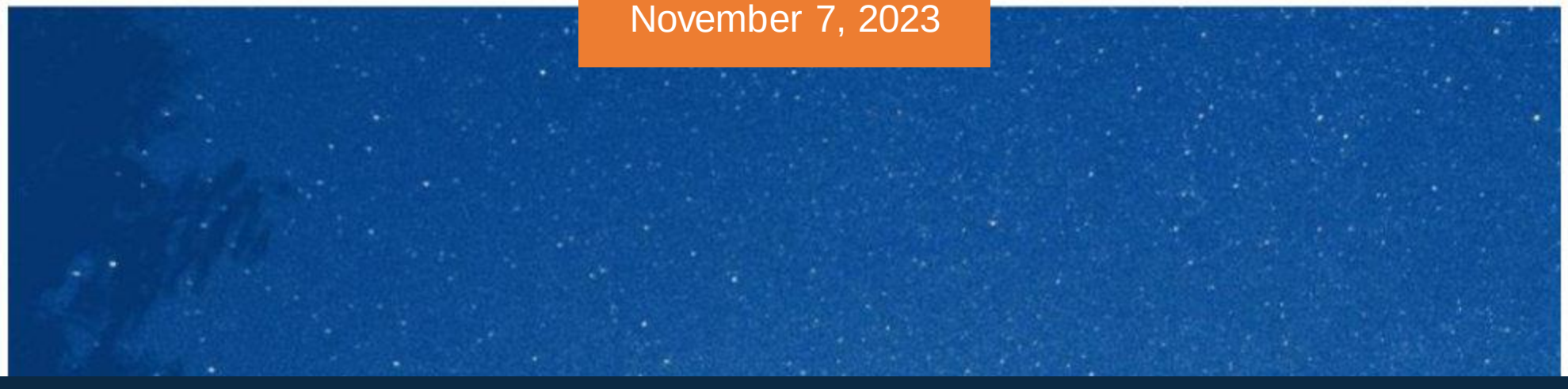
November 7, 2023



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# Survey of Likely General Election Voters

## National

October 30 – November 1, 2023 | n=2000 | ±2.16%

# Insights & Analysis

- Joe **Biden's image noticeably improved** since last month - from upside down by 8 to upside down by 3 – likely due to the war in Israel. (Biden was as 45% fav / 53% unfav [-8 net fav]; now he is 47% fav / 50% unfav [-3 net fav]).
  - Donald **Trump** (-10 net fav) is 6 points more favorable with independents than Biden.
- The **Biden-Trump rematch now has Biden with a +2 lead** (47% Biden / Trump 45%), reverting back to where it stood in September after being tied in October.
  - 44% of **Independents** would vote for **Trump**, 38% for Biden, and 18% are **Undecided.**
- **Biden** leads by +4 against a **generic Republican** who isn't Trump (Biden +1 in October).
  - In this scenario, **Independent's** support for **Biden** drops to 31% while their support for **Republicans** is relatively steady at 42%. **Undecided Independents** jump up to 27%.
- With **Robert F. Kennedy, Jr. in the** race, **Trump** falls to 39%, 40% for **Biden**, and 12% for **Kennedy** (Biden+1).
  - 17% of **Independents** support **Kennedy**, 30% for **Biden**, 36% for **Trump.**
- The **generic ballot remains tied from October** after being R+2 in September. Republicans have made up the lost ground with independents from last month (+4%).
  - More voters now consider the **Republican** Party to be more **extreme** than the **Democrat** Party (45% Rep / 43% Dem), counting 41% of **Democrats** thinking that of their own party. In a marked shift from the last poll, 41% of Republicans believe that of theirs as well (only 30% last round).
- The **top priority** for voters remains **inflation and the economy** (31%), followed now by **illegal immigration** (15%) which continues to surpass gun control (9%) and abortion (4%).

# Insights & Analysis *(cont.)*

- 78% of voters **care at least "some" about who the Speaker of the House is** with 31% saying they care significantly. Just 23% said they only cared a little, not at all, or were unsure.
  - Interestingly, Democrats express higher interest in who is Speaker than Republicans (63% Dems – 58% Republicans). **Non-college voters and Independents tend to care the least.**
- On **mass shootings**, 66% of voters say they are caused by **mental health issues**, 47% said easy access to firearms, and 34% said radicalization or extremism.
  - Republicans and Independents are much more likely to point to mental health, while two-thirds of Democrats cite easy access to firearms.
- **80%** of likely voters, including supermajorities of both Republicans and Democrats, **are concerned about the U.S. national debt**, which now exceeds $33 trillion.
  - 50% of voters said a potential solution would be to **reduce regulations on the economy** and to **simplify the tax structure.**
  - 36% supported **significantly cutting the federal workforce**, and another 20% said **cuts to welfare programs.**
- On **foreign affairs**, a plurality of voters (31%) believe the U.S. should **actively engage** with the global community and work with the international community to address challenges.
  - 20% said the U.S. should **focus on U.S. economic interests, even if it compromises American values** by allying with nations that may not share our values.
  - 24% said the U.S. should **minimize involvement** in foreign affairs and conflicts.
  - The **U.S. Military** (+67 net fav) is extremely popular with both Republicans and Democrats. **Pentagon Leadership** (+27 net fav) sees a **more mixed**, but still favorable, perception among Republicans and Independents while being favorable with nearly two-thirds of Democrats.

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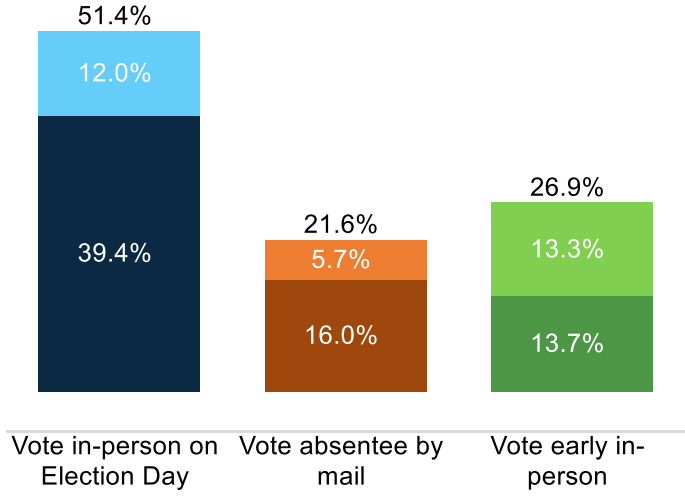
# Insights & Analysis *(cont.)*

- On the **War in Ukraine**, 33% of voters **support providing weapons and financial support.** Another 10% say only financial support, and another 10% say only weapons (53% either weapons, money, or both).
  - 15% say the U.S. should **focus on brokering peace** that allows Russia to keep Ukrainian territory it currently occupies. 18% say the U.S. **should do nothing more.**
- On the **War in Israel**, just 27% **support providing weapons and financial support.** Another 10% say only financial support, and another 10% say only weapons (47% either weapons, money, or both).
  - 28% say the U.S. should **focus on brokering peace** between Israel and Hamas. 12% say the U.S. **should do nothing more.**
  - **69% of voters say the Israeli incursion into Gaza is justified**, including 65% of Democrats and 74% of Republicans, while only 18% overall believe it is not.
- The **differences in perceptions** of the Ukraine and Israel conflicts is **starkest among Democratic voters**. 43% of Democrats support giving money and weapons to Ukraine but only 26% say the same for Israel. **1-in-5 Democrats believe the Israeli incursion into Gaza is not justified.**

# Insights & Analysis – *Segmentation Analysis*

- **Segmentation Analysis** identified three groups via machine-learning: ***GOP Base*** (45%), ***Democrat Base*** (44%), and ***Moderates*** (11%).
  - The ***Moderates*** segment is pessimistic overall about the direction of the country, but not quite to the same degree as the *GOP Base* segment. **These voters lean solidly Republican on the generic ballot** but have mixed opinions on both Trump and Biden. Like the *GOP Base*, these voters are more skeptical of Pentagon Leadership. Overwhelmingly, this segment **views the Republican Party as more extreme.**
  - **National security** is the secondary concern among these voters, following **inflation/economy**, making this segment unique from the social-issues-focused *Democrat Base* and the immigration-focused *GOP Base.* The party that can move the quickest in owning the national security lane will have an advantage with the *Moderates* segment.
  - In a **Trump v. Biden rematch**, the *Moderates* segment leans slightly in favor of Trump, but much less so than their Republican tilt on the generic ballot. Notably, a non-Trump Republican is only tied with Biden among this group. **Kennedy takes away more of these *Moderates* from Biden than he does Trump** in a 3-way matchup.
  - These voters are **much less informed on foreign affairs** than the other two segments and are largely unsure about the role the U.S. should play on the global stage, including in the conflicts in Ukraine and Gaza.
  - These voters tend to be **center-right, suburban voters who are earning under $50k annually**, which is less than the partisan segments. Most voted for Trump in the 2020 election. Of the three segments, these voters are the **least likely to have a college degree**.

# Vote Method




| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Definitely vote | 65% | 73% | 69% | 69% | 70% | 68% | 68% | 70% | 72% | 74% | 65% | 65% | 69% | 68% | 73% | 69% | 66% | 71% | 62% | 72% | 72% | 65% | 59% | 68% | 72% | 69% | 70% | 68% | 56% | 57% | 70% | 70% | 75% | 60% | 61% |
| Probably vote | 35% | 27% | 31% | 31% | 30% | 32% | 32% | 30% | 28% | 26% | 35% | 35% | 31% | 32% | 27% | 31% | 34% | 29% | 38% | 28% | 28% | 35% | 41% | 32% | 28% | 31% | 30% | 32% | 44% | 43% | 30% | 30% | 25% | 40% | 39% |
| Vote in-person on Election Day | 50% | 48% | 61% | 47% | 54% | 55% | 52% | 42% | 62% | 60% | 57% | 45% | 35% | 51% | 53% | 47% | 58% | 61% | 46% | 45% | 55% | 47% | 42% | 55% | 47% | 57% | 49% | 53% | 49% | 48% | 60% | 43% | 49% | 54% | 57% |
| Vote absentee by mail | 20% | 30% | 8% | 29% | 16% | 21% | 22% | 31% | 19% | 21% | 7% | 22% | 35% | 22% | 16% | 27% | 18% | 13% | 27% | 27% | 20% | 20% | 24% | 14% | 30% | 9% | 22% | 21% | 26% | 22% | 14% | 29% | 23% | 21% | 18% |
| Vote early in-person | 30% | 23% | 30% | 24% | 31% | 24% | 26% | 28% | 19% | 20% | 35% | 33% | 30% | 28% | 31% | 27% | 24% | 26% | 27% | 28% | 25% | 33% | 35% | 31% | 23% | 34% | 29% | 25% | 25% | 29% | 26% | 27% | 28% | 26% | 25% |
| Definitely vote in-person on Election Day | 37% | 35% | 50% | 36% | 43% | 43% | 39% | 30% | 48% | 50% | 44% | 31% | 26% | 36% | 44% | 35% | 43% | 48% | 31% | 36% | 43% | 33% | 29% | 44% | 35% | 46% | 38% | 41% | 34% | 31% | 47% | 33% | 42% | 35% | 40% |
| Probably vote in-person on Election Day | 13% | 12% | 11% | 11% | 10% | 11% | 13% | 12% | 14% | 10% | 13% | 14% | 8% | 15% | 9% | 12% | 15% | 13% | 15% | 9% | 11% | 14% | 13% | 11% | 12% | 11% | 11% | 12% | 16% | 18% | 13% | 10% | 7% | 18% | 17% |
| Definitely vote absentee by mail | 13% | 24% | 6% | 22% | 12% | 14% | 16% | 23% | 14% | 14% | 4% | 17% | 27% | 16% | 11% | 20% | 13% | 9% | 20% | 20% | 15% | 15% | 14% | 9% | 25% | 7% | 17% | 15% | 16% | 14% | 10% | 22% | 19% | 12% | 11% |
| Probably vote absentee by mail | 7% | 5% | 3% | 7% | 3% | 6% | 6% | 8% | 5% | 6% | 3% | 5% | 8% | 6% | 5% | 6% | 5% | 4% | 7% | 6% | 5% | 5% | 10% | 5% | 5% | 2% | 5% | 6% | 10% | 9% | 3% | 8% | 4% | 9% | 7% |
| Definitely vote early in-person | 15% | 14% | 14% | 11% | 15% | 11% | 13% | 17% | 10% | 10% | 17% | 17% | 15% | 15% | 18% | 14% | 10% | 13% | 11% | 16% | 13% | 17% | 17% | 15% | 12% | 16% | 16% | 12% | 7% | 13% | 13% | 15% | 14% | 13% | 10% |
| Probably vote early in-person | 15% | 9% | 17% | 13% | 16% | 14% | 13% | 10% | 10% | 10% | 18% | 16% | 15% | 12% | 14% | 13% | 14% | 13% | 16% | 12% | 12% | 16% | 18% | 16% | 11% | 18% | 13% | 13% | 18% | 17% | 14% | 12% | 14% | 12% | 15% |

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

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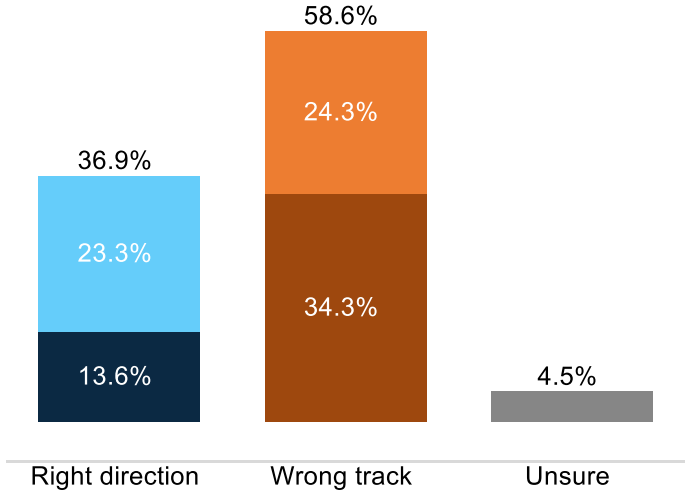
# US Direction




| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Right direction | 32% | 30% | 55% | 31% | 52% | 35% | 28% | 38% | 26% | 43% | 30% | 39% | 49% | 29% | 59% | 32% | 28% | 20% | 22% | 62% | 34% | 47% | 45% | 44% | 30% | 56% | 46% | 31% | 15% | 34% | 15% | 59% | 39% | 35% | 30% |
| Wrong track | 61% | 66% | 42% | 66% | 46% | 60% | 66% | 58% | 68% | 55% | 65% | 57% | 46% | 66% | 38% | 64% | 67% | 80% | 72% | 32% | 63% | 42% | 50% | 52% | 66% | 41% | 51% | 64% | 66% | 61% | 83% | 35% | 58% | 60% | 60% |
| Definitely the right direction | 10% | 8% | 30% | 7% | 29% | 9% | 8% | 11% | 8% | 15% | 9% | 18% | 21% | 8% | 28% | 9% | 10% | 7% | 4% | 25% | 13% | 14% | 19% | 19% | 9% | 27% | 21% | 8% | 3% | 6% | 6% | 22% | 16% | 10% | 12% |
| Mostly the right direction | 22% | 22% | 26% | 23% | 23% | 26% | 20% | 28% | 19% | 28% | 22% | 21% | 28% | 22% | 31% | 23% | 18% | 13% | 18% | 37% | 21% | 33% | 26% | 25% | 22% | 28% | 25% | 22% | 12% | 28% | 9% | 37% | 24% | 24% | 18% |
| Mostly the wrong track | 30% | 23% | 19% | 25% | 16% | 27% | 26% | 29% | 32% | 23% | 24% | 23% | 17% | 28% | 18% | 27% | 25% | 23% | 33% | 21% | 24% | 28% | 25% | 25% | 22% | 20% | 22% | 26% | 36% | 38% | 24% | 23% | 19% | 33% | 25% |
| Definitely the wrong track | 31% | 43% | 23% | 42% | 30% | 33% | 40% | 29% | 36% | 32% | 41% | 33% | 29% | 37% | 20% | 36% | 42% | 56% | 39% | 11% | 39% | 14% | 25% | 28% | 44% | 21% | 30% | 38% | 31% | 23% | 59% | 11% | 39% | 26% | 34% |
| Unsure | 7% | 4% | 3% | 3% | 1% | 5% | 6% | 4% | 6% | 2% | 5% | 5% | 5% | 5% | 4% | 5% | 5% | 1% | 6% | 6% | 3% | 11% | 5% | 3% | 4% | 3% | 2% | 6% | 19% | 4% | 2% | 6% | 3% | 6% | 11% |

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

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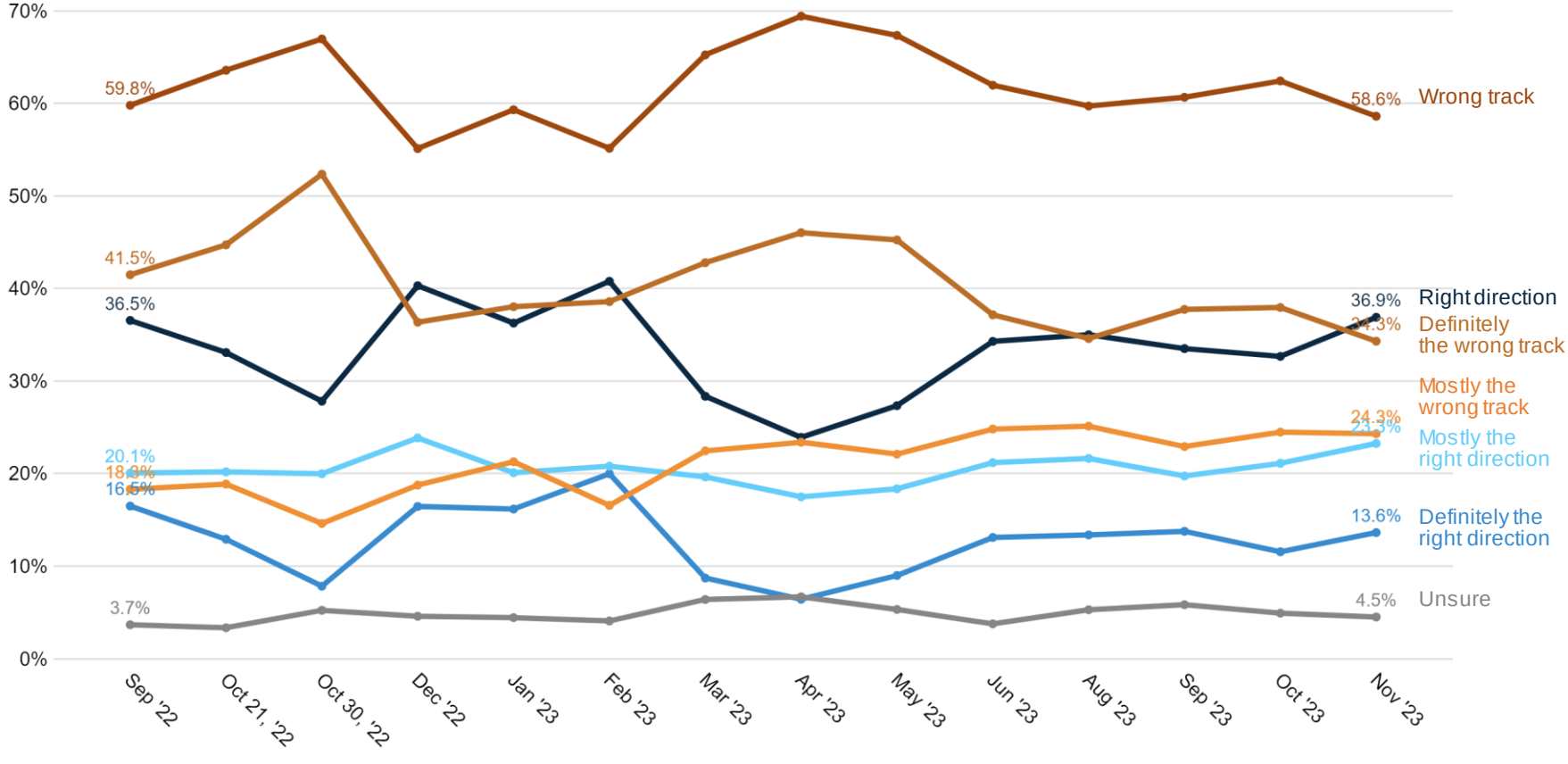
# Trend: US Direction

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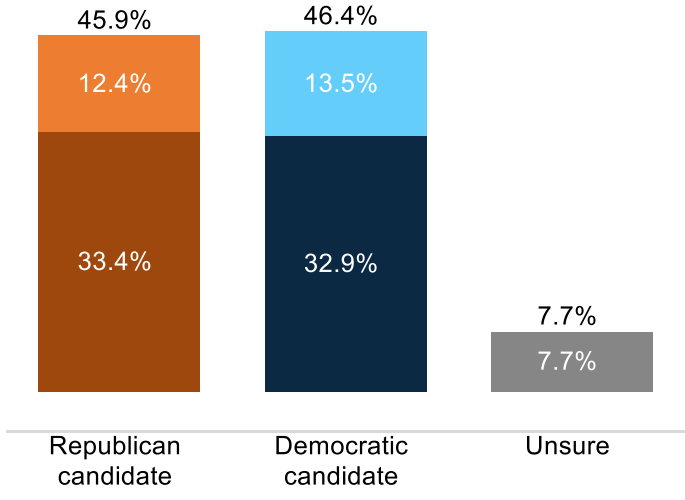
# Generic Ballot

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican candidate | 41% | 46% | 47% | 51% | 44% | 53% | 49% | 31% | 50% | 42% | 54% | 48% | 39% | 40% | 35% | 47% | 53% | 93% | 41% | 5% | 51% | 19% | 44% | 45% | 48% | 42% | 39% | 51% | 89% | 7% | 48% | 44% | 41% |
| Democratic candidate | 50% | 46% | 49% | 39% | 51% | 38% | 43% | 60% | 41% | 50% | 39% | 46% | 53% | 51% | 61% | 45% | 36% | 4% | 37% | 93% | 41% | 71% | 51% | 49% | 43% | 52% | 55% | 41% | 5% | 88% | 48% | 47% | 36% |
| Definitely the Republican candidate | 27% | 38% | 33% | 37% | 34% | 36% | 39% | 18% | 37% | 31% | 40% | 36% | 26% | 32% | 24% | 35% | 39% | 73% | 22% | 3% | 39% | 8% | 26% | 32% | 38% | 30% | 27% | 38% | 69% | 3% | 39% | 26% | 22% |
| Probably the Republican candidate | 14% | 9% | 14% | 13% | 10% | 18% | 11% | 13% | 13% | 11% | 14% | 12% | 13% | 9% | 11% | 12% | 14% | 20% | 18% | 3% | 12% | 11% | 19% | 13% | 10% | 13% | 11% | 13% | 19% | 4% | 8% | 18% | 19% |
| Probably the Democratic candidate | 19% | 12% | 13% | 9% | 11% | 11% | 15% | 17% | 14% | 16% | 13% | 12% | 13% | 15% | 12% | 16% | 11% | 3% | 21% | 20% | 11% | 22% | 18% | 13% | 11% | 14% | 13% | 14% | 3% | 22% | 8% | 23% | 13% |
| Definitely the Democratic candidate | 31% | 34% | 36% | 31% | 40% | 26% | 28% | 43% | 28% | 34% | 27% | 34% | 40% | 36% | 48% | 30% | 26% | 2% | 16% | 73% | 30% | 49% | 33% | 36% | 33% | 37% | 42% | 27% | 2% | 66% | 40% | 24% | 23% |
| Unsure | 9% | 8% | 4% | 10% | 5% | 9% | 8% | 9% | 8% | 7% | 7% | 6% | 9% | 9% | 4% | 8% | 10% | 3% | 23% | 2% | 8% | 10% | 4% | 7% | 9% | 6% | 7% | 8% | 6% | 5% | 4% | 9% | 23% |

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

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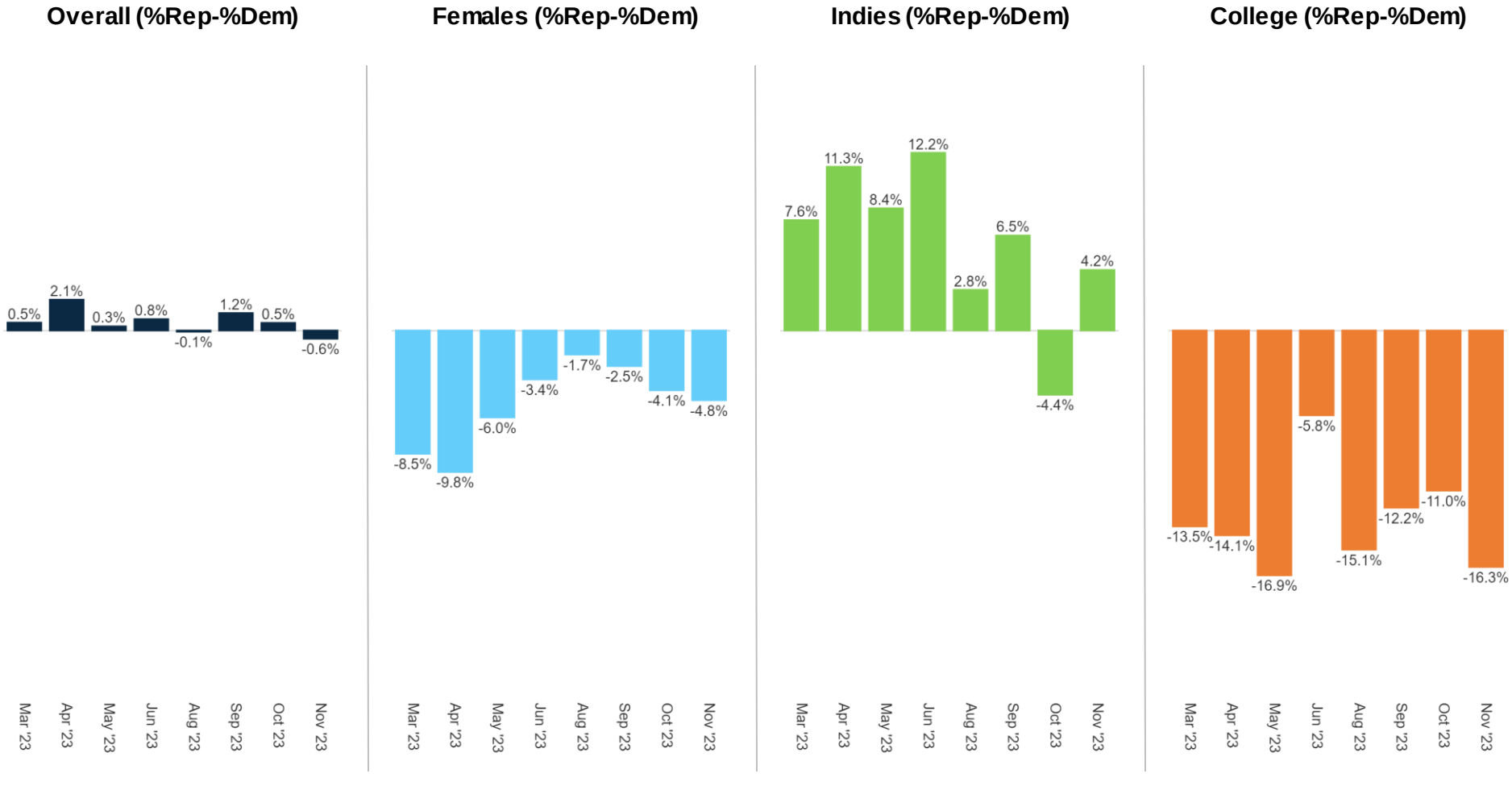
# Generic Ballot Movement

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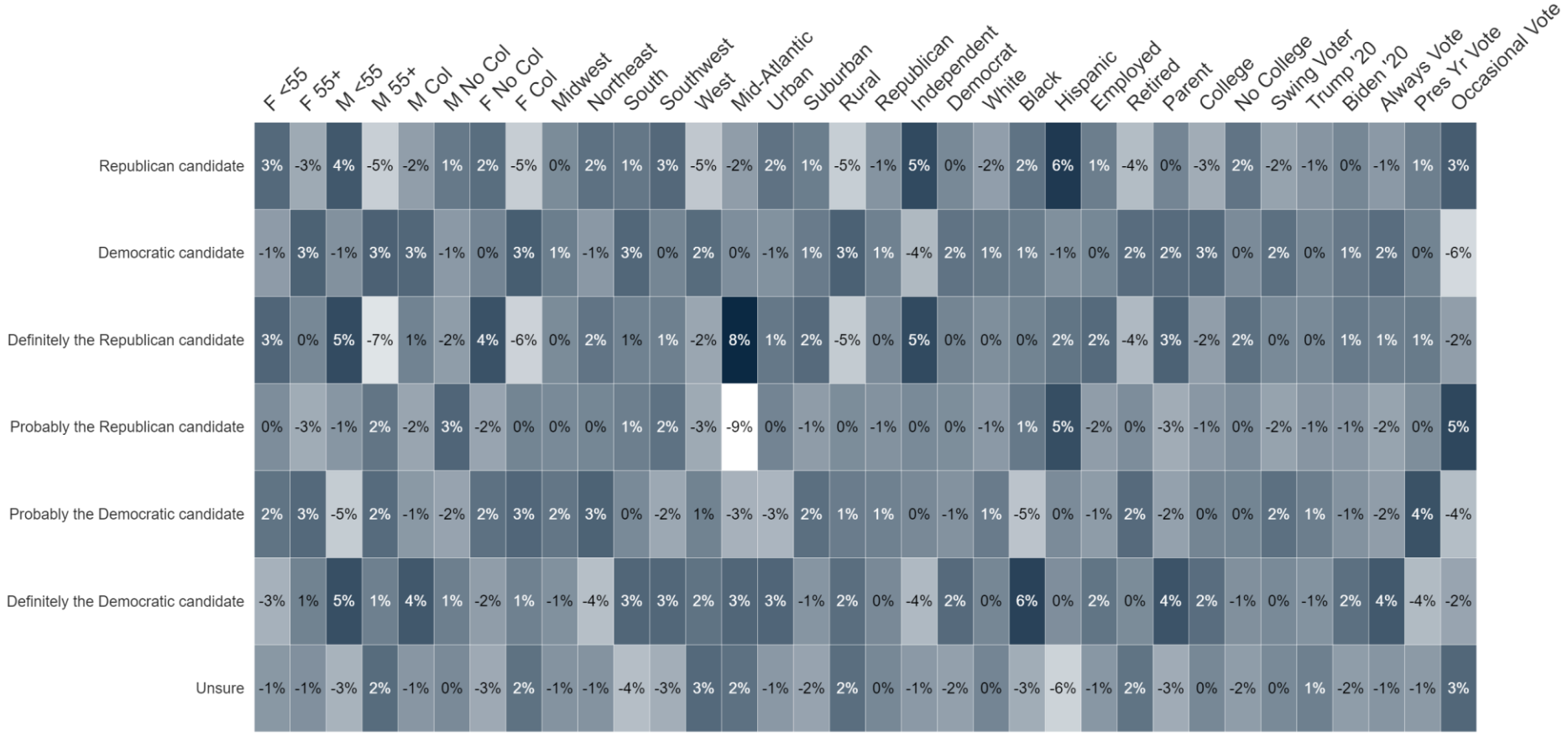
# Percent Change: Generic Ballot (Oct 2023 to Nov 2023)

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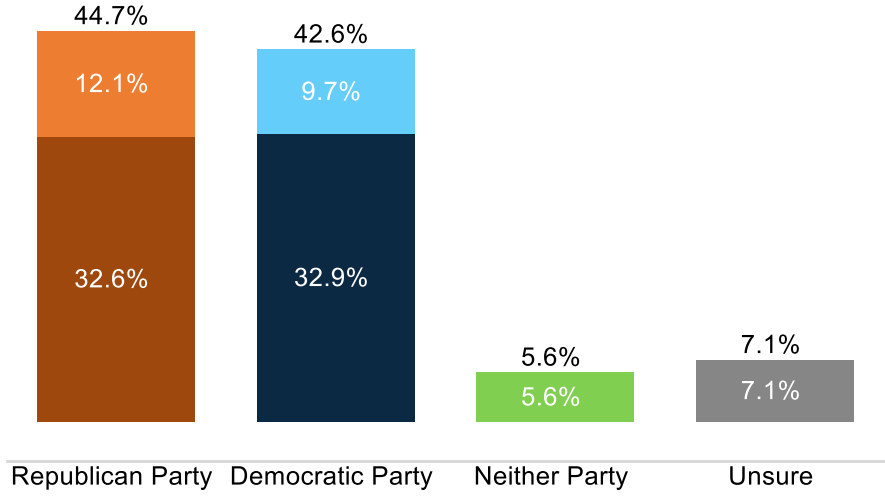
# Party - Extreme

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican Party | 47% | 45% | 42% | 44% | 41% | 45% | 43% | 54% | 44% | 48% | 44% | 39% | 47% | 45% | 41% | 47% | 43% | 41% | 41% | 52% | 43% | 49% | 47% | 44% | 44% | 44% | 47% | 44% | 30% | 47% | 34% | 57% | 44% | 48% | 33% |
| Democratic Party | 37% | 40% | 49% | 45% | 55% | 40% | 41% | 34% | 41% | 41% | 40% | 49% | 42% | 43% | 50% | 40% | 41% | 48% | 37% | 41% | 44% | 35% | 41% | 44% | 44% | 49% | 46% | 40% | 21% | 39% | 52% | 34% | 47% | 37% | 35% |
| Definitely the Republican Party | 31% | 36% | 28% | 36% | 31% | 32% | 29% | 44% | 34% | 34% | 36% | 27% | 33% | 31% | 31% | 34% | 31% | 27% | 28% | 42% | 33% | 32% | 32% | 30% | 36% | 29% | 37% | 30% | 16% | 22% | 21% | 46% | 38% | 27% | 20% |
| Probably the Republican Party | 16% | 9% | 14% | 8% | 9% | 13% | 14% | 10% | 11% | 14% | 8% | 12% | 14% | 14% | 10% | 13% | 11% | 14% | 13% | 10% | 11% | 17% | 15% | 14% | 9% | 15% | 10% | 14% | 14% | 25% | 13% | 11% | 7% | 21% | 13% |
| Probably the Democratic Party | 13% | 7% | 12% | 5% | 9% | 8% | 10% | 11% | 11% | 9% | 10% | 9% | 7% | 16% | 10% | 10% | 10% | 10% | 9% | 10% | 9% | 13% | 16% | 12% | 5% | 14% | 10% | 10% | 7% | 20% | 9% | 9% | 7% | 14% | 9% |
| Definitely the Democratic Party | 24% | 33% | 38% | 40% | 46% | 32% | 30% | 23% | 31% | 32% | 30% | 40% | 35% | 27% | 40% | 30% | 31% | 39% | 28% | 31% | 36% | 23% | 25% | 33% | 39% | 35% | 36% | 31% | 14% | 19% | 44% | 25% | 40% | 22% | 26% |
| Neither Party | 6% | 6% | 5% | 5% | 2% | 8% | 6% | 7% | 6% | 6% | 5% | 6% | 5% | 4% | 5% | 6% | 6% | 4% | 11% | 4% | 5% | 6% | 5% | 6% | 5% | 4% | 4% | 7% | 20% | 8% | 5% | 5% | 4% | 7% | 10% |
| Unsure | 10% | 9% | 4% | 5% | 2% | 7% | 11% | 5% | 8% | 5% | 11% | 6% | 6% | 7% | 5% | 7% | 10% | 7% | 11% | 3% | 7% | 10% | 7% | 6% | 7% | 3% | 3% | 9% | 30% | 6% | 8% | 4% | 4% | 8% | 22% |

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

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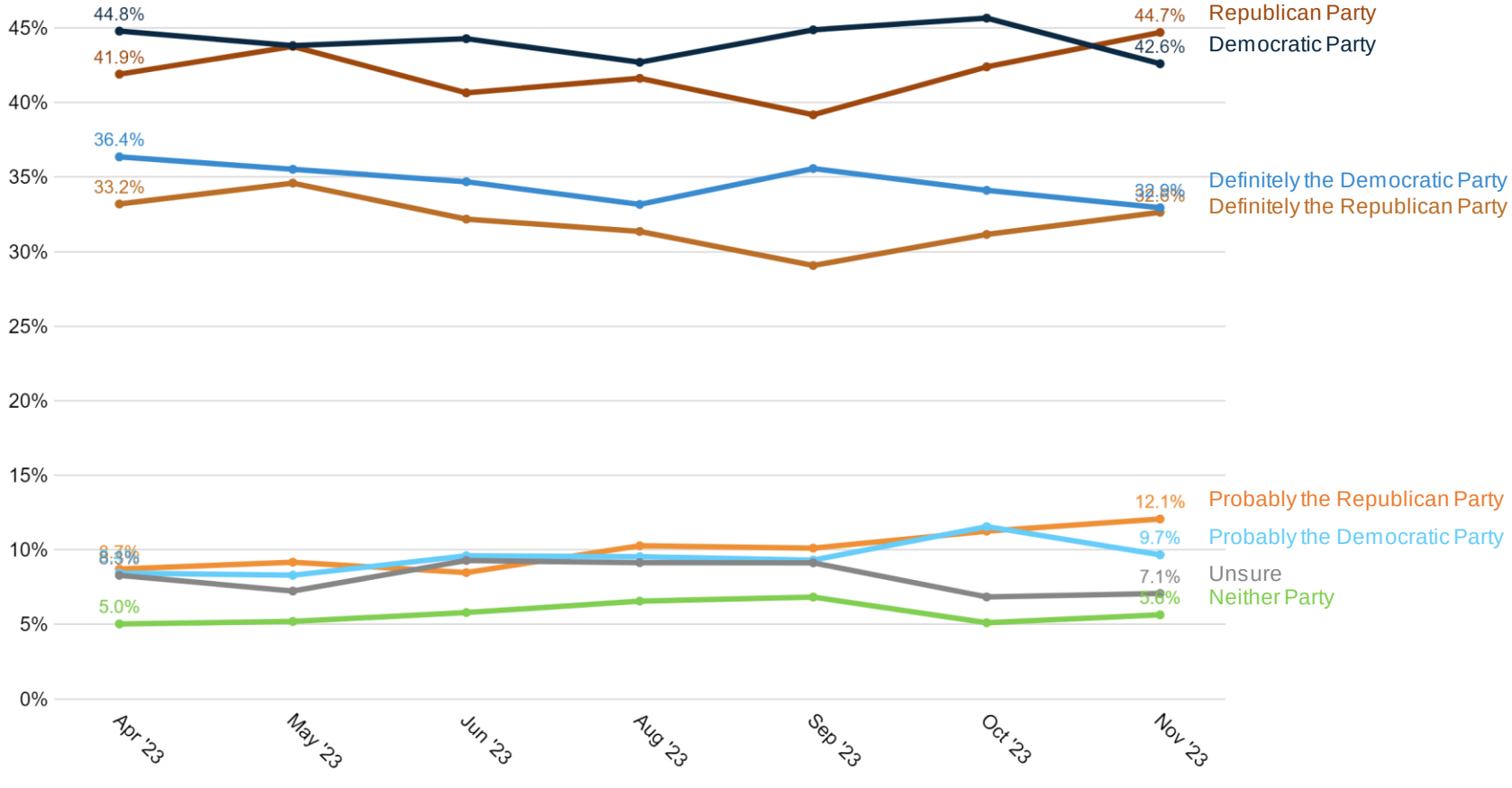
# Trend: Party - Extreme

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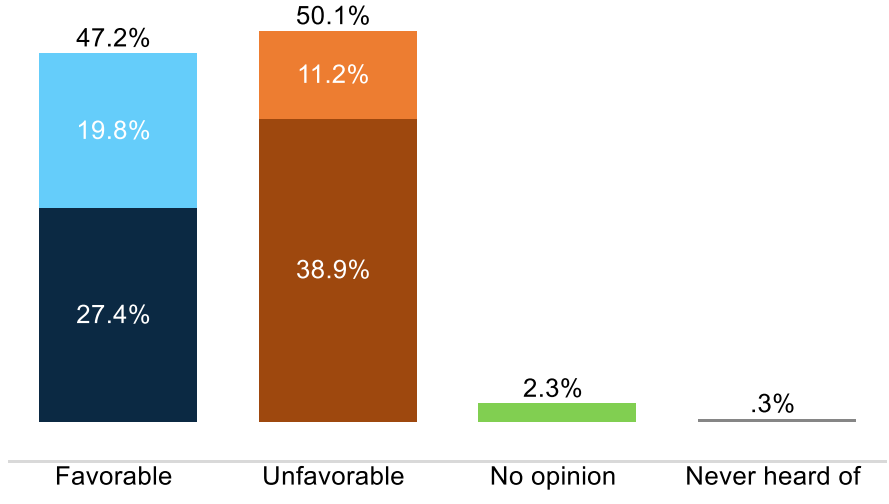
# Image: Joe Biden

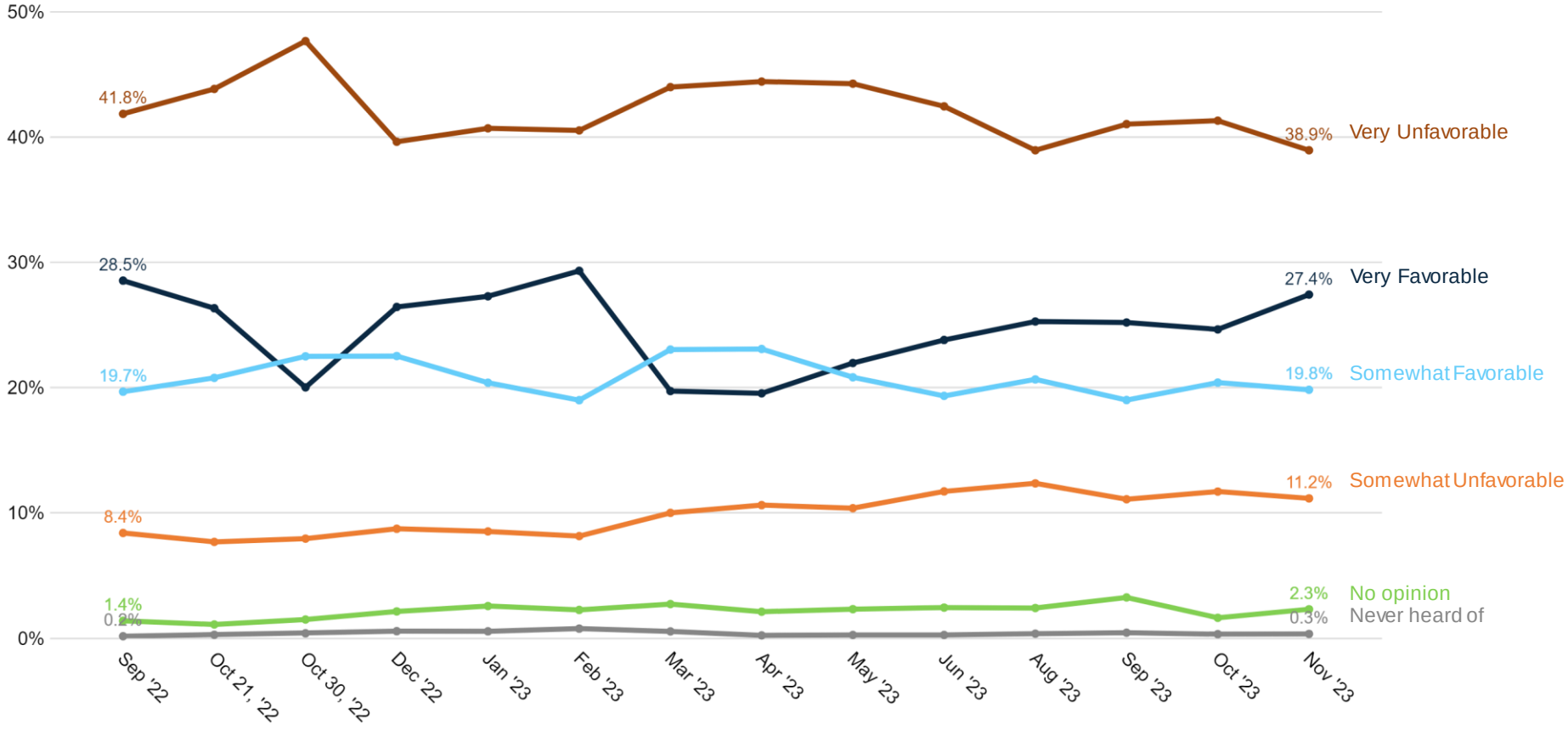



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 45% | 47% | 55% | 42% | 56% | 41% | 41% | 58% | 39% | 52% | 40% | 47% | 58% | 47% | 66% | 43% | 39% | 15% | 37% | 84% | 43% | 68% | 53% | 50% | 44% | 57% | 57% | 41% | 28% | 45% | 12% | 84% | 49% | 46% | 40% |
| Unfavorable Total | 49% | 52% | 42% | 58% | 43% | 57% | 55% | 40% | 58% | 46% | 58% | 49% | 40% | 50% | 32% | 54% | 59% | 83% | 60% | 13% | 55% | 26% | 44% | 47% | 55% | 41% | 42% | 56% | 60% | 52% | 86% | 15% | 50% | 50% | 53% |
| Very favorable | 25% | 27% | 35% | 21% | 38% | 20% | 22% | 35% | 22% | 31% | 23% | 27% | 36% | 23% | 45% | 22% | 23% | 6% | 13% | 56% | 26% | 36% | 36% | 31% | 25% | 39% | 37% | 21% | 6% | 14% | 5% | 52% | 33% | 21% | 18% |
| Somewhat favorable | 20% | 20% | 19% | 20% | 18% | 21% | 18% | 23% | 17% | 21% | 17% | 20% | 22% | 24% | 21% | 21% | 16% | 9% | 24% | 28% | 18% | 32% | 17% | 19% | 18% | 18% | 20% | 20% | 22% | 30% | 7% | 32% | 17% | 25% | 22% |
| Somewhat unfavorable | 15% | 8% | 12% | 9% | 8% | 13% | 10% | 15% | 14% | 11% | 12% | 9% | 10% | 9% | 9% | 13% | 10% | 11% | 17% | 8% | 10% | 11% | 15% | 13% | 8% | 12% | 11% | 11% | 20% | 24% | 11% | 9% | 8% | 16% | 13% |
| Very unfavorable | 34% | 44% | 30% | 49% | 35% | 43% | 45% | 25% | 45% | 36% | 45% | 40% | 30% | 41% | 22% | 41% | 49% | 72% | 43% | 5% | 44% | 15% | 29% | 34% | 48% | 29% | 31% | 44% | 39% | 28% | 75% | 5% | 42% | 34% | 39% |
| No opinion | 5% | 1% | 2% | 1% | 1% | 2% | 4% | 1% | 2% | 2% | 2% | 3% | 3% | 3% | 2% | 2% | 3% | 1% | 4% | 2% | 2% | 5% | 2% | 2% | 1% | 2% | 1% | 3% | 12% | 2% | 2% | 2% | 1% | 3% | 7% |
| Never heard of | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 0% |

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

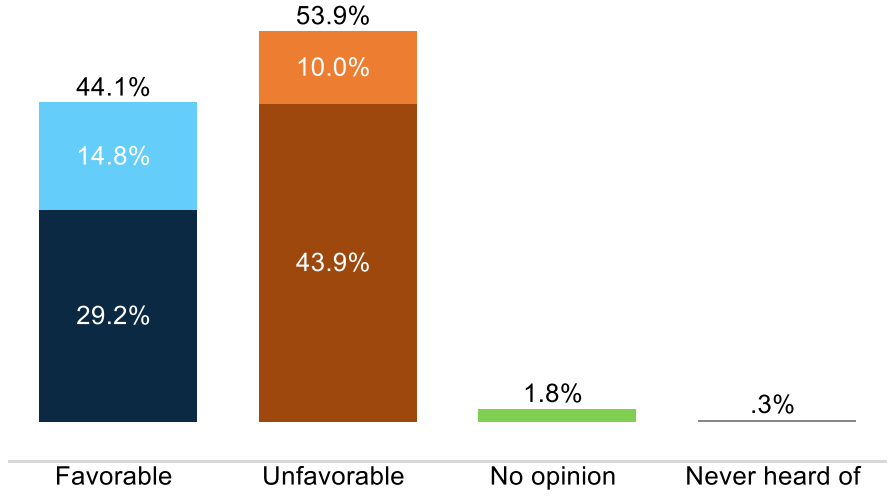
CYGNAL

# Trend: Joe Biden Image




CYGNAL

# Image: Donald Trump

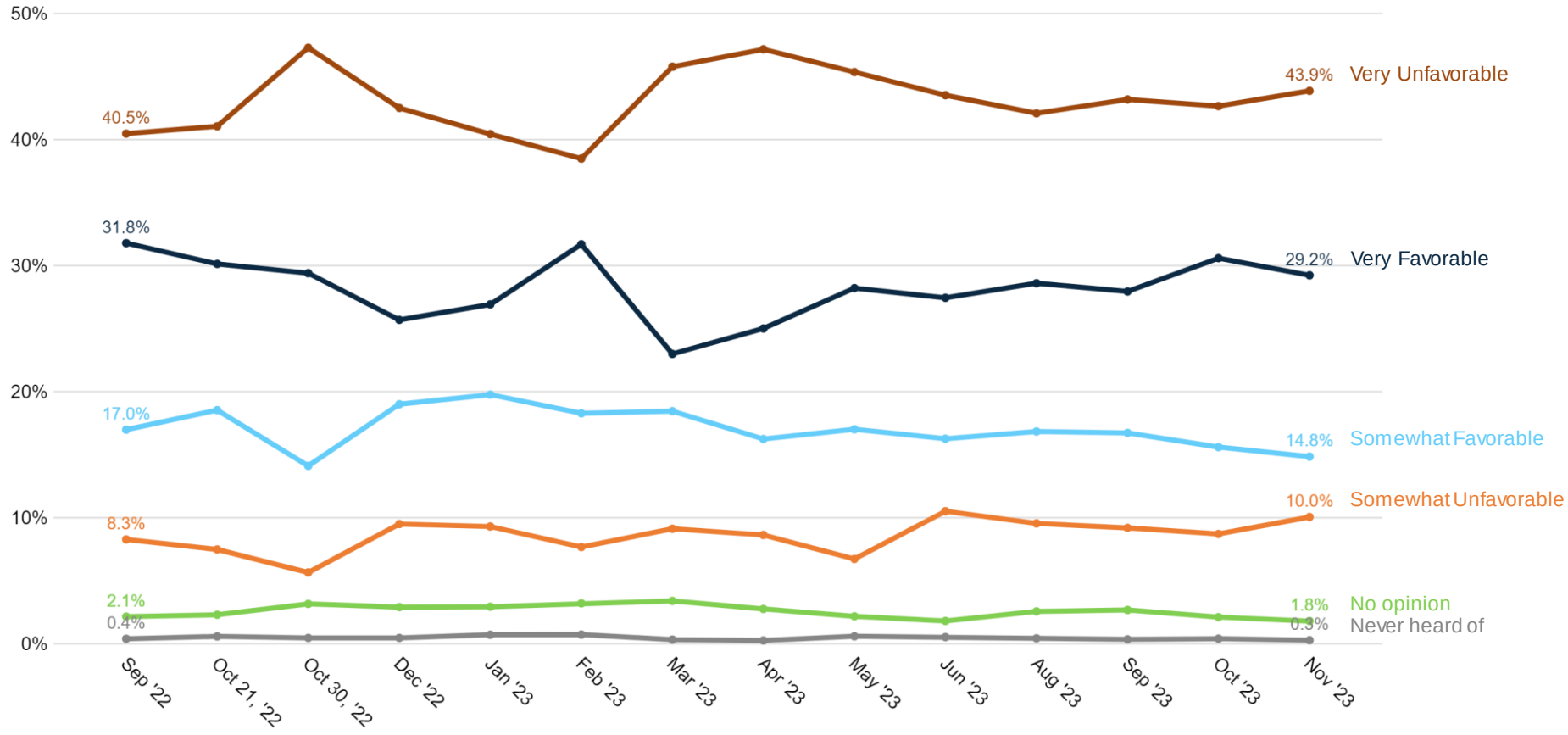



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 45% | 43% | 50% | 39% | 42% | 48% | 51% | 28% | 45% | 43% | 48% | 44% | 41% | 42% | 37% | 44% | 50% | 79% | 40% | 13% | 48% | 25% | 47% | 45% | 41% | 48% | 36% | 50% | 28% | 39% | 83% | 9% | 44% | 44% | 44% |
| Unfavorable Total | 53% | 56% | 48% | 60% | 57% | 49% | 47% | 71% | 53% | 55% | 49% | 53% | 57% | 57% | 60% | 55% | 47% | 19% | 57% | 85% | 51% | 72% | 48% | 52% | 58% | 49% | 63% | 48% | 63% | 58% | 16% | 90% | 55% | 53% | 52% |
| Very favorable | 30% | 29% | 34% | 24% | 28% | 30% | 36% | 14% | 32% | 28% | 32% | 29% | 26% | 31% | 26% | 28% | 34% | 55% | 24% | 8% | 33% | 12% | 28% | 31% | 27% | 34% | 22% | 34% | 15% | 18% | 56% | 6% | 31% | 25% | 31% |
| Somewhat favorable | 15% | 14% | 16% | 15% | 13% | 18% | 14% | 14% | 14% | 14% | 17% | 16% | 16% | 11% | 11% | 16% | 17% | 24% | 16% | 5% | 15% | 13% | 19% | 14% | 14% | 14% | 14% | 16% | 14% | 21% | 26% | 3% | 12% | 19% | 13% |
| Somewhat unfavorable | 10% | 6% | 16% | 9% | 14% | 11% | 7% | 9% | 11% | 8% | 10% | 11% | 9% | 11% | 14% | 8% | 10% | 9% | 12% | 10% | 10% | 9% | 7% | 12% | 7% | 13% | 12% | 9% | 13% | 16% | 10% | 9% | 9% | 12% | 12% |
| Very unfavorable | 43% | 50% | 32% | 50% | 43% | 38% | 40% | 62% | 42% | 46% | 39% | 43% | 48% | 45% | 46% | 46% | 38% | 10% | 46% | 76% | 41% | 63% | 41% | 40% | 51% | 35% | 51% | 39% | 50% | 42% | 6% | 81% | 46% | 41% | 41% |
| No opinion | 2% | 1% | 2% | 1% | 1% | 2% | 3% | 1% | 1% | 3% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 4% | 3% | 2% | 1% | 3% | 1% | 2% | 9% | 2% | 1% | 1% | 1% | 2% | 3% |
| Never heard of | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% |

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

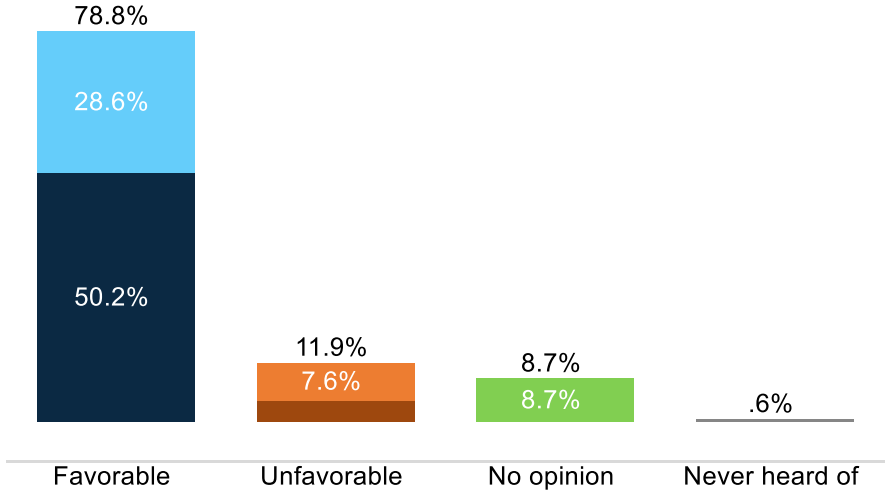
CYGNAL

# Trend: Donald Trump Image




CYGNAL

# Image: U.S. Military

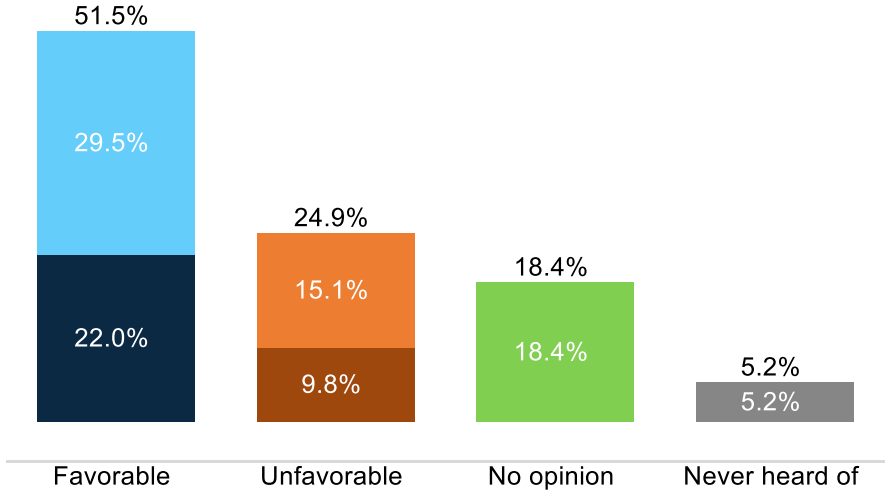



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 69% | 83% | 78% | 87% | 86% | 79% | 76% | 75% | 80% | 78% | 81% | 79% | 74% | 82% | 83% | 78% | 77% | 81% | 73% | 80% | 83% | 72% | 69% | 78% | 85% | 80% | 81% | 77% | 66% | 73% | 80% | 80% | 85% | 72% | 63% |
| Unfavorable Total | 17% | 7% | 16% | 6% | 10% | 13% | 12% | 12% | 11% | 10% | 11% | 12% | 15% | 10% | 10% | 12% | 13% | 12% | 14% | 10% | 10% | 15% | 16% | 14% | 6% | 14% | 11% | 13% | 9% | 17% | 13% | 10% | 9% | 17% | 14% |
| Very favorable | 40% | 54% | 52% | 56% | 57% | 51% | 48% | 44% | 50% | 54% | 52% | 47% | 49% | 50% | 55% | 48% | 50% | 49% | 45% | 54% | 54% | 43% | 41% | 51% | 55% | 52% | 52% | 49% | 39% | 40% | 50% | 54% | 57% | 41% | 41% |
| Somewhat favorable | 29% | 29% | 26% | 31% | 29% | 27% | 28% | 31% | 31% | 25% | 29% | 31% | 25% | 33% | 27% | 30% | 27% | 32% | 28% | 26% | 29% | 29% | 28% | 27% | 30% | 28% | 30% | 28% | 27% | 33% | 30% | 27% | 28% | 31% | 22% |
| Somewhat unfavorable | 11% | 4% | 11% | 5% | 6% | 9% | 7% | 8% | 7% | 6% | 7% | 9% | 11% | 4% | 6% | 8% | 8% | 7% | 9% | 7% | 6% | 8% | 13% | 9% | 3% | 9% | 7% | 8% | 6% | 11% | 8% | 6% | 6% | 11% | 6% |
| Very unfavorable | 7% | 3% | 6% | 2% | 3% | 4% | 5% | 5% | 4% | 5% | 4% | 3% | 5% | 6% | 4% | 4% | 4% | 5% | 6% | 3% | 3% | 7% | 4% | 5% | 2% | 5% | 4% | 5% | 3% | 6% | 4% | 4% | 3% | 6% | 8% |
| No opinion | 14% | 9% | 5% | 6% | 4% | 7% | 11% | 13% | 8% | 11% | 8% | 9% | 10% | 6% | 7% | 10% | 9% | 6% | 12% | 9% | 7% | 13% | 14% | 8% | 8% | 5% | 8% | 9% | 23% | 9% | 7% | 9% | 6% | 10% | 21% |
| Never heard of | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 2% |

*Do you have a favorable or unfavorable opinion of the U.S. military?*

CYGNAL

# Image: Pentagon Leadership over the U.S. military

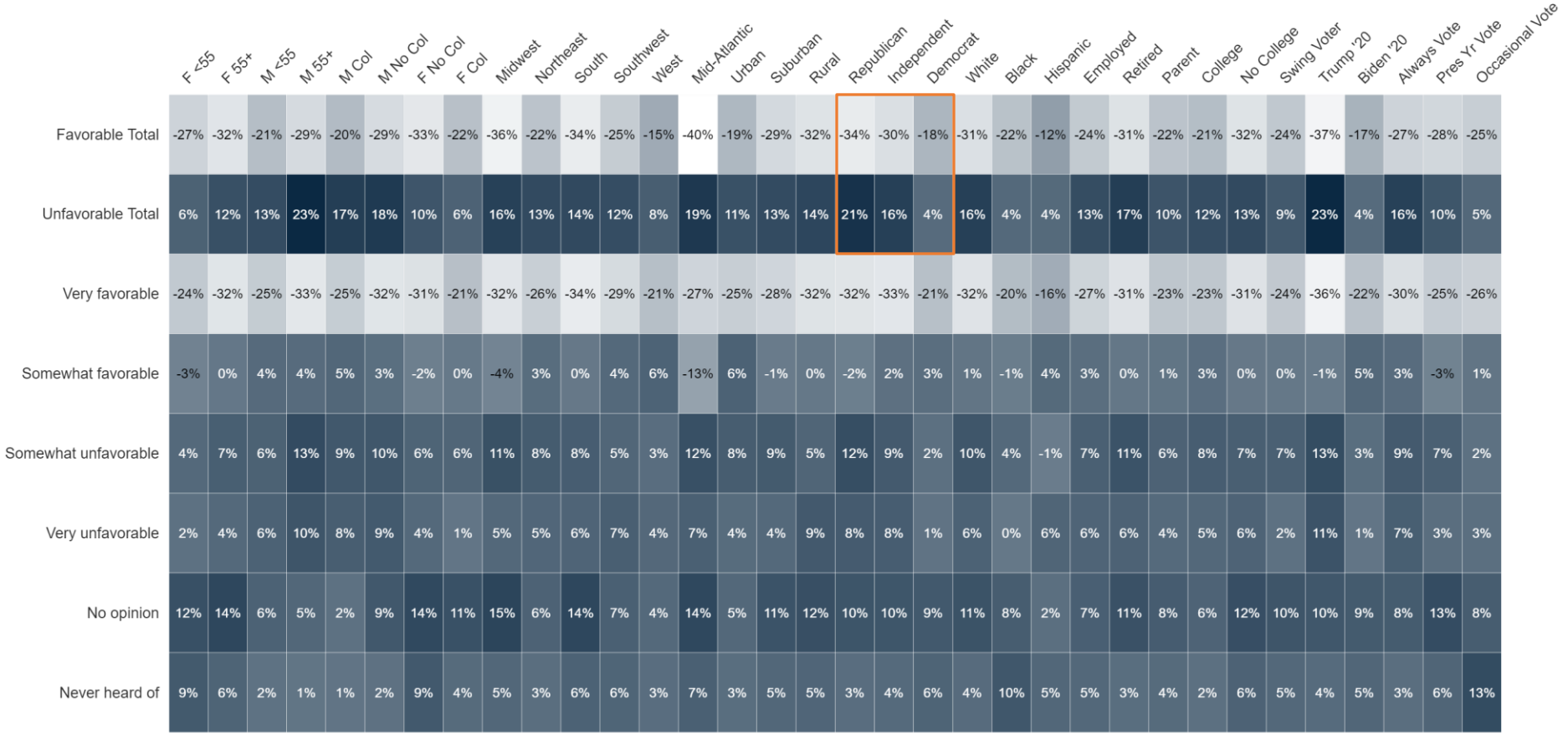



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 42% | 51% | 57% | 58% | 66% | 49% | 43% | 53% | 45% | 56% | 47% | 54% | 59% | 43% | 64% | 49% | 46% | 47% | 43% | 62% | 52% | 50% | 57% | 54% | 54% | 58% | 61% | 46% | 32% | 49% | 43% | 63% | 58% | 44% | 38% |
| Unfavorable Total | 24% | 18% | 29% | 29% | 27% | 32% | 22% | 19% | 28% | 23% | 24% | 24% | 23% | 29% | 22% | 25% | 27% | 33% | 31% | 14% | 26% | 19% | 21% | 26% | 23% | 24% | 23% | 26% | 19% | 26% | 36% | 14% | 25% | 27% | 18% |
| Very favorable | 16% | 22% | 28% | 23% | 32% | 19% | 17% | 23% | 17% | 28% | 18% | 18% | 28% | 23% | 30% | 20% | 19% | 17% | 13% | 33% | 22% | 23% | 25% | 23% | 23% | 29% | 28% | 18% | 12% | 17% | 14% | 32% | 26% | 16% | 15% |
| Somewhat favorable | 26% | 29% | 30% | 35% | 34% | 30% | 26% | 30% | 27% | 28% | 29% | 36% | 32% | 20% | 34% | 29% | 27% | 30% | 30% | 29% | 30% | 27% | 32% | 30% | 31% | 29% | 32% | 28% | 20% | 33% | 29% | 31% | 32% | 28% | 23% |
| Somewhat unfavorable | 15% | 11% | 17% | 18% | 16% | 19% | 13% | 13% | 18% | 14% | 15% | 14% | 14% | 16% | 14% | 16% | 14% | 20% | 17% | 9% | 16% | 12% | 11% | 16% | 14% | 15% | 15% | 15% | 11% | 18% | 21% | 9% | 14% | 18% | 8% |
| Very unfavorable | 9% | 7% | 12% | 12% | 11% | 13% | 9% | 5% | 9% | 10% | 10% | 10% | 9% | 13% | 8% | 9% | 13% | 13% | 13% | 5% | 10% | 7% | 9% | 10% | 9% | 9% | 9% | 11% | 8% | 8% | 15% | 4% | 10% | 9% | 10% |
| No opinion | 25% | 23% | 12% | 11% | 6% | 17% | 25% | 24% | 23% | 17% | 22% | 16% | 14% | 20% | 11% | 20% | 21% | 16% | 22% | 18% | 18% | 21% | 17% | 15% | 20% | 13% | 14% | 22% | 39% | 19% | 17% | 18% | 14% | 23% | 29% |
| Never heard of | 9% | 7% | 2% | 2% | 1% | 2% | 10% | 4% | 5% | 4% | 7% | 6% | 3% | 8% | 3% | 5% | 6% | 4% | 5% | 6% | 4% | 10% | 5% | 5% | 4% | 4% | 2% | 7% | 10% | 5% | 4% | 6% | 3% | 6% | 14% |

*Do you have a favorable or unfavorable opinion of Pentagon leadership over the U.S. military?*

CYGNAL

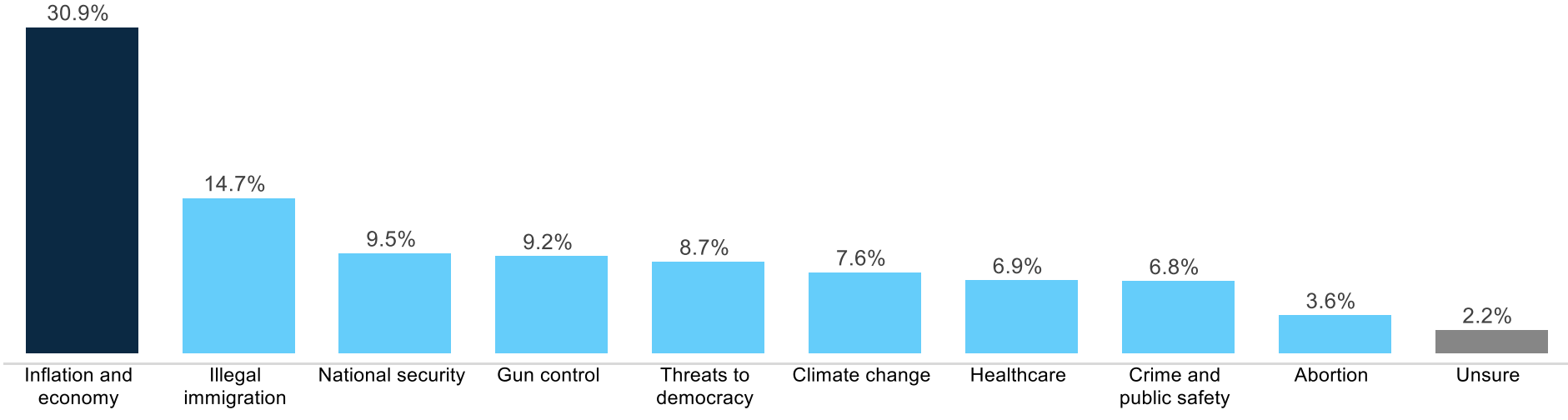
# Percent Change: Image: U.S. military to Image: Pentagon leadership over the U.S. military



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | -27% | -32% | -21% | -29% | -20% | -29% | -33% | -22% | -36% | -22% | -34% | -25% | -15% | -40% | -19% | -29% | -32% | -34% | -30% | -18% | -31% | -22% | -12% | -24% | -31% | -22% | -21% | -32% | -24% | -37% | -17% | -27% | -28% | -25% |
| Unfavorable Total | 6% | 12% | 13% | 23% | 17% | 18% | 10% | 6% | 16% | 13% | 14% | 12% | 8% | 19% | 11% | 13% | 14% | 21% | 16% | 4% | 16% | 4% | 4% | 13% | 17% | 10% | 12% | 13% | 9% | 23% | 4% | 16% | 10% | 5% |
| Very favorable | -24% | -32% | -25% | -33% | -25% | -32% | -31% | -21% | -32% | -26% | -34% | -29% | -21% | -27% | -25% | -28% | -32% | -32% | -33% | -21% | -32% | -20% | -16% | -27% | -31% | -23% | -23% | -31% | -24% | -36% | -22% | -30% | -25% | -26% |
| Somewhat favorable | -3% | 0% | 4% | 4% | 5% | 3% | -2% | 0% | -4% | 3% | 0% | 4% | 6% | -13% | 6% | -1% | 0% | -2% | 2% | 3% | 1% | -1% | 4% | 3% | 0% | 1% | 3% | 0% | 0% | -1% | 5% | 3% | -3% | 1% |
| Somewhat unfavorable | 4% | 7% | 6% | 13% | 9% | 10% | 6% | 6% | 11% | 8% | 8% | 5% | 3% | 12% | 8% | 9% | 5% | 12% | 9% | 2% | 10% | 4% | -1% | 7% | 11% | 6% | 8% | 7% | 7% | 13% | 3% | 9% | 7% | 2% |
| Very unfavorable | 2% | 4% | 6% | 10% | 8% | 9% | 4% | 1% | 5% | 5% | 6% | 7% | 4% | 7% | 4% | 4% | 9% | 8% | 8% | 1% | 6% | 0% | 6% | 6% | 6% | 4% | 5% | 6% | 2% | 11% | 1% | 7% | 3% | 3% |
| No opinion | 12% | 14% | 6% | 5% | 2% | 9% | 14% | 11% | 15% | 6% | 14% | 7% | 4% | 14% | 5% | 11% | 12% | 10% | 10% | 9% | 11% | 8% | 2% | 7% | 11% | 8% | 6% | 12% | 10% | 10% | 9% | 8% | 13% | 8% |
| Never heard of | 9% | 6% | 2% | 1% | 1% | 2% | 9% | 4% | 5% | 3% | 6% | 6% | 3% | 7% | 3% | 5% | 5% | 3% | 4% | 6% | 4% | 10% | 5% | 5% | 3% | 4% | 2% | 6% | 5% | 4% | 5% | 3% | 6% | 13% |

CYGNAL

# Top Priority

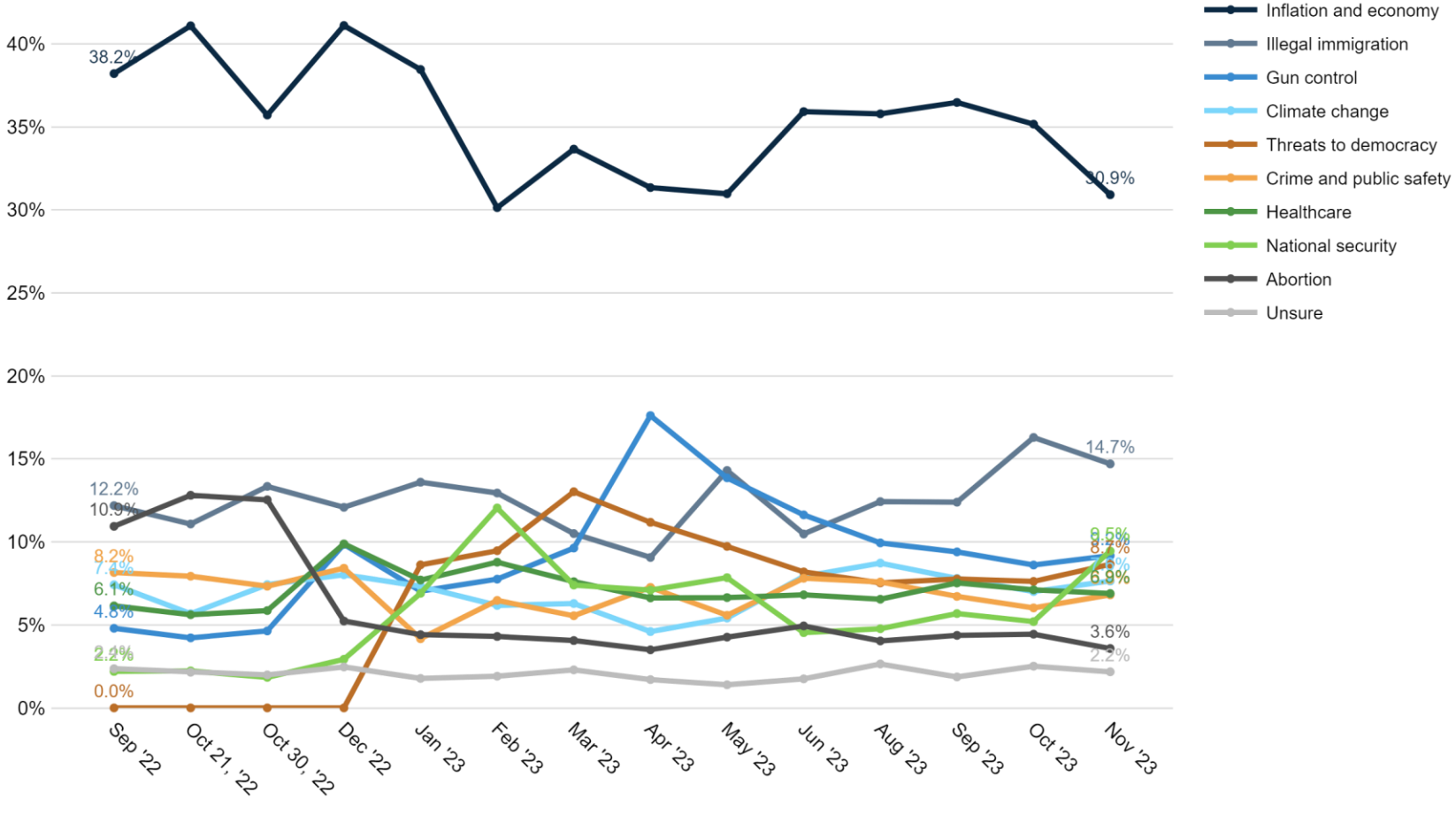



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Inflation and economy | 37% | 29% | 30% | 27% | 27% | 30% | 35% | 28% | 30% | 30% | 36% | 30% | 31% | 27% | 28% | 31% | 32% | 36% | 34% | 24% | 31% | 30% | 34% | 33% | 26% | 31% | 28% | 33% | 38% | 31% | 37% | 25% | 29% | 33% | 31% |
| Illegal immigration | 8% | 18% | 9% | 26% | 16% | 18% | 15% | 9% | 17% | 15% | 12% | 16% | 12% | 17% | 12% | 16% | 15% | 25% | 18% | 4% | 17% | 4% | 12% | 10% | 22% | 8% | 13% | 16% | 10% | 11% | 27% | 4% | 17% | 12% | 11% |
| National security | 7% | 9% | 11% | 11% | 11% | 11% | 9% | 6% | 8% | 8% | 10% | 11% | 11% | 7% | 10% | 9% | 10% | 12% | 9% | 7% | 11% | 5% | 5% | 8% | 14% | 10% | 9% | 10% | 9% | 11% | 11% | 8% | 9% | 9% | 13% |
| Gun control | 10% | 10% | 10% | 6% | 7% | 9% | 9% | 13% | 10% | 8% | 9% | 10% | 8% | 10% | 10% | 10% | 7% | 4% | 8% | 14% | 7% | 18% | 11% | 10% | 7% | 11% | 9% | 9% | 9% | 8% | 4% | 14% | 9% | 9% | 7% |
| Threats to democracy | 5% | 12% | 5% | 13% | 8% | 9% | 7% | 13% | 7% | 10% | 8% | 10% | 8% | 12% | 7% | 9% | 10% | 4% | 9% | 12% | 9% | 7% | 9% | 7% | 12% | 5% | 10% | 8% | 7% | 7% | 4% | 14% | 11% | 7% | 4% |
| Climate change | 6% | 7% | 10% | 8% | 13% | 5% | 5% | 10% | 7% | 9% | 5% | 6% | 11% | 8% | 12% | 7% | 6% | 3% | 5% | 13% | 8% | 5% | 8% | 8% | 8% | 9% | 11% | 5% | 7% | 7% | 2% | 12% | 8% | 6% | 9% |
| Healthcare | 9% | 4% | 10% | 5% | 7% | 8% | 7% | 5% | 7% | 8% | 8% | 5% | 7% | 4% | 9% | 6% | 7% | 5% | 6% | 9% | 7% | 9% | 5% | 8% | 4% | 11% | 6% | 7% | 4% | 10% | 5% | 9% | 6% | 9% | 8% |
| Crime and public safety | 8% | 6% | 10% | 3% | 8% | 5% | 6% | 8% | 7% | 7% | 7% | 5% | 8% | 9% | 8% | 7% | 6% | 6% | 6% | 8% | 6% | 13% | 9% | 8% | 4% | 10% | 8% | 6% | 5% | 9% | 6% | 7% | 6% | 9% | 8% |
| Abortion | 7% | 2% | 3% | 1% | 2% | 2% | 4% | 6% | 5% | 2% | 3% | 6% | 1% | 3% | 4% | 4% | 4% | 3% | 3% | 5% | 3% | 4% | 6% | 6% | 1% | 4% | 4% | 3% | 2% | 5% | 2% | 5% | 3% | 4% | 3% |
| Unsure | 3% | 3% | 1% | 1% | 1% | 2% | 3% | 2% | 2% | 3% | 1% | 1% | 2% | 4% | 2% | 2% | 3% | 1% | 3% | 2% | 2% | 5% | 1% | 2% | 2% | 1% | 1% | 3% | 10% | 2% | 2% | 2% | 2% | 2% | 5% |

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

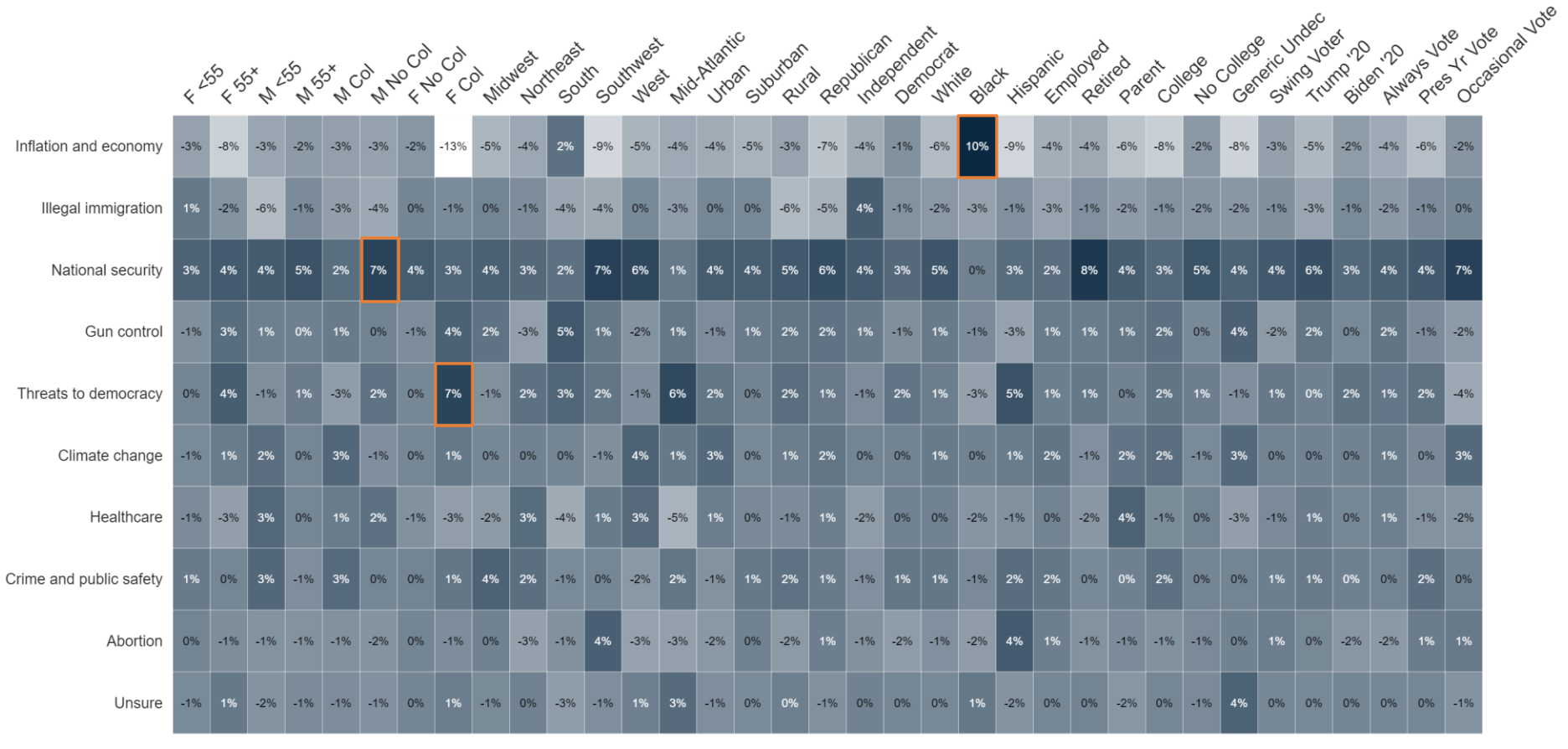
CYGNAL

# Trend: Top Priority



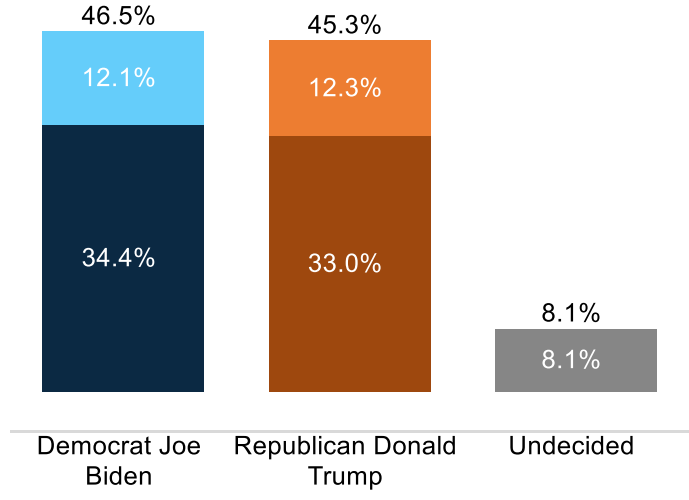

CYGNAL

# Percent Change: Top Priority (Oct 2023 to Nov 2023)




CYGNAL

# Biden v Trump

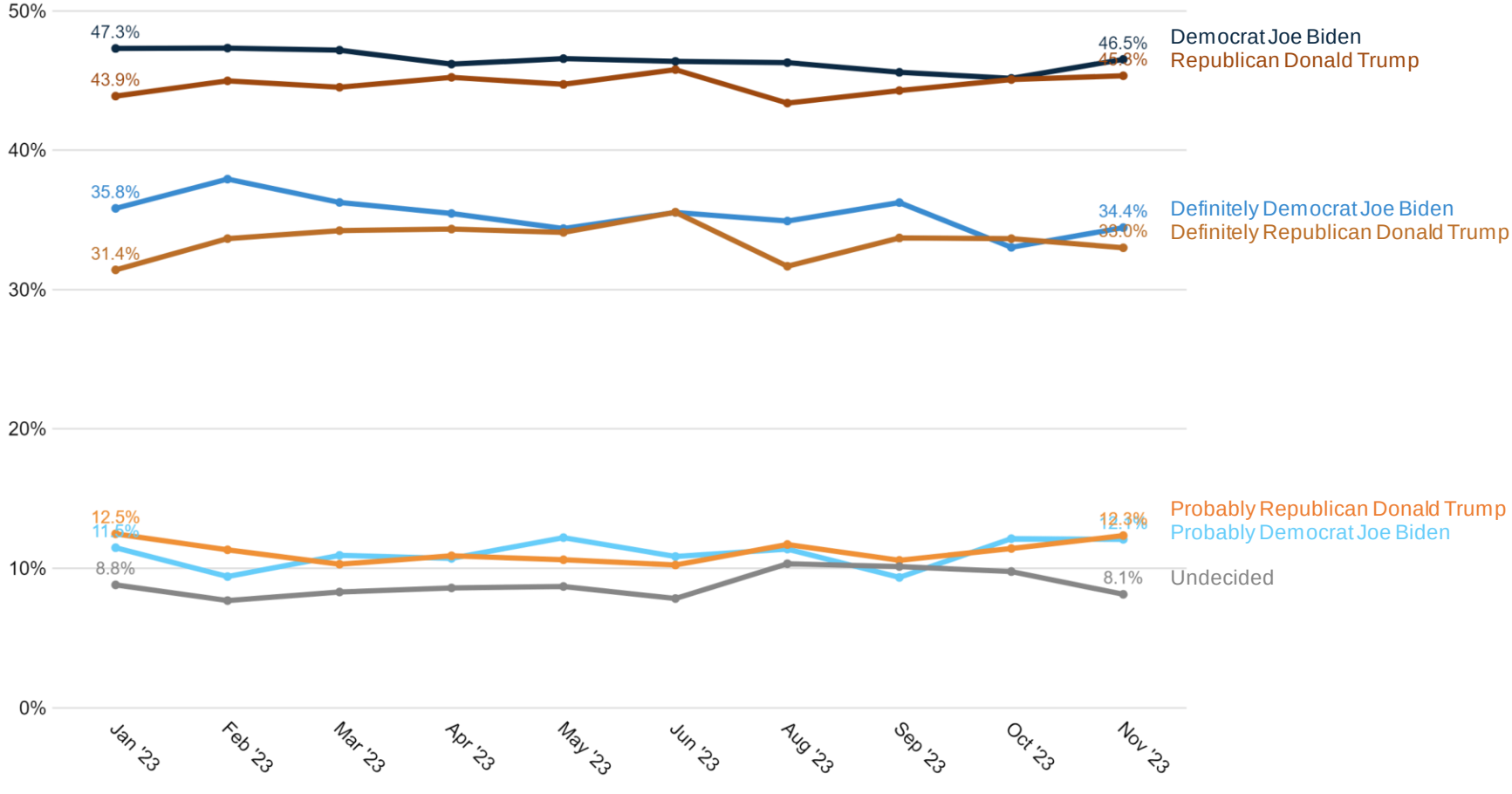



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Democrat Joe Biden | 49% | 46% | 46% | 45% | 51% | 40% | 41% | 62% | 42% | 48% | 40% | 47% | 53% | 52% | 59% | 45% | 39% | 7% | 38% | 90% | 42% | 69% | 52% | 47% | 46% | 50% | 56% | 41% | 26% | 47% | 4% | 89% | 48% | 46% | 37% |
| Republican Donald Trump | 43% | 45% | 47% | 46% | 44% | 50% | 51% | 29% | 50% | 43% | 52% | 45% | 39% | 41% | 35% | 46% | 53% | 87% | 44% | 7% | 51% | 20% | 40% | 44% | 46% | 44% | 38% | 51% | 25% | 42% | 90% | 5% | 46% | 45% | 43% |
| Definitely Democrat Joe Biden | 31% | 38% | 34% | 35% | 42% | 27% | 28% | 48% | 31% | 37% | 28% | 34% | 41% | 35% | 48% | 32% | 28% | 3% | 25% | 71% | 33% | 46% | 33% | 35% | 37% | 36% | 45% | 28% | 15% | 21% | 2% | 69% | 40% | 27% | 22% |
| Probably Democrat Joe Biden | 17% | 8% | 12% | 10% | 8% | 13% | 12% | 15% | 10% | 11% | 12% | 13% | 12% | 16% | 11% | 13% | 11% | 4% | 14% | 19% | 9% | 23% | 19% | 13% | 9% | 14% | 11% | 13% | 11% | 26% | 2% | 20% | 8% | 19% | 14% |
| Probably Republican Donald Trump | 13% | 9% | 15% | 13% | 12% | 16% | 11% | 12% | 12% | 13% | 14% | 11% | 14% | 9% | 11% | 12% | 14% | 20% | 15% | 3% | 13% | 10% | 13% | 13% | 11% | 13% | 12% | 13% | 8% | 25% | 21% | 3% | 9% | 18% | 12% |
| Definitely Republican Donald Trump | 30% | 36% | 33% | 33% | 32% | 34% | 40% | 17% | 38% | 31% | 38% | 34% | 25% | 33% | 25% | 33% | 39% | 67% | 29% | 4% | 38% | 11% | 28% | 32% | 36% | 31% | 26% | 38% | 17% | 16% | 68% | 2% | 37% | 27% | 32% |
| Undecided | 8% | 9% | 6% | 9% | 6% | 9% | 8% | 8% | 8% | 8% | 8% | 8% | 8% | 7% | 6% | 9% | 8% | 6% | 18% | 3% | 7% | 11% | 8% | 8% | 7% | 6% | 7% | 9% | 48% | 11% | 6% | 5% | 6% | 9% | 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?*

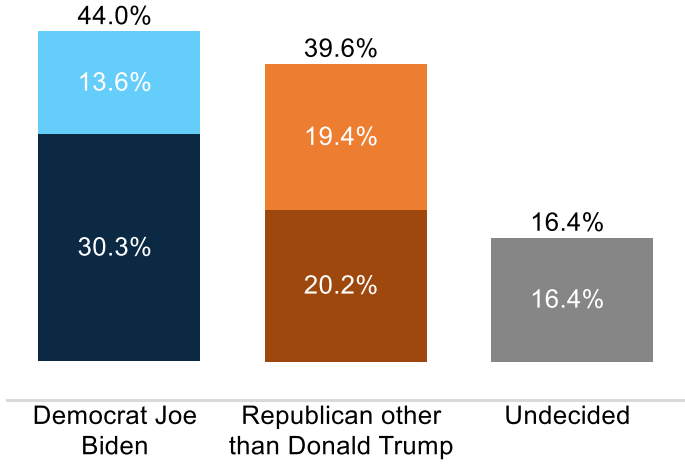
CYGNAL

# Trend: Biden v Trump




CYGNAL

# Biden v Non-Trump R

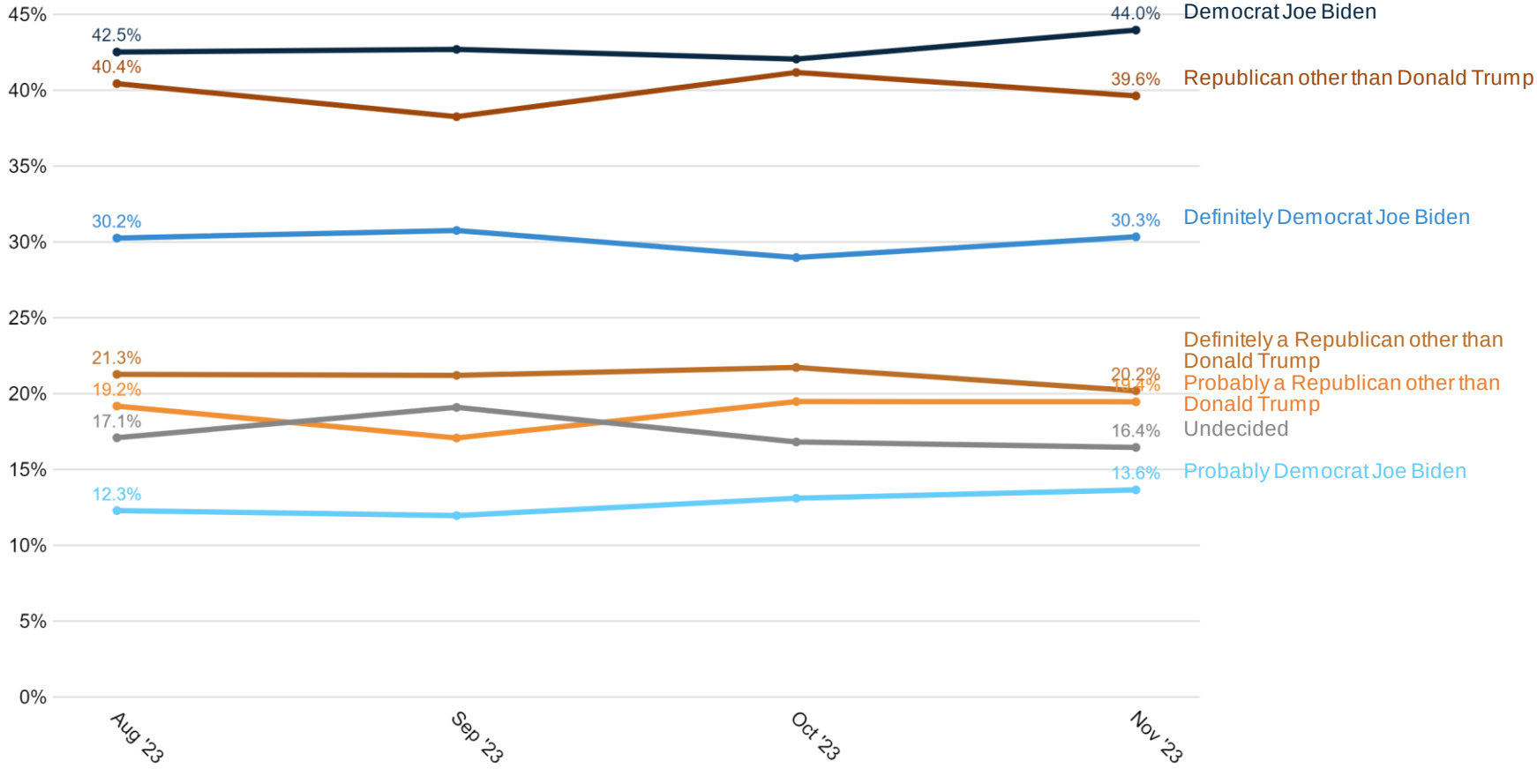



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Democrat Joe Biden | 46% | 44% | 45% | 40% | 50% | 35% | 39% | 58% | 38% | 48% | 40% | 44% | 49% | 45% | 58% | 42% | 35% | 6% | 31% | 89% | 40% | 67% | 46% | 45% | 43% | 50% | 54% | 38% | 15% | 42% | 5% | 85% | 47% | 42% | 34% |
| Republican other than Donald Trump | 36% | 36% | 45% | 43% | 42% | 47% | 39% | 30% | 40% | 37% | 44% | 43% | 36% | 39% | 32% | 40% | 45% | 73% | 42% | 7% | 43% | 17% | 47% | 41% | 39% | 38% | 37% | 42% | 30% | 41% | 71% | 9% | 40% | 41% | 33% |
| Definitely Democrat Joe Biden | 29% | 32% | 33% | 28% | 38% | 23% | 25% | 42% | 26% | 32% | 25% | 32% | 37% | 29% | 44% | 27% | 25% | 3% | 15% | 66% | 29% | 43% | 28% | 32% | 31% | 37% | 40% | 24% | 5% | 13% | 2% | 60% | 36% | 23% | 20% |
| Probably Democrat Joe Biden | 18% | 13% | 12% | 12% | 12% | 12% | 15% | 16% | 13% | 16% | 15% | 13% | 12% | 17% | 14% | 15% | 10% | 3% | 16% | 23% | 11% | 24% | 18% | 13% | 12% | 14% | 14% | 14% | 10% | 29% | 2% | 25% | 10% | 19% | 14% |
| Probably a Republican other than Donald Trump | 20% | 18% | 19% | 21% | 16% | 24% | 19% | 20% | 20% | 16% | 22% | 21% | 18% | 20% | 14% | 21% | 22% | 33% | 23% | 5% | 20% | 9% | 26% | 20% | 18% | 16% | 18% | 21% | 19% | 28% | 33% | 6% | 18% | 24% | 15% |
| Definitely a Republican other than Donald Trump | 16% | 18% | 26% | 22% | 26% | 23% | 20% | 10% | 20% | 21% | 21% | 22% | 18% | 19% | 18% | 20% | 23% | 40% | 19% | 2% | 23% | 8% | 21% | 21% | 20% | 22% | 19% | 21% | 11% | 13% | 38% | 3% | 22% | 18% | 17% |
| Undecided | 18% | 20% | 10% | 17% | 9% | 18% | 22% | 12% | 22% | 15% | 16% | 13% | 15% | 16% | 10% | 17% | 20% | 21% | 27% | 5% | 17% | 17% | 7% | 14% | 18% | 11% | 10% | 21% | 55% | 17% | 25% | 6% | 14% | 16% | 34% |

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

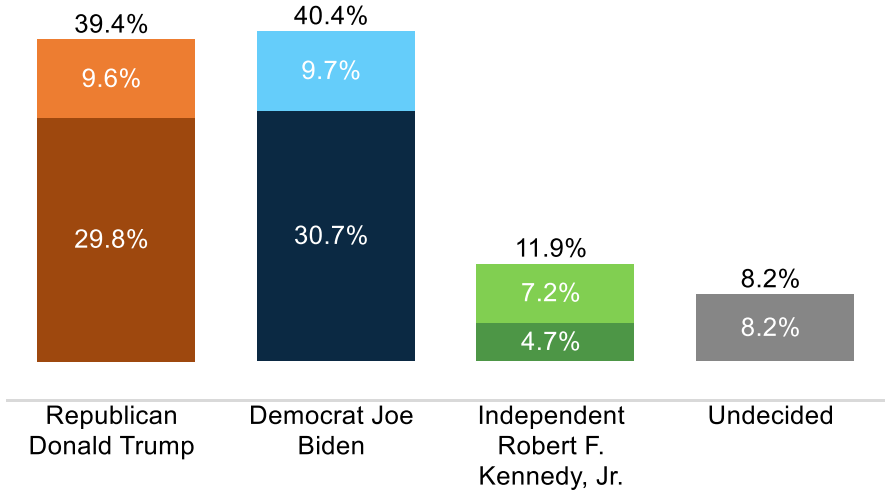
CYGNAL

# Trend: Biden v Non-Trump R




CYGNAL

# Biden v Trump v Kennedy

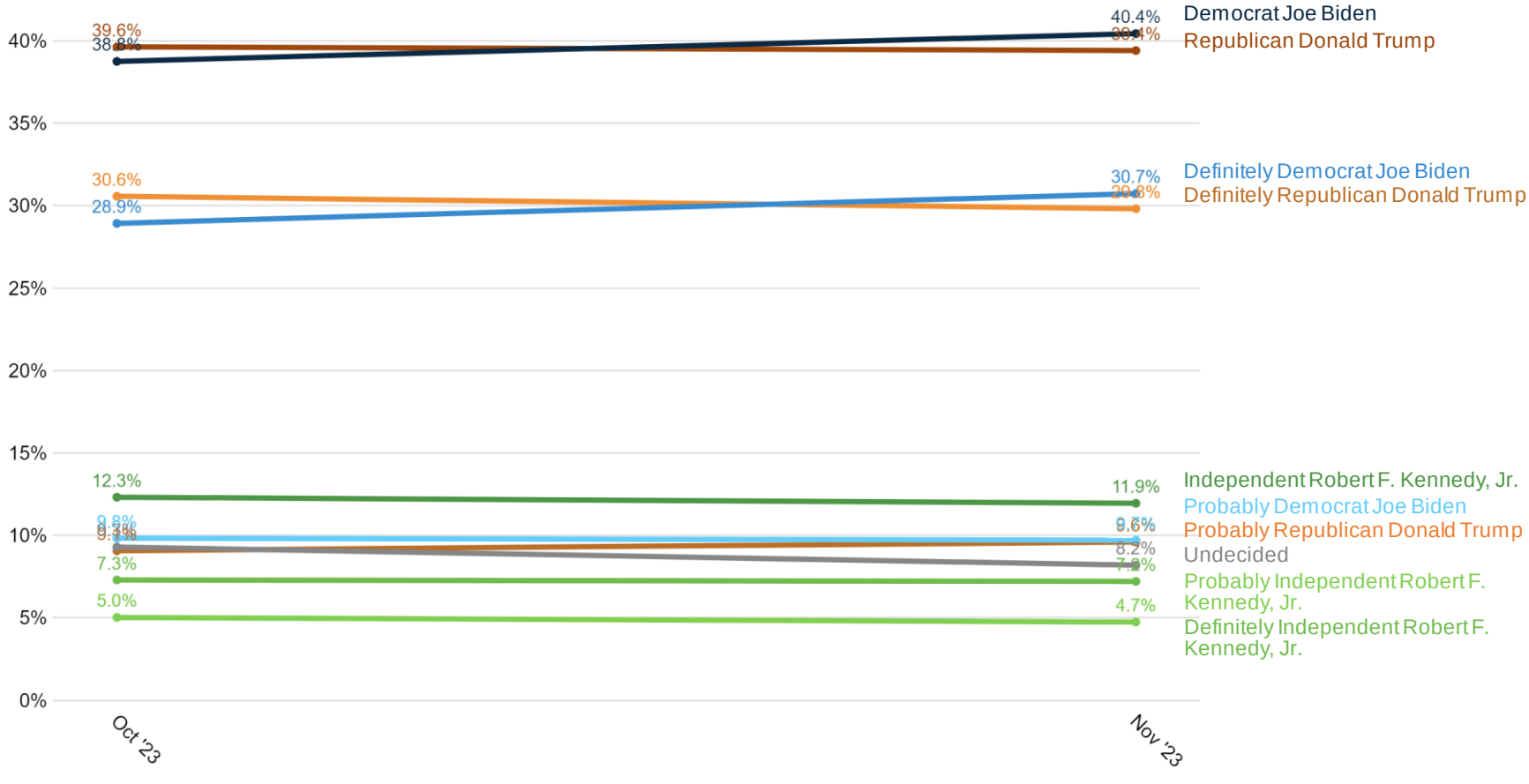



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican Donald Trump | 36% | 41% | 39% | 42% | 36% | 45% | 45% | 24% | 44% | 37% | 45% | 41% | 32% | 39% | 30% | 40% | 46% | 78% | 36% | 5% | 45% | 17% | 32% | 38% | 43% | 39% | 31% | 45% | 21% | 32% | 80% | 4% | 42% | 36% | 37% |
| Democrat Joe Biden | 38% | 42% | 42% | 40% | 49% | 34% | 34% | 53% | 35% | 44% | 32% | 40% | 47% | 46% | 52% | 39% | 32% | 5% | 30% | 81% | 38% | 59% | 39% | 41% | 43% | 44% | 51% | 34% | 19% | 36% | 3% | 80% | 44% | 37% | 30% |
| Independent Robert F. Kennedy, Jr. | 17% | 9% | 13% | 8% | 9% | 12% | 12% | 16% | 12% | 11% | 15% | 12% | 12% | 10% | 12% | 12% | 12% | 11% | 17% | 10% | 10% | 14% | 22% | 14% | 6% | 11% | 12% | 12% | 18% | 22% | 10% | 11% | 9% | 17% | 13% |
| Definitely Republican Donald Trump | 27% | 33% | 30% | 31% | 28% | 33% | 36% | 15% | 33% | 29% | 34% | 32% | 22% | 28% | 22% | 31% | 35% | 61% | 26% | 3% | 34% | 11% | 24% | 28% | 33% | 29% | 22% | 35% | 14% | 16% | 62% | 2% | 33% | 24% | 30% |
| Probably Republican Donald Trump | 10% | 8% | 10% | 11% | 9% | 12% | 9% | 9% | 10% | 8% | 11% | 8% | 9% | 11% | 8% | 9% | 11% | 17% | 10% | 2% | 10% | 6% | 8% | 9% | 9% | 9% | 9% | 10% | 7% | 15% | 18% | 2% | 9% | 12% | 7% |
| Definitely Democrat Joe Biden | 27% | 33% | 33% | 30% | 40% | 23% | 24% | 42% | 28% | 33% | 22% | 30% | 38% | 31% | 44% | 28% | 25% | 3% | 19% | 65% | 29% | 43% | 27% | 32% | 33% | 34% | 41% | 24% | 8% | 17% | 2% | 62% | 37% | 24% | 19% |
| Probably Democrat Joe Biden | 11% | 9% | 9% | 10% | 8% | 11% | 9% | 11% | 7% | 11% | 10% | 10% | 9% | 15% | 8% | 12% | 7% | 2% | 10% | 16% | 9% | 15% | 12% | 8% | 11% | 11% | 10% | 10% | 11% | 19% | 2% | 18% | 7% | 14% | 11% |
| Definitely Independent Robert F. Kennedy, Jr. | 7% | 3% | 7% | 2% | 3% | 5% | 5% | 5% | 5% | 5% | 6% | 6% | 3% | 5% | 6% | 4% | 5% | 4% | 5% | 5% | 4% | 8% | 11% | 6% | 2% | 6% | 4% | 5% | 5% | 8% | 4% | 4% | 3% | 7% | 6% |
| Probably Independent Robert F. Kennedy, Jr. | 10% | 6% | 6% | 6% | 5% | 7% | 7% | 10% | 7% | 6% | 9% | 6% | 8% | 5% | 6% | 8% | 7% | 7% | 12% | 5% | 6% | 6% | 11% | 8% | 4% | 6% | 7% | 7% | 12% | 14% | 6% | 7% | 6% | 10% | 7% |
| Undecided | 9% | 8% | 6% | 10% | 7% | 9% | 9% | 7% | 9% | 8% | 8% | 7% | 10% | 5% | 6% | 9% | 9% | 6% | 17% | 4% | 7% | 10% | 7% | 8% | 8% | 6% | 7% | 9% | 43% | 11% | 7% | 6% | 5% | 10% | 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?*

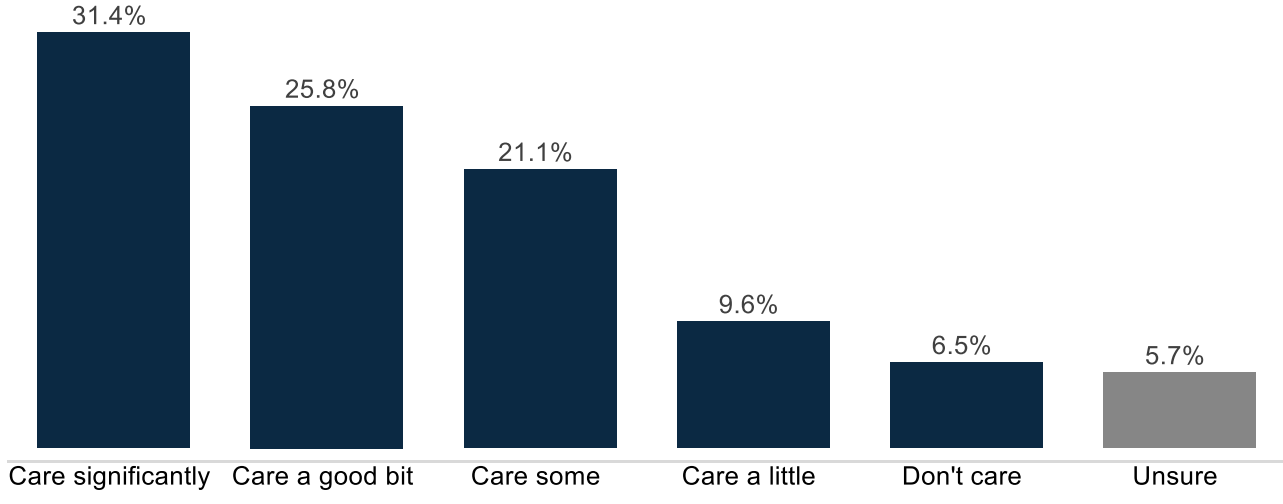
CYGNAL

# Trend: Biden v Trump v Kennedy




CYGNAL

# Care About Who the Speaker Is

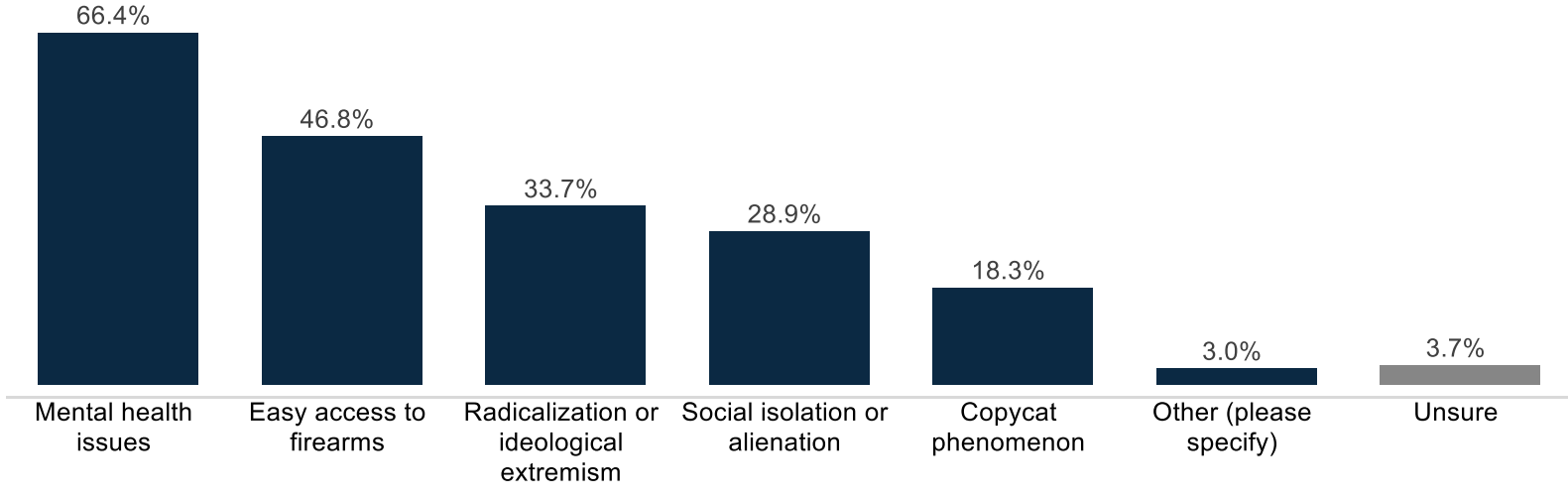



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Care significantly / a good bit | 49% | 64% | 59% | 58% | 69% | 48% | 55% | 60% | 55% | 60% | 55% | 59% | 58% | 55% | 66% | 56% | 52% | 58% | 47% | 63% | 60% | 48% | 54% | 59% | 62% | 62% | 65% | 52% | 23% | 43% | 57% | 61% | 68% | 44% | 37% |
| Care some / a little | 36% | 25% | 31% | 30% | 25% | 36% | 30% | 32% | 32% | 31% | 31% | 30% | 28% | 34% | 26% | 31% | 34% | 34% | 36% | 25% | 29% | 34% | 33% | 32% | 26% | 30% | 28% | 32% | 37% | 44% | 32% | 26% | 24% | 42% | 27% |
| Care significantly | 22% | 39% | 32% | 34% | 41% | 25% | 29% | 33% | 30% | 37% | 27% | 31% | 33% | 29% | 39% | 28% | 31% | 29% | 25% | 37% | 34% | 25% | 22% | 31% | 37% | 33% | 38% | 27% | 11% | 16% | 30% | 36% | 41% | 17% | 25% |
| Care a good bit | 26% | 26% | 27% | 24% | 28% | 23% | 26% | 26% | 25% | 23% | 28% | 28% | 25% | 26% | 27% | 28% | 22% | 29% | 21% | 26% | 26% | 24% | 32% | 28% | 24% | 28% | 28% | 25% | 12% | 27% | 27% | 25% | 27% | 27% | 12% |
| Care some | 23% | 19% | 19% | 23% | 16% | 25% | 21% | 23% | 24% | 22% | 18% | 22% | 19% | 23% | 17% | 21% | 24% | 23% | 25% | 17% | 20% | 20% | 24% | 21% | 20% | 21% | 19% | 22% | 26% | 28% | 23% | 17% | 18% | 28% | 18% |
| Care a little | 13% | 6% | 12% | 7% | 9% | 11% | 9% | 10% | 8% | 9% | 14% | 7% | 10% | 11% | 8% | 10% | 10% | 10% | 11% | 8% | 9% | 14% | 9% | 11% | 6% | 10% | 9% | 10% | 11% | 16% | 9% | 9% | 7% | 15% | 9% |
| Don't care | 6% | 5% | 6% | 9% | 5% | 10% | 6% | 4% | 7% | 5% | 5% | 7% | 8% | 7% | 4% | 7% | 7% | 4% | 10% | 6% | 6% | 8% | 7% | 5% | 8% | 4% | 5% | 8% | 17% | 7% | 5% | 7% | 4% | 8% | 16% |
| Unsure | 9% | 6% | 4% | 4% | 1% | 6% | 9% | 3% | 7% | 4% | 9% | 4% | 5% | 4% | 4% | 6% | 7% | 4% | 7% | 6% | 5% | 10% | 7% | 5% | 5% | 4% | 2% | 8% | 23% | 5% | 5% | 6% | 3% | 6% | 20% |

*How much do you care who the Speaker of the U.S. House of Representatives is?*

CYGNAL

# Believed Causes of Mass Shootings

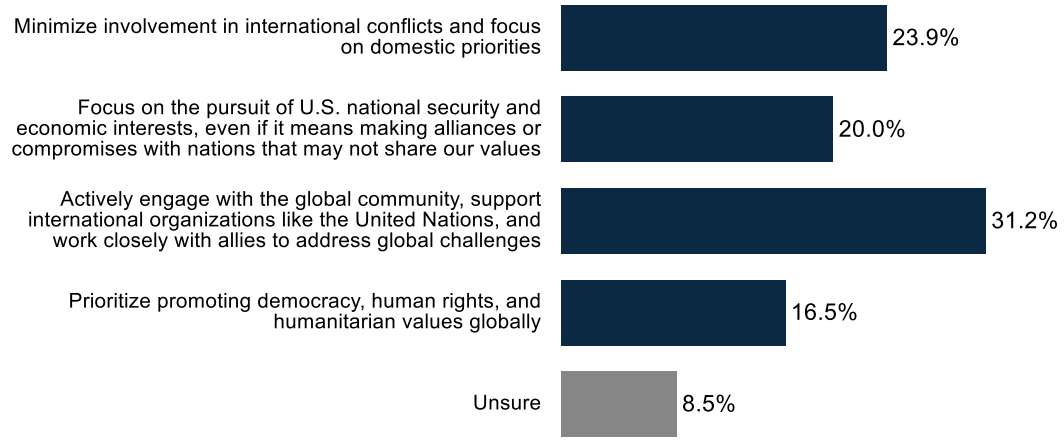



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Mental health issues | 66% | 67% | 59% | 74% | 66% | 67% | 69% | 63% | 72% | 64% | 63% | 66% | 65% | 64% | 63% | 68% | 67% | 71% | 73% | 59% | 69% | 60% | 61% | 64% | 71% | 60% | 64% | 68% | 72% | 64% | 72% | 62% | 69% | 63% | 62% |
| Easy access to firearms | 50% | 51% | 47% | 38% | 46% | 39% | 47% | 59% | 44% | 50% | 43% | 47% | 51% | 42% | 54% | 47% | 40% | 31% | 41% | 66% | 44% | 58% | 51% | 48% | 44% | 51% | 52% | 44% | 37% | 46% | 27% | 67% | 46% | 51% | 40% |
| Radicalization or ideological extremism | 30% | 34% | 36% | 35% | 42% | 29% | 31% | 35% | 34% | 34% | 30% | 38% | 33% | 33% | 43% | 33% | 28% | 33% | 31% | 36% | 35% | 30% | 27% | 35% | 33% | 35% | 39% | 30% | 23% | 29% | 30% | 38% | 38% | 28% | 23% |
| Social isolation or alienation | 30% | 23% | 37% | 26% | 37% | 27% | 26% | 29% | 28% | 27% | 26% | 28% | 31% | 39% | 38% | 27% | 24% | 27% | 29% | 32% | 28% | 30% | 31% | 33% | 24% | 36% | 33% | 26% | 23% | 30% | 28% | 30% | 30% | 29% | 25% |
| Copycat phenomenon | 20% | 14% | 21% | 19% | 19% | 20% | 18% | 15% | 18% | 22% | 16% | 21% | 15% | 20% | 21% | 19% | 15% | 20% | 18% | 17% | 18% | 20% | 19% | 20% | 15% | 22% | 17% | 19% | 17% | 20% | 21% | 15% | 17% | 21% | 19% |
| Other (please specify) | 2% | 4% | 2% | 5% | 3% | 4% | 3% | 3% | 4% | 3% | 2% | 2% | 3% | 3% | 2% | 3% | 4% | 3% | 4% | 2% | 3% | 2% | 1% | 2% | 4% | 1% | 3% | 3% | 5% | 2% | 4% | 2% | 3% | 2% | 6% |
| Unsure | 5% | 5% | 3% | 2% | 2% | 3% | 5% | 3% | 3% | 2% | 8% | 3% | 3% | 4% | 3% | 3% | 6% | 4% | 3% | 3% | 3% | 7% | 4% | 3% | 4% | 2% | 2% | 4% | 10% | 4% | 4% | 3% | 3% | 3% | 12% |

*What causes do you believe most contribute to mass shootings? Please select up to three choices.*

CYGNAL

# U.S. Role in Foreign Affairs

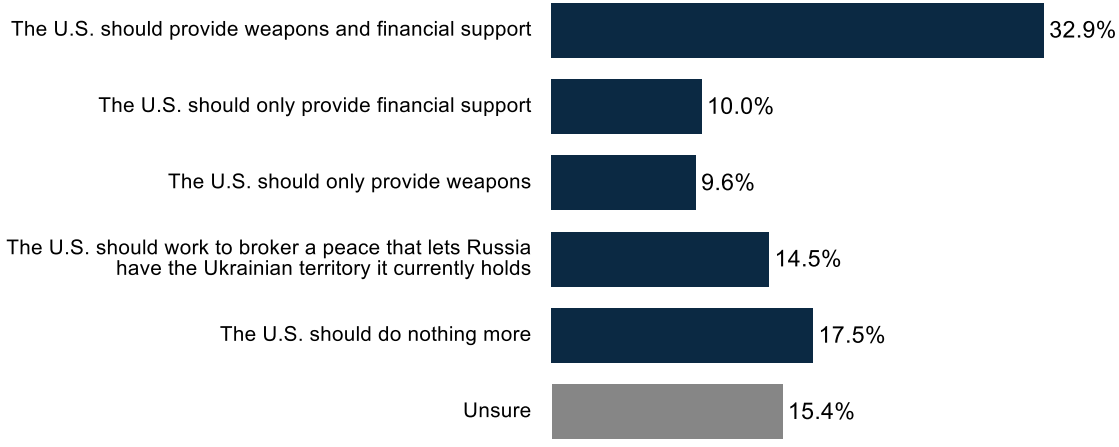



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Minimize involvement in international conflicts and focus on domestic priorities | 24% | 23% | 24% | 25% | 21% | 28% | 26% | 19% | 29% | 22% | 23% | 22% | 23% | 20% | 24% | 25% | 23% | 32% | 28% | 14% | 25% | 20% | 17% | 24% | 24% | 21% | 20% | 26% | 22% | 25% | 33% | 15% | 24% | 24% | 25% |
| Focus on the pursuit of U.S. national security and economic interests, even if it means making alliances or compromises with nations that may not share our values | 19% | 14% | 25% | 22% | 25% | 23% | 18% | 14% | 13% | 22% | 20% | 20% | 25% | 22% | 21% | 18% | 22% | 23% | 21% | 16% | 19% | 19% | 29% | 20% | 18% | 24% | 20% | 20% | 15% | 22% | 24% | 16% | 18% | 23% | 20% |
| Actively engage with the global community, support international organizations like the United Nations, and work closely with allies to address global challenges | 29% | 32% | 30% | 35% | 34% | 30% | 25% | 41% | 32% | 33% | 28% | 30% | 31% | 35% | 31% | 33% | 28% | 22% | 28% | 42% | 32% | 30% | 30% | 31% | 34% | 32% | 37% | 27% | 25% | 29% | 21% | 42% | 33% | 31% | 17% |
| Prioritize promoting democracy, human rights, and humanitarian values globally | 18% | 17% | 16% | 13% | 18% | 12% | 17% | 21% | 17% | 15% | 16% | 19% | 15% | 15% | 19% | 16% | 15% | 14% | 14% | 20% | 16% | 20% | 14% | 18% | 15% | 19% | 19% | 15% | 10% | 18% | 13% | 21% | 17% | 16% | 13% |
| Unsure | 10% | 13% | 5% | 5% | 2% | 8% | 14% | 4% | 8% | 8% | 13% | 8% | 6% | 9% | 5% | 8% | 12% | 9% | 9% | 7% | 8% | 11% | 9% | 7% | 9% | 4% | 3% | 12% | 27% | 6% | 10% | 6% | 7% | 6% | 25% |

*Which of the following option is closest to what you believe the United States' role should be in foreign affairs?*

CYGNAL

# Ukraine War Position

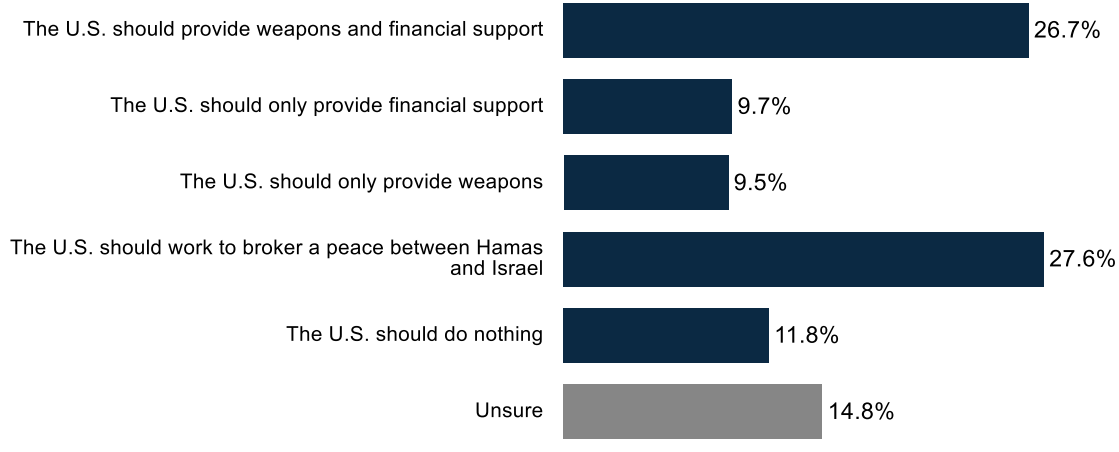



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The U.S. should provide weapons and financial support | 22% | 39% | 27% | 48% | 42% | 31% | 25% | 41% | 35% | 36% | 29% | 32% | 34% | 26% | 33% | 34% | 31% | 23% | 33% | 43% | 35% | 26% | 27% | 29% | 46% | 28% | 42% | 27% | 24% | 29% | 22% | 46% | 40% | 25% | 16% |
| The U.S. should only provide financial support | 13% | 6% | 17% | 3% | 13% | 8% | 9% | 11% | 6% | 11% | 11% | 11% | 12% | 8% | 16% | 8% | 8% | 8% | 8% | 13% | 9% | 17% | 17% | 15% | 3% | 18% | 12% | 9% | 4% | 14% | 8% | 12% | 9% | 12% | 8% |
| The U.S. should only provide weapons | 8% | 9% | 10% | 12% | 10% | 12% | 9% | 9% | 10% | 10% | 9% | 6% | 12% | 10% | 8% | 10% | 10% | 12% | 9% | 8% | 10% | 8% | 6% | 9% | 12% | 7% | 9% | 10% | 4% | 11% | 11% | 8% | 9% | 11% | 9% |
| The U.S. should work to broker a peace that lets Russia have the Ukrainian territory it currently holds | 16% | 9% | 21% | 11% | 18% | 15% | 14% | 11% | 14% | 12% | 14% | 15% | 18% | 16% | 19% | 13% | 14% | 18% | 13% | 13% | 14% | 15% | 16% | 18% | 10% | 25% | 15% | 14% | 14% | 17% | 17% | 12% | 14% | 17% | 10% |
| The U.S. should do nothing more | 19% | 18% | 17% | 15% | 12% | 21% | 20% | 14% | 20% | 17% | 19% | 21% | 11% | 19% | 13% | 19% | 19% | 24% | 21% | 9% | 17% | 15% | 18% | 17% | 15% | 13% | 13% | 21% | 20% | 16% | 26% | 9% | 16% | 18% | 23% |
| Unsure | 22% | 19% | 8% | 11% | 6% | 13% | 23% | 14% | 15% | 13% | 19% | 16% | 12% | 22% | 10% | 17% | 18% | 15% | 17% | 14% | 14% | 20% | 17% | 13% | 14% | 9% | 9% | 19% | 35% | 15% | 15% | 13% | 12% | 17% | 34% |

*What position most closely fits your view about how the United States should address the war in Ukraine?*

CYGNAL

# Israel War Position

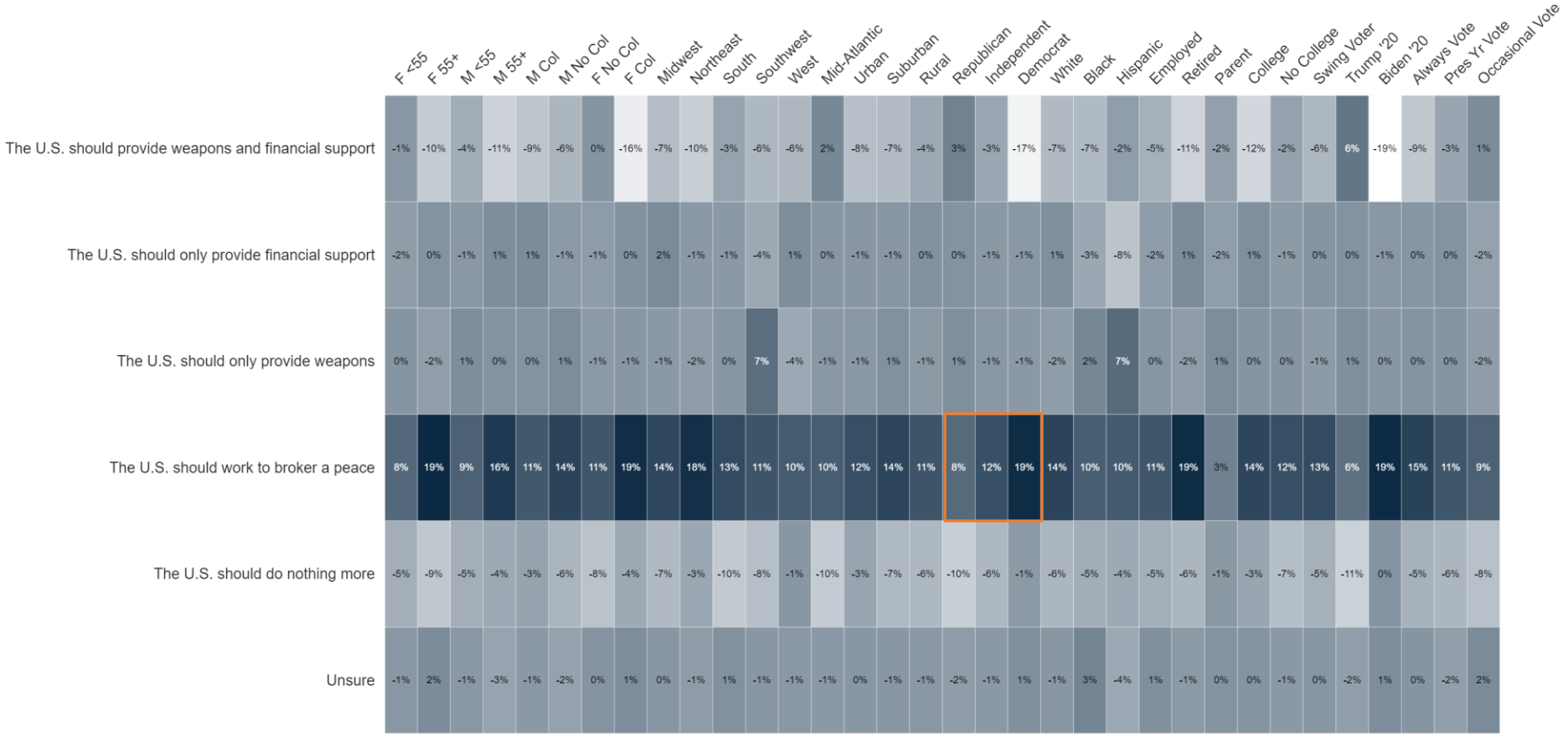



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The U.S. should provide weapons and financial support | 21% | 29% | 23% | 36% | 33% | 25% | 24% | 25% | 27% | 26% | 26% | 25% | 28% | 28% | 26% | 27% | 27% | 26% | 30% | 26% | 28% | 19% | 25% | 24% | 34% | 26% | 30% | 25% | 21% | 22% | 28% | 27% | 31% | 22% | 17% |
| The U.S. should only provide financial support | 12% | 6% | 16% | 4% | 14% | 7% | 8% | 11% | 8% | 10% | 10% | 7% | 14% | 8% | 15% | 8% | 9% | 8% | 7% | 12% | 9% | 13% | 8% | 13% | 5% | 16% | 13% | 7% | 3% | 13% | 8% | 11% | 9% | 13% | 6% |
| The U.S. should only provide weapons | 8% | 7% | 11% | 12% | 10% | 13% | 8% | 8% | 9% | 8% | 8% | 13% | 9% | 9% | 8% | 10% | 9% | 13% | 8% | 7% | 9% | 11% | 14% | 8% | 11% | 8% | 9% | 10% | 2% | 10% | 12% | 7% | 9% | 10% | 7% |
| The U.S. should work to broker a peace between Hamas and Israel | 24% | 29% | 30% | 28% | 29% | 29% | 25% | 29% | 28% | 30% | 27% | 26% | 28% | 26% | 32% | 27% | 25% | 26% | 25% | 31% | 28% | 24% | 26% | 29% | 28% | 28% | 29% | 27% | 25% | 29% | 24% | 31% | 28% | 28% | 19% |
| The U.S. should do nothing | 15% | 8% | 12% | 12% | 9% | 15% | 12% | 11% | 13% | 14% | 9% | 13% | 10% | 9% | 10% | 12% | 12% | 14% | 15% | 8% | 11% | 10% | 14% | 13% | 9% | 12% | 10% | 13% | 15% | 11% | 15% | 9% | 11% | 12% | 15% |
| Unsure | 21% | 21% | 7% | 8% | 5% | 10% | 23% | 16% | 15% | 12% | 20% | 16% | 11% | 21% | 9% | 16% | 17% | 14% | 16% | 15% | 14% | 22% | 13% | 14% | 13% | 9% | 9% | 18% | 35% | 14% | 13% | 15% | 12% | 15% | 36% |

*What position most closely fits your view about how the United States should address the war in Israel?*

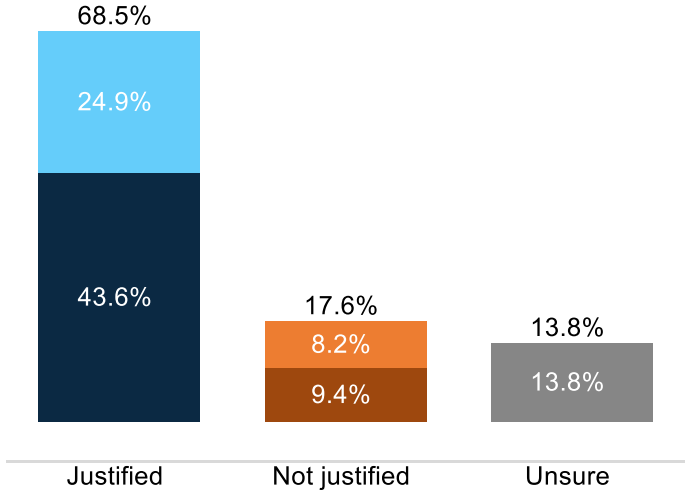
CYGNAL

# Percent Change: Ukraine War Position to Israel War Position




CYGNAL

# Israel Incursion into Gaza Justification

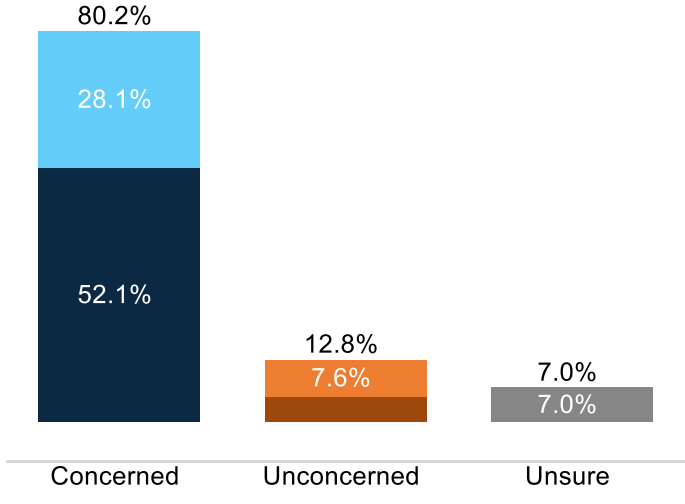



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Justified Total | 49% | 74% | 71% | 85% | 82% | 74% | 58% | 66% | 67% | 72% | 65% | 70% | 68% | 70% | 70% | 68% | 68% | 74% | 68% | 65% | 74% | 51% | 56% | 66% | 80% | 64% | 75% | 64% | 52% | 65% | 73% | 67% | 74% | 64% | 48% |
| Not justified Total | 29% | 11% | 19% | 9% | 14% | 15% | 20% | 21% | 18% | 18% | 16% | 17% | 21% | 13% | 20% | 17% | 16% | 15% | 17% | 20% | 15% | 25% | 24% | 21% | 10% | 24% | 17% | 18% | 14% | 24% | 15% | 18% | 15% | 21% | 21% |
| Very justified | 24% | 50% | 45% | 60% | 60% | 45% | 37% | 36% | 42% | 44% | 38% | 44% | 48% | 47% | 44% | 42% | 46% | 49% | 45% | 39% | 49% | 24% | 33% | 39% | 58% | 39% | 50% | 40% | 39% | 31% | 51% | 39% | 52% | 32% | 34% |
| Somewhat justified | 25% | 23% | 26% | 25% | 22% | 29% | 21% | 30% | 25% | 29% | 26% | 25% | 21% | 23% | 26% | 26% | 22% | 25% | 22% | 27% | 25% | 26% | 23% | 27% | 22% | 26% | 26% | 25% | 14% | 33% | 22% | 28% | 22% | 32% | 14% |
| Somewhat not justified | 11% | 4% | 12% | 5% | 8% | 9% | 7% | 10% | 9% | 9% | 7% | 7% | 10% | 6% | 11% | 8% | 7% | 8% | 7% | 9% | 7% | 12% | 12% | 11% | 4% | 13% | 9% | 8% | 2% | 15% | 7% | 9% | 7% | 10% | 8% |
| Very not justified | 17% | 7% | 7% | 4% | 6% | 6% | 13% | 11% | 9% | 9% | 9% | 10% | 11% | 7% | 9% | 9% | 10% | 8% | 10% | 11% | 8% | 14% | 12% | 10% | 6% | 12% | 8% | 10% | 12% | 9% | 8% | 9% | 8% | 11% | 13% |
| Unsure | 23% | 15% | 9% | 6% | 4% | 11% | 22% | 13% | 16% | 10% | 19% | 14% | 11% | 17% | 10% | 15% | 16% | 11% | 15% | 14% | 11% | 24% | 20% | 13% | 10% | 11% | 8% | 17% | 34% | 11% | 12% | 14% | 11% | 15% | 31% |

*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?*

CYGNAL

# U.S. Debt Concern

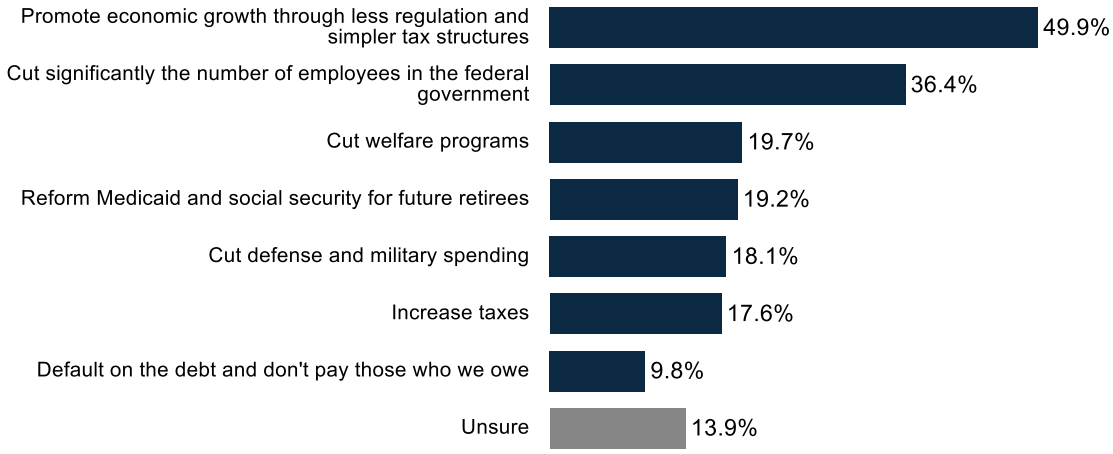



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Concerned Total | 74% | 81% | 82% | 85% | 88% | 80% | 76% | 81% | 82% | 82% | 78% | 82% | 78% | 79% | 80% | 80% | 81% | 85% | 81% | 76% | 83% | 73% | 71% | 80% | 84% | 79% | 85% | 77% | 70% | 80% | 85% | 77% | 84% | 77% | 69% |
| Unconcerned Total | 14% | 11% | 13% | 12% | 10% | 15% | 12% | 15% | 11% | 12% | 13% | 12% | 16% | 15% | 14% | 13% | 10% | 10% | 10% | 17% | 12% | 16% | 15% | 14% | 12% | 14% | 12% | 13% | 6% | 14% | 8% | 16% | 12% | 16% | 8% |
| Very concerned | 44% | 55% | 54% | 57% | 63% | 49% | 51% | 46% | 54% | 53% | 52% | 52% | 50% | 51% | 53% | 50% | 55% | 63% | 56% | 40% | 57% | 38% | 37% | 52% | 58% | 53% | 56% | 50% | 50% | 47% | 65% | 42% | 60% | 40% | 49% |
| Somewhat concerned | 30% | 26% | 28% | 28% | 25% | 31% | 25% | 35% | 28% | 29% | 25% | 30% | 28% | 28% | 28% | 29% | 26% | 21% | 26% | 36% | 26% | 35% | 34% | 29% | 26% | 27% | 29% | 27% | 20% | 33% | 20% | 35% | 24% | 37% | 20% |
| Somewhat unconcerned | 10% | 5% | 9% | 7% | 6% | 10% | 7% | 9% | 6% | 7% | 7% | 8% | 10% | 10% | 8% | 8% | 6% | 5% | 6% | 11% | 7% | 9% | 11% | 9% | 5% | 9% | 7% | 8% | 1% | 8% | 5% | 10% | 7% | 10% | 3% |
| Very unconcerned | 4% | 6% | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 5% | 5% | 4% | 6% | 6% | 6% | 5% | 4% | 4% | 4% | 6% | 5% | 7% | 5% | 4% | 7% | 5% | 5% | 5% | 5% | 6% | 4% | 6% | 5% | 6% | 4% |
| Unsure | 12% | 8% | 4% | 3% | 2% | 5% | 12% | 5% | 8% | 6% | 10% | 6% | 6% | 6% | 5% | 7% | 9% | 5% | 8% | 7% | 6% | 11% | 13% | 6% | 4% | 6% | 3% | 9% | 24% | 6% | 7% | 7% | 4% | 7% | 23% |

*How concerned are you about the $33 trillion national debt, its impact on the economy, and its impact on the government's ability to provide services and defense?*

CYGNAL

# Potential Solutions to U.S. Debt Problem



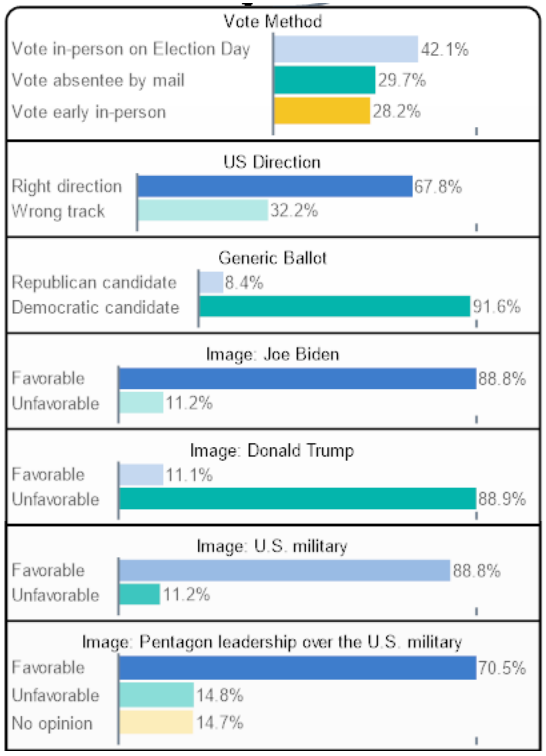

| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Midwest | Northeast | South | Southwest | West | Mid-Atlantic | Urban | Suburban | Rural | Republican | Independent | Democrat | White | Black | Hispanic | Employed | Retired | Parent | College | No College | Generic Undec | Swing Voter | Trump '20 | Biden '20 | Always Vote | Pres Yr Vote | Occasional Vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Promote economic growth through less regulation and simpler tax structures | 41% | 49% | 48% | 64% | 63% | 48% | 42% | 52% | 47% | 53% | 45% | 52% | 54% | 46% | 51% | 49% | 50% | 55% | 56% | 43% | 53% | 34% | 44% | 50% | 55% | 49% | 58% | 45% | 47% | 49% | 57% | 44% | 55% | 43% | 45% |
| Cut significantly the number of employees in the federal government | 26% | 39% | 35% | 49% | 45% | 38% | 33% | 29% | 37% | 35% | 29% | 39% | 39% | 36% | 34% | 37% | 36% | 45% | 43% | 25% | 40% | 19% | 23% | 35% | 43% | 32% | 38% | 35% | 32% | 34% | 47% | 27% | 39% | 35% | 23% |
| Cut welfare programs | 14% | 17% | 21% | 28% | 30% | 19% | 15% | 17% | 19% | 21% | 18% | 21% | 21% | 15% | 18% | 21% | 19% | 28% | 22% | 11% | 21% | 10% | 19% | 20% | 23% | 19% | 24% | 17% | 16% | 17% | 30% | 11% | 22% | 19% | 11% |
| Reform Medicaid and social security for future retirees | 19% | 12% | 29% | 18% | 31% | 17% | 16% | 16% | 18% | 18% | 13% | 20% | 24% | 22% | 26% | 15% | 20% | 19% | 16% | 22% | 19% | 20% | 18% | 23% | 15% | 28% | 24% | 16% | 11% | 20% | 20% | 19% | 20% | 19% | 17% |
| Cut defense and military spending | 20% | 9% | 25% | 19% | 25% | 20% | 14% | 17% | 17% | 20% | 14% | 16% | 26% | 8% | 25% | 17% | 14% | 11% | 19% | 25% | 17% | 17% | 21% | 21% | 12% | 21% | 21% | 16% | 12% | 16% | 10% | 26% | 18% | 19% | 14% |
| Increase taxes | 16% | 14% | 23% | 19% | 25% | 16% | 12% | 21% | 17% | 19% | 14% | 15% | 22% | 18% | 27% | 15% | 15% | 10% | 14% | 27% | 17% | 22% | 15% | 19% | 17% | 22% | 23% | 14% | 8% | 17% | 9% | 27% | 20% | 14% | 11% |
| Default on the debt and don't pay those who we owe | 13% | 3% | 18% | 4% | 14% | 9% | 9% | 8% | 10% | 9% | 8% | 12% | 9% | 8% | 17% | 7% | 8% | 10% | 6% | 11% | 10% | 9% | 10% | 14% | 3% | 21% | 11% | 9% | 5% | 11% | 9% | 10% | 9% | 12% | 7% |
| Unsure | 16% | 21% | 7% | 10% | 5% | 12% | 21% | 13% | 15% | 10% | 20% | 15% | 9% | 18% | 10% | 15% | 15% | 11% | 16% | 14% | 13% | 22% | 12% | 11% | 15% | 6% | 8% | 17% | 34% | 11% | 12% | 15% | 11% | 14% | 29% |

*The United States has a massive and unsustainable $33 trillion national debt that grows every year. The U.S. Congress will soon have to start making hard choices to address the debt problem. Which of the following solutions to decreasing the national debt would you be open to supporting? Pick as many as apply.*

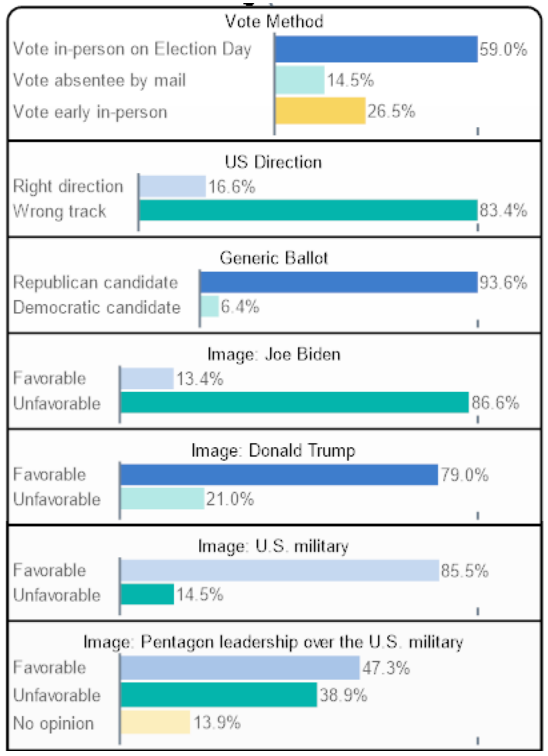
CYGNAL

# Segmentation Analysis:

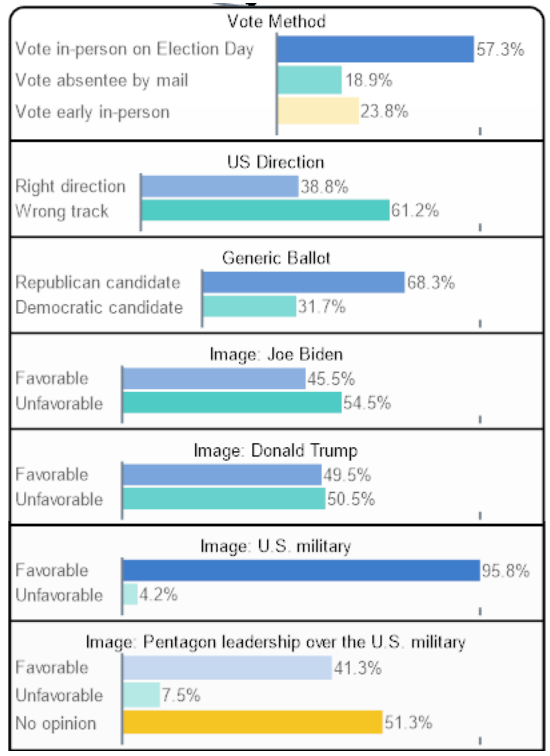
## Democrat Base (44%)




## GOP Base (45%)




## Moderates (11%)

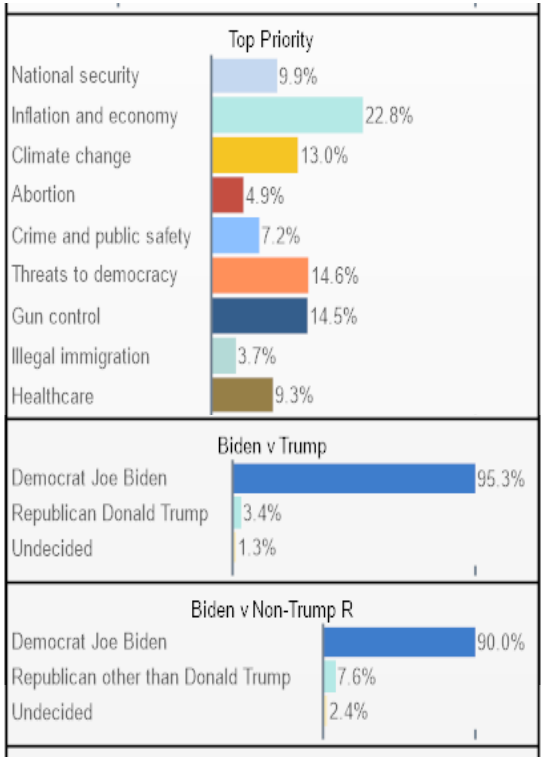



*Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.*

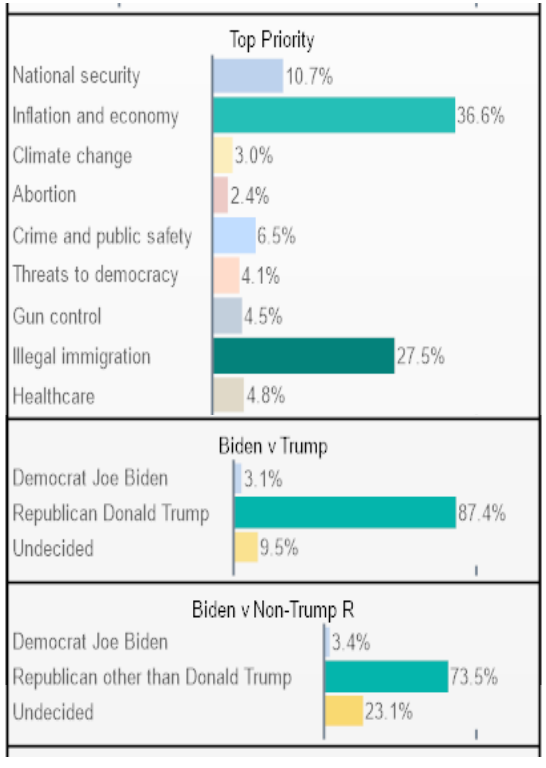
CYGNAL

# Segmentation Analysis:

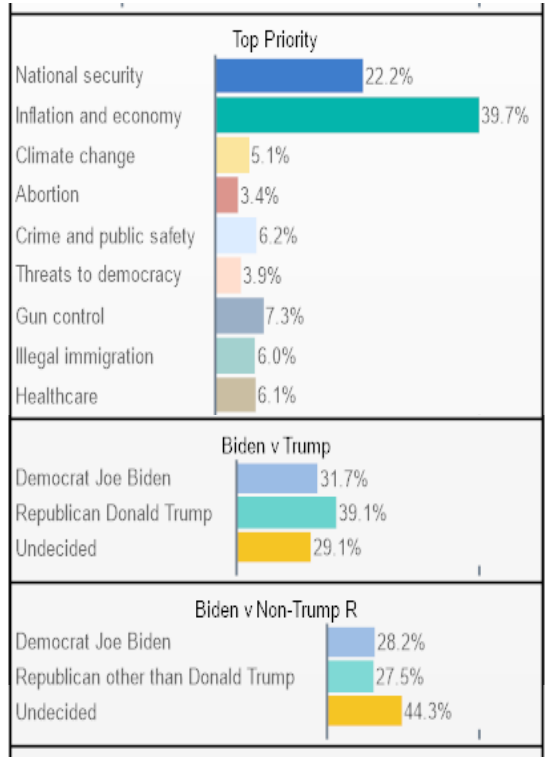
## Democrat Base (44%)




## GOP Base (45%)




## Moderates (11%)

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CYGNAL

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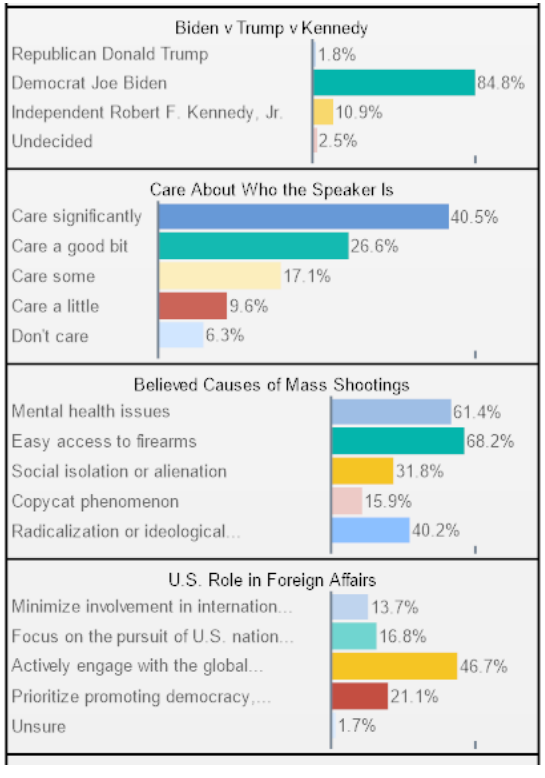
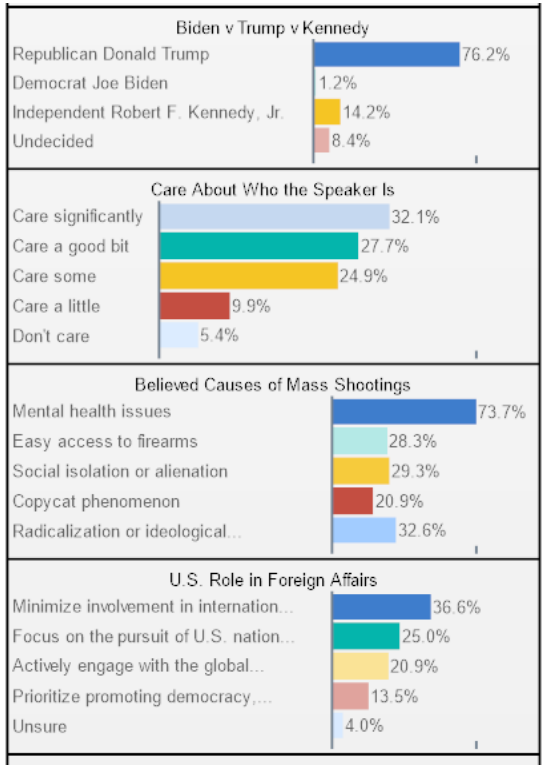
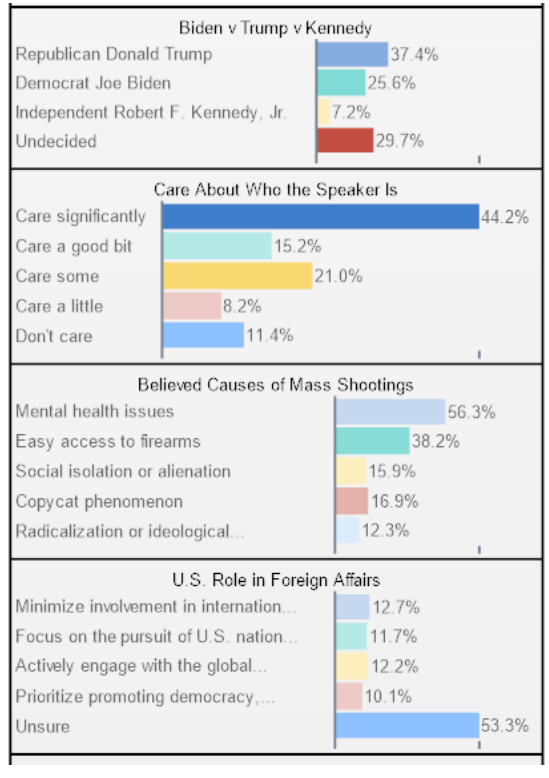
## Democrat Base (44%)




## GOP Base (45%)




## Moderates (11%)

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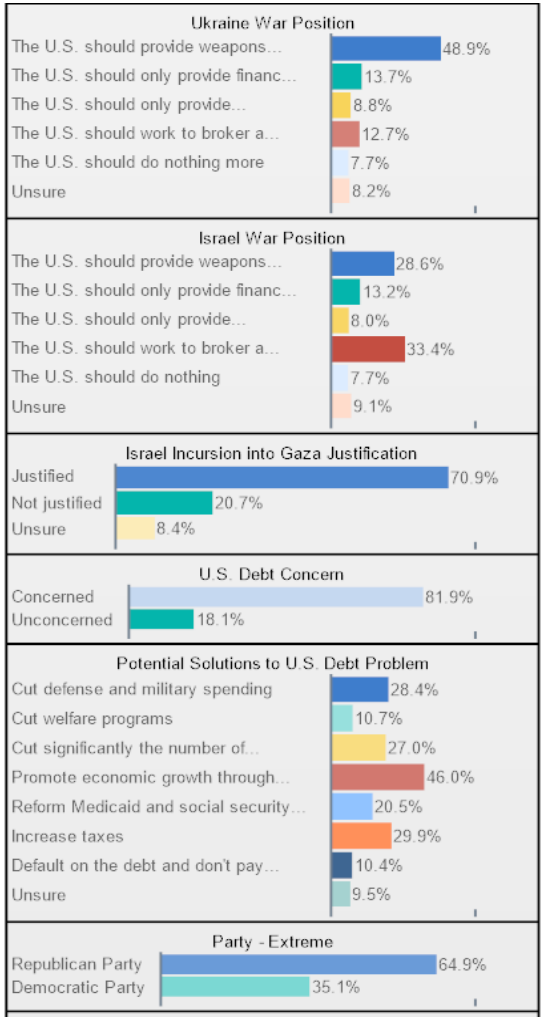
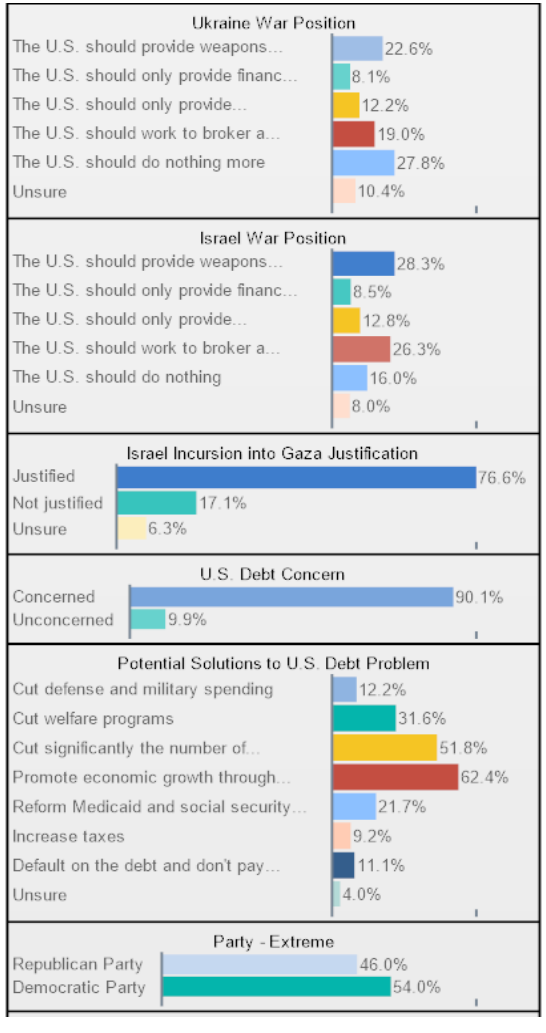
CYGNAL

# Segmentation Analysis:

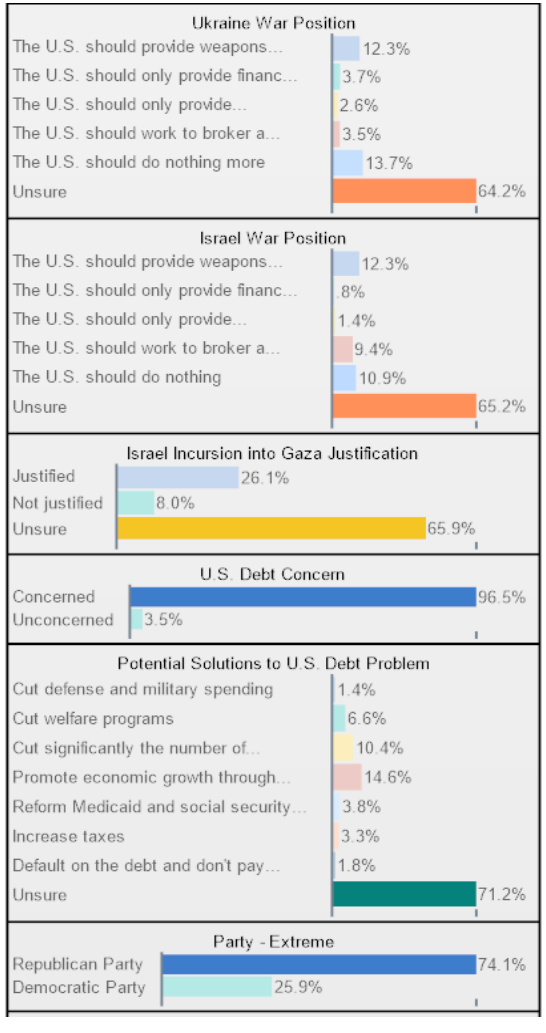
## Democrat Base (44%)




## GOP Base (45%)




## Moderates (11%)

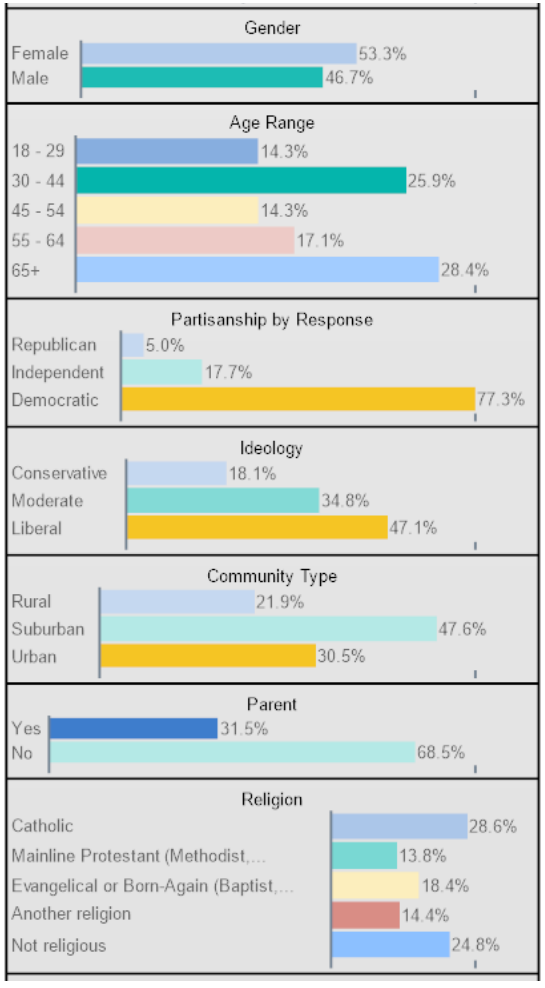



*Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.*

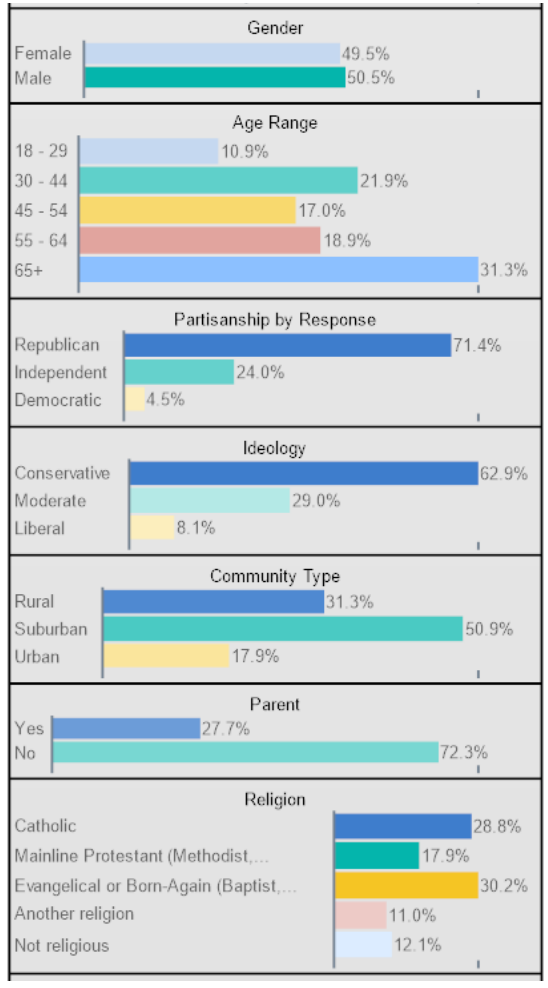
CYGNAL

# Segmentation Analysis:

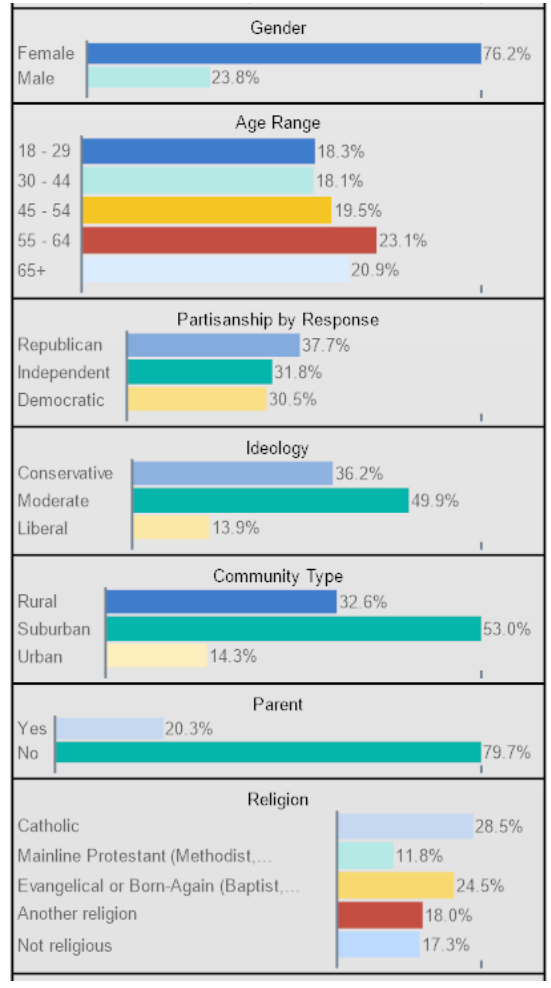
## Democrat Base (44%)




## GOP Base (45%)




## Moderates (11%)

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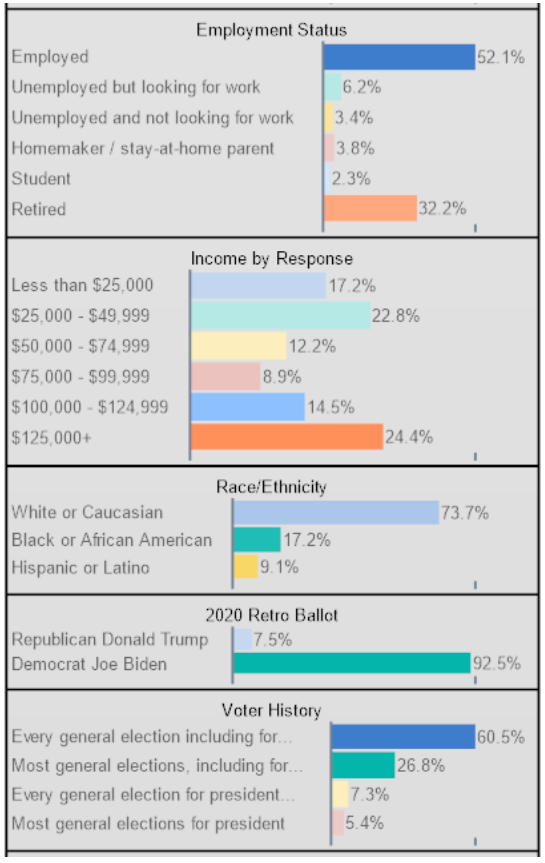
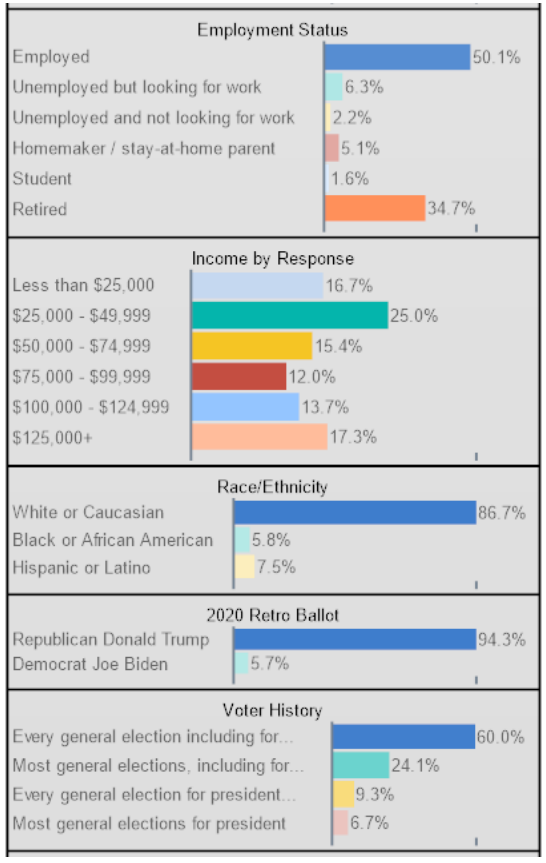
CYGNAL

# Segmentation Analysis:

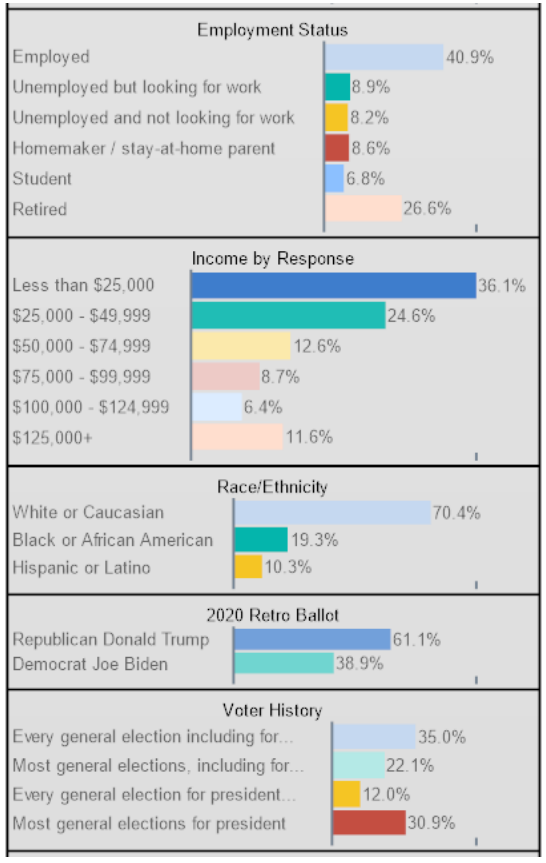
## Democrat Base (44%)




## GOP Base (45%)




## Moderates (11%)




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

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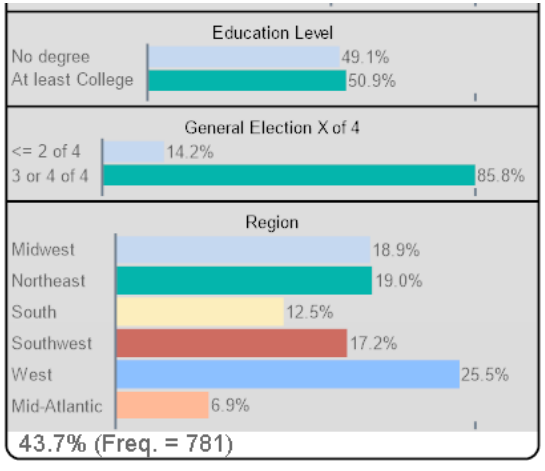
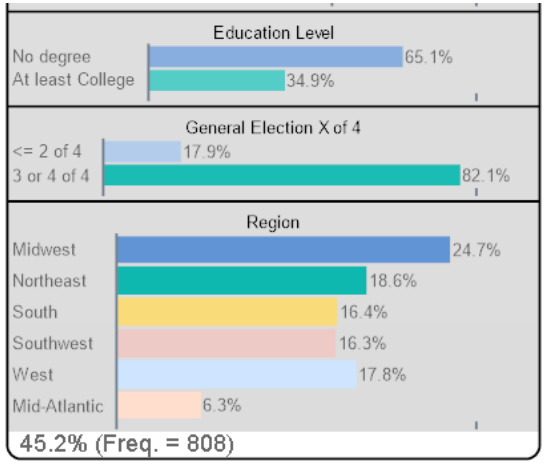
# Segmentation Analysis:

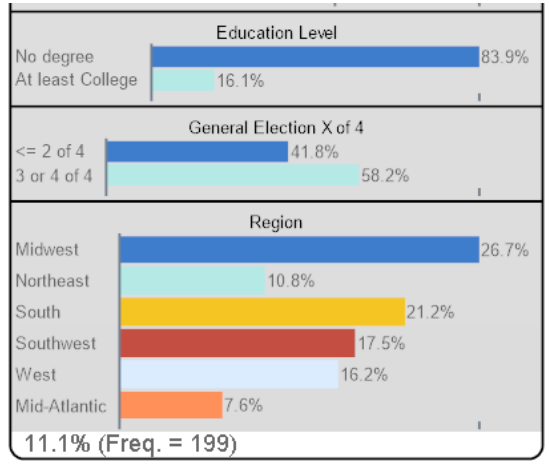
## Democrat Base (44%)




## GOP Base (45%)




## Moderates (11%)




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

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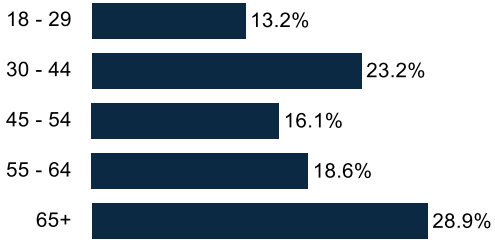
# Demographics

## Sex

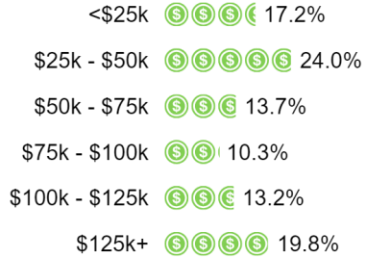
54.1%
Female

45.9%
Male

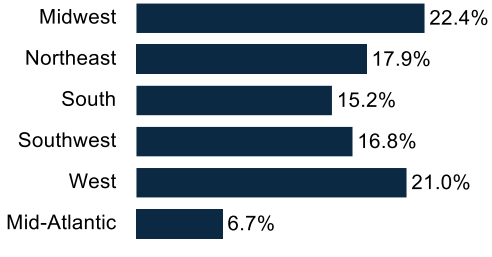
## Age Range



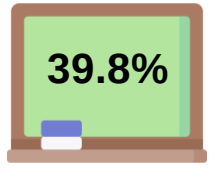

## Household Income




## Geo - Region



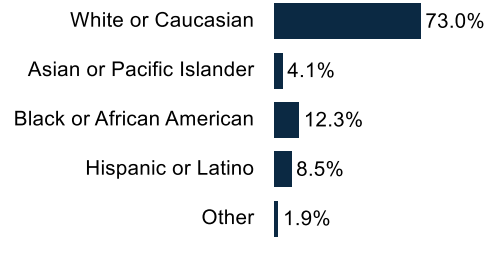

## Education



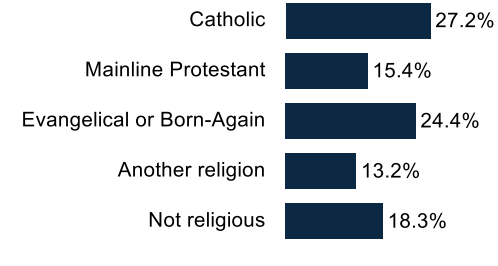

have at least a College degree

*60.0% have no college degree*

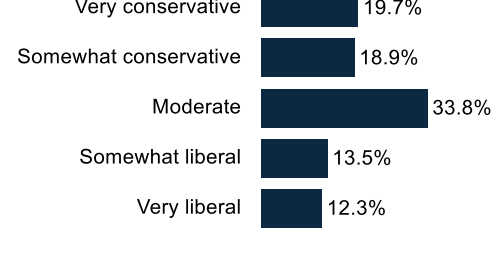
## Race/Ethnicity



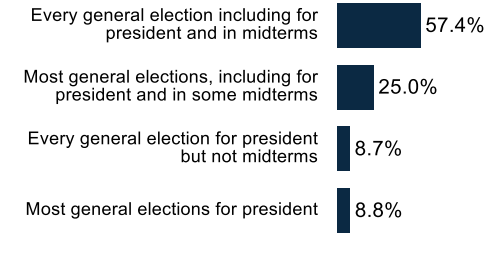

## Religion




## Ideology




## Voter History




Total sample size: 2000

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