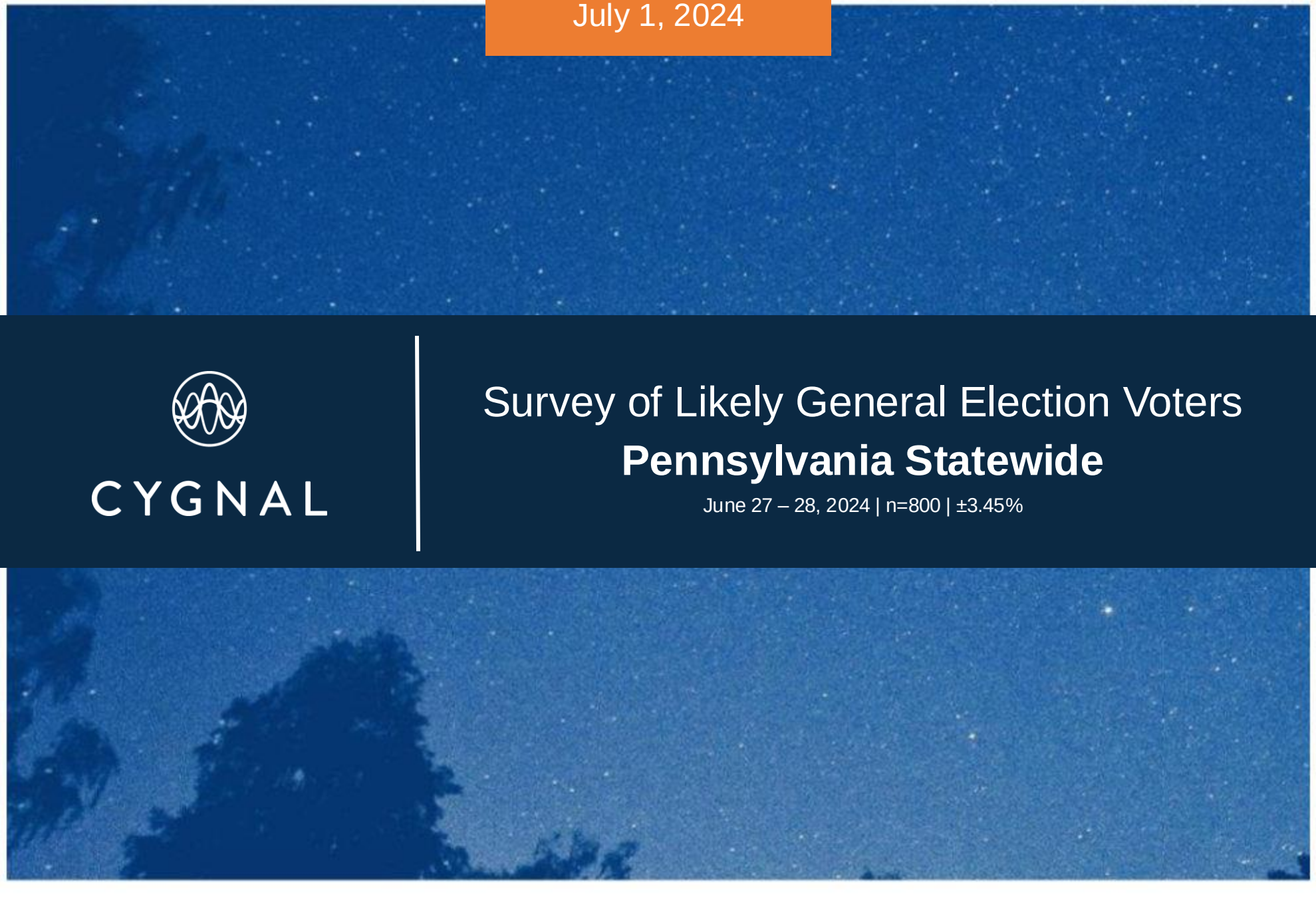
July 1, 2024



CYGNAL

Survey of Likely General Election Voters

Pennsylvania Statewide

June 27 – 28, 2024 | n=800 | ±3.45%

Insights & Analysis

- The political environment in Pennsylvania is **encouraging for Republicans**: the **generic ballot is R+2**, a **large majority of voters believe that nation is on the wrong track** (69%), and among those **most interested in the election**, Republicans hold a 7-point advantage.
- **Inflation and the economy** (26%) **are the top issues**, and only **increase in importance among swing voters** (37%) [soft Republicans, Soft Democrats, and Undecideds on the generic ballot].
- **Trump is up four points over Biden** on both the full and two-way presidential ballots which is driven by Trump being viewed much more net favorably (45% fav – 53% unfav) than Biden (39% favorable – 60% unfavorable).
    - Though smaller groups, Trump **significantly overperforms** the generic Republican among **Unaffiliated voters** (9% of electorate) and **2-of-4 voters** (15% of electorate).
- **McCormick** (42%) **is well within striking distance of Casey** (46%) with 12% of voters still undecided on the senate ballot.
- A **clear takeaway from the poll** is that despite nearly 20 years in elected office and his family's political legacy in the state, **Casey is facing a difficult path to reelection**. Because he's been there much longer, Casey still has name ID and favorability advantages over McCormick. However, as an incumbent with favorability in the mid-40s and unfavorability only a few points behind, Casey has significant challenges ahead**.**
- Fewer than 4-in-10 voters believe Casey deserves reelection (39%) while 48% say it's time for someone new. 16% of Democrats want someone new.
- **Over half of voters** (54%) **believe Casey is a partisan** with only 17% viewing him as independent.
- McCormick is increasing his name ID and is viewed net favorably (33% fav – 31% unfav).

Insights & Analysis

- A clear **majority** (55%) **of voters disapprove of the policies Biden and national Democrats are pushing**, and roughly **half of voters want a Republican who would be a check and balance on Biden's policies**.
- Turning now to the Presidential debate, 66% (38% entire, 17% most, 11% some) of voters watch all or at least some of the debate, and only 12% watched none of it nor followed it much afterwards. (NOTE: The poll fielded on Thursday and Friday. Only Friday respondents were asked about the debate. The samples were from a structural standpoint nearly identical both days.)
- Overall, 22% of debate watchers had **generally negative things to say about Biden** compared to **only 13% for Trump** (18% thought both candidates were bad).
- **Among persuadable voters in the presidential race** (Probably Trump, Probably Biden, or Undecided on ballot) who watched the debate or followed it afterwards, **Trump came out looking much better than Biden**.
  - "Biden is an embarrassment for our country. He is frail and senseless. Even though Trump has his faults, he is of sound mind, has a strong will, is very intelligent, and makes decisions that are well thought out." – *Female, 30-44, probably Trump voter*
  - "Joe Biden should step down. He is an embarrassment to the office" – *Male, 45-54, probably Trump voter*
  - "We need a young, passionate progressive person- I felt embarrassed and doomed" – *Male, 45-54, probably Biden voter*
  - "Biden should step down now. Who is running our country?" – *Female, 65+, probably Trump voter*
  - "Joe Biden should step aside due to age" – *Female, 30-44, probably Biden voter*
  - "Biden is to [sic] old to run again" – *Female, 55-64, undecided voter*

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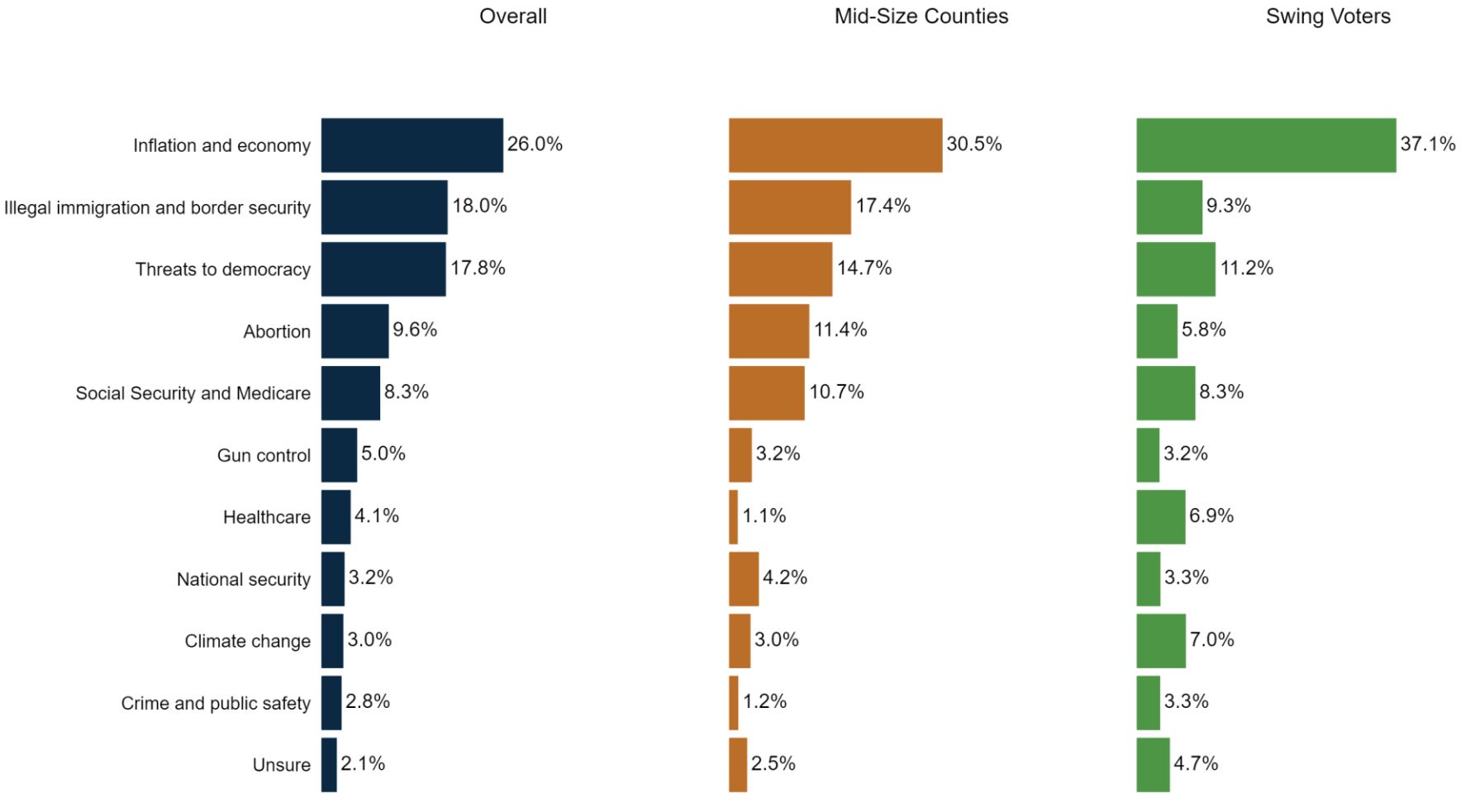
Insights & Analysis

- Segmentation analysis identified three electoral groups, ***GOP Base*** (39%), ***Dem Base*** (40%), and ***Lean Trump/Moderates*** (21%).
  - ***Lean Trump/Moderates*** are much younger than either the *GOP Base* or *Dem Base* segments and are largely non-college-educated like the *GOP Base*.
  - Politically, **this group is center-right** (43% moderate, 38% conservative), are **despondent about the direction the country is headed** (92% wrong track), and are **more focused on inflation and the economy** (44%) than either of the base segments (though they align more with the *GOP Base* on the issues).
  - This **group breaks Republican** on the generic ballot, **for Trump** on both presidential ballots, and **just slightly for Casey** on the Senate ballot. **McCormick's underperformance** among this group is largely **driven by his lack of name ID among them** (over three quarters of these voters have never heard of or don't know enough about him to hold an opinion).

Top Priority



Which one of the following issues is the most important to you in the election for U.S. Senate?

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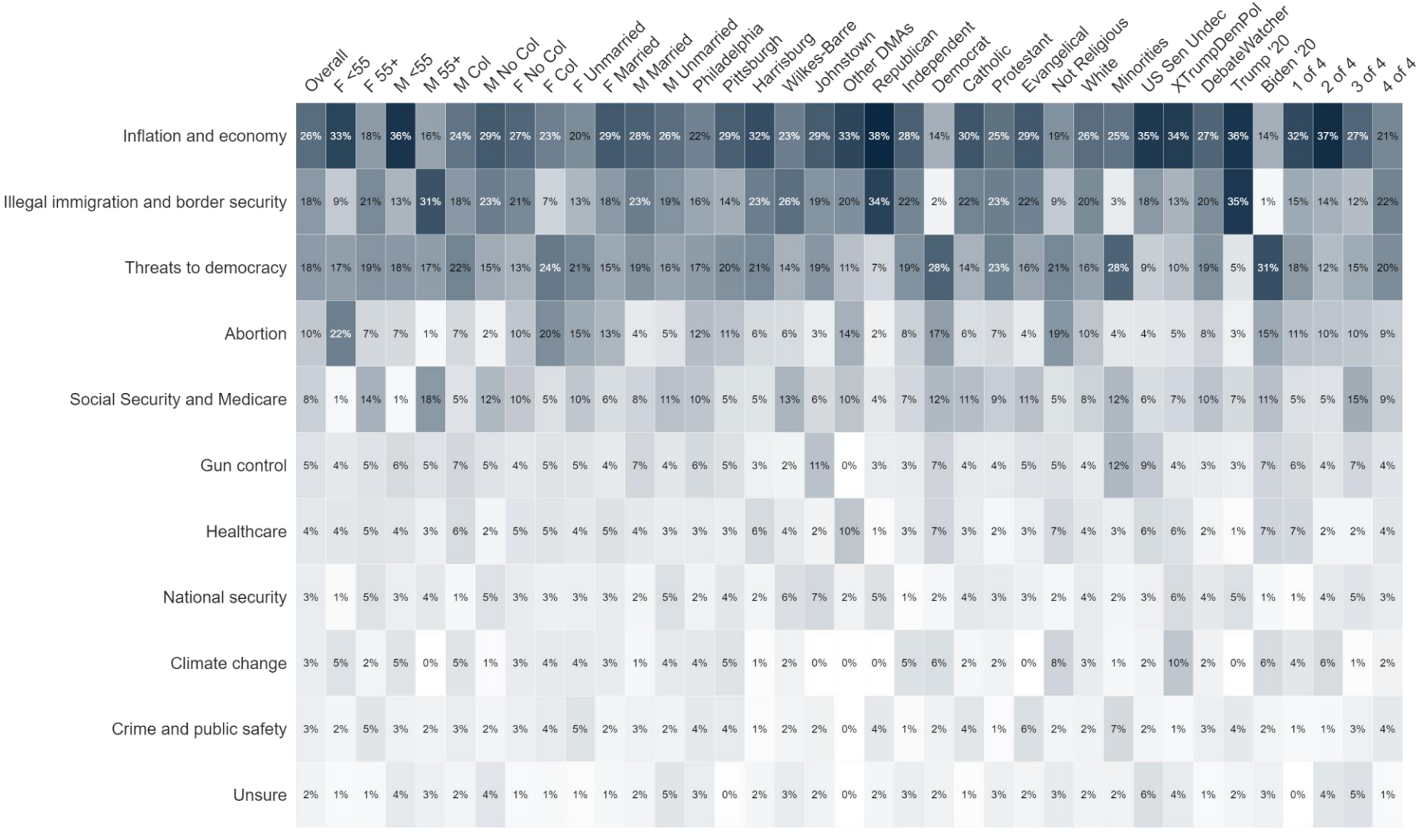
Top Priority Heatmap



Which one of the following issues is the most important to you in the election for U.S. Senate?

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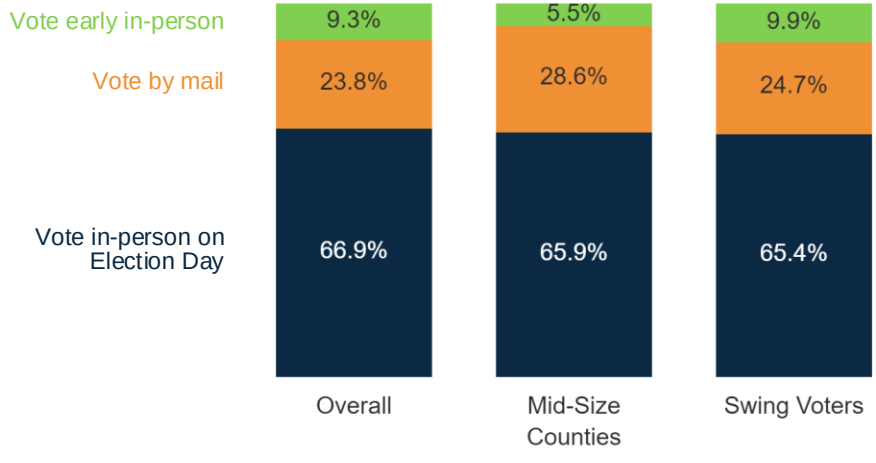
Vote Method



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	74%	75%	77%	71%	73%	70%	73%	80%	71%	76%	77%	73%	71%	74%	72%	76%	78%	70%	76%	79%	62%	73%	75%	75%	78%	67%	75%	68%	63%	72%	76%	79%	72%	69%	73%	72%	78%
Probably vote	26%	25%	23%	29%	27%	30%	27%	20%	29%	24%	23%	27%	29%	26%	28%	24%	22%	30%	24%	21%	38%	27%	25%	25%	22%	33%	25%	32%	37%	28%	24%	21%	28%	31%	27%	28%	22%
Vote in-person on Election Day	67%	69%	66%	74%	58%	64%	68%	66%	69%	62%	74%	70%	62%	65%	67%	67%	74%	65%	67%	77%	63%	58%	66%	66%	72%	63%	68%	61%	69%	69%	68%	77%	58%	57%	62%	67%	70%
Vote by mail	24%	25%	28%	16%	27%	23%	19%	27%	25%	31%	22%	19%	22%	26%	24%	18%	21%	23%	33%	11%	27%	36%	25%	26%	15%	29%	22%	30%	21%	20%	23%	11%	35%	28%	32%	24%	21%
Vote early in-person	9%	6%	6%	10%	16%	13%	13%	7%	5%	7%	5%	11%	16%	9%	9%	15%	5%	12%	0%	12%	10%	6%	9%	8%	13%	8%	10%	9%	10%	11%	9%	12%	7%	15%	6%	10%	9%
Definitely vote in-person on Election Day	53%	57%	53%	57%	46%	51%	52%	56%	53%	49%	61%	55%	47%	52%	51%	53%	63%	53%	53%	65%	48%	43%	55%	54%	62%	43%	55%	44%	50%	50%	58%	67%	44%	41%	55%	49%	58%
Probably vote in-person on Election Day	14%	12%	13%	17%	12%	13%	16%	10%	16%	13%	13%	15%	14%	13%	16%	14%	11%	12%	15%	12%	16%	14%	11%	11%	10%	20%	13%	17%	19%	18%	10%	10%	14%	16%	7%	18%	12%
Definitely vote by mail	15%	14%	20%	9%	17%	14%	12%	20%	14%	21%	14%	11%	15%	16%	16%	12%	13%	14%	23%	6%	9%	26%	16%	15%	7%	19%	14%	19%	10%	14%	14%	6%	24%	19%	14%	16%	14%
Probably vote by mail	9%	11%	8%	6%	9%	10%	6%	8%	12%	10%	8%	8%	8%	10%	8%	6%	8%	10%	9%	5%	18%	10%	9%	11%	8%	10%	8%	11%	10%	6%	10%	5%	11%	10%	17%	8%	7%
Definitely vote early in-person	6%	4%	5%	5%	10%	6%	9%	4%	4%	6%	2%	6%	9%	6%	5%	11%	3%	4%	0%	8%	5%	4%	4%	6%	9%	4%	6%	5%	3%	8%	5%	7%	4%	9%	4%	7%	6%
Probably vote early in-person	4%	2%	2%	5%	5%	7%	4%	3%	1%	1%	2%	4%	7%	3%	4%	4%	2%	8%	0%	4%	5%	3%	5%	2%	5%	4%	4%	4%	7%	3%	4%	5%	3%	6%	3%	3%	3%

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

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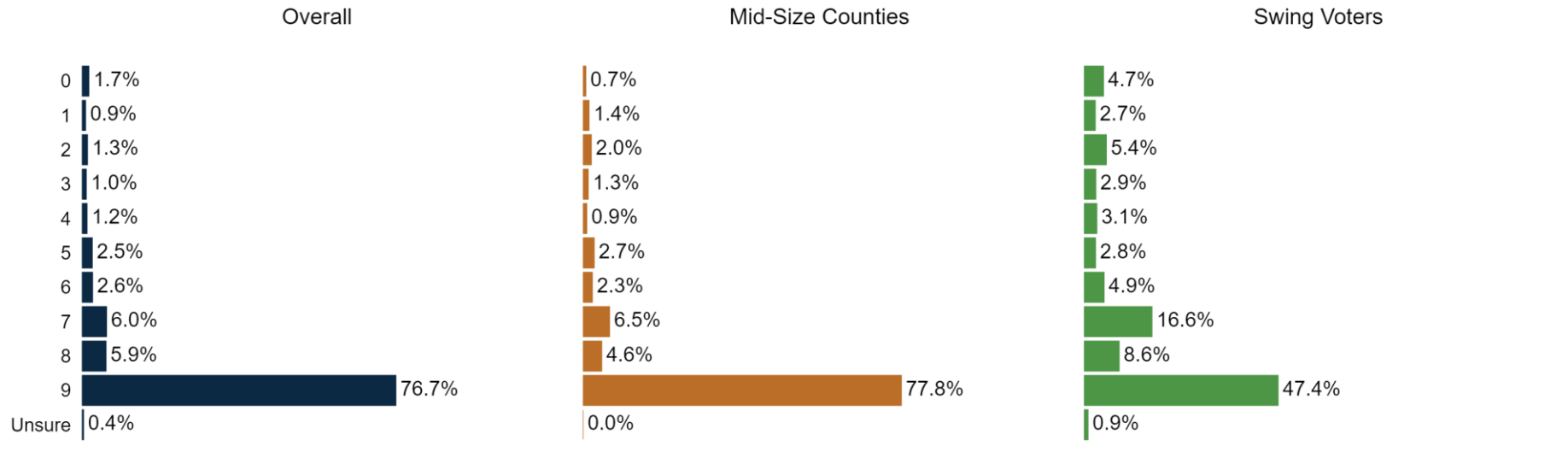
Election Interest



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Low-Interest	9%	14%	5%	10%	6%	8%	9%	9%	9%	11%	7%	5%	13%	10%	7%	9%	6%	10%	2%	4%	23%	10%	6%	5%	7%	14%	7%	17%	18%	20%	6%	5%	11%	13%	8%	20%	4%
Mid-Interest	14%	20%	6%	23%	7%	19%	14%	11%	16%	13%	13%	14%	18%	12%	20%	13%	14%	20%	9%	11%	22%	14%	8%	17%	15%	18%	15%	13%	26%	31%	14%	11%	15%	30%	19%	13%	10%
High-Interest	77%	66%	89%	66%	86%	73%	77%	80%	75%	76%	79%	81%	69%	77%	73%	78%	79%	70%	88%	85%	54%	76%	85%	78%	77%	68%	78%	68%	55%	49%	80%	85%	74%	58%	72%	67%	86%
0	2%	1%	0%	4%	1%	3%	3%	1%	1%	1%	1%	2%	3%	2%	2%	2%	1%	3%	0%	1%	3%	2%	2%	0%	0%	3%	2%	1%	1%	5%	2%	1%	2%	0%	0%	6%	1%
1	1%	2%	0%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	4%	1%	0%	0%	1%	2%	1%	1%	3%	3%	0%	0%	2%	1%	3%	0%	0%
2	1%	3%	0%	2%	0%	0%	2%	2%	2%	2%	1%	0%	2%	2%	1%	0%	1%	0%	0%	0%	5%	1%	0%	1%	1%	3%	1%	2%	2%	4%	1%	0%	1%	3%	1%	2%	1%
3	1%	1%	0%	2%	1%	2%	1%	0%	1%	1%	0%	0%	3%	1%	0%	2%	1%	0%	2%	1%	2%	1%	0%	2%	0%	2%	1%	1%	3%	0%	1%	2%	1%	1%	0%	5%	0%
4	1%	3%	2%	0%	0%	0%	0%	3%	2%	4%	1%	0%	0%	1%	2%	2%	0%	0%	0%	1%	3%	1%	2%	0%	2%	1%	1%	3%	5%	3%	0%	0%	2%	4%	2%	1%	0%
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6	3%	2%	0%	8%	0%	6%	3%	1%	1%	2%	1%	5%	4%	3%	4%	0%	0%	6%	4%	1%	3%	3%	1%	3%	2%	3%	3%	1%	5%	7%	2%	2%	3%	4%	5%	3%	1%
7	6%	8%	2%	10%	4%	7%	7%	4%	7%	6%	4%	6%	7%	5%	8%	7%	3%	11%	4%	5%	11%	4%	2%	6%	5%	9%	6%	6%	12%	15%	5%	4%	6%	14%	7%	6%	3%
8	6%	10%	4%	6%	4%	7%	3%	5%	8%	6%	8%	3%	7%	4%	8%	6%	10%	4%	2%	5%	7%	6%	5%	8%	8%	5%	6%	6%	10%	9%	7%	5%	6%	12%	7%	3%	5%
9	77%	66%	89%	66%	86%	73%	77%	80%	75%	76%	79%	81%	69%	77%	73%	78%	79%	70%	88%	85%	54%	76%	85%	78%	77%	68%	78%	68%	55%	49%	80%	85%	74%	58%	72%	67%	86%
Unsure	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	2%	1%	0%	1%	0%	0%	0%	1%	1%	0%

On a scale of 0 to 9, how interested are you in next year's election for President, U.S. Senate, and U.S. Congress, with 0 meaning not interested at all and 9 meaning extremely interested?

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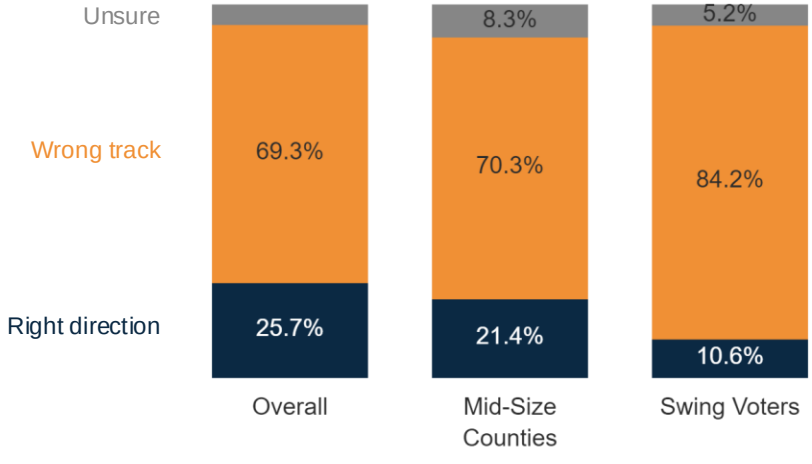
Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	26%	21%	33%	21%	28%	28%	22%	20%	36%	30%	24%	26%	23%	29%	28%	20%	19%	10%	36%	5%	18%	49%	26%	27%	18%	31%	22%	48%	8%	9%	28%	1%	51%	16%	17%	21%	33%
Wrong track	69%	71%	63%	73%	70%	68%	75%	75%	57%	62%	71%	71%	72%	64%	69%	75%	75%	83%	64%	94%	77%	43%	70%	67%	77%	64%	73%	44%	87%	91%	64%	97%	41%	76%	79%	74%	63%
Definitely the right direction	6%	2%	11%	3%	7%	6%	4%	8%	5%	7%	6%	7%	3%	7%	6%	5%	4%	0%	11%	1%	7%	11%	6%	6%	7%	6%	5%	10%	1%	2%	8%	0%	13%	2%	4%	7%	8%
Mostly the right direction	20%	19%	21%	18%	21%	22%	17%	12%	31%	23%	18%	19%	20%	22%	22%	15%	15%	10%	25%	4%	12%	38%	20%	21%	11%	25%	17%	37%	7%	7%	20%	1%	39%	15%	13%	14%	25%
Mostly the wrong track	17%	26%	10%	24%	8%	20%	13%	16%	20%	21%	15%	15%	17%	18%	18%	17%	17%	19%	6%	10%	28%	21%	15%	13%	9%	25%	17%	16%	31%	31%	11%	10%	22%	23%	18%	17%	14%
Definitely the wrong track	52%	45%	53%	50%	62%	48%	62%	59%	37%	42%	56%	56%	55%	47%	51%	58%	58%	64%	58%	84%	49%	22%	55%	55%	68%	39%	56%	28%	56%	60%	53%	87%	19%	53%	61%	57%	49%
Unsure	5%	8%	4%	5%	2%	4%	4%	5%	7%	7%	5%	3%	5%	6%	3%	5%	6%	7%	0%	1%	5%	8%	4%	6%	5%	5%	5%	8%	5%	0%	7%	2%	8%	7%	4%	5%	5%

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

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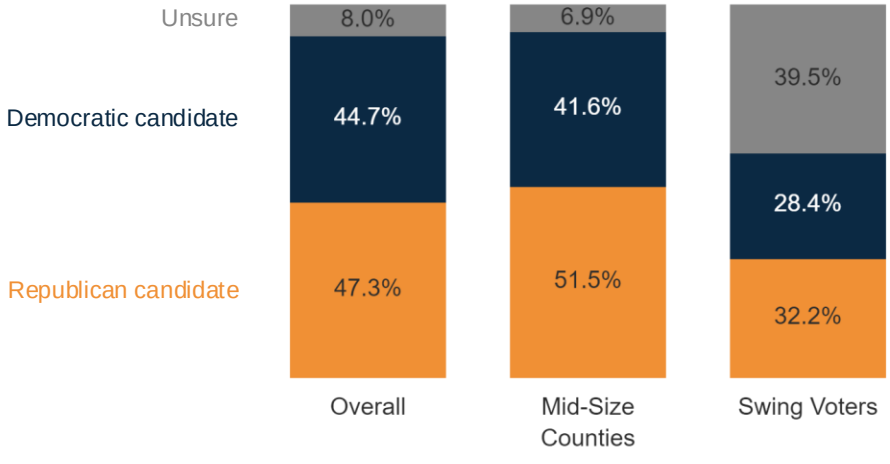
Generic Ballot

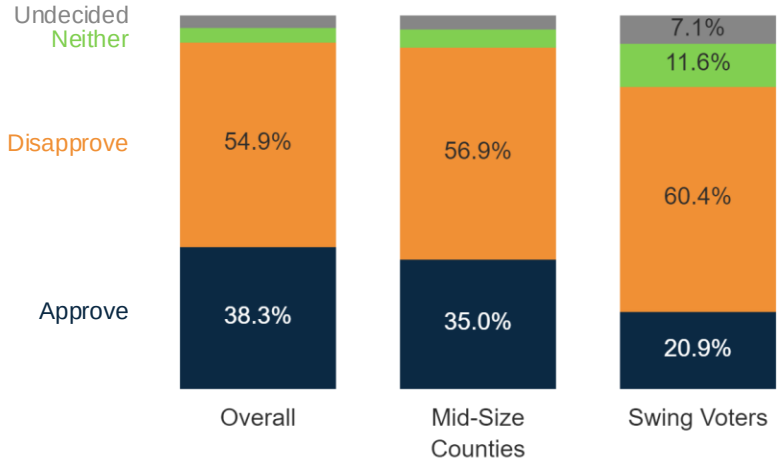


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	47%	32%	49%	50%	60%	44%	63%	53%	25%	31%	51%	59%	50%	39%	44%	58%	62%	58%	50%	92%	39%	7%	56%	51%	67%	28%	53%	15%	44%	40%	52%	94%	3%	43%	57%	46%	47%
Democratic candidate	45%	58%	46%	38%	35%	46%	29%	39%	68%	61%	43%	36%	37%	52%	47%	34%	31%	30%	48%	6%	27%	87%	38%	44%	27%	62%	40%	76%	25%	34%	41%	2%	88%	37%	33%	50%	49%
Definitely the Republican candidate	41%	30%	44%	36%	54%	34%	52%	48%	24%	29%	46%	49%	39%	33%	39%	52%	51%	49%	42%	82%	31%	4%	50%	46%	56%	22%	46%	12%	40%	24%	46%	84%	2%	35%	46%	40%	42%
Probably the Republican candidate	7%	2%	4%	13%	6%	10%	10%	5%	1%	2%	5%	10%	10%	6%	4%	6%	11%	9%	8%	10%	8%	3%	6%	5%	11%	6%	7%	4%	4%	16%	5%	9%	1%	8%	11%	6%	5%
Probably the Democratic candidate	6%	9%	2%	7%	5%	9%	4%	4%	7%	3%	7%	6%	6%	5%	9%	7%	6%	4%	1%	2%	9%	9%	3%	8%	1%	9%	6%	6%	11%	14%	5%	1%	11%	4%	7%	9%	5%
Definitely the Democratic candidate	39%	49%	44%	31%	30%	37%	25%	35%	61%	58%	36%	30%	31%	48%	39%	28%	26%	27%	47%	4%	18%	78%	35%	36%	27%	53%	34%	69%	14%	21%	36%	1%	77%	33%	26%	41%	44%
Unsure	8%	10%	5%	12%	4%	9%	8%	8%	7%	8%	6%	4%	13%	8%	9%	8%	6%	12%	1%	2%	34%	6%	6%	5%	6%	9%	7%	9%	31%	25%	8%	4%	9%	20%	11%	4%	5%

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

CYGNAL

Democrats' Policies



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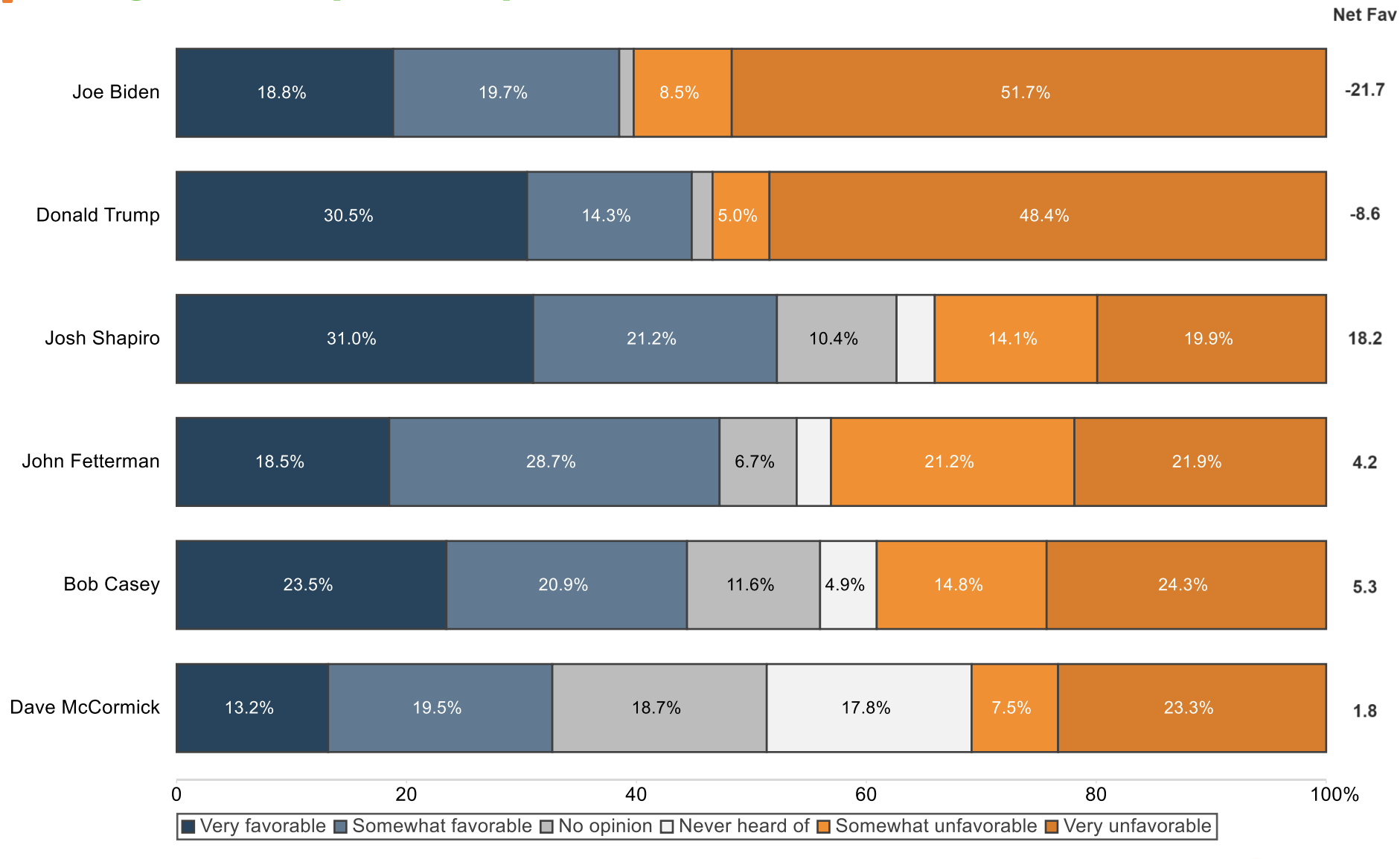
Approve Total	38%	47%	42%	32%	32%	39%	26%	31%	62%	50%	37%	32%	31%	43%	43%	31%	27%	24%	45%	4%	28%	75%	34%	38%	25%	51%	33%	67%	13%	38%	2%	75%	35%	24%	38%	43%
Disapprove Total	55%	41%	53%	63%	64%	57%	68%	59%	33%	38%	57%	63%	64%	46%	55%	62%	71%	73%	49%	93%	59%	18%	59%	57%	71%	40%	60%	21%	62%	58%	95%	15%	53%	70%	50%	53%
Strongly approve	21%	22%	30%	12%	19%	16%	15%	19%	35%	30%	23%	15%	16%	24%	25%	17%	10%	16%	25%	2%	9%	43%	23%	22%	16%	23%	17%	44%	4%	24%	1%	43%	9%	18%	16%	27%
Somewhat approve	17%	24%	12%	19%	13%	23%	12%	11%	27%	21%	14%	17%	15%	20%	18%	14%	16%	8%	19%	2%	19%	32%	12%	16%	9%	28%	17%	23%	9%	15%	2%	32%	25%	6%	22%	16%
Neither approve nor disapprove	4%	7%	2%	5%	2%	3%	4%	5%	4%	5%	4%	4%	3%	7%	0%	5%	1%	3%	4%	2%	6%	5%	4%	5%	1%	6%	4%	6%	11%	2%	1%	7%	9%	3%	9%	2%
Somewhat disapprove	8%	10%	6%	11%	5%	11%	7%	9%	7%	8%	9%	7%	9%	6%	8%	11%	10%	15%	6%	8%	12%	8%	9%	5%	4%	11%	9%	7%	15%	8%	7%	8%	13%	6%	8%	7%
Strongly disapprove	47%	31%	47%	52%	59%	47%	61%	50%	25%	31%	48%	56%	55%	40%	47%	51%	61%	58%	43%	85%	47%	9%	50%	52%	67%	29%	52%	14%	47%	50%	88%	7%	39%	63%	42%	45%
Undecided	3%	6%	3%	1%	2%	1%	2%	6%	2%	6%	3%	1%	2%	4%	2%	3%	2%	0%	2%	1%	7%	3%	3%	0%	4%	3%	2%	6%	13%	2%	2%	3%	4%	4%	3%	2%

Do you approve or disapprove of the policies that Joe Biden and the Democrats are pushing at the national level?

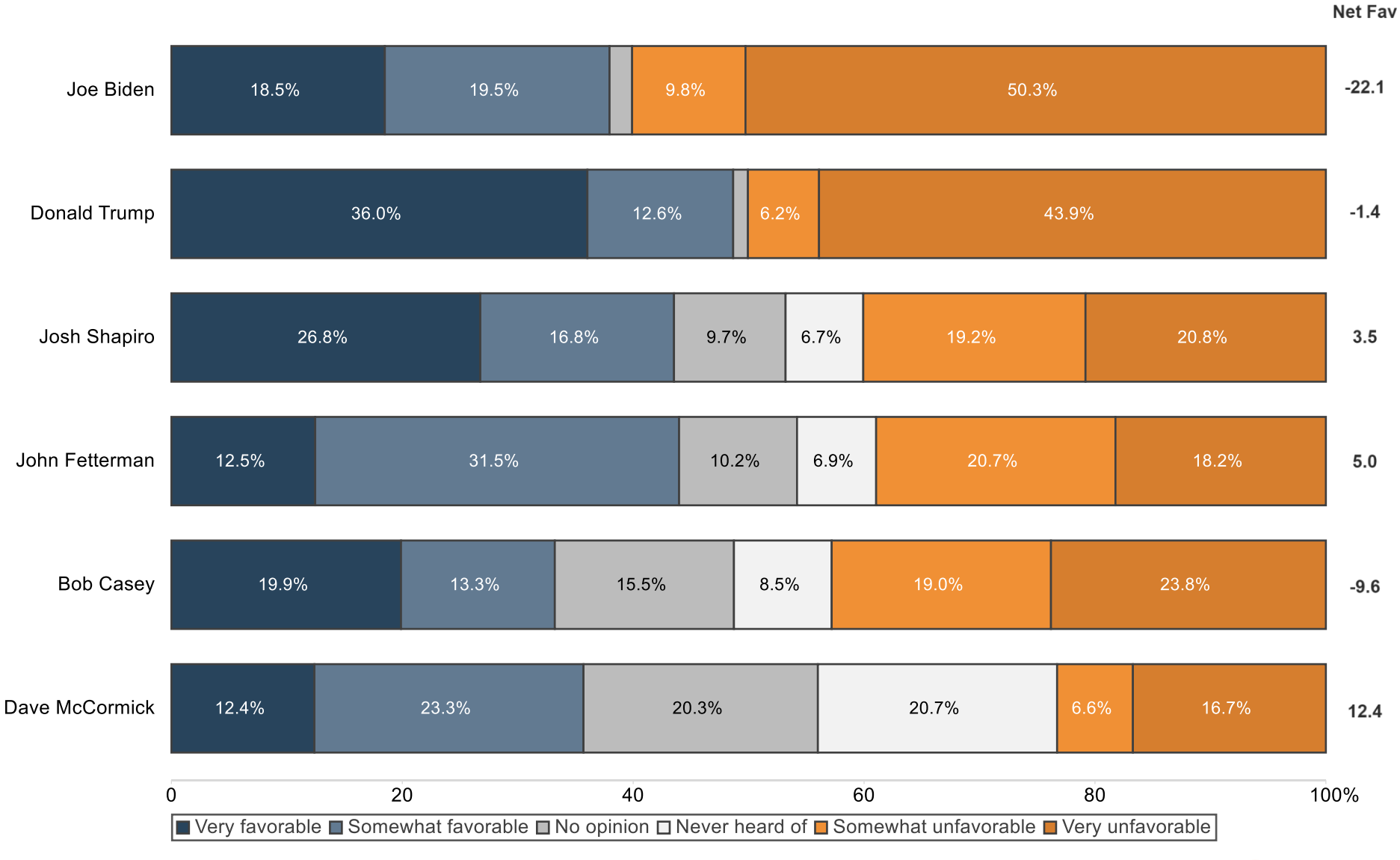
CYGNAL

Image Tests (Overall)



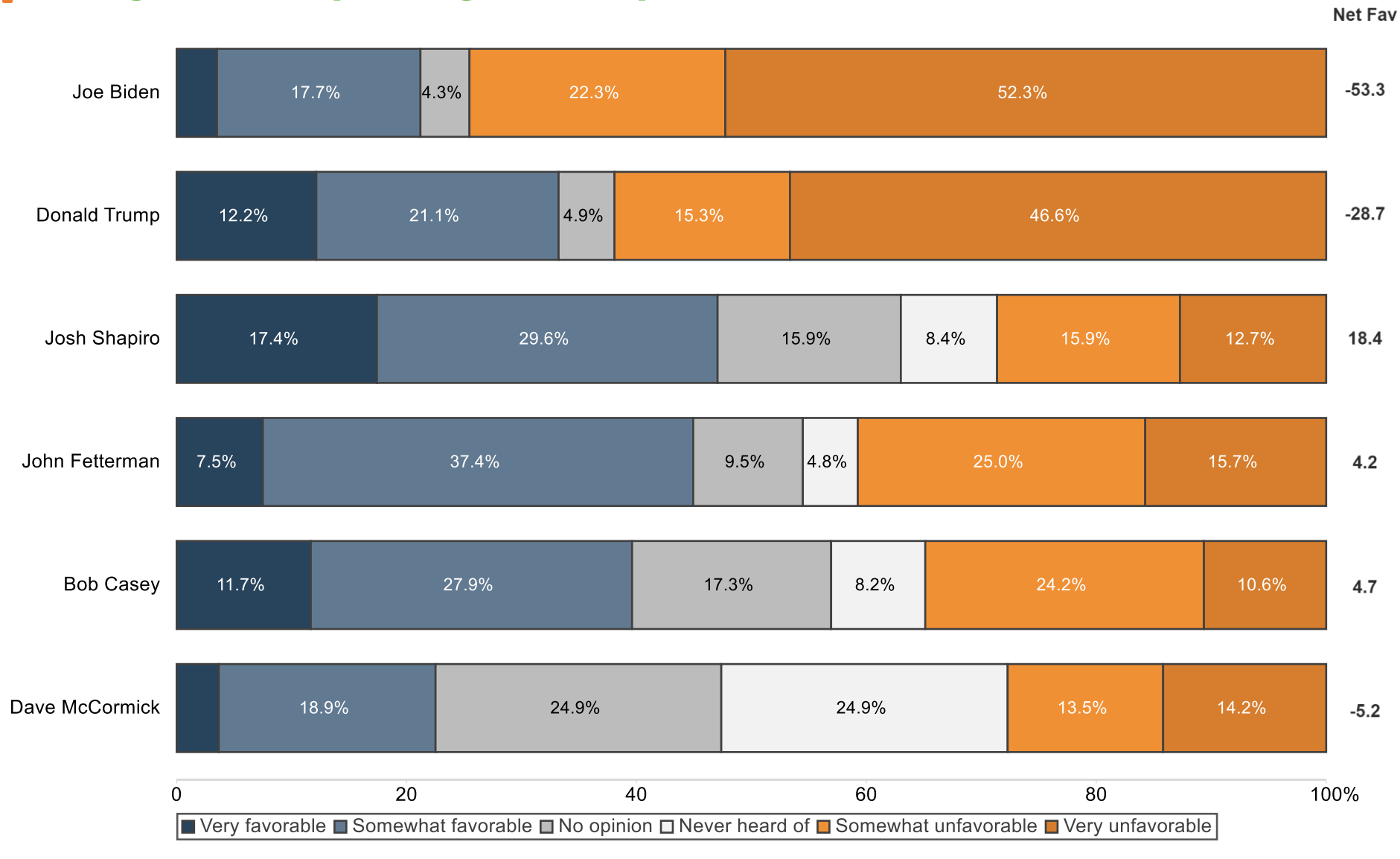
CYGNAL

Image Tests (Mid-Size Counties)



CYGNAL

Image Tests (Swing Voters)



CYGNAL

Image Tests Heatmaps

Favorable

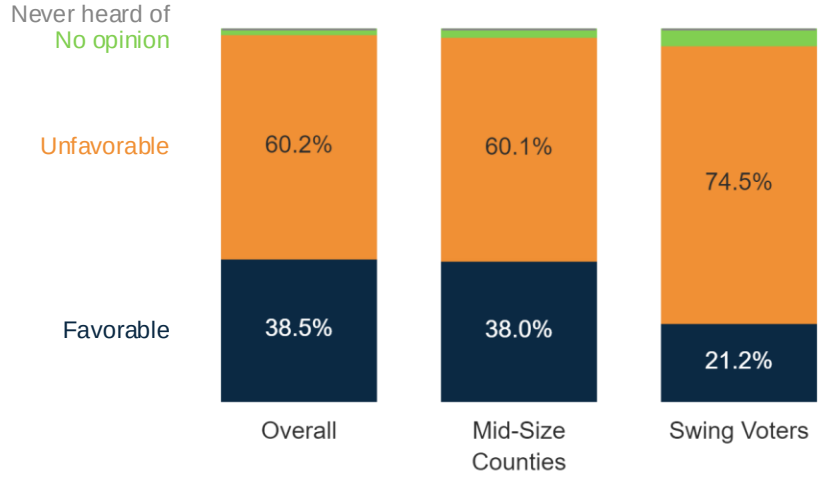
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Joe Biden	39%	47%	43%	28%	35%	35%	28%	32%	62%	52%	38%	32%	29%	46%	38%	29%	30%	21%	48%	5%	25%	74%	37%	39%	27%	48%	33%	72%	20%	14%	39%	2%	76%	33%	25%	39%	45%
Donald Trump	45%	30%	46%	46%	59%	38%	63%	50%	23%	29%	47%	54%	50%	37%	41%	55%	59%	58%	46%	84%	44%	7%	53%	52%	61%	23%	50%	14%	46%	0%	49%	89%	4%	41%	57%	40%	44%
Josh Shapiro	52%	59%	57%	45%	47%	52%	41%	49%	70%	65%	51%	46%	45%	55%	53%	49%	46%	57%	46%	27%	45%	79%	48%	57%	41%	62%	49%	73%	31%	46%	52%	24%	79%	53%	42%	54%	56%
John Fetterman	47%	51%	55%	38%	44%	43%	38%	43%	66%	55%	50%	41%	39%	48%	50%	48%	42%	33%	54%	23%	44%	72%	43%	49%	39%	53%	45%	61%	27%	33%	51%	22%	74%	37%	38%	50%	52%
Bob Casey	44%	45%	53%	38%	40%	46%	34%	38%	63%	54%	44%	37%	42%	52%	43%	35%	34%	40%	51%	16%	37%	75%	43%	48%	31%	53%	42%	63%	20%	33%	44%	14%	75%	33%	37%	44%	51%
Dave McCormick	33%	22%	32%	31%	48%	39%	39%	32%	21%	23%	31%	45%	33%	28%	32%	39%	45%	41%	19%	57%	31%	10%	47%	38%	43%	14%	35%	16%	11%	31%	39%	62%	8%	13%	39%	32%	37%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Joe Biden	60%	51%	55%	72%	65%	65%	72%	65%	37%	46%	60%	68%	70%	52%	61%	70%	70%	79%	52%	94%	72%	25%	62%	60%	71%	51%	66%	25%	74%	86%	61%	97%	23%	67%	71%	58%	55%
Donald Trump	53%	68%	52%	52%	39%	60%	36%	47%	77%	69%	50%	46%	46%	61%	56%	43%	40%	42%	54%	15%	51%	92%	45%	45%	36%	77%	49%	81%	46%	100%	50%	9%	94%	57%	37%	59%	55%
Josh Shapiro	34%	24%	28%	42%	45%	39%	46%	29%	22%	19%	33%	44%	42%	33%	34%	32%	39%	35%	37%	59%	37%	10%	41%	32%	45%	22%	38%	14%	25%	43%	39%	61%	9%	22%	41%	37%	34%
John Fetterman	43%	36%	36%	54%	49%	51%	53%	42%	27%	29%	42%	55%	48%	39%	46%	45%	44%	57%	39%	69%	45%	18%	46%	46%	47%	39%	47%	19%	41%	54%	42%	70%	17%	45%	49%	41%	42%
Bob Casey	39%	28%	39%	39%	53%	42%	48%	41%	24%	27%	40%	49%	42%	33%	42%	47%	50%	39%	32%	70%	40%	9%	45%	42%	52%	27%	44%	10%	26%	50%	46%	71%	9%	23%	42%	41%	42%
Dave McCormick	31%	32%	34%	29%	27%	34%	25%	25%	43%	37%	29%	26%	32%	32%	32%	27%	33%	22%	34%	13%	24%	51%	26%	32%	25%	41%	30%	39%	10%	35%	32%	9%	53%	26%	17%	28%	37%

CYGNAL

Image: Joe Biden

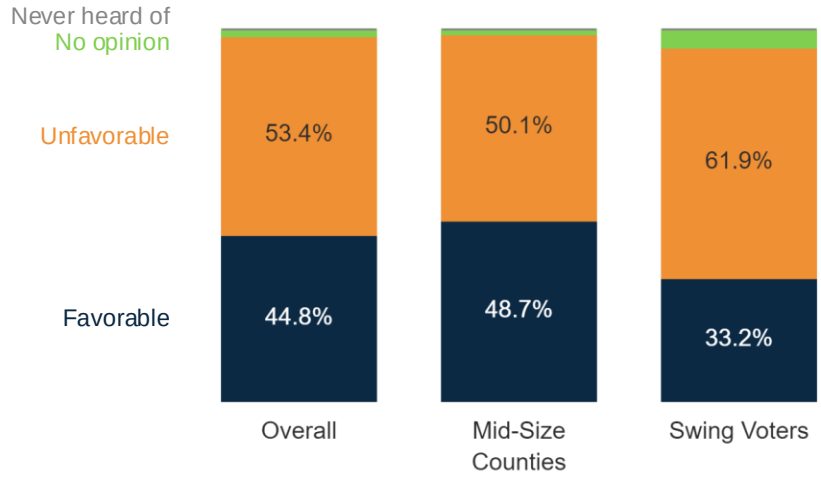


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	39%	47%	43%	28%	35%	35%	28%	32%	62%	52%	38%	32%	29%	46%	38%	29%	30%	21%	48%	5%	25%	74%	37%	39%	27%	48%	33%	72%	20%	14%	39%	2%	76%	33%	25%	39%	45%
Unfavorable Total	60%	51%	55%	72%	65%	65%	72%	65%	37%	46%	60%	68%	70%	52%	61%	70%	70%	79%	52%	94%	72%	25%	62%	60%	71%	51%	66%	25%	74%	86%	61%	97%	23%	67%	71%	58%	55%
Very favorable	19%	13%	29%	11%	21%	16%	15%	19%	26%	26%	18%	15%	17%	23%	21%	13%	13%	3%	27%	2%	8%	38%	20%	16%	19%	17%	14%	46%	5%	3%	20%	1%	38%	9%	12%	18%	24%
Somewhat favorable	20%	34%	14%	17%	13%	19%	13%	13%	37%	26%	21%	17%	12%	23%	17%	15%	17%	18%	22%	4%	17%	36%	16%	23%	7%	31%	19%	26%	15%	11%	19%	1%	38%	23%	13%	21%	21%
Somewhat unfavorable	9%	13%	5%	12%	4%	11%	6%	10%	6%	11%	6%	7%	10%	9%	9%	10%	3%	17%	4%	3%	25%	10%	5%	6%	4%	12%	9%	6%	16%	22%	6%	3%	12%	19%	10%	4%	6%
Very unfavorable	52%	38%	50%	60%	61%	54%	65%	55%	30%	35%	54%	61%	60%	44%	51%	60%	67%	62%	48%	91%	47%	16%	56%	54%	67%	39%	57%	19%	58%	64%	55%	94%	11%	49%	61%	54%	49%
No opinion	1%	2%	2%	0%	0%	0%	0%	3%	1%	3%	2%	0%	1%	2%	1%	2%	0%	0%	0%	1%	4%	1%	2%	1%	2%	0%	1%	4%	6%	0%	0%	1%	1%	0%	4%	2%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

CYGNAL

Image: Donald Trump

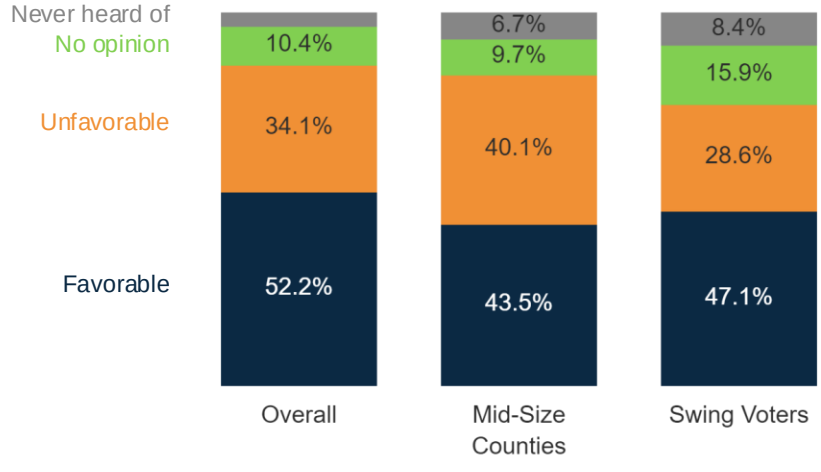


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	45%	30%	46%	46%	59%	38%	63%	50%	23%	29%	47%	54%	50%	37%	41%	55%	59%	58%	46%	84%	44%	7%	53%	52%	61%	23%	50%	14%	46%	49%	89%	4%	41%	57%	40%	44%
Unfavorable Total	53%	68%	52%	52%	39%	60%	36%	47%	77%	69%	50%	46%	46%	61%	56%	43%	40%	42%	54%	15%	51%	92%	45%	45%	36%	77%	49%	81%	46%	50%	9%	94%	57%	37%	59%	55%
Very favorable	30%	19%	34%	28%	43%	23%	44%	37%	13%	21%	32%	36%	34%	25%	29%	41%	43%	31%	25%	61%	19%	4%	39%	36%	41%	12%	34%	10%	23%	33%	64%	2%	24%	32%	24%	33%
Somewhat favorable	14%	12%	12%	18%	16%	15%	19%	13%	10%	9%	15%	18%	16%	13%	12%	14%	15%	28%	21%	23%	25%	3%	14%	16%	20%	11%	17%	3%	22%	16%	25%	2%	17%	25%	16%	11%
Somewhat unfavorable	5%	6%	5%	6%	3%	5%	4%	5%	6%	7%	5%	5%	4%	7%	4%	3%	3%	6%	4%	6%	12%	3%	6%	2%	7%	5%	5%	5%	12%	5%	5%	3%	10%	7%	3%	4%
Very unfavorable	48%	61%	48%	46%	37%	55%	31%	42%	70%	63%	46%	41%	42%	54%	53%	40%	36%	36%	50%	9%	39%	89%	40%	43%	29%	71%	44%	76%	34%	45%	4%	92%	47%	31%	55%	51%
No opinion	2%	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	0%	4%	2%	3%	2%	1%	0%	0%	1%	5%	1%	2%	3%	3%	0%	1%	5%	8%	1%	2%	1%	2%	6%	1%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

CYGNAL

Image: Josh Shapiro

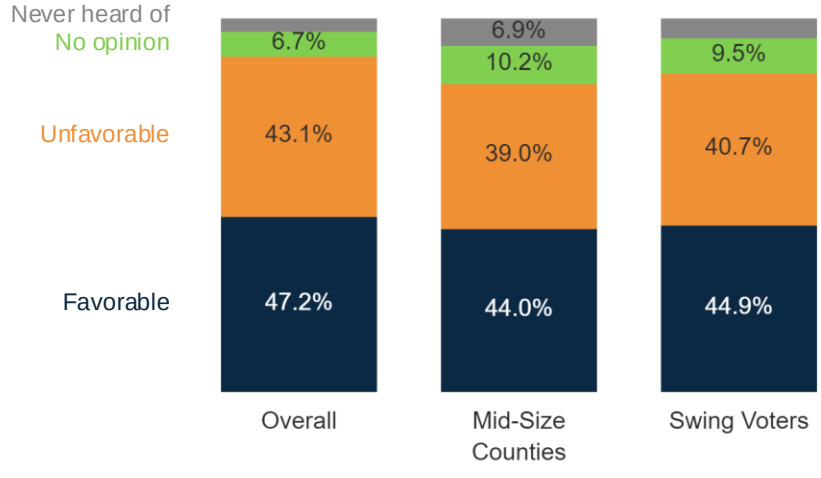


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	52%	59%	57%	45%	47%	52%	41%	49%	70%	65%	51%	46%	45%	55%	53%	49%	46%	57%	46%	27%	45%	79%	48%	57%	41%	62%	49%	73%	31%	46%	52%	24%	79%	53%	42%	54%	56%
Unfavorable Total	34%	24%	28%	42%	45%	39%	46%	29%	22%	19%	33%	44%	42%	33%	34%	32%	39%	35%	37%	59%	37%	10%	41%	32%	45%	22%	38%	14%	25%	43%	39%	61%	9%	22%	41%	37%	34%
Very favorable	31%	35%	36%	24%	29%	31%	22%	26%	47%	39%	33%	26%	26%	34%	32%	29%	27%	21%	29%	7%	22%	57%	28%	38%	18%	38%	28%	52%	9%	13%	34%	6%	56%	21%	18%	37%	37%
Somewhat favorable	21%	23%	22%	21%	19%	21%	19%	23%	22%	26%	18%	20%	19%	21%	21%	21%	19%	36%	17%	19%	23%	23%	20%	18%	23%	25%	21%	21%	22%	33%	18%	18%	23%	32%	24%	18%	19%
Somewhat unfavorable	14%	6%	14%	19%	18%	18%	19%	13%	8%	11%	10%	19%	18%	12%	16%	11%	23%	14%	15%	23%	12%	6%	18%	16%	19%	7%	16%	3%	16%	21%	18%	24%	5%	7%	15%	17%	15%
Very unfavorable	20%	18%	13%	23%	27%	22%	27%	17%	14%	8%	23%	25%	25%	21%	18%	21%	16%	21%	22%	36%	25%	4%	23%	17%	26%	15%	22%	11%	9%	21%	21%	37%	4%	15%	25%	20%	20%
No opinion	10%	13%	12%	9%	7%	5%	10%	18%	6%	12%	13%	8%	8%	8%	11%	18%	10%	8%	11%	12%	13%	7%	7%	8%	10%	12%	10%	8%	34%	8%	8%	12%	9%	18%	14%	6%	8%
Never heard of	3%	4%	3%	5%	2%	4%	3%	4%	3%	4%	3%	2%	4%	5%	2%	1%	5%	0%	6%	2%	5%	4%	4%	2%	4%	3%	3%	5%	9%	4%	1%	2%	3%	7%	4%	3%	2%

Do you have a favorable or unfavorable opinion of Josh Shapiro?

CYGNAL

Image: John Fetterman

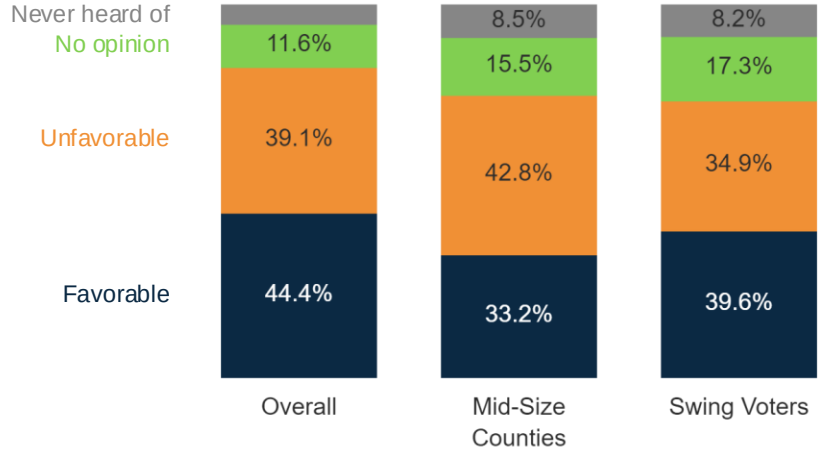


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	47%	51%	55%	38%	44%	43%	38%	43%	66%	55%	50%	41%	39%	48%	50%	48%	42%	33%	54%	23%	44%	72%	43%	49%	39%	53%	45%	61%	27%	33%	51%	22%	74%	37%	38%	50%	52%
Unfavorable Total	43%	36%	36%	54%	49%	51%	53%	42%	27%	29%	42%	55%	48%	39%	46%	45%	44%	57%	39%	69%	45%	18%	46%	46%	47%	39%	47%	19%	41%	54%	42%	70%	17%	45%	49%	41%	42%
Very favorable	18%	18%	27%	12%	15%	14%	13%	20%	27%	30%	16%	14%	13%	20%	21%	15%	11%	19%	23%	4%	10%	35%	15%	16%	17%	22%	16%	35%	4%	4%	20%	2%	36%	11%	13%	20%	22%
Somewhat favorable	29%	33%	27%	26%	28%	29%	25%	23%	39%	25%	34%	28%	26%	28%	30%	33%	31%	15%	31%	19%	34%	37%	27%	33%	22%	31%	29%	26%	23%	29%	32%	19%	38%	26%	25%	30%	30%
Somewhat unfavorable	21%	20%	15%	27%	23%	28%	23%	18%	17%	15%	20%	32%	17%	22%	19%	20%	20%	22%	28%	32%	26%	10%	25%	22%	21%	20%	23%	10%	22%	25%	22%	33%	9%	27%	20%	19%	21%
Very unfavorable	22%	15%	20%	27%	26%	23%	30%	24%	9%	14%	22%	23%	30%	17%	27%	25%	24%	36%	11%	37%	19%	8%	21%	24%	26%	18%	24%	9%	19%	29%	21%	37%	8%	18%	29%	22%	20%
No opinion	7%	9%	6%	6%	6%	5%	7%	10%	4%	9%	6%	3%	10%	8%	3%	7%	10%	7%	3%	6%	8%	6%	10%	5%	5%	7%	6%	7%	24%	8%	4%	7%	6%	11%	9%	8%	5%
Never heard of	3%	4%	4%	2%	1%	1%	2%	4%	4%	7%	2%	0%	4%	5%	0%	0%	4%	3%	4%	2%	3%	3%	2%	0%	8%	2%	2%	12%	8%	5%	2%	2%	3%	8%	4%	2%	1%

Do you have a favorable or unfavorable opinion of John Fetterman?

CYGNAL

Image: Bob Casey

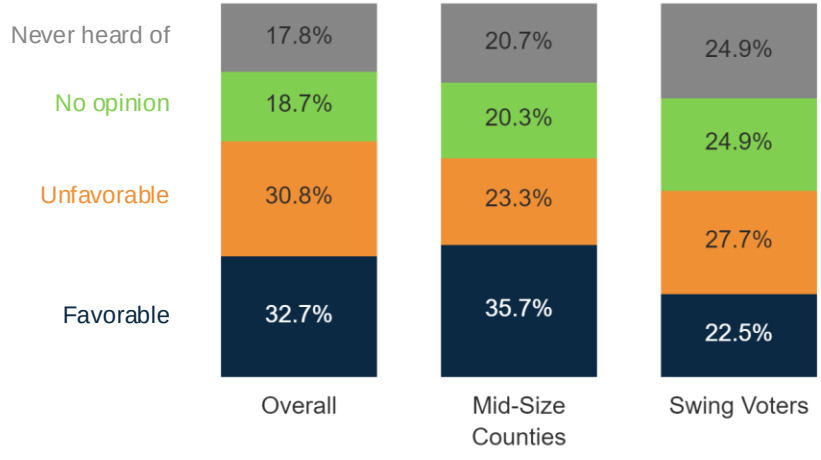


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	45%	53%	38%	40%	46%	34%	38%	63%	54%	44%	37%	42%	52%	43%	35%	34%	40%	51%	16%	37%	75%	43%	48%	31%	53%	42%	63%	20%	33%	44%	14%	75%	33%	37%	44%	51%
Unfavorable Total	39%	28%	39%	39%	53%	42%	48%	41%	24%	27%	40%	49%	42%	33%	42%	47%	50%	39%	32%	70%	40%	9%	45%	42%	52%	27%	44%	10%	26%	50%	46%	71%	9%	23%	42%	41%	42%
Very favorable	23%	21%	31%	18%	24%	26%	17%	19%	35%	28%	24%	21%	21%	25%	25%	22%	20%	16%	24%	5%	13%	45%	24%	19%	20%	28%	21%	39%	0%	5%	27%	4%	44%	15%	17%	18%	30%
Somewhat favorable	21%	24%	22%	21%	16%	20%	17%	19%	28%	25%	20%	17%	21%	26%	18%	13%	14%	24%	27%	11%	24%	30%	18%	29%	11%	25%	20%	24%	20%	27%	17%	10%	31%	19%	20%	26%	20%
Somewhat unfavorable	15%	13%	15%	13%	18%	14%	17%	18%	9%	13%	15%	17%	14%	13%	15%	20%	16%	8%	14%	24%	17%	5%	12%	15%	24%	12%	17%	5%	15%	25%	12%	24%	5%	13%	19%	13%	14%
Very unfavorable	24%	15%	23%	26%	35%	29%	31%	23%	15%	14%	25%	32%	28%	19%	27%	27%	34%	31%	18%	45%	22%	5%	33%	27%	29%	15%	28%	5%	11%	25%	34%	47%	4%	10%	24%	28%	27%
No opinion	12%	16%	7%	15%	7%	9%	14%	14%	9%	13%	11%	11%	12%	10%	10%	17%	10%	18%	10%	12%	16%	10%	9%	8%	10%	14%	10%	19%	43%	9%	10%	12%	11%	28%	14%	12%	7%
Never heard of	5%	10%	1%	7%	0%	3%	5%	7%	4%	6%	5%	3%	5%	6%	6%	1%	6%	4%	6%	3%	7%	6%	4%	2%	7%	6%	4%	8%	11%	8%	1%	3%	5%	15%	8%	3%	1%

Do you have a favorable or unfavorable opinion of Bob Casey?

CYGNAL

Image: Dave McCormick

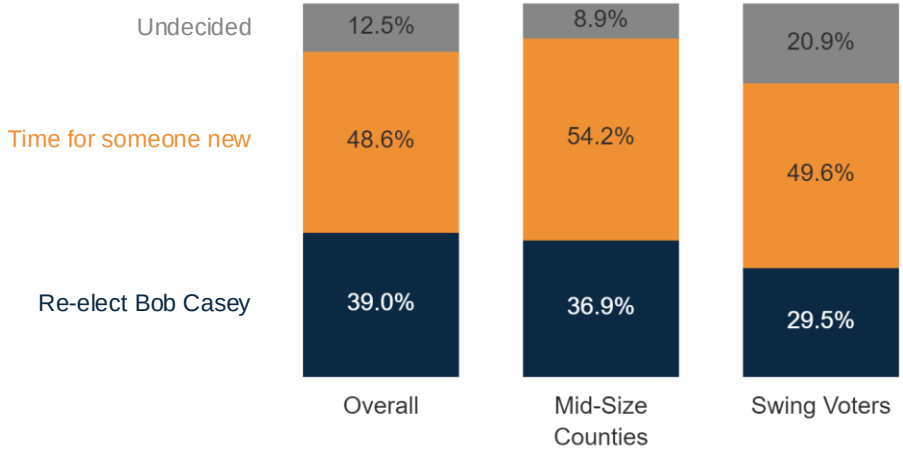


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	33%	22%	32%	31%	48%	39%	39%	32%	21%	23%	31%	45%	33%	28%	32%	39%	45%	41%	19%	57%	31%	10%	47%	38%	43%	14%	35%	16%	11%	31%	39%	62%	8%	13%	39%	32%	37%
Unfavorable Total	31%	32%	34%	29%	27%	34%	25%	25%	43%	37%	29%	26%	32%	32%	32%	27%	33%	22%	34%	13%	24%	51%	26%	32%	25%	41%	30%	39%	10%	35%	32%	9%	53%	26%	17%	28%	37%
Very favorable	13%	6%	15%	12%	21%	14%	18%	12%	9%	7%	14%	18%	14%	9%	16%	16%	19%	21%	7%	26%	5%	2%	21%	16%	16%	5%	14%	8%	1%	8%	17%	26%	2%	4%	10%	14%	16%
Somewhat favorable	20%	16%	17%	19%	27%	25%	21%	19%	13%	16%	17%	27%	18%	19%	16%	23%	25%	20%	12%	30%	26%	8%	26%	22%	27%	9%	21%	9%	10%	23%	22%	36%	5%	9%	29%	18%	21%
Somewhat unfavorable	8%	8%	6%	10%	6%	8%	9%	7%	6%	8%	5%	8%	9%	7%	7%	9%	9%	10%	1%	6%	5%	10%	6%	5%	8%	10%	8%	7%	6%	11%	9%	5%	9%	10%	4%	9%	7%
Very unfavorable	23%	24%	28%	19%	21%	26%	16%	18%	36%	29%	23%	19%	23%	24%	26%	18%	24%	12%	32%	7%	19%	41%	20%	26%	17%	31%	23%	32%	4%	24%	23%	3%	44%	16%	12%	18%	29%
No opinion	19%	19%	18%	22%	15%	13%	24%	22%	14%	19%	18%	18%	20%	21%	16%	23%	12%	19%	16%	21%	16%	16%	15%	22%	16%	18%	18%	21%	51%	17%	14%	18%	18%	30%	25%	16%	14%
Never heard of	18%	28%	16%	17%	9%	15%	12%	22%	22%	21%	22%	11%	15%	20%	20%	10%	11%	18%	31%	10%	28%	23%	12%	9%	17%	26%	17%	23%	28%	18%	16%	11%	21%	30%	18%	24%	12%

Do you have a favorable or unfavorable opinion of Dave McCormick?

CYGNAL

Casey Re-Elect

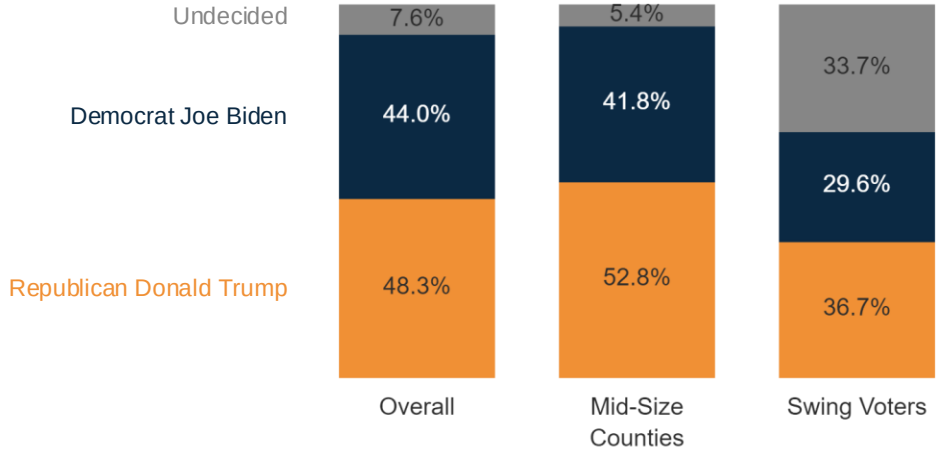


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Re-elect Bob Casey	39%	40%	45%	34%	36%	42%	30%	30%	59%	47%	38%	34%	37%	46%	41%	31%	28%	21%	42%	9%	27%	72%	36%	37%	25%	51%	36%	60%	5%	24%	39%	7%	72%	31%	28%	36%	45%
Time for someone new	49%	39%	46%	52%	59%	49%	60%	51%	32%	36%	49%	58%	52%	40%	48%	60%	59%	67%	45%	79%	56%	16%	55%	51%	62%	34%	53%	22%	50%	58%	54%	81%	17%	41%	54%	53%	48%
Definitely re-elect Bob Casey	27%	27%	33%	21%	26%	31%	18%	22%	42%	35%	27%	22%	26%	32%	28%	22%	23%	14%	25%	4%	15%	53%	24%	29%	18%	36%	25%	45%	0%	13%	32%	3%	53%	21%	10%	22%	36%
Probably re-elect Bob Casey	12%	13%	11%	13%	10%	12%	11%	8%	17%	12%	11%	12%	11%	14%	13%	9%	6%	7%	17%	4%	12%	19%	12%	8%	7%	16%	11%	15%	5%	11%	7%	5%	19%	11%	19%	14%	10%
Probably time for someone new	15%	17%	14%	16%	14%	13%	17%	18%	12%	14%	16%	14%	16%	12%	15%	18%	14%	34%	13%	18%	26%	9%	12%	16%	21%	13%	16%	10%	28%	19%	12%	18%	11%	20%	19%	18%	12%
Definitely time for someone new	33%	22%	33%	36%	45%	36%	43%	34%	20%	22%	33%	44%	36%	28%	33%	42%	45%	32%	32%	61%	30%	8%	43%	35%	41%	21%	37%	12%	22%	40%	42%	63%	7%	20%	35%	35%	36%
Undecided	12%	21%	9%	14%	5%	9%	10%	19%	9%	17%	13%	8%	11%	14%	11%	9%	12%	12%	13%	12%	17%	11%	9%	12%	13%	15%	11%	18%	45%	17%	7%	12%	10%	28%	18%	10%	7%

Do you believe Bob Casey deserves to be re-elected to U.S. Senate, or is it time for someone new?

CYGNAL

Presidential Ballot

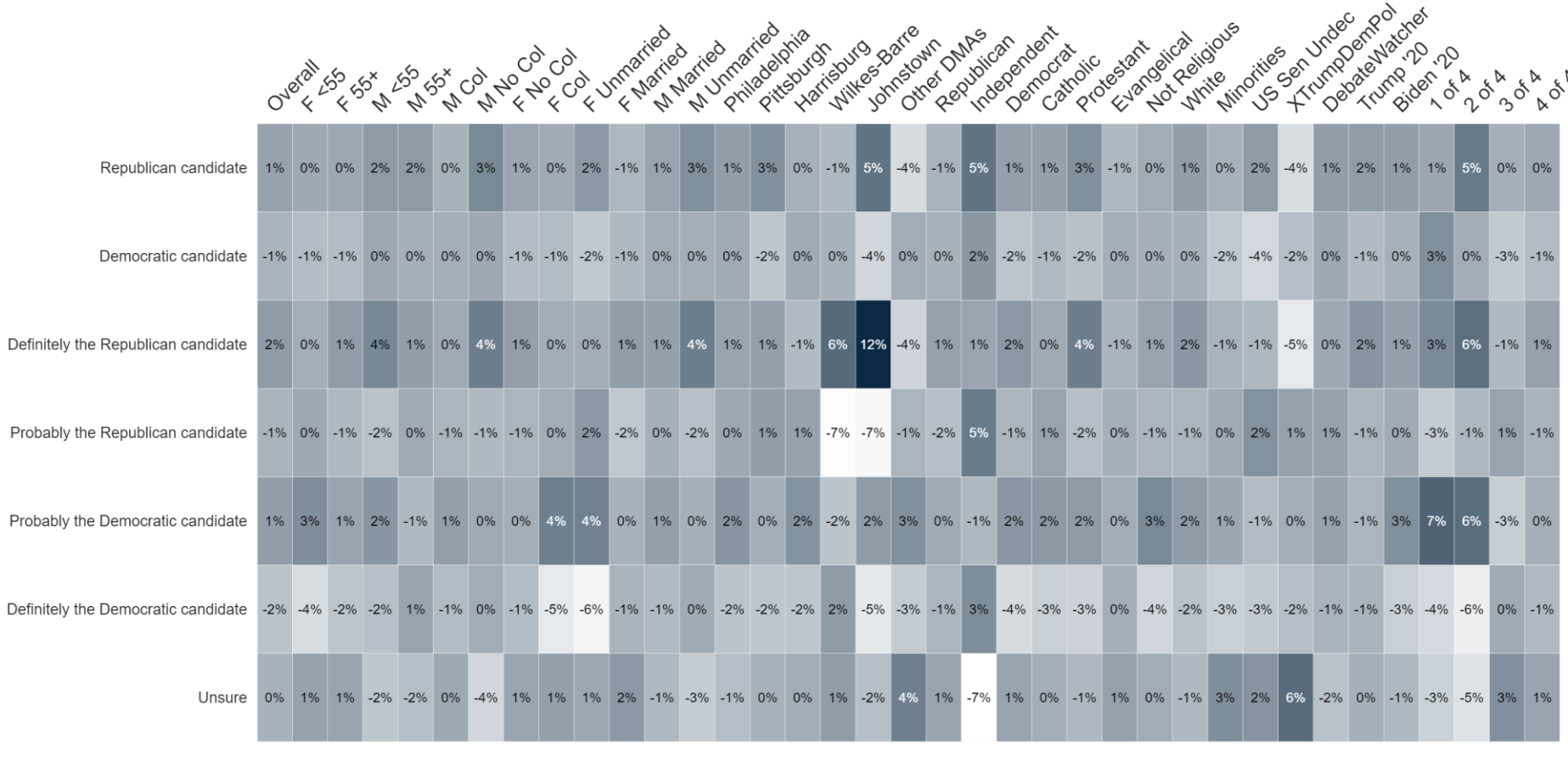


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	48%	32%	49%	51%	62%	44%	66%	54%	25%	33%	50%	60%	52%	41%	46%	58%	61%	63%	46%	91%	44%	8%	57%	54%	66%	28%	54%	15%	46%	36%	53%	95%	4%	43%	61%	46%	47%
Democrat Joe Biden	44%	57%	45%	38%	35%	46%	30%	38%	67%	59%	42%	36%	37%	53%	45%	34%	31%	27%	48%	6%	29%	85%	37%	42%	27%	62%	39%	73%	21%	33%	41%	1%	88%	40%	33%	47%	47%
Definitely Republican Donald Trump	42%	30%	46%	40%	56%	35%	57%	49%	24%	29%	47%	50%	44%	34%	41%	51%	57%	61%	39%	83%	32%	6%	50%	51%	55%	23%	48%	11%	39%	19%	47%	87%	3%	38%	51%	39%	43%
Probably Republican Donald Trump	6%	3%	3%	12%	7%	9%	9%	5%	1%	4%	3%	10%	9%	7%	5%	7%	4%	2%	7%	8%	13%	2%	7%	3%	10%	5%	7%	4%	7%	17%	6%	9%	1%	5%	10%	7%	4%
Probably Democrat Joe Biden	7%	11%	3%	9%	4%	10%	4%	4%	11%	7%	6%	7%	6%	7%	9%	9%	4%	5%	4%	2%	8%	11%	5%	9%	1%	12%	7%	7%	10%	14%	6%	1%	14%	11%	13%	6%	5%
Definitely Democrat Joe Biden	37%	45%	42%	29%	31%	36%	25%	34%	56%	51%	35%	29%	31%	46%	37%	25%	27%	21%	44%	4%	21%	74%	32%	33%	26%	50%	32%	66%	11%	19%	35%	1%	74%	29%	20%	41%	43%
Undecided	8%	11%	6%	10%	3%	10%	4%	9%	8%	9%	8%	3%	11%	7%	9%	8%	8%	10%	5%	3%	27%	7%	6%	4%	7%	10%	6%	12%	33%	31%	6%	3%	8%	17%	6%	7%	6%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

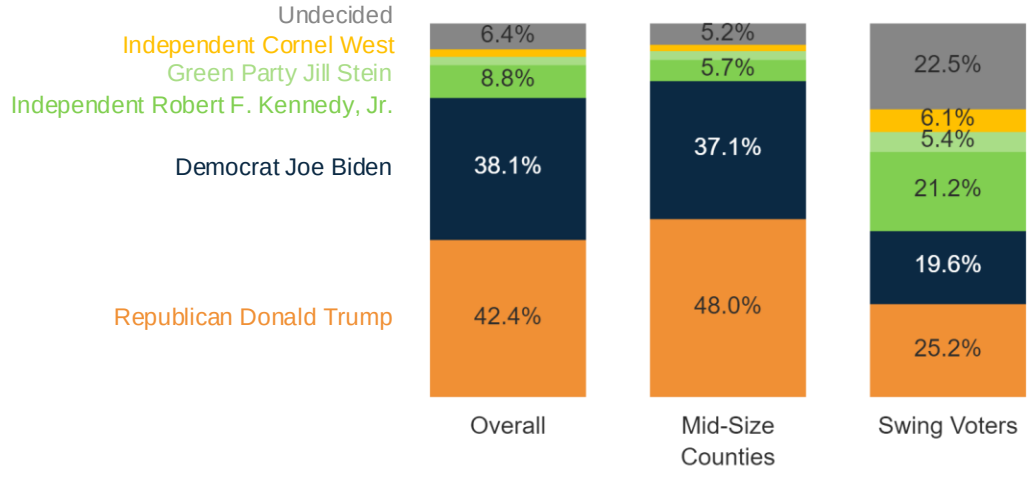
CYGNAL

Percent Change: Generic Ballot to Presidential Ballot



CYGNAL

Presidential Ballot Full

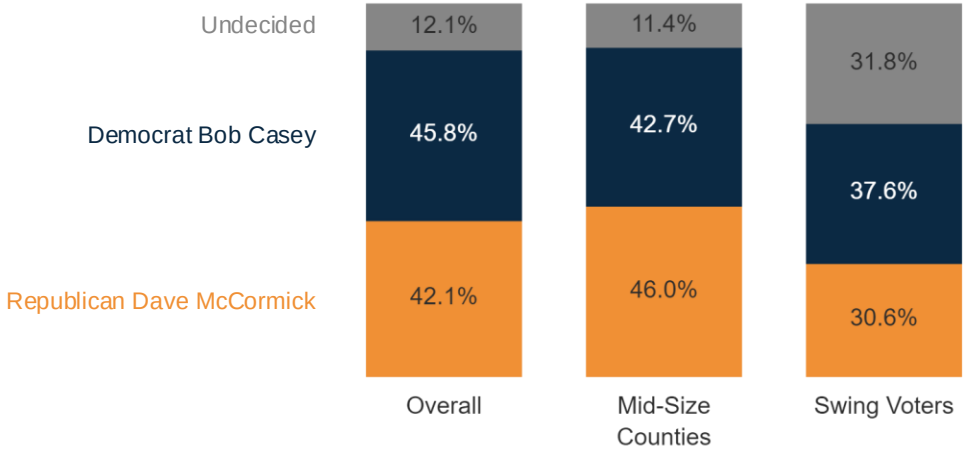


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	42%	30%	43%	41%	57%	36%	58%	49%	21%	29%	45%	51%	46%	35%	40%	48%	58%	58%	40%	83%	32%	6%	51%	50%	59%	22%	48%	12%	37%	25%	49%	85%	4%	36%	52%	39%	43%
Democrat Joe Biden	38%	46%	41%	30%	35%	39%	28%	32%	58%	49%	37%	33%	32%	45%	41%	30%	26%	16%	43%	5%	24%	74%	34%	39%	24%	52%	35%	61%	16%	19%	37%	1%	77%	27%	26%	39%	44%
Independent Robert F. Kennedy, Jr.	9%	8%	9%	14%	4%	10%	9%	8%	9%	9%	8%	8%	11%	9%	9%	7%	9%	12%	12%	7%	19%	8%	11%	6%	7%	9%	8%	11%	15%	25%	5%	9%	6%	20%	10%	9%	5%
Green Party Jill Stein	2%	5%	0%	3%	0%	2%	1%	3%	3%	2%	3%	1%	2%	2%	4%	0%	0%	8%	0%	0%	4%	3%	0%	2%	0%	6%	2%	3%	1%	6%	2%	0%	4%	2%	4%	3%	2%
Independent Cornel West	2%	3%	1%	4%	0%	5%	0%	1%	3%	1%	2%	2%	3%	2%	2%	4%	1%	0%	0%	0%	5%	3%	0%	0%	0%	4%	1%	4%	1%	8%	3%	0%	4%	5%	1%	2%	1%
Definitely Republican Donald Trump	37%	26%	41%	33%	50%	29%	50%	45%	19%	28%	40%	43%	39%	29%	35%	43%	54%	52%	37%	74%	24%	5%	44%	44%	52%	18%	42%	11%	34%	13%	41%	76%	3%	32%	42%	34%	38%
Probably Republican Donald Trump	5%	4%	3%	8%	7%	7%	8%	5%	1%	1%	5%	9%	6%	6%	5%	5%	5%	6%	4%	9%	8%	1%	7%	6%	6%	4%	6%	2%	3%	12%	7%	9%	1%	4%	10%	5%	4%
Definitely Democrat Joe Biden	32%	38%	36%	24%	30%	31%	24%	28%	48%	41%	33%	28%	26%	41%	32%	24%	24%	9%	36%	3%	16%	65%	30%	30%	22%	43%	29%	54%	10%	11%	32%	1%	65%	21%	20%	33%	38%
Probably Democrat Joe Biden	6%	8%	5%	6%	5%	8%	4%	4%	10%	8%	4%	4%	6%	5%	9%	6%	3%	8%	7%	2%	8%	9%	4%	9%	2%	9%	6%	7%	6%	8%	6%	0%	12%	6%	6%	6%	6%
Definitely Independent Robert F. Kennedy, Jr.	3%	4%	2%	5%	1%	1%	4%	4%	2%	4%	2%	3%	3%	2%	5%	1%	5%	7%	0%	1%	6%	4%	3%	1%	3%	2%	3%	4%	6%	13%	2%	1%	3%	10%	4%	1%	1%
Probably Independent Robert F. Kennedy, Jr.	6%	4%	6%	9%	4%	8%	5%	4%	7%	5%	6%	5%	8%	7%	4%	6%	4%	5%	12%	6%	13%	4%	8%	5%	4%	6%	6%	6%	9%	13%	3%	7%	3%	10%	6%	9%	4%
Definitely Green Party Jill Stein	1%	3%	0%	2%	0%	1%	1%	1%	1%	0%	2%	0%	2%	1%	2%	0%	0%	5%	0%	0%	3%	2%	0%	1%	0%	3%	1%	2%	0%	6%	2%	0%	2%	0%	3%	2%	1%
Probably Green Party Jill Stein	1%	3%	0%	0%	0%	1%	0%	1%	1%	2%	1%	0%	0%	1%	2%	0%	0%	3%	0%	0%	1%	2%	0%	1%	0%	3%	1%	1%	1%	0%	1%	0%	2%	2%	1%	1%	1%
Definitely Independent Cornel West	1%	2%	0%	4%	0%	4%	0%	0%	1%	0%	1%	2%	2%	1%	1%	3%	1%	0%	0%	0%	2%	2%	0%	0%	0%	2%	1%	2%	0%	5%	2%	0%	2%	4%	1%	2%	0%
Probably Independent Cornel West	1%	1%	1%	1%	0%	1%	0%	0%	2%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	2%	1%	0%	0%	0%	2%	0%	2%	1%	3%	1%	0%	1%	1%	0%	0%	1%
Undecided	6%	7%	6%	8%	3%	8%	4%	8%	6%	8%	6%	6%	6%	6%	5%	11%	6%	6%	5%	4%	17%	5%	5%	3%	10%	7%	6%	9%	29%	17%	4%	5%	5%	11%	7%	7%	5%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

CYGNAL

Senate Ballot

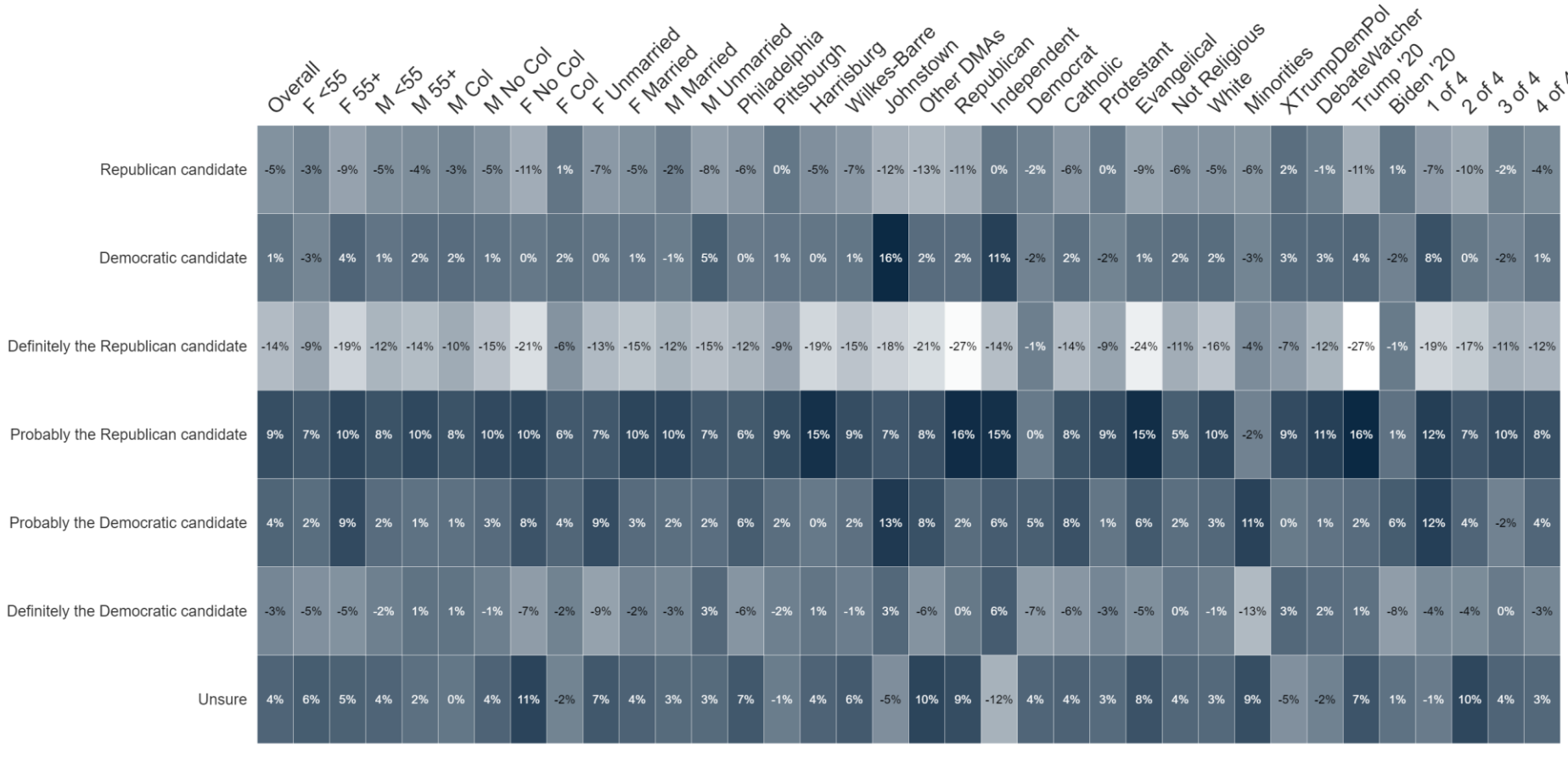


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dave McCormick	42%	29%	40%	45%	56%	42%	57%	42%	26%	24%	46%	57%	42%	33%	44%	53%	56%	46%	38%	81%	40%	5%	49%	51%	58%	22%	48%	9%	20%	42%	51%	83%	4%	35%	47%	44%	43%
Democrat Bob Casey	46%	55%	50%	39%	38%	49%	30%	39%	70%	61%	43%	35%	42%	52%	48%	35%	32%	47%	51%	8%	38%	85%	40%	41%	29%	65%	42%	73%	8%	37%	44%	6%	86%	45%	33%	47%	49%
Definitely Republican Dave McCormick	27%	20%	26%	24%	40%	24%	38%	27%	18%	16%	31%	37%	25%	21%	31%	33%	36%	30%	22%	55%	17%	2%	36%	37%	32%	11%	30%	8%	4%	17%	34%	57%	1%	16%	29%	29%	29%
Probably Republican Dave McCormick	15%	9%	15%	21%	16%	18%	20%	16%	7%	8%	15%	20%	17%	13%	13%	20%	20%	16%	16%	25%	23%	3%	13%	13%	26%	11%	17%	1%	16%	25%	17%	26%	3%	20%	18%	16%	13%
Probably Democrat Bob Casey	10%	11%	11%	10%	6%	10%	7%	11%	11%	12%	9%	8%	8%	10%	11%	6%	7%	17%	9%	4%	15%	14%	10%	8%	7%	11%	9%	17%	6%	13%	6%	4%	16%	15%	11%	7%	9%
Definitely Democrat Bob Casey	36%	44%	39%	29%	31%	38%	24%	28%	59%	49%	34%	27%	34%	42%	37%	28%	25%	30%	42%	4%	24%	71%	29%	33%	22%	54%	33%	56%	2%	24%	38%	3%	70%	29%	22%	40%	41%
Undecided	12%	16%	10%	16%	6%	10%	12%	18%	5%	15%	11%	7%	16%	15%	8%	12%	12%	7%	12%	11%	22%	10%	11%	8%	14%	13%	10%	18%	72%	20%	6%	11%	10%	20%	21%	9%	8%

If the general election for U.S. Senate was held today and you had to make a choice, between the following candidates, who would you vote for?

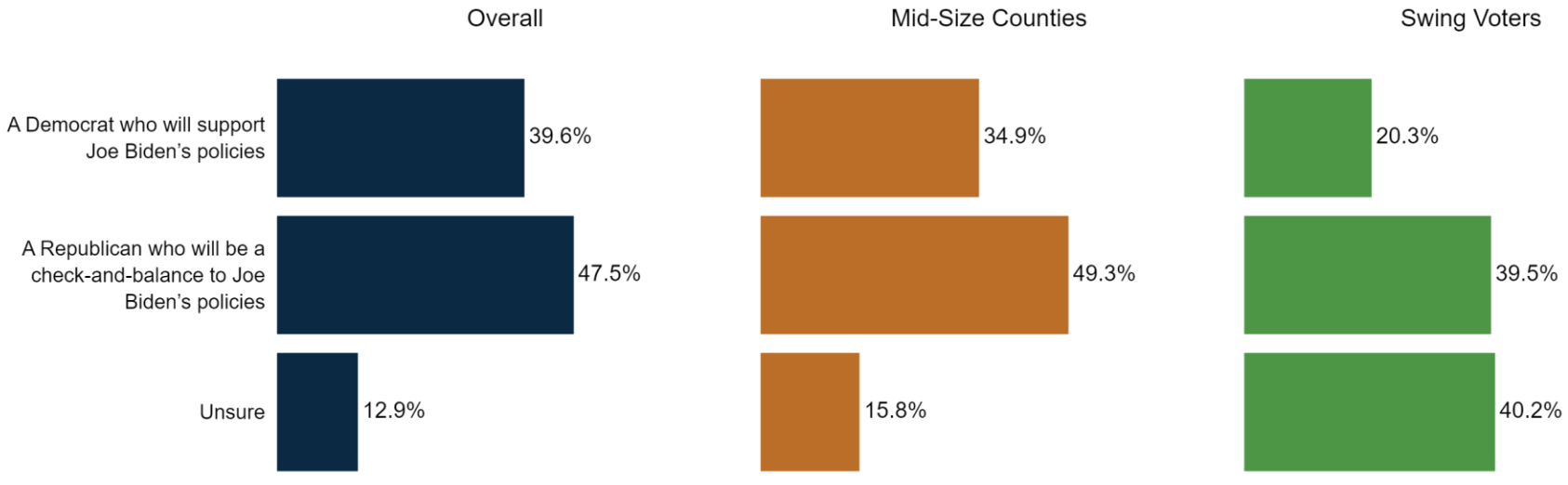
CYGNAL

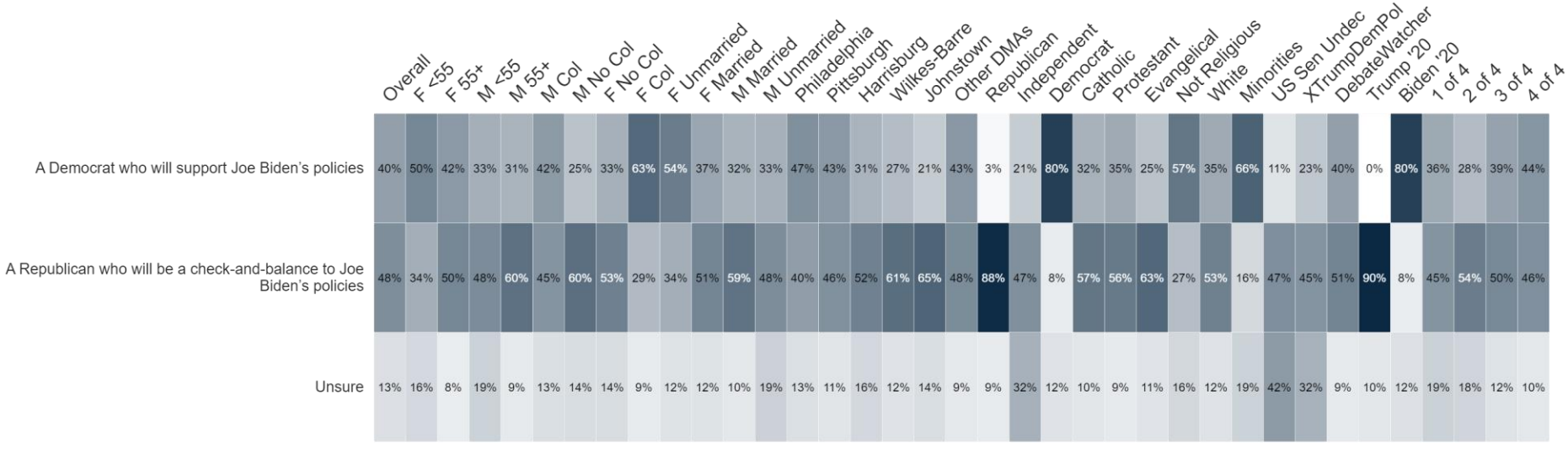
Percent Change: Generic Ballot to Senate Ballot



CYGNAL

Contrast Ballot

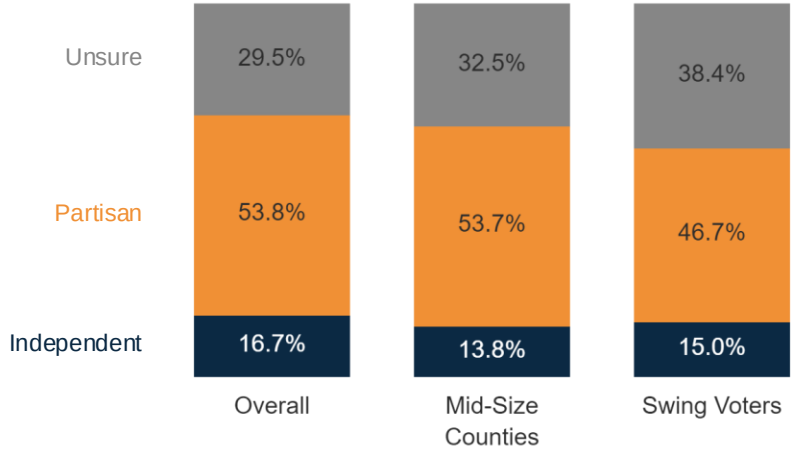




And thinking again about the race for U.S. Senate, which one of the following candidates would you vote for?

CYGNAL

Casey Independent

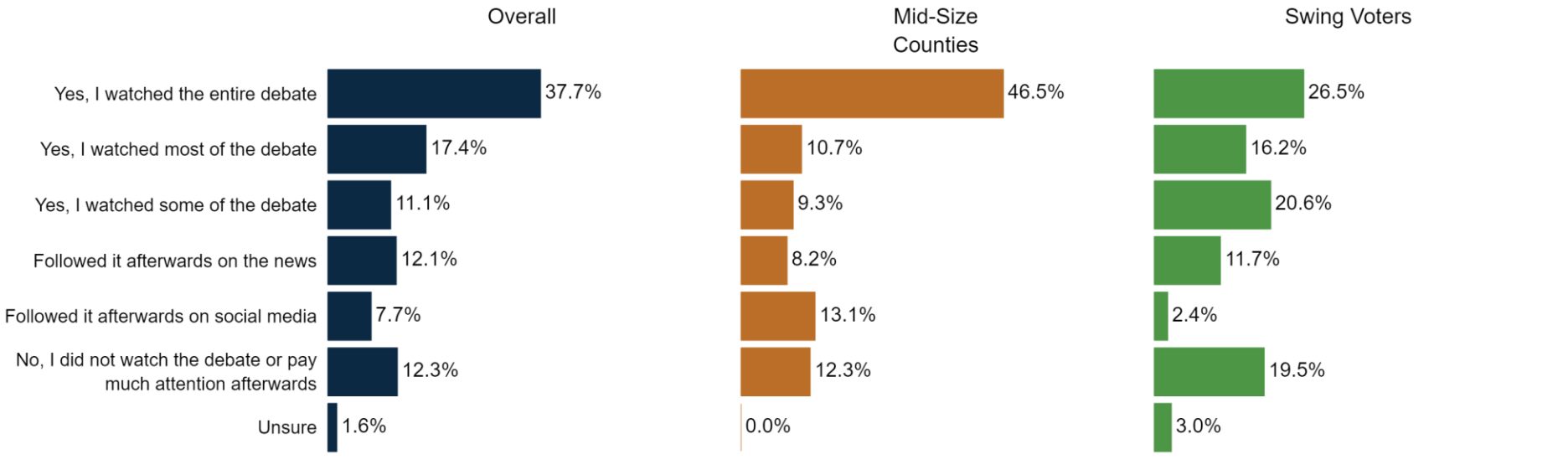


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Independent	17%	15%	21%	14%	16%	21%	11%	17%	19%	21%	16%	17%	13%	16%	18%	15%	15%	20%	23%	10%	14%	24%	15%	16%	16%	17%	16%	20%	5%	22%	16%	8%	27%	13%	16%	11%	20%
Partisan	54%	45%	48%	61%	63%	66%	59%	41%	54%	46%	47%	66%	58%	51%	59%	54%	60%	53%	45%	60%	55%	49%	62%	52%	57%	50%	55%	47%	25%	55%	58%	61%	46%	46%	47%	52%	59%
Very independent	4%	1%	8%	4%	5%	4%	5%	6%	2%	6%	3%	4%	5%	5%	2%	3%	6%	7%	5%	2%	5%	6%	4%	7%	5%	2%	4%	8%	3%	3%	5%	3%	7%	2%	8%	2%	5%
Somewhat independent	12%	14%	13%	11%	12%	17%	6%	11%	17%	15%	13%	13%	8%	10%	16%	12%	10%	13%	18%	7%	9%	18%	12%	9%	11%	15%	13%	12%	2%	19%	11%	5%	20%	11%	8%	8%	15%
Somewhat partisan	27%	31%	22%	30%	24%	29%	26%	21%	33%	28%	23%	27%	28%	28%	30%	25%	22%	22%	24%	18%	23%	37%	26%	27%	22%	30%	26%	30%	15%	22%	26%	17%	35%	30%	23%	28%	27%
Very partisan	27%	14%	26%	31%	39%	38%	33%	20%	21%	17%	23%	39%	30%	23%	29%	29%	38%	31%	21%	42%	32%	12%	37%	25%	35%	21%	29%	17%	10%	33%	32%	44%	11%	16%	23%	24%	32%
Unsure	29%	41%	30%	25%	20%	13%	31%	42%	27%	33%	37%	17%	29%	33%	23%	32%	25%	27%	32%	31%	31%	26%	22%	32%	27%	32%	28%	33%	70%	22%	26%	31%	28%	41%	38%	37%	21%

Do believe Bob Casey is independent or partisan as Pennsylvania's U.S. Senator?

CYGNAL

Presidential Debate Viewership

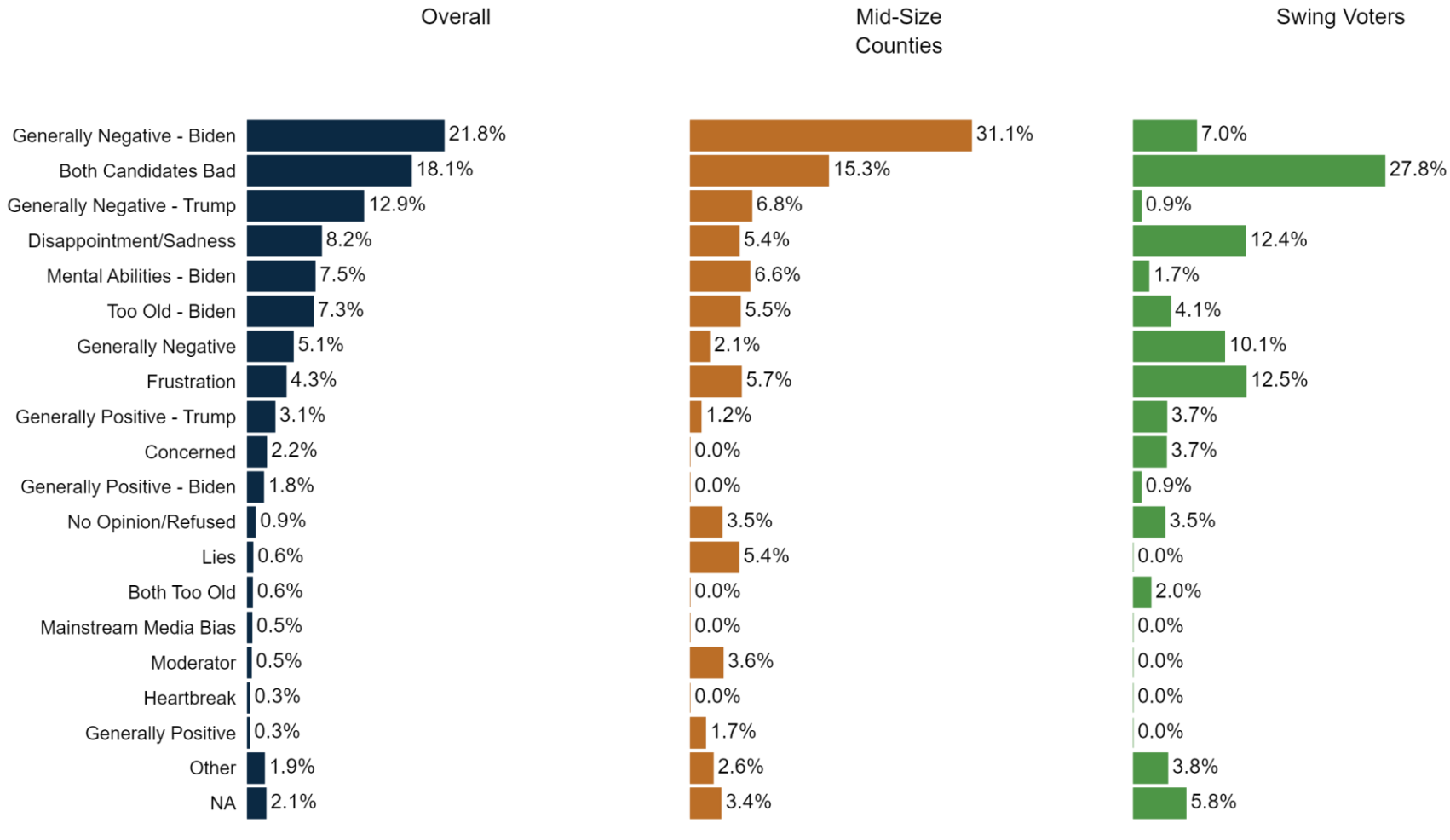


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Yes, I watched Total	66%	60%	68%	66%	72%	71%	67%	59%	69%	56%	71%	69%	69%	62%	64%	72%	68%	66%	86%	72%	68%	62%	69%	65%	72%	57%	66%	66%	41%	55%	77%	59%	50%	54%	70%	71%
Followed it afterwards Total	20%	25%	17%	21%	16%	19%	19%	22%	19%	21%	21%	23%	14%	22%	24%	14%	18%	23%	8%	16%	9%	25%	18%	22%	12%	27%	22%	12%	15%	23%	12%	27%	29%	27%	16%	17%
Yes, I watched the entire debate	38%	24%	42%	40%	45%	41%	44%	39%	27%	26%	40%	44%	41%	38%	33%	47%	28%	33%	52%	48%	35%	30%	42%	34%	36%	33%	38%	34%	14%	19%	49%	30%	29%	27%	36%	43%
Yes, I watched most of the debate	17%	17%	18%	17%	18%	21%	15%	11%	25%	17%	18%	16%	20%	16%	15%	19%	17%	26%	20%	15%	21%	19%	16%	20%	26%	13%	17%	23%	16%	14%	19%	16%	11%	16%	17%	18%
Yes, I watched some of the debate	11%	19%	8%	9%	8%	9%	9%	9%	18%	13%	13%	9%	9%	8%	16%	6%	24%	7%	13%	9%	11%	13%	11%	11%	9%	10%	11%	9%	11%	22%	9%	13%	10%	12%	16%	10%
Followed it afterwards on the news	12%	12%	15%	12%	9%	11%	10%	16%	11%	13%	14%	14%	6%	11%	19%	7%	15%	13%	6%	10%	7%	16%	14%	16%	8%	12%	14%	6%	7%	16%	7%	16%	18%	12%	12%	12%
Followed it afterwards on social media	8%	12%	2%	9%	8%	8%	9%	6%	8%	8%	6%	9%	7%	11%	5%	7%	3%	11%	2%	6%	2%	9%	4%	6%	4%	15%	8%	6%	8%	7%	5%	11%	11%	16%	5%	5%
No, I did not watch the debate or pay much attention afterwards	12%	13%	15%	10%	11%	9%	13%	16%	11%	22%	7%	8%	15%	16%	10%	9%	11%	11%	6%	9%	21%	13%	11%	13%	11%	17%	11%	19%	37%	21%	9%	14%	18%	15%	13%	11%
Unsure	2%	3%	1%	2%	1%	1%	1%	3%	0%	2%	2%	0%	2%	0%	2%	5%	3%	0%	0%	2%	3%	1%	1%	1%	6%	0%	1%	4%	7%	0%	2%	0%	2%	3%	1%	1%

Did you watch the presidential debate last night or have you followed it on other sources today?

CYGNAL

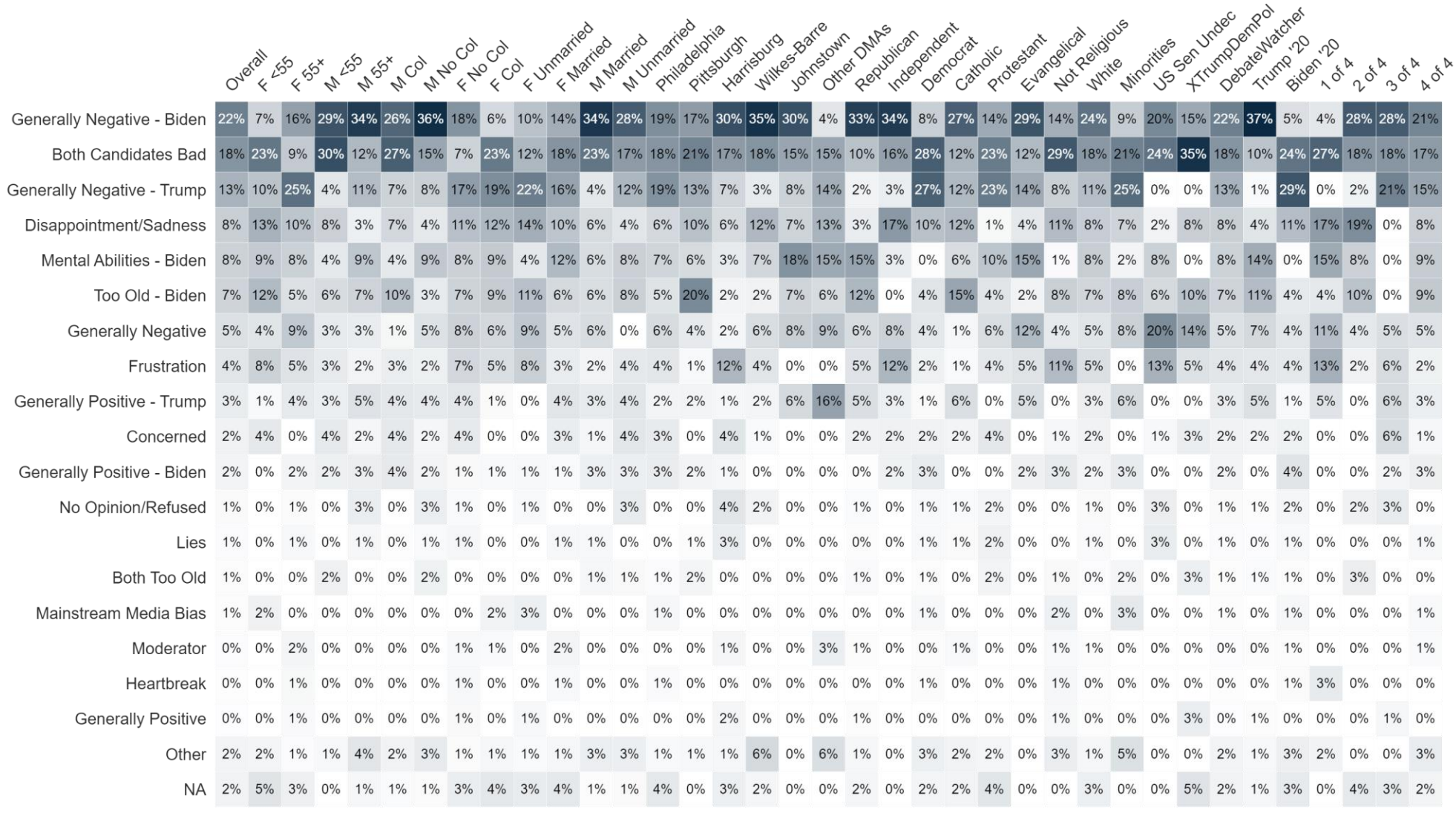
Debate Watcher Takeaway Open-End



In a few of your own words, what was your takeaway from the debate?

CYGNAL

Debate Watcher Takeaway Open-End Heatmap

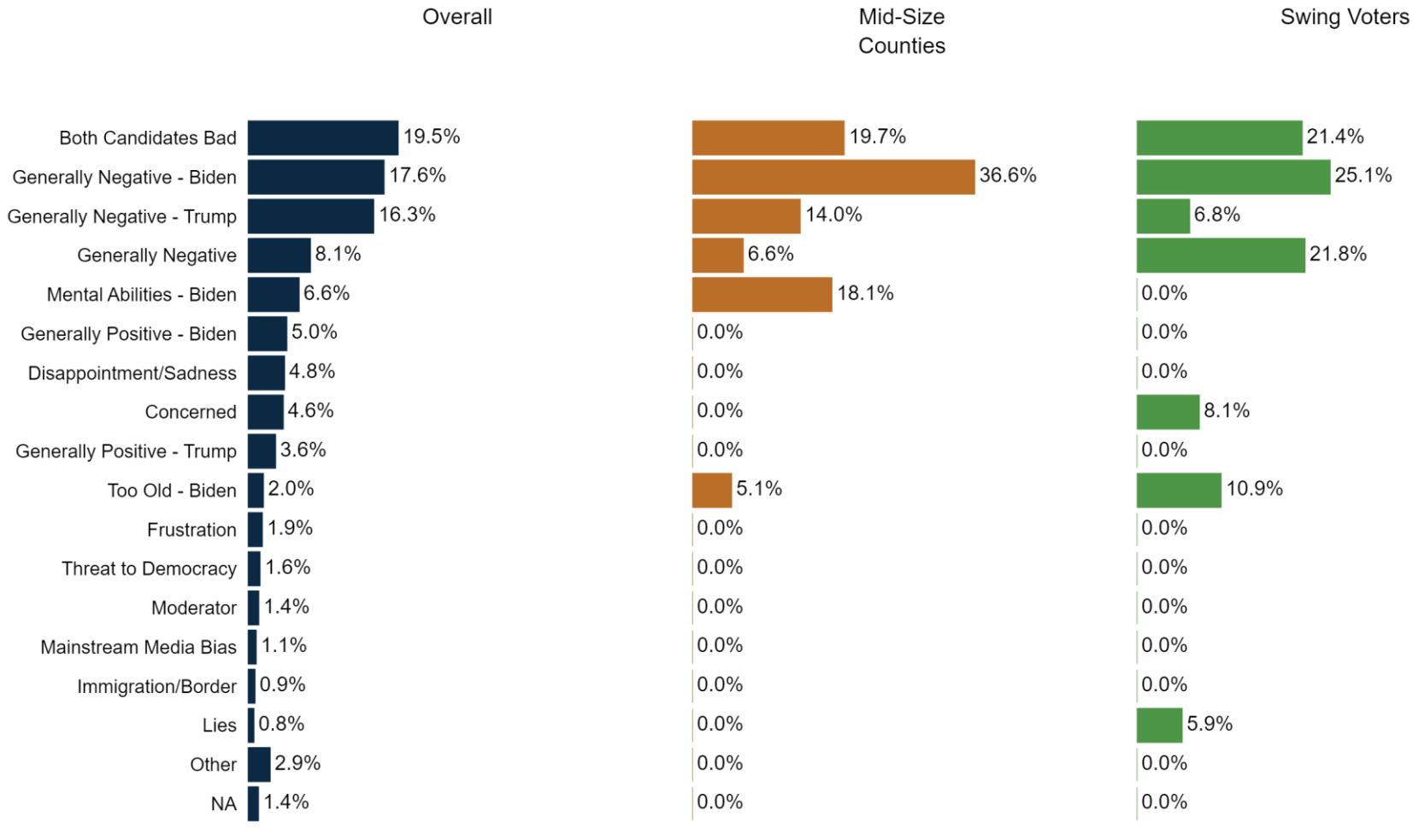


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Generally Negative - Biden	22%	7%	16%	29%	34%	26%	36%	18%	6%	10%	14%	34%	28%	19%	17%	30%	35%	30%	4%	33%	34%	8%	27%	14%	29%	14%	24%	9%	20%	15%	22%	37%	5%	4%	28%	28%	21%
Both Candidates Bad	18%	23%	9%	30%	12%	27%	15%	7%	23%	12%	18%	23%	17%	18%	21%	17%	18%	15%	15%	10%	16%	28%	12%	23%	12%	29%	18%	21%	24%	35%	18%	10%	24%	27%	18%	18%	17%
Generally Negative - Trump	13%	10%	25%	4%	11%	7%	8%	17%	19%	22%	16%	4%	12%	19%	13%	7%	3%	8%	14%	2%	3%	27%	12%	23%	14%	8%	11%	25%	0%	0%	13%	1%	29%	0%	2%	21%	15%
Disappointment/Sadness	8%	13%	10%	8%	3%	7%	4%	11%	12%	14%	10%	6%	4%	6%	10%	6%	12%	7%	13%	3%	17%	10%	12%	1%	4%	11%	8%	7%	2%	8%	8%	4%	11%	17%	19%	0%	8%
Mental Abilities - Biden	8%	9%	8%	4%	9%	4%	9%	8%	9%	4%	12%	6%	8%	7%	6%	3%	7%	18%	15%	15%	3%	0%	6%	10%	15%	1%	8%	2%	8%	0%	8%	14%	0%	15%	8%	0%	9%
Too Old - Biden	7%	12%	5%	6%	7%	10%	3%	7%	9%	11%	6%	6%	8%	5%	20%	2%	2%	7%	6%	12%	0%	4%	15%	4%	2%	8%	7%	8%	6%	10%	7%	11%	4%	4%	10%	0%	9%
Generally Negative	5%	4%	9%	3%	3%	1%	5%	8%	6%	9%	5%	6%	0%	6%	4%	2%	6%	8%	9%	6%	8%	4%	1%	6%	12%	4%	5%	8%	20%	14%	5%	7%	4%	11%	4%	5%	5%
Frustration	4%	8%	5%	3%	2%	3%	2%	7%	5%	8%	3%	2%	4%	4%	1%	12%	4%	0%	0%	5%	12%	2%	1%	4%	5%	11%	5%	0%	13%	5%	4%	4%	4%	13%	2%	6%	2%
Generally Positive - Trump	3%	1%	4%	3%	5%	4%	4%	4%	1%	0%	4%	3%	4%	2%	2%	1%	2%	6%	16%	5%	3%	1%	6%	0%	5%	0%	3%	6%	0%	0%	3%	5%	1%	5%	0%	6%	3%
Concerned	2%	4%	0%	4%	2%	4%	2%	4%	0%	0%	3%	1%	4%	3%	0%	4%	1%	0%	0%	2%	2%	2%	2%	4%	0%	1%	2%	0%	1%	3%	2%	2%	2%	0%	0%	6%	1%
Generally Positive - Biden	2%	0%	2%	2%	3%	4%	2%	1%	1%	1%	1%	3%	3%	3%	2%	1%	0%	0%	0%	0%	2%	3%	0%	0%	2%	3%	2%	3%	0%	0%	2%	0%	4%	0%	0%	2%	3%
No Opinion/Refused	1%	0%	1%	0%	3%	0%	3%	1%	0%	1%	0%	0%	3%	0%	0%	4%	2%	0%	0%	1%	0%	1%	1%	2%	0%	0%	1%	0%	3%	0%	1%	1%	2%	0%	2%	3%	0%
Lies	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	3%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	1%	0%	3%	0%	1%	0%	1%	0%	0%	0%	1%
Both Too Old	1%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	1%	1%	1%	2%	0%	0%	0%	0%	1%	0%	1%	0%	2%	0%	1%	0%	2%	0%	3%	1%	1%	1%	0%	3%	0%	0%
Mainstream Media Bias	1%	2%	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	3%	0%	0%	1%	0%	1%	0%	0%	0%	1%
Moderator	0%	0%	2%	0%	0%	0%	0%	1%	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	3%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
Heartbreak	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%
Generally Positive	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%	0%	1%	0%	0%	0%	1%	0%
Other	2%	2%	1%	1%	4%	2%	3%	1%	1%	1%	1%	3%	3%	1%	1%	1%	6%	0%	6%	1%	0%	3%	2%	2%	0%	3%	1%	5%	0%	0%	2%	1%	3%	2%	0%	0%	3%
NA	2%	5%	3%	0%	1%	1%	1%	3%	4%	3%	4%	1%	1%	4%	0%	3%	2%	0%	0%	2%	0%	2%	2%	4%	0%	0%	3%	0%	0%	5%	2%	1%	3%	0%	4%	3%	2%

In a few of your own words, what was your takeaway from the debate?

CYGNAL

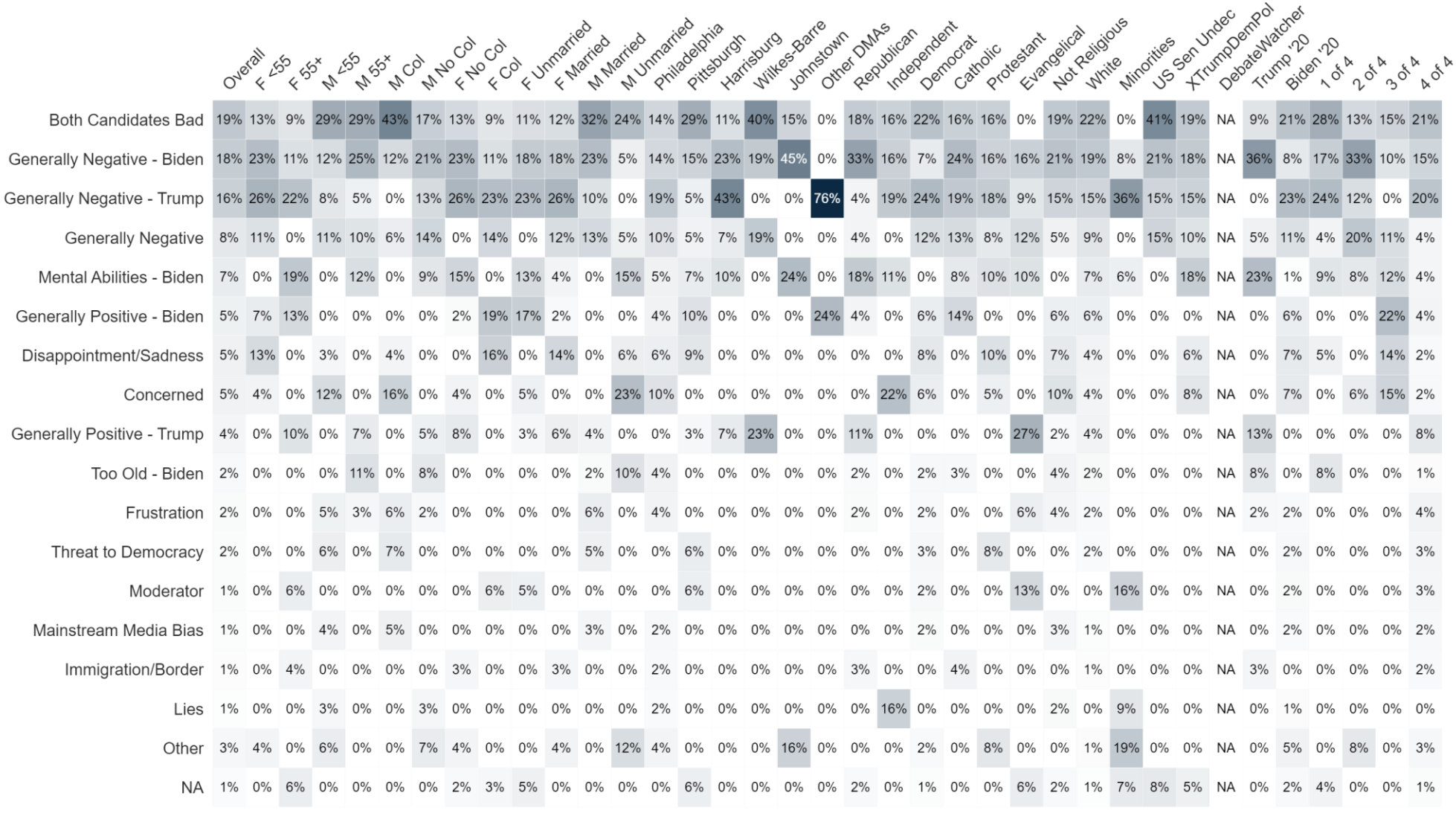
Debate Follower Takeaway Open-End



In a few of your own words, what was your takeaway from the debate?

CYGNAL

Debate Follower Takeaway Open-End Heatmap

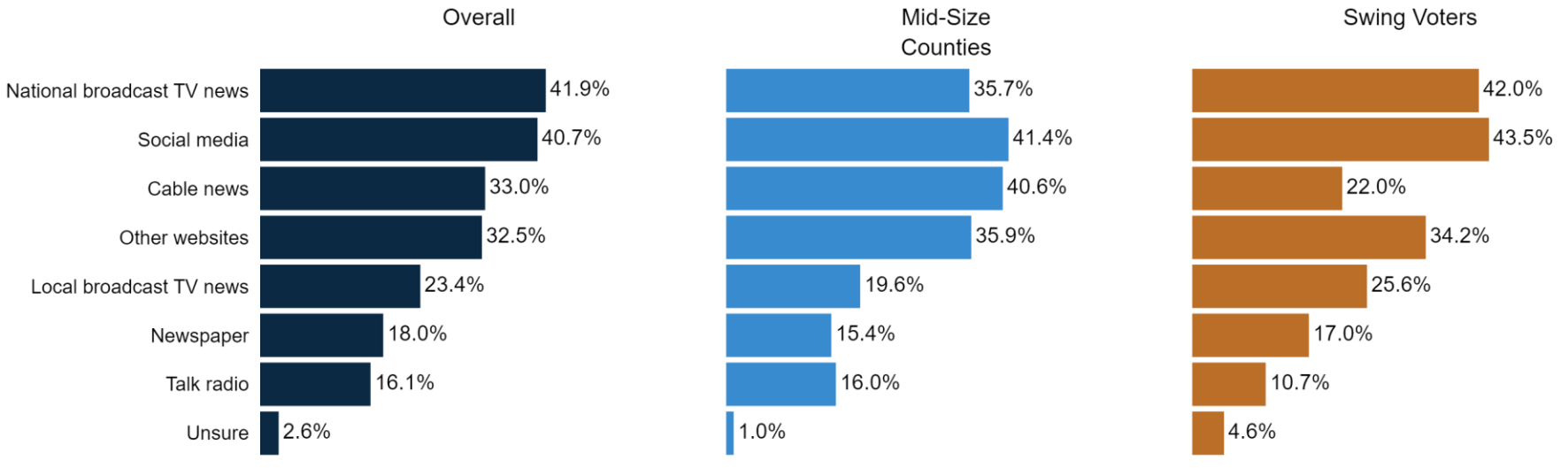


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Both Candidates Bad	19%	13%	9%	29%	29%	43%	17%	13%	9%	11%	12%	32%	24%	14%	29%	11%	40%	15%	0%	18%	16%	22%	16%	16%	0%	19%	22%	0%	41%	19%	NA	9%	21%	28%	13%	15%	21%
Generally Negative - Biden	18%	23%	11%	12%	25%	12%	21%	23%	11%	18%	18%	23%	5%	14%	15%	23%	19%	45%	0%	33%	16%	7%	24%	16%	16%	21%	19%	8%	21%	18%	NA	36%	8%	17%	33%	10%	15%
Generally Negative - Trump	16%	26%	22%	8%	5%	0%	13%	26%	23%	23%	26%	10%	0%	19%	5%	43%	0%	0%	76%	4%	19%	24%	19%	18%	9%	15%	15%	36%	15%	15%	NA	0%	23%	24%	12%	0%	20%
Generally Negative	8%	11%	0%	11%	10%	6%	14%	0%	14%	0%	12%	13%	5%	10%	5%	7%	19%	0%	0%	4%	0%	12%	13%	8%	12%	5%	9%	0%	15%	10%	NA	5%	11%	4%	20%	11%	4%
Mental Abilities - Biden	7%	0%	19%	0%	12%	0%	9%	15%	0%	13%	4%	0%	15%	5%	7%	10%	0%	24%	0%	18%	11%	0%	8%	10%	10%	0%	7%	6%	0%	18%	NA	23%	1%	9%	8%	12%	4%
Generally Positive - Biden	5%	7%	13%	0%	0%	0%	0%	2%	19%	17%	2%	0%	0%	4%	10%	0%	0%	0%	24%	4%	0%	6%	14%	0%	0%	6%	6%	0%	0%	0%	NA	0%	6%	0%	0%	22%	4%
Disappointment/Sadness	5%	13%	0%	3%	0%	4%	0%	0%	16%	0%	14%	0%	6%	6%	9%	0%	0%	0%	0%	0%	0%	8%	0%	10%	0%	7%	4%	0%	0%	6%	NA	0%	7%	5%	0%	14%	2%
Concerned	5%	4%	0%	12%	0%	16%	0%	4%	0%	5%	0%	0%	23%	10%	0%	0%	0%	0%	0%	0%	22%	6%	0%	5%	0%	10%	4%	0%	0%	8%	NA	0%	7%	0%	6%	15%	2%
Generally Positive - Trump	4%	0%	10%	0%	7%	0%	5%	8%	0%	3%	6%	4%	0%	0%	3%	7%	23%	0%	0%	11%	0%	0%	0%	0%	27%	2%	4%	0%	0%	0%	NA	13%	0%	0%	0%	0%	8%
Too Old - Biden	2%	0%	0%	0%	11%	0%	8%	0%	0%	0%	0%	2%	10%	4%	0%	0%	0%	0%	0%	2%	0%	2%	3%	0%	0%	4%	2%	0%	0%	0%	NA	8%	0%	8%	0%	0%	1%
Frustration	2%	0%	0%	5%	3%	6%	2%	0%	0%	0%	0%	6%	0%	4%	0%	0%	0%	0%	0%	2%	0%	2%	0%	0%	6%	4%	2%	0%	0%	0%	NA	2%	2%	0%	0%	0%	4%
Threat to Democracy	2%	0%	0%	6%	0%	7%	0%	0%	0%	0%	0%	5%	0%	0%	6%	0%	0%	0%	0%	0%	0%	3%	0%	8%	0%	0%	2%	0%	0%	0%	NA	0%	2%	0%	0%	0%	3%
Moderator	1%	0%	6%	0%	0%	0%	0%	0%	6%	5%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	2%	0%	0%	13%	0%	0%	16%	0%	0%	NA	0%	2%	0%	0%	0%	3%
Mainstream Media Bias	1%	0%	0%	4%	0%	5%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	3%	1%	0%	0%	0%	NA	0%	2%	0%	0%	0%	2%
Immigration/Border	1%	0%	4%	0%	0%	0%	0%	3%	0%	0%	3%	0%	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	4%	0%	0%	0%	1%	0%	0%	0%	NA	3%	0%	0%	0%	0%	2%
Lies	1%	0%	0%	3%	0%	0%	3%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	16%	0%	0%	0%	0%	2%	0%	9%	0%	0%	NA	0%	1%	0%	0%	0%	0%
Other	3%	4%	0%	6%	0%	0%	7%	4%	0%	0%	4%	0%	12%	4%	0%	0%	0%	16%	0%	0%	0%	2%	0%	8%	0%	0%	1%	19%	0%	0%	NA	0%	5%	0%	8%	0%	3%
NA	1%	0%	6%	0%	0%	0%	0%	2%	3%	5%	0%	0%	0%	0%	6%	0%	0%	0%	0%	2%	0%	1%	0%	0%	6%	2%	1%	7%	8%	5%	NA	0%	2%	4%	0%	0%	1%

In a few of your own words, what was your takeaway from the debate?

CYGNAL

News Sources



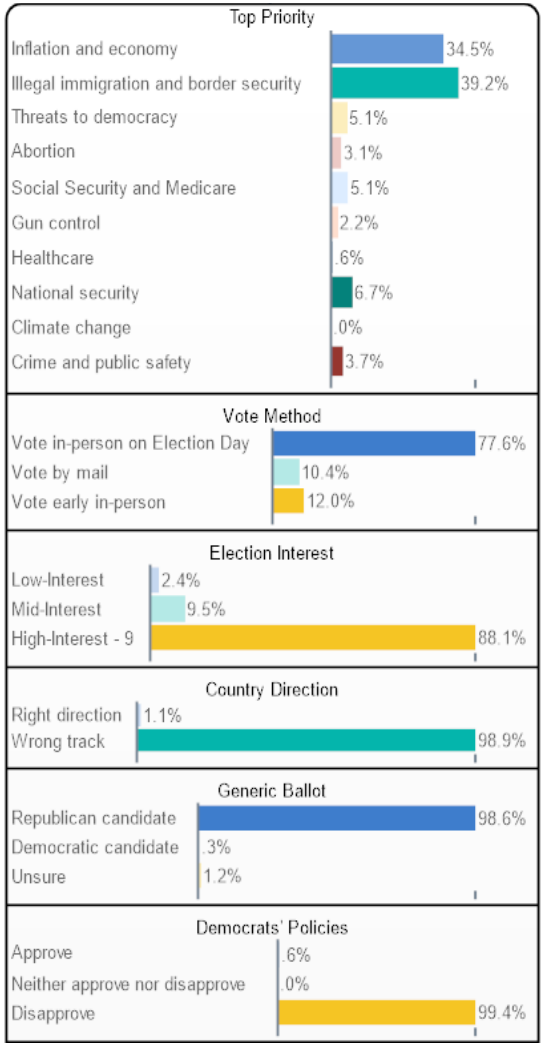
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Unmarried	F Married	M Married	M Unmarried	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre	Johnstown	Other DMAs	Republican	Independent	Democrat	Catholic	Protestant	Evangelical	Not Religious	White	Minorities	US Sen Undec	XTrumpDemPol	DebateWatcher	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
National broadcast TV news	42%	46%	50%	33%	37%	38%	33%	43%	54%	51%	46%	37%	33%	45%	44%	35%	35%	35%	54%	29%	43%	55%	41%	41%	39%	51%	40%	54%	41%	51%	45%	28%	54%	45%	30%	36%	46%
Social media	41%	60%	27%	51%	23%	36%	40%	40%	47%	38%	48%	35%	43%	40%	46%	35%	33%	47%	51%	36%	48%	43%	33%	29%	42%	52%	42%	35%	50%	54%	33%	37%	42%	50%	50%	46%	34%
Cable news	33%	22%	40%	24%	47%	30%	39%	35%	27%	29%	35%	42%	26%	33%	35%	33%	35%	21%	30%	38%	30%	29%	37%	41%	27%	24%	33%	33%	17%	20%	39%	39%	30%	21%	33%	30%	37%
Other websites	33%	29%	23%	51%	27%	42%	39%	26%	26%	23%	28%	44%	36%	30%	30%	36%	31%	48%	41%	37%	25%	31%	27%	31%	34%	37%	33%	24%	34%	36%	25%	35%	29%	26%	33%	33%	32%
Local broadcast TV news	23%	21%	27%	19%	28%	23%	24%	24%	24%	27%	22%	17%	31%	22%	26%	27%	20%	22%	21%	22%	21%	25%	25%	31%	23%	17%	24%	23%	26%	23%	25%	22%	26%	17%	19%	19%	28%
Newspaper	18%	18%	19%	19%	14%	25%	11%	15%	24%	18%	19%	17%	17%	15%	24%	17%	18%	21%	17%	13%	21%	23%	20%	18%	8%	22%	19%	13%	14%	26%	19%	11%	25%	15%	10%	13%	21%
Talk radio	16%	19%	12%	15%	19%	14%	19%	17%	13%	13%	17%	19%	15%	16%	16%	17%	18%	14%	19%	22%	14%	10%	19%	18%	16%	14%	16%	13%	16%	13%	19%	22%	10%	20%	17%	18%	14%
Unsure	3%	3%	2%	3%	3%	1%	3%	3%	2%	2%	3%	2%	3%	3%	3%	2%	4%	4%	0%	3%	8%	1%	1%	4%	5%	1%	3%	1%	6%	0%	2%	3%	1%	6%	6%	2%	1%

What are your primary sources for news? Select at least one and up to three.

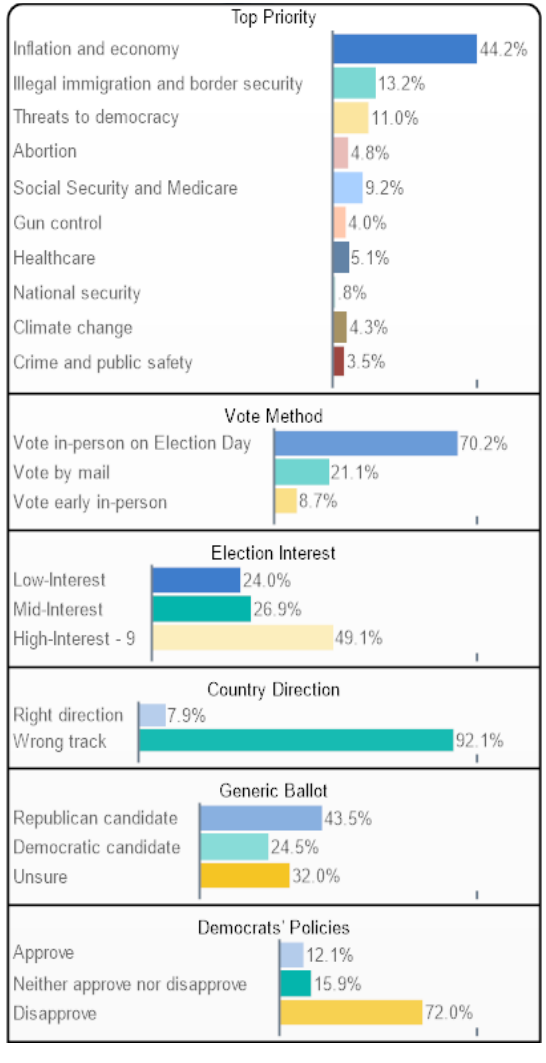
CYGNAL

Segmentation Analysis:

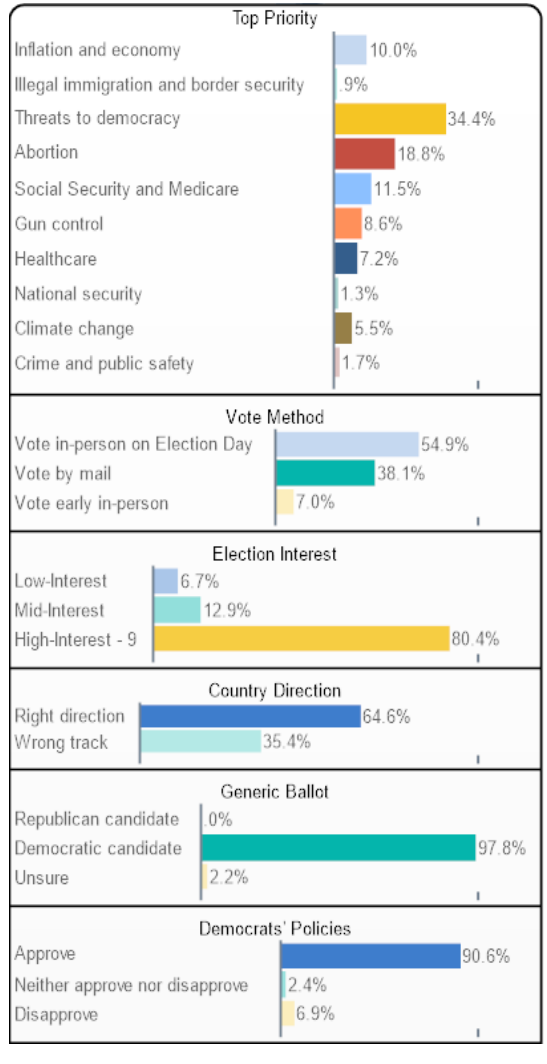
GOP Base (39%)



Lean Trump/Moderates (21%)



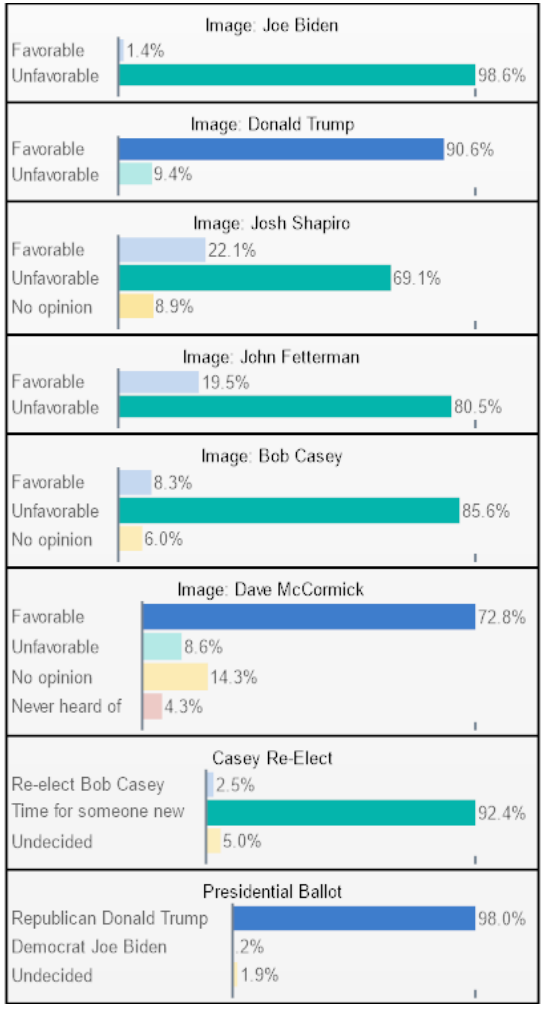
Dem Base (40%)



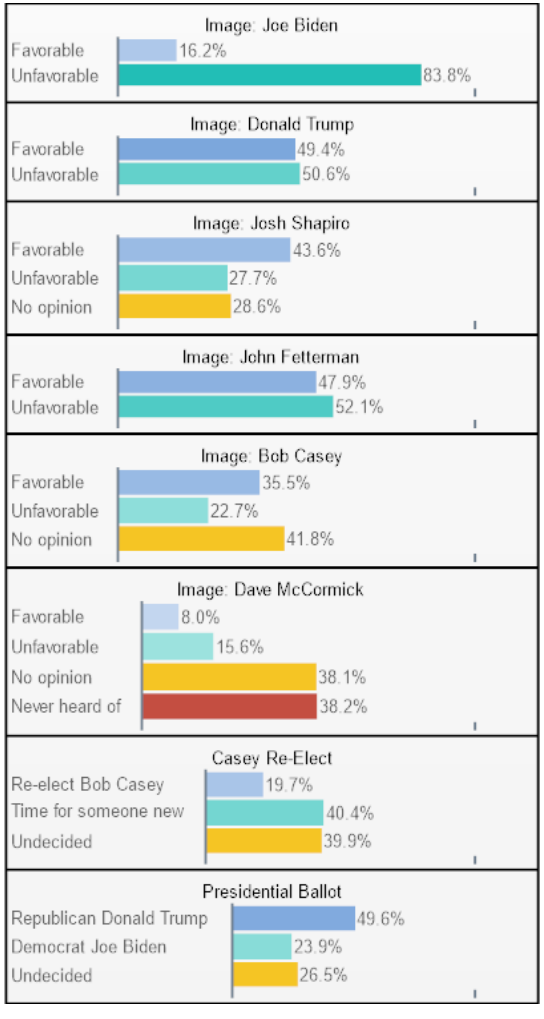
CYGNAL

Segmentation Analysis:

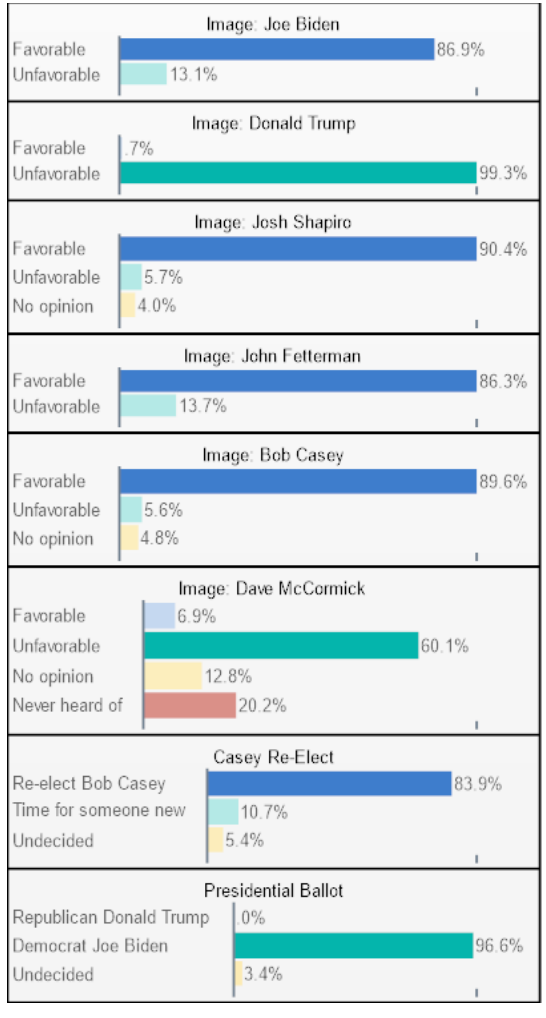
GOP Base (39%)



Lean Trump/Moderates (21%)



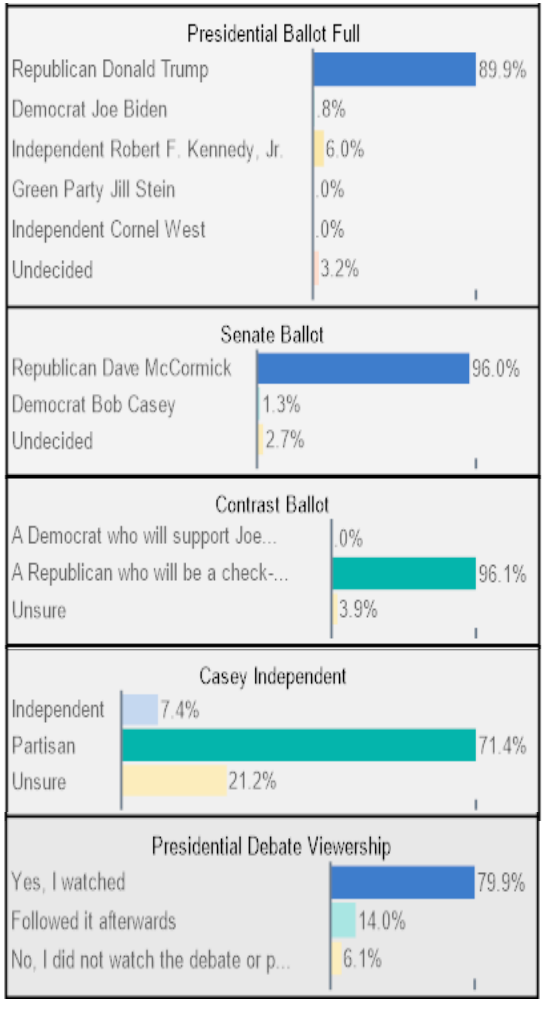
Dem Base (40%)



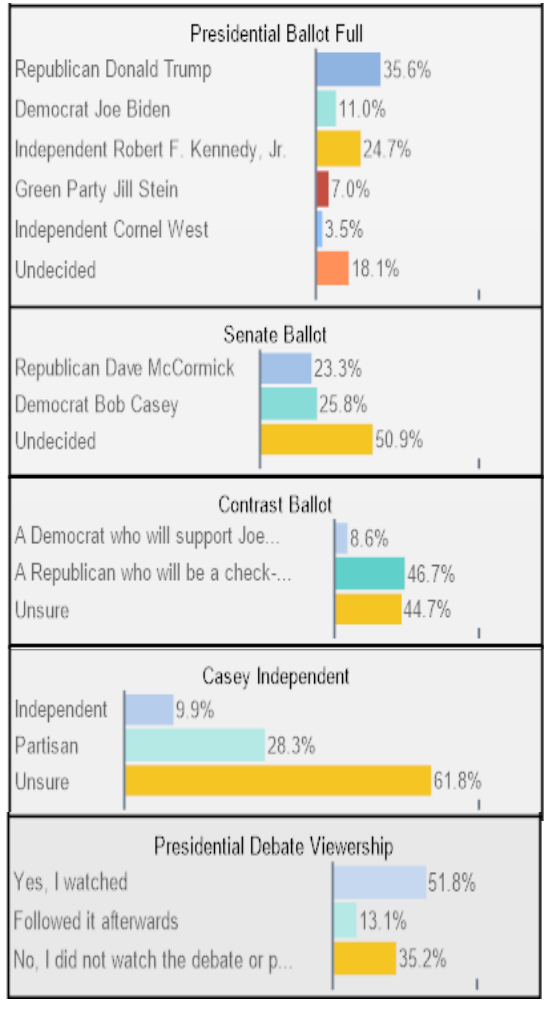
CYGNAL

Segmentation Analysis:

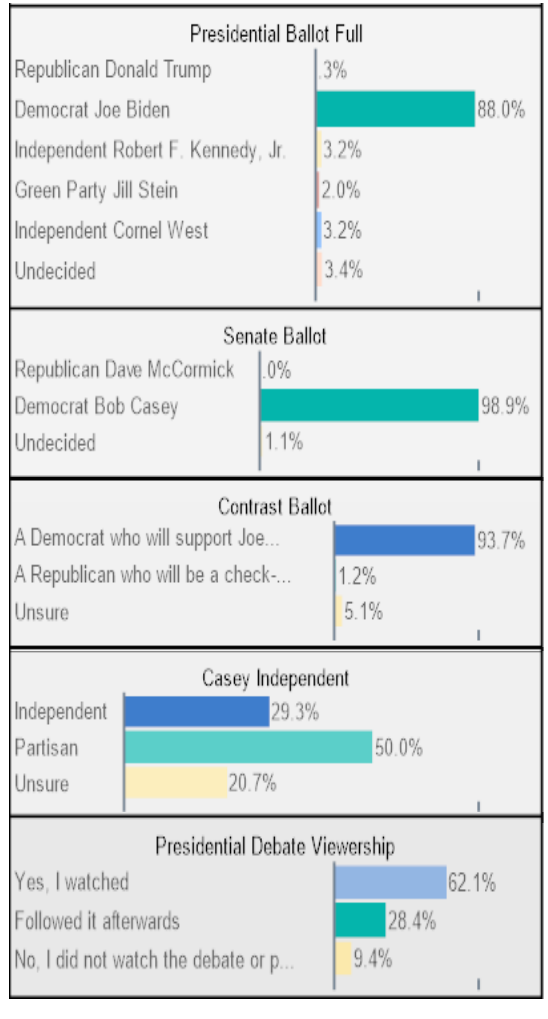
GOP Base (39%)



Lean Trump/Moderates (21%)



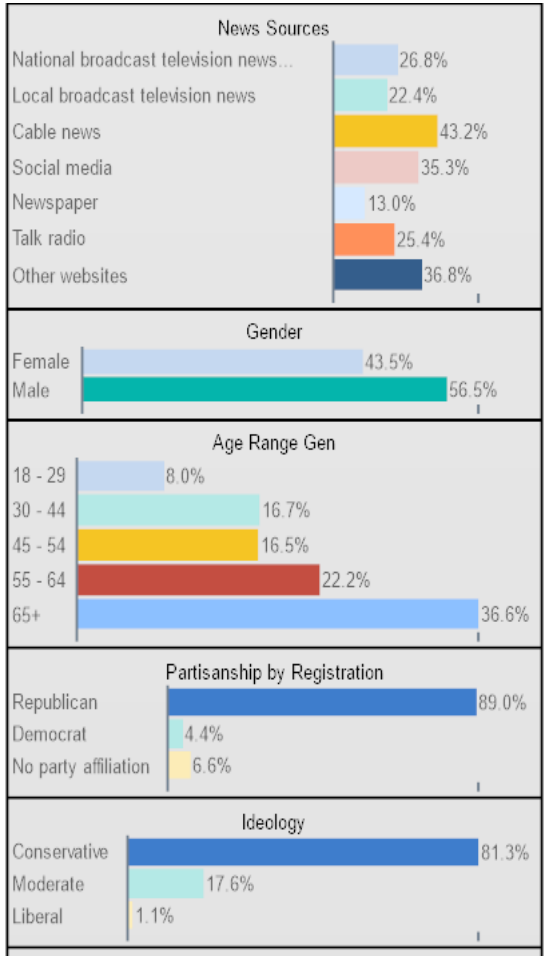
Dem Base (40%)



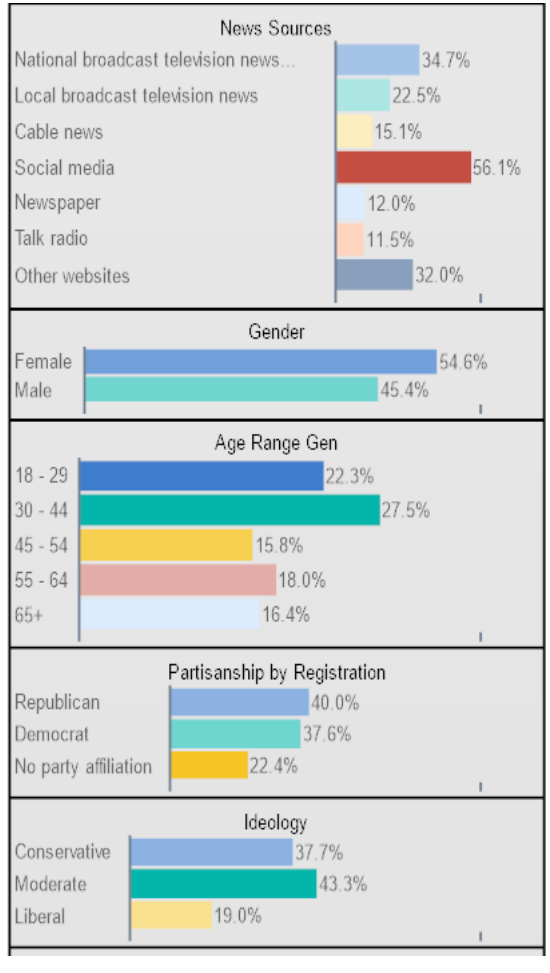
CYGNAL

Segmentation Analysis:

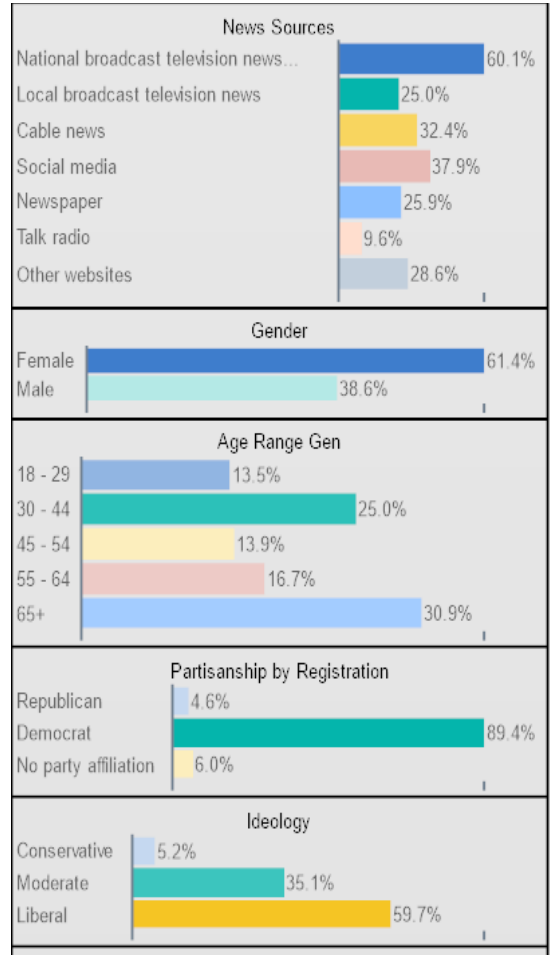
GOP Base (39%)



Lean Trump/Moderates (21%)



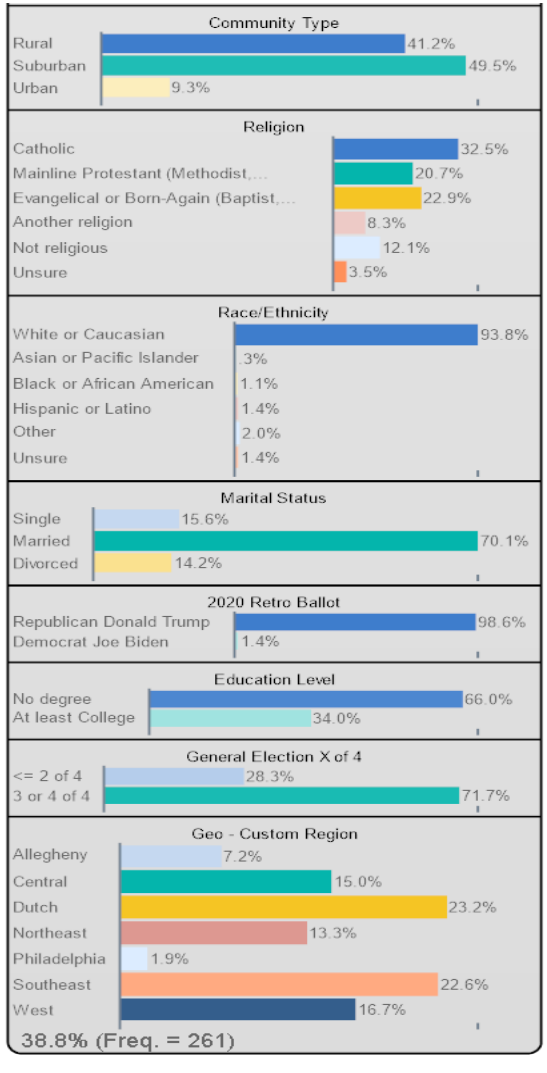
Dem Base (40%)



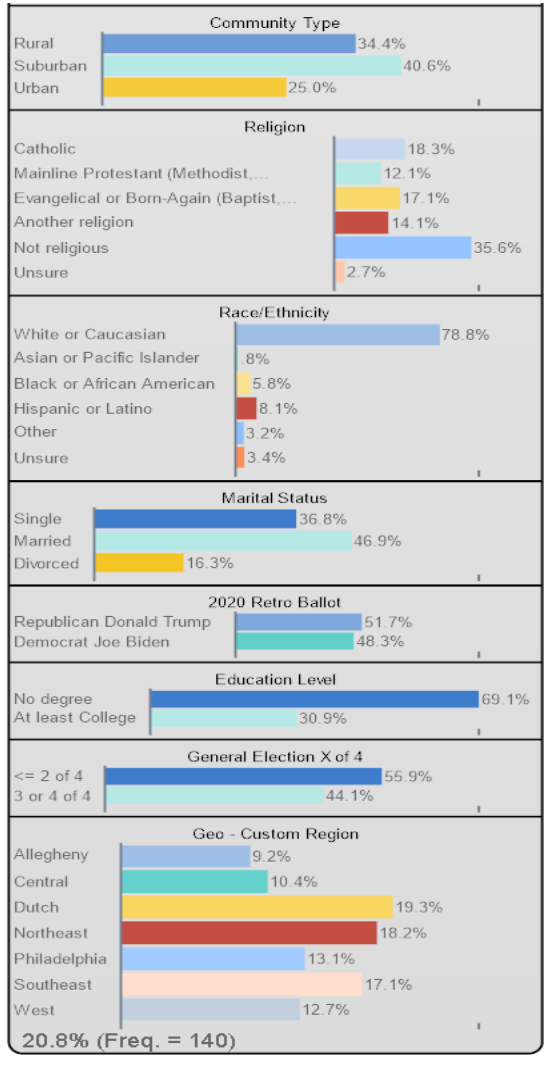
CYGNAL

Segmentation Analysis:

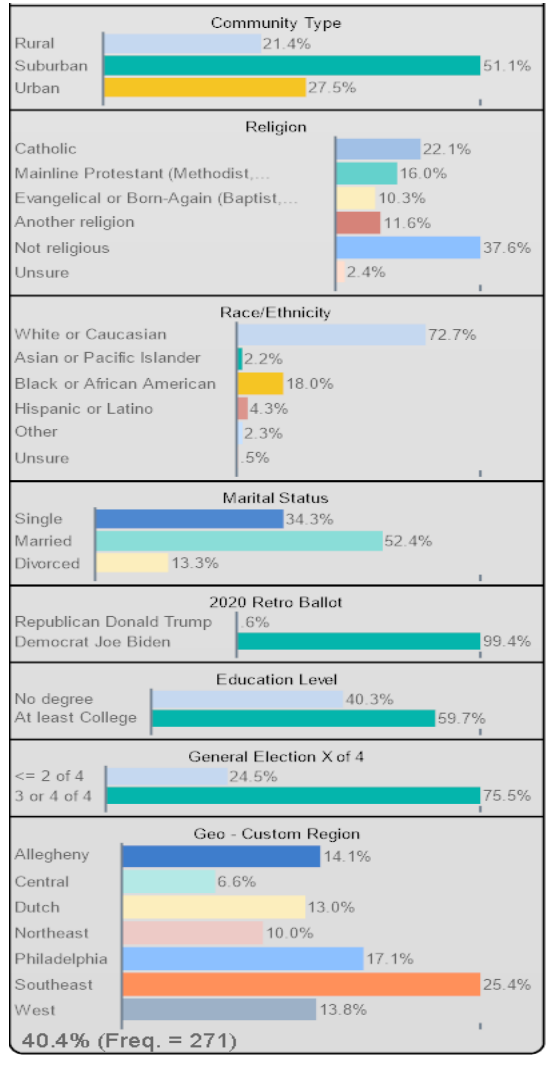
GOP Base (39%)



Lean Trump/Moderates (21%)



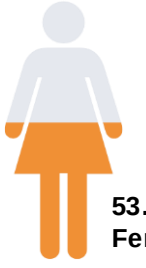
Dem Base (40%)



CYGNAL

Demographics (Overall)

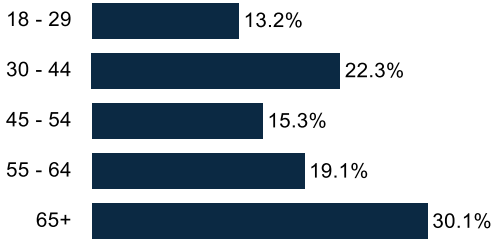
Sex



53.0%
Female

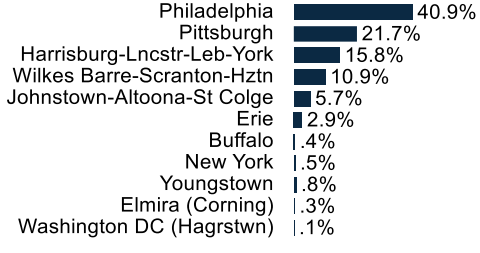
47.0%
Male

Age Range

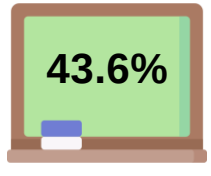


Household Income

Geo - DMA



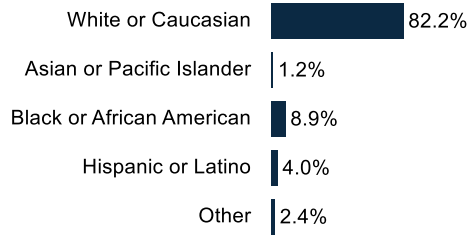
Education



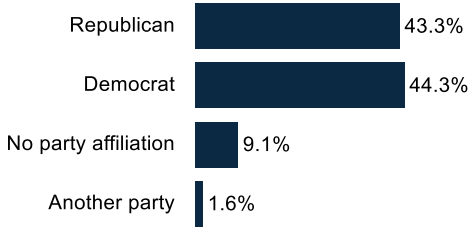
have at least
a College degree

56.0% have no college degree

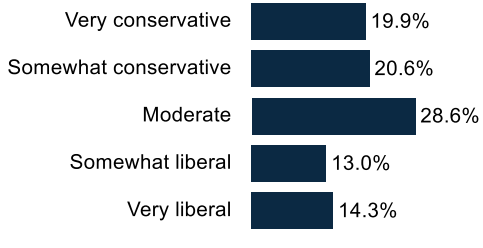
Race/Ethnicity



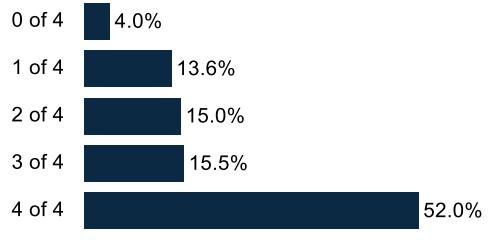
Partisanship



Ideology



General Election X of 4

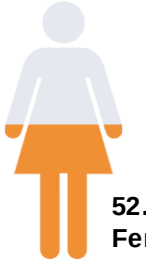


Overall Sample size: 800

CYGNAL

Demographics (Mid-Size Counties)

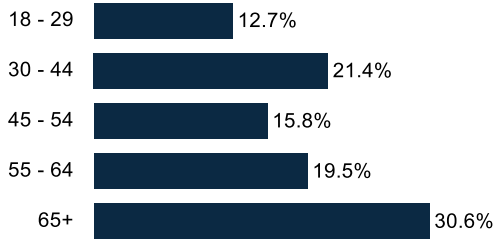
Sex



52.2% Female

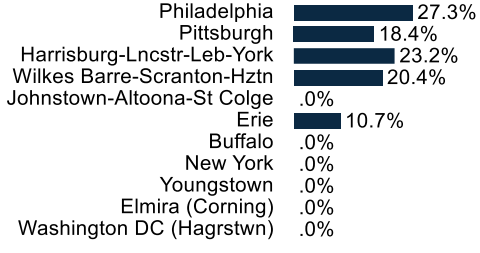
47.8% Male

Age Range

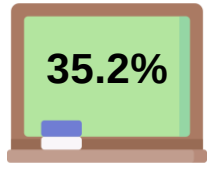


Household Income

Geo - DMA



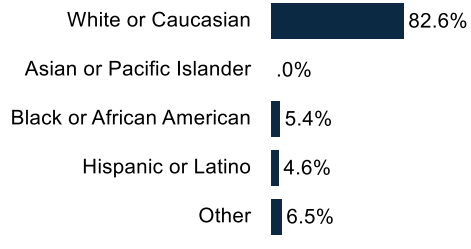
Education



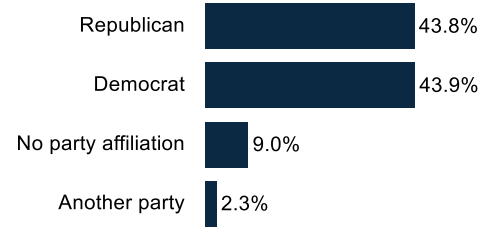
have at least a College degree

64.8% have no college degree

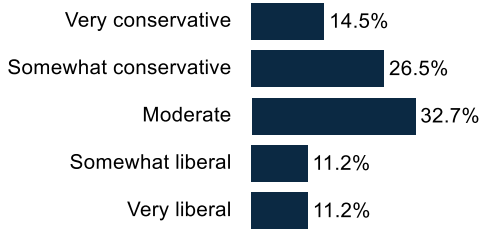
Race/Ethnicity



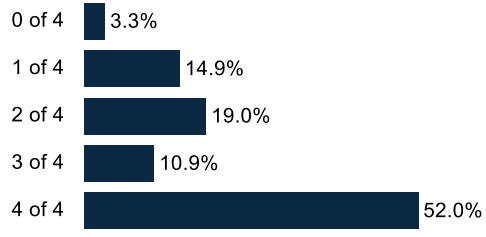
Partisanship



Ideology



General Election X of 4

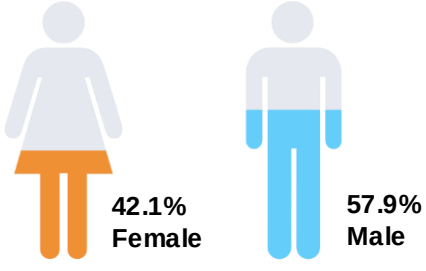


Mid-Size Counties Sample size: 135

CYGNAL

Demographics (Swing Voters)

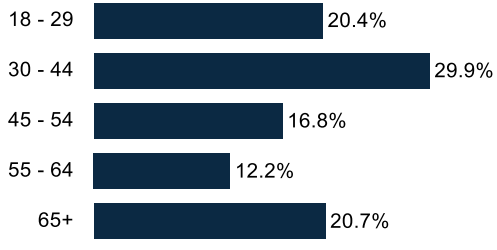
Sex



42.1% Female

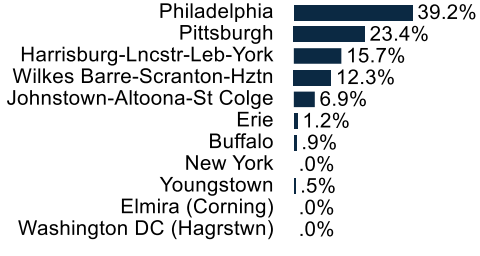
57.9% Male

Age Range

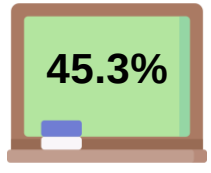


Household Income

Geo - DMA



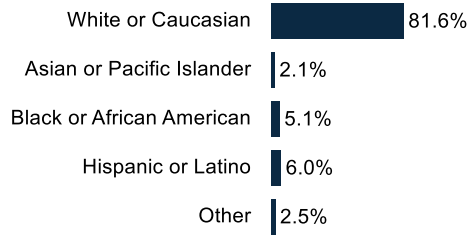
Education



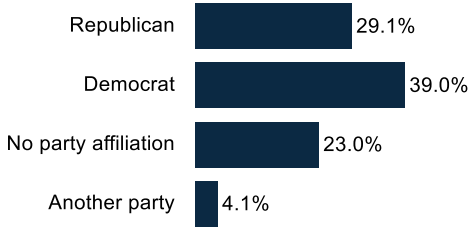
have at least a College degree

54.0% have no college degree

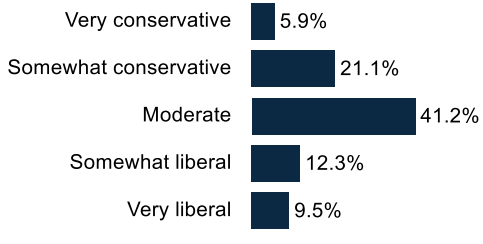
Race/Ethnicity



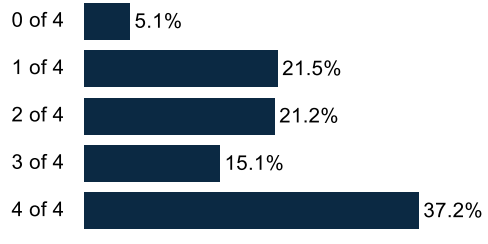
Partisanship



Ideology



General Election X of 4



Swing Voters Sample size: 150

CYGNAL