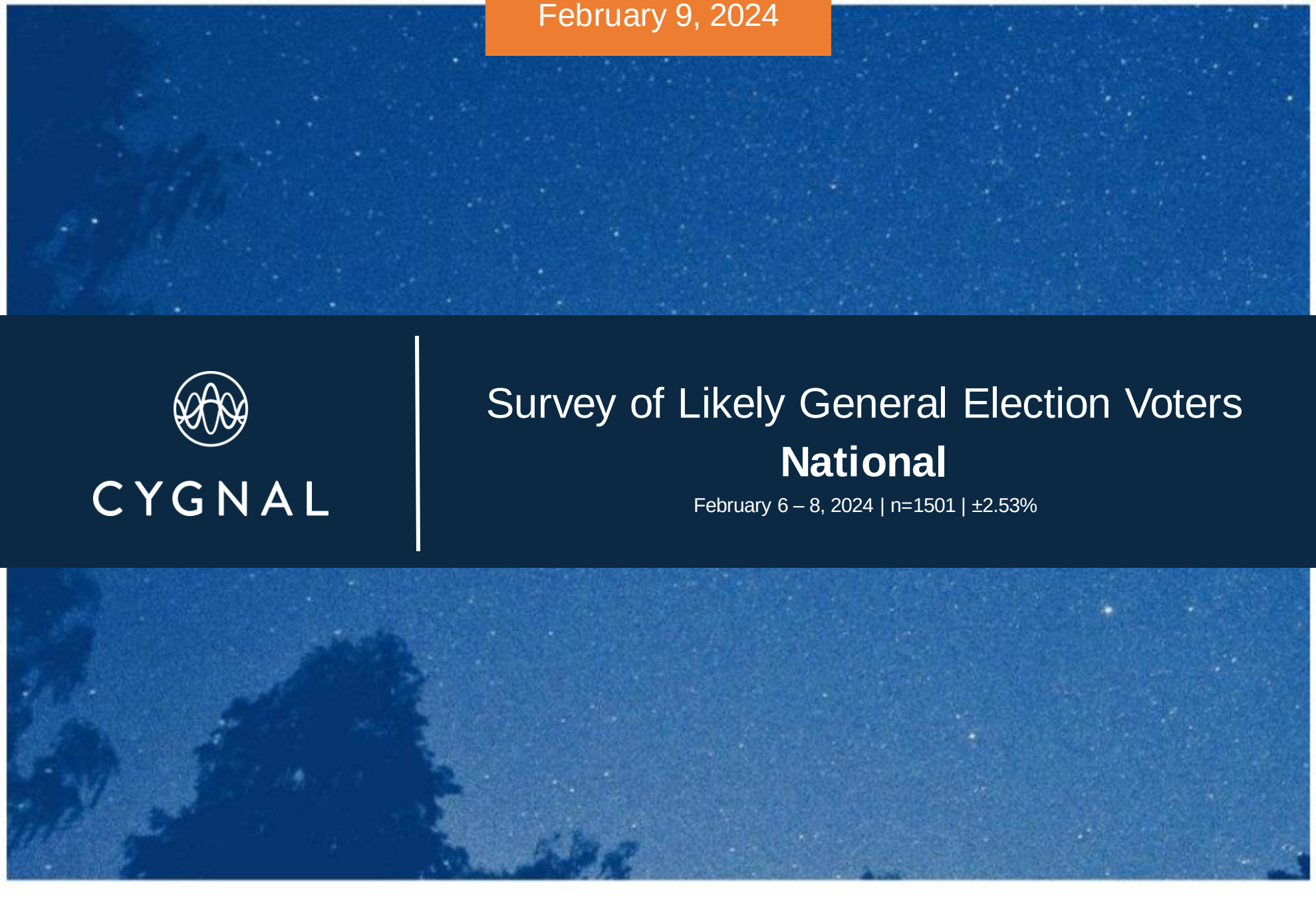
February 9, 2024



CYGNAL

Survey of Likely General Election Voters

National

February 6 – 8, 2024 | n=1501 | ±2.53%

Insights & Analysis

- The mood of the nation has fallen further into **pessimism** – 63% of voters say the U.S. is on the **wrong track** (+9 WT from Dec. '23). The perception of Joe **Biden** (-14 net favorable) has continued to **degrade** and remains very low with 45% of voters holding a *very* unfavorable opinion.
  - Donald **Trump** (-8 net fav) is 4 points more favorable with **independents** than Biden.
- There has been a **13-point spike in voters who plan to vote in-person on Election Day** since December (53% of voters). Another 25% plan to vote early in-person, 22% by mail.
  - **Republicans express much greater election interest** (79% max-interest Republican – 67% max-interest Democrat). However, max interest among Republicans **drops to 57% without Trump** (a 22-point drop in GOP enthusiasm), while max interest among Democrats jumps to 72%. 1-in-10 Republicans drop all the way to 0 interest.
- **Nikki Haley** (37% fav – 44% unfav) has a **split image** among both Republicans (43% fav – 40% unfav) and Independents (40% fav – 42% unfav).
- The Biden-Trump rematch is now a **Trump +1 lead** (Trump 47% - Biden 46%) as **Trump continues a three-month upward trend**. 43% of **Independents** would vote for **Trump**, 41% for Biden, and 16% are **Undecided.**
- Adding in **Robert F. Kennedy, Jr.**, Trump falls to 41%, 39% for Biden, and 13% for Kennedy, **bumping Trump up to a +2 lead**.
  - 26% of **Independents** support **Kennedy** (+8 from Dec.), 32% for **Trump**, 30% for **Biden.**
- **More Republicans are willing to express public support for Trump than Democrats are for Biden**, especially with signs (Trump 58% - Biden 48%), social media posts (Trump 54% - Biden 53%), or by talking to neighbors (Trump 61% - Biden 55%).

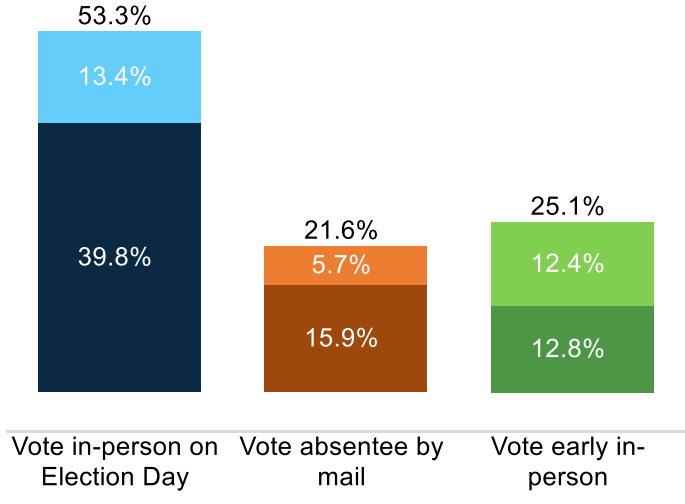
Insights & Analysis – *Cont.*

- **Republicans pulled ahead on the generic ballot** (R+2) after being tied in December. The GOP has held steady with Independents (+2), but Democrats have gained ground there (+5).
  - 44% of voters say **Democrats are more extreme**, including 33% of Democrat voters, while 43% say the same for Republicans, including 44% of Independents.
- The **top priority** for voters remains inflation and the economy (27%), but **illegal immigration** (25%) has spiked more than 10 points since December, putting them in a statistical tie.
- 70% agree that a very strong stance needs to be taken on immigration by either **enforcing current immigration laws** (45%) or completely freezing immigration until the border crisis is resolved (25%).
- Texas Governor **Greg Abbott** is **winning his standoff with the Feds** as voters support his strong actions on the border by a large margin (60% support – 32% oppose).
  - 62% of Independents, and even 31% of Democrats, support Abbott's border stand.
- There is also **strong support for detaining illegal immigrants awaiting deportation** (57% support – 33% oppose), including among 58% of Independents.
- **Republicans are trusted more on border security** (48% trust Republicans most – 32% Democrats), including by 42% of Independents. This only improves once voters learn about the record monthly crossings under Biden (border trust: 50% Republicans – 30% Democrats).
- **61% of voters correctly said the Kansas City Chiefs would win the Super Bowl** (39% 49ers). Western U.S. voters (52% 49ers – 48% Chiefs) and Hispanic voters (52% 49ers – 48% Chiefs) were the only outliers – and they were wrong.
  - Men under 55 are more likely than women and older men to think the 49ers would pull it off.

Insights & Analysis – *Segmentation Analysis*

- Segmentation analysis via machine-learning identified three interesting groups:
  - ***GOP Base*** (43%) voters express higher election interest than the *Democrat Base.* They view Trump very favorably while having a mixed image of Nikki Haley. Their top priority is illegal immigration by a nearly 20-point margin ahead of inflation. Voters in this segment tend to be older (65+) than the *Moderates* group.
  - ***Moderates*** (16%) express much lower election interest than the partisan segments. They lean Democrat on the generic ballot but have a split image of Biden. Their top priority is far-and-away **inflation. A plurality support RFK, Jr. on the three-way ballot.** Voters in this group tend to see Republicans as more extreme. A plurality want the U.S. to enforce existing laws on immigration, but nearly a third express support for essentially open borders. **A larger plurality support Abbott's standoff with the Feds**, and they tend to trust Republicans more on immigration after learning of Biden's catastrophic performance on border security. Voters in this segment skew heavily female and tend to be much younger (<45) and lower-income (<$75k) than the other groups. The vast majority are non-college-educated.
  - ***Democrat Base*** (41%) views Biden very favorably while viewing both Trump and Haley similarly unfavorable. Interestingly, a **strong plurality support enforcing existing immigration laws**, and most oppose Gov. Abbott's stand against the Feds. They are much more likely to be college-educated than the other segments, which make sense considering Democrats have become the party of the highly-educated as they've shed working-class voters to Republicans.

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	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Definitely vote	64%	69%	70%	72%	72%	70%	67%	67%	57%	70%	72%	67%	67%	70%	71%	67%	66%	67%	71%	73%	62%	68%	69%	67%	64%	68%	59%	74%	61%	54%	71%	69%
Probably vote	36%	31%	30%	28%	28%	30%	33%	33%	43%	30%	28%	33%	33%	30%	29%	33%	34%	33%	29%	27%	38%	32%	31%	33%	36%	32%	41%	26%	39%	46%	29%	31%
Vote in-person on Election Day	55%	45%	57%	56%	48%	65%	55%	41%	60%	67%	65%	60%	39%	32%	52%	49%	48%	57%	63%	62%	53%	45%	54%	56%	47%	61%	54%	51%	54%	65%	62%	45%
Vote absentee by mail	19%	30%	15%	22%	25%	13%	20%	33%	11%	14%	16%	7%	23%	51%	22%	26%	21%	18%	16%	14%	22%	29%	22%	15%	22%	14%	21%	23%	22%	14%	14%	29%
Vote early in-person	25%	26%	27%	21%	27%	22%	25%	26%	29%	19%	19%	34%	38%	18%	27%	26%	31%	25%	21%	24%	25%	27%	24%	30%	32%	26%	25%	26%	24%	21%	24%	26%
Definitely vote in-person on Election Day	37%	33%	46%	45%	40%	51%	38%	29%	40%	51%	51%	45%	29%	22%	41%	35%	37%	44%	47%	51%	37%	32%	41%	39%	32%	46%	36%	42%	35%	38%	50%	31%
Probably vote in-person on Election Day	18%	12%	12%	11%	9%	14%	16%	12%	19%	16%	15%	14%	11%	10%	11%	14%	11%	14%	16%	12%	16%	13%	13%	16%	14%	14%	18%	9%	19%	27%	12%	13%
Definitely vote absentee by mail	15%	22%	10%	16%	18%	8%	16%	25%	8%	9%	12%	6%	19%	36%	16%	19%	16%	13%	12%	9%	16%	22%	17%	11%	16%	10%	14%	18%	13%	10%	10%	23%
Probably vote absentee by mail	4%	7%	6%	6%	7%	5%	5%	8%	3%	5%	4%	1%	4%	14%	6%	7%	5%	5%	4%	4%	6%	7%	5%	4%	6%	4%	7%	5%	8%	5%	4%	6%
Definitely vote early in-person	12%	14%	14%	11%	14%	11%	13%	13%	10%	10%	9%	16%	20%	11%	14%	13%	13%	11%	12%	13%	9%	15%	12%	18%	16%	13%	9%	14%	13%	6%	11%	15%
Probably vote early in-person	14%	12%	13%	10%	13%	11%	12%	13%	20%	9%	10%	18%	18%	6%	12%	12%	19%	14%	9%	11%	15%	12%	12%	12%	16%	13%	16%	12%	12%	14%	12%	11%

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

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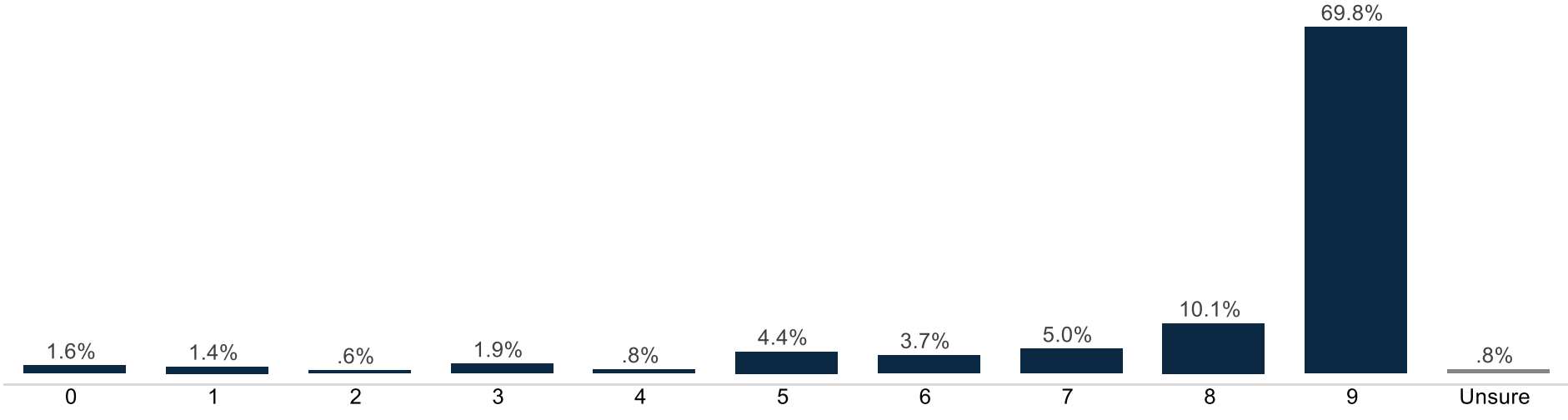
Election Interest



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Low-Interest	18%	8%	12%	4%	8%	8%	14%	10%	14%	10%	11%	12%	10%	10%	11%	11%	12%	11%	10%	7%	17%	10%	9%	19%	13%	15%	22%	5%	18%	22%	9%	11%
Mid-Interest	28%	10%	25%	11%	17%	19%	20%	17%	15%	19%	20%	20%	15%	21%	18%	21%	23%	13%	19%	13%	21%	23%	16%	31%	23%	22%	29%	11%	31%	33%	13%	20%
High-Interest	53%	82%	63%	84%	75%	72%	65%	72%	68%	71%	68%	68%	73%	69%	70%	68%	62%	76%	69%	79%	62%	67%	75%	49%	64%	62%	47%	84%	50%	44%	78%	68%
0	3%	0%	3%	1%	2%	1%	2%	1%	1%	1%	1%	3%	1%	2%	2%	2%	0%	1%	2%	1%	4%	1%	1%	3%	5%	2%	3%	1%	2%	6%	1%	1%
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5	8%	4%	3%	2%	1%	3%	6%	5%	8%	5%	2%	4%	4%	4%	4%	5%	4%	3%	4%	3%	6%	4%	4%	7%	5%	5%	9%	2%	8%	10%	3%	5%
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9	53%	82%	63%	84%	75%	72%	65%	72%	68%	71%	68%	68%	73%	69%	70%	68%	62%	76%	69%	79%	62%	67%	75%	49%	64%	62%	47%	84%	50%	44%	78%	68%
Unsure	2%	1%	0%	0%	0%	0%	1%	1%	3%	1%	0%	1%	2%	0%	1%	0%	2%	0%	2%	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	2%	1%	1%

On a scale of 0 to 9, how interested are you to vote in this year's elections for President and Congress, with 0 meaning not interested at all and 9 meaning extremely interested?

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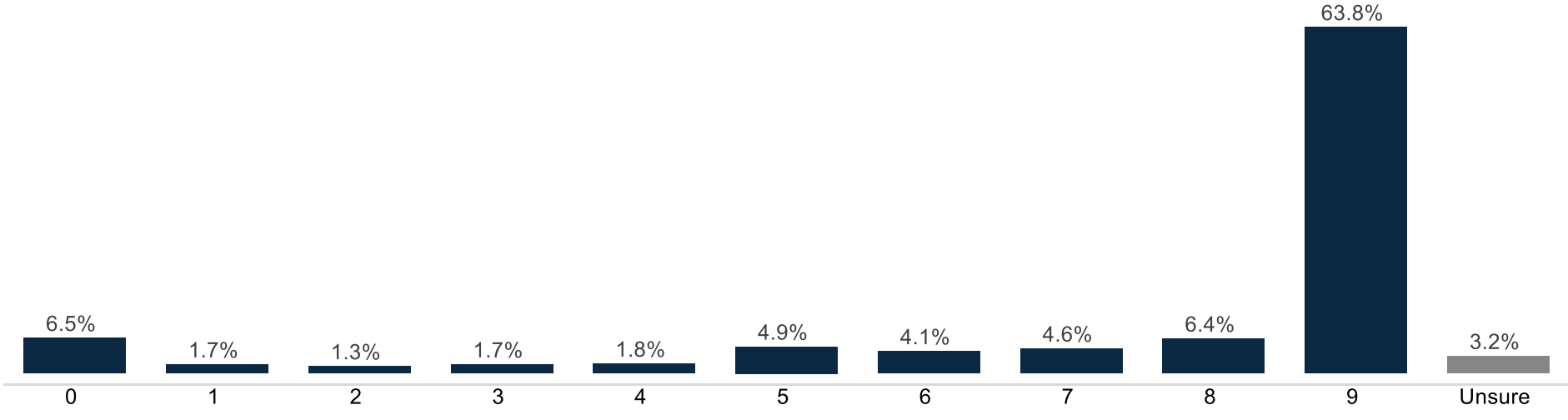
Likelihood to Vote w/o Trump



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Mid-Low Likelihood	22%	12%	22%	14%	14%	23%	21%	10%	23%	17%	18%	23%	16%	15%	23%	14%	17%	15%	24%	24%	18%	12%	16%	27%	23%	24%	20%	13%	23%	32%	25%	10%
High Likelihood	20%	9%	22%	9%	16%	15%	15%	13%	10%	13%	18%	16%	15%	17%	18%	17%	16%	10%	15%	14%	17%	15%	13%	21%	21%	19%	23%	9%	24%	22%	14%	15%
Max Likelihood	54%	76%	53%	74%	68%	59%	60%	75%	62%	66%	63%	60%	64%	65%	57%	66%	60%	72%	57%	57%	61%	72%	68%	50%	53%	54%	53%	75%	49%	40%	57%	74%
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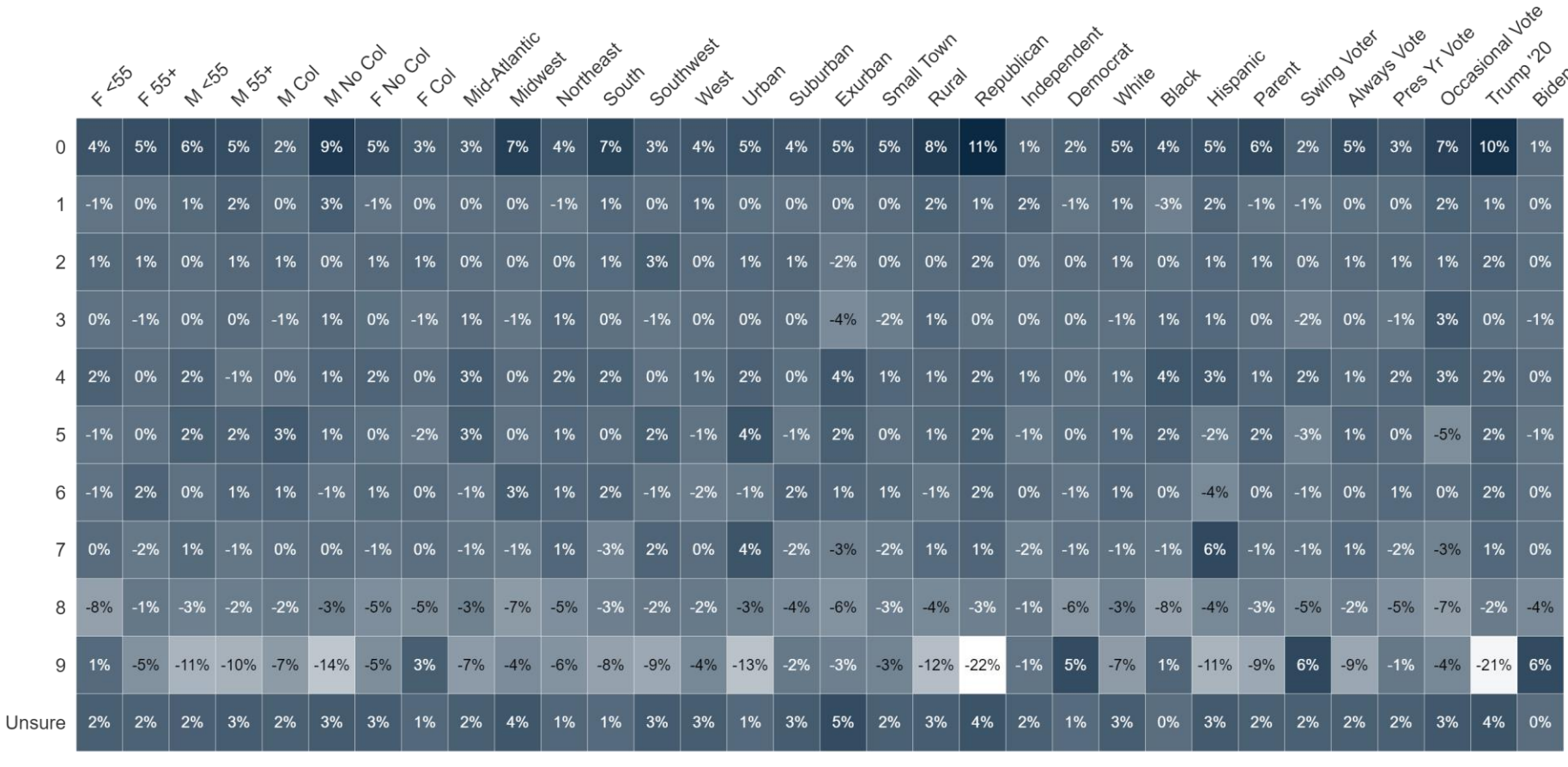
9	54%	76%	53%	74%	68%	59%	60%	75%	62%	66%	63%	60%	64%	65%	57%	66%	60%	72%	57%	57%	61%	72%	68%	50%	53%	54%	53%	75%	49%	40%	57%	74%
Unsure	4%	3%	3%	3%	3%	3%	4%	2%	5%	4%	2%	1%	5%	3%	2%	3%	8%	3%	4%	5%	3%	1%	3%	2%	3%	3%	4%	3%	3%	6%	5%	1%

If Donald Trump were NOT on the ballot, on a scale of 0 to 9, how likely would you be to vote in this year's elections for President and U.S. Congress, with 0 meaning not likely at all and 9 meaning extremely likely?

CYGNAL

Percent Change: Election Interest to Likelihood to Vote w/o Trump



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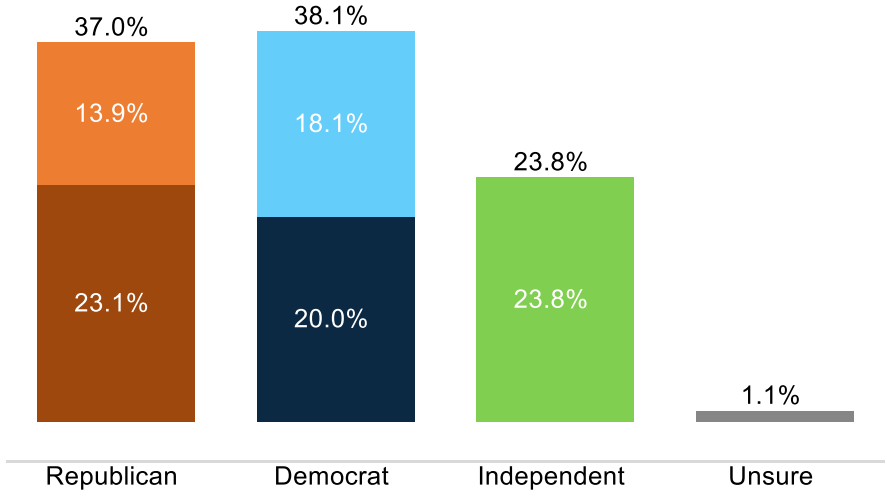
0	4%	5%	6%	5%	2%	9%	5%	3%	3%	7%	4%	7%	3%	4%	5%	4%	5%	5%	8%	11%	1%	2%	5%	4%	5%	6%	2%	5%	3%	7%	10%	1%
1	-1%	0%	1%	2%	0%	3%	-1%	0%	0%	0%	-1%	1%	0%	1%	0%	0%	0%	0%	2%	1%	2%	-1%	1%	-3%	2%	-1%	-1%	0%	0%	2%	1%	0%
2	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	1%	3%	0%	1%	1%	-2%	0%	0%	2%	0%	0%	1%	0%	1%	1%	0%	1%	1%	1%	2%	0%
3	0%	-1%	0%	0%	-1%	1%	0%	-1%	1%	-1%	1%	0%	-1%	0%	0%	0%	-4%	-2%	1%	0%	0%	0%	-1%	1%	1%	0%	-2%	0%	-1%	3%	0%	-1%
4	2%	0%	2%	-1%	0%	1%	2%	0%	3%	0%	2%	2%	0%	1%	2%	0%	4%	1%	1%	2%	1%	0%	1%	4%	3%	1%	2%	1%	2%	3%	2%	0%
5	-1%	0%	2%	2%	3%	1%	0%	-2%	3%	0%	1%	0%	2%	-1%	4%	-1%	2%	0%	1%	2%	-1%	0%	1%	2%	-2%	2%	-3%	1%	0%	-5%	2%	-1%
6	-1%	2%	0%	1%	1%	-1%	1%	0%	-1%	3%	1%	2%	-1%	-2%	-1%	2%	1%	1%	-1%	2%	0%	-1%	1%	0%	-4%	0%	-1%	0%	1%	0%	2%	0%
7	0%	-2%	1%	-1%	0%	0%	-1%	0%	-1%	-1%	1%	-3%	2%	0%	4%	-2%	-3%	-2%	1%	1%	-2%	-1%	-1%	-1%	6%	-1%	-1%	1%	-2%	-3%	1%	0%
8	-8%	-1%	-3%	-2%	-2%	-3%	-5%	-5%	-3%	-7%	-5%	-3%	-2%	-2%	-3%	-4%	-6%	-3%	-4%	-3%	-1%	-6%	-3%	-8%	-4%	-3%	-5%	-2%	-5%	-7%	-2%	-4%
9	1%	-5%	-11%	-10%	-7%	-14%	-5%	3%	-7%	-4%	-6%	-8%	-9%	-4%	-13%	-2%	-3%	-3%	-12%	-22%	-1%	5%	-7%	1%	-11%	-9%	6%	-9%	-1%	-4%	-21%	6%
Unsure	2%	2%	2%	3%	2%	3%	3%	1%	2%	4%	1%	1%	3%	3%	1%	3%	5%	2%	3%	4%	2%	1%	3%	0%	3%	2%	2%	2%	2%	3%	4%	0%

CYGNAL

Partisanship by Response

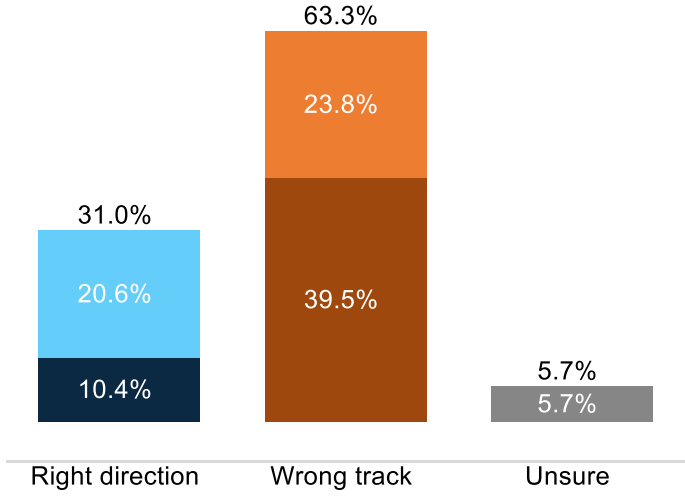


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican	26%	44%	36%	44%	31%	48%	40%	24%	30%	36%	33%	44%	43%	32%	26%	32%	31%	42%	56%	44%	12%	26%	32%	21%	37%	35%	39%	73%	4%
Independent	24%	17%	28%	26%	30%	25%	18%	27%	25%	24%	25%	21%	21%	27%	17%	28%	29%	28%	18%	25%	15%	19%	25%	42%	23%	24%	27%	22%	22%
Democrat	48%	38%	35%	29%	38%	27%	40%	48%	41%	39%	40%	34%	36%	41%	55%	39%	40%	28%	26%	30%	72%	54%	41%	34%	39%	39%	30%	4%	73%
Strongly Republican	15%	27%	21%	32%	21%	31%	25%	12%	15%	22%	21%	31%	27%	19%	17%	18%	16%	27%	40%	28%	7%	15%	19%	5%	26%	18%	22%	48%	1%
Mostly Republican	11%	17%	15%	12%	11%	17%	15%	12%	15%	15%	12%	13%	16%	13%	9%	14%	15%	15%	17%	16%	6%	11%	12%	16%	12%	17%	17%	25%	3%
Mostly Democratic	26%	16%	15%	13%	15%	13%	20%	23%	25%	17%	18%	15%	18%	21%	25%	18%	21%	14%	13%	13%	35%	33%	20%	29%	15%	25%	18%	3%	33%
Strongly Democratic	21%	22%	20%	16%	23%	14%	20%	25%	16%	22%	23%	19%	18%	19%	31%	21%	19%	13%	13%	17%	37%	21%	22%	5%	24%	14%	12%	1%	40%

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

CYGNAL

US Direction

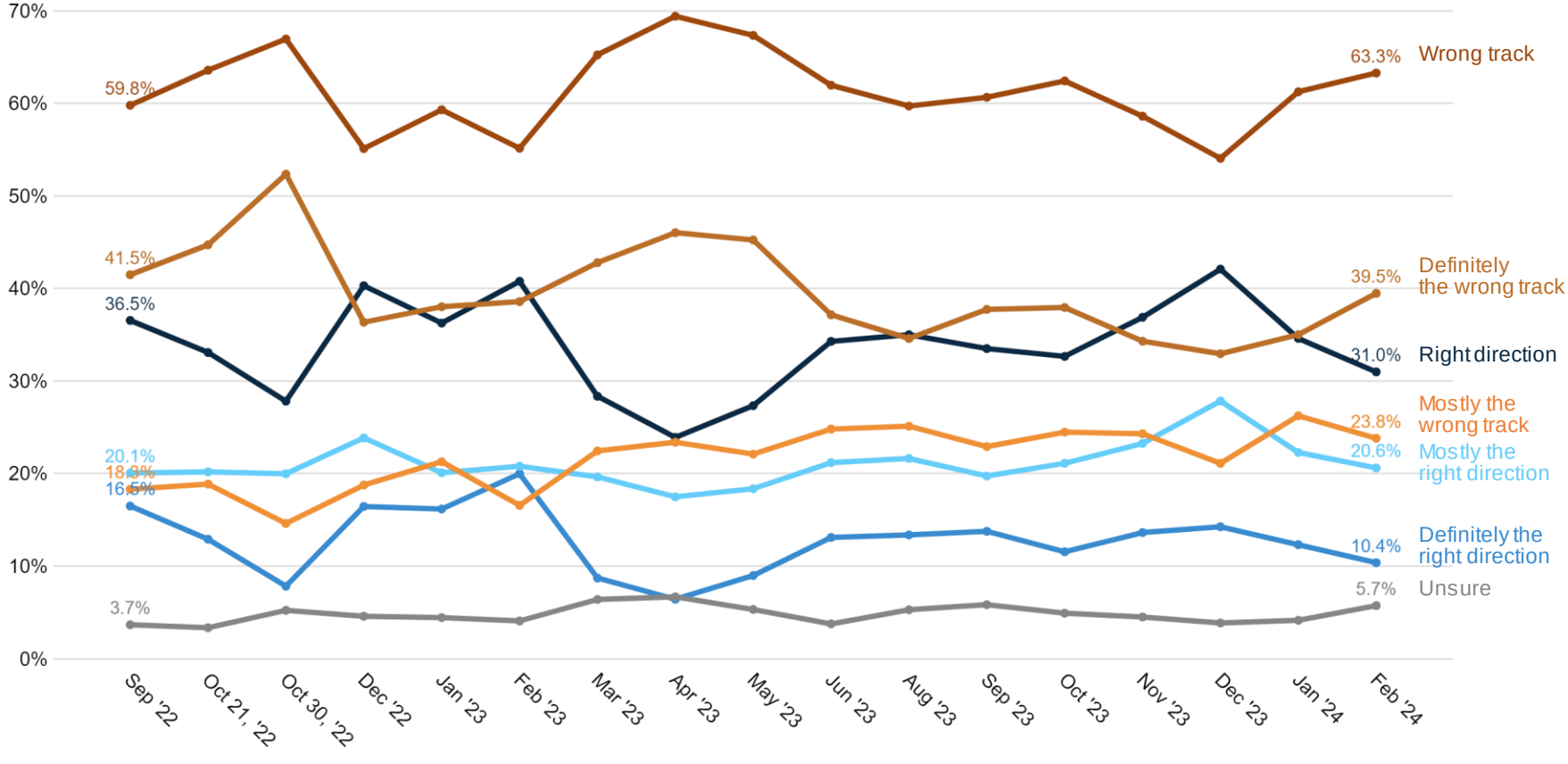


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Right direction	27%	30%	39%	29%	41%	28%	25%	34%	27%	26%	37%	29%	32%	33%	47%	30%	28%	26%	21%	10%	24%	56%	27%	50%	38%	35%	30%	32%	33%	20%	8%	55%
Wrong track	63%	64%	57%	69%	56%	69%	66%	59%	66%	67%	58%	64%	62%	63%	48%	65%	68%	67%	73%	88%	69%	36%	70%	39%	54%	58%	60%	64%	62%	63%	89%	37%
Definitely the right direction	8%	9%	14%	10%	15%	9%	8%	10%	7%	9%	13%	11%	12%	10%	18%	9%	8%	8%	7%	3%	6%	21%	9%	16%	14%	14%	5%	12%	8%	8%	3%	19%
Mostly the right direction	19%	21%	25%	19%	25%	19%	17%	24%	20%	17%	24%	19%	21%	24%	29%	21%	20%	18%	13%	7%	18%	36%	18%	34%	24%	21%	25%	19%	26%	12%	6%	36%
Mostly the wrong track	31%	21%	23%	18%	19%	23%	27%	26%	24%	24%	20%	22%	21%	30%	24%	27%	37%	19%	19%	20%	28%	25%	24%	24%	25%	21%	35%	20%	31%	27%	19%	26%
Definitely the wrong track	32%	43%	34%	51%	38%	46%	40%	33%	42%	43%	37%	43%	41%	32%	24%	38%	31%	48%	53%	68%	41%	11%	46%	15%	29%	37%	25%	44%	32%	35%	70%	11%
Unsure	10%	6%	4%	2%	3%	3%	8%	7%	7%	7%	5%	6%	6%	4%	5%	5%	4%	7%	7%	2%	7%	8%	4%	12%	8%	7%	10%	4%	5%	18%	2%	8%

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

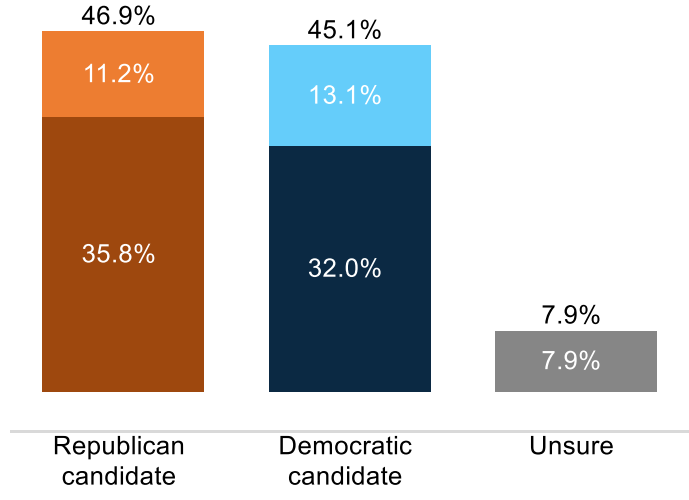
CYGNAL

Trend: US Direction



CYGNAL

Generic Ballot



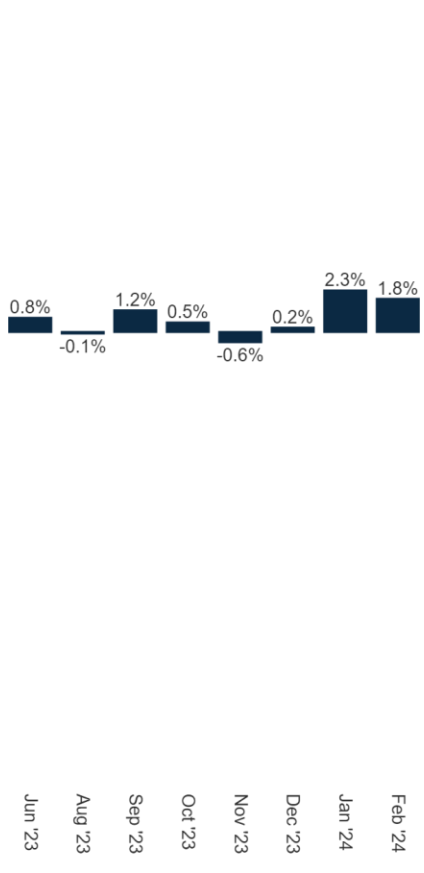
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican candidate	37%	49%	50%	54%	44%	59%	48%	31%	46%	46%	43%	52%	54%	41%	36%	45%	38%	50%	63%	94%	44%	4%	53%	20%	37%	43%	35%	48%	44%	48%	91%	6%
Democratic candidate	53%	45%	42%	39%	50%	31%	44%	60%	37%	46%	52%	39%	39%	52%	58%	48%	55%	38%	30%	2%	38%	92%	39%	70%	54%	48%	41%	47%	44%	36%	3%	86%
Definitely the Republican candidate	24%	39%	35%	49%	35%	47%	37%	21%	38%	36%	33%	41%	43%	26%	25%	32%	28%	43%	52%	80%	23%	2%	43%	10%	24%	31%	0%	40%	29%	33%	74%	2%
Probably the Republican candidate	13%	10%	15%	6%	9%	13%	12%	10%	8%	10%	10%	11%	11%	15%	11%	13%	10%	8%	11%	14%	21%	2%	11%	10%	14%	12%	35%	8%	15%	15%	17%	4%
Probably the Democratic candidate	21%	10%	12%	8%	12%	9%	15%	17%	13%	12%	18%	11%	11%	13%	14%	13%	24%	13%	8%	1%	17%	22%	11%	20%	18%	15%	41%	9%	21%	15%	2%	23%
Definitely the Democratic candidate	32%	35%	30%	31%	38%	23%	29%	43%	25%	33%	34%	28%	28%	39%	44%	34%	31%	24%	22%	1%	20%	70%	28%	50%	36%	33%	0%	38%	23%	21%	2%	64%
Unsure	11%	6%	8%	7%	6%	9%	8%	9%	17%	8%	5%	9%	6%	7%	6%	7%	8%	12%	7%	4%	19%	4%	7%	10%	8%	8%	25%	5%	12%	16%	6%	8%

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?

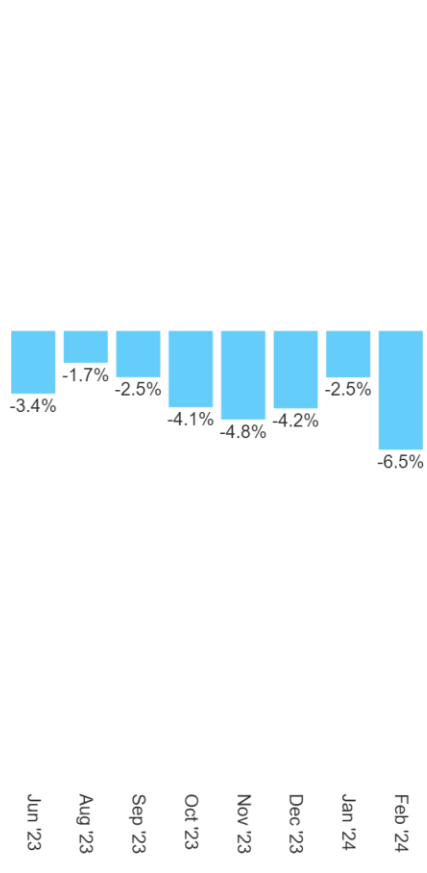
CYGNAL

Generic Ballot Movement

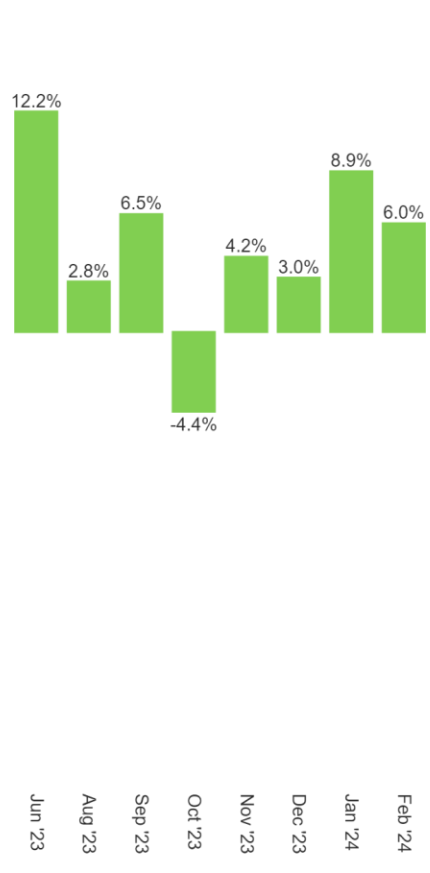
Overall (%Rep-%Dem)



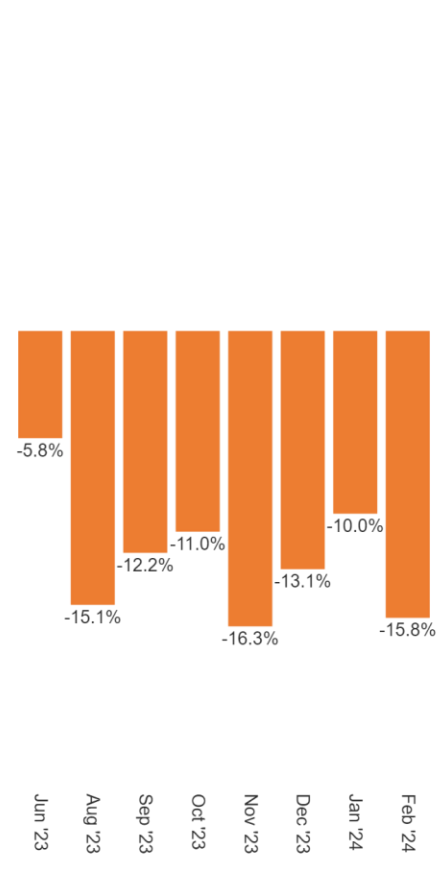
Females (%Rep-%Dem)



Indies (%Rep-%Dem)

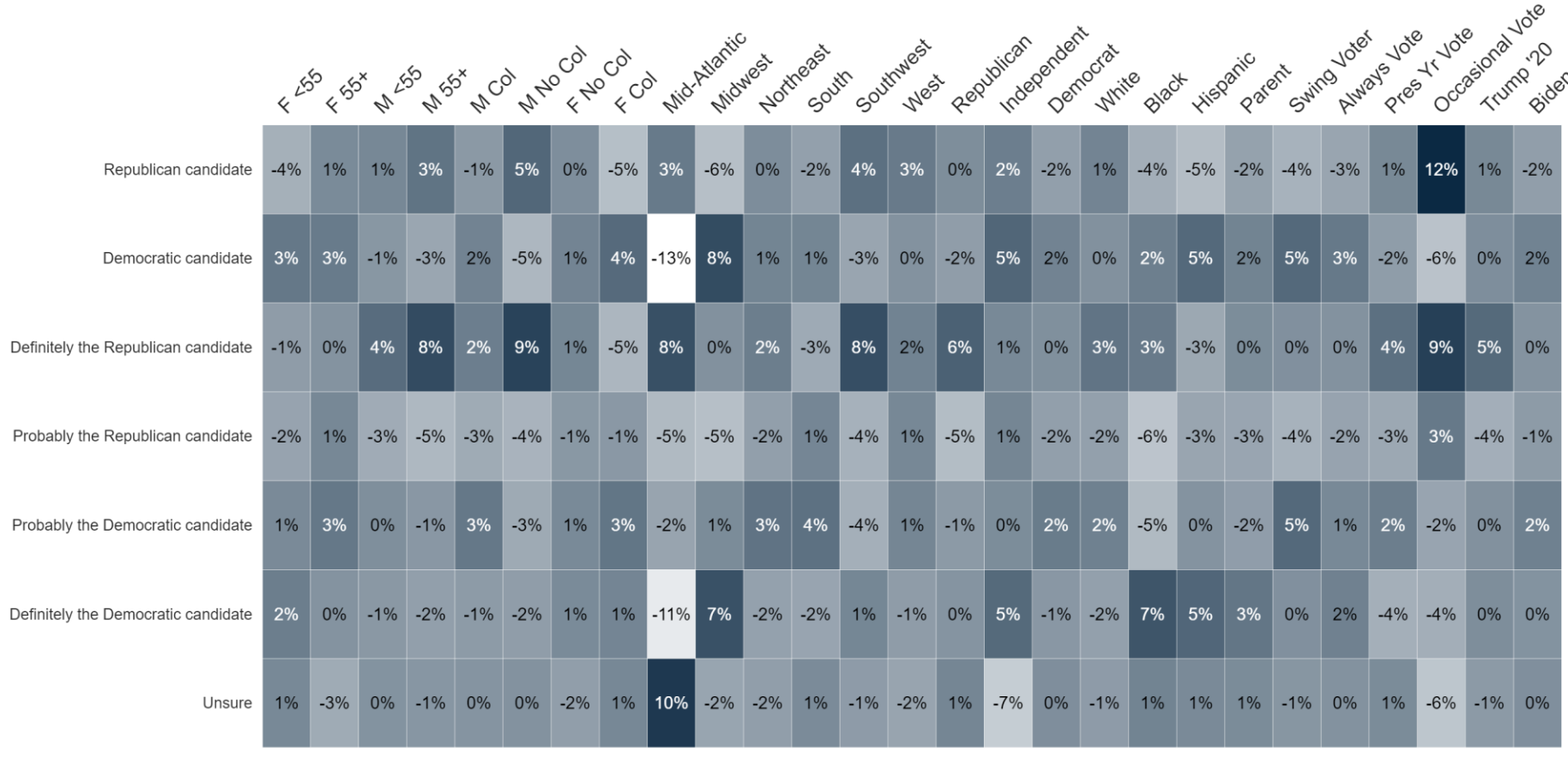


College (%Rep-%Dem)



CYGNAL

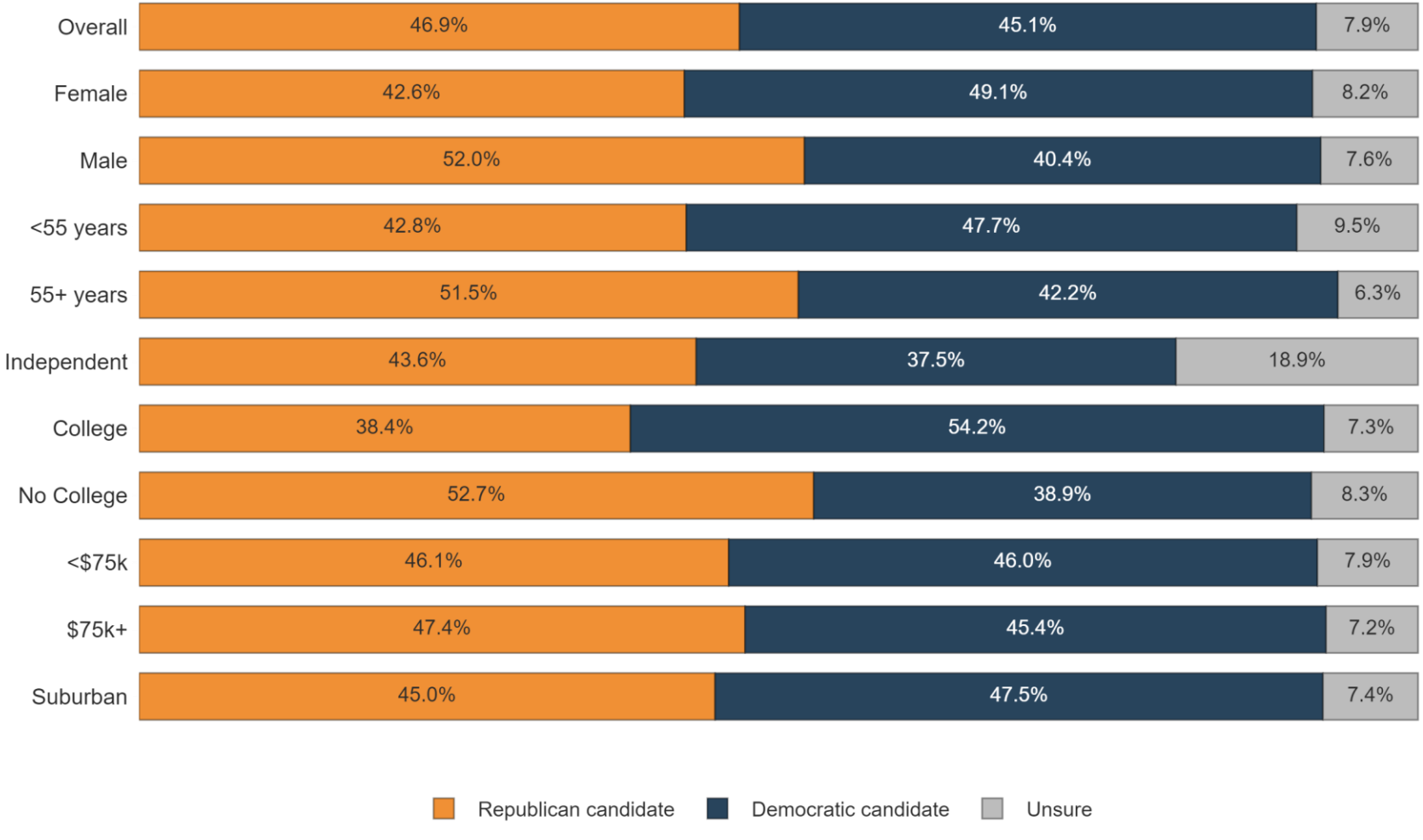
Percent Change: Generic Ballot (Jan 2024 to Feb 2024)



	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	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican candidate	-4%	1%	1%	3%	-1%	5%	0%	-5%	3%	-6%	0%	-2%	4%	3%	0%	2%	-2%	1%	-4%	-5%	-2%	-4%	-3%	1%	12%	1%	-2%
Democratic candidate	3%	3%	-1%	-3%	2%	-5%	1%	4%	-13%	8%	1%	1%	-3%	0%	-2%	5%	2%	0%	2%	5%	2%	5%	3%	-2%	-6%	0%	2%
Definitely the Republican candidate	-1%	0%	4%	8%	2%	9%	1%	-5%	8%	0%	2%	-3%	8%	2%	6%	1%	0%	3%	3%	-3%	0%	0%	0%	4%	9%	5%	0%
Probably the Republican candidate	-2%	1%	-3%	-5%	-3%	-4%	-1%	-1%	-5%	-5%	-2%	1%	-4%	1%	-5%	1%	-2%	-2%	-6%	-3%	-3%	-4%	-2%	-3%	3%	-4%	-1%
Probably the Democratic candidate	1%	3%	0%	-1%	3%	-3%	1%	3%	-2%	1%	3%	4%	-4%	1%	-1%	0%	2%	2%	-5%	0%	-2%	5%	1%	2%	-2%	0%	2%
Definitely the Democratic candidate	2%	0%	-1%	-2%	-1%	-2%	1%	1%	-11%	7%	-2%	-2%	1%	-1%	0%	5%	-1%	-2%	7%	5%	3%	0%	2%	-4%	-4%	0%	0%
Unsure	1%	-3%	0%	-1%	0%	0%	-2%	1%	10%	-2%	-2%	1%	-1%	-2%	1%	-7%	0%	-1%	1%	1%	1%	-1%	0%	1%	-6%	-1%	0%

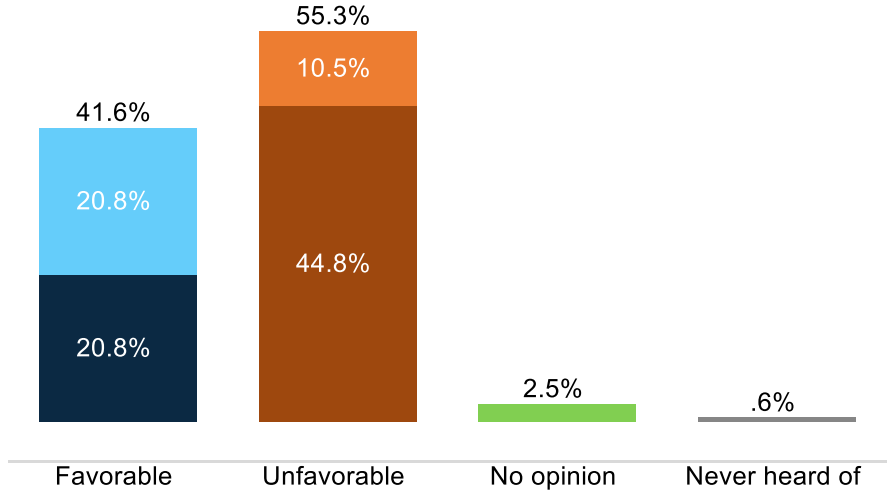
CYGNAL

Generic Ballot by Key Voter Groups



CYGNAL

Image: Joe Biden

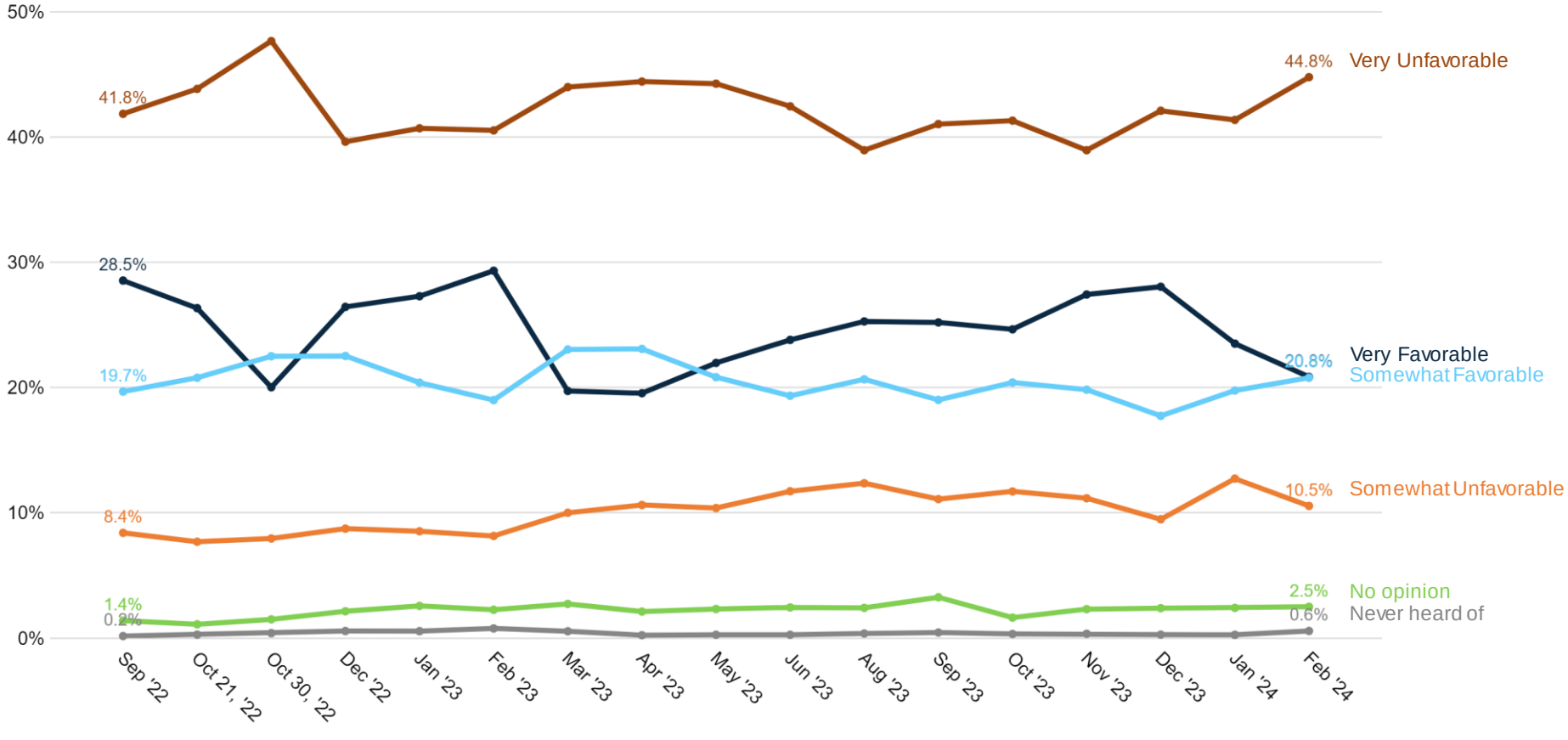


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	43%	44%	42%	36%	46%	32%	40%	52%	38%	41%	46%	37%	40%	46%	54%	43%	41%	37%	30%	8%	31%	81%	36%	68%	52%	43%	39%	43%	41%	33%	6%	78%
Unfavorable Total	51%	55%	54%	63%	52%	64%	56%	46%	58%	57%	52%	59%	57%	51%	42%	55%	56%	62%	66%	90%	64%	16%	63%	24%	39%	54%	55%	55%	55%	59%	91%	19%
Very favorable	16%	27%	20%	21%	24%	17%	20%	25%	17%	20%	23%	20%	23%	21%	34%	19%	23%	16%	14%	3%	11%	44%	18%	35%	26%	22%	11%	25%	14%	14%	3%	41%
Somewhat favorable	27%	17%	22%	15%	22%	16%	20%	27%	22%	21%	23%	17%	17%	25%	20%	23%	18%	21%	16%	5%	20%	37%	18%	32%	26%	20%	27%	18%	27%	19%	3%	37%
Somewhat unfavorable	17%	7%	10%	7%	10%	7%	10%	18%	7%	9%	13%	10%	8%	13%	12%	13%	13%	8%	6%	6%	17%	10%	10%	11%	9%	12%	21%	7%	17%	14%	7%	13%
Very unfavorable	34%	48%	44%	56%	42%	57%	46%	29%	51%	47%	38%	49%	49%	38%	29%	42%	43%	54%	60%	84%	47%	6%	53%	13%	30%	42%	34%	48%	38%	46%	85%	7%
No opinion	5%	0%	4%	1%	1%	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	1%	4%	1%	5%	2%	1%	8%	8%	3%	6%	1%	4%	6%	2%	2%
Never heard of	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	2%	1%	1%	0%	1%	2%	1%	0%

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

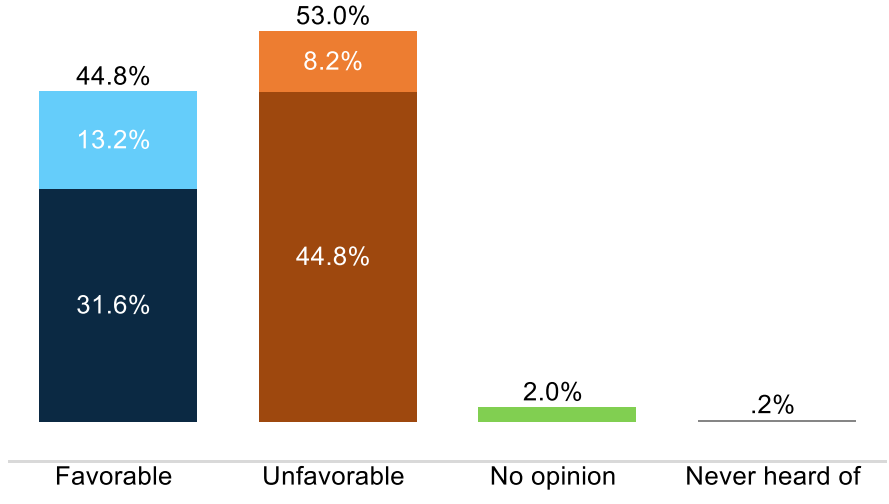
CYGNAL

Trend: Joe Biden Image



CYGNAL

Image: Donald Trump

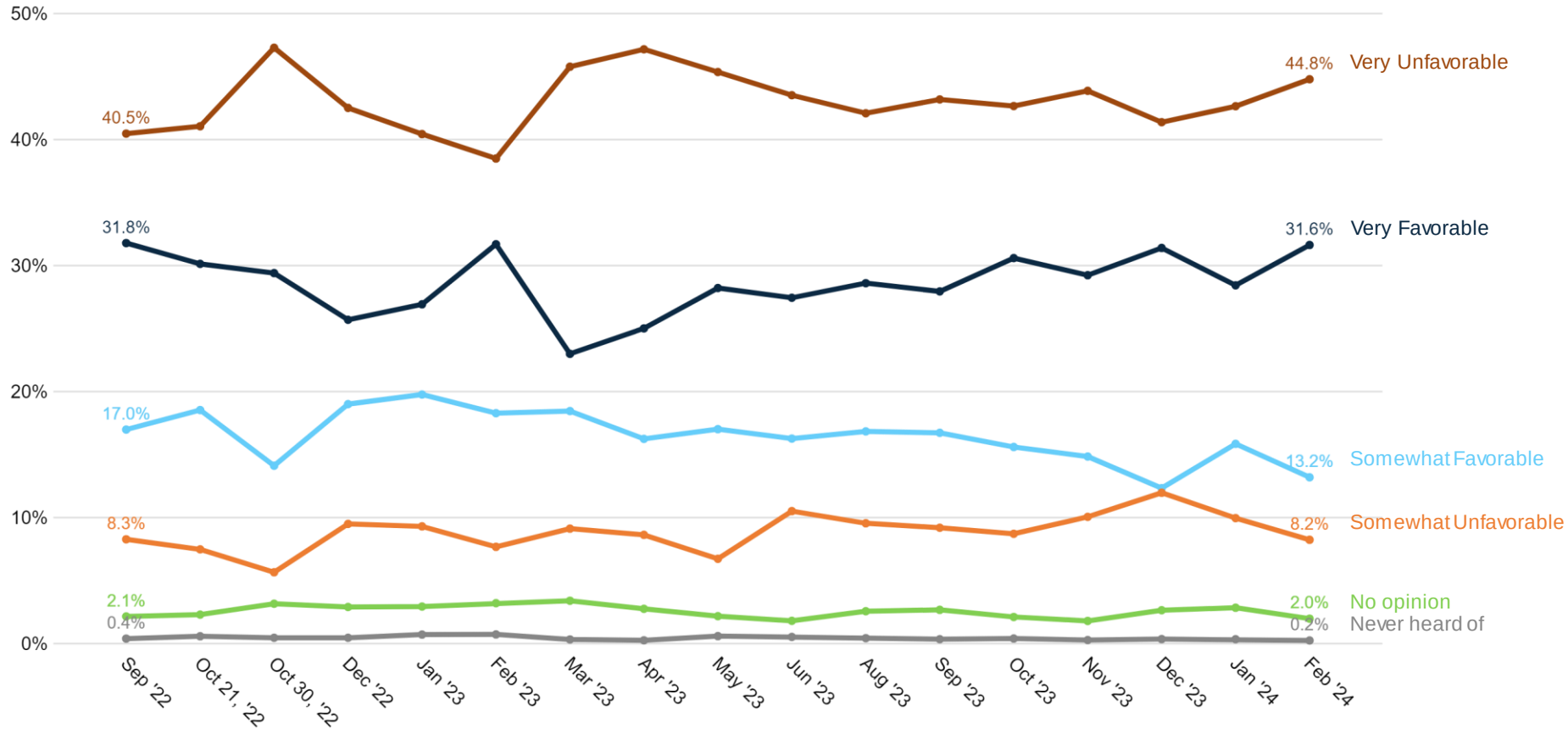


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	38%	42%	50%	51%	43%	57%	47%	26%	46%	43%	43%	52%	50%	38%	40%	40%	38%	47%	62%	85%	35%	12%	49%	26%	42%	47%	33%	45%	42%	51%	84%	9%
Unfavorable Total	58%	57%	47%	48%	55%	40%	51%	73%	51%	56%	56%	45%	48%	60%	57%	59%	59%	50%	36%	14%	62%	85%	49%	67%	55%	50%	62%	53%	56%	42%	15%	88%
Very favorable	26%	30%	33%	38%	30%	41%	33%	18%	35%	28%	31%	35%	38%	28%	30%	25%	25%	36%	45%	64%	21%	7%	35%	16%	33%	32%	16%	33%	28%	32%	63%	5%
Somewhat favorable	12%	12%	17%	12%	13%	16%	14%	9%	11%	15%	12%	17%	13%	10%	10%	14%	13%	11%	17%	21%	14%	5%	14%	10%	8%	15%	18%	12%	14%	19%	21%	5%
Somewhat unfavorable	10%	5%	12%	6%	9%	8%	7%	9%	9%	8%	9%	6%	7%	10%	10%	8%	12%	6%	7%	5%	14%	7%	8%	10%	5%	11%	16%	6%	12%	7%	8%	7%
Very unfavorable	48%	52%	35%	42%	45%	32%	43%	64%	42%	47%	47%	39%	41%	50%	47%	51%	47%	44%	29%	8%	48%	78%	42%	56%	51%	39%	46%	47%	44%	35%	7%	81%
No opinion	3%	0%	3%	1%	2%	2%	2%	1%	3%	1%	1%	3%	2%	2%	2%	1%	3%	2%	2%	1%	3%	3%	1%	7%	3%	2%	4%	1%	2%	7%	1%	2%
Never heard of	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	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 Donald Trump?

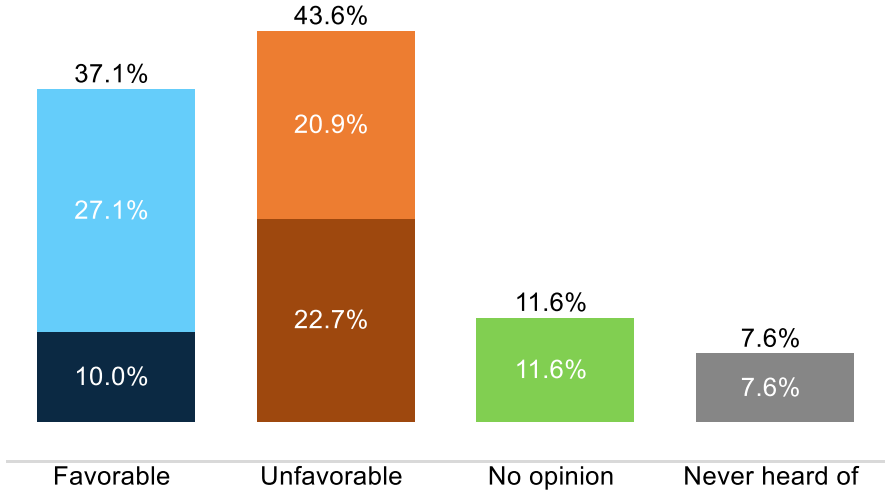
CYGNAL

Trend: Donald Trump Image



CYGNAL

Image: Nikki Haley

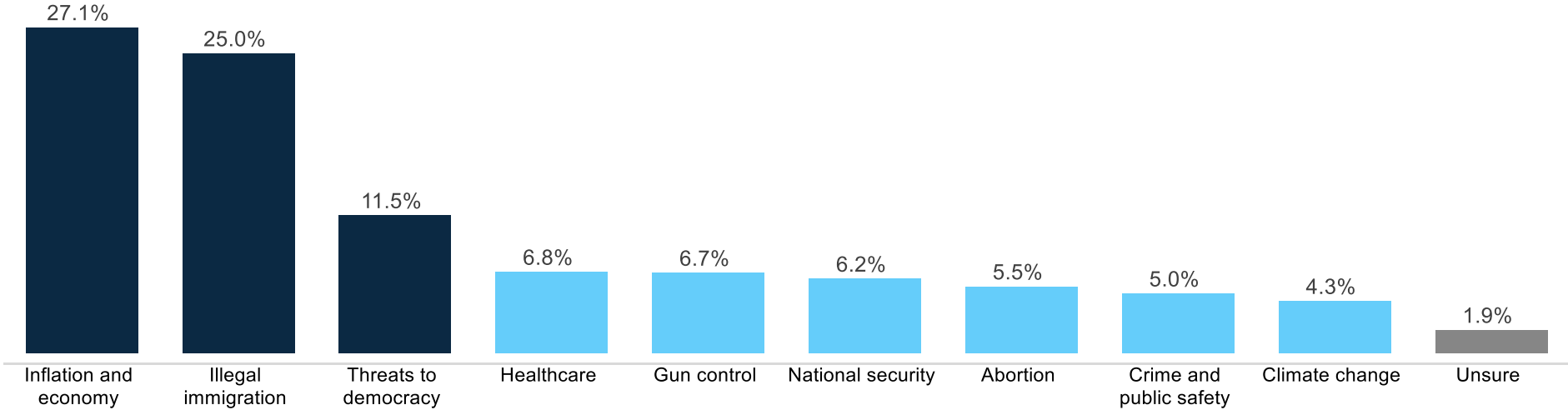


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	29%	40%	39%	43%	45%	37%	32%	39%	39%	36%	44%	35%	35%	37%	36%	40%	32%	36%	33%	43%	40%	30%	39%	31%	28%	39%	39%	38%	36%	33%	41%	35%
Unfavorable Total	37%	45%	45%	49%	48%	46%	39%	45%	34%	43%	42%	46%	45%	45%	46%	42%	49%	44%	43%	40%	42%	50%	45%	38%	45%	37%	34%	51%	36%	20%	40%	48%
Very favorable	9%	8%	13%	10%	14%	10%	8%	9%	6%	10%	12%	10%	10%	10%	14%	10%	5%	8%	8%	12%	11%	8%	10%	8%	10%	13%	9%	12%	7%	9%	11%	9%
Somewhat favorable	20%	32%	26%	33%	31%	27%	24%	29%	33%	25%	32%	25%	24%	27%	22%	30%	27%	27%	26%	31%	29%	22%	28%	23%	18%	26%	30%	27%	29%	24%	30%	26%
Somewhat unfavorable	15%	23%	21%	26%	25%	22%	16%	24%	17%	21%	23%	20%	21%	22%	23%	19%	32%	21%	20%	17%	20%	25%	22%	19%	16%	15%	21%	23%	21%	6%	16%	26%
Very unfavorable	22%	22%	24%	23%	23%	24%	23%	21%	18%	22%	19%	26%	24%	24%	23%	23%	17%	23%	23%	23%	21%	24%	23%	19%	29%	22%	13%	28%	15%	15%	24%	22%
No opinion	17%	11%	10%	7%	4%	12%	17%	9%	21%	12%	8%	14%	12%	9%	10%	12%	11%	10%	15%	11%	12%	12%	11%	18%	10%	14%	16%	7%	16%	29%	11%	10%
Never heard of	17%	4%	6%	1%	2%	6%	12%	8%	6%	9%	5%	5%	9%	9%	8%	6%	9%	11%	8%	6%	7%	9%	6%	13%	17%	10%	11%	4%	12%	17%	7%	7%

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

CYGNAL

Top Priority

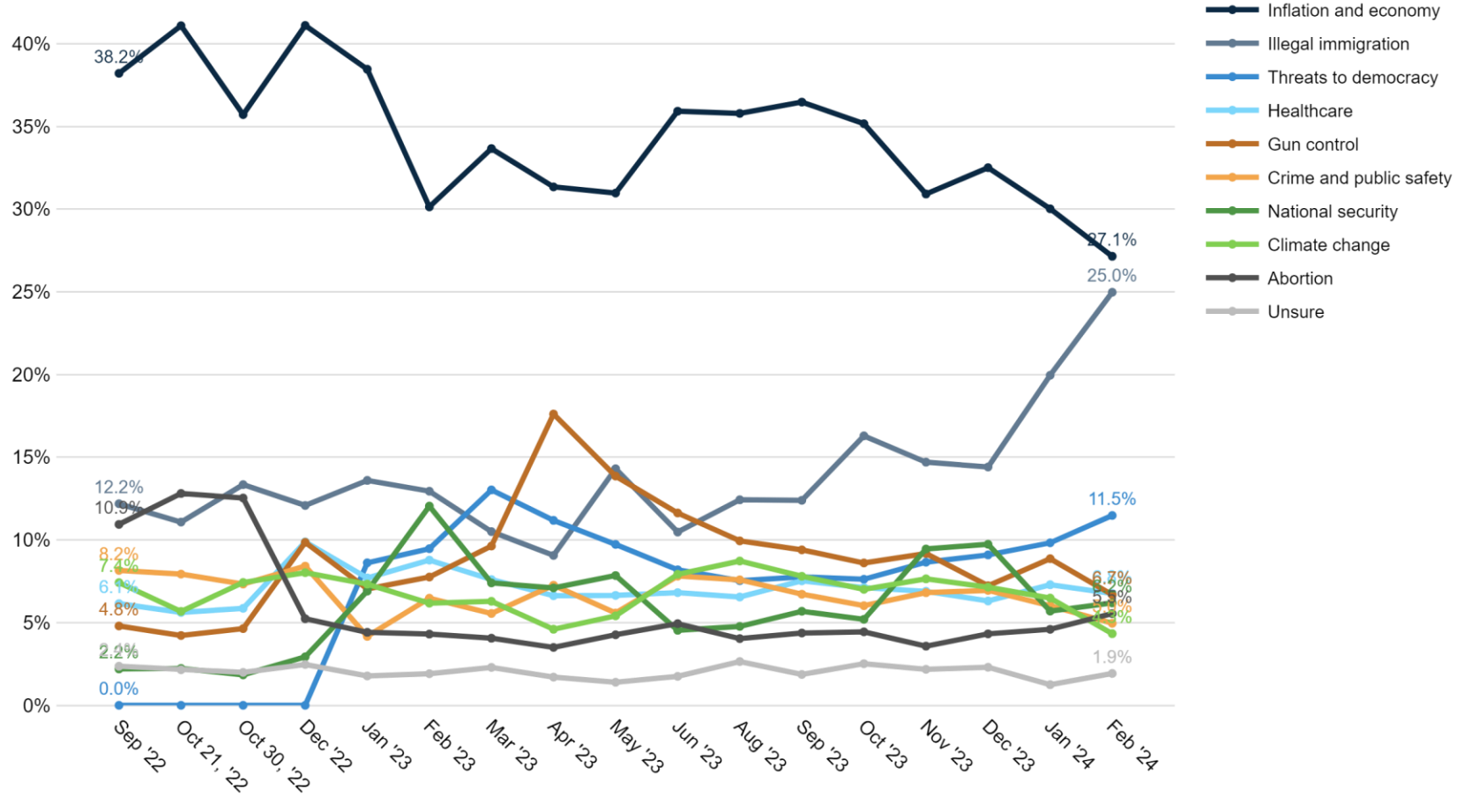


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Inflation and economy	35%	21%	29%	22%	23%	28%	31%	23%	32%	27%	25%	26%	31%	25%	25%	30%	24%	24%	28%	29%	30%	24%	27%	28%	27%	31%	32%	24%	31%	34%	28%	24%
Illegal immigration	12%	33%	20%	37%	27%	30%	23%	19%	23%	27%	23%	23%	29%	23%	18%	23%	22%	30%	32%	45%	26%	5%	28%	8%	18%	19%	18%	27%	22%	19%	46%	7%
Threats to democracy	5%	15%	10%	17%	15%	11%	7%	16%	5%	12%	14%	11%	6%	16%	10%	13%	12%	13%	9%	4%	12%	18%	12%	10%	12%	8%	9%	14%	9%	3%	4%	21%
Healthcare	11%	4%	8%	2%	7%	4%	7%	9%	11%	8%	7%	7%	5%	5%	9%	6%	13%	7%	6%	4%	6%	10%	5%	13%	4%	8%	8%	6%	8%	10%	3%	11%
Gun control	10%	7%	5%	4%	6%	3%	7%	12%	3%	6%	7%	5%	10%	7%	7%	8%	7%	6%	4%	2%	4%	13%	5%	11%	14%	7%	7%	6%	8%	6%	1%	11%
National security	4%	7%	8%	7%	8%	7%	5%	4%	4%	6%	6%	9%	7%	5%	7%	5%	4%	7%	7%	8%	8%	4%	7%	4%	5%	6%	5%	7%	4%	9%	8%	4%
Abortion	8%	5%	4%	4%	3%	5%	7%	5%	9%	6%	4%	7%	5%	5%	7%	6%	3%	4%	5%	3%	3%	10%	5%	8%	9%	7%	6%	6%	4%	7%	3%	9%
Crime and public safety	5%	3%	9%	2%	4%	8%	5%	3%	6%	5%	4%	6%	3%	6%	7%	5%	6%	4%	4%	4%	5%	6%	4%	10%	8%	6%	7%	4%	7%	4%	4%	5%
Climate change	5%	3%	4%	4%	5%	3%	4%	6%	3%	4%	7%	2%	2%	6%	8%	3%	7%	3%	4%	1%	4%	8%	4%	5%	2%	5%	4%	5%	5%	1%	1%	8%
Unsure	3%	2%	1%	1%	1%	1%	2%	2%	3%	1%	2%	4%	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%	4%	0%	3%	3%	1%	2%	7%	2%	2%

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

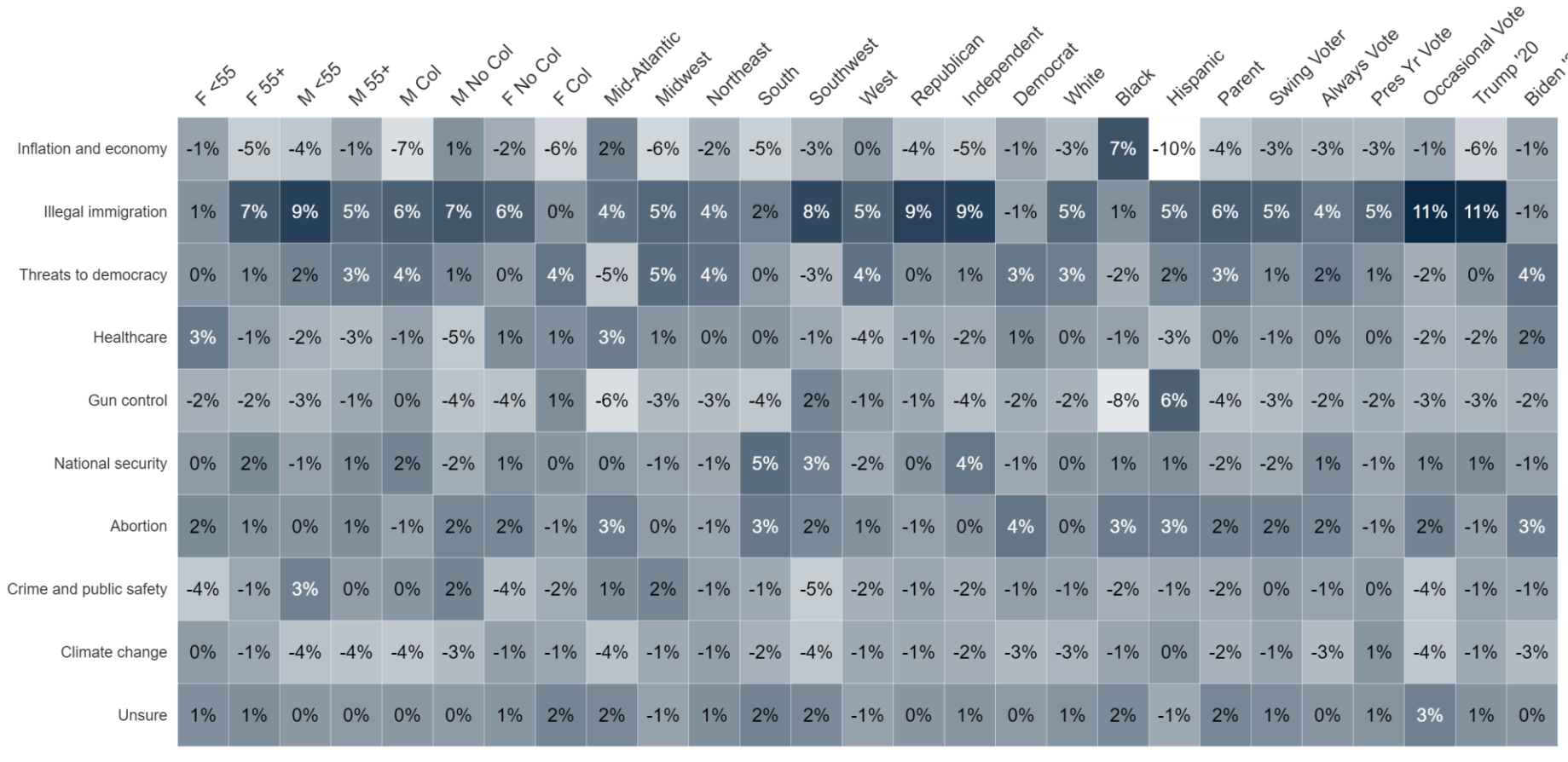
CYGNAL

Trend: Top Priority



CYGNAL

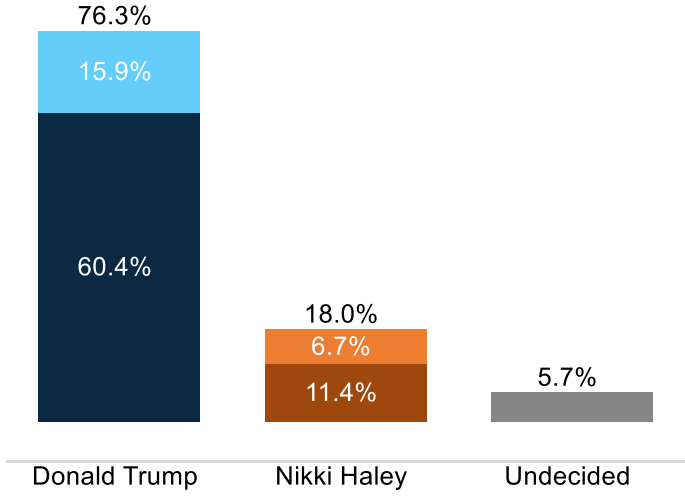
Percent Change: Top Priority (Jan 2024 to Feb 2024)



	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	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Inflation and economy	-1%	-5%	-4%	-1%	-7%	1%	-2%	-6%	2%	-6%	-2%	-5%	-3%	0%	-4%	-5%	-1%	-3%	7%	-10%	-4%	-3%	-3%	-3%	-1%	-6%	-1%
Illegal immigration	1%	7%	9%	5%	6%	7%	6%	0%	4%	5%	4%	2%	8%	5%	9%	9%	-1%	5%	1%	5%	6%	5%	4%	5%	11%	11%	-1%
Threats to democracy	0%	1%	2%	3%	4%	1%	0%	4%	-5%	5%	4%	0%	-3%	4%	0%	1%	3%	3%	-2%	2%	3%	1%	2%	1%	-2%	0%	4%
Healthcare	3%	-1%	-2%	-3%	-1%	-5%	1%	1%	3%	1%	0%	0%	-1%	-4%	-1%	-2%	1%	0%	-1%	-3%	0%	-1%	0%	0%	-2%	-2%	2%
Gun control	-2%	-2%	-3%	-1%	0%	-4%	-4%	1%	-6%	-3%	-3%	-4%	2%	-1%	-1%	-4%	-2%	-2%	-8%	6%	-4%	-3%	-2%	-2%	-3%	-3%	-2%
National security	0%	2%	-1%	1%	2%	-2%	1%	0%	0%	-1%	-1%	5%	3%	-2%	0%	4%	-1%	0%	1%	1%	-2%	-2%	1%	-1%	1%	1%	-1%
Abortion	2%	1%	0%	1%	-1%	2%	2%	-1%	3%	0%	-1%	3%	2%	1%	-1%	0%	4%	0%	3%	3%	2%	2%	2%	-1%	2%	-1%	3%
Crime and public safety	-4%	-1%	3%	0%	0%	2%	-4%	-2%	1%	2%	-1%	-1%	-5%	-2%	-1%	-2%	-1%	-1%	-2%	-1%	-2%	0%	-1%	0%	-4%	-1%	-1%
Climate change	0%	-1%	-4%	-4%	-4%	-3%	-1%	-1%	-4%	-1%	-1%	-2%	-4%	-1%	-1%	-2%	-3%	-3%	-1%	0%	-2%	-1%	-3%	1%	-4%	-1%	-3%
Unsure	1%	1%	0%	0%	0%	0%	1%	2%	2%	-1%	1%	2%	2%	-1%	0%	1%	0%	1%	2%	-1%	2%	1%	0%	1%	3%	1%	0%

CYGNAL

GOP Prez Primary Ballot

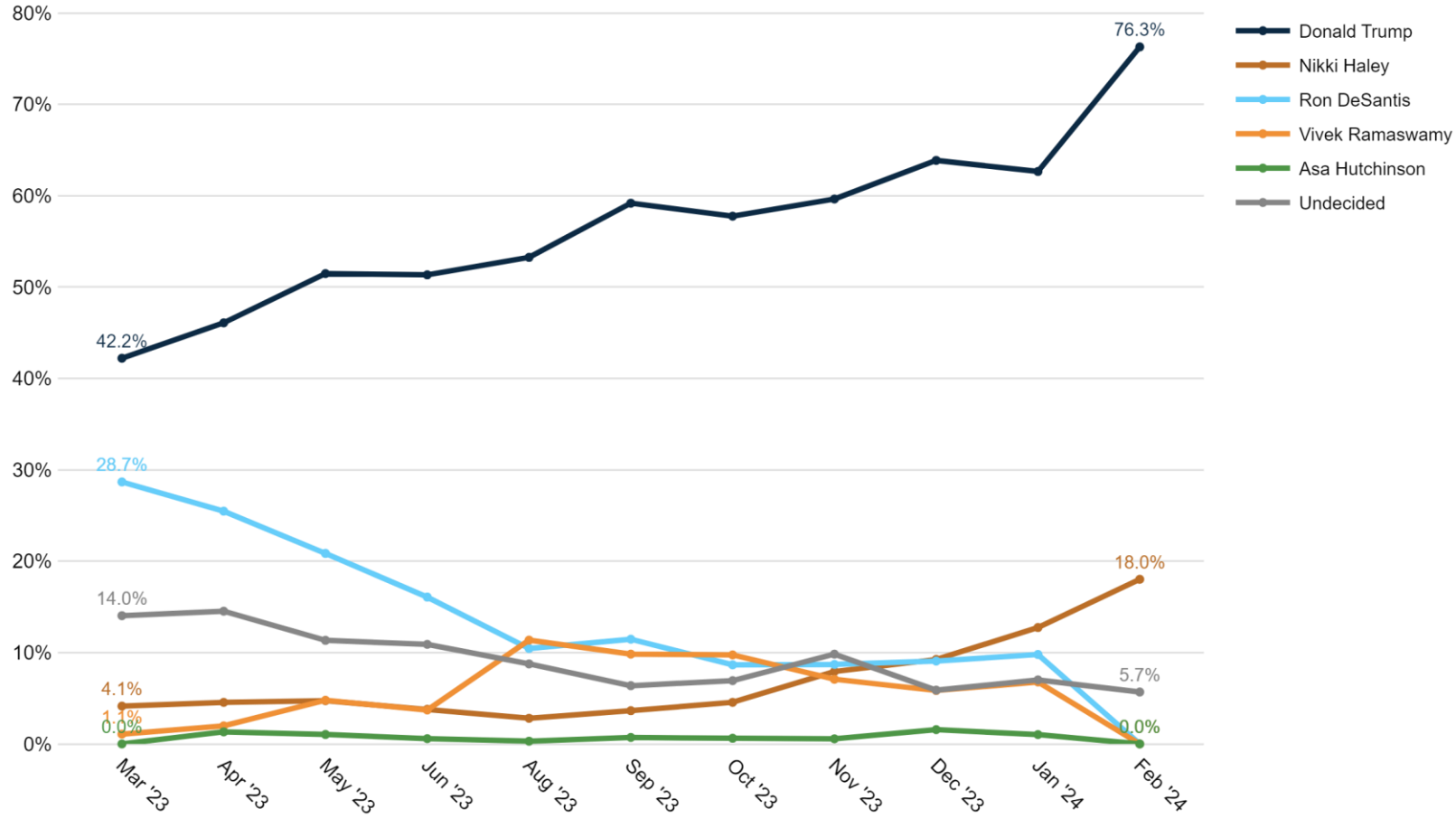


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Donald Trump	70%	80%	74%	79%	66%	85%	80%	64%	69%	71%	77%	85%	81%	71%	75%	70%	64%	77%	89%	85%	52%	76%	70%	89%	71%	53%	77%	74%	81%	87%	10%
Nikki Haley	22%	14%	19%	18%	27%	11%	13%	30%	21%	21%	18%	12%	17%	21%	20%	24%	18%	18%	7%	11%	38%	19%	20%	8%	22%	32%	19%	18%	15%	10%	74%
Definitely Donald Trump	55%	62%	55%	68%	56%	66%	64%	46%	59%	62%	58%	65%	67%	49%	57%	55%	45%	64%	70%	72%	27%	61%	47%	68%	57%	23%	63%	55%	61%	70%	4%
Probably Donald Trump	16%	18%	19%	11%	10%	19%	17%	18%	11%	9%	19%	20%	14%	22%	17%	15%	19%	13%	19%	13%	25%	15%	23%	21%	14%	30%	14%	20%	20%	17%	6%
Probably Nikki Haley	12%	6%	6%	5%	9%	2%	7%	12%	7%	8%	5%	8%	5%	8%	6%	9%	10%	6%	3%	5%	11%	7%	8%	3%	7%	12%	6%	9%	6%	4%	24%
Definitely Nikki Haley	10%	9%	13%	14%	18%	9%	6%	18%	14%	14%	13%	4%	12%	14%	14%	15%	8%	12%	4%	6%	27%	12%	11%	6%	15%	20%	13%	9%	8%	5%	51%
Undecided	7%	6%	8%	2%	7%	4%	7%	6%	10%	8%	5%	3%	2%	8%	6%	6%	19%	5%	4%	4%	11%	6%	11%	3%	7%	15%	5%	8%	4%	4%	16%

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

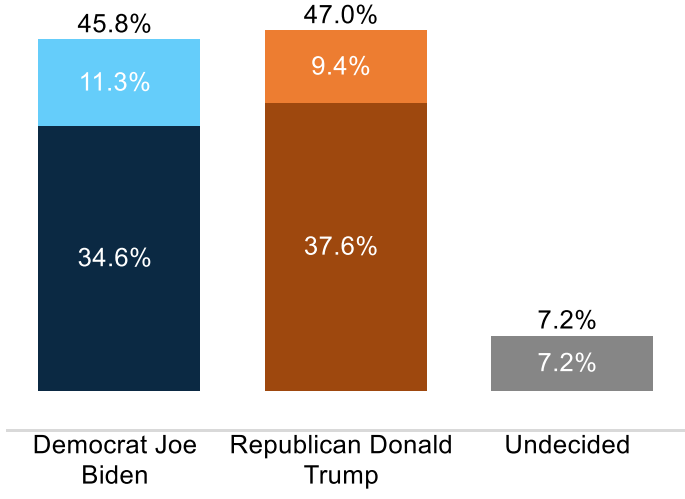
CYGNAL

Trend: GOP Prez Primary Ballot



CYGNAL

Biden v Trump

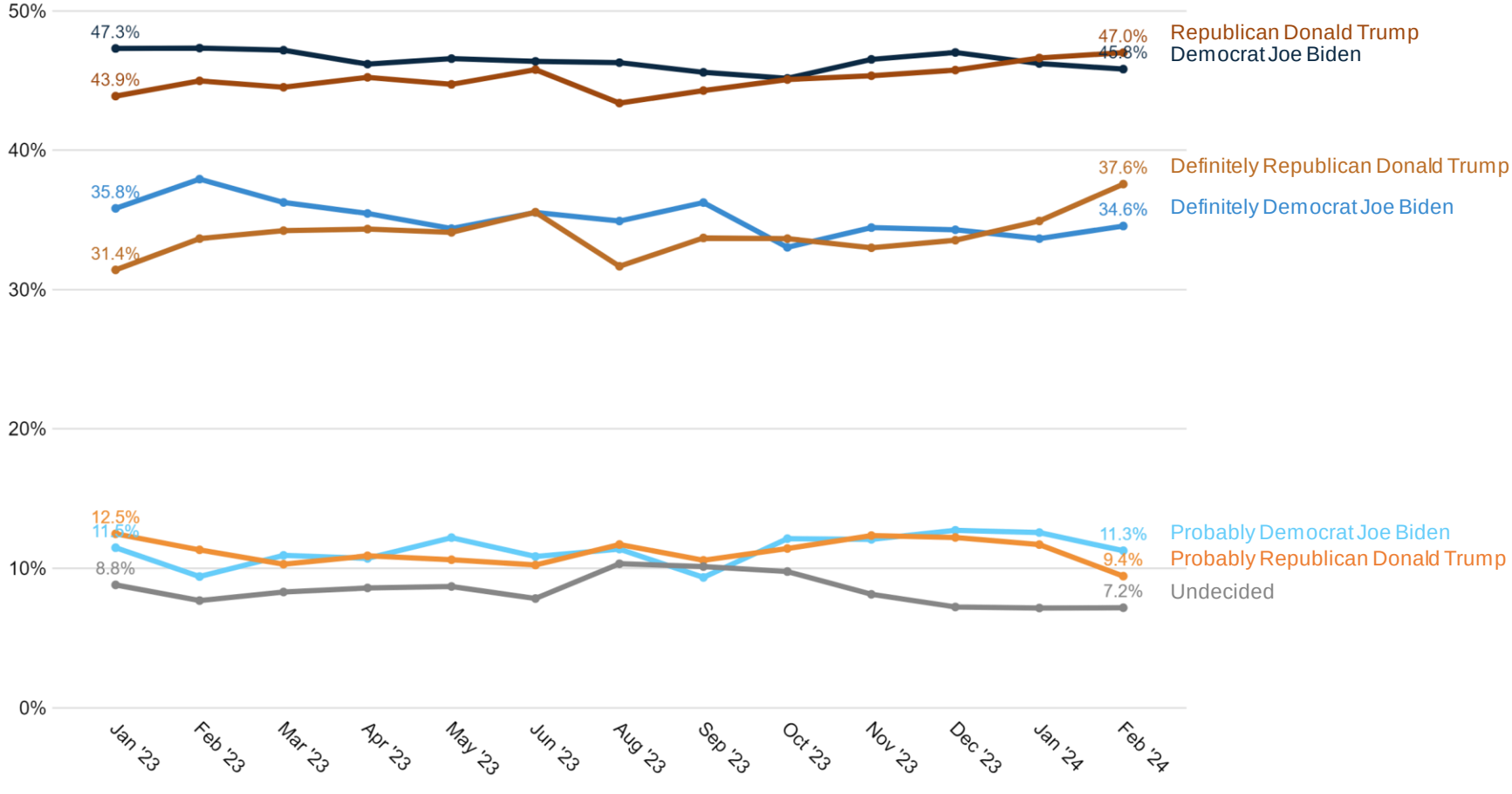


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Democrat Joe Biden	52%	46%	42%	41%	51%	33%	43%	62%	39%	48%	52%	37%	40%	54%	59%	49%	49%	39%	29%	5%	41%	89%	41%	67%	54%	47%	45%	47%	46%	36%	3%	89%
Republican Donald Trump	38%	47%	51%	55%	45%	61%	49%	29%	49%	45%	43%	54%	55%	39%	36%	44%	41%	53%	63%	92%	43%	6%	53%	21%	43%	45%	36%	48%	45%	48%	93%	5%
Definitely Democrat Joe Biden	34%	39%	31%	34%	41%	24%	31%	49%	30%	36%	38%	28%	32%	39%	45%	37%	37%	29%	22%	3%	27%	71%	33%	46%	35%	33%	19%	39%	28%	26%	1%	69%
Probably Democrat Joe Biden	18%	7%	11%	7%	10%	9%	13%	13%	9%	11%	14%	9%	8%	14%	13%	13%	12%	10%	7%	2%	14%	19%	8%	20%	19%	14%	26%	8%	18%	10%	2%	20%
Probably Republican Donald Trump	11%	6%	14%	6%	9%	12%	9%	7%	9%	8%	8%	12%	9%	10%	8%	11%	11%	6%	9%	13%	14%	4%	9%	12%	12%	12%	19%	7%	15%	11%	15%	3%
Definitely Republican Donald Trump	27%	41%	37%	49%	35%	49%	39%	22%	40%	37%	35%	42%	45%	29%	28%	32%	30%	46%	54%	80%	30%	2%	44%	9%	31%	33%	17%	41%	30%	38%	79%	2%
Undecided	10%	7%	7%	4%	5%	6%	8%	10%	13%	7%	5%	9%	6%	7%	6%	7%	10%	8%	8%	3%	16%	5%	6%	13%	3%	7%	19%	5%	8%	15%	4%	6%

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?

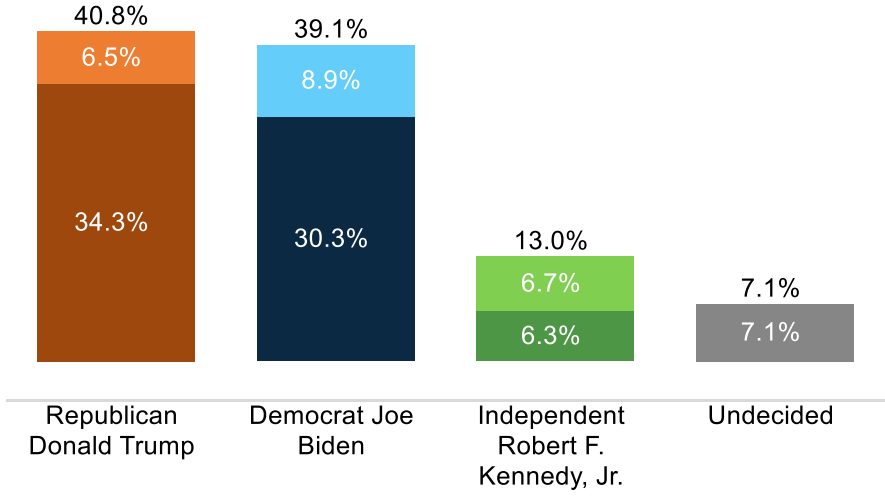
CYGNAL

Trend: Biden v Trump



CYGNAL

Biden v Trump v Kennedy

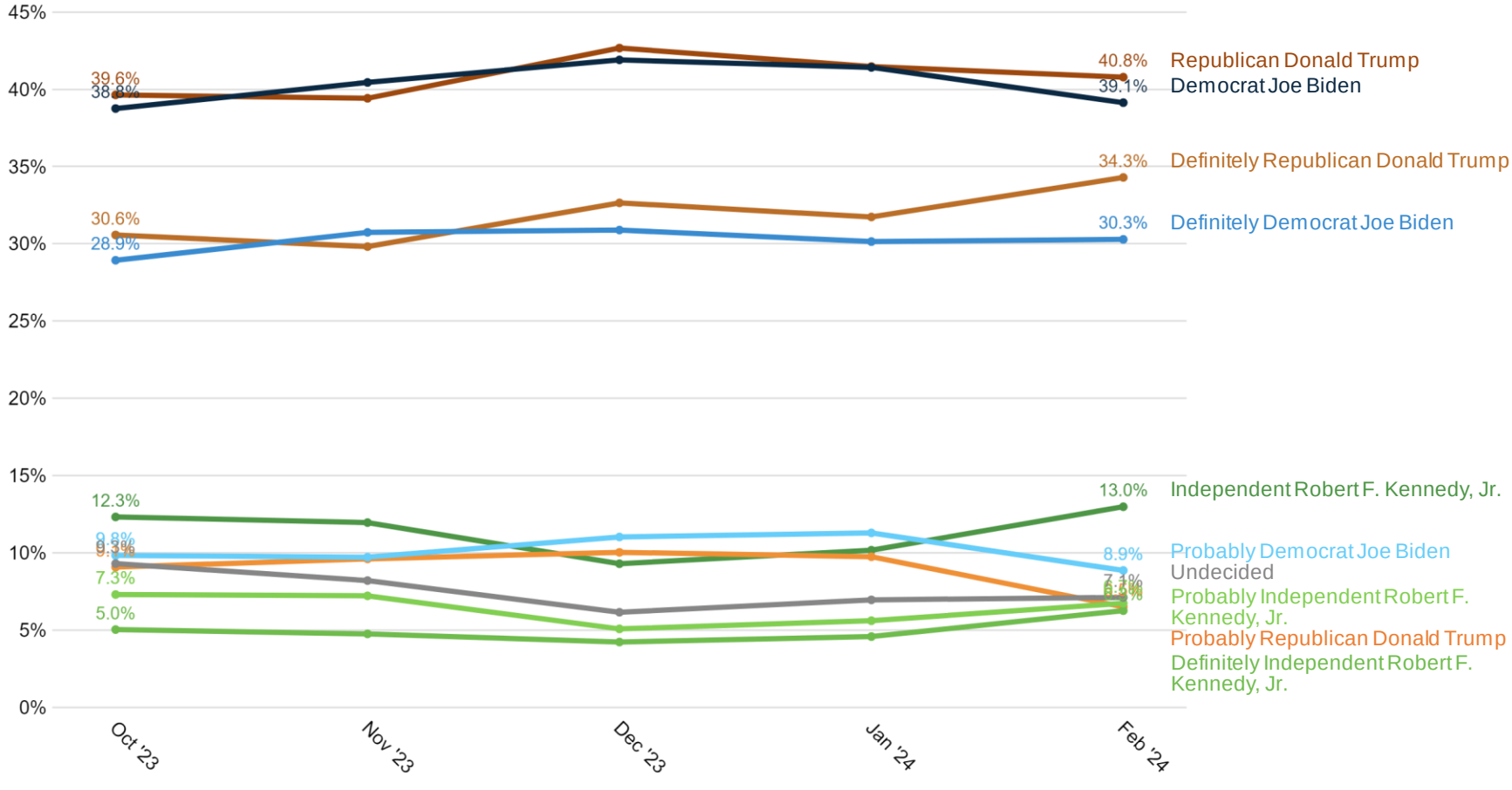


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Donald Trump	31%	44%	40%	50%	38%	52%	44%	24%	43%	38%	38%	50%	46%	33%	29%	39%	25%	44%	59%	85%	32%	4%	47%	15%	35%	36%	26%	42%	37%	43%	83%	3%
Democrat Joe Biden	40%	42%	36%	38%	46%	28%	36%	52%	38%	40%	43%	31%	35%	46%	50%	42%	43%	32%	27%	4%	30%	80%	36%	58%	44%	38%	32%	43%	35%	28%	2%	77%
Independent Robert F. Kennedy, Jr.	18%	8%	16%	8%	12%	13%	13%	15%	9%	15%	14%	12%	11%	14%	17%	11%	19%	15%	9%	7%	26%	11%	12%	15%	13%	18%	26%	9%	19%	16%	10%	13%
Definitely Republican Donald Trump	25%	37%	31%	46%	31%	45%	36%	19%	34%	34%	30%	41%	40%	27%	25%	31%	19%	39%	52%	74%	23%	3%	40%	12%	28%	30%	14%	38%	28%	33%	72%	1%
Probably Republican Donald Trump	6%	6%	9%	4%	7%	7%	7%	5%	8%	4%	8%	9%	6%	6%	4%	8%	6%	5%	8%	11%	8%	1%	7%	3%	7%	6%	12%	5%	9%	10%	11%	2%
Definitely Democrat Joe Biden	28%	36%	26%	31%	39%	19%	27%	42%	25%	30%	32%	25%	27%	38%	40%	32%	34%	24%	20%	3%	22%	63%	28%	42%	35%	29%	17%	35%	24%	22%	1%	62%
Probably Democrat Joe Biden	12%	6%	10%	6%	8%	9%	9%	10%	13%	10%	11%	6%	7%	8%	9%	10%	9%	8%	7%	1%	8%	17%	7%	16%	9%	10%	15%	8%	12%	6%	1%	16%
Definitely Independent Robert F. Kennedy, Jr.	9%	4%	8%	4%	4%	7%	6%	8%	5%	8%	7%	6%	6%	5%	8%	5%	8%	9%	3%	3%	13%	5%	6%	9%	7%	9%	11%	5%	9%	5%	6%	6%
Probably Independent Robert F. Kennedy, Jr.	9%	4%	9%	5%	7%	6%	7%	7%	4%	7%	7%	6%	5%	9%	9%	6%	10%	6%	6%	4%	13%	6%	6%	6%	6%	9%	15%	4%	10%	11%	4%	7%
Undecided	10%	7%	8%	3%	4%	6%	8%	9%	10%	7%	5%	7%	8%	7%	5%	8%	13%	9%	5%	5%	12%	6%	6%	12%	8%	7%	16%	5%	9%	13%	5%	7%

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?

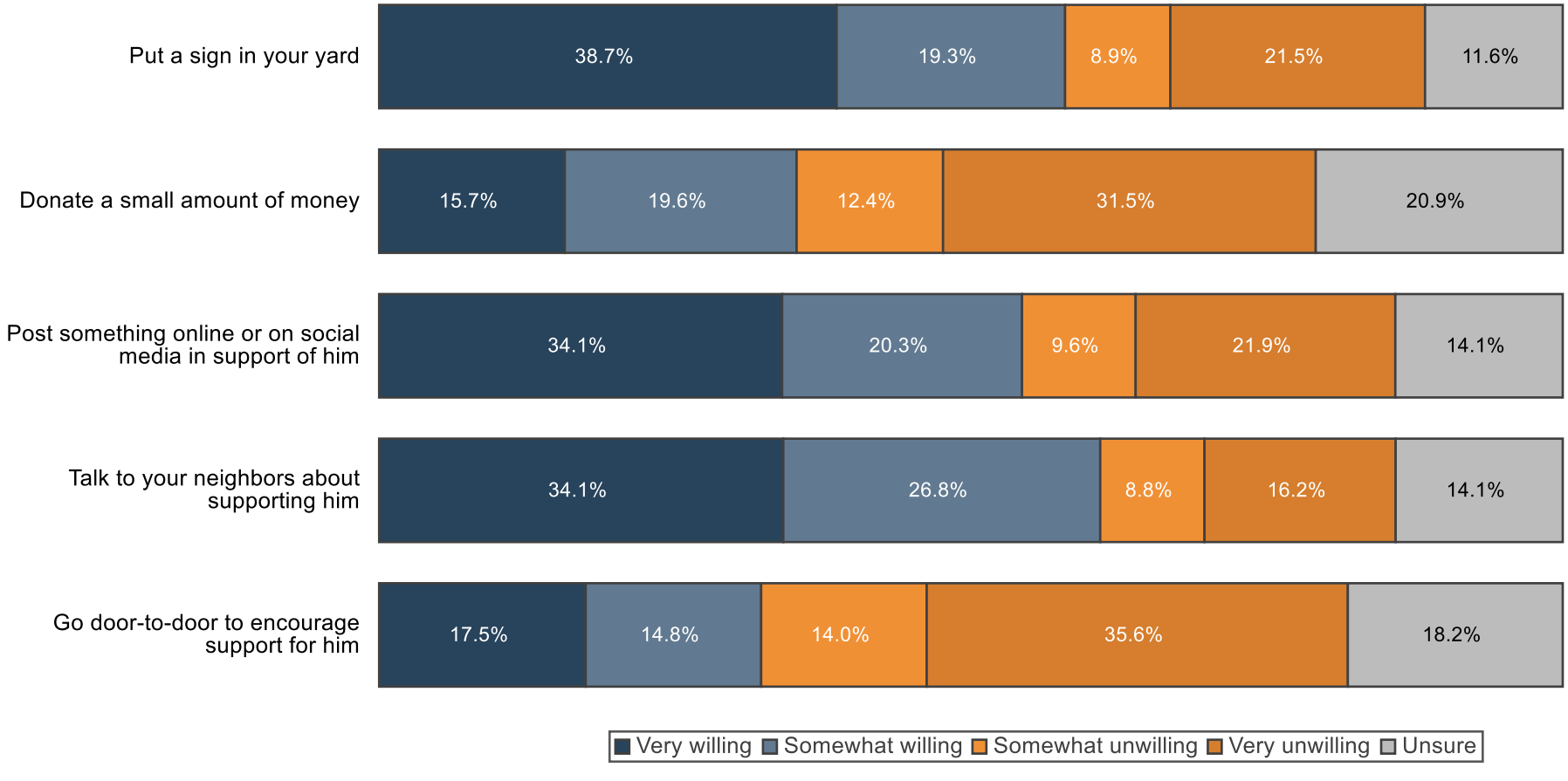
CYGNAL

Trend: Biden v Trump v Kennedy



CYGNAL

Willingness to Support Donald Trump



Please rate how willing or unwilling you would be to do each of the following activities in support of Donald Trump and his campaign.

CYGNAL

Willingness to Support Donald Trump Heatmaps

Willing

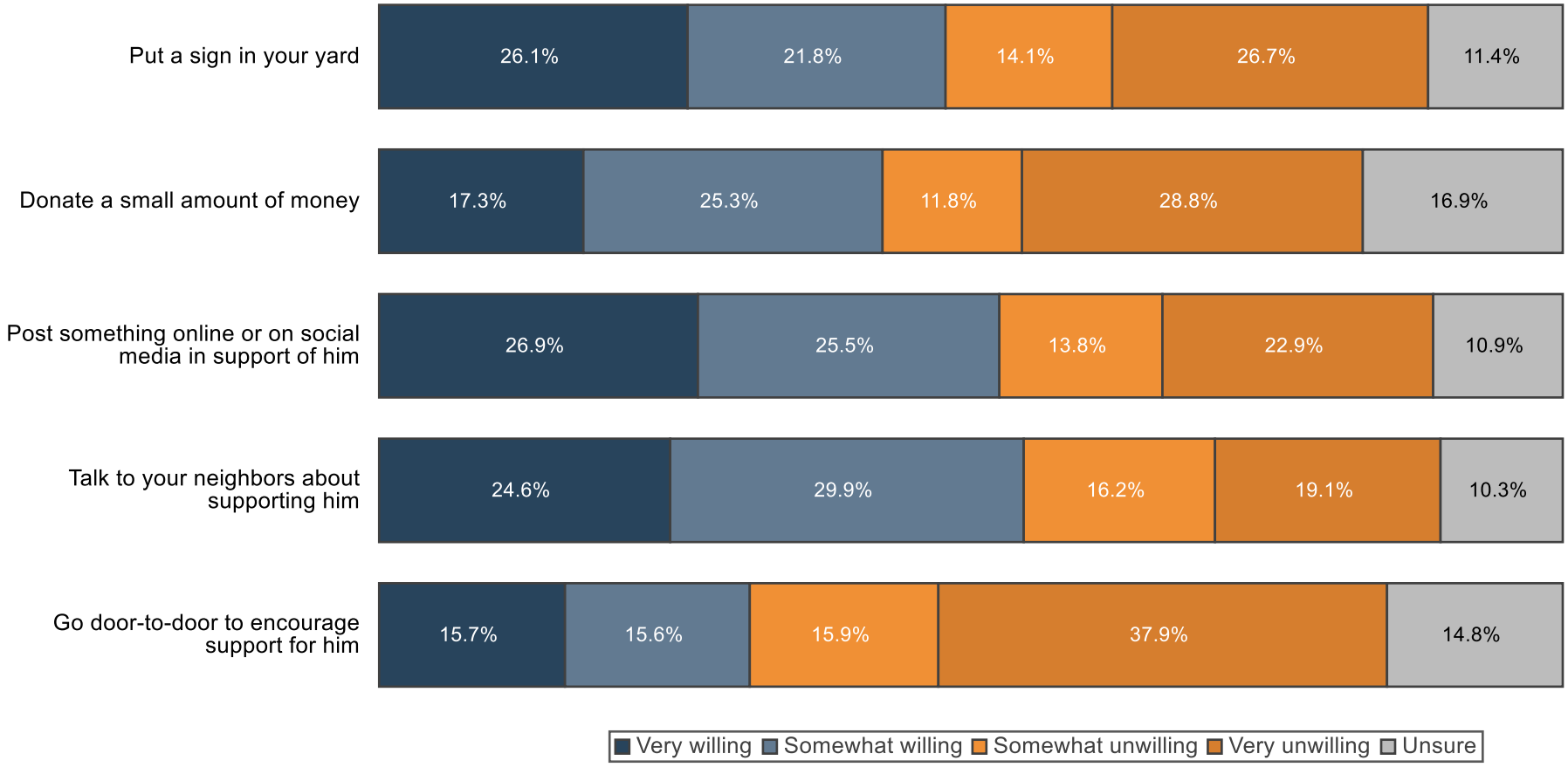
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Put a sign in your yard	61%	52%	59%	61%	56%	62%	59%	45%	70%	51%	62%	69%	50%	55%	54%	51%	47%	60%	71%	60%	51%	59%	57%	67%	68%	65%	46%	59%	58%	52%	60%	39%
Donate a small amount of money	34%	30%	44%	33%	39%	38%	29%	40%	46%	20%	40%	39%	35%	44%	39%	36%	36%	29%	37%	37%	31%	39%	32%	59%	45%	38%	28%	37%	36%	20%	37%	26%
Post something online or on social media in support of him	54%	49%	61%	53%	50%	62%	52%	49%	56%	44%	63%	56%	54%	57%	54%	52%	59%	48%	64%	56%	48%	59%	52%	71%	55%	58%	43%	55%	54%	52%	56%	48%
Talk to your neighbors about supporting him	59%	55%	65%	64%	65%	64%	58%	53%	58%	55%	67%	71%	59%	55%	57%	58%	59%	58%	71%	64%	52%	56%	59%	72%	74%	66%	50%	65%	57%	45%	63%	40%
Go door-to-door to encourage support for him	35%	25%	40%	30%	33%	37%	29%	29%	33%	21%	38%	37%	32%	37%	36%	30%	13%	28%	40%	33%	27%	43%	29%	60%	41%	39%	27%	34%	29%	32%	33%	26%

Unwilling

	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	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Put a sign in your yard	32%	31%	33%	25%	37%	24%	28%	45%	30%	36%	28%	22%	32%	34%	38%	37%	38%	20%	23%	27%	41%	33%	30%	31%	26%	28%	40%	31%	32%	25%	28%	52%
Donate a small amount of money	48%	40%	44%	44%	43%	44%	44%	44%	31%	54%	39%	43%	47%	36%	48%	42%	47%	43%	43%	42%	48%	50%	45%	30%	39%	42%	51%	42%	47%	45%	42%	65%
Post something online or on social media in support of him	36%	32%	30%	29%	34%	27%	32%	40%	34%	37%	25%	28%	31%	34%	34%	34%	31%	30%	27%	30%	37%	35%	33%	27%	29%	31%	40%	33%	33%	19%	30%	48%
Talk to your neighbors about supporting him	29%	22%	26%	23%	28%	22%	24%	31%	23%	30%	23%	18%	24%	30%	30%	28%	31%	22%	19%	21%	33%	41%	25%	26%	19%	23%	34%	21%	31%	29%	22%	50%
Go door-to-door to encourage support for him	52%	51%	47%	49%	50%	46%	50%	57%	48%	63%	45%	45%	49%	43%	52%	49%	61%	50%	47%	48%	54%	53%	51%	38%	40%	48%	53%	48%	55%	43%	48%	71%

CYGNAL

Willingness to Support Joe Biden



Please rate how willing or unwilling you would be to do each of the following activities in support of Joe Biden and his campaign.

CYGNAL

Willingness to Support Joe Biden Heatmaps

Willing

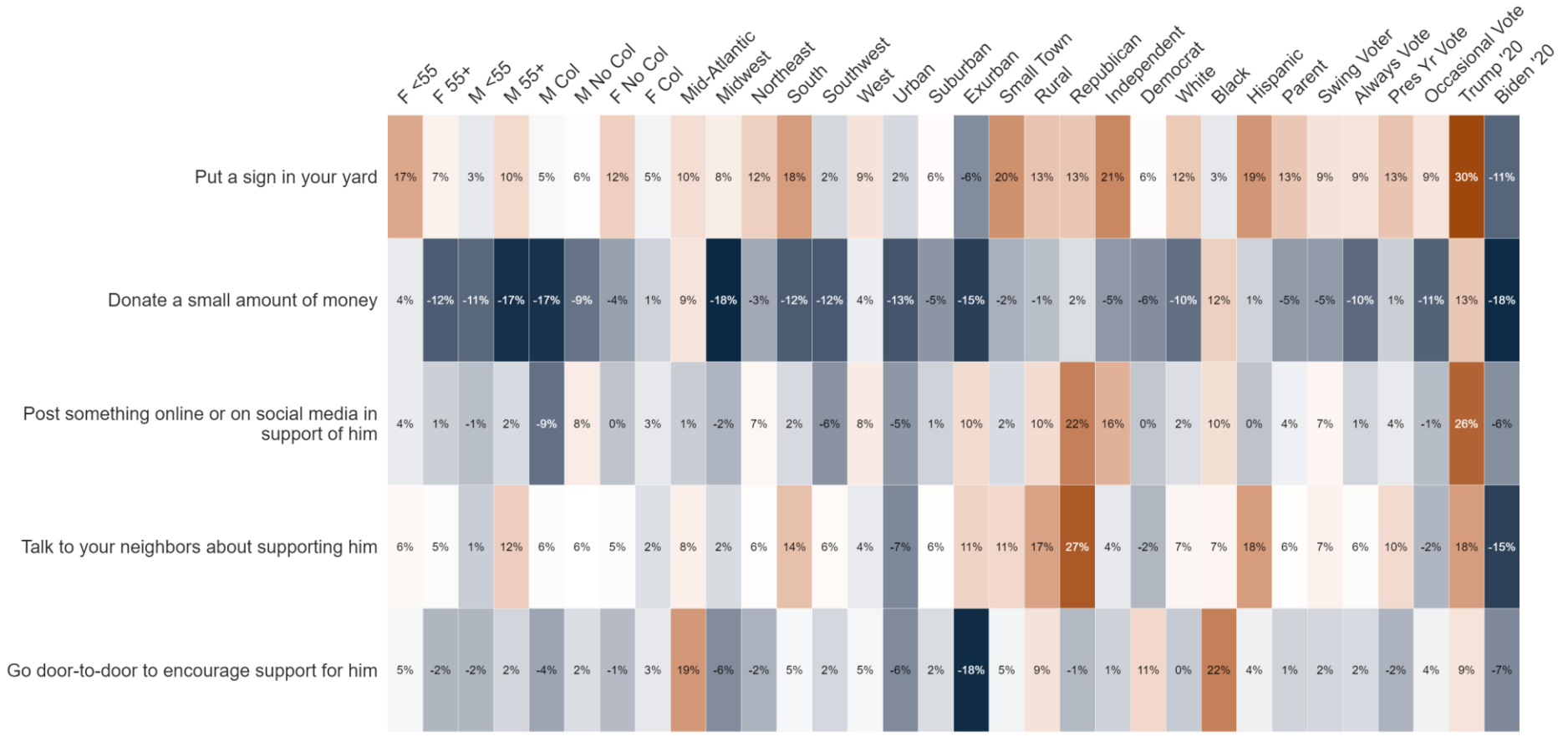
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Put a sign in your yard	44%	44%	56%	50%	51%	57%	47%	40%	60%	43%	50%	50%	48%	46%	52%	45%	53%	40%	58%	47%	30%	53%	45%	63%	49%	52%	36%	50%	45%	43%	30%	49%
Donate a small amount of money	30%	42%	54%	50%	56%	47%	33%	39%	37%	38%	43%	51%	47%	40%	52%	42%	52%	32%	37%	34%	35%	45%	42%	47%	44%	43%	32%	47%	35%	31%	24%	44%
Post something online or on social media in support of him	50%	48%	62%	51%	59%	54%	52%	46%	55%	46%	57%	54%	60%	49%	59%	51%	49%	46%	54%	34%	32%	59%	50%	61%	55%	54%	36%	53%	50%	53%	30%	54%
Talk to your neighbors about supporting him	53%	50%	65%	52%	59%	58%	53%	51%	50%	53%	61%	57%	53%	51%	63%	53%	48%	48%	54%	37%	48%	57%	52%	65%	56%	60%	43%	59%	47%	47%	45%	56%
Go door-to-door to encourage support for him	30%	27%	42%	28%	36%	34%	31%	26%	14%	27%	40%	32%	30%	33%	42%	28%	31%	23%	31%	35%	26%	33%	29%	38%	36%	38%	26%	32%	31%	28%	24%	32%

Unwilling

	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	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Put a sign in your yard	44%	38%	41%	39%	43%	35%	37%	49%	37%	46%	38%	37%	33%	46%	40%	43%	37%	45%	28%	38%	59%	36%	45%	25%	38%	40%	50%	40%	44%	35%	58%	40%
Donate a small amount of money	52%	31%	40%	36%	34%	43%	43%	42%	32%	46%	42%	34%	32%	45%	35%	42%	34%	44%	43%	50%	52%	37%	44%	27%	41%	44%	51%	36%	48%	46%	56%	39%
Post something online or on social media in support of him	40%	33%	35%	38%	35%	38%	34%	42%	38%	41%	35%	36%	24%	42%	32%	39%	41%	39%	33%	54%	57%	30%	40%	27%	33%	37%	51%	35%	42%	26%	53%	35%
Talk to your neighbors about supporting him	36%	32%	35%	38%	36%	36%	32%	38%	33%	38%	31%	31%	34%	40%	29%	35%	48%	39%	41%	43%	42%	33%	38%	25%	36%	32%	44%	30%	45%	35%	43%	34%
Go door-to-door to encourage support for him	55%	48%	54%	59%	56%	56%	46%	61%	60%	57%	46%	53%	57%	53%	47%	56%	60%	59%	52%	59%	63%	51%	57%	42%	51%	51%	62%	51%	61%	51%	55%	53%

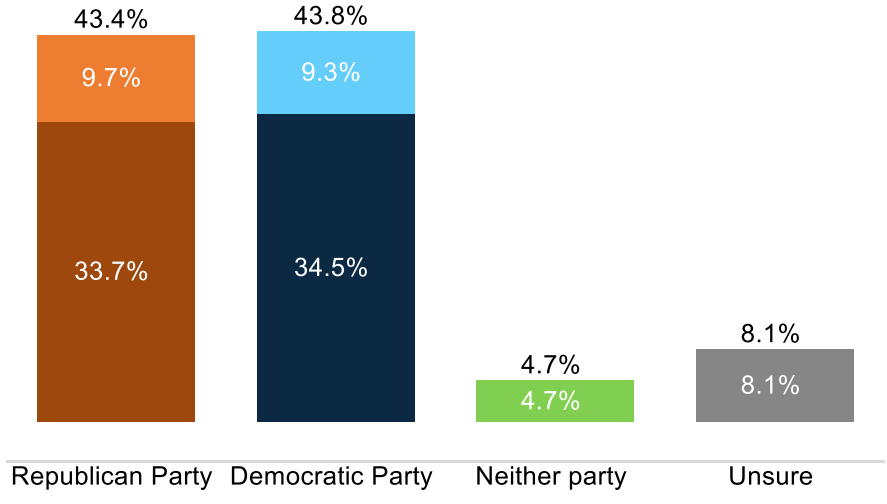
CYGNAL

Percent Change: Willing to Support Trump − Biden



CYGNAL

Party - Extreme

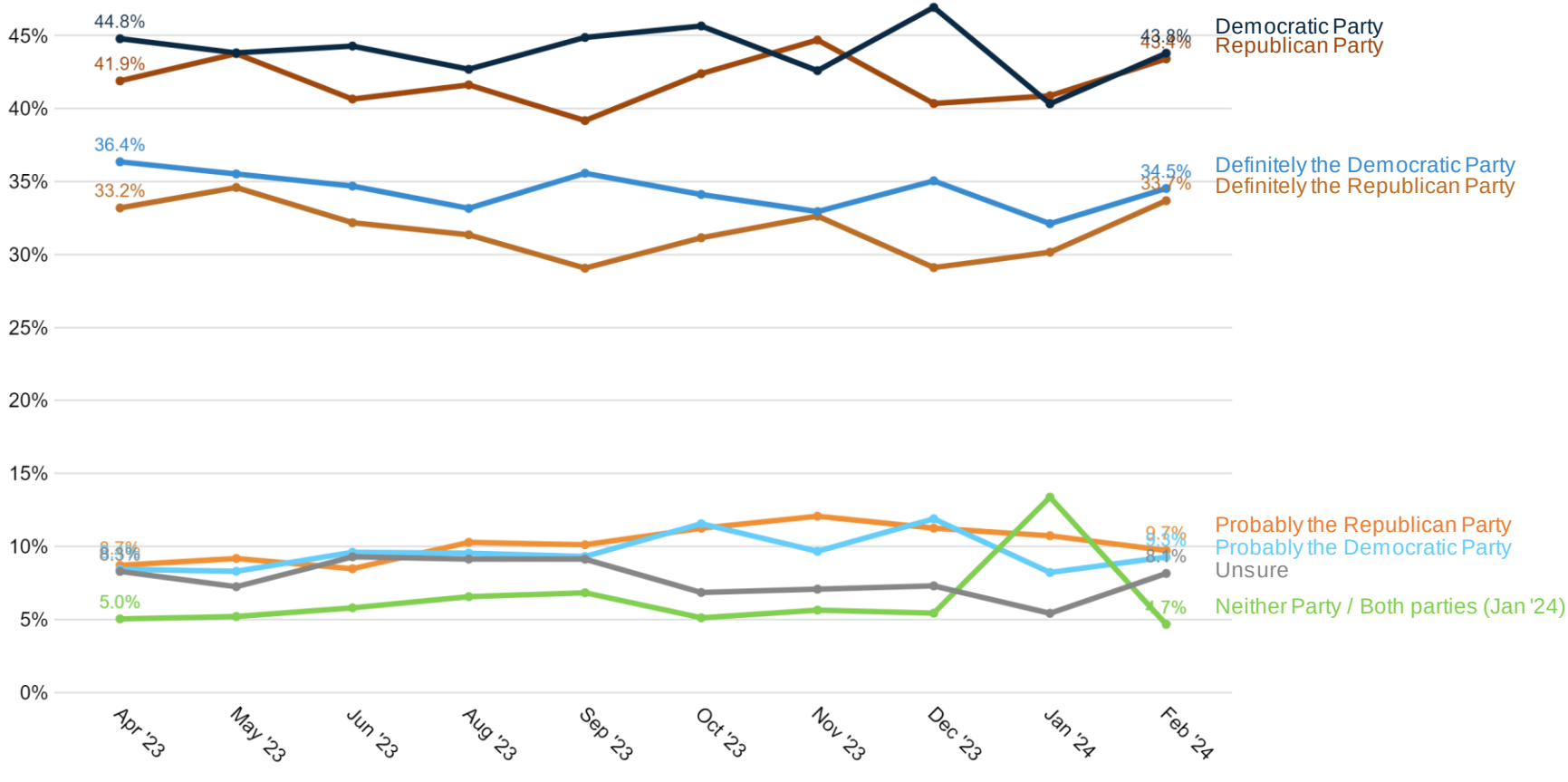


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Party	46%	46%	41%	40%	44%	37%	41%	56%	35%	39%	49%	39%	39%	54%	49%	46%	50%	37%	36%	28%	44%	59%	44%	33%	59%	42%	43%	44%	45%	36%	24%	63%
Democratic Party	38%	41%	46%	53%	47%	51%	42%	33%	48%	47%	41%	46%	46%	36%	40%	43%	35%	46%	50%	61%	36%	33%	45%	48%	33%	43%	34%	47%	40%	33%	63%	28%
Definitely the Republican Party	33%	38%	29%	34%	38%	26%	30%	47%	27%	32%	37%	29%	32%	40%	38%	36%	33%	30%	28%	19%	33%	49%	35%	24%	42%	33%	25%	37%	31%	25%	18%	51%
Probably the Republican Party	13%	8%	12%	6%	6%	11%	11%	9%	8%	7%	12%	10%	8%	13%	11%	11%	16%	7%	8%	9%	11%	10%	8%	10%	17%	9%	17%	7%	15%	12%	6%	12%
Probably the Democratic Party	12%	6%	12%	7%	7%	12%	10%	8%	9%	9%	12%	9%	9%	8%	10%	10%	8%	8%	9%	9%	9%	10%	8%	15%	14%	10%	16%	7%	15%	7%	9%	9%
Definitely the Democratic Party	26%	35%	34%	46%	41%	38%	33%	25%	39%	39%	29%	37%	37%	28%	30%	33%	27%	38%	40%	52%	27%	23%	37%	34%	19%	32%	18%	40%	26%	26%	53%	19%
Neither Party	4%	5%	6%	4%	4%	6%	4%	5%	5%	4%	5%	4%	6%	4%	4%	4%	7%	6%	5%	5%	9%	2%	5%	5%	2%	6%	9%	4%	5%	7%	5%	3%
Unsure	12%	8%	7%	4%	5%	6%	12%	6%	12%	9%	5%	11%	8%	6%	7%	7%	8%	10%	9%	7%	11%	5%	7%	13%	6%	10%	14%	5%	9%	24%	8%	6%

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

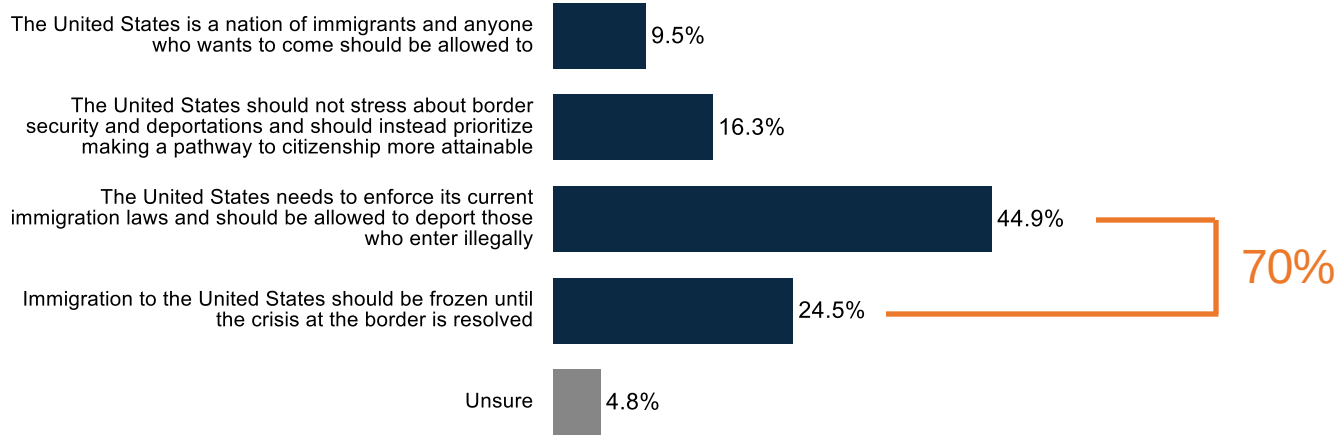
CYGNAL

Trend: Party - Extreme



CYGNAL

Immigration Opinion

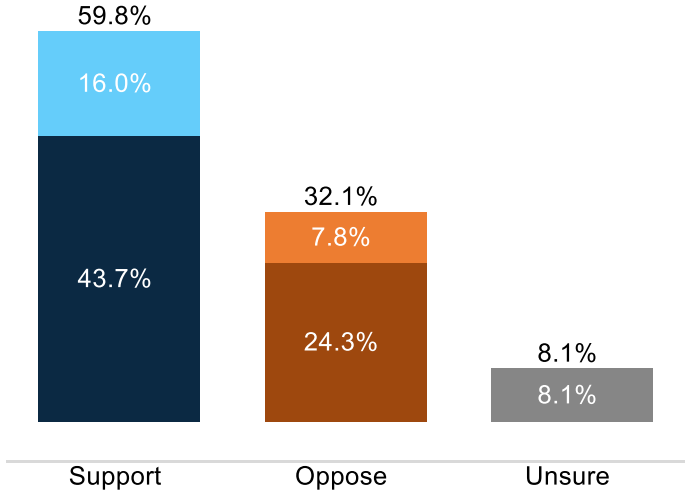


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
The United States is a nation of immigrants and anyone who wants to come should be allowed to	17%	5%	11%	4%	10%	5%	11%	11%	8%	6%	10%	9%	11%	12%	15%	8%	18%	8%	5%	3%	6%	18%	7%	20%	21%	13%	8%	9%	9%	14%	3%	16%
The United States should not stress about border security and deportations and should instead prioritize making a pathway to citizenship more attainable	26%	11%	18%	9%	15%	12%	16%	23%	17%	17%	13%	14%	17%	18%	20%	19%	18%	13%	9%	6%	16%	27%	14%	18%	26%	16%	18%	16%	20%	10%	5%	26%
The United States needs to enforce its current immigration laws and should be allowed to deport those who enter illegally	33%	48%	45%	57%	49%	52%	41%	40%	40%	44%	47%	42%	51%	42%	40%	46%	41%	46%	47%	53%	45%	37%	48%	40%	30%	41%	47%	46%	45%	39%	52%	38%
Immigration to the United States should be frozen until the crisis at the border is resolved	17%	31%	23%	29%	24%	28%	25%	20%	29%	28%	26%	27%	16%	23%	19%	23%	17%	28%	32%	35%	28%	12%	28%	12%	18%	24%	20%	26%	22%	21%	37%	14%
Unsure	8%	6%	4%	1%	2%	2%	7%	6%	6%	5%	4%	8%	4%	4%	6%	3%	6%	5%	7%	3%	6%	6%	4%	10%	5%	6%	7%	4%	4%	15%	3%	6%

Which of the following comes closest to your opinion on immigration?

CYGNAL

TX Gov Abbott Border Standoff with the Feds

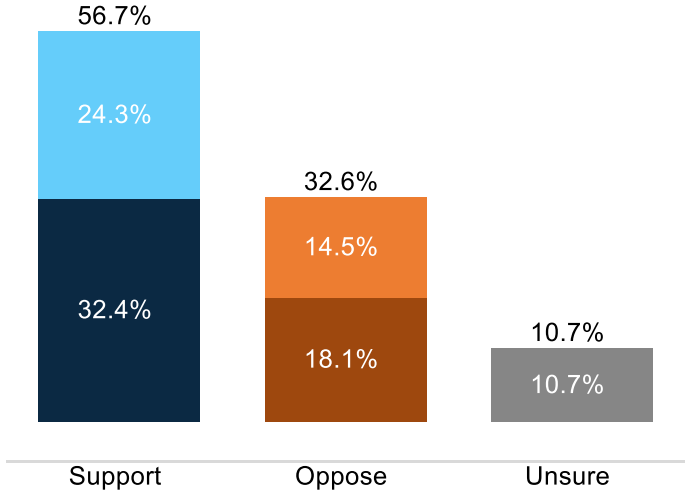


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	51%	58%	64%	69%	61%	72%	58%	45%	64%	62%	60%	59%	60%	57%	53%	57%	49%	65%	70%	88%	62%	31%	64%	47%	44%	61%	60%	60%	60%	60%	90%	32%
Oppose Total	35%	36%	29%	28%	34%	22%	30%	48%	24%	30%	34%	29%	33%	38%	39%	35%	44%	30%	17%	7%	30%	58%	30%	34%	48%	29%	28%	36%	30%	16%	5%	59%
Strongly support	31%	46%	42%	60%	46%	54%	42%	31%	45%	47%	43%	46%	45%	37%	34%	39%	38%	51%	58%	77%	41%	14%	50%	22%	29%	43%	29%	48%	37%	38%	78%	13%
Somewhat support	19%	12%	23%	10%	15%	18%	16%	14%	19%	14%	17%	13%	15%	20%	19%	18%	12%	14%	12%	11%	21%	18%	14%	25%	15%	18%	30%	12%	22%	21%	12%	19%
Somewhat oppose	9%	8%	8%	6%	6%	8%	8%	10%	8%	7%	11%	9%	5%	8%	8%	9%	15%	6%	5%	3%	9%	12%	7%	12%	9%	8%	12%	6%	11%	7%	2%	13%
Strongly oppose	26%	29%	21%	22%	28%	15%	22%	38%	16%	23%	23%	20%	28%	30%	31%	26%	29%	24%	12%	4%	21%	47%	23%	22%	39%	21%	16%	29%	19%	9%	3%	46%
Unsure	15%	6%	7%	3%	4%	6%	12%	7%	11%	8%	6%	13%	8%	5%	8%	8%	7%	5%	13%	5%	8%	10%	6%	18%	8%	10%	13%	5%	10%	24%	5%	9%

Texas Governor Greg Abbott is using the Texas National Guard and Texas Department of Public Safety to protect its border, including using razor wire. The Supreme Court ruled with the Biden Administration to let U.S. Border Patrol cut the wire so illegal migrants can come into the country. Abbott says Texas has a constitutional right to defend itself from the invasion and the federal government can't stop their efforts. Do you support or oppose Governor Abbott's efforts to secure the Southern border with wire and other means?

CYGNAL

Illegal Immigrants Deportation

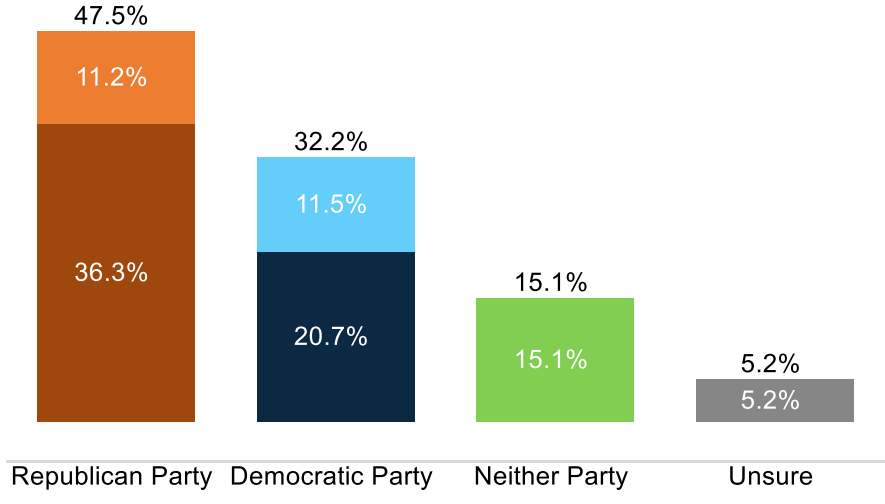


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	43%	58%	55%	75%	63%	66%	52%	48%	57%	56%	61%	56%	57%	54%	52%	58%	42%	60%	59%	76%	58%	37%	61%	44%	41%	54%	49%	60%	52%	49%	78%	38%
Oppose Total	45%	26%	37%	20%	31%	27%	33%	41%	36%	32%	29%	31%	31%	38%	40%	32%	47%	28%	29%	16%	30%	50%	29%	44%	49%	37%	36%	30%	39%	27%	14%	50%
Strongly support	18%	33%	32%	50%	37%	44%	26%	23%	34%	34%	31%	31%	35%	29%	29%	30%	21%	37%	39%	54%	31%	13%	37%	17%	21%	32%	19%	39%	21%	26%	54%	14%
Somewhat support	24%	26%	23%	25%	25%	22%	25%	24%	23%	22%	29%	25%	22%	24%	22%	28%	21%	23%	19%	22%	27%	24%	24%	27%	20%	22%	29%	21%	31%	23%	23%	24%
Somewhat oppose	18%	13%	17%	10%	12%	14%	15%	16%	18%	15%	13%	14%	13%	16%	16%	15%	22%	14%	11%	8%	14%	21%	14%	20%	16%	14%	21%	11%	21%	14%	7%	22%
Strongly oppose	27%	14%	20%	10%	18%	13%	18%	25%	18%	17%	16%	17%	18%	23%	24%	17%	25%	14%	18%	8%	17%	29%	15%	24%	33%	23%	15%	19%	18%	13%	7%	28%
Unsure	13%	16%	8%	5%	7%	7%	15%	11%	7%	12%	10%	13%	12%	8%	9%	10%	12%	13%	13%	8%	12%	12%	10%	12%	10%	9%	16%	9%	9%	24%	8%	12%

Do you support or oppose illegal immigrants being sent to detention centers while they're awaiting deportation?

CYGNAL

Border Security Trust

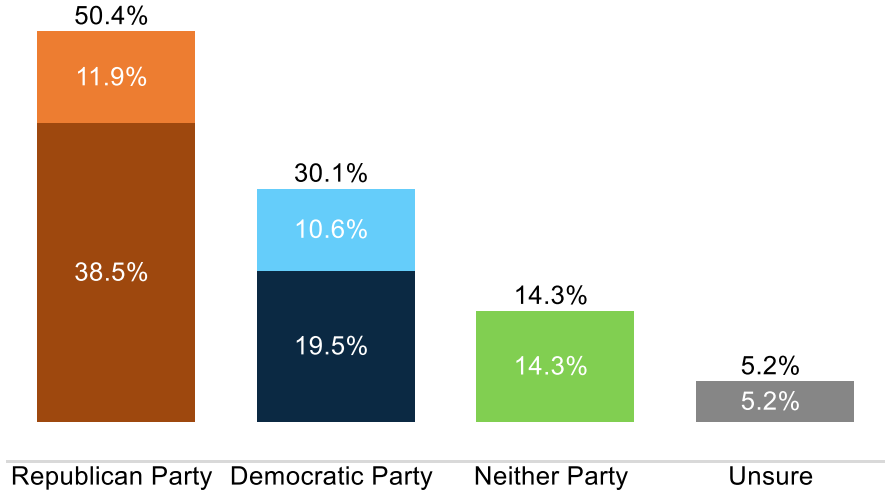


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Party	35%	48%	50%	59%	47%	63%	45%	34%	51%	46%	46%	49%	55%	42%	35%	46%	43%	52%	62%	91%	42%	9%	54%	22%	41%	45%	38%	48%	47%	44%	87%	10%
Democratic Party	38%	32%	32%	25%	37%	21%	32%	42%	23%	31%	37%	28%	29%	38%	48%	33%	35%	25%	18%	3%	22%	68%	27%	53%	44%	35%	25%	33%	33%	24%	2%	63%
Definitely the Republican Party	22%	41%	34%	52%	36%	48%	35%	24%	36%	33%	35%	40%	44%	31%	25%	34%	30%	44%	48%	77%	28%	3%	43%	12%	29%	31%	17%	40%	30%	32%	72%	4%
Probably the Republican Party	13%	7%	17%	7%	10%	14%	10%	10%	14%	12%	12%	9%	12%	10%	10%	13%	13%	8%	13%	14%	14%	7%	11%	10%	12%	14%	21%	9%	16%	12%	15%	6%
Probably the Democratic Party	18%	8%	11%	7%	11%	7%	12%	17%	7%	10%	14%	10%	12%	13%	15%	12%	15%	12%	5%	1%	10%	22%	9%	18%	19%	14%	17%	8%	19%	11%	1%	21%
Definitely the Democratic Party	19%	24%	21%	18%	26%	14%	20%	25%	17%	21%	23%	18%	17%	24%	33%	21%	20%	14%	14%	1%	12%	46%	18%	34%	25%	21%	8%	25%	14%	13%	1%	42%
Neither Party	20%	13%	13%	13%	14%	12%	15%	20%	18%	17%	14%	15%	12%	16%	12%	16%	17%	18%	12%	4%	29%	17%	15%	17%	10%	15%	27%	15%	16%	16%	7%	21%
Unsure	7%	7%	4%	2%	2%	4%	7%	4%	8%	6%	2%	8%	4%	5%	5%	4%	5%	5%	8%	2%	7%	5%	5%	8%	5%	5%	10%	4%	5%	16%	3%	6%

Which political party do you trust most to address our nation's border security?

CYGNAL

Border Security Trust Informed

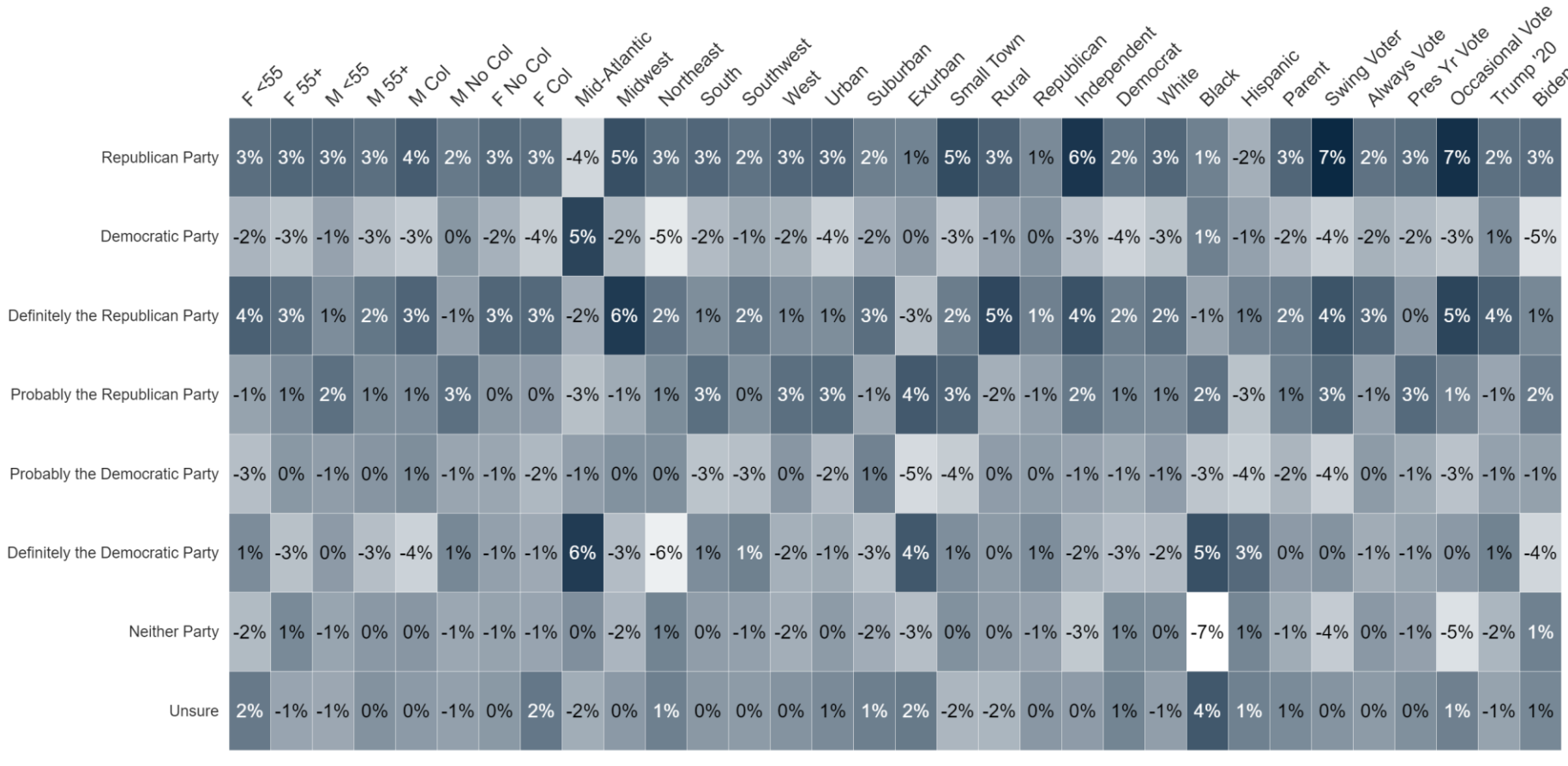


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Party	38%	51%	54%	62%	50%	65%	48%	37%	46%	50%	49%	52%	57%	45%	39%	48%	44%	56%	65%	92%	49%	12%	57%	24%	39%	48%	45%	51%	49%	51%	90%	13%
Democratic Party	36%	29%	31%	23%	33%	21%	30%	38%	29%	29%	32%	26%	28%	36%	44%	32%	34%	22%	18%	3%	19%	64%	24%	54%	44%	32%	21%	31%	31%	20%	3%	58%
Definitely the Republican Party	26%	43%	34%	54%	40%	48%	38%	27%	35%	39%	37%	40%	46%	32%	26%	36%	27%	46%	54%	79%	33%	4%	45%	11%	30%	33%	21%	43%	30%	38%	75%	5%
Probably the Republican Party	12%	8%	19%	8%	11%	17%	10%	10%	11%	11%	12%	12%	12%	13%	13%	11%	17%	11%	12%	14%	16%	8%	12%	12%	9%	15%	24%	8%	19%	14%	14%	8%
Probably the Democratic Party	16%	8%	10%	7%	12%	6%	11%	14%	6%	10%	15%	7%	9%	13%	12%	14%	10%	8%	4%	1%	9%	21%	9%	15%	15%	12%	13%	8%	17%	8%	0%	20%
Definitely the Democratic Party	20%	21%	21%	15%	22%	15%	19%	24%	23%	19%	17%	19%	19%	23%	32%	18%	24%	14%	13%	2%	10%	43%	15%	39%	28%	21%	8%	24%	13%	13%	2%	38%
Neither Party	18%	13%	12%	13%	14%	11%	14%	19%	18%	15%	15%	14%	12%	14%	12%	15%	15%	18%	12%	3%	26%	18%	15%	11%	11%	14%	23%	15%	15%	11%	5%	22%
Unsure	9%	6%	3%	3%	2%	3%	7%	6%	6%	6%	4%	8%	3%	5%	6%	6%	7%	3%	5%	2%	6%	7%	4%	12%	7%	6%	11%	3%	5%	17%	2%	7%

In December, 249,785 illegal crossings were recorded along the U.S.-Mexico border, the highest monthly total ever. The Biden administration acknowledges that the majority of these illegal immigrants were released into the United States. Now knowing this information … Which political party do you trust most to address our nation's border security?

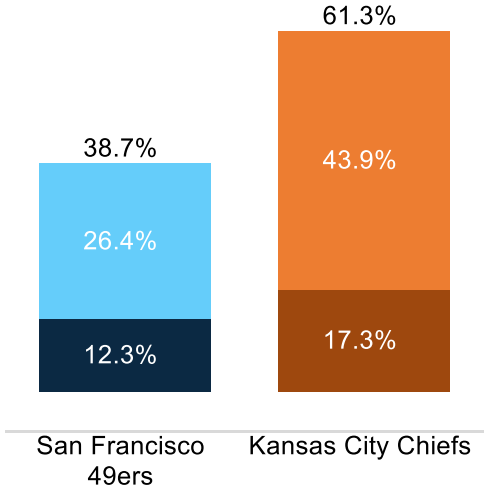
CYGNAL

Percent Change: Border Security Trust Initial to Informed



CYGNAL

Super Bowl Winner Projection



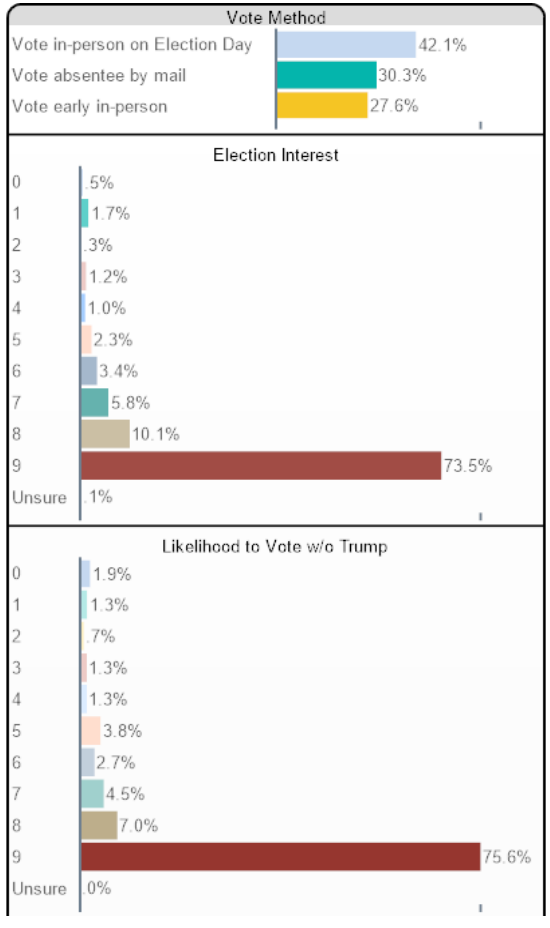
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Urban	Suburban	Exurban	Small Town	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
San Francisco 49ers	36%	37%	45%	39%	44%	39%	38%	32%	35%	30%	40%	35%	40%	52%	38%	38%	33%	39%	42%	41%	36%	38%	37%	42%	52%	40%	40%	39%	38%	42%	40%	37%
Kansas City Chiefs	64%	63%	55%	61%	56%	61%	62%	68%	65%	70%	60%	65%	60%	48%	62%	62%	67%	61%	58%	59%	64%	62%	63%	58%	48%	60%	60%	61%	62%	58%	60%	63%
Definitely the San Francisco 49ers	12%	10%	16%	11%	11%	15%	12%	10%	9%	7%	15%	12%	11%	19%	17%	11%	19%	12%	11%	13%	9%	14%	10%	17%	21%	17%	9%	13%	10%	15%	12%	12%
Probably the San Francisco 49ers	23%	26%	28%	28%	33%	24%	26%	22%	25%	23%	25%	24%	29%	32%	21%	27%	14%	27%	32%	28%	27%	24%	26%	25%	31%	23%	31%	26%	28%	27%	27%	25%
Probably the Kansas City Chiefs	49%	42%	38%	46%	41%	42%	43%	52%	46%	48%	47%	46%	40%	38%	42%	47%	49%	43%	39%	41%	52%	42%	47%	33%	34%	42%	47%	43%	48%	36%	42%	45%
Definitely the Kansas City Chiefs	16%	21%	17%	15%	14%	18%	20%	15%	19%	23%	13%	19%	21%	10%	20%	15%	18%	18%	19%	18%	13%	20%	16%	25%	14%	19%	13%	18%	14%	22%	18%	17%

Who do you think will win the 2024 Super Bowl this coming Sunday, February 11th?

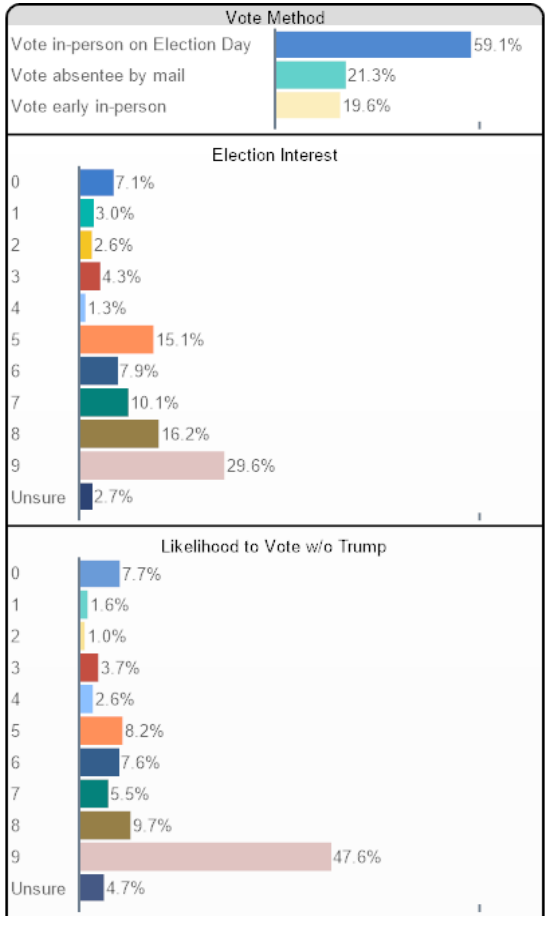
CYGNAL

Segmentation Analysis:

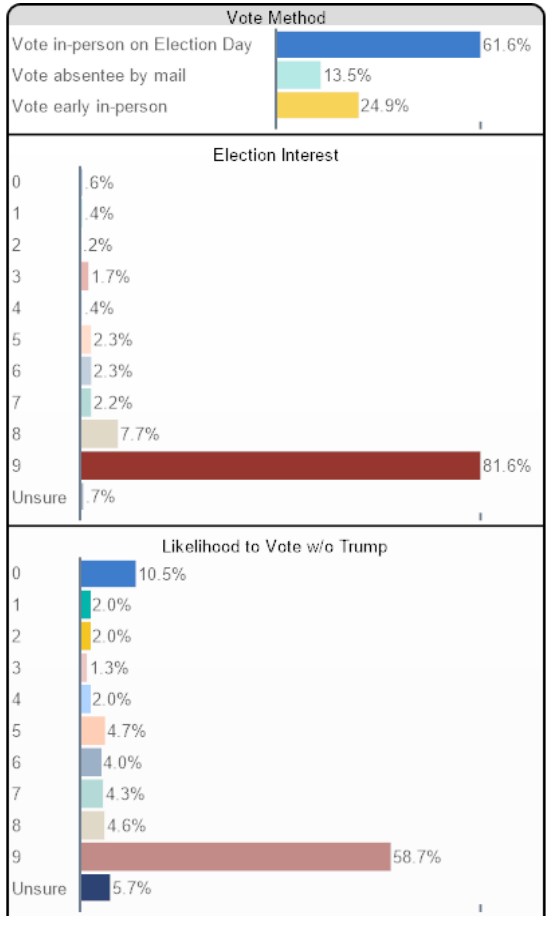
Dem Base (41%)



Working-Class Persuadables (16%)



GOP Base (43%)



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

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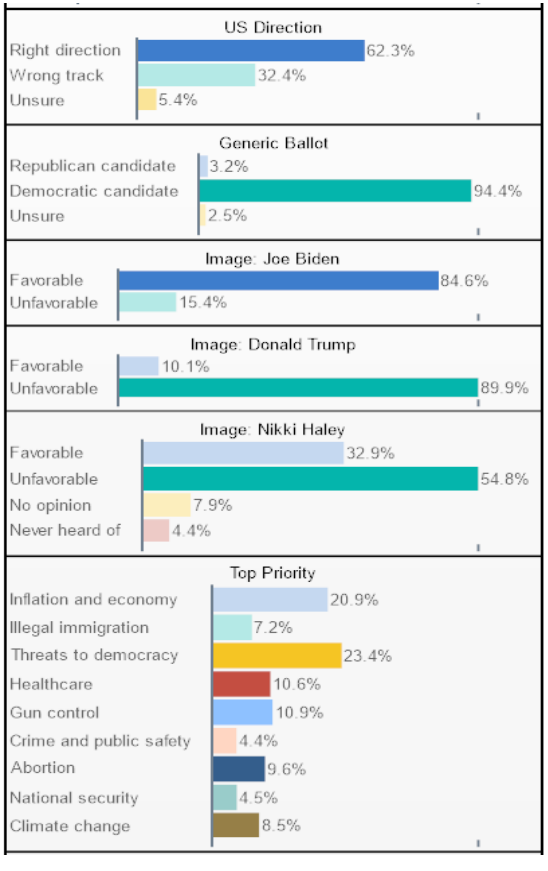
Dem Base (41%)



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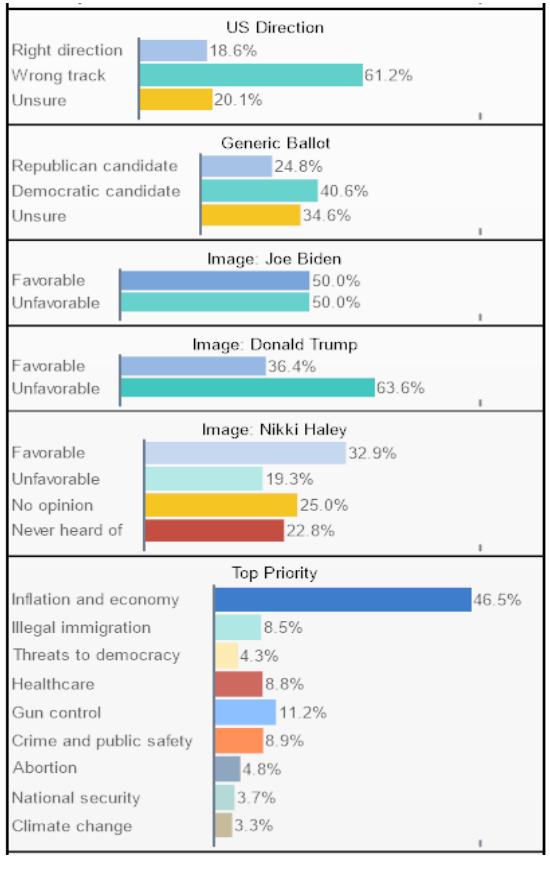

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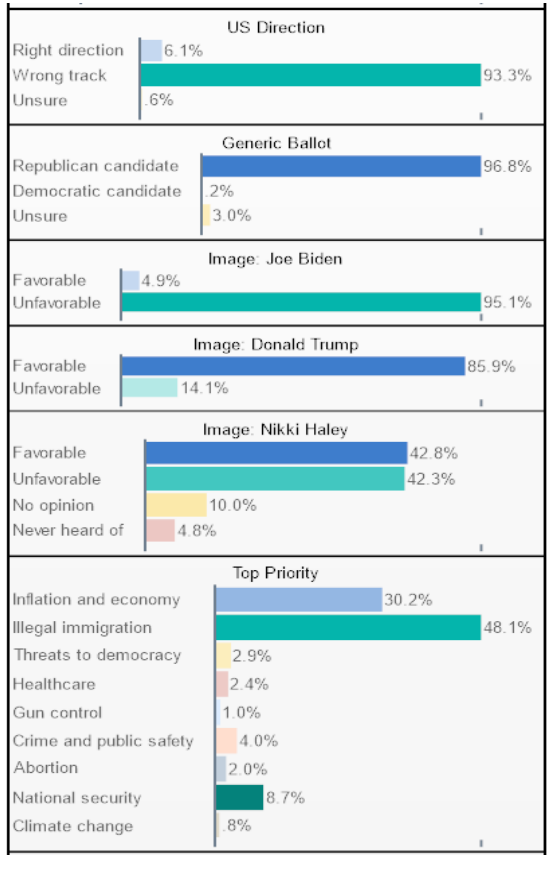

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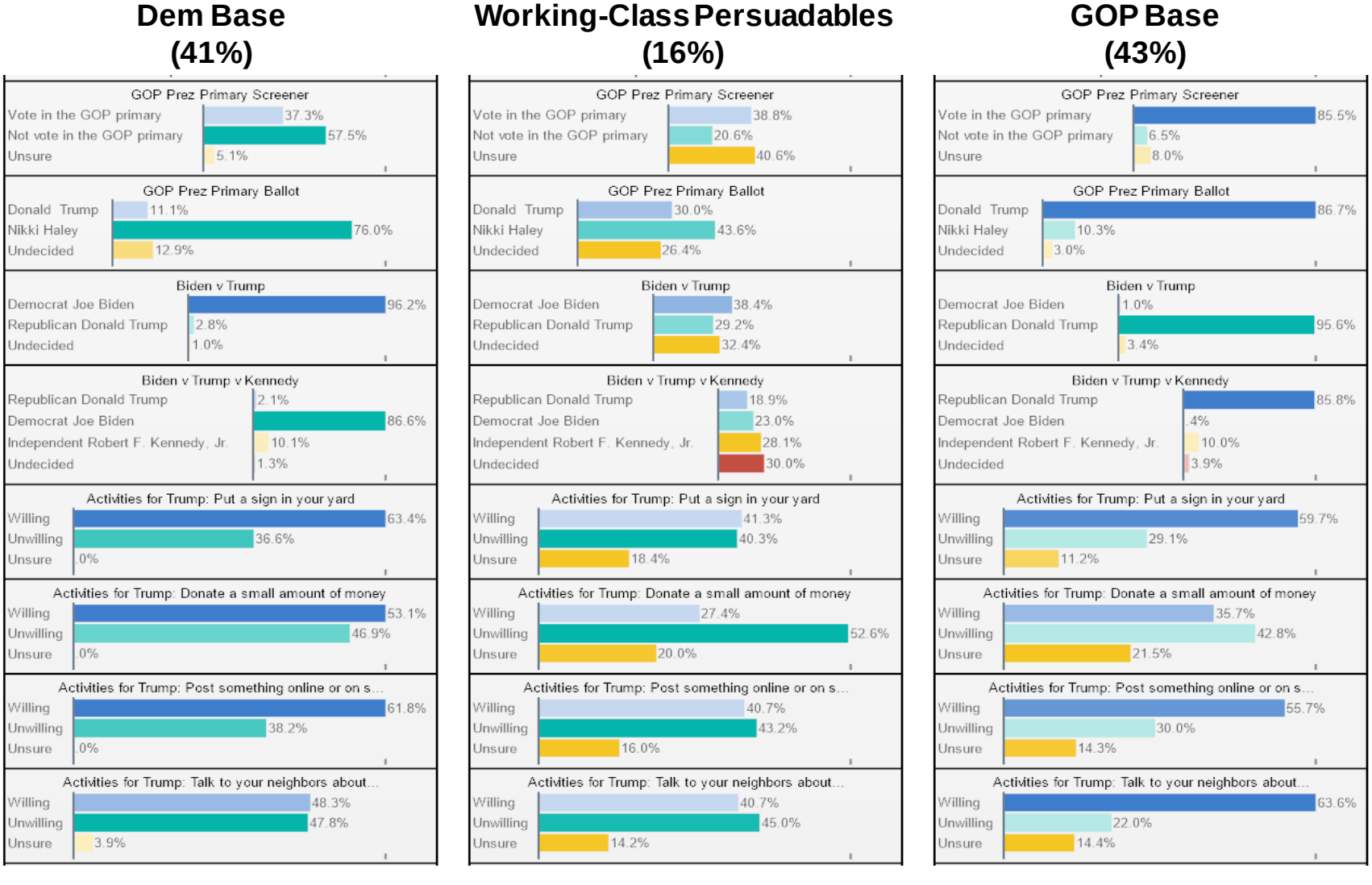

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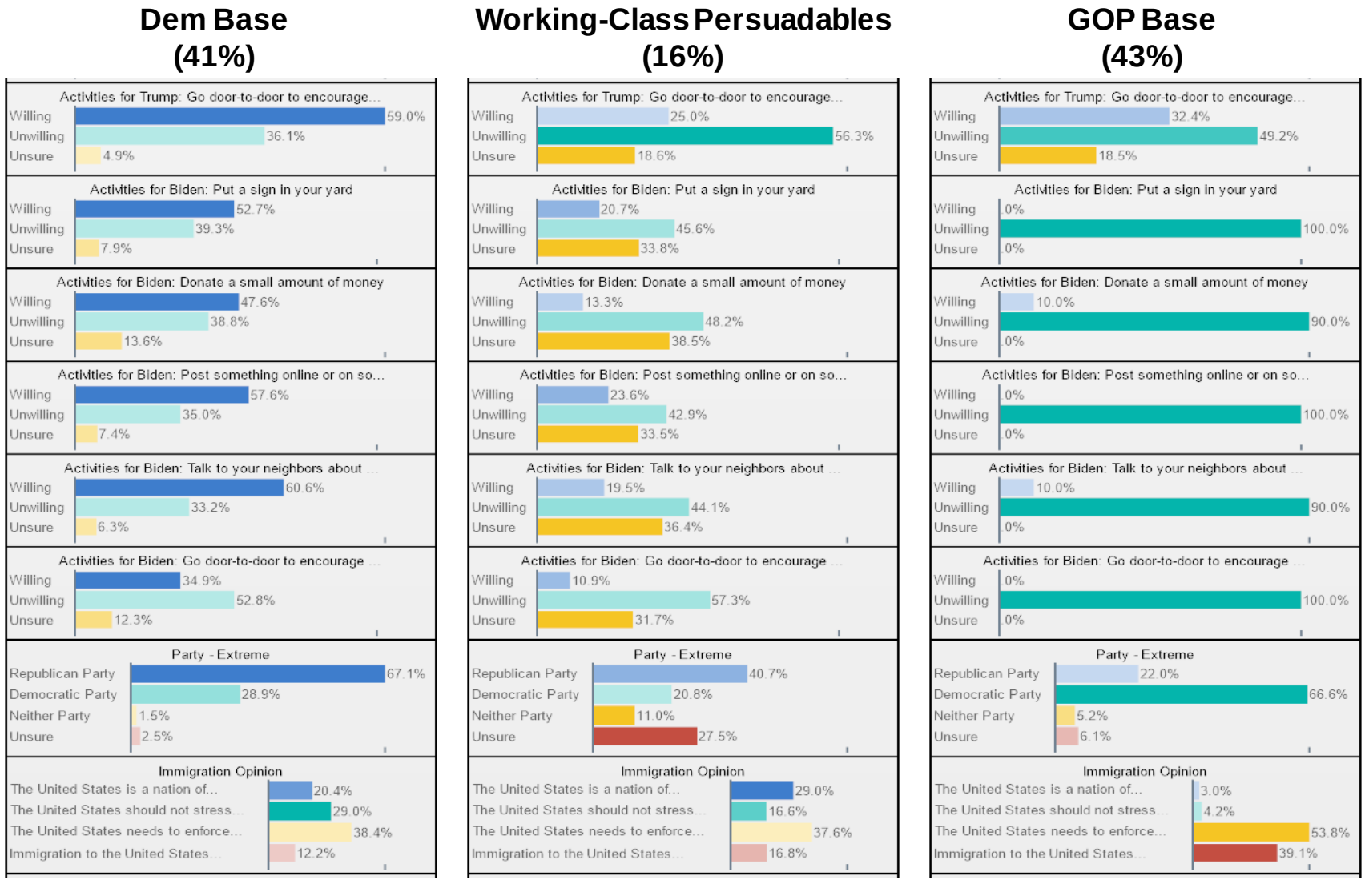

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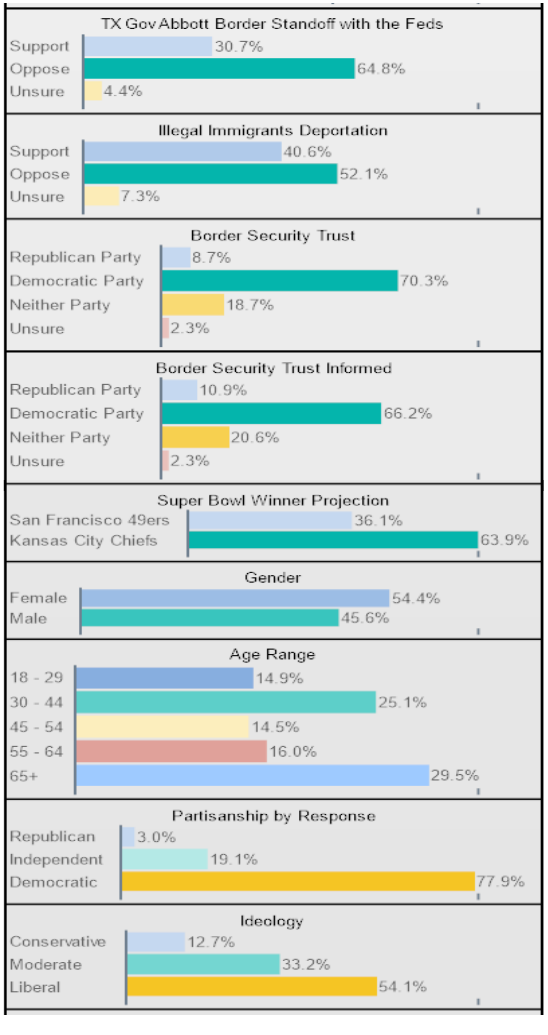

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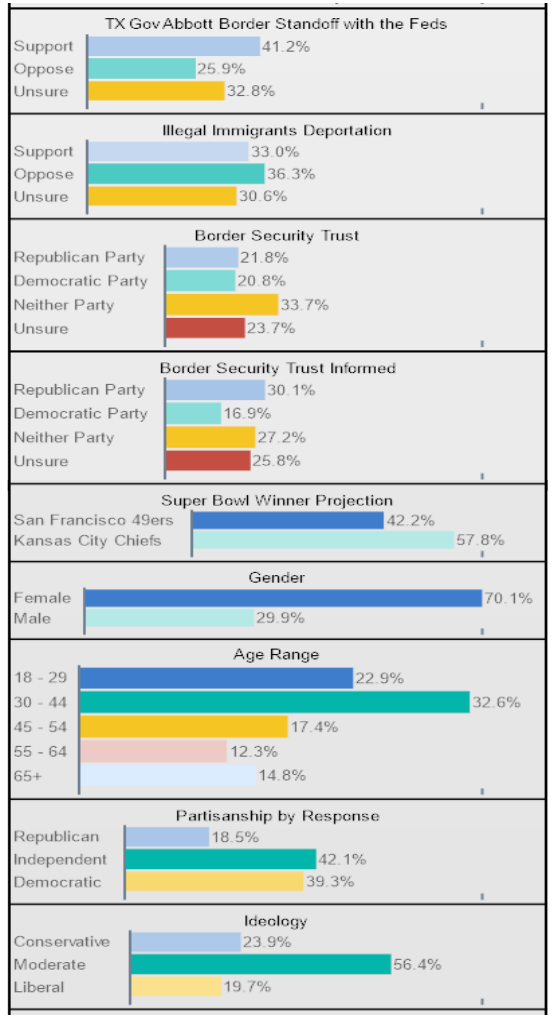

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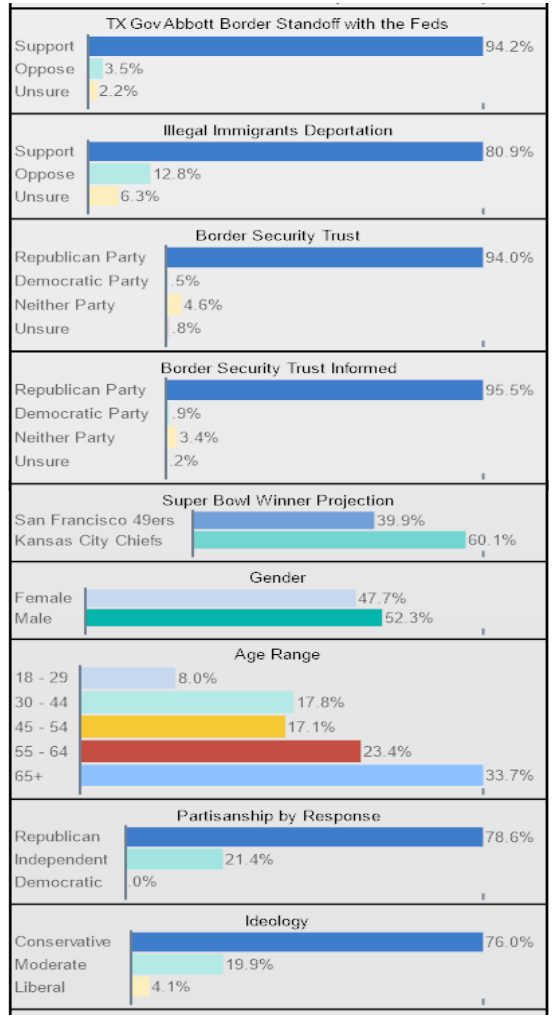

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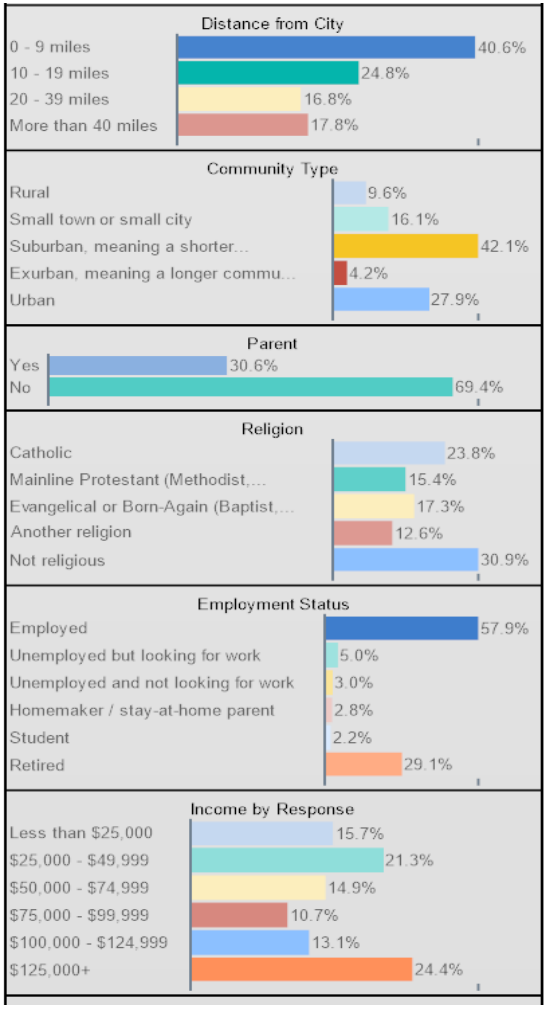

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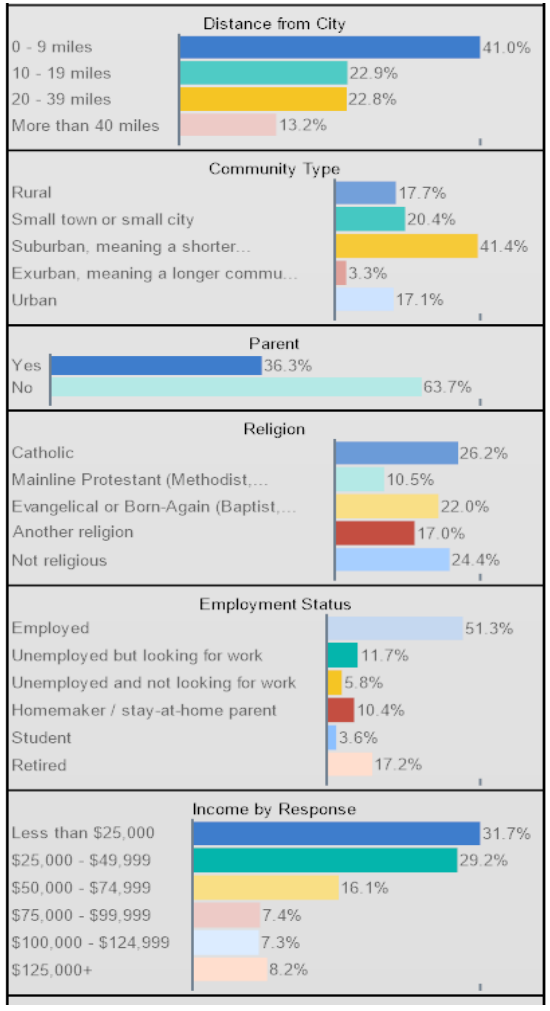

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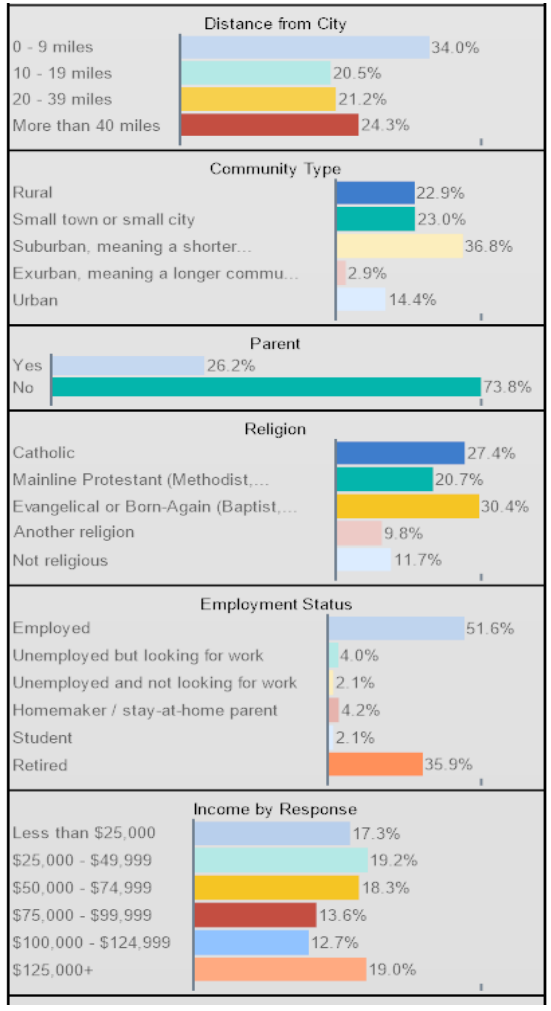

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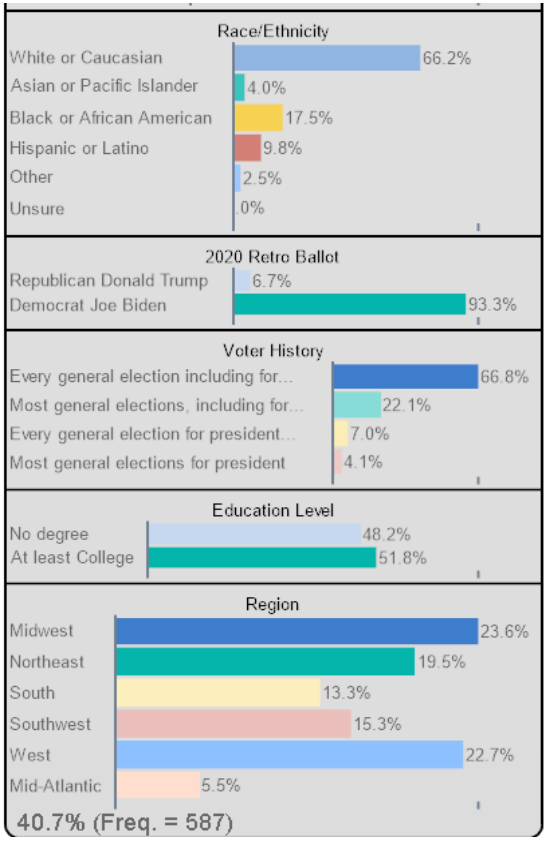

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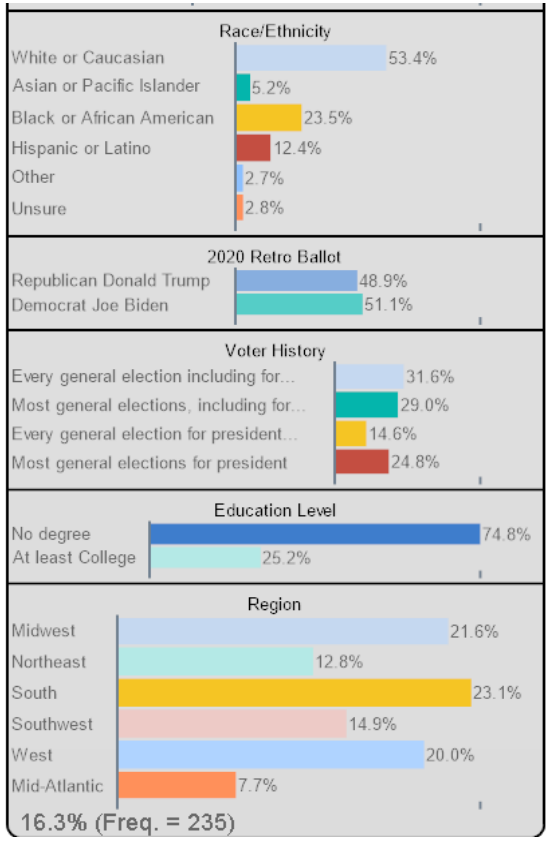

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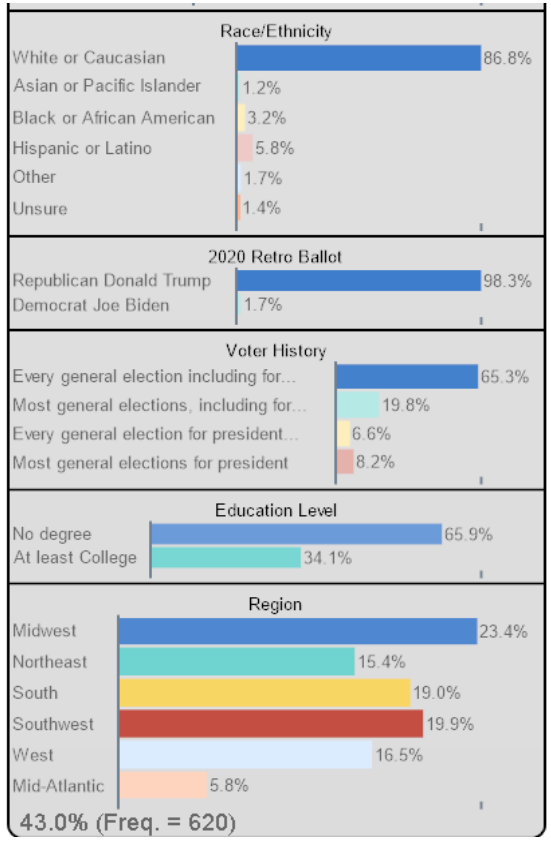

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CYGNAL

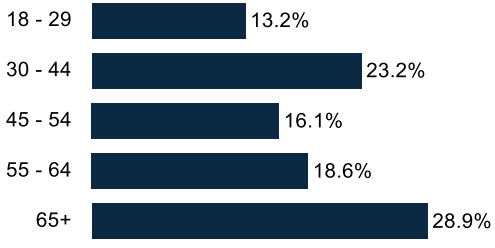
Demographics

Sex

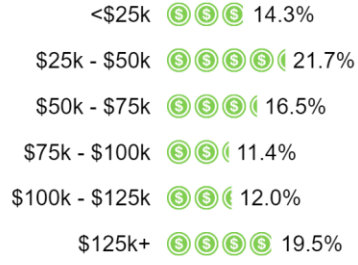
54.1%
Female

45.9%
Male

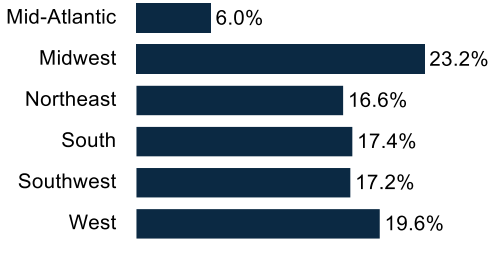
Age Range



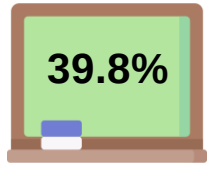
Household Income



Geo - Region



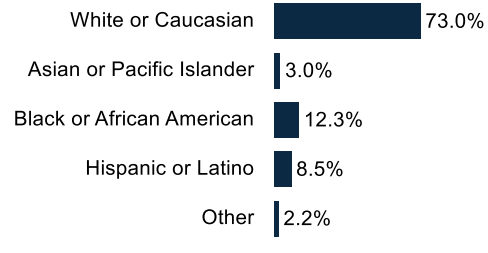
Education



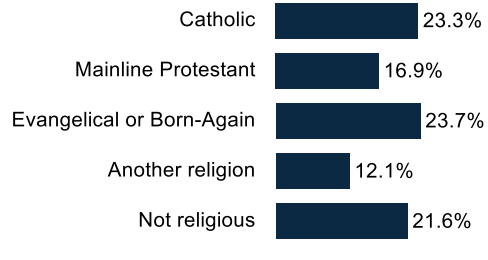
have at least a College degree

59.6% have no college degree

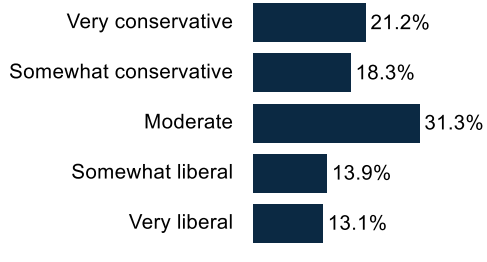
Race/Ethnicity



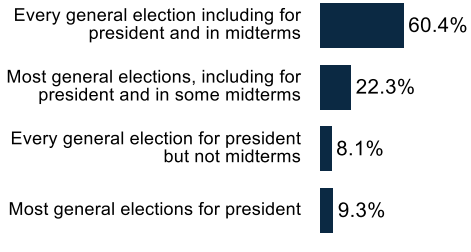
Religion



Ideology



Voter History



Total sample size: 1501

CYGNAL