

October 29, 2024



CYGNAL

Survey of Likely General Election Voters **National**

October 24 – 26, 2024 | n=1507 | $\pm 2.52\%$

Insights & Analysis

- As of October 26th, **34% of Americans have voted**, including 29% of Republicans, 40% of Democrats, and 33% of Independents.

	Trump	Harris	'24 Margin	GOP	INDY	DEM	'20 Trump	'20 Biden	'20 Margin
Overall	45%	46%	D+1	40%	22%	36%	43%	47%	D+4
Already Voted	40%	54%	D+14	34%	22%	40%	37%	56%	D+19
Will Vote by Mail	32%	60%	D+28	34%	26%	40%	32%	52%	D+20
Will Vote Early	47%	45%	R+2	41%	22%	35%	43%	44%	D+1
Will Vote on EDay	53%	35%	R+18	46%	22%	30%	51%	38%	R+13

- Our poll currently projects 36% to vote on EDay, 36% early, and 28% by mail.
- In 2020 according to MIT, 28% voted on EDay, 25% early, and 46% by mail.
- In 2022 according to MIT, 43% voted on EDay, 21% early, and 36% by mail.
- The overall political environment has tightened from R+2 on the **generic** ballot to **tied at 48%**.
 - Swing voters have shifted 7 points away from Republicans but aren't moving to a generic Democrat - they're just more unsure.
- On the full ballot **Harris' lead over Trump has narrowed** from +2 in early-October to +1 now (46 – 45). The two-way presidential ballot remains unchanged, with Harris leading by 3 (50 – 47) nationally.
 - Harris's ballot share among men has been stagnant since September. **Trump added 3 points with male voters** while holding steady with women.

Insights & Analysis

- **Harris only** leads by **+4** over Trump among **union members** and those with a union member in the household.
- **Voters under 30** have become more **disenchanted** with the major candidates, shifting 8 points towards third-party options and becoming slightly more undecided.
- The most movement occurred in the 55 – 64 and 45 – 54 age ranges:
 - Among **older Gen Xers and younger Boomers** (55 – 64), **Harris picked up** some ground since the beginning of the month, moving the full ballot from Trump +8 to Harris+1.
 - But it's **middle-aged voters** (45 – 54) where **Trump's been able to shake things up** and **gain** some serious ground – from Harris +3 to Trump +14.
- Harris picked up a net 3 points of support among voters in urban areas, but that's dwarfed by **Trump's net 12-point gain in rural areas**. Oddly, **suburban voters shifted 3 points away from Trump towards third-party options**, which has muted some of Trump's rural rise.
- From early-October to now, **Walz' net image** has dropped from +4 to net even (45 fav, 45 unfav) – driven in part by the rural voters (-14 net fav decrease) Walz was recruited to help with.
 - Walz is even hurting with Dem-leaning demographics too – college-educated women (-13 net fav decrease) and younger women (-17 net fav decrease).
- In the last month, voters' views about **who they believe will win** the election has **changed** a good amount from Harris +3 to Trump +3.
- 64% of voters view Harris' ideology as liberal, but there's been a sharp uptick in urban voters (+13), Independents (+9), and black voters (+10) believing she's more of a moderate.

Insights & Analysis

- While voters had viewed Harris's **policies as better for their lives** at the beginning of the month, it's now a toss-up – with a slim **edge for Trump** (+0.6)
 - Groups Democrats are relying on to show up for Harris – young women (+8 net shift in Trump's favor) and college educated women (+11 net shift in Trump's favor) – continue to view Trump's policies more favorable.
 - **Parents are losing faith in Harris's ability to advocate for them and their families** – they net shifted 12 points in Trump's favor regarding whose policies are better for their lives (+5 Trump's; -7 Harris').
- A plurality of voters (47%) **believe Harris has run the better campaign**. There's a very clear gender gap where more than 50% of women think Harris' campaign has been better; 47% of men think Trump's campaign has been better. Older men are more likely to say neither has run the better campaign.
- A fifth of the electorate feels their vote won't make a difference in their communities – unsurprisingly driven by young voters, Independents, and Double Haters.
- Voters express an even more negative sentiment about how politicians address their needs – a third of voters don't think candidates care about the needs or concerns of their peers – including the most consistent voters (3/4 and 4/4).
 - Notably, **Independents** are split at 47-46 – this is the root of *why* they are independent. At the most basic level, **they don't believe any candidate or lawmaker is looking out for them or others**.
 - Black voters, who are notoriously distrustful of the political system, are more likely to agree that candidates care about their concerns than White or Hispanic voters by 11 points.

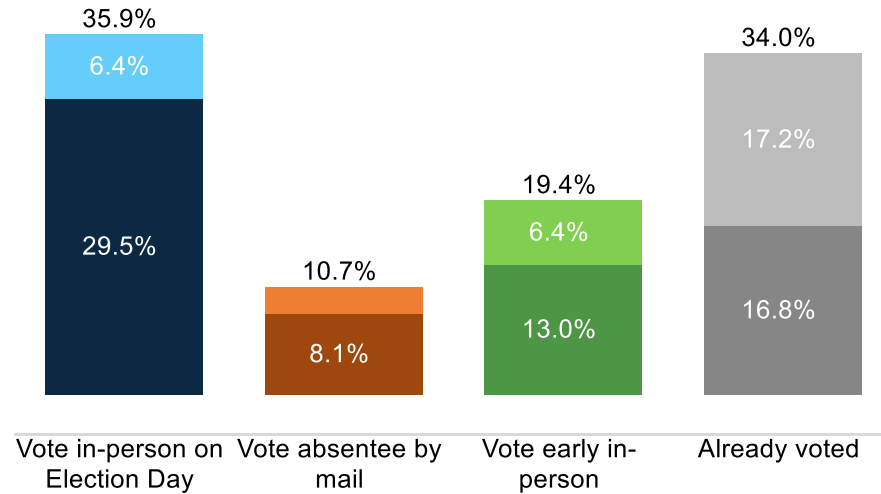
Insights & Analysis

- When it comes to **voting style**, voters are **focused on the practical impact of their choices and the potential for reform**. With 54% of respondents prioritizing strategic thinking (30%) or reform/change (24%), voters are evaluating candidates based on how they can influence the landscape, either by fitting into broader objectives or by bringing fresh perspectives.
- Voters are **more willing to trust local elections** (72% confidence) in their state compared to less tangible national elections (59% confidence).
 - While most **Republicans trust their state elections** (61% confident), their **confidence flips** when it comes to the **national** election framework (62% *not* confident).
 - Independent voters are 8 points less confident in national elections – emphasizing that electing Republicans nationally will protect and support the values and processes these voters trust at the state level could help bridge the confidence gap.
- A majority of **voters are recalling ads** about the border/immigration (63%), abortion (55%) and the cost of living (52%).
 - **Social Security/Medicare ads are reaching older women** the most (21%). In **urban** localities, **crime** (21%) ads are being recalled more than elsewhere. **Black voters** are recalling the most varied array of ads, but with **healthcare** (27%) and housing affordability (22%) popping the most outside of the top three issues.
- 55% of voters consider themselves pro-choice, 37% pro-life, only 8% unsure.
 - Among those who are pro-life or pro-choice, there's a 24-point enthusiasm gap in how "extremely important" the issue of abortion is when deciding who to vote for – only 35% of pro-life voters view it as extremely important compared to 59% of pro-choice voters.
 - 63% of independent voters consider themselves pro-choice, and abortion is an extremely important issue for 48% of them.

Insights & Analysis

- Pro-life voters are 82-12 for Trump. Pro-choice voters are 72-19 for Harris. Voters unsure on whether they're pro-choice or pro-life are 49-30 for Trump.
- Machine-learning **Segmentation Analysis** found five groups of voters based on common characteristics and response options – *GOP Base* (33%), *Lean GOP* (13%), *Undecided/Ind* (6%), *Lean Dem* (14%), and *Dem Base* (33%).
 - The *Bases* are older and wealthier, while the *Leans* are much younger and lower income. *Undecided/Ind* leans younger but isn't as young as the *Lean* segments.
 - *Lean GOP* are much more focused on economic issues than the *GOP Base*.
 - *Lean Dem* are much more focused on economic issues than the *Dem Base*.
 - Economic issues also drive a plurality of the *Undecided/Ind* segment.
 - *Undecided/Ind* are all over the place on the full presidential ballot, but when pushed, they are 70-30 for Harris. Interestingly a plurality thinks Trump will win, and they find both parties extreme. They are the least likely to think their vote matters, as evidenced by their thinner voter history. This group is more concentrated in the Northeast and West.

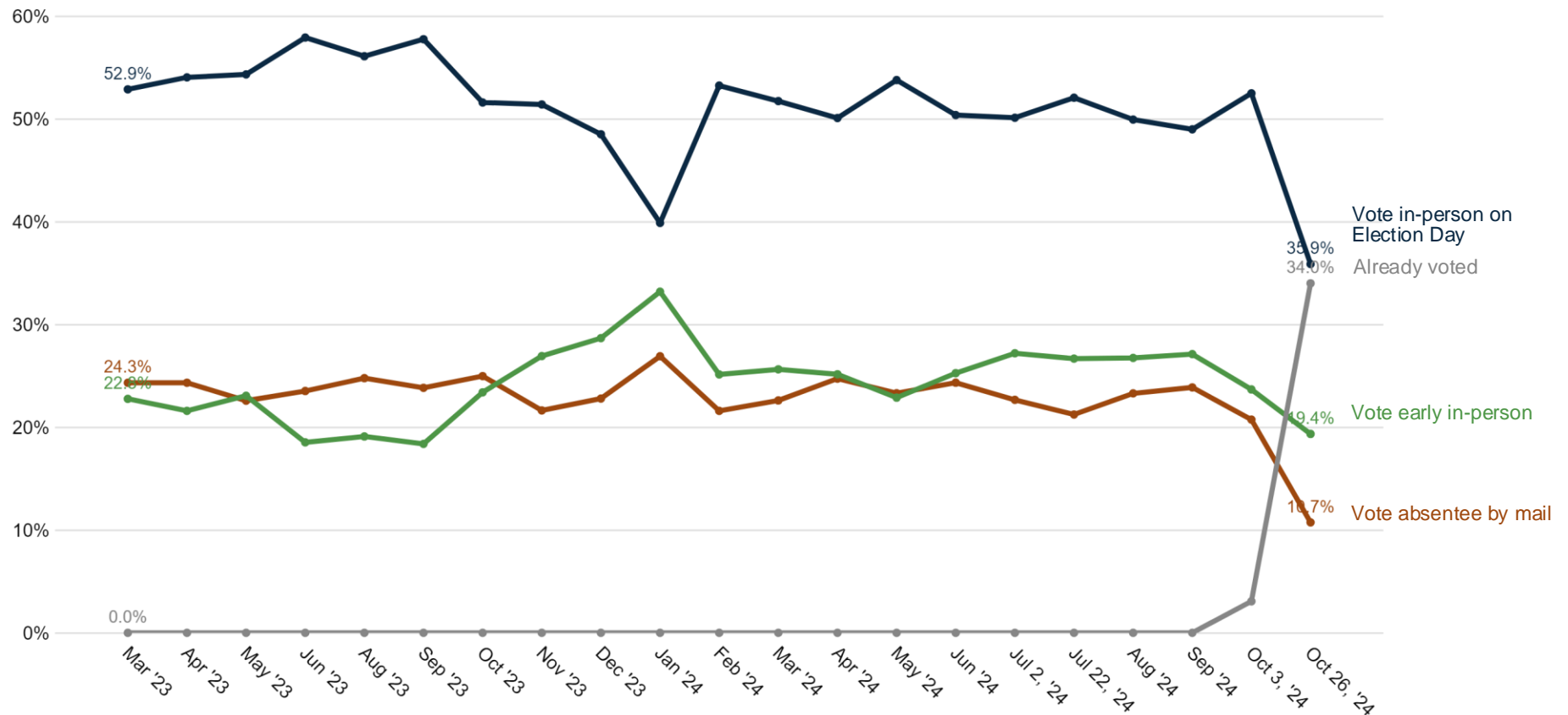
Vote Method



		Demographic																																Attitudes																																									
		Gender & Age								Race & Ethnicity								Religion & Ideology								Political & Social																																																	
		F <55		F 55+		M <55		M 55+		M Col		M No Col		F No Col		F Col		Urban		Suburban		Rural		Republican		Independent		Democrat		White		Black		Hispanic		Parent		Union Mbr/HH		Pro-life		Pro-choice		Unsure		Abortion		F Married		F Unmarried		M Unmarried		M Married		Swing Voter		OldDb/Hater		NewDb/Hater		Trump '20		Biden '20		0 of 4		1 of 4		2 of 4		3 of 4		4 of 4	
Definitely	Definitely vote	55%	44%	54%	47%	54%	49%	53%	47%	50%	50%	51%	51%	56%	48%	46%	52%	51%	43%	53%	50%	56%	48%	45%	51%	50%	49%	52%	54%	51%	55%	57%	46%	52%	48%	54%	51%	50%																																					
	Probably vote	19%	9%	20%	13%	12%	20%	16%	13%	19%	13%	17%	15%	18%	14%	15%	11%	21%	20%	15%	16%	14%	22%	13%	16%	21%	14%	24%	19%	18%	14%	13%	28%	34%	17%	18%	10%																																						
	Already voted	26%	46%	26%	40%	35%	31%	32%	41%	31%	36%	33%	29%	33%	40%	33%	38%	36%	27%	35%	29%	38%	33%	36%	35%	30%	34%	21%	29%	27%	29%	41%	20%	17%	29%	31%	40%																																						
	Vote in-person on Election Day	42%	27%	44%	28%	35%	39%	40%	27%	34%	33%	42%	42%	35%	30%	38%	34%	24%	42%	35%	42%	30%	46%	33%	36%	39%	36%	46%	34%	37%	43%	29%	40%	50%	44%	34%	30%																																						
	Vote absentee by mail	13%	8%	10%	11%	11%	11%	11%	11%	13%	11%	9%	13%	12%	11%	8%	14%	10%	12%	7%	14%	8%	9%	13%	12%	10%	13%	18%	13%	8%	12%	23%	12%	7%	12%	10%																																							
	Vote early in-person	20%	19%	19%	20%	20%	19%	18%	21%	22%	20%	16%	20%	19%	19%	19%	21%	27%	21%	18%	23%	18%	13%	22%	17%	20%	19%	19%	19%	23%	20%	18%	17%	21%	19%	23%	19%																																						
	Definitely vote in-person on Election Day	33%	24%	36%	23%	31%	31%	32%	24%	28%	28%	33%	35%	28%	25%	31%	30%	16%	34%	29%	35%	26%	31%	29%	29%	31%	30%	34%	26%	29%	37%	24%	25%	34%	36%	28%	27%																																						
Probably	Probably vote in-person on Election Day	9%	3%	8%	5%	4%	8%	8%	3%	6%	5%	9%	7%	7%	5%	7%	3%	8%	9%	7%	7%	5%	15%	4%	8%	8%	6%	12%	9%	8%	6%	5%	15%	16%	9%	6%	3%																																						
	Definitely vote absentee by mail	9%	7%	7%	9%	10%	7%	9%	7%	9%	9%	7%	8%	9%	8%	8%	6%	10%	7%	8%	6%	10%	5%	7%	10%	7%	9%	7%	12%	9%	7%	10%	14%	5%	6%	10%	9%																																						
	Probably vote absentee by mail	4%	1%	4%	2%	1%	4%	1%	4%	5%	2%	2%	2%	3%	3%	2%	2%	4%	2%	4%	1%	4%	3%	2%	3%	5%	2%	6%	5%	4%	1%	2%	9%	7%	1%	2%	2%																																						
	Definitely vote early in-person	13%	13%	11%	14%	14%	12%	12%	16%	13%	14%	11%	14%	11%	13%	13%	15%	18%	12%	13%	15%	12%	9%	15%	12%	12%	13%	13%	13%	17%	13%	13%	13%	10%	13%	13%	14%																																						
	Probably vote early in-person	6%	6%	8%	6%	6%	8%	6%	6%	9%	6%	5%	6%	8%	6%	6%	6%	9%	9%	5%	7%	6%	4%	7%	5%	8%	6%	7%	6%	7%	7%	6%	4%	11%	7%	10%	5%																																						
	Already returned mail ballot	13%	24%	12%	19%	17%	14%	16%	21%	17%	17%	16%	10%	17%	24%	17%	15%	16%	13%	19%	11%	21%	15%	19%	17%	17%	14%	12%	17%	16%	11%	23%	10%	10%	15%	18%	19%																																						
	Already voted early in-person	13%	22%	14%	21%	17%	17%	15%	20%	14%	19%	17%	19%	16%	16%	16%	23%	20%	14%	16%	18%	17%	18%	17%	17%	13%	20%	10%	13%	10%	19%	18%	10%	8%	14%	13%	21%																																						

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

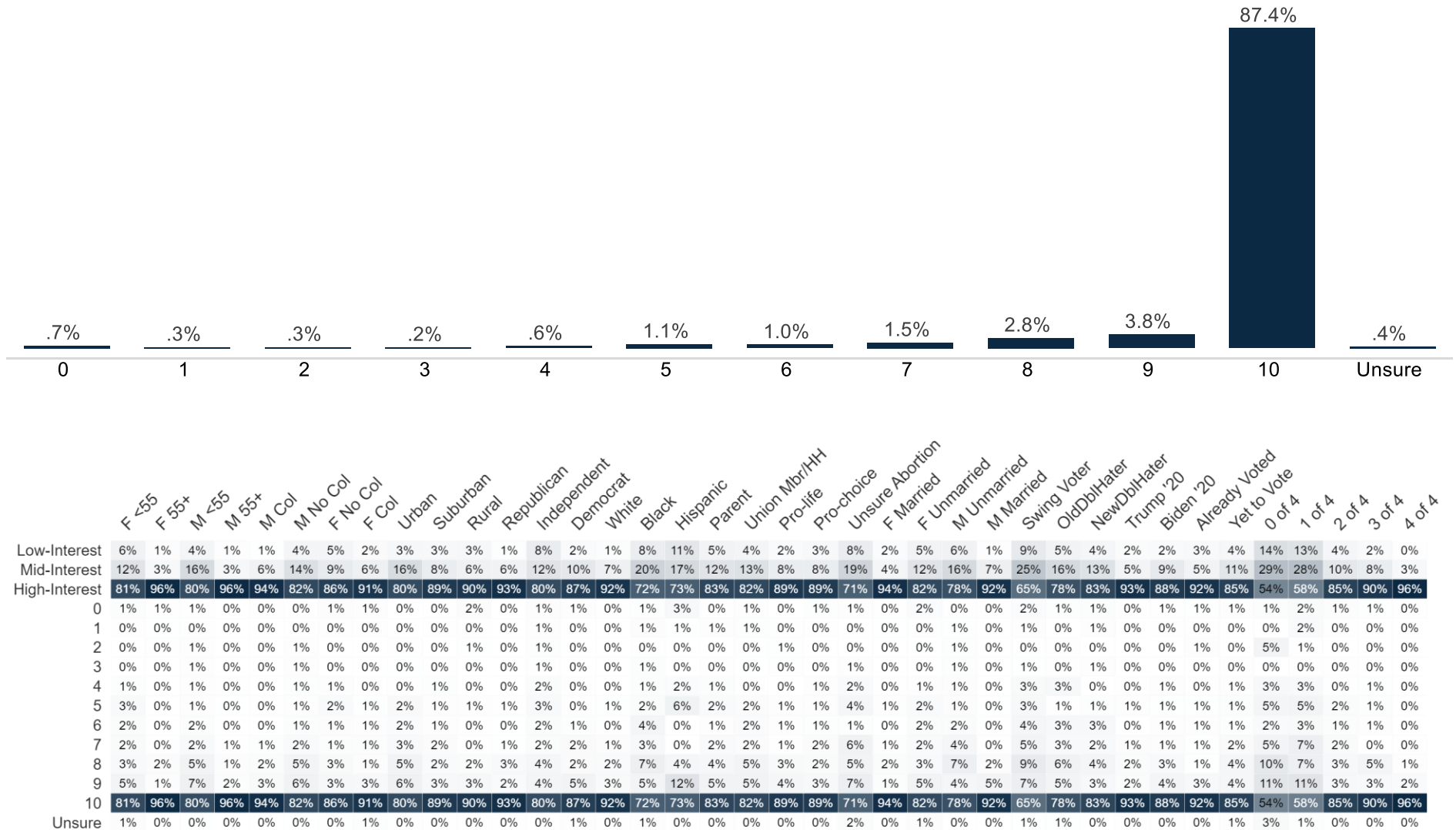
Trend: Vote Method



Percent Change: Vote Method (Oct 3 to Oct 26, '24)

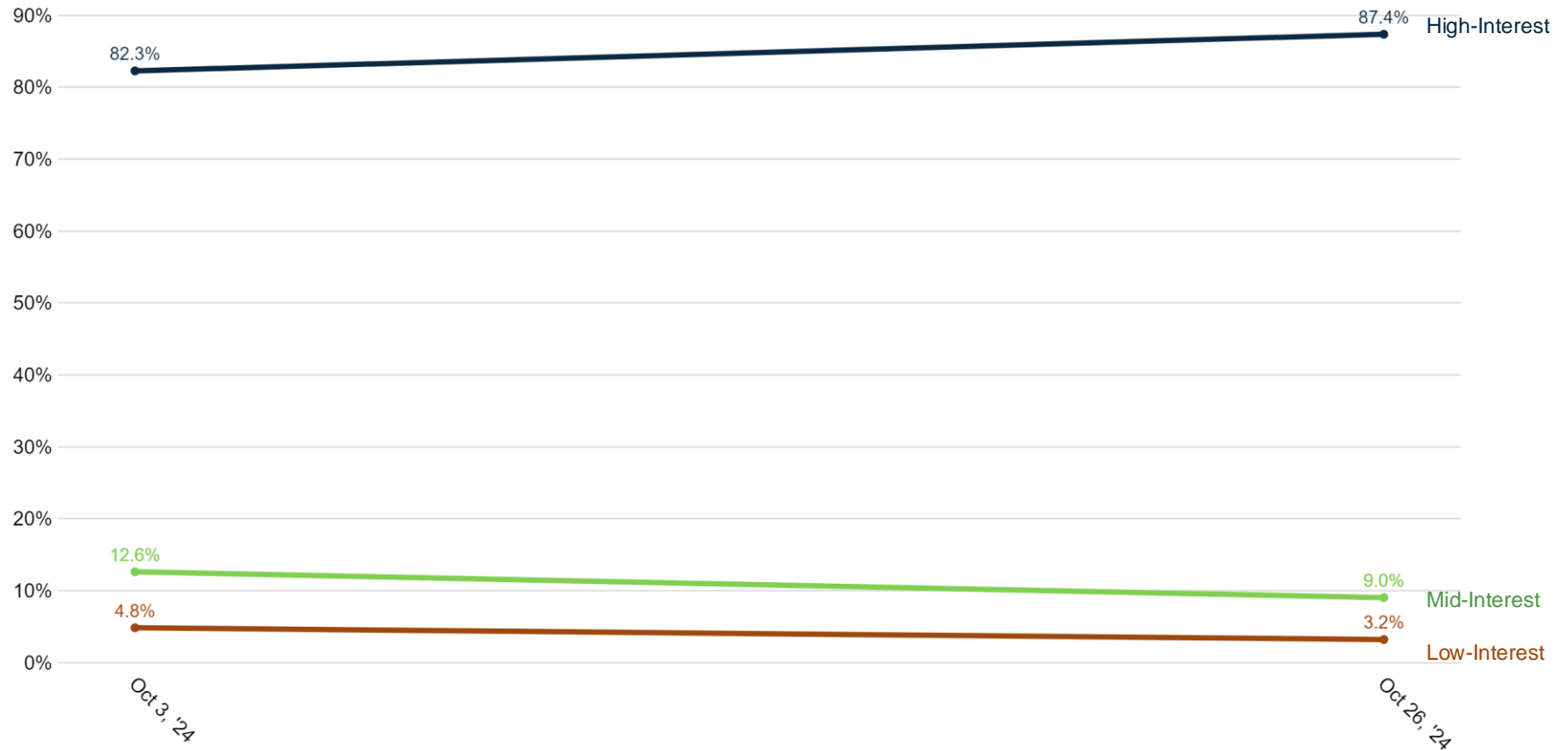
		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote		-16%	-29%	-18%	-27%	-22%	-23%	-19%	-27%	-24%	-22%	-22%	-18%	-23%	-26%	-21%	-23%	-21%	-19%	-25%	-19%	-18%	-24%	-5%	-16%	-14%	-19%	-25%	0%	2%	2%	-19%	-13%	-23%	-27%
Probably vote		-7%	-14%	-5%	-10%	-10%	-5%	-10%	-11%	-3%	-12%	-7%	-8%	-8%	-10%	-9%	-12%	-13%	-7%	-8%	-12%	-7%	-8%	-13%	-12%	-11%	-8%	-12%	0%	-2%	-22%	7%	-14%	-7%	-10%
Already voted		23%	43%	24%	37%	32%	28%	29%	38%	27%	34%	29%	27%	30%	36%	30%	34%	34%	26%	33%	31%	25%	32%	18%	28%	26%	27%	37%	0%	0%	20%	13%	27%	29%	37%
Vote in-person on Election Day		-14%	-17%	-17%	-20%	-20%	-18%	-15%	-17%	-19%	-15%	-17%	-20%	-17%	-14%	-16%	-15%	-29%	-17%	-17%	-15%	-19%	-18%	-3%	-12%	-10%	-18%	-15%	0%	0%	-15%	-3%	-24%	-21%	-16%
Vote absentee by mail		-5%	-18%	-8%	-11%	-9%	-9%	-7%	-18%	-4%	-13%	-10%	-4%	-9%	-16%	-11%	-14%	-4%	-5%	-10%	-11%	-10%	-8%	-8%	-7%	-12%	-5%	-15%	0%	-5%	3%	-7%	-8%	-6%	-13%
Vote early in-person		-5%	-8%	1%	-7%	-3%	-1%	-7%	-3%	-4%	-6%	-2%	-3%	-4%	-6%	-3%	-6%	-1%	-3%	-6%	-5%	4%	-6%	-8%	-9%	-4%	-4%	-7%	0%	5%	-8%	-2%	5%	-2%	-8%
Definitely vote in-person on Election Day		-11%	-12%	-12%	-16%	-13%	-14%	-12%	-11%	-17%	-10%	-13%	-14%	-13%	-11%	-11%	-7%	-27%	-13%	-12%	-12%	-13%	-13%	5%	-9%	-5%	-14%	-11%	0%	1%	-9%	-5%	-16%	-15%	-13%
Probably vote in-person on Election Day		-2%	-5%	-5%	-4%	-6%	-4%	-3%	-5%	-2%	-6%	-3%	-5%	-4%	-3%	-4%	-7%	-2%	-4%	-5%	-3%	-6%	-4%	-7%	-3%	-5%	-4%	-4%	0%	-1%	-6%	2%	-8%	-6%	-4%
Definitely vote absentee by mail		-4%	-13%	-6%	-9%	-6%	-9%	-4%	-15%	-5%	-9%	-8%	-2%	-7%	-13%	-8%	-12%	-1%	-4%	-9%	-8%	-8%	-7%	-7%	-4%	-8%	-4%	-11%	0%	-4%	11%	-12%	-3%	-4%	-11%
Probably vote absentee by mail		0%	-5%	-2%	-2%	-4%	-1%	-2%	-2%	1%	-3%	-2%	-1%	-2%	-2%	-3%	-2%	-3%	-1%	-1%	-3%	-2%	-2%	0%	-3%	-4%	-1%	-3%	0%	-1%	-8%	5%	-4%	-3%	-2%
Definitely vote early in-person		0%	-4%	-1%	-3%	-3%	0%	-2%	-1%	-2%	-2%	0%	-2%	-2%	-1%	-2%	-3%	6%	-2%	-4%	1%	3%	-4%	-2%	-3%	-1%	-2%	-3%	0%	4%	0%	-2%	7%	-4%	-4%
Probably vote early in-person		-5%	-4%	2%	-4%	0%	-1%	-5%	-3%	-2%	-3%	-2%	-2%	-2%	-5%	-2%	-3%	-7%	-2%	-2%	-6%	1%	-2%	-5%	-6%	-2%	-2%	-4%	0%	0%	-8%	0%	-2%	2%	-4%
Already returned mail ballot		10%	21%	9%	16%	15%	11%	13%	18%	12%	15%	12%	8%	14%	19%	14%	11%	14%	12%	16%	14%	12%	12%	8%	16%	15%	9%	19%	-51%	0%	10%	5%	12%	16%	16%
Already voted early in-person		13%	22%	14%	21%	17%	17%	15%	20%	14%	19%	17%	19%	16%	16%	16%	23%	20%	14%	17%	17%	13%	20%	10%	13%	10%	19%	18%	51%	0%	10%	8%	14%	13%	21%

Election Determination

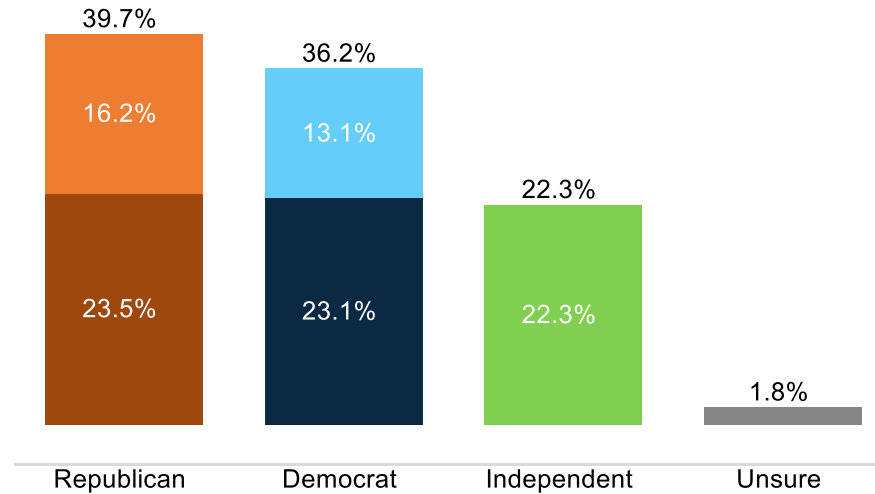


On a scale of 0 to 10, how determined are you to vote in this year's November general elections for President and Congress, with 0 meaning not determined at all and 10 meaning extremely determined?

Trend: Election Determination



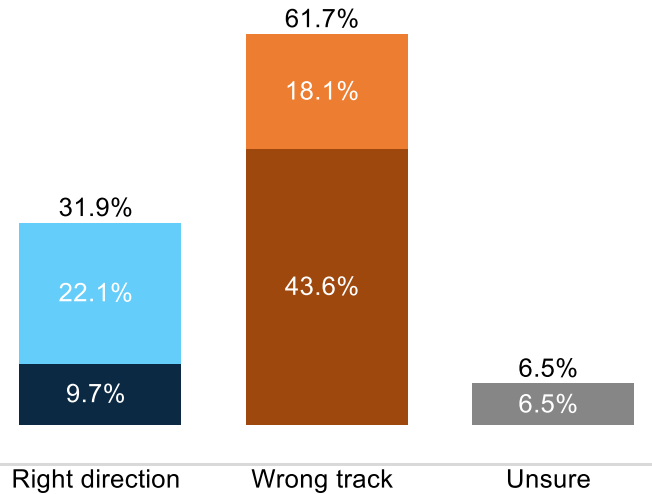
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican	36%	40%	35%	50%	36%	46%	41%	34%	22%	39%	53%	47%	14%	27%	43%	37%	71%	18%	39%	47%	28%	37%	44%	29%	21%	33%	81%	6%	34%	43%	19%	39%	43%	37%	41%	
Independent	18%	18%	32%	23%	29%	27%	18%	17%	22%	24%	19%	21%	20%	22%	21%	20%	15%	26%	30%	15%	20%	27%	29%	42%	40%	43%	17%	22%	22%	23%	39%	22%	22%	23%	20%	
Democrat	43%	40%	32%	26%	34%	27%	38%	47%	53%	35%	26%	31%	63%	50%	34%	41%	12%	55%	22%	36%	47%	36%	26%	22%	35%	19%	2%	70%	43%	33%	38%	36%	32%	35%	38%	
Strongly Republican	19%	26%	21%	30%	18%	30%	25%	20%	12%	23%	33%	27%	10%	15%	26%	24%	47%	8%	16%	28%	18%	22%	26%	7%	6%	9%	52%	1%	22%	24%	10%	21%	25%	24%	25%	
Mostly Republican	16%	14%	14%	21%	18%	16%	16%	14%	10%	17%	19%	19%	5%	11%	17%	13%	24%	10%	23%	20%	11%	15%	18%	22%	15%	24%	29%	5%	12%	18%	9%	18%	18%	14%	16%	
Mostly Democratic	18%	12%	12%	9%	12%	10%	13%	19%	18%	13%	9%	11%	21%	17%	14%	16%	5%	19%	10%	15%	15%	13%	10%	15%	24%	12%	1%	24%	14%	13%	22%	15%	11%	17%	13%	
Strongly Democratic	25%	28%	20%	18%	22%	17%	26%	28%	35%	22%	17%	20%	42%	33%	20%	25%	7%	36%	12%	22%	32%	23%	17%	7%	12%	8%	0%	46%	29%	20%	16%	21%	21%	19%	25%	
Unsure	4%	2%	0%	1%	1%	0%	3%	3%	2%	2%	2%	1%	2%	2%	2%	1%	1%	9%	1%	4%	1%	0%	7%	4%	4%	1%	2%	2%	2%	4%	4%	2%	4%	1%		

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

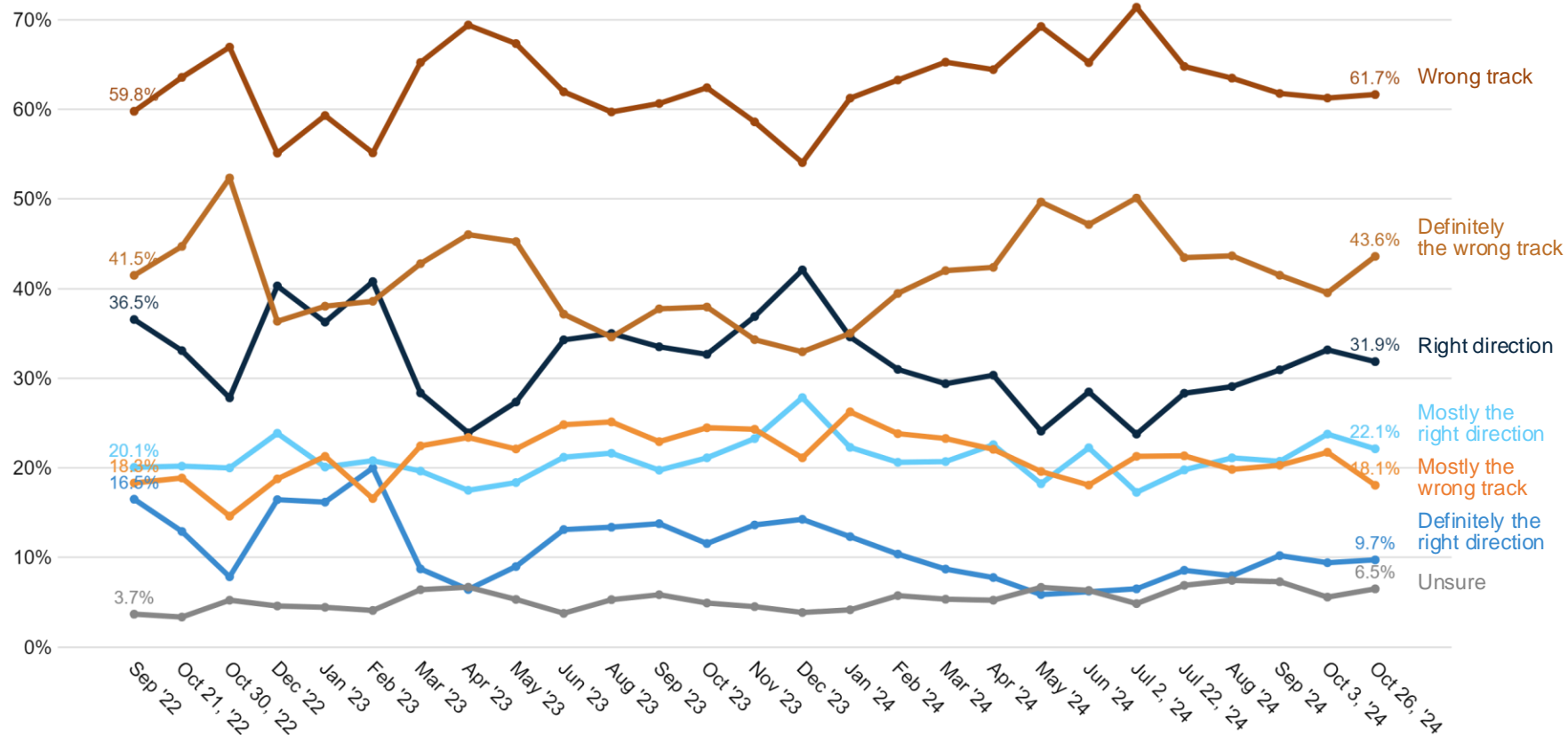
US Direction



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Old/Dbl Hater	New/Dbl Hater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	29%	34%	32%	33%	40%	27%	29%	35%	45%	33%	21%	6%	29%	62%	29%	50%	38%	33%	40%	12%	48%	18%	29%	34%	33%	32%	26%	22%	14%	4%	59%	38%	29%	27%	33%	30%	24%	34%
Wrong track	62%	59%	61%	65%	56%	68%	64%	55%	50%	61%	72%	91%	62%	30%	65%	41%	59%	61%	54%	85%	44%	69%	64%	57%	61%	64%	65%	70%	82%	94%	31%	56%	65%	64%	58%	64%	72%	60%
Definitely the right direction	8%	11%	11%	8%	11%	8%	11%	8%	16%	9%	7%	3%	5%	21%	8%	22%	7%	11%	15%	5%	13%	9%	9%	11%	10%	10%	5%	2%	3%	2%	17%	11%	9%	6%	13%	9%	4%	11%
Mostly the right direction	21%	23%	21%	25%	28%	19%	18%	27%	29%	24%	14%	4%	24%	41%	20%	28%	31%	21%	26%	7%	35%	10%	21%	23%	23%	23%	21%	19%	11%	2%	41%	26%	20%	21%	20%	21%	21%	23%
Mostly the wrong track	23%	15%	20%	12%	18%	15%	20%	18%	18%	19%	16%	15%	22%	19%	16%	17%	27%	17%	12%	15%	20%	16%	18%	20%	20%	14%	32%	36%	41%	13%	20%	15%	20%	33%	27%	18%	26%	14%
Definitely the wrong track	39%	43%	41%	53%	38%	53%	44%	37%	32%	42%	55%	76%	40%	11%	49%	24%	32%	43%	42%	70%	24%	53%	45%	37%	41%	49%	33%	34%	41%	80%	12%	40%	45%	31%	31%	46%	46%	46%
Unsure	9%	7%	6%	3%	5%	5%	7%	10%	5%	7%	7%	3%	9%	8%	7%	9%	3%	6%	6%	3%	8%	12%	7%	9%	6%	4%	8%	9%	4%	2%	10%	7%	6%	9%	9%	7%	4%	6%

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

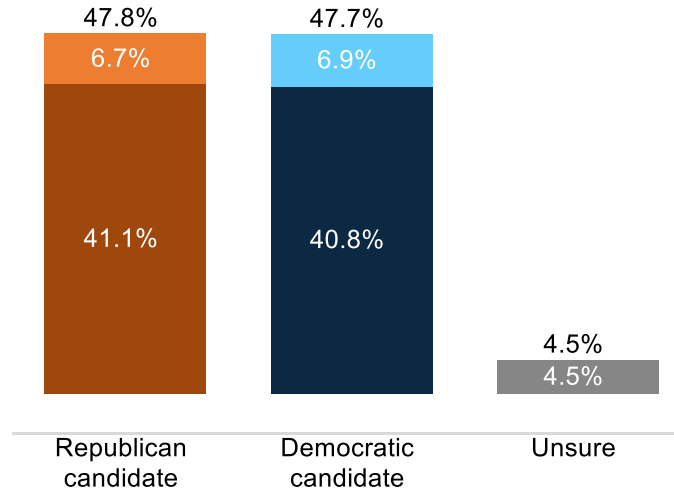
Trend: US Direction



Percent Change: US Direction (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	-1%	1%	-6%	2%	0%	-4%	1%	-2%	-2%	0%	-2%	-5%	0%	1%	-2%	-6%	9%	-4%	-1%	0%	-2%	-4%	-3%	1%	-2%	-3%	0%	-13%	-4%	-3%	-13%	0%	-2%	0%
Wrong track	1%	-2%	4%	-3%	-1%	2%	-2%	2%	1%	0%	1%	3%	-2%	-1%	1%	0%	-2%	2%	0%	-1%	-1%	2%	4%	-3%	2%	2%	-2%	10%	3%	4%	8%	-2%	5%	-1%
Definitely the right direction	0%	3%	-3%	2%	-1%	0%	3%	-1%	-2%	2%	1%	-1%	-1%	1%	0%	3%	-6%	-1%	2%	1%	-2%	-1%	0%	1%	2%	1%	1%	-2%	0%	-4%	-3%	-2%	-4%	2%
Mostly the right direction	-1%	-2%	-3%	0%	1%	-4%	-2%	0%	0%	-2%	-3%	-4%	1%	-1%	-3%	-8%	14%	-3%	-2%	0%	0%	-3%	-3%	0%	-4%	-3%	0%	-11%	-3%	1%	-10%	2%	2%	-2%
Mostly the wrong track	-5%	-1%	-5%	-4%	-3%	-6%	-4%	-1%	-4%	-3%	-5%	-4%	-2%	-4%	-4%	-7%	-8%	-5%	-3%	-4%	-9%	-2%	-5%	-6%	-1%	-4%	-4%	-4%	-2%	-7%	-1%	-12%	2%	-3%
Definitely the wrong track	6%	-2%	10%	1%	1%	9%	2%	3%	5%	2%	6%	7%	1%	3%	5%	7%	7%	7%	3%	3%	8%	4%	9%	3%	3%	6%	2%	14%	5%	11%	9%	10%	4%	1%
Unsure	0%	1%	2%	1%	2%	2%	1%	0%	1%	0%	1%	2%	1%	0%	1%	6%	-7%	2%	1%	1%	2%	2%	-1%	2%	0%	0%	2%	3%	1%	-2%	5%	2%	-3%	1%

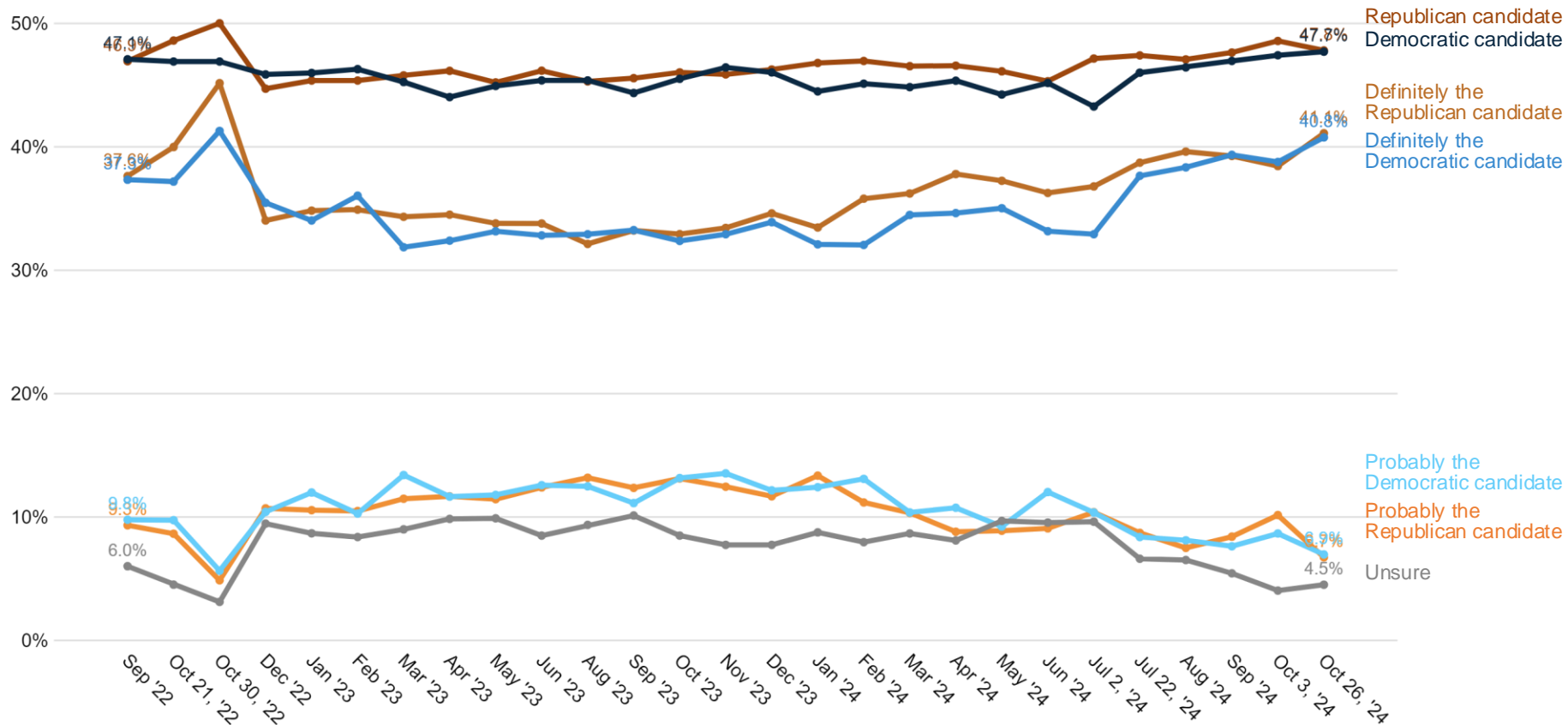
Generic Ballot



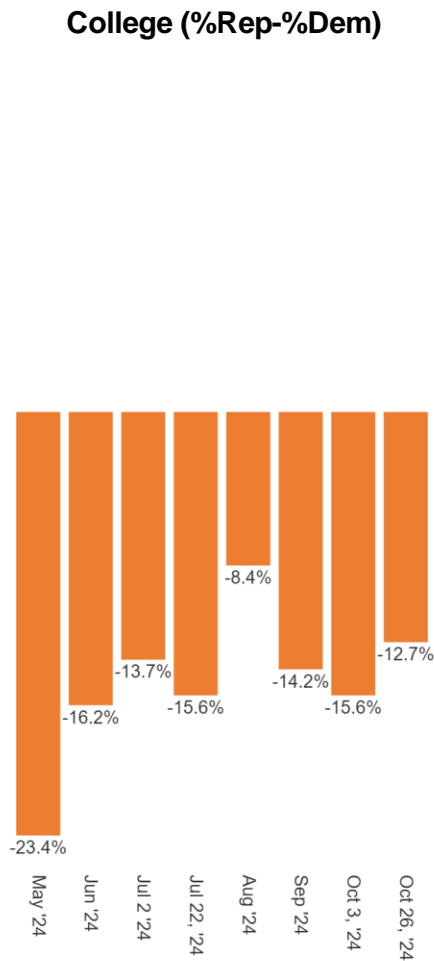
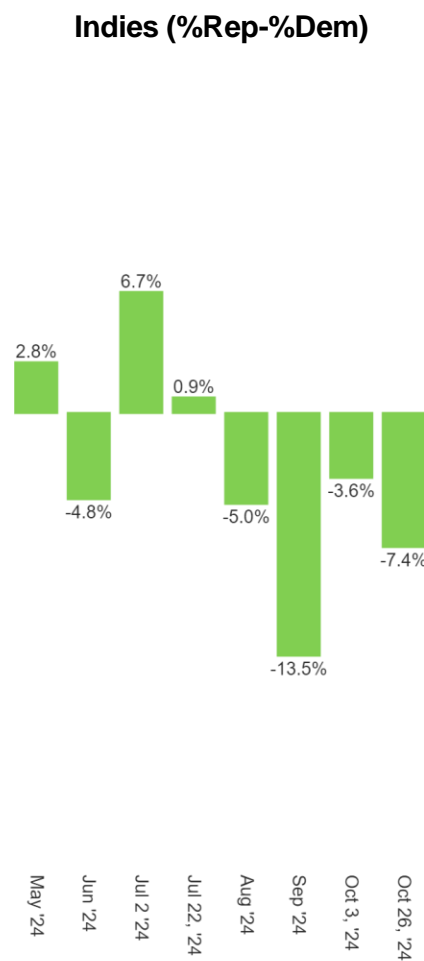
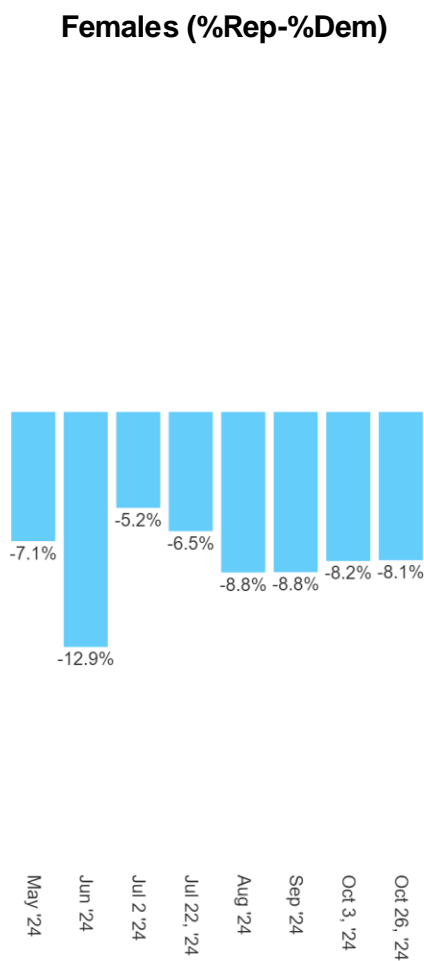
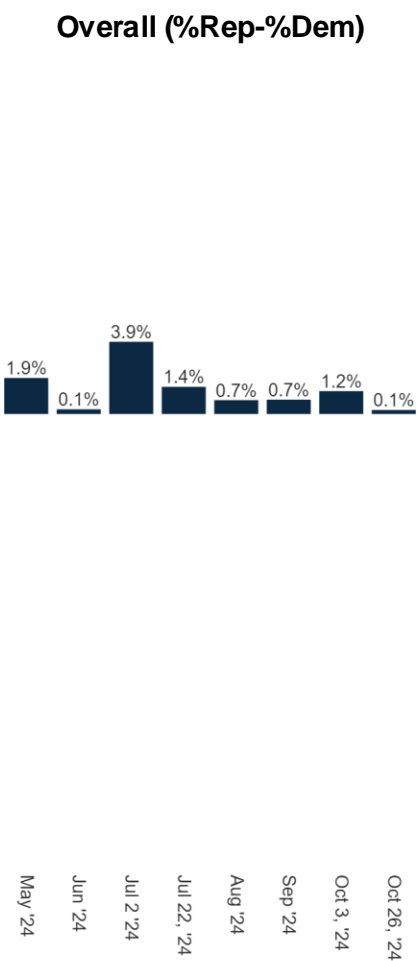
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	Old/Dbl Hater	New/Dbl Hater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	43%	44%	51%	56%	47%	58%	47%	37%	33%	46%	61%	93%	42%	4%	53%	21%	37%	51%	46%	84%	22%	55%	49%	37%	52%	54%	37%	29%	46%	96%	6%	40%	52%	42%	50%	52%	44%	47%
Democratic candidate	50%	52%	45%	41%	51%	38%	47%	57%	62%	49%	34%	5%	49%	95%	43%	74%	59%	45%	51%	14%	74%	29%	48%	55%	46%	43%	38%	58%	36%	3%	90%	58%	43%	48%	41%	43%	49%	50%
Definitely the Republican candidate	34%	41%	44%	48%	40%	51%	41%	32%	27%	40%	54%	83%	31%	2%	48%	15%	33%	42%	37%	76%	17%	43%	44%	30%	44%	47%	0%	18%	29%	86%	4%	36%	44%	34%	33%	47%	42%	42%
Probably the Republican candidate	9%	3%	7%	8%	6%	8%	6%	6%	7%	6%	8%	10%	10%	1%	6%	6%	4%	9%	9%	7%	5%	12%	5%	7%	8%	7%	37%	12%	17%	10%	2%	4%	8%	8%	17%	5%	2%	5%
Probably the Democratic candidate	7%	4%	10%	7%	7%	10%	6%	5%	10%	8%	4%	2%	14%	9%	5%	12%	9%	8%	8%	3%	9%	10%	4%	8%	10%	8%	38%	17%	15%	1%	10%	5%	8%	13%	11%	8%	5%	5%
Definitely the Democratic candidate	43%	49%	36%	35%	45%	28%	41%	52%	52%	42%	31%	3%	35%	87%	37%	62%	50%	37%	43%	11%	64%	19%	44%	47%	36%	35%	0%	41%	21%	1%	80%	53%	35%	35%	29%	36%	44%	45%
Unsure	7%	4%	3%	3%	2%	4%	6%	5%	4%	5%	4%	2%	10%	1%	4%	5%	5%	4%	4%	2%	4%	16%	3%	9%	2%	3%	25%	12%	17%	2%	4%	2%	6%	10%	9%	4%	7%	3%

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



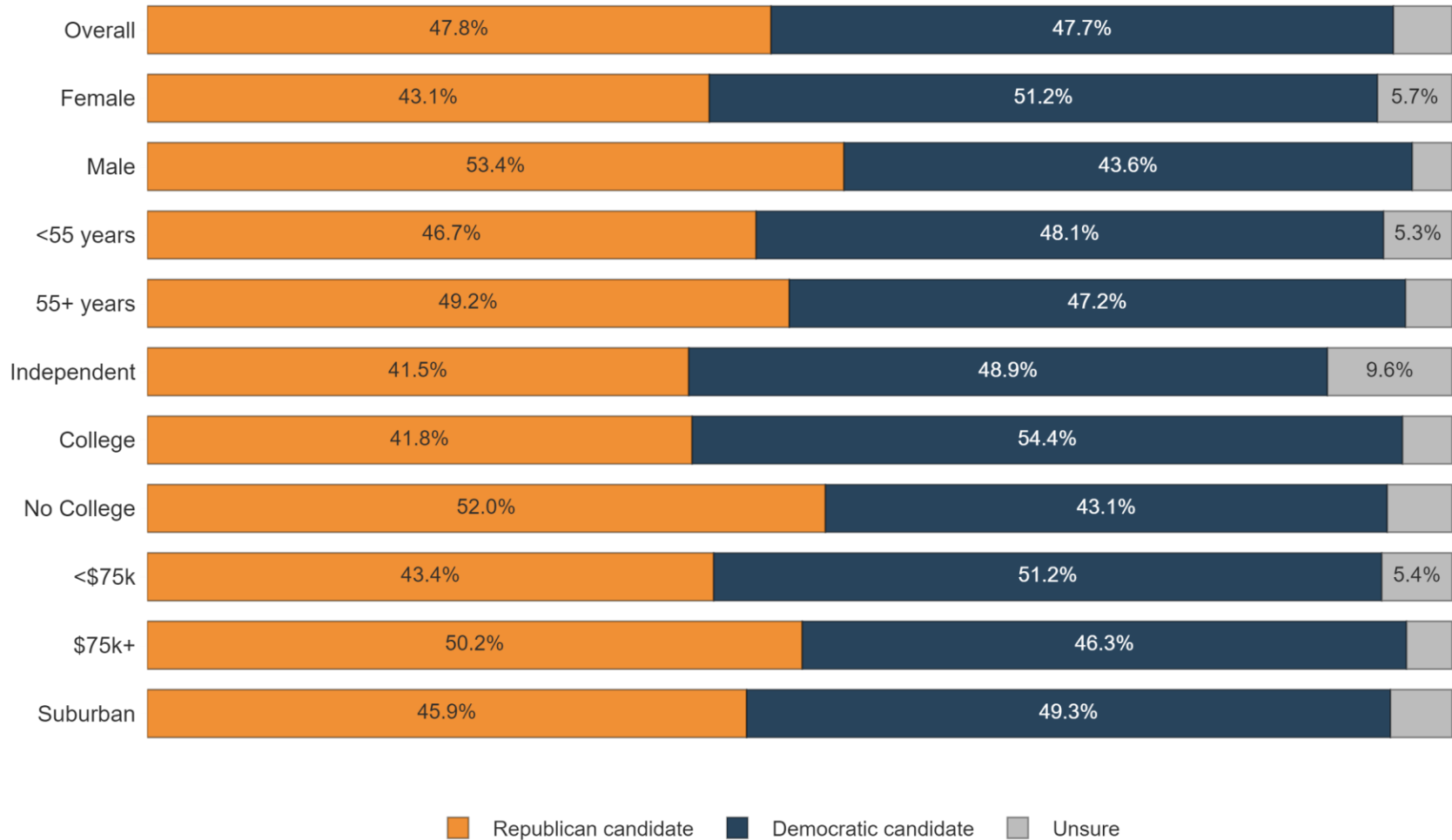
Generic Ballot Movement



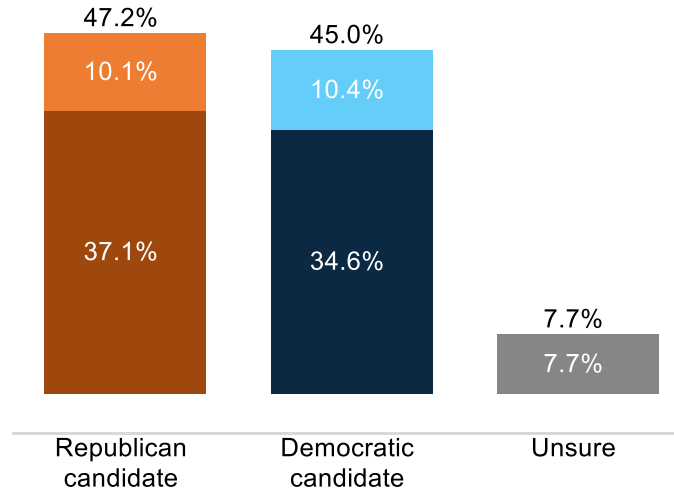
Percent Change: Generic Ballot (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	3%	-4%	-1%	-2%	0%	-3%	-3%	4%	-3%	-2%	1%	-1%	-2%	0%	1%	-7%	-2%	2%	-1%	0%	-2%	-2%	-7%	-2%	-2%	2%	-2%	15%	2%	-13%	8%	4%	-9%	-2%
Democratic candidate	-3%	3%	1%	1%	2%	1%	2%	-5%	2%	1%	-1%	0%	2%	0%	-1%	4%	4%	-1%	3%	-4%	3%	0%	0%	6%	5%	-1%	1%	-13%	-4%	10%	-13%	-4%	4%	3%
Definitely the Republican candidate	5%	-1%	7%	-1%	3%	4%	1%	4%	1%	1%	6%	4%	4%	0%	4%	1%	9%	7%	2%	2%	5%	2%	0%	5%	8%	5%	1%	18%	5%	-4%	9%	13%	-3%	0%
Probably the Republican candidate	-2%	-2%	-8%	-2%	-3%	-7%	-5%	1%	-4%	-2%	-5%	-5%	-5%	0%	-3%	-9%	-11%	-5%	-3%	-1%	-7%	-4%	-7%	-7%	-10%	-4%	-3%	-3%	-2%	-9%	-1%	-9%	-6%	-2%
Probably the Democratic candidate	-3%	-2%	-1%	-1%	-3%	2%	-2%	-3%	-2%	-2%	-2%	-1%	-3%	-2%	-1%	-1%	-8%	-2%	-4%	-1%	-1%	0%	0%	-2%	0%	-1%	-3%	-10%	-1%	-2%	-5%	-1%	-2%	-2%
Definitely the Democratic candidate	0%	5%	2%	1%	5%	-1%	4%	-2%	3%	3%	1%	0%	5%	2%	0%	5%	12%	1%	7%	-3%	4%	1%	0%	7%	6%	0%	4%	-3%	-4%	12%	-8%	-3%	6%	4%
Unsure	0%	1%	-1%	2%	-2%	2%	1%	1%	1%	1%	0%	1%	-1%	0%	0%	3%	-2%	-1%	-2%	4%	-1%	1%	7%	-3%	-3%	0%	1%	-2%	2%	3%	6%	-1%	5%	-1%

Generic Ballot by Key Voter Groups



Generic Ballot – Local Race



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	42%	42%	52%	55%	46%	59%	46%	37%	31%	46%	62%	92%	41%	4%	53%	19%	40%	53%	46%	81%	23%	56%	48%	37%	49%	55%	38%	28%	45%	92%	7%	41%	51%	36%	51%	51%	43%	47%
Democratic candidate	49%	50%	41%	38%	46%	34%	45%	57%	61%	46%	32%	4%	42%	94%	40%	74%	56%	41%	46%	14%	70%	23%	46%	54%	43%	37%	31%	55%	31%	3%	85%	55%	40%	47%	41%	39%	46%	48%
Definitely the Republican candidate	30%	37%	40%	43%	38%	45%	37%	27%	25%	35%	49%	76%	27%	2%	42%	13%	30%	39%	34%	69%	15%	39%	38%	29%	42%	42%	7%	15%	23%	79%	3%	33%	39%	27%	31%	40%	40%	38%
Probably the Republican candidate	12%	5%	12%	12%	9%	13%	9%	9%	7%	10%	12%	15%	14%	2%	10%	5%	10%	14%	12%	12%	8%	17%	10%	8%	7%	13%	31%	13%	22%	14%	5%	7%	12%	10%	20%	11%	3%	8%
Probably the Democratic candidate	12%	8%	12%	8%	9%	11%	9%	12%	14%	11%	7%	2%	16%	17%	8%	19%	13%	10%	11%	5%	15%	10%	8%	13%	14%	8%	25%	19%	13%	2%	17%	8%	11%	19%	21%	10%	7%	8%
Definitely the Democratic candidate	37%	42%	29%	29%	38%	23%	36%	44%	47%	35%	25%	2%	27%	77%	31%	55%	44%	31%	35%	9%	55%	13%	38%	40%	29%	30%	6%	36%	18%	1%	68%	46%	29%	28%	21%	29%	38%	40%
Unsure	9%	7%	7%	7%	7%	7%	9%	6%	8%	8%	7%	5%	17%	2%	8%	8%	4%	6%	8%	5%	8%	21%	6%	10%	8%	7%	30%	17%	23%	5%	7%	5%	9%	17%	7%	10%	11%	5%

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 a local race like county commission or legislature?

Percent Change: Generic Ballot to Generic Ballot-Local Race

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Old/DblHater	New/DblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-1%	-1%	1%	-1%	0%	0%	-1%	-1%	-2%	0%	0%	-1%	-1%	1%	-1%	-2%	3%	2%	0%	-2%	0%	2%	-1%	0%	-3%	2%	-1%	-1%	-3%	2%	0%	-1%	-6%	1%	-1%	-1%	0%	
Democratic candidate	-1%	-2%	-5%	-4%	-5%	-4%	-2%	0%	-1%	-3%	-3%	-1%	-6%	-2%	-3%	-1%	-3%	-4%	-5%	0%	-4%	-6%	-2%	-1%	-3%	-5%	-4%	-5%	0%	-5%	-3%	-2%	-1%	1%	-4%	-3%	-3%	
Definitely the Republican candidate	-4%	-4%	-4%	-5%	-3%	-5%	-4%	-4%	-2%	-4%	-5%	-7%	-4%	-1%	-5%	-2%	-3%	-4%	-3%	-7%	-2%	-4%	-6%	-1%	-2%	-5%	-3%	-6%	-7%	-1%	-3%	-5%	-8%	-2%	-7%	-2%	-3%	
Probably the Republican candidate	3%	2%	4%	4%	3%	6%	3%	4%	0%	4%	5%	6%	3%	1%	5%	0%	6%	5%	3%	5%	2%	5%	5%	1%	-1%	6%	2%	6%	4%	3%	3%	4%	2%	3%	6%	1%	3%	
Probably the Democratic candidate	5%	5%	2%	2%	2%	1%	3%	7%	4%	3%	3%	1%	2%	8%	3%	7%	4%	3%	3%	2%	5%	-1%	4%	6%	4%	0%	2%	-2%	0%	7%	3%	4%	6%	10%	2%	2%	3%	
Definitely the Democratic candidate	-6%	-7%	-7%	-5%	-7%	-5%	-5%	-8%	-5%	-7%	-5%	-2%	-8%	-10%	-6%	-7%	-6%	-6%	-8%	-2%	-9%	-6%	-6%	-7%	-7%	-5%	-5%	-3%	0%	-12%	-6%	-6%	-7%	-9%	-7%	-5%	-6%	
Unsure	2%	3%	4%	4%	5%	3%	3%	1%	3%	4%	3%	2%	7%	1%	4%	3%	-1%	2%	4%	2%	4%	5%	3%	1%	6%	4%	5%	6%	3%	3%	3%	3%	7%	-1%	6%	4%	3%	

Image Tests

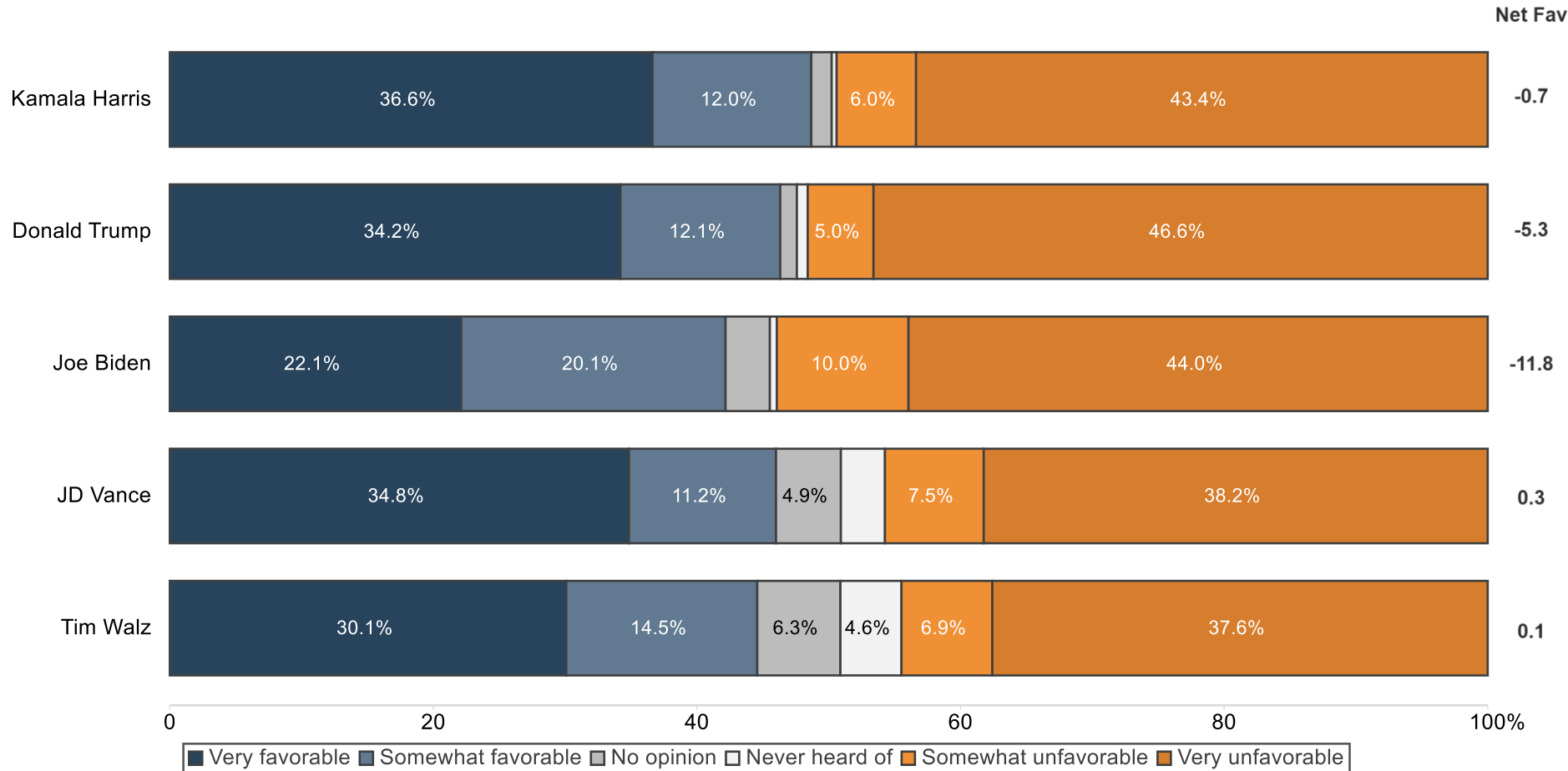


Image Tests Heatmaps

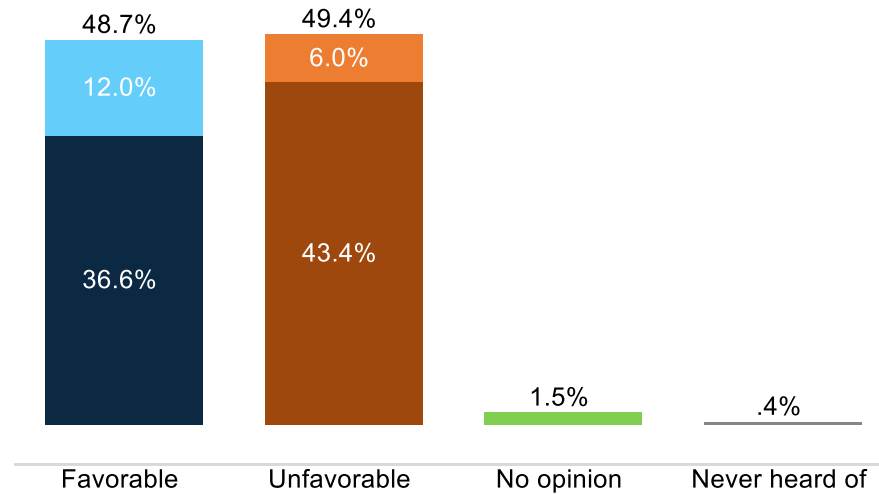
Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	54%	53%	44%	40%	50%	37%	49%	60%	65%	51%	33%	8%	49%	93%	43%	75%	61%	48%	53%	16%	73%	35%	49%	58%	44%	42%	46%	50%	0%	6%	88%	57%	45%	49%	46%	43%	50%	50%	
Donald Trump	43%	42%	51%	51%	44%	56%	46%	37%	36%	44%	59%	88%	40%	5%	52%	22%	34%	50%	45%	82%	21%	55%	48%	37%	48%	52%	38%	0%	0%	91%	6%	38%	51%	48%	50%	52%	43%	44%	
Joe Biden	42%	51%	40%	36%	46%	32%	41%	52%	57%	44%	28%	7%	39%	82%	38%	67%	51%	40%	47%	14%	63%	30%	42%	49%	41%	37%	34%	0%	13%	3%	79%	50%	38%	38%	41%	39%	35%	45%	
JD Vance	40%	42%	51%	53%	47%	55%	44%	37%	35%	45%	56%	85%	36%	11%	51%	23%	33%	49%	47%	82%	21%	50%	48%	35%	47%	54%	37%	18%	24%	85%	12%	40%	49%	41%	42%	52%	45%	46%	
Tim Walz	42%	52%	43%	41%	52%	34%	42%	54%	55%	48%	30%	11%	47%	82%	42%	62%	49%	43%	53%	14%	69%	24%	44%	50%	43%	42%	38%	47%	28%	7%	82%	52%	41%	29%	40%	38%	44%	49%	

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	44%	45%	53%	58%	48%	61%	48%	39%	33%	48%	64%	90%	48%	6%	55%	22%	35%	51%	46%	82%	26%	57%	50%	39%	53%	56%	48%	49%	100%	91%	11%	42%	53%	44%	51%	56%	45%	49%	
Donald Trump	54%	56%	48%	47%	54%	42%	51%	61%	63%	55%	38%	11%	58%	92%	47%	74%	61%	49%	52%	18%	77%	40%	51%	59%	51%	46%	55%	100%	100%	8%	91%	60%	47%	49%	45%	47%	55%	54%	
Joe Biden	55%	45%	56%	61%	52%	63%	54%	45%	39%	53%	67%	91%	54%	14%	60%	28%	41%	57%	48%	83%	33%	61%	55%	46%	55%	60%	57%	100%	83%	94%	18%	46%	58%	54%	52%	58%	61%	52%	
JD Vance	46%	52%	41%	44%	49%	37%	44%	56%	52%	49%	35%	12%	52%	79%	44%	58%	50%	42%	47%	12%	72%	25%	49%	48%	43%	42%	43%	70%	64%	9%	81%	54%	42%	33%	37%	39%	47%	51%	
Tim Walz	38%	41%	46%	55%	44%	55%	42%	36%	31%	43%	57%	81%	39%	9%	50%	19%	35%	46%	40%	78%	21%	48%	48%	31%	45%	53%	39%	38%	58%	83%	11%	41%	46%	33%	39%	48%	46%	46%	

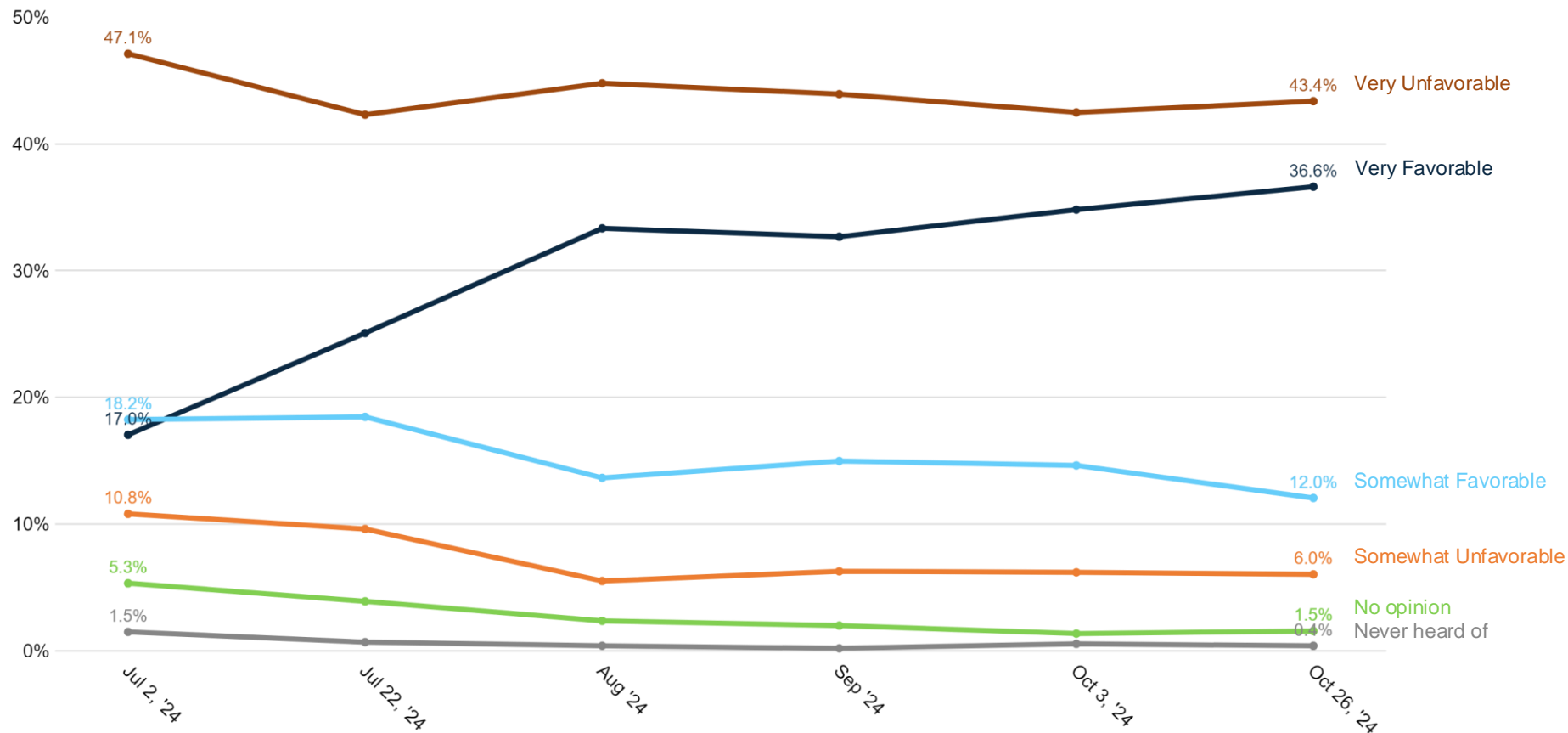
Image: Kamala Harris



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion F	Married F	Unmarried F	Married M	Unmarried M	Swing Voter	Old/Dbl Voter	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	54%	53%	44%	40%	50%	37%	49%	60%	65%	51%	33%	8%	49%	93%	43%	75%	61%	48%	53%	16%	73%	35%	49%	58%	44%	42%	46%	50%	6%	88%	57%	45%	49%	46%	43%	50%	50%	
Unfavorable Total	44%	45%	53%	58%	48%	61%	48%	39%	33%	48%	64%	90%	48%	6%	55%	22%	35%	51%	46%	82%	26%	57%	50%	39%	53%	56%	48%	49%	91%	11%	42%	53%	44%	51%	56%	45%	49%	
Very favorable	40%	47%	26%	33%	35%	24%	38%	50%	49%	38%	26%	5%	29%	77%	32%	61%	47%	34%	39%	11%	56%	24%	40%	46%	29%	29%	21%	27%	3%	70%	47%	32%	32%	34%	32%	36%	39%	
Somewhat favorable	15%	6%	18%	8%	15%	13%	11%	10%	16%	13%	8%	3%	20%	16%	12%	15%	13%	14%	14%	4%	17%	11%	9%	13%	15%	13%	25%	23%	3%	19%	10%	13%	17%	12%	11%	14%	11%	
Somewhat unfavorable	7%	3%	9%	5%	7%	7%	5%	5%	6%	6%	6%	6%	9%	3%	6%	6%	5%	7%	7%	5%	7%	6%	4%	7%	8%	7%	17%	19%	5%	5%	4%	7%	9%	16%	6%	4%	4%	
Very unfavorable	37%	42%	45%	53%	42%	53%	43%	34%	27%	42%	58%	83%	39%	3%	50%	15%	29%	43%	39%	77%	19%	51%	46%	32%	45%	50%	31%	29%	86%	6%	38%	46%	35%	35%	50%	41%	44%	
No opinion	2%	2%	1%	1%	1%	1%	3%	1%	2%	1%	2%	1%	3%	1%	1%	3%	3%	1%	1%	1%	8%	1%	3%	1%	1%	5%	1%	1%	0%	1%	2%	5%	3%	1%	3%	1%		
Never heard of	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	2%	0%		

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

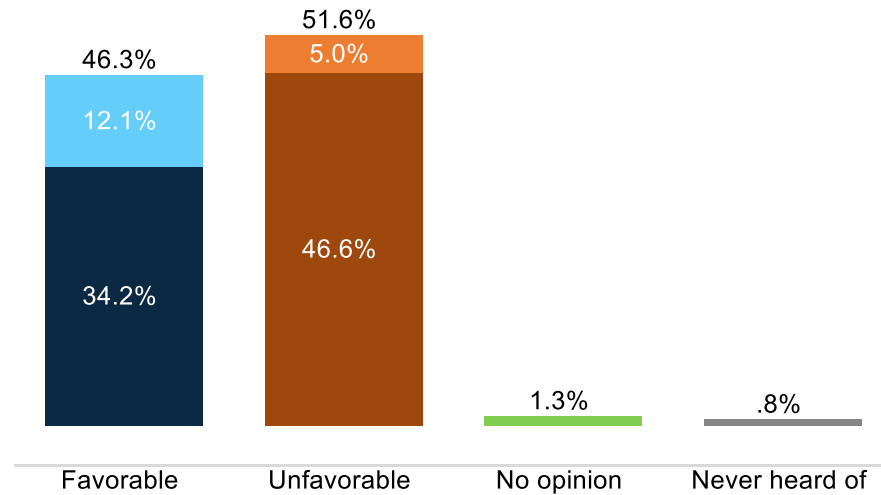
Trend: Kamala Harris Image



Percent Change: Kamala Harris Image (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-5%	4%	-1%	1%	2%	-1%	0%	-5%	4%	0%	-5%	-3%	3%	-2%	-2%	-1%	0%	-4%	0%	-5%	0%	0%	-3%	-1%	0%	0%	-2%	-13%	-4%	-5%	-16%	-7%	4%	3%
Unfavorable Total	6%	-5%	2%	-2%	-1%	1%	-1%	5%	-2%	-1%	4%	3%	-2%	1%	1%	-1%	-1%	4%	0%	3%	0%	0%	4%	2%	0%	-1%	2%	18%	4%	-3%	18%	6%	-7%	-2%
Very favorable	0%	7%	-4%	6%	3%	-1%	1%	4%	1%	4%	-1%	0%	2%	4%	1%	-1%	5%	-1%	6%	-1%	2%	0%	-3%	4%	0%	0%	4%	-12%	-3%	8%	-12%	-2%	9%	3%
Somewhat favorable	-5%	-3%	3%	-6%	-1%	0%	-1%	-9%	3%	-4%	-4%	-3%	1%	-5%	-2%	0%	-5%	-3%	-5%	-4%	-2%	0%	0%	-5%	0%	0%	-6%	-2%	-2%	-13%	-4%	-5%	-5%	-1%
Somewhat unfavorable	1%	0%	-2%	-1%	-4%	1%	0%	1%	-1%	1%	-1%	1%	-4%	1%	-1%	0%	0%	0%	-2%	3%	-3%	0%	-1%	3%	1%	-1%	1%	4%	1%	0%	6%	-2%	-3%	0%
Very unfavorable	5%	-5%	3%	-1%	2%	0%	-1%	3%	-1%	-1%	5%	2%	2%	0%	2%	-1%	-1%	5%	2%	-1%	3%	0%	5%	-1%	-1%	0%	1%	14%	3%	-3%	12%	9%	-4%	-2%
No opinion	0%	1%	-2%	1%	1%	-1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	-1%	0%	2%	-1%	1%	2%	-1%	0%	0%	0%	1%	0%	5%	-2%	1%	3%	-1%
Never heard of	-1%	0%	1%	0%	-1%	1%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	-2%	0%	0%	1%	0%	-6%	0%	2%	0%	0%	1%	0%

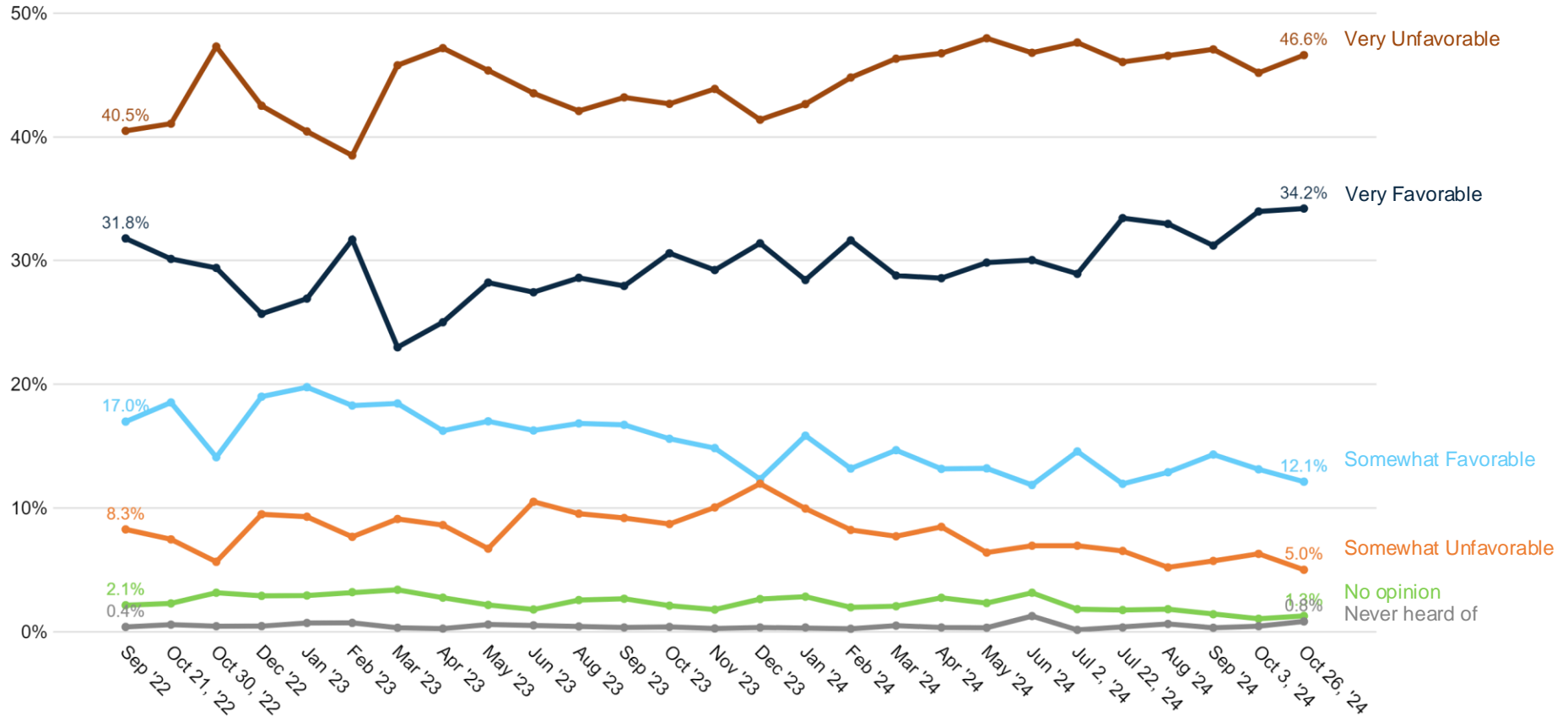
Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	42%	51%	51%	44%	56%	46%	37%	36%	44%	59%	88%	40%	5%	52%	22%	34%	50%	45%	82%	21%	55%	48%	37%	48%	52%	38%	91%	6%	38%	51%	48%	50%	52%	43%	44%
Unfavorable Total	54%	56%	48%	47%	54%	42%	51%	61%	63%	55%	38%	11%	58%	92%	47%	74%	61%	49%	52%	18%	77%	40%	51%	59%	51%	46%	55%	8%	91%	60%	47%	49%	45%	47%	55%	54%
Very favorable	31%	33%	35%	39%	30%	43%	37%	25%	23%	32%	47%	69%	24%	4%	39%	14%	27%	37%	34%	64%	14%	37%	36%	27%	35%	39%	16%	70%	4%	30%	37%	28%	35%	41%	36%	33%
Somewhat favorable	12%	9%	16%	12%	14%	14%	10%	12%	13%	12%	12%	19%	16%	2%	13%	8%	7%	13%	11%	18%	7%	18%	12%	10%	13%	14%	22%	21%	3%	8%	14%	21%	16%	11%	8%	11%
Somewhat unfavorable	4%	3%	9%	3%	7%	6%	5%	2%	8%	5%	3%	3%	9%	4%	5%	8%	4%	7%	6%	5%	5%	7%	4%	4%	6%	7%	13%	4%	5%	4%	5%	6%	9%	6%	6%	4%
Very unfavorable	50%	53%	39%	44%	48%	36%	46%	59%	55%	50%	35%	8%	49%	88%	43%	66%	57%	42%	46%	13%	72%	33%	48%	55%	45%	39%	42%	4%	86%	56%	42%	43%	36%	41%	49%	50%
No opinion	2%	2%	0%	2%	1%	1%	1%	2%	1%	1%	2%	0%	2%	1%	1%	3%	2%	1%	1%	0%	1%	5%	1%	3%	1%	1%	5%	0%	1%	1%	1%	0%	1%	1%	2%	1%
Never heard of	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	2%	0%	0%	2%	0%	2%	3%	0%	2%	1%	1%	0%	0%	1%	1%	1%	2%	0%	1%	1%	1%	3%	4%	0%	0%	1%

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

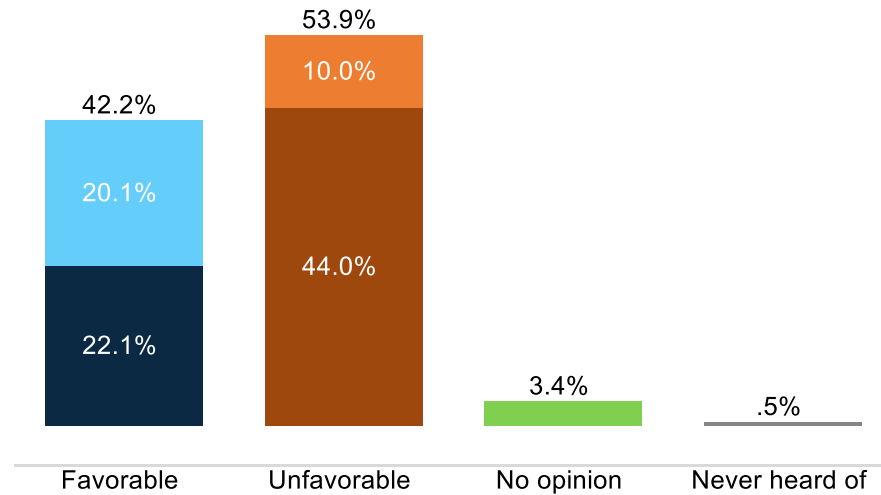
Trend: Donald Trump Image



Percent Change: Donald Trump Image (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	3%	-6%	2%	-4%	-1%	-2%	-3%	3%	-3%	-3%	4%	1%	1%	-3%	1%	-4%	-8%	1%	-1%	-1%	-4%	1%	-1%	0%	0%	0%	-2%	14%	3%	-1%	1%	4%	-6%	-2%
Unfavorable Total	-4%	4%	-1%	3%	0%	1%	1%	-4%	4%	2%	-6%	-1%	-2%	1%	-1%	1%	4%	0%	0%	-2%	4%	-2%	-2%	0%	0%	-1%	1%	-9%	-4%	1%	-4%	-3%	5%	1%
Very favorable	2%	-6%	3%	1%	3%	2%	-1%	-1%	-4%	-2%	6%	1%	2%	0%	2%	-2%	-3%	4%	-2%	-1%	-1%	4%	0%	0%	0%	-1%	0%	7%	2%	-2%	-2%	8%	1%	-2%
Somewhat favorable	1%	0%	-1%	-5%	-3%	-3%	-1%	3%	1%	-1%	-3%	0%	-1%	-2%	-1%	-1%	-5%	-3%	1%	0%	-4%	-4%	-1%	0%	0%	1%	-3%	6%	1%	1%	2%	-4%	-7%	0%
Somewhat unfavorable	-2%	2%	-3%	-1%	-3%	-2%	1%	-2%	-1%	-1%	-2%	-1%	-3%	-1%	0%	-3%	-7%	-3%	-2%	1%	-3%	-2%	-4%	-5%	-8%	0%	-3%	4%	-1%	2%	0%	-3%	-4%	-1%
Very unfavorable	-2%	3%	2%	4%	3%	3%	0%	-2%	5%	3%	-4%	0%	1%	3%	-1%	4%	11%	2%	2%	-3%	7%	0%	2%	5%	8%	-1%	4%	-13%	-3%	-2%	-5%	0%	9%	2%
No opinion	0%	1%	-1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	-1%	0%	1%	0%	0%	3%	0%	0%	0%	1%	0%	0%	-2%	0%	-1%	1%	0%
Never heard of	0%	0%	1%	1%	0%	1%	1%	0%	-1%	0%	2%	0%	-1%	2%	0%	2%	3%	0%	0%	1%	1%	1%	0%	0%	0%	1%	-5%	1%	3%	4%	0%	0%	1%	

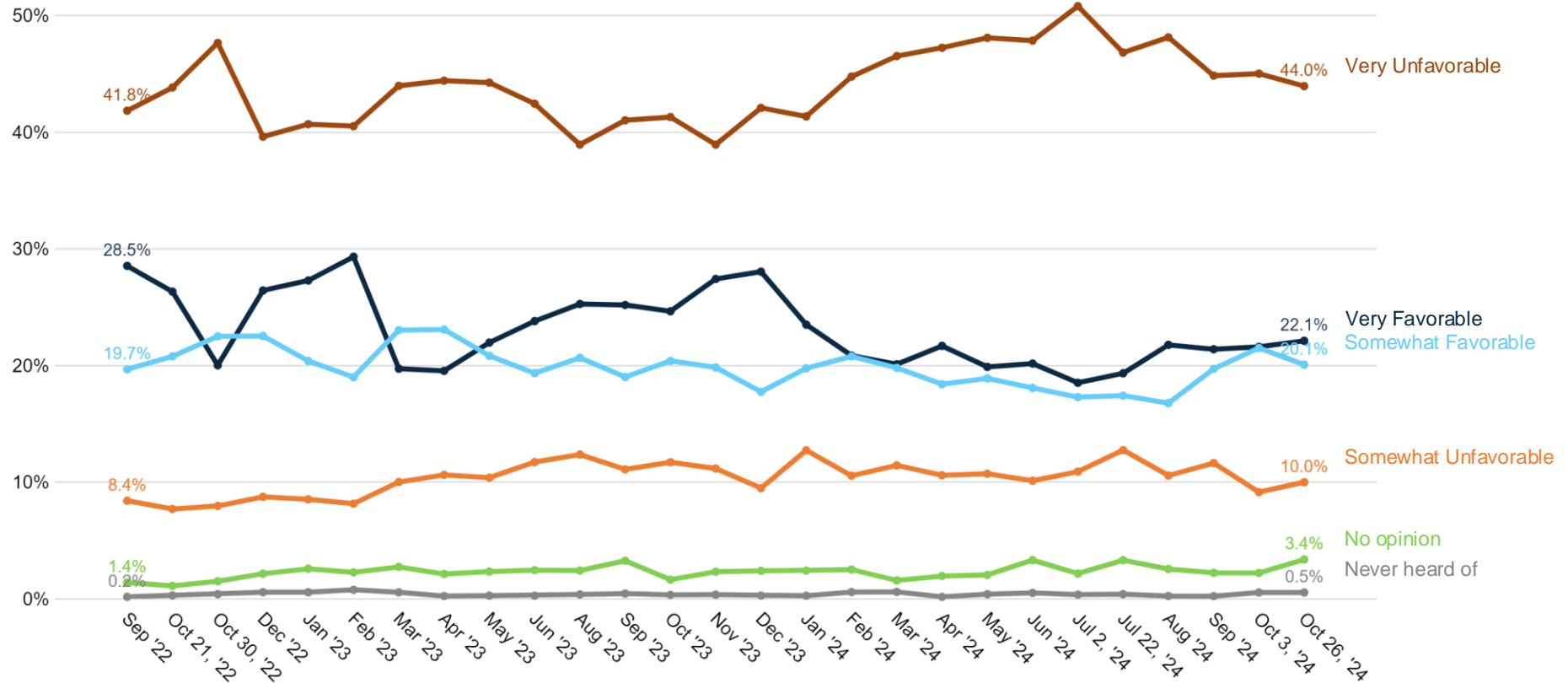
Image: Joe Biden



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion F	Married	Unmarried F	Unmarried M	Married M	Swing Voter	New/Dbl Voter	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	51%	40%	36%	46%	32%	41%	52%	57%	44%	28%	7%	39%	82%	38%	67%	51%	40%	47%	14%	63%	30%	42%	49%	41%	37%	34%	13%	3%	79%	50%	38%	38%	41%	39%	35%	45%	
Unfavorable Total	55%	45%	56%	61%	52%	63%	54%	45%	39%	53%	67%	91%	54%	14%	60%	28%	41%	57%	48%	83%	33%	61%	55%	46%	55%	60%	57%	83%	94%	18%	46%	58%	54%	52%	58%	61%	52%	
Very favorable	18%	32%	19%	21%	23%	18%	24%	24%	32%	22%	15%	3%	15%	48%	19%	44%	21%	18%	26%	7%	33%	16%	20%	28%	23%	18%	12%	3%	2%	42%	27%	19%	13%	19%	18%	14%	26%	
Somewhat favorable	24%	19%	21%	15%	23%	15%	17%	28%	25%	22%	13%	4%	25%	35%	19%	23%	30%	22%	21%	7%	30%	14%	22%	21%	18%	18%	22%	10%	1%	36%	23%	19%	25%	22%	20%	21%	19%	
Somewhat unfavorable	15%	4%	12%	7%	10%	10%	10%	10%	11%	11%	8%	8%	14%	9%	9%	12%	8%	12%	11%	8%	11%	9%	8%	12%	11%	9%	21%	23%	8%	10%	8%	11%	15%	15%	6%	18%	9%	
Very unfavorable	40%	41%	44%	54%	42%	53%	44%	35%	29%	42%	59%	82%	40%	5%	50%	16%	34%	45%	37%	74%	22%	52%	47%	33%	44%	51%	36%	60%	85%	8%	38%	47%	39%	37%	52%	43%	44%	
No opinion	3%	5%	3%	3%	2%	4%	4%	2%	2%	3%	4%	2%	6%	3%	2%	5%	3%	2%	4%	3%	3%	9%	3%	4%	3%	3%	9%	3%	2%	3%	3%	4%	5%	5%	3%	4%	3%	
Never heard of	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	4%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	3%	2%	0%	0%	0%	

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

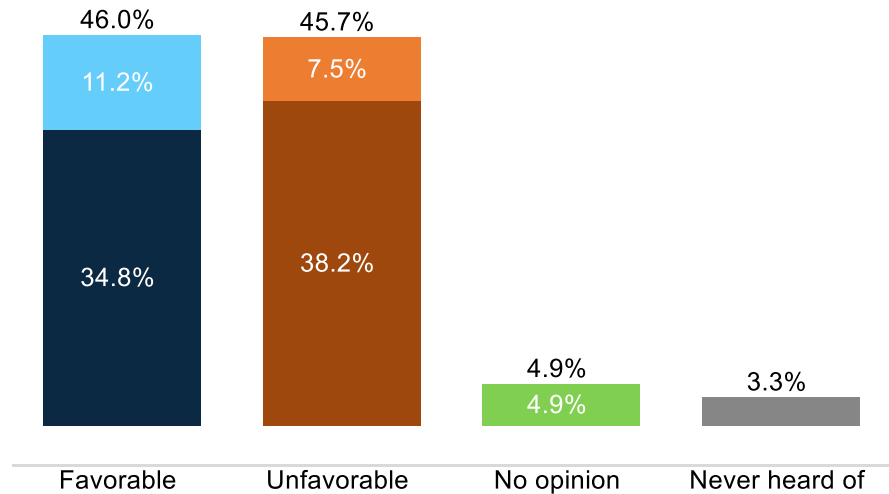
Trend: Joe Biden Image



Percent Change: Joe Biden Image (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-7%	5%	0%	-1%	0%	0%	-2%	-3%	2%	0%	-4%	-1%	0%	-3%	-2%	-2%	5%	-3%	1%	-5%	4%	-3%	-3%	0%	-3%	-1%	-3%	-16%	-4%	-2%	-8%	-6%	-3%	2%
Unfavorable Total	7%	-8%	-1%	-1%	0%	-3%	-1%	3%	-1%	-1%	0%	1%	-3%	1%	1%	-1%	-7%	3%	-1%	2%	-6%	1%	2%	0%	1%	-1%	2%	18%	3%	-6%	10%	4%	2%	-3%
Very favorable	0%	3%	-3%	3%	-1%	2%	1%	0%	1%	0%	1%	1%	0%	0%	2%	2%	-4%	-1%	2%	5%	-3%	0%	0%	0%	0%	0%	-11%	-2%	-2%	-10%	-3%	-2%	4%	
Somewhat favorable	-7%	3%	3%	-4%	2%	-2%	-3%	-3%	1%	0%	-5%	-1%	-1%	-3%	-2%	-3%	3%	1%	1%	-7%	-2%	1%	-3%	0%	-2%	-1%	-3%	-5%	-3%	0%	2%	-3%	-1%	-2%
Somewhat unfavorable	4%	-2%	-1%	2%	0%	0%	3%	-1%	4%	1%	-1%	0%	2%	1%	0%	5%	-9%	0%	-2%	5%	-3%	2%	1%	3%	-1%	0%	1%	4%	2%	2%	3%	-2%	6%	0%
Very unfavorable	3%	-6%	0%	-3%	-1%	-3%	-4%	4%	-4%	-2%	1%	1%	-5%	0%	1%	-5%	2%	3%	1%	-2%	-4%	-1%	1%	-3%	2%	-1%	1%	14%	1%	-8%	6%	6%	-3%	-3%
No opinion	0%	2%	1%	2%	1%	2%	2%	-1%	-1%	1%	3%	0%	3%	2%	1%	2%	-3%	-1%	0%	2%	2%	2%	3%	0%	2%	1%	1%	3%	1%	5%	-4%	2%	2%	1%
Never heard of	0%	0%	0%	0%	-1%	1%	1%	0%	-1%	0%	1%	0%	0%	1%	0%	1%	4%	0%	0%	1%	1%	0%	-2%	0%	0%	0%	0%	-6%	0%	3%	2%	0%	-1%	0%

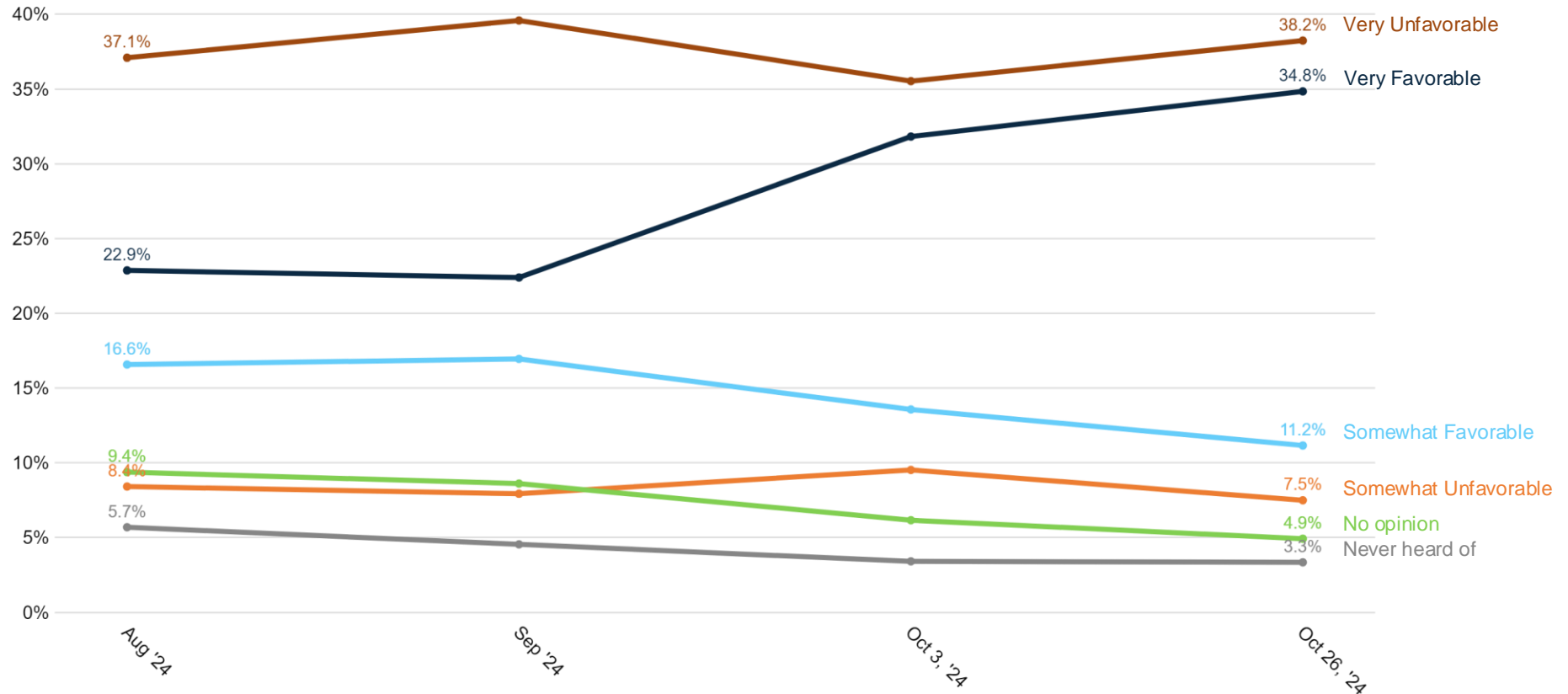
Image: JD Vance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	42%	51%	53%	47%	55%	44%	37%	35%	45%	56%	85%	36%	11%	51%	23%	33%	49%	47%	82%	21%	50%	48%	35%	47%	54%	37%	18%	24%	85%	12%	40%	49%	41%	42%	52%	45%	46%
Unfavorable Total	46%	52%	41%	44%	49%	37%	44%	56%	52%	49%	35%	12%	52%	79%	44%	58%	50%	42%	47%	12%	72%	25%	49%	48%	43%	42%	43%	70%	64%	9%	81%	54%	42%	33%	37%	39%	47%	51%
Very favorable	29%	35%	35%	43%	34%	41%	33%	30%	20%	33%	49%	69%	25%	5%	39%	14%	21%	36%	35%	67%	13%	37%	37%	26%	32%	41%	19%	5%	8%	68%	6%	33%	36%	33%	29%	39%	30%	36%
Somewhat favorable	11%	7%	16%	10%	14%	14%	11%	6%	15%	12%	8%	16%	11%	6%	12%	9%	11%	13%	12%	15%	8%	13%	10%	8%	15%	13%	18%	13%	16%	17%	6%	7%	13%	8%	13%	13%	16%	10%
Somewhat unfavorable	7%	5%	11%	6%	10%	8%	7%	5%	7%	9%	6%	6%	11%	7%	8%	9%	7%	9%	10%	5%	9%	8%	5%	8%	10%	8%	18%	19%	26%	5%	10%	7%	8%	9%	14%	9%	7%	6%
Very unfavorable	39%	47%	30%	37%	40%	29%	36%	51%	44%	41%	29%	6%	41%	72%	36%	50%	43%	33%	37%	8%	62%	17%	45%	40%	33%	34%	25%	51%	38%	4%	72%	47%	34%	23%	23%	30%	41%	45%
No opinion	7%	5%	4%	3%	2%	4%	7%	4%	9%	4%	4%	2%	8%	5%	3%	12%	6%	4%	4%	3%	4%	18%	2%	10%	6%	2%	12%	11%	10%	4%	4%	4%	6%	9%	11%	5%	6%	2%
Never heard of	7%	0%	4%	1%	1%	4%	5%	3%	5%	2%	4%	2%	4%	4%	2%	7%	12%	4%	2%	2%	4%	7%	1%	7%	4%	2%	7%	2%	2%	2%	3%	3%	4%	18%	10%	3%	2%	1%

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

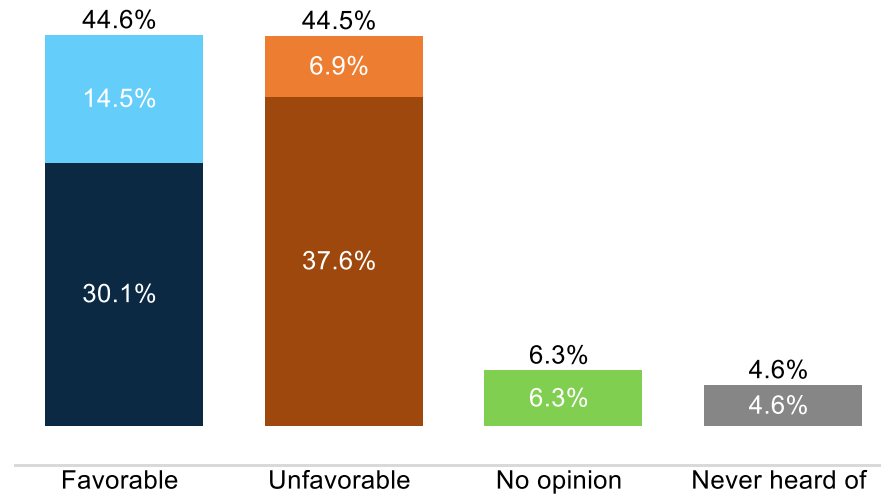
Trend: JD Vance Image



Percent Change: JD Vance Image (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	8%	-5%	1%	-4%	-1%	-2%	3%	1%	-4%	0%	4%	2%	-2%	1%	2%	1%	-3%	1%	1%	4%	1%	-3%	1%	-3%	-8%	0%	0%	18%	3%	6%	3%	11%	-6%	-2%
Unfavorable Total	-4%	5%	0%	3%	2%	2%	2%	-5%	1%	3%	-3%	0%	4%	0%	-1%	3%	-1%	3%	4%	-5%	-2%	3%	0%	4%	9%	1%	2%	-5%	-3%	-7%	-2%	-7%	8%	3%
Very favorable	8%	-2%	4%	0%	2%	1%	2%	7%	-5%	2%	10%	5%	5%	0%	3%	-1%	-1%	6%	3%	4%	4%	1%	6%	2%	1%	3%	1%	17%	4%	12%	10%	10%	-8%	1%
Somewhat favorable	-1%	-3%	-2%	-4%	-4%	-3%	2%	-7%	0%	-2%	-6%	-2%	-7%	0%	-2%	2%	-2%	-5%	-3%	0%	-3%	-3%	-5%	-5%	-9%	-2%	-1%	1%	-1%	-6%	-7%	1%	3%	-3%
Somewhat unfavorable	-3%	0%	-4%	-2%	-2%	-4%	0%	-3%	-3%	-1%	-3%	0%	-1%	-4%	-1%	-8%	-5%	-3%	-3%	0%	-3%	-3%	-3%	-2%	-2%	0%	-3%	-3%	-2%	-10%	0%	-5%	-2%	-1%
Very unfavorable	-1%	5%	3%	5%	4%	6%	2%	-2%	4%	4%	0%	0%	6%	4%	0%	11%	4%	5%	7%	-6%	2%	6%	3%	6%	11%	0%	5%	-3%	-1%	3%	-2%	-2%	10%	4%
No opinion	-3%	0%	-2%	1%	0%	-2%	-3%	1%	3%	-2%	-3%	-2%	-2%	0%	-1%	1%	-1%	-4%	-4%	1%	0%	-1%	-1%	1%	0%	-2%	-2%	-1%	-1%	0%	0%	-6%	1%	-1%
Never heard of	-1%	-1%	1%	0%	0%	2%	-2%	3%	0%	-1%	2%	0%	0%	0%	0%	-5%	5%	0%	-1%	0%	0%	1%	0%	-3%	-1%	1%	-1%	-11%	1%	1%	0%	2%	-3%	0%

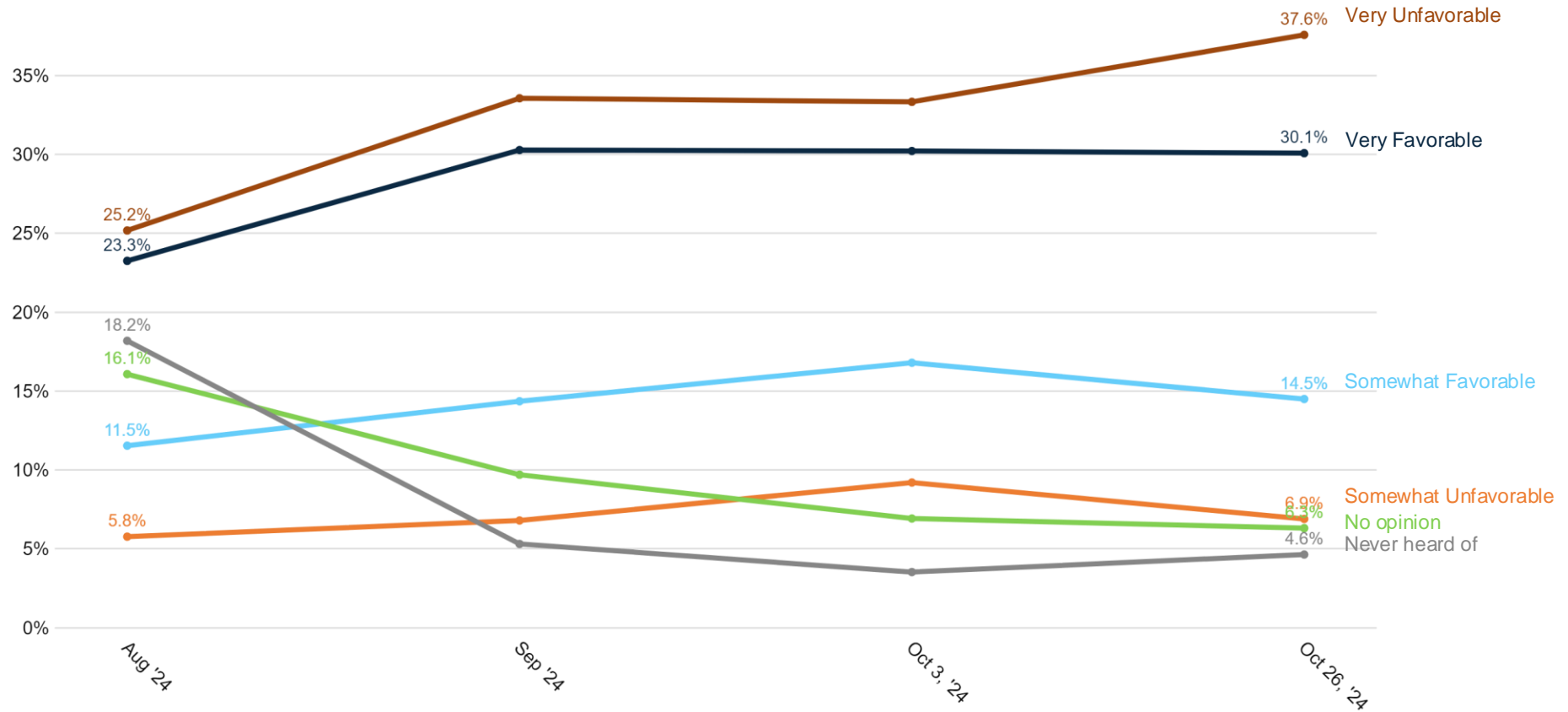
Image: Tim Walz



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	52%	43%	41%	52%	34%	42%	54%	55%	48%	30%	11%	47%	82%	42%	62%	49%	43%	53%	14%	69%	24%	44%	50%	43%	42%	38%	47%	28%	7%	82%	52%	41%	29%	40%	38%	44%	49%	
Unfavorable Total	38%	41%	46%	55%	44%	55%	42%	36%	31%	43%	57%	81%	39%	9%	50%	19%	35%	46%	40%	78%	21%	48%	48%	31%	45%	53%	39%	38%	58%	83%	11%	41%	46%	33%	39%	48%	46%	46%	
Very favorable	30%	40%	24%	25%	30%	20%	30%	42%	32%	34%	22%	4%	25%	63%	29%	44%	30%	26%	33%	7%	49%	9%	35%	34%	27%	24%	12%	24%	9%	3%	57%	38%	26%	17%	21%	22%	33%	35%	
Somewhat favorable	12%	12%	18%	16%	22%	14%	12%	12%	23%	14%	8%	6%	22%	19%	14%	18%	18%	17%	19%	7%	19%	15%	9%	16%	16%	18%	26%	22%	19%	4%	24%	13%	15%	12%	19%	16%	12%	14%	
Somewhat unfavorable	8%	3%	10%	6%	8%	8%	6%	6%	8%	6%	8%	10%	9%	3%	8%	3%	4%	9%	5%	8%	6%	7%	7%	5%	8%	8%	14%	16%	27%	9%	4%	5%	8%	13%	11%	8%	6%	5%	
Very unfavorable	30%	38%	37%	49%	36%	47%	36%	31%	23%	37%	50%	71%	30%	6%	41%	16%	30%	37%	35%	69%	15%	42%	41%	27%	37%	46%	25%	21%	31%	74%	7%	36%	38%	20%	28%	40%	40%	40%	
No opinion	10%	5%	6%	3%	3%	6%	10%	4%	9%	5%	6%	5%	11%	4%	5%	10%	7%	6%	4%	4%	6%	19%	5%	10%	8%	3%	14%	10%	7%	6%	4%	4%	7%	20%	11%	7%	7%	3%	
Never heard of	10%	1%	5%	1%	1%	5%	6%	5%	5%	4%	6%	4%	4%	5%	3%	9%	9%	5%	3%	4%	4%	9%	3%	9%	4%	3%	9%	5%	7%	4%	4%	3%	5%	17%	10%	7%	3%	2%	

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

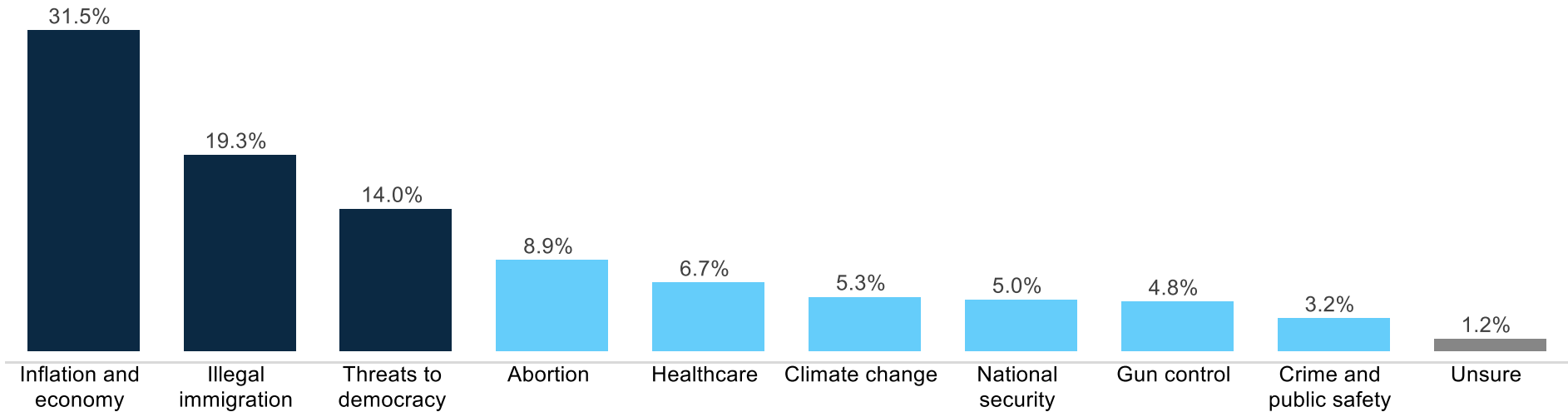
Trend: Tim Walz Image



Percent Change: Tim Walz Image (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-9%	6%	-5%	0%	1%	-5%	0%	-8%	0%	0%	-8%	-3%	2%	-5%	-4%	2%	-3%	-6%	-2%	-4%	-3%	-3%	-9%	1%	-2%	-2%	-3%	-14%	-5%	-10%	-9%	-9%	0%	1%
Unfavorable Total	8%	-5%	2%	1%	2%	1%	0%	5%	-3%	1%	6%	3%	0%	3%	3%	-3%	4%	6%	3%	1%	-1%	2%	8%	-2%	0%	2%	3%	20%	3%	-4%	12%	11%	-1%	-1%
Very favorable	-2%	7%	-6%	1%	-1%	-4%	3%	-1%	-4%	3%	-2%	-1%	1%	1%	-1%	4%	2%	-2%	7%	-4%	2%	-6%	-4%	3%	2%	0%	-1%	-18%	-3%	6%	-8%	-8%	5%	2%
Somewhat favorable	-7%	-1%	1%	-1%	2%	-1%	-3%	-7%	4%	-3%	-6%	-2%	1%	-5%	-2%	-2%	-5%	-5%	-9%	0%	-5%	3%	-5%	-2%	-4%	-1%	-2%	3%	-2%	-16%	-1%	-1%	-5%	-1%
Somewhat unfavorable	2%	-6%	-5%	-2%	-3%	-4%	-1%	-3%	-2%	-3%	-1%	-5%	-1%	-1%	0%	-8%	-7%	-3%	-3%	0%	-4%	-4%	1%	1%	9%	-5%	0%	2%	-2%	0%	3%	-1%	-8%	-3%
Very unfavorable	6%	0%	7%	3%	5%	5%	1%	7%	-1%	4%	7%	8%	0%	3%	3%	5%	11%	9%	6%	1%	3%	6%	7%	-4%	-8%	7%	3%	17%	5%	-4%	9%	12%	8%	2%
No opinion	-1%	0%	0%	-1%	-3%	0%	0%	-1%	2%	-2%	0%	-2%	0%	0%	-1%	1%	-3%	-1%	-3%	2%	1%	-1%	-1%	0%	-2%	-1%	-1%	0%	0%	14%	-4%	-5%	2%	-1%
Never heard of	1%	0%	3%	1%	0%	4%	-1%	4%	0%	1%	3%	2%	-1%	2%	2%	0%	2%	1%	2%	0%	2%	2%	2%	1%	4%	1%	1%	-5%	2%	0%	0%	4%	-1%	1%

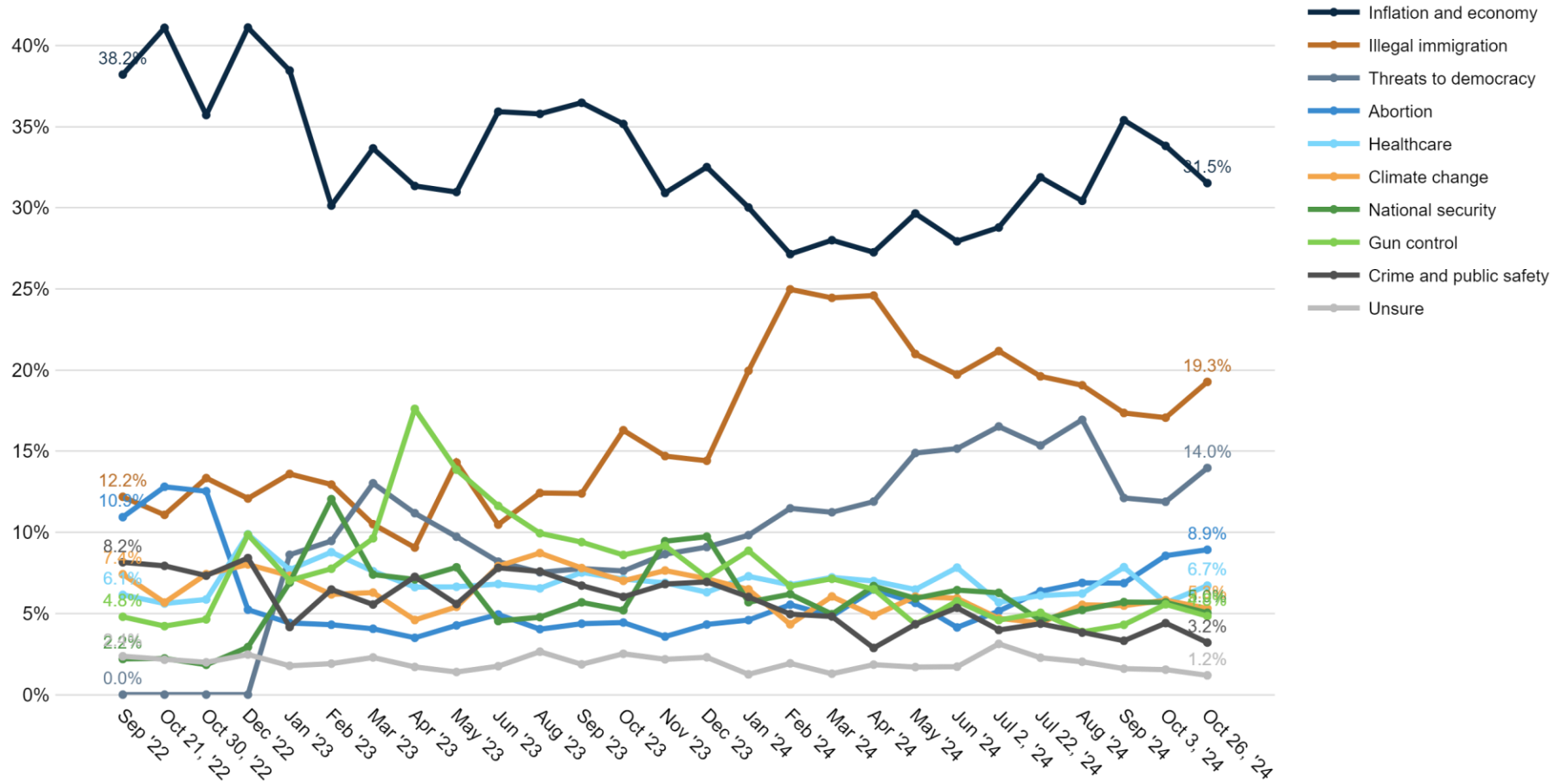
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbiHater	NewDbiHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	36%	24%	34%	30%	28%	36%	33%	27%	27%	29%	38%	41%	30%	22%	32%	26%	32%	30%	31%	38%	27%	31%	33%	29%	35%	30%	37%	38%	40%	40%	22%	25%	35%	36%	39%	40%	27%	29%	
Illegal immigration	11%	21%	20%	28%	22%	24%	17%	15%	12%	20%	24%	34%	18%	5%	22%	8%	11%	18%	18%	33%	9%	24%	19%	13%	20%	26%	11%	10%	13%	37%	5%	19%	19%	11%	12%	19%	17%	22%	
Threats to democracy	7%	21%	10%	20%	19%	11%	10%	18%	16%	15%	11%	5%	13%	24%	14%	20%	9%	12%	16%	6%	21%	5%	13%	13%	13%	16%	8%	11%	13%	3%	24%	19%	11%	7%	6%	12%	10%	17%	
Abortion	11%	12%	6%	6%	4%	8%	10%	13%	10%	10%	7%	4%	10%	14%	8%	14%	10%	7%	10%	4%	13%	5%	11%	11%	9%	4%	7%	10%	6%	3%	14%	12%	7%	16%	9%	7%	6%	10%	
Healthcare	9%	4%	10%	2%	7%	7%	7%	6%	8%	7%	5%	2%	10%	9%	6%	10%	8%	8%	6%	1%	10%	9%	6%	8%	9%	5%	8%	7%	8%	3%	10%	4%	8%	3%	10%	8%	14%	5%	
Climate change	7%	4%	7%	2%	8%	3%	5%	7%	10%	5%	2%	0%	6%	10%	5%	4%	9%	7%	6%	3%	7%	5%	6%	5%	6%	4%	5%	8%	8%	1%	9%	5%	5%	4%	6%	3%	8%	5%	
National security	5%	7%	4%	5%	5%	4%	6%	5%	4%	5%	7%	7%	5%	2%	5%	4%	5%	5%	7%	8%	3%	5%	4%	7%	2%	6%	8%	5%	7%	7%	3%	6%	5%	5%	4%	5%	7%	5%	
Gun control	7%	5%	2%	4%	5%	2%	5%	7%	6%	5%	3%	0%	5%	9%	4%	7%	10%	8%	3%	2%	7%	5%	5%	8%	2%	4%	8%	6%	2%	1%	9%	5%	5%	9%	6%	3%	6%	5%	
Crime and public safety	4%	2%	4%	2%	1%	5%	4%	2%	5%	3%	2%	4%	3%	3%	2%	6%	6%	4%	4%	5%	2%	5%	2%	4%	3%	3%	5%	2%	3%	4%	3%	3%	3%	4%	5%	4%	6%	2%	
Unsure	2%	1%	2%	0%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	2%	0%	1%	0%	1%	1%	5%	1%	2%	1%	1%	3%	0%	1%	1%	1%	1%	1%	5%	2%	1%	1%	1%	

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

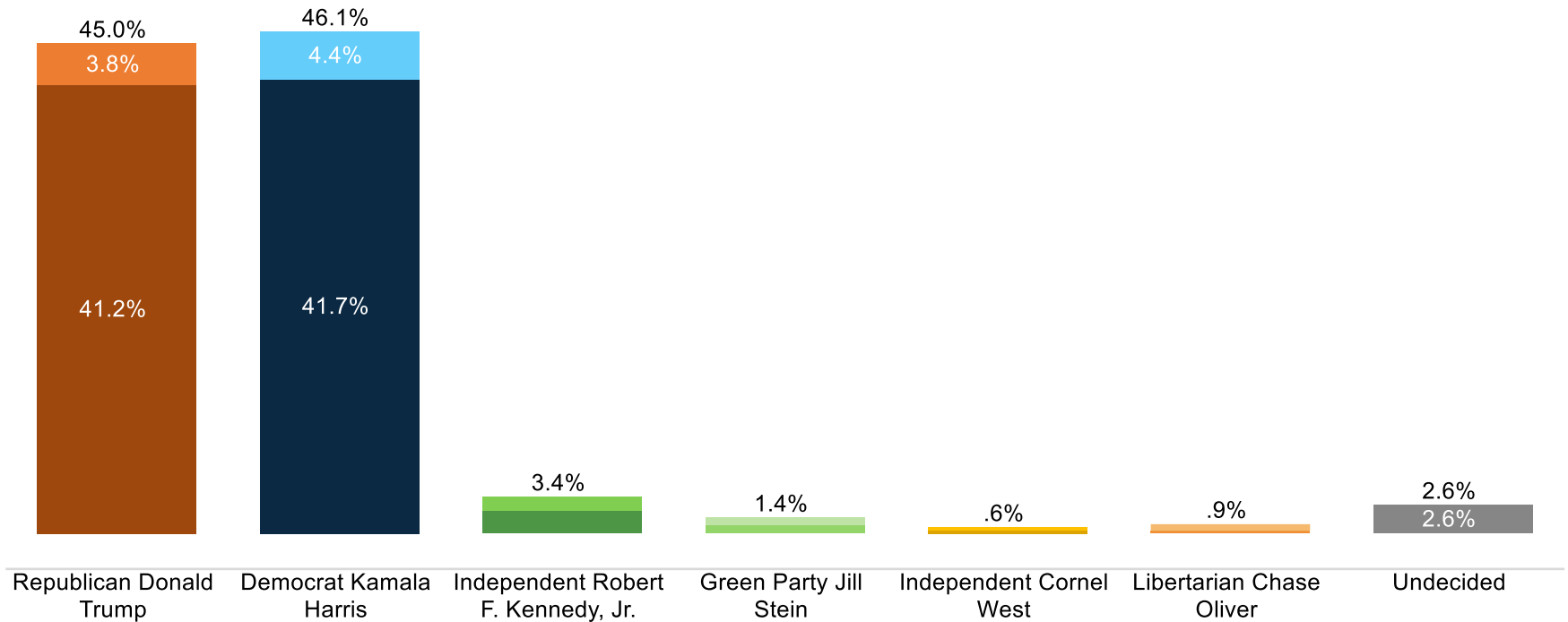
Trend: Top Priority



Percent Change: Top Priority (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	3%	-8%	-6%	2%	-11%	5%	-2%	-3%	-5%	-4%	3%	0%	-5%	-3%	-2%	-10%	4%	-9%	-1%	-4%	-4%	-2%	4%	-1%	-7%	-2%	-5%	4%	0%	4%	17%	0%	-11%	-5%
Illegal immigration	1%	1%	8%	-1%	5%	3%	0%	2%	1%	2%	3%	3%	1%	2%	3%	3%	-2%	4%	0%	2%	7%	2%	-2%	2%	2%	4%	1%	7%	2%	6%	2%	6%	-3%	2%
Threats to democracy	0%	7%	2%	0%	5%	-2%	2%	5%	4%	3%	0%	1%	2%	4%	0%	12%	3%	5%	4%	2%	2%	0%	1%	0%	1%	1%	3%	0%	0%	2%	1%	0%	-1%	3%
Abortion	-4%	5%	0%	2%	-1%	2%	-2%	2%	1%	1%	-2%	1%	1%	-1%	1%	-2%	-5%	-2%	1%	-1%	4%	-1%	-1%	4%	4%	0%	0%	-4%	-1%	4%	-4%	0%	0%	1%
Healthcare	2%	0%	3%	-2%	3%	0%	2%	-1%	0%	2%	0%	0%	4%	0%	1%	-1%	3%	0%	1%	0%	3%	0%	-2%	-3%	3%	1%	0%	-8%	3%	-8%	3%	1%	8%	0%
Climate change	2%	0%	-4%	0%	0%	-4%	2%	-2%	0%	0%	-1%	-1%	1%	0%	0%	-1%	4%	1%	2%	0%	-4%	0%	-1%	2%	5%	-1%	1%	2%	-1%	-5%	0%	-3%	1%	0%
National security	0%	-2%	-1%	0%	1%	-2%	0%	-1%	-1%	-1%	0%	-2%	0%	0%	-1%	1%	1%	0%	-2%	1%	-2%	0%	4%	0%	2%	-2%	0%	4%	-1%	0%	-5%	2%	1%	-1%
Gun control	-2%	-1%	-1%	2%	1%	1%	-3%	-1%	1%	-2%	-1%	-2%	1%	-1%	-1%	3%	-5%	1%	-2%	-2%	1%	0%	1%	2%	1%	-1%	0%	0%	-1%	1%	-11%	-2%	1%	1%
Crime and public safety	1%	-1%	-4%	-1%	-3%	-2%	0%	0%	-1%	-1%	-1%	0%	-4%	-1%	-1%	-3%	-3%	0%	0%	0%	-8%	0%	-4%	-6%	-10%	0%	-1%	3%	-1%	-8%	-2%	-3%	5%	-1%
Unsure	-1%	0%	1%	-1%	1%	0%	0%	-1%	-1%	0%	0%	0%	0%	0%	0%	-2%	0%	0%	-1%	0%	1%	-1%	-1%	-1%	-1%	0%	0%	-7%	0%	4%	-1%	-1%	-1%	0%

Full Presidential



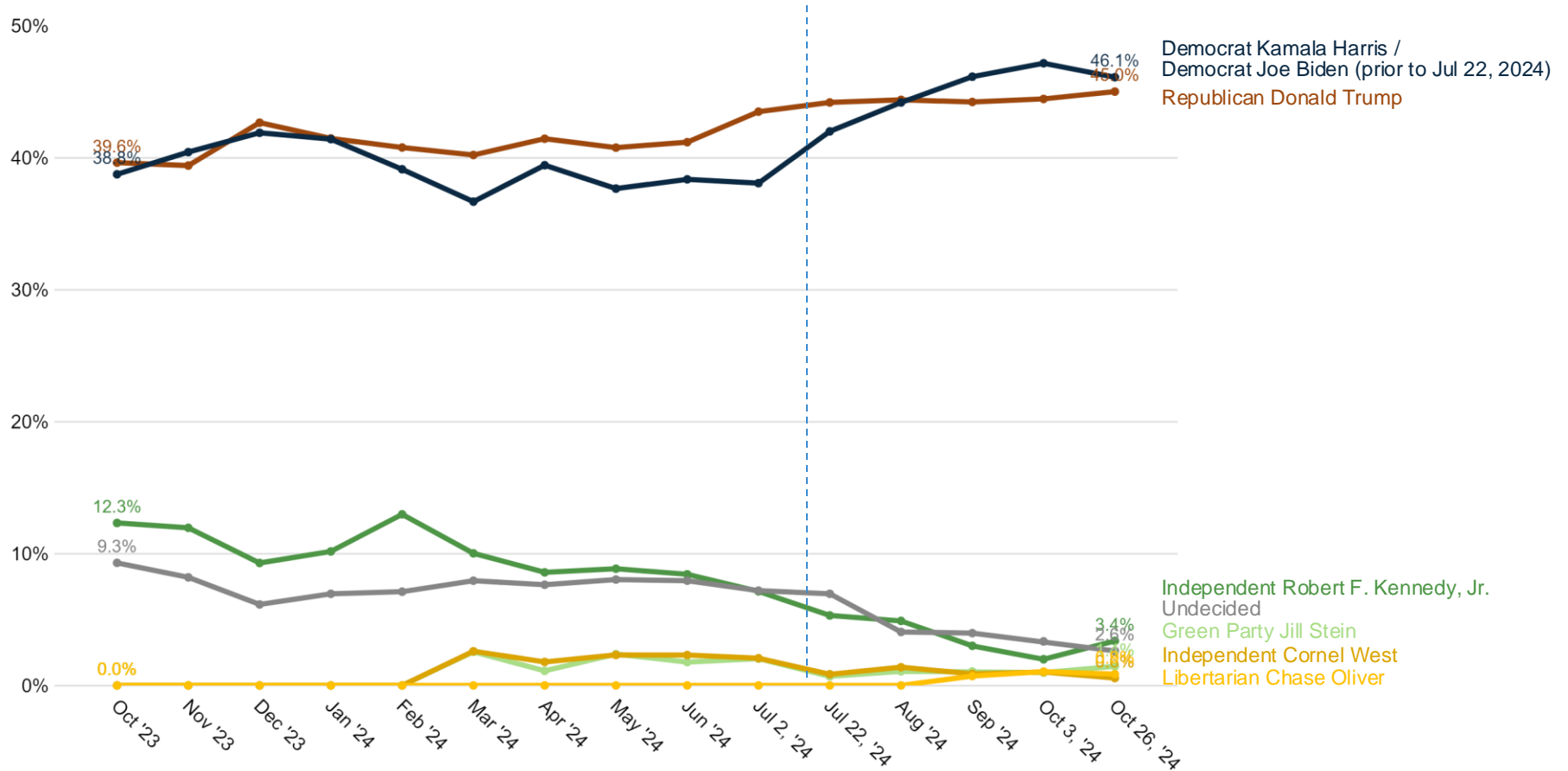
If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

Full Presidential Heatmap

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Old/DblHater	New/DblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	39%	43%	48%	53%	44%	56%	44%	35%	29%	42%	61%	90%	36%	2%	51%	15%	34%	45%	41%	82%	19%	49%	47%	33%	48%	52%	32%	19%	31%	94%	3%	40%	48%	43%	44%	49%	41%	45%
Democrat Kamala Harris	48%	52%	43%	41%	51%	35%	44%	58%	61%	49%	31%	5%	43%	93%	42%	71%	55%	42%	45%	12%	72%	30%	47%	53%	43%	42%	36%	54%	31%	2%	89%	54%	42%	39%	36%	42%	49%	50%
Independent Robert F. Kennedy, Jr.	6%	2%	2%	2%	1%	3%	5%	2%	2%	4%	3%	2%	7%	2%	3%	5%	2%	6%	6%	3%	3%	7%	3%	5%	2%	3%	12%	10%	14%	2%	3%	3%	4%	6%	6%	4%	4%	2%
Green Party Jill Stein	2%	0%	2%	1%	1%	2%	1%	2%	3%	2%	0%	1%	4%	1%	1%	3%	0%	2%	3%	1%	1%	2%	1%	2%	2%	1%	5%	5%	8%	0%	2%	1%	2%	3%	2%	2%	1%	1%
Independent Cornel West	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	2%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	2%	0%	1%	1%	0%	0%	3%	0%	0%	0%	0%
Libertarian Chase Oliver	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	3%	2%	3%	0%	1%	0%	0%	1%	2%	0%	2%	1%	1%	1%	1%	1%	1%	0%	5%	0%	1%	0%	0%
Definitely Republican Donald Trump	36%	41%	43%	48%	39%	50%	42%	32%	26%	39%	56%	84%	31%	2%	47%	13%	34%	41%	35%	76%	17%	44%	44%	32%	43%	47%	21%	13%	20%	87%	3%	37%	43%	37%	39%	44%	39%	42%
Probably Republican Donald Trump	3%	2%	5%	5%	5%	5%	2%	3%	3%	3%	5%	6%	5%	0%	4%	2%	1%	4%	6%	6%	2%	5%	4%	2%	5%	5%	11%	6%	10%	7%	1%	3%	5%	6%	5%	5%	3%	3%
Definitely Democrat Kamala Harris	44%	48%	37%	37%	45%	30%	40%	55%	53%	44%	29%	4%	35%	87%	38%	60%	51%	38%	41%	10%	66%	24%	44%	48%	37%	37%	20%	43%	18%	2%	81%	51%	37%	33%	31%	35%	44%	46%
Probably Democrat Kamala Harris	3%	4%	6%	4%	6%	5%	3%	4%	8%	5%	2%	1%	8%	6%	3%	11%	4%	5%	4%	2%	5%	6%	2%	5%	6%	5%	16%	11%	13%	0%	8%	3%	5%	6%	5%	7%	5%	3%
Definitely Independent Robert F. Kennedy, Jr.	4%	1%	2%	1%	1%	2%	3%	1%	2%	2%	2%	2%	4%	1%	2%	4%	0%	4%	4%	2%	2%	3%	2%	3%	0%	2%	6%	5%	7%	1%	2%	2%	2%	3%	3%	3%	2%	1%
Probably Independent Robert F. Kennedy, Jr.	2%	1%	0%	1%	0%	1%	2%	1%	1%	2%	1%	1%	3%	0%	1%	2%	2%	2%	2%	1%	1%	4%	1%	3%	1%	0%	6%	5%	7%	1%	2%	1%	1%	3%	3%	1%	2%	1%
Definitely Green Party Jill Stein	1%	0%	1%	0%	0%	1%	1%	1%	2%	1%	0%	1%	2%	0%	1%	2%	0%	1%	2%	1%	1%	0%	1%	1%	1%	1%	2%	4%	7%	0%	1%	1%	1%	0%	2%	1%	1%	1%
Probably Green Party Jill Stein	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%	2%	0%	0%	1%	0%	1%	2%	1%	1%	1%	0%	3%	1%	1%	0%	1%	1%	1%	3%	0%	1%	1%	0%
Definitely Independent Cornel West	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Independent Cornel West	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%
Definitely Libertarian Chase Oliver	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Probably Libertarian Chase Oliver	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	3%	1%	2%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	5%	0%	0%	0%	0%
Undecided	3%	2%	3%	2%	2%	3%	3%	2%	4%	2%	3%	1%	7%	1%	2%	3%	5%	2%	2%	2%	2%	11%	2%	4%	3%	2%	12%	9%	13%	1%	1%	1%	4%	8%	4%	3%	3%	1%

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

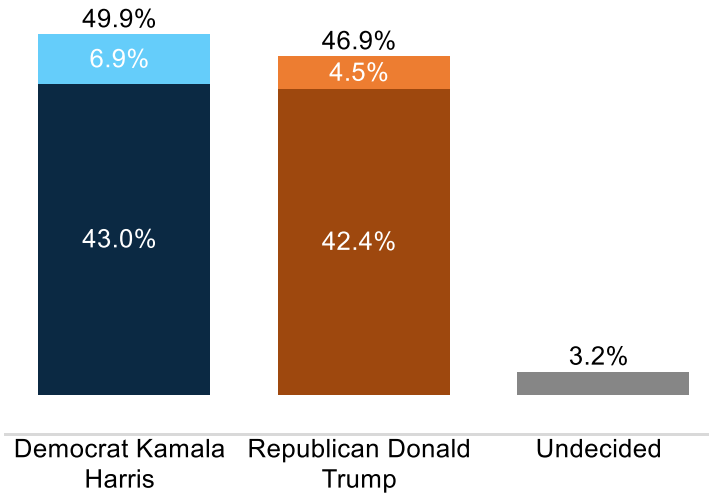
Trend: Full Presidential



Percent Change: Full Presidential (Oct 3 to Oct 26, '24)

		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican	Donald Trump	3%	-3%	3%	-2%	2%	-1%	-1%	3%	-1%	-3%	7%	4%	-5%	0%	3%	-5%	-2%	2%	1%	0%	0%	0%	0%	-2%	-8%	2%	-1%	20%	3%	-1%	11%	6%	-2%	-2%
Democrat	Kamala Harris	-6%	2%	0%	1%	2%	-1%	-4%	-2%	2%	0%	-5%	-2%	-1%	-2%	1%	0%	-3%	1%	-6%	0%	1%	-7%	-1%	9%	-2%	0%	-16%	-4%	-5%	-13%	-4%	3%	2%	
Independent	Robert F. Kennedy, Jr.	4%	1%	0%	0%	-2%	1%	4%	0%	1%	3%	0%	0%	3%	1%	1%	4%	2%	2%	1%	4%	-1%	0%	6%	6%	6%	0%	2%	1%	2%	4%	1%	1%	1%	1%
Green Party	Jill Stein	0%	0%	0%	1%	0%	1%	0%	1%	1%	1%	-1%	0%	2%	0%	0%	3%	-5%	0%	-1%	1%	1%	0%	3%	3%	5%	0%	1%	1%	1%	3%	-2%	1%	-1%	1%
Independent	Cornel West	0%	0%	-2%	0%	-1%	-1%	0%	1%	-1%	0%	0%	-1%	1%	0%	0%	-5%	1%	-1%	-1%	1%	-2%	0%	-2%	-1%	-2%	0%	0%	1%	-1%	0%	-3%	-1%	-1%	0%
Libertarian	Chase Oliver	0%	0%	-1%	0%	-1%	-1%	1%	0%	-2%	0%	0%	0%	-2%	1%	-1%	-1%	2%	0%	0%	1%	0%	-1%	-1%	-1%	-6%	0%	0%	1%	0%	-1%	3%	-1%	0%	0%
Definitely Republican	Donald Trump	7%	0%	4%	2%	5%	2%	3%	6%	2%	1%	9%	7%	3%	0%	5%	-3%	5%	7%	3%	4%	2%	5%	9%	3%	2%	7%	1%	21%	5%	2%	18%	7%	-2%	1%
Probably Republican	Donald Trump	-4%	-2%	-1%	-4%	-3%	-3%	-4%	-3%	-2%	-4%	-2%	-3%	-8%	0%	-2%	-2%	-7%	-5%	-2%	-5%	-1%	-4%	-9%	-5%	-9%	-5%	-1%	-2%	-2%	-3%	-6%	-1%	0%	-3%
Definitely Democrat	Kamala Harris	-2%	2%	1%	1%	4%	0%	-2%	1%	3%	1%	-2%	0%	-1%	2%	-1%	-2%	6%	0%	3%	-5%	2%	1%	-5%	1%	5%	0%	2%	-8%	-4%	-1%	-6%	-5%	6%	2%
Probably Democrat	Kamala Harris	-4%	0%	-2%	0%	-1%	0%	-2%	-2%	-1%	-1%	-3%	-1%	0%	-2%	-1%	3%	-6%	-4%	-3%	-1%	-2%	0%	-2%	-2%	3%	-1%	-2%	-8%	0%	-4%	-7%	1%	-3%	0%
Definitely Independent	Robert F. Kennedy, Jr.	3%	1%	1%	0%	-1%	2%	2%	0%	0%	2%	0%	1%	2%	1%	1%	4%	0%	2%	2%	2%	-1%	1%	4%	3%	3%	1%	1%	0%	1%	3%	2%	0%	1%	1%
Probably Independent	Robert F. Kennedy, Jr.	1%	1%	-1%	0%	-1%	0%	1%	0%	0%	1%	-1%	-1%	1%	0%	0%	1%	2%	0%	0%	2%	0%	-1%	3%	3%	3%	0%	1%	1%	0%	1%	-1%	1%	0%	0%
Definitely Green Party	Jill Stein	0%	0%	0%	0%	-1%	1%	-1%	1%	0%	1%	-1%	0%	0%	0%	0%	2%	-4%	0%	0%	0%	1%	0%	1%	4%	7%	0%	0%	1%	0%	0%	-2%	0%	0%	1%
Probably Green Party	Jill Stein	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	2%	-2%	0%	0%	1%	0%	0%	2%	-2%	-2%	0%	0%	1%	0%	3%	0%	1%	0%	0%
Definitely Independent	Cornel West	-1%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	0%	-3%	0%	-1%	-1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	-3%	0%	-1%	0%
Probably Independent	Cornel West	0%	0%	-2%	0%	0%	-1%	0%	0%	-1%	0%	-1%	0%	0%	0%	0%	-2%	1%	0%	0%	1%	-2%	0%	-2%	-1%	-2%	0%	0%	0%	0%	0%	0%	-1%	0%	0%
Definitely Libertarian	Chase Oliver	0%	0%	-1%	0%	-1%	-1%	1%	0%	-1%	0%	1%	0%	0%	0%	0%	0%	-1%	-1%	0%	0%	-1%	-1%	0%	-2%	-3%	0%	0%	0%	0%	0%	-1%	0%	1%	0%
Probably Libertarian	Chase Oliver	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-2%	1%	0%	-1%	3%	0%	0%	0%	1%	0%	0%	0%	-3%	1%	0%	1%	0%	-1%	5%	-1%	-1%	0%	
Undecided		-2%	-2%	0%	0%	0%	1%	0%	-2%	-1%	0%	-1%	-2%	2%	-1%	-1%	2%	2%	0%	-2%	0%	1%	0%	0%	-3%	-4%	0%	-1%	-7%	0%	0%	2%	-1%	1%	-1%

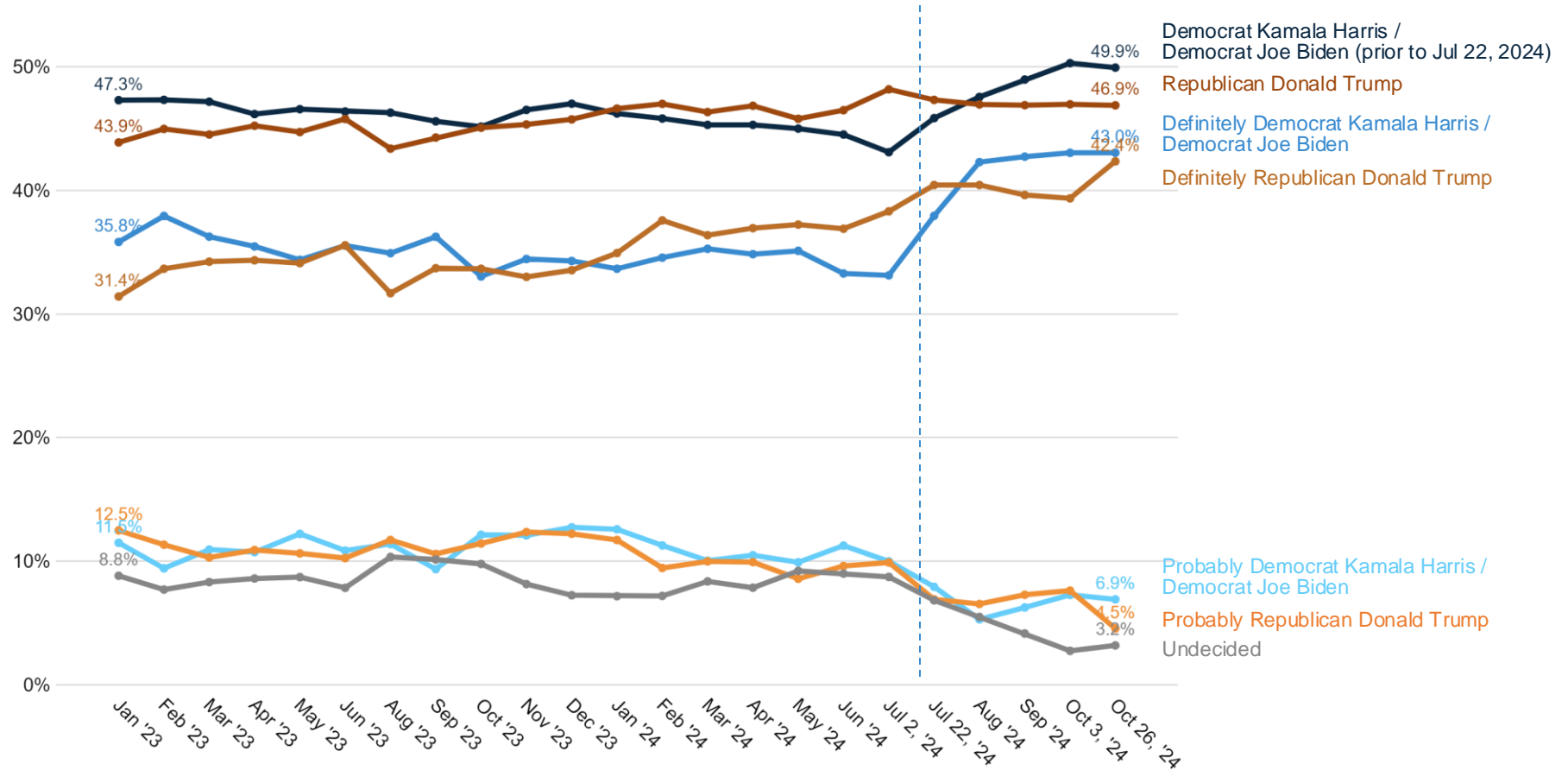
Harris v Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion F	Married	Unmarried M	Unmarried M	Swing Voter	Old/Dbl Hater	New/Dbl Hater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	55%	54%	46%	42%	53%	38%	51%	61%	66%	52%	35%	7%	51%	97%	44%	80%	63%	49%	54%	16%	76%	31%	49%	60%	45%	44%	47%	63%	40%	3%	94%	57%	46%	44%	50%	46%	52%	51%
Republican Donald Trump	41%	43%	51%	55%	45%	59%	46%	37%	30%	45%	62%	93%	40%	3%	53%	18%	32%	49%	43%	83%	21%	55%	49%	35%	51%	53%	37%	26%	43%	95%	4%	41%	50%	44%	47%	52%	44%	46%
Definitely Democrat Kamala Harris	47%	49%	39%	36%	47%	30%	42%	56%	55%	45%	31%	4%	37%	90%	40%	66%	48%	40%	43%	11%	68%	24%	45%	51%	38%	37%	24%	46%	20%	2%	83%	52%	38%	38%	34%	36%	45%	47%
Probably Democrat Kamala Harris	8%	5%	8%	6%	6%	8%	9%	4%	11%	7%	4%	2%	14%	7%	5%	14%	14%	9%	11%	5%	8%	7%	4%	9%	7%	7%	23%	16%	20%	1%	12%	5%	8%	6%	16%	9%	7%	4%
Probably Republican Donald Trump	4%	3%	6%	6%	5%	7%	3%	4%	4%	4%	6%	7%	6%	1%	5%	5%	1%	5%	5%	7%	3%	5%	4%	3%	7%	5%	14%	11%	19%	7%	1%	3%	5%	8%	9%	4%	0%	4%
Definitely Republican Donald Trump	37%	40%	45%	49%	40%	52%	43%	32%	26%	41%	57%	85%	33%	2%	49%	13%	31%	43%	38%	76%	18%	50%	45%	32%	44%	49%	23%	15%	24%	88%	3%	38%	45%	36%	38%	47%	44%	42%
Undecided	4%	3%	3%	3%	2%	4%	3%	3%	4%	3%	2%	1%	9%	1%	2%	3%	5%	3%	3%	2%	3%	14%	2%	5%	4%	3%	16%	11%	17%	1%	2%	2%	4%	12%	3%	3%	4%	2%

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

Trend: Harris v Trump*



* was Biden v Trump prior to Jul 22, 2024

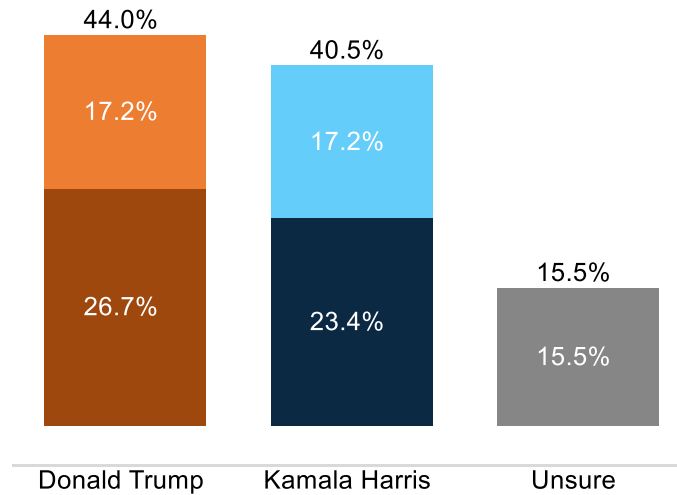
Percent Change: Harris v Trump (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	-4%	4%	-1%	1%	1%	-1%	0%	-3%	2%	1%	-3%	-3%	2%	0%	-2%	3%	2%	-3%	0%	-2%	-1%	0%	-4%	0%	5%	-1%	1%	-13%	-3%	-13%	-9%	-3%	3%	2%
Republican Donald Trump	4%	-4%	1%	-3%	0%	-1%	-1%	3%	-2%	-2%	4%	4%	-6%	0%	2%	-5%	-5%	2%	1%	0%	-1%	-1%	-2%	0%	-5%	2%	-1%	21%	2%	2%	9%	4%	-4%	-2%
Definitely Democrat Kamala Harris	-2%	2%	1%	-1%	3%	-1%	-1%	-1%	2%	1%	-2%	-1%	-2%	2%	-2%	2%	3%	-1%	3%	-4%	1%	0%	-3%	0%	1%	0%	1%	-16%	-4%	-4%	-4%	-5%	6%	1%
Probably Democrat Kamala Harris	-2%	3%	-2%	1%	-2%	0%	1%	-2%	0%	0%	-1%	-2%	4%	-2%	0%	1%	0%	-2%	-3%	2%	-2%	0%	0%	-1%	4%	-1%	0%	3%	0%	-10%	-5%	2%	-3%	1%
Probably Republican Donald Trump	-4%	-2%	-3%	-3%	-4%	-3%	-3%	-3%	-2%	-3%	-3%	-4%	-6%	0%	-3%	-4%	-8%	-4%	-4%	-3%	-2%	-4%	-10%	-2%	-6%	-4%	-2%	2%	-3%	3%	-7%	-5%	-7%	-2%
Definitely Republican Donald Trump	7%	-2%	4%	0%	4%	1%	2%	6%	0%	1%	7%	7%	0%	0%	5%	-1%	2%	6%	5%	2%	1%	3%	8%	2%	1%	6%	0%	19%	5%	-2%	15%	8%	3%	-1%
Undecided	0%	-1%	0%	2%	-1%	2%	1%	0%	-1%	2%	-1%	-1%	4%	0%	0%	2%	3%	0%	-1%	2%	2%	1%	6%	0%	0%	-1%	0%	-8%	1%	12%	1%	0%	1%	0%

Percent Change: Generic Ballot to Harris v Trump

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	5%	2%	1%	1%	1%	0%	3%	3%	4%	2%	1%	2%	2%	1%	2%	5%	4%	4%	3%	2%	3%	2%	1%	5%	0%	1%	4%	4%	1%	4%	-1%	4%	-4%	10%	2%	3%	1%	
Republican candidate	-2%	0%	-1%	-1%	-2%	0%	-1%	-1%	-3%	-1%	1%	-1%	-2%	-1%	0%	-3%	-5%	-2%	-3%	-1%	-1%	0%	0%	-2%	-1%	0%	-3%	-3%	0%	-2%	0%	-2%	2%	-3%	-1%	0%	-1%	
Definitely the Democratic candidate	4%	0%	3%	1%	2%	2%	1%	4%	3%	3%	1%	1%	2%	3%	2%	3%	-2%	3%	1%	0%	4%	5%	1%	4%	2%	2%	5%	-1%	1%	3%	-1%	4%	4%	5%	1%	1%	2%	
Probably the Democratic candidate	1%	2%	-2%	0%	0%	-2%	2%	-1%	1%	0%	0%	1%	0%	-2%	-1%	2%	6%	1%	3%	2%	-1%	-3%	1%	2%	-3%	-1%	-1%	5%	0%	1%	0%	0%	-7%	5%	2%	2%	-1%	
Probably the Republican candidate	-5%	0%	-1%	-2%	-2%	-1%	-3%	-2%	-3%	-2%	-2%	-3%	-4%	-1%	-1%	-1%	-3%	-3%	-4%	-1%	-3%	-7%	-1%	-3%	-1%	-2%	0%	2%	-3%	-1%	-1%	-3%	0%	-8%	-1%	-2%	-1%	
Definitely the Republican candidate	3%	-1%	1%	1%	0%	1%	2%	1%	-1%	1%	3%	2%	2%	0%	1%	-3%	-2%	1%	1%	0%	2%	7%	1%	2%	0%	1%	-3%	-6%	2%	-1%	2%	1%	2%	5%	1%	2%	0%	
Unsure	-3%	-2%	0%	0%	0%	0%	-2%	-2%	-1%	-1%	-2%	-1%	-1%	0%	-2%	-2%	1%	-1%	-1%	-1%	-2%	-3%	-1%	-4%	1%	-1%	-1%	-1%	0%	-2%	0%	-2%	2%	-6%	-2%	-3%	0%	

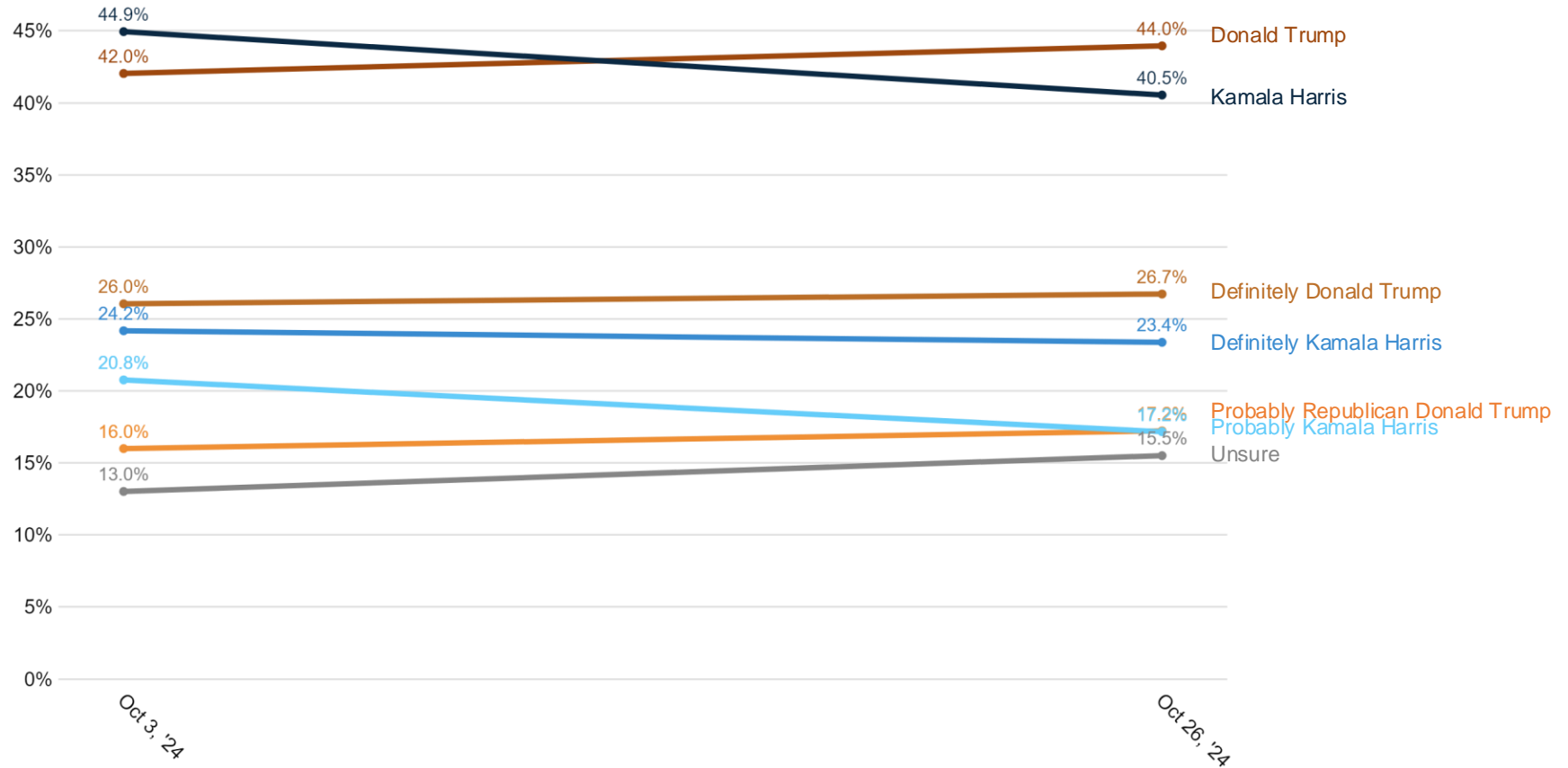
Presidential Predicted Election Winner



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbiHater	NewDbiHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	39%	38%	51%	49%	46%	54%	42%	33%	30%	41%	59%	81%	40%	7%	49%	20%	39%	47%	42%	75%	22%	48%	43%	34%	47%	52%	38%	30%	46%	83%	9%	38%	47%	48%	45%	46%	38%	44%
Kamala Harris	44%	46%	36%	35%	40%	32%	44%	45%	56%	41%	29%	7%	40%	78%	36%	68%	44%	39%	46%	14%	61%	25%	41%	49%	40%	33%	36%	46%	27%	6%	74%	48%	37%	28%	46%	38%	39%	42%
Definitely Donald Trump	23%	28%	27%	30%	21%	34%	31%	18%	20%	23%	38%	54%	18%	2%	29%	12%	23%	27%	28%	49%	11%	29%	29%	22%	28%	28%	13%	8%	14%	55%	2%	25%	28%	26%	23%	32%	24%	26%
Probably Donald Trump	16%	10%	25%	19%	25%	20%	11%	15%	10%	18%	20%	27%	22%	5%	20%	7%	16%	20%	14%	26%	11%	19%	14%	12%	19%	24%	25%	22%	32%	27%	7%	13%	19%	22%	22%	14%	13%	18%
Probably Kamala Harris	18%	15%	19%	16%	20%	16%	14%	21%	20%	20%	10%	4%	21%	30%	19%	20%	11%	15%	21%	6%	26%	10%	16%	17%	24%	15%	21%	28%	23%	4%	29%	18%	17%	7%	23%	13%	22%	18%
Definitely Kamala Harris	26%	31%	16%	20%	20%	16%	31%	24%	36%	21%	18%	3%	18%	49%	17%	49%	33%	24%	25%	8%	35%	16%	25%	32%	16%	18%	15%	18%	4%	2%	45%	30%	20%	20%	22%	25%	18%	24%
Unsure	17%	16%	13%	16%	14%	14%	13%	22%	14%	18%	13%	12%	20%	15%	15%	12%	18%	14%	12%	11%	17%	27%	16%	17%	13%	15%	26%	24%	27%	11%	17%	14%	16%	24%	9%	16%	23%	14%

Who do you believe will win the upcoming election for president?

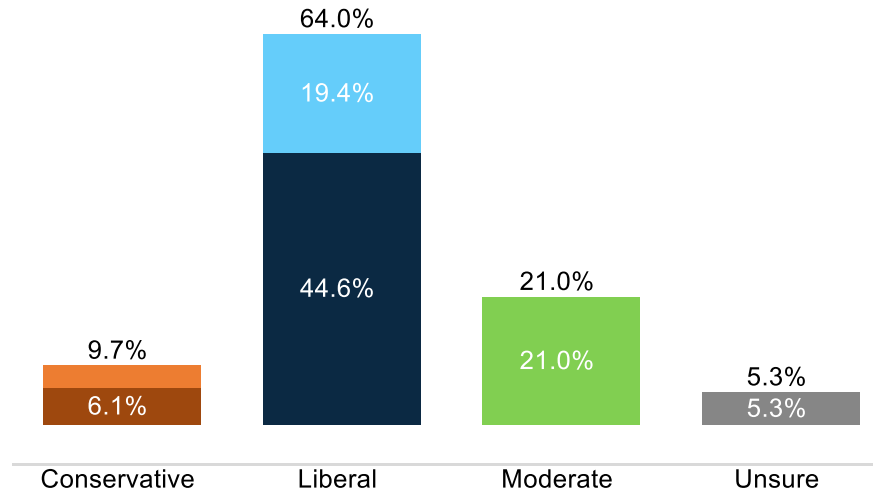
Trend: Presidential Predicted Election Winner



Percent Change: Presidential Predicted Election Winner (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	6%	-2%	5%	-2%	5%	-2%	2%	4%	-2%	-1%	9%	2%	3%	2%	4%	-3%	3%	5%	2%	2%	-3%	3%	6%	7%	10%	1%	2%	20%	4%	4%	9%	5%	-9%	1%
Kamala Harris	-9%	2%	-9%	1%	-6%	-3%	-3%	-7%	0%	-4%	-8%	-4%	-5%	-4%	-4%	-7%	-15%	-8%	-3%	-7%	-2%	-6%	-11%	-7%	-14%	-3%	-5%	-15%	-8%	-18%	-14%	-7%	-3%	-2%
Definitely Donald Trump	0%	1%	4%	-3%	-1%	2%	1%	0%	1%	-2%	6%	2%	-1%	0%	1%	1%	-3%	4%	-1%	2%	-2%	3%	5%	1%	3%	1%	-1%	17%	1%	-3%	4%	7%	2%	-2%
Probably Donald Trump	6%	-3%	0%	1%	6%	-4%	0%	4%	-2%	2%	3%	-1%	4%	2%	2%	-4%	6%	2%	3%	0%	-1%	1%	1%	6%	6%	0%	3%	2%	3%	7%	5%	-2%	-11%	4%
Probably Kamala Harris	-6%	-3%	-3%	-2%	-7%	2%	-3%	-8%	-1%	-2%	-8%	-4%	-8%	0%	-3%	2%	-12%	-6%	-6%	-3%	2%	-5%	-12%	-5%	-8%	-3%	-4%	-8%	-4%	-15%	-3%	-3%	-2%	-3%
Definitely Kamala Harris	-3%	5%	-6%	3%	1%	-5%	0%	0%	1%	-2%	0%	0%	2%	-4%	-1%	-9%	-3%	-3%	4%	-4%	-4%	-2%	1%	-2%	-6%	0%	-1%	-8%	-4%	-3%	-11%	-4%	-1%	2%
Unsure	3%	1%	4%	2%	1%	5%	2%	4%	1%	5%	-1%	2%	2%	3%	0%	10%	12%	3%	0%	5%	5%	3%	6%	0%	4%	2%	4%	-5%	3%	13%	5%	2%	12%	0%

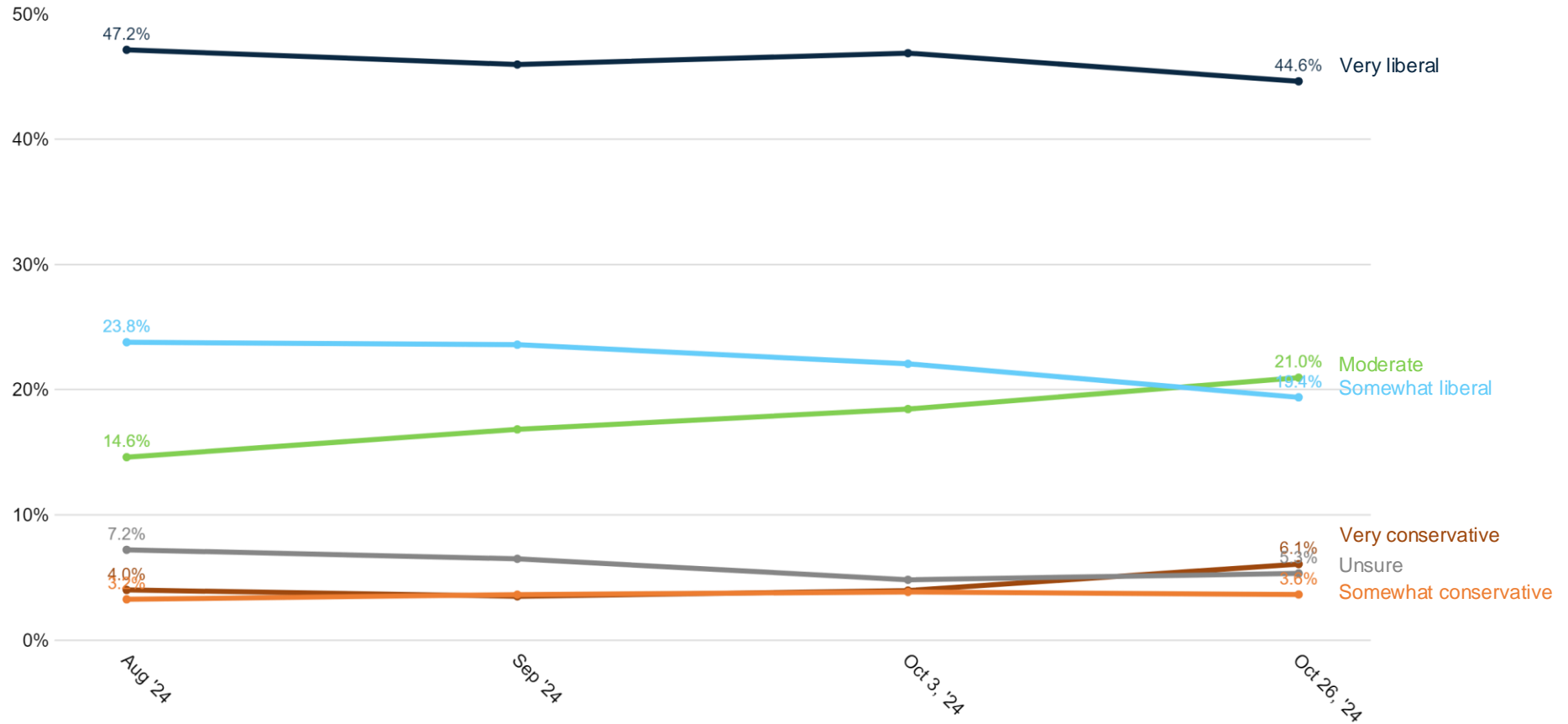
Harris Ideology



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	12%	8%	13%	4%	8%	10%	12%	8%	11%	9%	10%	8%	7%	13%	7%	26%	7%	13%	14%	8%	10%	12%	7%	14%	13%	7%	13%	14%	16%	7%	13%	9%	10%	6%	17%	11%	10%	8%
Moderate	23%	24%	19%	17%	19%	17%	24%	23%	34%	20%	14%	5%	31%	32%	18%	35%	24%	21%	21%	7%	31%	19%	23%	24%	20%	17%	24%	25%	21%	5%	36%	22%	20%	34%	22%	20%	22%	20%
Liberal	59%	62%	66%	73%	72%	66%	57%	64%	49%	67%	69%	82%	55%	52%	70%	33%	62%	61%	61%	80%	54%	55%	66%	54%	63%	72%	49%	54%	53%	83%	49%	65%	64%	55%	51%	63%	59%	68%
Very conservative	7%	4%	9%	3%	5%	8%	7%	4%	7%	5%	6%	5%	3%	9%	4%	16%	6%	9%	8%	6%	6%	8%	4%	8%	9%	5%	5%	5%	4%	5%	8%	5%	7%	2%	9%	6%	7%	6%
Somewhat conservative	5%	3%	4%	1%	3%	3%	5%	4%	3%	4%	3%	3%	4%	4%	3%	10%	1%	4%	6%	2%	5%	5%	3%	6%	4%	2%	8%	8%	12%	2%	4%	4%	3%	4%	7%	5%	3%	3%
Somewhat liberal	21%	19%	18%	19%	22%	16%	15%	27%	16%	24%	14%	5%	19%	37%	21%	13%	21%	17%	21%	5%	31%	9%	22%	18%	22%	17%	17%	25%	12%	4%	34%	24%	17%	16%	17%	14%	19%	22%
Very liberal	37%	43%	47%	54%	50%	50%	42%	37%	33%	43%	56%	77%	37%	15%	49%	19%	41%	44%	41%	75%	24%	47%	45%	36%	41%	55%	32%	29%	41%	79%	15%	41%	47%	39%	34%	49%	40%	47%
Unsure	6%	7%	3%	6%	2%	6%	7%	5%	7%	4%	7%	5%	7%	3%	4%	7%	7%	5%	3%	4%	5%	14%	4%	9%	4%	4%	13%	8%	10%	6%	3%	4%	6%	5%	10%	6%	9%	4%

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

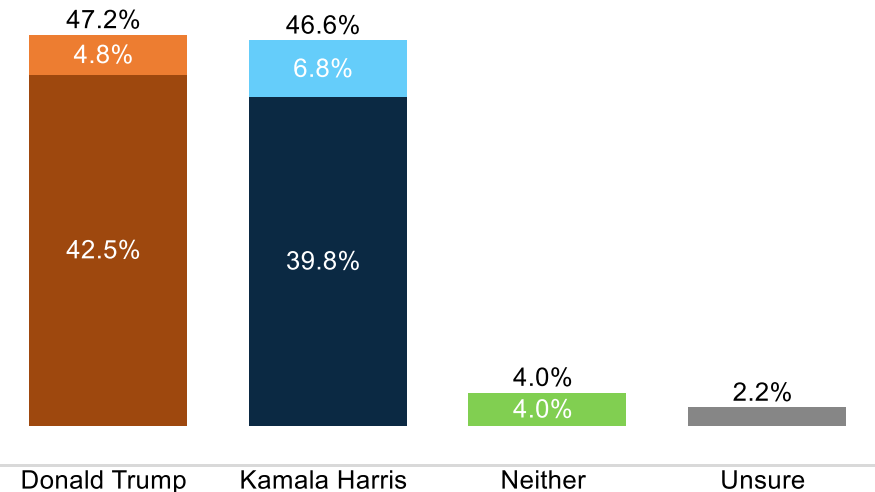
Trend: Harris Ideology



Percent Change: Harris Ideology (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	3%	4%	-1%	2%	2%	-1%	3%	4%	-3%	3%	3%	1%	4%	1%	1%	5%	-1%	0%	2%	5%	-1%	1%	3%	6%	8%	2%	4%	5%	2%	-14%	-4%	5%	-1%	4%
Moderate	5%	2%	3%	-2%	-1%	2%	6%	1%	13%	1%	-2%	-1%	9%	2%	1%	10%	-5%	3%	5%	2%	4%	-1%	3%	6%	14%	-1%	3%	6%	2%	16%	6%	0%	8%	0%
Liberal	-7%	-7%	-1%	-5%	0%	-4%	-8%	-7%	-13%	-4%	-2%	-1%	-14%	-3%	-3%	-16%	4%	-4%	-6%	-8%	-5%	-2%	-9%	-13%	-23%	-1%	-7%	-5%	-5%	-1%	-9%	-3%	-8%	-5%
Very conservative	2%	3%	2%	2%	1%	2%	3%	1%	0%	2%	3%	1%	1%	4%	1%	6%	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	4%	3%	3%	-2%	1%	3%	-1%	3%
Somewhat conservative	1%	1%	-3%	0%	1%	-3%	0%	3%	-3%	1%	0%	0%	3%	-2%	0%	-1%	-4%	-2%	0%	2%	-2%	-1%	1%	3%	6%	0%	0%	2%	0%	-11%	-5%	2%	-1%	1%
Somewhat liberal	-6%	-3%	0%	-1%	-1%	1%	-2%	-11%	-6%	-1%	-3%	-2%	-7%	0%	-3%	-6%	1%	-5%	-3%	-7%	2%	-1%	-8%	-1%	-6%	-1%	-4%	-15%	-5%	3%	-8%	-4%	1%	-3%
Very liberal	0%	-4%	-1%	-4%	1%	-5%	-6%	4%	-6%	-2%	1%	1%	-6%	-3%	0%	-10%	3%	1%	-3%	-1%	-7%	-1%	-1%	-12%	-17%	-1%	-3%	10%	-1%	-4%	-1%	1%	-9%	-3%
Unsure	-1%	1%	-1%	4%	0%	3%	0%	2%	2%	0%	1%	2%	0%	-1%	0%	1%	2%	1%	-1%	2%	1%	2%	2%	1%	0%	1%	0%	-6%	1%	-1%	7%	-2%	2%	1%

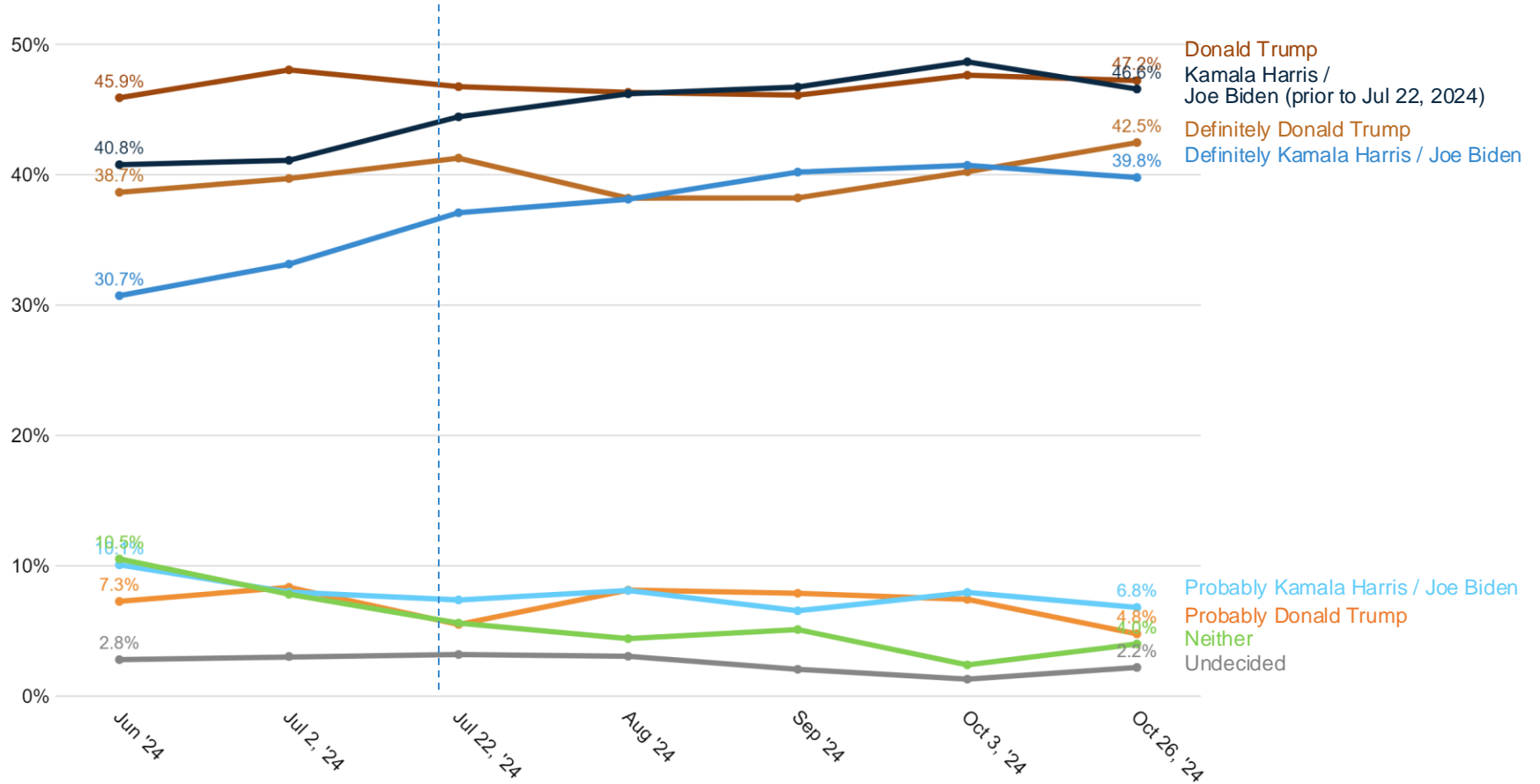
Trump v Harris Policy Contrast



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Old/Dbl Voter	New/Dbl Voter	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump		42%	43%	52%	55%	48%	57%	46%	36%	31%	46%	62%	92%	40%	5%	53%	17%	36%	51%	44%	83%	22%	53%	49%	35%	50%	55%	38%	25%	39%	95%	5%	41%	51%	48%	47%	51%	45%	47%	
Kamala Harris		52%	52%	41%	39%	46%	36%	48%	57%	62%	48%	32%	6%	45%	93%	41%	76%	57%	43%	50%	13%	72%	28%	48%	56%	44%	39%	37%	50%	24%	3%	88%	54%	43%	41%	45%	42%	48%	48%	
Definitely Donald Trump		37%	40%	45%	50%	42%	51%	43%	33%	26%	42%	55%	85%	34%	3%	48%	13%	35%	46%	40%	77%	18%	45%	45%	32%	42%	50%	27%	19%	27%	88%	4%	38%	45%	35%	44%	43%	42%	43%	
Probably Donald Trump		4%	2%	8%	5%	6%	6%	4%	3%	5%	4%	7%	7%	6%	1%	5%	4%	1%	5%	4%	6%	4%	8%	3%	3%	8%	5%	10%	6%	12%	7%	2%	3%	6%	13%	3%	7%	3%	4%	
Definitely Kamala Harris		43%	48%	33%	33%	38%	30%	42%	51%	51%	42%	29%	4%	34%	83%	36%	65%	45%	36%	42%	10%	62%	26%	43%	48%	35%	32%	21%	39%	15%	2%	77%	48%	36%	30%	35%	33%	43%	43%	
Probably Kamala Harris		8%	4%	8%	7%	9%	7%	7%	6%	11%	7%	4%	2%	10%	10%	6%	11%	12%	7%	9%	3%	10%	2%	5%	8%	9%	6%	16%	12%	9%	1%	11%	6%	7%	11%	11%	9%	6%	5%	
Neither		3%	3%	5%	5%	5%	5%	3%	3%	4%	4%	3%	2%	10%	2%	4%	4%	2%	5%	4%	2%	4%	10%	2%	5%	5%	5%	15%	18%	31%	2%	5%	3%	5%	4%	3%	5%	4%	4%	
Unsure		3%	3%	2%	1%	1%	1%	2%	4%	4%	2%	2%	1%	6%	0%	2%	3%	5%	1%	2%	2%	1%	10%	2%	4%	1%	1%	10%	6%	6%	1%	2%	2%	2%	8%	4%	2%	2%	1%	

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

Trend: Trump v Harris Policy Contrast*

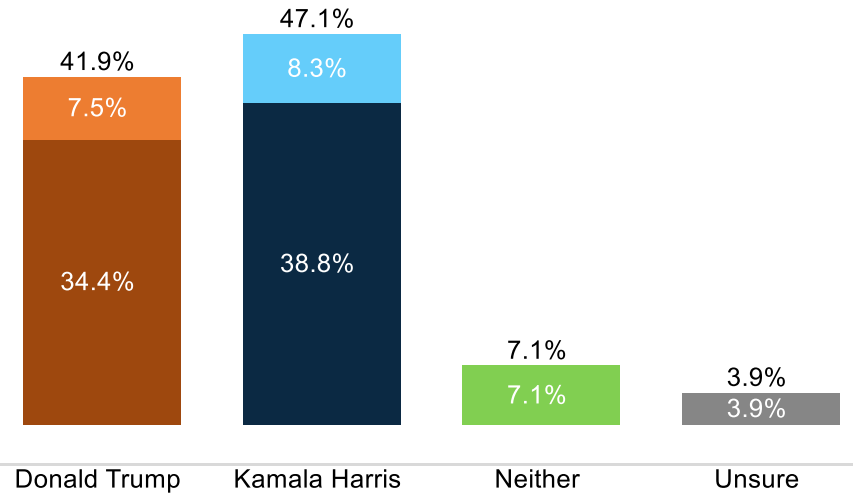


* was Trump v Biden Policy Contrast prior to Jul 22, 2024

Percent Change: Trump v Harris Policy Contrast (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbHater	NewDbHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	3%	-6%	2%	-3%	0%	-1%	-3%	3%	-4%	-2%	4%	2%	-5%	0%	1%	-6%	-5%	5%	0%	-1%	-2%	0%	-3%	-1%	-11%	1%	-1%	21%	2%	-4%	3%	4%	-2%	-2%
Kamala Harris	-5%	2%	-5%	0%	-1%	-3%	1%	-8%	2%	-1%	-6%	-3%	-2%	-2%	-4%	0%	2%	-7%	-1%	-5%	0%	-4%	-8%	-9%	-5%	-1%	-4%	-15%	-5%	-3%	-10%	-6%	0%	0%
Definitely Donald Trump	7%	-3%	3%	2%	4%	1%	1%	5%	0%	1%	6%	6%	0%	0%	4%	-3%	6%	7%	2%	3%	2%	3%	7%	2%	-5%	5%	1%	22%	4%	-2%	12%	8%	-2%	0%
Probably Donald Trump	-3%	-2%	0%	-5%	-3%	-3%	-3%	-2%	-3%	-3%	-2%	-4%	-6%	0%	-3%	-3%	-10%	-2%	-2%	-4%	-4%	-2%	-10%	-3%	-6%	-4%	-2%	-1%	-2%	-2%	-9%	-4%	0%	-2%
Definitely Kamala Harris	-4%	4%	-4%	1%	0%	-3%	1%	-4%	0%	1%	-4%	-1%	1%	-2%	-1%	-5%	1%	-3%	3%	-5%	-2%	-2%	-4%	-2%	2%	-1%	-1%	-15%	-4%	-7%	-8%	-5%	4%	1%
Probably Kamala Harris	-1%	-2%	0%	-1%	0%	-1%	0%	-4%	2%	-2%	-2%	-2%	-3%	0%	-2%	5%	0%	-4%	-4%	0%	2%	-2%	-4%	-7%	-7%	-1%	-3%	0%	-1%	4%	-2%	-1%	-5%	-1%
Neither	1%	1%	2%	2%	0%	4%	1%	1%	2%	2%	0%	1%	4%	1%	2%	3%	1%	2%	0%	3%	1%	3%	7%	6%	16%	0%	3%	1%	2%	2%	3%	2%	1%	1%
Unsure	0%	2%	1%	0%	0%	1%	0%	4%	0%	1%	2%	0%	3%	0%	1%	3%	2%	0%	1%	3%	1%	1%	5%	4%	0%	0%	1%	-6%	1%	5%	4%	0%	1%	1%

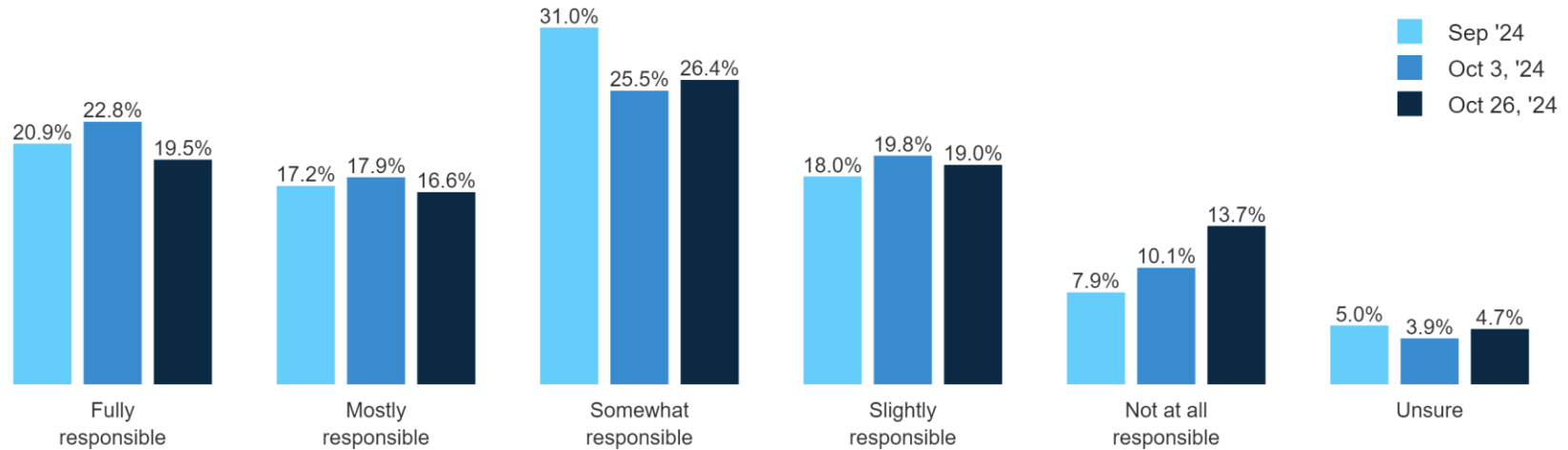
Better Presidential Campaign



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump		37%	38%	48%	47%	39%	54%	42%	31%	27%	41%	55%	82%	35%	4%	47%	18%	34%	45%	40%	75%	18%	47%	42%	33%	46%	48%	31%	23%	32%	84%	5%	38%	44%	43%	44%	43%	40%	41%
Kamala Harris		51%	52%	43%	40%	51%	34%	48%	56%	62%	48%	35%	7%	45%	93%	42%	77%	55%	45%	50%	15%	71%	31%	47%	57%	43%	41%	37%	49%	22%	5%	88%	56%	43%	37%	48%	42%	51%	49%
Definitely Donald Trump		30%	34%	37%	38%	32%	42%	37%	24%	25%	33%	45%	69%	27%	3%	39%	15%	24%	37%	31%	64%	14%	34%	36%	27%	38%	38%	18%	12%	16%	72%	3%	31%	36%	29%	33%	39%	31%	35%
Probably Donald Trump		7%	4%	11%	8%	7%	12%	5%	7%	3%	8%	10%	13%	9%	1%	8%	3%	9%	8%	9%	11%	4%	12%	6%	5%	8%	10%	13%	11%	15%	12%	2%	7%	8%	14%	11%	5%	10%	7%
Definitely Kamala Harris		43%	47%	31%	33%	39%	26%	42%	49%	48%	40%	30%	5%	34%	80%	35%	64%	46%	36%	42%	11%	61%	18%	42%	47%	29%	34%	24%	38%	12%	3%	74%	47%	35%	27%	34%	35%	41%	42%
Probably Kamala Harris		9%	5%	12%	7%	12%	8%	7%	7%	14%	8%	5%	2%	12%	13%	7%	12%	9%	9%	8%	4%	11%	13%	5%	9%	14%	7%	13%	11%	10%	2%	14%	9%	8%	10%	14%	8%	9%	7%
Neither		7%	7%	5%	11%	8%	8%	6%	8%	5%	8%	8%	9%	11%	2%	8%	2%	6%	7%	8%	6%	7%	10%	8%	5%	7%	8%	21%	24%	38%	8%	4%	4%	9%	9%	3%	7%	6%	8%
Unsure		5%	3%	4%	3%	3%	4%	4%	5%	5%	4%	3%	3%	8%	1%	4%	4%	5%	3%	2%	3%	3%	12%	3%	5%	4%	3%	11%	5%	8%	3%	3%	2%	5%	11%	5%	7%	3%	2%

As you think about the general election for President, which candidate has run the better campaign?

Harris Responsible for Admin Policies



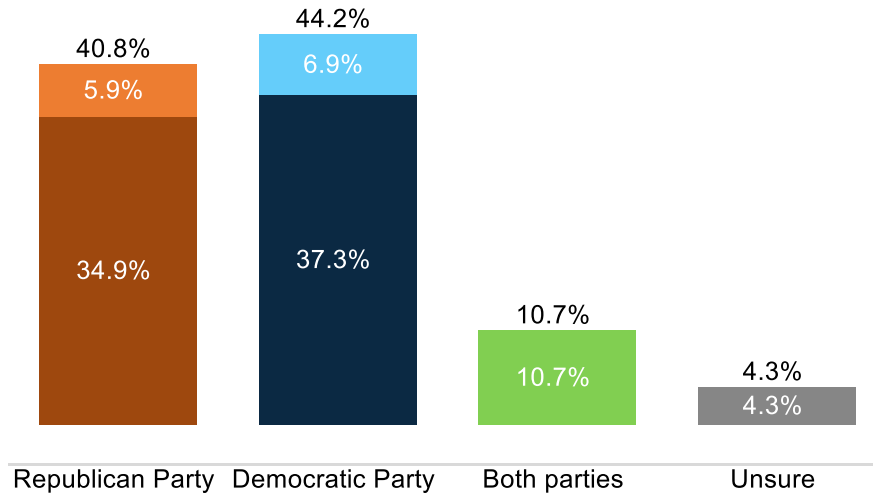
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Married	M Unmarried	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Fully responsible	17%	21%	20%	21%	20%	21%	21%	16%	20%	17%	24%	32%	14%	10%	20%	19%	19%	20%	20%	32%	10%	22%	20%	18%	19%	22%	10%	8%	8%	34%	8%	20%	19%	18%	13%	21%	17%	21%
Mostly responsible	17%	16%	17%	17%	17%	17%	19%	12%	14%	17%	18%	27%	15%	7%	16%	16%	17%	20%	17%	26%	10%	17%	16%	17%	15%	18%	15%	13%	17%	26%	8%	14%	18%	21%	20%	20%	18%	15%
Somewhat responsible	24%	24%	33%	24%	28%	30%	23%	26%	25%	28%	24%	26%	30%	25%	27%	26%	25%	27%	27%	28%	25%	26%	24%	25%	31%	28%	31%	27%	34%	28%	25%	27%	26%	23%	32%	26%	25%	26%
Slightly responsible	23%	18%	15%	20%	20%	15%	17%	25%	19%	21%	15%	6%	18%	34%	20%	14%	21%	17%	17%	5%	31%	7%	22%	18%	18%	17%	21%	32%	17%	5%	32%	20%	19%	14%	15%	17%	22%	20%
Not at all responsible	11%	19%	11%	16%	14%	12%	13%	17%	16%	13%	13%	7%	16%	20%	13%	18%	14%	12%	15%	6%	19%	13%	16%	13%	12%	13%	11%	14%	14%	4%	23%	16%	12%	11%	10%	11%	13%	16%
Unsure	8%	3%	4%	2%	2%	5%	7%	4%	5%	4%	6%	3%	6%	4%	4%	8%	6%	4%	4%	3%	4%	16%	3%	9%	5%	2%	12%	7%	11%	3%	4%	3%	6%	12%	10%	4%	5%	3%

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

Percent Change: Harris Responsible for Admin Policies (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Fully responsible	-5%	-3%	-1%	-3%	-1%	-3%	-5%	-3%	-8%	-3%	1%	-3%	0%	-5%	-2%	-8%	-3%	-4%	-3%	-5%	-1%	-2%	-2%	-3%	-7%	-1%	-5%	12%	-4%	-4%	-17%	0%	-5%	-2%
Mostly responsible	-2%	2%	-6%	1%	3%	-8%	-1%	2%	-3%	0%	-2%	1%	-2%	-4%	-1%	-3%	-8%	0%	-1%	0%	-6%	-2%	-3%	-2%	-4%	-1%	-1%	-1%	0%	-4%	1%	-3%	-1%	-1%
Somewhat responsible	3%	-3%	5%	-2%	-3%	5%	1%	-1%	3%	0%	0%	0%	5%	-1%	1%	2%	4%	3%	1%	-1%	2%	1%	4%	1%	10%	2%	-1%	0%	1%	1%	10%	2%	1%	-1%
Slightly responsible	3%	-4%	-2%	0%	-3%	1%	0%	-3%	1%	0%	-4%	-1%	-6%	3%	-1%	2%	-2%	-1%	1%	-3%	1%	-2%	-7%	3%	-8%	-1%	-1%	-13%	-1%	-6%	1%	2%	2%	-2%
Not at all responsible	0%	9%	4%	4%	5%	3%	3%	4%	8%	2%	4%	2%	3%	7%	2%	7%	7%	2%	2%	5%	3%	4%	4%	-2%	5%	-1%	7%	10%	2%	7%	1%	2%	2%	5%
Unsure	1%	0%	1%	1%	0%	2%	2%	1%	-1%	1%	1%	1%	1%	0%	1%	0%	2%	1%	-1%	4%	2%	1%	4%	3%	4%	1%	0%	-9%	2%	7%	4%	-3%	2%	1%

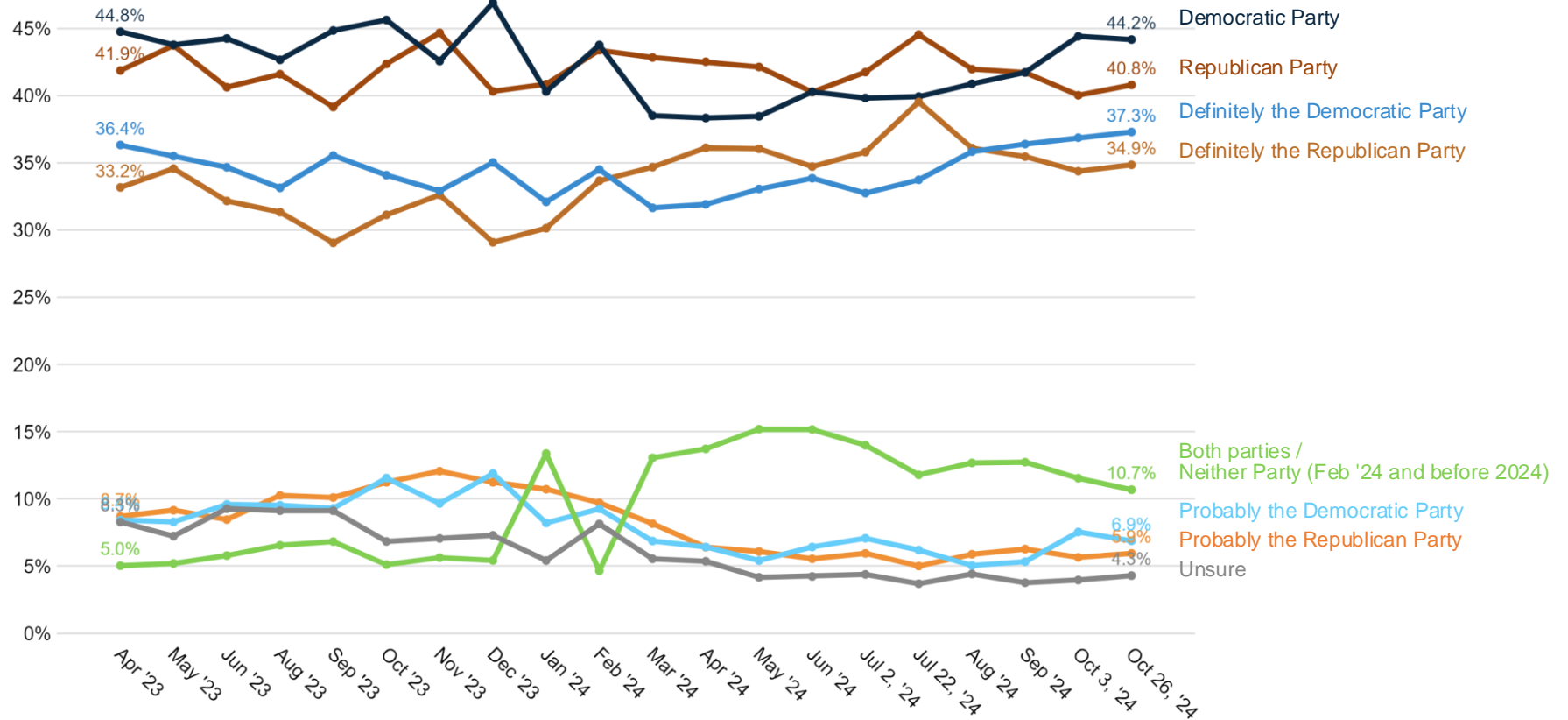
Party – Extreme



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	41%	45%	38%	38%	44%	34%	37%	51%	46%	44%	32%	13%	39%	73%	40%	46%	49%	37%	43%	12%	64%	15%	43%	42%	38%	38%	31%	44%	27%	10%	72%	48%	37%	36%	34%	34%	42%	45%
Democratic Party	41%	41%	45%	52%	45%	50%	46%	34%	37%	41%	55%	73%	39%	17%	46%	37%	35%	47%	42%	75%	22%	51%	45%	38%	45%	49%	34%	27%	33%	77%	15%	41%	46%	31%	47%	46%	43%	44%
Definitely the Republican Party	32%	42%	32%	35%	39%	29%	31%	45%	39%	38%	26%	9%	33%	65%	36%	39%	35%	27%	35%	8%	57%	9%	38%	35%	32%	34%	15%	34%	20%	7%	64%	43%	31%	22%	17%	28%	34%	42%
Probably the Republican Party	10%	3%	7%	2%	5%	5%	7%	7%	7%	6%	6%	4%	6%	8%	4%	7%	14%	10%	8%	4%	7%	6%	6%	8%	6%	4%	15%	10%	7%	3%	8%	5%	7%	14%	17%	6%	8%	3%
Probably the Democratic Party	10%	5%	8%	3%	4%	7%	9%	6%	8%	6%	8%	9%	10%	3%	6%	11%	4%	8%	8%	8%	5%	14%	6%	9%	8%	4%	16%	10%	11%	9%	3%	4%	8%	5%	18%	9%	4%	4%
Definitely the Democratic Party	31%	36%	36%	48%	40%	43%	38%	28%	29%	36%	46%	65%	29%	14%	40%	26%	31%	39%	34%	67%	17%	37%	39%	28%	37%	45%	18%	17%	22%	68%	12%	37%	38%	26%	29%	37%	39%	40%
Both parties	11%	7%	15%	9%	11%	14%	9%	9%	11%	11%	10%	10%	18%	6%	11%	9%	9%	12%	11%	10%	11%	13%	7%	11%	14%	12%	23%	22%	31%	9%	10%	7%	13%	17%	13%	14%	10%	9%
Unsure	7%	6%	2%	1%	1%	2%	7%	5%	5%	4%	4%	3%	5%	3%	3%	8%	7%	4%	4%	3%	3%	21%	4%	9%	3%	1%	12%	6%	9%	3%	3%	4%	4%	16%	6%	7%	5%	2%

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

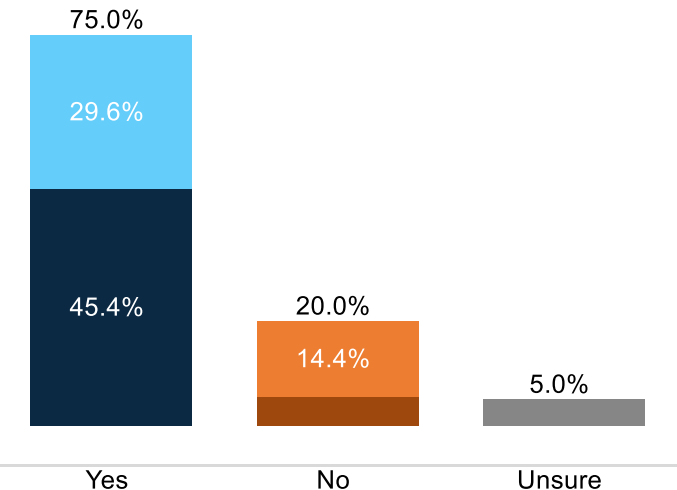
Trend: Party – Extreme



Percent Change: Party – Extreme (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-4%	1%	5%	1%	5%	2%	-1%	-5%	8%	-1%	-3%	-6%	2%	7%	-3%	9%	14%	0%	1%	-6%	1%	5%	0%	6%	3%	-4%	6%	-13%	-2%	-7%	3%	-1%	4%	1%
Democratic Party	3%	0%	-4%	-1%	0%	-5%	3%	1%	-10%	1%	6%	6%	5%	-10%	4%	-13%	-9%	1%	4%	0%	-4%	-2%	0%	4%	9%	7%	-8%	14%	1%	-5%	-11%	3%	-5%	1%
Definitely the Republican Party	-5%	2%	6%	0%	4%	3%	-2%	-3%	6%	-1%	-2%	-4%	4%	4%	-2%	9%	8%	-3%	2%	-7%	3%	3%	-4%	5%	5%	-3%	4%	-10%	-3%	-6%	-4%	1%	4%	1%
Probably the Republican Party	1%	-1%	0%	1%	2%	-1%	1%	-1%	2%	0%	-1%	-1%	-2%	3%	-1%	0%	5%	3%	-1%	1%	-2%	2%	4%	1%	-2%	-1%	2%	-3%	1%	-1%	7%	-2%	1%	0%
Probably the Democratic Party	1%	1%	-2%	-3%	-1%	-4%	1%	1%	-2%	0%	0%	-1%	2%	-2%	1%	-4%	-11%	0%	1%	1%	-2%	-4%	-2%	6%	6%	0%	-2%	-6%	1%	-6%	-4%	0%	-5%	0%
Definitely the Democratic Party	2%	0%	-2%	2%	1%	-1%	2%	0%	-8%	1%	6%	7%	2%	-9%	3%	-9%	2%	1%	3%	-1%	-2%	1%	3%	-2%	3%	7%	-6%	20%	0%	2%	-7%	3%	0%	1%
Both parties	-1%	-3%	1%	-1%	-3%	3%	-3%	0%	4%	-1%	-3%	0%	-6%	2%	-1%	2%	-7%	-2%	-6%	2%	4%	-2%	-3%	-13%	-18%	-2%	1%	5%	1%	4%	4%	0%	-3%	-2%
Unsure	2%	1%	-2%	1%	-2%	0%	1%	4%	-2%	1%	0%	-1%	-1%	1%	0%	2%	2%	1%	0%	4%	-1%	-1%	2%	2%	5%	-1%	1%	-6%	1%	8%	3%	-2%	4%	0%

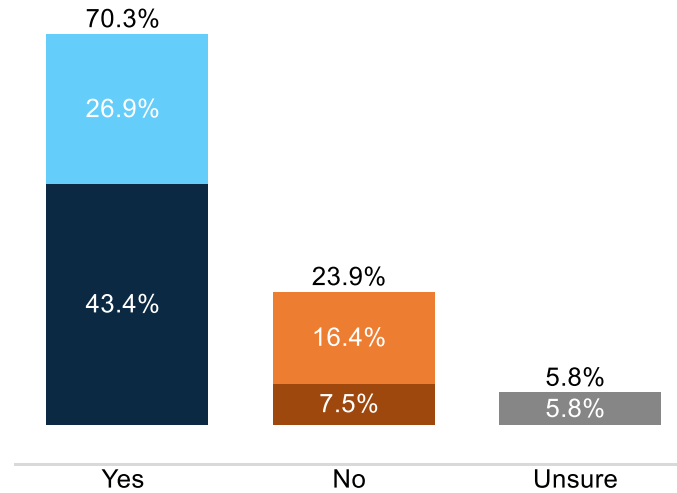
Community Voting Impact



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	73%	78%	70%	80%	74%	75%	76%	75%	74%	75%	75%	78%	64%	79%	74%	85%	78%	72%	75%	79%	73%	69%	76%	75%	72%	77%	64%	59%	56%	78%	76%	79%	73%	67%	73%	74%	70%	77%
No Total	22%	18%	24%	16%	21%	20%	19%	21%	20%	20%	20%	17%	28%	18%	21%	9%	16%	22%	20%	17%	22%	23%	20%	20%	22%	19%	26%	32%	38%	18%	20%	18%	21%	19%	22%	21%	22%	19%
Definitely yes	40%	58%	36%	50%	42%	42%	47%	49%	44%	43%	50%	49%	31%	51%	44%	58%	48%	38%	43%	52%	43%	30%	50%	46%	37%	46%	29%	31%	23%	48%	47%	53%	42%	35%	37%	38%	38%	52%
Probably yes	33%	20%	34%	30%	32%	33%	28%	26%	31%	32%	25%	29%	33%	27%	30%	27%	30%	34%	32%	26%	30%	39%	26%	29%	35%	30%	35%	28%	33%	30%	29%	26%	32%	32%	36%	37%	32%	25%
Probably no	15%	14%	16%	12%	13%	15%	13%	16%	13%	15%	14%	12%	20%	14%	15%	8%	12%	14%	13%	11%	16%	20%	13%	16%	16%	14%	18%	21%	24%	12%	15%	14%	15%	18%	20%	13%	15%	14%
Definitely no	7%	4%	8%	3%	8%	4%	6%	5%	6%	5%	6%	5%	7%	5%	7%	1%	3%	9%	7%	5%	6%	3%	7%	4%	6%	6%	8%	11%	14%	5%	5%	4%	7%	1%	2%	8%	7%	6%
Unsure	5%	4%	6%	4%	5%	5%	5%	4%	6%	5%	5%	5%	8%	3%	5%	6%	7%	6%	5%	5%	5%	9%	4%	6%	7%	4%	10%	9%	6%	4%	4%	4%	6%	14%	5%	5%	8%	3%

Do you feel that your vote makes a difference specifically in your community?

Country Voting Impact



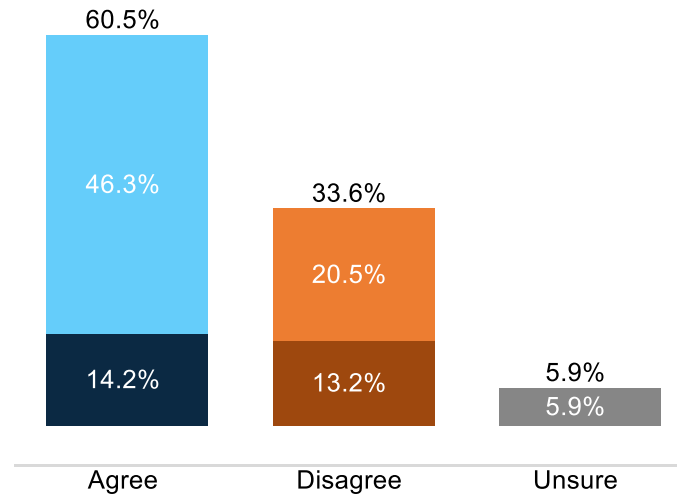
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	65%	81%	63%	74%	69%	68%	75%	68%	70%	71%	70%	73%	58%	75%	69%	84%	75%	64%	69%	73%	69%	64%	72%	73%	66%	69%	60%	55%	52%	73%	73%	73%	69%	61%	65%	66%	69%	74%	
No Total	28%	15%	30%	22%	27%	26%	18%	28%	25%	24%	23%	20%	34%	22%	26%	11%	21%	29%	26%	20%	26%	26%	23%	21%	26%	26%	30%	39%	43%	21%	24%	22%	25%	22%	25%	27%	24%	23%	
Definitely yes	38%	57%	35%	45%	38%	41%	47%	45%	45%	43%	44%	45%	33%	50%	42%	58%	46%	36%	46%	47%	43%	29%	48%	45%	35%	42%	26%	28%	24%	45%	46%	47%	41%	32%	35%	39%	35%	49%	
Probably yes	27%	24%	28%	29%	31%	27%	27%	23%	25%	28%	26%	29%	26%	26%	27%	25%	29%	28%	24%	26%	26%	35%	24%	27%	31%	27%	34%	27%	27%	28%	27%	26%	27%	29%	30%	27%	34%	25%	
Probably no	20%	11%	17%	17%	16%	18%	13%	20%	16%	17%	16%	15%	20%	16%	18%	7%	14%	18%	19%	14%	17%	19%	16%	16%	15%	18%	18%	21%	22%	15%	16%	16%	16%	19%	17%	18%	16%	16%	
Definitely no	8%	4%	12%	5%	11%	7%	5%	8%	9%	7%	7%	5%	14%	6%	8%	4%	6%	11%	6%	6%	9%	6%	7%	6%	11%	8%	13%	18%	21%	6%	8%	6%	8%	4%	8%	10%	8%	7%	
Unsure	7%	4%	7%	4%	4%	6%	7%	4%	6%	5%	7%	7%	8%	2%	5%	6%	4%	7%	5%	7%	4%	11%	6%	6%	8%	4%	10%	6%	5%	6%	4%	5%	6%	17%	10%	6%	7%	3%	

Do you feel that your vote makes a difference in the country as a whole?

Percent Change: Voting Impact - Community to Country

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	-8%	3%	-7%	-6%	-6%	-7%	-1%	-7%	-5%	-5%	-5%	-5%	-6%	-3%	-5%	-1%	-2%	-8%	-5%	-5%	-4%	-5%	-5%	-2%	-5%	-7%	-4%	-5%	-4%	-5%	-3%	-5%	-4%	-6%	-8%	-8%	-1%	-3%	
No Total	6%	-3%	6%	6%	6%	6%	-1%	7%	5%	4%	2%	3%	6%	4%	4%	1%	5%	7%	6%	3%	4%	3%	3%	2%	4%	7%	4%	7%	5%	3%	3%	5%	4%	3%	3%	6%	2%	4%	
Definitely yes	-2%	-1%	-1%	-5%	-4%	-1%	0%	-4%	1%	-1%	-6%	-4%	1%	-2%	-2%	1%	-2%	-2%	3%	-5%	0%	-1%	-2%	0%	-1%	-4%	-4%	-3%	1%	-4%	0%	-6%	0%	-3%	-2%	1%	-3%	-3%	
Probably yes	-6%	3%	-6%	-1%	-1%	-6%	-1%	-3%	-6%	-4%	1%	0%	-7%	-2%	-3%	-2%	-1%	-5%	-8%	0%	-4%	-4%	-2%	-1%	-4%	-3%	-1%	-2%	-6%	-2%	-3%	0%	-4%	-3%	-6%	-9%	2%	0%	
Probably no	5%	-2%	1%	4%	3%	3%	0%	4%	3%	2%	2%	3%	0%	2%	3%	-1%	2%	4%	6%	3%	2%	0%	3%	0%	0%	5%	-1%	0%	-2%	3%	1%	3%	2%	1%	-3%	5%	1%	2%	
Definitely no	2%	0%	4%	2%	3%	3%	0%	2%	3%	2%	1%	-1%	6%	2%	1%	3%	3%	3%	-1%	1%	2%	3%	0%	2%	5%	2%	5%	7%	7%	0%	2%	2%	2%	2%	6%	2%	1%	1%	
Unsure	2%	0%	1%	0%	-1%	1%	2%	0%	0%	1%	2%	2%	0%	-1%	1%	0%	-2%	1%	0%	2%	0%	2%	2%	0%	1%	0%	1%	-3%	-1%	2%	0%	1%	1%	3%	5%	1%	-1%	0%	

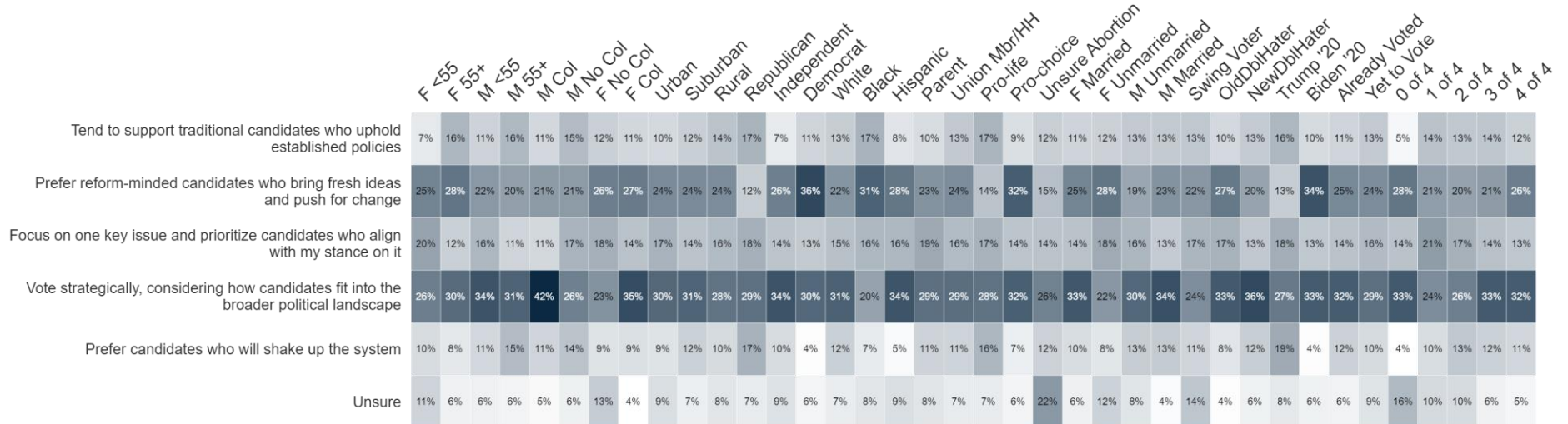
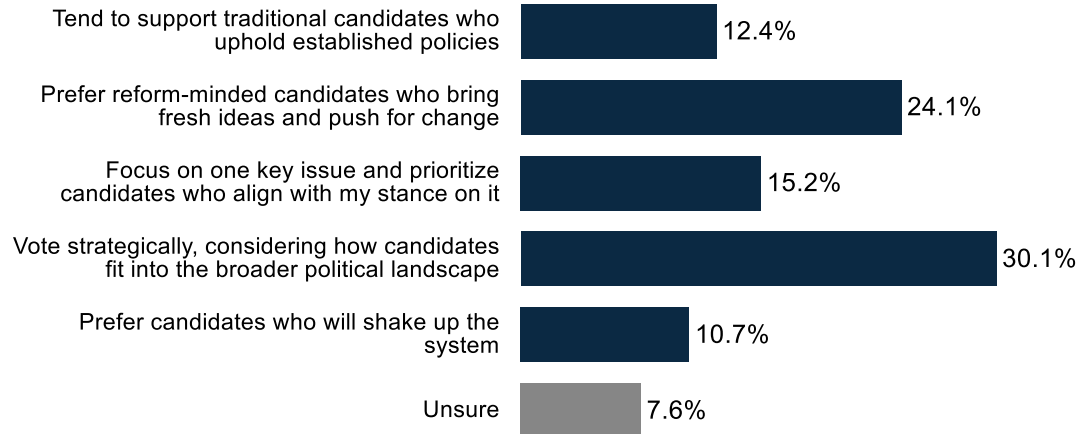
Candidates Empathy Toward You



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	59%	70%	57%	56%	58%	55%	67%	59%	63%	61%	58%	63%	47%	67%	60%	71%	60%	60%	63%	63%	60%	51%	65%	63%	54%	58%	46%	38%	34%	61%	65%	65%	58%	42%	61%	63%	56%	62%	
Disagree Total	34%	25%	38%	39%	38%	26%	34%	31%	33%	36%	31%	46%	29%	36%	21%	32%	33%	33%	31%	36%	35%	29%	30%	38%	39%	46%	58%	63%	33%	31%	30%	35%	40%	34%	32%	38%	33%		
Strongly agree	13%	16%	15%	11%	13%	14%	16%	13%	21%	12%	14%	15%	6%	19%	12%	30%	14%	15%	20%	17%	13%	9%	16%	14%	14%	13%	8%	8%	8%	13%	17%	14%	14%	8%	22%	15%	10%	14%	
Somewhat agree	46%	54%	42%	44%	46%	41%	51%	47%	42%	49%	44%	49%	41%	48%	48%	42%	46%	45%	43%	46%	47%	43%	50%	49%	40%	45%	38%	30%	26%	48%	48%	51%	44%	34%	39%	48%	46%	48%	
Somewhat disagree	21%	15%	23%	23%	23%	23%	16%	22%	20%	20%	22%	20%	23%	19%	22%	13%	21%	18%	21%	18%	22%	22%	18%	20%	22%	23%	25%	31%	29%	20%	19%	19%	21%	31%	27%	16%	27%	19%	
Strongly disagree	12%	9%	16%	16%	15%	16%	10%	12%	11%	13%	14%	11%	22%	10%	14%	8%	11%	15%	12%	13%	13%	12%	10%	16%	16%	21%	27%	34%	13%	12%	12%	14%	9%	7%	16%	11%	14%		
Unsure	7%	5%	5%	5%	4%	6%	6%	7%	6%	6%	6%	6%	8%	4%	4%	7%	9%	7%	3%	7%	4%	14%	5%	7%	8%	3%	8%	4%	3%	6%	4%	5%	7%	18%	5%	5%	6%	5%	

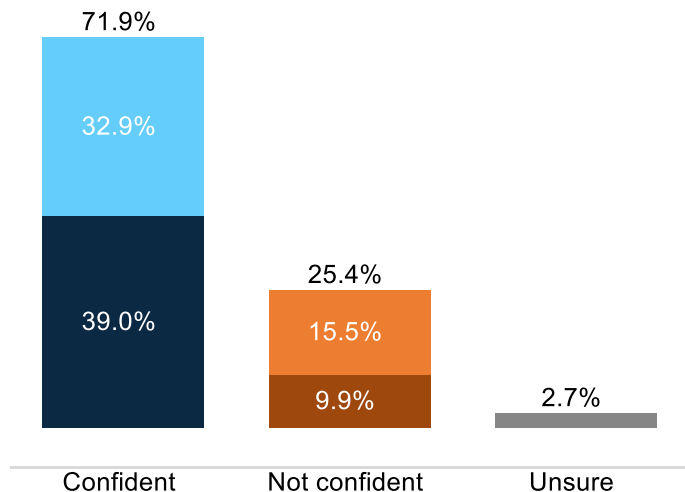
Do you agree or disagree that candidates generally care about the needs and concerns of people like you?

Voting Style



Which of the following best describes your voting style as it relates to the type of candidate?

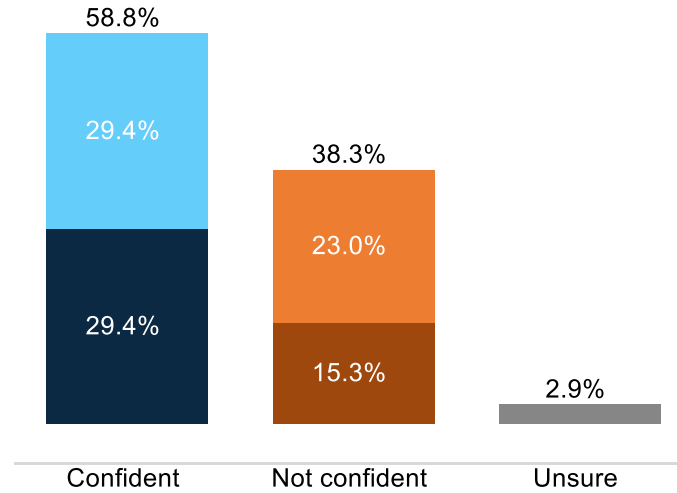
State Election Integrity



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Confident Total	67%	79%	71%	72%	77%	67%	68%	78%	77%	73%	66%	61%	68%	87%	74%	74%	66%	68%	68%	61%	82%	55%	74%	71%	73%	72%	65%	77%	72%	58%	88%	75%	70%	54%	68%	71%	73%	75%
Not confident Total	28%	20%	26%	27%	21%	31%	28%	19%	20%	25%	31%	36%	29%	11%	25%	21%	31%	27%	30%	36%	17%	34%	24%	25%	24%	27%	28%	21%	25%	40%	10%	23%	26%	37%	25%	26%	26%	24%
Very confident	31%	45%	40%	42%	49%	35%	33%	44%	49%	38%	33%	21%	38%	60%	39%	44%	41%	36%	40%	22%	54%	18%	39%	36%	39%	42%	30%	43%	39%	19%	62%	45%	36%	20%	26%	32%	43%	45%
Somewhat confident	36%	34%	31%	30%	29%	32%	35%	34%	28%	35%	33%	41%	29%	27%	34%	30%	24%	32%	28%	40%	28%	37%	35%	34%	34%	29%	35%	34%	33%	39%	26%	30%	34%	34%	42%	40%	30%	30%
Not very confident	19%	12%	14%	16%	13%	16%	18%	13%	10%	16%	19%	22%	18%	7%	15%	12%	19%	15%	18%	20%	11%	21%	15%	17%	14%	15%	18%	12%	18%	22%	7%	15%	16%	31%	19%	16%	12%	14%
Not at all confident	9%	7%	13%	11%	8%	15%	10%	6%	10%	9%	12%	15%	11%	4%	9%	9%	12%	12%	12%	16%	5%	13%	9%	8%	10%	12%	10%	8%	7%	18%	3%	9%	11%	7%	6%	10%	14%	11%
Unsure	5%	2%	3%	1%	1%	2%	4%	2%	4%	2%	3%	2%	3%	2%	1%	5%	4%	5%	2%	3%	1%	11%	2%	5%	3%	1%	8%	2%	3%	2%	2%	1%	3%	9%	7%	2%	1%	1%

How confident are you in the fairness and integrity of the election specifically in your state?

Country Election Integrity



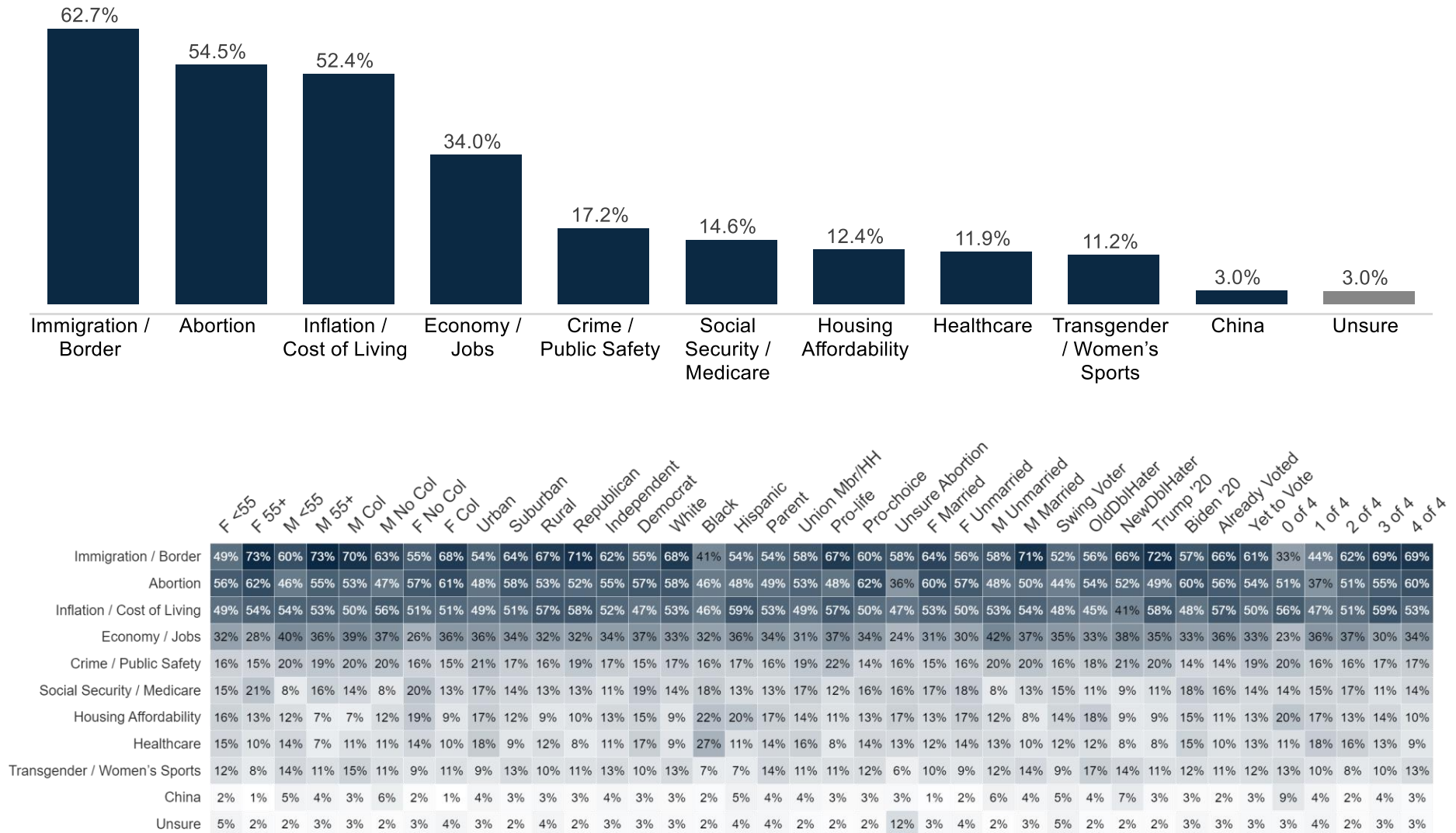
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Confident Total	55%	61%	62%	58%	68%	54%	54%	63%	68%	62%	46%	36%	59%	84%	59%	74%	55%	59%	60%	38%	75%	42%	56%	60%	62%	59%	58%	69%	63%	33%	85%	63%	57%	42%	59%	58%	58%	61%	
Not confident Total	41%	36%	35%	41%	31%	43%	42%	34%	29%	35%	51%	62%	37%	14%	40%	21%	42%	38%	39%	60%	22%	44%	42%	36%	35%	39%	34%	27%	34%	65%	13%	34%	40%	51%	37%	40%	39%	37%	
Very confident	25%	32%	31%	31%	41%	23%	24%	35%	36%	31%	21%	10%	30%	51%	29%	40%	24%	29%	34%	12%	44%	11%	28%	28%	31%	31%	22%	29%	29%	7%	53%	35%	27%	14%	19%	26%	30%	33%	
Somewhat confident	30%	29%	31%	27%	27%	31%	31%	28%	32%	31%	25%	26%	29%	33%	30%	33%	31%	30%	26%	27%	31%	31%	28%	32%	31%	28%	36%	40%	34%	26%	32%	29%	30%	28%	40%	31%	28%	27%	
Not very confident	24%	22%	22%	23%	21%	24%	25%	20%	17%	22%	29%	35%	23%	11%	23%	14%	25%	20%	23%	34%	16%	23%	23%	23%	25%	21%	21%	25%	35%	10%	21%	24%	40%	27%	23%	24%	21%		
Not at all confident	17%	14%	13%	17%	10%	19%	17%	14%	12%	13%	21%	27%	14%	3%	16%	7%	17%	17%	16%	27%	7%	21%	19%	13%	10%	18%	13%	6%	8%	30%	2%	13%	16%	10%	10%	17%	15%	16%	
Unsure	4%	3%	3%	1%	2%	2%	4%	3%	3%	2%	4%	2%	3%	2%	2%	6%	3%	4%	1%	2%	2%	14%	2%	4%	3%	2%	7%	4%	3%	2%	2%	2%	3%	7%	4%	2%	2%	2%	

How confident are you in the fairness and integrity of elections across the country as a whole?

Percent Change: Election Integrity - State to Country

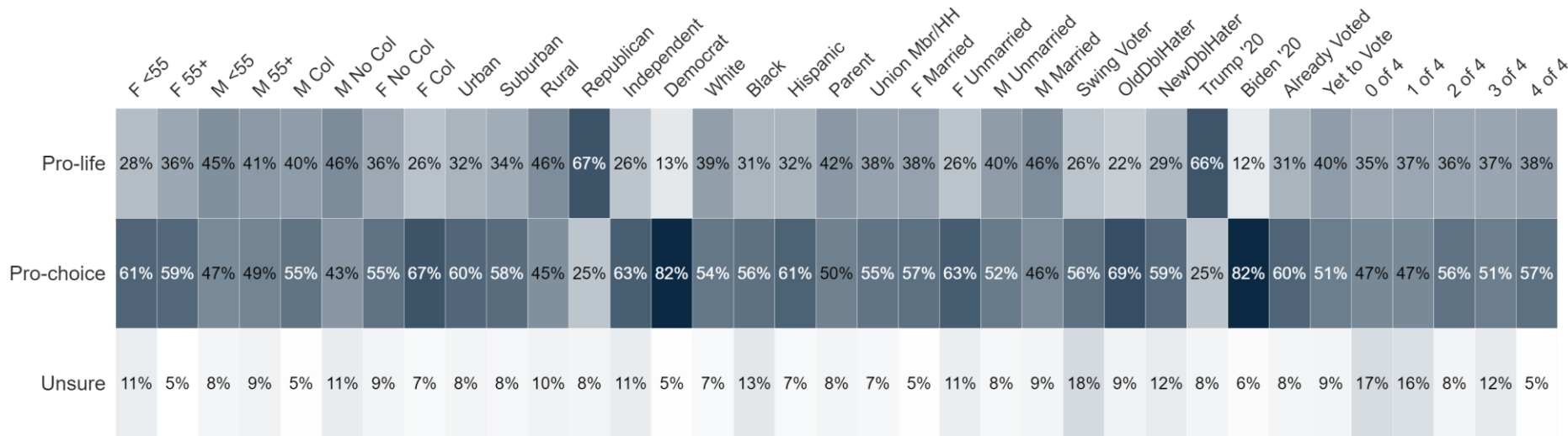
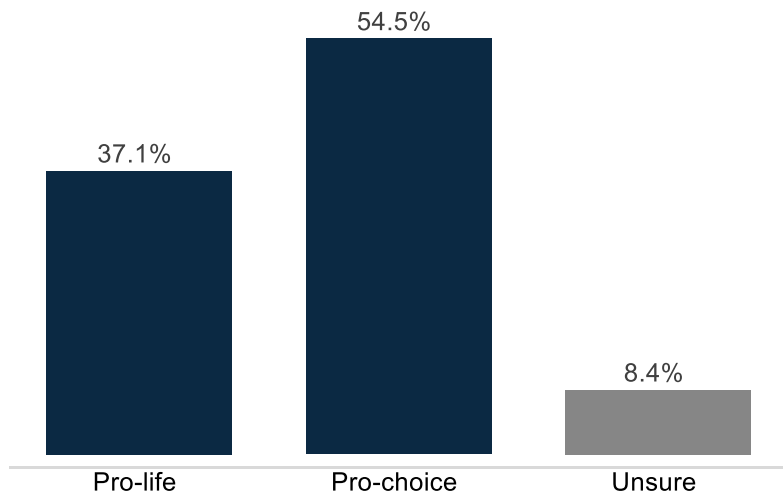
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	Pro-choice	Unsure	Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDbtHater	NewDbtHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Confident Total	-12%	-18%	-9%	-14%	-10%	-13%	-14%	-15%	-9%	-11%	-20%	-25%	-8%	-3%	-15%	0%	-10%	-9%	-8%	-23%	-7%	-13%	-19%	-10%	-11%	-13%	-6%	-8%	-10%	-25%	-3%	-12%	-14%	-11%	-9%	-13%	-15%	-14%	
Not confident Total	13%	17%	9%	14%	9%	13%	14%	15%	9%	11%	20%	26%	8%	2%	15%	0%	11%	11%	9%	24%	6%	10%	18%	11%	11%	12%	7%	7%	9%	25%	3%	11%	14%	13%	12%	14%	14%	13%	
Very confident	-6%	-13%	-9%	-11%	-7%	-12%	-9%	-10%	-12%	-7%	-12%	-11%	-8%	-10%	-11%	-4%	-17%	-7%	-6%	-10%	-10%	-6%	-11%	-8%	-8%	-11%	-8%	-14%	-11%	-12%	-9%	-11%	-9%	-5%	-7%	-5%	-13%	-12%	
Somewhat confident	-5%	-5%	0%	-3%	-2%	-1%	-5%	-6%	4%	-4%	-8%	-15%	0%	6%	-5%	3%	7%	-2%	-3%	-13%	3%	-6%	-8%	-2%	-3%	-1%	1%	6%	1%	-13%	6%	-1%	-5%	-6%	-2%	-8%	-2%	-2%	
Not very confident	5%	10%	9%	7%	8%	8%	7%	7%	7%	6%	10%	13%	5%	3%	8%	2%	6%	5%	5%	13%	4%	1%	8%	6%	12%	6%	3%	9%	8%	13%	3%	7%	8%	10%	8%	6%	13%	7%	
Not at all confident	8%	7%	0%	6%	1%	4%	7%	8%	2%	4%	10%	12%	3%	-1%	7%	-2%	5%	6%	4%	10%	2%	9%	10%	5%	-1%	5%	3%	-2%	1%	12%	-1%	4%	6%	4%	4%	7%	1%	6%	
Unsure	-1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	-1%	-2%	0%	-1%	1%	3%	0%	0%	0%	1%	0%	2%	1%	0%	0%	1%	0%	-2%	-3%	0%	1%	1%	

Election Ad Topics Recall



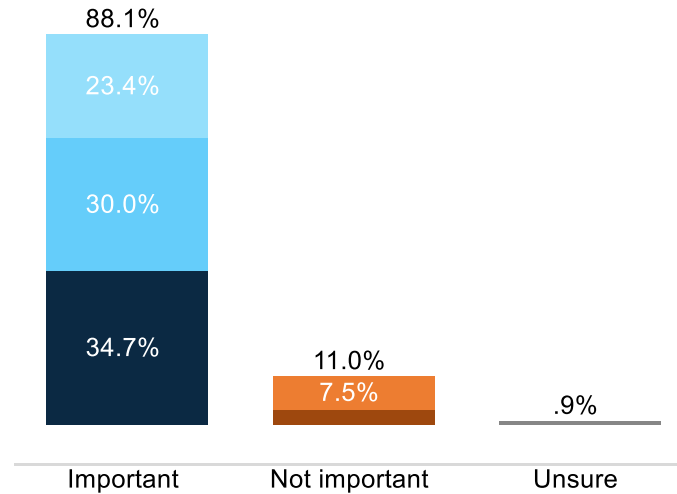
Thinking about all the election advertising you saw, read, or heard in the last few weeks, what are the top three topics you recall seeing most? Select up to three options.

Abortion Categorization



If you had to categorize yourself in one of two options, which of the following most closely represents your view on abortion?

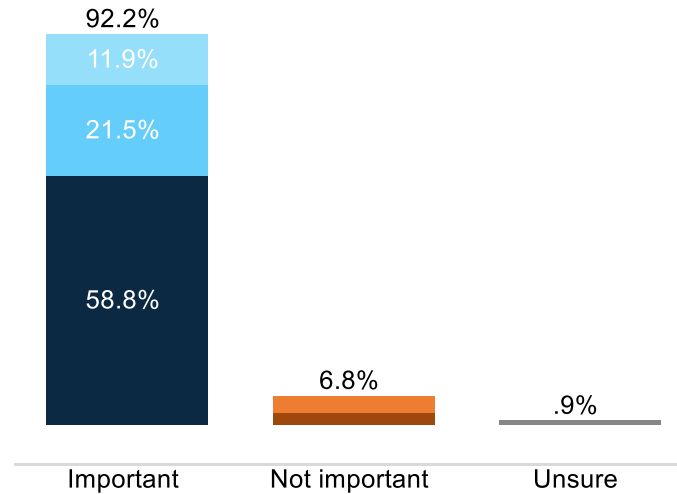
Pro-Life Abortion Importance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-life	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Important Total	93%	91%	83%	88%	80%	88%	91%	93%	91%	84%	92%	91%	80%	83%	87%	89%	91%	88%	90%	88%	93%	89%	85%	85%	84%	68%	69%	90%	81%	89%	88%	92%	89%	87%	90%	88%
Not important Total	7%	7%	16%	12%	20%	11%	9%	4%	9%	15%	7%	9%	17%	15%	12%	8%	7%	11%	9%	11%	6%	9%	14%	14%	13%	28%	25%	10%	17%	10%	12%	8%	11%	10%	10%	12%
Extremely important	42%	38%	24%	39%	33%	29%	38%	42%	36%	27%	44%	38%	24%	26%	37%	38%	27%	31%	38%	35%	42%	37%	25%	33%	22%	20%	23%	38%	24%	33%	35%	20%	31%	37%	40%	35%
Very important	27%	32%	29%	32%	29%	31%	31%	26%	29%	31%	29%	31%	26%	33%	28%	33%	34%	30%	33%	30%	31%	27%	31%	31%	34%	25%	23%	29%	34%	36%	27%	35%	38%	29%	22%	29%
Somewhat important	24%	22%	29%	17%	19%	28%	22%	24%	26%	25%	19%	22%	31%	24%	22%	17%	31%	28%	19%	23%	21%	26%	30%	22%	28%	23%	23%	23%	19%	25%	37%	19%	21%	29%	23%	
Not very important	3%	6%	12%	8%	13%	8%	5%	3%	8%	10%	4%	6%	13%	11%	7%	7%	7%	6%	8%	7%	4%	5%	12%	9%	13%	20%	14%	7%	9%	6%	8%	4%	8%	9%	10%	7%
Not at all important	5%	1%	4%	4%	7%	3%	4%	1%	1%	4%	4%	3%	4%	5%	5%	1%	0%	5%	1%	4%	2%	4%	3%	5%	0%	8%	10%	3%	8%	3%	4%	4%	3%	1%	0%	5%
Unsure	0%	2%	1%	0%	0%	1%	0%	4%	0%	1%	1%	0%	3%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	3%	5%	7%	0%	2%	1%	1%	0%	0%	3%	0%	1%

How important is the issue of protecting life and limiting abortion when deciding which candidate you will support in an election?

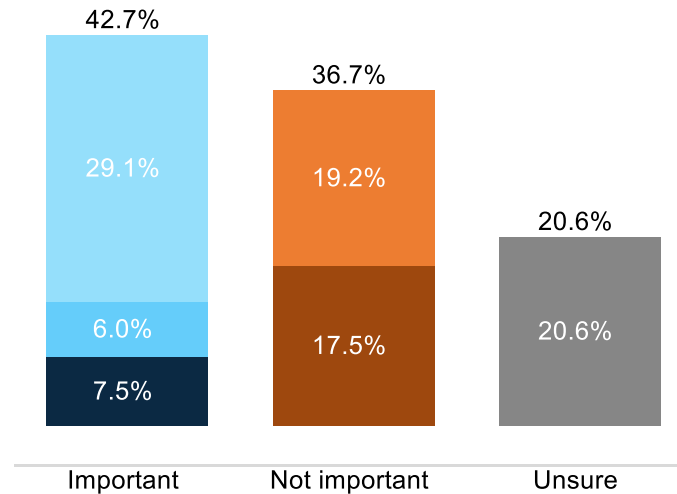
Pro-Choice Abortion Importance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Pro-choice	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Important Total	93%	93%	91%	92%	91%	92%	91%	95%	95%	92%	90%	80%	89%	98%	92%	96%	93%	93%	92%	92%	94%	93%	93%	91%	90%	94%	87%	75%	98%	92%	92%	84%	94%	92%	95%	92%
Not important Total	5%	6%	9%	8%	9%	8%	7%	4%	3%	7%	9%	19%	10%	2%	7%	4%	6%	6%	7%	7%	5%	7%	7%	9%	6%	6%	13%	23%	2%	8%	6%	14%	6%	6%	5%	7%
Extremely important	63%	64%	54%	49%	57%	48%	59%	70%	63%	58%	56%	26%	48%	75%	59%	60%	62%	59%	60%	59%	68%	59%	45%	57%	36%	54%	33%	20%	71%	65%	55%	47%	44%	45%	74%	64%
Very important	20%	18%	22%	28%	20%	30%	20%	17%	21%	23%	19%	26%	26%	18%	21%	27%	21%	20%	21%	21%	15%	23%	29%	22%	27%	21%	26%	24%	21%	20%	22%	24%	19%	30%	12%	20%
Somewhat important	10%	10%	15%	14%	15%	15%	12%	8%	11%	12%	14%	28%	16%	5%	12%	8%	10%	14%	11%	12%	10%	11%	18%	12%	27%	19%	28%	31%	6%	8%	14%	13%	31%	16%	9%	8%
Not very important	4%	3%	3%	6%	3%	5%	4%	3%	2%	3%	7%	11%	5%	1%	4%	1%	6%	4%	5%	4%	3%	5%	2%	6%	5%	5%	10%	12%	1%	5%	3%	14%	6%	2%	0%	4%
Not at all important	1%	3%	6%	3%	5%	3%	3%	1%	2%	4%	2%	8%	5%	0%	3%	3%	0%	2%	3%	3%	2%	2%	6%	3%	2%	1%	3%	11%	1%	3%	3%	0%	0%	4%	5%	3%
Unsure	2%	1%	0%	0%	0%	0%	2%	0%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	0%	0%	4%	0%	0%	2%	0%	0%	1%	2%	0%	2%	0%	0%

How important is the issue of protecting reproductive rights and women's choice when deciding which candidate you will support in an election?

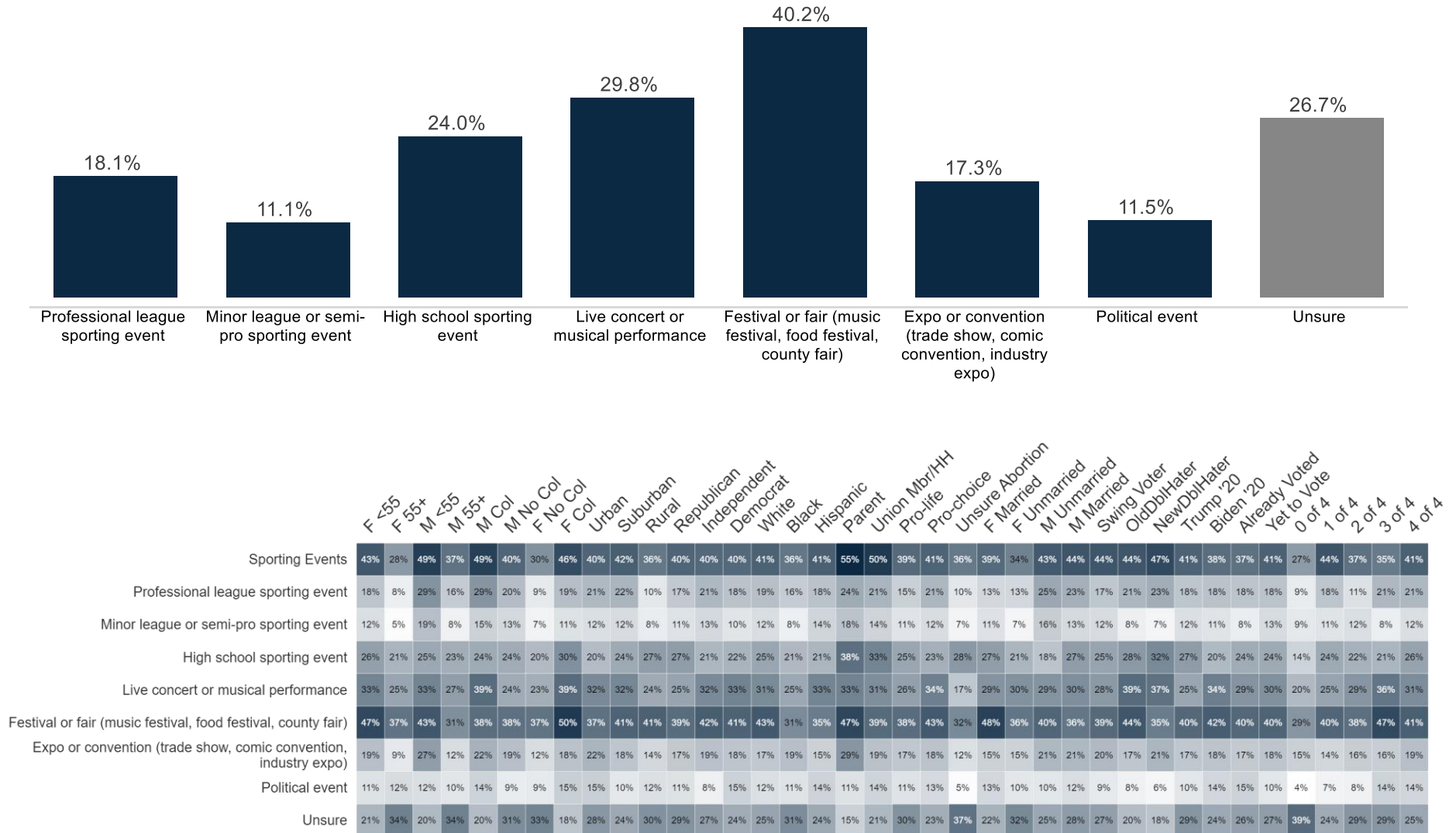
Neutral Abortion Importance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Unsure Abortion	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Important Total	54%	37%	48%	21%	20%	37%	49%	52%	44%	40%	45%	43%	43%	51%	39%	53%	42%	37%	47%	43%	56%	46%	36%	33%	45%	32%	17%	32%	43%	35%	47%	65%	68%	28%	43%	31%
Not important Total	21%	38%	34%	65%	66%	46%	24%	29%	23%	41%	40%	42%	53%	20%	45%	12%	49%	39%	34%	37%	39%	20%	44%	52%	29%	52%	61%	53%	32%	49%	31%	11%	8%	54%	42%	56%
Extremely important	10%	8%	10%	0%	0%	7%	12%	6%	8%	6%	10%	6%	9%	10%	8%	9%	0%	12%	0%	8%	15%	7%	0%	8%	2%	8%	11%	5%	11%	8%	7%	16%	8%	0%	20%	6%
Very important	7%	5%	6%	4%	5%	6%	9%	3%	3%	10%	3%	6%	8%	3%	6%	6%	0%	2%	3%	6%	10%	6%	6%	5%	8%	14%	6%	6%	2%	4%	7%	30%	3%	9%	0%	3%
Somewhat important	36%	24%	32%	17%	15%	24%	29%	43%	33%	25%	32%	30%	26%	38%	24%	38%	42%	22%	44%	29%	31%	33%	30%	19%	35%	9%	0%	21%	30%	23%	32%	19%	58%	19%	23%	22%
Not very important	10%	34%	17%	30%	46%	16%	15%	18%	11%	22%	21%	26%	20%	13%	23%	8%	25%	22%	18%	19%	31%	9%	18%	25%	15%	31%	33%	26%	24%	34%	12%	0%	0%	22%	30%	33%
Not at all important	11%	4%	18%	35%	20%	30%	9%	10%	12%	19%	19%	16%	32%	7%	23%	5%	25%	17%	16%	17%	8%	11%	26%	27%	14%	21%	28%	27%	8%	15%	19%	11%	8%	32%	12%	23%
Unsure	25%	25%	18%	14%	14%	17%	27%	19%	33%	19%	15%	15%	4%	29%	16%	34%	8%	25%	19%	21%	5%	35%	21%	15%	26%	17%	22%	16%	26%	16%	23%	24%	24%	18%	16%	13%

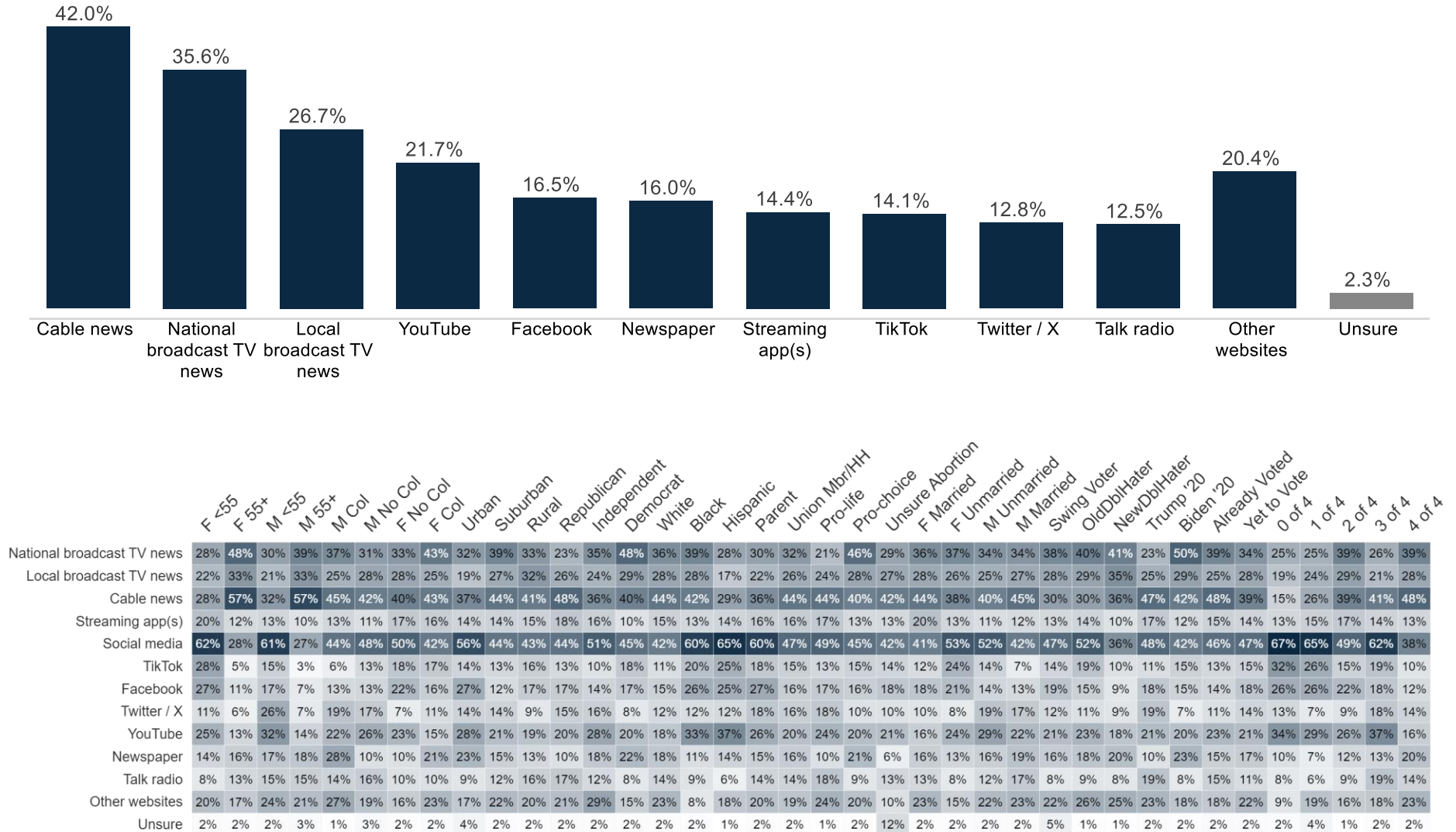
How important is the issue of abortion when deciding which candidate you will support in an election?

Event Attendance



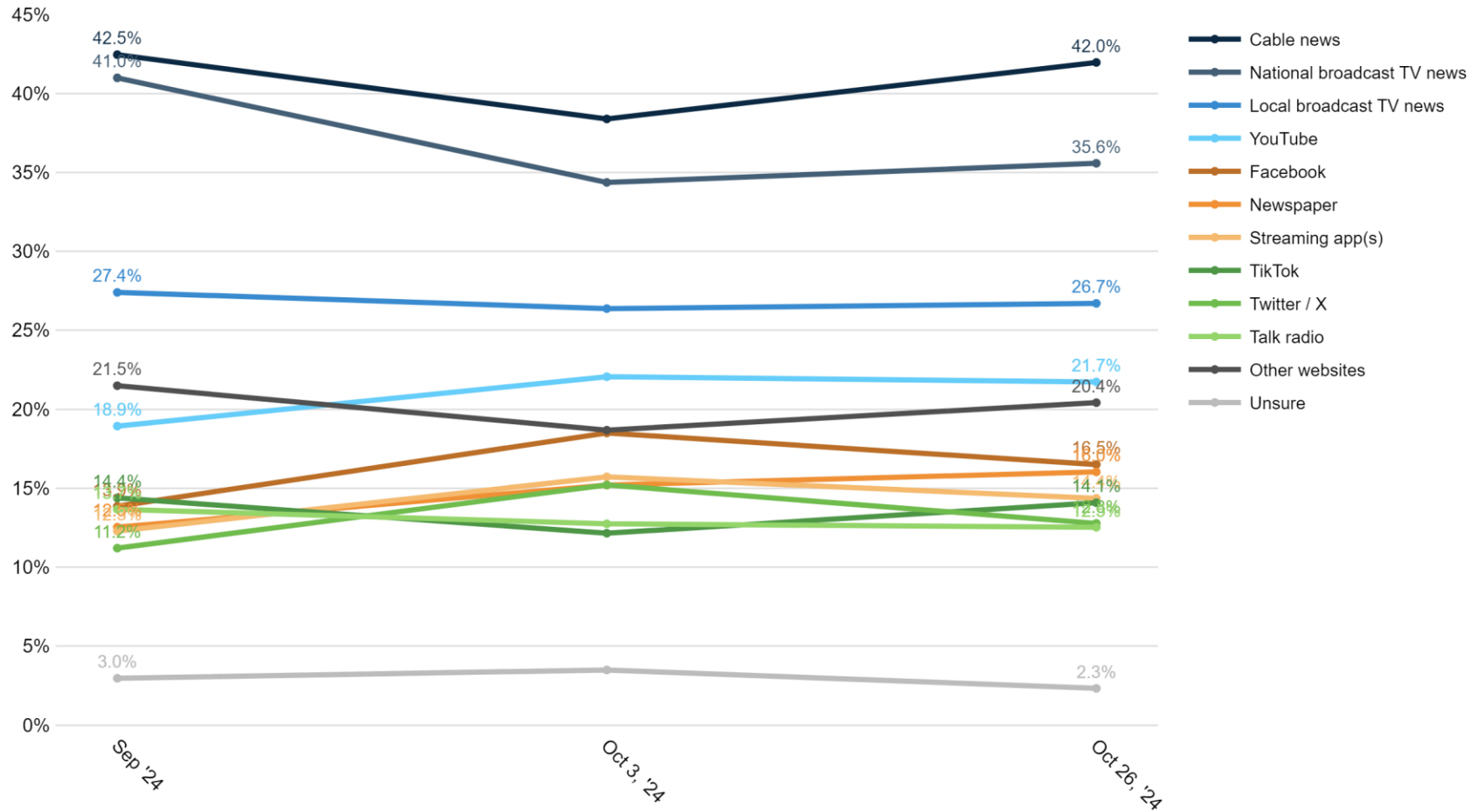
In the past few months, have you attended any of the following types of events? Select all that apply.

News Sources



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

Trend: News Sources



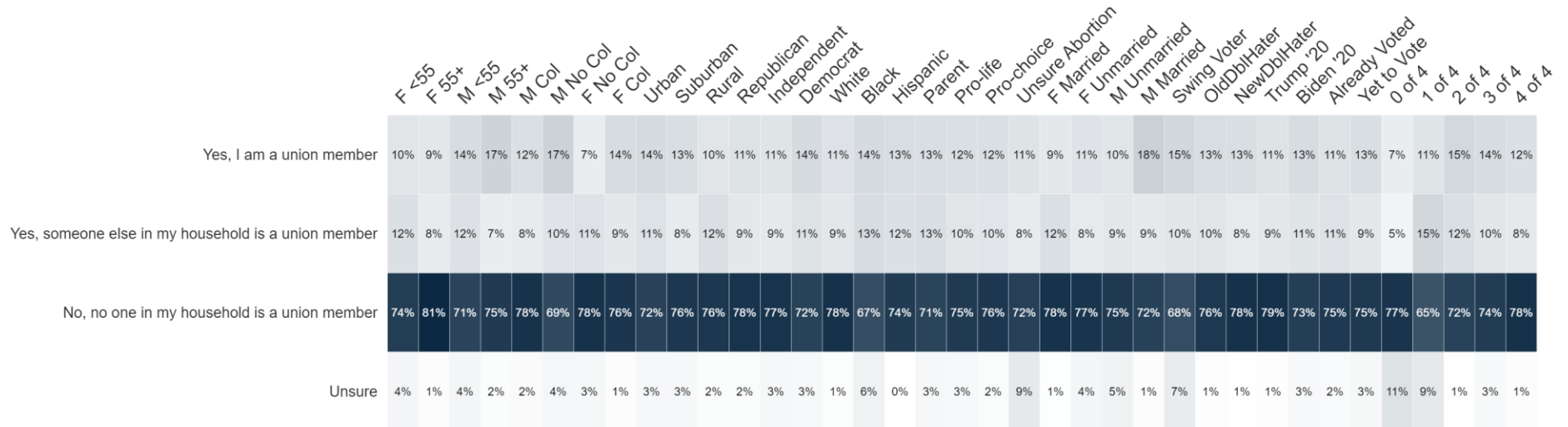
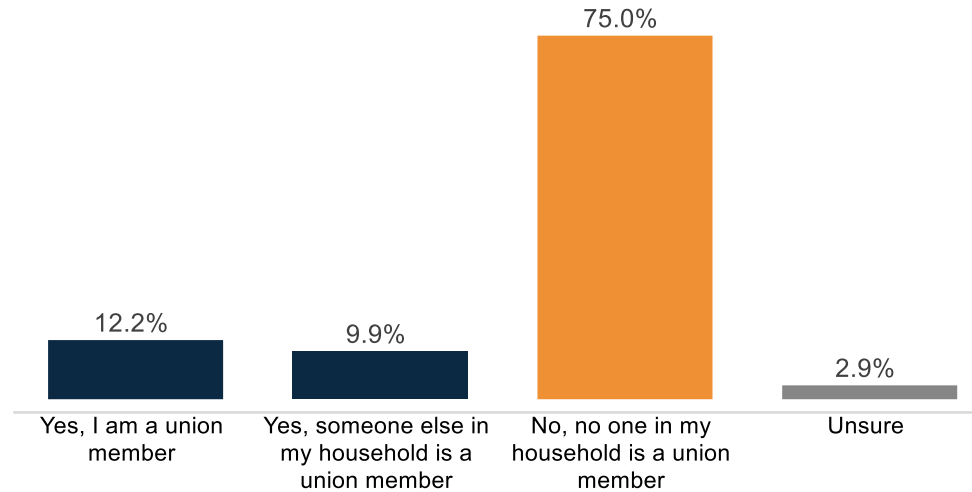
Percent Change: News Sources (Oct 3 to Oct 26, '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Old/DblHater	New/DblHater	Trump '20	Biden '20	Already Voted	Yet to Vote	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
National broadcast TV news	-1%	2%	4%	1%	4%	1%	-2%	2%	-1%	4%	-3%	-1%	4%	2%	0%	0%	0%	-1%	-4%	3%	2%	2%	3%	6%	8%	1%	2%	4%	0%	0%	3%	1%	-3%	2%
Local broadcast TV news	1%	-5%	3%	2%	2%	3%	-2%	-1%	-8%	1%	6%	-1%	-1%	3%	1%	-4%	-5%	-1%	-5%	1%	1%	3%	-1%	8%	11%	0%	1%	6%	1%	-3%	9%	-4%	7%	-1%
Cable news	0%	8%	3%	4%	0%	6%	5%	0%	1%	6%	2%	5%	3%	3%	2%	10%	-1%	5%	0%	7%	5%	3%	5%	0%	6%	4%	4%	4%	1%	-3%	7%	4%	3%	4%
Streaming app(s)	5%	-3%	-6%	-4%	-2%	-8%	4%	-2%	3%	-4%	-1%	1%	-1%	-5%	0%	-2%	-1%	-3%	7%	-4%	-3%	-6%	-1%	0%	0%	-2%	-2%	-5%	-2%	-1%	3%	2%	-5%	-3%
Social media	6%	0%	-8%	1%	0%	-8%	1%	6%	3%	-3%	3%	-5%	6%	-1%	1%	-1%	-1%	-1%	2%	4%	-8%	-2%	-1%	-2%	-13%	-1%	-1%	10%	0%	4%	-6%	-5%	2%	2%
TikTok	4%	2%	1%	0%	0%	0%	1%	6%	-1%	0%	8%	4%	-4%	2%	2%	3%	-1%	0%	2%	4%	2%	-1%	-4%	1%	-11%	2%	3%	7%	2%	-6%	0%	2%	2%	2%
Facebook	-2%	-2%	-3%	0%	1%	-4%	-4%	1%	3%	-4%	-1%	-3%	0%	-3%	-2%	0%	-5%	-2%	-1%	-3%	-2%	-2%	0%	-5%	-4%	-1%	-3%	-2%	-1%	5%	-17%	1%	1%	-2%
Twitter / X	-2%	0%	-6%	-1%	-2%	-5%	-3%	2%	-3%	-2%	-4%	-2%	-1%	-5%	0%	-14%	-8%	-3%	-1%	-2%	-9%	-1%	-5%	-8%	-6%	2%	-6%	-8%	-1%	-2%	-19%	-12%	6%	2%
YouTube	2%	1%	-5%	1%	0%	-4%	2%	0%	2%	-4%	5%	-1%	5%	-3%	2%	1%	-1%	-2%	1%	1%	-6%	0%	-5%	-5%	-14%	0%	-1%	14%	-1%	3%	-6%	1%	5%	-1%
Newspaper	0%	0%	5%	-2%	4%	1%	0%	-1%	5%	-1%	1%	2%	4%	-2%	0%	2%	7%	2%	-1%	1%	3%	2%	3%	4%	3%	1%	1%	-1%	1%	8%	-4%	3%	1%	0%
Talk radio	-3%	1%	5%	-3%	0%	2%	0%	-4%	-4%	1%	1%	1%	-2%	0%	0%	0%	-1%	2%	0%	-3%	1%	1%	-5%	-2%	-5%	1%	-1%	11%	-2%	5%	-2%	1%	1%	-1%
Other websites	0%	2%	4%	2%	2%	5%	-1%	2%	3%	2%	1%	2%	6%	-2%	1%	3%	8%	3%	6%	-5%	7%	1%	9%	8%	10%	5%	0%	-1%	3%	-8%	10%	3%	-8%	2%
Unsure	-4%	-1%	0%	1%	0%	0%	-2%	-1%	0%	-1%	-3%	-1%	-3%	0%	-1%	0%	-4%	-1%	-1%	-2%	0%	0%	0%	-2%	-3%	-1%	-1%	-4%	-1%	-3%	2%	-3%	-1%	-1%

News Source Performance

	Total	Trump Voters	2020 Trump Voters	Margin (Retro)	GB GOP Voters	Margin (GB)
Cable news	42.0	51.7	47.3	4.4	52.2	-.5
National broadcast TV news	35.6	27.1	26.9	.2	27.5	-.4
Local broadcast TV news	26.7	43.2	40.0	3.2	43.2	.0
YouTube	21.7	49.8	42.0	7.9	51.9	-2.0
Facebook	16.5	48.8	45.6	3.2	50.2	-1.4
Newspaper	16.0	26.7	26.1	.6	27.4	-.8
Streaming app(s)	14.4	59.3	50.5	8.8	59.5	-.2
TikTok	14.1	39.4	34.0	5.3	42.7	-3.3
Twitter / X	12.8	68.4	61.9	6.5	70.3	-1.9
Talk radio	12.5	68.9	64.8	4.1	67.8	1.1
Other websites	20.4	52.3	48.5	3.7	52.6	-.3
Unsure	2.3	45.9	38.8	7.1	46.5	-.6

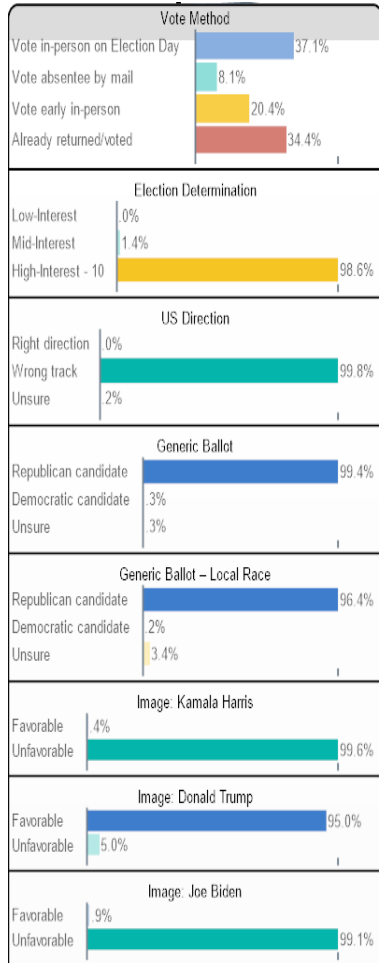
Union HH



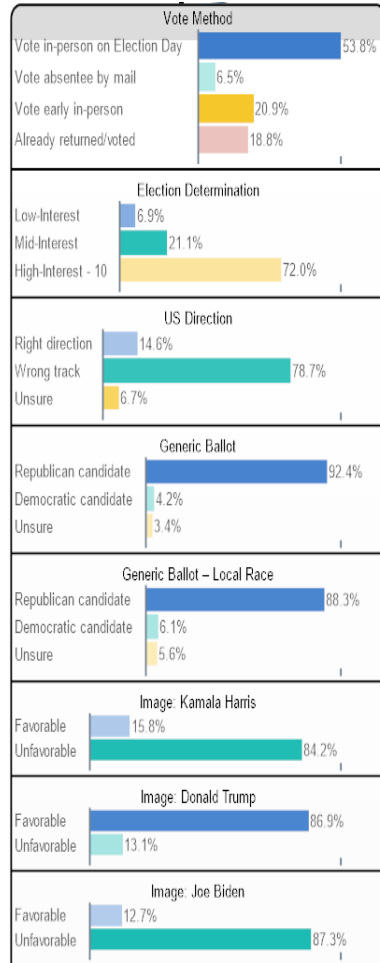
Does anyone in your household belong to a labor union?

Segmentation Analysis:

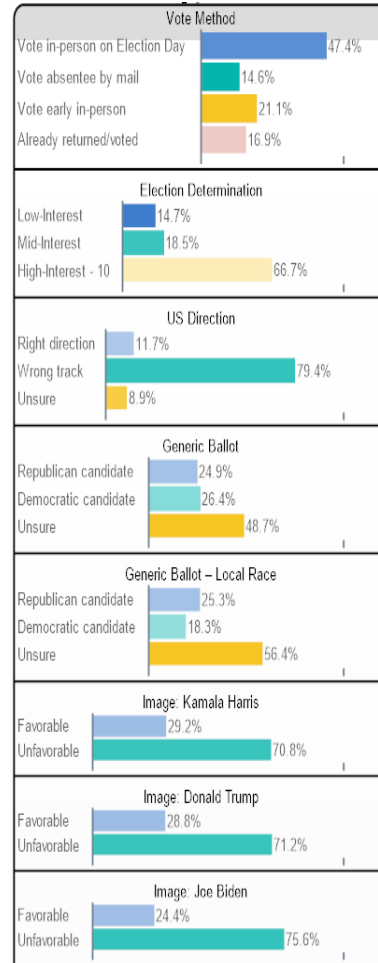
GOP Base (33%)



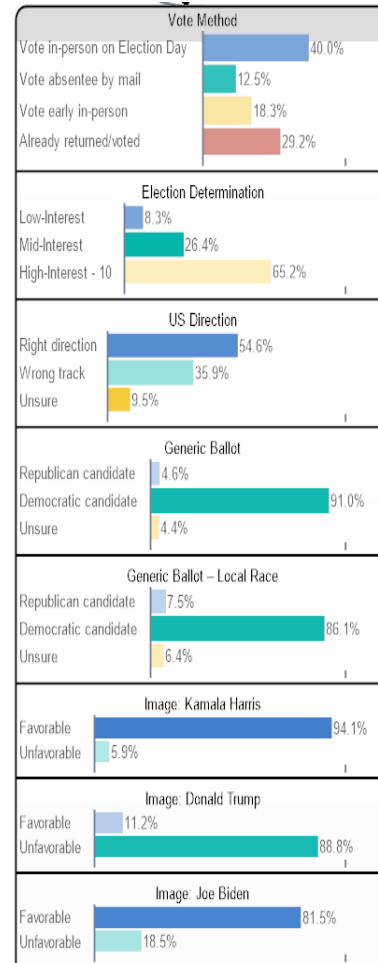
Lean GOP (13%)



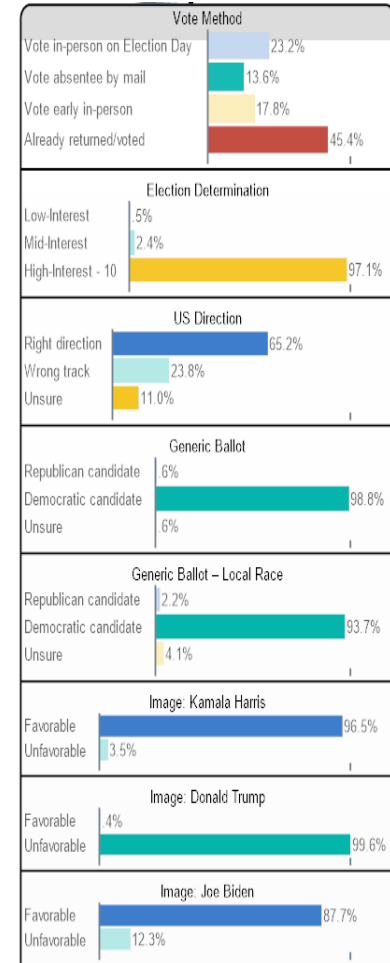
Undecideds/Ind (6%)



Lean Dem (14%)

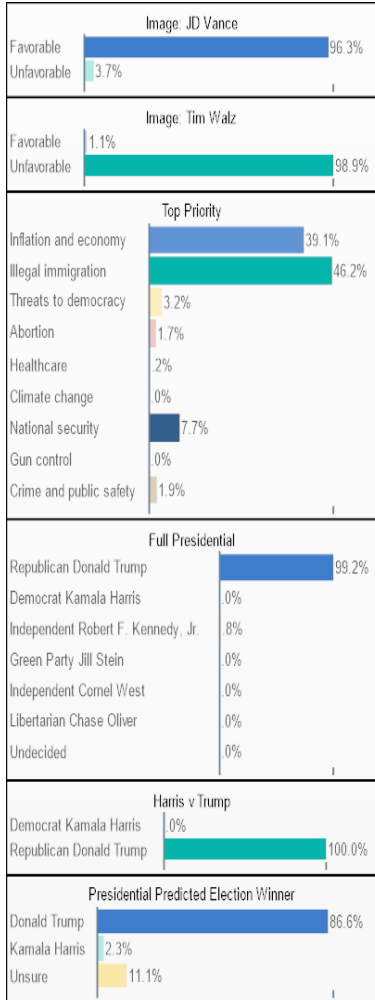


Dem Base (33%)

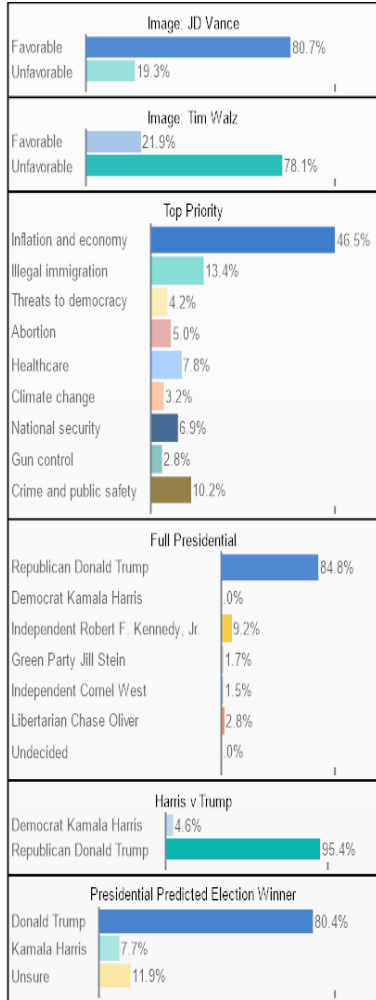


Segmentation Analysis:

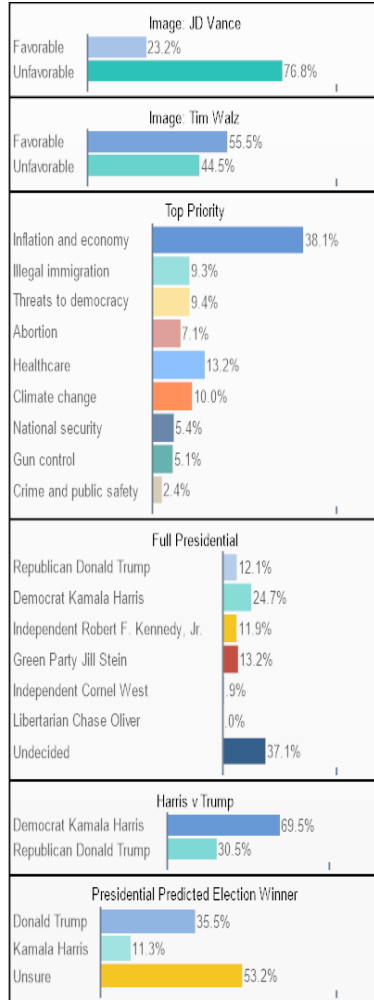
GOP Base (33%)



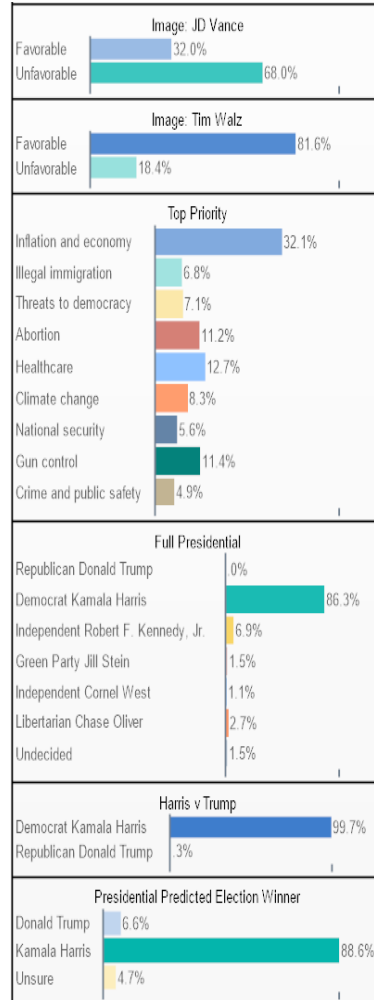
Lean GOP (13%)



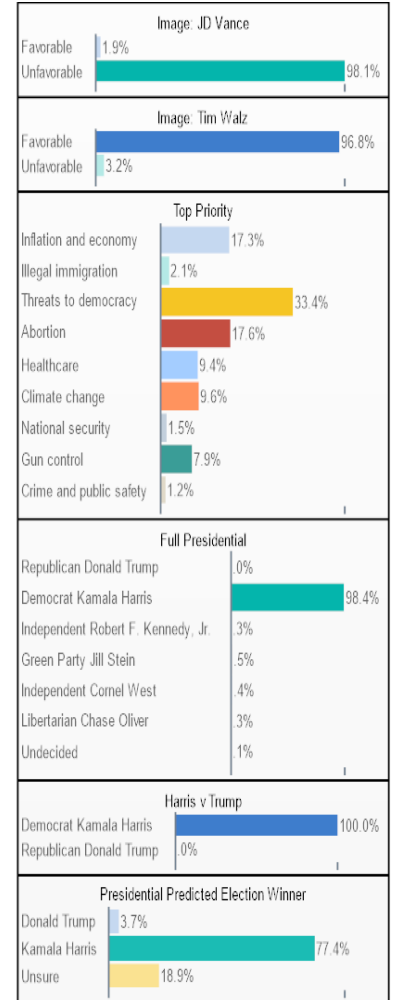
Undecideds/Ind (6%)



Lean Dem (14%)

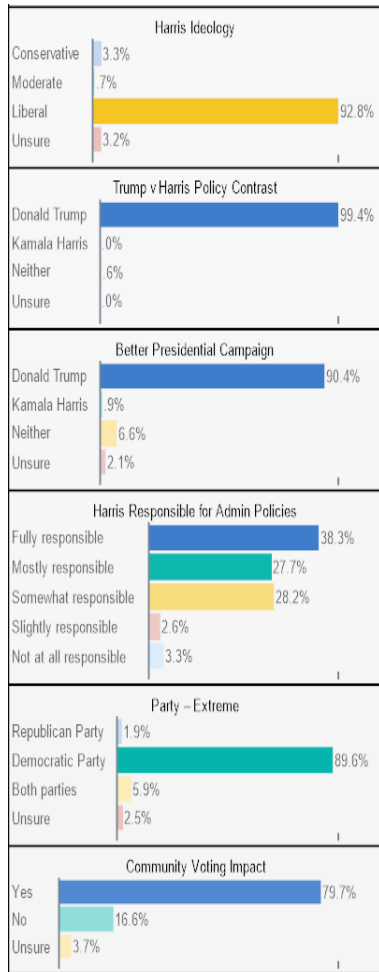


Dem Base (33%)

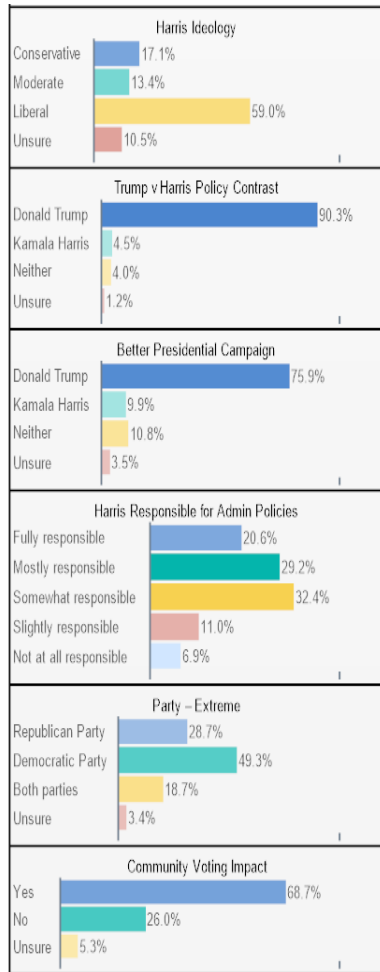


Segmentation Analysis:

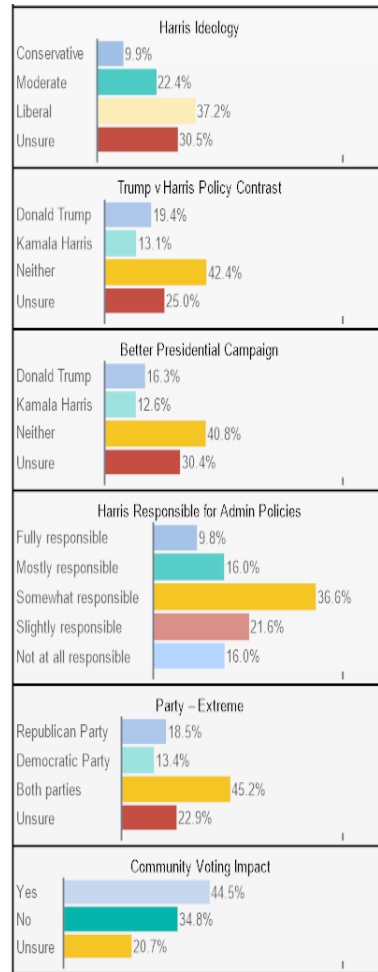
GOP Base (33%)



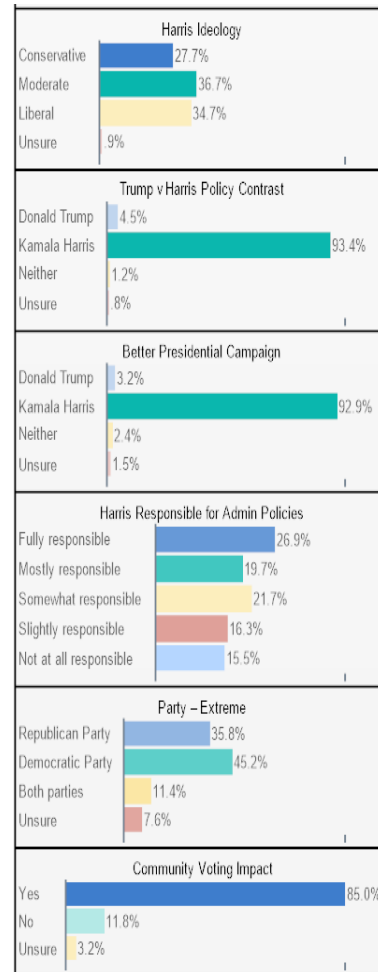
Lean GOP (13%)



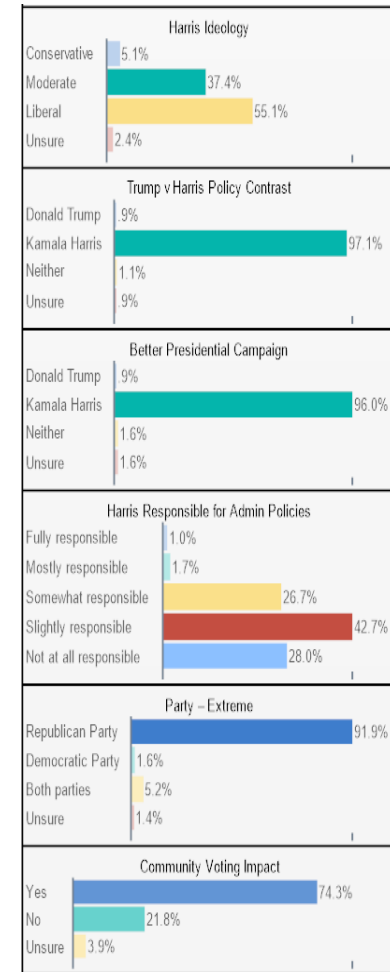
Undecideds/Ind (6%)



Lean Dem (14%)

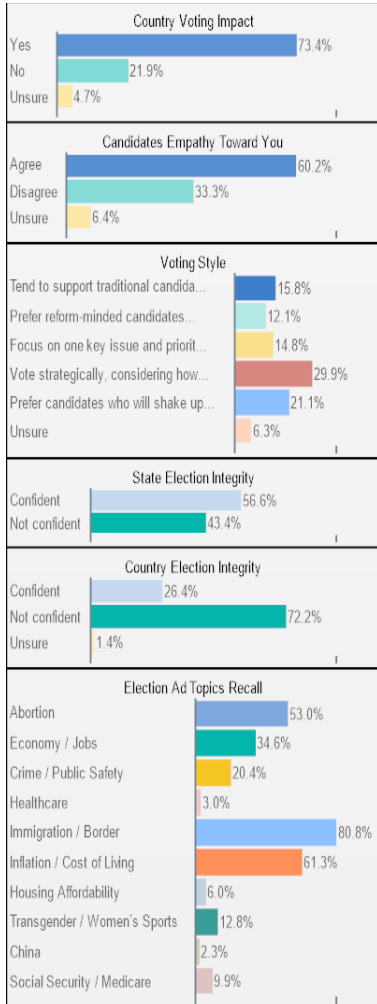


Dem Base (33%)

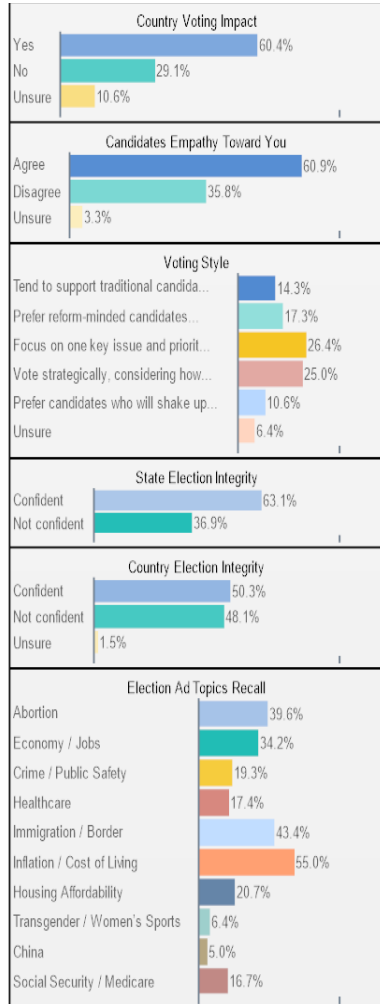


Segmentation Analysis:

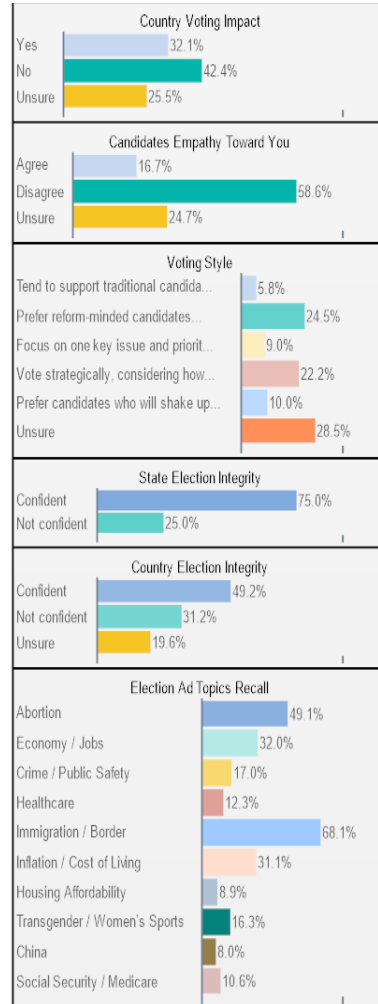
GOP Base (33%)



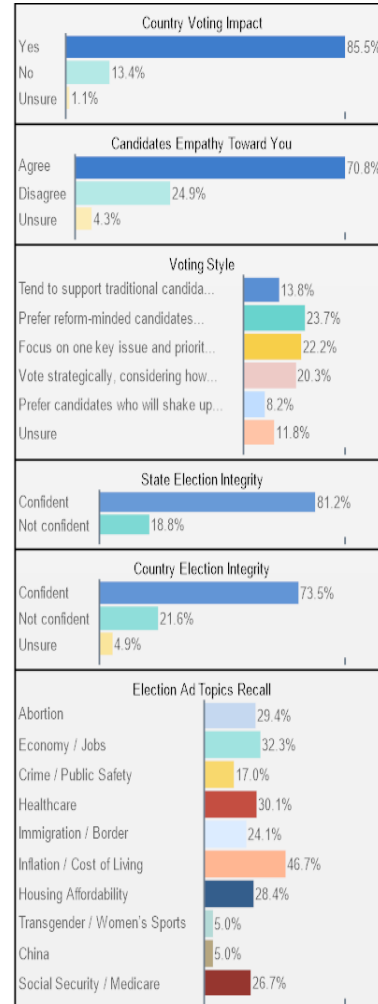
Lean GOP (13%)



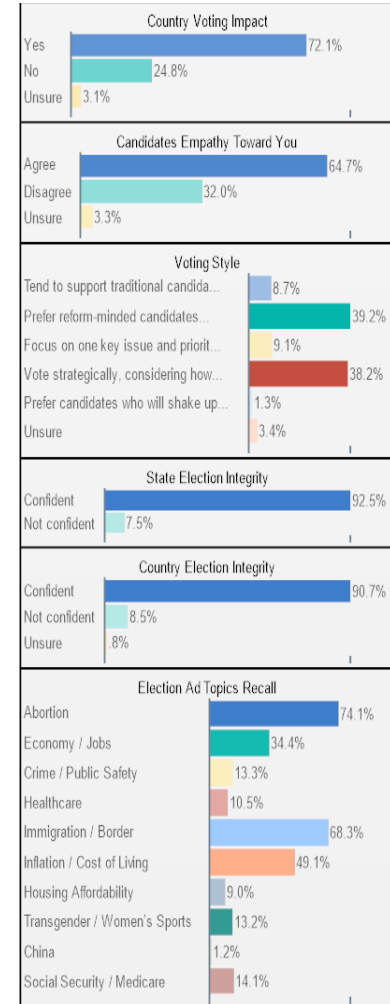
Undecideds/Ind (6%)



Lean Dem (14%)

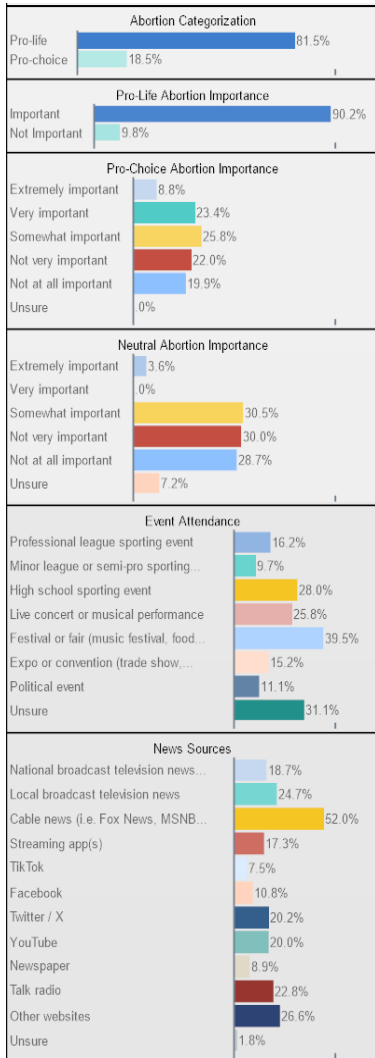


Dem Base (33%)

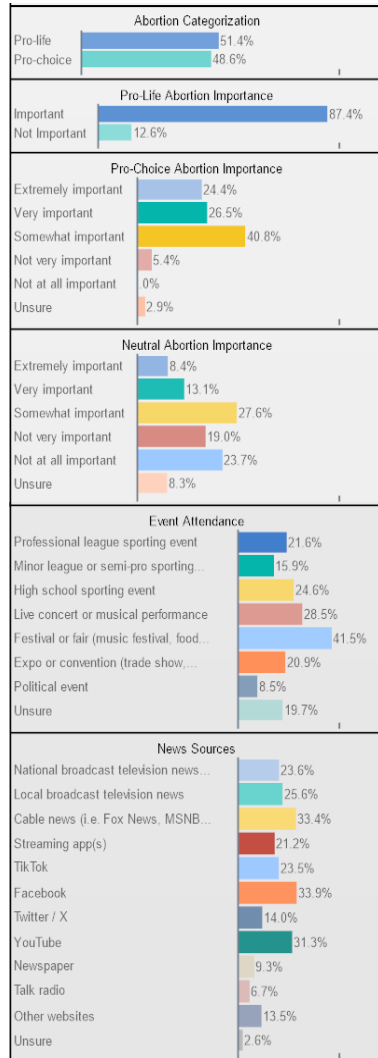


Segmentation Analysis:

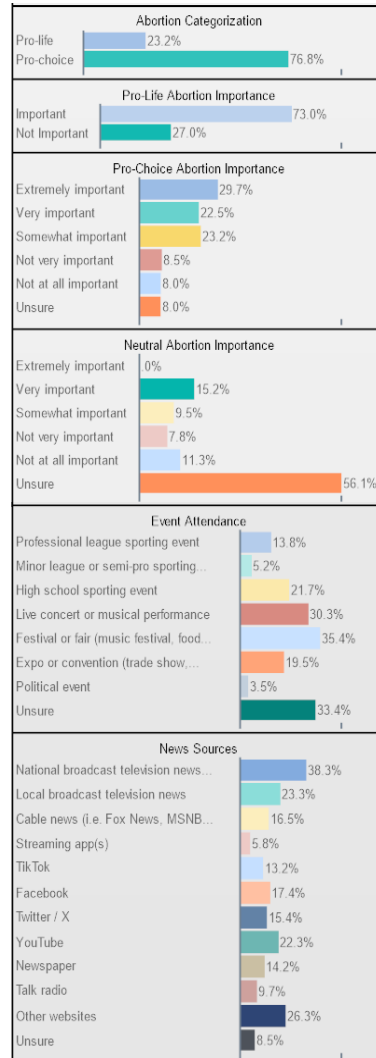
GOP Base (33%)



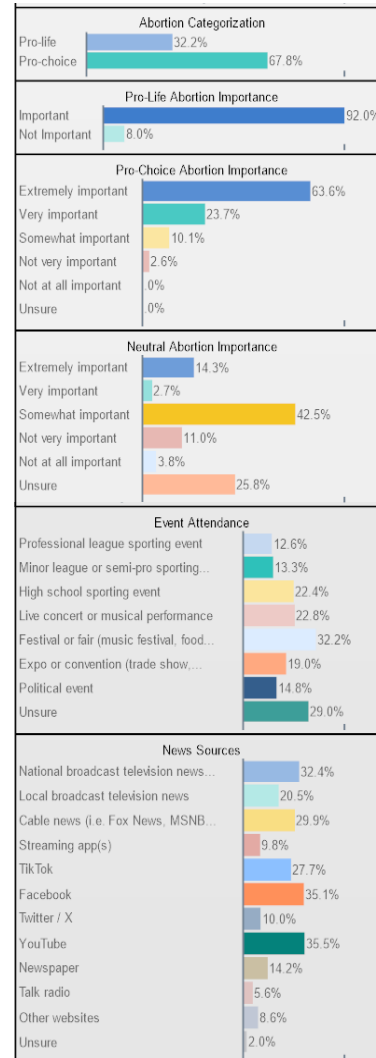
Lean GOP (13%)



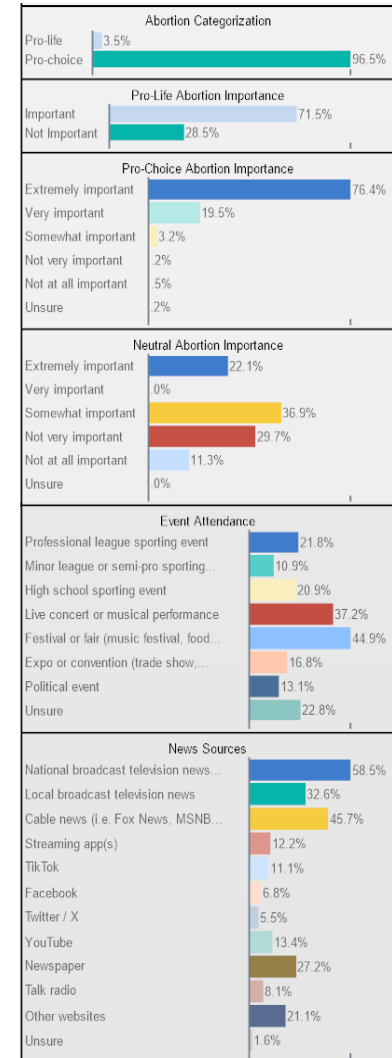
Undecideds/Ind (6%)



Lean Dem (14%)

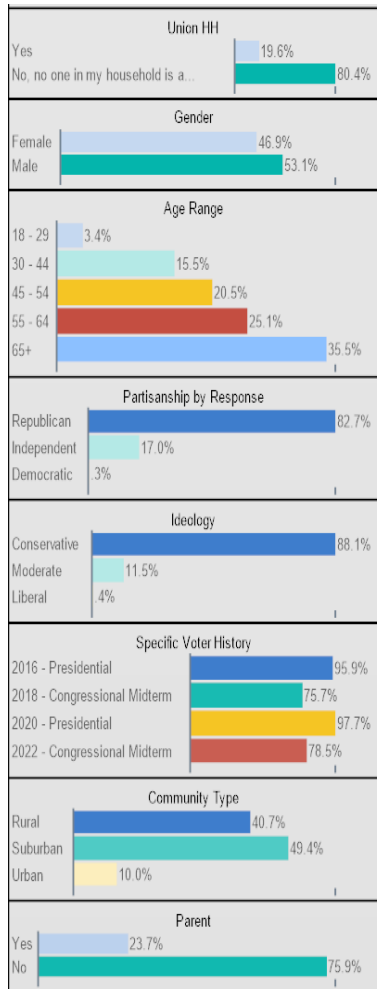


Dem Base (33%)

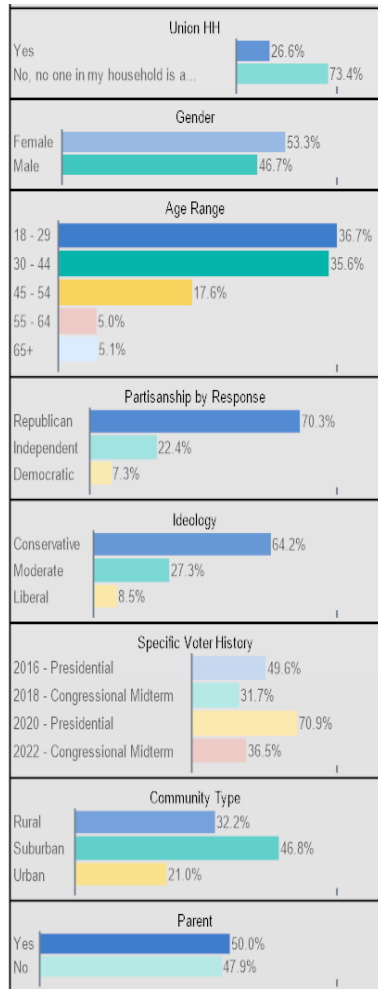


Segmentation Analysis:

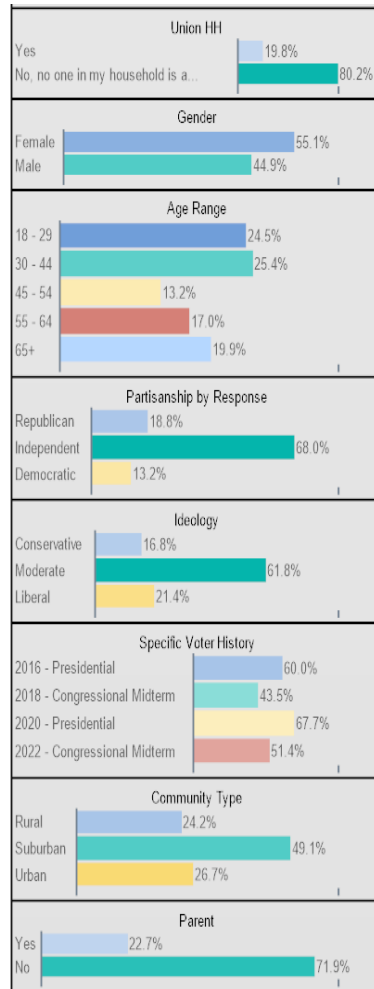
GOP Base (33%)



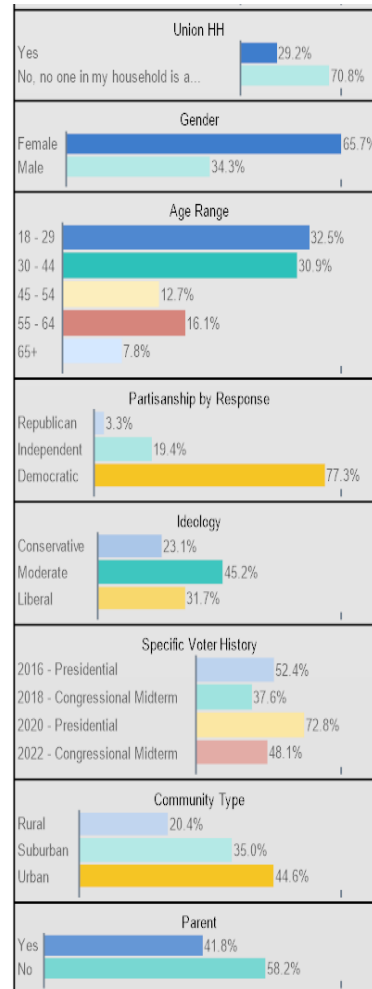
Lean GOP (13%)



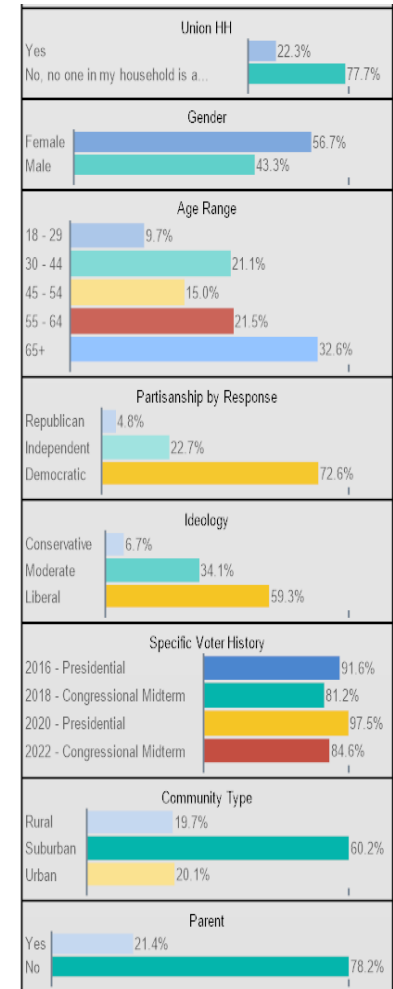
Undecideds/Ind (6%)



Lean Dem (14%)

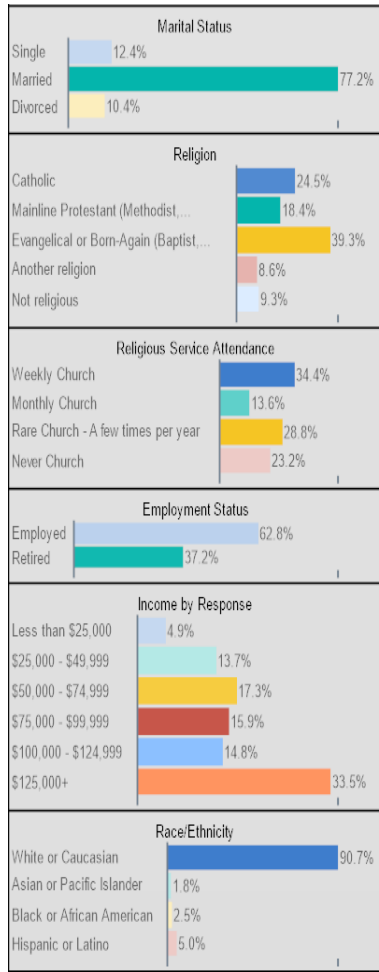


Dem Base (33%)

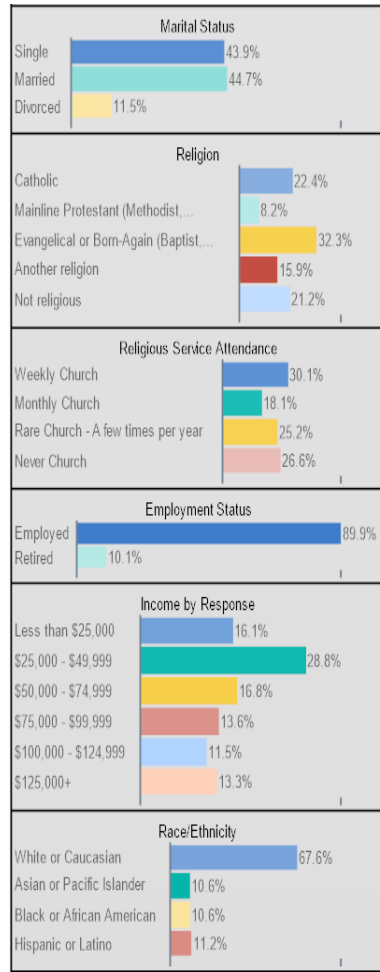


Segmentation Analysis:

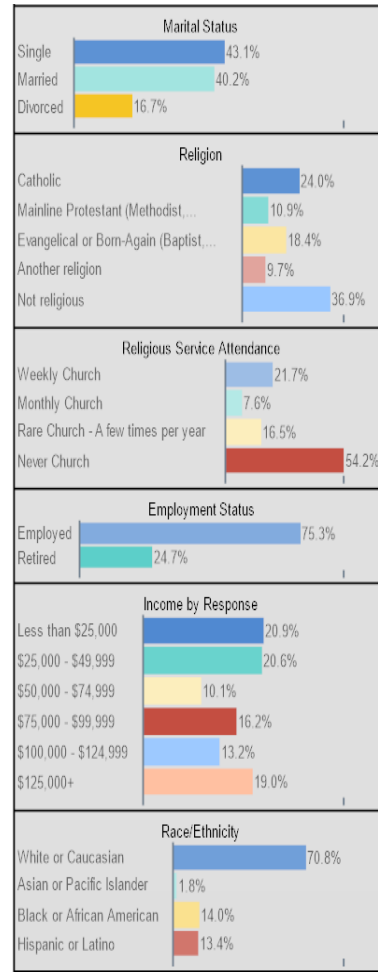
GOP Base (33%)



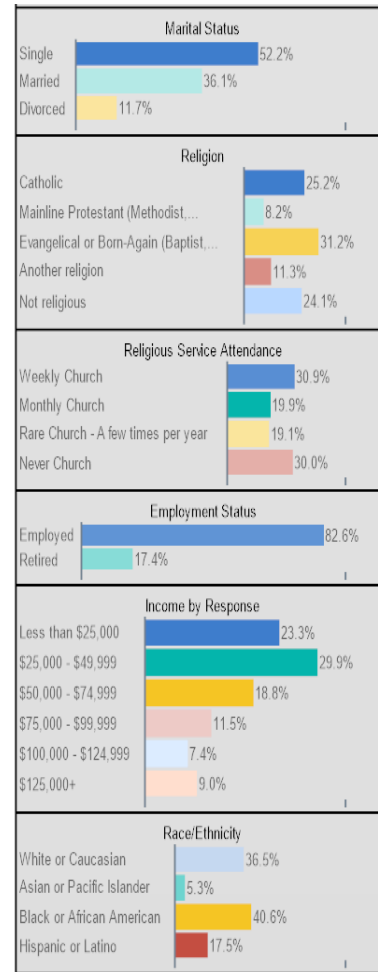
Lean GOP (13%)



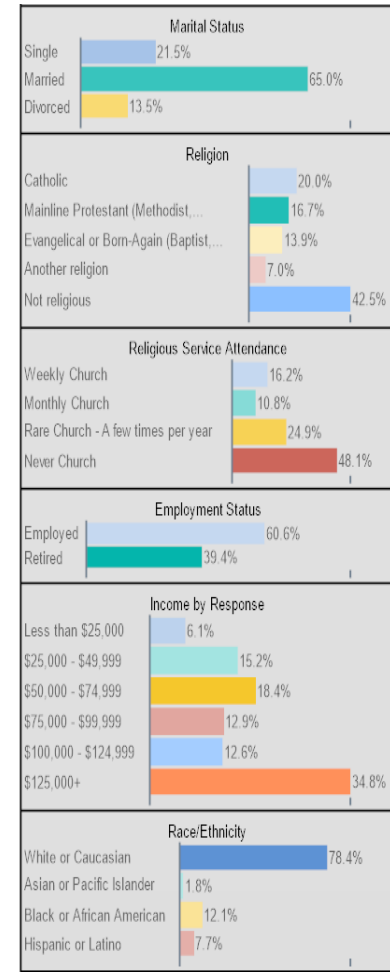
Undecideds/Ind (6%)



Lean Dem (14%)

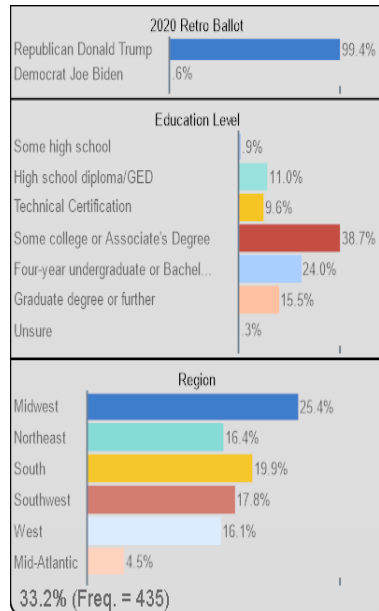


Dem Base (33%)

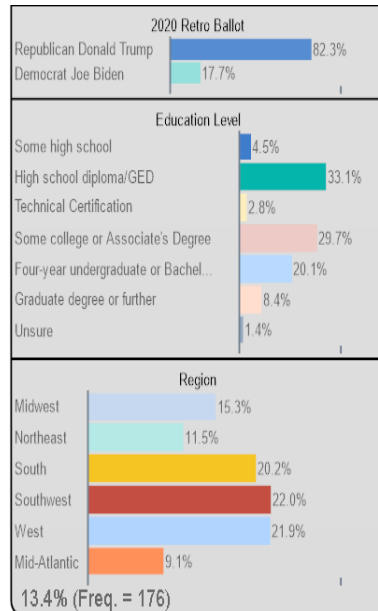


Segmentation Analysis:

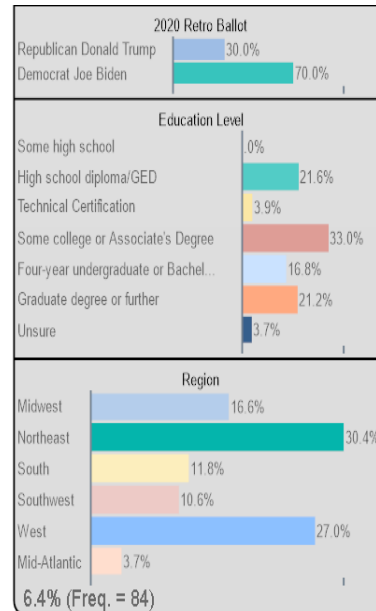
GOP Base (33%)



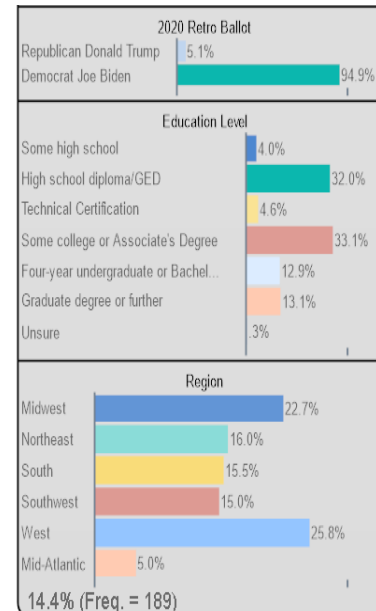
Lean GOP (13%)



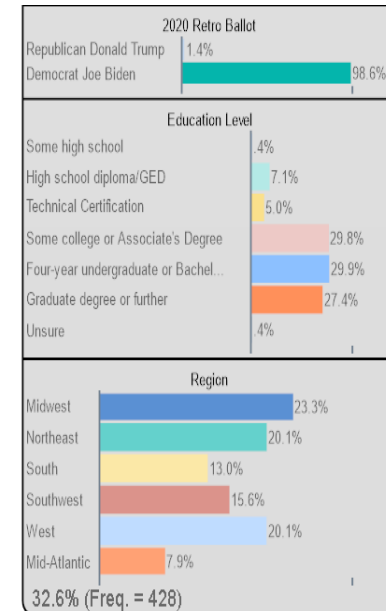
Undecideds/Ind (6%)



Lean Dem (14%)

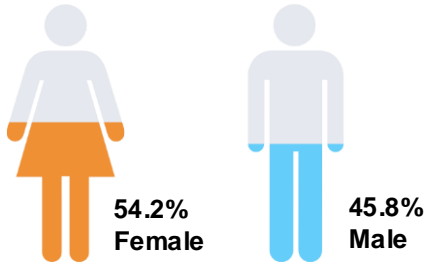


Dem Base (33%)

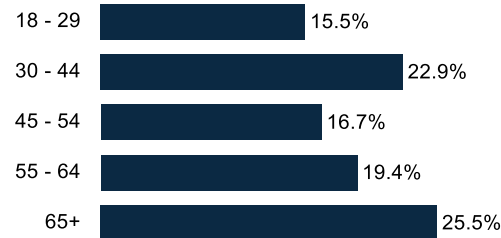


Demographics

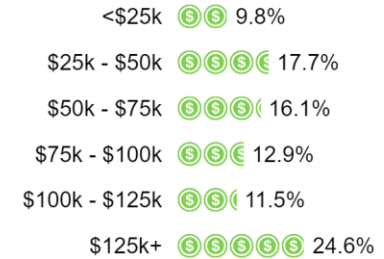
Sex



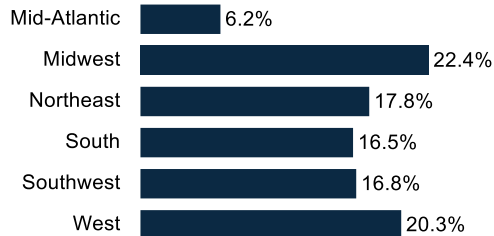
Age Range



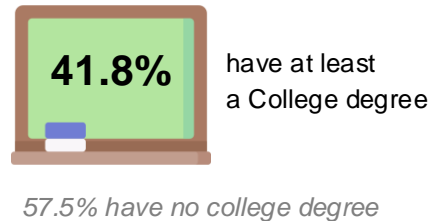
Household Income



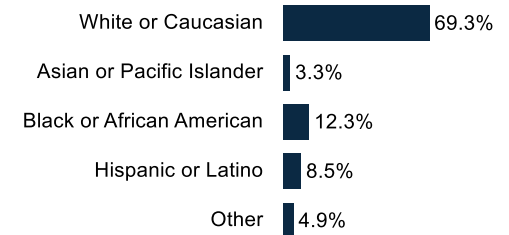
Geo - Region



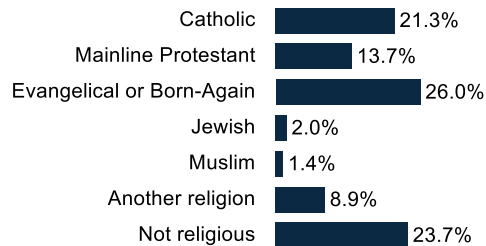
Education



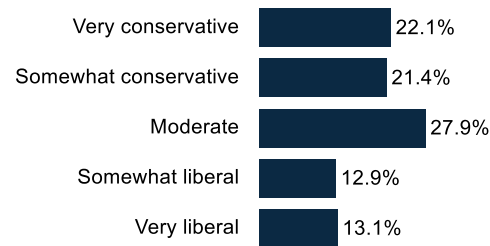
Race/Ethnicity



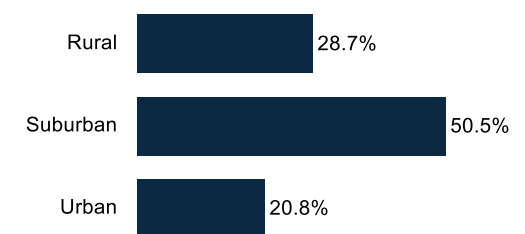
Religion



Ideology



Community Type



Sample Size: 1,507