%	-3%	-3%	-1%	-2%	0%	-5%	-1%	1%	-3%	2%	3%	0%	-3%	-2%	-1%	-2%	-1%	-5%	-2%	-2%	2%
Somewhat oppose	3%	4%	1%	4%	4%	1%	3%	4%	2%	3%	6%	0%	5%	3%	1%	3%	5%	3%	2%	4%	3%	3%	-1%	3%	4%	3%	4%	2%	0%	7%	2%	5%	0%
Strongly oppose	0%	1%	-1%	0%	-1%	0%	0%	1%	-2%	1%	-2%	3%	2%	-1%	0%	1%	-1%	2%	1%	-2%	0%	0%	1%	0%	0%	-1%	0%	0%	3%	-1%	0%	0%	2%
Unsure	-3%	-1%	-3%	-2%	-1%	-3%	-3%	0%	-2%	-1%	-2%	-1%	-4%	0%	0%	-2%	-3%	-2%	-2%	-2%	-2%	-4%	-2%	-3%	-1%	-2%	-1%	-3%	0%	-3%	-1%	-2%	-5%

Do you support or oppose the workers' strike led by the UAW union?

CYGNAL

Party - Extreme

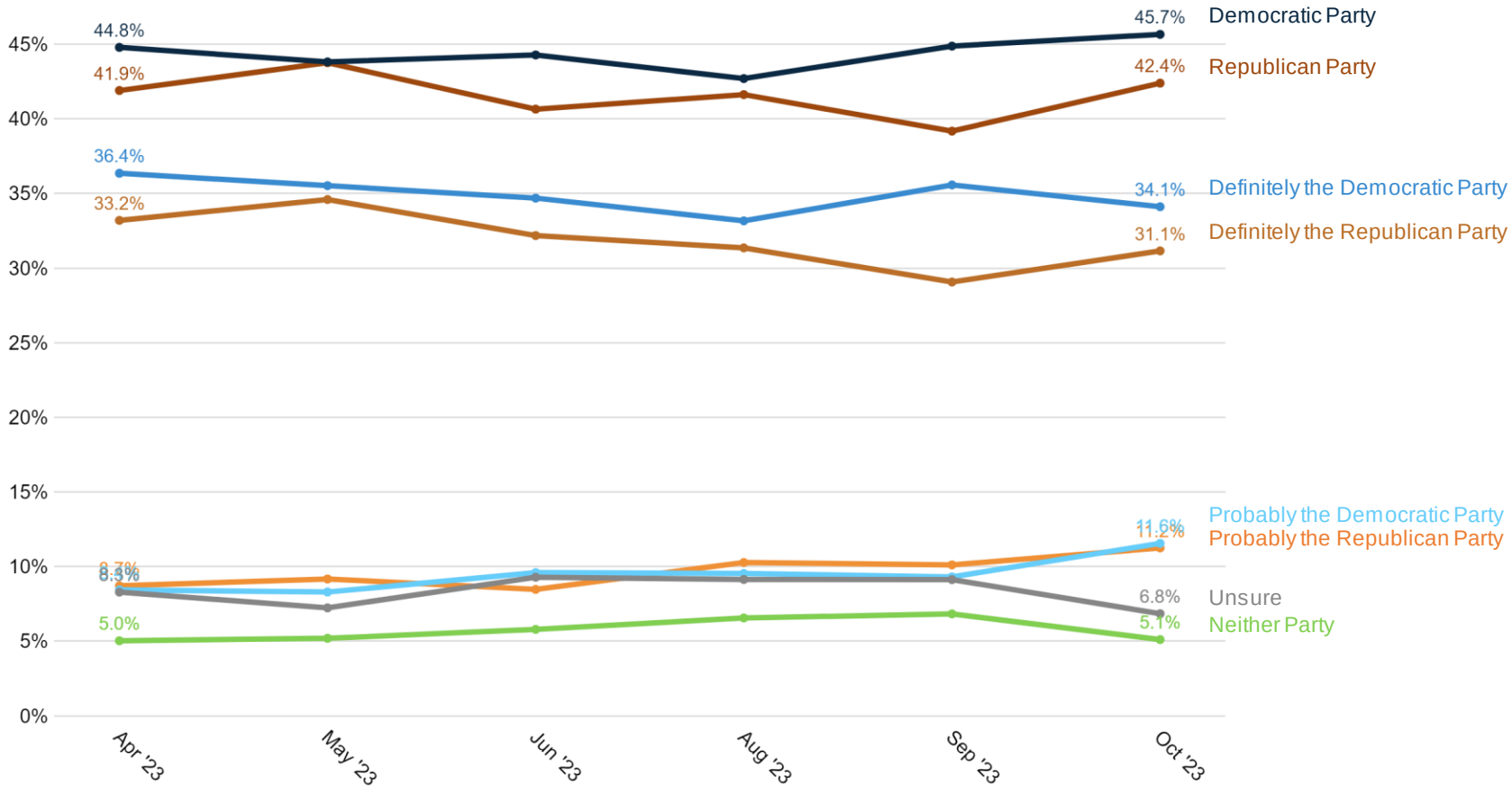


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Republican Party	46%	45%	36%	42%	39%	39%	43%	50%	38%	44%	43%	42%	48%	38%	41%	44%	41%	30%	45%	54%	41%	47%	47%	42%	42%	38%	44%	41%	31%	42%	42%	44%	40%
Democratic Party	41%	40%	55%	49%	55%	50%	40%	41%	48%	45%	43%	48%	43%	49%	47%	45%	46%	60%	36%	38%	48%	38%	41%	47%	47%	51%	48%	44%	18%	44%	49%	41%	38%
Definitely the Republican Party	32%	35%	23%	35%	30%	27%	31%	38%	28%	33%	29%	29%	36%	31%	32%	32%	28%	21%	30%	43%	31%	32%	35%	30%	33%	25%	34%	29%	17%	22%	34%	26%	28%
Probably the Republican Party	14%	10%	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%
Probably the Democratic Party	15%	8%	17%	5%	9%	13%	12%	12%	12%	12%	10%	13%	10%	16%	12%	12%	11%	11%	12%	12%	10%	20%	16%	14%	6%	14%	10%	12%	7%	23%	8%	18%	17%
Definitely the Democratic 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%
Neither Party	4%	7%	4%	5%	4%	6%	7%	3%	7%	4%	5%	4%	5%	6%	6%	5%	4%	4%	9%	4%	5%	6%	5%	5%	5%	4%	3%	6%	21%	7%	4%	7%	5%
Unsure	9%	9%	5%	3%	3%	6%	11%	6%	8%	7%	9%	7%	4%	6%	5%	7%	9%	6%	11%	5%	6%	9%	6%	6%	6%	6%	4%	9%	31%	7%	5%	7%	17%

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

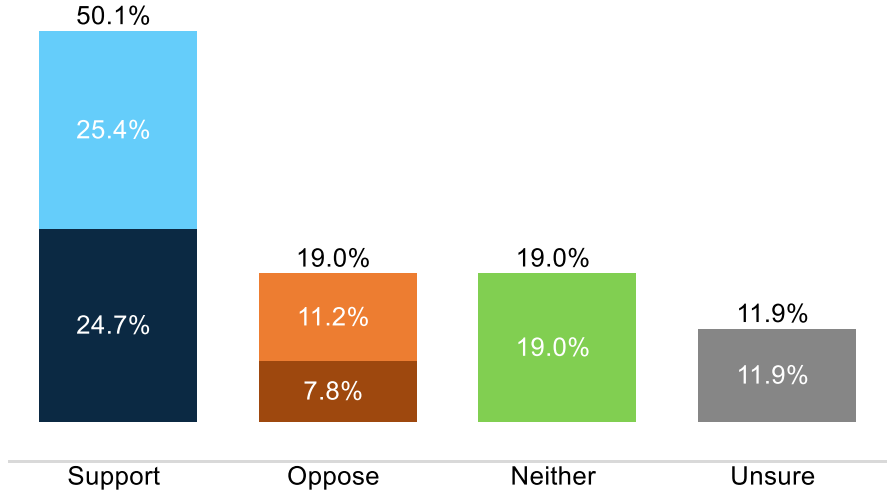
CYGNAL

Trend: Party - Extreme



CYGNAL

Government Shutdown / Stopgap Funding Measure

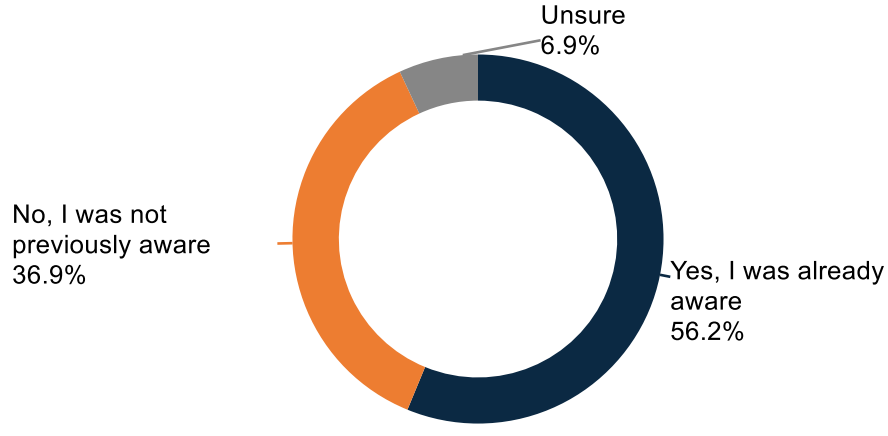


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	42%	53%	48%	59%	61%	47%	42%	57%	47%	56%	41%	49%	54%	56%	59%	48%	45%	40%	48%	63%	52%	49%	43%	49%	58%	50%	59%	44%	39%	49%	54%	46%	36%
Oppose Total	17%	14%	24%	22%	24%	22%	17%	14%	17%	18%	23%	22%	17%	16%	15%	19%	22%	26%	18%	12%	19%	20%	21%	20%	17%	19%	19%	19%	11%	18%	21%	16%	16%
Strongly support	22%	26%	24%	27%	32%	20%	21%	30%	21%	27%	20%	25%	29%	27%	35%	21%	23%	16%	21%	35%	25%	26%	19%	25%	27%	27%	31%	21%	17%	19%	29%	18%	19%
Somewhat support	20%	27%	24%	32%	29%	27%	21%	27%	26%	28%	21%	24%	25%	29%	24%	27%	22%	24%	27%	27%	26%	23%	23%	25%	30%	23%	28%	24%	22%	29%	26%	28%	17%
Neither support nor oppose	22%	19%	20%	15%	12%	22%	21%	19%	21%	18%	19%	17%	19%	19%	16%	20%	19%	21%	22%	15%	19%	16%	22%	19%	16%	19%	15%	21%	28%	20%	15%	26%	23%
Somewhat oppose	11%	7%	15%	13%	14%	14%	9%	8%	12%	11%	12%	12%	10%	10%	10%	12%	11%	17%	10%	6%	11%	11%	11%	11%	10%	11%	11%	11%	6%	12%	12%	11%	10%
Strongly oppose	7%	7%	9%	8%	10%	8%	8%	5%	6%	7%	11%	10%	7%	6%	5%	8%	11%	10%	8%	6%	8%	9%	10%	9%	7%	8%	8%	8%	5%	6%	9%	6%	6%
Unsure	19%	14%	9%	4%	3%	9%	20%	11%	15%	8%	17%	11%	10%	9%	10%	12%	14%	12%	13%	10%	11%	15%	14%	12%	9%	12%	7%	15%	21%	13%	10%	12%	25%

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?

CYGNAL

Kelce-Swift Awareness

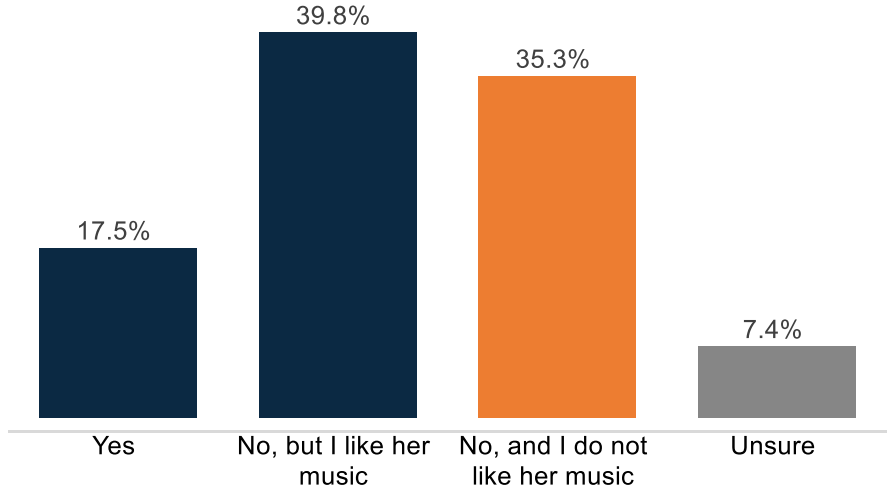


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Yes, I was already aware	56%	53%	64%	53%	67%	52%	47%	67%	58%	63%	49%	54%	57%	54%	60%	58%	49%	51%	54%	63%	59%	50%	48%	63%	49%	61%	67%	49%	49%	61%	59%	54%	45%
No, I was not previously aware	35%	42%	29%	42%	29%	40%	43%	29%	36%	32%	43%	36%	38%	39%	33%	35%	45%	42%	37%	32%	36%	41%	42%	30%	45%	32%	29%	42%	37%	31%	35%	39%	40%
Unsure	10%	5%	7%	5%	4%	8%	9%	4%	6%	5%	9%	10%	5%	7%	7%	7%	7%	6%	10%	5%	5%	9%	11%	7%	6%	7%	4%	9%	14%	8%	5%	7%	16%

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?

CYGNAL

Swifty by Response

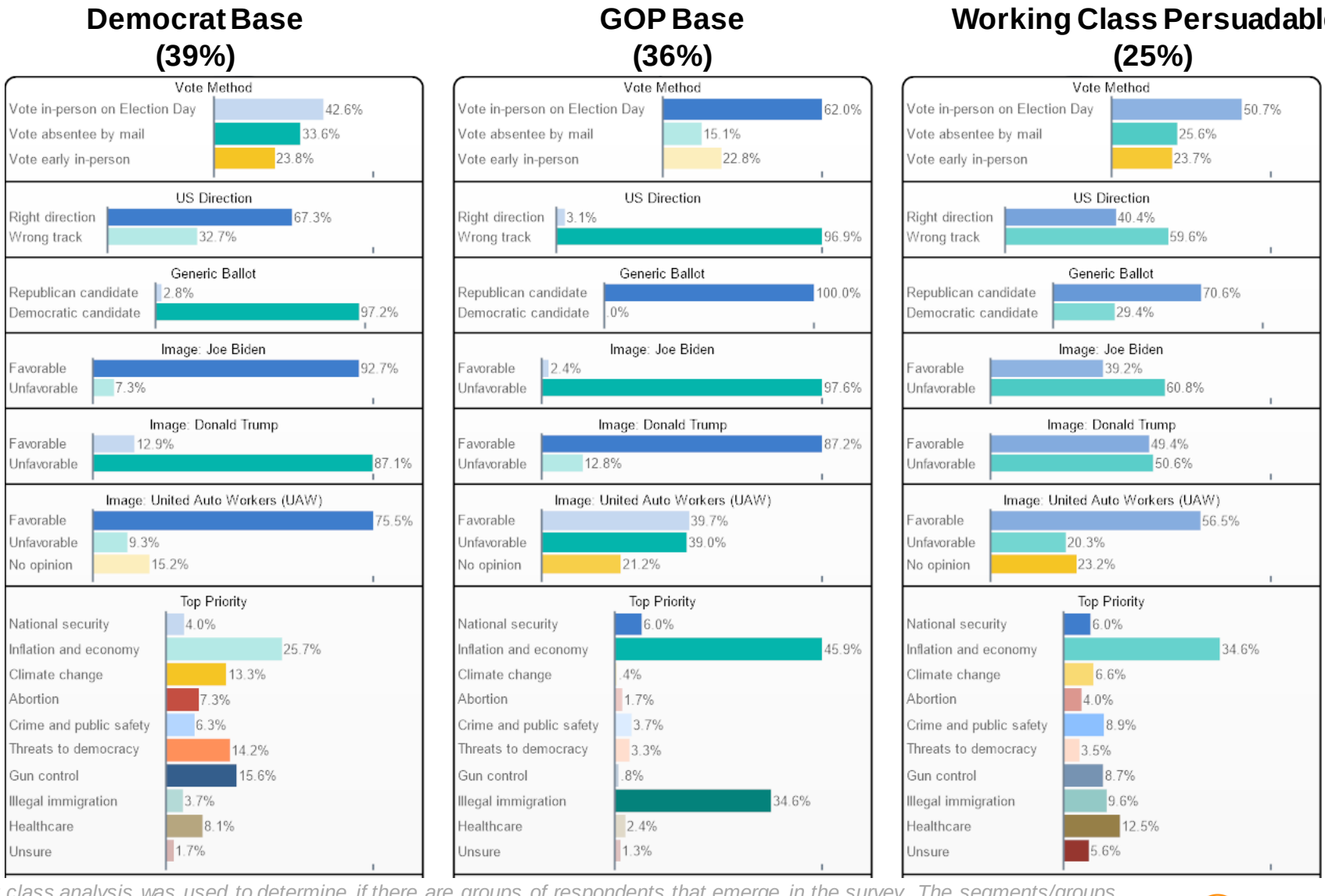


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	Southwest	West	Mid-Atlantic	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Employed	Retired	Parent	College	No College	Generic Undec	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote
Yes	24%	8%	29%	8%	24%	15%	13%	22%	17%	22%	14%	16%	20%	14%	30%	13%	14%	13%	10%	27%	17%	22%	18%	24%	8%	32%	23%	14%	7%	18%	19%	16%	17%
No, but I like her music	43%	46%	32%	38%	38%	31%	44%	45%	41%	37%	35%	40%	42%	46%	34%	42%	40%	39%	40%	41%	41%	29%	42%	38%	44%	37%	41%	39%	38%	47%	38%	43%	39%
No, and I do not like her music	26%	39%	34%	45%	32%	44%	34%	29%	35%	34%	43%	34%	33%	35%	28%	37%	38%	42%	39%	26%	36%	38%	31%	33%	39%	26%	31%	39%	40%	28%	37%	34%	30%
Unsure	7%	7%	6%	10%	6%	9%	8%	4%	7%	7%	9%	11%	5%	5%	7%	7%	8%	7%	11%	6%	6%	11%	9%	5%	9%	5%	5%	9%	15%	7%	6%	8%	14%

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

CYGNAL

Segmentation Analysis:

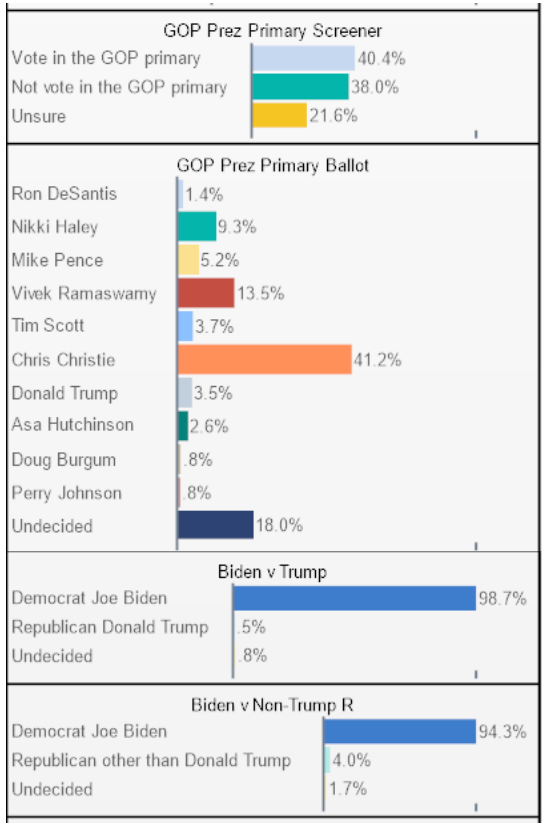


Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

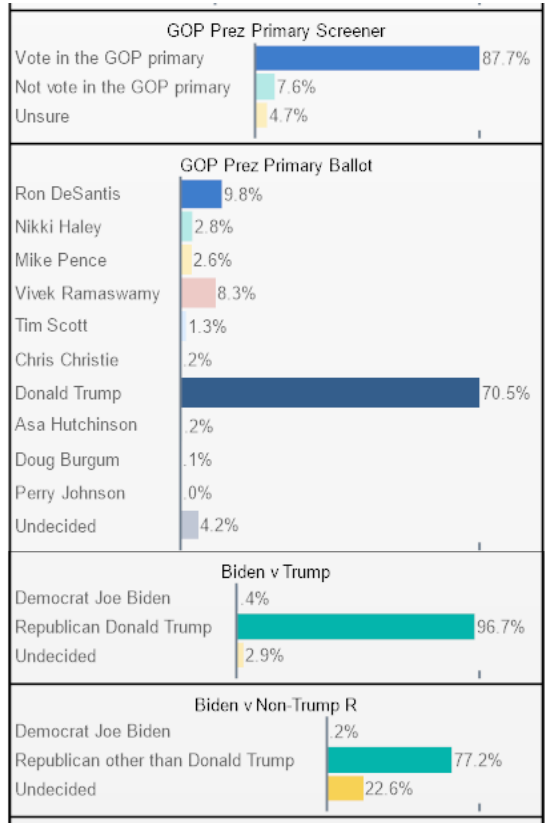
CYGNAL

Segmentation Analysis:

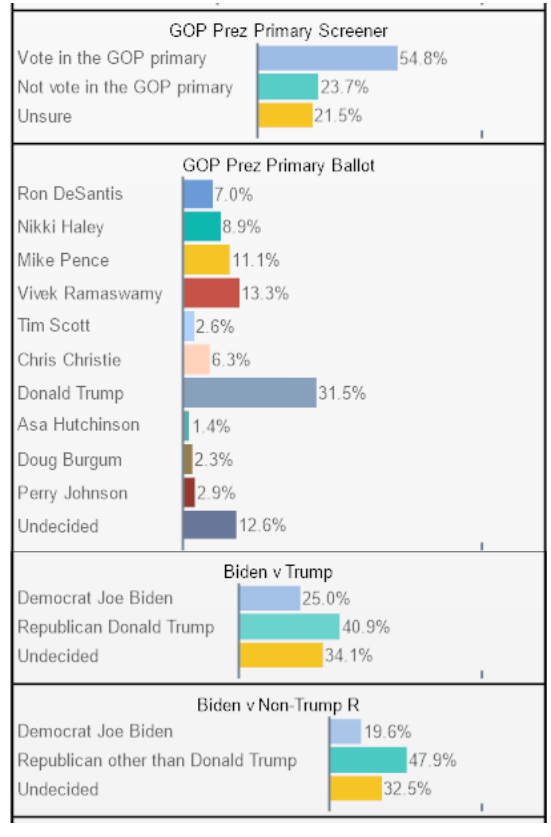
Democrat Base (39%)



GOP Base (36%)



Working Class Persuadables (25%)



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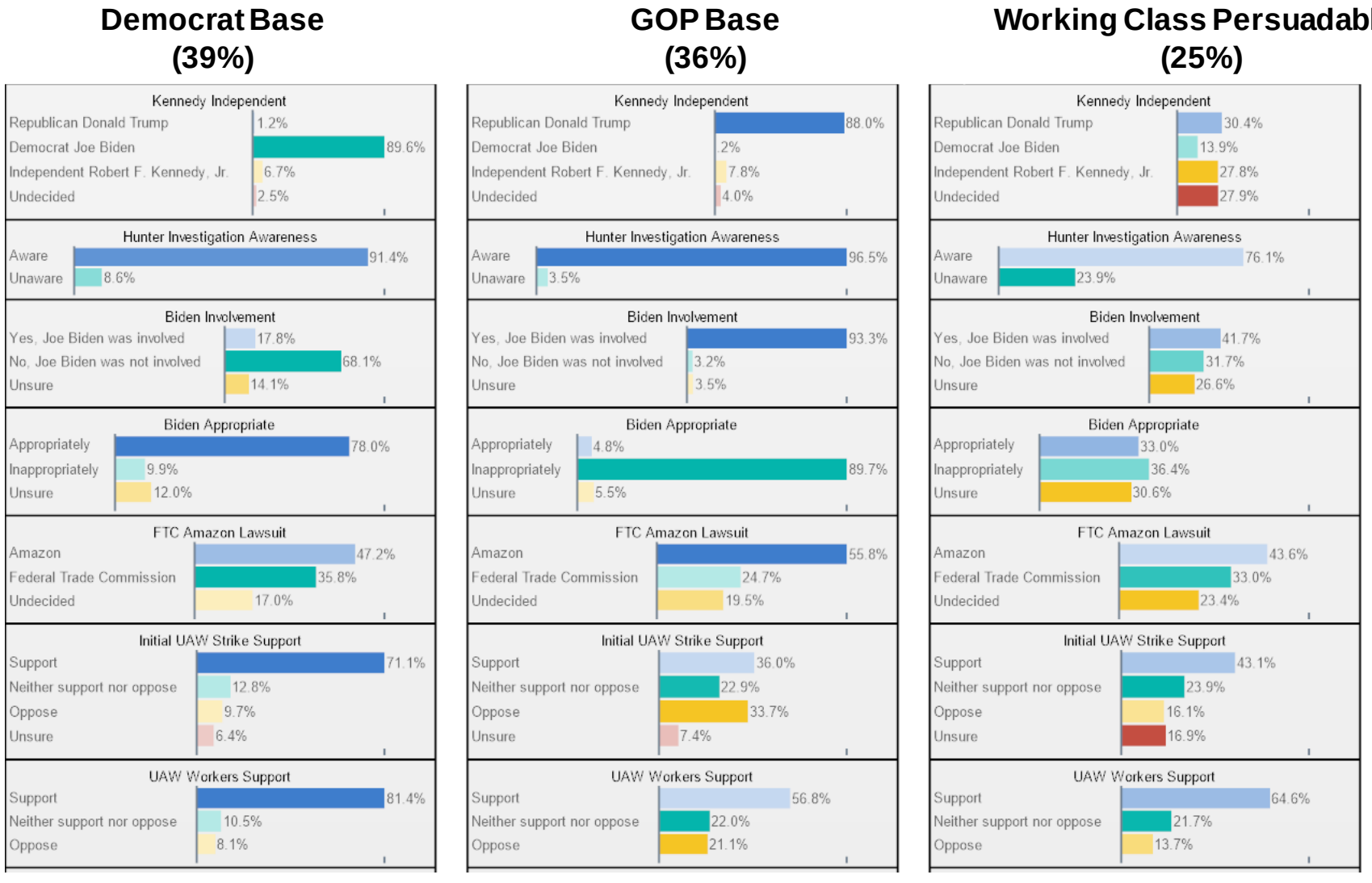

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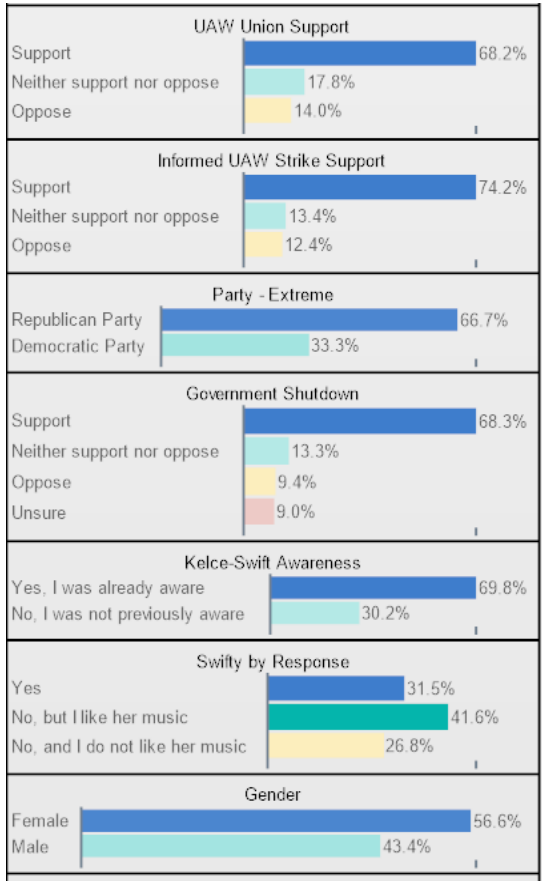
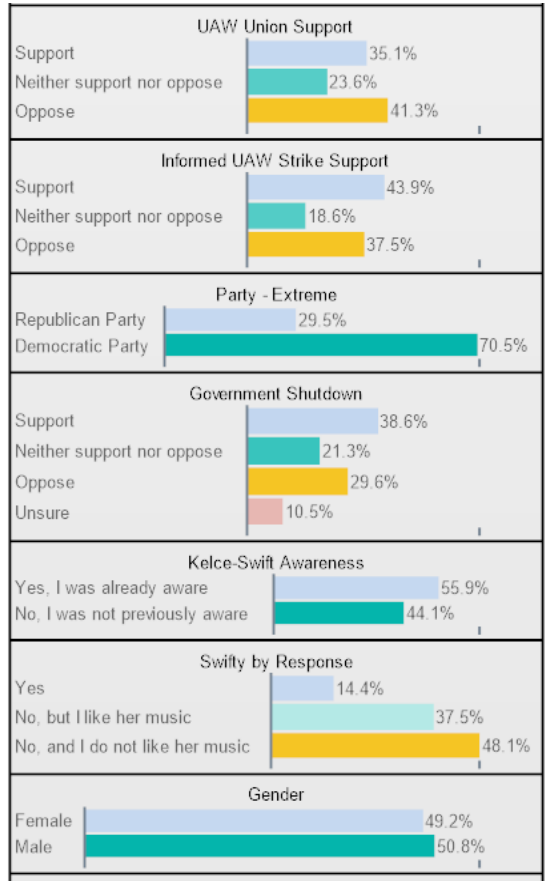
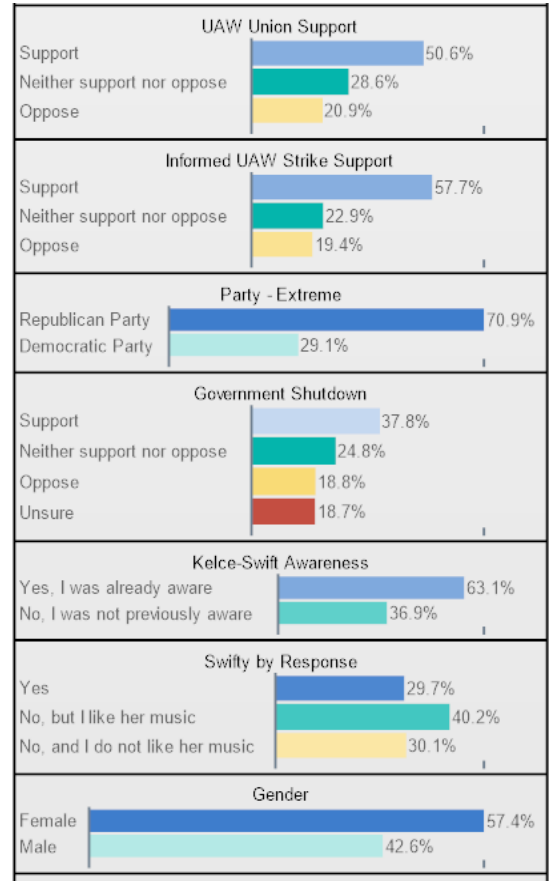


GOP Base (36%)



Working Class Persuadables (25%)



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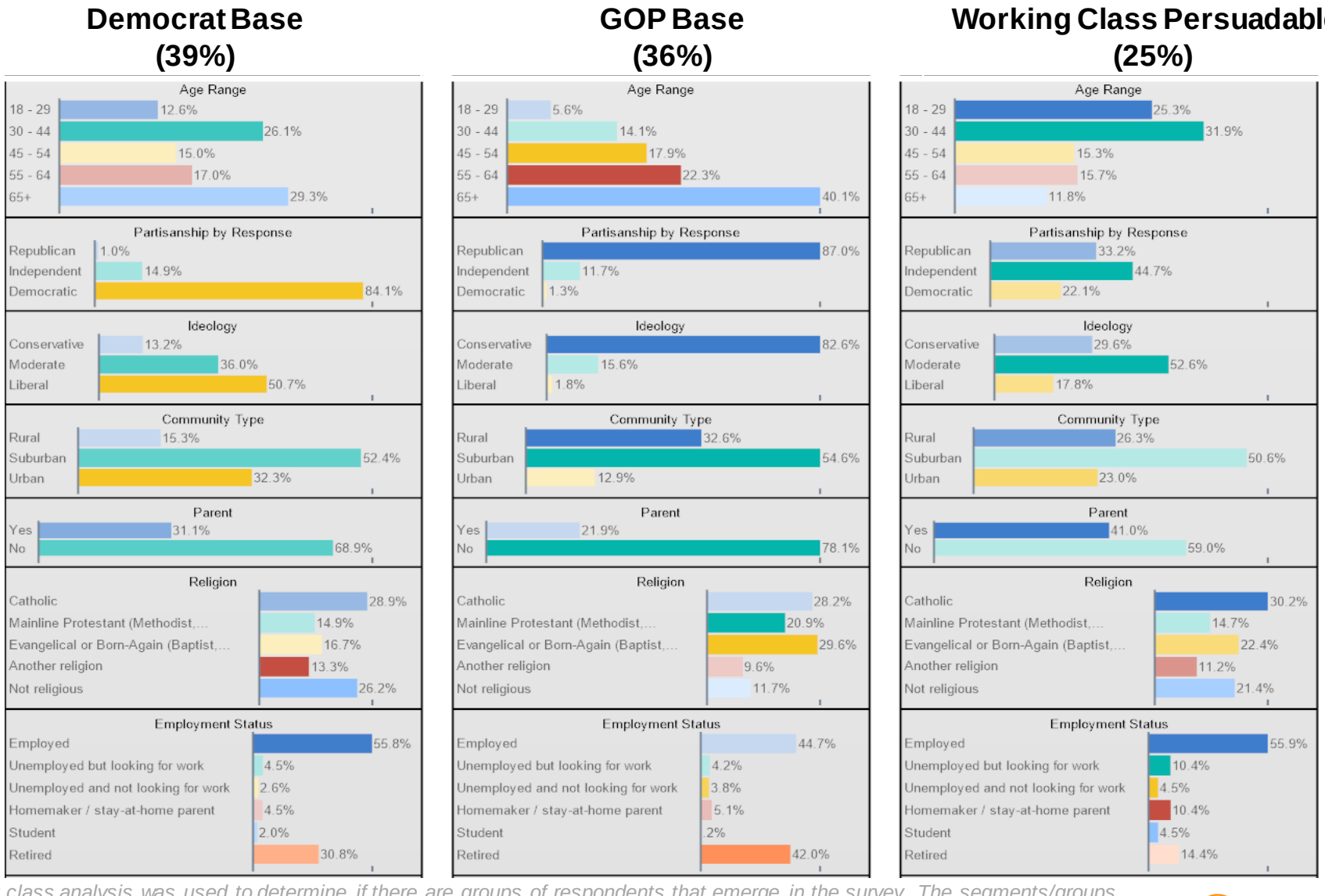

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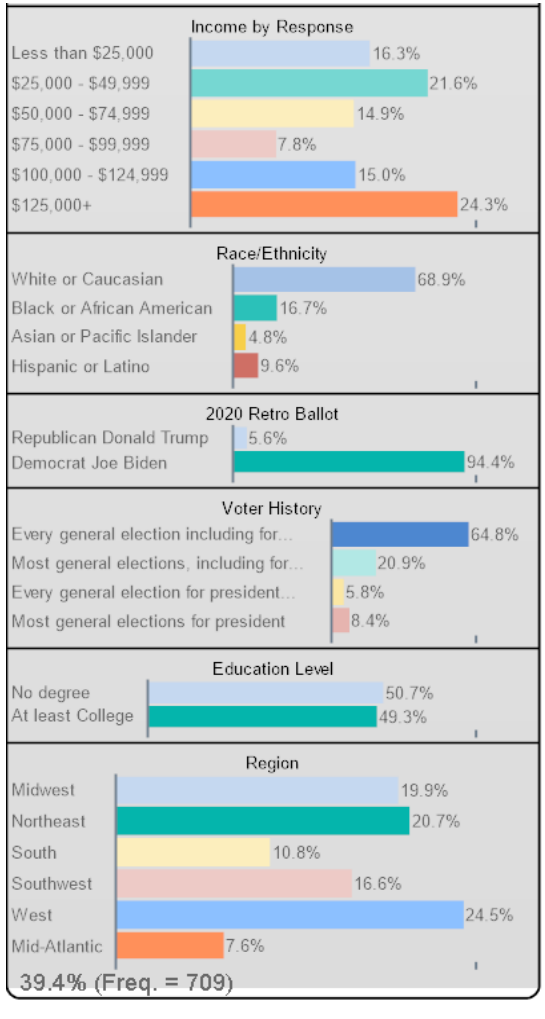
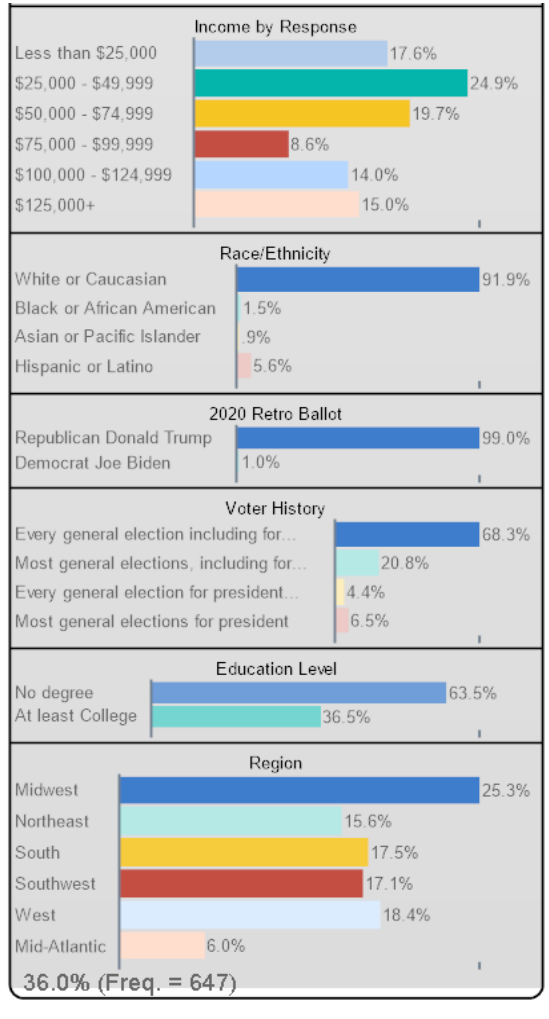
Segmentation Analysis:

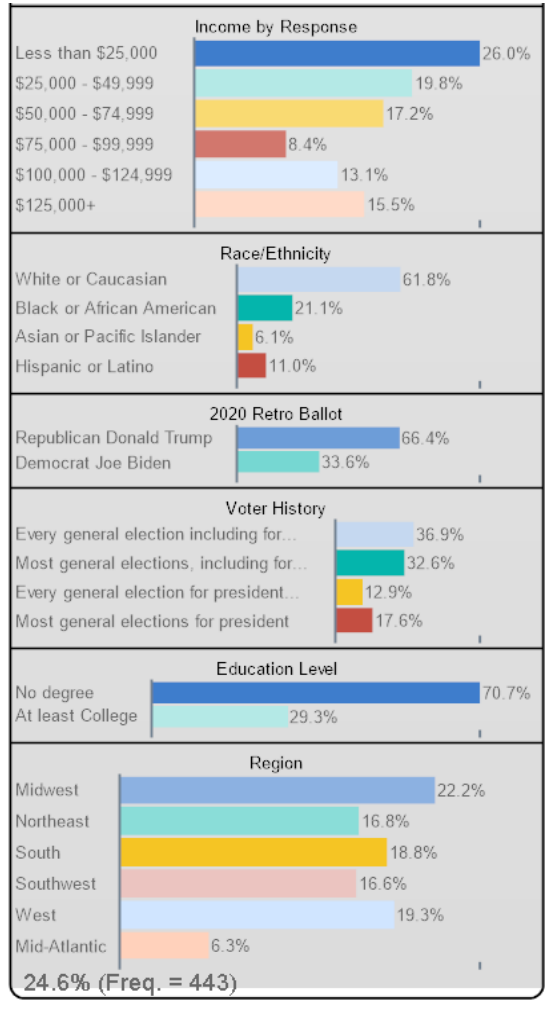
Democrat Base (39%)



GOP Base (36%)



Working Class Persuadables (25%)



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CYGNAL

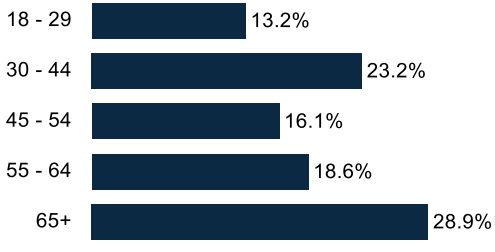
Demographics

Sex

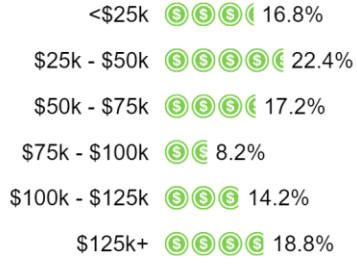
54.1%
Female

45.9%
Male

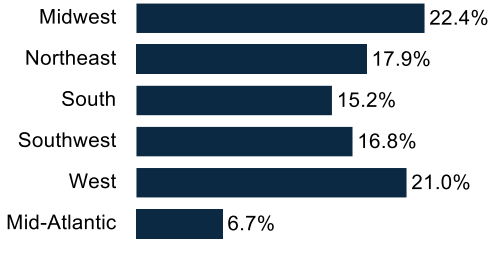
Age Range



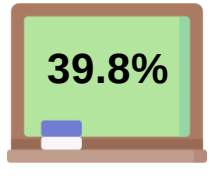
Household Income



Geo - Region



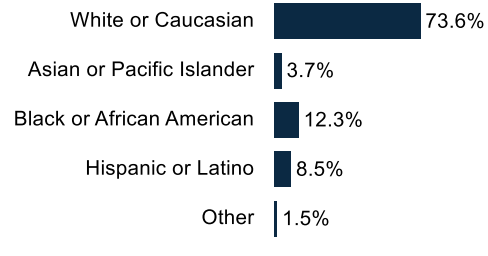
Education



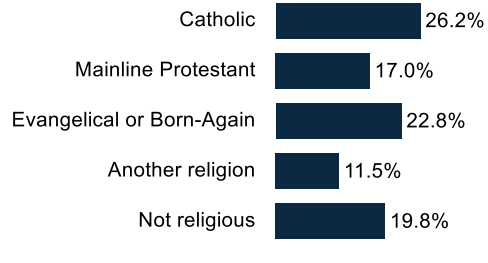
have at least a College degree

60.0% have no college degree

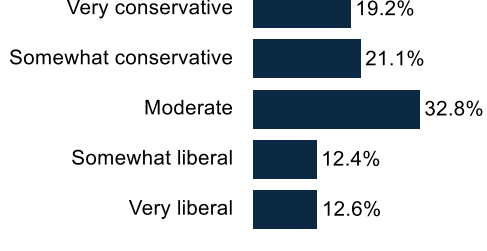
Race/Ethnicity



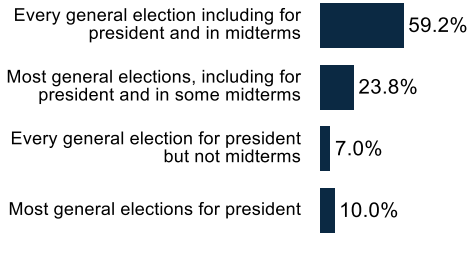
Religion



Ideology



Voter History



Total sample size: 2000

CYGNAL