

December 8, 2023



CYGNAL

Survey of Likely General Election Voters **National**

December 5 – 7, 2023 | n=2000 | $\pm 2.16\%$

Insights & Analysis

- The mood of the nation continues to be negative – 54% of voters say the U.S. is **on the wrong track**. The perception of Joe Biden (-6 net favorable) has worsened since last month and remains very low, with 42% of voters holding a *very unfavorable* opinion.
 - **Donald Trump** (-10 net fav) is 5 points more favorable with independents than Biden.
- The **Biden-Trump rematch now shows a Biden +1 lead** (47% Biden / Trump 46%) as Trump continues a two-month upward trend. 43% of **Independents** would vote for **Trump**, 42% for Biden, and 15% are **Undecided**.
- The **Trump-Newsom ballot shows a Trump +6 lead** (47% Trump – 41% Newsom). Independents are Trump +11 with Newsom on the ballot.
 - **Gavin Newsom** (-9 net fav) has an image comparable to Trump, popular with Democrats but deep underwater with Independents.
- With **Robert F. Kennedy, Jr.** in the race, **Trump** falls to 43%, 42% for **Biden**, and 9% for **Kennedy**, giving Trump the lead.
 - 18% of **Independents** support **Kennedy**, 33% for **Biden**, 37% for **Trump**.
- The **generic ballot remains tied from November and October** after being R+2 in September. Republicans have held steady with Independents and gained ground among college women.
 - More voters now consider the **Democrat Party to be more extreme** than the Republican Party (40% Rep / 47% Dem), including 42% of Democrats who say their own party is more extreme (33% Republicans say GOP is more extreme).
- The **top priority** for voters remains **inflation and the economy** (33%), followed now by **illegal immigration** (14%) which continues to surpass gun control (7%) and abortion (4%).
 - **National security** (10%) has nearly doubled since October.

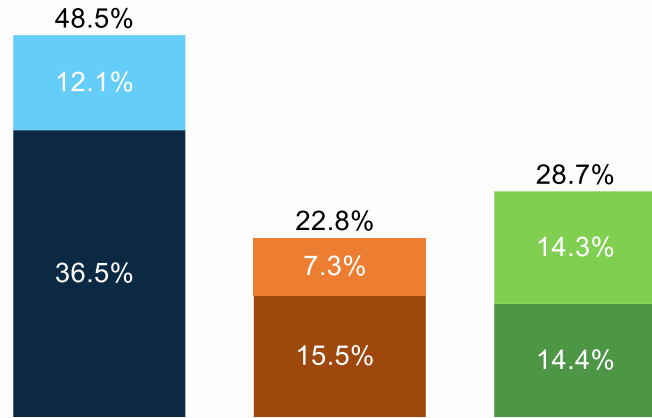
Insights & Analysis – Cont.

- **Hunter Biden** (-35 net fav) is extremely unfavorable. Nearly a third of Democrats view him unfavorably and he is underwater with most groups, particularly women and Independents.
- **Elon Musk** (+7 net fav) tends to be viewed much more favorably among men than by women. Republicans view Musk favorably by a ratio of 2:1 while Independents are split. Musk is -12 among Democrats.
- **Voters are split on Biden's handling of the Israel/Hamas conflict.** 48% of voters approve while 45% disapprove. 1-in-5 Republicans approve while nearly 1-in-5 Democrats disapprove. Independents are split. Voters 55+ tend to disapprove while younger voters <55 tend to approve.
- **44% of voters are less likely to support their representative if they opposed censuring Rashida Tlaib for promoting antisemitic rhetoric** (32% more likely). Over a third of Democrats are *less likely* to support a candidate who did not vote to censure Tlaib. 43% of Independents are less likely to support a candidate who does not censure Tlaib.
- Turning to economic matters, **concern over the U.S. national debt has dipped, but remains extremely high.** 79% of voters are concerned while 16% are not concerned, representing a -4 net drop since November.
- **50% of voters support raising the retirement age for social security** (38% oppose). Men are uniformly supportive, along with women 55+. Women under 55 are split.

Insights & Analysis – Segmentation Analysis

- **Segmentation analysis** identified three groups via machine-learning: **GOP Base** (49%), **Older Dems** (29%), and **Young Dems** (22%).
 - The **Young Dems** differ from their older partisan allies in several ways. This group tends to view younger candidates and figures, like Elon Musk, more favorably than the **Older Dems**, despite his popularity on the right. **They are laser-focused on inflation and the economy**, eschewing *Older Dem* priorities like gun control and threats to democracy. The majority see their own party as more extreme on the issues. Whereas the *Older Dems* tend to be 55+ and skew female, the *Young Dems* segment tends to be <45 and more ideologically moderate. Most of the voters in this segment are parents of K-12 children.

Vote Method

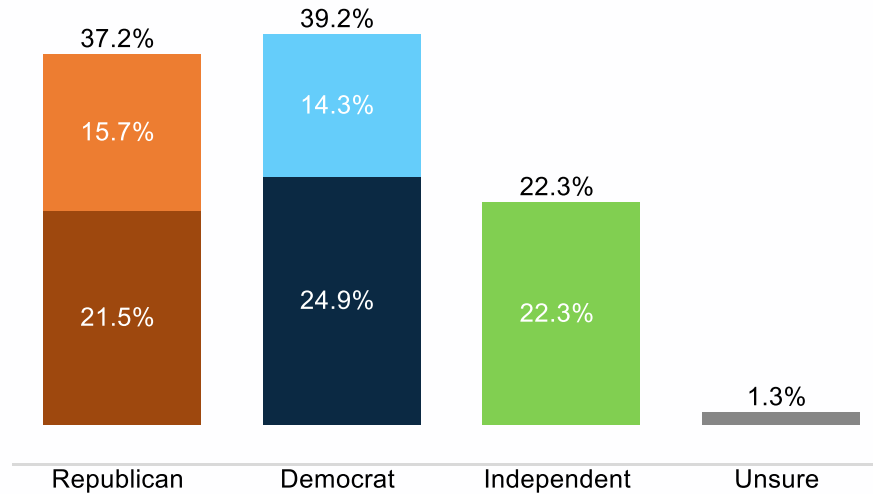


Vote in-person on Election Day Vote absentee by mail Vote early in-person

	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Definitely vote	55%	60%	66%	71%	74%	66%	67%	66%	65%	65%	62%	67%	66%	67%	70%	64%	68%	65%	67%	62%	68%	66%	68%	65%	66%	68%	73%	66%	67%	57%	68%	67%	68%	62%	69%
Probably vote	45%	40%	34%	29%	26%	34%	33%	34%	35%	35%	38%	33%	34%	33%	30%	36%	32%	35%	33%	38%	32%	34%	32%	35%	34%	32%	27%	34%	33%	43%	32%	33%	32%	38%	31%
Vote in-person on Election Day	50%	48%	51%	53%	44%	47%	51%	48%	48%	54%	53%	57%	54%	44%	33%	52%	45%	52%	55%	47%	43%	54%	49%	38%	49%	50%	45%	48%	49%	45%	56%	42%	51%	47%	47%
Vote absentee by mail	17%	16%	17%	24%	33%	21%	18%	25%	25%	17%	19%	17%	12%	23%	41%	19%	27%	18%	17%	26%	27%	16%	26%	30%	23%	17%	20%	23%	22%	23%	16%	29%	23%	21%	25%
Vote early in-person	33%	36%	32%	22%	23%	31%	31%	26%	27%	29%	28%	26%	33%	33%	25%	29%	28%	29%	28%	28%	30%	29%	25%	32%	28%	33%	35%	29%	28%	32%	29%	29%	26%	32%	29%
Definitely vote in-person on Election Day	29%	33%	40%	43%	36%	37%	38%	36%	34%	40%	38%	45%	42%	32%	26%	39%	33%	40%	43%	32%	33%	42%	37%	26%	36%	40%	36%	36%	37%	29%	43%	31%	39%	34%	36%
Probably vote in-person on Election Day	20%	15%	11%	11%	7%	10%	12%	12%	14%	14%	15%	13%	12%	13%	7%	12%	12%	12%	13%	15%	10%	13%	12%	12%	13%	10%	9%	12%	12%	16%	12%	11%	12%	13%	11%
Definitely vote absentee by mail	9%	9%	10%	17%	25%	16%	13%	17%	17%	11%	12%	10%	6%	16%	31%	12%	19%	11%	10%	17%	20%	10%	19%	21%	16%	12%	15%	16%	15%	13%	10%	21%	16%	13%	17%
Probably vote absentee by mail	7%	7%	7%	7%	8%	6%	5%	9%	9%	6%	7%	7%	6%	6%	10%	7%	8%	7%	7%	9%	7%	7%	7%	9%	7%	5%	6%	7%	7%	10%	5%	8%	7%	8%	8%
Definitely vote early in-person	16%	17%	15%	11%	13%	13%	16%	14%	15%	14%	12%	12%	18%	19%	13%	13%	15%	14%	14%	13%	15%	14%	12%	18%	14%	15%	22%	14%	15%	16%	15%	15%	13%	15%	16%
Probably vote early in-person	17%	18%	16%	11%	11%	18%	15%	13%	12%	15%	16%	14%	16%	14%	12%	17%	13%	15%	13%	14%	15%	15%	13%	14%	14%	18%	13%	15%	14%	16%	14%	14%	13%	17%	13%

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

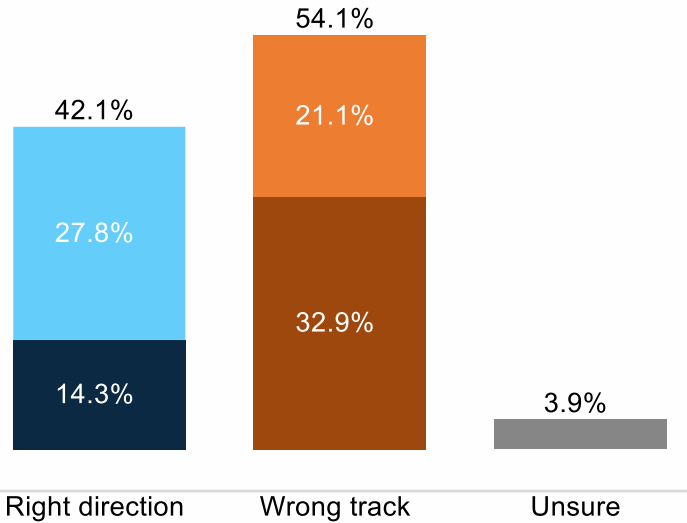
Partisanship by Response



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Republican	35%	33%	34%	39%	42%	30%	49%	35%	34%	33%	42%	35%	45%	38%	30%	22%	39%	47%	69%	17%	6%	42%	17%	34%	32%	41%	33%	75%	4%	37%	43%	32%	
Independent	22%	18%	23%	26%	24%	23%	22%	23%	21%	19%	23%	19%	19%	26%	25%	19%	21%	27%	15%	42%	11%	22%	18%	22%	22%	22%	32%	22%	19%	26%	20%	20%	
Democrat	42%	49%	42%	33%	33%	47%	27%	40%	44%	46%	34%	46%	34%	35%	44%	58%	39%	24%	15%	40%	82%	35%	64%	43%	46%	35%	34%	3%	76%	36%	36%	47%	
Strongly Republican	17%	20%	20%	21%	26%	17%	28%	21%	19%	21%	22%	20%	27%	23%	17%	13%	23%	25%	43%	6%	3%	26%	6%	17%	18%	24%	6%	46%	1%	23%	26%	17%	
Mostly Republican	18%	13%	14%	18%	16%	13%	21%	14%	16%	12%	19%	15%	18%	14%	13%	9%	16%	22%	26%	11%	3%	16%	10%	18%	14%	17%	27%	29%	3%	14%	18%	16%	
Mostly Democratic	15%	15%	17%	13%	13%	15%	9%	16%	17%	17%	14%	19%	10%	14%	13%	19%	14%	10%	4%	19%	27%	12%	19%	22%	16%	13%	25%	2%	26%	12%	16%	16%	
Strongly Democratic	27%	33%	24%	20%	20%	32%	18%	24%	27%	29%	20%	27%	23%	21%	32%	38%	25%	14%	11%	21%	55%	23%	45%	21%	30%	22%	9%	1%	50%	24%	20%	31%	

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

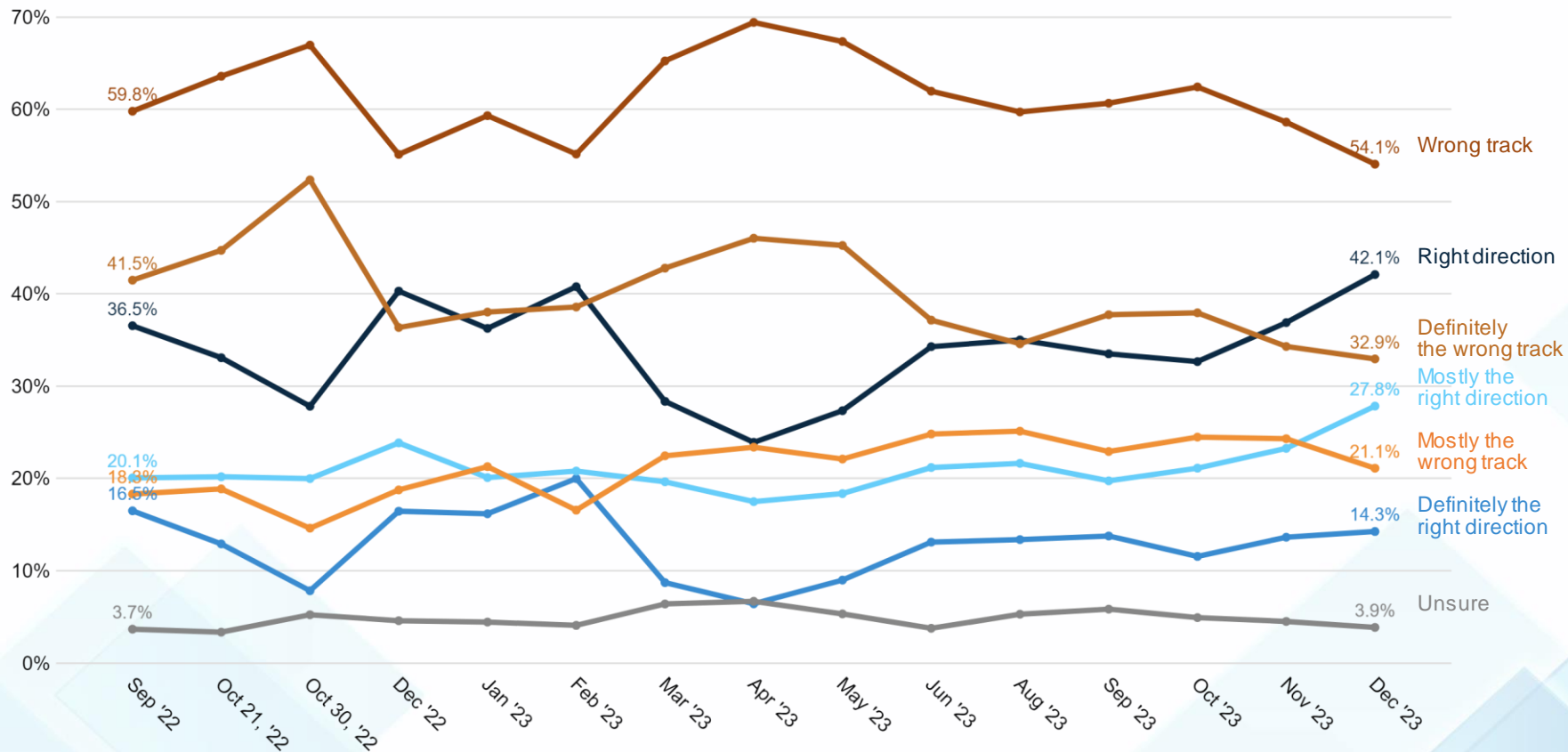
Direction of the Country



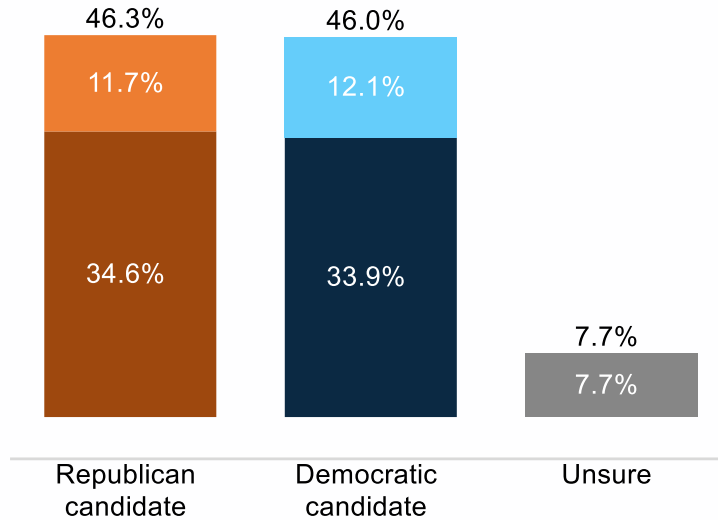
	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Right direction	56%	55%	47%	30%	30%	56%	35%	37%	45%	38%	40%	38%	43%	42%	48%	56%	43%	28%	20%	31%	71%	27%	43%	70%	42%	49%	36%	51%	36%	45%	17%	68%	32%	43%	54%
Wrong track	39%	42%	49%	65%	66%	43%	61%	57%	52%	55%	55%	58%	54%	54%	49%	40%	53%	68%	79%	63%	25%	71%	51%	27%	56%	44%	59%	47%	59%	50%	31%	27%	62%	53%	45%
Definitely the right direction	17%	25%	20%	8%	6%	25%	10%	12%	11%	8%	13%	14%	13%	19%	25%	12%	8%	7%	7%	26%	12%	10%	24%	15%	15%	15%	19%	11%	10%	6%	23%	10%	14%	19%	
Mostly the right direction	39%	30%	27%	23%	25%	31%	25%	25%	34%	30%	27%	24%	28%	29%	30%	31%	20%	13%	24%	45%	15%	33%	46%	27%	34%	21%	32%	25%	35%	11%	45%	22%	29%	34%	
Mostly the wrong track	20%	20%	19%	24%	22%	16%	23%	23%	19%	18%	21%	26%	20%	25%	16%	19%	21%	23%	23%	27%	16%	20%	26%	18%	20%	24%	28%	18%	23%	31%	22%	19%	26%	20%	16%
Definitely the wrong track	19%	22%	30%	41%	44%	26%	38%	34%	32%	38%	34%	32%	34%	29%	33%	20%	32%	45%	56%	36%	9%	51%	25%	9%	35%	19%	31%	29%	36%	19%	59%	9%	36%	33%	29%
Unsure	5%	3%	4%	4%	3%	1%	4%	5%	3%	7%	4%	4%	4%	3%	5%	3%	4%	4%	1%	6%	4%	2%	6%	2%	3%	7%	6%	5%	5%	2%	5%	6%	4%	1%	

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

Trend: Direction of U.S.



Generic Congressional Ballot

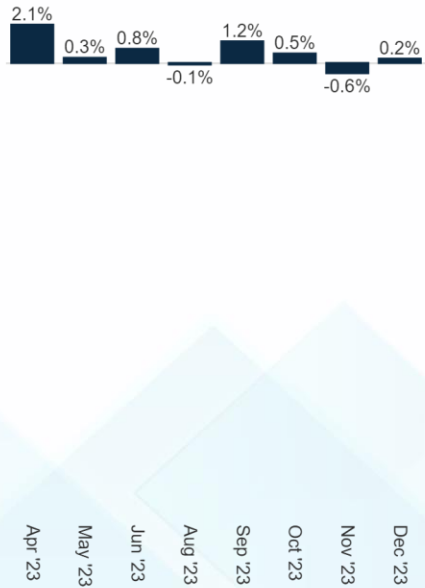


	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Republican candidate	43%	41%	44%	51%	50%	39%	59%	45%	42%	40%	53%	42%	52%	49%	38%	30%	47%	58%	95%	40%	4%	7%	32%	10%	52%	22%	43%	40%	51%	49%	90%	6%	47%	53%	39%
Democratic candidate	49%	55%	49%	39%	41%	56%	34%	47%	40%	50%	39%	51%	41%	44%	54%	63%	45%	33%	3%	37%	94%	7%	56%	86%	42%	69%	49%	53%	41%	51%	4%	88%	45%	40%	53%
Definitely the Republican candidate	26%	26%	29%	41%	44%	29%	46%	33%	30%	31%	41%	31%	39%	35%	28%	21%	36%	44%	76%	24%	2%	62%	19%	6%	40%	12%	29%	29%	38%	0%	71%	3%	37%	38%	29%
Probably the Republican candidate	17%	14%	14%	10%	7%	10%	13%	12%	11%	8%	12%	11%	13%	13%	10%	9%	11%	14%	19%	16%	2%	15%	13%	4%	11%	11%	14%	11%	12%	49%	19%	3%	10%	14%	11%
Probably the Democratic candidate	14%	17%	15%	8%	9%	12%	9%	13%	14%	10%	12%	13%	13%	14%	10%	16%	12%	10%	2%	18%	19%	5%	19%	17%	10%	18%	15%	13%	12%	51%	2%	20%	12%	13%	11%
Definitely the Democratic candidate	35%	38%	34%	30%	32%	44%	24%	33%	36%	39%	27%	38%	28%	29%	44%	47%	34%	23%	1%	19%	75%	13%	37%	69%	31%	51%	34%	40%	30%	0%	2%	68%	32%	28%	42%
Unsure	8%	4%	7%	10%	9%	6%	7%	9%	8%	10%	8%	7%	7%	8%	8%	7%	7%	8%	2%	23%	2%	6%	12%	4%	7%	9%	8%	7%	8%	0%	6%	6%	9%	7%	7%

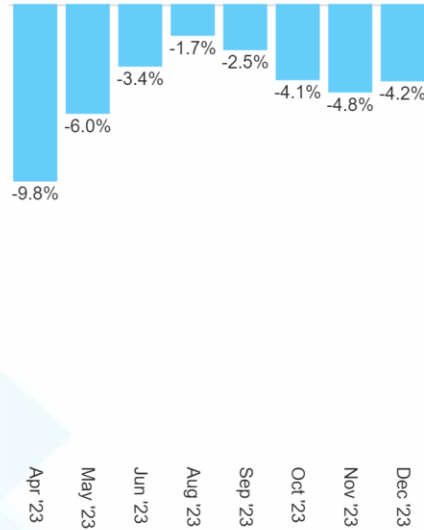
If the November 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Generic Ballot Movement

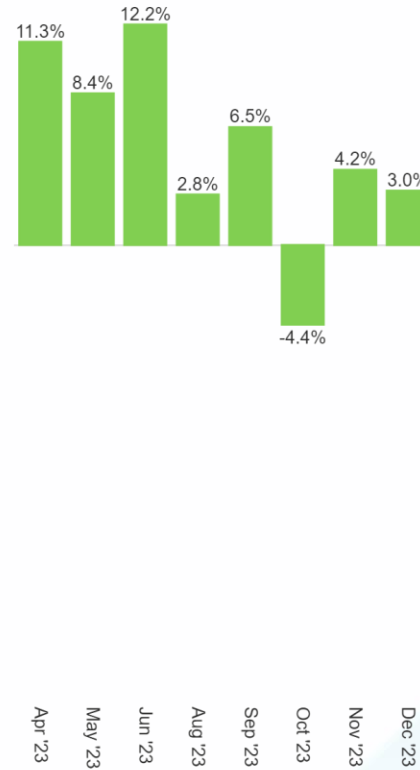
Overall (%Rep-%Dem)



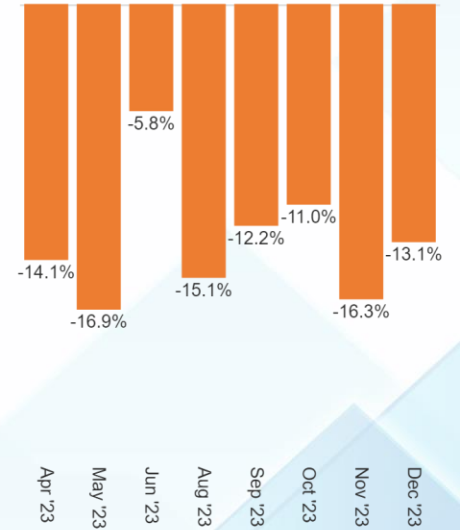
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Percent Change: Generic Ballot (Nov 2023 to Dec 2023)

	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Republican candidate	3%	0%	-7%	3%	2%	-5%	6%	-4%	10%	-1%	3%	0%	-1%	1%	-1%	-5%	1%	5%	3%	-1%	-1%	2%	-6%	-3%	1%	3%	-1%	1%	0%	1%	1%	0%	2%	-1%	-2%
Democratic candidate	-4%	3%	6%	-7%	-1%	5%	-4%	4%	-10%	-1%	-3%	1%	2%	-2%	1%	2%	0%	-3%	-1%	0%	1%	-2%	7%	2%	0%	-2%	-3%	-2%	0%	-1%	-1%	0%	-2%	0%	2%
Definitely the Republican candidate	2%	-2%	-7%	2%	8%	-5%	10%	-6%	12%	0%	4%	0%	-1%	0%	2%	-3%	1%	5%	3%	2%	0%	2%	-3%	-2%	1%	4%	3%	2%	1%	0%	1%	0%	4%	2%	-3%
Probably the Republican candidate	0%	2%	0%	2%	-5%	0%	-5%	2%	-2%	0%	-1%	0%	-1%	1%	-3%	-2%	0%	0%	0%	-2%	-1%	0%	-3%	-1%	-1%	-1%	-4%	-1%	-1%	1%	0%	-1%	-2%	-3%	2%
Probably the Democratic candidate	-12%	2%	4%	-4%	-1%	1%	-2%	-2%	-3%	-4%	-2%	-2%	0%	2%	-3%	3%	-4%	0%	-1%	-3%	-1%	-1%	-1%	2%	-1%	-5%	-4%	0%	-2%	-1%	-1%	-1%	-1%	-2%	-2%
Definitely the Democratic candidate	8%	1%	2%	-3%	0%	4%	-2%	5%	-7%	4%	-1%	3%	1%	-4%	4%	-1%	4%	-3%	0%	3%	2%	-1%	9%	0%	1%	2%	1%	-1%	2%	0%	0%	1%	-1%	2%	4%
Unsure	2%	-3%	1%	3%	-1%	1%	-2%	1%	-1%	1%	-1%	-1%	0%	2%	-1%	3%	0%	-2%	-1%	0%	0%	1%	-1%	1%	-1%	-1%	4%	0%	0%	0%	0%	0%	0%	1%	-1%

Generic Ballot by Key Voter Groups

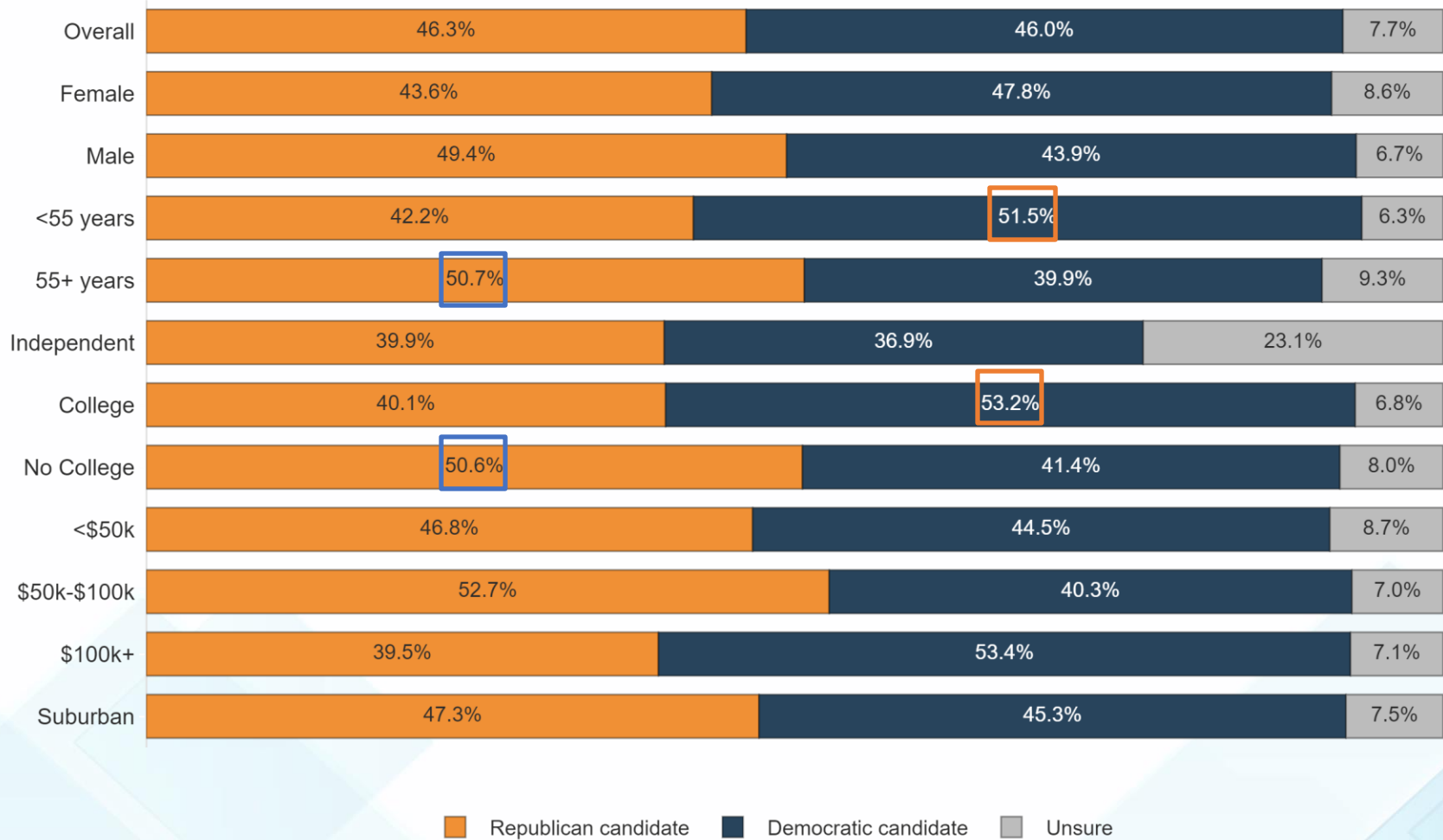


Image Tests

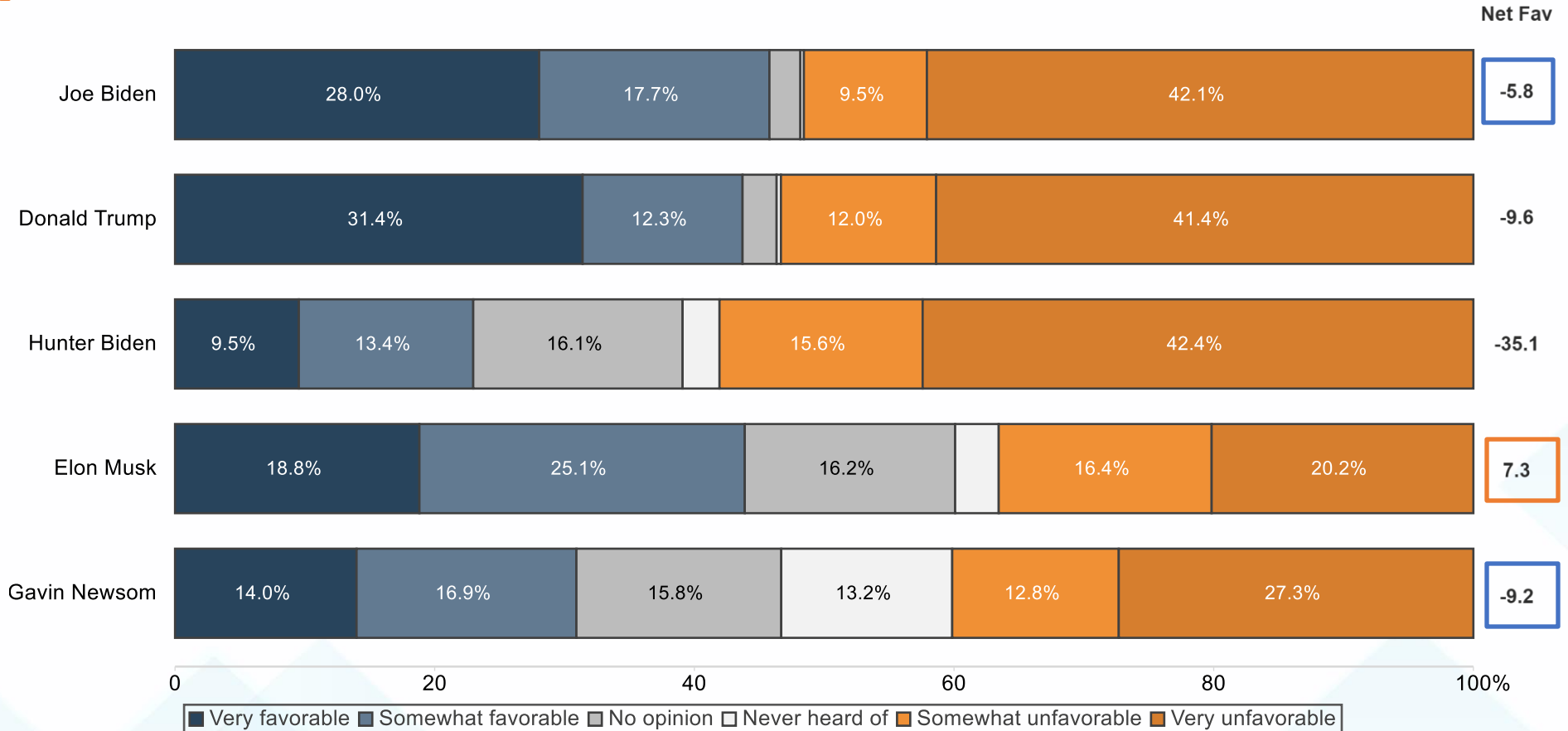


Image Tests Heatmaps

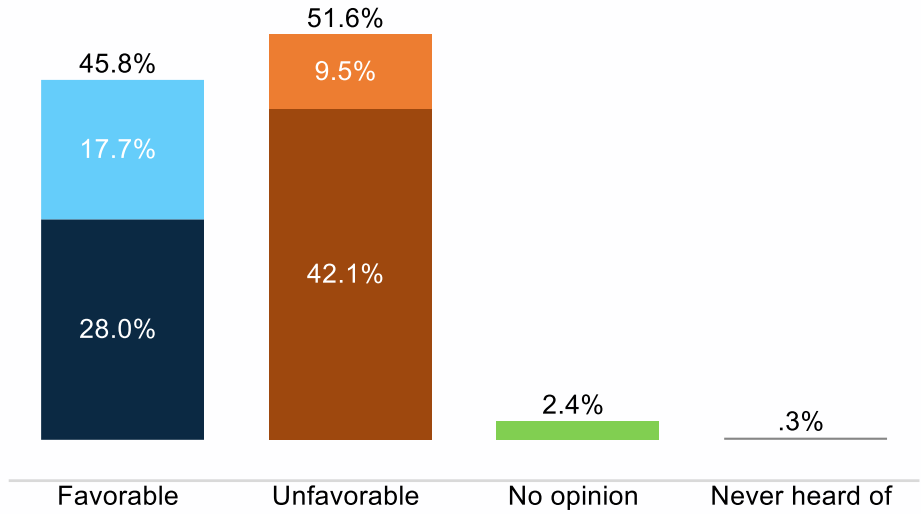
Favorable

	18-29	30-44	45-54	55-64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Joe Biden	44%	52%	50%	41%	42%	56%	35%	46%	49%	44%	40%	48%	47%	42%	52%	60%	45%	35%	9%	40%	85%	20%	55%	82%	42%	63%	47%	53%	41%	46%	8%	85%	43%	40%	55%
Donald Trump	50%	42%	47%	42%	42%	36%	53%	43%	42%	37%	47%	39%	51%	49%	36%	37%	43%	51%	82%	38%	10%	70%	29%	15%	47%	25%	45%	39%	47%	39%	81%	9%	44%	51%	37%
Hunter Biden	38%	37%	29%	9%	11%	32%	20%	22%	19%	13%	20%	22%	26%	23%	28%	36%	21%	16%	8%	13%	43%	13%	18%	47%	22%	30%	28%	26%	21%	22%	7%	39%	17%	25%	29%
Elon Musk	50%	47%	43%	41%	41%	52%	53%	35%	41%	33%	45%	41%	42%	47%	47%	51%	41%	44%	56%	41%	34%	55%	36%	35%	46%	27%	50%	47%	42%	42%	57%	31%	37%	44%	52%
Gavin Newsom	41%	36%	36%	20%	26%	44%	26%	26%	32%	30%	24%	31%	28%	27%	43%	41%	31%	22%	10%	24%	55%	14%	28%	64%	31%	29%	28%	38%	26%	31%	11%	52%	22%	33%	40%

Unfavorable

	18-29	30-44	45-54	55-64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Joe Biden	50%	44%	48%	57%	57%	43%	63%	49%	50%	52%	59%	50%	51%	53%	45%	35%	53%	63%	90%	55%	13%	78%	41%	16%	56%	31%	48%	46%	55%	50%	91%	13%	53%	57%	44%
Donald Trump	45%	54%	50%	55%	58%	63%	44%	53%	56%	59%	52%	58%	46%	47%	60%	58%	47%	17%	58%	86%	28%	67%	83%	51%	69%	47%	60%	49%	57%	18%	87%	52%	48%	60%	
Hunter Biden	40%	46%	53%	66%	73%	57%	67%	51%	63%	63%	64%	60%	56%	55%	52%	41%	62%	65%	85%	63%	30%	78%	54%	30%	64%	32%	50%	60%	57%	55%	87%	32%	58%	60%	55%
Elon Musk	25%	28%	34%	42%	46%	40%	32%	36%	40%	43%	35%	44%	31%	32%	37%	31%	39%	37%	25%	40%	46%	26%	43%	48%	36%	39%	31%	40%	34%	36%	25%	50%	37%	35%	38%
Gavin Newsom	31%	40%	29%	46%	46%	45%	47%	34%	38%	35%	42%	40%	37%	39%	42%	30%	42%	44%	64%	40%	18%	62%	29%	16%	44%	25%	34%	42%	39%	35%	64%	18%	38%	43%	39%

Image: Joe Biden



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Favorable Total	44%	52%	50%	41%	42%	56%	35%	46%	49%	44%	40%	48%	47%	42%	52%	60%	45%	35%	9%	40%	85%	20%	55%	82%	42%	63%	47%	53%	41%	46%	8%	85%	43%	40%	55%
Unfavorable Total	50%	44%	48%	57%	57%	43%	63%	49%	50%	52%	59%	50%	51%	53%	45%	35%	53%	63%	90%	55%	13%	78%	41%	16%	56%	31%	48%	46%	55%	50%	91%	13%	53%	57%	44%
Very favorable	26%	36%	32%	20%	25%	38%	21%	27%	29%	29%	23%	29%	26%	33%	41%	27%	20%	4%	14%	60%	13%	25%	60%	28%	38%	22%	34%	24%	18%	3%	55%	23%	26%	36%	
Somewhat favorable	18%	16%	18%	21%	17%	18%	14%	19%	20%	15%	17%	19%	18%	16%	19%	19%	18%	15%	6%	26%	25%	7%	30%	22%	14%	26%	26%	19%	17%	28%	5%	30%	20%	14%	18%
Somewhat unfavorable	15%	10%	9%	9%	7%	7%	11%	9%	10%	10%	9%	13%	9%	9%	8%	9%	10%	10%	11%	11%	7%	9%	12%	8%	9%	8%	14%	9%	10%	17%	10%	8%	10%	11%	8%
Very unfavorable	35%	33%	39%	49%	50%	36%	52%	40%	40%	42%	50%	37%	42%	44%	37%	26%	43%	53%	79%	44%	6%	70%	29%	9%	47%	23%	33%	38%	45%	33%	81%	5%	44%	46%	36%
No opinion	5%	3%	3%	2%	1%	0%	2%	4%	1%	4%	1%	2%	2%	4%	3%	4%	2%	2%	1%	4%	2%	2%	3%	2%	2%	5%	5%	1%	3%	4%	1%	2%	3%	2%	1%
Never heard of	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

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

Trend: Joe Biden Image

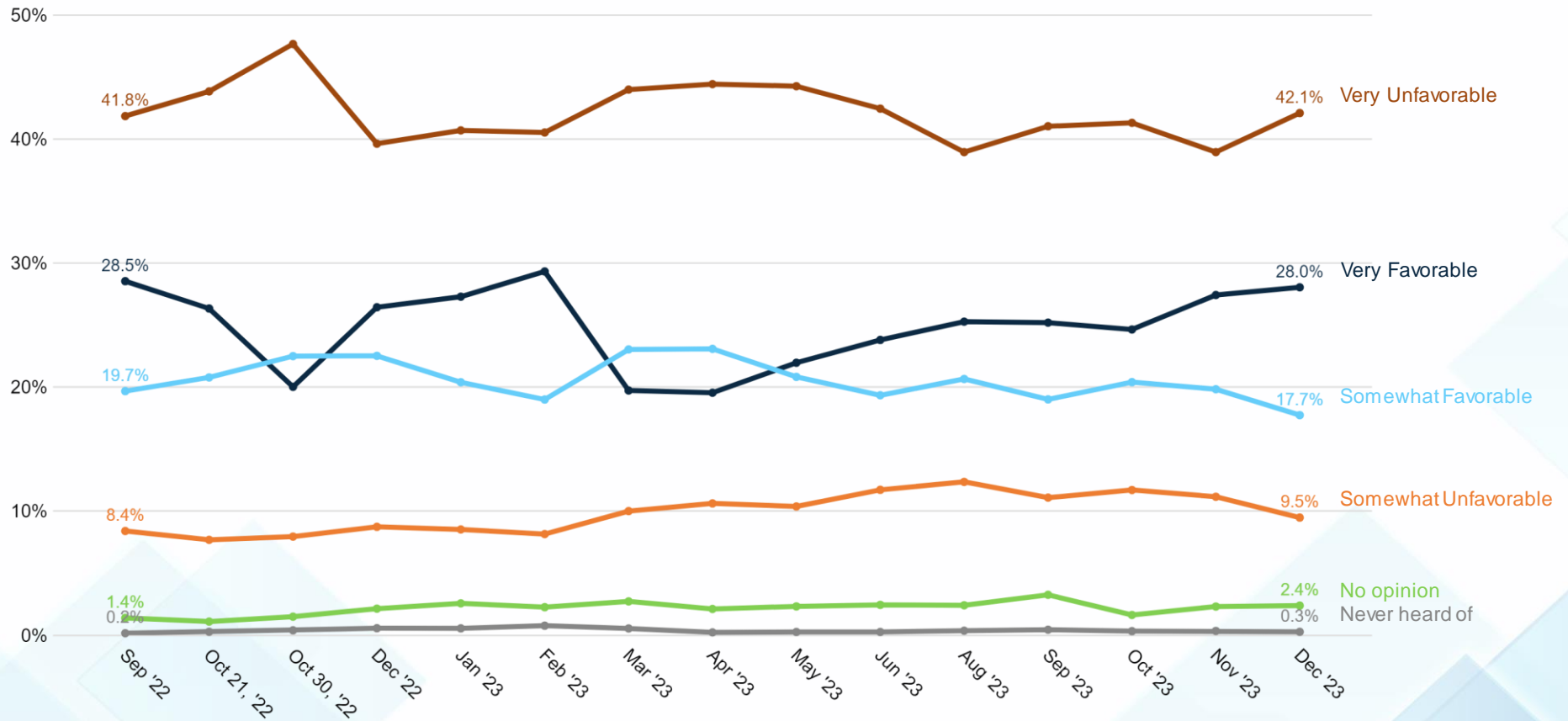
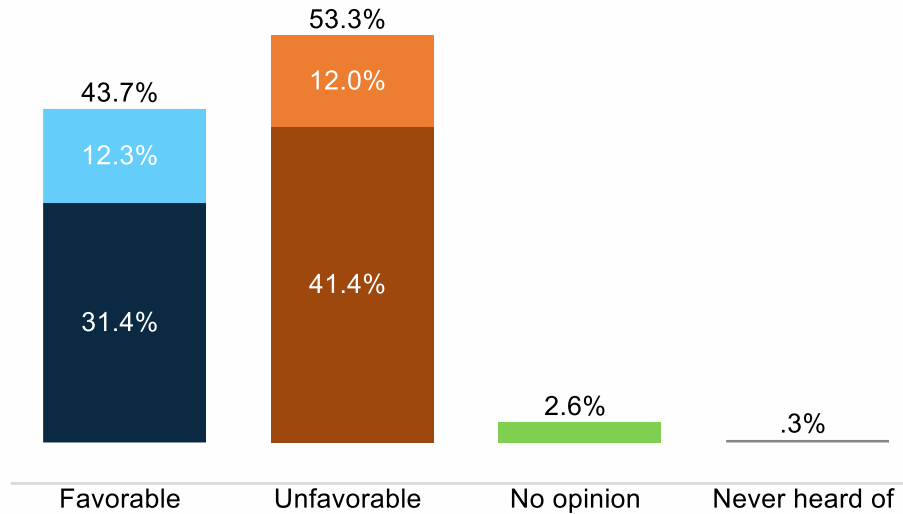


Image: Donald Trump



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Favorable Total	50%	42%	47%	42%	42%	36%	53%	43%	42%	37%	47%	39%	51%	49%	36%	37%	43%	51%	82%	38%	10%	70%	29%	15%	47%	25%	45%	39%	47%	39%	81%	9%	44%	51%	37%
Unfavorable Total	45%	54%	50%	55%	58%	63%	44%	53%	56%	59%	52%	58%	46%	47%	60%	58%	55%	47%	17%	58%	86%	28%	67%	83%	51%	69%	47%	60%	49%	57%	18%	87%	52%	48%	60%
Very favorable	35%	32%	28%	30%	32%	27%	39%	30%	29%	26%	34%	28%	36%	35%	26%	26%	30%	38%	65%	22%	6%	54%	17%	10%	35%	16%	32%	28%	34%	21%	62%	5%	31%	36%	27%
Somewhat favorable	15%	9%	19%	12%	10%	10%	13%	13%	13%	11%	13%	11%	15%	14%	10%	11%	12%	13%	18%	16%	4%	16%	12%	5%	13%	8%	14%	11%	13%	18%	19%	4%	13%	14%	10%
Somewhat unfavorable	13%	18%	12%	10%	8%	17%	13%	10%	8%	13%	14%	12%	9%	10%	13%	15%	12%	10%	8%	13%	15%	12%	12%	13%	12%	13%	15%	13%	11%	18%	10%	13%	9%	11%	15%
Very unfavorable	32%	36%	38%	45%	50%	45%	31%	43%	48%	47%	38%	46%	36%	37%	47%	43%	43%	37%	9%	45%	71%	16%	55%	70%	40%	56%	32%	47%	38%	39%	8%	75%	43%	37%	44%
No opinion	4%	4%	3%	3%	0%	1%	3%	3%	2%	3%	1%	2%	3%	4%	4%	5%	2%	1%	1%	4%	3%	1%	4%	2%	2%	5%	6%	1%	3%	2%	1%	3%	3%	1%	3%
Never heard of	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%

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

Trend: Donald Trump Image

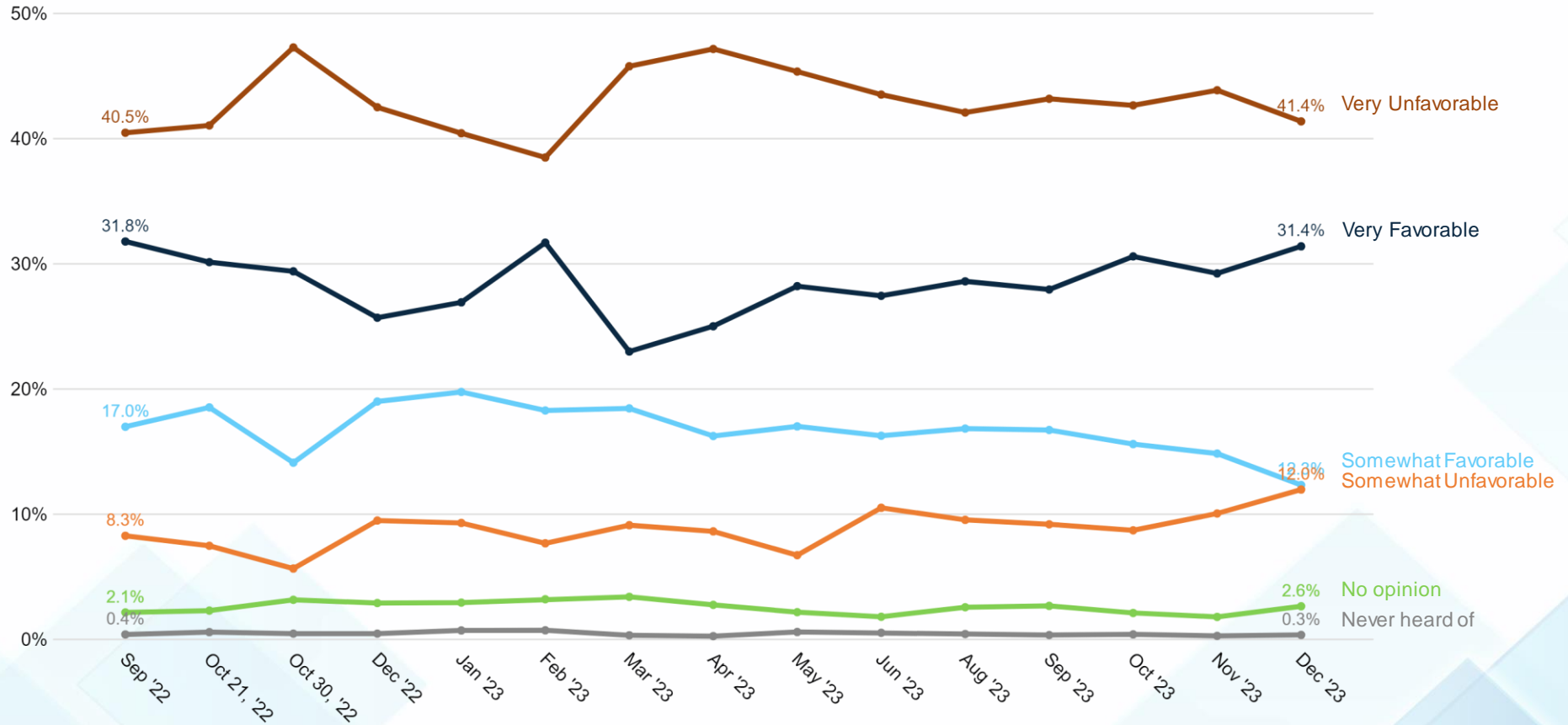
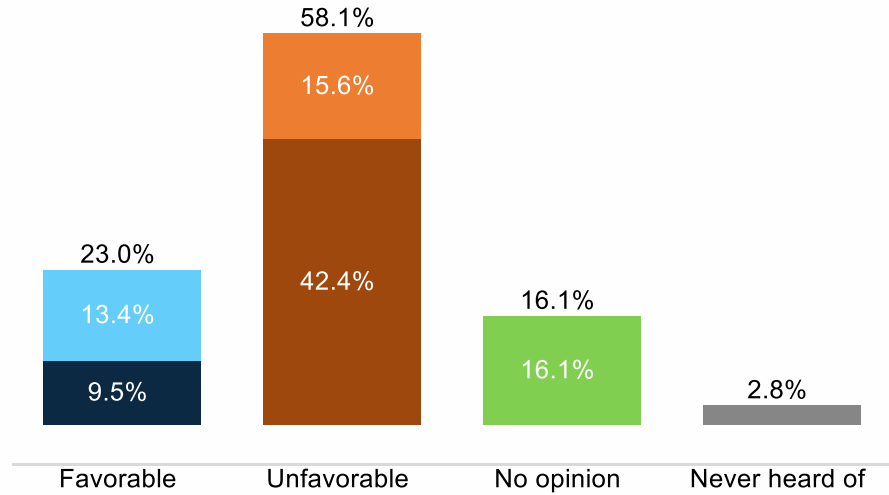


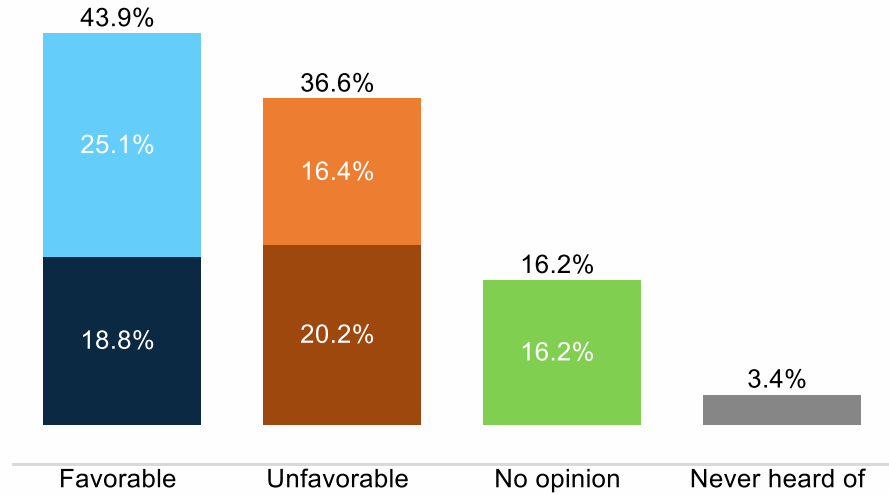
Image: Hunter Biden



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Favorable Total	38%	37%	29%	9%	11%	32%	20%	22%	19%	13%	20%	22%	26%	23%	28%	36%	21%	16%	8%	13%	43%	13%	18%	47%	22%	30%	28%	26%	21%	22%	7%	39%	17%	25%	29%
Unfavorable Total	40%	46%	53%	66%	73%	57%	67%	51%	63%	63%	64%	60%	56%	55%	52%	41%	62%	65%	85%	63%	30%	78%	54%	30%	64%	32%	50%	60%	57%	55%	87%	32%	58%	60%	55%
Very favorable	15%	18%	11%	4%	3%	15%	8%	9%	7%	4%	7%	9%	12%	9%	13%	18%	8%	6%	4%	4%	18%	7%	6%	19%	9%	15%	10%	11%	8%	8%	4%	16%	8%	10%	11%
Somewhat favorable	23%	19%	19%	5%	7%	17%	11%	14%	12%	9%	12%	13%	14%	15%	15%	18%	13%	10%	4%	9%	26%	7%	12%	28%	13%	15%	17%	14%	13%	14%	3%	23%	9%	14%	18%
Somewhat unfavorable	17%	17%	14%	15%	15%	17%	13%	13%	23%	17%	18%	19%	15%	14%	11%	14%	18%	13%	15%	16%	17%	13%	19%	18%	17%	9%	15%	20%	13%	22%	12%	19%	12%	19%	17%
Very unfavorable	23%	30%	39%	51%	58%	39%	53%	38%	41%	46%	46%	41%	41%	40%	41%	28%	44%	52%	71%	47%	13%	65%	34%	12%	47%	23%	35%	40%	44%	33%	75%	13%	46%	41%	39%
No opinion	16%	12%	16%	22%	16%	11%	12%	22%	17%	20%	14%	15%	14%	19%	17%	19%	15%	15%	6%	20%	23%	7%	24%	21%	13%	30%	18%	13%	18%	20%	4%	26%	20%	13%	14%
Never heard of	6%	5%	2%	2%	1%	1%	2%	6%	2%	3%	2%	3%	4%	3%	2%	3%	2%	5%	2%	3%	4%	2%	2%	2%	8%	4%	1%	4%	2%	2%	3%	4%	3%	2%	

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

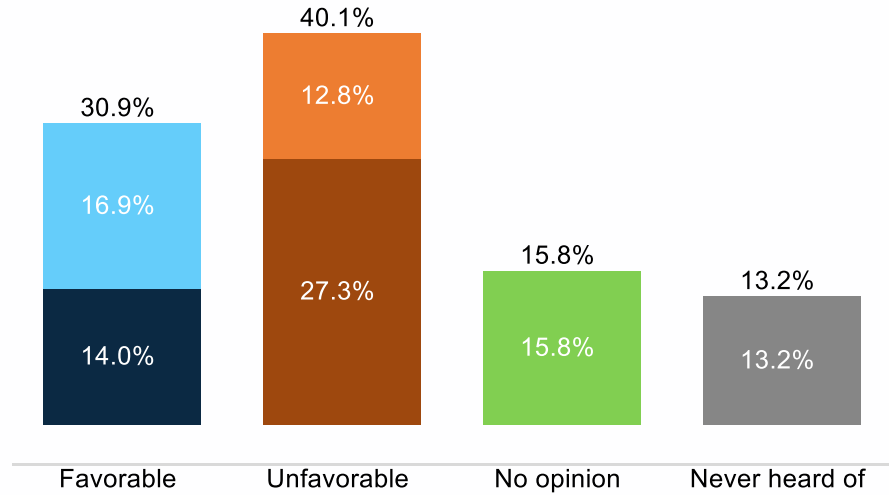
Image: Elon Musk



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Favorable Total	50%	47%	43%	41%	41%	52%	53%	35%	41%	33%	45%	41%	42%	47%	47%	51%	41%	44%	56%	41%	34%	55%	36%	35%	46%	27%	50%	47%	42%	42%	57%	31%	37%	44%	52%
Unfavorable Total	25%	28%	34%	42%	46%	40%	32%	36%	40%	43%	35%	44%	31%	32%	37%	31%	39%	37%	25%	40%	46%	26%	43%	48%	36%	39%	31%	40%	34%	36%	25%	50%	37%	35%	38%
Very favorable	22%	22%	18%	15%	18%	24%	23%	14%	16%	19%	16%	18%	19%	19%	22%	27%	14%	21%	25%	18%	14%	25%	14%	14%	20%	13%	25%	20%	18%	15%	26%	12%	15%	17%	25%
Somewhat favorable	29%	25%	24%	26%	23%	28%	29%	21%	24%	14%	29%	23%	23%	28%	26%	24%	27%	22%	31%	23%	20%	30%	22%	21%	27%	14%	25%	27%	24%	27%	31%	20%	22%	26%	27%
Somewhat unfavorable	11%	14%	17%	17%	19%	17%	16%	17%	16%	15%	16%	20%	15%	13%	17%	11%	19%	17%	16%	18%	16%	16%	18%	16%	17%	14%	14%	16%	17%	21%	16%	18%	16%	16%	17%
Very unfavorable	13%	14%	17%	25%	27%	23%	15%	19%	25%	28%	19%	24%	16%	19%	20%	20%	20%	20%	9%	22%	30%	11%	25%	31%	20%	26%	17%	24%	18%	15%	9%	32%	21%	18%	21%
No opinion	18%	21%	21%	13%	11%	8%	14%	22%	18%	20%	18%	12%	21%	17%	13%	16%	17%	15%	16%	16%	16%	16%	15%	16%	16%	21%	15%	12%	19%	18%	16%	15%	20%	19%	9%
Never heard of	7%	4%	3%	4%	1%	0%	2%	7%	1%	5%	2%	3%	6%	4%	2%	3%	3%	4%	3%	3%	3%	2%	6%	1%	2%	12%	4%	1%	5%	3%	2%	4%	6%	3%	1%

Do you have a favorable or unfavorable opinion of Elon Musk?

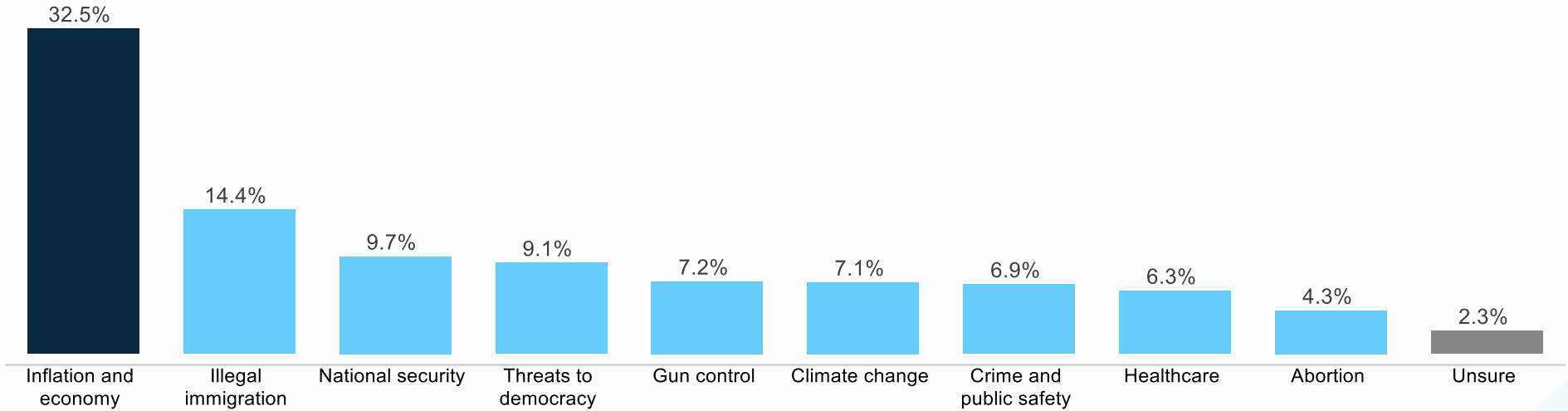
Image: Gavin Newsom



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Favorable Total	41%	36%	36%	20%	26%	44%	26%	26%	32%	30%	24%	31%	28%	27%	43%	41%	31%	22%	10%	24%	55%	14%	28%	64%	31%	29%	28%	38%	26%	31%	11%	52%	22%	33%	40%
Unfavorable Total	31%	40%	29%	46%	46%	45%	47%	34%	38%	35%	42%	40%	37%	39%	42%	30%	42%	44%	64%	40%	18%	62%	29%	16%	44%	25%	34%	42%	39%	35%	64%	18%	38%	43%	39%
Very favorable	18%	16%	20%	7%	12%	18%	13%	13%	13%	12%	11%	15%	11%	10%	23%	19%	14%	11%	5%	8%	26%	7%	9%	33%	14%	15%	14%	16%	13%	11%	4%	24%	11%	15%	16%
Somewhat favorable	24%	20%	17%	13%	14%	25%	13%	14%	19%	18%	14%	17%	17%	16%	21%	23%	17%	11%	5%	15%	29%	7%	19%	31%	17%	14%	14%	22%	13%	20%	6%	28%	11%	18%	24%
Somewhat unfavorable	17%	18%	9%	14%	8%	16%	11%	13%	13%	10%	15%	15%	10%	13%	11%	14%	12%	13%	15%	12%	11%	15%	13%	9%	13%	11%	17%	14%	12%	19%	14%	11%	12%	13%	13%
Very unfavorable	14%	22%	20%	32%	39%	29%	37%	21%	26%	25%	27%	25%	28%	26%	31%	17%	30%	31%	49%	27%	7%	47%	16%	7%	31%	15%	17%	28%	27%	17%	49%	7%	26%	30%	26%
No opinion	13%	13%	20%	18%	15%	8%	14%	21%	18%	20%	16%	13%	19%	22%	9%	16%	16%	15%	13%	24%	14%	12%	24%	12%	14%	24%	23%	12%	18%	19%	13%	17%	19%	12%	14%
Never heard of	14%	11%	14%	15%	13%	4%	13%	20%	12%	15%	17%	16%	15%	12%	5%	12%	11%	18%	13%	13%	13%	12%	19%	8%	12%	22%	15%	8%	17%	15%	12%	13%	21%	12%	6%

Do you have a favorable or unfavorable opinion of Gavin Newsom?

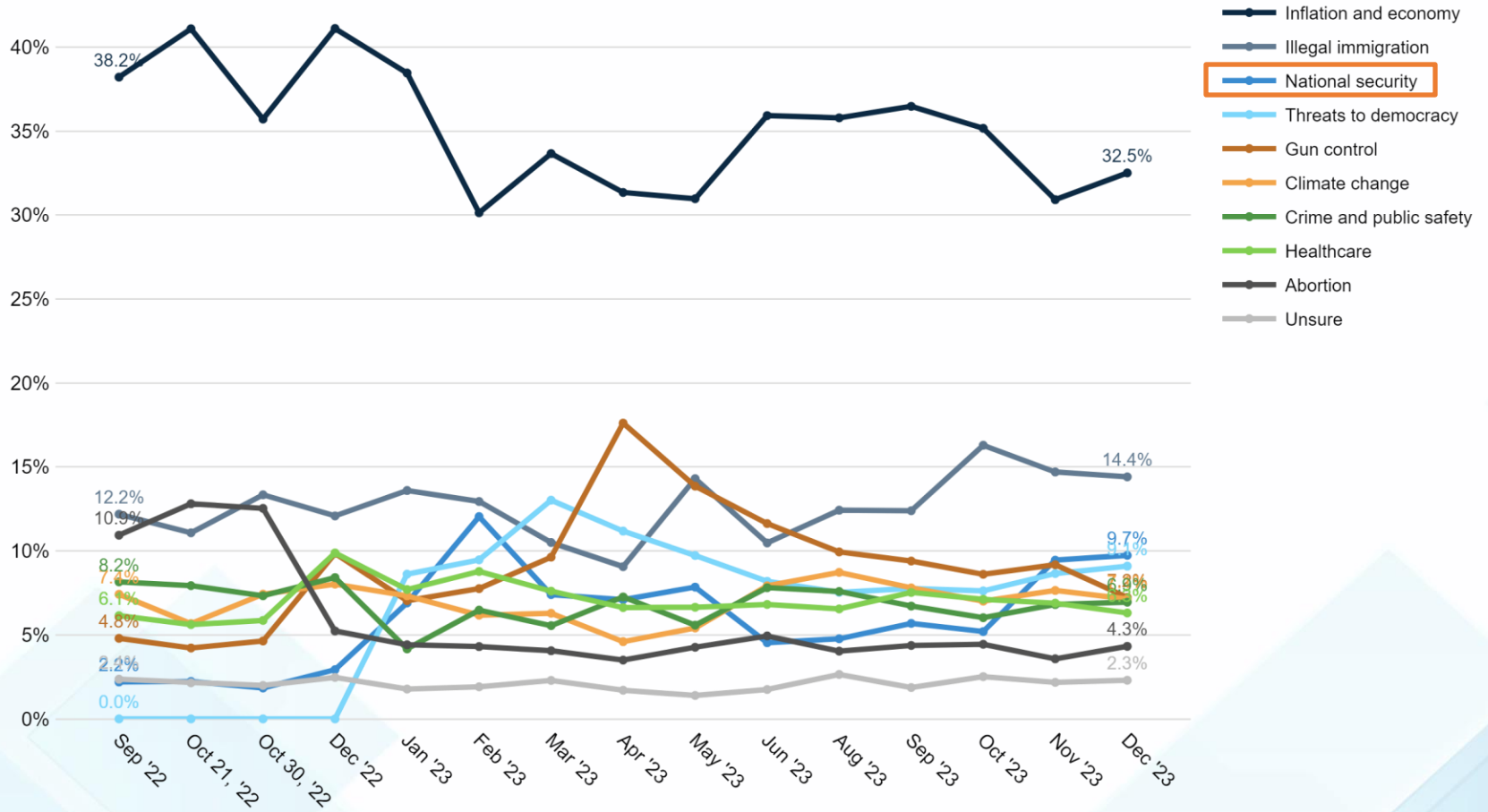
Top Priority



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Inflation and economy	34%	34%	39%	34%	26%	33%	32%	32%	33%	28%	33%	31%	35%	34%	32%	29%	33%	34%	37%	38%	25%	36%	34%	24%	33%	28%	31%	33%	32%	32%	39%	25%	33%	28%	37%
Illegal immigration	4%	10%	12%	16%	23%	13%	19%	13%	14%	12%	16%	12%	11%	15%	17%	13%	13%	18%	26%	12%	6%	23%	10%	6%	16%	7%	13%	13%	15%	10%	24%	6%	13%	16%	14%
National security	10%	9%	10%	8%	11%	8%	10%	10%	11%	9%	11%	11%	12%	8%	7%	9%	11%	8%	11%	10%	9%	10%	10%	9%	11%	5%	5%	9%	10%	12%	11%	8%	8%	13%	9%
Threats to democracy	1%	6%	7%	9%	16%	13%	7%	8%	9%	12%	6%	10%	8%	11%	10%	8%	9%	10%	3%	12%	13%	5%	11%	14%	9%	12%	7%	11%	8%	7%	3%	16%	7%	9%	11%
Gun control	11%	9%	8%	7%	4%	6%	7%	9%	6%	7%	7%	11%	8%	6%	5%	9%	7%	6%	4%	4%	12%	4%	8%	11%	5%	15%	12%	6%	8%	9%	3%	11%	9%	7%	5%
Climate change	9%	7%	8%	6%	7%	9%	6%	5%	10%	8%	8%	5%	6%	5%	11%	10%	6%	6%	3%	5%	12%	4%	7%	12%	8%	5%	8%	10%	5%	6%	3%	11%	6%	7%	8%
Crime and public safety	11%	11%	4%	3%	5%	7%	8%	7%	6%	8%	7%	6%	6%	7%	8%	9%	7%	6%	7%	6%	7%	8%	4%	8%	6%	9%	8%	6%	7%	8%	7%	7%	7%	7%	6%
Healthcare	10%	7%	7%	7%	3%	5%	5%	8%	6%	9%	7%	7%	5%	6%	5%	6%	7%	6%	5%	6%	8%	5%	7%	8%	5%	10%	9%	5%	7%	8%	5%	7%	6%	7%	5%
Abortion	7%	6%	2%	6%	2%	4%	3%	5%	4%	5%	4%	4%	4%	5%	4%	5%	4%	4%	2%	4%	7%	2%	6%	6%	4%	8%	5%	4%	4%	5%	2%	7%	6%	4%	3%
Unsure	2%	1%	2%	2%	4%	2%	3%	2%	2%	2%	2%	2%	4%	3%	2%	2%	2%	3%	1%	4%	2%	1%	3%	2%	2%	2%	2%	2%	3%	3%	2%	2%	4%	2%	1%

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

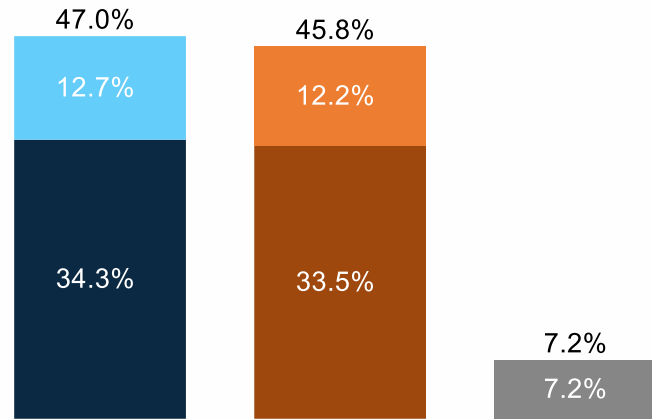
Trend: Top Priority



Percent Change: Top Priority (Nov 2023 to Dec 2023)

	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Inflation and economy	2%	2%	2%	3%	0%	6%	2%	-2%	4%	1%	3%	1%	-1%	5%	1%	0%	2%	2%	0%	4%	1%	3%	0%	1%	2%	-3%	-4%	5%	-1%	1%	2%	0%	2%	-4%	6%
Illegal immigration	-4%	3%	1%	-4%	0%	-3%	0%	-2%	5%	-4%	-1%	-3%	-1%	-1%	5%	1%	-3%	3%	1%	-6%	2%	-1%	-2%	1%	0%	2%	2%	0%	-1%	-1%	-3%	2%	-3%	0%	2%
National security	5%	0%	0%	3%	-3%	-3%	-1%	1%	5%	2%	3%	3%	2%	-4%	-4%	0%	2%	-3%	-2%	0%	2%	-2%	2%	2%	1%	1%	0%	0%	1%	0%	0%	1%	2%	2%	-2%
Threats to democracy	-1%	0%	1%	-2%	3%	5%	-2%	1%	-4%	0%	0%	0%	0%	1%	2%	0%	1%	0%	-1%	3%	1%	1%	2%	0%	1%	4%	-2%	1%	0%	0%	-1%	2%	-2%	1%	3%
Gun control	-1%	1%	-3%	-4%	-3%	-1%	-2%	0%	-7%	-2%	-3%	2%	-1%	-4%	-3%	0%	-3%	-1%	0%	-4%	-3%	0%	-3%	-2%	-2%	-3%	1%	-4%	-1%	1%	-1%	-3%	0%	-2%	-4%
Climate change	0%	-3%	3%	1%	-2%	-3%	1%	0%	0%	0%	1%	-3%	1%	-1%	-1%	-2%	0%	0%	0%	0%	-1%	0%	1%	-3%	-1%	0%	0%	-2%	0%	0%	1%	-1%	0%	0%	-2%
Crime and public safety	1%	2%	-4%	-2%	2%	-1%	3%	0%	-2%	-1%	1%	-1%	0%	2%	-1%	2%	0%	-1%	1%	0%	-1%	1%	-2%	1%	1%	-4%	-2%	-2%	1%	-1%	1%	0%	1%	1%	-2%
Healthcare	-1%	-4%	1%	1%	0%	-3%	-3%	1%	1%	5%	0%	-1%	-3%	1%	-2%	-3%	0%	-1%	0%	0%	-2%	0%	-1%	0%	-2%	1%	5%	-1%	0%	-2%	0%	-2%	0%	2%	-3%
Abortion	-2%	1%	-1%	3%	2%	2%	1%	1%	-2%	1%	-1%	2%	1%	-1%	3%	2%	1%	0%	0%	1%	2%	-1%	4%	0%	0%	4%	-1%	0%	1%	0%	0%	2%	1%	0%	1%
Unsure	0%	-1%	-1%	0%	2%	1%	1%	-1%	0%	-2%	-1%	-1%	2%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	-3%	1%	1%	0%	1%	0%	0%	1%	-1%	0%

Biden v Trump

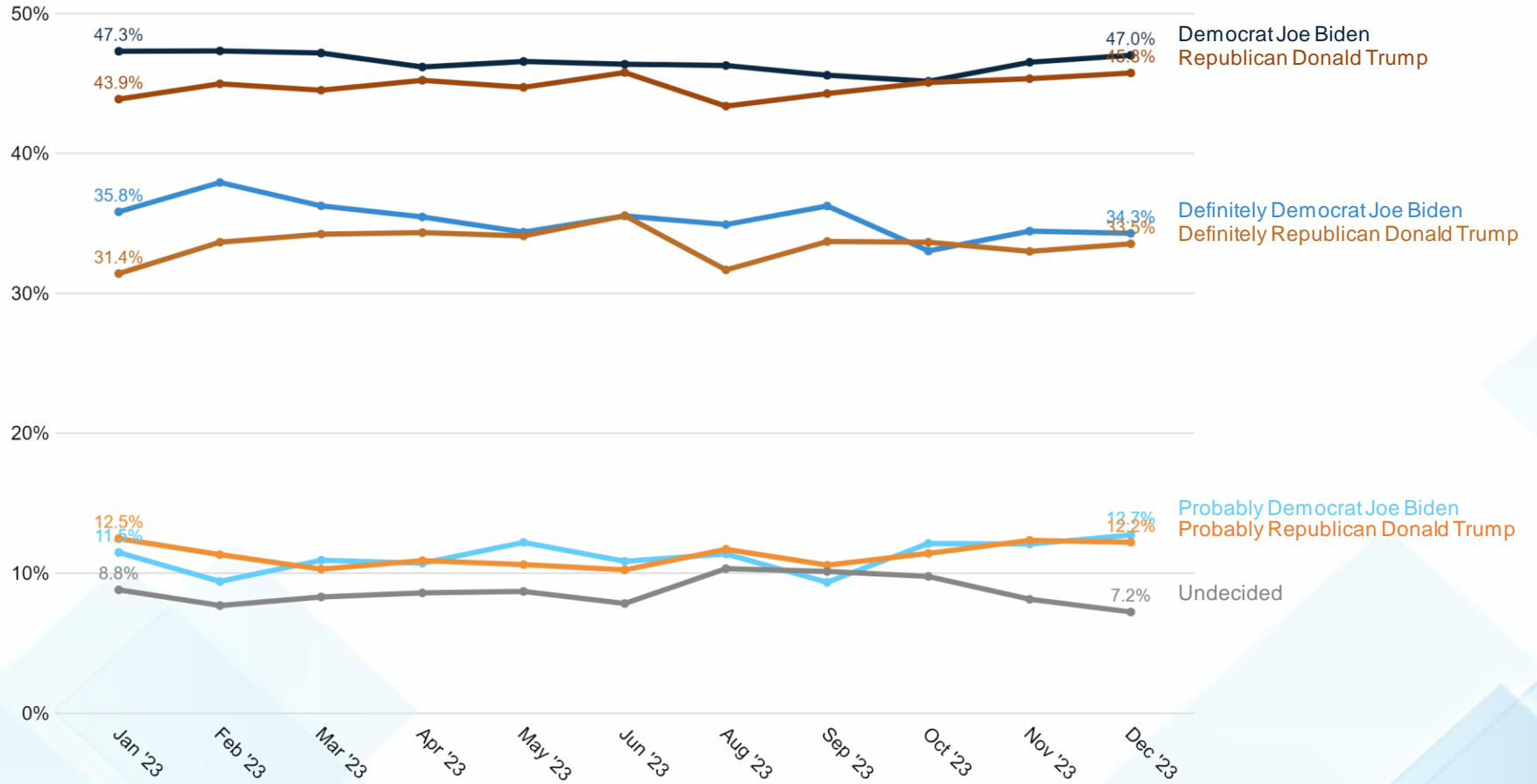


Democrat Joe Biden Republican Donald Trump Undecided

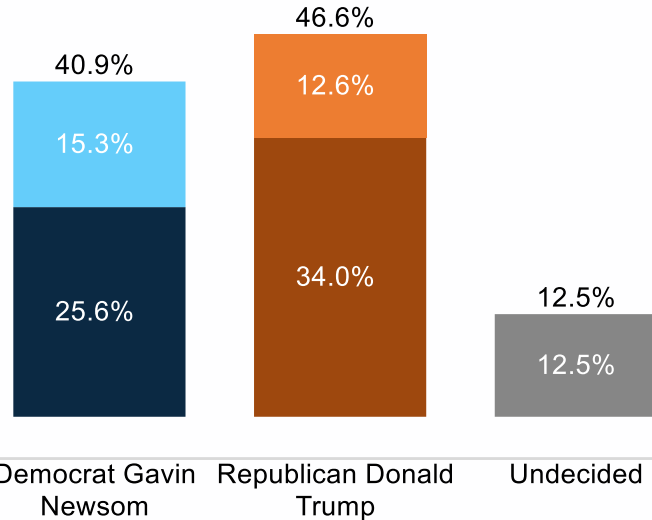
	18-29	30-44	45-54	55-64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Democrat Joe Biden	48%	53%	48%	42%	44%	59%	34%	47%	30%	49%	42%	52%	41%	44%	54%	61%	46%	37%	6%	42%	30%	19%	57%	86%	43%	67%	45%	55%	42%	19%	5%	90%	43%	42%	56%
Republican Donald Trump	43%	42%	46%	48%	48%	38%	58%	44%	42%	45%	50%	42%	51%	49%	38%	30%	47%	56%	89%	43%	6%	75%	32%	11%	51%	23%	44%	40%	50%	42%	90%	5%	47%	52%	39%
Definitely Democrat Joe Biden	27%	38%	34%	32%	37%	46%	24%	32%	38%	38%	31%	37%	29%	29%	42%	44%	34%	27%	3%	27%	69%	13%	39%	67%	33%	48%	30%	42%	29%	22%	2%	69%	32%	28%	43%
Probably Democrat Joe Biden	21%	15%	14%	11%	8%	12%	10%	15%	12%	11%	11%	15%	12%	15%	12%	17%	12%	10%	4%	14%	21%	6%	17%	19%	11%	19%	16%	12%	13%	27%	3%	21%	11%	14%	13%
Probably Republican Donald Trump	18%	15%	17%	8%	8%	8%	16%	13%	11%	12%	14%	8%	16%	12%	11%	10%	13%	13%	20%	14%	3%	16%	13%	5%	11%	11%	19%	9%	14%	23%	21%	3%	11%	18%	9%
Definitely Republican Donald Trump	25%	28%	29%	40%	40%	30%	42%	31%	32%	34%	36%	34%	36%	37%	27%	20%	35%	43%	69%	29%	3%	59%	19%	6%	39%	12%	25%	31%	36%	20%	69%	2%	36%	35%	30%
Undecided	9%	5%	6%	10%	7%	4%	8%	8%	7%	6%	8%	6%	8%	7%	8%	9%	6%	7%	4%	15%	4%	6%	11%	3%	6%	10%	11%	6%	8%	8%	5%	5%	10%	6%	5%

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

Trend: Biden v Trump



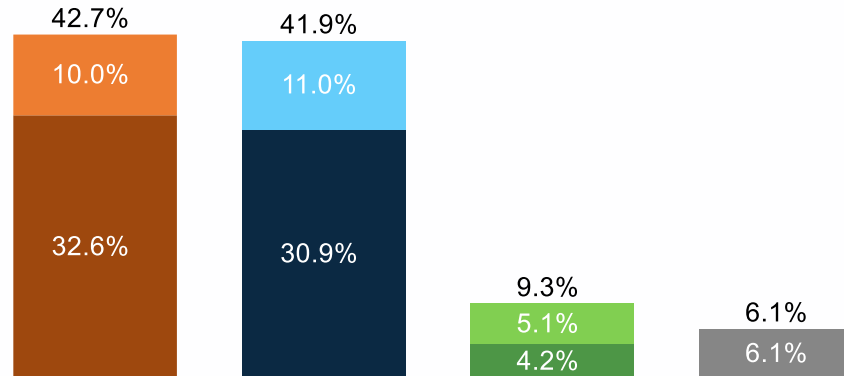
Newsom v Trump



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Democrat Gavin Newsom	43%	50%	41%	33%	38%	52%	31%	39%	46%	42%	36%	43%	35%	37%	51%	54%	40%	31%	5%	34%	80%	16%	46%	79%	38%	58%	37%	49%	35%	41%	3%	80%	36%	37%	51%
Republican Donald Trump	46%	43%	48%	48%	48%	39%	59%	45%	42%	43%	51%	43%	51%	39%	32%	48%	56%	90%	45%	6%	76%	32%	12%	52%	22%	47%	41%	51%	44%	91%	5%	47%	54%	39%	
Definitely Democrat Gavin Newsom	21%	31%	25%	21%	27%	33%	20%	23%	29%	31%	22%	27%	19%	20%	36%	35%	25%	18%	1%	19%	53%	9%	28%	52%	24%	37%	19%	31%	22%	16%	1%	52%	22%	21%	33%
Probably Democrat Gavin Newsom	23%	19%	16%	12%	11%	18%	11%	16%	17%	11%	14%	16%	16%	17%	15%	19%	15%	12%	3%	15%	27%	7%	19%	27%	14%	22%	19%	18%	14%	25%	2%	29%	13%	15%	17%
Probably Republican Donald Trump	20%	17%	17%	7%	7%	9%	15%	14%	11%	11%	13%	10%	17%	14%	10%	10%	14%	13%	21%	15%	3%	17%	12%	5%	13%	11%	17%	10%	14%	26%	22%	3%	11%	18%	9%
Definitely Republican Donald Trump	26%	27%	31%	41%	41%	30%	44%	31%	31%	31%	38%	33%	34%	37%	29%	22%	34%	43%	69%	30%	3%	60%	20%	7%	39%	12%	30%	31%	37%	18%	69%	3%	36%	36%	30%
Undecided	11%	7%	11%	19%	14%	9%	10%	16%	12%	15%	13%	14%	14%	12%	10%	14%	12%	13%	5%	21%	14%	8%	21%	9%	10%	20%	16%	10%	14%	15%	6%	14%	17%	9%	10%

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?

Biden v Trump v Kennedy

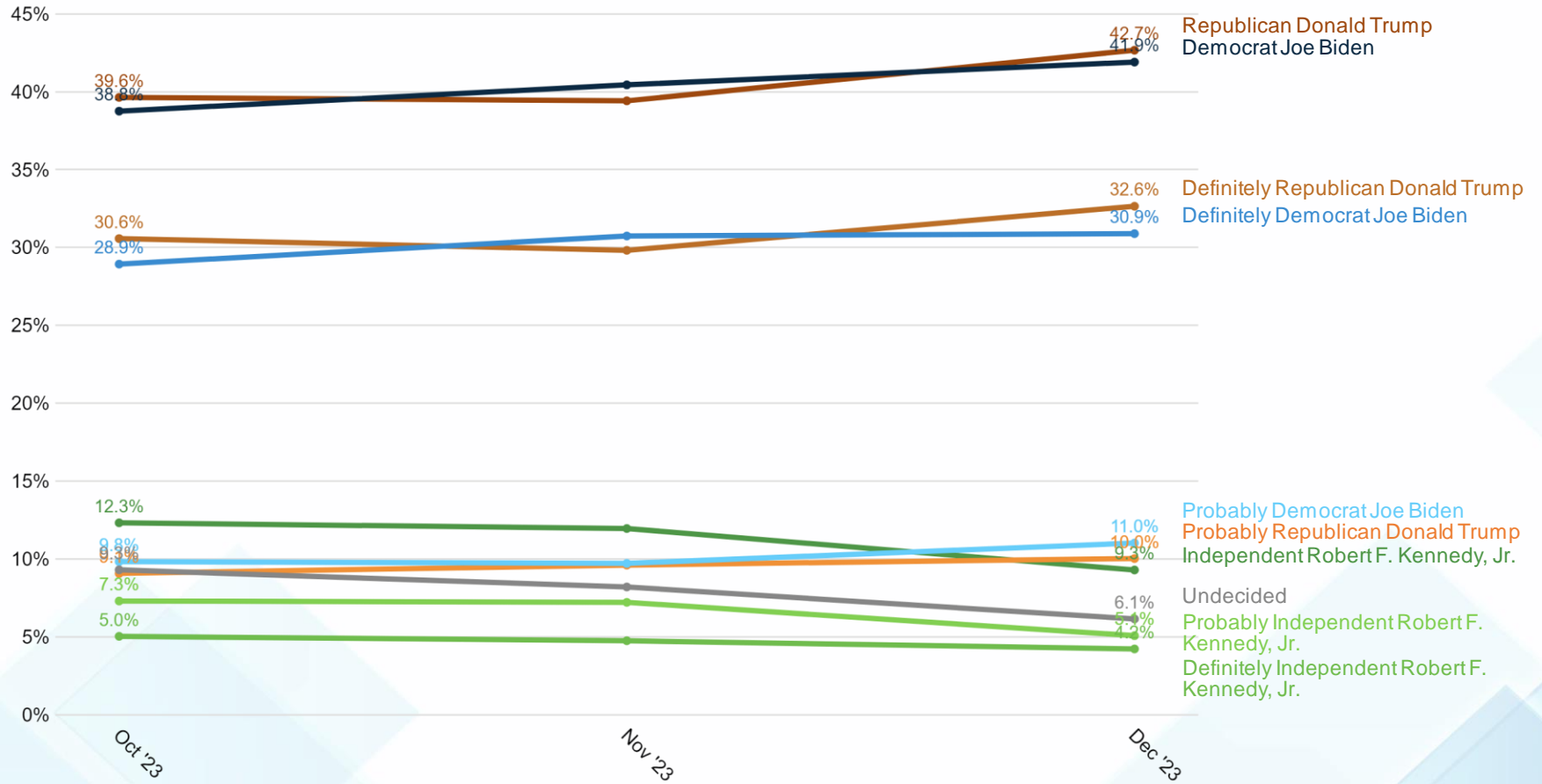


Republican Donald Trump Democrat Joe Biden Independent Robert F. Kennedy, Jr. Undecided

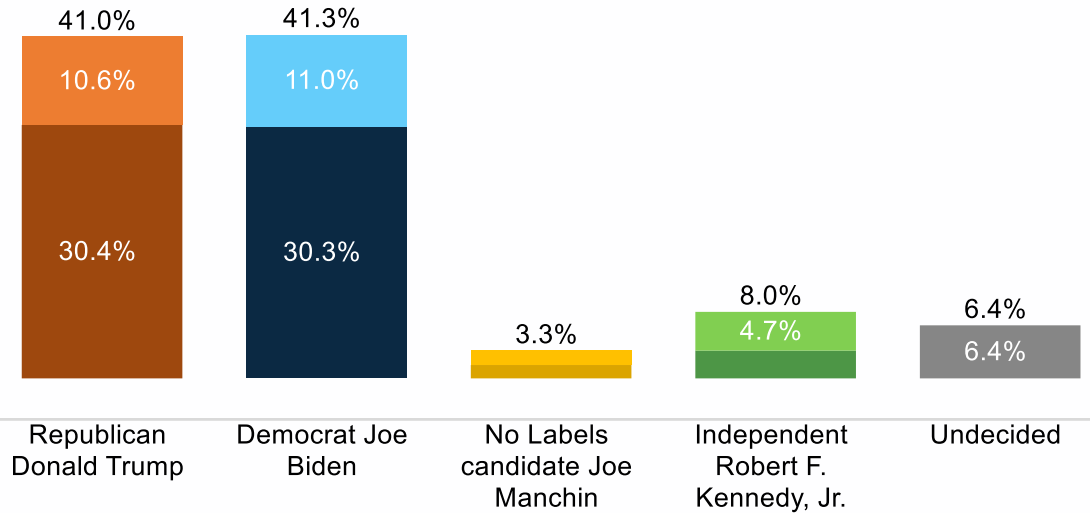
	18-29	30-44	45-54	55-64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Republican Donald Trump	39%	40%	41%	46%	46%	34%	54%	41%	41%	37%	49%	40%	47%	47%	33%	28%	44%	53%	86%	37%	4%	72%	28%	8%	48%	20%	40%	37%	46%	39%	86%	3%	43%	50%	36%
Democrat Joe Biden	42%	47%	45%	36%	39%	55%	30%	41%	44%	42%	38%	45%	38%	39%	48%	56%	41%	32%	4%	33%	85%	16%	49%	80%	39%	60%	39%	50%	37%	40%	2%	83%	38%	37%	52%
Independent Robert F. Kennedy, Jr.	11%	7%	12%	10%	8%	7%	10%	11%	8%	12%	7%	10%	9%	6%	13%	10%	9%	9%	6%	18%	8%	7%	13%	9%	9%	12%	10%	8%	10%	12%	7%	10%	10%	9%	8%
Definitely Republican Donald Trump	26%	28%	30%	37%	38%	28%	42%	31%	30%	31%	36%	32%	37%	34%	25%	21%	32%	43%	69%	25%	3%	58%	18%	5%	37%	13%	26%	29%	35%	22%	67%	2%	34%	37%	27%
Probably Republican Donald Trump	13%	12%	11%	8%	8%	7%	13%	10%	11%	6%	12%	8%	11%	13%	8%	7%	12%	9%	17%	12%	1%	13%	10%	3%	10%	7%	13%	9%	11%	17%	19%	2%	9%	13%	9%
Definitely Democrat Joe Biden	26%	32%	32%	29%	33%	42%	23%	29%	32%	32%	29%	32%	24%	28%	39%	41%	30%	23%	1%	21%	65%	10%	34%	63%	29%	46%	26%	38%	27%	18%	1%	62%	29%	26%	39%
Probably Democrat Joe Biden	16%	15%	13%	8%	6%	13%	7%	12%	12%	10%	9%	13%	15%	10%	9%	15%	11%	9%	2%	11%	19%	5%	15%	17%	10%	14%	13%	12%	10%	22%	2%	20%	9%	11%	13%
Definitely Independent Robert F. Kennedy, Jr.	5%	5%	5%	3%	3%	3%	4%	4%	5%	7%	3%	5%	3%	3%	6%	5%	4%	3%	2%	9%	4%	3%	6%	4%	4%	5%	6%	4%	4%	5%	3%	5%	5%	4%	4%
Probably Independent Robert F. Kennedy, Jr.	5%	3%	6%	7%	5%	4%	6%	6%	3%	5%	3%	6%	6%	4%	7%	5%	5%	6%	4%	9%	4%	3%	7%	6%	5%	6%	4%	3%	6%	7%	4%	5%	5%	5%	4%
Undecided	8%	5%	3%	8%	7%	3%	6%	7%	7%	9%	7%	4%	5%	8%	6%	6%	6%	6%	4%	12%	4%	5%	9%	2%	5%	9%	12%	5%	7%	9%	5%	4%	9%	4%	4%

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

Trend: Biden v Trump v Kennedy



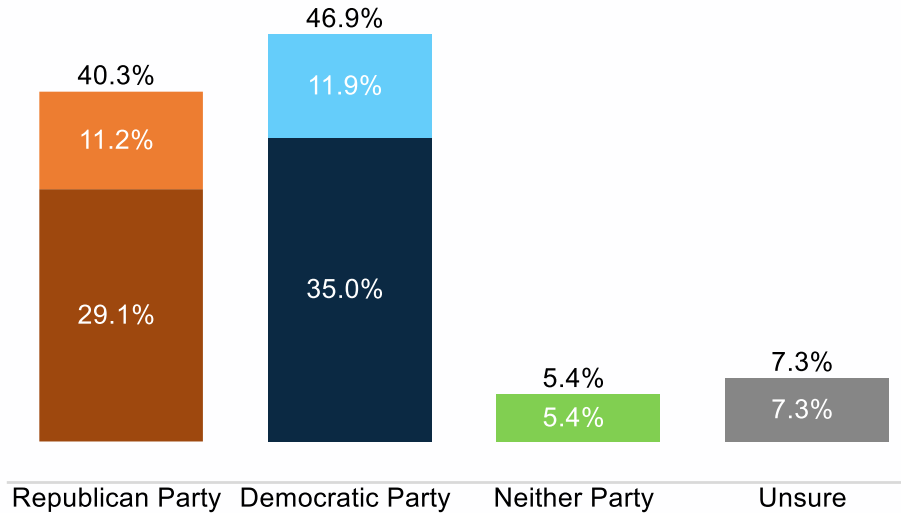
Biden v Trump v Kennedy v Manchin



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Republican Donald Trump	36%	37%	40%	44%	45%	32%	54%	40%	37%	37%	47%	37%	44%	46%	32%	26%	43%	51%	84%	34%	4%	70%	26%	7%	46%	19%	39%	34%	46%	37%	84%	3%	41%	48%	34%
Democrat Joe Biden	40%	48%	45%	36%	39%	54%	29%	40%	44%	41%	39%	45%	34%	40%	47%	55%	41%	31%	4%	32%	83%	16%	48%	79%	39%	57%	38%	50%	36%	38%	2%	82%	37%	37%	51%
No Labels candidate Joe Manchin	7%	3%	3%	2%	2%	4%	4%	3%	3%	6%	2%	4%	3%	3%	4%	4%	3%	3%	3%	6%	3%	3%	4%	3%	3%	5%	3%	3%	3%	4%	3%	2%	4%	3%	3%
Independent Robert F. Kennedy, Jr.	9%	7%	9%	10%	7%	6%	7%	10%	8%	10%	5%	9%	11%	5%	10%	9%	7%	9%	5%	15%	7%	5%	12%	3%	8%	11%	10%	7%	9%	12%	6%	8%	9%	7%	7%
Definitely Republican Donald Trump	23%	25%	28%	35%	37%	25%	39%	30%	28%	28%	35%	29%	35%	32%	23%	19%	30%	40%	66%	22%	3%	55%	16%	5%	35%	11%	26%	26%	33%	18%	63%	2%	32%	34%	25%
Probably Republican Donald Trump	13%	12%	12%	8%	8%	7%	15%	11%	9%	9%	12%	8%	10%	14%	10%	7%	12%	11%	19%	13%	1%	15%	10%	3%	11%	9%	13%	8%	12%	19%	21%	1%	9%	14%	10%
Definitely Democrat Joe Biden	28%	32%	29%	28%	32%	40%	22%	29%	32%	32%	28%	34%	24%	28%	36%	39%	30%	23%	2%	21%	64%	10%	33%	63%	28%	43%	27%	36%	26%	17%	1%	61%	28%	26%	37%
Probably Democrat Joe Biden	11%	15%	16%	8%	7%	14%	7%	11%	12%	9%	11%	11%	10%	12%	12%	16%	10%	8%	2%	12%	19%	6%	15%	16%	10%	14%	11%	13%	10%	21%	1%	21%	9%	11%	14%
Definitely No Labels candidate Joe Manchin	5%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%	2%	1%	2%	1%	3%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
Probably No Labels candidate Joe Manchin	2%	2%	2%	1%	1%	2%	2%	2%	1%	4%	1%	2%	3%	1%	1%	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	3%	1%	2%	3%	2%	1%	2%	2%	1%	
Definitely Independent Robert F. Kennedy, Jr.	4%	4%	4%	3%	2%	2%	3%	4%	4%	4%	3%	4%	5%	2%	3%	5%	3%	3%	2%	6%	3%	2%	5%	4%	3%	6%	4%	3%	4%	5%	2%	4%	5%	3%	2%
Probably Independent Robert F. Kennedy, Jr.	5%	3%	5%	6%	5%	4%	4%	6%	4%	6%	2%	6%	7%	3%	6%	4%	4%	6%	3%	9%	4%	3%	7%	4%	5%	5%	6%	4%	5%	7%	4%	4%	5%	4%	5%
Undecided	8%	5%	4%	9%	7%	4%	6%	7%	8%	6%	7%	5%	7%	6%	7%	6%	6%	6%	4%	13%	4%	5%	10%	3%	5%	8%	10%	6%	6%	9%	5%	5%	9%	5%	4%

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?

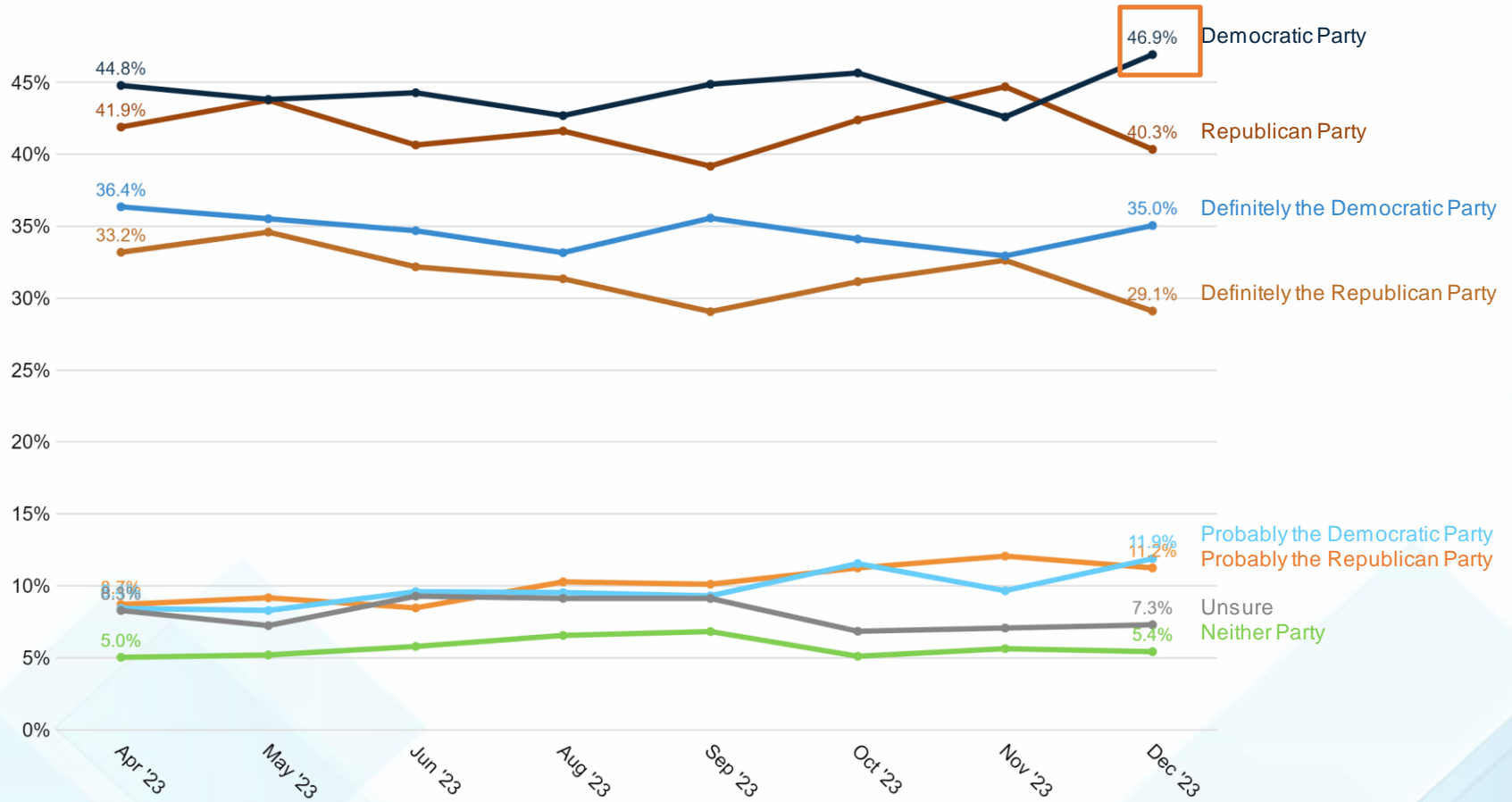
Party Extremism



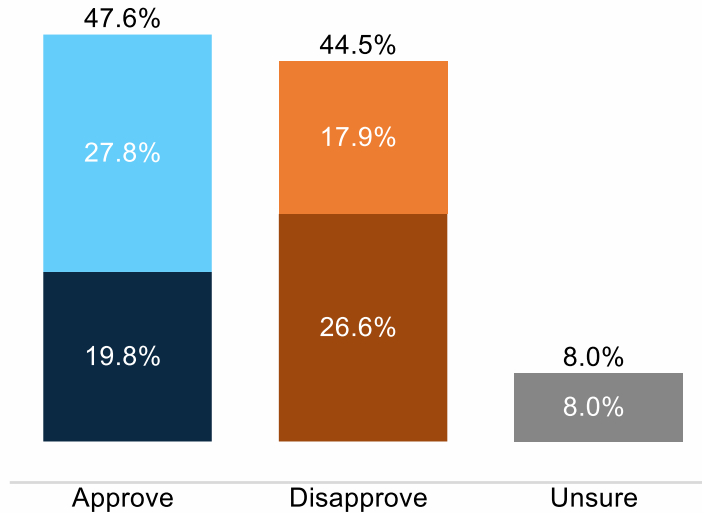
	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Republican Party	39%	36%	44%	40%	43%	39%	39%	41%	43%	44%	37%	46%	37%	42%	39%	34%	43%	40%	33%	36%	51%	27%	43%	60%	41%	37%	43%	41%	40%	42%	28%	54%	40%	43%	39%
Democratic Party	47%	55%	11%	44%	46%	54%	48%	43%	45%	43%	49%	42%	52%	45%	49%	53%	45%	58%	39%	42%	63%	36%	34%	48%	49%	42%	50%	45%	40%	59%	37%	44%	47%	50%	
Definitely the Republican Party	20%	23%	30%	30%	37%	30%	27%	29%	33%	33%	27%	34%	26%	28%	29%	24%	31%	29%	23%	26%	37%	19%	31%	45%	30%	27%	25%	31%	28%	21%	19%	40%	30%	30%	27%
Probably the Republican Party	19%	13%	14%	11%	6%	9%	12%	12%	11%	11%	10%	12%	11%	14%	10%	11%	12%	11%	10%	10%	13%	8%	12%	15%	11%	10%	17%	10%	12%	21%	8%	14%	10%	13%	11%
Probably the Democratic Party	20%	17%	12%	9%	6%	9%	15%	13%	10%	7%	12%	11%	18%	14%	8%	16%	11%	9%	14%	11%	11%	13%	12%	10%	11%	16%	14%	10%	13%	21%	13%	10%	13%	12%	11%
Definitely the Democratic Party	28%	37%	29%	35%	40%	45%	33%	30%	35%	36%	37%	31%	34%	31%	41%	37%	34%	36%	44%	28%	31%	50%	24%	24%	37%	32%	28%	41%	32%	19%	47%	27%	31%	35%	39%
Neither Party	8%	3%	6%	7%	5%	4%	7%	6%	5%	6%	5%	6%	4%	5%	7%	4%	6%	6%	4%	10%	3%	5%	8%	3%	5%	5%	5%	4%	6%	9%	6%	4%	6%	4%	6%
Unsure	6%	6%	9%	9%	6%	3%	7%	11%	7%	7%	9%	6%	7%	8%	6%	8%	6%	9%	5%	14%	4%	5%	13%	2%	6%	9%	10%	4%	9%	9%	7%	6%	10%	5%	5%

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

Trend: Party Extremism



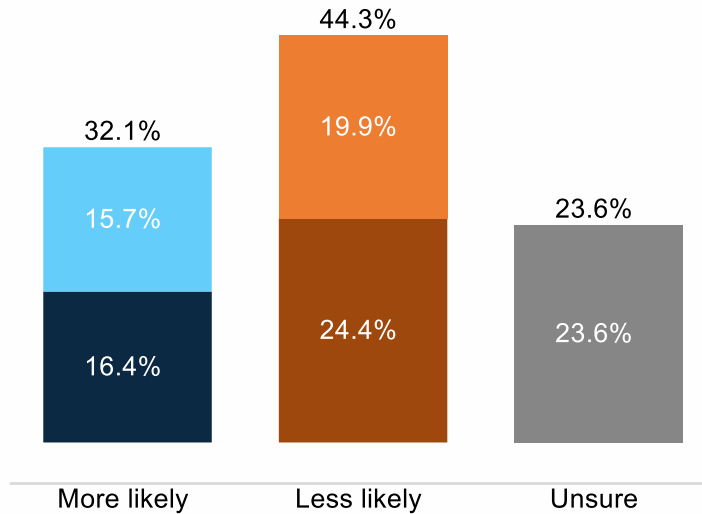
Biden Israel/Hamas Approval



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Approve Total	51%	53%	47%	39%	47%	62%	41%	43%	48%	52%	40%	46%	46%	48%	56%	59%	48%	37%	20%	44%	77%	29%	55%	74%	46%	58%	47%	55%	42%	52%	20%	76%	42%	46%	56%
Disapprove Total	41%	40%	43%	50%	47%	36%	53%	45%	44%	41%	50%	46%	45%	43%	39%	32%	46%	53%	76%	43%	16%	66%	33%	21%	48%	28%	40%	39%	48%	40%	75%	16%	46%	49%	39%
Strongly approve	22%	27%	21%	13%	17%	28%	14%	19%	20%	19%	17%	20%	21%	16%	25%	32%	17%	15%	6%	11%	38%	13%	19%	35%	19%	28%	18%	24%	17%	12%	5%	36%	19%	16%	24%
Somewhat approve	29%	27%	26%	26%	30%	34%	27%	24%	28%	33%	23%	26%	25%	32%	31%	22%	13%	34%	39%	16%	36%	39%	27%	29%	30%	31%	26%	40%	15%	41%	23%	29%	32%		
Somewhat disapprove	18%	19%	17%	19%	16%	19%	19%	17%	17%	17%	18%	22%	20%	16%	15%	15%	20%	17%	25%	18%	11%	22%	17%	13%	19%	14%	16%	18%	18%	24%	23%	11%	17%	19%	18%
Strongly disapprove	23%	21%	26%	31%	31%	17%	34%	28%	26%	24%	32%	25%	27%	24%	17%	26%	35%	51%	25%	5%	44%	16%	8%	29%	14%	24%	21%	30%	16%	51%	4%	28%	30%	21%	
Unsure	8%	7%	10%	11%	6%	2%	6%	12%	9%	8%	9%	7%	9%	9%	6%	9%	6%	10%	5%	13%	7%	5%	12%	5%	6%	14%	13%	5%	9%	8%	6%	8%	13%	5%	5%

Would you say you approve or disapprove of how President Joe Biden has handled the ongoing Israel/Hamas conflict?

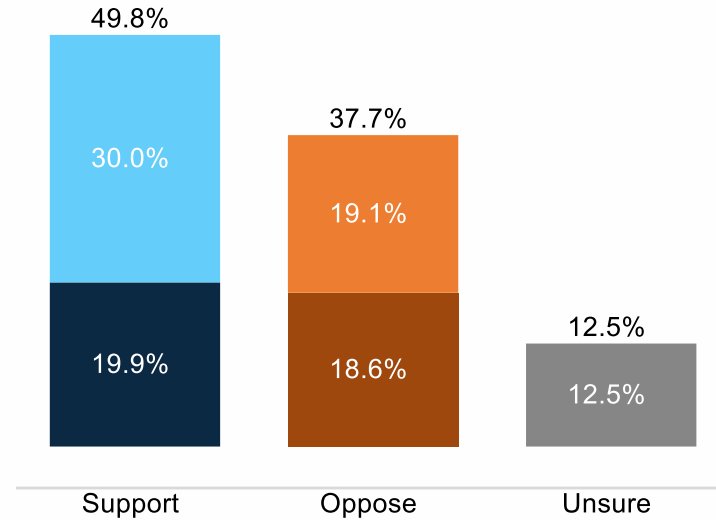
Rep. Talib Censure for Antisemitism



	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
More likely Total	39%	42%	38%	22%	24%	39%	32%	29%	29%	29%	30%	31%	29%	30%	39%	46%	29%	26%	28%	27%	39%	31%	27%	41%	31%	35%	31%	35%	30%	33%	27%	38%	30%	35%	33%
Less likely Total	46%	40%	35%	45%	51%	49%	49%	39%	43%	42%	47%	42%	47%	43%	43%	33%	48%	47%	55%	43%	35%	53%	39%	38%	48%	33%	39%	47%	43%	44%	55%	35%	39%	47%	48%
Much more likely	17%	21%	18%	13%	14%	22%	16%	15%	14%	14%	15%	15%	17%	16%	19%	27%	13%	14%	15%	14%	18%	18%	13%	19%	17%	17%	11%	18%	15%	11%	16%	18%	16%	17%	16%
Somewhat more likely	22%	22%	20%	9%	10%	18%	16%	14%	15%	15%	15%	16%	12%	14%	20%	19%	16%	12%	13%	20%	13%	14%	22%	14%	19%	20%	17%	15%	22%	11%	20%	14%	17%	17%	
Somewhat less likely	30%	24%	16%	17%	15%	21%	23%	17%	20%	17%	21%	18%	25%	20%	18%	17%	23%	18%	21%	14%	22%	19%	18%	25%	21%	19%	20%	20%	27%	20%	21%	16%	23%	22%	
Much less likely	15%	16%	19%	28%	36%	29%	26%	21%	24%	25%	27%	24%	22%	24%	25%	16%	26%	29%	34%	29%	13%	33%	21%	13%	27%	14%	18%	26%	23%	17%	35%	14%	23%	23%	27%
Unsure	16%	17%	26%	34%	24%	11%	19%	32%	27%	29%	22%	27%	24%	26%	18%	21%	23%	27%	17%	30%	26%	16%	34%	21%	21%	32%	31%	19%	27%	23%	17%	27%	32%	19%	18%

Congresswoman Rashida Talib was recently censured by the House of Representatives with support from both Democrats and Republicans for promoting antisemitic rhetoric, described by one member of Congress as “unbelievable falsehoods about our greatest ally, Israel, and the attack on October 7th.” Knowing this, are you more likely or less likely to vote to re-elect your member of Congress if they opposed censuring Congresswoman Rashida Talib?

Social Security Age Threshold Increase

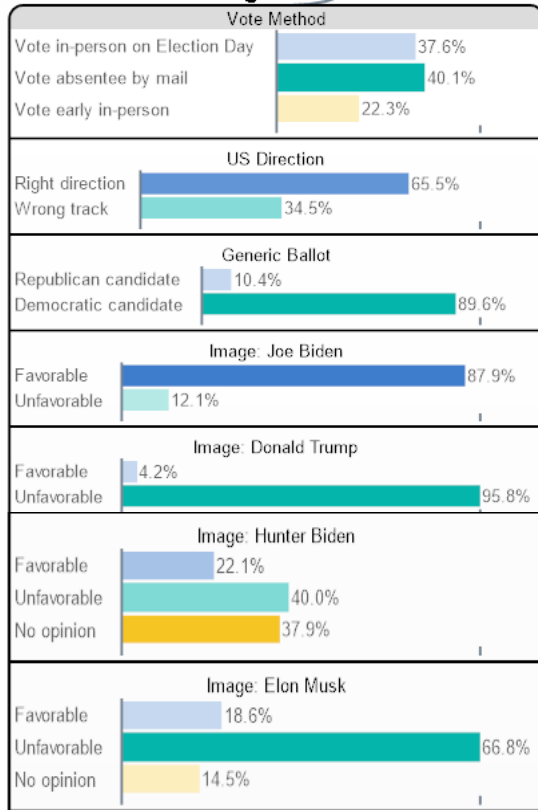


	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	College	No College	Swing Voter	Trump '20	Biden '20	<\$50k	\$50k-\$100k	\$100k+
Support Total	50%	51%	45%	38%	58%	67%	47%	42%	50%	52%	48%	52%	46%	50%	52%	54%	52%	43%	48%	46%	55%	49%	47%	56%	54%	39%	37%	59%	44%	49%	47%	55%	39%	51%	61%
Oppose Total	38%	38%	42%	46%	29%	29%	41%	42%	36%	36%	39%	36%	42%	37%	35%	36%	37%	40%	40%	37%	36%	40%	36%	37%	34%	47%	49%	32%	42%	37%	41%	34%	42%	42%	30%
Strongly support	15%	22%	22%	15%	23%	30%	20%	15%	18%	19%	19%	22%	17%	19%	22%	26%	20%	15%	18%	15%	24%	20%	20%	20%	21%	22%	14%	24%	17%	12%	18%	23%	17%	18%	25%
Somewhat support	35%	30%	23%	23%	36%	37%	27%	27%	32%	33%	29%	30%	28%	31%	30%	28%	32%	28%	30%	31%	30%	29%	27%	36%	33%	17%	23%	35%	27%	37%	29%	31%	23%	33%	36%
Somewhat oppose	20%	23%	22%	19%	14%	16%	21%	20%	19%	17%	22%	17%	18%	18%	19%	18%	20%	18%	21%	18%	18%	20%	18%	19%	18%	20%	21%	18%	20%	22%	21%	17%	18%	23%	18%
Strongly oppose	18%	16%	20%	27%	15%	13%	20%	22%	17%	20%	17%	18%	24%	19%	16%	18%	17%	22%	19%	19%	18%	20%	18%	18%	16%	27%	28%	14%	21%	15%	20%	18%	24%	19%	12%
Unsure	12%	10%	13%	16%	13%	4%	12%	16%	14%	12%	13%	12%	12%	13%	13%	10%	11%	17%	12%	17%	10%	11%	17%	7%	12%	14%	14%	9%	14%	14%	12%	11%	19%	8%	9%

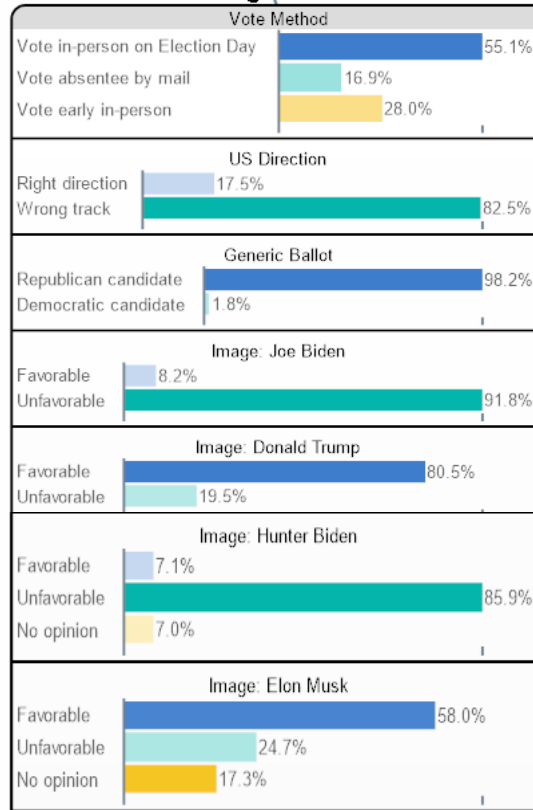
Social Security as current structure is unsustainable without changes. The Social Security Trustees recently stated that by 2033 the fund will have to cut payments by at least 23%. Knowing this, do you support or oppose raising the retirement age to receive Social Security for younger generations in an effort to sustain the Social Security program?

Segmentation Analysis:

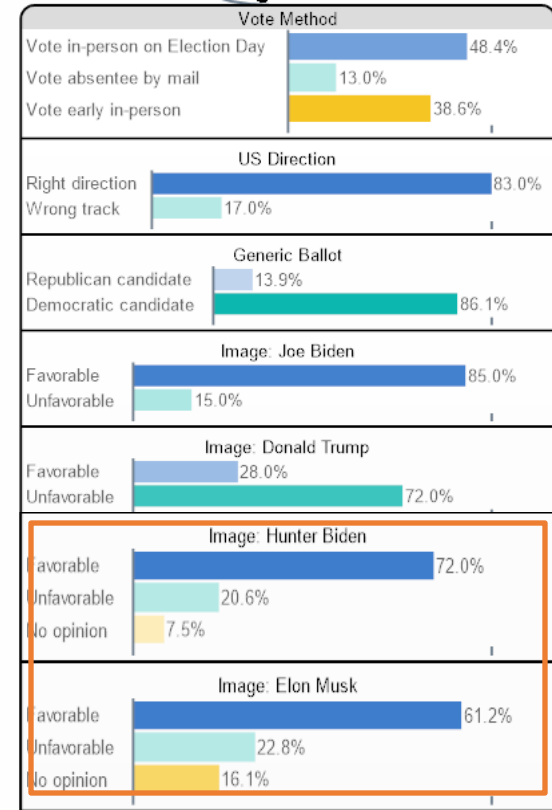
Older Dems (29%)



GOP (49%)



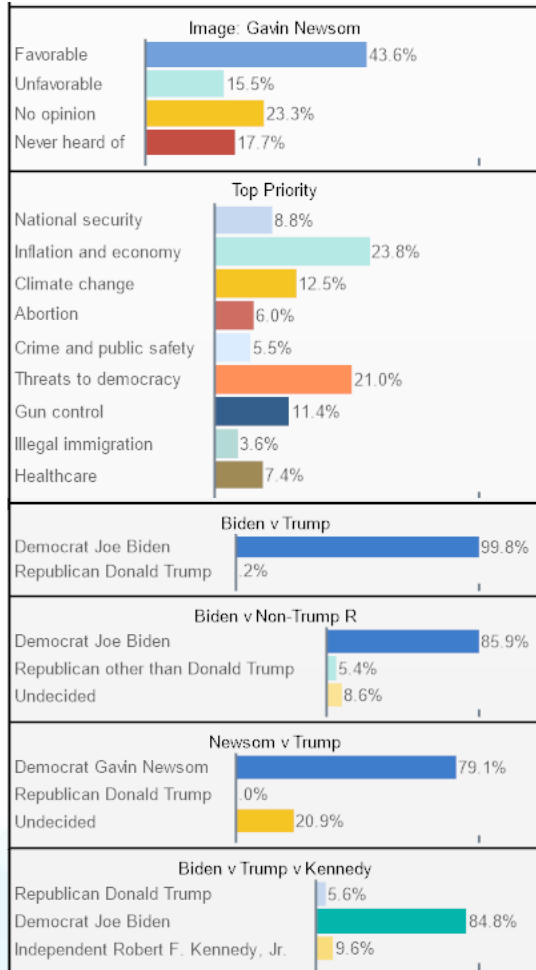
Young Dems (22%)



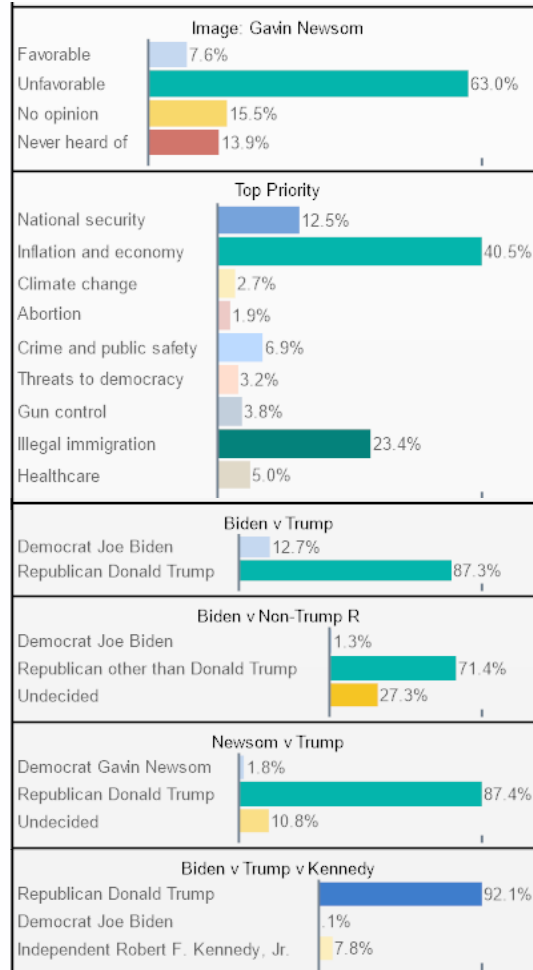
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

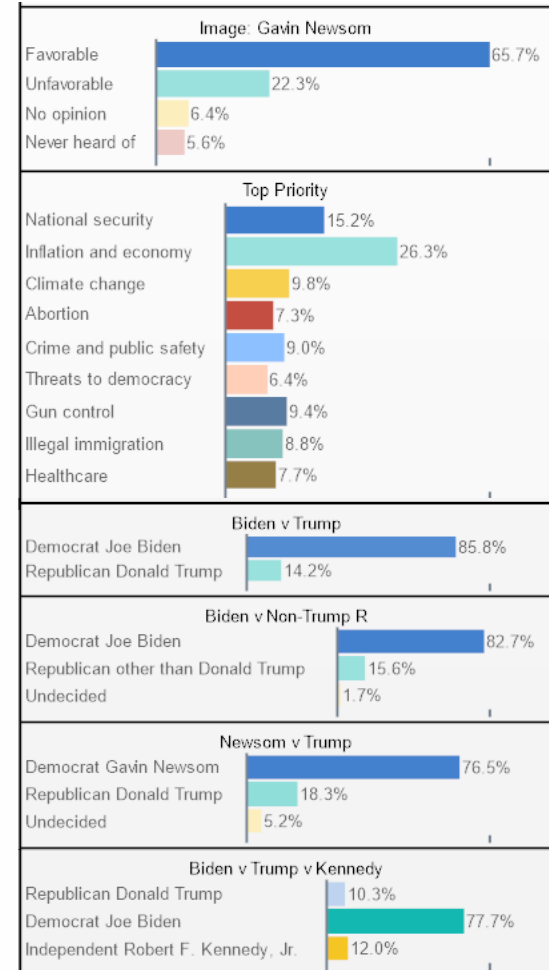
Older Dems (29%)



GOP (49%)



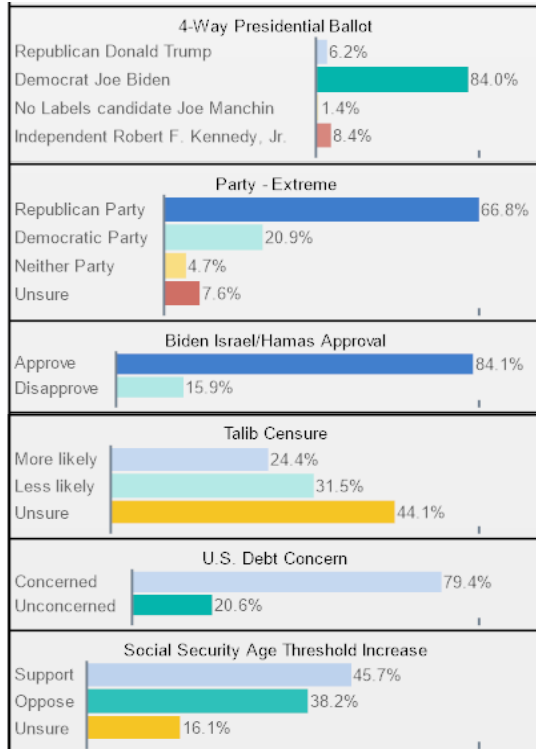
Young Dems (22%)



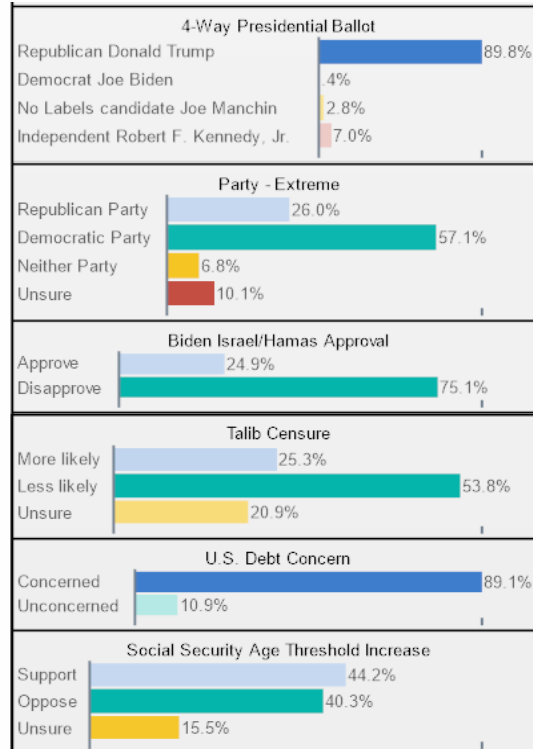
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Segmentation Analysis:

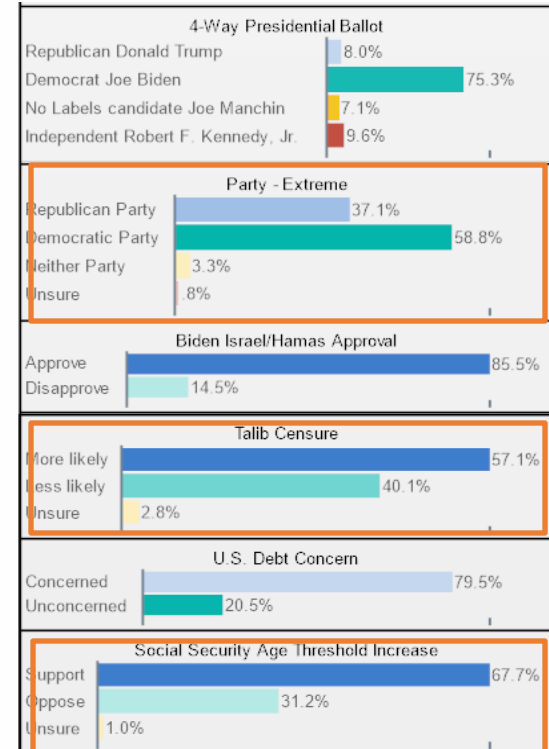
Older Dems (29%)



GOP (49%)



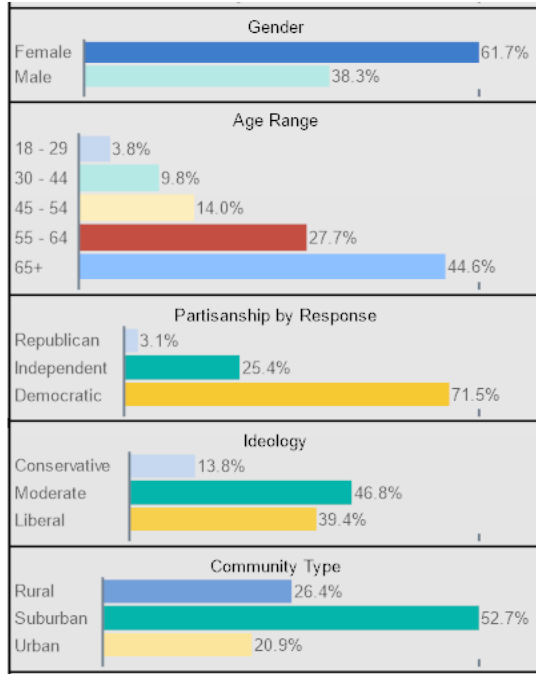
Young Dems (22%)



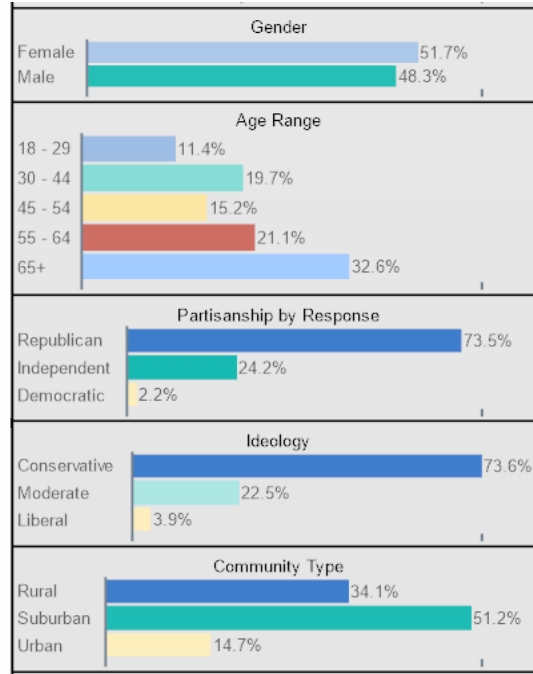
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

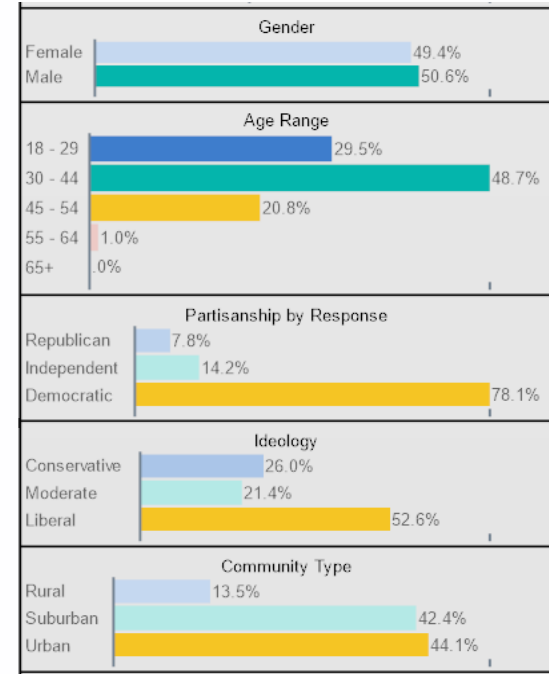
Older Dems (29%)



GOP (49%)



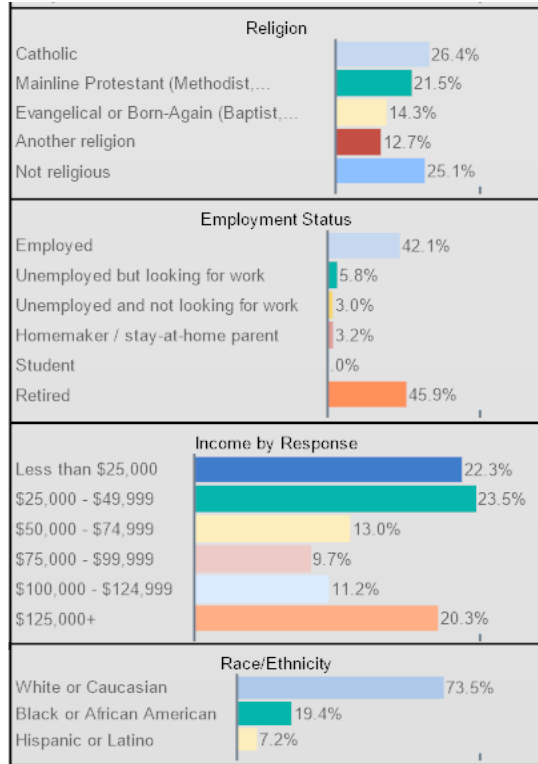
Young Dems (22%)



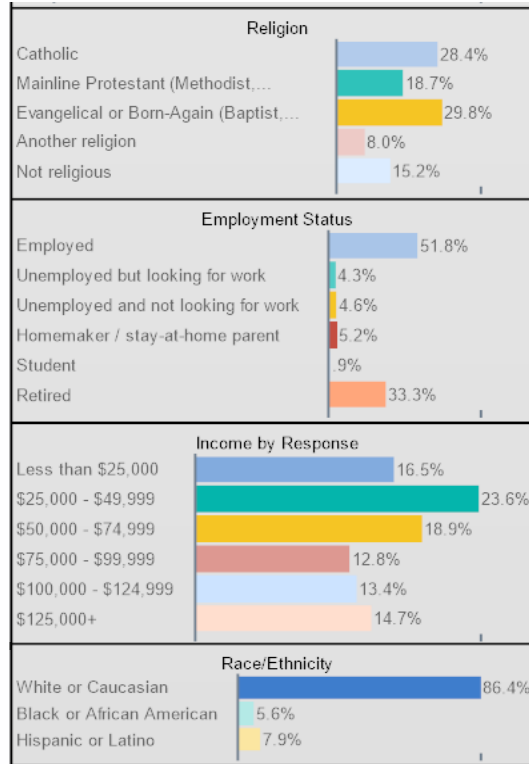
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Segmentation Analysis:

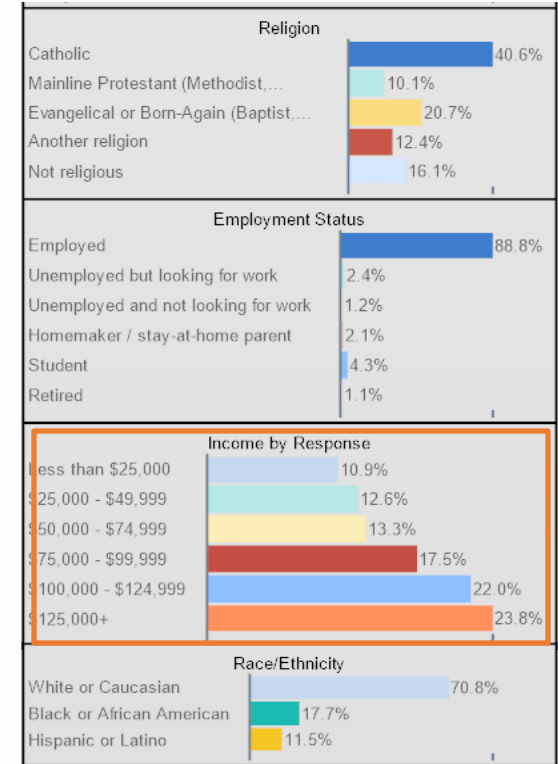
Older Dems (29%)



GOP (49%)



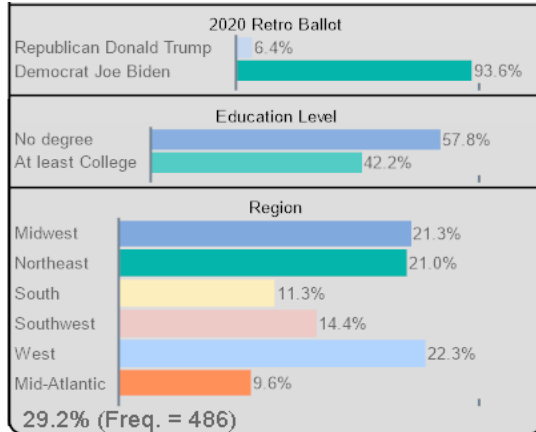
Young Dems (22%)



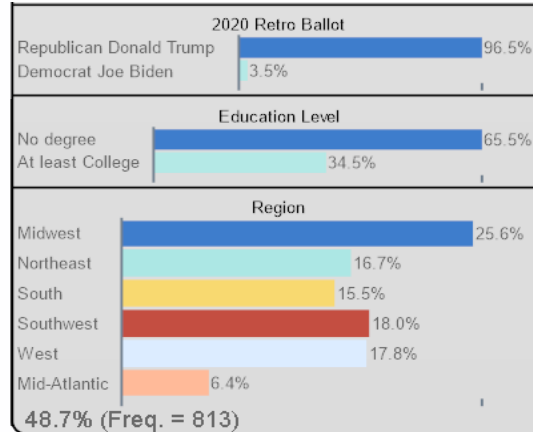
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Segmentation Analysis:

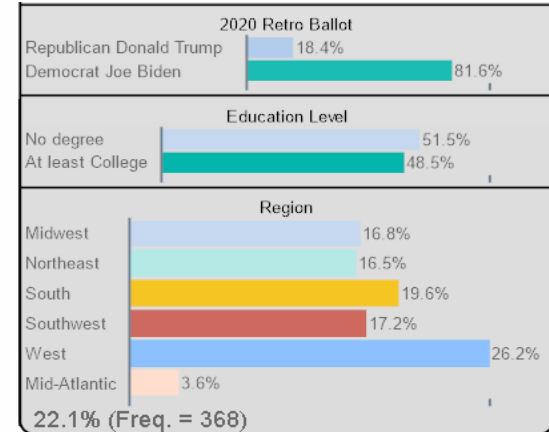
Older Dems (29%)



GOP (49%)



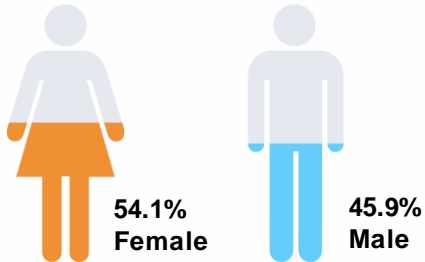
Young Dems (22%)



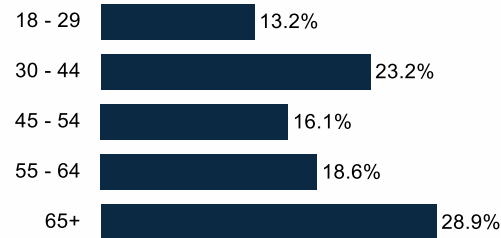
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

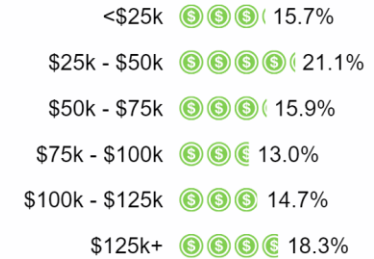
Sex



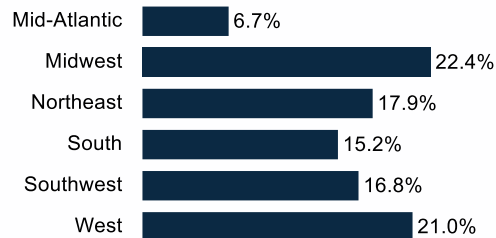
Age Range



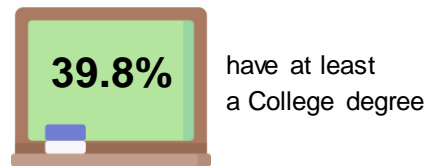
Household Income



Geo - Region

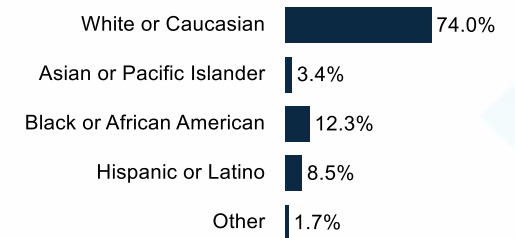


Education

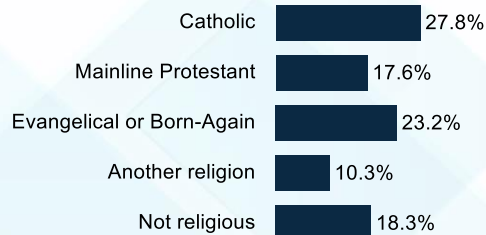


59.9% have no college degree

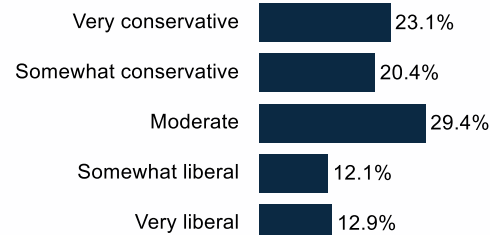
Race/Ethnicity



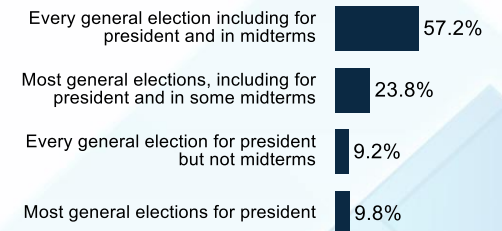
Religion



Ideology



Voter History



Total sample size: 2000