

July 2, 2024



CYGNAL

# Survey of Likely General Election Voters **National Battleground Districts Survey**

June 30 – July 1, 2024 | n=1515 |  $\pm 2.44\%$

## Insights & Analysis

- Two-thirds of voters (68%) continue to believe the **United States is on the wrong track**.
- **Inflation and the cost of living** (29%) continues to be a top priority for these congressional battleground voters, seeing a steady increase since March. **Border security** (22%) and **threats to democracy** (14%) come in as the next top issues.
  - Young voters, independents, parents, and voters across income brackets say that inflation is their top issue.
- On the **Generic Congressional Ballot**, a Republican continues to lead at 46% over the Democrat's 43%. Independent voters lean more towards the Republican (37% / 34%) and half of debate watchers (50%) say the same.
- Looking at the images for the potential Trump VP picks, **Marco Rubio** has the highest favorables (33%) but also the highest name identification. Rubio's image is also the most net-negative at -9, with **JD Vance's** image underwater at -7%, **Tim Scott** at -1, and **Doug Burgum** at +1. Burgum has the lowest name identification of the candidates tested.
  - Looking at those who voted for Trump in 2020, Rubio (58%) and Scott (53%) have the highest favorables.
- **Joe Biden's** image (36% favorable, 61% unfavorable) has worsened since May, seeing a 3% increase in his unfavorables while his favorables have decreased 5%. Biden image has worsened with young men (-10 favorable) and young women (-10% favorable) and with black voters (-16%).

## Insights & Analysis

- **Kamala Harris'** image (37% favorable, 56% unfavorable) has remained relatively stable. Her favorables are 8% higher with young women (42%) than Biden's (34%), and less Democrats have an unfavorable impression of her (15%) than Biden (21%).
- **Donald Trump's** image (45% favorable, 52% unfavorable) has softened slightly since May seeing a 2% increase in his favorables and 3% decrease in his unfavorables. He is under water with Independent voters (38% favorable, 56% unfavorable) and suburban voters (43% favorable, 54% unfavorable).
  - His image has improved with Independent voters (+5% favorable) and single women (+6% favorable).
- On the **head-to-head Presidential Ballot**, Trump leads with 48% of the vote to Biden's 41%. Half of voters who watched the debate say that they would vote for Trump (51%) over Biden (38%).
  - More Independent voters (41%) will vote for Trump over Biden (33%).
  - Younger men support Trump (53% Trump, 30% Biden) while younger women are closer on the ballot (41% Trump, 43% Biden). Younger men can be seen leaving the Biden camp (-14) with most saying they are now undecided (+10).
  - Biden has also lost support among independents (-10) and black voters (-19).
- The **Full Presidential Ballot** shows Biden (38%) falling behind Trump (45%), where they were only separated by only 1% in May, there is now a 7% gap. Robert F. Kennedy Jr. only receives 9% of the vote.

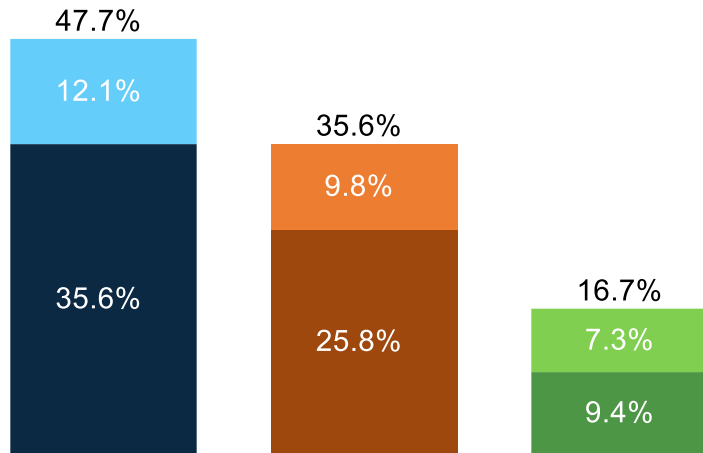
## Insights & Analysis

- **Joe Biden's job approval** (36% approve, 57% disapprove) has remained relatively stable but has seen a 2% overall decrease in approval and 1% increase in disapproval. Biden has lost approval among young men (-8%) and young women (-4%). **Donald Trump's job approval** (48% approve, 46% disapprove) has remained stable as well.
- **Two-thirds of voters (67%) disapprove of the job Congress is doing**, with more Independents disapproving (73%) than Republicans (67%) or Democrats (64%). A plurality of voters disapprove of what their member of Congress (38%) while a third (33%) approve. More Democrats approve than disapprove.
- **Republicans have a higher determination to vote in the 2024 general election** than Independents or Democrats. Younger and single women generally have lower determination than other demographic groups.
- A plurality of voters (45%) say they will **vote for a candidate that they like and support** while only 15% say they are **voting against a candidate they dislike and oppose**. 33% say their vote will be both. 21% of Democrats say they are voting against a candidate while only 9% of Republicans say the same.
- **More voters say that Joe Biden does not represent their political views** (56%) than those who say the same about Trump (51%). A similar number of Independents say that Trump (38%) and Biden (33%) represent their political views, but more are represented by Trump. One-in-five Biden 2020 voters say that Biden does not represent their political views and values.

## Insights & Analysis

- **Donald Trump was the clear victor from the first Presidential Debate.** 54% of voters say that Trump won compared to only 10% saying Biden won. A third (33%) say neither won. Independent voters follow this trend too, but less say Biden won (6%) and more say neither won (41%).
- Looking at the word association test, **Donald Trump beats out Joe Biden in all words tested.** Words that Trump scores highest on includes; *confident, energetic, strong, prepared, and presidential*. Biden scores highest with; *caring, honest, and trustworthy*.
  - More than double the number of Independent voters call Trump *presidential* (32%) than Biden (14%). Independents only describe Biden as caring and honest more than Trump.
  - More voters in Democrat incumbent seats describe Trump as honest (36%) than Biden (34%).
- 64% of battleground district voters agree that **Joe Biden should not seek reelection** and allow another candidate to become the Democratic nominee. 57% of Biden 2020 voters agree while only 36% disagree. More Independents agree (72%) than Republicans (70%).

# Vote Method



Vote in-person on Election Day

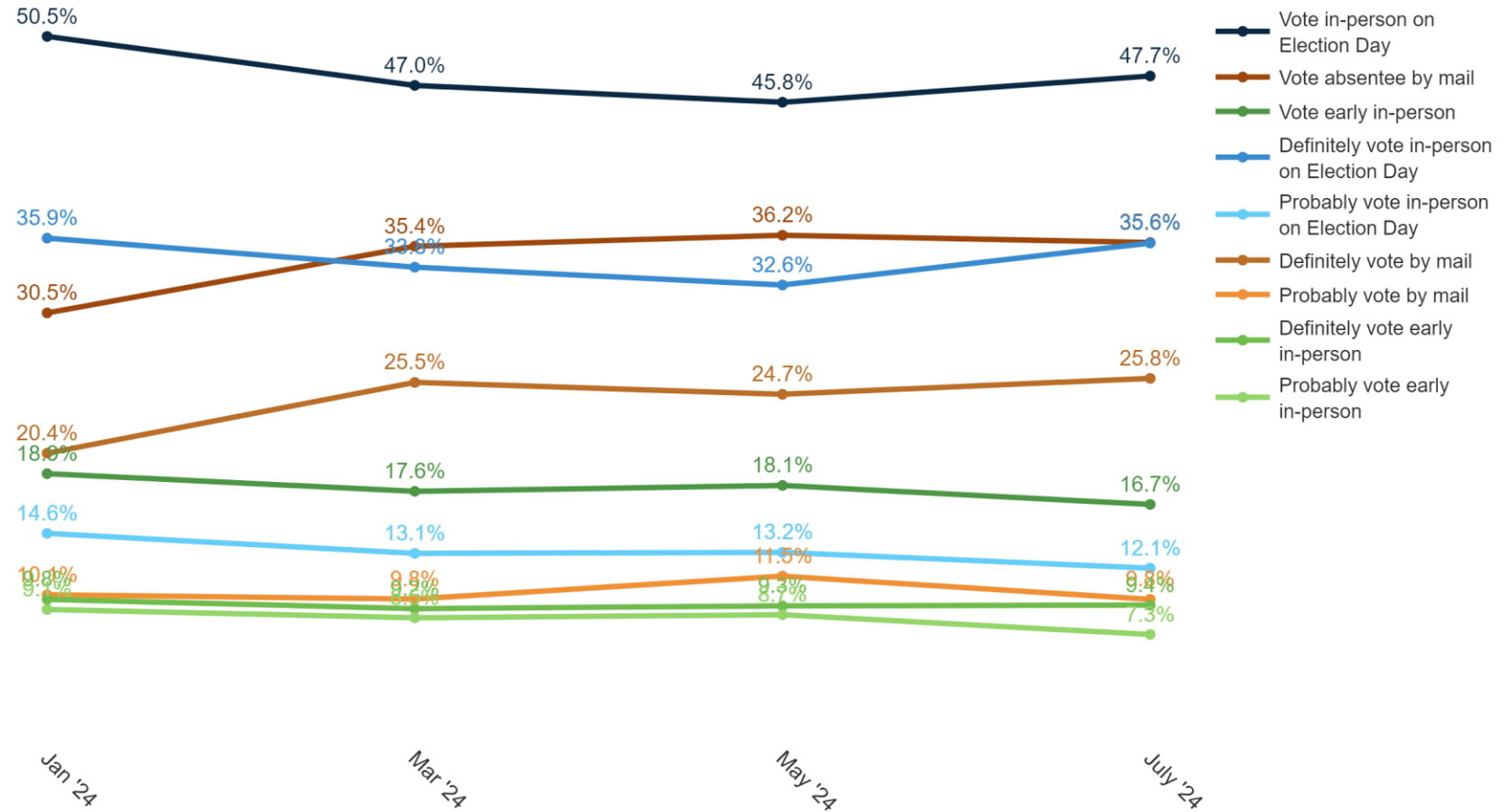
Vote by mail

Vote early in-person

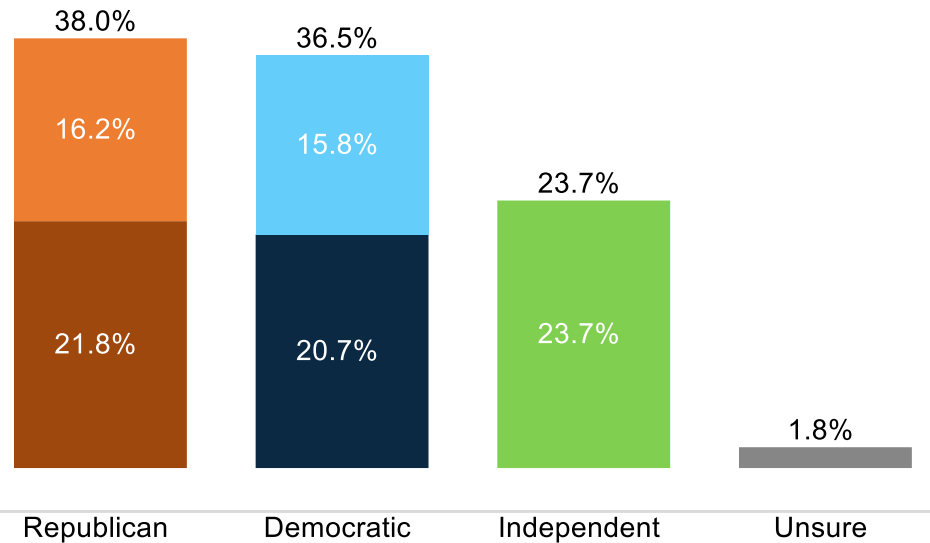
		Demographic																																Political																																											
		Age								Gender								Marital								Location								Party								Ideology								Income								Vote																			
		M <44		M 45-64		M 65+		F <44		F 45-64		F 65+		M Col		M No Col		F No Col		F Col		M Single		F Single		M Married		F Married		Urban		Suburban		Rural		Republican		Independent		Democrat		Conservative		Liberal		White		Black		Hispanic		Parents		<\$50k		\$50k-\$100k		\$100k+		Trump '20		Biden '20		Always Vote		Pres Yr Vote		Occ Vote		Debate Watcher		GOP Incumbent		Dem Incumbent		Open Seats	
How likely are you to vote in the 2020 election?	Definitely vote	66%	76%	72%	68%	69%	73%	71%	73%	71%	68%	63%	69%	74%	69%	73%	72%	68%	73%	66%	71%	74%	68%	72%	70%	77%	69%	70%	68%	72%	71%	72%	70%	75%	64%	54%	72%	72%	71%	65%																																					
	Probably vote	34%	24%	28%	32%	31%	27%	29%	27%	29%	32%	37%	31%	26%	31%	27%	28%	32%	27%	34%	29%	26%	32%	28%	30%	23%	31%	30%	32%	28%	29%	28%	30%	25%	36%	46%	28%	28%	29%	35%																																					
	Vote in-person on Election Day	56%	56%	36%	55%	44%	39%	45%	54%	47%	45%	56%	49%	47%	49%	45%	48%	48%	58%	45%	39%	55%	47%	39%	48%	46%	38%	55%	48%	44%	50%	59%	38%	47%	48%	52%	50%	46%	54%	29%																																					
	Vote absentee by mail	28%	28%	49%	28%	34%	49%	38%	32%	35%	37%	26%	32%	39%	32%	36%	37%	33%	27%	39%	43%	29%	35%	45%	36%	26%	35%	25%	32%	39%	35%	26%	44%	37%	35%	28%	34%	39%	26%	59%																																					
	Vote early in-person	16%	16%	16%	17%	22%	12%	17%	15%	18%	17%	18%	18%	14%	19%	19%	15%	19%	16%	17%	18%	16%	18%	17%	15%	28%	28%	20%	20%	17%	15%	16%	18%	16%	18%	20%	16%	15%	20%	11%																																					
	Definitely vote in-person on Election Day	40%	45%	26%	42%	33%	27%	31%	43%	36%	32%	37%	38%	36%	36%	33%	37%	35%	46%	30%	29%	44%	33%	29%	36%	37%	25%	41%	35%	36%	36%	46%	27%	37%	34%	31%	38%	35%	40%	20%																																					
	Probably vote in-person on Election Day	16%	11%	10%	13%	10%	12%	14%	11%	11%	13%	19%	12%	11%	13%	12%	12%	13%	12%	15%	10%	11%	14%	10%	12%	9%	12%	14%	13%	9%	14%	13%	12%	11%	14%	21%	12%	11%	14%	9%																																					
	Definitely vote by mail	19%	23%	35%	17%	23%	40%	29%	23%	24%	28%	18%	22%	29%	23%	28%	27%	23%	18%	29%	33%	20%	26%	34%	25%	23%	26%	16%	22%	27%	27%	16%	33%	28%	21%	20%	25%	29%	18%	39%																																					
	Probably vote by mail	9%	5%	13%	11%	11%	10%	9%	9%	11%	10%	8%	10%	9%	10%	8%	10%	10%	9%	9%	11%	9%	9%	11%	11%	4%	9%	9%	10%	11%	8%	9%	11%	8%	14%	9%	9%	10%	7%	20%																																					
	Definitely vote early in-person	8%	9%	10%	9%	12%	7%	11%	8%	10%	8%	8%	10%	9%	11%	12%	8%	10%	10%	7%	10%	10%	9%	10%	8%	18%	18%	13%	11%	9%	8%	10%	10%	10%	10%	3%	10%	8%	12%	5%																																					
Probably vote early in-person	8%	7%	5%	8%	10%	5%	6%	7%	7%	9%	10%	9%	5%	8%	7%	7%	9%	6%	10%	8%	6%	9%	7%	7%	10%	10%	7%	9%	7%	7%	6%	8%	6%	8%	17%	7%	7%	8%	6%																																						

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

# Trend: Vote Method



# Partisanship by Response



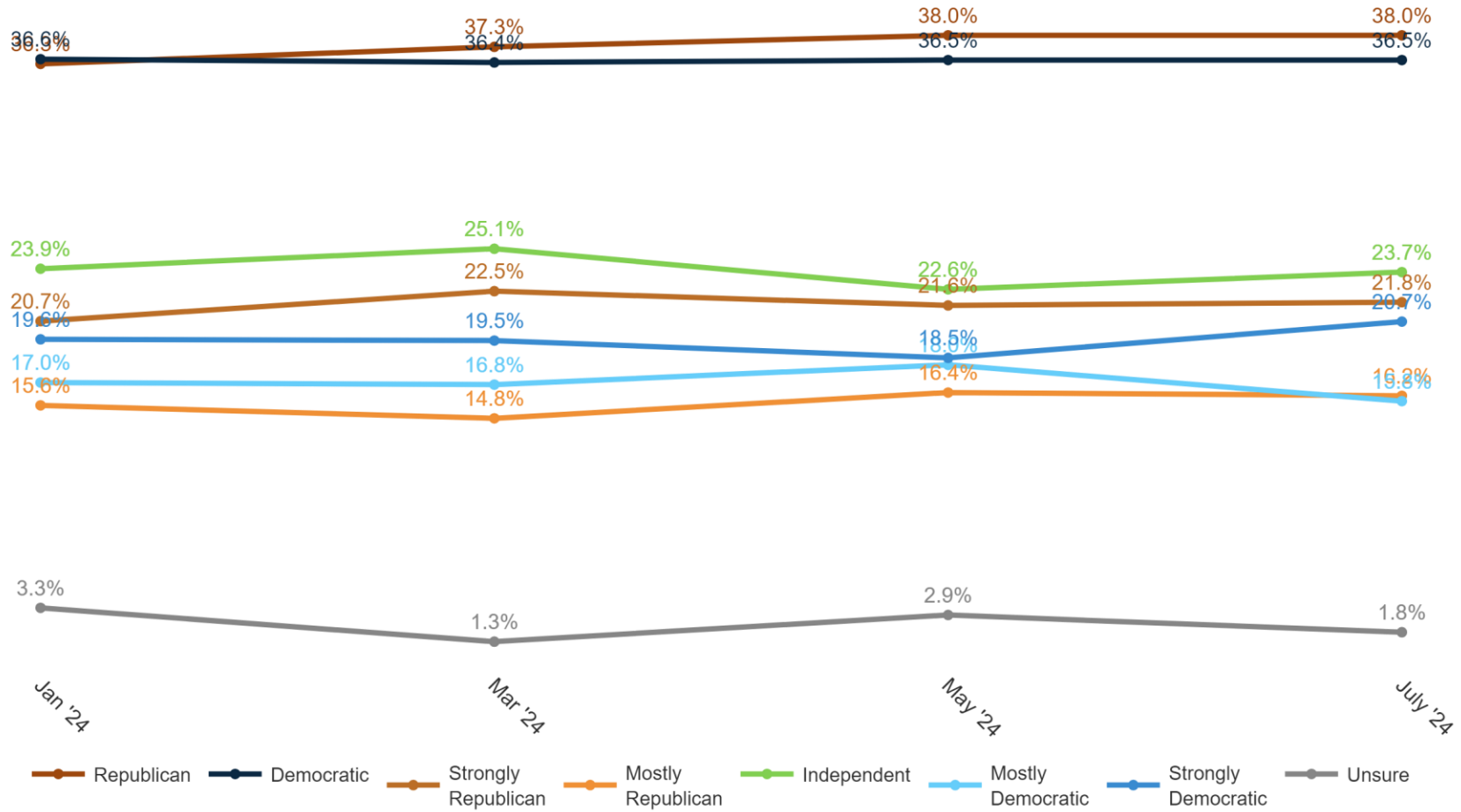
	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Republican	39%	41%	44%	30%	38%	39%	35%	48%	42%	23%	42%	30%	39%	39%	31%	36%	47%	80%	21%	5%	43%	18%	25%	36%	40%	36%	38%	77%	4%	40%	37%	24%	41%	39%	39%	28%
Democratic	27%	29%	28%	46%	38%	46%	32%	25%	38%	54%	33%	51%	28%	39%	50%	36%	30%	5%	34%	82%	32%	55%	59%	32%	41%	34%	36%	4%	71%	38%	33%	33%	34%	38%	34%	33%
Strongly Republican	20%	28%	26%	17%	20%	21%	18%	32%	23%	13%	15%	16%	27%	21%	20%	19%	30%	51%	5%	3%	25%	10%	15%	23%	26%	19%	21%	47%	1%	25%	16%	12%	24%	21%	24%	19%
Mostly Republican	20%	13%	17%	13%	18%	18%	17%	16%	19%	10%	27%	14%	13%	19%	11%	17%	17%	28%	16%	2%	18%	8%	10%	13%	14%	17%	17%	30%	3%	15%	21%	12%	17%	18%	15%	9%
Independent	34%	27%	26%	22%	22%	13%	32%	25%	18%	21%	24%	19%	31%	19%	18%	27%	21%	14%	43%	13%	23%	27%	14%	29%	17%	28%	24%	18%	23%	21%	27%	41%	23%	21%	25%	38%
Mostly Democratic	12%	14%	12%	18%	16%	22%	15%	11%	16%	23%	16%	20%	12%	16%	22%	15%	15%	2%	23%	25%	15%	17%	26%	15%	17%	15%	16%	2%	30%	14%	21%	17%	15%	17%	15%	11%
Strongly Democratic	15%	15%	17%	28%	22%	25%	17%	14%	22%	31%	17%	30%	16%	22%	28%	21%	15%	3%	11%	57%	18%	38%	33%	17%	24%	20%	20%	1%	41%	24%	13%	16%	20%	21%	19%	23%
Unsure	0%	2%	2%	2%	3%	2%	1%	2%	2%	2%	0%	1%	2%	3%	1%	2%	3%	1%	2%	0%	2%	0%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%

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

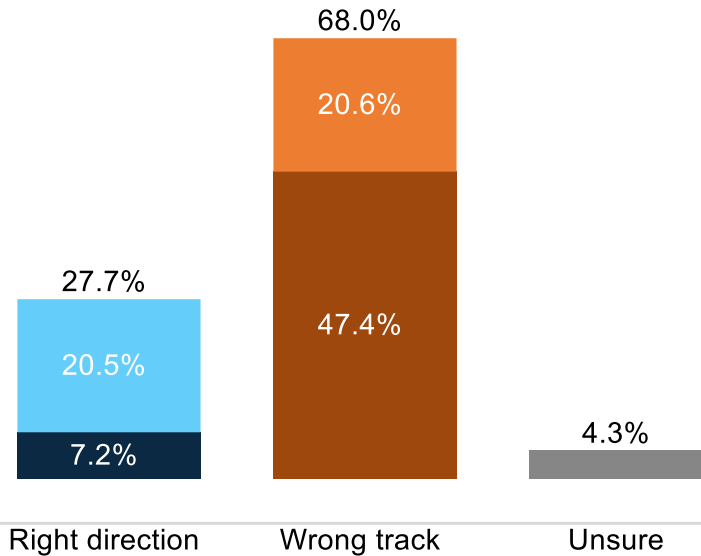
# Percent Change: Partisanship by Response (May 2024 to July 2024)

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Republican	2%	-2%	-2%	0%	2%	0%	4%	-2%	0%	-2%	2%	3%	-2%	-3%	-1%	-2%	4%	0%	0%	1%	0%	1%	1%	0%	0%	-3%	8%	-5%	0%	-1%	0%	1%	1%	-17%	0%	3%	-10%
Democratic	-9%	4%	-2%	2%	-2%	5%	-3%	-2%	1%	5%	1%	0%	-1%	4%	3%	0%	-1%	0%	0%	0%	0%	1%	-1%	1%	0%	-4%	-3%	-1%	0%	3%	-1%	0%	-1%	7%	3%	-5%	2%
Strongly Republican	-2%	4%	0%	2%	0%	-4%	2%	2%	-3%	2%	-7%	4%	1%	-4%	1%	-3%	6%	1%	0%	3%	-3%	1%	1%	0%	0%	2%	6%	-4%	0%	1%	0%	1%	0%	-9%	-1%	3%	-1%
Mostly Republican	4%	-6%	-3%	-2%	2%	5%	1%	-4%	4%	-4%	9%	-1%	-3%	1%	-2%	1%	-2%	-1%	0%	-2%	3%	0%	1%	0%	0%	-5%	2%	-1%	0%	-2%	0%	0%	1%	-8%	1%	0%	-9%
Independent	10%	-4%	4%	1%	2%	-5%	0%	3%	0%	0%	-1%	0%	3%	0%	-1%	4%	-3%	0%	0%	0%	2%	-1%	0%	3%	1%	8%	-5%	6%	1%	-1%	2%	0%	2%	15%	-2%	4%	12%
Mostly Democratic	-7%	2%	-6%	-6%	-3%	7%	-4%	-4%	-1%	0%	1%	-4%	-4%	-1%	-2%	-3%	0%	0%	-6%	-1%	1%	-7%	0%	-9%	-10%	-6%	-2%	-4%	-3%	1%	-5%	-4%	1%	1%	-1%	-3%	-8%
Strongly Democratic	-1%	2%	5%	8%	0%	-1%	1%	2%	2%	5%	0%	4%	4%	5%	5%	3%	-1%	0%	6%	1%	-1%	8%	-1%	10%	10%	2%	0%	4%	3%	1%	3%	3%	-2%	6%	4%	-2%	10%
Unsure	-3%	1%	0%	-3%	-2%	0%	0%	0%	-2%	-2%	-2%	-3%	0%	0%	-1%	-1%	0%	0%	0%	-1%	-2%	-1%	-1%	-5%	-1%	-1%	0%	0%	-1%	-1%	0%	0%	-2%	-5%	0%	-2%	-3%

# Trend: Partisanship by Response



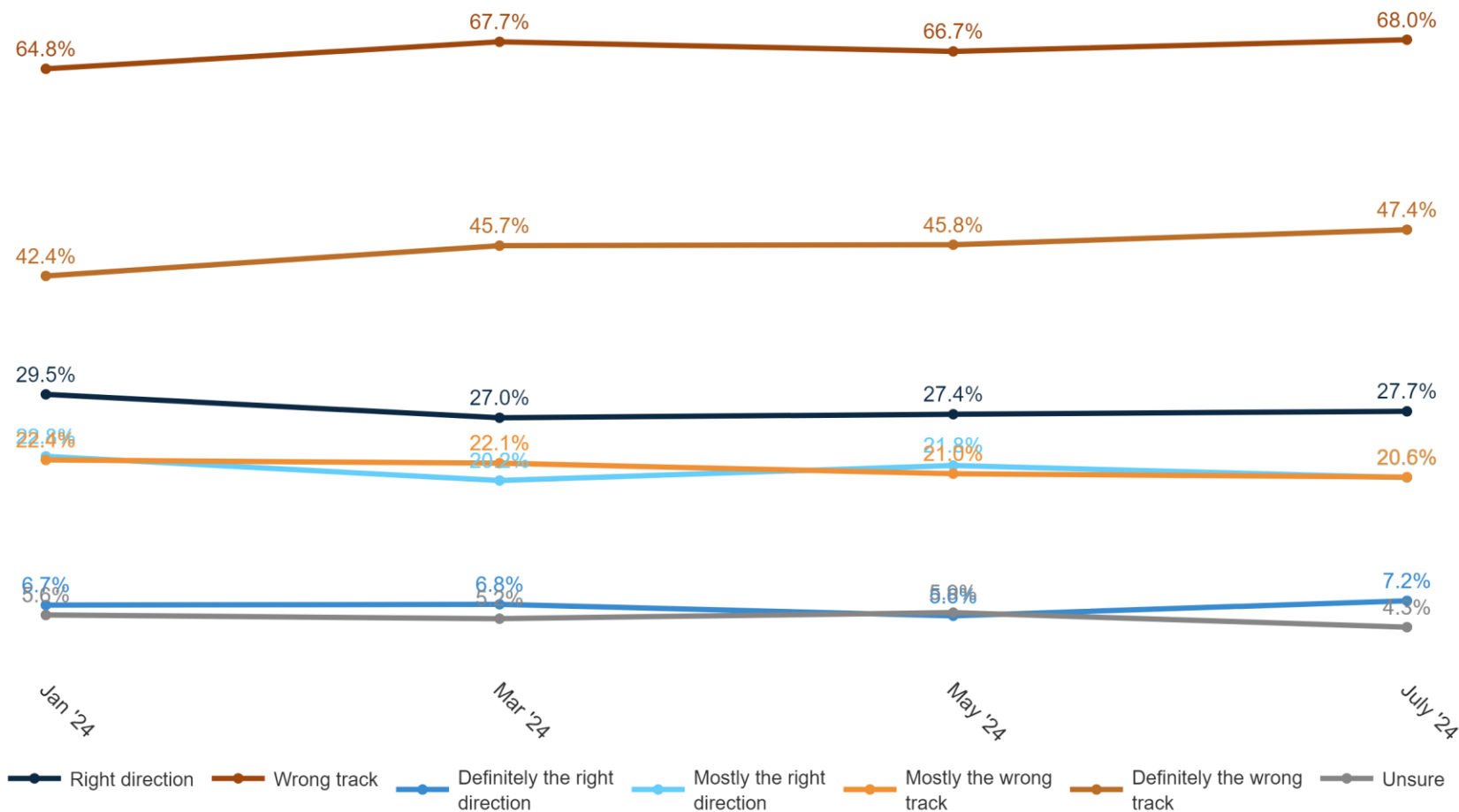
# US Direction



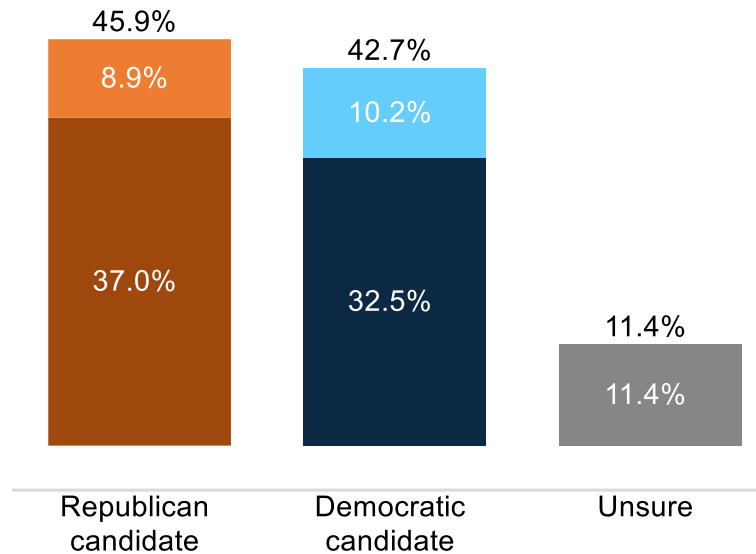
	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	DebateWatcher	GOP Incumbent	Dem Incumbent	Open Seats
Right direction	23%	30%	32%	25%	23%	34%	34%	24%	24%	32%	25%	31%	31%	23%	37%	28%	23%	7%	23%	54%	10%	29%	50%	25%	45%	36%	23%	27%	30%	28%	7%	50%	30%	22%	19%	28%	28%	26%	35%
Wrong track	74%	67%	64%	71%	70%	62%	64%	72%	71%	64%	70%	63%	65%	73%	59%	68%	74%	93%	72%	38%	89%	65%	44%	72%	51%	57%	73%	67%	66%	68%	93%	43%	66%	73%	72%	69%	68%	69%	62%
Definitely the right direction	10%	10%	6%	6%	4%	8%	10%	8%	6%	5%	11%	10%	9%	4%	10%	7%	5%	3%	2%	15%	3%	5%	16%	6%	21%	8%	8%	8%	7%	7%	3%	12%	8%	5%	5%	7%	8%	6%	7%
Mostly the right direction	13%	20%	25%	19%	20%	26%	24%	16%	18%	27%	14%	21%	23%	19%	27%	20%	17%	4%	20%	39%	7%	25%	34%	19%	24%	28%	15%	19%	22%	21%	4%	37%	22%	17%	15%	20%	20%	19%	28%
Mostly the wrong track	23%	17%	14%	29%	18%	20%	21%	15%	22%	24%	22%	25%	17%	20%	20%	22%	17%	17%	26%	21%	16%	25%	22%	21%	19%	21%	22%	21%	20%	22%	15%	23%	17%	29%	29%	20%	21%	19%	25%
Definitely the wrong track	50%	50%	50%	41%	52%	42%	43%	56%	48%	39%	48%	38%	49%	53%	39%	45%	57%	76%	46%	17%	73%	40%	22%	51%	32%	36%	51%	47%	46%	47%	78%	20%	49%	45%	42%	49%	47%	50%	37%
Unsure	3%	3%	4%	5%	7%	4%	2%	4%	5%	5%	5%	6%	3%	4%	4%	5%	3%	1%	5%	7%	1%	6%	6%	4%	4%	7%	4%	6%	4%	4%	0%	7%	4%	5%	9%	3%	4%	5%	3%

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

# Trend: US Direction



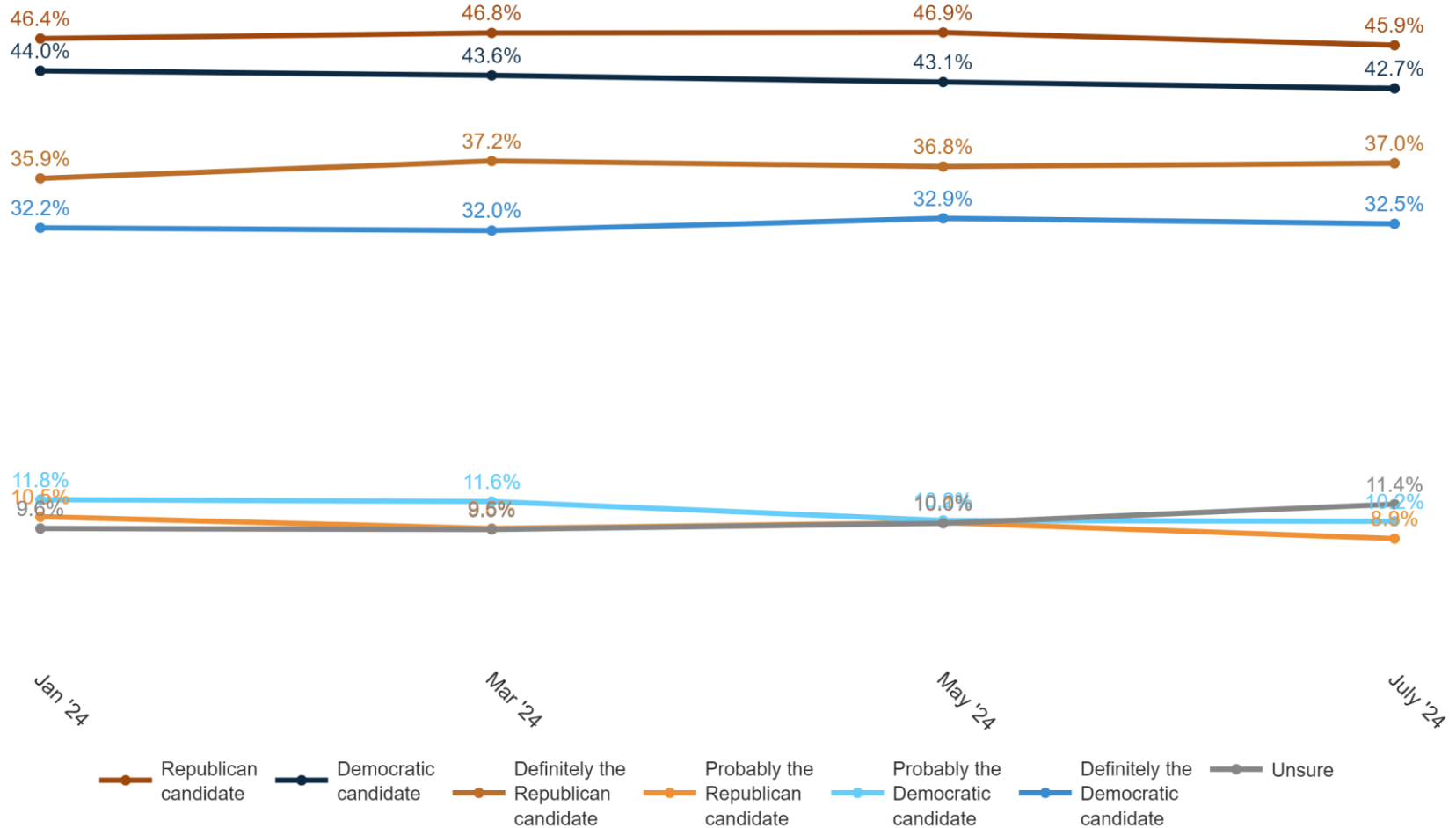
# Generic Congressional Ballot



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate	Watch	Dem Incumbent	Open Seats
Republican candidate	51%	55%	51%	35%	46%	41%	44%	61%	48%	28%	48%	32%	51%	47%	35%	45%	54%	93%	37%	3%	85%	36%	7%	50%	30%	33%	49%	46%	46%	46%	91%	6%	47%	45%	35%	50%	45%	48%	37%
Democratic candidate	36%	38%	39%	50%	42%	49%	46%	30%	39%	61%	41%	59%	39%	41%	55%	43%	34%	3%	34%	91%	10%	44%	86%	40%	58%	52%	36%	43%	43%	44%	4%	82%	44%	41%	36%	40%	43%	40%	54%
Definitely the Republican candidate	43%	43%	43%	24%	38%	35%	36%	51%	36%	23%	40%	22%	42%	38%	30%	36%	44%	81%	23%	2%	76%	23%	4%	41%	19%	27%	39%	33%	39%	38%	78%	2%	40%	32%	20%	41%	38%	39%	26%
Probably the Republican candidate	8%	11%	8%	12%	8%	6%	8%	10%	11%	4%	8%	9%	9%	9%	5%	9%	10%	12%	14%	1%	10%	13%	2%	9%	12%	6%	11%	12%	7%	7%	13%	4%	7%	13%	15%	9%	8%	10%	12%
Probably the Democratic candidate	12%	8%	9%	18%	9%	4%	11%	8%	10%	12%	16%	20%	8%	9%	16%	11%	5%	2%	14%	17%	7%	13%	12%	8%	6%	12%	8%	13%	10%	8%	2%	17%	8%	16%	13%	9%	11%	7%	23%
Definitely the Democratic candidate	24%	30%	30%	32%	33%	45%	35%	23%	29%	49%	25%	40%	31%	32%	39%	33%	29%	1%	20%	74%	4%	31%	74%	32%	52%	40%	28%	30%	34%	35%	2%	66%	36%	24%	23%	31%	32%	33%	31%
Unsure	13%	8%	10%	15%	12%	10%	10%	9%	13%	12%	11%	9%	10%	12%	10%	12%	12%	4%	29%	5%	4%	20%	7%	11%	12%	15%	15%	11%	11%	11%	5%	12%	9%	14%	29%	10%	12%	12%	9%

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?

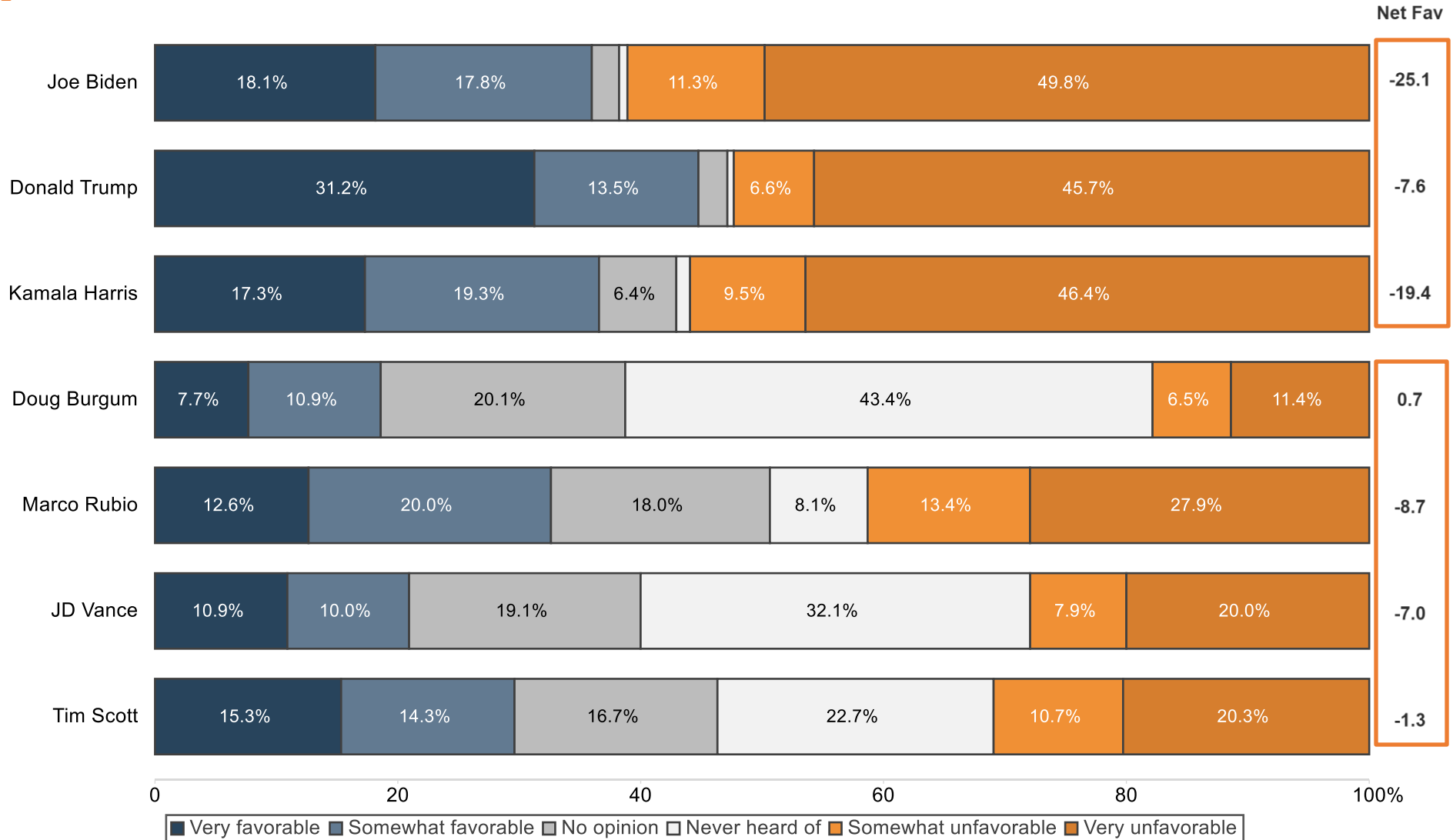
# Trend: Generic Congressional Ballot



# Percent Change: Generic Ballot (May 2024 to July 2024)

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Republican candidate	4%	-3%	-3%	-2%	3%	-4%	1%	2%	-1%	-5%	2%	-1%	-4%	-3%	-3%	-1%	1%	-4%	0%	1%	-3%	1%	1%	1%	3%	-1%	0%	4%	-2%	-1%	-2%	-1%	-1%	0%	-9%	-2%	2%	-6%
Democratic candidate	-7%	3%	1%	2%	-3%	2%	-2%	-2%	-1%	5%	-2%	7%	1%	1%	1%	0%	-3%	2%	-6%	0%	4%	-5%	-2%	-3%	-8%	2%	-4%	-5%	0%	1%	2%	-1%	-1%	2%	-1%	-1%	-3%	12%
Definitely the Republican candidate	8%	-5%	-2%	-1%	3%	0%	4%	1%	-2%	0%	1%	-1%	-2%	0%	-2%	0%	2%	-1%	0%	2%	1%	0%	1%	1%	-3%	6%	1%	1%	1%	1%	0%	-1%	1%	2%	-15%	-1%	3%	-6%
Probably the Republican candidate	-4%	2%	-1%	-1%	0%	-4%	-4%	1%	1%	-5%	1%	1%	-3%	-3%	0%	-1%	-1%	-3%	0%	0%	-4%	1%	-1%	0%	7%	-7%	-1%	4%	-4%	-3%	-2%	0%	-2%	-2%	5%	-1%	-1%	0%
Probably the Democratic candidate	-3%	1%	1%	1%	1%	-4%	1%	-3%	0%	2%	3%	8%	0%	0%	5%	0%	-4%	1%	-2%	-1%	4%	-3%	-3%	-1%	-13%	-7%	-4%	1%	-3%	0%	1%	-1%	-1%	4%	-3%	0%	-3%	11%
Definitely the Democratic candidate	-4%	2%	-1%	0%	-4%	5%	-4%	0%	0%	3%	-5%	-1%	2%	1%	-4%	0%	1%	1%	-4%	0%	0%	-2%	1%	-2%	6%	8%	0%	-6%	3%	1%	1%	0%	0%	-3%	2%	-1%	0%	1%
Unsure	4%	0%	2%	1%	0%	2%	2%	1%	1%	1%	0%	-6%	3%	2%	1%	1%	2%	2%	6%	-1%	-1%	4%	1%	2%	4%	-1%	4%	1%	2%	0%	0%	2%	2%	-2%	10%	2%	1%	-6%

# Image Tests



# Image Tests Heatmaps

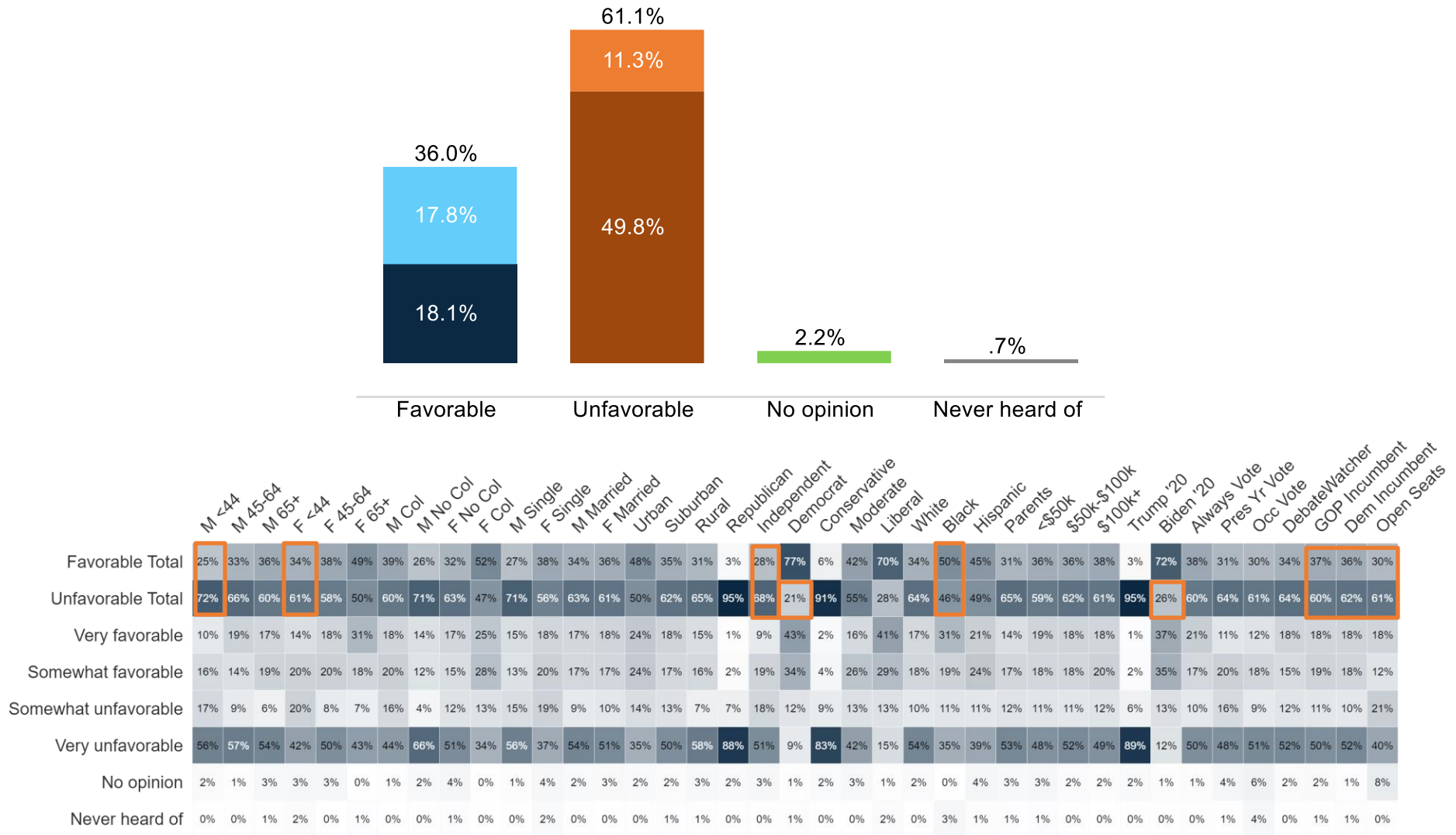
Favorable

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Joe Biden	25%	33%	36%	34%	38%	49%	39%	26%	32%	52%	27%	38%	34%	36%	48%	35%	31%	3%	28%	77%	6%	42%	70%	34%	50%	45%	31%	36%	36%	38%	3%	72%	38%	31%	30%	34%	37%	36%	30%
Donald Trump	53%	51%	48%	40%	43%	36%	40%	61%	48%	27%	50%	36%	49%	45%	33%	43%	55%	87%	38%	5%	82%	34%	8%	48%	32%	33%	49%	48%	44%	43%	88%	5%	44%	46%	44%	49%	45%	44%	42%
Kamala Harris	26%	34%	34%	42%	36%	46%	36%	28%	35%	51%	28%	47%	34%	37%	44%	36%	33%	6%	25%	77%	10%	39%	71%	35%	57%	44%	35%	41%	36%	35%	6%	70%	39%	33%	28%	35%	37%	37%	31%
Doug Burgum	16%	20%	33%	13%	12%	18%	23%	24%	16%	11%	17%	16%	26%	14%	16%	20%	18%	33%	15%	6%	33%	14%	6%	20%	20%	15%	15%	20%	17%	19%	31%	7%	21%	14%	12%	21%	19%	19%	15%
Marco Rubio	30%	44%	45%	20%	25%	33%	38%	44%	28%	20%	34%	25%	42%	26%	30%	33%	33%	55%	32%	10%	59%	27%	5%	35%	28%	21%	31%	32%	31%	35%	58%	9%	34%	31%	20%	36%	31%	34%	38%
JD Vance	21%	28%	31%	11%	16%	21%	27%	28%	16%	13%	17%	12%	29%	17%	18%	22%	21%	38%	19%	6%	40%	14%	5%	22%	18%	15%	19%	19%	21%	23%	39%	5%	24%	15%	11%	24%	20%	23%	20%
Tim Scott	22%	42%	43%	19%	23%	30%	34%	40%	25%	20%	26%	17%	37%	28%	28%	31%	28%	53%	30%	6%	55%	24%	5%	33%	19%	17%	30%	27%	30%	31%	53%	8%	33%	24%	12%	33%	30%	31%	20%

Unfavorable

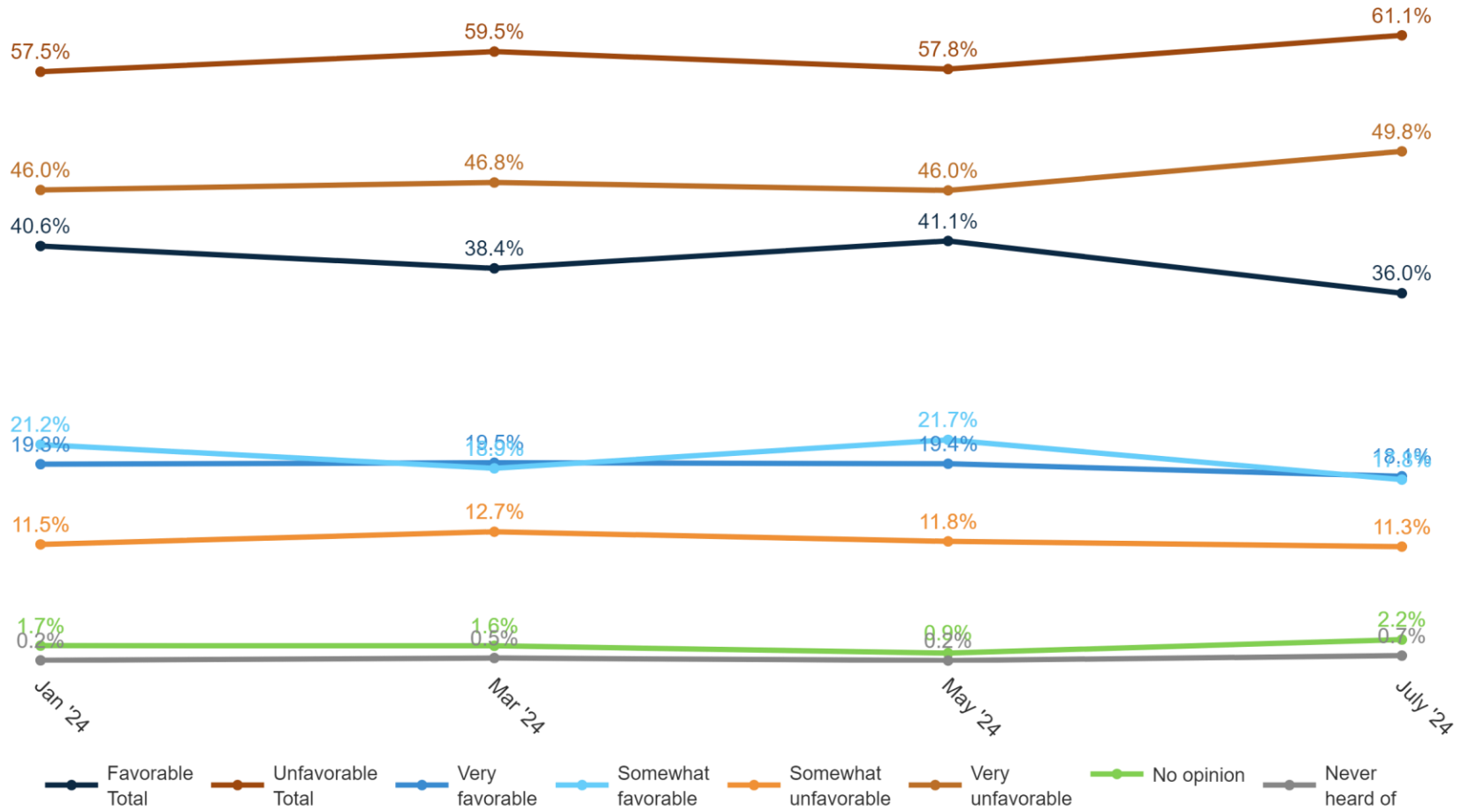
	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Joe Biden	72%	66%	60%	61%	58%	50%	60%	71%	63%	47%	71%	56%	63%	61%	50%	62%	65%	95%	68%	21%	91%	55%	28%	64%	46%	49%	65%	59%	62%	61%	95%	26%	60%	64%	61%	64%	60%	62%	61%
Donald Trump	45%	48%	47%	56%	54%	62%	58%	36%	49%	73%	48%	59%	48%	53%	65%	54%	42%	13%	56%	92%	17%	60%	91%	50%	61%	63%	49%	48%	54%	55%	11%	92%	53%	52%	47%	49%	52%	53%	51%
Kamala Harris	65%	62%	61%	45%	57%	50%	60%	65%	54%	43%	64%	38%	61%	55%	48%	56%	60%	91%	63%	15%	88%	50%	21%	60%	27%	45%	59%	48%	60%	58%	91%	21%	56%	57%	50%	59%	56%	58%	49%
Doug Burgum	20%	15%	20%	18%	13%	22%	23%	14%	17%	19%	17%	23%	18%	13%	16%	18%	18%	10%	13%	30%	10%	16%	31%	17%	19%	21%	15%	17%	19%	18%	8%	27%	21%	12%	10%	20%	16%	18%	26%
Marco Rubio	44%	40%	40%	40%	40%	45%	52%	32%	34%	55%	45%	43%	42%	41%	44%	43%	36%	15%	40%	71%	15%	42%	76%	40%	42%	52%	40%	35%	44%	44%	13%	69%	46%	32%	31%	41%	40%	42%	43%
JD Vance	25%	29%	32%	25%	25%	33%	37%	22%	23%	35%	30%	32%	29%	24%	27%	29%	26%	12%	27%	46%	12%	30%	48%	28%	31%	31%	26%	26%	29%	30%	10%	46%	33%	18%	13%	29%	26%	31%	30%
Tim Scott	34%	30%	35%	27%	29%	33%	41%	25%	25%	36%	28%	37%	35%	25%	29%	34%	26%	10%	28%	56%	13%	30%	57%	29%	46%	37%	28%	27%	34%	33%	10%	52%	35%	22%	16%	33%	30%	30%	39%

# Image: Joe Biden



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

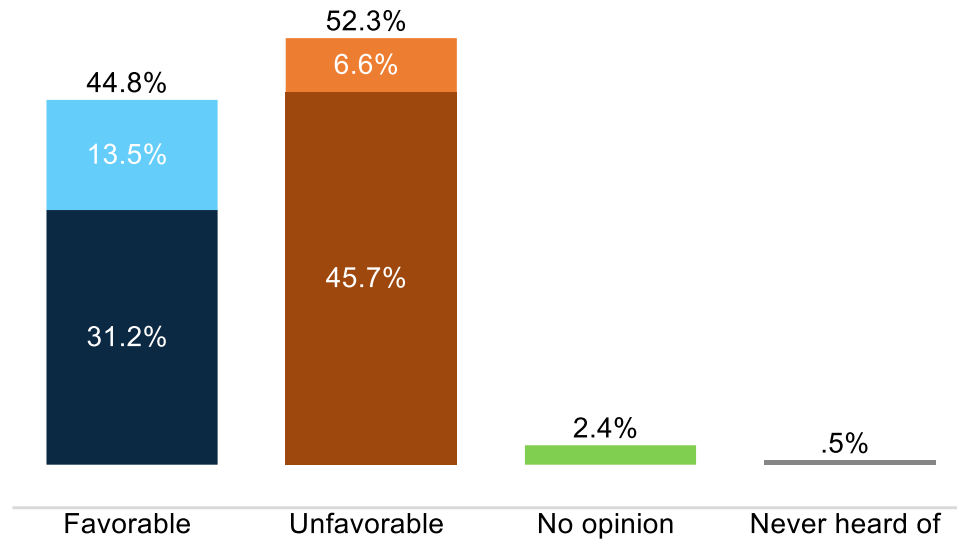
# Trend: Joe Biden Image



# Percent Change: Joe Biden Image (May 2024 to July 2024)

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	-10%	-3%	0%	-10%	-4%	-1%	-5%	-5%	-6%	-3%	-9%	-8%	-3%	-4%	-3%	-7%	-3%	-2%	-7%	-7%	-2%	-5%	-9%	-6%	16%	-4%	-9%	-10%	-5%	-3%	-1%	-7%	-4%	-10%	-3%	-5%	-5%	-6%
Unfavorable Total	9%	3%	-2%	8%	1%	1%	4%	4%	3%	3%	9%	4%	1%	3%	1%	6%	0%	1%	5%	6%	0%	4%	7%	5%	12%	0%	6%	6%	5%	3%	-1%	6%	2%	7%	-2%	3%	4%	-3%
Very favorable	-3%	4%	-1%	-3%	-2%	-1%	-2%	2%	-3%	-1%	1%	-5%	2%	-1%	-9%	1%	-1%	-1%	-2%	-1%	-2%	-2%	-1%	-2%	-10%	-1%	-3%	-6%	0%	0%	0%	-1%	0%	-3%	-3%	-2%	-2%	5%
Somewhat favorable	-8%	-7%	1%	-7%	-2%	-1%	-3%	-7%	-2%	-2%	-10%	-3%	-5%	-3%	5%	-7%	-2%	-1%	-5%	-6%	0%	-4%	-8%	-4%	-6%	-3%	-6%	-4%	-5%	-4%	-1%	-6%	-3%	-7%	0%	-3%	-3%	-11%
Somewhat unfavorable	-3%	1%	0%	2%	-4%	0%	2%	-5%	1%	-1%	1%	1%	1%	0%	1%	1%	-5%	0%	-3%	1%	1%	-2%	0%	-1%	-3%	-6%	0%	-2%	-1%	1%	-2%	0%	0%	0%	-5%	1%	-3%	3%
Very unfavorable	12%	2%	-2%	5%	5%	1%	2%	9%	2%	4%	8%	3%	0%	4%	0%	4%	5%	1%	8%	5%	0%	7%	7%	6%	15%	6%	7%	9%	6%	1%	1%	6%	3%	7%	3%	3%	8%	-5%
No opinion	2%	0%	2%	0%	3%	0%	1%	2%	2%	0%	0%	2%	2%	1%	2%	0%	3%	1%	2%	0%	2%	1%	0%	1%	0%	2%	2%	2%	0%	1%	2%	1%	1%	2%	1%	1%	0%	8%
Never heard of	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%	3%	1%	0%	1%	0%	0%	0%	0%	0%	1%	4%	0%	1%	0%

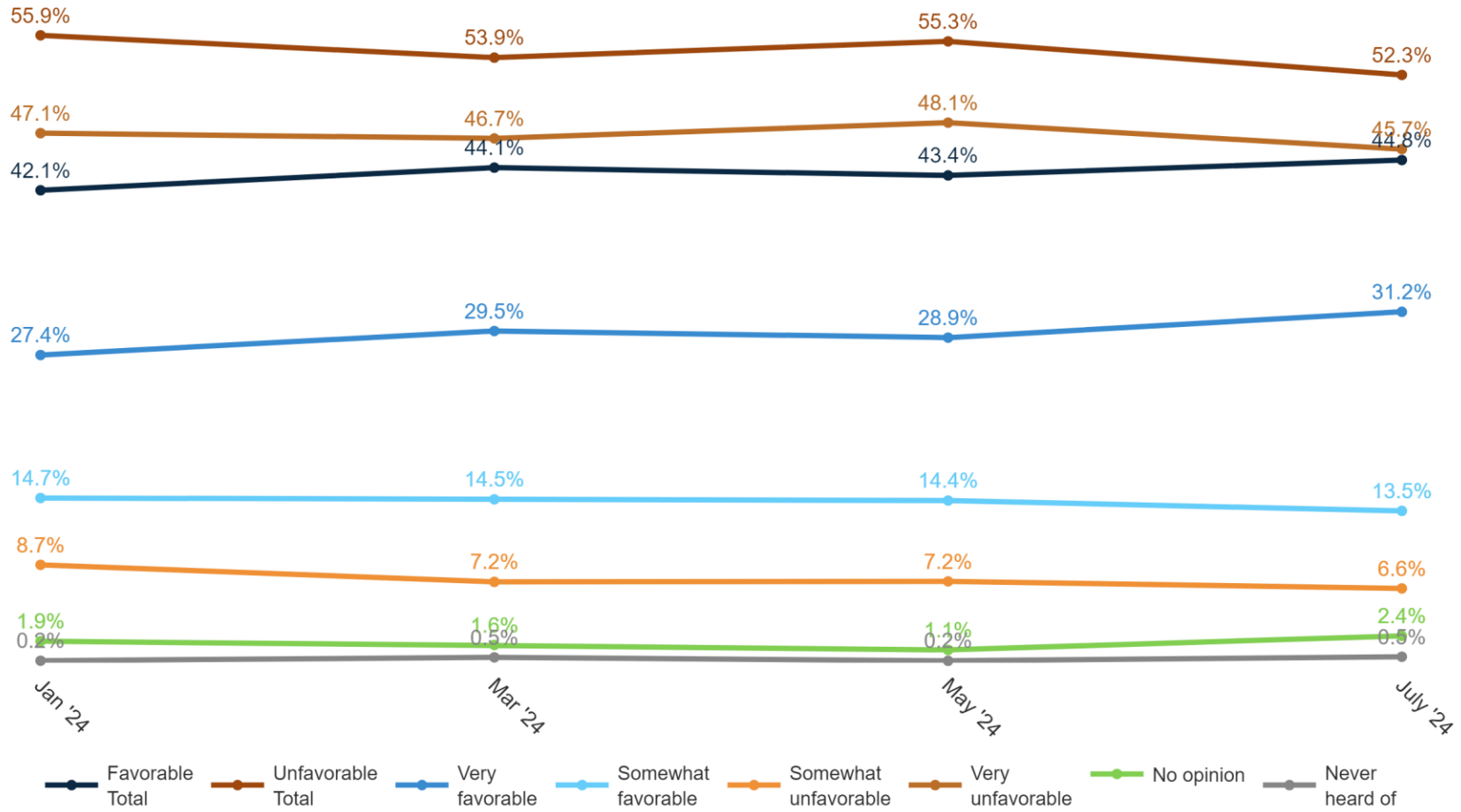
# Image: Donald Trump



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats	
Favorable Total	53%	51%	48%	40%	43%	36%	40%	61%	48%	27%	50%	36%	49%	45%	33%	43%	55%	87%	38%	5%	82%	34%	8%	48%	32%	33%	49%	48%	44%	43%	88%	5%	44%	46%	44%	49%	45%	44%	42%	
Unfavorable Total	45%	48%	47%	56%	54%	62%	58%	36%	49%	73%	48%	59%	48%	53%	65%	54%	42%	13%	56%	92%	17%	60%	91%	50%	61%	63%	49%	48%	54%	55%	11%	92%	53%	52%	47%	49%	52%	53%	51%	
Very favorable	35%	37%	39%	24%	26%	28%	25%	49%	31%	18%	39%	23%	36%	29%	25%	28%	43%	68%	17%	3%	64%	16%	6%	34%	18%	28%	30%	37%	30%	28%	65%	3%	33%	27%	26%	34%	31%	33%	21%	
Somewhat favorable	18%	14%	9%	15%	17%	8%	15%	12%	17%	8%	11%	13%	13%	16%	8%	16%	12%	20%	22%	2%	19%	19%	2%	14%	14%	5%	19%	11%	14%	15%	23%	3%	11%	18%	18%	14%	14%	11%	21%	
Somewhat unfavorable	8%	7%	5%	8%	6%	6%	7%	6%	8%	4%	10%	6%	6%	6%	11%	7%	3%	5%	12%	4%	5%	10%	5%	6%	13%	6%	6%	7%	7%	6%	5%	6%	5%	11%	10%	6%	6%	7%	7%	
Very unfavorable	37%	40%	42%	48%	49%	56%	51%	30%	41%	68%	38%	53%	42%	47%	54%	47%	39%	7%	44%	87%	12%	50%	85%	45%	48%	57%	42%	41%	47%	49%	5%	86%	48%	40%	37%	43%	46%	46%	45%	
No opinion	2%	2%	4%	3%	2%	0%	2%	3%	3%	1%	2%	4%	3%	2%	1%	3%	3%	0%	5%	3%	1%	6%	0%	1%	4%	4%	2%	3%	1%	2%	1%	2%	2%	2%	7%	2%	2%	2%	7%	
Never heard of	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	3%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	1%	0%

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

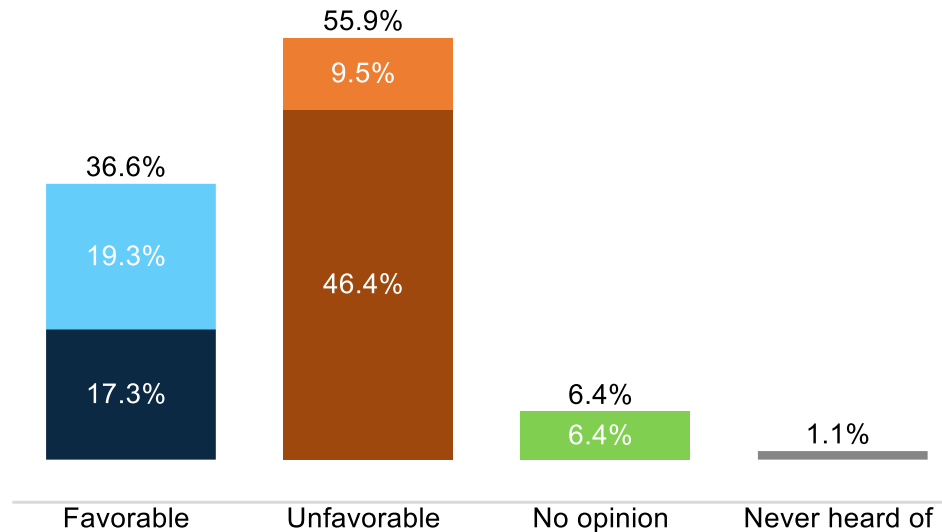
# Trend: Donald Trump Image



# Percent Change: Donald Trump Image (May 2024 to July 2024)

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	5%	-2%	0%	4%	2%	-2%	3%	3%	3%	-3%	0%	6%	-1%	1%	-6%	1%	5%	0%	5%	1%	2%	4%	-1%	3%	-3%	2%	2%	8%	-1%	0%	2%	0%	2%	3%	-7%	1%	2%	1%
Unfavorable Total	-6%	0%	-4%	-6%	-3%	1%	-3%	-6%	-4%	3%	-2%	-9%	-1%	-1%	5%	-4%	-7%	0%	-8%	-3%	-1%	-9%	0%	-3%	1%	-6%	-2%	-11%	0%	-1%	-3%	-1%	-3%	-3%	-2%	-2%	-3%	-6%
Very favorable	5%	1%	6%	1%	0%	2%	2%	9%	-2%	3%	6%	1%	3%	2%	-2%	1%	8%	6%	-2%	2%	8%	-2%	0%	3%	-1%	8%	0%	8%	1%	1%	5%	0%	2%	4%	-4%	2%	4%	0%
Somewhat favorable	0%	-2%	-5%	3%	2%	-4%	1%	-6%	5%	-6%	-6%	5%	-3%	-1%	-4%	1%	-2%	-6%	7%	-1%	-6%	6%	-1%	0%	-3%	-5%	2%	0%	-2%	-1%	-3%	-1%	-1%	-1%	-3%	-1%	-2%	1%
Somewhat unfavorable	0%	0%	0%	-3%	-1%	0%	0%	0%	-1%	-2%	1%	-1%	1%	-3%	4%	0%	-5%	1%	-1%	-1%	0%	-2%	1%	0%	4%	-7%	-2%	-1%	-1%	0%	-1%	1%	-1%	1%	-1%	0%	0%	-4%
Very unfavorable	-7%	0%	-4%	-3%	-2%	1%	-4%	-5%	-3%	5%	-3%	-8%	-2%	2%	2%	-4%	-2%	0%	-8%	-2%	-1%	-7%	-1%	-3%	-3%	0%	0%	-11%	1%	-1%	-2%	-2%	-2%	-4%	-1%	-2%	-3%	-1%
No opinion	1%	1%	3%	2%	1%	0%	1%	3%	1%	0%	2%	3%	2%	0%	0%	2%	1%	-1%	4%	2%	0%	4%	0%	0%	0%	3%	0%	2%	0%	1%	0%	1%	1%	0%	7%	1%	0%	6%
Never heard of	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	1%	-1%

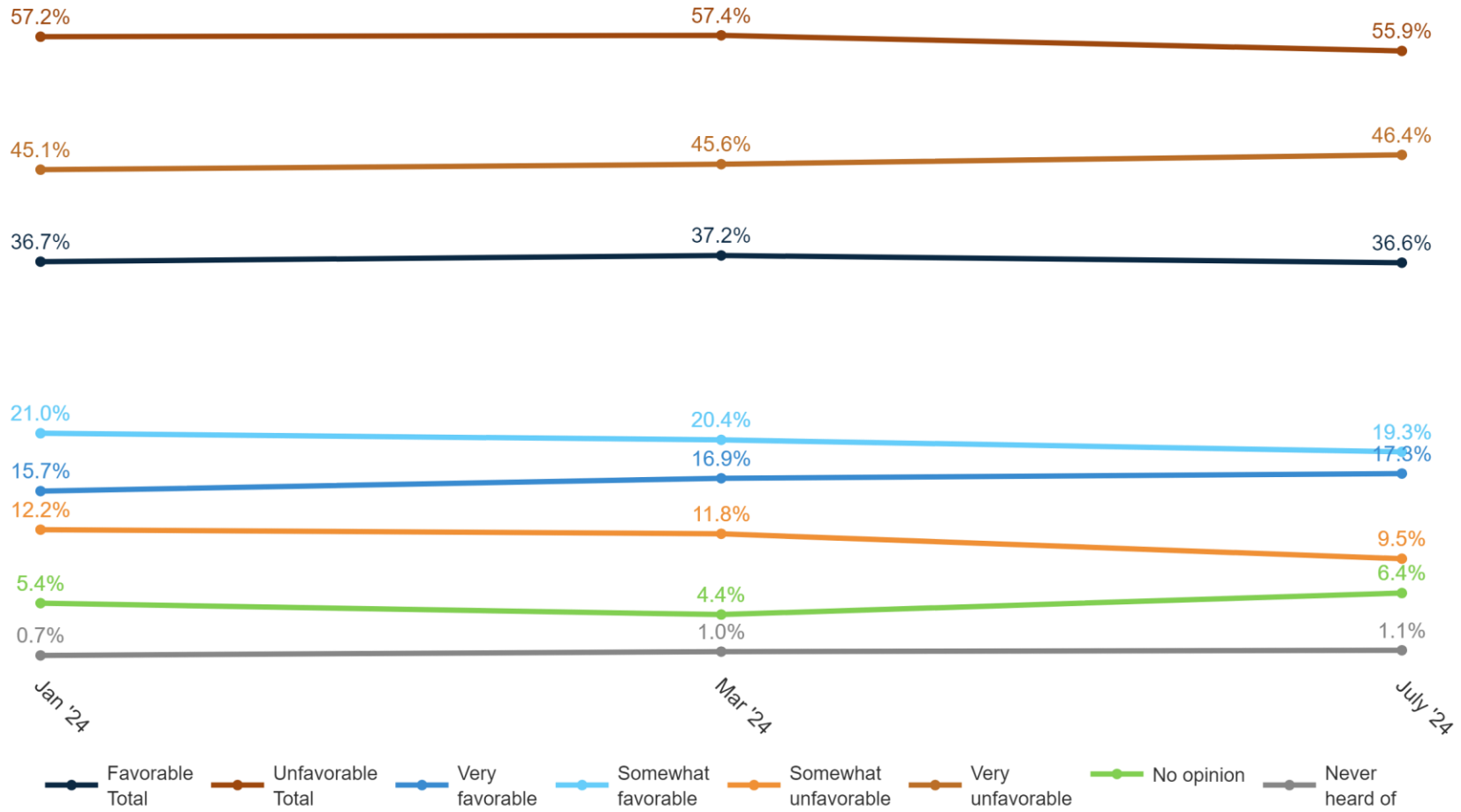
# Image: Kamala Harris



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	26%	34%	34%	42%	36%	46%	36%	28%	35%	51%	28%	47%	34%	37%	44%	36%	33%	6%	25%	77%	10%	39%	71%	35%	57%	44%	35%	41%	36%	35%	6%	70%	39%	33%	28%	35%	37%	37%	31%
Unfavorable Total	65%	62%	61%	45%	57%	50%	60%	65%	54%	43%	64%	38%	61%	55%	48%	56%	60%	91%	63%	15%	88%	50%	21%	60%	27%	45%	59%	48%	60%	58%	91%	21%	56%	57%	50%	59%	56%	58%	49%
Very favorable	10%	14%	15%	18%	18%	27%	15%	12%	17%	26%	14%	24%	14%	16%	22%	17%	15%	3%	6%	40%	5%	13%	39%	16%	35%	16%	14%	20%	18%	16%	3%	33%	19%	12%	18%	17%	17%	17%	22%
Somewhat favorable	15%	20%	19%	23%	18%	19%	21%	15%	18%	25%	14%	22%	20%	21%	22%	19%	18%	3%	19%	37%	5%	25%	32%	19%	23%	28%	21%	21%	18%	20%	3%	36%	19%	21%	10%	18%	20%	20%	9%
Somewhat unfavorable	10%	6%	6%	17%	9%	7%	11%	3%	11%	14%	10%	16%	7%	9%	12%	11%	6%	4%	18%	10%	6%	13%	10%	9%	4%	10%	8%	7%	10%	11%	5%	12%	7%	14%	12%	10%	10%	8%	13%
Very unfavorable	55%	56%	55%	28%	48%	43%	49%	62%	44%	29%	55%	23%	54%	46%	36%	46%	54%	87%	45%	5%	82%	37%	10%	51%	24%	35%	50%	40%	50%	47%	86%	9%	48%	43%	38%	49%	46%	50%	36%
No opinion	9%	4%	3%	11%	6%	4%	3%	6%	8%	6%	8%	12%	4%	7%	7%	6%	6%	2%	12%	7%	1%	11%	7%	5%	12%	9%	6%	8%	4%	7%	2%	8%	5%	8%	16%	5%	6%	4%	18%
Never heard of	0%	0%	2%	3%	1%	0%	0%	1%	2%	0%	0%	3%	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	3%	2%	1%	3%	1%	0%	1%	1%	1%	1%	6%	1%	1%	1%	2%	

Do you have a favorable or unfavorable opinion of Kamala Harris?

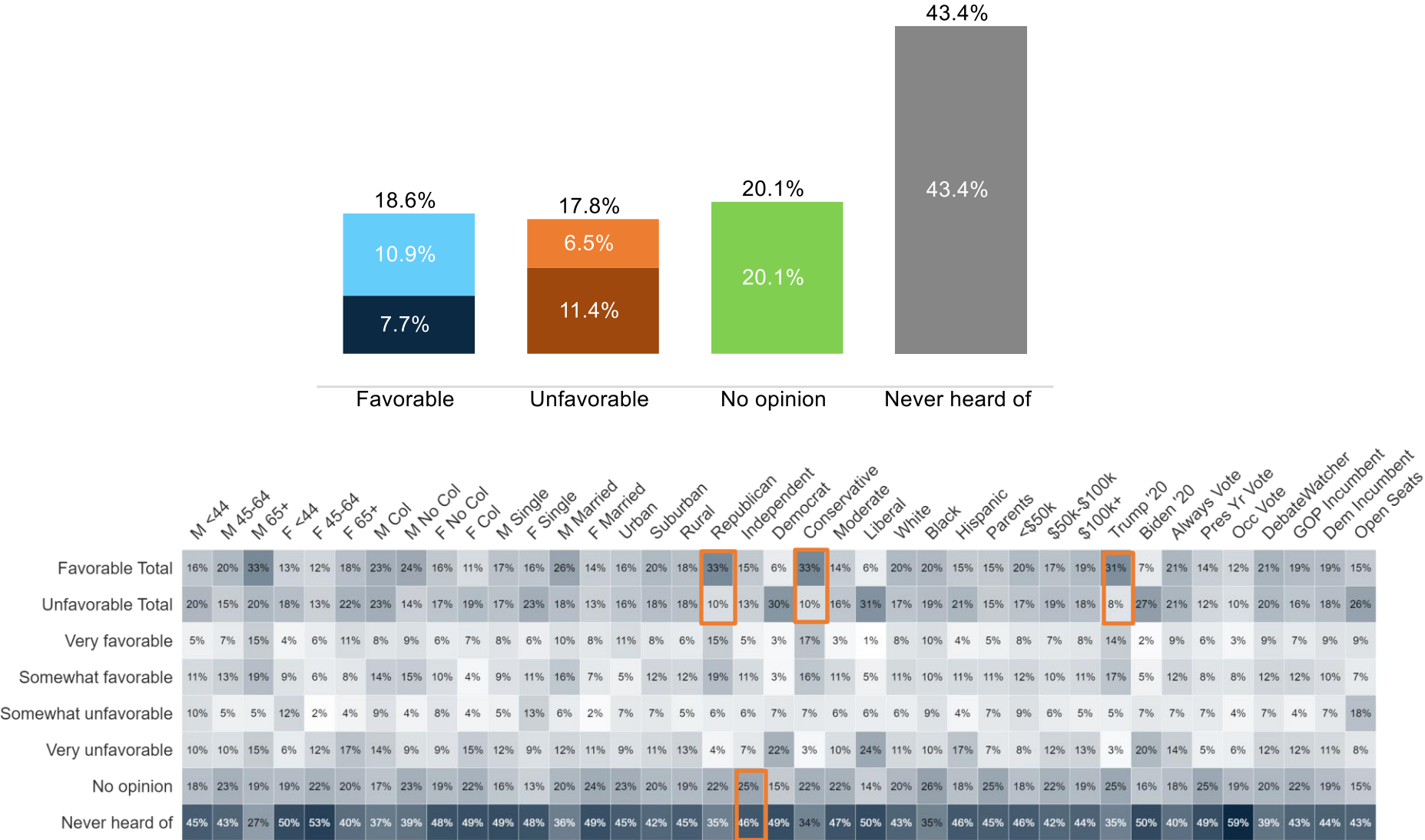
# Trend: Kamala Harris Image



# Percent Change: Kamala Harris Image (March 2024 to July 2024)

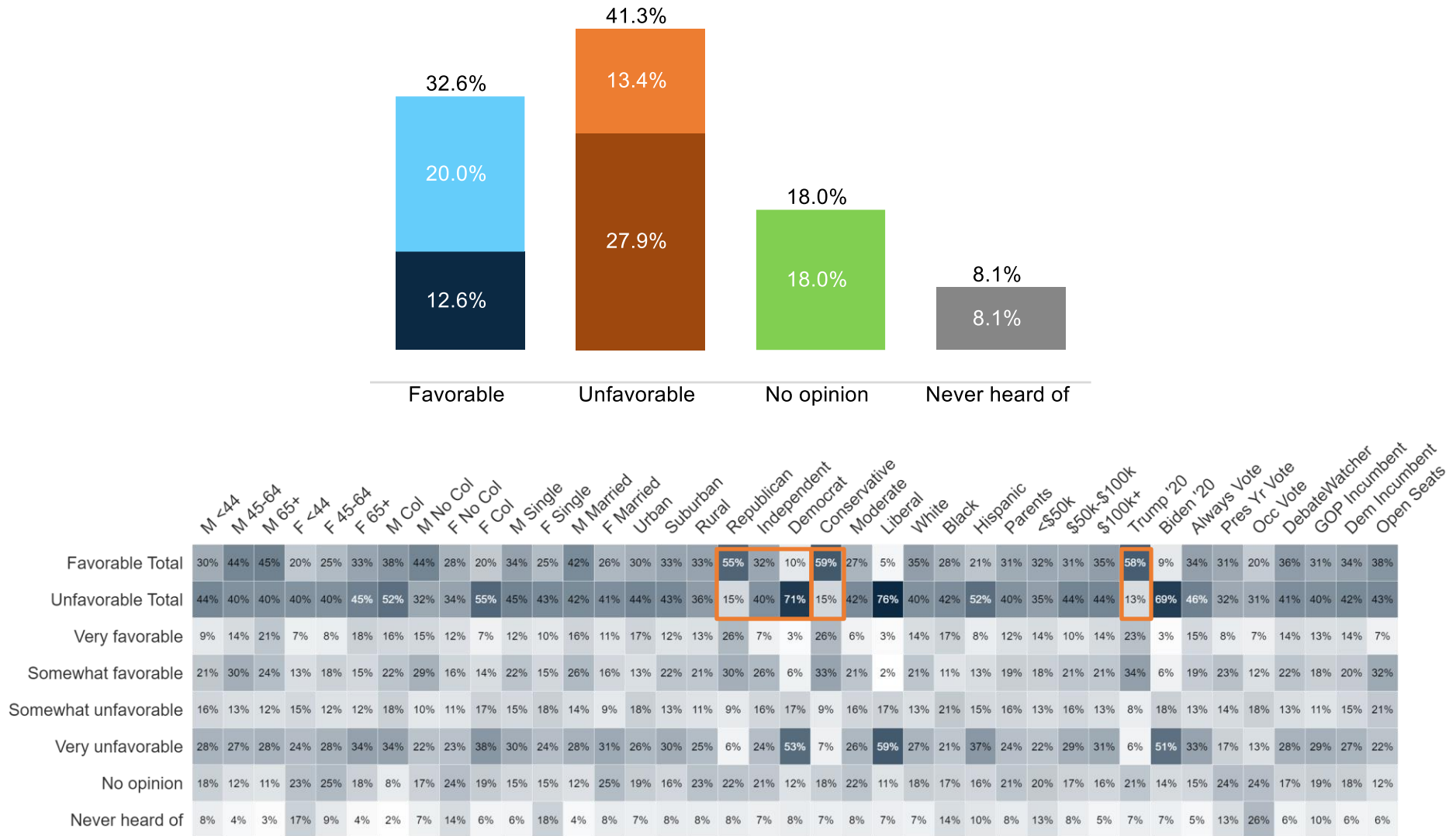
	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	-5%	6%	-2%	-3%	-4%	3%	0%	1%	-2%	-1%	-5%	2%	3%	-3%	0%	-1%	0%	0%	-6%	3%	0%	-1%	-1%	-2%	-6%	10%	-5%	2%	-2%	0%	2%	-1%	0%	-2%	-3%
Unfavorable Total	3%	-6%	-1%	-3%	3%	-3%	1%	-4%	-3%	0%	3%	-8%	-3%	-1%	-1%	-2%	-1%	1%	2%	-7%	2%	-2%	-4%	1%	-5%	-8%	6%	-6%	3%	-3%	-1%	-3%	-2%	1%	-8%
Very favorable	-2%	3%	-1%	3%	-3%	2%	2%	-2%	-1%	4%	0%	9%	0%	-4%	3%	0%	1%	1%	-2%	2%	0%	-1%	2%	-1%	-1%	3%	-4%	-1%	2%	1%	1%	1%	0%	-1%	6%
Somewhat favorable	-3%	3%	0%	-6%	-1%	1%	-3%	3%	0%	-5%	-6%	-7%	3%	1%	-3%	-1%	0%	-1%	-4%	1%	-1%	0%	-3%	-1%	-6%	7%	-1%	3%	-4%	-1%	1%	-1%	0%	-1%	-9%
Somewhat unfavorable	-7%	-5%	-4%	2%	0%	-1%	-5%	-7%	1%	-1%	-7%	1%	-4%	-1%	-2%	-1%	-5%	-2%	1%	-5%	0%	-3%	-5%	-3%	-9%	-5%	-2%	-6%	0%	-2%	-1%	-4%	-2%	-4%	1%
Very unfavorable	11%	-2%	3%	-5%	2%	-2%	6%	2%	-4%	1%	10%	-9%	1%	0%	1%	-1%	4%	2%	2%	-2%	2%	1%	1%	3%	4%	-3%	8%	0%	3%	-1%	0%	1%	0%	4%	-9%
No opinion	3%	1%	1%	6%	1%	0%	-1%	3%	4%	1%	3%	6%	0%	3%	1%	3%	1%	-1%	5%	3%	-2%	5%	3%	1%	9%	-3%	0%	3%	-1%	4%	0%	3%	1%	1%	14%
Never heard of	-1%	-1%	1%	0%	1%	0%	0%	-1%	1%	0%	-1%	0%	0%	1%	0%	1%	-1%	0%	-1%	1%	0%	-1%	2%	0%	3%	1%	0%	0%	1%	0%	0%	0%	0%	0%	-3%

# Image: Doug Burgum



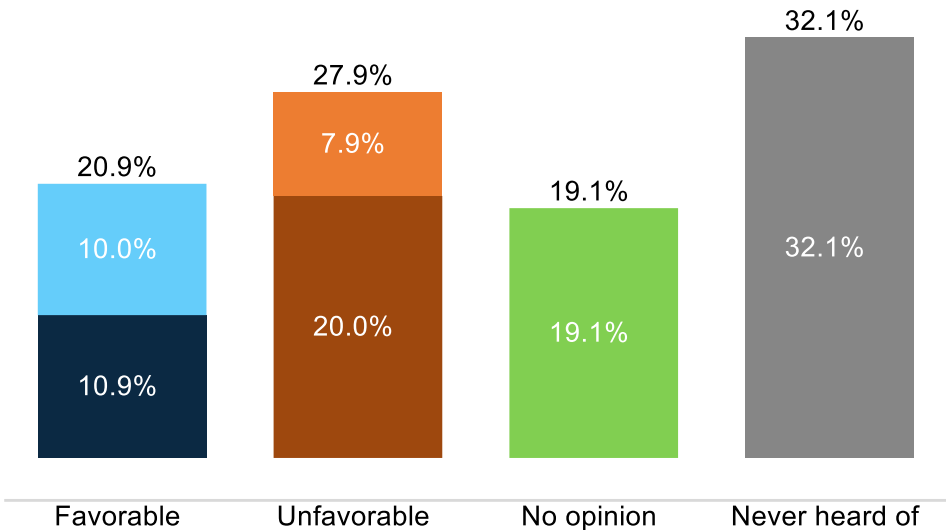
Do you have a favorable or unfavorable opinion of Doug Burgum?

# Image: Marco Rubio



Do you have a favorable or unfavorable opinion of Marco Rubio?

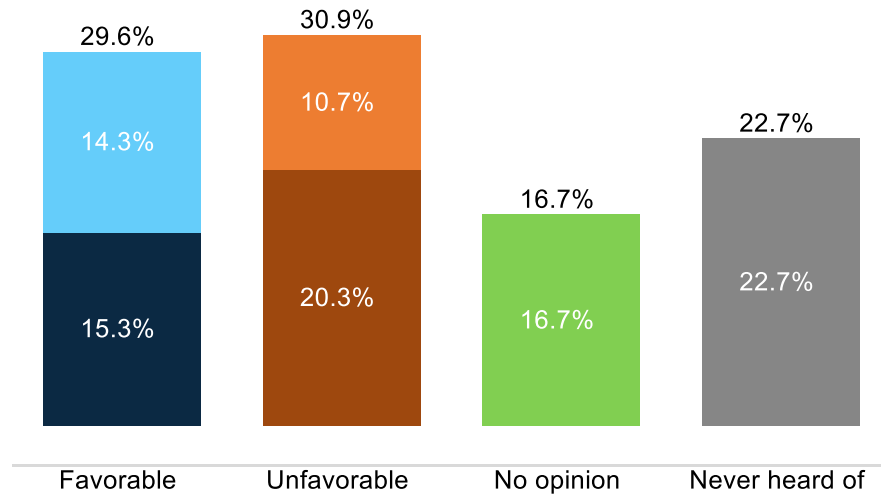
# Image: JD Vance



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	DebateWatcher	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	21%	28%	31%	11%	16%	21%	27%	28%	16%	13%	17%	12%	29%	17%	18%	22%	21%	38%	19%	6%	40%	14%	5%	22%	18%	15%	19%	19%	21%	23%	39%	5%	24%	15%	11%	24%	20%	23%	20%
Unfavorable Total	25%	29%	32%	25%	25%	33%	37%	22%	23%	35%	30%	32%	29%	24%	27%	29%	26%	12%	27%	46%	12%	30%	48%	28%	31%	31%	26%	26%	29%	30%	10%	46%	33%	18%	13%	29%	26%	31%	30%
Very favorable	10%	11%	18%	6%	9%	12%	13%	14%	9%	7%	9%	6%	15%	11%	12%	11%	11%	22%	6%	3%	24%	5%	1%	12%	11%	6%	10%	10%	10%	12%	21%	2%	13%	6%	4%	13%	10%	13%	8%
Somewhat favorable	11%	17%	13%	5%	7%	9%	14%	14%	7%	6%	8%	6%	15%	6%	7%	11%	10%	16%	12%	3%	17%	9%	4%	10%	7%	10%	9%	9%	10%	10%	18%	3%	11%	9%	6%	11%	10%	10%	11%
Somewhat unfavorable	7%	6%	8%	11%	7%	7%	9%	6%	9%	7%	9%	12%	7%	7%	9%	7%	8%	6%	11%	8%	6%	11%	6%	8%	16%	7%	7%	10%	9%	7%	5%	10%	7%	11%	6%	8%	6%	9%	17%
Very unfavorable	18%	23%	24%	14%	18%	25%	28%	16%	13%	27%	21%	21%	22%	17%	19%	22%	17%	6%	16%	38%	6%	19%	41%	20%	15%	23%	18%	16%	20%	23%	5%	36%	26%	7%	7%	21%	20%	22%	13%
No opinion	18%	18%	19%	18%	23%	19%	16%	20%	20%	20%	16%	12%	18%	22%	20%	19%	20%	21%	20%	15%	20%	21%	15%	21%	16%	13%	22%	18%	21%	17%	22%	17%	18%	22%	12%	19%	20%	19%	15%
Never heard of	36%	25%	18%	46%	37%	28%	20%	31%	41%	33%	37%	44%	24%	37%	34%	31%	34%	29%	34%	33%	28%	35%	32%	29%	36%	41%	33%	37%	29%	30%	29%	32%	24%	45%	64%	28%	35%	28%	35%

Do you have a favorable or unfavorable opinion of JD Vance?

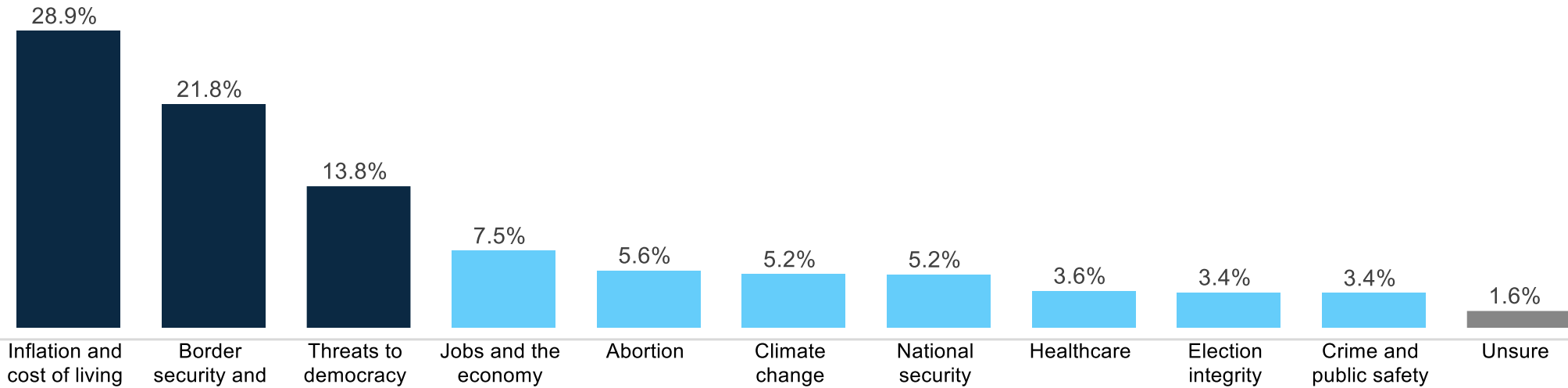
# Image: Tim Scott



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	22%	42%	43%	19%	23%	30%	34%	40%	25%	20%	26%	17%	37%	28%	28%	31%	28%	53%	30%	6%	55%	24%	5%	33%	19%	17%	30%	27%	30%	31%	53%	8%	33%	24%	12%	33%	30%	31%	20%
Unfavorable Total	34%	30%	35%	27%	29%	33%	41%	25%	25%	36%	28%	37%	35%	25%	29%	34%	26%	10%	28%	56%	13%	30%	57%	29%	46%	37%	28%	27%	34%	33%	10%	52%	35%	22%	16%	33%	30%	30%	39%
Very favorable	13%	20%	25%	7%	11%	17%	18%	22%	12%	10%	13%	8%	21%	14%	14%	15%	16%	31%	12%	2%	31%	9%	2%	17%	15%	6%	14%	14%	14%	18%	30%	2%	18%	10%	6%	17%	16%	16%	7%
Somewhat favorable	9%	22%	18%	12%	12%	12%	16%	18%	13%	10%	13%	9%	17%	14%	14%	16%	12%	22%	18%	4%	23%	15%	3%	15%	5%	11%	16%	13%	16%	14%	23%	6%	15%	14%	6%	15%	14%	15%	13%
Somewhat unfavorable	15%	8%	9%	13%	11%	8%	13%	8%	11%	11%	9%	18%	12%	7%	11%	12%	8%	5%	13%	15%	8%	12%	13%	9%	17%	15%	13%	11%	12%	10%	5%	15%	11%	12%	6%	11%	9%	10%	22%
Very unfavorable	19%	22%	26%	14%	18%	25%	28%	18%	14%	25%	19%	19%	23%	18%	18%	22%	18%	5%	15%	41%	6%	18%	44%	20%	29%	22%	15%	16%	22%	22%	4%	37%	25%	11%	10%	21%	21%	20%	17%
No opinion	20%	14%	11%	18%	18%	20%	12%	16%	18%	20%	17%	14%	14%	20%	19%	15%	19%	18%	19%	14%	15%	21%	12%	17%	21%	15%	20%	17%	17%	15%	18%	15%	14%	22%	18%	16%	17%	16%	17%
Never heard of	25%	14%	11%	36%	29%	18%	12%	19%	32%	23%	29%	32%	14%	27%	24%	20%	27%	19%	23%	25%	17%	24%	26%	22%	14%	31%	22%	29%	19%	21%	19%	25%	17%	32%	53%	19%	23%	23%	24%

Do you have a favorable or unfavorable opinion of Tim Scott?

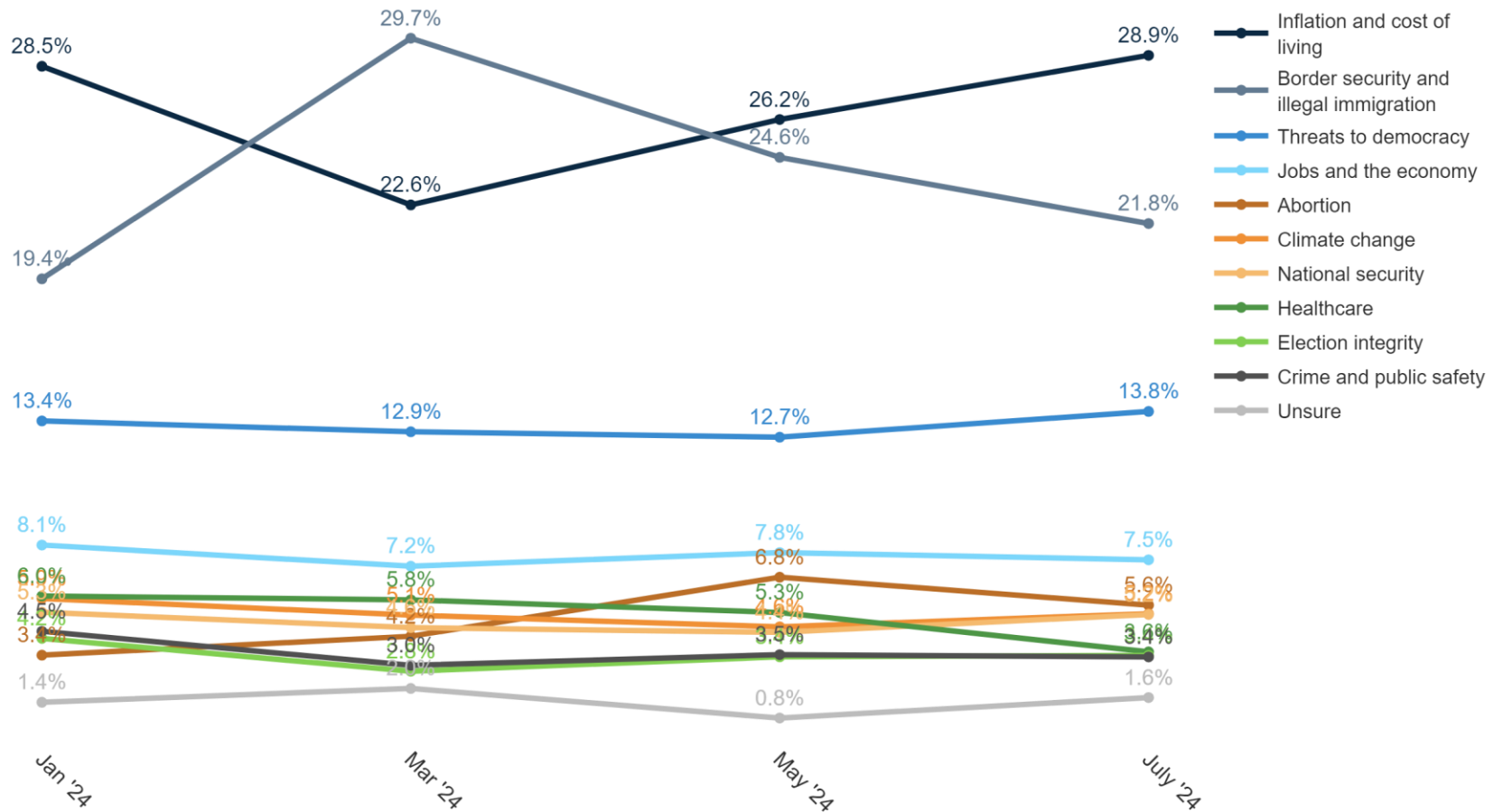
# Top Priority



immigration																																								
		M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Inflation and cost of living		49%	25%	19%	37%	29%	17%	24%	34%	30%	26%	39%	34%	27%	24%	28%	29%	29%	30%	38%	22%	28%	34%	24%	29%	35%	33%	37%	33%	31%	24%	31%	25%	25%	37%	42%	28%	31%	27%	24%
Border security and illegal immigration		14%	28%	35%	8%	23%	25%	29%	21%	12%	16%	4%	30%	22%	20%	22%	23%	39%	21%	4%	40%	18%	3%	24%	5%	13%	18%	17%	23%	23%	40%	5%	24%	17%	20%	23%	22%	25%	11%	
Threats to democracy		7%	15%	18%	9%	11%	25%	17%	11%	10%	20%	8%	13%	16%	14%	15%	15%	11%	3%	10%	28%	4%	15%	28%	13%	14%	17%	10%	10%	14%	15%	2%	26%	17%	7%	1%	14%	14%	14%	14%
Jobs and the economy		8%	7%	5%	12%	9%	3%	8%	5%	10%	6%	9%	12%	6%	9%	5%	8%	9%	9%	7%	7%	8%	10%	4%	6%	10%	8%	8%	11%	5%	8%	8%	7%	6%	10%	13%	7%	7%	6%	16%
Abortion		5%	3%	2%	11%	7%	4%	4%	3%	8%	8%	5%	15%	3%	5%	9%	5%	5%	2%	2%	12%	2%	3%	14%	5%	9%	7%	5%	6%	5%	6%	2%	9%	5%	6%	3%	5%	5%	6%	6%
Climate change		3%	7%	6%	5%	5%	5%	7%	4%	3%	8%	6%	6%	6%	5%	6%	5%	5%	0%	5%	11%	1%	4%	13%	6%	3%	4%	3%	5%	6%	5%	0%	10%	6%	4%	2%	5%	5%	5%	7%
National security		4%	5%	7%	4%	4%	7%	4%	6%	4%	7%	5%	3%	6%	7%	3%	5%	6%	9%	3%	3%	8%	4%	3%	6%	3%	3%	4%	5%	5%	6%	7%	3%	6%	5%	2%	5%	5%	6%	7%
Healthcare		5%	4%	1%	4%	5%	3%	3%	3%	4%	7%	5%	3%	3%	4%	4%	3%	1%	6%	5%	1%	5%	5%	3%	7%	3%	4%	4%	3%	4%	1%	6%	3%	5%	7%	3%	3%	4%	7%	
Election integrity		2%	3%	5%	1%	4%	7%	4%	3%	4%	3%	1%	2%	3%	5%	3%	4%	3%	5%	3%	2%	6%	3%	2%	4%	4%	3%	4%	3%	3%	3%	6%	2%	4%	3%	1%	3%	4%	3%	4%
Crime and public safety		4%	1%	2%	8%	1%	3%	2%	2%	4%	5%	3%	5%	1%	4%	6%	3%	4%	2%	4%	5%	2%	5%	3%	3%	9%	5%	5%	3%	3%	4%	2%	3%	3%	5%	5%	3%	4%	3%	4%
Unsure		1%	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	0%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	4%	2%	2%	1%	2%	1%	2%	1%	1%	5%	1%	2%	2%	1%	

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

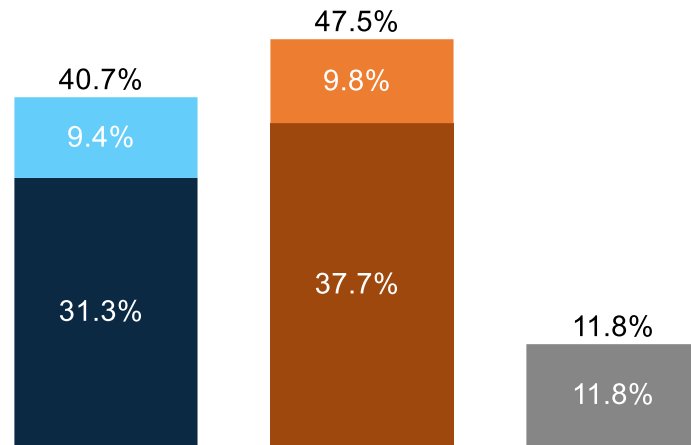
# Trend: Top Priority



# Percent Change: Top Priority (May 2024 to July 2024)

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP	Dem Incumbent	Open Seats
Inflation and cost of living	18%	1%	2%	1%	1%	-3%	0%	10%	1%	0%	8%	0%	5%	-3%	2%	3%	3%	2%	10%	-1%	2%	7%	0%	3%	2%	6%	5%	6%	4%	-1%	5%	1%	4%	0%	-1%	6%	-1%	-2%
Border security and illegal immigration	-7%	-9%	2%	-2%	-1%	0%	-1%	-5%	-2%	-2%	-9%	-8%	-1%	0%	-2%	-3%	-4%	-7%	-1%	1%	-6%	-1%	-1%	-2%	-7%	0%	-2%	-5%	1%	-2%	-7%	0%	-4%	-1%	0%	-3%	0%	-14%
Threats to democracy	-2%	4%	0%	1%	-2%	6%	2%	0%	0%	3%	-2%	0%	4%	2%	1%	2%	0%	-1%	-2%	5%	-1%	0%	4%	0%	8%	0%	2%	-3%	4%	1%	-2%	4%	2%	-2%	-3%	2%	0%	1%
Jobs and the economy	-3%	-1%	-2%	1%	3%	-1%	-4%	-2%	3%	-1%	0%	2%	-3%	3%	-5%	0%	1%	3%	-2%	-3%	2%	0%	-4%	-1%	-3%	-2%	-3%	2%	-2%	-1%	2%	-2%	-2%	2%	6%	-1%	-2%	11%
Abortion	3%	1%	-5%	0%	-1%	-5%	1%	-1%	-2%	-1%	2%	2%	-1%	-3%	1%	-2%	-1%	1%	-4%	-1%	1%	-6%	2%	-1%	-2%	-2%	-1%	-1%	-3%	1%	0%	-3%	-1%	0%	-4%	-1%	-1%	-3%
Climate change	-5%	5%	2%	-2%	0%	2%	3%	-1%	-1%	2%	0%	0%	3%	1%	2%	0%	1%	0%	0%	2%	0%	1%	1%	1%	-1%	-1%	-2%	0%	2%	0%	0%	1%	1%	0%	-1%	0%	1%	-1%
National security	1%	2%	2%	0%	1%	0%	1%	3%	0%	0%	1%	1%	2%	0%	0%	0%	2%	4%	-3%	0%	3%	-2%	1%	2%	-2%	-1%	0%	1%	0%	2%	2%	-1%	1%	0%	0%	0%	1%	4%
Healthcare	-2%	-2%	-2%	-3%	0%	-1%	-4%	-1%	-1%	-1%	3%	0%	-3%	-3%	0%	-2%	-1%	0%	2%	-5%	0%	-1%	-4%	-2%	3%	-5%	-3%	-2%	-2%	-2%	-1%	-3%	-1%	-2%	0%	-3%	0%	2%
Election integrity	-1%	0%	0%	-1%	2%	1%	1%	-1%	1%	0%	-2%	1%	-1%	0%	1%	1%	-1%	0%	1%	-1%	1%	-1%	0%	0%	1%	1%	0%	2%	-2%	0%	1%	-1%	0%	2%	-2%	0%	0%	-1%
Crime and public safety	-3%	-1%	0%	4%	-1%	-1%	-1%	-2%	1%	1%	-2%	1%	-3%	2%	1%	-1%	0%	-2%	0%	2%	-2%	2%	0%	0%	1%	0%	0%	0%	-1%	0%	-1%	1%	0%	0%	1%	-1%	1%	2%
Unsure	1%	0%	1%	2%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	2%	0%	0%	2%	0%	1%	4%	2%	1%	0%	1%	0%	1%	1%	1%	5%	1%	1%	1%

# Biden v Trump



Democrat Joe Biden      Republican Donald Trump      Undecided

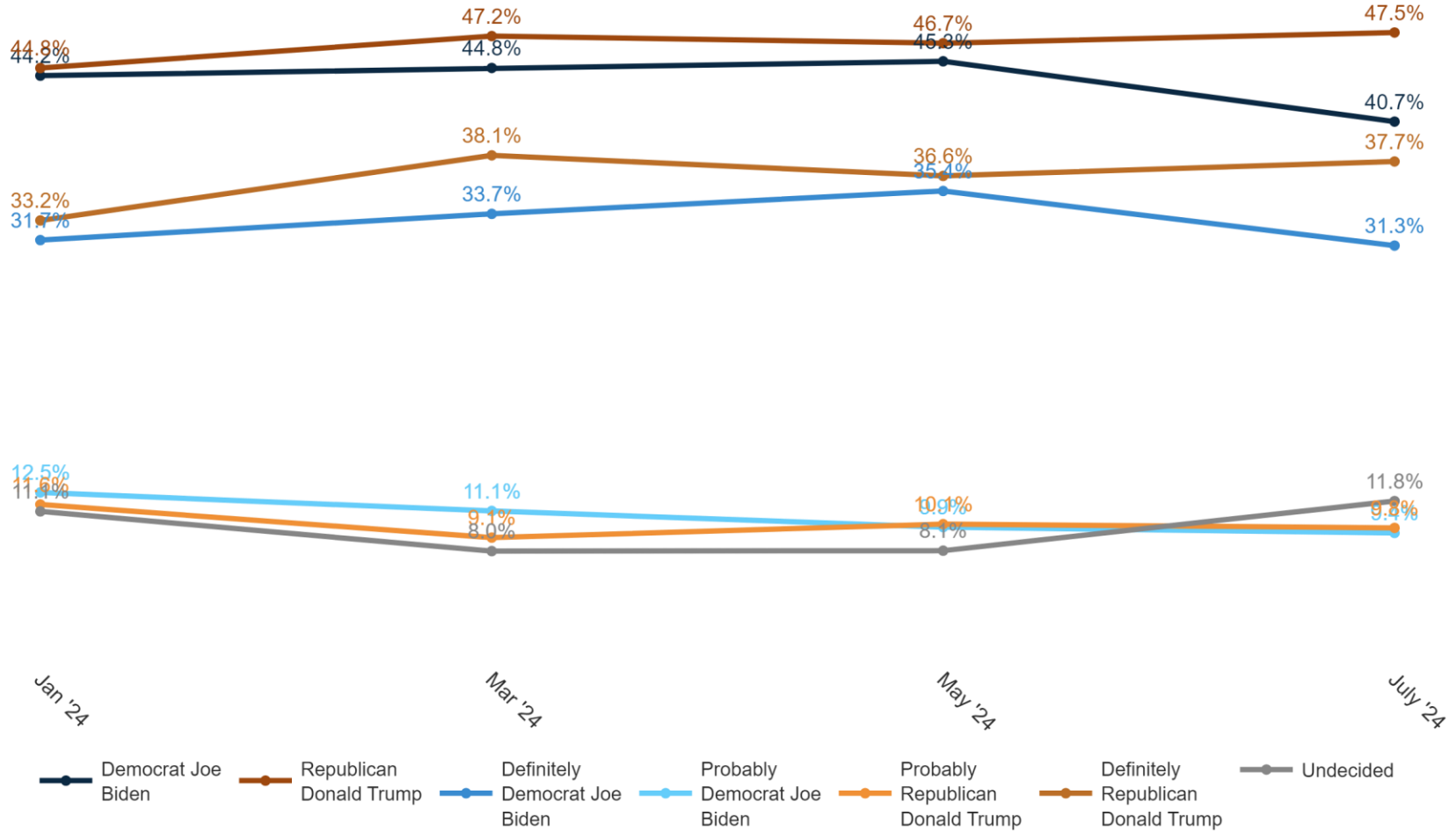
	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Democrat Joe Biden	30%	37%	40%	43%	42%	50%	44%	30%	36%	60%	35%	49%	39%	40%	50%	40%	36%	3%	33%	86%	9%	43%	82%	39%	51%	49%	36%	39%	42%	43%	3%	80%	43%	37%	32%	38%	41%	39%	45%
Republican Donald Trump	53%	54%	52%	41%	46%	41%	45%	61%	51%	29%	50%	38%	52%	48%	38%	47%	53%	93%	41%	5%	86%	38%	8%	51%	28%	37%	51%	50%	46%	46%	92%	6%	47%	49%	45%	51%	47%	50%	38%
Definitely Democrat Joe Biden	23%	30%	30%	31%	32%	42%	34%	23%	26%	48%	25%	38%	30%	31%	39%	31%	28%	1%	19%	72%	5%	30%	70%	31%	43%	34%	25%	28%	32%	35%	2%	63%	35%	24%	18%	30%	31%	30%	37%
Probably Democrat Joe Biden	7%	8%	9%	12%	11%	8%	10%	6%	9%	13%	11%	11%	8%	9%	11%	10%	8%	2%	13%	15%	4%	14%	12%	9%	7%	15%	10%	11%	10%	8%	1%	17%	8%	12%	14%	8%	10%	9%	9%
Probably Republican Donald Trump	11%	6%	8%	13%	10%	10%	9%	7%	13%	8%	12%	12%	6%	11%	8%	12%	7%	13%	15%	3%	11%	15%	2%	9%	11%	11%	8%	13%	8%	9%	13%	4%	6%	16%	21%	10%	9%	9%	15%
Definitely Republican Donald Trump	42%	48%	44%	28%	36%	31%	36%	53%	38%	20%	37%	26%	46%	37%	30%	36%	46%	80%	26%	2%	75%	23%	6%	42%	17%	26%	43%	37%	38%	37%	79%	2%	41%	33%	23%	41%	38%	40%	23%
Undecided	17%	9%	9%	16%	11%	10%	11%	10%	13%	11%	15%	12%	10%	12%	12%	12%	11%	4%	26%	9%	5%	19%	10%	9%	21%	14%	14%	11%	12%	11%	4%	14%	10%	14%	24%	11%	11%	11%	17%

If the November 5th general election for President was held today, and you had to make a choice based on these options, who would you vote for?

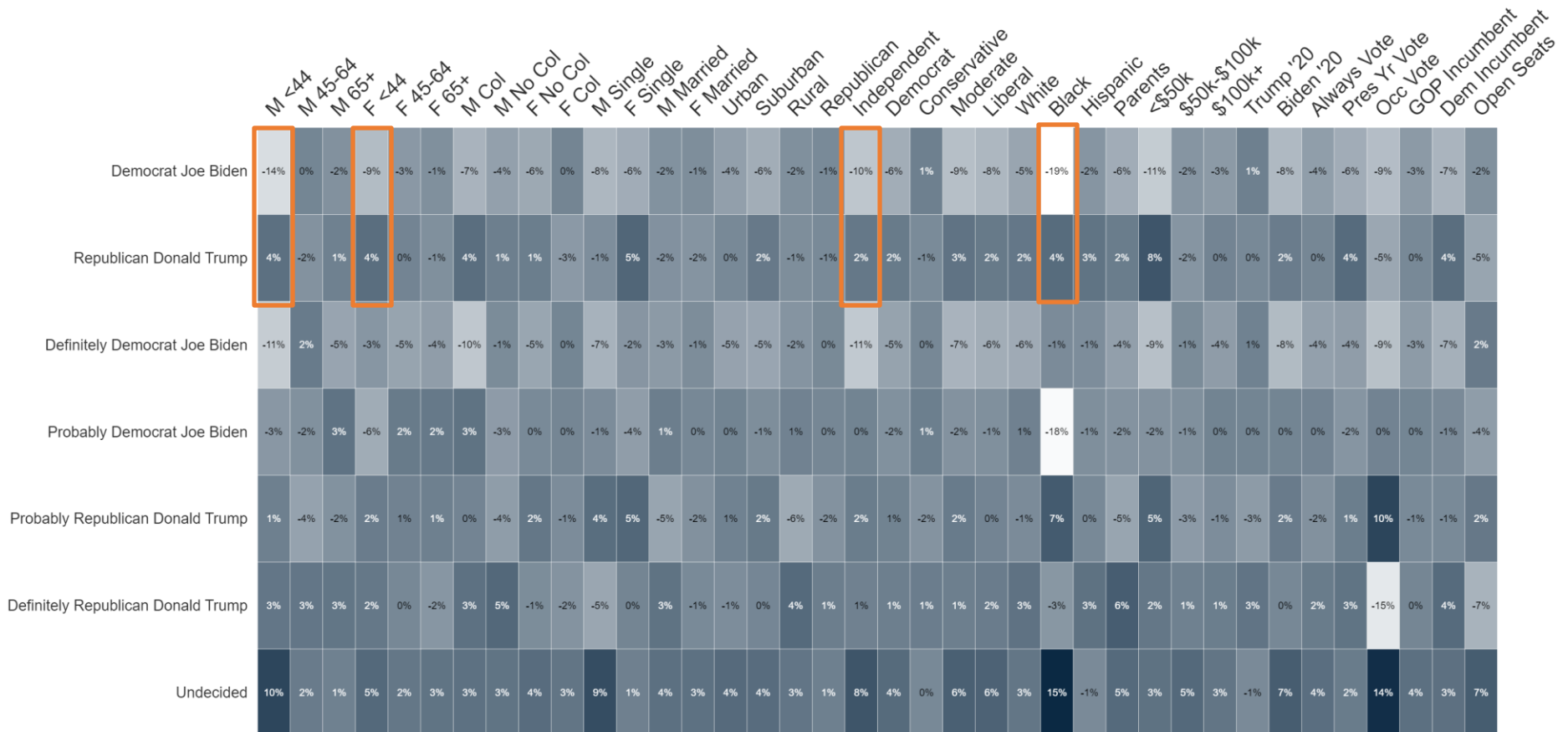


CYGNAL

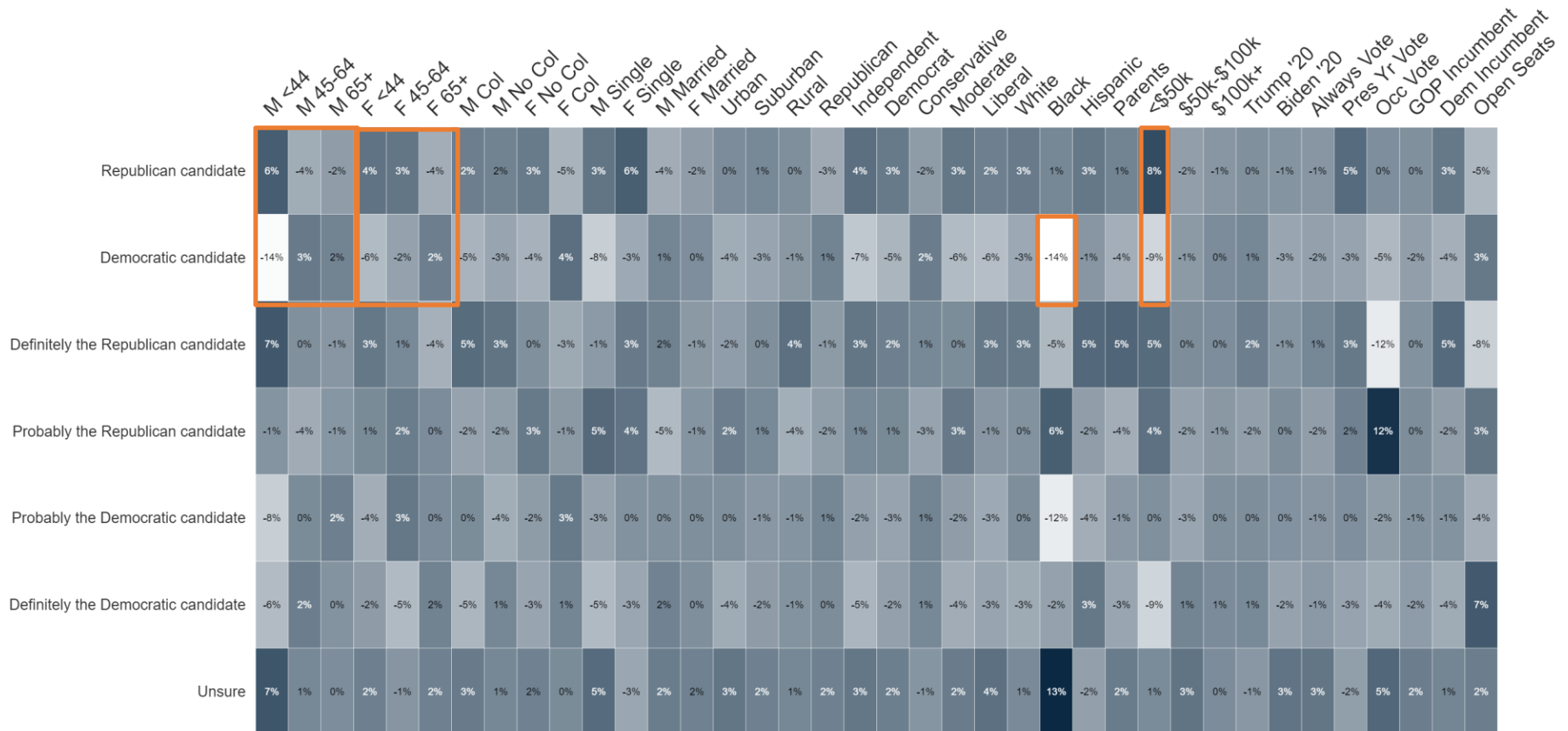
# Trend: Biden v Trump



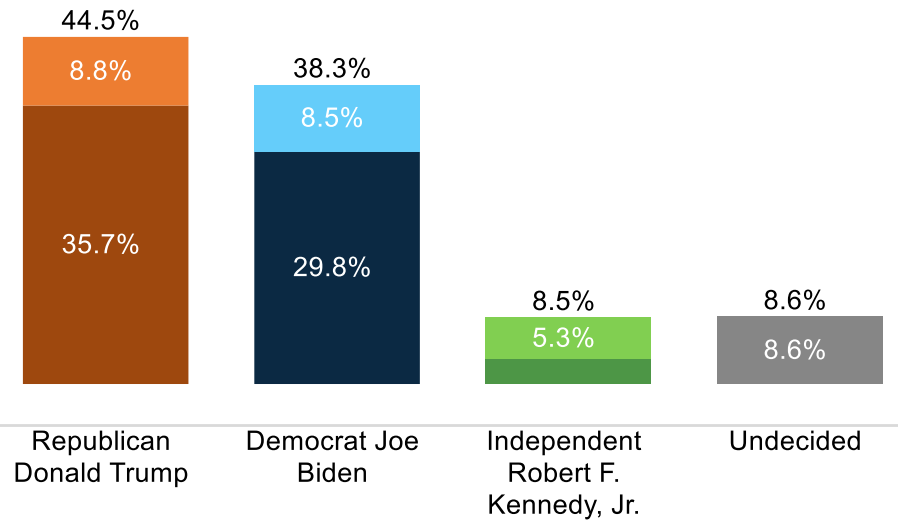
# Percent Change: Biden v Trump (May 2024 to July 2024)



# Percent Change: Generic Ballot to Biden v Trump Ballot



# Biden v Trump v Kennedy



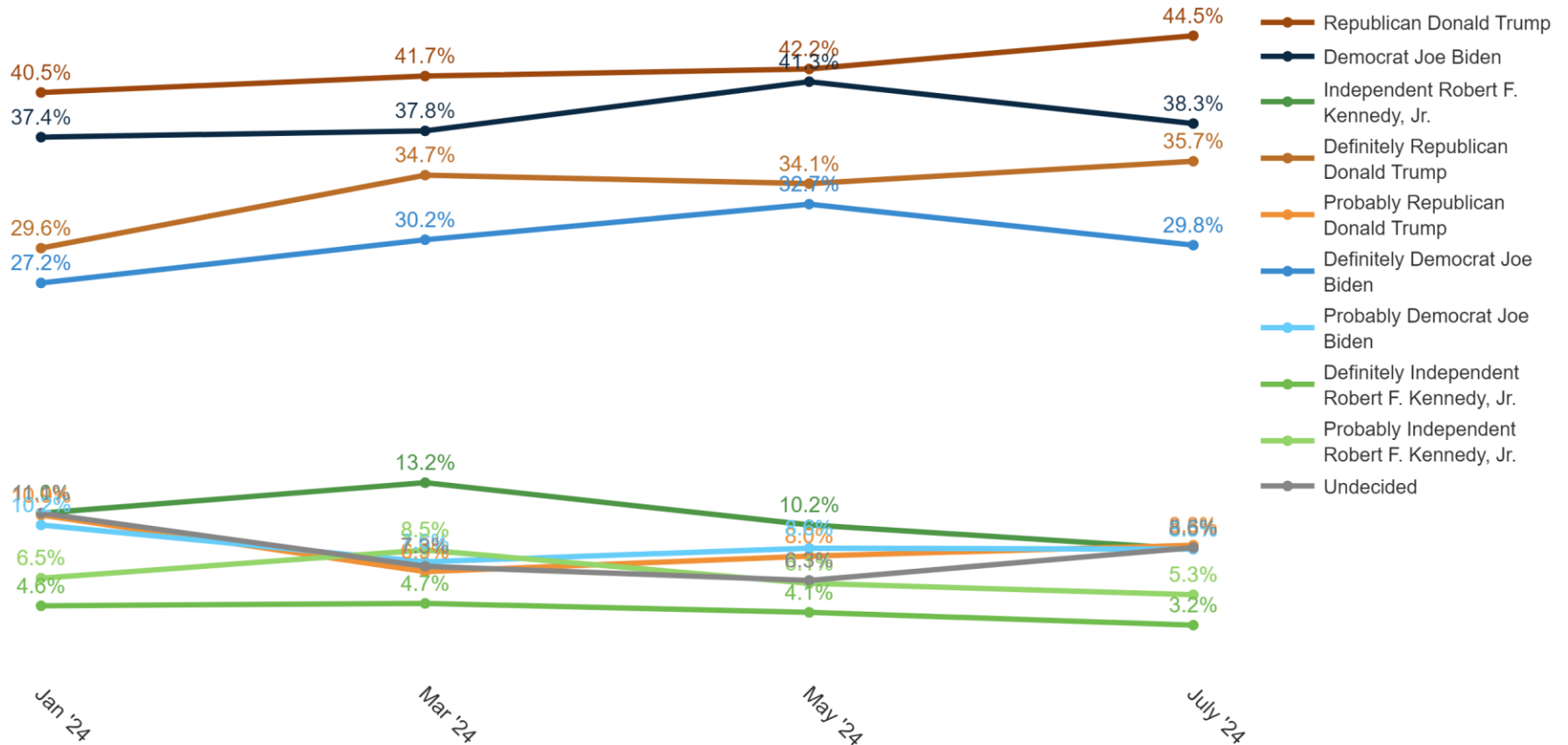
		M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate	Watch	GOP Incumbent	Dem Incumbent	Open Seats
Republican Donald Trump		45%	49%	51%	38%	46%	38%	40%	58%	49%	26%	45%	35%	49%	45%	37%	43%	53%	89%	35%	5%	84%	33%	6%	49%	24%	31%	46%	47%	44%	43%	88%	5%	45%	44%	37%	48%	43%	47%	42%	
Democrat Joe Biden		29%	36%	39%	37%	40%	48%	44%	28%	31%	58%	34%	45%	37%	39%	49%	39%	32%	2%	29%	83%	7%	40%	81%	37%	48%	48%	33%	34%	39%	42%	2%	78%	42%	32%	29%	36%	40%	36%	39%	
Independent Robert F. Kennedy, Jr.		11%	9%	4%	12%	8%	6%	9%	7%	9%	9%	8%	9%	8%	8%	6%	9%	9%	5%	20%	4%	5%	15%	3%	8%	13%	7%	14%	10%	8%	8%	6%	7%	6%	14%	13%	8%	8%	10%	7%	
Definitely Republican Donald Trump		37%	43%	43%	29%	34%	29%	31%	52%	37%	19%	38%	30%	41%	33%	27%	34%	45%	78%	21%	1%	74%	20%	4%	40%	13%	24%	35%	40%	35%	34%	74%	2%	38%	31%	29%	40%	35%	37%	29%	
Probably Republican Donald Trump		8%	6%	8%	9%	12%	9%	8%	6%	12%	8%	7%	5%	8%	12%	10%	9%	8%	11%	14%	3%	10%	13%	1%	9%	11%	7%	10%	7%	10%	9%	14%	3%	7%	12%	8%	9%	8%	9%	13%	
Definitely Democrat Joe Biden		18%	29%	31%	28%	31%	41%	32%	21%	25%	46%	24%	35%	29%	31%	40%	29%	26%	1%	17%	69%	4%	29%	68%	29%	34%	38%	24%	27%	31%	33%	1%	61%	35%	20%	16%	28%	30%	29%	33%	
Probably Democrat Joe Biden		11%	8%	7%	9%	9%	6%	12%	6%	6%	12%	10%	10%	9%	8%	9%	10%	6%	2%	12%	14%	3%	12%	13%	8%	14%	10%	9%	7%	9%	9%	1%	17%	7%	12%	12%	8%	10%	7%	6%	
Definitely Independent Robert F. Kennedy, Jr.		5%	2%	2%	6%	3%	0%	3%	3%	4%	2%	4%	4%	2%	3%	3%	3%	3%	2%	8%	1%	2%	6%	2%	3%	4%	5%	6%	5%	3%	2%	2%	2%	5%	10%	3%	3%	4%	1%		
Probably Independent Robert F. Kennedy, Jr.		6%	7%	3%	6%	5%	5%	6%	4%	5%	7%	5%	5%	6%	5%	3%	6%	6%	3%	12%	3%	3%	10%	3%	6%	9%	2%	7%	5%	5%	5%	4%	5%	4%	9%	3%	5%	5%	6%	6%	
Undecided		14%	5%	6%	13%	6%	8%	7%	7%	11%	7%	12%	11%	6%	9%	9%	10%	6%	4%	16%	8%	4%	12%	8%	6%	15%	13%	7%	9%	8%	8%	4%	10%	7%	11%	21%	8%	9%	8%	12%	

If the November 5th general election for President was held today, and you had to make a choice based on these options, who would you vote for?



CYGNAL

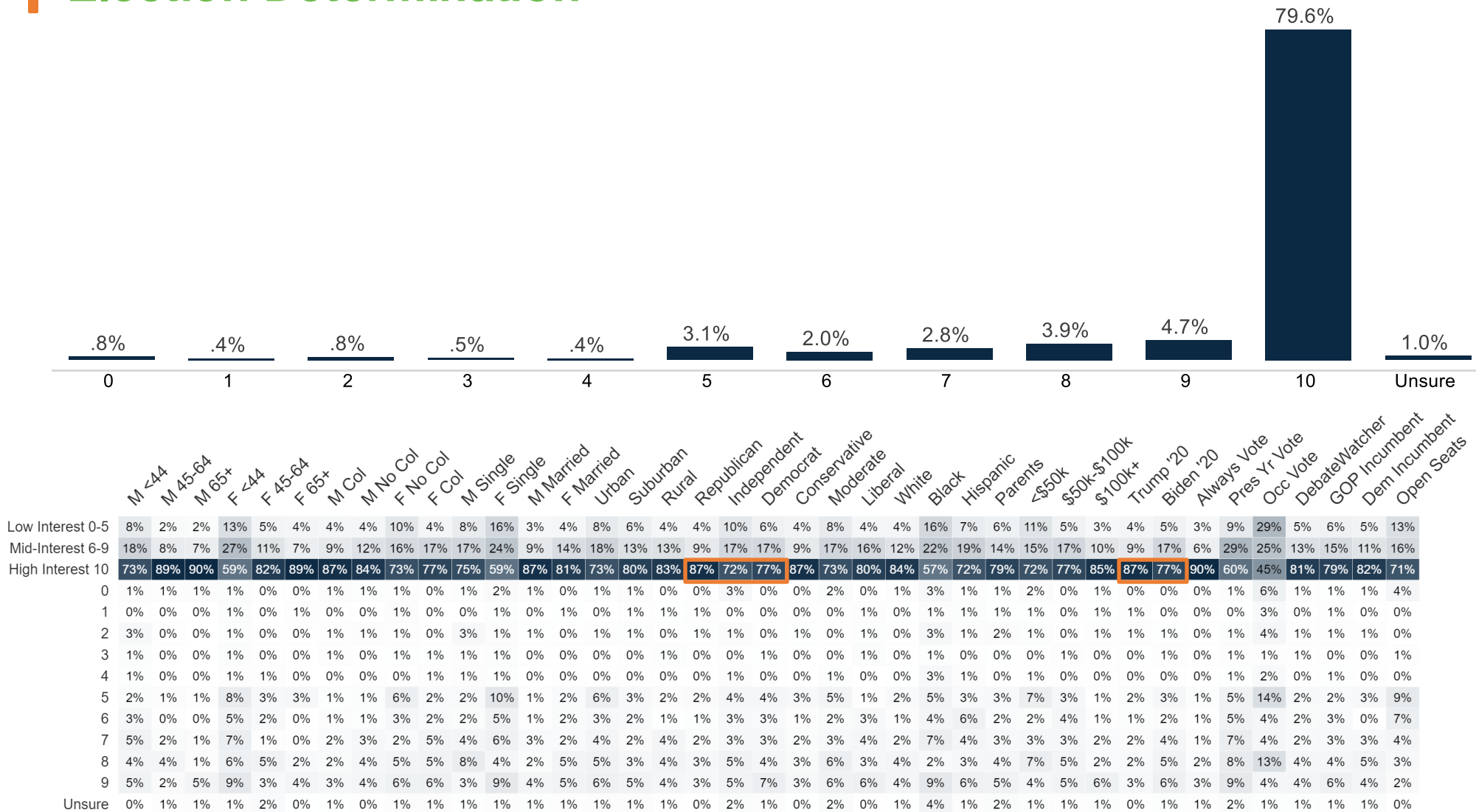
# Trend: Biden v Trump v Kennedy



# Percent Change: Biden v Trump v Kennedy (May 2024 to July 2024)

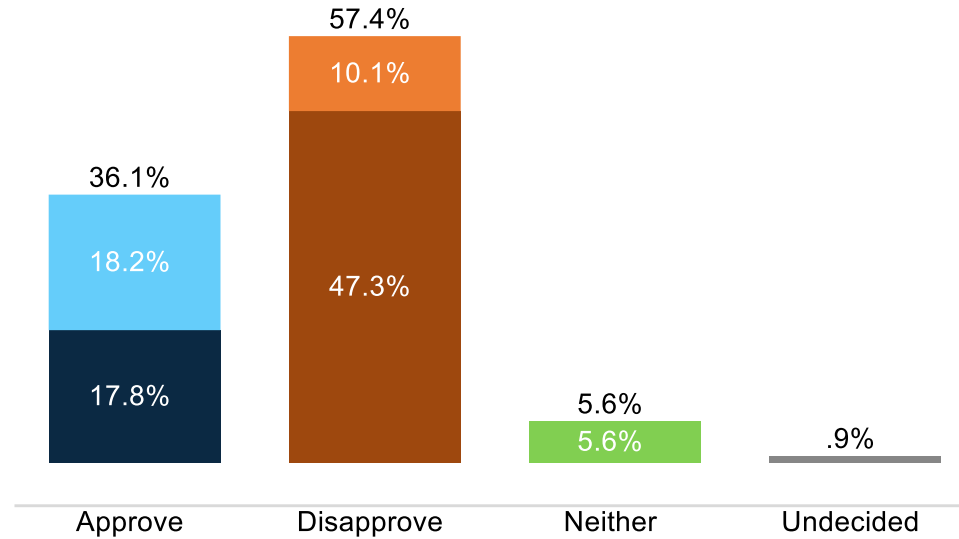
	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Republican Donald Trump	4%	-2%	2%	6%	3%	-1%	4%	4%	4%	-2%	1%	7%	0%	-2%	1%	2%	4%	0%	4%	4%	3%	4%	0%	3%	0%	5%	3%	8%	1%	1%	1%	2%	2%	6%	-9%	0%	5%	2%
Democrat Joe Biden	-11%	1%	-1%	-7%	-1%	1%	-4%	-4%	-4%	3%	-3%	-1%	-2%	0%	-2%	-4%	-2%	-1%	-6%	-4%	-1%	-8%	-1%	-3%	-14%	-2%	-4%	-10%	-2%	0%	0%	-5%	-2%	-7%	1%	-1%	-6%	-4%
Independent Robert F. Kennedy, Jr.	-6%	0%	0%	-3%	-2%	1%	-3%	-2%	-2%	0%	-7%	-6%	0%	-1%	-3%	-2%	-1%	1%	-2%	-3%	-1%	-1%	-3%	0%	8%	-11%	0%	0%	-1%	-4%	-2%	-2%	-2%	-1%	-3%	-3%	0%	-1%
Definitely Republican Donald Trump	6%	0%	3%	4%	0%	-3%	3%	7%	0%	-3%	3%	7%	1%	-3%	-3%	0%	6%	4%	-1%	1%	5%	0%	0%	3%	-9%	6%	2%	8%	-1%	0%	2%	0%	1%	3%	-2%	0%	4%	1%
Probably Republican Donald Trump	-1%	-2%	0%	2%	3%	2%	1%	-3%	4%	1%	-3%	0%	-2%	2%	4%	1%	-2%	-4%	6%	2%	-2%	5%	0%	1%	8%	0%	1%	1%	1%	1%	-1%	2%	1%	3%	-7%	0%	1%	1%
Definitely Democrat Joe Biden	-13%	2%	-3%	-1%	-3%	-1%	-7%	-3%	-3%	3%	-6%	-1%	-2%	0%	-1%	-4%	-1%	0%	-10%	-2%	-1%	-6%	-2%	-4%	-11%	4%	-2%	-8%	0%	-2%	0%	-6%	-1%	-7%	-5%	-1%	-5%	-1%
Probably Democrat Joe Biden	2%	0%	1%	-6%	2%	1%	3%	-2%	-1%	0%	3%	0%	1%	-1%	-1%	1%	-1%	0%	4%	-2%	0%	-1%	2%	1%	-4%	-6%	-2%	-3%	-2%	2%	0%	1%	-1%	0%	5%	1%	-1%	-2%
Definitely Independent Robert F. Kennedy, Jr.	-4%	-1%	1%	1%	0%	-2%	-2%	-2%	0%	0%	-2%	-1%	-1%	-1%	-1%	-1%	1%	-1%	-2%	0%	1%	-3%	0%	1%	-5%	0%	0%	0%	-2%	-1%	-2%	-2%	0%	4%	-1%	0%	-2%	
Probably Independent Robert F. Kennedy, Jr.	-1%	1%	-1%	-5%	-2%	3%	-1%	0%	-2%	1%	-5%	-5%	1%	0%	-2%	-1%	0%	0%	-1%	-1%	0%	-1%	0%	0%	8%	-6%	0%	0%	-1%	-2%	-1%	0%	0%	-1%	-7%	-2%	0%	1%
Undecided	12%	0%	-1%	4%	0%	0%	3%	2%	3%	-1%	10%	0%	2%	3%	4%	4%	-1%	0%	3%	3%	-2%	4%	4%	0%	6%	8%	1%	2%	2%	2%	0%	5%	2%	2%	11%	3%	1%	2%

# Election Determination



On a scale of 0 to 10, how determined are you to vote in this year's November general elections for President and Congress, with 0 meaning not determined at all and 10 meaning extremely determined?

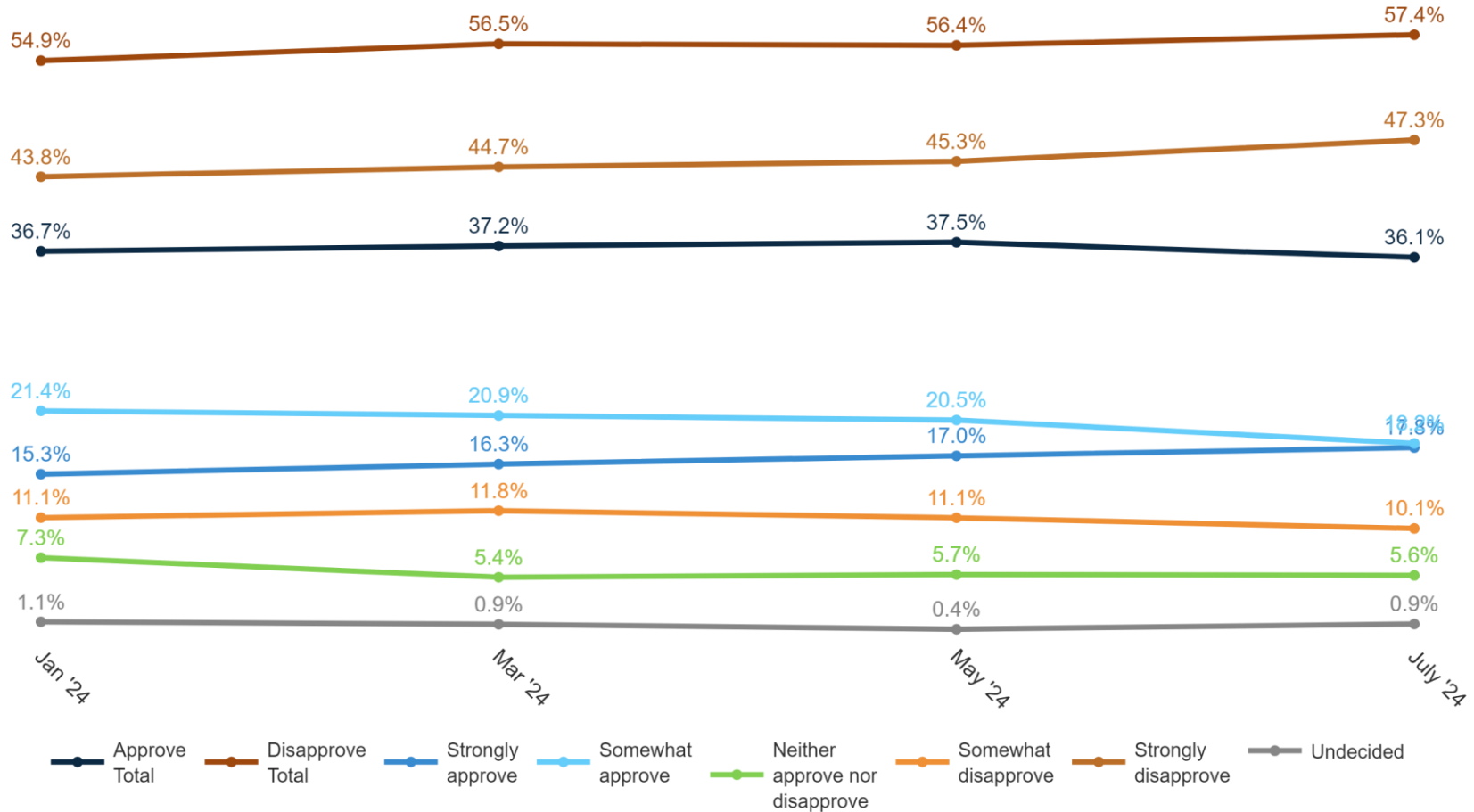
# Biden Job Approval



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	27%	36%	36%	32%	35%	50%	42%	27%	31%	51%	30%	40%	37%	34%	44%	37%	30%	4%	29%	76%	9%	39%	71%	33%	56%	42%	32%	36%	36%	38%	5%	70%	39%	28%	36%	34%	37%	35%	35%
Disapprove Total	64%	63%	57%	56%	59%	46%	53%	69%	60%	44%	66%	51%	58%	59%	48%	57%	64%	94%	61%	17%	88%	51%	24%	62%	27%	48%	59%	55%	59%	57%	95%	20%	56%	61%	54%	60%	56%	59%	61%
Strongly approve	10%	18%	20%	13%	16%	31%	22%	12%	16%	23%	15%	19%	19%	18%	20%	18%	16%	2%	9%	41%	3%	15%	42%	17%	24%	22%	12%	17%	19%	17%	2%	36%	22%	10%	9%	18%	17%	18%	21%
Somewhat approve	17%	18%	16%	19%	19%	20%	21%	14%	14%	28%	15%	21%	19%	16%	24%	18%	14%	2%	20%	34%	5%	24%	29%	16%	31%	20%	20%	18%	17%	21%	3%	34%	18%	18%	27%	16%	19%	17%	14%
Neither approve nor disapprove	8%	1%	5%	10%	6%	2%	5%	5%	8%	4%	5%	7%	4%	6%	7%	6%	5%	2%	9%	7%	3%	10%	4%	4%	11%	10%	8%	8%	5%	4%	1%	9%	4%	9%	7%	5%	7%	5%	3%
Somewhat disapprove	12%	8%	5%	14%	13%	8%	9%	7%	13%	11%	11%	17%	7%	11%	13%	10%	8%	8%	13%	9%	7%	13%	11%	9%	3%	18%	8%	10%	10%	10%	7%	10%	8%	15%	14%	10%	10%	8%	22%
Strongly disapprove	52%	55%	52%	42%	46%	38%	45%	62%	48%	33%	55%	34%	51%	48%	35%	47%	56%	86%	47%	7%	81%	38%	13%	53%	25%	30%	51%	45%	49%	47%	88%	9%	48%	46%	40%	50%	46%	51%	39%
Undecided	0%	0%	1%	2%	1%	1%	0%	0%	1%	1%	0%	2%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	6%	0%	0%	1%	0%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%

Do you approve or disapprove of the job Joe Biden has done as President?

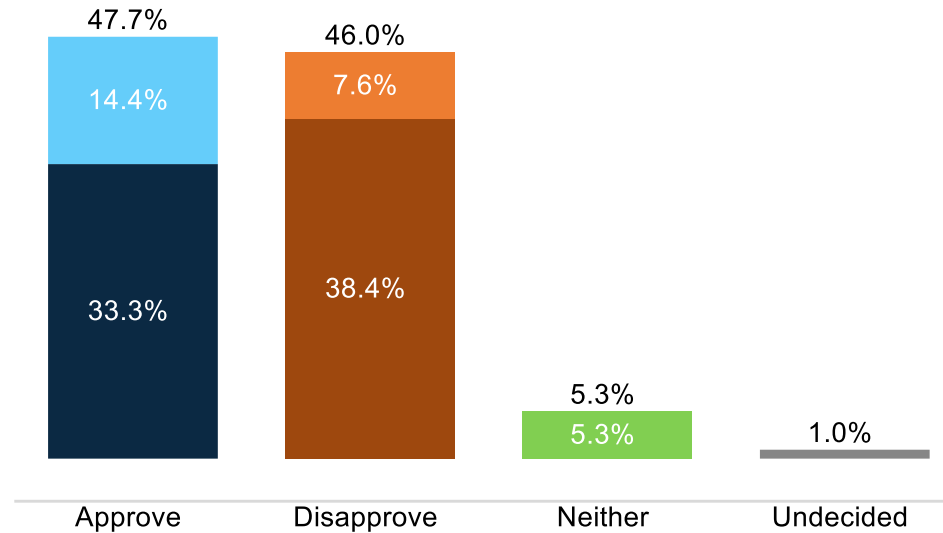
# Trend: Biden Job Approval



# Percent Change: Biden Job Approval (May 2024 to July 2024)

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	-8%	8%	-1%	-4%	-6%	4%	-3%	1%	-3%	0%	-2%	-1%	2%	-2%	-2%	-1%	-2%	0%	-4%	-1%	2%	-6%	-2%	-4%	2%	-1%	-2%	-5%	2%	-1%	2%	-4%	-1%	-7%	13%	1%	-4%	-3%
Disapprove Total	6%	-2%	-3%	3%	4%	-3%	1%	2%	1%	1%	7%	1%	-3%	2%	2%	1%	1%	-1%	1%	3%	-3%	4%	4%	4%	-6%	1%	2%	4%	-1%	2%	-2%	3%	0%	7%	-9%	-1%	4%	4%
Strongly approve	0%	6%	2%	-2%	-3%	4%	2%	3%	0%	-2%	3%	1%	5%	0%	-4%	2%	0%	1%	-1%	2%	1%	-3%	5%	0%	-1%	3%	-1%	-1%	4%	0%	1%	1%	2%	-2%	-3%	0%	0%	8%
Somewhat approve	-8%	2%	-3%	-2%	-4%	0%	-5%	-2%	-3%	2%	-4%	-1%	-3%	-2%	2%	-3%	-2%	0%	-3%	-4%	2%	-3%	-7%	-4%	2%	-4%	-2%	-4%	-1%	-1%	1%	-5%	-3%	-5%	16%	0%	-4%	-12%
Neither approve nor disapprove	2%	-5%	3%	-1%	2%	-1%	2%	-2%	2%	-2%	-5%	-1%	1%	0%	0%	0%	0%	1%	3%	-2%	0%	2%	-3%	0%	-1%	2%	0%	2%	-2%	-1%	0%	0%	0%	0%	-6%	1%	-1%	-2%
Somewhat disapprove	-2%	0%	0%	-7%	2%	1%	0%	-2%	0%	-2%	-2%	-4%	1%	0%	2%	-1%	-3%	0%	-5%	-1%	0%	0%	-2%	-1%	-11%	1%	-3%	-4%	-1%	1%	-1%	0%	-1%	-1%	-5%	-1%	-3%	5%
Strongly disapprove	8%	-2%	-2%	10%	2%	-5%	1%	4%	1%	3%	9%	5%	-4%	2%	0%	2%	4%	-2%	6%	4%	-2%	4%	6%	5%	5%	0%	5%	8%	0%	1%	-1%	3%	0%	7%	-4%	-1%	7%	-1%
Undecided	0%	-1%	1%	2%	0%	1%	0%	-1%	0%	1%	-1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	6%	-2%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%

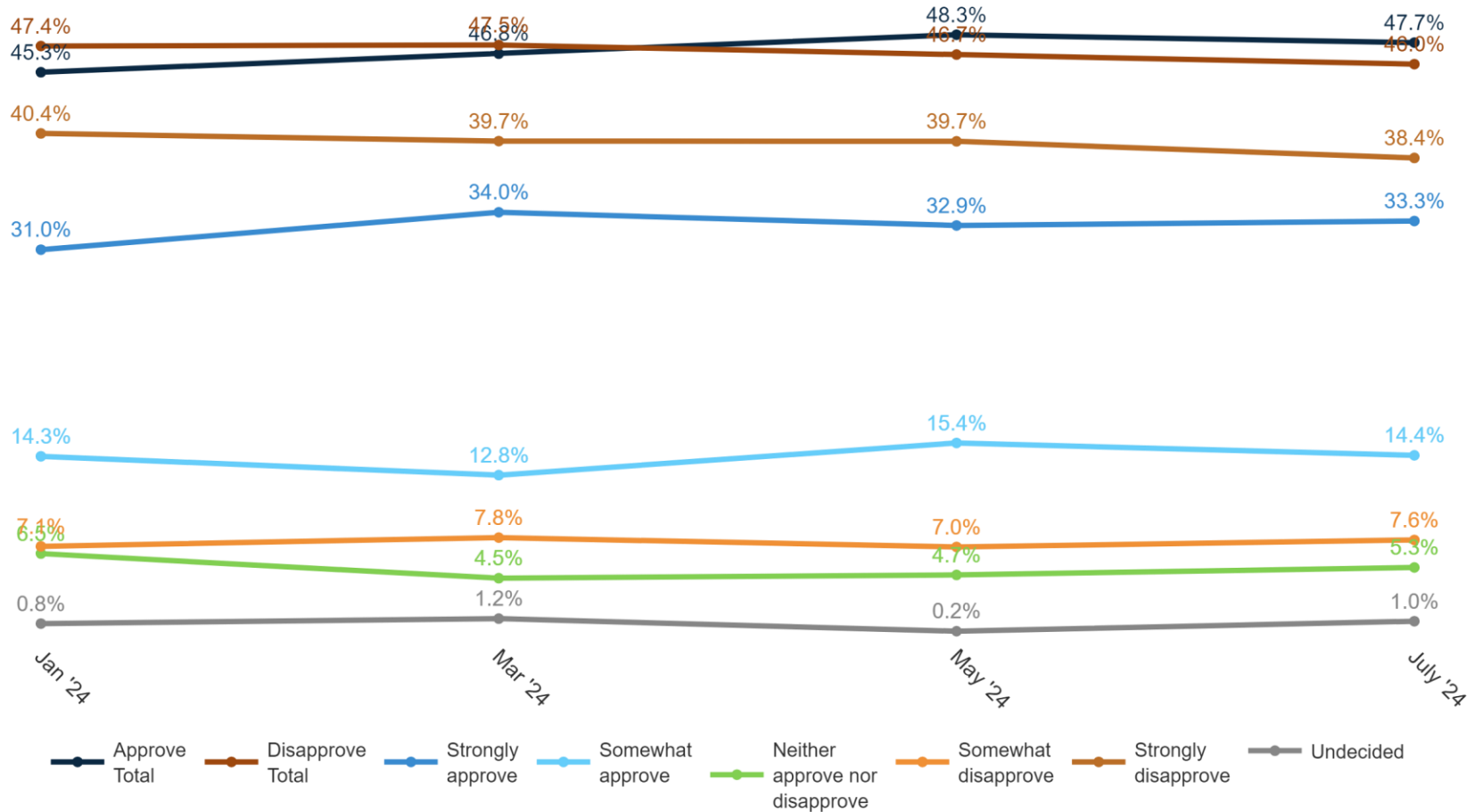
# Trump Job Approval



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	53%	54%	55%	37%	49%	41%	45%	63%	50%	28%	52%	34%	54%	49%	39%	46%	56%	91%	40%	8%	84%	40%	9%	51%	30%	32%	51%	47%	48%	48%	91%	9%	48%	48%	41%	51%	47%	50%	39%
Disapprove Total	37%	44%	41%	50%	47%	55%	51%	32%	39%	70%	44%	56%	42%	45%	56%	47%	38%	6%	47%	87%	10%	51%	88%	44%	50%	55%	42%	44%	47%	48%	5%	86%	48%	42%	40%	43%	47%	44%	52%
Strongly approve	36%	38%	42%	23%	32%	31%	29%	48%	34%	19%	34%	23%	40%	32%	27%	31%	43%	71%	20%	3%	67%	20%	5%	37%	21%	22%	34%	34%	35%	31%	70%	3%	37%	28%	18%	36%	32%	38%	18%
Somewhat approve	18%	16%	13%	14%	16%	10%	16%	15%	16%	9%	18%	10%	14%	18%	12%	15%	13%	20%	20%	5%	17%	20%	4%	14%	9%	10%	17%	12%	13%	17%	21%	6%	12%	20%	22%	15%	15%	12%	21%
Neither approve nor disapprove	9%	2%	2%	11%	4%	4%	4%	4%	9%	2%	3%	8%	4%	6%	4%	6%	5%	3%	11%	4%	5%	8%	2%	4%	12%	11%	6%	8%	5%	3%	5%	4%	3%	8%	15%	5%	5%	5%	10%
Somewhat disapprove	9%	8%	5%	9%	7%	7%	9%	6%	9%	6%	9%	13%	7%	4%	9%	8%	6%	4%	13%	8%	6%	10%	6%	7%	14%	6%	8%	9%	7%	8%	3%	10%	6%	12%	10%	7%	8%	6%	13%
Strongly disapprove	28%	36%	36%	41%	40%	47%	42%	27%	30%	63%	35%	43%	35%	40%	48%	39%	32%	2%	34%	79%	4%	41%	81%	37%	36%	49%	33%	34%	40%	40%	1%	76%	42%	30%	30%	36%	39%	38%	39%
Undecided	1%	0%	1%	3%	0%	1%	0%	1%	2%	0%	1%	2%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	8%	2%	1%	2%	0%	1%	0%	1%	0%	2%	4%	1%	1%	1%	0%

Do you approve or disapprove of the job that Donald Trump did as President?

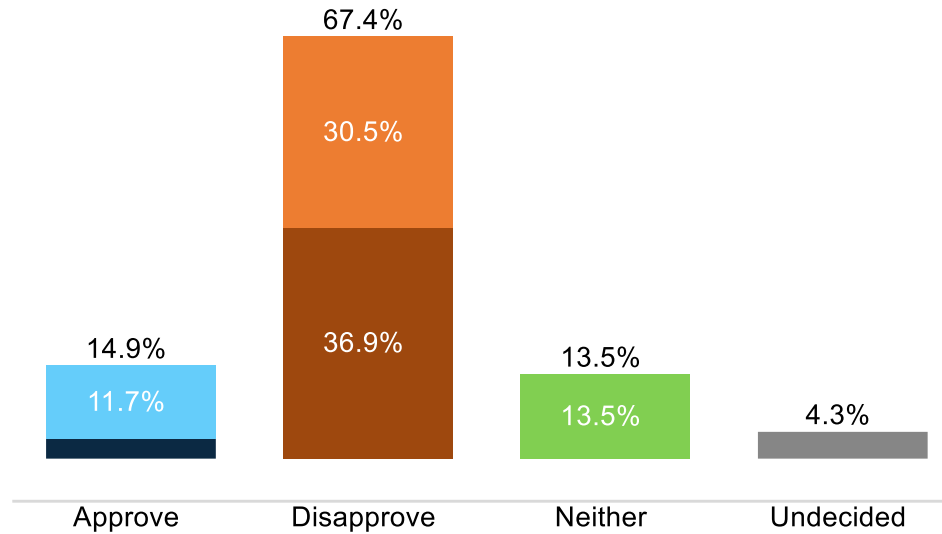
# Trend: Trump Job Approval



# Percent Change: Trump Job Approval (May 2024 to July 2024)

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	5%	-4%	2%	-1%	1%	-5%	0%	5%	-3%	-4%	1%	0%	-2%	-4%	-1%	-1%	0%	-2%	-1%	3%	-4%	3%	2%	1%	-4%	-2%	0%	2%	0%	-1%	-3%	2%	0%	-1%	-8%	-2%	2%	-7%
Disapprove Total	-6%	7%	-2%	-4%	-4%	3%	-1%	-2%	-4%	6%	1%	-4%	1%	0%	4%	-1%	-2%	2%	-4%	-3%	1%	-4%	-1%	-2%	-4%	-3%	-1%	-3%	-2%	0%	1%	-2%	-1%	-2%	3%	0%	-3%	2%
Strongly approve	9%	-2%	3%	2%	-2%	-7%	4%	7%	-5%	-1%	1%	1%	3%	-5%	-4%	0%	4%	1%	-1%	2%	1%	1%	1%	1%	5%	4%	5%	4%	-1%	0%	0%	2%	1%	2%	-12%	0%	5%	-15%
Somewhat approve	-4%	-2%	-1%	-3%	3%	2%	-4%	-2%	3%	-3%	0%	-1%	-5%	1%	3%	-1%	-4%	-3%	0%	1%	-5%	2%	1%	0%	-8%	-6%	-5%	-2%	1%	-1%	-4%	1%	-1%	-3%	4%	-1%	-2%	8%
Neither approve nor disapprove	0%	-3%	-1%	3%	3%	1%	1%	-4%	5%	-2%	-3%	2%	0%	4%	-3%	1%	2%	1%	4%	-1%	2%	1%	-1%	1%	0%	3%	1%	0%	2%	0%	2%	-1%	0%	2%	2%	1%	-1%	5%
Somewhat disapprove	-1%	2%	0%	-1%	1%	3%	1%	-1%	3%	-2%	1%	4%	-1%	-2%	2%	1%	-1%	1%	3%	-2%	2%	0%	-1%	1%	2%	-7%	-1%	3%	-2%	1%	1%	0%	0%	2%	1%	1%	0%	1%
Strongly disapprove	-5%	5%	-2%	-3%	-5%	0%	-2%	0%	-7%	8%	0%	-8%	2%	2%	2%	-2%	-1%	0%	-7%	-1%	-1%	-3%	0%	-3%	-6%	3%	-1%	-6%	0%	-1%	0%	-2%	-1%	-4%	2%	-1%	-2%	1%
Undecided	1%	0%	1%	2%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	8%	2%	1%	1%	0%	1%	0%	1%	0%	1%	3%	1%	1%	0%

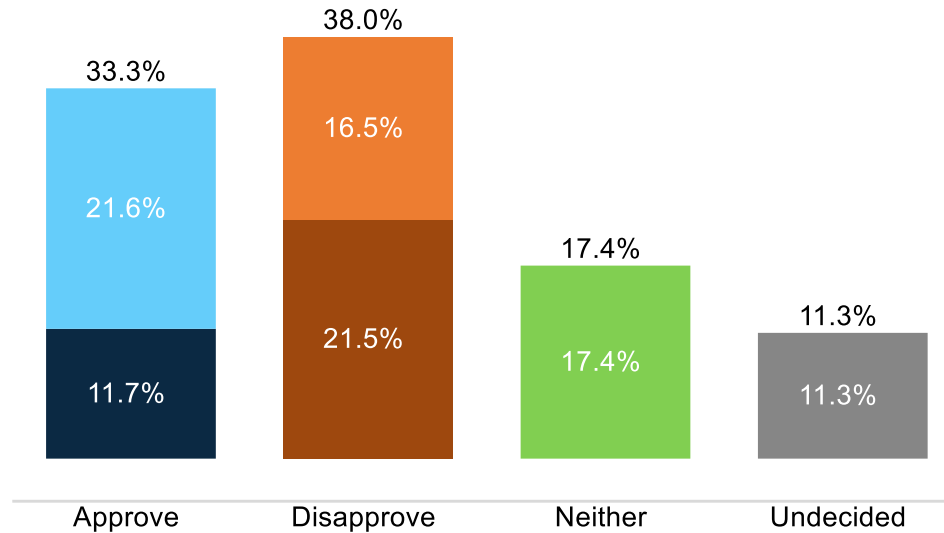
# Congress Job Approval



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	13%	12%	14%	21%	12%	15%	13%	14%	18%	13%	10%	17%	14%	19%	20%	14%	13%	15%	11%	17%	8%	12%	15%	13%	30%	14%	17%	18%	17%	12%	15%	14%	15%	16%	10%	15%	16%	13%	16%
Disapprove Total	70%	71%	74%	54%	70%	68%	76%	69%	61%	68%	68%	59%	74%	64%	59%	69%	70%	67%	73%	64%	66%	69%	69%	71%	45%	61%	63%	57%	67%	75%	67%	69%	72%	56%	61%	68%	67%	68%	66%
Strongly approve	5%	3%	1%	7%	1%	2%	2%	3%	4%	4%	2%	7%	2%	3%	7%	3%	1%	3%	1%	5%	4%	2%	5%	2%	10%	3%	4%	4%	2%	4%	3%	4%	3%	4%	3%	4%	2%	5%	
Somewhat approve	9%	9%	14%	14%	11%	13%	11%	11%	14%	10%	8%	10%	12%	16%	13%	11%	12%	13%	10%	12%	14%	10%	11%	11%	20%	11%	12%	14%	15%	8%	13%	10%	12%	13%	7%	12%	12%	12%	11%
Neither approve nor disapprove	13%	14%	8%	16%	14%	14%	9%	15%	16%	14%	17%	19%	9%	11%	16%	13%	13%	15%	12%	14%	13%	15%	11%	13%	19%	16%	14%	21%	12%	9%	14%	13%	10%	21%	20%	13%	12%	15%	15%
Somewhat disapprove	33%	28%	34%	28%	29%	32%	34%	30%	28%	33%	32%	34%	32%	26%	28%	33%	28%	32%	31%	30%	32%	34%	27%	32%	21%	24%	27%	28%	32%	32%	30%	30%	32%	27%	26%	31%	29%	31%	38%
Strongly disapprove	37%	43%	40%	26%	41%	37%	41%	39%	33%	35%	37%	25%	42%	37%	32%	36%	42%	35%	41%	35%	35%	35%	42%	38%	24%	37%	36%	30%	34%	43%	37%	38%	40%	29%	34%	37%	38%	37%	29%
Undecided	3%	3%	4%	8%	4%	3%	2%	3%	5%	5%	4%	5%	3%	6%	4%	4%	4%	3%	4%	5%	3%	4%	4%	4%	6%	9%	6%	4%	5%	4%	3%	4%	3%	6%	8%	4%	5%	4%	3%

Do you approve or disapprove of the job that Congress as a whole is doing?

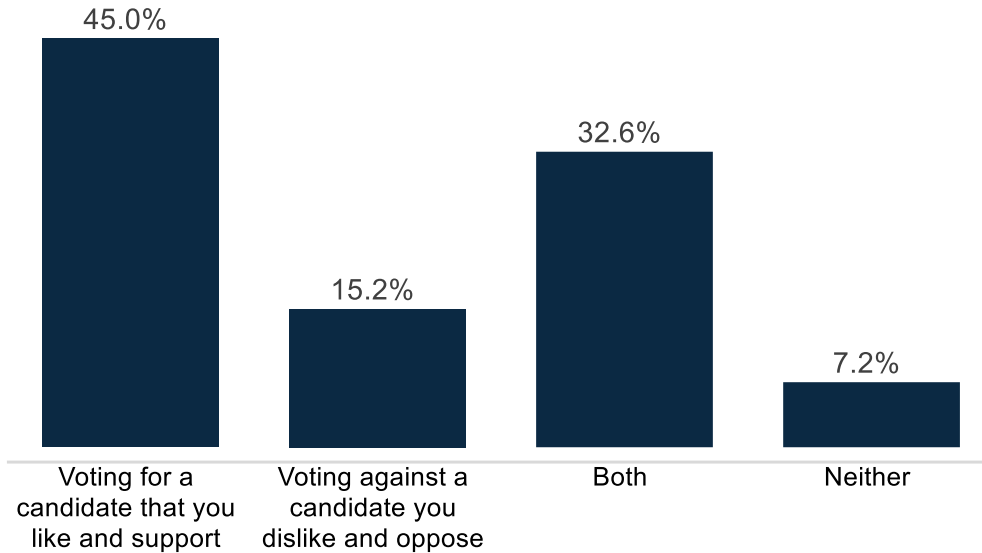
# Your Member of Congress Job Approval



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	23%	33%	42%	32%	29%	41%	35%	32%	31%	37%	24%	37%	35%	33%	35%	34%	30%	29%	29%	42%	11%	33%	40%	33%	37%	30%	28%	34%	33%	34%	27%	40%	36%	30%	15%	35%	31%	37%	32%
Disapprove Total	47%	41%	37%	33%	40%	33%	44%	38%	38%	31%	40%	35%	43%	36%	37%	38%	38%	44%	40%	31%	13%	34%	35%	39%	37%	33%	43%	35%	40%	39%	44%	32%	41%	29%	39%	39%	40%	33%	48%
Strongly approve	11%	10%	14%	10%	10%	17%	10%	13%	10%	16%	7%	12%	12%	12%	12%	13%	9%	9%	4%	20%	9%	9%	19%	12%	14%	9%	9%	12%	12%	11%	8%	16%	13%	9%	3%	12%	11%	13%	10%
Somewhat approve	12%	23%	28%	22%	19%	24%	24%	20%	22%	21%	17%	25%	23%	21%	23%	21%	20%	25%	22%	22%	24%	21%	22%	23%	21%	19%	23%	21%	23%	18%	24%	23%	21%	12%	22%	20%	24%	22%	
Neither approve nor disapprove	17%	16%	15%	19%	21%	16%	12%	19%	19%	18%	23%	16%	13%	16%	18%	16%	19%	18%	18%	17%	17%	22%	13%	17%	13%	18%	16%	22%	17%	13%	18%	17%	15%	21%	26%	16%	17%	18%	16%
Somewhat disapprove	19%	18%	15%	14%	16%	18%	16%	18%	18%	12%	17%	17%	16%	13%	18%	16%	20%	19%	11%	21%	17%	11%	17%	19%	9%	19%	14%	20%	16%	20%	12%	17%	15%	21%	17%	18%	14%	20%	
Strongly disapprove	28%	23%	22%	19%	23%	15%	29%	20%	20%	18%	23%	18%	26%	20%	24%	21%	22%	23%	21%	20%	23%	18%	25%	21%	18%	24%	23%	21%	20%	24%	24%	20%	24%	15%	19%	23%	22%	19%	27%
Undecided	14%	11%	6%	17%	10%	9%	9%	10%	12%	14%	14%	12%	10%	15%	10%	11%	13%	10%	13%	11%	9%	11%	11%	10%	14%	19%	13%	9%	11%	13%	11%	11%	7%	19%	20%	10%	11%	13%	4%

Do you approve or disapprove of the job that your member of Congress is doing?

# Vote Motivation



Column %  
Count

Voting for a candidate that you like and support

Voting against a candidate you dislike and oppose

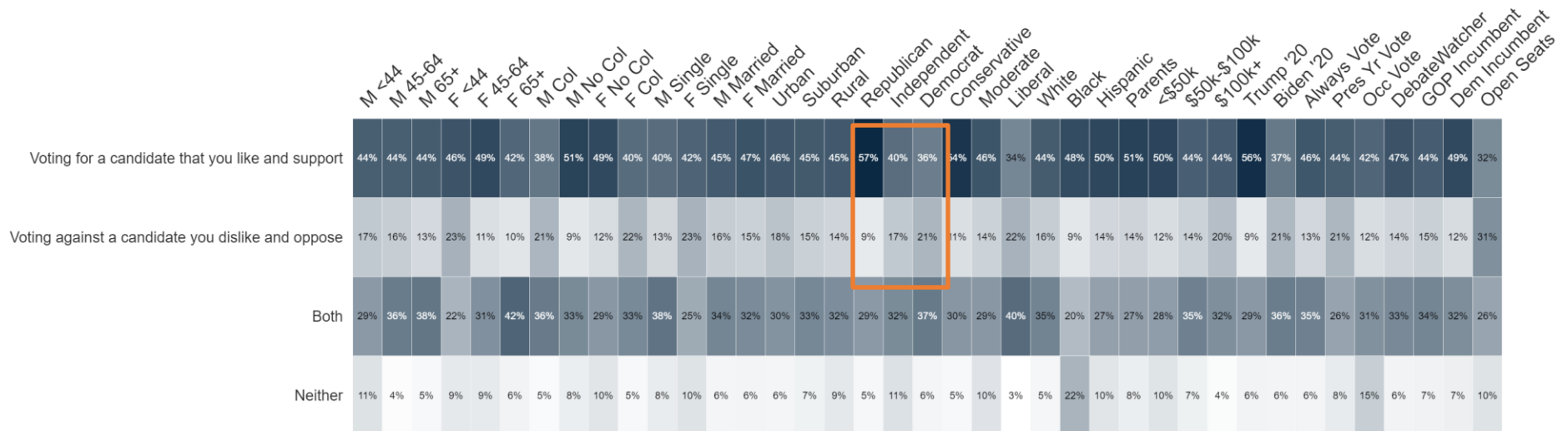
Both

Neither

Total

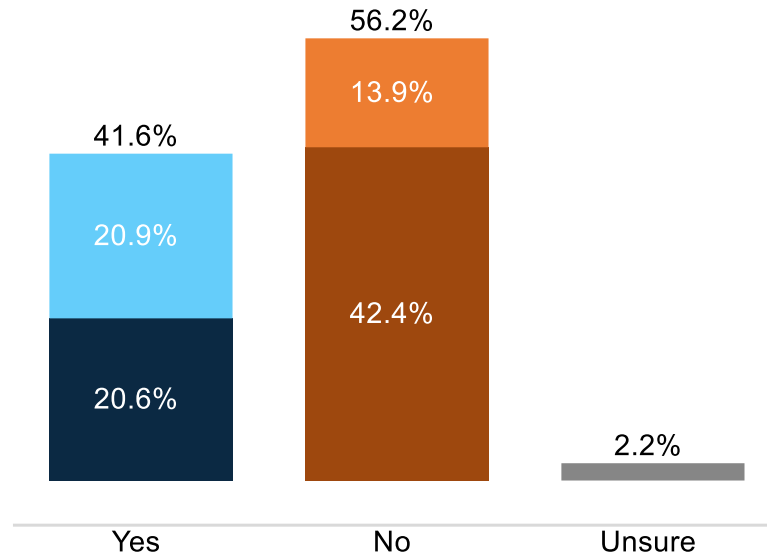
**Vote Motivation by Biden v Trump**

Democrat Joe Biden	Republican Donald Trump
35% ↓	56% ↑
214 ↓	406 ↑
25% ↑	7% ↓
157 ↑	52 ↓
37% ↑	29%
228 ↑	211
3% ↓	7%
18 ↓	50
100%	100%
616	719



When deciding how to vote in the upcoming November general election for Congress, which of the following are you more motivated by?

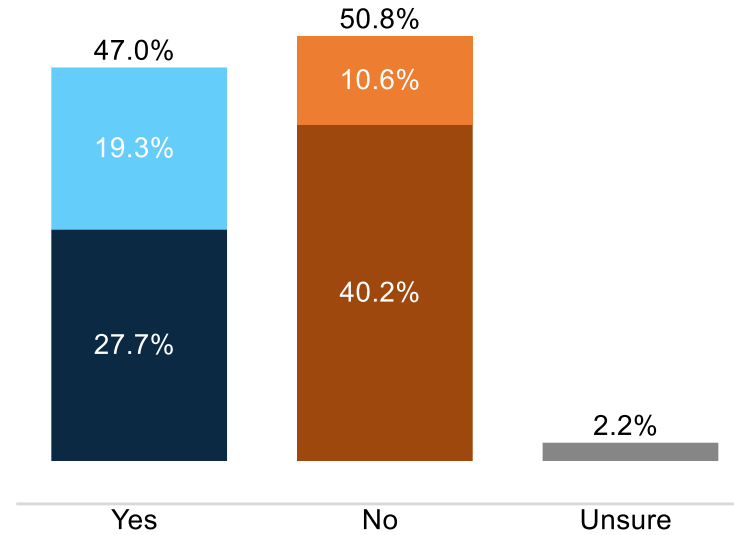
# Biden Values Representation



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Yes Total	32%	35%	39%	46%	44%	51%	43%	29%	40%	58%	36%	52%	37%	43%	53%	41%	36%	7%	33%	84%	13%	45%	78%	39%	61%	52%	40%	43%	42%	42%	7%	78%	44%	38%	34%	40%	42%	41%	43%
No Total	65%	65%	58%	51%	53%	47%	56%	69%	57%	40%	61%	44%	62%	55%	45%	56%	62%	92%	64%	13%	87%	53%	20%	60%	32%	44%	59%	54%	56%	57%	92%	20%	55%	58%	61%	58%	56%	58%	54%
Yes, very much so	12%	18%	20%	18%	21%	36%	19%	15%	22%	28%	11%	22%	20%	24%	24%	21%	18%	2%	8%	50%	4%	15%	50%	19%	33%	31%	16%	20%	23%	20%	2%	42%	25%	12%	7%	21%	21%	20%	20%
Yes, somewhat	20%	17%	19%	28%	24%	16%	24%	14%	19%	30%	26%	30%	17%	20%	29%	20%	18%	6%	25%	35%	9%	29%	28%	20%	29%	22%	23%	19%	22%	5%	36%	19%	25%	26%	19%	21%	21%	23%	
No, not really	21%	13%	8%	20%	11%	10%	16%	11%	15%	12%	18%	19%	13%	11%	15%	14%	12%	10%	25%	10%	10%	19%	13%	12%	17%	15%	15%	13%	13%	10%	15%	10%	21%	23%	13%	14%	12%	22%	
No, not at all	43%	52%	50%	31%	43%	37%	40%	57%	42%	28%	43%	25%	49%	45%	30%	42%	50%	83%	39%	3%	77%	33%	7%	48%	14%	29%	44%	39%	43%	44%	83%	5%	45%	36%	38%	45%	42%	45%	33%
Unsure	3%	0%	3%	3%	2%	1%	1%	2%	2%	2%	3%	4%	1%	1%	2%	2%	2%	1%	3%	2%	0%	2%	2%	1%	7%	4%	2%	3%	2%	1%	0%	2%	1%	4%	5%	2%	2%	2%	3%

Do you feel that Joe Biden represents your political views and values?

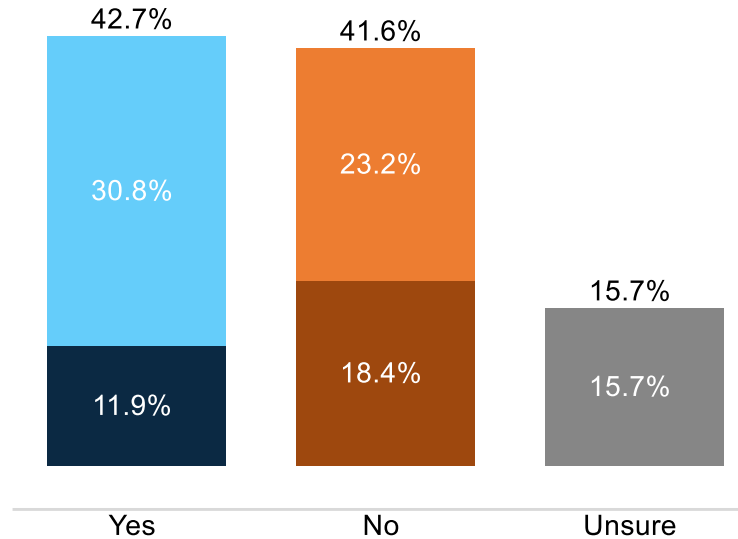
# Trump Values Representation



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Yes Total	50%	53%	54%	41%	45%	39%	43%	63%	51%	26%	52%	36%	51%	48%	39%	46%	54%	91%	38%	7%	86%	37%	9%	51%	32%	35%	51%	49%	47%	44%	90%	7%	46%	50%	44%	50%	48%	48%	38%
No Total	47%	46%	42%	58%	51%	59%	56%	35%	46%	73%	45%	63%	47%	50%	59%	52%	43%	8%	57%	91%	13%	61%	91%	48%	64%	61%	47%	49%	50%	55%	8%	91%	52%	46%	52%	48%	50%	50%	61%
Yes, very much so	28%	32%	36%	19%	26%	27%	20%	44%	28%	16%	31%	17%	32%	28%	25%	24%	36%	61%	12%	3%	59%	11%	5%	30%	20%	23%	26%	32%	26%	25%	58%	3%	30%	23%	17%	31%	27%	32%	14%
Yes, somewhat	22%	21%	19%	22%	19%	12%	22%	19%	23%	10%	21%	19%	19%	20%	13%	21%	19%	30%	26%	4%	27%	25%	4%	20%	13%	13%	25%	17%	21%	19%	32%	4%	16%	27%	27%	20%	21%	16%	23%
No, not really	16%	10%	5%	14%	10%	9%	12%	8%	13%	8%	11%	17%	10%	7%	8%	13%	8%	5%	23%	9%	7%	16%	8%	9%	21%	11%	12%	13%	10%	10%	6%	12%	9%	13%	23%	10%	10%	10%	21%
No, not at all	31%	37%	37%	44%	40%	51%	44%	27%	33%	65%	34%	46%	37%	43%	51%	40%	35%	4%	34%	82%	6%	44%	83%	38%	43%	50%	35%	36%	40%	45%	2%	79%	44%	33%	29%	37%	40%	41%	40%
Unsure	3%	0%	3%	1%	4%	2%	1%	2%	3%	1%	3%	0%	2%	2%	2%	2%	2%	1%	5%	1%	1%	3%	0%	2%	4%	3%	2%	2%	3%	1%	1%	1%	4%	3%	2%	2%	2%	2%	

Do you feel that Donald Trump represents your political views and values?

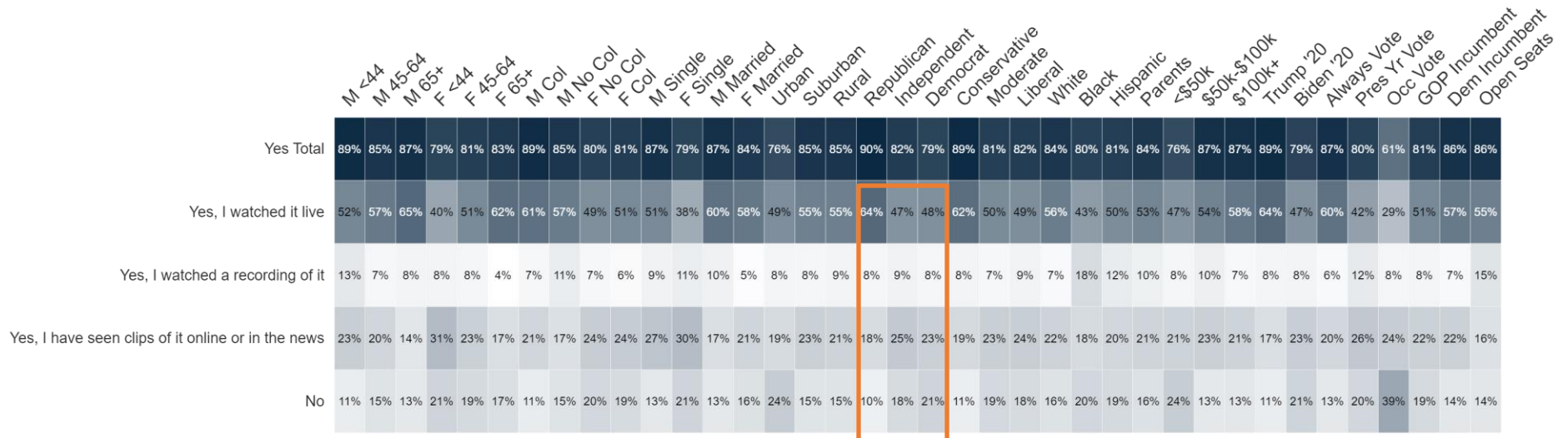
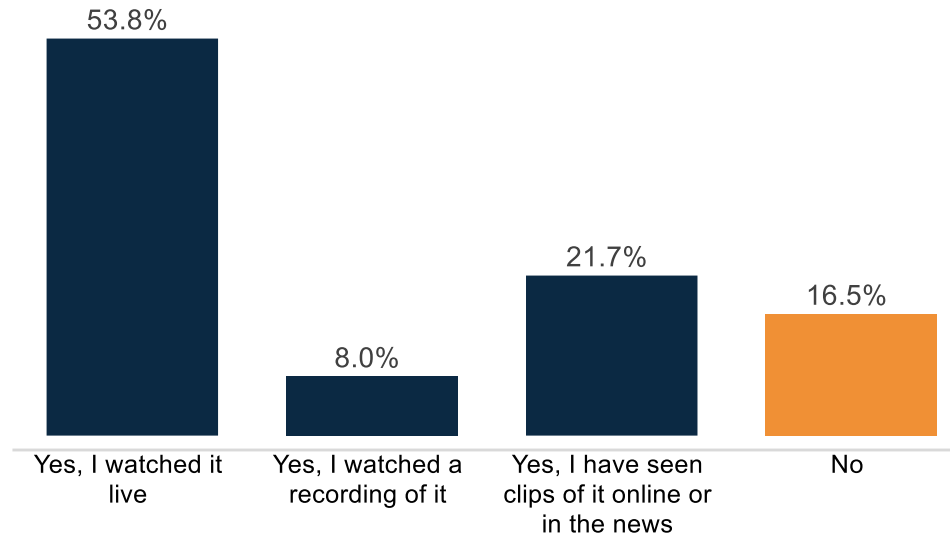
# Congress Values Representation



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Yes Total	29%	43%	53%	44%	37%	50%	42%	43%	42%	44%	38%	48%	42%	37%	44%	43%	42%	43%	39%	47%	45%	42%	43%	44%	46%	35%	36%	49%	43%	40%	42%	45%	44%	44%	18%	45%	40%	46%	47%
No Total	52%	43%	38%	40%	43%	36%	44%	44%	41%	37%	42%	39%	46%	42%	40%	42%	42%	46%	43%	37%	43%	39%	41%	41%	45%	40%	46%	38%	43%	44%	45%	38%	44%	33%	53%	42%	42%	40%	42%
Yes, very much so	6%	9%	14%	14%	10%	18%	11%	9%	15%	12%	8%	15%	10%	13%	14%	11%	13%	10%	6%	19%	11%	9%	18%	13%	12%	8%	9%	15%	12%	10%	9%	16%	13%	11%	3%	13%	10%	14%	14%
Yes, somewhat	23%	34%	39%	30%	27%	31%	31%	34%	28%	32%	29%	33%	32%	24%	30%	32%	30%	33%	33%	28%	35%	33%	25%	32%	34%	27%	27%	33%	31%	29%	33%	29%	31%	33%	15%	32%	30%	32%	32%
No, not really	24%	24%	22%	21%	25%	24%	18%	28%	25%	20%	25%	25%	23%	23%	17%	24%	26%	27%	26%	18%	25%	25%	18%	24%	29%	16%	24%	22%	26%	22%	27%	20%	24%	20%	32%	23%	22%	25%	25%
No, not at all	28%	20%	16%	18%	19%	12%	25%	16%	16%	17%	17%	15%	23%	19%	23%	18%	16%	19%	17%	18%	19%	14%	24%	17%	17%	24%	21%	16%	17%	22%	18%	18%	20%	13%	21%	19%	21%	15%	17%
Unsure	19%	14%	10%	17%	20%	14%	14%	13%	16%	18%	20%	12%	13%	21%	16%	16%	16%	12%	19%	16%	11%	18%	16%	15%	8%	25%	18%	13%	14%	17%	13%	17%	12%	23%	29%	14%	17%	14%	11%

Do you feel that your member of Congress represents your political views and values?

# Debate Watch



Did you watch last Thursday's presidential debate between Donald Trump and Joe Biden?

## Biden Debate Verbatim

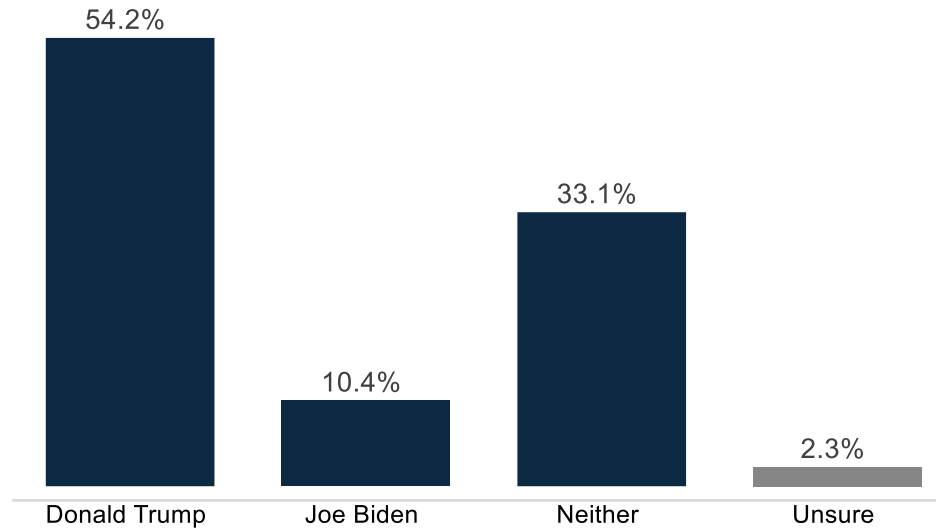


*In one word, what comes to mind when you think of Joe Biden's debate performance?*



*In one word, what comes to mind when you think of Donald Trump's debate performance?*

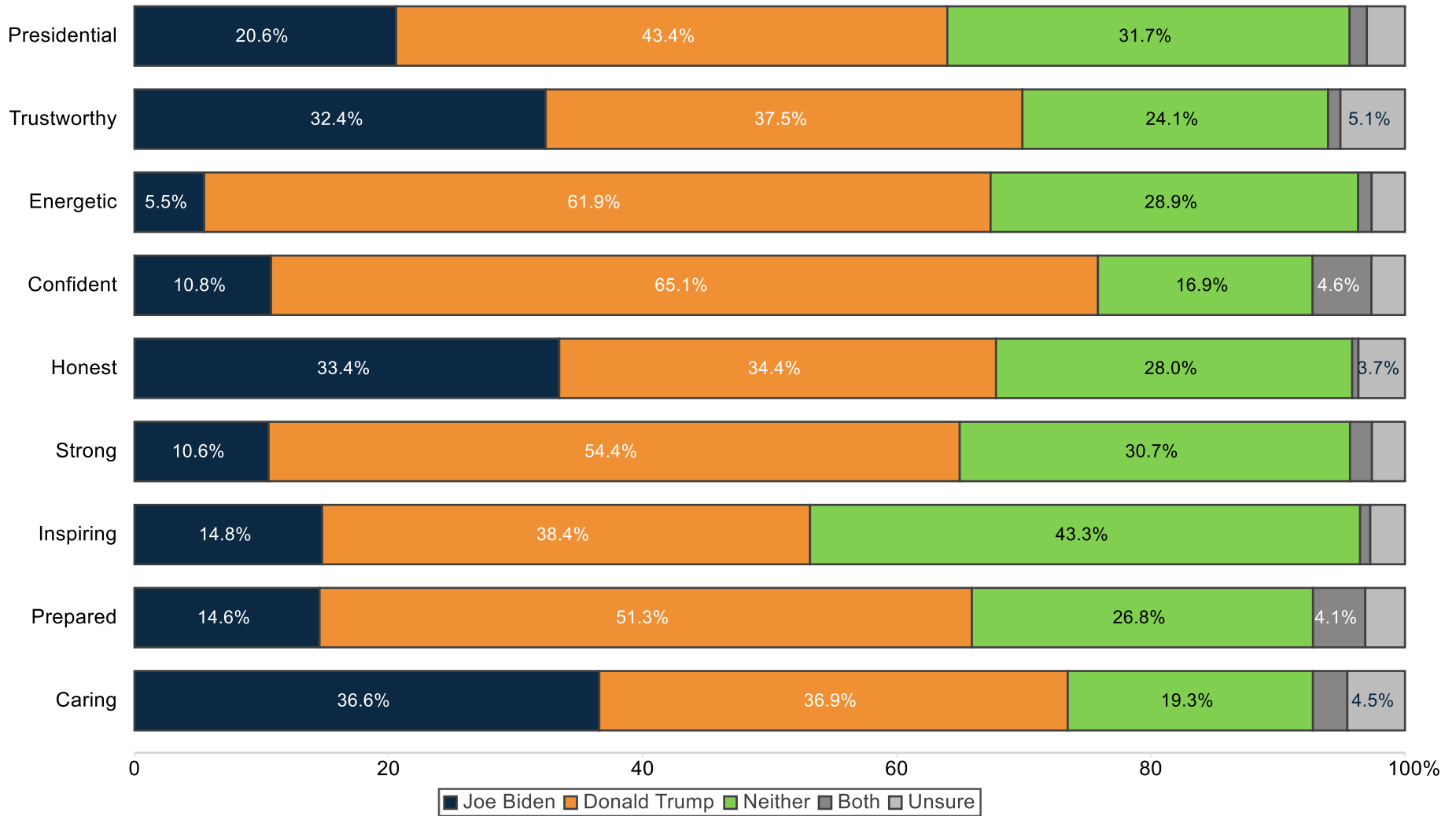
# Debate Winner



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Donald Trump	63%	65%	59%	46%	53%	42%	58%	67%	54%	35%	59%	41%	62%	54%	44%	54%	60%	91%	50%	4%	87%	45%	19%	57%	36%	46%	58%	57%	50%	56%	90%	17%	53%	56%	56%	54%	54%	57%	43%
Joe Biden	10%	10%	8%	15%	8%	11%	9%	9%	12%	12%	12%	13%	9%	11%	18%	9%	8%	2%	6%	24%	4%	9%	21%	8%	43%	15%	15%	12%	12%	9%	3%	20%	11%	9%	13%	10%	10%	10%	12%
Neither	23%	25%	32%	35%	38%	45%	30%	23%	33%	50%	26%	40%	27%	34%	37%	34%	29%	7%	41%	39%	8%	42%	58%	33%	21%	34%	25%	28%	37%	34%	7%	60%	34%	31%	21%	33%	33%	31%	44%
Unsure	4%	1%	2%	4%	1%	2%	2%	2%	2%	3%	4%	6%	2%	0%	2%	2%	2%	0%	4%	4%	0%	3%	3%	2%	0%	6%	2%	3%	1%	2%	0%	3%	1%	4%	10%	2%	2%	2%	1%

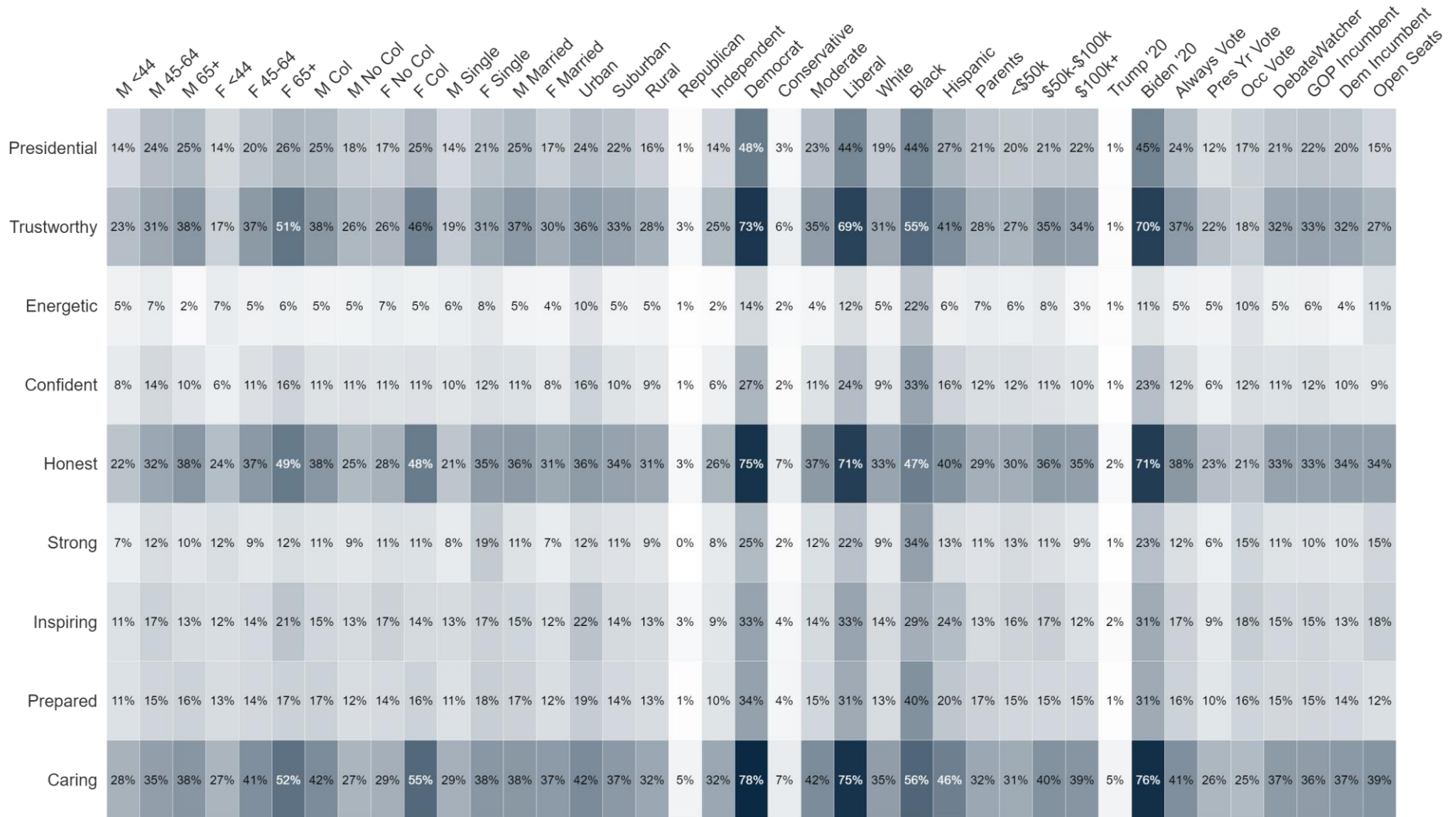
Who do you think won the debate, Donald Trump or Joe Biden?

# Debate Word Association



Thinking back to last Thursday's presidential debate, please select if you would associate Joe Biden or Donald Trump to the words below based on their debate performance.

# Debate Word Association - Biden



# Debate Word Association - Trump

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Presidential	52%	48%	49%	37%	41%	36%	38%	60%	46%	24%	51%	32%	47%	43%	40%	41%	50%	83%	32%	5%	80%	30%	6%	46%	31%	32%	45%	48%	43%	40%	83%	5%	43%	45%	33%	43%	45%	44%	31%
Trustworthy	42%	41%	44%	36%	32%	30%	32%	53%	41%	20%	45%	32%	41%	35%	33%	35%	45%	73%	26%	4%	72%	22%	6%	40%	23%	30%	37%	46%	36%	34%	72%	4%	38%	40%	16%	38%	38%	38%	30%
Energetic	65%	68%	72%	50%	62%	56%	61%	76%	62%	46%	58%	52%	69%	62%	49%	63%	67%	93%	60%	27%	88%	58%	30%	65%	47%	51%	63%	65%	57%	64%	93%	31%	62%	64%	42%	62%	62%	63%	57%
Confident	71%	71%	67%	61%	64%	57%	66%	74%	67%	50%	67%	60%	69%	66%	54%	65%	72%	95%	67%	29%	93%	59%	33%	69%	43%	52%	66%	69%	61%	66%	95%	34%	64%	68%	62%	65%	63%	67%	67%
Honest	41%	34%	40%	37%	29%	25%	28%	48%	38%	19%	40%	33%	36%	33%	25%	33%	41%	66%	23%	5%	65%	21%	5%	36%	28%	27%	35%	43%	32%	30%	65%	4%	34%	36%	25%	34%	35%	36%	25%
Strong	60%	60%	60%	49%	51%	47%	52%	69%	57%	36%	55%	44%	59%	55%	43%	54%	61%	92%	48%	15%	88%	47%	16%	58%	35%	41%	58%	58%	51%	54%	93%	15%	53%	58%	55%	54%	55%	56%	41%
Inspiring	41%	47%	42%	33%	34%	34%	34%	54%	41%	22%	47%	31%	41%	36%	31%	37%	44%	74%	30%	3%	72%	25%	6%	41%	32%	30%	38%	48%	35%	36%	73%	3%	39%	38%	34%	38%	39%	40%	27%
Prepared	53%	58%	55%	45%	53%	44%	48%	64%	56%	32%	55%	43%	53%	53%	40%	50%	60%	88%	45%	11%	86%	44%	11%	56%	27%	35%	54%	54%	50%	50%	90%	12%	50%	55%	53%	51%	50%	53%	51%
Caring	34%	43%	43%	34%	36%	30%	31%	51%	41%	21%	35%	30%	41%	36%	24%	37%	43%	71%	27%	4%	70%	23%	5%	40%	24%	27%	39%	41%	36%	35%	71%	2%	38%	36%	32%	37%	39%	36%	28%

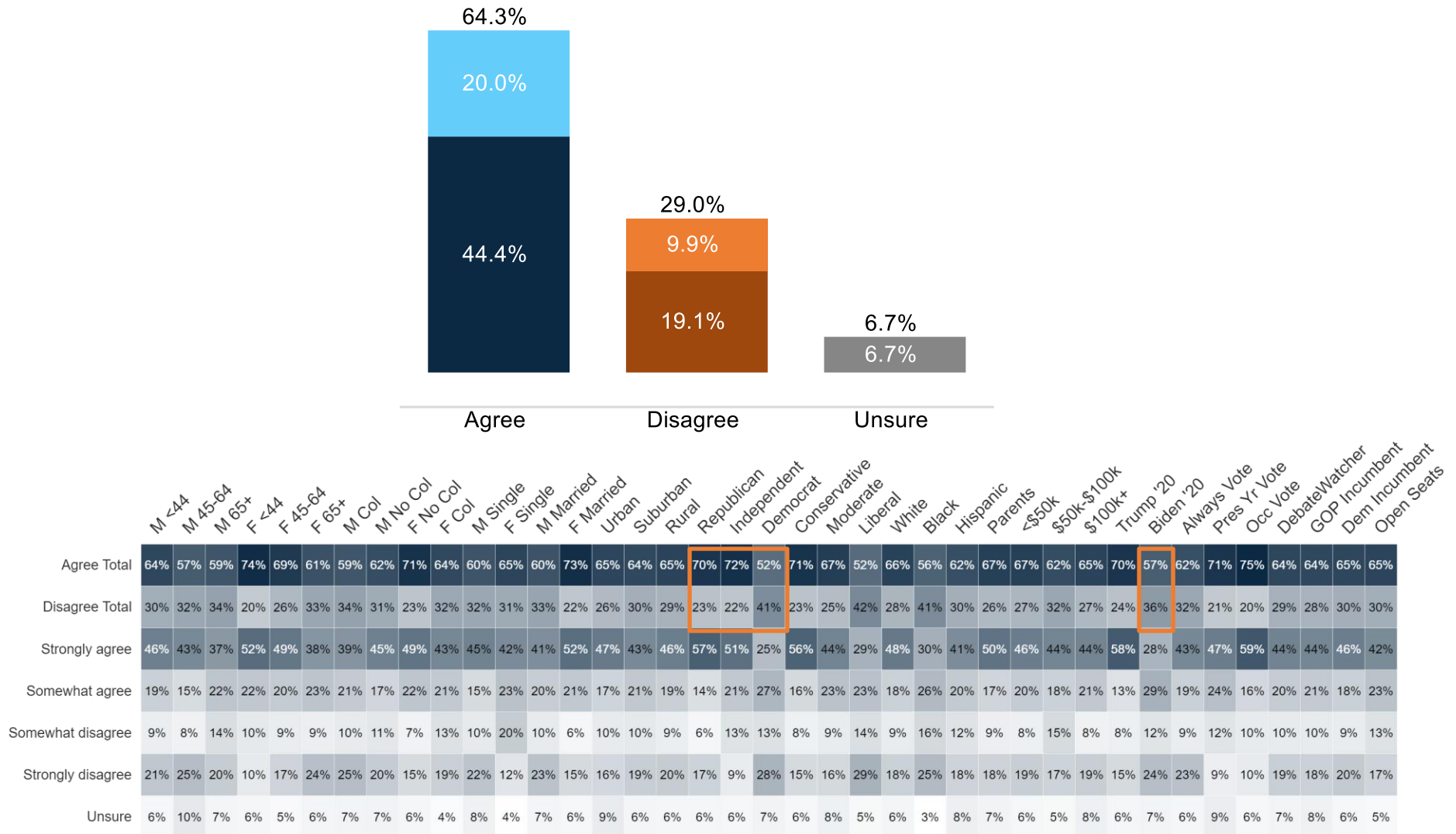
# Debate Word Association - Neither

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Presidential	32%	25%	23%	42%	33%	33%	33%	19%	30%	48%	32%	40%	25%	34%	33%	33%	29%	13%	46%	43%	15%	40%	46%	31%	23%	36%	30%	27%	31%	36%	14%	46%	30%	37%	32%	32%	30%	31%	46%
Trustworthy	29%	24%	13%	37%	25%	14%	26%	16%	26%	29%	30%	28%	19%	29%	27%	25%	21%	18%	40%	19%	17%	32%	24%	23%	18%	24%	29%	18%	24%	28%	20%	23%	20%	31%	43%	24%	23%	23%	33%
Energetic	27%	22%	23%	37%	31%	32%	32%	16%	27%	44%	30%	34%	24%	31%	37%	29%	25%	5%	33%	54%	8%	34%	53%	27%	26%	41%	27%	23%	32%	30%	5%	52%	30%	26%	27%	29%	29%	29%	26%
Confident	14%	11%	15%	25%	16%	19%	16%	9%	15%	29%	16%	19%	13%	19%	22%	17%	13%	2%	20%	32%	3%	21%	31%	14%	19%	27%	14%	11%	21%	17%	2%	30%	17%	17%	10%	17%	18%	15%	17%
Honest	34%	29%	19%	36%	28%	21%	30%	24%	30%	28%	34%	29%	25%	31%	35%	29%	23%	25%	46%	18%	24%	37%	22%	27%	21%	31%	34%	21%	28%	32%	28%	23%	24%	36%	44%	28%	29%	25%	36%
Strong	29%	24%	27%	36%	34%	34%	34%	19%	26%	50%	32%	34%	27%	34%	38%	31%	25%	6%	39%	54%	9%	35%	57%	30%	22%	43%	28%	23%	33%	35%	5%	56%	31%	31%	21%	31%	31%	29%	37%
Inspiring	44%	34%	40%	51%	47%	42%	50%	28%	38%	63%	36%	48%	40%	49%	45%	45%	38%	20%	58%	60%	21%	57%	60%	43%	29%	41%	45%	32%	44%	50%	22%	62%	42%	48%	35%	43%	42%	43%	55%
Prepared	30%	21%	25%	34%	23%	28%	29%	21%	22%	39%	28%	33%	25%	25%	32%	28%	22%	7%	37%	43%	8%	33%	46%	25%	27%	33%	23%	22%	28%	30%	6%	46%	27%	28%	17%	27%	27%	25%	33%
Caring	27%	18%	13%	29%	17%	11%	20%	16%	20%	20%	26%	20%	16%	21%	27%	19%	16%	15%	34%	14%	14%	26%	18%	18%	16%	24%	22%	16%	18%	22%	16%	17%	16%	28%	32%	19%	19%	20%	21%

# Debate Word Association - Both

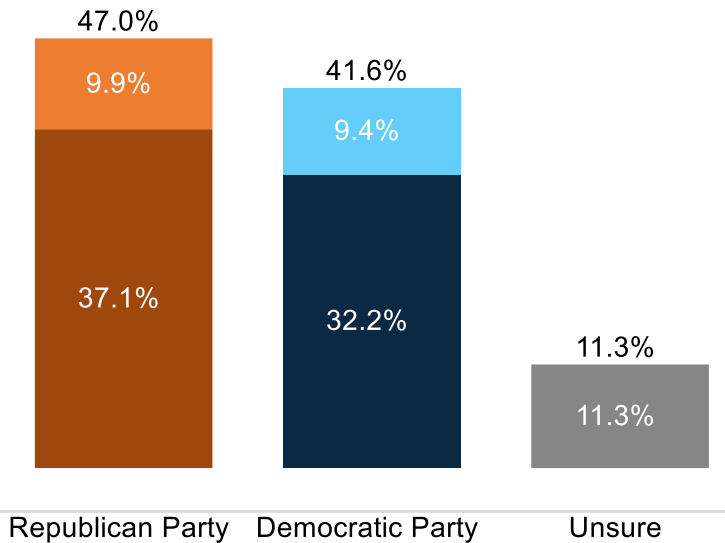
	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Presidential	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%	1%	1%	3%	0%	1%	2%	1%	3%	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	1%	2%	5%	1%	1%	2%	3%
Trustworthy	3%	0%	0%	2%	0%	0%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	0%	0%	2%	1%	1%	2%	0%	1%	2%	0%	2%	2%	1%	0%	0%	1%	1%	0%	9%	1%	1%	2%	0%
Energetic	2%	1%	1%	1%	0%	2%	1%	2%	1%	1%	4%	2%	0%	0%	1%	1%	0%	0%	2%	2%	1%	1%	1%	1%	5%	0%	1%	2%	1%	0%	0%	2%	0%	2%	11%	1%	1%	1%	0%
Confident	8%	3%	3%	4%	6%	5%	4%	4%	4%	7%	6%	5%	4%	5%	5%	3%	2%	5%	8%	1%	7%	7%	5%	4%	3%	6%	5%	5%	4%	2%	7%	4%	4%	12%	5%	5%	4%	4%	
Honest	2%	0%	0%	1%	0%	0%	0%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	4%	1%	1%	1%	1%	0%	0%	0%	0%	1%	5%	0%	0%	1%	0%
Strong	4%	1%	1%	1%	3%	2%	1%	2%	2%	1%	5%	0%	1%	2%	3%	1%	1%	1%	3%	2%	1%	3%	1%	1%	7%	0%	3%	2%	3%	1%	1%	2%	2%	1%	5%	2%	1%	2%	5%
Inspiring	3%	1%	0%	1%	0%	0%	0%	2%	1%	0%	3%	1%	1%	0%	0%	1%	0%	0%	2%	1%	1%	1%	0%	0%	8%	0%	1%	2%	1%	0%	0%	1%	0%	1%	5%	1%	1%	1%	0%
Prepared	5%	4%	2%	4%	5%	6%	4%	3%	3%	8%	3%	3%	4%	5%	5%	4%	3%	2%	5%	7%	2%	5%	7%	3%	6%	7%	4%	3%	5%	4%	2%	6%	4%	4%	9%	4%	4%	4%	3%
Caring	7%	2%	2%	4%	1%	1%	3%	3%	3%	1%	4%	3%	3%	2%	4%	3%	2%	4%	4%	0%	4%	3%	1%	3%	4%	0%	4%	4%	2%	3%	4%	2%	2%	4%	5%	3%	3%	3%	1%

# Biden Step Down



Do you agree or disagree with the following statement: Joe Biden should not seek reelection and should let another candidate to become the Democratic nominee for President in the upcoming November 2024 general election.

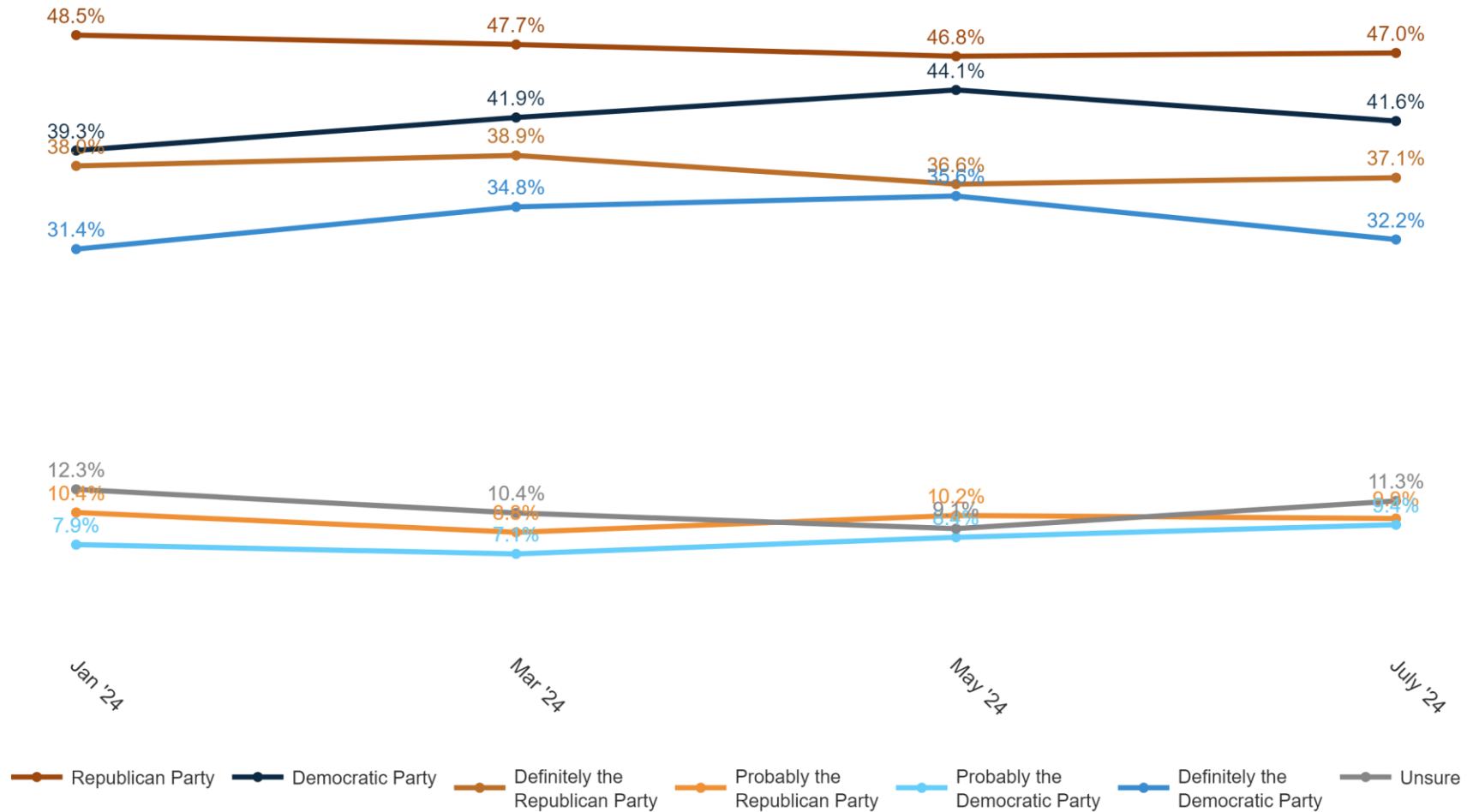
# Party Extremism



	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	Debate/Watcher	GOP Incumbent	Dem Incumbent	Open Seats
Republican Party	39%	39%	44%	55%	49%	54%	49%	33%	46%	64%	43%	58%	41%	48%	49%	47%	47%	20%	45%	78%	18%	50%	84%	46%	45%	57%	43%	48%	47%	48%	17%	78%	49%	43%	42%	46%	46%	48%	50%
Democratic Party	48%	54%	47%	34%	35%	35%	46%	54%	39%	27%	41%	33%	51%	37%	39%	44%	38%	71%	36%	16%	73%	34%	12%	43%	42%	30%	47%	37%	41%	45%	72%	15%	43%	41%	30%	45%	42%	41%	40%
Definitely the Republican Party	28%	36%	36%	39%	36%	45%	42%	27%	33%	52%	34%	42%	35%	36%	40%	36%	38%	13%	27%	70%	12%	36%	74%	37%	30%	46%	32%	35%	36%	40%	11%	65%	42%	28%	23%	36%	37%	37%	39%
Probably the Republican Party	11%	3%	8%	16%	13%	9%	7%	6%	13%	12%	9%	16%	6%	12%	9%	11%	9%	7%	17%	8%	6%	14%	10%	9%	15%	11%	10%	14%	10%	7%	6%	13%	7%	15%	19%	9%	9%	11%	10%
Probably the Democratic Party	11%	10%	5%	15%	7%	7%	7%	10%	12%	8%	12%	15%	8%	9%	9%	10%	8%	12%	9%	7%	12%	12%	4%	8%	14%	8%	12%	11%	7%	10%	11%	7%	9%	12%	8%	10%	9%	9%	14%
Definitely the Democratic Party	36%	44%	42%	18%	28%	29%	39%	44%	27%	20%	28%	18%	43%	29%	30%	34%	30%	58%	27%	9%	62%	22%	7%	35%	28%	23%	35%	25%	34%	35%	61%	8%	34%	30%	22%	35%	33%	32%	26%
Unsure	13%	7%	9%	11%	16%	11%	5%	13%	15%	9%	17%	10%	8%	14%	12%	9%	15%	10%	19%	6%	9%	16%	4%	11%	13%	13%	10%	15%	12%	7%	11%	8%	8%	16%	28%	10%	12%	11%	10%

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

# Trend: Party Extremism

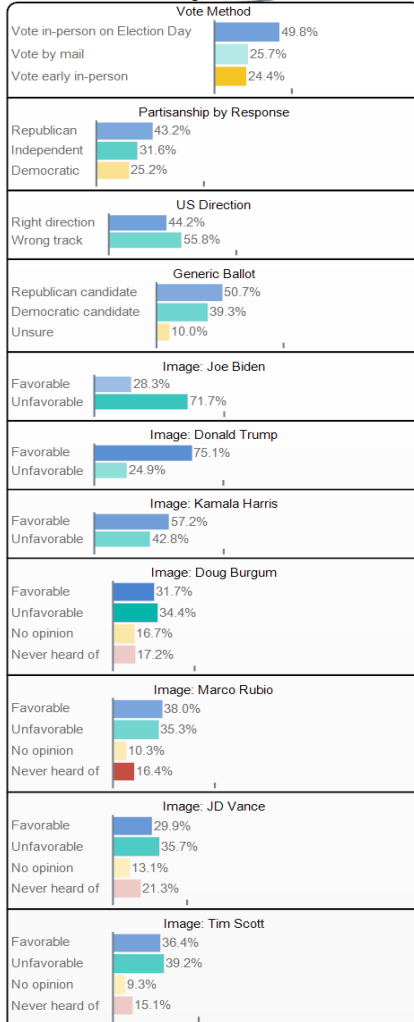


# Percent Change: Party - Extremism (May 2024 to July 2024)

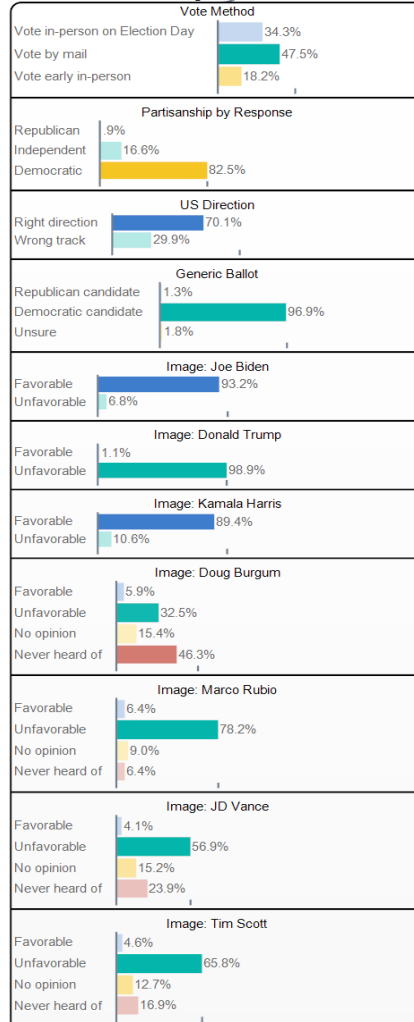
		M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	Always Vote	Pres Yr Vote	Occ Vote	GOP Incumbent	Dem Incumbent	Open Seats
Republican Party		-7%	1%	0%	2%	2%	2%	-4%	-2%	3%	4%	-2%	4%	-1%	2%	-2%	-2%	7%	4%	-3%	-1%	1%	-2%	0%	-1%	8%	2%	2%	-1%	-1%	1%	1%	0%	0%	-2%	6%	-1%	2%	0%
Democratic Party		0%	0%	-3%	-1%	-4%	-5%	5%	-4%	-4%	-4%	-6%	0%	-1%	-7%	-4%	3%	-12%	-7%	1%	1%	-4%	1%	-1%	-2%	-13%	-1%	-4%	-2%	-2%	-1%	-4%	0%	-3%	1%	-13%	-3%	-2%	0%
Definitely the Republican Party		-5%	5%	-3%	2%	-2%	4%	-2%	0%	1%	4%	-2%	0%	1%	1%	2%	-3%	6%	4%	-7%	1%	3%	-2%	-1%	-2%	1%	4%	2%	-4%	0%	3%	3%	-1%	1%	-2%	-2%	0%	1%	0%
Probably the Republican Party		-2%	-4%	2%	0%	5%	-2%	-2%	-2%	2%	0%	-1%	4%	-2%	0%	-3%	0%	1%	-1%	4%	-2%	-2%	1%	1%	0%	7%	-2%	0%	3%	-2%	-2%	-2%	2%	-1%	0%	8%	-1%	0%	0%
Probably the Democratic Party		0%	3%	-2%	0%	4%	0%	0%	1%	2%	1%	2%	6%	1%	0%	0%	2%	-1%	2%	-1%	1%	2%	1%	0%	1%	-3%	-5%	0%	1%	-1%	3%	1%	1%	2%	0%	-3%	0%	1%	6%
Definitely the Democratic Party		0%	-4%	-2%	-1%	-8%	-5%	5%	-4%	-6%	-5%	-8%	-5%	-2%	-7%	-4%	0%	-11%	-8%	1%	0%	-6%	0%	-1%	-2%	-10%	4%	-4%	-2%	-1%	-3%	-5%	-2%	-5%	1%	-10%	-3%	-3%	-6%
Unsure		7%	0%	4%	-1%	2%	3%	-1%	6%	1%	1%	9%	-4%	2%	5%	6%	0%	5%	3%	3%	0%	3%	0%	1%	3%	5%	-1%	2%	2%	4%	0%	3%	0%	3%	1%	7%	3%	1%	0%

# Segmentation Analysis:

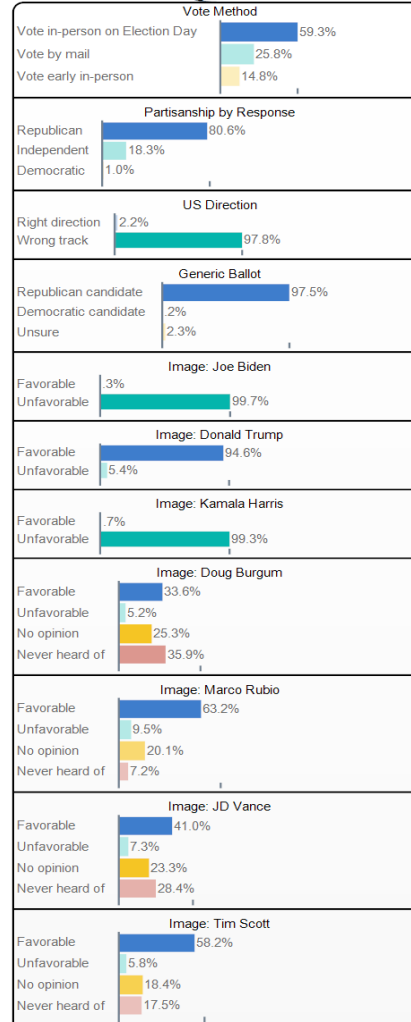
## Low Interest Young Voters (7%)



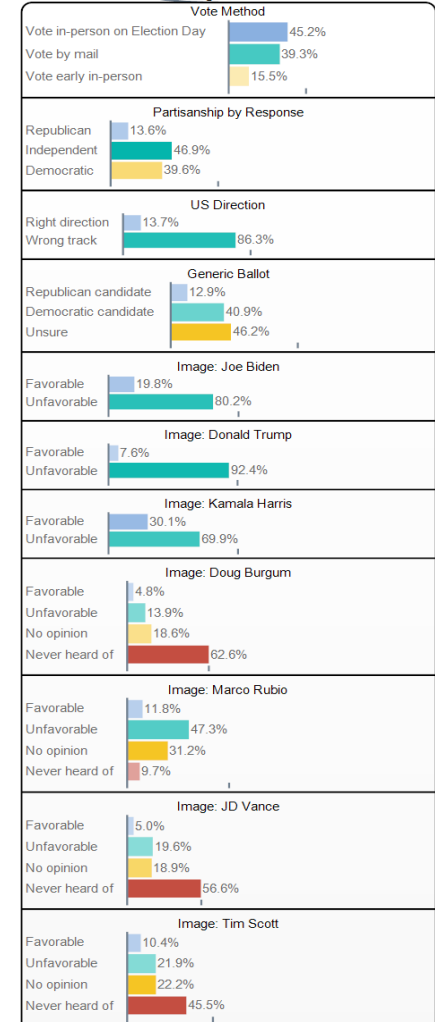
## Old Dems/Biden Supporters (33%)



## Old GOP/Trump Supporters (40%)

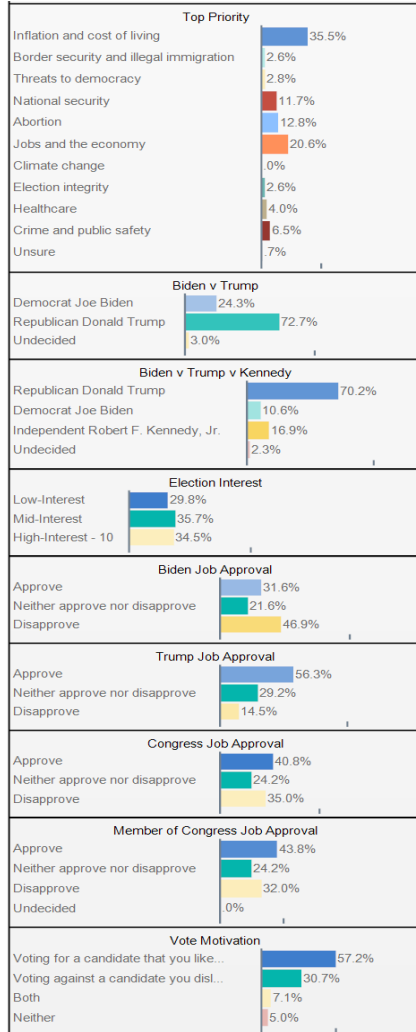


## Moderates/Undecideds (20%)

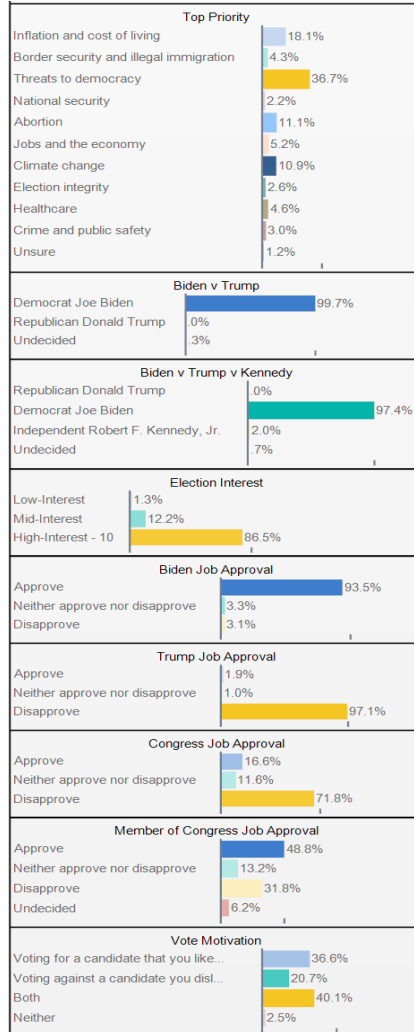


# Segmentation Analysis:

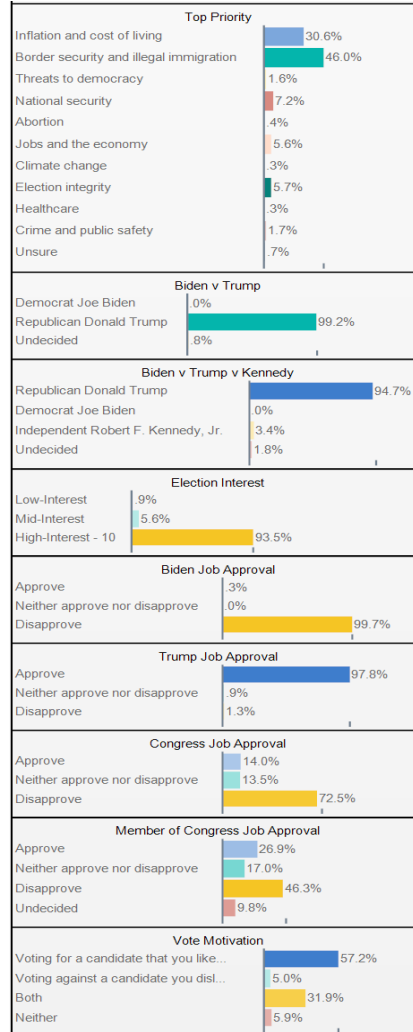
## Low Interest Young Voters (7%)



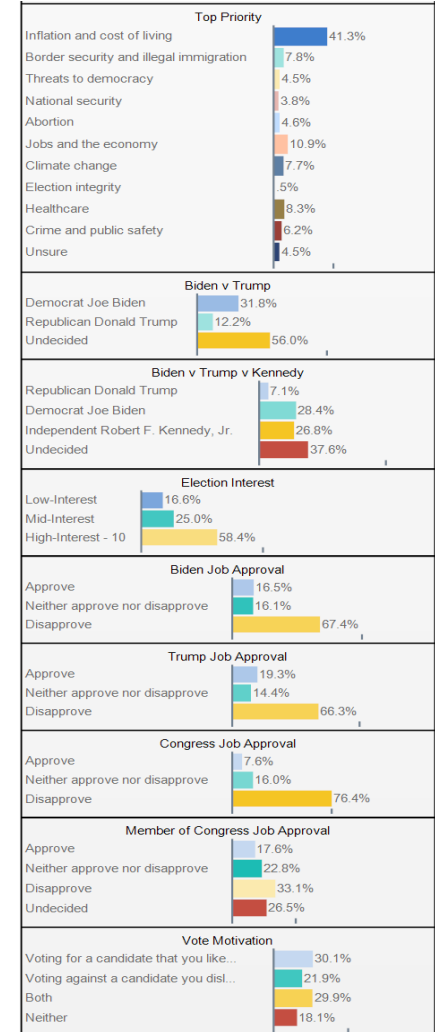
## Old Dems/Biden Supporters (33%)



## Old GOP/Trump Supporters (40%)

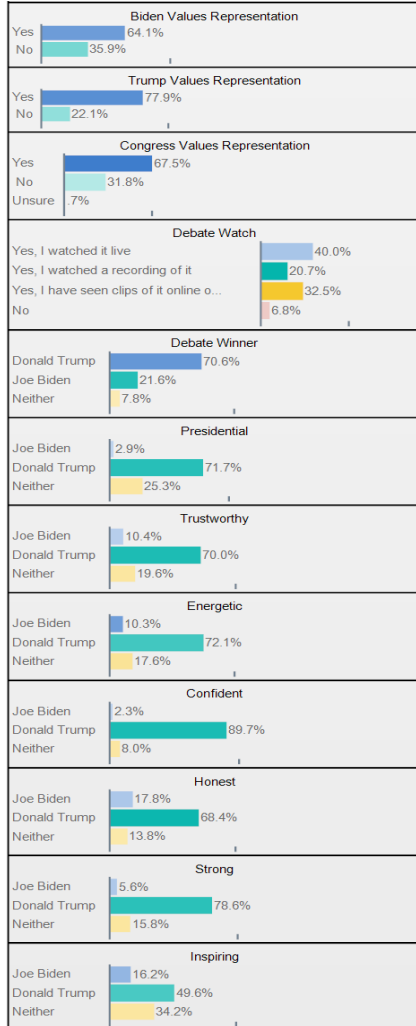


## Moderates/Undecideds (20%)

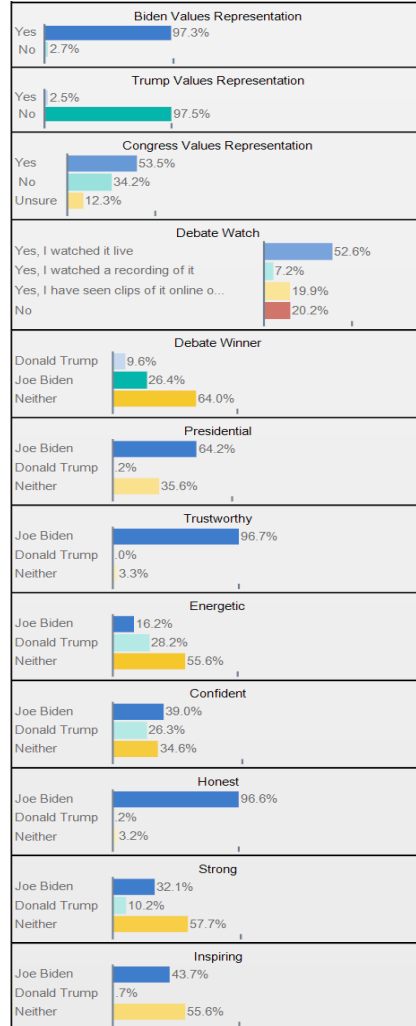


# Segmentation Analysis:

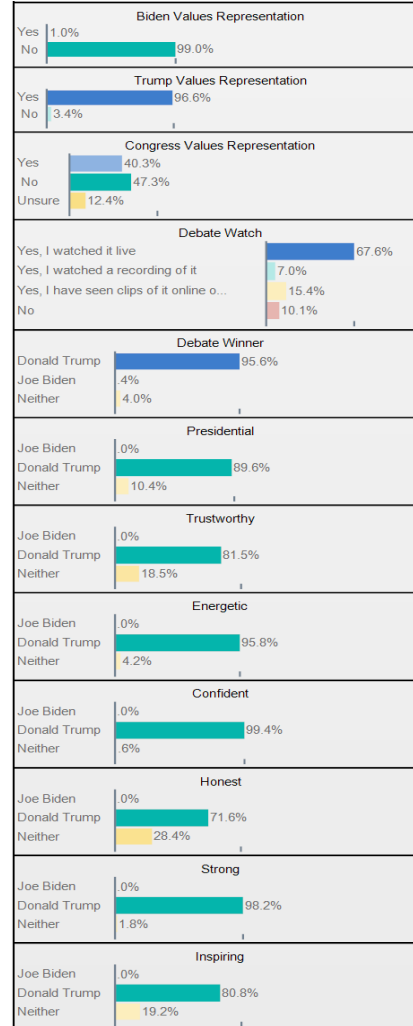
## Low Interest Young Voters (7%)



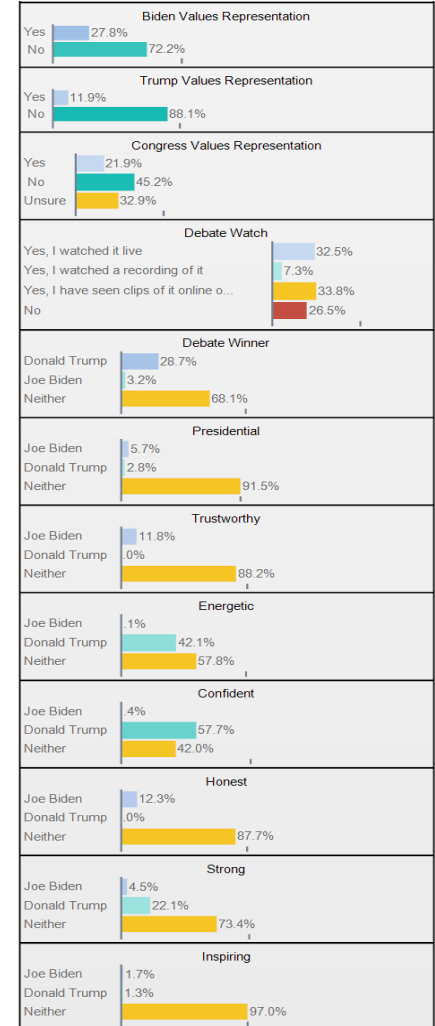
## Old Dems/Biden Supporters (33%)



## Old GOP/Trump Supporters (40%)

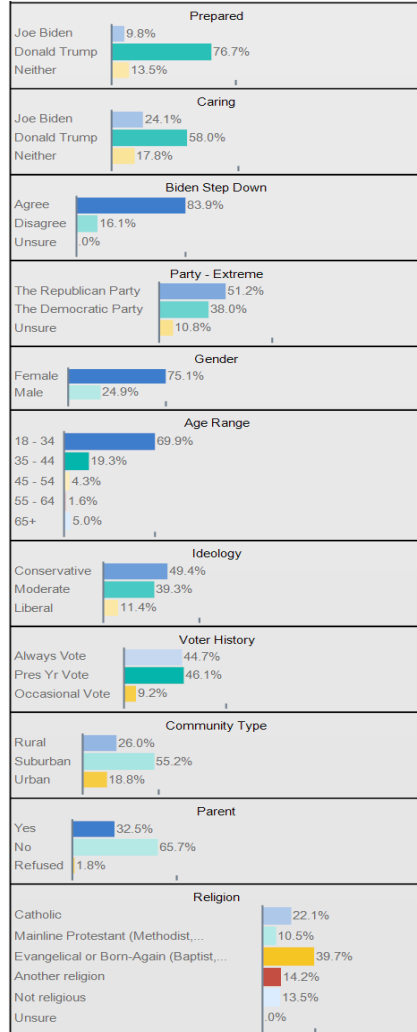


## Moderates/Undecideds (20%)

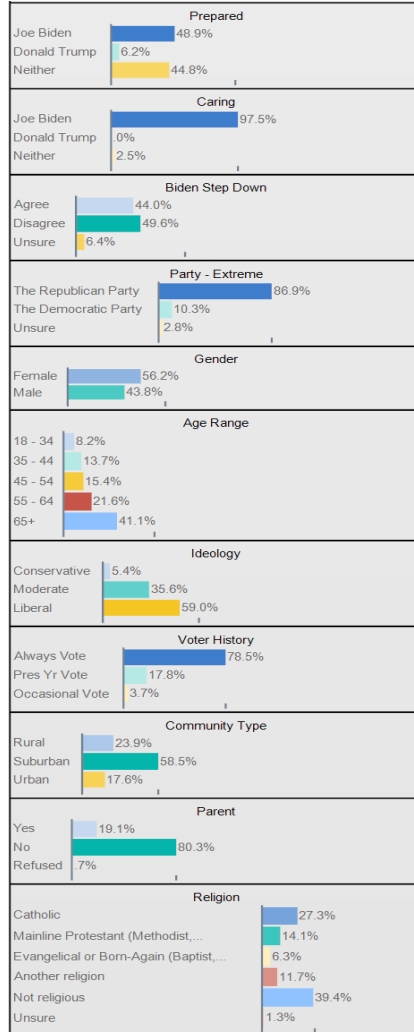


# Segmentation Analysis:

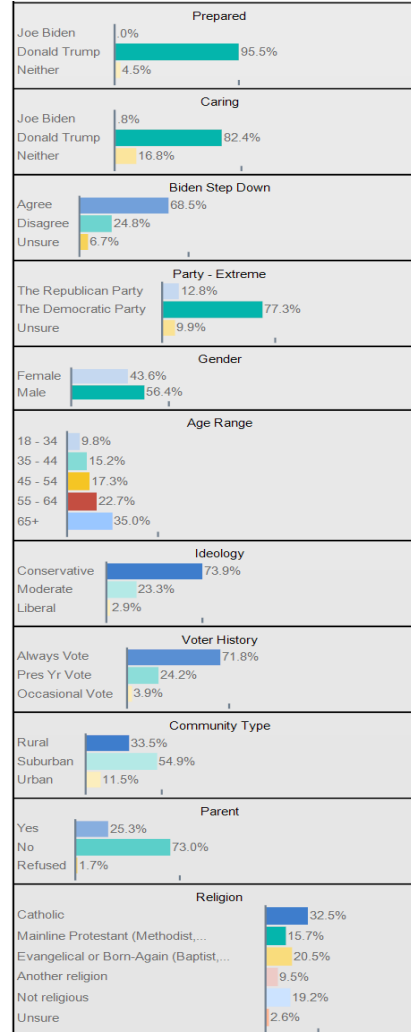
## Low Interest Young Voters (7%)



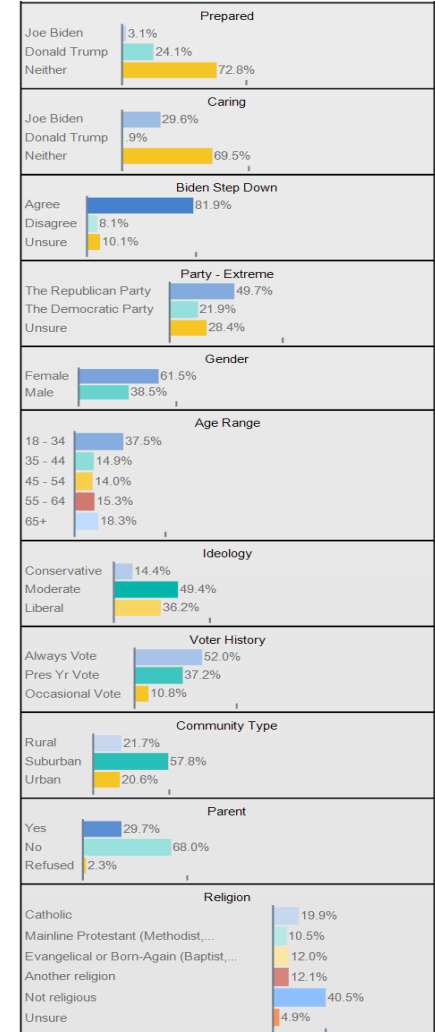
## Old Dems/Biden Supporters (33%)



## Old GOP/Trump Supporters (40%)

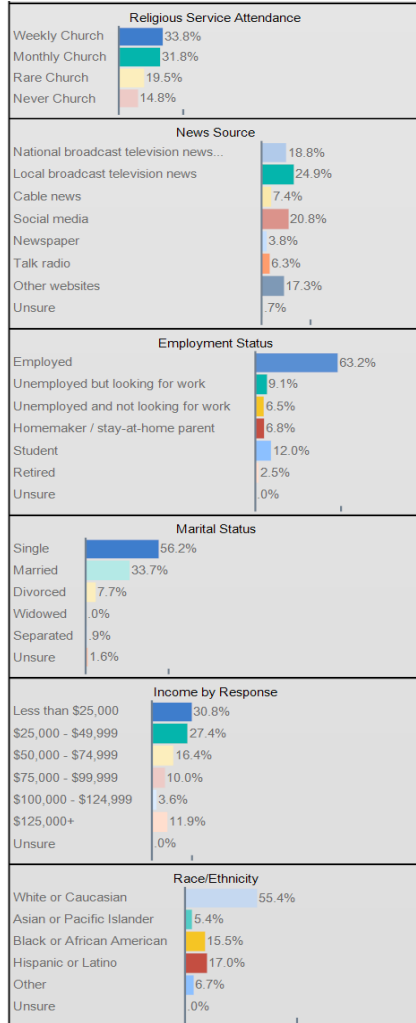


## Moderates/Undecideds (20%)

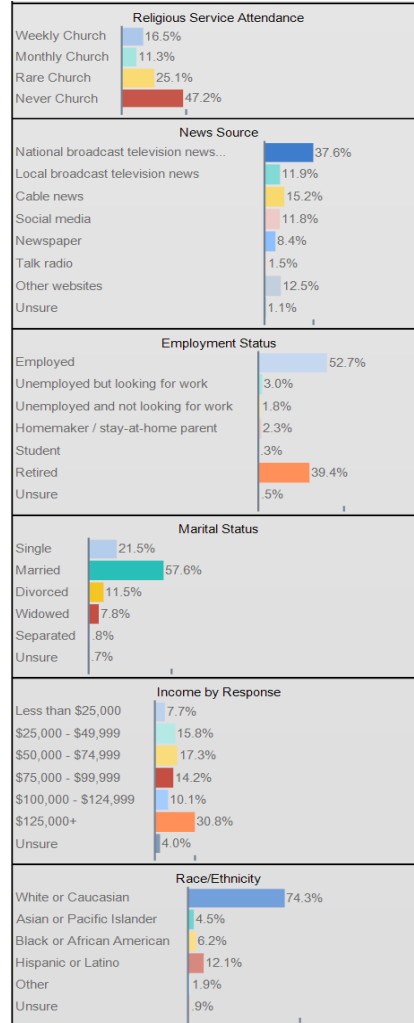


# Segmentation Analysis:

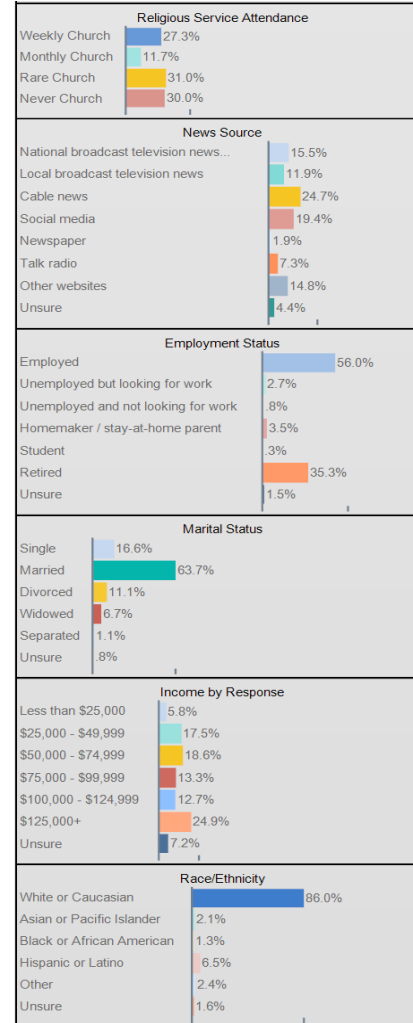
## Low Interest Young Voters (7%)



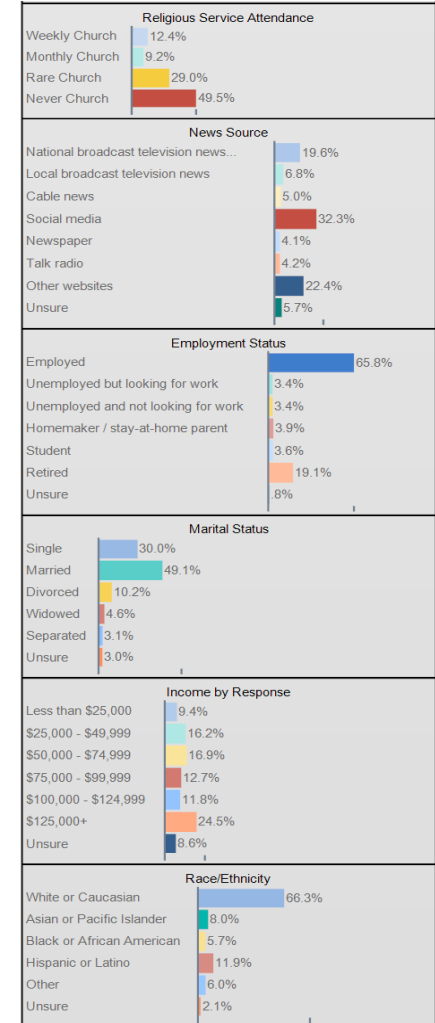
## Old Dems/Biden Supporters (33%)



## Old GOP/Trump Supporters (40%)

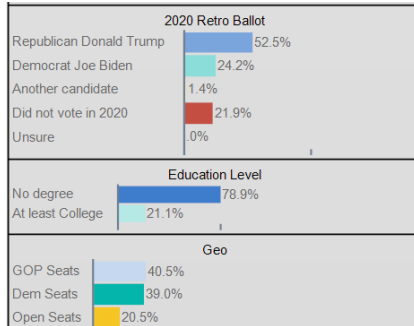


## Moderates/Undecideds (20%)

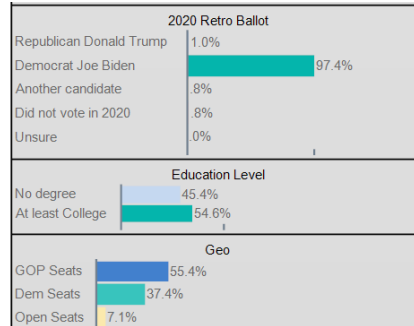


# Segmentation Analysis:

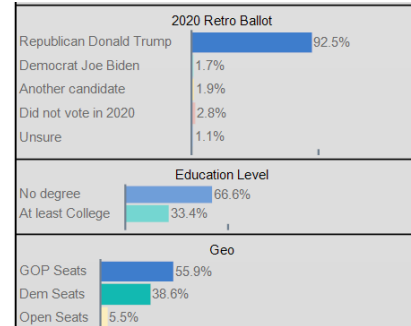
## Low Interest Young Voters (7%)



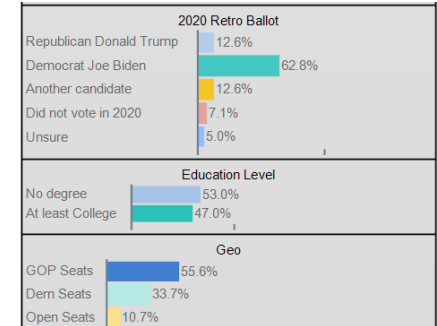
## Old Dems/Biden Supporters (33%)



## Old GOP/Trump Supporters (40%)

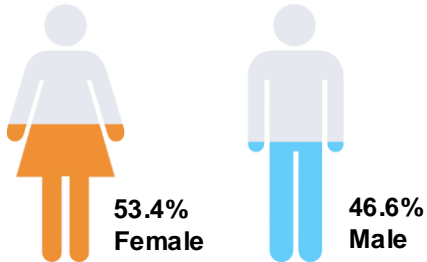


## Moderates/Undecideds (20%)

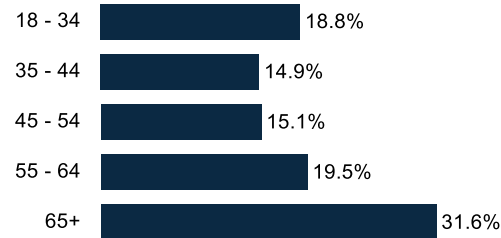


# Demographics

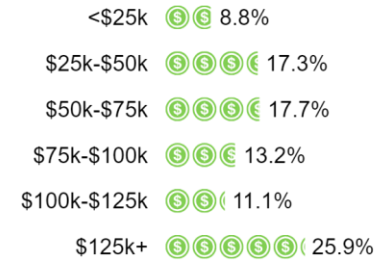
## Sex



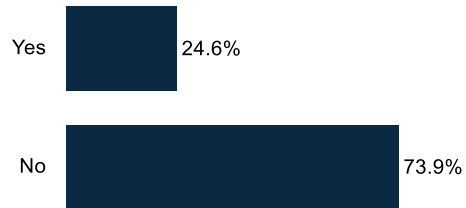
## Age Range



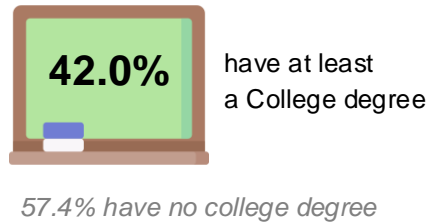
## Household Income



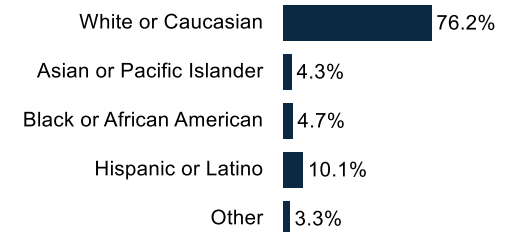
## Parent



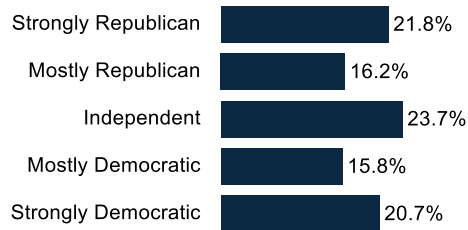
## Education



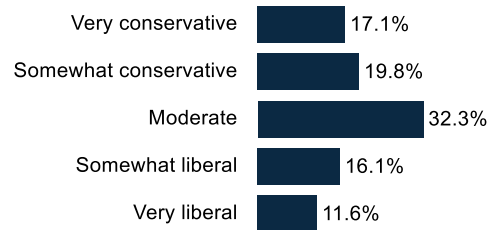
## Race/Ethnicity



## Partisanship



## Ideology



## Community Type

