

August 15, 2024



CYGNAL

Survey of Likely General Election Voters **National**

August 6 – 8, 2024 | n=1500 | $\pm 2.53\%$

Insights & Analysis

- The general **political environment has tightened**, but despite the doomsday prognosis from the media, Republicans retain an **R+1** advantage on the generic congressional ballot. Harris takes a slight D+1 on the two-way presidential ballot and **Trump is tied with Harris on the full ballot**.
 - The large Republican advantage under a Biden v Trump race has returned to normal partisan nature, as Dem-leaning **women and Independents have “returned home”**. College-educated women moved more toward Republicans while non-college women shifted away.
- **Both Harris and Trump’s images have improved** in the aftermath of some of the most tumultuous weeks of politics in living memory.
 - Trump’s image is now 52% unfavorable, 46% favorable – a net movement of +2. At -6 net favorability, **this is the most net favorable Trump has been viewed** in recent memory.
 - Harris’ image has **improved considerably driven by the non-stop favorable media coverage** as her net favorability has gone from -23 to -8 to -3 (50% unfavorable, 47% favorable), a net swing of 20 points since the first week of July.
 - **Keep in mind** that Harris’ has benefitted from wall-to-wall positive coverage from the mainstream media and a huge Super PAC advertising, so this is likely her high water mark in regard to voters’ perceptions of her.
 - Biden’s image remains in the realm of his all-time lows following his departure from the presidential race at an abysmal 59% unfavorable, 39% favorable (-20 net).

Currently, voters are not holding Harris responsible for the Biden-Harris administration.
- Harris is viewed much better than Biden with a number of key voting groups, including **women and Independents**.

Insights & Analysis – Cont.

- **Democrats have consolidated behind Kamala in a way they weren't behind Biden.** The Presidential ballot jumped from "definitely Biden" at 33% in early July to "definitely Harris" at 42% in this early August poll.
 - This was **driven by "definite" increases among these voter groups:** Democrats - 10%, Blacks - 9%, Hispanics - 8%, women age 55+ - 8%, non-college-educated women - 9%.
 - Support for third-party candidates (Kennedy, Stein, West) was stagnant or declined for the fourth consecutive poll.
- **Trump's base of support (45%) is slightly bigger than Harris' (44%)** based on asking which candidate's base they would consider themselves in, if any. Independents are slightly more likely to consider themselves in Harris' camp, while Trump gets a boost from men and rural communities.
 - **13% of voters who supported Biden in 2020 do not consider themselves part of Harris' base.**
- Voters are still very sour about the direction the country is headed with 64% saying it's off on the wrong track.
- Voters view the **Republican Party as more extreme (42%)** by 1pp more than the Democratic Party (41%), narrower than the 2pp gap in July.
- Concerns over **inflation and the economy remain the top issue** for nearly a third of likely voters – slightly down from last month's year-to-date high.
 - **Threats to democracy (17%) has steadily increased to an all-time high**, primarily driven by Independents (+5), and Black voters (+10) since July.

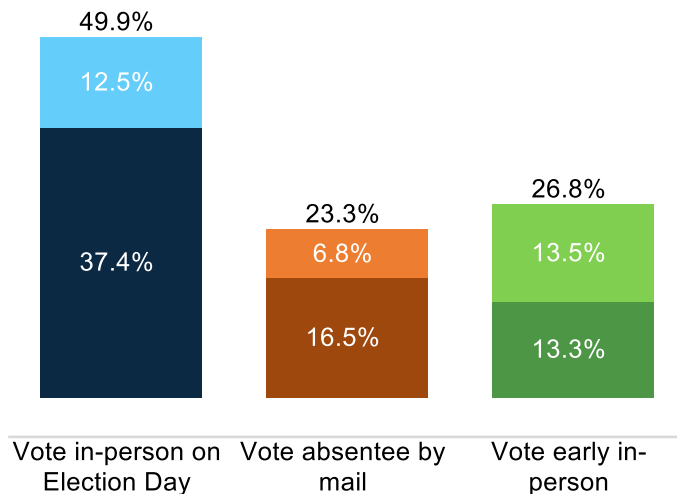
Insights & Analysis – Cont.

- **Trump hold trust on the top issues for voters**, particularly among Independents:
 - Economy and Jobs (Trump 50, Harris 44; Independents Trump +6)
 - Inflation and Cost of Living (Trump 49, Harris 43; Independents +7)
 - Illegal Immigration and Border Security (Trump 53, Harris 38; Independents +18)
 - Crime and Public Safety (Trump 48, Harris 43; Independents +6)
 - Abortion and Reproductive Issues (Trump 37, Harris 52; Independents -32)
- **JD Vance** (46% unfavorable, 39% favorable) has net favorability nearly mirroring Trump at -7. While favorable among non-college men and Republicans more broadly, **Vance is underwater with women and Independents** by double-digit margins.
- **Tim Walz** (35% favorable, 31% unfavorable) having only recently been subjected to the national public eye, **sits at a favorable image among Independents** (+5). This will likely change as voters learn more about the more progressive policies during his time as Governor.
- When asked if the United States would be better off or worse off **if its policies were more like California**, **52% of voters said the country would be worse off** (28% better off).

Insights & Analysis – *Segmentation Analysis*

- Segmentation analysis broke the electorate into five segments based on machine-learning: **GOP Base** (34%), **Lean GOP** (12%), **Persuadables** (8%), **Lean Dem** (8%), and **Dem Base** (38%).
 - The **Persuadables** segment is comprised of voters who aren't satisfied with the direction of the country and who view Biden and Harris unfavorably. Despite this, they tend to lean slightly Democratic on the generic ballot owing partially to their strong dislike of Donald Trump. Most are undecided for president, and nearly a third intend to voter for RFK, Jr., showing his slightly higher impact to Trump compared to Harris with this group. **They are laser-focused on inflation and the economy** and do not care much for illegal immigration, and very low for threats to democracy. **They trust Trump more on the economy and inflation**, along with illegal immigration and public safety as well, **but they tend to view Republicans as more extreme** than Democrats. Ideologically, they tend to be center-right Independents, however the vast majority voted for Joe Biden in 2020.

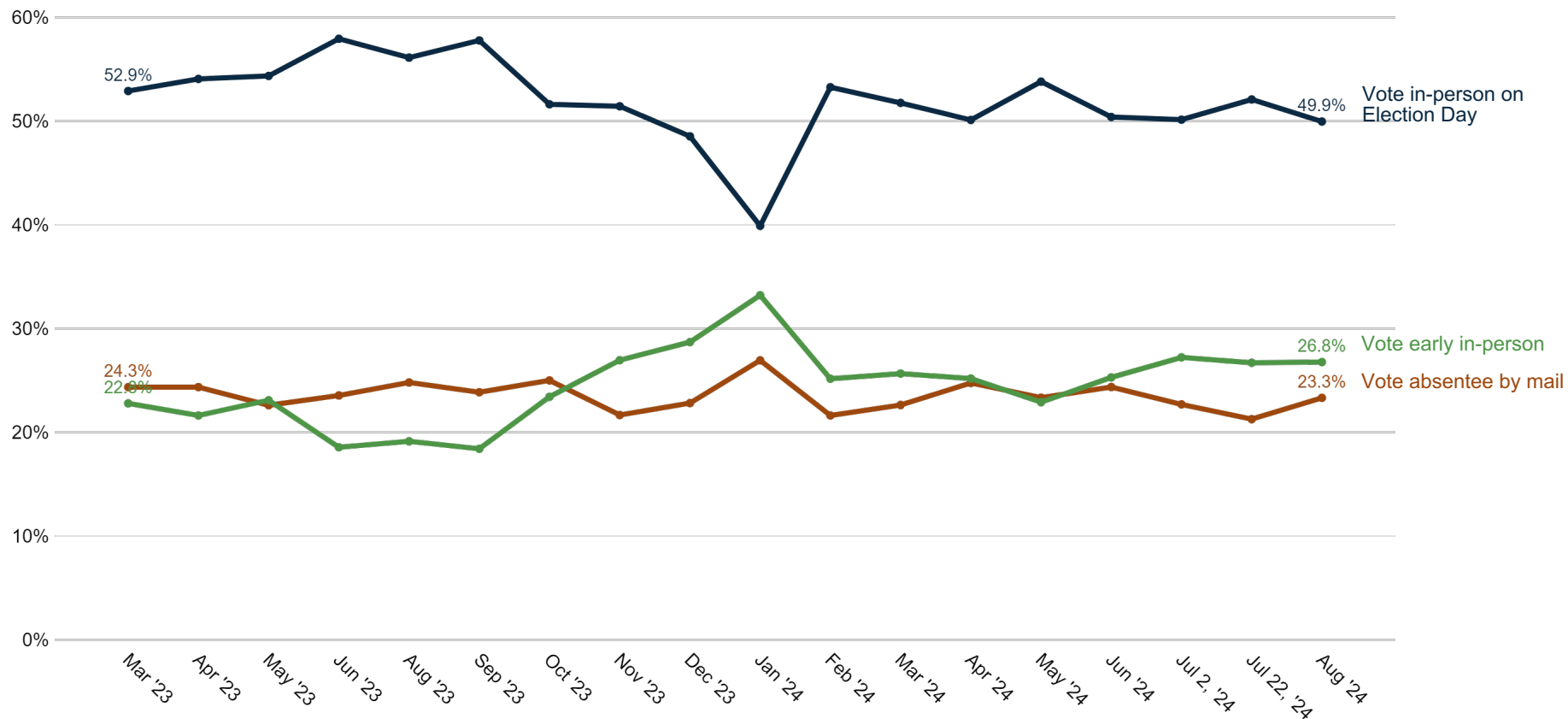
Vote Method



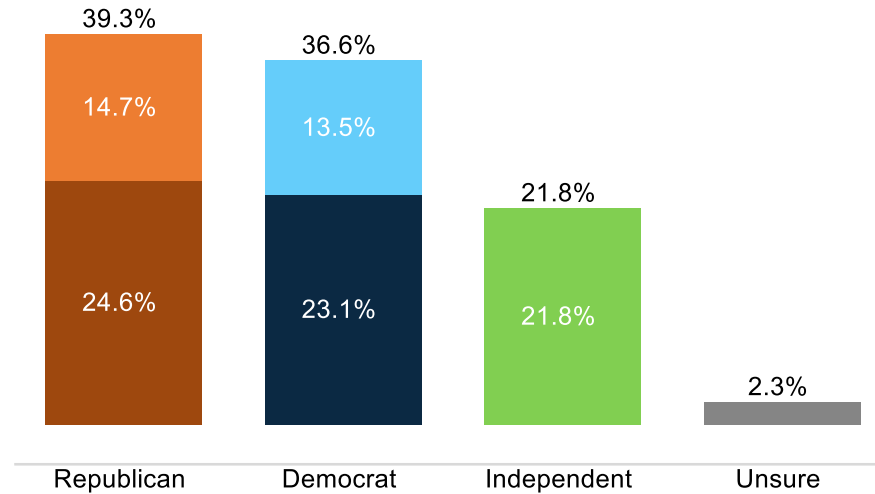
		F <55		F 55+		M <55		M 55+		M Col		M No Col		F No Col		F Col		Urban		Suburban		Rural		Republican		Independent		Democrat		White		Black		Hispanic		Parent		F Married		F Unmarried		M Married		M Unmarried		Swing Voter		OldDbHater		NewDbHater		Trump '20		Biden '20		1 of 4		2 of 4		3 of 4		4 of 4	
	Definitely vote	67%	68%	66%	68%	67%	67%	67%	68%	68%	67%	68%	68%	67%	67%	70%	62%	69%	66%	69%	66%	68%	66%	54%	58%	58%	71%	67%	52%	68%	73%	71%																															
	Probably vote	33%	32%	34%	32%	33%	33%	33%	32%	32%	33%	32%	33%	33%	30%	38%	31%	34%	31%	34%	32%	34%	46%	42%	42%	29%	33%	48%	32%	27%	29%																																
	Vote in-person on Election Day	52%	47%	52%	48%	48%	53%	55%	43%	48%	48%	55%	60%	48%	40%	54%	40%	45%	55%	50%	49%	51%	49%	50%	46%	50%	60%	40%	49%	51%	56%	49%																															
	Vote absentee by mail	23%	29%	18%	22%	23%	18%	23%	31%	26%	24%	20%	13%	26%	33%	23%	19%	25%	17%	25%	27%	19%	21%	24%	30%	24%	12%	33%	27%	23%	15%	25%																															
	Vote early in-person	24%	24%	29%	30%	29%	29%	23%	27%	26%	28%	25%	26%	28%	23%	41%	29%	28%	25%	24%	29%	30%	25%	25%	25%	28%	27%	24%	27%	29%	27%																																
	Definitely vote in-person on Election Day	40%	34%	41%	34%	36%	40%	40%	33%	38%	35%	41%	47%	32%	30%	41%	30%	38%	42%	38%	36%	38%	37%	27%	27%	28%	47%	30%	32%	40%	49%	37%																															
	Probably vote in-person on Election Day	12%	13%	11%	14%	12%	13%	14%	10%	10%	13%	13%	13%	16%	9%	13%	10%	8%	13%	12%	13%	13%	23%	19%	22%	13%	10%	16%	11%	8%	12%																																
	Definitely vote absentee by mail	15%	20%	13%	18%	18%	14%	16%	21%	19%	17%	14%	8%	21%	23%	17%	12%	15%	12%	17%	19%	15%	15%	17%	19%	17%	8%	25%	12%	16%	8%	19%																															
	Probably vote absentee by mail	8%	8%	6%	4%	6%	5%	7%	10%	6%	7%	6%	6%	5%	9%	6%	8%	10%	5%	8%	8%	4%	6%	7%	10%	8%	4%	9%	16%	7%	7%	5%																															
	Definitely vote early in-person	11%	13%	13%	16%	14%	14%	11%	14%	11%	14%	13%	13%	15%	13%	12%	21%	16%	12%	14%	11%	14%	14%	10%	12%	14%	15%	13%	8%	12%	16%	15%																															
	Probably vote early in-person	13%	11%	17%	14%	15%	15%	11%	13%	15%	13%	13%	14%	12%	14%	12%	20%	13%	16%	11%	12%	15%	15%	16%	13%	11%	13%	14%	16%	15%	13%	12%																															

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

Trend: Vote Method



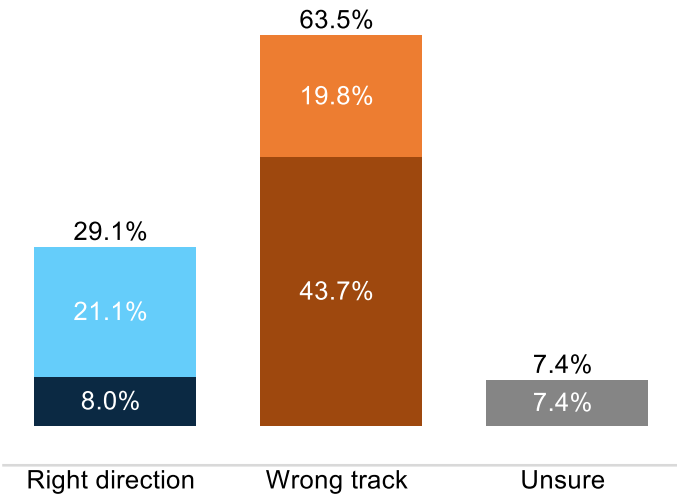
Partisanship by Response



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican	32%	41%	38%	48%	43%	43%	41%	29%	25%	41%	48%	47%	9%	32%	40%	42%	31%	50%	32%	28%	19%	30%	78%	5%	41%	38%	30%	42%
Independent	19%	19%	26%	24%	24%	27%	18%	21%	19%	21%	26%	22%	20%	14%	23%	19%	18%	25%	25%	39%	41%	45%	18%	23%	17%	21%	25%	22%
Democrat	45%	39%	34%	26%	31%	29%	39%	48%	56%	35%	24%	29%	67%	51%	34%	36%	50%	22%	42%	25%	37%	21%	2%	71%	41%	38%	43%	35%
Strongly Republican	19%	27%	23%	30%	26%	27%	25%	19%	15%	25%	31%	31%	4%	13%	25%	29%	16%	32%	18%	5%	6%	11%	53%	1%	17%	22%	20%	28%
Mostly Republican	13%	13%	15%	18%	18%	16%	15%	10%	10%	15%	17%	16%	5%	19%	15%	12%	14%	18%	14%	23%	13%	19%	26%	4%	23%	16%	10%	14%
Mostly Democratic	19%	12%	12%	9%	13%	9%	16%	16%	20%	14%	8%	10%	21%	24%	14%	13%	19%	7%	16%	17%	15%	6%	1%	25%	14%	17%	12%	12%
Strongly Democratic	26%	27%	21%	17%	18%	20%	23%	32%	36%	22%	16%	19%	46%	27%	20%	23%	31%	15%	26%	8%	22%	14%	1%	46%	27%	21%	30%	23%
Unsure	4%	1%	2%	2%	2%	1%	3%	2%	0%	3%	2%	2%	4%	2%	3%	3%	2%	2%	1%	8%	3%	4%	2%	2%	1%	3%	2%	1%

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

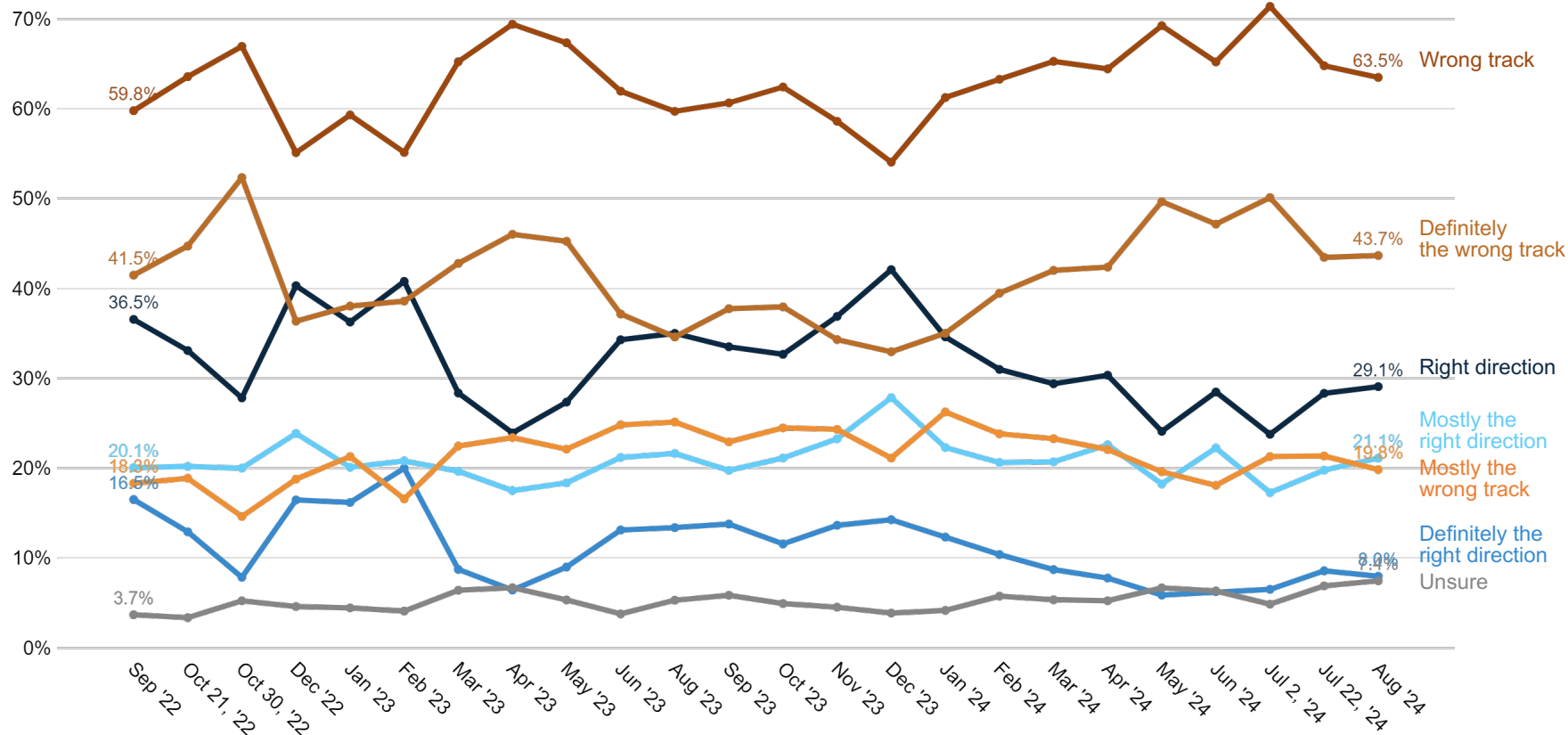
US Direction



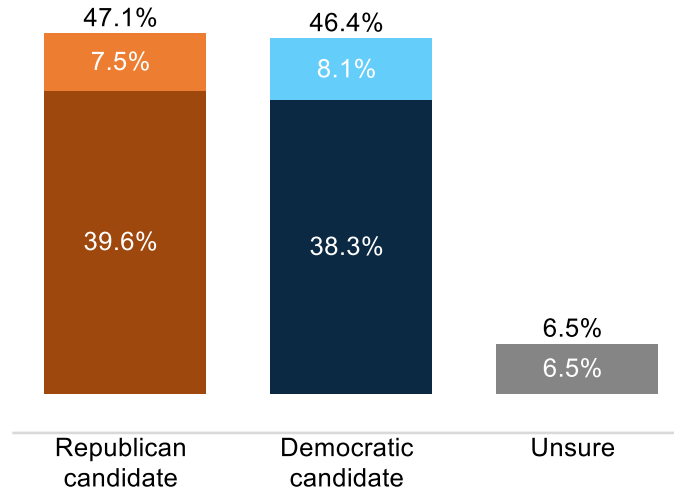
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	23%	32%	31%	30%	33%	29%	24%	33%	41%	27%	24%	9%	25%	55%	24%	52%	36%	26%	24%	32%	30%	33%	22%	18%	19%	6%	52%	37%	24%	27%	30%
Wrong track	67%	60%	62%	65%	60%	67%	66%	60%	51%	65%	69%	89%	68%	33%	70%	38%	56%	66%	69%	58%	66%	60%	68%	73%	76%	93%	36%	55%	70%	64%	63%
Definitely the right direction	6%	7%	10%	10%	11%	9%	6%	7%	15%	5%	8%	4%	4%	15%	6%	15%	13%	9%	6%	7%	10%	10%	3%	3%	2%	4%	13%	15%	6%	7%	8%
Mostly the right direction	17%	26%	21%	21%	22%	20%	18%	26%	26%	22%	16%	4%	21%	40%	18%	37%	23%	17%	18%	25%	20%	23%	19%	16%	16%	3%	39%	22%	19%	20%	22%
Mostly the wrong track	30%	17%	19%	11%	17%	14%	23%	24%	20%	20%	19%	16%	22%	23%	20%	19%	20%	21%	22%	26%	13%	18%	35%	36%	26%	15%	22%	22%	27%	24%	15%
Definitely the wrong track	37%	43%	44%	54%	43%	53%	42%	35%	31%	45%	50%	73%	46%	10%	50%	20%	36%	45%	47%	32%	53%	42%	33%	37%	50%	78%	14%	33%	42%	40%	47%
Unsure	10%	8%	6%	5%	6%	4%	10%	8%	8%	8%	6%	2%	7%	13%	6%	10%	8%	9%	8%	10%	5%	7%	9%	9%	5%	1%	13%	8%	6%	9%	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

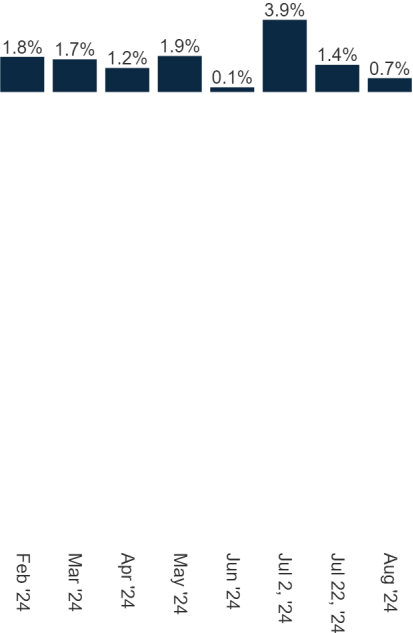


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	39%	45%	51%	55%	50%	56%	46%	36%	31%	49%	56%	94%	39%	3%	55%	13%	37%	50%	49%	35%	59%	43%	34%	25%	41%	93%	7%	45%	48%	41%	50%
Democratic candidate	52%	50%	43%	39%	43%	39%	46%	59%	63%	44%	37%	4%	44%	95%	39%	78%	58%	43%	45%	57%	35%	51%	37%	55%	31%	4%	87%	50%	41%	55%	46%
Definitely the Republican candidate	32%	40%	42%	46%	40%	48%	39%	31%	24%	41%	48%	82%	29%	1%	48%	8%	26%	41%	42%	29%	50%	35%	0%	12%	21%	83%	2%	37%	37%	36%	43%
Probably the Republican candidate	7%	5%	9%	9%	10%	8%	7%	5%	7%	7%	8%	12%	10%	1%	7%	5%	12%	10%	7%	6%	9%	8%	34%	13%	20%	10%	4%	8%	12%	5%	6%
Probably the Democratic candidate	10%	5%	11%	6%	7%	10%	7%	8%	12%	7%	7%	2%	13%	11%	6%	14%	11%	9%	6%	9%	7%	11%	37%	18%	15%	1%	12%	20%	8%	6%	6%
Definitely the Democratic candidate	42%	45%	32%	33%	36%	30%	39%	50%	51%	37%	30%	2%	31%	83%	32%	64%	47%	34%	39%	48%	27%	40%	0%	38%	16%	2%	74%	30%	33%	49%	40%
Unsure	8%	5%	6%	6%	7%	5%	7%	6%	6%	7%	7%	2%	16%	2%	6%	9%	5%	7%	6%	8%	6%	6%	29%	19%	28%	3%	6%	5%	11%	4%	4%

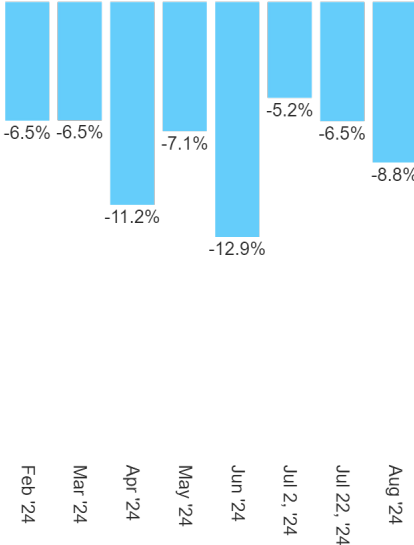
If the November 5th general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Generic Ballot Movement

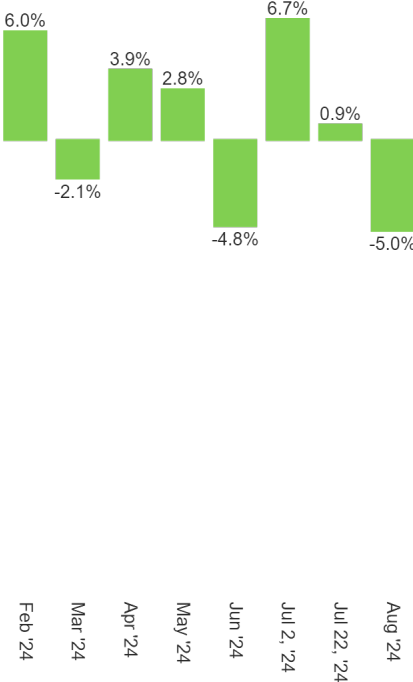
Overall (%Rep-%Dem)



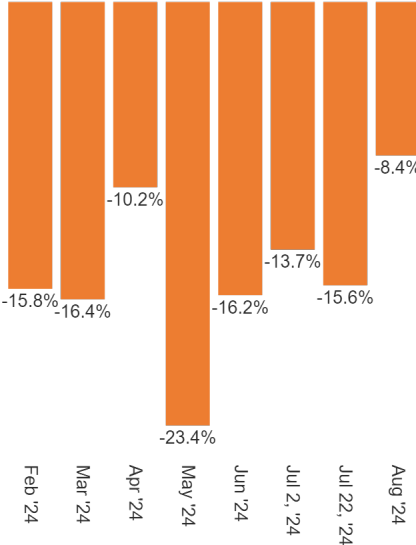
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)



Percent Change: Generic Ballot (Jul 22, '24 to Aug '24)

	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	2%	-3%	0%	0%	1%	0%	-5%	7%	-1%	0%	-2%	0%	-2%	0%	2%	-3%	0%	0%	0%	-1%	2%	-4%	-3%	4%	7%	0%	0%	0%	-1%	-5%	1%
Democratic candidate	0%	4%	0%	-2%	-3%	0%	5%	-3%	0%	0%	4%	1%	4%	1%	-2%	2%	2%	1%	0%	3%	-3%	2%	1%	-1%	-8%	1%	0%	5%	-4%	3%	0%
Definitely the Republican candidate	6%	-2%	1%	-2%	1%	-1%	-3%	9%	0%	2%	-3%	0%	2%	0%	3%	-1%	-2%	2%	2%	2%	2%	-4%	0%	4%	6%	2%	0%	8%	-3%	-2%	2%
Probably the Republican candidate	-4%	-1%	-1%	2%	-1%	1%	-2%	-2%	-1%	-2%	0%	-1%	-4%	0%	-1%	-1%	2%	-1%	-2%	-3%	0%	0%	-3%	0%	1%	-2%	0%	-8%	2%	-2%	-1%
Probably the Democratic candidate	1%	0%	0%	-2%	-3%	0%	-2%	3%	1%	-1%	1%	1%	1%	-2%	0%	-1%	-1%	1%	1%	-1%	-1%	-2%	1%	-2%	-5%	0%	0%	6%	-1%	-2%	0%
Definitely the Democratic candidate	-1%	4%	0%	0%	0%	0%	7%	-7%	-1%	1%	3%	0%	2%	3%	-2%	3%	4%	0%	-1%	4%	-2%	4%	0%	1%	-3%	1%	0%	0%	-3%	6%	0%
Unsure	-2%	-1%	1%	2%	2%	0%	0%	-4%	1%	0%	-2%	0%	-1%	-1%	1%	1%	-2%	-1%	0%	-2%	1%	1%	2%	-3%	1%	-1%	1%	-6%	4%	1%	-1%



Generic Ballot by Key Voter Groups

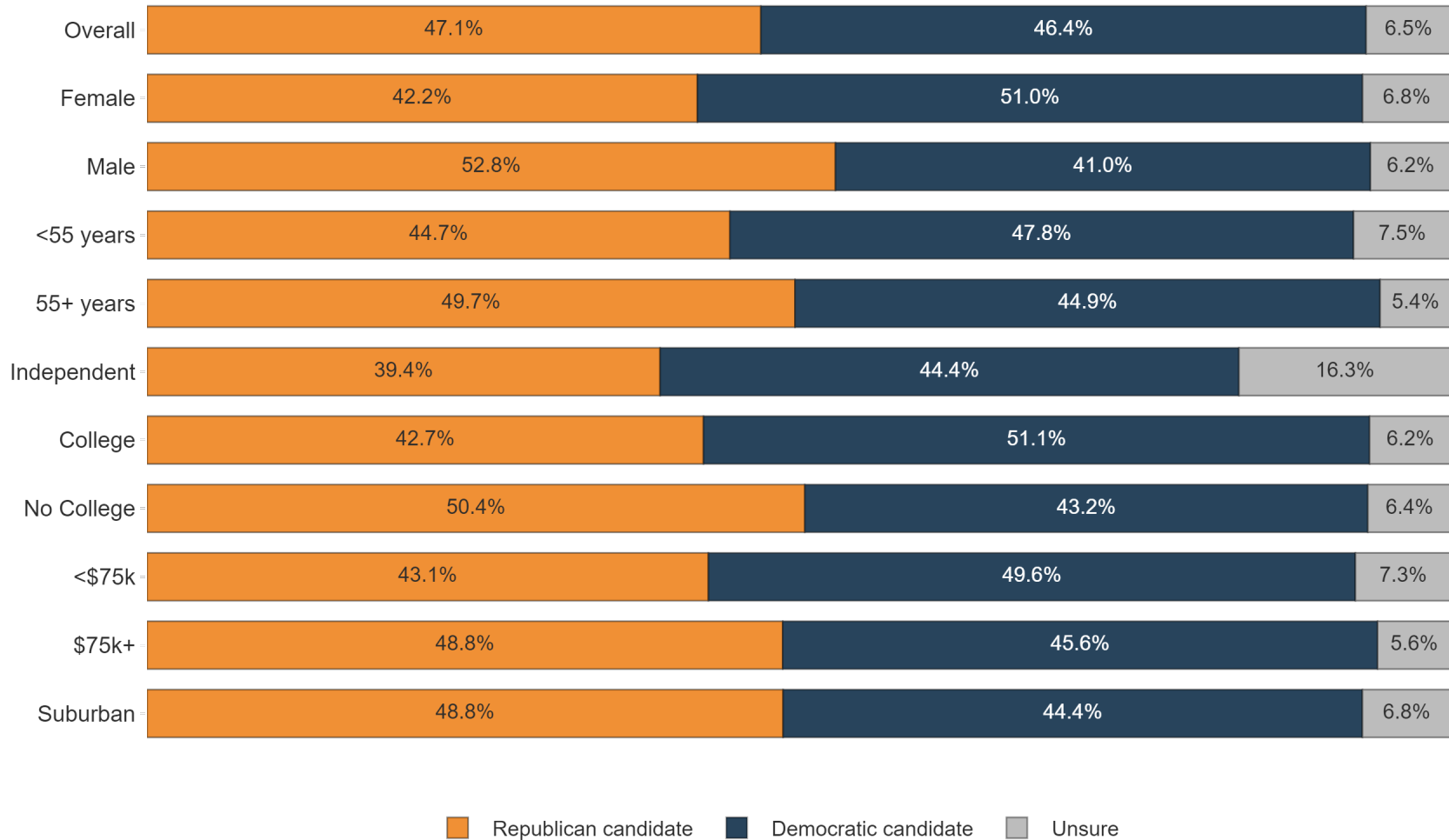


Image Tests

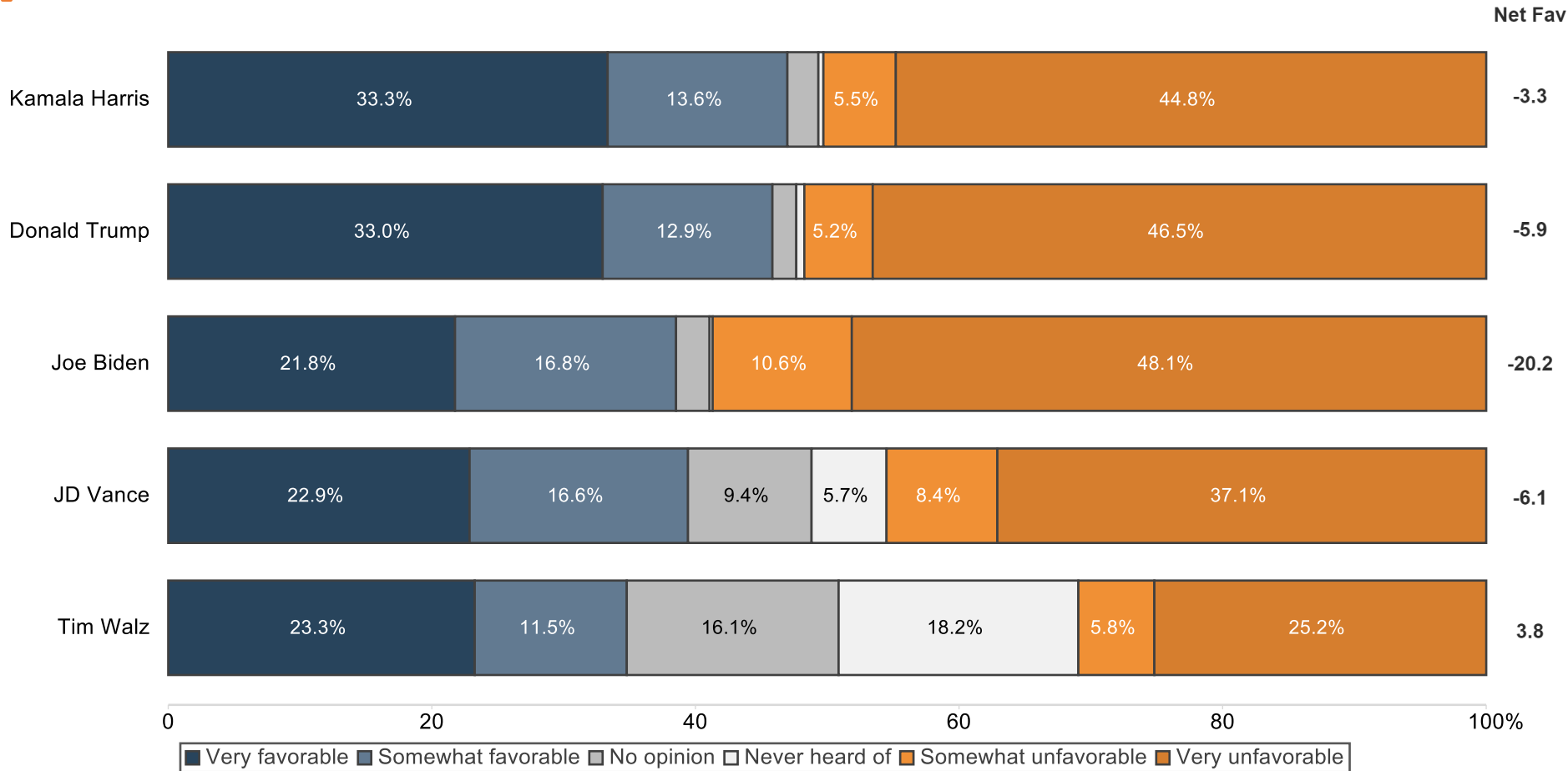


Image Tests Heatmaps

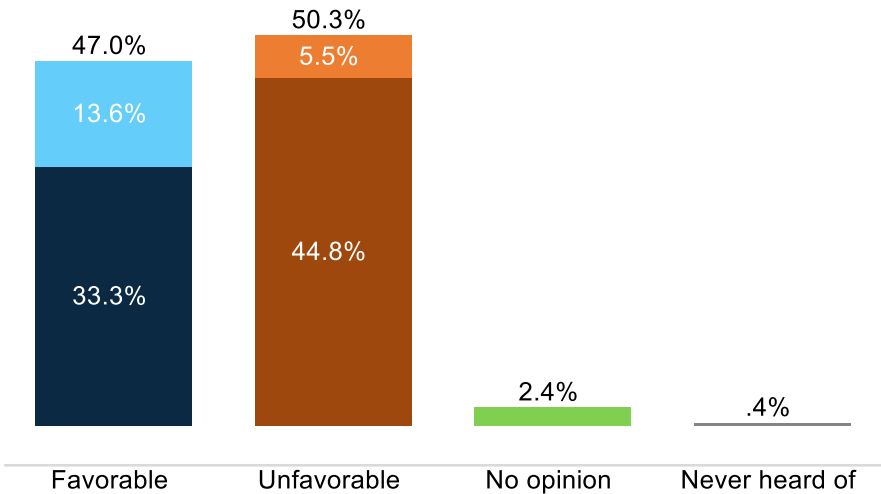
Favorable

	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	53%	48%	44%	41%	45%	41%	47%	57%	63%	45%	39%	8%	45%	91%	40%	77%	60%	45%	44%	58%	37%	52%	42%	50%	0%	5%	87%	51%	42%	55%	47%
Donald Trump	39%	44%	52%	50%	48%	54%	45%	35%	33%	45%	57%	88%	35%	7%	53%	18%	37%	51%	47%	36%	58%	42%	32%	0%	0%	90%	8%	49%	49%	40%	47%
Joe Biden	40%	44%	34%	36%	37%	32%	39%	46%	55%	36%	30%	5%	33%	79%	33%	65%	42%	36%	38%	46%	29%	43%	28%	0%	12%	4%	74%	35%	33%	42%	41%
JD Vance	29%	38%	45%	48%	47%	47%	35%	31%	27%	40%	48%	76%	30%	6%	46%	15%	29%	43%	40%	26%	54%	36%	28%	10%	21%	77%	7%	37%	37%	33%	43%
Tim Walz	36%	35%	36%	32%	40%	30%	30%	44%	45%	35%	27%	7%	32%	67%	31%	49%	43%	31%	32%	38%	28%	44%	27%	34%	15%	6%	65%	38%	28%	45%	36%

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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	43%	49%	53%	57%	54%	57%	49%	42%	34%	53%	58%	90%	51%	8%	58%	18%	36%	52%	54%	38%	62%	46%	49%	47%	100%	93%	11%	44%	54%	45%	52%
Donald Trump	59%	54%	44%	48%	51%	43%	52%	64%	64%	52%	42%	10%	63%	90%	46%	77%	56%	46%	53%	61%	40%	55%	61%	100%	100%	9%	90%	44%	49%	58%	52%
Joe Biden	57%	53%	64%	62%	61%	65%	58%	51%	43%	61%	66%	93%	62%	20%	65%	31%	54%	61%	60%	50%	69%	54%	64%	100%	85%	95%	23%	60%	63%	56%	58%
JD Vance	49%	48%	41%	44%	45%	40%	41%	60%	55%	46%	38%	11%	50%	81%	42%	61%	46%	39%	45%	53%	36%	52%	42%	72%	64%	10%	79%	38%	42%	53%	47%
Tim Walz	26%	27%	35%	38%	35%	38%	25%	27%	19%	31%	40%	56%	27%	6%	36%	12%	20%	35%	34%	18%	43%	27%	21%	23%	38%	58%	7%	26%	26%	29%	34%

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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	Old/D/BIHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	53%	48%	44%	41%	45%	41%	47%	57%	63%	45%	39%	8%	45%	91%	40%	77%	60%	45%	44%	58%	37%	52%	42%	50%	5%	87%	51%	42%	55%	47%
Unfavorable Total	43%	49%	53%	57%	54%	57%	49%	42%	34%	53%	58%	90%	51%	8%	58%	18%	36%	52%	54%	38%	62%	46%	49%	47%	93%	11%	44%	54%	45%	52%
Very favorable	38%	37%	28%	30%	29%	29%	34%	42%	48%	31%	25%	4%	26%	71%	28%	60%	37%	30%	32%	43%	27%	33%	21%	19%	3%	65%	36%	28%	34%	35%
Somewhat favorable	16%	11%	16%	11%	16%	12%	13%	15%	15%	13%	13%	5%	18%	20%	12%	17%	23%	14%	12%	15%	10%	18%	21%	32%	2%	22%	16%	13%	21%	12%
Somewhat unfavorable	9%	2%	7%	4%	7%	4%	5%	6%	7%	6%	4%	5%	10%	2%	5%	6%	3%	6%	4%	7%	5%	6%	16%	17%	6%	3%	9%	8%	7%	3%
Very unfavorable	35%	47%	46%	54%	47%	53%	44%	36%	28%	47%	54%	84%	41%	6%	53%	13%	32%	46%	49%	31%	56%	40%	33%	29%	87%	8%	35%	46%	37%	49%
No opinion	3%	3%	2%	1%	1%	2%	4%	1%	3%	2%	3%	2%	4%	1%	2%	4%	3%	3%	2%	4%	1%	2%	8%	3%	2%	2%	4%	4%	0%	1%
Never heard of	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

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

Trend: Kamala Harris Image

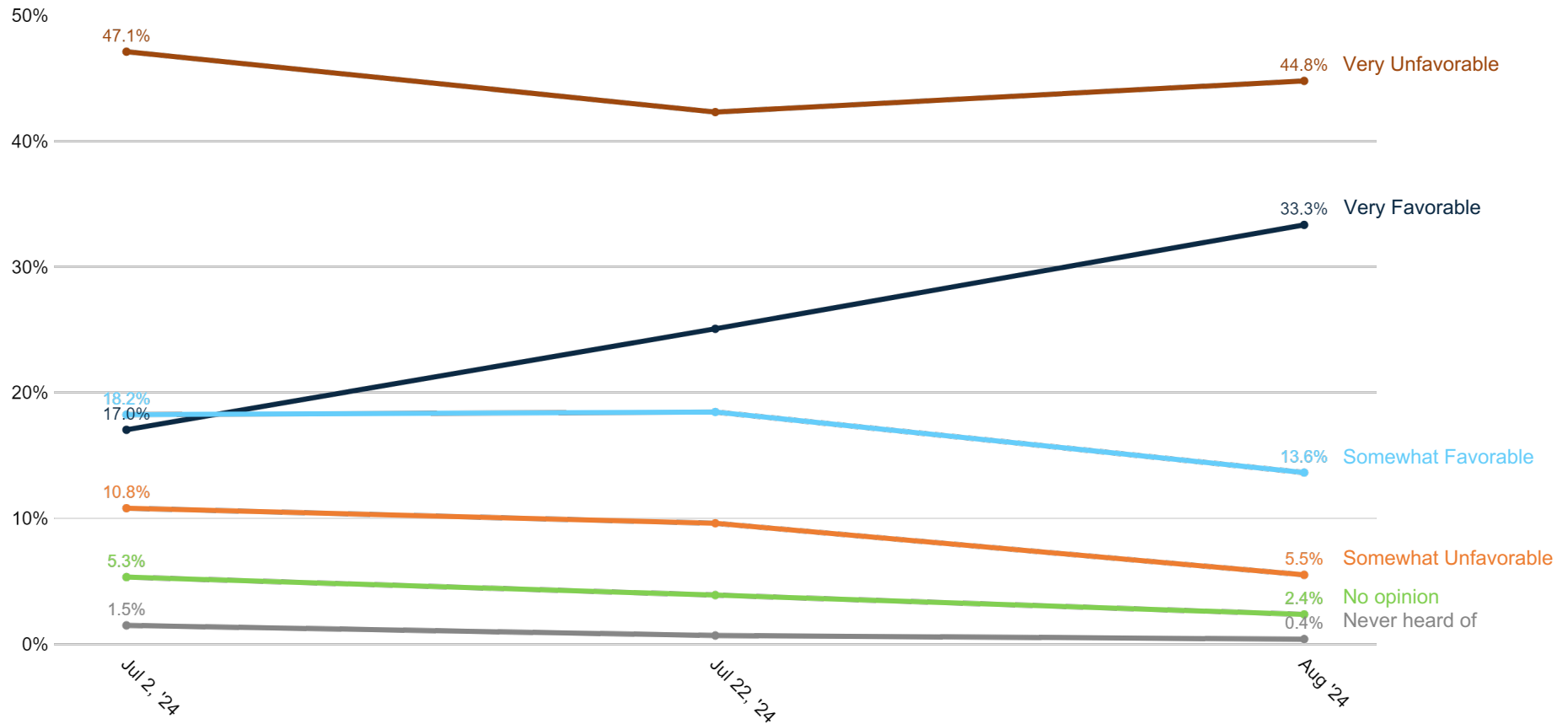
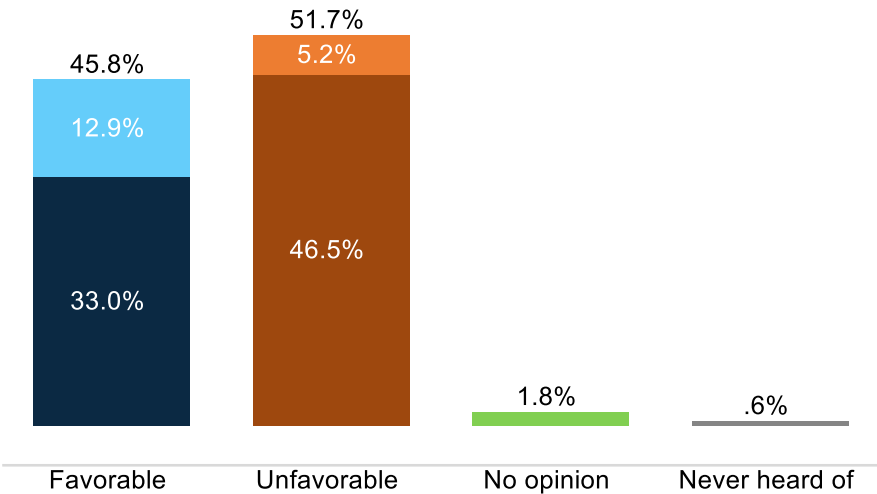


Image: Donald Trump



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	39%	44%	52%	50%	48%	54%	45%	35%	33%	45%	57%	88%	35%	7%	53%	18%	37%	51%	47%	36%	58%	42%	32%	90%	8%	49%	49%	40%	47%
Unfavorable Total	59%	54%	44%	48%	51%	43%	52%	64%	64%	52%	42%	10%	63%	90%	46%	77%	56%	46%	53%	61%	40%	55%	61%	9%	90%	44%	49%	58%	52%
Very favorable	25%	34%	38%	37%	33%	41%	34%	23%	24%	33%	41%	67%	22%	4%	39%	12%	28%	35%	33%	26%	42%	30%	12%	67%	4%	35%	33%	27%	35%
Somewhat favorable	14%	10%	14%	14%	15%	13%	12%	12%	10%	13%	16%	21%	14%	4%	14%	6%	9%	17%	14%	10%	16%	11%	20%	22%	4%	14%	16%	14%	12%
Somewhat unfavorable	7%	3%	5%	6%	6%	5%	5%	4%	6%	5%	6%	3%	12%	4%	5%	7%	2%	7%	5%	5%	5%	7%	16%	5%	4%	6%	6%	5%	4%
Very unfavorable	52%	51%	39%	42%	45%	37%	46%	60%	59%	47%	36%	8%	51%	86%	41%	70%	53%	39%	48%	56%	35%	49%	45%	4%	86%	37%	43%	53%	48%
No opinion	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	3%	6%	2%	0%	3%	1%	2%	6%	1%	2%	5%	2%	1%	1%
Never heard of	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	3%	0%	1%	0%

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

Trend: Donald Trump Image

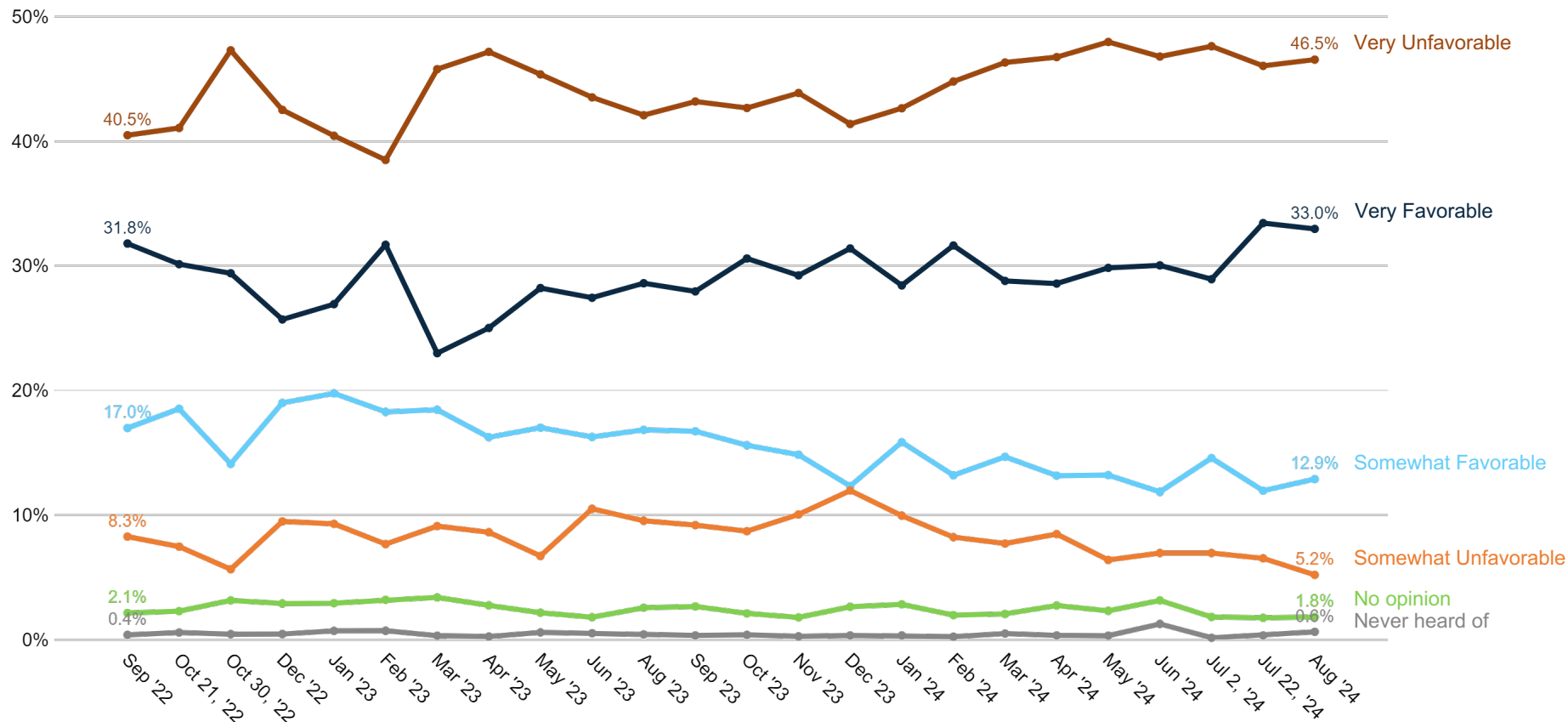
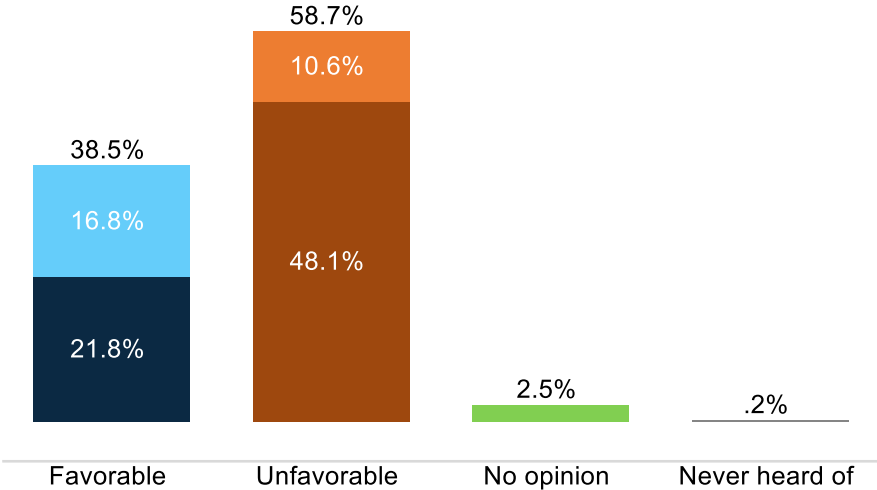


Image: Joe Biden



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	44%	34%	36%	37%	32%	39%	46%	55%	36%	30%	5%	33%	79%	33%	65%	42%	36%	38%	46%	29%	43%	28%	12%	4%	74%	35%	33%	42%	41%
Unfavorable Total	57%	53%	64%	62%	61%	65%	58%	51%	43%	61%	66%	93%	62%	20%	65%	31%	54%	61%	60%	50%	69%	54%	64%	85%	95%	23%	60%	63%	56%	58%
Very favorable	18%	29%	19%	21%	18%	21%	22%	26%	33%	20%	16%	3%	15%	47%	17%	44%	24%	19%	21%	27%	16%	24%	12%	5%	2%	43%	24%	15%	22%	24%
Somewhat favorable	21%	15%	15%	15%	19%	12%	17%	20%	21%	16%	14%	2%	18%	32%	15%	21%	18%	17%	17%	19%	13%	19%	16%	8%	1%	32%	11%	18%	20%	17%
Somewhat unfavorable	15%	5%	14%	8%	11%	11%	8%	13%	12%	11%	9%	6%	17%	12%	9%	15%	13%	11%	7%	13%	10%	12%	19%	27%	5%	12%	20%	13%	14%	7%
Very unfavorable	43%	47%	50%	54%	50%	54%	49%	38%	30%	50%	58%	87%	45%	8%	56%	15%	42%	49%	52%	37%	59%	42%	45%	59%	89%	11%	40%	51%	42%	51%
No opinion	3%	3%	2%	2%	1%	2%	3%	2%	2%	2%	4%	2%	5%	1%	2%	4%	3%	3%	2%	4%	1%	3%	7%	2%	2%	2%	5%	4%	2%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

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

Trend: Joe Biden Image

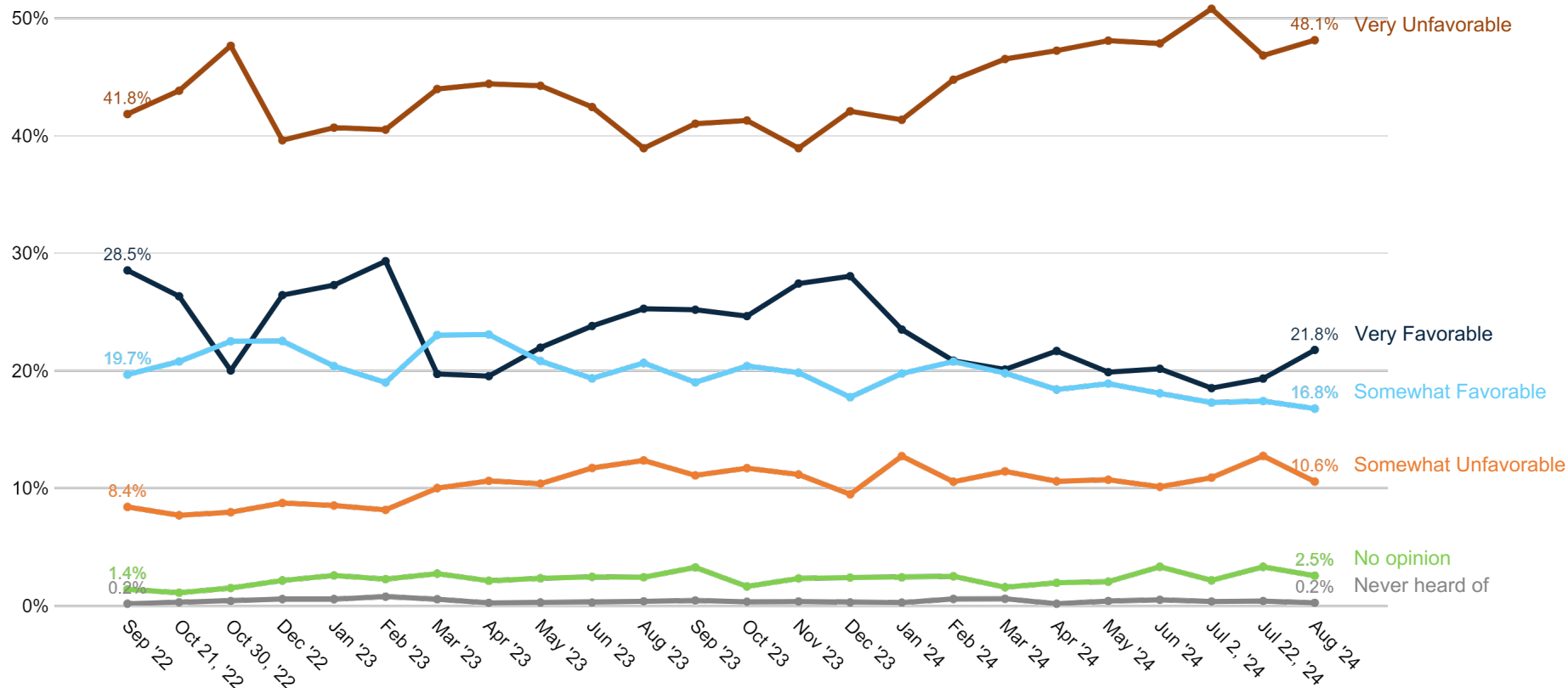
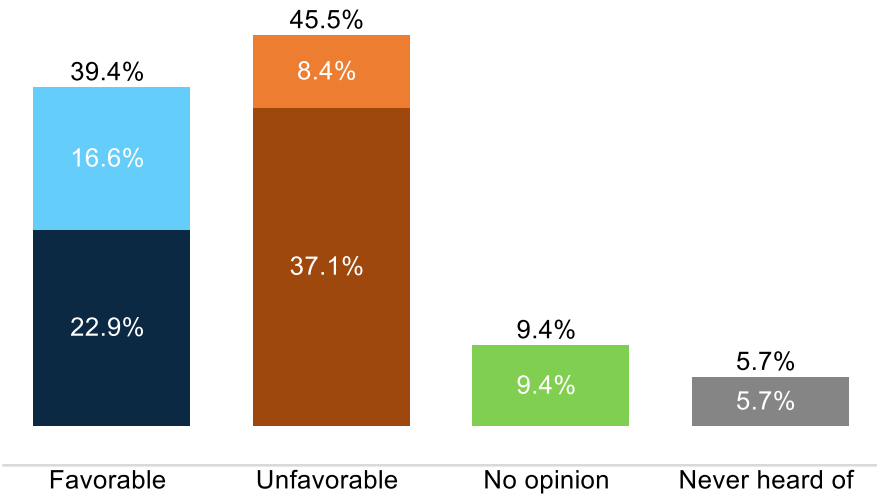


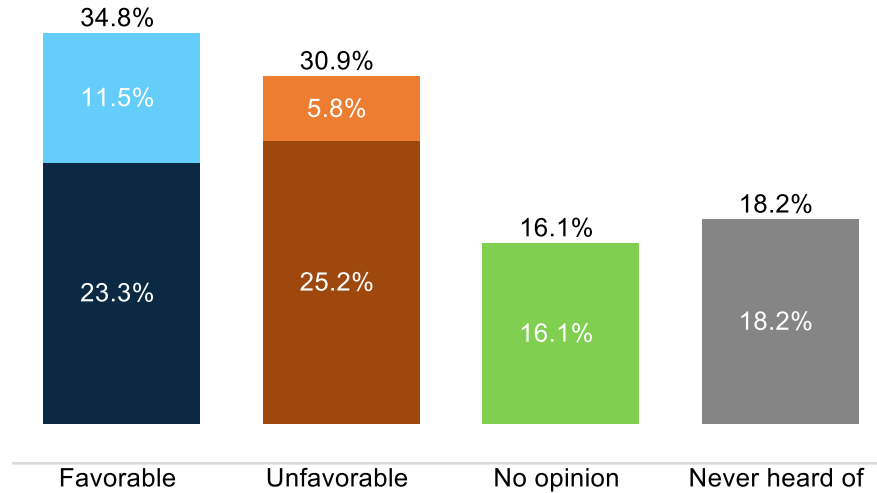
Image: JD Vance



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	29%	38%	45%	48%	47%	47%	35%	31%	27%	40%	48%	76%	30%	6%	46%	15%	29%	43%	40%	26%	54%	36%	28%	10%	21%	77%	7%	37%	37%	33%	43%
Unfavorable Total	49%	48%	41%	44%	45%	40%	41%	60%	55%	46%	38%	11%	50%	81%	42%	61%	46%	39%	45%	53%	36%	52%	42%	72%	64%	10%	79%	38%	42%	53%	47%
Very favorable	13%	24%	28%	29%	25%	31%	19%	17%	14%	23%	29%	48%	12%	3%	28%	6%	14%	25%	25%	12%	35%	19%	7%	1%	2%	48%	3%	17%	19%	21%	27%
Somewhat favorable	16%	15%	17%	20%	21%	16%	16%	14%	13%	17%	19%	28%	18%	3%	18%	9%	16%	18%	16%	15%	19%	17%	21%	9%	18%	29%	4%	20%	18%	12%	17%
Somewhat unfavorable	9%	8%	9%	8%	10%	7%	7%	11%	9%	9%	7%	5%	12%	9%	8%	8%	5%	9%	9%	9%	8%	9%	17%	18%	23%	5%	11%	9%	13%	7%	7%
Very unfavorable	40%	39%	32%	36%	35%	34%	34%	49%	45%	37%	31%	6%	38%	71%	34%	53%	41%	30%	36%	44%	28%	43%	25%	54%	41%	4%	69%	29%	30%	46%	40%
No opinion	12%	10%	10%	5%	7%	8%	14%	6%	9%	10%	9%	10%	13%	6%	8%	12%	14%	12%	10%	11%	7%	8%	18%	9%	12%	11%	7%	17%	16%	8%	6%
Never heard of	10%	4%	5%	3%	2%	5%	10%	3%	10%	5%	5%	3%	7%	7%	3%	12%	11%	6%	5%	10%	3%	4%	12%	9%	4%	2%	7%	8%	5%	5%	4%

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

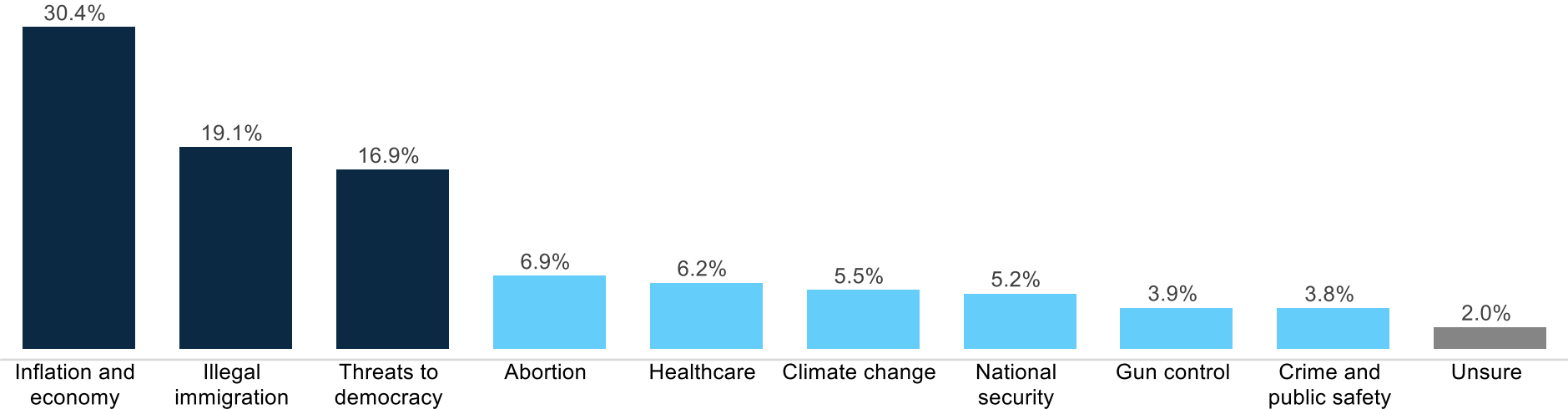
Image: Tim Walz



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	36%	35%	36%	32%	40%	30%	30%	44%	45%	35%	27%	7%	32%	67%	31%	49%	43%	31%	32%	38%	28%	44%	27%	34%	15%	6%	65%	38%	28%	45%	36%
Unfavorable Total	26%	27%	35%	38%	35%	38%	25%	27%	19%	31%	40%	56%	27%	6%	36%	12%	20%	35%	34%	18%	43%	27%	21%	23%	38%	58%	7%	26%	26%	29%	34%
Very favorable	26%	24%	22%	20%	25%	18%	21%	32%	30%	24%	17%	4%	18%	48%	21%	33%	29%	21%	22%	29%	18%	27%	12%	22%	5%	3%	44%	24%	20%	29%	24%
Somewhat favorable	10%	11%	14%	12%	15%	12%	9%	13%	15%	11%	9%	3%	14%	19%	10%	16%	15%	10%	11%	10%	11%	17%	15%	12%	10%	3%	20%	14%	8%	15%	12%
Somewhat unfavorable	7%	4%	6%	6%	5%	7%	5%	6%	5%	5%	7%	8%	6%	3%	5%	5%	4%	8%	6%	5%	7%	5%	10%	10%	13%	7%	3%	6%	6%	2%	5%
Very unfavorable	18%	23%	29%	33%	31%	31%	20%	21%	14%	26%	33%	48%	22%	4%	30%	7%	16%	27%	28%	13%	36%	22%	10%	13%	26%	50%	4%	20%	20%	26%	29%
No opinion	18%	18%	14%	13%	13%	14%	20%	14%	17%	17%	14%	16%	19%	13%	16%	20%	18%	17%	16%	20%	14%	14%	25%	20%	23%	16%	14%	21%	18%	14%	14%
Never heard of	21%	20%	15%	16%	12%	18%	25%	14%	19%	17%	19%	20%	22%	13%	18%	19%	18%	18%	18%	23%	16%	14%	27%	23%	23%	21%	14%	15%	27%	13%	16%

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

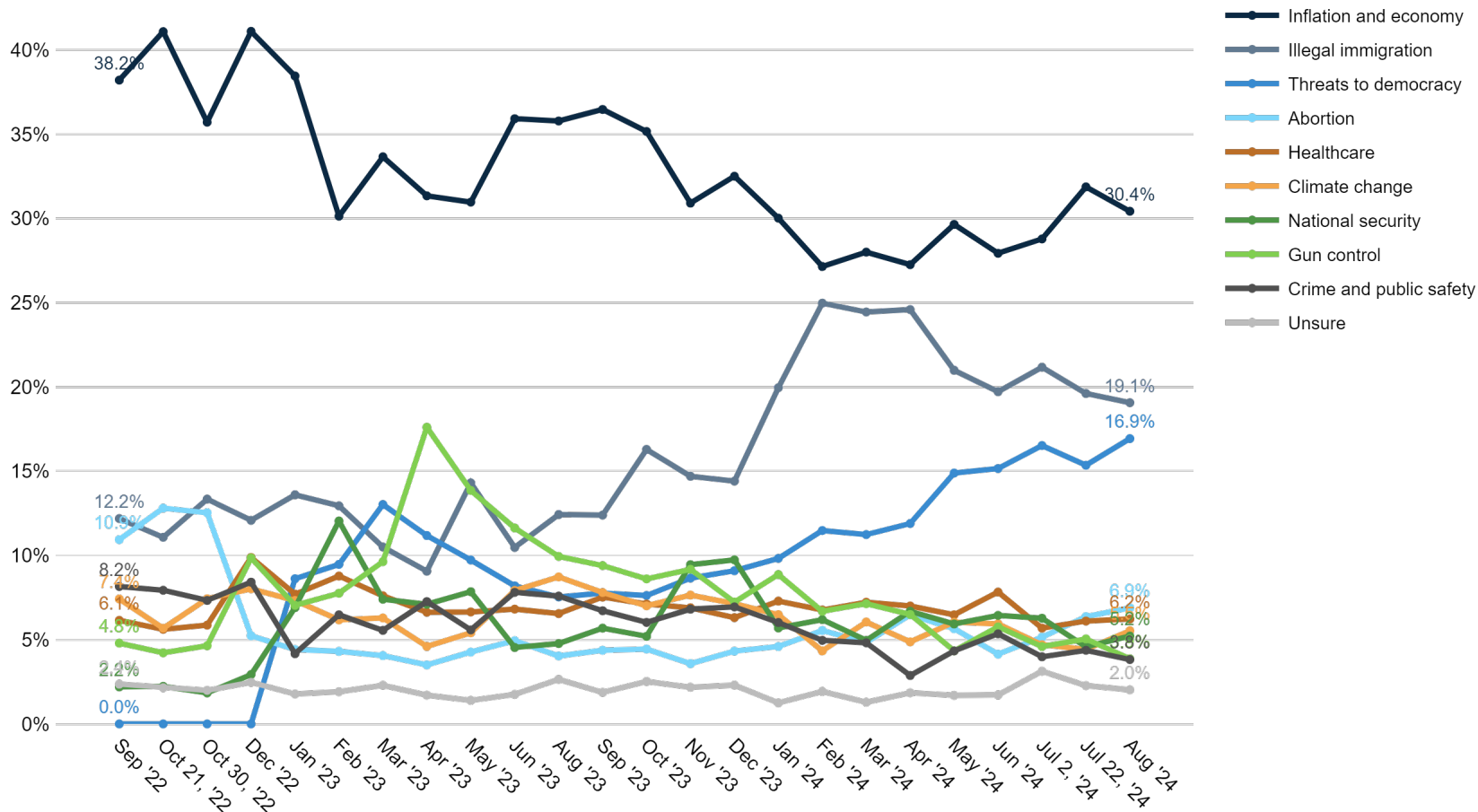
Top Priority



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	38%	24%	37%	21%	30%	29%	34%	27%	29%	30%	33%	38%	35%	19%	31%	23%	36%	38%	33%	29%	30%	29%	38%	35%	36%	38%	21%	30%	35%	34%	28%
Illegal immigration	11%	23%	16%	29%	21%	23%	18%	15%	9%	22%	21%	34%	18%	4%	23%	4%	13%	14%	21%	12%	25%	17%	15%	12%	21%	38%	3%	8%	18%	15%	22%
Threats to democracy	10%	21%	15%	23%	17%	20%	13%	19%	16%	17%	17%	8%	17%	27%	16%	30%	11%	14%	16%	15%	19%	17%	12%	18%	11%	6%	29%	12%	12%	15%	20%
Abortion	10%	6%	6%	4%	5%	5%	8%	9%	8%	8%	5%	2%	4%	13%	6%	5%	9%	8%	8%	9%	5%	6%	3%	5%	2%	2%	11%	5%	9%	9%	6%
Healthcare	7%	5%	7%	5%	7%	5%	6%	7%	11%	6%	4%	3%	6%	9%	6%	8%	9%	6%	4%	9%	5%	8%	10%	9%	8%	2%	10%	13%	8%	5%	5%
Climate change	6%	4%	9%	2%	6%	5%	3%	8%	6%	5%	7%	1%	6%	10%	6%	4%	6%	5%	5%	6%	4%	8%	4%	7%	2%	1%	10%	8%	4%	9%	5%
National security	4%	7%	3%	6%	4%	5%	6%	6%	5%	5%	6%	8%	5%	2%	6%	4%	3%	4%	5%	6%	5%	3%	5%	4%	8%	8%	3%	8%	7%	5%	5%
Gun control	5%	4%	3%	3%	3%	3%	4%	5%	6%	4%	2%	1%	3%	8%	3%	10%	4%	3%	4%	6%	1%	5%	3%	6%	6%	1%	7%	3%	3%	1%	4%
Crime and public safety	5%	3%	3%	4%	3%	4%	6%	2%	7%	2%	4%	3%	3%	4%	2%	10%	9%	5%	3%	5%	4%	3%	6%	2%	4%	4%	4%	8%	3%	4%	3%
Unsure	2%	2%	2%	2%	3%	1%	2%	2%	3%	2%	2%	1%	3%	2%	2%	3%	0%	2%	2%	2%	2%	2%	3%	2%	3%	1%	3%	5%	0%	2%	2%

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

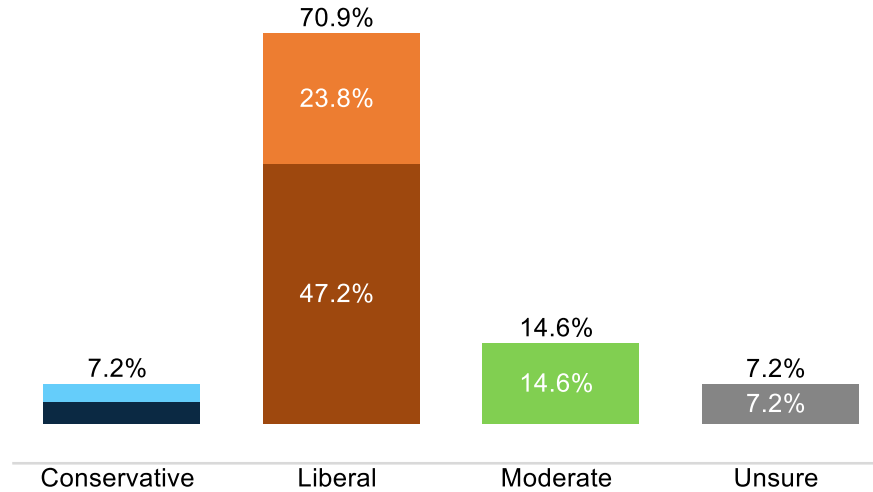
Trend: Top Priority



Percent Change: Top Priority (Jul 22, '24 to Aug '24)

	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	-1%	-2%	3%	-6%	-3%	-1%	-2%	0%	1%	-2%	-3%	-2%	2%	-4%	1%	-12%	-1%	2%	0%	-4%	-1%	-2%	-5%	-8%	-12%	1%	-4%	-7%	-2%	7%	-1%
Illegal immigration	3%	-2%	-4%	0%	1%	-5%	0%	2%	-5%	2%	-3%	-2%	-1%	0%	0%	0%	2%	-2%	2%	0%	-1%	-4%	2%	0%	8%	0%	-1%	-2%	1%	-8%	-1%
Threats to democracy	-1%	2%	2%	4%	-2%	7%	2%	-3%	0%	1%	6%	2%	5%	0%	0%	10%	-5%	1%	-1%	2%	2%	4%	5%	9%	7%	1%	1%	5%	0%	-3%	1%
Abortion	2%	-2%	1%	0%	1%	1%	0%	0%	-1%	1%	1%	0%	-2%	3%	-1%	-1%	2%	1%	-1%	1%	0%	2%	-2%	-3%	-6%	0%	1%	-3%	3%	-1%	1%
Healthcare	-3%	2%	0%	2%	3%	-1%	-2%	2%	3%	0%	-2%	-1%	0%	1%	1%	-3%	0%	0%	-2%	1%	1%	1%	3%	3%	1%	-1%	2%	2%	1%	-2%	1%
Climate change	1%	0%	3%	1%	0%	3%	1%	0%	0%	0%	4%	0%	2%	2%	1%	1%	2%	1%	-1%	3%	1%	3%	0%	0%	-3%	0%	2%	1%	0%	6%	1%
National security	1%	3%	-1%	-1%	-1%	-1%	2%	2%	2%	0%	2%	3%	-2%	-1%	1%	0%	-1%	0%	3%	0%	0%	-3%	-1%	0%	4%	2%	1%	3%	3%	0%	0%
Gun control	-2%	-1%	-2%	0%	0%	-2%	-2%	-1%	-2%	0%	-2%	0%	0%	-2%	-2%	1%	-1%	-2%	-2%	-2%	-1%	0%	-1%	0%	-1%	-1%	-2%	-2%	-4%	-3%	0%
Crime and public safety	0%	-1%	-2%	0%	-1%	0%	1%	-2%	1%	-1%	-1%	-2%	-2%	1%	-1%	3%	2%	0%	0%	0%	-1%	-2%	1%	1%	1%	0%	-1%	0%	0%	1%	-1%
Unsure	0%	-1%	0%	0%	1%	-1%	0%	0%	1%	0%	-1%	1%	-1%	0%	0%	1%	-1%	-1%	0%	-1%	0%	0%	-2%	-1%	1%	0%	0%	4%	-2%	2%	-1%

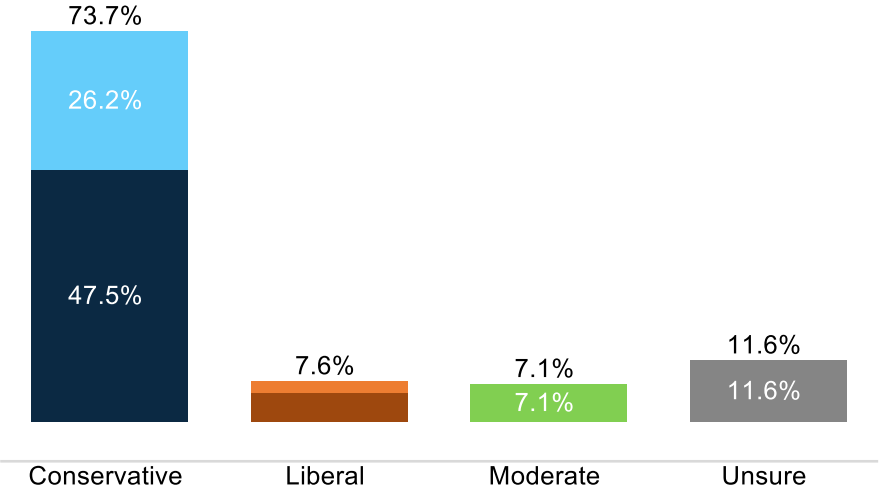
Harris Ideology



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	9%	5%	8%	6%	6%	8%	9%	5%	10%	6%	8%	7%	4%	10%	6%	12%	14%	7%	5%	10%	6%	8%	10%	11%	8%	6%	9%	22%	7%	3%	5%
Moderate	17%	14%	15%	12%	14%	12%	14%	18%	22%	12%	13%	3%	19%	24%	11%	31%	20%	16%	14%	17%	12%	15%	20%	20%	13%	2%	25%	19%	11%	17%	13%
Liberal	66%	72%	72%	74%	77%	71%	66%	74%	62%	75%	70%	84%	67%	61%	78%	45%	57%	70%	76%	63%	76%	70%	54%	58%	70%	86%	60%	49%	72%	73%	77%
Very conservative	5%	3%	4%	4%	3%	5%	5%	2%	4%	3%	5%	4%	3%	5%	3%	7%	6%	4%	2%	5%	3%	6%	5%	3%	6%	3%	5%	13%	3%	1%	3%
Somewhat conservative	5%	3%	3%	2%	2%	3%	5%	2%	6%	2%	3%	2%	1%	5%	3%	5%	8%	3%	2%	5%	3%	2%	5%	8%	2%	2%	5%	9%	5%	2%	2%
Somewhat liberal	26%	25%	22%	22%	26%	18%	21%	33%	25%	26%	19%	5%	26%	43%	24%	25%	22%	20%	25%	26%	18%	28%	21%	26%	22%	4%	43%	18%	25%	24%	26%
Very liberal	40%	47%	51%	53%	50%	53%	45%	41%	37%	49%	51%	79%	42%	17%	54%	20%	35%	50%	50%	36%	58%	42%	33%	32%	48%	82%	17%	31%	46%	48%	51%
Unsure	7%	9%	6%	7%	3%	8%	11%	4%	6%	7%	10%	6%	9%	5%	6%	12%	8%	7%	6%	10%	5%	7%	16%	11%	9%	6%	6%	10%	10%	7%	5%

How would you describe Kamala Harris' political ideology and beliefs?

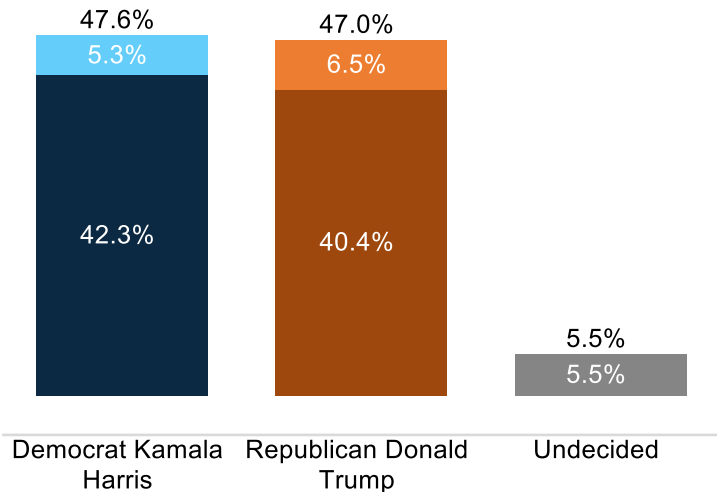
Trump Ideology



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	75%	73%	72%	74%	77%	70%	69%	82%	67%	77%	72%	82%	69%	68%	79%	49%	68%	68%	79%	69%	74%	73%	61%	76%	73%	83%	69%	65%	70%	80%	78%				
Moderate	7%	5%	13%	4%	8%	9%	7%	5%	6%	6%	9%	9%	10%	3%	7%	7%	6%	12%	6%	6%	11%	5%	11%	5%	7%	10%	3%	11%	9%	5%	5%				
Liberal	10%	5%	8%	8%	6%	10%	10%	3%	12%	6%	8%	5%	6%	11%	6%	18%	9%	10%	6%	9%	7%	10%	11%	8%	8%	4%	10%	13%	11%	5%	5%				
Very conservative	53%	49%	41%	45%	43%	43%	47%	59%	47%	49%	44%	43%	38%	59%	49%	39%	48%	41%	50%	53%	43%	44%	35%	55%	42%	40%	57%	43%	46%	58%	49%				
Somewhat conservative	22%	24%	31%	29%	34%	27%	22%	24%	20%	28%	28%	40%	31%	9%	30%	10%	20%	26%	29%	17%	31%	29%	26%	21%	31%	43%	12%	23%	23%	22%	29%				
Somewhat liberal	3%	1%	2%	2%	3%	2%	3%	1%	3%	2%	2%	2%	3%	2%	2%	3%	3%	3%	1%	3%	2%	3%	5%	3%	5%	2%	2%	3%	4%	2%	1%				
Very liberal	7%	4%	5%	6%	3%	7%	7%	2%	9%	4%	6%	3%	3%	9%	4%	15%	6%	6%	4%	6%	5%	6%	6%	5%	3%	2%	8%	10%	7%	3%	4%				
Unsure	8%	18%	7%	14%	9%	11%	15%	10%	14%	11%	11%	3%	15%	17%	8%	27%	17%	10%	9%	16%	9%	12%	17%	11%	13%	3%	18%	11%	10%	11%	11%				

How would you describe Donald Trump’s political ideology and beliefs?

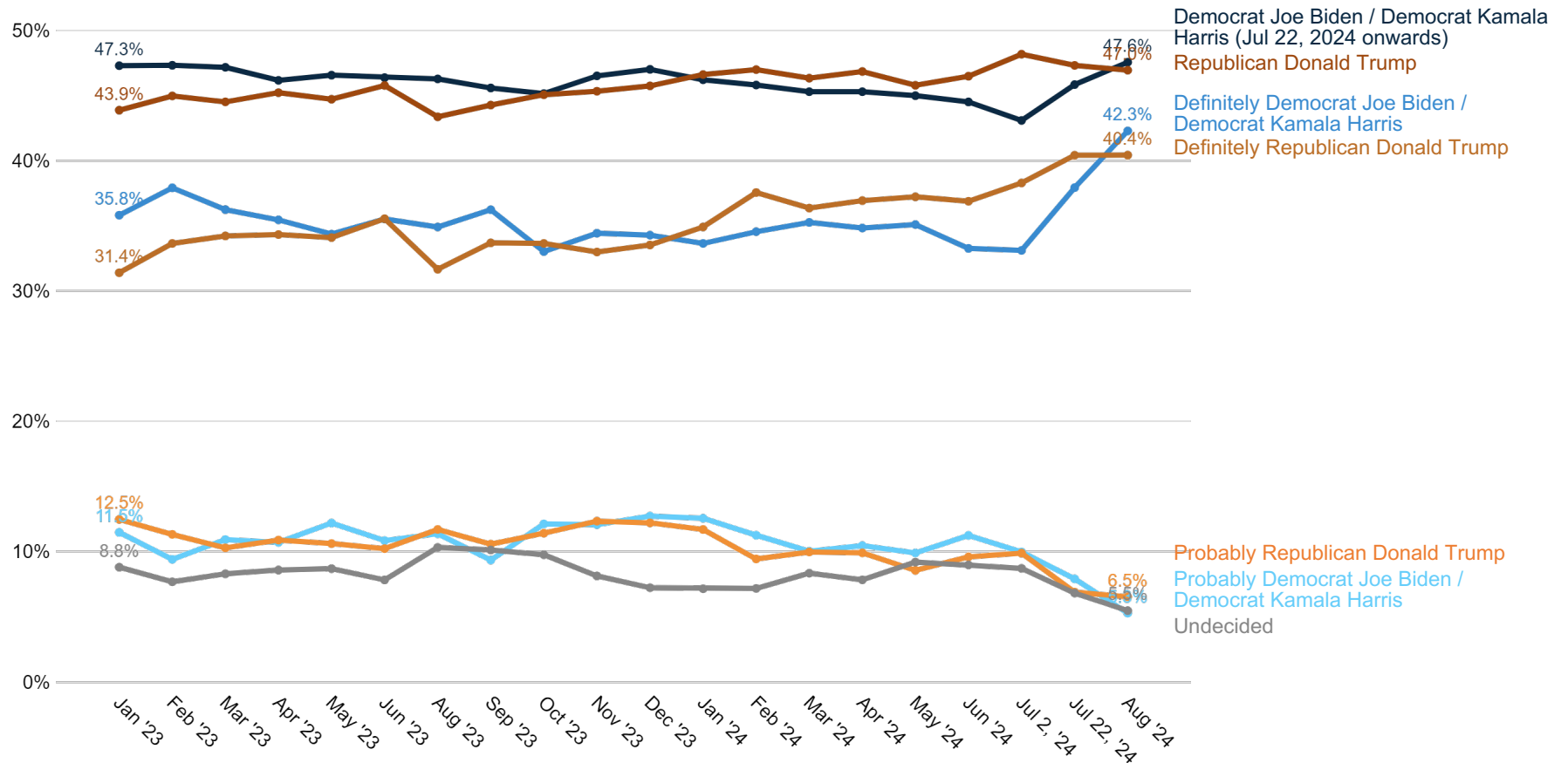
Harris v Trump



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	54%	51%	42%	41%	45%	39%	48%	60%	64%	46%	38%	5%	47%	94%	40%	78%	56%	44%	48%	58%	36%	51%	44%	61%	31%	2%	91%	48%	43%	56%	48%
Republican Donald Trump	39%	45%	53%	53%	50%	56%	47%	34%	30%	49%	57%	92%	39%	4%	55%	14%	38%	51%	49%	35%	59%	44%	34%	18%	33%	95%	4%	48%	50%	40%	49%
Definitely Democrat Kamala Harris	46%	47%	36%	38%	41%	34%	41%	55%	58%	41%	33%	3%	37%	89%	36%	69%	50%	36%	43%	51%	33%	44%	25%	46%	19%	2%	83%	36%	37%	52%	45%
Probably Democrat Kamala Harris	8%	4%	6%	3%	4%	5%	6%	5%	6%	5%	5%	3%	10%	5%	4%	9%	5%	7%	5%	7%	3%	7%	18%	15%	13%	1%	7%	12%	5%	4%	3%
Probably Republican Donald Trump	8%	3%	9%	6%	8%	7%	7%	4%	4%	7%	8%	9%	9%	2%	5%	9%	7%	9%	6%	5%	7%	8%	19%	8%	14%	11%	2%	12%	10%	6%	4%
Definitely Republican Donald Trump	31%	42%	43%	47%	42%	48%	40%	30%	26%	42%	49%	83%	30%	3%	50%	5%	31%	41%	43%	29%	52%	35%	15%	10%	18%	85%	3%	36%	40%	34%	44%
Undecided	7%	4%	5%	6%	5%	5%	5%	6%	6%	5%	5%	3%	14%	2%	5%	8%	6%	5%	3%	8%	5%	5%	22%	20%	36%	2%	5%	4%	8%	4%	4%

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

Trend: Harris (Biden) v Trump



Percent Change: Harris v Trump (Jul 22, '24 to Aug '24)

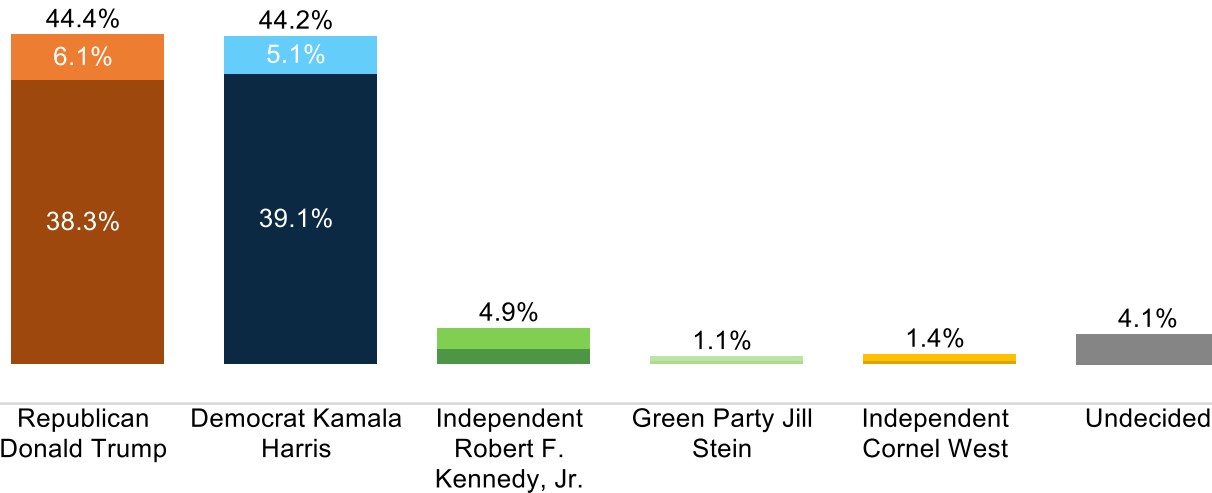
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	1%	5%	0%	1%	0%	1%	7%	-3%	2%	1%	5%	2%	3%	3%	0%	0%	0%	2%	3%	3%	-1%	4%	7%	3%	-4%	0%	4%	-1%	0%	3%	2%
Republican Donald Trump	2%	-4%	0%	0%	2%	-1%	-4%	4%	-2%	-1%	-1%	-1%	-1%	-1%	2%	-2%	2%	1%	1%	-2%	2%	-3%	-3%	1%	2%	2%	-3%	5%	-1%	-4%	-1%
Definitely Democrat Kamala Harris	2%	8%	4%	4%	4%	3%	9%	-1%	5%	4%	6%	1%	5%	10%	1%	9%	8%	2%	4%	6%	2%	6%	12%	9%	1%	1%	9%	3%	4%	5%	4%
Probably Democrat Kamala Harris	-2%	-3%	-3%	-3%	-4%	-2%	-3%	-2%	-3%	-3%	-1%	1%	-2%	-8%	-1%	-9%	-8%	0%	-1%	-3%	-4%	-2%	-5%	-6%	-5%	0%	-5%	-4%	-5%	-1%	-2%
Probably Republican Donald Trump	0%	-2%	1%	0%	0%	1%	-1%	0%	-2%	-1%	2%	0%	-2%	-1%	-2%	4%	1%	2%	0%	-2%	0%	1%	-1%	-3%	-3%	2%	-2%	2%	2%	-1%	-2%
Definitely Republican Donald Trump	3%	-2%	-1%	0%	2%	-2%	-3%	4%	0%	0%	-3%	-1%	1%	0%	3%	-6%	2%	-2%	1%	0%	2%	-4%	-2%	4%	5%	0%	-1%	4%	-2%	-3%	1%
Undecided	-3%	-1%	-1%	-1%	-2%	0%	-3%	-1%	0%	-1%	-4%	-2%	-1%	-2%	-2%	2%	-2%	-3%	-3%	-1%	-1%	-2%	-4%	-4%	2%	-2%	-1%	-4%	1%	0%	-2%

Percent Change: Generic Ballot to Harris 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 Married	F Unmarried	M Married	M Unmarried	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	2%	1%	0%	2%	1%	0%	1%	2%	1%	2%	1%	1%	3%	-1%	2%	0%	-2%	1%	2%	1%	1%	0%	6%	1%	-1%	4%	-2%	2%	1%	2%
Republican candidate	0%	0%	2%	-2%	0%	0%	1%	-2%	-1%	0%	1%	-2%	0%	1%	0%	1%	1%	1%	0%	-1%	0%	1%	-7%	-8%	2%	-3%	3%	1%	-1%	-1%
Definitely the Democratic candidate	4%	2%	4%	5%	5%	5%	2%	5%	7%	4%	3%	1%	6%	6%	4%	5%	3%	3%	4%	3%	5%	4%	8%	2%	-1%	9%	6%	4%	3%	4%
Probably the Democratic candidate	-2%	-1%	-5%	-3%	-3%	-4%	-1%	-3%	-6%	-2%	-2%	1%	-3%	-7%	-2%	-5%	-6%	-2%	-1%	-2%	-4%	-4%	-2%	-2%	-1%	-5%	-8%	-2%	-1%	-3%
Probably the Republican candidate	1%	-2%	0%	-3%	-2%	-1%	-1%	-1%	-3%	-1%	1%	-3%	-1%	0%	-2%	4%	-5%	0%	-1%	-1%	-2%	0%	-5%	-6%	1%	-3%	4%	-2%	2%	-2%
Definitely the Republican candidate	-1%	2%	1%	1%	2%	1%	1%	-1%	2%	1%	0%	1%	1%	1%	2%	-3%	6%	1%	1%	0%	2%	0%	-1%	-2%	1%	0%	-1%	3%	-2%	1%
Unsure	-2%	-1%	-1%	0%	-2%	0%	-2%	0%	1%	-1%	-2%	0%	-2%	-1%	-1%	0%	1%	-1%	-3%	0%	-1%	-1%	1%	7%	-1%	-1%	-1%	-3%	-1%	-1%



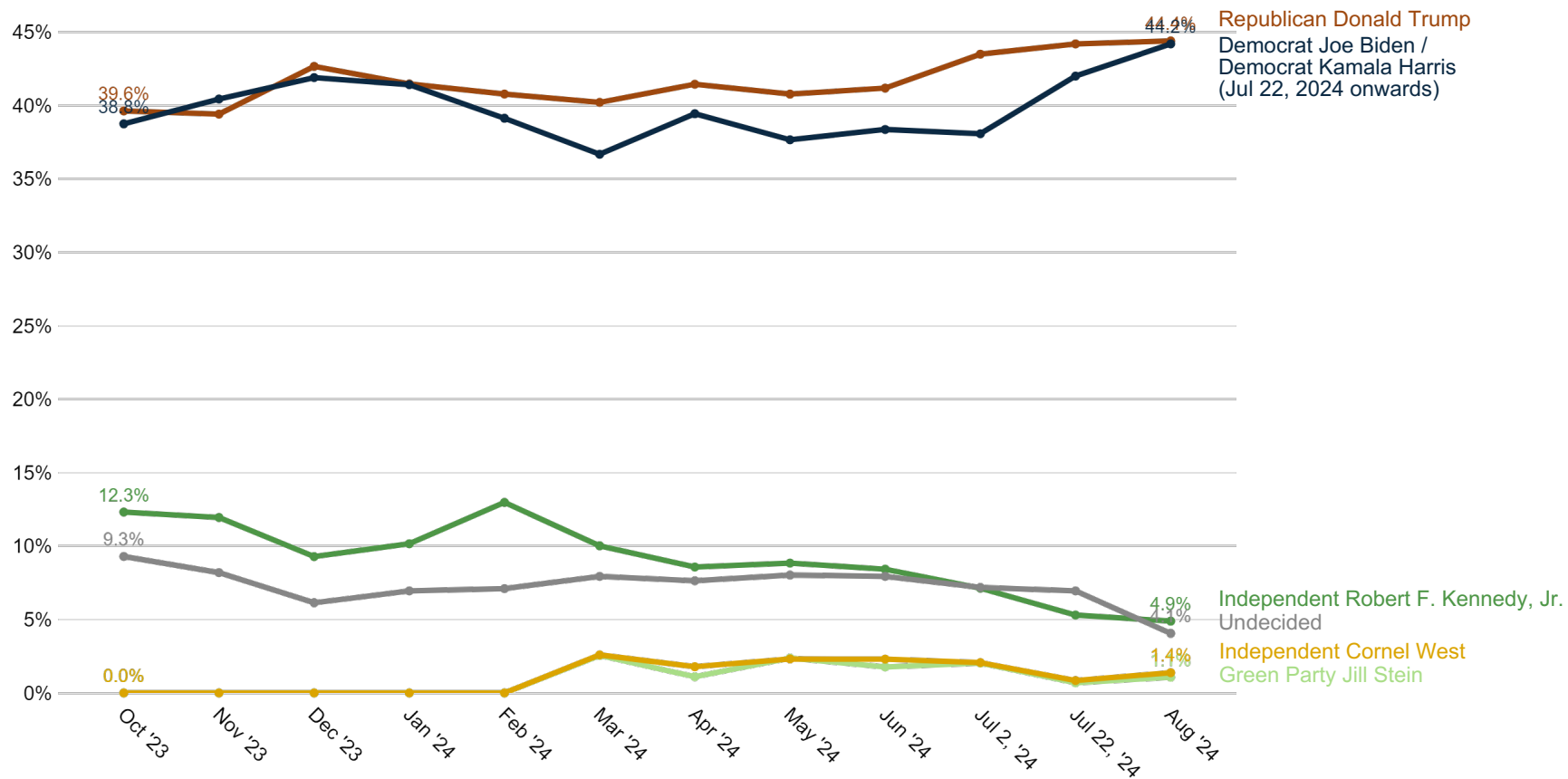
Full Presidential



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4	
Republican Donald Trump	36%	45%	48%	52%	46%	53%	45%	32%	28%	46%	54%	88%	36%	3%	53%	12%	34%	47%	48%	32%	56%	40%	29%	14%	26%	91%	3%	39%	45%	40%	47%	
Democrat Kamala Harris	49%	49%	38%	40%	42%	36%	44%	56%	61%	42%	35%	4%	41%	91%	38%	70%	51%	38%	43%	54%	34%	46%	35%	50%	24%	2%	85%	37%	42%	54%	45%	
Independent Robert F. Kennedy, Jr.	8%	3%	5%	3%	5%	3%	6%	5%	4%	4%	6%	4%	10%	2%	4%	8%	5%	7%	5%	6%	5%	4%	16%	14%	22%	4%	4%	7%	7%	3%	4%	
Green Party Jill Stein	1%	0%	2%	1%	1%	2%	1%	1%	2%	1%	0%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	4%	3%	1%	2%	3%	1%	1%	1%	1%	
Independent Cornel West	3%	0%	2%	0%	2%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%	6%	1%	3%	2%	1%	0%	2%	3%	4%	5%	0%	2%	8%	0%	1%	0%	
Definitely Republican Donald Trump	30%	40%	39%	46%	38%	46%	39%	29%	23%	40%	47%	79%	27%	2%	48%	7%	25%	39%	42%	27%	49%	32%	12%	9%	15%	80%	2%	31%	34%	35%	43%	
Probably Republican Donald Trump	5%	4%	9%	7%	8%	7%	6%	3%	6%	6%	7%	9%	9%	1%	5%	4%	9%	7%	5%	5%	8%	8%	17%	5%	11%	11%	1%	8%	11%	5%	4%	
Definitely Democrat Kamala Harris	41%	44%	34%	36%	39%	31%	38%	51%	56%	37%	30%	3%	32%	84%	34%	62%	45%	34%	39%	47%	31%	41%	21%	35%	14%	1%	78%	29%	34%	48%	42%	
Probably Democrat Kamala Harris	7%	4%	4%	4%	3%	5%	6%	5%	5%	5%	5%	1%	9%	7%	4%	8%	6%	5%	4%	8%	3%	6%	14%	15%	10%	1%	7%	8%	8%	6%	3%	
Definitely Independent Robert F. Kennedy, Jr.	4%	1%	2%	1%	2%	2%	3%	2%	2%	1%	4%	2%	5%	1%	1%	2%	5%	2%	2%	3%	1%	2%	6%	6%	10%	2%	2%	4%	4%	2%	1%	
Probably Independent Robert F. Kennedy, Jr.	4%	2%	3%	2%	4%	2%	3%	3%	2%	3%	3%	2%	5%	1%	2%	6%	0%	4%	3%	3%	3%	2%	9%	8%	13%	2%	2%	4%	4%	1%	2%	
Definitely Green Party Jill Stein	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	2%	2%	0%	1%	2%	0%	0%	0%	1%
Probably Green Party Jill Stein	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	2%	1%	1%	0%	1%	0%	2%	2%	1%	0%	1%	2%	1%	1%	0%	
Definitely Independent Cornel West	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	2%	1%	2%	0%	1%	2%	0%	0%	0%	
Probably Independent Cornel West	2%	0%	2%	0%	1%	1%	1%	1%	0%	1%	2%	1%	2%	1%	0%	5%	0%	2%	1%	1%	0%	2%	1%	3%	3%	0%	1%	5%	0%	1%	0%	
Undecided	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	3%	2%	8%	1%	4%	3%	7%	3%	2%	5%	3%	5%	16%	14%	19%	2%	4%	6%	6%	2%	3%	

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

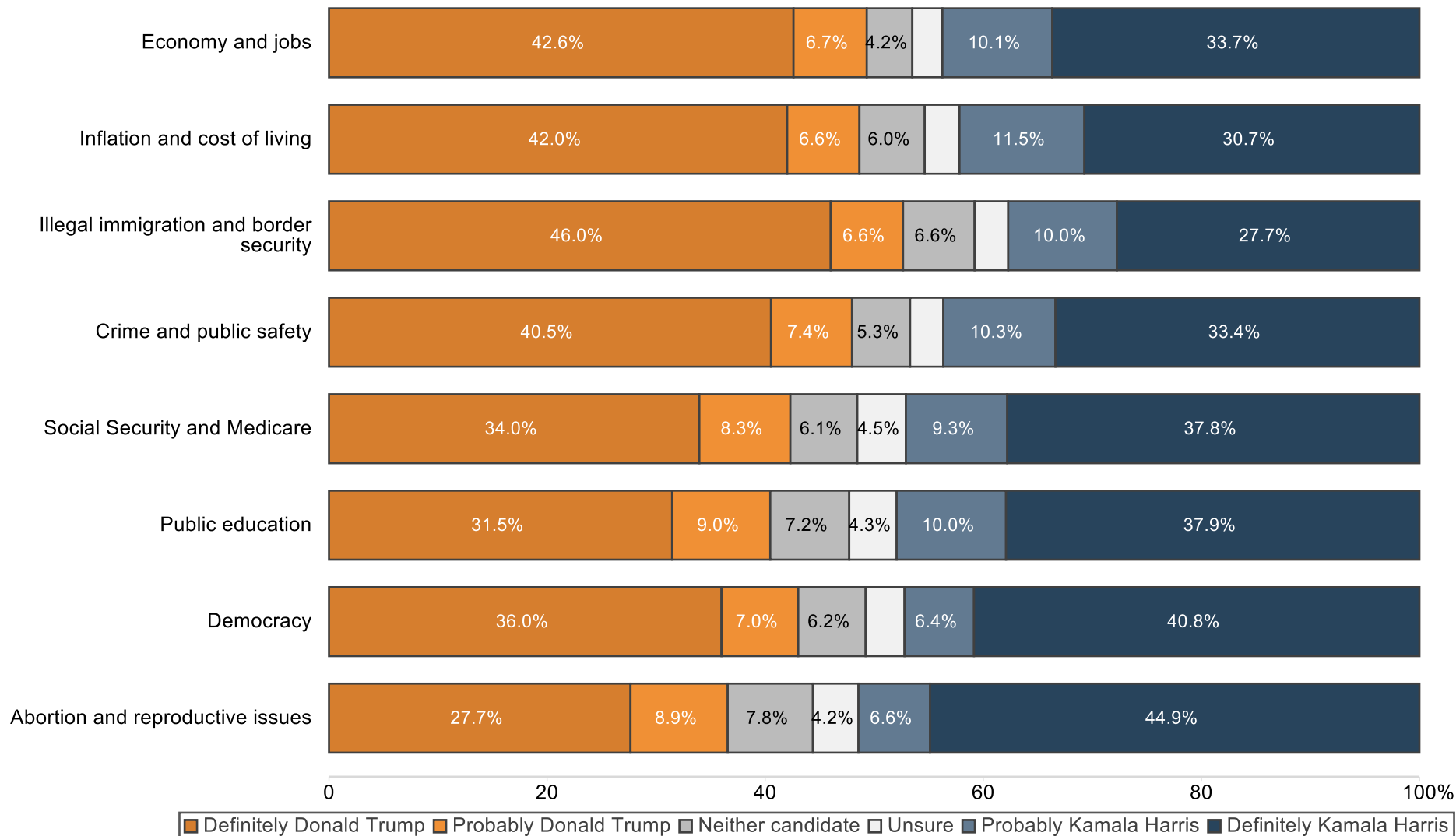
Trend: Full Presidential



Percent Change: Full Presidential (Jul 22, '24 to Aug '24)

		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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
	Republican Donald Trump	4%	-3%	1%	-1%	0%	1%	-4%	6%	-1%	1%	-2%	-1%	0%	0%	2%	-1%	2%	1%	1%	-1%	1%	-2%	0%	0%	2%	1%	-2%	0%	-1%	-3%	1%
	Democrat Kamala Harris	1%	6%	1%	1%	0%	2%	7%	-3%	3%	1%	6%	2%	4%	4%	0%	-2%	4%	1%	1%	5%	0%	4%	8%	4%	-1%	1%	4%	-6%	4%	5%	2%
	Independent Robert F. Kennedy, Jr.	2%	-1%	-4%	1%	2%	-4%	1%	-1%	1%	-1%	1%	0%	-1%	-1%	-1%	3%	-4%	-1%	0%	1%	0%	-3%	-1%	-1%	0%	0%	-1%	-3%	0%	-1%	0%
	Green Party Jill Stein	0%	0%	1%	1%	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	-1%	1%	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%
	Independent Cornel West	1%	-1%	2%	0%	1%	1%	0%	0%	-1%	1%	1%	0%	2%	1%	0%	5%	-2%	2%	1%	0%	0%	2%	0%	1%	1%	-1%	1%	6%	-2%	1%	0%
	Definitely Republican Donald Trump	4%	-2%	-1%	-2%	1%	-2%	-3%	7%	-3%	1%	-2%	0%	-1%	0%	3%	-2%	-3%	0%	3%	0%	1%	-5%	1%	4%	6%	0%	0%	2%	-7%	-1%	2%
	Probably Republican Donald Trump	0%	-2%	2%	1%	-1%	3%	-1%	-1%	2%	-1%	0%	-1%	1%	1%	-1%	0%	5%	1%	-1%	-1%	0%	3%	-1%	-4%	-4%	2%	-2%	-2%	6%	-3%	-1%
	Definitely Democrat Kamala Harris	2%	7%	6%	4%	8%	3%	7%	0%	7%	4%	6%	1%	4%	10%	1%	7%	6%	3%	3%	6%	5%	7%	9%	10%	3%	1%	9%	-4%	5%	6%	5%
	Probably Democrat Kamala Harris	-1%	-1%	-5%	-3%	-8%	-1%	0%	-2%	-4%	-3%	0%	1%	0%	-7%	-1%	-10%	-1%	-2%	-2%	0%	-5%	-3%	0%	-6%	-4%	0%	-6%	-2%	-2%	-1%	-3%
Definitely	Independent Robert F. Kennedy, Jr.	1%	1%	-4%	-1%	-1%	-3%	2%	-1%	1%	-2%	0%	-1%	-2%	0%	-1%	0%	1%	-2%	0%	2%	-2%	-2%	-3%	-1%	-2%	0%	-1%	-1%	0%	0%	-1%
Probably	Independent Robert F. Kennedy, Jr.	1%	-2%	0%	2%	3%	-1%	-1%	0%	0%	0%	1%	0%	1%	-1%	0%	3%	-5%	1%	0%	-1%	2%	-1%	3%	0%	2%	0%	0%	-1%	-1%	-1%	1%
	Definitely Green Party Jill Stein	-1%	0%	1%	1%	1%	1%	-1%	-1%	0%	0%	0%	0%	0%	0%	1%	-2%	0%	0%	-1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	-2%	0%
	Probably Green Party Jill Stein	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	2%	1%	1%	0%	0%	0%	1%	1%	-1%	0%	0%	1%	1%	1%	0%
	Definitely Independent Cornel West	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	-1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	2%	0%	0%	0%
	Probably Independent Cornel West	1%	-1%	1%	0%	1%	1%	0%	0%	-1%	0%	1%	0%	1%	0%	0%	4%	-1%	1%	0%	0%	0%	1%	-1%	1%	0%	-1%	1%	5%	-2%	1%	0%
	Undecided	-7%	0%	-2%	-2%	-3%	-1%	-4%	-3%	-2%	-2%	-5%	-1%	-6%	-3%	-2%	-5%	-1%	-5%	-4%	-5%	-2%	-3%	-8%	-5%	-2%	-2%	-2%	0%	-1%	-1%	-3%

Candidate Trust



For each of the following, please select which presidential candidate you would trust most to address the issue.

Candidate Trust Heatmaps

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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	43%	47%	54%	56%	52%	58%	49%	38%	30%	52%	60%	92%	47%	5%	57%	14%	41%	53%	51%	38%	61%	46%	43%	32%	49%	95%	9%	48%	54%	41%	50%
Inflation and cost of living	42%	45%	54%	56%	50%	59%	48%	37%	32%	51%	58%	92%	44%	6%	56%	15%	42%	52%	50%	37%	61%	45%	42%	29%	40%	94%	8%	44%	52%	41%	51%
Illegal immigration and border security	46%	52%	56%	58%	53%	61%	53%	43%	34%	56%	61%	93%	50%	11%	60%	22%	43%	56%	55%	42%	64%	47%	49%	38%	55%	96%	13%	53%	56%	48%	54%
Crime and public safety	40%	45%	53%	56%	51%	59%	47%	35%	31%	50%	57%	90%	44%	6%	56%	17%	39%	51%	49%	35%	61%	44%	39%	27%	44%	93%	8%	44%	51%	43%	50%
Social Security and Medicare	35%	41%	45%	50%	45%	50%	42%	31%	25%	44%	53%	85%	32%	4%	50%	14%	32%	45%	45%	31%	53%	38%	25%	16%	29%	86%	4%	38%	44%	36%	45%
Public education	33%	39%	43%	49%	42%	49%	41%	28%	26%	41%	51%	83%	28%	4%	48%	11%	35%	44%	43%	28%	53%	35%	24%	11%	18%	82%	4%	42%	37%	32%	44%
Democracy	33%	43%	48%	51%	46%	52%	43%	30%	26%	44%	54%	85%	33%	4%	50%	14%	33%	46%	46%	29%	56%	39%	28%	15%	25%	87%	5%	43%	43%	35%	46%
Abortion and reproductive issues	28%	36%	40%	44%	37%	47%	36%	26%	21%	38%	46%	76%	24%	3%	44%	11%	27%	39%	37%	27%	49%	32%	22%	15%	26%	74%	4%	37%	35%	27%	40%

Kamala Harris

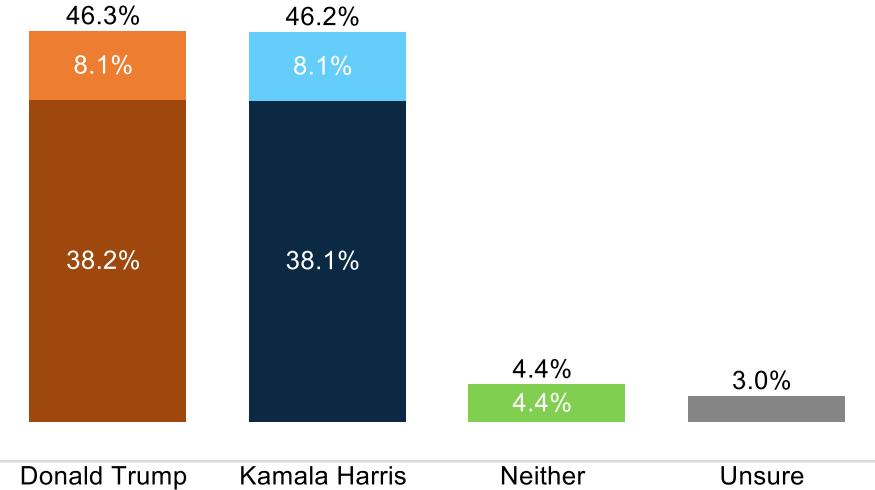
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	48%	48%	39%	39%	42%	37%	43%	55%	62%	42%	34%	5%	41%	89%	37%	75%	47%	40%	42%	54%	33%	49%	36%	46%	30%	3%	84%	45%	40%	51%	44%
Inflation and cost of living	47%	46%	36%	37%	38%	35%	43%	53%	58%	40%	33%	4%	37%	87%	36%	75%	43%	38%	40%	54%	30%	47%	34%	41%	29%	2%	81%	47%	39%	47%	42%
Illegal immigration and border security	43%	41%	32%	34%	35%	31%	37%	49%	55%	35%	30%	4%	32%	79%	32%	65%	42%	33%	37%	47%	28%	40%	29%	35%	22%	1%	73%	36%	33%	40%	39%
Crime and public safety	49%	47%	38%	38%	41%	36%	43%	56%	62%	40%	36%	7%	38%	88%	38%	72%	46%	40%	41%	55%	33%	48%	37%	46%	27%	3%	83%	48%	39%	48%	44%
Social Security and Medicare	52%	50%	43%	42%	46%	40%	46%	59%	63%	46%	38%	7%	49%	91%	41%	73%	54%	43%	44%	58%	36%	53%	46%	60%	40%	4%	88%	51%	45%	52%	46%
Public education	55%	49%	44%	42%	46%	40%	47%	60%	64%	47%	36%	7%	50%	92%	41%	76%	56%	44%	46%	59%	36%	54%	47%	61%	44%	5%	89%	49%	47%	56%	47%
Democracy	53%	50%	43%	42%	44%	41%	45%	61%	64%	45%	38%	7%	47%	92%	41%	76%	53%	43%	45%	59%	36%	52%	43%	56%	32%	4%	88%	48%	46%	55%	47%
Abortion and reproductive issues	60%	51%	48%	44%	51%	42%	50%	65%	67%	51%	41%	11%	56%	93%	45%	81%	60%	48%	51%	61%	39%	58%	54%	72%	53%	9%	90%	53%	52%	57%	50%

For each of the following, please select which presidential candidate you would trust most to address the issue.



CYGNAL

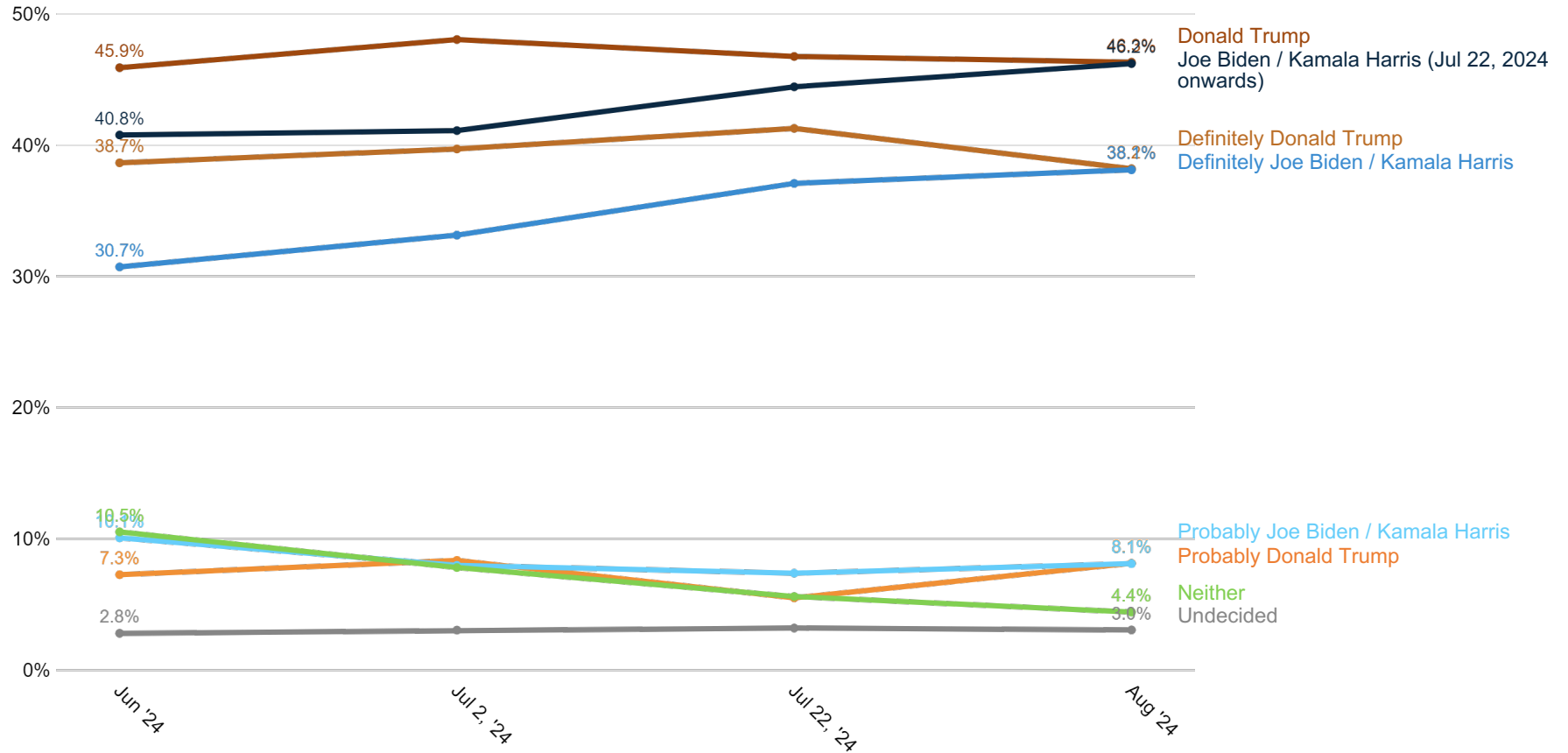
Trump v Harris Policy Contrast



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	Old/Dbl Hater	New/Dbl Hater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	37%	45%	53%	53%	50%	56%	45%	34%	27%	49%	57%	91%	39%	4%	54%	11%	38%	50%	48%	34%	59%	43%	33%	17%	31%	94%	5%	43%	49%	40%	48%
Kamala Harris	53%	49%	41%	40%	43%	39%	46%	60%	65%	43%	38%	5%	44%	94%	39%	77%	53%	41%	46%	56%	34%	51%	39%	56%	31%	3%	88%	50%	44%	55%	45%
Definitely Donald Trump	29%	40%	41%	45%	40%	45%	38%	29%	22%	41%	46%	79%	27%	3%	46%	8%	29%	40%	42%	27%	50%	32%	13%	10%	19%	81%	2%	32%	35%	34%	42%
Probably Donald Trump	8%	5%	12%	8%	10%	11%	8%	5%	5%	8%	11%	12%	13%	1%	8%	3%	10%	10%	6%	7%	9%	11%	20%	7%	12%	13%	3%	10%	14%	6%	6%
Definitely Kamala Harris	44%	44%	32%	31%	35%	28%	40%	50%	55%	36%	29%	2%	31%	82%	33%	63%	46%	32%	39%	49%	26%	40%	21%	37%	16%	2%	75%	38%	35%	45%	39%
Probably Kamala Harris	9%	5%	10%	9%	8%	10%	5%	10%	9%	7%	9%	3%	13%	12%	7%	14%	6%	10%	7%	7%	8%	11%	18%	19%	15%	1%	13%	12%	9%	10%	6%
Neither	6%	3%	3%	5%	6%	3%	5%	4%	3%	5%	3%	3%	11%	1%	4%	5%	4%	5%	4%	5%	5%	3%	16%	21%	30%	2%	4%	3%	3%	4%	4%
Unsure	4%	3%	2%	3%	1%	3%	4%	2%	5%	3%	2%	1%	6%	2%	2%	6%	5%	3%	1%	5%	2%	3%	12%	6%	9%	1%	3%	4%	4%	1%	2%

As you think about the general election for President, which candidate’s policies are better for you and your life?

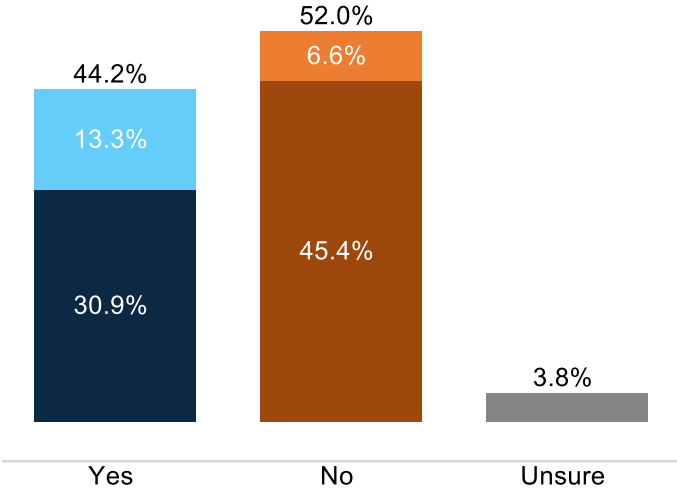
Trend: Trump v Harris (Biden) Policy Contrast



Percent Change: Trump v Harris Policy Contrast (Jul 22, '24 to Aug '24)

	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	0%	-2%	3%	-3%	2%	0%	-6%	5%	-6%	1%	-2%	-2%	-1%	0%	2%	-3%	0%	0%	-1%	-1%	2%	-2%	-5%	-2%	5%	1%	-2%	-2%	-1%	1%	-1%
Kamala Harris	0%	5%	1%	1%	0%	1%	6%	-2%	6%	0%	5%	2%	3%	3%	0%	-1%	-3%	1%	3%	3%	-1%	4%	6%	6%	1%	0%	3%	5%	1%	3%	2%
Definitely Donald Trump	-1%	-4%	-4%	-4%	-1%	-6%	-6%	3%	-5%	-2%	-7%	-6%	-4%	0%	-1%	-2%	-1%	-4%	-2%	-3%	-1%	-8%	-9%	2%	5%	-5%	-1%	0%	-9%	-3%	-2%
Probably Donald Trump	1%	2%	7%	1%	3%	6%	1%	2%	-1%	3%	5%	4%	4%	0%	3%	-1%	2%	4%	0%	2%	3%	7%	4%	-4%	-1%	6%	-1%	-2%	8%	4%	2%
Definitely Kamala Harris	2%	5%	0%	-3%	0%	-3%	8%	-4%	5%	0%	2%	1%	1%	4%	-1%	-1%	5%	0%	1%	6%	-4%	3%	4%	4%	-1%	0%	2%	6%	2%	-1%	0%
Probably Kamala Harris	-2%	1%	0%	4%	0%	4%	-2%	2%	0%	0%	3%	1%	2%	-1%	1%	0%	-8%	1%	2%	-3%	3%	1%	2%	2%	2%	0%	1%	-1%	-1%	4%	2%
Neither	-1%	-2%	-4%	1%	-1%	-1%	-1%	-1%	1%	-1%	-3%	-1%	-2%	-1%	2%	0%	-2%	-1%	-1%	-1%	-1%	-1%	-2%	-2%	-6%	-1%	-1%	-4%	-1%	-1%	-2%
Unsure	1%	-2%	0%	0%	-2%	1%	1%	-2%	0%	0%	0%	0%	0%	-1%	0%	2%	3%	1%	0%	0%	0%	-1%	1%	-2%	-1%	0%	-1%	1%	1%	-3%	0%

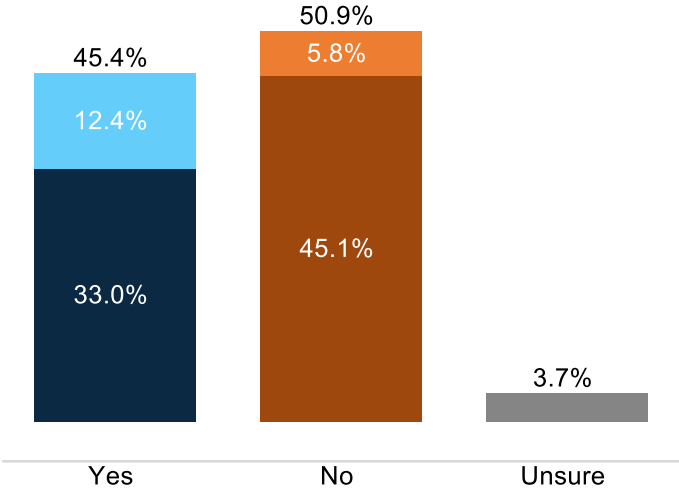
Harris Base



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	52%	48%	40%	35%	38%	37%	45%	57%	63%	43%	33%	6%	36%	92%	37%	76%	55%	40%	42%	58%	30%	50%	36%	50%	26%	4%	83%	51%	40%	52%	43%
No Total	44%	49%	57%	61%	59%	60%	50%	40%	32%	55%	62%	93%	56%	6%	60%	18%	39%	55%	54%	37%	67%	47%	51%	43%	71%	95%	13%	44%	55%	45%	55%
Definitely yes	37%	36%	25%	23%	24%	24%	34%	40%	46%	30%	21%	3%	18%	70%	27%	53%	35%	26%	31%	43%	20%	31%	11%	25%	11%	2%	60%	33%	26%	38%	31%
Probably yes	15%	11%	15%	12%	14%	13%	11%	17%	17%	13%	12%	3%	18%	21%	11%	23%	20%	14%	11%	15%	10%	19%	25%	24%	15%	2%	23%	19%	14%	13%	11%
Probably no	8%	2%	10%	5%	8%	8%	6%	5%	7%	7%	6%	6%	13%	2%	6%	6%	5%	10%	6%	5%	8%	7%	16%	10%	13%	6%	6%	11%	8%	6%	5%
Definitely no	35%	46%	47%	56%	51%	52%	44%	34%	25%	48%	56%	86%	43%	3%	54%	12%	34%	45%	49%	32%	59%	39%	36%	33%	58%	89%	7%	33%	47%	40%	49%
Unsure	5%	4%	3%	4%	3%	3%	5%	3%	5%	3%	5%	1%	8%	3%	3%	7%	6%	4%	4%	5%	3%	3%	12%	7%	4%	1%	5%	5%	4%	3%	3%

Would you consider yourself part of Kamala Harris' voter base?

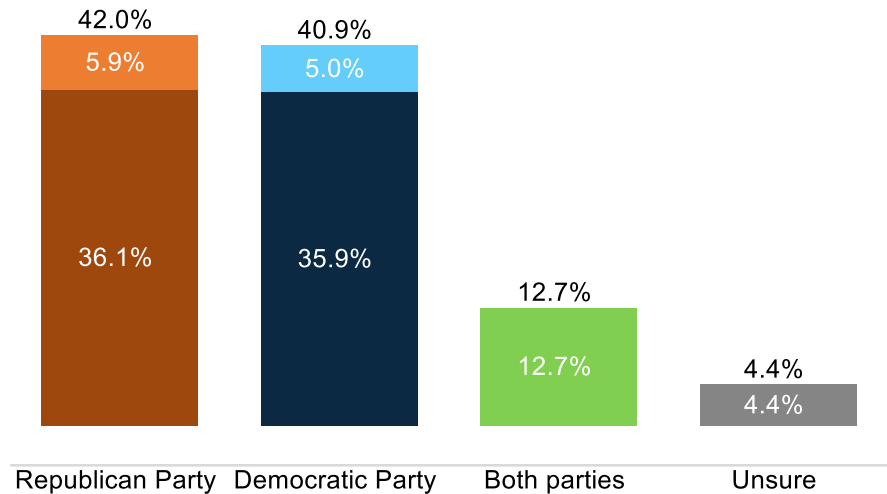
Trump Base



	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 Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	37%	45%	53%	50%	47%	56%	46%	32%	33%	45%	56%	89%	31%	8%	54%	13%	35%	51%	48%	33%	57%	43%	30%	13%	20%	90%	7%	50%	46%	39%	47%
No Total	60%	52%	44%	46%	50%	41%	50%	66%	63%	52%	39%	8%	61%	91%	44%	82%	59%	46%	50%	63%	39%	54%	57%	82%	74%	7%	91%	44%	49%	60%	51%
Definitely yes	25%	35%	36%	38%	32%	42%	33%	24%	23%	33%	41%	70%	18%	3%	40%	8%	25%	34%	36%	23%	42%	30%	11%	6%	11%	70%	3%	32%	34%	28%	35%
Probably yes	11%	10%	17%	12%	15%	14%	12%	8%	10%	12%	15%	19%	13%	4%	14%	5%	10%	17%	12%	10%	15%	13%	20%	7%	9%	20%	5%	18%	12%	11%	12%
Probably no	10%	3%	8%	3%	6%	5%	5%	8%	6%	6%	5%	4%	12%	5%	5%	8%	8%	9%	5%	7%	5%	6%	14%	13%	22%	4%	6%	10%	9%	5%	4%
Definitely no	50%	49%	36%	44%	43%	36%	45%	58%	58%	45%	35%	5%	49%	86%	39%	74%	51%	37%	45%	56%	34%	48%	43%	69%	52%	3%	84%	34%	40%	54%	47%
Unsure	4%	3%	4%	4%	3%	3%	4%	2%	4%	3%	5%	2%	7%	1%	3%	5%	6%	4%	3%	4%	4%	3%	12%	5%	6%	3%	2%	6%	5%	2%	2%

Would you consider yourself part of Donald Trump's voter base?

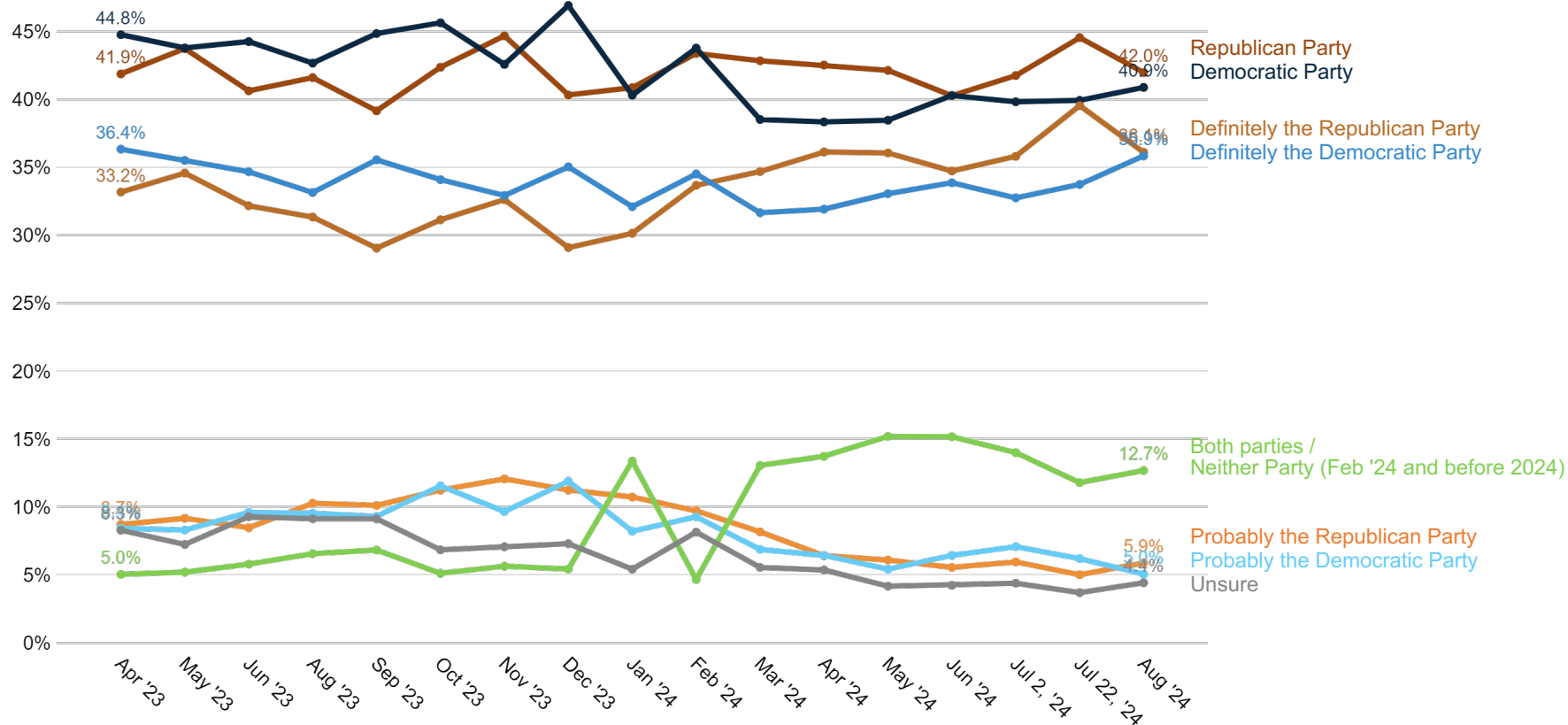
Party – Extreme



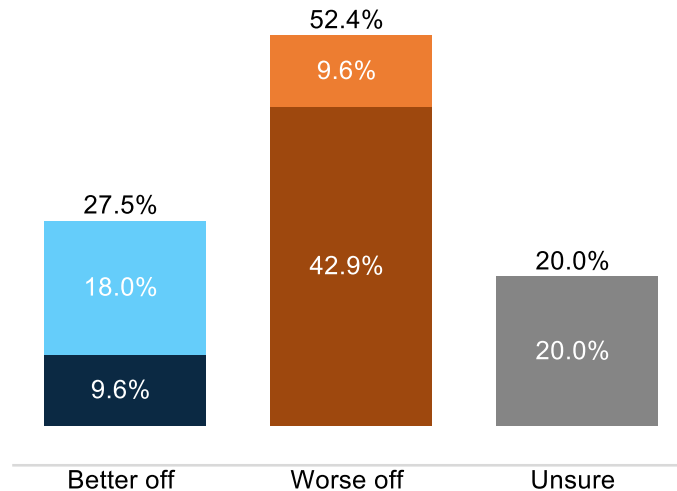
		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
	Republican Party	46%	40%	42%	39%	41%	41%	37%	52%	50%	42%	36%	18%	39%	71%	39%	53%	47%	37%	37%	50%	35%	50%	33%	47%	29%	14%	69%	43%	38%	50%	42%
	Democratic Party	31%	42%	44%	48%	47%	46%	39%	33%	34%	42%	45%	68%	30%	20%	45%	29%	34%	43%	43%	30%	52%	37%	28%	18%	26%	70%	17%	40%	39%	35%	44%
	Definitely the Republican Party	38%	36%	37%	33%	37%	33%	31%	46%	45%	36%	29%	14%	32%	64%	34%	45%	42%	32%	33%	41%	31%	42%	20%	40%	23%	12%	62%	30%	29%	47%	39%
	Probably the Republican Party	8%	4%	5%	6%	4%	7%	7%	5%	5%	6%	7%	4%	7%	7%	5%	8%	5%	5%	4%	9%	4%	8%	13%	7%	6%	2%	8%	12%	9%	3%	4%
	Probably the Democratic Party	5%	5%	5%	5%	6%	5%	7%	2%	6%	5%	5%	6%	6%	4%	4%	9%	8%	6%	4%	6%	5%	6%	11%	6%	9%	6%	4%	13%	5%	4%	3%
	Definitely the Democratic Party	26%	37%	38%	43%	41%	41%	32%	31%	28%	37%	40%	62%	25%	15%	40%	21%	26%	37%	39%	24%	47%	30%	17%	12%	18%	65%	13%	27%	34%	31%	40%
	Both parties	18%	11%	10%	10%	11%	9%	16%	13%	10%	13%	15%	11%	25%	6%	12%	11%	14%	16%	16%	14%	11%	9%	29%	31%	39%	12%	11%	14%	16%	12%	11%
	Unsure	5%	7%	4%	2%	1%	4%	8%	2%	6%	4%	4%	4%	5%	3%	4%	7%	5%	4%	5%	7%	2%	4%	10%	4%	6%	4%	3%	4%	7%	4%	3%

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

Trend: Party – Extreme



America Like California

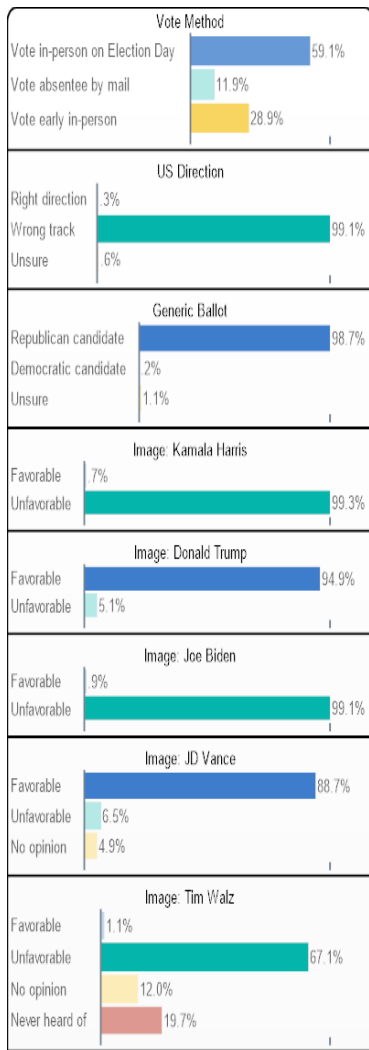


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Better off Total	37%	22%	32%	17%	31%	21%	25%	37%	40%	25%	23%	7%	19%	55%	24%	37%	35%	29%	26%	33%	22%	31%	21%	27%	14%	5%	48%	45%	25%	32%	25%
Worse off Total	41%	53%	55%	65%	57%	61%	49%	42%	35%	56%	58%	85%	60%	13%	59%	25%	43%	54%	54%	39%	67%	48%	52%	48%	67%	88%	20%	35%	56%	44%	57%
Definitely better off	13%	7%	13%	5%	12%	7%	8%	13%	18%	8%	5%	3%	6%	19%	9%	11%	13%	10%	9%	11%	8%	12%	6%	8%	5%	3%	16%	18%	11%	11%	8%
Probably better off	24%	15%	19%	12%	19%	14%	17%	24%	22%	17%	18%	4%	14%	36%	16%	26%	21%	19%	17%	22%	14%	19%	15%	19%	9%	2%	33%	27%	14%	22%	17%
Probably worse off	8%	9%	10%	12%	9%	12%	9%	7%	12%	10%	7%	7%	16%	8%	9%	12%	12%	11%	7%	10%	10%	12%	18%	13%	16%	6%	12%	13%	15%	11%	7%
Definitely worse off	32%	44%	45%	53%	48%	49%	40%	35%	23%	47%	51%	77%	44%	5%	50%	14%	31%	43%	47%	29%	56%	36%	34%	35%	51%	82%	8%	22%	41%	33%	50%
Unsure	23%	25%	13%	18%	12%	18%	26%	21%	25%	19%	19%	8%	21%	32%	17%	38%	22%	17%	20%	28%	12%	21%	27%	25%	18%	6%	31%	19%	19%	24%	18%

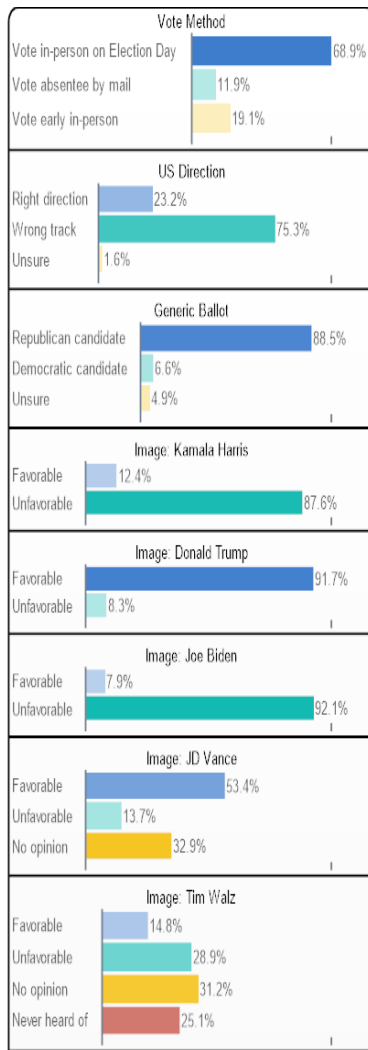
Do you believe the United States as a whole would be better off or worse off if its policies were more like California?

Segmentation Analysis:

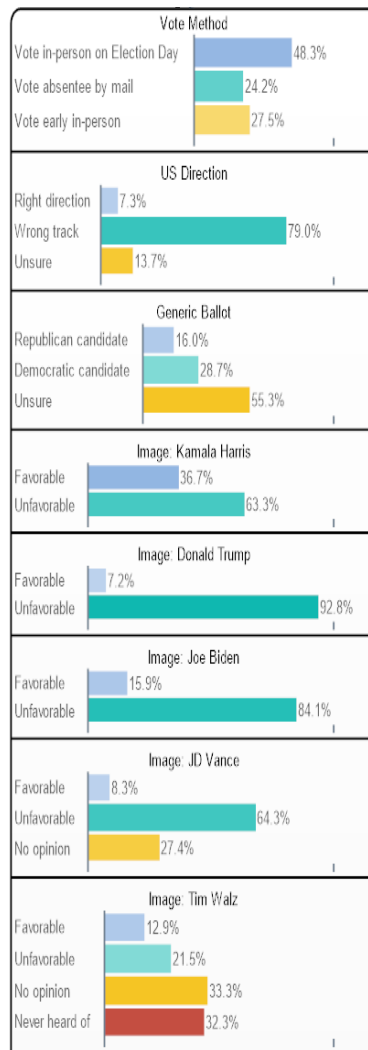
GOP Base (34%)



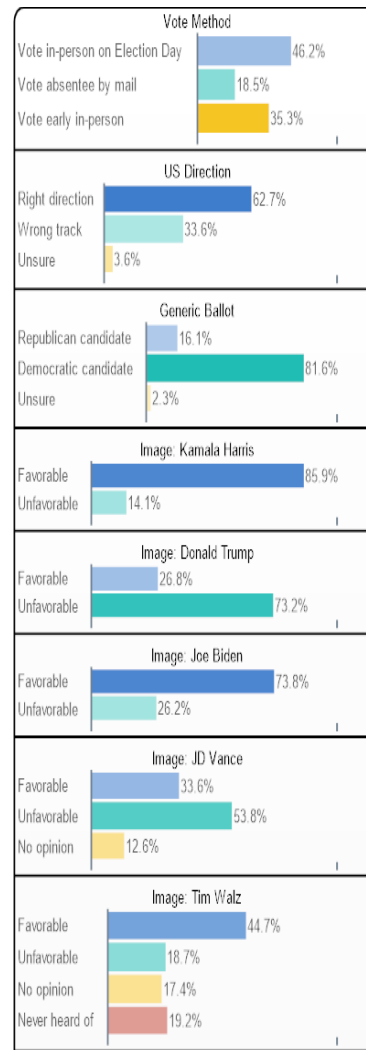
Lean GOP (12%)



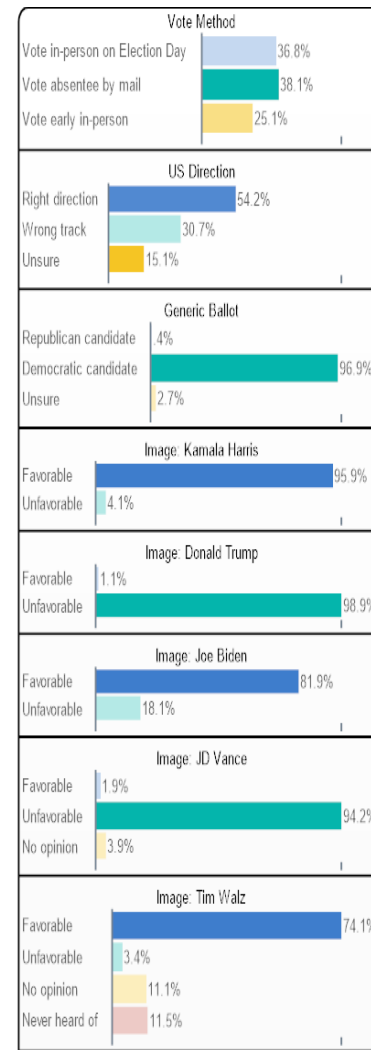
Persuadables (8%)



Lean Dem (8%)

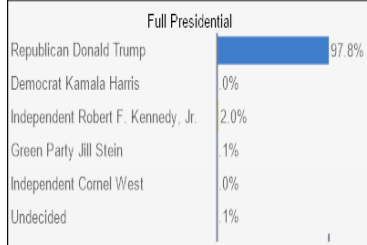
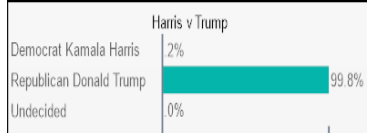
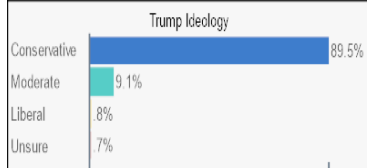
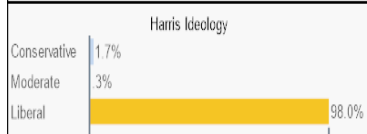
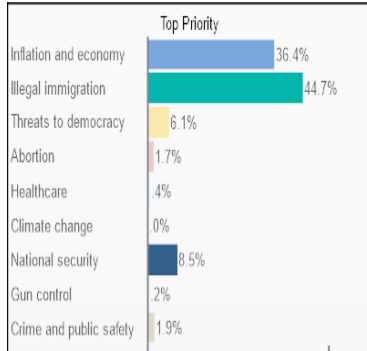


Dem Base (38%)

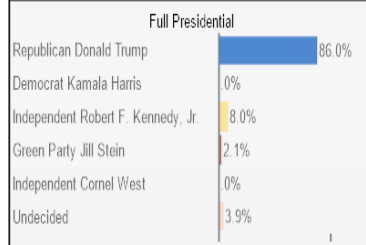
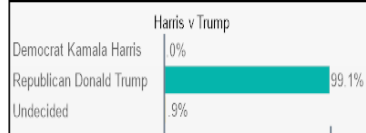
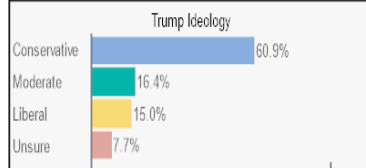
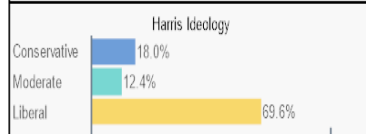
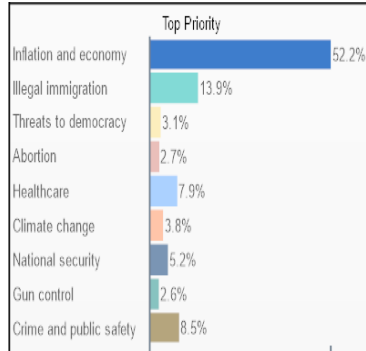


Segmentation Analysis:

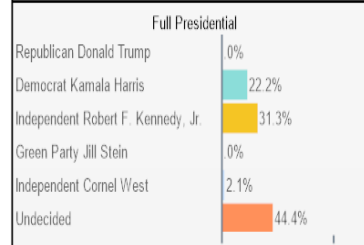
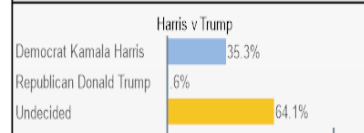
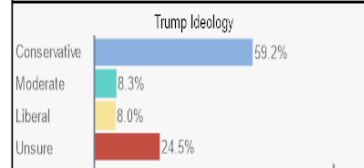
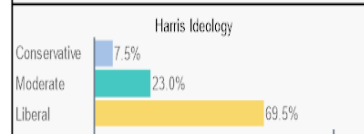
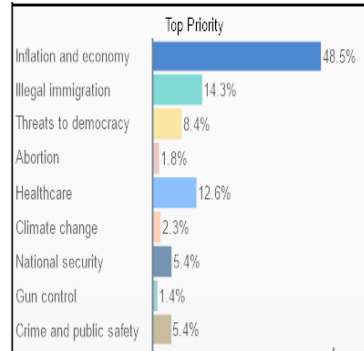
GOP Base (34%)



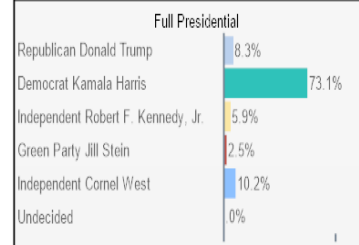
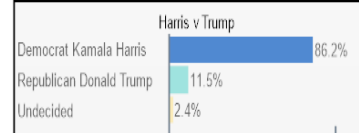
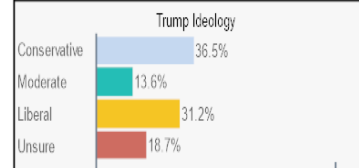
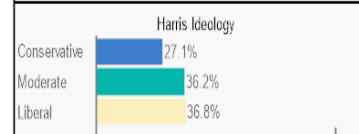
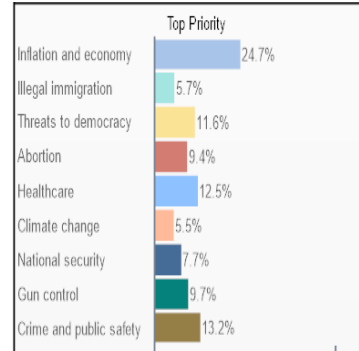
Lean GOP (12%)



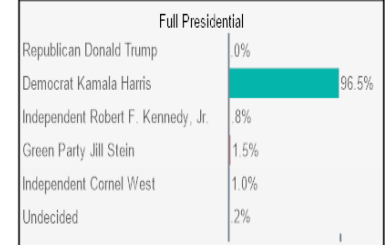
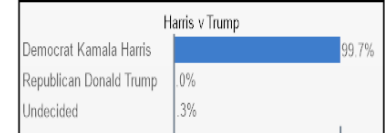
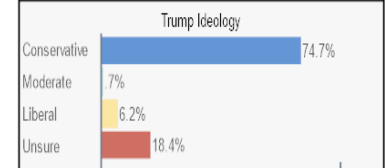
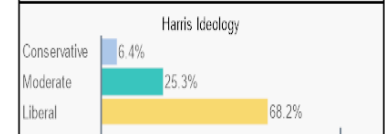
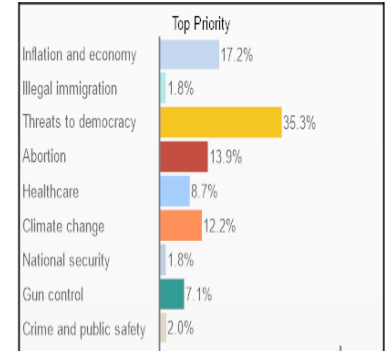
Persuadables (8%)



Lean Dem (8%)

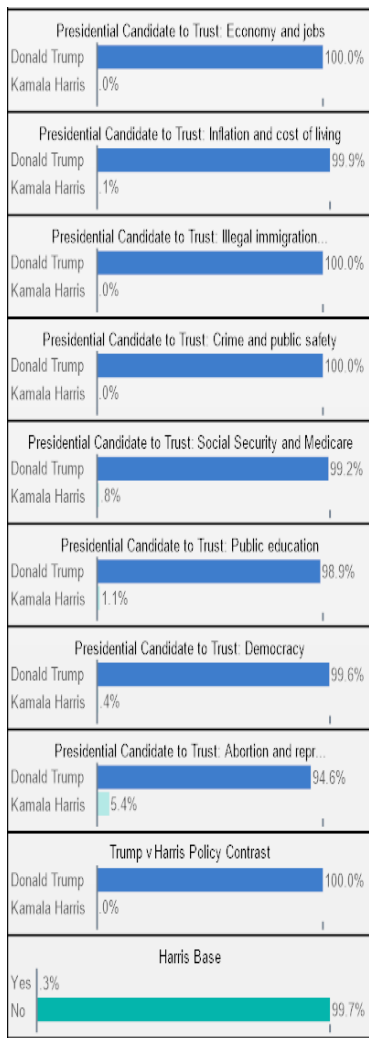


Dem Base (38%)

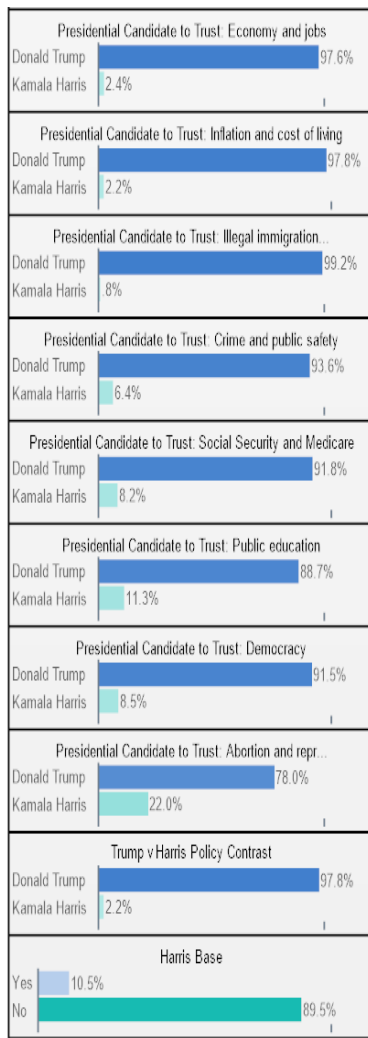


Segmentation Analysis:

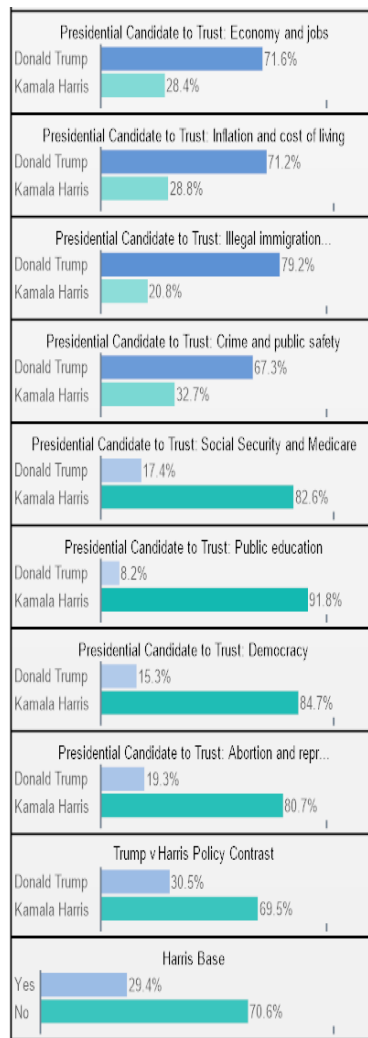
GOP Base (34%)



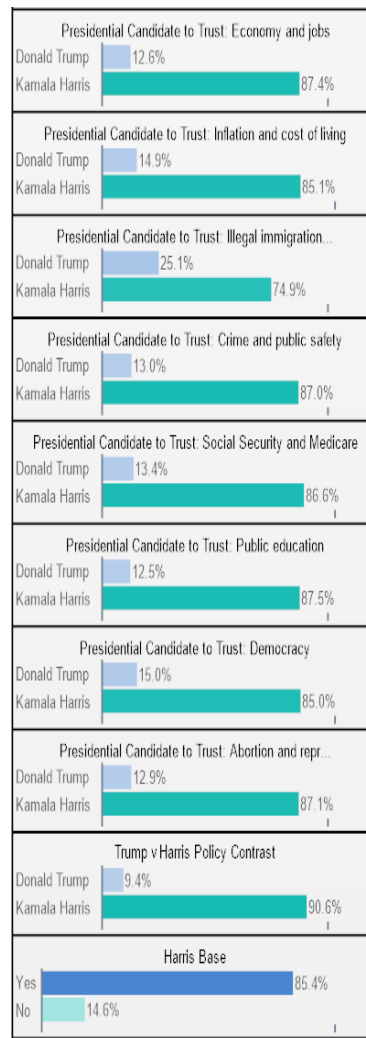
Lean GOP (12%)



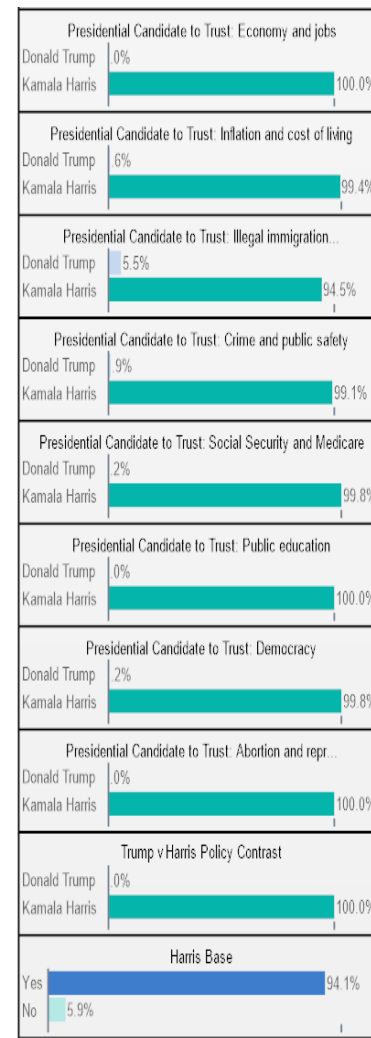
Persuadables (8%)



Lean Dem (8%)

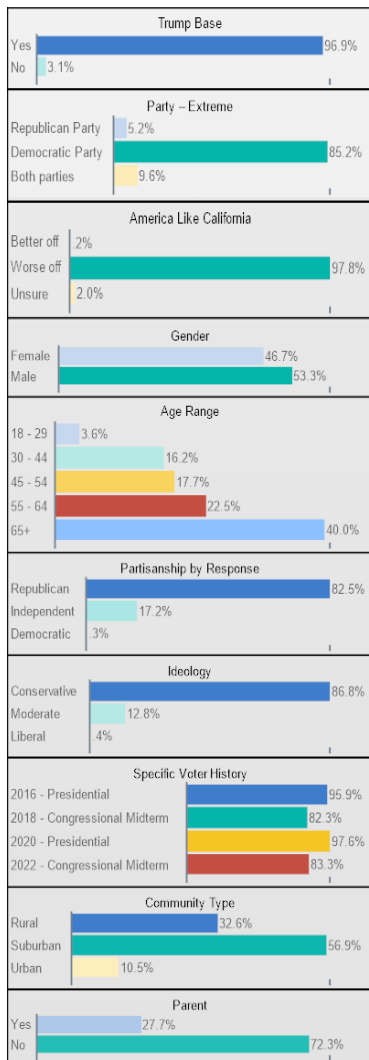


Dem Base (38%)

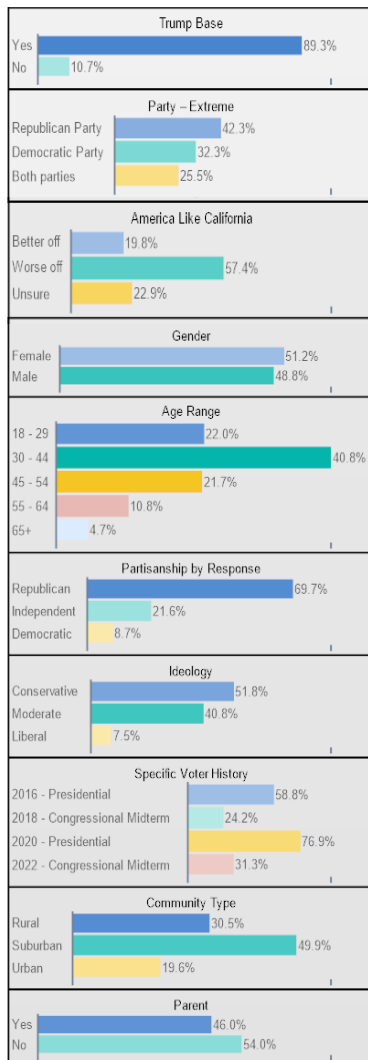


Segmentation Analysis:

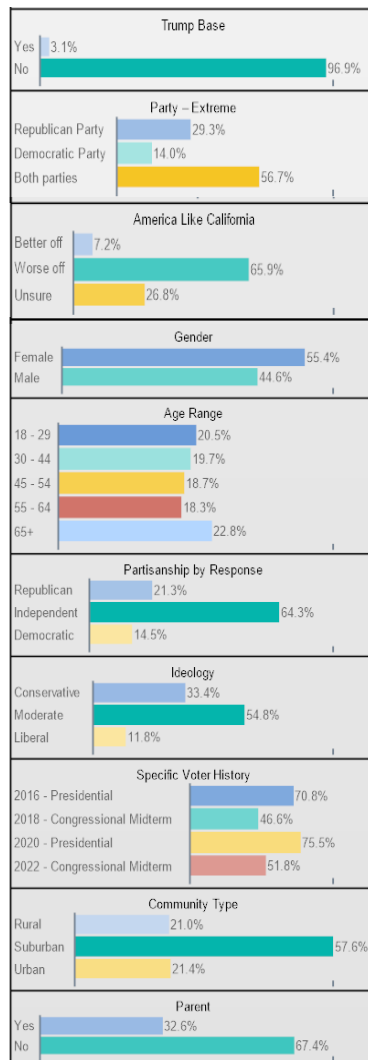
GOP Base (34%)



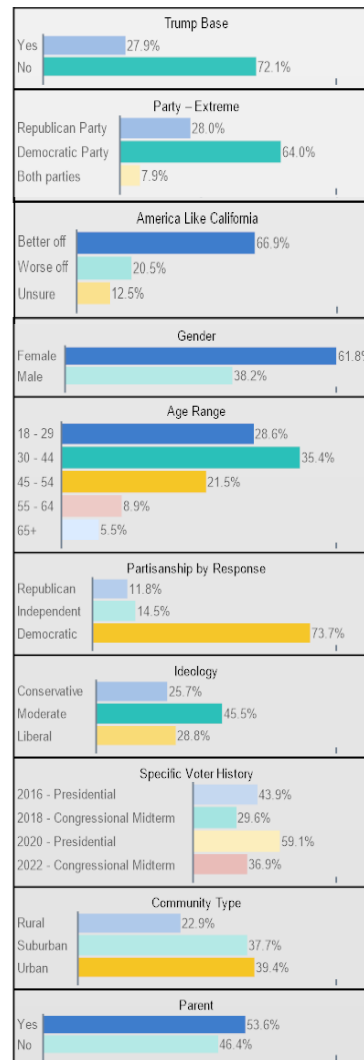
Lean GOP (12%)



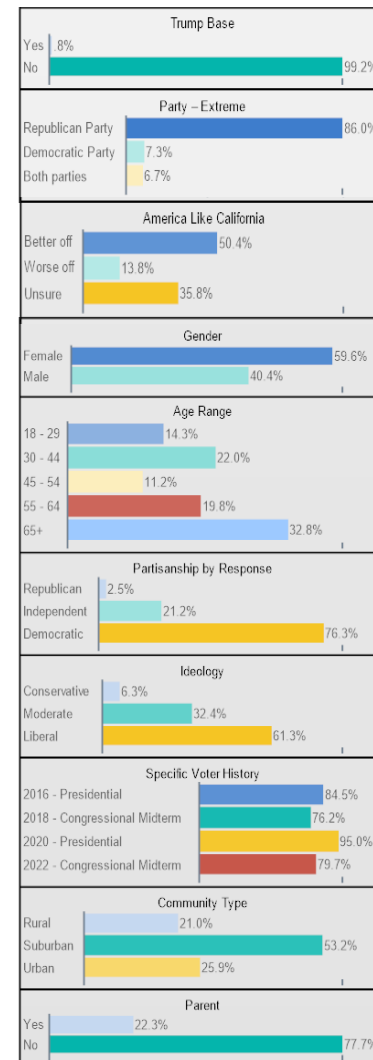
Persuadables (8%)



Lean Dem (8%)

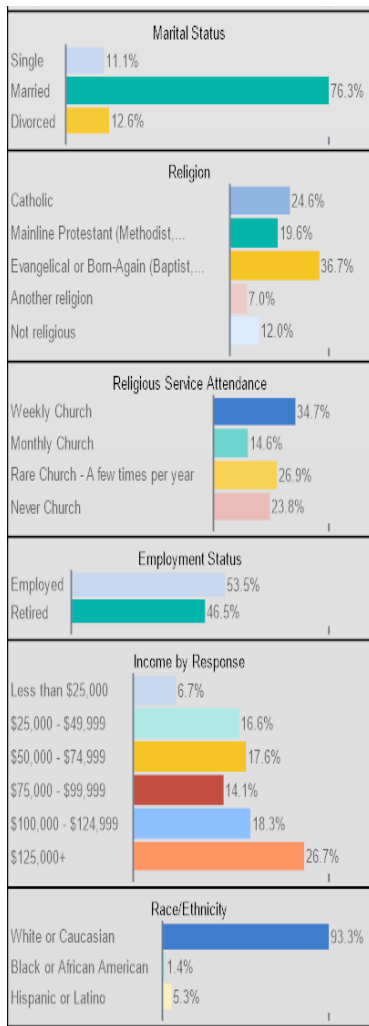


Dem Base (38%)

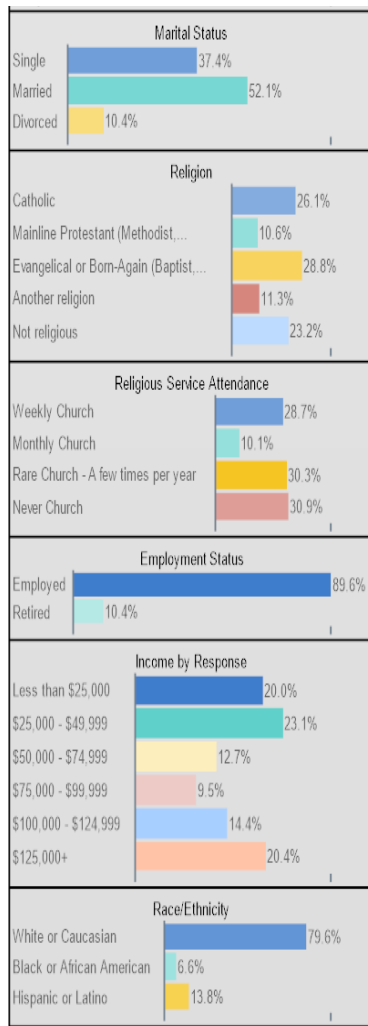


Segmentation Analysis:

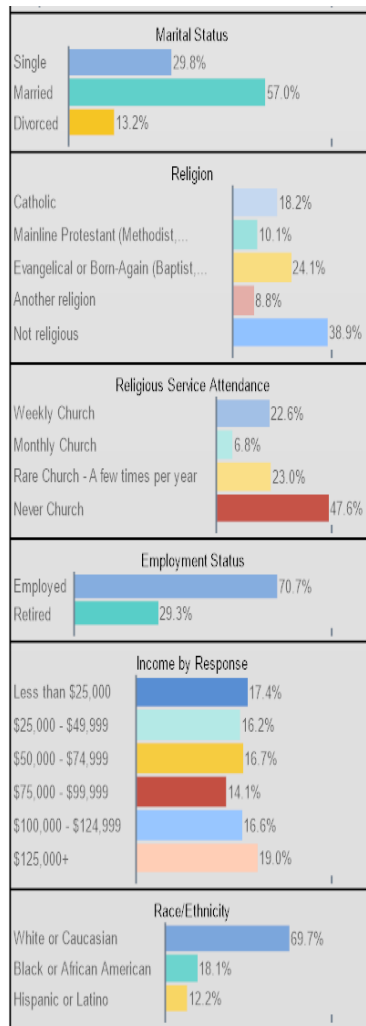
GOP Base (34%)



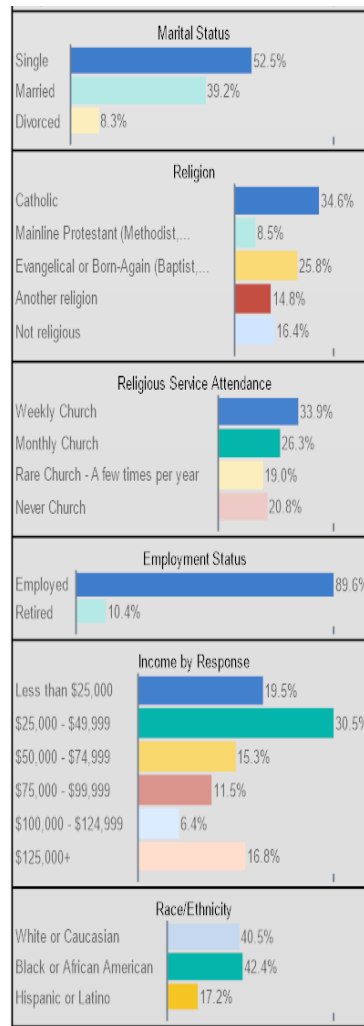
Lean GOP (12%)



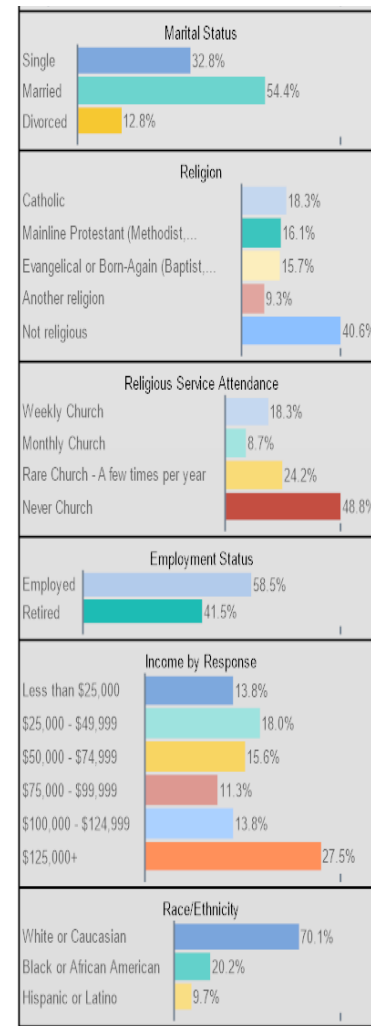
Persuadables (8%)



Lean Dem (8%)

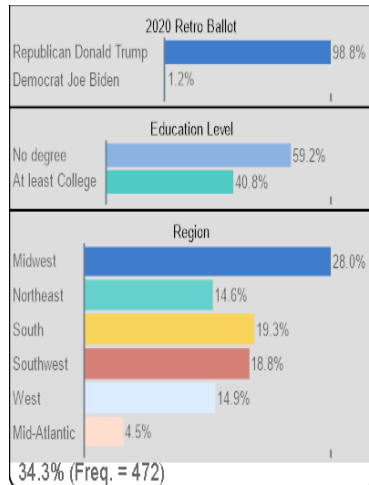


Dem Base (38%)

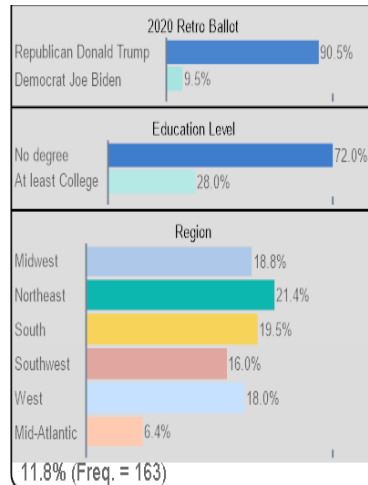


Segmentation Analysis:

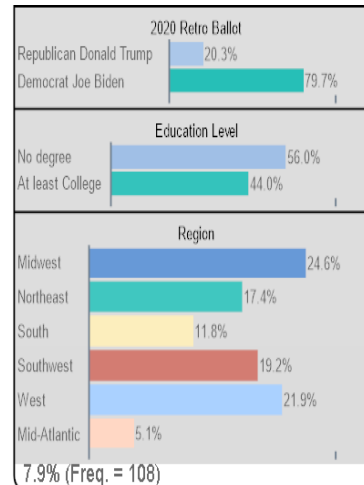
GOP Base (34%)



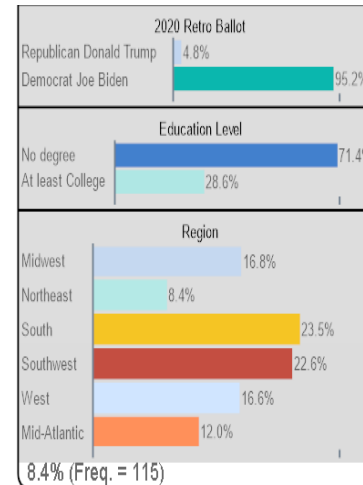
Lean GOP (12%)



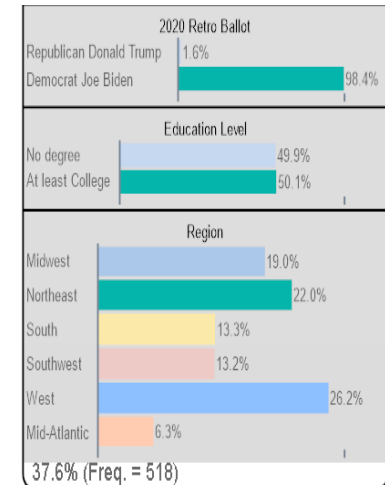
Persuadables (8%)



Lean Dem (8%)

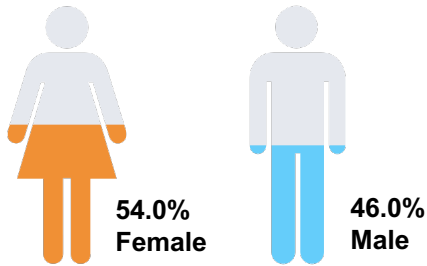


Dem Base (38%)

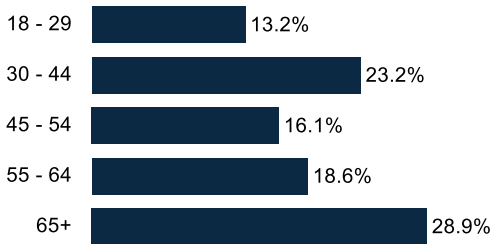


Demographics

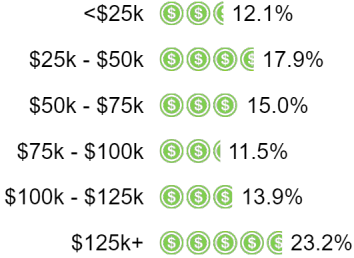
Sex



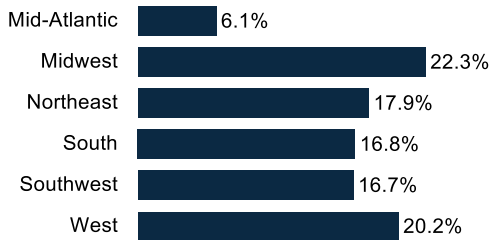
Age Range



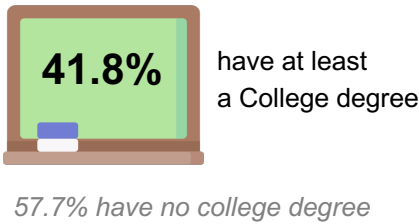
Household Income



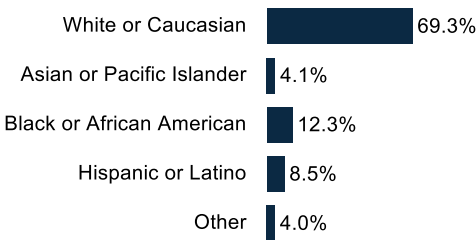
Geo - Region



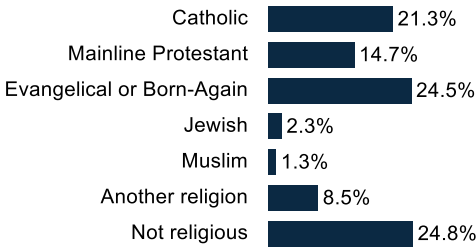
Education



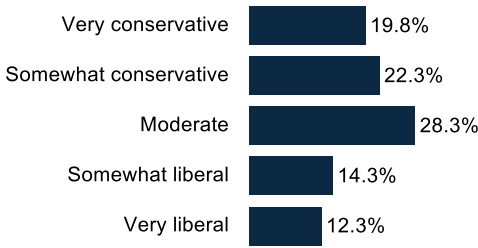
Race/Ethnicity



Religion



Ideology



Community Type

