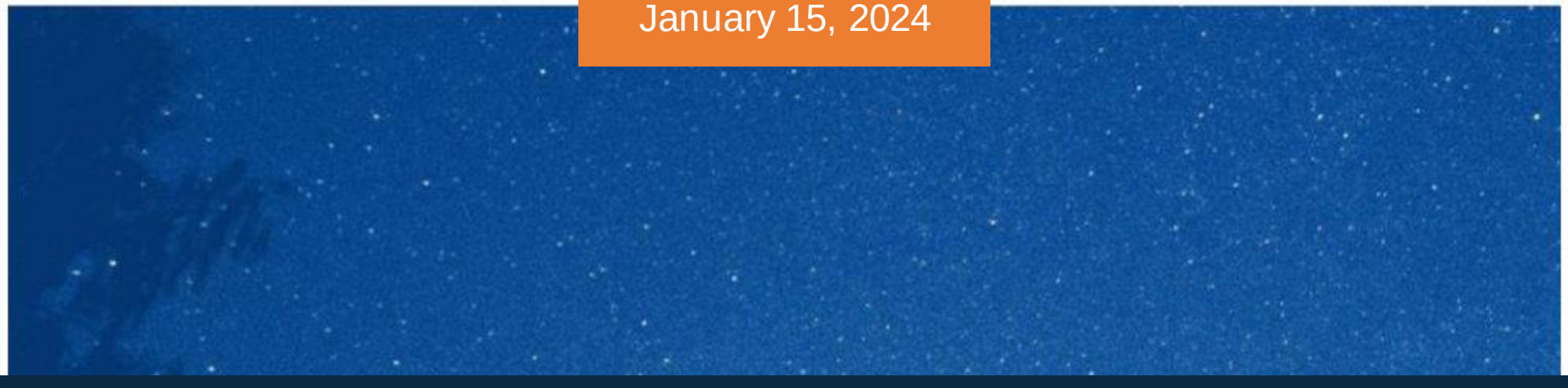
January 15, 2024



CYGNAL

Survey of Likely General Election Voters

National

January 11 – 12, 2024 | n=2000 | ±2.16%

Insights & Analysis

- The mood of the nation has further worsened after a Christmas lull – 61% of voters say the U.S. is **on the wrong track** (54% in Dec '23). The perception of Joe Biden (-11 net favorable; 5% worse since Dec '23) has degraded since last month and remains very low, with 41% of voters holding a *very* unfavorable opinion.
  - **Donald Trump** (-8 net fav) is 5 points more favorable with independents than Biden.
- The **Biden-Trump rematch now shows a Trump +1 lead** (47% Trump / Biden 46%) as Trump continues a three-month upward trend. 44% of **Independents** would vote for **Trump**, 39% for Biden, and 17% are **Undecided.**
  - When voters think about **Biden's age** and then are asked who they would support, the ballot holds steady at 47% Trump / Biden 46%.
- **A generic Republican** who isn't Trump is **now tied with Biden** after Biden held a steady +4 lead since November.
  - **Independents** support for **Biden** drops to 29% (from 39%) while their support for **Republicans** increases to 47% (from 44%).
- With **Robert F. Kennedy, Jr.** in the race, **Trump** falls to 42%, Biden falls to 41%, and 10% for **Kennedy**, keeping Trump in the lead.
  - 19% of **Independents** support **Kennedy**, 32% for **Biden**, 35% for **Trump.**
- The generic ballot now stands at R+2 after being tied since October '23. Republicans have gained ground with college-educated men and Independents.
  - More voters now consider **the Republican Party to be slightly more extreme** than the Democrat Party (41% GOP / 40% Dem), especially Independents. **13% say both parties** (new response option), including 23% of Independents.

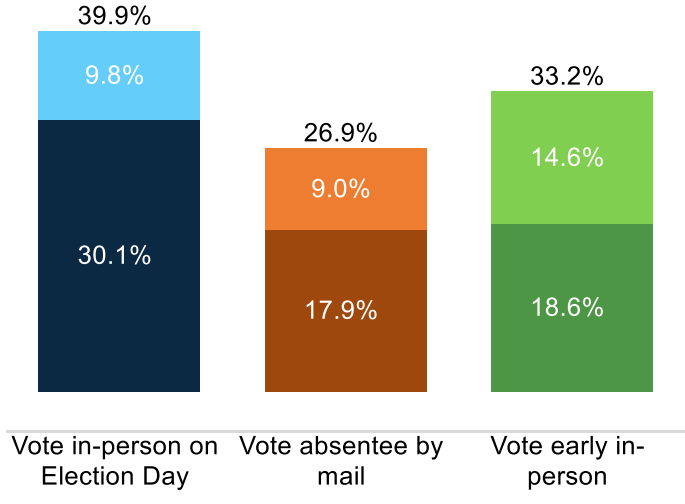
Insights & Analysis – *Cont.*

- The **top priority** for voters remains **inflation and the economy** (30%) but continues to drop as **illegal immigration** (20%) increased +6 since December and is the largest increase in top priority.
- Retiring University of Alabama football coach **Nick Saban** (+15 net fav; 55% NO/NHO) is viewed much more favorably among men than by women. College-educated voters and those in the South find him especially favorable, and voters of all ideologies feel the same about him.
- 67% believe that Joe Biden will actually be the Democratic Party's nominee for the presidential election this fall. 27% say it is unlikely – primarily Republicans (44% unlikely) – yet 30% of Independents and 11% of Democrats also say it is unlikely.
    - Nearly half of voters believe that **Hunter Biden and his legal troubles compromise** Joe Biden's ability to be president or run for president, including a third of Democrats and 46% of Independents.
- Three quarters of voters support Congress enacting national legislation for **paid family leave** for qualifying reasons like newborn children, medical recovery, and caring for seriously ill loved ones. Just 17% oppose, Support is consistent across ideologies.
- 63% of voters think congressional impeachment proceedings of public officials have been more **politically motivated** over the past few years compared to 28% who think they have been serious investigations. Even a **majority of Democrats** believe they have been politically motivated.
- Opinions are **mixed** regarding Republicans in Congress **shutting down government funding over concerns of border security and the illegal immigration crisis** as 44% support and 46% oppose. There is more support in the South (47%) and Southwest (48%) than any other region while half of Two-thirds of voters in the West and Northeast oppose.

Insights & Analysis – *Cont.*

- **Two-thirds** of voters support **deporting illegal immigrants** who have come into America illegally and just 26% oppose. 70% of Independents and a even majority of Democrats support.
  - Nearly the same amount (64%) **support temporarily militarizing the Southern border** to relieve Border Patrol agents and stop the flow of illegal immigrants (26% also oppose). Support to the deportation issue is similar among each group as 62% of Independents and 49% of Democrats support.
- Opinions regarding **ice cream or tacos** are resemblant of the results of other contentions questions posed to voters: 48% would **purchase something from an ice cream truck** and 44% **from a taco truck**. The strongest opinion for ice cream comes from **women 55+** (37% *definitely* ice cream truck), and for tacos, perhaps it's no surprise that it's those in the **West**: 30% *definitely* taco truck.
- **Segmentation analysis** identified three groups via machine-learning:
  - ***Moderates / Inds*** (27%) are much more resemblant to Republicans than Democrats on most all issues. They especially prioritize inflation / economy and are the lowest propensity voters. They are the most concentrated in the Midwest of any segment.
  - ***Dem Base*** (41%) are much more diverse in their top issue set. They are the most educated segment most concentrated in the West and Northeast.
  - ***GOP Base*** (32%) prioritize the border over inflation. They are the most concentrated in the Midwest and South. They are the highest propensity voters.

Vote Method



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Definitely vote	58%	74%	62%	74%	69%	67%	64%	67%	66%	65%	68%	68%	62%	70%	62%	67%	70%	68%	67%	66%	70%	57%	68%	66%	55%	70%	67%	74%	58%	49%
Probably vote	42%	26%	38%	26%	31%	33%	36%	33%	34%	35%	32%	32%	38%	30%	38%	33%	30%	32%	33%	34%	30%	43%	32%	34%	45%	30%	33%	26%	42%	51%
Vote in-person on Election Day	43%	40%	38%	38%	35%	41%	44%	37%	44%	51%	49%	36%	28%	32%	36%	40%	42%	50%	34%	34%	43%	22%	36%	43%	36%	48%	33%	41%	37%	43%
Vote absentee by mail	22%	38%	16%	32%	26%	22%	28%	33%	17%	22%	23%	13%	30%	46%	26%	29%	25%	19%	32%	32%	26%	26%	29%	26%	29%	19%	35%	27%	27%	23%
Vote early in-person	35%	22%	46%	30%	39%	37%	28%	31%	39%	26%	29%	51%	42%	22%	38%	31%	33%	31%	34%	35%	31%	51%	35%	31%	34%	33%	32%	32%	36%	34%
Definitely vote in-person on Election Day	28%	32%	30%	30%	30%	31%	32%	26%	34%	39%	38%	29%	18%	23%	27%	30%	33%	39%	25%	25%	33%	15%	28%	31%	22%	38%	24%	35%	23%	26%
Probably vote in-person on Election Day	14%	9%	8%	7%	5%	10%	13%	11%	10%	13%	11%	7%	9%	8%	9%	10%	10%	11%	9%	9%	10%	8%	8%	11%	15%	10%	9%	6%	14%	17%
Definitely vote absentee by mail	11%	28%	10%	24%	19%	15%	17%	23%	13%	13%	16%	7%	19%	33%	13%	20%	18%	13%	19%	22%	19%	13%	21%	16%	16%	13%	23%	21%	15%	8%
Probably vote absentee by mail	12%	10%	6%	8%	7%	7%	11%	10%	4%	9%	7%	6%	12%	13%	12%	9%	7%	6%	13%	9%	7%	14%	8%	10%	14%	6%	11%	6%	12%	15%
Definitely vote early in-person	18%	14%	22%	20%	20%	22%	16%	18%	19%	13%	13%	32%	25%	13%	21%	17%	19%	16%	22%	19%	18%	29%	19%	18%	18%	19%	19%	18%	20%	16%
Probably vote early in-person	16%	8%	24%	10%	19%	16%	12%	13%	21%	13%	15%	19%	17%	9%	17%	14%	14%	15%	12%	16%	13%	22%	16%	13%	17%	14%	13%	13%	16%	18%

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

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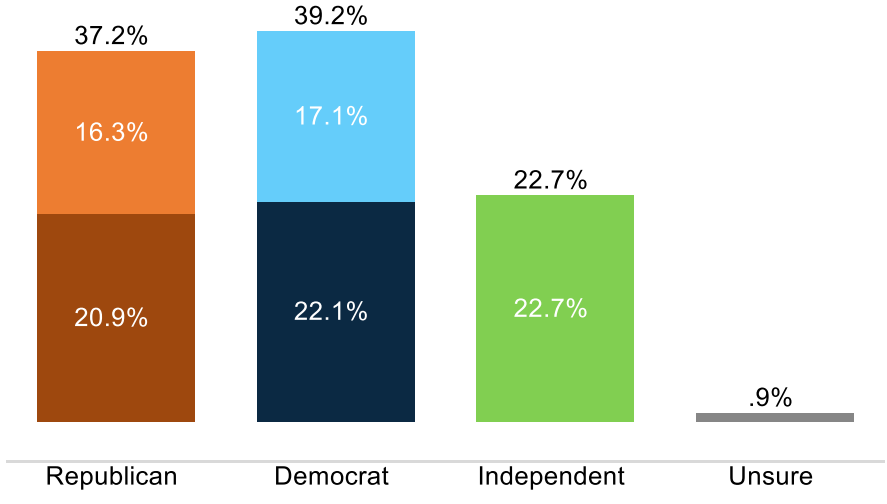
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Republican	27%	41%	41%	42%	36%	47%	36%	28%	33%	42%	35%	45%	38%	30%	28%	37%	45%	43%	13%	32%	40%	26%	74%	5%	42%	32%	28%
Independent	25%	18%	20%	27%	24%	23%	23%	20%	20%	24%	19%	21%	26%	25%	18%	24%	25%	22%	24%	23%	23%	41%	23%	19%	19%	27%	33%
Democrat	46%	39%	38%	31%	40%	30%	40%	49%	46%	34%	46%	34%	35%	44%	52%	38%	30%	34%	61%	44%	36%	32%	3%	75%	39%	40%	35%
Strongly Republican	14%	25%	22%	24%	19%	26%	22%	13%	18%	24%	20%	31%	20%	13%	15%	18%	30%	25%	7%	17%	24%	4%	44%	1%	25%	15%	14%
Mostly Republican	13%	17%	19%	18%	16%	21%	14%	15%	15%	18%	14%	15%	17%	17%	14%	18%	15%	18%	6%	16%	17%	22%	30%	4%	16%	17%	14%
Mostly Democratic	23%	15%	14%	14%	14%	14%	19%	22%	17%	18%	20%	12%	17%	17%	21%	18%	12%	14%	23%	18%	17%	25%	2%	31%	13%	23%	19%
Strongly Democratic	23%	24%	24%	17%	26%	16%	21%	28%	29%	16%	26%	22%	19%	27%	31%	20%	18%	20%	38%	27%	19%	6%	0%	45%	26%	17%	16%

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

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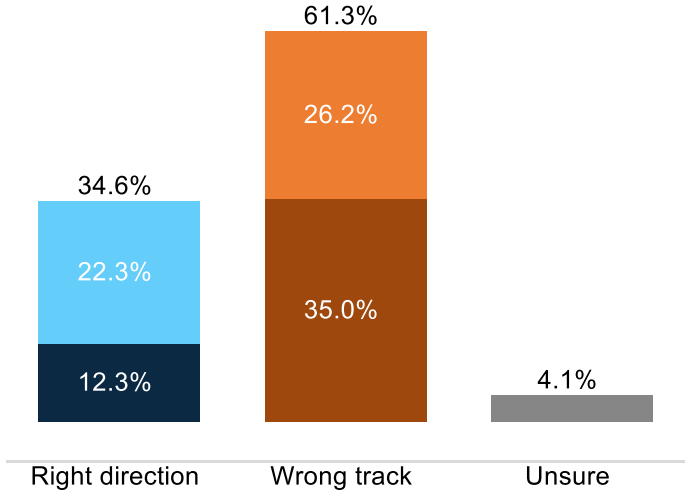
US Direction

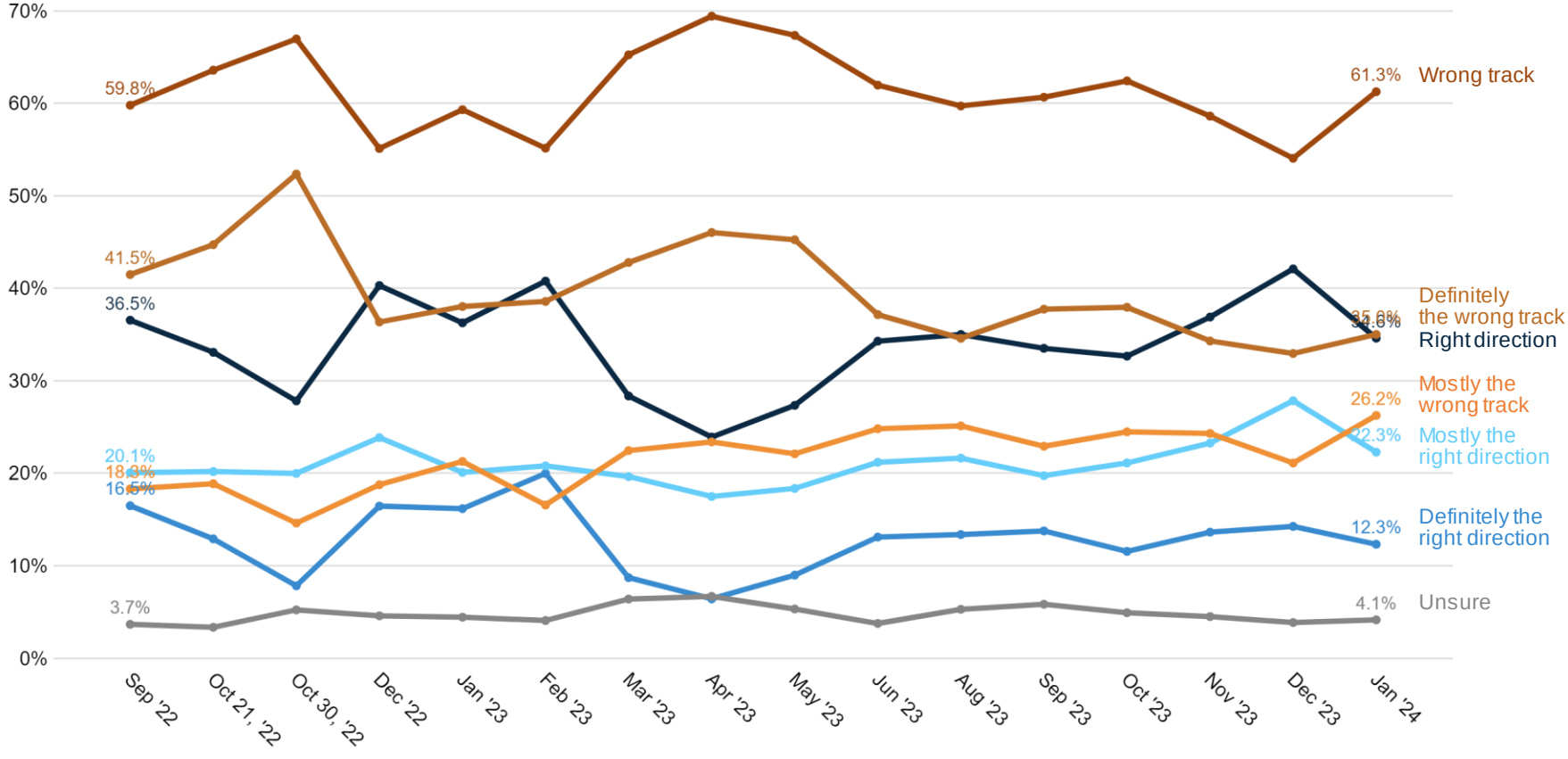


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Right direction	32%	30%	49%	29%	45%	33%	29%	36%	32%	32%	37%	30%	32%	41%	48%	33%	26%	16%	25%	58%	32%	49%	41%	30%	28%	13%	57%	37%	33%	30%
Wrong track	61%	67%	48%	69%	53%	63%	66%	61%	61%	65%	59%	65%	65%	54%	47%	63%	71%	83%	71%	35%	65%	40%	57%	64%	66%	86%	37%	62%	61%	59%
Definitely the right direction	10%	9%	25%	7%	21%	11%	9%	11%	12%	9%	15%	12%	10%	16%	24%	8%	9%	6%	5%	23%	12%	17%	17%	10%	6%	5%	20%	15%	8%	9%
Mostly the right direction	22%	21%	24%	22%	24%	22%	20%	25%	20%	23%	22%	18%	22%	26%	24%	25%	16%	9%	20%	36%	20%	33%	25%	21%	23%	7%	37%	21%	25%	22%
Mostly the wrong track	32%	25%	20%	26%	21%	26%	28%	32%	28%	25%	26%	23%	32%	24%	24%	28%	26%	25%	36%	22%	26%	25%	25%	27%	40%	26%	24%	21%	32%	37%
Definitely the wrong track	30%	42%	27%	42%	33%	37%	38%	30%	33%	39%	33%	41%	33%	30%	23%	35%	45%	58%	35%	13%	40%	15%	31%	38%	26%	60%	13%	40%	30%	23%
Unsure	7%	3%	3%	3%	1%	5%	6%	3%	7%	3%	4%	6%	3%	5%	5%	4%	3%	1%	5%	6%	3%	11%	2%	5%	6%	1%	6%	2%	6%	10%

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

CYGNAL

Trend: US Direction



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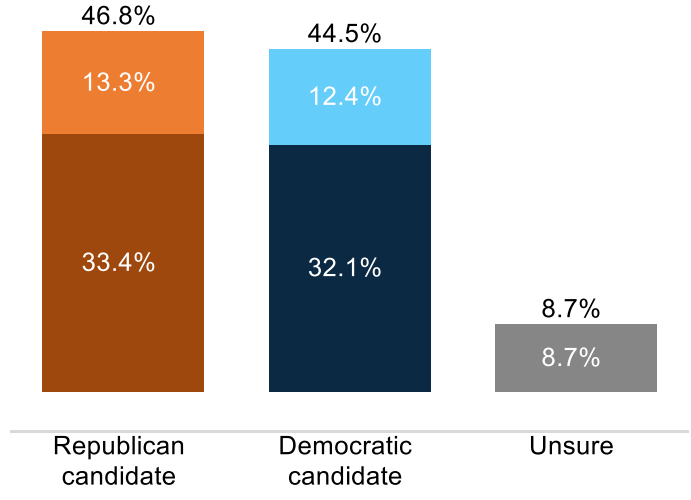
Generic Ballot

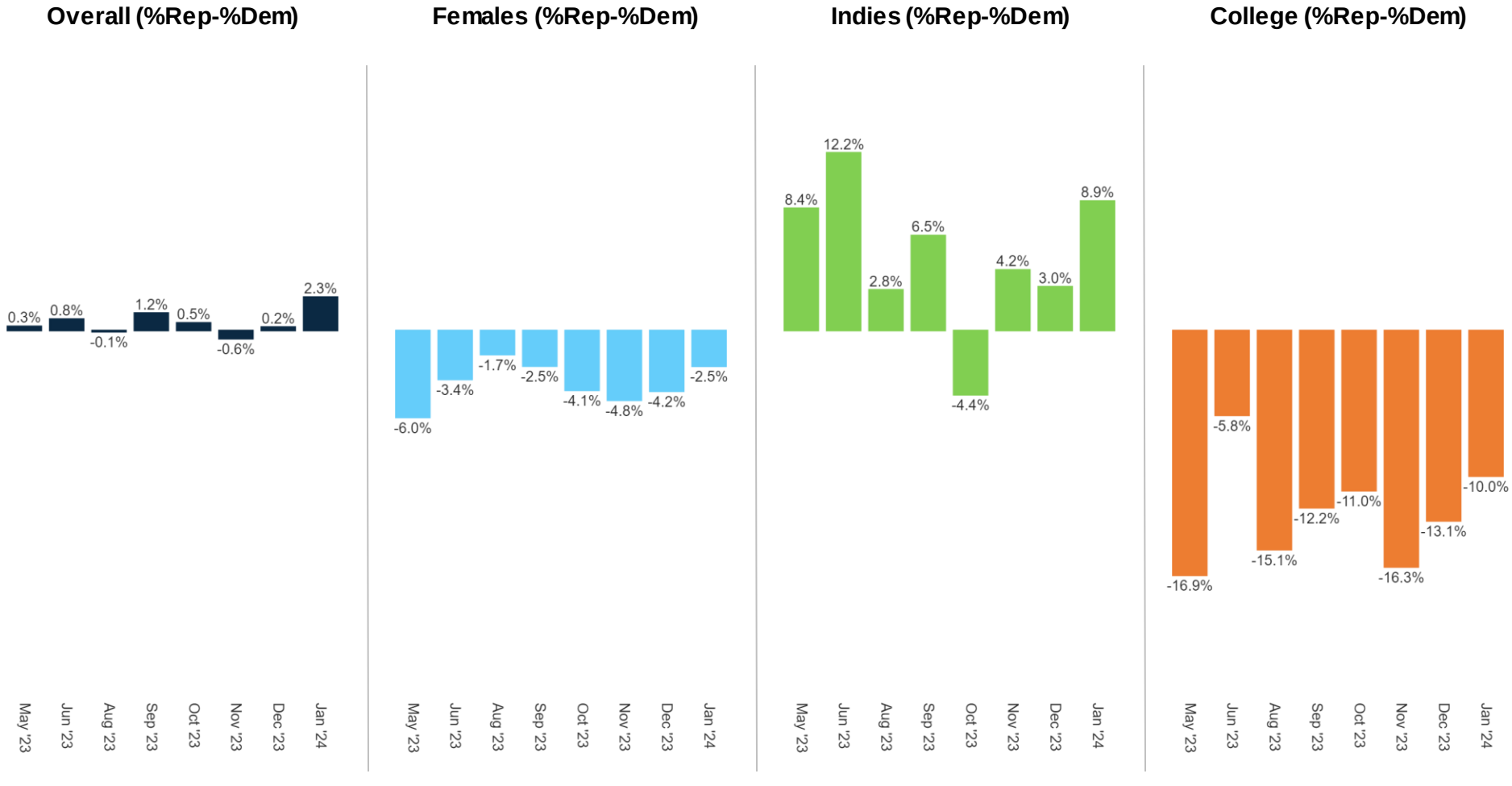


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Republican candidate	41%	48%	49%	51%	45%	55%	48%	36%	43%	52%	43%	54%	50%	39%	35%	47%	56%	94%	41%	6%	52%	24%	41%	51%	39%	90%	8%	51%	43%	36%
Democratic candidate	50%	43%	43%	41%	48%	36%	42%	56%	50%	38%	51%	38%	42%	52%	57%	45%	34%	4%	33%	91%	40%	68%	51%	40%	36%	3%	85%	44%	45%	42%
Definitely the Republican candidate	25%	40%	30%	40%	33%	38%	35%	25%	30%	36%	31%	44%	36%	24%	24%	32%	44%	74%	22%	2%	40%	8%	30%	36%	0%	69%	2%	40%	25%	23%
Probably the Republican candidate	15%	9%	18%	11%	12%	17%	13%	11%	13%	15%	12%	10%	15%	14%	11%	15%	12%	19%	19%	4%	12%	16%	12%	14%	39%	20%	6%	11%	18%	12%
Probably the Democratic candidate	20%	7%	12%	9%	9%	12%	14%	14%	15%	12%	14%	8%	15%	12%	16%	12%	9%	2%	17%	20%	9%	25%	11%	13%	36%	2%	21%	8%	19%	17%
Definitely the Democratic candidate	30%	35%	31%	32%	39%	25%	28%	41%	35%	26%	36%	30%	27%	40%	41%	32%	25%	2%	16%	71%	30%	43%	40%	27%	0%	1%	64%	37%	26%	25%
Unsure	10%	9%	8%	8%	7%	9%	10%	8%	6%	11%	7%	9%	8%	10%	8%	8%	10%	2%	26%	4%	8%	8%	7%	9%	25%	7%	7%	5%	11%	22%

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?

CYGNAL

Generic Ballot Movement



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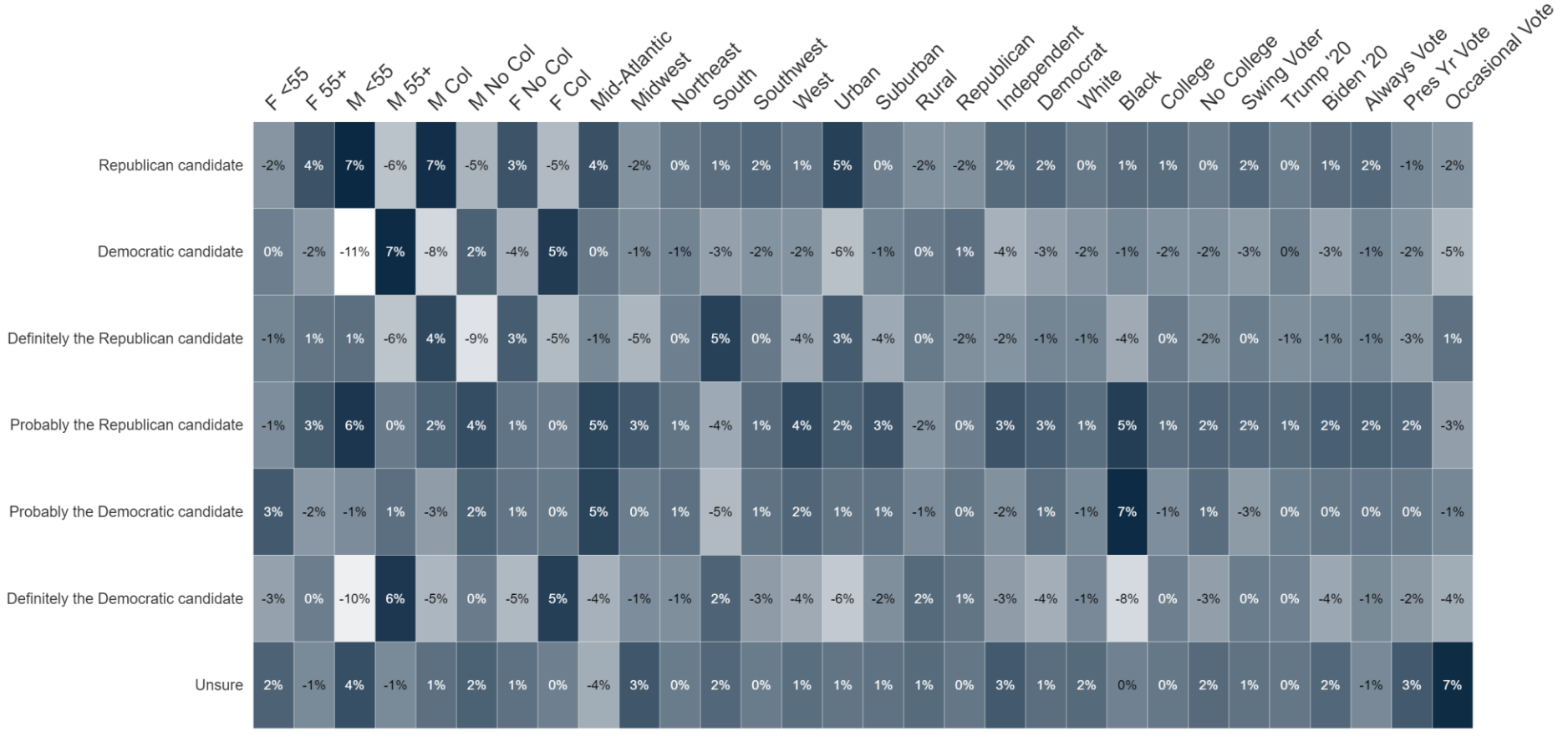
Percent Change: Generic Ballot (Dec 2023 to Jan 2024)



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Generic Ballot by Key Voter Groups

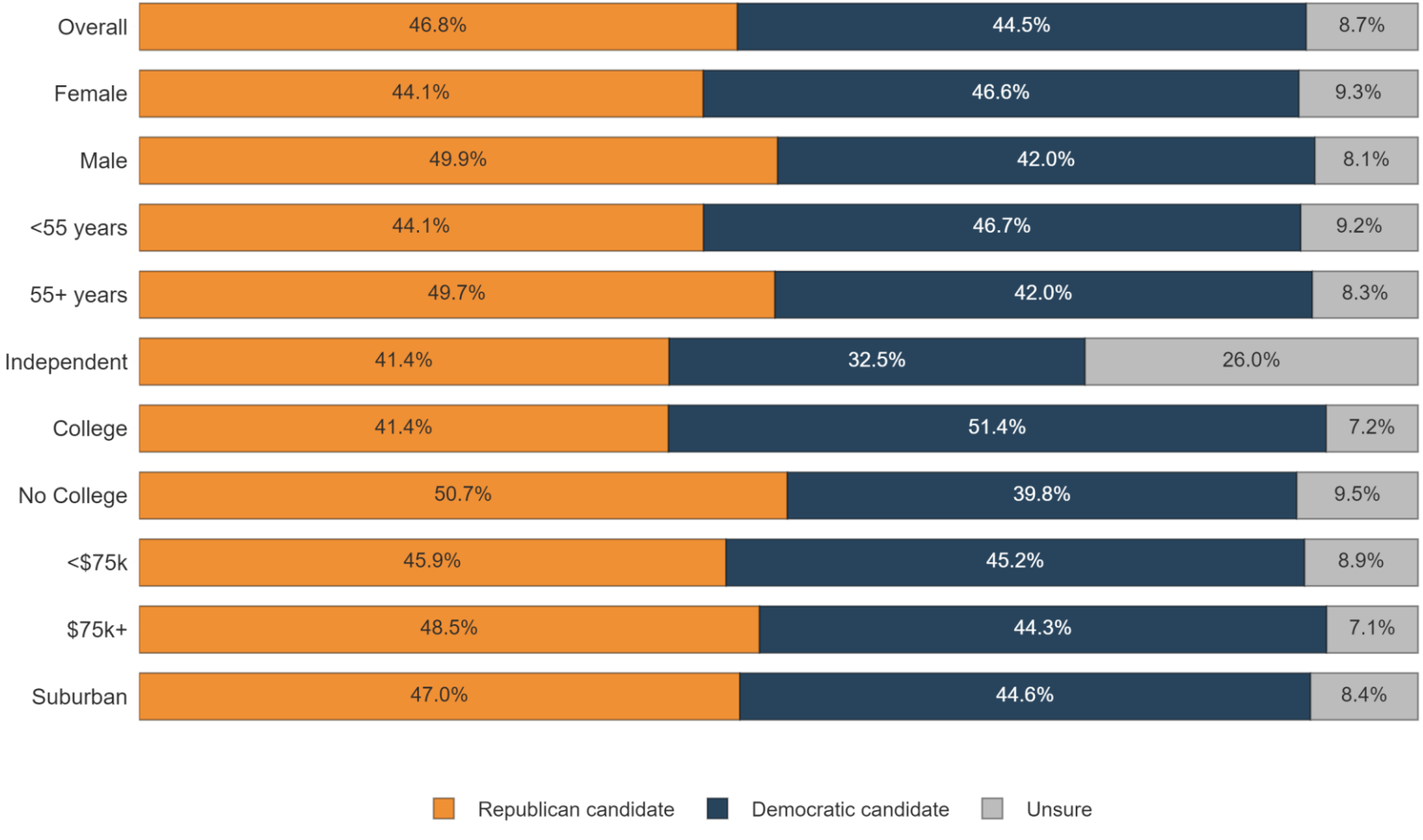

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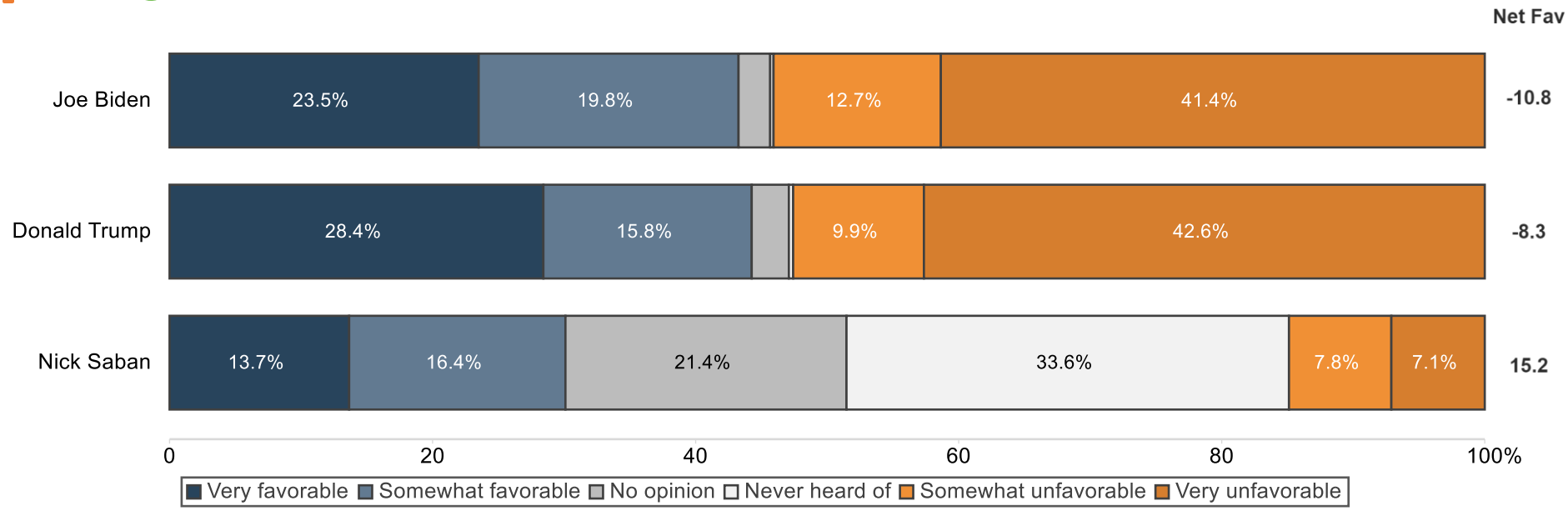
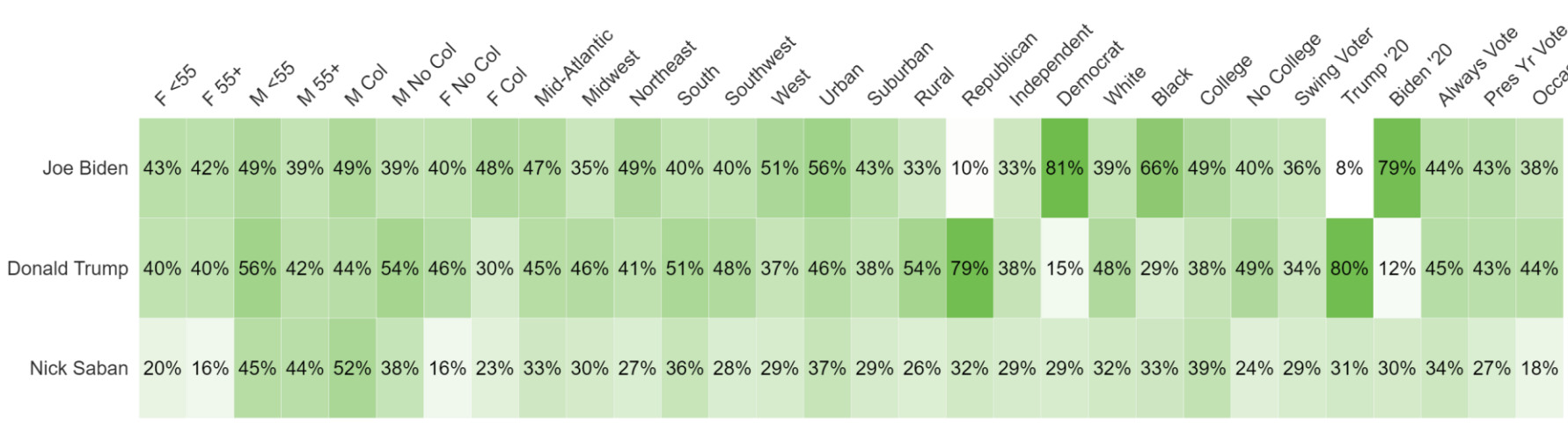
Image Tests



CYGNAL

Image Tests Heatmaps

Favorable



Unfavorable

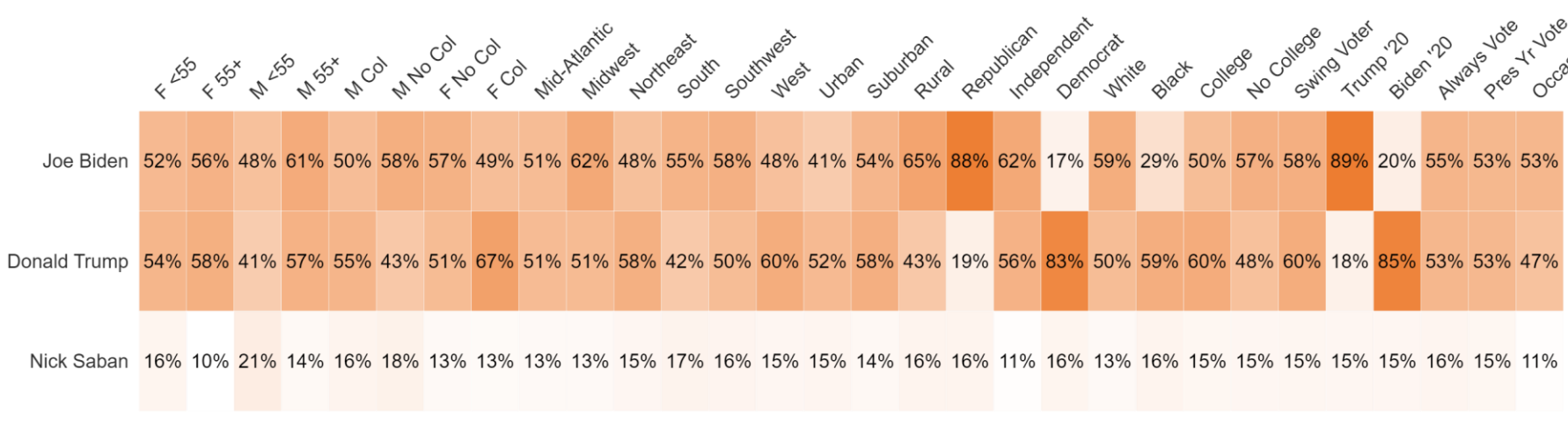


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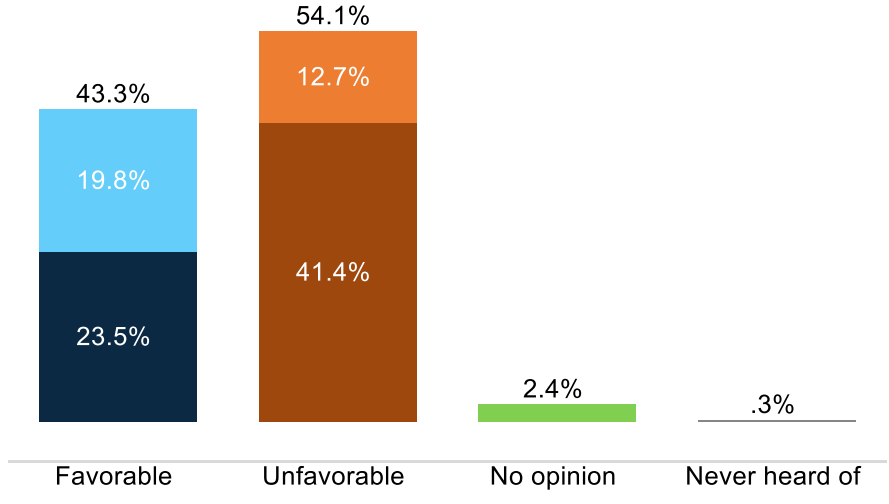
Image: Joe Biden

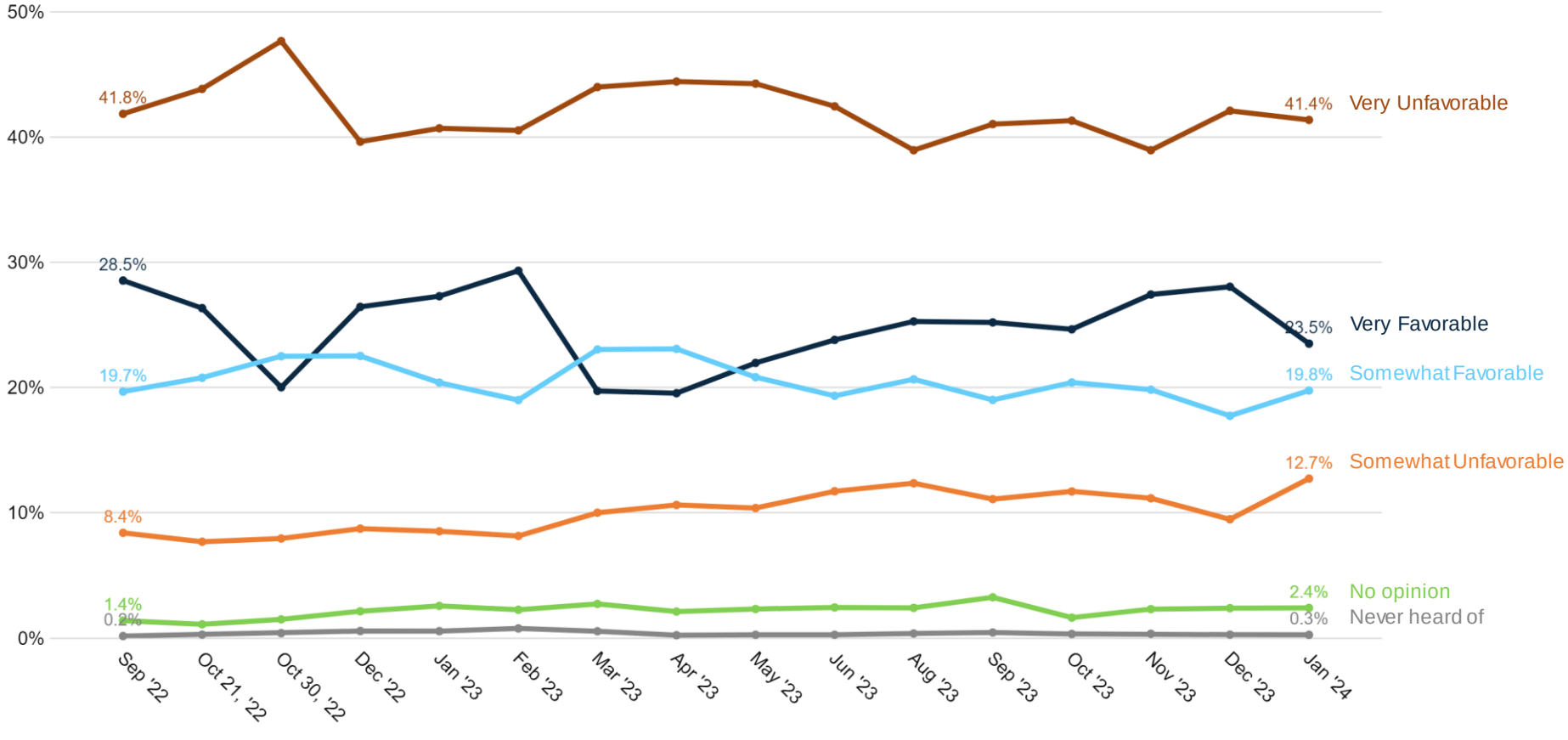


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	43%	42%	49%	39%	49%	39%	40%	48%	47%	35%	49%	40%	40%	51%	56%	43%	33%	10%	33%	81%	39%	66%	49%	40%	36%	8%	79%	44%	43%	38%
Unfavorable Total	52%	56%	48%	61%	50%	58%	57%	49%	51%	62%	48%	55%	58%	48%	41%	54%	65%	88%	62%	17%	59%	29%	50%	57%	58%	89%	20%	55%	53%	53%
Very favorable	19%	25%	30%	21%	31%	20%	21%	24%	27%	19%	26%	21%	21%	28%	34%	22%	17%	5%	10%	49%	22%	35%	28%	21%	11%	4%	44%	28%	17%	18%
Somewhat favorable	24%	17%	19%	18%	18%	19%	19%	25%	20%	16%	23%	19%	19%	22%	22%	21%	16%	4%	23%	32%	17%	30%	21%	19%	25%	4%	34%	16%	27%	20%
Somewhat unfavorable	17%	11%	10%	11%	11%	11%	12%	19%	13%	14%	14%	10%	11%	13%	14%	13%	10%	9%	22%	10%	12%	16%	15%	12%	26%	10%	13%	9%	18%	18%
Very unfavorable	35%	46%	37%	49%	39%	48%	45%	30%	37%	48%	34%	46%	47%	35%	27%	40%	55%	79%	40%	7%	47%	13%	35%	46%	32%	79%	7%	46%	35%	35%
No opinion	4%	1%	3%	1%	1%	3%	3%	2%	2%	3%	2%	4%	2%	1%	2%	3%	2%	2%	4%	1%	2%	5%	1%	3%	5%	2%	2%	1%	3%	8%
Never heard of	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

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

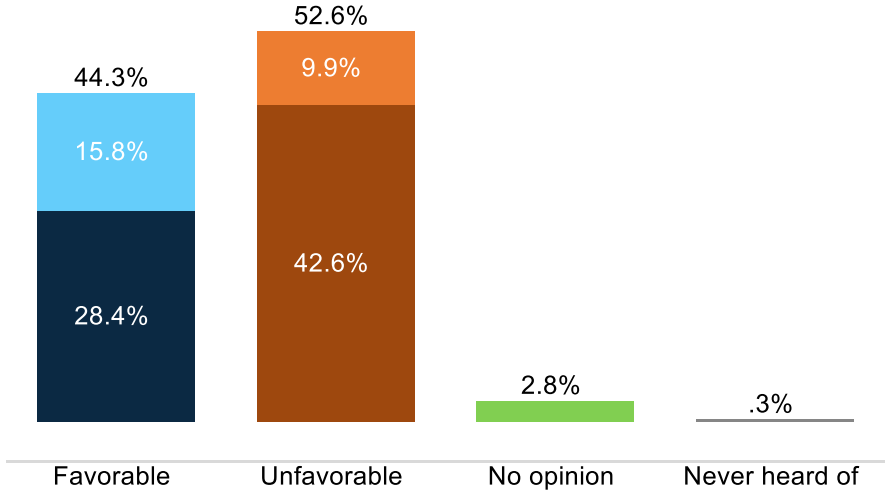
CYGNAL

Trend: Joe Biden Image



CYGNAL

Image: Donald Trump

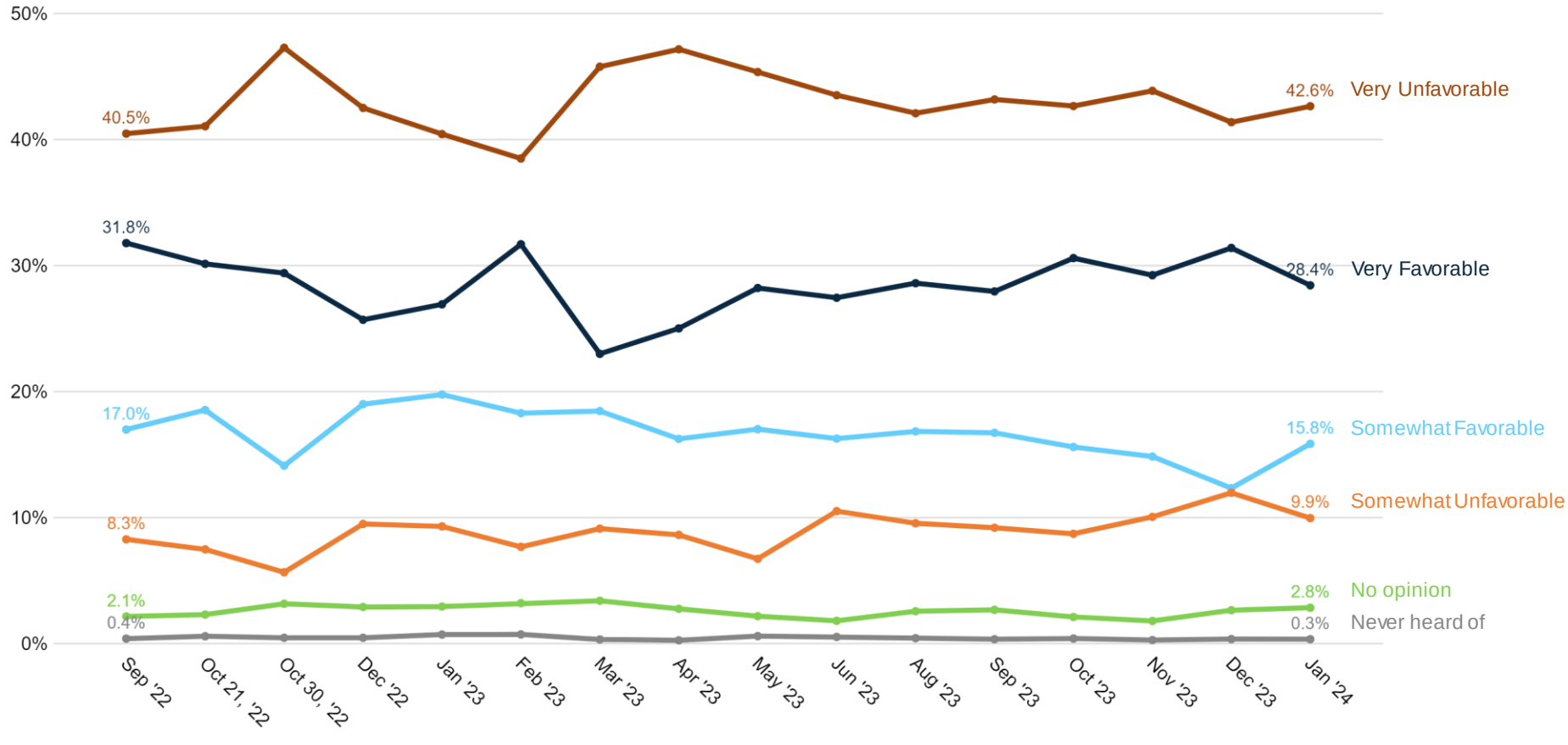


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	40%	40%	56%	42%	44%	54%	46%	30%	45%	46%	41%	51%	48%	37%	46%	38%	54%	79%	38%	15%	48%	29%	38%	49%	34%	80%	12%	45%	43%	44%
Unfavorable Total	54%	58%	41%	57%	55%	43%	51%	67%	51%	51%	58%	42%	50%	60%	52%	58%	43%	19%	56%	83%	50%	59%	60%	48%	60%	18%	85%	53%	53%	47%
Very favorable	23%	26%	38%	28%	27%	39%	30%	13%	28%	29%	27%	33%	31%	24%	29%	23%	38%	57%	20%	7%	32%	13%	21%	34%	15%	55%	5%	31%	25%	23%
Somewhat favorable	17%	14%	18%	14%	17%	15%	15%	17%	17%	18%	14%	18%	17%	13%	17%	15%	16%	23%	18%	8%	16%	16%	17%	15%	20%	25%	7%	14%	17%	20%
Somewhat unfavorable	10%	9%	12%	10%	13%	8%	9%	9%	8%	11%	11%	8%	8%	11%	8%	13%	7%	8%	12%	10%	10%	11%	12%	9%	18%	9%	9%	8%	12%	12%
Very unfavorable	45%	50%	28%	47%	41%	35%	41%	58%	43%	40%	46%	34%	42%	49%	43%	46%	36%	11%	44%	72%	40%	48%	49%	39%	42%	9%	76%	45%	40%	36%
No opinion	5%	2%	3%	1%	1%	3%	3%	3%	4%	2%	1%	6%	2%	3%	2%	3%	3%	1%	5%	2%	1%	10%	2%	3%	5%	2%	2%	1%	4%	8%
Never heard of	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%

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

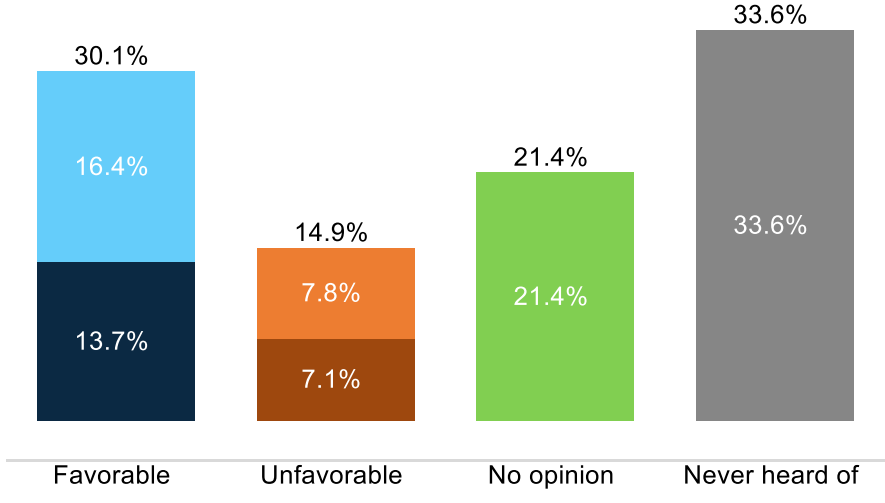
CYGNAL

Trend: Donald Trump Image



CYGNAL

Image: Nick Saban

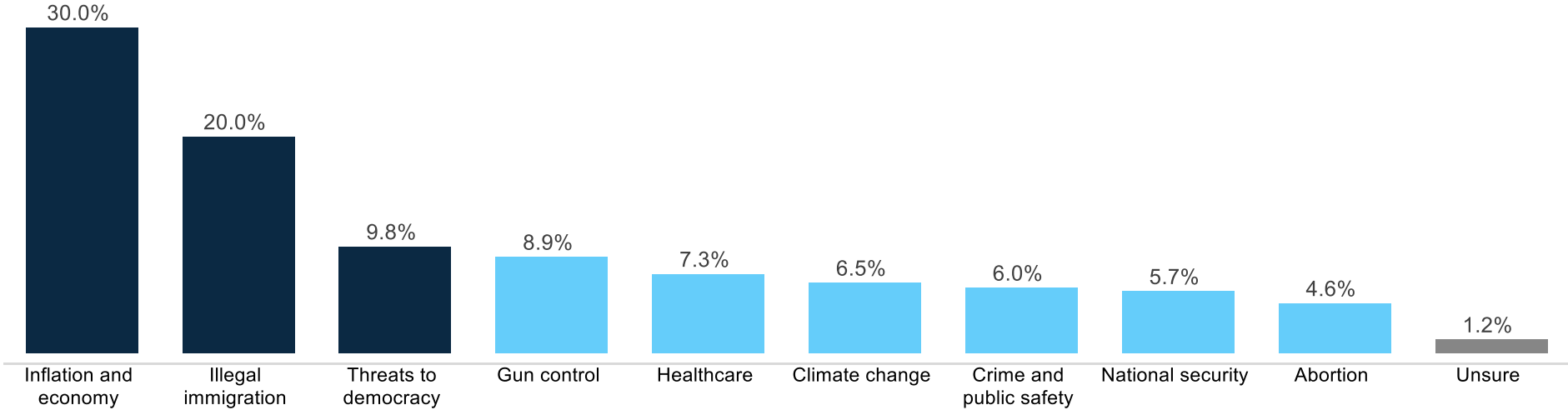


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Favorable Total	20%	16%	45%	44%	52%	38%	16%	23%	33%	30%	27%	36%	28%	29%	37%	29%	26%	32%	29%	29%	32%	33%	39%	24%	29%	31%	30%	34%	27%	18%
Unfavorable Total	16%	10%	21%	14%	16%	18%	13%	13%	13%	13%	15%	17%	16%	15%	15%	14%	16%	16%	11%	16%	13%	16%	15%	15%	15%	15%	15%	16%	15%	11%
Very favorable	8%	7%	23%	19%	25%	18%	7%	9%	14%	12%	10%	20%	13%	15%	17%	14%	10%	15%	14%	12%	14%	19%	18%	11%	12%	15%	12%	16%	12%	8%
Somewhat favorable	12%	9%	22%	25%	27%	20%	9%	15%	19%	19%	17%	16%	15%	14%	19%	15%	16%	17%	16%	17%	18%	14%	21%	13%	17%	16%	18%	18%	16%	10%
Somewhat unfavorable	9%	5%	10%	8%	7%	10%	7%	7%	5%	8%	9%	8%	9%	7%	8%	7%	8%	8%	6%	8%	7%	9%	7%	8%	8%	9%	7%	9%	7%	6%
Very unfavorable	7%	5%	11%	6%	9%	8%	6%	6%	9%	6%	5%	9%	8%	8%	7%	7%	8%	8%	5%	8%	6%	7%	8%	7%	7%	6%	8%	7%	8%	5%
No opinion	25%	23%	17%	20%	16%	20%	25%	21%	20%	24%	17%	21%	23%	22%	17%	24%	21%	21%	23%	20%	21%	19%	18%	23%	23%	23%	20%	20%	24%	24%
Never heard of	40%	51%	18%	23%	16%	25%	46%	43%	34%	32%	41%	26%	34%	34%	30%	33%	37%	30%	36%	35%	34%	31%	28%	38%	33%	31%	35%	31%	34%	47%

Do you have a favorable or unfavorable opinion of Nick Saban?

CYGNAL

Top Priority

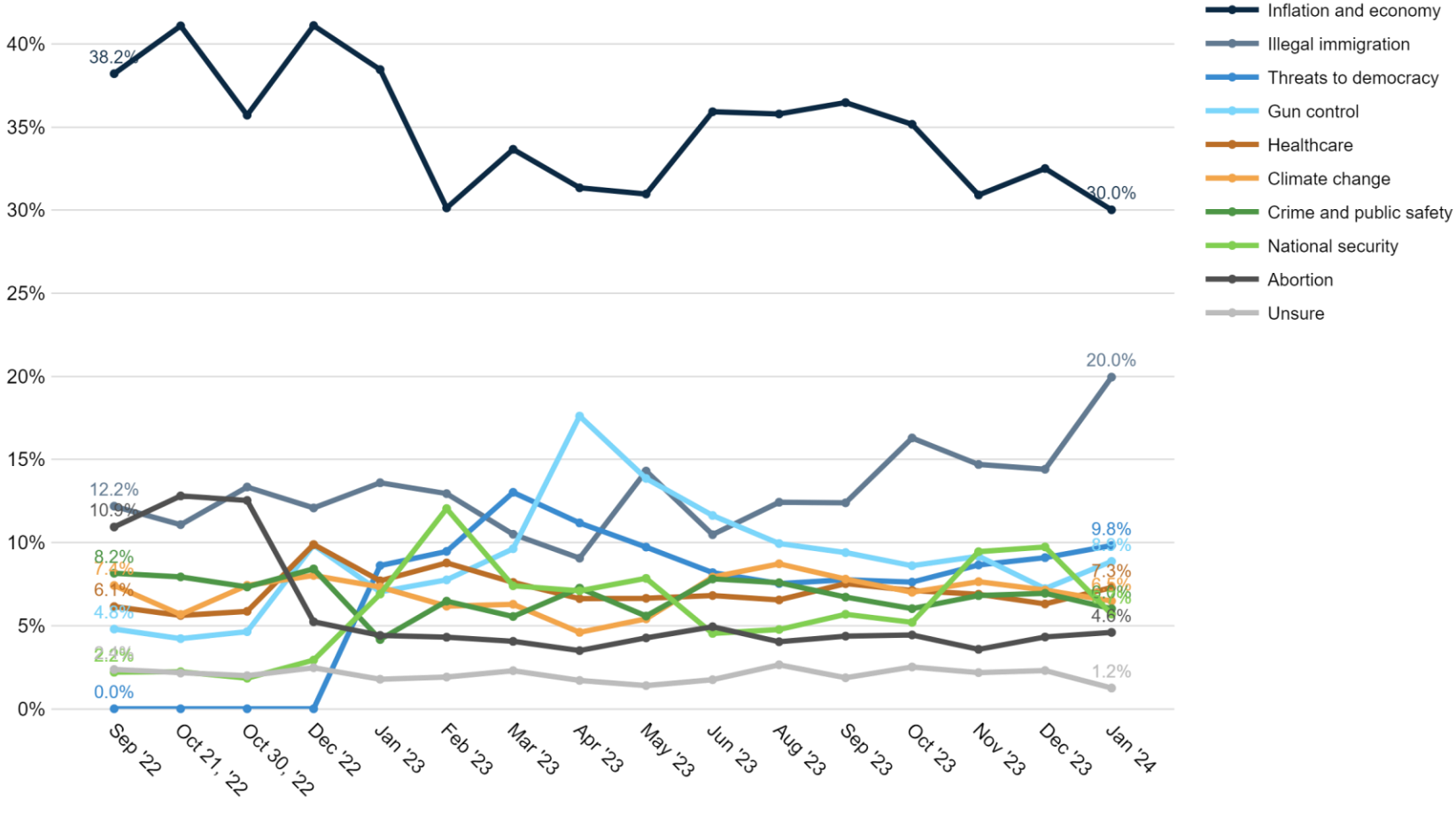


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	36%	26%	33%	24%	30%	27%	33%	29%	30%	32%	28%	31%	33%	26%	29%	29%	32%	33%	34%	25%	30%	21%	29%	31%	35%	34%	25%	27%	33%	35%
Illegal immigration	11%	26%	12%	33%	22%	23%	18%	19%	19%	21%	19%	21%	21%	18%	13%	19%	28%	36%	17%	6%	23%	7%	20%	20%	13%	35%	7%	24%	17%	8%
Threats to democracy	5%	15%	8%	13%	11%	10%	8%	12%	10%	7%	10%	11%	9%	12%	10%	12%	6%	3%	12%	15%	9%	12%	12%	8%	8%	3%	17%	11%	9%	5%
Gun control	12%	10%	8%	5%	6%	7%	11%	11%	9%	9%	10%	10%	8%	8%	10%	9%	8%	3%	8%	15%	7%	18%	8%	9%	10%	4%	13%	8%	10%	9%
Healthcare	8%	5%	11%	5%	8%	9%	6%	7%	8%	7%	7%	7%	6%	8%	8%	8%	6%	5%	7%	9%	6%	14%	8%	7%	9%	5%	9%	6%	8%	13%
Climate change	5%	5%	8%	8%	9%	7%	4%	7%	7%	6%	8%	4%	6%	8%	9%	6%	6%	2%	6%	11%	7%	6%	8%	5%	5%	2%	11%	8%	4%	5%
Crime and public safety	10%	4%	7%	3%	4%	5%	8%	4%	5%	3%	4%	7%	8%	9%	8%	6%	5%	5%	7%	7%	4%	12%	4%	7%	8%	5%	6%	5%	7%	8%
National security	4%	5%	9%	6%	6%	8%	4%	4%	3%	6%	7%	4%	4%	7%	7%	5%	6%	8%	4%	5%	7%	3%	5%	6%	7%	7%	4%	5%	5%	8%
Abortion	7%	4%	4%	3%	4%	3%	6%	6%	6%	6%	5%	3%	3%	4%	4%	5%	3%	4%	3%	6%	5%	5%	5%	5%	4%	3%	6%	4%	5%	5%
Unsure	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%	1%	0%	2%	1%	1%	1%	0%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	4%

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

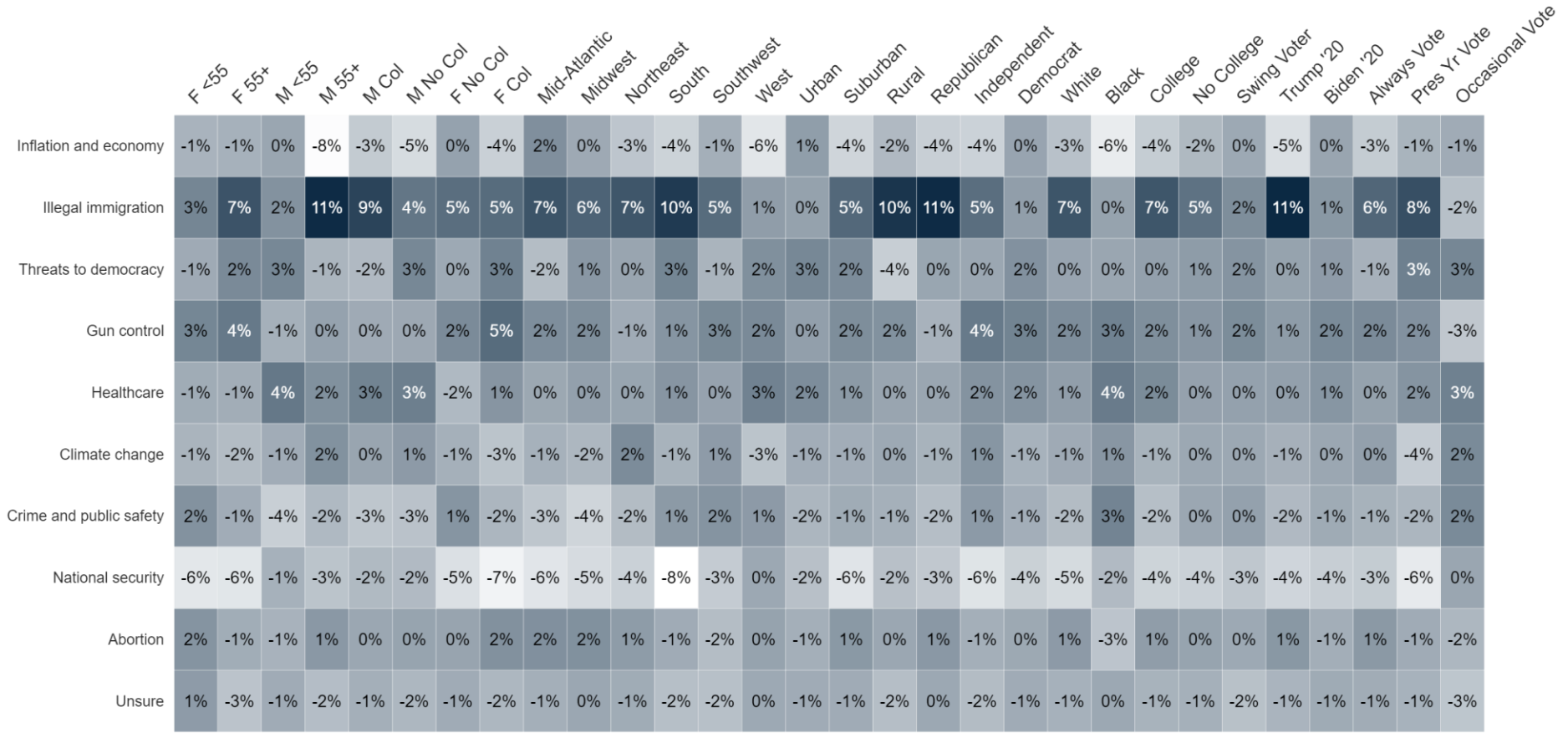
CYGNAL

Trend: Top Priority



CYGNAL

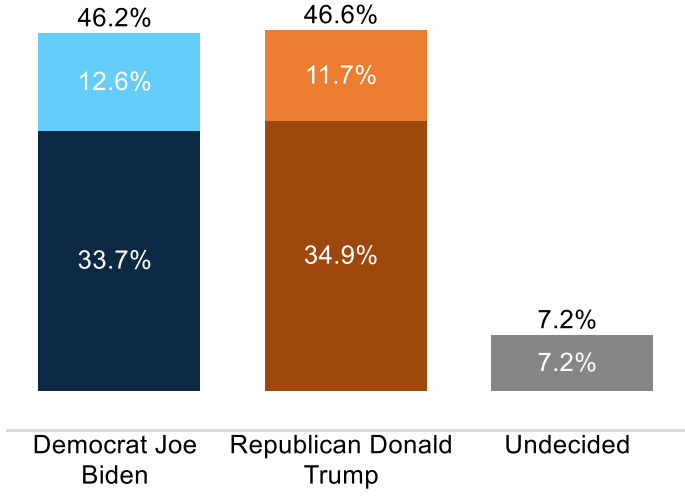
Percent Change: Top Priority (Dec 2023 to Jan 2024)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Inflation and economy	-1%	-1%	0%	-8%	-3%	-5%	0%	-4%	2%	0%	-3%	-4%	-1%	-6%	1%	-4%	-2%	-4%	-4%	0%	-3%	-6%	-4%	-2%	0%	-5%	0%	-3%	-1%	-1%
Illegal immigration	3%	7%	2%	11%	9%	4%	5%	5%	7%	6%	7%	10%	5%	1%	0%	5%	10%	11%	5%	1%	7%	0%	7%	5%	2%	11%	1%	6%	8%	-2%
Threats to democracy	-1%	2%	3%	-1%	-2%	3%	0%	3%	-2%	1%	0%	3%	-1%	2%	3%	2%	-4%	0%	0%	2%	0%	0%	0%	1%	2%	0%	1%	-1%	3%	3%
Gun control	3%	4%	-1%	0%	0%	0%	2%	5%	2%	2%	-1%	1%	3%	2%	0%	2%	2%	-1%	4%	3%	2%	3%	2%	1%	2%	1%	2%	2%	2%	-3%
Healthcare	-1%	-1%	4%	2%	3%	3%	-2%	1%	0%	0%	0%	1%	0%	3%	2%	1%	0%	0%	2%	2%	1%	4%	2%	0%	0%	0%	1%	0%	2%	3%
Climate change	-1%	-2%	-1%	2%	0%	1%	-1%	-3%	-1%	-2%	2%	-1%	1%	-3%	-1%	-1%	0%	-1%	1%	-1%	-1%	1%	-1%	0%	0%	-1%	0%	0%	-4%	2%
Crime and public safety	2%	-1%	-4%	-2%	-3%	-3%	1%	-2%	-3%	-4%	-2%	1%	2%	1%	-2%	-1%	-1%	-2%	1%	-1%	-2%	3%	-2%	0%	0%	-2%	-1%	-1%	-2%	2%
National security	-6%	-6%	-1%	-3%	-2%	-2%	-5%	-7%	-6%	-5%	-4%	-8%	-3%	0%	-2%	-6%	-2%	-3%	-6%	-4%	-5%	-2%	-4%	-4%	-3%	-4%	-4%	-3%	-6%	0%
Abortion	2%	-1%	-1%	1%	0%	0%	0%	2%	2%	2%	1%	-1%	-2%	0%	-1%	1%	0%	1%	-1%	0%	1%	-3%	1%	0%	0%	1%	-1%	1%	-1%	-2%
Unsure	1%	-3%	-1%	-2%	-1%	-2%	-1%	-2%	-1%	0%	-1%	-2%	-2%	0%	-1%	-1%	-2%	0%	-2%	-1%	-1%	0%	-1%	-1%	-2%	-1%	-1%	-1%	-1%	-3%

CYGNAL

Biden v Trump

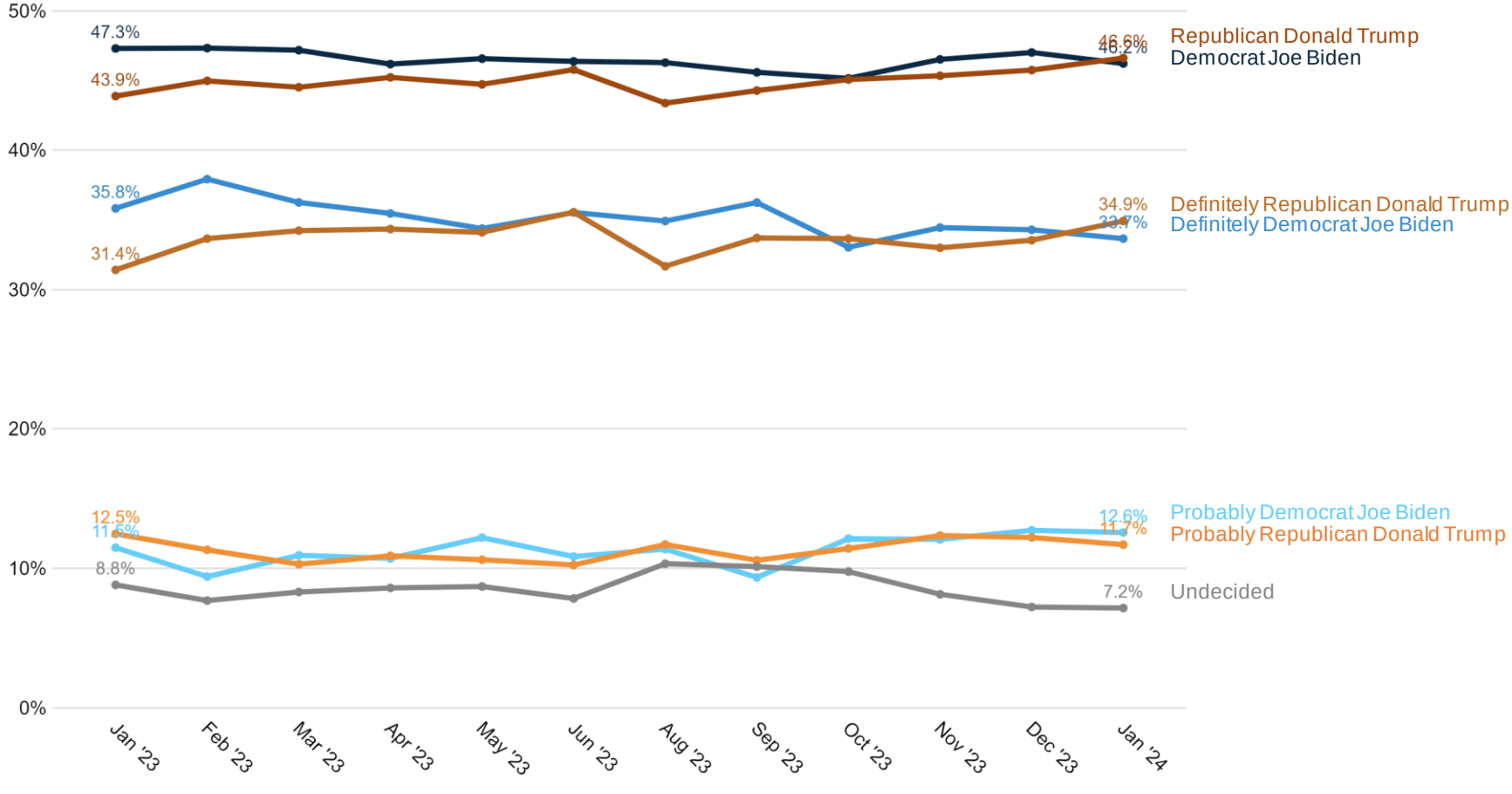


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	48%	46%	46%	45%	52%	39%	42%	57%	51%	40%	52%	41%	41%	55%	58%	47%	35%	7%	39%	89%	42%	67%	54%	41%	42%	3%	89%	47%	48%	38%
Republican Donald Trump	42%	46%	49%	50%	43%	57%	49%	35%	43%	52%	41%	54%	50%	39%	37%	45%	59%	89%	44%	8%	51%	24%	39%	52%	41%	91%	6%	49%	44%	43%
Definitely Democrat Joe Biden	31%	38%	30%	36%	40%	26%	29%	45%	36%	29%	37%	31%	27%	42%	41%	35%	26%	3%	26%	68%	33%	44%	42%	28%	18%	1%	67%	39%	27%	24%
Probably Democrat Joe Biden	17%	8%	16%	9%	12%	13%	13%	12%	15%	11%	16%	10%	13%	12%	17%	13%	9%	3%	14%	21%	9%	23%	12%	13%	24%	2%	22%	8%	21%	14%
Probably Republican Donald Trump	15%	7%	16%	9%	11%	14%	11%	11%	11%	12%	11%	12%	13%	12%	11%	12%	11%	16%	16%	5%	11%	14%	11%	12%	23%	18%	4%	10%	15%	13%
Definitely Republican Donald Trump	27%	39%	34%	41%	32%	43%	38%	23%	32%	40%	30%	42%	38%	28%	25%	32%	47%	73%	28%	3%	40%	10%	28%	40%	18%	73%	2%	39%	29%	30%
Undecided	10%	8%	5%	5%	5%	4%	9%	8%	6%	9%	7%	5%	9%	6%	6%	8%	7%	4%	17%	4%	7%	8%	7%	7%	17%	6%	5%	4%	8%	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?

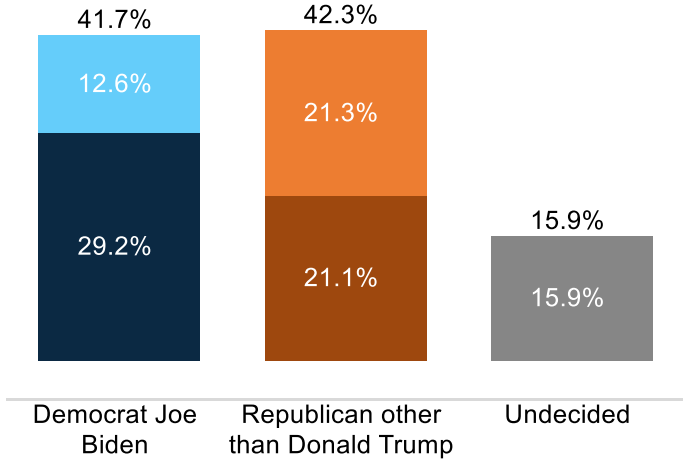
CYGNAL

Trend: Biden v Trump



CYGNAL

Biden v Non-Trump R

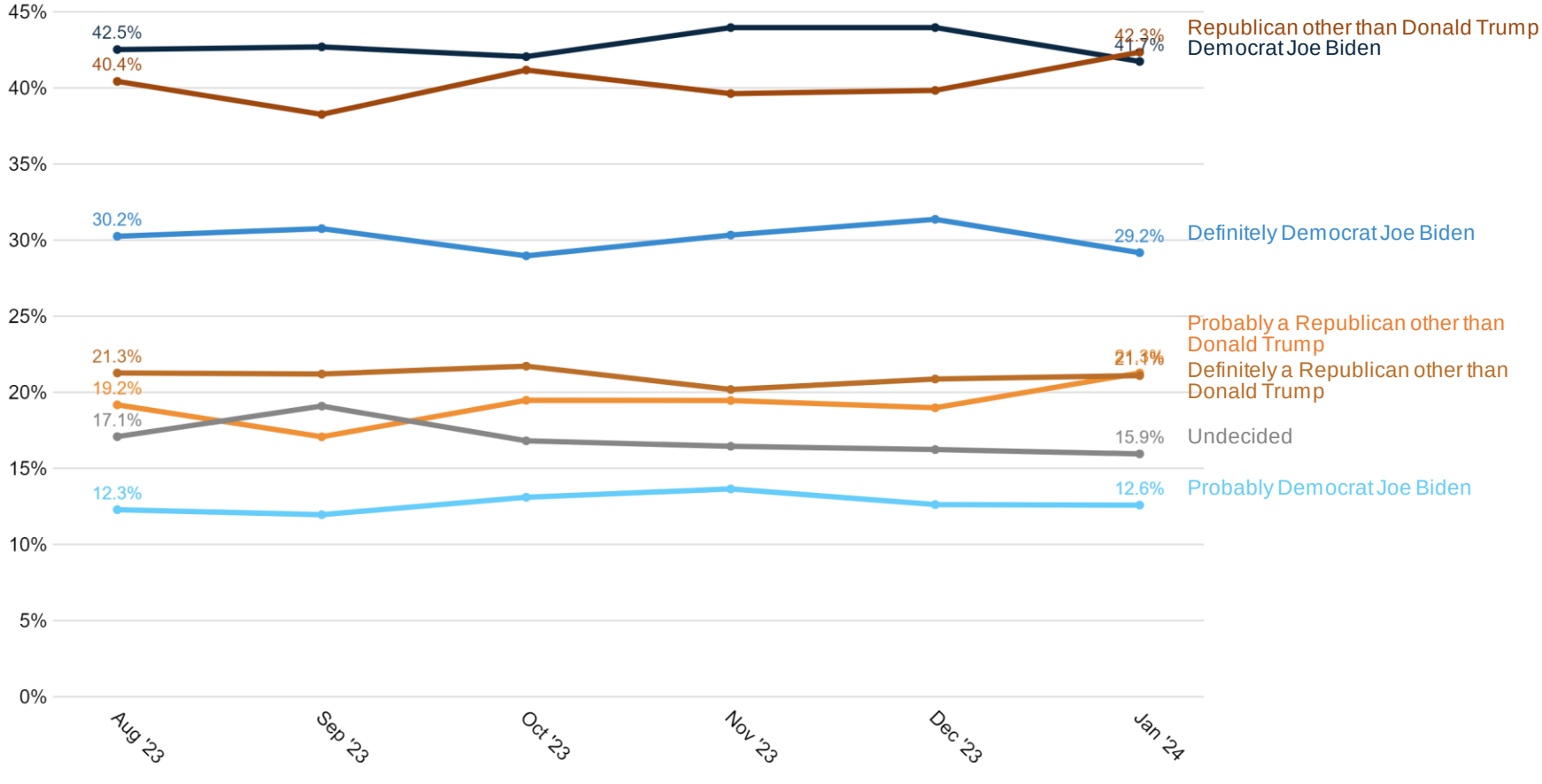


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	43%	42%	43%	39%	48%	34%	38%	52%	45%	35%	47%	36%	38%	50%	55%	41%	32%	4%	29%	86%	38%	64%	49%	37%	31%	3%	81%	43%	41%	35%
Republican other than Donald Trump	38%	40%	43%	50%	44%	48%	41%	36%	38%	45%	36%	51%	47%	36%	31%	43%	50%	76%	47%	8%	47%	25%	41%	44%	46%	74%	12%	44%	42%	33%
Definitely Democrat Joe Biden	26%	33%	29%	29%	37%	21%	24%	40%	29%	25%	34%	25%	25%	36%	39%	28%	22%	2%	15%	64%	28%	40%	38%	23%	10%	1%	59%	34%	23%	23%
Probably Democrat Joe Biden	17%	9%	14%	10%	11%	13%	14%	12%	16%	11%	13%	11%	13%	14%	15%	13%	10%	2%	13%	22%	9%	23%	11%	14%	22%	2%	22%	9%	19%	12%
Probably a Republican other than Donald Trump	21%	21%	20%	24%	19%	24%	22%	19%	22%	21%	18%	27%	23%	18%	17%	22%	24%	35%	26%	6%	23%	17%	19%	23%	30%	34%	8%	21%	24%	17%
Definitely a Republican other than Donald Trump	17%	19%	23%	26%	25%	24%	19%	17%	15%	24%	18%	24%	24%	18%	14%	22%	26%	42%	21%	2%	24%	7%	22%	21%	16%	40%	4%	23%	19%	16%
Undecided	19%	18%	14%	12%	8%	17%	21%	12%	17%	20%	17%	13%	15%	14%	14%	16%	18%	20%	25%	6%	16%	12%	10%	20%	23%	23%	6%	13%	16%	32%

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?

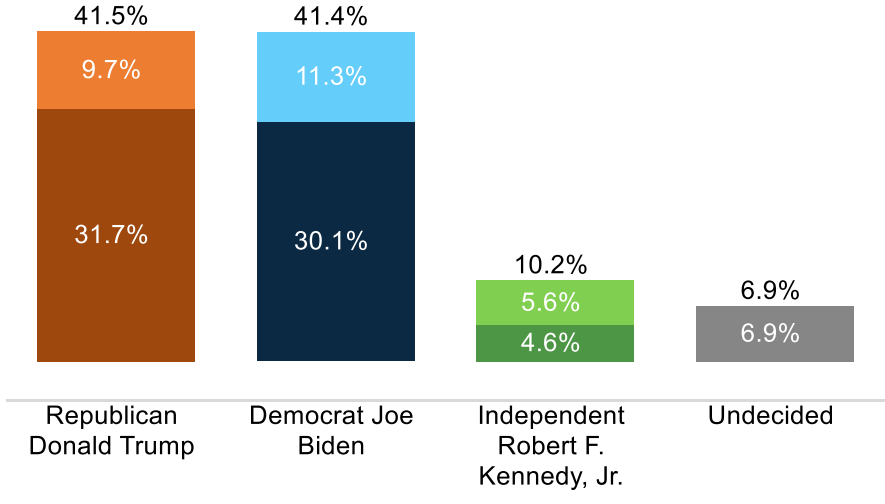
CYGNAL

Trend: Biden v Non-Trump R



CYGNAL

Biden v Trump v Kennedy

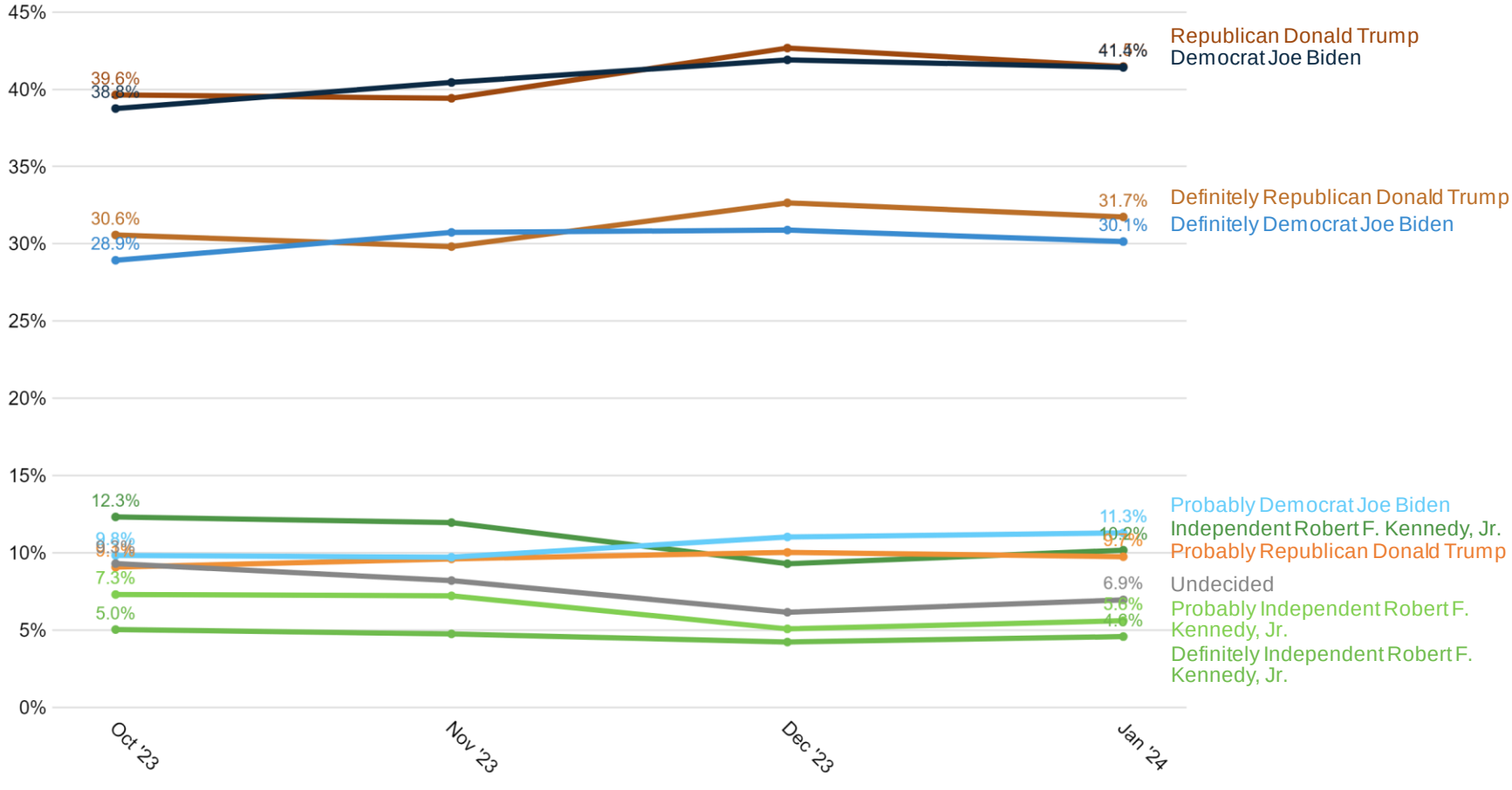


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Republican Donald Trump	34%	42%	43%	48%	40%	51%	42%	30%	41%	45%	38%	47%	47%	33%	31%	40%	54%	83%	35%	6%	47%	16%	36%	46%	31%	84%	4%	45%	37%	37%
Democrat Joe Biden	41%	41%	41%	42%	48%	35%	37%	51%	48%	35%	48%	36%	38%	47%	53%	42%	31%	6%	32%	81%	38%	61%	49%	36%	35%	4%	80%	44%	40%	31%
Independent Robert F. Kennedy, Jr.	15%	9%	11%	5%	6%	9%	13%	11%	7%	13%	7%	10%	9%	12%	11%	10%	10%	6%	19%	9%	9%	16%	8%	11%	19%	7%	10%	7%	14%	14%
Definitely Republican Donald Trump	25%	35%	31%	38%	29%	40%	34%	21%	32%	34%	27%	38%	36%	25%	24%	29%	43%	67%	24%	3%	36%	10%	25%	36%	15%	67%	2%	36%	25%	27%
Probably Republican Donald Trump	10%	7%	12%	10%	11%	11%	8%	9%	9%	11%	10%	9%	10%	9%	7%	10%	11%	16%	11%	3%	11%	6%	10%	9%	15%	17%	2%	8%	12%	10%
Definitely Democrat Joe Biden	28%	34%	27%	32%	36%	24%	26%	39%	36%	25%	33%	26%	28%	35%	37%	30%	24%	3%	19%	63%	28%	45%	37%	25%	16%	2%	61%	36%	24%	21%
Probably Democrat Joe Biden	14%	8%	13%	9%	12%	11%	11%	11%	11%	10%	15%	9%	10%	12%	16%	11%	8%	3%	13%	18%	10%	16%	12%	11%	19%	2%	19%	8%	17%	11%
Definitely Independent Robert F. Kennedy, Jr.	8%	4%	4%	2%	2%	4%	7%	3%	3%	5%	4%	5%	3%	6%	5%	5%	4%	3%	10%	3%	4%	7%	3%	6%	8%	4%	4%	3%	7%	7%
Probably Independent Robert F. Kennedy, Jr.	7%	5%	6%	3%	4%	5%	6%	7%	5%	7%	4%	5%	6%	6%	6%	5%	6%	3%	9%	6%	5%	9%	6%	6%	11%	4%	6%	4%	8%	8%
Undecided	9%	7%	5%	5%	5%	5%	7%	9%	4%	8%	7%	8%	6%	7%	5%	9%	5%	5%	14%	4%	6%	7%	7%	7%	15%	5%	5%	4%	8%	18%

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

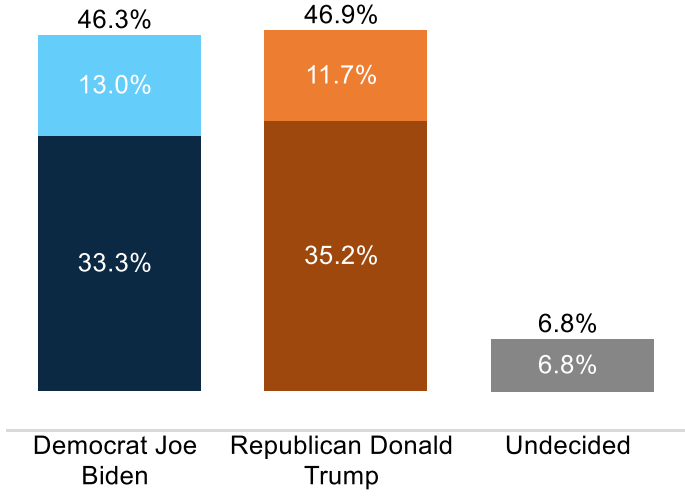
CYGNAL

Trend: Biden v Trump v Kennedy



CYGNAL

Biden v Trump – Biden Age Concern

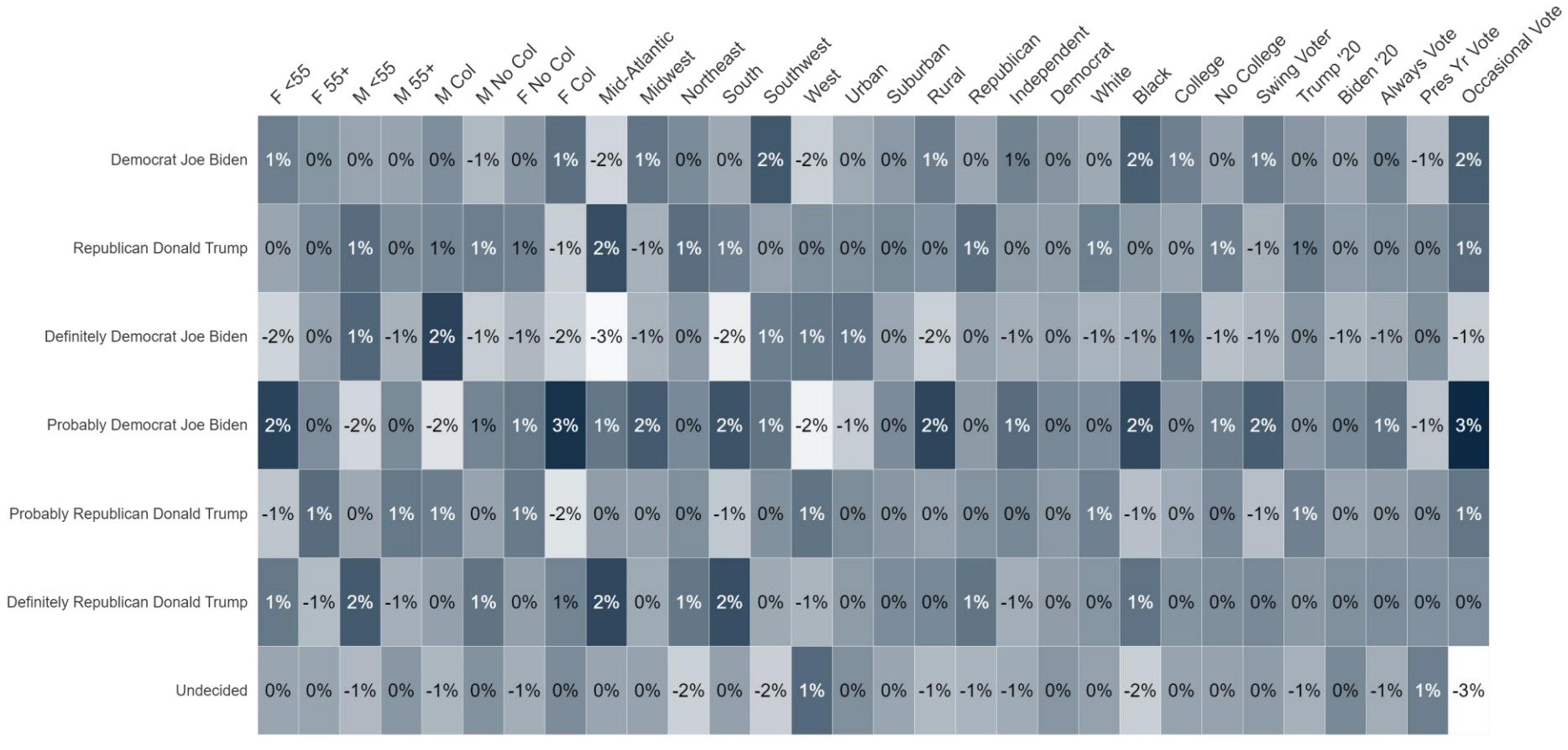


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Democrat Joe Biden	49%	46%	45%	44%	52%	38%	42%	58%	50%	41%	53%	40%	42%	53%	57%	47%	35%	6%	40%	89%	42%	69%	55%	41%	43%	3%	89%	47%	47%	39%
Republican Donald Trump	42%	46%	51%	51%	43%	58%	49%	33%	45%	51%	42%	55%	50%	40%	37%	45%	59%	90%	44%	8%	52%	24%	39%	53%	40%	92%	6%	49%	44%	44%
Definitely Democrat Joe Biden	29%	38%	31%	35%	42%	25%	28%	43%	33%	28%	37%	28%	28%	43%	42%	34%	24%	3%	25%	67%	32%	44%	43%	27%	17%	1%	66%	38%	28%	22%
Probably Democrat Joe Biden	19%	8%	14%	9%	10%	13%	14%	15%	16%	12%	16%	12%	14%	10%	15%	13%	11%	3%	15%	21%	10%	25%	12%	14%	26%	2%	22%	9%	19%	17%
Probably Republican Donald Trump	13%	8%	15%	10%	12%	14%	12%	9%	11%	12%	11%	11%	13%	13%	12%	12%	11%	16%	17%	5%	11%	13%	11%	12%	21%	19%	4%	10%	15%	14%
Definitely Republican Donald Trump	28%	39%	35%	41%	32%	44%	37%	24%	34%	39%	31%	44%	37%	27%	25%	33%	48%	74%	28%	3%	40%	12%	28%	40%	19%	73%	2%	40%	29%	30%
Undecided	10%	7%	4%	5%	4%	4%	8%	9%	5%	8%	5%	5%	8%	7%	6%	8%	6%	4%	16%	4%	6%	7%	6%	7%	17%	5%	5%	4%	9%	17%

Taking into consideration Joe Biden's age, if the 2024 general election for President was held today, who would you vote for?

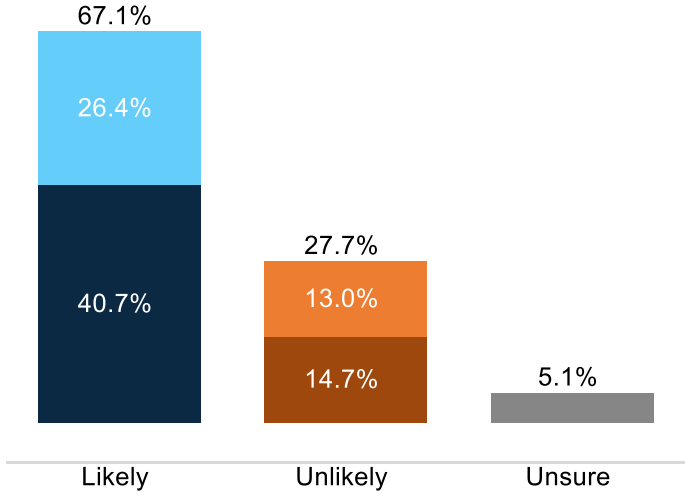
CYGNAL

Percent Change: Biden v Trump Ballot to Biden v Trump – Biden Age Concern



CYGNAL

Likelihood Biden Is Democratic Nominee

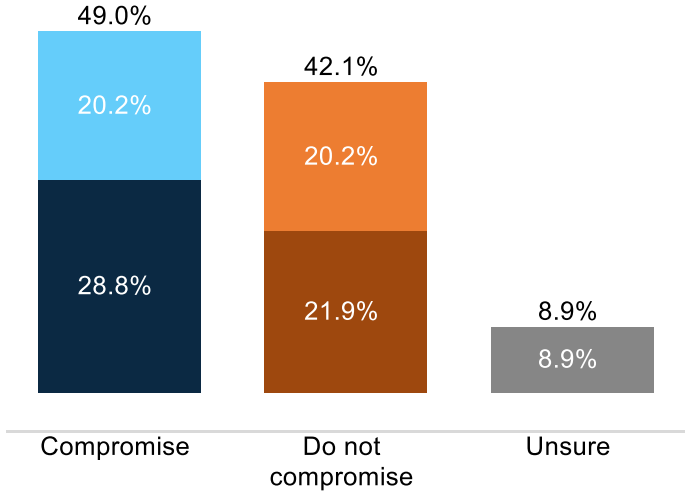


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Likely Total	59%	69%	73%	70%	82%	61%	61%	70%	79%	62%	71%	63%	65%	70%	75%	69%	57%	50%	63%	86%	67%	73%	77%	61%	63%	48%	87%	70%	65%	58%
Unlikely Total	35%	24%	23%	27%	16%	33%	32%	26%	17%	31%	26%	28%	31%	25%	20%	26%	37%	44%	30%	11%	28%	22%	20%	33%	30%	45%	10%	26%	31%	26%
Very likely	27%	47%	49%	44%	59%	34%	33%	42%	43%	35%	43%	38%	37%	49%	51%	40%	33%	25%	35%	59%	43%	39%	52%	34%	27%	24%	59%	48%	31%	29%
Somewhat likely	31%	23%	24%	26%	24%	27%	28%	27%	36%	27%	28%	25%	29%	21%	24%	29%	24%	25%	28%	27%	24%	34%	25%	27%	36%	25%	28%	22%	33%	29%
Somewhat unlikely	17%	11%	9%	14%	7%	16%	15%	13%	7%	16%	11%	11%	15%	13%	9%	14%	15%	16%	17%	7%	12%	14%	10%	15%	17%	19%	7%	12%	16%	12%
Very unlikely	18%	13%	14%	12%	9%	17%	18%	13%	10%	15%	16%	18%	16%	13%	12%	12%	22%	27%	13%	4%	16%	8%	11%	18%	13%	27%	4%	14%	16%	15%
Unsure	6%	7%	4%	3%	1%	6%	7%	4%	4%	7%	3%	8%	4%	4%	4%	5%	6%	6%	7%	3%	5%	6%	3%	6%	7%	6%	3%	4%	4%	16%

How likely or unlikely do you think it is that Joe Biden is actually the Democratic Party's nominee for the presidential election this fall?

CYGNAL

Hunter Biden Impact on Joe Biden

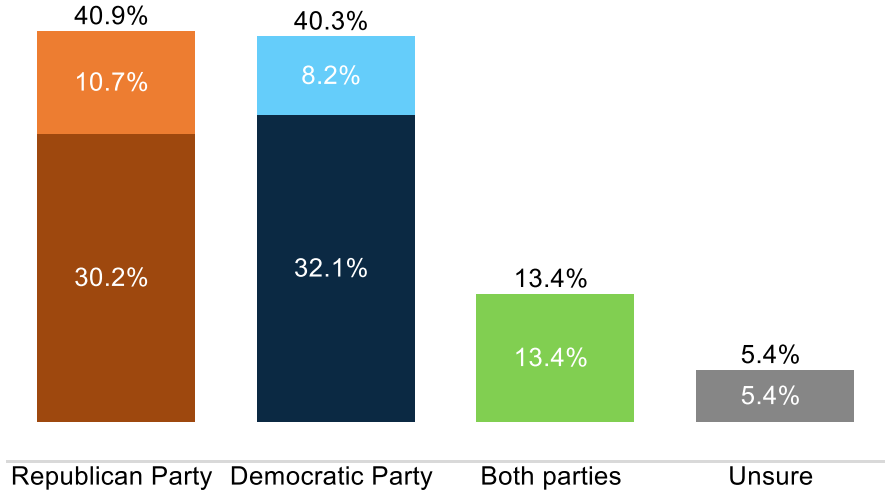


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Compromise	43%	46%	59%	51%	57%	53%	46%	41%	51%	51%	47%	50%	49%	48%	50%	46%	53%	68%	46%	33%	51%	42%	50%	49%	46%	70%	30%	51%	48%	41%
Do not compromise	42%	46%	35%	45%	40%	39%	41%	51%	40%	39%	44%	41%	42%	46%	43%	44%	38%	26%	43%	58%	41%	46%	45%	41%	42%	23%	61%	43%	43%	37%
Definitely compromise	20%	28%	38%	32%	37%	33%	26%	19%	33%	29%	25%	34%	28%	28%	28%	27%	33%	46%	26%	14%	32%	19%	29%	29%	17%	48%	13%	33%	23%	21%
Probably compromise	23%	18%	21%	18%	20%	20%	20%	21%	18%	22%	21%	17%	21%	20%	22%	19%	20%	22%	20%	19%	19%	23%	20%	20%	29%	22%	17%	17%	25%	20%
Probably do not compromise	24%	17%	19%	20%	18%	21%	22%	20%	17%	18%	22%	22%	23%	19%	18%	22%	18%	16%	22%	23%	19%	24%	19%	21%	30%	15%	25%	16%	26%	23%
Definitely do not compromise	18%	30%	16%	25%	23%	18%	20%	31%	23%	21%	22%	19%	19%	27%	25%	22%	20%	9%	21%	35%	22%	22%	26%	19%	12%	8%	36%	26%	16%	14%
Unsure	15%	8%	6%	5%	3%	8%	13%	8%	9%	10%	9%	9%	10%	7%	7%	10%	9%	6%	11%	9%	8%	12%	5%	11%	12%	7%	9%	6%	9%	22%

Do you believe that Joe Biden's son, Hunter Biden, and his legal troubles compromise Joe Biden's ability to be president or run for president?

CYGNAL

Party - Extreme

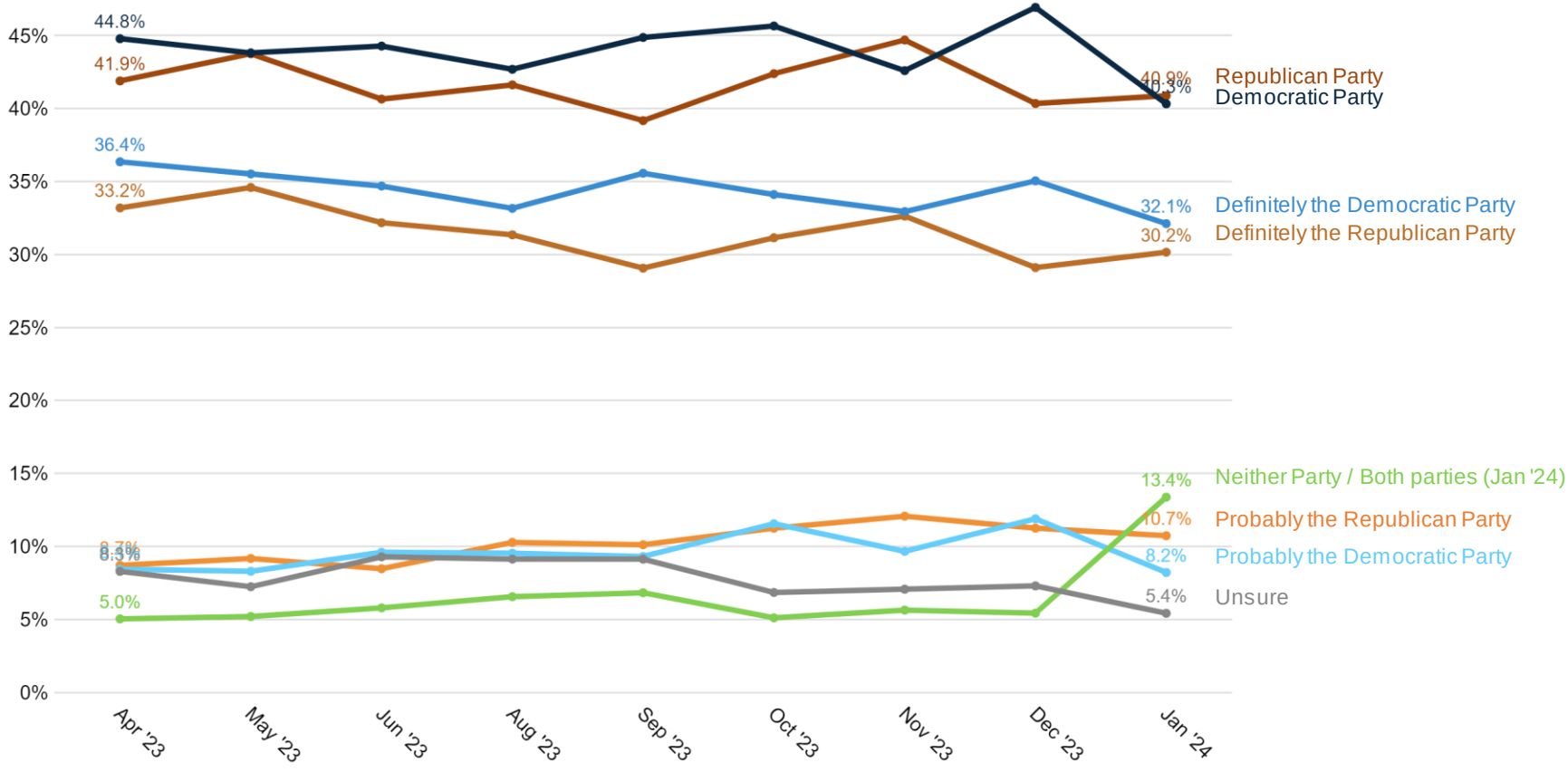


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Republican Party	42%	41%	36%	44%	39%	41%	37%	51%	37%	40%	45%	40%	39%	42%	42%	43%	37%	26%	39%	57%	41%	39%	44%	39%	39%	23%	59%	43%	40%	34%
Democratic Party	35%	39%	47%	42%	48%	42%	39%	32%	41%	40%	39%	43%	39%	41%	41%	38%	45%	57%	31%	31%	42%	40%	41%	40%	29%	56%	28%	44%	38%	26%
Definitely the Republican Party	26%	33%	25%	37%	31%	31%	25%	39%	27%	29%	33%	29%	26%	34%	29%	31%	29%	16%	28%	45%	31%	29%	34%	27%	21%	14%	48%	35%	25%	22%
Probably the Republican Party	16%	8%	12%	7%	8%	10%	12%	13%	10%	11%	12%	11%	13%	8%	13%	11%	8%	10%	11%	12%	10%	10%	10%	11%	19%	10%	10%	8%	14%	12%
Probably the Democratic Party	12%	5%	10%	4%	7%	7%	10%	8%	11%	8%	6%	6%	9%	9%	10%	7%	8%	7%	8%	9%	7%	14%	7%	9%	14%	6%	9%	5%	14%	8%
Definitely the Democratic Party	22%	33%	37%	39%	41%	34%	29%	24%	30%	32%	32%	36%	30%	32%	31%	30%	37%	50%	23%	21%	35%	25%	34%	31%	15%	50%	18%	39%	24%	18%
Both parties	16%	13%	12%	12%	11%	12%	16%	12%	14%	14%	11%	12%	16%	13%	13%	14%	12%	13%	23%	8%	14%	11%	12%	15%	23%	16%	9%	10%	17%	20%
Unsure	7%	7%	5%	2%	1%	5%	7%	5%	8%	5%	5%	6%	6%	4%	5%	5%	6%	4%	7%	5%	4%	10%	3%	7%	9%	4%	5%	3%	6%	20%

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

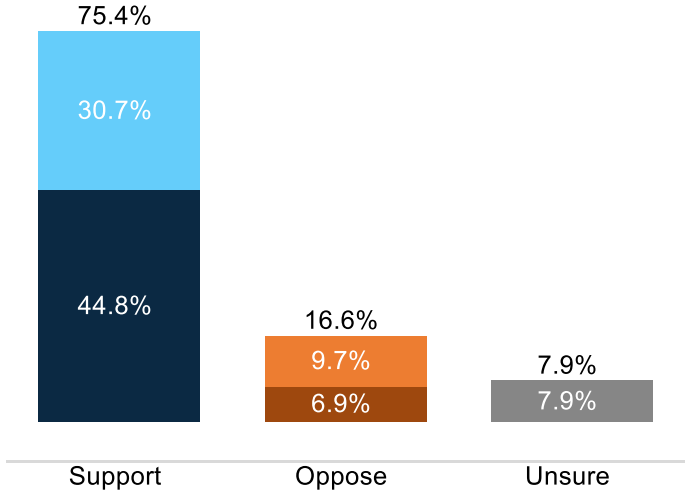
CYGNAL

Trend: Party - Extreme



CYGNAL

Paid Family Leave Concept

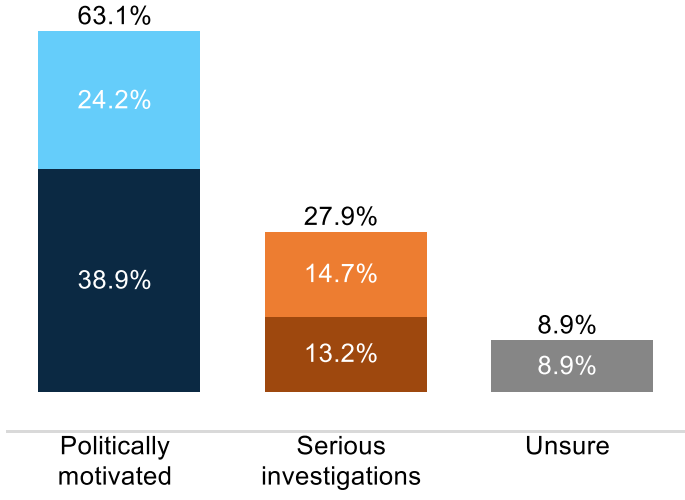


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	75%	80%	73%	73%	73%	73%	77%	79%	76%	73%	73%	72%	78%	81%	79%	76%	72%	70%	72%	83%	77%	68%	76%	76%	72%	69%	83%	77%	77%	63%
Oppose Total	14%	12%	20%	22%	22%	19%	12%	15%	17%	18%	19%	20%	16%	11%	14%	16%	19%	23%	17%	10%	16%	21%	19%	15%	18%	23%	11%	17%	15%	18%
Strongly support	51%	47%	44%	35%	42%	37%	48%	52%	45%	42%	48%	41%	43%	48%	53%	42%	43%	34%	39%	59%	45%	45%	46%	44%	38%	34%	55%	47%	42%	39%
Somewhat support	24%	33%	29%	38%	31%	36%	29%	27%	32%	31%	25%	30%	34%	33%	26%	34%	29%	36%	33%	24%	31%	23%	29%	32%	34%	35%	28%	29%	35%	24%
Somewhat oppose	8%	6%	12%	14%	14%	12%	6%	8%	9%	11%	11%	11%	10%	6%	10%	10%	9%	13%	10%	6%	9%	13%	12%	8%	13%	13%	7%	10%	10%	9%
Strongly oppose	6%	7%	7%	8%	8%	7%	6%	7%	8%	7%	8%	9%	6%	5%	5%	6%	10%	10%	6%	5%	7%	8%	8%	6%	5%	9%	4%	7%	5%	9%
Unsure	11%	8%	7%	5%	4%	7%	11%	6%	7%	9%	8%	8%	6%	8%	6%	8%	9%	7%	11%	7%	7%	10%	5%	9%	9%	9%	6%	6%	8%	19%

Do you support or oppose Congress enacting national legislation for paid family leave for qualifying reasons like newborn children, medical recovery, and caring for seriously ill loved ones?

CYGNAL

Impeachment Proceedings

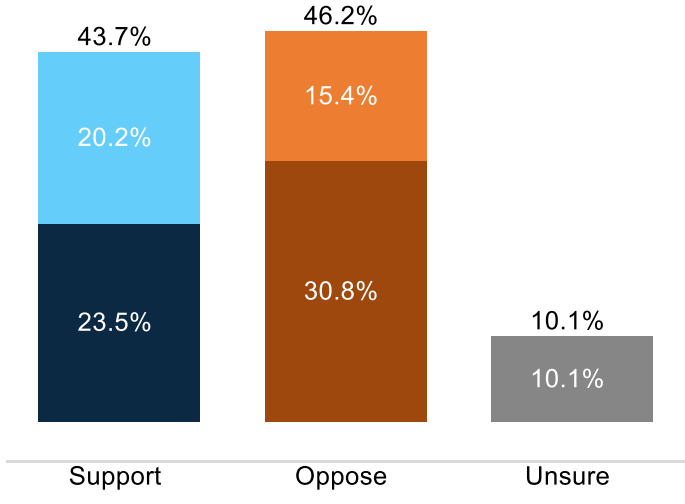


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Politically motivated	56%	64%	61%	73%	68%	66%	59%	64%	68%	63%	64%	56%	66%	64%	59%	64%	64%	74%	62%	53%	66%	53%	66%	62%	61%	74%	54%	67%	61%	45%
Serious investigations	31%	26%	31%	22%	28%	25%	30%	27%	27%	25%	28%	32%	28%	29%	32%	26%	27%	20%	25%	37%	26%	32%	28%	28%	28%	19%	36%	26%	30%	30%
Definitely politically motivated	26%	44%	38%	51%	47%	43%	34%	34%	42%	40%	39%	37%	38%	39%	36%	38%	44%	52%	35%	29%	43%	24%	41%	38%	25%	51%	29%	47%	30%	24%
Probably politically motivated	31%	20%	23%	22%	21%	23%	24%	30%	26%	23%	25%	19%	28%	25%	24%	27%	20%	22%	27%	24%	22%	29%	25%	24%	36%	23%	25%	21%	31%	21%
Probably serious investigations	18%	13%	17%	10%	14%	14%	17%	13%	14%	13%	15%	16%	16%	15%	15%	14%	15%	11%	14%	19%	13%	19%	13%	16%	21%	10%	18%	11%	20%	16%
Definitely serious investigations	13%	13%	14%	12%	15%	12%	13%	14%	13%	12%	13%	15%	12%	14%	17%	12%	13%	9%	11%	19%	13%	12%	15%	12%	8%	9%	18%	15%	10%	14%
Unsure	13%	10%	8%	5%	3%	9%	11%	9%	5%	12%	8%	12%	6%	8%	9%	9%	8%	5%	13%	9%	8%	15%	6%	10%	11%	7%	9%	6%	9%	25%

Thinking about the last few years, do you think congressional impeachment proceedings of public officials have been more politically motivated or serious investigations?

CYGNAL

Government Shutdown to Protect Border

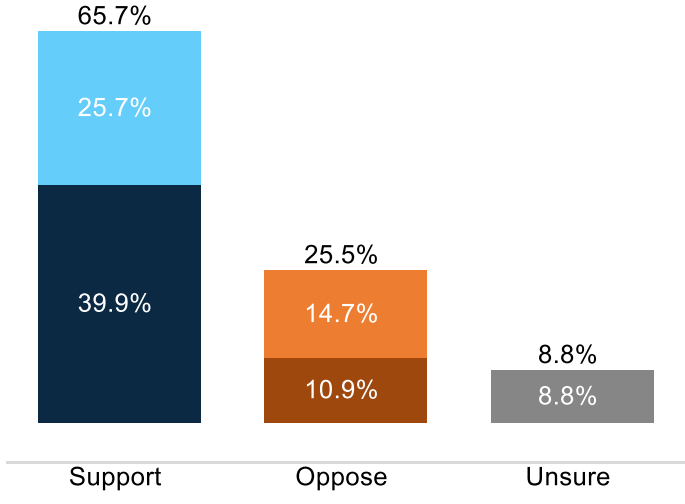


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	38%	40%	55%	44%	50%	48%	42%	34%	41%	44%	41%	47%	48%	42%	43%	41%	49%	67%	38%	25%	47%	33%	43%	44%	38%	67%	23%	46%	42%	33%
Oppose Total	47%	50%	35%	52%	47%	41%	44%	57%	51%	44%	50%	40%	44%	50%	48%	48%	41%	23%	49%	67%	44%	55%	51%	43%	49%	22%	69%	47%	47%	39%
Strongly support	16%	21%	31%	28%	33%	27%	20%	15%	19%	24%	23%	28%	23%	22%	24%	20%	29%	37%	19%	14%	26%	13%	25%	22%	12%	37%	12%	29%	15%	17%
Somewhat support	22%	19%	23%	16%	17%	22%	22%	19%	22%	20%	18%	19%	25%	20%	19%	21%	20%	30%	20%	12%	21%	20%	18%	22%	25%	30%	11%	17%	27%	17%
Somewhat oppose	23%	11%	16%	11%	12%	14%	18%	16%	12%	15%	15%	18%	17%	14%	16%	15%	16%	13%	17%	17%	13%	25%	14%	16%	24%	13%	17%	11%	22%	17%
Strongly oppose	24%	39%	20%	42%	35%	27%	27%	40%	39%	29%	35%	22%	27%	36%	32%	34%	25%	10%	32%	50%	31%	30%	37%	27%	25%	10%	52%	36%	25%	22%
Unsure	15%	11%	10%	4%	2%	11%	14%	9%	8%	12%	9%	13%	8%	9%	9%	11%	10%	10%	13%	8%	9%	12%	5%	13%	13%	10%	8%	7%	11%	27%

Would you support or oppose Republicans in Congress shutting down the government funding over concerns of border security and the illegal immigration crisis?

CYGNAL

Deporting Illegal Immigrants

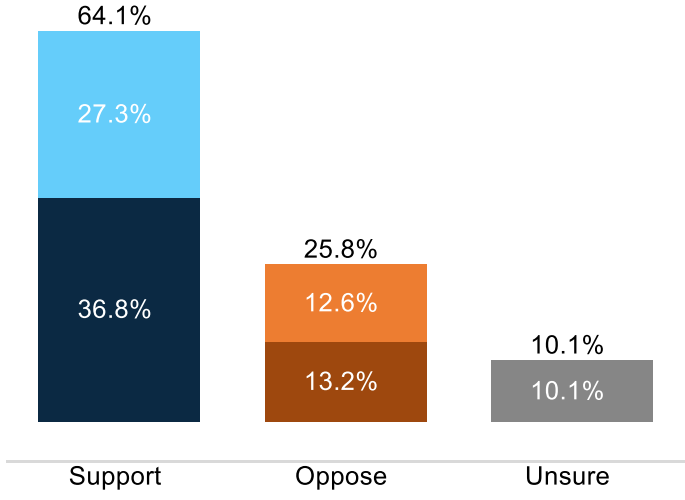


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	52%	71%	64%	79%	75%	69%	61%	62%	61%	67%	66%	63%	67%	65%	63%	66%	67%	80%	70%	50%	71%	50%	69%	64%	64%	81%	53%	69%	66%	46%
Oppose Total	36%	20%	28%	15%	22%	22%	28%	30%	32%	21%	26%	26%	24%	29%	30%	25%	24%	15%	19%	40%	22%	36%	25%	26%	27%	13%	36%	23%	27%	32%
Strongly support	25%	44%	38%	56%	48%	46%	34%	34%	32%	44%	35%	41%	41%	40%	36%	37%	48%	61%	40%	21%	45%	21%	42%	39%	28%	63%	21%	46%	34%	27%
Somewhat support	27%	26%	26%	24%	27%	23%	26%	28%	30%	23%	31%	22%	26%	25%	27%	29%	20%	19%	30%	29%	25%	28%	27%	25%	36%	19%	32%	23%	32%	19%
Somewhat oppose	19%	13%	18%	9%	14%	13%	15%	18%	15%	12%	14%	14%	14%	19%	17%	15%	12%	9%	10%	23%	13%	21%	16%	14%	16%	7%	21%	13%	18%	15%
Strongly oppose	17%	7%	11%	7%	8%	9%	13%	12%	17%	10%	11%	12%	11%	10%	12%	10%	11%	6%	9%	17%	9%	15%	10%	12%	10%	6%	16%	11%	9%	17%
Unsure	12%	9%	8%	5%	3%	10%	11%	8%	6%	11%	8%	11%	8%	6%	7%	9%	9%	6%	11%	10%	8%	14%	5%	11%	9%	6%	10%	8%	7%	22%

Do you support or oppose the deportation of immigrants who have come to America illegally?

CYGNAL

Militarize the Border

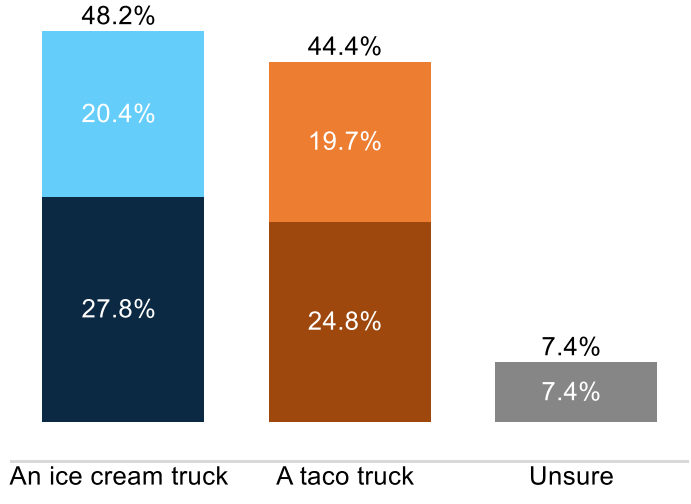


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
Support Total	51%	70%	63%	76%	69%	70%	61%	58%	59%	64%	63%	65%	67%	64%	65%	63%	66%	81%	62%	49%	68%	53%	64%	65%	60%	82%	49%	66%	63%	53%
Oppose Total	33%	20%	29%	20%	27%	22%	25%	32%	32%	24%	27%	23%	26%	26%	27%	26%	24%	12%	25%	40%	23%	34%	29%	23%	27%	10%	40%	26%	26%	21%
Strongly support	25%	41%	37%	48%	42%	43%	34%	29%	28%	36%	35%	39%	44%	34%	35%	34%	44%	56%	32%	21%	41%	22%	36%	38%	23%	58%	21%	44%	27%	28%
Somewhat support	26%	29%	26%	28%	27%	27%	27%	29%	32%	27%	28%	26%	23%	30%	29%	29%	22%	25%	30%	28%	27%	31%	28%	27%	37%	24%	29%	22%	36%	25%
Somewhat oppose	16%	9%	17%	7%	12%	12%	13%	15%	15%	13%	13%	12%	13%	11%	12%	14%	11%	7%	13%	18%	10%	21%	13%	13%	18%	6%	17%	11%	16%	13%
Strongly oppose	16%	11%	12%	13%	16%	9%	12%	18%	17%	11%	14%	12%	13%	15%	15%	13%	13%	5%	12%	22%	13%	13%	17%	11%	9%	4%	22%	16%	11%	7%
Unsure	17%	9%	9%	4%	4%	8%	14%	10%	9%	12%	10%	12%	7%	9%	9%	11%	10%	7%	12%	11%	9%	13%	6%	12%	13%	7%	11%	7%	10%	26%

Do you support or oppose temporarily militarizing the Southern border to relieve Border Patrol agents and stop the flow of illegal immigrants?

CYGNAL

Food Truck Choice



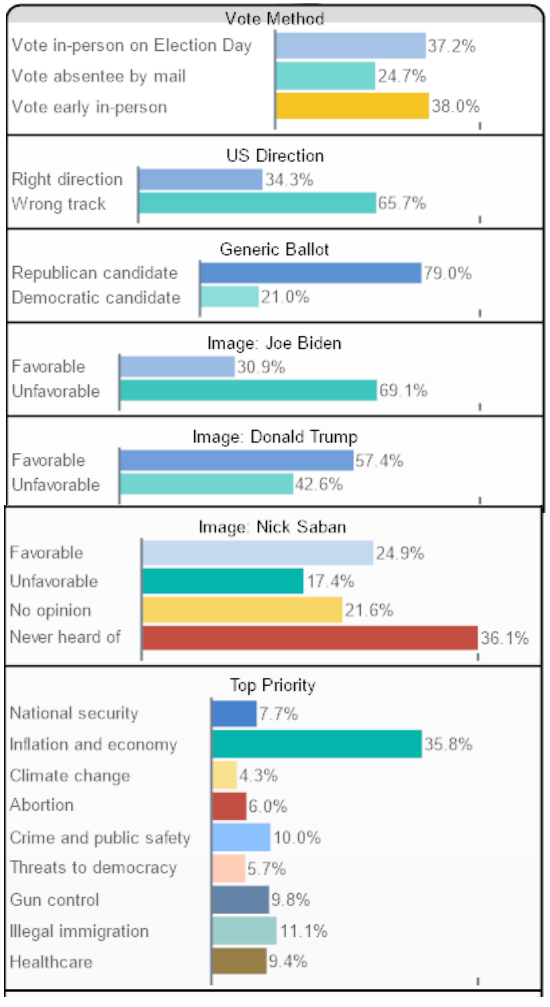
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	College	No College	Swing Voter	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occasional Vote
An ice cream truck	44%	55%	45%	49%	50%	44%	47%	54%	56%	47%	54%	54%	43%	42%	47%	47%	50%	50%	42%	51%	50%	53%	52%	46%	46%	48%	50%	50%	47%	43%
A taco truck	47%	38%	48%	45%	46%	47%	44%	40%	35%	45%	38%	40%	49%	52%	48%	44%	42%	44%	48%	42%	43%	41%	43%	45%	45%	45%	43%	43%	48%	41%
Definitely an ice cream truck	23%	37%	25%	27%	27%	25%	28%	32%	34%	27%	31%	33%	23%	24%	29%	27%	29%	30%	23%	29%	30%	30%	29%	27%	21%	29%	28%	31%	22%	28%
Probably an ice cream truck	21%	18%	20%	22%	23%	20%	19%	22%	22%	20%	23%	21%	20%	17%	19%	21%	21%	20%	19%	22%	21%	23%	23%	19%	25%	18%	23%	19%	25%	16%
Probably a taco truck	19%	17%	21%	22%	22%	21%	17%	20%	19%	18%	18%	19%	23%	21%	19%	22%	16%	20%	22%	18%	19%	19%	21%	19%	21%	19%	20%	18%	23%	17%
Definitely a taco truck	28%	20%	27%	23%	24%	26%	27%	20%	17%	27%	20%	20%	27%	30%	29%	22%	26%	25%	26%	24%	24%	21%	22%	27%	24%	26%	23%	25%	25%	24%
Unsure	9%	7%	7%	6%	4%	9%	9%	6%	8%	8%	8%	6%	8%	6%	5%	8%	8%	6%	10%	6%	7%	6%	5%	9%	9%	7%	6%	7%	5%	15%

On an average day, would you choose to purchase something from a taco truck or an ice cream truck?

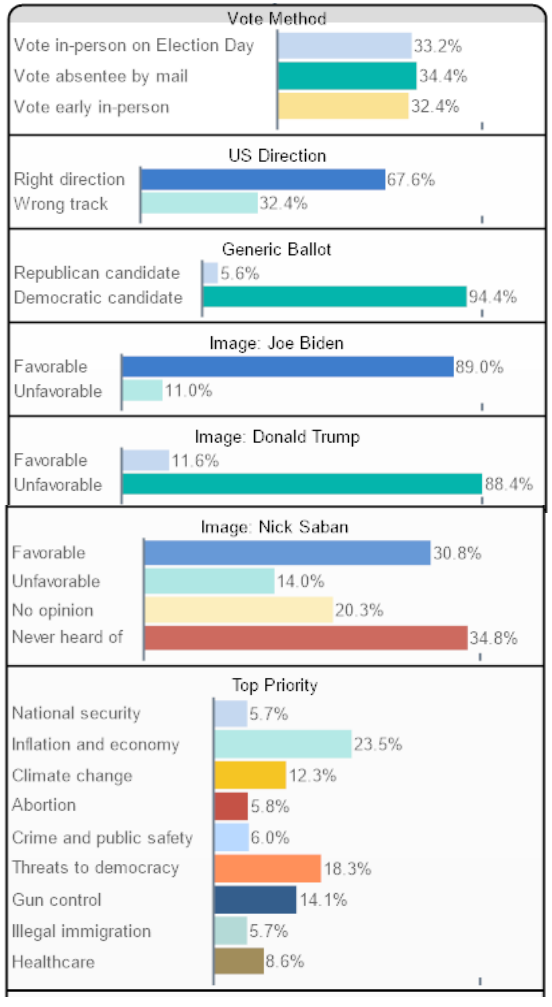
CYGNAL

Segmentation Analysis:

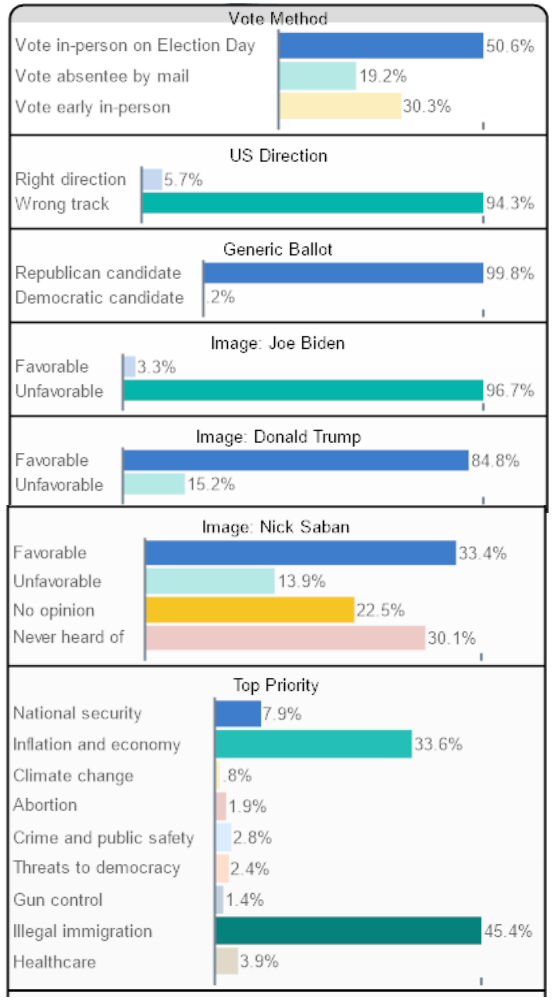
Moderates/Ind (27%)



Dem Base (41%)



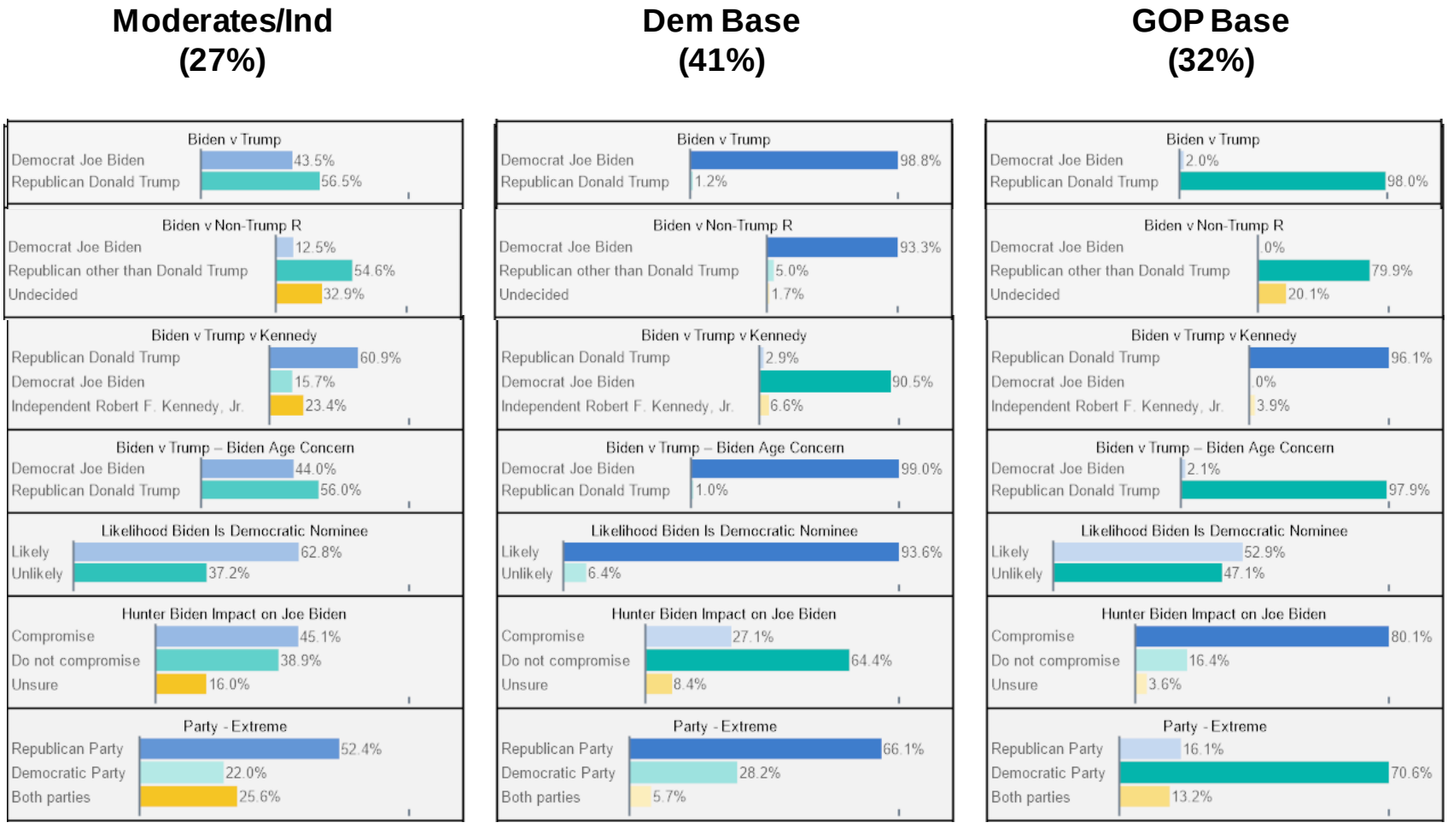
GOP Base (32%)



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

CYGNAL

Segmentation Analysis:



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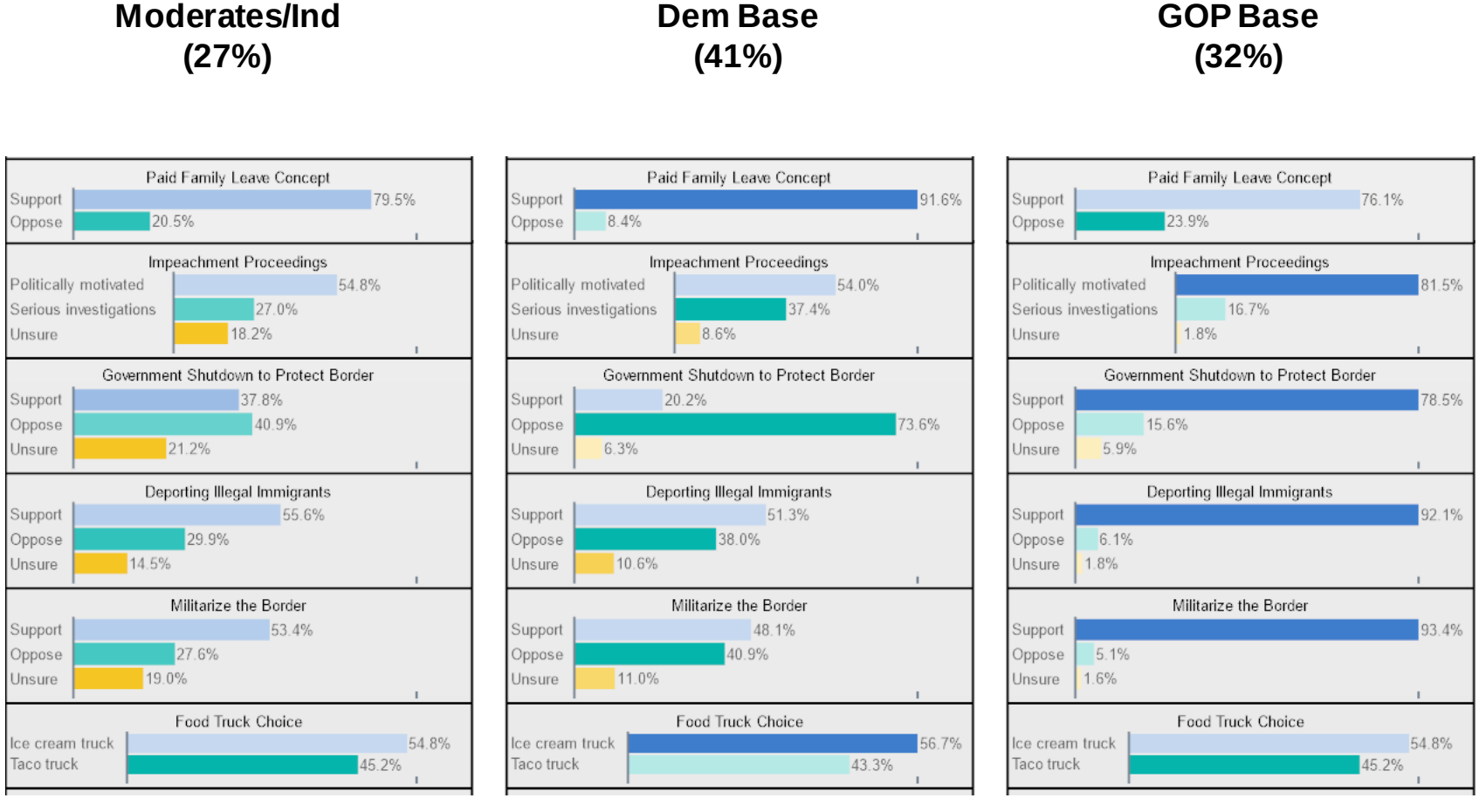

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CYGNAL

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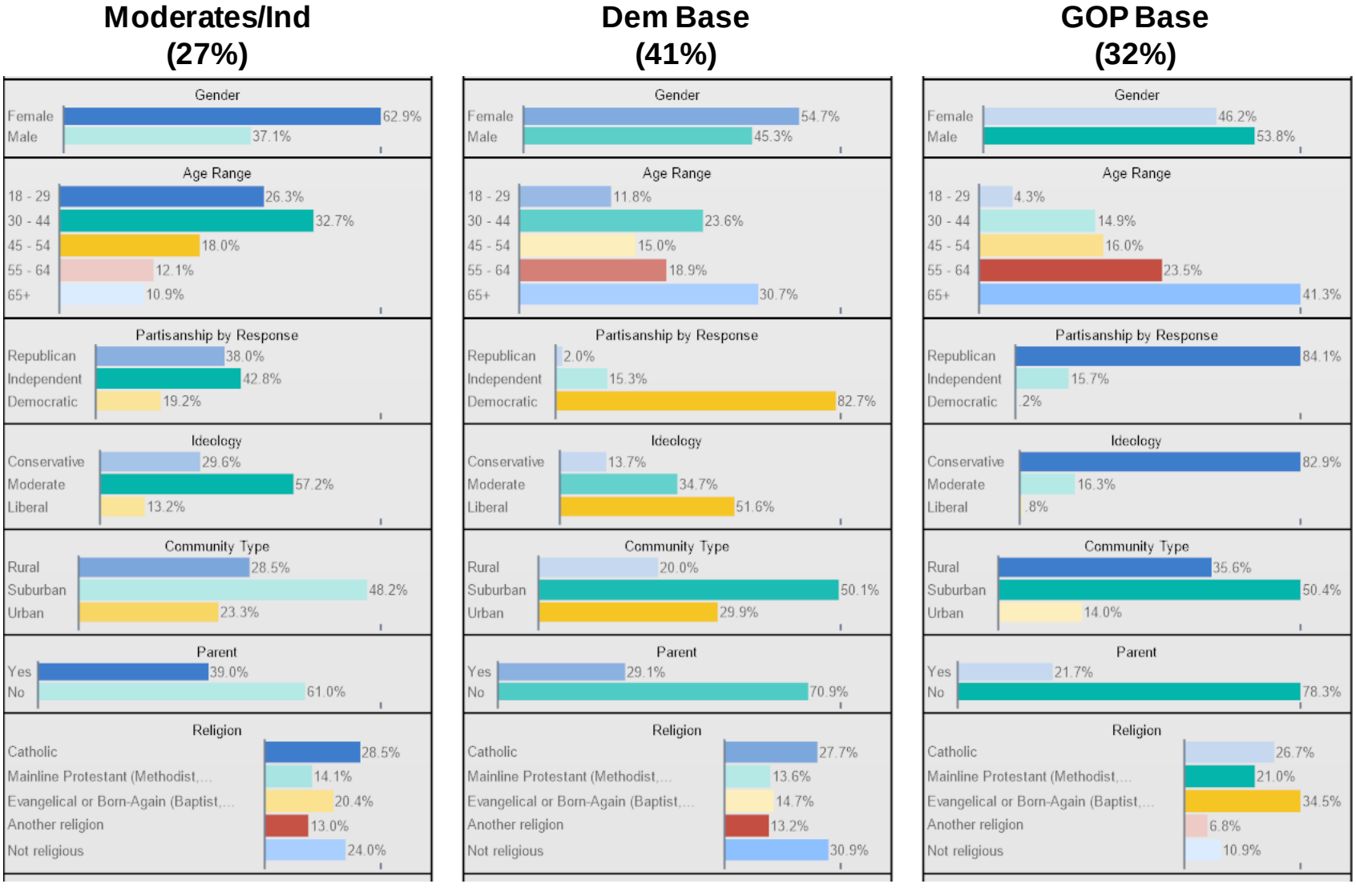

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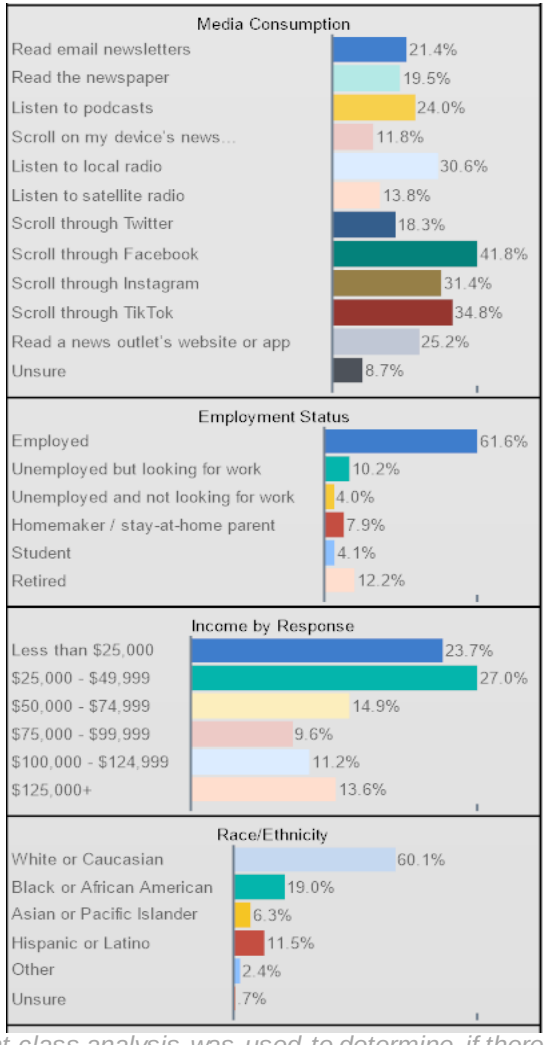
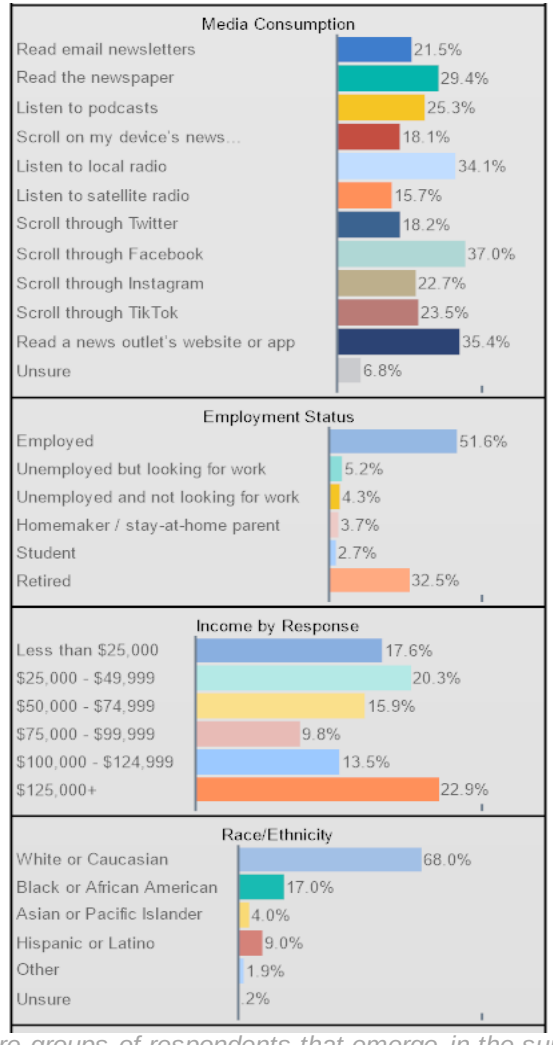
CYGNAL

Segmentation Analysis:

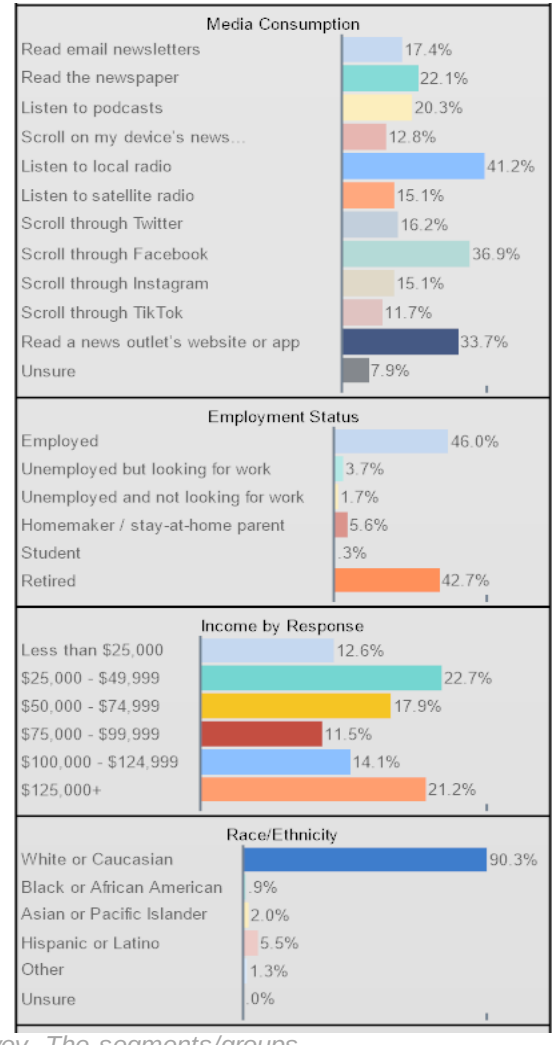
Moderates/Ind (27%)



Dem Base (41%)



GOP Base (32%)



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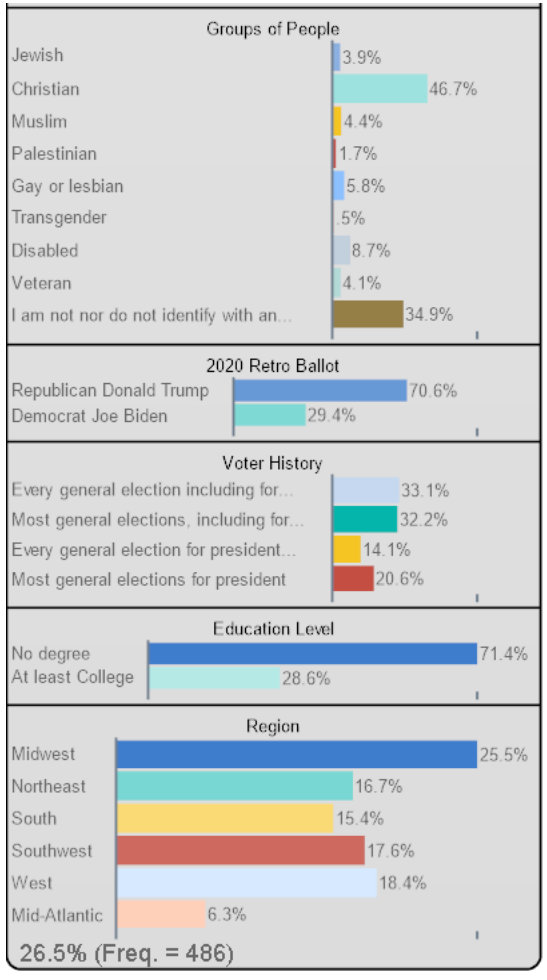
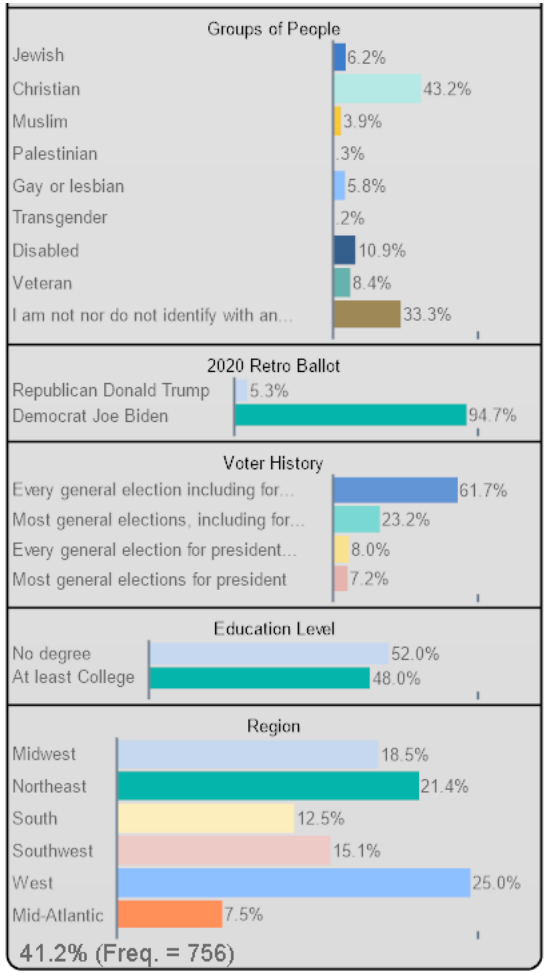
CYGNAL

Segmentation Analysis:

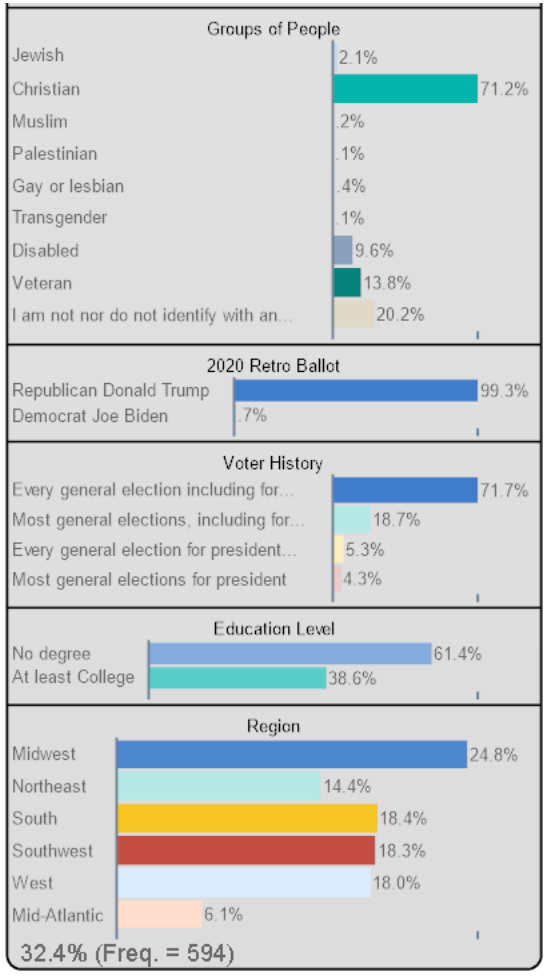
Moderates/Ind (27%)



Dem Base (41%)



GOP Base (32%)



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

CYGNAL

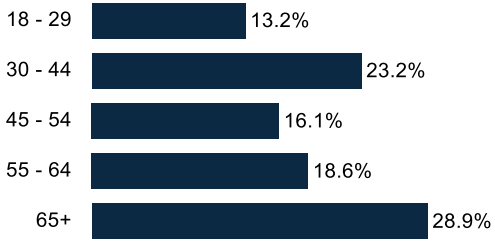
Demographics

Sex

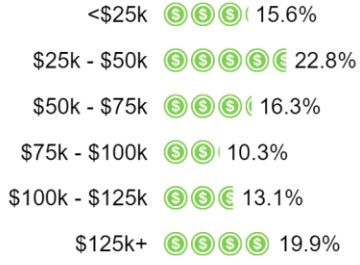
54.1%
Female

45.9%
Male

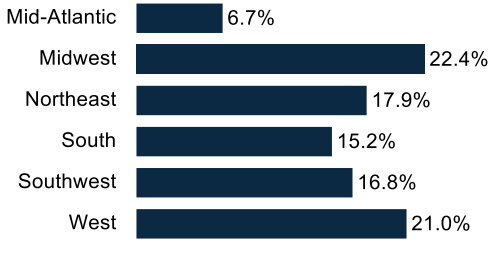
Age Range



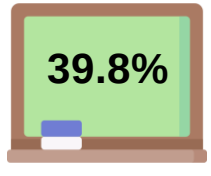
Household Income



Geo - Region



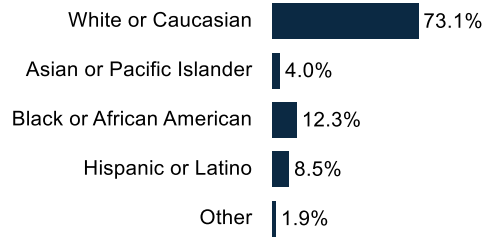
Education



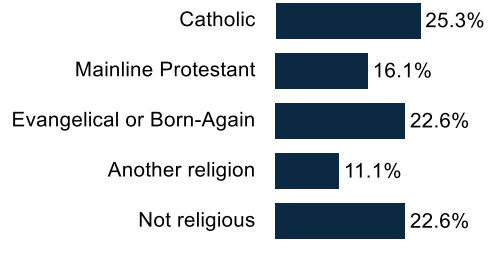
have at least a College degree

59.7% have no college degree

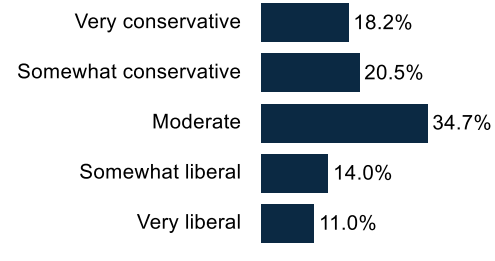
Race/Ethnicity



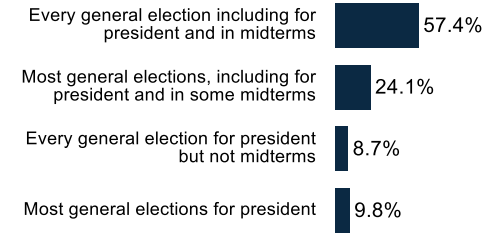
Religion



Ideology



Voter History



Total sample size: 2020

CYGNAL