

July 3, 2024



CYGNAL

Survey of Likely General Election Voters **National**

July 1 – 2, 2024 | n=1500 | $\pm 2.53\%$

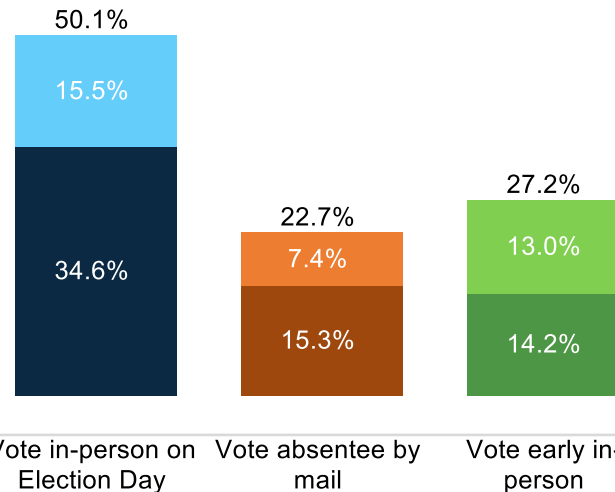
Insights & Analysis

- The political environment has severely **degraded for Democrats** since the disastrous Biden debate performance. The congressional **generic ballot moved from R+0 to R+4**, the largest single month-over-month movement in the history of our national polling.
 - This was driven by a **shift among Independents** from D+5 to R+7.
 - **Female voters** <55 moved 9pp toward Republicans; females 55+ moved 6pp to the GOP.
- **Biden's image grew worse** to 62% unfavorable, 36% favorable (a net movement of -6).
- **Trump's image is stable** since June with a net unfavourability of -11 compared to Biden's -26.
- VP **Harris** is in nearly as **bad a spot** as POTUS; she is 58% unfavorable, 35% favorable (-23).
- In a head-to-head presidential race, **Trump now leads by +5** compared to a June lead of +2. The Trump ballot share grew by +1 while Biden's fell by -2.
 - On a full presidential ballot, Trump leads by +6, a **doubled net lead from June's +3**.
- Most Americans either watched the **debate** (67%) or followed it afterwards (23%). Only 18% believe Biden won compared to 62% for Trump.
 - It **had an effect on vote choice**, whereby Trump picked up 4pp of viewers previously undecided (compared to 1pp for Biden). 3pp of previous Biden voters now support Trump (compared to the inverse of 1pp Trump now Biden).
- Compared to June, 2pp more voters believe Trump's policies are better for them (48%), as 41% of voters still say Biden's policies are better for them.
- With Kamala Harris potentially waiting in the (West) wings, voters aren't sure yet what impact that may have on their vote choice.

Insights & Analysis (cont.)

- With inflation and economy maintaining its top spot in the issue matrix, we dug deeper into what people believe is the best economic indicator.
 - **Younger voters prioritize housing costs**, while **older voters** focus on the **cost of living**.
 - On housing costs specifically, voters under the age of 55 are nearly 2x more likely than older voters to be extremely concerned vs. very or somewhat concerned.
 - Interestingly, **Hispanic voters** are much more worried about housing costs than black voters.
- **Younger men are making more sacrifices** of delaying or cancelling major purchases due to rising prices. College-educated and older men are the most likely to not have made adjustments to their life in a meaningful way due to cost of living.
- **Voters of color** are 2x more likely than white voters to have sought financial or government assistance due to rising prices.
- Segmentation was very nuanced this month with five groups: the GOP Base (30%) and Lean GOP (17%) [for 47% total GOP, the Dem Base (23%), Lean Dem (18%) [for 41% total Dem], and **Persuadables** (12%). The latter group is comprised almost exclusively of **Double Haters**.
 - These Double Haters are currently 43% Biden on the two-way ballot and 49% undecided.
 - In a full presidential ballot, 33% of them pick RFK, Jr., and 50% are open to voting for him.
 - 49% of this group believes Republicans are more extreme (7% Democrats more extreme).
 - These voters are 61% under the age of 45, 60% Independent, and pretty split on educational attainment (47% no college, 53% college).
 - They over-index in the Midwest, West, and Northeast regions of the country.

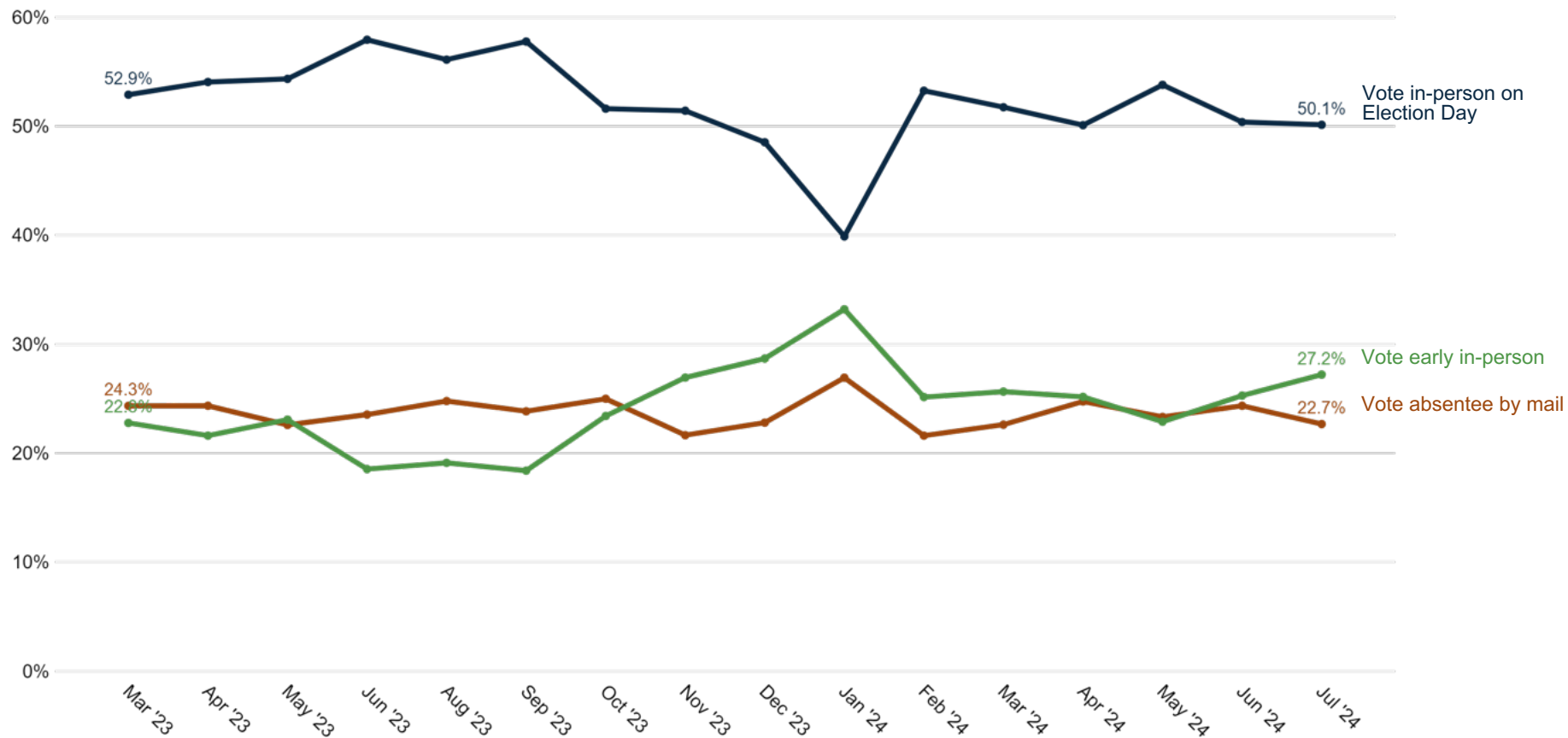
Vote Method



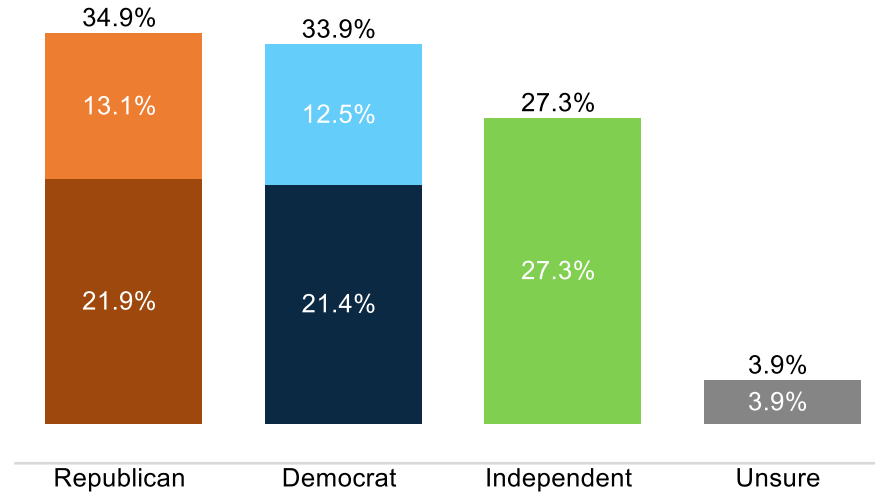
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Pres Dbt Hater	Trump '20	Biden '20
Definitely vote	52%	67%	68%	72%	72%	68%	59%	61%	59%	65%	66%	70%	59%	65%	67%	64%	52%	64%	57%	62%	68%	71%	55%	70%	53%	58%	54%	69%	64%
Probably vote	48%	33%	32%	28%	28%	32%	41%	39%	41%	35%	34%	30%	41%	35%	33%	36%	48%	36%	43%	38%	32%	29%	45%	30%	47%	42%	46%	31%	36%
Vote in-person on Election Day	47%	45%	57%	53%	47%	61%	50%	41%	46%	49%	56%	59%	52%	38%	53%	39%	39%	56%	46%	47%	51%	58%	51%	49%	54%	48%	49%	60%	40%
Vote absentee by mail	21%	27%	20%	22%	23%	20%	22%	27%	27%	23%	17%	16%	21%	31%	21%	27%	26%	16%	27%	21%	25%	18%	23%	23%	22%	20%	27%	14%	31%
Vote early in-person	33%	27%	23%	25%	30%	19%	28%	32%	27%	27%	26%	25%	26%	30%	25%	34%	35%	28%	27%	32%	23%	24%	26%	28%	24%	32%	24%	26%	28%
Definitely vote in-person on Election Day	28%	31%	40%	42%	36%	45%	31%	27%	29%	34%	41%	45%	34%	25%	38%	30%	22%	41%	27%	32%	35%	45%	29%	37%	30%	29%	26%	46%	26%
Probably vote in-person on Election Day	19%	15%	16%	11%	11%	16%	19%	14%	17%	15%	15%	14%	18%	14%	16%	9%	17%	16%	19%	15%	17%	13%	21%	12%	24%	18%	23%	14%	14%
Definitely vote absentee by mail	11%	21%	14%	16%	17%	13%	14%	19%	15%	17%	12%	11%	13%	22%	16%	15%	12%	9%	17%	15%	18%	14%	14%	17%	11%	13%	16%	10%	21%
Probably vote absentee by mail	10%	6%	7%	6%	6%	7%	9%	8%	12%	7%	5%	4%	9%	9%	6%	12%	14%	7%	10%	6%	8%	5%	9%	6%	11%	7%	12%	5%	10%
Definitely vote early in-person	14%	15%	14%	14%	19%	9%	14%	16%	15%	15%	12%	13%	12%	17%	13%	18%	18%	14%	13%	16%	15%	13%	11%	15%	12%	16%	12%	13%	16%
Probably vote early in-person	19%	12%	9%	11%	10%	10%	14%	16%	13%	13%	14%	12%	14%	13%	12%	16%	17%	13%	14%	16%	8%	11%	15%	13%	12%	17%	11%	12%	12%

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

Trend: Vote Method



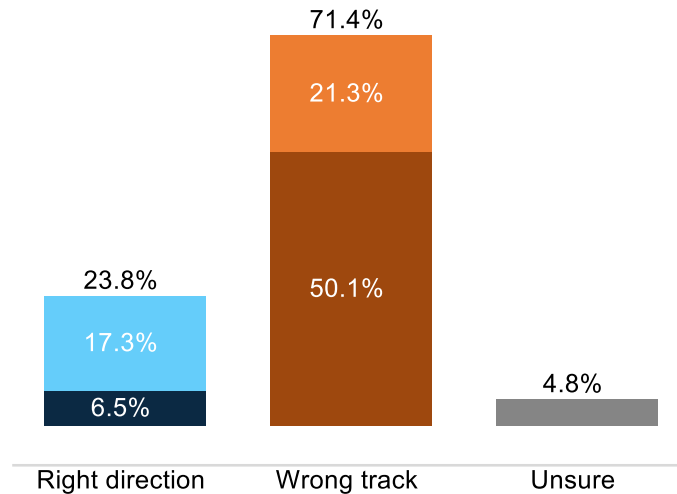
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Republican	26%	39%	32%	44%	30%	44%	36%	28%	22%	37%	43%	41%	15%	30%	35%	27%	39%	29%	43%	20%	37%	31%	29%	17%	72%	4%
Independent	26%	18%	38%	28%	31%	35%	21%	22%	26%	28%	26%	27%	24%	21%	32%	22%	21%	38%	31%	47%	25%	32%	32%	43%	25%	24%
Democrat	42%	42%	25%	25%	36%	17%	39%	47%	47%	32%	26%	29%	58%	39%	29%	47%	37%	31%	22%	23%	35%	32%	30%	32%	2%	68%
Strongly Republican	17%	25%	21%	26%	15%	29%	24%	16%	12%	22%	30%	26%	7%	16%	22%	16%	26%	21%	25%	6%	25%	16%	18%	7%	46%	2%
Mostly Republican	9%	14%	11%	18%	15%	15%	12%	12%	10%	15%	13%	14%	7%	14%	12%	11%	13%	8%	18%	14%	12%	16%	11%	11%	26%	2%
Mostly Democratic	16%	15%	9%	8%	12%	6%	15%	18%	19%	10%	12%	12%	18%	12%	11%	19%	13%	11%	8%	18%	11%	15%	15%	16%	2%	24%
Strongly Democratic	26%	26%	16%	17%	24%	11%	24%	29%	28%	22%	15%	18%	40%	27%	17%	28%	24%	20%	15%	6%	24%	17%	15%	16%	0%	44%
Unsure	6%	2%	5%	3%	3%	5%	4%	3%	6%	3%	5%	3%	3%	10%	5%	4%	3%	2%	4%	10%	3%	5%	9%	8%	2%	4%

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

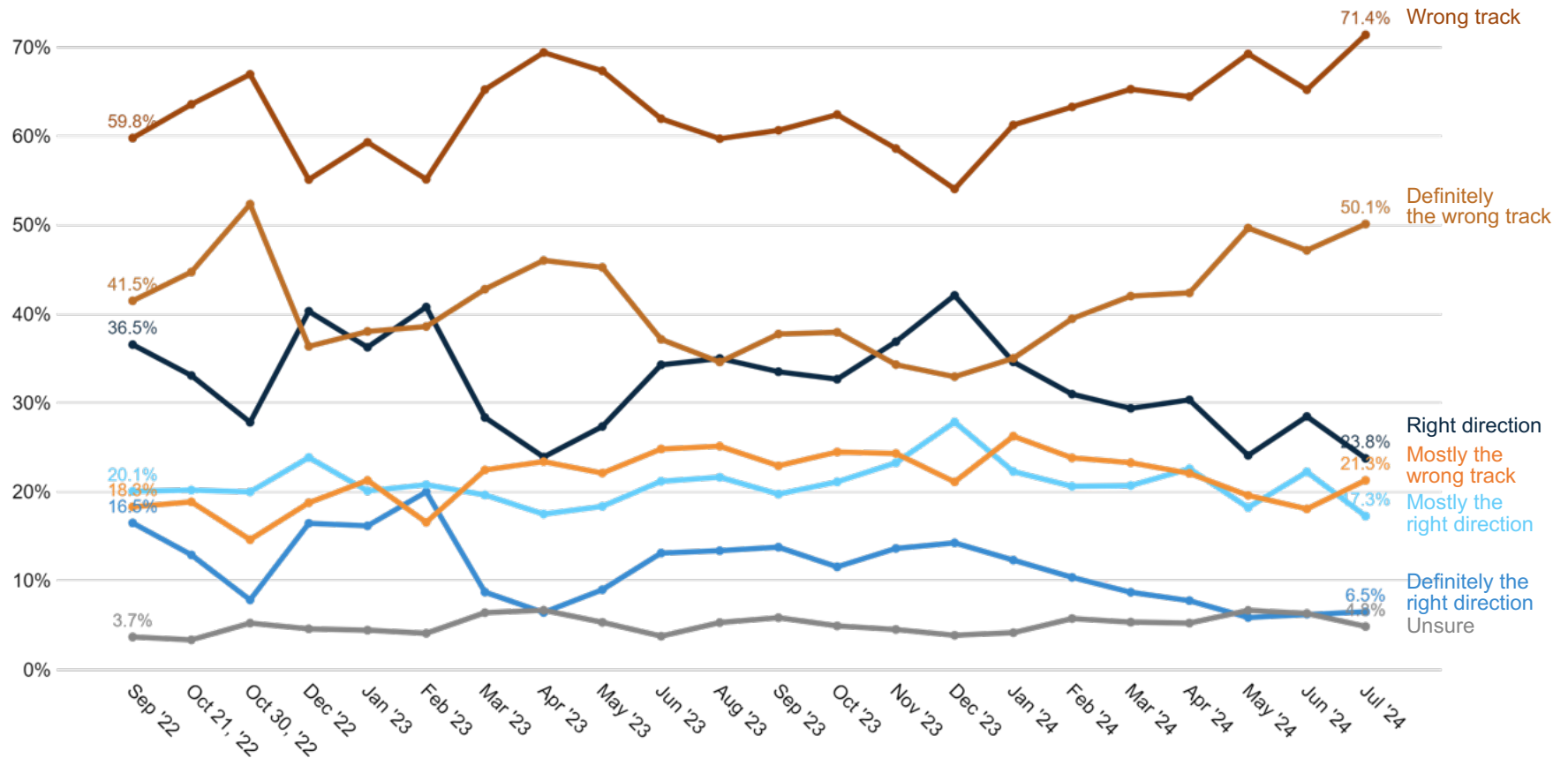
US Direction



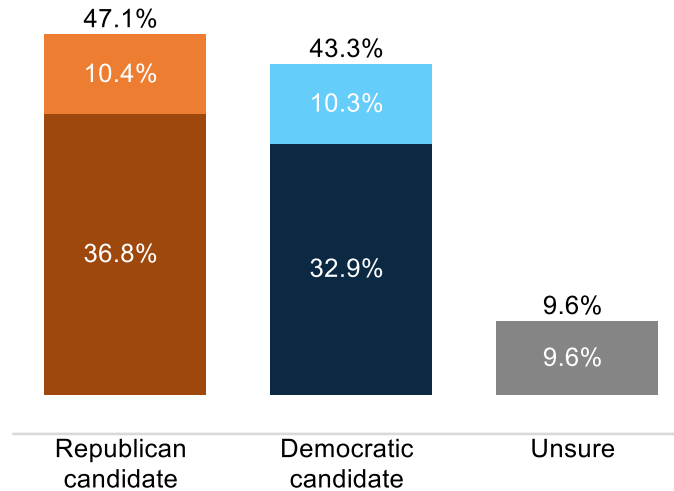
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Right direction	21%	29%	21%	25%	32%	16%	24%	26%	29%	23%	20%	6%	18%	49%	21%	39%	29%	20%	28%	22%	20%	25%	19%	25%	22%	18%	10%	4%	44%
Wrong track	71%	67%	77%	72%	63%	83%	70%	68%	63%	73%	76%	93%	77%	43%	75%	54%	63%	75%	65%	74%	77%	72%	74%	71%	72%	71%	85%	94%	49%
Definitely the right direction	5%	8%	6%	7%	9%	5%	7%	7%	8%	7%	5%	2%	3%	15%	6%	12%	8%	5%	7%	6%	5%	7%	2%	7%	5%	5%	0%	2%	12%
Mostly the right direction	16%	21%	15%	18%	24%	11%	18%	19%	21%	17%	15%	4%	16%	34%	15%	26%	21%	15%	21%	15%	14%	18%	18%	18%	18%	13%	10%	3%	32%
Mostly the wrong track	25%	19%	24%	16%	21%	20%	24%	20%	27%	20%	19%	17%	24%	23%	20%	29%	22%	23%	23%	22%	28%	16%	33%	17%	31%	21%	32%	17%	23%
Definitely the wrong track	46%	48%	52%	56%	43%	62%	46%	48%	36%	53%	57%	76%	53%	20%	55%	26%	41%	52%	42%	52%	49%	56%	41%	54%	41%	50%	52%	76%	26%
Unsure	9%	4%	3%	3%	4%	2%	6%	6%	8%	4%	4%	1%	4%	8%	4%	7%	8%	5%	8%	4%	4%	3%	6%	4%	6%	11%	5%	2%	7%

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

Trend: US Direction



Generic Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Republican candidate	38%	48%	46%	61%	39%	63%	46%	38%	33%	49%	56%	96%	44%	3%	54%	22%	37%	49%	35%	50%	46%	57%	34%	48%	47%	40%	28%	93%	7%
Democratic candidate	51%	45%	43%	33%	52%	28%	45%	53%	58%	41%	35%	2%	37%	93%	39%	64%	50%	40%	54%	42%	47%	33%	34%	44%	43%	35%	46%	2%	84%
Definitely the Republican candidate	24%	39%	35%	52%	31%	53%	33%	28%	20%	39%	47%	82%	26%	1%	44%	15%	21%	37%	23%	39%	34%	49%	0%	40%	31%	32%	13%	77%	3%
Probably the Republican candidate	14%	9%	10%	8%	9%	10%	12%	10%	13%	10%	9%	13%	17%	2%	10%	7%	16%	12%	12%	11%	12%	8%	34%	8%	16%	8%	15%	16%	4%
Probably the Democratic candidate	16%	8%	10%	6%	11%	6%	14%	10%	17%	8%	10%	1%	16%	15%	8%	20%	10%	12%	17%	7%	9%	7%	34%	7%	16%	14%	22%	1%	17%
Definitely the Democratic candidate	35%	36%	33%	26%	41%	22%	31%	43%	41%	33%	25%	1%	21%	78%	31%	44%	40%	28%	37%	35%	37%	26%	0%	37%	26%	21%	23%	1%	67%
Unsure	12%	8%	12%	7%	9%	9%	9%	9%	8%	11%	9%	3%	20%	4%	7%	14%	13%	10%	11%	7%	7%	10%	32%	7%	10%	25%	26%	5%	9%

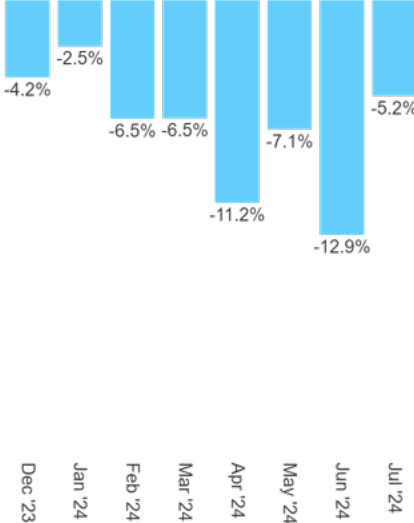
If the November 5th general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Generic Ballot Movement

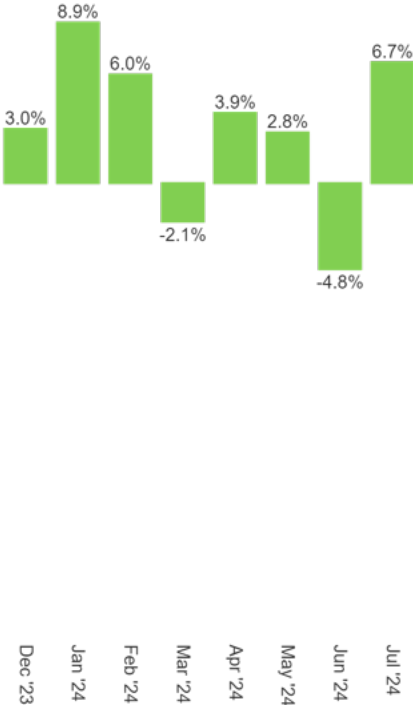
Overall (%Rep-%Dem)



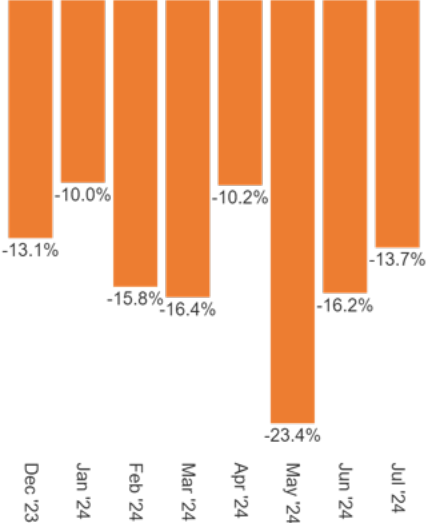
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Percent Change: Generic Ballot (Jun 2024 to Jul 2024)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Republican candidate	5%	3%	-4%	2%	-7%	4%	2%	7%	4%	4%	-1%	2%	6%	-1%	3%	2%	-6%	2%	7%	-2%	0%	5%	0%	6%	-2%	1%	2%	2%
Democratic candidate	-4%	-3%	2%	-3%	5%	-5%	0%	-6%	-3%	-6%	3%	-1%	-6%	0%	-1%	-6%	2%	-2%	-5%	6%	-3%	-5%	-1%	-3%	-8%	2%	-1%	-3%
Definitely the Republican candidate	0%	3%	-5%	3%	-5%	3%	-1%	5%	-2%	3%	0%	2%	1%	0%	3%	1%	-9%	-3%	7%	-6%	2%	0%	0%	3%	-1%	-2%	1%	0%
Probably the Republican candidate	5%	0%	1%	-1%	-2%	1%	3%	3%	6%	1%	-1%	0%	5%	-1%	0%	0%	4%	5%	0%	3%	-2%	5%	1%	4%	0%	4%	1%	2%
Probably the Democratic candidate	-1%	1%	-5%	-3%	-1%	-6%	2%	-2%	1%	-5%	3%	-1%	-2%	-4%	0%	-1%	-12%	3%	-3%	-3%	-5%	-5%	-1%	-3%	1%	1%	-1%	-2%
Definitely the Democratic candidate	-3%	-4%	7%	1%	6%	1%	-3%	-4%	-4%	0%	1%	-1%	-4%	4%	-1%	-5%	13%	-4%	-2%	9%	2%	0%	1%	0%	-10%	1%	0%	0%
Unsure	-1%	-1%	2%	0%	1%	1%	-2%	-1%	-1%	2%	-2%	-1%	0%	1%	-2%	5%	4%	-1%	-2%	-3%	4%	1%	0%	-3%	10%	-4%	-1%	1%

Generic Ballot by Key Voter Groups

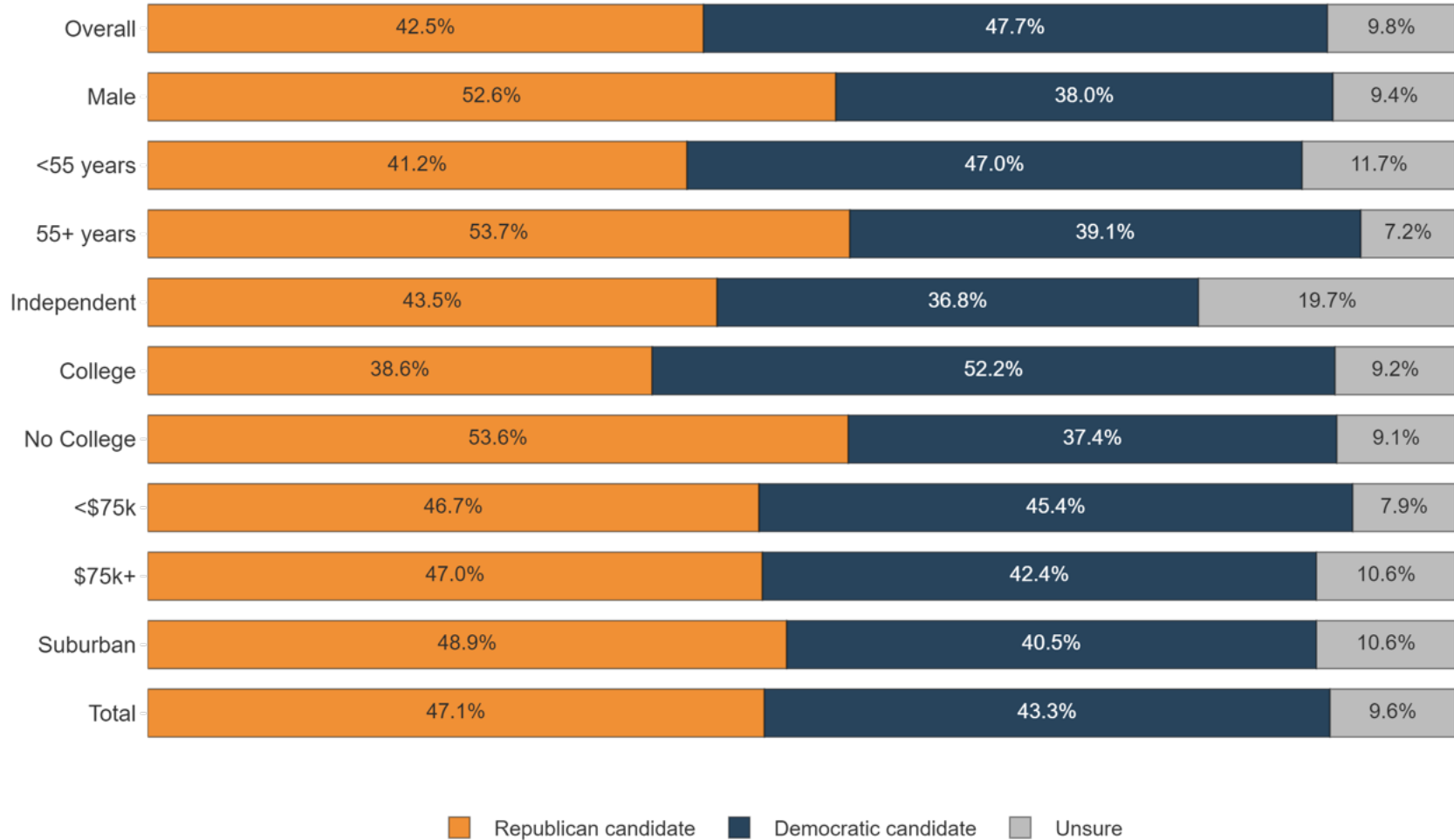


Image Tests

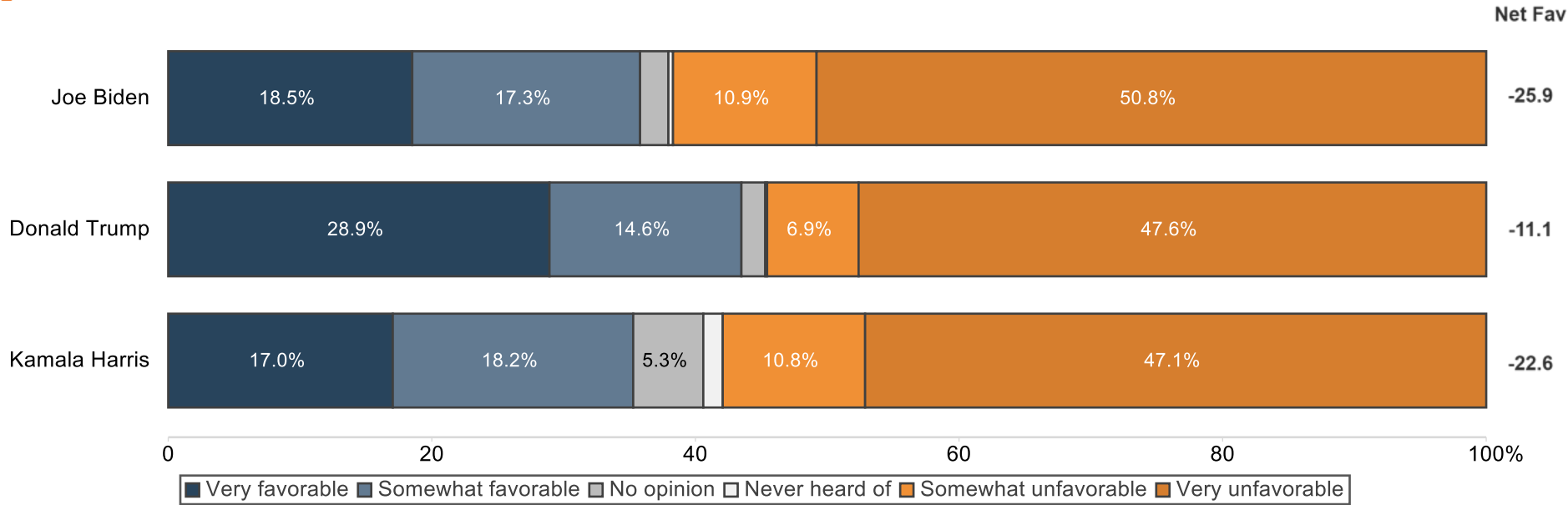


Image Tests Heatmaps

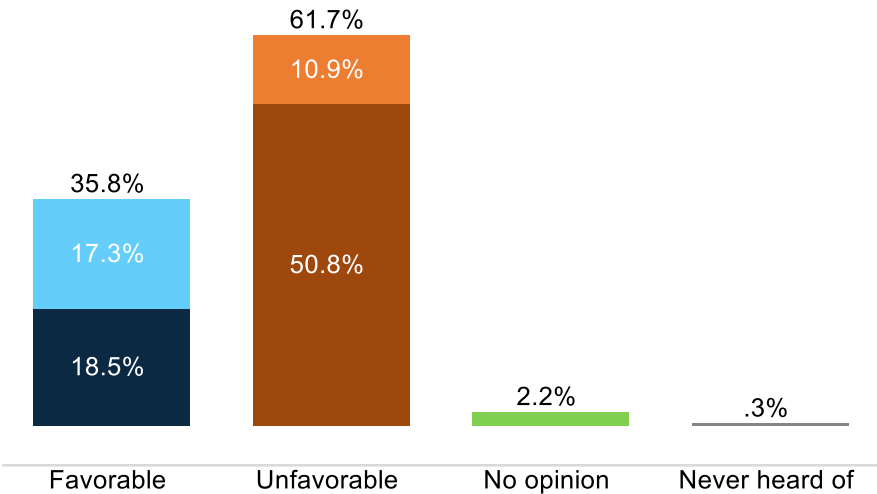
Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Joe Biden	39%	43%	28%	31%	42%	20%	38%	46%	44%	35%	31%	3%	28%	78%	32%	59%	37%	32%	45%	38%	30%	30%	24%	39%	31%	29%	3%	71%
Donald Trump	35%	43%	42%	56%	33%	62%	45%	30%	32%	44%	52%	87%	38%	3%	50%	22%	36%	47%	34%	44%	41%	54%	31%	45%	39%	46%	87%	6%
Kamala Harris	38%	41%	31%	31%	43%	22%	38%	42%	48%	34%	27%	4%	26%	77%	31%	63%	37%	30%	43%	35%	34%	28%	26%	37%	33%	30%	3%	69%

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Joe Biden	56%	56%	69%	68%	58%	77%	58%	53%	52%	64%	66%	95%	68%	21%	66%	37%	59%	64%	52%	60%	67%	69%	70%	60%	66%	62%	95%	28%
Donald Trump	61%	56%	56%	43%	66%	37%	53%	69%	66%	54%	45%	13%	58%	95%	50%	74%	61%	50%	64%	54%	58%	45%	64%	53%	60%	49%	12%	92%
Kamala Harris	49%	56%	62%	67%	51%	75%	52%	53%	43%	61%	65%	92%	64%	18%	64%	30%	51%	60%	45%	60%	62%	67%	59%	58%	60%	52%	93%	25%

Image: Joe Biden



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	39%	43%	28%	31%	42%	20%	38%	46%	44%	35%	31%	3%	28%	78%	32%	59%	37%	32%	45%	38%	30%	30%	24%	39%	31%	29%	3%	71%
Unfavorable Total	56%	56%	69%	68%	58%	77%	58%	53%	52%	64%	66%	95%	68%	21%	66%	37%	59%	64%	52%	60%	67%	69%	70%	60%	66%	62%	95%	28%
Very favorable	15%	28%	13%	17%	21%	11%	22%	21%	26%	17%	14%	2%	8%	46%	16%	35%	20%	13%	22%	21%	16%	15%	5%	21%	14%	14%	1%	37%
Somewhat favorable	24%	15%	15%	14%	22%	9%	16%	25%	18%	17%	17%	2%	20%	32%	16%	24%	17%	19%	22%	17%	15%	15%	19%	17%	17%	15%	1%	33%
Somewhat unfavorable	14%	9%	14%	7%	12%	9%	13%	9%	14%	11%	6%	6%	14%	12%	9%	15%	19%	13%	14%	8%	13%	9%	22%	8%	18%	8%	6%	14%
Very unfavorable	42%	47%	56%	61%	46%	68%	46%	44%	38%	52%	59%	89%	54%	9%	57%	21%	40%	51%	38%	52%	54%	60%	48%	52%	48%	54%	89%	15%
No opinion	3%	1%	3%	1%	0%	3%	3%	0%	3%	1%	3%	2%	3%	1%	1%	4%	4%	3%	3%	1%	2%	1%	5%	1%	3%	9%	2%	1%
Never heard of	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%

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

Trend: Joe Biden Image

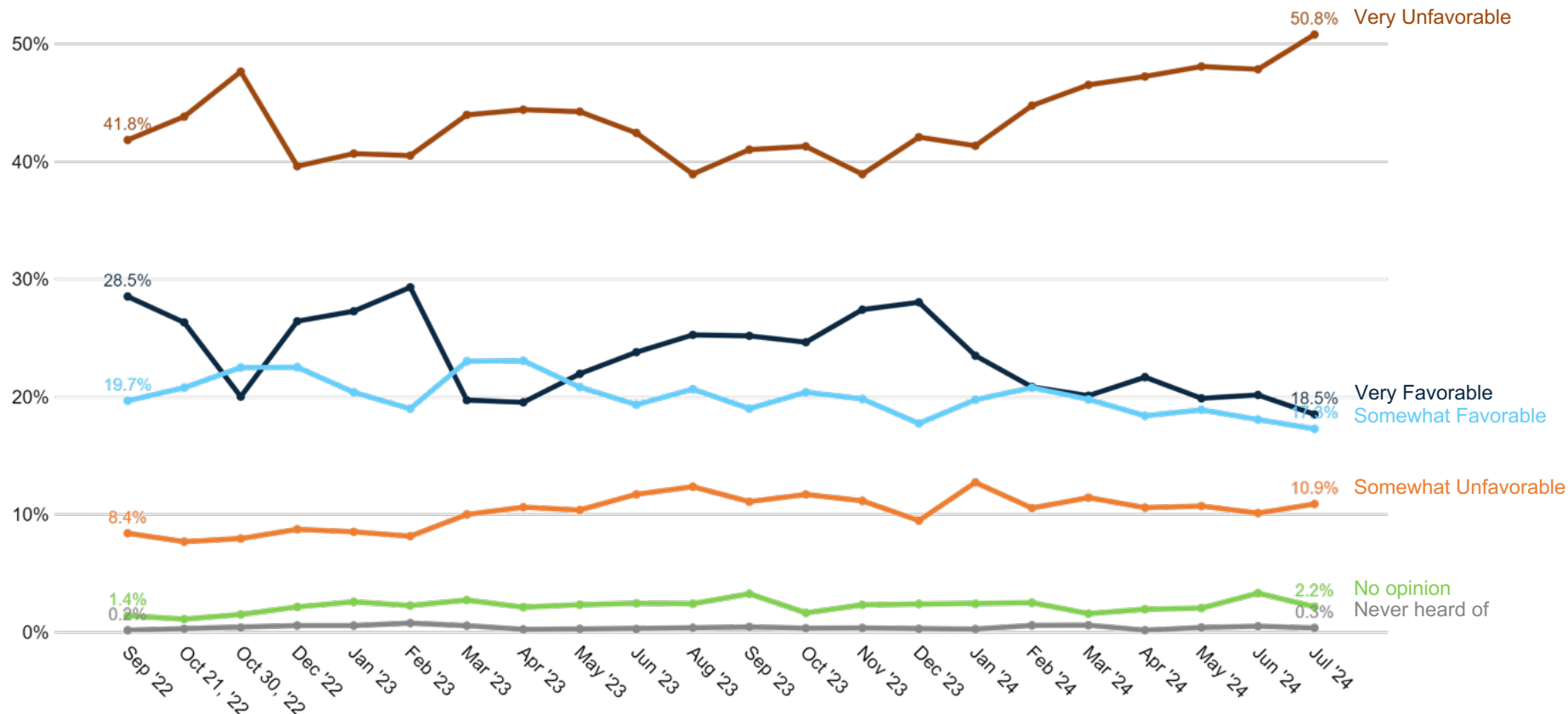
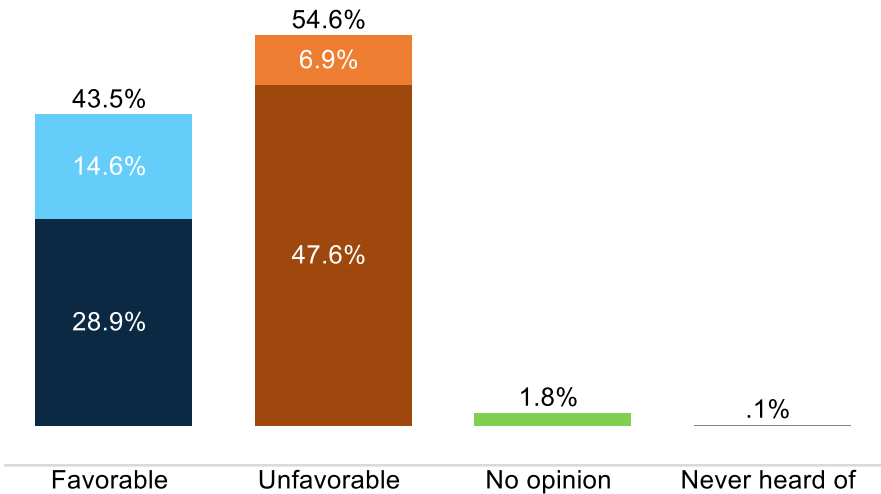


Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	Trump '20	Biden '20
Favorable Total	35%	43%	42%	56%	33%	62%	45%	30%	32%	44%	52%	87%	38%	3%	50%	22%	36%	47%	34%	44%	41%	54%	31%	45%	39%	46%	87%	6%
Unfavorable Total	61%	56%	56%	43%	66%	37%	53%	69%	66%	54%	45%	13%	58%	95%	50%	74%	61%	50%	64%	54%	58%	45%	64%	53%	60%	49%	12%	92%
Very favorable	24%	30%	26%	37%	18%	42%	31%	20%	18%	30%	36%	64%	20%	1%	34%	11%	18%	30%	23%	31%	28%	34%	12%	32%	21%	29%	62%	2%
Somewhat favorable	12%	12%	16%	19%	14%	20%	14%	10%	14%	14%	16%	23%	18%	1%	16%	11%	19%	18%	11%	13%	13%	19%	19%	13%	18%	17%	25%	4%
Somewhat unfavorable	11%	6%	7%	3%	5%	6%	8%	9%	8%	6%	7%	5%	13%	3%	6%	11%	9%	9%	8%	8%	5%	5%	15%	4%	13%	6%	6%	7%
Very unfavorable	51%	50%	49%	39%	61%	32%	45%	59%	58%	48%	38%	8%	45%	92%	43%	63%	53%	41%	56%	46%	53%	40%	49%	48%	47%	43%	7%	86%
No opinion	3%	1%	2%	1%	1%	1%	2%	1%	1%	2%	3%	0%	3%	2%	0%	4%	2%	3%	2%	1%	1%	1%	4%	2%	1%	5%	1%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

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

Trend: Donald Trump Image

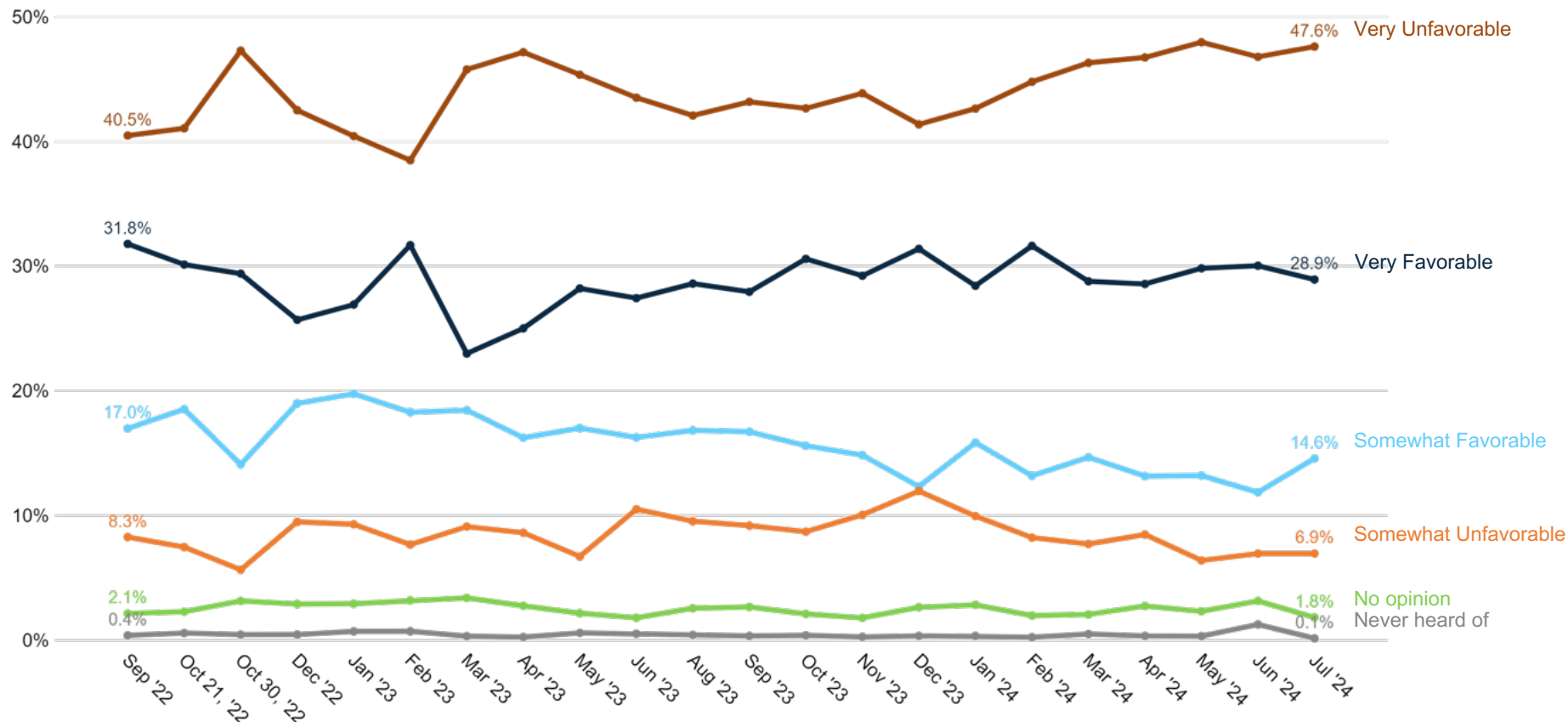
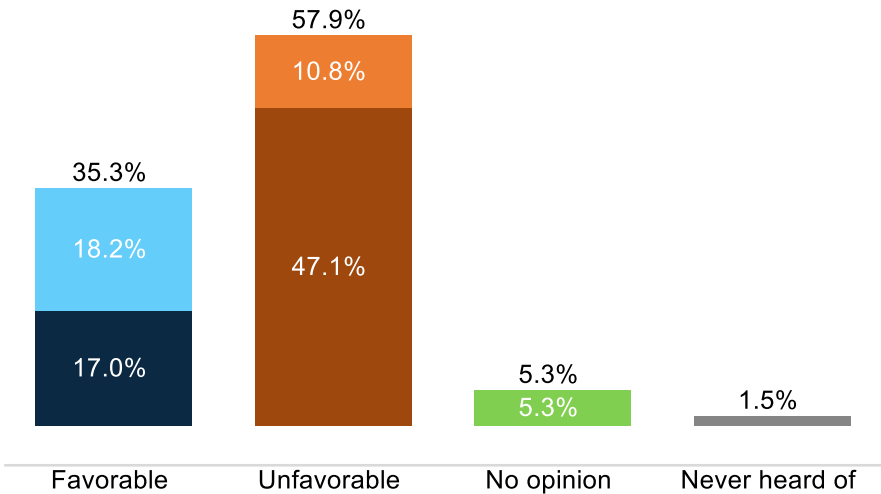


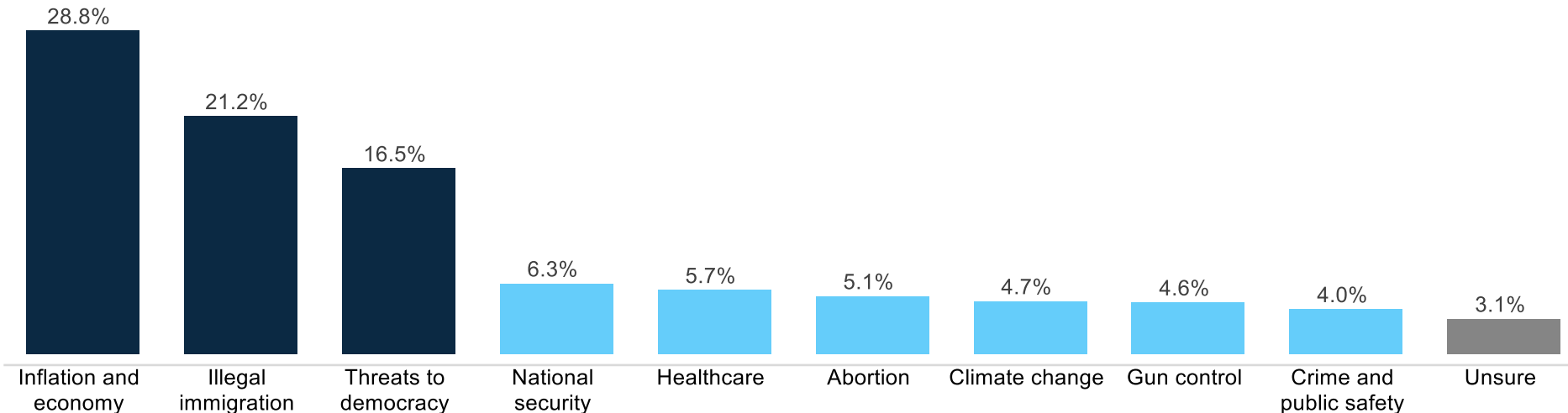
Image: Kamala Harris



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Favorable Total	38%	41%	31%	31%	43%	22%	38%	42%	48%	34%	27%	4%	26%	77%	31%	63%	37%	30%	43%	35%	34%	28%	26%	37%	33%	30%	20%	3%	69%
Unfavorable Total	49%	56%	62%	67%	51%	75%	52%	53%	43%	61%	65%	92%	64%	18%	64%	30%	51%	60%	45%	60%	62%	67%	59%	58%	60%	52%	73%	93%	25%
Very favorable	15%	25%	12%	15%	19%	10%	18%	23%	24%	15%	14%	1%	9%	41%	14%	35%	18%	12%	22%	18%	17%	12%	6%	19%	13%	15%	5%	1%	34%
Somewhat favorable	22%	16%	18%	15%	24%	12%	19%	20%	23%	19%	13%	2%	17%	36%	17%	28%	18%	18%	21%	17%	17%	16%	20%	18%	20%	14%	15%	2%	35%
Somewhat unfavorable	16%	8%	16%	3%	9%	10%	12%	11%	12%	10%	11%	6%	15%	12%	10%	11%	18%	13%	14%	10%	15%	7%	19%	9%	17%	5%	32%	5%	15%
Very unfavorable	33%	48%	47%	64%	42%	65%	40%	41%	31%	51%	54%	87%	49%	6%	55%	18%	33%	47%	31%	50%	48%	60%	40%	49%	43%	47%	41%	88%	9%
No opinion	9%	3%	6%	2%	6%	3%	7%	4%	7%	4%	7%	4%	7%	5%	3%	5%	9%	8%	8%	4%	3%	5%	11%	4%	6%	11%	6%	3%	6%
Never heard of	5%	0%	0%	0%	0%	0%	3%	2%	3%	1%	2%	0%	3%	0%	1%	2%	3%	1%	4%	1%	0%	0%	4%	1%	1%	8%	2%	1%	1%

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

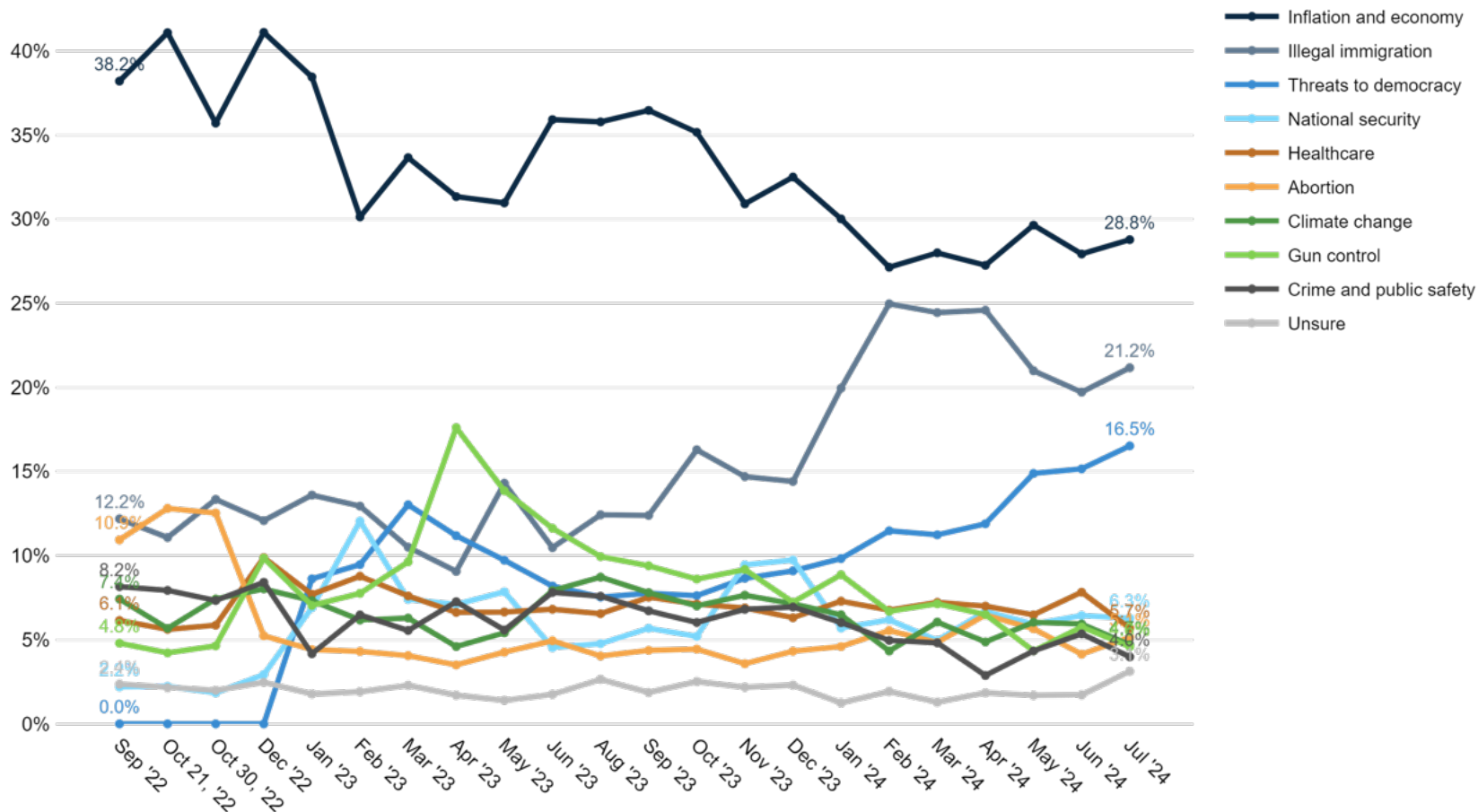
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Inflation and economy	37%	21%	35%	20%	25%	30%	32%	27%	30%	28%	31%	37%	28%	21%	28%	33%	39%	39%	31%	28%	28%	28%	36%	26%	32%	39%	31%	34%	22%
Illegal immigration	11%	26%	16%	35%	21%	27%	20%	16%	15%	24%	22%	38%	21%	4%	25%	10%	12%	17%	14%	23%	22%	26%	14%	24%	16%	19%	13%	41%	4%
Threats to democracy	14%	19%	18%	15%	26%	10%	14%	20%	20%	16%	14%	3%	15%	31%	15%	18%	16%	13%	15%	17%	19%	15%	11%	19%	14%	8%	20%	3%	31%
National security	3%	9%	5%	8%	5%	8%	7%	4%	4%	6%	8%	9%	8%	2%	7%	2%	4%	5%	6%	6%	6%	7%	7%	6%	8%	1%	7%	10%	3%
Healthcare	7%	6%	6%	4%	4%	6%	6%	7%	7%	5%	6%	2%	5%	10%	5%	10%	7%	5%	6%	7%	4%	6%	7%	5%	7%	7%	8%	4%	8%
Abortion	9%	4%	3%	3%	3%	3%	5%	9%	6%	5%	5%	2%	4%	9%	5%	6%	6%	4%	8%	5%	4%	3%	4%	6%	4%	7%	5%	1%	8%
Climate change	4%	4%	6%	4%	5%	5%	4%	6%	8%	4%	4%	1%	5%	9%	5%	2%	3%	4%	5%	4%	8%	4%	5%	5%	4%	2%	7%	1%	8%
Gun control	5%	5%	4%	4%	5%	4%	5%	5%	6%	4%	3%	1%	4%	9%	3%	10%	5%	5%	6%	4%	3%	5%	5%	5%	4%	5%	2%	1%	9%
Crime and public safety	4%	4%	5%	4%	4%	5%	3%	4%	4%	4%	4%	5%	4%	3%	4%	6%	6%	4%	5%	2%	5%	4%	5%	3%	7%	5%	5%	4%	4%
Unsure	6%	2%	2%	2%	1%	2%	5%	2%	1%	3%	4%	2%	6%	2%	3%	5%	2%	4%	3%	4%	1%	2%	6%	3%	3%	7%	3%	2%	3%

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

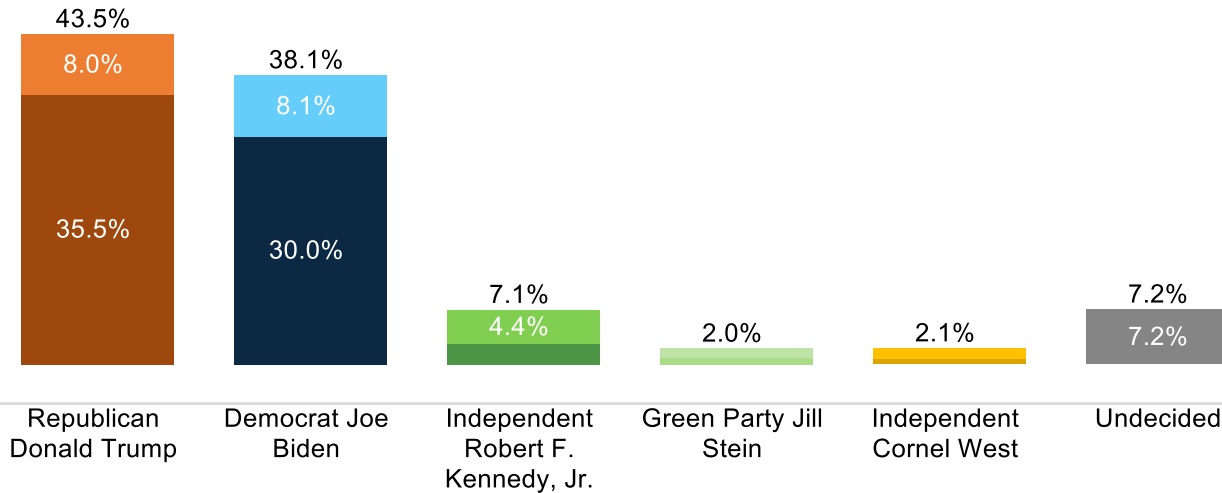
Trend: Top Priority



Percent Change: Top Priority (Jun 2024 to Jul 2024)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Inflation and economy	7%	3%	-5%	-3%	-4%	-4%	5%	5%	3%	-1%	3%	1%	-1%	3%	0%	8%	6%	6%	5%	-6%	-3%	3%	1%	-1%	8%	-5%	0%	2%
Illegal immigration	1%	3%	-3%	5%	2%	0%	1%	3%	1%	4%	-2%	1%	3%	1%	3%	5%	-11%	-1%	6%	2%	0%	1%	1%	0%	7%	1%	1%	2%
Threats to democracy	5%	-3%	9%	-7%	10%	-5%	1%	2%	1%	2%	0%	-3%	3%	3%	-1%	0%	7%	1%	1%	6%	-1%	1%	0%	5%	3%	13%	-2%	4%
National security	-1%	-1%	1%	2%	-1%	3%	-1%	-2%	-2%	0%	2%	0%	2%	-1%	0%	-2%	0%	2%	-4%	0%	2%	0%	0%	2%	-6%	3%	1%	-1%
Healthcare	-9%	1%	-1%	1%	-4%	2%	-3%	-5%	-2%	-3%	-1%	0%	-6%	-2%	-2%	0%	3%	-5%	-3%	-1%	0%	-3%	-2%	-3%	-2%	-6%	0%	-4%
Abortion	3%	-1%	0%	2%	0%	2%	2%	0%	2%	0%	2%	1%	1%	1%	1%	1%	2%	2%	0%	1%	1%	2%	1%	1%	2%	3%	0%	1%
Climate change	-2%	0%	-2%	0%	-3%	0%	-1%	-2%	-1%	-1%	-2%	0%	-2%	-2%	0%	-6%	-3%	-2%	-1%	0%	-2%	-2%	-1%	-2%	-3%	0%	1%	-3%
Gun control	-5%	0%	1%	0%	0%	1%	-3%	-3%	0%	-1%	-2%	-1%	-1%	-2%	-1%	-6%	1%	-2%	-3%	-2%	2%	0%	0%	-3%	-4%	-4%	-1%	-1%
Crime and public safety	-4%	-1%	0%	0%	-1%	1%	-4%	0%	-3%	-1%	-1%	1%	-1%	-3%	0%	-3%	-4%	-2%	-3%	-1%	0%	-4%	-1%	-2%	-5%	-6%	-1%	-1%
Unsure	5%	0%	1%	0%	0%	1%	2%	1%	0%	3%	1%	0%	4%	1%	1%	3%	0%	1%	2%	0%	1%	4%	1%	2%	0%	1%	0%	2%

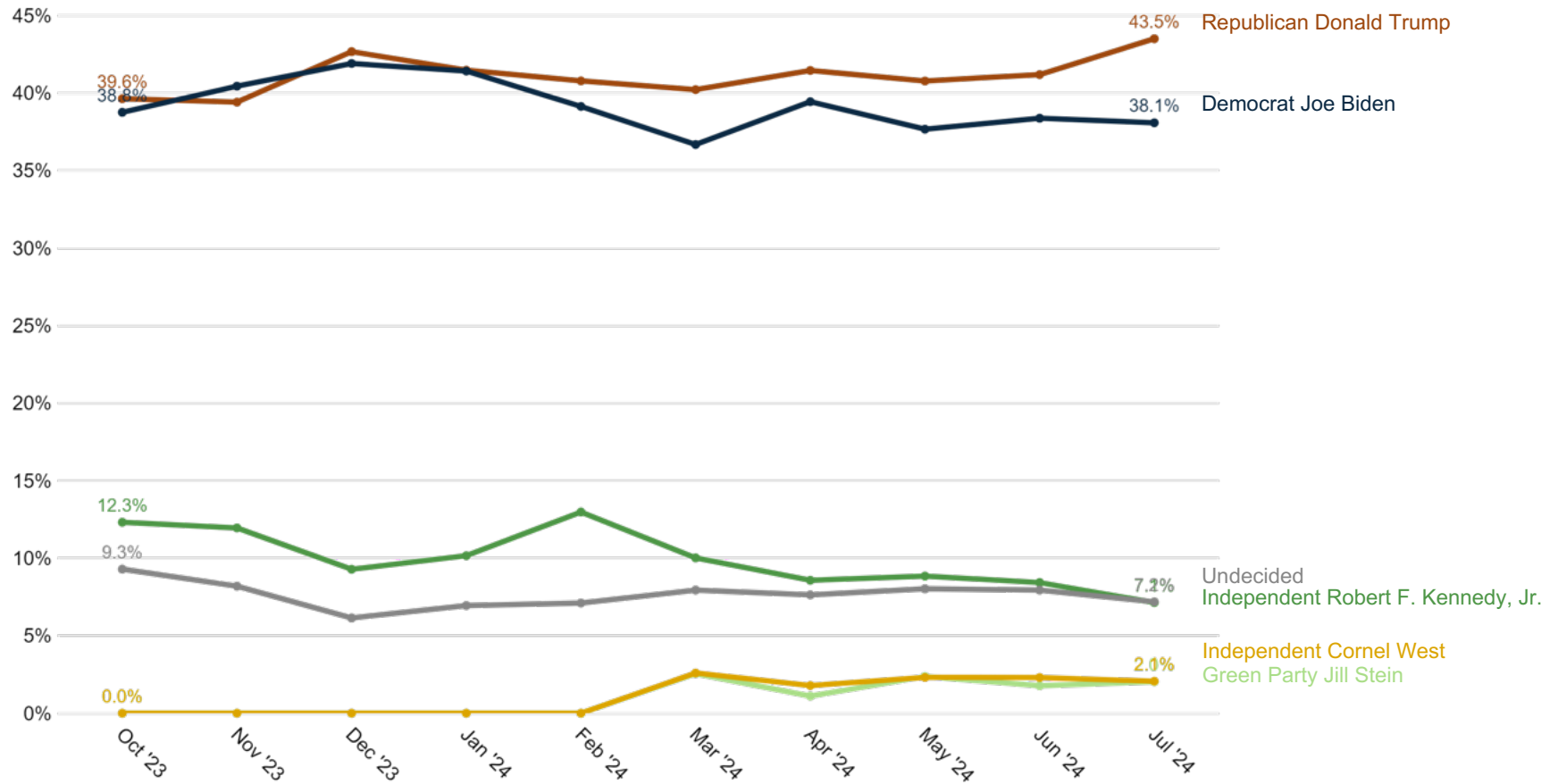
Full Presidential



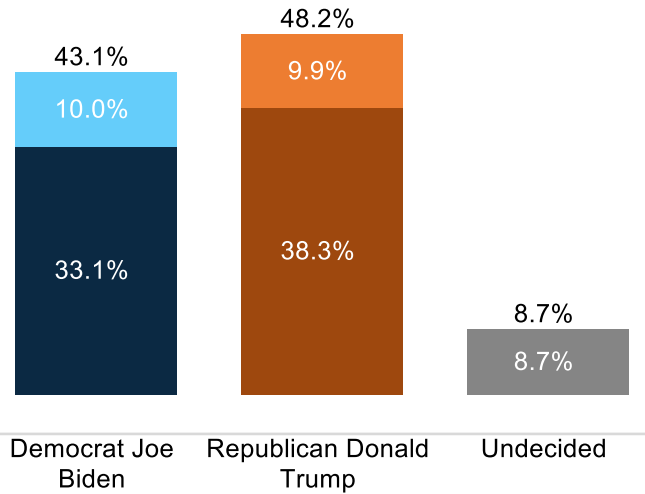
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Republican Donald Trump	32%	45%	41%	60%	35%	61%	43%	31%	31%	45%	52%	90%	37%	2%	51%	17%	36%	43%	31%	46%	42%	55%	29%	46%	39%	44%	17%	89%	5%
Democrat Joe Biden	40%	44%	35%	32%	51%	21%	38%	49%	48%	37%	31%	2%	28%	86%	35%	57%	41%	32%	47%	38%	38%	32%	24%	41%	35%	26%	30%	1%	77%
Independent Robert F. Kennedy, Jr.	13%	4%	8%	3%	2%	8%	9%	8%	8%	7%	7%	4%	14%	3%	6%	10%	13%	9%	12%	5%	7%	5%	18%	4%	12%	11%	21%	4%	8%
Green Party Jill Stein	2%	1%	5%	0%	2%	3%	2%	1%	4%	2%	1%	1%	3%	3%	1%	3%	3%	2%	2%	1%	6%	1%	5%	2%	3%	3%	8%	0%	2%
Independent Cornel West	4%	0%	3%	1%	1%	3%	2%	2%	3%	2%	2%	0%	6%	1%	2%	6%	1%	4%	3%	1%	4%	1%	6%	2%	3%	1%	6%	1%	2%
Definitely Republican Donald Trump	24%	38%	33%	51%	29%	51%	34%	26%	23%	37%	44%	78%	26%	1%	42%	11%	31%	34%	25%	37%	35%	46%	16%	39%	29%	29%	9%	76%	2%
Probably Republican Donald Trump	8%	7%	8%	9%	7%	10%	9%	6%	8%	8%	8%	12%	11%	1%	9%	6%	6%	9%	6%	9%	7%	9%	13%	6%	10%	15%	8%	13%	3%
Definitely Democrat Joe Biden	30%	37%	27%	26%	38%	18%	31%	38%	37%	30%	23%	1%	16%	73%	28%	46%	29%	25%	36%	30%	30%	25%	9%	34%	23%	18%	14%	1%	61%
Probably Democrat Joe Biden	11%	7%	8%	6%	13%	3%	8%	11%	11%	7%	8%	1%	12%	14%	7%	11%	12%	7%	10%	8%	8%	7%	15%	7%	12%	8%	16%	0%	15%
Definitely Independent Robert F. Kennedy, Jr.	4%	2%	4%	1%	0%	5%	3%	2%	2%	3%	2%	1%	6%	2%	3%	4%	4%	3%	3%	2%	4%	2%	6%	2%	6%	1%	9%	1%	3%
Probably Independent Robert F. Kennedy, Jr.	9%	2%	4%	2%	2%	4%	6%	6%	6%	3%	5%	3%	8%	2%	3%	6%	9%	6%	8%	4%	3%	3%	12%	3%	7%	10%	12%	3%	4%
Definitely Green Party Jill Stein	1%	0%	2%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%	2%	1%	1%	1%	0%	2%	0%	2%	1%	1%	1%	3%	0%	1%
Probably Green Party Jill Stein	2%	0%	3%	0%	2%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	2%	1%	1%	1%	4%	0%	3%	1%	1%	1%	2%	5%	0%	1%
Definitely Independent Cornel West	1%	0%	1%	0%	0%	1%	1%	1%	2%	0%	1%	0%	2%	0%	0%	3%	0%	1%	1%	2%	0%	2%	0%	1%	1%	2%	0%	0%	1%
Probably Independent Cornel West	3%	0%	2%	0%	1%	1%	1%	1%	2%	1%	0%	4%	0%	1%	3%	1%	3%	2%	1%	2%	1%	4%	1%	2%	0%	4%	1%	1%	
Undecided	8%	7%	8%	5%	8%	5%	7%	8%	6%	8%	8%	3%	13%	5%	6%	8%	6%	10%	6%	9%	4%	7%	18%	5%	9%	16%	18%	4%	7%

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?

Trend: Full Presidential



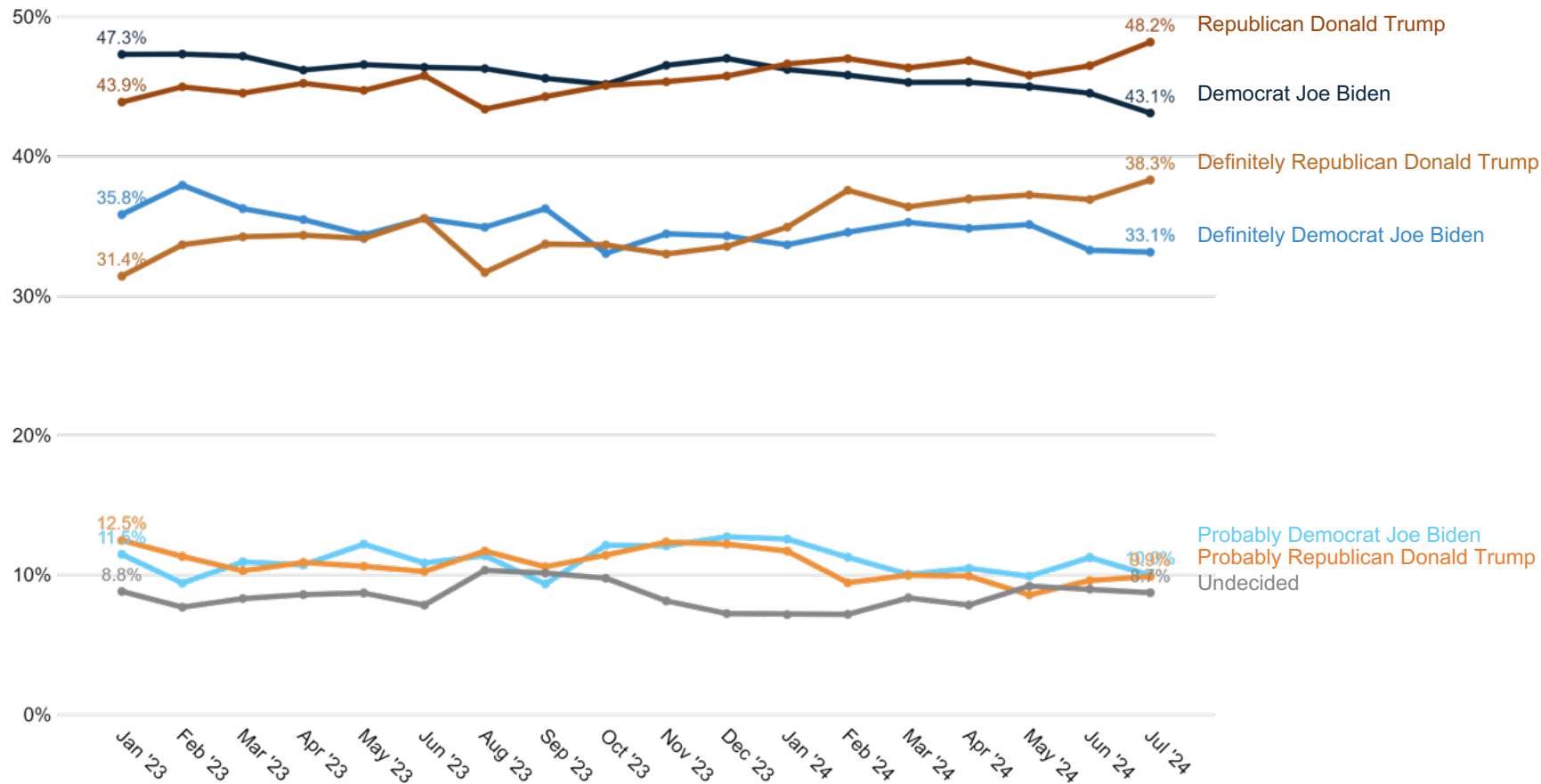
Biden v Trump



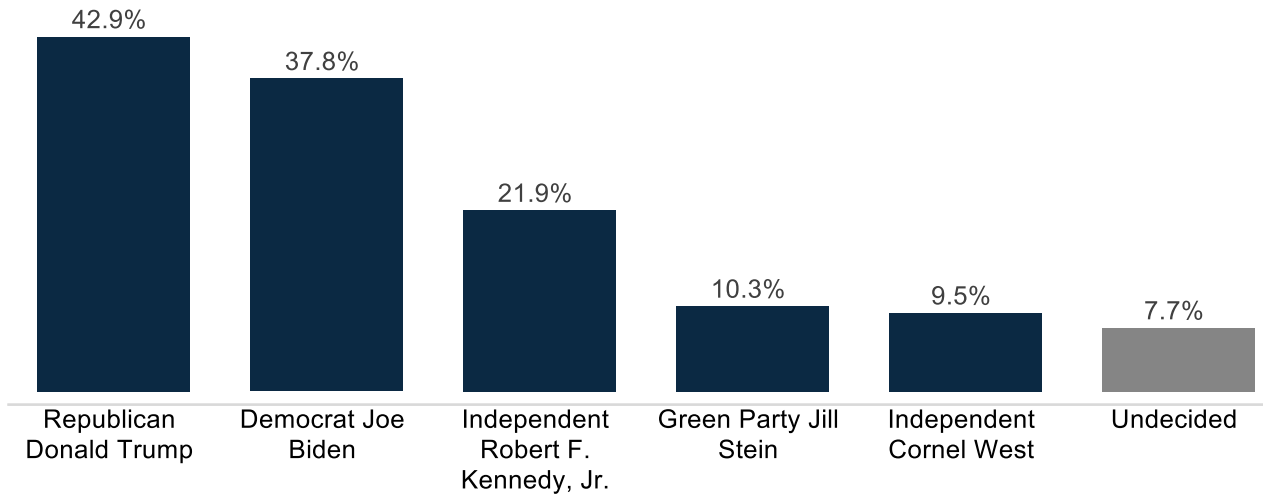
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Democrat Joe Biden	49%	45%	44%	33%	54%	28%	44%	52%	56%	41%	35%	4%	38%	91%	38%	64%	46%	39%	54%	40%	45%	35%	35%	45%	43%	32%	44%	1%	85%
Republican Donald Trump	41%	46%	47%	61%	37%	66%	49%	37%	38%	49%	57%	94%	45%	4%	54%	24%	43%	52%	37%	51%	47%	58%	39%	49%	45%	53%	26%	95%	7%
Definitely Democrat Joe Biden	34%	38%	31%	28%	43%	20%	33%	42%	40%	33%	27%	2%	21%	78%	31%	47%	32%	28%	39%	34%	34%	28%	12%	37%	28%	17%	19%	1%	68%
Probably Democrat Joe Biden	15%	7%	12%	5%	11%	7%	11%	11%	16%	8%	8%	2%	17%	13%	7%	16%	13%	11%	15%	7%	12%	6%	23%	7%	15%	15%	25%	1%	17%
Probably Republican Donald Trump	12%	7%	9%	11%	6%	13%	11%	9%	14%	7%	11%	13%	13%	3%	9%	13%	15%	12%	9%	10%	13%	8%	21%	7%	15%	17%	12%	15%	4%
Definitely Republican Donald Trump	29%	39%	38%	50%	30%	54%	38%	28%	24%	41%	46%	81%	32%	1%	45%	11%	28%	40%	28%	41%	34%	49%	18%	42%	30%	36%	14%	80%	3%
Undecided	10%	8%	9%	6%	10%	6%	7%	11%	6%	10%	8%	2%	17%	5%	7%	12%	11%	9%	9%	9%	7%	8%	26%	6%	12%	15%	29%	4%	8%

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?

Trend: Biden v Trump



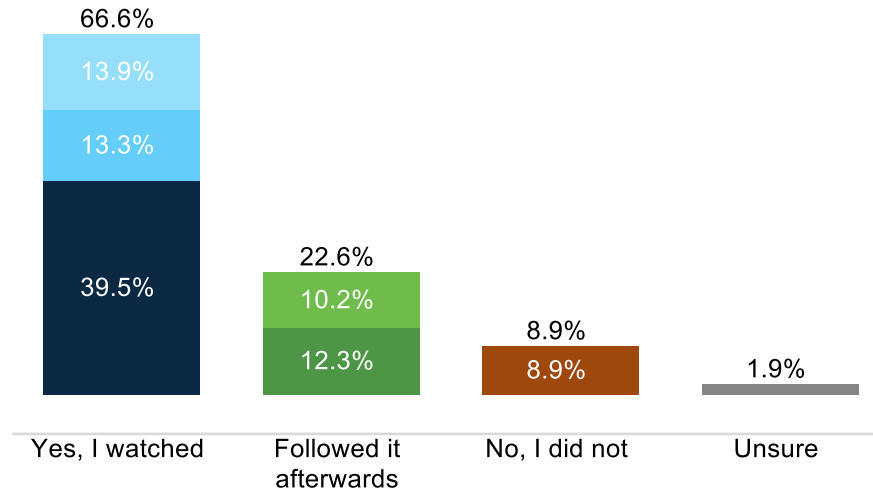
Full Presidential Push



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	Pres Dbt/Hater	Trump '20	Biden '20
Republican Donald Trump	31%	43%	44%	58%	37%	61%	40%	32%	29%	44%	52%	87%	37%	4%	50%	18%	33%	44%	30%	43%	43%	55%	28%	45%	39%	41%	17%	85%	6%
Democrat Joe Biden	40%	41%	39%	30%	48%	25%	37%	46%	49%	36%	31%	3%	30%	83%	34%	58%	37%	31%	46%	36%	41%	31%	26%	41%	33%	28%	33%	2%	74%
Independent Robert F. Kennedy, Jr.	25%	18%	28%	16%	17%	26%	21%	23%	21%	23%	20%	21%	34%	11%	22%	19%	23%	25%	22%	21%	26%	21%	35%	19%	27%	27%	37%	24%	17%
Green Party Jill Stein	15%	2%	20%	4%	12%	12%	8%	10%	14%	10%	8%	3%	15%	12%	9%	12%	11%	13%	12%	5%	17%	8%	17%	9%	13%	10%	28%	2%	16%
Independent Cornel West	16%	2%	13%	6%	10%	9%	9%	10%	14%	9%	6%	4%	15%	10%	8%	11%	13%	11%	13%	6%	13%	8%	14%	9%	10%	13%	21%	4%	13%
Undecided	9%	8%	6%	8%	11%	3%	7%	9%	5%	8%	10%	3%	12%	8%	6%	7%	11%	9%	8%	8%	4%	8%	17%	7%	10%	10%	17%	4%	9%

Realistically, even if it's not your current first choice or someone you view favorably, which of the following candidates would you put on a list for consideration for Election Day four months from now? Select all that apply.

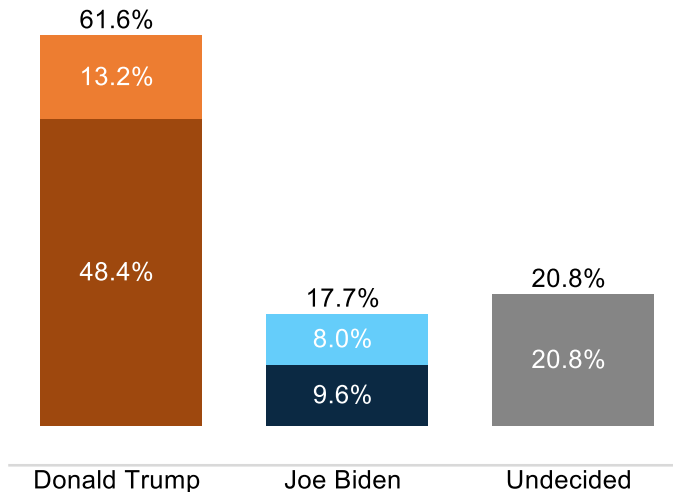
Presidential Debate Viewership



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Voter	PresDblHater	Trump '20	Biden '20
Yes, I watched Total	53%	70%	69%	77%	73%	73%	60%	65%	62%	70%	64%	76%	63%	61%	71%	60%	57%	62%	57%	67%	73%	74%	58%	74%	57%	36%	62%	76%	61%
Followed it afterwards Total	31%	19%	23%	16%	21%	19%	25%	26%	23%	23%	21%	16%	28%	26%	21%	22%	30%	28%	27%	24%	22%	18%	27%	19%	30%	29%	30%	15%	28%
Yes, I watched the entire debate	26%	47%	37%	50%	43%	45%	34%	39%	33%	43%	38%	54%	34%	32%	44%	29%	26%	34%	30%	43%	40%	46%	26%	48%	27%	18%	26%	53%	30%
Yes, I watched most of the debate	12%	10%	17%	15%	17%	15%	10%	12%	15%	14%	11%	12%	14%	13%	13%	15%	12%	12%	11%	11%	16%	16%	15%	14%	12%	11%	17%	13%	15%
Yes, I watched some of the debate	15%	13%	15%	11%	13%	13%	15%	13%	14%	13%	15%	11%	15%	15%	14%	15%	18%	16%	16%	12%	17%	11%	18%	13%	19%	8%	19%	10%	16%
Followed it afterwards on the news	13%	12%	11%	13%	13%	11%	11%	15%	12%	13%	12%	8%	14%	16%	12%	11%	17%	11%	14%	11%	12%	12%	13%	11%	16%	11%	16%	8%	16%
Followed it afterwards on social media	18%	6%	12%	3%	8%	8%	13%	11%	11%	10%	10%	7%	14%	10%	9%	10%	13%	17%	12%	12%	9%	6%	13%	8%	13%	17%	14%	7%	12%
No, I did not watch the debate or pay much attention afterwards	12%	11%	6%	6%	5%	7%	13%	9%	12%	6%	11%	8%	6%	12%	8%	14%	12%	8%	14%	8%	5%	7%	11%	6%	11%	28%	7%	7%	10%
Unsure	4%	1%	1%	1%	0%	1%	3%	0%	2%	1%	3%	0%	3%	1%	1%	4%	2%	3%	2%	1%	0%	1%	4%	1%	2%	8%	1%	1%	1%

Did you watch the first presidential debate that took place last Thursday, June 27th, or have you followed it on other sources afterwards?

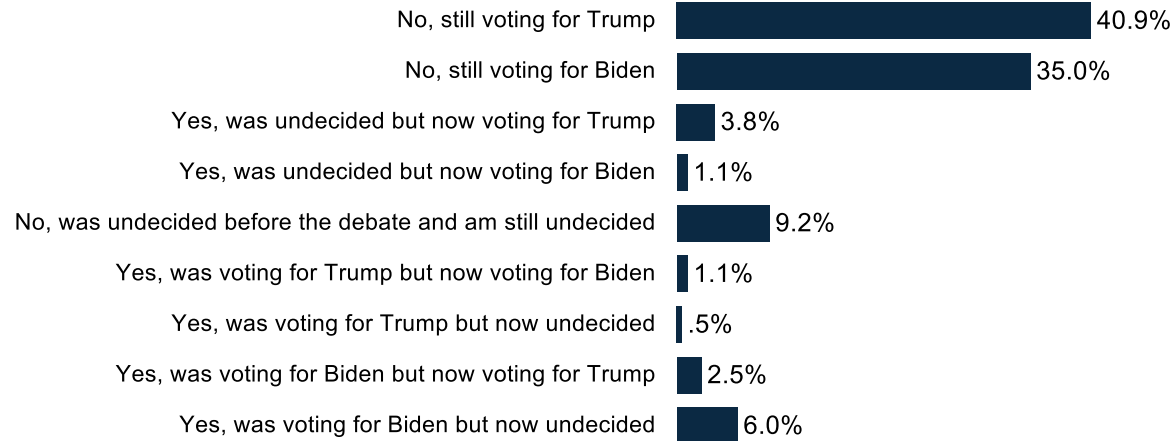
Presidential Debate Winner



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Donald Trump	48%	61%	66%	73%	62%	76%	57%	52%	54%	62%	67%	97%	64%	23%	68%	33%	50%	62%	47%	63%	65%	73%	61%	64%	55%	60%	57%	96%	29%
Joe Biden	24%	19%	12%	15%	14%	13%	22%	21%	22%	17%	15%	1%	14%	40%	14%	40%	26%	15%	28%	16%	18%	11%	12%	17%	20%	14%	10%	1%	35%
Definitely Donald Trump	34%	50%	50%	62%	47%	64%	45%	38%	41%	50%	51%	87%	50%	6%	55%	21%	37%	48%	33%	51%	48%	61%	40%	52%	39%	47%	36%	89%	12%
Probably Donald Trump	14%	11%	17%	10%	16%	12%	12%	14%	13%	12%	15%	10%	15%	17%	12%	11%	14%	14%	13%	12%	18%	12%	21%	12%	16%	13%	21%	8%	17%
Probably Joe Biden	11%	8%	6%	6%	5%	6%	11%	9%	10%	8%	6%	1%	8%	16%	6%	17%	13%	7%	14%	6%	9%	4%	8%	7%	12%	7%	7%	1%	15%
Definitely Joe Biden	13%	10%	6%	9%	8%	7%	11%	12%	11%	9%	10%	0%	6%	24%	7%	22%	13%	8%	13%	10%	9%	7%	4%	11%	8%	7%	4%	0%	20%
Undecided	27%	20%	21%	13%	24%	11%	21%	27%	24%	21%	18%	2%	22%	38%	19%	28%	24%	23%	26%	21%	17%	16%	27%	18%	26%	25%	33%	2%	36%

Who do you believe won the debate?

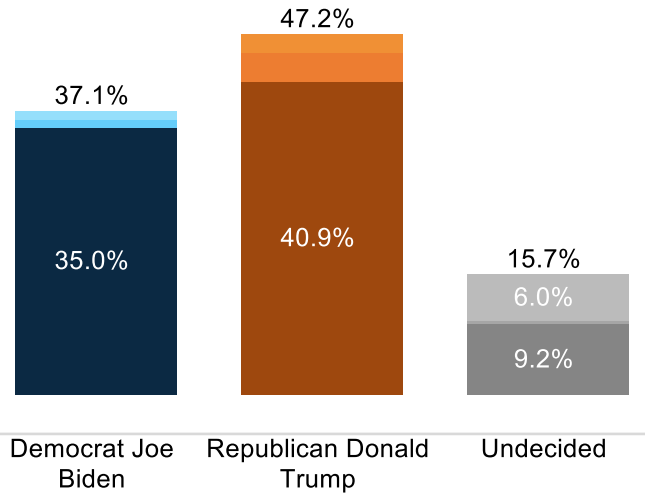
Presidential Change Vote



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDbtHater	Trump '20	Biden '20
No, still voting for Trump	31%	44%	37%	54%	34%	54%	43%	29%	28%	43%	49%	84%	35%	1%	48%	15%	32%	42%	30%	44%	34%	52%	23%	44%	33%	44%	14%	84%	3%
No, still voting for Biden	36%	40%	33%	29%	41%	24%	33%	47%	44%	34%	29%	2%	26%	81%	33%	49%	38%	29%	42%	35%	37%	29%	19%	38%	31%	22%	26%	0%	71%
Yes, was undecided but now voting for Trump	3%	4%	5%	4%	3%	6%	2%	4%	4%	3%	5%	6%	5%	1%	4%	4%	1%	3%	4%	3%	5%	4%	6%	3%	6%	5%	6%	6%	1%
Yes, was undecided but now voting for Biden	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	2%	1%	3%	2%	2%	2%	0%	1%	1%	1%	1%	1%	0%	1%	0%	2%
No, was undecided before the debate and am still undecided	14%	7%	9%	5%	10%	6%	11%	10%	6%	11%	8%	3%	20%	4%	8%	9%	9%	11%	12%	9%	8%	7%	27%	7%	13%	17%	25%	6%	7%
Yes, was voting for Trump but now voting for Biden	2%	0%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	0%	0%	2%	4%	1%	1%	1%	1%	2%	1%	2%	0%	3%	1%	1%	
Yes, was voting for Trump but now undecided	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%	
Yes, was voting for Biden but now voting for Trump	5%	0%	3%	2%	1%	3%	4%	1%	4%	2%	2%	3%	1%	1%	8%	7%	4%	4%	1%	5%	1%	5%	1%	5%	6%	5%	1%	3%	
Yes, was voting for Biden but now undecided	8%	3%	9%	3%	8%	4%	4%	8%	12%	4%	4%	1%	8%	8%	5%	7%	6%	8%	4%	7%	8%	4%	14%	5%	7%	6%	18%	1%	11%

Did the debate change who you're voting for, and if so, how?

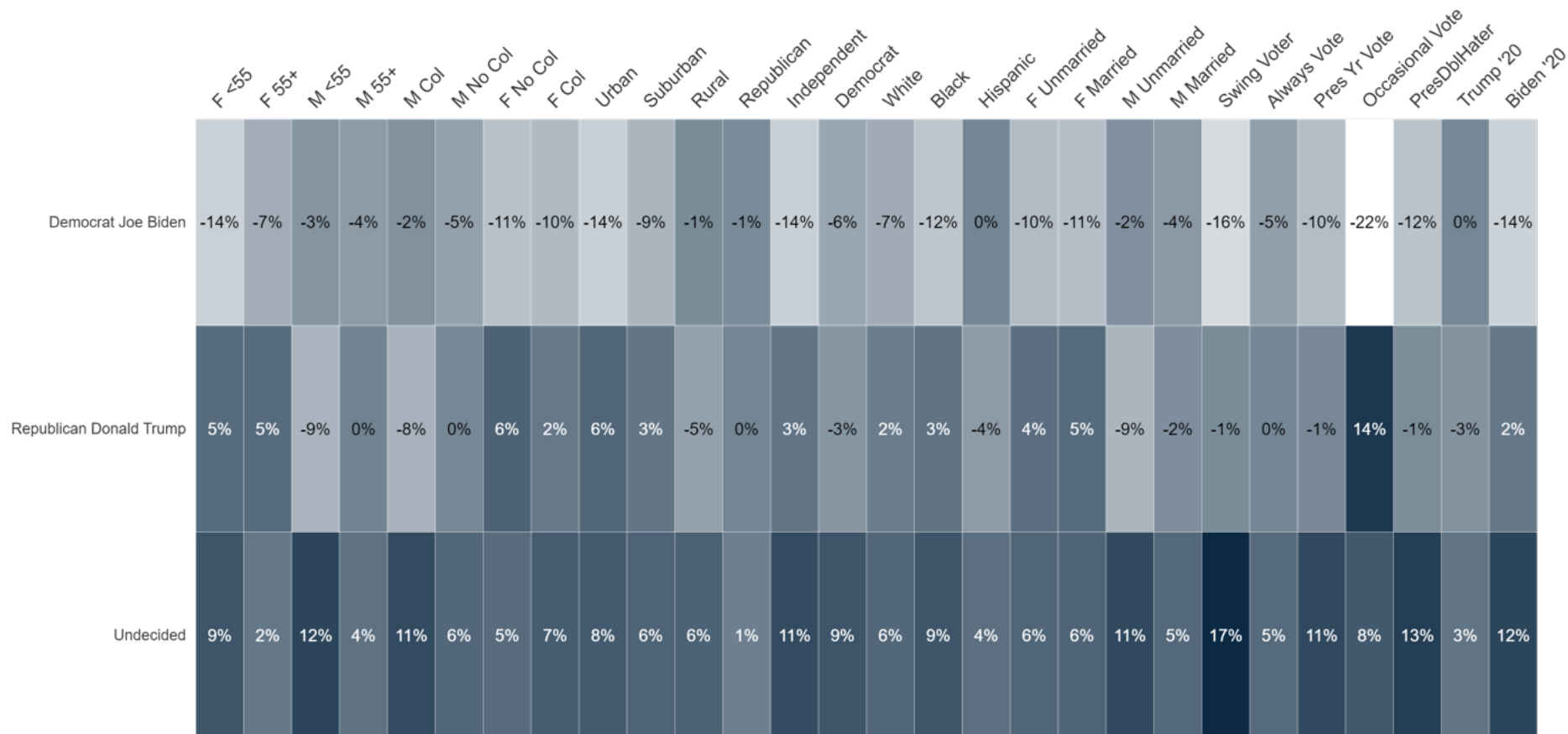
Presidential Change Vote



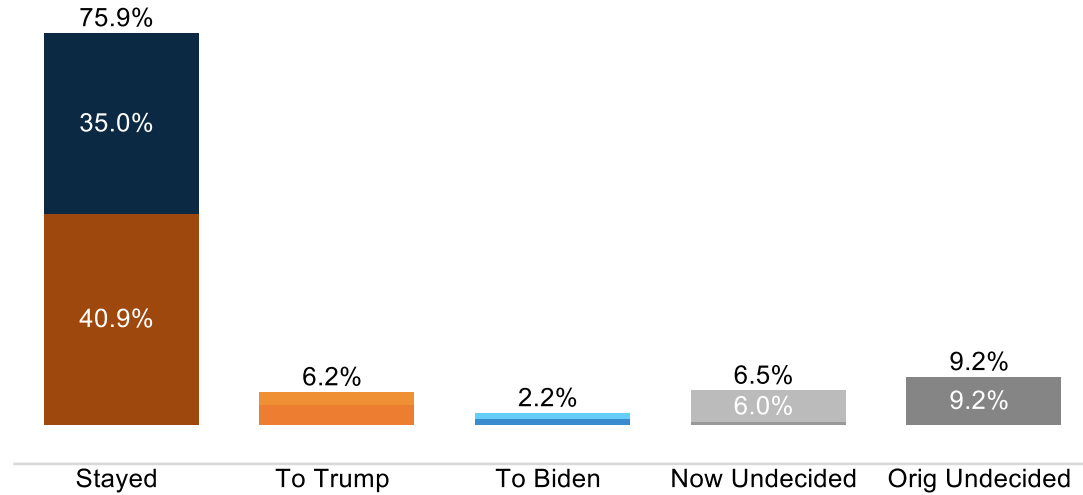
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Voter	Pres Dbt Hater	Trump '20	Biden '20
Biden	39%	41%	36%	31%	43%	27%	35%	48%	45%	36%	31%	4%	29%	83%	34%	55%	44%	32%	45%	36%	39%	31%	23%	40%	35%	22%	30%	2%	74%
Trump	39%	48%	44%	60%	38%	63%	50%	34%	36%	48%	56%	92%	42%	3%	53%	27%	41%	49%	38%	48%	44%	57%	34%	48%	44%	54%	25%	91%	7%
Undecided	22%	11%	20%	8%	19%	10%	15%	19%	19%	16%	13%	4%	29%	13%	13%	18%	16%	19%	16%	17%	17%	12%	43%	13%	22%	23%	45%	7%	19%
No, still voting for Trump	31%	44%	37%	54%	34%	54%	43%	29%	28%	43%	49%	84%	35%	1%	48%	15%	32%	42%	30%	44%	34%	52%	23%	44%	33%	44%	14%	84%	3%
No, still voting for Biden	36%	40%	33%	29%	41%	24%	33%	47%	44%	34%	29%	2%	26%	81%	33%	49%	38%	29%	42%	35%	37%	29%	19%	38%	31%	22%	26%	0%	71%
Yes, was undecided but now voting for Trump	3%	4%	5%	4%	3%	6%	2%	4%	4%	3%	5%	6%	5%	1%	4%	4%	1%	3%	4%	3%	5%	4%	6%	3%	6%	5%	6%	6%	1%
Yes, was undecided but now voting for Biden	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	2%	1%	3%	2%	2%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%
No, was undecided before the debate and am sti...	14%	7%	9%	5%	10%	6%	11%	10%	6%	11%	8%	3%	20%	4%	8%	9%	9%	11%	12%	9%	8%	7%	27%	7%	13%	17%	25%	6%	7%
Yes, was voting for Trump but now voting for Biden	2%	0%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	0%	0%	2%	4%	1%	1%	1%	1%	2%	1%	2%	0%	3%	1%	1%	1%
Yes, was voting for Trump but now undecided	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	2%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%
Yes, was voting for Biden but now voting for Trump	5%	0%	3%	2%	1%	3%	4%	1%	4%	2%	2%	2%	3%	1%	1%	8%	7%	4%	4%	1%	5%	1%	5%	1%	5%	6%	5%	1%	3%
Yes, was voting for Biden but now undecided	8%	3%	9%	3%	8%	4%	4%	8%	12%	4%	4%	1%	8%	8%	5%	7%	6%	8%	4%	7%	8%	4%	14%	5%	7%	6%	18%	1%	11%

Did the debate change who you're voting for, and if so, how?

Percent Change: Biden v Trump to Presidential Change Vote



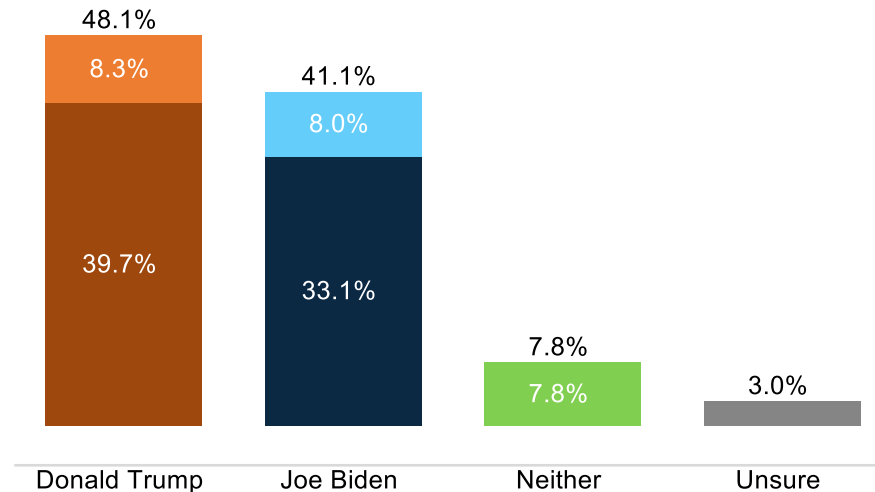
Presidential Change Vote



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Voter	PresDbtHater	Trump '20	Biden '20
Stayed	67%	85%	70%	84%	75%	78%	76%	76%	71%	77%	78%	86%	61%	83%	81%	64%	70%	70%	72%	79%	71%	81%	42%	81%	64%	67%	39%	85%	74%
To Trump	8%	4%	7%	6%	4%	9%	6%	5%	8%	5%	6%	8%	8%	2%	5%	12%	9%	7%	8%	3%	10%	5%	12%	4%	11%	10%	11%	7%	4%
To Biden	3%	1%	3%	2%	2%	3%	2%	1%	2%	2%	3%	2%	3%	2%	1%	5%	6%	3%	3%	1%	2%	2%	3%	2%	3%	0%	4%	1%	3%
Now Undecided	8%	4%	10%	4%	9%	5%	4%	8%	12%	5%	5%	1%	9%	9%	5%	10%	6%	9%	5%	7%	9%	5%	15%	6%	9%	7%	20%	1%	12%
Orig Undecided	14%	7%	9%	5%	10%	6%	11%	10%	6%	11%	8%	3%	20%	4%	8%	9%	9%	11%	12%	9%	8%	7%	27%	7%	13%	17%	25%	6%	7%
No, still voting for Trump	31%	44%	37%	54%	34%	54%	43%	29%	28%	43%	49%	84%	35%	1%	48%	15%	32%	42%	30%	44%	34%	52%	23%	44%	33%	44%	14%	84%	3%
No, still voting for Biden	36%	40%	33%	29%	41%	24%	33%	47%	44%	34%	29%	2%	26%	81%	33%	49%	38%	29%	42%	35%	37%	29%	19%	38%	31%	22%	26%	0%	71%
Yes, was undecided but now voting for Trump	3%	4%	5%	4%	3%	6%	2%	4%	4%	3%	5%	6%	5%	1%	4%	4%	1%	3%	4%	3%	5%	4%	6%	3%	6%	5%	6%	6%	1%
Yes, was undecided but now voting for Biden	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	2%	1%	3%	2%	2%	2%	0%	1%	1%	1%	1%	1%	0%	1%	0%	2%
No, was undecided before the debate and am still...	14%	7%	9%	5%	10%	6%	11%	10%	6%	11%	8%	3%	20%	4%	8%	9%	9%	11%	12%	9%	8%	7%	27%	7%	13%	17%	25%	6%	7%
Yes, was voting for Trump but now voting for Biden	2%	0%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	0%	0%	2%	4%	1%	1%	1%	1%	1%	2%	1%	2%	0%	3%	1%	1%
Yes, was voting for Trump but now undecided	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	2%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%
Yes, was voting for Biden but now voting for Trump	5%	0%	3%	2%	1%	3%	4%	1%	4%	2%	2%	2%	3%	1%	1%	8%	7%	4%	4%	1%	5%	1%	5%	1%	5%	6%	5%	1%	3%
Yes, was voting for Biden but now undecided	8%	3%	9%	3%	8%	4%	4%	8%	12%	4%	4%	1%	8%	8%	5%	7%	6%	8%	4%	7%	8%	4%	14%	5%	7%	6%	18%	1%	11%

Did the debate change who you're voting for, and if so, how?

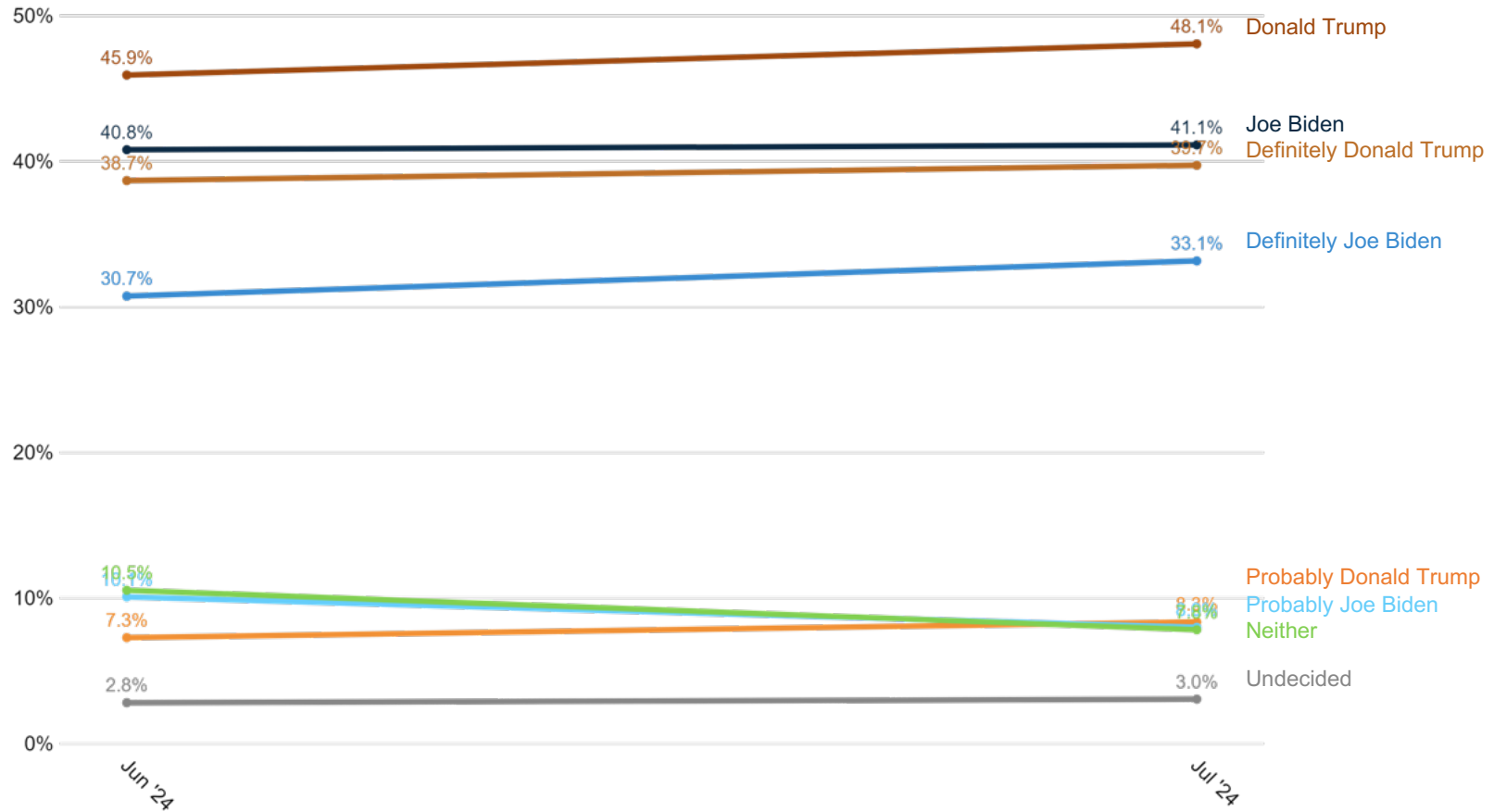
Trump v. Biden Policy Contrast



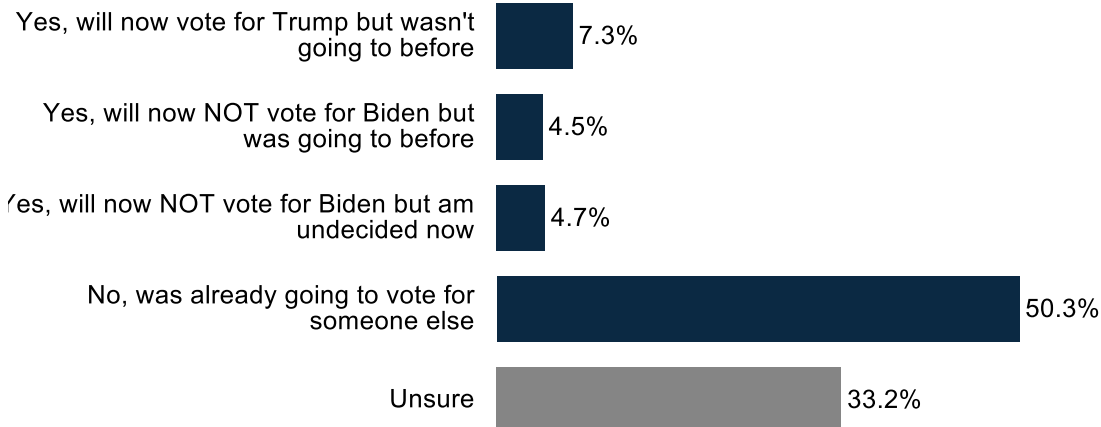
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Donald Trump	37%	49%	49%	60%	39%	66%	47%	37%	35%	50%	56%	93%	47%	5%	55%	25%	39%	49%	35%	51%	49%	58%	38%	49%	46%	48%	28%	94%	7%
Joe Biden	46%	45%	39%	33%	52%	25%	41%	53%	53%	40%	33%	4%	32%	89%	37%	61%	42%	38%	50%	42%	41%	33%	32%	43%	41%	28%	39%	2%	82%
Definitely Donald Trump	28%	42%	40%	52%	32%	56%	40%	28%	26%	42%	48%	82%	35%	3%	46%	17%	34%	40%	26%	43%	38%	51%	21%	42%	34%	39%	15%	81%	4%
Probably Donald Trump	9%	7%	9%	8%	7%	10%	7%	9%	10%	8%	8%	11%	11%	2%	9%	9%	5%	9%	8%	8%	11%	7%	17%	7%	12%	9%	14%	12%	3%
Definitely Joe Biden	34%	39%	30%	28%	41%	21%	32%	44%	40%	33%	27%	2%	20%	78%	31%	46%	32%	27%	40%	34%	36%	26%	16%	37%	27%	23%	21%	1%	68%
Probably Joe Biden	12%	5%	9%	5%	12%	4%	8%	9%	13%	7%	6%	2%	12%	11%	6%	15%	10%	11%	10%	7%	5%	7%	16%	6%	13%	6%	18%	1%	14%
Neither	12%	5%	9%	5%	7%	7%	9%	9%	9%	8%	6%	2%	16%	5%	7%	8%	16%	8%	12%	5%	8%	6%	21%	6%	10%	12%	28%	4%	9%
Unsure	5%	2%	3%	3%	2%	3%	4%	1%	2%	3%	5%	1%	6%	2%	1%	6%	3%	4%	3%	2%	2%	2%	9%	2%	4%	11%	5%	1%	3%

Which presidential candidate's policies are better for you and people like you?

Trend: Trump v. Biden Policy Contrast



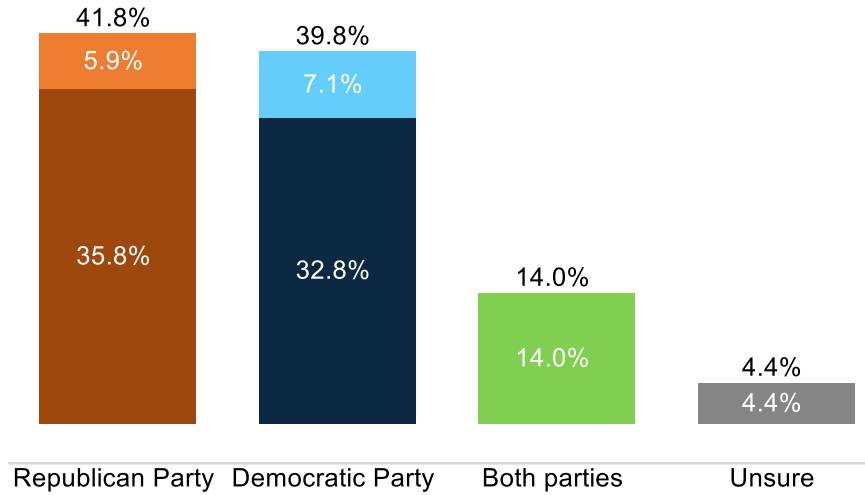
President Kamala Impact



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Yes Total		20%	15%	18%	12%	11%	19%	20%	14%	21%	16%	13%	16%	22%	13%	13%	32%	25%	19%	18%	17%	20%	13%	28%	12%	26%	22%	24%	17%	15%
Yes, will now vote for Trump but wasn't going to before		9%	7%	6%	8%	5%	8%	8%	8%	8%	7%	8%	10%	9%	3%	7%	8%	8%	8%	7%	9%	7%	6%	9%	6%	8%	14%	7%	12%	4%
Yes, will now NOT vote for Biden but was going to before		7%	4%	4%	2%	2%	5%	7%	3%	7%	4%	3%	3%	4%	7%	2%	14%	10%	5%	7%	4%	6%	2%	8%	2%	10%	4%	5%	2%	7%
Yes, will now NOT vote for Biden but am undecided now		5%	3%	8%	2%	4%	7%	5%	2%	6%	5%	2%	3%	9%	3%	3%	10%	7%	6%	4%	4%	7%	5%	11%	3%	7%	5%	13%	3%	5%
No, was already going to vote for someone else		42%	49%	53%	60%	51%	61%	46%	44%	38%	53%	57%	79%	50%	25%	57%	25%	36%	52%	42%	49%	47%	63%	35%	55%	42%	44%	37%	78%	26%
Unsure		38%	37%	29%	28%	38%	20%	34%	42%	42%	31%	30%	5%	28%	62%	30%	42%	39%	29%	41%	33%	33%	25%	37%	34%	32%	34%	38%	6%	59%

If you knew Vice President Kamala Harris would end up becoming president in a second Biden term because he could not complete the term, would that influence your vote?

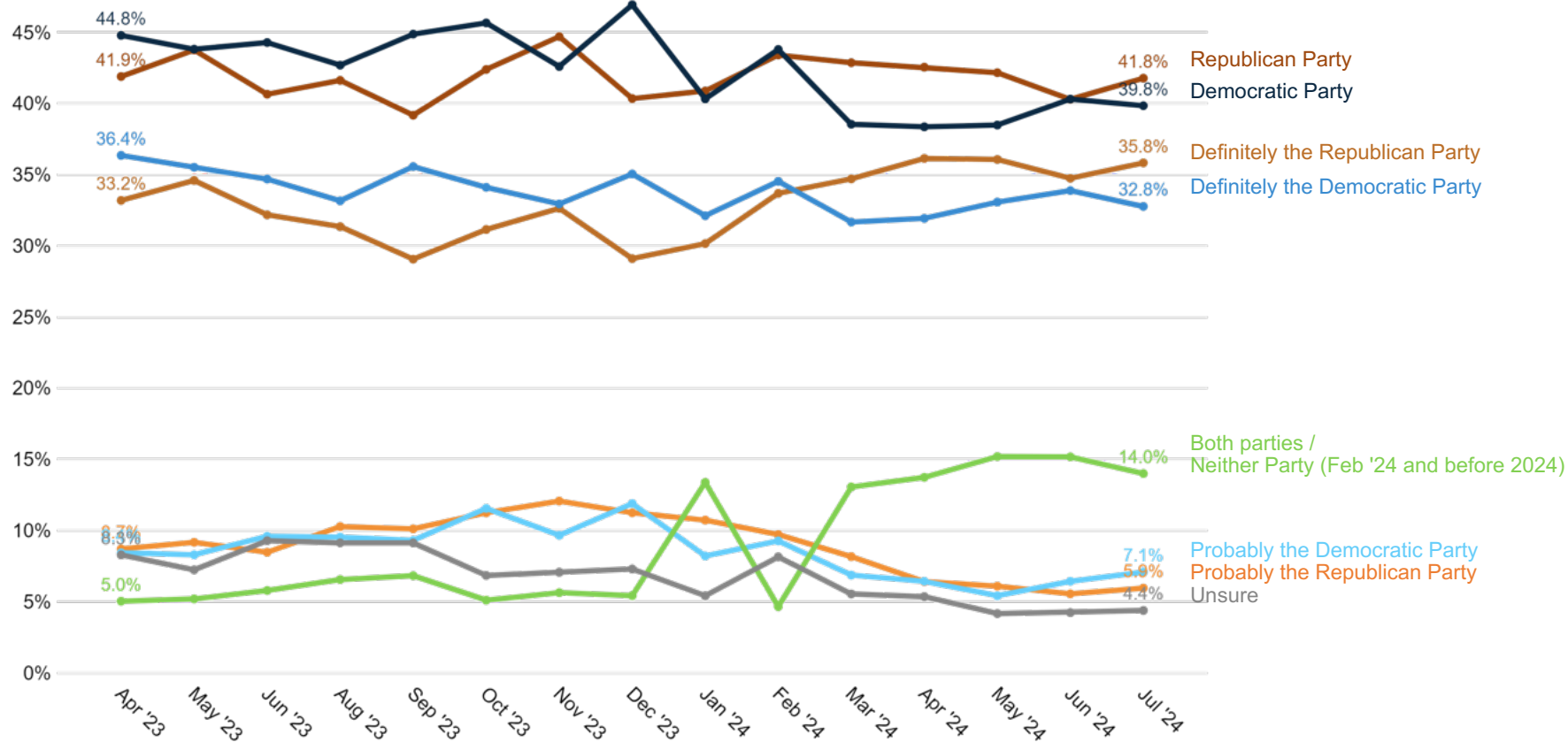
Party - Extreme



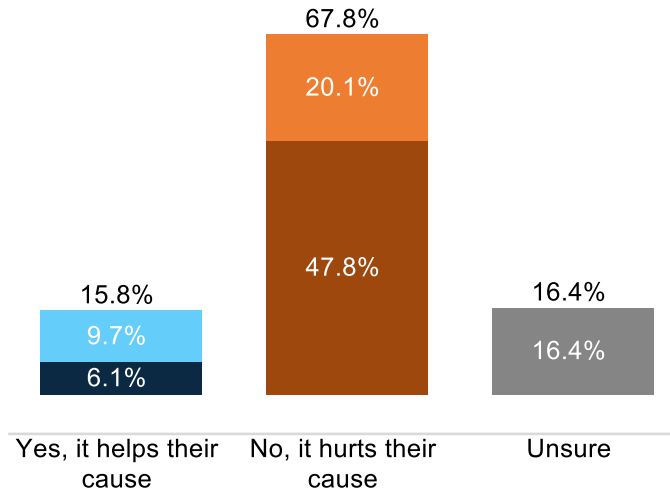
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDbtHater	Trump '20	Biden '20
Republican Party	41%	43%	47%	35%	51%	35%	37%	50%	51%	41%	36%	18%	34%	74%	40%	43%	41%	37%	45%	40%	52%	36%	37%	44%	38%	38%	42%	15%	69%
Democratic Party	33%	43%	34%	51%	32%	50%	40%	35%	32%	41%	44%	68%	37%	15%	43%	36%	32%	40%	33%	43%	32%	48%	26%	42%	39%	29%	22%	68%	15%
Definitely the Republican Party	36%	37%	38%	32%	47%	27%	31%	45%	42%	35%	31%	13%	29%	66%	36%	32%	29%	30%	39%	35%	42%	32%	27%	40%	27%	28%	37%	11%	62%
Probably the Republican Party	5%	7%	9%	3%	4%	8%	6%	6%	10%	5%	4%	5%	5%	8%	4%	12%	12%	7%	6%	6%	11%	4%	10%	4%	10%	10%	5%	5%	7%
Probably the Democratic Party	9%	8%	6%	5%	4%	7%	12%	4%	7%	6%	10%	9%	10%	3%	6%	11%	13%	9%	9%	8%	5%	6%	10%	6%	11%	6%	8%	9%	5%
Definitely the Democratic Party	24%	35%	29%	47%	29%	44%	28%	31%	24%	36%	34%	59%	27%	12%	36%	26%	19%	31%	23%	35%	27%	43%	16%	36%	28%	23%	14%	60%	10%
Both parties	18%	9%	16%	13%	15%	14%	15%	12%	14%	14%	14%	10%	24%	7%	13%	13%	24%	18%	14%	13%	14%	15%	28%	12%	19%	16%	32%	12%	12%
Unsure	8%	5%	3%	1%	2%	1%	8%	3%	3%	4%	7%	4%	5%	4%	3%	8%	4%	6%	9%	3%	2%	1%	9%	2%	5%	18%	4%	4%	4%

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

Trend: Party - Extreme



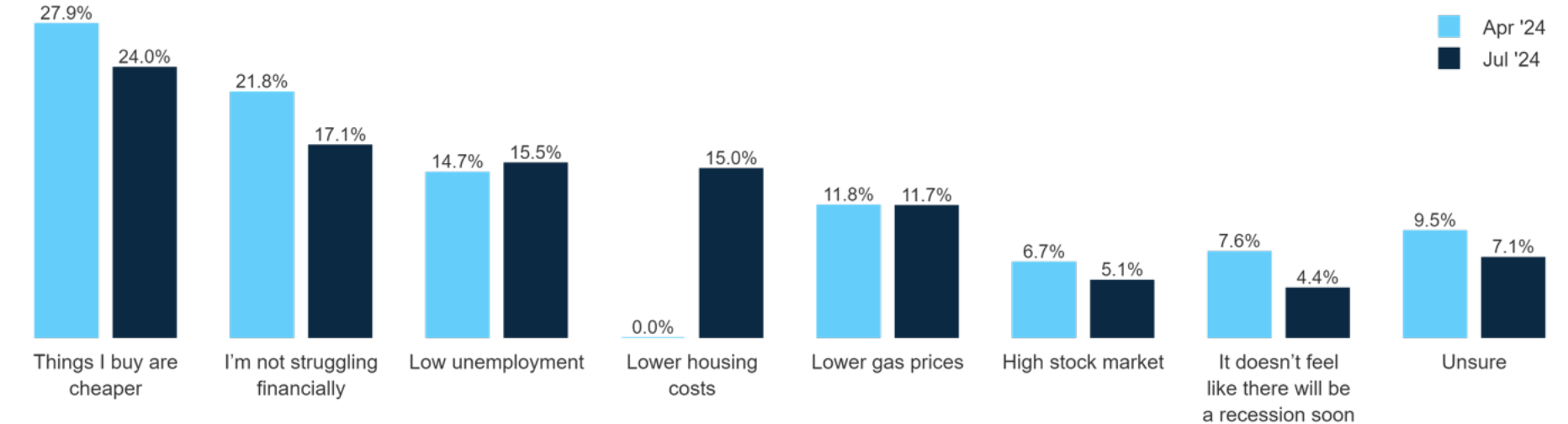
Climate Change Activism



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Yes, it helps their cause	27%	10%	16%	8%	12%	13%	21%	15%	24%	14%	12%	11%	12%	24%	10%	35%	32%	21%	25%	13%	18%	9%	19%	14%	19%	21%	16%	8%	23%
No, it hurts their cause	49%	72%	71%	84%	79%	76%	54%	71%	61%	70%	69%	77%	71%	57%	77%	39%	52%	63%	51%	70%	68%	82%	60%	74%	61%	38%	65%	80%	59%
Definitely yes, it helps their cause	9%	4%	8%	3%	4%	7%	7%	6%	6%	7%	4%	4%	5%	9%	4%	14%	11%	7%	10%	3%	8%	4%	7%	6%	7%	6%	7%	3%	9%
Probably yes, it helps their cause	18%	6%	8%	5%	8%	6%	14%	9%	18%	7%	7%	7%	7%	15%	6%	20%	22%	13%	15%	10%	10%	5%	12%	8%	12%	15%	9%	5%	13%
Probably no, it hurts their cause	19%	26%	19%	16%	20%	16%	19%	27%	27%	18%	19%	9%	23%	30%	21%	22%	16%	17%	19%	25%	22%	16%	21%	20%	21%	17%	24%	11%	29%
Definitely no, it hurts their cause	30%	47%	52%	68%	59%	60%	35%	44%	34%	53%	50%	67%	48%	27%	56%	17%	36%	46%	32%	45%	47%	66%	38%	54%	40%	22%	42%	69%	29%
Unsure	24%	18%	13%	8%	9%	11%	25%	14%	15%	16%	19%	12%	17%	19%	13%	26%	16%	16%	24%	17%	14%	9%	21%	12%	20%	40%	19%	12%	19%

Do you think that recent attacks by climate change activists on landmarks like Stone Henge or events like PGA golf tournaments advance their cause and draw more people like you closer to supporting their mission, or does it hurt their cause?

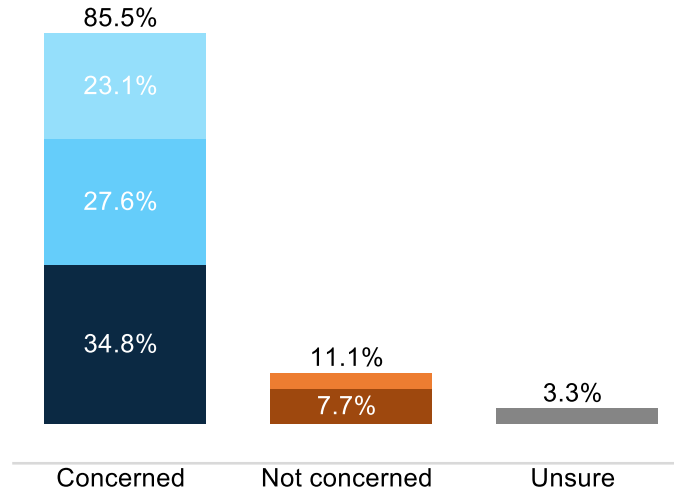
Best Economic Indicator



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

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

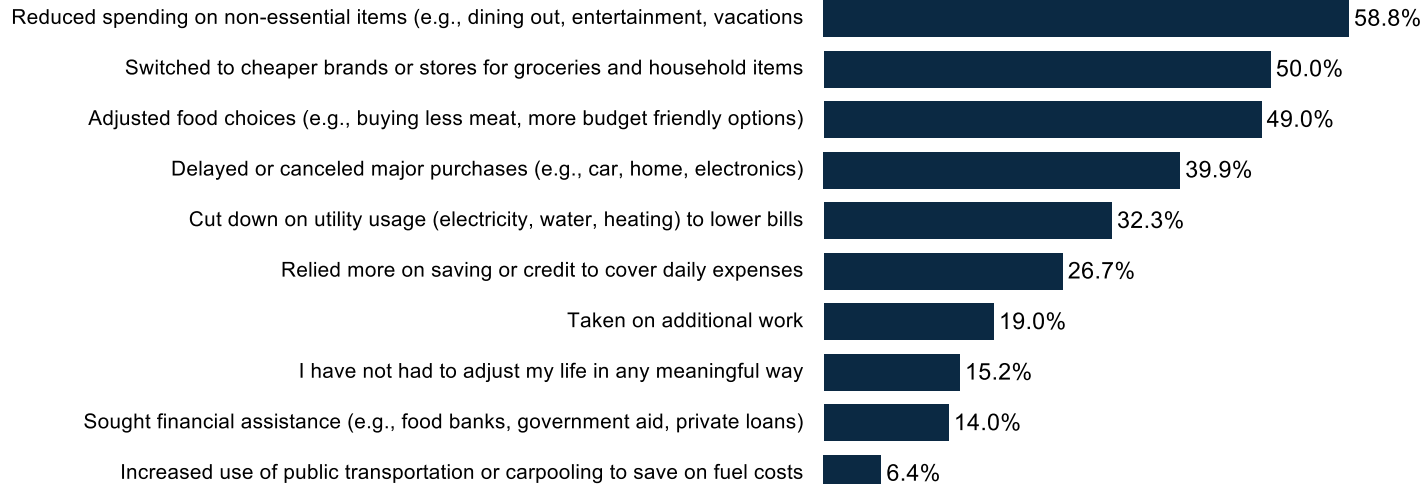
Housing Costs Concern



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	PresDbtHater	Trump '20	Biden '20
Concerned Total	85%	88%	88%	80%	83%	86%	84%	91%	86%	87%	82%	90%	81%	85%	87%	76%	92%	87%	87%	87%	85%	85%	84%	86%	85%	84%	86%	88%	85%
Not concerned Total	9%	10%	9%	17%	14%	12%	10%	8%	11%	10%	13%	8%	16%	11%	11%	18%	7%	10%	9%	10%	13%	14%	11%	12%	11%	5%	10%	10%	13%
Extremely concerned	44%	31%	40%	22%	27%	36%	38%	37%	39%	34%	33%	36%	33%	34%	34%	33%	47%	38%	44%	32%	39%	27%	32%	34%	34%	39%	43%	36%	32%
Very concerned	22%	32%	27%	30%	30%	27%	26%	30%	27%	29%	24%	31%	26%	26%	29%	24%	26%	26%	23%	31%	26%	31%	25%	28%	26%	31%	28%	31%	26%
Somewhat concerned	19%	25%	21%	28%	26%	23%	21%	25%	20%	23%	25%	23%	22%	26%	25%	20%	19%	23%	20%	24%	21%	27%	26%	24%	24%	14%	15%	21%	26%
Not that concerned	6%	8%	7%	11%	9%	8%	8%	5%	8%	7%	10%	6%	11%	8%	8%	8%	5%	7%	6%	8%	9%	9%	7%	9%	7%	2%	8%	7%	8%
Not at all concerned	3%	2%	2%	7%	5%	4%	3%	3%	3%	4%	3%	3%	5%	3%	3%	10%	1%	3%	3%	2%	4%	5%	4%	4%	3%	2%	2%	2%	4%
Unsure	6%	3%	2%	2%	2%	2%	5%	1%	3%	3%	6%	2%	3%	4%	2%	6%	2%	3%	4%	3%	2%	2%	6%	2%	4%	11%	4%	2%	3%

How concerned are you about the costs of housing?

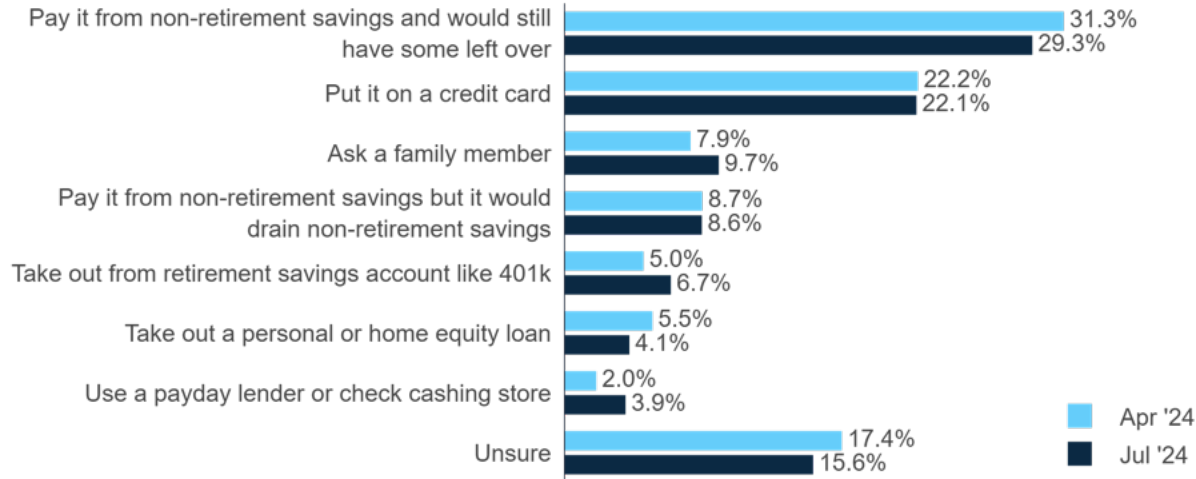
Economic Sacrifices



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Vote	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Reduced spending on non-essential items (e.g., dining o...	59%	59%	61%	55%	53%	63%	57%	64%	56%	60%	59%	66%	58%	52%	63%	41%	55%	61%	58%	61%	61%	58%	52%	60%	58%	54%	63%	68%	51%
Switched to cheaper brands or stores for groceries and...	53%	50%	53%	44%	44%	52%	52%	52%	47%	49%	55%	56%	51%	43%	55%	29%	44%	54%	52%	52%	51%	47%	48%	49%	52%	50%	55%	58%	44%
Adjusted food choices (e.g., buying less meat, more...	52%	49%	47%	48%	43%	51%	52%	50%	50%	48%	50%	56%	51%	39%	52%	34%	56%	51%	52%	49%	47%	47%	50%	49%	50%	47%	52%	57%	41%
Delayed or canceled major purchases (e.g., car, home,...	40%	35%	51%	33%	41%	44%	35%	41%	35%	41%	42%	42%	46%	29%	42%	24%	45%	44%	34%	42%	39%	43%	40%	41%	40%	26%	50%	46%	34%
Cut down on utility usage (electricity, water, heating) to...	34%	34%	31%	29%	25%	34%	35%	32%	29%	32%	35%	35%	33%	27%	32%	27%	34%	34%	41%	27%	36%	27%	34%	31%	33%	40%	39%	38%	27%
Relied more on saving or credit to cover daily expenses	33%	23%	31%	19%	22%	28%	23%	34%	25%	27%	27%	32%	28%	20%	28%	24%	28%	35%	26%	30%	22%	27%	26%	26%	30%	25%	31%	31%	23%
Taken on additional work	26%	11%	27%	11%	18%	21%	19%	18%	19%	17%	22%	20%	20%	17%	19%	14%	23%	25%	19%	17%	19%	20%	19%	18%	20%	21%	24%	21%	17%
I have not had to adjust my life in any meaningful way	11%	17%	12%	23%	23%	13%	12%	16%	14%	16%	15%	8%	16%	23%	15%	18%	12%	9%	11%	16%	13%	19%	13%	17%	10%	17%	14%	7%	22%
Sought financial assistance (e.g., food banks, governmen...	20%	10%	17%	7%	8%	16%	19%	10%	18%	11%	16%	12%	16%	14%	12%	21%	21%	18%	22%	8%	19%	9%	15%	11%	19%	20%	18%	13%	13%
Increased use of public transportation or carpooling to sa...	10%	4%	9%	3%	3%	7%	9%	5%	9%	6%	4%	5%	8%	7%	4%	12%	12%	6%	11%	3%	10%	3%	9%	5%	10%	7%	10%	5%	6%

How have rising prices affected your daily life? Please select all that apply.

Surprise Expense

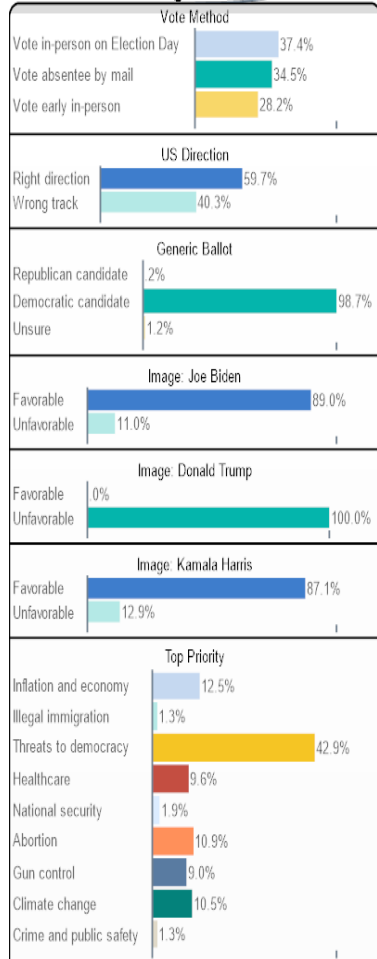


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Unmarried	F Married	M Unmarried	M Married	Swing Voter	Always Voter	Pres Yr Vote	Occasional Vote	PresDblHater	Trump '20	Biden '20
Pay it from non-retirement savings and would still have some left over	21%	29%	31%	38%	45%	27%	17%	37%	23%	34%	26%	24%	34%	33%	32%	20%	20%	27%	19%	31%	25%	40%	26%	35%	20%	17%	33%	25%	34%
Put it on a credit card	24%	23%	20%	21%	22%	19%	19%	30%	21%	24%	18%	27%	20%	20%	21%	16%	32%	23%	20%	28%	24%	19%	21%	22%	25%	15%	20%	26%	20%
Ask a family member	14%	8%	12%	4%	6%	10%	16%	4%	12%	8%	10%	8%	10%	11%	10%	10%	9%	10%	15%	6%	13%	5%	10%	8%	11%	15%	13%	9%	10%
Pay it from non-retirement savings but it would drain non-retirement savings	5%	10%	10%	10%	9%	11%	7%	9%	8%	9%	9%	10%	7%	7%	10%	5%	6%	5%	6%	10%	8%	11%	9%	9%	9%	5%	11%	10%	8%
Take out from retirement savings account like 401k	8%	7%	4%	8%	5%	6%	8%	6%	9%	7%	4%	7%	6%	6%	6%	17%	4%	8%	8%	7%	4%	6%	8%	7%	7%	3%	6%	7%	7%
Take out a personal or home equity loan	3%	5%	4%	4%	3%	5%	5%	4%	5%	4%	5%	5%	3%	5%	4%	8%	3%	4%	7%	2%	5%	3%	4%	3%	6%	8%	5%	4%	4%
Use a payday lender or check cashing store	7%	3%	3%	2%	1%	4%	7%	3%	7%	3%	3%	3%	4%	5%	2%	8%	9%	5%	7%	3%	4%	2%	5%	2%	7%	4%	3%	3%	5%
Unsure	17%	15%	16%	14%	9%	19%	21%	8%	16%	11%	25%	16%	15%	13%	15%	17%	17%	17%	19%	13%	17%	13%	17%	14%	15%	33%	10%	16%	13%

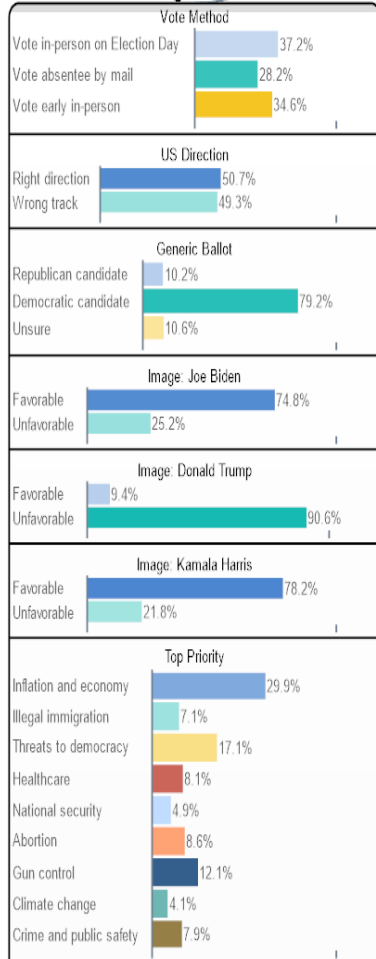
If you were suddenly hit with a large and unexpected expense, let's say about \$2,000, how would you deal with it? Choose the most likely option.

Segmentation Analysis:

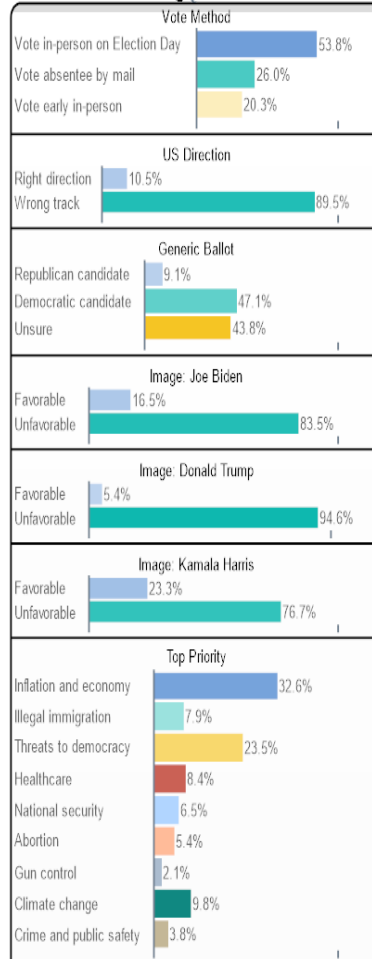
Dem Base (23%)



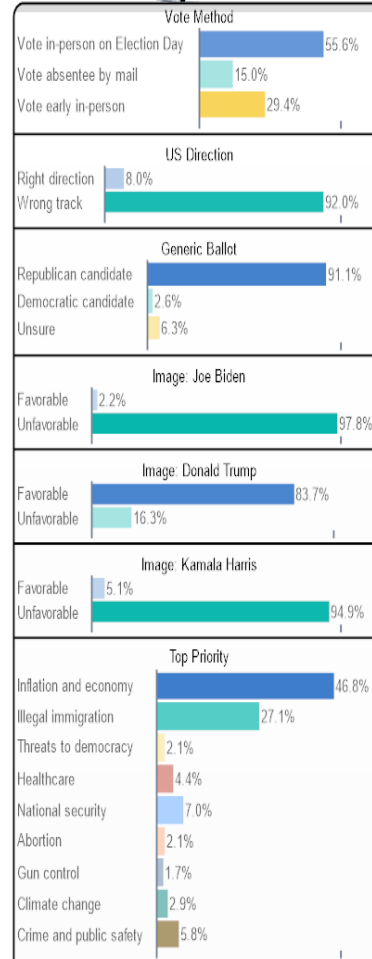
Lean Dem (18%)



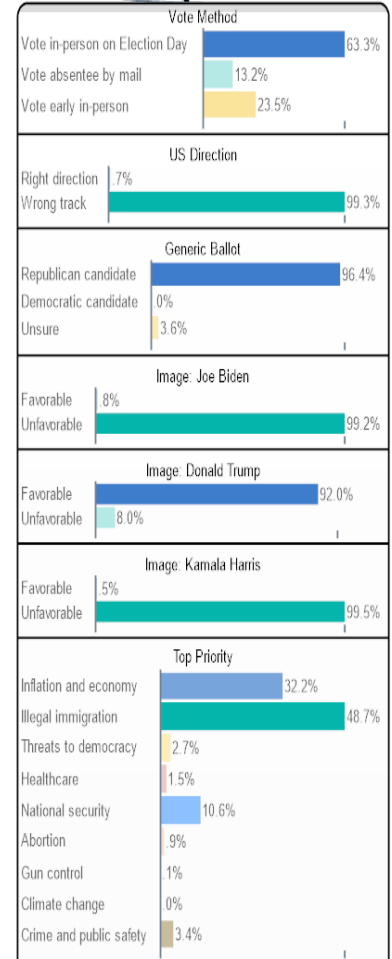
Persuadables (12%)



Lean GOP (17%)

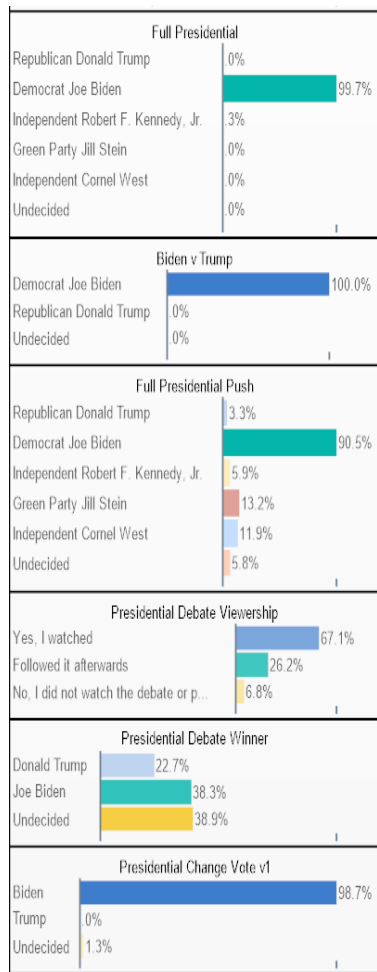


GOP Base (30%)

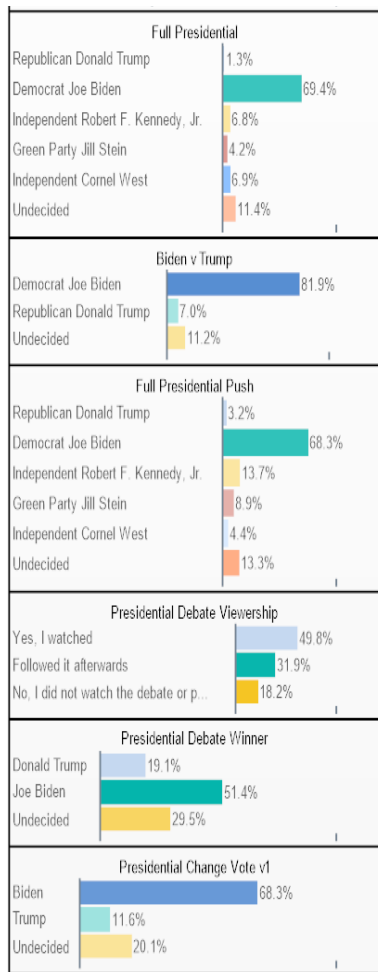


Segmentation Analysis:

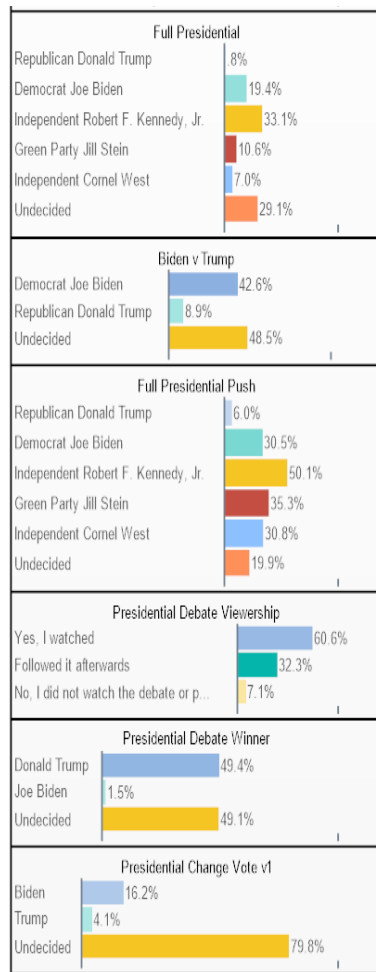
Dem Base (23%)



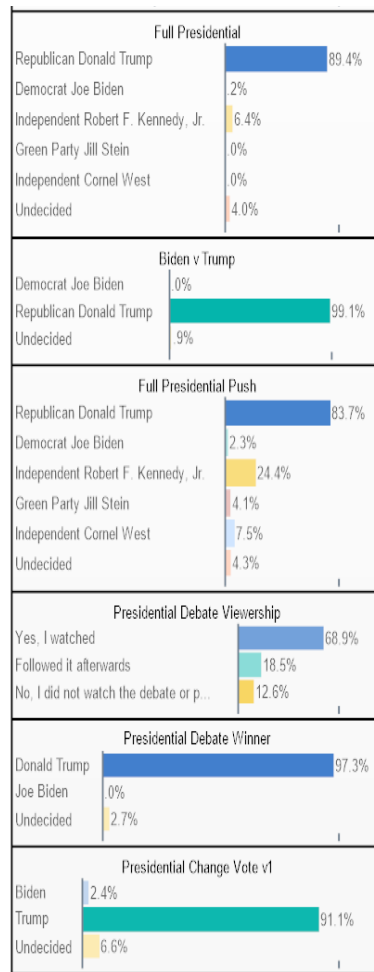
Lean Dem (18%)



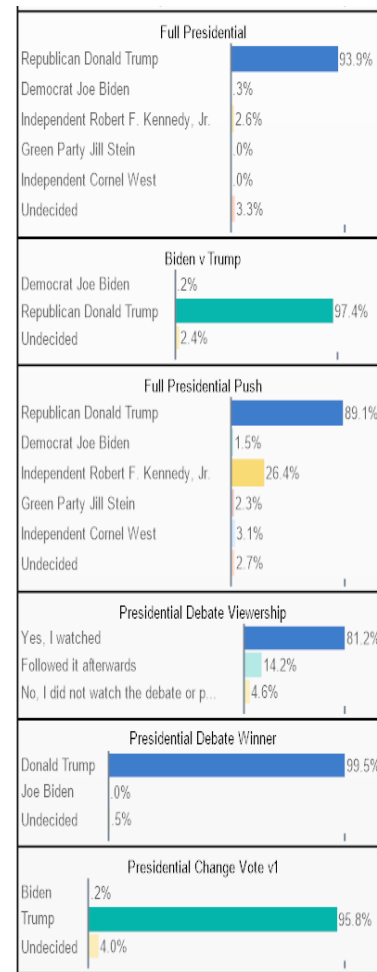
Persuadables (12%)



Lean GOP (17%)

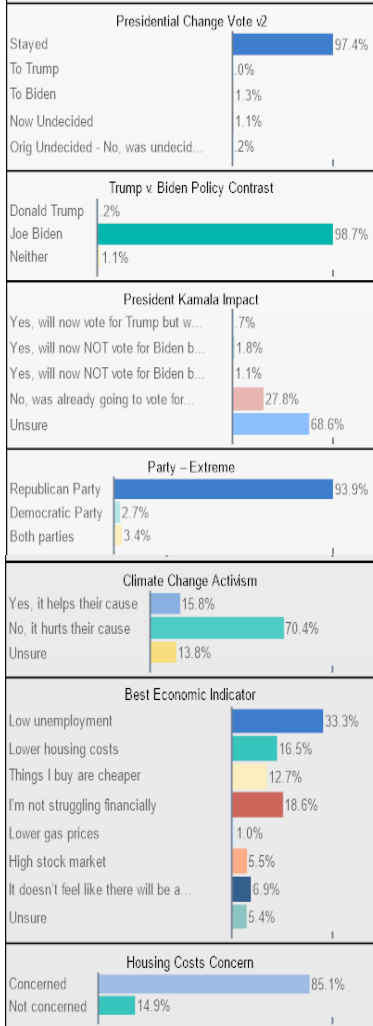


GOP Base (30%)

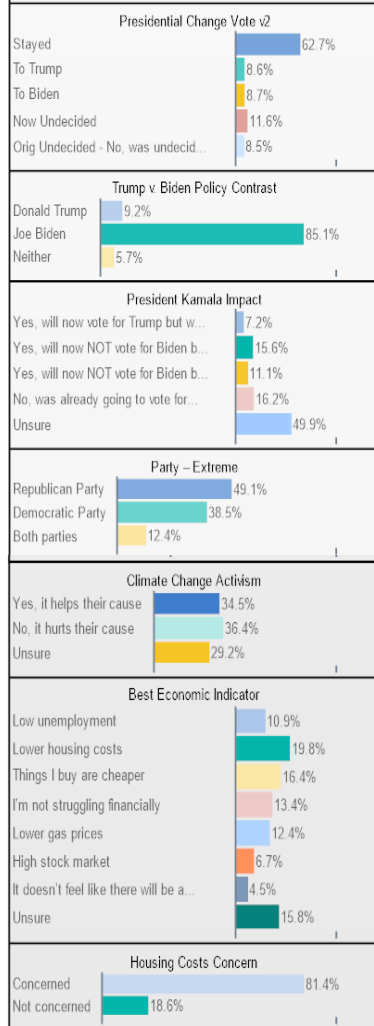


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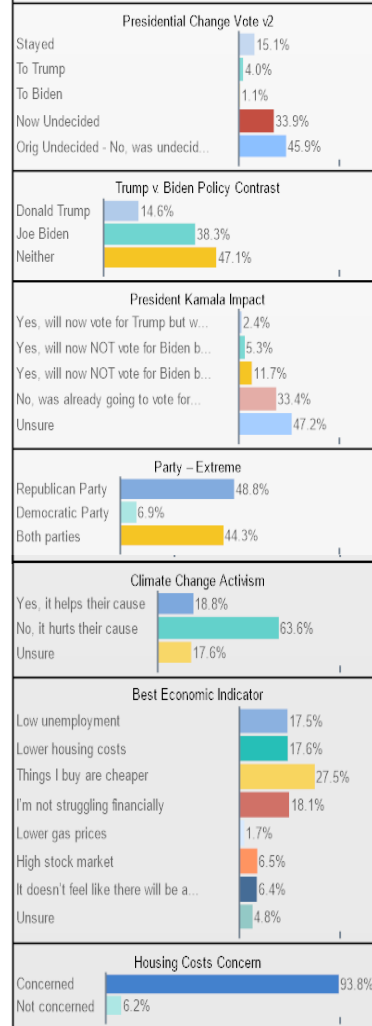
Dem Base (23%)



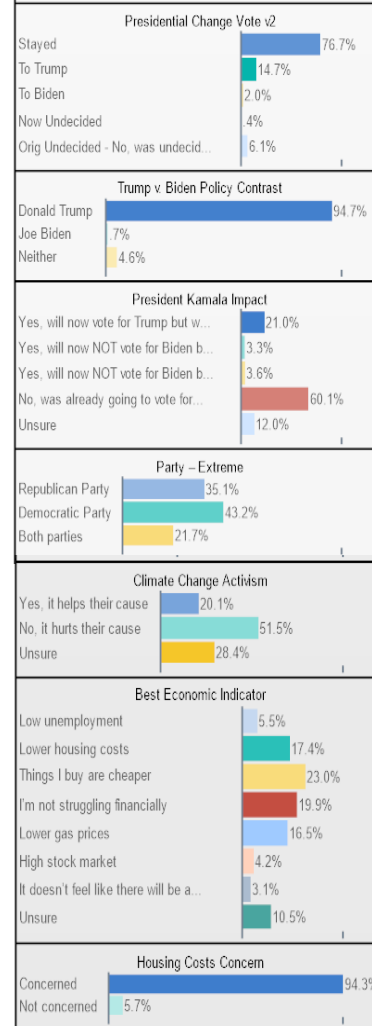
Lean Dem (18%)



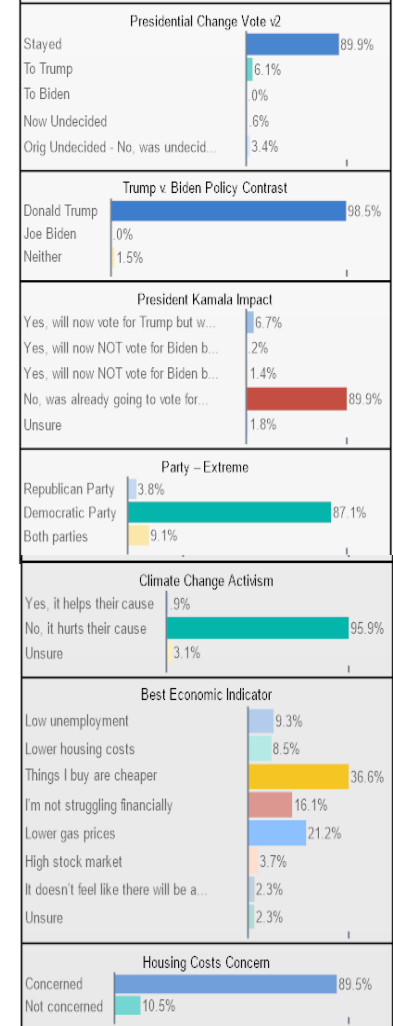
Persuadables (12%)



Lean GOP (17%)

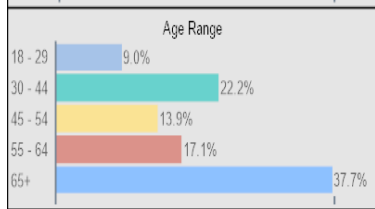
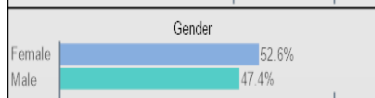
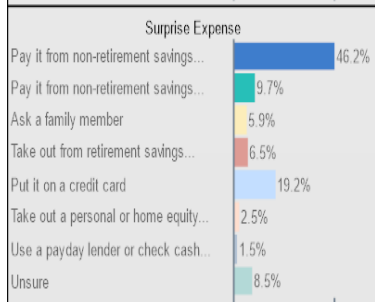
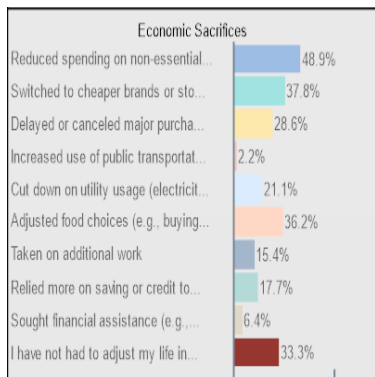


GOP Base (30%)

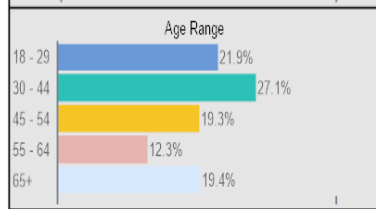
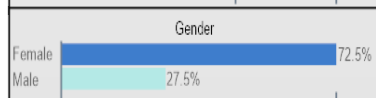
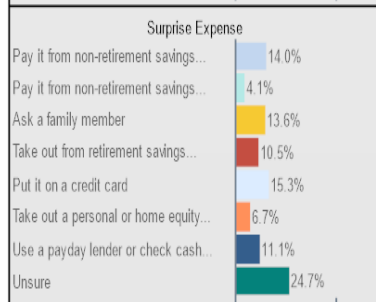
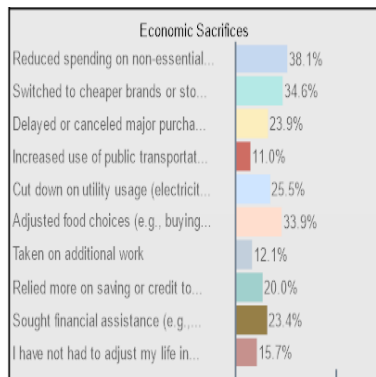


Segmentation Analysis:

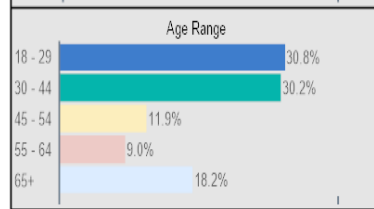
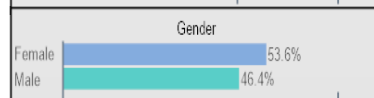
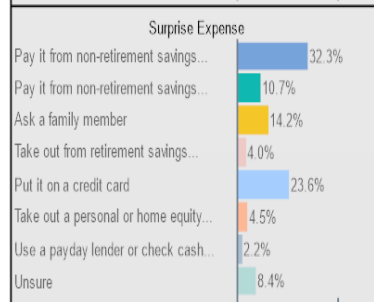
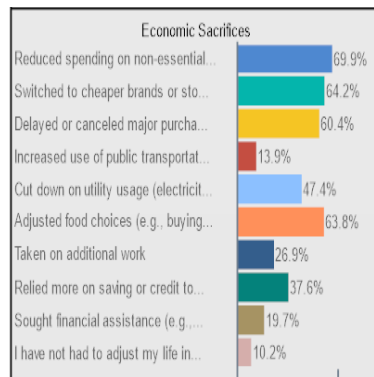
Dem Base (23%)



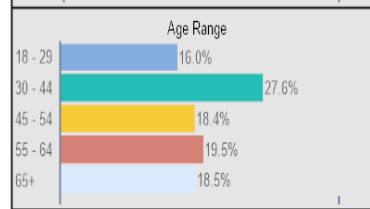
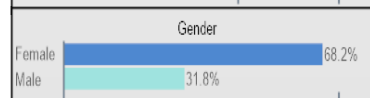
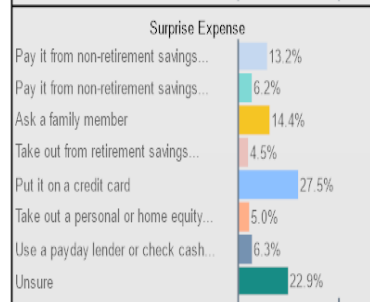
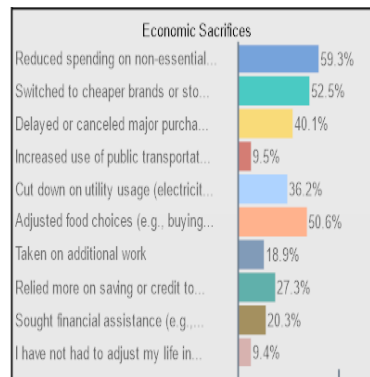
Lean Dem (18%)



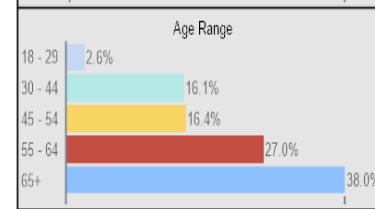
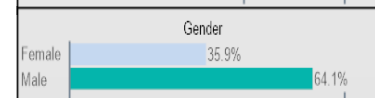
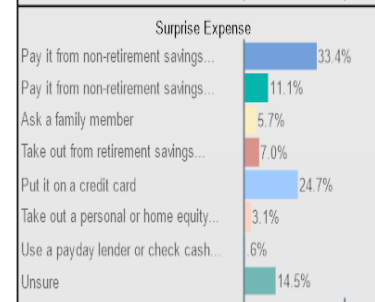
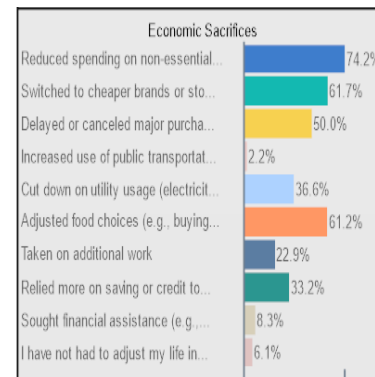
Persuadables (12%)



Lean GOP (17%)



GOP Base (30%)



Segmentation Analysis:

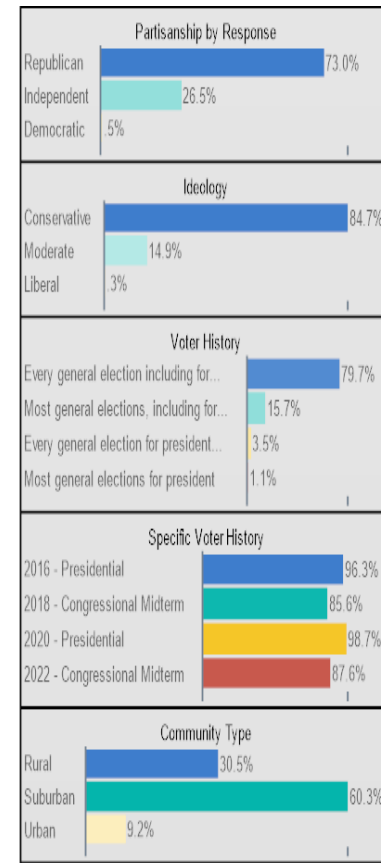
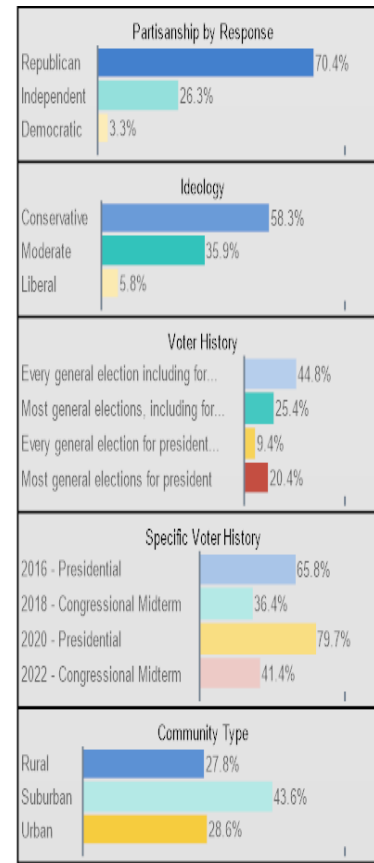
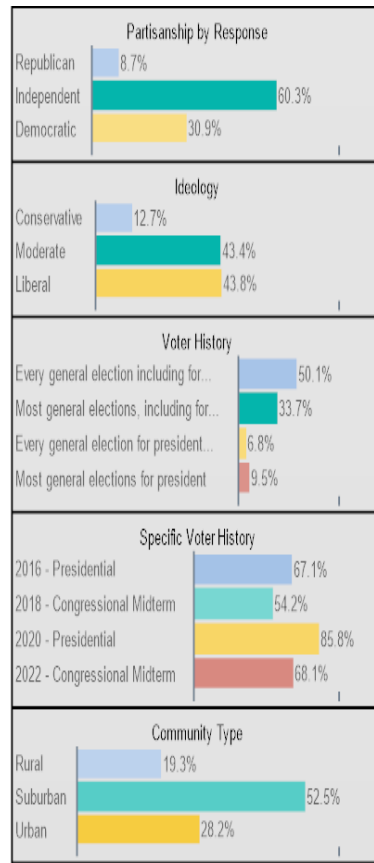
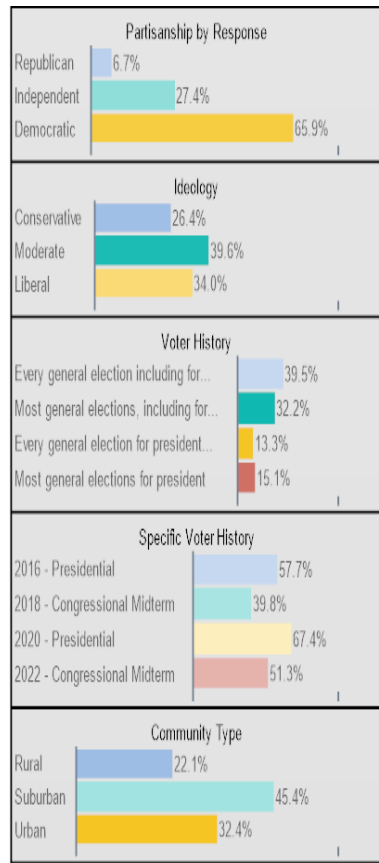
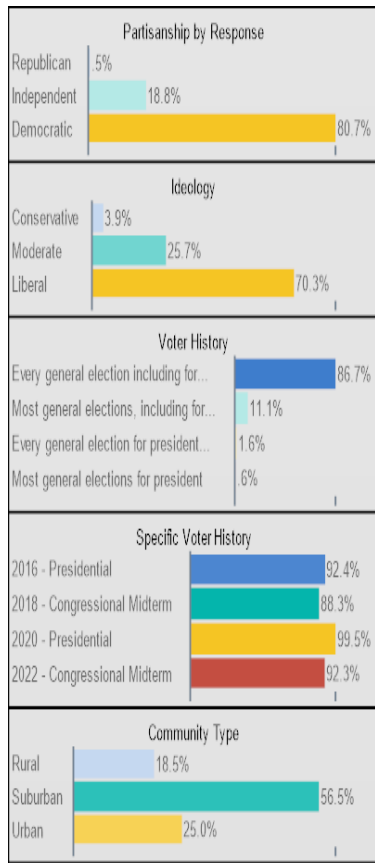
Dem Base (23%)

Lean Dem (18%)

Persuadables (12%)

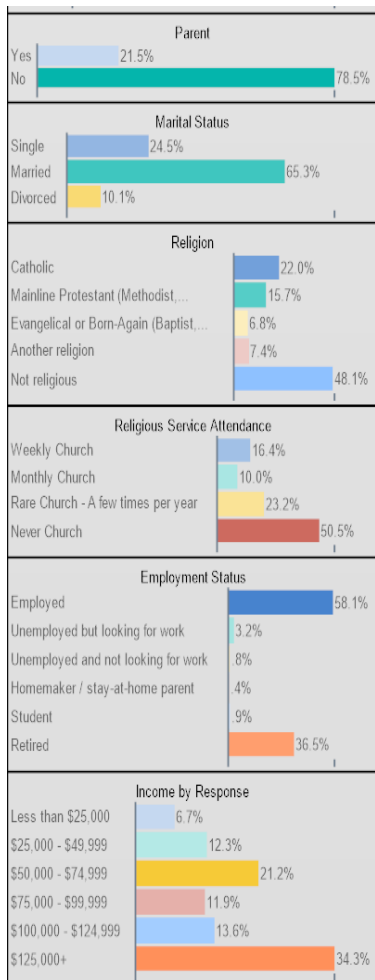
Lean GOP (17%)

GOP Base (30%)

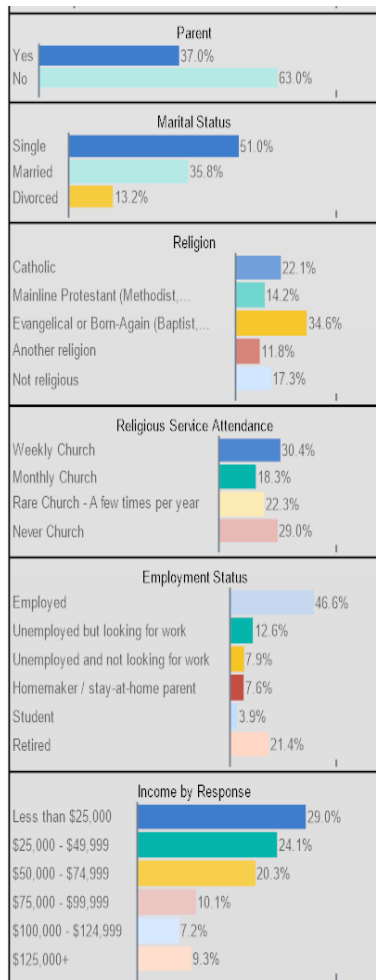


Segmentation Analysis:

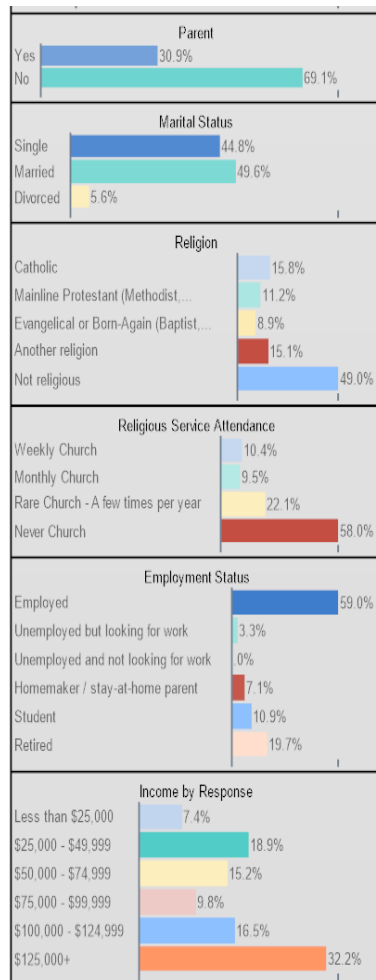
Dem Base (23%)



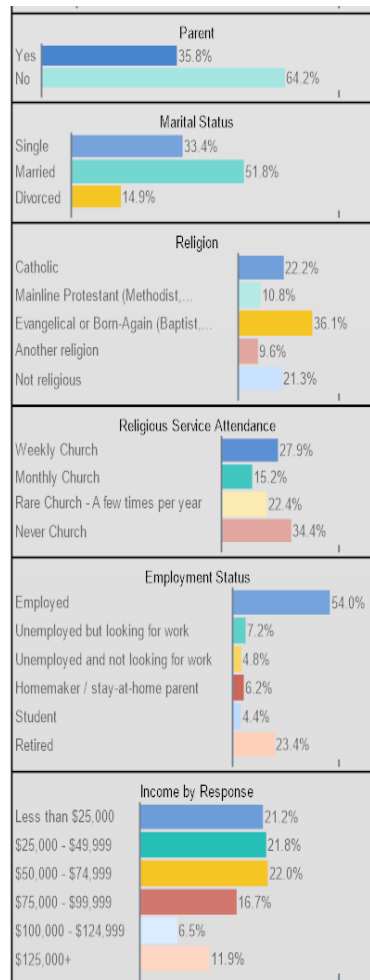
Lean Dem (18%)



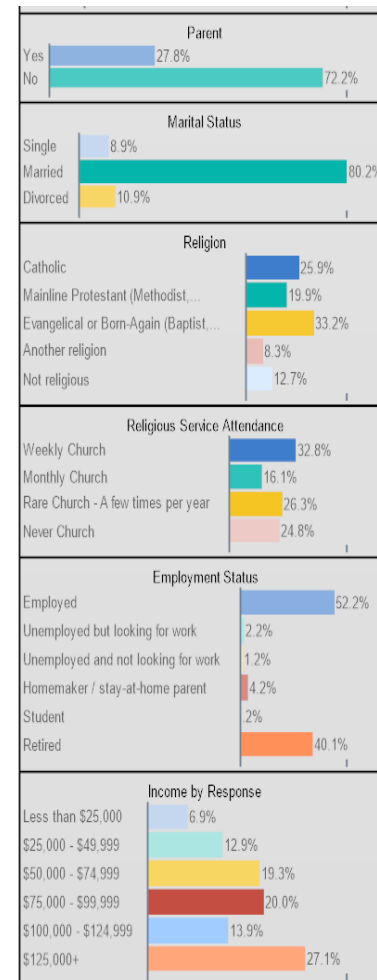
Persuadables (12%)



Lean GOP (17%)

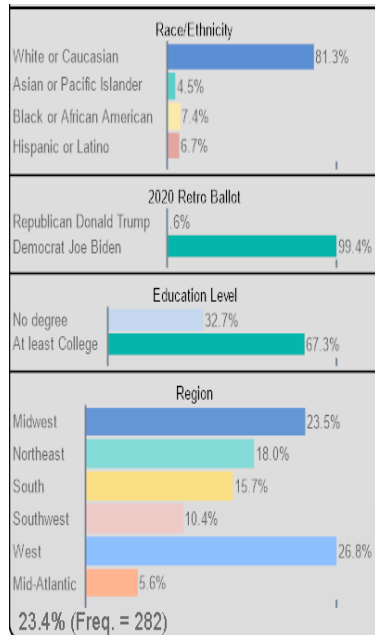


GOP Base (30%)

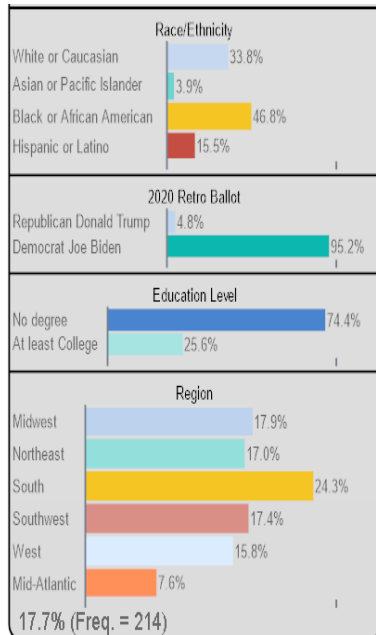


Segmentation Analysis:

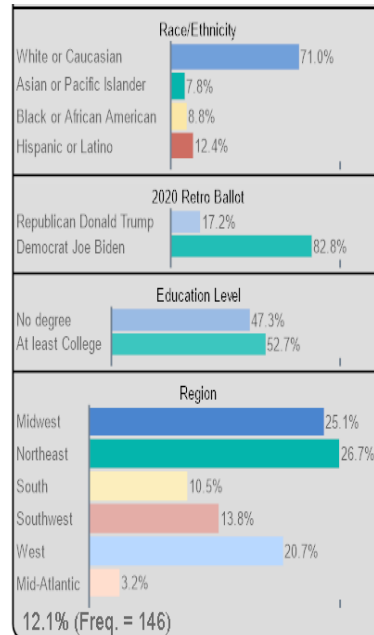
Dem Base (23%)



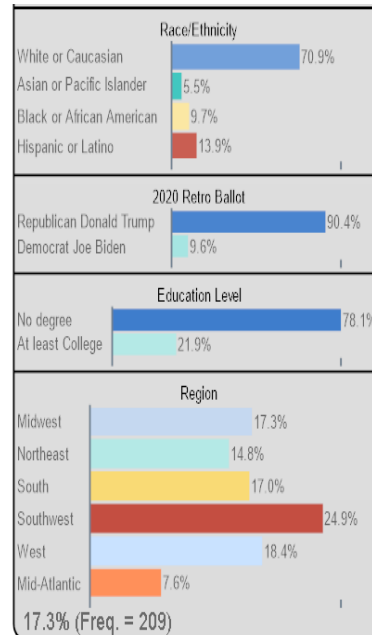
Lean Dem (18%)



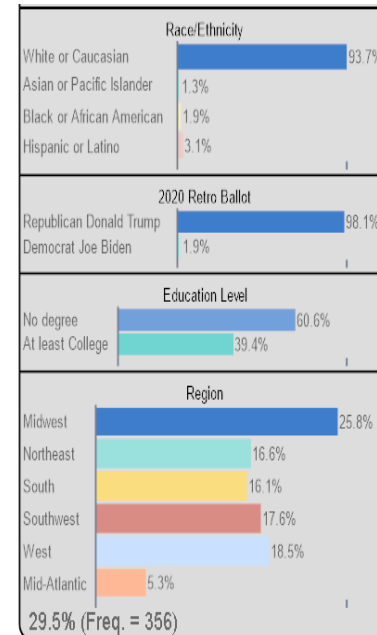
Persuadables (12%)



Lean GOP (17%)

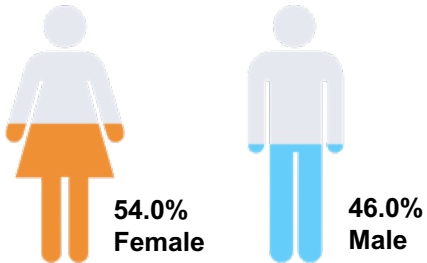


GOP Base (30%)

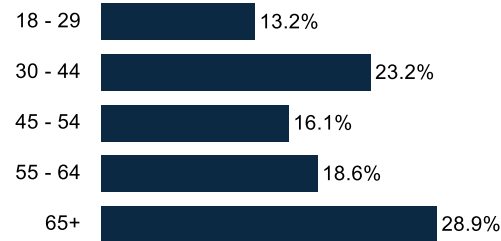


Demographics

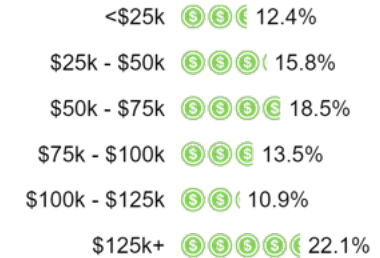
Sex



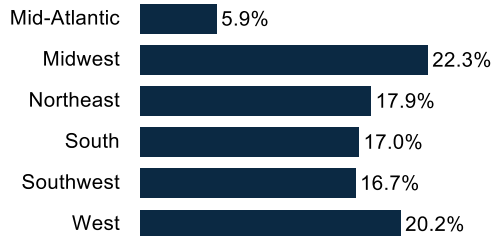
Age Range



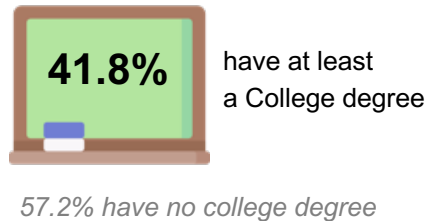
Household Income



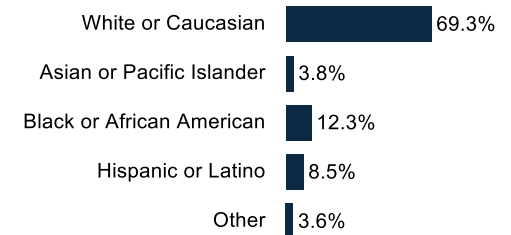
Geo - Region



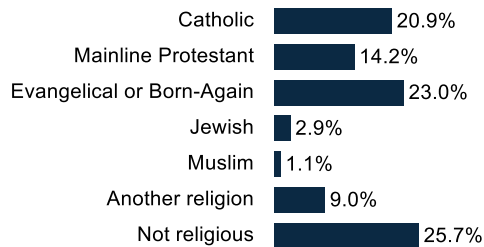
Education



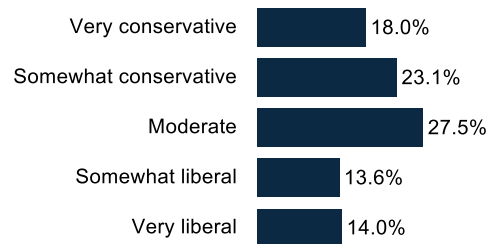
Race/Ethnicity



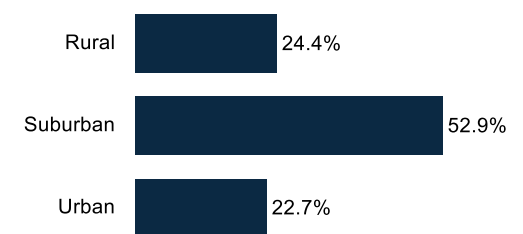
Religion



Ideology



Community Type



Total sample size: 1500