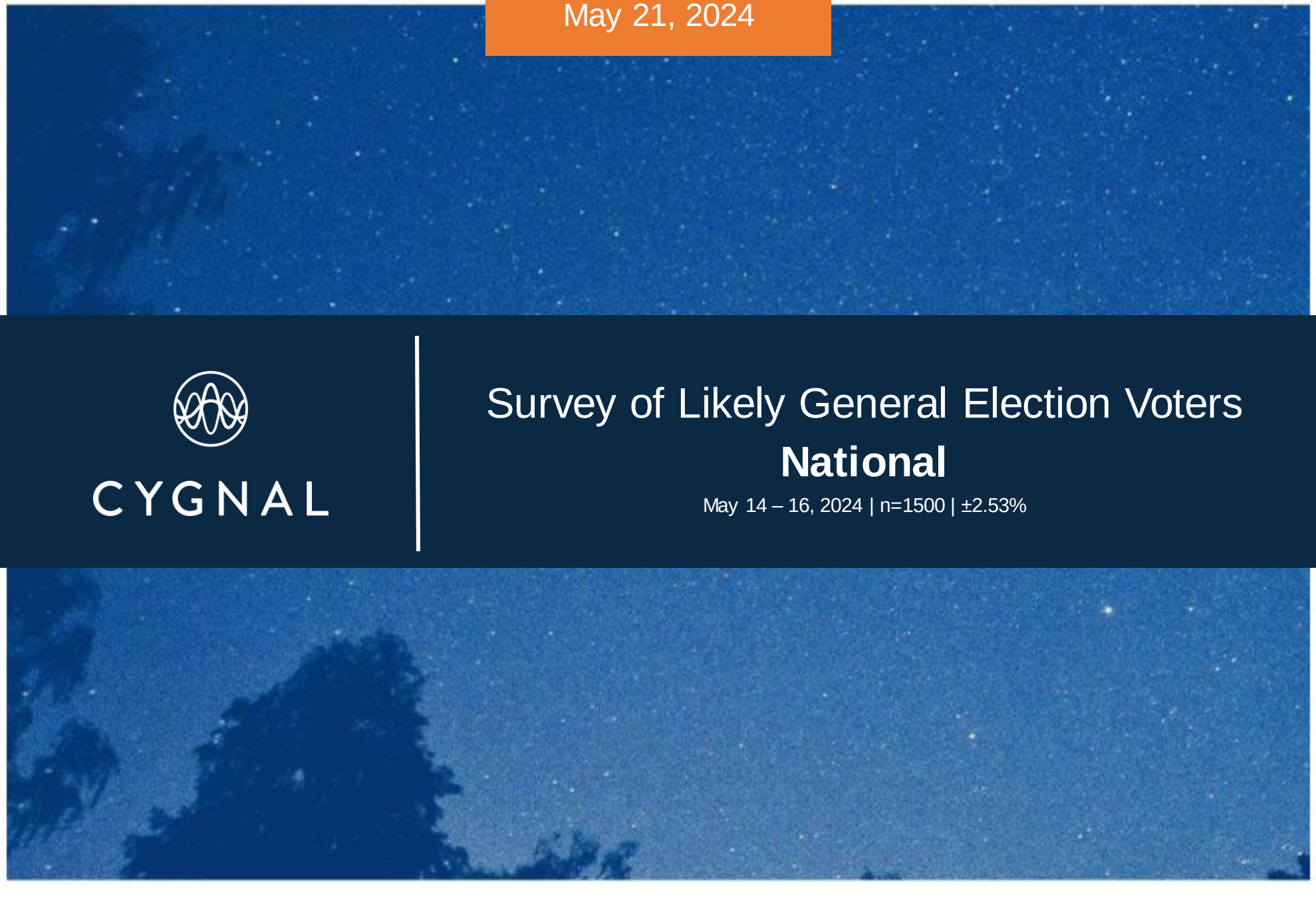
May 21, 2024



CYGNAL

Survey of Likely General Election Voters

National

May 14 – 16, 2024 | n=1500 | ±2.53%

Insights & Analysis

- With less than six months until Election Day, the nation's **mood is increasingly pessimistic.** 69% say the U.S. is on the wrong track – up five points since April.
  - With wars in the Middle East and Ukraine, voters are even more pessimistic about the **direction of the world**. 76% say things in the world are off on the wrong track, including 91% of Republicans, 82% of Independents, and 59% of Democrats.
  - Joe Biden's image (-20 net favorable; 2% worse since April) has sunk even further underwater, with 48% of voters now having a *very* unfavorable opinion.
  - Donald **Trump** (-11 net fav: 3% better since April) has seen a slight increase in favorability, particularly with non-college educated women. He is 5 points **more favorable with Independents than Biden.** However, the intensity of voters opposed to Trump (48% *very* unfavorable) mirrors Biden.
- Despite Trump's slightly more favorable image, the Biden-Trump rematch **narrowed by a point** (Trump 46% – Biden 45%) with Trump -1 from April.
  - Since last month, Trump's lead with **Independents** has also narrowed (Trump 40% – Biden 39% – Undecided 21%) with roughly equal intensity of support for both candidates.
  - Trump and Biden are **tied** at 44% with **Hispanic voters**. Trump is +9 with white voters, Biden is +53 with black voters. However, **Trump earns the support of 1 in 4 black men**.
- On the **full Presidential ballot, Trump** maintains a +3 advantage (Trump 41% – Biden 38% – Kennedy 9%). Kennedy takes 2% more from 2020 Trump voters than 2020 Biden voters.
  - 23% of independents support Kennedy, while 28% go for Trump and 27% for Biden.
- **66% of voters say Biden is too old** to serve as President. Only 38% say the same for Trump. 72% of Independents and even **half of Democrats** say Biden is too old. 47% of Independents see Trump's age as an issue.

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Insights & Analysis

- As the "Veepstakes" for Trump's running mate heats up some familiar names bubble to the top.
  - Florida Governor **Ron DeSantis is the favorite choice of Republican voters to be Trump's VP pick** (24%). Fellow rivals for the nomination Vivek Ramaswamy (16%) and Senator Tim Scott (12%) round out the top three among seventeen options.
- Voters are **split** when it comes to whether using the courts to prosecute political opponents or not accepting election results poses a greater **threat to democracy**. 28% say prosecuting political opponents, and 27% say not accepting election results. 35% say both threaten America's democracy.
  - **Even the word "democracy" has become polarizing with its use in today's political discourse**. 47% of all likely voters, including 63% of Democrats have a **favorable view** when they hear the term. 37%, including 52% of Republican voters have an **unfavorable view** of the word "democracy" as it's used in political discourse today.
- In another example of **deep polarization** and division in the U.S. – **48%** of voters believe the **court cases against Donald Trump have merit**. **48%** say they are **politically motivated**.
- Republicans continue to lead **R+2 on the generic Congressional** ballot. **Women without a degree** have **swung 10 points more towards Republicans.**
  - 42% of voters say **Republicans are more extreme**, including 36% of Independent voters. 39% say Democrats are more extreme – 32% of Independents. The gap on which party is more extreme has narrowed by 2 points since April.
  - **Partisan loyalty** between Republican and Democrat voters this month is **tied at 39% each**. However, when asked for their party identification when they **first registered to vote**, voters in the U.S. started off **D+9** (43% Democrat / 34% Republican). Once again, the old quote is right: "**If you're not a liberal when you're 25, you have no heart. If you're not a conservative by the time you're 35, you have no brain.**"

Insights & Analysis

- After months of illegal immigration threatening to take over the top spot, **inflation and the economy** has reemerged as the **clear top issue** for a plurality of Americans.
  - 30% say inflation and the economy is their top priority (+3 since April). 21% say illegal immigration is their top issue (-4 since April). **Republican voters** drive nearly all the concern about **illegal immigration**, while 26% of **Democrats** are most concerned about **threats to democracy**. Independents are most concerned with the economy.
- More voters (46%) **oppose the recent $95 billion-dollar funding package** intended for Ukraine, Israel, Palestine, and Taiwan than the 39% who support it.
- Turning to cultural issues, while the NCAA drags their feet on protecting women, **voters overwhelmingly support** the NAIA's recent decision to **ban transgender athletes** from participating in **women's college sports** (64% support / 18% oppose).
  - All major demographics and voter groups – including a plurality of **Democrats and Biden voters support the ban**.
- College basketball star, **Caitlin Clark** at +35 net favorable, is the **most unifying figure** in the news today and is viewed favorably across race, gender, and the political divide. She's more popular than the most well-known NBA star…
  - **LeBron James** is much more polarizing – and the **political divide** is stark: James is +44 favorable with Democrat voters while underwater at -26 with Republicans.
    Mr. James could benefit from MJ's advice: **Republicans buy shoes too.**
- Finally, if only fans of **Star Wars** (46% of likely voters) were allowed to vote this fall, Biden would defeat Trump (Biden 53% – Trump 37% – Undecided 10%).
  - **Democrats** are +8 **thumbs up for The Force**; **Republicans** by -22 say **thumbs down.**

Insights & Analysis

- Segmentation analysis identified three groups via machine-learning:

  - ***GOP Base*** (42%) voters are slightly more male and 8 in 10 are white. They are split between rural and suburban communities and are **most likely to be married** – 70% married. The *GOP Base* is also the most religious, attend church services most regularly, most likely to have a stay-at-home parent in the home, and are least likely to have a college degree. They are the most likely to vote on Election Day (64%) and close to universally pessimistic about the state of the nation and the world. *GOP Base* voters' side with Speaker Johnson (+31 net fav) over MTG (+15 net fav) and they aren't big fans of Zelenskyy (-16 net fav). They're opposed to the $95B funding package (-41 net fav), especially funding to Ukraine (-29 net fav) and Palestine (-69 net fav). They are the most supportive of funding Israel (+29). 8 in 10 are focused most on two issues – the economy and illegal immigration. *GOP Base* voters are nearly unanimous in support of the transgender sports ban and in opposition to Biden's student loan bailouts. They also take the hardest line against students engaging in pro-Hamas protests, and the universities enabling them. They are split on marijuana reclassification (41% support / 41% oppose) and are the most likely (6 in 10) to support the banning of TikTok.

Insights & Analysis

- Segmentation analysis identified three groups via machine-learning:

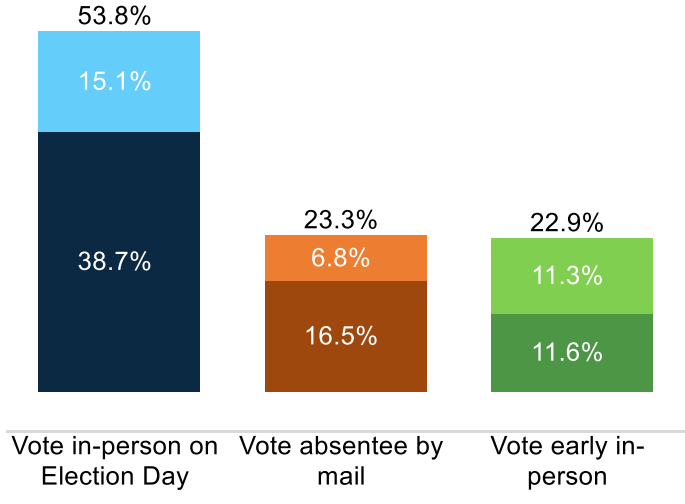
  - ***Dem Base*** (34%) voters skew **female** and are a little more racially diverse than GOP voters (28% non-white). They are the oldest segment, have the highest level of income (40%+ make more than $100k) and are the most likely (near 60%) to have a college degree. **Nearly half aren't religious and never attend religious services**. *Dem Base* voters are the **most likely to be divorced**, most likely to say that **neither** Mother's or Father's Day is important and are the **least likely to have children**. Over 8 in 10 live in suburban or urban communities. *Dem Base* voters are **most likely to be Star Wars fans**, most likely to **support transgender men playing in women's sports**, and most likely to support Biden's student loan bailout. Less started off as Republicans than Republicans who started off as Democrats. Over 80% support **marijuana reclassification** and 3 in 4 oppose consequences for students or universities over **pro-Hamas** protests on campus. **80% support U.S. taxpayer funded aid to Palestine** – 54% oppose Israel war funding. 93% support war funding for Ukraine. *Dem Base* voters are **nearly as favorable towards the Ukrainian Zelenskyy as they are Biden**. Over 60% plan to vote early. While a majority say the U.S. is going in the right direction, two-thirds say the world is off on the wrong track.

Insights & Analysis

- Segmentation analysis identified three groups via machine-learning:

  - ***The Younger, Diverse Middle*** (24%) look more like the *Dem Base* demographically and politically – but are more in the middle when it comes to the issues. They are the most **racially diverse** segment (slightly more than half are non-white) and mostly reside in suburban and urban communities. *The Younger, Diverse Middle* are the **youngest** segment, most likely to be employed, and **2 in 3 are female**. While they are the **most likely to have children** they are also the **least likely to be married**. Nearly half are not religious or belong to another religion outside of Christianity. *The Younger, Diverse Middle* are the lowest income and look more like the GOP Base in their educational attainment. Nearly 6 in 10 **support the transgender ban** in women's sports, Biden's student loan bailouts, and marijuana reclassification. They are the **biggest fans of TikTok** and the least likely to support banning it. A majority of moderate voters oppose the $95B funding package – but a plurality (41%) support aid to Palestine. 4 in 10 oppose war funding to Ukraine and nearly 6 in 10 oppose war funding to Israel. *The Younger, Diverse Middle* are **cynical** and more unfavorable towards all major world leaders and political figures tested – though they are net favorable towards LeBron James and Caitlin Clark. 78% voted for Biden in 2020 but less than half (49%) will commit to voting for him in a two-way race against Trump this year and their **votes are scattered** on the full Presidential ballot (Biden 29% – Kennedy 28% – Trump 9% – West 6% – Stein 4% – Undecided 24%). *The Younger, Diverse Middle* opt for Democrats more than 2:1 on the generic ballot (D: 47%, R: 22%, U: 31%). They see not accepting election results as a greater threat to democracy than prosecuting political opponents and nearly two-thirds believe the court cases against Trump have merit. However, they are also more likely to say **Biden is too old** to be President than Trump. Despite their Democrat leanings, 80% say the both the **U.S. and the world are on the wrong track**. *The Younger, Diverse Middle* prioritizes inflation and the economy (41%) followed by healthcare (13%).

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	64%	69%	69%	67%	64%	70%	67%	66%	67%	64%	71%	68%	63%	68%	69%	67%	55%	68%	65%	68%	56%	72%	58%	50%	68%	68%
Probably vote	36%	31%	31%	33%	36%	30%	33%	34%	33%	36%	29%	32%	37%	32%	31%	33%	45%	32%	35%	32%	44%	28%	42%	50%	32%	32%
Vote in-person on Election Day	58%	49%	59%	48%	43%	61%	57%	49%	51%	50%	63%	63%	53%	45%	55%	52%	56%	60%	47%	59%	54%	52%	56%	63%	63%	43%
Vote absentee by mail	21%	29%	19%	24%	29%	16%	22%	29%	32%	23%	19%	12%	24%	34%	23%	19%	25%	18%	29%	19%	24%	24%	22%	19%	13%	34%
Vote early in-person	21%	22%	21%	28%	28%	23%	21%	21%	18%	28%	19%	24%	23%	21%	21%	29%	20%	22%	24%	22%	22%	24%	22%	18%	25%	23%
Definitely vote in-person on Election Day	39%	35%	45%	35%	29%	48%	41%	33%	35%	34%	49%	48%	36%	31%	41%	36%	37%	43%	31%	44%	33%	40%	36%	34%	48%	31%
Probably vote in-person on Election Day	18%	14%	15%	13%	14%	14%	16%	16%	15%	16%	14%	16%	17%	14%	14%	16%	19%	17%	15%	15%	21%	11%	20%	29%	15%	13%
Definitely vote absentee by mail	13%	21%	13%	19%	21%	13%	15%	20%	24%	16%	12%	8%	16%	26%	17%	14%	12%	12%	21%	14%	13%	19%	12%	10%	8%	25%
Probably vote absentee by mail	8%	8%	6%	5%	8%	3%	7%	9%	8%	7%	6%	4%	8%	8%	6%	5%	13%	7%	9%	5%	11%	5%	10%	9%	4%	9%
Definitely vote early in-person	11%	13%	11%	13%	14%	10%	11%	13%	8%	14%	10%	12%	11%	11%	10%	17%	7%	13%	13%	10%	10%	13%	10%	5%	12%	12%
Probably vote early in-person	10%	10%	11%	16%	14%	13%	10%	8%	10%	13%	9%	12%	12%	10%	11%	12%	13%	9%	11%	12%	11%	11%	11%	13%	12%	10%

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

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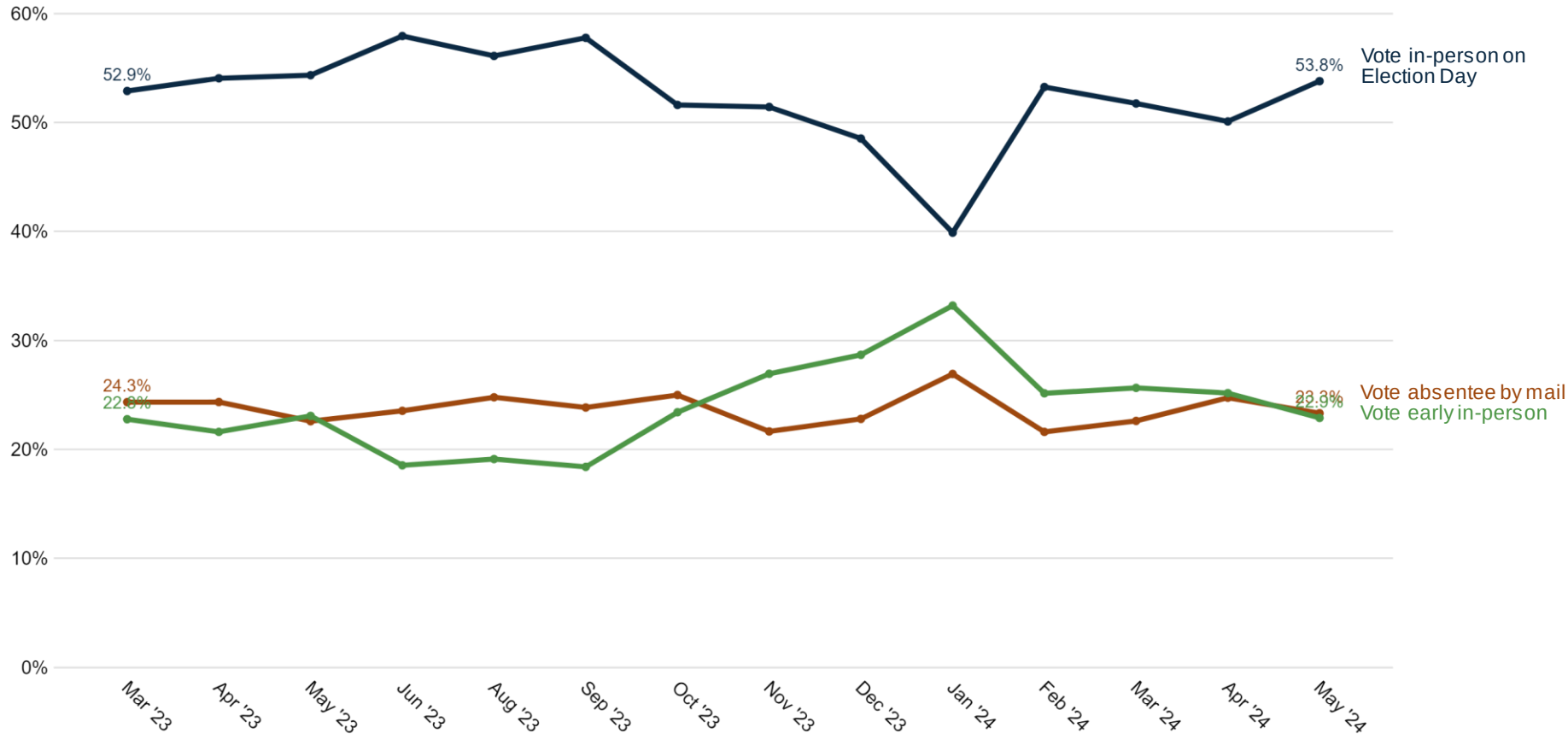
Trend: Vote Method



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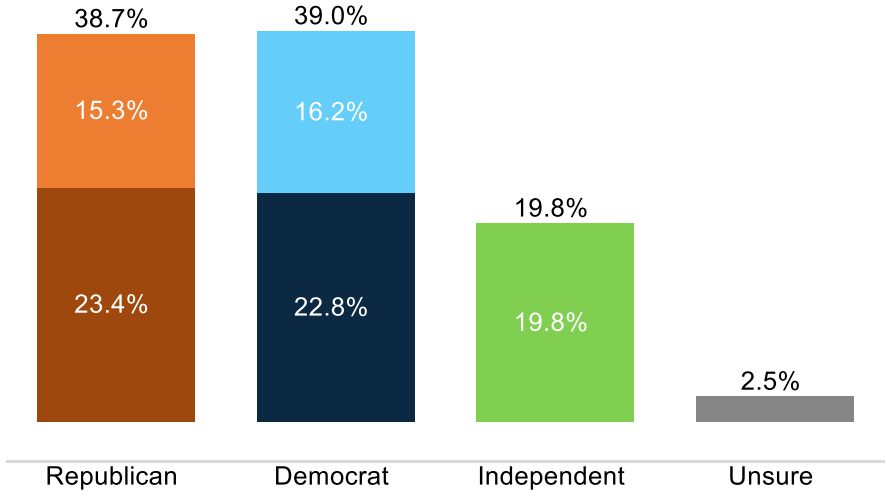
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican	36%	38%	36%	47%	31%	49%	45%	26%	20%	36%	56%	45%	11%	30%	39%	28%	47%	26%	38%	42%	28%	81%	3%
Independent	19%	14%	28%	19%	25%	23%	17%	16%	21%	21%	17%	18%	24%	26%	23%	20%	19%	37%	18%	20%	34%	16%	18%
Democrat	42%	47%	32%	34%	42%	25%	36%	56%	58%	41%	24%	36%	63%	37%	33%	50%	31%	30%	42%	33%	30%	2%	77%
Strongly Republican	21%	23%	23%	29%	18%	32%	27%	13%	13%	20%	36%	28%	7%	12%	23%	15%	29%	6%	25%	21%	18%	51%	1%
Mostly Republican	15%	15%	14%	18%	13%	17%	18%	12%	7%	15%	21%	17%	4%	18%	16%	12%	17%	20%	13%	21%	11%	30%	2%
Mostly Democratic	17%	18%	16%	13%	20%	11%	14%	23%	26%	16%	10%	15%	21%	13%	15%	22%	13%	22%	16%	18%	12%	2%	30%
Strongly Democratic	25%	29%	16%	21%	23%	15%	22%	33%	32%	24%	14%	20%	41%	24%	18%	28%	19%	7%	27%	16%	18%	0%	47%
Unsure	4%	1%	4%	1%	2%	3%	2%	2%	2%	2%	3%	2%	3%	8%	5%	2%	3%	7%	1%	4%	7%	1%	2%

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

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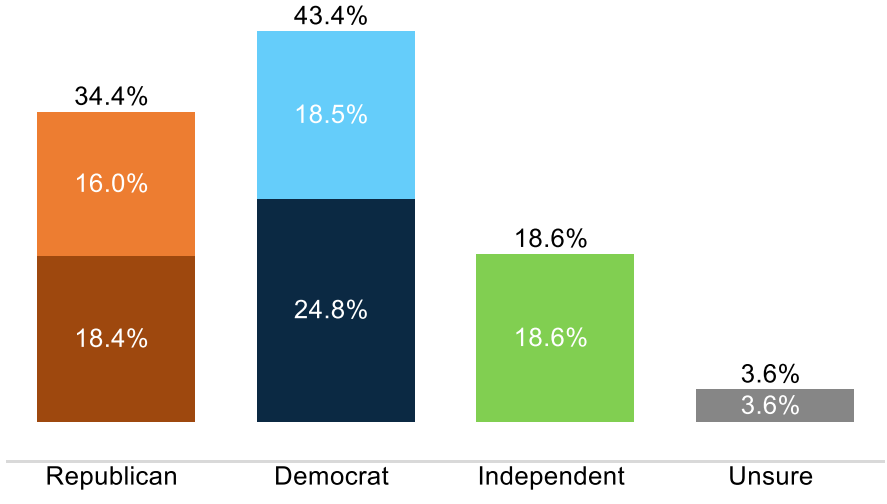
Partisanship When Started Voting



	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	33%	28%	36%	41%	35%	41%	37%	23%	20%	32%	49%	71%	20%	7%	41%	7%	29%	36%	29%	39%	26%	35%	36%	23%	63%	9%
Independent	15%	16%	26%	19%	25%	21%	16%	16%	17%	20%	17%	11%	49%	11%	18%	16%	17%	18%	20%	18%	28%	17%	21%	27%	17%	18%
Democrat	47%	53%	33%	38%	38%	34%	45%	57%	60%	45%	29%	16%	30%	78%	37%	76%	48%	41%	48%	40%	38%	46%	38%	42%	17%	71%
Strongly Republican	19%	15%	20%	20%	16%	23%	21%	10%	10%	15%	30%	43%	4%	2%	22%	4%	15%	21%	13%	22%	8%	19%	17%	13%	37%	2%
Mostly Republican	15%	13%	16%	20%	19%	18%	15%	13%	10%	17%	19%	27%	16%	6%	19%	4%	14%	15%	16%	17%	18%	15%	18%	10%	26%	7%
Mostly Democratic	20%	22%	13%	19%	17%	15%	19%	24%	26%	18%	14%	12%	18%	26%	17%	21%	23%	17%	21%	17%	22%	18%	17%	28%	12%	25%
Strongly Democratic	27%	31%	20%	20%	20%	20%	25%	34%	34%	27%	15%	5%	11%	52%	20%	54%	25%	24%	27%	23%	17%	28%	21%	15%	5%	46%
Unsure	4%	3%	5%	2%	3%	3%	3%	4%	3%	3%	5%	2%	1%	3%	3%	1%	6%	4%	3%	3%	8%	2%	6%	8%	3%	2%

When you originally registered to vote and started voting in elections, how did you think of yourself?

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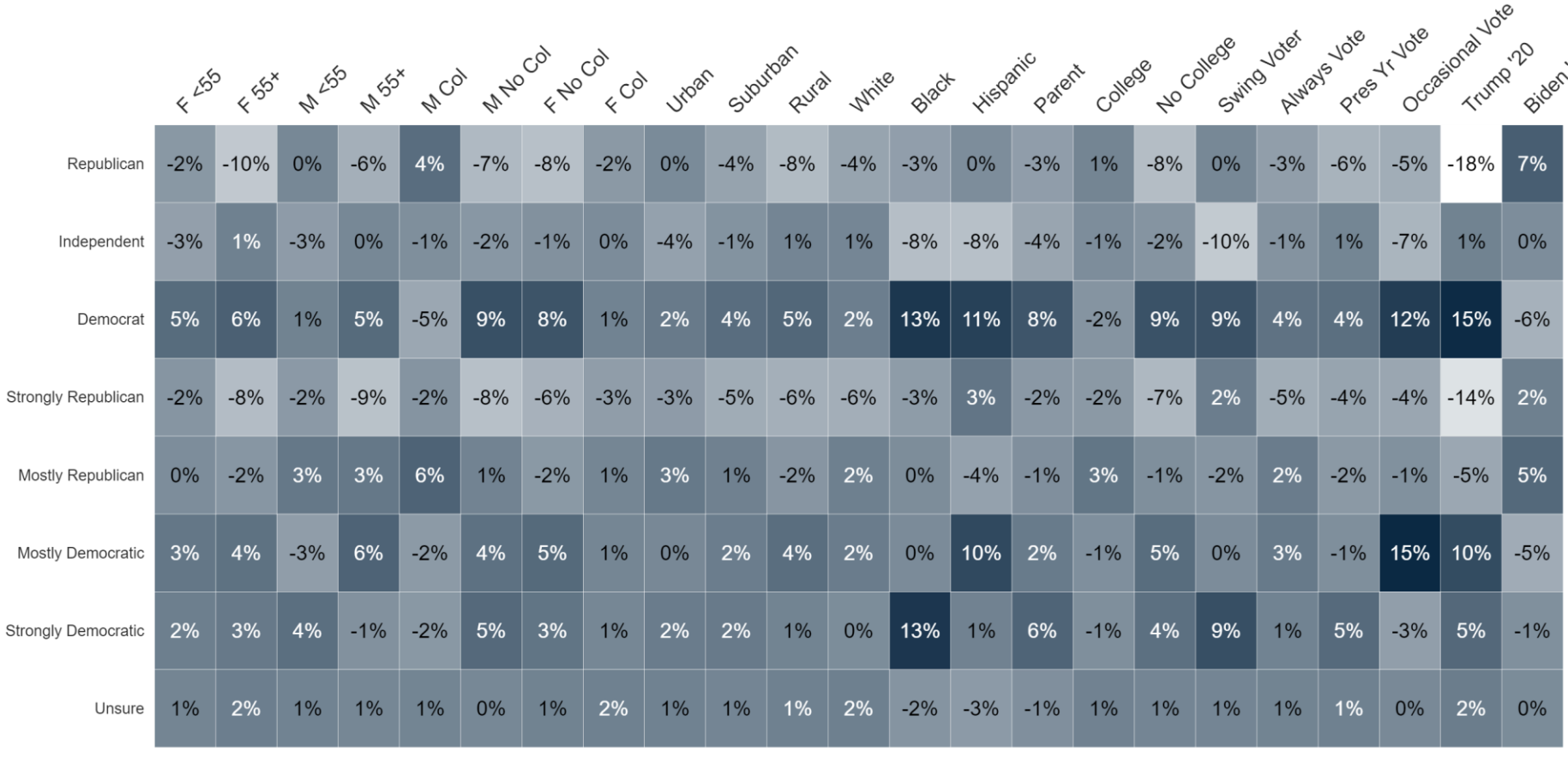
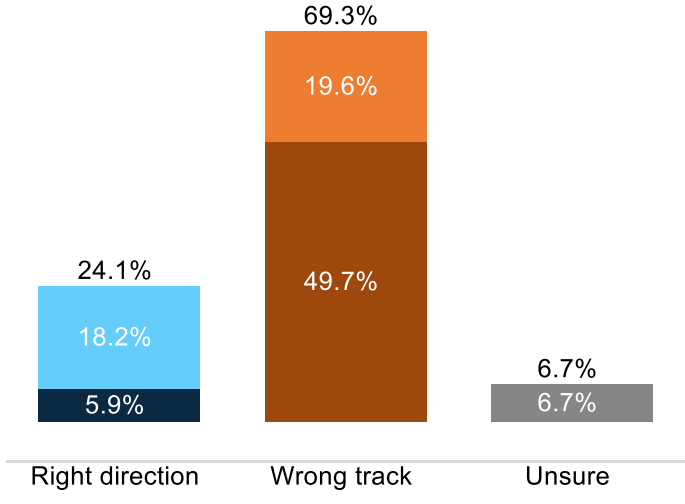
Percent Change: Partisanship by Response to Partisanship When Started Voting



	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	-2%	-10%	0%	-6%	4%	-7%	-8%	-2%	0%	-4%	-8%	-4%	-3%	0%	-3%	1%	-8%	0%	-3%	-6%	-5%	-18%	7%
Independent	-3%	1%	-3%	0%	-1%	-2%	-1%	0%	-4%	-1%	1%	1%	-8%	-8%	-4%	-1%	-2%	-10%	-1%	1%	-7%	1%	0%
Democrat	5%	6%	1%	5%	-5%	9%	8%	1%	2%	4%	5%	2%	13%	11%	8%	-2%	9%	9%	4%	4%	12%	15%	-6%
Strongly Republican	-2%	-8%	-2%	-9%	-2%	-8%	-6%	-3%	-3%	-5%	-6%	-6%	-3%	3%	-2%	-2%	-7%	2%	-5%	-4%	-4%	-14%	2%
Mostly Republican	0%	-2%	3%	3%	6%	1%	-2%	1%	3%	1%	-2%	2%	0%	-4%	-1%	3%	-1%	-2%	2%	-2%	-1%	-5%	5%
Mostly Democratic	3%	4%	-3%	6%	-2%	4%	5%	1%	0%	2%	4%	2%	0%	10%	2%	-1%	5%	0%	3%	-1%	15%	10%	-5%
Strongly Democratic	2%	3%	4%	-1%	-2%	5%	3%	1%	2%	2%	1%	0%	13%	1%	6%	-1%	4%	9%	1%	5%	-3%	5%	-1%
Unsure	1%	2%	1%	1%	1%	0%	1%	2%	1%	1%	1%	2%	-2%	-3%	-1%	1%	1%	1%	1%	1%	0%	2%	0%

CYGNAL

US Direction

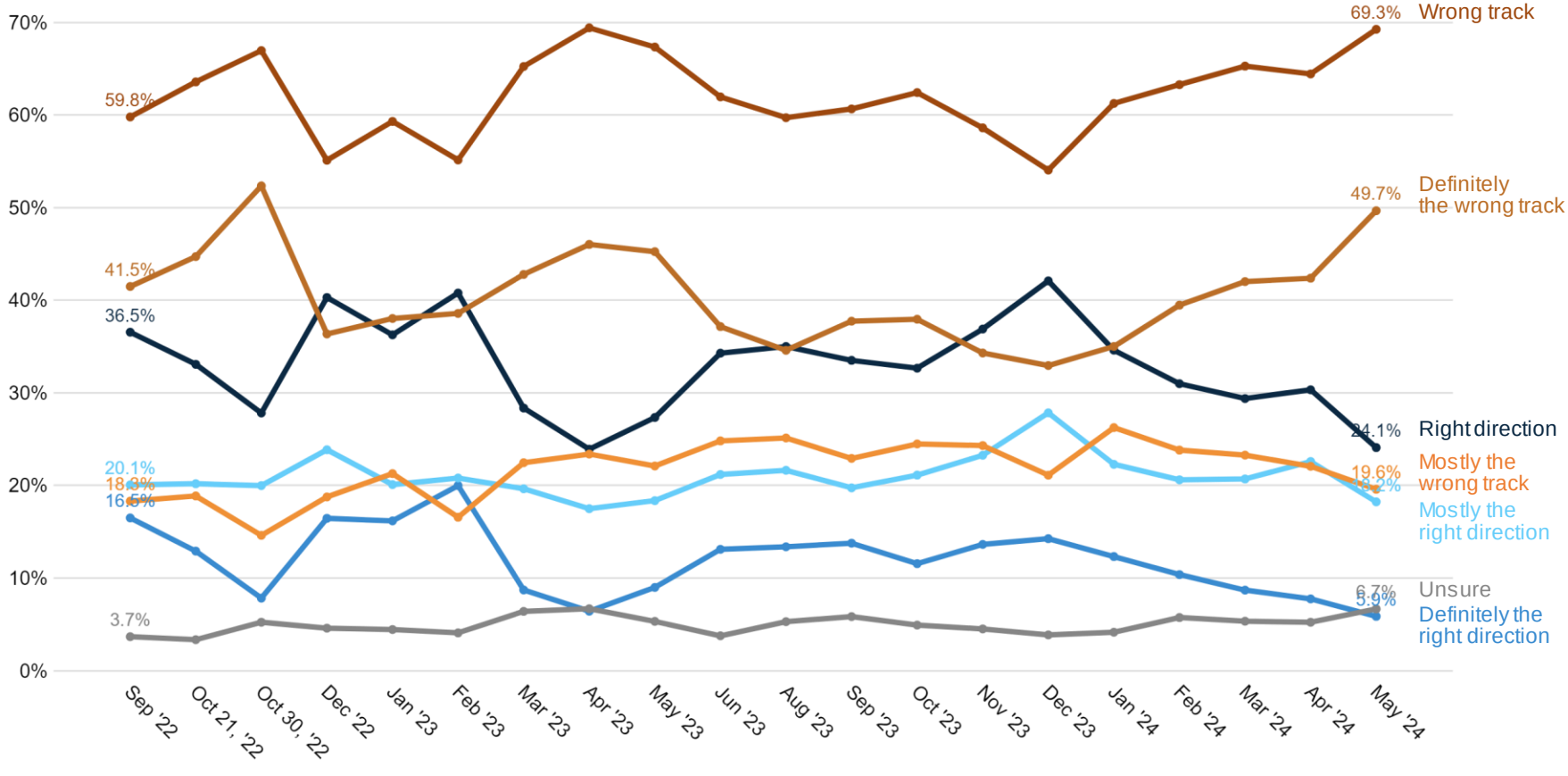


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Right direction	15%	33%	20%	29%	30%	20%	19%	31%	31%	26%	16%	3%	17%	50%	24%	37%	21%	21%	30%	20%	15%	27%	19%	17%	4%	46%
Wrong track	77%	61%	73%	65%	62%	74%	73%	64%	62%	66%	79%	96%	76%	40%	71%	50%	72%	74%	63%	74%	73%	68%	71%	72%	95%	43%
Definitely the right direction	2%	9%	5%	8%	7%	6%	5%	6%	8%	6%	4%	1%	2%	13%	5%	10%	9%	3%	6%	6%	2%	7%	4%	4%	1%	11%
Mostly the right direction	13%	24%	15%	21%	23%	14%	14%	25%	23%	20%	12%	2%	15%	37%	18%	26%	12%	17%	24%	14%	13%	20%	15%	13%	3%	35%
Mostly the wrong track	27%	18%	20%	12%	19%	14%	23%	23%	23%	20%	16%	15%	23%	23%	19%	20%	22%	20%	21%	19%	30%	18%	24%	16%	14%	23%
Definitely the wrong track	50%	43%	53%	54%	43%	61%	51%	41%	39%	46%	64%	80%	53%	17%	52%	30%	50%	54%	42%	55%	42%	50%	47%	57%	81%	20%
Unsure	8%	6%	7%	6%	7%	5%	7%	5%	7%	8%	4%	2%	7%	10%	5%	13%	7%	5%	6%	6%	13%	5%	9%	11%	1%	11%

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

CYGNAL

Trend: US Direction



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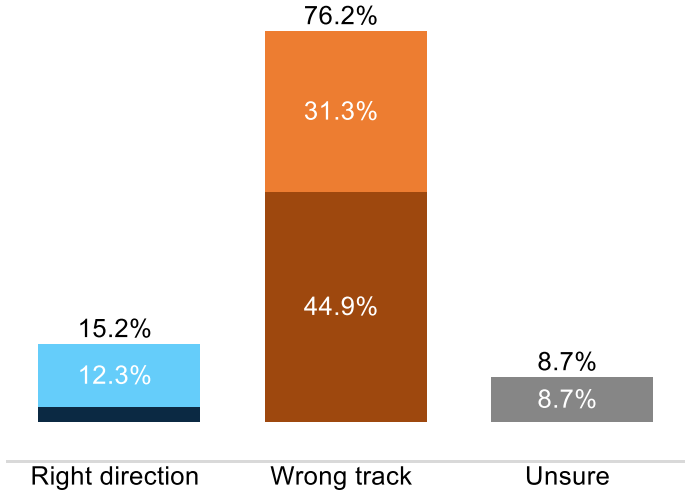
World Direction

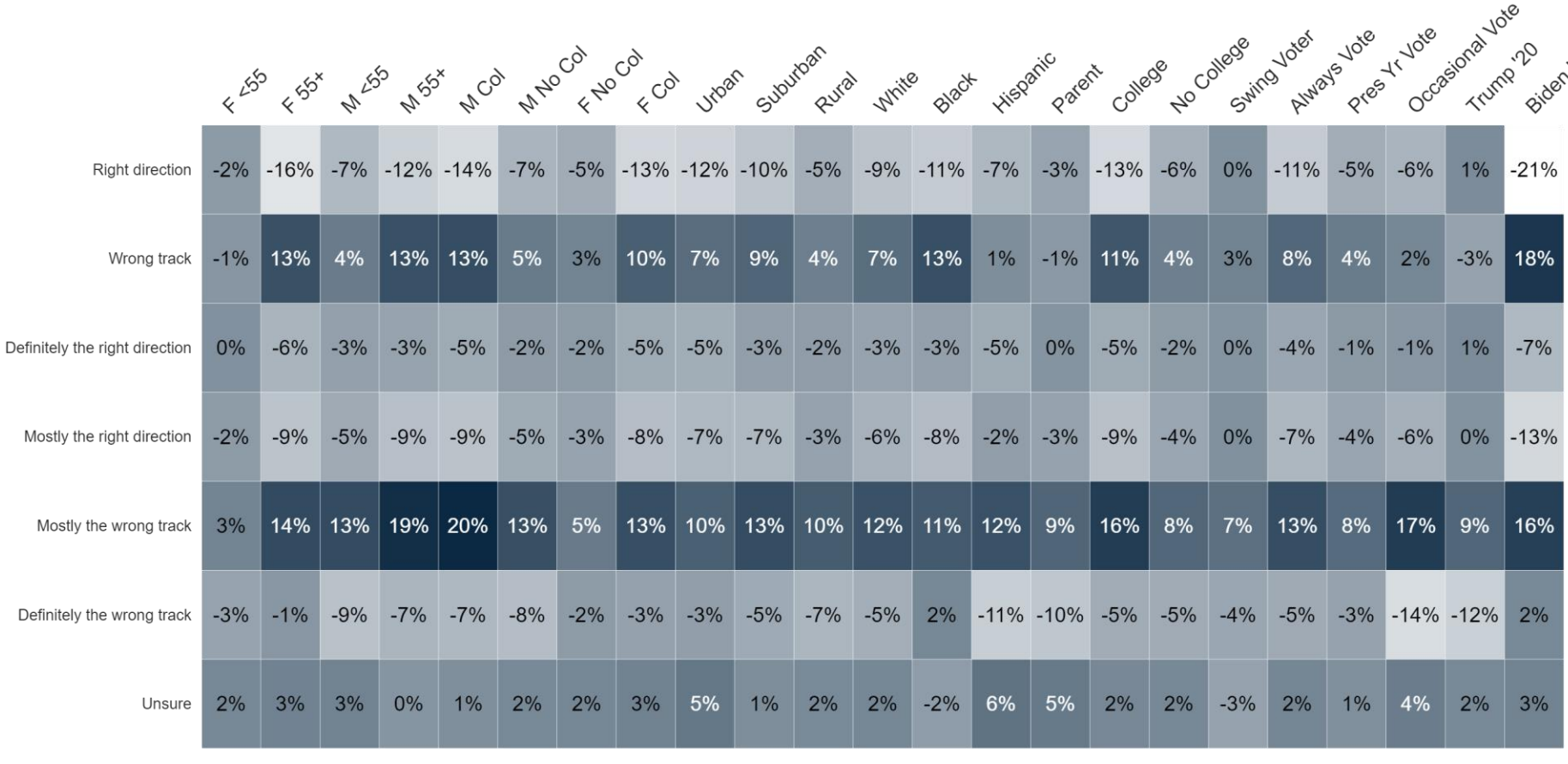


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Right direction	14%	17%	13%	17%	16%	14%	14%	18%	18%	16%	11%	5%	12%	27%	14%	26%	14%	17%	17%	14%	15%	16%	14%	10%	5%	26%
Wrong track	76%	74%	77%	78%	76%	79%	76%	74%	70%	75%	83%	91%	82%	59%	78%	63%	73%	73%	75%	77%	76%	77%	76%	75%	92%	61%
Definitely the right direction	3%	2%	3%	4%	2%	4%	3%	1%	3%	4%	2%	2%	1%	4%	2%	8%	5%	3%	2%	4%	2%	3%	3%	3%	2%	4%
Mostly the right direction	11%	15%	11%	12%	14%	10%	11%	16%	15%	13%	9%	3%	11%	23%	12%	18%	10%	14%	15%	10%	13%	13%	12%	7%	3%	22%
Mostly the wrong track	29%	32%	33%	31%	40%	26%	27%	36%	33%	34%	26%	23%	36%	38%	31%	31%	35%	28%	37%	27%	37%	31%	31%	32%	23%	39%
Definitely the wrong track	47%	42%	44%	47%	36%	52%	49%	38%	37%	41%	57%	69%	46%	21%	47%	32%	38%	44%	37%	50%	39%	45%	44%	43%	69%	22%
Unsure	10%	9%	10%	5%	8%	7%	10%	9%	12%	9%	6%	4%	6%	14%	8%	11%	13%	10%	8%	9%	9%	7%	10%	15%	3%	13%

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

CYGNAL

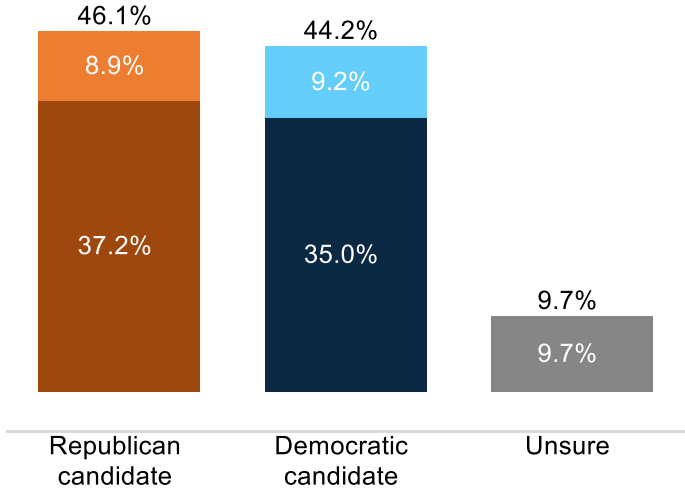
Percent Change: US Direction to World Direction



	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
Right direction	-2%	-16%	-7%	-12%	-14%	-7%	-5%	-13%	-12%	-10%	-5%	-9%	-11%	-7%	-3%	-13%	-6%	0%	-11%	-5%	-6%	1%	-21%
Wrong track	-1%	13%	4%	13%	13%	5%	3%	10%	7%	9%	4%	7%	13%	1%	-1%	11%	4%	3%	8%	4%	2%	-3%	18%
Definitely the right direction	0%	-6%	-3%	-3%	-5%	-2%	-2%	-5%	-5%	-3%	-2%	-3%	-3%	-5%	0%	-5%	-2%	0%	-4%	-1%	-1%	1%	-7%
Mostly the right direction	-2%	-9%	-5%	-9%	-9%	-5%	-3%	-8%	-7%	-7%	-3%	-6%	-8%	-2%	-3%	-9%	-4%	0%	-7%	-4%	-6%	0%	-13%
Mostly the wrong track	3%	14%	13%	19%	20%	13%	5%	13%	10%	13%	10%	12%	11%	12%	9%	16%	8%	7%	13%	8%	17%	9%	16%
Definitely the wrong track	-3%	-1%	-9%	-7%	-7%	-8%	-2%	-3%	-3%	-5%	-7%	-5%	2%	-11%	-10%	-5%	-5%	-4%	-5%	-3%	-14%	-12%	2%
Unsure	2%	3%	3%	0%	1%	2%	2%	3%	5%	1%	2%	2%	-2%	6%	5%	2%	2%	-3%	2%	1%	4%	2%	3%

CYGNAL

Generic Ballot



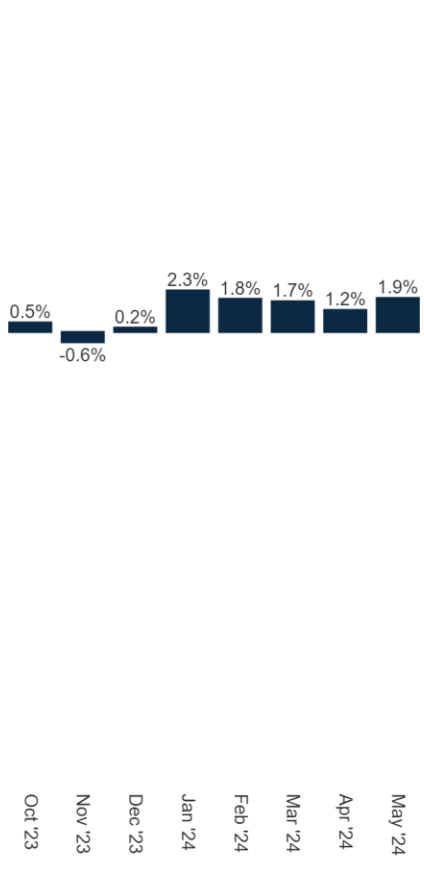
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican candidate	42%	42%	52%	51%	39%	61%	52%	28%	29%	43%	63%	94%	40%	3%	50%	21%	44%	49%	33%	56%	32%	45%	50%	36%	92%	5%
Democratic candidate	46%	51%	37%	41%	51%	30%	40%	61%	62%	47%	27%	2%	37%	91%	41%	70%	42%	39%	56%	36%	33%	47%	39%	38%	3%	86%
Definitely the Republican candidate	32%	34%	39%	46%	32%	50%	41%	21%	23%	34%	53%	81%	25%	1%	43%	14%	26%	37%	26%	45%	0%	39%	36%	30%	78%	3%
Probably the Republican candidate	10%	8%	13%	5%	7%	11%	10%	7%	6%	9%	10%	12%	15%	2%	7%	6%	18%	12%	7%	11%	32%	7%	14%	5%	14%	3%
Probably the Democratic candidate	12%	9%	9%	7%	11%	5%	10%	11%	12%	10%	6%	1%	15%	14%	7%	21%	8%	10%	11%	8%	33%	7%	12%	15%	2%	16%
Definitely the Democratic candidate	34%	42%	28%	34%	40%	25%	30%	50%	50%	37%	22%	0%	22%	77%	34%	49%	34%	29%	46%	28%	0%	40%	27%	23%	1%	70%
Unsure	12%	7%	11%	8%	10%	9%	8%	11%	9%	10%	10%	5%	22%	5%	9%	9%	14%	13%	10%	8%	35%	8%	11%	26%	6%	8%

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?

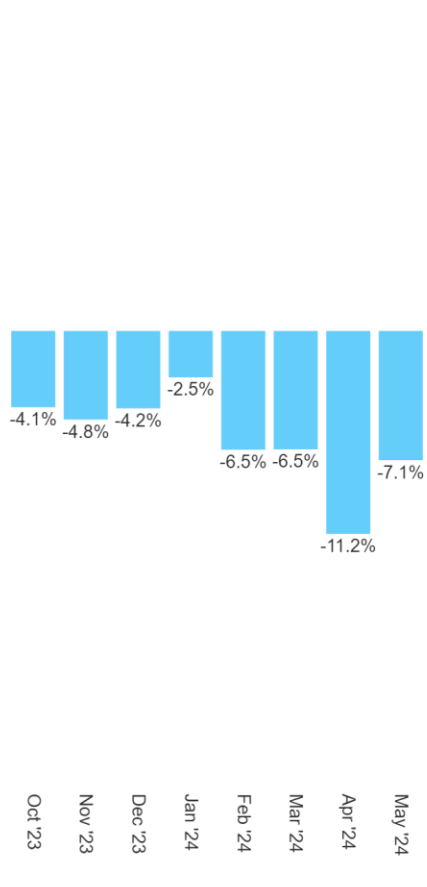
CYGNAL

Generic Ballot Movement

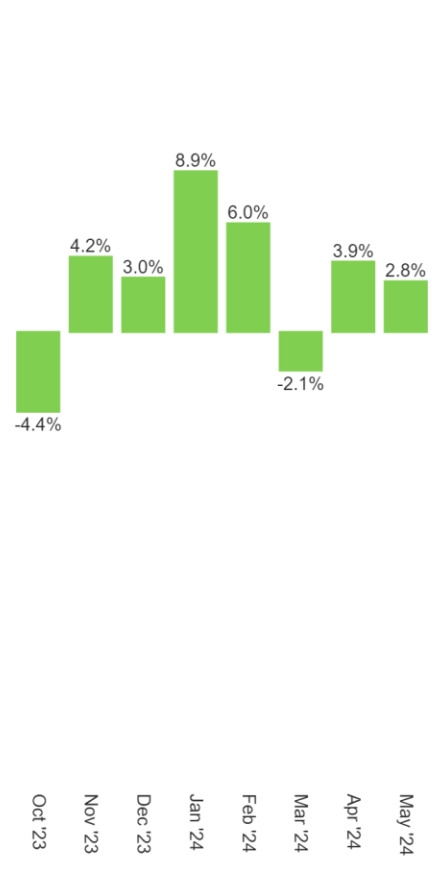
Overall (%Rep-%Dem)



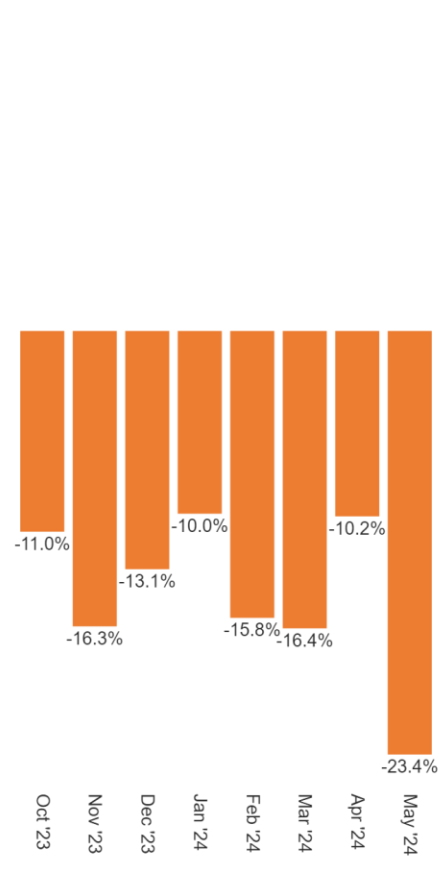
Females (%Rep-%Dem)



Indies (%Rep-%Dem)

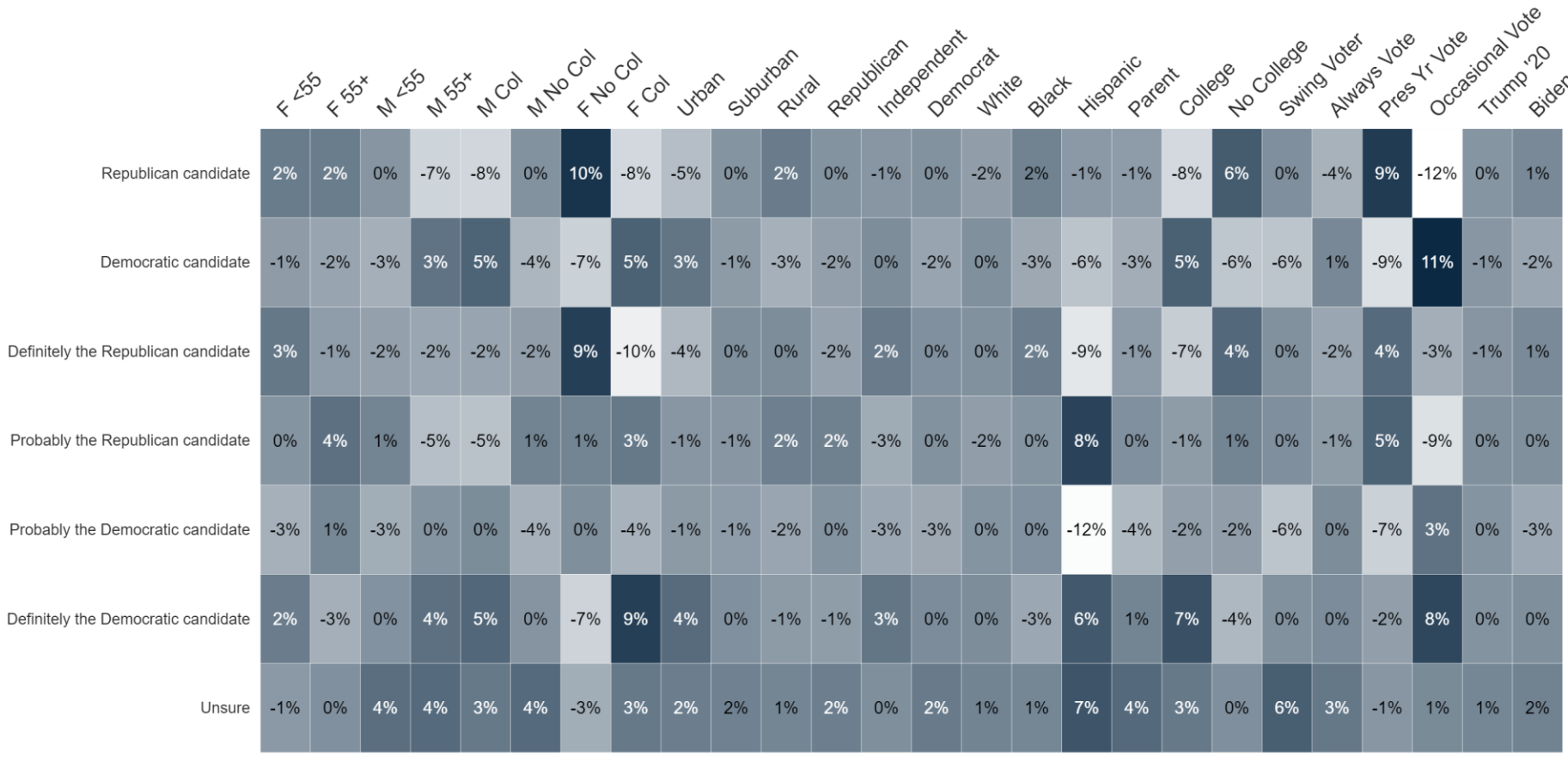


College (%Rep-%Dem)



CYGNAL

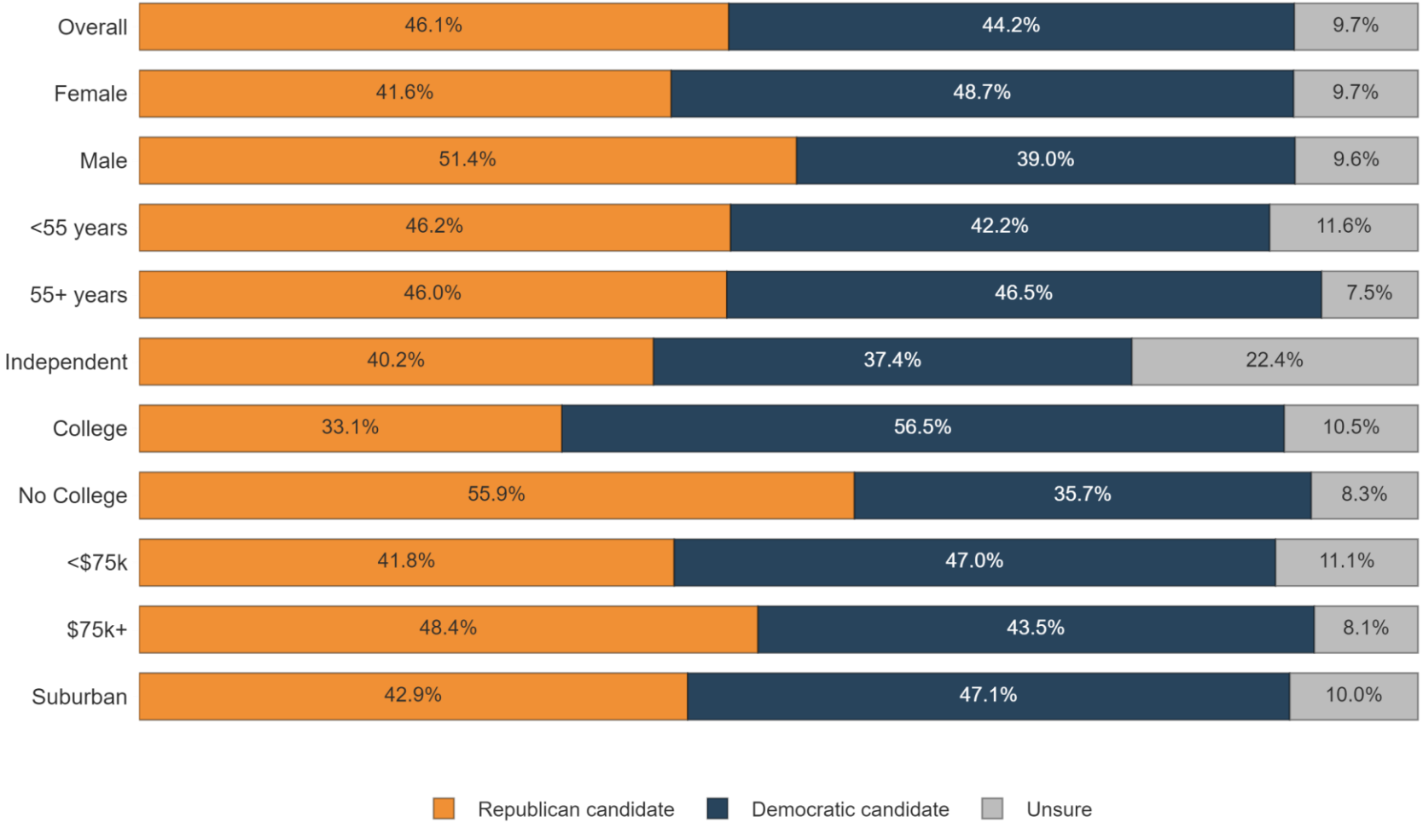
Percent Change: Generic Ballot (Apr 2024 to May 2024)



	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%	2%	0%	-7%	-8%	0%	10%	-8%	-5%	0%	2%	0%	-1%	0%	-2%	2%	-1%	-1%	-8%	6%	0%	-4%	9%	-12%	0%	1%
Democratic candidate	-1%	-2%	-3%	3%	5%	-4%	-7%	5%	3%	-1%	-3%	-2%	0%	-2%	0%	-3%	-6%	-3%	5%	-6%	-6%	1%	-9%	11%	-1%	-2%
Definitely the Republican candidate	3%	-1%	-2%	-2%	-2%	-2%	9%	-10%	-4%	0%	0%	-2%	2%	0%	0%	2%	-9%	-1%	-7%	4%	0%	-2%	4%	-3%	-1%	1%
Probably the Republican candidate	0%	4%	1%	-5%	-5%	1%	1%	3%	-1%	-1%	2%	2%	-3%	0%	-2%	0%	8%	0%	-1%	1%	0%	-1%	5%	-9%	0%	0%
Probably the Democratic candidate	-3%	1%	-3%	0%	0%	-4%	0%	-4%	-1%	-1%	-2%	0%	-3%	-3%	0%	0%	-12%	-4%	-2%	-2%	-6%	0%	-7%	3%	0%	-3%
Definitely the Democratic candidate	2%	-3%	0%	4%	5%	0%	-7%	9%	4%	0%	-1%	-1%	3%	0%	0%	-3%	6%	1%	7%	-4%	0%	0%	-2%	8%	0%	0%
Unsure	-1%	0%	4%	4%	3%	4%	-3%	3%	2%	2%	1%	2%	0%	2%	1%	1%	7%	4%	3%	0%	6%	3%	-1%	1%	1%	2%

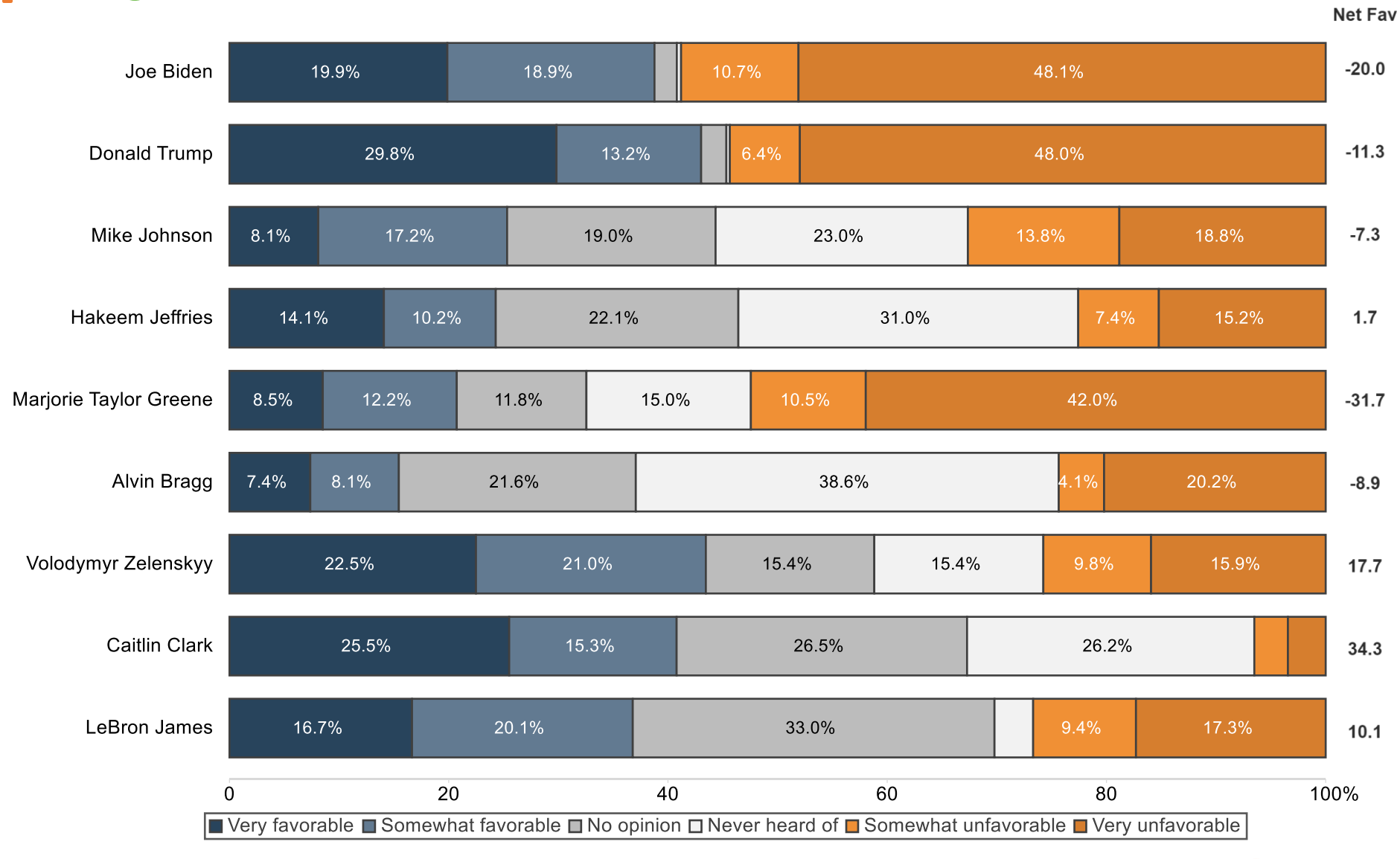
CYGNAL

Generic Ballot by Key Voter Groups



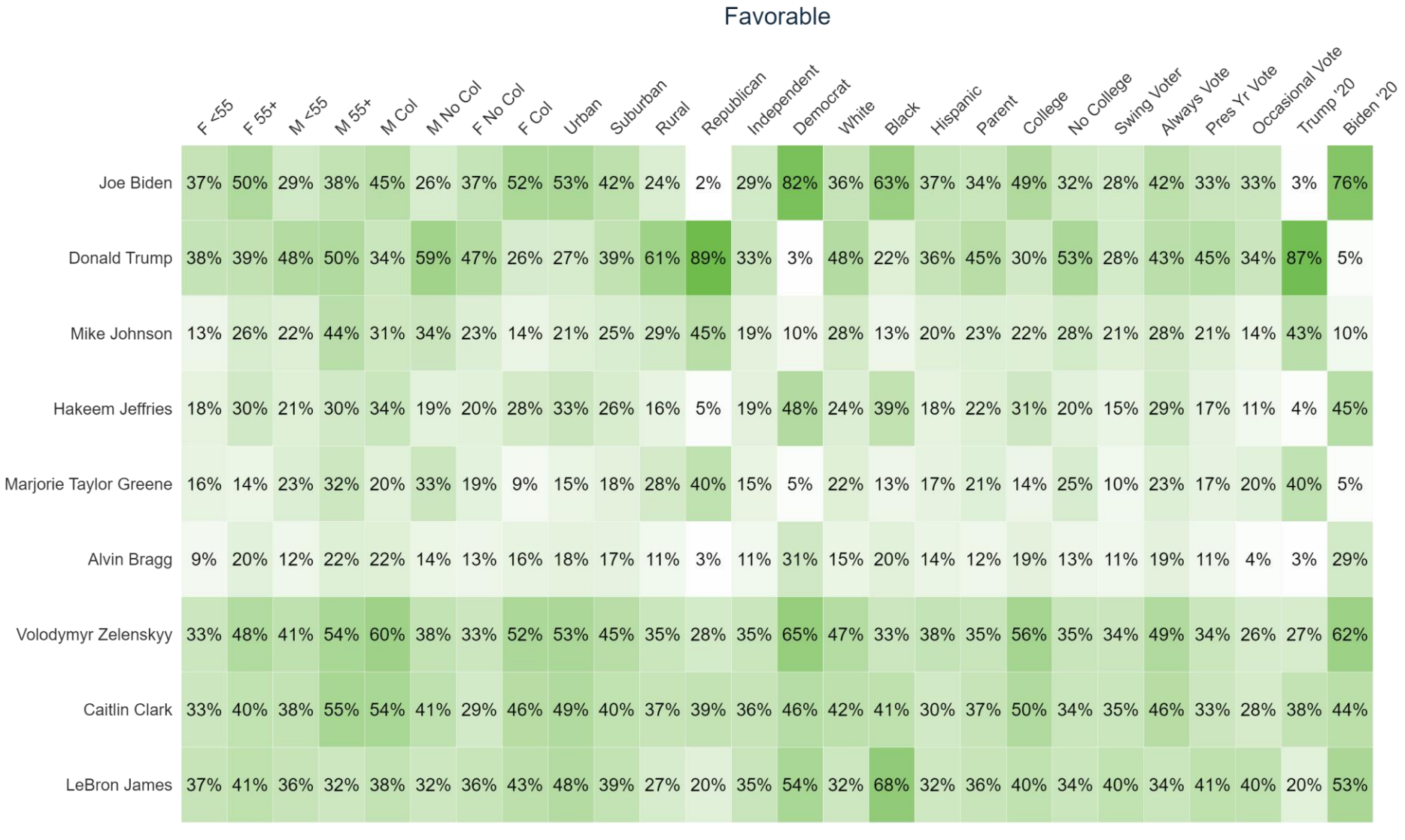
CYGNAL

Image Tests



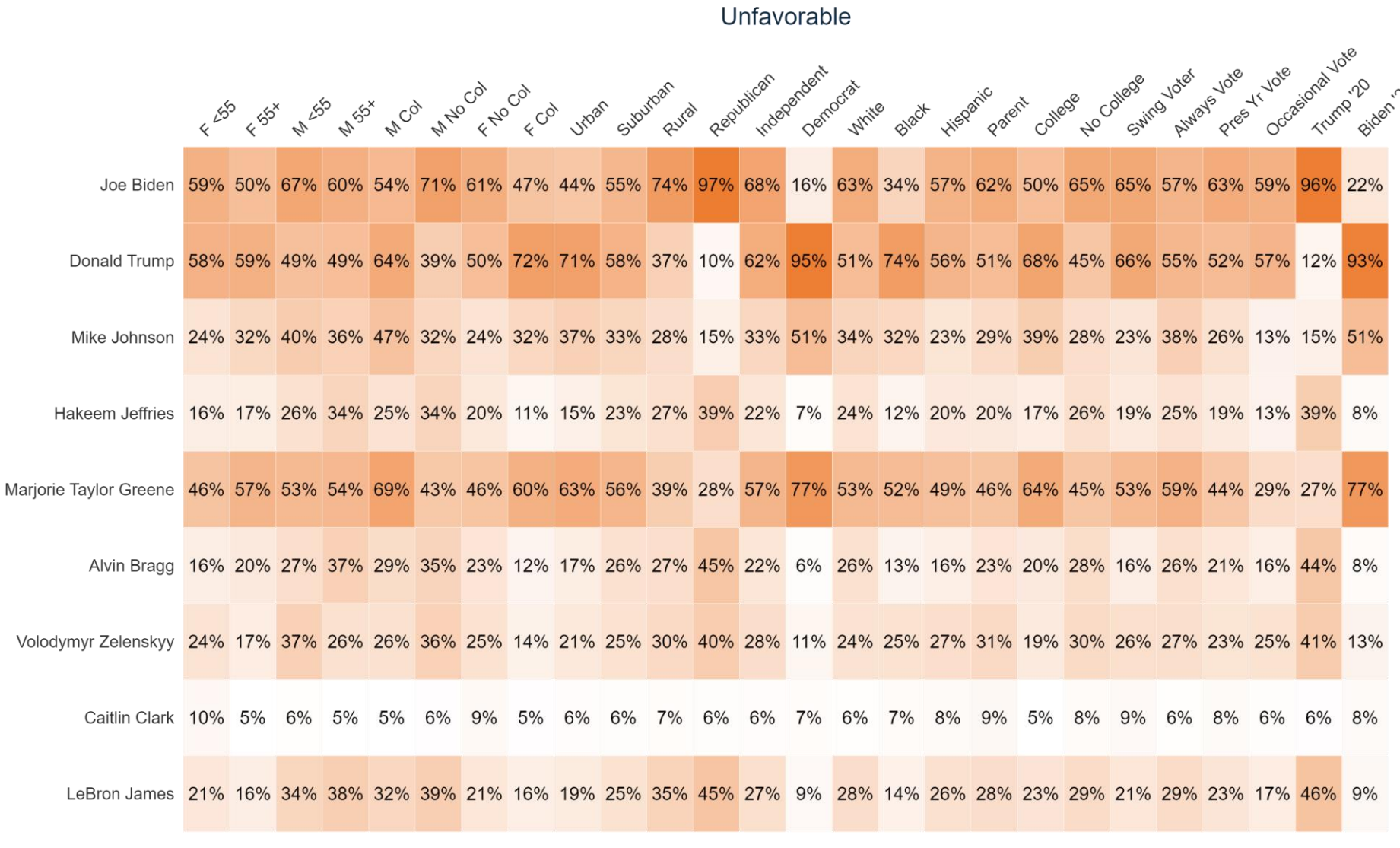
CYGNAL

Image Tests Heatmap - Favorable



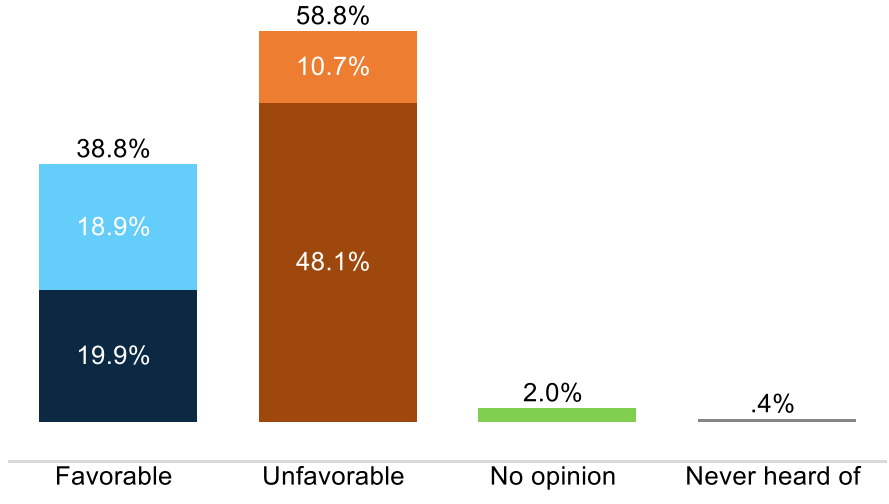
CYGNAL

Image Tests Heatmap - Unfavorable



CYGNAL

Image: Joe Biden

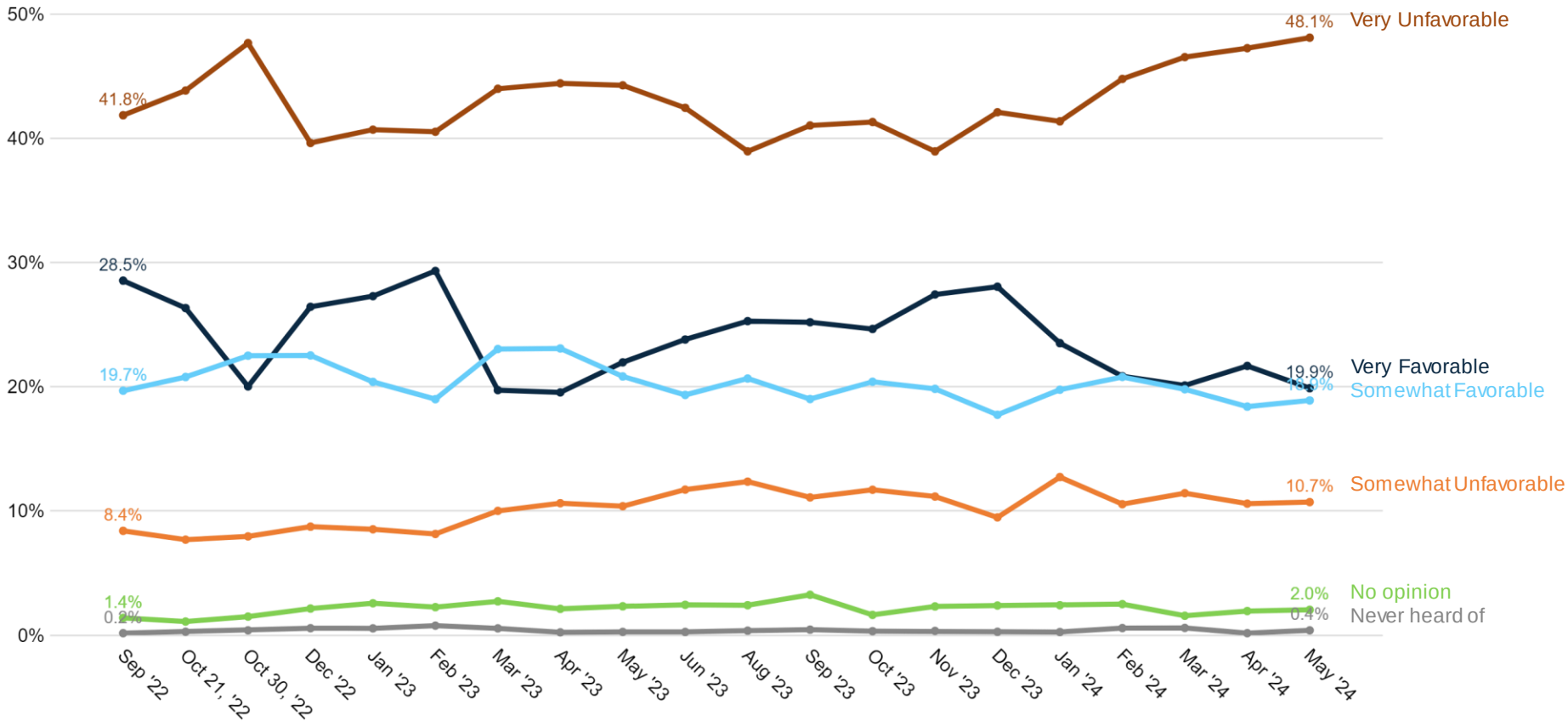


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	37%	50%	29%	38%	45%	26%	37%	52%	53%	42%	24%	2%	29%	82%	36%	63%	37%	34%	49%	32%	28%	42%	33%	33%	3%	76%
Unfavorable Total	59%	50%	67%	60%	54%	71%	61%	47%	44%	55%	74%	97%	68%	16%	63%	34%	57%	62%	50%	65%	65%	57%	63%	59%	96%	22%
Very favorable	12%	33%	13%	21%	22%	14%	20%	26%	28%	21%	13%	1%	7%	46%	19%	36%	16%	15%	24%	17%	8%	23%	16%	9%	1%	41%
Somewhat favorable	25%	17%	16%	17%	23%	12%	17%	27%	25%	21%	11%	2%	21%	36%	18%	26%	21%	19%	25%	15%	20%	19%	17%	24%	2%	35%
Somewhat unfavorable	15%	7%	16%	4%	12%	9%	9%	14%	12%	11%	9%	6%	18%	11%	9%	13%	18%	13%	13%	9%	24%	9%	13%	17%	6%	14%
Very unfavorable	44%	43%	51%	56%	41%	62%	52%	33%	32%	44%	65%	91%	50%	5%	53%	21%	40%	49%	37%	56%	41%	48%	50%	42%	90%	8%
No opinion	3%	1%	3%	2%	1%	3%	2%	1%	3%	2%	2%	1%	2%	2%	1%	4%	2%	2%	1%	2%	6%	1%	3%	6%	1%	2%
Never heard of	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	4%	1%	0%	0%	1%	0%	1%	2%	0%	0%

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

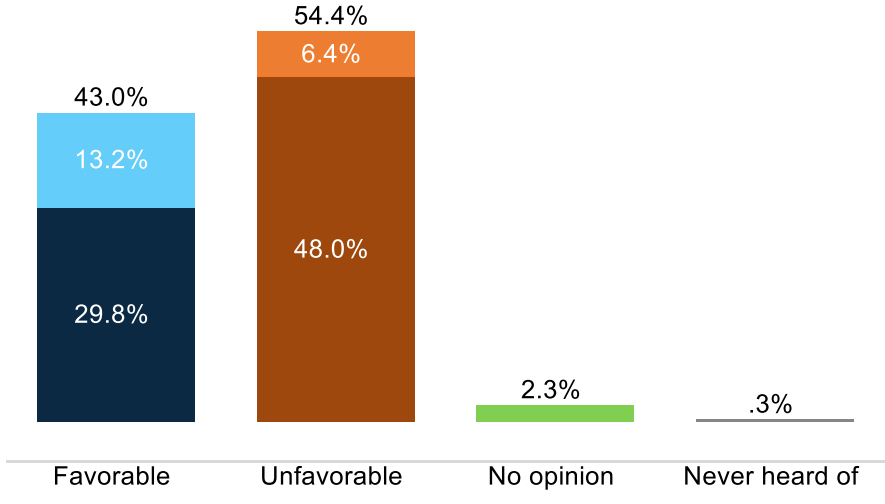
CYGNAL

Trend: Joe Biden Image



CYGNAL

Image: Donald Trump

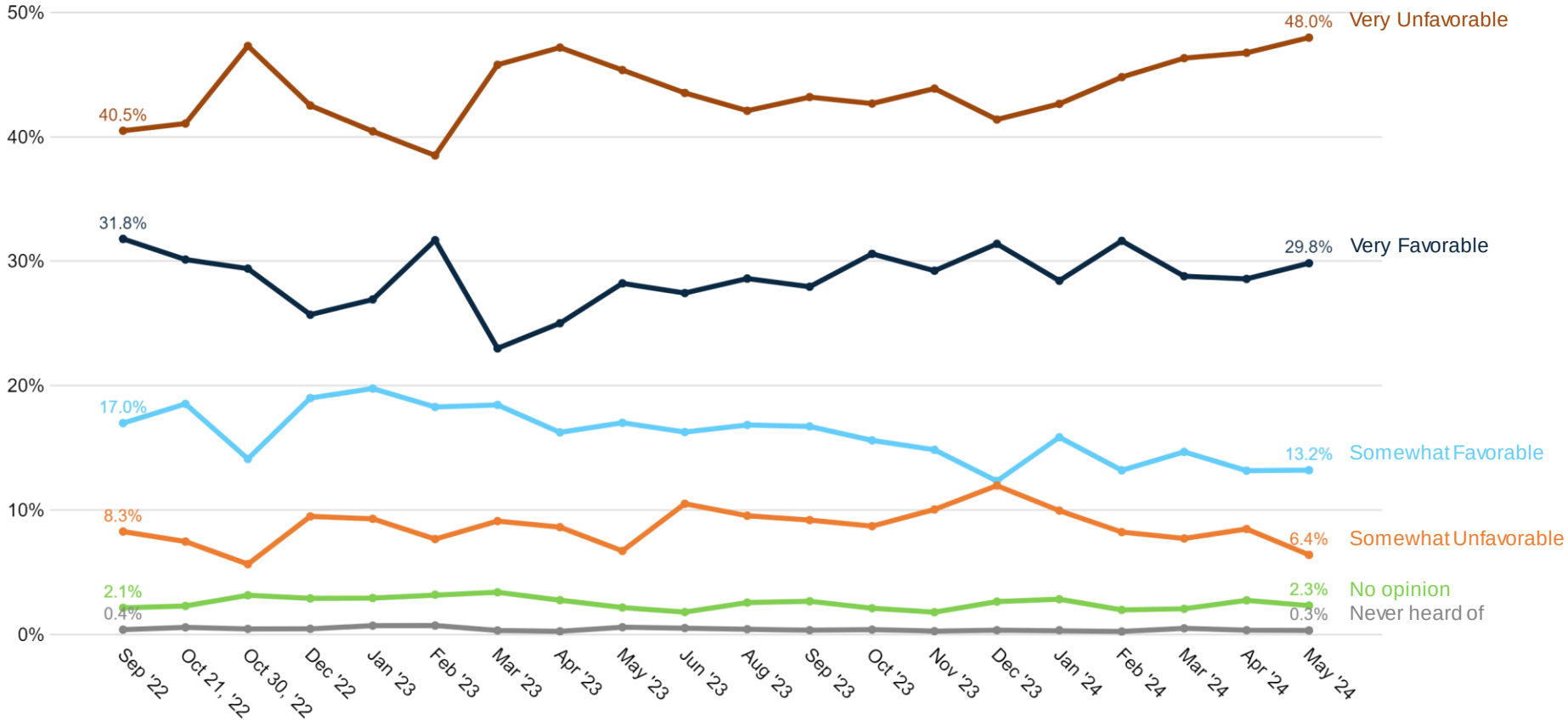


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	38%	39%	48%	50%	34%	59%	47%	26%	27%	39%	61%	89%	33%	3%	48%	22%	36%	45%	30%	53%	28%	43%	45%	34%	87%	5%
Unfavorable Total	58%	59%	49%	49%	64%	39%	50%	72%	71%	58%	37%	10%	62%	95%	51%	74%	56%	51%	68%	45%	66%	55%	52%	57%	12%	93%
Very favorable	25%	27%	33%	36%	21%	45%	34%	16%	19%	25%	45%	68%	15%	1%	34%	13%	24%	31%	18%	39%	9%	31%	30%	23%	63%	2%
Somewhat favorable	13%	12%	15%	13%	13%	15%	14%	10%	7%	14%	16%	21%	18%	2%	14%	8%	13%	14%	12%	14%	19%	13%	15%	10%	24%	3%
Somewhat unfavorable	9%	4%	7%	5%	6%	6%	7%	7%	7%	7%	5%	5%	11%	5%	6%	9%	10%	9%	7%	6%	17%	4%	10%	15%	6%	5%
Very unfavorable	49%	55%	42%	44%	57%	33%	43%	65%	64%	51%	32%	5%	51%	90%	45%	65%	47%	42%	61%	38%	49%	51%	42%	42%	5%	88%
No opinion	4%	2%	3%	0%	1%	2%	3%	2%	2%	2%	2%	1%	4%	1%	1%	5%	6%	3%	2%	2%	6%	1%	3%	8%	1%	2%
Never heard of	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%

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

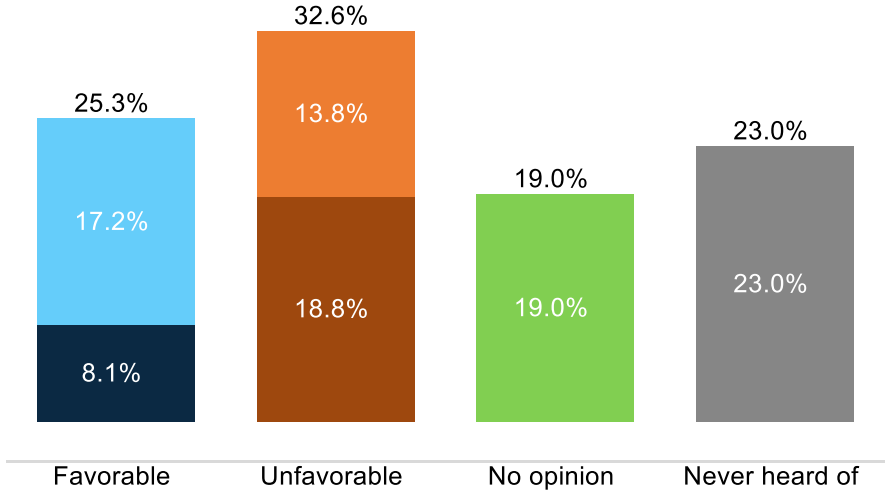
CYGNAL

Trend: Donald Trump Image



CYGNAL

Image: Mike Johnson

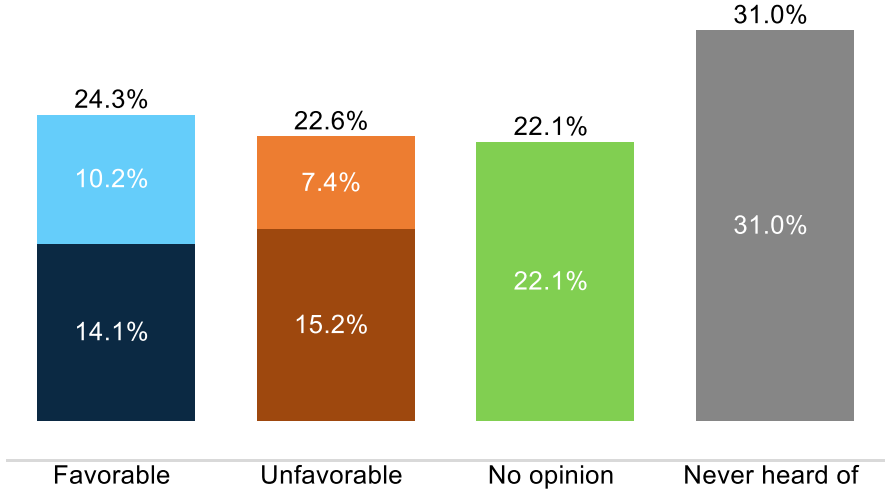


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	13%	26%	22%	44%	31%	34%	23%	14%	21%	25%	29%	45%	19%	10%	28%	13%	20%	23%	22%	28%	21%	28%	21%	14%	43%	10%
Unfavorable Total	24%	32%	40%	36%	47%	32%	24%	32%	37%	33%	28%	15%	33%	51%	34%	32%	23%	29%	39%	28%	23%	38%	26%	13%	15%	51%
Very favorable	4%	6%	8%	16%	10%	13%	6%	4%	7%	8%	9%	16%	7%	1%	9%	4%	9%	7%	7%	9%	4%	10%	5%	4%	16%	2%
Somewhat favorable	9%	19%	14%	28%	21%	21%	17%	10%	14%	17%	20%	28%	12%	9%	20%	9%	12%	15%	15%	19%	18%	19%	16%	10%	27%	9%
Somewhat unfavorable	10%	14%	17%	15%	18%	15%	11%	14%	12%	15%	13%	10%	16%	18%	15%	12%	9%	13%	15%	13%	12%	15%	13%	6%	8%	20%
Very unfavorable	14%	17%	24%	22%	30%	18%	13%	19%	26%	18%	16%	6%	17%	34%	19%	21%	14%	16%	24%	15%	11%	23%	13%	7%	6%	31%
No opinion	25%	22%	18%	10%	12%	15%	24%	23%	21%	18%	20%	19%	23%	16%	16%	30%	28%	24%	18%	20%	27%	16%	25%	25%	20%	17%
Never heard of	38%	21%	20%	10%	10%	19%	29%	31%	21%	24%	23%	21%	26%	23%	22%	25%	29%	24%	21%	24%	29%	18%	29%	48%	22%	22%

Do you have a favorable or unfavorable opinion of Mike Johnson?

CYGNAL

Image: Hakeem Jeffries

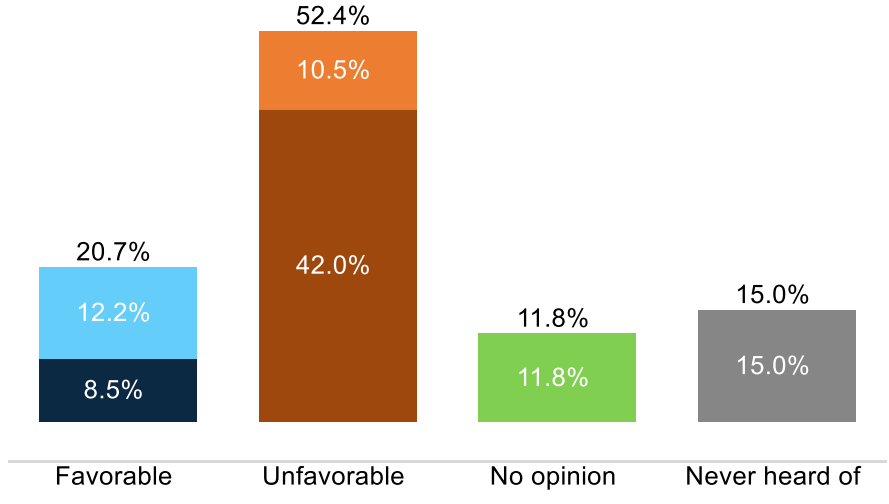


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	18%	30%	21%	30%	34%	19%	20%	28%	33%	26%	16%	5%	19%	48%	24%	39%	18%	22%	31%	20%	15%	29%	17%	11%	4%	45%
Unfavorable Total	16%	17%	26%	34%	25%	34%	20%	11%	15%	23%	27%	39%	22%	7%	24%	12%	20%	20%	17%	26%	19%	25%	19%	13%	39%	8%
Very favorable	7%	21%	11%	17%	17%	12%	13%	16%	20%	15%	9%	1%	6%	32%	13%	28%	8%	11%	17%	12%	5%	18%	8%	4%	1%	28%
Somewhat favorable	10%	8%	10%	13%	17%	7%	8%	12%	13%	11%	7%	3%	13%	16%	10%	12%	10%	11%	14%	7%	9%	11%	9%	7%	3%	17%
Somewhat unfavorable	6%	5%	9%	10%	9%	10%	7%	4%	5%	8%	8%	11%	6%	4%	7%	6%	10%	6%	6%	8%	10%	8%	7%	5%	11%	4%
Very unfavorable	10%	11%	17%	25%	16%	24%	14%	7%	10%	15%	18%	28%	16%	3%	17%	6%	11%	14%	11%	18%	9%	17%	13%	8%	28%	4%
No opinion	23%	24%	24%	17%	20%	20%	20%	28%	22%	21%	23%	23%	24%	19%	22%	21%	23%	25%	24%	20%	28%	21%	23%	28%	23%	20%
Never heard of	43%	30%	29%	20%	21%	27%	39%	33%	30%	30%	34%	33%	35%	26%	31%	27%	38%	33%	27%	34%	38%	25%	41%	48%	33%	27%

Do you have a favorable or unfavorable opinion of Hakeem Jeffries?

CYGNAL

Image: Marjorie Taylor Greene

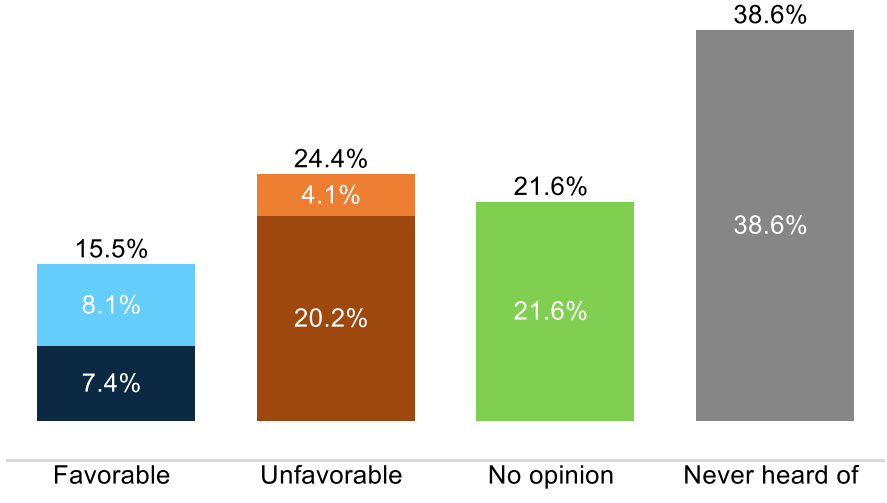


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	16%	14%	23%	32%	20%	33%	19%	9%	15%	18%	28%	40%	15%	5%	22%	13%	17%	21%	14%	25%	10%	23%	17%	20%	40%	5%
Unfavorable Total	46%	57%	53%	54%	69%	43%	46%	60%	63%	56%	39%	28%	57%	77%	53%	52%	49%	46%	64%	45%	53%	59%	44%	29%	27%	77%
Very favorable	6%	5%	11%	13%	7%	15%	8%	2%	7%	7%	13%	17%	6%	2%	9%	8%	6%	8%	5%	11%	2%	10%	6%	8%	17%	2%
Somewhat favorable	10%	9%	12%	20%	13%	18%	11%	7%	8%	12%	16%	23%	9%	3%	13%	6%	11%	13%	9%	14%	9%	13%	11%	11%	23%	3%
Somewhat unfavorable	10%	11%	10%	12%	12%	10%	11%	9%	10%	11%	9%	16%	13%	5%	11%	6%	9%	10%	10%	11%	13%	10%	10%	12%	16%	6%
Very unfavorable	36%	46%	43%	42%	57%	33%	35%	51%	53%	45%	30%	12%	44%	72%	42%	46%	40%	36%	54%	34%	40%	48%	34%	17%	12%	71%
No opinion	14%	14%	11%	8%	5%	12%	13%	15%	10%	11%	15%	15%	10%	8%	11%	14%	11%	15%	10%	13%	15%	9%	17%	17%	16%	8%
Never heard of	24%	15%	13%	6%	6%	12%	22%	17%	13%	15%	17%	17%	18%	10%	14%	21%	23%	18%	12%	17%	22%	10%	22%	34%	18%	11%

Do you have a favorable or unfavorable opinion of Marjorie Taylor Greene?

CYGNAL

Image: Alvin Bragg

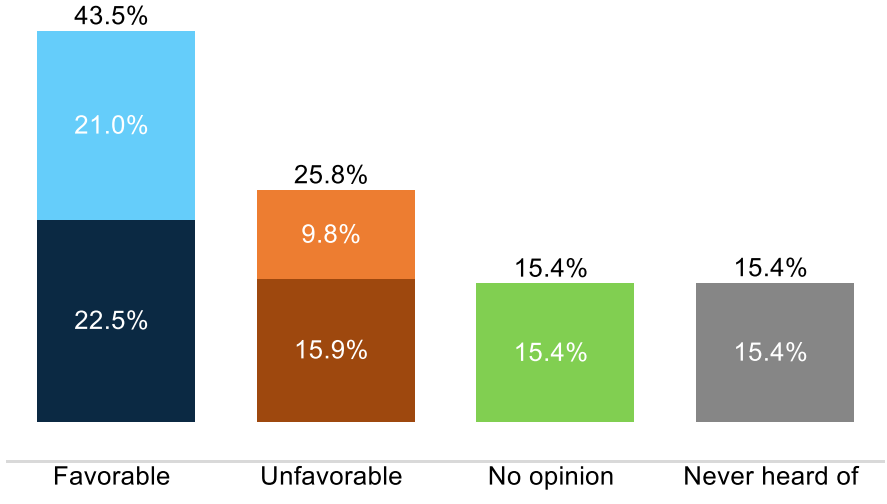


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	9%	20%	12%	22%	22%	14%	13%	16%	18%	17%	11%	3%	11%	31%	15%	20%	14%	12%	19%	13%	11%	19%	11%	4%	3%	29%
Unfavorable Total	16%	20%	27%	37%	29%	35%	23%	12%	17%	26%	27%	45%	22%	6%	26%	13%	16%	23%	20%	28%	16%	26%	21%	16%	44%	8%
Very favorable	3%	12%	5%	10%	8%	7%	7%	8%	8%	9%	5%	1%	4%	16%	7%	12%	8%	3%	8%	7%	3%	10%	4%	1%	1%	14%
Somewhat favorable	6%	7%	7%	12%	14%	7%	5%	8%	11%	8%	6%	3%	7%	14%	9%	9%	6%	9%	11%	6%	8%	9%	7%	3%	2%	14%
Somewhat unfavorable	6%	3%	4%	4%	4%	4%	5%	3%	5%	5%	3%	4%	4%	4%	4%	4%	3%	4%	4%	5%	6%	3%	6%	4%	4%	4%
Very unfavorable	11%	17%	24%	33%	24%	31%	17%	9%	12%	21%	25%	40%	18%	2%	22%	9%	12%	18%	16%	24%	10%	23%	16%	12%	40%	3%
No opinion	19%	24%	22%	21%	20%	22%	22%	22%	22%	20%	23%	22%	25%	19%	21%	22%	27%	21%	21%	22%	26%	21%	22%	28%	21%	20%
Never heard of	55%	37%	38%	20%	29%	30%	43%	50%	43%	37%	38%	30%	42%	44%	37%	44%	43%	44%	40%	37%	46%	34%	46%	52%	32%	44%

Do you have a favorable or unfavorable opinion of Alvin Bragg?

CYGNAL

Image: Volodymr Zelenskyy

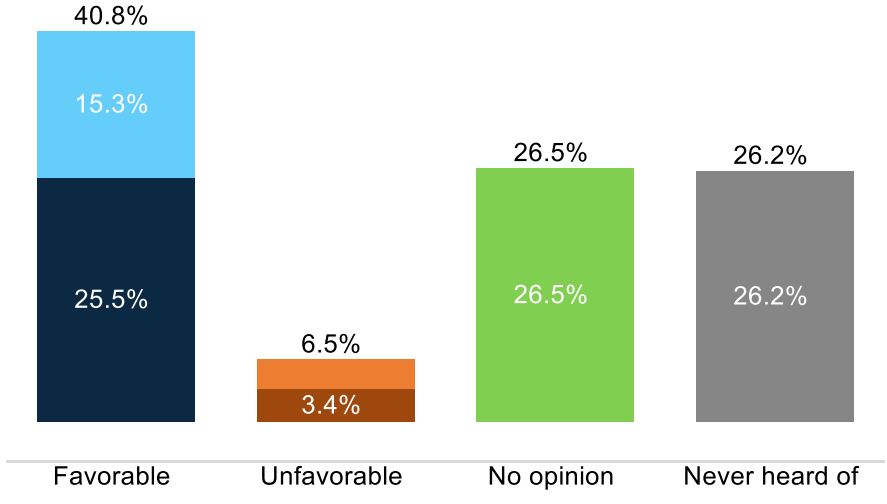


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	33%	48%	41%	54%	60%	38%	33%	52%	53%	45%	35%	28%	35%	65%	47%	33%	38%	35%	56%	35%	34%	49%	34%	26%	27%	62%
Unfavorable Total	24%	17%	37%	26%	26%	36%	25%	14%	21%	25%	30%	40%	28%	11%	24%	25%	27%	31%	19%	30%	26%	27%	23%	25%	41%	13%
Very favorable	17%	30%	18%	27%	30%	16%	17%	32%	30%	24%	15%	9%	15%	41%	24%	19%	21%	15%	31%	17%	14%	26%	17%	7%	8%	38%
Somewhat favorable	16%	19%	23%	27%	30%	21%	16%	20%	22%	21%	20%	19%	19%	24%	23%	14%	17%	19%	25%	18%	20%	23%	17%	20%	19%	23%
Somewhat unfavorable	9%	7%	12%	12%	12%	12%	8%	8%	8%	10%	11%	14%	11%	5%	9%	8%	12%	13%	10%	10%	13%	11%	9%	7%	15%	6%
Very unfavorable	15%	10%	25%	14%	14%	24%	17%	6%	13%	15%	19%	26%	17%	6%	15%	17%	16%	18%	10%	20%	13%	16%	15%	17%	26%	7%
No opinion	18%	15%	15%	12%	9%	16%	18%	15%	15%	15%	17%	19%	19%	10%	14%	16%	21%	17%	13%	17%	18%	12%	22%	17%	19%	11%
Never heard of	25%	20%	7%	8%	5%	9%	24%	19%	12%	15%	19%	13%	18%	14%	14%	26%	14%	17%	12%	18%	22%	12%	20%	32%	14%	15%

Do you have a favorable or unfavorable opinion of Volodymr Zelenskyy?

CYGNAL

Image: Caitlin Clark

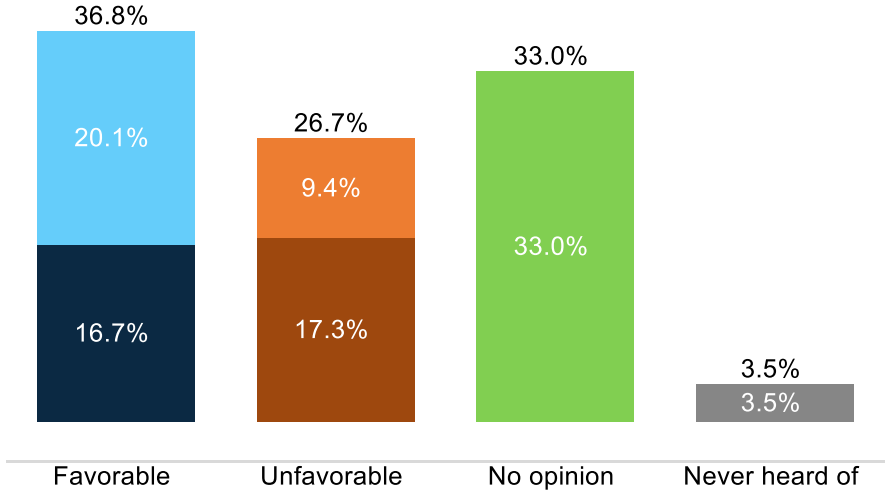


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	33%	40%	38%	55%	54%	41%	29%	46%	49%	40%	37%	39%	36%	46%	42%	41%	30%	37%	50%	34%	35%	46%	33%	28%	38%	44%
Unfavorable Total	10%	5%	6%	5%	5%	6%	9%	5%	6%	6%	7%	6%	6%	7%	6%	7%	8%	9%	5%	8%	9%	6%	8%	6%	6%	8%
Very favorable	16%	28%	22%	38%	33%	27%	18%	29%	30%	25%	24%	23%	21%	31%	27%	25%	20%	20%	31%	22%	21%	29%	19%	15%	22%	29%
Somewhat favorable	17%	11%	16%	17%	21%	14%	11%	17%	19%	15%	13%	16%	16%	15%	15%	17%	10%	17%	19%	13%	13%	16%	13%	13%	16%	15%
Somewhat unfavorable	5%	3%	3%	2%	3%	2%	4%	3%	4%	3%	3%	3%	2%	4%	2%	5%	5%	5%	3%	3%	5%	2%	5%	5%	3%	4%
Very unfavorable	5%	2%	3%	3%	2%	4%	5%	2%	2%	3%	4%	3%	5%	3%	3%	2%	3%	5%	2%	4%	3%	4%	4%	1%	3%	4%
No opinion	22%	28%	31%	26%	25%	31%	25%	25%	20%	27%	30%	31%	26%	23%	27%	28%	29%	25%	25%	27%	28%	26%	28%	23%	30%	23%
Never heard of	35%	28%	25%	14%	16%	23%	37%	24%	25%	27%	26%	25%	31%	24%	26%	24%	33%	29%	20%	31%	29%	23%	30%	43%	26%	25%

Do you have a favorable or unfavorable opinion of Caitlin Clark?

CYGNAL

Image: LeBron James

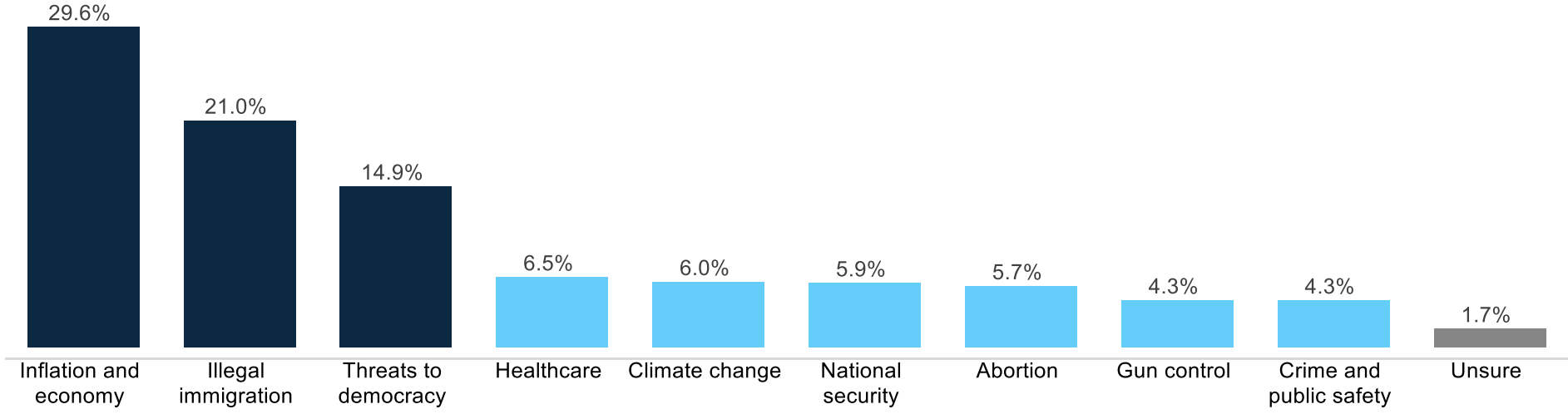


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	37%	41%	36%	32%	38%	32%	36%	43%	48%	39%	27%	20%	35%	54%	32%	68%	32%	36%	40%	34%	40%	34%	41%	40%	20%	53%
Unfavorable Total	21%	16%	34%	38%	32%	39%	21%	16%	19%	25%	35%	45%	27%	9%	28%	14%	26%	28%	23%	29%	21%	29%	23%	17%	46%	9%
Very favorable	17%	17%	18%	15%	16%	17%	17%	16%	26%	17%	11%	8%	14%	27%	12%	43%	16%	17%	16%	17%	17%	15%	22%	11%	7%	26%
Somewhat favorable	20%	24%	19%	17%	21%	16%	19%	26%	22%	22%	16%	12%	21%	27%	20%	25%	16%	19%	24%	17%	23%	20%	19%	29%	13%	27%
Somewhat unfavorable	8%	6%	12%	12%	13%	12%	7%	7%	8%	8%	12%	14%	8%	5%	10%	5%	12%	11%	10%	9%	10%	9%	9%	9%	14%	6%
Very unfavorable	14%	10%	21%	26%	20%	26%	14%	9%	11%	16%	24%	31%	18%	3%	18%	9%	14%	18%	14%	20%	11%	20%	14%	8%	32%	4%
No opinion	38%	37%	29%	26%	28%	27%	36%	40%	31%	33%	35%	30%	34%	35%	36%	16%	35%	34%	34%	32%	34%	34%	31%	36%	30%	34%
Never heard of	4%	6%	1%	4%	2%	2%	6%	2%	3%	4%	3%	4%	4%	2%	3%	1%	7%	2%	2%	5%	4%	3%	5%	6%	4%	3%

Do you have a favorable or unfavorable opinion of LeBron James?

CYGNAL

Top Priority

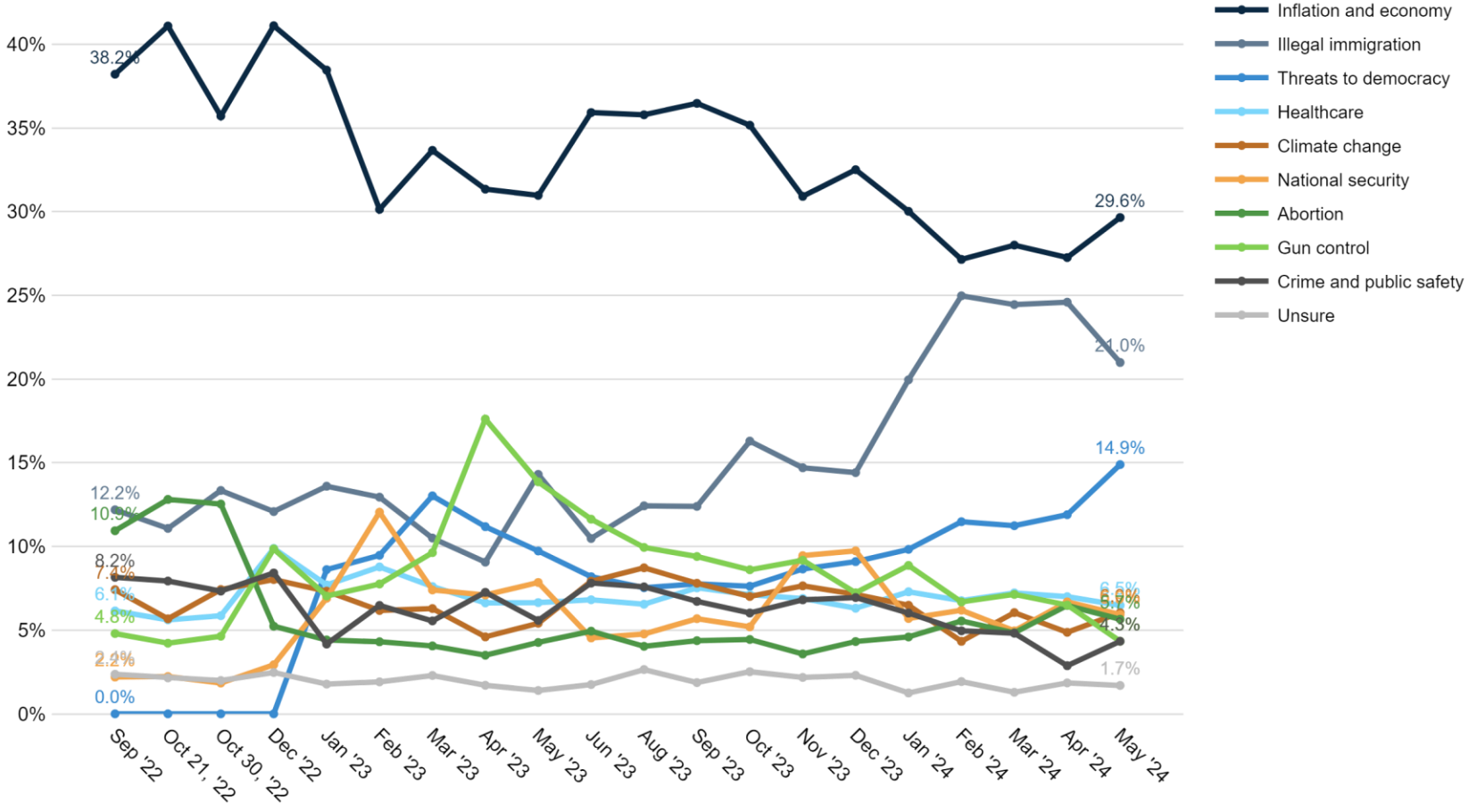


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Inflation and economy	37%	20%	36%	24%	30%	31%	28%	30%	25%	27%	37%	36%	36%	19%	28%	30%	42%	38%	30%	30%	37%	27%	33%	38%	37%	21%
Illegal immigration	12%	25%	18%	30%	19%	28%	22%	14%	15%	20%	27%	40%	21%	3%	23%	8%	15%	17%	16%	25%	17%	23%	17%	17%	40%	4%
Threats to democracy	9%	21%	12%	19%	19%	13%	13%	17%	16%	17%	11%	6%	12%	26%	14%	19%	10%	11%	18%	13%	10%	18%	11%	4%	5%	26%
Healthcare	10%	5%	7%	3%	5%	5%	8%	7%	8%	7%	4%	2%	8%	10%	6%	7%	12%	6%	6%	7%	9%	6%	6%	17%	2%	11%
Climate change	7%	4%	8%	5%	9%	5%	3%	9%	8%	6%	4%	1%	6%	11%	7%	4%	4%	5%	9%	4%	5%	7%	6%	3%	1%	10%
National security	6%	6%	6%	6%	5%	7%	6%	6%	6%	6%	6%	8%	5%	4%	6%	7%	6%	7%	5%	7%	6%	5%	8%	4%	8%	4%
Abortion	7%	7%	3%	4%	4%	3%	7%	7%	7%	6%	4%	1%	6%	10%	6%	3%	5%	6%	6%	5%	4%	6%	5%	3%	2%	10%
Gun control	5%	6%	2%	3%	4%	2%	5%	7%	7%	4%	3%	1%	3%	9%	4%	8%	3%	4%	5%	4%	3%	4%	5%	5%	0%	8%
Crime and public safety	5%	4%	4%	4%	5%	3%	5%	3%	4%	5%	3%	5%	2%	4%	4%	9%	1%	5%	4%	4%	6%	3%	7%	6%	5%	4%
Unsure	1%	2%	2%	1%	1%	2%	2%	1%	4%	1%	1%	1%	1%	3%	1%	4%	2%	2%	1%	2%	2%	1%	2%	3%	0%	2%

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

CYGNAL

Trend: Top Priority



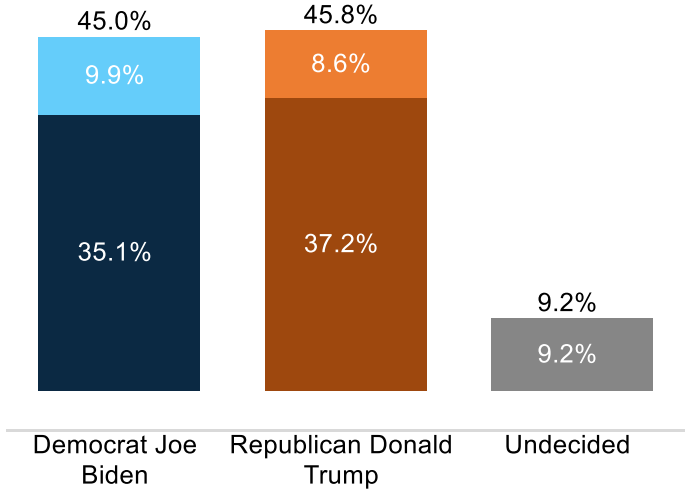
CYGNAL

Percent Change: Top Priority (Apr 2024 to May 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	3%	1%	0%	6%	4%	2%	1%	3%	4%	-1%	7%	5%	0%	0%	1%	5%	15%	1%	3%	1%	-1%	4%	-1%	3%	5%	1%
Illegal immigration	-2%	-2%	-3%	-9%	-8%	-3%	1%	-7%	-5%	-3%	-3%	-7%	0%	-2%	-4%	1%	-11%	-3%	-8%	0%	2%	-5%	-3%	4%	-6%	0%
Threats to democracy	3%	2%	3%	4%	4%	4%	2%	3%	1%	4%	2%	3%	2%	4%	3%	2%	0%	3%	3%	3%	3%	3%	4%	0%	2%	4%
Healthcare	0%	1%	-4%	0%	-4%	-1%	2%	-1%	0%	0%	-2%	-1%	-1%	0%	0%	-5%	3%	-1%	-2%	1%	0%	0%	-2%	0%	-1%	0%
Climate change	3%	-1%	2%	1%	3%	0%	-1%	4%	2%	0%	2%	0%	2%	2%	2%	-3%	1%	3%	3%	0%	1%	2%	1%	-5%	1%	1%
National security	0%	-4%	2%	-2%	0%	1%	-3%	0%	0%	0%	-3%	-2%	0%	1%	-1%	1%	-1%	0%	0%	-1%	-2%	-1%	0%	-3%	-2%	0%
Abortion	-2%	1%	-2%	0%	0%	-1%	0%	-1%	-1%	0%	-2%	-1%	3%	-3%	-1%	0%	1%	-2%	-1%	-1%	1%	-1%	-2%	0%	0%	-3%
Gun control	-3%	-1%	-2%	-3%	0%	-4%	-3%	0%	-4%	-2%	-1%	-1%	-2%	-4%	0%	-8%	-6%	-4%	0%	-4%	-4%	-3%	0%	-3%	-1%	-3%
Crime and public safety	1%	2%	1%	2%	2%	1%	2%	0%	0%	2%	1%	4%	-2%	0%	2%	3%	-2%	2%	1%	2%	1%	1%	1%	4%	3%	0%
Unsure	-2%	0%	1%	1%	0%	1%	-1%	-1%	2%	0%	-2%	0%	-2%	1%	0%	4%	-1%	0%	0%	0%	-2%	0%	0%	0%	0%	-1%

CYGNAL

Biden v Trump

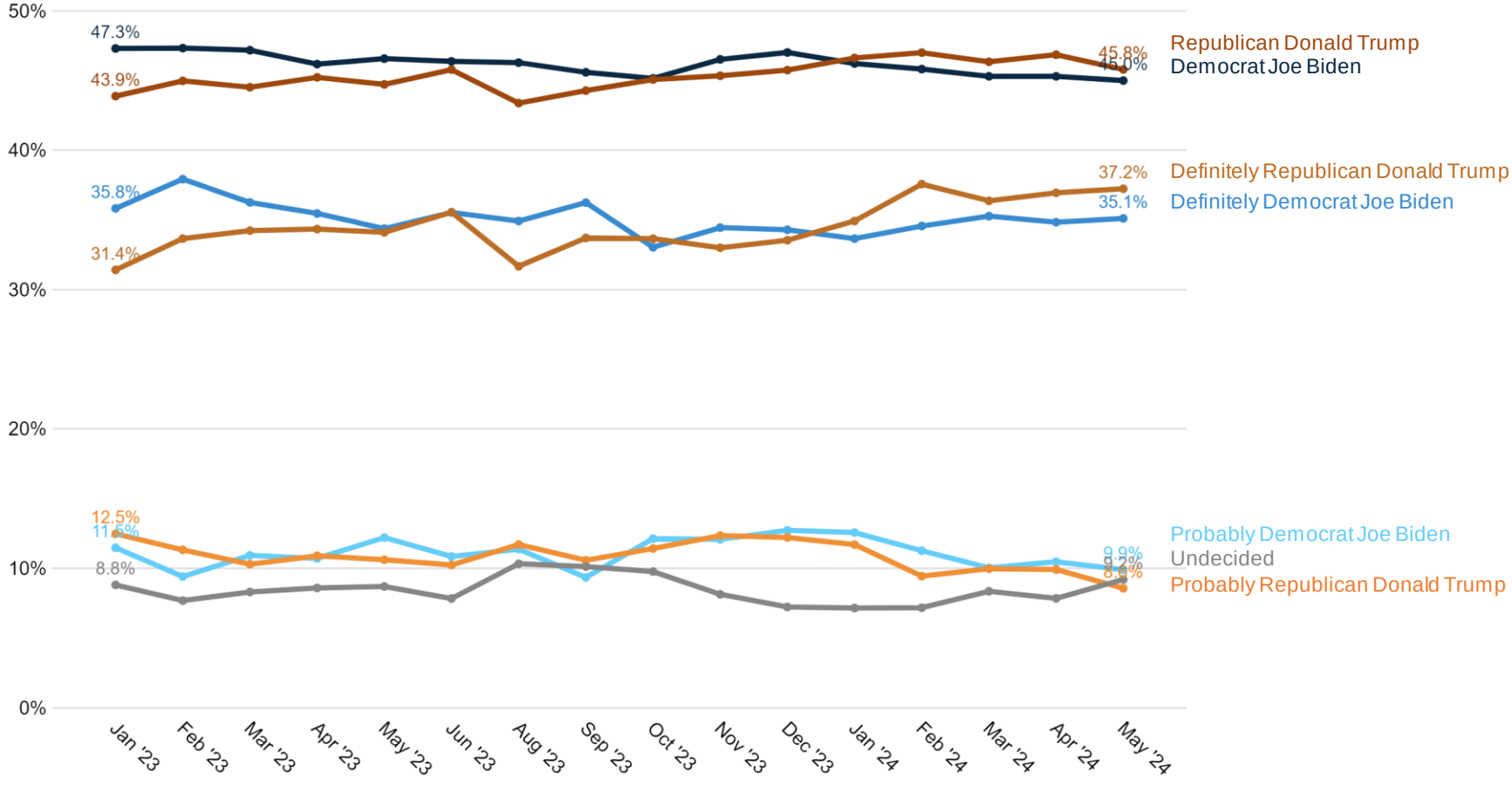


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Democrat Joe Biden	47%	53%	37%	41%	53%	29%	42%	62%	61%	49%	28%	3%	39%	91%	42%	70%	44%	40%	58%	36%	38%	48%	40%	41%	3%	87%
Republican Donald Trump	42%	42%	48%	53%	36%	62%	51%	29%	29%	42%	64%	93%	39%	3%	51%	17%	44%	47%	33%	56%	32%	46%	48%	37%	93%	4%
Definitely Democrat Joe Biden	32%	44%	30%	35%	43%	25%	31%	47%	48%	38%	21%	1%	24%	76%	35%	50%	30%	29%	45%	28%	15%	39%	28%	27%	1%	71%
Probably Democrat Joe Biden	15%	10%	8%	6%	10%	4%	11%	15%	13%	11%	7%	2%	14%	15%	8%	20%	14%	11%	13%	8%	23%	8%	12%	15%	2%	16%
Probably Republican Donald Trump	8%	9%	10%	8%	6%	11%	9%	7%	6%	9%	10%	13%	14%	2%	8%	4%	18%	9%	7%	10%	20%	8%	11%	9%	14%	2%
Definitely Republican Donald Trump	34%	33%	38%	46%	31%	50%	42%	22%	24%	33%	54%	81%	25%	1%	43%	13%	25%	38%	26%	46%	11%	38%	37%	28%	79%	2%
Undecided	11%	5%	14%	6%	10%	10%	7%	9%	10%	10%	8%	3%	22%	5%	7%	13%	12%	13%	9%	8%	30%	7%	12%	22%	3%	8%

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?

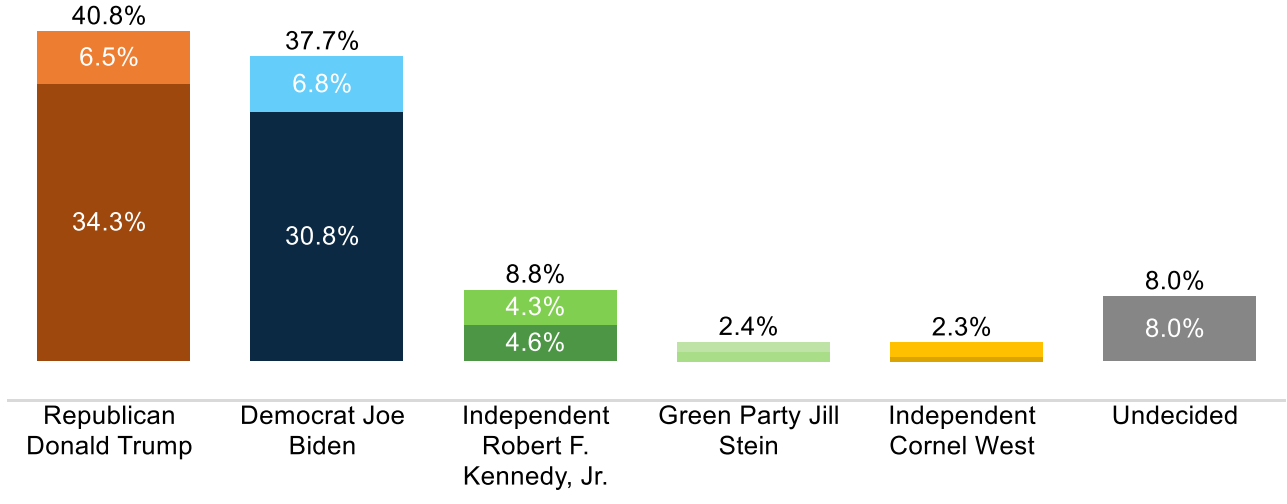
CYGNAL

Trend: Biden v Trump



CYGNAL

Full Presidential

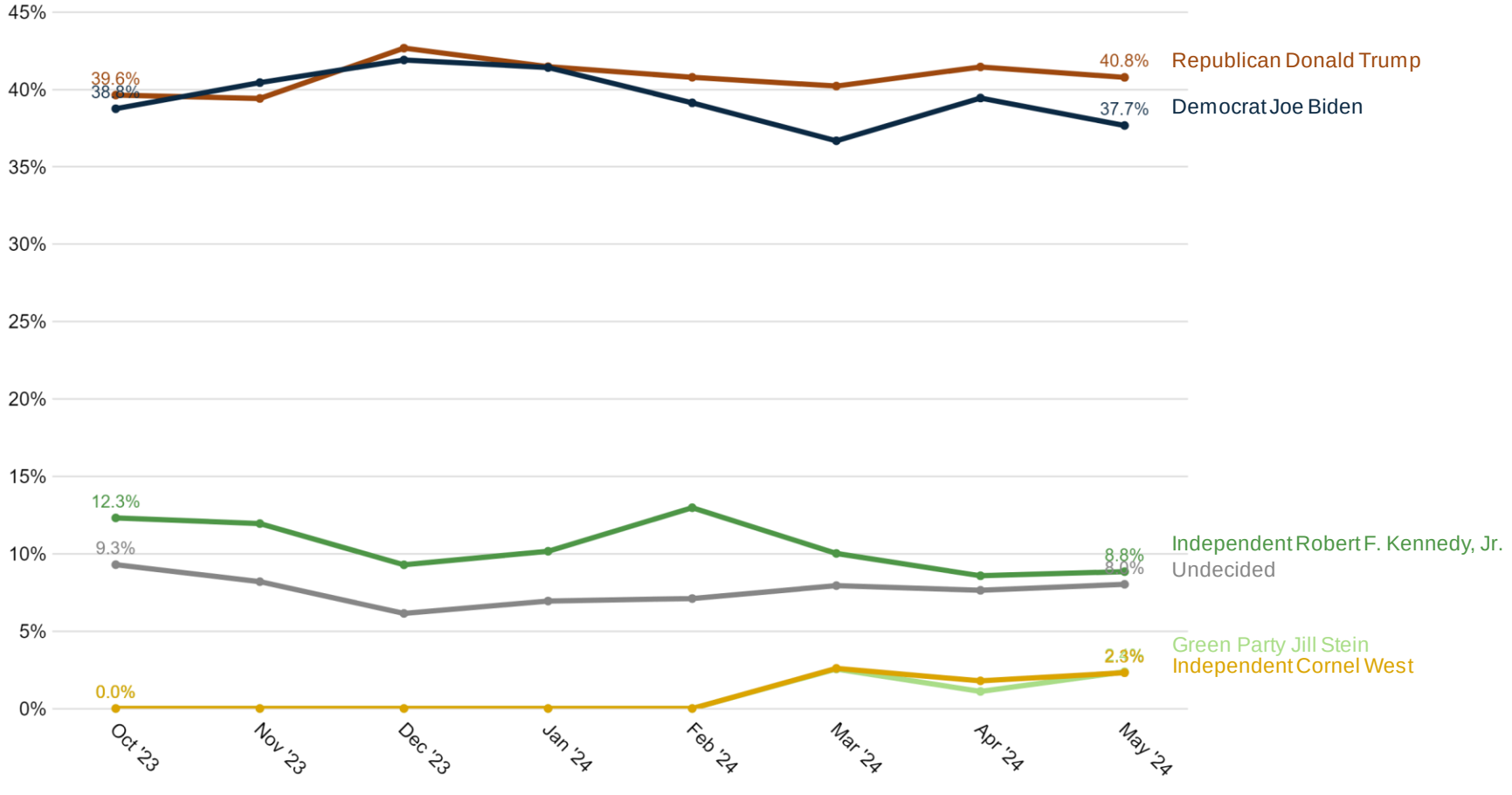


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Donald Trump	34%	39%	41%	51%	34%	55%	45%	24%	25%	37%	57%	88%	28%	2%	45%	14%	35%	42%	29%	50%	21%	42%	41%	30%	85%	3%
Democrat Joe Biden	32%	49%	31%	38%	46%	26%	32%	52%	51%	41%	23%	2%	26%	81%	37%	58%	30%	31%	50%	29%	25%	42%	31%	26%	2%	76%
Independent Robert F. Kennedy, Jr.	12%	6%	12%	4%	7%	9%	12%	7%	8%	9%	10%	5%	23%	5%	8%	11%	19%	11%	7%	11%	22%	7%	11%	21%	8%	6%
Green Party Jill Stein	6%	0%	3%	0%	2%	1%	2%	4%	2%	3%	2%	1%	5%	2%	2%	1%	4%	3%	3%	2%	3%	2%	3%	2%	1%	3%
Independent Cornel West	4%	1%	2%	2%	3%	1%	2%	3%	3%	3%	1%	1%	5%	2%	2%	4%	2%	3%	3%	2%	5%	2%	3%	2%	1%	3%
Definitely Republican Donald Trump	29%	32%	33%	45%	28%	47%	38%	20%	23%	30%	49%	77%	18%	2%	39%	11%	23%	34%	24%	42%	9%	35%	34%	25%	73%	2%
Probably Republican Donald Trump	5%	7%	8%	6%	6%	8%	7%	4%	2%	7%	8%	11%	10%	0%	6%	4%	11%	7%	5%	8%	13%	7%	7%	5%	12%	1%
Definitely Democrat Joe Biden	23%	42%	25%	35%	39%	23%	25%	42%	44%	33%	19%	0%	17%	70%	31%	43%	25%	24%	41%	24%	10%	36%	23%	14%	1%	64%
Probably Democrat Joe Biden	9%	8%	6%	3%	8%	3%	7%	10%	8%	8%	4%	2%	9%	11%	6%	15%	5%	7%	9%	5%	14%	6%	8%	12%	1%	12%
Definitely Independent Robert F. Kennedy, Jr.	7%	3%	6%	1%	3%	4%	7%	4%	4%	4%	5%	2%	13%	3%	3%	8%	11%	6%	3%	6%	11%	4%	5%	12%	4%	3%
Probably Independent Robert F. Kennedy, Jr.	5%	3%	6%	3%	4%	5%	5%	3%	4%	4%	5%	3%	10%	3%	4%	3%	8%	5%	3%	5%	11%	3%	6%	8%	4%	3%
Definitely Green Party Jill Stein	3%	0%	1%	0%	1%	0%	2%	1%	0%	2%	1%	1%	2%	1%	1%	0%	2%	2%	1%	1%	1%	1%	1%	0%	1%	1%
Probably Green Party Jill Stein	3%	0%	2%	0%	1%	1%	0%	2%	1%	1%	1%	0%	3%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	0%	2%
Definitely Independent Cornel West	1%	0%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%
Probably Independent Cornel West	3%	1%	2%	2%	3%	1%	2%	2%	2%	2%	1%	1%	4%	1%	1%	4%	2%	2%	3%	1%	4%	1%	3%	2%	1%	2%
Undecided	12%	5%	10%	5%	7%	7%	7%	10%	11%	8%	7%	3%	12%	8%	7%	11%	10%	11%	8%	7%	24%	5%	11%	20%	3%	8%

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?

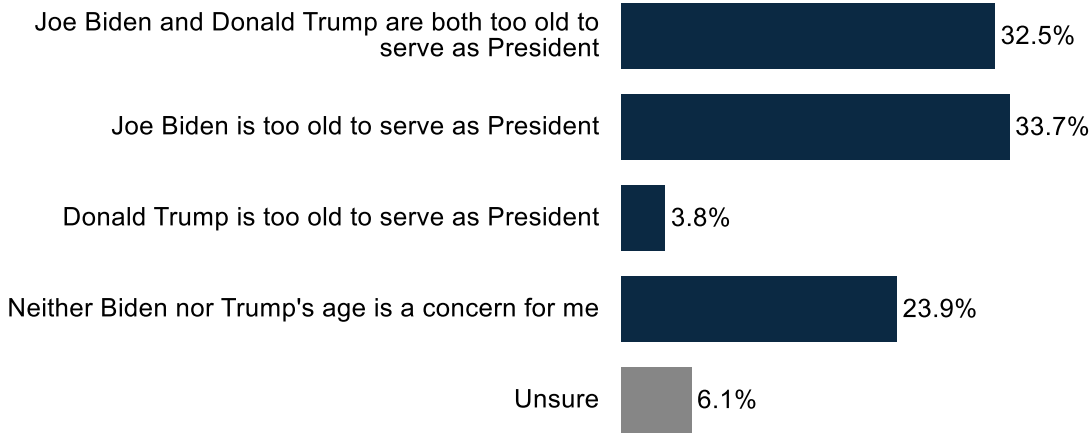
CYGNAL

Trend: Full Presidential



CYGNAL

Presidential Age

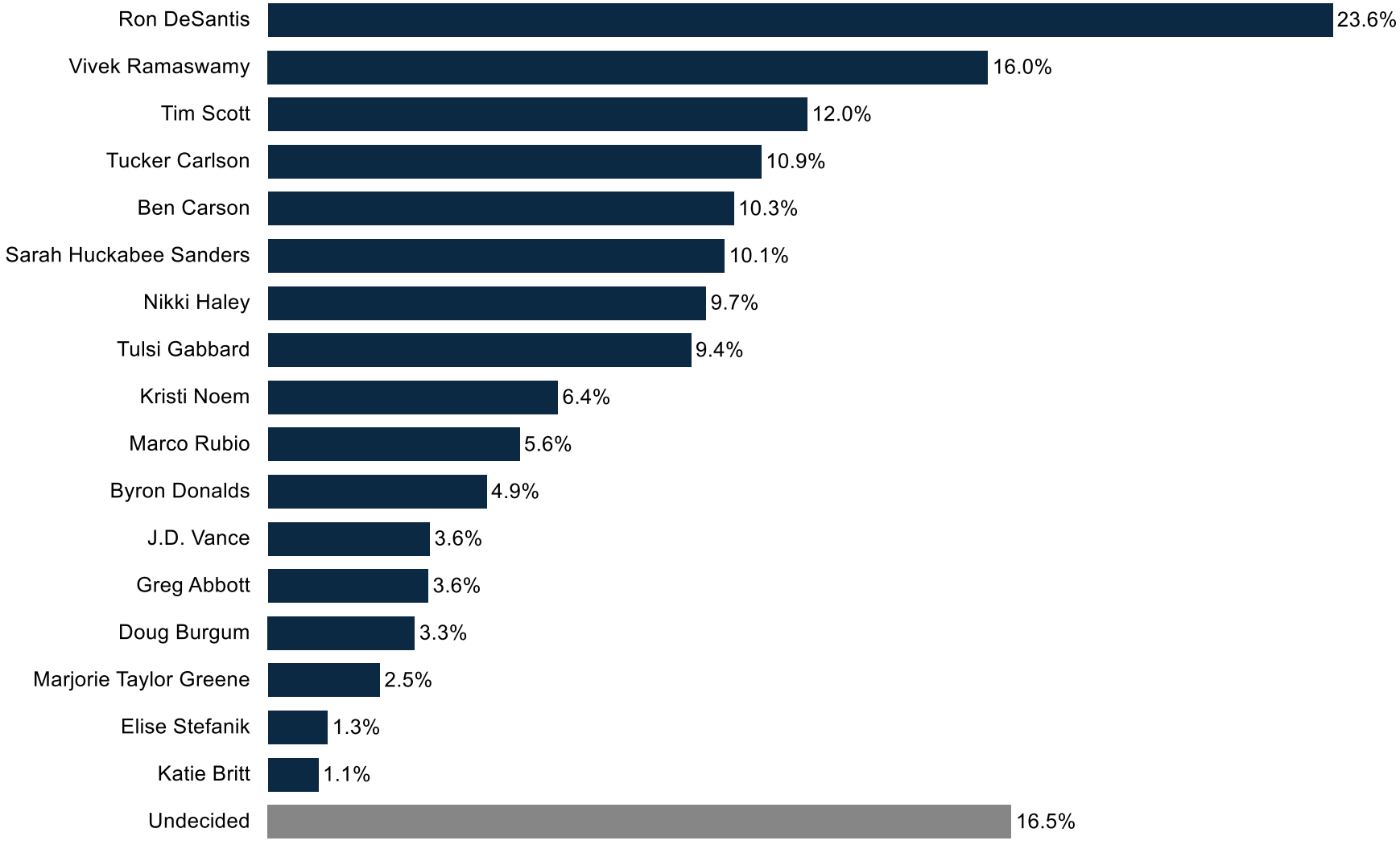


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Joe Biden and Donald Trump are both too old to serve as President	39%	27%	38%	25%	41%	25%	28%	40%	38%	36%	22%	11%	46%	47%	33%	32%	31%	34%	40%	27%	44%	33%	32%	27%	12%	49%
Joe Biden is too old to serve as President	33%	29%	34%	40%	27%	44%	37%	24%	23%	30%	47%	68%	26%	4%	36%	18%	31%	35%	25%	40%	27%	33%	35%	31%	66%	5%
Donald Trump is too old to serve as President	5%	4%	3%	3%	4%	2%	5%	4%	5%	4%	2%	2%	1%	7%	3%	7%	6%	4%	4%	4%	3%	4%	4%	3%	1%	6%
Neither Biden nor Trump's age is a concern for me	17%	34%	19%	26%	24%	22%	24%	27%	29%	23%	22%	15%	19%	35%	23%	36%	24%	22%	26%	23%	16%	25%	23%	19%	16%	35%
Unsure	6%	6%	7%	6%	4%	8%	6%	4%	5%	6%	7%	4%	7%	7%	5%	8%	9%	5%	4%	7%	10%	5%	6%	20%	5%	6%

Which of the following statements come closest to your personal view?

CYGNAL

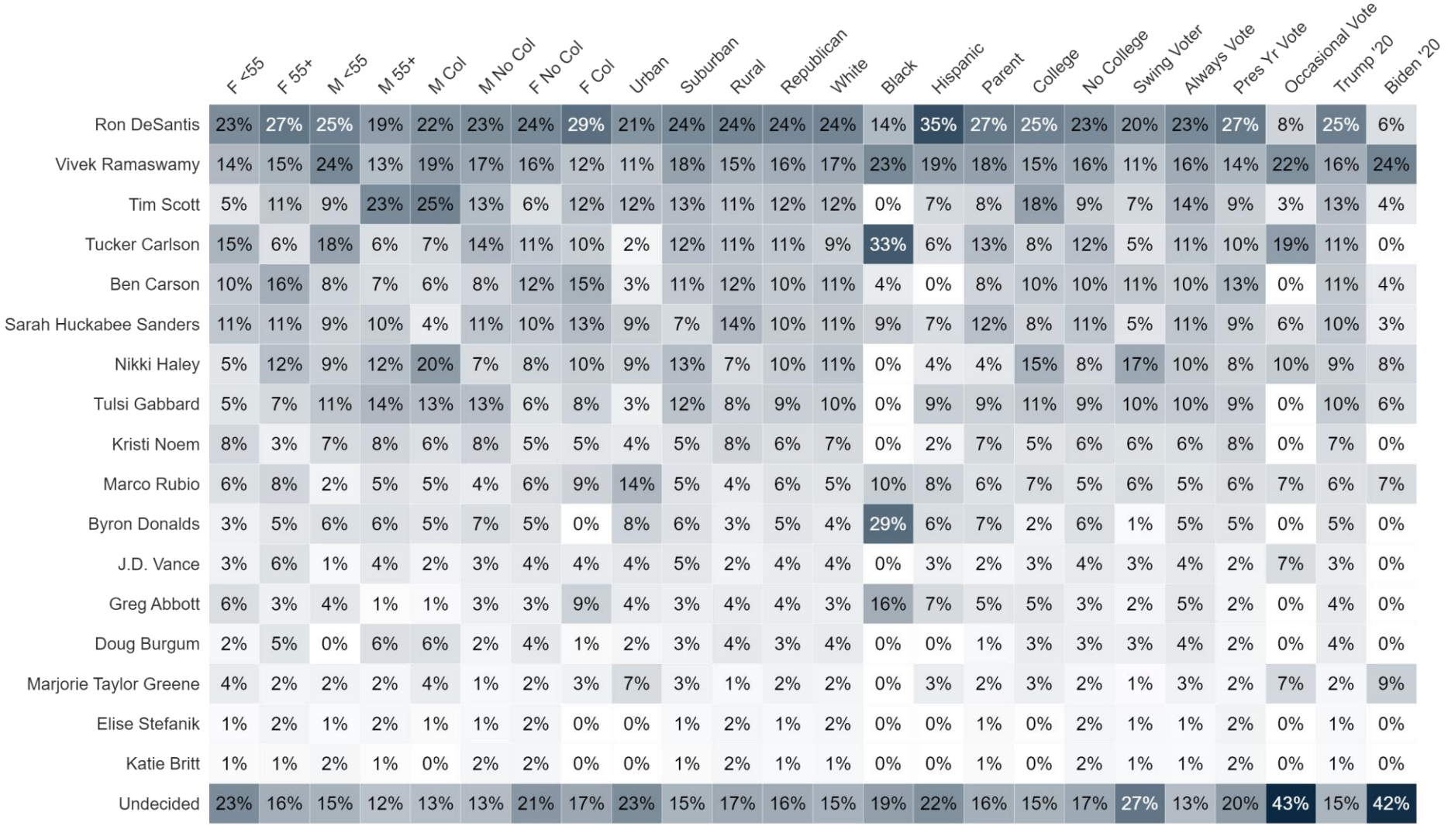
Trump VP Choice



Which two of the following individuals would you most like to see Donald Trump choose as his vice-presidential running mate? Choose up to two.

CYGNAL

Trump VP Choice Heatmap

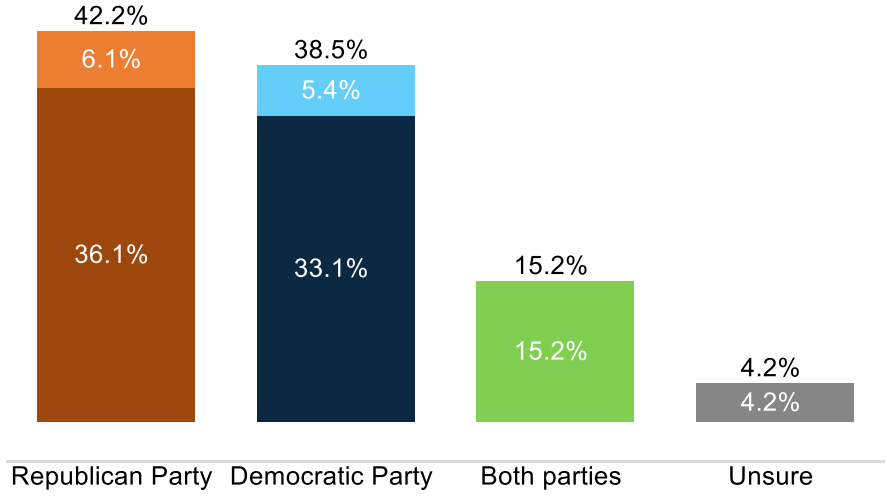


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Ron DeSantis	23%	27%	25%	19%	22%	23%	24%	29%	21%	24%	24%	24%	24%	14%	35%	27%	25%	23%	20%	23%	27%	8%	25%	6%
Vivek Ramaswamy	14%	15%	24%	13%	19%	17%	16%	12%	11%	18%	15%	16%	17%	23%	19%	18%	15%	16%	11%	16%	14%	22%	16%	24%
Tim Scott	5%	11%	9%	23%	25%	13%	6%	12%	12%	13%	11%	12%	12%	0%	7%	8%	18%	9%	7%	14%	9%	3%	13%	4%
Tucker Carlson	15%	6%	18%	6%	7%	14%	11%	10%	2%	12%	11%	11%	9%	33%	6%	13%	8%	12%	5%	11%	10%	19%	11%	0%
Ben Carson	10%	16%	8%	7%	6%	8%	12%	15%	3%	11%	12%	10%	11%	4%	0%	8%	10%	10%	11%	10%	13%	0%	11%	4%
Sarah Huckabee Sanders	11%	11%	9%	10%	4%	11%	10%	13%	9%	7%	14%	10%	11%	9%	7%	12%	8%	11%	5%	11%	9%	6%	10%	3%
Nikki Haley	5%	12%	9%	12%	20%	7%	8%	10%	9%	13%	7%	10%	11%	0%	4%	4%	15%	8%	17%	10%	8%	10%	9%	8%
Tulsi Gabbard	5%	7%	11%	14%	13%	13%	6%	8%	3%	12%	8%	9%	10%	0%	9%	9%	11%	9%	10%	10%	9%	0%	10%	6%
Kristi Noem	8%	3%	7%	8%	6%	8%	5%	5%	4%	5%	8%	6%	7%	0%	2%	7%	5%	6%	6%	6%	8%	0%	7%	0%
Marco Rubio	6%	8%	2%	5%	5%	4%	6%	9%	14%	5%	4%	6%	5%	10%	8%	6%	7%	5%	6%	5%	6%	7%	6%	7%
Byron Donalds	3%	5%	6%	6%	5%	7%	5%	0%	8%	6%	3%	5%	4%	29%	6%	7%	2%	6%	1%	5%	5%	0%	5%	0%
J.D. Vance	3%	6%	1%	4%	2%	3%	4%	4%	4%	5%	2%	4%	4%	0%	3%	2%	3%	4%	3%	4%	2%	7%	3%	0%
Greg Abbott	6%	3%	4%	1%	1%	3%	3%	9%	4%	3%	4%	4%	3%	16%	7%	5%	5%	3%	2%	5%	2%	0%	4%	0%
Doug Burgum	2%	5%	0%	6%	6%	2%	4%	1%	2%	3%	4%	3%	4%	0%	0%	1%	3%	3%	3%	4%	2%	0%	4%	0%
Marjorie Taylor Greene	4%	2%	2%	2%	4%	1%	2%	3%	7%	3%	1%	2%	2%	0%	3%	2%	3%	2%	1%	3%	2%	7%	2%	9%
Elise Stefanik	1%	2%	1%	2%	1%	1%	2%	0%	0%	1%	2%	1%	2%	0%	0%	1%	0%	2%	1%	1%	2%	0%	1%	0%
Katie Britt	1%	1%	2%	1%	0%	2%	2%	0%	0%	1%	2%	1%	1%	0%	0%	1%	0%	2%	1%	1%	2%	0%	1%	0%
Undecided	23%	16%	15%	12%	13%	13%	21%	17%	23%	15%	17%	16%	15%	19%	22%	16%	15%	17%	27%	13%	20%	43%	15%	42%

Which two of the following individuals would you most like to see Donald Trump choose as his vice-presidential running mate? Choose up to two.

CYGNAL

Party - Extreme

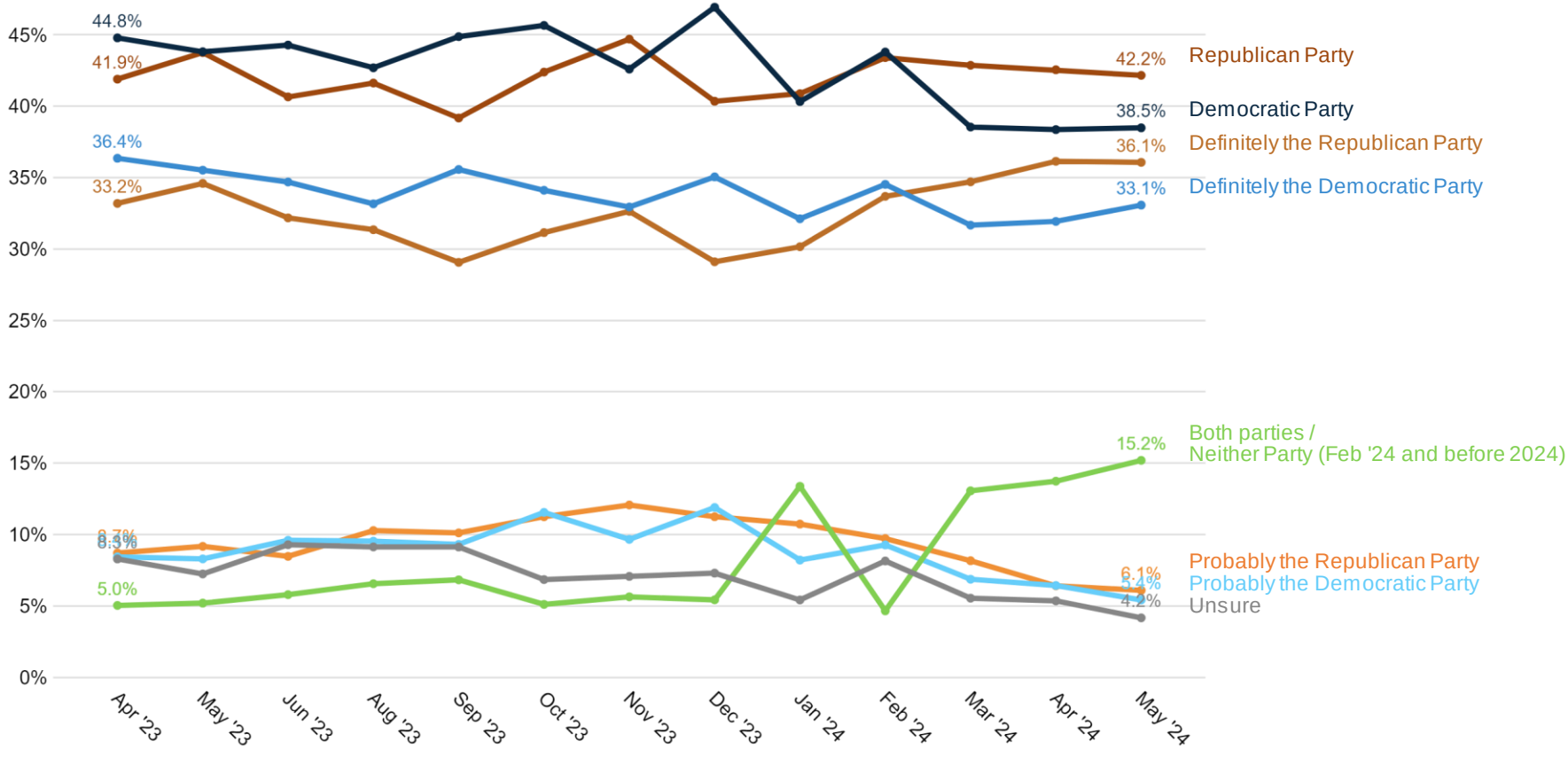


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Republican Party	45%	46%	39%	38%	49%	31%	39%	56%	51%	45%	32%	12%	36%	77%	41%	55%	40%	36%	52%	35%	33%	45%	38%	31%	10%	75%
Democratic Party	30%	36%	41%	50%	37%	51%	39%	23%	26%	36%	51%	73%	32%	9%	41%	24%	33%	38%	29%	45%	26%	38%	39%	37%	72%	9%
Definitely the Republican Party	37%	40%	32%	35%	44%	26%	33%	47%	46%	38%	27%	8%	29%	69%	36%	46%	29%	31%	45%	30%	22%	40%	29%	25%	7%	66%
Probably the Republican Party	8%	7%	6%	3%	5%	5%	6%	9%	5%	7%	5%	4%	6%	8%	5%	9%	11%	6%	7%	6%	11%	5%	8%	6%	3%	9%
Probably the Democratic Party	6%	5%	5%	5%	4%	6%	5%	6%	4%	6%	6%	7%	8%	2%	5%	6%	6%	7%	5%	6%	10%	3%	9%	18%	8%	3%
Definitely the Democratic Party	24%	30%	36%	45%	33%	46%	34%	17%	23%	30%	45%	66%	24%	7%	36%	18%	27%	31%	24%	39%	16%	36%	30%	18%	65%	6%
Both parties	21%	12%	18%	9%	13%	14%	15%	19%	17%	15%	14%	12%	29%	10%	14%	12%	23%	21%	16%	15%	33%	13%	20%	20%	14%	13%
Unsure	4%	7%	3%	3%	2%	4%	6%	3%	5%	5%	3%	3%	4%	4%	3%	9%	4%	4%	2%	5%	8%	4%	4%	11%	4%	4%

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

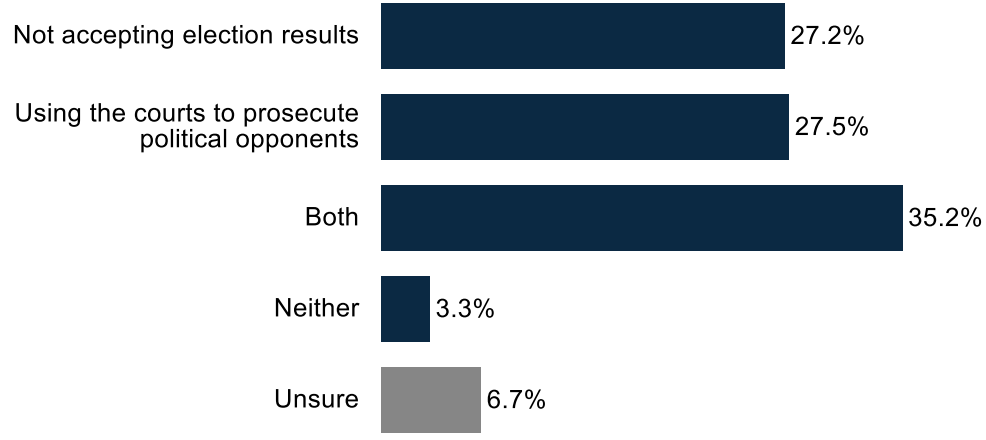
CYGNAL

Trend: Party - Extreme



CYGNAL

Greater Threat to Democracy

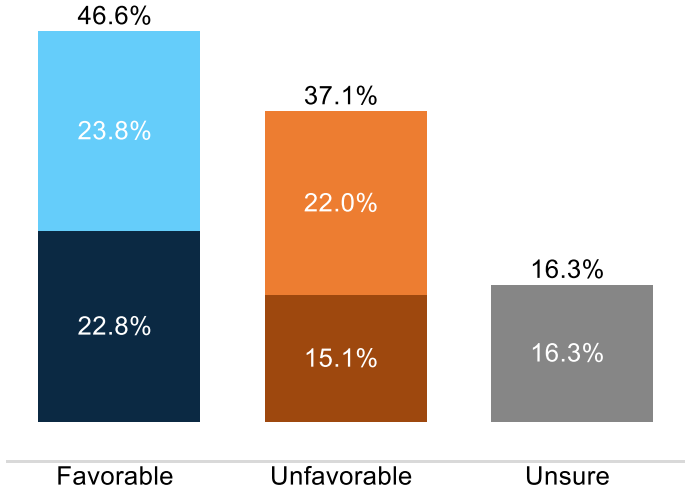


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Not accepting election results	29%	33%	21%	26%	30%	18%	27%	37%	37%	26%	22%	7%	24%	51%	27%	34%	27%	25%	34%	23%	24%	29%	26%	18%	6%	48%
Using the courts to prosecute political opponents	22%	22%	33%	36%	26%	41%	26%	16%	18%	27%	35%	54%	25%	4%	30%	13%	25%	26%	20%	33%	15%	31%	23%	15%	55%	4%
Both	34%	34%	40%	32%	39%	34%	32%	38%	38%	36%	33%	29%	41%	38%	34%	40%	39%	38%	38%	33%	45%	35%	36%	35%	29%	40%
Neither	3%	3%	4%	3%	3%	4%	3%	3%	2%	4%	2%	3%	6%	3%	3%	3%	1%	4%	3%	4%	3%	2%	4%	9%	3%	3%
Unsure	12%	8%	3%	3%	2%	3%	12%	6%	5%	7%	7%	8%	4%	5%	6%	10%	7%	8%	4%	8%	12%	3%	10%	25%	7%	4%

Which do you believe poses a greater threat to American democracy?

CYGNAL

Democracy Image

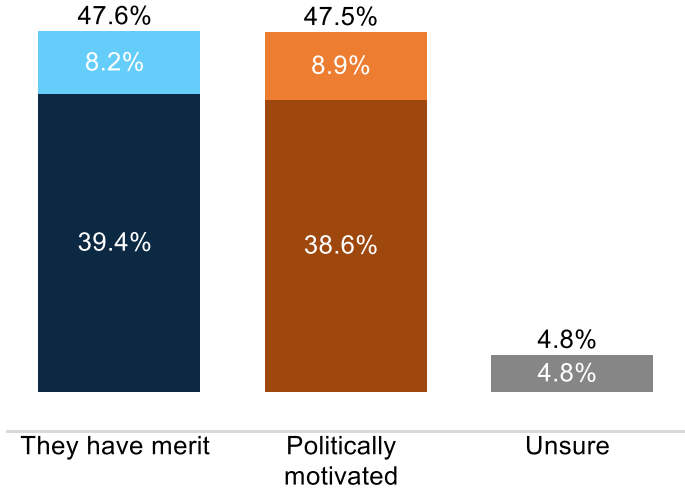


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	35%	51%	46%	56%	61%	44%	38%	50%	52%	48%	40%	33%	44%	63%	49%	46%	42%	40%	55%	41%	41%	49%	45%	27%	32%	63%
Unfavorable Total	42%	32%	40%	33%	31%	41%	39%	34%	31%	36%	43%	52%	40%	21%	36%	35%	42%	42%	33%	40%	42%	37%	37%	38%	52%	22%
Very favorable	12%	27%	21%	33%	33%	22%	16%	24%	25%	25%	18%	13%	21%	35%	25%	22%	20%	18%	28%	19%	17%	27%	17%	11%	13%	33%
Somewhat favorable	23%	24%	26%	22%	28%	22%	22%	26%	27%	24%	22%	20%	23%	28%	24%	24%	21%	22%	27%	22%	25%	23%	28%	16%	19%	30%
Somewhat unfavorable	27%	20%	21%	19%	19%	21%	24%	22%	18%	23%	23%	28%	26%	15%	22%	20%	24%	25%	21%	23%	28%	20%	26%	24%	29%	15%
Very unfavorable	16%	11%	19%	15%	13%	20%	15%	12%	13%	13%	19%	24%	14%	7%	15%	15%	18%	16%	12%	18%	14%	17%	11%	14%	24%	7%
Unsure	22%	17%	14%	11%	7%	15%	22%	16%	17%	16%	17%	16%	16%	16%	15%	19%	17%	18%	12%	19%	17%	14%	18%	35%	16%	15%

When you think of the word "democracy" as it's used in today's discourse, what is your opinion?

CYGNAL

Trump Court Cases

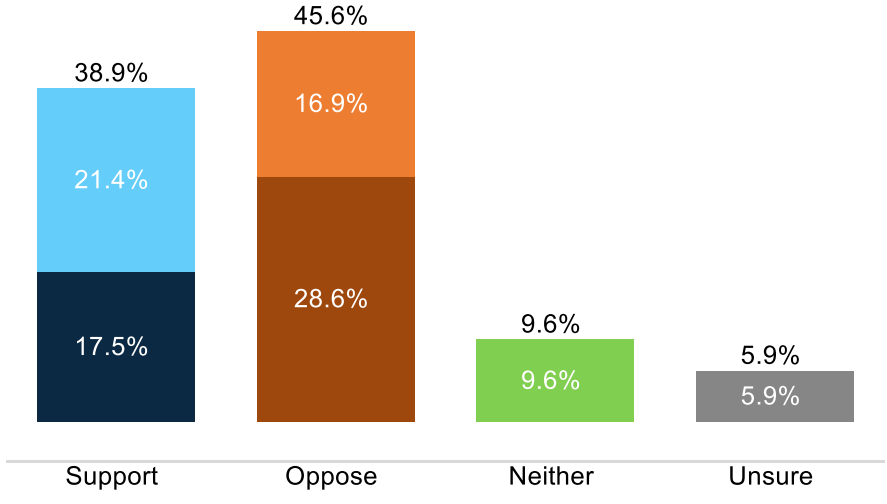


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
They have merit	48%	53%	45%	43%	59%	34%	43%	63%	60%	52%	32%	8%	50%	86%	45%	64%	51%	44%	61%	39%	51%	51%	45%	29%	8%	86%
Politically motivated	44%	42%	51%	55%	40%	63%	50%	33%	34%	44%	62%	89%	44%	9%	52%	25%	44%	51%	36%	56%	39%	47%	49%	44%	88%	10%
Strongly believe they have merit	36%	47%	35%	39%	49%	28%	34%	53%	53%	41%	27%	4%	38%	77%	38%	52%	40%	33%	51%	31%	34%	45%	31%	23%	4%	75%
Somewhat believe they have merit	12%	6%	10%	4%	10%	6%	9%	10%	6%	11%	5%	4%	12%	9%	7%	12%	11%	11%	10%	7%	17%	6%	14%	6%	4%	11%
Somewhat believe politically motivated	13%	6%	10%	5%	7%	9%	10%	10%	11%	8%	8%	11%	10%	5%	7%	10%	19%	11%	8%	10%	19%	7%	13%	11%	12%	4%
Strongly believe politically motivated	30%	36%	41%	50%	33%	54%	40%	24%	23%	36%	54%	78%	33%	4%	44%	15%	25%	40%	28%	46%	20%	41%	35%	33%	76%	5%
Unsure	8%	5%	4%	2%	1%	4%	7%	4%	6%	4%	6%	4%	6%	4%	4%	11%	6%	5%	3%	5%	10%	2%	7%	27%	4%	4%

Do you believe the myriad of court cases involving Donald Trump have merit or are they politically motivated?

CYGNAL

Biden Funding Package

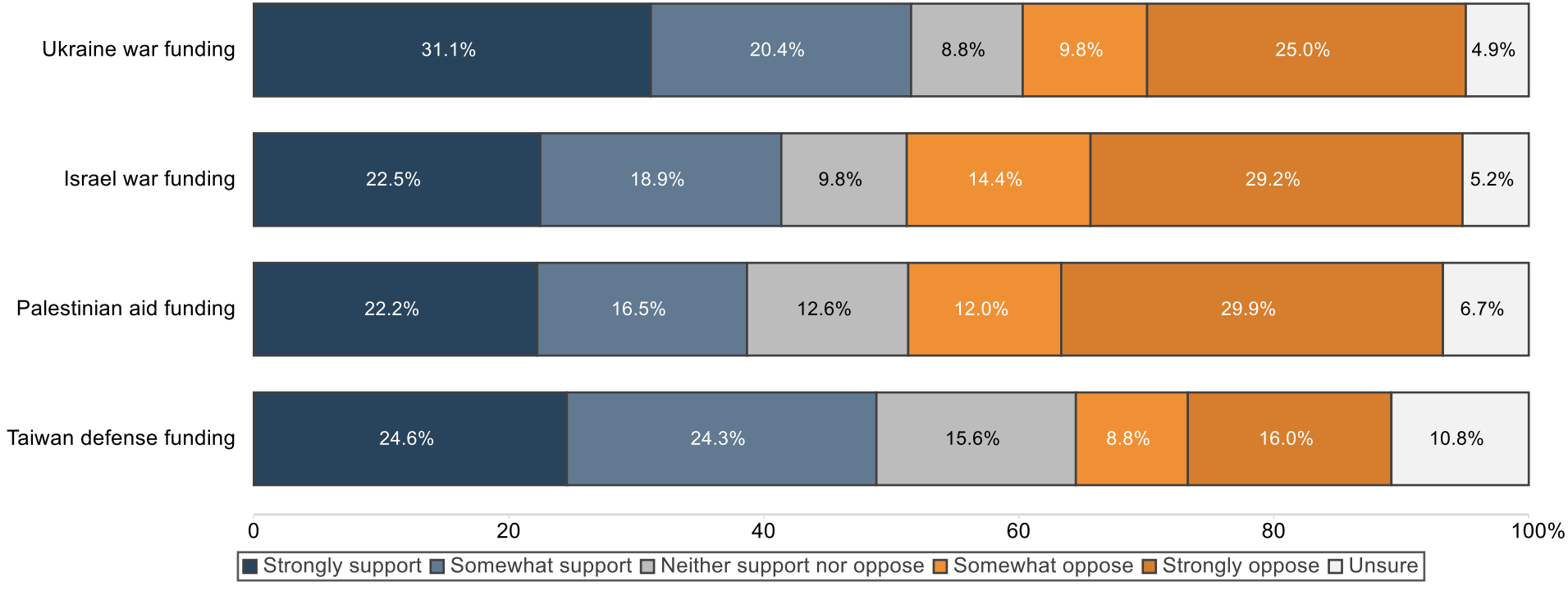


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	22%	47%	32%	58%	56%	36%	30%	41%	44%	40%	33%	27%	32%	56%	43%	31%	37%	27%	48%	33%	31%	44%	31%	22%	26%	54%
Oppose Total	54%	35%	55%	36%	37%	53%	48%	40%	39%	43%	54%	61%	52%	26%	44%	45%	46%	54%	39%	50%	46%	45%	46%	48%	62%	29%
Strongly support	7%	22%	14%	29%	27%	17%	13%	17%	20%	19%	13%	9%	11%	30%	19%	18%	18%	12%	22%	15%	8%	22%	11%	6%	9%	28%
Somewhat support	15%	26%	18%	29%	29%	19%	17%	24%	25%	21%	20%	18%	21%	26%	24%	13%	18%	15%	26%	18%	22%	22%	21%	16%	18%	26%
Neither support nor oppose	14%	12%	8%	4%	4%	7%	14%	11%	10%	11%	7%	7%	9%	11%	8%	15%	12%	10%	8%	11%	15%	7%	14%	13%	7%	11%
Somewhat oppose	20%	16%	16%	15%	15%	16%	18%	18%	16%	18%	15%	17%	19%	16%	16%	18%	18%	17%	17%	17%	20%	15%	20%	21%	18%	16%
Strongly oppose	34%	20%	40%	20%	22%	37%	30%	22%	23%	25%	39%	44%	34%	10%	28%	28%	28%	37%	22%	33%	26%	30%	26%	28%	44%	13%
Unsure	10%	6%	5%	2%	3%	4%	8%	7%	6%	6%	6%	4%	6%	7%	5%	9%	5%	9%	5%	6%	9%	4%	8%	16%	4%	6%

Do you support or oppose the $95 billion-dollar funding package intended for Ukraine, Israel, Palestine, and Taiwan?

CYGNAL

Funding Support/Oppose



CYGNAL

Funding Support/Oppose Heatmaps

Support

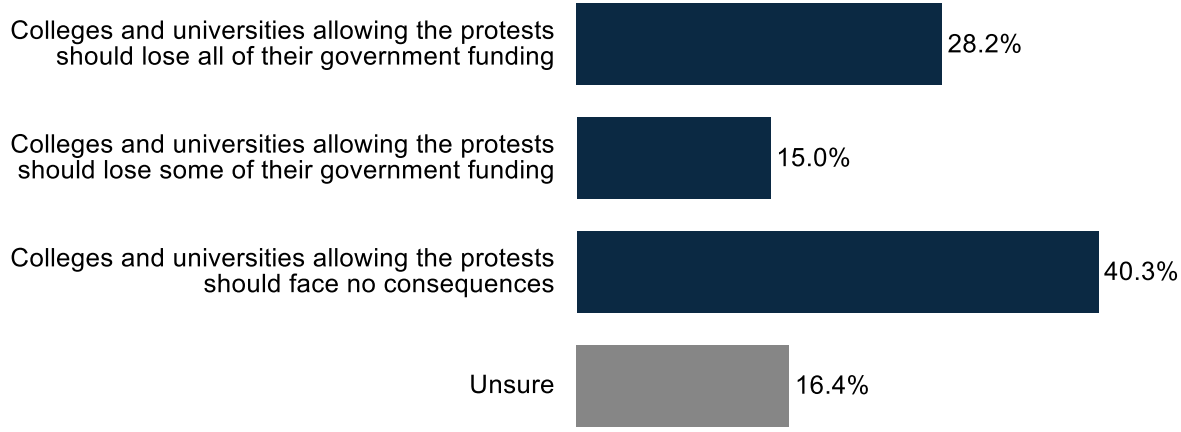
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Ukraine war funding	43%	59%	43%	63%	63%	45%	45%	60%	58%	54%	43%	31%	47%	77%	55%	41%	49%	40%	61%	45%	48%	56%	47%	29%	31%	73%
Israel war funding	26%	49%	30%	66%	44%	49%	39%	34%	37%	41%	44%	58%	34%	30%	46%	27%	36%	36%	39%	44%	32%	44%	38%	28%	58%	29%
Palestinian aid funding	39%	39%	41%	36%	48%	31%	30%	52%	54%	40%	26%	13%	40%	64%	39%	42%	39%	38%	50%	31%	39%	41%	35%	32%	13%	63%
Taiwan defense funding	31%	44%	54%	72%	70%	57%	34%	43%	52%	50%	45%	45%	46%	56%	52%	37%	46%	40%	56%	45%	41%	55%	40%	28%	43%	55%

Oppose

	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
Ukraine war funding	39%	26%	45%	30%	29%	44%	37%	26%	27%	33%	44%	56%	39%	11%	34%	35%	33%	43%	27%	40%	31%	34%	36%	39%	55%	14%
Israel war funding	55%	34%	56%	26%	46%	39%	40%	52%	49%	42%	42%	32%	52%	51%	41%	48%	46%	48%	49%	40%	49%	44%	44%	41%	32%	52%
Palestinian aid funding	41%	36%	44%	48%	39%	51%	42%	34%	27%	40%	55%	71%	40%	15%	43%	29%	37%	43%	36%	46%	38%	43%	42%	33%	70%	16%
Taiwan defense funding	35%	22%	27%	13%	14%	25%	33%	23%	19%	22%	33%	35%	28%	13%	24%	26%	20%	32%	19%	29%	26%	23%	28%	31%	35%	15%

CYGNAL

College Protests Consequences

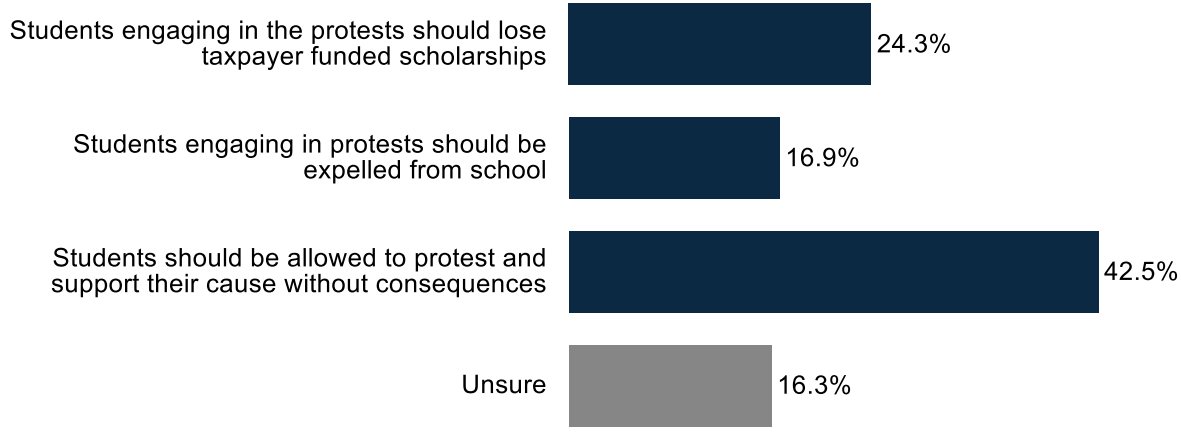


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Colleges and universities allowing the protests should lose all of their government funding	24%	28%	23%	40%	22%	39%	33%	17%	15%	26%	41%	54%	19%	7%	33%	13%	13%	25%	19%	36%	18%	32%	24%	16%	54%	7%
Colleges and universities allowing the protests should lose some of their government funding	15%	17%	11%	16%	14%	13%	20%	12%	18%	14%	16%	20%	16%	10%	15%	9%	19%	16%	13%	17%	16%	13%	20%	16%	21%	10%
Colleges and universities allowing the protests should face no consequences	46%	32%	50%	31%	53%	33%	30%	54%	52%	43%	28%	12%	48%	65%	38%	50%	45%	43%	53%	31%	44%	42%	38%	39%	14%	66%
Unsure	14%	23%	15%	12%	12%	15%	18%	18%	16%	17%	15%	13%	17%	19%	14%	28%	23%	17%	15%	16%	23%	14%	19%	30%	12%	18%

Which of the following statements about colleges and universities that allow protests comes closest to your personal opinion on the matter?

CYGNAL

Student Protests Consequences

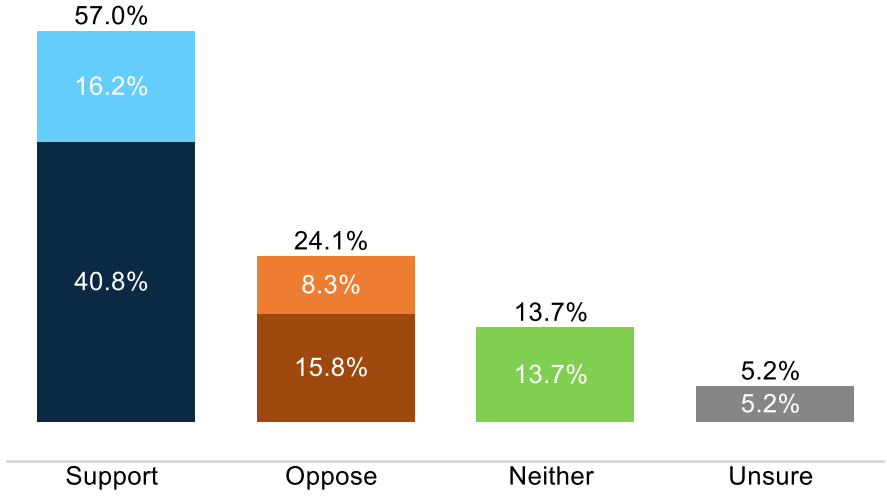


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Students engaging in the protests should lose taxpayer funded scholarships	21%	25%	22%	30%	18%	32%	28%	17%	19%	21%	33%	41%	23%	9%	27%	15%	16%	22%	17%	30%	19%	24%	26%	18%	43%	8%
Students engaging in protests should be expelled from school	14%	18%	15%	21%	14%	21%	21%	10%	13%	17%	19%	29%	11%	8%	18%	8%	16%	15%	12%	21%	15%	18%	15%	12%	28%	7%
Students should be allowed to protest and support their cause without consequences	51%	33%	49%	35%	53%	35%	34%	55%	56%	45%	30%	15%	50%	67%	40%	56%	45%	48%	54%	34%	45%	43%	41%	42%	15%	68%
Unsure	14%	23%	14%	13%	15%	12%	18%	18%	13%	17%	17%	16%	16%	16%	15%	20%	23%	15%	16%	15%	20%	14%	18%	27%	15%	16%

Which of the following statements about the students protesting on colleges and universities comes closest to your personal opinion on the matter?

CYGNAL

Marijuana Reclassification

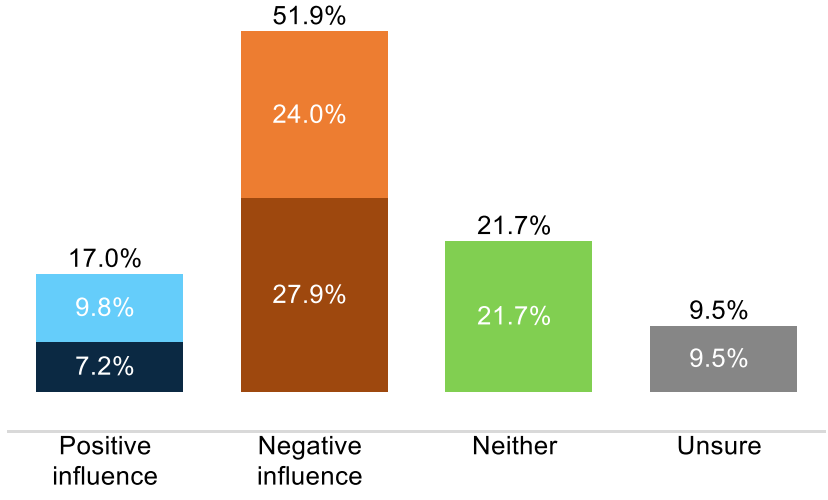


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	55%	52%	68%	52%	65%	58%	49%	61%	66%	58%	49%	38%	61%	74%	58%	60%	57%	57%	63%	53%	57%	60%	53%	47%	40%	74%
Oppose Total	22%	26%	16%	33%	21%	26%	24%	24%	21%	22%	29%	39%	19%	11%	24%	22%	25%	23%	23%	25%	20%	25%	24%	15%	38%	12%
Strongly support	39%	34%	53%	38%	49%	44%	32%	44%	50%	42%	33%	23%	44%	57%	41%	45%	43%	40%	46%	37%	39%	44%	36%	33%	24%	58%
Somewhat support	17%	19%	15%	14%	16%	14%	18%	17%	15%	16%	16%	16%	17%	16%	17%	15%	13%	17%	16%	16%	18%	16%	17%	14%	16%	16%
Neither support nor oppose	15%	14%	12%	13%	12%	13%	19%	10%	9%	14%	15%	16%	15%	11%	14%	11%	15%	14%	11%	16%	16%	11%	17%	23%	16%	10%
Somewhat oppose	8%	10%	4%	11%	6%	8%	9%	9%	6%	8%	10%	13%	5%	6%	8%	6%	11%	9%	8%	9%	9%	8%	10%	3%	12%	6%
Strongly oppose	14%	16%	12%	22%	15%	18%	15%	15%	15%	14%	19%	26%	15%	5%	16%	16%	14%	14%	15%	16%	11%	17%	14%	12%	26%	7%
Unsure	8%	7%	3%	2%	2%	3%	8%	5%	4%	5%	6%	6%	4%	4%	4%	7%	4%	6%	4%	5%	6%	4%	6%	15%	6%	3%

Do you support the Department of Justice's recommendation to lower marijuana's classification as a controlled substance from Schedule I to Schedule II making it on par with other controlled substances like codeine, ketamine, and Tylenol?

CYGNAL

TikTok Influence

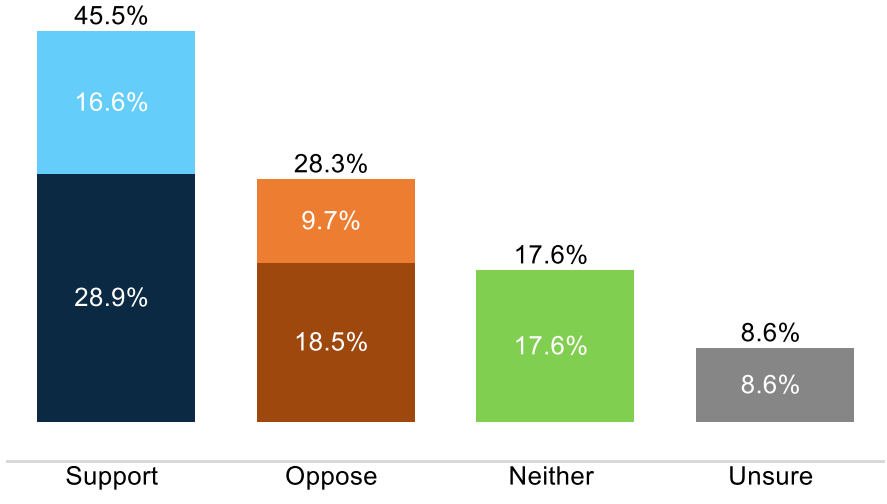


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Positive influence	27%	9%	22%	7%	14%	15%	17%	21%	21%	16%	16%	12%	20%	20%	15%	27%	21%	25%	18%	16%	18%	15%	18%	27%	12%	21%
Negative influence	42%	55%	50%	64%	59%	55%	45%	52%	46%	52%	55%	64%	48%	43%	55%	38%	48%	45%	56%	50%	50%	56%	46%	36%	62%	43%
Very positive influence	12%	3%	11%	1%	7%	6%	8%	8%	10%	7%	5%	5%	9%	9%	6%	11%	13%	12%	8%	7%	7%	7%	7%	12%	6%	8%
Somewhat positive influence	15%	6%	11%	6%	7%	10%	9%	13%	12%	9%	11%	7%	11%	12%	9%	16%	7%	13%	10%	10%	11%	9%	11%	15%	6%	13%
Neither positive nor negative influence	24%	22%	21%	18%	17%	22%	26%	19%	22%	23%	20%	18%	23%	24%	21%	24%	24%	22%	18%	24%	22%	21%	25%	16%	19%	25%
Somewhat negative influence	21%	28%	24%	25%	26%	23%	21%	29%	25%	24%	24%	22%	23%	27%	26%	22%	23%	21%	27%	22%	28%	24%	25%	16%	21%	27%
Very negative influence	21%	27%	27%	39%	34%	32%	24%	23%	21%	28%	32%	43%	25%	16%	29%	16%	25%	25%	28%	28%	22%	32%	21%	20%	41%	17%
Unsure	7%	14%	7%	11%	10%	8%	11%	8%	11%	9%	9%	6%	9%	13%	9%	11%	7%	8%	9%	10%	10%	8%	10%	20%	7%	11%

Do you believe TikTok is a positive or negative influence on its users?

CYGNAL

TikTok Ban

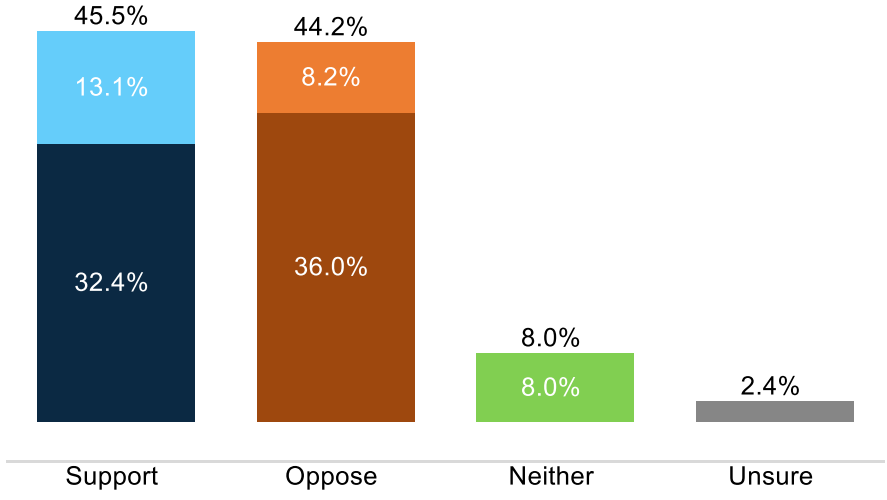


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	32%	53%	36%	65%	48%	52%	41%	44%	40%	44%	51%	59%	39%	38%	49%	36%	41%	37%	46%	46%	39%	50%	38%	34%	57%	38%
Oppose Total	40%	15%	43%	13%	32%	27%	26%	29%	34%	29%	24%	19%	37%	33%	27%	32%	31%	37%	31%	26%	33%	27%	31%	31%	20%	33%
Strongly support	18%	34%	23%	44%	33%	32%	26%	25%	26%	28%	32%	41%	24%	21%	30%	25%	30%	24%	29%	29%	23%	31%	25%	21%	39%	21%
Somewhat support	14%	19%	13%	21%	14%	19%	15%	19%	14%	16%	19%	18%	15%	17%	19%	11%	11%	13%	17%	17%	16%	19%	13%	13%	18%	16%
Neither support nor oppose	21%	20%	15%	15%	15%	14%	23%	16%	17%	19%	16%	16%	19%	17%	17%	18%	21%	20%	16%	19%	20%	15%	23%	17%	16%	19%
Somewhat oppose	10%	7%	17%	4%	14%	9%	7%	10%	13%	10%	7%	7%	10%	12%	10%	9%	12%	14%	12%	8%	10%	9%	12%	3%	7%	12%
Strongly oppose	29%	7%	26%	9%	18%	18%	18%	20%	21%	18%	17%	12%	26%	20%	17%	23%	19%	23%	19%	18%	22%	17%	19%	28%	13%	21%
Unsure	8%	13%	6%	7%	5%	7%	10%	10%	9%	8%	8%	6%	5%	13%	7%	13%	8%	7%	8%	9%	9%	8%	8%	18%	6%	10%

Do you support a ban of TikTok in America unless it is sold to an American-owned company and decoupled with the Chinese Communist Party?

CYGNAL

Biden Loan Bailouts

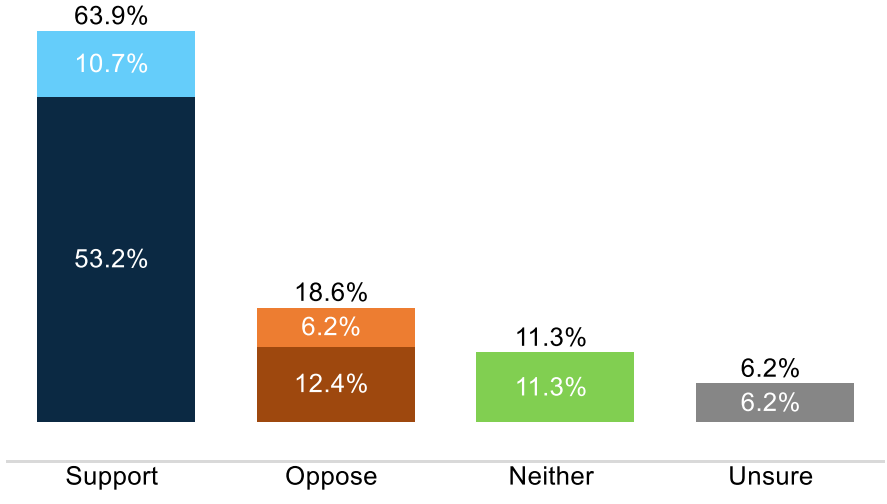


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	55%	44%	47%	33%	51%	33%	40%	64%	62%	46%	33%	11%	45%	80%	41%	70%	55%	48%	58%	37%	46%	46%	45%	44%	11%	79%
Oppose Total	30%	47%	42%	62%	41%	59%	46%	28%	30%	41%	59%	79%	42%	12%	50%	21%	35%	39%	34%	52%	40%	48%	40%	29%	79%	12%
Strongly support	39%	32%	34%	22%	39%	21%	25%	51%	47%	32%	24%	5%	28%	62%	29%	51%	36%	32%	45%	23%	28%	35%	29%	25%	5%	59%
Somewhat support	15%	12%	13%	11%	12%	12%	15%	13%	15%	15%	10%	6%	17%	18%	12%	19%	19%	16%	13%	13%	17%	11%	16%	19%	5%	20%
Neither support nor oppose	12%	6%	9%	3%	7%	6%	11%	6%	5%	11%	6%	8%	11%	6%	8%	4%	7%	10%	7%	9%	10%	5%	12%	14%	8%	7%
Somewhat oppose	6%	10%	9%	8%	8%	8%	9%	7%	8%	8%	9%	8%	12%	7%	9%	5%	7%	7%	7%	9%	12%	8%	10%	6%	8%	7%
Strongly oppose	24%	37%	33%	54%	33%	51%	37%	21%	22%	33%	50%	71%	30%	5%	41%	16%	28%	32%	26%	43%	28%	40%	30%	23%	71%	5%
Unsure	3%	3%	2%	1%	1%	2%	3%	2%	3%	2%	2%	2%	2%	2%	1%	5%	3%	3%	2%	2%	4%	1%	3%	14%	2%	2%

In the last two years, the Biden Administration ordered $153 billion in federal student loan forgiveness for over 4 million borrowers. Do you support or oppose this action by the Biden Administration?

CYGNAL

Transgenders Collegiate Sports

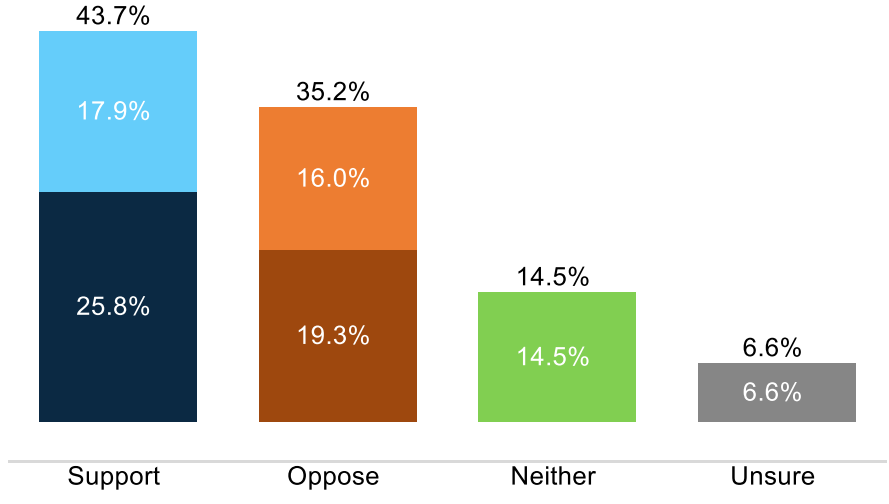


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	56%	62%	65%	75%	62%	75%	60%	59%	52%	62%	74%	88%	71%	36%	65%	58%	66%	68%	60%	67%	64%	65%	63%	57%	88%	41%
Oppose Total	23%	16%	21%	14%	23%	14%	18%	22%	27%	20%	11%	6%	14%	34%	20%	17%	16%	17%	22%	16%	14%	21%	16%	9%	6%	32%
Strongly support	47%	50%	55%	63%	49%	66%	50%	46%	41%	50%	67%	84%	56%	21%	55%	46%	53%	57%	47%	58%	50%	55%	51%	49%	83%	25%
Somewhat support	10%	12%	9%	12%	13%	9%	10%	13%	11%	12%	8%	4%	15%	15%	11%	11%	13%	10%	13%	9%	14%	10%	13%	8%	5%	16%
Neither support nor oppose	14%	13%	9%	9%	12%	6%	15%	12%	12%	12%	9%	4%	9%	19%	10%	16%	10%	11%	12%	11%	14%	9%	15%	13%	3%	18%
Somewhat oppose	8%	6%	5%	5%	7%	4%	6%	9%	9%	7%	3%	2%	4%	12%	7%	3%	5%	6%	8%	5%	4%	7%	7%	1%	1%	11%
Strongly oppose	15%	10%	16%	9%	16%	10%	13%	12%	17%	13%	8%	5%	10%	21%	12%	14%	11%	11%	14%	11%	10%	14%	9%	8%	4%	20%
Unsure	7%	9%	6%	3%	3%	5%	7%	8%	9%	6%	5%	2%	6%	10%	5%	10%	7%	5%	5%	6%	8%	5%	6%	22%	2%	9%

Last month, the National Association of Intercollegiate Athletics (NAIA) voted to ban transgender athletes from participating in women's college sports. Do you support or oppose this decision?

CYGNAL

Homeless SCOTUS Case

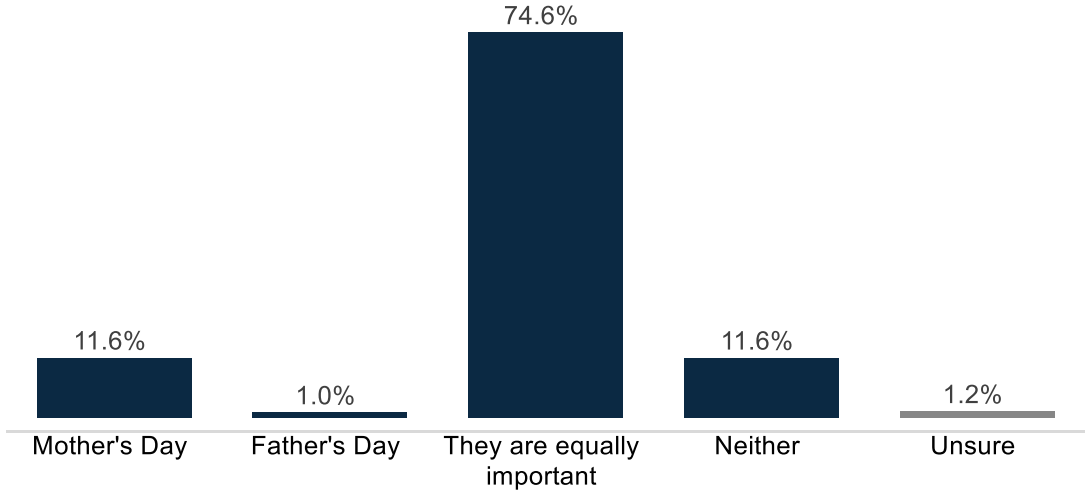


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Support Total	33%	44%	44%	57%	51%	49%	41%	36%	39%	45%	45%	64%	40%	25%	45%	29%	48%	43%	43%	45%	42%	45%	41%	37%	63%	26%
Oppose Total	40%	35%	37%	28%	37%	30%	33%	44%	43%	34%	32%	17%	36%	54%	36%	42%	31%	33%	41%	32%	35%	37%	33%	25%	17%	52%
Strongly support	18%	26%	27%	36%	31%	31%	25%	17%	20%	27%	27%	41%	26%	11%	27%	15%	27%	25%	23%	28%	21%	29%	20%	21%	41%	12%
Somewhat support	15%	19%	18%	21%	20%	19%	16%	19%	19%	17%	18%	23%	14%	15%	18%	14%	21%	18%	19%	17%	20%	17%	21%	16%	22%	14%
Neither support nor oppose	19%	14%	13%	11%	8%	15%	19%	13%	11%	16%	15%	13%	18%	14%	14%	18%	16%	17%	11%	17%	15%	12%	20%	17%	14%	15%
Somewhat oppose	15%	20%	14%	14%	14%	14%	18%	18%	20%	15%	15%	11%	15%	22%	17%	18%	13%	16%	16%	16%	16%	16%	17%	12%	11%	20%
Strongly oppose	24%	14%	23%	14%	23%	16%	15%	26%	23%	19%	17%	6%	22%	32%	19%	24%	18%	17%	25%	16%	19%	21%	16%	13%	6%	32%
Unsure	8%	7%	6%	5%	3%	6%	7%	7%	7%	6%	8%	6%	6%	7%	6%	11%	4%	7%	5%	6%	8%	5%	6%	21%	6%	7%

The United States Supreme Court is set to rule on a case that could enable individual localities across the country to prohibit the homeless from sleeping on public property. Would you support or oppose this decision?

CYGNAL

Mother's Day/Father's Day

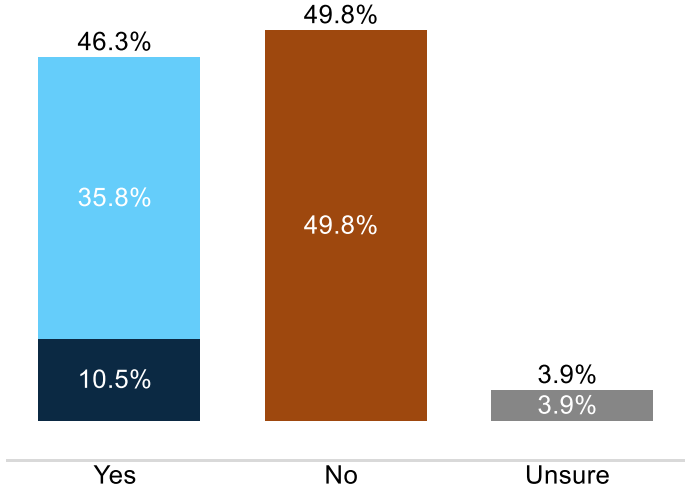


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Mother's Day	10%	8%	11%	19%	17%	13%	8%	11%	18%	11%	9%	10%	10%	14%	11%	17%	12%	14%	13%	10%	10%	11%	12%	14%	10%	13%
Father's Day	2%	0%	2%	0%	1%	1%	2%	0%	2%	1%	1%	1%	0%	1%	0%	3%	3%	2%	1%	1%	2%	0%	2%	0%	1%	1%
They are equally important	72%	81%	74%	71%	67%	77%	78%	75%	64%	76%	80%	80%	76%	68%	76%	68%	72%	73%	71%	78%	72%	76%	73%	68%	80%	70%
Neither	14%	11%	11%	10%	15%	7%	12%	14%	14%	12%	9%	8%	13%	15%	12%	9%	9%	10%	14%	10%	13%	12%	11%	9%	8%	15%
Unsure	2%	1%	2%	0%	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	1%	3%	3%	1%	1%	1%	2%	0%	1%	9%	1%	1%

Last weekend, Americans celebrated Mother's Day and next month will celebrate Father's Day. Which of the two days do you believe is more important?

CYGNAL

Star Wars Fans

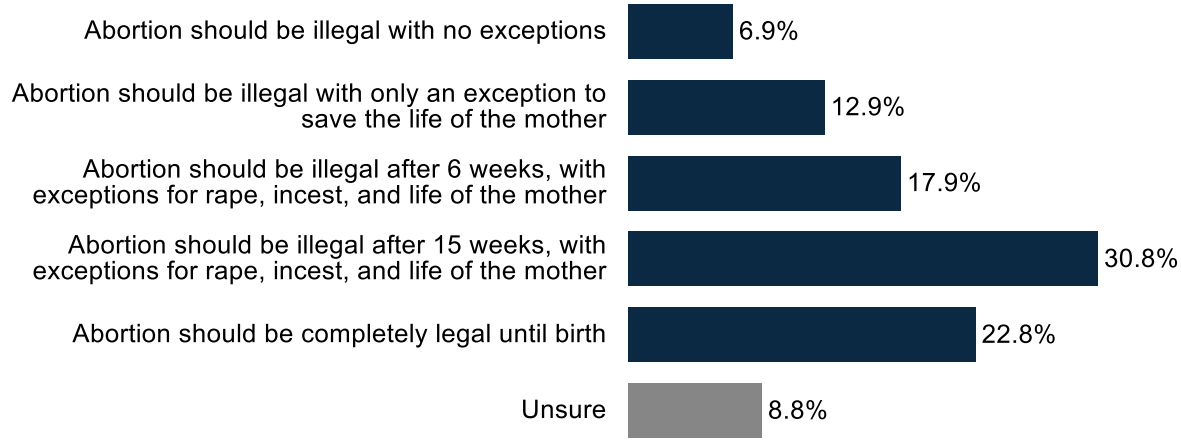


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Yes Total	44%	37%	60%	46%	60%	49%	38%	43%	53%	48%	39%	37%	54%	52%	46%	43%	53%	51%	51%	43%	51%	48%	45%	40%	37%	53%
Yes, a super fan	9%	5%	20%	8%	16%	13%	7%	7%	13%	11%	8%	7%	15%	12%	10%	10%	19%	14%	12%	10%	9%	12%	8%	9%	8%	12%
Yes, somewhat a fan	35%	31%	40%	38%	43%	36%	31%	36%	40%	37%	31%	30%	39%	40%	36%	32%	35%	37%	39%	33%	42%	36%	37%	32%	29%	41%
No	52%	59%	36%	51%	38%	47%	57%	54%	42%	48%	57%	59%	43%	44%	51%	49%	43%	45%	47%	52%	44%	49%	52%	46%	59%	43%
Unsure	4%	5%	4%	3%	2%	4%	5%	2%	5%	4%	4%	3%	4%	4%	3%	9%	4%	4%	2%	5%	5%	3%	3%	14%	3%	4%

Do you consider yourself a Star Wars fan?

CYGNAL

Abortion Position

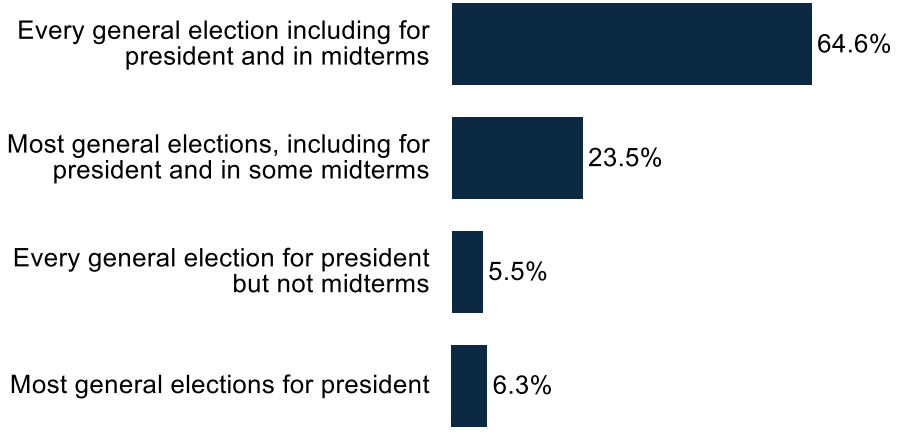


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Abortion should be illegal with no exceptions	8%	9%	6%	5%	4%	6%	8%	8%	8%	7%	6%	10%	4%	5%	7%	9%	6%	11%	6%	7%	4%	8%	5%	5%	9%	5%
Abortion should be illegal with only an exception to save the life of the mother	10%	11%	14%	18%	12%	18%	13%	8%	8%	12%	17%	26%	9%	2%	14%	8%	11%	12%	10%	15%	9%	13%	13%	9%	24%	2%
Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother	19%	14%	18%	20%	14%	23%	21%	12%	12%	16%	25%	27%	19%	8%	18%	17%	20%	23%	13%	22%	20%	16%	22%	22%	28%	8%
Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother	32%	32%	27%	31%	33%	26%	34%	30%	30%	31%	31%	27%	35%	33%	31%	27%	30%	29%	31%	30%	36%	30%	35%	26%	27%	34%
Abortion should be completely legal until birth	27%	21%	25%	17%	31%	14%	16%	36%	33%	24%	14%	3%	25%	42%	23%	21%	23%	18%	34%	15%	20%	26%	16%	20%	4%	41%
Unsure	4%	12%	10%	10%	5%	12%	8%	7%	10%	10%	6%	8%	8%	10%	7%	17%	9%	8%	6%	10%	11%	7%	10%	19%	7%	9%

Which of the following options most closely describes your position on the issue of abortion?

CYGNAL

Voter History



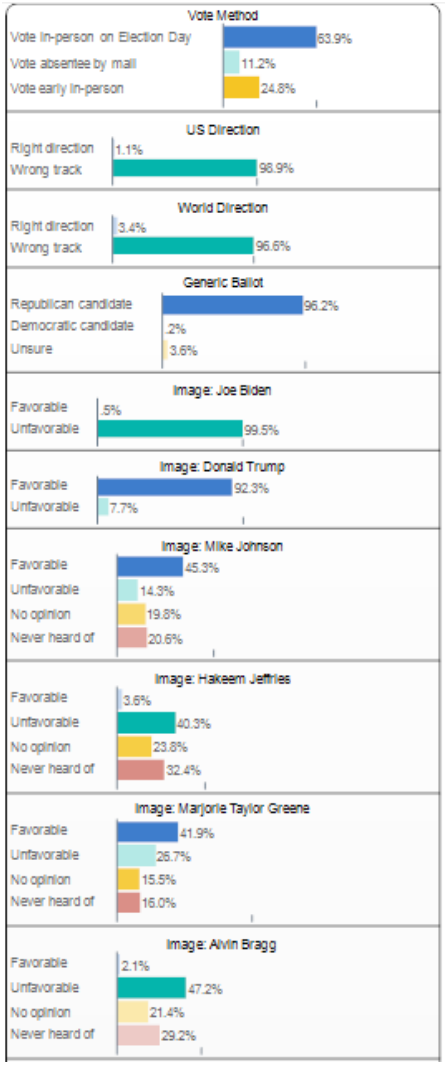
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	College	No College	Swing Voter	Trump '20	Biden '20
Every general election including for president and in midterms	48%	68%	66%	80%	81%	67%	53%	65%	61%	65%	66%	64%	59%	70%	68%	61%	53%	59%	72%	60%	51%	66%	68%
Most general elections, including for president and in some midterms	33%	22%	23%	13%	14%	22%	31%	24%	24%	23%	24%	25%	24%	20%	22%	21%	30%	28%	19%	27%	31%	25%	21%
Every general election for president but not midterms	8%	5%	6%	3%	2%	6%	6%	7%	7%	5%	5%	6%	5%	5%	5%	8%	6%	5%	5%	6%	7%	6%	5%
Most general elections for president	10%	6%	5%	3%	3%	5%	9%	4%	8%	6%	6%	5%	11%	5%	5%	10%	11%	7%	4%	8%	11%	3%	7%

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

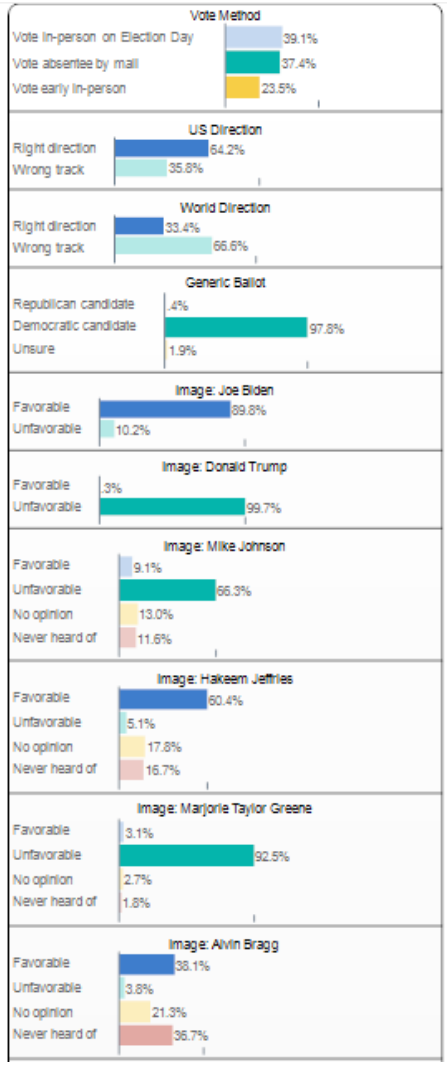
CYGNAL

Segmentation Analysis:

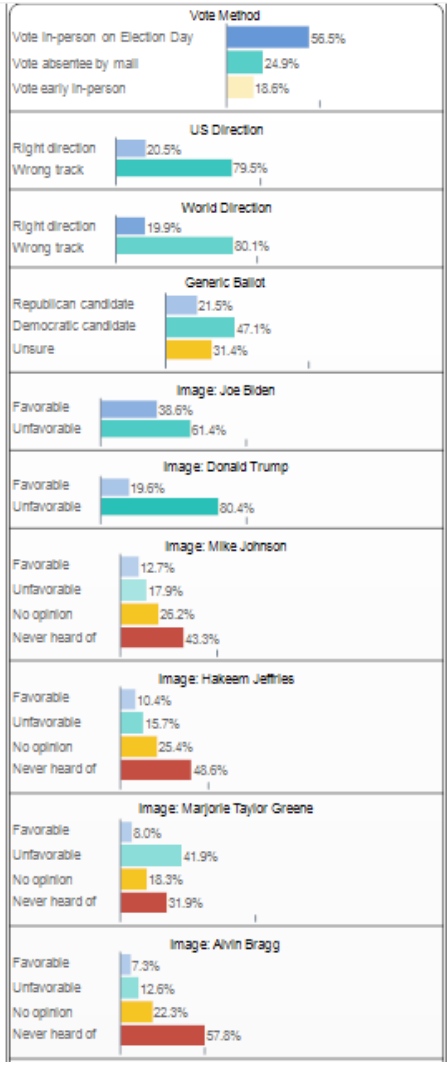
GOP Base (42%)



Dem Base (34%)



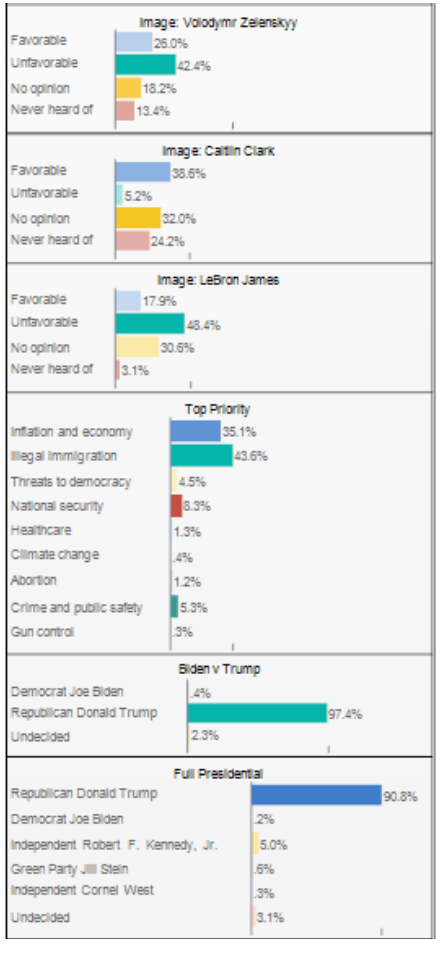
Moderates (24%)



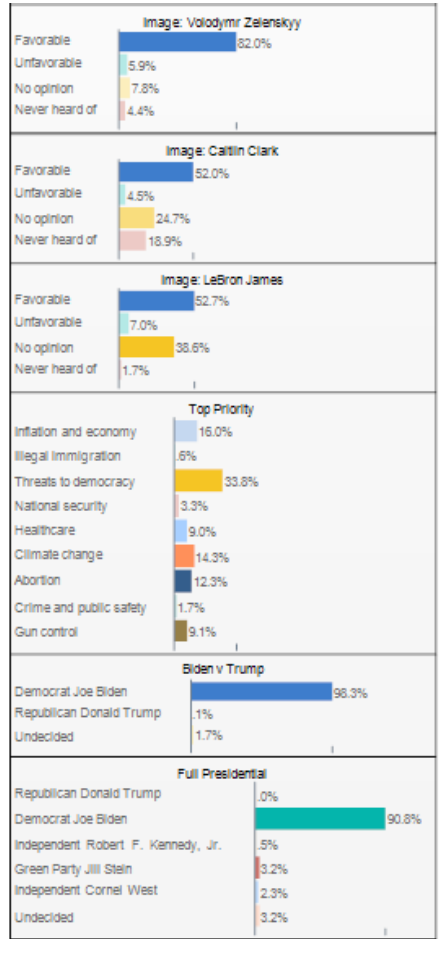
CYGNAL

Segmentation Analysis:

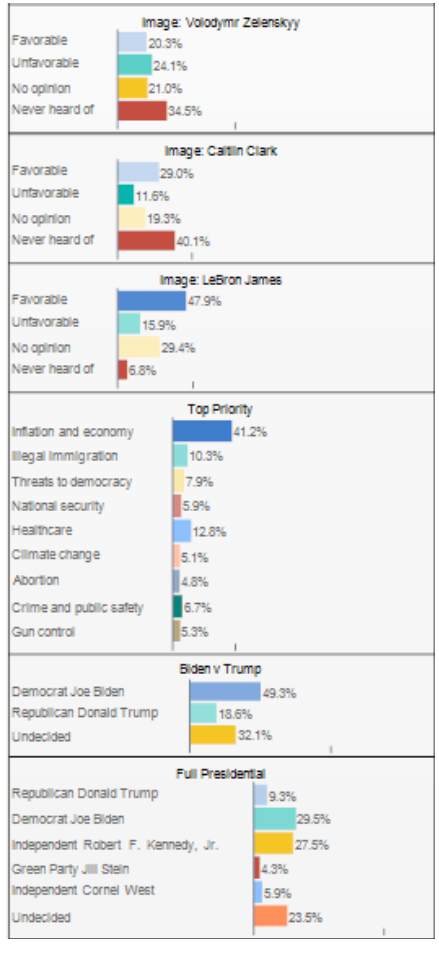
GOP Base (42%)



Dem Base (34%)



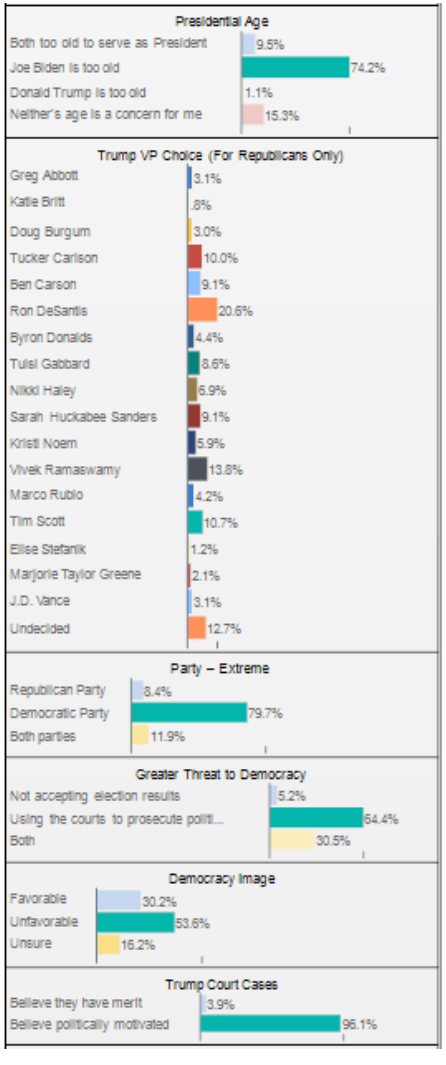
Moderates (24%)



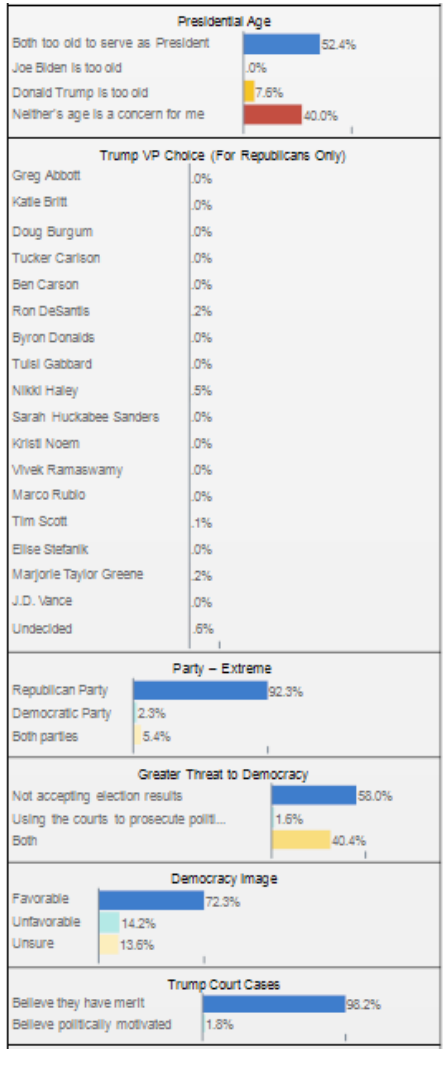
CYGNAL

Segmentation Analysis:

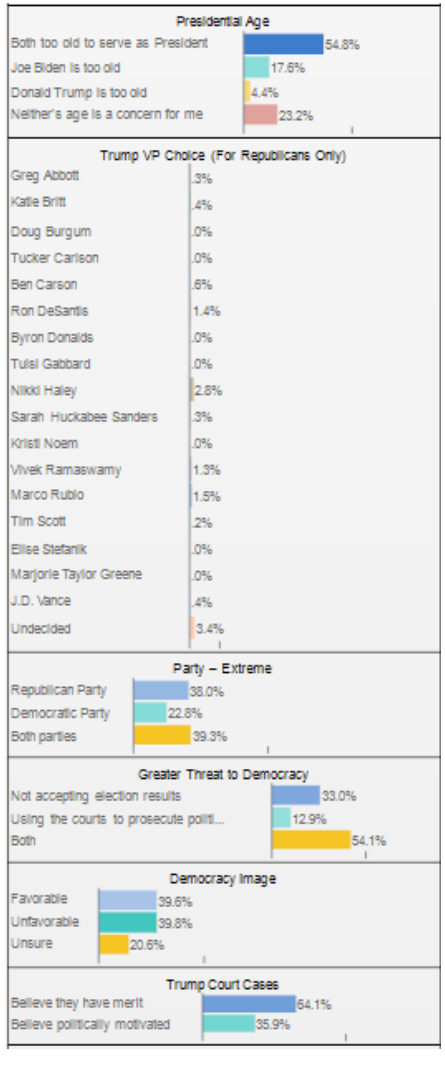
GOP Base (42%)



Dem Base (34%)

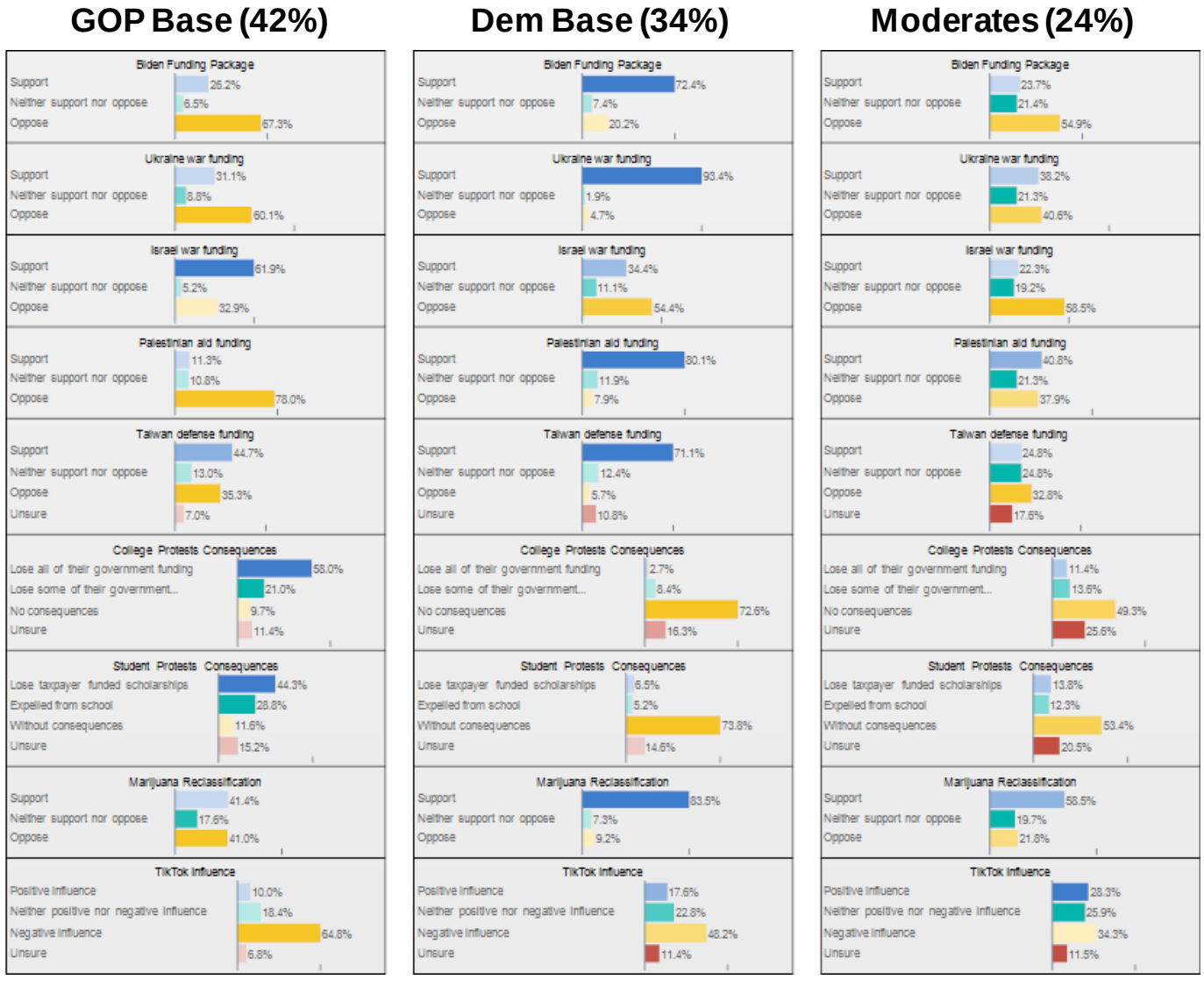


Moderates (24%)



CYGNAL

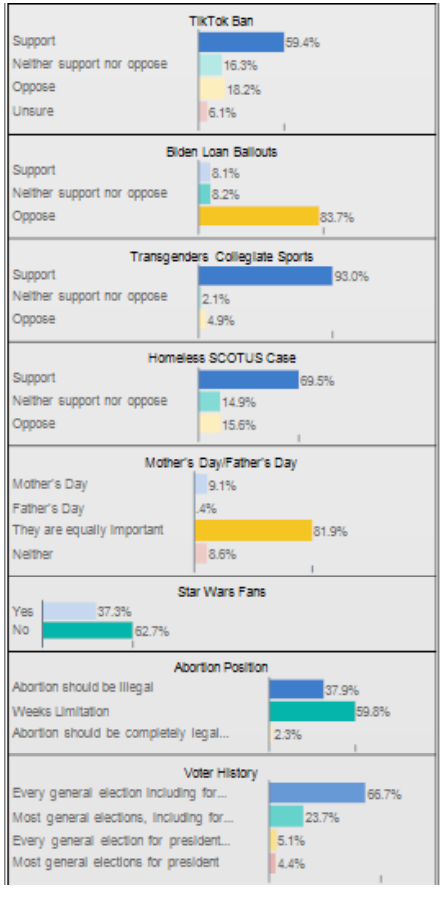
Segmentation Analysis:



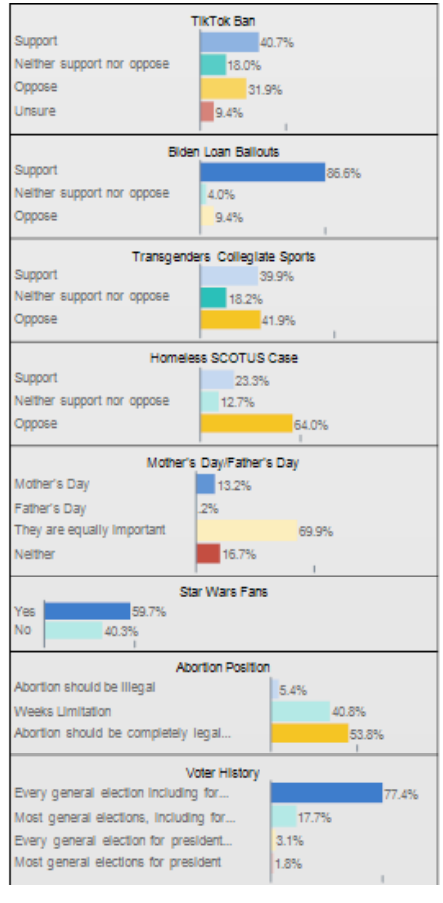
CYGNAL

Segmentation Analysis:

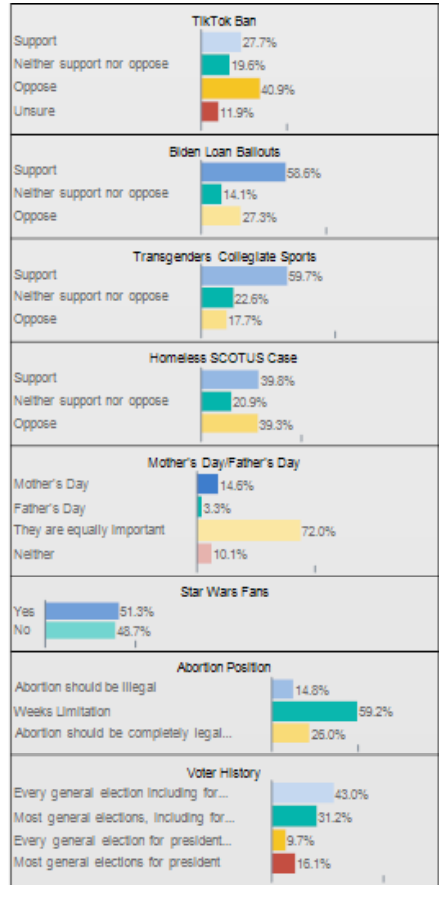
GOP Base (42%)



Dem Base (34%)



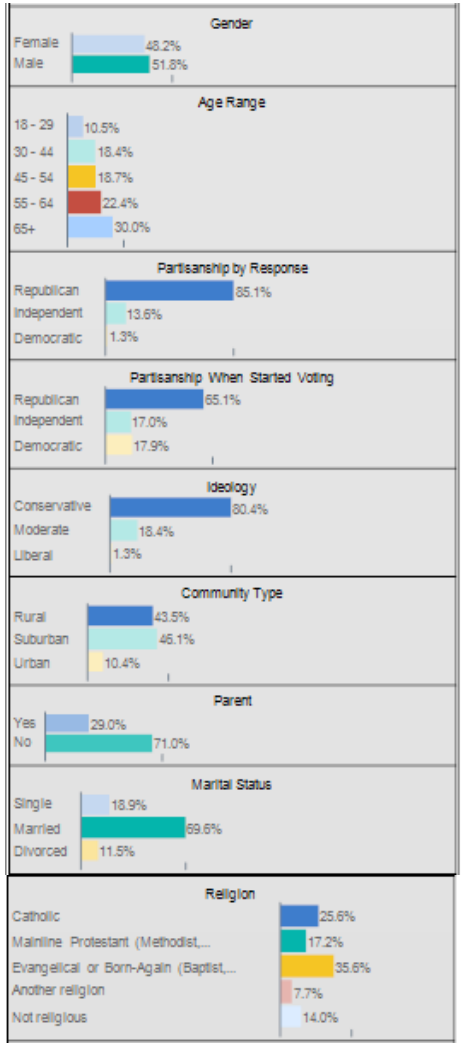
Moderates (24%)



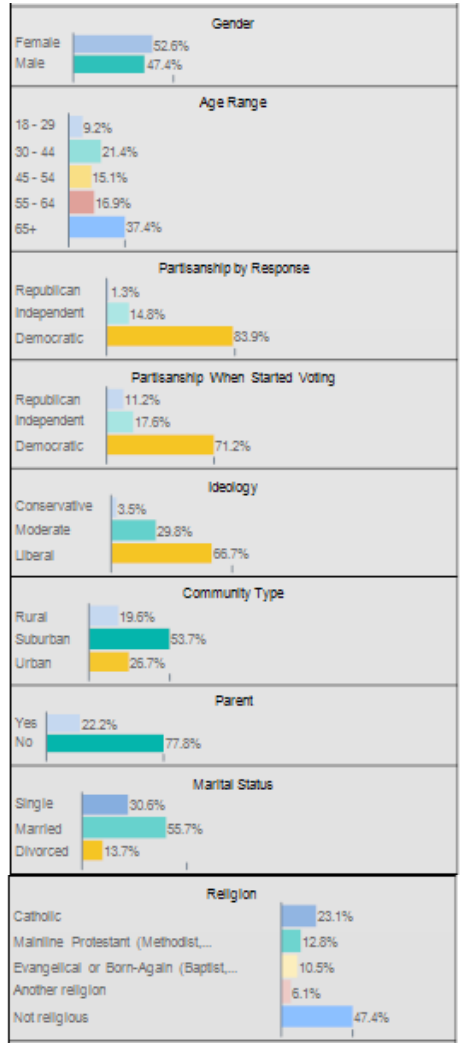
CYGNAL

Segmentation Analysis:

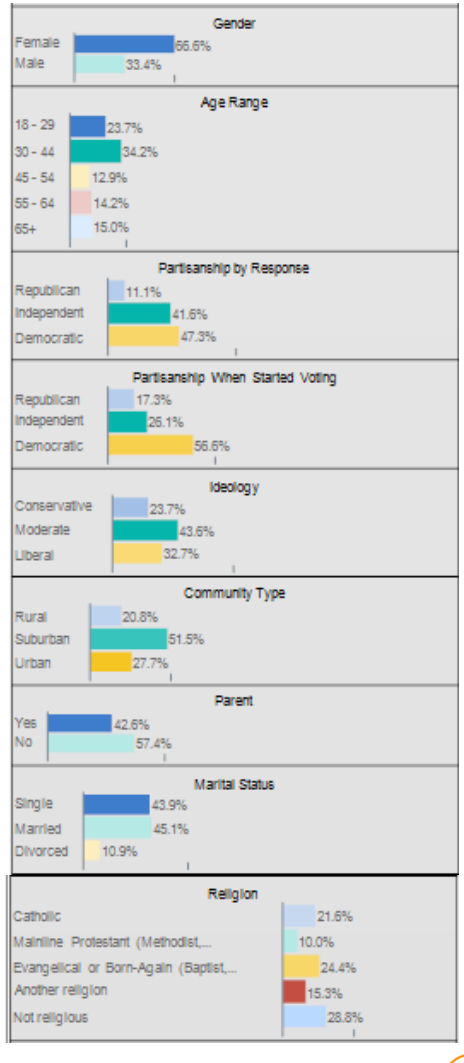
GOP Base (42%)



Dem Base (34%)



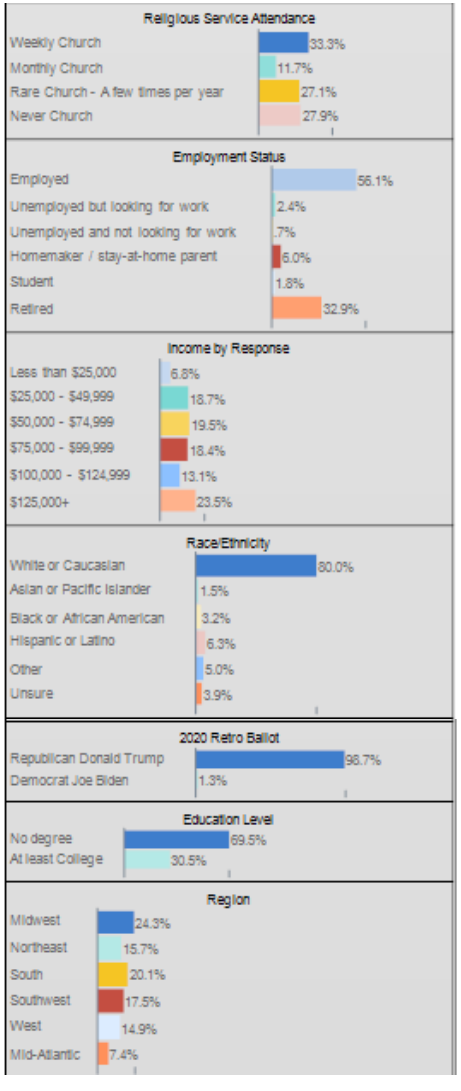
Moderates (24%)



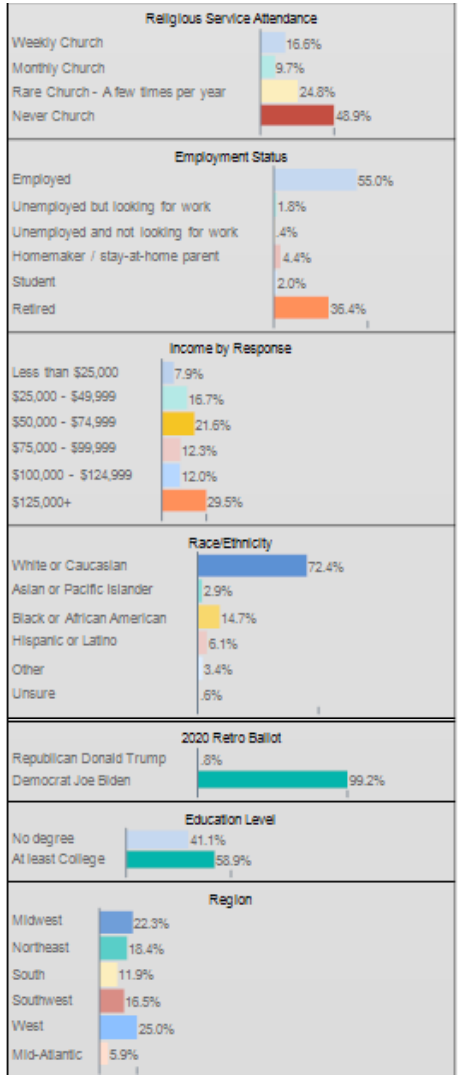
CYGNAL

Segmentation Analysis:

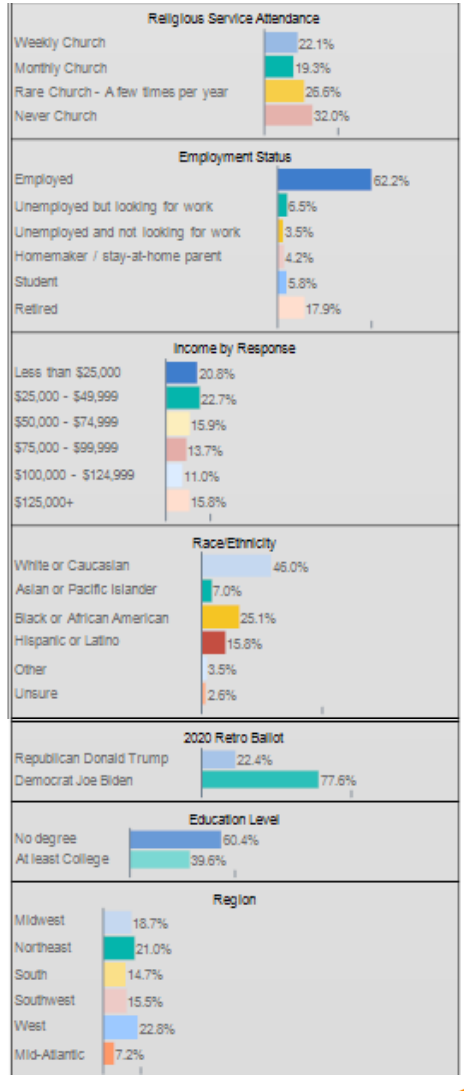
GOP Base (42%)



Dem Base (34%)



Moderates (24%)



CYGNAL

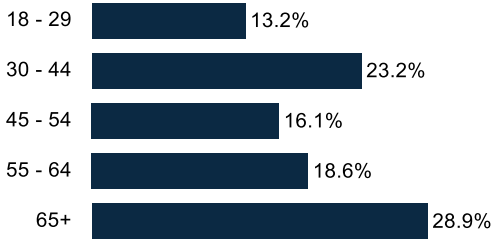
Demographics

Sex

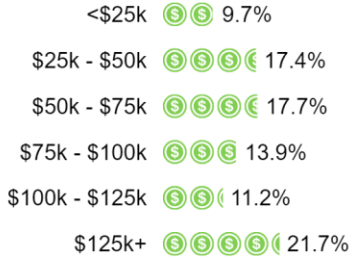
54.1%
Female

45.9%
Male

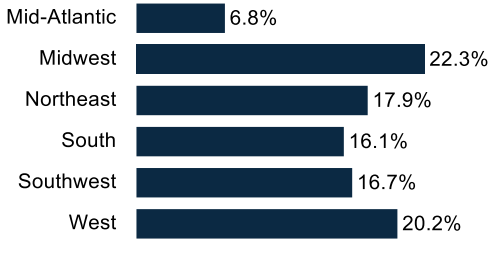
Age Range



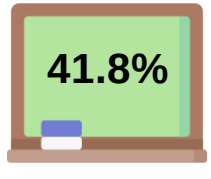
Household Income



Geo - Region



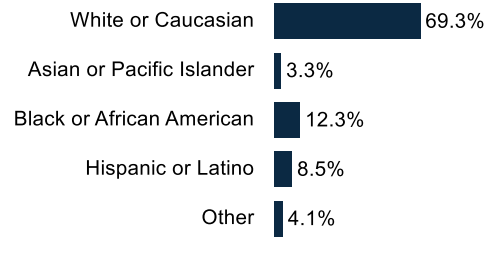
Education



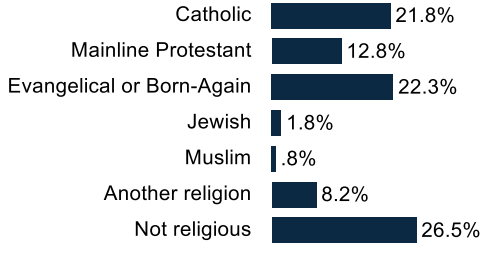
have at least a College degree

57.1% have no college degree

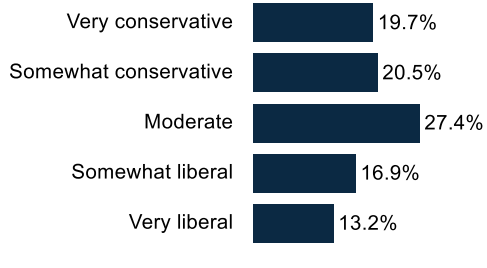
Race/Ethnicity



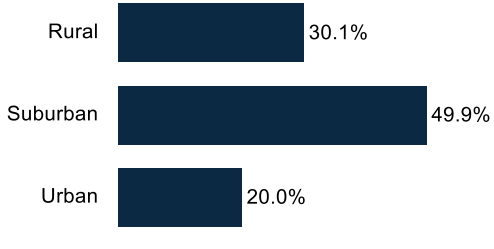
Religion



Ideology



Community Type



Total sample size: 1500

CYGNAL