

September 15, 2024



CYGNAL

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

September 11 – 13, 2024 | n=1503 | $\pm 2.49\%$

Insights & Analysis

- The **Generic Congressional Ballot** has shifted from a 3% Republican advantage in July to a 1% Democratic advantage now. This is the first time a generic Congressional Democrat has taken the lead in this battleground poll all year.
 - **Young men** (+13) and **women** (+10) have moved towards a generic Democrat.
 - **Independents** voters have moved by a similar margin (+11).
 - Support for a generic Democrat has improved in **Democratic incumbent seats** (+7).
- On the **full Presidential Ballot**, Kamala **Harris** leads with 48% of the vote to **Trump** at 46%. The **head-to-head ballot** shows a narrowing of Harris' lead to just 1% at 48% Harris, 47% Trump. Only 5% of the electorate remains undecided.
 - **Independents** (4%) are most likely to vote for a third-party presidential candidate. Only 2% of Republicans and 1% of Democrats would vote for someone else.
 - Harris is over performing the generic Congressional ballot with **Independents** (+14) and **parents** (+13).
- More than half of voters still **disapprove** of the **job the Biden-Harris Administration is doing**. Half of **Independent** voters (54%) disapprove. A plurality of **Democrats** (40%) only *somewhat* approve.
- Two-in-three voters **disapprove of the job that Congress is doing**, which can be seen across party lines. **Independent** voters are less likely to say they approve (5%) compared to Republicans (17%) or Democrats (16%). Approval is higher for voters' **individual members of Congress** at 45% approve, 35% disapprove.

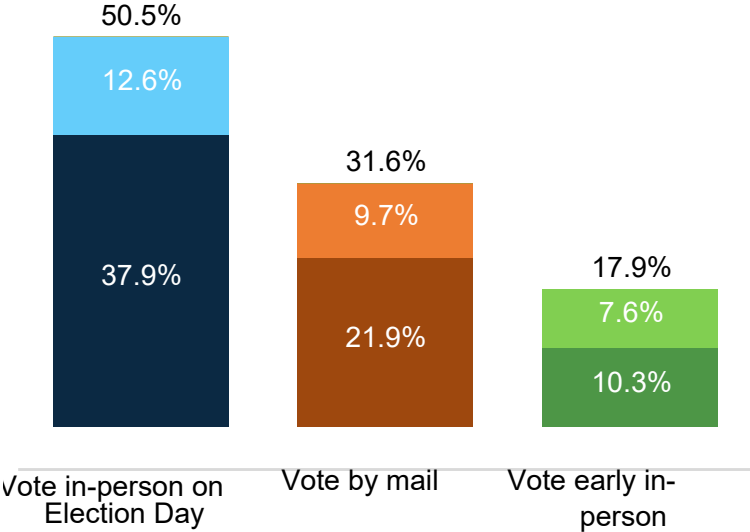
Insights & Analysis

- Joe **Biden's** image (41% favorable, 57% unfavorable) has improved from his lowest point in July but is still 16% net unfavorable. Meanwhile, Kamala **Harris'** image has seen considerable improvement since being made the Democratic nominee. Her image stands nearly 1-to-1 at 49% favorable, 50% unfavorable.
 - Harris' image is split at 49% with **Independent** voters but has seen a considerable 38% net improvement. Her favorables have increased 16% with Democrats as well.
 - Her image is also 6% net-favorable with **suburban voters**, improving net-26% since July.
- Donald **Trump's** image has remained relatively steady, with some improvement seen among his **favorables** (+2).
- A majority of voters (59%) are deciding who they are voting for **more than a month out from Election Day**. Only 10% say they are deciding on **Election Day**. **Young women** (17%), **non-college men** (13%), **non-college women** (14%), and **Republicans** (13%) are most likely to decide on Election Day.
 - **Independent** voters are more spread out in when they will decide, compared to Republicans and Democrats.
- Looking at vote motivation, **Trump voters** are more likely to be voting for a candidate they like and support (54%) than **Harris voters** (47%).

Insights & Analysis

- A strong majority of voters (84%) say that the **stakes in the 2024 election are higher than previous elections**, two-thirds say it is *much* higher. Harris voters are more likely to say that the stakes are higher (88%) than Trump Voters (84%).
- A plurality of voters believe that Kamala **Harris** will **win in the 2024 general election**, while a third (36%) believe **Trump** will win. One-in-five are unsure who will win.
 - 9% of Trump voters believe that Harris will win, more than Harris voters who think Trump will win (2%).
 - A plurality of **Independents** believe that Harris will win (45%) while only a quarter (25%) say Trump will win, less than the number of Independents voting for Trump (39%).
- **Most voters watched last Tuesday's debate** live (62%) while only 13% of voters did not see it at all. Democrats (93%) watched the debate at a higher rate than Republicans (85%) or Independents (85%).
- Kamala **Harris** was described as the **winner of the debate** by more than half of voters (54%). Only a quarter of voters (25%) say Trump won.
 - Half of Independent voters (52%) say that Harris won, with 14% of Republicans saying the same. More than a quarter of Republicans (28%) and Independents (27%) say that neither won the debate.
- Among the words in the **debate association test**, Kamala Harris leads Trump in all categories.

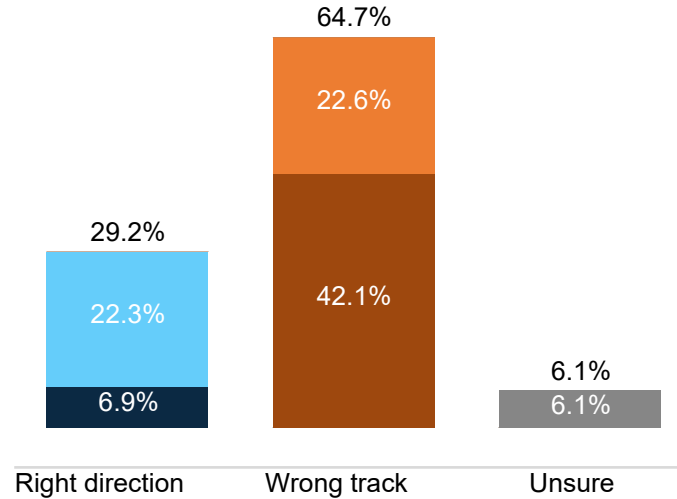
Vote Method



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHD	Disap	XGOP	TrumpD	NotDem	GOP Incumbent	Dem Incumbent	Open Seats		
Definitely vote	67%	75%	70%	62%	75%	74%	70%	71%	69%	70%	67%	65%	72%	71%	71%	70%	70%	70%	70%	71%	66%	73%	70%	68%	68%	68%	68%	71%	70%	73%	71%	75%	71%	58%	55%	70%	71%	69%						
Probably vote	33%	25%	30%	38%	25%	26%	30%	29%	31%	30%	33%	35%	28%	29%	29%	30%	30%	30%	30%	29%	34%	27%	30%	32%	32%	32%	32%	29%	30%	27%	29%	25%	29%	42%	45%	30%	29%	31%						
Vote in-person on Election Day	56%	57%	40%	50%	57%	36%	48%	56%	54%	41%	48%	52%	55%	50%	47%	52%	50%	57%	52%	43%	55%	49%	45%	51%	54%	46%	59%	56%	53%	45%	59%	42%	50%	50%	49%	52%	50%	54%	36%					
Vote absentee by mail	28%	25%	44%	29%	28%	43%	32%	30%	29%	38%	35%	28%	28%	33%	34%	32%	29%	24%	34%	39%	25%	35%	37%	33%	18%	26%	24%	27%	29%	36%	22%	40%	32%	31%	36%	38%	33%	27%	46%					
Vote early in-person	16%	17%	16%	21%	15%	22%	20%	14%	18%	21%	16%	20%	17%	18%	19%	16%	21%	19%	15%	19%	20%	16%	18%	16%	28%	27%	17%	16%	17%	19%	18%	18%	19%	15%	10%	17%	19%	19%						
Definitely vote in-person on Election Day	40%	47%	29%	33%	45%	29%	35%	43%	40%	31%	35%	39%	42%	37%	37%	38%	39%	43%	38%	32%	42%	35%	35%	38%	43%	32%	43%	39%	42%	34%	46%	32%	40%	38%	33%	31%	37%	42%	25%					
Probably vote in-person on Election Day	16%	10%	11%	17%	12%	7%	13%	13%	14%	10%	14%	14%	13%	13%	9%	14%	11%	14%	14%	10%	13%	14%	10%	12%	12%	14%	16%	17%	12%	11%	13%	9%	10%	12%	16%	21%	13%	12%	11%					
Definitely vote by mail	18%	18%	30%	19%	22%	31%	22%	20%	20%	27%	21%	18%	21%	24%	23%	22%	20%	15%	24%	28%	16%	23%	29%	23%	12%	19%	16%	19%	19%	25%	15%	30%	24%	22%	21%	22%	24%	17%	32%					
Probably vote by mail	10%	8%	14%	11%	6%	12%	10%	10%	9%	11%	15%	10%	8%	9%	11%	9%	10%	9%	10%	11%	9%	12%	8%	10%	6%	7%	8%	8%	10%	11%	7%	11%	8%	9%	15%	16%	9%	9%	14%					
Definitely vote early in-person	10%	11%	10%	10%	8%	14%	13%	8%	9%	12%	12%	9%	10%	10%	10%	10%	12%	12%	8%	10%	13%	8%	10%	9%	14%	16%	9%	10%	10%	11%	12%	9%	11%	11%	5%	2%	9%	12%	12%					
Probably vote early in-person	7%	7%	6%	10%	7%	8%	7%	6%	8%	9%	4%	11%	8%	8%	9%	7%	9%	7%	6%	9%	7%	8%	8%	7%	14%	11%	8%	7%	7%	9%	6%	9%	7%	7%	10%	7%	8%	7%	6%					

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

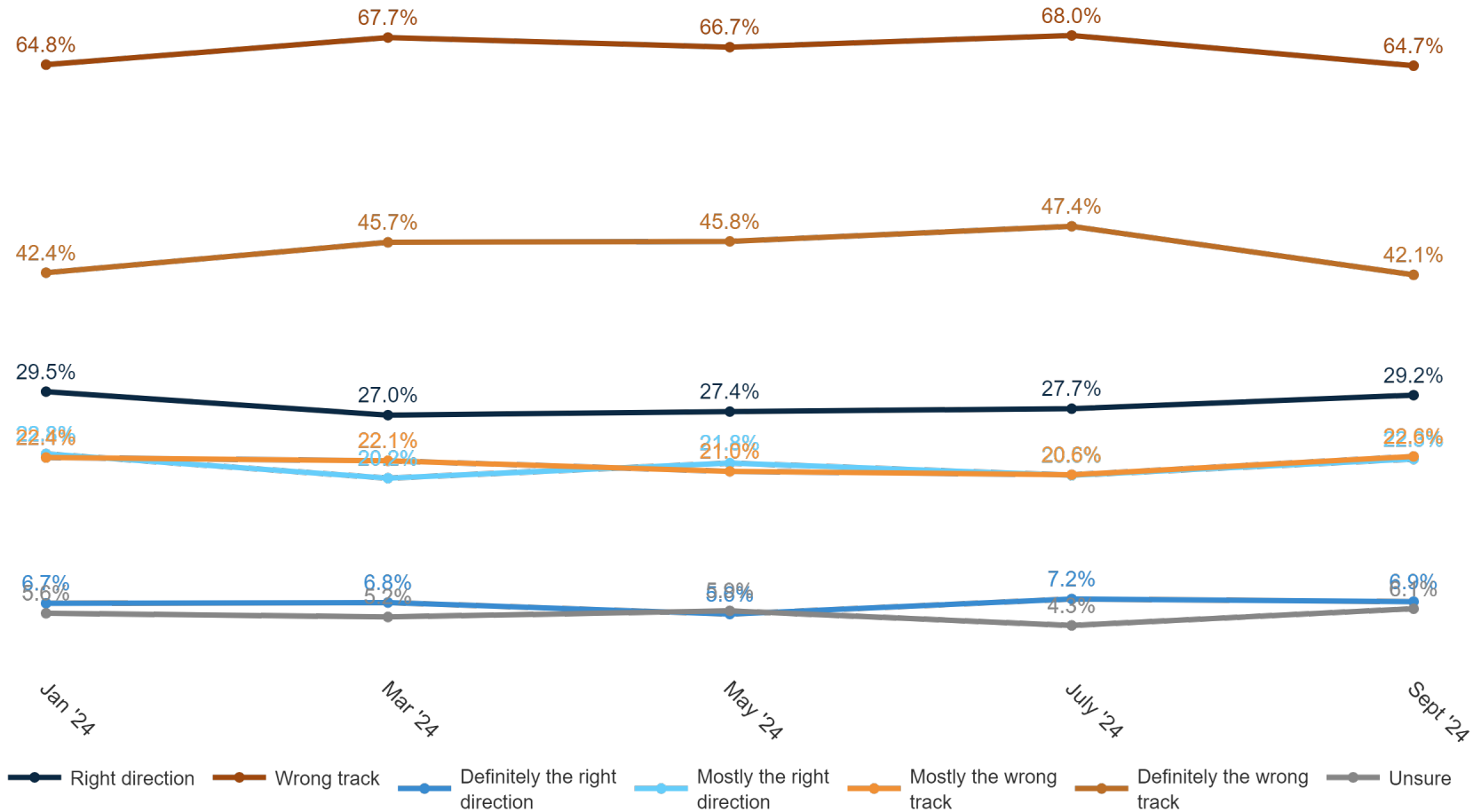
Direction of U.S.



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisapX	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Right direction	35%	23%	35%	25%	25%	38%	37%	26%	22%	37%	29%	24%	31%	31%	35%	31%	22%	5%	27%	57%	9%	32%	53%	29%	50%	31%	28%	27%	28%	33%	6%	56%	31%	31%	14%	13%	31%	26%	34%
Wrong track	60%	73%	63%	63%	69%	56%	59%	71%	71%	52%	65%	65%	67%	60%	62%	63%	71%	93%	65%	34%	90%	59%	38%	64%	46%	66%	65%	68%	66%	61%	93%	34%	64%	63%	81%	69%	63%	69%	59%
Definitely the right direction	11%	7%	6%	5%	4%	9%	10%	7%	5%	8%	9%	5%	8%	7%	10%	7%	4%	3%	2%	15%	3%	7%	12%	7%	20%	6%	6%	7%	8%	7%	2%	13%	7%	7%	2%	4%	7%	7%	4%
Mostly the right direction	25%	17%	29%	19%	20%	29%	27%	19%	18%	29%	20%	19%	23%	24%	25%	24%	18%	2%	25%	42%	6%	25%	41%	22%	30%	25%	23%	20%	20%	27%	4%	43%	23%	24%	12%	9%	24%	19%	31%
Mostly the wrong track	26%	15%	14%	34%	23%	16%	15%	22%	27%	24%	28%	32%	15%	22%	25%	23%	19%	18%	26%	25%	16%	28%	26%	20%	27%	36%	26%	28%	26%	18%	16%	24%	19%	22%	42%	36%	21%	26%	15%
Definitely the wrong track	34%	58%	49%	29%	46%	40%	43%	50%	44%	28%	37%	32%	51%	38%	36%	39%	52%	75%	39%	9%	74%	31%	12%	44%	20%	30%	40%	40%	40%	43%	76%	11%	45%	41%	40%	33%	41%	43%	43%
Unsure	5%	3%	2%	12%	6%	6%	4%	3%	7%	11%	6%	11%	3%	8%	4%	6%	7%	2%	8%	9%	1%	9%	9%	7%	4%	3%	6%	6%	6%	6%	2%	10%	5%	6%	4%	18%	7%	5%	7%

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

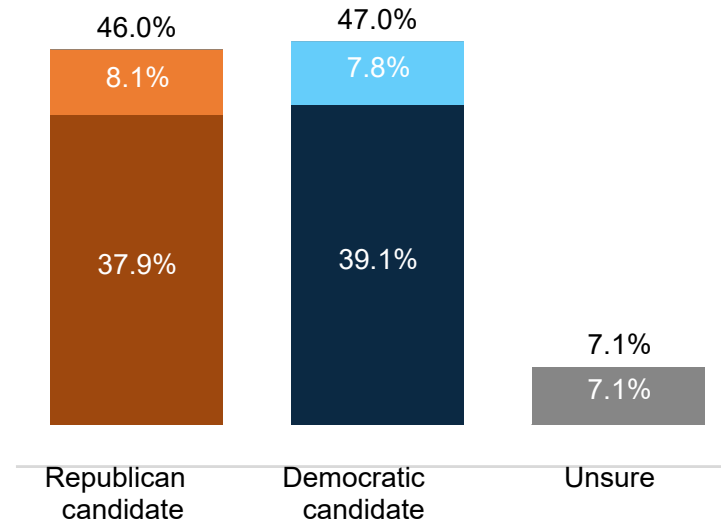
Trend: Direction of U.S.



Percent Change: US Direction (July 2024 to Sept 2024)

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest '20	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Right direction	12%	-7%	3%	0%	2%	4%	3%	2%	-2%	5%	4%	-7%	-1%	9%	-2%	3%	-1%	-2%	4%	3%	-2%	3%	3%	4%	5%	-5%	5%	0%	-2%	5%	-1%	6%	3%	4%	5%	-4%	3%	0%	-1%
Wrong track	-14%	7%	-1%	-7%	-1%	-6%	-5%	0%	1%	-12%	-5%	2%	1%	-13%	3%	-5%	-3%	1%	-7%	-5%	2%	-6%	-6%	-7%	-5%	9%	-8%	0%	0%	-7%	0%	-9%	-4%	-6%	-4%	-7%	-5%	0%	-3%
Definitely the right direction	1%	-3%	-1%	-1%	1%	1%	0%	-1%	-2%	3%	-3%	-5%	-1%	3%	0%	0%	-1%	0%	0%	0%	3%	-4%	1%	-1%	-2%	-2%	-1%	1%	0%	-1%	0%	0%	0%	1%	2%	0%	1%	-4%	
Mostly the right direction	11%	-3%	4%	1%	1%	3%	3%	3%	0%	2%	6%	-2%	0%	5%	-2%	3%	0%	-1%	5%	3%	-2%	0%	7%	4%	6%	-2%	7%	1%	-3%	5%	0%	6%	3%	4%	4%	-6%	3%	-1%	3%
Mostly the wrong track	2%	-2%	-1%	5%	5%	-4%	-5%	6%	5%	-1%	6%	8%	-1%	2%	6%	1%	2%	1%	0%	4%	0%	3%	4%	0%	7%	16%	4%	7%	6%	-4%	1%	1%	3%	2%	6%	3%	0%	7%	-10%
Definitely the wrong track	-16%	9%	0%	-12%	-6%	-3%	0%	-7%	-4%	-11%	-11%	-5%	3%	-15%	-3%	-6%	-4%	0%	-7%	-8%	2%	-9%	-10%	-7%	-13%	-7%	-12%	-7%	-6%	-4%	-1%	-9%	-7%	-8%	-10%	-10%	-6%	-7%	7%
Unsure	1%	0%	-2%	7%	-1%	3%	2%	-1%	1%	7%	1%	5%	-1%	4%	-1%	2%	4%	1%	3%	2%	0%	3%	4%	3%	0%	-4%	2%	0%	2%	2%	1%	3%	1%	2%	-1%	11%	2%	0%	4%

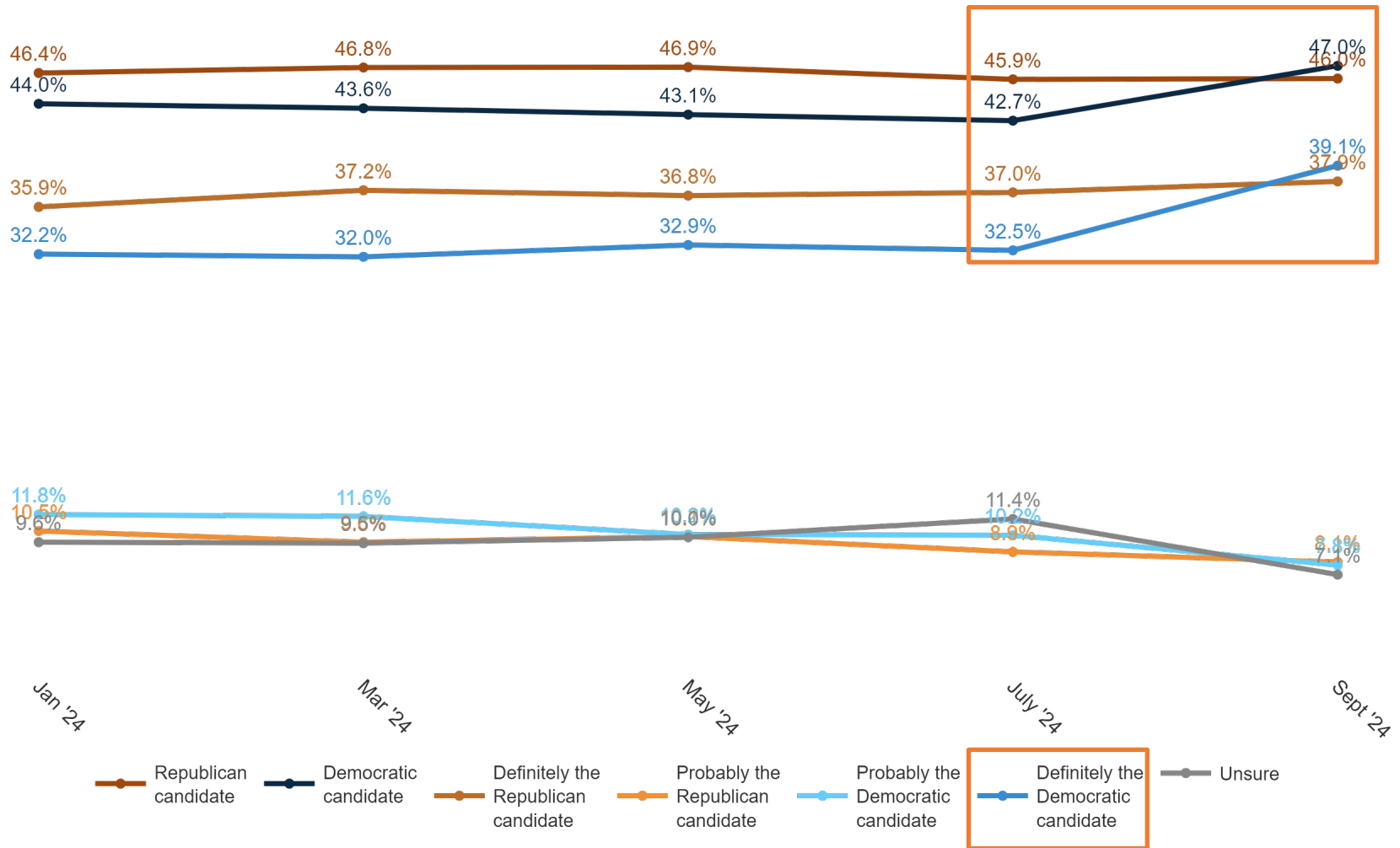
Generic Congressional Ballot



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisapXGOP	TrumpDNorDem	GOP Incumbent	Dem Incumbent	Open Seats
Republican candidate	44%	61%	58%	27%	49%	45%	47%	59%	45%	30%	50%	25%	55%	44%	42%	43%	54%	94%	35%	3%	86%	38%	5%	48%	29%	35%	42%	45%	45%	46%	91%	6%	48%	45%	0%	40%	48%	44%	43%
Democratic candidate	49%	34%	40%	60%	43%	51%	48%	36%	44%	65%	46%	62%	39%	49%	48%	51%	38%	3%	45%	95%	9%	49%	93%	45%	69%	63%	48%	47%	48%	48%	3%	91%	47%	49%	58%	0%	47%	47%	51%
Definitely the Republican candidate	36%	50%	47%	19%	44%	38%	36%	50%	38%	24%	43%	18%	45%	37%	35%	36%	44%	82%	24%	2%	74%	28%	4%	40%	25%	28%	34%	38%	36%	37%	79%	4%	41%	37%	0%	20%	40%	36%	36%
Probably the Republican candidate	8%	10%	11%	8%	5%	7%	11%	9%	7%	6%	7%	7%	11%	7%	7%	8%	10%	13%	11%	1%	12%	10%	1%	8%	4%	6%	9%	7%	8%	9%	12%	2%	7%	8%	0%	21%	8%	8%	8%
Probably the Democratic candidate	10%	7%	7%	12%	4%	5%	6%	10%	8%	7%	11%	11%	8%	5%	10%	8%	6%	2%	13%	11%	4%	13%	7%	6%	19%	14%	9%	9%	9%	6%	3%	12%	5%	8%	21%	0%	8%	7%	8%
Definitely the Democratic candidate	39%	27%	33%	48%	39%	47%	42%	26%	36%	58%	35%	51%	31%	44%	38%	43%	32%	1%	33%	84%	6%	36%	86%	39%	50%	48%	39%	38%	39%	42%	1%	79%	42%	41%	38%	0%	39%	39%	43%
Unsure	7%	5%	2%	13%	8%	4%	6%	4%	11%	5%	4%	12%	6%	7%	10%	6%	8%	3%	19%	2%	4%	13%	1%	7%	2%	2%	10%	8%	7%	6%	5%	3%	5%	5%	42%	60%	6%	9%	6%

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

Trend: Generic Ballot



Percent Change: Generic Ballot (July 2024 to Sept 2024)

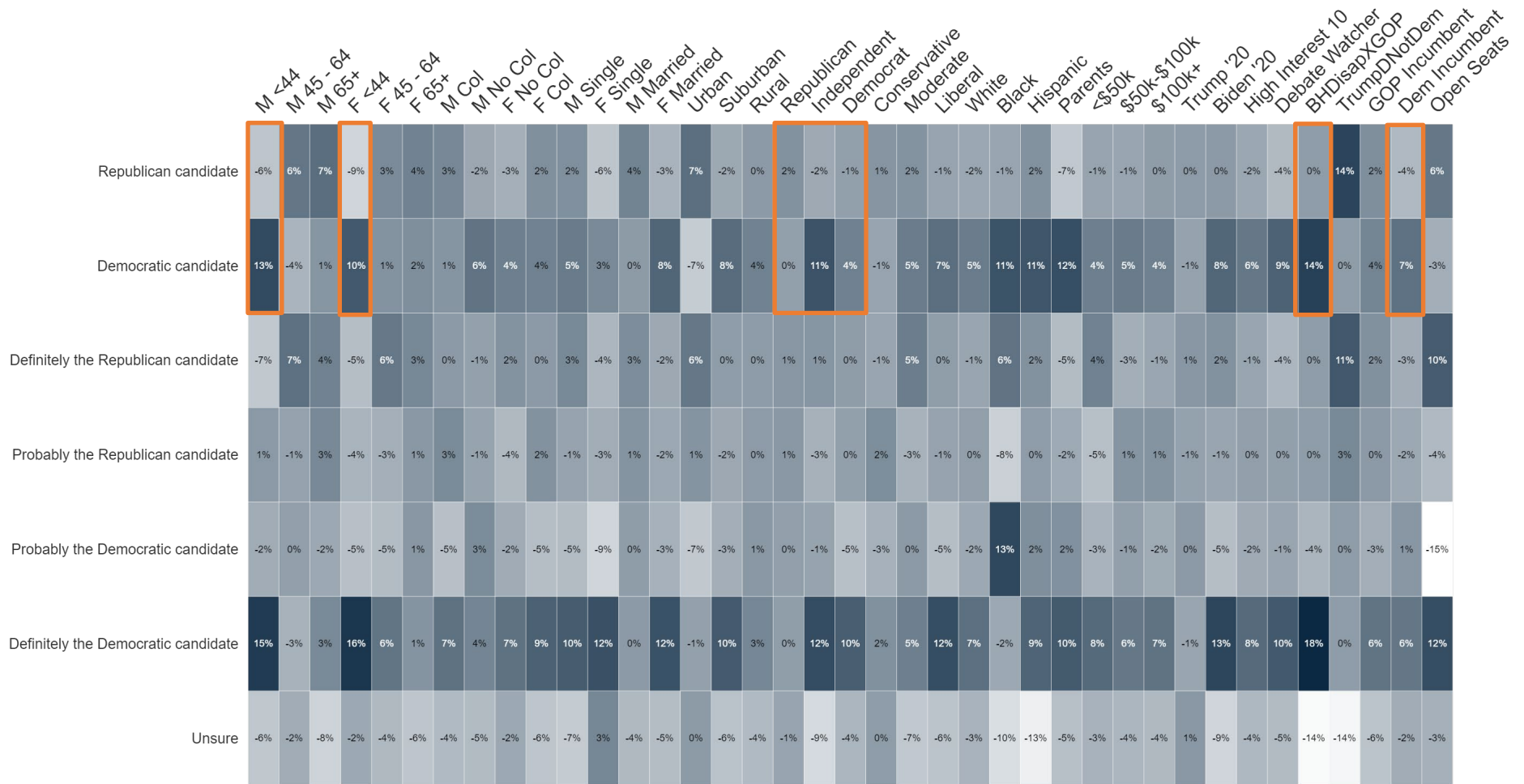
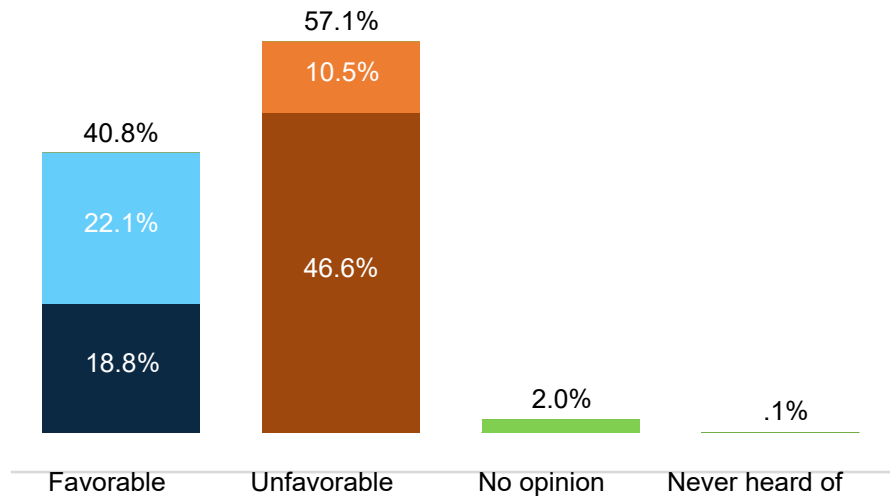


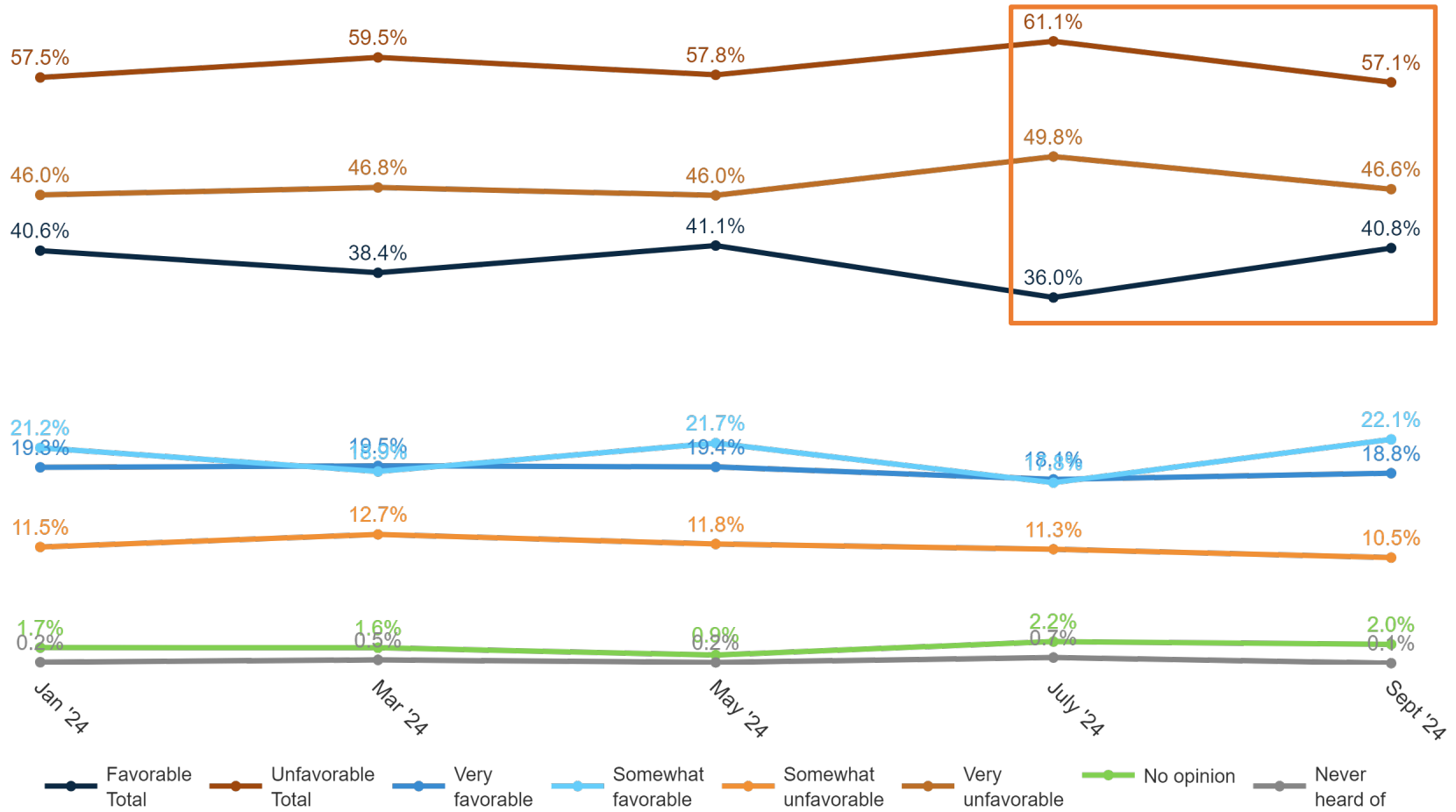
Image: Joe Biden



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisap	NotXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	41%	30%	37%	48%	38%	49%	45%	30%	37%	56%	36%	50%	37%	43%	44%	43%	35%	6%	37%	81%	9%	43%	80%	40%	57%	56%	42%	43%	41%	42%	5%	80%	42%	43%	20%	32%	42%	39%	42%	
Unfavorable Total	56%	68%	62%	48%	60%	50%	54%	69%	60%	42%	61%	49%	62%	53%	53%	55%	64%	93%	58%	18%	90%	54%	18%	58%	43%	42%	55%	54%	58%	56%	94%	18%	56%	55%	76%	58%	56%	59%	56%	
Very favorable	16%	16%	17%	18%	17%	30%	17%	16%	16%	28%	13%	20%	18%	20%	24%	19%	14%	3%	12%	40%	4%	17%	40%	18%	34%	25%	18%	18%	20%	19%	2%	38%	21%	20%	5%	7%	20%	17%	15%	
Somewhat favorable	25%	14%	20%	30%	21%	19%	28%	14%	21%	29%	23%	30%	19%	23%	20%	23%	21%	3%	25%	40%	5%	26%	40%	22%	23%	31%	24%	24%	21%	23%	2%	42%	22%	23%	15%	25%	22%	21%	26%	
Somewhat unfavorable	13%	7%	6%	15%	11%	7%	7%	11%	10%	14%	15%	15%	6%	10%	10%	11%	10%	7%	13%	12%	8%	13%	11%	9%	22%	11%	11%	8%	13%	11%	6%	12%	8%	10%	25%	15%	10%	12%	10%	
Very unfavorable	43%	61%	56%	33%	49%	43%	47%	58%	50%	28%	47%	34%	55%	43%	43%	44%	55%	85%	45%	7%	82%	41%	7%	49%	21%	31%	44%	47%	45%	45%	88%	6%	48%	45%	51%	43%	46%	47%	46%	
No opinion	2%	1%	1%	4%	2%	1%	2%	1%	3%	2%	2%	1%	1%	4%	2%	2%	1%	1%	5%	1%	0%	3%	2%	2%	0%	2%	2%	3%	1%	2%	1%	2%	1%	2%	4%	9%	2%	2%	3%	
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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

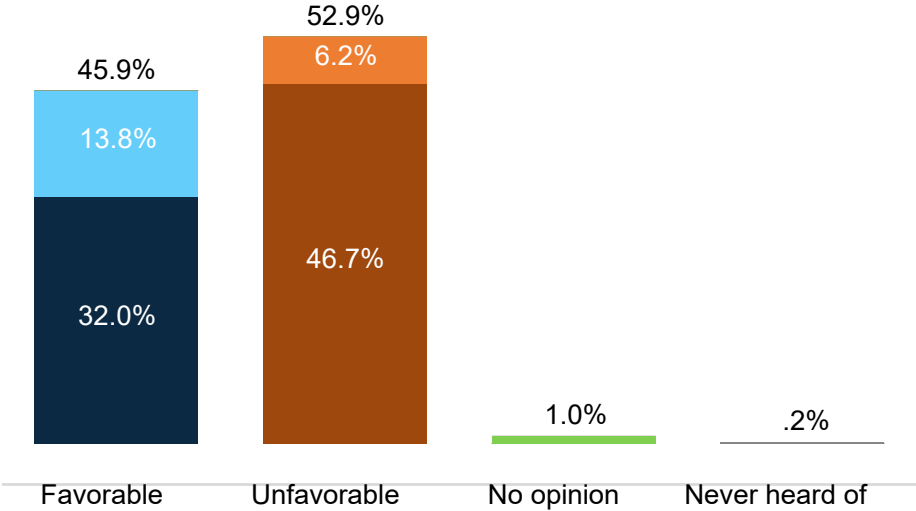
Trend: Joe Biden Image



Percent Change: Joe Biden Image (July 2024 to Sept 2024)

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	16%	-3%	1%	14%	0%	0%	6%	4%	5%	4%	9%	12%	3%	7%	-3%	8%	4%	4%	9%	3%	3%	1%	10%	6%	7%	10%	11%	7%	5%	4%	2%	8%	6%	9%	11%	7%	5%	3%	11%
Unfavorable Total	-16%	2%	2%	-13%	1%	0%	-7%	-2%	-3%	-5%	-10%	-7%	-2%	-8%	4%	-8%	-1%	-2%	-10%	-2%	-1%	-1%	-10%	-6%	-4%	-8%	-9%	-5%	-4%	-5%	-1%	-8%	-6%	-9%	-10%	-11%	-4%	-3%	-5%
Very favorable	7%	-3%	0%	4%	-1%	-1%	-2%	2%	-1%	3%	-1%	2%	1%	2%	0%	1%	-1%	2%	3%	-3%	1%	1%	-1%	1%	4%	4%	4%	0%	2%	1%	1%	1%	0%	2%	3%	2%	2%	-1%	-3%
Somewhat favorable	9%	1%	1%	11%	1%	1%	7%	1%	6%	1%	10%	10%	2%	6%	-3%	6%	4%	1%	6%	6%	1%	0%	12%	5%	4%	6%	7%	7%	3%	3%	1%	7%	6%	7%	8%	4%	3%	4%	15%
Somewhat unfavorable	-4%	-2%	0%	-4%	3%	0%	-9%	7%	-2%	1%	0%	-4%	-3%	0%	-4%	-2%	3%	0%	-5%	0%	0%	0%	-2%	-1%	11%	0%	-1%	-4%	2%	-1%	0%	-2%	0%	-1%	-9%	-15%	-1%	2%	-12%
Very unfavorable	-12%	4%	2%	-9%	-1%	0%	3%	-9%	-1%	-7%	-10%	-3%	1%	-8%	8%	-6%	-3%	-3%	-6%	-2%	-1%	-1%	-8%	-5%	-15%	-8%	-8%	-1%	-7%	-4%	-1%	-6%	-6%	-7%	-1%	5%	-3%	-5%	6%
No opinion	0%	1%	-2%	0%	-2%	1%	1%	-1%	-1%	1%	1%	-3%	-1%	1%	0%	1%	-2%	-1%	1%	0%	-2%	0%	1%	0%	0%	-2%	-1%	-1%	0%	0%	-1%	0%	0%	0%	-1%	5%	-1%	1%	-6%
Never heard of	0%	0%	0%	-2%	0%	-1%	0%	0%	-1%	0%	0%	-2%	0%	0%	0%	-1%	-1%	0%	0%	-1%	0%	0%	-2%	0%	-3%	-1%	-1%	-1%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	-1%	0%

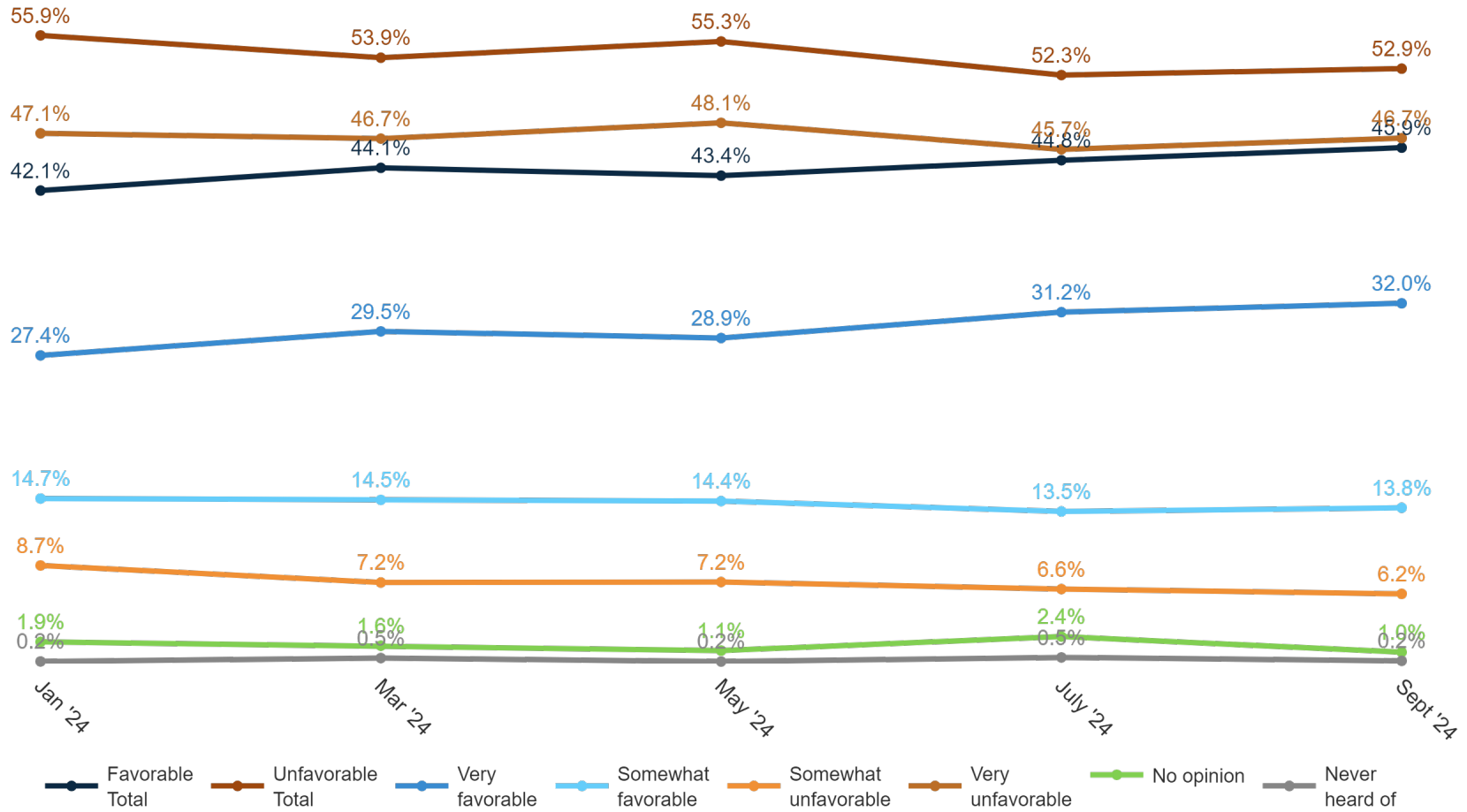
Image: Donald Trump



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisap	XGOP	TrumpDNotDem	Dem Incumbent	Open Seats
Favorable Total	45%	56%	54%	33%	50%	42%	44%	56%	49%	29%	49%	32%	51%	45%	43%	43%	53%	90%	39%	5%	85%	36%	8%	47%	35%	37%	43%	49%	46%	42%	90%	6%	47%	45%	24%	14%	47%	45%	43%
Unfavorable Total	55%	42%	46%	65%	49%	57%	56%	42%	49%	70%	51%	66%	48%	54%	56%	55%	46%	10%	59%	94%	15%	63%	92%	52%	63%	63%	56%	50%	53%	56%	9%	94%	52%	54%	72%	83%	52%	53%	57%
Very favorable	32%	39%	32%	20%	42%	28%	25%	41%	39%	16%	39%	19%	32%	34%	28%	30%	38%	69%	17%	3%	63%	21%	5%	33%	26%	28%	29%	36%	34%	26%	66%	3%	34%	32%	7%	11%	35%	28%	30%
Somewhat favorable	13%	18%	21%	12%	9%	14%	19%	15%	11%	13%	9%	13%	20%	10%	16%	13%	14%	20%	21%	2%	22%	14%	2%	14%	9%	8%	14%	12%	12%	16%	25%	2%	13%	13%	17%	3%	12%	17%	13%
Somewhat unfavorable	7%	7%	2%	12%	2%	3%	5%	7%	7%	6%	6%	10%	7%	5%	10%	5%	6%	3%	10%	6%	3%	13%	3%	5%	12%	8%	10%	8%	5%	6%	4%	6%	4%	6%	20%	19%	7%	5%	5%
Very unfavorable	48%	34%	44%	53%	47%	55%	51%	35%	42%	65%	45%	56%	41%	49%	46%	50%	41%	7%	49%	88%	12%	50%	89%	46%	51%	55%	46%	42%	48%	50%	4%	88%	48%	48%	52%	64%	45%	48%	51%
No opinion	0%	2%	0%	2%	1%	1%	0%	1%	2%	0%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	2%	0%	1%	2%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	3%	1%	2%	0%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

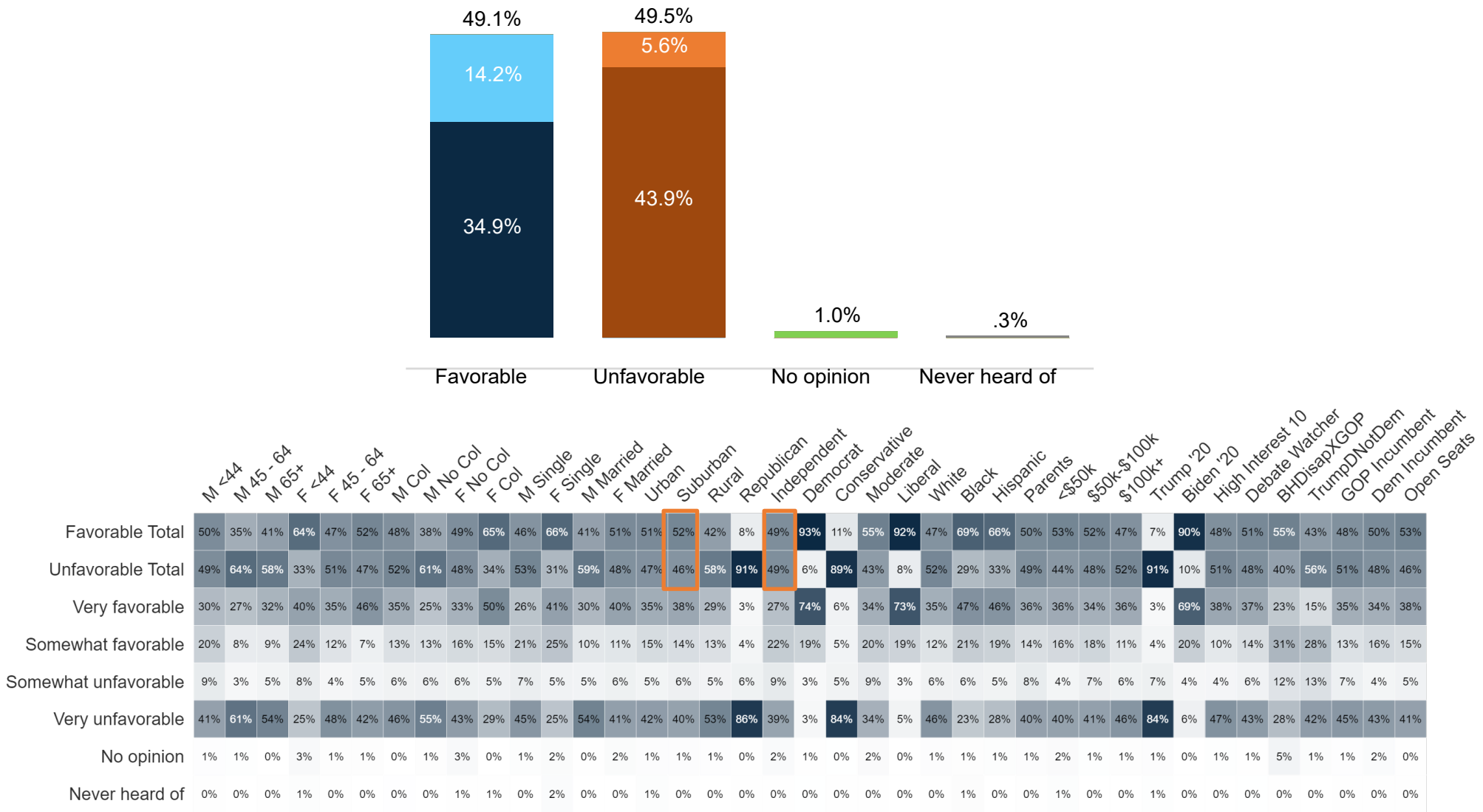
Trend: Donald Trump Image



Percent Change: Donald Trump Image (July 2024 to Sept 2024)

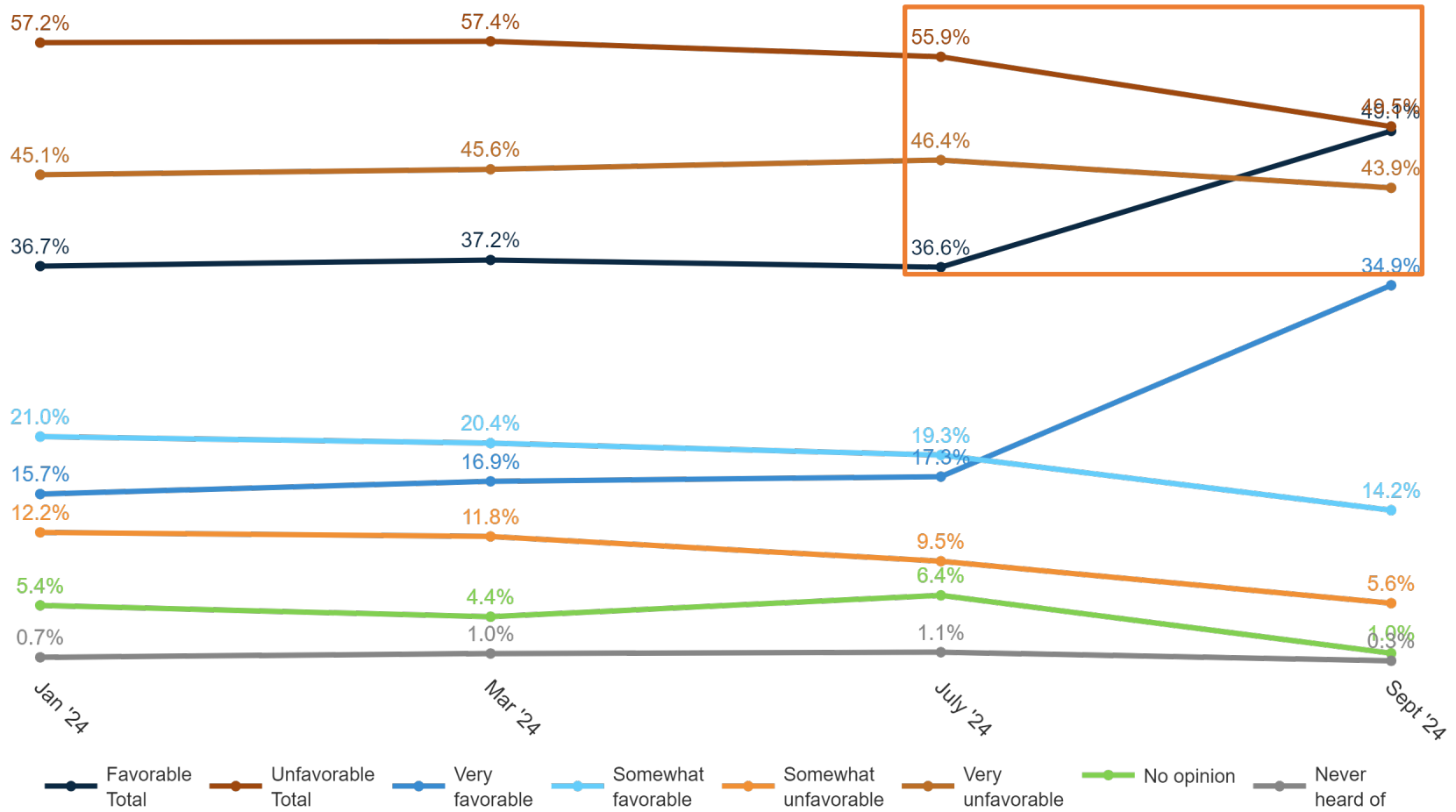
	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Watchdog	Disapp	XGOP	NotDem	GOP	Incumbent	Dem	Incumbent	Open Seats
Favorable Total	-8%	6%	6%	-7%	7%	6%	5%	-5%	2%	2%	-1%	-3%	3%	0%	10%	0%	-2%	3%	0%	0%	2%	1%	0%	-1%	3%	4%	-6%	1%	2%	-1%	2%	0%	-1%	-3%	8%	7%	2%	1%	1%				
Unfavorable Total	11%	-6%	-1%	9%	-5%	-5%	-3%	6%	0%	-2%	3%	7%	-1%	0%	-9%	1%	4%	-2%	3%	3%	-2%	3%	1%	1%	2%	0%	7%	2%	-1%	1%	-2%	2%	2%	5%	-4%	-8%	0%	0%	5%				
Very favorable	-3%	2%	-7%	-4%	16%	0%	1%	-8%	8%	-2%	0%	-4%	-4%	5%	3%	3%	-4%	2%	1%	0%	-1%	5%	0%	-1%	8%	1%	-1%	-1%	4%	-2%	0%	1%	-2%	-2%	1%	10%	4%	-5%	9%				
Somewhat favorable	-5%	4%	13%	-3%	-8%	6%	4%	3%	-6%	4%	-1%	0%	7%	-5%	7%	-3%	2%	1%	-1%	0%	3%	-4%	0%	0%	-5%	3%	-5%	2%	-2%	1%	2%	-1%	1%	-1%	8%	-3%	-2%	6%	-8%				
Somewhat unfavorable	-1%	0%	-3%	4%	-3%	-3%	-3%	1%	-1%	1%	-4%	4%	1%	-1%	-1%	-2%	3%	-2%	-3%	2%	-2%	3%	-2%	0%	-1%	2%	4%	1%	-2%	0%	-1%	0%	0%	-1%	3%	4%	1%	-2%	-1%				
Very unfavorable	12%	-6%	1%	4%	-2%	-2%	0%	5%	1%	-4%	7%	3%	-1%	2%	-7%	3%	1%	0%	5%	0%	0%	0%	3%	2%	3%	-2%	3%	1%	1%	1%	-1%	1%	2%	5%	-7%	-11%	-1%	2%	7%				
No opinion	-2%	0%	-4%	-1%	-2%	0%	-2%	-2%	-1%	0%	-2%	-2%	-2%	0%	-1%	-1%	-2%	0%	-3%	-2%	0%	-4%	0%	0%	-1%	-4%	-1%	-2%	-1%	-1%	0%	-1%	0%	-1%	-5%	2%	-2%	0%	-7%				
Never heard of	0%	0%	0%	-1%	0%	0%	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	0%	-3%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	-1%	0%				

Image: Kamala Harris



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

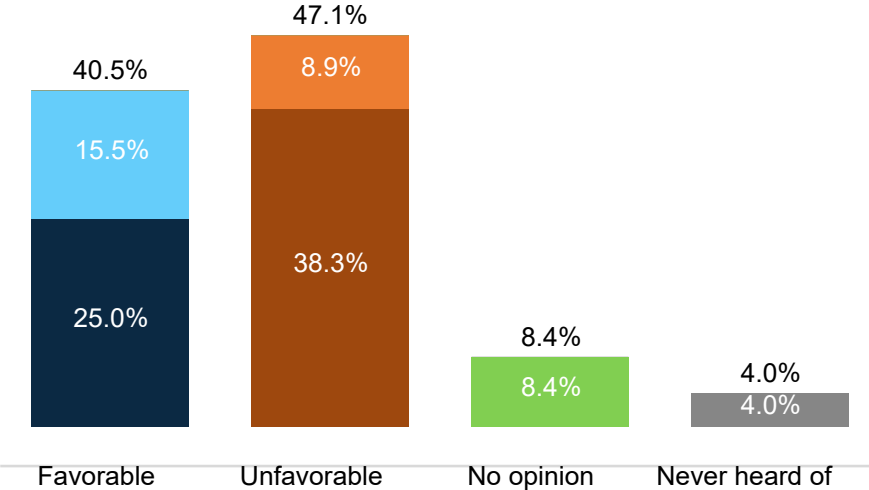
Trend: Kamala Harris Image



Percent Change: Kamala Harris Image (July 2024 to Sept 2024)

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Favorable Total	24%	1%	8%	22%	11%	7%	12%	10%	13%	14%	19%	19%	7%	13%	6%	16%	9%	2%	24%	16%	1%	16%	21%	12%	11%	22%	15%	12%	16%	12%	2%	20%	11%	16%	33%	28%	10%	14%	22%
Unfavorable Total	-15%	2%	-3%	-12%	-6%	-3%	-8%	-4%	-6%	-8%	-12%	-8%	-2%	-7%	-1%	-10%	-2%	0%	-14%	-8%	1%	-7%	-13%	-8%	2%	-12%	-10%	-3%	-12%	-6%	0%	-11%	-6%	-11%	-19%	-13%	-4%	-10%	-3%
Very favorable	19%	13%	17%	22%	17%	19%	20%	13%	16%	24%	12%	16%	17%	23%	13%	21%	14%	1%	21%	34%	1%	21%	34%	19%	13%	30%	22%	17%	16%	21%	0%	36%	20%	20%	17%	10%	18%	18%	17%
Somewhat favorable	5%	-11%	-10%	1%	-6%	-12%	-8%	-3%	-2%	-10%	7%	3%	-10%	-10%	-7%	-4%	-5%	2%	3%	-18%	0%	-5%	-13%	-6%	-1%	-8%	-7%	-5%	0%	-9%	2%	-16%	-9%	-4%	15%	19%	-7%	-4%	5%
Somewhat unfavorable	-1%	-2%	-2%	-9%	-5%	-3%	-5%	2%	-5%	-8%	-2%	-10%	-2%	-3%	-7%	-4%	-1%	2%	-9%	-7%	-1%	-4%	-7%	-3%	2%	-5%	0%	-3%	-3%	-5%	2%	-8%	-2%	-4%	-13%	-18%	-3%	-4%	-8%
Very unfavorable	-14%	5%	-1%	-3%	0%	0%	-3%	-7%	-1%	0%	-9%	2%	0%	-4%	7%	-6%	-2%	-2%	-6%	-2%	2%	-3%	-5%	-5%	0%	-7%	-10%	0%	-9%	-1%	-2%	-3%	-4%	-7%	-6%	5%	-1%	-6%	5%
No opinion	-9%	-4%	-3%	-8%	-5%	-3%	-3%	-5%	-6%	-6%	-7%	-10%	-4%	-6%	-6%	-5%	-5%	-1%	-9%	-6%	-1%	-9%	-7%	-4%	-11%	-8%	-5%	-6%	-3%	-6%	-1%	-8%	-4%	-5%	-13%	-15%	-5%	-3%	-18%
Never heard of	0%	0%	-2%	-2%	-1%	0%	0%	-1%	-2%	0%	0%	-2%	-1%	-1%	0%	-1%	-1%	0%	-1%	-1%	0%	-2%	-1%	-2%	-2%	-1%	-2%	-1%	0%	0%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	-1%

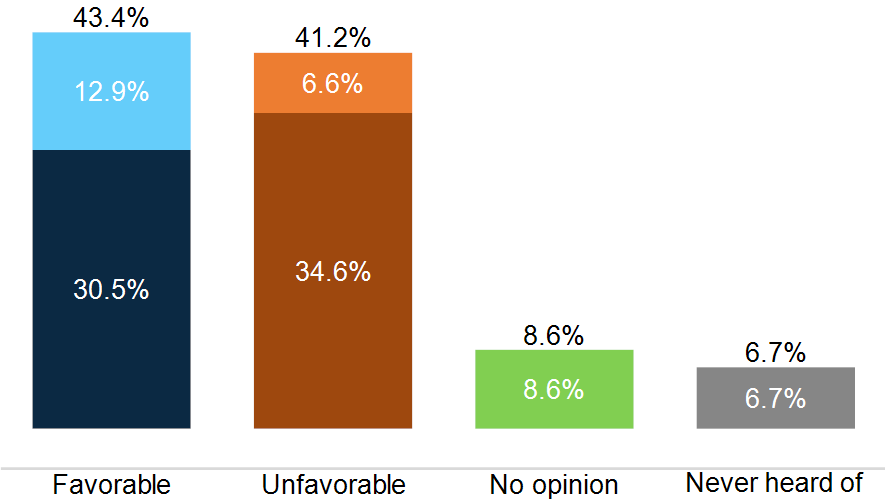
Image: JD Vance



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisap	TrumpXGOP	Dem NotDem	Incumbent	Open Seats
Favorable Total	40%	54%	54%	23%	41%	39%	44%	52%	38%	26%	45%	24%	51%	37%	35%	39%	47%	79%	31%	7%	78%	28%	9%	43%	28%	30%	38%	39%	38%	42%	77%	9%	44%	41%	13%	16%	42%	39%	39%
Unfavorable Total	47%	37%	43%	55%	44%	54%	49%	38%	39%	69%	41%	56%	43%	50%	46%	51%	39%	10%	49%	84%	13%	53%	84%	47%	61%	52%	47%	39%	50%	52%	10%	83%	48%	49%	54%	61%	46%	47%	50%
Very favorable	22%	33%	37%	11%	26%	31%	25%	33%	26%	14%	28%	12%	31%	23%	20%	24%	31%	54%	13%	4%	54%	10%	5%	27%	16%	15%	21%	25%	23%	25%	50%	5%	28%	25%	4%	9%	26%	22%	31%
Somewhat favorable	18%	22%	17%	12%	16%	8%	19%	19%	12%	12%	17%	13%	20%	13%	16%	15%	16%	25%	18%	4%	24%	17%	3%	15%	12%	14%	16%	14%	15%	16%	27%	5%	15%	16%	9%	7%	15%	17%	8%
Somewhat unfavorable	6%	10%	8%	16%	6%	4%	8%	8%	8%	11%	6%	14%	10%	8%	10%	9%	7%	6%	12%	10%	5%	15%	7%	8%	18%	20%	13%	8%	11%	8%	6%	10%	7%	9%	19%	18%	8%	10%	8%
Very unfavorable	41%	27%	35%	39%	38%	50%	41%	30%	31%	58%	35%	43%	33%	42%	35%	42%	32%	5%	37%	74%	8%	39%	77%	39%	43%	32%	33%	32%	39%	43%	4%	73%	41%	40%	35%	43%	38%	38%	42%
No opinion	10%	7%	2%	11%	11%	6%	6%	7%	15%	2%	12%	9%	5%	10%	11%	7%	9%	8%	14%	5%	6%	13%	5%	8%	6%	12%	10%	14%	8%	5%	10%	4%	6%	6%	20%	14%	8%	10%	5%
Never heard of	3%	1%	1%	12%	4%	1%	1%	3%	8%	3%	2%	10%	1%	4%	7%	3%	5%	3%	6%	3%	3%	6%	2%	3%	6%	6%	6%	8%	4%	2%	3%	3%	2%	3%	13%	9%	4%	3%	5%

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

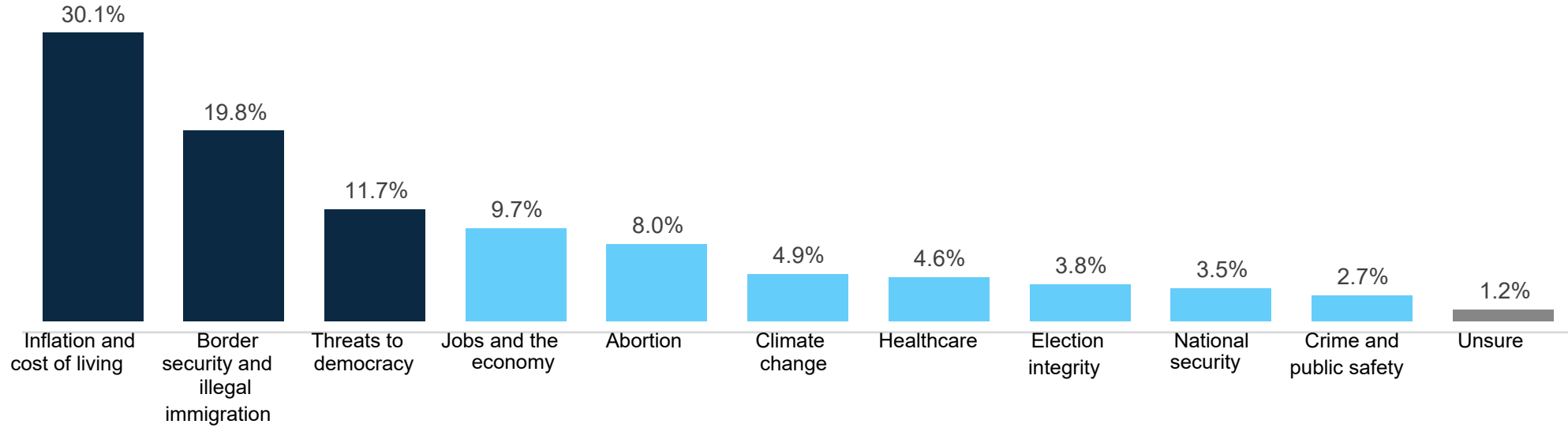
Image: Tim Walz



		M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisap	XGOP	TrumpD	NotDem	Incumbent	Open Seats
Favorable Total		46%	36%	41%	47%	41%	51%	48%	36%	34%	62%	47%	46%	39%	47%	43%	47%	36%	8%	42%	82%	11%	45%	84%	44%	61%	46%	41%	38%	45%	48%	7%	82%	45%	46%	39%	32%	44%	42%	46%	
Unfavorable Total		42%	55%	54%	23%	42%	39%	45%	53%	37%	28%	40%	24%	53%	38%	37%	40%	47%	76%	36%	9%	76%	32%	9%	43%	20%	30%	38%	38%	40%	42%	77%	9%	44%	42%	23%	28%	42%	41%	40%	
Very favorable		33%	25%	26%	26%	31%	43%	33%	25%	23%	46%	29%	28%	28%	34%	29%	33%	25%	3%	23%	65%	6%	27%	68%	32%	41%	29%	28%	25%	29%	37%	2%	61%	35%	33%	21%	16%	30%	30%	37%	
Somewhat favorable		12%	11%	14%	20%	9%	8%	15%	10%	11%	17%	18%	17%	11%	12%	14%	13%	11%	5%	18%	17%	6%	19%	16%	12%	20%	17%	13%	13%	16%	11%	5%	20%	10%	13%	17%	16%	14%	12%	9%	
Somewhat unfavorable		10%	6%	6%	7%	7%	2%	7%	8%	6%	6%	8%	8%	7%	5%	11%	6%	5%	9%	8%	4%	8%	9%	3%	7%	4%	6%	8%	8%	8%	5%	9%	4%	5%	7%	10%	14%	5%	9%	3%	
Very unfavorable		32%	49%	48%	16%	35%	37%	38%	45%	32%	22%	32%	17%	46%	33%	27%	34%	42%	67%	28%	5%	68%	22%	6%	36%	16%	24%	30%	30%	32%	37%	68%	5%	39%	35%	14%	14%	36%	32%	36%	
No opinion		9%	6%	4%	12%	12%	7%	6%	7%	14%	5%	8%	12%	6%	9%	10%	7%	10%	10%	11%	5%	8%	14%	3%	8%	8%	12%	11%	13%	8%	6%	9%	5%	7%	7%	17%	28%	8%	9%	9%	
Never heard of		4%	2%	1%	19%	6%	3%	1%	4%	14%	5%	6%	17%	2%	6%	9%	6%	7%	6%	10%	4%	4%	9%	5%	5%	11%	12%	10%	11%	7%	4%	7%	4%	4%	5%	21%	12%	6%	8%	6%	

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

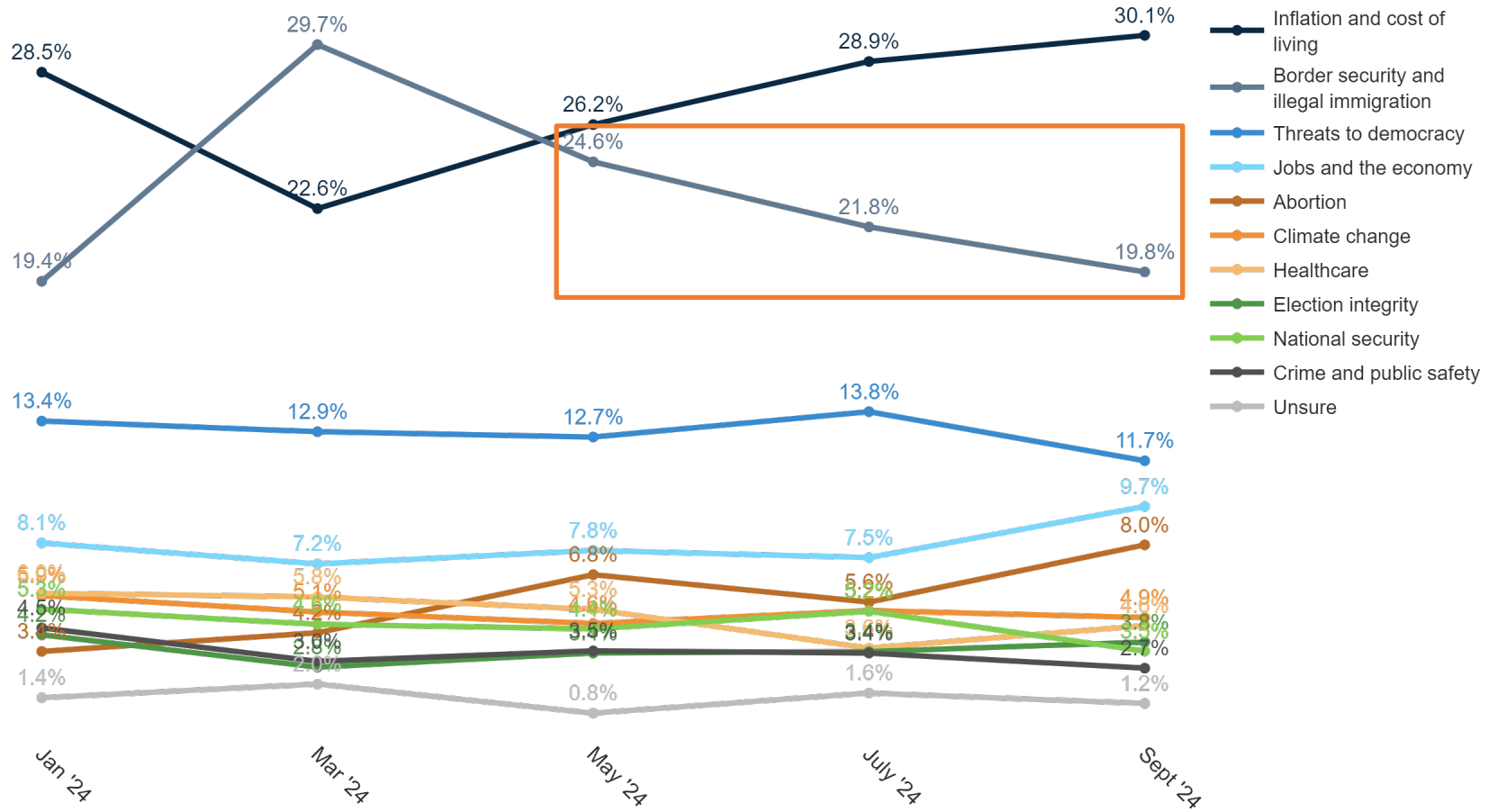
Top Priority



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate 10	BHDIsap	WatchXGOP	TrumpNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Inflation and cost of living	34%	26%	16%	43%	31%	19%	22%	31%	35%	30%	30%	41%	26%	29%	30%	30%	31%	34%	26%	28%	37%	26%	29%	43%	31%	34%	36%	31%	27%	32%	26%	28%	29%	44%	36%	30%	30%	28%		
Border security and illegal immigration	15%	28%	33%	6%	22%	22%	24%	24%	19%	11%	18%	10%	26%	19%	16%	18%	27%	37%	17%	4%	38%	16%	2%	21%	11%	10%	15%	16%	19%	20%	38%	5%	22%	20%	12%	13%	20%	19%	20%	
Threats to democracy	11%	11%	23%	4%	11%	17%	16%	12%	8%	13%	8%	7%	15%	12%	11%	12%	11%	4%	11%	20%	6%	11%	20%	13%	13%	8%	9%	8%	13%	14%	4%	21%	13%	12%	6%	5%	12%	11%	12%	
Jobs and the economy	12%	12%	8%	10%	9%	5%	11%	11%	7%	10%	14%	8%	10%	8%	9%	11%	7%	10%	10%	10%	9%	10%	10%	9%	10%	15%	11%	9%	10%	11%	9%	10%	8%	9%	8%	12%	9%	12%	6%	
Abortion	5%	4%	2%	14%	12%	9%	5%	3%	12%	12%	5%	14%	4%	12%	8%	10%	5%	2%	6%	16%	2%	7%	18%	8%	7%	15%	9%	9%	8%	7%	2%	14%	8%	9%	14%	10%	8%	7%	9%	
Climate change	9%	3%	3%	6%	2%	6%	7%	3%	1%	9%	10%	5%	4%	4%	8%	5%	3%	1%	5%	9%	1%	4%	11%	5%	2%	7%	5%	4%	6%	1%	9%	5%	5%	5%	4%	4%	6%	4%		
Healthcare	6%	3%	2%	8%	3%	3%	5%	3%	6%	4%	5%	5%	4%	5%	3%	5%	4%	1%	5%	7%	2%	4%	8%	5%	4%	5%	6%	3%	5%	5%	2%	8%	4%	5%	5%	6%	4%	4%	9%	
Election integrity	2%	6%	5%	2%	3%	7%	5%	4%	4%	3%	3%	1%	5%	4%	6%	3%	5%	6%	3%	3%	6%	3%	2%	3%	2%	5%	4%	4%	3%	4%	6%	2%	5%	4%	0%	1%	4%	3%	6%	
National security	2%	3%	6%	2%	4%	5%	2%	4%	3%	4%	3%	3%	3%	4%	5%	3%	4%	5%	2%	2%	5%	3%	2%	3%	6%	3%	3%	3%	3%	4%	5%	2%	3%	4%	2%	5%	4%	3%	5%	
Crime and public safety	3%	2%	1%	4%	3%	2%	2%	3%	3%	3%	3%	5%	2%	2%	3%	3%	2%	2%	4%	2%	2%	5%	1%	3%	2%	2%	4%	5%	2%	2%	2%	3%	2%	3%	4%	7%	3%	3%	1%	
Unsure	1%	1%	0%	1%	1%	3%	0%	1%	2%	1%	1%	2%	0%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	0%	1%	3%	1%	1%	1%	2%	1%	1%	0%	2%	1%	2%	0%		

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

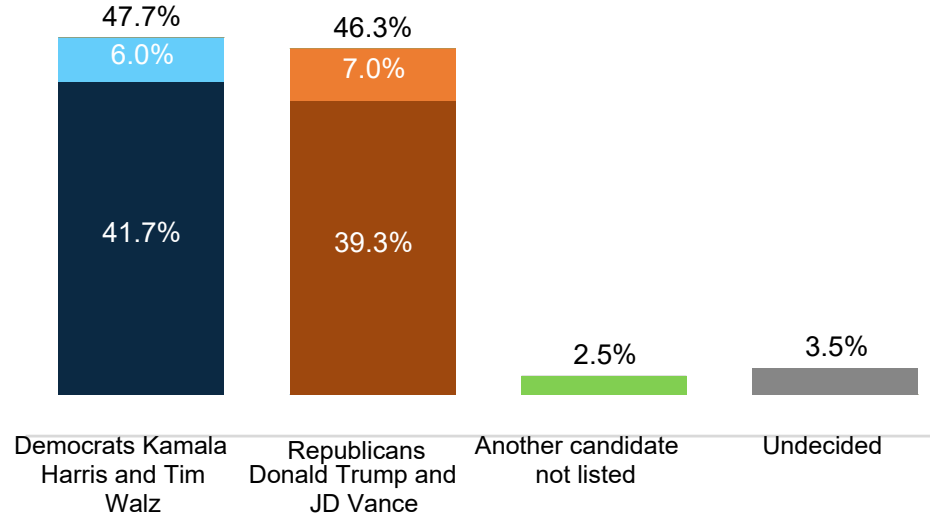
Trend: Top Priority



Percent Change: Top Priority (July 2024 to Sept 2024)

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

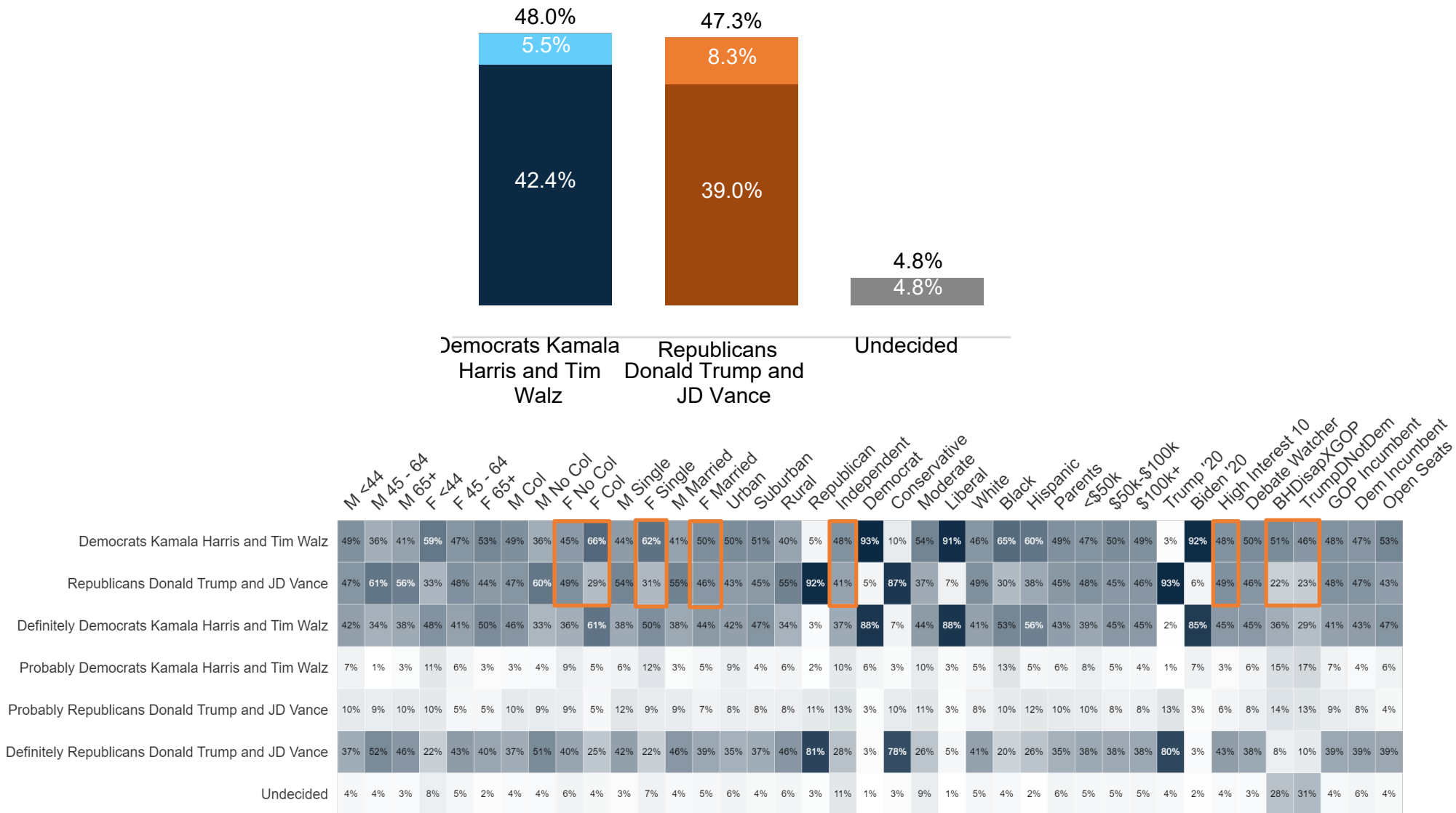
Full Presidential Ballot



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Interest 10	BHDisapX	Watch GOP	TrumpDNotDem	Incumbent	Open Seats
Democrats Kamala Harris and Tim Walz	47%	36%	41%	61%	45%	53%	49%	35%	46%	65%	41%	63%	41%	50%	50%	51%	39%	5%	47%	94%	9%	53%	93%	46%	62%	61%	49%	47%	50%	48%	3%	91%	48%	50%	52%	41%	47%	47%	53%
Republicans Donald Trump and JD Vance	45%	60%	56%	30%	48%	44%	45%	60%	47%	29%	51%	28%	54%	44%	43%	43%	55%	92%	39%	4%	87%	37%	5%	48%	30%	36%	45%	48%	43%	45%	93%	5%	48%	45%	18%	23%	47%	46%	42%
Definitely Democrats Kamala Harris and Tim Walz	40%	33%	38%	47%	41%	51%	45%	31%	35%	61%	35%	48%	37%	45%	41%	46%	34%	3%	36%	87%	6%	43%	86%	41%	55%	52%	42%	38%	43%	45%	1%	84%	46%	44%	34%	26%	41%	42%	47%
Probably Democrats Kamala Harris and Tim Walz	6%	3%	3%	14%	5%	2%	3%	5%	10%	4%	7%	15%	4%	5%	9%	5%	2%	11%	7%	3%	9%	7%	5%	7%	10%	7%	9%	7%	4%	1%	8%	2%	6%	18%	16%	6%	5%	6%	
Probably Republicans Donald Trump and JD Vance	8%	9%	9%	6%	5%	5%	10%	8%	6%	5%	9%	4%	9%	6%	9%	6%	8%	10%	11%	1%	10%	10%	1%	6%	11%	10%	9%	7%	6%	8%	11%	2%	5%	7%	7%	11%	8%	7%	4%
Definitely Republicans Donald Trump and JD Vance	37%	51%	47%	23%	43%	40%	35%	52%	41%	24%	42%	24%	46%	38%	34%	37%	47%	82%	28%	2%	78%	27%	4%	42%	19%	26%	36%	41%	37%	38%	82%	4%	43%	39%	11%	12%	39%	39%	38%
Another candidate not listed	5%	2%	1%	3%	2%	0%	5%	2%	3%	5%	4%	2%	2%	4%	3%	1%	2%	4%	1%	2%	3%	2%	3%	1%	1%	2%	2%	3%	3%	2%	2%	2%	2%	11%	18%	3%	2%	1%	
Undecided	3%	2%	2%	6%	5%	2%	1%	3%	5%	4%	2%	5%	3%	4%	3%	3%	4%	1%	9%	1%	2%	7%	1%	4%	6%	1%	4%	4%	3%	4%	3%	2%	2%	2%	19%	17%	3%	5%	4%

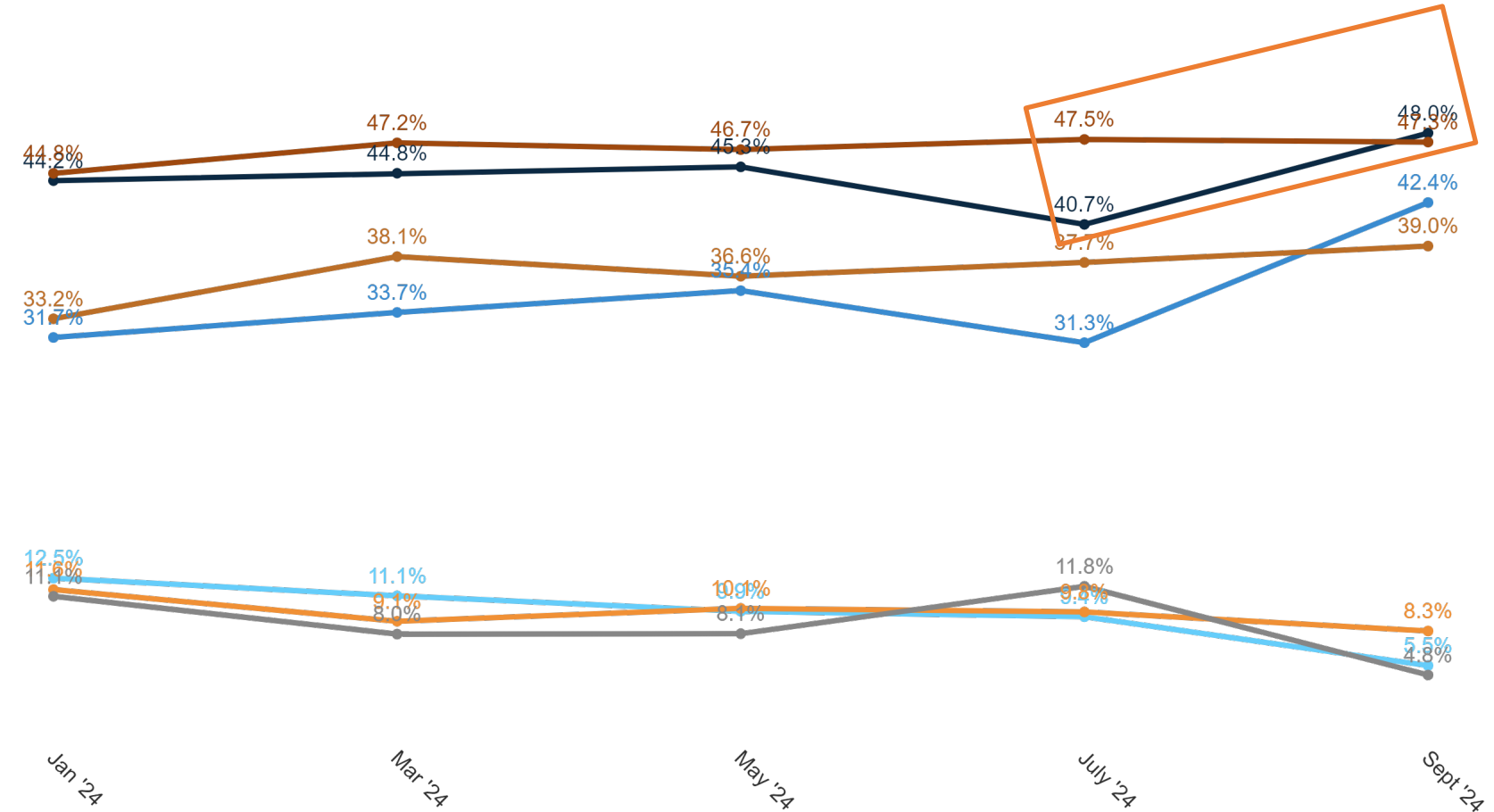
If the November 5th general election for President was held today, and you had to make a choice based on these options, who would you vote for?

Head-to-Head Presidential



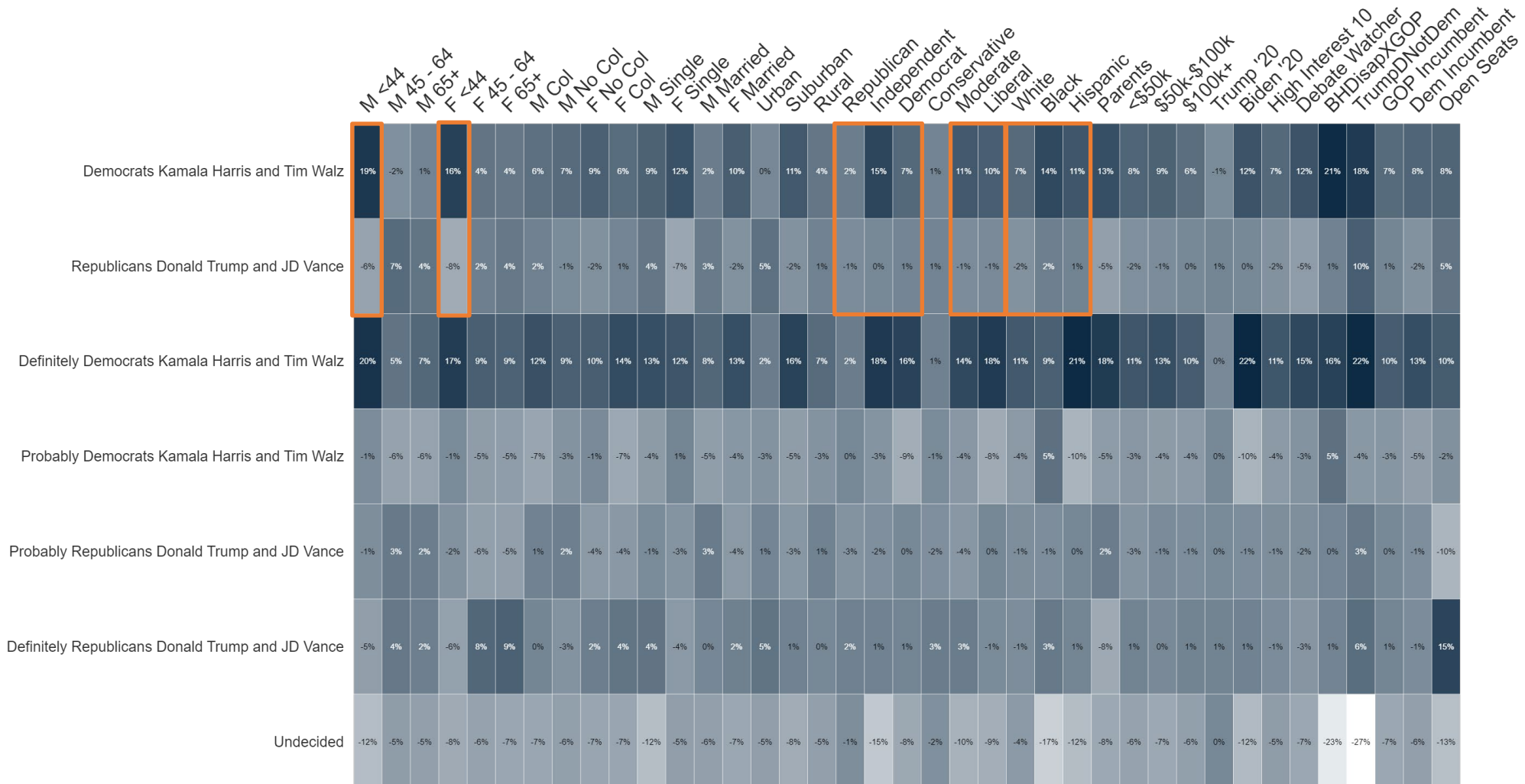
If the November 5th general election for President was held today, and you had to make a choice based on these options, who would you vote for?

Trend: H2H Presidential



- Democrats Kamala Harris and Tim Walz
- Republicans Donald Trump and JD Vance
- Definitely Democrats Kamala Harris and Tim Walz
- Probably Democrats Kamala Harris and Tim Walz
- Probably Republicans Donald Trump and JD Vance
- Definitely Republicans Donald Trump and JD Vance
- Undecided

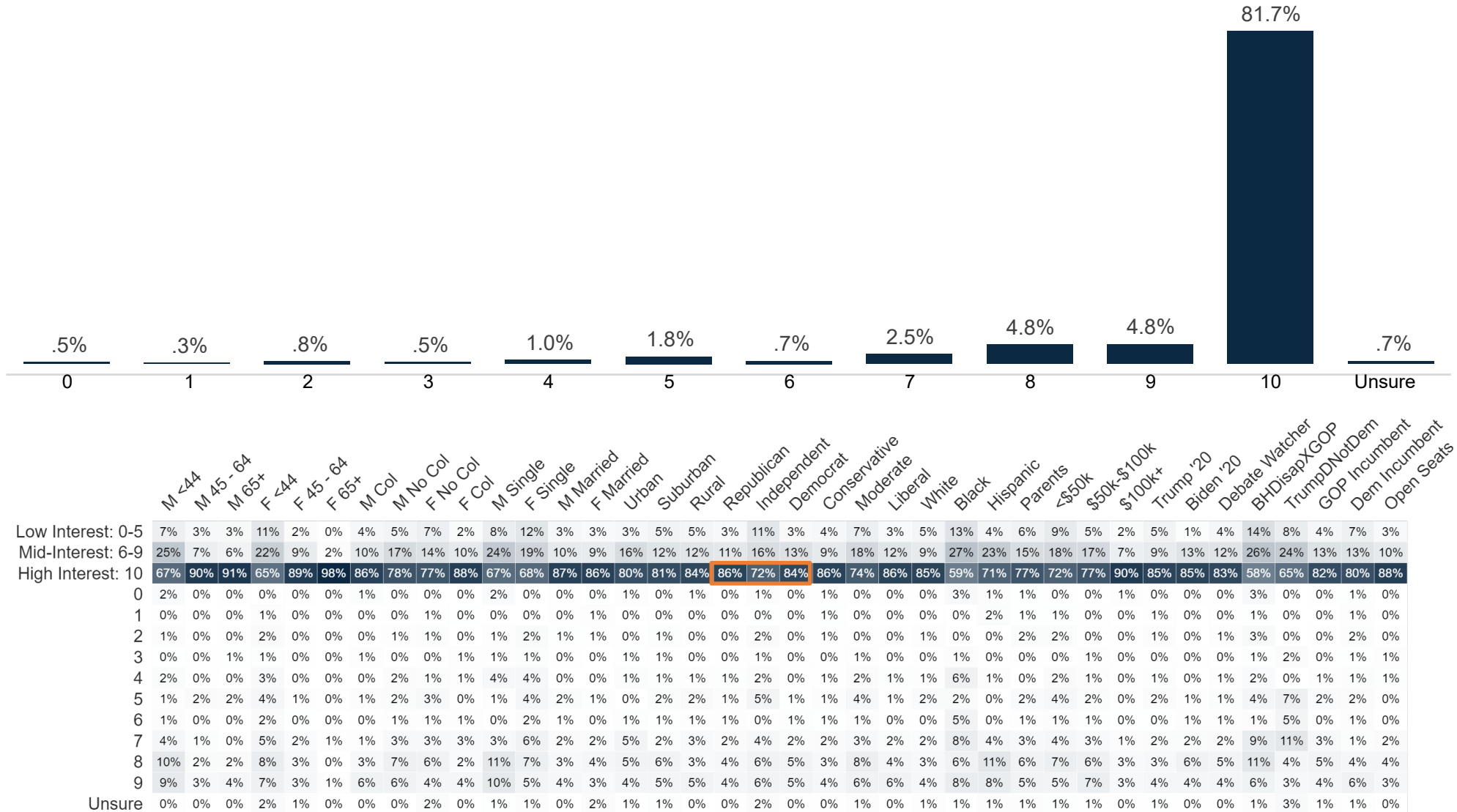
Percent Change: H2H Presidential (July 2024 to Sept 2024)



Percent Change: Generic Ballot to H2H Presidential

	M <44	M 45-64	M 65+	F <44	F 45-64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapX	10 GOP	TrumpDNotDem	Incumbent	Open Seats
Republican candidate	-4%	6%	5%	-3%	2%	4%	3%	-1%	1%	1%	5%	0%	3%	-2%	8%	0%	1%	-1%	3%	2%	2%	1%	1%	-1%	0%	5%	-4%	2%	-1%	0%	2%	0%	-1%	-3%	22%	-4%	2%	-1%	5%
Democratic candidate	13%	-2%	2%	9%	5%	4%	3%	6%	5%	6%	3%	2%	2%	9%	-5%	8%	6%	2%	14%	2%	-1%	10%	5%	7%	8%	9%	13%	4%	7%	5%	-2%	10%	6%	10%	7%	46%	5%	7%	-1%
Definitely the Republican candidate	-6%	8%	3%	-2%	5%	5%	1%	0%	4%	1%	2%	0%	3%	0%	5%	1%	2%	1%	5%	1%	2%	3%	1%	0%	2%	0%	-3%	5%	-1%	0%	3%	1%	0%	-3%	8%	1%	1%	1%	13%
Probably the Republican candidate	2%	-2%	3%	-1%	-3%	-1%	2%	-1%	-2%	0%	3%	0%	0%	-2%	3%	-1%	-1%	-1%	-1%	1%	0%	-2%	0%	-1%	-2%	5%	0%	-3%	0%	0%	0%	-1%	-2%	-1%	14%	-5%	1%	-2%	-8%
Probably the Democratic candidate	-6%	-6%	-6%	-6%	-3%	-1%	-8%	-4%	-2%	-7%	-10%	-8%	-5%	-3%	-8%	-6%	0%	0%	-3%	-11%	-3%	-3%	-8%	-3%	7%	-7%	-2%	-5%	-5%	-4%	-1%	-10%	-4%	-4%	-10%	17%	-4%	-3%	-17%
Definitely the Democratic candidate	18%	4%	7%	15%	8%	5%	11%	10%	7%	12%	13%	10%	7%	12%	3%	14%	5%	2%	17%	13%	3%	13%	14%	10%	1%	16%	15%	9%	12%	9%	-1%	20%	10%	14%	16%	29%	9%	10%	16%
Unsure	-9%	-4%	-7%	-7%	-7%	-8%	-6%	-5%	-7%	-7%	-8%	-2%	-6%	-7%	-3%	-8%	-7%	-1%	-17%	-4%	-2%	-11%	-6%	-6%	-8%	-13%	-9%	-7%	-6%	-6%	-1%	-10%	-5%	-7%	-28%	-43%	-8%	-6%	-5%

Election Determination



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

Determination Change

Definitely Increased:

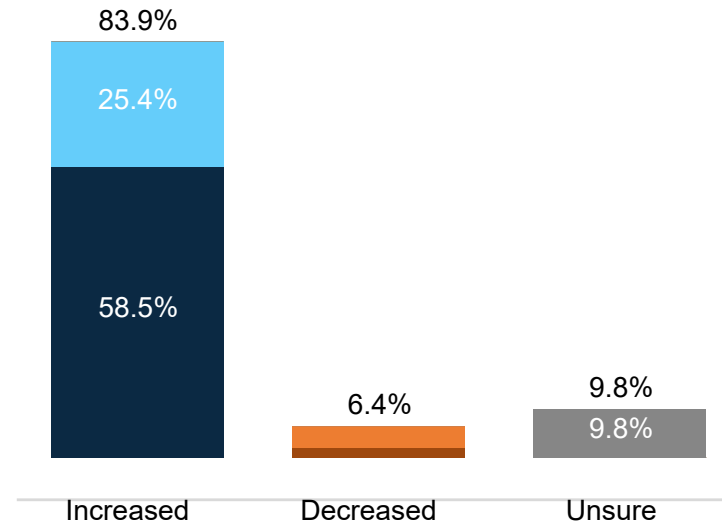
Trump voters – 62%

Harris voters – 60%

Probably Increased:

Trump voters – 22%

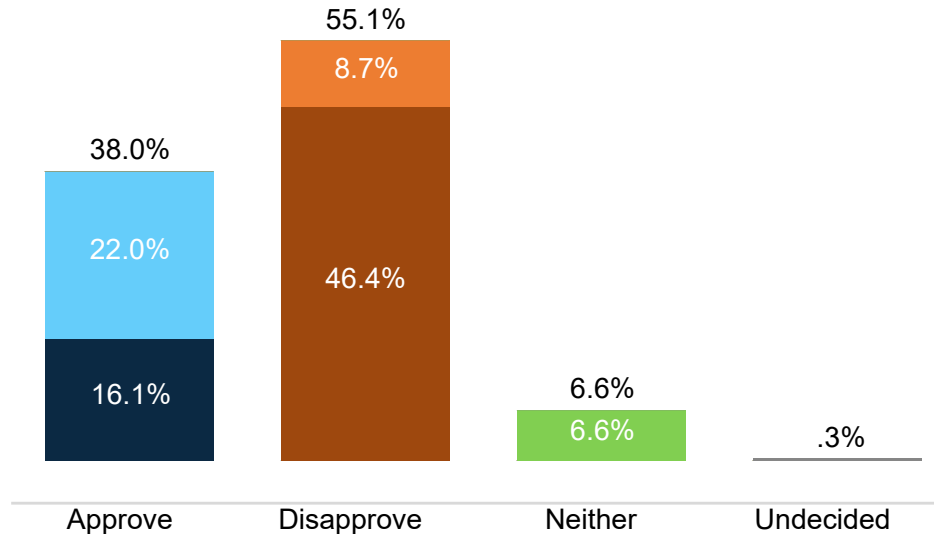
Harris voters – 28%



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHD	Disap	XGOP	TrumpD	NotDem	Incumbent	Open Seats
Increased Total	78%	82%	88%	79%	88%	93%	78%	85%	85%	87%	76%	84%	83%	85%	82%	83%	86%	86%	74%	90%	87%	77%	91%	84%	76%	86%	81%	83%	86%	83%	84%	89%	89%	86%	60%	58%	85%	82%	85%		
Decreased Total	10%	5%	3%	11%	4%	3%	7%	6%	8%	4%	11%	10%	4%	5%	6%	7%	5%	6%	10%	4%	6%	9%	3%	6%	13%	7%	7%	8%	7%	5%	6%	3%	3%	6%	21%	19%	6%	8%	4%		
Definitely increased	48%	61%	62%	50%	63%	71%	54%	59%	58%	63%	51%	57%	59%	61%	56%	57%	62%	65%	41%	63%	66%	46%	64%	59%	55%	64%	55%	57%	59%	58%	61%	61%	67%	60%	34%	35%	59%	59%	53%		
Probably increased	30%	21%	26%	29%	24%	22%	24%	26%	27%	24%	24%	27%	25%	24%	26%	26%	24%	21%	33%	26%	21%	31%	26%	25%	21%	22%	27%	26%	27%	25%	22%	28%	22%	25%	26%	23%	26%	24%	32%		
Probably decreased	5%	4%	2%	9%	3%	1%	5%	4%	7%	2%	6%	9%	3%	3%	4%	5%	3%	4%	8%	2%	4%	7%	1%	4%	10%	5%	5%	6%	5%	3%	4%	2%	2%	4%	13%	15%	4%	5%	3%		
Definitely decreased	5%	1%	0%	2%	1%	2%	2%	3%	1%	2%	5%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	7%	4%	2%	2%	1%			
Unsure	11%	14%	9%	10%	9%	4%	15%	9%	7%	9%	13%	7%	12%	9%	12%	9%	9%	8%	16%	6%	8%	14%	7%	10%	11%	7%	12%	9%	7%	12%	10%	8%	8%	9%	19%	24%	9%	10%	11%		

Would you say your determination to vote in this year's November general elections for President and Congress has increased or decreased in the last month?

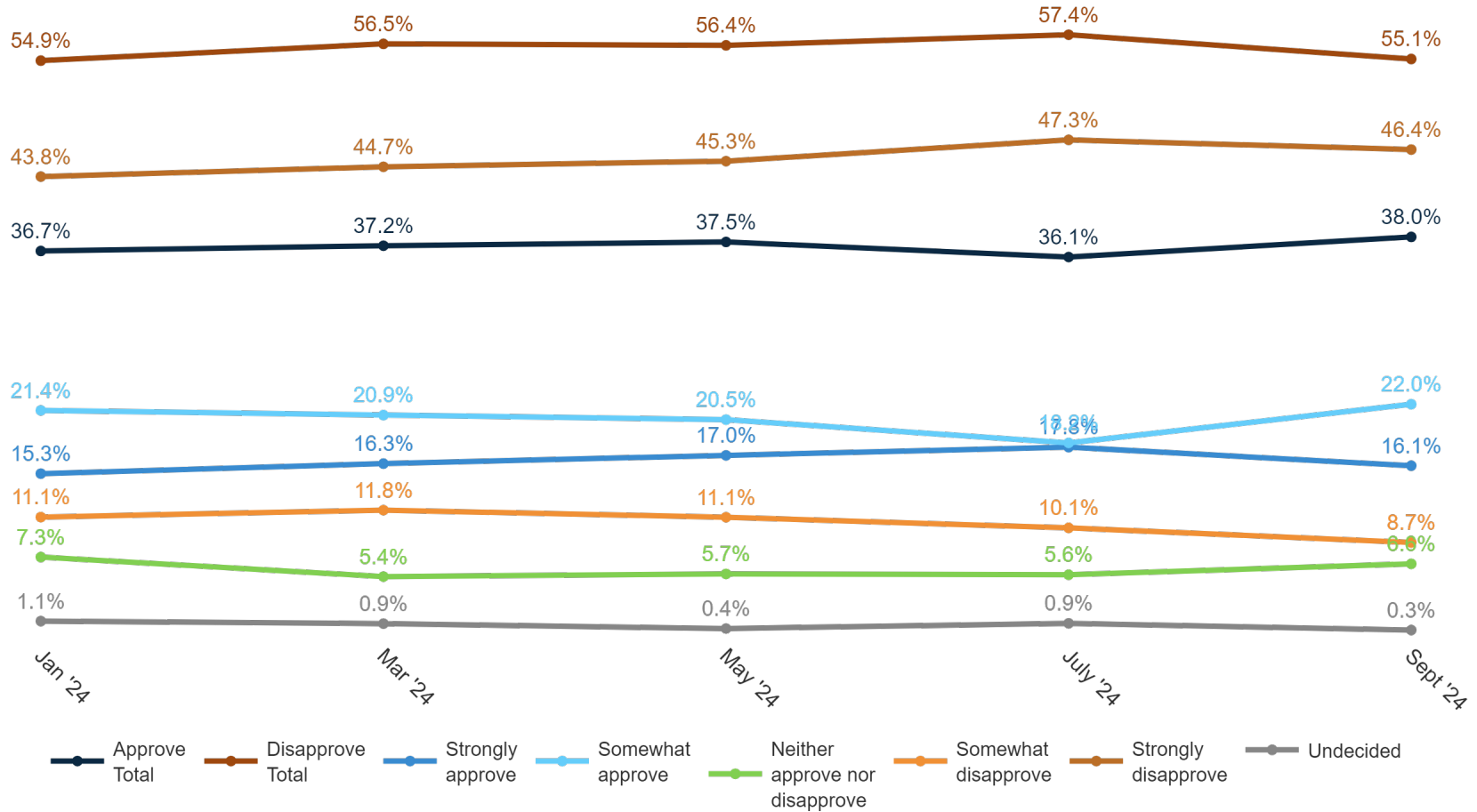
Biden-Harris Job Approval



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	Trump/Dem	NotDem	Incumbent	Open Seats
Approve Total	39%	30%	36%	39%	36%	50%	43%	29%	31%	55%	36%	42%	35%	39%	39%	41%	31%	4%	34%	77%	8%	37%	79%	38%	41%	50%	37%	39%	38%	40%	3%	77%	40%	40%	25%	38%	37%	42%
Disapprove Total	53%	66%	61%	48%	57%	48%	52%	66%	59%	38%	57%	48%	60%	52%	54%	52%	63%	94%	54%	14%	90%	51%	15%	56%	40%	42%	54%	52%	56%	54%	95%	15%	55%	53%	52%	55%	55%	53%
Strongly approve	16%	14%	15%	10%	18%	27%	16%	15%	13%	23%	15%	14%	15%	19%	18%	18%	12%	1%	8%	37%	3%	13%	37%	16%	21%	17%	13%	17%	17%	16%	1%	33%	18%	17%	6%	18%	14%	11%
Somewhat approve	23%	16%	21%	29%	18%	23%	27%	14%	18%	33%	22%	28%	20%	20%	21%	24%	19%	3%	26%	40%	5%	24%	42%	22%	19%	33%	24%	22%	21%	24%	2%	43%	22%	23%	19%	20%	22%	31%
Neither approve nor disapprove	8%	5%	3%	13%	7%	2%	6%	5%	9%	6%	7%	10%	5%	8%	7%	7%	6%	2%	12%	9%	2%	12%	7%	5%	18%	7%	9%	8%	6%	6%	2%	9%	4%	6%	22%	6%	8%	5%
Somewhat disapprove	8%	4%	5%	18%	7%	6%	4%	8%	13%	9%	5%	18%	5%	9%	10%	9%	8%	6%	10%	10%	5%	13%	9%	7%	15%	14%	10%	8%	12%	7%	6%	8%	6%	8%	10%	8%	9%	12%
Strongly disapprove	46%	61%	55%	29%	50%	42%	48%	58%	47%	29%	51%	30%	55%	43%	45%	43%	55%	88%	44%	5%	85%	38%	6%	49%	26%	28%	44%	44%	44%	47%	89%	6%	49%	45%	42%	47%	47%	42%
Undecided	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you approve or disapprove of the job the Biden-Harris Administration is doing in the White House?

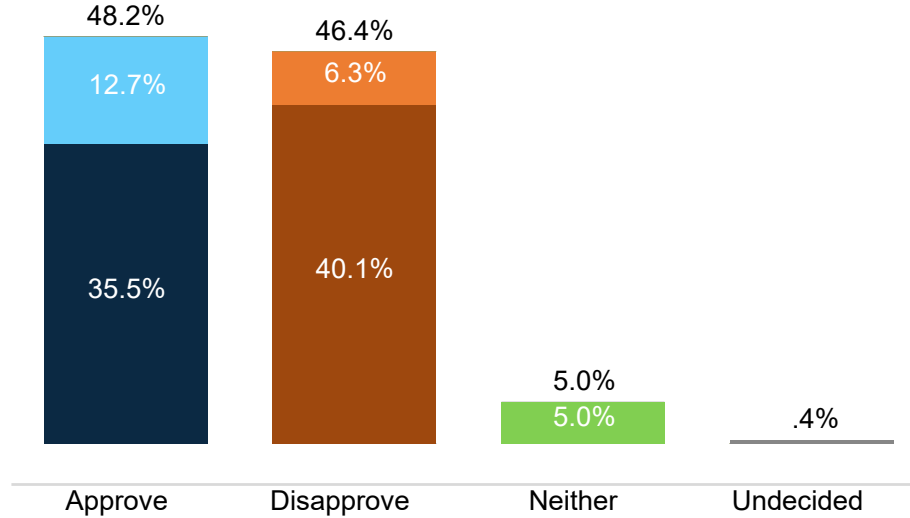
Trend: Biden-Harris Job Approval



Percent Change: Biden-Harris Job Approval (July 2024 to Sept 2024)

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHD	DisapX	GOP	Dem	Incumbent	Open Seats
Approve Total	11%	-7%	0%	7%	2%	-1%	0%	2%	1%	4%	6%	2%	-3%	5%	-6%	5%	0%	0%	5%	1%	-1%	-2%	8%	5%	-15%	7%	5%	3%	2%	2%	-2%	6%	4%	6%	0%	7%	1%	2%	7%	
Disapprove Total	-11%	3%	3%	-8%	-2%	2%	-2%	-3%	-1%	-6%	-9%	-3%	2%	-7%	6%	-5%	-1%	0%	-7%	-2%	2%	0%	-10%	-6%	13%	-6%	-6%	-3%	-3%	-3%	0%	-5%	-4%	-7%	0%	-16%	-1%	-4%	-8%	
Strongly approve	6%	-4%	-5%	-3%	2%	-4%	-6%	2%	-3%	-1%	0%	-5%	-4%	1%	-2%	0%	-4%	0%	0%	-5%	0%	-2%	-5%	-1%	-3%	-5%	0%	-1%	-3%	-1%	-1%	-3%	-1%	-1%	0%	1%	1%	-3%	-9%	
Somewhat approve	5%	-2%	5%	10%	0%	3%	6%	0%	4%	5%	6%	7%	1%	4%	-3%	5%	5%	1%	5%	6%	-1%	0%	13%	6%	-12%	13%	5%	4%	5%	2%	-1%	9%	5%	7%	0%	6%	1%	5%	17%	
Neither approve nor disapprove	-1%	4%	-2%	3%	1%	0%	1%	0%	1%	2%	2%	3%	1%	2%	0%	1%	1%	0%	2%	2%	-1%	2%	3%	1%	7%	-3%	1%	0%	1%	2%	2%	0%	0%	1%	0%	10%	0%	3%	2%	
Somewhat disapprove	-4%	-3%	0%	4%	-6%	-2%	-5%	1%	0%	-2%	-5%	1%	-2%	-2%	-3%	-1%	-1%	-1%	-3%	0%	-2%	0%	-2%	-2%	12%	-4%	2%	-2%	2%	-3%	-1%	-2%	-1%	-2%	1%	-20%	-1%	1%	-10%	
Strongly disapprove	-7%	7%	3%	-12%	4%	4%	3%	-4%	-1%	-3%	-4%	-4%	4%	-5%	9%	-4%	-1%	1%	-4%	-3%	3%	0%	-7%	-4%	1%	-2%	-8%	-1%	-5%	0%	1%	-3%	-3%	-5%	-1%	4%	1%	-4%	3%	
Undecided	0%	0%	-1%	-2%	0%	-1%	0%	0%	-1%	-1%	0%	-2%	0%	0%	0%	-1%	-1%	0%	-1%	-1%	0%	1%	-1%	0%	-5%	1%	0%	-1%	0%	-1%	0%	-1%	0%	-1%	0%	-1%	0%	-1%	-1%	

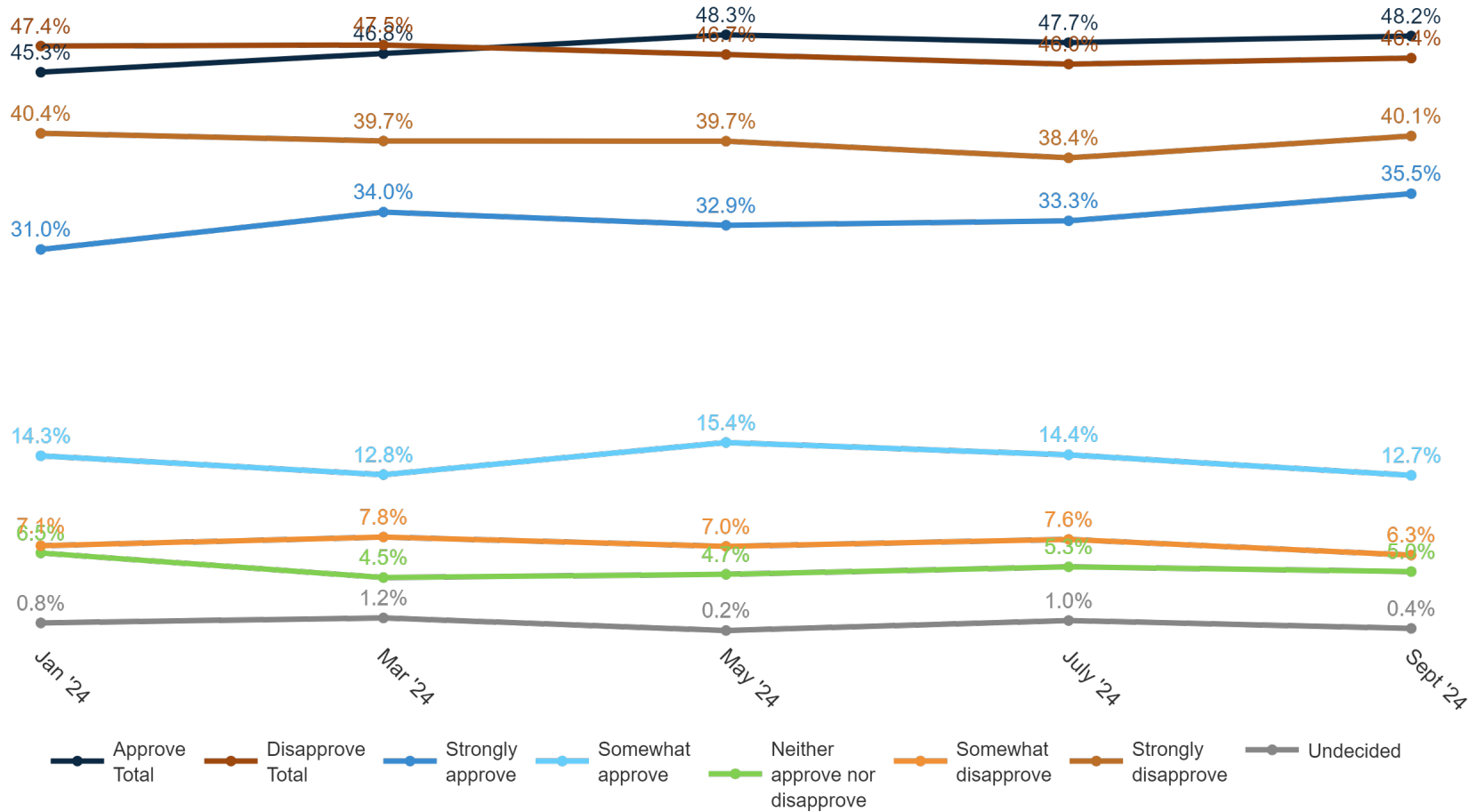
Trump Job Approval



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHD	Disap	XGOP	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	48%	61%	58%	33%	51%	44%	46%	62%	50%	30%	52%	35%	56%	45%	43%	46%	57%	92%	41%	7%	88%	40%	7%	50%	35%	40%	47%	51%	44%	48%	93%	8%	50%	48%	29%	49%	48%	40%		
Disapprove Total	47%	35%	40%	56%	46%	53%	49%	34%	41%	67%	43%	57%	40%	50%	51%	49%	38%	5%	48%	89%	9%	50%	91%	45%	55%	59%	46%	43%	49%	49%	3%	88%	47%	48%	58%	45%	47%	53%		
Strongly approve	33%	40%	41%	24%	43%	37%	30%	43%	43%	21%	33%	26%	38%	36%	28%	34%	44%	75%	22%	4%	72%	22%	5%	37%	21%	28%	34%	40%	34%	32%	74%	3%	39%	35%	13%	37%	35%	32%		
Somewhat approve	15%	20%	17%	9%	8%	8%	16%	19%	8%	9%	18%	9%	18%	8%	14%	12%	13%	17%	19%	4%	16%	18%	2%	13%	14%	12%	13%	11%	10%	16%	19%	5%	11%	12%	15%	13%	14%	9%		
Neither approve nor disapprove	5%	5%	2%	10%	2%	2%	5%	4%	8%	2%	6%	7%	4%	5%	7%	5%	5%	3%	11%	3%	3%	9%	2%	5%	10%	1%	7%	6%	6%	4%	4%	4%	3%	4%	13%	5%	4%	7%		
Somewhat disapprove	3%	4%	3%	13%	6%	4%	4%	3%	9%	8%	3%	12%	4%	7%	10%	5%	7%	2%	9%	9%	3%	10%	7%	5%	10%	13%	8%	6%	7%	6%	1%	10%	5%	6%	18%	6%	7%	9%		
Strongly disapprove	43%	31%	36%	43%	39%	48%	45%	31%	32%	59%	39%	45%	36%	42%	41%	44%	31%	3%	39%	80%	6%	40%	84%	40%	44%	47%	38%	37%	41%	43%	2%	78%	42%	42%	40%	39%	40%	44%		
Undecided	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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

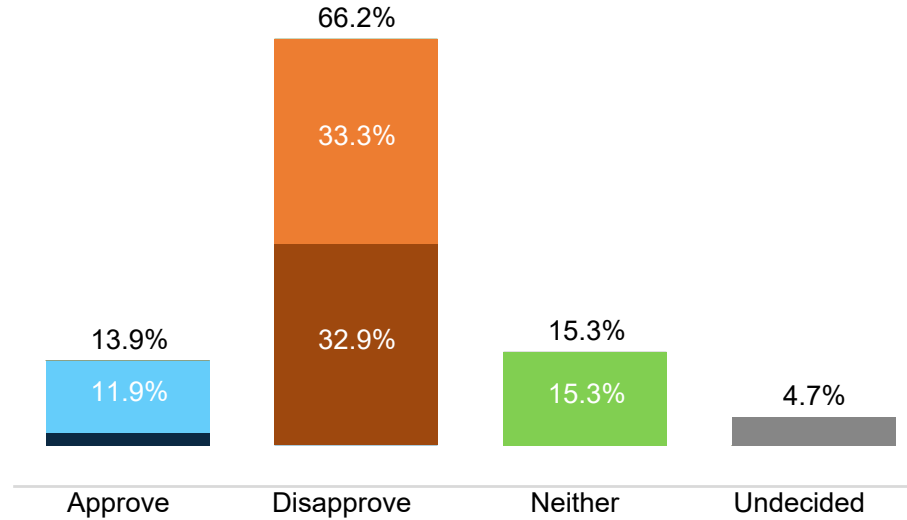
Trend: Trump Job Approval



Percent Change: Trump Job Approval (July 2024 to Sept 2024)

		M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest '20	Debate Watcher	BHD	DisapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	-5%	6%	2%	-4%	3%	4%	0%	-1%	0%	2%	0%	1%	2%	-5%	3%	0%	1%	1%	0%	-1%	4%	0%	-3%	-2%	5%	7%	-5%	4%	-4%	0%	3%	-1%	-1%	-3%	2%	0%	2%	-2%	2%		
Disapprove Total	10%	-9%	-1%	6%	-1%	-2%	-1%	2%	2%	-2%	-1%	1%	-2%	5%	-6%	2%	0%	-1%	1%	2%	-1%	-1%	3%	1%	5%	5%	5%	-1%	2%	1%	-2%	2%	2%	5%	-2%	0%	-2%	4%	1%		
Strongly approve	-3%	2%	-1%	0%	11%	6%	1%	-5%	9%	2%	-1%	2%	-2%	5%	2%	3%	1%	4%	2%	1%	5%	1%	0%	0%	0%	6%	0%	5%	-1%	1%	4%	0%	0%	-1%	5%	0%	4%	-4%	14%		
Somewhat approve	-2%	4%	4%	-4%	-8%	-3%	0%	4%	-8%	0%	1%	-1%	4%	-9%	2%	-4%	0%	-3%	-1%	-1%	-1%	-2%	-2%	-2%	5%	1%	-5%	-1%	-3%	-1%	-1%	-1%	-1%	-2%	-3%	0%	-2%	1%	-12%		
Neither approve nor disapprove	-4%	3%	0%	0%	-2%	-2%	1%	0%	-2%	0%	2%	-1%	0%	-1%	3%	-1%	0%	0%	-1%	-3%	1%	0%	1%	-2%	-11%	1%	-2%	1%	0%	-1%	0%	0%	-1%	1%	0%	0%	-1%	-3%			
Somewhat disapprove	-6%	-4%	-1%	4%	-1%	-3%	-5%	-2%	0%	2%	-5%	-1%	-3%	3%	1%	-3%	1%	-2%	-4%	1%	-3%	0%	1%	-2%	-4%	7%	0%	-4%	1%	-2%	-2%	0%	-1%	-1%	2%	0%	-3%	1%	-4%		
Strongly disapprove	16%	-6%	0%	2%	0%	1%	3%	4%	2%	-4%	4%	3%	1%	2%	-7%	6%	-1%	1%	5%	1%	2%	-1%	2%	2%	9%	-2%	5%	3%	1%	3%	0%	2%	3%	6%	-4%	0%	1%	2%	5%		
Undecided	-1%	0%	-1%	-2%	0%	0%	0%	-1%	-1%	0%	-1%	-2%	-1%	0%	-1%	-1%	-1%	0%	-1%	-1%	0%	0%	-1%	0%	-8%	-2%	-1%	-2%	1%	-1%	0%	-1%	0%	0%	-1%	0%	-1%	-1%	0%		

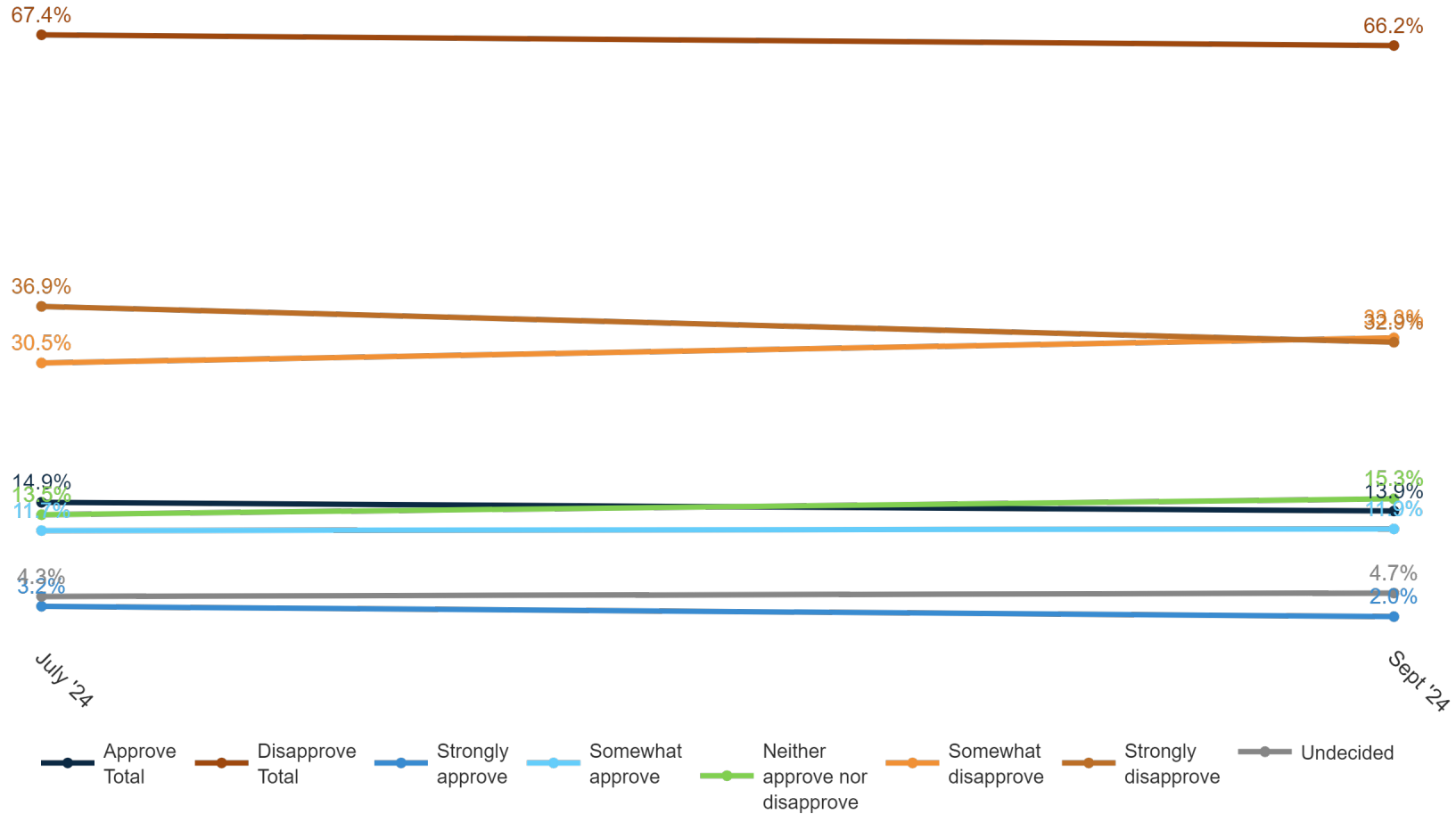
Congress Job Approval



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Interest Watcher	BHD	Disap	XGP	TrumpD	NotDem	GOP Incumbent	Dem Incumbent	Open Seats
Approve Total	18%	10%	14%	14%	12%	14%	13%	14%	13%	14%	17%	10%	13%	15%	17%	15%	10%	17%	5%	16%	17%	12%	14%	12%	30%	17%	16%	16%	15%	12%	15%	15%	13%	15%	9%	4%	14%	15%	12%				
Disapprove Total	62%	73%	75%	57%	65%	70%	75%	67%	60%	68%	64%	65%	72%	63%	64%	66%	68%	66%	72%	64%	67%	66%	66%	68%	57%	60%	61%	57%	68%	72%	67%	66%	70%	67%	70%	73%	67%	64%	70%				
Strongly approve	6%	0%	1%	2%	2%	0%	2%	3%	2%	1%	5%	2%	1%	1%	3%	2%	1%	2%	1%	3%	3%	0%	3%	1%	13%	6%	3%	3%	2%	1%	2%	2%	2%	2%	3%	3%	2%	2%	3%				
Somewhat approve	12%	10%	13%	12%	10%	14%	11%	12%	11%	13%	12%	8%	12%	14%	15%	13%	9%	15%	5%	14%	13%	11%	11%	11%	16%	11%	13%	12%	13%	10%	12%	13%	12%	12%	6%	2%	12%	13%	9%				
Neither approve nor disapprove	16%	16%	8%	20%	17%	9%	11%	17%	20%	11%	17%	19%	14%	16%	15%	15%	16%	15%	15%	16%	13%	18%	15%	14%	7%	22%	19%	21%	15%	12%	15%	13%	13%	14%	9%	21%	14%	17%	11%				
Somewhat disapprove	30%	31%	36%	35%	34%	36%	32%	33%	32%	39%	32%	38%	31%	34%	32%	34%	34%	33%	31%	36%	31%	34%	36%	35%	26%	30%	29%	32%	36%	34%	32%	35%	34%	34%	37%	27%	33%	33%	36%				
Strongly disapprove	32%	42%	39%	22%	32%	34%	43%	34%	28%	30%	32%	27%	40%	29%	32%	32%	35%	33%	41%	28%	36%	31%	30%	34%	31%	31%	32%	26%	32%	37%	34%	31%	36%	33%	34%	46%	34%	31%	34%				
Undecided	3%	0%	2%	9%	6%	6%	1%	2%	7%	7%	2%	6%	2%	6%	4%	5%	6%	3%	7%	4%	3%	5%	5%	5%	6%	1%	5%	6%	2%	4%	3%	5%	4%	4%	11%	2%	5%	4%	7%				

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

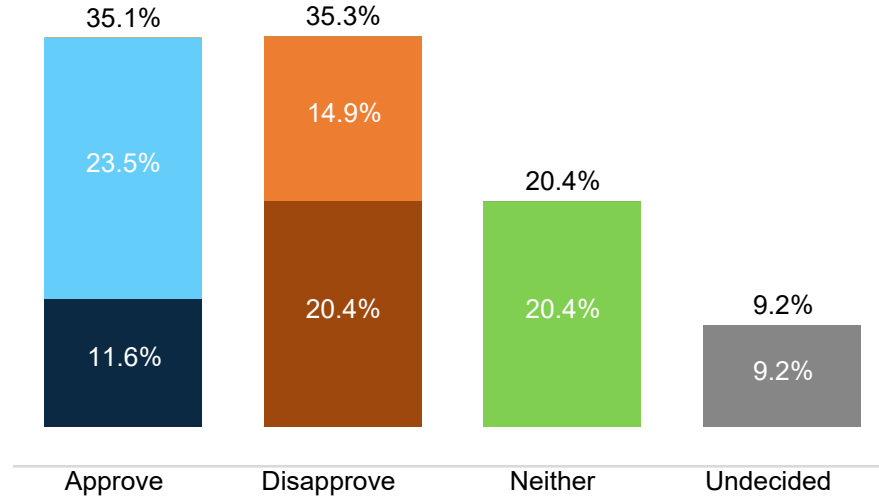
Trend: Congress Job Approval



Percent Change: Congress Job Approval (July 2024 to Sept 2024)

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

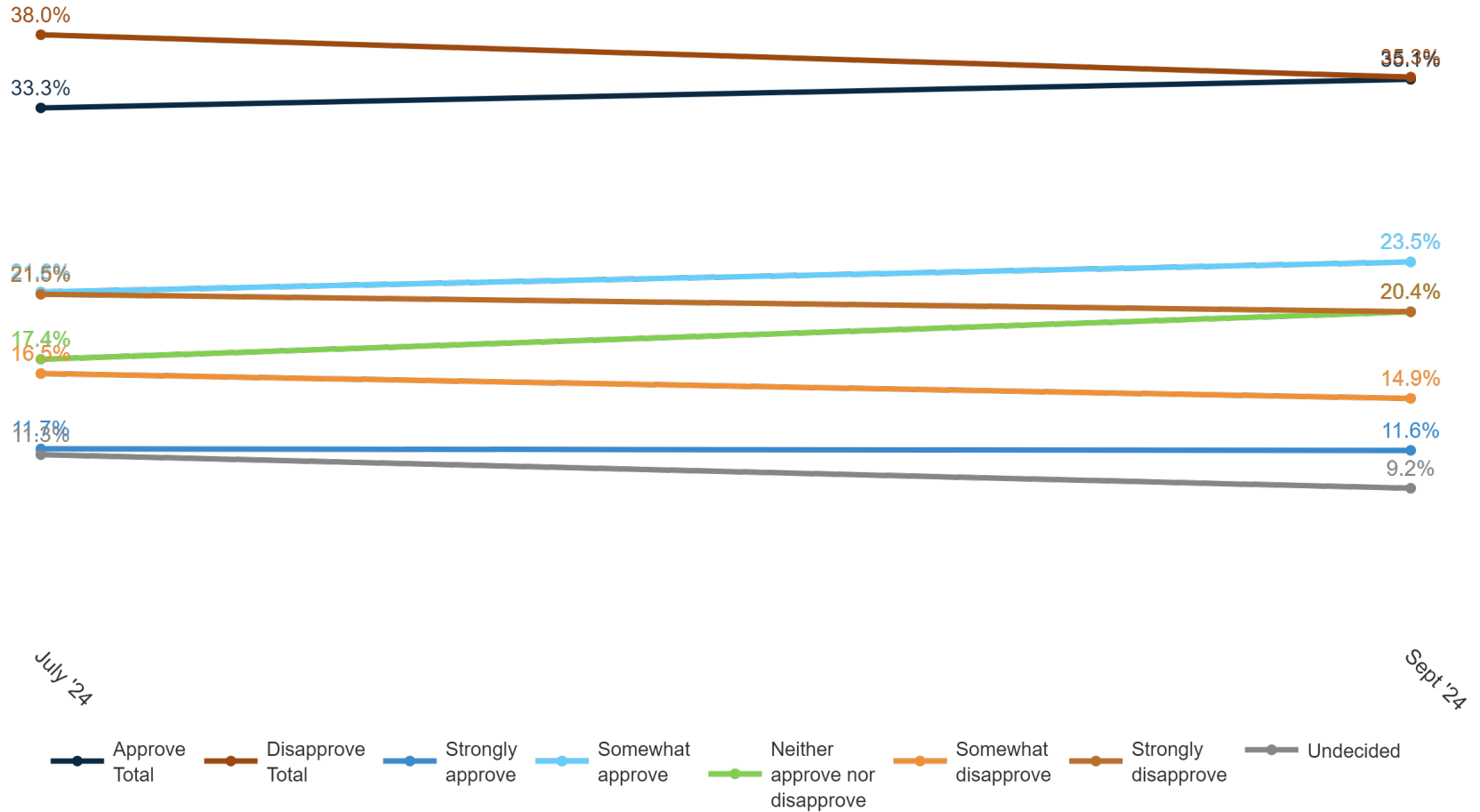
Member of Congress Job Approval



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHD	Disap	XGOP	TrumpD	NotDem	Incumbent	Dem	Open Seats
Approve Total	27%	39%	45%	31%	33%	43%	36%	35%	33%	37%	34%	32%	35%	36%	32%	37%	34%	34%	34%	38%	36%	35%	36%	36%	47%	28%	33%	38%	37%	32%	33%	39%	36%	36%	29%	30%	34%	38%	27%			
Disapprove Total	41%	37%	41%	26%	36%	35%	41%	38%	30%	34%	37%	32%	40%	33%	40%	33%	37%	41%	34%	31%	40%	33%	31%	35%	26%	39%	31%	27%	34%	41%	40%	31%	37%	36%	34%	34%	38%	31%	40%			
Strongly approve	9%	13%	18%	10%	8%	15%	14%	13%	9%	12%	10%	9%	14%	11%	12%	12%	11%	11%	10%	14%	11%	11%	14%	12%	18%	11%	12%	14%	12%	11%	9%	15%	13%	12%	5%	5%	10%	14%	9%			
Somewhat approve	18%	25%	27%	21%	25%	28%	22%	23%	24%	25%	24%	23%	21%	25%	20%	25%	23%	24%	24%	25%	24%	22%	24%	29%	17%	21%	24%	25%	21%	24%	25%	23%	24%	23%	24%	24%	24%	24%	18%			
Neither approve nor disapprove	24%	20%	9%	29%	20%	13%	17%	20%	26%	16%	19%	26%	19%	20%	23%	20%	19%	17%	21%	23%	15%	23%	24%	18%	19%	30%	27%	25%	22%	18%	19%	21%	18%	20%	24%	26%	19%	23%	18%			
Somewhat disapprove	15%	15%	14%	14%	14%	18%	16%	14%	16%	14%	15%	16%	15%	14%	18%	13%	16%	19%	13%	12%	19%	14%	11%	15%	11%	19%	13%	14%	14%	16%	18%	12%	15%	15%	16%	9%	17%	12%	15%			
Strongly disapprove	26%	22%	28%	12%	22%	17%	25%	24%	15%	20%	22%	15%	26%	19%	22%	20%	21%	21%	21%	19%	21%	19%	20%	21%	15%	20%	18%	13%	20%	25%	22%	19%	22%	20%	18%	25%	21%	19%	25%			
Undecided	9%	5%	5%	15%	11%	9%	6%	6%	11%	14%	9%	10%	5%	11%	5%	10%	10%	8%	11%	8%	9%	10%	9%	10%	8%	2%	9%	9%	6%	10%	8%	9%	9%	8%	13%	11%	9%	8%	15%			

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

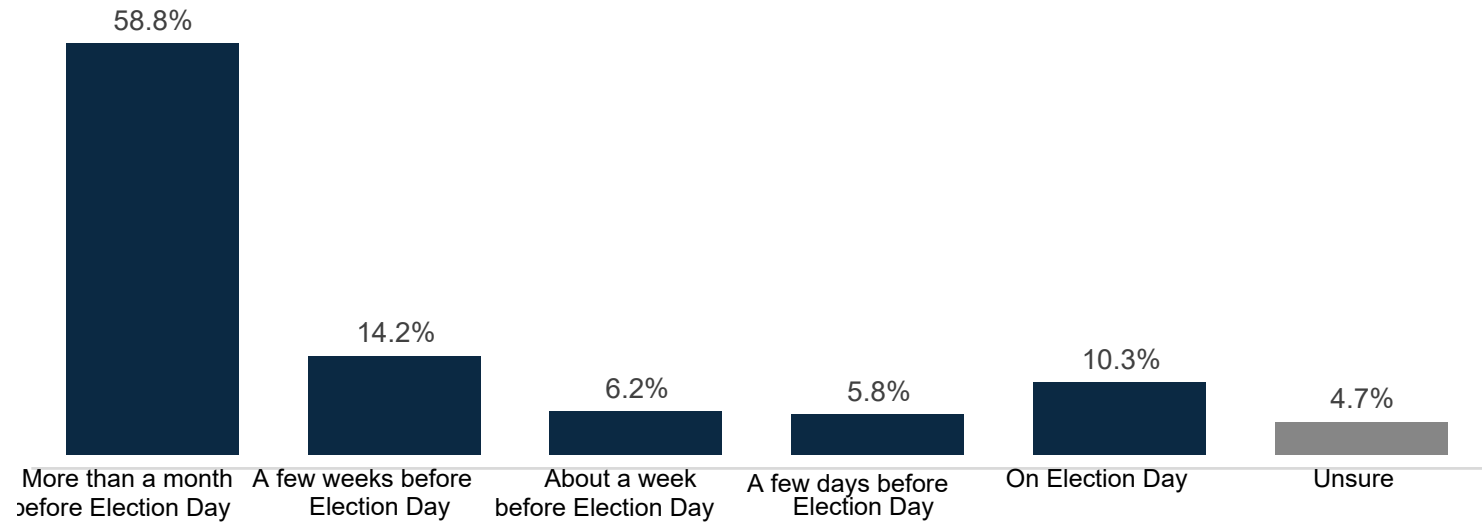
Trend: Member of Congress Job Approval



Percent Change: Member of Congress Job Approval (July 2024 to Sept 2024)

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHD	DisapX	GOP	NotDem	Incumbent	Dem Incumbent	Open Seats
Approve Total	4%	6%	3%	-1%	4%	2%	1%	3%	2%	0%	10%	-5%	0%	2%	-4%	2%	4%	5%	4%	-4%	5%	2%	-4%	3%	10%	-2%	5%	4%	4%	-2%	6%	-1%	3%	1%	12%	11%	3%	1%	-5%		
Disapprove Total	-5%	-4%	4%	-7%	-4%	1%	-3%	0%	-8%	3%	-2%	-3%	-2%	-3%	3%	-5%	-1%	-3%	-7%	0%	-3%	-1%	-4%	-3%	-11%	6%	-12%	-7%	-5%	1%	-4%	-1%	-3%	-4%	-8%	-7%	-2%	-2%	-7%		
Strongly approve	-2%	4%	4%	-1%	-2%	-2%	3%	0%	0%	-3%	2%	-3%	1%	-1%	0%	-1%	2%	2%	5%	-6%	2%	2%	-6%	0%	5%	2%	3%	2%	-1%	-1%	1%	-2%	0%	0%	1%	1%	-1%	1%	0%		
Somewhat approve	6%	2%	-1%	0%	6%	4%	-2%	3%	2%	3%	8%	-2%	-2%	3%	-3%	3%	2%	3%	-1%	2%	3%	0%	1%	2%	5%	-4%	2%	2%	5%	-1%	5%	1%	2%	1%	11%	9%	4%	0%	-4%		
Neither approve nor disapprove	6%	4%	-6%	10%	-1%	-3%	5%	1%	7%	-3%	-4%	10%	7%	4%	5%	4%	-1%	-1%	3%	7%	-2%	1%	11%	1%	7%	12%	11%	3%	5%	4%	0%	4%	2%	4%	5%	2%	2%	5%	2%		
Somewhat disapprove	-4%	-2%	-2%	0%	-2%	0%	0%	-4%	-2%	2%	-2%	0%	-2%	-2%	5%	-4%	0%	-1%	-6%	1%	-1%	-2%	0%	-3%	-8%	10%	-6%	1%	-6%	0%	-2%	0%	-2%	-1%	-4%	-14%	0%	-3%	-5%		
Strongly disapprove	-2%	-2%	6%	-7%	-2%	2%	-3%	4%	-5%	1%	-1%	-3%	0%	-1%	-2%	-1%	-2%	0%	-1%	-2%	1%	-4%	-1%	-3%	-4%	-5%	-8%	0%	1%	-2%	-1%	-2%	-2%	-3%	7%	-2%	0%	-2%			
Undecided	-5%	-6%	-1%	-3%	0%	0%	-3%	-4%	-1%	0%	-4%	-2%	-4%	-4%	-4%	-1%	-3%	-1%	-1%	-3%	0%	-2%	-3%	0%	-6%	-16%	-4%	1%	-4%	-3%	-3%	-2%	-2%	-2%	-9%	-5%	-3%	-4%	10%		

Vote Decide Timeline



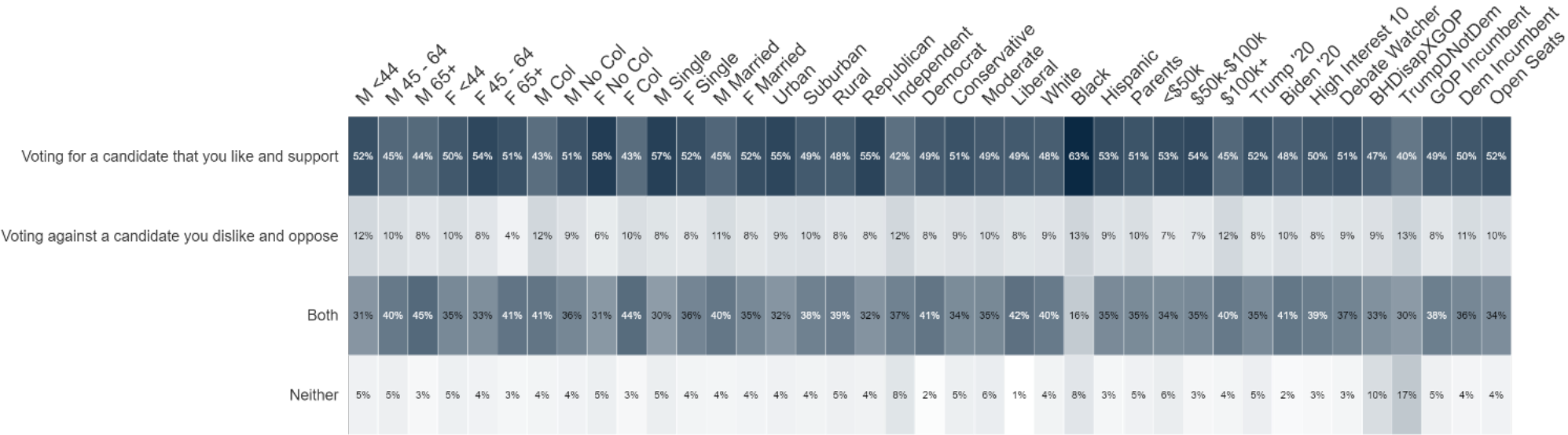
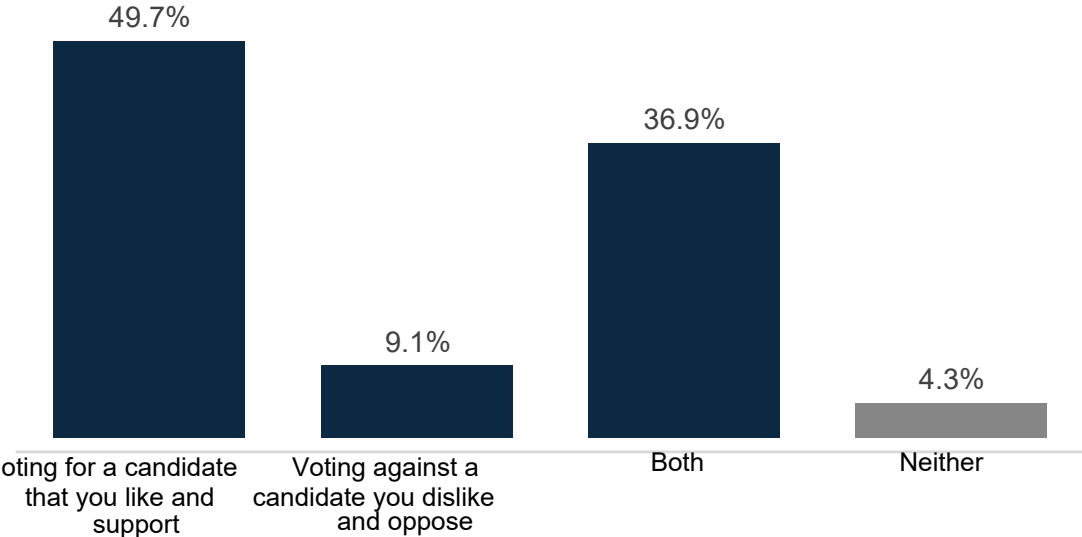
	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
More than a month before Election Day	59%	67%	64%	42%	61%	67%	70%	58%	48%	64%	65%	47%	62%	61%	59%	60%	57%	61%	48%	64%	63%	46%	69%	60%	51%	55%	51%	45%	59%	67%	58%	64%	66%	61%	32%	31%	59%	56%	68%
A few weeks before Election Day	12%	13%	18%	13%	15%	16%	13%	14%	15%	14%	10%	13%	15%	16%	10%	14%	17%	13%	18%	13%	14%	19%	10%	14%	16%	14%	15%	14%	15%	13%	15%	14%	13%	14%	17%	23%	14%	15%	12%
About a week before Election Day	5%	6%	3%	11%	5%	5%	6%	5%	8%	5%	5%	8%	6%	6%	6%	7%	5%	3%	10%	7%	5%	8%	5%	6%	10%	6%	9%	8%	6%	6%	5%	6%	4%	6%	11%	9%	6%	7%	3%
A few days before Election Day	9%	1%	7%	9%	4%	4%	3%	7%	8%	4%	7%	9%	5%	5%	6%	5%	6%	4%	10%	5%	4%	10%	3%	5%	6%	5%	6%	8%	5%	4%	5%	5%	5%	5%	16%	11%	6%	6%	7%
On Election Day	12%	9%	5%	17%	11%	3%	4%	13%	14%	7%	10%	17%	9%	8%	15%	10%	8%	13%	9%	8%	9%	12%	10%	10%	13%	17%	14%	19%	10%	6%	12%	8%	8%	10%	14%	12%	10%	11%	8%
Unsure	3%	4%	3%	8%	4%	5%	3%	3%	6%	5%	3%	6%	3%	5%	3%	4%	6%	5%	6%	3%	5%	6%	3%	5%	3%	4%	6%	6%	5%	3%	6%	2%	3%	4%	9%	14%	5%	5%	2%

Thinking about presidential election years like 2024, when do you typically decide for whom you will vote for Congress?

Vote Motivation

Candidate You Like:
 Trump voters – 54%
 Harris voters – 47%

Candidate You Dislike:
 Trump voters – 9%
 Harris voters – 10%

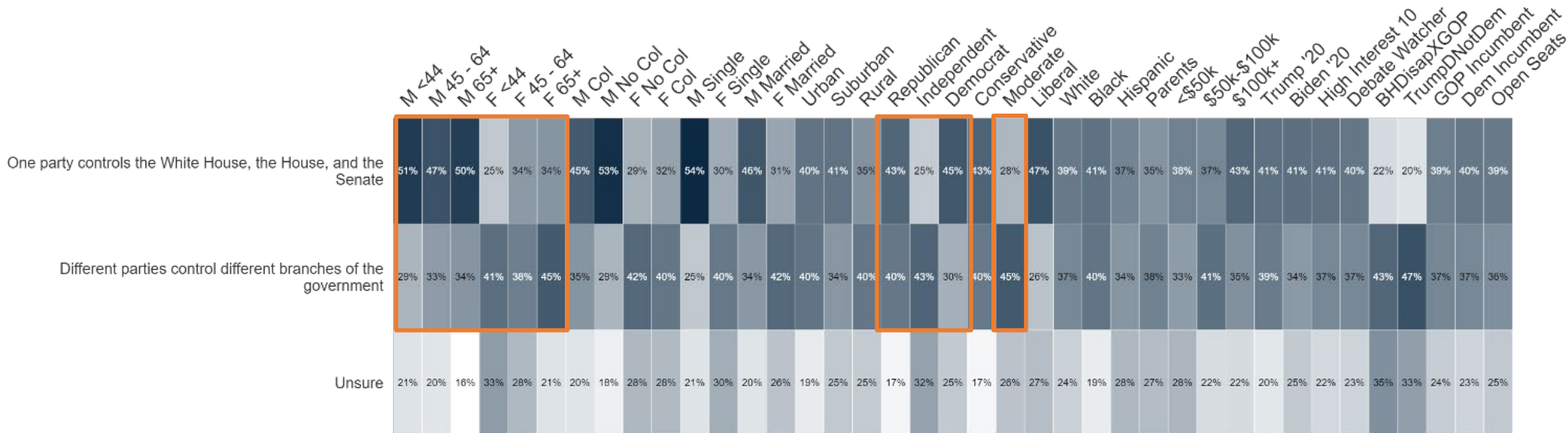
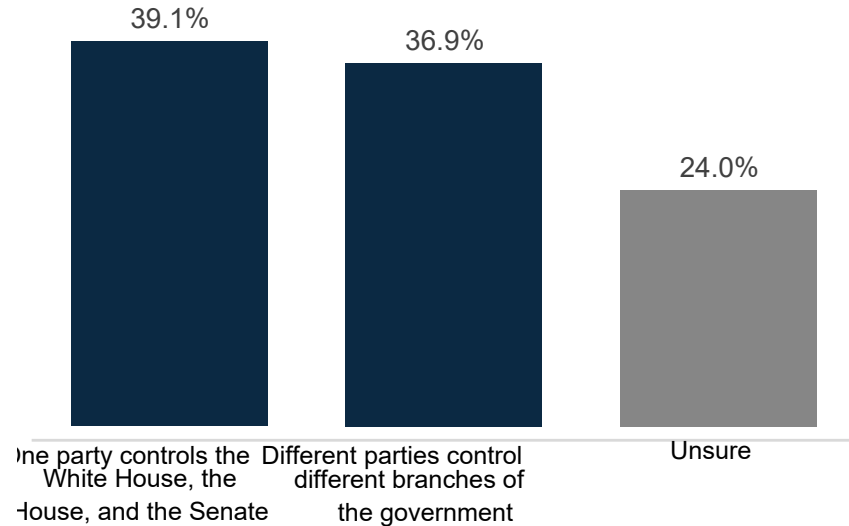


When deciding how to vote in the upcoming November general election for Congress, which of the following are you more motivated by?

Party Control Preference

Column %	Republican candidate	Democratic candidate
Count	42%	41%
One party controls the White House, the House, and the Senate	292	286
Different parties control different branches of the government	40%	33% ↓
Unsure	274	234 ↓
	18% ↓	26%
	125 ↓	186
Total	100%	100%
	691	706

Party Control Preference by Generic Ballot

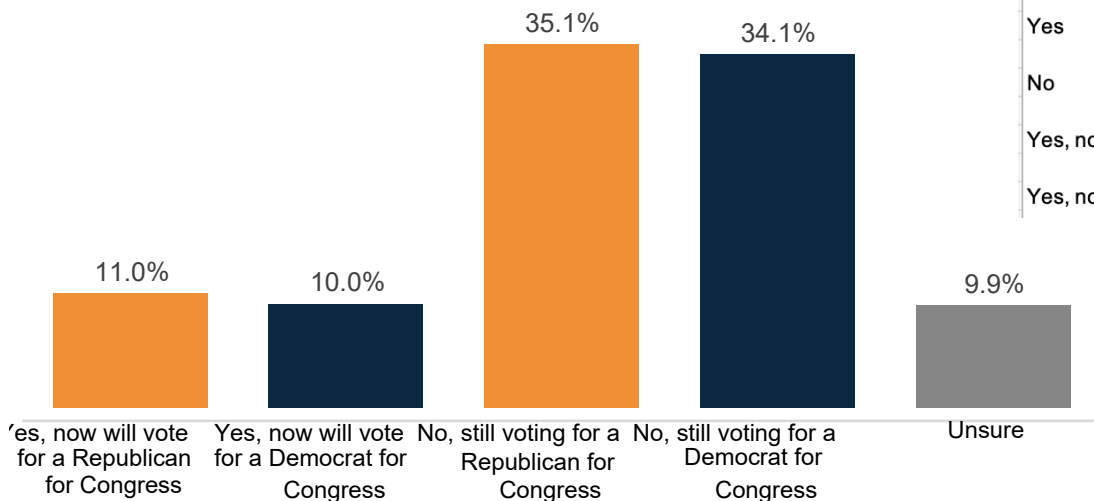


Do you prefer that one political party controls the White House, the House of Representatives, and the Senate, or do you prefer that different parties control different branches of the government?



CYGNAL

Harris Congressional Impact

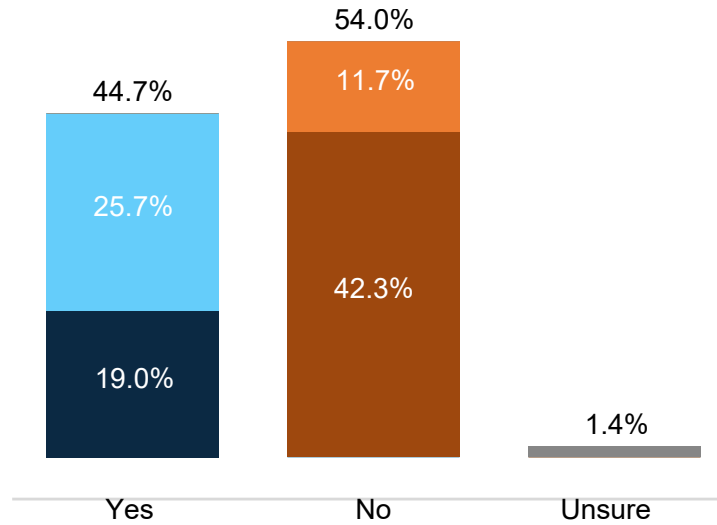


Column %	Republican candidate	Democratic candidate
Count	22%	21%
Yes	152	149
No	514 ↑	507
Yes, now will vote for a Republican for Congress	21% ↑	2% ↓
Yes, now will vote for a Democrat for Congress	1% ↓	19% ↑

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F No Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Watchdog	Trump	Not GOP	Dem Incumbent	Open Seats
Yes, now will vote for a Republican for Congress	16%	10%	10%	12%	8%	9%	8%	16%	11%	9%	19%	12%	11%	10%	13%	10%	12%	21%	8%	3%	16%	13%	3%	10%	17%	16%	12%	16%	12%	7%	19%	3%	10%	11%	6%	17%	12%	11%	6%
Yes, now will vote for a Democrat for Congress	15%	8%	7%	13%	9%	5%	6%	14%	11%	8%	11%	14%	10%	6%	14%	10%	8%	2%	10%	19%	3%	13%	16%	7%	24%	26%	11%	16%	13%	5%	2%	18%	8%	10%	16%	8%	11%	10%	5%
No, still voting for a Republican for Congress	30%	48%	44%	18%	41%	37%	37%	42%	36%	22%	31%	16%	43%	35%	30%	33%	42%	71%	30%	2%	71%	24%	3%	38%	19%	21%	33%	30%	32%	38%	70%	4%	38%	35%	7%	19%	36%	34%	38%
No, still voting for a Democrat for Congress	31%	24%	31%	41%	32%	45%	38%	21%	29%	54%	31%	45%	27%	40%	34%	38%	27%	1%	29%	73%	5%	32%	74%	35%	35%	32%	32%	29%	34%	39%	1%	69%	38%	36%	31%	14%	33%	35%	37%
Unsure	8%	10%	8%	16%	10%	4%	11%	7%	13%	8%	8%	13%	9%	9%	9%	10%	10%	5%	24%	4%	4%	18%	4%	10%	4%	6%	11%	10%	8%	11%	8%	7%	7%	9%	40%	42%	8%	11%	15%

Since Joe Biden has stepped down from seeking the Democratic nomination for President and Kamala Harris has become the Democratic nominee, has that changed who you plan to vote for in the election for Congress?

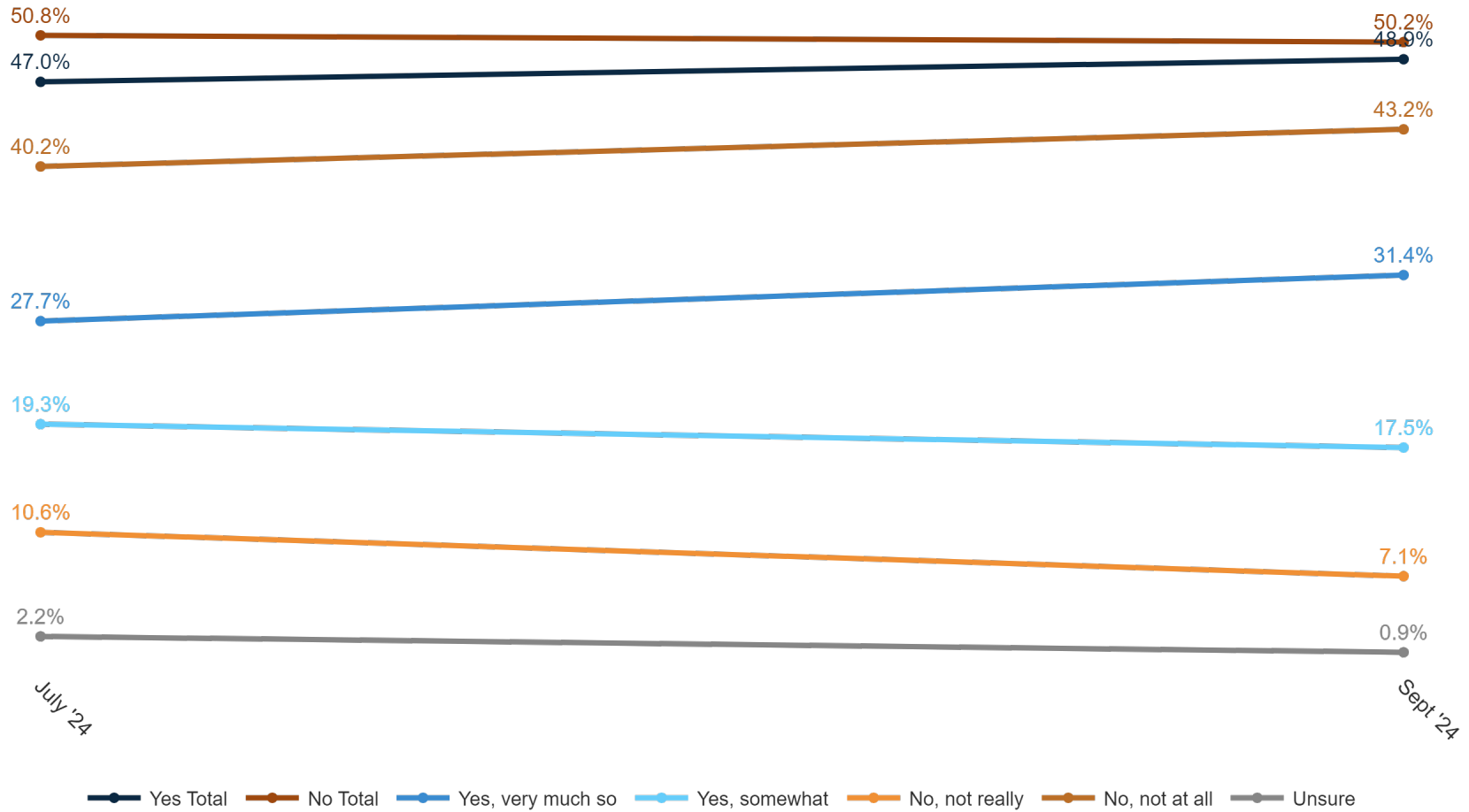
Biden Values Representation



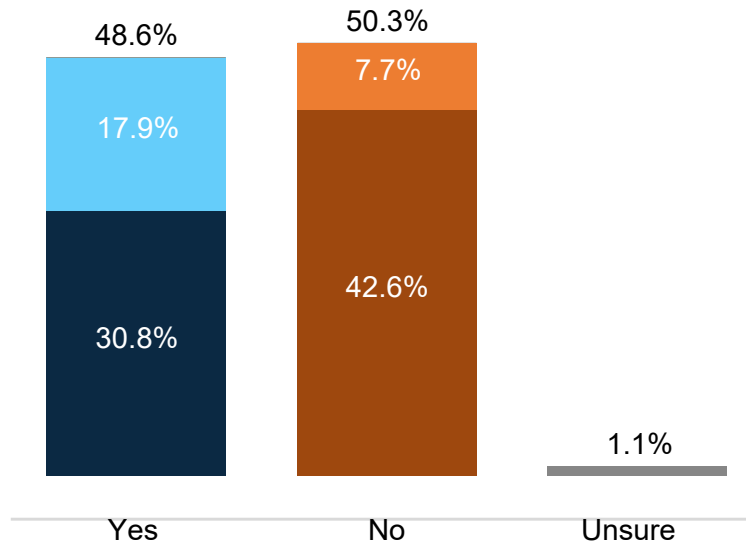
	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Interest Watcher	BHDisap	XGOP	TrumpD	NotDem	GOP Incumbent	Dem Incumbent	Open Seats
Yes Total	46%	34%	36%	52%	45%	51%	46%	34%	40%	63%	43%	53%	39%	49%	45%	48%	36%	6%	42%	87%	9%	49%	86%	44%	63%	53%	46%	43%	45%	47%	5%	86%	46%	47%	28%	36%	45%	44%	47%			
No Total	53%	65%	62%	46%	55%	46%	53%	65%	57%	36%	56%	46%	61%	49%	52%	51%	62%	93%	55%	12%	90%	49%	13%	55%	32%	47%	53%	55%	54%	52%	94%	12%	53%	52%	70%	58%	54%	55%	49%			
Yes, very much so	15%	14%	21%	15%	21%	32%	17%	15%	17%	28%	15%	14%	16%	26%	20%	22%	13%	2%	11%	43%	3%	17%	42%	19%	28%	21%	17%	17%	19%	21%	2%	38%	21%	21%	4%	4%	20%	17%	16%			
Yes, somewhat	31%	20%	15%	38%	23%	19%	29%	19%	23%	35%	28%	39%	23%	23%	25%	27%	23%	4%	31%	44%	6%	32%	44%	24%	35%	31%	29%	26%	26%	26%	3%	48%	24%	26%	24%	31%	25%	26%	31%			
No, not really	14%	9%	11%	17%	10%	7%	12%	11%	12%	13%	13%	15%	10%	11%	13%	12%	11%	10%	18%	9%	10%	16%	9%	10%	8%	17%	14%	12%	14%	10%	11%	8%	10%	11%	32%	28%	11%	13%	10%			
No, not at all	39%	57%	51%	28%	44%	39%	41%	54%	45%	24%	43%	31%	50%	38%	39%	39%	51%	83%	36%	4%	80%	33%	4%	45%	24%	30%	39%	43%	40%	42%	83%	4%	43%	41%	38%	29%	42%	43%	40%			
Unsure	1%	0%	2%	2%	1%	3%	2%	0%	2%	1%	1%	1%	1%	2%	3%	1%	2%	1%	3%	1%	0%	2%	1%	1%	6%	0%	1%	2%	1%	1%	0%	1%	1%	1%	2%	6%	1%	1%	3%			

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

Trend: Trump Values Representation



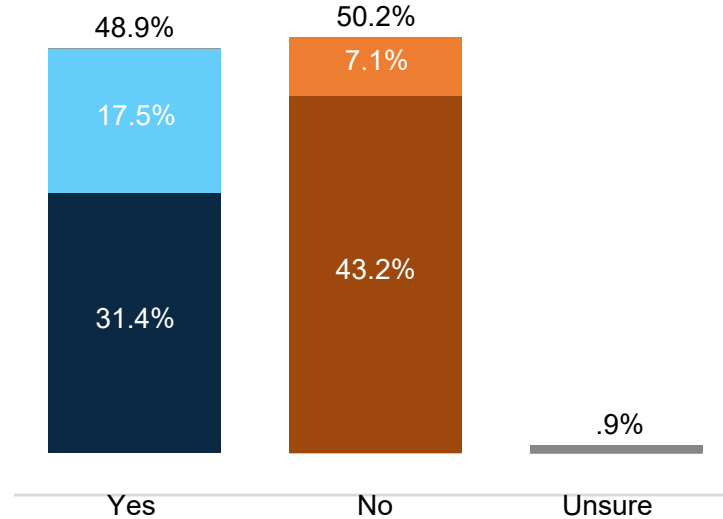
Harris Values Representation



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHD	Disap	XGOP	TrumpD	NotDem	Incumbent	Dem	Open Seats
Yes Total	47%	34%	40%	63%	48%	54%	47%	36%	49%	66%	44%	67%	40%	50%	51%	51%	42%	7%	48%	93%	11%	54%	91%	47%	65%	62%	50%	52%	50%	47%	7%	90%	48%	51%	51%	45%	49%	46%	54%			
No Total	53%	65%	59%	33%	51%	46%	53%	64%	49%	33%	55%	30%	60%	48%	47%	48%	58%	93%	49%	7%	89%	44%	8%	52%	32%	36%	49%	46%	48%	53%	92%	10%	51%	48%	45%	52%	50%	52%	45%			
Yes, very much so	23%	20%	28%	35%	34%	45%	27%	21%	32%	45%	22%	38%	23%	38%	32%	33%	25%	2%	21%	68%	5%	28%	68%	29%	43%	49%	31%	32%	34%	30%	2%	63%	34%	33%	20%	9%	32%	31%	26%			
Yes, somewhat	24%	14%	12%	28%	15%	9%	20%	15%	17%	21%	23%	29%	16%	13%	19%	18%	17%	5%	27%	25%	6%	26%	24%	18%	22%	13%	19%	20%	17%	17%	5%	27%	14%	18%	31%	35%	18%	16%	28%			
No, not really	11%	6%	9%	10%	6%	4%	7%	9%	7%	6%	10%	8%	8%	8%	9%	8%	6%	10%	12%	3%	7%	13%	3%	7%	10%	9%	11%	7%	9%	7%	8%	5%	6%	7%	21%	17%	7%	10%	7%			
No, not at all	41%	60%	50%	23%	45%	42%	45%	54%	41%	27%	46%	22%	53%	40%	38%	40%	51%	83%	37%	4%	82%	32%	5%	45%	22%	27%	38%	39%	39%	45%	84%	5%	45%	41%	24%	35%	43%	42%	39%			
Unsure	0%	0%	0%	4%	1%	0%	0%	0%	3%	0%	0%	3%	0%	1%	2%	1%	0%	0%	3%	0%	0%	2%	0%	1%	3%	2%	1%	2%	2%	0%	1%	0%	0%	1%	4%	3%	1%	2%	0%			

Do you feel that Kamala Harris represents your political views and values?

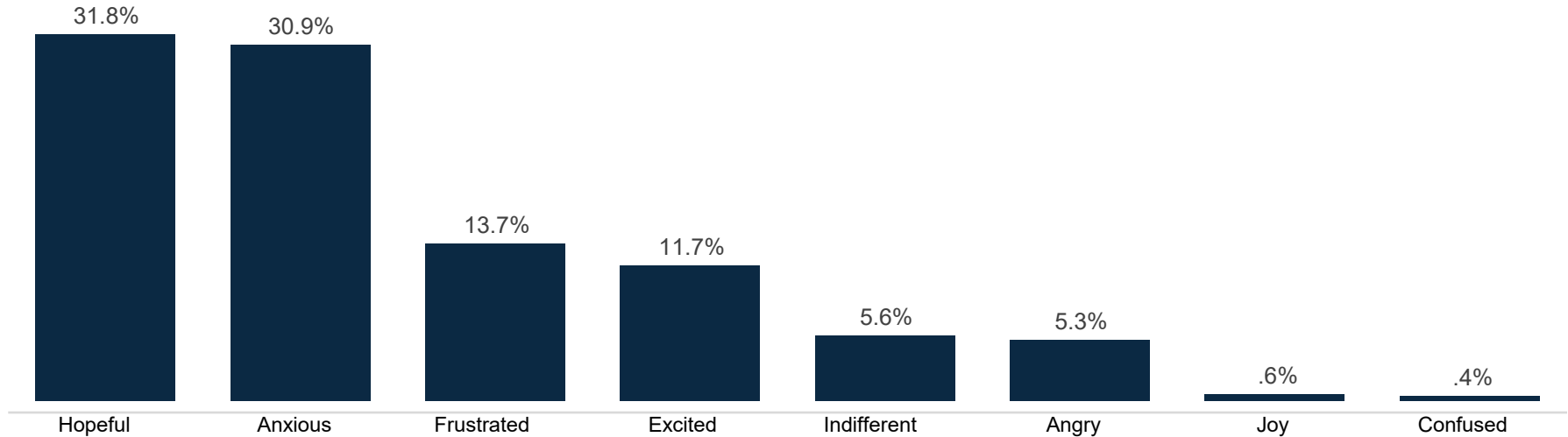
Trump Values Representation



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Yes Total	46%	60%	55%	39%	51%	45%	47%	59%	53%	32%	49%	38%	55%	47%	46%	45%	58%	91%	44%	8%	88%	41%	7%	50%	40%	37%	49%	50%	46%	48%	92%	9%	50%	47%	38%	20%	50%	48%	47%
No Total	53%	39%	44%	60%	49%	53%	53%	40%	45%	68%	50%	61%	44%	51%	53%	54%	41%	9%	53%	92%	12%	57%	93%	49%	60%	63%	50%	49%	53%	51%	6%	91%	49%	52%	59%	80%	50%	51%	53%
Yes, very much so	32%	34%	37%	17%	40%	34%	26%	40%	37%	17%	36%	18%	32%	33%	26%	29%	39%	69%	17%	3%	66%	17%	4%	33%	23%	25%	27%	35%	31%	27%	66%	2%	35%	31%	7%	7%	33%	29%	32%
Yes, somewhat	14%	26%	18%	22%	11%	11%	21%	19%	16%	14%	13%	19%	24%	14%	20%	16%	19%	22%	28%	5%	22%	24%	4%	17%	17%	12%	22%	15%	15%	21%	27%	6%	15%	16%	31%	13%	17%	19%	15%
No, not really	10%	8%	5%	11%	5%	1%	6%	9%	7%	6%	9%	10%	8%	5%	10%	6%	6%	5%	9%	8%	4%	11%	6%	6%	14%	14%	11%	8%	9%	5%	5%	9%	5%	7%	17%	22%	8%	7%	5%
No, not at all	43%	31%	39%	49%	44%	52%	47%	31%	38%	62%	41%	52%	36%	46%	43%	47%	35%	4%	44%	85%	7%	46%	87%	43%	45%	49%	39%	41%	44%	46%	2%	83%	44%	45%	42%	57%	42%	44%	48%
Unsure	1%	1%	1%	1%	0%	2%	0%	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%	0%	2%	0%	0%	2%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	3%	0%	1%	1%	0%

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

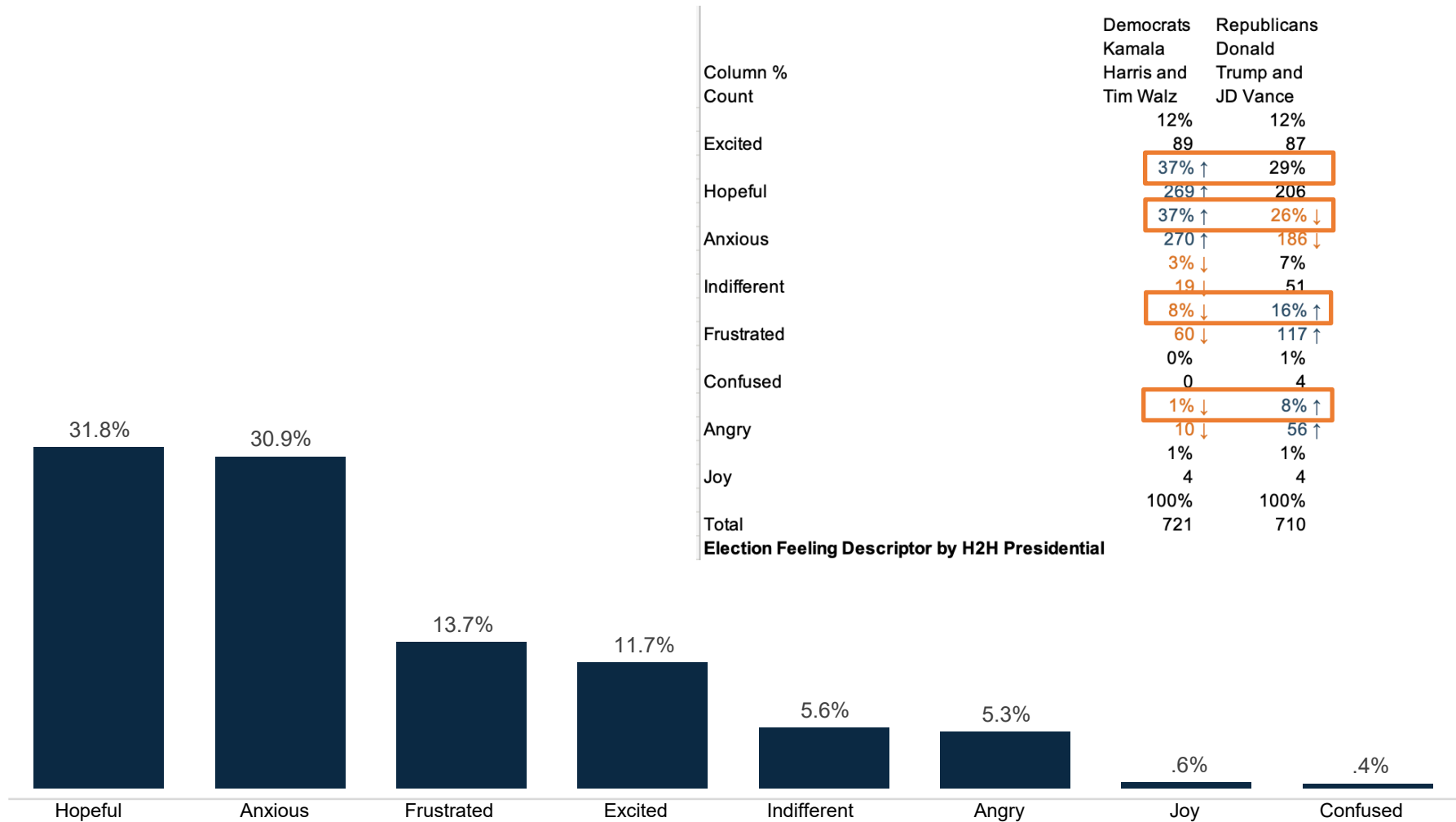
Election Feeling Descriptor



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDisapX	TrumpDNot	GOP Incumbent	Dem Incumbent	Open Seats
Hopeful	27%	27%	44%	20%	37%	46%	31%	31%	33%	31%	36%	27%	27%	33%	29%	32%	33%	32%	26%	36%	31%	30%	36%	33%	26%	31%	23%	34%	33%	28%	31%	36%	35%	33%	13%	20%	31%	32%	37%
Anxious	26%	24%	26%	42%	32%	33%	30%	22%	34%	39%	16%	42%	29%	35%	30%	32%	29%	26%	31%	36%	28%	30%	37%	32%	19%	32%	33%	30%	29%	34%	25%	37%	31%	32%	32%	24%	31%	30%	32%
Frustrated	17%	15%	11%	15%	12%	10%	17%	13%	11%	16%	17%	9%	14%	13%	10%	14%	16%	16%	21%	6%	15%	17%	7%	14%	7%	13%	15%	9%	14%	17%	16%	8%	12%	13%	30%	20%	13%	15%	13%
Excited	15%	15%	13%	11%	9%	7%	11%	17%	11%	7%	15%	10%	15%	10%	19%	10%	11%	14%	4%	15%	14%	7%	14%	10%	30%	16%	14%	13%	12%	10%	13%	13%	13%	12%	4%	7%	13%	11%	6%
Indifferent	7%	6%	2%	9%	6%	1%	2%	8%	6%	5%	10%	5%	4%	7%	5%	6%	5%	5%	9%	3%	3%	10%	3%	5%	12%	5%	8%	9%	5%	3%	7%	2%	3%	5%	10%	14%	5%	6%	7%
Angry	5%	13%	5%	1%	4%	3%	8%	8%	3%	2%	5%	4%	10%	2%	6%	5%	6%	7%	7%	2%	8%	5%	2%	5%	3%	1%	5%	3%	6%	6%	8%	3%	6%	5%	8%	14%	5%	5%	5%
Joy	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	3%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%
Confused	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%

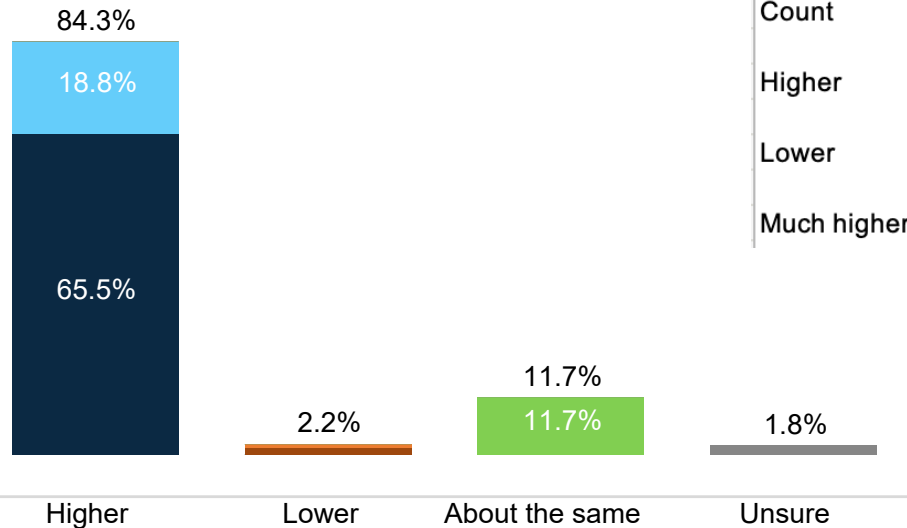
Which of the following best describes how you feel about the upcoming November general election?

Election Feeling Descriptor



Which of the following best describes how you feel about the upcoming November general election?

Election Stakes



Column %
Count

Higher

Lower

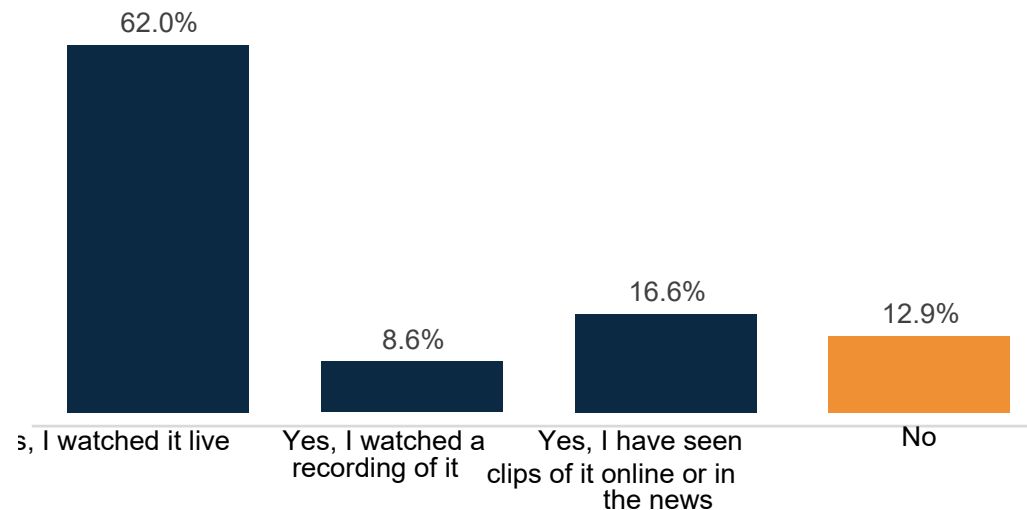
Much higher

Democrats Kamala Harris and Tim Walz	Republicans Donald Trump and JD Vance
88% ↑	84%
636 ↑	593
2%	2%
12	15
70% ↑	65%
501 ↑	462

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10	Debate Watcher	BHD	Disap	XGOP	TrumpD	NotDem	GOP	Incumbent	Dem	Incumbent	Open Seats
Higher Total	75%	85%	91%	77%	91%	93%	87%	80%	84%	89%	80%	85%	83%	86%	86%	86%	81%	85%	77%	89%	86%	77%	92%	85%	81%	81%	81%	79%	84%	88%	83%	89%	90%	86%	70%	71%	84%	84%	89%						
Lower Total	4%	2%	0%	3%	1%	1%	1%	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	2%	2%	3%	3%	1%	2%	6%	3%	2%	3%	2%	2%	2%	2%	1%	2%	5%	7%	2%	3%	0%							
Much higher	50%	68%	73%	53%	74%	83%	65%	61%	65%	73%	57%	57%	65%	72%	61%	67%	65%	67%	55%	71%	67%	56%	76%	68%	56%	58%	57%	59%	64%	70%	65%	71%	74%	68%	40%	43%	67%	62%	70%						
Somewhat higher	24%	17%	18%	24%	17%	10%	22%	18%	19%	16%	24%	28%	18%	13%	24%	18%	16%	18%	22%	18%	19%	21%	16%	17%	25%	23%	24%	20%	20%	18%	18%	18%	16%	18%	29%	27%	17%	22%	19%						
About the same	20%	13%	8%	13%	7%	5%	11%	17%	11%	7%	16%	10%	14%	10%	10%	11%	15%	11%	18%	7%	11%	19%	5%	12%	13%	11%	14%	15%	12%	10%	13%	8%	7%	11%	22%	22%	12%	11%	11%						
Somewhat lower	2%	0%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	6%	0%	1%	0%						
Much lower	2%	2%	0%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%	6%	1%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	2%	1%	0%							
Unsure	1%	0%	0%	7%	1%	1%	0%	0%	3%	3%	1%	3%	0%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	0%	5%	3%	3%	2%	1%	2%	1%	1%	1%	4%	0%	2%	2%	0%							

Do you feel that the stakes in this election are higher, lower, or about the same compared to previous elections?

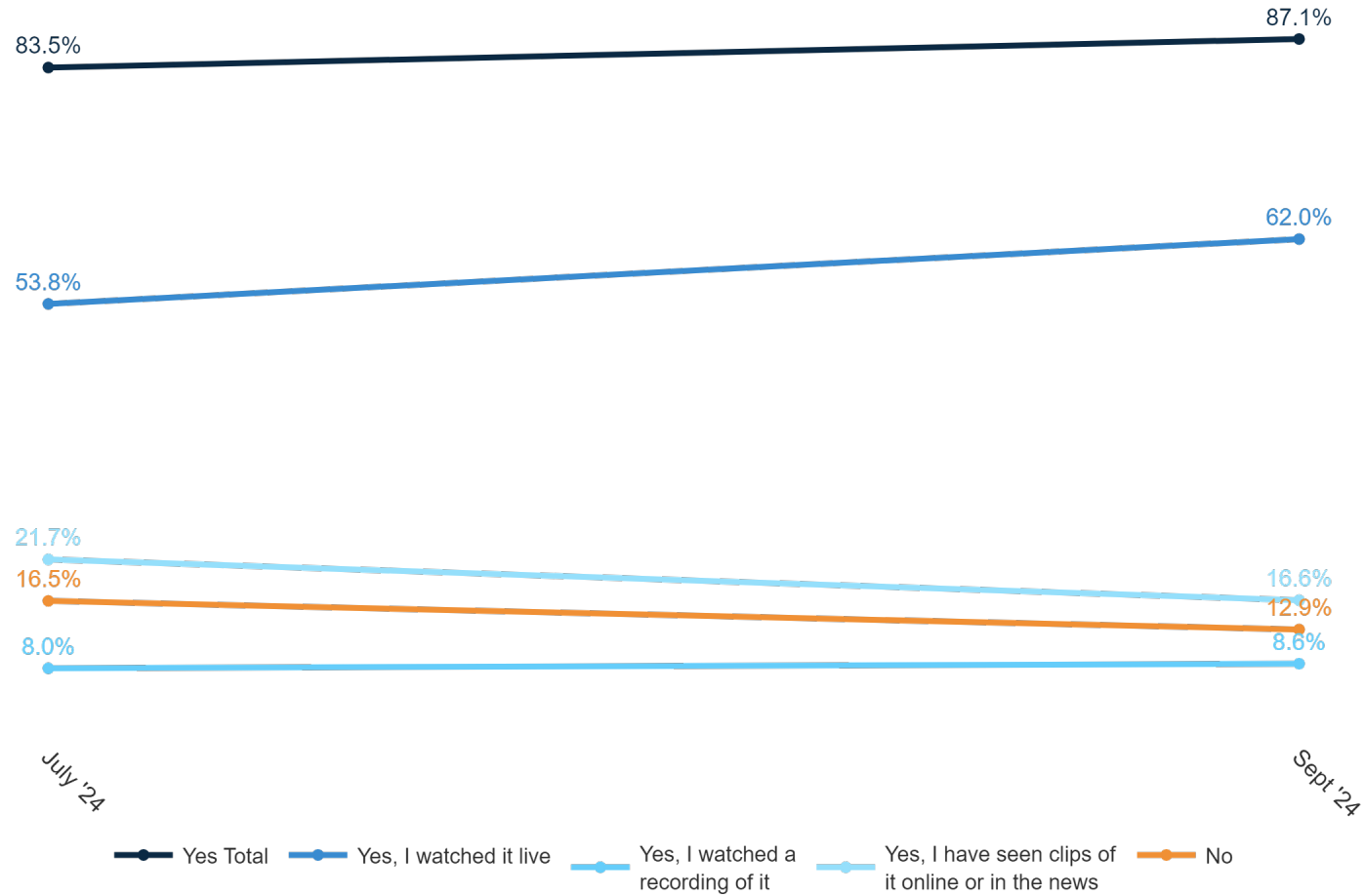
Debate Watch



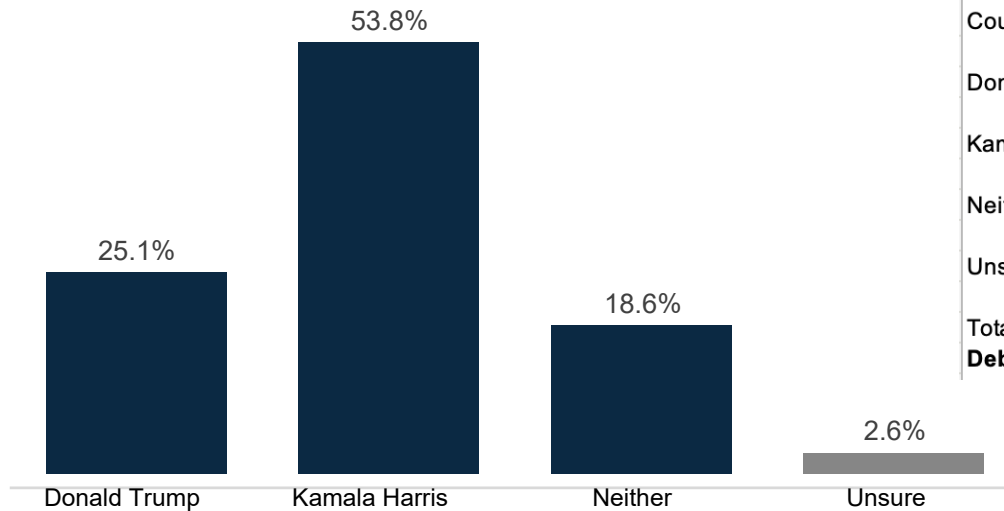
	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 BHD	DisapX	GOP	Incumbent	Dem	Open Seats
Yes Total	91%	89%	88%	84%	85%	87%	88%	90%	81%	90%	89%	88%	89%	86%	87%	89%	82%	85%	85%	93%	87%	84%	93%	86%	86%	92%	87%	83%	88%	90%	85%	91%	89%	79%	74%	88%	85%	88%	
Yes, I watched it live	59%	69%	74%	44%	62%	74%	66%	66%	51%	68%	59%	54%	69%	60%	61%	64%	58%	65%	55%	64%	66%	55%	66%	63%	50%	56%	55%	51%	61%	68%	64%	64%	67%	45%	43%	64%	60%	62%	
Yes, I watched a recording of it	14%	7%	4%	9%	10%	4%	9%	9%	9%	7%	10%	8%	9%	9%	11%	9%	7%	7%	10%	10%	7%	10%	9%	8%	11%	11%	11%	10%	7%	9%	8%	9%	8%	11%	15%	9%	8%	10%	
Yes, I have seen clips of it online or in the news	18%	12%	11%	30%	13%	9%	13%	15%	21%	16%	20%	25%	12%	17%	15%	17%	17%	13%	20%	19%	13%	18%	18%	14%	25%	25%	21%	21%	20%	13%	14%	19%	13%	23%	15%	16%	18%	16%	
No	9%	11%	12%	16%	15%	13%	12%	10%	19%	10%	11%	12%	11%	14%	13%	11%	18%	15%	15%	7%	13%	16%	7%	14%	14%	8%	13%	17%	12%	10%	15%	9%	11%	21%	26%	12%	15%	12%	

Did you watch Tuesday's presidential debate between Donald Trump and Kamala Harris?

Trend: Debate Watch



Debate Winner



Column %
Count

Donald Trump

Kamala Harris

Neither

Unsure

Total

Debate Winner by H2H Presidential

Democrats
Kamala
Harris and
Tim Walz

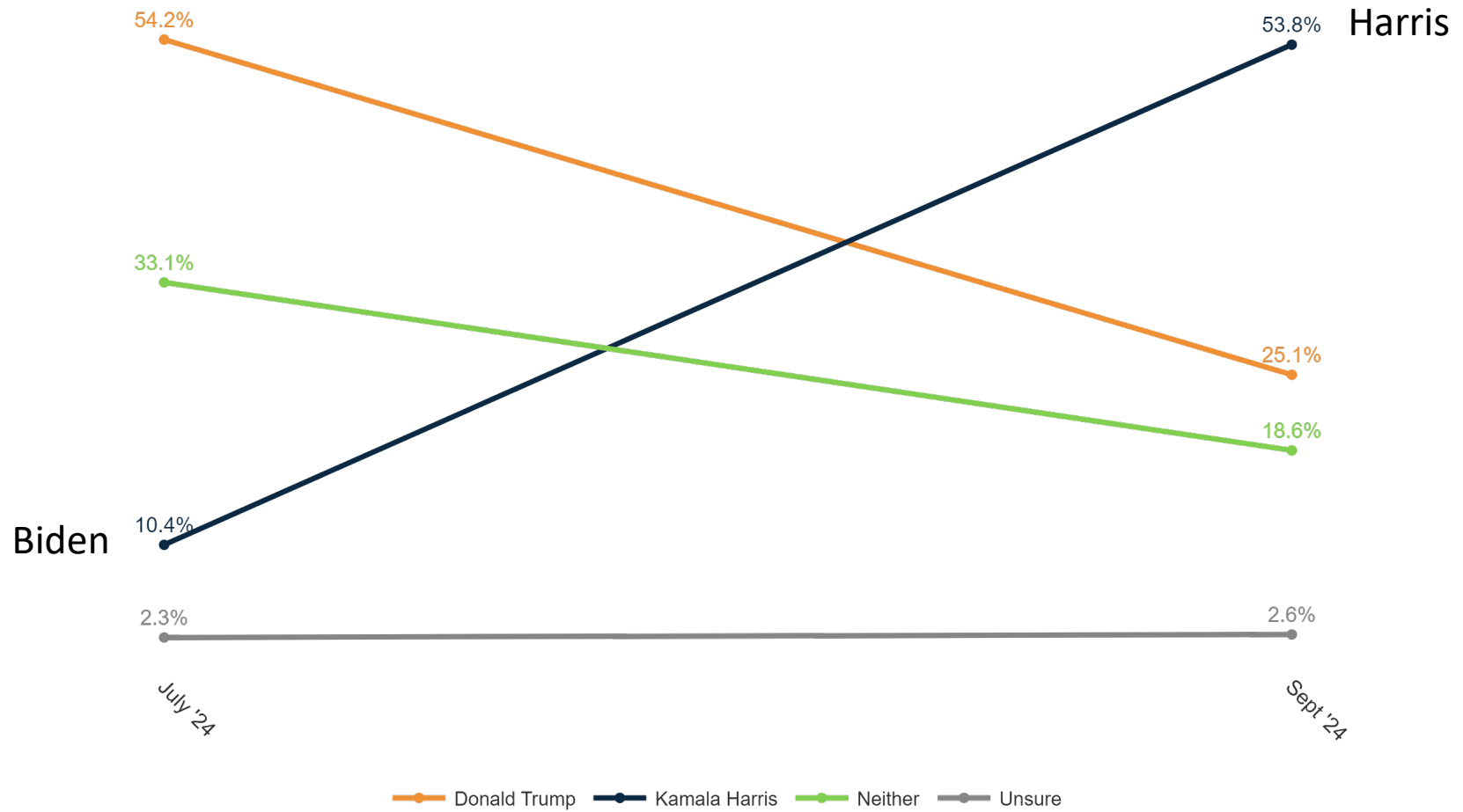
Republicans
Donald
Trump and
JD Vance

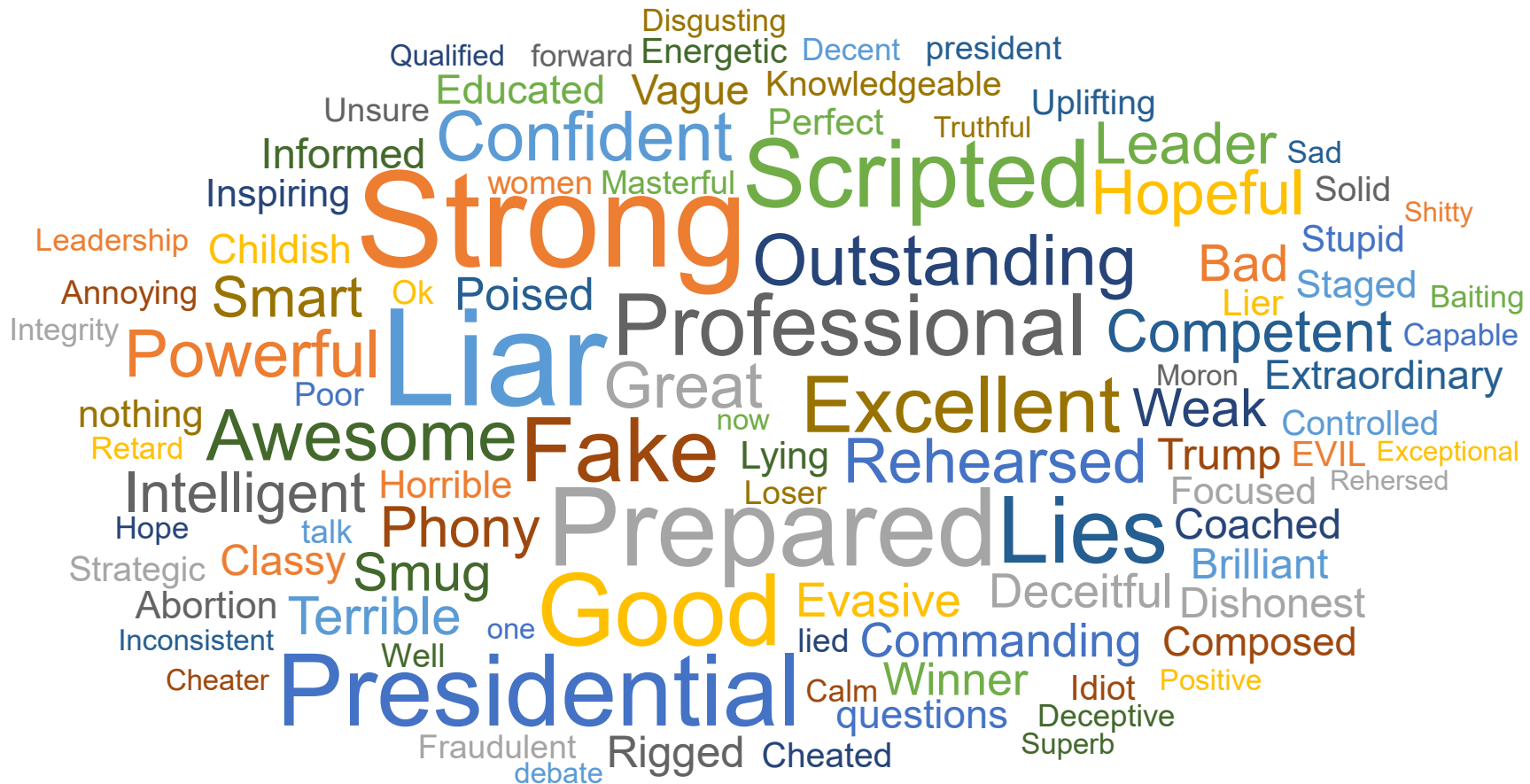
0% ↓	53% ↑
3 ↓	322 ↑
95% ↑	9% ↓
629 ↑	56 ↓
3% ↓	34% ↑
17 ↓	209 ↑
2%	3%
12	19
100%	100%
661	606

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Donald Trump	26%	29%	29%	21%	28%	16%	22%	32%	29%	14%	30%	20%	27%	25%	22%	24%	30%	54%	16%	3%	49%	19%	4%	25%	19%	28%	26%	35%	24%	18%	53%	2%	25%	25%	6%	15%	25%	26%	18%
Kamala Harris	59%	41%	48%	64%	49%	58%	59%	43%	50%	67%	54%	66%	48%	54%	56%	56%	46%	14%	52%	93%	18%	58%	93%	52%	72%	66%	55%	49%	56%	57%	10%	92%	54%	54%	58%	70%	54%	52%	56%
Neither	13%	28%	19%	11%	19%	22%	17%	23%	18%	16%	14%	9%	23%	19%	18%	18%	21%	28%	27%	3%	31%	19%	2%	21%	8%	6%	18%	11%	18%	23%	35%	4%	19%	19%	30%	11%	18%	19%	20%
Unsure	1%	1%	4%	3%	3%	3%	2%	2%	3%	3%	1%	5%	3%	2%	5%	2%	3%	4%	4%	1%	3%	4%	1%	3%	0%	1%	1%	5%	2%	2%	3%	1%	2%	3%	6%	4%	2%	2%	6%

Who do you think won the debate?

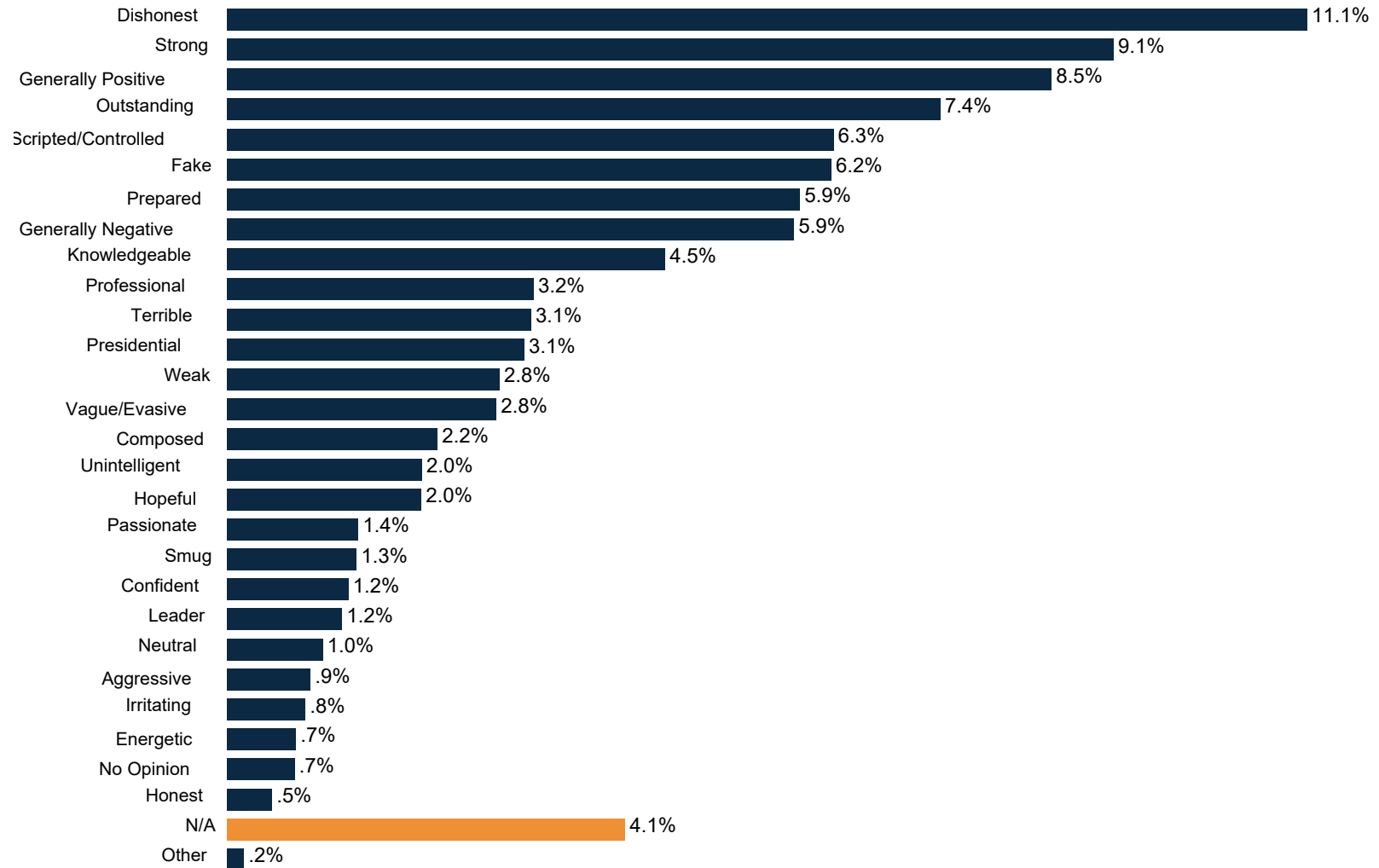
Trend: Debate Winner





In one word, what comes to mind when you think of Kamala Harris' debate performance?

Harris Debate Open End



In one word, what comes to mind when you think of Kamala Harris' debate performance?

Harris Debate Open End

		M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Dishonest	8%	16%	14%	5%	15%	11%	12%	13%	12%	8%	13%	6%	12%	11%	8%	11%	15%	25%	6%	0%	24%	6%	0%	12%	5%	7%	10%	9%	12%	11%	24%	1%	12%	11%	7%	7%	11%	11%	11%	
Strong	9%	6%	3%	14%	12%	9%	8%	5%	10%	14%	12%	14%	5%	11%	9%	10%	6%	1%	9%	17%	1%	8%	20%	8%	14%	15%	10%	8%	11%	9%	2%	16%	9%	9%	11%	3%	10%	9%	7%	
Generally Positive	11%	7%	7%	10%	6%	9%	5%	11%	10%	7%	8%	9%	9%	8%	9%	10%	5%	3%	9%	13%	4%	12%	11%	8%	12%	14%	9%	9%	12%	6%	3%	13%	7%	9%	8%	7%	9%	7%	13%	
Outstanding	6%	4%	8%	8%	6%	13%	8%	5%	6%	12%	3%	9%	7%	6%	7%	8%	5%	1%	3%	16%	1%	7%	15%	8%	9%	7%	5%	7%	8%	8%	0%	15%	8%	7%	5%	7%	8%	7%	6%	
Scripted/Controlled	7%	7%	9%	1%	8%	7%	6%	9%	6%	4%	6%	2%	8%	7%	4%	8%	4%	10%	8%	2%	11%	5%	2%	7%	3%	7%	6%	4%	5%	8%	12%	2%	7%	6%	4%	1%	6%	6%	10%	
Fake	4%	13%	6%	3%	5%	6%	8%	8%	6%	2%	4%	2%	9%	4%	5%	6%	8%	10%	9%	1%	10%	7%	1%	6%	0%	2%	6%	4%	6%	8%	12%	1%	7%	6%	2%	1%	7%	6%	0%	
Prepared	8%	6%	4%	5%	7%	6%	9%	4%	3%	10%	5%	4%	7%	7%	5%	6%	6%	3%	6%	9%	4%	7%	8%	7%	10%	3%	6%	3%	4%	10%	2%	10%	6%	6%	2%	15%	5%	6%	9%	
Generally Negative	5%	8%	6%	7%	5%	3%	5%	7%	6%	4%	4%	6%	8%	5%	7%	4%	9%	9%	7%	2%	9%	7%	2%	6%	1%	3%	6%	8%	5%	5%	10%	1%	6%	6%	11%	4%	6%	7%	1%	
Knowledgeable	5%	3%	3%	5%	4%	7%	5%	3%	5%	6%	9%	3%	2%	6%	5%	5%	4%	0%	7%	7%	1%	5%	8%	4%	0%	7%	5%	5%	4%	5%	0%	8%	4%	5%	5%	8%	3%	6%	7%	
Professional	2%	3%	3%	5%	3%	3%	2%	3%	5%	2%	3%	3%	2%	4%	5%	3%	3%	1%	2%	6%	1%	4%	5%	3%	7%	6%	4%	6%	2%	3%	1%	4%	3%	3%	4%	0%	3%	3%	3%	
Terrible	4%	3%	3%	4%	3%	1%	3%	3%	4%	2%	4%	3%	3%	3%	2%	3%	4%	7%	1%	1%	4%	3%	2%	3%	7%	2%	4%	4%	4%	2%	5%	1%	3%	3%	0%	6%	3%	3%	2%	
Presidential	1%	3%	3%	1%	5%	5%	4%	2%	3%	5%	1%	3%	3%	3%	5%	2%	3%	1%	2%	6%	1%	3%	6%	4%	3%	0%	2%	2%	3%	4%	0%	5%	3%	3%	2%	0%	3%	3%	2%	
Weak	4%	3%	5%	1%	3%	2%	3%	5%	2%	2%	3%	3%	4%	2%	5%	2%	4%	5%	3%	0%	6%	2%	0%	3%	0%	4%	2%	4%	2%	3%	6%	0%	3%	3%	1%	3%	3%	3%	1%	
Vague/Evasive	3%	3%	4%	2%	2%	3%	6%	2%	2%	3%	0%	3%	4%	2%	5%	3%	2%	5%	4%	0%	4%	4%	0%	3%	0%	3%	3%	2%	3%	3%	5%	1%	3%	3%	4%	2%	2%	3%	2%	
Composed	3%	0%	2%	4%	3%	0%	1%	2%	1%	4%	3%	4%	1%	3%	2%	2%	3%	0%	2%	4%	1%	2%	4%	2%	2%	3%	2%	2%	1%	3%	0%	4%	2%	2%	5%	4%	2%	2%	1%	
Unintelligent	3%	3%	2%	0%	2%	1%	2%	4%	1%	1%	1%	0%	4%	1%	1%	3%	1%	4%	1%	1%	3%	2%	1%	2%	0%	3%	3%	2%	2%	2%	3%	1%	2%	2%	0%	0%	1%	3%	4%	
Hopeful	0%	2%	3%	3%	2%	2%	2%	1%	2%	3%	1%	2%	2%	3%	1%	2%	3%	0%	3%	3%	1%	2%	3%	2%	0%	4%	2%	2%	2%	1%	0%	4%	2%	2%	1%	7%	2%	2%	2%	
Passionate	1%	1%	1%	3%	2%	1%	1%	1%	3%	0%	1%	4%	0%	2%	3%	1%	1%	0%	1%	2%	1%	1%	2%	1%	3%	0%	2%	1%	3%	0%	0%	2%	1%	1%	4%	1%	2%	1%	0%	
Smug	0%	1%	2%	2%	0%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	0%	2%	2%	0%	1%	0%	0%	1%	2%	1%	2%	3%	0%	1%	1%	2%	0%	2%	0%	4%		
Confident	1%	1%	0%	3%	2%	1%	0%	0%	1%	4%	1%	4%	0%	2%	3%	1%	0%	0%	2%	2%	0%	1%	2%	1%	3%	1%	1%	0%	2%	2%	0%	2%	1%	1%	3%	6%	1%	2%	1%	
Leader	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	0%	2%	1%	0%	0%	3%	0%	1%	3%	1%	2%	3%	2%	1%	2%	1%	0%	2%	1%	1%	0%	0%	1%	1%	1%	
Neutral	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	
Aggressive	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	0%	1%	0%	1%	1%	1%	2%	0%	0%	2%	0%	0%	1%	2%	0%	0%	1%	2%	0%	2%	0%	0%	1%	1%	1%	0%	1%	1%	0%
Irritating	2%	0%	0%	2%	0%	0%	0%	1%	1%	0%	0%	3%	1%	0%	0%	1%	1%	0%	3%	0%	1%	0%	0%	1%	0%	1%	2%	2%	0%	1%	1%	0%	0%	1%	6%	3%	0%	2%	0%	
Energetic	2%	0%	1%	0%	0%	1%	0%	2%	0%	1%	3%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	
No Opinion	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	1%	4%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	
Honest	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	5%	1%	0%	0%	
N/A	6%	2%	3%	7%	2%	3%	3%	5%	4%	4%	7%	6%	3%	3%	5%	3%	6%	6%	4%	2%	6%	5%	1%	4%	9%	3%	4%	6%	4%	3%	6%	2%	3%	4%	9%	3%	3%	4%	11%	
Other	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

In one word, what comes to mind when you think of Kamala Harris' debate performance?

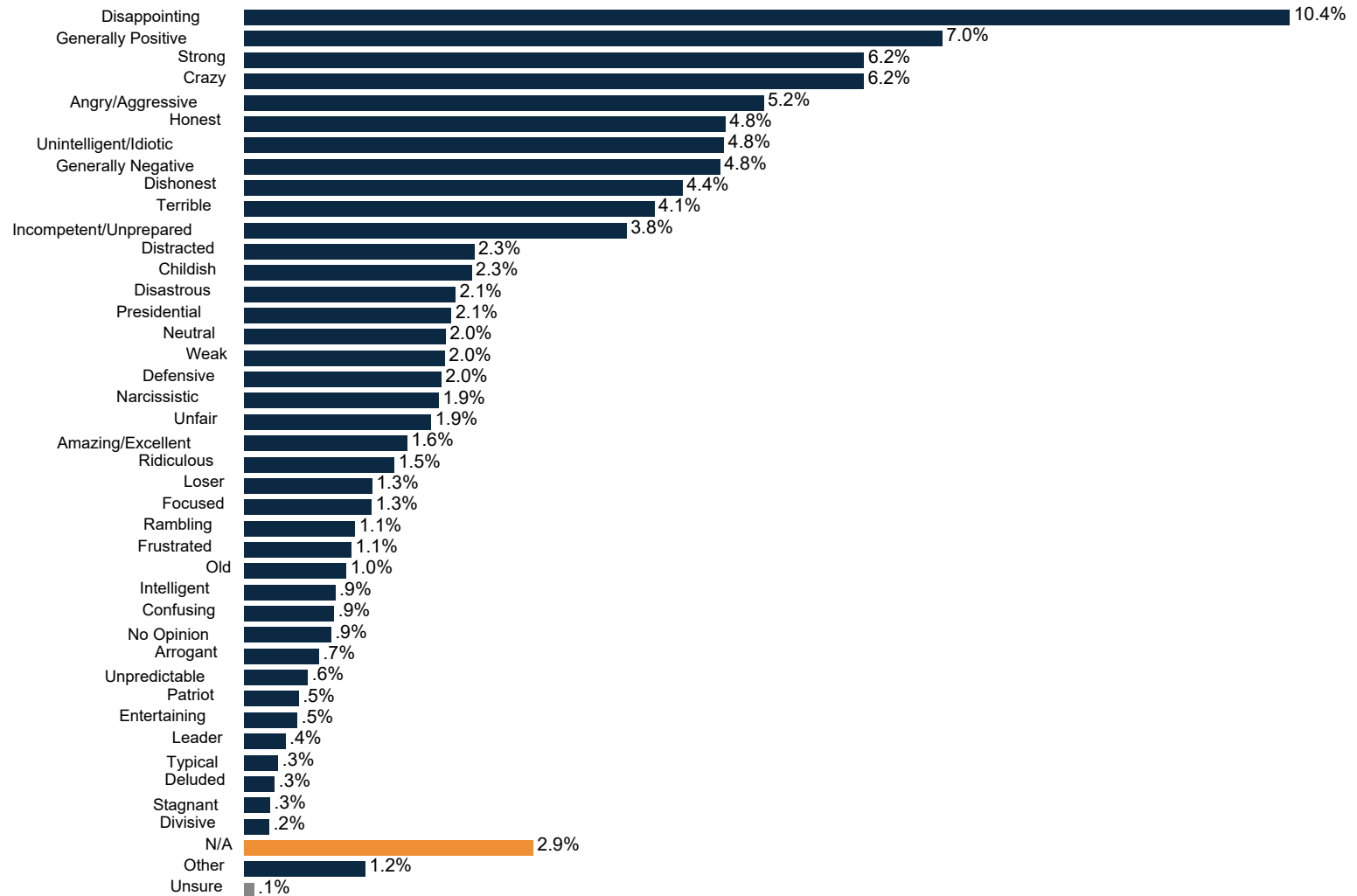


CYGNAL



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

Trump Debate Open End



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

Trump Debate Open End

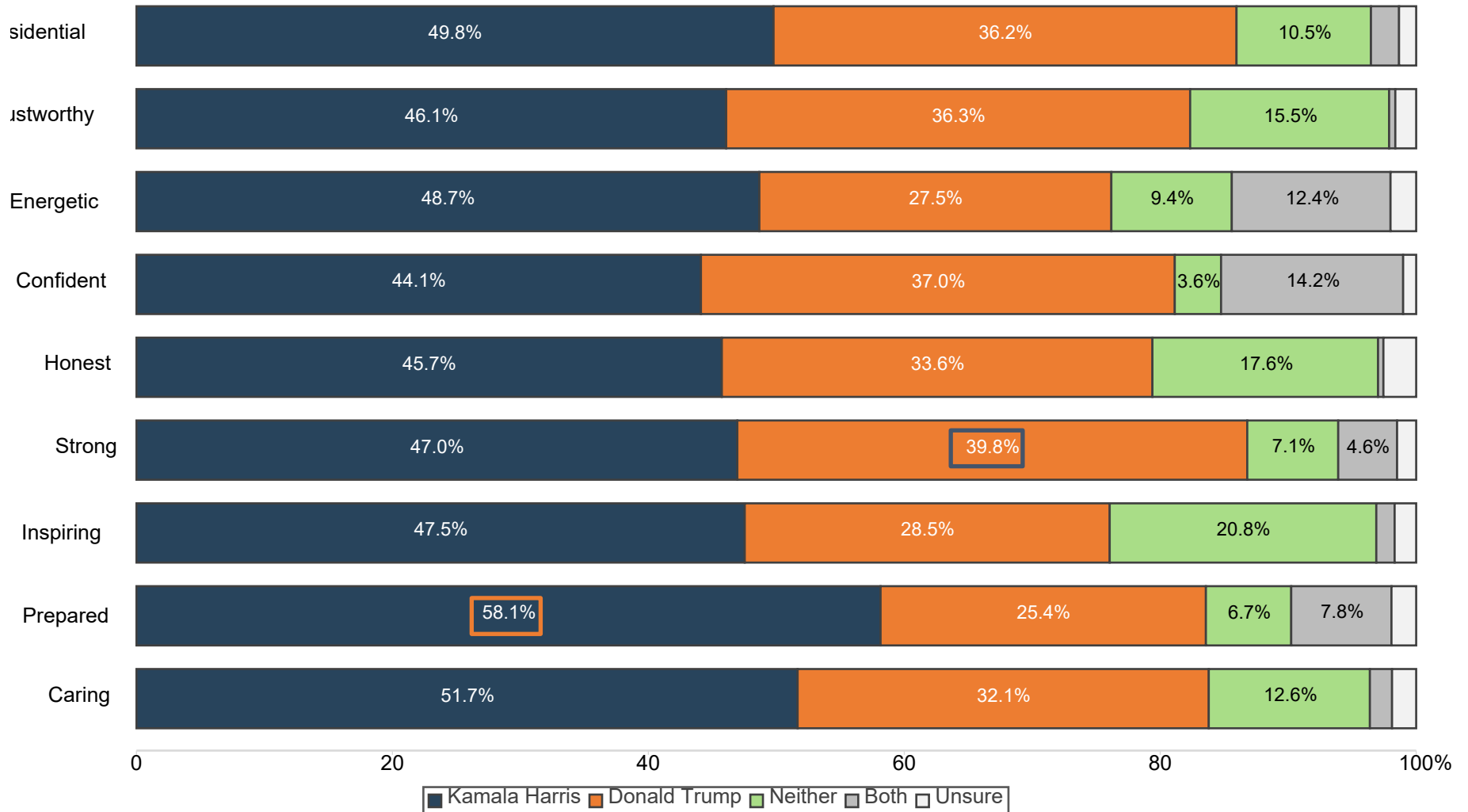
	M <44		M 45 - 64		M 65+		F <44		F 45 - 64		F 65+		M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Disappointing	11%	6%	16%	9%	9%	13%	11%	10%	9%	12%	11%	11%	10%	11%	10%	11%	10%	12%	9%	5%	9%	17%	4%	11%	18%	10%	12%	16%	10%	8%	14%	9%	4%	16%	10%	10%	12%	7%	11%	10%	7%				
Generally Positive	9%	8%	8%	7%	6%	3%	4%	11%	9%	3%	11%	7%	6%	6%	9%	5%	10%	14%	5%	1%	11%	7%	2%	7%	5%	5%	7%	13%	8%	3%	14%	0%	6%	7%	4%	7%	8%	5%	6%						
Strong	4%	10%	7%	5%	6%	6%	5%	9%	7%	3%	5%	6%	8%	6%	6%	6%	7%	13%	5%	0%	12%	5%	1%	7%	5%	5%	5%	7%	6%	5%	13%	1%	6%	6%	3%	3%	7%	6%	4%						
Crazy	8%	6%	4%	6%	6%	6%	9%	5%	3%	10%	10%	6%	6%	5%	6%	4%	7%	6%	7%	11%	2%	5%	13%	7%	0%	6%	6%	3%	4%	9%	0%	12%	7%	6%	6%	11%	7%	5%	8%						
Angry/Aggressive	4%	5%	6%	4%	4%	9%	5%	5%	5%	5%	1%	4%	6%	5%	6%	4%	7%	6%	7%	4%	7%	5%	3%	6%	3%	2%	5%	2%	5%	7%	6%	4%	6%	5%	7%	8%	5%	5%	10%						
Honest	5%	7%	6%	1%	7%	3%	4%	7%	6%	1%	4%	2%	6%	5%	3%	6%	4%	10%	4%	0%	10%	4%	0%	5%	5%	3%	5%	5%	6%	4%	10%	1%	5%	5%	2%	0%	5%	5%	4%						
Unintelligent/Idiotic	5%	3%	3%	6%	4%	7%	4%	4%	7%	4%	3%	5%	5%	6%	6%	5%	4%	1%	6%	8%	2%	6%	7%	4%	8%	7%	5%	8%	5%	3%	1%	8%	5%	5%	7%	4%	4%	6%	5%						
Generally Negative	4%	5%	6%	4%	6%	4%	6%	3%	3%	7%	4%	5%	4%	4%	9%	3%	5%	3%	6%	3%	5%	3%	6%	6%	3%	6%	6%	5%	7%	4%	4%	3%	6%	4%	3%	7%	5%	5%	8%	5%	4%	4%			
Dishonest	3%	3%	4%	5%	4%	8%	5%	2%	5%	6%	2%	3%	4%	5%	3%	6%	3%	1%	4%	8%	1%	6%	7%	5%	11%	1%	3%	5%	3%	5%	1%	8%	5%	4%	2%	11%	5%	3%	5%						
Terrible	3%	5%	2%	6%	3%	4%	3%	4%	6%	3%	2%	9%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	5%	0%	3%	9%	1%	4%	8%	4%	6%	7%	6%	4%	5%	4%	4%	7%	1%	4%	4%	3%			
Incompetent/Unprepared	3%	6%	1%	5%	5%	1%	3%	4%	5%	3%	3%	5%	4%	4%	2%	5%	3%	4%	4%	4%	4%	4%	4%	5%	3%	4%	5%	5%	4%	3%	3%	5%	3%	4%	4%	4%	4%	2%	1%	4%	4%	5%			
Distracted	4%	1%	2%	1%	1%	5%	2%	3%	0%	5%	3%	1%	2%	3%	1%	3%	3%	3%	2%	2%	3%	1%	2%	3%	1%	2%	3%	0%	1%	1%	1%	1%	2%	4%	3%	2%	2%	2%	1%	0%	2%	3%	4%		
Childish	3%	1%	2%	3%	3%	1%	2%	2%	3%	2%	1%	5%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	0%	3%	4%	1%	2%	3%	2%	2%	3%	2%	2%	1%	3%	2%	2%	5%	4%	2%	2%	2%			
Disastrous	3%	1%	3%	4%	0%	1%	3%	2%	2%	2%	5%	3%	2%	2%	1%	3%	2%	0%	3%	4%	1%	2%	4%	2%	3%	0%	2%	3%	1%	3%	0%	2%	3%	1%	3%	0%	4%	2%	2%	1%	2%	2%	7%		
Presidential	0%	2%	2%	3%	4%	1%	3%	0%	3%	2%	0%	0%	2%	4%	0%	3%	2%	5%	1%	1%	5%	1%	1%	5%	1%	1%	1%	0%	4%	3%	2%	2%	2%	4%	0%	2%	2%	1%	0%	2%	3%	0%			
Neutral	2%	1%	3%	2%	1%	3%	1%	2%	1%	4%	3%	1%	1%	3%	3%	1%	3%	3%	2%	1%	4%	1%	0%	2%	4%	2%	2%	3%	1%	2%	3%	1%	2%	2%	1%	0%	3%	2%	0%						
Weak	0%	1%	1%	4%	4%	1%	1%	1%	2%	5%	1%	2%	1%	2%	1%	3%	2%	1%	2%	3%	0%	2%	3%	0%	2%	4%	2%	3%	4%	3%	1%	4%	1%	3%	1%	2%	1%	0%	2%	3%	0%				
Defensive	1%	2%	2%	2%	3%	3%	3%	1%	2%	2%	2%	2%	1%	3%	1%	2%	2%	3%	1%	2%	3%	1%	2%	1%	3%	2%	0%	0%	1%	1%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	3%			
Narcissistic	2%	3%	1%	2%	3%	0%	1%	3%	1%	3%	2%	1%	2%	3%	3%	2%	2%	1%	4%	1%	2%	3%	2%	2%	0%	1%	3%	2%	2%	0%	1%	3%	2%	1%	3%	2%	2%	1%	2%	6%	13%	1%	3%	3%	
Unfair	2%	1%	2%	1%	3%	3%	2%	1%	2%	2%	2%	0%	2%	2%	3%	1%	2%	4%	1%	0%	5%	0%	0%	2%	1%	4%	2%	2%	1%	4%	2%	2%	1%	2%	4%	0%	2%	2%	1%	0%	2%	2%	3%		
Amazing/Excellent	1%	3%	1%	2%	2%	0%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	3%	3%	1%	0%	3%	1%	0%	2%	1%	2%	2%	2%	1%	1%	3%	0%	2%	2%	2%	0%	2%	1%	1%		
Ridiculous	0%	0%	0%	6%	1%	0%	0%	0%	4%	2%	0%	7%	0%	2%	0%	2%	0%	1%	0%	1%	3%	0%	1%	4%	1%	0%	8%	2%	1%	3%	1%	0%	2%	1%	1%	6%	0%	2%	1%	0%					
Loser	2%	1%	1%	0%	1%	3%	3%	1%	1%	1%	0%	0%	2%	1%	0%	2%	1%	0%	2%	0%	2%	1%	0%	1%	2%	0%	2%	2%	0%	0%	0%	1%	1%	2%	0%	2%	1%	1%	0%	0%	1%	2%	1%		
Focused	1%	1%	2%	0%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	0%	2%	0%	0%	1%	2%	1%	1%	1%	1%	0%	0%	1%	2%	0%				
Rambling	3%	1%	1%	1%	1%	1%	3%	1%	0%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	3%	1%	1%	0%			
Frustrated	1%	3%	1%	0%	1%	1%	1%	2%	1%	1%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%	2%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	2%			
Old	1%	1%	1%	0%	1%	2%	1%	1%	1%	2%	1%	0%	0%	2%	1%	1%	0%	0%	2%	1%	1%	0%	0%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	3%	1%	2%	0%		
Intelligent	2%	1%	0%	0%	1%	1%	2%	1%	1%	1%	3%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	0%		
Confusing	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%	1%	0%	1%	0%	0%	2%	0%	2%	1%	1%	1%	1%	1%	2%			
No Opinion	2%	0%	0%	2%	0%	0%	0%	1%	1%	0%	3%	1%	0%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	3%	3%	1%	2%	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%		
Arrogant	1%	0%	1%	0%	1%	2%	1%	1%	1%	0%	0%	1%	1%	1%	2%	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	
Unpredictable	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%		
Patriot	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	2%	0%	1%	0%	0%	2%	0%	1%	1%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	
Entertaining	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	
Leader	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	
Typical	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Deluded	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%		
Stagnant	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	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%	1%	1%	0%	0%	0%		
Divisive	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	
N/A	2%	2%	7%	4%	2%	1%	2%	4%	3%	2%	2%	4%	4%	2%	3%	3%	3%	4%	4%	2%	3%	4%	2%	3%	4%	2%	3%	6%	0%	2%	4%	3%	2%</												

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



CYGNAL

Word Association



Thinking back to Tuesday's presidential debate, please select if you would associate Kamala Harris or Donald Trump to the words below based on their debate performance.

Word Association - Harris

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural		Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+		Trump '20	Biden '20	High Interest	10 Debate	Watcher	BHDisap	XGOP	TrumpD	NotDem	Incumbent	Open Seats
Presidential	51%	34%	45%	59%	50%	59%	52%	38%	47%	68%	49%	62%	41%	53%	51%	52%	44%	6%	49%	93%	12%	54%	92%	48%	69%	63%	49%	47%	53%	52%	4%	92%	50%	50%	52%	49%	50%	49%	54%				
Trustworthy	44%	34%	42%	53%	47%	58%	47%	34%	45%	63%	42%	58%	38%	50%	48%	49%	39%	4%	43%	89%	8%	51%	87%	45%	64%	59%	46%	44%	48%	48%	3%	88%	48%	46%	45%	38%	47%	43%	53%				
Energetic	51%	36%	44%	54%	50%	57%	49%	41%	48%	60%	50%	59%	41%	50%	50%	50%	45%	12%	47%	85%	15%	54%	84%	47%	64%	61%	49%	48%	52%	49%	9%	85%	49%	49%	55%	52%	49%	48%	53%				
Confident	48%	31%	43%	48%	43%	54%	46%	36%	42%	56%	46%	54%	37%	44%	46%	46%	39%	7%	41%	82%	11%	49%	78%	42%	63%	57%	43%	42%	48%	44%	5%	81%	45%	44%	43%	44%	45%	42%	50%				
Honest	47%	34%	40%	50%	45%	58%	47%	36%	43%	60%	45%	53%	39%	50%	45%	49%	40%	4%	44%	87%	8%	51%	86%	45%	64%	56%	46%	45%	47%	48%	3%	86%	47%	46%	44%	39%	46%	44%	52%				
Strong	49%	32%	43%	55%	47%	56%	48%	36%	44%	64%	47%	57%	39%	50%	47%	50%	39%	5%	44%	89%	8%	51%	90%	45%	64%	61%	47%	45%	51%	47%	3%	87%	48%	47%	46%	42%	48%	45%	52%				
Inspiring	46%	33%	39%	62%	46%	56%	46%	35%	48%	64%	45%	65%	38%	51%	50%	50%	40%	7%	46%	88%	11%	52%	87%	46%	65%	61%	48%	48%	52%	46%	6%	86%	48%	48%	54%	46%	48%	47%	48%				
Prepared	61%	47%	59%	61%	55%	69%	64%	48%	51%	74%	58%	64%	55%	59%	53%	62%	52%	24%	59%	92%	29%	60%	92%	57%	70%	65%	56%	50%	60%	63%	20%	92%	59%	58%	61%	70%	58%	57%	65%				
Caring	54%	35%	45%	64%	50%	59%	51%	41%	50%	68%	51%	67%	43%	53%	56%	54%	43%	9%	52%	92%	12%	59%	92%	50%	73%	66%	52%	50%	57%	51%	7%	93%	51%	52%	60%	54%	52%	50%	57%				

Thinking back to Tuesday's presidential debate, please select if you would associate Kamala Harris or Donald Trump to the words below based on their debate performance.

Word Association - Trump

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Watchers BHD	Disap	XGOP	TrumpD	NotDem	GOP Incumbent	Dem Incumbent	Open Seats
Presidential	35%	49%	34%	27%	42%	28%	30%	48%	41%	21%	42%	25%	38%	35%	33%	34%	42%	74%	29%	4%	69%	28%	6%	37%	25%	31%	36%	42%	34%	32%	74%	4%	37%	36%	18%	19%	37%	37%	28%			
Trustworthy	37%	47%	40%	26%	39%	30%	33%	48%	41%	19%	42%	23%	40%	36%	32%	34%	45%	76%	29%	3%	72%	27%	5%	38%	23%	30%	35%	40%	34%	34%	75%	3%	38%	36%	10%	15%	37%	36%	31%			
Energetic	28%	37%	26%	22%	29%	21%	22%	37%	32%	14%	34%	20%	30%	27%	28%	25%	32%	57%	21%	3%	51%	23%	5%	28%	9%	26%	26%	34%	26%	24%	56%	3%	28%	28%	12%	20%	29%	26%	25%			
Confident	37%	50%	33%	30%	39%	30%	33%	46%	40%	23%	40%	27%	41%	36%	35%	34%	44%	74%	33%	5%	68%	31%	7%	38%	19%	36%	38%	41%	36%	34%	74%	4%	38%	37%	20%	28%	38%	38%	31%			
Honest	33%	43%	33%	24%	39%	30%	30%	42%	39%	19%	40%	20%	34%	35%	29%	32%	41%	72%	23%	3%	67%	24%	5%	35%	24%	28%	32%	37%	33%	30%	71%	3%	36%	34%	8%	11%	35%	33%	31%			
Strong	41%	54%	41%	28%	42%	33%	39%	50%	41%	25%	42%	25%	46%	39%	39%	37%	47%	80%	34%	5%	76%	32%	6%	41%	23%	33%	39%	43%	37%	38%	81%	4%	41%	40%	18%	20%	40%	41%	33%			
Inspiring	28%	40%	29%	19%	32%	23%	24%	38%	32%	15%	34%	17%	31%	28%	26%	27%	34%	64%	14%	3%	56%	21%	4%	29%	14%	25%	28%	35%	27%	25%	61%	2%	30%	29%	6%	11%	30%	27%	24%			
Prepared	25%	34%	23%	23%	27%	17%	20%	33%	30%	13%	30%	21%	27%	26%	27%	22%	31%	51%	19%	4%	45%	23%	5%	26%	16%	24%	28%	33%	26%	19%	53%	2%	26%	25%	12%	7%	26%	26%	18%			
Caring	30%	42%	37%	23%	38%	26%	30%	40%	37%	17%	34%	20%	35%	34%	27%	30%	41%	68%	24%	3%	64%	22%	5%	33%	18%	26%	31%	37%	29%	30%	67%	3%	34%	32%	9%	11%	34%	31%	25%			

Thinking back to Tuesday's presidential debate, please select if you would associate Kamala Harris or Donald Trump to the words below based on their debate performance.

Word Association - Neither

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Presidential	11%	16%	15%	9%	4%	10%	16%	12%	8%	7%	7%	10%	18%	7%	12%	10%	10%	15%	19%	1%	15%	14%	1%	12%	1%	3%	10%	8%	10%	13%	17%	2%	10%	11%	23%	28%	10%	11%	13%
Trustworthy	15%	18%	15%	20%	11%	11%	18%	15%	13%	16%	10%	19%	20%	12%	19%	16%	13%	17%	26%	7%	18%	19%	7%	15%	10%	10%	17%	12%	15%	17%	20%	7%	13%	16%	42%	44%	14%	18%	14%
Energetic	8%	9%	9%	11%	12%	7%	9%	8%	10%	9%	5%	10%	11%	11%	11%	9%	8%	13%	16%	2%	14%	9%	2%	9%	9%	8%	11%	8%	8%	11%	16%	2%	9%	9%	17%	19%	9%	11%	7%
Confident	2%	3%	7%	5%	3%	2%	4%	3%	5%	2%	2%	3%	5%	4%	6%	3%	3%	4%	7%	1%	5%	5%	1%	3%	0%	2%	4%	4%	4%	4%	5%	1%	3%	4%	10%	11%	3%	4%	5%
Honest	17%	22%	21%	22%	11%	12%	21%	20%	14%	18%	12%	21%	24%	12%	22%	17%	15%	20%	29%	8%	21%	21%	9%	17%	10%	14%	19%	14%	17%	20%	23%	8%	15%	18%	42%	49%	17%	20%	14%
Strong	7%	9%	11%	7%	4%	5%	9%	9%	6%	5%	5%	5%	11%	5%	9%	7%	6%	8%	12%	3%	10%	8%	2%	8%	3%	1%	9%	5%	6%	9%	9%	3%	6%	7%	18%	26%	7%	7%	12%
Inspiring	24%	26%	28%	15%	16%	19%	30%	23%	14%	19%	18%	13%	29%	17%	21%	20%	22%	25%	37%	7%	29%	23%	7%	22%	16%	11%	21%	13%	17%	27%	29%	10%	20%	21%	39%	41%	20%	21%	27%
Prepared	6%	9%	5%	8%	8%	3%	5%	8%	8%	5%	5%	6%	8%	7%	9%	7%	5%	9%	12%	0%	9%	9%	0%	7%	1%	2%	8%	6%	5%	8%	10%	1%	6%	7%	16%	13%	6%	7%	9%
Caring	14%	20%	12%	12%	7%	10%	14%	17%	9%	11%	12%	12%	18%	9%	14%	13%	11%	17%	19%	4%	18%	15%	2%	13%	8%	6%	14%	10%	10%	16%	19%	3%	11%	13%	27%	34%	11%	15%	14%

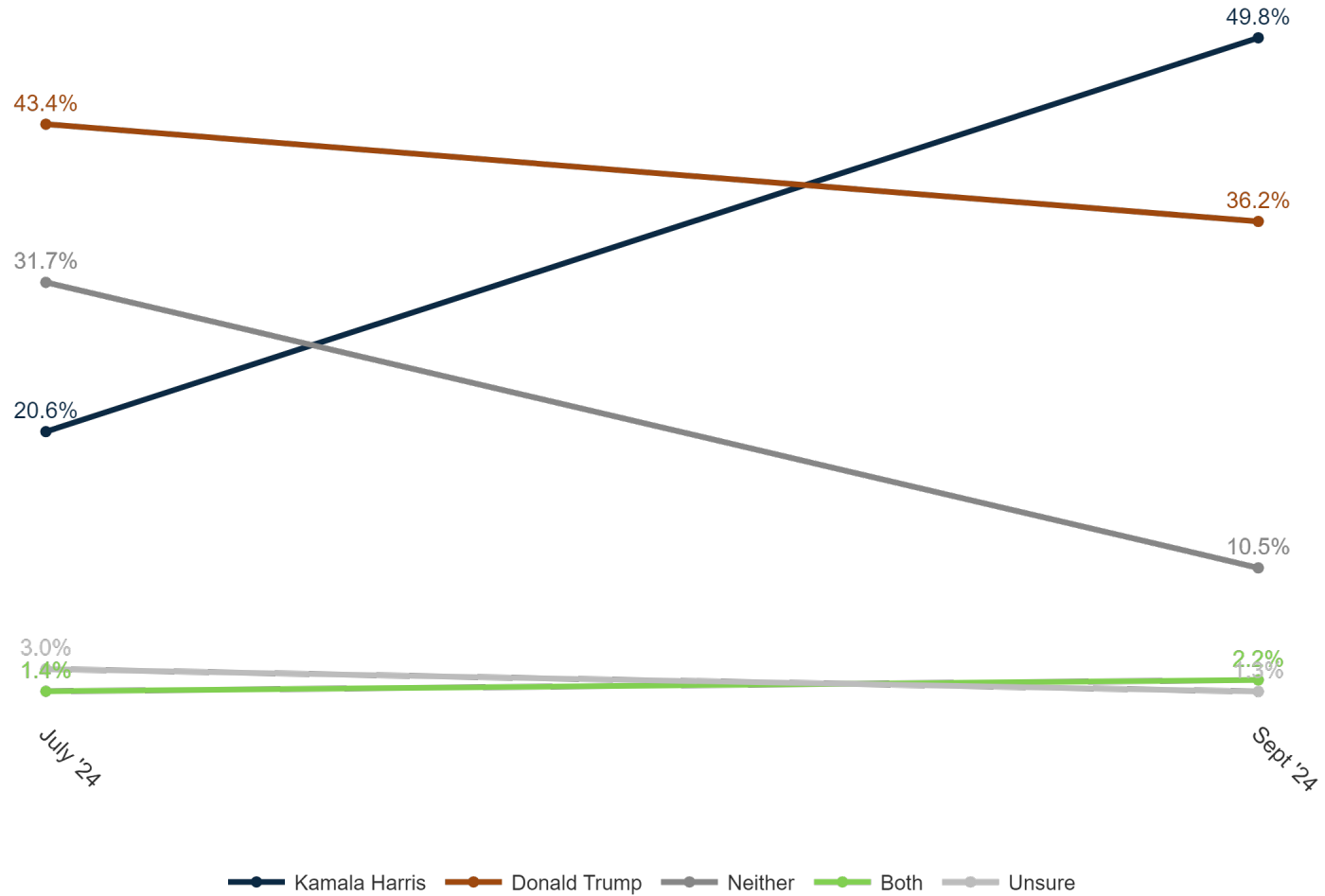
Thinking back to Tuesday's presidential debate, please select if you would associate Kamala Harris or Donald Trump to the words below based on their debate performance.

Word Association - Both

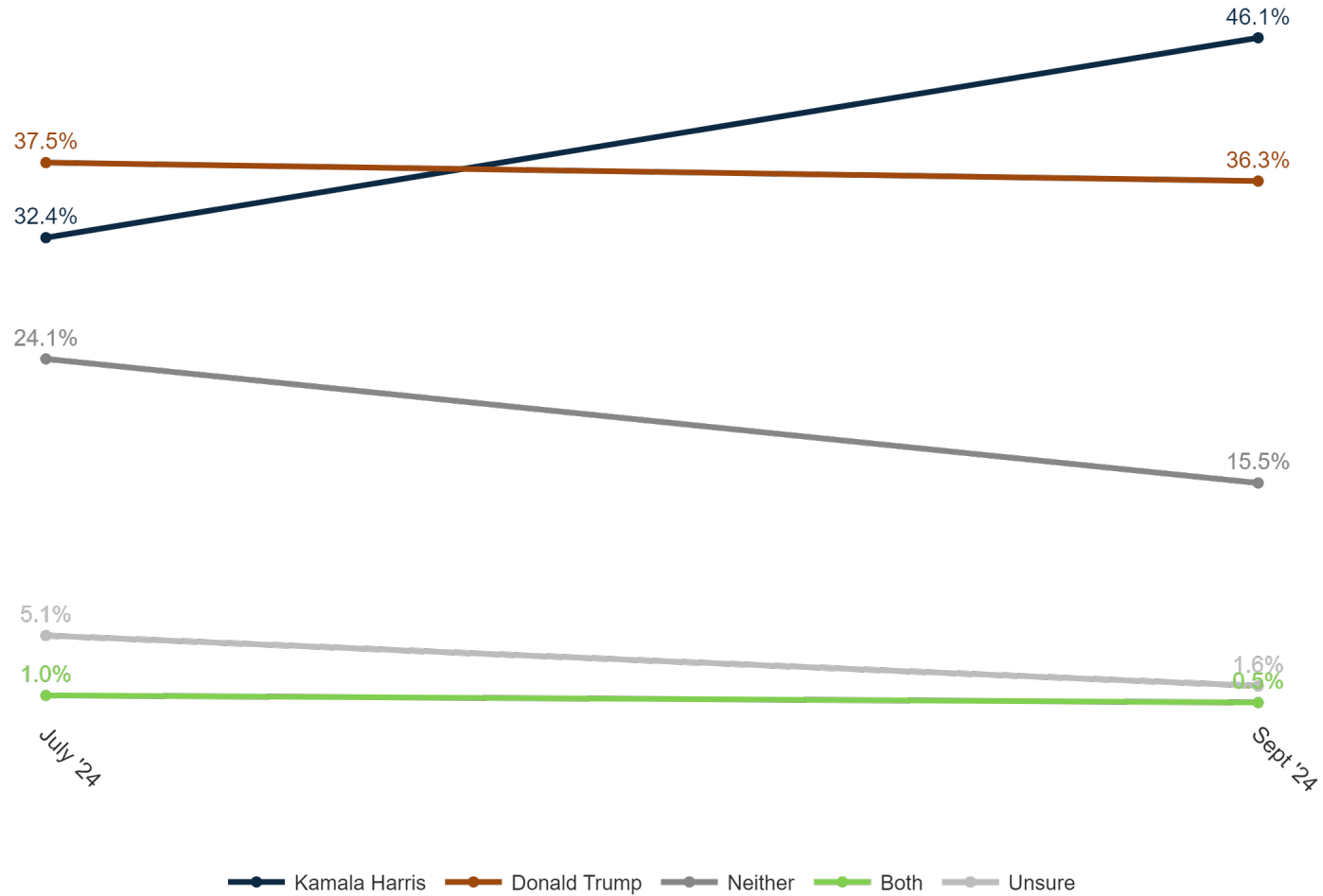
	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Watcher	BHD	Disap	XGOP	TrumpD	NotDem	GOP	Incumbent	Dem	Incumbent	Open Seats			
Presidential	2%	1%	2%	3%	3%	3%	2%	1%	3%	2%	1%	3%	2%	4%	4%	2%	2%	4%	1%	1%	3%	3%	1%	2%	3%	2%	4%	2%	2%	3%	3%	2%	2%	2%	4%	4%	2%	2%	2%	4%								
Trustworthy	3%	0%	0%	0%	0%	0%	1%	1%	0%	0%	4%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	3%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	2%	2%	0%	1%	0%									
Energetic	12%	14%	18%	12%	7%	13%	17%	12%	9%	13%	10%	9%	16%	10%	9%	14%	12%	16%	14%	8%	16%	13%	8%	13%	16%	4%	12%	8%	14%	14%	17%	9%	12%	12%	15%	7%	11%	14%	13%									
Confident	12%	16%	14%	17%	14%	11%	17%	13%	12%	17%	11%	17%	16%	14%	12%	16%	13%	13%	18%	13%	13%	15%	14%	15%	19%	4%	14%	12%	11%	18%	14%	14%	13%	14%	26%	17%	13%	16%	13%									
Honest	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	2%	2%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%								
Strong	2%	3%	4%	8%	4%	5%	3%	3%	6%	5%	5%	11%	2%	4%	4%	5%	5%	5%	7%	3%	4%	8%	1%	5%	11%	2%	5%	6%	4%	4%	5%	4%	4%	5%	12%	8%	4%	6%	2%									
Inspiring	2%	0%	1%	2%	2%	0%	0%	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	0%	2%	1%	3%	0%									
Prepared	7%	7%	11%	7%	8%	9%	9%	7%	8%	7%	7%	7%	7%	7%	9%	8%	8%	13%	8%	3%	14%	7%	2%	8%	11%	7%	7%	8%	7%	8%	14%	3%	8%	8%	6%	5%	8%	8%	7%									
Caring	2%	1%	4%	1%	1%	2%	3%	2%	1%	1%	3%	1%	1%	1%	3%	1%	2%	3%	2%	0%	3%	2%	0%	2%	2%	0%	1%	2%	3%	1%	4%	0%	2%	2%	2%	0%	2%	2%	2%									

Thinking back to Tuesday's presidential debate, please select if you would associate Kamala Harris or Donald Trump to the words below based on their debate performance.

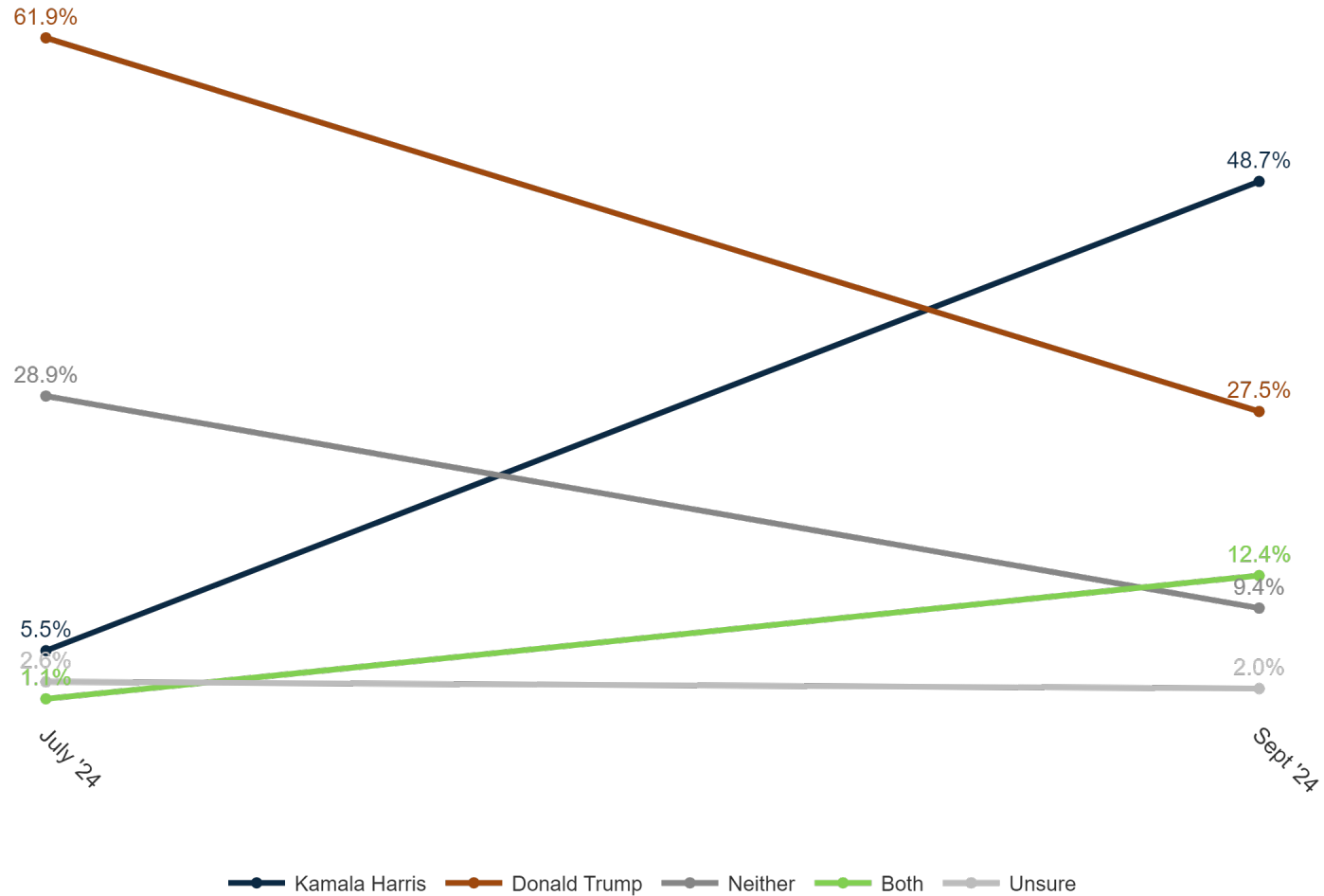
Trend: Word Association - Presidential



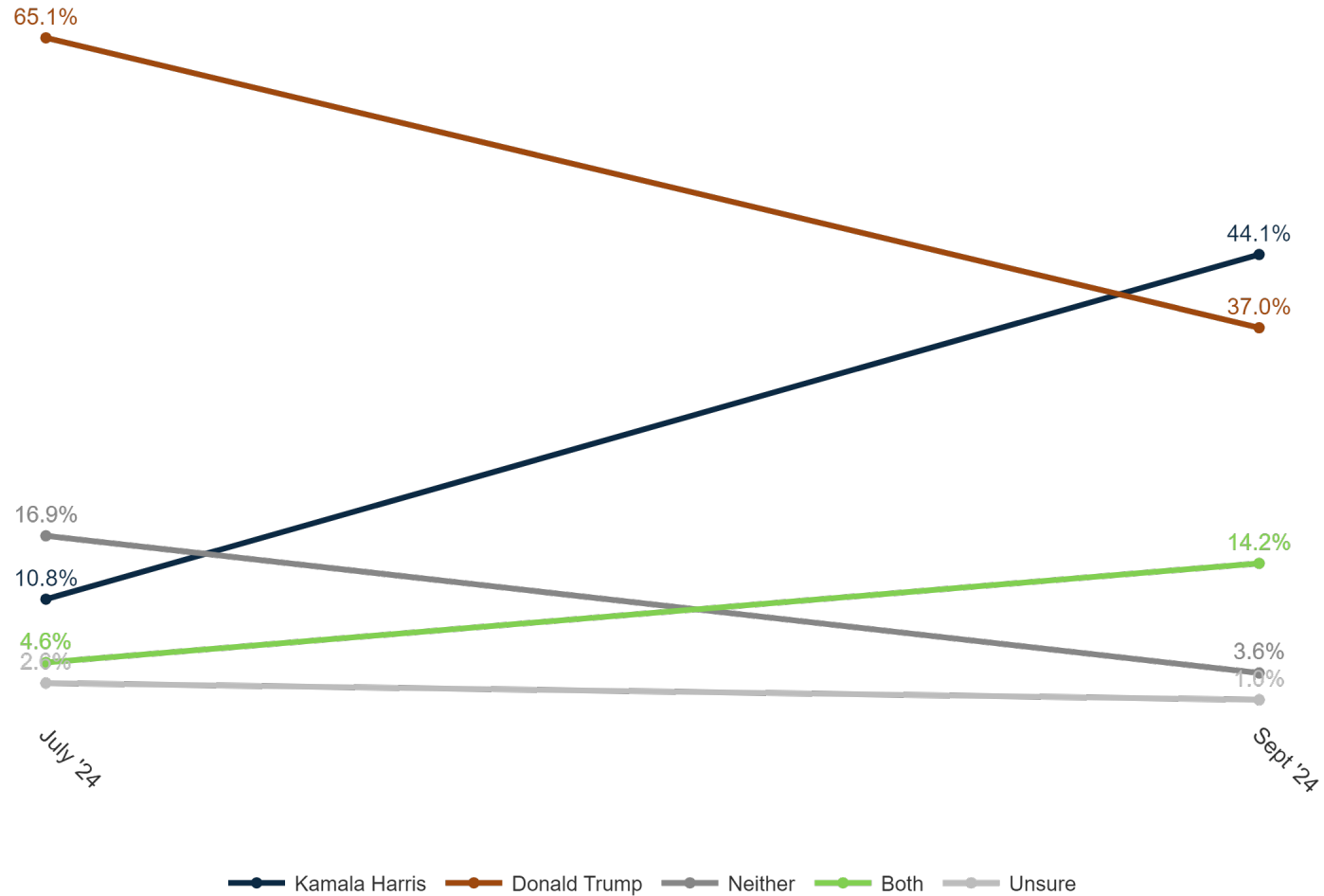
Trend: Word Association - Trustworthy



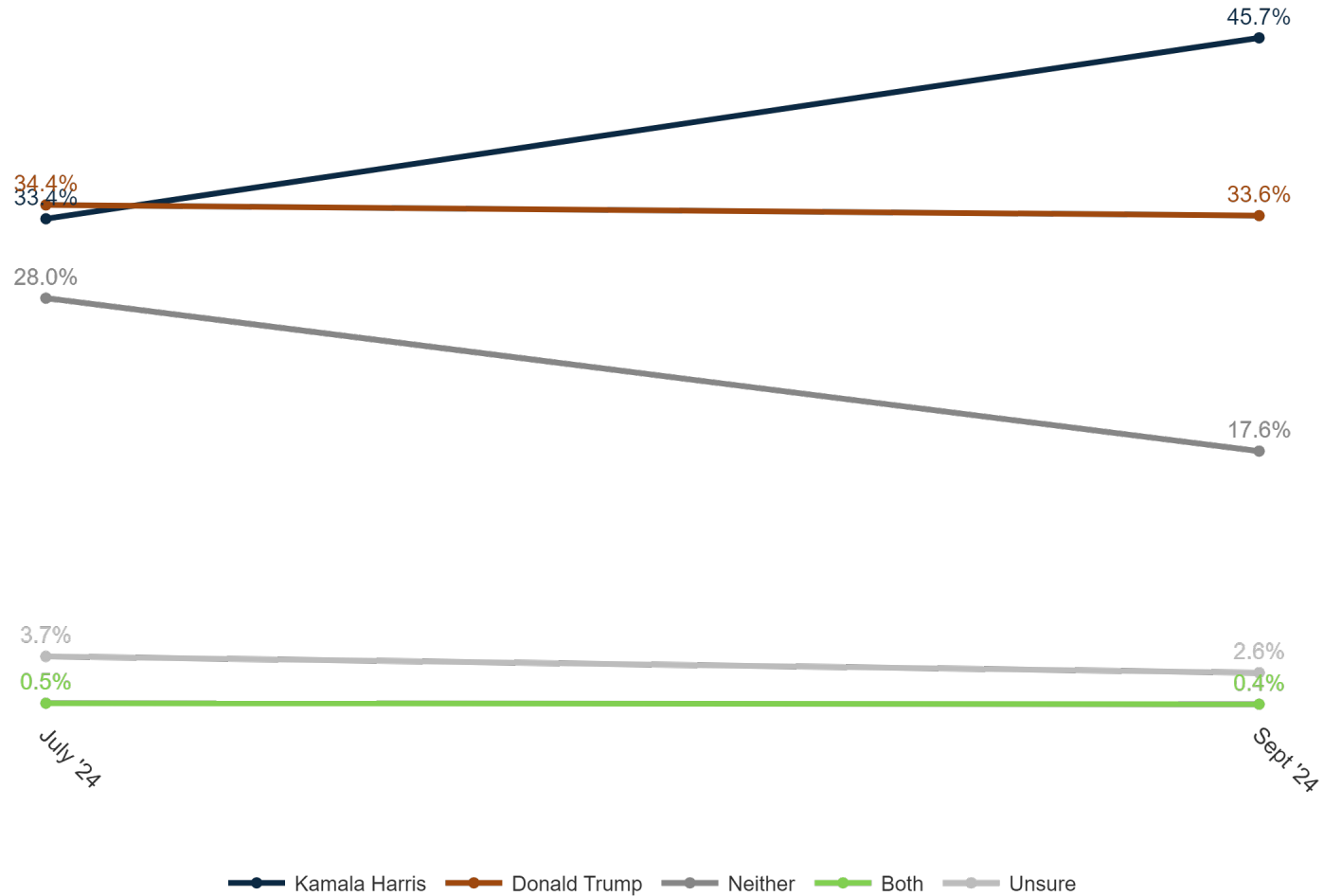
Trend: Word Association - Energetic



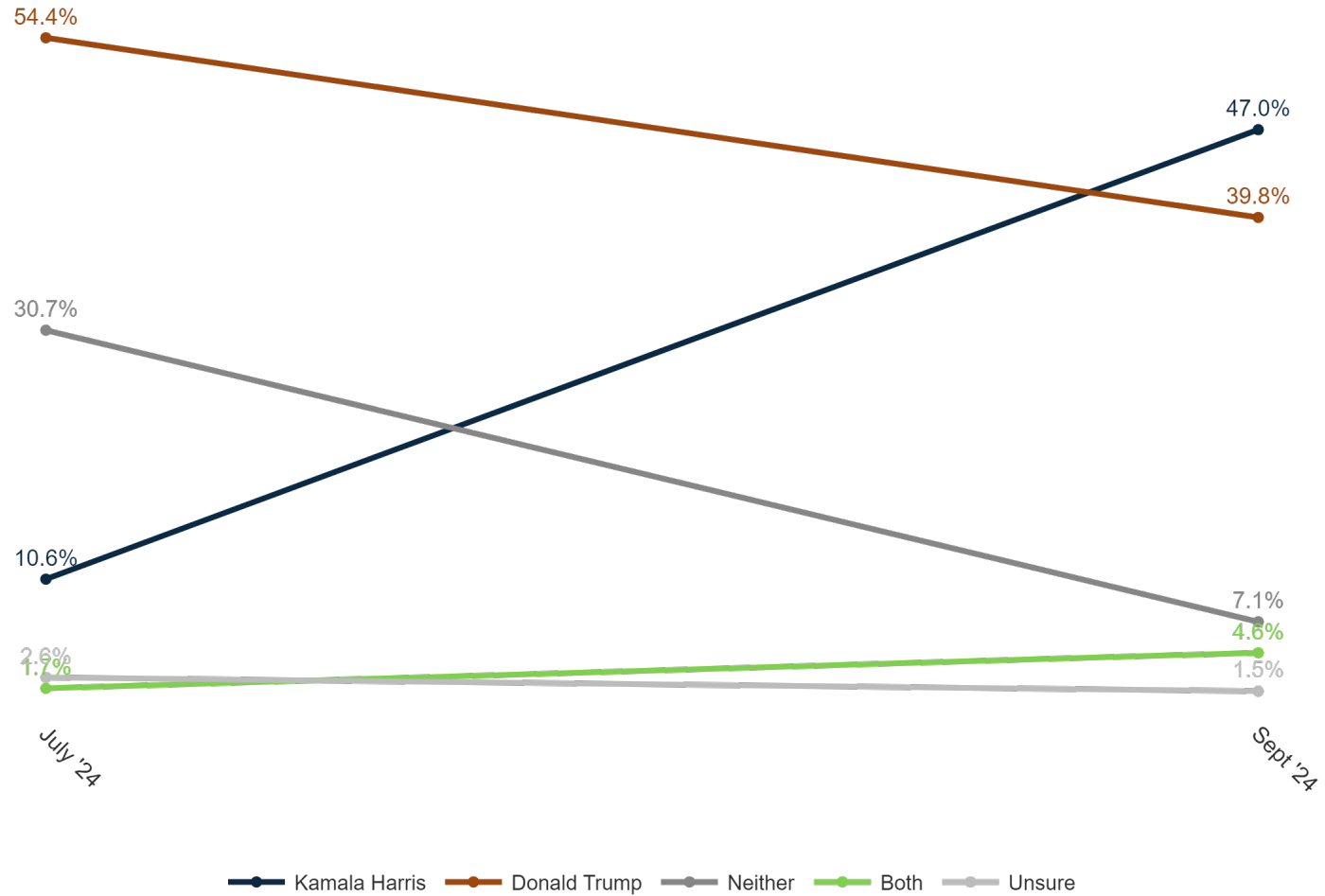
Trend: Word Association - Confident



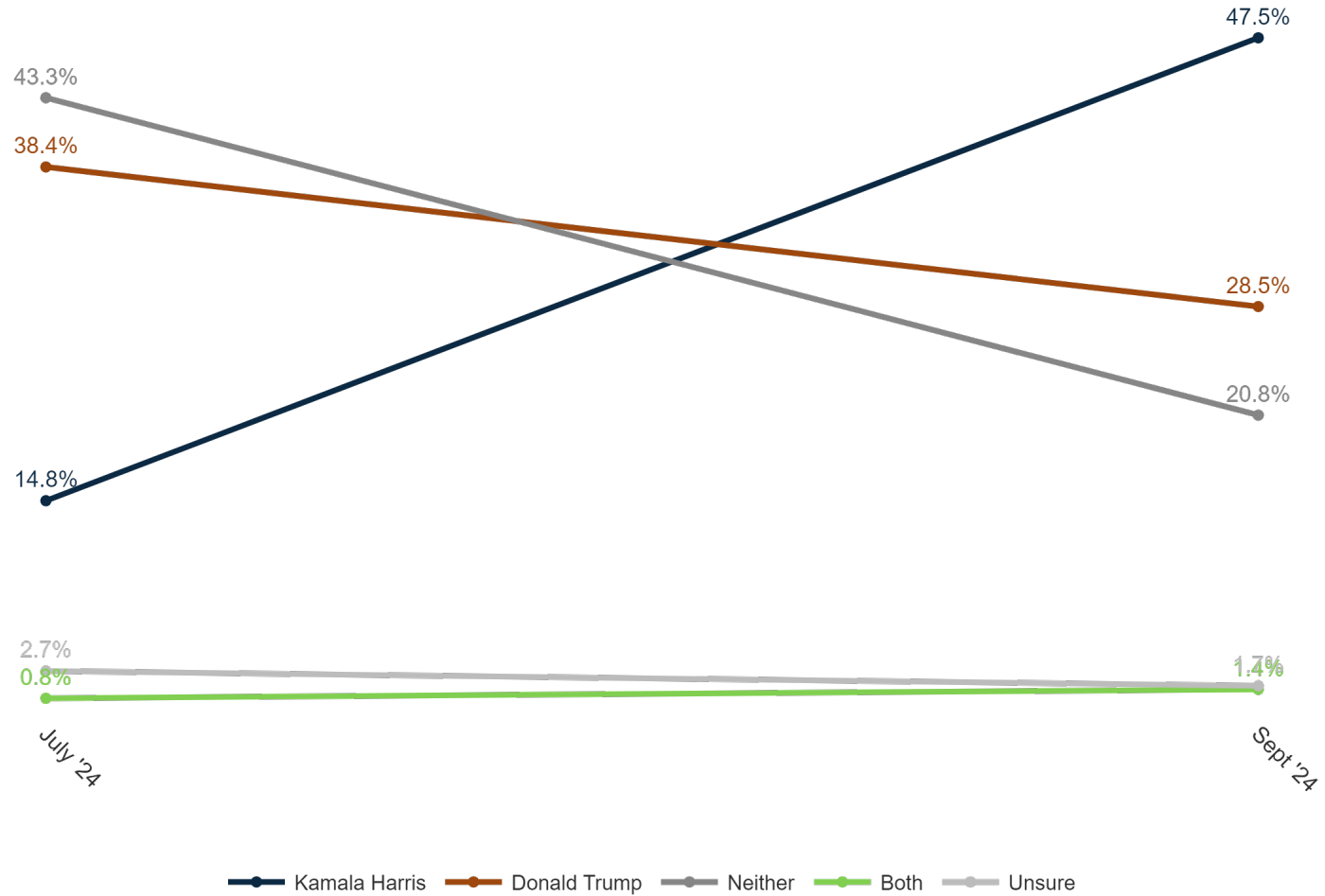
Trend: Word Association - Honest



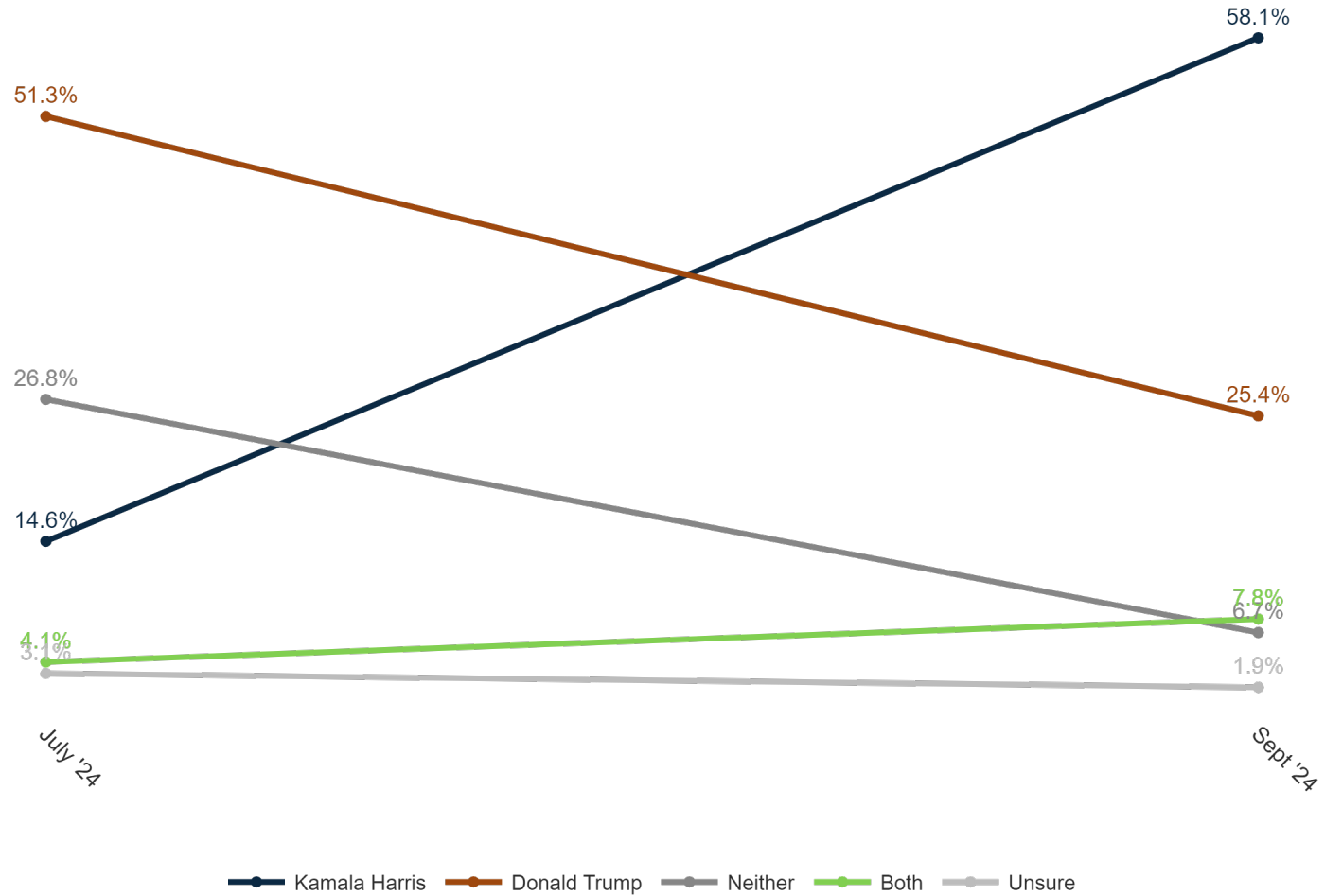
Trend: Word Association - Strong



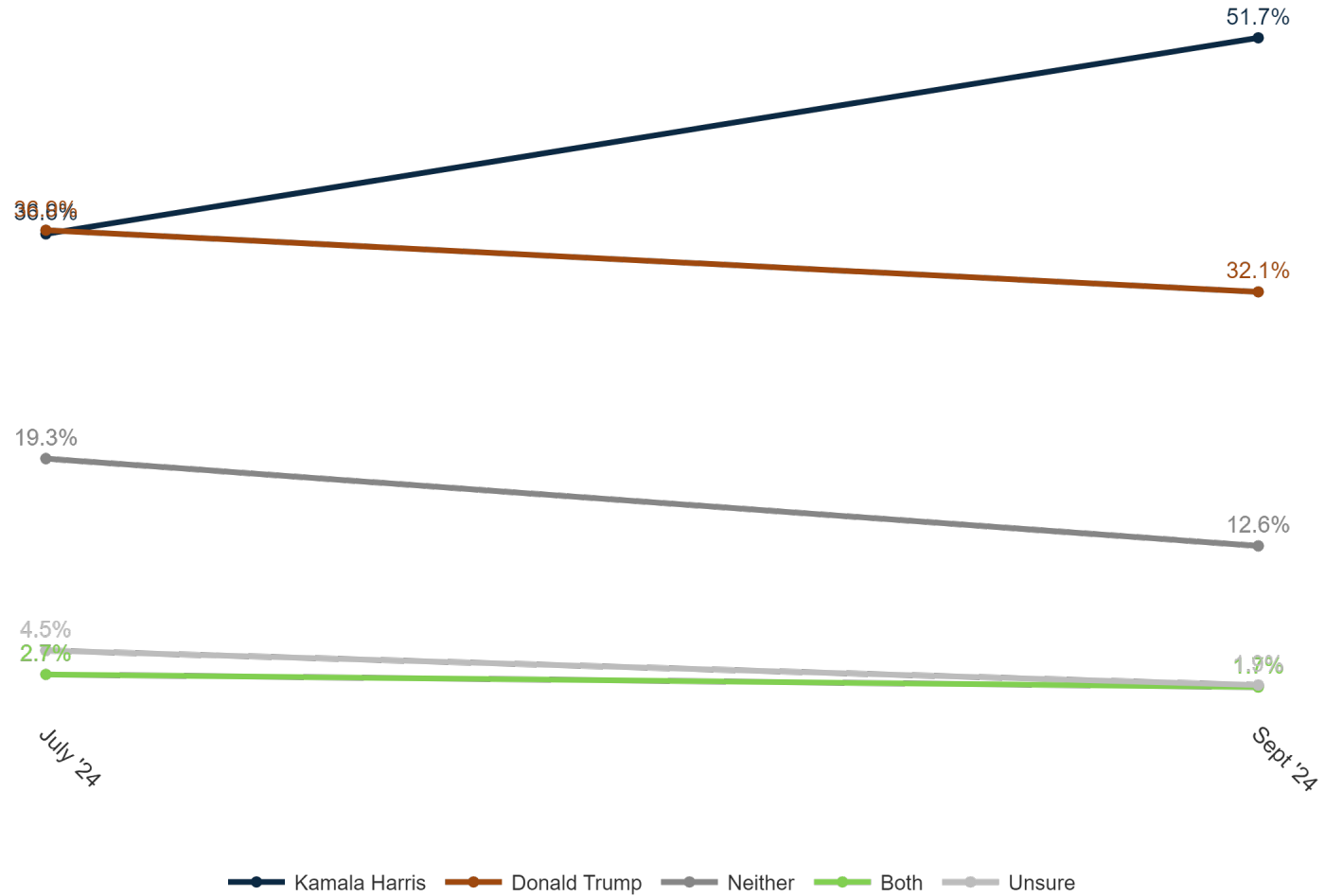
Trend: Word Association - Inspiring



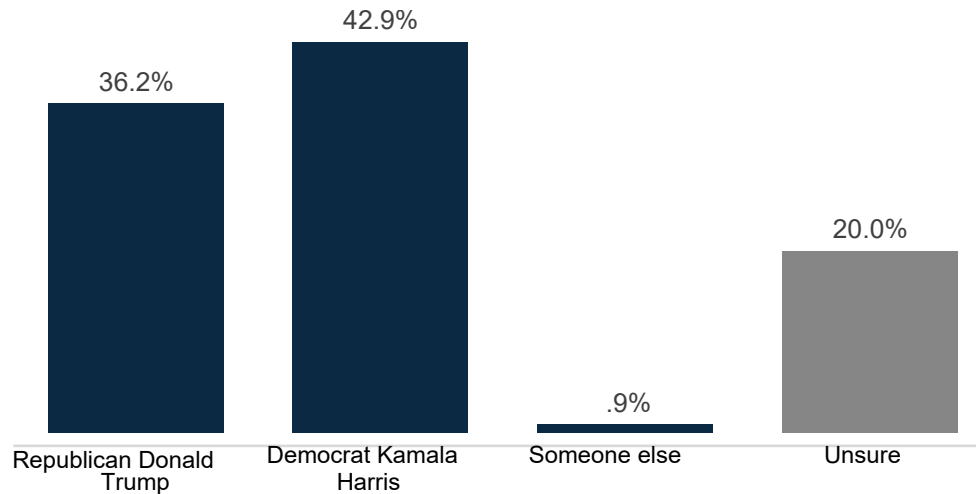
Trend: Word Association - Prepared



Trend: Word Association - Caring



2024 Winner Prediction



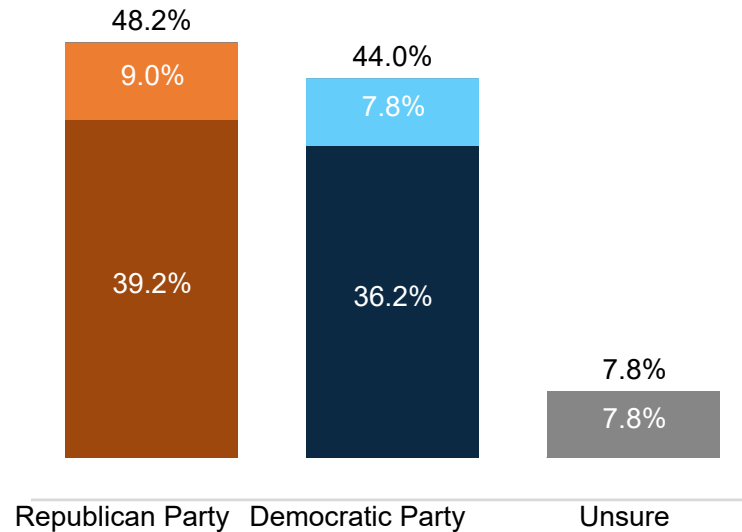
Column % Count	Democrats Kamala Harris and Tim Walz	Republicans Donald Trump and JD Vance
	2% ↓	73% ↑
Republican Donald Trump	11 ↓	515 ↑
Democrat Kamala Harris	78% ↑	9% ↓
Someone else	566 ↑	60 ↓
Unsure	0% ↓	1%
	2 ↓	6
	20%	18%
	142	129
	100%	100%
Total	721	710

2024 Winner Prediction by H2H Presidential

	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Republican Donald Trump	34%	48%	42%	27%	39%	31%	30%	49%	41%	19%	42%	27%	40%	34%	38%	34%	40%	74%	25%	4%	66%	29%	5%	37%	26%	32%	35%	42%	37%	30%	72%	4%	37%	35%	16%	32%	37%	36%	31%
Democrat Kamala Harris	52%	33%	37%	51%	36%	46%	47%	37%	42%	49%	45%	54%	39%	42%	47%	46%	35%	9%	45%	78%	13%	45%	79%	40%	64%	53%	44%	44%	47%	42%	9%	76%	43%	45%	48%	48%	44%	41%	42%
Someone else	2%	1%	0%	2%	1%	0%	1%	1%	2%	0%	3%	1%	0%	1%	1%	1%	0%	3%	0%	1%	2%	0%	1%	3%	1%	2%	1%	1%	1%	0%	1%	0%	1%	3%	5%	1%	1%	1%	
Unsure	13%	19%	21%	20%	25%	23%	22%	13%	16%	32%	10%	18%	21%	24%	14%	20%	24%	17%	27%	18%	20%	24%	16%	22%	8%	14%	19%	13%	15%	28%	19%	20%	20%	19%	33%	15%	18%	22%	26%

Regardless of who you will vote for in November, who do you think will be elected President?

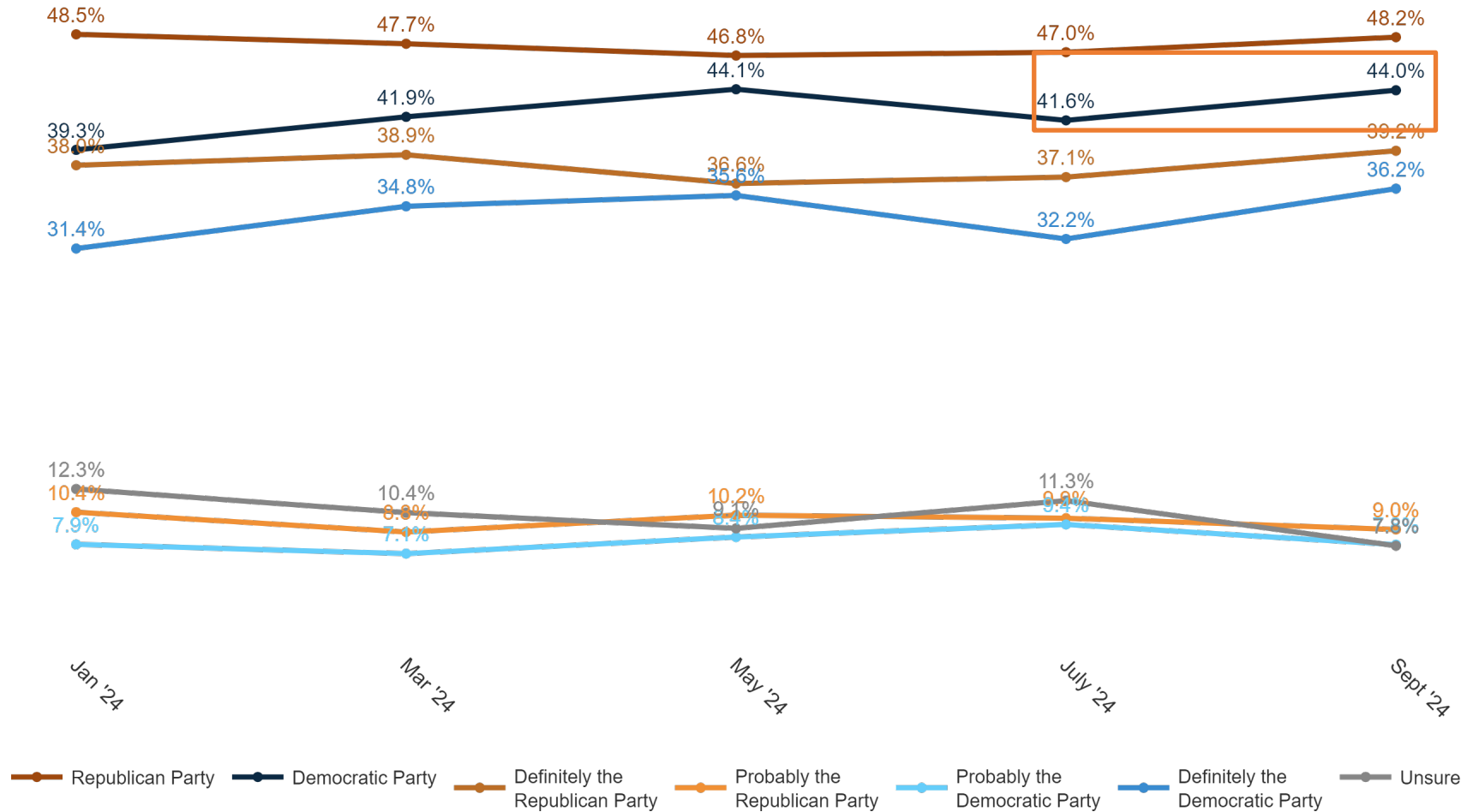
Party - Extreme



	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	Debate Watcher	BHDIsapXGOP	TrumpDNotDem	GOP Incumbent	Dem Incumbent	Open Seats
Republican Party	46%	37%	45%	60%	47%	53%	46%	40%	47%	64%	56%	61%	36%	51%	47%	50%	44%	21%	44%	79%	19%	51%	83%	48%	47%	56%	46%	50%	52%	46%	17%	79%	48%	50%	41%	46%	48%	48%	52%
Democratic Party	48%	58%	49%	27%	42%	45%	50%	53%	42%	30%	38%	27%	59%	40%	43%	42%	48%	73%	42%	16%	75%	37%	14%	44%	45%	36%	44%	40%	40%	48%	75%	16%	45%	43%	36%	30%	44%	44%	42%
Definitely the Republican Party	38%	31%	38%	45%	39%	44%	40%	33%	35%	53%	46%	46%	31%	41%	38%	42%	34%	16%	33%	68%	14%	38%	73%	40%	41%	42%	36%	38%	42%	40%	12%	68%	41%	41%	26%	31%	39%	40%	38%
Probably the Republican Party	7%	5%	7%	15%	8%	9%	6%	7%	12%	11%	10%	14%	5%	10%	10%	8%	10%	6%	11%	11%	6%	12%	10%	9%	7%	15%	10%	11%	11%	7%	5%	11%	7%	9%	15%	16%	9%	8%	15%
Probably the Democratic Party	12%	7%	6%	7%	7%	7%	9%	9%	8%	5%	7%	7%	9%	7%	10%	6%	10%	9%	11%	5%	10%	10%	4%	7%	15%	11%	10%	8%	9%	7%	8%	6%	6%	8%	15%	18%	8%	8%	6%
Definitely the Democratic Party	36%	51%	43%	20%	35%	37%	42%	45%	33%	24%	31%	21%	49%	32%	33%	36%	38%	64%	31%	11%	66%	27%	10%	37%	31%	25%	34%	32%	31%	41%	67%	10%	40%	35%	20%	12%	36%	36%	36%
Unsure	6%	5%	6%	13%	11%	3%	4%	7%	12%	6%	6%	12%	6%	9%	10%	7%	8%	6%	14%	5%	5%	12%	3%	8%	7%	8%	10%	10%	7%	6%	8%	5%	7%	7%	24%	23%	8%	8%	5%

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

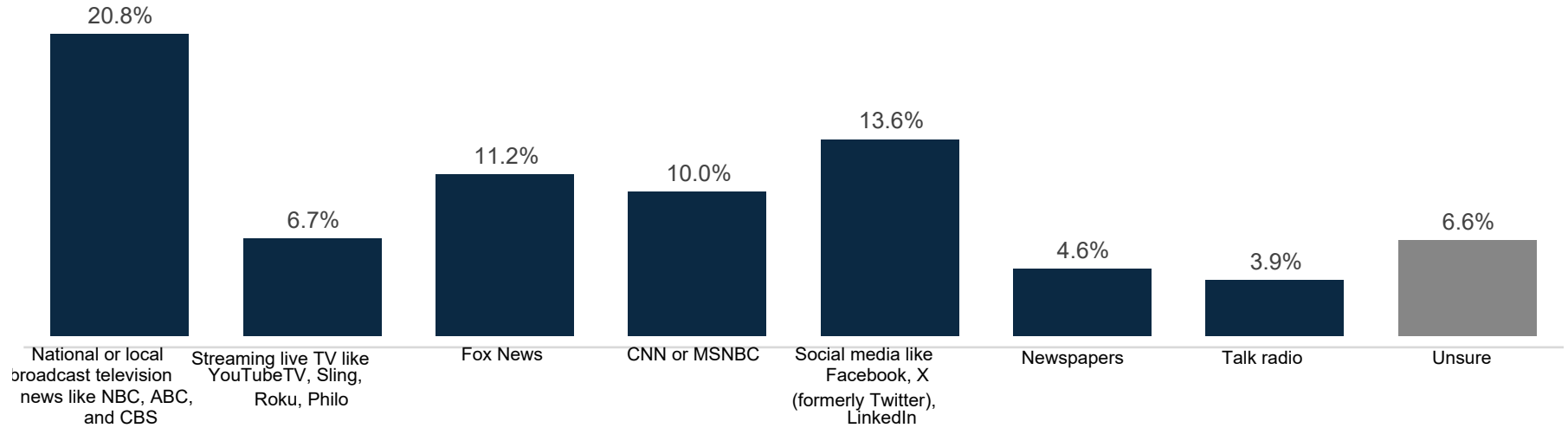
Trend: Party - Extreme



Percent Change: Party - Extreme (July 2024 to Sept 2024)

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

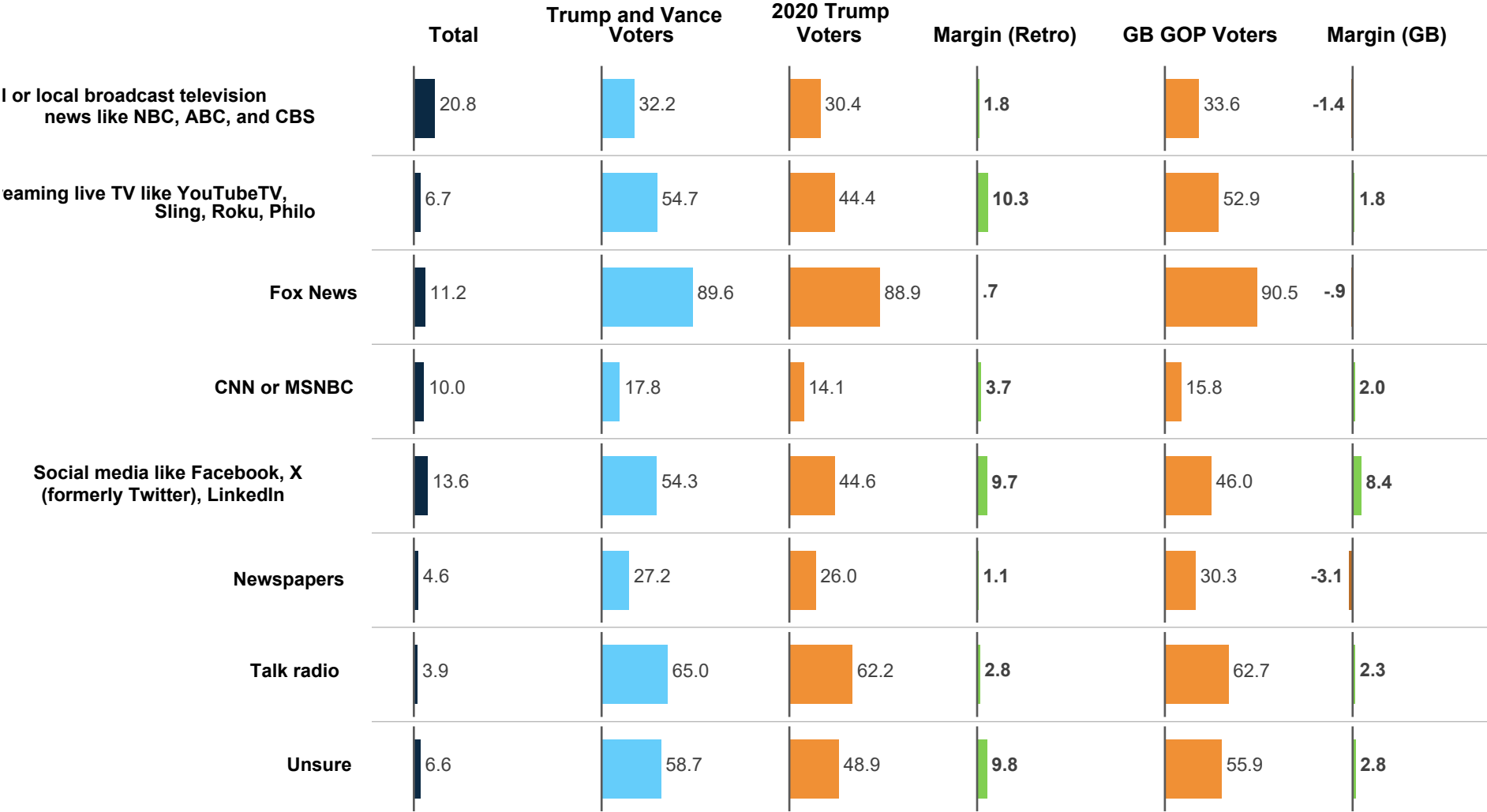
News Source



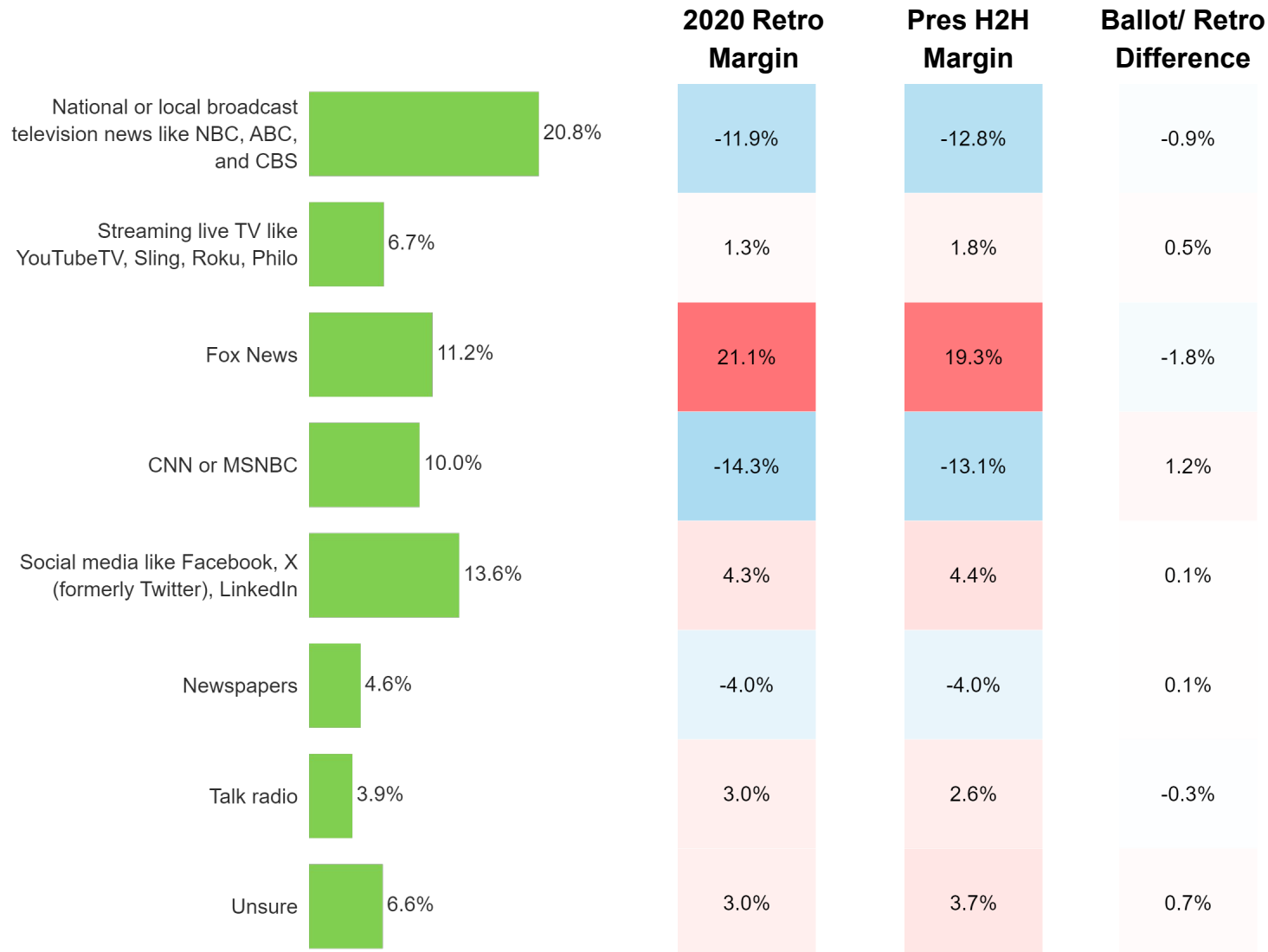
	M <44	M 45 - 64	M 65+	F <44	F 45 - 64	F 65+	M Col	M No Col	F No Col	F Col	M Single	F Single	M Married	F Married	Urban	Suburban	Rural	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parents	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20	High Interest	10 Debate	Interest 10	BHD/Disap	Watchers	TrumpD	NotX	GOP	Incumbent	Dem	Incumbent	Open Seats
National or local broadcast television news like NBC, ABC, and CBS	12%	20%	21%	21%	28%	25%	13%	21%	24%	24%	14%	27%	17%	24%	20%	20%	23%	16%	24%	24%	14%	26%	24%	22%	17%	16%	18%	24%	21%	19%	15%	27%	21%	21%	17%	28%	21%	22%	12%					
Streaming live TV like YouTubeTV, Sling, Roku, Philo	10%	6%	3%	7%	6%	6%	5%	8%	7%	6%	11%	7%	5%	6%	5%	7%	7%	7%	9%	5%	9%	6%	5%	7%	10%	6%	6%	8%	6%	6%	7%	6%	6%	7%	7%	5%	7%	6%	5%					
Fox News	9%	11%	22%	4%	12%	16%	8%	16%	13%	6%	12%	8%	13%	10%	9%	10%	15%	24%	4%	2%	23%	7%	1%	13%	6%	8%	6%	14%	12%	8%	23%	2%	12%	12%	5%	6%	11%	11%	12%					
CNN or MSNBC	4%	12%	9%	8%	12%	16%	9%	7%	11%	13%	5%	10%	9%	12%	13%	11%	7%	3%	8%	19%	3%	12%	17%	9%	17%	15%	9%	9%	13%	9%	3%	18%	10%	11%	9%	8%	10%	10%	10%					
Social media like Facebook, X (formerly Twitter), LinkedIn	26%	6%	1%	28%	10%	1%	10%	14%	18%	10%	24%	28%	9%	10%	13%	15%	11%	13%	15%	13%	13%	13%	13%	11%	20%	25%	19%	17%	15%	11%	14%	10%	11%	13%	28%	12%	14%	14%	10%					
Newspapers	3%	6%	10%	3%	4%	5%	9%	3%	3%	5%	3%	0%	7%	5%	3%	5%	5%	3%	4%	7%	2%	5%	7%	5%	0%	4%	6%	4%	2%	7%	3%	7%	5%	5%	6%	6%	4%	5%	8%					
Talk radio	2%	7%	3%	3%	4%	3%	4%	5%	3%	4%	3%	2%	5%	4%	3%	5%	3%	6%	3%	2%	6%	3%	3%	5%	3%	0%	5%	2%	4%	5%	6%	3%	5%	4%	2%	5%	4%	3%	7%					
Unsure	7%	8%	8%	6%	7%	5%	8%	7%	6%	6%	6%	3%	8%	6%	9%	6%	7%	8%	7%	4%	8%	6%	4%	7%	7%	1%	7%	5%	6%	6%	8%	5%	7%	5%	7%	10%	6%	7%	10%					

What is your primary source for news?

News Source Performance

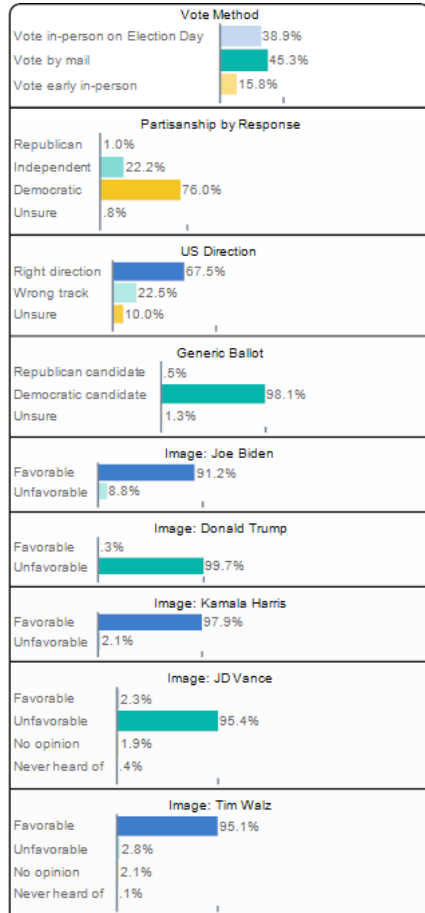


Visual Media Overlap

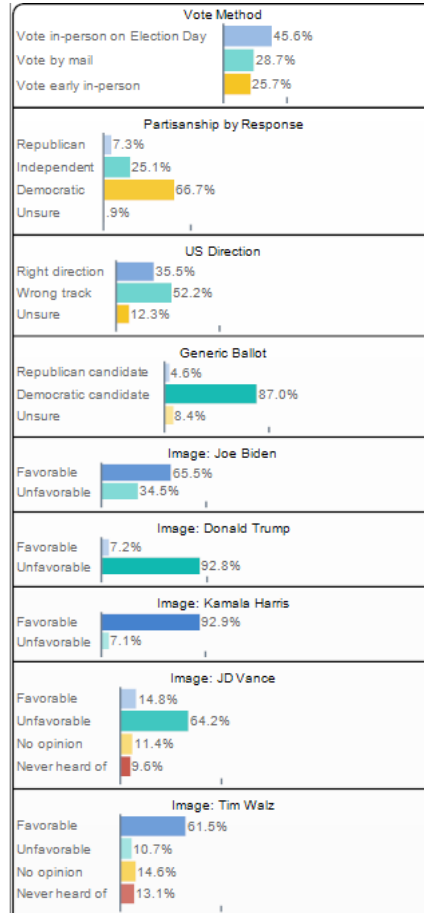


Segmentation Analysis:

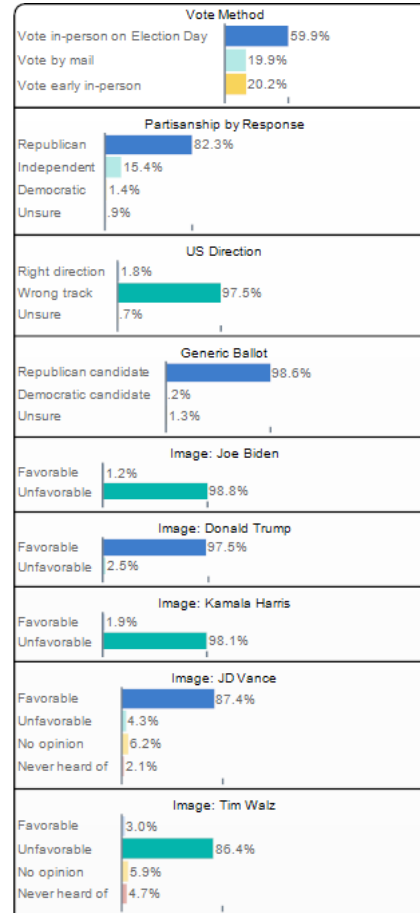
High Propensity Dems (32%)



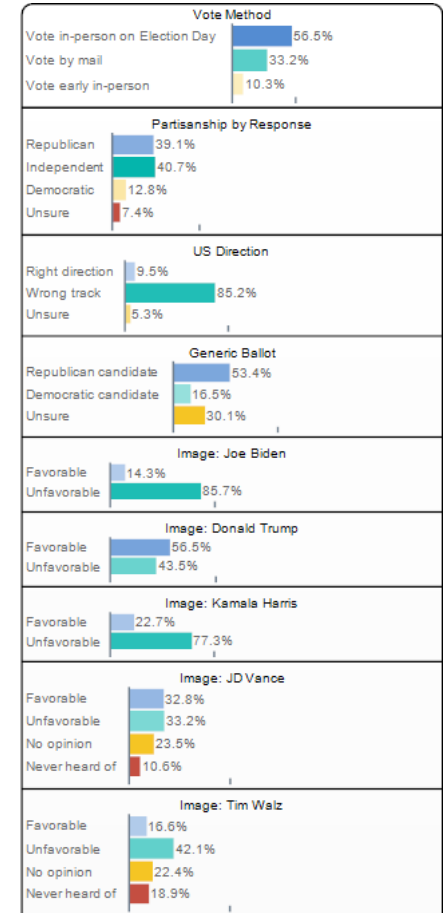
Low Propensity Dems (14%)



GOP Base (37%)

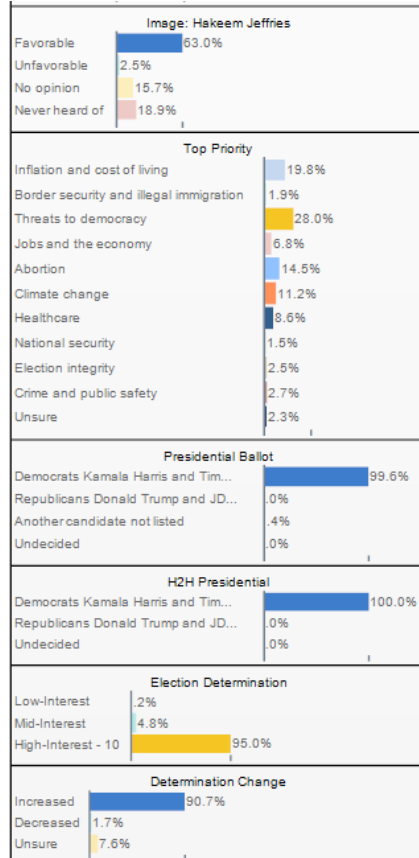


Moderates/Lean GOPs (17%)

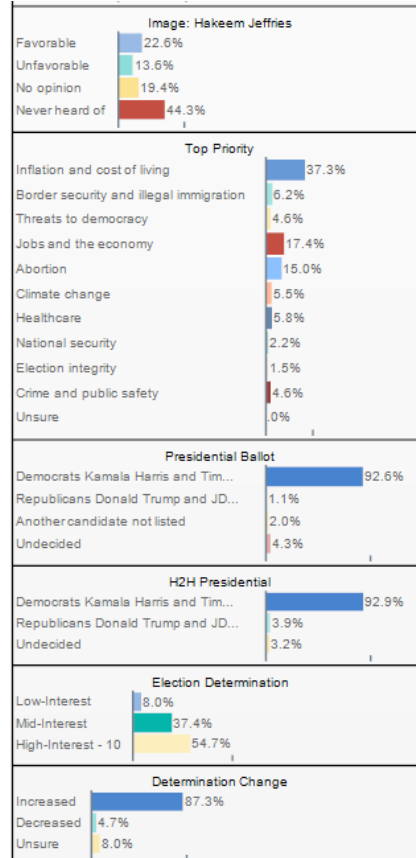


Segmentation Analysis:

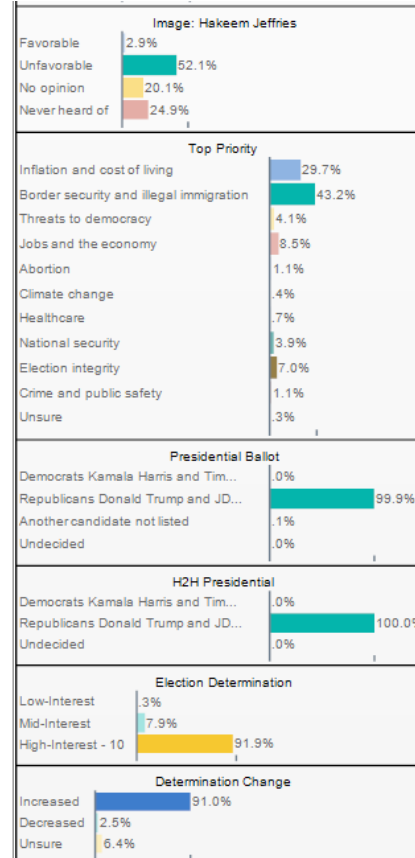
High Propensity Dems (32%)



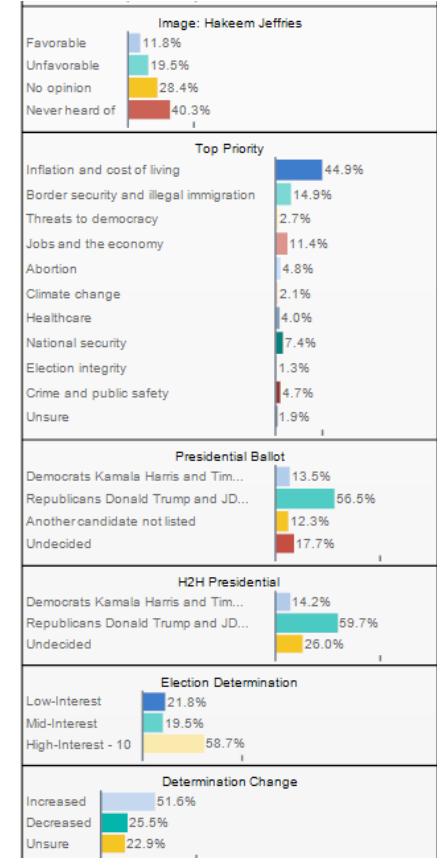
Low Propensity Dems (14%)



GOP Base (37%)

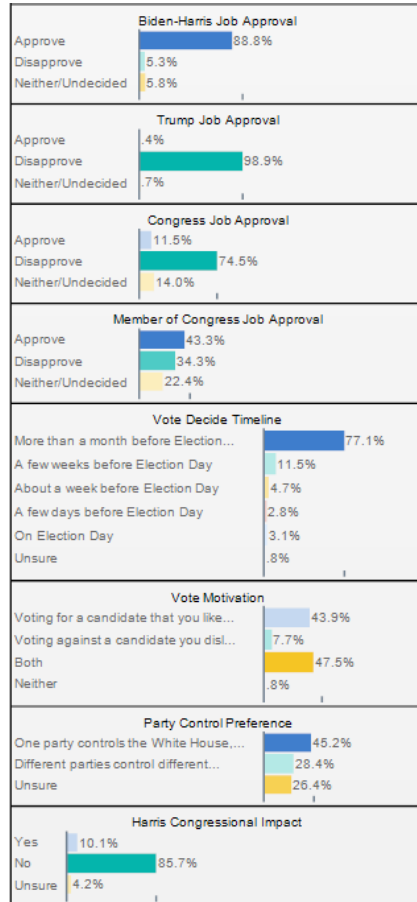


Moderates/ Lean GOPs (17%)

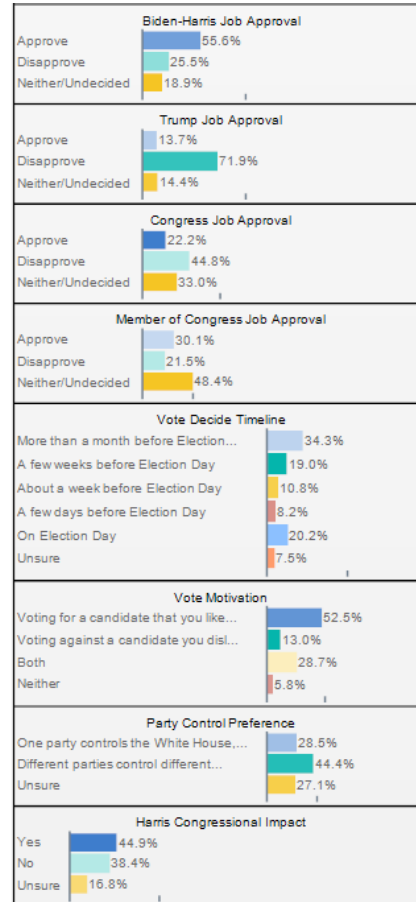


Segmentation Analysis:

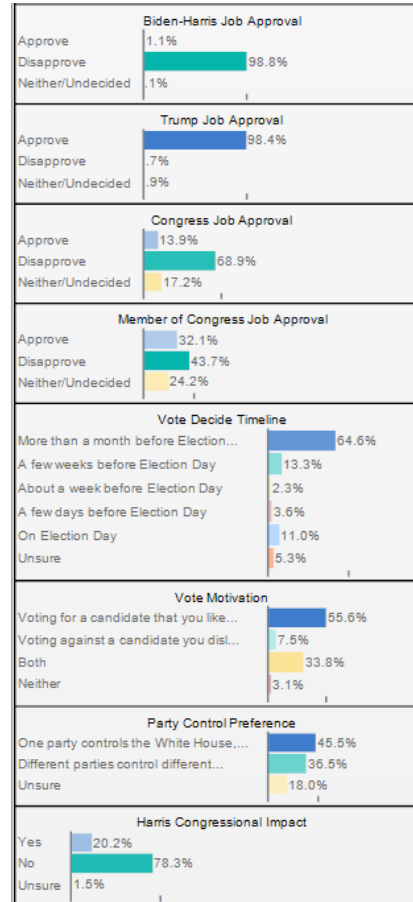
High Propensity Dems (32%)



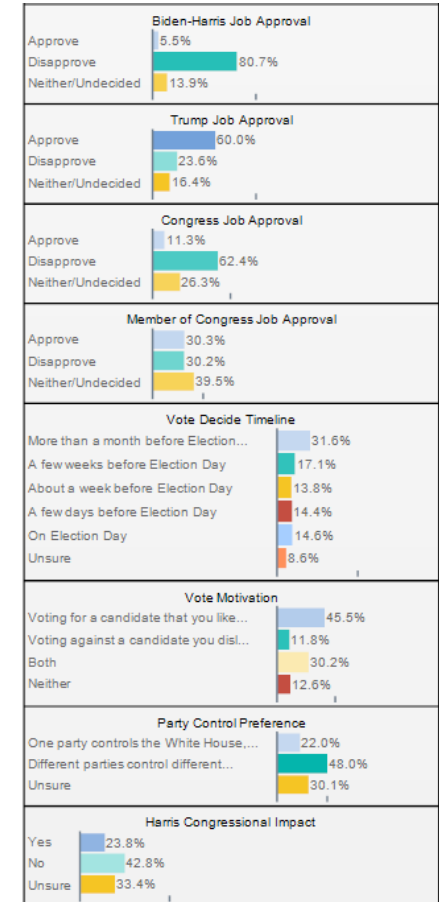
Low Propensity Dems (14%)



GOP Base (37%)

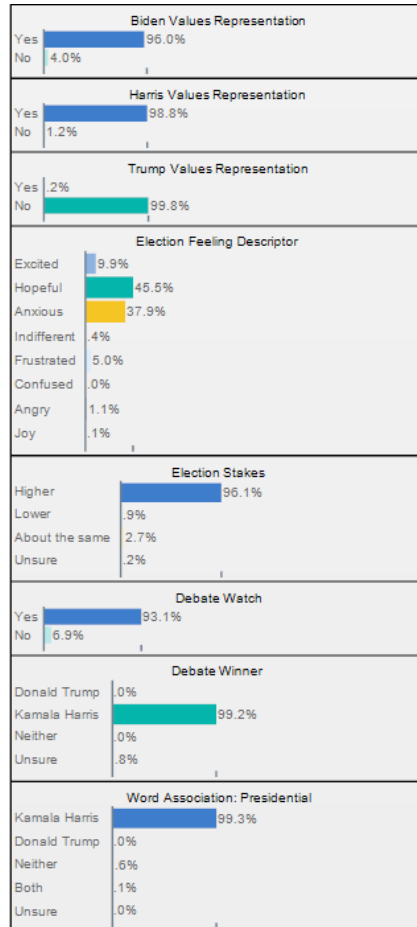


Moderates/Lean GOPs (17%)

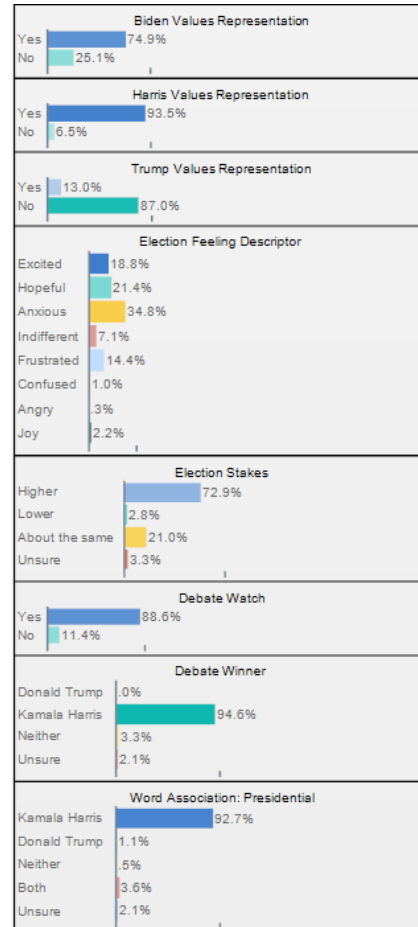


Segmentation Analysis:

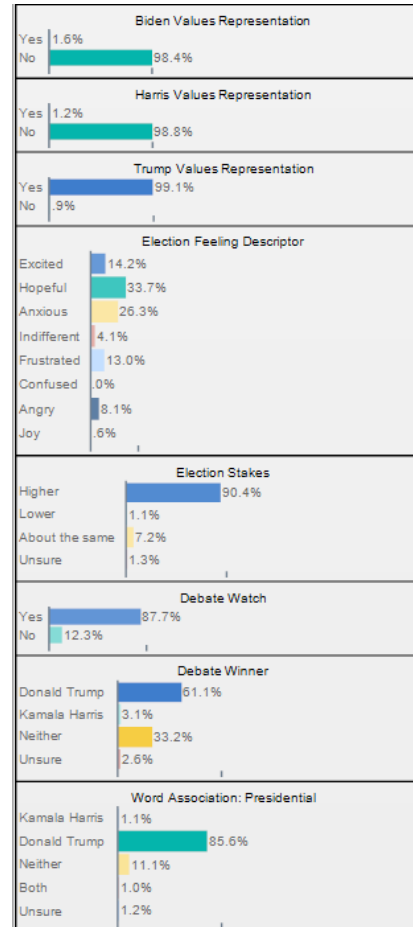
High Propensity Dems (32%)



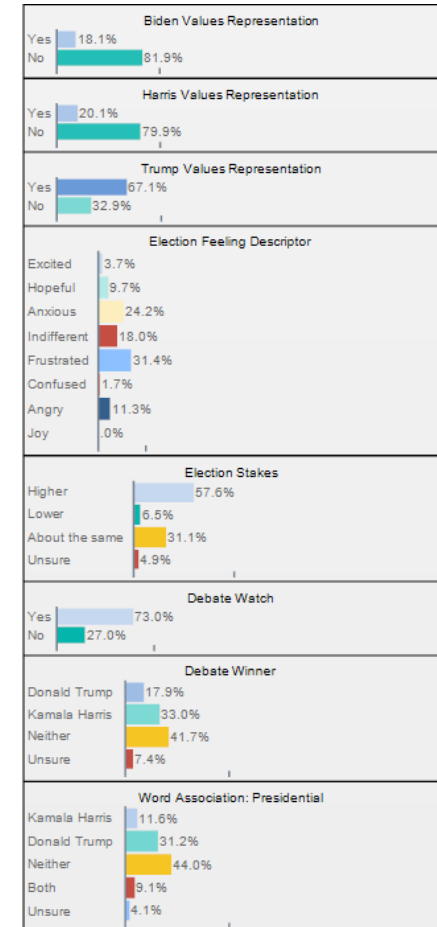
Low Propensity Dems (14%)



GOP Base (37%)

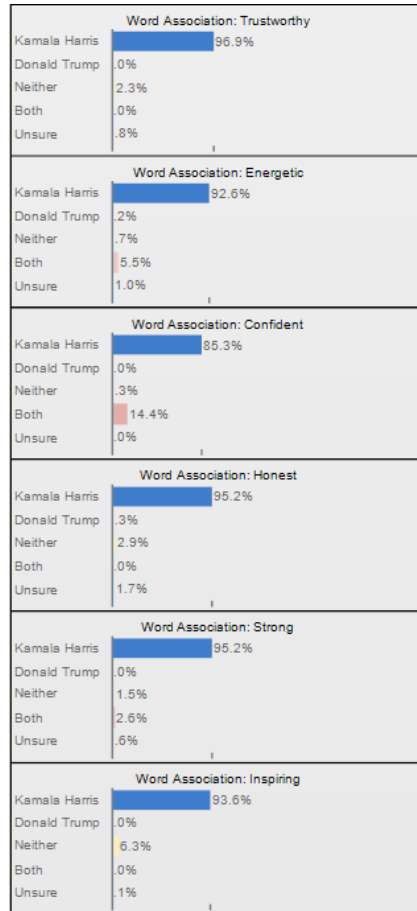


Moderates/Lean GOPs (17%)

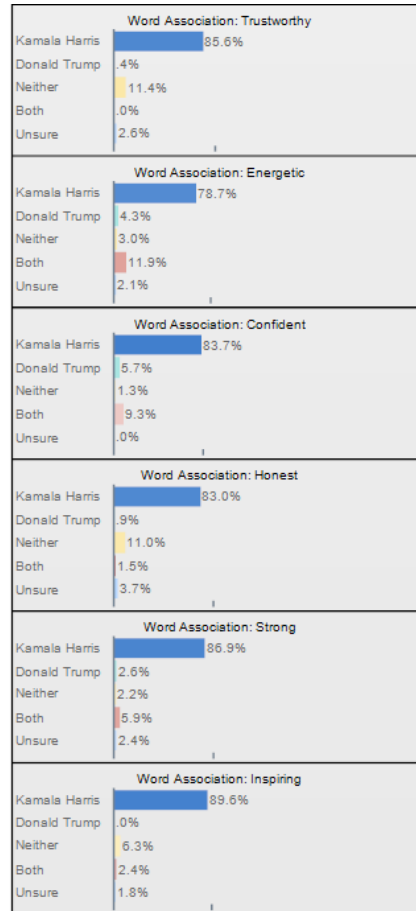


Segmentation Analysis:

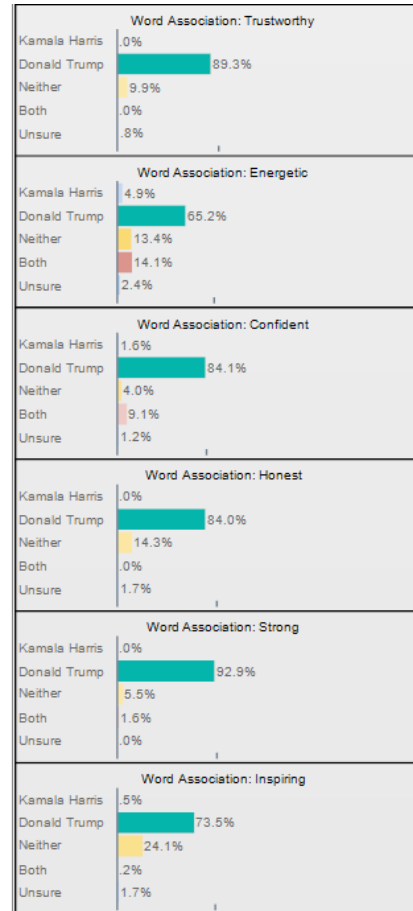
High Propensity Dems (32%)



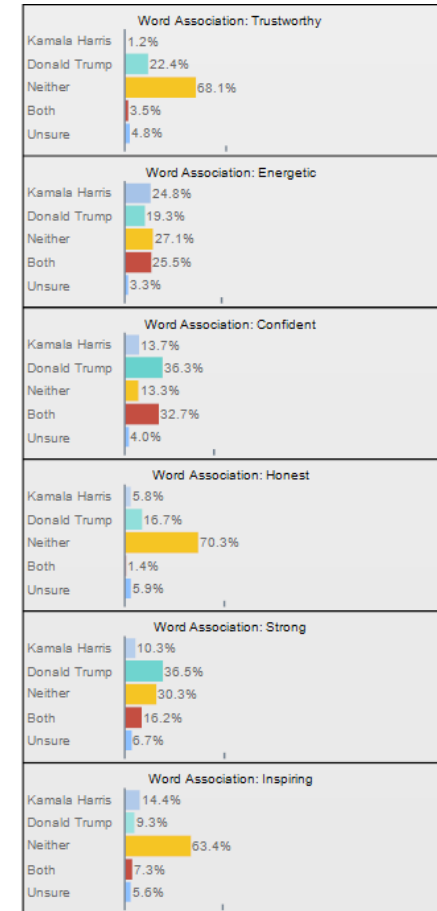
Low Propensity Dems (14%)



GOP Base (37%)

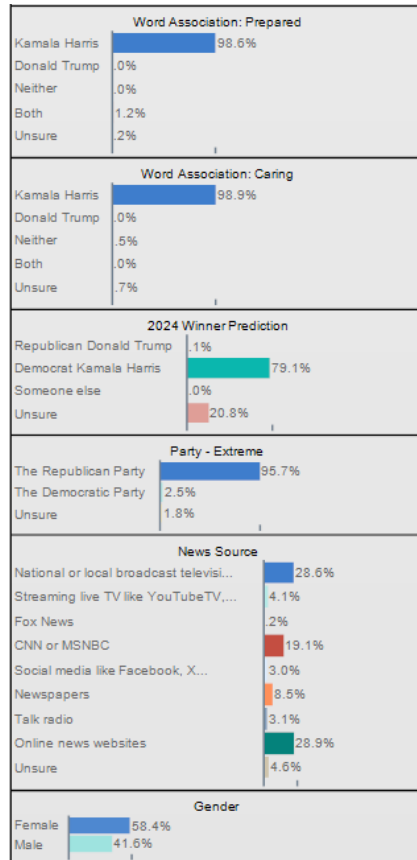


Moderates/Lean GOPs (17%)

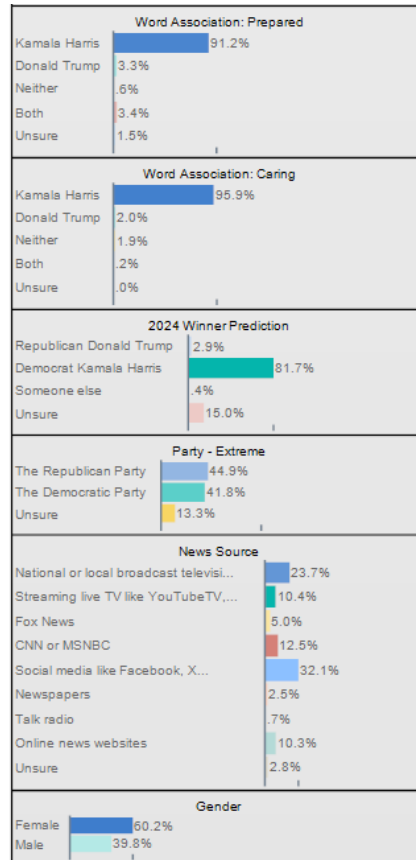


Segmentation Analysis:

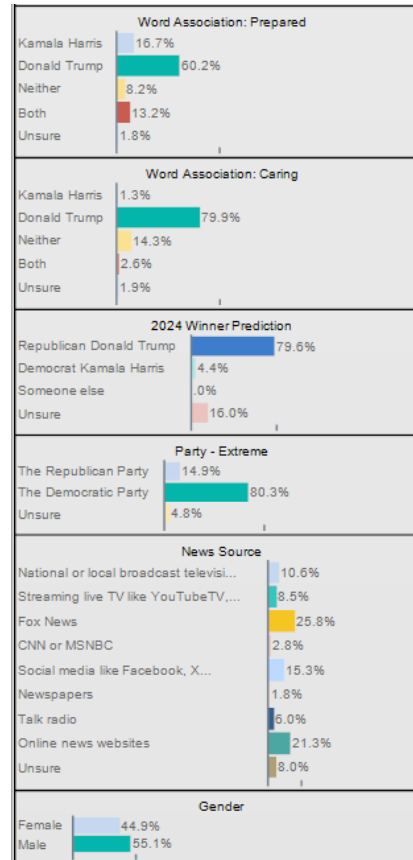
High Propensity Dems (32%)



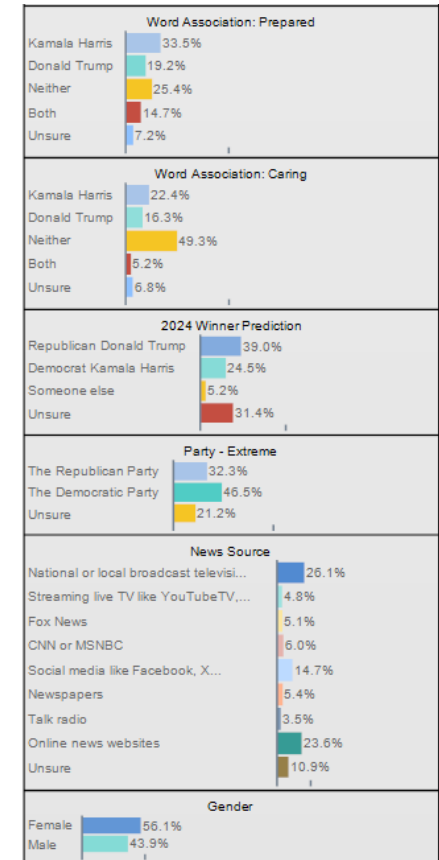
Low Propensity Dems (14%)



GOP Base (37%)

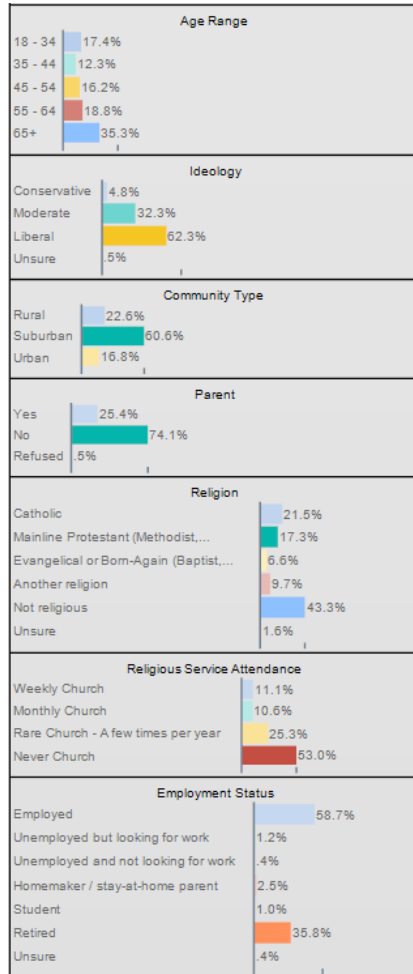


Moderates/Lean GOPs (17%)

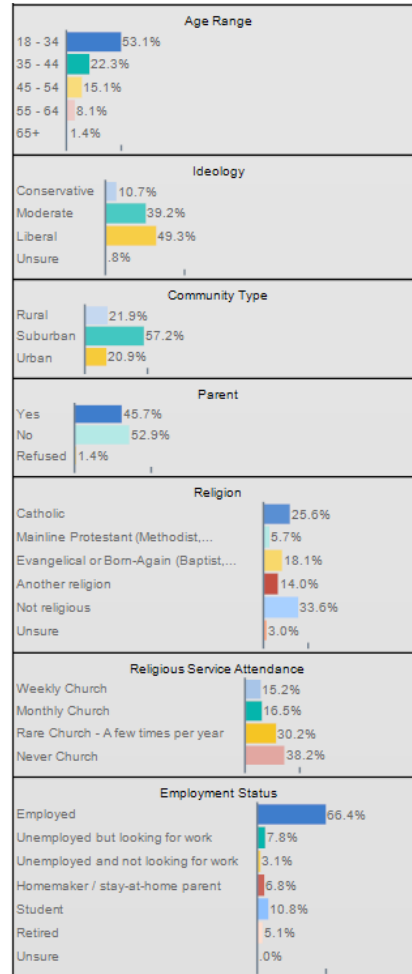


Segmentation Analysis:

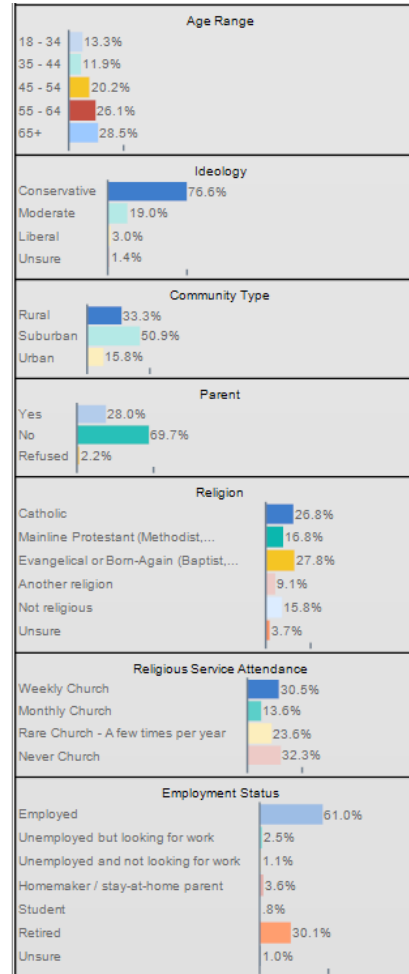
High Propensity Dems (32%)



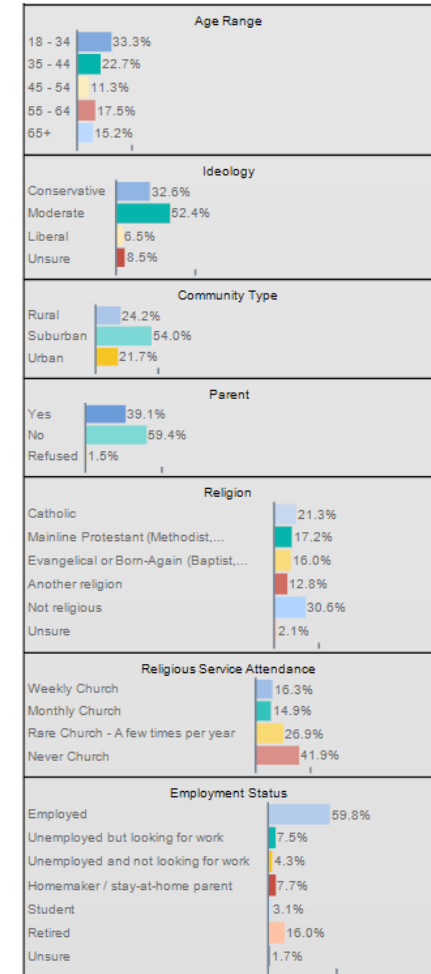
Low Propensity Dems (14%)



GOP Base (37%)

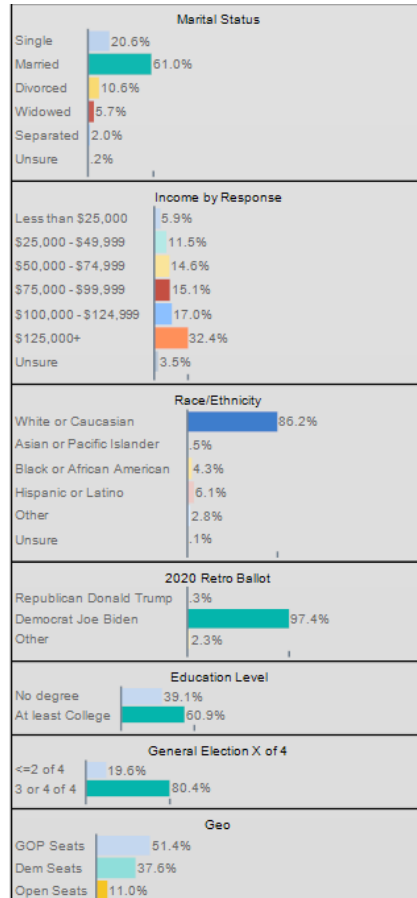


Moderates/ Lean GOPs (17%)

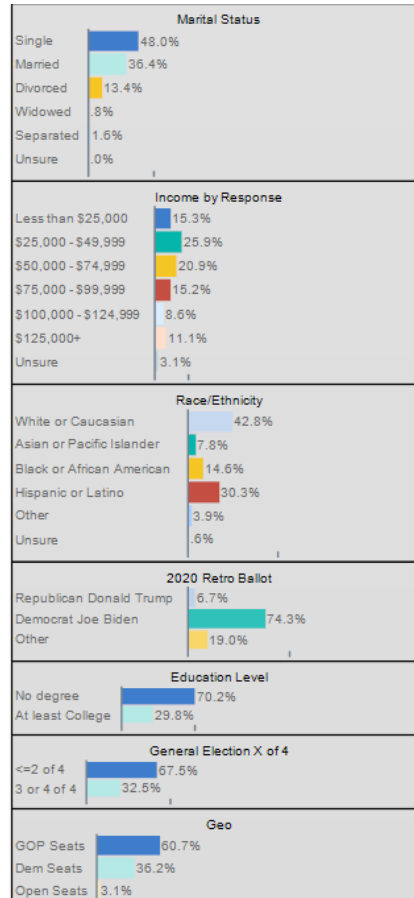


Segmentation Analysis:

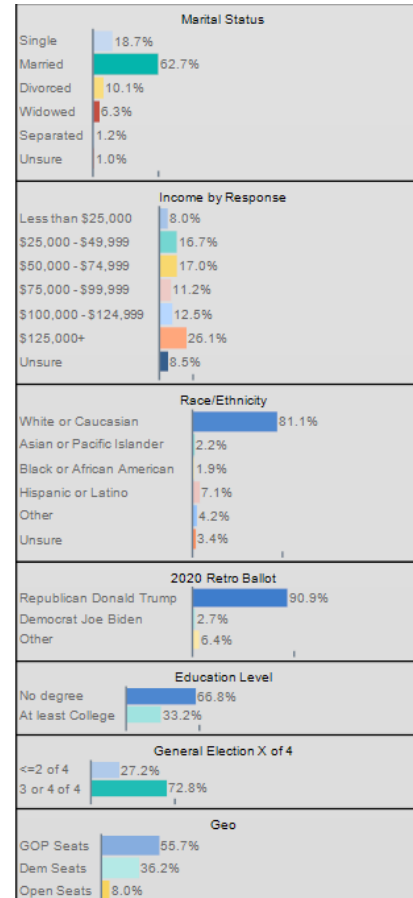
High Propensity Dems (32%)



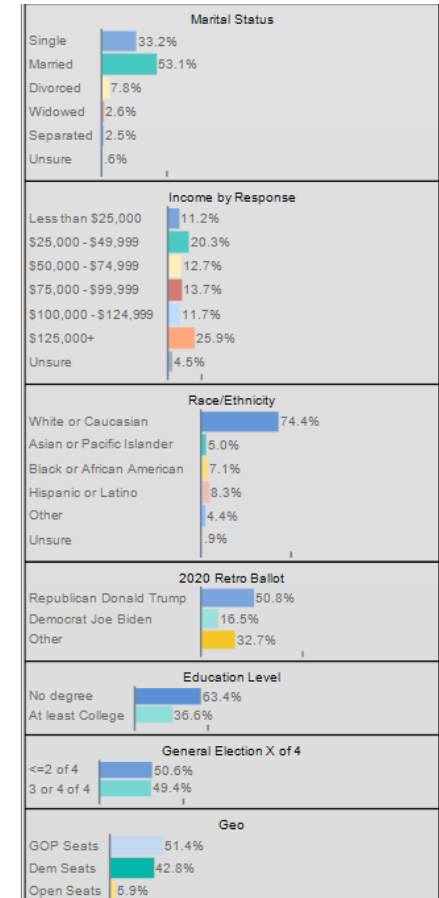
Low Propensity Dems (14%)



GOP Base (37%)

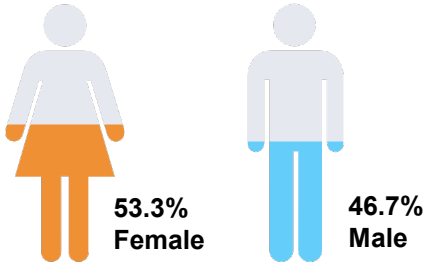


Moderates/ Lean GOPs (17%)

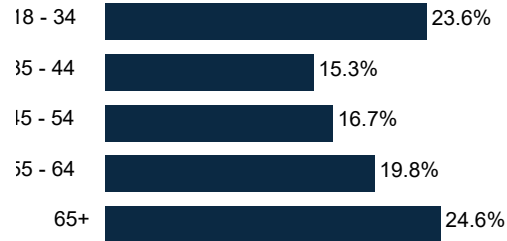


Demographics

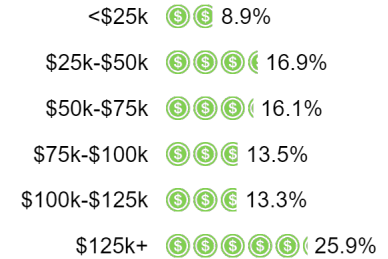
Sex



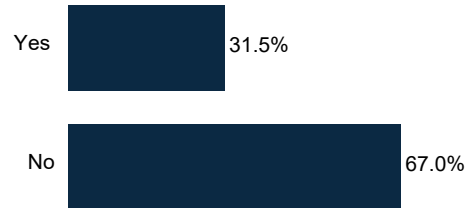
Age Range



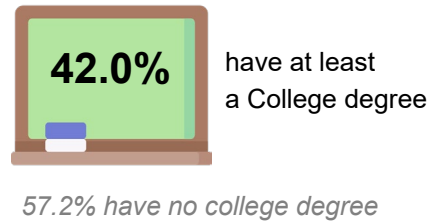
Household Income



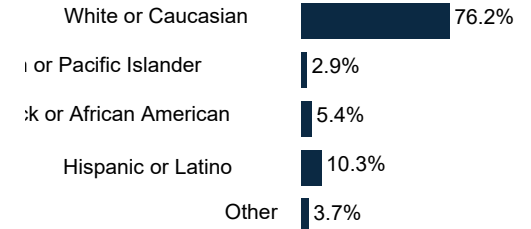
Parent



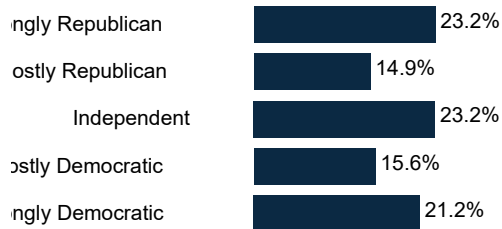
Education



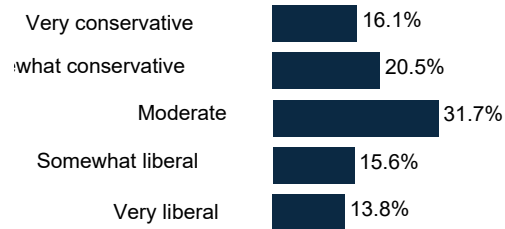
Race/Ethnicity



Partisanship



Ideology



Community Type

