

April 11, 2024



CYGNAL

Survey of Likely General Election Voters **National**

April 9 – 10, 2024 | n=1500 | $\pm 2.53\%$

Insights & Analysis

- The nation's **mood remains a steady bleak** as 64% of voters say the U.S. is on the wrong track. Joe Biden's image (-18 net favorable; same as March) is holding steadily underwater, with 47% of voters continuing to have a *very* unfavorable opinion.
 - Donald **Trump** (-14 net fav; 3% worse since March) dropped in favorability, particularly among voters over 55. He is 3 points **more favorable with Independents** than Biden.
- The Biden-Trump rematch shows **Trump increasing his lead to +2** (Trump 47% - Biden 45%), a slight increase from the +1 lead that he has held since January.
 - Since last month, **Independents have flipped back to Trump** (41% - Biden 38% - Undecided 21%), with Trump having a +6 lead among those definitely voting for either candidate.
- **Trump leads +7 against a Democrat other than Biden** (+2 since March; Trump 45% - Non-Biden Dem 38%), but Independents are now with a non-Biden Democrat (Trump 38% - Non-Biden 40% - Undecided 23%) despite being split last month.
- On the **full presidential ballot**, **Trump** remains steady at **+3** (Trump 42%, Biden 39%, Kennedy 9%). Stein and West each get less than 2%, and 8% are undecided.
 - 18% of Independents support Kennedy, but Trump now leads among Independents on the full ballot: 31% for Trump, 29% for Biden.
 - With Kennedy presented as a **Libertarian** candidate, the ballot doesn't move, and he loses 1% support overall and remains at 18% support among Independents.
- **Hispanics** have driven further into **illegal immigration** as it's now **nearly tied** as their **top issue** (25%; was 17% in Mar.) with inflation / economy (27%). The latter dropped from 42% in March.
- We identified a segment known as the **Ticked-Off, Diverse, Young Working-Class** that is 18% of voters, and they **hold the keys to the White House and Congress**.

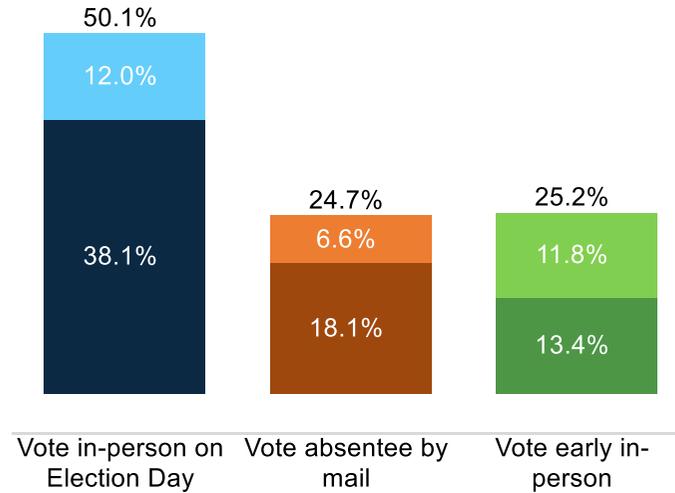
Insights & Analysis – Cont.

- Republicans continue to lead **R+2 on the generic Congressional ballot**. **Hispanic voters have swung 2 points more towards Republicans**.
 - 43% of voters continue to say **Republicans are more extreme**, including 34% of Independent voters, while 38% say the same for Democrats, including 30% of Independents. The parties had been tied since the beginning of the year.
- Half of voters have a **favorable opinion of Ukraine's leadership** (30% unfav), with most support coming from Democrats (73% fav) and opposition coming from Republicans (47% unfav).
 - A third of Republicans find Ukraine's leadership favorable, while Independents are most split (41% fav - 37% unfav).
- **Inflation and the economy** (27%) remains the top priority for voters while **illegal immigration** (25%) still rides as a close second.
 - Republicans drive the illegal immigration concern while Independents drive the economic concerns. Democrats are much more dispersed in their issue set.
- 91% of voters are at least somewhat concerned with **inflation's impact on their household, with most of the concerns** coming from younger women, Republicans, and parents.
 - Voters are split on their expectations for **household finances in the next few years** with 34% expecting things to get better, 31% worse, and 26% stay the same.
- Regarding the **best indicator for a good economy**, 28% say when **things are cheaper to buy**, 22% say when they aren't struggling financially, 15% say low employment. If voters had to deal with an unexpected expense, the most common ways to deal with it would be to pay for it with a **non-retirement savings and still have some left over** (31%) or put it on a **credit card** (22%).

Insights & Analysis – Segmentation Analysis

- Segmentation analysis identified three groups via machine-learning:
 - **Democratic Base** (40%) includes a higher share of voters <45 than the *GOP Base* and skews much more female. Ideologically, they are more center-left than the all-in conservatism seen in the *GOP Base* segment, but they naturally support the generic Democrat overwhelmingly. Unlike the other groups, these voters tend to think the U.S. is heading in the right direction and view Biden favorably. **Threats to democracy** – an issue barely registers among *Ticked-Off, Diverse, Young Working-Class* – is their top issue.
 - **Ticked-Off, Diverse, Young Working-Class** (18%) **lean heavily Republican on the generic ballot** but are more ideologically moderate than the *GOP Base*. They **skew more female, tend to be younger** than 45, and a majority voted for Trump in 2020. Both Trump and Biden’s images are deep underwater, Trump more so. **The main difference from the *GOP Base* is that this group is much more inflation-focused**, while illegal immigration and healthcare are distant secondary and tertiary priorities. Despite aligning well with the *GOP Base* group, these moderate voters are slightly more likely to view the Republican Party as more extreme.
 - **GOP Base** (43%) includes a higher share of voters 45+ than the *Democratic Base* segment and is much older than the *Ticked-Off, Diverse, Young Working-Class* group (which tends to be <45). They skew male and are staunchly conservative ideologically. They are much more likely to turn out on Election Day than to vote early compared to the other groups. Illegal immigration is their top issue, but inflation and the economy are top-of-mind for these voters.

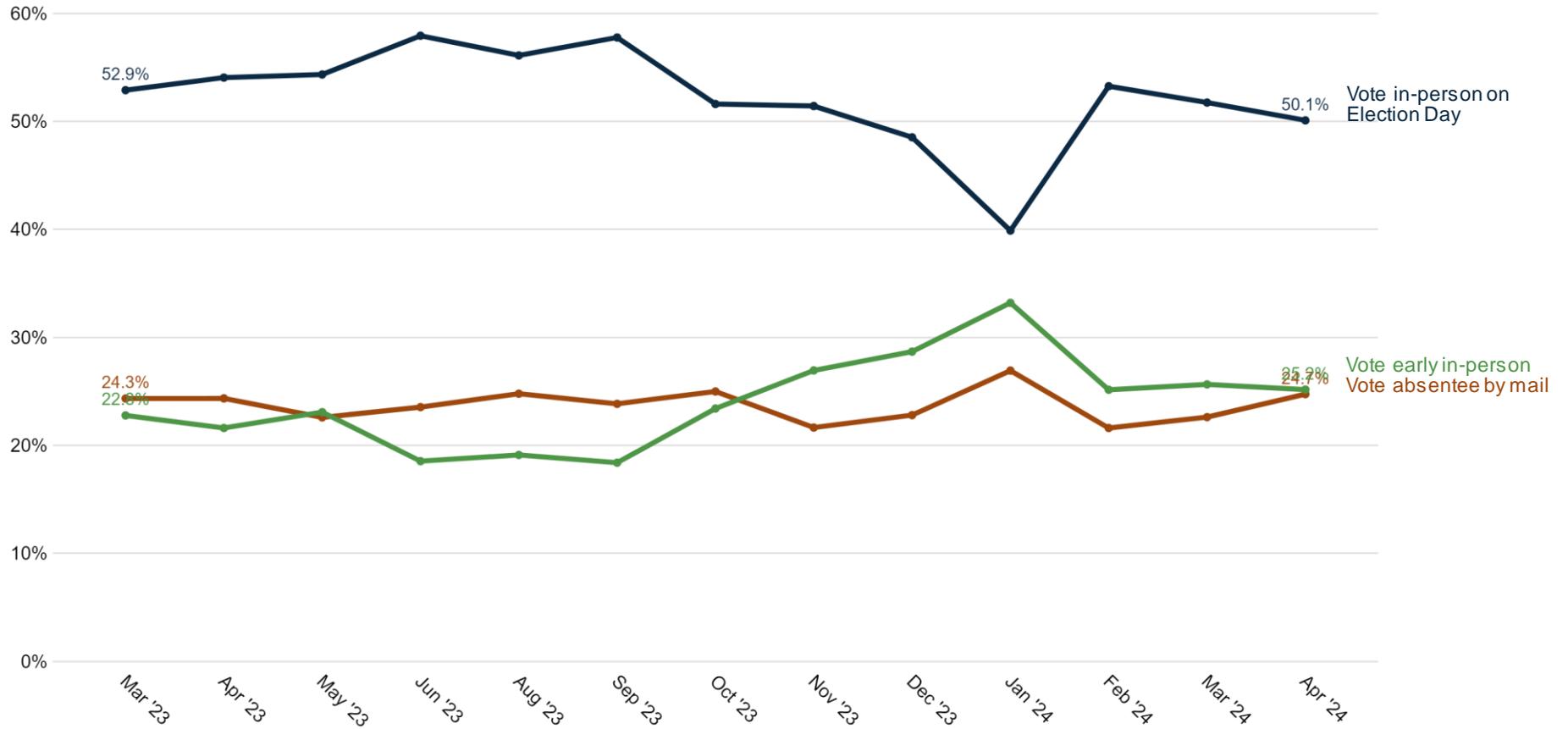
Vote Method



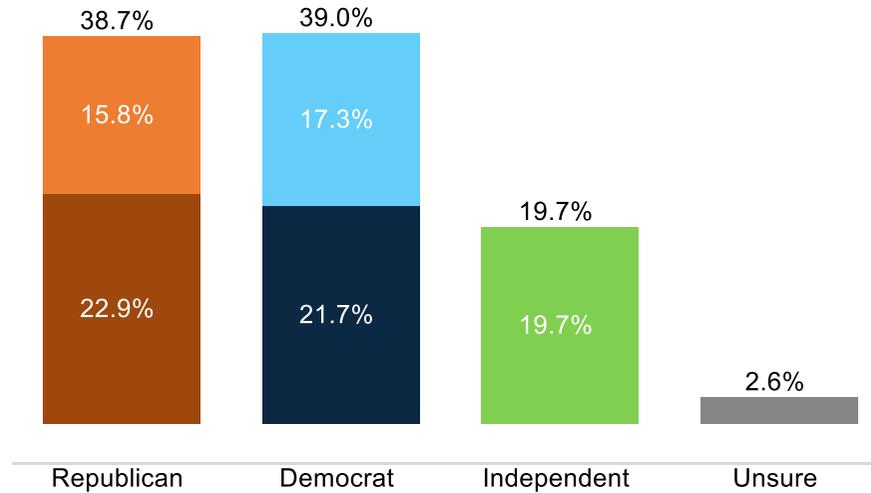
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Definitely vote	67%	76%	67%	68%	68%	67%	74%	68%	68%	68%	74%	74%	63%	69%	71%	76%	62%	71%	68%	71%	60%	74%	64%	50%	73%	70%
Probably vote	33%	24%	33%	32%	32%	33%	26%	32%	32%	32%	26%	26%	37%	31%	29%	24%	38%	29%	32%	29%	40%	26%	36%	50%	27%	30%
Vote in-person on Election Day	56%	46%	56%	41%	45%	53%	52%	48%	45%	47%	59%	62%	45%	39%	52%	44%	53%	58%	46%	53%	50%	47%	55%	58%	59%	41%
Vote absentee by mail	22%	32%	18%	27%	25%	20%	25%	31%	27%	28%	17%	12%	33%	34%	25%	24%	22%	17%	28%	23%	27%	25%	26%	15%	14%	34%
Vote early in-person	23%	22%	26%	31%	31%	27%	23%	22%	28%	25%	24%	26%	22%	27%	23%	32%	25%	25%	26%	25%	23%	28%	19%	28%	27%	25%
Definitely vote in-person on Election Day	42%	36%	42%	31%	32%	41%	43%	33%	35%	35%	46%	50%	29%	30%	40%	38%	37%	45%	32%	42%	32%	38%	39%	33%	48%	30%
Probably vote in-person on Election Day	14%	10%	14%	11%	13%	12%	10%	15%	9%	12%	13%	12%	16%	9%	12%	5%	16%	13%	14%	11%	18%	9%	16%	24%	11%	11%
Definitely vote absentee by mail	15%	26%	10%	22%	17%	14%	20%	22%	17%	21%	14%	8%	23%	27%	19%	19%	11%	12%	20%	17%	18%	20%	16%	7%	10%	27%
Probably vote absentee by mail	7%	6%	8%	5%	8%	6%	5%	9%	10%	8%	3%	4%	10%	7%	6%	5%	11%	5%	8%	5%	9%	5%	11%	7%	5%	8%
Definitely vote early in-person	10%	14%	15%	15%	19%	12%	11%	13%	15%	12%	14%	16%	11%	13%	12%	19%	14%	13%	16%	12%	11%	16%	9%	10%	15%	13%
Probably vote early in-person	13%	9%	11%	16%	11%	14%	12%	9%	13%	12%	10%	10%	11%	14%	11%	13%	11%	11%	10%	13%	12%	12%	10%	18%	11%	12%

How do you plan to vote in the November 5th general election for President, U.S. Congress, and state offices?

Trend: Vote Method



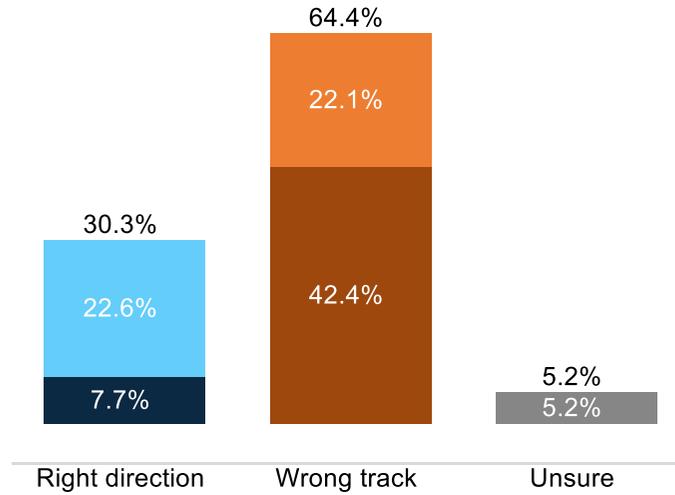
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican	30%	37%	40%	50%	37%	50%	36%	30%	26%	35%	53%	44%	13%	36%	38%	34%	42%	21%	41%	33%	36%	78%	4%
Independent	23%	13%	25%	18%	23%	21%	18%	17%	16%	21%	20%	20%	15%	25%	21%	20%	20%	41%	18%	23%	27%	17%	18%
Democrat	41%	48%	34%	30%	39%	27%	41%	50%	55%	42%	24%	35%	69%	36%	37%	45%	35%	31%	40%	41%	25%	3%	76%
Strongly Republican	15%	23%	24%	33%	20%	34%	19%	19%	16%	19%	35%	27%	8%	13%	21%	19%	25%	5%	27%	14%	17%	50%	1%
Mostly Republican	15%	14%	16%	17%	18%	16%	17%	12%	10%	16%	18%	17%	4%	23%	16%	15%	17%	17%	14%	19%	19%	28%	3%
Mostly Democratic	22%	16%	18%	12%	19%	12%	17%	21%	20%	20%	11%	15%	30%	18%	21%	20%	15%	25%	15%	24%	14%	3%	32%
Strongly Democratic	20%	32%	16%	18%	20%	15%	24%	29%	34%	22%	13%	20%	38%	17%	16%	24%	20%	6%	25%	17%	11%	1%	45%
Unsure	6%	2%	1%	2%	1%	2%	4%	2%	3%	2%	4%	2%	3%	3%	3%	2%	3%	7%	1%	3%	13%	2%	2%

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

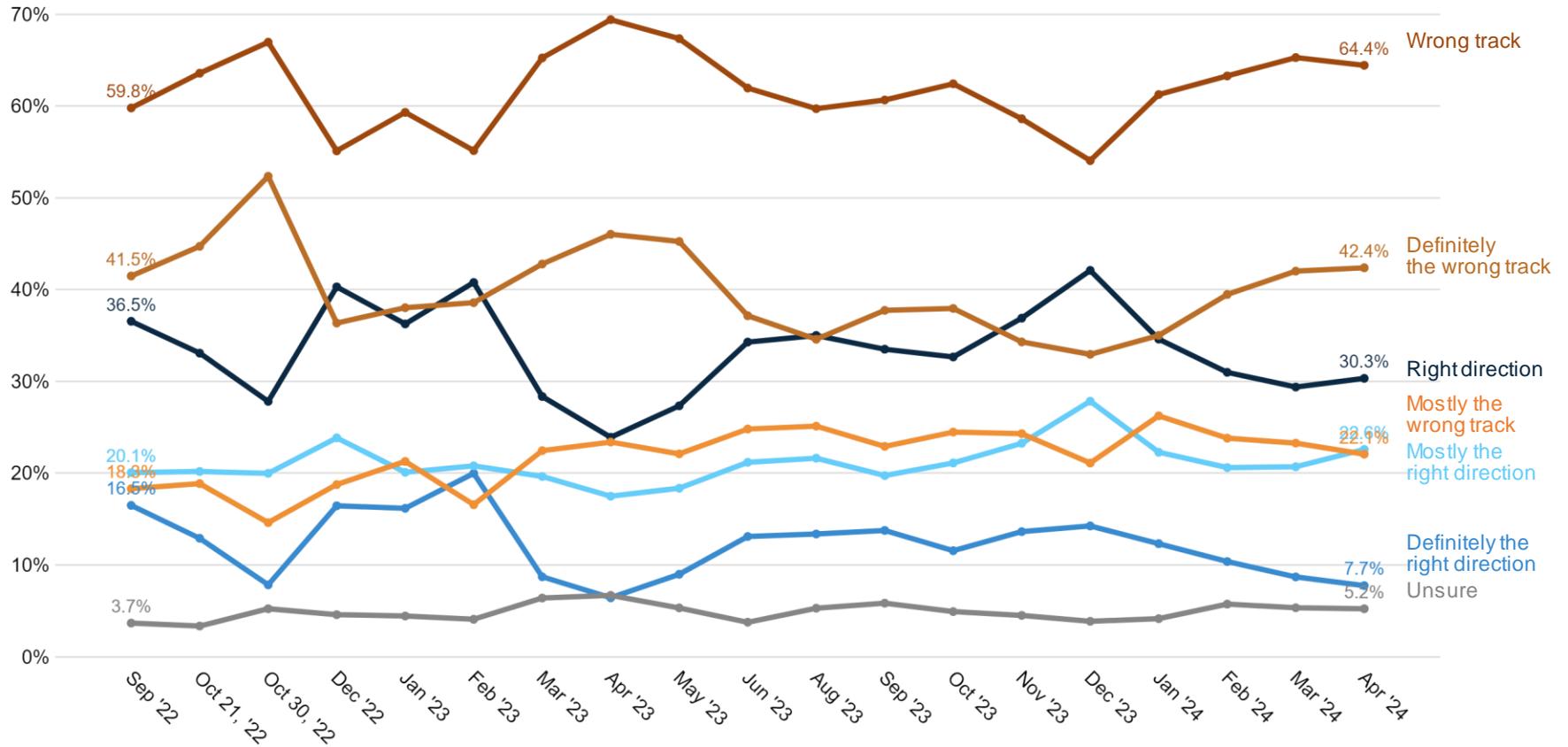
US Direction



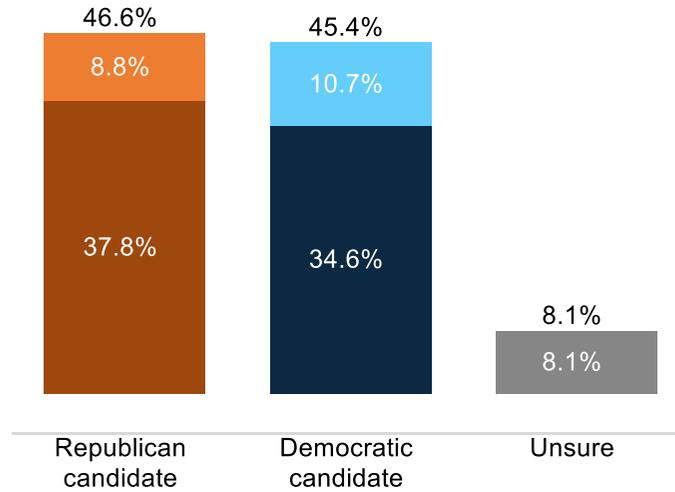
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Right direction	25%	37%	28%	32%	36%	25%	32%	29%	41%	30%	23%	6%	24%	59%	27%	51%	34%	28%	32%	29%	27%	33%	27%	22%	5%	57%
Wrong track	68%	59%	66%	65%	60%	70%	63%	63%	51%	65%	73%	93%	69%	34%	69%	40%	62%	69%	62%	66%	65%	63%	67%	66%	94%	35%
Definitely the right direction	5%	8%	10%	8%	9%	9%	8%	4%	14%	7%	6%	2%	5%	15%	7%	16%	8%	8%	7%	8%	5%	9%	4%	10%	3%	13%
Mostly the right direction	20%	29%	18%	24%	26%	17%	24%	24%	27%	24%	18%	4%	19%	44%	20%	35%	26%	21%	25%	21%	23%	24%	23%	12%	2%	44%
Mostly the wrong track	28%	18%	26%	15%	22%	20%	21%	26%	22%	24%	19%	20%	28%	22%	21%	27%	25%	27%	24%	21%	36%	18%	30%	27%	21%	22%
Definitely the wrong track	40%	41%	40%	50%	38%	50%	42%	37%	30%	40%	54%	73%	41%	12%	48%	13%	37%	42%	37%	46%	29%	45%	37%	39%	73%	13%
Unsure	8%	4%	5%	3%	4%	4%	5%	8%	8%	5%	4%	1%	7%	7%	4%	8%	4%	3%	6%	5%	8%	4%	7%	12%	1%	9%

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

Trend: US Direction



Generic Ballot

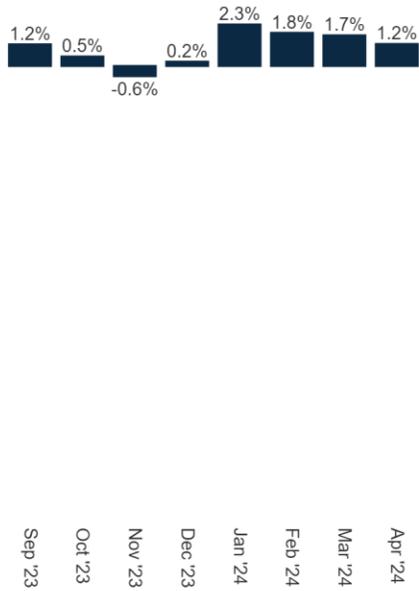


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican candidate	39%	39%	52%	59%	46%	61%	41%	36%	34%	43%	61%	94%	41%	3%	52%	19%	45%	50%	41%	50%	32%	49%	41%	48%	92%	5%
Democratic candidate	48%	53%	41%	38%	46%	34%	47%	56%	59%	48%	31%	3%	37%	93%	41%	73%	48%	42%	51%	42%	39%	46%	48%	27%	3%	89%
Definitely the Republican candidate	29%	35%	41%	49%	34%	52%	32%	32%	27%	33%	52%	83%	23%	1%	43%	12%	35%	38%	33%	41%	0%	41%	32%	33%	78%	2%
Probably the Republican candidate	10%	4%	11%	10%	12%	9%	9%	4%	7%	10%	8%	11%	18%	2%	9%	7%	9%	12%	8%	9%	32%	8%	9%	14%	14%	3%
Probably the Democratic candidate	15%	8%	12%	7%	11%	9%	10%	14%	13%	11%	8%	2%	18%	17%	8%	21%	20%	14%	13%	10%	39%	7%	19%	12%	2%	19%
Definitely the Democratic candidate	32%	46%	29%	31%	36%	25%	37%	41%	46%	37%	23%	2%	19%	77%	33%	52%	28%	28%	39%	32%	0%	39%	29%	15%	1%	70%
Unsure	13%	7%	7%	4%	7%	4%	11%	8%	7%	8%	8%	3%	22%	3%	8%	8%	8%	8%	8%	8%	29%	5%	11%	26%	5%	7%

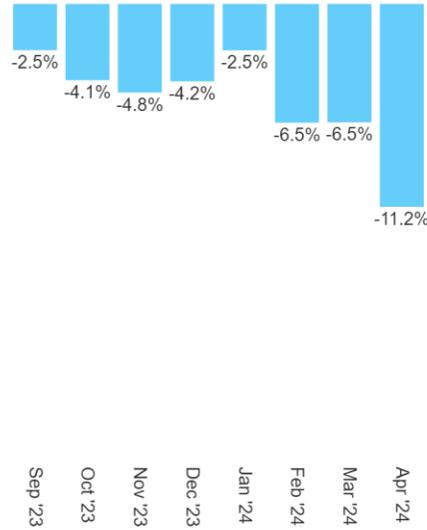
If the November 5th general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Generic Ballot Movement

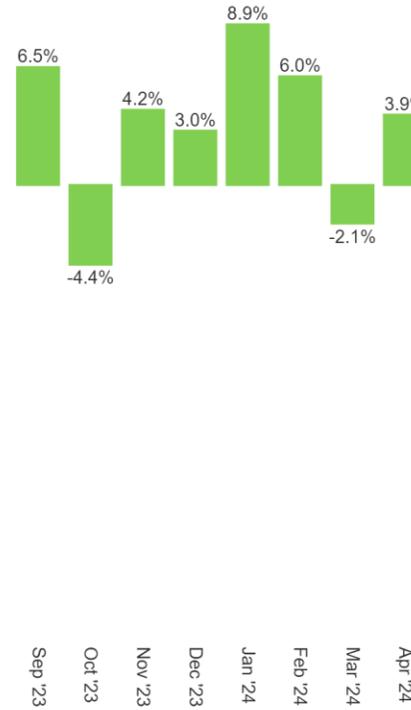
Overall (%Rep-%Dem)



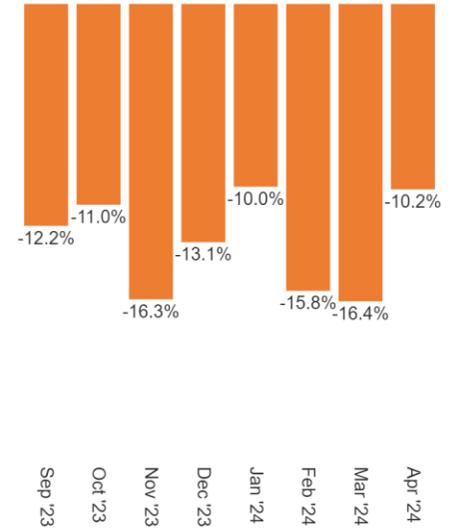
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Percent Change: Generic Ballot (Mar 2024 to Apr 2024)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican candidate	2%	-7%	6%	0%	3%	0%	-5%	5%	2%	-5%	8%	1%	2%	-1%	0%	-2%	2%	2%	3%	-2%	-3%	1%	-4%	6%	1%	-2%
Democratic candidate	-2%	8%	-4%	1%	-3%	1%	5%	-4%	-2%	6%	-7%	0%	-4%	2%	0%	1%	-2%	-1%	-3%	3%	4%	1%	4%	-14%	0%	2%
Definitely the Republican candidate	3%	-7%	9%	1%	4%	4%	-6%	9%	4%	-5%	10%	4%	1%	-1%	2%	1%	1%	4%	5%	-1%	0%	1%	2%	3%	4%	-1%
Probably the Republican candidate	-1%	0%	-3%	-1%	0%	-4%	1%	-3%	-3%	-1%	-2%	-3%	1%	0%	-1%	-3%	1%	-2%	-2%	-1%	-3%	0%	-6%	3%	-2%	-1%
Probably the Democratic candidate	1%	2%	-3%	2%	-3%	2%	0%	4%	-3%	1%	2%	0%	2%	1%	-1%	7%	2%	1%	0%	1%	4%	0%	0%	3%	1%	2%
Definitely the Democratic candidate	-3%	6%	-1%	-1%	0%	-1%	5%	-8%	0%	5%	-8%	0%	-6%	1%	1%	-6%	-4%	-2%	-3%	2%	0%	0%	3%	-17%	-1%	1%
Unsure	0%	-1%	-2%	0%	0%	-1%	0%	-1%	1%	-1%	-1%	-1%	2%	-1%	-1%	1%	1%	-1%	0%	-1%	0%	-2%	0%	8%	-1%	0%

Generic Ballot by Key Voter Groups

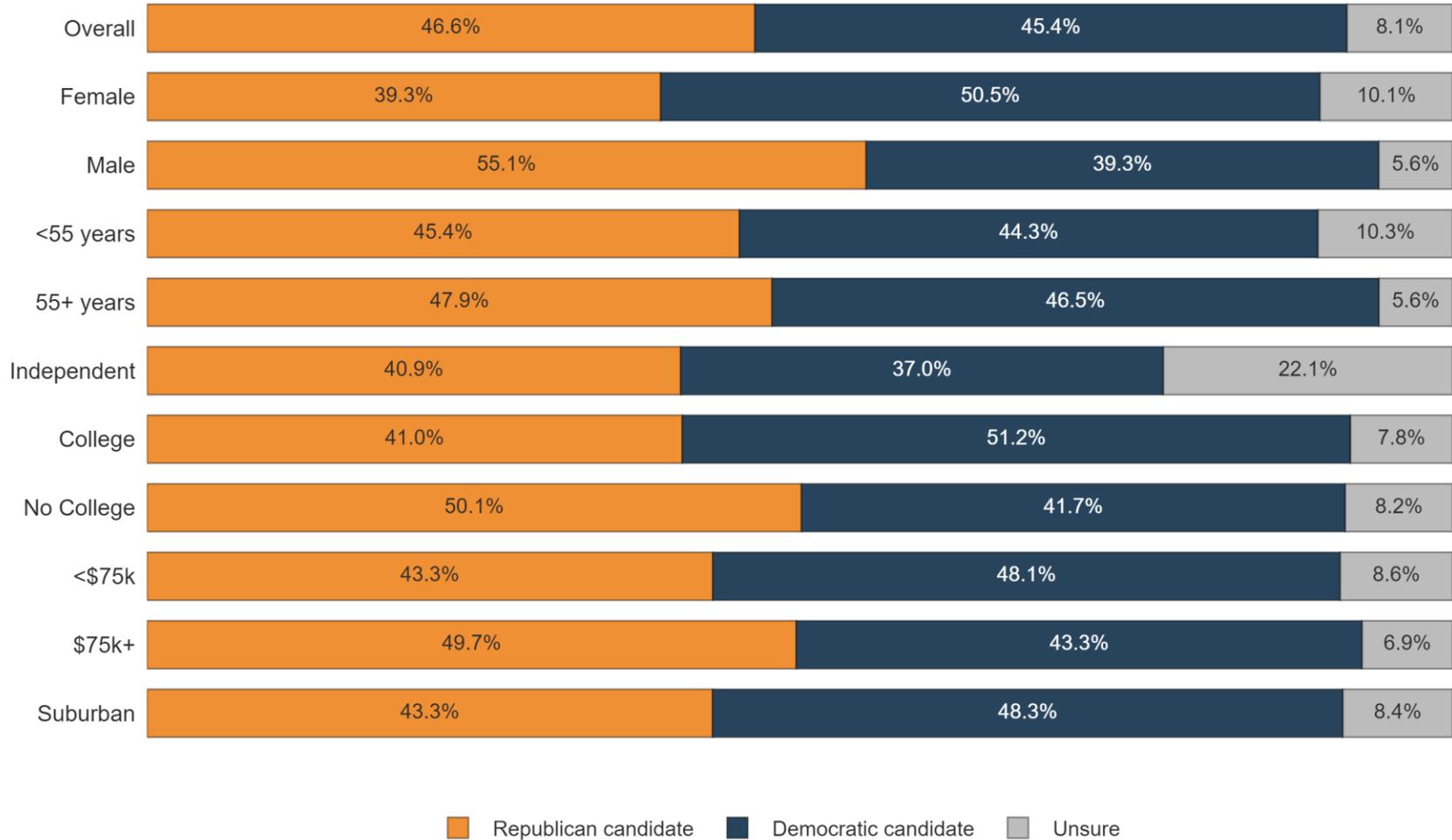


Image Tests

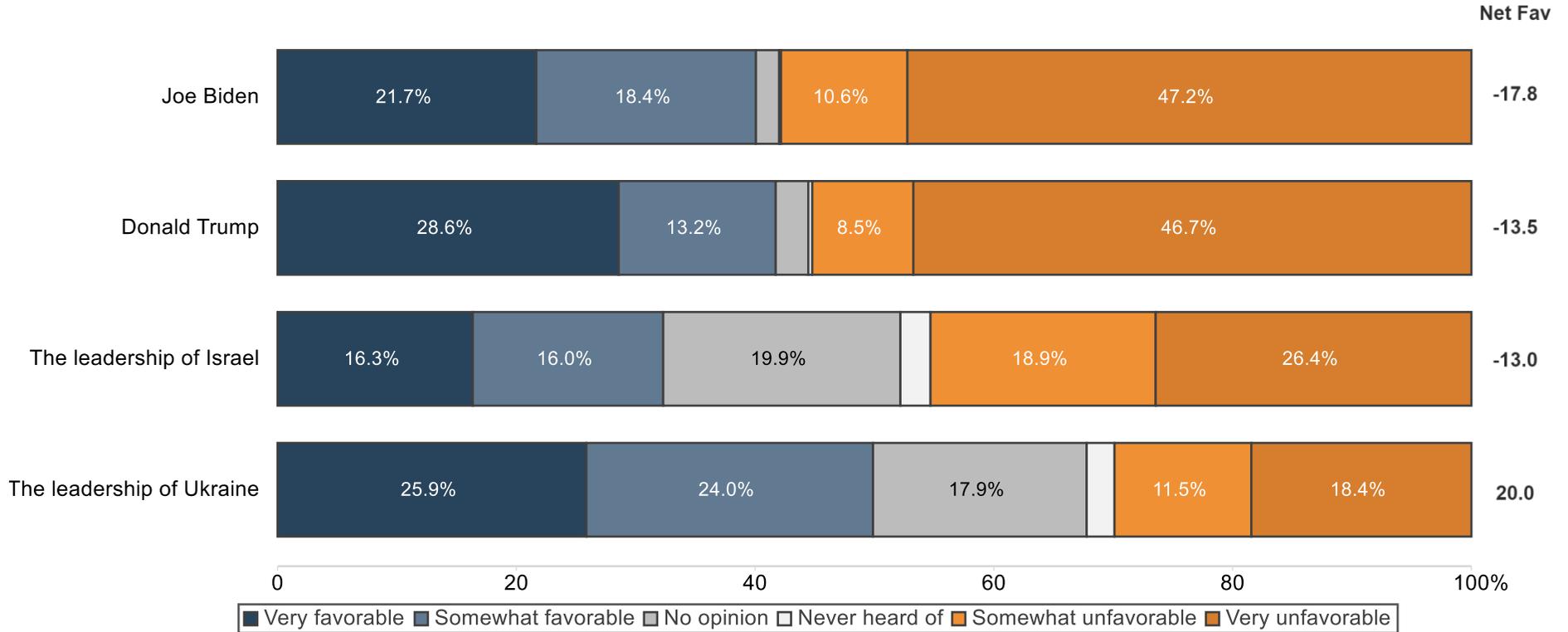


Image Tests Heatmaps

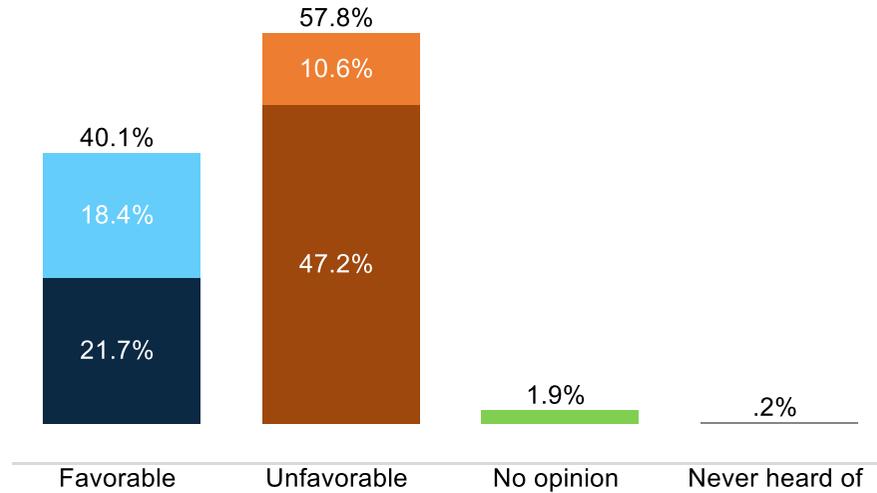
Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Joe Biden	37%	52%	33%	37%	45%	28%	43%	46%	55%	42%	27%	4%	28%	82%	36%	64%	43%	36%	46%	36%	33%	42%	39%	28%	2%	80%
Donald Trump	38%	36%	45%	49%	36%	55%	41%	32%	30%	37%	57%	85%	31%	5%	46%	19%	40%	44%	34%	47%	23%	44%	36%	47%	83%	4%
The leadership of Israel	17%	33%	32%	52%	39%	43%	24%	26%	29%	30%	38%	52%	26%	17%	34%	24%	36%	28%	32%	32%	25%	36%	28%	17%	51%	17%
The leadership of Ukraine	36%	62%	46%	58%	63%	44%	44%	56%	60%	51%	41%	33%	41%	73%	52%	47%	46%	42%	59%	44%	41%	55%	44%	19%	31%	71%

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Joe Biden	60%	47%	65%	61%	54%	70%	54%	52%	41%	57%	71%	94%	69%	16%	63%	31%	52%	62%	53%	61%	62%	57%	59%	66%	96%	19%
Donald Trump	57%	61%	52%	49%	62%	43%	55%	64%	65%	59%	41%	13%	65%	93%	52%	74%	57%	53%	63%	50%	70%	54%	61%	41%	15%	94%
The leadership of Israel	48%	45%	48%	39%	53%	38%	43%	52%	48%	50%	35%	25%	50%	65%	46%	39%	46%	45%	53%	41%	46%	47%	45%	29%	25%	64%
The leadership of Ukraine	29%	20%	38%	33%	28%	41%	28%	20%	22%	31%	33%	47%	37%	11%	31%	20%	36%	35%	24%	34%	28%	30%	32%	23%	48%	11%

Image: Joe Biden



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	37%	52%	33%	37%	45%	28%	43%	46%	55%	42%	27%	4%	28%	82%	36%	64%	43%	36%	46%	36%	33%	42%	39%	28%	2%	80%
Unfavorable Total	60%	47%	65%	61%	54%	70%	54%	52%	41%	57%	71%	94%	69%	16%	63%	31%	52%	62%	53%	61%	62%	57%	59%	66%	96%	19%
Very favorable	14%	36%	16%	21%	21%	16%	25%	24%	31%	23%	13%	2%	10%	48%	20%	41%	16%	16%	23%	21%	9%	24%	18%	10%	2%	44%
Somewhat favorable	23%	16%	18%	16%	23%	13%	18%	22%	24%	19%	14%	2%	19%	34%	16%	23%	27%	20%	23%	15%	24%	17%	21%	18%	1%	36%
Somewhat unfavorable	17%	6%	13%	5%	8%	10%	11%	13%	11%	11%	9%	6%	21%	10%	9%	14%	14%	13%	11%	10%	26%	7%	16%	21%	8%	12%
Very unfavorable	42%	41%	52%	56%	46%	60%	44%	39%	30%	45%	62%	89%	48%	6%	54%	18%	38%	50%	42%	51%	36%	50%	43%	45%	88%	7%
No opinion	3%	1%	2%	2%	1%	2%	2%	2%	4%	2%	1%	1%	3%	2%	1%	5%	4%	1%	2%	2%	4%	1%	3%	3%	1%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	

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

Trend: Joe Biden Image

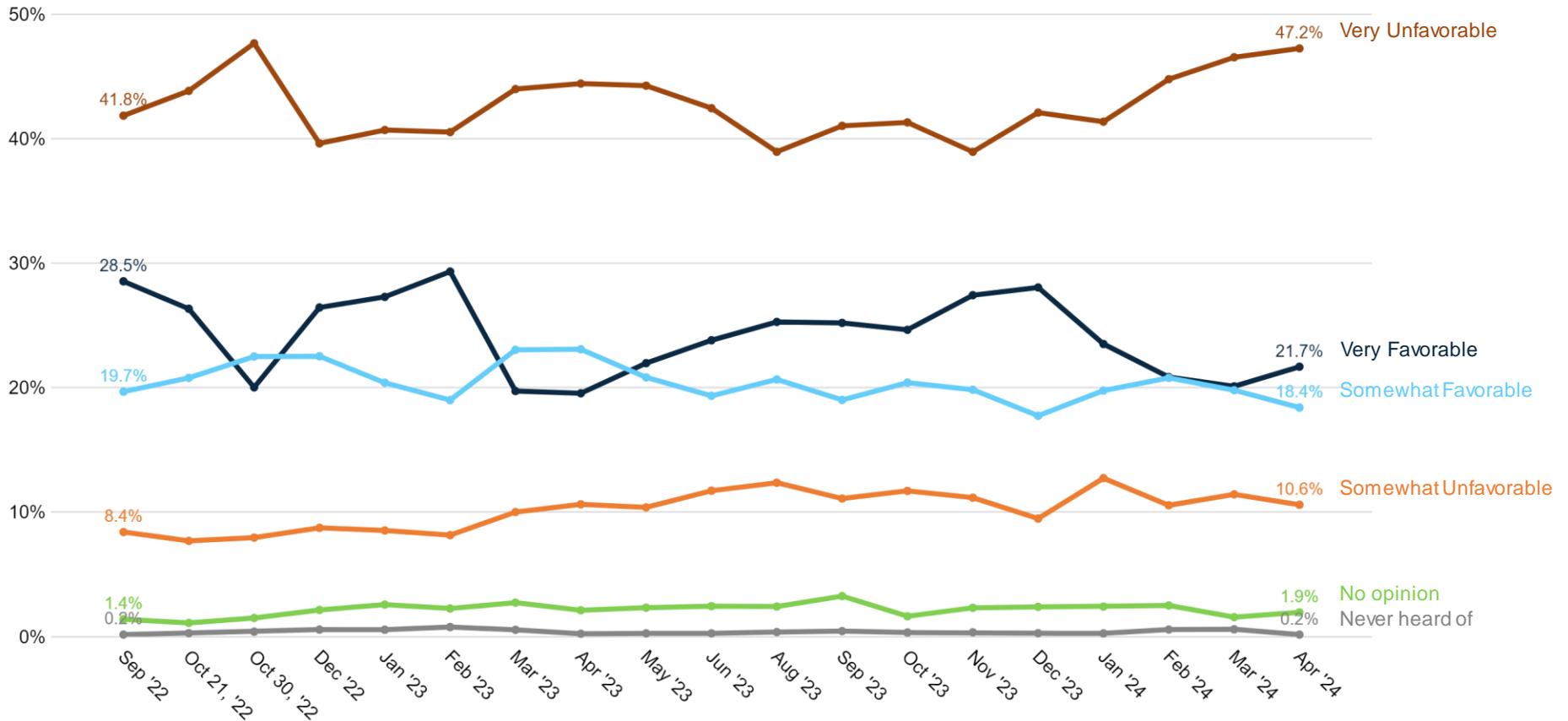
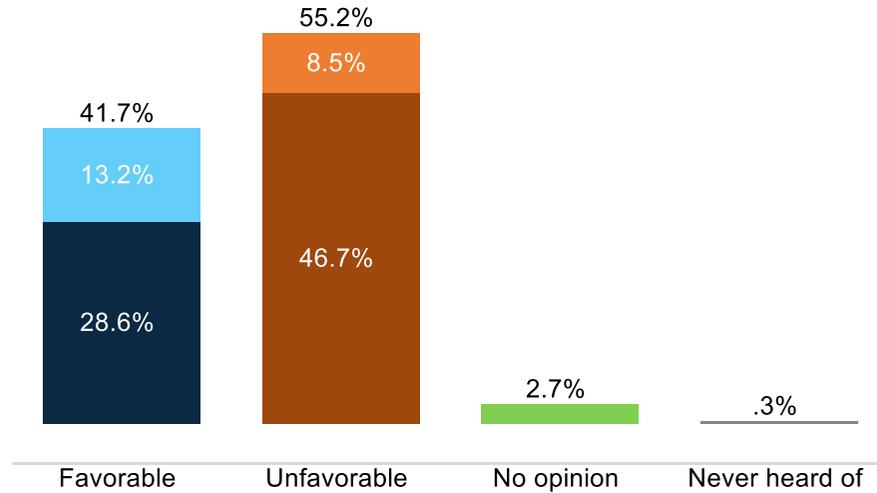


Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	38%	36%	45%	49%	36%	55%	41%	32%	30%	37%	57%	85%	31%	5%	46%	19%	40%	44%	34%	47%	23%	44%	36%	47%	83%	4%
Unfavorable Total	57%	61%	52%	49%	62%	43%	55%	64%	65%	59%	41%	13%	65%	93%	52%	74%	57%	53%	63%	50%	70%	54%	61%	41%	15%	94%
Very favorable	22%	27%	30%	37%	23%	41%	27%	21%	20%	23%	44%	63%	17%	2%	32%	9%	31%	27%	22%	33%	6%	32%	20%	29%	59%	2%
Somewhat favorable	16%	9%	15%	12%	13%	14%	14%	11%	10%	15%	13%	23%	14%	3%	14%	10%	10%	17%	12%	14%	17%	11%	16%	19%	24%	2%
Somewhat unfavorable	10%	6%	12%	6%	10%	8%	9%	7%	10%	8%	9%	5%	19%	6%	7%	10%	12%	10%	9%	8%	23%	6%	12%	14%	8%	8%
Very unfavorable	46%	56%	41%	43%	52%	35%	46%	57%	55%	52%	33%	8%	46%	87%	44%	64%	46%	43%	55%	41%	47%	48%	49%	27%	7%	86%
No opinion	5%	2%	2%	2%	2%	2%	3%	4%	4%	3%	2%	2%	4%	2%	2%	6%	2%	3%	3%	3%	6%	2%	3%	7%	2%	1%
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	4%	0%	1%

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

Trend: Donald Trump Image

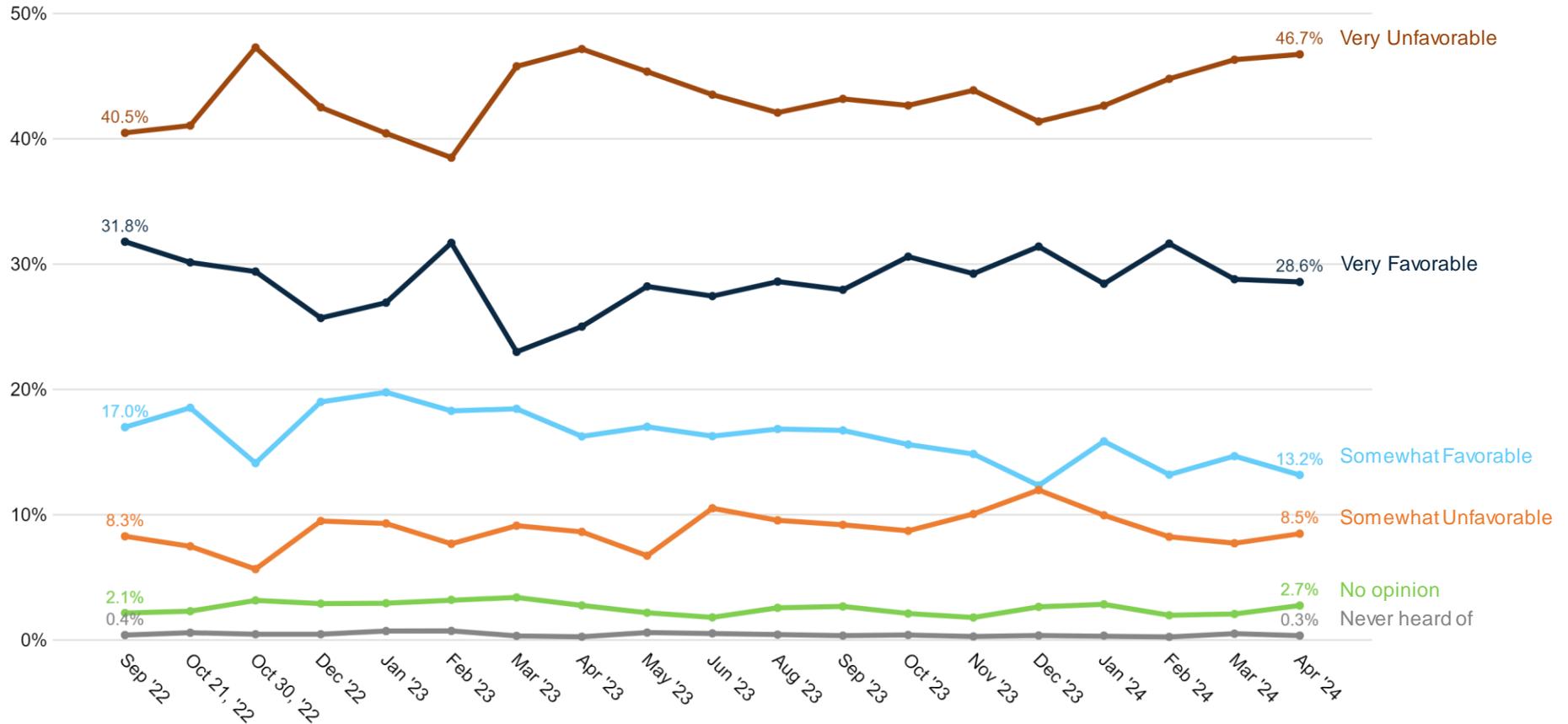
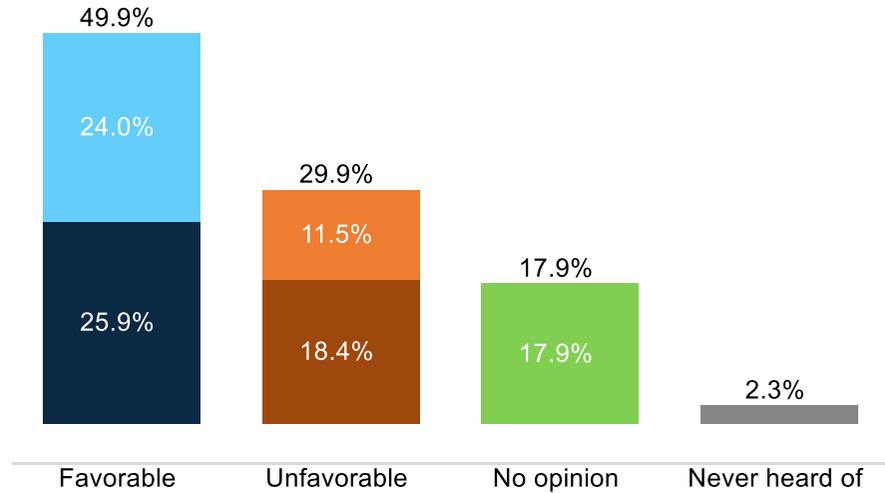


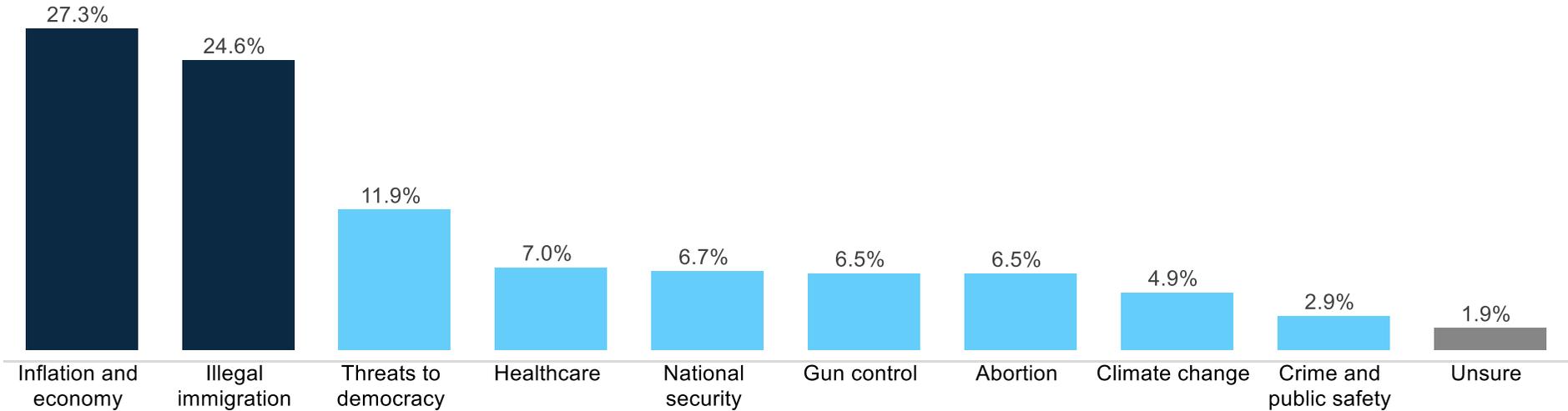
Image: The leadership of Ukraine



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	36%	62%	46%	58%	63%	44%	44%	56%	60%	51%	41%	33%	41%	73%	52%	47%	46%	42%	59%	44%	41%	55%	44%	19%	31%	71%
Unfavorable Total	29%	20%	38%	33%	28%	41%	28%	20%	22%	31%	33%	47%	37%	11%	31%	20%	36%	35%	24%	34%	28%	30%	32%	23%	48%	11%
Very favorable	16%	36%	20%	32%	32%	22%	23%	30%	32%	26%	21%	11%	16%	46%	27%	25%	23%	21%	31%	22%	14%	32%	16%	10%	9%	43%
Somewhat favorable	19%	26%	25%	26%	31%	22%	21%	25%	28%	25%	20%	22%	25%	26%	25%	23%	23%	22%	28%	21%	27%	24%	28%	9%	22%	28%
Somewhat unfavorable	13%	7%	12%	14%	14%	12%	10%	10%	8%	13%	11%	15%	17%	5%	12%	9%	12%	12%	12%	11%	13%	11%	13%	6%	16%	6%
Very unfavorable	16%	13%	26%	20%	14%	29%	17%	10%	13%	18%	23%	31%	20%	6%	19%	11%	24%	23%	12%	23%	14%	18%	19%	16%	32%	5%
No opinion	31%	16%	14%	7%	8%	13%	26%	21%	16%	15%	24%	18%	20%	15%	16%	29%	14%	20%	15%	20%	28%	13%	22%	46%	18%	16%
Never heard of	4%	1%	2%	1%	0%	2%	3%	3%	3%	2%	2%	2%	1%	2%	2%	4%	4%	2%	2%	3%	4%	2%	2%	13%	2%	2%

Do you have a favorable or unfavorable opinion of the leadership of Ukraine?

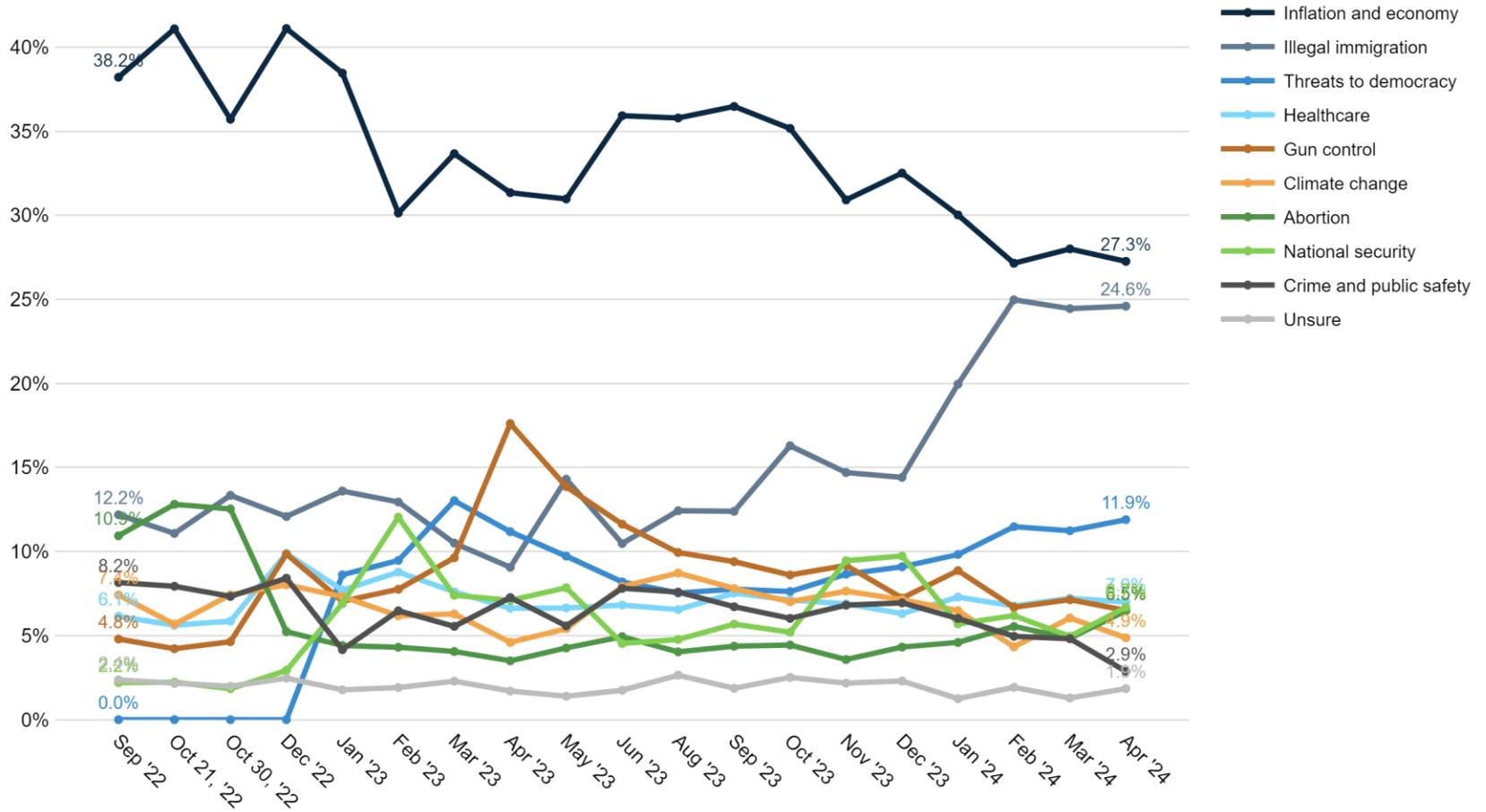
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Inflation and economy	35%	19%	36%	18%	26%	29%	27%	27%	21%	28%	30%	30%	36%	19%	28%	25%	27%	37%	26%	28%	37%	23%	35%	35%	32%	21%
Illegal immigration	15%	27%	21%	39%	28%	30%	21%	20%	20%	24%	29%	47%	21%	5%	28%	7%	25%	20%	24%	25%	14%	28%	20%	13%	46%	5%
Threats to democracy	6%	19%	8%	15%	14%	9%	11%	14%	15%	13%	9%	3%	10%	22%	11%	17%	10%	8%	14%	10%	7%	15%	7%	4%	3%	22%
Healthcare	10%	4%	11%	3%	9%	6%	6%	8%	8%	7%	6%	3%	8%	11%	6%	12%	9%	7%	8%	6%	9%	6%	8%	17%	3%	11%
National security	6%	10%	4%	8%	4%	7%	9%	6%	6%	6%	9%	10%	5%	4%	7%	5%	7%	6%	5%	8%	8%	6%	8%	7%	10%	4%
Gun control	8%	7%	4%	6%	4%	6%	8%	7%	11%	6%	4%	1%	5%	12%	4%	16%	9%	7%	5%	7%	7%	7%	6%	8%	2%	11%
Abortion	9%	7%	5%	4%	5%	5%	7%	9%	8%	7%	5%	2%	4%	13%	7%	3%	4%	7%	7%	6%	4%	7%	6%	3%	2%	12%
Climate change	4%	5%	6%	4%	7%	4%	5%	5%	6%	6%	2%	1%	5%	10%	4%	7%	3%	2%	6%	4%	5%	5%	4%	8%	0%	9%
Crime and public safety	4%	2%	3%	2%	3%	2%	3%	3%	4%	3%	2%	1%	4%	4%	2%	7%	3%	3%	3%	3%	6%	2%	5%	3%	2%	4%
Unsure	3%	2%	1%	1%	0%	1%	3%	2%	2%	1%	3%	1%	3%	2%	2%	0%	3%	1%	1%	2%	4%	2%	2%	3%	1%	2%

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

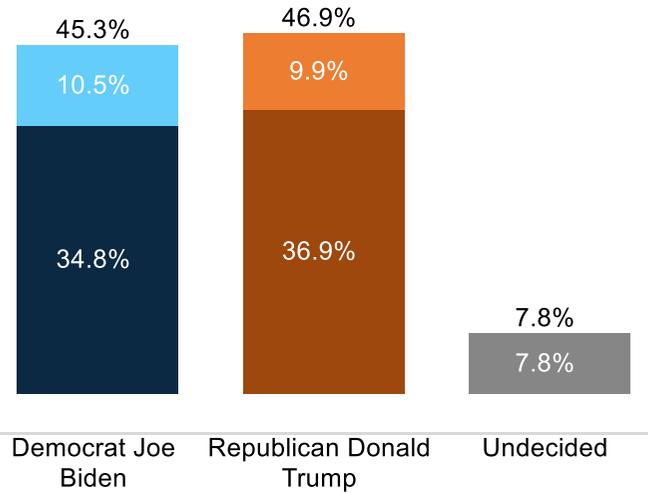
Trend: Top Priority



Percent Change: Top Priority (Mar 2024 to Apr 2024)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Inflation and economy	-5%	-4%	6%	0%	3%	4%	-7%	1%	-7%	0%	2%	3%	1%	-5%	2%	-4%	-15%	2%	3%	-3%	0%	-1%	1%	-5%	2%	-4%
Illegal immigration	4%	-4%	1%	0%	1%	-1%	-2%	4%	4%	-3%	2%	3%	-2%	-1%	0%	-2%	8%	2%	2%	-1%	-2%	-1%	2%	1%	0%	-1%
Threats to democracy	1%	3%	0%	-2%	0%	0%	3%	-2%	0%	2%	-1%	0%	-2%	2%	-1%	4%	8%	3%	-1%	2%	1%	2%	-2%	-3%	1%	1%
Healthcare	0%	0%	0%	-2%	0%	-1%	0%	0%	-2%	1%	-1%	-2%	2%	1%	-1%	2%	1%	-2%	0%	0%	-1%	0%	-2%	7%	-1%	0%
National security	2%	4%	-1%	2%	-1%	2%	3%	2%	2%	1%	3%	4%	0%	0%	2%	4%	1%	1%	0%	3%	3%	1%	3%	1%	3%	1%
Gun control	0%	0%	-4%	3%	-1%	-1%	1%	-3%	3%	-1%	-3%	-1%	-1%	-1%	0%	0%	-4%	-2%	-2%	0%	0%	0%	-2%	1%	0%	-1%
Abortion	3%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	0%	0%	4%	2%	-3%	2%	2%	2%	2%	-1%	2%	2%	-3%	0%	4%
Climate change	-2%	0%	-1%	-2%	-2%	0%	0%	-4%	-2%	0%	-2%	-2%	0%	-2%	-2%	4%	-2%	-4%	-3%	0%	1%	-1%	-2%	5%	-1%	-1%
Crime and public safety	-2%	-1%	-3%	-1%	0%	-4%	-2%	-1%	-1%	-2%	-3%	-4%	1%	0%	-2%	-1%	-1%	-2%	-1%	-3%	-1%	-3%	0%	-2%	-4%	0%
Unsure	1%	1%	0%	0%	-1%	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	-4%	2%	0%	0%	1%	1%	1%	1%	-2%	0%	2%

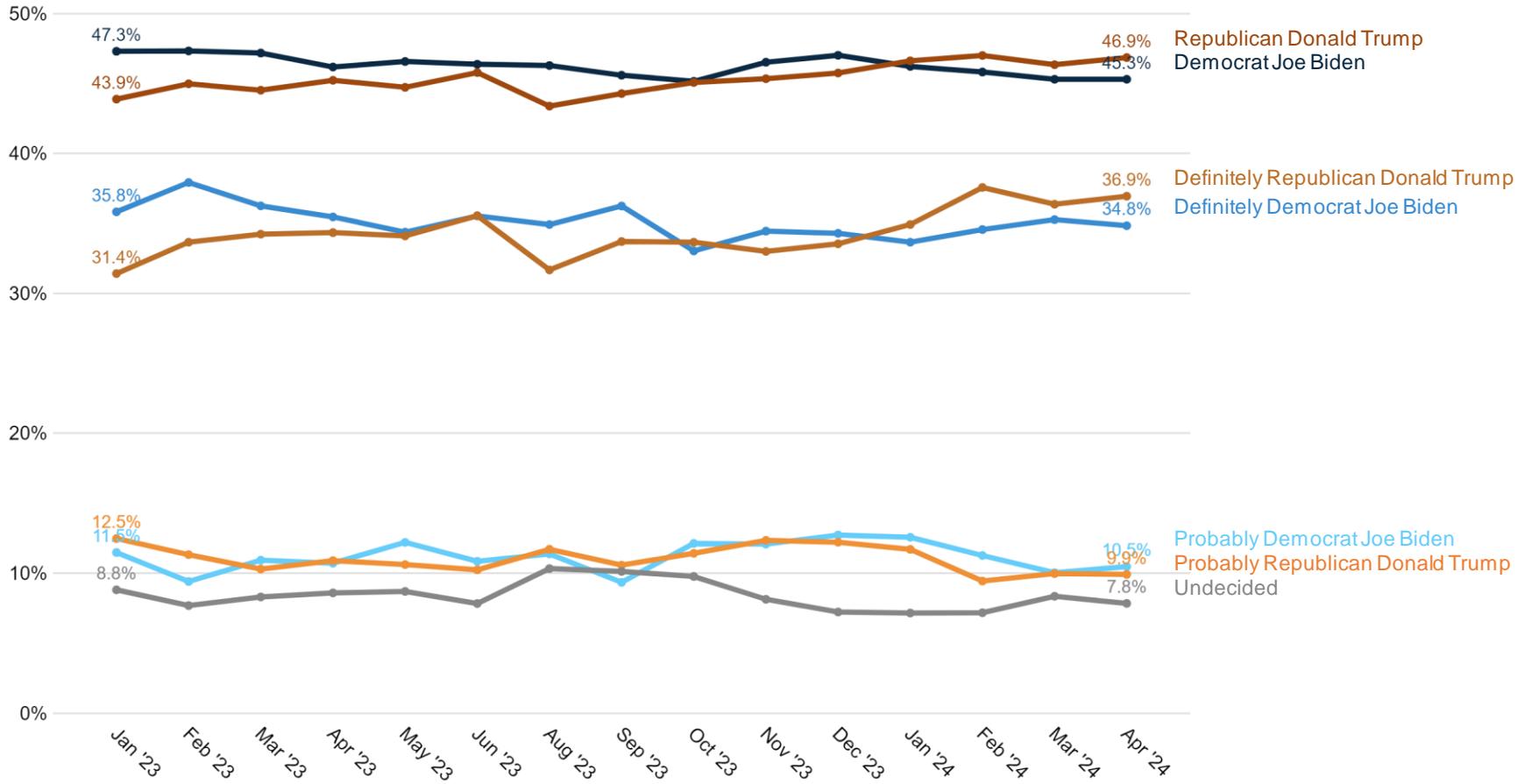
Biden v Trump



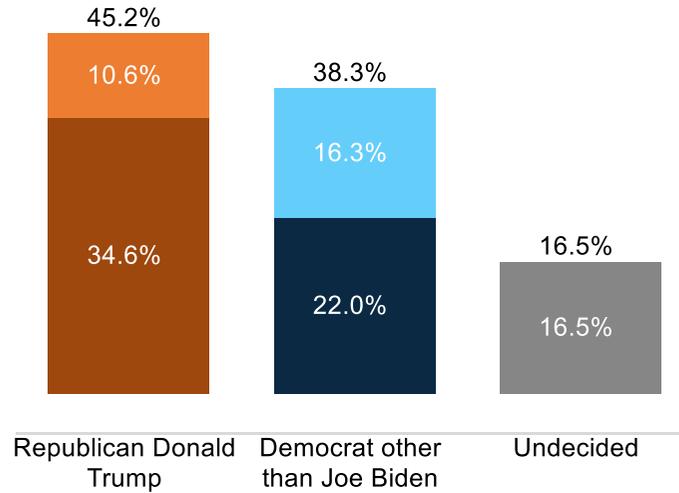
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Democrat Joe Biden	45%	55%	40%	40%	49%	34%	46%	56%	58%	50%	30%	5%	38%	91%	41%	70%	52%	41%	53%	40%	41%	46%	47%	27%	4%	88%
Republican Donald Trump	42%	39%	54%	54%	44%	61%	44%	36%	35%	43%	62%	93%	41%	5%	52%	22%	44%	51%	40%	52%	34%	48%	42%	53%	92%	5%
Definitely Democrat Joe Biden	30%	46%	30%	32%	38%	26%	35%	43%	45%	37%	24%	3%	20%	75%	33%	51%	32%	30%	40%	31%	16%	39%	31%	15%	2%	70%
Probably Democrat Joe Biden	15%	8%	10%	8%	11%	8%	10%	14%	12%	12%	6%	1%	17%	16%	8%	18%	19%	11%	12%	9%	25%	8%	17%	12%	2%	18%
Probably Republican Donald Trump	10%	8%	13%	7%	10%	11%	10%	8%	8%	11%	10%	15%	15%	3%	10%	6%	11%	12%	9%	10%	21%	8%	12%	19%	16%	2%
Definitely Republican Donald Trump	32%	31%	41%	46%	34%	50%	34%	28%	28%	32%	52%	78%	26%	2%	41%	16%	34%	38%	31%	41%	13%	40%	30%	34%	76%	3%
Undecided	13%	6%	6%	6%	7%	5%	10%	8%	7%	8%	8%	2%	21%	4%	7%	8%	4%	8%	7%	8%	25%	5%	11%	20%	4%	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?

Trend: Biden v Trump



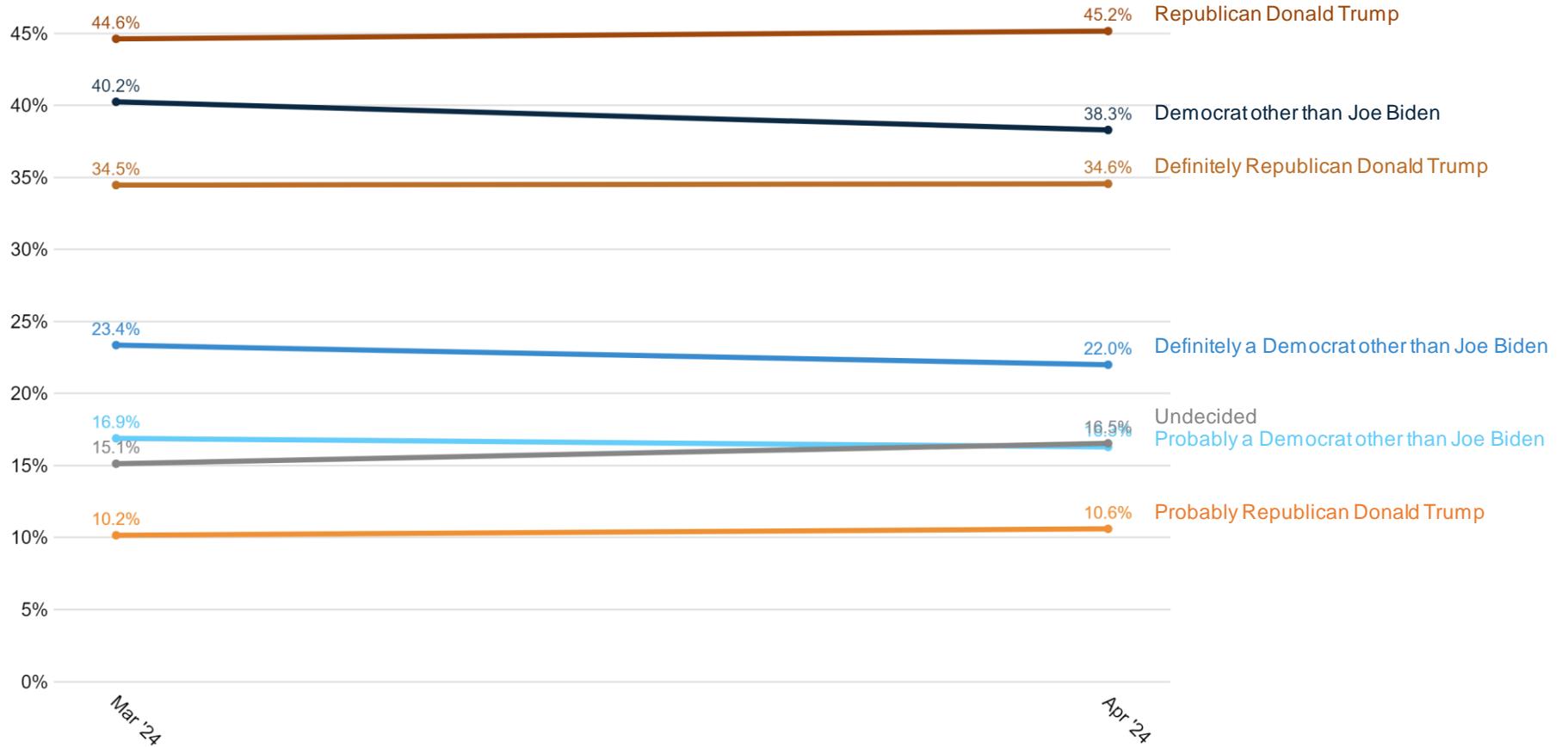
Trump v Non-Biden D



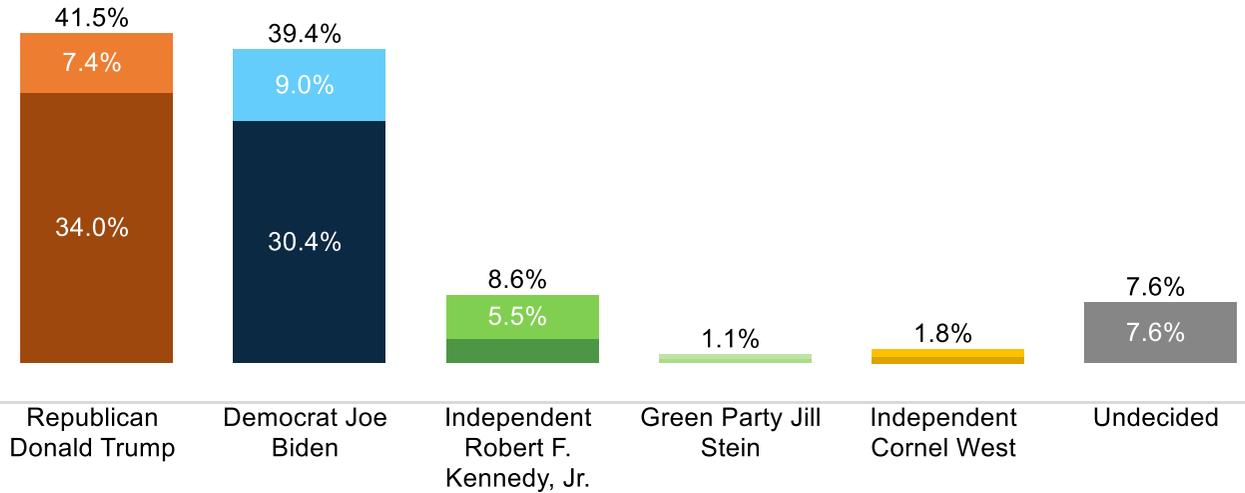
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Donald Trump	38%	40%	51%	53%	42%	60%	43%	34%	33%	41%	61%	92%	38%	4%	51%	16%	44%	48%	38%	50%	30%	47%	40%	48%	90%	3%
Democrat other than Joe Biden	45%	39%	37%	30%	43%	27%	38%	48%	50%	42%	25%	5%	40%	72%	35%	55%	43%	37%	46%	33%	41%	38%	42%	26%	5%	72%
Definitely Republican Donald Trump	28%	31%	37%	44%	30%	48%	31%	27%	26%	29%	50%	75%	23%	2%	39%	12%	30%	35%	29%	39%	9%	38%	27%	33%	71%	2%
Probably Republican Donald Trump	10%	9%	14%	9%	12%	11%	12%	7%	7%	12%	11%	17%	14%	3%	11%	5%	14%	13%	9%	12%	21%	9%	13%	15%	19%	1%
Probably a Democrat other than Joe Biden	22%	15%	15%	12%	18%	11%	17%	20%	20%	19%	10%	3%	24%	26%	14%	23%	21%	18%	19%	14%	26%	13%	23%	17%	3%	29%
Definitely a Democrat other than Joe Biden	23%	24%	22%	18%	25%	17%	21%	28%	30%	23%	15%	2%	16%	46%	21%	32%	22%	20%	27%	19%	14%	25%	19%	8%	2%	42%
Undecided	17%	21%	12%	17%	15%	13%	19%	18%	17%	17%	15%	3%	23%	24%	14%	29%	13%	15%	17%	16%	29%	15%	18%	26%	5%	25%

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

Trend: Trump v Non-Biden D



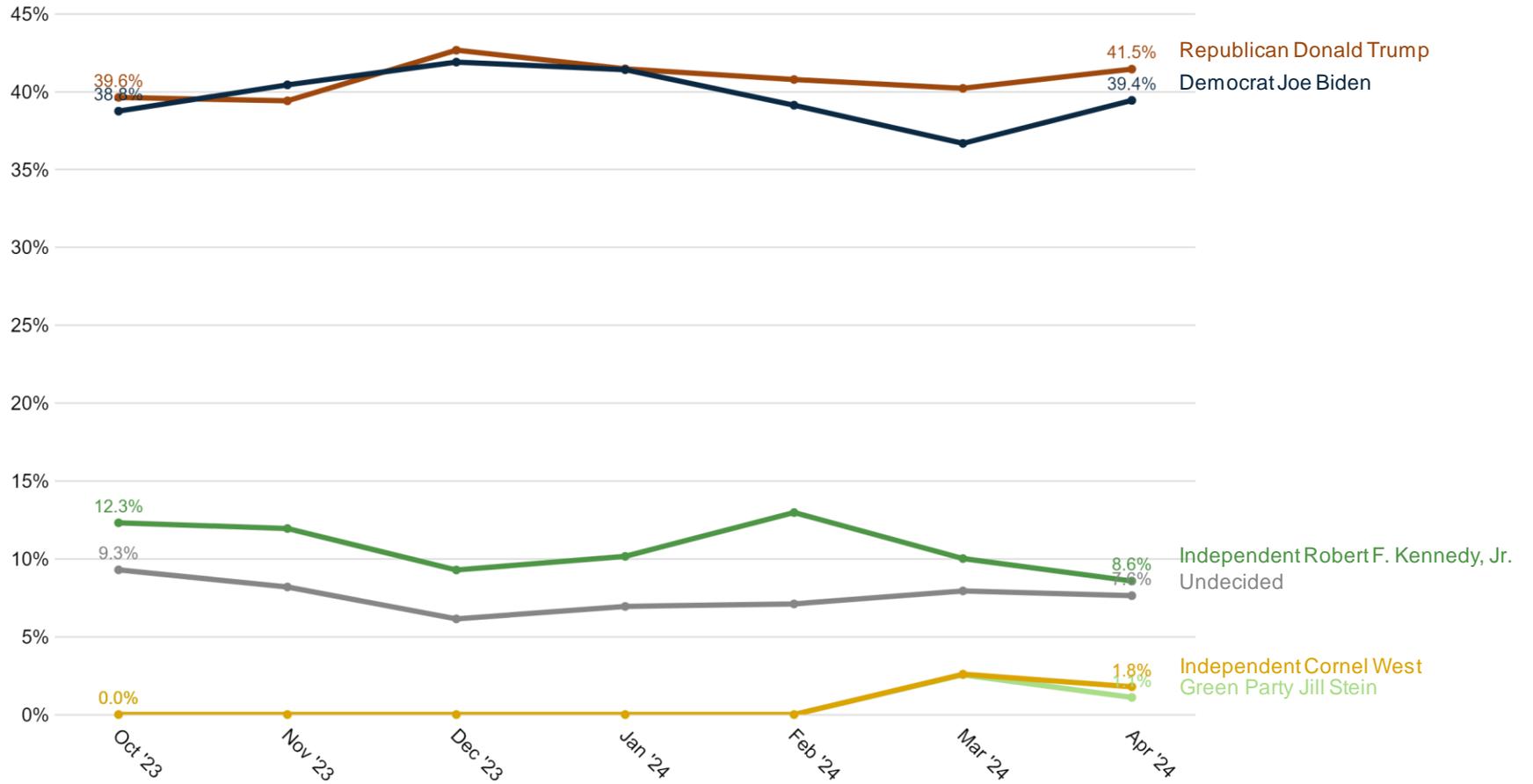
Full Presidential



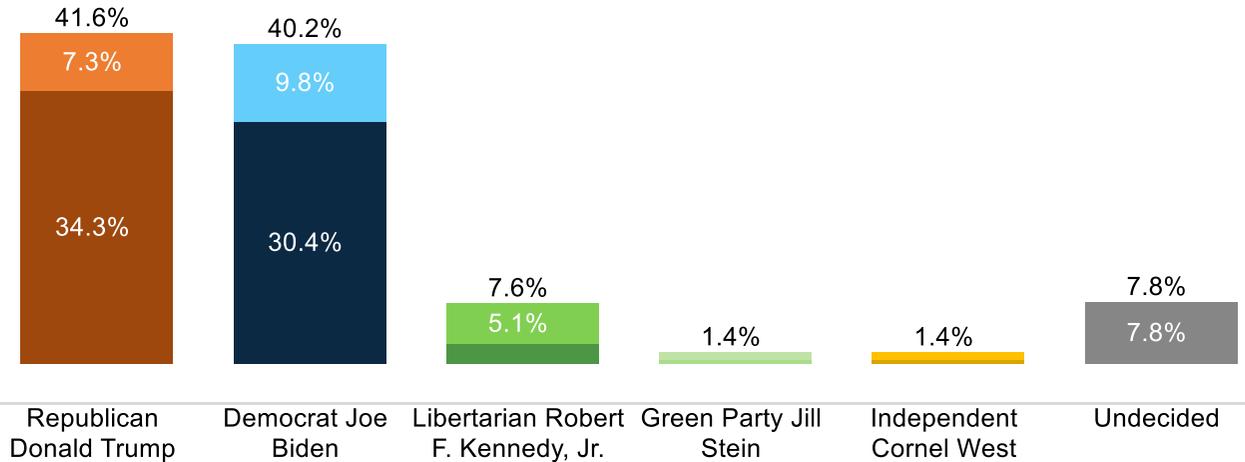
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Donald Trump	34%	37%	46%	51%	39%	55%	38%	31%	31%	37%	56%	87%	31%	3%	46%	18%	37%	43%	35%	46%	21%	44%	36%	41%	84%	3%
Democrat Joe Biden	37%	49%	33%	38%	42%	30%	40%	48%	53%	43%	25%	3%	29%	82%	37%	58%	41%	33%	45%	36%	29%	42%	37%	23%	2%	80%
Independent Robert F. Kennedy, Jr.	10%	6%	12%	6%	10%	9%	8%	8%	4%	10%	10%	7%	18%	6%	8%	10%	10%	12%	9%	8%	22%	7%	11%	12%	8%	6%
Green Party Jill Stein	3%	0%	1%	0%	1%	1%	1%	2%	2%	1%	1%	0%	2%	2%	1%	1%	0%	2%	1%	1%	2%	1%	2%	0%	0%	2%
Independent Cornel West	3%	1%	2%	0%	1%	2%	2%	3%	3%	2%	1%	0%	5%	2%	1%	5%	3%	2%	2%	2%	4%	1%	4%	1%	1%	2%
Definitely Republican Donald Trump	27%	29%	38%	44%	31%	48%	30%	25%	24%	29%	49%	73%	24%	2%	38%	13%	31%	34%	28%	38%	9%	38%	26%	30%	70%	3%
Probably Republican Donald Trump	7%	8%	8%	7%	8%	7%	8%	6%	7%	8%	7%	13%	7%	2%	8%	5%	6%	9%	7%	8%	12%	6%	10%	11%	14%	1%
Definitely Democrat Joe Biden	24%	42%	26%	30%	35%	23%	31%	35%	43%	32%	19%	2%	16%	67%	30%	45%	22%	23%	35%	28%	12%	34%	24%	18%	1%	63%
Probably Democrat Joe Biden	14%	7%	7%	8%	8%	7%	9%	13%	10%	11%	6%	1%	12%	15%	7%	14%	19%	10%	10%	8%	16%	8%	13%	5%	1%	17%
Definitely Independent Robert F. Kennedy, Jr.	4%	2%	4%	2%	3%	3%	3%	2%	3%	4%	2%	6%	3%	3%	5%	5%	5%	3%	3%	8%	2%	5%	4%	2%	2%	
Probably Independent Robert F. Kennedy, Jr.	6%	4%	7%	4%	7%	5%	5%	5%	2%	6%	6%	5%	11%	3%	5%	5%	7%	6%	5%	14%	5%	5%	9%	6%	4%	
Definitely Green Party Jill Stein	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%
Probably Green Party Jill Stein	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	2%	1%	1%	0%	0%	0%	1%
Definitely Independent Cornel West	2%	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	2%	1%	0%	2%	2%	1%	0%	1%	2%	0%	2%	0%	1%	0%	
Probably Independent Cornel West	2%	1%	1%	0%	1%	0%	1%	2%	2%	1%	1%	0%	2%	1%	1%	2%	0%	1%	2%	1%	3%	0%	2%	1%	0%	2%
Undecided	13%	6%	6%	5%	7%	4%	10%	8%	8%	8%	7%	3%	17%	5%	6%	8%	9%	8%	8%	7%	22%	5%	10%	23%	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?

Trend: Full Presidential



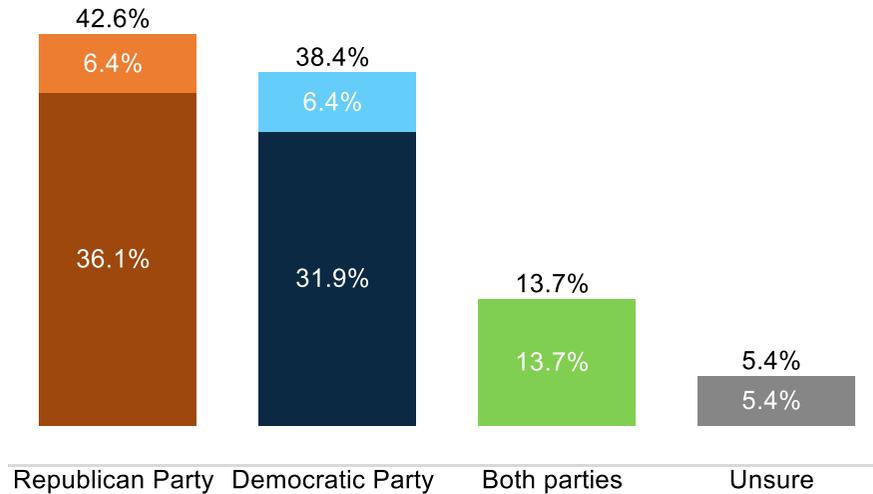
Full Presidential RFK Libertarian



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Donald Trump	34%	37%	47%	51%	38%	57%	38%	32%	30%	37%	57%	88%	29%	3%	46%	18%	40%	44%	35%	46%	20%	44%	37%	41%	85%	2%
Democrat Joe Biden	37%	51%	34%	38%	45%	30%	40%	49%	52%	44%	26%	4%	29%	84%	37%	59%	41%	34%	47%	36%	30%	43%	37%	24%	2%	81%
Libertarian Robert F. Kennedy, Jr.	10%	5%	10%	4%	8%	7%	8%	7%	4%	9%	7%	5%	18%	5%	8%	7%	8%	11%	8%	8%	21%	7%	10%	5%	7%	6%
Green Party Jill Stein	3%	1%	1%	0%	1%	1%	2%	2%	2%	1%	1%	0%	3%	2%	1%	2%	2%	2%	1%	3%	1%	2%	0%	0%	0%	3%
Independent Cornel West	3%	0%	2%	1%	1%	2%	1%	2%	3%	1%	1%	0%	3%	1%	1%	4%	1%	1%	1%	2%	4%	1%	3%	3%	0%	2%
Definitely Republican Donald Trump	28%	30%	38%	44%	30%	48%	31%	25%	24%	29%	50%	75%	23%	1%	39%	13%	30%	35%	27%	39%	8%	37%	28%	32%	71%	2%
Probably Republican Donald Trump	6%	7%	9%	7%	8%	8%	6%	7%	6%	7%	8%	13%	6%	2%	7%	5%	9%	9%	7%	7%	13%	6%	9%	9%	14%	1%
Definitely Democrat Joe Biden	23%	43%	26%	29%	34%	23%	30%	38%	42%	33%	19%	2%	15%	68%	29%	47%	28%	24%	36%	27%	12%	35%	23%	18%	1%	62%
Probably Democrat Joe Biden	13%	8%	8%	9%	11%	7%	10%	12%	11%	11%	7%	1%	14%	16%	8%	12%	13%	10%	11%	9%	18%	8%	14%	5%	1%	18%
Definitely Libertarian Robert F. Kennedy, Jr.	3%	2%	3%	1%	2%	2%	3%	2%	2%	3%	2%	2%	5%	2%	2%	3%	4%	4%	2%	3%	6%	2%	4%	1%	2%	2%
Probably Libertarian Robert F. Kennedy, Jr.	7%	3%	7%	3%	6%	5%	5%	5%	2%	7%	5%	4%	12%	3%	5%	4%	4%	7%	5%	5%	15%	5%	6%	4%	5%	4%
Definitely Green Party Jill Stein	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%
Probably Green Party Jill Stein	2%	0%	1%	0%	1%	1%	1%	2%	2%	1%	1%	0%	3%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	0%	2%
Definitely Independent Cornel West	0%	0%	1%	1%	1%	1%	0%	0%	2%	0%	0%	0%	1%	1%	0%	3%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%
Probably Independent Cornel West	2%	0%	1%	0%	0%	1%	1%	2%	2%	1%	0%	0%	3%	1%	1%	1%	1%	1%	1%	1%	3%	0%	2%	3%	0%	1%
Undecided	14%	6%	5%	5%	7%	4%	11%	8%	8%	8%	8%	3%	18%	5%	7%	9%	8%	8%	7%	8%	22%	5%	10%	27%	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?

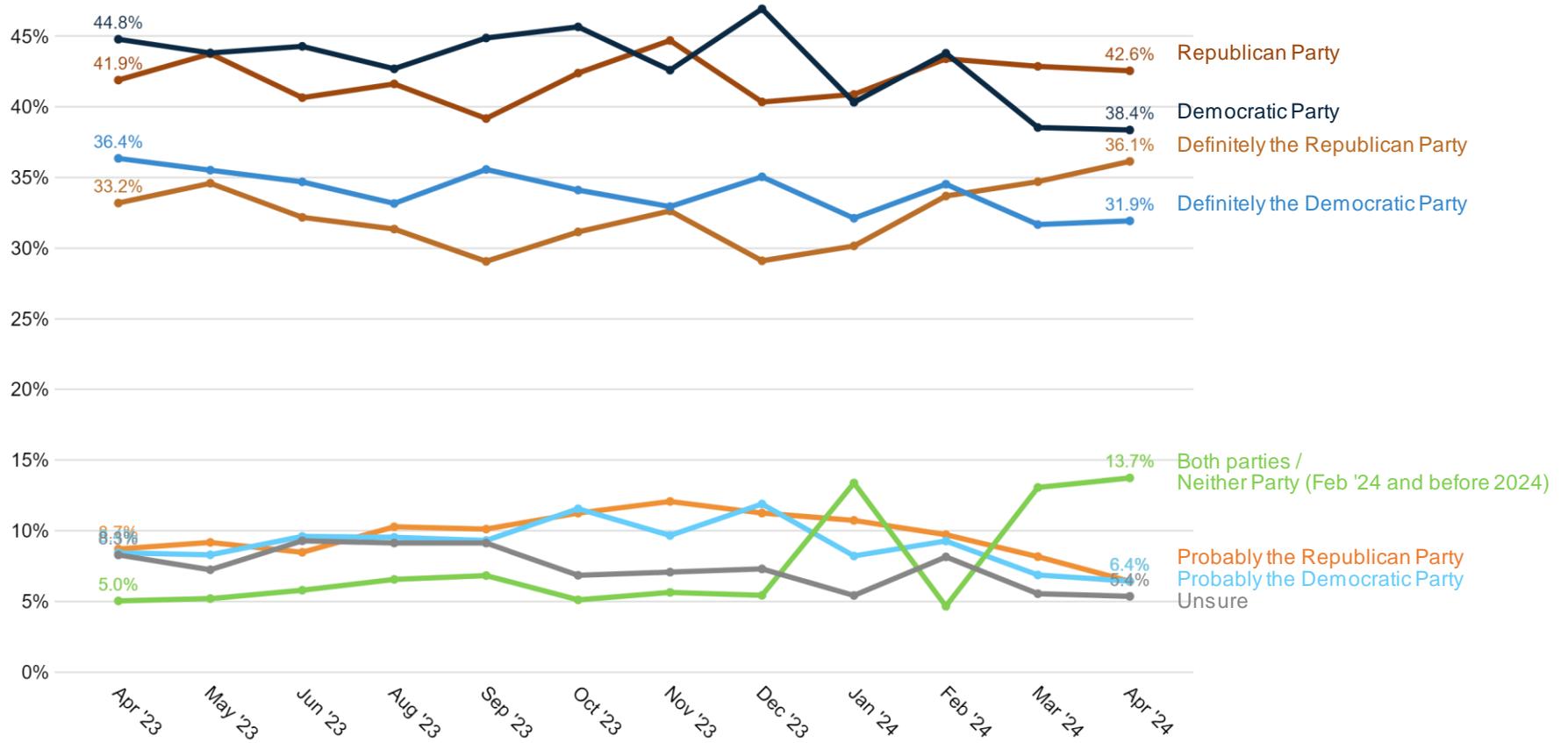
Party - Extreme



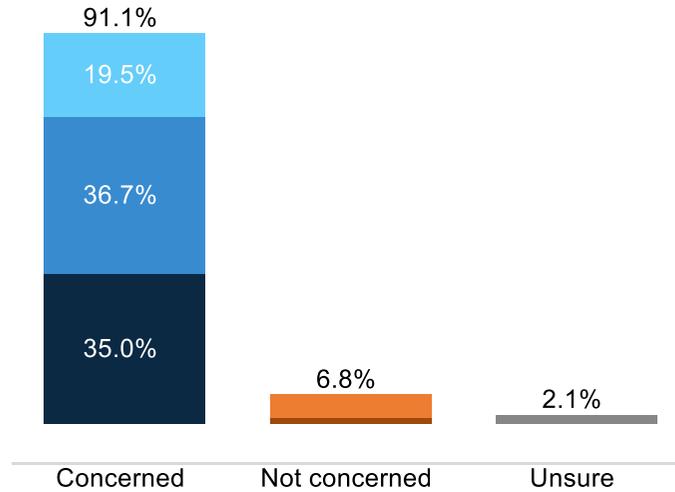
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Party	39%	50%	42%	39%	46%	36%	40%	52%	49%	46%	33%	19%	34%	72%	42%	44%	46%	38%	49%	38%	33%	45%	40%	25%	16%	71%
Democratic Party	31%	35%	42%	48%	38%	49%	34%	31%	31%	37%	46%	64%	30%	19%	40%	33%	35%	38%	35%	41%	25%	41%	35%	31%	65%	15%
Definitely the Republican Party	32%	43%	35%	34%	40%	31%	34%	43%	42%	39%	27%	14%	27%	64%	36%	38%	39%	30%	42%	32%	22%	41%	31%	15%	11%	63%
Probably the Republican Party	8%	7%	6%	4%	6%	5%	7%	8%	7%	6%	6%	5%	7%	7%	6%	6%	8%	7%	7%	6%	11%	5%	9%	10%	4%	9%
Probably the Democratic Party	8%	6%	8%	3%	5%	6%	8%	6%	6%	6%	7%	8%	7%	4%	6%	7%	8%	6%	6%	7%	9%	4%	10%	11%	9%	4%
Definitely the Democratic Party	23%	29%	35%	45%	34%	43%	26%	25%	25%	31%	39%	56%	23%	14%	34%	26%	27%	32%	29%	34%	15%	36%	25%	19%	56%	11%
Both parties	19%	11%	13%	12%	15%	11%	16%	13%	13%	13%	15%	12%	29%	6%	13%	14%	14%	17%	14%	14%	31%	11%	19%	20%	14%	10%
Unsure	11%	4%	4%	2%	2%	4%	10%	4%	7%	4%	6%	5%	7%	4%	4%	9%	5%	7%	3%	7%	11%	3%	6%	25%	5%	4%

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

Trend: Party - Extreme



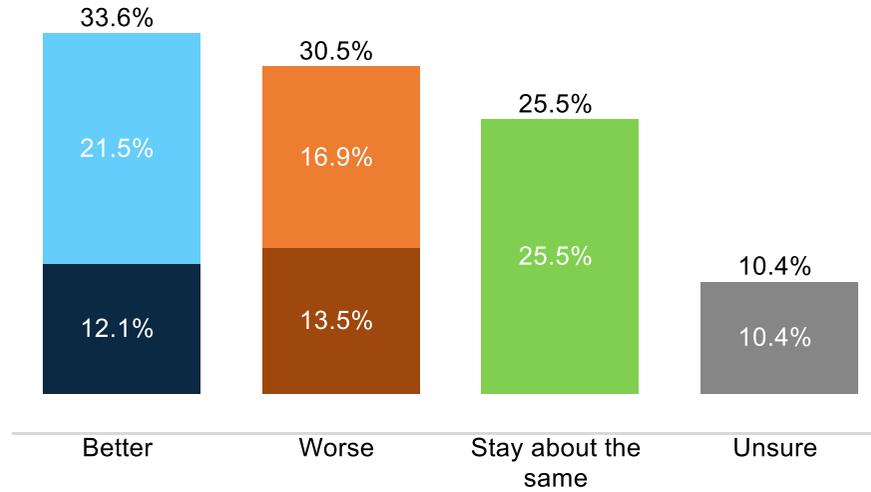
Inflation Impact



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Concerned Total	92%	89%	91%	93%	91%	93%	91%	89%	86%	92%	93%	98%	92%	84%	91%	90%	92%	93%	90%	92%	90%	92%	92%	80%	97%	86%
Not concerned Total	4%	9%	8%	7%	9%	6%	5%	8%	12%	6%	4%	1%	5%	13%	7%	5%	5%	5%	9%	5%	5%	8%	5%	6%	2%	12%
Extremely concerned	40%	29%	35%	34%	28%	40%	36%	34%	32%	34%	39%	49%	37%	20%	36%	24%	39%	42%	31%	37%	33%	35%	35%	35%	49%	21%
Very concerned	37%	40%	36%	33%	34%	35%	39%	38%	33%	37%	38%	40%	35%	35%	35%	46%	40%	37%	36%	37%	37%	37%	37%	32%	38%	35%
Somewhat concerned	15%	20%	20%	25%	28%	18%	16%	18%	22%	21%	16%	9%	21%	29%	20%	20%	13%	14%	23%	17%	21%	20%	20%	13%	9%	30%
Not that concerned	2%	8%	6%	5%	8%	4%	4%	7%	10%	5%	3%	1%	3%	11%	6%	3%	4%	4%	8%	4%	4%	6%	5%	4%	1%	10%
Not at all concerned	1%	2%	1%	1%	1%	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%
Unsure	5%	2%	1%	0%	0%	1%	3%	3%	2%	2%	3%	1%	3%	2%	1%	5%	3%	1%	1%	3%	5%	1%	3%	14%	1%	2%

How concerned are you about the impact of inflation and rising prices on your household?

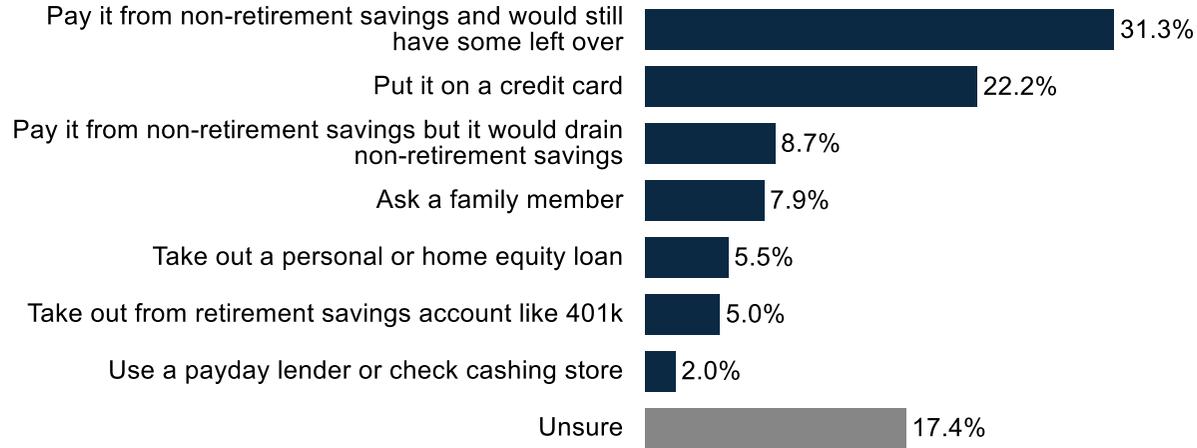
Household Expectation



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Better Total	33%	28%	40%	35%	40%	36%	30%	31%	33%	36%	31%	28%	30%	42%	31%	52%	27%	37%	35%	33%	32%	34%	31%	38%	27%	42%
Worse Total	29%	32%	32%	28%	29%	32%	33%	27%	25%	30%	35%	40%	32%	19%	32%	18%	37%	30%	28%	32%	31%	30%	31%	29%	41%	19%
A lot better	9%	10%	17%	12%	12%	17%	10%	9%	12%	12%	12%	13%	9%	13%	11%	19%	11%	14%	11%	13%	9%	13%	9%	13%	12%	12%
A little better	23%	17%	23%	23%	27%	19%	20%	22%	20%	23%	19%	15%	21%	29%	20%	32%	16%	23%	25%	19%	23%	21%	22%	25%	15%	30%
Stay about the same	24%	31%	19%	29%	25%	23%	25%	30%	32%	26%	21%	19%	27%	32%	27%	19%	23%	22%	28%	24%	25%	24%	30%	18%	18%	33%
A little worse	16%	16%	20%	16%	17%	19%	16%	17%	13%	18%	18%	20%	19%	12%	18%	9%	19%	16%	17%	17%	20%	17%	18%	14%	21%	12%
A lot worse	13%	16%	13%	12%	12%	13%	17%	10%	12%	12%	17%	21%	13%	6%	14%	8%	18%	14%	11%	15%	11%	14%	13%	14%	20%	6%
Unsure	14%	10%	8%	9%	6%	10%	12%	12%	10%	9%	13%	13%	10%	7%	10%	12%	13%	11%	9%	11%	12%	11%	8%	15%	14%	7%

Over the next few years, do you expect things for you and your household finances to get better, get worse, or stay about the same?

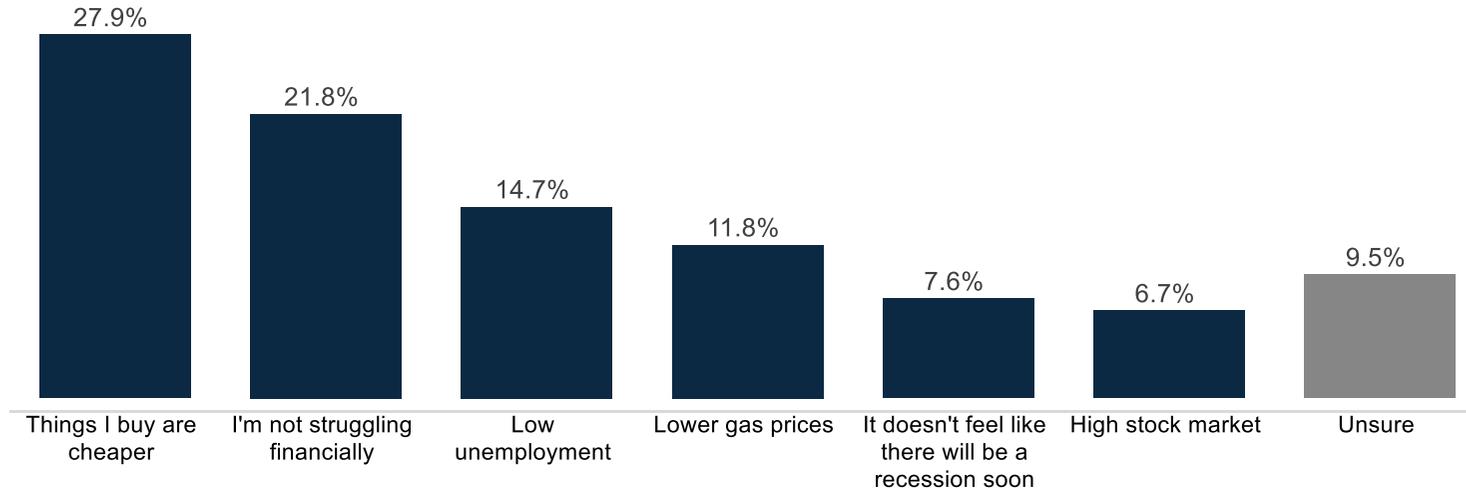
Surprise Expense



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Pay it from non-retirement savings and would still have some left over	20%	36%	29%	44%	44%	30%	22%	38%	28%	35%	27%	31%	32%	32%	34%	20%	23%	27%	41%	25%	28%	37%	22%	15%	30%	35%
Put it on a credit card	25%	21%	23%	19%	22%	20%	21%	26%	24%	24%	19%	20%	25%	23%	22%	18%	32%	25%	24%	21%	22%	23%	21%	19%	22%	23%
Pay it from non-retirement savings but it would drain non-retirement savings	6%	9%	11%	10%	9%	11%	7%	8%	6%	10%	8%	10%	9%	7%	10%	6%	2%	9%	9%	9%	8%	9%	9%	5%	10%	7%
Ask a family member	16%	4%	8%	2%	3%	7%	12%	8%	6%	7%	10%	7%	7%	9%	7%	10%	12%	10%	5%	10%	12%	6%	12%	14%	6%	8%
Take out a personal or home equity loan	7%	4%	5%	5%	5%	5%	6%	5%	5%	4%	8%	5%	7%	6%	5%	8%	7%	5%	5%	6%	5%	5%	8%	1%	5%	6%
Take out from retirement savings account like 401k	4%	5%	5%	6%	7%	5%	5%	4%	6%	4%	5%	6%	4%	5%	5%	7%	6%	5%	5%	5%	5%	5%	4%	7%	6%	5%
Use a payday lender or check cashing store	3%	2%	3%	0%	2%	1%	3%	1%	4%	1%	1%	1%	2%	3%	1%	7%	4%	2%	1%	2%	2%	1%	4%	1%	1%	3%
Unsure	19%	19%	17%	14%	9%	20%	24%	10%	19%	14%	22%	21%	14%	14%	16%	23%	14%	17%	10%	22%	17%	14%	20%	36%	19%	14%

If you were suddenly hit with a large and unexpected expense, let's say about \$2,000, how would you deal with it? Choose the most likely option.

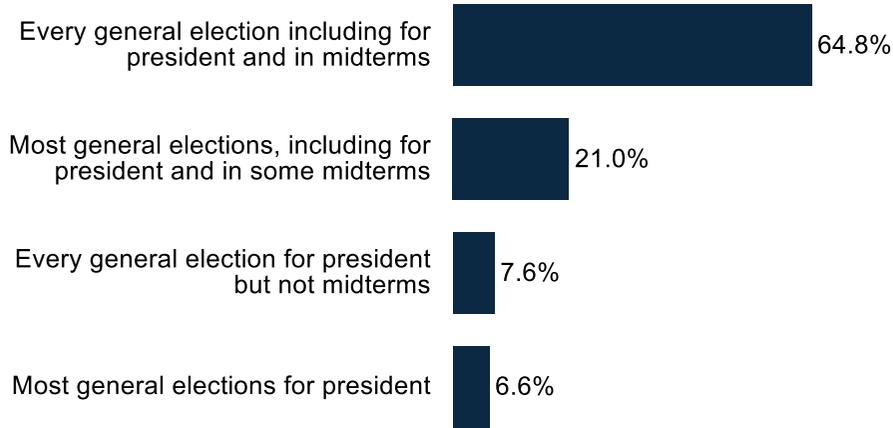
Best Economic Indicator



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Things I buy are cheaper	26%	28%	28%	30%	25%	32%	26%	29%	24%	28%	30%	35%	25%	23%	28%	29%	20%	29%	27%	28%	25%	28%	29%	18%	33%	24%
I'm not struggling financially	27%	18%	22%	19%	20%	21%	23%	23%	21%	23%	20%	19%	24%	23%	23%	19%	24%	25%	21%	22%	21%	22%	23%	16%	20%	23%
Low unemployment	11%	17%	14%	17%	20%	12%	12%	17%	18%	17%	9%	8%	13%	23%	14%	19%	14%	13%	18%	12%	14%	16%	11%	21%	8%	21%
Lower gas prices	13%	10%	12%	12%	9%	14%	12%	10%	14%	9%	16%	17%	10%	7%	12%	10%	17%	12%	10%	13%	10%	13%	9%	12%	17%	7%
It doesn't feel like there will be a recession soon	9%	6%	8%	9%	9%	7%	7%	8%	5%	9%	8%	6%	10%	8%	8%	7%	9%	5%	9%	7%	7%	7%	11%	2%	6%	8%
High stock market	4%	7%	8%	7%	9%	7%	5%	7%	4%	8%	6%	5%	9%	7%	7%	6%	7%	10%	8%	6%	10%	7%	8%	3%	7%	7%
Unsure	10%	13%	8%	6%	7%	7%	15%	6%	12%	7%	11%	9%	10%	9%	9%	10%	9%	6%	7%	11%	13%	8%	8%	27%	9%	9%

Which of the following do you believe is the best sign or indicator of a good economy?

Voter History

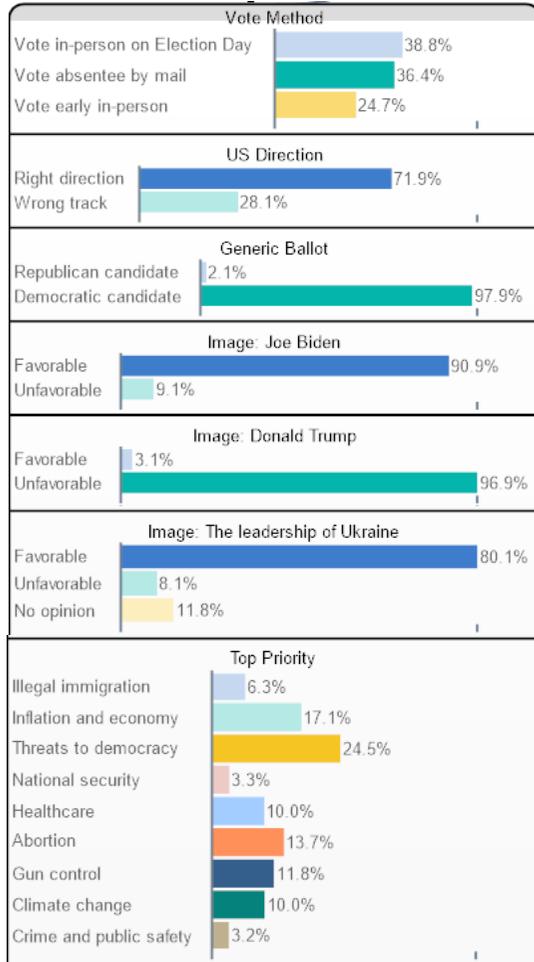


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Trump '20	Biden '20
Every general election including for president and in midterms	48%	69%	61%	85%	80%	66%	55%	65%	60%	67%	64%	69%	58%	66%	68%	56%	54%	59%	72%	60%	47%	70%	65%
Most general elections, including for president and in some midterms	27%	21%	23%	10%	14%	20%	27%	20%	20%	22%	20%	18%	25%	22%	19%	27%	25%	25%	17%	24%	31%	18%	22%
Every general election for president but not midterms	12%	7%	7%	3%	2%	7%	9%	10%	10%	7%	8%	7%	8%	8%	7%	11%	9%	6%	8%	10%	7%	8%	
Most general elections for president	12%	3%	9%	1%	4%	7%	9%	5%	11%	5%	7%	6%	9%	4%	5%	10%	10%	8%	4%	8%	12%	5%	5%

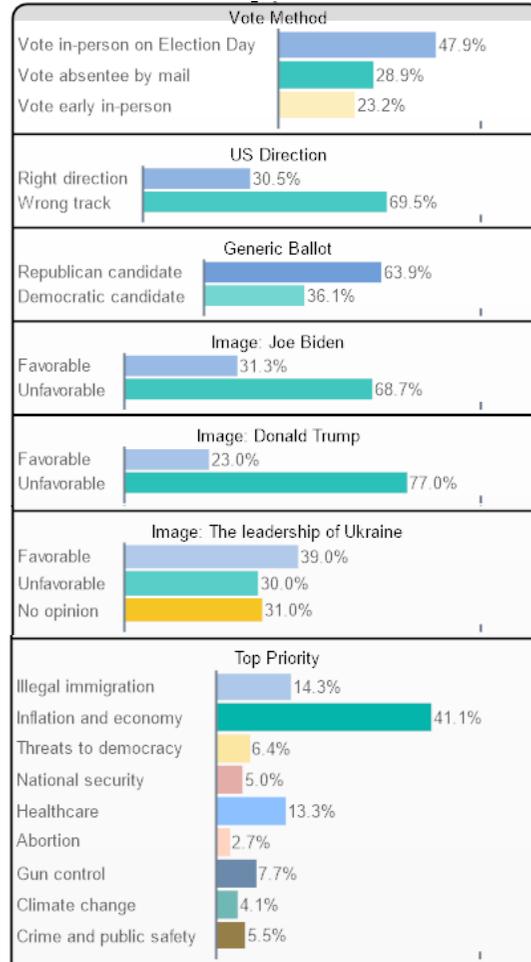
How often do you vote in general elections held in November of each even-numbered year?

Segmentation Analysis:

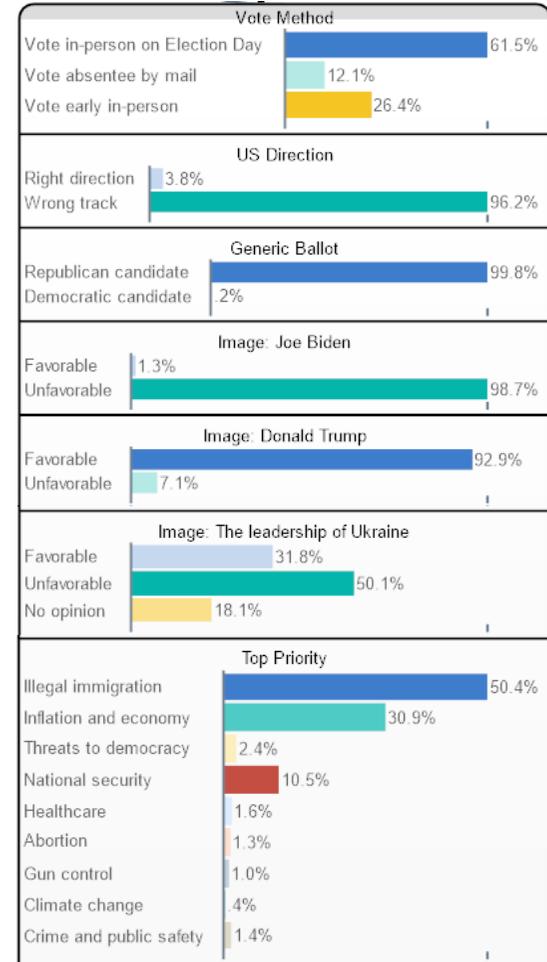
Dem Base (40%)



Ticked-Off, Diverse, Young Working-Class (18%)

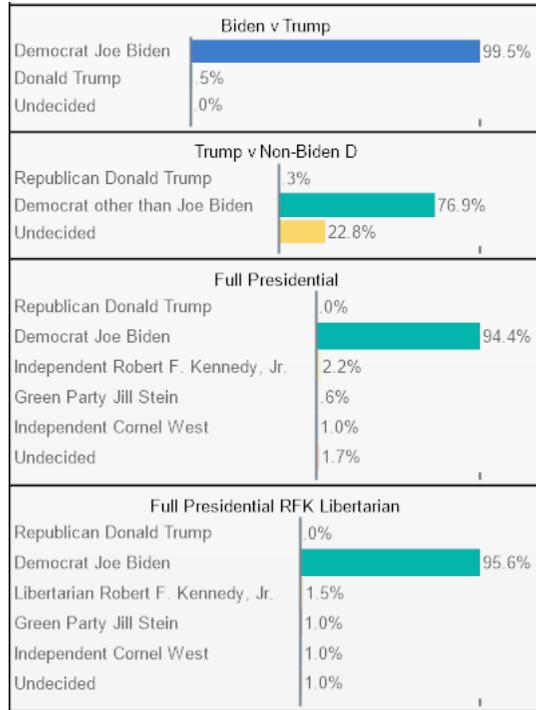


GOP Base (43%)

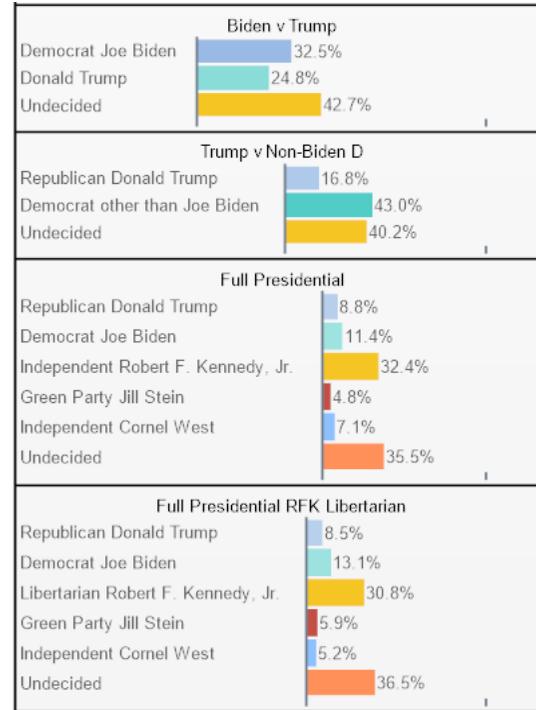


Segmentation Analysis:

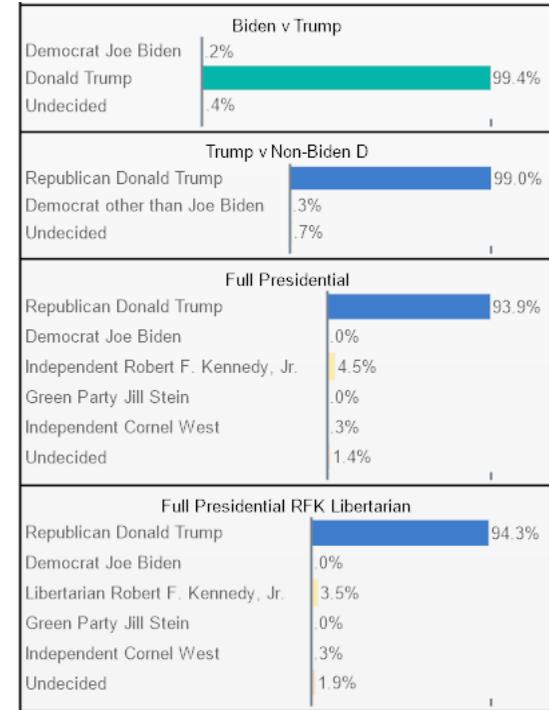
Dem Base (40%)



Ticked-Off, Diverse, Young Working-Class (18%)

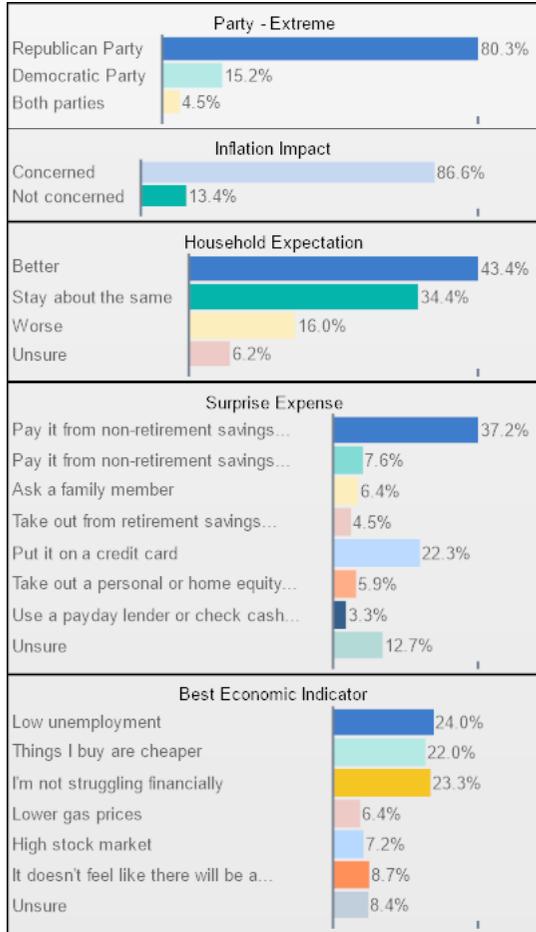


GOP Base (43%)

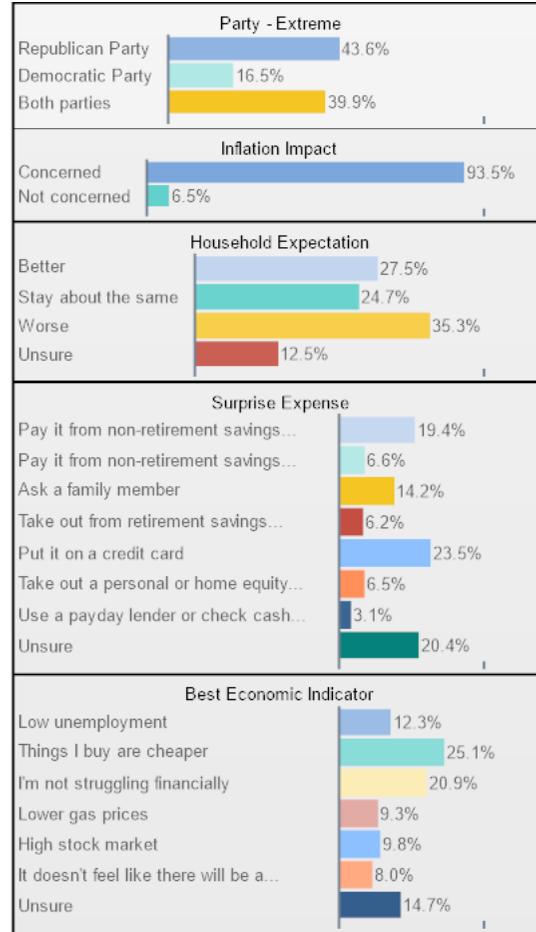


Segmentation Analysis:

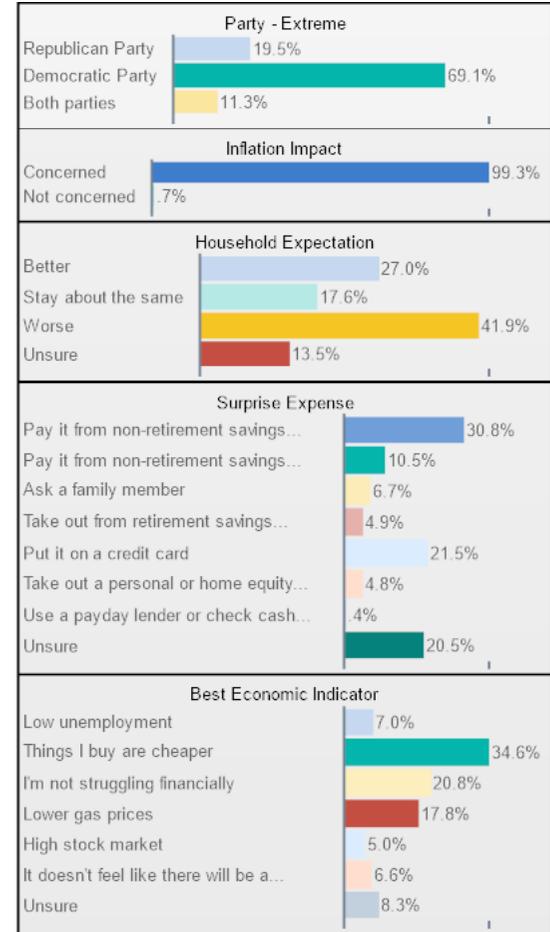
Dem Base (40%)



Ticked-Off, Diverse, Young Working-Class (18%)

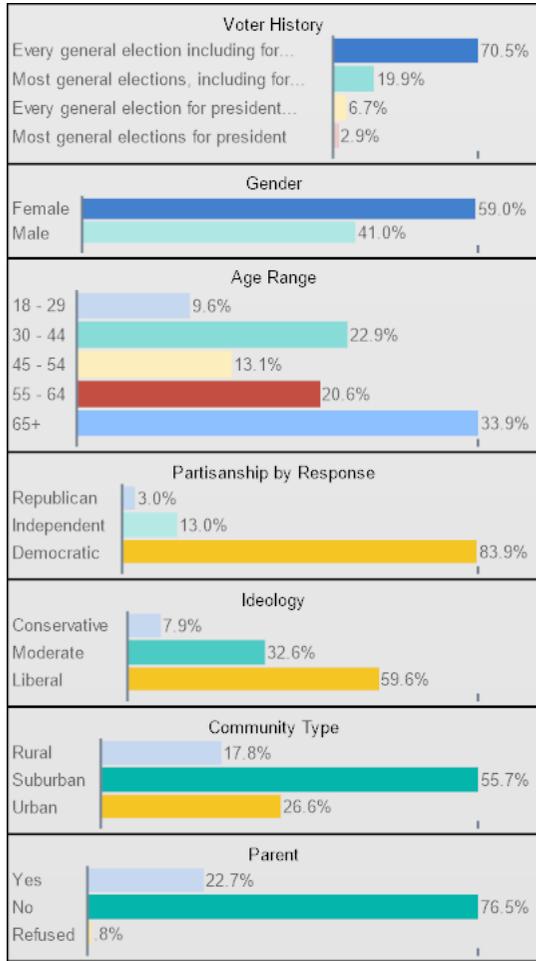


GOP Base (43%)

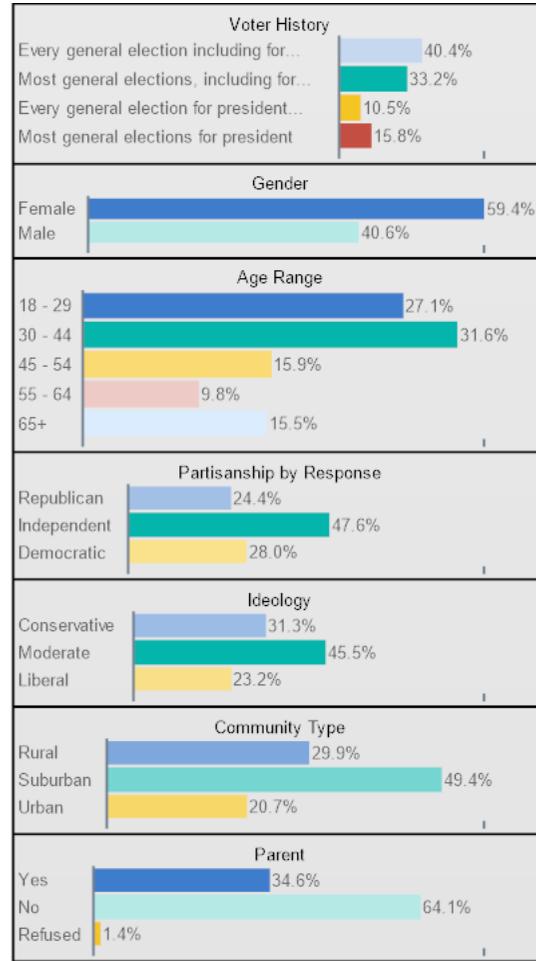


Segmentation Analysis:

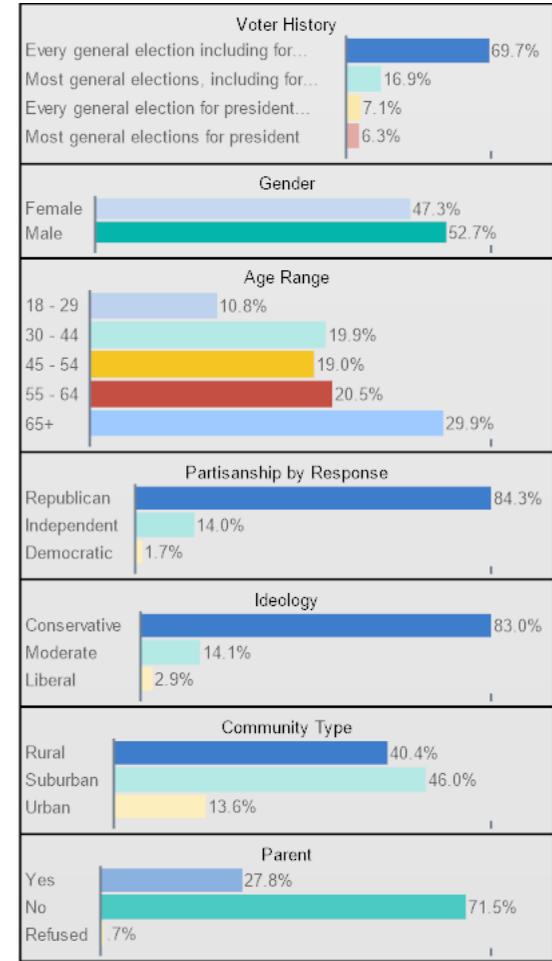
Dem Base (40%)



Ticked-Off, Diverse, Young Working-Class (18%)

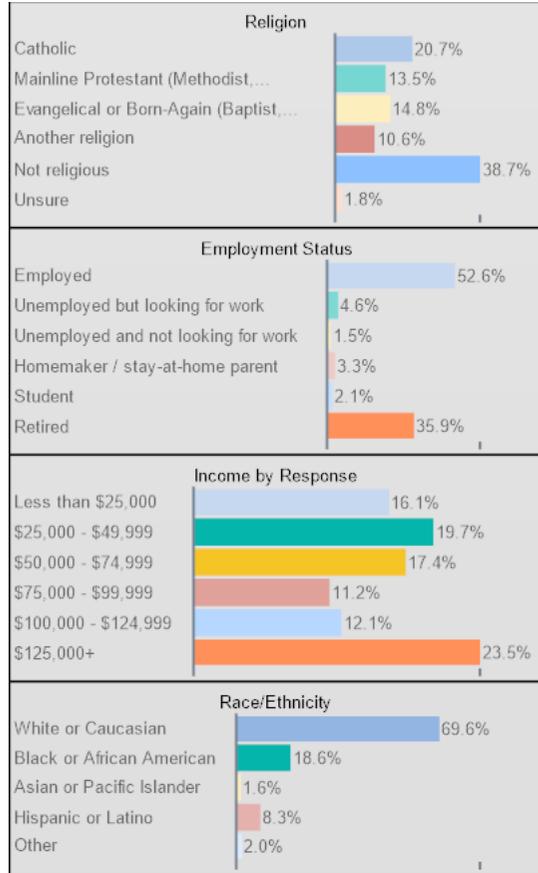


GOP Base (43%)

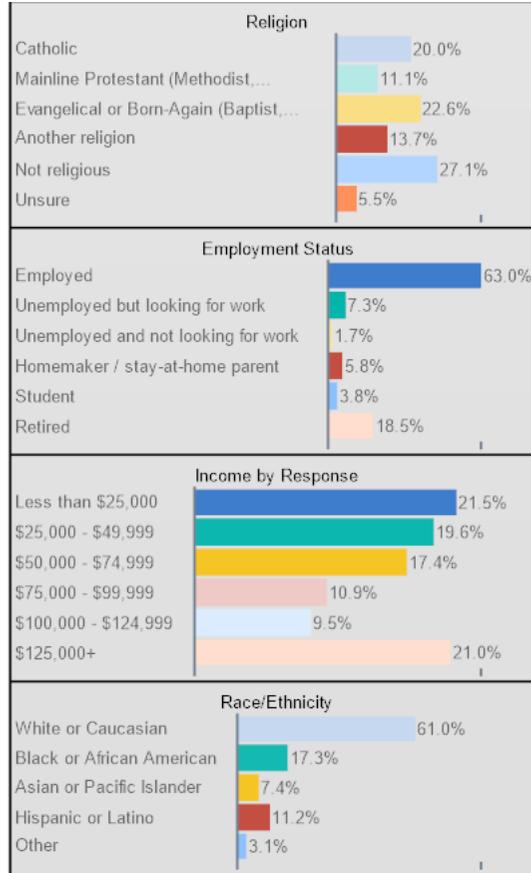


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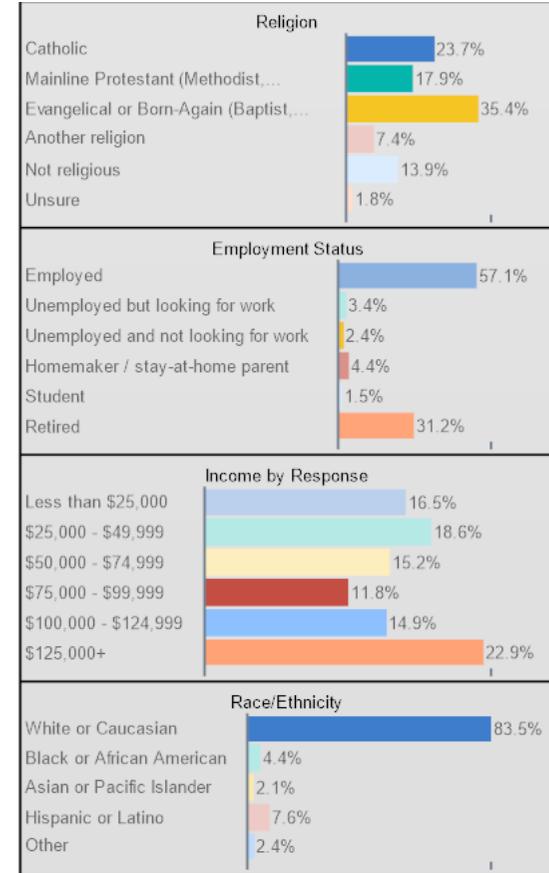
Dem Base (40%)



Ticked-Off, Diverse, Young Working-Class (18%)

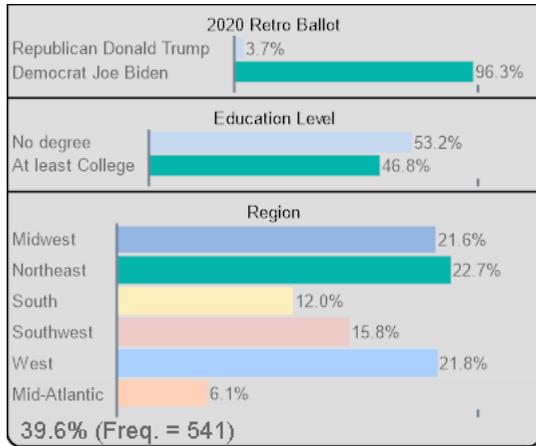


GOP Base (43%)

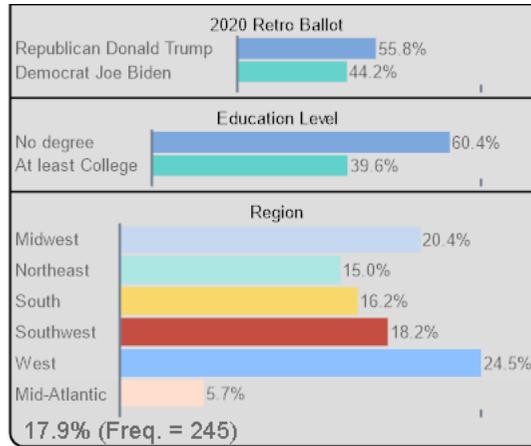


Segmentation Analysis:

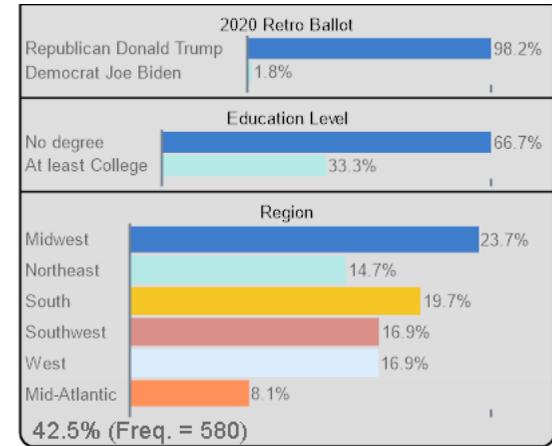
Dem Base (40%)



Ticked-Off, Diverse, Young Working-Class (18%)

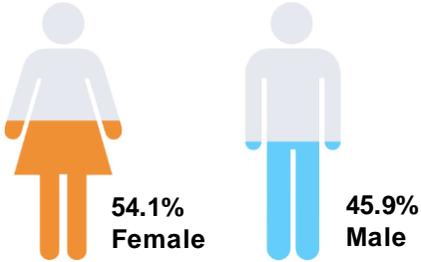


GOP Base (43%)

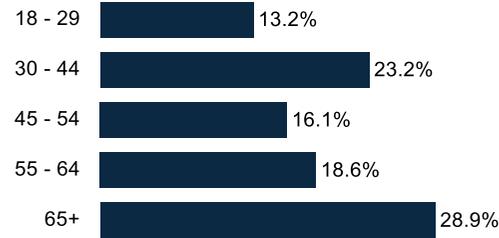


Demographics

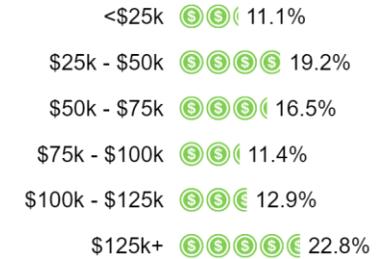
Sex



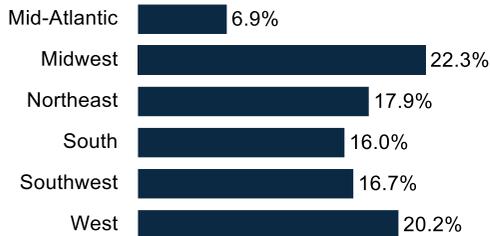
Age Range



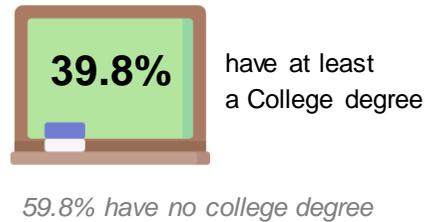
Household Income



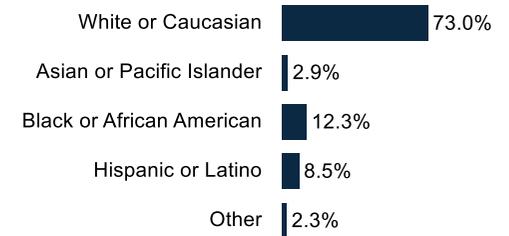
Geo - Region



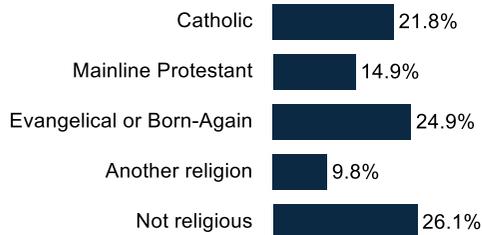
Education



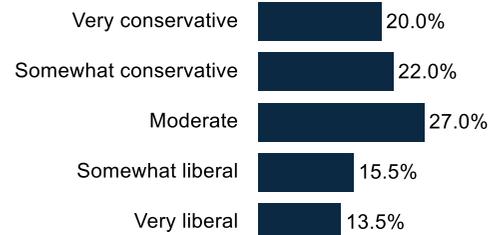
Race/Ethnicity



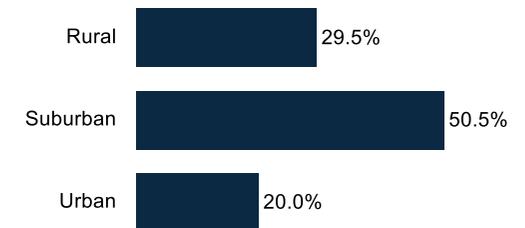
Religion



Ideology



Community Type



Total sample size: 1500