

October 28, 2024



CYGNAL

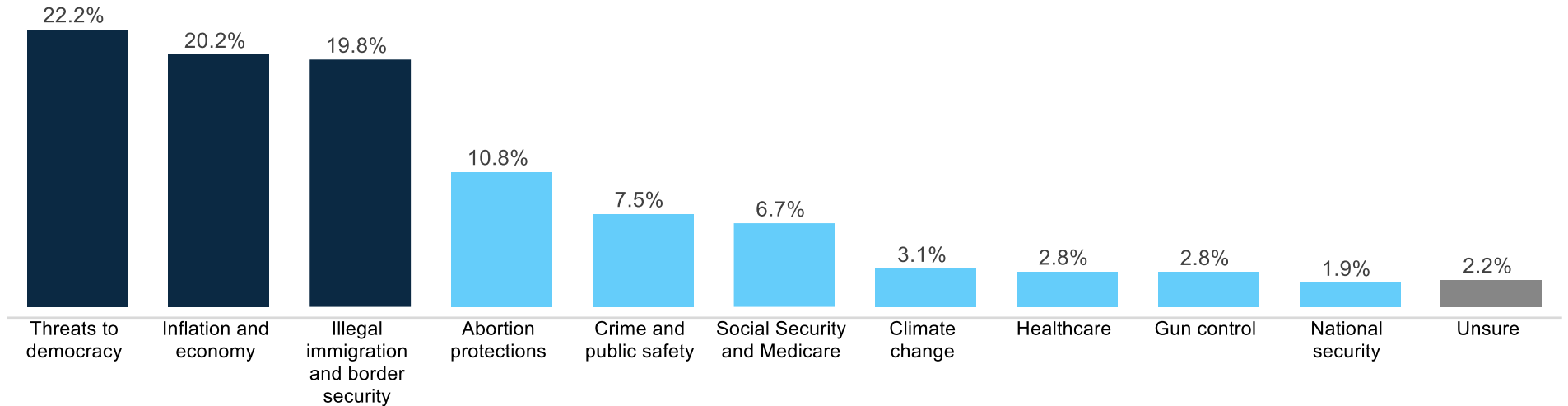
Survey of Likely General Election Voters **New York Statewide**

October 26 – 27, 2024 | n=600 | $\pm 3.95\%$

Insights & Analysis

- The **presidential** race stands at 39% **Donald Trump**, 57% **Kamala Harris** with 4% undecided.
 - **Donald Trump** is performing ahead of his **2016** share (37%) and his **2020** share (38%).
 - In contrast, **Kamala Harris** is underperforming **Clinton's** ballot share in **2016** (59%) and **Biden's** share in **2020** (61%).
 - In 2024, **Trump** is capturing more of the **Hispanic vote** (37%) than in **2020** (22%).
 - Despite Harris' overperformance with these groups, **it will not be enough to close the gap of her underperformance from past Presidential elections.**
- Governor Kathy **Hochul has an abysmal image** at 50% unfavorable, 37% favorable.
- The **U.S. Senate** race stands at 55% **Kirsten Gillibrand**, 34% **Mike Saproicone**, 1% Diane Sare and 10% undecided. Due to the low name recognition of Saproicone and a higher proportion of undecided voters in the U.S. Senate race, we incorporated generic ballot responses of undecided voters to project combined ballot results at 58% **Gillibrand**, 39% **Saproicone**.
 - **Trump's image is more favorable with undecided U.S> Senate voters** (48%) than **Harris'** (32%), which can help improve down-ballot races and Saproicone's ballot share. Trump (37 fav, 61 unfav) notably has similar favorability to **Kathy Hochul** (37 fav, 50 unfav).
- Machine-learning **Segmentation Analysis** identified three key voter segments: *GOP Base* (38%), *Moderates* (15%), and *Dem Base* (47%).
 - The **Moderates** segment is more **female**, **under 55**, less likely to be part of a union, and **are less represented in NYC** than the **Dem Base** segment. They are also not as strong on having no abortion limitations and find Hochul unfavorable. Their opinion on **Harris** is 65% **favorable**, 35% **unfavorable** while the Dem Base segment has near universal favorability.

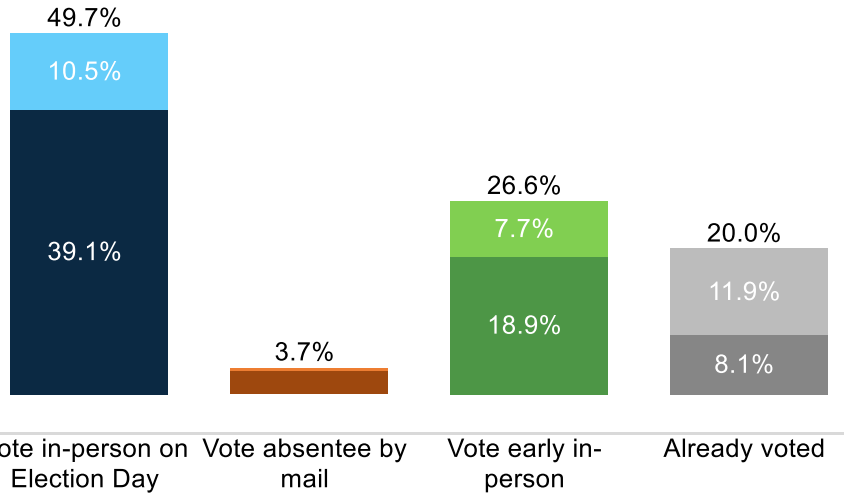
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Threats to democracy	19%	18%	23%	33%	34%	20%	17%	21%	27%	20%	24%	19%	18%	8%	14%	34%	27%	23%	17%	28%	22%	20%	5%	14%	26%	4%	36%	28%	29%	14%	21%
Inflation and economy	25%	16%	27%	10%	24%	16%	18%	22%	18%	19%	18%	23%	23%	35%	23%	12%	18%	20%	20%	17%	38%	13%	37%	17%	18%	30%	13%	24%	18%	24%	17%
Illegal immigration and border security	13%	21%	21%	27%	19%	29%	24%	8%	13%	24%	23%	25%	21%	39%	28%	5%	23%	22%	19%	3%	18%	19%	25%	23%	22%	47%	4%	12%	19%	19%	25%
Abortion protections	20%	6%	10%	4%	9%	5%	10%	17%	7%	12%	12%	14%	12%	2%	8%	17%	11%	12%	11%	7%	0%	2%	4%	2%	6%	1%	17%	11%	8%	14%	9%
Crime and public safety	11%	5%	7%	6%	3%	10%	11%	6%	10%	7%	7%	5%	7%	8%	9%	6%	6%	6%	16%	6%	10%	11%	7%	13%	12%	9%	6%	6%	8%	8%	7%
Social Security and Medicare	2%	17%	2%	8%	3%	5%	10%	7%	9%	6%	8%	4%	4%	3%	5%	10%	6%	5%	6%	17%	7%	4%	9%	8%	1%	2%	9%	7%	3%	8%	8%
Climate change	3%	3%	2%	5%	5%	2%	1%	6%	5%	3%	1%	1%	3%	1%	3%	4%	3%	3%	4%	4%	0%	0%	1%	0%	5%	0%	4%	3%	2%	1%	4%
Healthcare	3%	4%	3%	2%	1%	4%	1%	5%	3%	2%	4%	3%	3%	1%	6%	3%	2%	2%	1%	5%	0%	14%	2%	8%	1%	0%	3%	1%	5%	3%	3%
Gun control	3%	4%	3%	1%	1%	4%	3%	3%	3%	2%	1%	4%	4%	2%	2%	4%	1%	3%	0%	6%	0%	8%	4%	3%	3%	1%	4%	2%	4%	3%	2%
National security	2%	1%	2%	3%	1%	4%	2%	2%	2%	0%	2%	3%	2%	4%	1%	1%	2%	4%	2%	0%	0%	0%	2%	1%	4%	1%	3%	1%	2%	2%	2%
Unsure	1%	5%	1%	1%	1%	1%	4%	2%	4%	2%	2%	1%	0%	0%	1%	4%	3%	1%	3%	5%	4%	8%	6%	9%	4%	1%	2%	1%	3%	4%	1%

Which one of the following issues is the most important to you in the election?

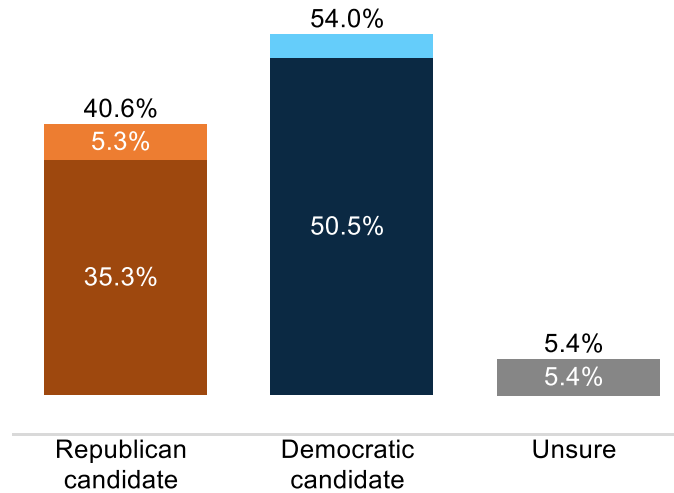
Vote Method



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	Definitely vote	63%	52%	64%	67%	63%	68%	58%	58%	63%	70%	57%	54%	59%	66%	64%	58%	60%	62%	72%	58%	39%	59%	61%	57%	59%	67%	58%	63%	68%	62%	58%
	Probably vote	20%	20%	19%	14%	16%	18%	19%	21%	13%	16%	20%	23%	27%	18%	21%	17%	20%	20%	7%	13%	34%	27%	21%	28%	26%	17%	18%	21%	19%	13%	21%
	Already voted	17%	28%	17%	19%	21%	14%	24%	21%	23%	14%	23%	23%	14%	17%	15%	26%	19%	18%	22%	29%	27%	15%	18%	15%	16%	16%	24%	16%	13%	25%	21%
	Vote in-person on Election Day	53%	40%	58%	48%	48%	59%	49%	42%	41%	58%	53%	51%	55%	62%	53%	41%	51%	51%	47%	33%	73%	41%	61%	53%	53%	62%	42%	56%	51%	55%	44%
	Vote absentee by mail	3%	3%	5%	4%	3%	6%	3%	3%	5%	4%	4%	2%	2%	1%	5%	4%	3%	3%	7%	5%	0%	7%	1%	4%	7%	1%	5%	6%	4%	4%	2%
	Vote early in-person	27%	29%	21%	30%	29%	21%	24%	33%	31%	25%	20%	24%	29%	20%	28%	29%	27%	28%	24%	32%	0%	38%	20%	27%	24%	22%	30%	21%	32%	16%	33%
	Definitely vote in-person on Election Day	41%	31%	43%	42%	40%	46%	40%	31%	34%	49%	39%	39%	41%	49%	43%	33%	40%	40%	45%	28%	39%	35%	49%	36%	39%	49%	33%	41%	38%	47%	35%
	Probably vote in-person on Election Day	12%	9%	14%	5%	8%	14%	9%	12%	8%	9%	14%	12%	14%	13%	10%	8%	11%	11%	2%	5%	34%	6%	12%	18%	14%	13%	9%	15%	13%	8%	9%
	Definitely vote absentee by mail	3%	3%	3%	4%	2%	5%	3%	3%	5%	3%	4%	2%	2%	1%	4%	4%	2%	3%	6%	5%	0%	7%	1%	3%	5%	0%	4%	5%	4%	4%	2%
	Probably vote absentee by mail	0%	0%	1%	0%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	3%	0%	0%	1%	0%	0%
Probably vote	Definitely vote early in-person	20%	18%	17%	21%	21%	17%	14%	25%	25%	19%	14%	13%	17%	15%	18%	21%	18%	19%	21%	25%	0%	17%	11%	18%	15%	18%	21%	17%	26%	11%	21%
	Probably vote early in-person	8%	11%	4%	9%	8%	4%	10%	9%	6%	6%	6%	11%	12%	4%	10%	8%	9%	9%	4%	7%	0%	21%	9%	10%	9%	4%	9%	4%	6%	5%	12%
	Already voted absentee by mail	6%	11%	8%	8%	9%	8%	8%	9%	10%	4%	7%	13%	5%	5%	5%	11%	7%	8%	2%	9%	16%	9%	11%	9%	9%	5%	10%	10%	7%	9%	7%
	Already voted early in-person	11%	17%	9%	10%	12%	6%	16%	12%	14%	9%	17%	10%	9%	11%	10%	14%	13%	10%	20%	20%	11%	6%	7%	6%	6%	11%	13%	7%	6%	16%	14%

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

Generic Ballot



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
	Republican candidate	38%	38%	50%	37%	39%	50%	46%	28%	28%	45%	42%	51%	49%	88%	48%	11%	40%	47%	33%	10%	39%	21%	50%	37%	41%	95%	7%	43%	34%	39%	43%
	Democratic candidate	58%	53%	47%	59%	56%	47%	47%	65%	66%	50%	56%	43%	44%	10%	41%	85%	55%	48%	60%	86%	61%	5%	29%	25%	38%	2%	89%	55%	59%	53%	52%
Definitely the Republican candidate		34%	32%	41%	33%	34%	41%	42%	24%	26%	42%	30%	45%	40%	83%	37%	10%	37%	43%	29%	10%	15%	3%	43%	0%	24%	90%	4%	33%	30%	35%	39%
	Probably the Republican candidate	3%	6%	9%	4%	4%	9%	5%	4%	2%	3%	12%	6%	8%	5%	11%	1%	3%	4%	4%	0%	24%	18%	7%	37%	17%	5%	3%	10%	4%	5%	4%
Probably the Democratic candidate		2%	8%	4%	0%	1%	3%	5%	4%	3%	3%	8%	2%	3%	3%	5%	3%	5%	3%	0%	12%	4%	2%	1%	25%	6%	0%	4%	1%	5%	3%	4%
Definitely the Democratic candidate		56%	46%	44%	58%	55%	44%	43%	61%	63%	47%	47%	41%	42%	7%	36%	82%	50%	45%	60%	74%	56%	3%	28%	0%	32%	2%	85%	53%	55%	50%	48%
Unsure		5%	9%	3%	5%	5%	3%	6%	7%	6%	5%	3%	6%	7%	2%	11%	4%	5%	5%	7%	4%	0%	74%	21%	38%	21%	4%	4%	3%	6%	8%	6%

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

Image Tests

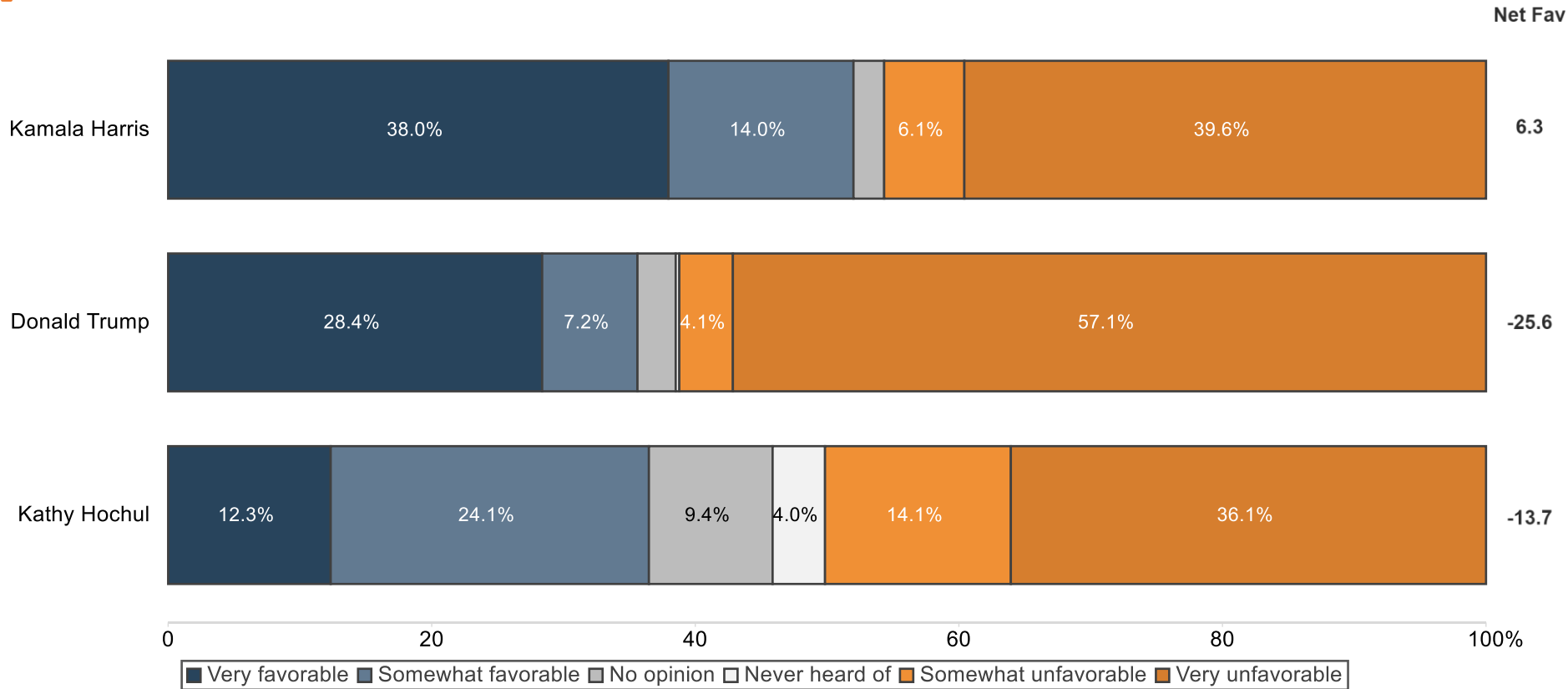
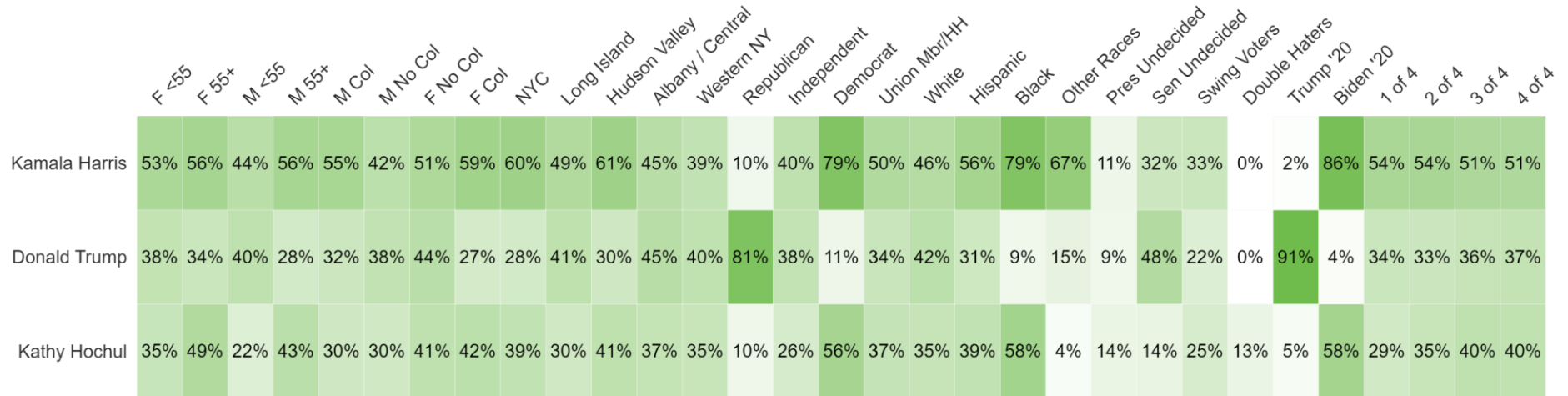


Image Tests Heatmaps

Favorable



Unfavorable

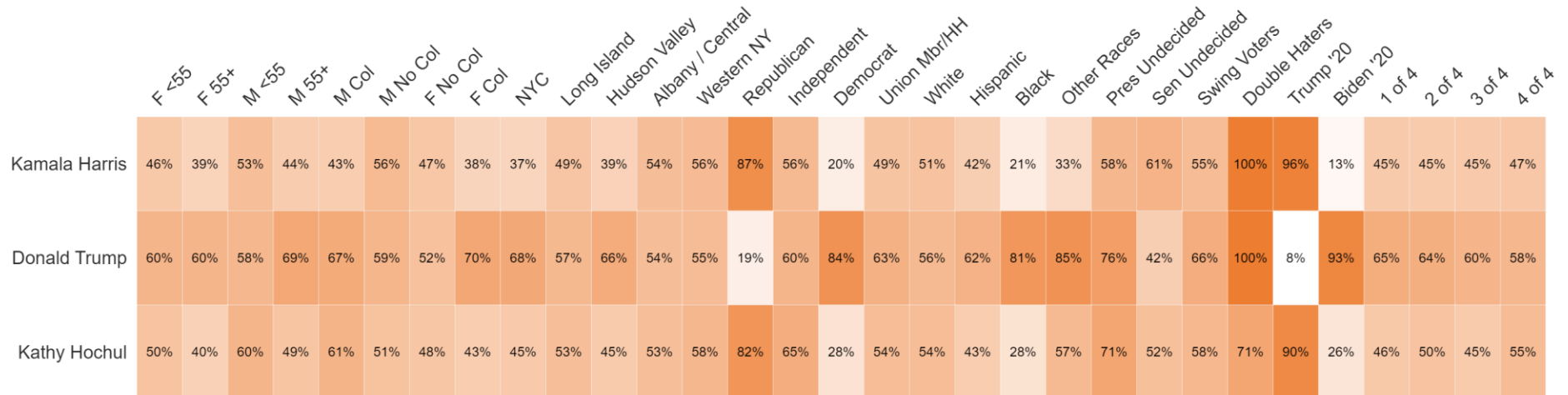
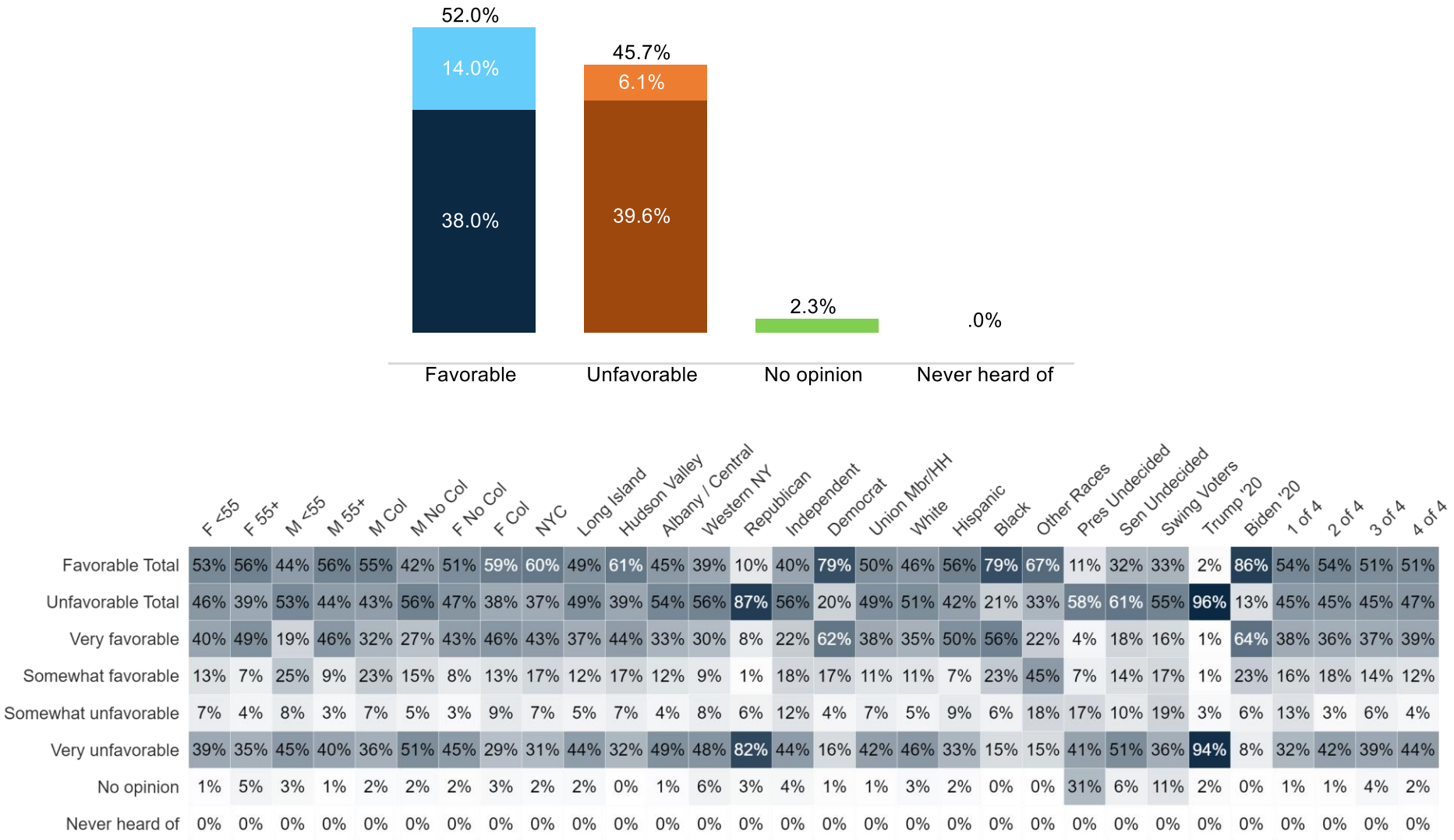
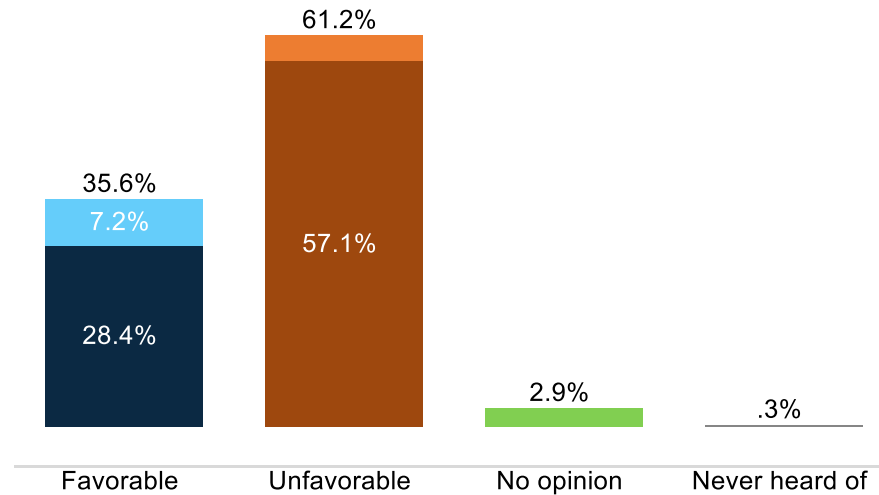


Image: Kamala Harris



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

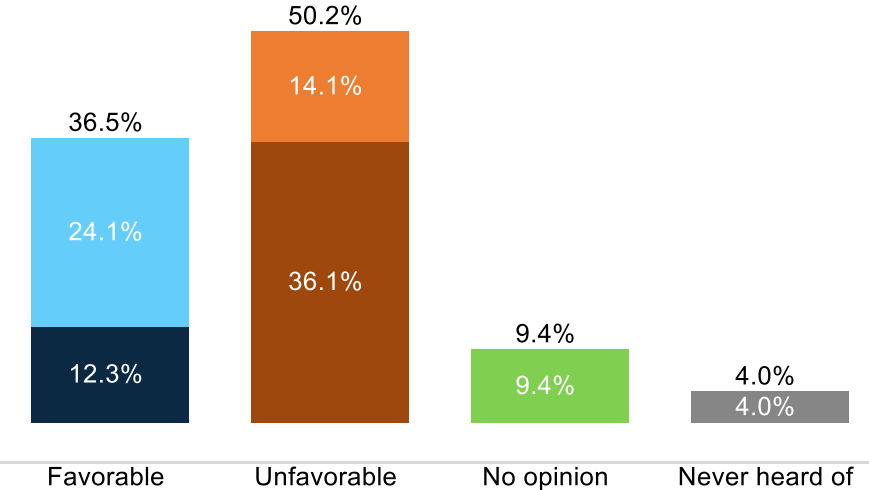
Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	34%	40%	28%	32%	38%	44%	27%	28%	41%	30%	45%	40%	81%	38%	11%	34%	42%	31%	9%	15%	9%	48%	22%	91%	4%	34%	33%	36%	37%
Unfavorable Total	60%	60%	58%	69%	67%	59%	52%	70%	68%	57%	66%	54%	55%	19%	60%	84%	63%	56%	62%	81%	85%	76%	42%	66%	8%	93%	65%	64%	60%	58%
Very favorable	33%	25%	29%	25%	23%	32%	36%	21%	21%	33%	22%	41%	28%	69%	29%	7%	28%	34%	25%	5%	15%	0%	37%	4%	76%	2%	28%	27%	27%	31%
Somewhat favorable	5%	9%	11%	3%	9%	6%	8%	6%	6%	7%	8%	4%	12%	11%	9%	4%	6%	8%	5%	4%	0%	9%	10%	18%	15%	2%	6%	6%	9%	6%
Somewhat unfavorable	4%	4%	5%	5%	3%	6%	1%	6%	4%	5%	7%	2%	4%	2%	9%	3%	5%	3%	8%	3%	7%	17%	6%	13%	2%	3%	2%	6%	5%	3%
Very unfavorable	56%	56%	54%	65%	64%	53%	50%	64%	65%	52%	59%	52%	51%	17%	51%	82%	58%	53%	53%	78%	78%	59%	36%	52%	6%	90%	64%	58%	55%	55%
No opinion	1%	7%	1%	3%	1%	3%	5%	2%	3%	2%	3%	1%	6%	1%	2%	4%	3%	1%	7%	10%	0%	15%	9%	12%	1%	3%	1%	3%	3%	4%
Never heard of	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%

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

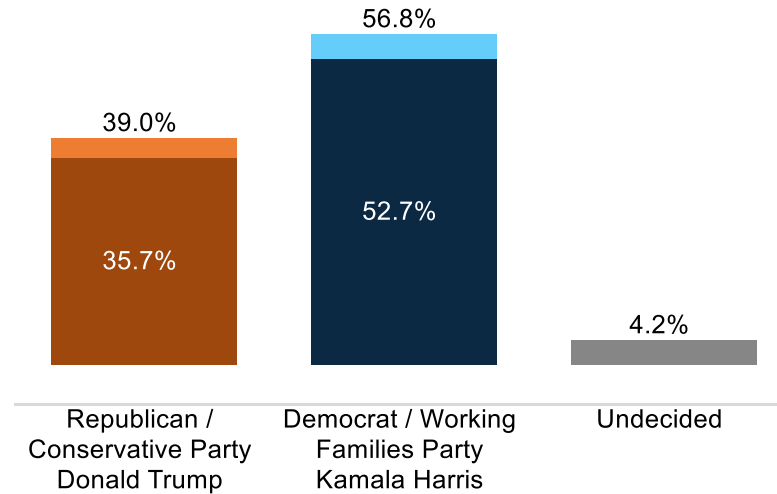
Image: Kathy Hochul



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	35%	49%	22%	43%	30%	30%	41%	42%	39%	30%	41%	37%	35%	10%	26%	56%	37%	35%	39%	58%	4%	14%	14%	25%	13%	5%	58%	29%	35%	40%	40%
Unfavorable Total	50%	40%	60%	49%	61%	51%	48%	43%	45%	53%	45%	53%	58%	82%	65%	28%	54%	54%	43%	28%	57%	71%	52%	58%	71%	90%	26%	46%	50%	45%	55%
Very favorable	8%	20%	7%	16%	7%	13%	15%	12%	12%	12%	19%	10%	11%	6%	4%	20%	11%	10%	20%	23%	0%	0%	2%	5%	2%	3%	19%	9%	15%	9%	14%
Somewhat favorable	27%	29%	15%	27%	23%	16%	26%	30%	27%	18%	21%	27%	24%	5%	22%	36%	26%	25%	19%	35%	4%	14%	11%	20%	11%	2%	39%	20%	20%	31%	26%
Somewhat unfavorable	17%	11%	17%	11%	22%	7%	10%	18%	19%	12%	15%	8%	13%	11%	19%	14%	14%	15%	16%	11%	16%	19%	9%	21%	22%	14%	15%	12%	20%	9%	15%
Very unfavorable	34%	29%	43%	39%	39%	44%	39%	25%	26%	41%	30%	45%	45%	71%	46%	14%	41%	39%	27%	17%	41%	52%	43%	37%	49%	76%	12%	34%	31%	35%	40%
No opinion	10%	10%	11%	7%	5%	14%	9%	10%	12%	12%	10%	7%	4%	4%	7%	11%	5%	8%	9%	8%	32%	15%	20%	15%	11%	3%	12%	13%	12%	15%	4%
Never heard of	5%	1%	8%	1%	4%	6%	2%	5%	4%	5%	5%	3%	3%	4%	1%	5%	3%	2%	9%	6%	7%	0%	14%	2%	5%	1%	4%	12%	2%	1%	1%

Do you have a favorable or unfavorable opinion of Kathy Hochul?

Presidential Ballot



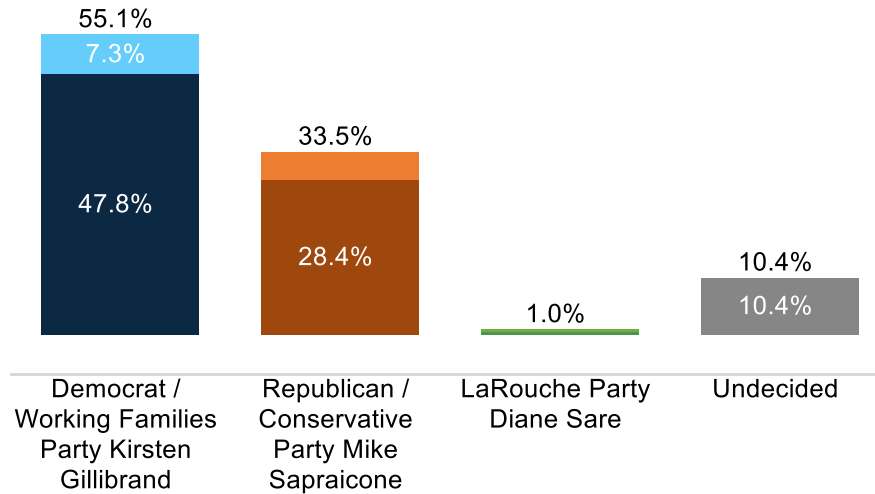
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican / Conservative Party Donald Trump	39%	35%	43%	37%	35%	47%	46%	28%	29%	47%	33%	49%	45%	86%	46%	11%	40%	46%	37%	8%	15%	53%	30%	31%	96%	4%	33%	37%	39%	42%
Democrat / Working Families Party Kamala Harris	59%	58%	52%	58%	59%	49%	52%	67%	67%	53%	65%	46%	46%	11%	45%	86%	57%	49%	60%	92%	85%	32%	42%	46%	2%	94%	64%	59%	56%	53%
Definitely Republican / Conservative Party Donald Trump	36%	33%	41%	31%	32%	43%	43%	25%	26%	44%	30%	46%	39%	82%	41%	9%	36%	42%	35%	7%	15%	44%	15%	22%	91%	4%	31%	33%	36%	38%
Probably Republican / Conservative Party Donald Trump	3%	3%	2%	6%	3%	4%	3%	3%	3%	3%	2%	3%	6%	4%	5%	2%	4%	4%	3%	1%	0%	8%	15%	9%	5%	0%	2%	4%	3%	4%
Definitely Democrat / Working Families Party Kamala Harris	54%	57%	45%	55%	55%	44%	50%	61%	64%	51%	53%	44%	41%	11%	40%	82%	54%	47%	60%	84%	52%	27%	31%	31%	2%	87%	53%	58%	53%	50%
Probably Democrat / Working Families Party Kamala Harris	5%	2%	7%	2%	4%	6%	2%	5%	3%	3%	12%	2%	5%	1%	4%	4%	3%	2%	0%	9%	32%	5%	11%	15%	0%	7%	12%	1%	2%	3%
Undecided	1%	6%	5%	5%	7%	3%	2%	5%	4%	0%	2%	6%	9%	2%	10%	3%	3%	5%	3%	0%	0%	16%	28%	22%	2%	2%	3%	4%	5%	5%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Percent Change: Generic to Presidential Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	2%	-2%	-6%	0%	-4%	-3%	-1%	1%	1%	2%	-9%	-3%	-4%	-2%	-2%	0%	0%	-1%	4%	-2%	-24%	-21%	3%	-8%	-10%	2%	-3%	-9%	3%	0%	-1%
Democratic candidate	2%	5%	5%	-1%	2%	2%	5%	2%	1%	3%	10%	3%	2%	1%	3%	1%	2%	1%	0%	6%	24%	-5%	2%	18%	9%	0%	5%	9%	0%	2%	1%
Definitely the Republican candidate	2%	1%	0%	-2%	-3%	2%	1%	1%	0%	2%	1%	0%	-1%	-1%	4%	0%	-1%	-1%	6%	-3%	0%	-3%	2%	15%	-2%	1%	-1%	-2%	3%	1%	-1%
Probably the Republican candidate	0%	-3%	-6%	2%	-1%	-5%	-2%	-1%	1%	0%	-10%	-3%	-2%	-1%	-6%	1%	1%	0%	-2%	1%	-24%	-18%	1%	-23%	-8%	0%	-2%	-8%	0%	-1%	0%
Definitely the Democratic candidate	-2%	11%	2%	-3%	0%	0%	7%	1%	1%	3%	6%	3%	-1%	4%	4%	0%	4%	2%	0%	10%	-4%	-3%	-2%	31%	-1%	0%	2%	-1%	4%	3%	2%
Probably the Democratic candidate	3%	-6%	3%	2%	3%	2%	-3%	1%	0%	0%	4%	0%	3%	-2%	0%	1%	-2%	0%	0%	-3%	28%	-2%	4%	-13%	9%	0%	3%	10%	-3%	-1%	-1%
Unsure	-3%	-3%	2%	1%	2%	1%	-4%	-2%	-2%	-5%	-1%	0%	2%	1%	-1%	-2%	-2%	0%	-4%	-4%	0%	26%	-5%	-10%	1%	-2%	-2%	0%	-3%	-2%	0%

U.S. Senate Ballot



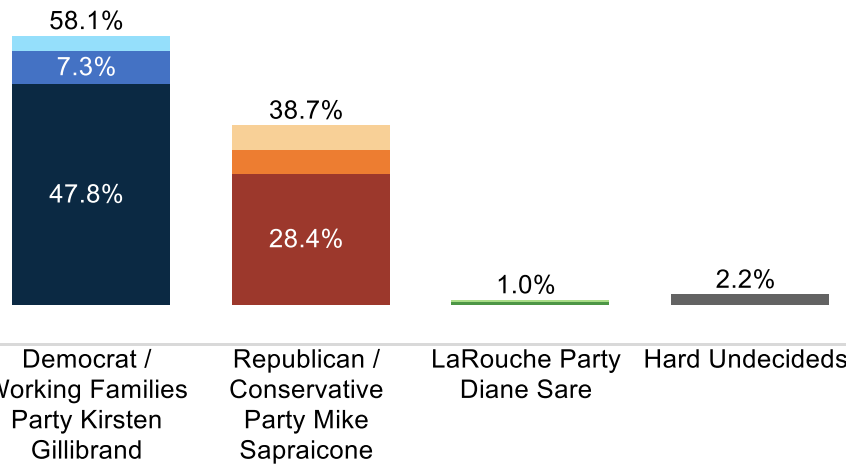
		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Swing Voters	Double Voters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat / Working Families Party Kirsten Gillibrand		56%	60%	49%	55%	55%	48%	50%	67%	67%	47%	57%	45%	49%	11%	44%	83%	55%	50%	62%	81%	58%	36%	48%	46%	4%	89%	64%	56%	53%	53%
Republican / Conservative Party Mike Sapaicone		29%	29%	42%	35%	36%	42%	35%	23%	24%	41%	28%	40%	42%	77%	43%	7%	35%	40%	25%	8%	25%	22%	29%	39%	82%	4%	25%	28%	34%	39%
LaRouche Party Diane Sare		2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	2%	0%	1%	2%	1%	1%	3%	0%	3%	1%	1%	1%	1%	1%	2%	0%	1%
Definitely Democrat / Working Families Party Kirsten Gillibrand		49%	54%	38%	51%	49%	38%	44%	61%	59%	43%	44%	41%	41%	8%	37%	75%	47%	46%	55%	61%	43%	28%	26%	33%	3%	79%	53%	47%	48%	47%
Probably Democrat / Working Families Party Kirsten Gillibrand		7%	6%	12%	3%	6%	11%	7%	6%	8%	4%	13%	4%	8%	3%	7%	8%	8%	4%	7%	20%	15%	8%	22%	13%	2%	10%	11%	9%	4%	6%
Definitely Republican / Conservative Party Mike Sapaicone		25%	25%	35%	30%	30%	36%	31%	19%	17%	40%	21%	39%	35%	72%	33%	5%	31%	34%	23%	5%	15%	22%	16%	26%	74%	2%	19%	24%	28%	35%
Probably Republican / Conservative Party Mike Sapaicone		4%	4%	7%	5%	6%	6%	3%	4%	7%	1%	7%	2%	8%	6%	11%	2%	3%	5%	2%	3%	9%	0%	14%	13%	9%	1%	6%	4%	6%	4%
Definitely LaRouche Party Diane Sare		1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	2%	0%	0%	1%	1%	1%	0%	0%	2%	1%	1%	1%	0%	1%	0%	0%	1%
Probably LaRouche Party Diane Sare		1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	3%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%
Undecided		14%	10%	8%	10%	8%	9%	13%	10%	9%	12%	13%	13%	8%	10%	13%	8%	8%	9%	12%	9%	18%	39%	21%	14%	13%	6%	10%	14%	14%	7%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

Percent Change: Generic to U.S. Senate Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	-2%	7%	2%	-4%	-2%	1%	3%	2%	0%	-3%	1%	3%	5%	1%	3%	-1%	0%	3%	2%	-5%	-3%	30%	-29%	24%	8%	3%	0%	9%	-3%	-1%	1%
Republican candidate	-9%	-8%	-8%	-2%	-2%	-8%	-11%	-5%	-4%	-4%	-14%	-11%	-6%	-11%	-5%	-4%	-5%	-7%	-8%	-2%	-15%	1%	-50%	-8%	-2%	-13%	-3%	-17%	-7%	-5%	-3%
Definitely the Democratic candidate	-7%	8%	-6%	-7%	-6%	-6%	1%	0%	-4%	-4%	-4%	0%	-1%	2%	0%	-6%	-3%	1%	-5%	-13%	-13%	25%	-28%	26%	2%	1%	-5%	-1%	-8%	-2%	-1%
Probably the Democratic candidate	5%	-1%	8%	3%	4%	7%	2%	2%	4%	1%	5%	3%	5%	-1%	2%	5%	3%	2%	7%	8%	10%	6%	-1%	-3%	6%	2%	5%	10%	5%	1%	2%
Definitely the Republican candidate	-10%	-7%	-6%	-3%	-5%	-5%	-10%	-5%	-9%	-3%	-9%	-6%	-5%	-12%	-4%	-5%	-5%	-9%	-6%	-4%	0%	19%	-43%	16%	2%	-16%	-2%	-13%	-7%	-6%	-4%
Probably the Republican candidate	1%	-1%	-2%	1%	2%	-3%	-1%	0%	5%	-1%	-5%	-4%	-1%	1%	-1%	1%	0%	1%	-2%	3%	-15%	-18%	-7%	-24%	-4%	3%	-1%	-4%	0%	1%	1%
Unsure	9%	1%	5%	5%	3%	7%	7%	2%	3%	7%	10%	7%	1%	8%	2%	4%	4%	4%	5%	4%	18%	-35%	79%	-17%	-7%	9%	2%	7%	8%	6%	1%

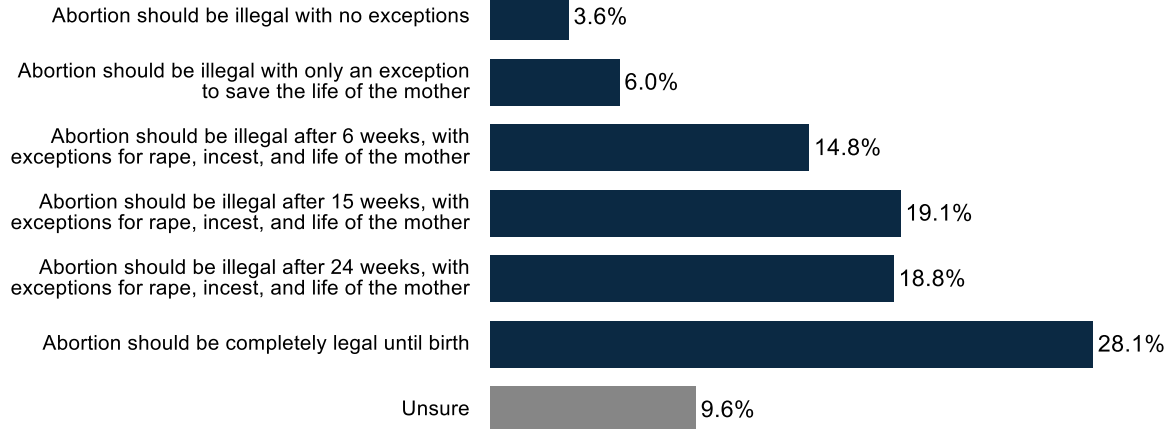
Combined U.S. Senate Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat / Working Families Party Kirsten Gillibrand	59%	60%	54%	60%	59%	53%	52%	69%	70%	53%	60%	47%	50%	11%	47%	87%	57%	51%	65%	88%	75%	38%	49%	48%	4%	93%	65%	61%	58%	54%
Republican / Conservative Party Mike Sapaicone	37%	35%	44%	38%	38%	46%	44%	28%	27%	45%	36%	49%	48%	86%	50%	9%	39%	46%	31%	8%	25%	22%	35%	43%	94%	5%	33%	36%	40%	41%
LaRouche Party Diane Sare	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	2%	0%	1%	2%	1%	1%	3%	0%	3%	1%	1%	1%	1%	1%	2%	0%	1%
Definitely Democrat / Working Families Party Kirsten Gillibrand	49%	54%	38%	51%	49%	38%	44%	61%	59%	43%	44%	41%	41%	8%	37%	75%	47%	46%	55%	61%	43%	28%	26%	33%	3%	79%	53%	47%	48%	47%
Probably Democrat / Working Families Party Kirsten Gillibrand	7%	6%	12%	3%	6%	11%	7%	6%	8%	4%	13%	4%	8%	3%	7%	8%	8%	4%	7%	20%	15%	8%	22%	13%	2%	10%	11%	9%	4%	6%
Lean Democrat / Working Families Party Kirsten Gillibrand	3%	0%	4%	5%	5%	4%	1%	3%	3%	6%	3%	2%	1%	0%	3%	4%	2%	1%	3%	7%	18%	2%	1%	2%	0%	4%	1%	5%	5%	2%
Definitely Republican / Conservative Party Mike Sapaicone	25%	25%	35%	30%	30%	36%	31%	19%	17%	40%	21%	39%	35%	72%	33%	5%	31%	34%	23%	5%	15%	22%	16%	26%	74%	2%	19%	24%	28%	35%
Probably Republican / Conservative Party Mike Sapaicone	4%	4%	7%	5%	6%	6%	3%	4%	7%	1%	7%	2%	8%	6%	11%	2%	3%	5%	2%	3%	9%	0%	14%	13%	9%	1%	6%	4%	6%	4%
Lean Republican / Conservative Party Mike Sapaicone	8%	6%	2%	3%	2%	4%	9%	5%	3%	4%	9%	8%	5%	9%	6%	2%	5%	6%	6%	0%	0%	0%	5%	3%	12%	1%	8%	8%	6%	2%
Definitely LaRouche Party Diane Sare	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	2%	0%	0%	1%	1%	1%	0%	0%	2%	1%	1%	1%	0%	1%	0%	0%	1%
Probably LaRouche Party Diane Sare	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	3%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%
Hard Undecideds	2%	4%	1%	2%	2%	1%	3%	2%	3%	2%	2%	3%	1%	1%	4%	2%	2%	2%	3%	1%	0%	37%	15%	9%	1%	1%	1%	1%	3%	3%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

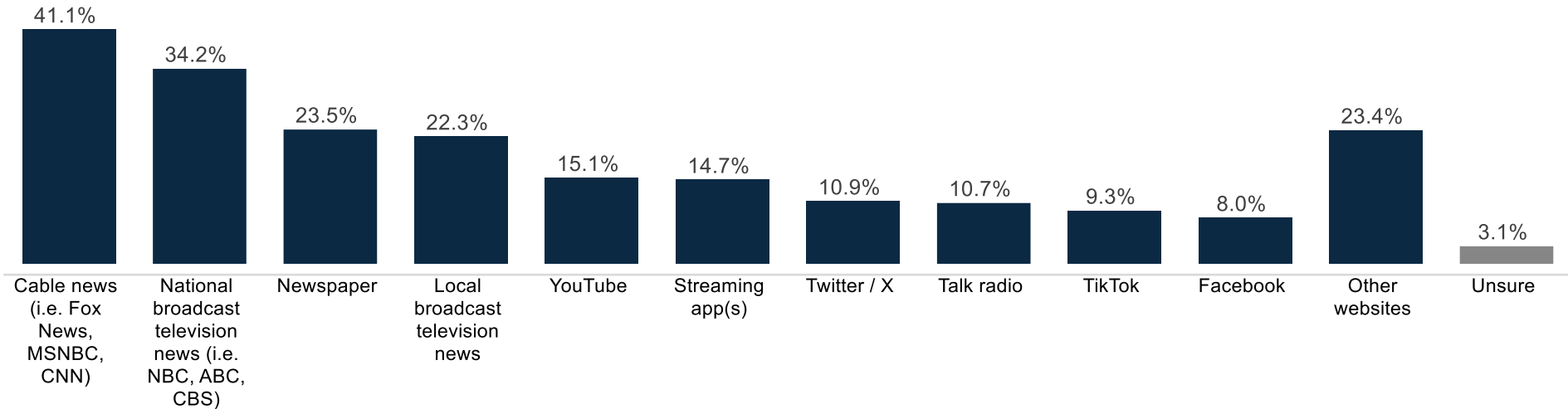
Abortion Position



	F <55		F 55+	M <55		M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Independent	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Strict Illegal	10%	12%	7%	10%	8%	9%	15%	6%	9%	3%	12%	11%	15%	14%	9%	7%	6%	9%	12%	10%	0%	15%	16%	15%	8%	17%	4%	11%	5%	12%	10%		
Abortion should be illegal with no exceptions	3%	5%	3%	3%	3%	3%	5%	3%	3%	1%	3%	5%	6%	5%	4%	3%	3%	3%	5%	6%	0%	5%	3%	5%	4%	5%	2%	3%	1%	6%	3%		
Abortion should be illegal with only an exception to save the life of the mother	7%	6%	4%	7%	5%	6%	10%	4%	6%	3%	8%	5%	9%	9%	5%	4%	3%	6%	7%	3%	0%	10%	13%	9%	5%	12%	2%	7%	4%	6%	7%		
Short Weeks Exceptions	33%	39%	33%	29%	29%	34%	45%	27%	27%	41%	34%	40%	34%	59%	30%	24%	40%	36%	40%	19%	38%	33%	40%	27%	39%	59%	21%	31%	29%	34%	39%		
Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother	14%	22%	12%	11%	11%	12%	25%	9%	10%	19%	9%	23%	16%	32%	14%	7%	17%	15%	20%	7%	12%	17%	28%	10%	13%	32%	6%	13%	19%	12%	18%		
Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother	19%	18%	22%	18%	18%	22%	20%	18%	16%	22%	25%	18%	18%	27%	16%	17%	23%	21%	20%	12%	26%	16%	12%	17%	26%	27%	15%	18%	10%	23%	21%		
Long Weeks Exception: Abortion should be illegal after 24 weeks, with exceptions for rape, incest, and life of the mother	17%	15%	22%	22%	23%	20%	13%	20%	16%	20%	22%	19%	21%	11%	25%	19%	17%	22%	12%	11%	15%	23%	8%	29%	13%	12%	22%	22%	18%	18%	18%		
No Limitations: Abortion should be completely legal until birth	36%	22%	28%	23%	32%	21%	18%	41%	38%	25%	24%	21%	22%	9%	25%	40%	31%	25%	32%	43%	33%	26%	17%	20%	29%	3%	43%	32%	36%	23%	25%		
Unsure	5%	11%	10%	15%	8%	16%	8%	6%	10%	11%	8%	9%	7%	7%	11%	10%	7%	8%	5%	17%	14%	3%	20%	9%	11%	9%	10%	4%	11%	12%	9%		

Which of the following options most closely describes your position on the issue of abortion?

News Source



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	NYC	Long Island	Hudson Valley	Albany / Central	Western NY	Republican	Democrat	Union Mbr/HH	White	Hispanic	Black	Other Races	Pres Undecided	Sen Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4	
National broadcast television news (i.e. NBC, ABC, CBS)	35%	42%	27%	34%	29%	30%	39%	37%	37%	39%	39%	26%	29%	21%	33%	40%	34%	32%	40%	47%	24%	43%	35%	40%	42%	17%	42%	40%	24%	34%	36%
Local broadcast television news	19%	34%	14%	24%	13%	23%	29%	22%	20%	19%	20%	30%	23%	21%	20%	23%	23%	20%	29%	39%	0%	14%	21%	27%	14%	20%	24%	22%	16%	27%	25%
Cable news (i.e. Fox News, MSNBC, CNN)	33%	56%	28%	52%	33%	42%	45%	40%	41%	48%	42%	38%	35%	46%	37%	42%	45%	41%	44%	48%	15%	29%	31%	32%	36%	44%	40%	26%	37%	40%	51%
Streaming app(s)	18%	8%	19%	12%	21%	11%	11%	17%	13%	14%	18%	15%	16%	16%	18%	13%	15%	13%	17%	15%	24%	1%	14%	16%	12%	15%	13%	13%	16%	16%	13%
Social Media	46%	21%	53%	14%	38%	37%	30%	39%	39%	36%	33%	30%	37%	42%	36%	33%	38%	32%	42%	37%	62%	34%	45%	33%	41%	39%	31%	46%	44%	27%	29%
TikTok	20%	1%	11%	1%	7%	7%	9%	13%	10%	7%	7%	12%	9%	7%	11%	10%	10%	7%	14%	15%	7%	14%	23%	12%	11%	6%	9%	15%	18%	8%	3%
Facebook	10%	10%	6%	5%	7%	5%	11%	8%	7%	4%	6%	11%	13%	15%	5%	6%	10%	8%	10%	9%	0%	17%	17%	12%	13%	12%	5%	8%	11%	6%	8%
Twitter / X	12%	4%	21%	3%	15%	13%	6%	12%	14%	12%	6%	8%	11%	14%	9%	11%	12%	13%	8%	7%	11%	0%	3%	3%	11%	15%	9%	14%	9%	10%	11%
YouTube	16%	8%	26%	7%	20%	17%	11%	14%	14%	17%	22%	8%	16%	17%	16%	13%	15%	11%	22%	14%	44%	9%	16%	14%	13%	15%	13%	18%	19%	11%	11%
Newspaper	22%	22%	26%	24%	31%	20%	14%	31%	34%	23%	22%	17%	12%	13%	26%	30%	23%	25%	13%	28%	24%	13%	14%	25%	28%	13%	32%	17%	27%	20%	27%
Talk radio	6%	13%	11%	14%	12%	13%	9%	11%	7%	10%	8%	12%	21%	16%	14%	7%	11%	14%	4%	6%	0%	20%	7%	16%	9%	17%	7%	6%	5%	15%	13%
Other websites	28%	14%	34%	13%	28%	23%	19%	25%	22%	24%	20%	28%	23%	16%	27%	24%	25%	23%	17%	19%	53%	28%	25%	25%	29%	19%	26%	30%	29%	22%	19%
Unsure	2%	3%	4%	3%	3%	4%	3%	1%	3%	5%	2%	3%	3%	5%	1%	3%	3%	4%	1%	0%	7%	2%	10%	1%	1%	6%	1%	4%	1%	6%	2%

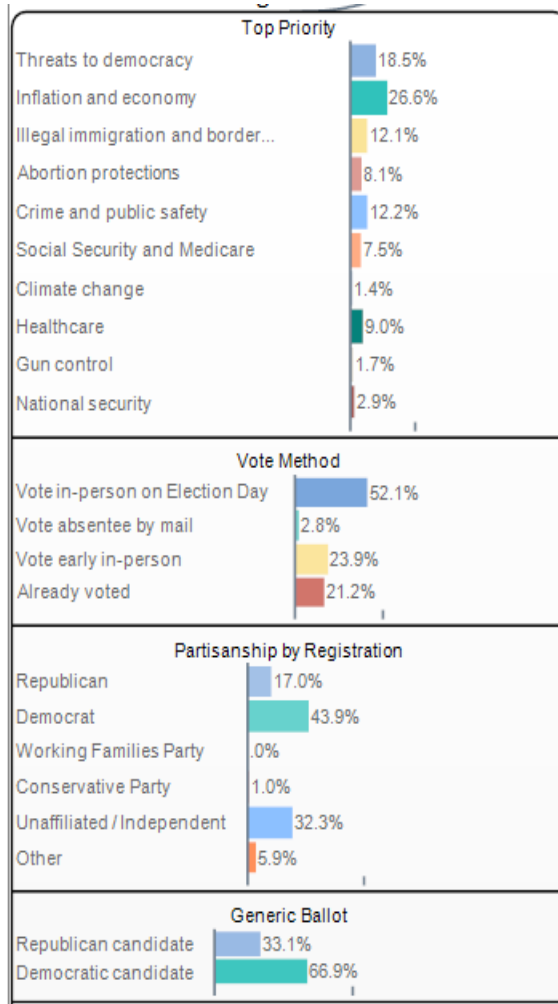
What are your primary sources for news? Select up to three options.

News Source Performance

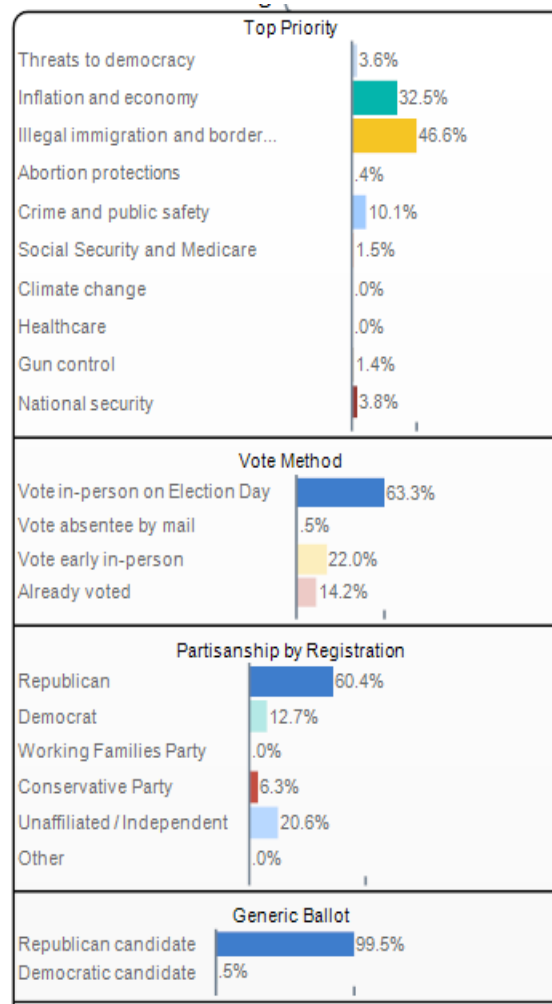
	Total	2020 Trump Voters	2024 Trump Voters	GB GOP Voters	Sapraicone Voters	Margin (Retro)	Margin (GB)
Cable news (i.e. Fox News, MSNBC, CNN)	41.1	34.2	40.8	40.2	36.1	1.9	-4.1
National broadcast television news (i.e. NBC, ABC, CBS)	34.2	16.1	20.9	23.5	18.8	2.7	-4.8
Newspaper	23.5	18.1	21.7	22.9	20.2	2.1	-2.7
Local broadcast television news	22.3	29.6	34.0	35.8	26.6	-2.9	-9.1
YouTube	15.1	32.4	46.5	51.4	40.6	8.3	-10.7
Streaming app(s)	14.7	33.9	47.0	46.1	40.6	6.7	-5.5
Twitter / X	10.9	45.0	59.1	58.0	51.4	6.4	-6.6
Talk radio	10.7	51.6	61.0	55.4	57.2	5.6	1.8
TikTok	9.3	20.6	30.6	29.3	17.5	-3.1	-11.9
Facebook	8.0	49.9	55.9	66.9	45.6	-4.3	-21.3
Other websites	23.4	26.8	31.3	35.5	28.5	1.7	-7.0
Unsure	3.1	65.4	72.3	72.3	49.2	-16.2	-23.1

Segmentation Analysis

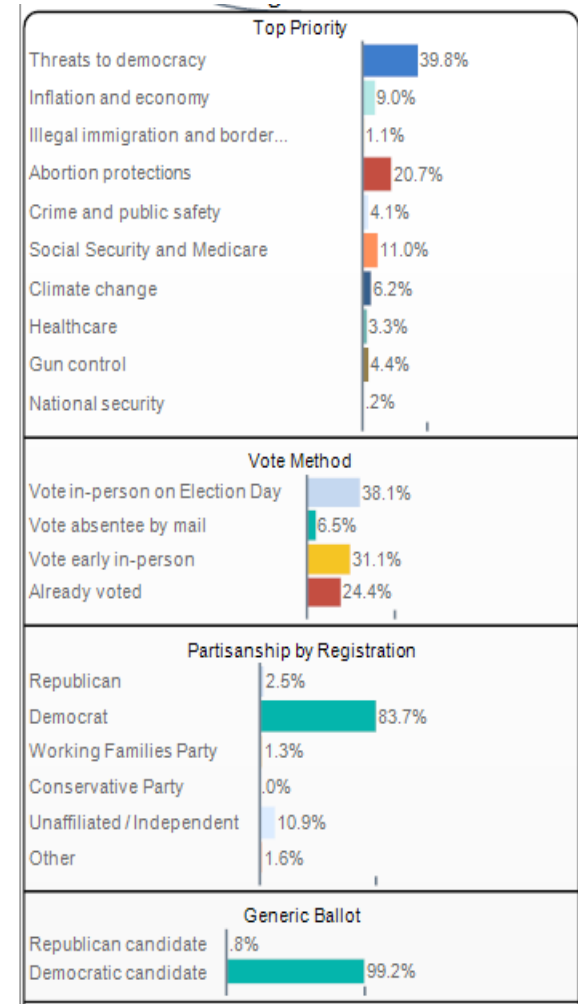
Moderates (15%)



GOP Base (38%)

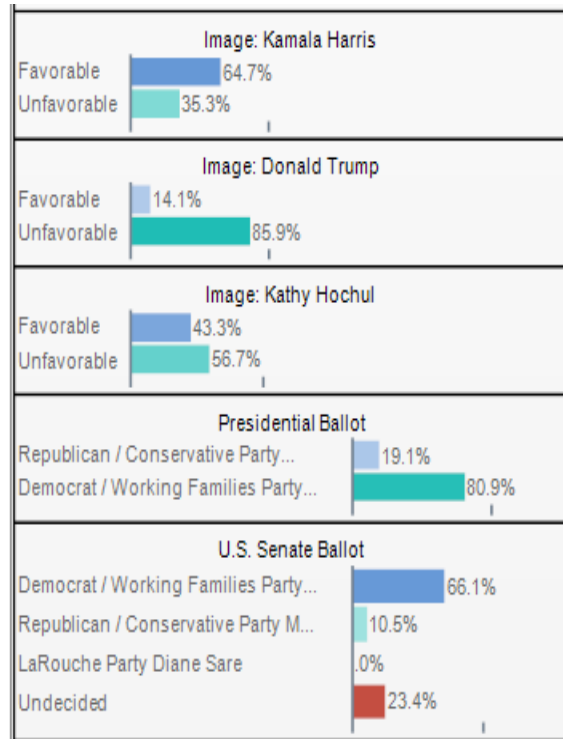


Dem Base (47%)

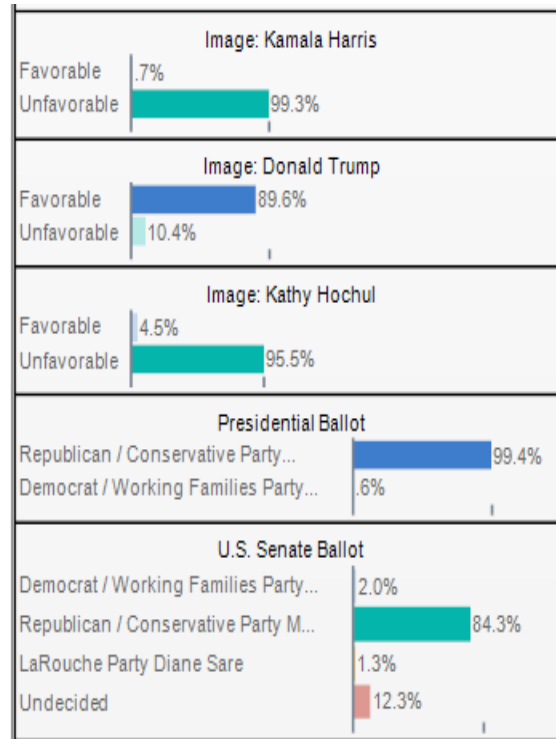


Segmentation Analysis

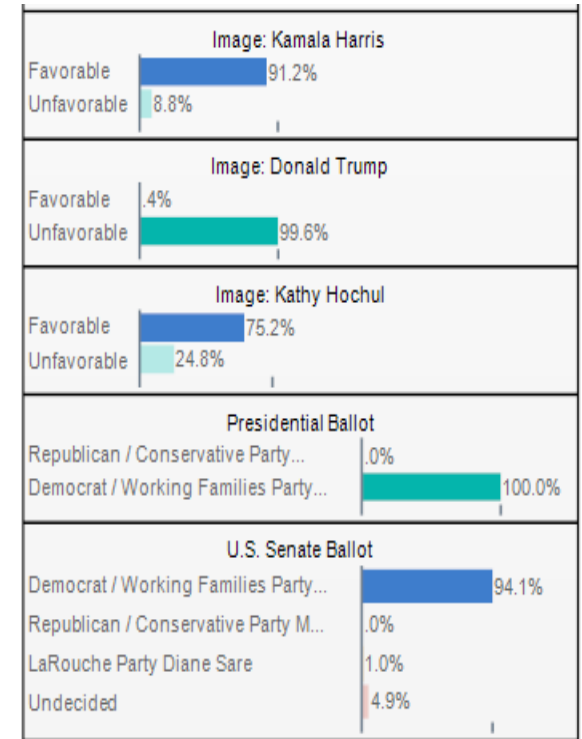
Moderates (15%)



GOP Base (38%)

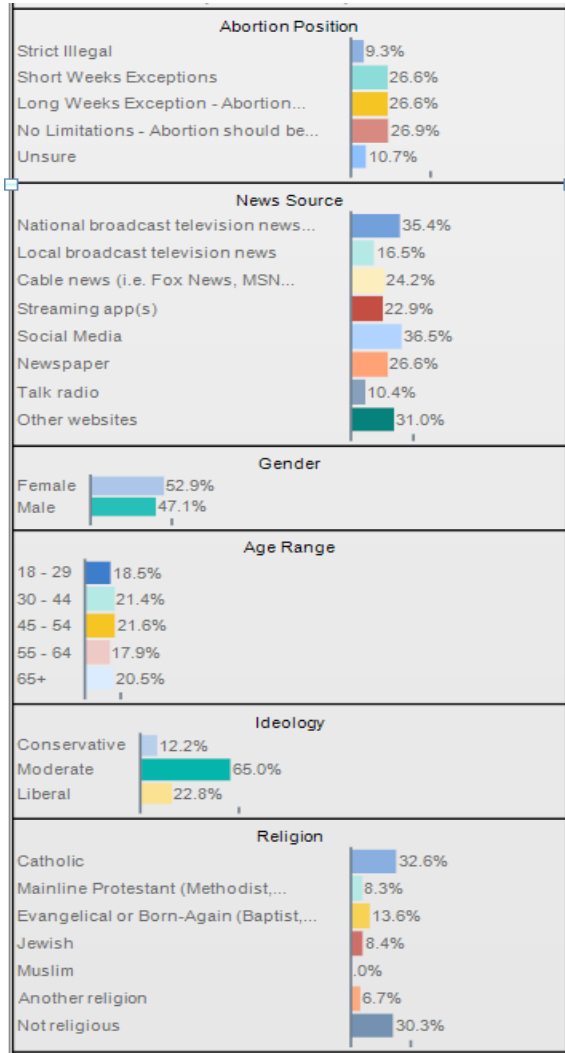


Dem Base (47%)

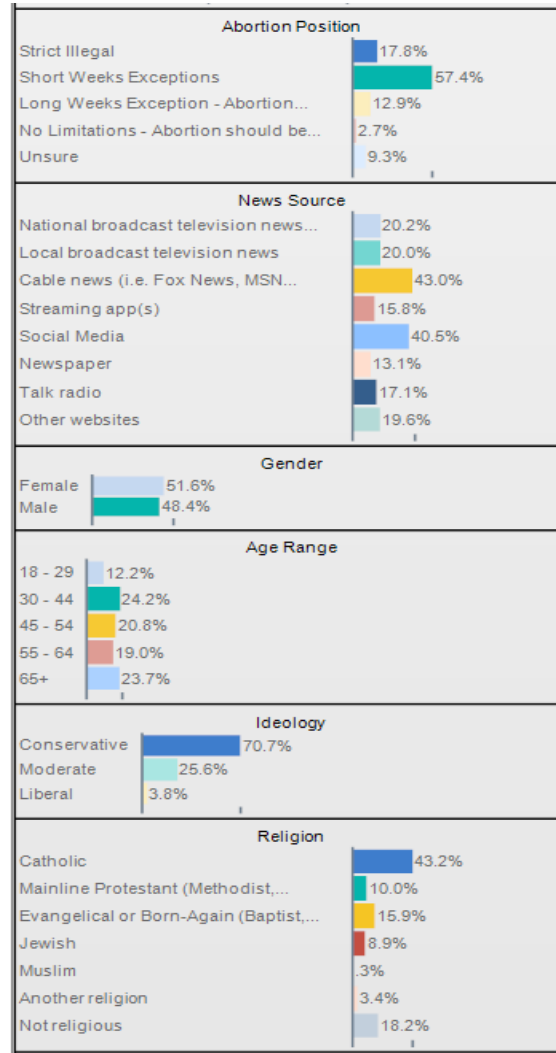


Segmentation Analysis

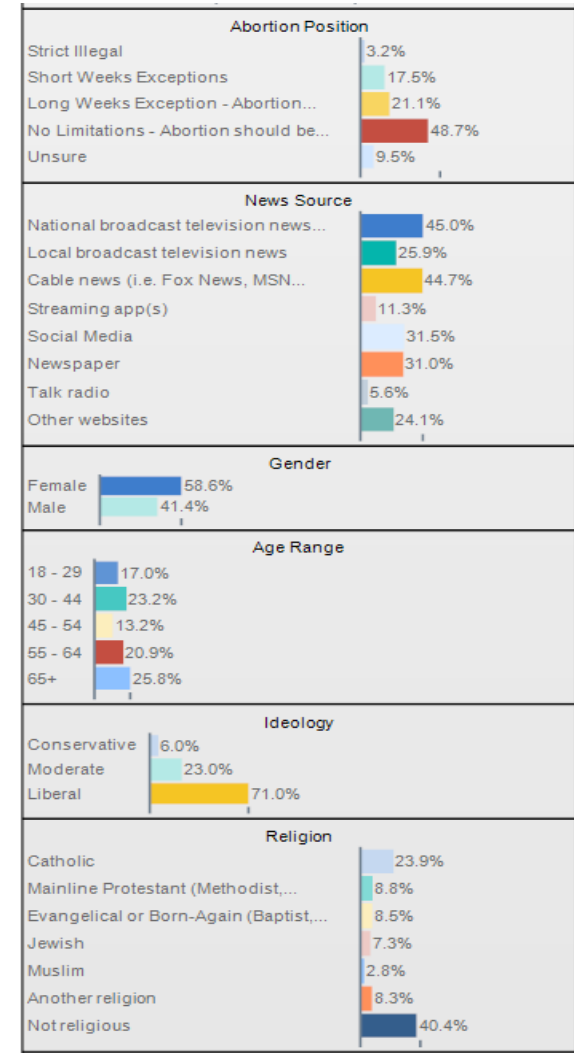
Moderates (15%)



GOP Base (38%)

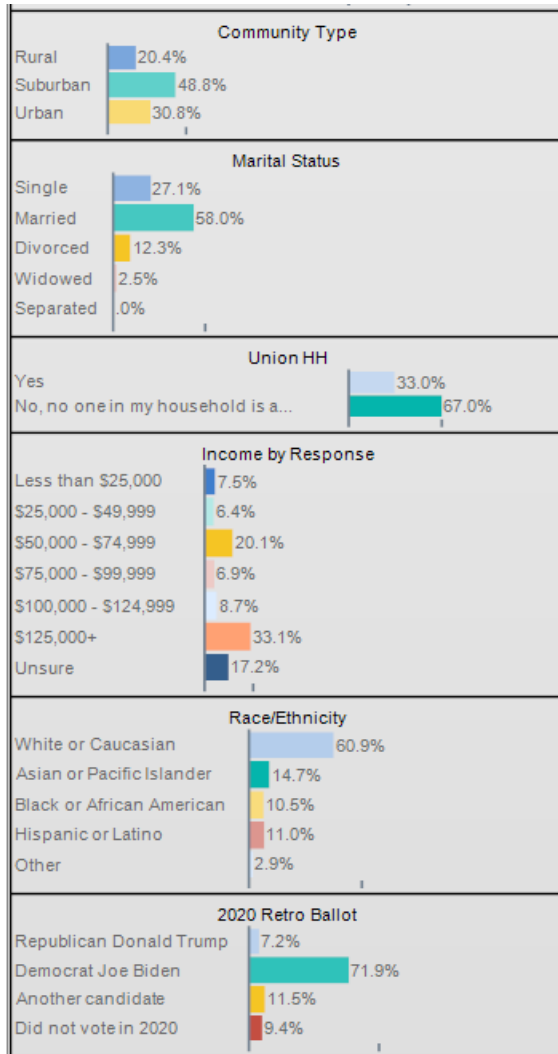


Dem Base (47%)

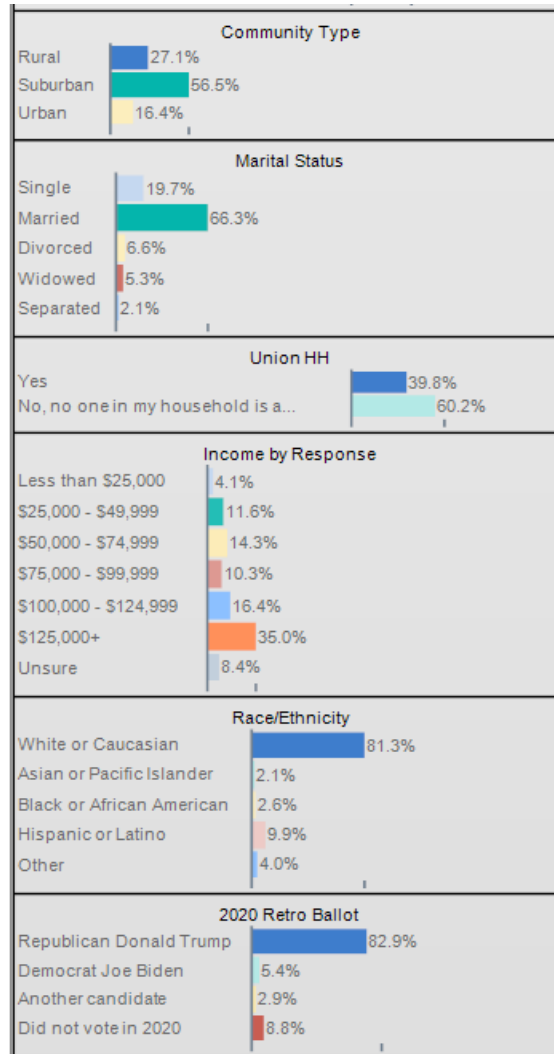


Segmentation Analysis

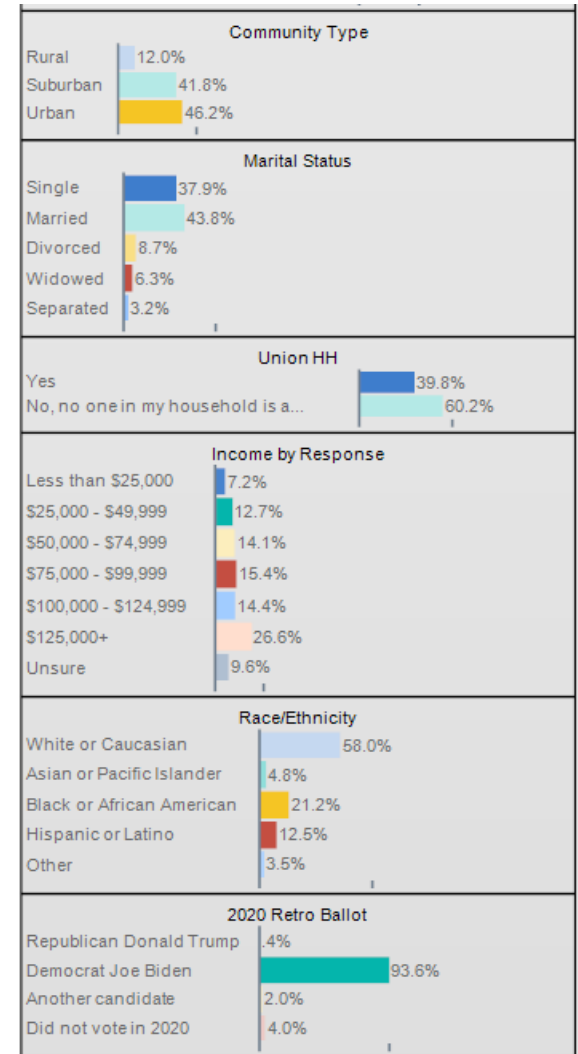
Moderates (15%)



GOP Base (38%)

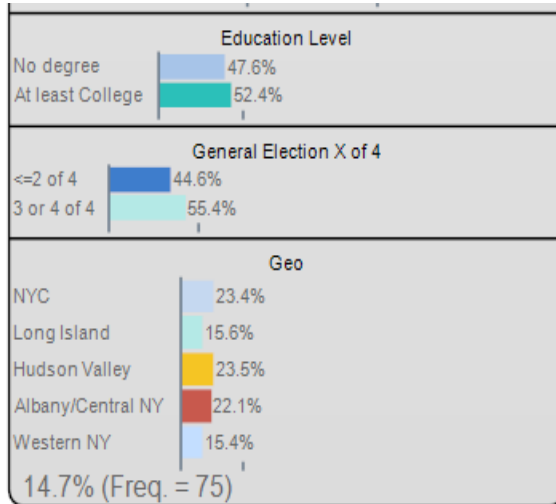


Dem Base (47%)

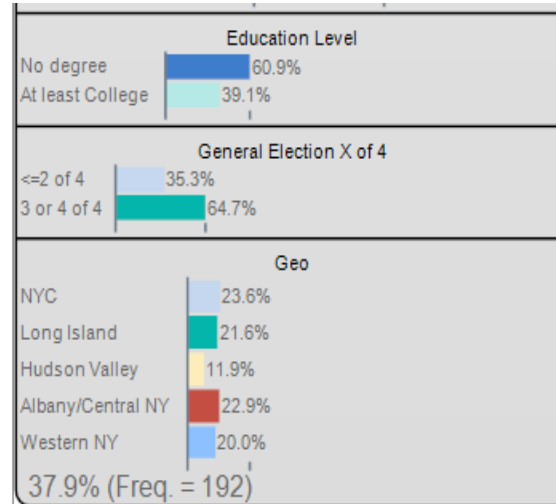


Segmentation Analysis

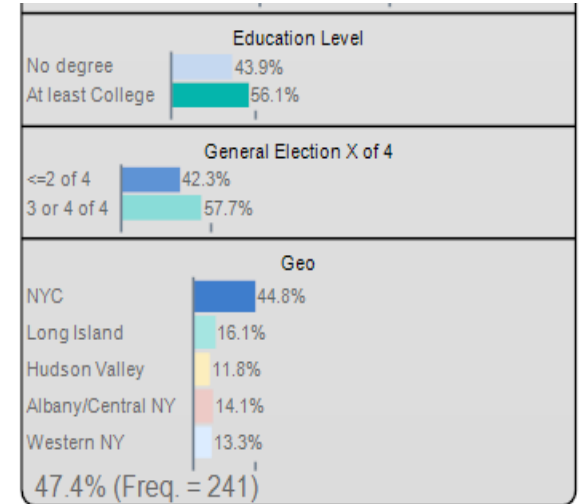
Moderates (15%)



GOP Base (38%)

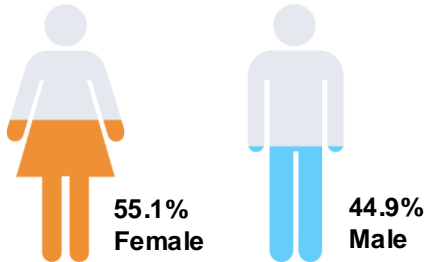


Dem Base (47%)

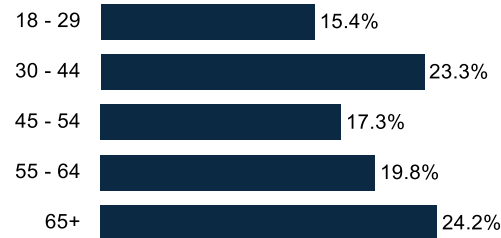


Demographics

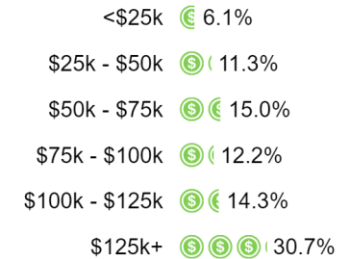
Sex



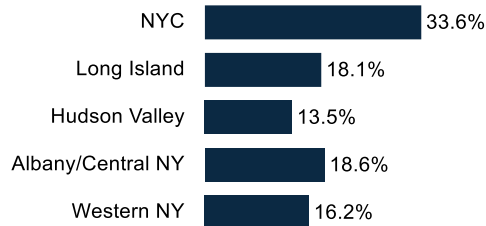
Age Range



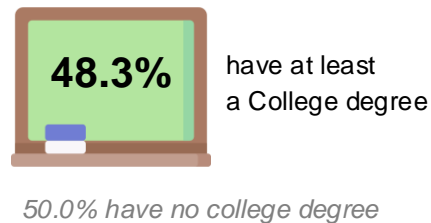
Household Income



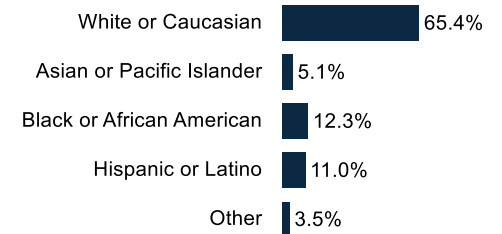
Geo - DMA



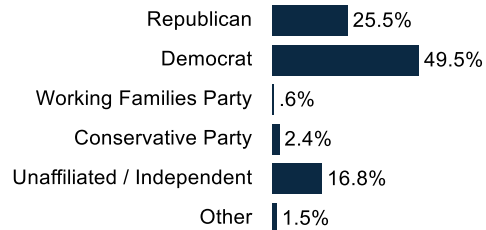
Education



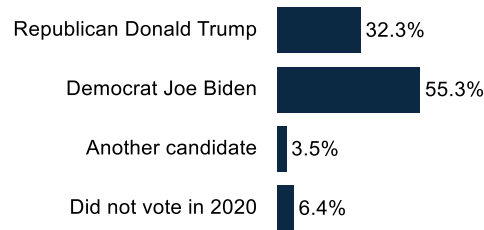
Race/Ethnicity



Partisanship



2020 Retro Ballot



Election X of 4

