

September 10, 2024



CYGNAL

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

September 3 – 5, 2024 | n=1510 |  $\pm 2.51\%$

## Insights & Analysis

- Based on Cygnal's award-winning Non-Response-Bias-Adjusted-Turnout (NRBAT) methodology that looks at who screens out of surveys and how that changes over time by voter group, we have adjusted the turnout environment for the upcoming election.
  - Since Joe Biden dropped out and was replaced by Kamala Harris, **we have seen Democrats erase the Republican turnout gap**. And among new voters and those with a lower history of voting in elections, **lower-propensity Democrats are now much more likely to vote than lower-propensity Republicans**. Because of this, we have adjusted our electorate slightly to the left so that the recalled ballot matches closer to the 2020 presidential election results. We also increased the share in our poll of those that did not vote in the 2020 general election along with expecting more younger voters.
- The general election environment remains tight. Republicans maintain an R+1 advantage, and despite the glowing mainstream media coverage and advertising advantage for Harris, she remains statistically tied with Trump on both the full (Trump 44 – Harris 46) and head-to-head ballots (Trump 47 – Harris 49).
  - Harris' slightly increased margins are driven mostly by college-educated men and Independents moving further in her direction since last month.
- RFK, Jr. dropping out and endorsing Trump provides Trump a small topline net benefit. 47% says it doesn't make a difference in their decision.
  - Digging deeper, RFK, Jr. dropping out and endorsing Trump made 49% of Trump 2020 voters more likely to support Trump and 45% of Biden 2020 voters more likely to support Harris.
  - **Importantly**, when we look at those who did not vote in 2020 (9% of voters), **Trump gets a bigger bump among voters who did not vote in 2020**. With RFK, Jr.'s exit from the race and subsequent endorsement of Trump, they're 32% more likely to support Trump compared to only being 25% more likely to vote for Harris.

## Insights & Analysis

- Harris continues to be viewed more positively than Trump, and there was little change in either of their images from last month.
  - Notably, under the hood, Harris' image among Independents net shifted 12 points, going from a -6 net favorability to +6.
- Now that Walz has been in the national media spotlight, his name ID has increased significantly, and he's still viewed net positively overall (+5). Vance's image remained mostly stable during the same period but did drop marginally (-2).
  - **It's worth highlighting** that for two vice presidential candidates picked in part for their ability to appeal to rural voters, only one is viewed net favorably by 15 points in the rural parts of the country, and the other is Tim Walz who is 20 points underwater with the same group of voters. Yikes.
- **Half of voters consider Walz' statement** that he "carried weapons in war" though he's never served in a combat zone **as an act of stolen valor**. That sentiment is largely driven by men, rural voters, Republicans, swing voters, parents, and married voters.
- With inflation and economy growing its top spot in the issue matrix, we delved deeper to see how rising prices are impacting voters and who they blame for them.
  - The top four **most intensely felt impacts of inflation** among voters are on groceries/food, utilities, transportation, and discretionary spending.
  - **Nearly half of voters (46%) blame the Democratic party's policies for the rising costs of inflation** which isn't great for Harris considering **over two-thirds of voters hold her at least somewhat responsible** for the Biden-Harris administration's policies.
  - 24% of men say Harris is fully responsible for the Biden-Harris administration's policies compared to only 18% of women.

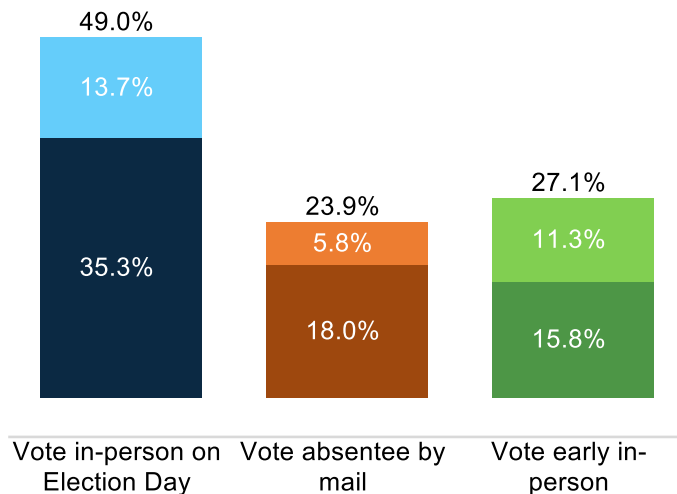
## Insights & Analysis

- Half of voters trust the security of voting by mail completely (32%) or at least somewhat (19%) compared to 46% of voters who have some concerns (18%) or don't trust it at all (28%).
  - There is **notable partisan, racial, and community type divides** with Republicans, white voters, and rural voters being less likely to trust the security of voting by mail and Democrats, minority voters, and voters living in urban and suburban areas showing more trust.
- **There's a lot less trust overall in the media's coverage of the presidential campaign and candidates.** Most voters (62%) don't trust it at all or only trust it "a little."
- Segmentation analysis via machine learning identified four electoral groups: ***Low-Propensity GOP*** (12%), ***High-Propensity GOP*** (38%), ***Low-Propensity Dem*** (23%), and ***High-Propensity Dem*** (27%).
- The ***Low-Propensity GOP*** segment is **more moderate, younger, racially diverse, lower income, likely to be single, and less religious** than the *High-Propensity GOP* segment. These voters are also **more likely to trust the media's coverage** of the presidential campaigns compared to the *High-Propensity GOP* segment. Another **notable difference between the two GOP segments** is that **these voters trust the security of voting by mail**, whereas the *High-Propensity GOP* segment does not—at all.
- The ***Low-Propensity GOP*** segment is **laser focused on inflation and the economy** while the *High-Propensity GOP* segment **divides its attention between inflation and the economy and illegal immigration**. This is the segment that RFK, Jr. dropping out and endorsing Trump makes the most significant difference – **it makes them 69% more likely to support Trump**.
- The ***Low-Propensity Dem*** segment is **more female, younger, conservative, religious, lower income, racially diverse, likely to be single, and less educated** than the *High-Propensity Dem* segment. A distinct difference between the ***Low-Propensity Dem*** segment and the *High-Propensity Dem* segment is what they prioritize in the issue matrix. The ***Low-Propensity Dem*** segment is focused on **inflation and the economy**, whereas the *High-Propensity Dem* segment's top issue is **threats to democracy**.





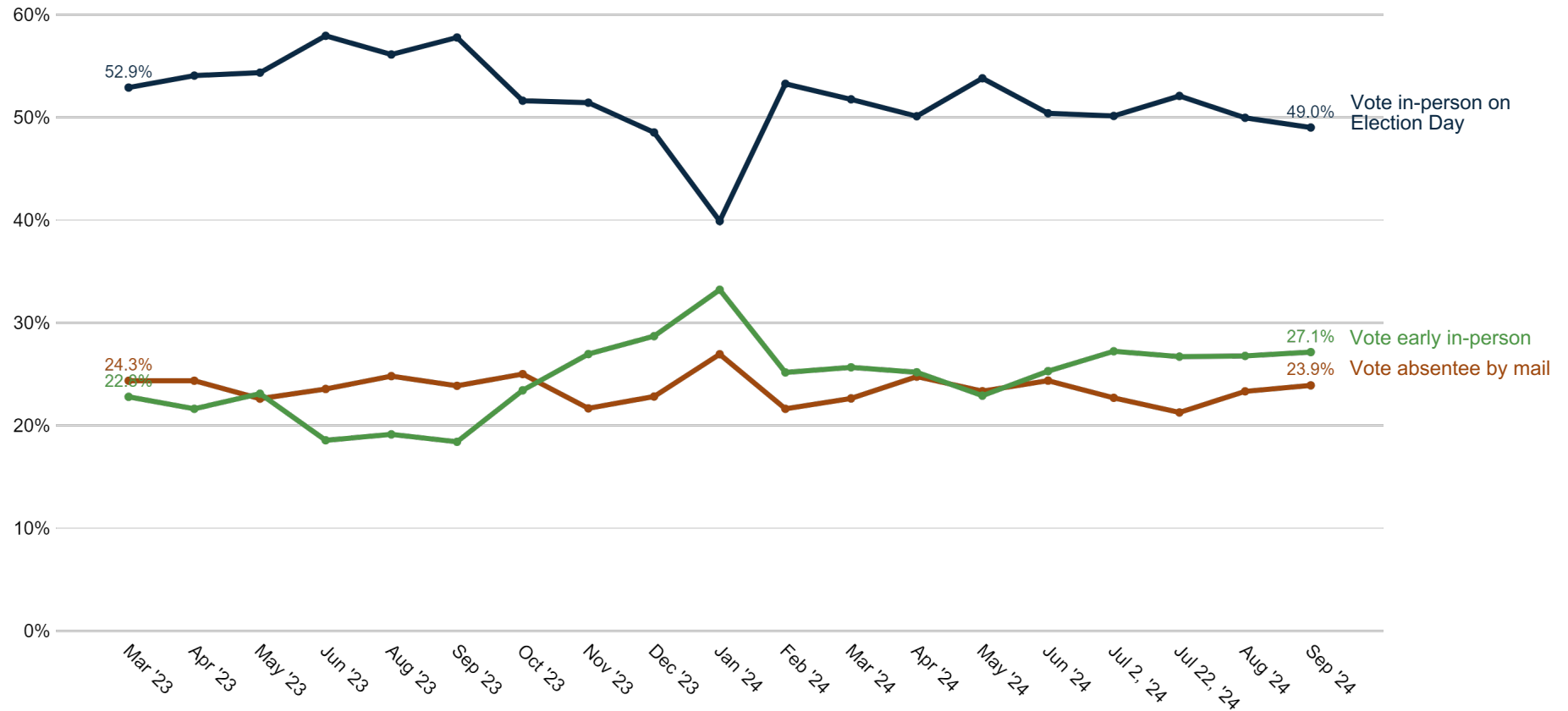
# Vote Method



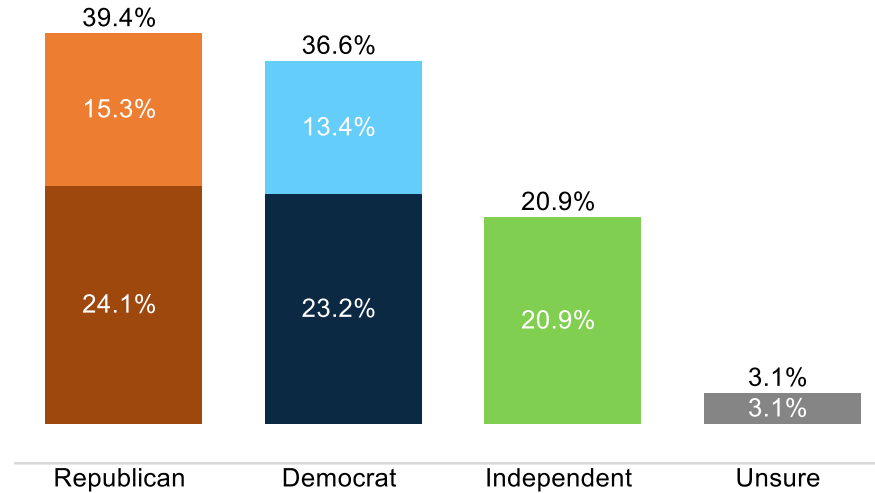
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	63%	73%	70%	72%	68%	73%	67%	69%	65%	72%	68%	73%	65%	69%	70%	69%	66%	69%	72%	63%	67%	73%	57%	63%	62%	71%	70%	56%	68%	60%	75%
Probably vote	37%	27%	30%	28%	32%	27%	33%	31%	35%	28%	32%	27%	35%	31%	30%	31%	34%	31%	28%	37%	33%	27%	43%	37%	38%	29%	30%	44%	32%	40%	25%
Vote in-person on Election Day	57%	41%	51%	45%	46%	50%	52%	46%	45%	46%	59%	56%	47%	42%	49%	47%	50%	63%	54%	45%	46%	50%	50%	46%	43%	56%	40%	52%	55%	49%	46%
Vote absentee by mail	19%	30%	19%	29%	25%	23%	23%	26%	24%	28%	17%	17%	28%	30%	24%	16%	21%	13%	23%	25%	23%	24%	23%	30%	32%	15%	32%	21%	18%	18%	27%
Vote early in-person	24%	29%	30%	26%	29%	28%	25%	28%	31%	27%	25%	27%	25%	29%	27%	37%	29%	24%	23%	30%	31%	27%	27%	24%	25%	29%	28%	27%	27%	33%	28%
Definitely vote in-person on Election Day	37%	31%	39%	34%	35%	37%	36%	33%	30%	34%	42%	43%	30%	30%	37%	38%	32%	47%	40%	29%	32%	39%	28%	27%	27%	43%	29%	33%	39%	34%	36%
Probably vote in-person on Election Day	20%	10%	13%	11%	11%	12%	16%	13%	14%	12%	17%	13%	17%	12%	12%	9%	18%	16%	14%	17%	14%	10%	22%	19%	16%	13%	11%	19%	15%	15%	10%
Definitely vote absentee by mail	14%	24%	13%	23%	17%	18%	18%	19%	18%	22%	12%	14%	19%	23%	18%	9%	17%	8%	17%	20%	17%	18%	15%	21%	22%	12%	24%	12%	13%	13%	21%
Probably vote absentee by mail	6%	6%	6%	6%	8%	5%	5%	6%	7%	6%	5%	3%	9%	6%	6%	7%	4%	5%	6%	5%	7%	5%	8%	9%	10%	4%	7%	9%	5%	5%	5%
Definitely vote early in-person	12%	18%	18%	15%	16%	18%	13%	18%	16%	16%	14%	16%	17%	16%	15%	22%	17%	14%	15%	15%	18%	16%	14%	15%	13%	17%	16%	11%	15%	13%	18%
Probably vote early in-person	11%	11%	12%	11%	13%	10%	12%	11%	14%	10%	11%	11%	8%	13%	12%	15%	12%	10%	8%	15%	12%	11%	13%	9%	12%	12%	12%	16%	12%	20%	10%

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

# Trend: Vote Method



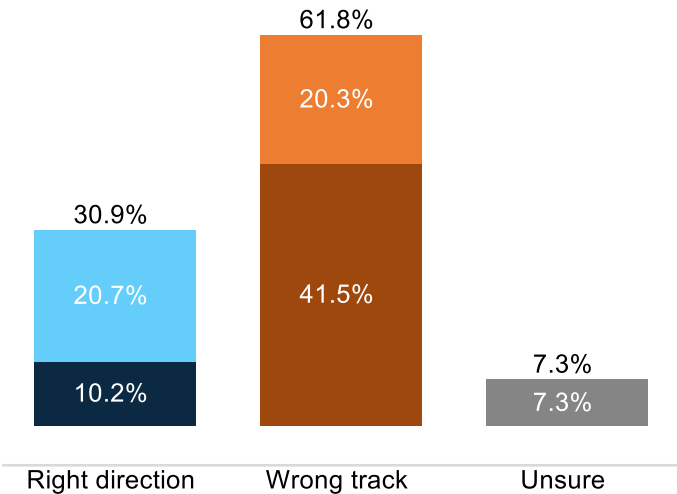
# Partisanship by Response



	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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican	35%	40%	38%	46%	34%	48%	40%	34%	24%	40%	51%	46%	11%	32%	43%	45%	30%	34%	47%	29%	22%	35%	80%	3%	32%	40%	31%	41%
Independent	16%	21%	27%	20%	27%	22%	18%	19%	25%	21%	17%	21%	21%	21%	17%	18%	28%	21%	34%	36%	37%	16%	23%	24%	25%	21%	19%	
Democrat	45%	35%	32%	33%	37%	29%	37%	46%	49%	36%	27%	31%	65%	43%	34%	34%	47%	35%	31%	27%	36%	21%	2%	72%	40%	30%	44%	39%
Strongly Republican	20%	27%	22%	31%	22%	28%	27%	18%	14%	23%	34%	29%	6%	19%	25%	28%	18%	20%	29%	7%	8%	13%	52%	1%	19%	20%	13%	28%
Mostly Republican	16%	13%	17%	16%	12%	20%	13%	16%	10%	17%	17%	17%	6%	13%	18%	17%	12%	15%	17%	22%	14%	22%	28%	2%	13%	20%	18%	13%
Mostly Democratic	16%	14%	11%	11%	13%	10%	15%	15%	16%	12%	14%	12%	19%	15%	11%	13%	18%	13%	10%	19%	18%	16%	1%	25%	19%	14%	14%	12%
Strongly Democratic	28%	21%	21%	21%	25%	19%	22%	31%	33%	24%	14%	19%	46%	28%	23%	21%	29%	22%	20%	8%	19%	5%	1%	47%	21%	16%	30%	26%
Unsure	4%	5%	2%	1%	2%	2%	5%	2%	2%	3%	5%	3%	3%	4%	3%	3%	5%	3%	1%	10%	6%	7%	2%	2%	4%	6%	4%	1%

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

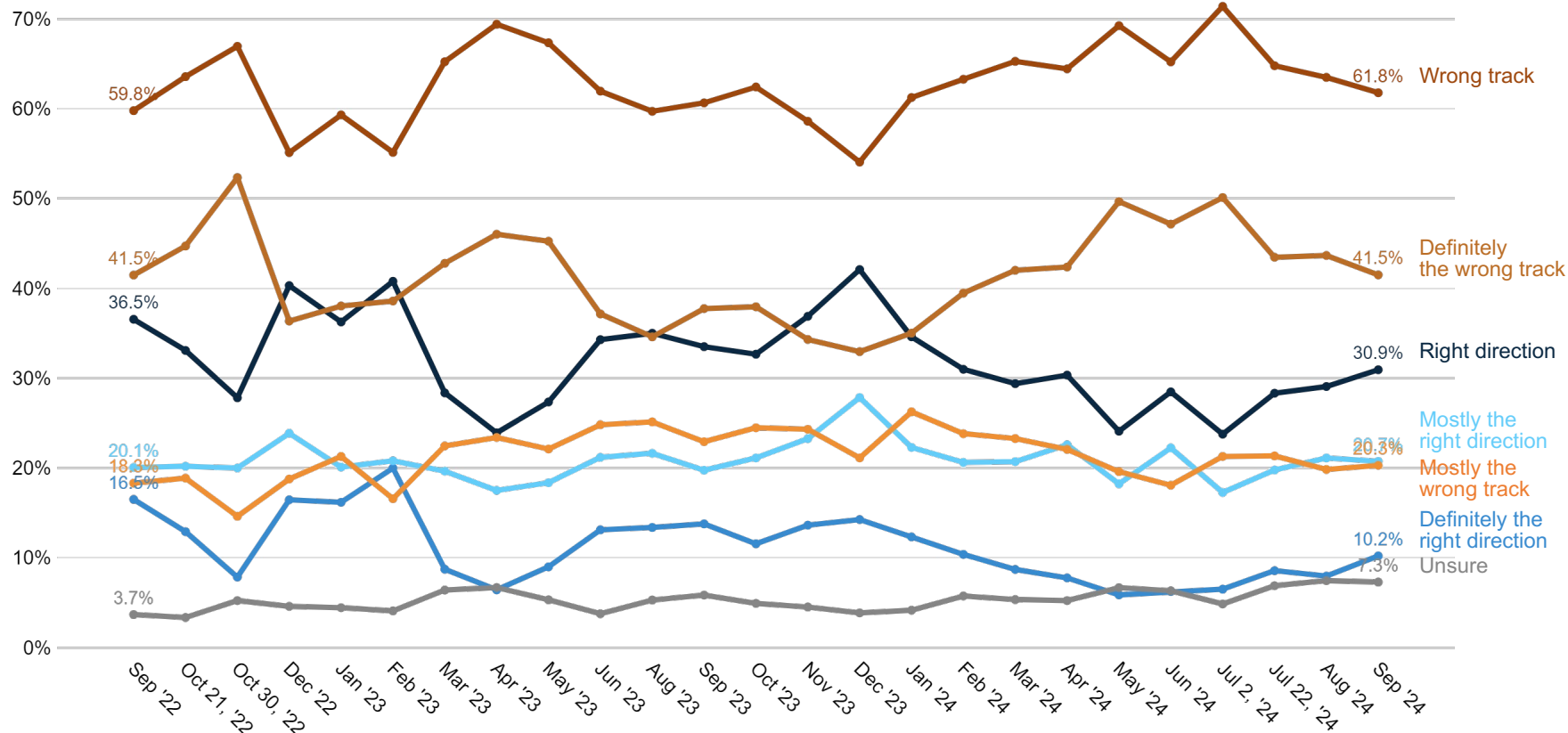
# US Direction



	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 Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	24%	34%	34%	34%	39%	30%	26%	33%	42%	30%	22%	7%	31%	58%	27%	53%	39%	30%	28%	29%	33%	34%	26%	17%	14%	7%	56%	42%	24%	26%	34%
Wrong track	66%	59%	59%	63%	54%	65%	67%	57%	49%	62%	72%	90%	57%	33%	67%	37%	52%	63%	64%	61%	58%	63%	66%	76%	80%	91%	33%	50%	67%	66%	60%
Definitely the right direction	8%	8%	16%	10%	17%	10%	7%	9%	20%	8%	7%	3%	4%	23%	8%	20%	15%	11%	7%	9%	12%	13%	6%	5%	3%	2%	19%	13%	9%	7%	11%
Mostly the right direction	16%	26%	18%	24%	22%	20%	19%	24%	23%	23%	16%	4%	28%	35%	19%	33%	24%	19%	21%	21%	21%	20%	20%	12%	12%	4%	37%	29%	15%	19%	23%
Mostly the wrong track	32%	13%	21%	12%	19%	16%	22%	24%	22%	21%	18%	18%	20%	23%	20%	19%	23%	21%	21%	25%	23%	13%	34%	38%	29%	16%	21%	22%	21%	24%	16%
Definitely the wrong track	34%	46%	38%	51%	36%	49%	44%	32%	28%	41%	54%	72%	37%	11%	47%	18%	29%	42%	43%	36%	34%	50%	33%	39%	51%	75%	12%	27%	46%	42%	44%
Unsure	10%	7%	7%	4%	7%	5%	7%	11%	8%	8%	6%	3%	12%	9%	6%	10%	9%	7%	8%	10%	9%	4%	7%	7%	6%	3%	11%	8%	9%	8%	6%

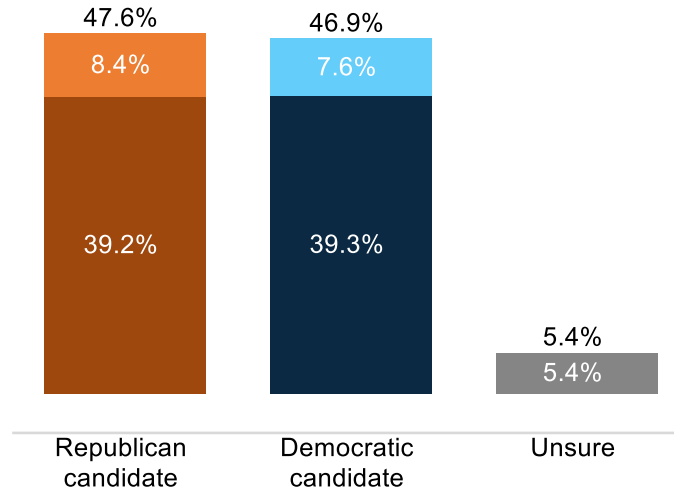
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

# 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 Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	42%	45%	53%	53%	45%	59%	48%	37%	35%	46%	61%	95%	37%	6%	53%	19%	44%	55%	51%	36%	48%	56%	39%	31%	49%	94%	7%	50%	52%	41%	46%
Democratic candidate	54%	50%	41%	42%	49%	36%	47%	60%	60%	48%	34%	3%	51%	94%	42%	76%	50%	40%	46%	59%	43%	40%	36%	52%	28%	3%	90%	44%	39%	55%	50%
Definitely the Republican candidate	33%	39%	41%	46%	36%	48%	41%	29%	24%	38%	53%	83%	24%	3%	46%	13%	31%	46%	43%	29%	35%	48%	0%	17%	27%	82%	4%	33%	42%	35%	41%
Probably the Republican candidate	8%	6%	12%	7%	9%	10%	7%	8%	10%	8%	7%	12%	13%	2%	7%	6%	13%	9%	8%	7%	12%	8%	39%	14%	23%	12%	3%	18%	11%	5%	5%
Probably the Democratic candidate	11%	5%	8%	7%	7%	8%	8%	8%	10%	7%	6%	1%	10%	12%	6%	17%	11%	7%	6%	10%	10%	5%	36%	16%	10%	1%	13%	14%	8%	6%	6%
Definitely the Democratic candidate	43%	45%	33%	35%	42%	28%	39%	52%	50%	41%	28%	1%	41%	81%	37%	60%	39%	32%	40%	49%	33%	34%	0%	36%	18%	1%	77%	30%	30%	49%	44%
Unsure	5%	5%	6%	6%	6%	6%	6%	3%	6%	6%	5%	2%	12%	1%	5%	5%	6%	5%	4%	5%	9%	4%	25%	17%	23%	4%	3%	6%	9%	4%	4%

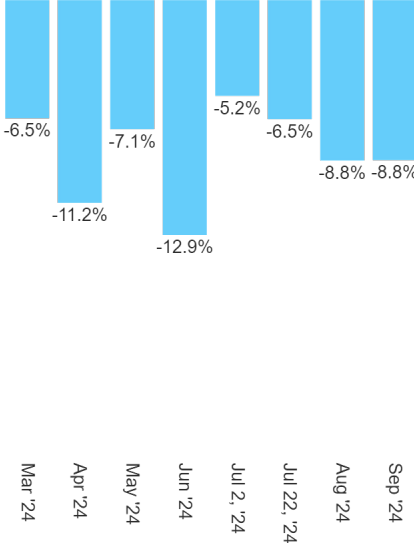
If the November 5th general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

# Generic Ballot Movement

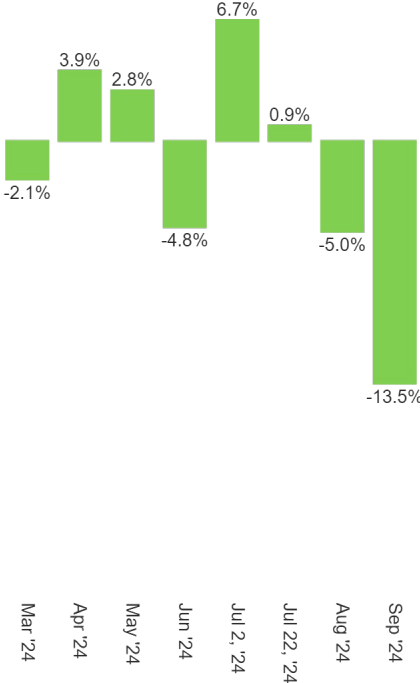
Overall (%Rep-%Dem)



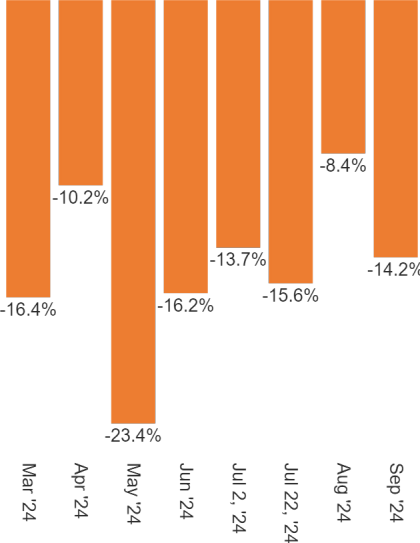
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)

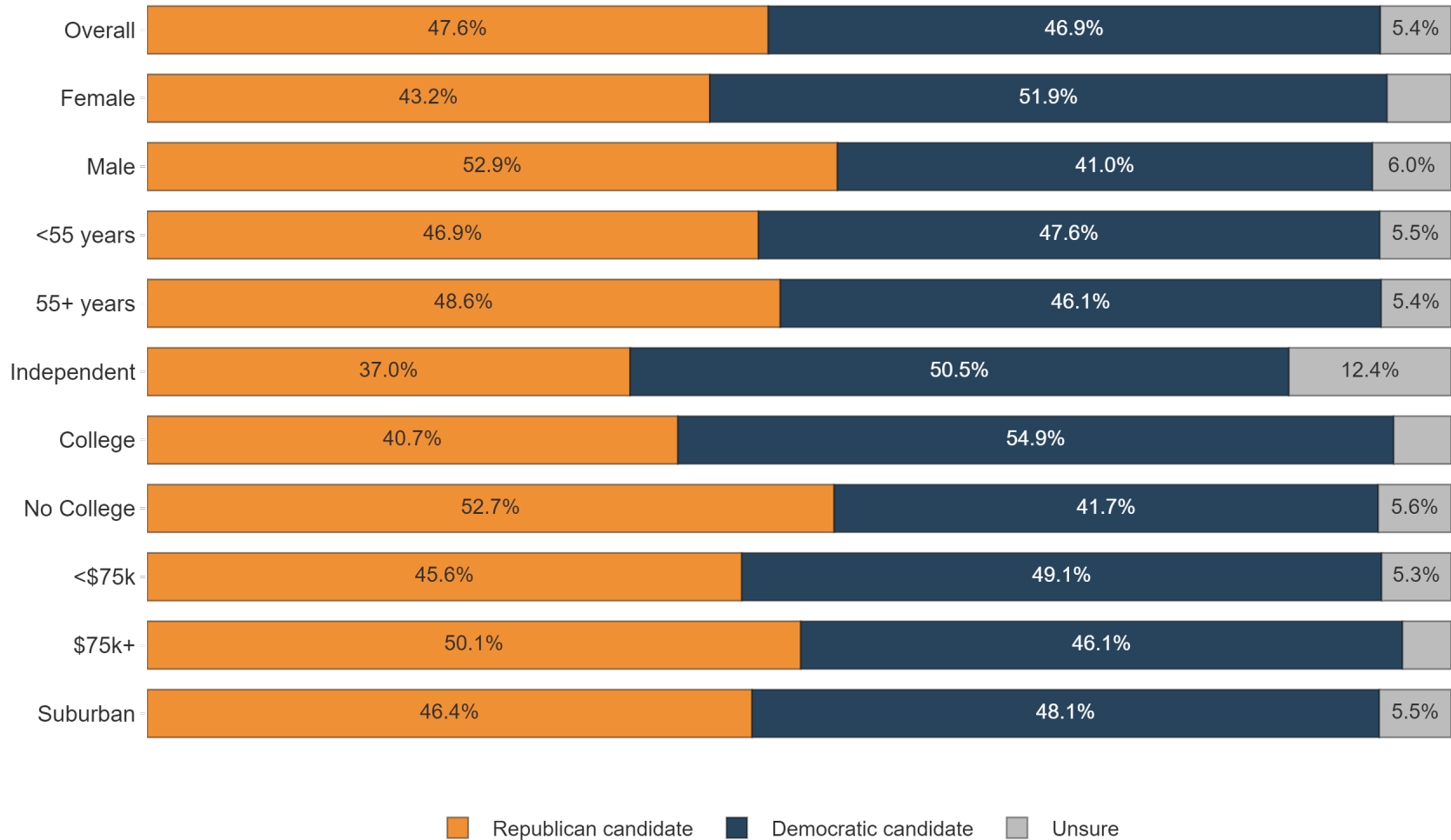


# Percent Change: Generic Ballot (Aug '24 to Sep '24)

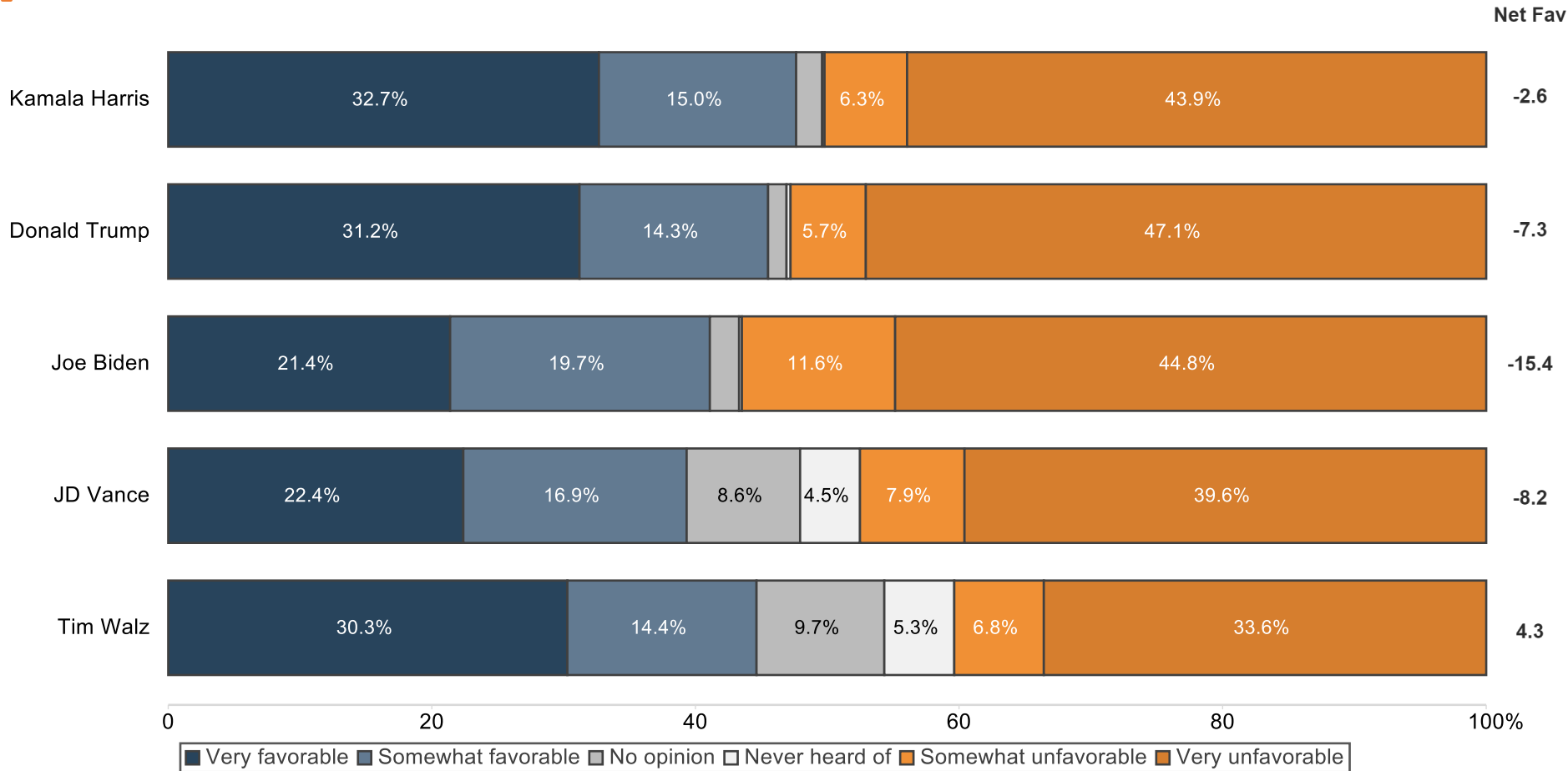
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	2%	0%	2%	-2%	-5%	3%	1%	1%	3%	-2%	5%	1%	-2%	3%	-2%	6%	7%	5%	2%	1%	5%	-3%	5%	6%	8%	1%	0%	5%	4%	0%	-3%
Democratic candidate	1%	0%	-2%	2%	5%	-3%	0%	2%	-3%	4%	-3%	-1%	6%	-1%	3%	-2%	-8%	-3%	0%	2%	-8%	5%	-1%	-3%	-3%	-1%	3%	-7%	-2%	0%	4%
Definitely the Republican candidate	2%	-1%	-1%	0%	-4%	1%	2%	-1%	0%	-3%	5%	1%	-5%	2%	-3%	5%	5%	5%	1%	0%	1%	-2%	0%	5%	6%	-1%	1%	-4%	5%	-1%	-3%
Probably the Republican candidate	1%	1%	3%	-2%	-1%	2%	0%	3%	3%	1%	0%	1%	3%	1%	0%	1%	2%	-1%	1%	1%	4%	-2%	5%	0%	2%	2%	-1%	10%	-1%	1%	-1%
Probably the Democratic candidate	0%	0%	-3%	1%	0%	-2%	0%	0%	-2%	0%	-1%	-1%	-4%	1%	-1%	3%	0%	-2%	0%	1%	-1%	-2%	-1%	-2%	-5%	0%	0%	-6%	1%	1%	0%
Definitely the Democratic candidate	1%	1%	1%	1%	6%	-2%	0%	2%	-1%	3%	-2%	-1%	10%	-2%	4%	-5%	-8%	-1%	0%	1%	-7%	7%	0%	-1%	2%	-1%	3%	-1%	-3%	0%	4%
Unsure	-4%	0%	0%	0%	0%	1%	-2%	-3%	0%	-1%	-1%	0%	-4%	-2%	-1%	-4%	1%	-2%	-2%	-3%	3%	-2%	-4%	-3%	-5%	0%	-4%	1%	-2%	0%	-1%



# Generic Ballot by Key Voter Groups



# Image Tests





# Image Tests Heatmaps

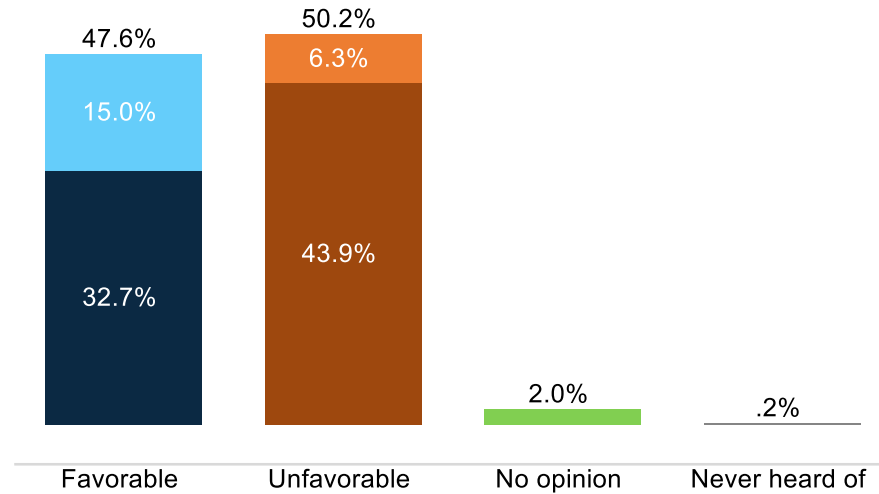
Favorable

	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 Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	53%	49%	46%	41%	51%	39%	46%	59%	62%	49%	34%	6%	51%	91%	43%	80%	54%	46%	46%	56%	48%	41%	40%	40%	0%	5%	89%	47%	44%	53%	49%
Donald Trump	40%	44%	53%	46%	41%	56%	48%	33%	35%	43%	59%	89%	33%	8%	51%	18%	47%	54%	48%	35%	46%	52%	39%	0%	0%	88%	7%	44%	53%	38%	43%
Joe Biden	41%	44%	40%	39%	49%	33%	36%	52%	52%	43%	29%	5%	41%	80%	37%	67%	46%	39%	39%	47%	40%	39%	29%	0%	10%	5%	79%	42%	37%	46%	44%
JD Vance	30%	39%	47%	45%	40%	51%	36%	31%	26%	39%	51%	76%	26%	10%	45%	13%	38%	49%	42%	25%	39%	50%	28%	12%	18%	77%	8%	35%	42%	30%	42%
Tim Walz	46%	46%	44%	41%	51%	38%	39%	56%	57%	46%	31%	8%	51%	82%	42%	62%	48%	41%	43%	49%	45%	42%	35%	42%	22%	8%	83%	40%	41%	47%	48%

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 Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	43%	49%	52%	59%	49%	59%	51%	39%	37%	49%	64%	93%	45%	8%	56%	16%	42%	53%	52%	41%	50%	59%	53%	57%	100%	93%	10%	44%	54%	46%	50%
Donald Trump	59%	53%	46%	52%	58%	42%	50%	65%	63%	55%	39%	10%	66%	90%	48%	78%	51%	44%	50%	62%	53%	46%	56%	100%	100%	11%	91%	52%	44%	60%	56%
Joe Biden	55%	53%	59%	59%	50%	65%	59%	47%	45%	55%	68%	94%	55%	18%	61%	30%	50%	59%	59%	50%	58%	60%	67%	100%	89%	93%	19%	52%	61%	48%	55%
JD Vance	49%	51%	42%	48%	54%	38%	43%	60%	56%	50%	36%	9%	62%	81%	45%	61%	47%	37%	47%	52%	48%	43%	45%	75%	68%	10%	83%	39%	40%	53%	53%
Tim Walz	28%	42%	43%	53%	41%	52%	37%	30%	27%	41%	51%	75%	35%	8%	45%	15%	34%	42%	40%	29%	42%	51%	36%	41%	56%	76%	9%	32%	38%	32%	45%

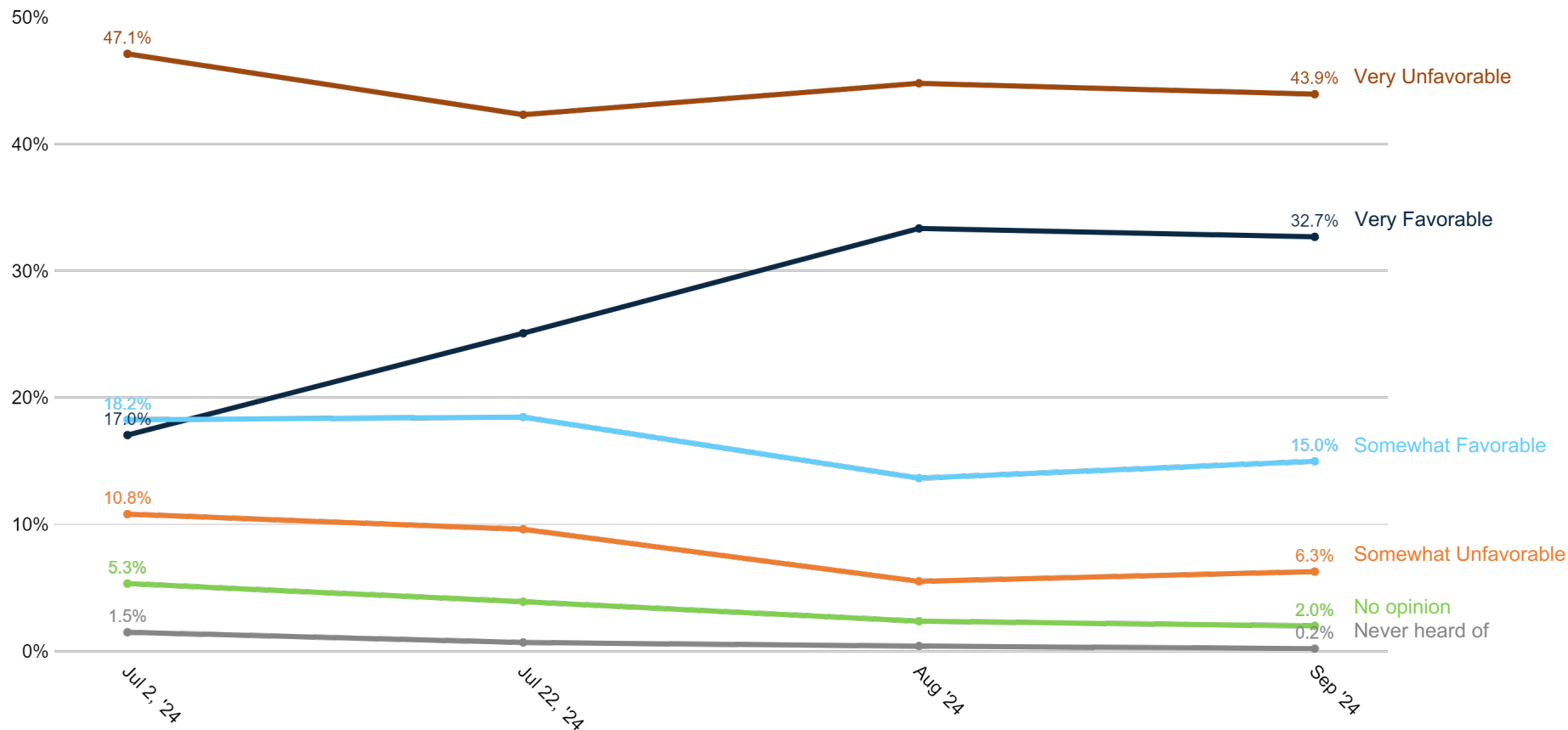
# Image: Kamala Harris



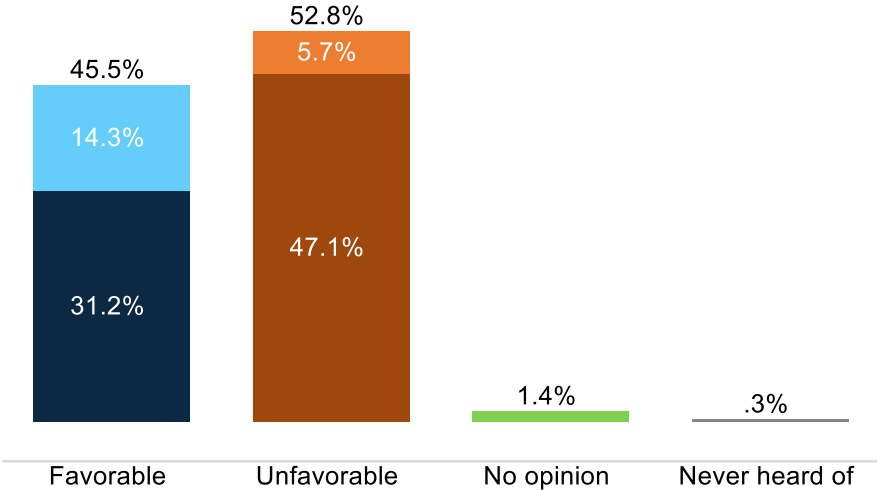
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Old/D/BIHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	53%	49%	46%	41%	51%	39%	46%	59%	62%	49%	34%	6%	51%	91%	43%	80%	54%	46%	46%	56%	48%	41%	40%	40%	5%	89%	47%	44%	53%	49%
Unfavorable Total	43%	49%	52%	59%	49%	59%	51%	39%	37%	49%	64%	93%	45%	8%	56%	16%	42%	53%	52%	41%	50%	59%	53%	57%	93%	10%	44%	54%	46%	50%
Very favorable	33%	38%	28%	32%	32%	28%	32%	41%	41%	34%	24%	4%	28%	68%	28%	64%	38%	30%	33%	39%	31%	28%	18%	18%	3%	63%	29%	26%	37%	36%
Somewhat favorable	20%	11%	18%	9%	19%	11%	14%	18%	21%	15%	10%	2%	24%	23%	14%	16%	17%	16%	13%	17%	16%	13%	22%	22%	2%	26%	18%	18%	15%	13%
Somewhat unfavorable	9%	3%	8%	4%	8%	6%	5%	6%	8%	5%	6%	7%	8%	4%	5%	6%	5%	6%	5%	7%	10%	4%	18%	20%	6%	4%	12%	8%	8%	4%
Very unfavorable	35%	46%	44%	55%	41%	54%	46%	32%	28%	43%	58%	86%	37%	4%	51%	10%	37%	48%	47%	34%	40%	54%	34%	37%	87%	6%	32%	47%	38%	46%
No opinion	3%	2%	2%	0%	1%	2%	3%	2%	1%	2%	2%	1%	3%	1%	2%	4%	4%	1%	2%	3%	2%	0%	6%	3%	1%	1%	8%	2%	2%	1%
Never heard of	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%

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

# Trend: Kamala Harris Image



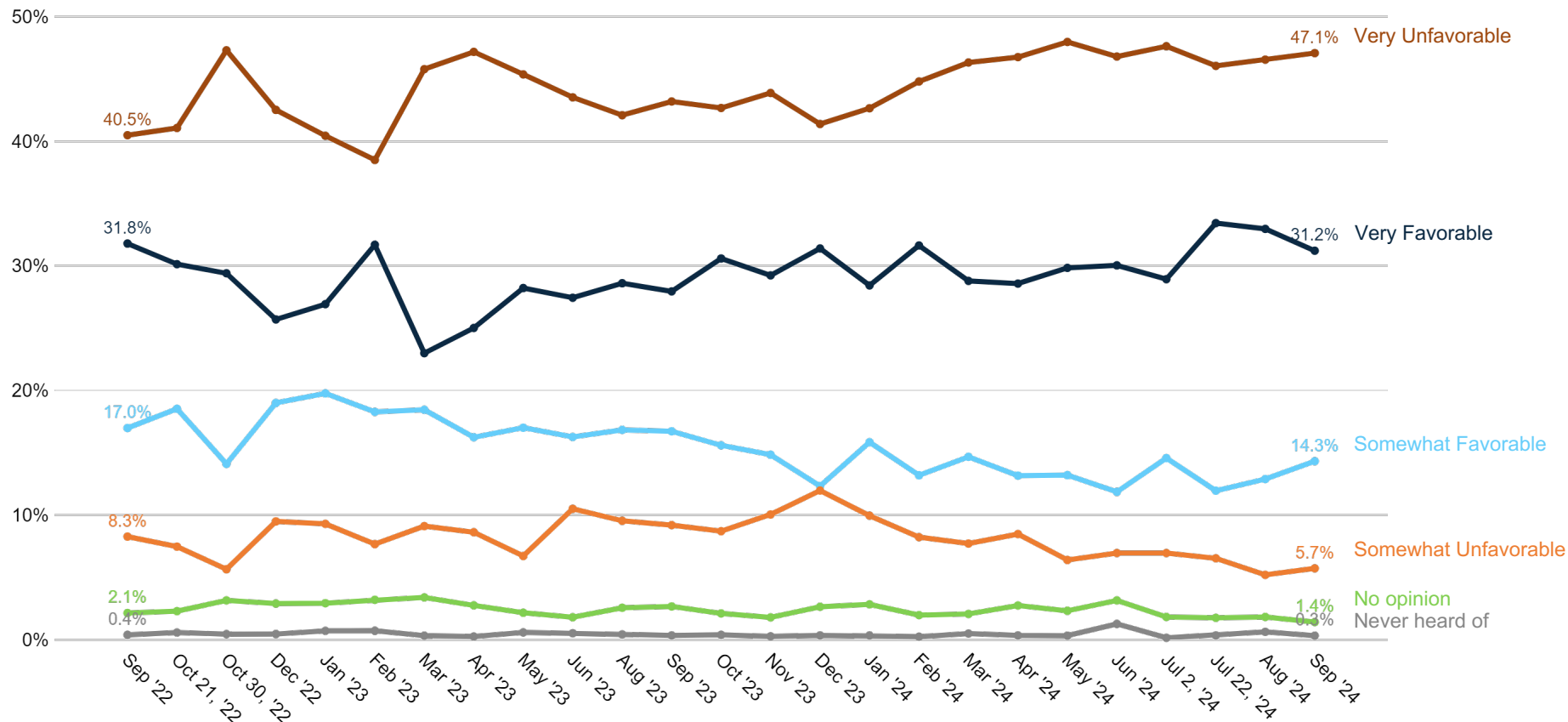
# Image: Donald Trump



	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 Unmarried	M Married	Swing Voter	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	44%	53%	46%	41%	56%	48%	33%	35%	43%	59%	89%	33%	8%	51%	18%	47%	54%	48%	35%	46%	52%	39%	88%	7%	44%	53%	38%	43%
Unfavorable Total	59%	53%	46%	52%	58%	42%	50%	65%	63%	55%	39%	10%	66%	90%	48%	78%	51%	44%	50%	62%	53%	46%	56%	11%	91%	52%	44%	60%	56%
Very favorable	26%	32%	33%	35%	25%	40%	36%	20%	22%	29%	43%	66%	17%	3%	35%	11%	33%	35%	33%	25%	29%	37%	12%	65%	4%	30%	35%	21%	32%
Somewhat favorable	14%	12%	19%	12%	16%	16%	12%	14%	12%	14%	16%	22%	16%	5%	15%	7%	14%	19%	15%	10%	17%	16%	27%	24%	3%	14%	18%	17%	12%
Somewhat unfavorable	8%	4%	5%	5%	8%	3%	6%	6%	7%	6%	5%	5%	9%	4%	6%	9%	4%	7%	6%	6%	5%	5%	16%	6%	5%	9%	6%	8%	5%
Very unfavorable	51%	50%	41%	47%	50%	39%	44%	59%	57%	50%	34%	6%	57%	86%	43%	69%	47%	36%	44%	56%	47%	41%	40%	5%	86%	43%	38%	53%	51%
No opinion	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	4%	2%	2%	1%	2%	1%	1%	4%	1%	1%	2%	3%	2%	1%
Never heard of	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%

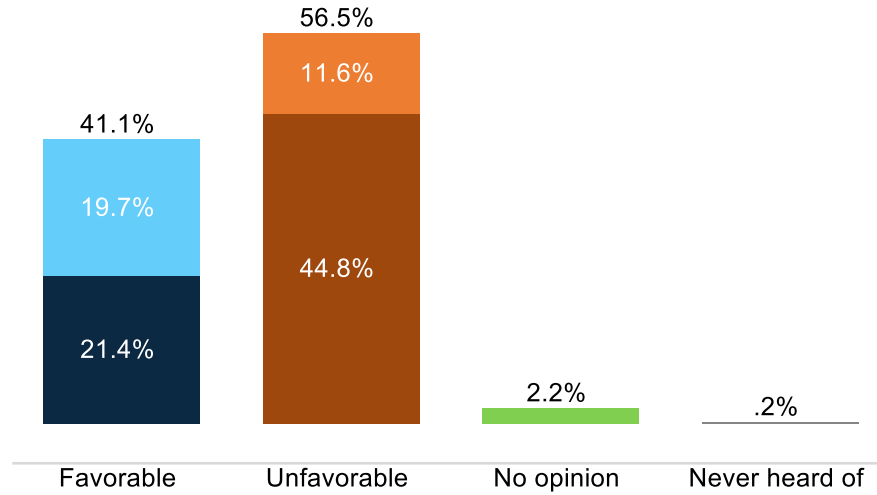
Do you have a favorable or unfavorable opinion of Donald Trump?

# Trend: Donald Trump Image





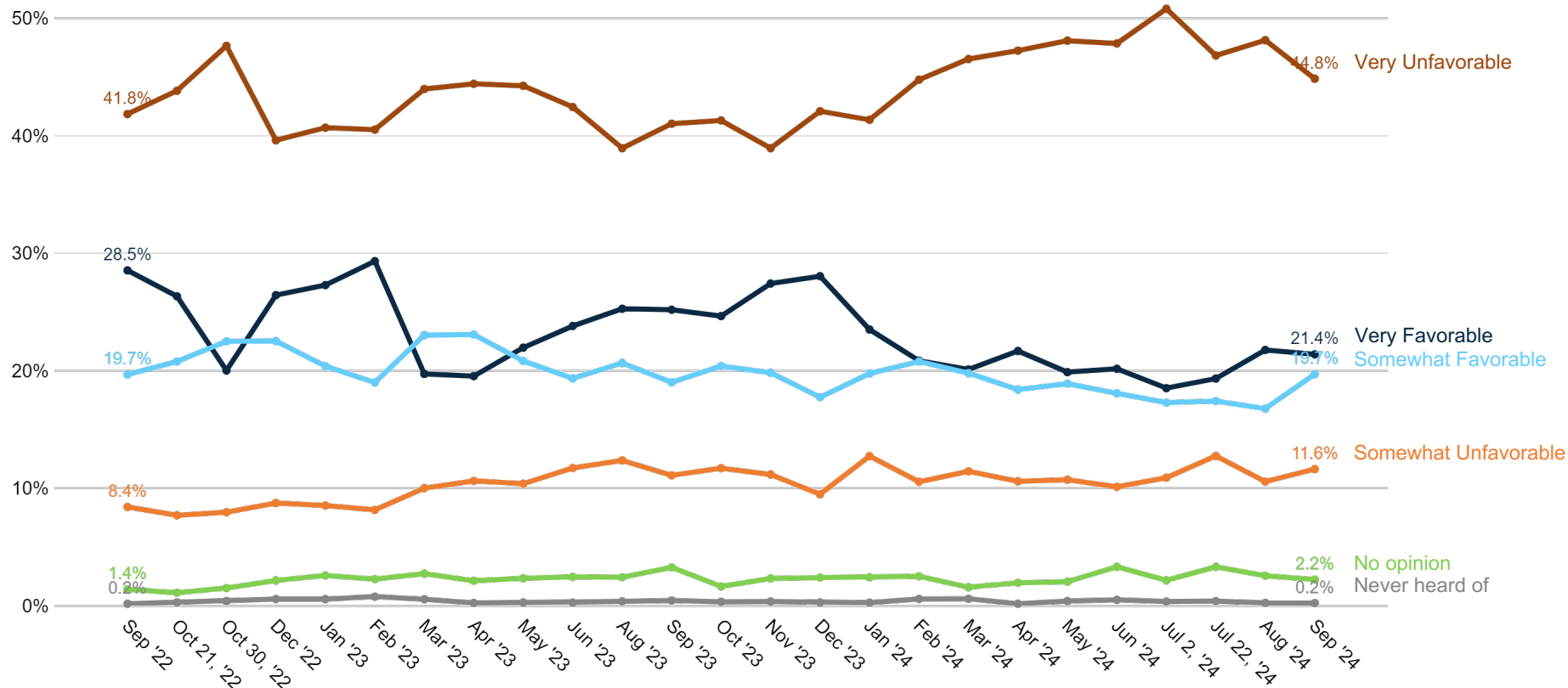
# Image: Joe Biden



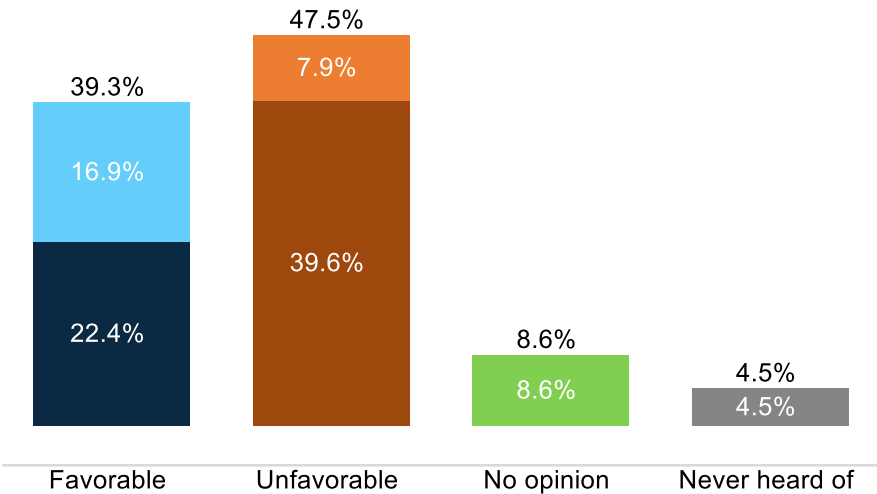
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	44%	40%	39%	49%	33%	36%	52%	52%	43%	29%	5%	41%	80%	37%	67%	46%	39%	39%	47%	40%	39%	29%	10%	5%	79%	42%	37%	46%	44%
Unfavorable Total	55%	53%	59%	59%	50%	65%	59%	47%	45%	55%	68%	94%	55%	18%	61%	30%	50%	59%	59%	50%	58%	60%	67%	89%	93%	19%	52%	61%	48%	55%
Very favorable	18%	25%	20%	22%	24%	19%	18%	26%	29%	21%	15%	3%	19%	44%	18%	46%	22%	20%	18%	26%	21%	21%	11%	2%	3%	41%	22%	17%	26%	23%
Somewhat favorable	23%	19%	20%	17%	25%	14%	18%	25%	24%	21%	14%	2%	22%	36%	19%	21%	24%	19%	20%	21%	20%	18%	18%	8%	2%	37%	20%	20%	20%	20%
Somewhat unfavorable	19%	7%	12%	6%	10%	8%	13%	15%	12%	11%	12%	10%	15%	12%	11%	10%	15%	12%	13%	14%	13%	7%	25%	29%	9%	12%	19%	15%	12%	8%
Very unfavorable	37%	46%	47%	53%	41%	56%	46%	32%	33%	44%	56%	84%	40%	6%	51%	21%	35%	47%	46%	35%	45%	53%	43%	60%	84%	7%	33%	46%	36%	47%
No opinion	4%	2%	1%	1%	1%	1%	5%	1%	2%	2%	3%	1%	4%	2%	1%	3%	4%	2%	3%	3%	2%	1%	3%	2%	1%	2%	5%	1%	6%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%

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

# Trend: Joe Biden Image



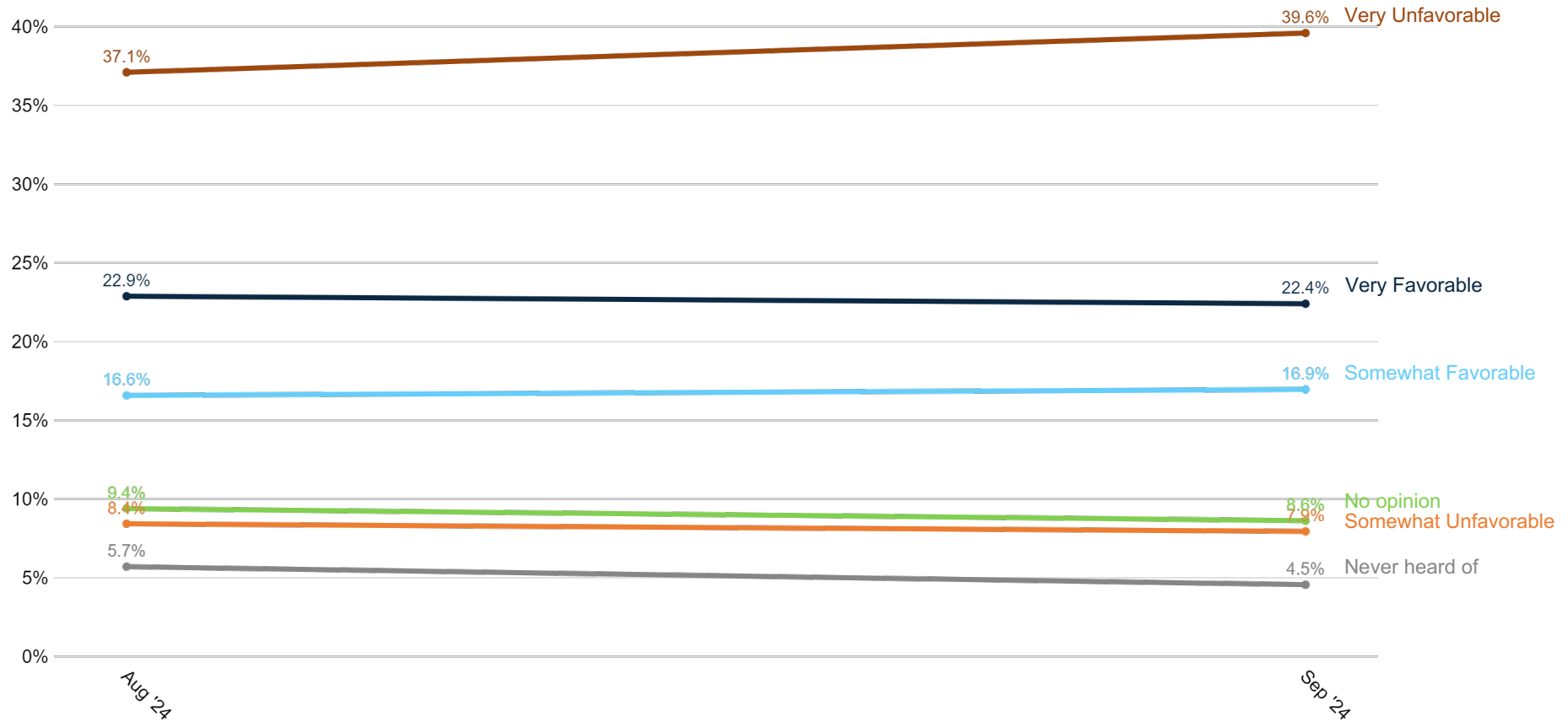
# Image: JD Vance



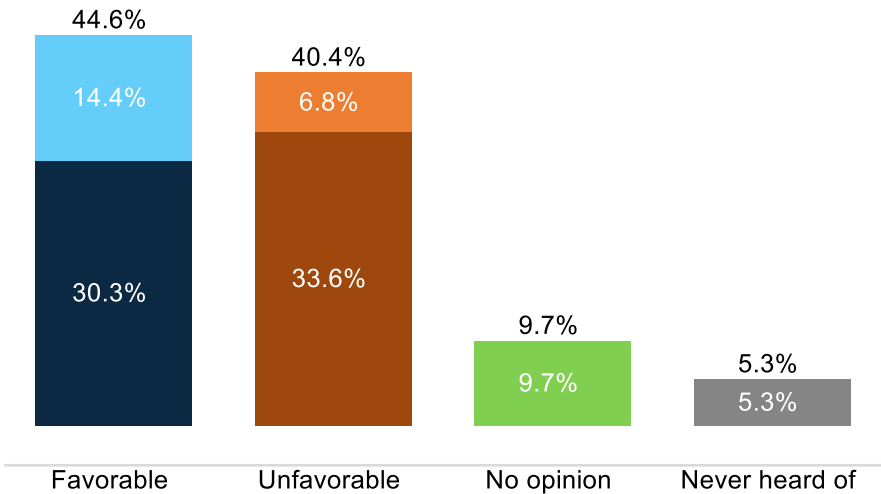
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	30%	39%	47%	45%	40%	51%	36%	31%	26%	39%	51%	76%	26%	10%	45%	13%	38%	49%	42%	25%	39%	50%	28%	12%	18%	77%	8%	35%	42%	30%	42%
Unfavorable Total	49%	51%	42%	48%	54%	38%	43%	60%	56%	50%	36%	9%	62%	81%	45%	61%	47%	37%	47%	52%	48%	43%	45%	75%	68%	10%	83%	39%	40%	53%	53%
Very favorable	16%	25%	22%	29%	20%	29%	22%	17%	12%	23%	31%	47%	10%	4%	27%	7%	18%	23%	26%	14%	21%	28%	10%	3%	3%	46%	3%	20%	20%	13%	26%
Somewhat favorable	14%	13%	24%	16%	20%	21%	13%	14%	14%	16%	20%	29%	15%	6%	18%	6%	20%	25%	16%	11%	17%	23%	18%	9%	15%	31%	5%	15%	22%	17%	16%
Somewhat unfavorable	8%	6%	10%	8%	10%	9%	6%	8%	12%	7%	6%	4%	12%	9%	7%	9%	11%	9%	7%	7%	12%	8%	19%	23%	29%	4%	10%	11%	10%	8%	7%
Very unfavorable	41%	45%	32%	40%	44%	30%	37%	52%	44%	43%	30%	5%	50%	72%	38%	52%	36%	28%	40%	45%	37%	35%	26%	52%	39%	5%	73%	28%	30%	45%	46%
No opinion	13%	8%	7%	5%	5%	7%	14%	6%	10%	8%	8%	9%	10%	6%	7%	14%	8%	8%	8%	13%	9%	5%	19%	7%	8%	9%	5%	17%	14%	8%	4%
Never heard of	9%	3%	4%	2%	1%	4%	8%	3%	8%	3%	5%	6%	2%	3%	3%	11%	7%	6%	3%	9%	4%	2%	8%	6%	6%	4%	3%	9%	4%	9%	2%

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

# Trend: JD Vance Image



# Image: Tim Walz

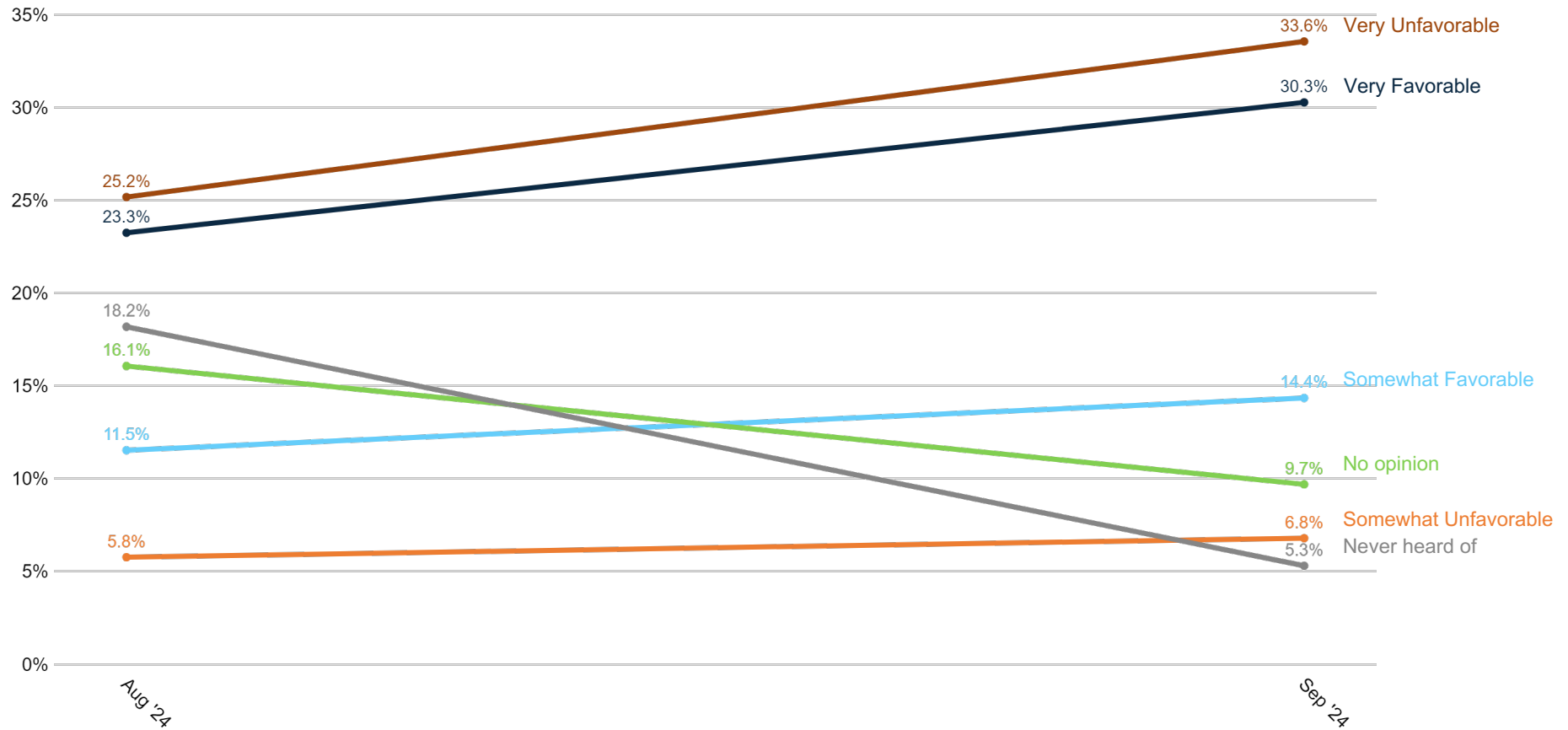


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	46%	46%	44%	41%	51%	38%	39%	56%	57%	46%	31%	8%	51%	82%	42%	62%	48%	41%	43%	49%	45%	42%	35%	42%	22%	8%	83%	40%	41%	47%	48%
Unfavorable Total	28%	42%	43%	53%	41%	52%	37%	30%	27%	41%	51%	75%	35%	8%	45%	15%	34%	42%	40%	29%	42%	51%	36%	41%	56%	76%	9%	32%	38%	32%	45%
Very favorable	32%	33%	29%	27%	34%	24%	26%	42%	35%	32%	22%	4%	33%	59%	30%	39%	30%	25%	28%	36%	28%	28%	13%	21%	8%	4%	58%	25%	23%	36%	34%
Somewhat favorable	14%	13%	15%	14%	17%	14%	13%	15%	22%	14%	9%	4%	18%	24%	12%	22%	18%	16%	15%	13%	16%	14%	22%	20%	14%	4%	24%	15%	18%	10%	14%
Somewhat unfavorable	4%	6%	10%	8%	8%	9%	4%	6%	5%	8%	6%	9%	7%	3%	7%	5%	8%	8%	6%	5%	12%	7%	16%	13%	18%	9%	3%	11%	7%	6%	6%
Very unfavorable	24%	36%	33%	46%	33%	42%	33%	24%	22%	33%	45%	66%	28%	4%	38%	10%	27%	35%	34%	24%	30%	44%	20%	29%	38%	67%	6%	21%	31%	26%	39%
No opinion	16%	8%	8%	5%	6%	7%	15%	8%	10%	9%	10%	9%	12%	7%	9%	14%	9%	10%	12%	14%	9%	5%	19%	10%	17%	10%	6%	16%	14%	16%	5%
Never heard of	10%	4%	5%	1%	2%	4%	8%	6%	5%	4%	8%	7%	2%	3%	4%	10%	8%	7%	6%	9%	5%	2%	10%	7%	6%	2%	12%	7%	6%	2%	

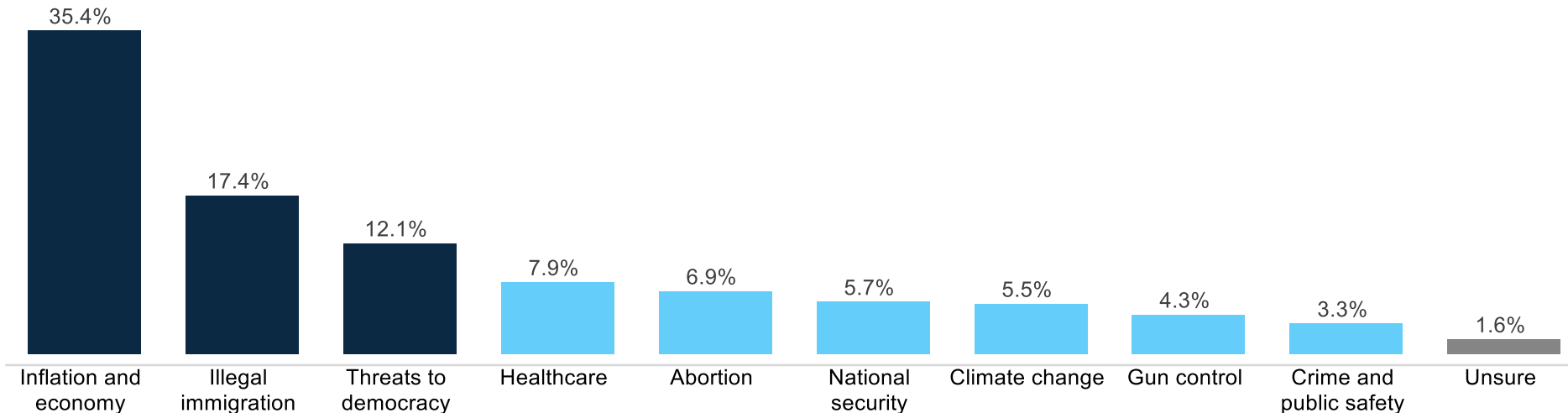
Do you have a favorable or unfavorable opinion of Tim Walz?



# Trend: Tim Walz Image



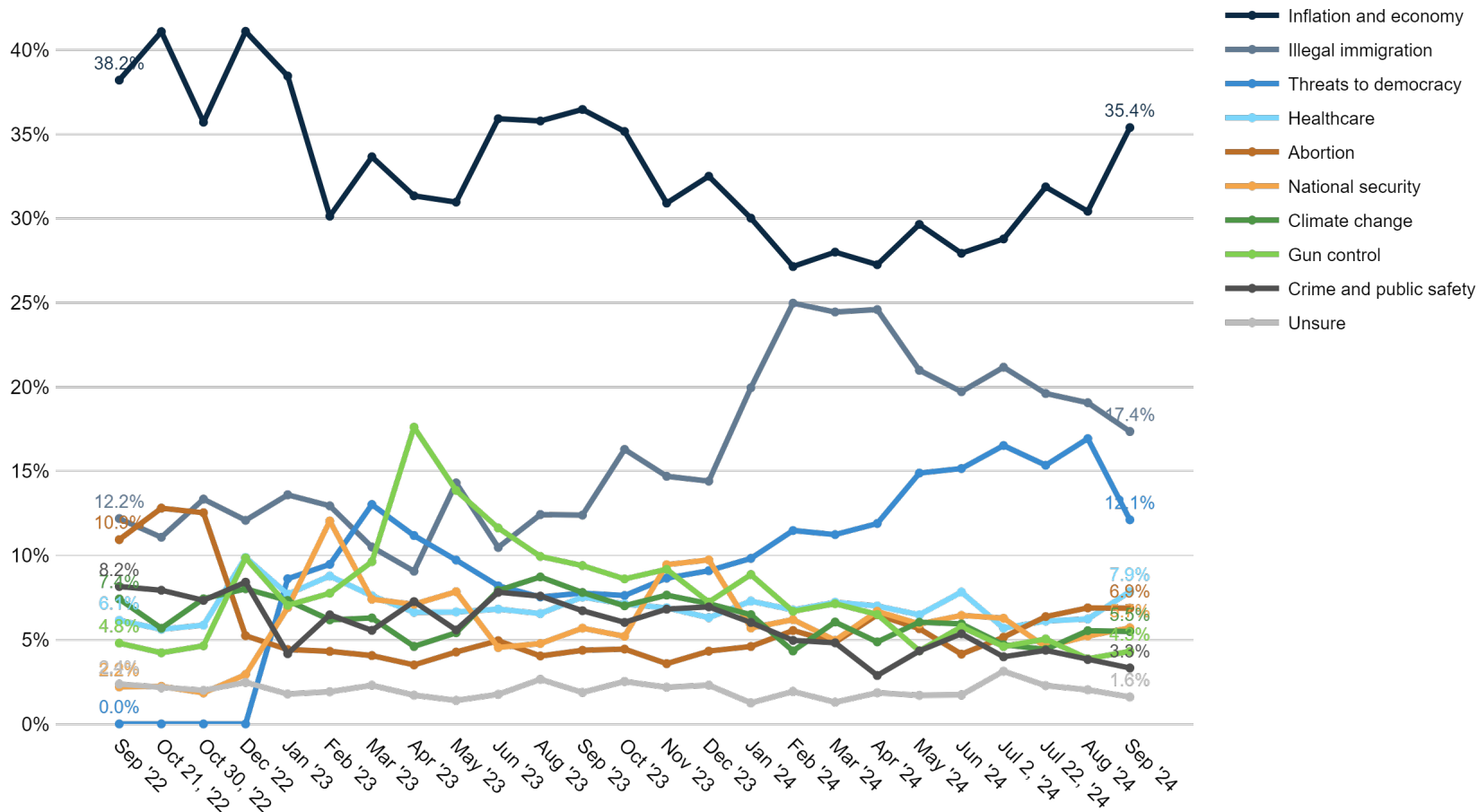
# Top Priority



	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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	41%	30%	40%	28%	32%	37%	38%	33%	33%	35%	38%	43%	33%	27%	35%	40%	42%	42%	38%	34%	40%	31%	45%	42%	39%	43%	25%	38%	37%	34%	32%
Illegal immigration	10%	21%	15%	27%	18%	22%	17%	12%	10%	18%	21%	32%	14%	3%	20%	5%	12%	16%	17%	13%	16%	23%	11%	13%	17%	34%	4%	9%	20%	13%	20%
Threats to democracy	7%	17%	8%	20%	17%	11%	9%	15%	12%	12%	12%	5%	15%	19%	13%	15%	7%	7%	10%	12%	10%	15%	6%	6%	6%	4%	21%	7%	7%	12%	16%
Healthcare	10%	6%	9%	5%	6%	8%	9%	7%	10%	7%	8%	2%	9%	14%	7%	10%	11%	7%	7%	10%	10%	5%	9%	10%	9%	3%	12%	15%	10%	9%	6%
Abortion	10%	7%	5%	4%	4%	6%	8%	10%	7%	7%	5%	2%	6%	13%	6%	9%	9%	8%	8%	9%	4%	5%	4%	8%	6%	3%	12%	6%	7%	10%	7%
National security	4%	6%	6%	7%	8%	5%	4%	6%	6%	5%	7%	9%	5%	3%	6%	3%	5%	8%	5%	4%	5%	8%	7%	4%	6%	9%	4%	5%	5%	8%	6%
Climate change	6%	3%	8%	4%	8%	5%	4%	6%	8%	6%	2%	1%	8%	9%	6%	4%	6%	5%	5%	5%	8%	5%	8%	9%	10%	1%	9%	9%	6%	6%	5%
Gun control	6%	5%	3%	2%	3%	2%	6%	5%	7%	4%	3%	1%	6%	7%	3%	8%	5%	4%	5%	7%	2%	3%	4%	4%	1%	1%	7%	7%	3%	3%	4%
Crime and public safety	4%	3%	3%	2%	3%	3%	4%	4%	5%	3%	2%	5%	3%	3%	3%	7%	3%	3%	3%	5%	4%	3%	4%	3%	4%	3%	3%	3%	2%	1%	3%
Unsure	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	0%	1%	2%	2%	1%	2%	2%	2%	1%	1%	1%	3%	1%	1%	3%	2%

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

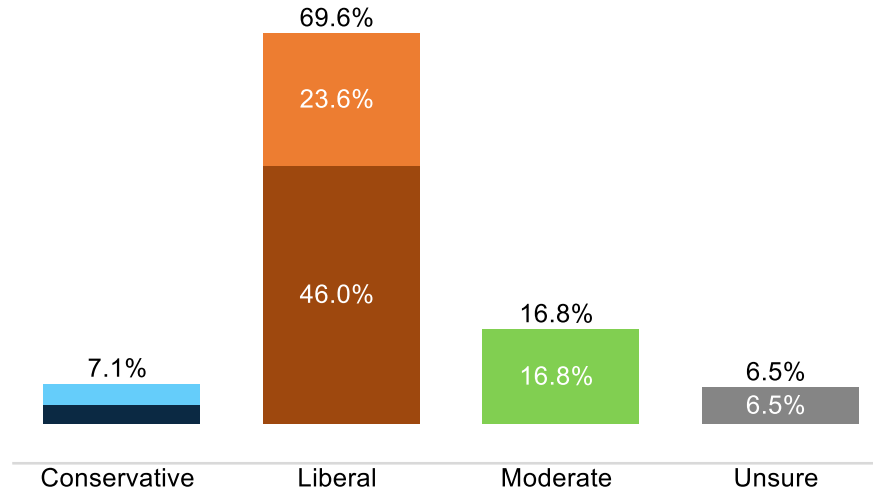
# Trend: Top Priority



# Percent Change: Top Priority (Aug '24 to Sep '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 Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	3%	6%	3%	7%	2%	8%	4%	6%	4%	6%	5%	5%	-3%	8%	4%	16%	6%	4%	5%	5%	12%	1%	7%	7%	2%	4%	4%	9%	2%	1%	4%
Illegal immigration	-1%	-2%	-1%	-2%	-3%	-1%	-1%	-2%	1%	-3%	0%	-2%	-3%	-1%	-2%	0%	-1%	1%	-4%	1%	-1%	-2%	-4%	1%	-4%	-4%	1%	1%	2%	-2%	-3%
Threats to democracy	-4%	-5%	-6%	-4%	-1%	-9%	-4%	-4%	-4%	-5%	-5%	-3%	-2%	-8%	-4%	-15%	-4%	-8%	-5%	-4%	-8%	-4%	-6%	-12%	-5%	-2%	-8%	-4%	-5%	-3%	-5%
Healthcare	3%	1%	2%	0%	-1%	3%	3%	0%	-1%	1%	4%	-1%	3%	4%	1%	3%	2%	1%	3%	0%	2%	1%	-1%	1%	2%	1%	2%	2%	2%	4%	1%
Abortion	0%	1%	-1%	0%	-1%	0%	0%	1%	-1%	0%	1%	0%	2%	0%	0%	3%	0%	0%	0%	0%	-2%	0%	0%	3%	5%	1%	1%	1%	-2%	1%	1%
National security	-1%	-1%	3%	1%	4%	0%	-2%	0%	1%	0%	1%	1%	0%	1%	0%	-1%	2%	4%	0%	-2%	1%	3%	2%	0%	-2%	0%	1%	-3%	-1%	3%	1%
Climate change	0%	-1%	0%	1%	2%	0%	1%	-3%	2%	1%	-5%	0%	2%	-1%	0%	0%	0%	0%	0%	-2%	0%	1%	4%	3%	8%	0%	-1%	0%	2%	-3%	0%
Gun control	1%	1%	0%	-1%	0%	-1%	2%	0%	2%	-1%	2%	0%	3%	0%	0%	-1%	0%	1%	1%	1%	-3%	2%	1%	-2%	-5%	0%	1%	4%	0%	1%	0%
Crime and public safety	-1%	1%	0%	-1%	0%	-1%	-2%	2%	-3%	1%	-2%	1%	0%	-2%	0%	-3%	-7%	-3%	0%	0%	0%	-1%	-2%	1%	1%	-1%	-1%	-5%	-1%	-3%	0%
Unsure	0%	-1%	0%	-1%	0%	0%	-1%	0%	-2%	0%	-1%	0%	-1%	0%	0%	-2%	1%	0%	0%	-1%	-1%	0%	-1%	-1%	-2%	0%	0%	-4%	1%	1%	0%

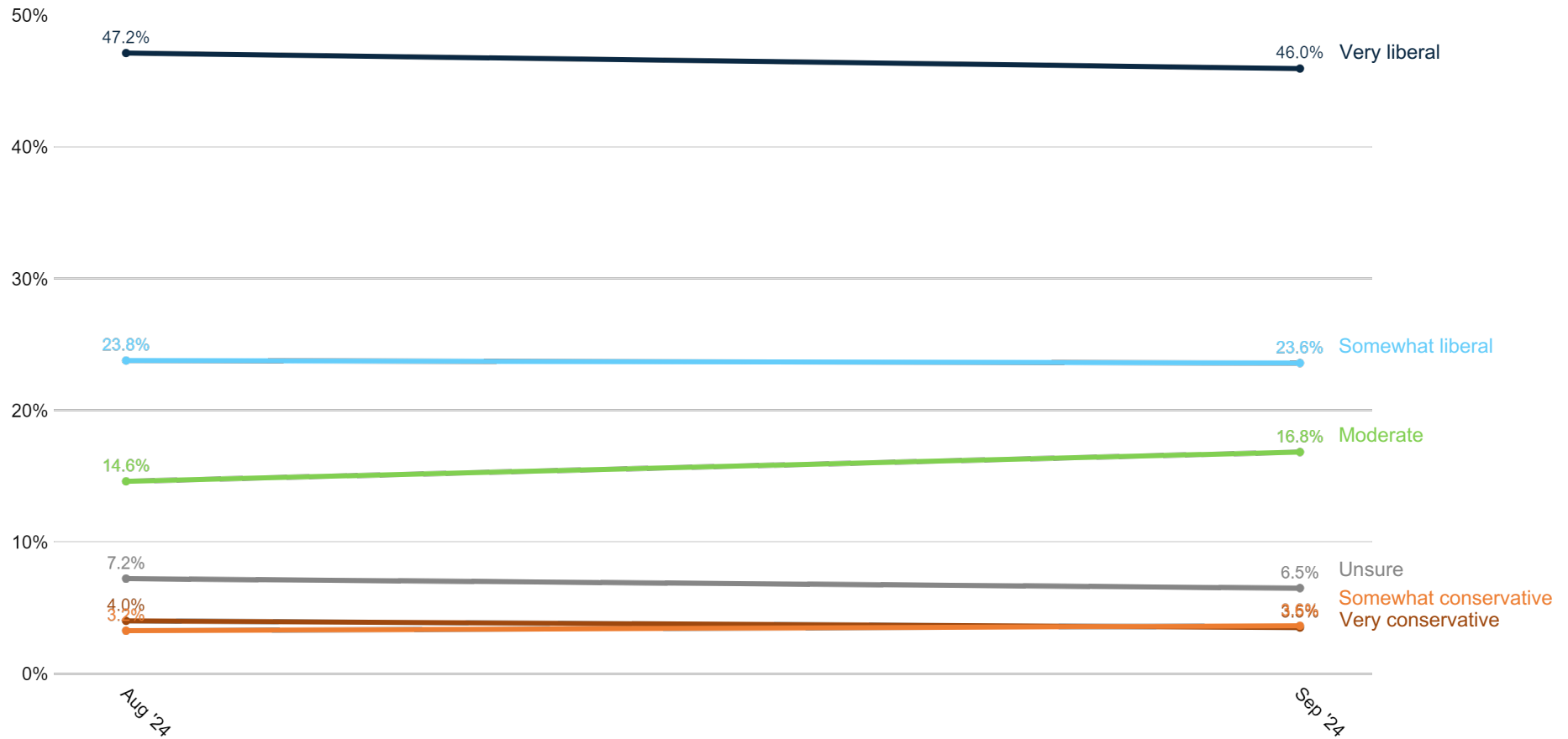
# Harris Ideology



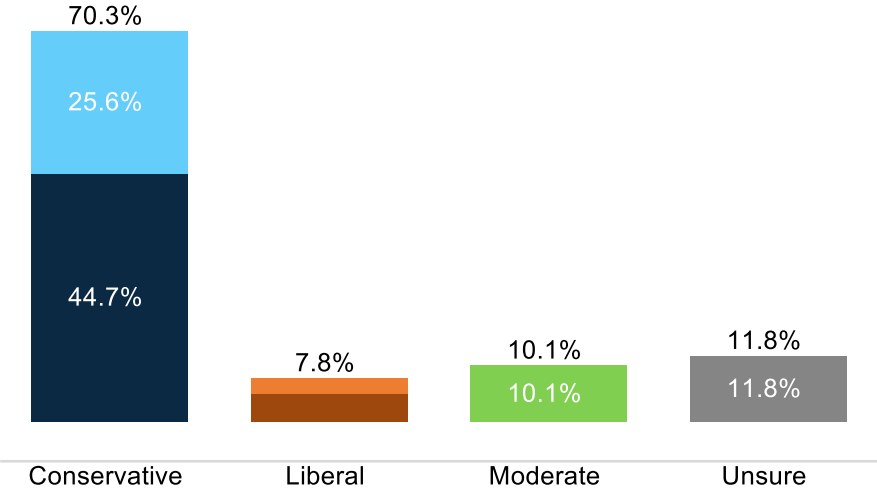
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	8%	5%	10%	4%	9%	6%	8%	5%	12%	4%	8%	5%	6%	9%	5%	15%	13%	10%	5%	8%	8%	7%	10%	11%	12%	6%	8%	18%	9%	7%	4%
Moderate	19%	17%	15%	16%	17%	14%	17%	19%	22%	17%	13%	5%	20%	29%	12%	35%	27%	15%	14%	21%	21%	12%	19%	15%	10%	4%	29%	15%	15%	10%	18%
Liberal	64%	68%	73%	75%	71%	76%	63%	70%	58%	75%	70%	84%	66%	58%	77%	39%	54%	69%	74%	59%	68%	78%	57%	64%	69%	83%	60%	56%	67%	77%	73%
Very conservative	3%	2%	8%	2%	7%	4%	4%	0%	6%	2%	5%	3%	2%	5%	3%	7%	6%	7%	2%	2%	4%	6%	3%	4%	4%	3%	4%	10%	5%	5%	2%
Somewhat conservative	5%	3%	3%	3%	3%	3%	4%	4%	6%	2%	4%	2%	5%	4%	2%	9%	7%	3%	3%	6%	4%	2%	7%	8%	8%	3%	4%	9%	4%	2%	2%
Somewhat liberal	23%	24%	26%	21%	28%	20%	20%	30%	24%	28%	14%	5%	29%	40%	25%	22%	14%	18%	23%	25%	25%	23%	23%	29%	22%	4%	42%	21%	17%	35%	25%
Very liberal	41%	44%	47%	54%	42%	56%	44%	40%	34%	46%	56%	79%	37%	18%	52%	18%	40%	51%	51%	33%	43%	55%	34%	35%	47%	79%	18%	35%	50%	43%	48%
Unsure	9%	10%	2%	4%	3%	3%	11%	6%	8%	4%	9%	6%	8%	4%	6%	10%	5%	6%	6%	12%	4%	3%	14%	10%	9%	7%	4%	11%	8%	6%	4%

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

# Trend: Harris Ideology



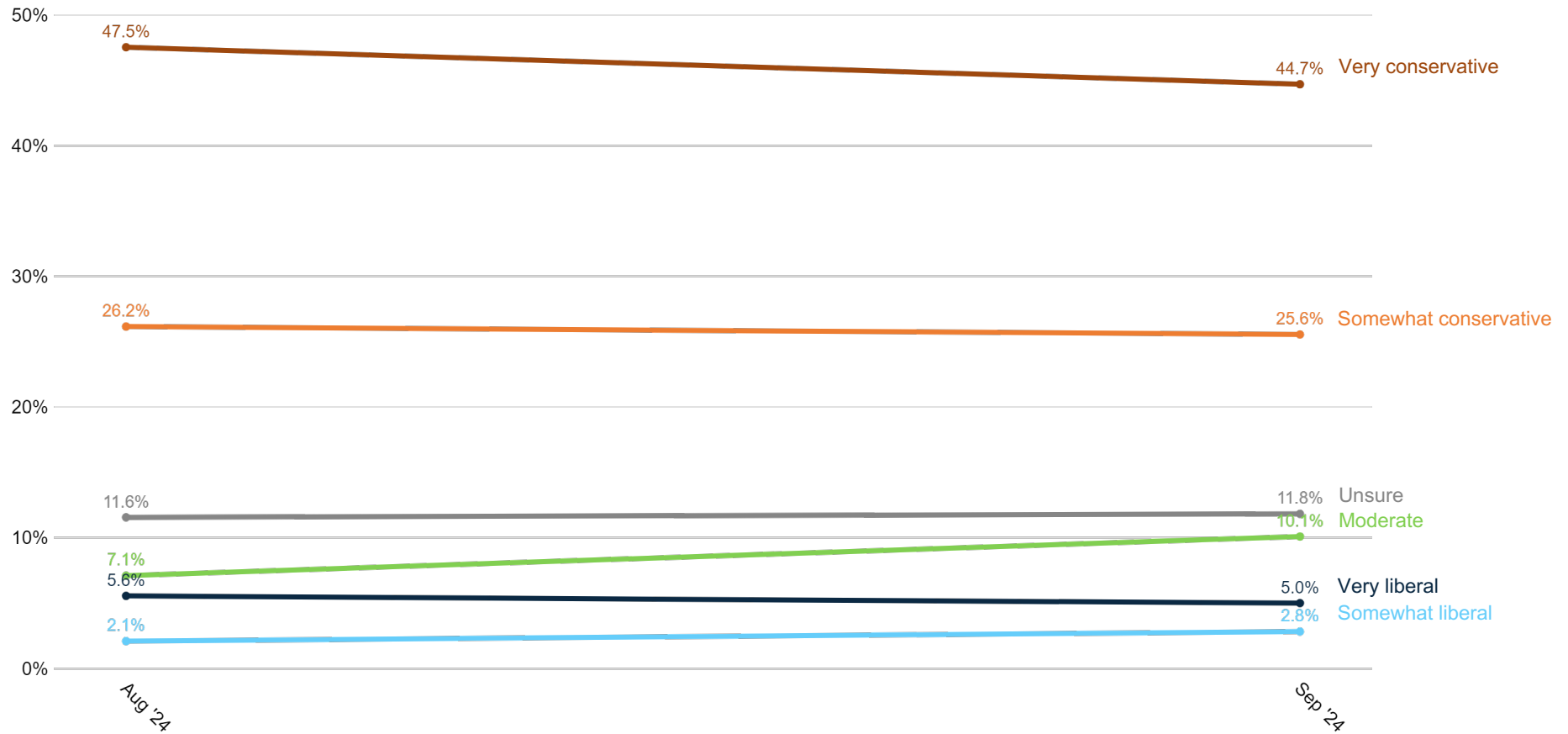
# Trump Ideology



	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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	67%	68%	74%	73%	71%	76%	63%	75%	64%	72%	71%	81%	64%	76%	46%	64%	66%	72%	63%	71%	76%	54%	70%	67%	79%	66%	55%	67%	72%	76%	
Moderate	12%	9%	11%	8%	9%	10%	12%	7%	11%	10%	9%	12%	13%	6%	8%	15%	14%	12%	10%	11%	13%	7%	20%	11%	13%	13%	6%	11%	14%	4%	9%
Liberal	8%	7%	10%	6%	10%	7%	9%	5%	14%	6%	6%	5%	5%	12%	6%	18%	8%	11%	6%	9%	8%	8%	11%	7%	9%	5%	9%	21%	6%	14%	5%
Very conservative	45%	45%	42%	47%	46%	43%	43%	49%	43%	45%	45%	42%	38%	53%	47%	36%	40%	37%	46%	44%	43%	45%	28%	47%	44%	40%	53%	35%	40%	50%	48%
Somewhat conservative	22%	22%	33%	26%	26%	32%	20%	26%	21%	27%	26%	39%	27%	11%	29%	10%	24%	29%	26%	19%	28%	30%	26%	23%	23%	39%	13%	20%	27%	22%	28%
Somewhat liberal	2%	2%	5%	2%	5%	2%	3%	2%	4%	2%	3%	2%	3%	2%	6%	2%	4%	2%	2%	2%	4%	6%	2%	5%	2%	3%	11%	2%	3%	2%	
Very liberal	6%	4%	5%	4%	5%	4%	7%	3%	10%	4%	3%	3%	2%	9%	4%	12%	6%	7%	3%	7%	5%	5%	4%	6%	4%	2%	6%	9%	3%	11%	3%
Unsure	13%	17%	4%	14%	10%	8%	16%	13%	10%	12%	13%	2%	18%	17%	10%	21%	14%	11%	13%	16%	8%	9%	16%	11%	11%	3%	19%	13%	13%	10%	11%

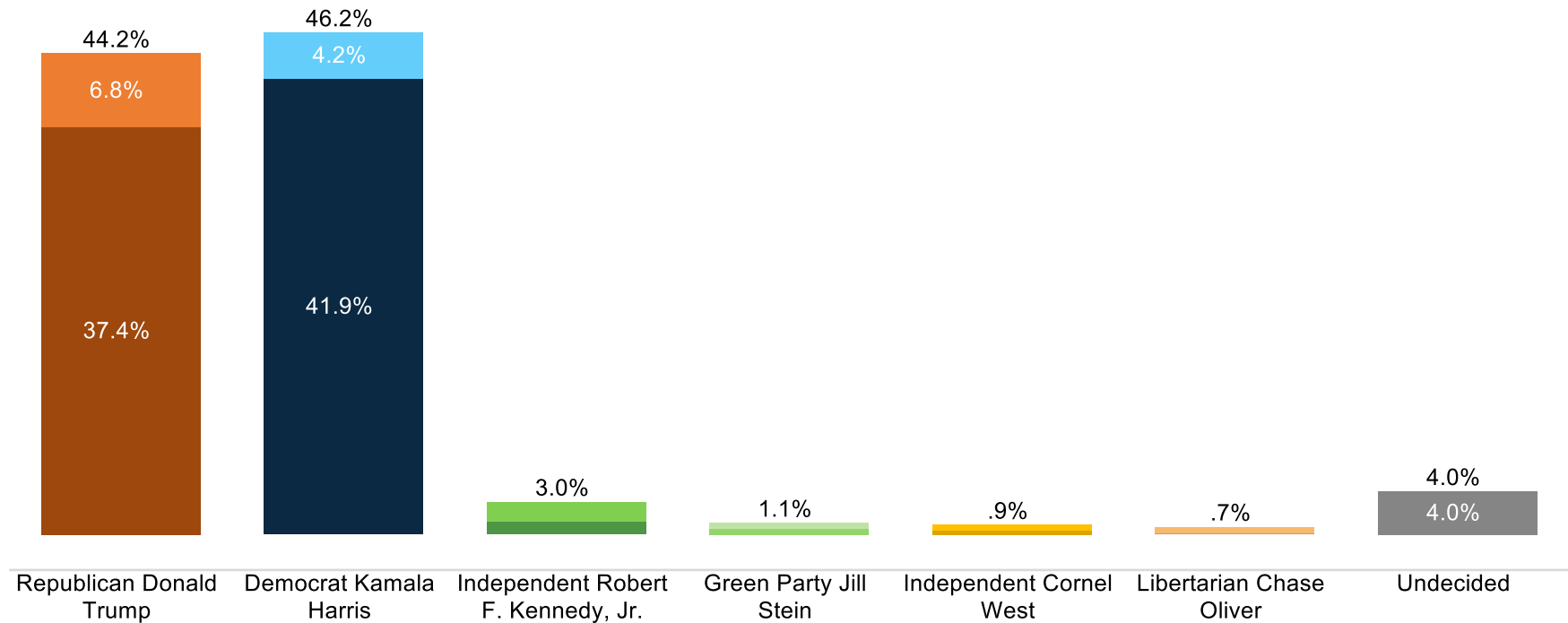
How would you describe Donald Trump’s political ideology and beliefs?

# Trend: Trump Ideology





# Full Presidential



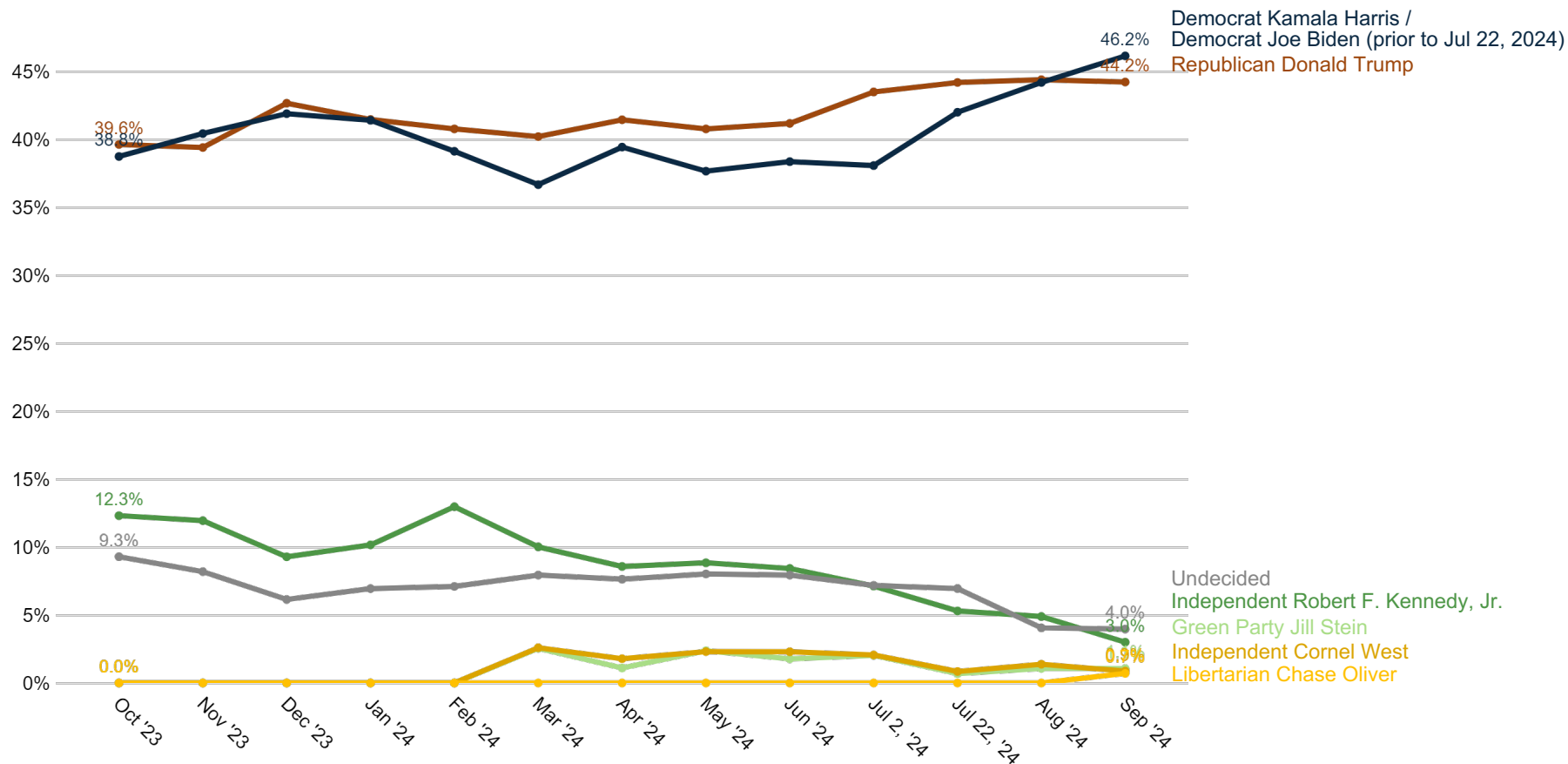
*If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?*

# 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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	38%	44%	46%	52%	39%	55%	46%	34%	29%	44%	58%	92%	31%	2%	51%	13%	38%	49%	48%	33%	42%	52%	32%	22%	35%	91%	4%	34%	49%	36%	45%
Democrat Kamala Harris	49%	50%	42%	42%	51%	36%	45%	57%	62%	47%	32%	3%	50%	92%	42%	78%	48%	41%	44%	56%	45%	40%	36%	47%	18%	2%	89%	48%	39%	50%	49%
Independent Robert F. Kennedy, Jr.	3%	1%	5%	3%	5%	3%	3%	2%	3%	3%	4%	2%	4%	2%	3%	1%	5%	5%	2%	2%	4%	3%	9%	6%	9%	3%	2%	7%	5%	6%	2%
Green Party Jill Stein	2%	0%	2%	0%	1%	1%	0%	2%	2%	1%	1%	0%	4%	1%	1%	1%	1%	0%	0%	2%	2%	0%	5%	7%	7%	0%	1%	1%	2%	1%	1%
Independent Cornel West	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	0%	3%	0%	1%	1%	2%	1%	1%	1%	2%	1%	2%	4%	5%	0%	1%	3%	0%	0%	1%
Libertarian Chase Oliver	1%	0%	2%	0%	2%	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	0%	3%	1%	1%	0%	2%	1%	2%	2%	4%	1%	0%	2%	1%	0%	1%
Definitely Republican Donald Trump	31%	38%	37%	46%	33%	47%	40%	27%	23%	36%	52%	81%	22%	1%	44%	9%	32%	41%	41%	29%	33%	46%	13%	15%	23%	80%	2%	27%	42%	31%	39%
Probably Republican Donald Trump	7%	6%	9%	6%	6%	8%	6%	7%	6%	8%	6%	11%	9%	1%	6%	4%	6%	8%	8%	5%	9%	6%	19%	8%	12%	11%	2%	7%	7%	6%	6%
Definitely Democrat Kamala Harris	45%	46%	37%	39%	46%	32%	41%	53%	55%	43%	29%	2%	44%	85%	38%	67%	45%	37%	41%	51%	38%	37%	22%	38%	13%	2%	82%	38%	36%	42%	46%
Probably Democrat Kamala Harris	4%	4%	5%	3%	4%	5%	4%	4%	6%	4%	2%	0%	6%	7%	3%	11%	3%	3%	2%	5%	7%	3%	13%	9%	6%	0%	7%	11%	3%	8%	3%
Definitely Independent Robert F. Kennedy, Jr.	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	2%	4%	2%	4%	1%	1%	3%	2%	0%	1%
Probably Independent Robert F. Kennedy, Jr.	2%	1%	3%	1%	3%	2%	2%	0%	1%	2%	2%	1%	3%	1%	2%	1%	3%	2%	1%	2%	4%	1%	5%	4%	5%	2%	1%	5%	2%	5%	1%
Definitely Green Party Jill Stein	0%	0%	2%	0%	1%	1%	0%	1%	1%	1%	0%	0%	3%	0%	0%	1%	1%	0%	0%	0%	2%	0%	3%	4%	4%	0%	0%	0%	1%	1%	0%
Probably Green Party Jill Stein	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	2%	3%	3%	0%	1%	1%	1%	0%	0%	0%
Definitely Independent Cornel West	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	2%	2%	0%	0%	1%	0%	0%	0%	0%
Probably Independent Cornel West	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	2%	0%	1%	0%	2%	1%	1%	0%	1%	0%	2%	2%	3%	0%	1%	2%	0%	0%	1%
Definitely Libertarian Chase Oliver	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Probably Libertarian Chase Oliver	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	2%	0%	0%	0%	3%	1%	1%	0%	1%	1%	2%	1%	2%	1%	0%	2%	1%	0%	0%
Undecided	6%	4%	2%	3%	2%	2%	6%	4%	4%	3%	5%	2%	6%	2%	3%	5%	3%	4%	5%	5%	3%	2%	14%	13%	21%	3%	3%	4%	5%	7%	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?

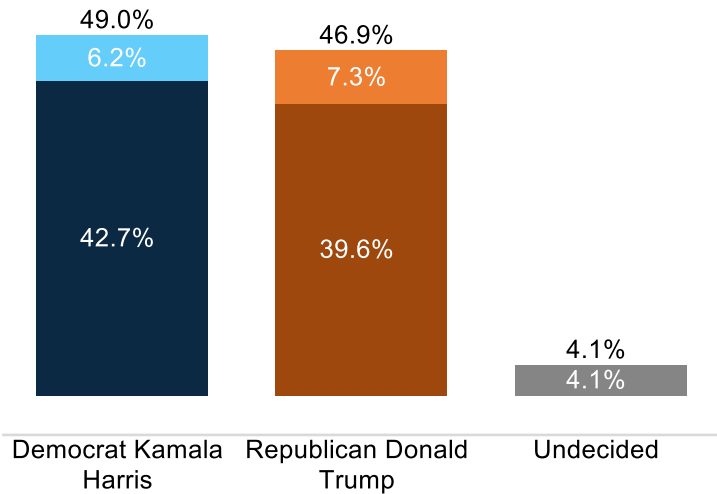
# Trend: Full Presidential



# Percent Change: Full Presidential (Aug '24 to Sep '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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	3%	-1%	-2%	0%	-7%	2%	1%	2%	1%	-3%	4%	4%	-6%	-1%	-2%	1%	4%	2%	1%	2%	2%	-4%	4%	8%	9%	-1%	1%	-5%	4%	-3%	-2%
Democrat Kamala Harris	0%	2%	4%	2%	8%	0%	1%	1%	1%	5%	-3%	-1%	8%	1%	4%	8%	-3%	2%	0%	2%	-1%	6%	0%	-3%	-6%	0%	4%	11%	-3%	-4%	4%
Independent Robert F. Kennedy, Jr.	-5%	-1%	0%	-1%	-1%	0%	-3%	-3%	-1%	-2%	-3%	-2%	-6%	0%	-1%	-6%	0%	-2%	-2%	-4%	0%	-1%	-7%	-8%	-14%	-1%	-2%	0%	-2%	3%	-2%
Green Party Jill Stein	0%	0%	0%	-1%	0%	-1%	0%	1%	0%	0%	0%	-1%	2%	0%	0%	0%	-1%	-2%	-1%	1%	0%	-1%	2%	3%	4%	0%	0%	-2%	1%	0%	0%
Independent Cornel West	-2%	0%	-1%	1%	0%	0%	-1%	0%	0%	0%	-1%	-1%	1%	-1%	0%	-5%	1%	-2%	-1%	-1%	-1%	0%	0%	-1%	0%	0%	-1%	-5%	0%	-1%	1%
Libertarian Chase Oliver	1%	0%	2%	0%	2%	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	0%	3%	1%	1%	0%	2%	1%	2%	2%	4%	1%	0%	2%	1%	0%	1%
Definitely Republican Donald Trump	1%	-2%	-2%	0%	-5%	1%	1%	-2%	1%	-4%	5%	1%	-5%	-1%	-4%	1%	7%	1%	-2%	1%	1%	-2%	1%	6%	8%	0%	0%	-4%	9%	-4%	-4%
Probably Republican Donald Trump	2%	1%	0%	-1%	-3%	1%	0%	4%	0%	2%	-1%	3%	0%	0%	1%	-1%	-3%	1%	2%	0%	1%	-1%	3%	2%	1%	0%	1%	-1%	-4%	1%	2%
Definitely Democrat Kamala Harris	4%	2%	3%	3%	7%	0%	3%	2%	0%	6%	-1%	0%	12%	1%	5%	5%	0%	4%	2%	4%	-3%	6%	1%	3%	-2%	0%	4%	8%	2%	-6%	4%
Probably Democrat Kamala Harris	-3%	-1%	1%	-1%	1%	0%	-2%	-1%	1%	-1%	-2%	-1%	-4%	1%	-1%	3%	-2%	-2%	-2%	-2%	2%	-1%	-1%	-6%	-4%	0%	0%	3%	-5%	2%	0%
Definitely Independent Robert F. Kennedy, Jr.	-3%	0%	0%	0%	0%	0%	-2%	-1%	-1%	0%	-2%	-1%	-4%	1%	0%	-2%	-3%	0%	0%	-3%	-1%	1%	-2%	-4%	-6%	-1%	-1%	-1%	-1%	-2%	0%
Probably Independent Robert F. Kennedy, Jr.	-2%	-1%	0%	-1%	-1%	0%	-1%	-3%	-1%	-1%	-1%	-1%	-2%	0%	-1%	-4%	3%	-2%	-2%	-1%	2%	-2%	-4%	-5%	-8%	0%	-1%	1%	-1%	5%	-2%
Definitely Green Party Jill Stein	0%	0%	1%	-1%	0%	0%	0%	0%	-1%	0%	0%	0%	2%	-1%	0%	0%	1%	-1%	0%	0%	0%	0%	2%	2%	2%	0%	-1%	-2%	1%	1%	0%
Probably Green Party Jill Stein	0%	0%	-1%	0%	0%	-1%	0%	1%	0%	0%	0%	-1%	0%	1%	0%	0%	-2%	-1%	-1%	1%	0%	-1%	0%	1%	2%	0%	0%	0%	0%	-1%	0%
Definitely Independent Cornel West	-1%	0%	0%	1%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	1%	1%	0%	0%	-1%	0%	0%	0%
Probably Independent Cornel West	-1%	0%	-1%	0%	-1%	0%	-1%	0%	0%	0%	-1%	0%	0%	-1%	0%	-5%	1%	-1%	-1%	0%	-1%	0%	0%	-1%	0%	0%	0%	-4%	0%	-1%	0%
Definitely Libertarian Chase Oliver	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%
Probably Libertarian Chase Oliver	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	2%	0%	0%	0%	3%	1%	1%	0%	1%	1%	2%	1%	2%	1%	0%	2%	1%	0%	0%
Undecided	2%	1%	-3%	-1%	-2%	-2%	2%	0%	0%	-1%	2%	0%	-2%	1%	-1%	2%	-5%	0%	3%	0%	-3%	-1%	-2%	-1%	2%	1%	-1%	-1%	-1%	5%	0%

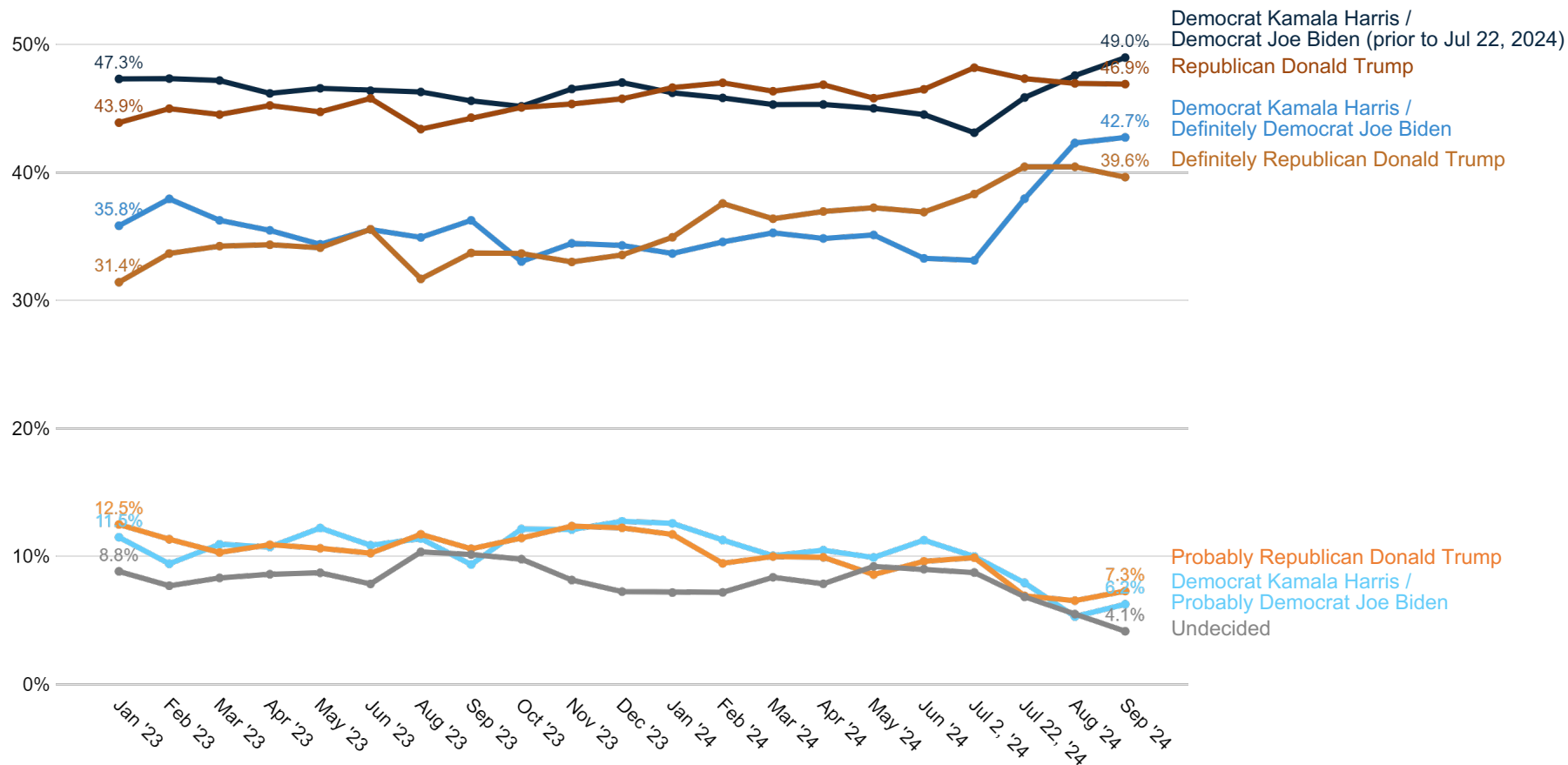
# Harris v Trump



	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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	55%	51%	45%	43%	53%	38%	49%	60%	66%	49%	34%	3%	53%	96%	43%	81%	51%	44%	47%	59%	48%	42%	42%	55%	29%	3%	93%	56%	40%	56%	51%
Republican Donald Trump	42%	45%	50%	54%	42%	58%	48%	36%	31%	46%	62%	95%	36%	3%	53%	14%	43%	53%	50%	36%	45%	56%	41%	29%	47%	95%	4%	40%	55%	39%	46%
Definitely Democrat Kamala Harris	46%	47%	39%	37%	47%	32%	42%	54%	57%	43%	30%	3%	46%	85%	40%	68%	41%	37%	42%	51%	38%	39%	22%	40%	16%	1%	83%	40%	35%	45%	47%
Probably Democrat Kamala Harris	8%	4%	7%	5%	6%	6%	7%	5%	9%	6%	4%	1%	6%	12%	4%	13%	11%	7%	5%	8%	10%	3%	20%	15%	13%	2%	10%	16%	5%	11%	4%
Probably Republican Donald Trump	9%	5%	10%	5%	8%	7%	6%	9%	6%	8%	7%	11%	10%	1%	7%	2%	11%	10%	8%	6%	8%	7%	23%	12%	21%	12%	2%	12%	11%	3%	6%
Definitely Republican Donald Trump	33%	40%	40%	49%	34%	51%	42%	27%	25%	38%	55%	84%	26%	1%	47%	12%	32%	43%	42%	30%	37%	49%	18%	17%	26%	83%	3%	28%	44%	36%	41%
Undecided	4%	4%	5%	3%	5%	4%	4%	4%	3%	5%	4%	1%	11%	1%	3%	5%	5%	3%	3%	5%	7%	3%	17%	17%	24%	2%	3%	3%	5%	5%	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: Harris (Biden) v Trump



# Percent Change: Harris v Trump (Aug '24 to Sep '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 Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	0%	0%	3%	1%	8%	-1%	1%	-1%	3%	3%	-4%	-2%	6%	2%	3%	3%	-4%	0%	-1%	2%	-3%	6%	-2%	-7%	-3%	1%	2%	8%	-3%	0%	3%
Republican Donald Trump	2%	0%	-3%	1%	-8%	2%	1%	2%	1%	-2%	5%	3%	-3%	-1%	-2%	0%	5%	2%	1%	1%	1%	-3%	8%	10%	14%	-1%	0%	-7%	5%	-2%	-2%
Definitely Democrat Kamala Harris	0%	0%	2%	-1%	7%	-3%	0%	-1%	-1%	2%	-3%	0%	10%	-4%	4%	-1%	-9%	1%	-1%	0%	-6%	6%	-3%	-6%	-3%	0%	0%	4%	-2%	-6%	2%
Probably Democrat Kamala Harris	0%	0%	1%	2%	2%	1%	1%	0%	3%	1%	-1%	-2%	-4%	7%	-1%	4%	5%	-1%	0%	1%	3%	0%	1%	-1%	0%	1%	2%	4%	0%	7%	1%
Probably Republican Donald Trump	1%	2%	1%	-1%	0%	-1%	-1%	5%	2%	1%	-2%	2%	1%	0%	2%	-7%	4%	0%	2%	0%	0%	0%	5%	4%	7%	1%	0%	0%	1%	-3%	1%
Definitely Republican Donald Trump	2%	-2%	-4%	2%	-8%	3%	2%	-3%	-1%	-4%	7%	1%	-4%	-1%	-3%	7%	1%	2%	-1%	1%	2%	-3%	3%	6%	8%	-1%	0%	-8%	4%	2%	-3%
Undecided	-3%	0%	0%	-2%	0%	-1%	-2%	-2%	-3%	-1%	-1%	-1%	-2%	-1%	-1%	-3%	-1%	-2%	0%	-3%	2%	-3%	-5%	-3%	-11%	0%	-3%	-1%	-2%	1%	-1%



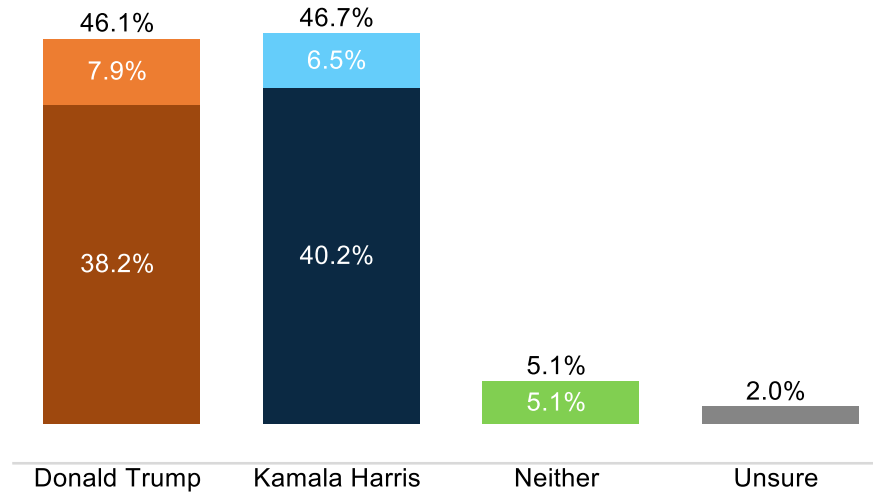
# Percent Change: Generic Ballot to Harris v Trump

	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 Unmarried	M Married	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	1%	1%	5%	1%	4%	2%	2%	0%	6%	1%	0%	1%	2%	3%	1%	5%	1%	4%	1%	1%	5%	2%	2%	1%	0%	3%	13%	1%	1%	0%
Republican candidate	0%	0%	-3%	1%	-3%	0%	0%	-1%	-4%	0%	1%	0%	-1%	-3%	0%	-5%	-1%	-2%	-1%	0%	-3%	0%	-2%	-3%	1%	-3%	-10%	3%	-2%	0%
Definitely the Democratic candidate	3%	2%	6%	3%	6%	4%	3%	2%	7%	2%	2%	1%	6%	4%	3%	9%	2%	5%	2%	2%	5%	4%	3%	-2%	0%	6%	11%	5%	-4%	2%
Probably the Democratic candidate	-2%	-1%	-1%	-2%	-1%	-1%	-1%	-3%	-1%	-1%	-2%	0%	-3%	-1%	-2%	-4%	-1%	0%	-1%	-1%	0%	-2%	-1%	3%	1%	-3%	2%	-3%	5%	-2%
Probably the Republican candidate	1%	-1%	-2%	-2%	-1%	-3%	-1%	1%	-4%	0%	-1%	-1%	-3%	-1%	-1%	-4%	-2%	1%	0%	-1%	-4%	-1%	-2%	-2%	0%	-1%	-6%	1%	-3%	0%
Definitely the Republican candidate	-1%	1%	-1%	3%	-2%	3%	1%	-2%	0%	0%	2%	1%	2%	-2%	1%	-2%	1%	-3%	-1%	1%	1%	0%	-1%	-1%	1%	-1%	-5%	2%	1%	0%
Unsure	-1%	-1%	-1%	-2%	-1%	-2%	-2%	1%	-2%	-1%	-1%	-1%	-1%	0%	-2%	1%	-1%	-2%	0%	0%	-2%	-2%	0%	1%	-1%	0%	-3%	-4%	1%	-1%





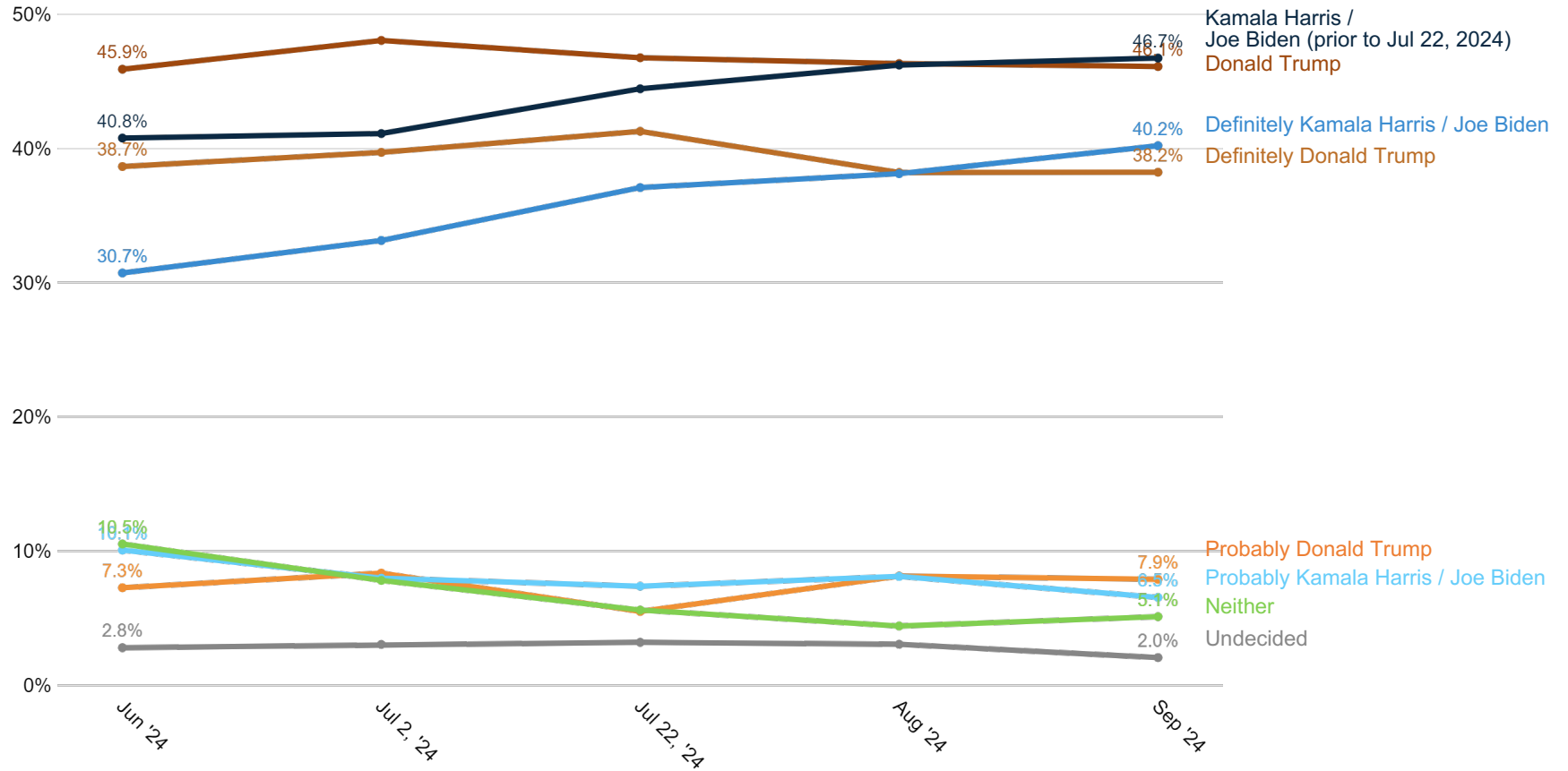
# Trump v Harris Policy Contrast



		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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
	Donald Trump	40%	45%	49%	53%	42%	57%	47%	35%	30%	45%	61%	93%	35%	4%	52%	12%	43%	51%	50%	35%	45%	55%	38%	26%	41%	92%	5%	43%	51%	38%	46%
	Kamala Harris	52%	48%	45%	40%	51%	37%	46%	56%	63%	47%	32%	4%	50%	92%	41%	79%	50%	42%	43%	57%	47%	40%	36%	48%	21%	3%	89%	49%	39%	51%	49%
	Definitely Donald Trump	31%	39%	38%	49%	35%	49%	38%	29%	24%	37%	54%	81%	25%	2%	45%	10%	29%	42%	42%	26%	34%	49%	19%	15%	24%	81%	3%	29%	39%	35%	41%
	Probably Donald Trump	9%	6%	11%	5%	7%	8%	9%	6%	6%	9%	7%	12%	11%	2%	7%	2%	14%	9%	8%	8%	11%	6%	19%	11%	17%	11%	2%	14%	12%	3%	5%
	Definitely Kamala Harris	46%	42%	35%	36%	42%	31%	41%	50%	54%	40%	28%	3%	39%	83%	36%	69%	44%	36%	38%	51%	37%	35%	22%	37%	11%	3%	77%	40%	35%	45%	43%
	Probably Kamala Harris	6%	6%	10%	4%	9%	6%	6%	6%	9%	7%	4%	1%	12%	9%	5%	11%	5%	6%	5%	7%	10%	5%	13%	11%	10%	1%	12%	9%	4%	6%	6%
	Neither	6%	5%	5%	5%	6%	4%	3%	7%	5%	5%	4%	2%	11%	4%	4%	6%	5%	5%	5%	6%	7%	4%	17%	21%	30%	3%	5%	4%	7%	9%	4%
	Unsure	2%	3%	2%	2%	1%	2%	3%	1%	2%	2%	2%	2%	4%	1%	2%	3%	2%	2%	2%	2%	2%	1%	9%	5%	8%	2%	1%	3%	3%	3%	1%

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

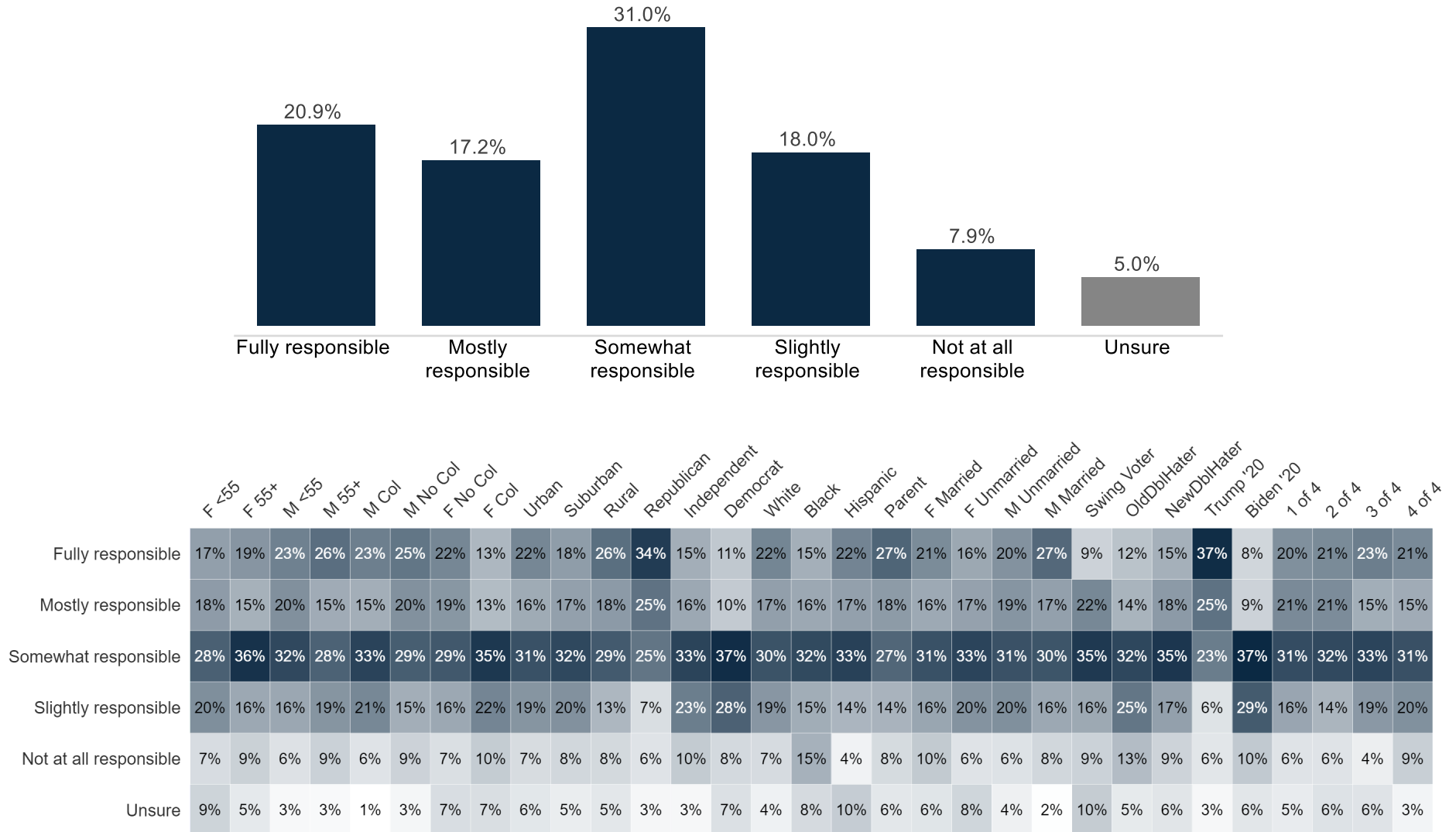
# Trend: Trump v Harris (Biden) Policy Contrast



# Percent Change: Trump v Harris Policy Contrast (Aug '24 to Sep '24)

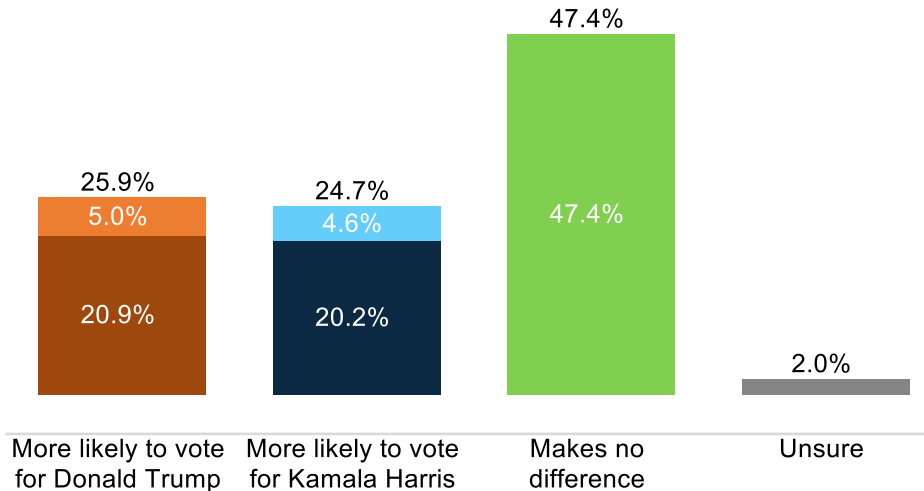
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	3%	-1%	-4%	1%	-8%	1%	2%	1%	3%	-3%	4%	2%	-4%	0%	-2%	1%	5%	1%	2%	1%	2%	-5%	5%	9%	11%	-1%	0%	1%	1%	-3%	-2%
Kamala Harris	-1%	-1%	3%	0%	8%	-2%	1%	-3%	-2%	4%	-6%	-1%	7%	-2%	2%	2%	-3%	1%	-3%	1%	-4%	6%	-3%	-8%	-10%	0%	1%	-1%	-5%	-4%	3%
Definitely Donald Trump	2%	-1%	-3%	4%	-6%	4%	1%	0%	2%	-4%	8%	2%	-2%	-1%	-1%	3%	0%	2%	1%	-1%	2%	-1%	6%	5%	5%	1%	1%	-4%	4%	0%	-1%
Probably Donald Trump	2%	1%	-1%	-3%	-2%	-2%	1%	1%	1%	1%	-4%	0%	-2%	0%	-1%	-2%	4%	-1%	2%	1%	0%	-3%	-1%	4%	5%	-2%	-1%	4%	-3%	-3%	-1%
Definitely Kamala Harris	2%	-2%	3%	5%	7%	2%	0%	0%	-1%	4%	-1%	0%	8%	1%	3%	5%	-2%	4%	-1%	1%	-3%	9%	1%	0%	-5%	1%	3%	2%	0%	0%	3%
Probably Kamala Harris	-3%	1%	0%	-5%	1%	-4%	0%	-4%	-1%	0%	-5%	-1%	-1%	-2%	-1%	-3%	-1%	-3%	-3%	0%	-1%	-3%	-4%	-8%	-5%	-1%	-2%	-3%	-5%	-4%	0%
Neither	0%	1%	2%	0%	0%	2%	-1%	3%	2%	0%	1%	-1%	0%	3%	0%	0%	1%	0%	0%	1%	3%	-1%	1%	0%	0%	0%	1%	1%	4%	5%	0%
Unsure	-2%	0%	-1%	-1%	0%	-1%	-1%	-1%	-3%	-1%	0%	0%	-3%	-1%	0%	-4%	-3%	-2%	1%	-3%	-1%	-1%	-3%	-1%	-1%	0%	-2%	-1%	0%	2%	-1%

# Harris Responsible for Admin Policies



To what extent do you believe Kamala Harris is responsible for the policies of the Biden-Harris Administration?

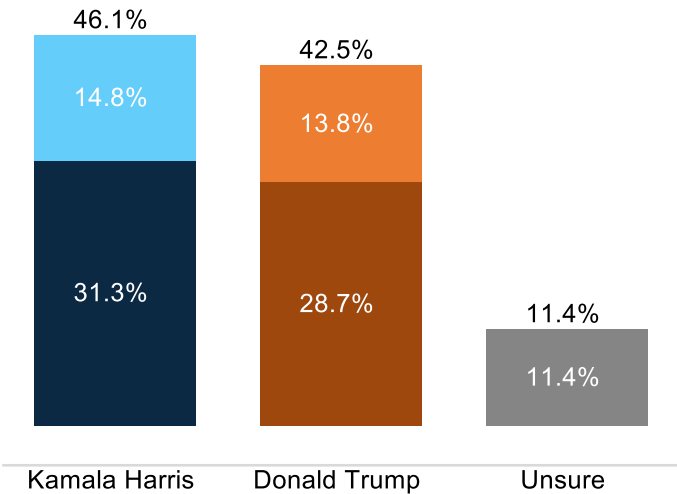
# RFK, Jr. Drop / Endorse Impact



	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 Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
More likely to vote for Donald Trump	25%	23%	30%	27%	25%	31%	28%	17%	21%	25%	32%	50%	22%	2%	27%	14%	28%	30%	25%	22%	29%	28%	26%	12%	21%	49%	3%	31%	32%	25%	22%
More likely to vote for Kamala Harris	27%	25%	23%	23%	25%	22%	29%	22%	37%	23%	18%	3%	19%	52%	19%	49%	38%	25%	23%	30%	24%	22%	25%	21%	9%	3%	45%	36%	25%	24%	22%
Definitely more likely to vote for Donald Trump	20%	20%	21%	24%	17%	26%	25%	12%	17%	19%	27%	43%	14%	1%	23%	10%	23%	24%	21%	19%	20%	23%	12%	6%	11%	43%	2%	20%	24%	24%	19%
Probably more likely to vote for Donald Trump	5%	3%	9%	3%	7%	5%	3%	5%	4%	5%	5%	7%	8%	1%	4%	5%	6%	6%	4%	3%	9%	5%	15%	5%	10%	7%	1%	11%	8%	1%	3%
Probably more likely to vote for Kamala Harris	6%	2%	6%	3%	4%	5%	5%	3%	9%	4%	1%	1%	6%	7%	3%	10%	6%	6%	3%	6%	6%	4%	15%	9%	4%	2%	7%	14%	5%	4%	2%
Definitely more likely to vote for Kamala Harris	21%	23%	17%	20%	21%	17%	24%	19%	28%	18%	17%	2%	13%	45%	16%	38%	32%	19%	20%	24%	19%	18%	10%	13%	5%	2%	38%	22%	20%	20%	20%
Makes no difference	45%	51%	45%	50%	50%	45%	40%	59%	40%	50%	48%	46%	57%	44%	52%	36%	32%	44%	50%	45%	43%	49%	43%	62%	62%	46%	50%	32%	41%	44%	55%
Unsure	3%	1%	2%	1%	1%	2%	3%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	3%	3%	1%	5%	5%	8%	1%	2%	1%	2%	8%	1%

Now that Robert F. Kennedy, Jr. has dropped out of the race and endorsed Donald Trump, how does this impact your vote in the upcoming election?

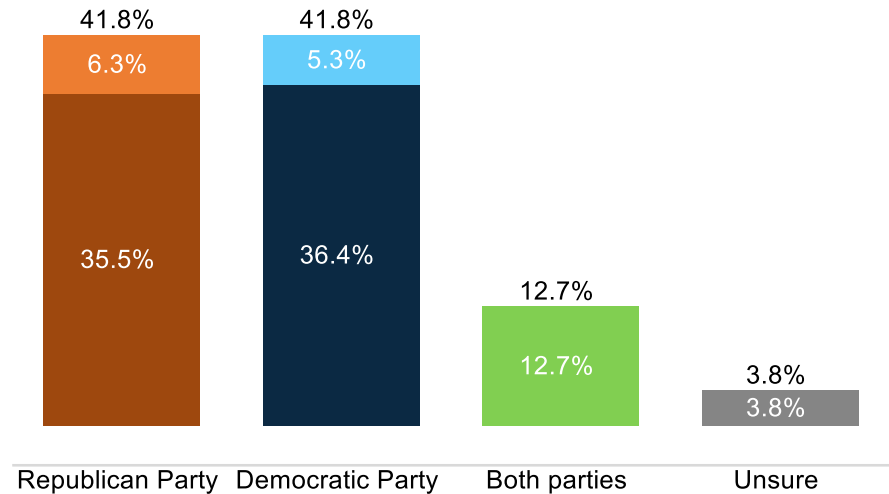
# Trump v. Harris Debate Projected Winner



	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 Married	F Unmarried	M Unmarried	M Married	Swing Voter	Old/Dbl Hater	New/Dbl Hater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	50%	48%	44%	41%	49%	38%	47%	53%	58%	48%	33%	5%	49%	88%	40%	79%	51%	41%	43%	56%	48%	39%	41%	54%	34%	6%	84%	53%	38%	53%	47%
Donald Trump	36%	40%	47%	49%	38%	55%	44%	30%	30%	41%	56%	86%	31%	4%	48%	14%	43%	47%	44%	33%	44%	50%	35%	22%	36%	84%	5%	39%	49%	35%	41%
Definitely Kamala Harris	35%	34%	25%	31%	31%	25%	33%	37%	41%	32%	23%	2%	27%	66%	27%	58%	36%	29%	31%	38%	29%	27%	16%	25%	11%	2%	61%	28%	25%	37%	34%
Probably Kamala Harris	15%	14%	19%	10%	18%	13%	14%	16%	18%	16%	10%	3%	22%	23%	13%	21%	15%	12%	12%	18%	18%	12%	25%	29%	23%	4%	23%	25%	12%	15%	13%
Probably Donald Trump	15%	12%	16%	10%	12%	15%	15%	13%	12%	13%	16%	23%	14%	3%	14%	6%	20%	17%	16%	12%	19%	10%	24%	13%	20%	24%	3%	20%	20%	13%	10%
Definitely Donald Trump	21%	28%	31%	38%	26%	40%	29%	18%	18%	28%	39%	62%	17%	1%	34%	7%	23%	30%	28%	20%	25%	40%	11%	9%	15%	60%	2%	19%	30%	22%	31%
Unsure	14%	12%	9%	11%	13%	7%	9%	17%	12%	11%	12%	9%	20%	8%	12%	8%	7%	12%	13%	12%	8%	11%	24%	24%	30%	11%	11%	8%	13%	13%	12%

Who do you think will win the upcoming September 10th debate between Donald Trump and Kamala Harris?

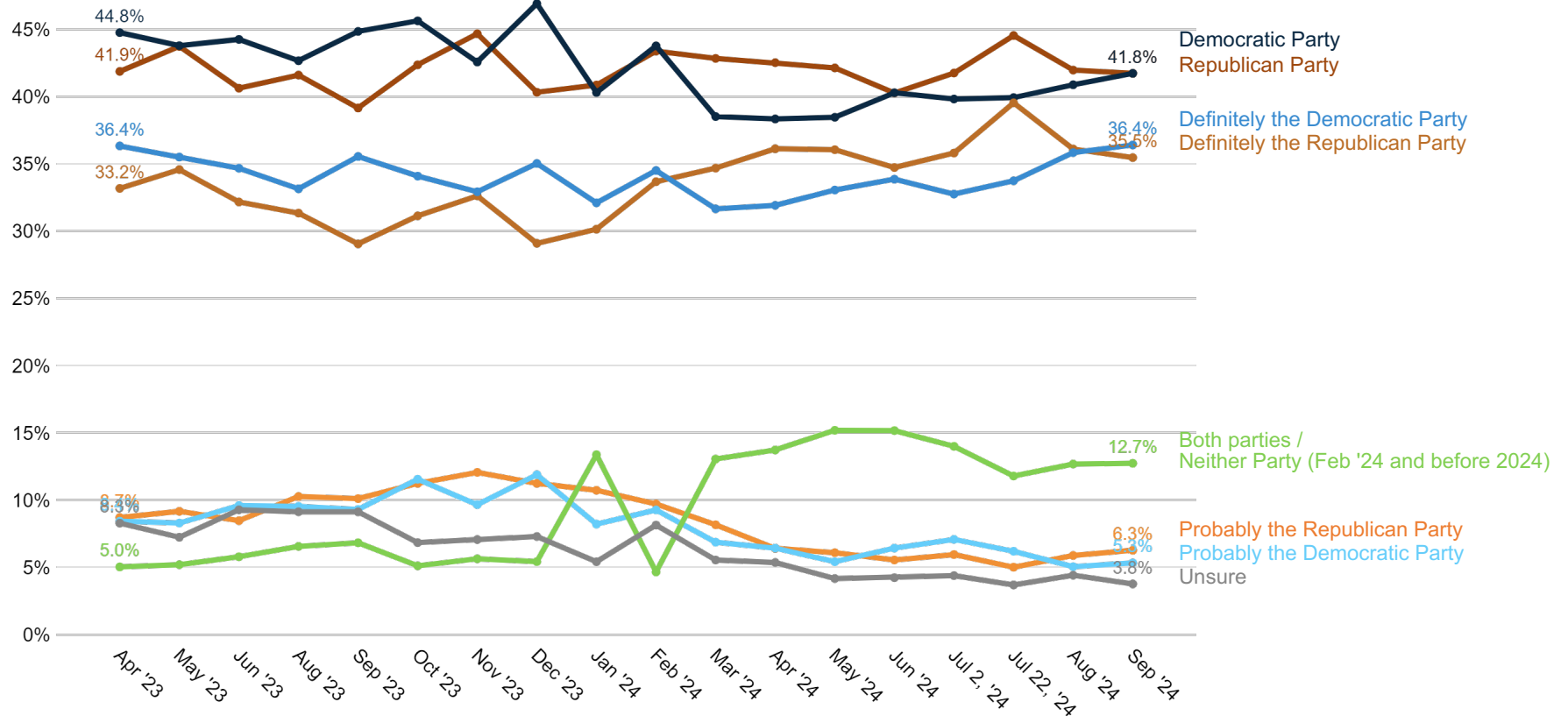
# Party – Extreme



	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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	44%	41%	42%	39%	48%	36%	38%	50%	45%	46%	32%	15%	49%	68%	41%	49%	44%	35%	37%	47%	45%	38%	34%	42%	31%	14%	68%	42%	34%	43%	45%
Democratic Party	36%	40%	44%	50%	39%	52%	43%	31%	39%	38%	51%	69%	32%	20%	44%	29%	39%	46%	44%	32%	39%	51%	33%	28%	35%	70%	18%	37%	46%	36%	42%
Definitely the Republican Party	37%	37%	32%	36%	42%	28%	31%	45%	39%	39%	26%	10%	41%	62%	35%	40%	37%	29%	34%	39%	36%	33%	19%	35%	23%	8%	62%	27%	26%	40%	41%
Probably the Republican Party	7%	4%	10%	3%	5%	8%	7%	5%	5%	7%	6%	6%	8%	6%	6%	9%	7%	6%	4%	8%	9%	5%	15%	7%	8%	6%	6%	15%	7%	3%	4%
Probably the Democratic Party	7%	4%	7%	3%	4%	6%	6%	5%	8%	4%	6%	7%	6%	3%	4%	6%	8%	6%	5%	6%	7%	4%	12%	5%	4%	6%	4%	14%	8%	5%	2%
Definitely the Democratic Party	29%	37%	36%	47%	35%	46%	37%	26%	32%	34%	45%	63%	25%	17%	40%	23%	31%	39%	38%	27%	32%	47%	21%	23%	31%	63%	14%	22%	38%	31%	40%
Both parties	16%	13%	12%	9%	12%	10%	14%	15%	11%	13%	13%	12%	16%	9%	12%	14%	14%	16%	15%	13%	12%	10%	26%	26%	30%	13%	11%	16%	16%	16%	11%
Unsure	5%	6%	2%	2%	2%	2%	6%	4%	5%	3%	4%	3%	4%	3%	3%	8%	3%	4%	4%	7%	4%	1%	7%	4%	4%	2%	3%	5%	5%	5%	2%

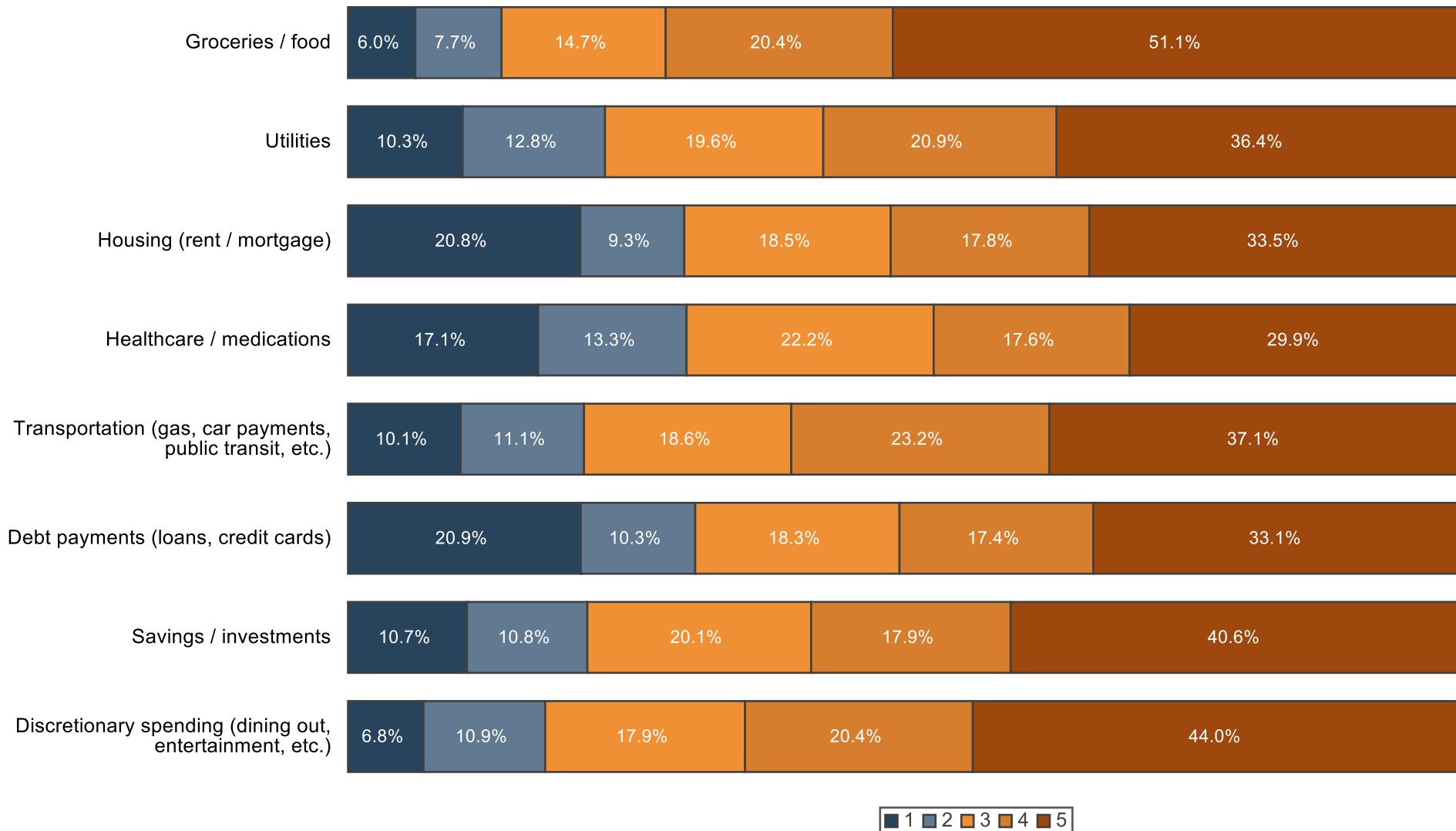
Which political party in the United States do you consider to be more extreme?

# Trend: Party – Extreme





# Impact of Inflation



For each of the following, please indicate on a scale of 1 to 5 how inflation has impacted your household's ability to afford them. 1 is no impact and 5 is extreme impact.

# Impact of Inflation Heatmaps

Impact 1-2

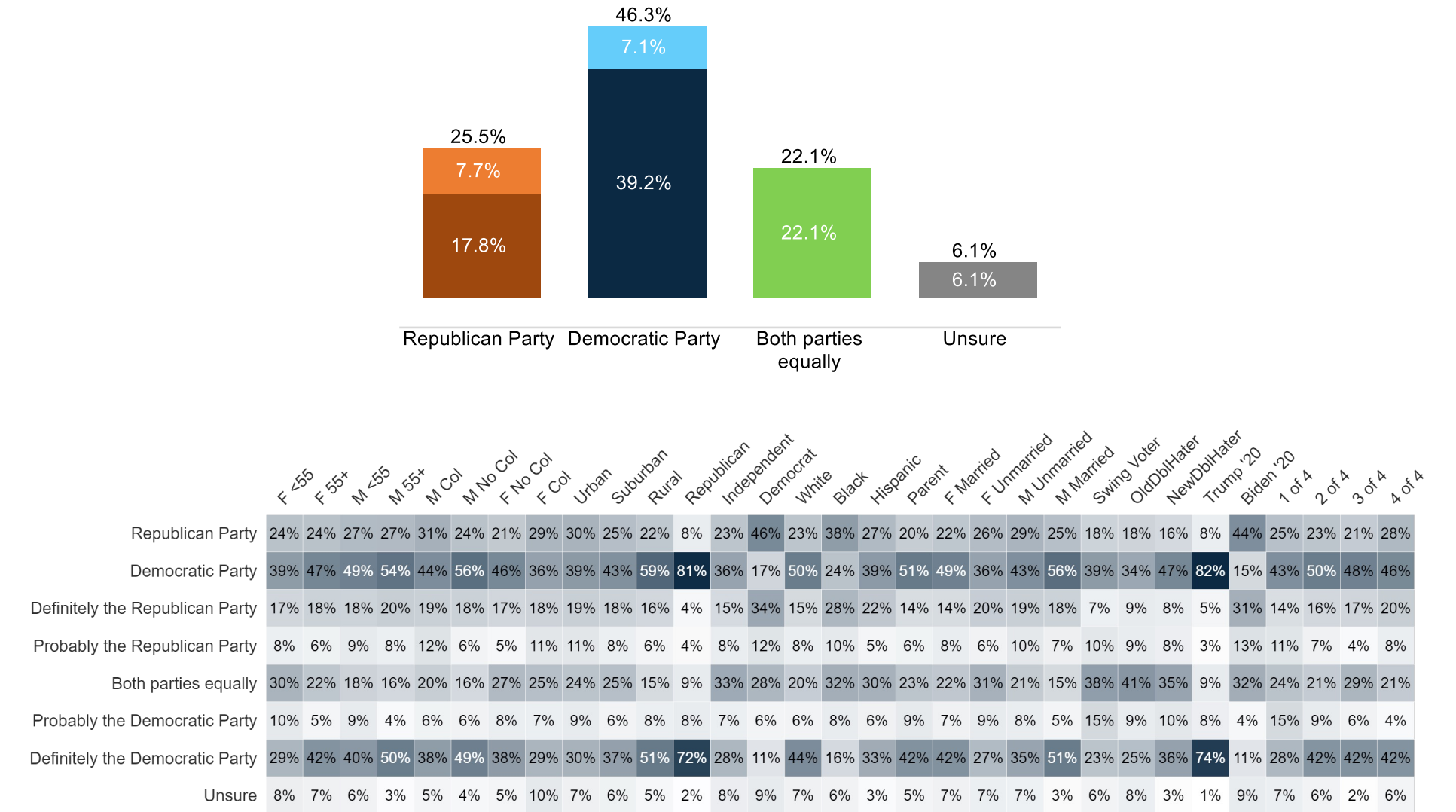
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Groceries / food	8%	16%	12%	21%	21%	13%	9%	16%	16%	14%	12%	7%	17%	20%	14%	18%	10%	10%	12%	11%	14%	18%	10%	13%	11%	5%	21%	14%	5%	7%	17%
Utilities	20%	23%	21%	30%	34%	19%	18%	27%	27%	22%	21%	11%	32%	32%	24%	29%	12%	18%	23%	20%	26%	24%	20%	28%	26%	10%	35%	24%	14%	18%	27%
Housing (rent / mortgage)	22%	39%	23%	40%	35%	28%	25%	36%	25%	31%	32%	24%	34%	36%	33%	28%	15%	26%	33%	27%	22%	36%	26%	25%	29%	22%	39%	23%	24%	22%	36%
Healthcare / medications	27%	35%	29%	32%	37%	26%	26%	38%	29%	32%	28%	19%	36%	41%	31%	32%	18%	29%	31%	30%	29%	31%	26%	29%	24%	19%	42%	24%	28%	29%	34%
Transportation (gas, car payments, public transit, etc.)	14%	25%	21%	28%	32%	19%	15%	24%	26%	21%	16%	8%	27%	33%	22%	24%	12%	16%	18%	19%	23%	24%	17%	21%	14%	7%	33%	15%	14%	13%	26%
Debt payments (loans, credit cards)	24%	35%	29%	39%	43%	27%	24%	37%	31%	32%	30%	22%	37%	38%	33%	31%	19%	24%	30%	28%	34%	34%	26%	32%	28%	23%	39%	31%	23%	23%	35%
Savings / investments	15%	23%	21%	30%	32%	20%	15%	23%	22%	21%	21%	11%	29%	30%	22%	26%	12%	18%	21%	16%	26%	24%	16%	23%	22%	12%	30%	26%	14%	13%	25%
Discretionary spending (dining out, entertainment, etc.)	11%	22%	15%	25%	22%	18%	13%	20%	17%	18%	18%	8%	20%	27%	19%	21%	12%	13%	17%	15%	17%	21%	15%	18%	15%	7%	28%	13%	10%	13%	22%

Impact 3-5

	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 Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Groceries / food	92%	84%	88%	79%	79%	87%	91%	84%	84%	86%	88%	93%	83%	80%	86%	82%	90%	90%	88%	89%	86%	82%	90%	87%	89%	95%	79%	86%	95%	93%	83%
Utilities	80%	77%	79%	70%	66%	81%	82%	73%	73%	78%	79%	89%	68%	68%	76%	71%	88%	82%	77%	80%	74%	76%	80%	72%	74%	90%	65%	76%	86%	82%	73%
Housing (rent / mortgage)	78%	61%	77%	60%	65%	72%	75%	64%	75%	69%	68%	76%	66%	64%	67%	72%	85%	74%	67%	73%	78%	64%	74%	75%	71%	78%	61%	77%	76%	78%	64%
Healthcare / medications	73%	65%	71%	68%	63%	74%	74%	62%	71%	68%	72%	81%	64%	59%	69%	68%	82%	71%	69%	70%	71%	69%	74%	71%	76%	81%	58%	76%	72%	71%	66%
Transportation (gas, car payments, public transit, etc.)	86%	75%	79%	72%	68%	81%	85%	76%	74%	79%	84%	92%	73%	67%	78%	76%	88%	84%	82%	81%	77%	76%	83%	79%	86%	93%	67%	85%	86%	87%	74%
Debt payments (loans, credit cards)	76%	65%	71%	61%	57%	73%	76%	63%	69%	68%	70%	78%	63%	62%	67%	69%	81%	76%	70%	72%	66%	66%	74%	68%	72%	77%	61%	69%	77%	77%	65%
Savings / investments	85%	77%	79%	70%	68%	80%	85%	77%	78%	79%	79%	89%	71%	70%	78%	74%	88%	82%	79%	84%	74%	76%	84%	77%	78%	88%	70%	74%	86%	87%	75%
Discretionary spending (dining out, entertainment, etc.)	89%	78%	85%	75%	78%	82%	87%	80%	83%	82%	82%	92%	80%	73%	81%	79%	88%	87%	83%	85%	83%	79%	85%	82%	85%	93%	72%	87%	90%	87%	78%

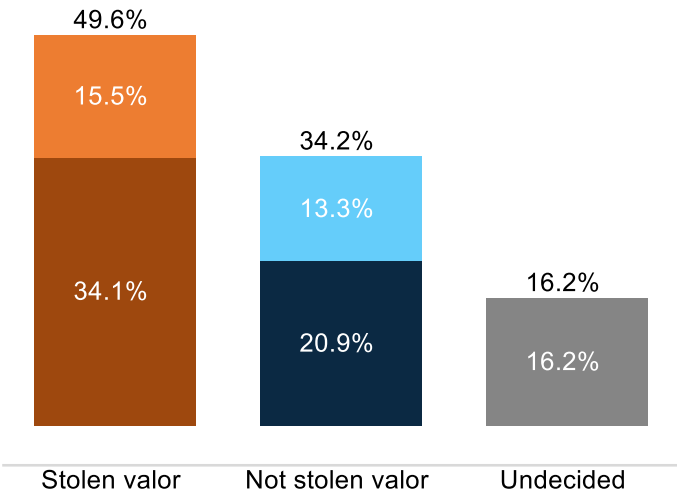
For each of the following, please indicate on a scale of 1 to 5 how inflation has impacted your household's ability to afford them. 1 is no impact and 5 is extreme impact.

# Inflation Party Blame



Which political party's policies do you blame the most for the rising cost inflation?

# Walz Stolen Valor



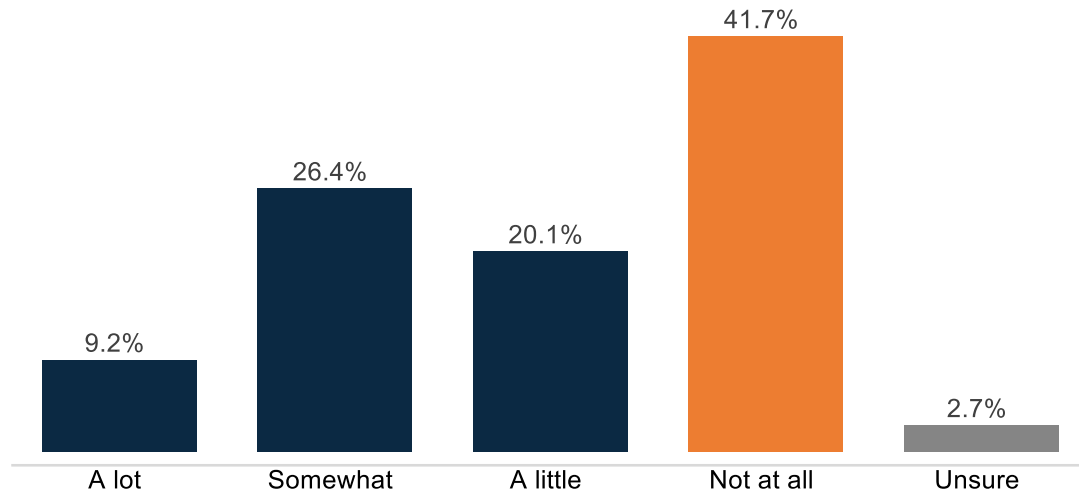
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Stolen valor	44%	49%	53%	54%	45%	59%	52%	38%	43%	46%	62%	81%	42%	21%	53%	25%	51%	55%	50%	42%	47%	57%	51%	46%	58%	83%	20%	50%	56%	43%	49%
Not stolen valor	33%	36%	33%	36%	41%	29%	27%	45%	39%	36%	26%	7%	39%	60%	33%	45%	34%	26%	33%	35%	34%	34%	27%	34%	28%	8%	61%	31%	28%	42%	38%
Definitely stolen valor	27%	38%	32%	42%	31%	40%	38%	24%	26%	32%	45%	62%	25%	11%	38%	11%	28%	36%	36%	30%	27%	42%	23%	24%	31%	64%	10%	33%	31%	32%	37%
Probably stolen valor	17%	11%	21%	12%	14%	19%	14%	14%	17%	14%	17%	20%	17%	10%	15%	14%	23%	19%	15%	13%	20%	15%	28%	22%	27%	20%	10%	17%	24%	12%	12%
Probably not stolen valor	14%	12%	13%	13%	15%	12%	9%	19%	16%	16%	6%	4%	16%	21%	12%	20%	21%	11%	13%	14%	13%	13%	18%	13%	9%	4%	23%	16%	14%	13%	13%
Definitely not stolen valor	19%	24%	20%	22%	26%	17%	17%	26%	23%	21%	19%	4%	23%	38%	21%	26%	13%	15%	21%	21%	21%	21%	10%	21%	19%	4%	39%	14%	14%	29%	24%
Undecided	23%	15%	14%	10%	14%	12%	21%	16%	18%	17%	13%	11%	19%	20%	14%	29%	15%	19%	16%	23%	18%	9%	21%	19%	15%	9%	19%	20%	16%	15%	13%

Stolen valor is the act of falsely claiming military service, rank, or awards. Kamala Harris' vice-presidential candidate, Governor Tim Walz, previously said he "carried weapons in war," but he has not spent a day in a combat zone. Would you consider that statement to be stolen valor?



CYGNAL

# Media Trust



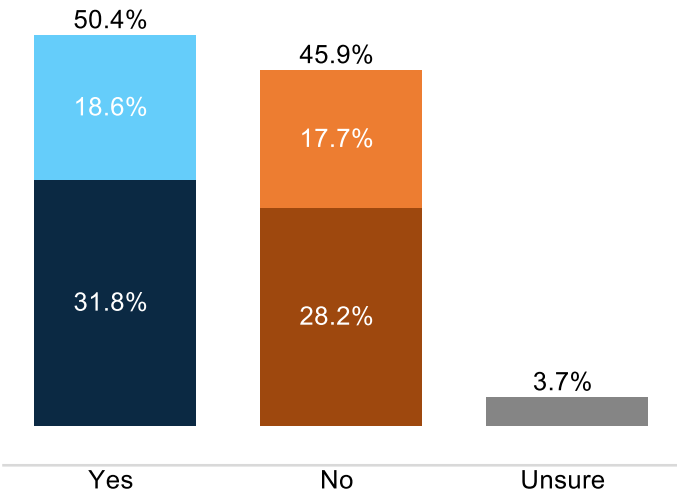
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
A lot	9%	7%	12%	8%	14%	7%	8%	9%	17%	8%	6%	4%	7%	17%	8%	17%	6%	12%	8%	8%	9%	11%	7%	5%	3%	4%	16%	16%	7%	16%	9%
Somewhat	28%	29%	23%	25%	27%	22%	30%	27%	34%	26%	21%	14%	25%	41%	22%	43%	31%	22%	24%	34%	29%	20%	25%	21%	12%	12%	38%	30%	26%	28%	25%
A little	24%	17%	23%	14%	19%	19%	19%	23%	19%	22%	16%	17%	23%	23%	20%	22%	23%	22%	20%	21%	24%	16%	25%	29%	26%	15%	23%	18%	19%	16%	19%
Not at all	35%	44%	39%	52%	38%	48%	41%	37%	25%	42%	55%	65%	42%	16%	47%	13%	35%	41%	44%	34%	34%	51%	40%	43%	56%	68%	20%	31%	43%	38%	46%
Unsure	3%	2%	4%	1%	1%	3%	2%	4%	4%	3%	2%	1%	3%	4%	2%	4%	5%	3%	3%	2%	4%	1%	4%	3%	3%	1%	4%	5%	4%	3%	1%

How much do you trust the media's coverage of the 2024 presidential campaign and candidates?



CYGNAL

# VBM Security Trust

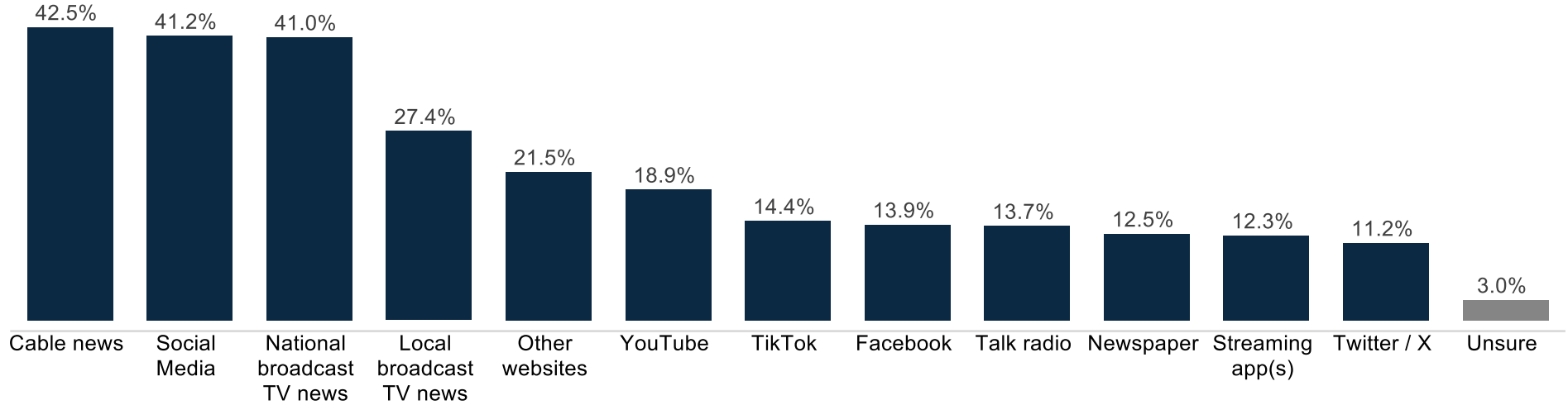


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	53%	49%	49%	49%	62%	40%	49%	55%	64%	53%	35%	21%	58%	79%	48%	62%	49%	44%	47%	56%	52%	48%	54%	60%	47%	19%	80%	56%	43%	52%	52%
No Total	41%	47%	46%	50%	37%	56%	47%	40%	31%	44%	62%	76%	40%	17%	48%	35%	45%	51%	48%	40%	42%	52%	39%	36%	49%	79%	16%	38%	53%	45%	46%
Yes, I trust it completely	29%	34%	32%	32%	45%	23%	27%	38%	40%	34%	22%	8%	39%	55%	33%	29%	24%	26%	29%	34%	30%	33%	24%	37%	24%	7%	57%	29%	24%	37%	36%
Yes, I trust it somewhat	24%	15%	17%	17%	17%	17%	22%	17%	24%	19%	13%	13%	19%	24%	16%	34%	25%	18%	18%	22%	21%	14%	31%	23%	23%	12%	22%	28%	18%	15%	16%
No, I have some concerns	18%	20%	18%	14%	14%	18%	18%	20%	15%	18%	19%	25%	17%	10%	17%	17%	23%	17%	19%	19%	16%	16%	22%	18%	25%	26%	10%	15%	20%	18%	18%
No, I don't trust it at all	24%	27%	28%	36%	23%	38%	29%	20%	16%	26%	43%	52%	23%	6%	31%	18%	22%	34%	29%	21%	26%	35%	16%	18%	24%	53%	6%	23%	33%	28%	28%
Unsure	5%	4%	4%	1%	2%	4%	4%	5%	5%	4%	3%	3%	2%	5%	3%	3%	6%	5%	5%	4%	6%	1%	7%	4%	4%	1%	4%	5%	4%	2%	2%

Do you trust the security of voting by mail in the 2024 election?



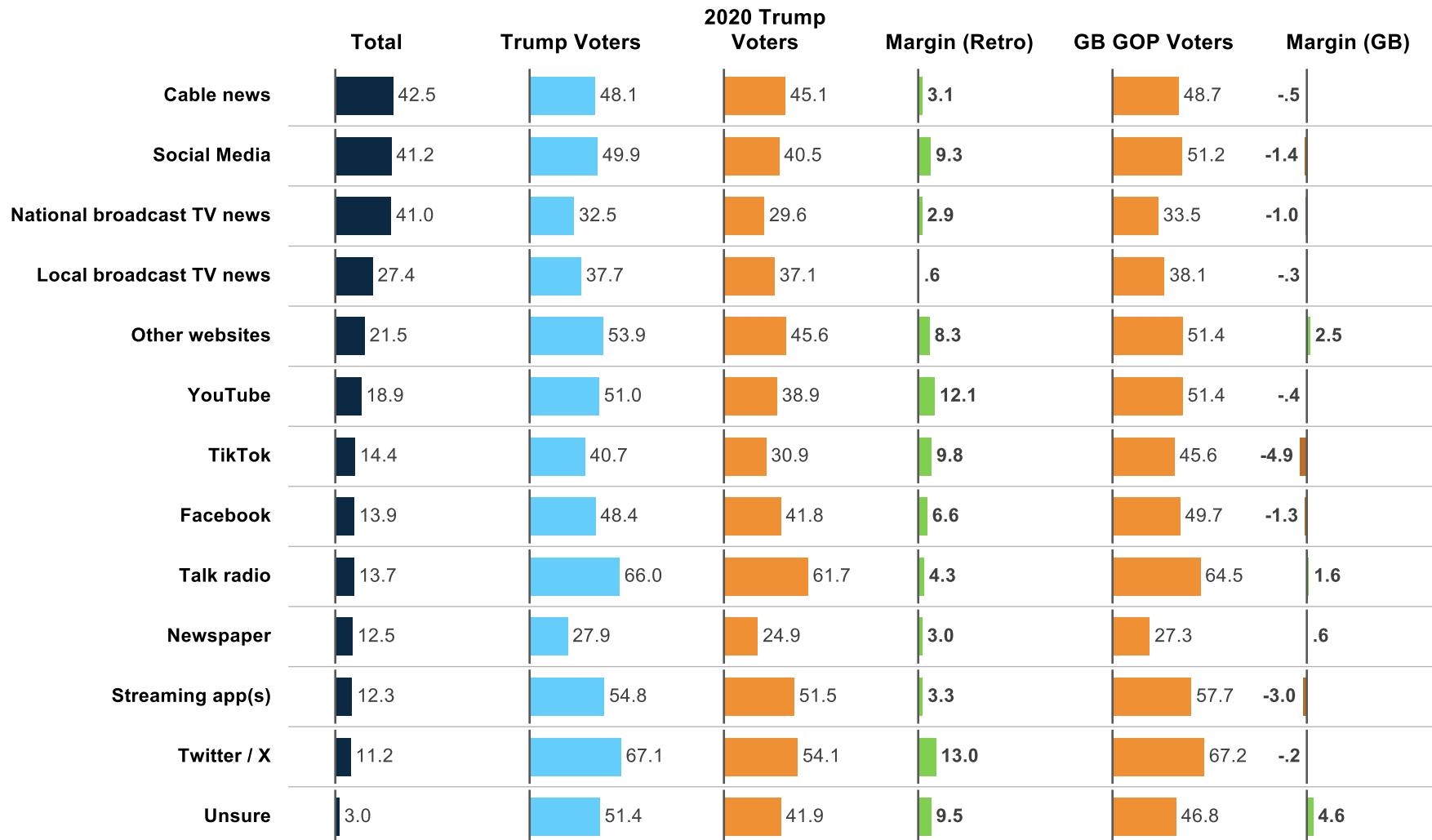
# News Sources



	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 Unmarried	M Married	Swing Voter	Old/Dbl Hater	New/Dbl Hater	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Cable news	33%	52%	35%	54%	47%	40%	41%	43%	39%	46%	39%	44%	36%	45%	44%	42%	37%	39%	45%	39%	40%	45%	33%	35%	35%	46%	44%	28%	37%	42%	49%
Social Media	50%	24%	61%	24%	41%	48%	44%	29%	50%	38%	39%	42%	40%	42%	38%	45%	54%	51%	35%	41%	54%	39%	45%	45%	37%	40%	36%	59%	47%	45%	31%
National broadcast TV news	39%	51%	33%	42%	43%	32%	45%	45%	40%	43%	37%	28%	39%	55%	41%	49%	39%	39%	46%	44%	39%	36%	39%	43%	41%	29%	55%	33%	45%	50%	42%
Local broadcast TV news	25%	37%	19%	30%	26%	23%	34%	26%	27%	28%	27%	22%	28%	32%	26%	37%	30%	23%	31%	31%	23%	25%	32%	32%	37%	24%	33%	26%	29%	37%	28%
Other websites	21%	18%	27%	20%	25%	22%	17%	24%	19%	22%	22%	23%	31%	16%	23%	10%	15%	22%	20%	19%	19%	26%	19%	25%	27%	23%	19%	14%	19%	22%	24%
YouTube	18%	11%	34%	12%	20%	27%	18%	11%	24%	17%	19%	20%	22%	17%	17%	24%	24%	19%	13%	17%	35%	17%	25%	21%	19%	18%	15%	30%	22%	22%	13%
TikTok	27%	3%	20%	3%	11%	14%	20%	11%	16%	14%	14%	12%	13%	18%	12%	19%	25%	20%	14%	18%	19%	9%	19%	21%	13%	11%	13%	27%	16%	20%	8%
Facebook	20%	8%	17%	8%	10%	16%	17%	10%	20%	10%	16%	16%	9%	15%	13%	22%	13%	22%	14%	15%	14%	13%	16%	13%	10%	14%	12%	22%	15%	14%	10%
Talk radio	15%	12%	11%	17%	12%	15%	13%	14%	12%	13%	16%	20%	14%	7%	14%	10%	12%	13%	12%	14%	9%	17%	15%	11%	11%	20%	8%	13%	12%	9%	15%
Newspaper	12%	15%	10%	13%	19%	6%	9%	20%	16%	12%	10%	7%	16%	17%	14%	7%	9%	12%	14%	13%	9%	13%	10%	17%	15%	7%	19%	6%	10%	12%	16%
Streaming app(s)	14%	10%	13%	12%	11%	12%	11%	15%	10%	13%	13%	16%	9%	10%	13%	11%	11%	15%	13%	12%	11%	13%	12%	10%	13%	15%	10%	11%	12%	7%	13%
Twitter / X	9%	8%	22%	6%	15%	15%	8%	8%	14%	11%	10%	13%	14%	8%	11%	5%	21%	13%	8%	7%	17%	14%	11%	10%	12%	14%	8%	11%	14%	13%	10%
Unsure	3%	3%	4%	2%	2%	4%	3%	3%	1%	3%	4%	3%	3%	2%	2%	3%	1%	3%	2%	3%	4%	3%	4%	3%	3%	3%	2%	4%	4%	3%	2%

What are your primary sources for news? Select up to three options.

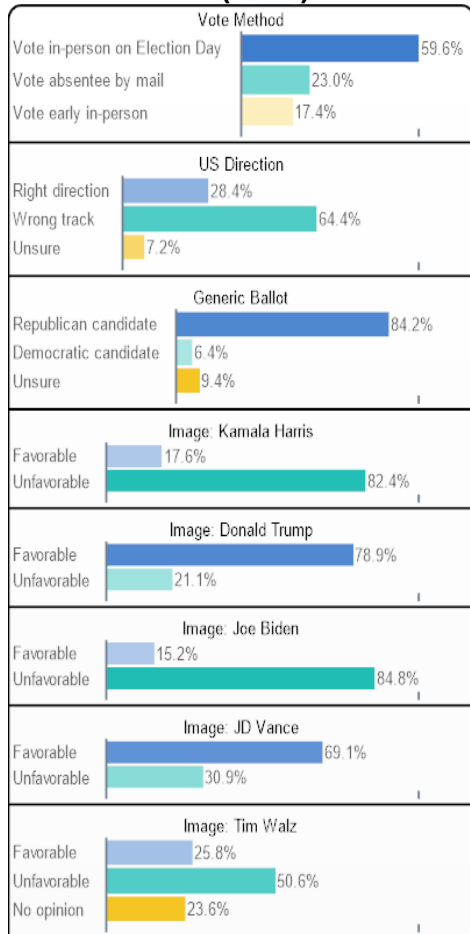
# News Source Performance



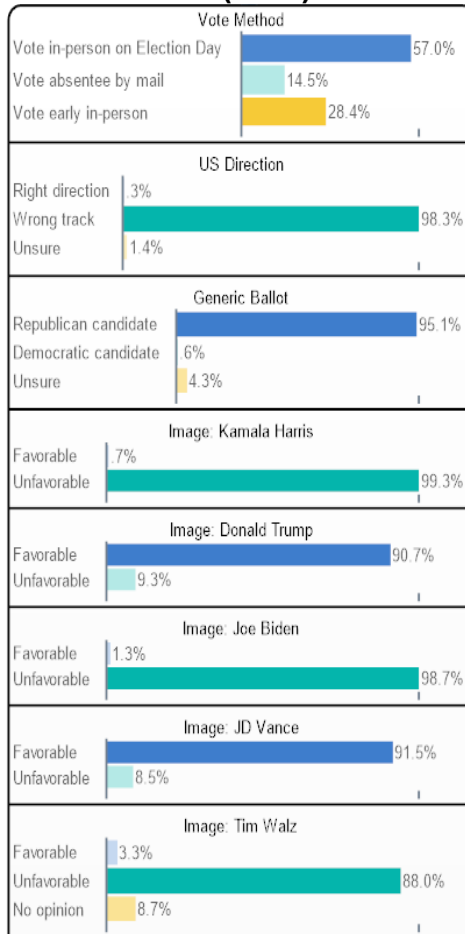


# Segmentation Analysis:

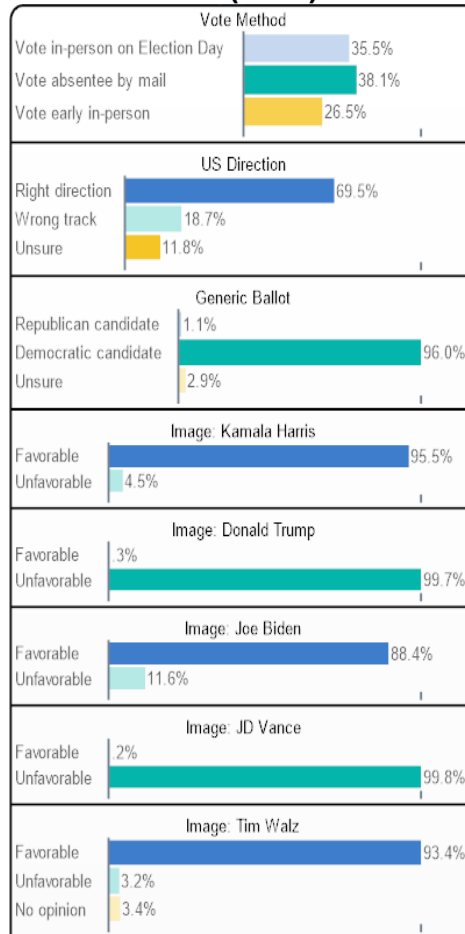
## Low Propensity GOP (12%)



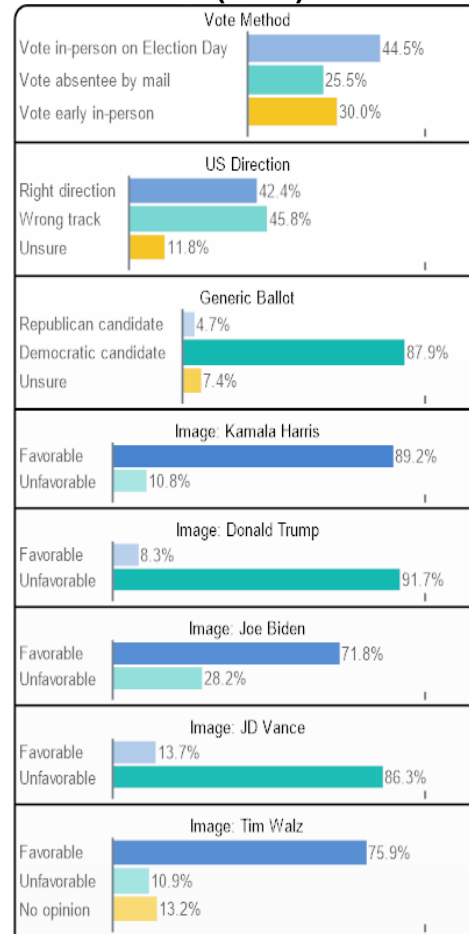
## High Propensity GOP (38%)



## High Propensity Dem (23%)

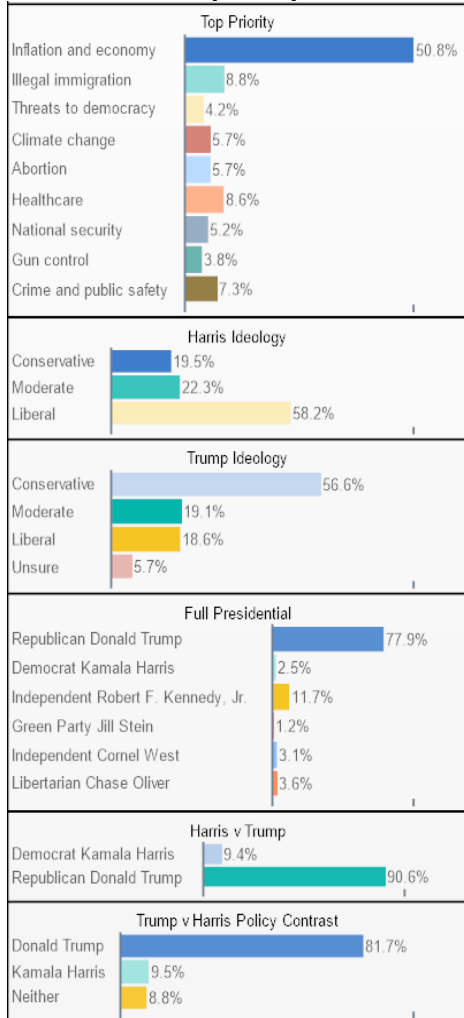


## Low Propensity Dem (27%)

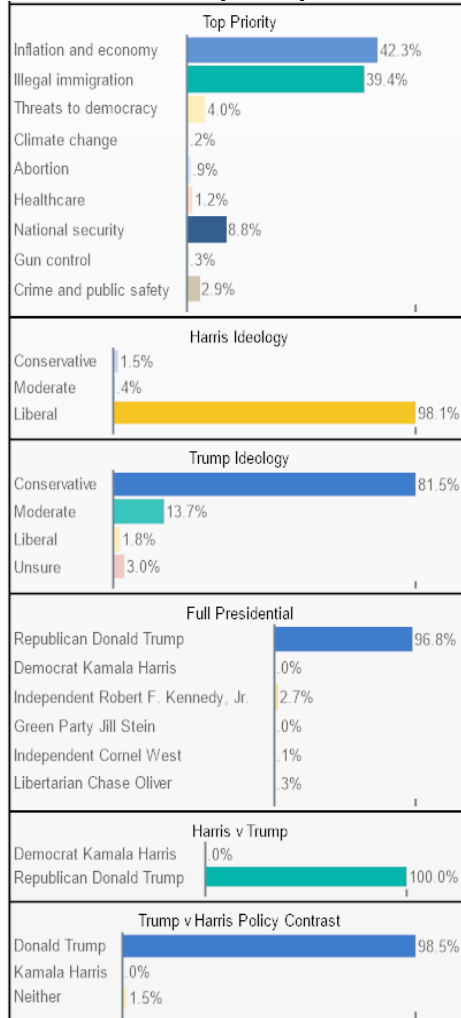


# Segmentation Analysis:

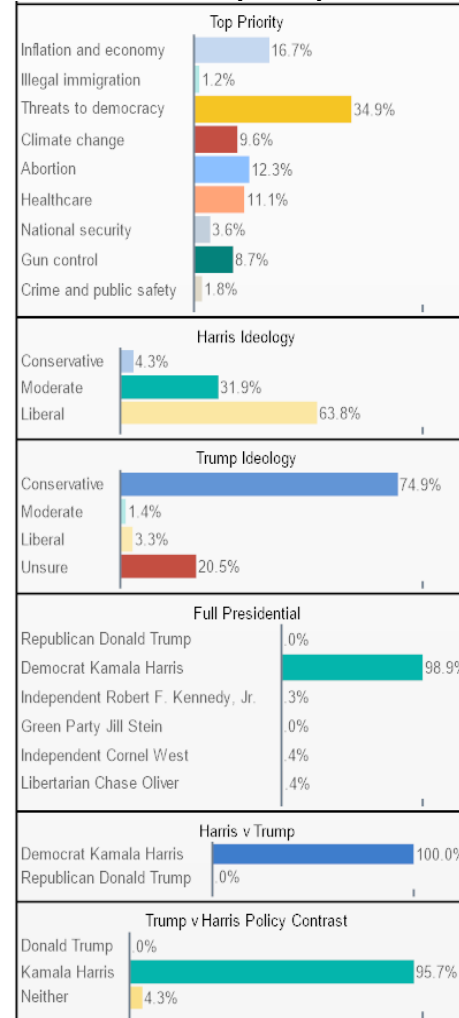
## Low Propensity GOP (12%)



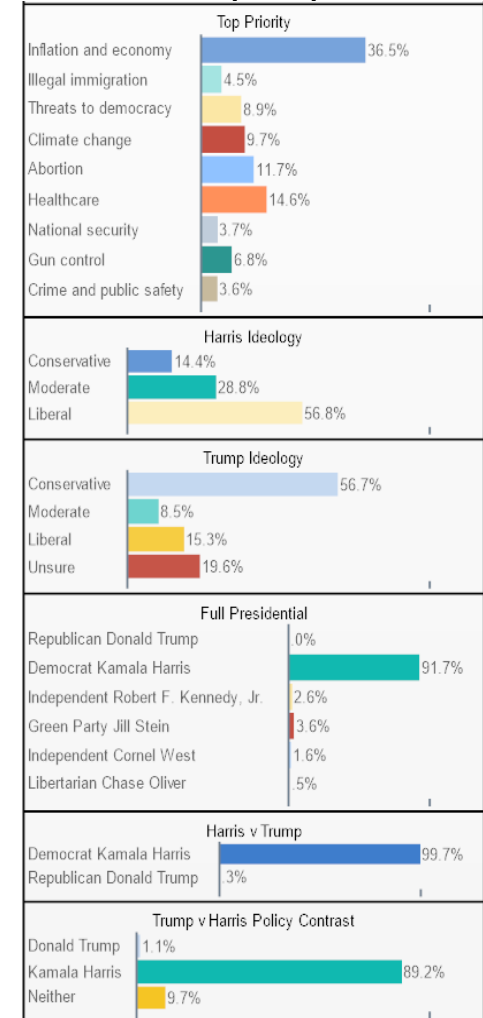
## High Propensity GOP (38%)



## High Propensity Dem (23%)

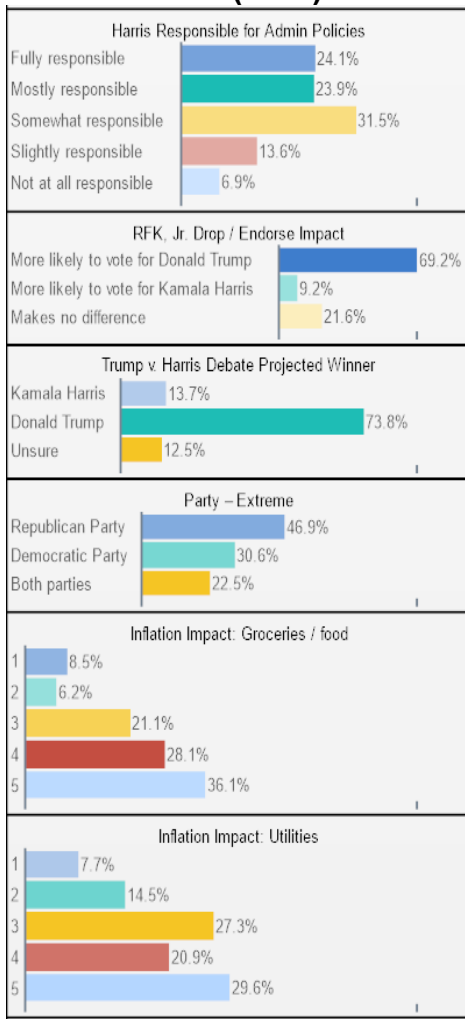


## Low Propensity Dem (27%)

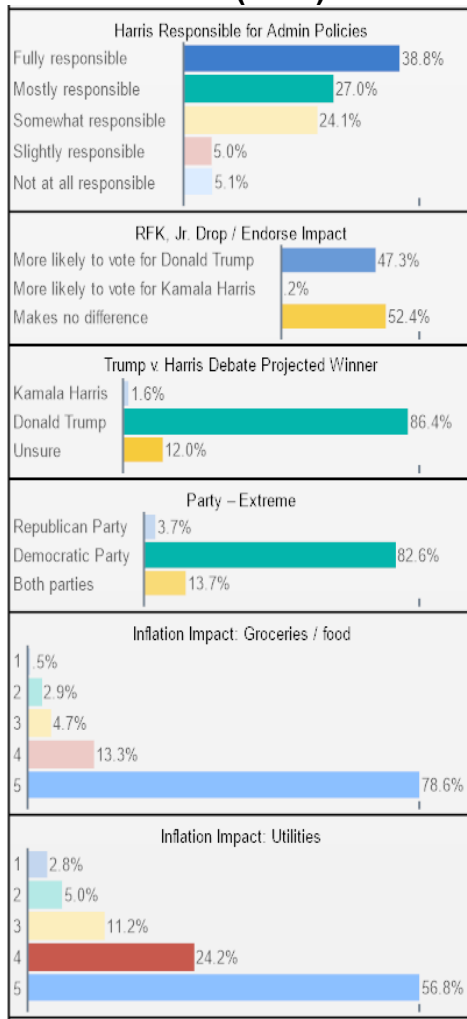


# Segmentation Analysis:

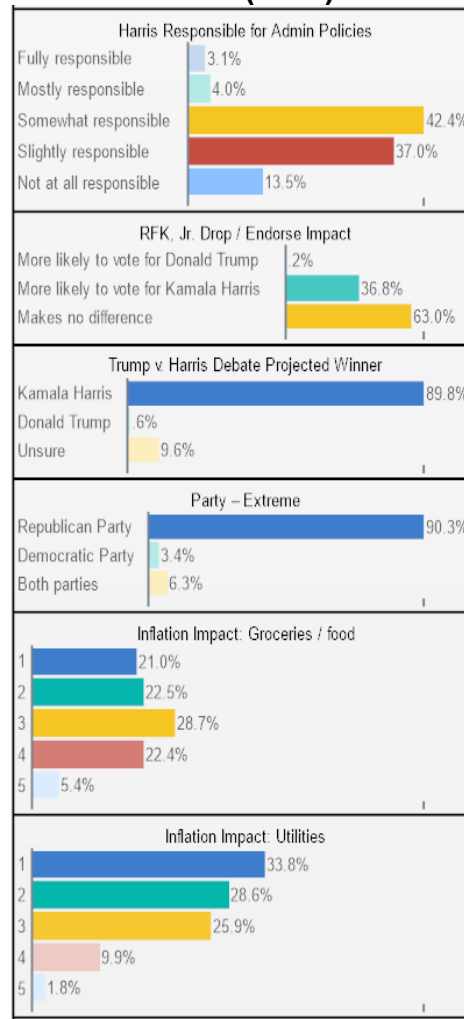
## Low Propensity GOP (12%)



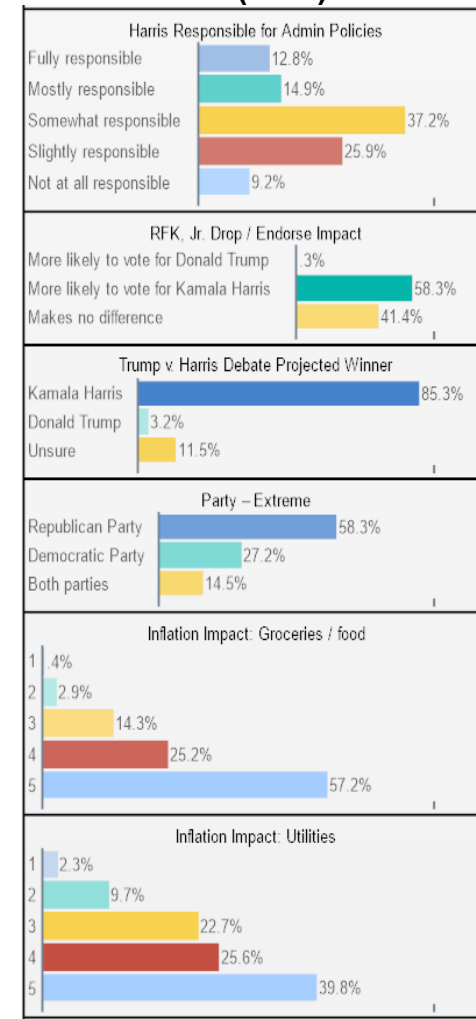
## High Propensity GOP (38%)



## High Propensity Dem (23%)

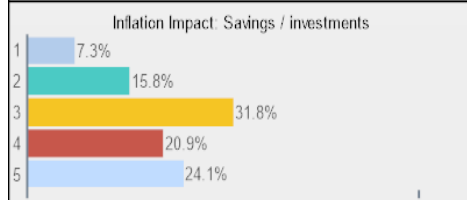
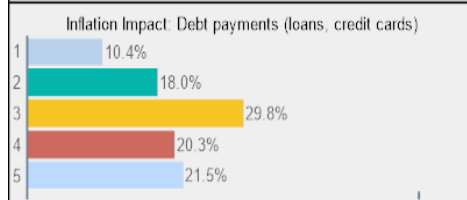
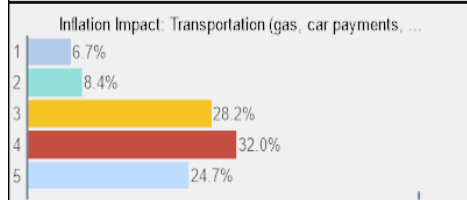
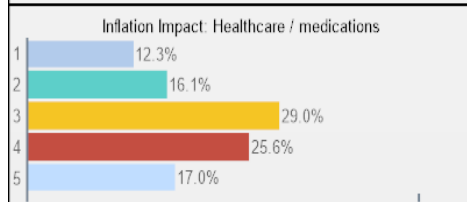
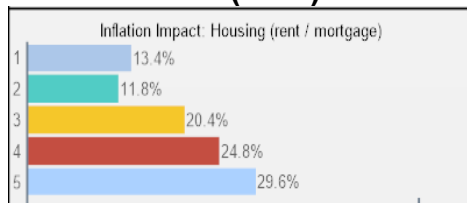


## Low Propensity Dem (27%)

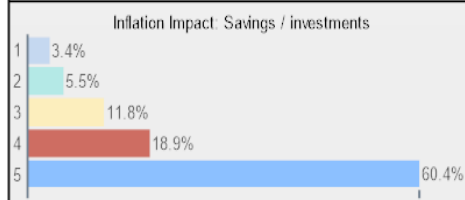
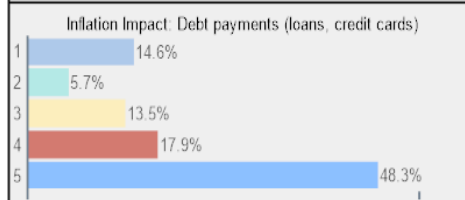
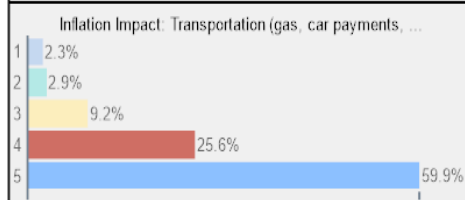
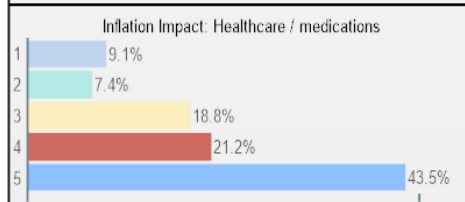
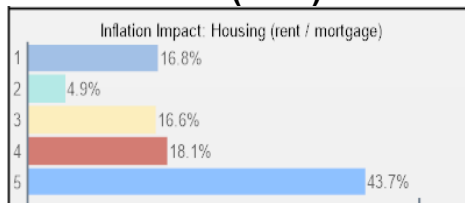


# Segmentation Analysis:

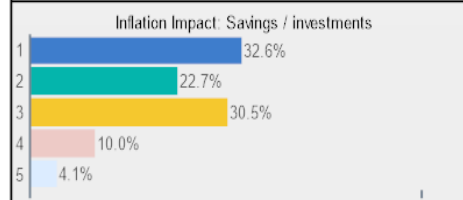
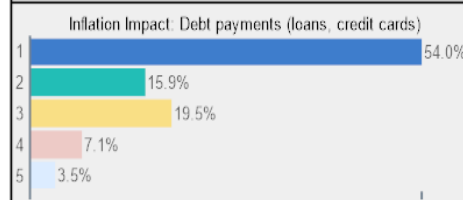
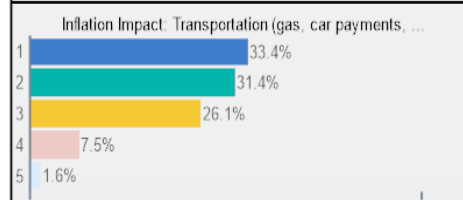
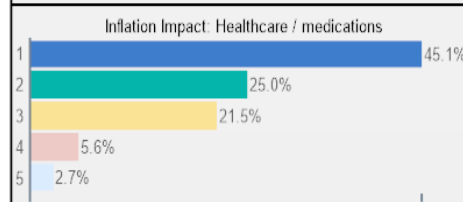
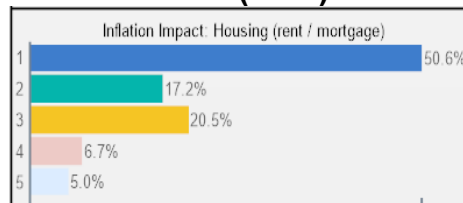
## Low Propensity GOP (12%)



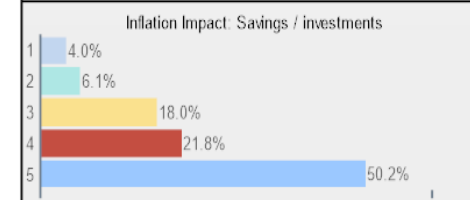
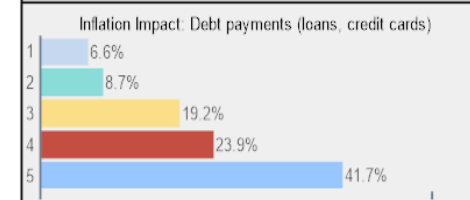
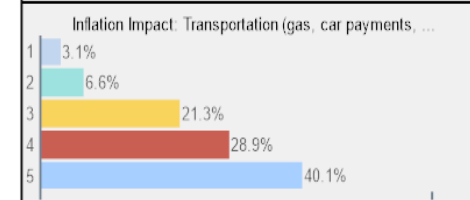
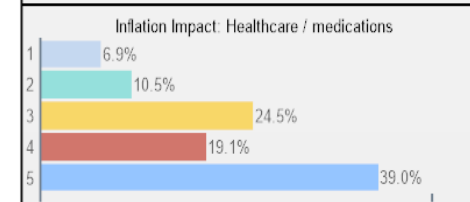
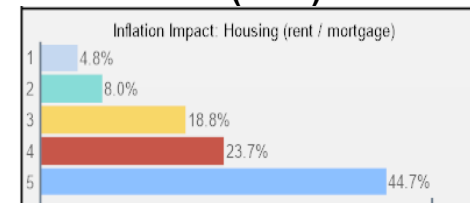
## High Propensity GOP (38%)



## High Propensity Dem (23%)

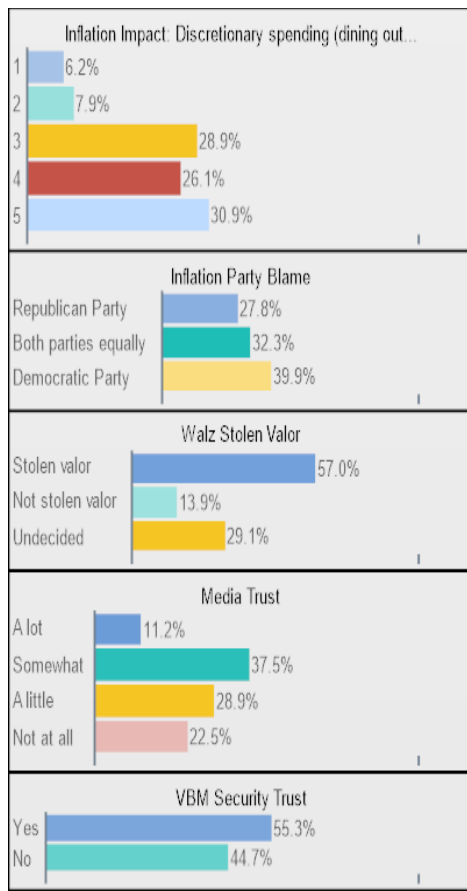


## Low Propensity Dem (27%)

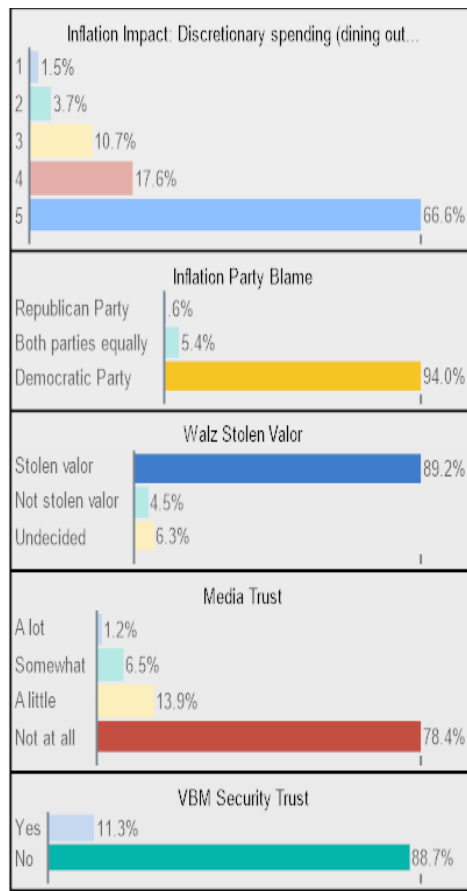


# Segmentation Analysis:

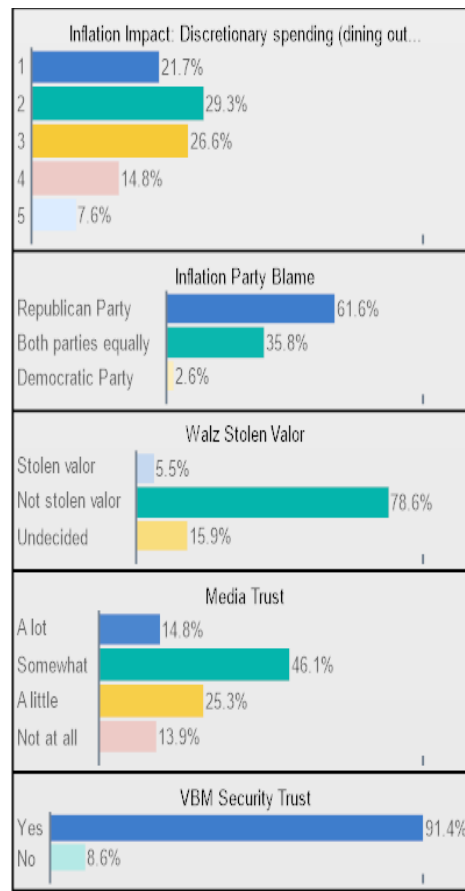
## Low Propensity GOP (12%)



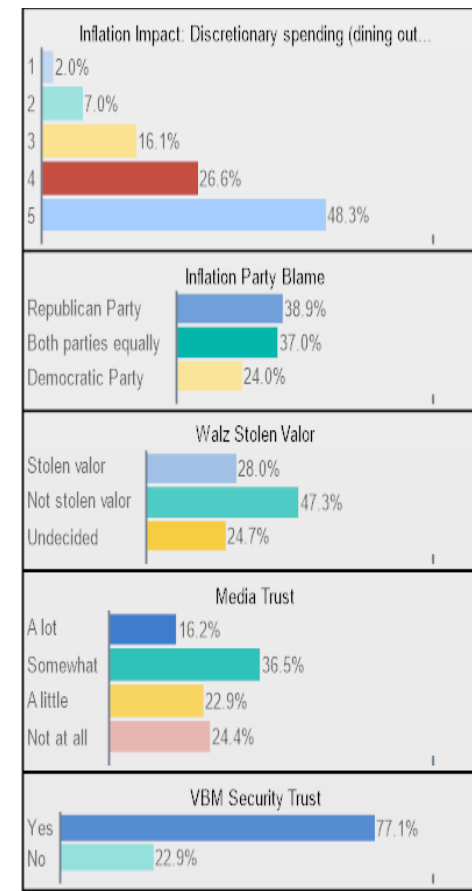
## High Propensity GOP (38%)



## High Propensity Dem (23%)

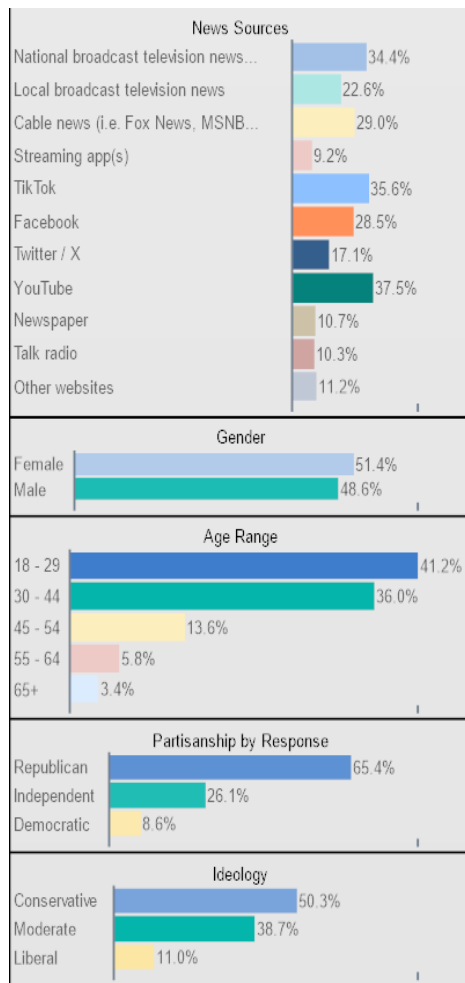


## Low Propensity Dem (27%)

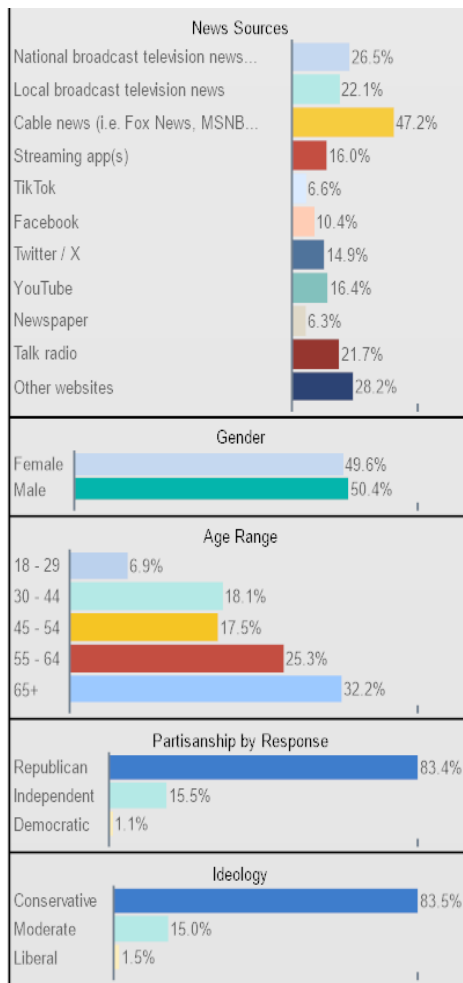


# Segmentation Analysis:

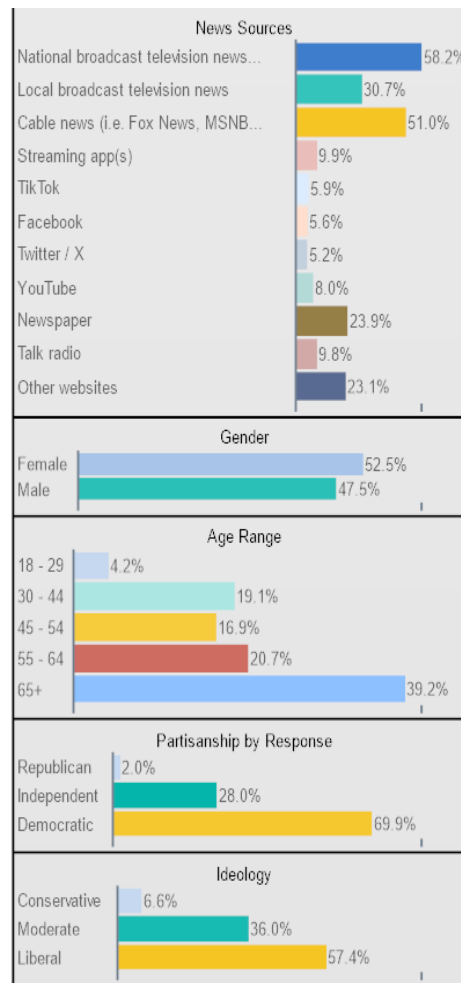
## Low Propensity GOP (12%)



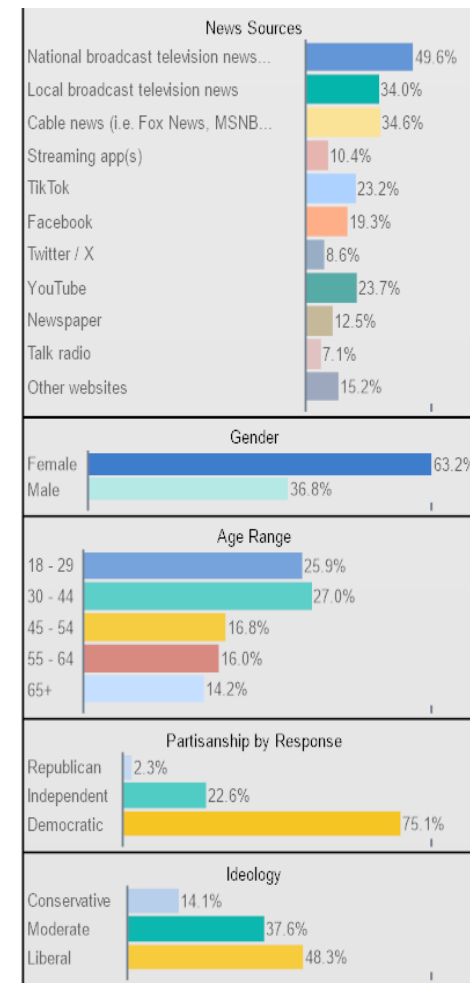
## High Propensity GOP (38%)



## High Propensity Dem (23%)

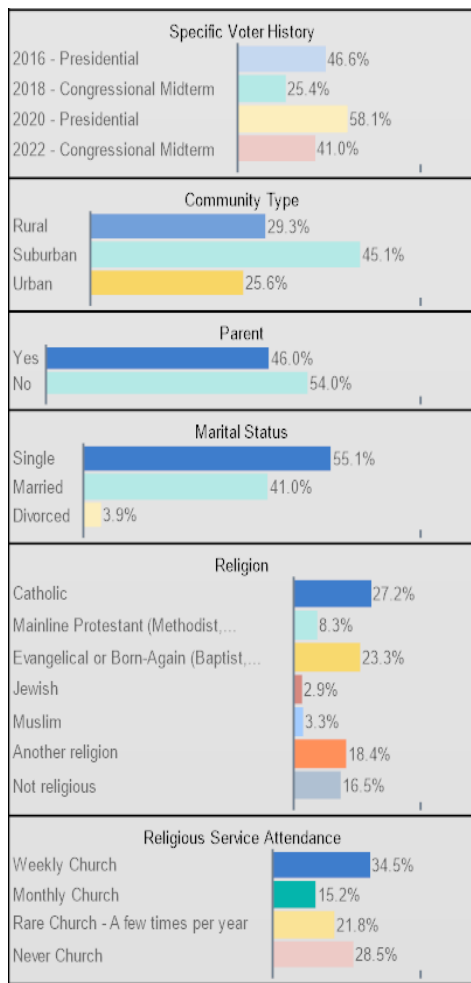


## Low Propensity Dem (27%)

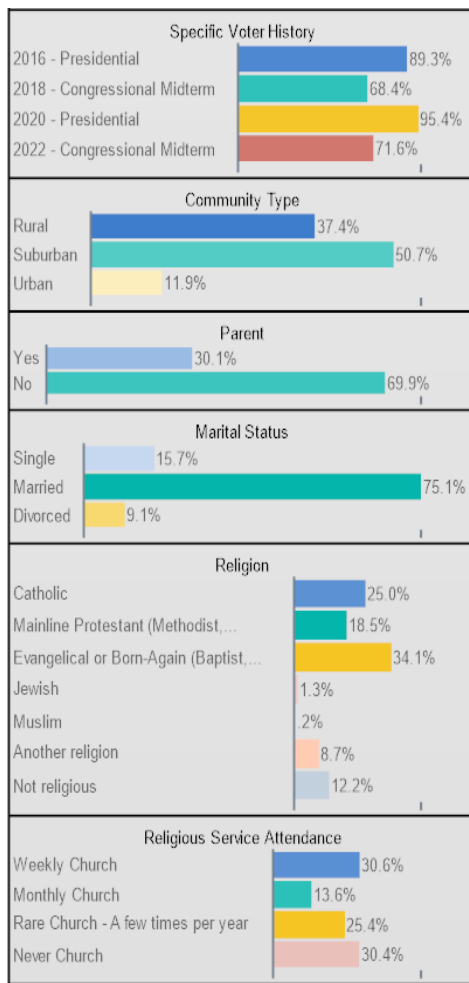


# Segmentation Analysis:

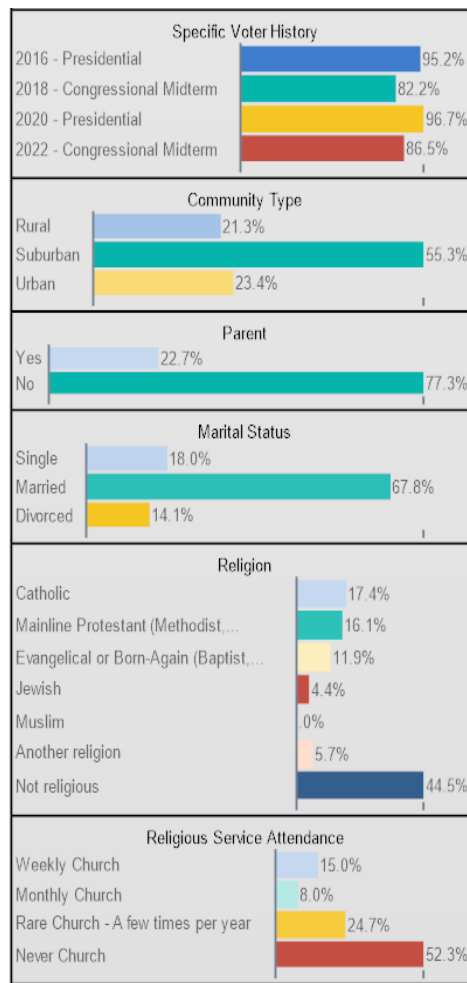
## Low Propensity GOP (12%)



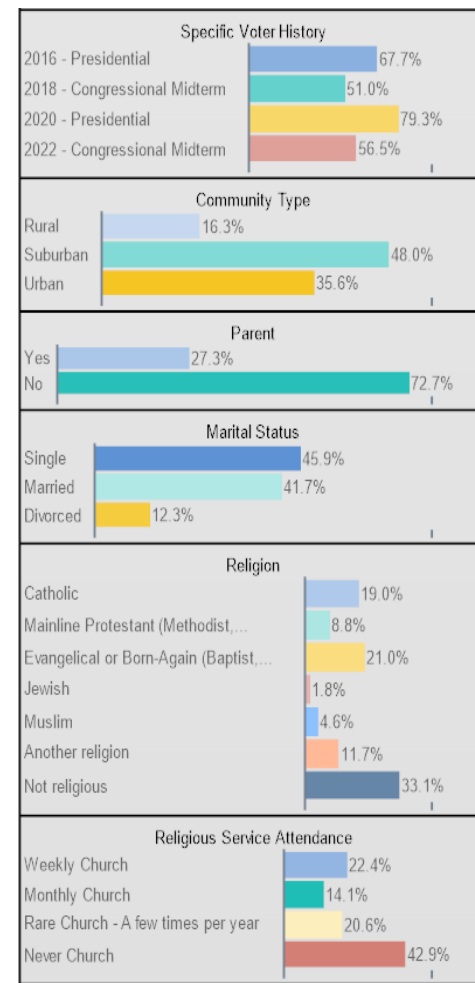
## High Propensity GOP (38%)



## High Propensity Dem (23%)

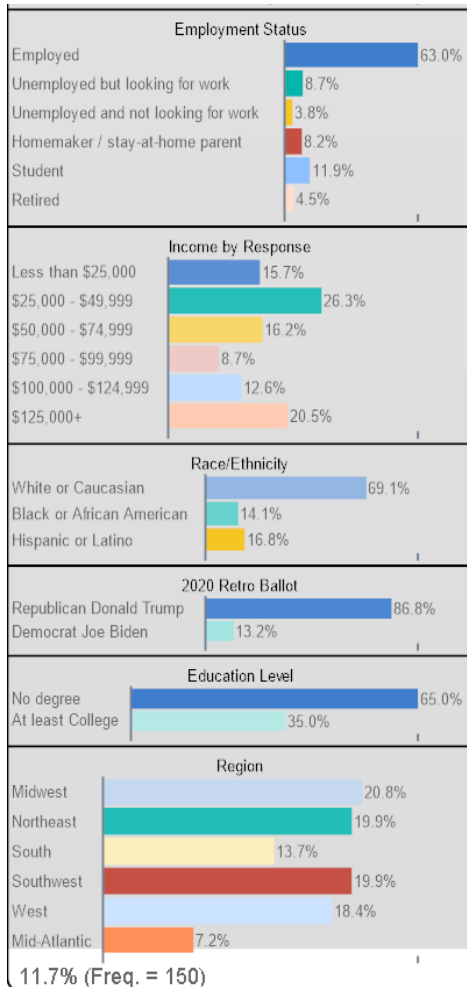


## Low Propensity Dem (27%)

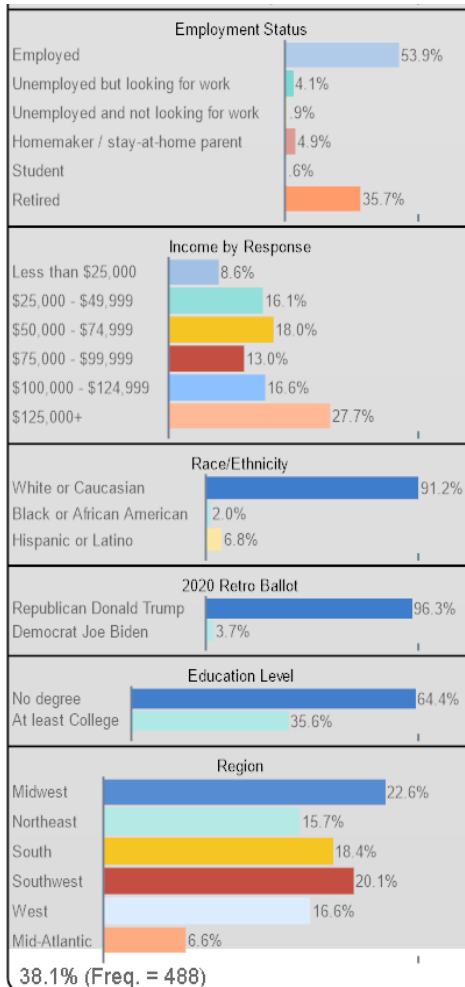


# Segmentation Analysis:

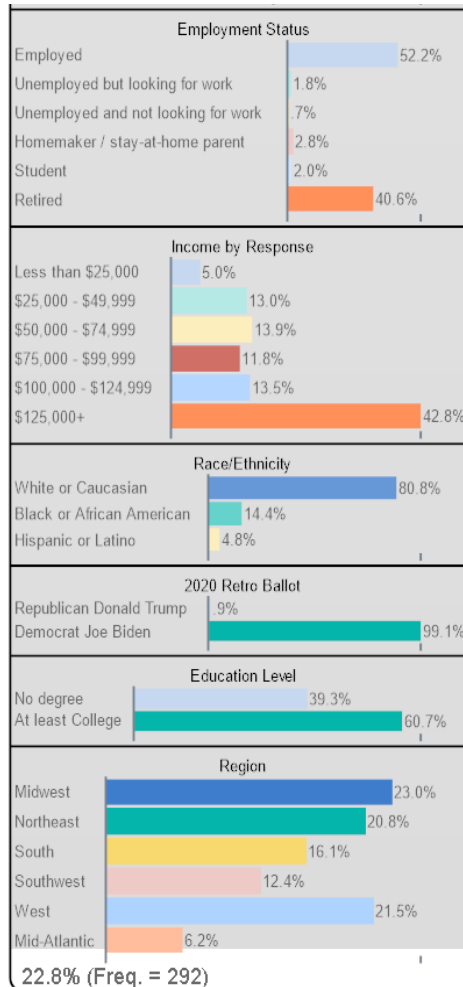
## Low Propensity GOP (12%)



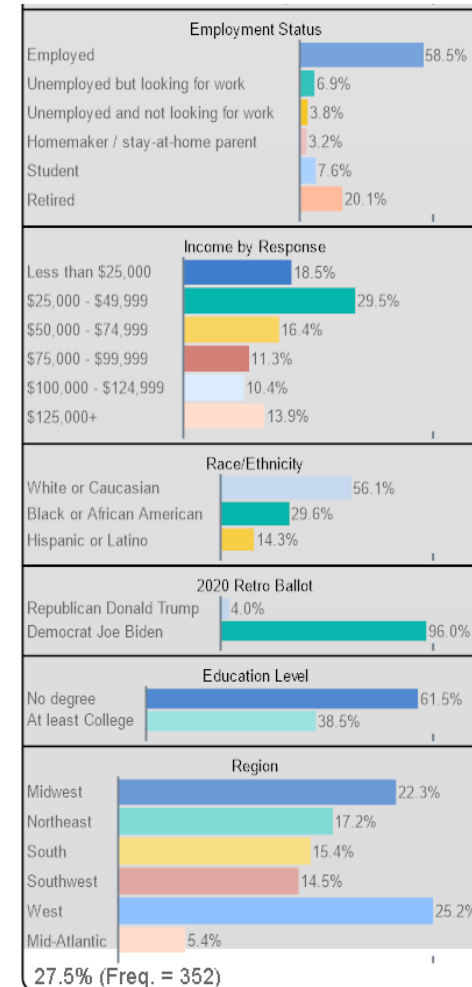
## High Propensity GOP (38%)



## High Propensity Dem (23%)



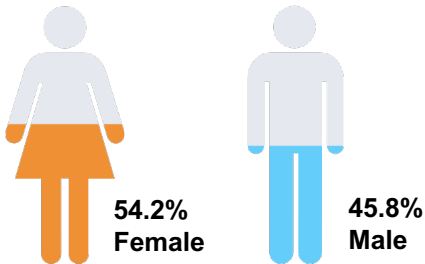
## Low Propensity Dem (27%)



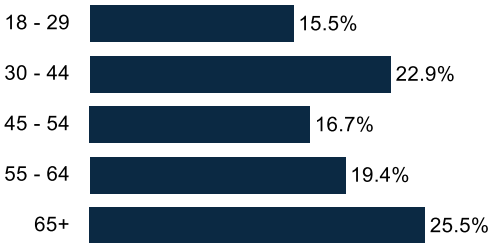


# Demographics

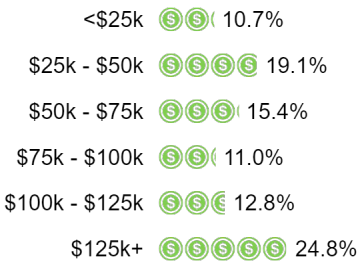
## Sex



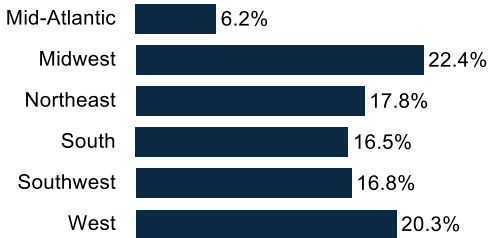
## Age Range



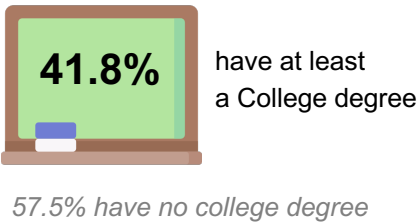
## Household Income



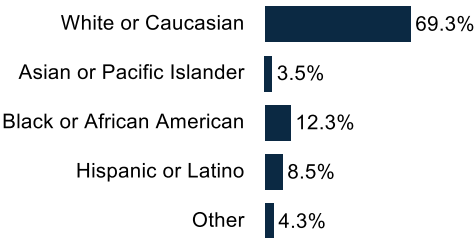
## Geo - Region



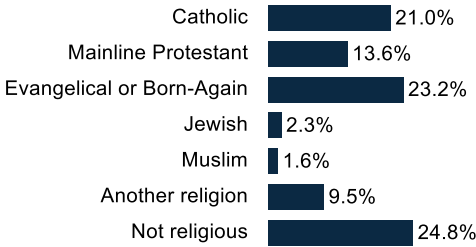
## Education



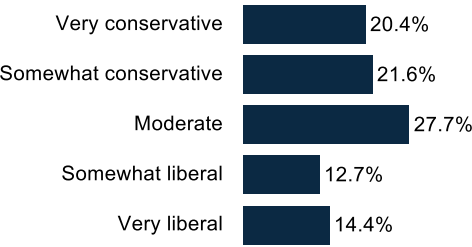
## Race/Ethnicity



## Religion



## Ideology



## Community Type

