

November 15, 2023



CYGNAL

Survey of Likely General Election Voters National (AZ, NV, FL, TX-RGV)

November 6 – 12, 2023 | n=1200 | $\pm 2.79\%$

Insights & Analysis

- Hispanic voters in Arizona, Florida, Nevada, and Texas's Rio Grande Valley (RGV) **lean Democratic on the generic ballot** (51% D – 40% R), **except in Florida** where they split evenly between the two parties (45% D – 45% R). Hispanic voters are **pessimistic** about the direction of the country (62% wrong track – 32% right direction) and tend to view **Joe Biden** unfavorably (-6 net fav).
 - **Donald Trump** (-20 net fav) is even deeper underwater than Biden but is +6 more favorable than Biden among Hispanic Independents.
- The **top priority** for Hispanic voters is **inflation and the economy** (36% overall) and is the top issue for at least one third of Hispanic voters in each state tested.
 - In **Texas's RGV**, illegal immigration is the clear secondary issue at 17% while Hispanic voters in **Nevada** are more concerned about threats to democracy (16%), after inflation.
- In a **Biden vs. Trump rematch**, Biden only has a +8 advantage among Hispanic voters overall. The Texas RGV is Biden +4, and Florida is Trump +3. Trump overperforms the generic ballot among rural voters and men <55.
 - **Biden's advantage is lessened against a generic Republican.** Biden only holds a +3 advantage overall. Biden is only +3 against a generic Republican in Texas's RGV, and a generic Republican has a +9 advantage in Florida.
 - **Kennedy narrows the margin in Trump's favor**, reducing Biden's lead among Hispanic voters to just +3 overall (-5 from head-to-head). Texas's RGV moves to only +1 for Biden while Florida moves to +11 for Trump.
- Hispanic voters tend to **view Republicans as more extreme** (50 – 34) and are more likely to trust Democrats on **education** (D+17), **family values** (D+6), and **immigration** (D+3), and **crime** (D+1).
 - **Republicans are trusted more on the economy** (R+2).

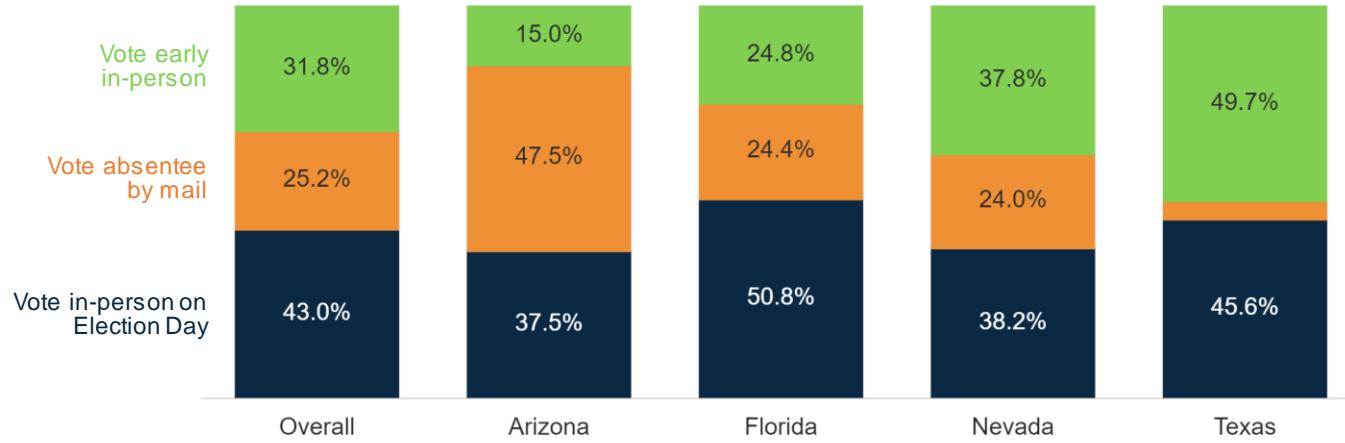
Insights & Analysis – Cont.

- **Ron DeSantis** (-23 net fav) is viewed less favorably than Trump, and nearly 1-in-4 Republicans view him unfavorably. **Nikki Haley** (-10 net fav) is lesser-known than DeSantis and Trump.
 - Among Hispanic voters in Texas’s RGV, **Greg Abbott** (-11 net fav) is more popular than **Ted Cruz** (-19 net fav).
 - In Florida, **Rick Scott** (+3 net fav) is favorable overall while **Marco Rubio** (-2 net fav) is stronger among Republicans but split among Independents and more unfavorable overall.
 - In Nevada, **Joe Lombardo** (+13 net fav) is popular with a majority of Republicans and Independents, and over a third of Democrats. **Catherine Cortez Masto** (+17 net fav) is very favorable, especially with women, while she tends to be unfavorable among rural and Evangelical voters.
 - In Arizona, **Katie Hobbs** (+26 net fav) is extremely popular among Hispanic voters overall while **Kyrsten Sinema** (-16 net fav) is underwater with both Republicans and Democrats.
- **Hispanic voters in the four states surveyed tend to view the U.S. Border Patrol favorably** (+20 net fav; 53% fav – 33% unfav – 14% no opinion), including nearly half of Democrats. In Texas, 67% view the border patrol favorably.
 - 53% say the **U.S. should have strong enforcement of immigration laws** while 35% should adopt more relaxed immigration policies.
- **63% of Hispanic voters say the “American Dream” is achievable for them personally** (31% not achievable).
- On **Abortion**, 54% of Hispanic voters think there should be **limits with exceptions** (18% six weeks – 16% twelve weeks – 20% fifteen weeks).
 - 18% of voters think abortion should be **legal until birth** while 16% think abortion should be **completely illegal**.

Insights & Analysis – Cont.

- On the **Israeli military incursion into Gaza**, Hispanic voters say Israel is justified (61% justified – 25% unjustified). Most of the unjustified sentiment comes from Hispanic voters < age 55.
- **70% of Hispanic voters oppose allowing biological men to compete in women’s sports** (18% support), including over half of Democrats.
- **69% of Hispanic voters prefer being referred to as Hispanic**. 24% prefer the term “Latino”. Only 2% prefer the term “LatinX”.
- **Social media is the most popular primary news source** (26% overall), followed by national broadcast (22%), non-social media websites (14%), and Local and Cable news (13% each).
- **Segmentation Analysis** identified three groups via machine-learning: **Trump Supporters** (32%), **Biden Supporters** (41%), and **Independents** (27%).
 - The **Independents** segment tends to support Republicans over Biden, especially if Biden faces a non-Trump Republican. **Biden-leaning Independents are more likely to break for Robert Kennedy on the 3-way ballot than Trump-leaning Independents**. These voters tend to be younger than 45, more moderate ideologically, and are more likely to be 1st or 2nd generation citizens.
 - The Hispanic voters making up the **Trump Supporters** segment tend to view Nikki Haley less favorably than Trump and DeSantis. They tend to be conservative voters living in suburban communities and older than the **Independents** segment. They are much more likely to support stricter limits or outright bans on abortion. They are the most optimistic about seeing the American Dream as achievable for themselves.

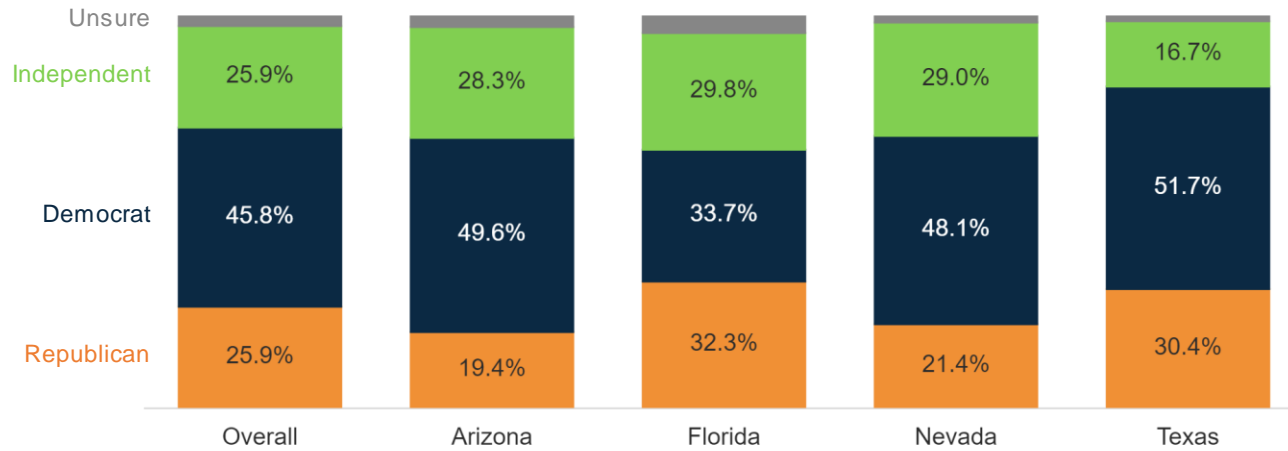
Vote Method



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Definitely vote	69%	60%	73%	70%	78%	72%	67%	67%	71%	69%	64%	74%	67%	67%	68%	71%	69%	64%	79%	71%	73%	72%	67%	66%	69%	74%	61%	78%	57%	54%
Probably vote	31%	40%	27%	30%	22%	28%	33%	33%	29%	31%	36%	26%	33%	33%	32%	29%	31%	36%	21%	29%	27%	28%	33%	34%	31%	26%	39%	22%	43%	46%
Vote in-person on Election Day	43%	47%	36%	50%	32%	36%	46%	50%	44%	44%	39%	54%	39%	38%	47%	46%	27%	42%	56%	43%	37%	49%	43%	46%	38%	43%	49%	38%	49%	52%
Vote absentee by mail	25%	23%	29%	22%	30%	29%	24%	19%	25%	26%	24%	15%	31%	28%	23%	16%	27%	26%	21%	10%	31%	28%	26%	24%	28%	23%	22%	26%	26%	18%
Vote early in-person	32%	30%	35%	28%	38%	35%	31%	30%	32%	30%	37%	32%	29%	34%	30%	38%	46%	32%	23%	47%	32%	23%	31%	30%	34%	33%	29%	36%	25%	30%
Definitely vote in-person on Election Day	31%	32%	28%	36%	25%	28%	32%	37%	31%	32%	28%	44%	26%	26%	32%	36%	17%	28%	47%	36%	26%	33%	31%	31%	27%	35%	31%	31%	30%	33%
Probably vote in-person on Election Day	12%	15%	8%	15%	7%	8%	14%	14%	12%	12%	11%	10%	13%	12%	15%	10%	10%	13%	9%	8%	10%	16%	13%	15%	11%	8%	18%	7%	19%	19%
Definitely vote absentee by mail	19%	15%	23%	15%	26%	22%	17%	12%	18%	20%	16%	9%	23%	22%	17%	13%	22%	18%	16%	8%	26%	19%	18%	17%	22%	18%	15%	23%	14%	9%
Probably vote absentee by mail	7%	8%	6%	6%	5%	7%	6%	8%	6%	6%	8%	6%	8%	6%	6%	3%	5%	8%	5%	2%	5%	9%	7%	7%	5%	5%	7%	4%	11%	9%
Definitely vote early in-person	19%	13%	22%	19%	27%	22%	18%	19%	21%	17%	20%	21%	17%	20%	19%	22%	30%	18%	16%	27%	20%	20%	18%	19%	20%	21%	15%	24%	13%	12%
Probably vote early in-person	13%	16%	13%	9%	11%	13%	13%	12%	11%	12%	17%	10%	12%	14%	11%	16%	15%	14%	7%	19%	12%	3%	13%	12%	14%	12%	14%	12%	13%	18%

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

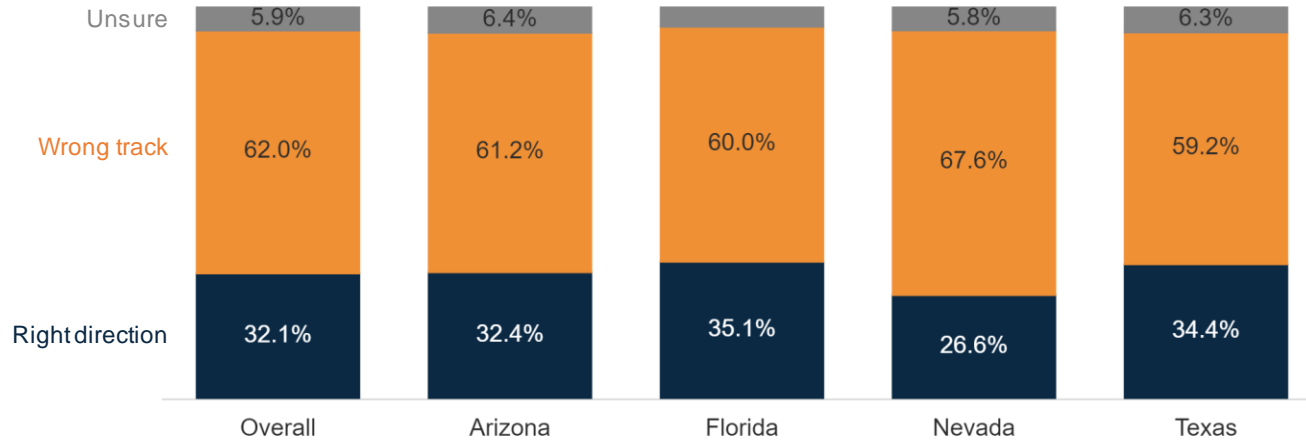
Partisanship by Response



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Republican	26%	22%	31%	28%	24%	25%	26%	28%	21%	27%	30%	29%	42%	27%	21%	41%	35%	27%	25%	25%	23%	25%	31%	19%	27%	24%	23%
Independent	26%	23%	15%	34%	32%	29%	25%	24%	26%	28%	20%	21%	25%	23%	24%	29%	21%	27%	40%	30%	25%	28%	21%	34%	24%	28%	28%
Democrat	46%	51%	53%	36%	43%	43%	47%	45%	50%	42%	48%	48%	32%	50%	53%	29%	43%	41%	33%	43%	50%	44%	46%	44%	46%	45%	46%
Strongly Republican	14%	11%	22%	12%	15%	15%	14%	15%	13%	14%	18%	17%	26%	10%	12%	28%	22%	11%	13%	13%	13%	15%	19%	2%	18%	10%	8%
Mostly Republican	11%	11%	9%	15%	9%	10%	12%	13%	9%	13%	12%	12%	16%	17%	9%	13%	13%	16%	12%	13%	11%	11%	12%	16%	9%	14%	15%
Mostly Democratic	24%	31%	22%	20%	18%	22%	25%	26%	24%	24%	25%	26%	16%	28%	28%	15%	17%	23%	18%	23%	27%	24%	19%	37%	19%	31%	32%
Strongly Democratic	22%	20%	31%	16%	25%	22%	22%	19%	26%	19%	23%	22%	16%	22%	25%	14%	26%	18%	15%	19%	22%	20%	27%	7%	28%	14%	14%
Unsure	2%	4%	1%	2%	2%	3%	2%	3%	2%	2%	2%	1%	2%	0%	2%	1%	0%	5%	2%	2%	2%	4%	2%	3%	2%	2%	4%

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

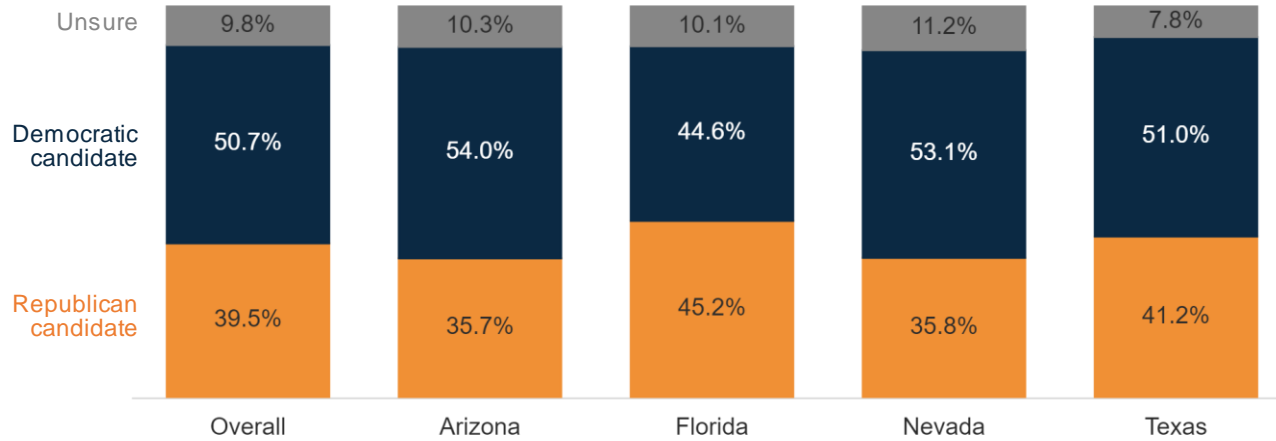
US Direction



	Overall	F <35	F 35+	M <35	M 35+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Right direction	32%	27%	41%	30%	35%	33%	32%	32%	33%	31%	34%	10%	23%	51%	37%	26%	35%	31%	30%	37%	35%	32%	33%	36%	26%	31%	29%	36%	28%	23%
Wrong track	62%	65%	54%	65%	60%	62%	62%	62%	63%	63%	58%	88%	72%	42%	56%	72%	56%	62%	69%	58%	60%	61%	62%	58%	67%	63%	66%	59%	65%	67%
Definitely the right direction	9%	5%	11%	11%	11%	8%	9%	7%	9%	7%	14%	4%	5%	14%	11%	5%	9%	9%	11%	14%	7%	1%	9%	9%	6%	10%	4%	11%	6%	7%
Mostly the right direction	23%	22%	30%	20%	25%	25%	23%	24%	25%	24%	20%	6%	18%	37%	26%	21%	26%	21%	20%	23%	28%	31%	24%	27%	20%	21%	25%	25%	22%	16%
Mostly the wrong track	27%	31%	22%	29%	19%	25%	27%	29%	29%	25%	27%	21%	30%	28%	25%	21%	26%	27%	28%	16%	30%	25%	27%	25%	30%	26%	41%	19%	36%	39%
Definitely the wrong track	35%	34%	31%	36%	41%	36%	35%	33%	33%	39%	31%	67%	42%	14%	31%	51%	31%	35%	41%	42%	30%	36%	35%	33%	37%	37%	25%	40%	29%	28%
Unsure	6%	8%	6%	5%	4%	6%	6%	6%	4%	6%	9%	2%	5%	7%	7%	2%	9%	7%	0%	5%	5%	7%	5%	7%	7%	5%	5%	4%	7%	10%

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

Generic Ballot



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Republican candidate	39%	36%	36%	44%	44%	39%	40%	43%	32%	43%	42%	95%	42%	7%	42%	57%	35%	35%	59%	46%	41%	38%	38%	36%	39%	46%	45%	40%	41%	32%
Democratic candidate	51%	51%	56%	45%	52%	53%	50%	49%	56%	49%	47%	3%	37%	87%	51%	34%	58%	54%	35%	47%	50%	51%	49%	54%	51%	48%	55%	53%	49%	47%
Definitely the Republican candidate	26%	21%	28%	29%	29%	26%	26%	28%	24%	27%	28%	75%	23%	2%	27%	41%	25%	22%	47%	35%	24%	23%	26%	23%	24%	33%	0%	31%	22%	16%
Probably the Republican candidate	13%	15%	7%	15%	14%	13%	14%	14%	8%	16%	14%	20%	19%	5%	15%	16%	10%	12%	13%	11%	17%	15%	11%	14%	15%	13%	45%	10%	19%	17%
Probably the Democratic candidate	17%	20%	13%	18%	10%	14%	18%	20%	15%	16%	22%	2%	20%	24%	15%	16%	30%	18%	12%	14%	13%	24%	17%	19%	17%	12%	55%	11%	25%	25%
Definitely the Democratic candidate	34%	30%	43%	27%	43%	39%	32%	28%	41%	33%	25%	1%	17%	64%	35%	18%	28%	36%	23%	33%	37%	27%	32%	34%	35%	36%	0%	42%	24%	23%
Unsure	10%	13%	8%	10%	4%	8%	10%	9%	12%	8%	11%	2%	21%	6%	8%	9%	8%	11%	5%	7%	9%	11%	13%	10%	9%	6%	0%	7%	11%	21%

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?

Image Tests (Overall)

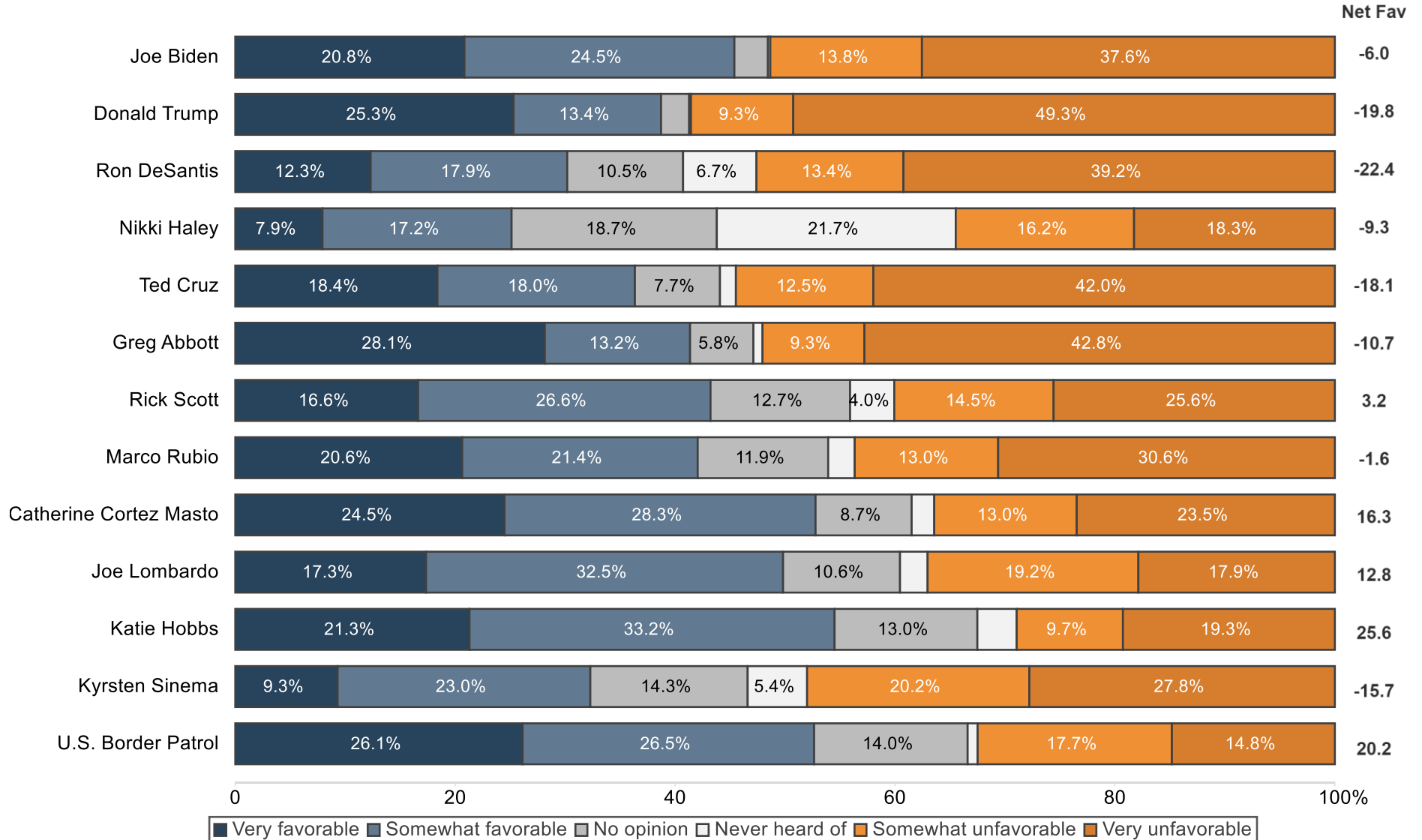


Image Tests Heatmap - Favorable (Overall)

	Favorable																													
	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	45%	43%	55%	40%	47%	51%	43%	45%	50%	44%	40%	8%	35%	74%	48%	34%	46%	46%	36%	43%	49%	49%	43%	47%	46%	45%	39%	48%	43%	37%
Donald Trump	39%	37%	31%	46%	40%	35%	41%	43%	32%	41%	43%	84%	41%	12%	42%	57%	33%	33%	55%	47%	41%	40%	36%	38%	36%	45%	40%	37%	40%	42%
Ron DeSantis	30%	25%	30%	37%	31%	29%	31%	33%	25%	34%	29%	62%	33%	12%	34%	36%	37%	26%	52%	25%	34%	30%	32%	29%	29%	30%	30%	29%	34%	26%
Nikki Haley	25%	16%	30%	26%	35%	28%	24%	24%	22%	28%	22%	41%	29%	15%	29%	28%	34%	24%	33%	25%	20%	33%	25%	26%	24%	25%	29%	28%	24%	15%
Ted Cruz	36%	27%	36%	47%	40%	35%	37%	38%	27%	39%	38%	70%	26%	20%	38%	39%	27%	34%	63%	41%	31%	39%	27%	34%	44%	38%	38%	32%	42%	43%
Greg Abbott	41%	34%	43%	49%	44%	40%	42%	43%	34%	46%	39%	79%	42%	19%	41%	56%	31%	36%	63%	51%	52%	39%	34%	47%	42%	41%	41%	42%	38%	45%
Rick Scott	43%	31%	57%	32%	60%	43%	43%	44%	38%	46%	48%	65%	47%	21%	55%	40%	25%	37%	50%	36%	37%	49%	46%	44%	35%	42%	41%	46%	41%	40%
Marco Rubio	42%	34%	51%	38%	48%	43%	42%	44%	38%	42%	53%	72%	41%	18%	51%	53%	19%	21%	58%	36%	34%	44%	46%	45%	28%	39%	37%	44%	43%	31%
Catherine Cortez Masto	53%	51%	68%	44%	57%	52%	53%	49%	56%	54%	37%	15%	44%	75%	53%	29%	62%	54%	19%	74%	49%	61%	48%	55%	52%	58%	48%	57%	46%	45%
Joe Lombardo	50%	42%	64%	47%	60%	54%	49%	54%	46%	51%	61%	78%	52%	37%	57%	54%	72%	49%	71%	36%	50%	49%	39%	51%	56%	57%	59%	50%	54%	32%
Katie Hobbs	55%	54%	56%	51%	59%	58%	52%	55%	59%	51%	55%	24%	37%	77%	61%	35%	69%	54%	20%	66%	57%	57%	50%	58%	54%	55%	53%	56%	53%	48%
Kyrsten Sinema	32%	33%	17%	42%	34%	28%	34%	45%	34%	30%	34%	26%	40%	32%	30%	37%	33%	34%	29%	20%	28%	27%	28%	35%	35%	29%	35%	28%	38%	39%
U.S. Border Patrol	53%	44%	56%	54%	65%	53%	53%	53%	47%	53%	60%	68%	50%	47%	60%	57%	56%	52%	52%	66%	50%	49%	47%	50%	57%	59%	51%	57%	48%	42%

Image Tests Heatmap - Unfavorable (Overall)

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	51%	53%	42%	56%	51%	48%	53%	53%	46%	54%	53%	90%	62%	23%	49%	65%	54%	50%	59%	54%	49%	49%	53%	49%	51%	52%	56%	50%	53%	53%
Donald Trump	59%	59%	66%	51%	59%	64%	56%	55%	65%	57%	53%	15%	56%	85%	55%	42%	67%	64%	43%	50%	57%	56%	60%	59%	61%	54%	58%	62%	56%	52%
Ron DeSantis	53%	47%	57%	50%	61%	62%	48%	48%	57%	52%	46%	23%	52%	70%	48%	45%	59%	51%	42%	59%	58%	56%	53%	54%	51%	52%	50%	61%	42%	40%
Nikki Haley	34%	26%	32%	43%	43%	42%	31%	32%	34%	36%	32%	25%	33%	41%	29%	27%	37%	32%	27%	41%	43%	32%	38%	30%	36%	35%	25%	43%	24%	22%
Ted Cruz	54%	62%	52%	44%	60%	63%	51%	52%	64%	56%	45%	21%	68%	70%	53%	48%	73%	57%	37%	51%	55%	39%	60%	57%	49%	52%	50%	61%	47%	37%
Greg Abbott	52%	60%	46%	46%	53%	58%	50%	52%	59%	52%	48%	20%	48%	73%	52%	36%	69%	57%	37%	44%	34%	39%	61%	46%	50%	54%	49%	54%	54%	41%
Rick Scott	40%	40%	37%	47%	34%	46%	37%	40%	44%	39%	33%	18%	32%	65%	29%	45%	41%	33%	39%	64%	45%	32%	39%	38%	47%	40%	40%	42%	40%	32%
Marco Rubio	44%	40%	47%	45%	43%	47%	42%	37%	50%	41%	34%	19%	41%	67%	37%	34%	41%	56%	37%	64%	47%	40%	42%	38%	57%	47%	41%	48%	41%	35%
Catherine Cortez Masto	36%	34%	28%	44%	39%	35%	37%	38%	32%	36%	56%	72%	46%	16%	36%	55%	29%	34%	60%	26%	39%	39%	37%	33%	38%	39%	41%	37%	40%	22%
Joe Lombardo	37%	44%	30%	34%	33%	35%	38%	35%	37%	40%	26%	16%	36%	47%	30%	35%	7%	37%	5%	64%	38%	45%	41%	38%	30%	37%	30%	41%	32%	25%
Katie Hobbs	29%	24%	28%	34%	32%	32%	28%	30%	25%	30%	33%	55%	45%	11%	22%	50%	31%	28%	59%	34%	30%	23%	34%	23%	34%	28%	28%	30%	28%	24%
Kyrsten Sinema	48%	40%	65%	41%	57%	61%	42%	41%	49%	53%	37%	44%	37%	55%	51%	38%	45%	44%	49%	80%	59%	56%	51%	49%	48%	44%	43%	60%	33%	28%
U.S. Border Patrol	32%	40%	28%	33%	22%	34%	32%	34%	38%	32%	26%	22%	36%	35%	27%	29%	31%	35%	31%	25%	32%	27%	36%	33%	31%	28%	32%	33%	32%	33%

Image Tests (Arizona)

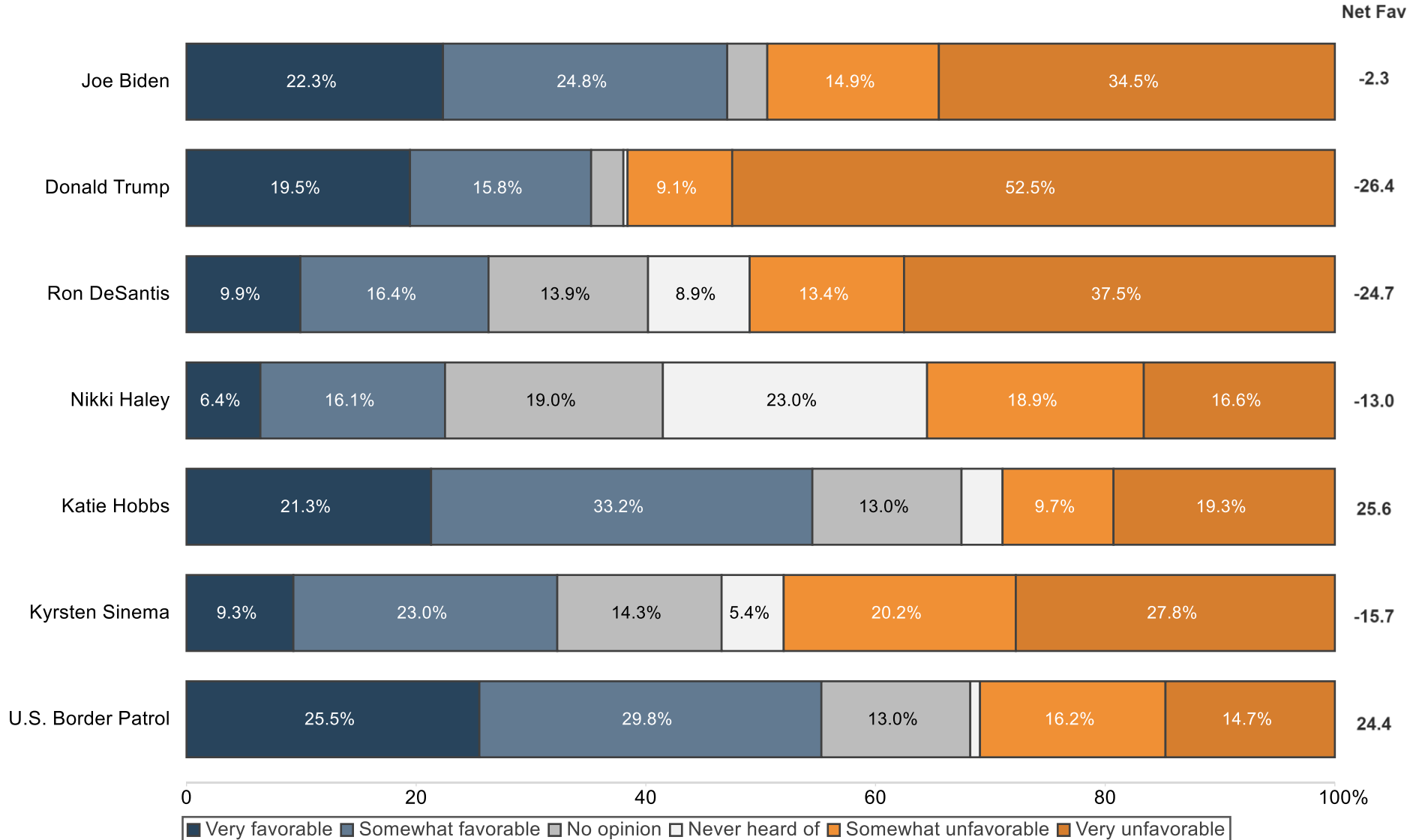


Image Tests Heatmaps (Arizona)

Favorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	47%	46%	58%	43%	42%	56%	43%	52%	47%	52%	38%	4%	32%	74%	54%	19%	41%	43%	57%	66%	64%	52%	46%	51%	49%	40%	41%	50%	46%	33%
Donald Trump	35%	31%	29%	39%	46%	31%	37%	35%	31%	34%	44%	83%	45%	11%	32%	66%	9%	34%	43%	44%	33%	43%	30%	31%	36%	45%	33%	36%	33%	41%
Ron DeSantis	26%	18%	24%	36%	31%	26%	26%	27%	20%	28%	31%	53%	39%	10%	26%	43%	38%	26%	29%	27%	27%	26%	18%	27%	30%	29%	26%	27%	26%	20%
Nikki Haley	23%	11%	27%	25%	37%	25%	21%	18%	19%	24%	25%	33%	37%	11%	22%	29%	8%	22%	13%	14%	20%	45%	14%	24%	30%	20%	33%	24%	24%	10%
Katie Hobbs	55%	54%	56%	51%	59%	58%	52%	55%	59%	51%	55%	24%	37%	77%	61%	35%	69%	54%	20%	66%	57%	57%	50%	58%	54%	55%	53%	56%	53%	48%
Kyrsten Sinema	32%	33%	17%	42%	34%	28%	34%	45%	34%	30%	34%	26%	40%	32%	30%	37%	33%	34%	29%	20%	28%	27%	28%	35%	35%	29%	35%	28%	38%	39%
U.S. Border Patrol	55%	44%	64%	52%	73%	59%	54%	53%	47%	58%	61%	70%	64%	46%	56%	71%	70%	52%	36%	73%	60%	79%	47%	47%	71%	59%	50%	60%	52%	36%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	49%	48%	40%	53%	58%	43%	52%	45%	49%	47%	54%	94%	67%	21%	42%	81%	59%	52%	43%	34%	36%	48%	52%	44%	47%	57%	54%	49%	50%	50%
Donald Trump	62%	62%	71%	60%	54%	67%	59%	59%	66%	65%	50%	16%	51%	87%	66%	30%	91%	62%	57%	56%	67%	52%	66%	66%	59%	53%	64%	63%	62%	55%
Ron DeSantis	51%	42%	61%	46%	66%	64%	44%	47%	54%	53%	42%	22%	39%	71%	51%	38%	62%	46%	71%	73%	67%	59%	58%	50%	49%	47%	53%	60%	40%	35%
Nikki Haley	36%	25%	38%	39%	49%	51%	28%	37%	30%	39%	35%	25%	28%	46%	33%	26%	35%	30%	65%	56%	58%	36%	41%	32%	34%	36%	26%	46%	21%	21%
Katie Hobbs	29%	24%	28%	34%	32%	32%	28%	30%	25%	30%	33%	55%	45%	11%	22%	50%	31%	28%	59%	34%	30%	23%	34%	23%	34%	28%	28%	30%	28%	24%
Kyrsten Sinema	48%	40%	65%	41%	57%	61%	42%	41%	49%	53%	37%	44%	37%	55%	51%	38%	45%	44%	49%	80%	59%	56%	51%	49%	48%	44%	43%	60%	33%	28%
U.S. Border Patrol	31%	37%	23%	37%	18%	26%	33%	35%	40%	28%	25%	19%	30%	34%	32%	17%	17%	34%	43%	16%	25%	11%	34%	36%	24%	27%	41%	30%	29%	41%

Image Tests (Florida)

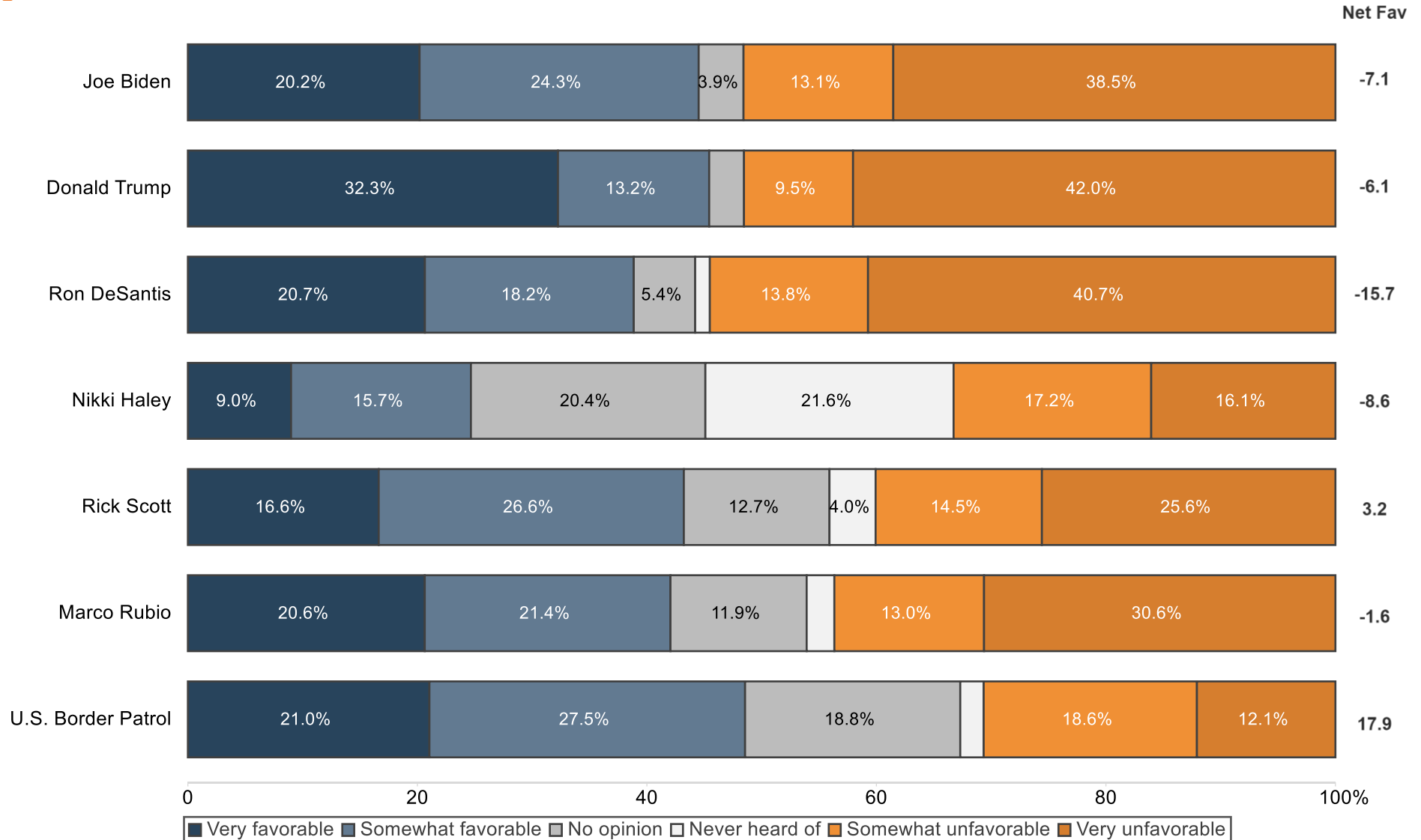


Image Tests Heatmaps (Florida)

Favorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	45%	39%	53%	42%	46%	51%	41%	36%	48%	42%	47%	13%	41%	79%	40%	48%	48%	46%	35%	64%	48%	50%	36%	46%	65%	44%	43%	47%	42%	43%
Donald Trump	45%	51%	39%	51%	38%	40%	48%	54%	39%	48%	56%	81%	41%	15%	52%	52%	52%	49%	54%	54%	42%	37%	48%	46%	26%	57%	47%	44%	49%	40%
Ron DeSantis	39%	36%	46%	36%	38%	34%	41%	41%	35%	42%	36%	71%	39%	11%	48%	38%	33%	22%	50%	36%	36%	32%	48%	34%	31%	31%	29%	41%	38%	35%
Nikki Haley	25%	18%	36%	22%	23%	28%	23%	24%	21%	29%	13%	43%	22%	13%	32%	29%	20%	21%	32%	36%	17%	32%	32%	19%	21%	22%	27%	28%	24%	15%
Rick Scott	43%	31%	57%	32%	60%	43%	43%	44%	38%	46%	48%	65%	47%	21%	55%	40%	25%	37%	50%	36%	37%	49%	46%	44%	35%	42%	41%	46%	41%	40%
Marco Rubio	42%	34%	51%	38%	48%	43%	42%	44%	38%	42%	53%	72%	41%	18%	51%	53%	19%	21%	58%	36%	34%	44%	46%	45%	28%	39%	37%	44%	43%	31%
U.S. Border Patrol	49%	38%	54%	50%	56%	42%	52%	47%	49%	49%	42%	62%	43%	44%	56%	50%	58%	51%	52%	36%	49%	40%	49%	53%	33%	52%	45%	52%	48%	37%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	52%	55%	44%	54%	54%	47%	54%	60%	45%	57%	47%	84%	53%	19%	57%	51%	52%	46%	59%	36%	50%	45%	61%	49%	32%	50%	53%	50%	57%	43%
Donald Trump	52%	48%	57%	44%	62%	57%	49%	44%	56%	50%	44%	17%	56%	82%	45%	48%	48%	51%	44%	46%	55%	56%	48%	50%	74%	43%	49%	53%	49%	55%
Ron DeSantis	55%	56%	53%	51%	60%	61%	52%	53%	60%	52%	51%	23%	53%	84%	47%	54%	64%	66%	45%	64%	59%	56%	48%	58%	59%	62%	61%	55%	53%	56%
Nikki Haley	33%	19%	29%	47%	44%	36%	32%	28%	42%	27%	37%	25%	30%	43%	29%	30%	27%	29%	26%	46%	42%	24%	34%	30%	35%	38%	19%	43%	24%	24%
Rick Scott	40%	40%	37%	47%	34%	46%	37%	40%	44%	39%	33%	18%	32%	65%	29%	45%	41%	33%	39%	64%	45%	32%	39%	38%	47%	40%	40%	42%	40%	32%
Marco Rubio	44%	40%	47%	45%	43%	47%	42%	37%	50%	41%	34%	19%	41%	67%	37%	34%	41%	56%	37%	64%	47%	40%	42%	38%	57%	47%	41%	48%	41%	35%
U.S. Border Patrol	31%	35%	29%	33%	22%	38%	27%	32%	35%	27%	35%	28%	33%	31%	25%	29%	20%	43%	31%	18%	29%	30%	34%	28%	34%	24%	28%	36%	27%	20%

Image Tests (Nevada)

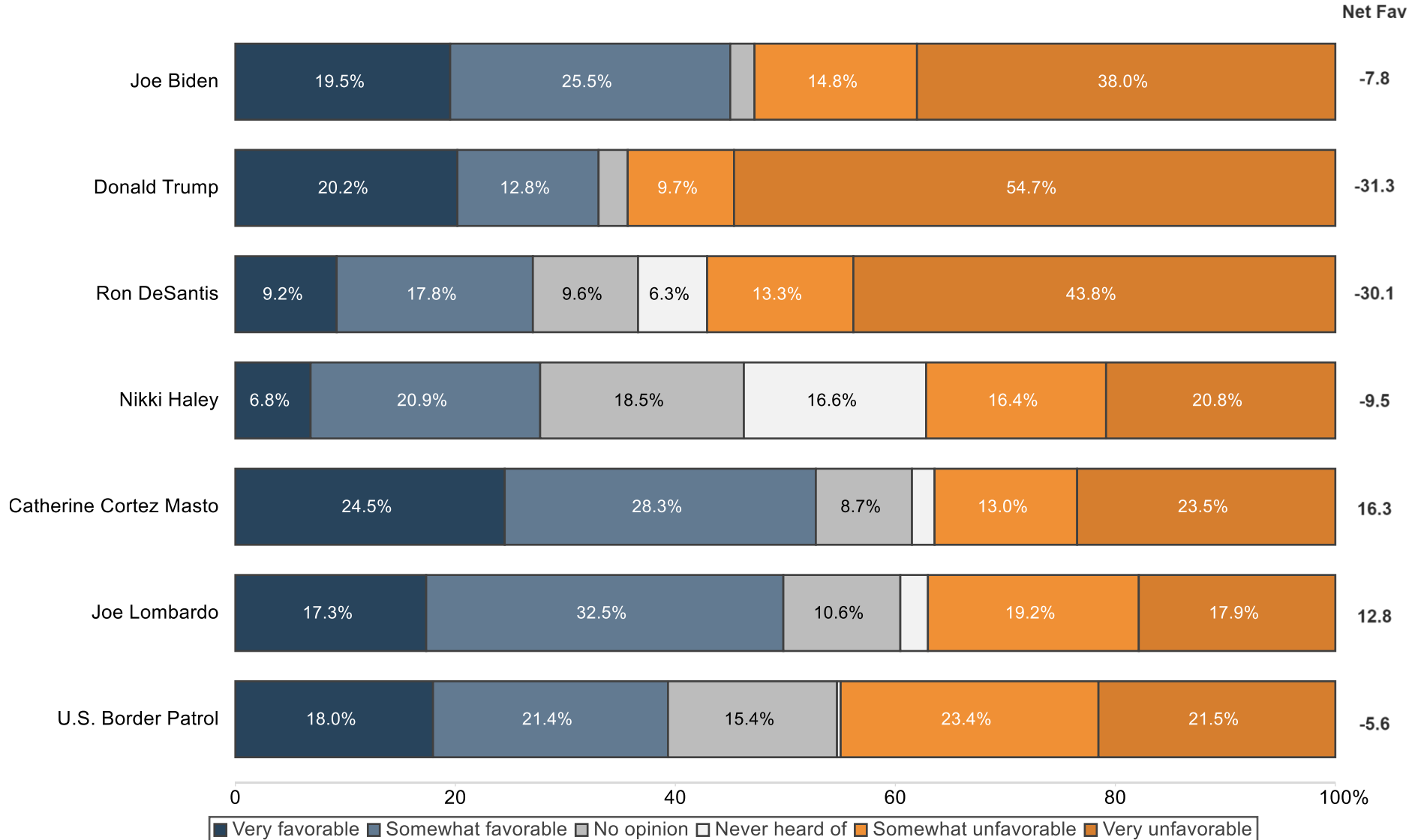


Image Tests Heatmaps (Nevada)

Favorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	45%	43%	62%	37%	48%	50%	43%	41%	48%	46%	28%	2%	34%	72%	46%	34%	55%	46%	23%	65%	41%	47%	43%	45%	45%	49%	37%	46%	43%	44%
Donald Trump	33%	30%	22%	42%	35%	27%	36%	37%	27%	36%	42%	85%	35%	10%	43%	56%	27%	28%	68%	26%	43%	40%	26%	36%	31%	40%	38%	30%	40%	34%
Ron DeSantis	27%	23%	23%	36%	27%	26%	28%	36%	23%	30%	27%	68%	25%	11%	33%	39%	38%	23%	70%	14%	31%	33%	23%	25%	27%	36%	33%	24%	38%	17%
Nikki Haley	28%	15%	32%	31%	47%	32%	26%	26%	26%	29%	30%	44%	30%	20%	33%	27%	55%	26%	44%	32%	26%	29%	25%	36%	18%	31%	33%	30%	27%	15%
Catherine Cortez Masto	53%	51%	68%	44%	57%	52%	53%	49%	56%	54%	37%	15%	44%	75%	53%	29%	62%	54%	19%	74%	49%	61%	48%	55%	52%	58%	48%	57%	46%	45%
Joe Lombardo	50%	42%	64%	47%	60%	54%	49%	54%	46%	51%	61%	78%	52%	37%	57%	54%	72%	49%	71%	36%	50%	49%	39%	51%	56%	57%	59%	50%	54%	32%
U.S. Border Patrol	39%	31%	41%	41%	54%	42%	39%	40%	35%	42%	40%	61%	37%	33%	49%	33%	50%	37%	54%	31%	44%	41%	29%	39%	45%	49%	41%	44%	34%	23%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	53%	56%	37%	61%	47%	50%	54%	58%	50%	52%	67%	94%	65%	26%	51%	65%	45%	51%	73%	35%	59%	53%	54%	53%	55%	49%	60%	53%	54%	47%
Donald Trump	64%	67%	76%	57%	61%	72%	62%	63%	70%	62%	51%	15%	63%	87%	54%	44%	73%	68%	32%	74%	57%	60%	69%	60%	67%	60%	61%	69%	54%	62%
Ron DeSantis	57%	53%	66%	55%	62%	63%	55%	47%	59%	58%	45%	17%	62%	72%	47%	41%	62%	60%	13%	83%	52%	57%	58%	61%	54%	53%	50%	67%	41%	33%
Nikki Haley	37%	33%	34%	43%	38%	42%	36%	33%	34%	43%	21%	31%	41%	39%	26%	31%	33%	37%	15%	68%	36%	41%	36%	28%	47%	40%	31%	44%	31%	6%
Catherine Cortez Masto	36%	34%	28%	44%	39%	35%	37%	38%	32%	36%	56%	72%	46%	16%	36%	55%	29%	34%	60%	26%	39%	39%	37%	33%	38%	39%	41%	37%	40%	22%
Joe Lombardo	37%	44%	30%	34%	33%	35%	38%	35%	37%	40%	26%	16%	36%	47%	30%	35%	7%	37%	5%	64%	38%	45%	41%	38%	30%	37%	30%	41%	32%	25%
U.S. Border Patrol	45%	58%	37%	42%	28%	44%	45%	47%	46%	44%	44%	30%	46%	49%	37%	54%	32%	48%	28%	52%	43%	34%	49%	45%	42%	42%	40%	45%	44%	50%

Image Tests (Texas)

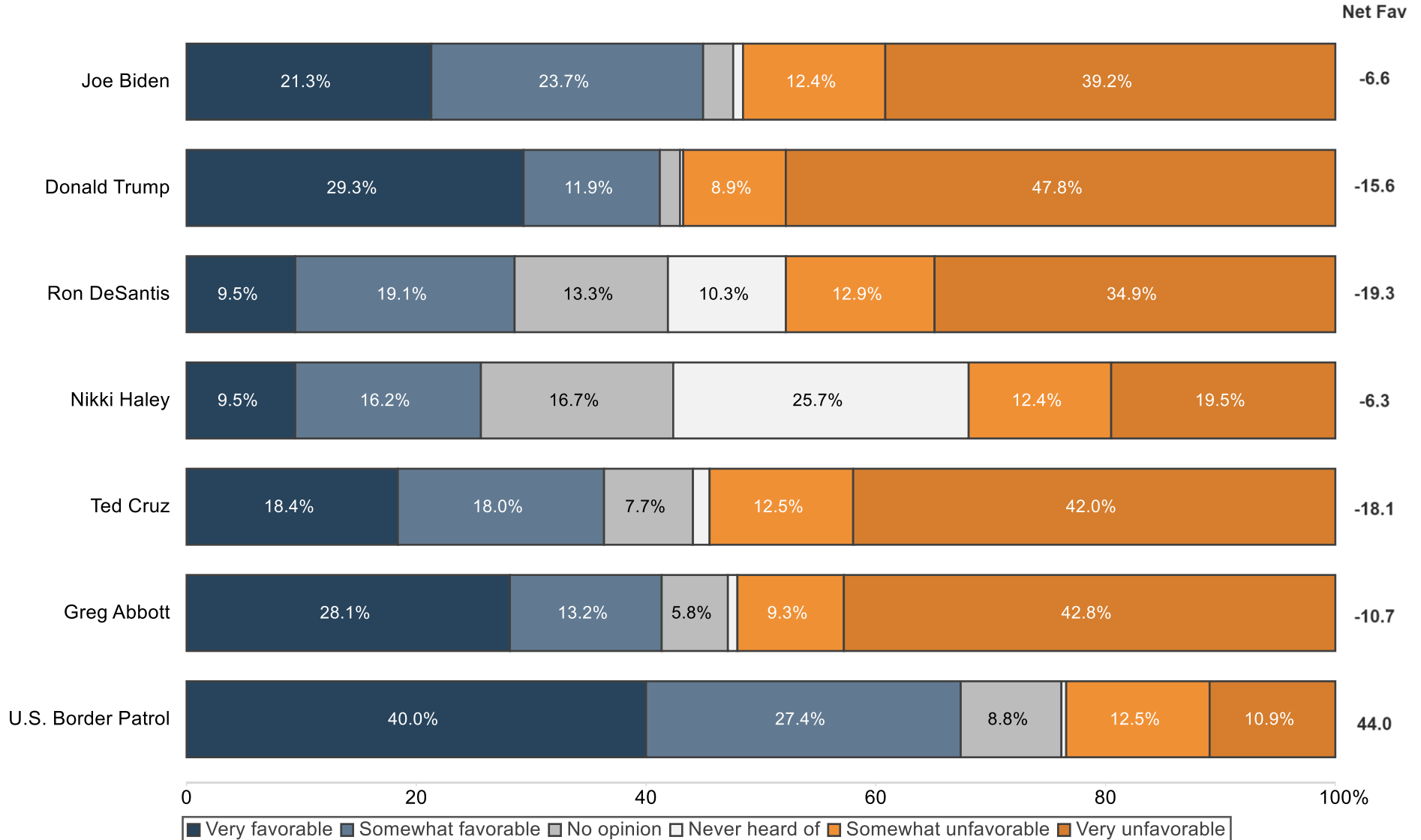


Image Tests Heatmaps (Texas)

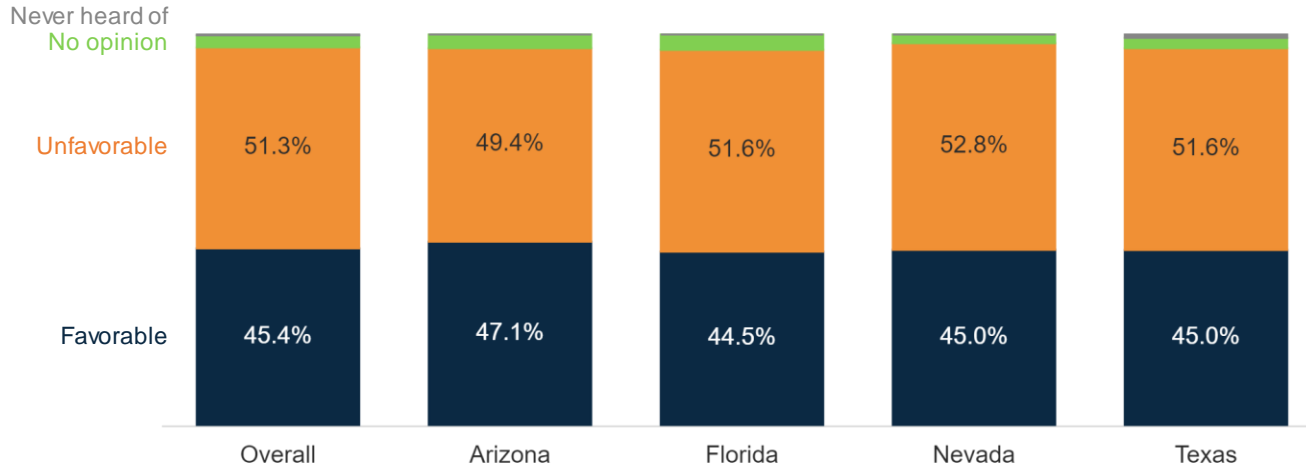
Favorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	45%	46%	47%	38%	51%	47%	44%	47%	63%	38%	43%	8%	31%	72%	51%	34%	41%	48%	100%	37%	56%	15%	55%	44%	35%	48%	36%	49%	44%	28%
Donald Trump	41%	38%	31%	53%	41%	41%	41%	45%	30%	48%	38%	88%	43%	13%	39%	56%	35%	36%	63%	50%	51%	61%	36%	39%	46%	42%	40%	40%	38%	51%
Ron DeSantis	29%	26%	21%	39%	27%	29%	28%	31%	17%	35%	26%	53%	26%	15%	29%	30%	39%	30%	63%	25%	31%	0%	32%	28%	30%	25%	32%	26%	35%	27%
Nikki Haley	26%	21%	26%	27%	34%	26%	26%	28%	21%	30%	21%	42%	24%	16%	28%	26%	43%	25%	63%	26%	51%	0%	23%	28%	26%	25%	22%	29%	21%	18%
Ted Cruz	36%	27%	36%	47%	40%	35%	37%	38%	27%	39%	38%	70%	26%	20%	38%	39%	27%	34%	63%	41%	31%	39%	27%	34%	44%	38%	38%	32%	42%	43%
Greg Abbott	41%	34%	43%	49%	44%	40%	42%	43%	34%	46%	39%	79%	42%	19%	41%	56%	31%	36%	63%	51%	52%	39%	34%	47%	42%	41%	41%	42%	38%	45%
U.S. Border Patrol	67%	62%	63%	72%	77%	68%	68%	69%	68%	65%	71%	77%	62%	64%	73%	67%	50%	66%	63%	70%	60%	85%	69%	65%	65%	70%	68%	74%	57%	61%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Joe Biden	52%	51%	48%	58%	47%	52%	51%	52%	35%	60%	50%	91%	63%	25%	44%	64%	59%	48%	0%	60%	30%	85%	39%	52%	62%	50%	58%	49%	48%	70%
Donald Trump	57%	60%	65%	45%	59%	58%	57%	53%	66%	52%	59%	12%	53%	85%	59%	44%	65%	62%	37%	47%	35%	39%	62%	60%	52%	54%	57%	59%	59%	40%
Ron DeSantis	48%	41%	52%	49%	56%	60%	43%	46%	53%	46%	47%	28%	51%	59%	45%	46%	52%	46%	37%	54%	41%	39%	47%	45%	48%	51%	36%	58%	32%	32%
Nikki Haley	32%	24%	28%	41%	39%	38%	29%	31%	23%	36%	31%	22%	37%	37%	29%	23%	48%	30%	37%	35%	35%	63%	45%	27%	29%	29%	25%	38%	20%	30%
Ted Cruz	54%	62%	52%	44%	60%	63%	51%	52%	64%	56%	45%	21%	68%	70%	53%	48%	73%	57%	37%	51%	55%	39%	60%	57%	49%	52%	50%	61%	47%	37%
Greg Abbott	52%	60%	46%	46%	53%	58%	50%	52%	59%	52%	48%	20%	48%	73%	52%	36%	69%	57%	37%	44%	34%	39%	61%	46%	50%	54%	49%	54%	54%	41%
U.S. Border Patrol	23%	27%	23%	21%	20%	27%	21%	24%	23%	27%	18%	14%	35%	25%	19%	22%	47%	23%	37%	23%	40%	15%	23%	25%	26%	21%	21%	20%	28%	31%

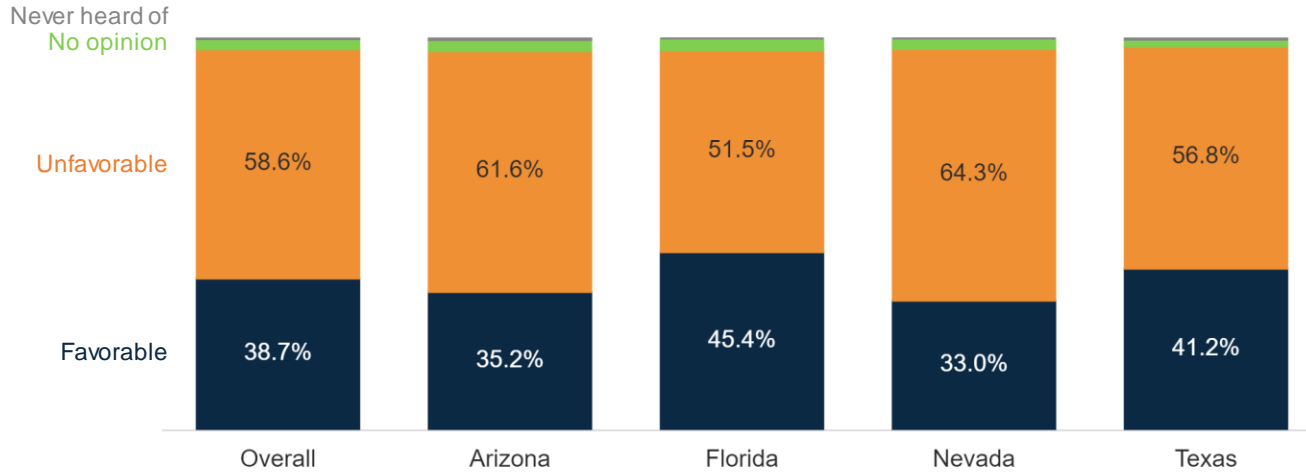
Image: Joe Biden



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	45%	43%	55%	40%	47%	51%	43%	45%	50%	44%	40%	8%	35%	74%	48%	34%	46%	46%	36%	43%	49%	49%	43%	47%	46%	45%	39%	48%	43%	37%
Unfavorable Total	51%	53%	42%	56%	51%	48%	53%	53%	46%	54%	53%	90%	62%	23%	49%	65%	54%	50%	59%	54%	49%	49%	53%	49%	51%	52%	56%	50%	53%	53%
Very favorable	21%	15%	29%	18%	29%	23%	20%	18%	24%	19%	19%	4%	11%	36%	23%	14%	22%	19%	15%	27%	26%	19%	21%	20%	20%	23%	9%	25%	16%	15%
Somewhat favorable	25%	29%	25%	22%	18%	28%	23%	27%	26%	25%	21%	3%	24%	37%	24%	20%	24%	26%	20%	16%	24%	30%	22%	27%	27%	22%	30%	23%	28%	22%
Somewhat unfavorable	14%	19%	9%	13%	9%	11%	15%	14%	14%	13%	15%	10%	18%	14%	13%	12%	14%	17%	10%	7%	11%	15%	15%	15%	15%	9%	23%	10%	19%	17%
Very unfavorable	38%	33%	33%	43%	42%	37%	38%	39%	32%	41%	38%	81%	44%	9%	36%	53%	40%	34%	50%	47%	39%	34%	38%	35%	36%	43%	33%	40%	33%	36%
No opinion	3%	4%	3%	3%	1%	1%	4%	2%	4%	1%	6%	2%	3%	3%	3%	1%	0%	4%	5%	2%	1%	3%	3%	3%	3%	4%	1%	4%	11%	
Never heard of	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

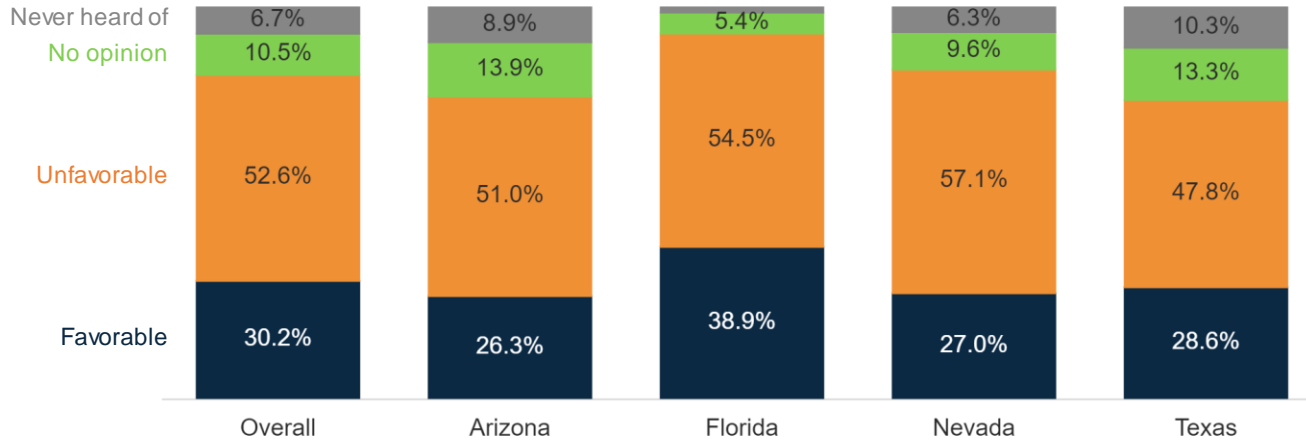
Image: Donald Trump



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	39%	37%	31%	46%	40%	35%	41%	43%	32%	41%	43%	84%	41%	12%	42%	57%	33%	33%	55%	47%	41%	40%	36%	38%	36%	45%	40%	37%	40%	42%
Unfavorable Total	59%	59%	66%	51%	59%	64%	56%	55%	65%	57%	53%	15%	56%	85%	55%	42%	67%	64%	43%	50%	57%	56%	60%	59%	61%	54%	58%	62%	56%	52%
Very favorable	25%	21%	24%	29%	29%	26%	25%	28%	22%	28%	25%	66%	20%	6%	28%	38%	20%	21%	44%	36%	23%	27%	25%	25%	24%	28%	16%	28%	22%	25%
Somewhat favorable	13%	16%	7%	17%	11%	9%	15%	15%	10%	14%	18%	19%	21%	6%	14%	20%	13%	13%	12%	11%	18%	13%	12%	14%	12%	17%	24%	10%	19%	18%
Somewhat unfavorable	9%	13%	7%	10%	3%	7%	10%	13%	9%	8%	12%	7%	12%	9%	8%	12%	10%	11%	7%	6%	9%	9%	12%	9%	10%	6%	17%	6%	15%	8%
Very unfavorable	49%	47%	58%	41%	56%	57%	46%	42%	55%	49%	41%	8%	44%	76%	48%	30%	56%	53%	37%	44%	48%	47%	48%	50%	51%	48%	40%	55%	40%	44%
No opinion	3%	3%	3%	2%	1%	2%	3%	2%	3%	2%	4%	1%	3%	3%	3%	1%	0%	3%	1%	2%	2%	5%	4%	3%	2%	1%	3%	1%	4%	5%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%

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

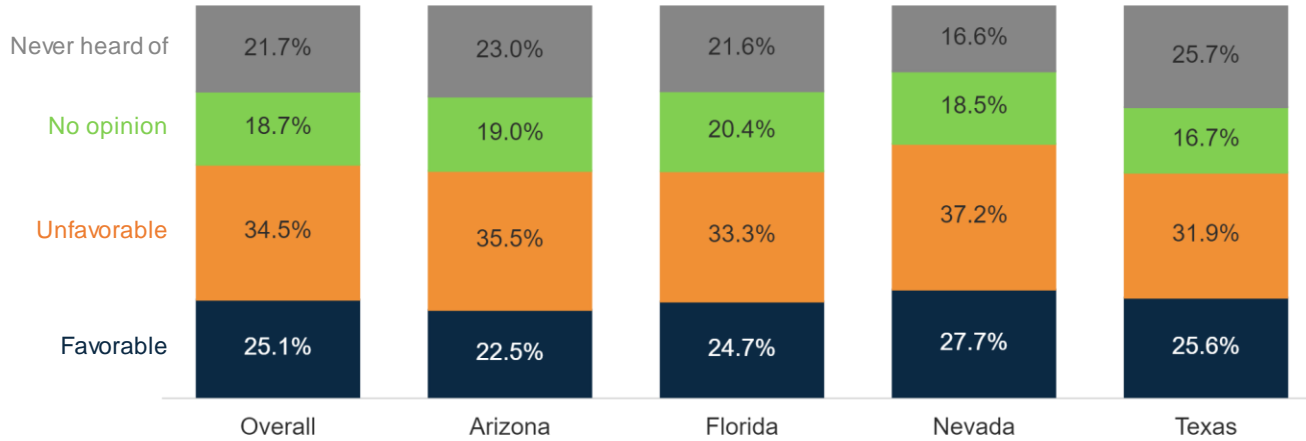
Image: Ron DeSantis



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	30%	25%	30%	37%	31%	29%	31%	33%	25%	34%	29%	62%	33%	12%	34%	36%	37%	26%	52%	25%	34%	30%	32%	29%	29%	30%	30%	29%	34%	26%
Unfavorable Total	53%	47%	57%	50%	61%	62%	48%	48%	57%	52%	46%	23%	52%	70%	48%	45%	59%	51%	42%	59%	58%	56%	53%	54%	51%	52%	50%	61%	42%	40%
Very favorable	12%	11%	13%	14%	12%	13%	12%	14%	11%	14%	9%	28%	11%	5%	14%	14%	13%	9%	33%	11%	11%	13%	17%	11%	11%	9%	7%	13%	11%	9%
Somewhat favorable	18%	14%	17%	23%	19%	16%	19%	19%	13%	20%	21%	34%	22%	7%	20%	22%	24%	17%	19%	13%	22%	18%	15%	18%	21%	23%	15%	23%	17%	
Somewhat unfavorable	13%	13%	12%	15%	15%	13%	14%	15%	15%	12%	14%	12%	17%	12%	11%	21%	17%	12%	11%	15%	15%	19%	12%	15%	15%	11%	18%	13%	15%	11%
Very unfavorable	39%	35%	45%	36%	46%	49%	35%	33%	42%	41%	32%	11%	35%	58%	37%	25%	43%	39%	31%	44%	43%	38%	40%	39%	37%	41%	32%	48%	27%	29%
No opinion	11%	15%	9%	9%	6%	6%	12%	11%	10%	9%	15%	11%	11%	9%	12%	10%	4%	12%	6%	12%	6%	10%	9%	10%	13%	11%	12%	8%	15%	13%
Never heard of	7%	13%	4%	4%	2%	3%	8%	8%	8%	4%	10%	4%	5%	9%	7%	8%	0%	10%	1%	4%	2%	3%	6%	7%	7%	7%	8%	3%	8%	20%

Do you have a favorable or unfavorable opinion of Ron DeSantis?

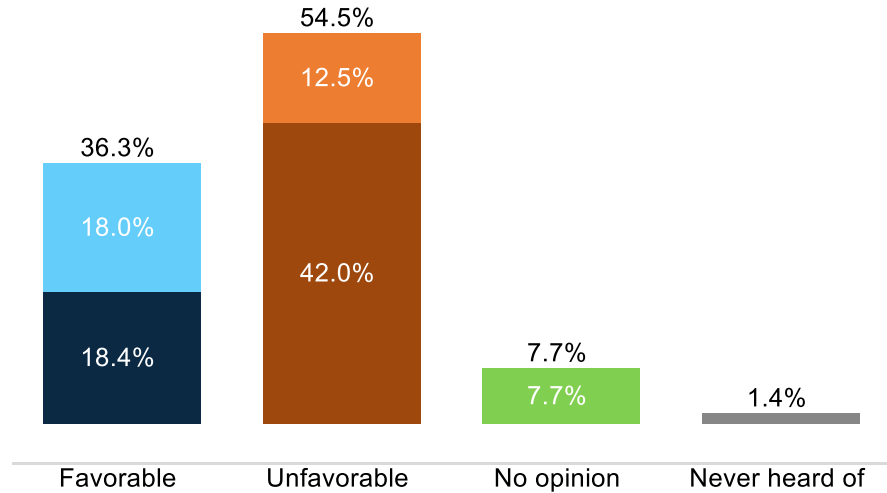
Image: Nikki Haley



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	25%	16%	30%	26%	35%	28%	24%	24%	22%	28%	22%	41%	29%	15%	29%	28%	34%	24%	33%	25%	20%	33%	25%	26%	24%	25%	29%	28%	24%	15%
Unfavorable Total	34%	26%	32%	43%	43%	42%	31%	32%	34%	36%	32%	25%	33%	41%	29%	27%	37%	32%	27%	41%	43%	32%	38%	30%	36%	35%	25%	43%	24%	22%
Very favorable	8%	5%	8%	9%	13%	9%	8%	7%	6%	9%	9%	15%	10%	3%	9%	6%	16%	7%	16%	7%	8%	6%	10%	7%	8%	7%	9%	9%	8%	4%
Somewhat favorable	17%	12%	22%	18%	22%	19%	17%	17%	16%	19%	13%	26%	19%	12%	20%	22%	18%	17%	18%	19%	13%	27%	15%	19%	16%	18%	20%	19%	16%	11%
Somewhat unfavorable	16%	12%	17%	17%	22%	21%	14%	15%	18%	16%	13%	15%	16%	17%	14%	17%	24%	15%	18%	14%	19%	16%	15%	14%	22%	16%	15%	19%	14%	9%
Very unfavorable	18%	14%	15%	25%	21%	21%	17%	18%	15%	20%	19%	10%	17%	24%	15%	10%	13%	17%	8%	27%	24%	16%	24%	15%	14%	19%	10%	24%	10%	13%
No opinion	19%	22%	18%	17%	14%	14%	21%	19%	22%	16%	20%	16%	19%	19%	19%	20%	19%	19%	16%	15%	19%	21%	14%	23%	17%	20%	20%	17%	21%	22%
Never heard of	22%	36%	20%	14%	8%	17%	24%	24%	22%	20%	26%	18%	19%	25%	22%	25%	10%	24%	24%	19%	18%	14%	23%	22%	22%	20%	27%	13%	31%	41%

Do you have a favorable or unfavorable opinion of Nikki Haley?

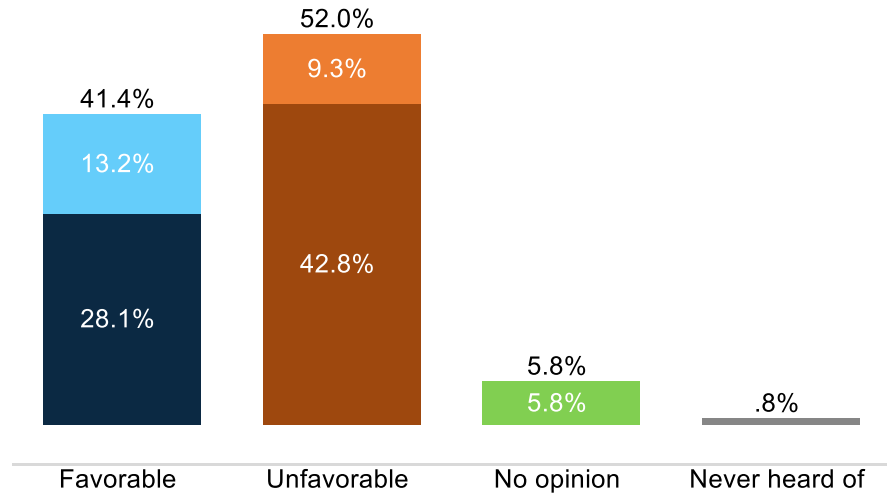
Image (Texas RGV): Ted Cruz



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Favorable Total	36%	27%	36%	47%	40%	35%	37%	38%	27%	39%	38%	70%	26%	20%	38%	39%	27%	34%	63%	41%	31%	39%	27%	34%	44%	38%	38%	32%	42%	43%
Unfavorable Total	54%	62%	52%	44%	60%	63%	51%	52%	64%	56%	45%	21%	68%	70%	53%	48%	73%	57%	37%	51%	55%	39%	60%	57%	49%	52%	50%	61%	47%	37%
Very favorable	18%	16%	17%	19%	25%	22%	17%	18%	12%	21%	18%	42%	13%	6%	17%	24%	27%	15%	63%	25%	31%	0%	17%	16%	20%	20%	12%	22%	15%	12%
Somewhat favorable	18%	11%	19%	28%	15%	14%	20%	20%	15%	17%	21%	29%	12%	13%	21%	15%	0%	19%	0%	16%	0%	39%	10%	18%	24%	18%	26%	11%	27%	32%
Somewhat unfavorable	12%	19%	9%	13%	3%	9%	13%	15%	5%	15%	14%	11%	25%	10%	11%	13%	21%	13%	0%	14%	0%	0%	14%	15%	11%	10%	22%	10%	17%	15%
Very unfavorable	42%	43%	43%	31%	57%	53%	38%	37%	59%	41%	31%	10%	43%	60%	42%	35%	52%	44%	37%	37%	55%	39%	46%	42%	38%	42%	27%	52%	31%	22%
No opinion	8%	11%	8%	9%	0%	2%	10%	9%	6%	5%	13%	9%	7%	7%	7%	11%	0%	7%	0%	8%	14%	23%	11%	9%	5%	8%	12%	5%	9%	16%
Never heard of	1%	1%	5%	0%	0%	0%	2%	1%	2%	0%	3%	0%	0%	3%	2%	2%	0%	2%	0%	0%	0%	0%	2%	0%	2%	2%	0%	1%	2%	4%

Do you have a favorable or unfavorable opinion of Ted Cruz?

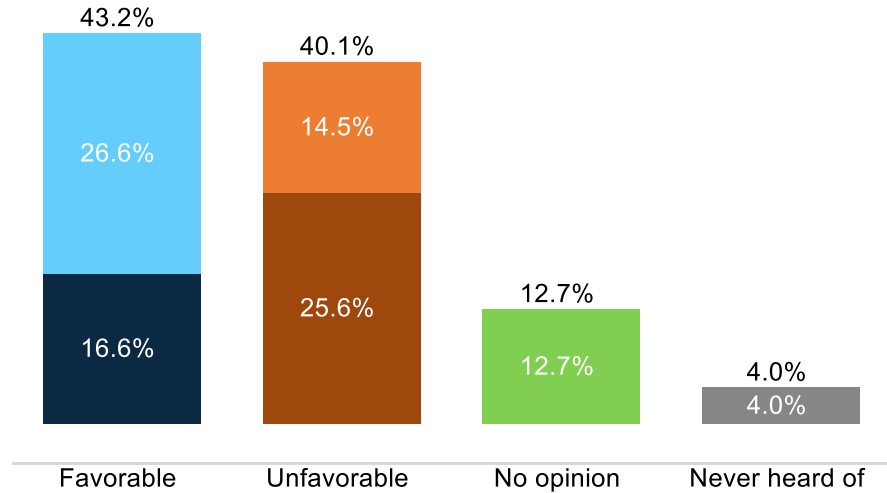
Image (Texas RGV): Greg Abbott



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Favorable Total	41%	34%	43%	49%	44%	40%	42%	43%	34%	46%	39%	79%	42%	19%	41%	56%	31%	36%	63%	51%	52%	39%	34%	47%	42%	41%	41%	42%	38%	45%
Unfavorable Total	52%	60%	46%	46%	53%	58%	50%	52%	59%	52%	48%	20%	48%	73%	52%	36%	69%	57%	37%	44%	34%	39%	61%	46%	50%	54%	49%	54%	54%	41%
Very favorable	28%	23%	27%	32%	34%	26%	29%	29%	20%	32%	28%	59%	24%	11%	29%	36%	27%	22%	63%	40%	52%	0%	25%	27%	29%	31%	20%	31%	24%	25%
Somewhat favorable	13%	11%	15%	17%	10%	14%	13%	14%	14%	15%	10%	20%	18%	8%	12%	19%	4%	14%	0%	11%	0%	39%	9%	20%	13%	10%	21%	11%	14%	20%
Somewhat unfavorable	9%	10%	2%	15%	9%	6%	11%	15%	5%	9%	13%	4%	4%	14%	9%	7%	11%	9%	0%	10%	21%	0%	7%	4%	11%	14%	16%	8%	11%	14%
Very unfavorable	43%	50%	44%	31%	44%	52%	39%	38%	55%	43%	34%	16%	44%	58%	43%	28%	58%	48%	37%	34%	13%	39%	54%	42%	39%	39%	33%	46%	43%	27%
No opinion	6%	5%	12%	4%	3%	2%	7%	4%	5%	1%	14%	1%	7%	8%	6%	7%	0%	6%	0%	5%	14%	23%	3%	6%	9%	5%	11%	3%	7%	15%
Never heard of	1%	1%	0%	1%	0%	0%	1%	1%	2%	1%	0%	0%	2%	1%	1%	2%	0%	1%	0%	0%	0%	2%	2%	0%	0%	0%	0%	1%	1%	0%

Do you have a favorable or unfavorable opinion of Greg Abbott?

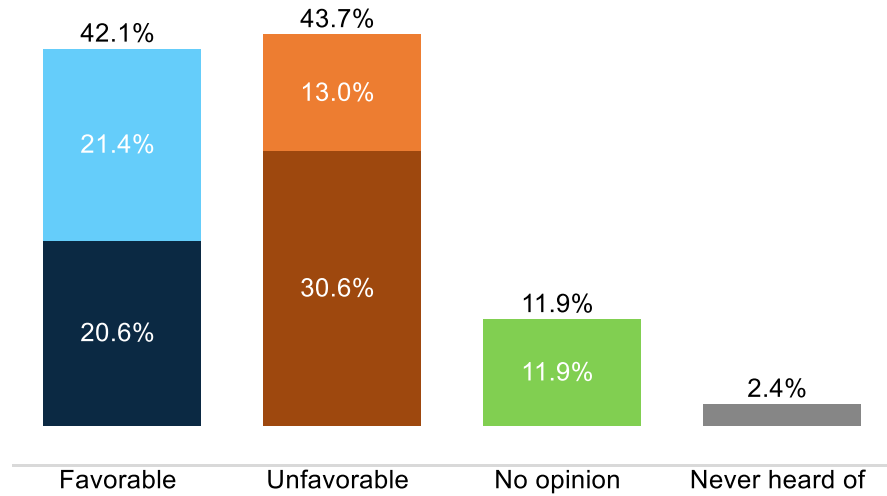
Image (Florida): Rick Scott



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	43%	31%	57%	32%	60%	43%	43%	44%	38%	46%	48%	65%	47%	21%	55%	40%	25%	37%	50%	36%	37%	49%	46%	44%	35%	42%	41%	46%	41%	40%
Unfavorable Total	40%	40%	37%	47%	34%	46%	37%	40%	44%	39%	33%	18%	32%	65%	29%	45%	41%	33%	39%	64%	45%	32%	39%	38%	47%	40%	40%	42%	40%	32%
Very favorable	17%	11%	24%	11%	23%	18%	16%	16%	11%	21%	13%	31%	16%	5%	21%	14%	8%	6%	24%	36%	10%	22%	18%	19%	8%	18%	11%	21%	9%	21%
Somewhat favorable	27%	20%	32%	22%	37%	25%	27%	28%	27%	25%	35%	34%	31%	16%	34%	26%	18%	31%	26%	0%	27%	26%	29%	25%	27%	23%	31%	25%	32%	19%
Somewhat unfavorable	14%	19%	8%	18%	12%	14%	15%	17%	18%	13%	9%	13%	10%	17%	9%	29%	15%	12%	17%	0%	18%	4%	13%	18%	11%	15%	16%	13%	18%	12%
Very unfavorable	26%	22%	29%	29%	22%	32%	23%	23%	27%	25%	24%	6%	22%	48%	20%	16%	26%	21%	22%	64%	27%	28%	26%	21%	36%	25%	23%	30%	22%	20%
No opinion	13%	19%	6%	17%	5%	9%	14%	10%	15%	11%	14%	11%	16%	11%	14%	9%	18%	22%	11%	0%	13%	13%	10%	15%	14%	13%	12%	9%	14%	20%
Never heard of	4%	9%	0%	3%	1%	2%	5%	6%	3%	4%	5%	5%	5%	2%	3%	6%	15%	7%	0%	0%	6%	6%	5%	3%	4%	4%	7%	3%	5%	7%

Do you have a favorable or unfavorable opinion of Rick Scott?

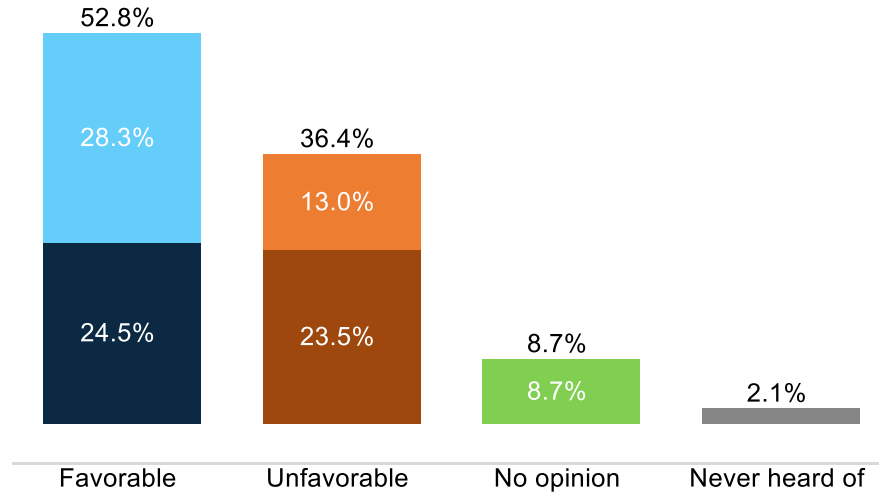
Image (Florida): Marco Rubio



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	42%	34%	51%	38%	48%	43%	42%	44%	38%	42%	53%	72%	41%	18%	51%	53%	19%	21%	58%	36%	34%	44%	46%	45%	28%	39%	37%	44%	43%	31%
Unfavorable Total	44%	40%	47%	45%	43%	47%	42%	37%	50%	41%	34%	19%	41%	67%	37%	34%	41%	56%	37%	64%	47%	40%	42%	38%	57%	47%	41%	48%	41%	35%
Very favorable	21%	14%	32%	16%	22%	20%	21%	21%	20%	21%	21%	42%	17%	6%	28%	21%	8%	7%	29%	36%	14%	26%	24%	23%	9%	19%	13%	25%	16%	17%
Somewhat favorable	21%	20%	20%	22%	25%	23%	21%	22%	19%	21%	33%	30%	25%	12%	23%	32%	11%	13%	29%	0%	19%	18%	22%	22%	19%	21%	24%	19%	27%	14%
Somewhat unfavorable	13%	16%	8%	14%	15%	13%	13%	14%	13%	12%	19%	10%	14%	14%	11%	7%	31%	22%	12%	0%	14%	11%	14%	11%	14%	16%	17%	10%	20%	5%
Very unfavorable	31%	24%	39%	32%	27%	34%	29%	23%	37%	30%	14%	9%	27%	53%	27%	27%	10%	33%	25%	64%	34%	29%	29%	27%	43%	32%	25%	38%	21%	30%
No opinion	12%	21%	2%	14%	10%	9%	13%	17%	10%	14%	9%	7%	14%	13%	9%	11%	25%	17%	5%	0%	15%	15%	9%	15%	14%	9%	20%	6%	13%	30%
Never heard of	2%	5%	0%	3%	0%	1%	3%	2%	1%	3%	4%	2%	4%	1%	2%	2%	15%	7%	0%	0%	4%	2%	2%	3%	0%	4%	2%	1%	3%	4%

Do you have a favorable or unfavorable opinion of Marco Rubio?

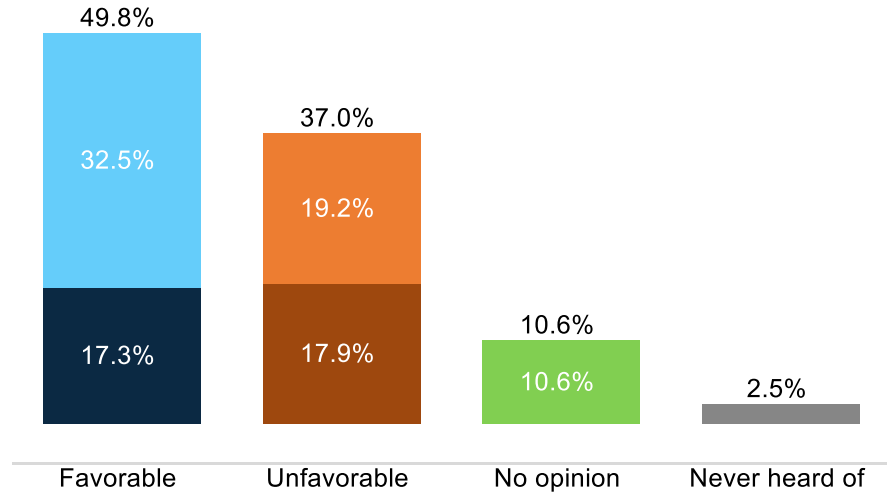
Image (Nevada): Catherine Cortez Masto



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Favorable Total	53%	51%	68%	44%	57%	52%	53%	49%	56%	54%	37%	15%	44%	75%	53%	29%	62%	54%	19%	74%	49%	61%	48%	55%	52%	58%	48%	57%	46%	45%
Unfavorable Total	36%	34%	28%	44%	39%	35%	37%	38%	32%	36%	56%	72%	46%	16%	36%	55%	29%	34%	60%	26%	39%	39%	37%	33%	38%	39%	41%	37%	40%	22%
Very favorable	24%	18%	38%	17%	39%	34%	21%	18%	23%	29%	7%	3%	13%	41%	23%	11%	25%	23%	15%	65%	28%	19%	17%	33%	21%	29%	13%	33%	9%	9%
Somewhat favorable	28%	33%	30%	28%	17%	18%	33%	31%	32%	25%	30%	12%	31%	34%	30%	18%	37%	31%	4%	9%	21%	42%	31%	22%	31%	29%	35%	24%	37%	35%
Somewhat unfavorable	13%	17%	8%	13%	9%	9%	15%	13%	11%	13%	22%	18%	20%	7%	8%	22%	16%	13%	10%	0%	15%	14%	18%	10%	12%	11%	18%	10%	20%	14%
Very unfavorable	23%	17%	20%	30%	30%	26%	22%	25%	21%	23%	35%	54%	26%	9%	29%	33%	13%	21%	50%	26%	23%	25%	19%	23%	26%	28%	23%	27%	19%	7%
No opinion	9%	11%	4%	11%	5%	9%	8%	9%	11%	9%	2%	10%	10%	7%	9%	12%	9%	10%	21%	0%	6%	0%	12%	10%	9%	2%	7%	6%	12%	22%
Never heard of	2%	5%	0%	1%	0%	3%	1%	5%	1%	2%	4%	2%	0%	3%	2%	4%	0%	1%	0%	0%	7%	0%	3%	3%	1%	2%	4%	1%	2%	12%

Do you have a favorable or unfavorable opinion of Catherine Cortez Masto?

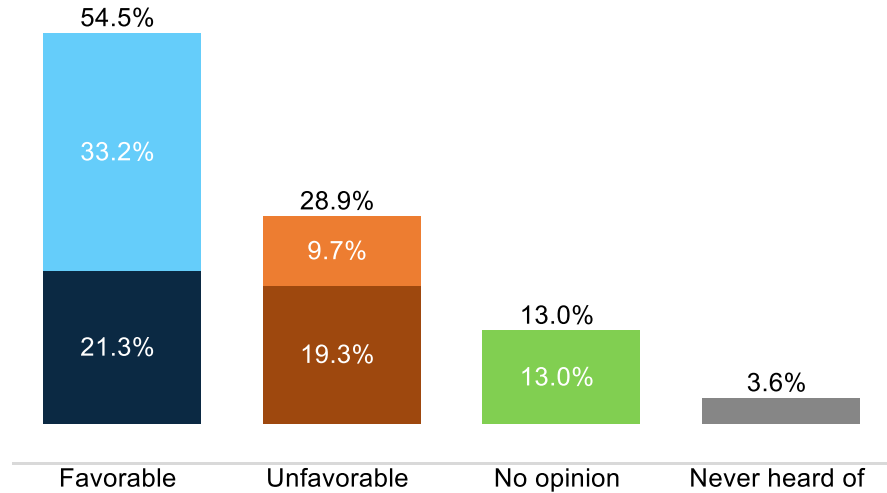
Image (Nevada): Joe Lombardo



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	50%	42%	64%	47%	60%	54%	49%	54%	46%	51%	61%	78%	52%	37%	57%	54%	72%	49%	71%	36%	50%	49%	39%	51%	56%	57%	59%	50%	54%	32%
Unfavorable Total	37%	44%	30%	34%	33%	35%	38%	35%	37%	40%	26%	16%	36%	47%	30%	35%	7%	37%	5%	64%	38%	45%	41%	38%	30%	37%	30%	41%	32%	25%
Very favorable	17%	12%	19%	18%	26%	12%	20%	23%	13%	20%	20%	43%	12%	10%	24%	23%	25%	17%	22%	7%	21%	13%	9%	23%	20%	20%	15%	18%	18%	13%
Somewhat favorable	32%	29%	45%	29%	33%	42%	29%	31%	32%	31%	42%	35%	40%	28%	33%	31%	47%	32%	49%	30%	30%	36%	30%	28%	36%	38%	44%	32%	36%	19%
Somewhat unfavorable	19%	24%	17%	16%	16%	16%	21%	18%	21%	18%	15%	9%	25%	20%	15%	27%	7%	17%	5%	45%	21%	26%	23%	17%	16%	20%	21%	17%	24%	22%
Very unfavorable	18%	20%	14%	18%	17%	19%	17%	18%	15%	21%	11%	6%	10%	27%	15%	8%	0%	19%	0%	19%	17%	19%	19%	21%	14%	17%	9%	24%	8%	3%
No opinion	11%	9%	5%	17%	8%	10%	10%	8%	13%	9%	8%	4%	10%	14%	11%	4%	21%	12%	19%	0%	8%	7%	16%	9%	14%	2%	8%	8%	13%	28%
Never heard of	3%	5%	0%	2%	0%	2%	3%	2%	5%	0%	4%	2%	2%	1%	7%	0%	3%	5%	0%	3%	0%	4%	1%	0%	4%	3%	2%	1%	16%	

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

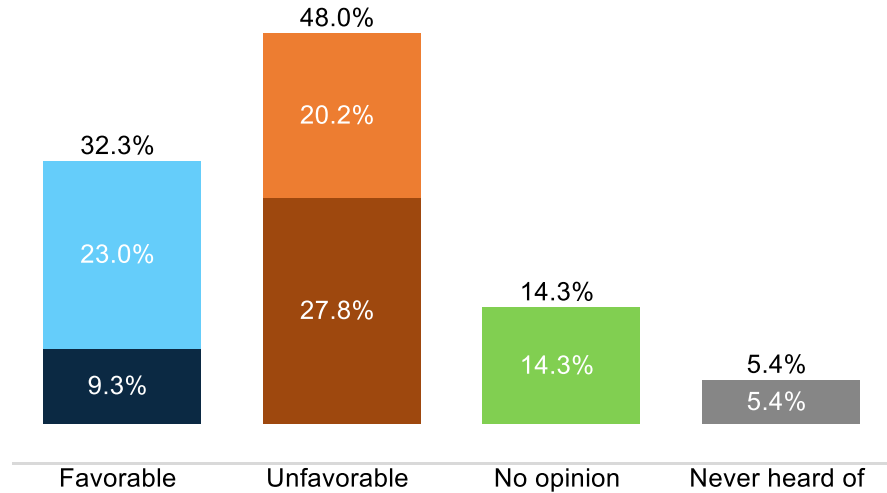
Image (Arizona): Katie Hobbs



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Favorable Total	55%	54%	56%	51%	59%	58%	52%	55%	59%	51%	55%	24%	37%	77%	61%	35%	69%	54%	20%	66%	57%	57%	50%	58%	54%	55%	53%	56%	53%	48%
Unfavorable Total	29%	24%	28%	34%	32%	32%	28%	30%	25%	30%	33%	55%	45%	11%	22%	50%	31%	28%	59%	34%	30%	23%	34%	23%	34%	28%	28%	30%	28%	24%
Very favorable	21%	16%	29%	17%	31%	28%	18%	21%	19%	22%	24%	10%	8%	34%	24%	8%	34%	21%	20%	36%	21%	14%	19%	12%	22%	38%	12%	25%	18%	10%
Somewhat favorable	33%	38%	27%	34%	29%	30%	34%	34%	40%	29%	32%	14%	28%	44%	37%	26%	35%	33%	0%	30%	36%	43%	31%	46%	32%	17%	41%	31%	35%	39%
Somewhat unfavorable	10%	13%	3%	10%	11%	10%	10%	13%	8%	7%	17%	10%	16%	7%	8%	16%	9%	10%	0%	7%	9%	8%	9%	10%	11%	9%	16%	6%	17%	8%
Very unfavorable	19%	12%	25%	24%	21%	22%	18%	18%	17%	23%	16%	45%	29%	4%	15%	34%	22%	18%	59%	26%	21%	15%	25%	13%	23%	19%	11%	25%	11%	16%
No opinion	13%	16%	12%	13%	7%	6%	16%	10%	12%	16%	8%	15%	17%	8%	12%	11%	0%	14%	0%	0%	9%	13%	11%	17%	10%	13%	17%	10%	16%	18%
Never heard of	4%	5%	4%	2%	2%	3%	4%	5%	4%	4%	4%	6%	2%	4%	4%	4%	0%	3%	21%	0%	3%	6%	6%	3%	2%	3%	3%	3%	3%	9%

Do you have a favorable or unfavorable opinion of Katie Hobbs?

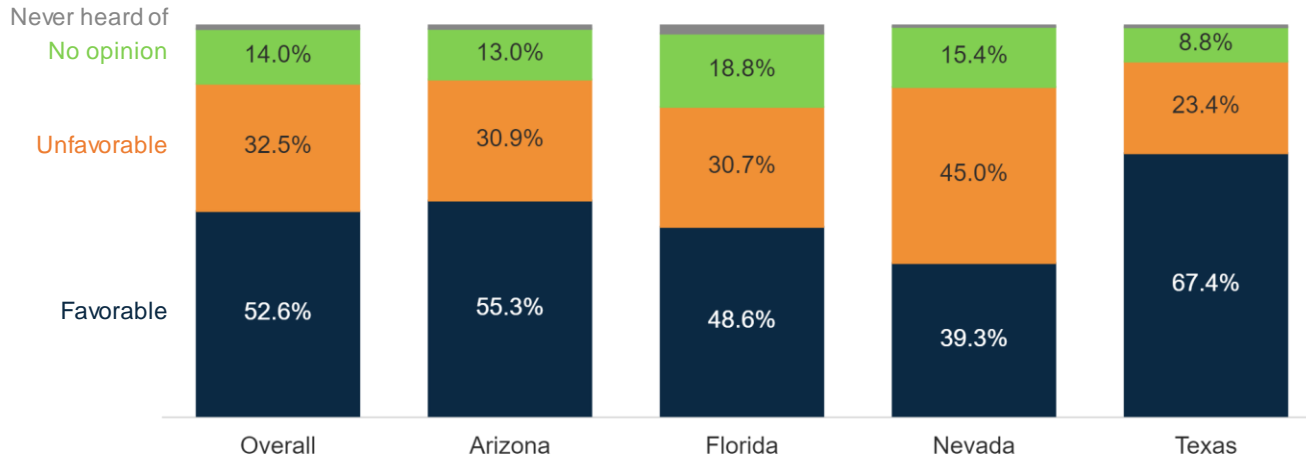
Image (Arizona): Kyrsten Sinema



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	32%	33%	17%	42%	34%	28%	34%	45%	34%	30%	34%	26%	40%	32%	30%	37%	33%	34%	29%	20%	28%	27%	28%	35%	35%	29%	35%	28%	38%	39%
Unfavorable Total	48%	40%	65%	41%	57%	61%	42%	41%	49%	53%	37%	44%	37%	55%	51%	38%	45%	44%	49%	80%	59%	56%	51%	49%	48%	44%	43%	60%	33%	28%
Very favorable	9%	8%	3%	11%	17%	10%	9%	11%	14%	6%	10%	7%	6%	13%	11%	4%	20%	10%	0%	0%	3%	15%	6%	8%	15%	9%	9%	7%	11%	16%
Somewhat favorable	23%	26%	14%	30%	17%	18%	25%	34%	20%	24%	24%	19%	35%	19%	19%	34%	13%	24%	29%	20%	24%	13%	22%	27%	21%	20%	26%	21%	27%	23%
Somewhat unfavorable	20%	17%	29%	18%	21%	20%	20%	16%	18%	23%	18%	26%	16%	22%	21%	21%	17%	18%	13%	17%	31%	32%	17%	23%	25%	15%	26%	23%	15%	23%
Very unfavorable	28%	23%	36%	22%	37%	41%	22%	25%	31%	30%	19%	19%	22%	33%	30%	17%	28%	26%	36%	63%	28%	25%	34%	26%	23%	29%	17%	38%	18%	5%
No opinion	14%	17%	12%	17%	7%	8%	18%	10%	10%	12%	23%	21%	15%	10%	15%	15%	22%	16%	0%	0%	9%	15%	13%	14%	14%	18%	17%	10%	20%	21%
Never heard of	5%	10%	6%	1%	2%	4%	6%	4%	6%	5%	5%	8%	7%	3%	4%	10%	0%	6%	21%	0%	4%	2%	8%	3%	4%	9%	5%	2%	9%	11%

Do you have a favorable or unfavorable opinion of Kyrsten Sinema?

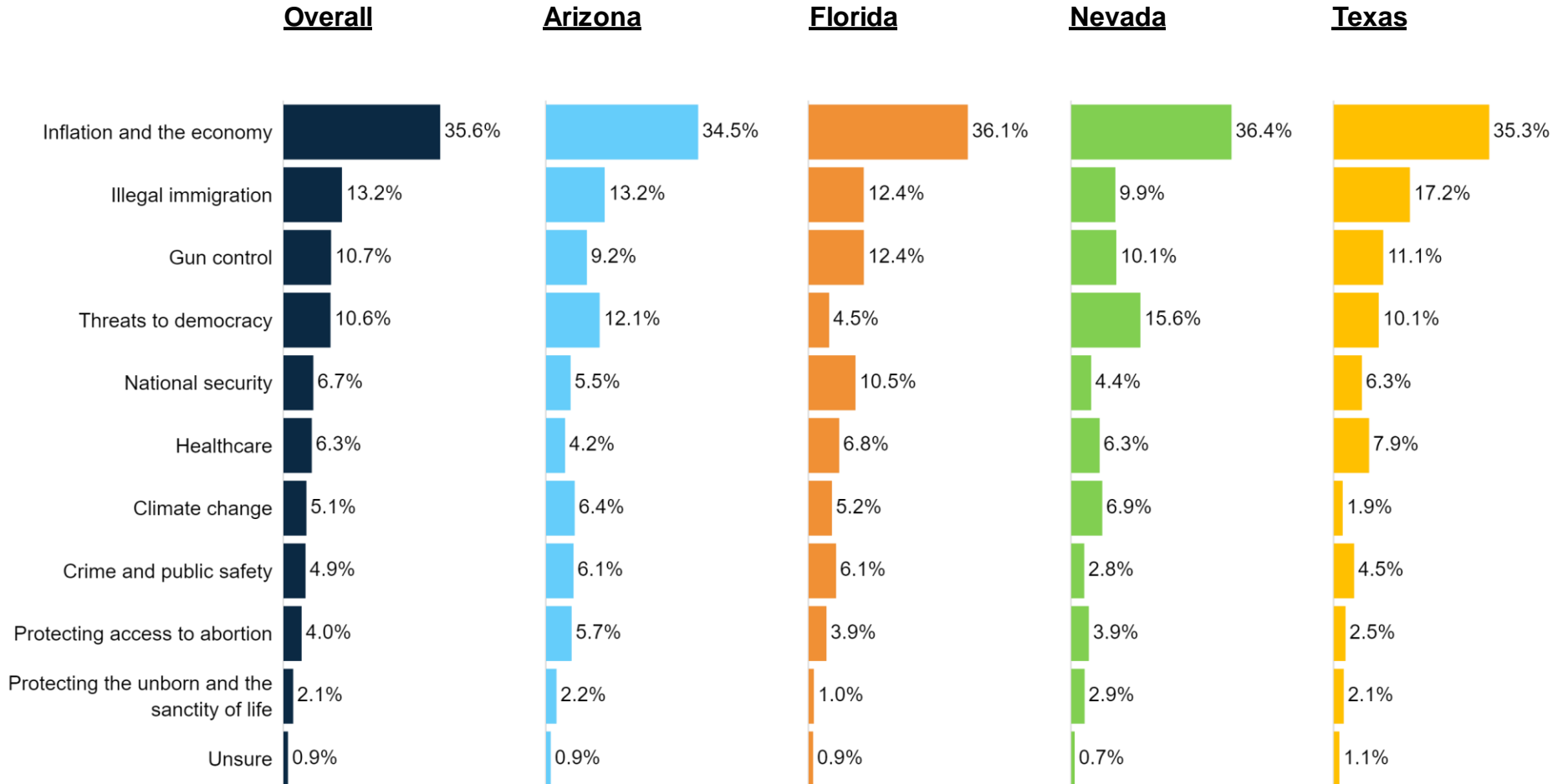
Image: U.S. Border Patrol



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Favorable Total	53%	44%	56%	54%	65%	53%	53%	47%	53%	60%	68%	50%	47%	60%	57%	56%	52%	52%	66%	50%	49%	47%	50%	57%	59%	51%	57%	48%	42%	
Unfavorable Total	32%	40%	28%	33%	22%	34%	32%	34%	38%	32%	26%	22%	36%	35%	27%	29%	31%	31%	25%	32%	27%	36%	33%	31%	28%	32%	33%	32%	33%	
Very favorable	26%	17%	30%	30%	33%	25%	27%	25%	20%	28%	31%	43%	25%	18%	31%	29%	25%	27%	40%	25%	22%	25%	22%	29%	31%	21%	32%	17%	20%	
Somewhat favorable	27%	27%	26%	23%	32%	27%	26%	28%	27%	25%	29%	24%	25%	29%	28%	31%	27%	25%	26%	25%	27%	22%	28%	28%	28%	30%	25%	31%	22%	
Somewhat unfavorable	18%	21%	19%	15%	13%	23%	15%	18%	22%	16%	15%	12%	19%	20%	16%	16%	23%	17%	20%	15%	20%	20%	19%	16%	15%	19%	18%	17%	15%	
Very unfavorable	15%	18%	9%	19%	9%	11%	16%	16%	16%	16%	11%	10%	17%	15%	11%	13%	9%	18%	11%	10%	12%	7%	16%	14%	15%	14%	13%	14%	15%	18%
No opinion	14%	16%	14%	13%	12%	12%	15%	12%	15%	14%	13%	9%	13%	17%	12%	13%	12%	13%	15%	8%	16%	24%	16%	15%	11%	12%	15%	9%	19%	23%
Never heard of	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	2%	0%	1%	1%	1%	1%	2%	1%	1%	2%	

Do you have a favorable or unfavorable opinion of the U.S. Border Patrol?

Top Priority



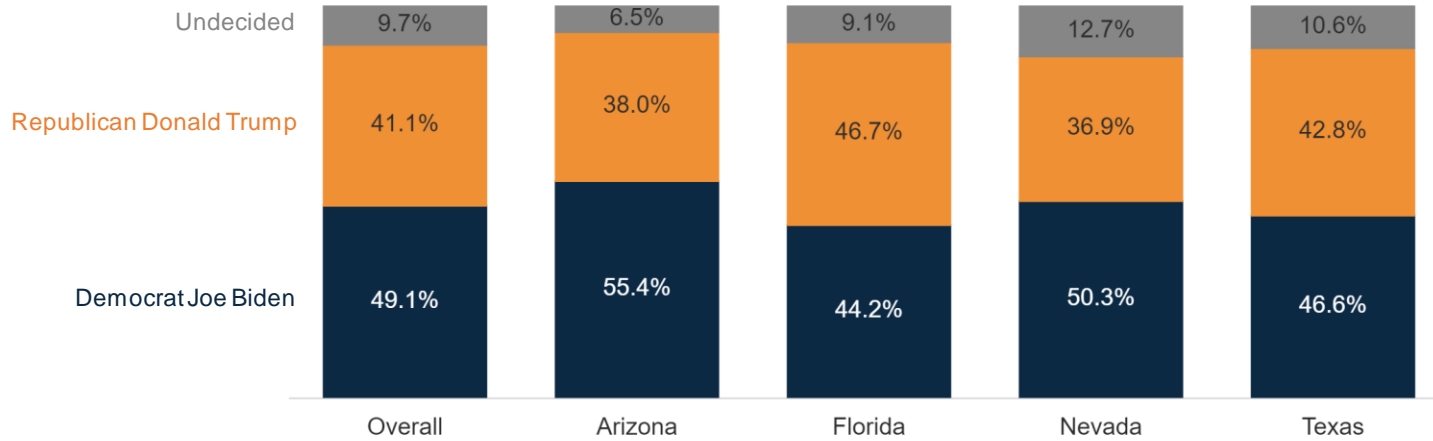
Which one of the following issues do you believe should be the top priority for Congress?

Top Priority Heatmap

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Voter	Pres Yr Vote	Occsnal Vote
Inflation and the economy	36%	38%	30%	42%	26%	35%	36%	41%	36%	38%	29%	39%	38%	33%	34%	38%	28%	37%	37%	29%	38%	25%	43%	30%	33%	36%	40%	32%	40%	43%
Illegal immigration	13%	10%	14%	10%	24%	13%	13%	11%	11%	13%	17%	26%	17%	4%	14%	20%	14%	12%	16%	20%	12%	12%	12%	13%	15%	14%	10%	16%	11%	8%
Gun control	11%	14%	13%	8%	6%	10%	11%	11%	14%	9%	9%	5%	7%	16%	13%	7%	14%	11%	12%	6%	9%	14%	12%	12%	12%	7%	9%	10%	13%	11%
Threats to democracy	11%	4%	16%	7%	22%	15%	9%	6%	11%	11%	11%	4%	7%	17%	10%	6%	13%	10%	8%	18%	9%	11%	8%	9%	11%	17%	5%	15%	4%	5%
National security	7%	4%	9%	8%	7%	5%	7%	5%	7%	7%	5%	11%	7%	4%	7%	10%	8%	6%	13%	2%	6%	10%	4%	9%	5%	9%	8%	7%	5%	7%
Healthcare	6%	7%	6%	9%	2%	5%	7%	8%	6%	6%	8%	4%	5%	8%	6%	8%	9%	6%	6%	5%	9%	3%	6%	6%	8%	6%	9%	6%	8%	6%
Climate change	5%	7%	4%	5%	3%	6%	5%	4%	5%	5%	6%	2%	6%	6%	3%	4%	6%	6%	3%	2%	5%	10%	5%	7%	5%	3%	5%	4%	7%	7%
Crime and public safety	5%	7%	3%	4%	5%	4%	5%	7%	5%	4%	8%	3%	4%	6%	7%	2%	2%	4%	2%	9%	7%	7%	5%	6%	3%	5%	7%	4%	6%	6%
Protecting access to abortion	4%	6%	2%	4%	3%	4%	4%	4%	4%	4%	3%	2%	5%	4%	2%	2%	3%	4%	2%	4%	3%	6%	3%	5%	5%	3%	4%	5%	3%	3%
Protecting the unborn and the sanctity of life	2%	3%	1%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%	2%	1%	2%	2%	1%	2%	2%	3%	1%	2%	2%	3%	2%
Unsure	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	3%	2%	1%	1%	1%	0%	0%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%

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

Biden v Trump



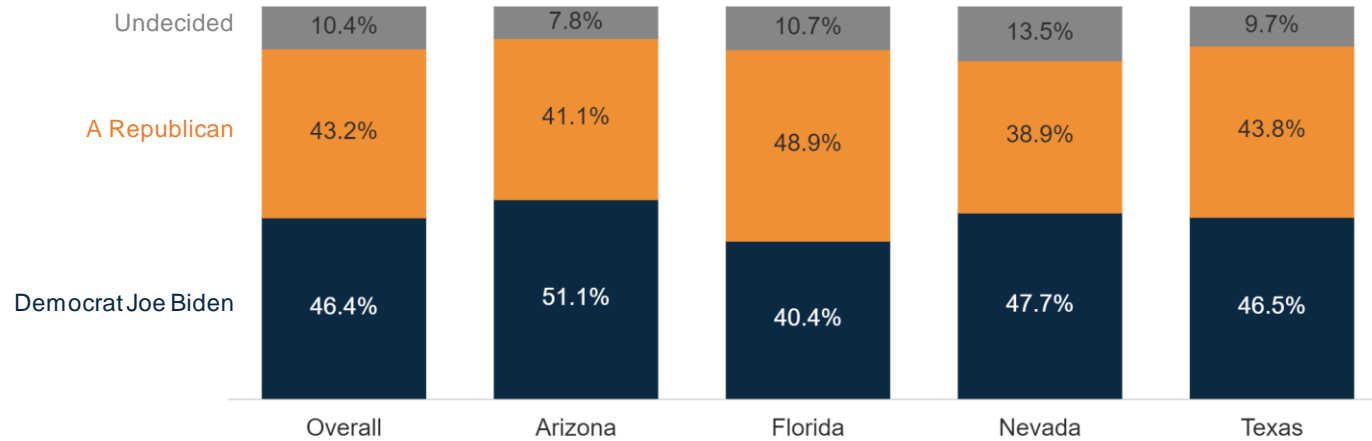
	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Democrat Joe Biden	49%	50%	55%	42%	51%	56%	46%	46%	56%	49%	39%	5%	36%	83%	49%	32%	50%	54%	35%	39%	49%	48%	50%	49%	51%	46%	46%	52%	46%	41%
Republican Donald Trump	41%	38%	36%	50%	41%	37%	43%	44%	35%	43%	48%	93%	46%	9%	42%	60%	36%	35%	58%	51%	45%	41%	40%	41%	37%	48%	44%	40%	43%	42%
Definitely Democrat Joe Biden	33%	27%	45%	28%	41%	41%	30%	28%	40%	33%	22%	2%	20%	59%	34%	18%	30%	35%	26%	29%	37%	25%	33%	34%	32%	34%	13%	42%	23%	18%
Probably Democrat Joe Biden	16%	23%	11%	15%	10%	14%	17%	19%	15%	16%	17%	3%	16%	24%	15%	14%	19%	18%	9%	11%	12%	23%	17%	15%	19%	12%	32%	11%	23%	23%
Probably Republican Donald Trump	14%	17%	9%	17%	9%	11%	16%	15%	10%	17%	14%	22%	21%	5%	14%	20%	13%	12%	13%	13%	21%	14%	15%	16%	12%	14%	30%	10%	20%	16%
Definitely Republican Donald Trump	27%	21%	27%	32%	32%	26%	27%	29%	25%	26%	33%	71%	25%	3%	28%	41%	23%	23%	45%	38%	23%	27%	25%	25%	25%	34%	14%	30%	23%	25%
Undecided	10%	13%	8%	8%	8%	7%	10%	10%	10%	8%	13%	2%	18%	8%	9%	7%	14%	11%	7%	10%	6%	11%	11%	10%	12%	5%	11%	8%	11%	18%

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?

Percent Change: Generic to Biden v Trump Ballot

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Democratic candidate	-2%	-1%	-1%	-3%	-1%	3%	-4%	-2%	0%	0%	-8%	2%	-1%	-4%	-2%	-2%	-8%	-1%	0%	-8%	-1%	-2%	0%	-4%	0%	-1%	-10%	0%	-3%	-6%
Republican candidate	2%	2%	1%	5%	-3%	-2%	3%	1%	2%	0%	6%	-2%	5%	2%	1%	3%	1%	1%	-1%	5%	4%	3%	2%	4%	-2%	2%	-1%	0%	2%	9%
Definitely the Democratic candidate	-1%	-3%	2%	1%	-2%	2%	-2%	-1%	-1%	0%	-3%	1%	2%	-4%	-1%	0%	3%	-1%	3%	-5%	0%	-2%	0%	0%	-2%	-2%	13%	0%	-1%	-5%
Probably the Democratic candidate	-1%	2%	-2%	-4%	0%	1%	-1%	-2%	1%	0%	-4%	1%	-3%	0%	0%	-2%	-10%	0%	-3%	-3%	-1%	0%	0%	-4%	2%	0%	-23%	0%	-2%	-2%
Probably the Republican candidate	1%	2%	2%	2%	-6%	-2%	2%	1%	1%	0%	1%	2%	2%	0%	-1%	4%	3%	0%	0%	2%	5%	-1%	3%	2%	-3%	0%	-15%	1%	1%	0%
Definitely the Republican candidate	1%	0%	-2%	3%	3%	0%	1%	0%	1%	-1%	5%	-5%	3%	2%	2%	0%	-2%	1%	-2%	3%	0%	4%	-1%	2%	1%	2%	14%	-1%	1%	10%
Unsure	0%	0%	0%	-2%	4%	-1%	0%	1%	-2%	0%	2%	0%	-4%	3%	1%	-1%	7%	0%	2%	3%	-3%	0%	-2%	0%	3%	-1%	11%	0%	0%	-3%

Biden v Generic R



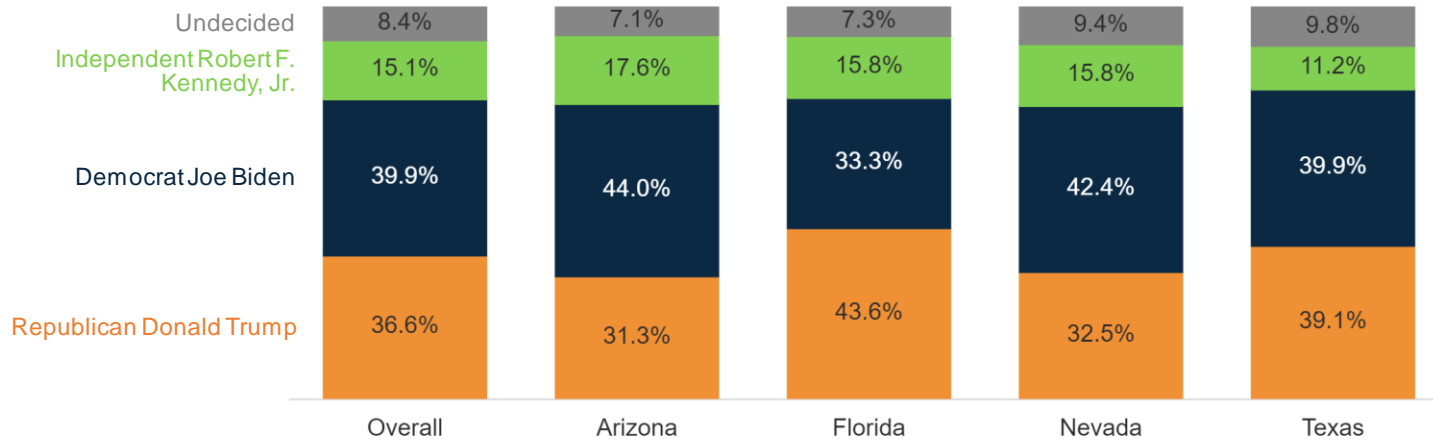
	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Democrat Joe Biden	46%	45%	54%	40%	50%	51%	45%	43%	53%	46%	38%	5%	32%	80%	47%	32%	45%	50%	33%	41%	47%	47%	43%	48%	49%	46%	42%	51%	41%	39%
A Republican	43%	41%	37%	51%	44%	41%	44%	47%	35%	46%	49%	94%	50%	10%	45%	61%	39%	39%	60%	51%	44%	42%	44%	41%	40%	48%	49%	41%	47%	41%
Definitely Democrat Joe Biden	29%	22%	41%	23%	39%	32%	28%	24%	35%	29%	21%	2%	16%	54%	31%	15%	25%	30%	21%	29%	33%	24%	27%	30%	29%	32%	8%	37%	19%	17%
Probably Democrat Joe Biden	17%	23%	13%	17%	11%	19%	17%	19%	17%	17%	18%	3%	16%	26%	16%	16%	20%	19%	12%	12%	14%	22%	16%	18%	20%	14%	34%	13%	22%	22%
Probably a Republican	14%	18%	9%	16%	11%	12%	15%	18%	10%	16%	16%	17%	25%	6%	14%	18%	15%	14%	11%	12%	19%	16%	16%	15%	13%	13%	36%	9%	23%	20%
Definitely a Republican	29%	23%	28%	35%	33%	28%	29%	29%	25%	30%	33%	77%	26%	4%	31%	44%	24%	25%	49%	39%	25%	26%	28%	26%	26%	36%	13%	33%	24%	21%
Undecided	10%	14%	9%	9%	6%	9%	11%	11%	12%	8%	13%	2%	18%	10%	8%	7%	15%	12%	7%	8%	9%	12%	13%	11%	11%	6%	9%	8%	12%	20%

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?

Percent Change: Biden v Trump to Biden v Generic R Ballot

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Democrat Joe Biden	-3%	-5%	-1%	-2%	-1%	-5%	-2%	-4%	-3%	-3%	-1%	0%	-4%	-3%	-2%	-1%	-5%	-4%	-3%	2%	-2%	-1%	-6%	-1%	-2%	0%	-3%	-2%	-5%	-1%
A Republican	2%	3%	1%	1%	3%	4%	1%	3%	1%	3%	1%	1%	4%	1%	3%	1%	4%	4%	2%	0%	-1%	1%	4%	1%	3%	0%	5%	1%	4%	-1%
Definitely Democrat Joe Biden	-4%	-5%	-4%	-4%	-2%	-9%	-2%	-4%	-5%	-5%	-2%	-1%	-4%	-6%	-3%	-3%	-5%	-5%	-5%	1%	-4%	-1%	-6%	-4%	-3%	-3%	-5%	-4%	-4%	-1%
Probably Democrat Joe Biden	1%	0%	3%	2%	1%	5%	0%	0%	2%	1%	0%	0%	0%	3%	1%	2%	1%	1%	3%	1%	2%	-1%	-1%	3%	1%	2%	2%	3%	-1%	-1%
Probably a Republican	0%	1%	-1%	-1%	2%	1%	0%	2%	0%	0%	1%	-6%	3%	0%	1%	-2%	2%	2%	-2%	0%	-2%	1%	1%	0%	1%	-1%	6%	-2%	3%	3%
Definitely a Republican	2%	2%	2%	2%	1%	2%	1%	1%	0%	4%	-1%	7%	0%	1%	2%	3%	2%	2%	4%	1%	1%	-1%	3%	1%	1%	1%	-1%	3%	1%	-4%
Undecided	1%	1%	1%	1%	-1%	1%	0%	1%	2%	0%	0%	-1%	1%	2%	-1%	0%	1%	1%	0%	-2%	3%	1%	2%	1%	-1%	0%	-2%	0%	1%	2%

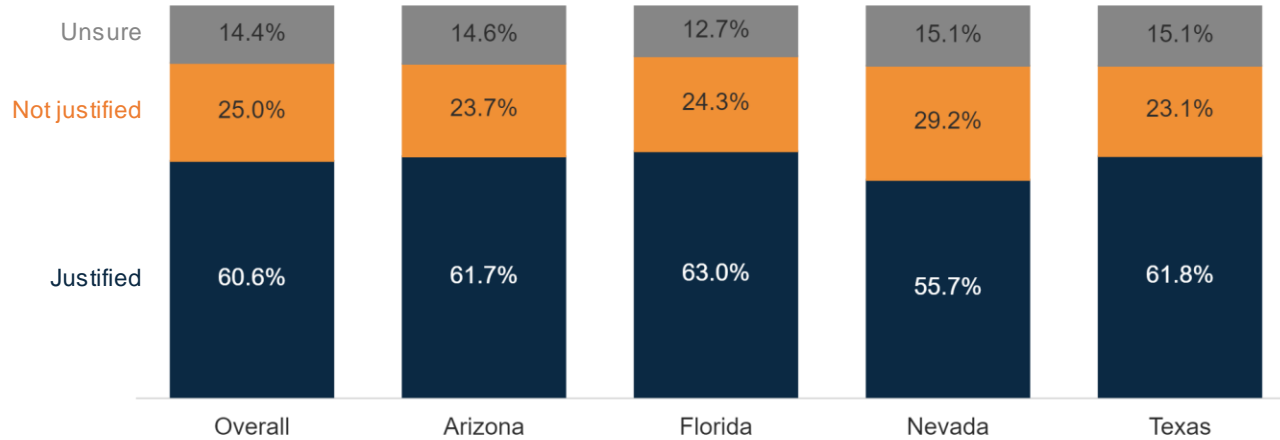
Trump v Biden v Kennedy



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Republican Donald Trump	37%	32%	33%	44%	39%	34%	38%	39%	32%	37%	42%	89%	35%	8%	39%	52%	25%	31%	55%	44%	40%	33%	38%	33%	33%	44%	35%	37%	37%	36%
Democrat Joe Biden	40%	37%	46%	35%	46%	46%	37%	39%	46%	39%	33%	4%	27%	69%	41%	24%	40%	44%	27%	36%	39%	37%	37%	42%	42%	38%	33%	45%	35%	27%
Independent Robert F. Kennedy, Jr.	15%	18%	12%	14%	13%	14%	16%	15%	12%	17%	16%	4%	28%	14%	13%	18%	24%	16%	16%	11%	14%	16%	15%	16%	12%	23%	11%	21%	18%	
Definitely Republican Donald Trump	28%	22%	26%	31%	35%	26%	28%	29%	24%	28%	32%	73%	22%	5%	30%	43%	19%	24%	44%	39%	25%	25%	27%	25%	24%	35%	19%	30%	24%	28%
Probably Republican Donald Trump	9%	10%	7%	13%	4%	7%	10%	10%	8%	9%	10%	16%	13%	3%	9%	9%	6%	8%	11%	5%	15%	8%	10%	8%	9%	8%	16%	7%	13%	9%
Definitely Democrat Joe Biden	29%	23%	38%	26%	38%	34%	27%	26%	33%	29%	24%	3%	17%	52%	31%	16%	27%	30%	21%	31%	33%	22%	28%	29%	31%	30%	12%	38%	18%	14%
Probably Democrat Joe Biden	11%	14%	8%	10%	8%	12%	10%	13%	13%	9%	9%	1%	10%	17%	10%	8%	13%	13%	6%	5%	6%	16%	9%	13%	12%	8%	21%	7%	17%	13%
Definitely Independent Robert F. Kennedy, Jr.	7%	9%	6%	6%	5%	5%	8%	8%	8%	6%	8%	3%	13%	5%	5%	9%	13%	8%	4%	5%	8%	3%	6%	7%	9%	6%	10%	5%	10%	9%
Probably Independent Robert F. Kennedy, Jr.	8%	10%	6%	8%	8%	9%	8%	6%	4%	11%	8%	2%	15%	9%	8%	9%	11%	8%	12%	6%	6%	13%	9%	10%	7%	6%	13%	7%	11%	9%
Undecided	8%	12%	9%	6%	2%	7%	9%	8%	10%	7%	9%	2%	11%	9%	7%	6%	11%	9%	3%	8%	7%	13%	10%	9%	8%	6%	9%	7%	7%	19%

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?

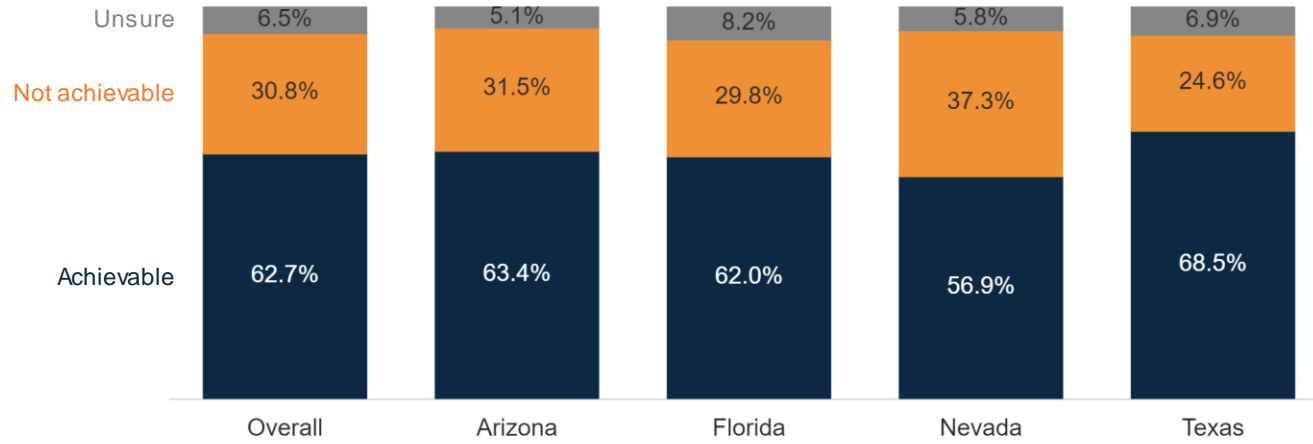
Israel Incursion into Gaza Justification



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Justified Total	61%	43%	75%	62%	77%	67%	58%	57%	59%	61%	61%	70%	61%	56%	61%	72%	71%	57%	74%	64%	61%	61%	58%	57%	64%	66%	56%	68%	53%	44%
Not justified Total	25%	34%	10%	31%	15%	21%	27%	26%	24%	26%	23%	18%	26%	28%	23%	18%	24%	27%	19%	21%	24%	28%	30%	27%	22%	19%	31%	20%	33%	29%
Very justified	37%	20%	51%	35%	57%	42%	34%	30%	36%	37%	36%	52%	38%	28%	38%	48%	30%	34%	49%	39%	34%	42%	36%	32%	38%	42%	24%	44%	29%	22%
Somewhat justified	24%	23%	24%	27%	20%	25%	24%	27%	23%	24%	25%	18%	23%	28%	23%	24%	41%	23%	25%	25%	26%	20%	21%	25%	27%	24%	32%	24%	24%	22%
Somewhat not justified	10%	13%	4%	12%	7%	8%	10%	11%	10%	10%	9%	5%	13%	10%	10%	4%	15%	10%	10%	6%	7%	14%	12%	11%	8%	7%	15%	6%	16%	11%
Very not justified	15%	21%	7%	19%	8%	13%	16%	16%	14%	16%	14%	12%	14%	18%	13%	13%	9%	16%	9%	15%	16%	13%	18%	16%	14%	12%	16%	14%	17%	17%
Unsure	14%	23%	15%	7%	8%	12%	15%	17%	17%	12%	16%	12%	13%	16%	16%	10%	5%	16%	7%	15%	16%	11%	12%	16%	13%	16%	13%	12%	14%	27%

Do you believe Israel is justified or not to launch a military incursion into Gaza to destroy Hamas after Hamas launched a terrorist attack on Israel on October 7 that killed more than more than 1,400 Israelis and 31 Americans?

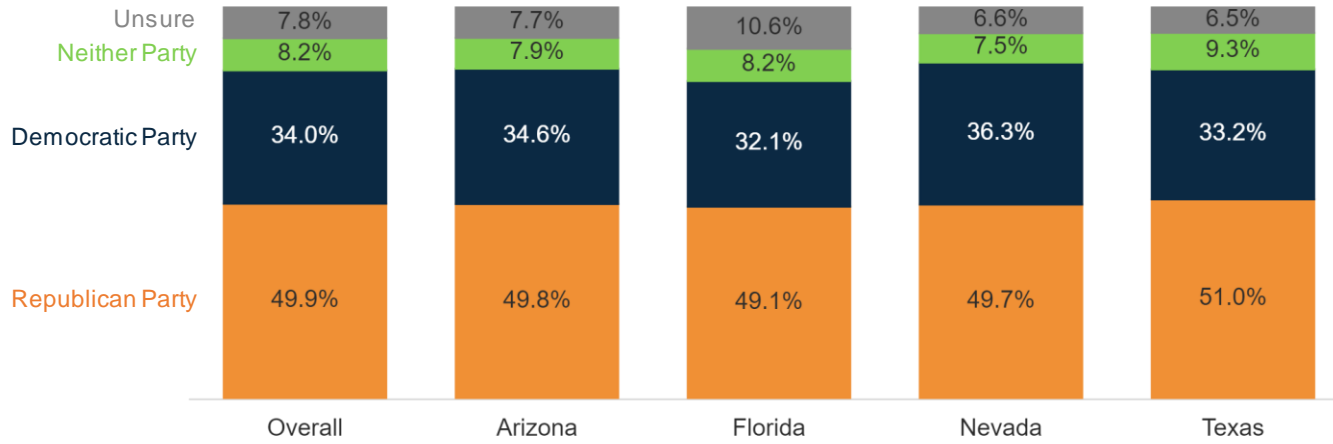
American Dream



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Achievable	63%	58%	67%	64%	66%	71%	60%	64%	61%	64%	61%	68%	59%	62%	67%	65%	71%	62%	62%	68%	62%	63%	64%	60%	64%	64%	61%	67%	56%	58%
Not achievable	31%	37%	22%	32%	28%	25%	33%	32%	32%	30%	31%	25%	35%	31%	26%	30%	27%	32%	28%	26%	31%	32%	30%	32%	30%	32%	35%	29%	35%	29%
Definitely achievable	29%	20%	36%	29%	41%	38%	26%	28%	29%	30%	29%	39%	26%	26%	33%	34%	29%	27%	30%	42%	28%	35%	30%	27%	30%	31%	24%	35%	20%	24%
Probably achievable	33%	38%	31%	35%	25%	33%	34%	36%	33%	34%	32%	29%	33%	36%	34%	30%	43%	35%	32%	26%	34%	28%	34%	33%	34%	33%	36%	32%	36%	34%
Probably not achievable	18%	20%	14%	19%	15%	13%	19%	18%	18%	18%	17%	13%	18%	20%	17%	14%	20%	20%	12%	14%	17%	15%	15%	18%	19%	19%	25%	15%	21%	19%
Definitely not achievable	13%	17%	8%	13%	13%	12%	14%	14%	14%	12%	14%	11%	17%	11%	9%	16%	7%	12%	16%	13%	14%	17%	14%	14%	11%	13%	10%	13%	14%	9%
Unsure	7%	6%	12%	4%	6%	4%	7%	4%	7%	6%	7%	7%	6%	6%	7%	5%	1%	6%	10%	6%	7%	5%	7%	9%	6%	4%	4%	4%	8%	13%

Do you believe the concept of the "American Dream" is achievable for you personally?

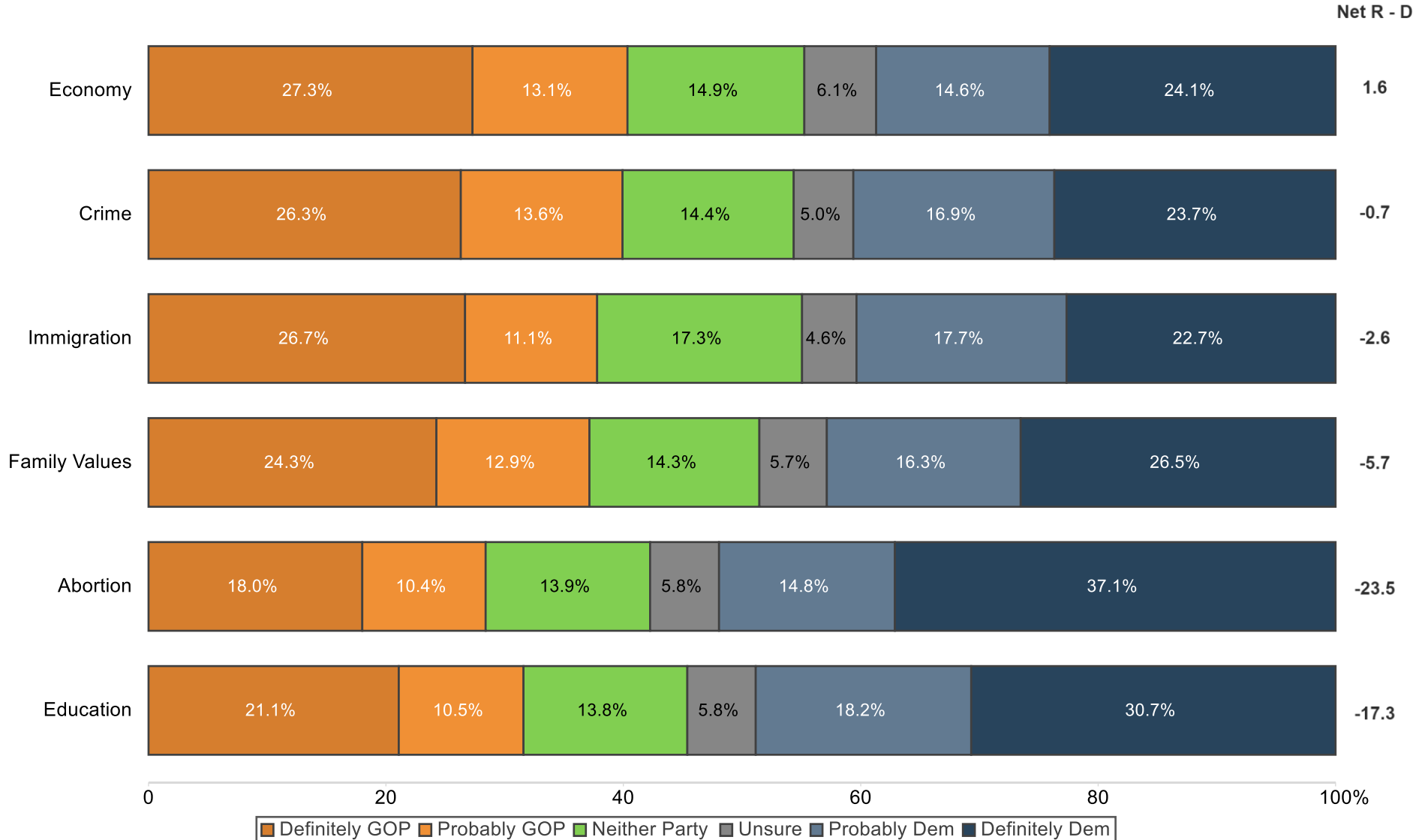
Party - Extreme



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Republican Party	50%	50%	52%	49%	49%	58%	47%	51%	53%	50%	44%	27%	45%	66%	48%	38%	57%	50%	47%	54%	47%	55%	50%	50%	52%	46%	50%	54%	45%	45%
Democratic Party	34%	31%	32%	35%	41%	32%	35%	34%	32%	36%	33%	57%	33%	22%	37%	41%	32%	35%	37%	28%	35%	28%	31%	34%	34%	39%	34%	35%	35%	24%
Definitely the Republican Party	37%	36%	42%	34%	42%	48%	33%	35%	39%	39%	30%	17%	34%	52%	35%	24%	34%	39%	32%	40%	34%	41%	36%	38%	40%	35%	28%	45%	27%	30%
Probably the Republican Party	13%	14%	10%	16%	8%	10%	14%	17%	13%	11%	14%	10%	11%	15%	13%	13%	23%	11%	15%	14%	13%	14%	14%	12%	13%	11%	22%	9%	18%	15%
Probably the Democratic Party	10%	13%	7%	12%	5%	6%	12%	12%	10%	10%	12%	10%	11%	10%	11%	12%	6%	11%	8%	7%	10%	9%	7%	13%	12%	9%	17%	8%	15%	11%
Definitely the Democratic Party	24%	18%	24%	23%	36%	25%	23%	22%	23%	26%	20%	47%	22%	11%	26%	29%	26%	24%	29%	21%	25%	18%	24%	21%	22%	30%	17%	28%	20%	13%
Neither Party	8%	10%	7%	8%	6%	6%	9%	7%	7%	8%	12%	7%	11%	7%	8%	11%	3%	8%	8%	8%	9%	10%	11%	8%	6%	8%	9%	6%	9%	15%
Unsure	8%	10%	9%	7%	3%	5%	9%	8%	8%	6%	11%	9%	10%	5%	7%	10%	9%	7%	8%	10%	10%	7%	8%	8%	7%	8%	5%	11%	16%	

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

Party Trust (Overall)



Party Trust Heatmaps (Overall)

Republican Party

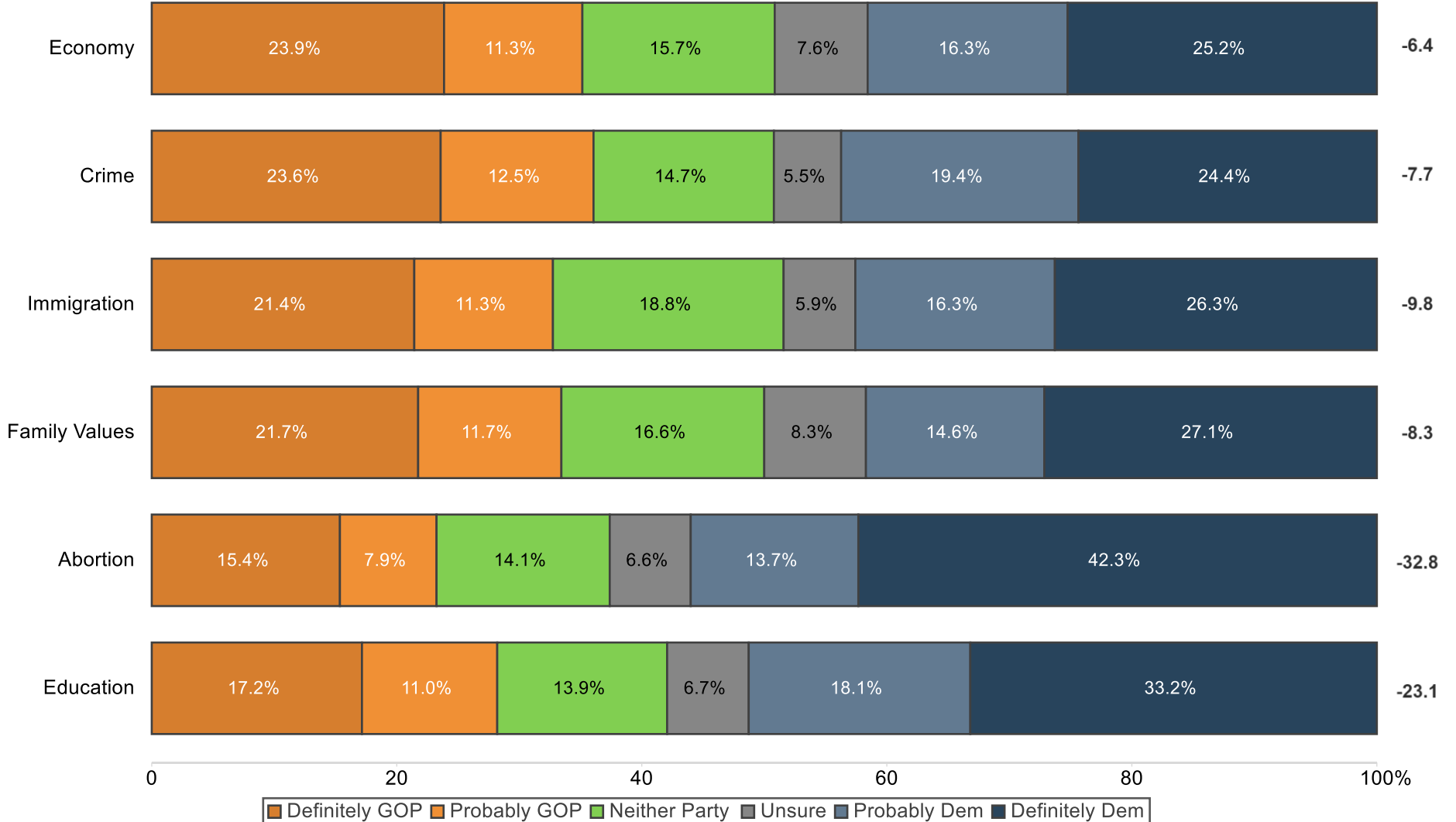
	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	40%	36%	39%	44%	44%	40%	41%	43%	35%	43%	42%	87%	46%	11%	44%	52%	32%	35%	64%	49%	39%	44%	42%	38%	38%	44%	44%	40%	44%	33%
Crime	40%	34%	37%	47%	46%	42%	39%	43%	32%	45%	41%	86%	45%	11%	42%	54%	38%	35%	60%	47%	40%	40%	43%	35%	39%	43%	42%	42%	41%	27%
Immigration	38%	31%	37%	42%	45%	37%	38%	38%	31%	41%	41%	83%	40%	11%	41%	53%	33%	32%	59%	50%	37%	40%	38%	33%	37%	45%	39%	38%	39%	34%
Family Values	37%	32%	34%	43%	42%	39%	36%	41%	31%	41%	39%	84%	41%	8%	38%	54%	41%	34%	57%	44%	33%	37%	39%	33%	37%	40%	36%	39%	35%	32%
Abortion	28%	24%	28%	32%	32%	28%	29%	34%	23%	32%	30%	67%	27%	8%	32%	45%	34%	25%	34%	40%	27%	32%	26%	26%	32%	32%	26%	29%	28%	24%
Education	32%	27%	30%	36%	36%	30%	32%	35%	28%	33%	33%	76%	33%	6%	33%	45%	34%	28%	51%	38%	30%	29%	34%	27%	30%	35%	26%	33%	33%	21%

Democratic Party

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	39%	36%	42%	36%	44%	41%	38%	37%	43%	37%	38%	7%	21%	68%	42%	24%	43%	42%	26%	37%	40%	29%	38%	39%	38%	40%	31%	43%	36%	27%
Crime	41%	43%	47%	34%	40%	41%	41%	38%	48%	37%	38%	6%	27%	69%	43%	24%	42%	44%	30%	35%	42%	33%	38%	44%	39%	41%	32%	43%	40%	32%
Immigration	40%	45%	40%	37%	37%	41%	40%	41%	45%	38%	39%	9%	27%	67%	41%	27%	46%	44%	31%	32%	42%	34%	41%	42%	38%	39%	37%	41%	43%	32%
Family Values	43%	45%	47%	36%	45%	39%	45%	42%	44%	43%	41%	6%	28%	73%	47%	26%	51%	46%	27%	41%	46%	37%	42%	44%	42%	44%	40%	43%	45%	33%
Abortion	52%	54%	53%	48%	51%	57%	50%	50%	58%	49%	49%	12%	44%	79%	52%	29%	47%	56%	46%	43%	52%	42%	55%	50%	53%	50%	50%	54%	54%	36%
Education	49%	49%	54%	44%	49%	52%	48%	47%	55%	46%	46%	9%	36%	80%	50%	34%	56%	52%	35%	46%	49%	48%	47%	52%	52%	44%	50%	51%	46%	43%

Party Trust (Arizona)

Net R - D



Party Trust Heatmaps (Arizona)

Republican Party

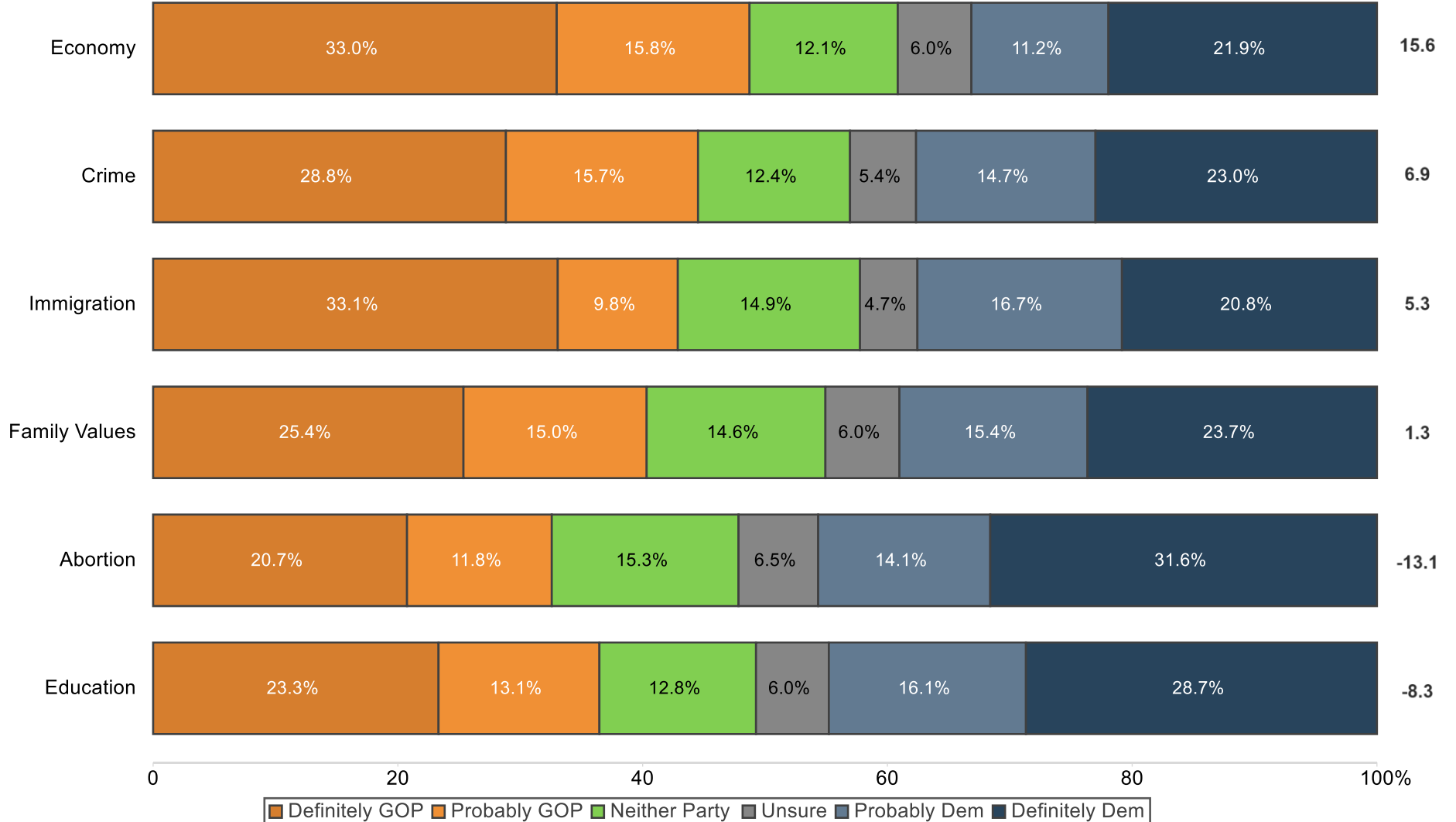
	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	35%	38%	26%	34%	43%	36%	35%	43%	30%	36%	40%	86%	44%	11%	34%	59%	30%	33%	64%	52%	35%	41%	38%	27%	39%	40%	39%	37%	35%	27%
Crime	36%	31%	27%	43%	46%	39%	35%	38%	26%	41%	39%	82%	46%	11%	30%	56%	47%	34%	64%	44%	37%	52%	38%	29%	38%	43%	39%	41%	30%	26%
Immigration	33%	31%	30%	31%	43%	32%	33%	35%	24%	35%	40%	77%	46%	9%	27%	66%	30%	31%	43%	24%	38%	46%	32%	23%	36%	45%	34%	36%	31%	20%
Family Values	33%	29%	26%	39%	43%	38%	31%	36%	27%	35%	38%	78%	49%	6%	27%	62%	50%	33%	43%	31%	32%	40%	35%	28%	39%	34%	33%	37%	31%	20%
Abortion	23%	21%	22%	19%	37%	20%	25%	24%	19%	25%	25%	63%	23%	8%	23%	51%	30%	24%	0%	44%	14%	28%	19%	18%	33%	25%	19%	25%	21%	21%
Education	28%	23%	22%	33%	39%	22%	31%	31%	24%	31%	28%	73%	34%	6%	23%	61%	17%	29%	43%	34%	16%	28%	25%	22%	34%	35%	27%	30%	28%	15%

Democratic Party

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	42%	39%	50%	37%	44%	45%	40%	38%	43%	45%	34%	3%	23%	70%	50%	13%	50%	43%	36%	40%	36%	37%	45%	44%	34%	43%	31%	47%	38%	24%
Crime	44%	46%	54%	35%	40%	43%	44%	43%	54%	39%	39%	2%	29%	70%	53%	12%	41%	46%	36%	49%	34%	27%	41%	50%	42%	39%	30%	45%	45%	34%
Immigration	43%	41%	43%	48%	36%	42%	43%	42%	52%	39%	37%	8%	27%	66%	49%	16%	56%	44%	57%	49%	33%	31%	53%	45%	35%	37%	36%	43%	43%	41%
Family Values	42%	47%	43%	36%	37%	37%	44%	47%	43%	42%	39%	2%	23%	70%	52%	15%	50%	42%	36%	59%	41%	27%	51%	39%	35%	43%	34%	40%	47%	31%
Abortion	56%	56%	59%	58%	50%	63%	53%	58%	64%	53%	51%	7%	46%	81%	61%	19%	62%	56%	87%	49%	60%	47%	62%	59%	53%	50%	57%	57%	60%	35%
Education	51%	52%	58%	48%	48%	59%	48%	48%	61%	48%	45%	4%	40%	79%	57%	11%	83%	51%	57%	66%	55%	39%	61%	53%	49%	41%	49%	54%	49%	42%

Party Trust (Florida)

Net R - D



Party Trust Heatmaps (Florida)

Republican Party

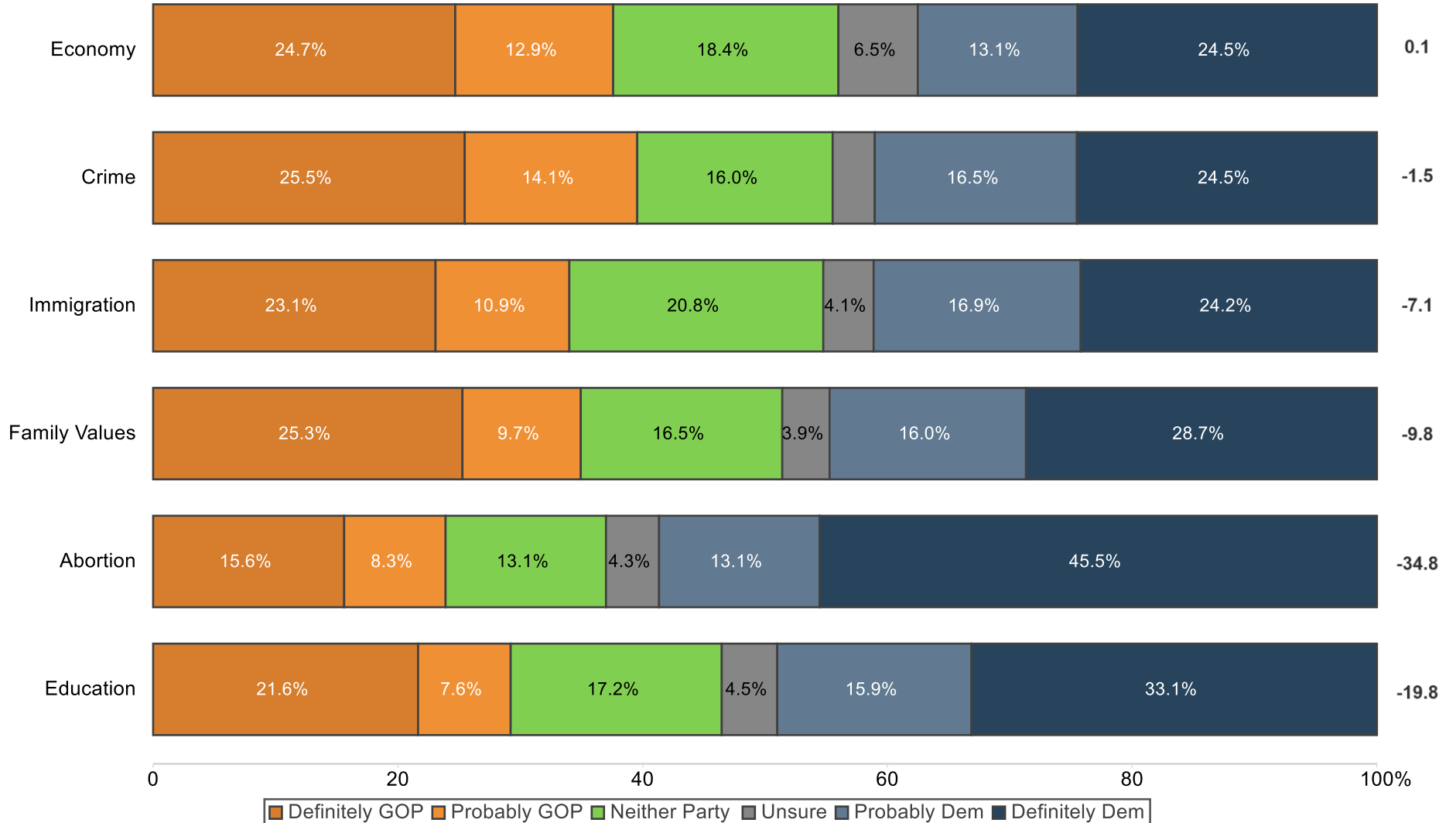
	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	49%	45%	49%	53%	48%	49%	49%	54%	50%	49%	44%	86%	48%	15%	61%	45%	30%	51%	65%	36%	38%	45%	52%	51%	37%	46%	46%	48%	54%	36%
Crime	45%	39%	44%	50%	47%	45%	44%	56%	39%	47%	53%	87%	37%	11%	54%	44%	30%	47%	58%	36%	38%	36%	54%	40%	30%	44%	40%	44%	49%	32%
Immigration	43%	34%	44%	47%	50%	38%	45%	45%	40%	46%	40%	80%	34%	16%	55%	44%	34%	37%	59%	36%	36%	33%	51%	39%	28%	42%	37%	40%	48%	39%
Family Values	40%	32%	43%	44%	45%	41%	40%	46%	42%	39%	40%	77%	36%	9%	48%	42%	36%	40%	57%	36%	30%	36%	51%	35%	24%	39%	32%	46%	34%	38%
Abortion	33%	30%	32%	38%	29%	33%	33%	42%	32%	35%	23%	61%	29%	9%	41%	36%	30%	40%	36%	36%	29%	33%	38%	29%	19%	40%	26%	37%	31%	24%
Education	36%	30%	38%	43%	35%	33%	38%	45%	39%	35%	32%	77%	28%	9%	45%	37%	33%	35%	51%	36%	32%	24%	47%	31%	21%	36%	25%	42%	34%	21%

Democratic Party

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	33%	30%	35%	32%	38%	32%	34%	29%	39%	30%	31%	9%	17%	72%	27%	37%	45%	29%	25%	46%	43%	25%	29%	30%	47%	38%	29%	38%	32%	22%
Crime	38%	37%	42%	36%	35%	34%	39%	27%	44%	35%	30%	6%	32%	74%	30%	36%	51%	29%	31%	46%	46%	31%	29%	43%	48%	40%	32%	41%	39%	21%
Immigration	38%	42%	38%	37%	30%	38%	37%	36%	43%	34%	40%	14%	30%	70%	29%	35%	55%	39%	29%	46%	46%	32%	28%	41%	50%	43%	41%	39%	39%	28%
Family Values	39%	42%	41%	34%	38%	35%	41%	33%	35%	41%	40%	12%	29%	77%	39%	37%	47%	29%	28%	46%	49%	38%	29%	46%	50%	40%	46%	36%	46%	32%
Abortion	46%	46%	53%	41%	40%	50%	44%	37%	47%	45%	46%	19%	37%	81%	39%	36%	48%	39%	44%	46%	51%	39%	44%	40%	66%	42%	49%	46%	52%	29%
Education	45%	47%	51%	36%	45%	47%	44%	35%	47%	42%	52%	14%	36%	83%	38%	44%	67%	39%	35%	46%	48%	56%	36%	49%	63%	41%	47%	42%	48%	45%

Party Trust (Nevada)

Net R - D



Party Trust Heatmaps (Nevada)

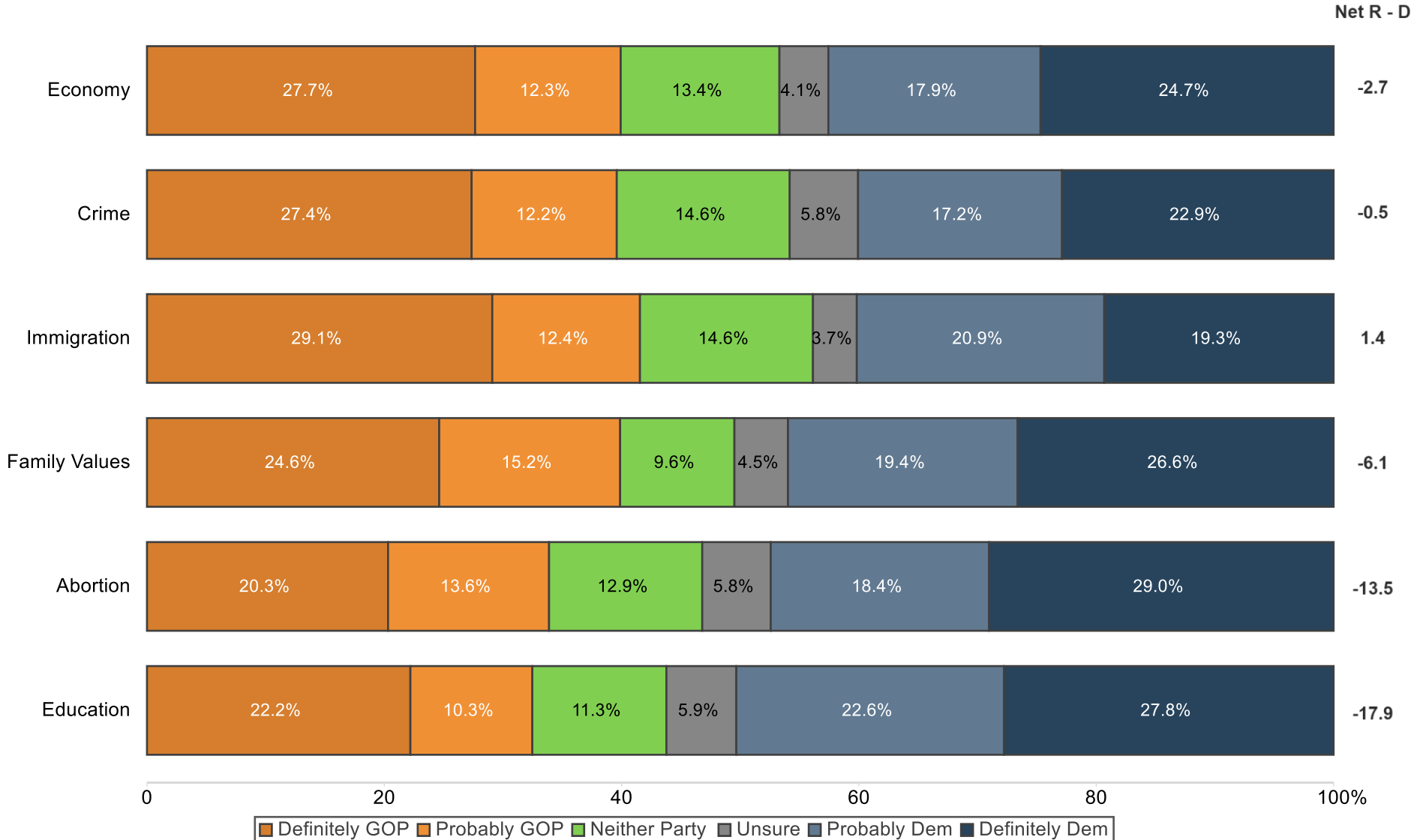
Republican Party

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	38%	31%	38%	41%	46%	34%	39%	39%	31%	40%	49%	89%	41%	13%	43%	49%	29%	35%	57%	23%	44%	43%	40%	37%	36%	36%	47%	35%	46%	25%
Crime	40%	31%	43%	46%	45%	42%	39%	40%	32%	44%	49%	91%	47%	13%	48%	51%	31%	36%	68%	23%	48%	40%	38%	39%	43%	39%	47%	40%	46%	17%
Immigration	34%	27%	31%	39%	45%	36%	33%	33%	32%	33%	46%	90%	37%	7%	41%	46%	27%	30%	60%	26%	38%	45%	30%	32%	36%	39%	35%	34%	36%	32%
Family Values	35%	27%	29%	42%	46%	34%	36%	40%	28%	38%	47%	90%	37%	10%	40%	54%	36%	32%	61%	26%	40%	35%	31%	35%	33%	42%	39%	34%	41%	20%
Abortion	24%	22%	22%	27%	25%	20%	25%	30%	19%	26%	31%	70%	19%	6%	35%	43%	20%	22%	36%	0%	28%	34%	19%	23%	28%	28%	26%	22%	31%	17%
Education	29%	23%	26%	37%	34%	28%	30%	31%	25%	30%	43%	85%	32%	3%	34%	48%	29%	25%	55%	23%	35%	38%	28%	29%	26%	34%	25%	29%	32%	21%

Democratic Party

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	38%	31%	50%	35%	45%	43%	36%	35%	42%	36%	29%	7%	29%	57%	36%	23%	44%	38%	27%	74%	34%	33%	36%	36%	39%	40%	27%	41%	31%	29%
Crime	41%	44%	48%	33%	41%	41%	42%	40%	43%	42%	27%	6%	27%	66%	40%	32%	48%	41%	24%	65%	38%	45%	43%	41%	32%	46%	32%	44%	34%	44%
Immigration	41%	48%	48%	31%	38%	39%	43%	42%	39%	45%	33%	2%	28%	66%	38%	34%	39%	41%	32%	48%	40%	45%	45%	43%	33%	42%	35%	41%	42%	37%
Family Values	45%	47%	63%	34%	41%	44%	46%	40%	46%	49%	23%	7%	32%	69%	43%	29%	52%	46%	20%	56%	43%	47%	47%	44%	43%	44%	36%	48%	38%	41%
Abortion	59%	63%	59%	50%	64%	64%	56%	58%	64%	56%	49%	11%	58%	81%	53%	37%	45%	63%	43%	60%	53%	46%	65%	54%	59%	55%	55%	62%	56%	38%
Education	49%	53%	54%	41%	49%	53%	48%	51%	52%	51%	27%	4%	38%	76%	45%	38%	46%	51%	27%	48%	51%	41%	50%	54%	50%	41%	48%	53%	41%	43%

Party Trust (Texas)



Party Trust Heatmaps (Texas)

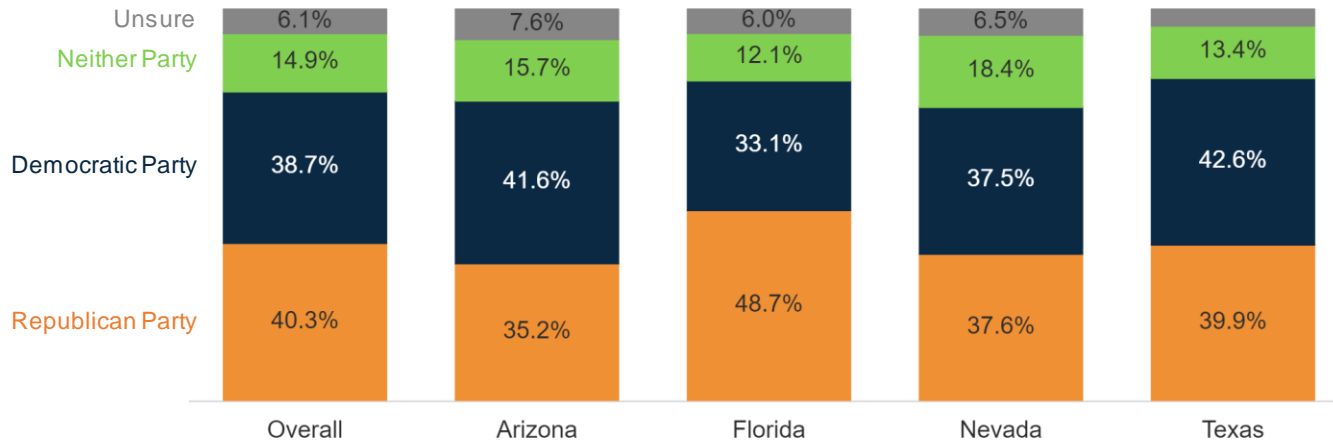
Republican Party

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	40%	32%	39%	50%	41%	40%	40%	40%	26%	45%	41%	86%	54%	9%	37%	55%	38%	34%	63%	52%	30%	61%	31%	36%	40%	51%	44%	41%	39%	37%
Crime	40%	35%	33%	48%	44%	42%	38%	42%	29%	47%	35%	83%	54%	10%	36%	62%	43%	34%	63%	50%	51%	39%	35%	34%	41%	47%	41%	43%	39%	28%
Immigration	42%	34%	41%	52%	42%	43%	41%	40%	25%	49%	42%	83%	50%	14%	39%	56%	38%	34%	63%	56%	52%	85%	33%	39%	42%	50%	49%	43%	40%	40%
Family Values	40%	41%	34%	46%	35%	44%	38%	41%	25%	50%	35%	91%	45%	8%	37%	56%	43%	35%	63%	48%	51%	61%	35%	35%	46%	42%	40%	41%	36%	44%
Abortion	34%	26%	33%	43%	36%	38%	32%	38%	20%	39%	35%	73%	40%	9%	30%	50%	48%	28%	63%	45%	51%	39%	21%	36%	40%	36%	34%	36%	32%	30%
Education	32%	32%	31%	32%	35%	37%	30%	33%	20%	37%	34%	72%	40%	7%	30%	38%	48%	28%	63%	40%	51%	61%	30%	27%	34%	37%	28%	32%	37%	26%

Democratic Party

	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Economy	43%	44%	38%	38%	51%	43%	42%	44%	51%	37%	46%	7%	12%	74%	52%	22%	37%	47%	37%	32%	56%	15%	48%	48%	36%	40%	35%	44%	44%	33%
Crime	40%	43%	44%	33%	42%	45%	38%	40%	52%	32%	44%	8%	16%	67%	49%	17%	32%	46%	37%	30%	35%	0%	42%	42%	37%	41%	32%	40%	42%	36%
Immigration	40%	47%	34%	32%	46%	45%	38%	42%	52%	34%	41%	10%	20%	65%	48%	23%	37%	47%	37%	27%	34%	0%	47%	40%	38%	37%	34%	39%	50%	27%
Family Values	46%	43%	45%	40%	62%	42%	48%	47%	58%	39%	49%	3%	28%	78%	55%	24%	54%	51%	0%	37%	35%	0%	50%	48%	42%	45%	45%	48%	50%	31%
Abortion	47%	52%	41%	44%	51%	49%	47%	46%	55%	43%	48%	10%	31%	75%	55%	27%	41%	51%	37%	41%	35%	39%	52%	47%	42%	49%	40%	48%	48%	44%
Education	50%	46%	52%	51%	56%	47%	52%	50%	65%	44%	50%	11%	27%	82%	57%	38%	41%	54%	37%	43%	35%	39%	49%	54%	49%	49%	54%	54%	46%	42%

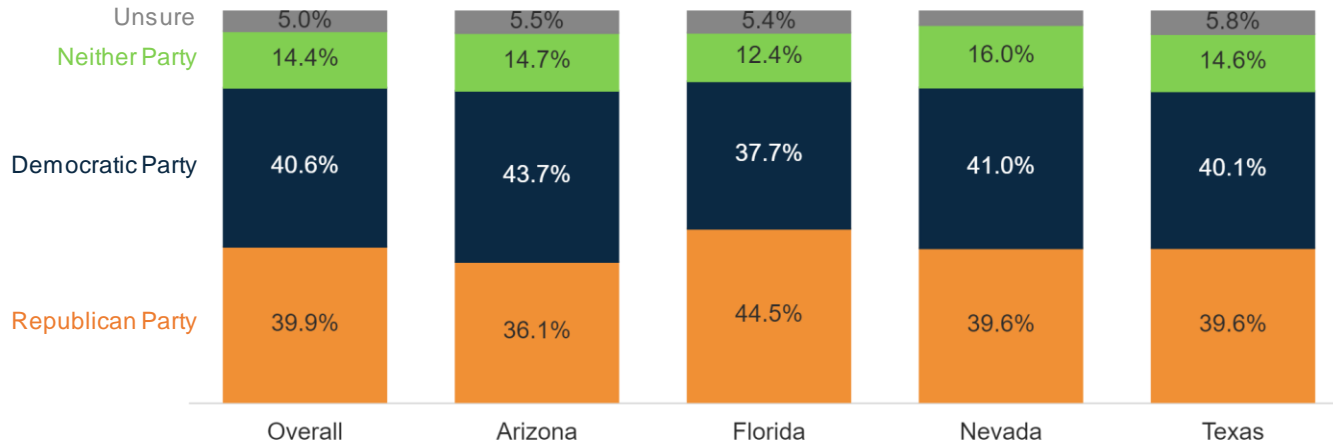
Party Trust - Economy



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Republican Party	40%	36%	39%	44%	44%	40%	41%	43%	35%	43%	42%	87%	46%	11%	44%	52%	32%	35%	64%	49%	39%	44%	42%	38%	38%	44%	44%	40%	44%	33%
Democratic Party	39%	36%	42%	36%	44%	41%	38%	37%	43%	37%	38%	7%	21%	68%	42%	24%	43%	42%	26%	37%	40%	29%	38%	39%	38%	40%	31%	43%	36%	27%
Definitely the Republican Party	27%	20%	27%	32%	36%	29%	27%	28%	23%	30%	26%	71%	27%	3%	29%	40%	23%	23%	49%	34%	24%	28%	30%	23%	26%	32%	18%	30%	25%	19%
Probably the Republican Party	13%	17%	12%	12%	8%	11%	14%	15%	12%	13%	16%	16%	19%	8%	15%	12%	10%	11%	14%	14%	15%	17%	12%	15%	12%	11%	26%	10%	19%	14%
Probably the Democratic Party	15%	18%	11%	17%	9%	16%	14%	18%	14%	13%	19%	4%	11%	23%	17%	9%	20%	17%	9%	13%	11%	16%	14%	16%	16%	12%	22%	12%	20%	15%
Definitely the Democratic Party	24%	19%	31%	19%	35%	25%	24%	19%	28%	23%	19%	3%	10%	45%	25%	15%	23%	25%	17%	25%	29%	13%	24%	23%	22%	28%	9%	31%	16%	12%
Neither Party	15%	19%	12%	14%	11%	14%	15%	15%	15%	16%	13%	4%	27%	14%	10%	18%	18%	16%	7%	11%	14%	21%	14%	16%	16%	13%	20%	15%	12%	23%
Unsure	6%	8%	6%	6%	0%	5%	6%	5%	7%	5%	7%	3%	6%	6%	4%	7%	7%	7%	3%	3%	7%	5%	6%	7%	8%	3%	5%	3%	8%	17%

Which political party in the United States do you trust more when it comes to the economy?

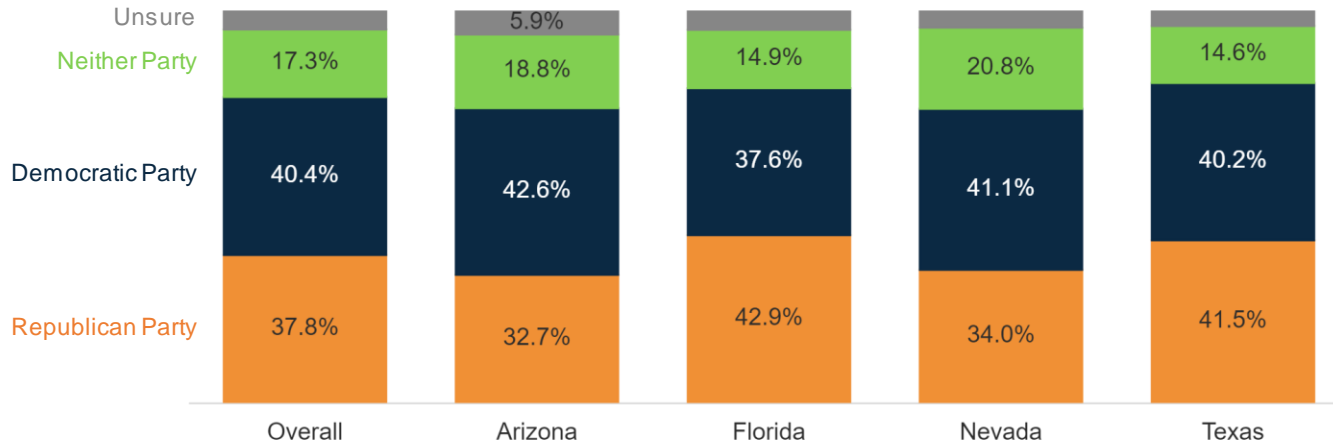
Party Trust - Crime



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Republican Party	40%	34%	37%	47%	46%	42%	39%	43%	32%	45%	41%	86%	45%	11%	42%	54%	38%	35%	60%	47%	40%	40%	43%	35%	39%	43%	42%	42%	41%	27%
Democratic Party	41%	43%	47%	34%	40%	41%	41%	38%	48%	37%	38%	6%	27%	69%	43%	24%	42%	44%	30%	35%	42%	33%	38%	44%	39%	41%	32%	43%	40%	32%
Definitely the Republican Party	26%	21%	26%	29%	33%	26%	26%	26%	22%	29%	27%	67%	25%	5%	28%	40%	23%	23%	42%	36%	24%	27%	28%	21%	27%	31%	14%	30%	23%	16%
Probably the Republican Party	14%	13%	11%	17%	12%	16%	13%	17%	10%	16%	14%	19%	19%	7%	13%	14%	15%	12%	18%	11%	16%	14%	15%	14%	12%	12%	28%	12%	18%	11%
Probably the Democratic Party	17%	20%	16%	17%	11%	16%	17%	20%	21%	14%	19%	3%	16%	26%	20%	10%	21%	20%	13%	12%	14%	16%	15%	20%	18%	14%	23%	13%	23%	17%
Definitely the Democratic Party	24%	23%	31%	17%	29%	24%	24%	18%	27%	23%	19%	2%	12%	43%	23%	14%	21%	24%	17%	24%	28%	17%	23%	24%	21%	27%	9%	29%	17%	15%
Neither Party	14%	16%	12%	15%	13%	14%	14%	14%	14%	15%	14%	5%	23%	15%	10%	16%	20%	16%	5%	13%	14%	19%	14%	13%	18%	13%	20%	13%	12%	28%
Unsure	5%	7%	4%	5%	1%	3%	6%	5%	6%	3%	7%	4%	5%	5%	5%	6%	0%	5%	4%	5%	4%	7%	5%	7%	4%	2%	7%	3%	7%	13%

Which political party in the United States do you trust more when it comes to issues of crime and public safety?

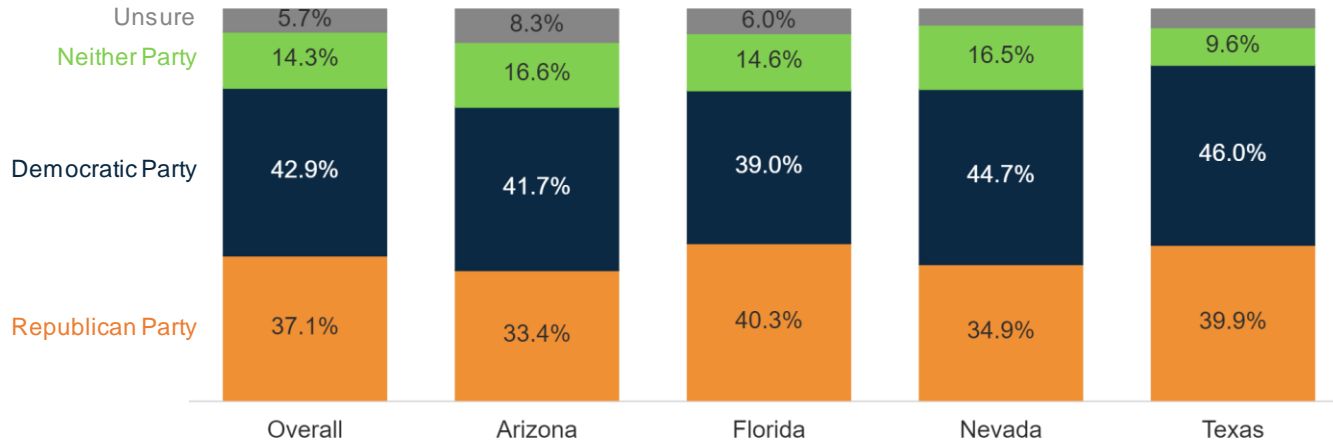
Party Trust - Immigration



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Republican Party	38%	31%	37%	42%	45%	37%	38%	38%	31%	41%	41%	83%	40%	11%	41%	53%	33%	32%	59%	50%	37%	40%	38%	33%	37%	45%	39%	38%	39%	34%
Democratic Party	40%	45%	40%	37%	37%	41%	40%	41%	45%	38%	39%	9%	27%	67%	41%	27%	46%	44%	31%	32%	42%	34%	41%	42%	38%	39%	37%	41%	43%	32%
Definitely the Republican Party	27%	19%	29%	29%	38%	26%	27%	25%	21%	30%	28%	68%	26%	4%	29%	40%	21%	22%	47%	39%	24%	27%	28%	21%	26%	33%	19%	30%	23%	21%
Probably the Republican Party	11%	13%	9%	14%	7%	11%	11%	13%	10%	11%	14%	15%	15%	7%	12%	13%	12%	10%	12%	11%	13%	14%	11%	12%	10%	11%	20%	8%	16%	12%
Probably the Democratic Party	18%	21%	13%	21%	12%	19%	17%	21%	17%	16%	22%	5%	16%	26%	19%	13%	17%	19%	12%	13%	18%	19%	17%	19%	20%	15%	27%	14%	24%	18%
Definitely the Democratic Party	23%	24%	28%	16%	25%	22%	23%	20%	28%	21%	17%	4%	12%	40%	22%	13%	29%	25%	19%	19%	24%	15%	24%	23%	18%	24%	10%	26%	19%	14%
Neither Party	17%	18%	18%	16%	18%	19%	17%	17%	18%	18%	14%	5%	27%	19%	14%	16%	18%	19%	7%	14%	17%	21%	16%	19%	20%	13%	18%	19%	12%	21%
Unsure	5%	6%	5%	5%	0%	3%	5%	4%	6%	3%	6%	3%	5%	4%	4%	4%	3%	5%	3%	5%	4%	4%	4%	6%	5%	3%	6%	2%	6%	13%

Which political party in the United States do you trust more when it comes to issues of immigration?

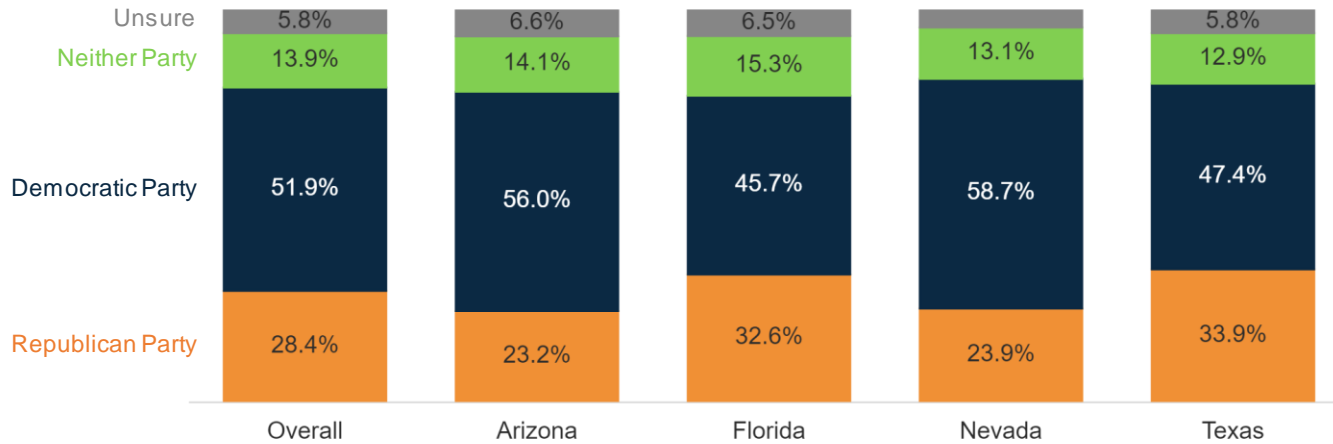
Party Trust - Family Values



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Republican Party	37%	32%	34%	43%	42%	39%	36%	41%	31%	41%	39%	84%	41%	8%	38%	54%	41%	34%	57%	44%	33%	37%	39%	33%	37%	40%	36%	39%	35%	32%
Democratic Party	43%	45%	47%	36%	45%	39%	45%	42%	44%	43%	41%	6%	28%	73%	47%	26%	51%	46%	27%	41%	46%	37%	42%	44%	42%	44%	40%	43%	45%	33%
Definitely the Republican Party	24%	19%	26%	27%	29%	26%	23%	25%	22%	26%	24%	65%	24%	2%	25%	39%	27%	22%	37%	34%	21%	21%	25%	21%	24%	29%	12%	29%	19%	15%
Probably the Republican Party	13%	14%	8%	15%	13%	13%	13%	15%	9%	15%	15%	19%	17%	6%	13%	14%	14%	12%	20%	10%	12%	16%	15%	12%	13%	11%	24%	10%	16%	18%
Probably the Democratic Party	16%	21%	13%	15%	13%	13%	18%	19%	15%	16%	19%	3%	15%	25%	19%	12%	25%	18%	8%	16%	16%	18%	15%	17%	18%	14%	28%	13%	22%	16%
Definitely the Democratic Party	27%	24%	34%	21%	32%	26%	27%	24%	29%	27%	22%	3%	13%	49%	28%	14%	26%	28%	19%	26%	30%	19%	27%	26%	23%	29%	12%	30%	23%	17%
Neither Party	14%	16%	14%	15%	11%	16%	13%	12%	17%	13%	13%	4%	25%	13%	10%	13%	8%	14%	13%	11%	15%	20%	14%	16%	16%	12%	17%	14%	12%	19%
Unsure	6%	7%	5%	6%	2%	5%	6%	5%	8%	4%	7%	5%	6%	5%	5%	7%	0%	7%	3%	4%	5%	6%	5%	7%	5%	5%	7%	3%	7%	15%

Which political party in the United States do you trust more to promote family values?

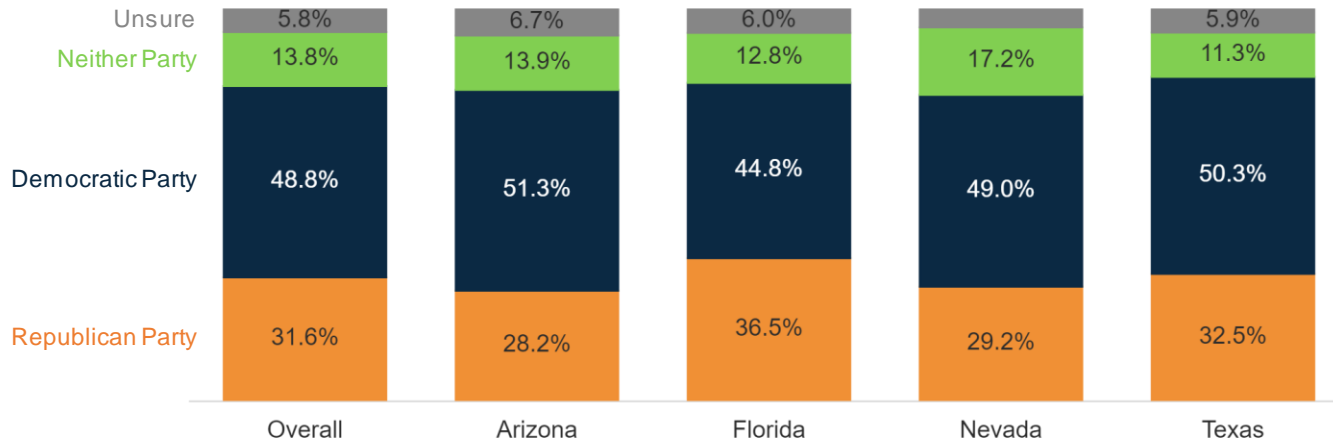
Party Trust - Abortion



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Republican Party	28%	24%	28%	32%	32%	28%	29%	34%	23%	32%	30%	67%	27%	8%	32%	45%	34%	25%	34%	40%	27%	32%	26%	26%	32%	32%	26%	29%	28%	24%
Democratic Party	52%	54%	53%	48%	51%	57%	50%	50%	58%	49%	49%	12%	44%	79%	52%	29%	47%	56%	46%	43%	52%	42%	55%	50%	53%	50%	54%	54%	36%	
Definitely the Republican Party	18%	16%	21%	17%	20%	20%	17%	21%	17%	19%	17%	49%	13%	3%	20%	34%	18%	16%	24%	27%	17%	16%	18%	14%	21%	21%	7%	21%	14%	12%
Probably the Republican Party	10%	9%	7%	14%	11%	8%	11%	12%	6%	12%	12%	18%	13%	5%	12%	12%	16%	9%	10%	13%	10%	17%	8%	11%	11%	11%	19%	8%	15%	12%
Probably the Democratic Party	15%	18%	13%	16%	10%	11%	16%	16%	15%	12%	22%	6%	17%	19%	17%	8%	15%	17%	13%	12%	14%	11%	14%	16%	15%	15%	27%	12%	21%	14%
Definitely the Democratic Party	37%	37%	40%	33%	41%	45%	34%	34%	43%	37%	27%	6%	27%	61%	35%	21%	32%	39%	33%	31%	38%	31%	40%	34%	39%	35%	23%	42%	33%	22%
Neither Party	14%	13%	14%	15%	13%	11%	15%	12%	13%	14%	14%	14%	23%	8%	11%	18%	16%	13%	15%	11%	15%	18%	13%	16%	11%	15%	15%	12%	13%	24%
Unsure	6%	8%	5%	5%	4%	4%	6%	4%	6%	5%	7%	6%	6%	5%	5%	7%	3%	6%	5%	5%	6%	7%	6%	8%	4%	4%	9%	4%	5%	15%

Which political party in the United States do you trust more on the issue of abortion?

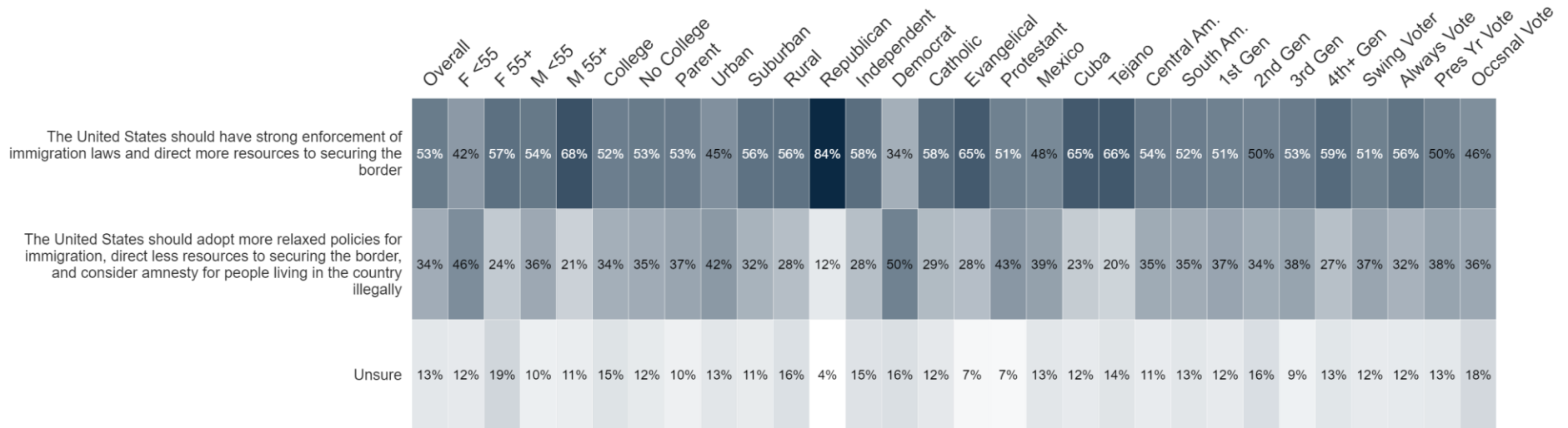
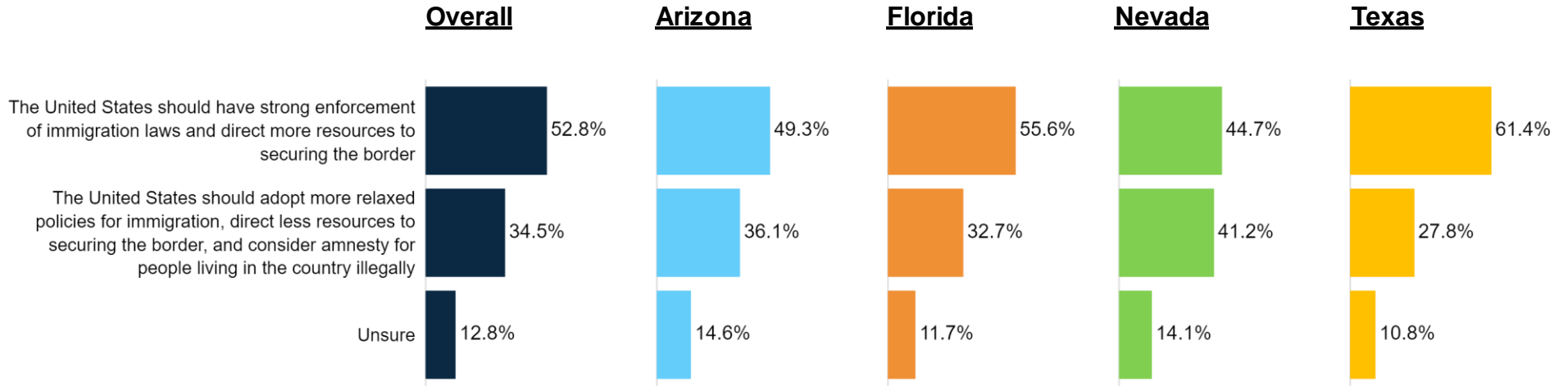
Party Trust - Education



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnl Vote
Republican Party	32%	27%	30%	36%	36%	30%	32%	35%	28%	33%	33%	76%	33%	6%	33%	45%	34%	28%	51%	38%	30%	29%	34%	27%	30%	35%	26%	33%	33%	21%
Democratic Party	49%	49%	54%	44%	49%	52%	48%	47%	55%	46%	46%	9%	36%	80%	50%	34%	56%	52%	35%	46%	49%	48%	47%	52%	52%	44%	50%	51%	46%	43%
Definitely the Republican Party	21%	16%	23%	22%	29%	21%	21%	22%	19%	22%	22%	56%	18%	4%	22%	30%	23%	19%	36%	31%	18%	17%	22%	16%	21%	27%	9%	26%	17%	8%
Probably the Republican Party	11%	11%	7%	15%	7%	9%	11%	13%	9%	11%	11%	20%	15%	2%	11%	14%	11%	9%	15%	7%	13%	13%	12%	12%	9%	9%	17%	7%	15%	13%
Probably the Democratic Party	18%	23%	14%	19%	12%	15%	20%	21%	18%	17%	21%	4%	20%	26%	20%	15%	34%	20%	13%	17%	19%	14%	16%	21%	24%	11%	34%	14%	24%	22%
Definitely the Democratic Party	31%	27%	39%	25%	37%	37%	28%	26%	36%	30%	24%	5%	17%	54%	30%	19%	22%	32%	22%	29%	30%	34%	31%	31%	28%	32%	16%	37%	22%	21%
Neither Party	14%	16%	12%	13%	13%	15%	13%	13%	11%	16%	14%	10%	23%	10%	13%	12%	7%	15%	9%	9%	14%	16%	14%	13%	12%	15%	17%	13%	14%	17%
Unsure	6%	8%	4%	6%	2%	3%	7%	6%	6%	5%	8%	5%	8%	4%	4%	9%	3%	5%	4%	7%	6%	6%	4%	7%	6%	6%	7%	3%	7%	18%

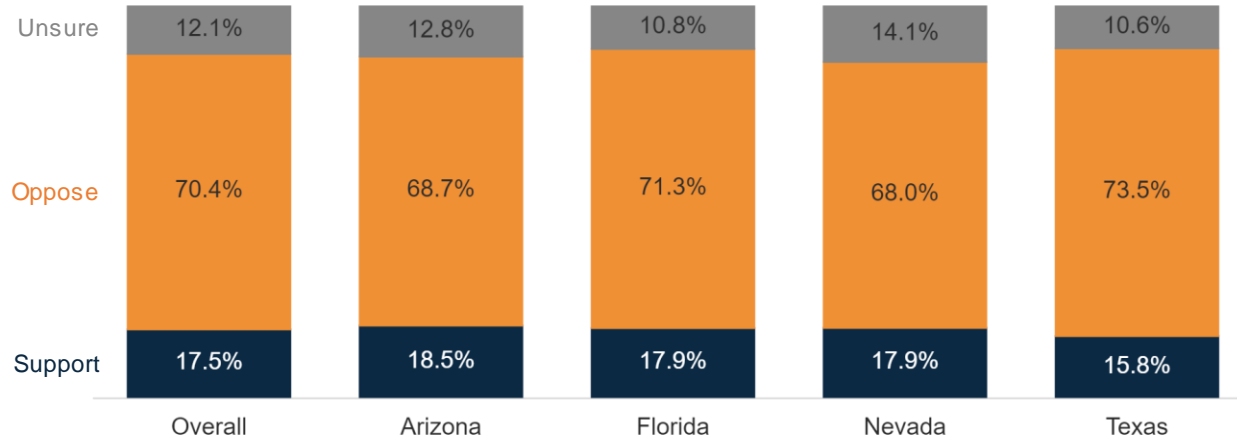
Which political party in the United States do you trust more when it comes to issues of public education?

Illegal Immigration Stance



Which of the following options comes closest to your views on illegal immigration?

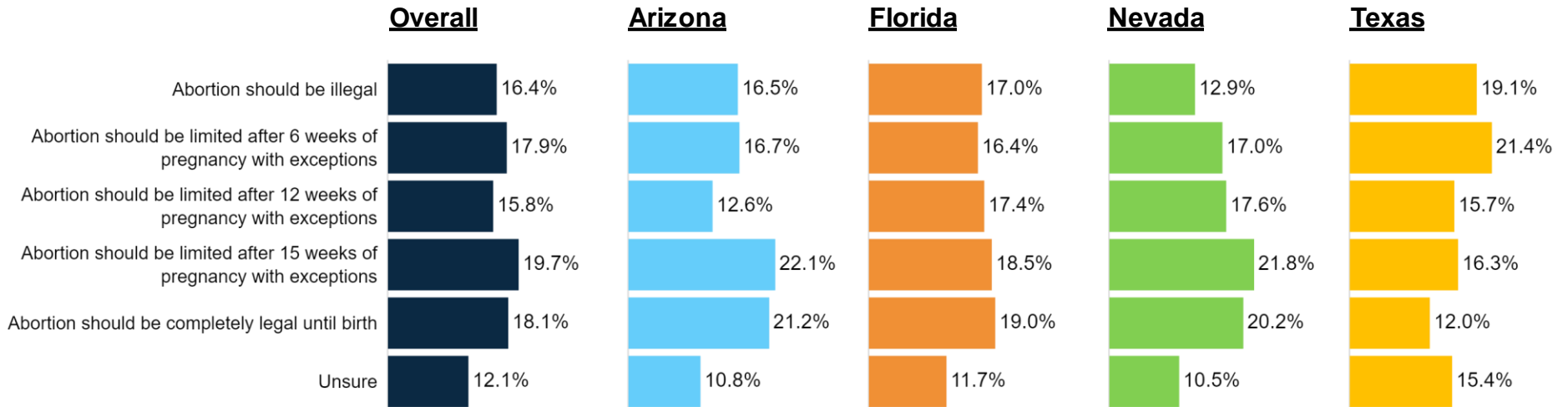
Transgender Men in Women's Sports



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Support Total	18%	22%	15%	16%	14%	13%	19%	14%	21%	14%	21%	7%	12%	26%	15%	8%	25%	19%	22%	9%	17%	12%	17%	20%	19%	13%	16%	15%	22%	17%
Oppose Total	70%	64%	69%	74%	80%	73%	69%	77%	65%	75%	67%	90%	77%	56%	73%	85%	67%	68%	73%	80%	71%	73%	72%	67%	69%	74%	75%	73%	67%	69%
Strongly support	7%	7%	5%	8%	8%	6%	8%	4%	10%	4%	9%	4%	4%	10%	7%	3%	5%	7%	8%	3%	8%	3%	6%	8%	8%	6%	4%	8%	5%	8%
Somewhat support	11%	15%	10%	9%	6%	8%	12%	10%	12%	9%	12%	3%	8%	17%	8%	5%	21%	12%	14%	6%	8%	9%	11%	12%	11%	7%	12%	7%	18%	10%
Somewhat oppose	15%	18%	15%	12%	12%	15%	15%	17%	16%	15%	12%	6%	13%	21%	16%	12%	17%	15%	15%	10%	17%	15%	14%	16%	15%	12%	18%	15%	16%	9%
Strongly oppose	56%	46%	54%	62%	68%	58%	55%	60%	49%	60%	55%	84%	64%	35%	57%	73%	50%	53%	58%	69%	55%	57%	57%	51%	54%	63%	57%	57%	51%	61%
Unsure	12%	15%	16%	9%	6%	14%	11%	8%	14%	11%	12%	3%	12%	18%	12%	6%	8%	13%	5%	11%	12%	15%	11%	13%	12%	12%	9%	13%	11%	14%

Do you support or oppose allowing biological men to compete in women's sports?

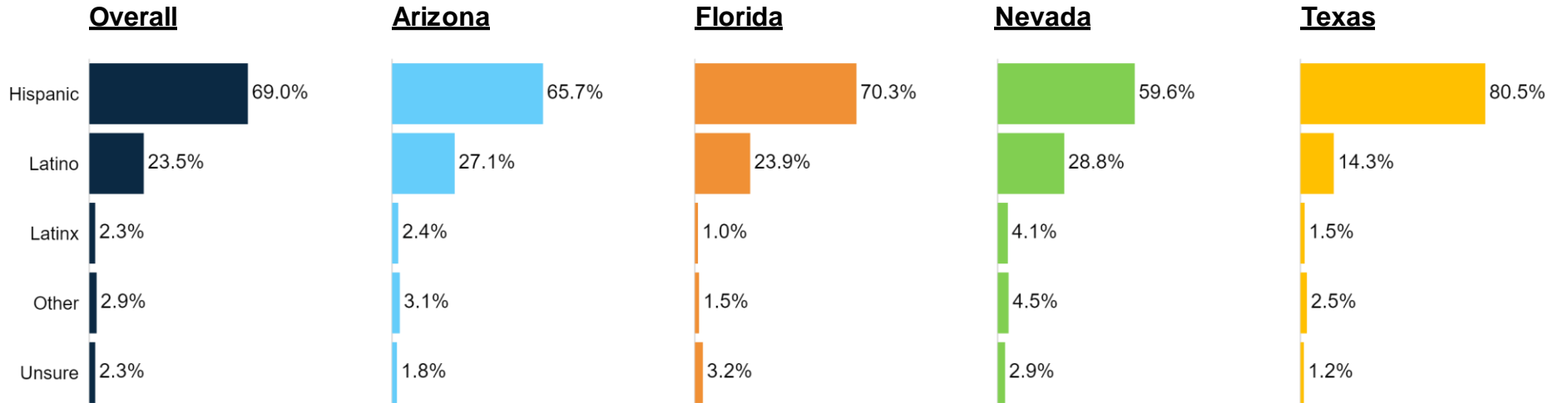
Abortion Limitation Position



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Abortion should be illegal	16%	17%	21%	13%	16%	17%	16%	18%	18%	14%	19%	31%	16%	9%	16%	38%	11%	15%	14%	26%	19%	13%	18%	11%	17%	21%	10%	19%	14%	10%
Abortion should be limited after 6 weeks of pregnancy with exceptions	18%	18%	20%	20%	13%	12%	21%	22%	19%	18%	17%	26%	16%	14%	20%	24%	15%	18%	22%	25%	12%	16%	18%	19%	14%	21%	23%	16%	20%	20%
Abortion should be limited after 12 weeks of pregnancy with exceptions	16%	19%	14%	15%	14%	16%	16%	18%	15%	17%	13%	13%	17%	17%	14%	13%	22%	17%	17%	13%	16%	11%	16%	18%	15%	15%	20%	13%	19%	19%
Abortion should be limited after 15 weeks of pregnancy with exceptions	20%	20%	16%	20%	23%	24%	18%	19%	20%	21%	17%	15%	20%	23%	21%	10%	21%	21%	24%	9%	18%	25%	19%	21%	22%	16%	23%	19%	21%	17%
Abortion should be completely legal until birth	18%	18%	16%	22%	15%	21%	17%	16%	18%	19%	17%	4%	16%	27%	14%	7%	22%	17%	15%	13%	23%	23%	20%	16%	18%	18%	15%	21%	15%	11%
Unsure	12%	8%	13%	11%	20%	10%	13%	7%	10%	11%	18%	12%	13%	11%	15%	8%	9%	13%	8%	14%	12%	12%	9%	15%	14%	10%	9%	11%	11%	23%

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

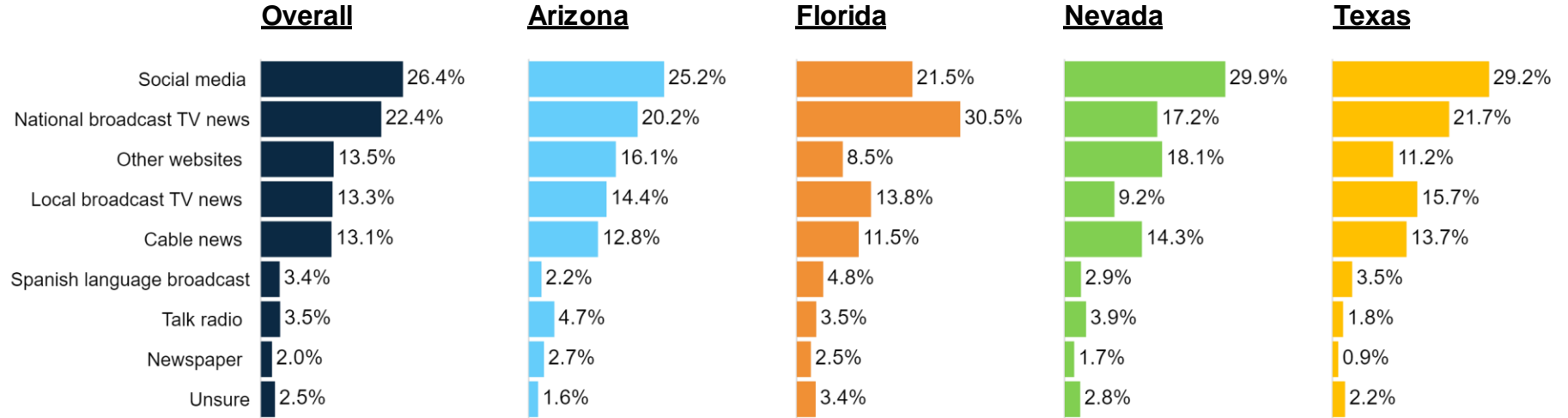
Preferred Reference



	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Hispanic	69%	68%	74%	63%	74%	68%	70%	69%	64%	70%	74%	78%	63%	68%	73%	75%	61%	70%	77%	80%	59%	63%	67%	67%	69%	75%	70%	70%	69%	66%
Latino	24%	24%	18%	31%	16%	24%	23%	27%	30%	21%	18%	17%	27%	26%	21%	21%	30%	23%	20%	9%	34%	28%	26%	28%	22%	15%	23%	23%	25%	23%
Latinx	2%	3%	1%	3%	1%	3%	2%	1%	2%	2%	3%	1%	2%	3%	2%	0%	0%	3%	1%	1%	2%	3%	4%	1%	3%	2%	2%	2%	3%	3%
Other	3%	2%	3%	3%	5%	3%	3%	1%	3%	3%	3%	3%	6%	2%	3%	3%	2%	4%	1%	5%	1%	1%	2%	1%	4%	5%	2%	3%	3%	2%
Unsure	2%	2%	4%	0%	4%	3%	2%	1%	1%	3%	2%	2%	3%	2%	2%	1%	7%	1%	2%	5%	4%	4%	1%	3%	2%	3%	3%	2%	1%	7%

Which of the following options do you personally most prefer for referencing people of Hispanic descent?

News Source

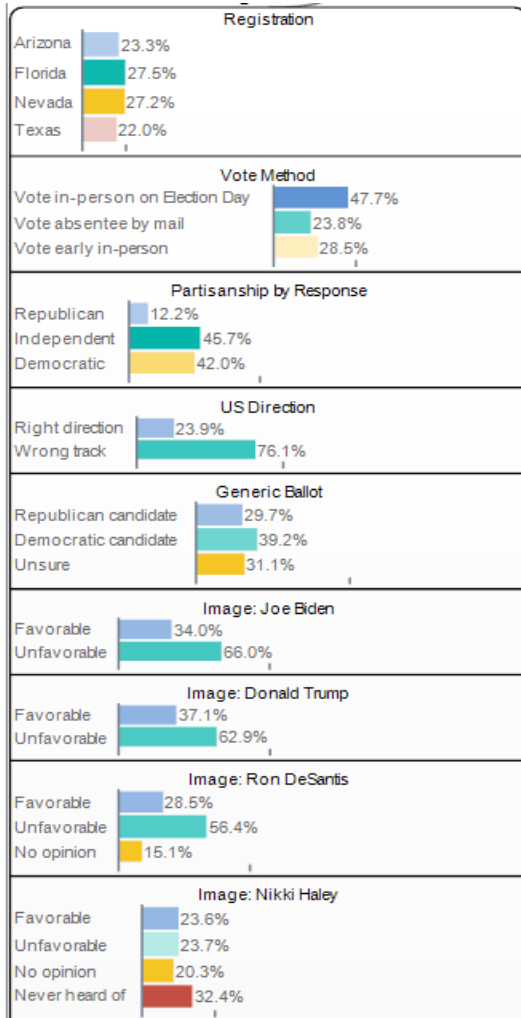


	Overall	F <55	F 55+	M <55	M 55+	College	No College	Parent	Urban	Suburban	Rural	Republican	Independent	Democrat	Catholic	Evangelical	Protestant	Mexico	Cuba	Tejano	Central Am.	South Am.	1st Gen	2nd Gen	3rd Gen	4th+ Gen	Swing Voter	Always Vote	Pres Yr Vote	Occsnal Vote
Social media	26%	43%	11%	31%	6%	20%	29%	32%	28%	25%	28%	22%	23%	30%	25%	20%	20%	30%	24%	26%	20%	19%	35%	26%	24%	18%	32%	20%	31%	46%
National broadcast TV news	22%	18%	28%	16%	34%	26%	21%	21%	18%	25%	24%	22%	16%	27%	26%	21%	30%	21%	25%	24%	27%	19%	18%	26%	19%	27%	24%	25%	21%	14%
Other websites	13%	11%	14%	18%	11%	17%	12%	13%	11%	16%	9%	14%	21%	9%	8%	14%	15%	13%	8%	11%	14%	22%	13%	15%	13%	13%	9%	16%	11%	10%
Local broadcast TV news	13%	12%	17%	10%	16%	9%	15%	14%	14%	11%	17%	12%	14%	15%	19%	8%	13%	14%	16%	13%	12%	11%	11%	16%	16%	13%	12%	16%	11%	
Cable news	13%	4%	19%	14%	22%	15%	12%	11%	14%	13%	11%	16%	14%	11%	14%	15%	9%	12%	16%	16%	14%	13%	9%	11%	19%	15%	10%	17%	8%	4%
Spanish language broadcast	3%	5%	3%	3%	2%	3%	4%	3%	5%	3%	2%	3%	3%	4%	4%	5%	3%	4%	6%	0%	4%	2%	6%	3%	1%	2%	4%	2%	5%	4%
Talk radio	3%	3%	4%	3%	4%	5%	3%	3%	4%	3%	4%	6%	2%	3%	4%	3%	0%	4%	4%	1%	2%	7%	3%	4%	3%	5%	2%	4%	2%	3%
Newspaper	2%	1%	1%	3%	2%	3%	1%	1%	2%	2%	1%	1%	3%	2%	2%	1%	11%	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%
Unsure	3%	2%	3%	2%	2%	2%	3%	1%	3%	2%	3%	3%	4%	2%	2%	2%	5%	2%	2%	3%	3%	5%	3%	2%	2%	3%	2%	3%	6%	

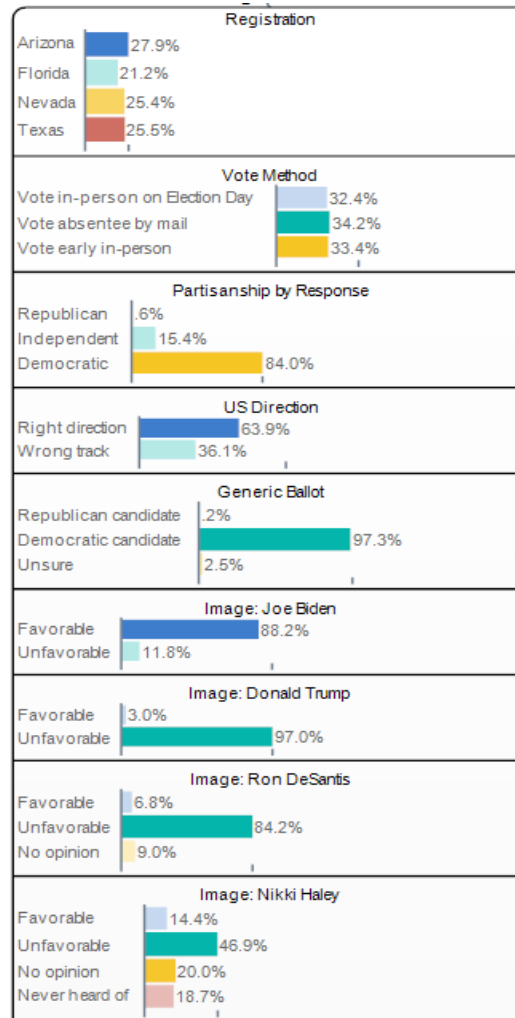
What is your primary source for news?

Segmentation Analysis

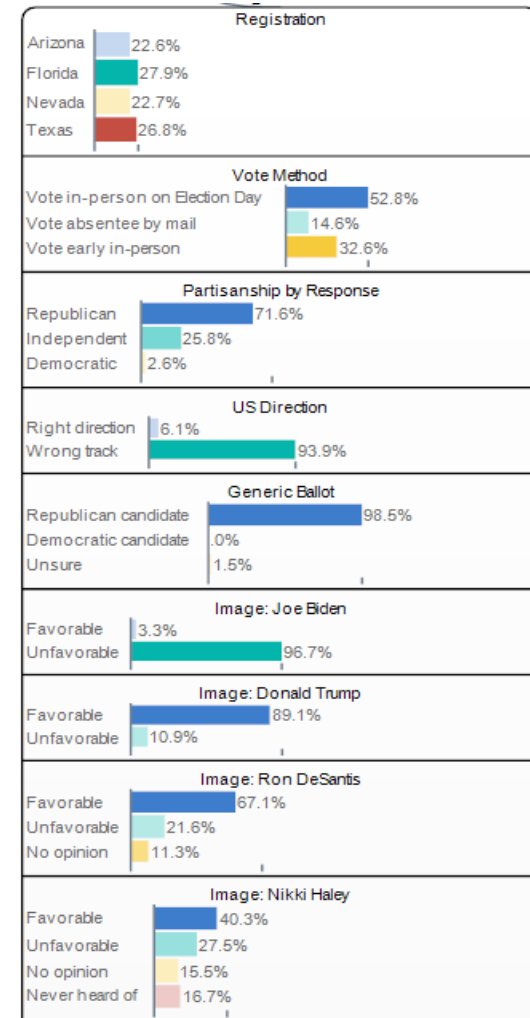
Independents (27%)



Biden Supporters (41%)



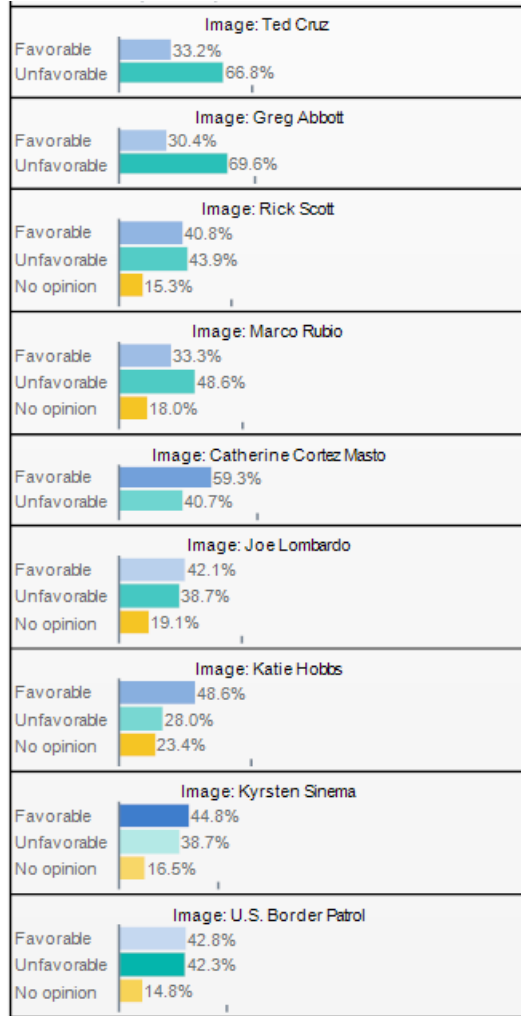
Trump Supporters (32%)



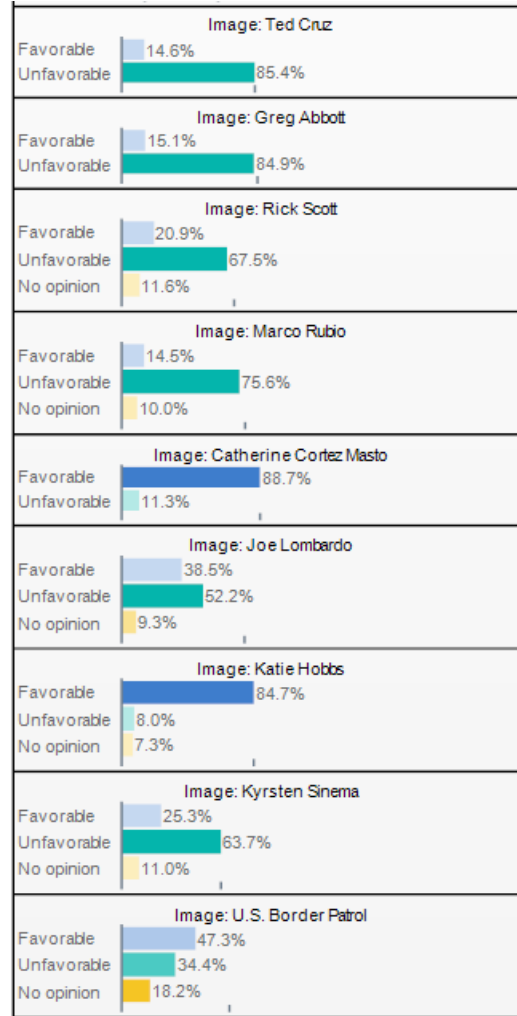
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis

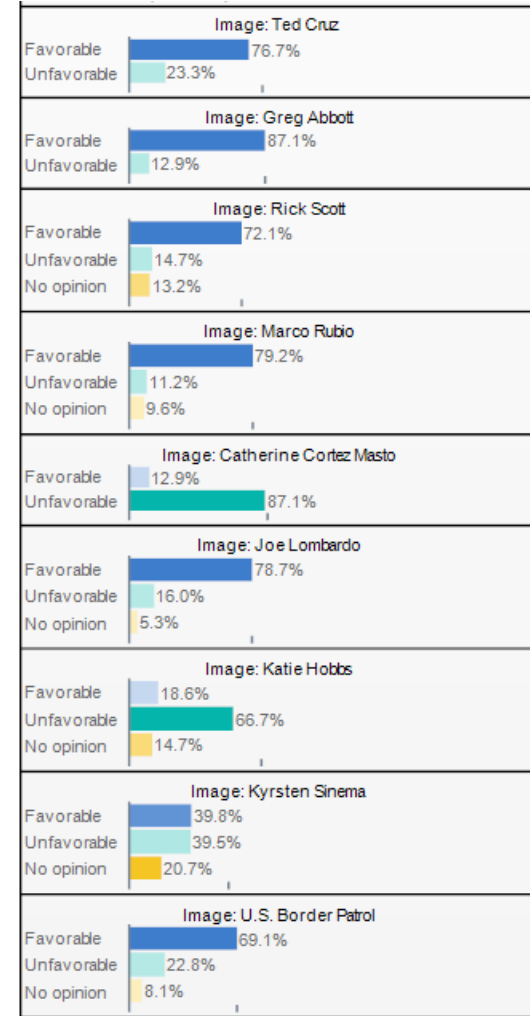
Independents (27%)



Biden Supporters (41%)



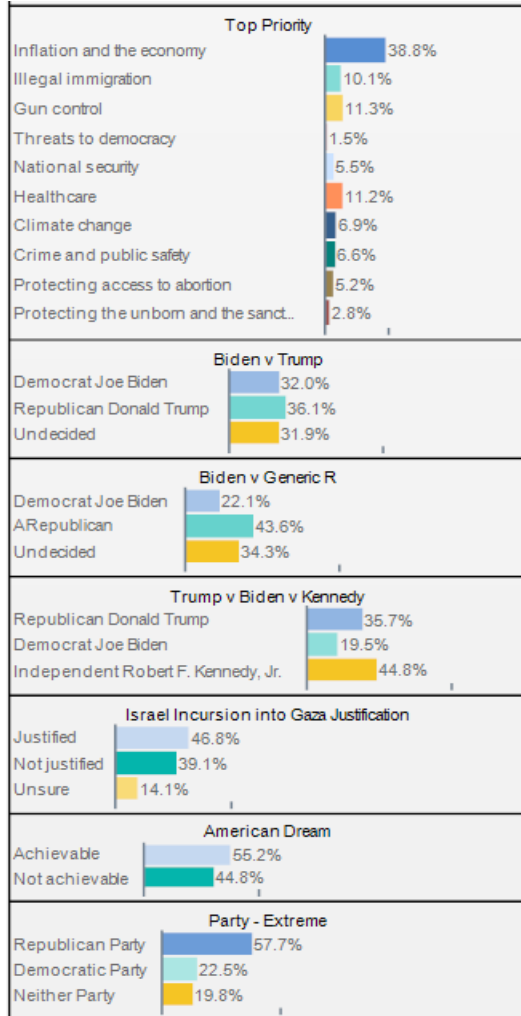
Trump Supporters (32%)



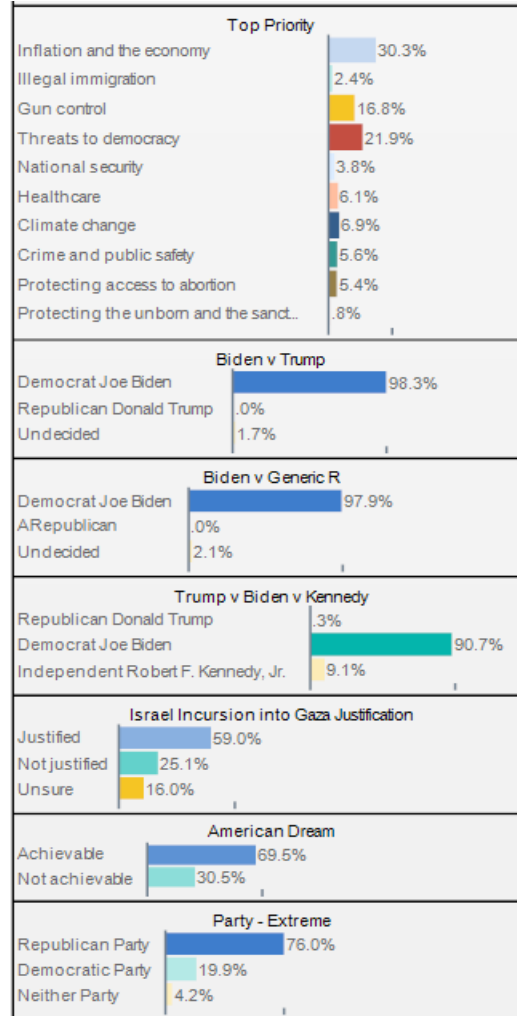
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis

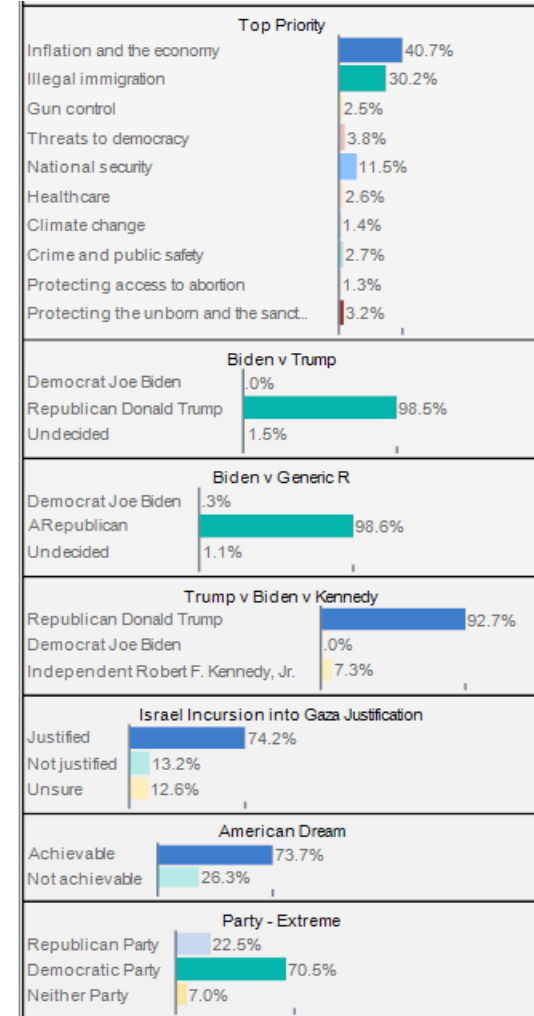
Independents (27%)



Biden Supporters (41%)



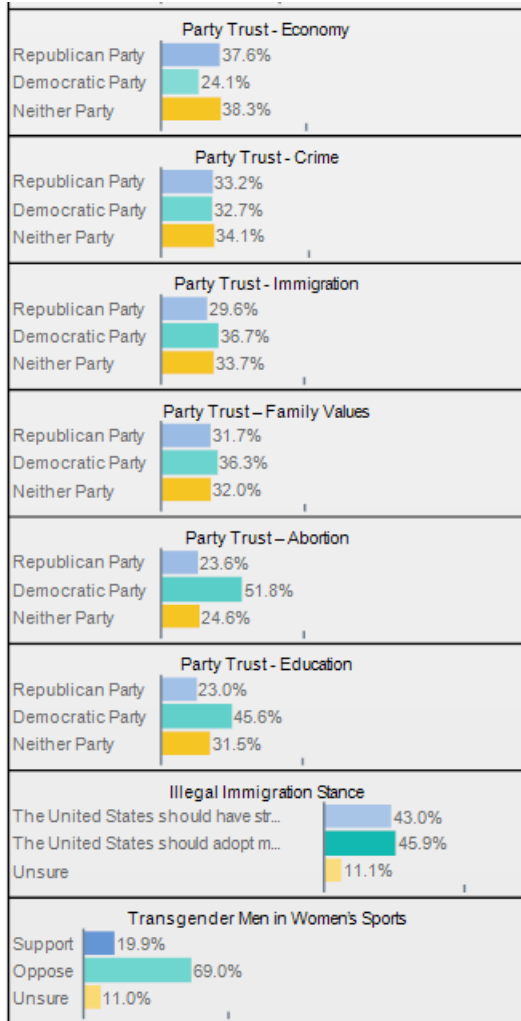
Trump Supporters (32%)



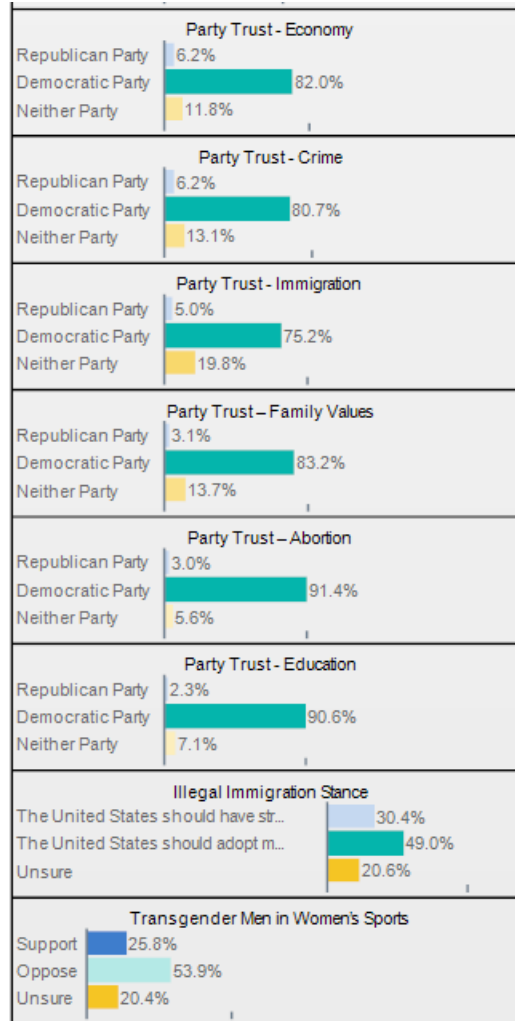
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis

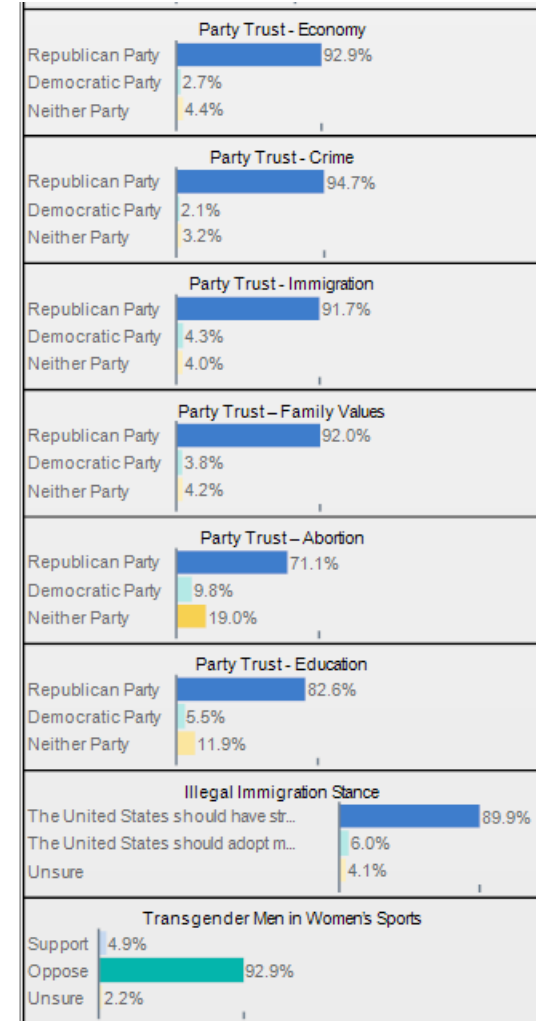
Independents (27%)



Biden Supporters (41%)



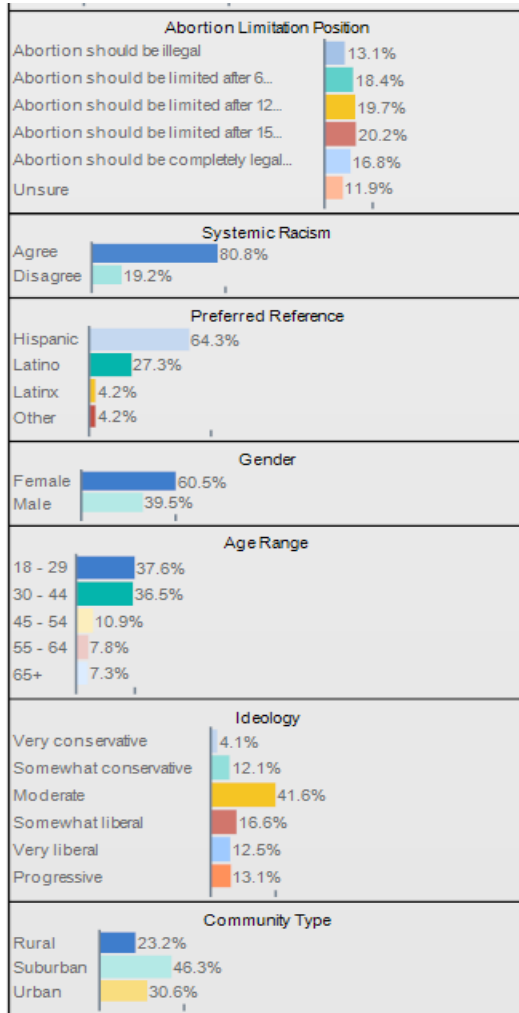
Trump Supporters (32%)



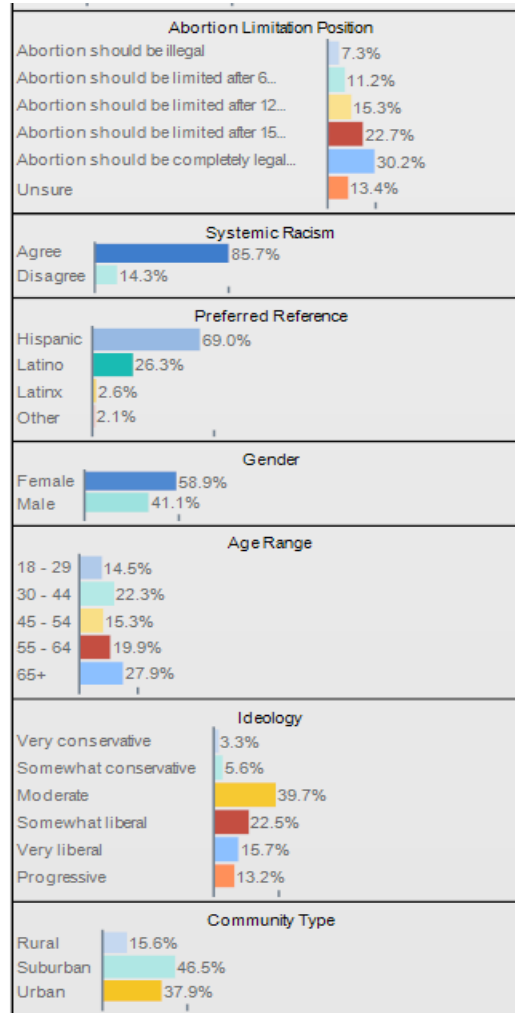
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis

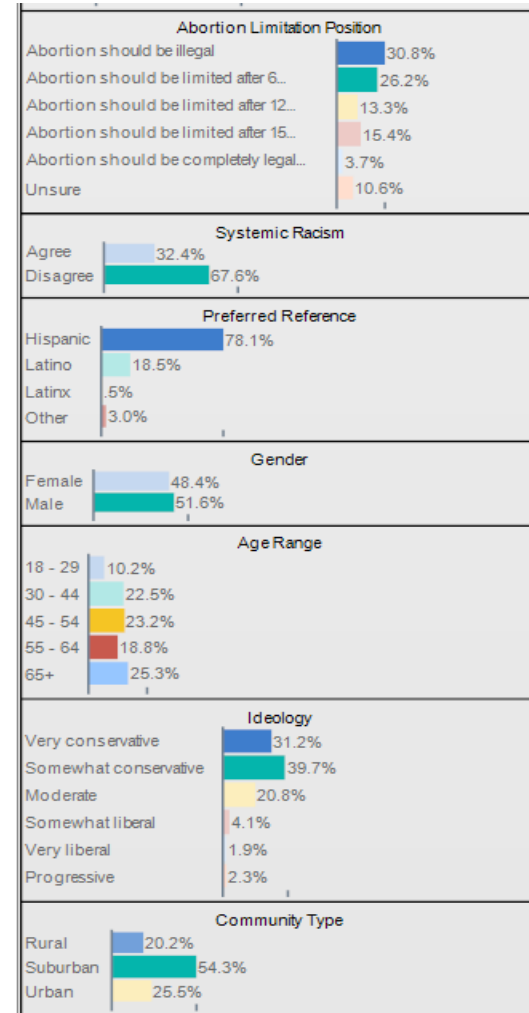
Independents (27%)



Biden Supporters (41%)



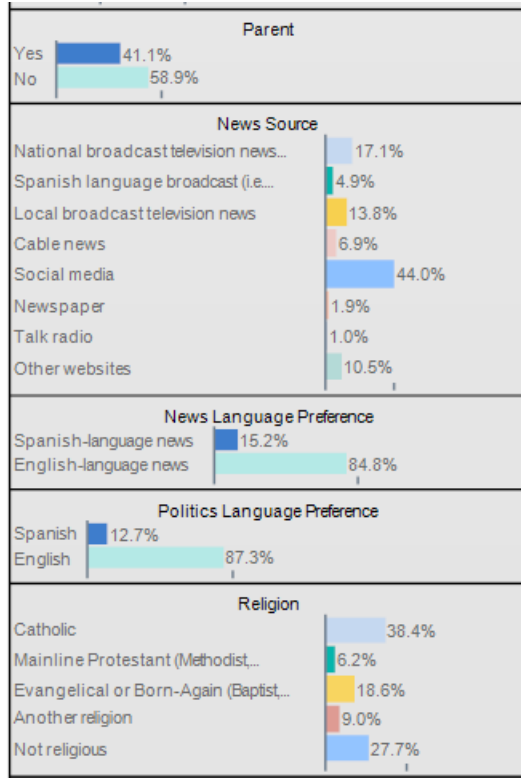
Trump Supporters (32%)



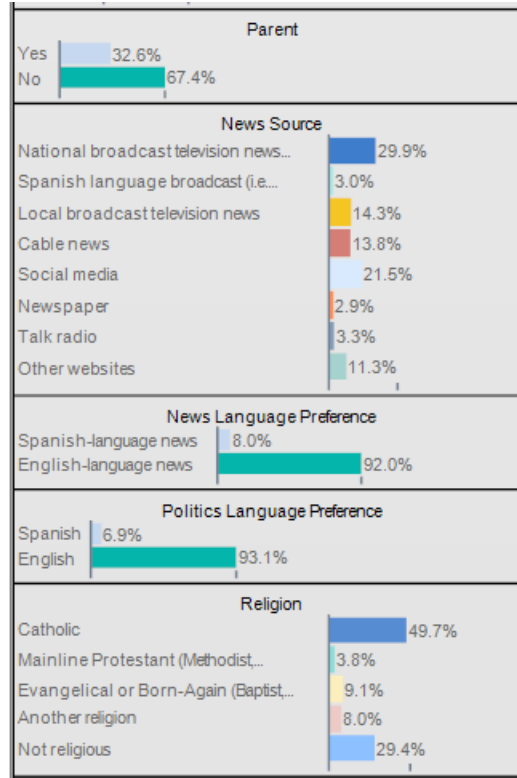
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis

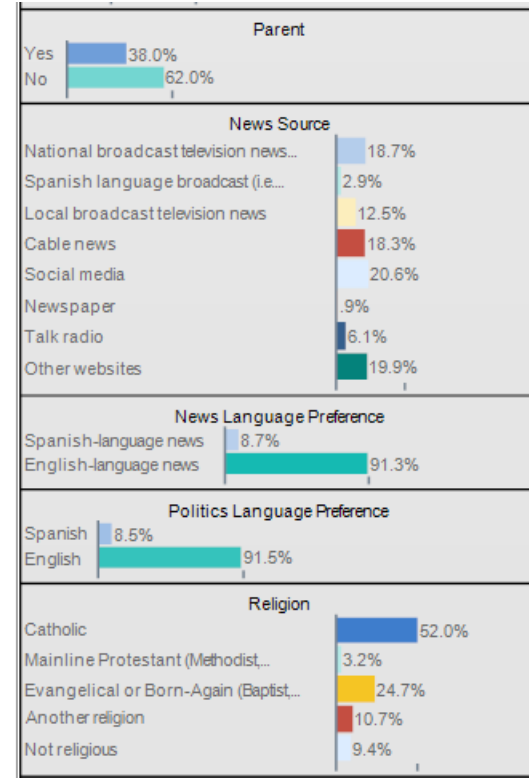
Independents (27%)



Biden Supporters (41%)



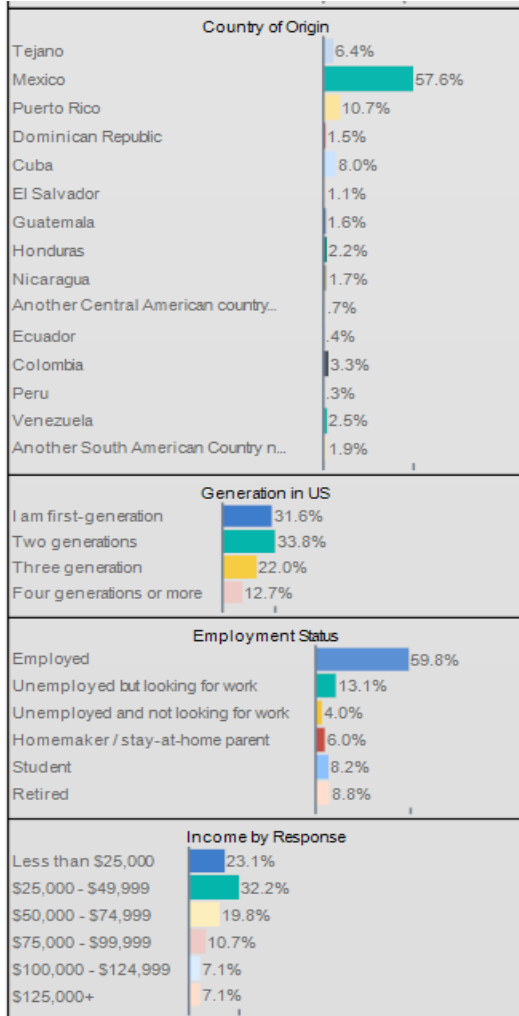
Trump Supporters (32%)



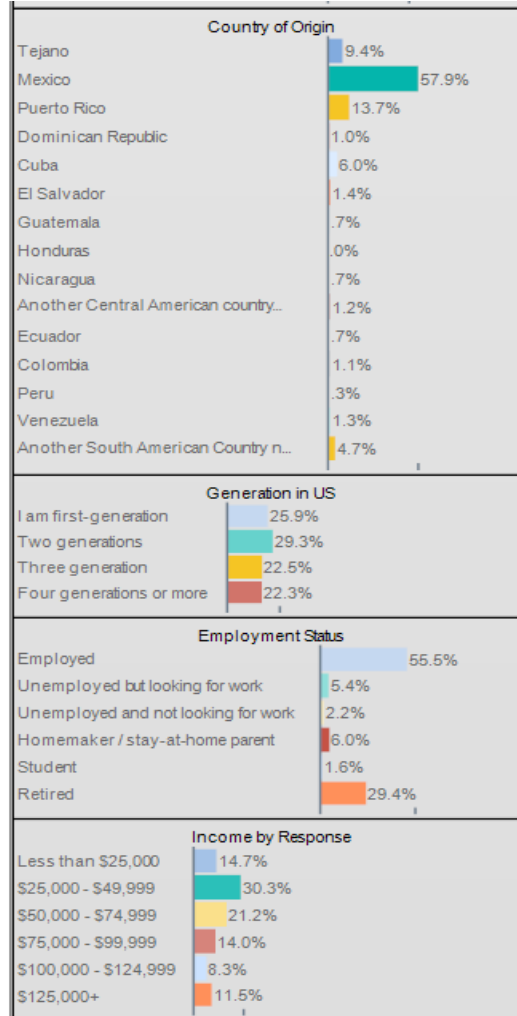
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis

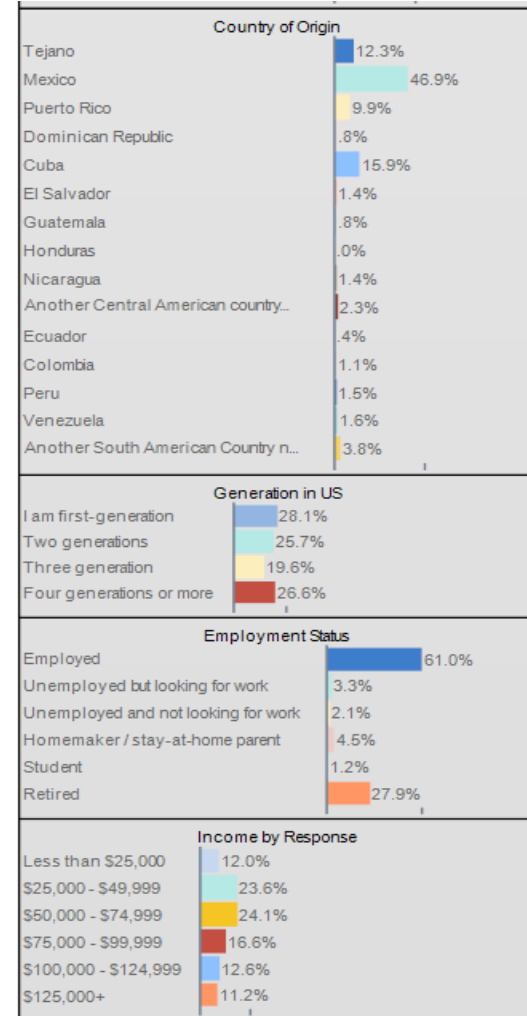
Independents (27%)



Biden Supporters (41%)



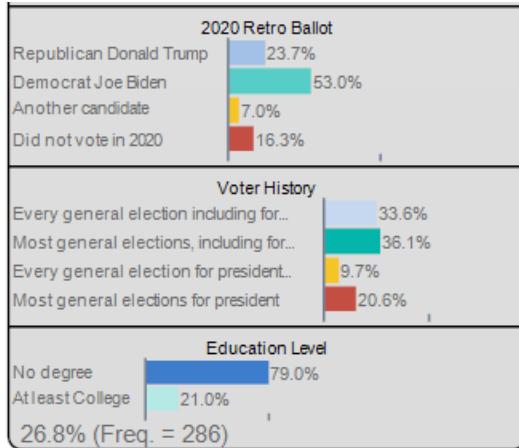
Trump Supporters (32%)



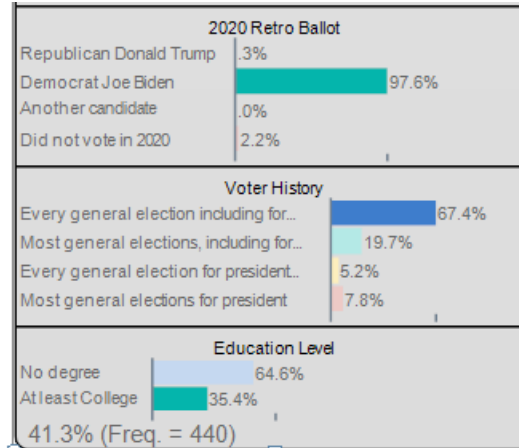
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis

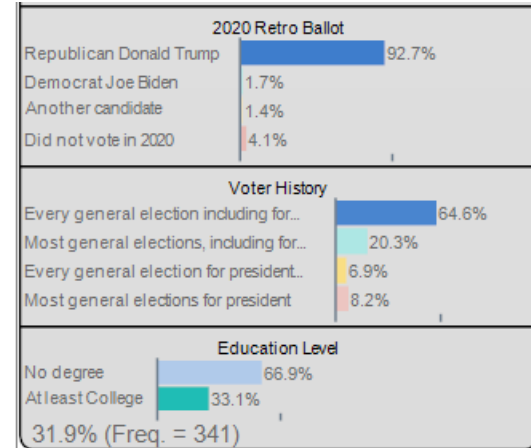
Independents (27%)



Biden Supporters (41%)



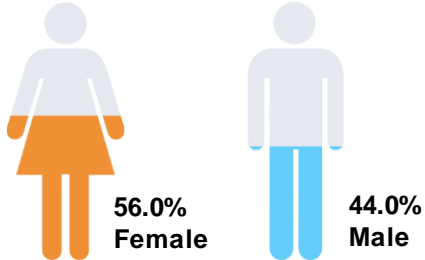
Trump Supporters (32%)



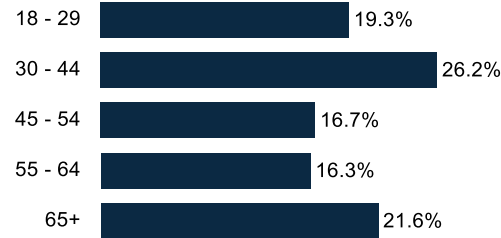
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics (Overall)

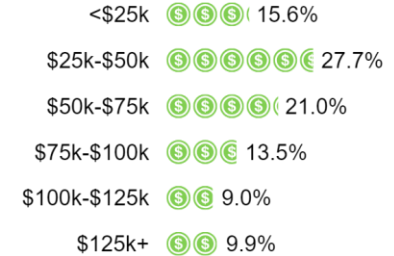
Sex



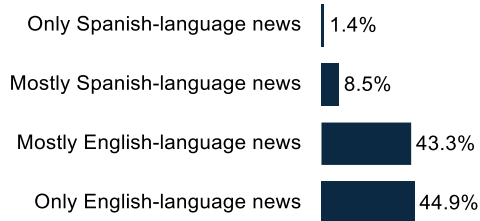
Age Range



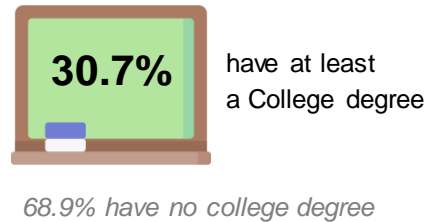
Household Income



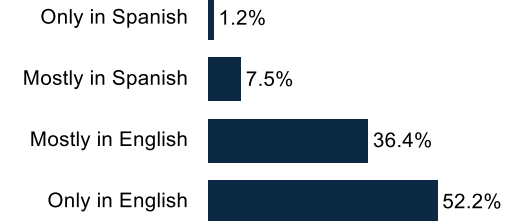
News Language Preference



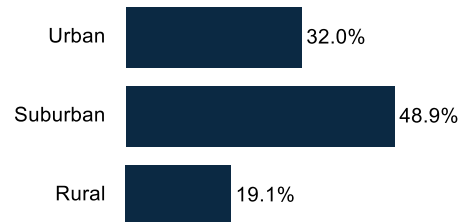
Education



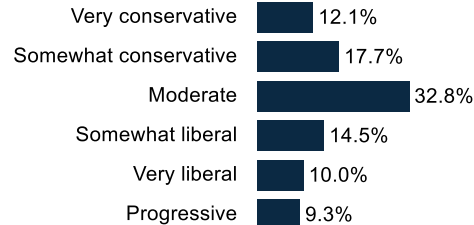
Politics Language Preference



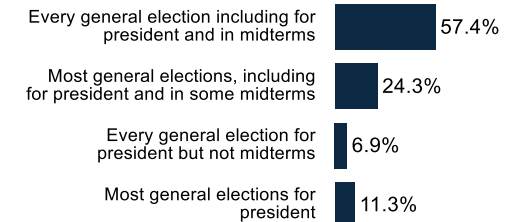
Community Type



Ideology

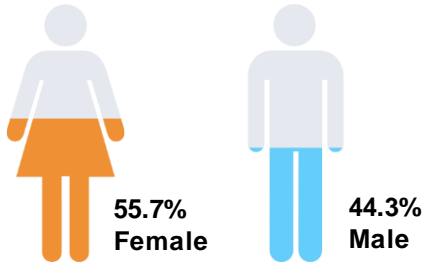


Voter History

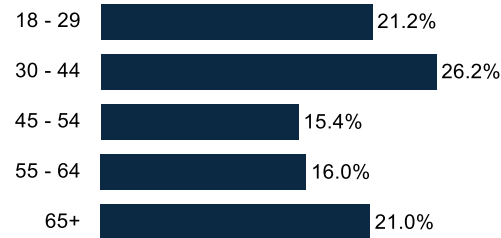


Demographics (Arizona)

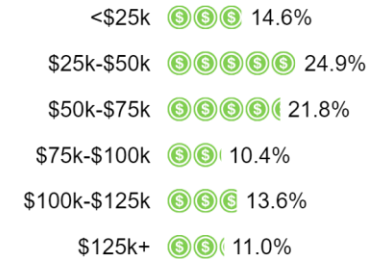
Sex



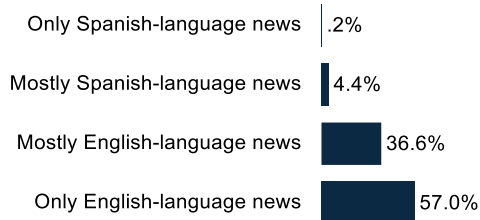
Age Range



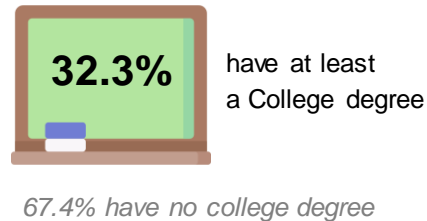
Household Income



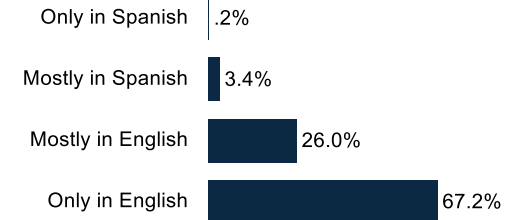
News Language Preference



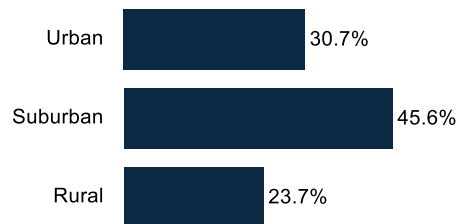
Education



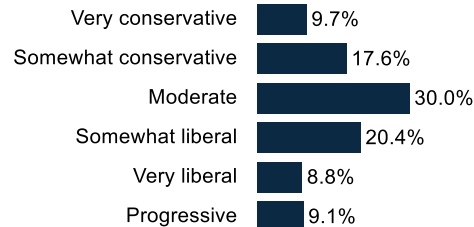
Politics Language Preference



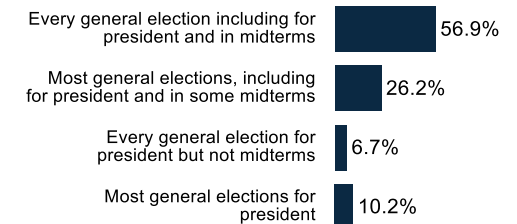
Community Type



Ideology

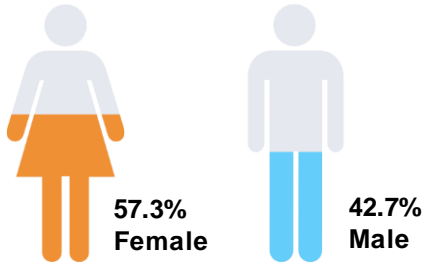


Voter History

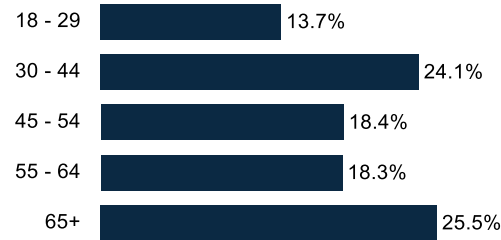


Demographics (Florida)

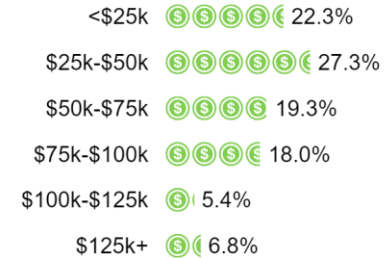
Sex



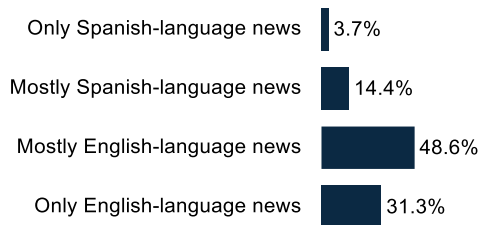
Age Range



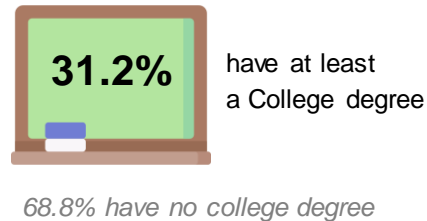
Household Income



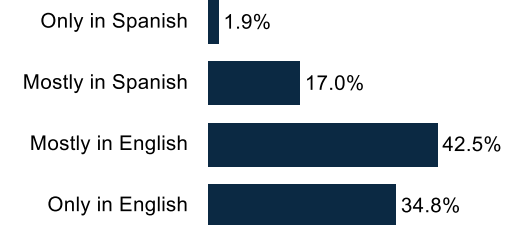
News Language Preference



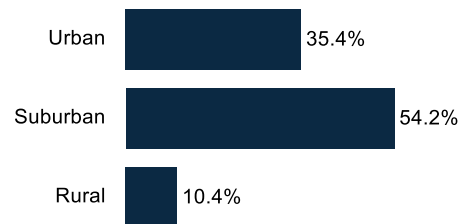
Education



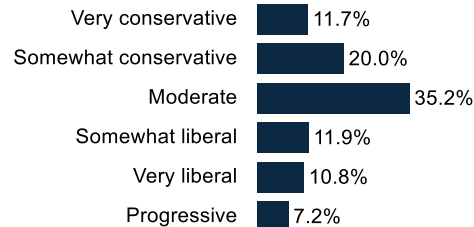
Politics Language Preference



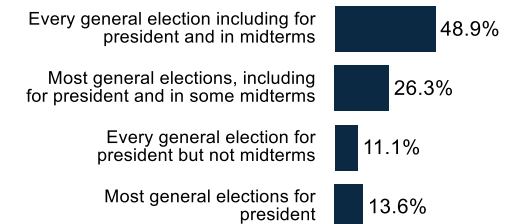
Community Type



Ideology

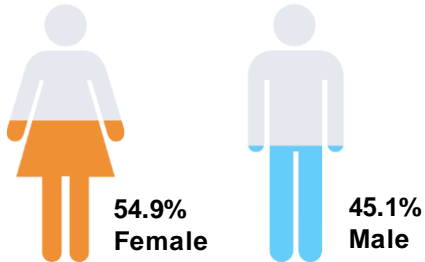


Voter History

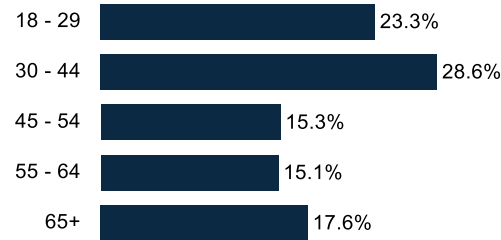


Demographics (Nevada)

Sex



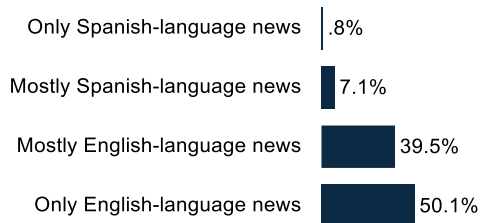
Age Range



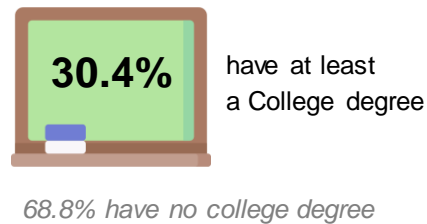
Household Income



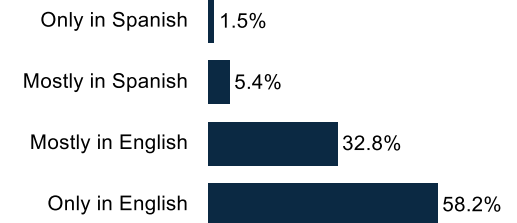
News Language Preference



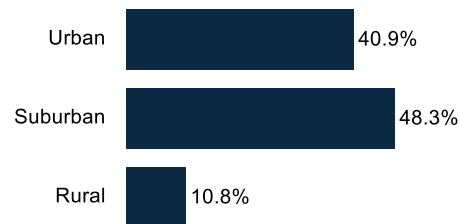
Education



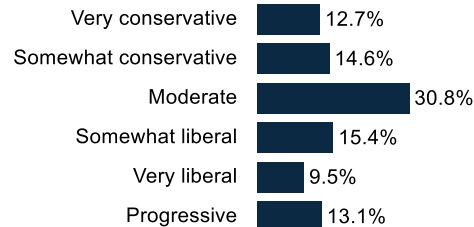
Politics Language Preference



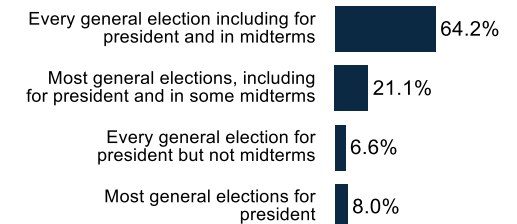
Community Type



Ideology

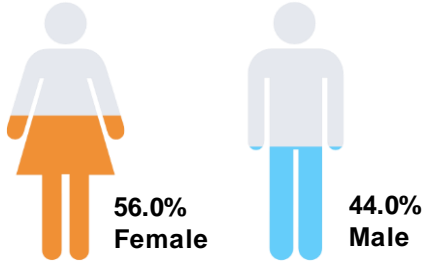


Voter History

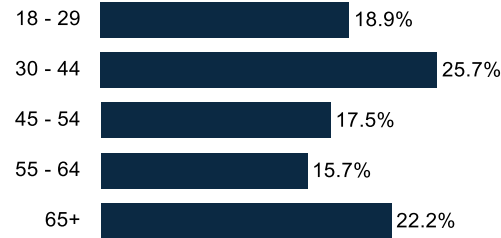


Demographics (Texas RGV)

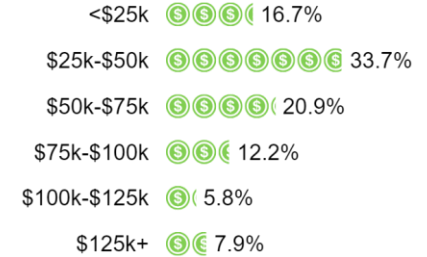
Sex



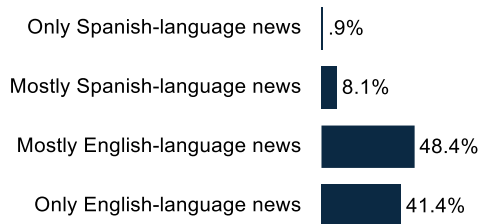
Age Range



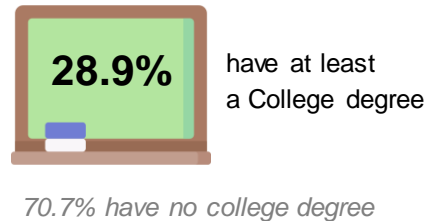
Household Income



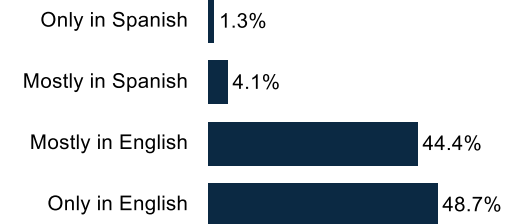
News Language Preference



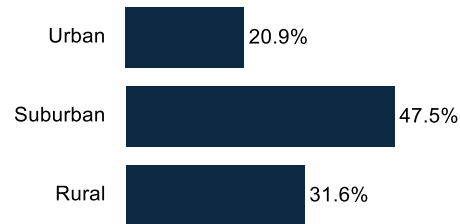
Education



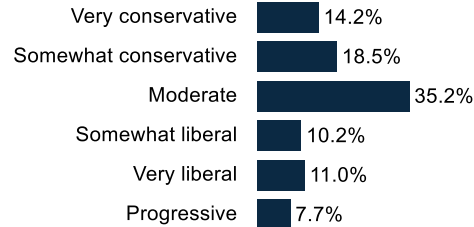
Politics Language Preference



Community Type



Ideology



Voter History

