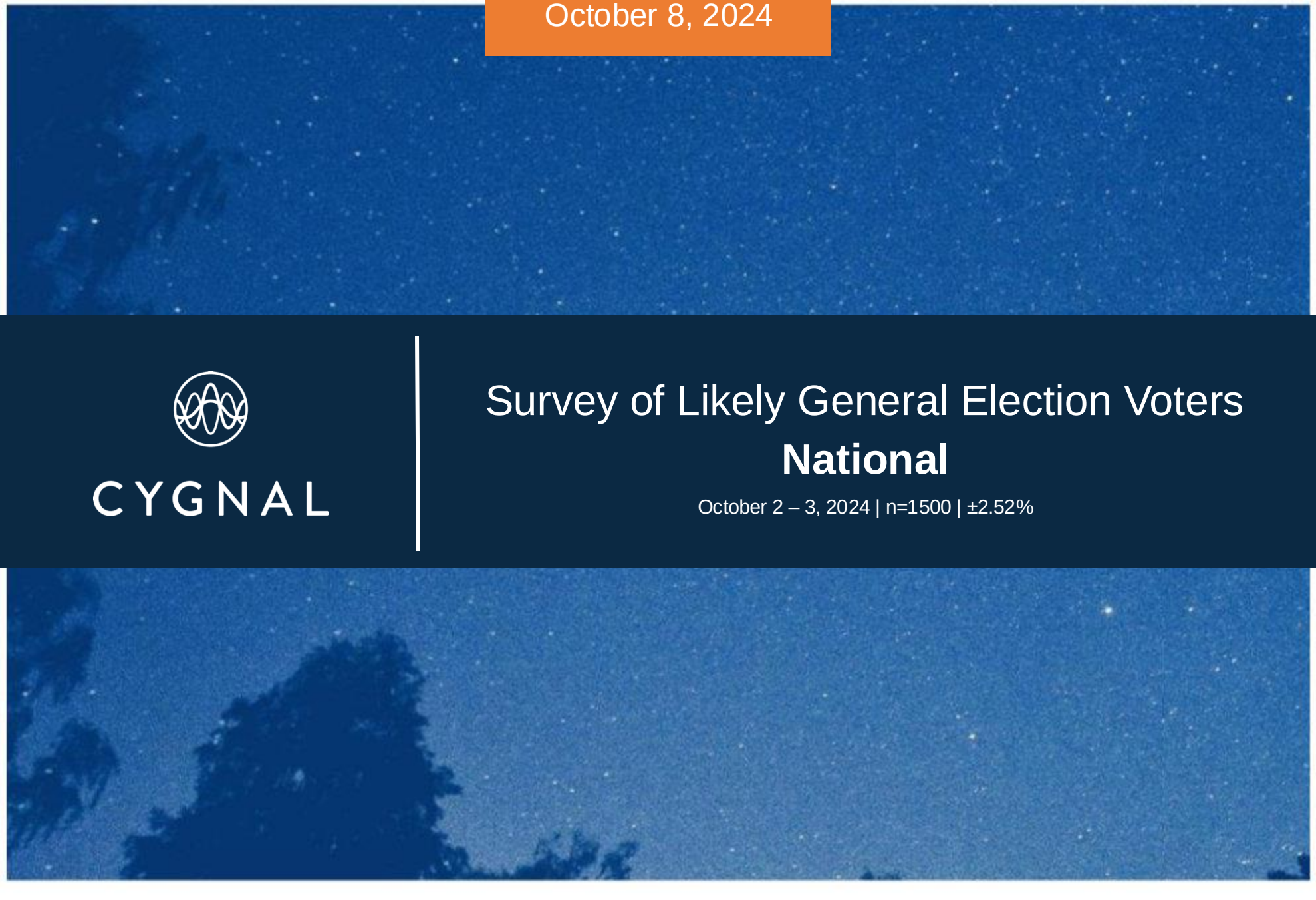
October 8, 2024



CYGNAL

Survey of Likely General Election Voters

National

October 2 – 3, 2024 | n=1500 | ±2.52%

Insights & Analysis

- America has started voting. As of October 3rd, **3% of Americans have already cast their ballot**. These voters - though a small sample size - are **heavily Democratic**, older, more female, and less likely to be religious. They are performing in their 2024 vote choice the same as they did in 2020 – 3:1 Democrat (Biden now Harris) over Republican (Trump).
- Now slightly less than 2:1 "wrong direction", voters' views on the **direction of our country have become slightly less negative**, moving from 71% wrong track / 24% right direction at the beginning of July to 61% wrong track / 33% right direction this month. That's a net 19-point movement.
- The overall **political environment remains tight**. A generic Republican increased +1 to an R+2 advantage. However, this continued slight lead is built on a growing number of voters saying "Probably Republican" (from 8% in Aug to 10% in early Oct). Comparatively a generic Democrat has added 1 point to "Definitely Democrat" in that same time.
  - Voters **undecided** on the generic congressional ballot are **heavily female**. They are much younger than voters as a whole and more likely to be moderate and Independent. These undecided voters are **least likely to be reached on cable**, instead heavily consuming their news **online and on social**.
- Despite the continued glowing mainstream media coverage and advertising advantage for **Harris**, she **remains only slightly ahead of Trump** on both the full (Trump 45 – Harris 47) and head-to-head ballots (Trump 47 – Harris 50) – though she has grown her ballot share every month since entering the race compared to Trump's steady ballot share.
  - Harris' slightly increased margins are driven mostly by younger women and some Republicans moving her way since last month.
  - Independents and college-educated men shifted in Trump's direction.

Insights & Analysis

- The margin of who voters ***believe* will win the election** (Harris 45 – Trump 42) is **reflective of the margin on the presidential ballot.**
  - Belief in Trump is weaker among Republicans (Trump 80 – Harris 11) than belief in Harris among Democrats (Trump 5 – Harris 83). Independents believe Harris will win +8 despite being only Harris +3 on the ballot.
  - In contrast to the relative confidence in a Harris victory, **a plurality of voters believe their neighbors are voting for Trump** (44%) compared to 32% for Harris. A quarter are unsure who their neighbors are voting for. Rural voters (Trump 59 – Harris 13) are most sure of their neighbors supporting Trump, Suburban voters (Trump 43 – Harris 32) slightly less so, and urban voters (Trump 19 – Harris 59) are more confident in their neighbors voting for Harris.
- **Women under the age of 55** are voting for Harris by +22 and believe by +20 Harris will win the election, but they have a very different view of who their **neighbors are supporting, saying Trump+2**.
  - 69% of Trump 2020 voters believe their neighbors are voting for Trump, while only 54% of Biden 2020 voters believe their neighbors are voting for Harris (and 21% believe their neighbors are voting for Trump).
- **Harris** continues to be viewed **more positively than Trump**, and both candidates had their images marginally improve from last month (Harris +1 fav, -1 unfav // Trump +1 fav, -1 unfav).
  - Notably, under the hood, Harris' image among **Independents net shifted -10 points**, going from a **+6 net favorability to -4**. Trump's image among the same group shifted +13 points, but he remains 21 points underwater with them.
- After the VP debate, **Walz's image remains generally consistent** (+2 fav, +3 unfav), while **Vance's image had serious positive movement** from 40% very unfavorable and 22% very favorable (-18 net very unfav) to 36% very unfavorable and 32% very favorable (only -4 net very unfav).

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Insights & Analysis

- Vance's image improved across the board, notably with **urban voters** (+19 net fav shift) and **Independents** (+26 net fav shift). Among the same groups, **Walz's image dipped** -8 net fav and -12 net fav, respectively.

- A third of Americans believe there should be full Republican control of Washington, and another third believe there should be full control Democratic of Washington.
  - 12% want to see a Republican president and split control of Congress.
  - 14% want to see a Democrat president and split control of Congress.
  - Republicans are slightly more inclined to favor a mix of power than Democrats, including **5% of Republicans who want a Democratic president and split control of Congress** compared to only 1% of Democrats who want to see a Republican president and split control of Congress.
- Voters are divided on **whether Trump** (48%) **or Harris'** (49%) **policies are better for them**. Independents and men shifted more toward wanting Trump's policies since September.
- Only a third of Republicans believe Harris is "fully responsible" for the policies of the Biden-Harris Administration, while 51% believe she is either "mostly" or "somewhat responsible".
  - Independents believe she is only 25% "somewhat" and 24% "slightly responsible".
- A majority of voters (58%) typically decide their preferred candidate for Congress in a presidential election year **more than a month before Election Day**. Independents are slightly more inclined to decide a few weeks before (18%).
  - Nearly a fifth of voters under 55 and urban voters **wait until Election Day**, and that number increases to over a quarter of Black, Hispanic, and lower-propensity voters.

Insights & Analysis

- How **voters are consuming news** is changing as the election draws closer.
  - Black voters are paying much more attention to X while news consumption on Facebook among Hispanics doubled. YouTube also grew significantly among non-white voters.
  - **Cable news** as a source is **down** across-the-board.
  - National broadcast is also down except for newly registered voters.
  - **Trump is doing better across all news source mediums compared to how voters in each medium voted in 2020**.
- In a surprising turn of events, nearly half of Americans believe pineapple belongs on pizza. Democrats lean more strongly “yes” while older men are the most repulsed by this yellow fruit on their pizza pie.
  - **Lower-propensity voters** are much more likely to believe **pineapple on pizza** is ok compared to those who have voted more often.
- **Independent voters are more likely to listen to rock music** (59%) compared to Republicans (46%) or Democrats (46%).
  - **Lower-propensity voters** are more likely to listen to **rap/hip-hop and pop** compared to those who vote more regularly.
  - Older female voters drive country music.
  - Black voters and Republicans drive the listenership of Christian music.
  - **College-educated voters** are two-times more likely to listen to **classical music** than those without a college degree.
  - **Half of Trump 2020 voters listen to country music** compared to only a quarter of Biden 2020 voters.

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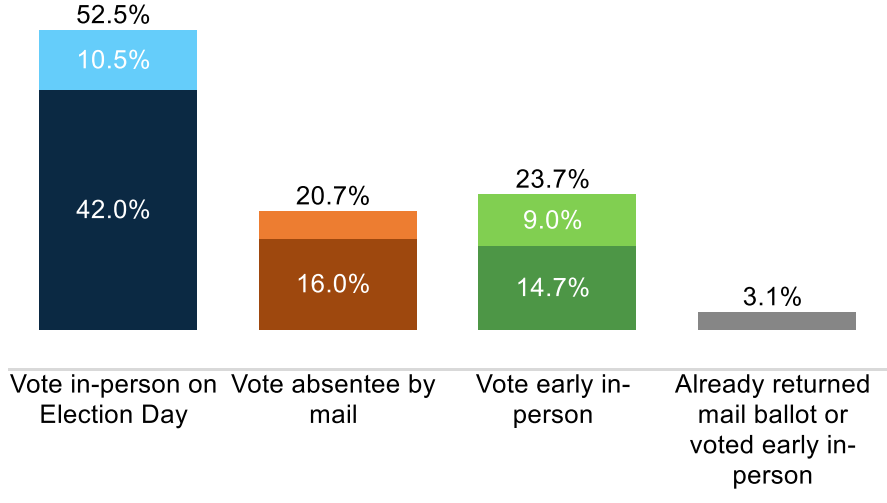
Insights & Analysis

- The consensus is that the **Christmas seasons official begins** in late November (36%) or early December (27%) – it's something **voters of all political stripes can agree** upon.
- Segmentation analysis via machine learning identified five electoral groups: ***GOP Base*** (35%), ***Lean GOP*** (10%), ***Persuadables*** (7%), ***Lean Dem*** (17%), and ***Dem Base*** (31%).
  - The ***Lean GOP*** segment is more moderate, younger, less educated, lower income, and less religious than the *GOP Base* segment. These voters are also more likely think the Republican Party is more extreme than the *GOP Base* segment, and they are focused on inflation above all else.
  - The ***Persuadable*** segment is **most focused on inflation and the economy over any other segment**. They lean for the generic Republican and Trump, and three quarters believe Trump's policies are better for them. They are the most female-leaning, moderate, rural, and Midwest-centered segment.
  - The ***Lean Dem*** segment skews female, younger, liberal, lower income, likely to be single, and less educated than the *Dem Base* segment. A distinct difference between the *Lean Dem* segment and the *Dem Base* segment is that the *Lean Dem* segment is focused on inflation and the economy, whereas the *Dem Base* segment's top issue is threats to democracy.

Vote Method



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	71%	74%	72%	74%	75%	72%	72%	74%	74%	72%	72%	75%	71%	72%	73%	73%	65%	72%	76%	69%	67%	76%	59%	67%	69%	76%	72%	50%	68%	67%	74%	77%
Probably vote	26%	23%	25%	23%	22%	25%	25%	23%	22%	25%	24%	23%	26%	24%	24%	23%	33%	27%	22%	27%	28%	22%	37%	31%	30%	22%	24%	50%	28%	31%	24%	19%
Vote in-person on Election Day	55%	43%	62%	48%	54%	57%	54%	44%	53%	48%	59%	61%	52%	44%	54%	48%	52%	59%	50%	51%	58%	54%	49%	47%	47%	61%	44%	55%	53%	69%	55%	47%
Vote absentee by mail	17%	26%	18%	22%	20%	20%	17%	29%	17%	24%	19%	13%	22%	28%	21%	21%	18%	15%	20%	23%	22%	19%	21%	25%	25%	13%	27%	20%	19%	15%	18%	24%
Vote early in-person	25%	26%	17%	27%	23%	20%	26%	24%	26%	26%	18%	24%	23%	25%	22%	27%	28%	24%	28%	22%	16%	25%	27%	27%	27%	24%	25%	25%	23%	14%	25%	27%
Definitely vote in-person on Election Day	44%	36%	48%	39%	44%	44%	44%	36%	45%	38%	47%	49%	41%	36%	43%	38%	43%	46%	41%	41%	44%	44%	30%	35%	34%	50%	35%	34%	39%	52%	43%	40%
Probably vote in-person on Election Day	11%	8%	14%	9%	11%	12%	10%	8%	8%	11%	13%	12%	11%	8%	11%	10%	10%	13%	9%	11%	14%	10%	19%	12%	13%	11%	9%	21%	14%	16%	12%	7%
Definitely vote absentee by mail	13%	21%	13%	18%	15%	15%	14%	22%	14%	18%	14%	10%	16%	22%	17%	18%	11%	12%	16%	18%	15%	15%	14%	16%	17%	11%	21%	3%	17%	9%	14%	20%
Probably vote absentee by mail	4%	6%	6%	3%	5%	5%	4%	7%	4%	6%	4%	3%	5%	6%	5%	4%	7%	4%	4%	6%	7%	3%	6%	8%	8%	3%	6%	17%	2%	6%	4%	4%
Definitely vote early in-person	14%	17%	12%	17%	17%	12%	14%	16%	15%	17%	11%	16%	13%	14%	14%	18%	11%	14%	19%	11%	9%	17%	15%	16%	18%	15%	15%	12%	12%	6%	17%	18%
Probably vote early in-person	11%	9%	6%	10%	7%	8%	11%	8%	11%	9%	7%	8%	9%	11%	8%	9%	16%	10%	9%	11%	7%	8%	12%	11%	9%	9%	10%	12%	11%	8%	8%	9%
Already returned mail ballot or voted early in-person	3%	4%	3%	3%	3%	3%	3%	3%	4%	2%	4%	2%	3%	4%	3%	4%	2%	1%	2%	3%	4%	2%	4%	1%	1%	2%	4%	0%	5%	3%	2%	3%

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

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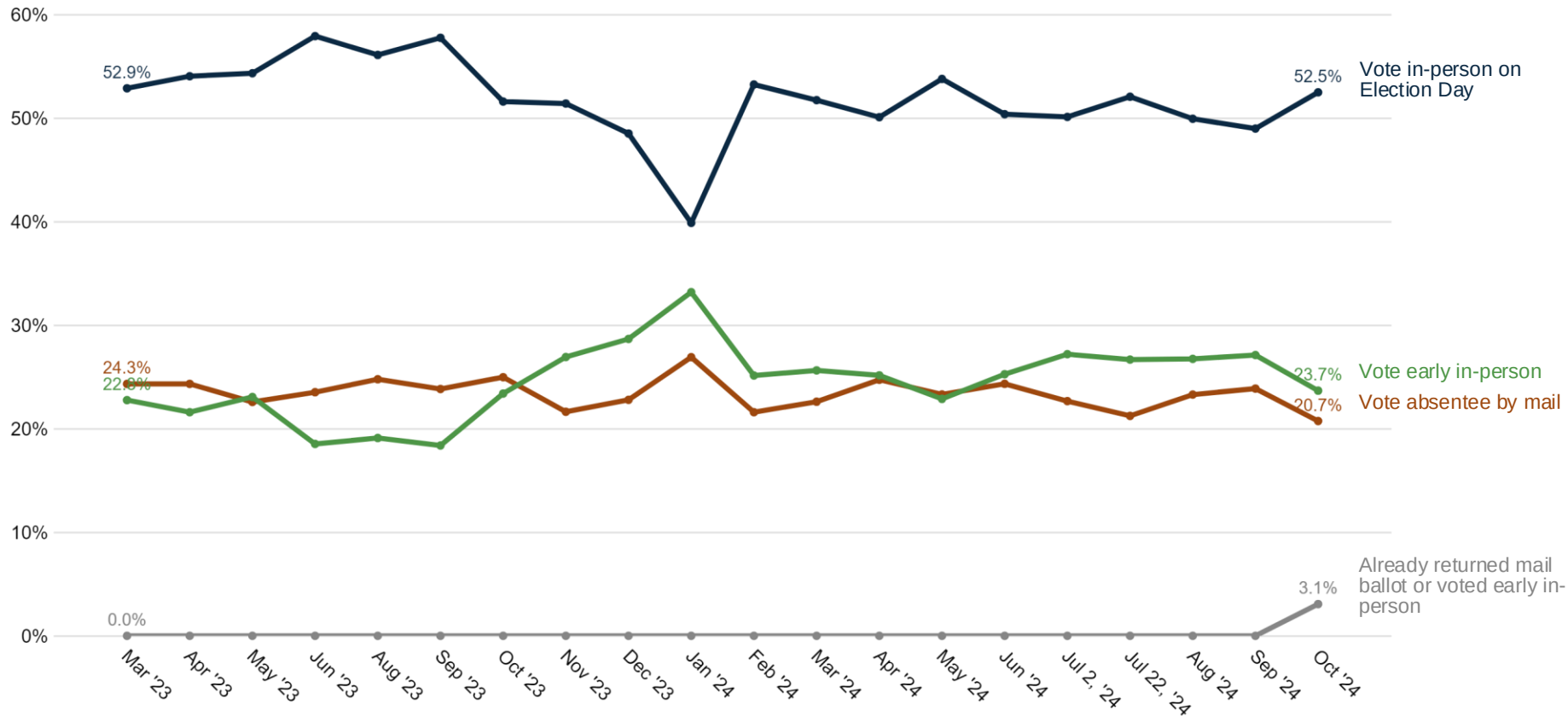
Trend: Vote Method



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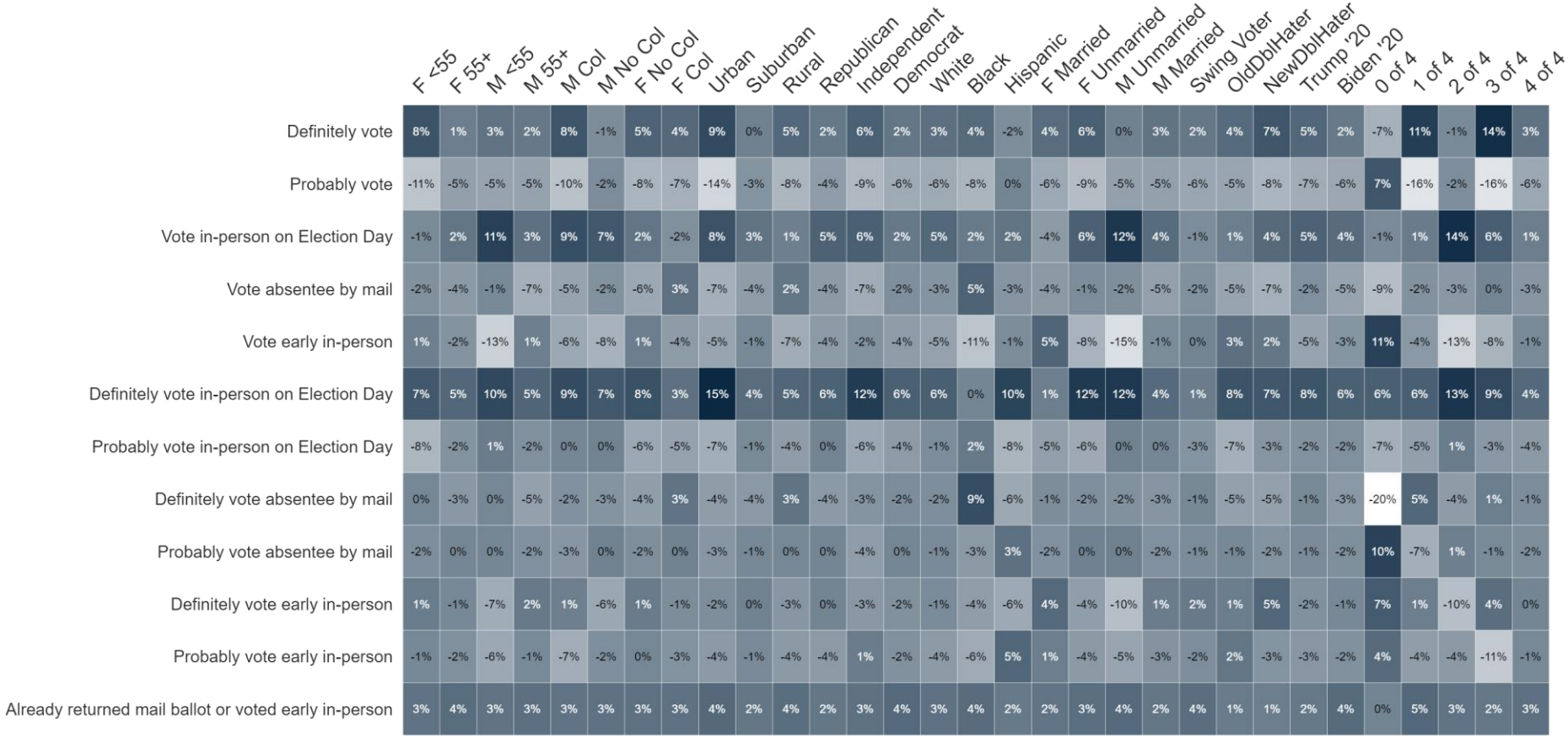
Percent Change: Vote Method (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	8%	1%	3%	2%	8%	-1%	5%	4%	9%	0%	5%	2%	6%	2%	3%	4%	-2%	4%	6%	0%	3%	2%	4%	7%	5%	2%	-7%	11%	-1%	14%	3%
Probably vote	-11%	-5%	-5%	-5%	-10%	-2%	-8%	-7%	-14%	-3%	-8%	-4%	-9%	-6%	-6%	-8%	0%	-6%	-9%	-5%	-5%	-6%	-5%	-8%	-7%	-6%	7%	-16%	-2%	-16%	-6%
Vote in-person on Election Day	-1%	2%	11%	3%	9%	7%	2%	-2%	8%	3%	1%	5%	6%	2%	5%	2%	2%	-4%	6%	12%	4%	-1%	1%	4%	5%	4%	-1%	1%	14%	6%	1%
Vote absentee by mail	-2%	-4%	-1%	-7%	-5%	-2%	-6%	3%	-7%	-4%	2%	-4%	-7%	-2%	-3%	5%	-3%	-4%	-1%	-2%	-5%	-2%	-5%	-7%	-2%	-5%	-9%	-2%	-3%	0%	-3%
Vote early in-person	1%	-2%	-13%	1%	-6%	-8%	1%	-4%	-5%	-1%	-7%	-4%	-2%	-4%	-5%	-11%	-1%	5%	-8%	-15%	-1%	0%	3%	2%	-5%	-3%	11%	-4%	-13%	-8%	-1%
Definitely vote in-person on Election Day	7%	5%	10%	5%	9%	7%	8%	3%	15%	4%	5%	6%	12%	6%	6%	0%	10%	1%	12%	12%	4%	1%	8%	7%	8%	6%	6%	6%	13%	9%	4%
Probably vote in-person on Election Day	-8%	-2%	1%	-2%	0%	0%	-6%	-5%	-7%	-1%	-4%	0%	-6%	-4%	-1%	2%	-8%	-5%	-6%	0%	0%	-3%	-7%	-3%	-2%	-2%	-7%	-5%	1%	-3%	-4%
Definitely vote absentee by mail	0%	-3%	0%	-5%	-2%	-3%	-4%	3%	-4%	-4%	3%	-4%	-3%	-2%	-2%	9%	-6%	-1%	-2%	-2%	-3%	-1%	-5%	-5%	-1%	-3%	-20%	5%	-4%	1%	-1%
Probably vote absentee by mail	-2%	0%	0%	-2%	-3%	0%	-2%	0%	-3%	-1%	0%	0%	-4%	0%	-1%	-3%	3%	-2%	0%	0%	-2%	-1%	-1%	-2%	-1%	-2%	10%	-7%	1%	-1%	-2%
Definitely vote early in-person	1%	-1%	-7%	2%	1%	-6%	1%	-1%	-2%	0%	-3%	0%	-3%	-2%	-1%	-4%	-6%	4%	-4%	-10%	1%	2%	1%	5%	-2%	-1%	7%	1%	-10%	4%	0%
Probably vote early in-person	-1%	-2%	-6%	-1%	-7%	-2%	0%	-3%	-4%	-1%	-4%	-4%	1%	-2%	-4%	-6%	5%	1%	-4%	-5%	-3%	-2%	2%	-3%	-3%	-2%	4%	-4%	-4%	-11%	-1%
Already returned mail ballot or voted early in-person	3%	4%	3%	3%	3%	3%	3%	3%	4%	2%	4%	2%	3%	4%	3%	4%	2%	2%	3%	4%	2%	4%	1%	1%	2%	4%	0%	5%	3%	2%	3%

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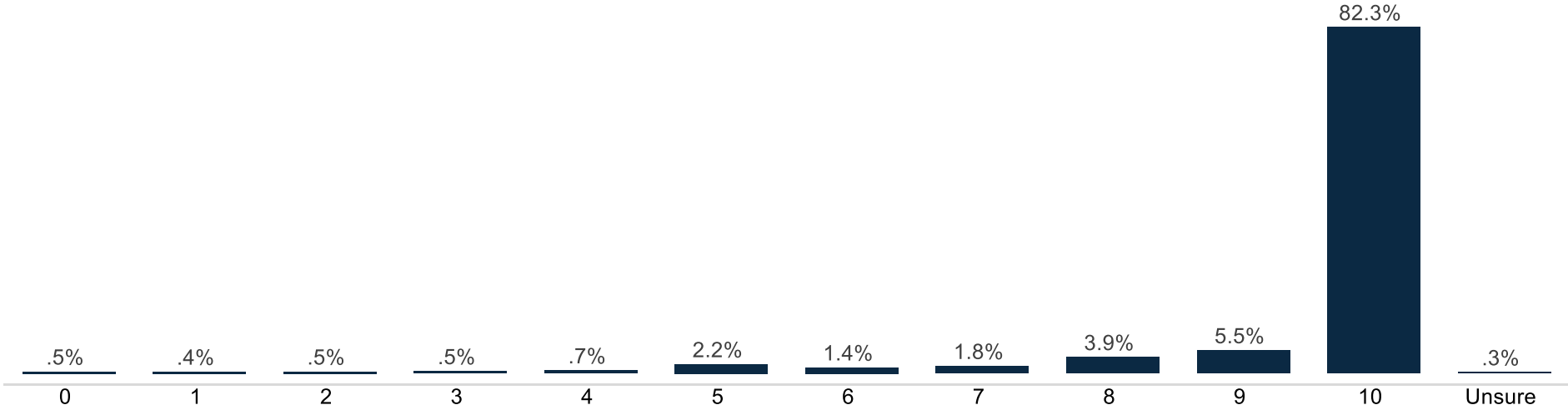
Election Determination



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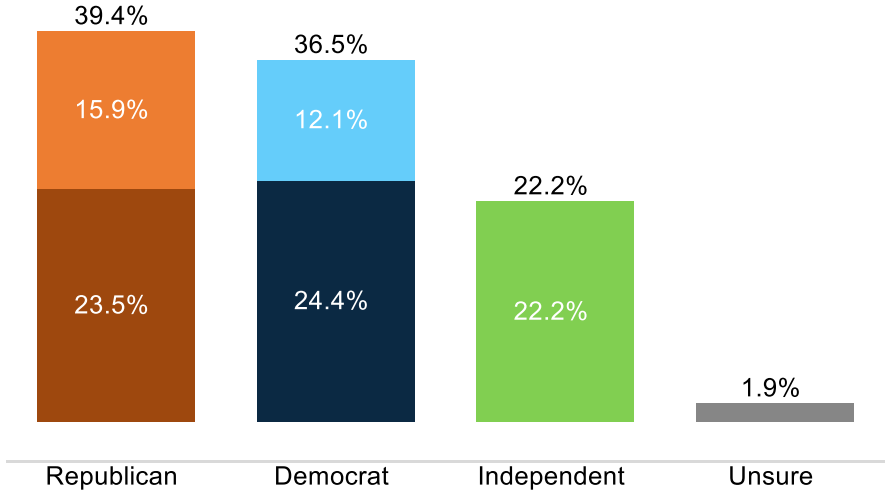
Low-Interest	8%	2%	6%	2%	5%	4%	7%	2%	5%	4%	6%	6%	5%	3%	3%	10%	10%	7%	3%	8%	8%	2%	14%	9%	11%	4%	4%	27%	13%	4%	7%	2%
Mid-Interest	16%	5%	21%	6%	13%	16%	13%	8%	14%	13%	11%	10%	14%	14%	11%	23%	19%	16%	11%	12%	22%	10%	27%	19%	26%	9%	13%	35%	32%	15%	18%	6%
High-Interest	76%	93%	72%	92%	81%	80%	80%	90%	81%	83%	83%	84%	80%	83%	86%	67%	71%	77%	87%	80%	70%	87%	59%	71%	62%	86%	83%	38%	54%	81%	74%	93%
0	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	0%	2%	2%	1%	0%	0%	2%	0%	2%	1%	0%	0%	1%	2%	0%	2%	0%	0%
1	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	5%	0%	0%	1%	0%
2	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	2%	0%	0%	0%	2%	1%	0%	1%	1%	0%	2%	2%	3%	0%	0%	3%	0%	0%	1%	0%
3	2%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	4%	0%	0%	0%
4	2%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	2%	0%	0%	1%	4%	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%	4%	3%	0%	2%	0%
5	3%	2%	3%	1%	2%	2%	3%	0%	3%	2%	3%	3%	1%	1%	2%	4%	3%	3%	1%	4%	4%	1%	5%	4%	6%	2%	1%	14%	6%	1%	4%	1%
6	2%	1%	2%	1%	0%	3%	2%	1%	1%	1%	2%	1%	3%	1%	1%	4%	4%	1%	1%	2%	4%	0%	4%	3%	3%	1%	1%	10%	5%	1%	1%	0%
7	3%	1%	3%	0%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	4%	1%	2%	2%	2%	3%	1%	2%	3%	3%	2%	2%	5%	7%	1%	4%	0%
8	6%	1%	5%	2%	5%	3%	5%	3%	6%	4%	2%	2%	4%	5%	4%	6%	7%	6%	3%	5%	4%	4%	7%	5%	6%	3%	5%	7%	12%	4%	5%	2%
9	5%	2%	11%	3%	7%	8%	4%	3%	4%	6%	5%	5%	6%	5%	5%	10%	7%	7%	5%	3%	11%	6%	13%	8%	14%	4%	6%	12%	8%	9%	9%	3%
10	76%	93%	72%	92%	81%	80%	80%	90%	81%	83%	83%	84%	80%	83%	86%	67%	71%	77%	87%	80%	70%	87%	59%	71%	62%	86%	83%	38%	54%	81%	74%	93%
Unsure	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%

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?

CYGNAL

Partisanship by Response



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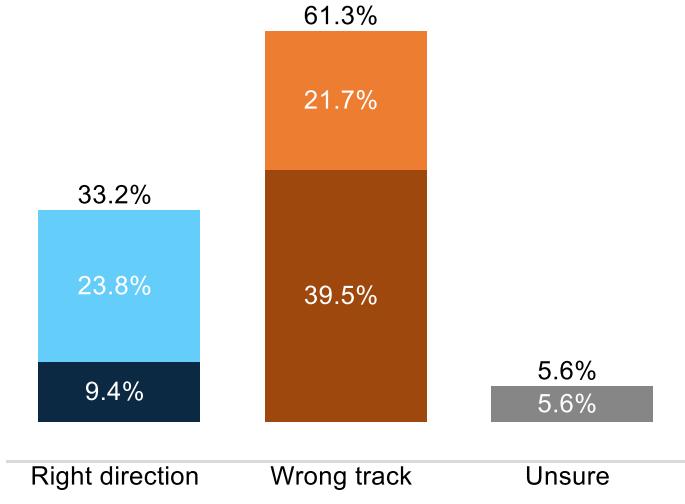
Republican	30%	42%	41%	48%	39%	47%	40%	30%	30%	38%	49%	45%	20%	29%	39%	43%	28%	43%	45%	31%	25%	33%	77%	6%	43%	29%	38%	43%	41%
Independent	23%	14%	27%	25%	25%	27%	19%	18%	19%	23%	24%	22%	15%	23%	24%	18%	19%	27%	25%	41%	39%	48%	19%	22%	24%	19%	23%	23%	22%
Democrat	45%	40%	32%	26%	35%	25%	38%	51%	50%	37%	26%	32%	62%	47%	36%	37%	50%	30%	30%	22%	34%	16%	2%	71%	28%	50%	37%	32%	35%
Strongly Republican	17%	28%	22%	30%	20%	30%	25%	17%	20%	22%	29%	27%	10%	15%	21%	27%	17%	27%	25%	7%	6%	8%	50%	2%	24%	16%	20%	24%	26%
Mostly Republican	14%	14%	19%	18%	20%	17%	15%	13%	9%	17%	20%	18%	10%	14%	18%	17%	11%	16%	20%	25%	19%	25%	27%	4%	19%	13%	18%	20%	15%
Mostly Democratic	14%	13%	12%	10%	12%	10%	10%	18%	12%	13%	10%	12%	10%	17%	11%	13%	14%	13%	10%	13%	15%	6%	1%	24%	10%	12%	14%	13%	12%
Strongly Democratic	31%	27%	20%	17%	23%	16%	28%	32%	37%	23%	16%	19%	52%	30%	26%	24%	36%	17%	20%	9%	20%	10%	1%	48%	18%	38%	23%	19%	24%
Unsure	2%	4%	1%	1%	0%	1%	3%	2%	2%	2%	1%	2%	3%	1%	1%	2%	3%	0%	0%	6%	2%	3%	2%	0%	5%	2%	2%	2%	1%

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

CYGNAL

US Direction

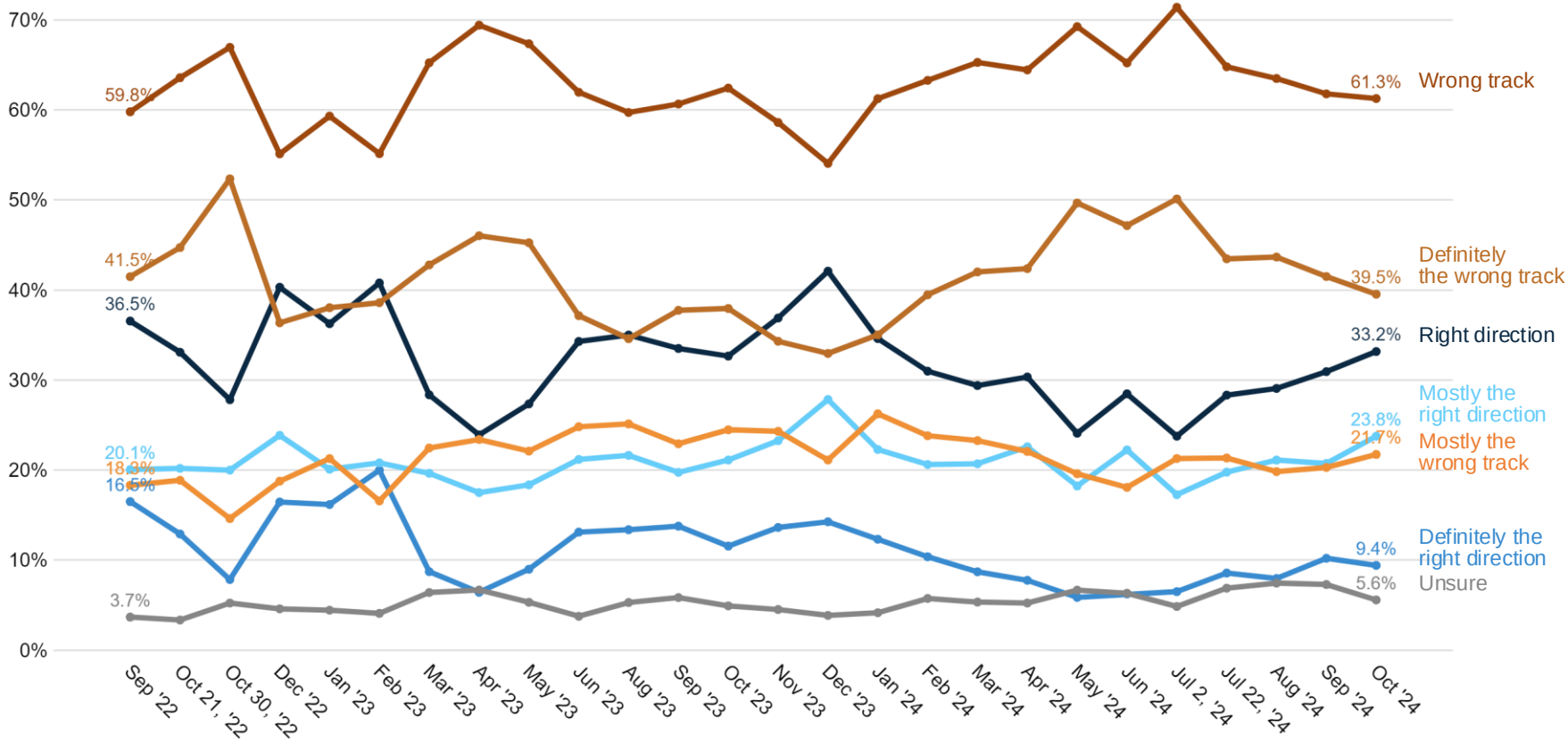


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	30%	33%	39%	31%	40%	31%	28%	36%	47%	33%	23%	11%	29%	61%	31%	56%	29%	37%	30%	33%	35%	36%	29%	21%	16%	7%	58%	29%	46%	30%	26%	34%
Wrong track	61%	61%	57%	67%	57%	66%	66%	53%	49%	61%	71%	88%	63%	31%	64%	41%	61%	59%	64%	58%	62%	62%	62%	73%	80%	91%	34%	60%	50%	65%	66%	61%
Definitely the right direction	8%	9%	14%	6%	13%	8%	8%	9%	18%	7%	6%	3%	5%	19%	8%	19%	12%	13%	7%	10%	11%	11%	5%	2%	1%	2%	17%	10%	16%	11%	8%	8%
Mostly the right direction	22%	24%	24%	25%	27%	23%	20%	27%	28%	26%	17%	8%	23%	42%	23%	37%	17%	24%	23%	23%	23%	25%	24%	19%	14%	5%	42%	20%	30%	19%	18%	25%
Mostly the wrong track	28%	16%	25%	15%	20%	22%	24%	20%	22%	22%	21%	19%	25%	23%	20%	25%	35%	22%	21%	25%	29%	16%	37%	42%	42%	17%	24%	40%	28%	30%	24%	17%
Definitely the wrong track	33%	45%	32%	52%	37%	44%	42%	33%	27%	39%	50%	69%	39%	8%	44%	17%	26%	36%	43%	34%	33%	45%	24%	31%	38%	74%	10%	20%	23%	36%	42%	45%
Unsure	9%	6%	4%	1%	3%	3%	6%	11%	4%	6%	6%	1%	8%	8%	5%	3%	10%	5%	6%	8%	3%	2%	9%	6%	4%	2%	8%	11%	4%	5%	7%	5%

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

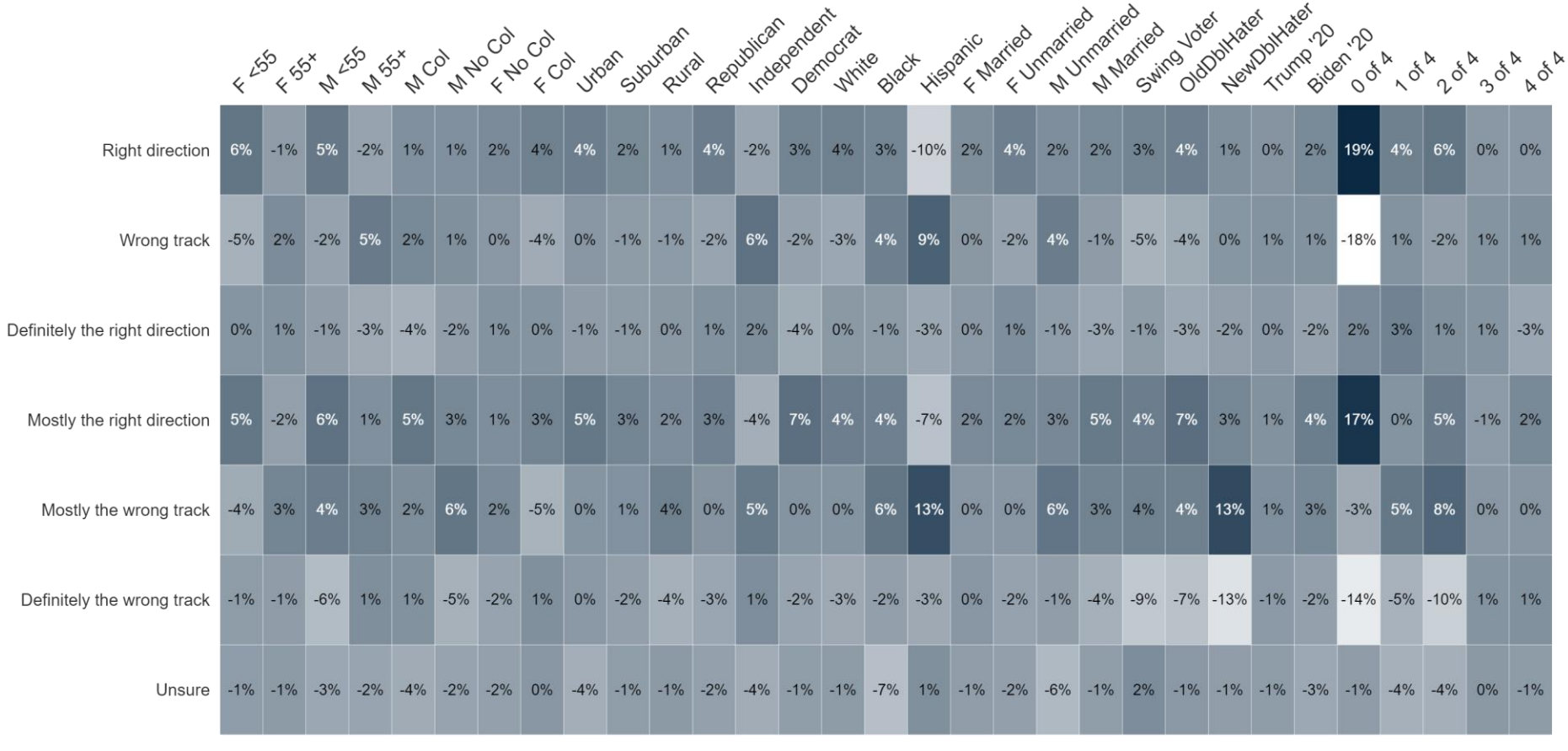
CYGNAL

Trend: US Direction



CYGNAL

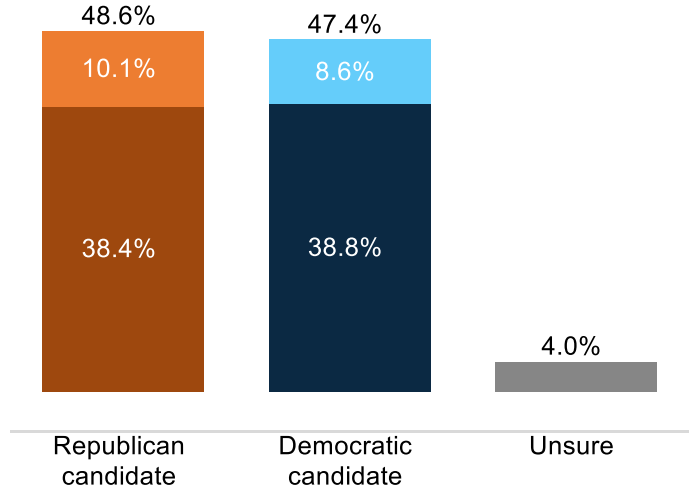
Percent Change: US Direction (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	6%	-1%	5%	-2%	1%	1%	2%	4%	4%	2%	1%	4%	-2%	3%	4%	3%	-10%	2%	4%	2%	2%	3%	4%	1%	0%	2%	19%	4%	6%	0%	0%
Wrong track	-5%	2%	-2%	5%	2%	1%	0%	-4%	0%	-1%	-1%	-2%	6%	-2%	-3%	4%	9%	0%	-2%	4%	-1%	-5%	-4%	0%	1%	1%	-18%	1%	-2%	1%	1%
Definitely the right direction	0%	1%	-1%	-3%	-4%	-2%	1%	0%	-1%	-1%	0%	1%	2%	-4%	0%	-1%	-3%	0%	1%	-1%	-3%	-1%	-3%	-2%	0%	-2%	2%	3%	1%	1%	-3%
Mostly the right direction	5%	-2%	6%	1%	5%	3%	1%	3%	5%	3%	2%	3%	-4%	7%	4%	4%	-7%	2%	2%	3%	5%	4%	7%	3%	1%	4%	17%	0%	5%	-1%	2%
Mostly the wrong track	-4%	3%	4%	3%	2%	6%	2%	-5%	0%	1%	4%	0%	5%	0%	0%	6%	13%	0%	0%	6%	3%	4%	4%	13%	1%	3%	-3%	5%	8%	0%	0%
Definitely the wrong track	-1%	-1%	-6%	1%	1%	-5%	-2%	1%	0%	-2%	-4%	-3%	1%	-2%	-3%	-2%	-3%	0%	-2%	-1%	-4%	-9%	-7%	-13%	-1%	-2%	-14%	-5%	-10%	1%	1%
Unsure	-1%	-1%	-3%	-2%	-4%	-2%	-2%	0%	-4%	-1%	-1%	-2%	-4%	-1%	-1%	-7%	1%	-1%	-2%	-6%	-1%	2%	-1%	-1%	-1%	-3%	-1%	-4%	-4%	0%	-1%

CYGNAL

Generic Ballot

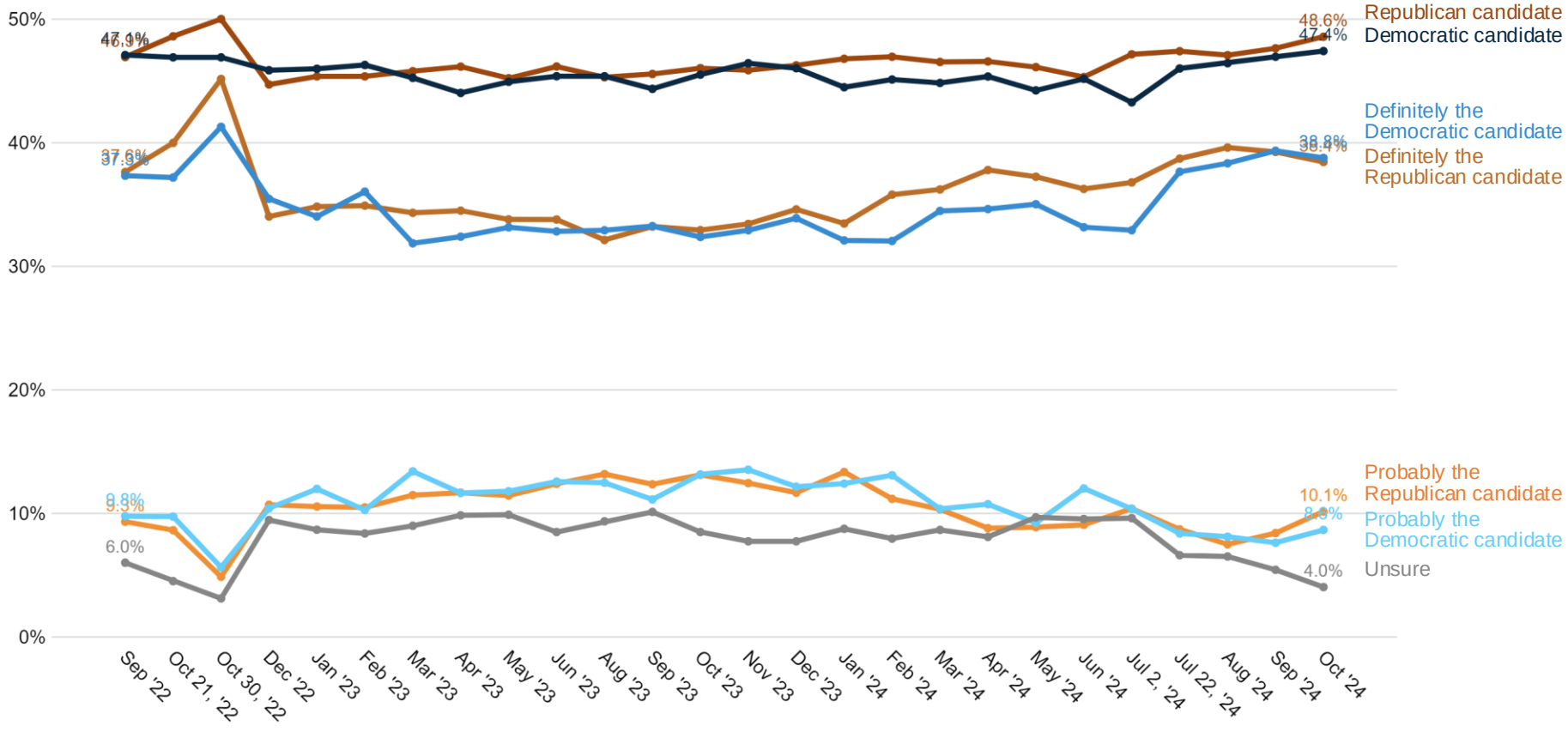


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	40%	47%	52%	58%	47%	62%	50%	33%	36%	48%	60%	94%	43%	3%	52%	28%	39%	49%	50%	37%	54%	56%	44%	32%	48%	94%	8%	55%	43%	48%	53%	49%
Democratic candidate	53%	49%	44%	40%	50%	37%	45%	62%	61%	48%	35%	5%	47%	95%	44%	70%	55%	45%	45%	59%	43%	42%	38%	53%	31%	4%	89%	38%	54%	47%	44%	48%
Definitely the Republican candidate	29%	42%	37%	49%	37%	47%	40%	28%	25%	39%	48%	79%	28%	2%	43%	14%	24%	35%	42%	28%	39%	45%	0%	13%	21%	80%	3%	38%	24%	34%	45%	42%
Probably the Republican candidate	11%	5%	15%	9%	10%	15%	10%	5%	11%	8%	13%	15%	16%	1%	9%	14%	15%	14%	9%	8%	15%	11%	44%	18%	27%	14%	5%	17%	18%	14%	8%	7%
Probably the Democratic candidate	10%	6%	11%	7%	10%	8%	8%	8%	11%	9%	6%	2%	17%	11%	7%	13%	16%	10%	8%	9%	11%	8%	38%	19%	16%	2%	13%	15%	16%	9%	7%	7%
Definitely the Democratic candidate	43%	43%	34%	33%	40%	28%	37%	54%	49%	39%	30%	3%	30%	84%	37%	58%	39%	35%	38%	50%	32%	34%	0%	34%	15%	2%	76%	23%	38%	38%	37%	41%
Unsure	7%	3%	4%	1%	4%	2%	4%	5%	3%	4%	4%	1%	10%	1%	4%	1%	6%	5%	5%	4%	3%	2%	18%	16%	21%	2%	3%	7%	3%	5%	2%	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?

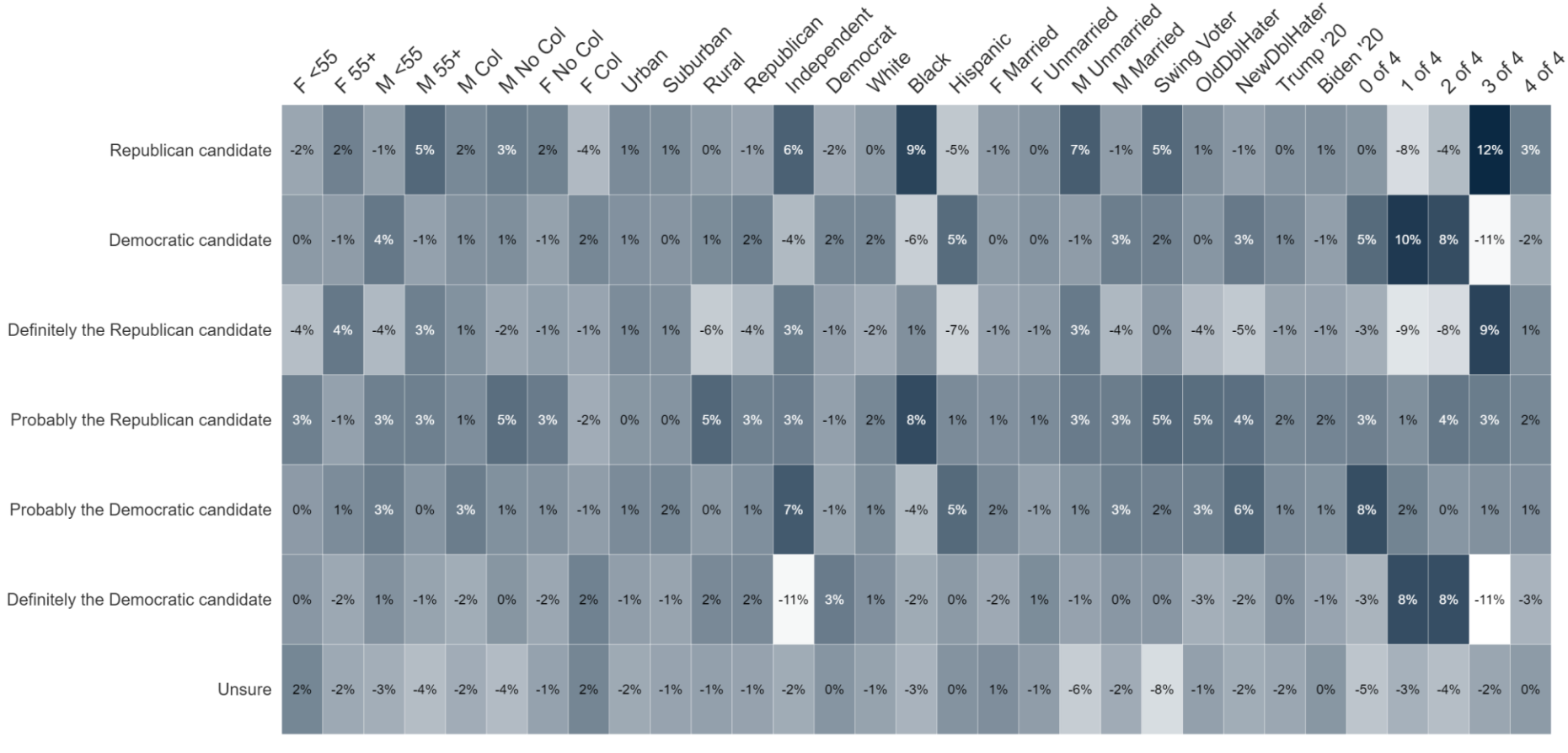
CYGNAL

Trend: Generic Ballot



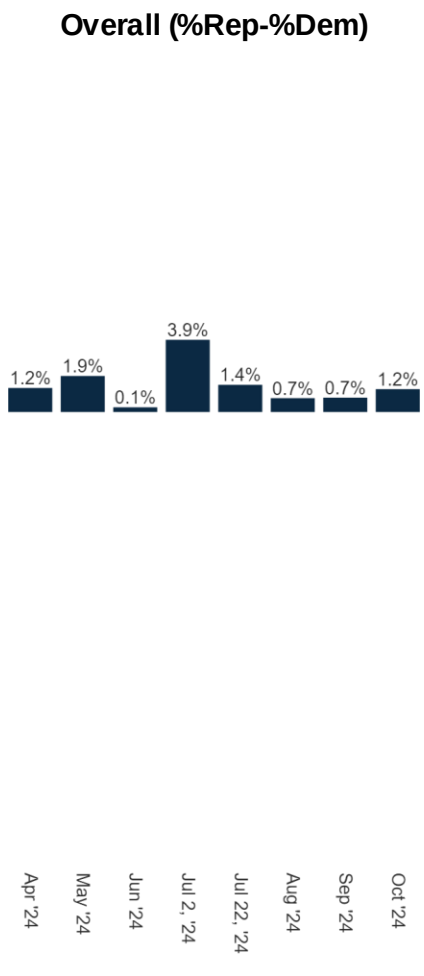
CYGNAL

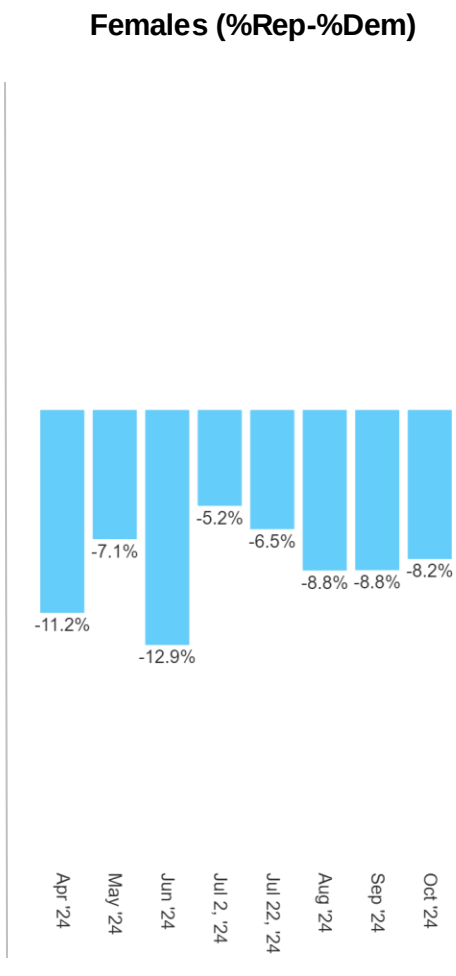
Percent Change: Generic Ballot (Sep '24 to Oct '24)

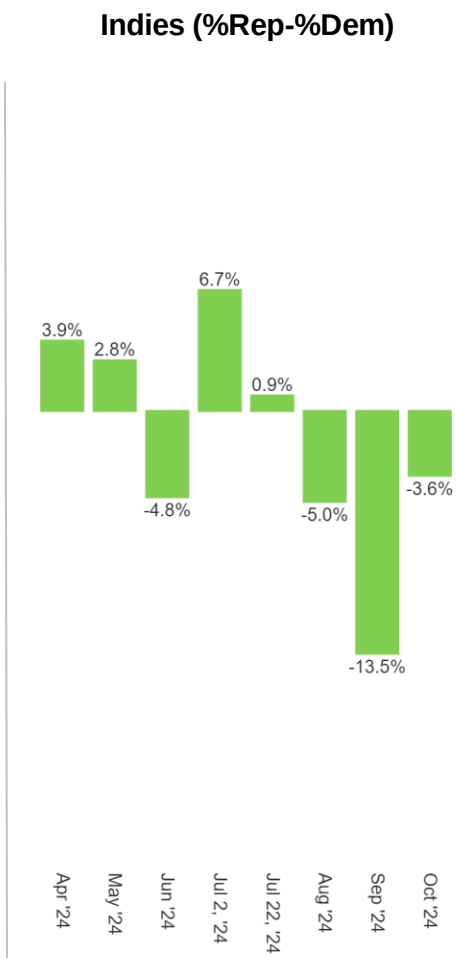


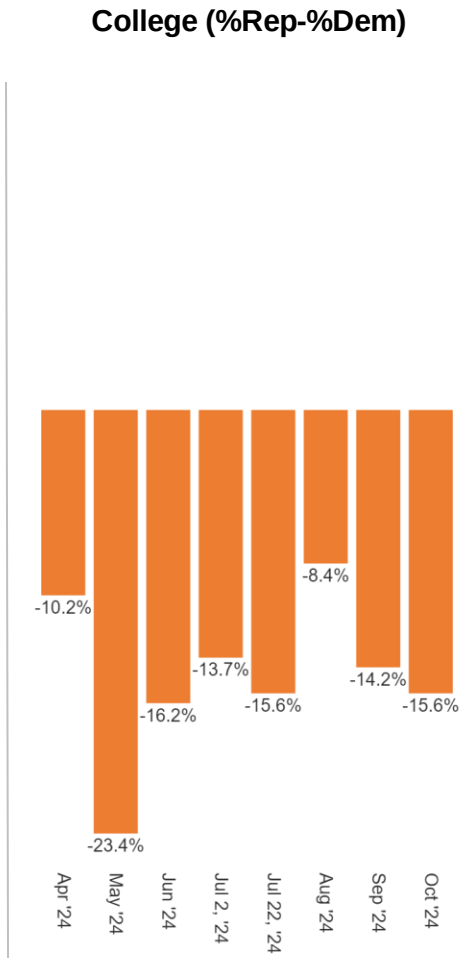
CYGNAL

Generic Ballot Movement



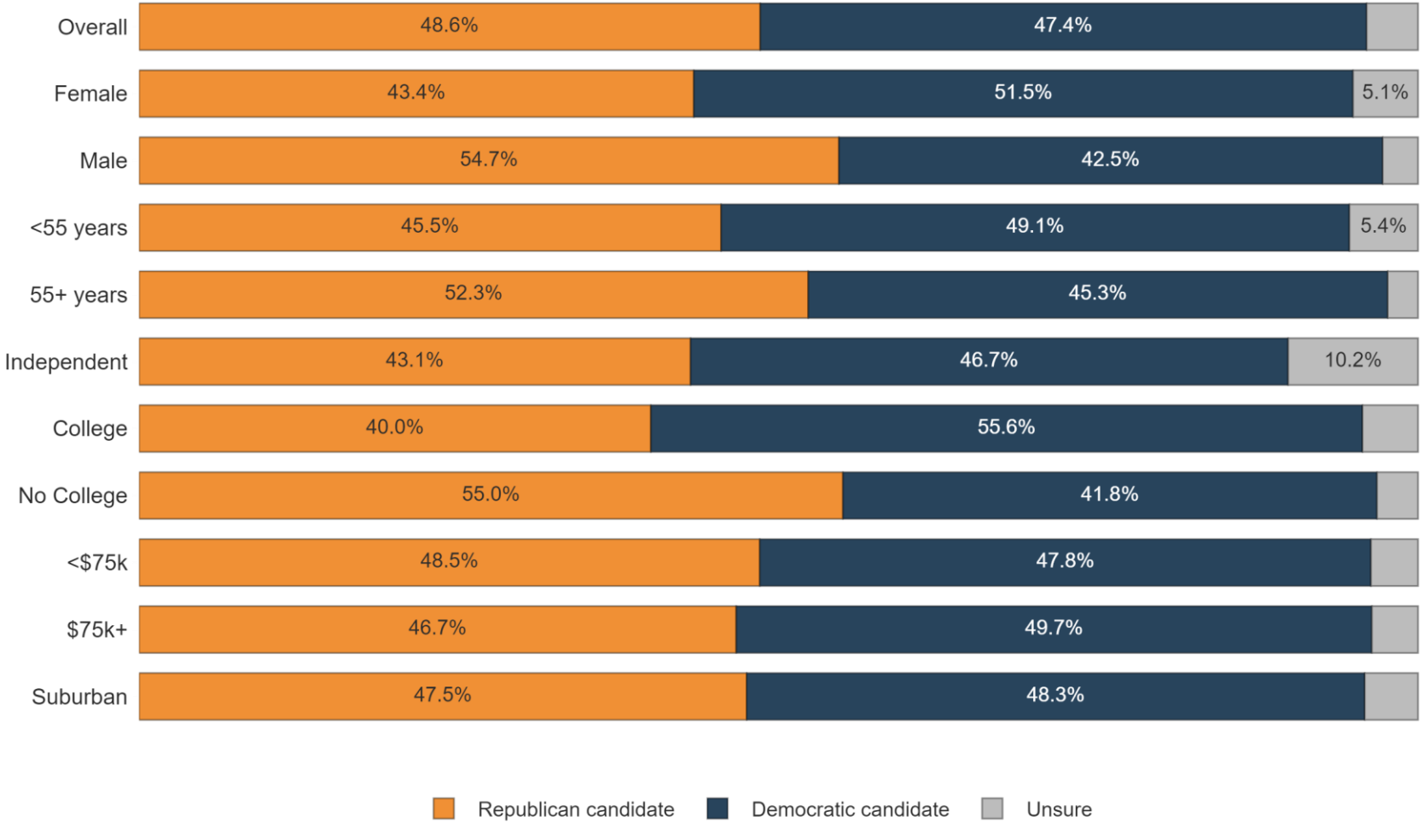






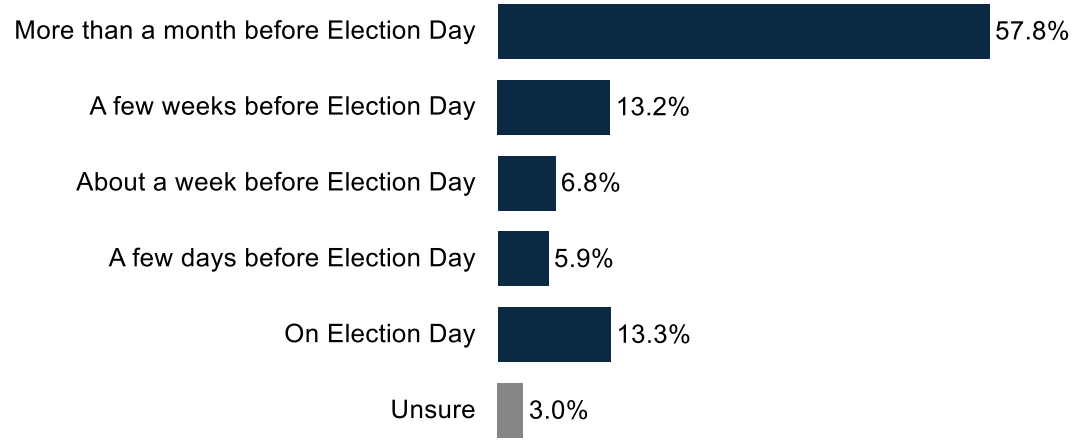
CYGNAL

Generic Ballot by Key Voter Groups



CYGNAL

Vote Decision Timeline

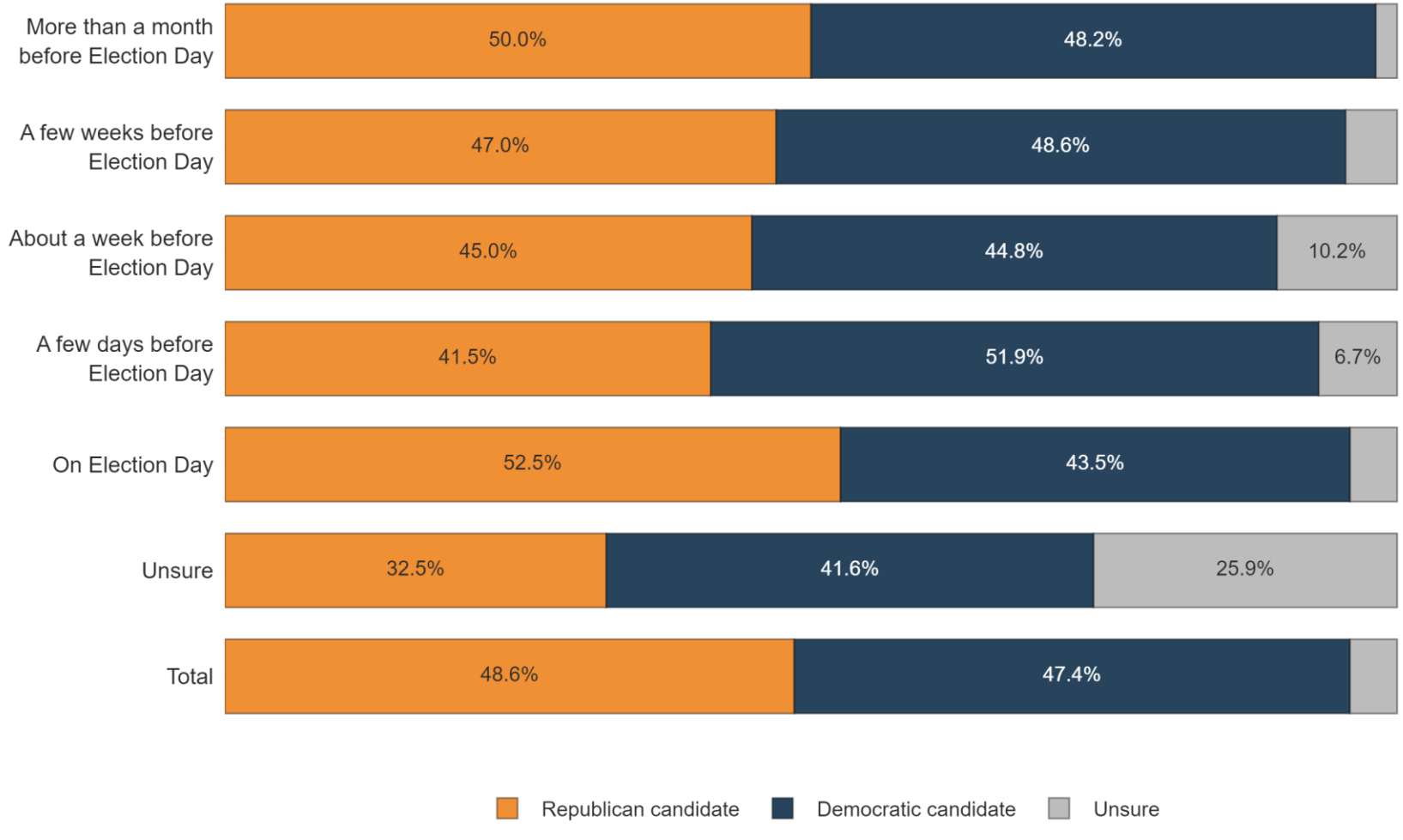


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
More than a month before Election Day	47%	72%	45%	72%	63%	52%	53%	67%	47%	61%	60%	61%	52%	59%	65%	35%	44%	47%	63%	55%	46%	63%	28%	40%	36%	62%	58%	31%	28%	54%	54%	68%
A few weeks before Election Day	15%	11%	15%	12%	14%	13%	13%	13%	13%	12%	16%	13%	18%	11%	14%	15%	9%	15%	14%	13%	16%	12%	22%	17%	16%	11%	15%	14%	17%	12%	16%	12%
About a week before Election Day	8%	5%	10%	4%	6%	8%	6%	8%	8%	7%	5%	5%	10%	6%	5%	11%	9%	10%	7%	7%	8%	7%	15%	13%	15%	6%	7%	16%	11%	6%	8%	5%
A few days before Election Day	7%	3%	10%	3%	5%	9%	6%	4%	6%	7%	5%	6%	7%	6%	5%	11%	10%	9%	5%	5%	11%	5%	13%	13%	11%	6%	5%	8%	17%	6%	9%	3%
On Election Day	19%	7%	19%	6%	12%	15%	18%	7%	21%	12%	10%	13%	9%	16%	9%	26%	25%	17%	9%	18%	18%	10%	16%	12%	14%	13%	13%	22%	26%	20%	9%	9%
Unsure	4%	3%	2%	3%	1%	3%	3%	2%	5%	1%	4%	1%	4%	2%	3%	2%	3%	2%	2%	3%	1%	3%	7%	6%	7%	2%	2%	9%	2%	2%	4%	2%

Thinking about presidential election years like 2024, when do you typically decide who you will vote for in the election for U.S. Congress?

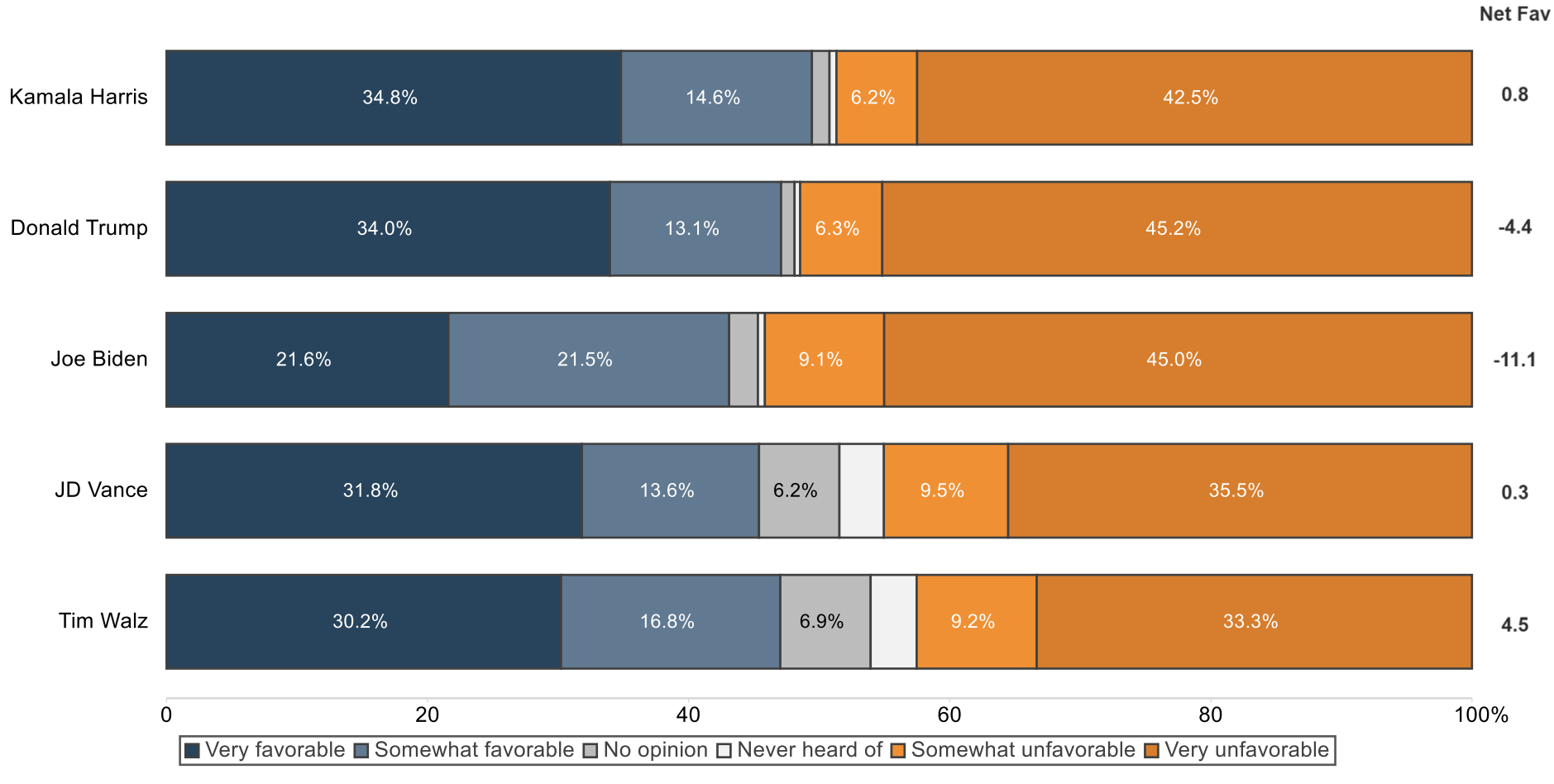
CYGNAL

Generic Ballot by Vote Decision Timeline



CYGNAL

Image Tests



CYGNAL

Image Tests Heatmaps

Favorable

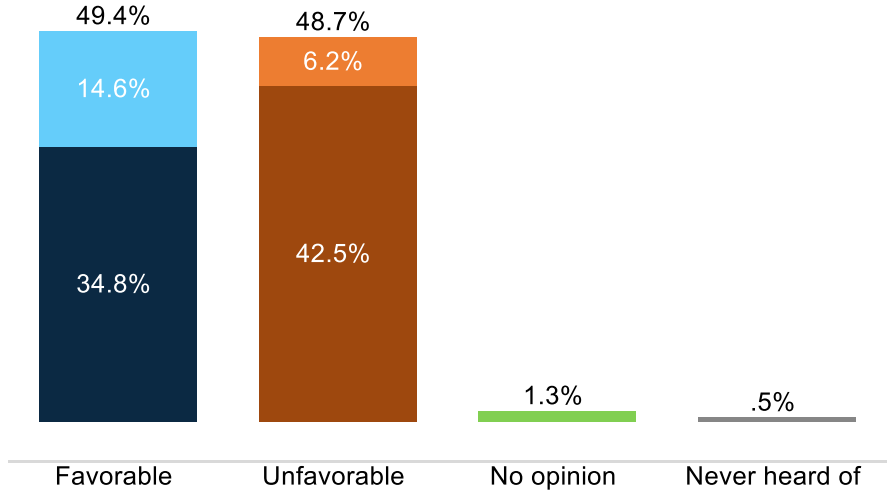
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	60%	49%	45%	40%	49%	38%	50%	65%	61%	51%	38%	11%	46%	94%	45%	77%	61%	52%	49%	63%	44%	42%	49%	51%	0%	6%	91%	53%	62%	50%	46%	48%
Donald Trump	39%	48%	50%	55%	45%	58%	49%	34%	38%	46%	55%	88%	39%	8%	51%	26%	42%	49%	49%	37%	53%	52%	39%	0%	0%	91%	9%	49%	50%	48%	49%	46%
Joe Biden	48%	45%	40%	36%	45%	33%	43%	55%	55%	44%	32%	8%	39%	85%	40%	68%	46%	43%	41%	54%	37%	39%	37%	0%	16%	4%	82%	40%	49%	45%	38%	43%
JD Vance	33%	47%	49%	57%	49%	57%	41%	36%	39%	44%	52%	83%	38%	10%	49%	22%	36%	48%	47%	31%	46%	57%	36%	21%	33%	85%	12%	35%	39%	41%	51%	48%
Tim Walz	51%	47%	47%	41%	51%	39%	42%	62%	55%	48%	38%	13%	45%	86%	46%	60%	52%	49%	46%	53%	45%	44%	47%	45%	30%	9%	84%	39%	49%	48%	45%	48%

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	38%	50%	51%	60%	50%	60%	49%	34%	35%	48%	60%	87%	50%	5%	54%	22%	36%	46%	50%	36%	54%	57%	45%	47%	100%	92%	9%	47%	33%	50%	53%	51%
Donald Trump	58%	52%	49%	44%	54%	41%	50%	66%	58%	53%	44%	12%	60%	91%	49%	73%	57%	50%	51%	61%	47%	47%	57%	100%	100%	9%	90%	49%	49%	50%	49%	53%
Joe Biden	48%	53%	57%	62%	52%	66%	55%	42%	40%	54%	66%	90%	57%	13%	58%	29%	48%	54%	56%	43%	61%	59%	55%	100%	82%	94%	16%	60%	42%	54%	59%	55%
JD Vance	50%	47%	41%	40%	47%	35%	42%	61%	50%	47%	38%	12%	48%	80%	45%	55%	51%	40%	45%	54%	45%	39%	43%	65%	55%	8%	79%	39%	39%	46%	40%	48%
Tim Walz	30%	47%	44%	54%	42%	54%	42%	32%	33%	42%	52%	78%	39%	6%	46%	22%	31%	40%	45%	30%	45%	51%	31%	40%	58%	81%	8%	38%	26%	37%	46%	47%

CYGNAL

Image: Kamala Harris

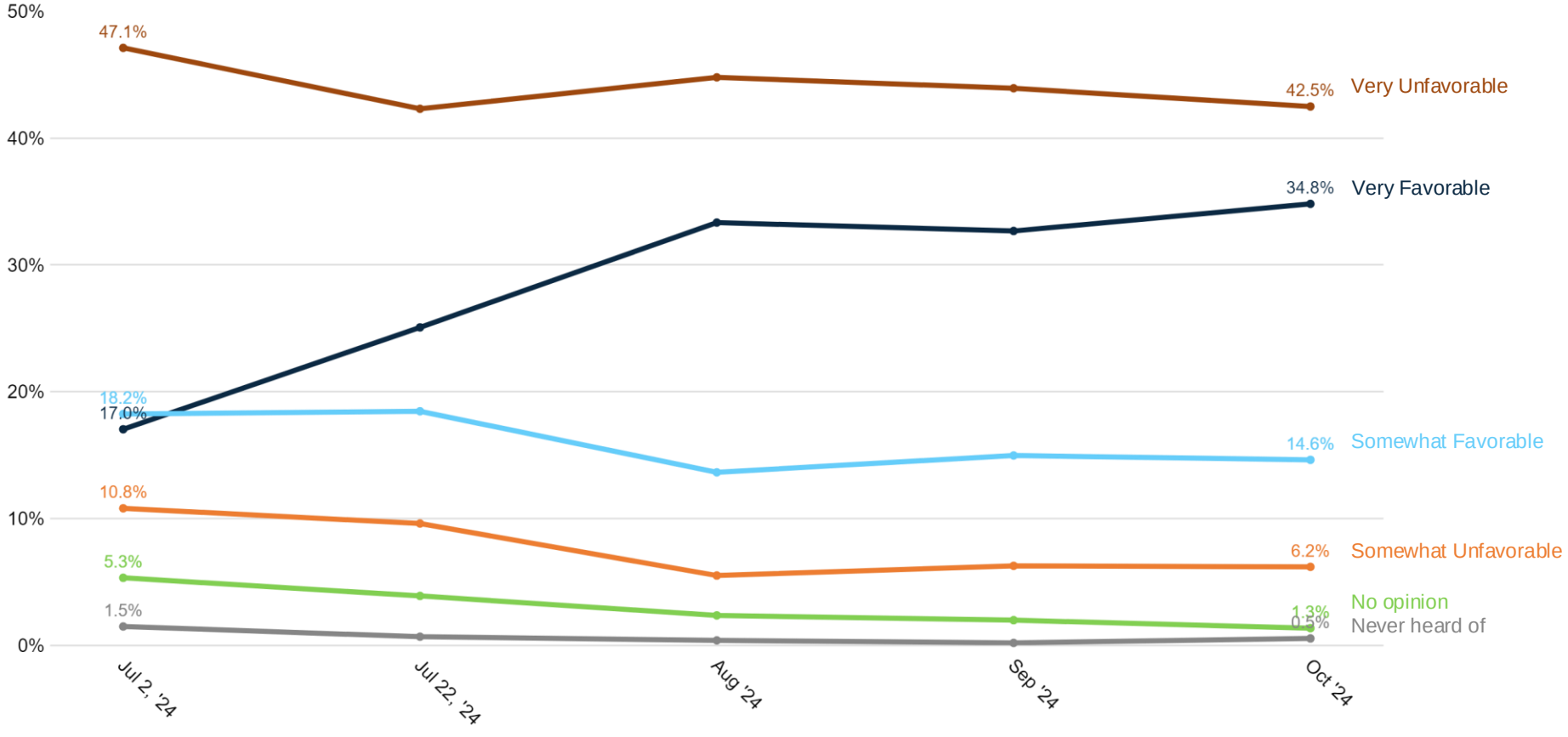


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	60%	49%	45%	40%	49%	38%	50%	65%	61%	51%	38%	11%	46%	94%	45%	77%	61%	52%	49%	63%	44%	42%	49%	51%	6%	91%	53%	62%	50%	46%	48%
Unfavorable Total	38%	50%	51%	60%	50%	60%	49%	34%	35%	48%	60%	87%	50%	5%	54%	22%	36%	46%	50%	36%	54%	57%	45%	47%	92%	9%	47%	33%	50%	53%	51%
Very favorable	40%	41%	31%	26%	32%	25%	37%	46%	48%	34%	26%	5%	27%	73%	31%	62%	42%	35%	35%	47%	27%	29%	24%	23%	3%	66%	24%	46%	34%	27%	36%
Somewhat favorable	20%	9%	15%	13%	16%	13%	12%	19%	13%	17%	11%	6%	19%	22%	14%	15%	19%	17%	14%	16%	17%	13%	26%	28%	3%	24%	30%	16%	16%	19%	12%
Somewhat unfavorable	6%	3%	10%	6%	10%	6%	5%	3%	7%	6%	7%	6%	13%	2%	7%	6%	5%	8%	6%	3%	11%	7%	18%	17%	7%	4%	9%	10%	8%	7%	5%
Very unfavorable	32%	47%	41%	54%	39%	54%	44%	31%	28%	43%	54%	82%	38%	3%	47%	16%	30%	39%	44%	32%	43%	50%	27%	30%	86%	5%	37%	23%	42%	45%	46%
No opinion	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	3%	0%	1%	1%	4%	1%	1%	1%	2%	1%	3%	2%	1%	1%	0%	5%	1%	0%	1%
Never heard of	1%	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%

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

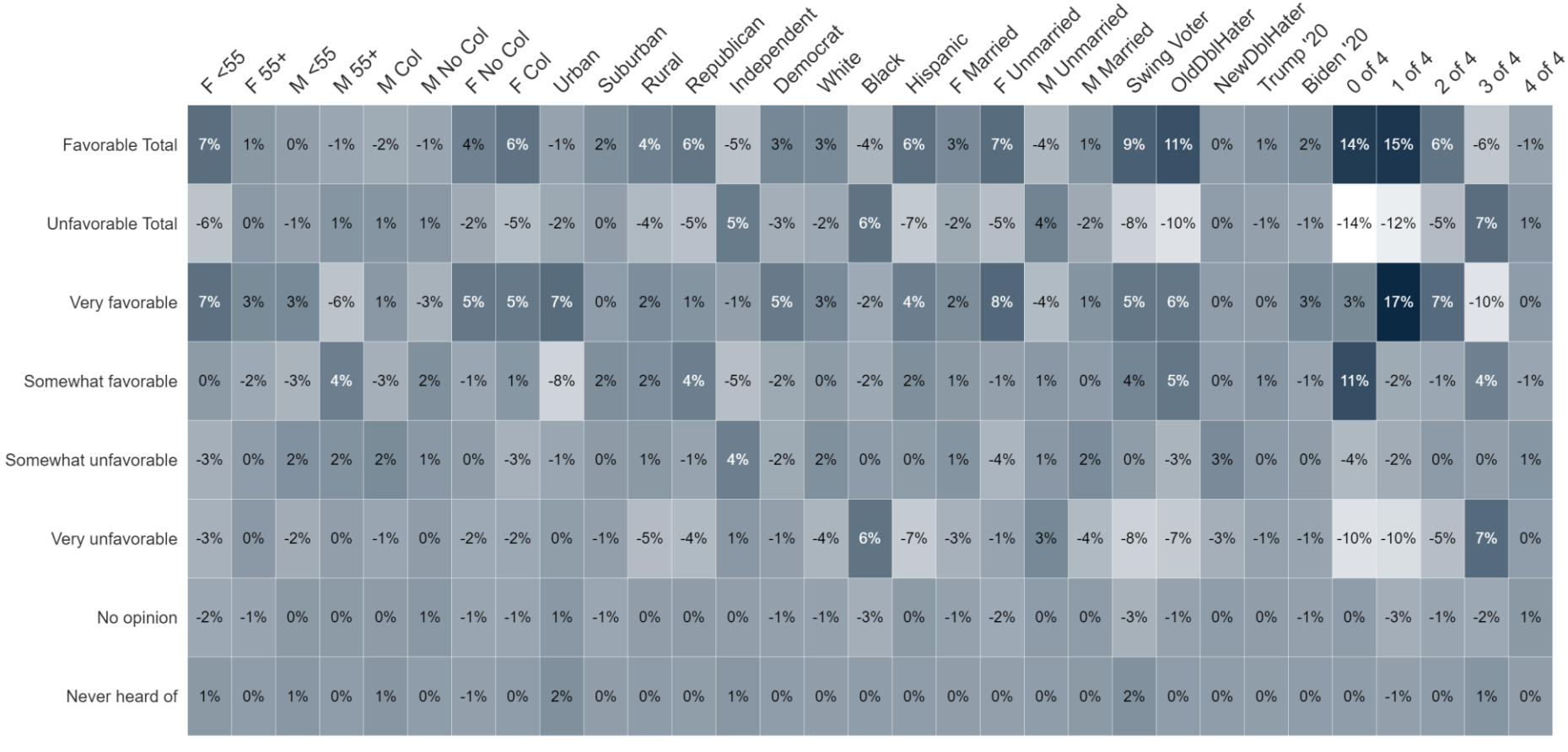
CYGNAL

Trend: Kamala Harris Image



CYGNAL

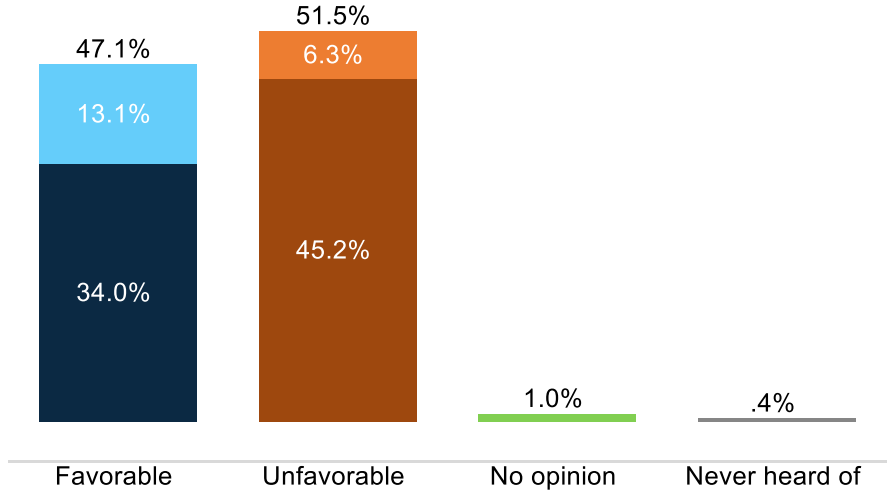
Percent Change: Kamala Harris Image (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	7%	1%	0%	-1%	-2%	-1%	4%	6%	-1%	2%	4%	6%	-5%	3%	3%	-4%	6%	3%	7%	-4%	1%	9%	11%	0%	1%	2%	14%	15%	6%	-6%	-1%
Unfavorable Total	-6%	0%	-1%	1%	1%	1%	-2%	-5%	-2%	0%	-4%	-5%	5%	-3%	-2%	6%	-7%	-2%	-5%	4%	-2%	-8%	-10%	0%	-1%	-1%	-14%	-12%	-5%	7%	1%
Very favorable	7%	3%	3%	-6%	1%	-3%	5%	5%	7%	0%	2%	1%	-1%	5%	3%	-2%	4%	2%	8%	-4%	1%	5%	6%	0%	0%	3%	3%	17%	7%	-10%	0%
Somewhat favorable	0%	-2%	-3%	4%	-3%	2%	-1%	1%	-8%	2%	2%	4%	-5%	-2%	0%	-2%	2%	1%	-1%	1%	0%	4%	5%	0%	1%	-1%	11%	-2%	-1%	4%	-1%
Somewhat unfavorable	-3%	0%	2%	2%	2%	1%	0%	-3%	-1%	0%	1%	-1%	4%	-2%	2%	0%	0%	1%	-4%	1%	2%	0%	-3%	3%	0%	0%	-4%	-2%	0%	0%	1%
Very unfavorable	-3%	0%	-2%	0%	-1%	0%	-2%	-2%	0%	-1%	-5%	-4%	1%	-1%	-4%	6%	-7%	-3%	-1%	3%	-4%	-8%	-7%	-3%	-1%	-1%	-10%	-10%	-5%	7%	0%
No opinion	-2%	-1%	0%	0%	0%	1%	-1%	-1%	1%	-1%	0%	0%	0%	-1%	-1%	-3%	0%	-1%	-2%	0%	0%	-3%	-1%	0%	0%	-1%	0%	-3%	-1%	-2%	1%
Never heard of	1%	0%	1%	0%	1%	0%	-1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	-1%	0%	1%	0%

CYGNAL

Image: Donald Trump

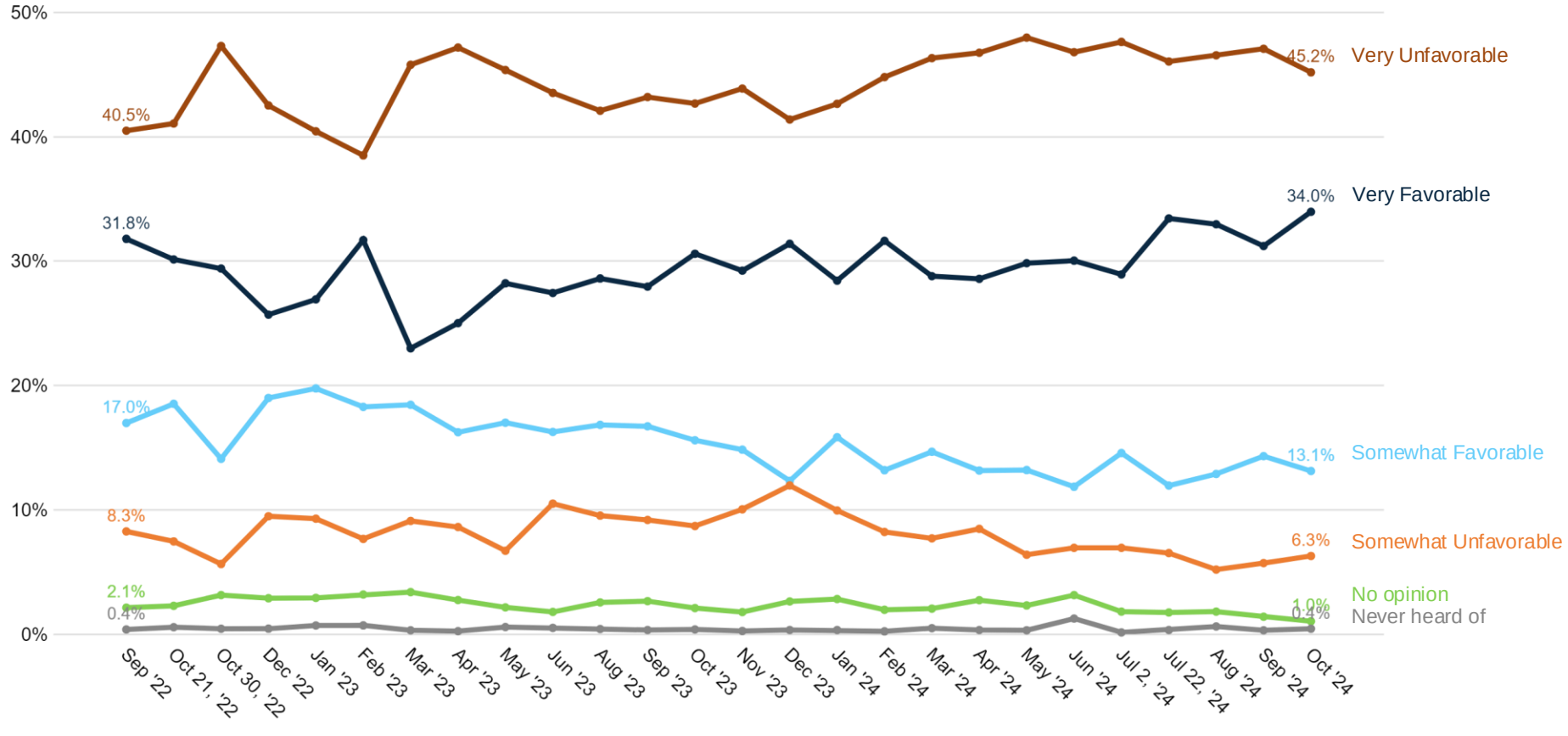


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	39%	48%	50%	55%	45%	58%	49%	34%	38%	46%	55%	88%	39%	8%	51%	26%	42%	49%	49%	37%	53%	52%	39%	91%	9%	49%	50%	48%	49%	46%
Unfavorable Total	58%	52%	49%	44%	54%	41%	50%	66%	58%	53%	44%	12%	60%	91%	49%	73%	57%	50%	51%	61%	47%	47%	57%	9%	90%	49%	49%	50%	49%	53%
Very favorable	29%	38%	32%	38%	28%	41%	38%	26%	26%	33%	41%	68%	22%	4%	37%	16%	30%	33%	38%	28%	36%	35%	16%	71%	3%	30%	36%	32%	35%	35%
Somewhat favorable	10%	9%	17%	17%	17%	17%	11%	8%	12%	13%	14%	19%	17%	4%	14%	9%	12%	16%	10%	9%	17%	17%	23%	20%	5%	20%	13%	15%	15%	11%
Somewhat unfavorable	7%	2%	12%	4%	9%	8%	5%	4%	9%	6%	5%	4%	12%	5%	4%	11%	11%	10%	6%	3%	8%	9%	17%	4%	8%	4%	9%	9%	10%	5%
Very unfavorable	52%	50%	38%	40%	45%	33%	45%	61%	49%	47%	39%	8%	48%	85%	44%	62%	46%	40%	45%	58%	38%	39%	40%	5%	82%	45%	40%	41%	40%	49%
No opinion	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	2%	0%	1%	2%	1%	2%	1%	1%
Never heard of	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%

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

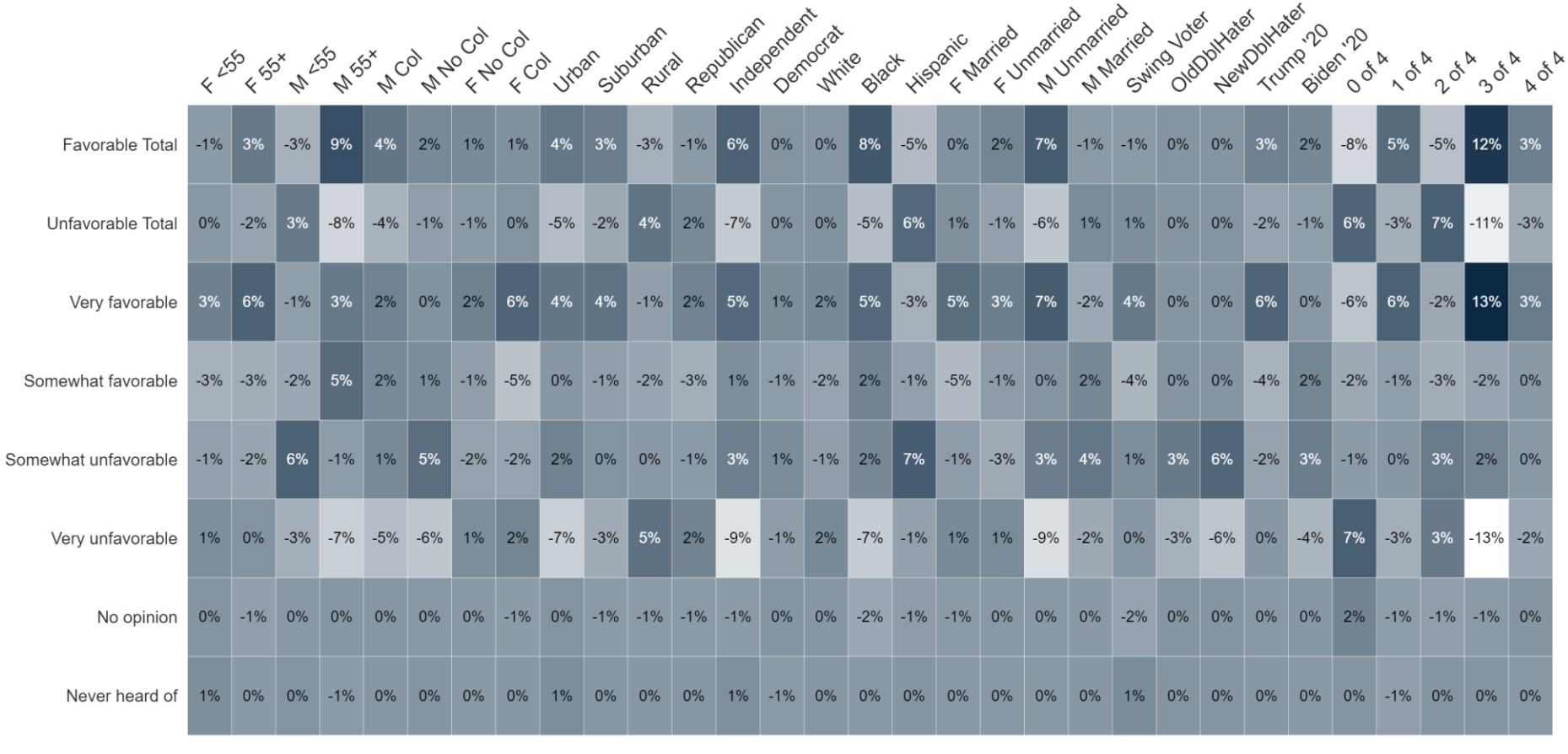
CYGNAL

Trend: Donald Trump Image



CYGNAL

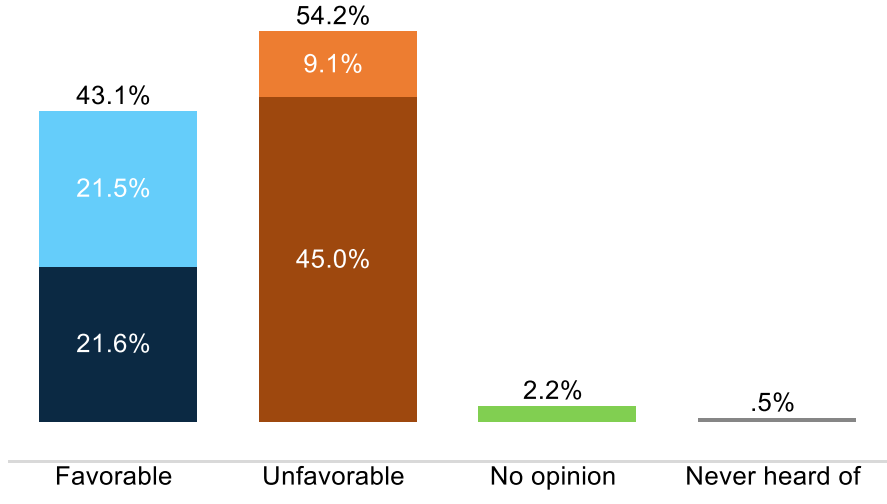
Percent Change: Donald Trump Image (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-1%	3%	-3%	9%	4%	2%	1%	1%	4%	3%	-3%	-1%	6%	0%	0%	8%	-5%	0%	2%	7%	-1%	-1%	0%	0%	3%	2%	-8%	5%	-5%	12%	3%
Unfavorable Total	0%	-2%	3%	-8%	-4%	-1%	-1%	0%	-5%	-2%	4%	2%	-7%	0%	0%	-5%	6%	1%	-1%	-6%	1%	1%	0%	0%	-2%	-1%	6%	-3%	7%	-11%	-3%
Very favorable	3%	6%	-1%	3%	2%	0%	2%	6%	4%	4%	-1%	2%	5%	1%	2%	5%	-3%	5%	3%	7%	-2%	4%	0%	0%	6%	0%	-6%	6%	-2%	13%	3%
Somewhat favorable	-3%	-3%	-2%	5%	2%	1%	-1%	-5%	0%	-1%	-2%	-3%	1%	-1%	-2%	2%	-1%	-5%	-1%	0%	2%	-4%	0%	0%	-4%	2%	-2%	-1%	-3%	-2%	0%
Somewhat unfavorable	-1%	-2%	6%	-1%	1%	5%	-2%	-2%	2%	0%	0%	-1%	3%	1%	-1%	2%	7%	-1%	-3%	3%	4%	1%	3%	6%	-2%	3%	-1%	0%	3%	2%	0%
Very unfavorable	1%	0%	-3%	-7%	-5%	-6%	1%	2%	-7%	-3%	5%	2%	-9%	-1%	2%	-7%	-1%	1%	1%	-9%	-2%	0%	-3%	-6%	0%	-4%	7%	-3%	3%	-13%	-2%
No opinion	0%	-1%	0%	0%	0%	0%	0%	-1%	0%	-1%	-1%	-1%	-1%	0%	0%	-2%	-1%	-1%	0%	0%	0%	-2%	0%	0%	0%	0%	2%	-1%	-1%	-1%	0%
Never heard of	1%	0%	0%	-1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	-1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	-1%	0%	0%	0%

CYGNAL

Image: Joe Biden

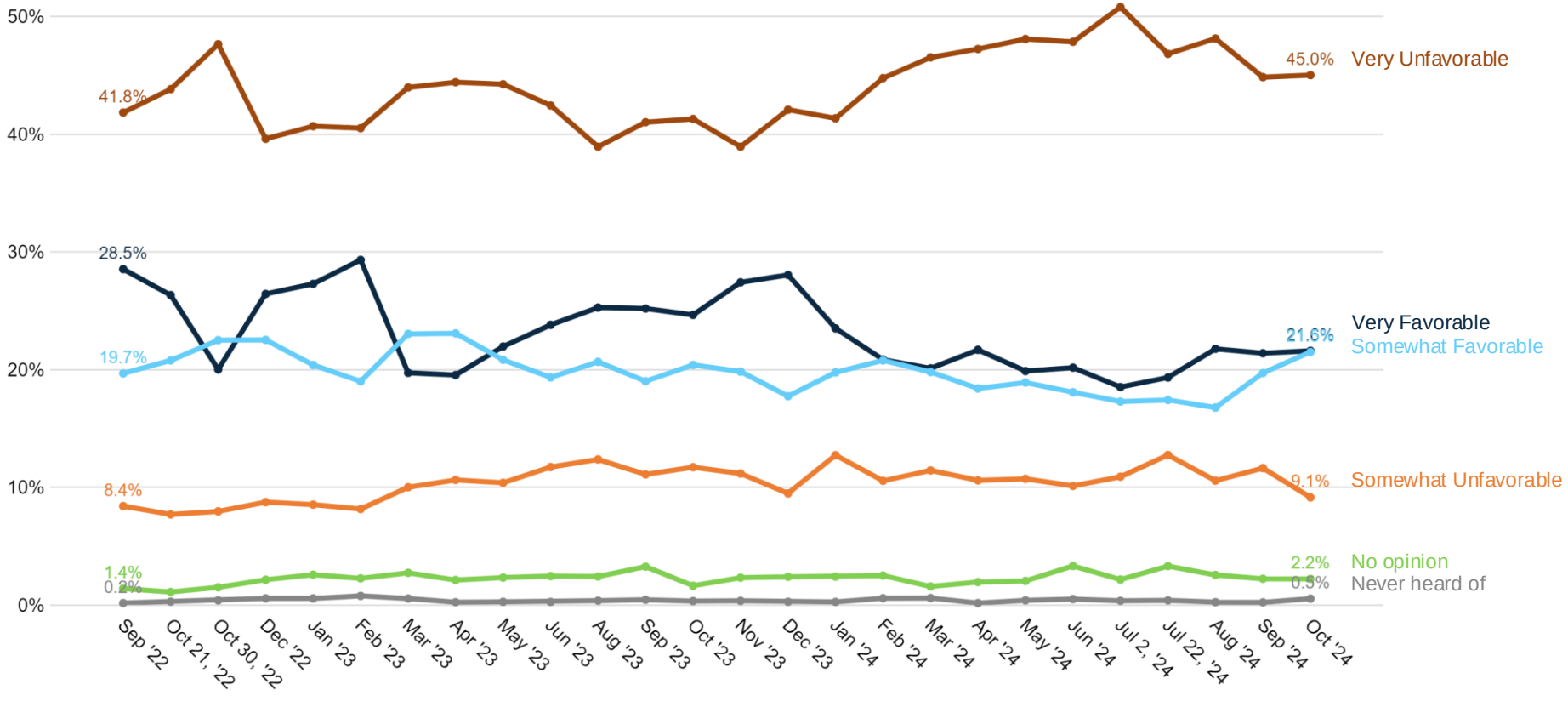


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	48%	45%	40%	36%	45%	33%	43%	55%	55%	44%	32%	8%	39%	85%	40%	68%	46%	43%	41%	54%	37%	39%	37%	16%	4%	82%	40%	49%	45%	38%	43%
Unfavorable Total	48%	53%	57%	62%	52%	66%	55%	42%	40%	54%	66%	90%	57%	13%	58%	29%	48%	54%	56%	43%	61%	59%	55%	82%	94%	16%	60%	42%	54%	59%	55%
Very favorable	18%	29%	22%	18%	24%	16%	23%	24%	31%	22%	14%	3%	13%	48%	19%	42%	19%	22%	20%	27%	18%	22%	12%	4%	2%	42%	15%	30%	21%	16%	22%
Somewhat favorable	31%	16%	18%	19%	21%	17%	20%	31%	24%	22%	18%	5%	26%	38%	21%	26%	27%	21%	21%	28%	20%	18%	25%	13%	2%	39%	25%	20%	24%	22%	21%
Somewhat unfavorable	11%	6%	13%	5%	9%	10%	7%	11%	7%	10%	8%	8%	13%	8%	9%	8%	17%	12%	10%	8%	13%	7%	19%	24%	8%	9%	13%	11%	8%	13%	8%
Very unfavorable	37%	46%	44%	57%	43%	56%	48%	31%	33%	43%	58%	82%	45%	5%	50%	21%	31%	42%	46%	36%	48%	51%	35%	58%	87%	7%	47%	31%	46%	47%	47%
No opinion	3%	2%	2%	1%	1%	2%	2%	3%	3%	2%	1%	2%	2%	2%	2%	3%	6%	3%	3%	2%	1%	2%	6%	1%	1%	2%	0%	8%	1%	2%	2%
Never heard of	1%	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%

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

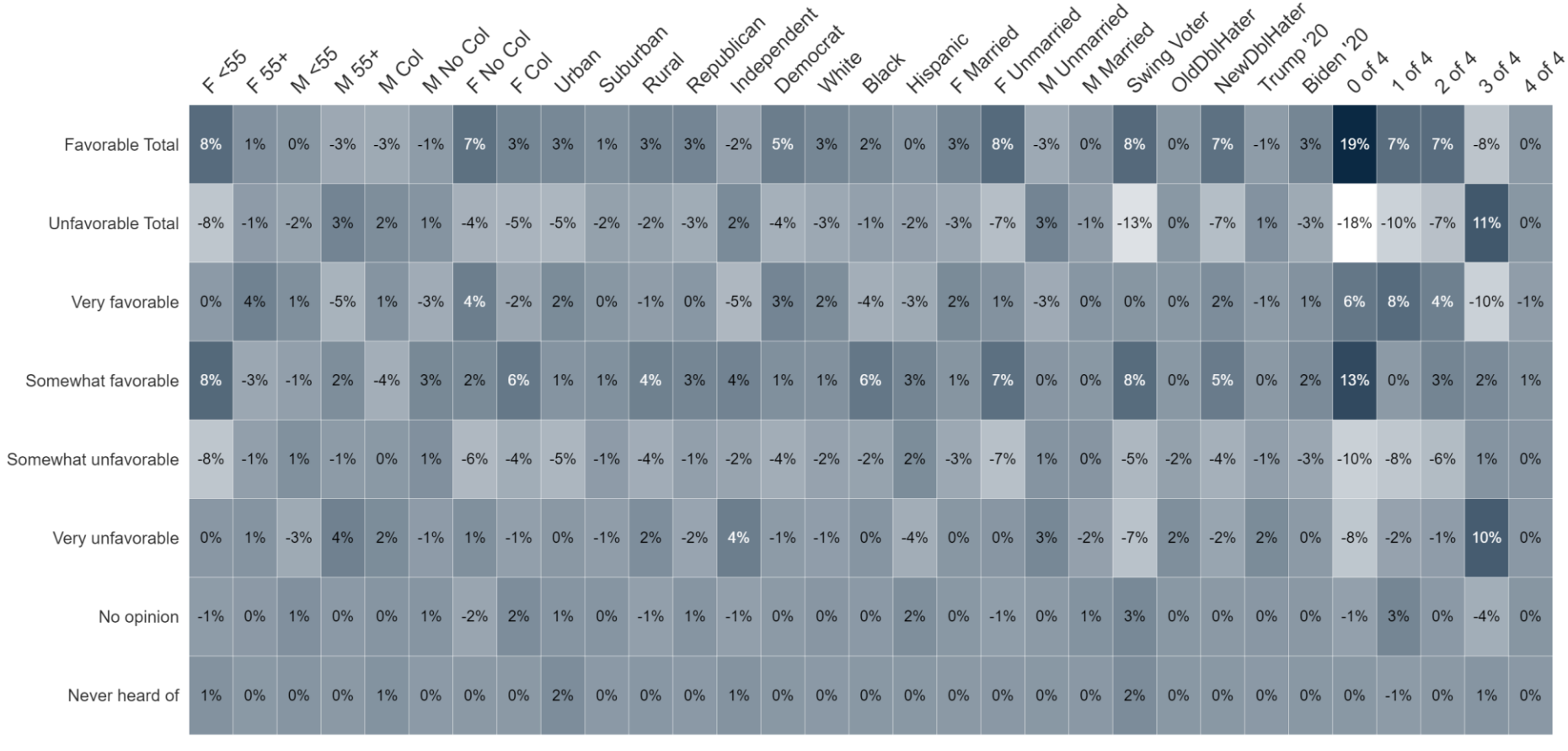
CYGNAL

Trend: Joe Biden Image



CYGNAL

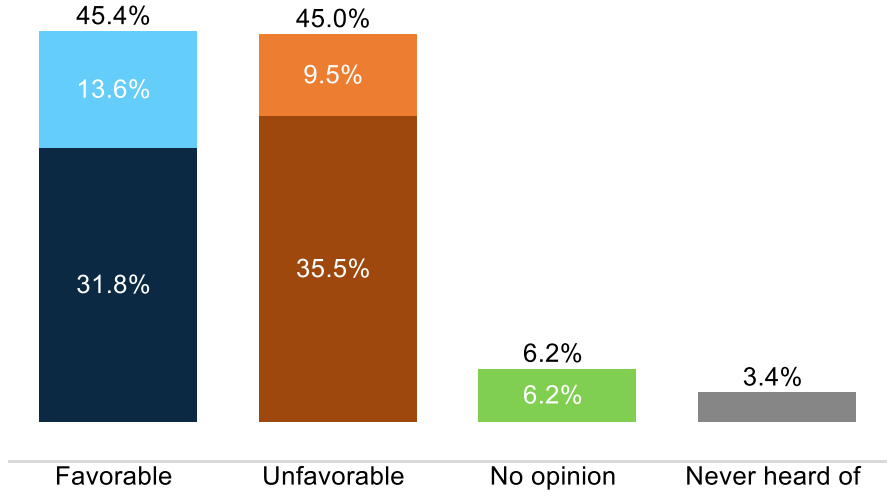
Percent Change: Joe Biden Image (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	8%	1%	0%	-3%	-3%	-1%	7%	3%	3%	1%	3%	3%	-2%	5%	3%	2%	0%	3%	8%	-3%	0%	8%	0%	7%	-1%	3%	19%	7%	7%	-8%	0%
Unfavorable Total	-8%	-1%	-2%	3%	2%	1%	-4%	-5%	-5%	-2%	-2%	-3%	2%	-4%	-3%	-1%	-2%	-3%	-7%	3%	-1%	-13%	0%	-7%	1%	-3%	-18%	-10%	-7%	11%	0%
Very favorable	0%	4%	1%	-5%	1%	-3%	4%	-2%	2%	0%	-1%	0%	-5%	3%	2%	-4%	-3%	2%	1%	-3%	0%	0%	0%	2%	-1%	1%	6%	8%	4%	-10%	-1%
Somewhat favorable	8%	-3%	-1%	2%	-4%	3%	2%	6%	1%	1%	4%	3%	4%	1%	1%	6%	3%	1%	7%	0%	0%	8%	0%	5%	0%	2%	13%	0%	3%	2%	1%
Somewhat unfavorable	-8%	-1%	1%	-1%	0%	1%	-6%	-4%	-5%	-1%	-4%	-1%	-2%	-4%	-2%	-2%	2%	-3%	-7%	1%	0%	-5%	-2%	-4%	-1%	-3%	-10%	-8%	-6%	1%	0%
Very unfavorable	0%	1%	-3%	4%	2%	-1%	1%	-1%	0%	-1%	2%	-2%	4%	-1%	-1%	0%	-4%	0%	0%	3%	-2%	-7%	2%	-2%	2%	0%	-8%	-2%	-1%	10%	0%
No opinion	-1%	0%	1%	0%	0%	1%	-2%	2%	1%	0%	-1%	1%	-1%	0%	0%	0%	2%	0%	-1%	0%	1%	3%	0%	0%	0%	0%	-1%	3%	0%	-4%	0%
Never heard of	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	-1%	0%	1%	0%

CYGNAL

Image: JD Vance

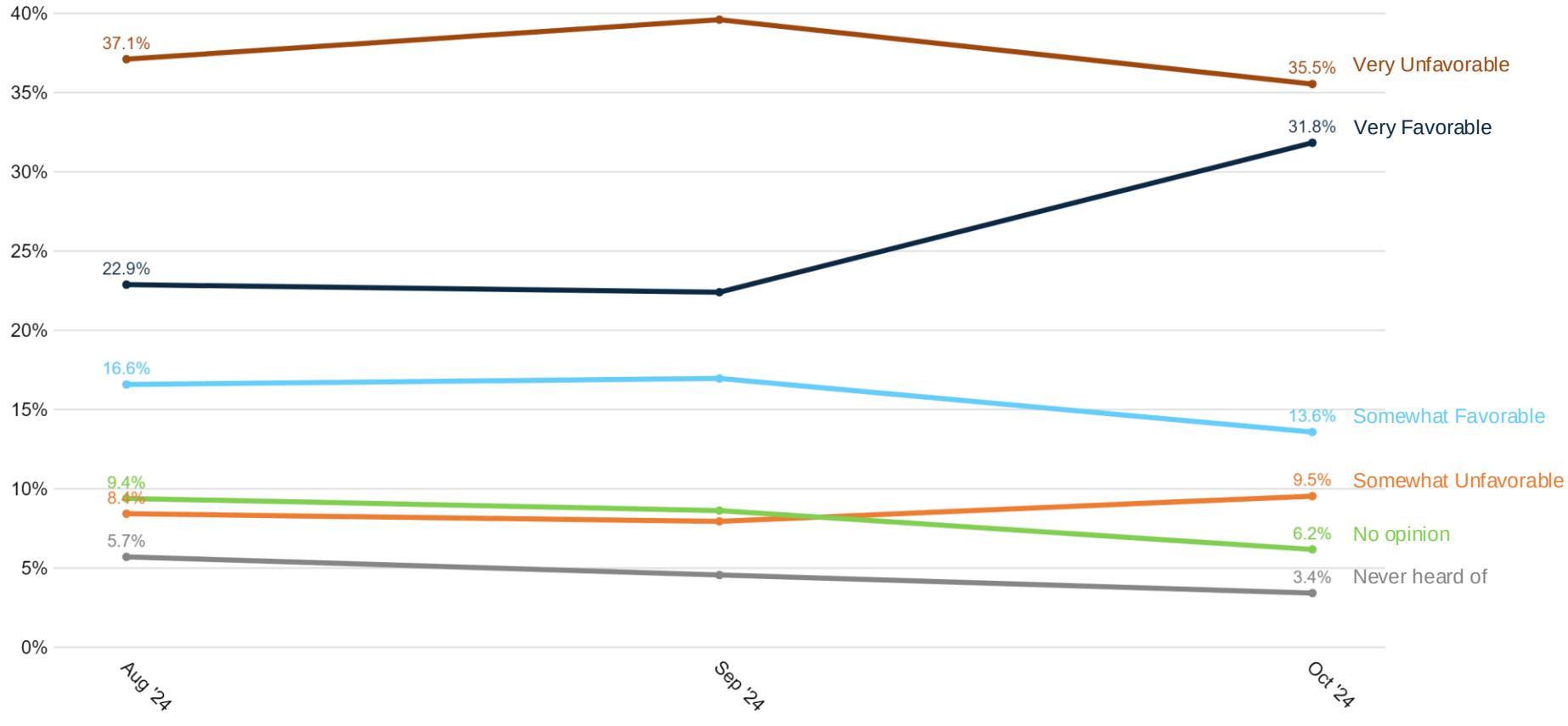


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	33%	47%	49%	57%	49%	57%	41%	36%	39%	44%	52%	83%	38%	10%	49%	22%	36%	48%	47%	31%	46%	57%	36%	21%	33%	85%	12%	35%	39%	41%	51%	48%
Unfavorable Total	50%	47%	41%	40%	47%	35%	42%	61%	50%	47%	38%	12%	48%	80%	45%	55%	51%	40%	45%	54%	45%	39%	43%	65%	55%	8%	79%	39%	39%	46%	40%	48%
Very favorable	21%	37%	31%	43%	31%	40%	32%	23%	25%	31%	38%	64%	20%	5%	36%	15%	23%	31%	34%	22%	28%	41%	12%	4%	7%	65%	5%	22%	19%	29%	38%	35%
Somewhat favorable	12%	10%	18%	15%	17%	16%	10%	13%	14%	13%	14%	19%	18%	5%	14%	7%	13%	18%	13%	9%	18%	16%	24%	17%	26%	20%	6%	14%	20%	12%	13%	13%
Somewhat unfavorable	10%	5%	15%	8%	12%	12%	8%	8%	10%	10%	9%	6%	12%	11%	8%	17%	12%	12%	7%	8%	13%	11%	21%	20%	27%	4%	13%	19%	15%	14%	8%	7%
Very unfavorable	40%	42%	27%	32%	36%	23%	34%	53%	40%	37%	29%	6%	36%	68%	36%	39%	39%	28%	37%	45%	31%	28%	23%	45%	28%	4%	67%	20%	25%	33%	31%	41%
No opinion	10%	5%	7%	2%	3%	6%	10%	3%	6%	6%	7%	4%	10%	6%	5%	11%	6%	8%	6%	9%	6%	3%	13%	9%	10%	5%	6%	8%	12%	11%	5%	3%
Never heard of	8%	1%	3%	0%	1%	2%	7%	0%	5%	3%	3%	2%	4%	5%	1%	11%	7%	4%	2%	7%	3%	0%	7%	5%	3%	1%	3%	17%	10%	2%	5%	1%

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

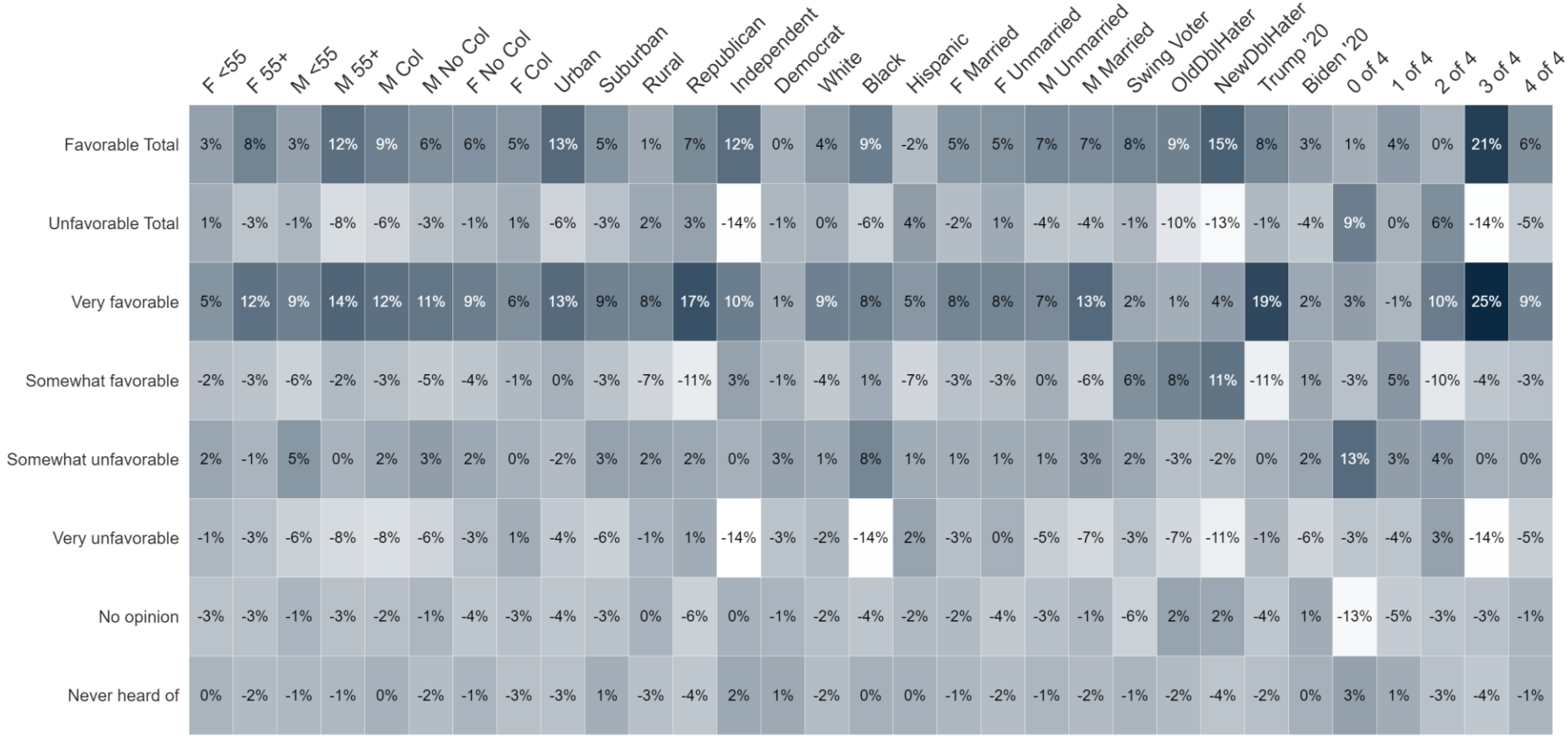
CYGNAL

Trend: JD Vance Image



CYGNAL

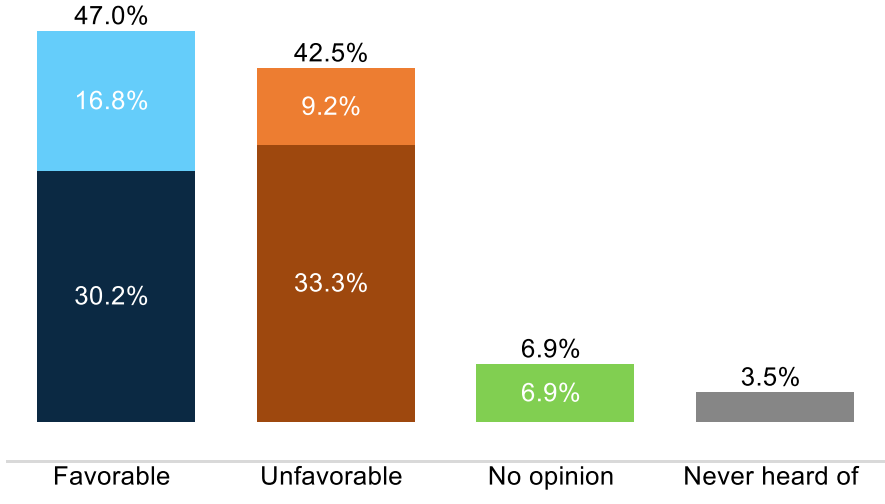
Percent Change: JD Vance Image (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	3%	8%	3%	12%	9%	6%	6%	5%	13%	5%	1%	7%	12%	0%	4%	9%	-2%	5%	5%	7%	7%	8%	9%	15%	8%	3%	1%	4%	0%	21%	6%
Unfavorable Total	1%	-3%	-1%	-8%	-6%	-3%	-1%	1%	-6%	-3%	2%	3%	-14%	-1%	0%	-6%	4%	-2%	1%	-4%	-4%	-1%	-10%	-13%	-1%	-4%	9%	0%	6%	-14%	-5%
Very favorable	5%	12%	9%	14%	12%	11%	9%	6%	13%	9%	8%	17%	10%	1%	9%	8%	5%	8%	8%	7%	13%	2%	1%	4%	19%	2%	3%	-1%	10%	25%	9%
Somewhat favorable	-2%	-3%	-6%	-2%	-3%	-5%	-4%	-1%	0%	-3%	-7%	-11%	3%	-1%	-4%	1%	-7%	-3%	-3%	0%	-6%	6%	8%	11%	-11%	1%	-3%	5%	-10%	-4%	-3%
Somewhat unfavorable	2%	-1%	5%	0%	2%	3%	2%	0%	-2%	3%	2%	2%	0%	3%	1%	8%	1%	1%	1%	1%	3%	2%	-3%	-2%	0%	2%	13%	3%	4%	0%	0%
Very unfavorable	-1%	-3%	-6%	-8%	-8%	-6%	-3%	1%	-4%	-6%	-1%	1%	-14%	-3%	-2%	-14%	2%	-3%	0%	-5%	-7%	-3%	-7%	-11%	-1%	-6%	-3%	-4%	3%	-14%	-5%
No opinion	-3%	-3%	-1%	-3%	-2%	-1%	-4%	-3%	-4%	-3%	0%	-6%	0%	-1%	-2%	-4%	-2%	-2%	-4%	-3%	-1%	-6%	2%	2%	-4%	1%	-13%	-5%	-3%	-3%	-1%
Never heard of	0%	-2%	-1%	-1%	0%	-2%	-1%	-3%	-3%	1%	-3%	-4%	2%	1%	-2%	0%	0%	-1%	-2%	-1%	-2%	-1%	-2%	-4%	-2%	0%	3%	1%	-3%	-4%	-1%

CYGNAL

Image: Tim Walz

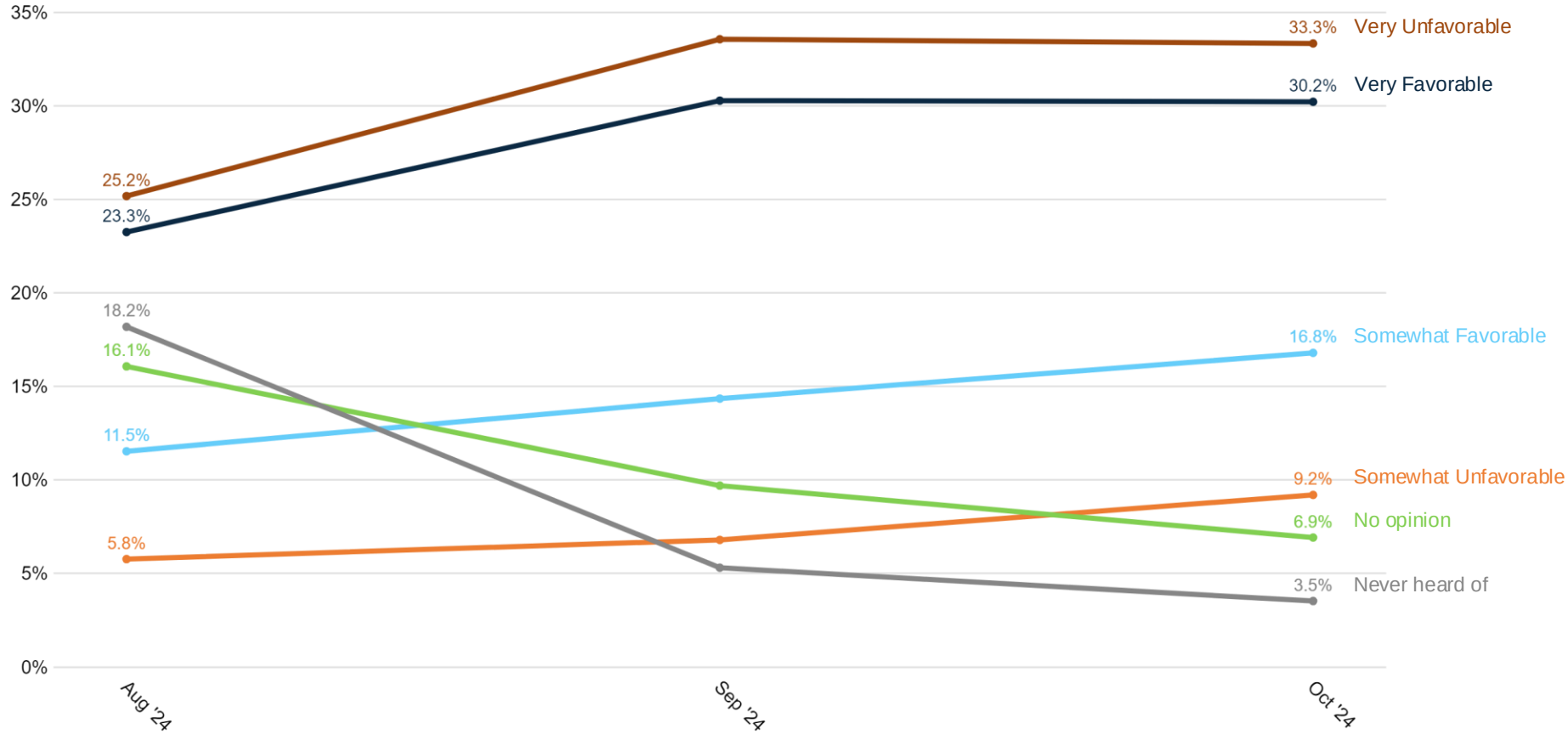


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	51%	47%	47%	41%	51%	39%	42%	62%	55%	48%	38%	13%	45%	86%	46%	60%	52%	49%	46%	53%	45%	44%	47%	45%	30%	9%	84%	39%	49%	48%	45%	48%
Unfavorable Total	30%	47%	44%	54%	42%	54%	42%	32%	33%	42%	52%	78%	39%	6%	46%	22%	31%	40%	45%	30%	45%	51%	31%	40%	58%	81%	8%	38%	26%	37%	46%	47%
Very favorable	32%	34%	30%	25%	31%	24%	26%	43%	36%	31%	24%	5%	24%	62%	30%	40%	28%	27%	28%	37%	25%	29%	16%	21%	7%	3%	58%	10%	29%	31%	28%	33%
Somewhat favorable	19%	13%	17%	16%	20%	15%	15%	19%	20%	17%	14%	8%	21%	24%	16%	20%	24%	22%	18%	16%	21%	15%	31%	24%	23%	6%	26%	28%	20%	17%	17%	15%
Somewhat unfavorable	6%	9%	14%	8%	11%	12%	7%	8%	9%	9%	9%	15%	10%	3%	8%	11%	11%	12%	10%	5%	12%	11%	13%	15%	18%	14%	4%	13%	7%	9%	14%	9%
Very unfavorable	24%	38%	30%	46%	31%	42%	35%	23%	24%	32%	43%	63%	30%	3%	38%	11%	19%	29%	35%	25%	34%	40%	18%	25%	40%	67%	4%	25%	19%	28%	32%	38%
No opinion	11%	5%	6%	4%	5%	6%	9%	6%	7%	7%	7%	7%	11%	4%	6%	9%	10%	6%	8%	8%	7%	4%	15%	11%	9%	7%	5%	7%	16%	12%	5%	4%
Never heard of	9%	1%	2%	1%	2%	1%	7%	1%	5%	3%	4%	2%	5%	4%	2%	9%	7%	4%	1%	9%	2%	1%	7%	4%	3%	3%	3%	17%	10%	3%	4%	1%

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

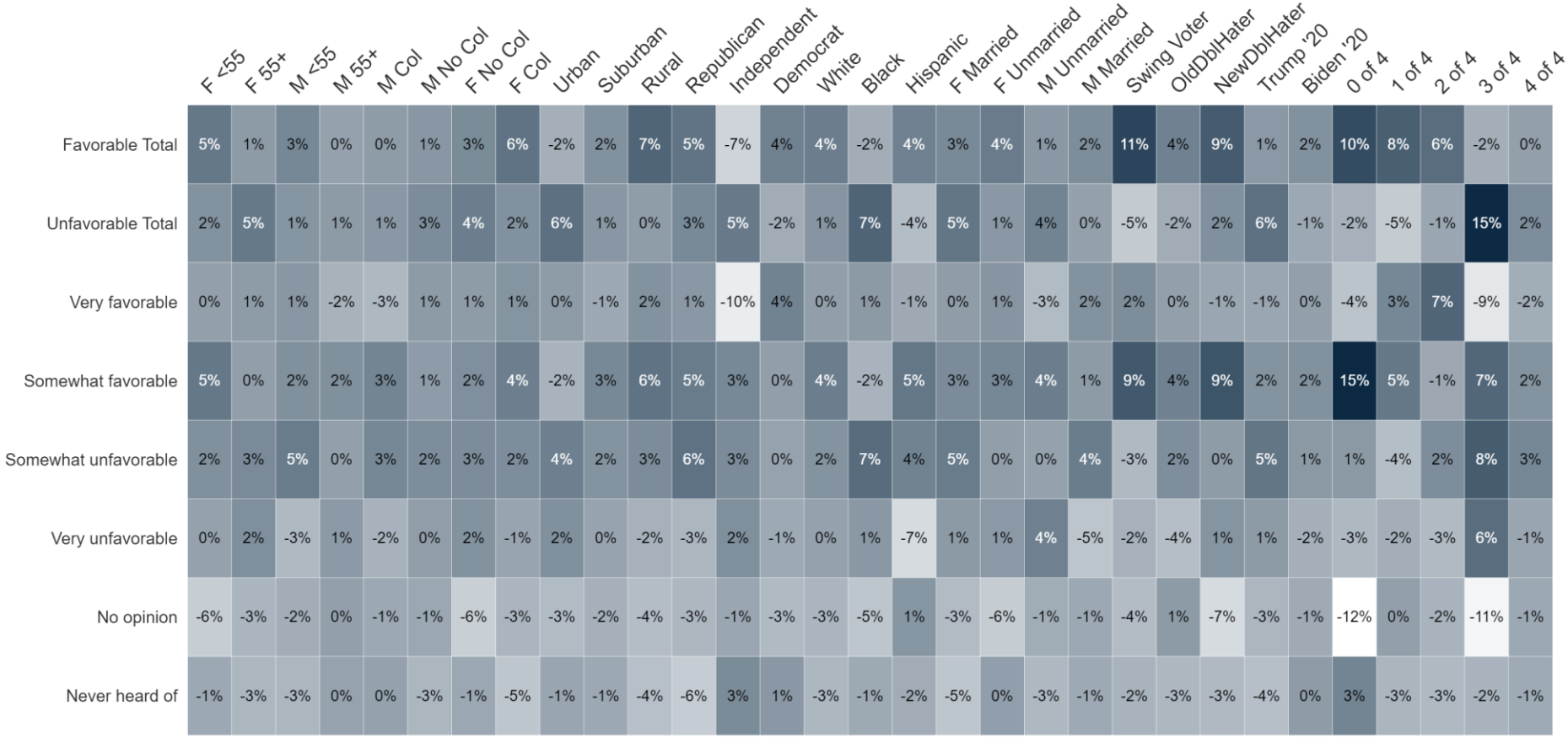
CYGNAL

Trend: Tim Walz Image



CYGNAL

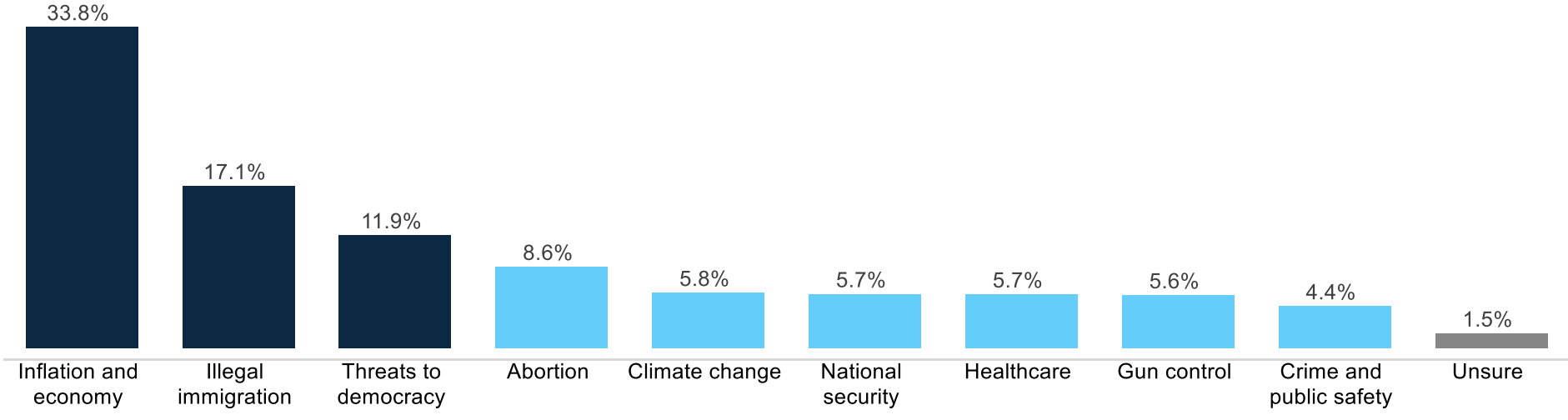
Percent Change: Tim Walz Image (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	5%	1%	3%	0%	0%	1%	3%	6%	-2%	2%	7%	5%	-7%	4%	4%	-2%	4%	3%	4%	1%	2%	11%	4%	9%	1%	2%	10%	8%	6%	-2%	0%
Unfavorable Total	2%	5%	1%	1%	1%	3%	4%	2%	6%	1%	0%	3%	5%	-2%	1%	7%	-4%	5%	1%	4%	0%	-5%	-2%	2%	6%	-1%	-2%	-5%	-1%	15%	2%
Very favorable	0%	1%	1%	-2%	-3%	1%	1%	1%	0%	-1%	2%	1%	-10%	4%	0%	1%	-1%	0%	1%	-3%	2%	2%	0%	-1%	-1%	0%	-4%	3%	7%	-9%	-2%
Somewhat favorable	5%	0%	2%	2%	3%	1%	2%	4%	-2%	3%	6%	5%	3%	0%	4%	-2%	5%	3%	3%	4%	1%	9%	4%	9%	2%	2%	15%	5%	-1%	7%	2%
Somewhat unfavorable	2%	3%	5%	0%	3%	2%	3%	2%	4%	2%	3%	6%	3%	0%	2%	7%	4%	5%	0%	0%	4%	-3%	2%	0%	5%	1%	1%	-4%	2%	8%	3%
Very unfavorable	0%	2%	-3%	1%	-2%	0%	2%	-1%	2%	0%	-2%	-3%	2%	-1%	0%	1%	-7%	1%	1%	4%	-5%	-2%	-4%	1%	1%	-2%	-3%	-2%	-3%	6%	-1%
No opinion	-6%	-3%	-2%	0%	-1%	-1%	-6%	-3%	-3%	-2%	-4%	-3%	-1%	-3%	-3%	-5%	1%	-3%	-6%	-1%	-1%	-4%	1%	-7%	-3%	-1%	-12%	0%	-2%	-11%	-1%
Never heard of	-1%	-3%	-3%	0%	0%	-3%	-1%	-5%	-1%	-1%	-4%	-6%	3%	1%	-3%	-1%	-2%	-5%	0%	-3%	-1%	-2%	-3%	-3%	-4%	0%	3%	-3%	-3%	-2%	-1%

CYGNAL

Top Priority

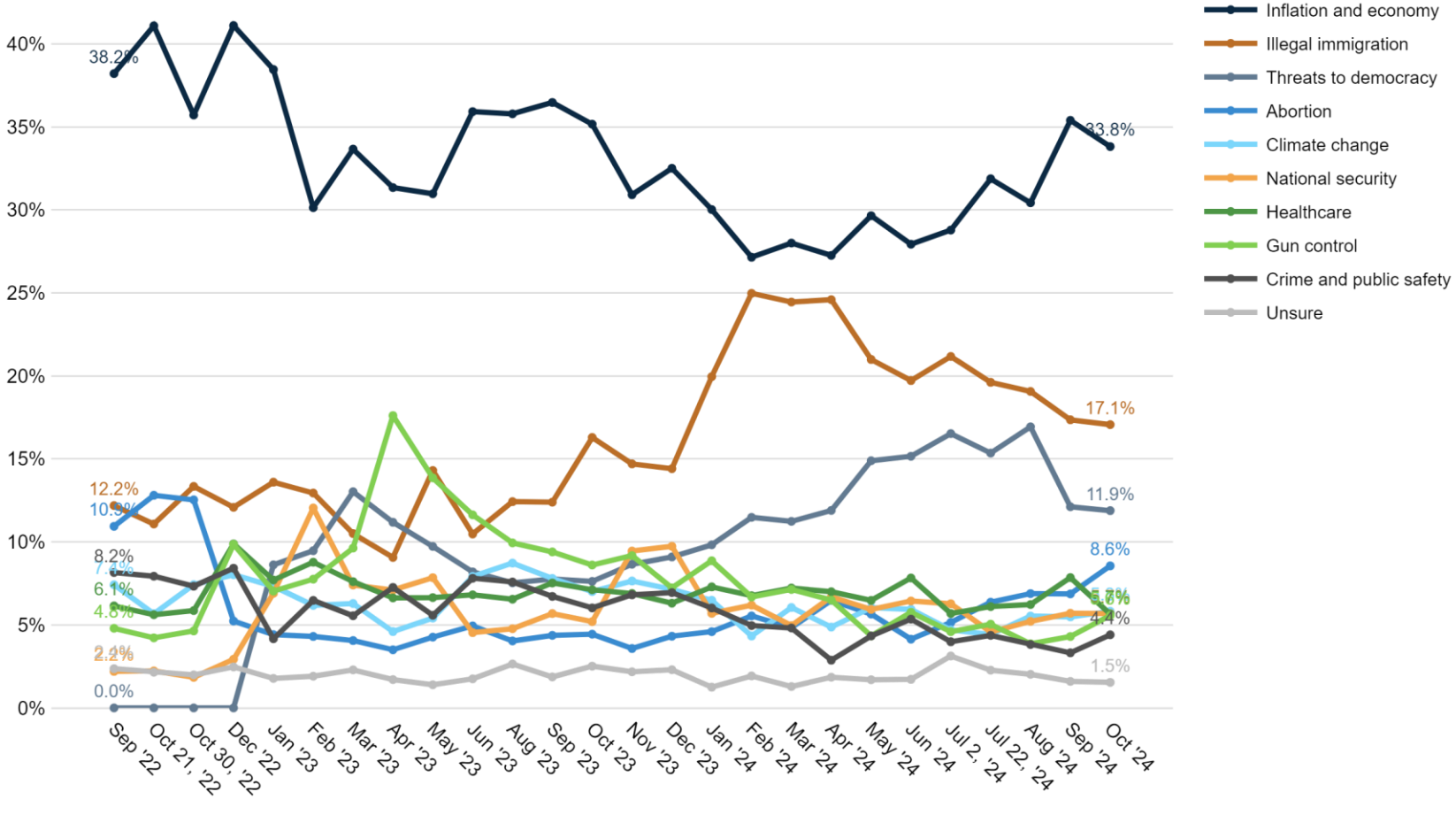


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	33%	33%	40%	28%	39%	31%	35%	30%	32%	34%	36%	42%	35%	25%	34%	36%	28%	39%	34%	33%	39%	32%	33%	39%	47%	42%	27%	31%	21%	40%	38%	34%
Illegal immigration	11%	21%	12%	29%	17%	21%	17%	13%	12%	17%	21%	31%	17%	3%	19%	5%	13%	14%	19%	11%	13%	23%	13%	8%	11%	33%	3%	5%	10%	13%	19%	20%
Threats to democracy	7%	14%	8%	20%	14%	13%	9%	13%	11%	12%	11%	4%	11%	21%	15%	8%	6%	7%	10%	11%	11%	16%	7%	11%	12%	3%	21%	5%	5%	12%	11%	14%
Abortion	15%	7%	6%	5%	6%	5%	11%	11%	9%	9%	8%	3%	8%	15%	7%	16%	15%	9%	11%	12%	6%	5%	9%	7%	2%	3%	14%	12%	13%	7%	6%	9%
Climate change	6%	4%	11%	2%	7%	7%	2%	9%	10%	5%	4%	2%	5%	11%	5%	5%	5%	6%	4%	5%	10%	4%	6%	6%	3%	2%	8%	10%	7%	5%	7%	5%
National security	5%	8%	5%	5%	4%	6%	6%	6%	5%	6%	6%	9%	5%	2%	6%	3%	4%	5%	7%	5%	4%	6%	4%	6%	5%	9%	2%	5%	10%	3%	6%	6%
Healthcare	7%	4%	7%	4%	4%	7%	6%	6%	8%	5%	6%	2%	6%	9%	5%	11%	5%	8%	4%	8%	6%	5%	10%	10%	5%	1%	9%	11%	7%	7%	6%	5%
Gun control	10%	6%	3%	2%	4%	2%	8%	8%	5%	7%	4%	2%	4%	10%	5%	4%	15%	7%	7%	9%	1%	4%	7%	4%	1%	2%	9%	7%	17%	5%	4%	4%
Crime and public safety	4%	3%	8%	4%	4%	7%	4%	2%	6%	5%	3%	4%	7%	4%	2%	9%	8%	4%	2%	4%	11%	3%	8%	8%	12%	4%	4%	11%	7%	7%	1%	3%
Unsure	3%	1%	1%	1%	0%	1%	2%	1%	3%	1%	1%	0%	2%	1%	1%	4%	0%	2%	2%	1%	0%	1%	4%	1%	2%	1%	1%	2%	3%	1%	2%	1%

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

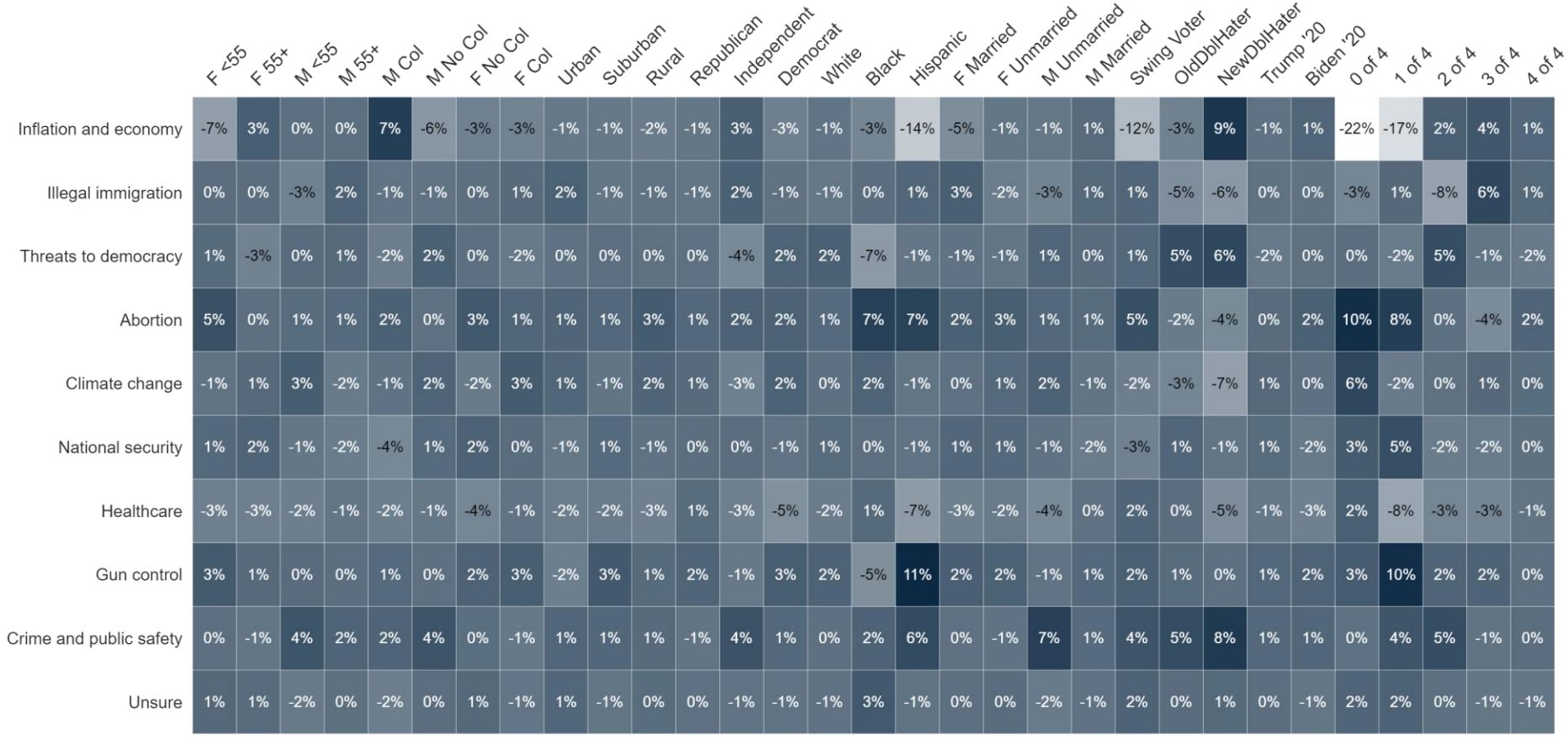
CYGNAL

Trend: Top Priority



CYGNAL

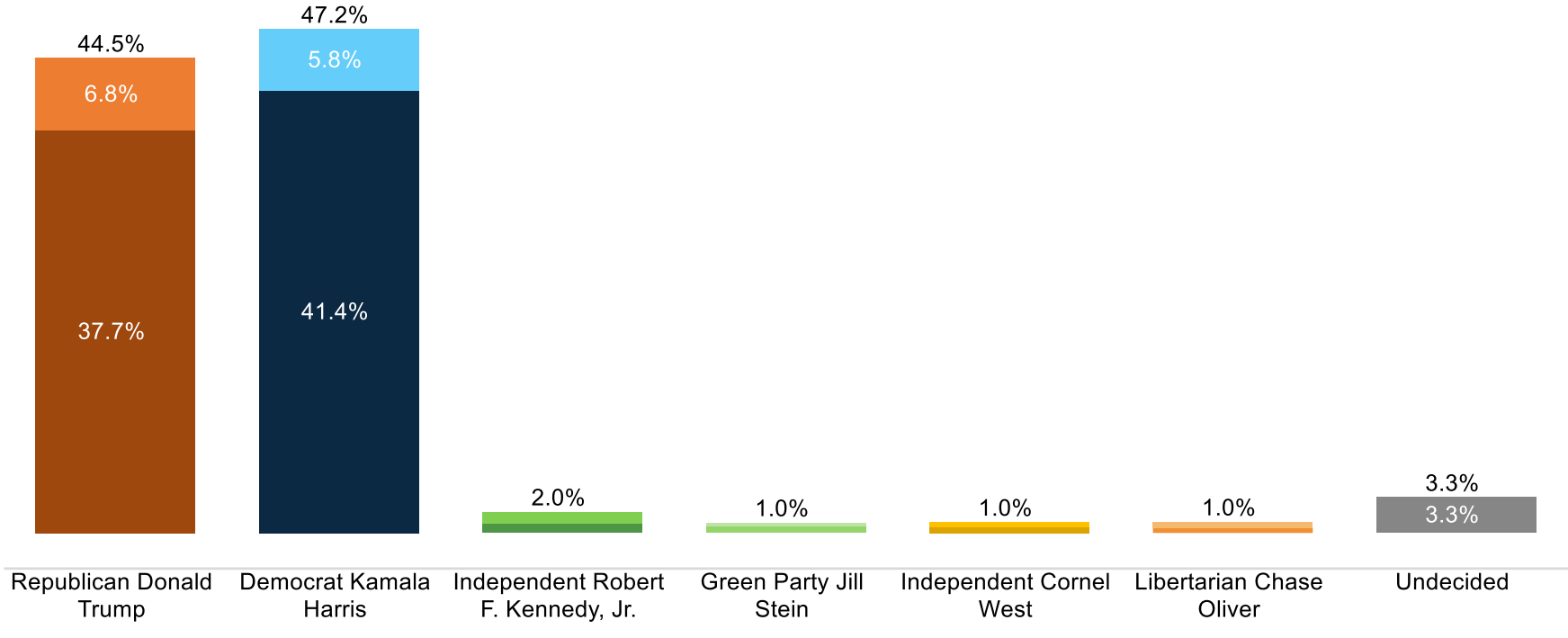
Percent Change: Top Priority (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	-7%	3%	0%	0%	7%	-6%	-3%	-3%	-1%	-1%	-2%	-1%	3%	-3%	-1%	-3%	-14%	-5%	-1%	-1%	1%	-12%	-3%	9%	-1%	1%	-22%	-17%	2%	4%	1%
Illegal immigration	0%	0%	-3%	2%	-1%	-1%	0%	1%	2%	-1%	-1%	-1%	2%	-1%	-1%	0%	1%	3%	-2%	-3%	1%	1%	-5%	-6%	0%	0%	-3%	1%	-8%	6%	1%
Threats to democracy	1%	-3%	0%	1%	-2%	2%	0%	-2%	0%	0%	0%	0%	-4%	2%	2%	-7%	-1%	-1%	-1%	1%	0%	1%	5%	6%	-2%	0%	0%	-2%	5%	-1%	-2%
Abortion	5%	0%	1%	1%	2%	0%	3%	1%	1%	1%	3%	1%	2%	2%	1%	7%	7%	2%	3%	1%	1%	5%	-2%	-4%	0%	2%	10%	8%	0%	-4%	2%
Climate change	-1%	1%	3%	-2%	-1%	2%	-2%	3%	1%	-1%	2%	1%	-3%	2%	0%	2%	-1%	0%	1%	2%	-1%	-2%	-3%	-7%	1%	0%	6%	-2%	0%	1%	0%
National security	1%	2%	-1%	-2%	-4%	1%	2%	0%	-1%	1%	-1%	0%	0%	-1%	1%	0%	-1%	1%	1%	-1%	-2%	-3%	1%	-1%	1%	-2%	3%	5%	-2%	-2%	0%
Healthcare	-3%	-3%	-2%	-1%	-2%	-1%	-4%	-1%	-2%	-2%	-3%	1%	-3%	-5%	-2%	1%	-7%	-3%	-2%	-4%	0%	2%	0%	-5%	-1%	-3%	2%	-8%	-3%	-3%	-1%
Gun control	3%	1%	0%	0%	1%	0%	2%	3%	-2%	3%	1%	2%	-1%	3%	2%	-5%	11%	2%	2%	-1%	1%	2%	1%	0%	1%	2%	3%	10%	2%	2%	0%
Crime and public safety	0%	-1%	4%	2%	2%	4%	0%	-1%	1%	1%	1%	-1%	4%	1%	0%	2%	6%	0%	-1%	7%	1%	4%	5%	8%	1%	1%	0%	4%	5%	-1%	0%
Unsure	1%	1%	-2%	0%	-2%	0%	1%	-1%	1%	-1%	0%	0%	-1%	-1%	-1%	3%	-1%	0%	0%	-2%	-1%	2%	0%	1%	0%	-1%	2%	2%	0%	-1%	-1%

CYGNAL

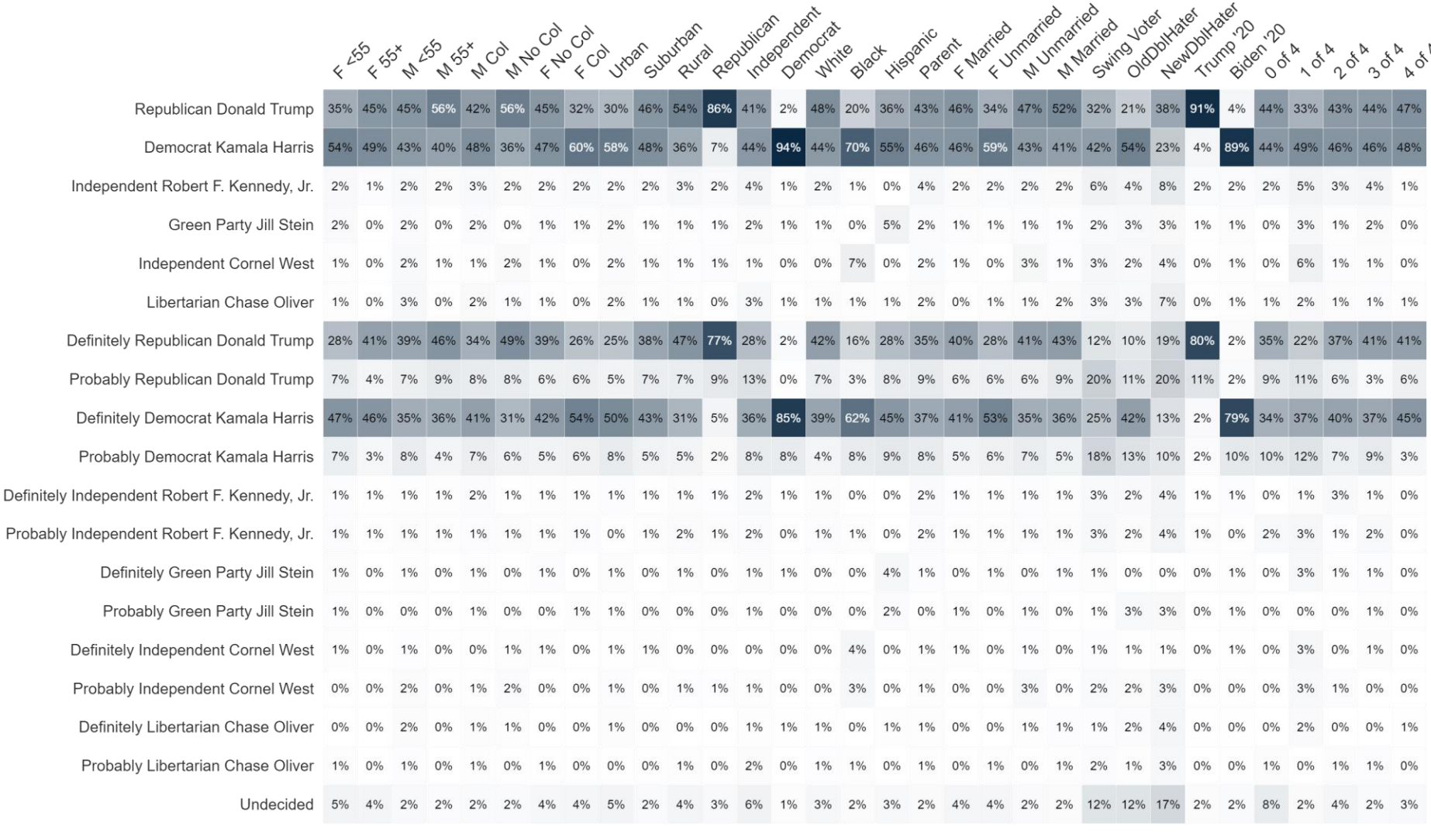
Full Presidential



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?

CYGNAL

Full Presidential Heatmap

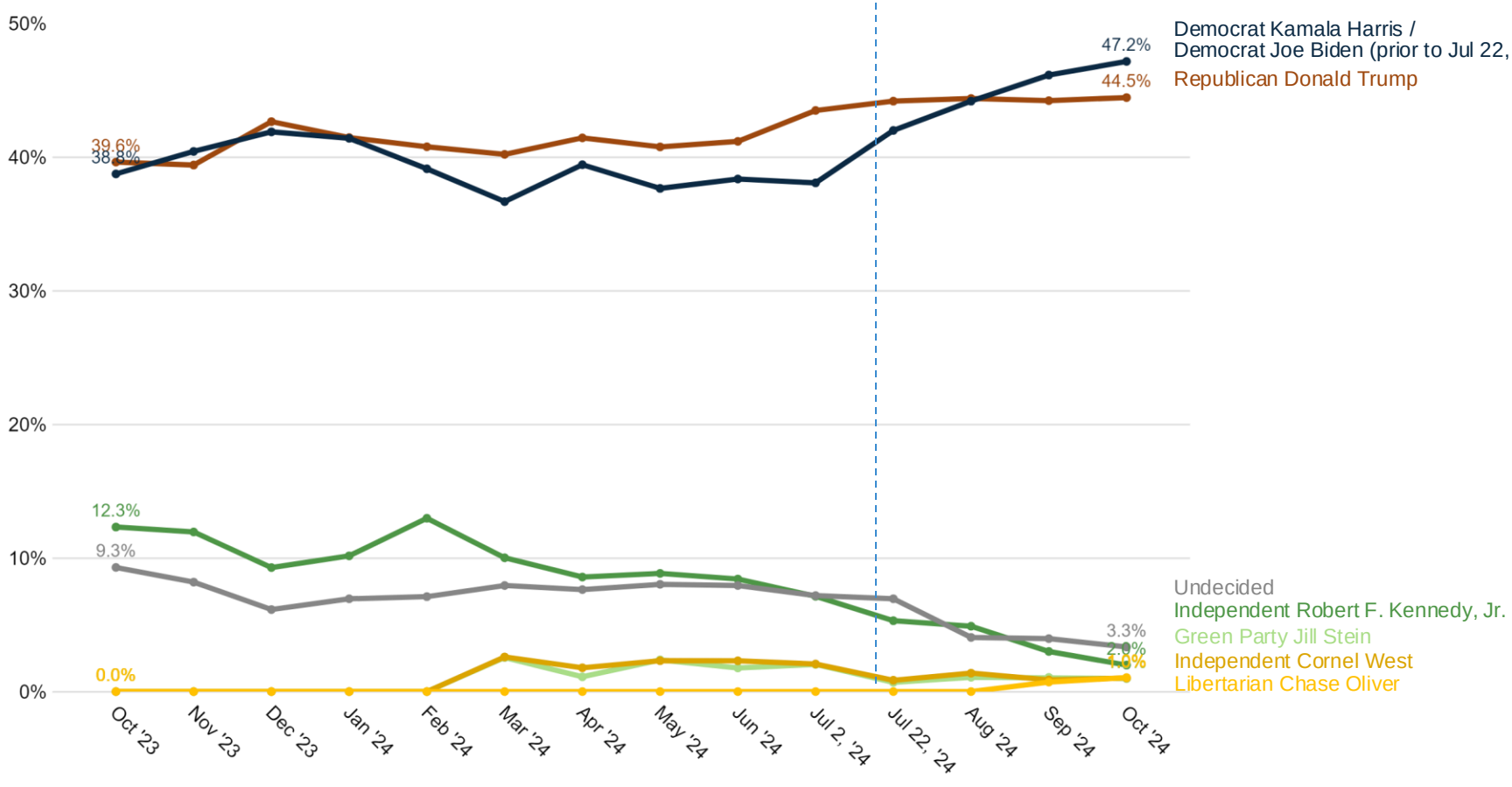


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	35%	45%	45%	56%	42%	56%	45%	32%	30%	46%	54%	86%	41%	2%	48%	20%	36%	43%	46%	34%	47%	52%	32%	21%	38%	91%	4%	44%	33%	43%	44%	47%
Democrat Kamala Harris	54%	49%	43%	40%	48%	36%	47%	60%	58%	48%	36%	7%	44%	94%	44%	70%	55%	46%	46%	59%	43%	41%	42%	54%	23%	4%	89%	44%	49%	46%	46%	48%
Independent Robert F. Kennedy, Jr.	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	4%	1%	2%	1%	0%	4%	2%	2%	2%	2%	6%	4%	8%	2%	2%	2%	5%	3%	4%	1%
Green Party Jill Stein	2%	0%	2%	0%	2%	0%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	5%	2%	1%	1%	1%	1%	2%	3%	3%	1%	1%	0%	3%	1%	2%	0%
Independent Cornel West	1%	0%	2%	1%	1%	2%	1%	0%	2%	1%	1%	1%	1%	0%	0%	7%	0%	2%	1%	0%	3%	1%	3%	2%	4%	0%	1%	0%	6%	1%	1%	0%
Libertarian Chase Oliver	1%	0%	3%	0%	2%	1%	1%	0%	2%	1%	1%	0%	3%	1%	1%	1%	1%	2%	0%	1%	1%	2%	3%	3%	7%	0%	1%	1%	2%	1%	1%	1%
Definitely Republican Donald Trump	28%	41%	39%	46%	34%	49%	39%	26%	25%	38%	47%	77%	28%	2%	42%	16%	28%	35%	40%	28%	41%	43%	12%	10%	19%	80%	2%	35%	22%	37%	41%	41%
Probably Republican Donald Trump	7%	4%	7%	9%	8%	8%	6%	6%	5%	7%	7%	9%	13%	0%	7%	3%	8%	9%	6%	6%	6%	9%	20%	11%	20%	11%	2%	9%	11%	6%	3%	6%
Definitely Democrat Kamala Harris	47%	46%	35%	36%	41%	31%	42%	54%	50%	43%	31%	5%	36%	85%	39%	62%	45%	37%	41%	53%	35%	36%	25%	42%	13%	2%	79%	34%	37%	40%	37%	45%
Probably Democrat Kamala Harris	7%	3%	8%	4%	7%	6%	5%	6%	8%	5%	5%	2%	8%	8%	4%	8%	9%	8%	5%	6%	7%	5%	18%	13%	10%	2%	10%	10%	12%	7%	9%	3%
Definitely Independent Robert F. Kennedy, Jr.	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	2%	1%	1%	1%	1%	3%	2%	4%	1%	1%	0%	1%	3%	1%	0%
Probably Independent Robert F. Kennedy, Jr.	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	2%	0%	1%	1%	0%	2%	1%	1%	1%	1%	3%	2%	4%	1%	0%	2%	3%	1%	2%	0%
Definitely Green Party Jill Stein	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	4%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	3%	1%	1%	0%
Probably Green Party Jill Stein	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	1%	0%	1%	3%	3%	0%	1%	0%	0%	0%	1%	0%
Definitely Independent Cornel West	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	4%	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	3%	0%	1%	0%
Probably Independent Cornel West	0%	0%	2%	0%	1%	2%	0%	0%	1%	0%	1%	1%	1%	0%	0%	3%	0%	1%	0%	0%	3%	0%	2%	2%	3%	0%	0%	0%	3%	1%	0%	0%
Definitely Libertarian Chase Oliver	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	2%	4%	0%	0%	0%	2%	0%	0%	1%
Probably Libertarian Chase Oliver	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	2%	0%	1%	1%	0%	1%	0%	1%	0%	1%	2%	1%	3%	0%	0%	1%	0%	1%	1%	0%
Undecided	5%	4%	2%	2%	2%	2%	4%	4%	5%	2%	4%	3%	6%	1%	3%	2%	3%	2%	4%	4%	2%	2%	12%	12%	17%	2%	2%	8%	2%	4%	2%	3%

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

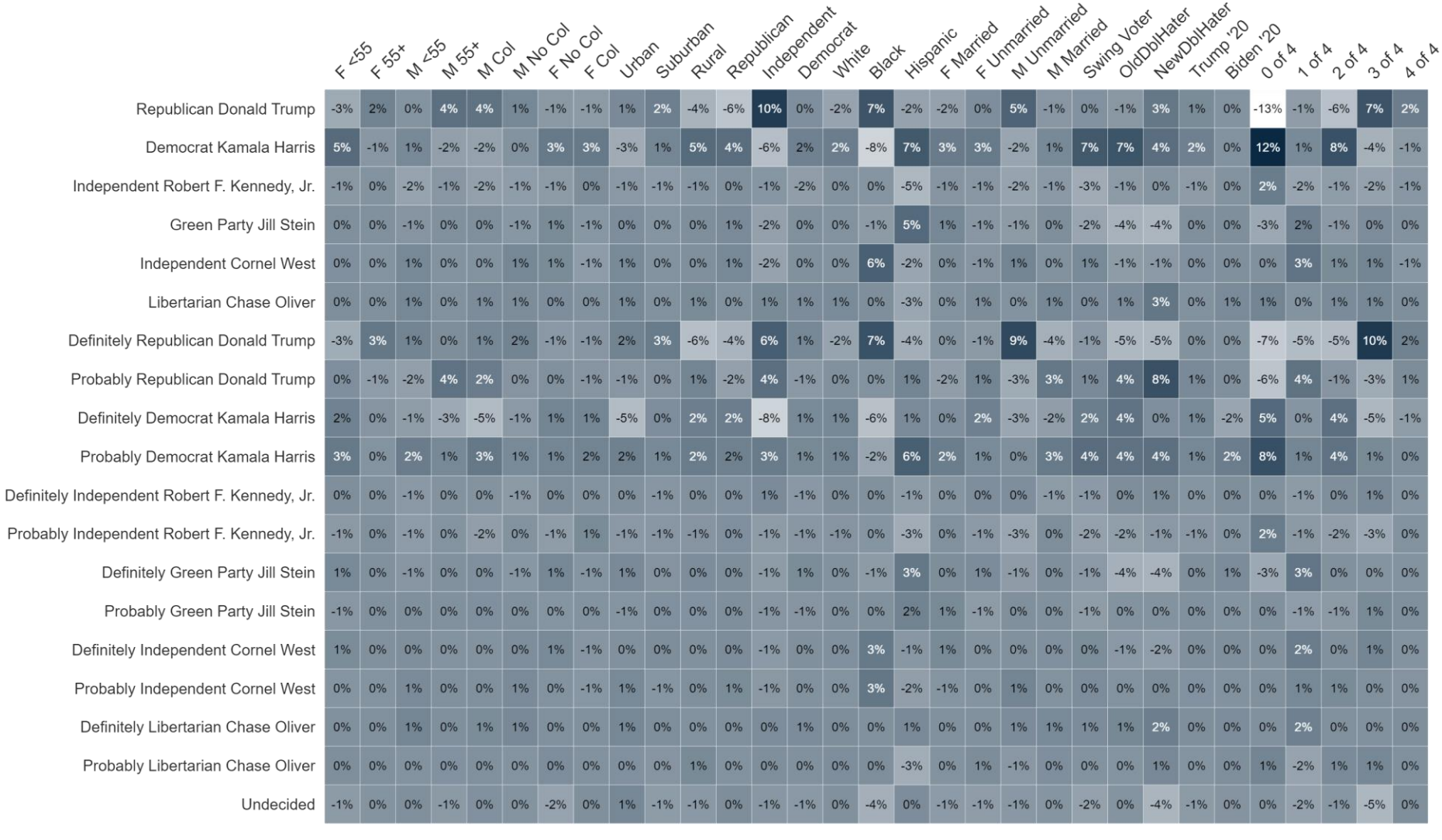
CYGNAL

Trend: Full Presidential



CYGNAL

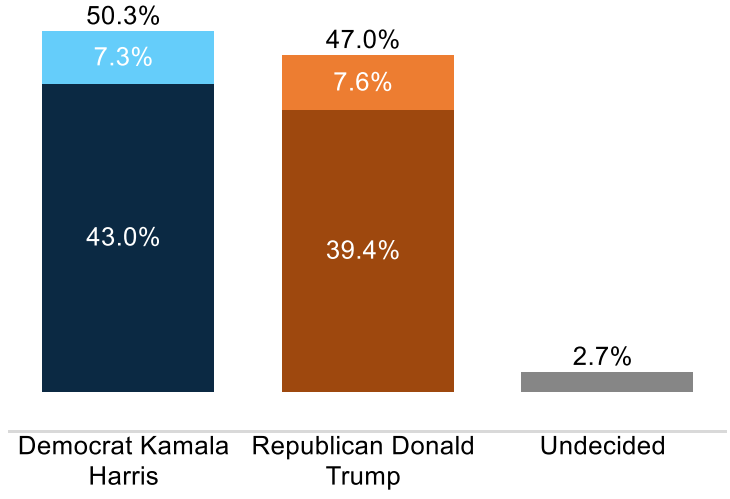
Percent Change: Full Presidential (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	-3%	2%	0%	4%	4%	1%	-1%	-1%	1%	2%	-4%	-6%	10%	0%	-2%	7%	-2%	-2%	0%	5%	-1%	0%	-1%	3%	1%	0%	-13%	-1%	-6%	7%	2%
Democrat Kamala Harris	5%	-1%	1%	-2%	-2%	0%	3%	3%	-3%	1%	5%	4%	-6%	2%	2%	-8%	7%	3%	3%	-2%	1%	7%	7%	4%	2%	0%	12%	1%	8%	-4%	-1%
Independent Robert F. Kennedy, Jr.	-1%	0%	-2%	-1%	-2%	-1%	-1%	0%	-1%	-1%	-1%	0%	-1%	-2%	0%	0%	-5%	-1%	-1%	-2%	-1%	-3%	-1%	0%	-1%	0%	2%	-2%	-1%	-2%	-1%
Green Party Jill Stein	0%	0%	-1%	0%	0%	-1%	1%	-1%	0%	0%	0%	1%	-2%	0%	0%	-1%	5%	1%	-1%	-1%	0%	-2%	-4%	-4%	0%	0%	-3%	2%	-1%	0%	0%
Independent Cornel West	0%	0%	1%	0%	0%	1%	1%	-1%	1%	0%	0%	1%	-2%	0%	0%	6%	-2%	0%	-1%	1%	0%	1%	-1%	-1%	0%	0%	0%	3%	1%	1%	-1%
Libertarian Chase Oliver	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	0%	-3%	0%	1%	0%	1%	0%	1%	3%	0%	1%	1%	0%	1%	1%	0%
Definitely Republican Donald Trump	-3%	3%	1%	0%	1%	2%	-1%	-1%	2%	3%	-6%	-4%	6%	1%	-2%	7%	-4%	0%	-1%	9%	-4%	-1%	-5%	-5%	0%	0%	-7%	-5%	-5%	10%	2%
Probably Republican Donald Trump	0%	-1%	-2%	4%	2%	0%	0%	-1%	-1%	0%	1%	-2%	4%	-1%	0%	0%	1%	-2%	1%	-3%	3%	1%	4%	8%	1%	0%	-6%	4%	-1%	-3%	1%
Definitely Democrat Kamala Harris	2%	0%	-1%	-3%	-5%	-1%	1%	1%	-5%	0%	2%	2%	-8%	1%	1%	-6%	1%	0%	2%	-3%	-2%	2%	4%	0%	1%	-2%	5%	0%	4%	-5%	-1%
Probably Democrat Kamala Harris	3%	0%	2%	1%	3%	1%	1%	2%	2%	1%	2%	2%	3%	1%	1%	-2%	6%	2%	1%	0%	3%	4%	4%	4%	1%	2%	8%	1%	4%	1%	0%
Definitely Independent Robert F. Kennedy, Jr.	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	-1%	0%	0%	1%	-1%	0%	0%	-1%	0%	0%	0%	-1%	-1%	0%	1%	0%	0%	0%	-1%	0%	1%	0%
Probably Independent Robert F. Kennedy, Jr.	-1%	0%	-1%	0%	-2%	0%	-1%	1%	-1%	-1%	-1%	0%	-1%	-1%	-1%	0%	-3%	0%	-1%	-3%	0%	-2%	-2%	-1%	-1%	0%	2%	-1%	-2%	-3%	0%
Definitely Green Party Jill Stein	1%	0%	-1%	0%	0%	-1%	1%	-1%	1%	0%	0%	0%	-1%	1%	0%	-1%	3%	0%	1%	-1%	0%	-1%	-4%	-4%	0%	1%	-3%	3%	0%	0%	0%
Probably Green Party Jill Stein	-1%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	-1%	-1%	0%	0%	2%	1%	-1%	0%	0%	-1%	0%	0%	0%	0%	0%	-1%	-1%	1%	0%
Definitely Independent Cornel West	1%	0%	0%	0%	0%	0%	1%	-1%	0%	0%	0%	0%	-1%	0%	0%	3%	-1%	1%	0%	0%	0%	0%	-1%	-2%	0%	0%	0%	2%	0%	1%	0%
Probably Independent Cornel West	0%	0%	1%	0%	0%	1%	0%	-1%	1%	-1%	0%	1%	-1%	0%	0%	3%	-2%	-1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
Definitely Libertarian Chase Oliver	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	1%	2%	0%	0%	0%	2%	0%	0%	0%
Probably Libertarian Chase Oliver	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	-3%	0%	1%	-1%	0%	0%	0%	1%	0%	0%	1%	-2%	1%	1%	0%
Undecided	-1%	0%	0%	-1%	0%	0%	-2%	0%	1%	-1%	-1%	0%	-1%	-1%	0%	-4%	0%	-1%	-1%	-1%	0%	-2%	0%	-4%	-1%	0%	0%	-2%	-1%	-5%	0%

CYGNAL

Harris v Trump

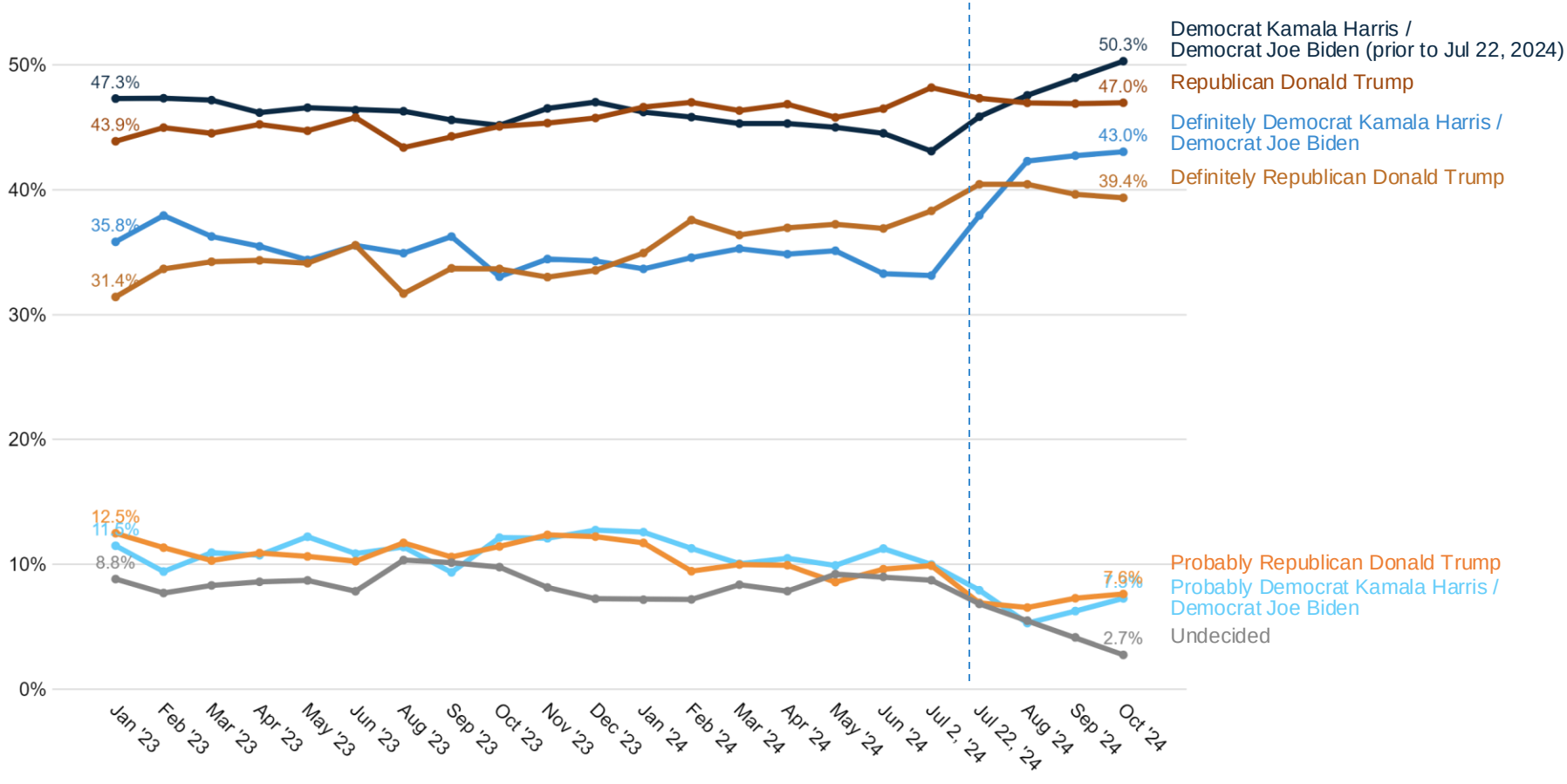


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	59%	50%	48%	41%	52%	39%	51%	64%	64%	51%	38%	9%	49%	96%	46%	77%	60%	51%	49%	62%	46%	44%	50%	63%	36%	5%	93%	58%	60%	49%	49%	49%
Republican Donald Trump	37%	47%	50%	58%	45%	60%	47%	34%	32%	47%	59%	89%	46%	3%	51%	23%	37%	47%	48%	35%	52%	54%	39%	26%	48%	94%	6%	42%	39%	48%	48%	48%
Definitely Democrat Kamala Harris	49%	47%	38%	36%	44%	31%	43%	57%	53%	44%	33%	6%	39%	87%	41%	64%	45%	41%	42%	55%	37%	37%	27%	46%	20%	3%	82%	42%	39%	42%	38%	46%
Probably Democrat Kamala Harris	10%	3%	10%	5%	8%	8%	7%	6%	11%	7%	5%	4%	10%	9%	5%	13%	15%	11%	7%	7%	9%	7%	23%	17%	16%	2%	11%	16%	21%	7%	11%	4%
Probably Republican Donald Trump	8%	5%	9%	9%	9%	9%	6%	7%	6%	7%	9%	11%	13%	1%	7%	9%	9%	9%	7%	6%	9%	9%	24%	13%	25%	11%	3%	5%	16%	9%	7%	6%
Definitely Republican Donald Trump	30%	42%	41%	49%	37%	51%	41%	26%	26%	40%	49%	78%	33%	2%	44%	14%	28%	37%	41%	29%	43%	46%	15%	13%	23%	82%	3%	38%	23%	39%	41%	43%
Undecided	4%	3%	3%	1%	3%	1%	3%	3%	4%	2%	3%	2%	5%	1%	3%	0%	2%	2%	3%	3%	2%	1%	11%	11%	17%	2%	1%	0%	2%	3%	3%	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?

CYGNAL

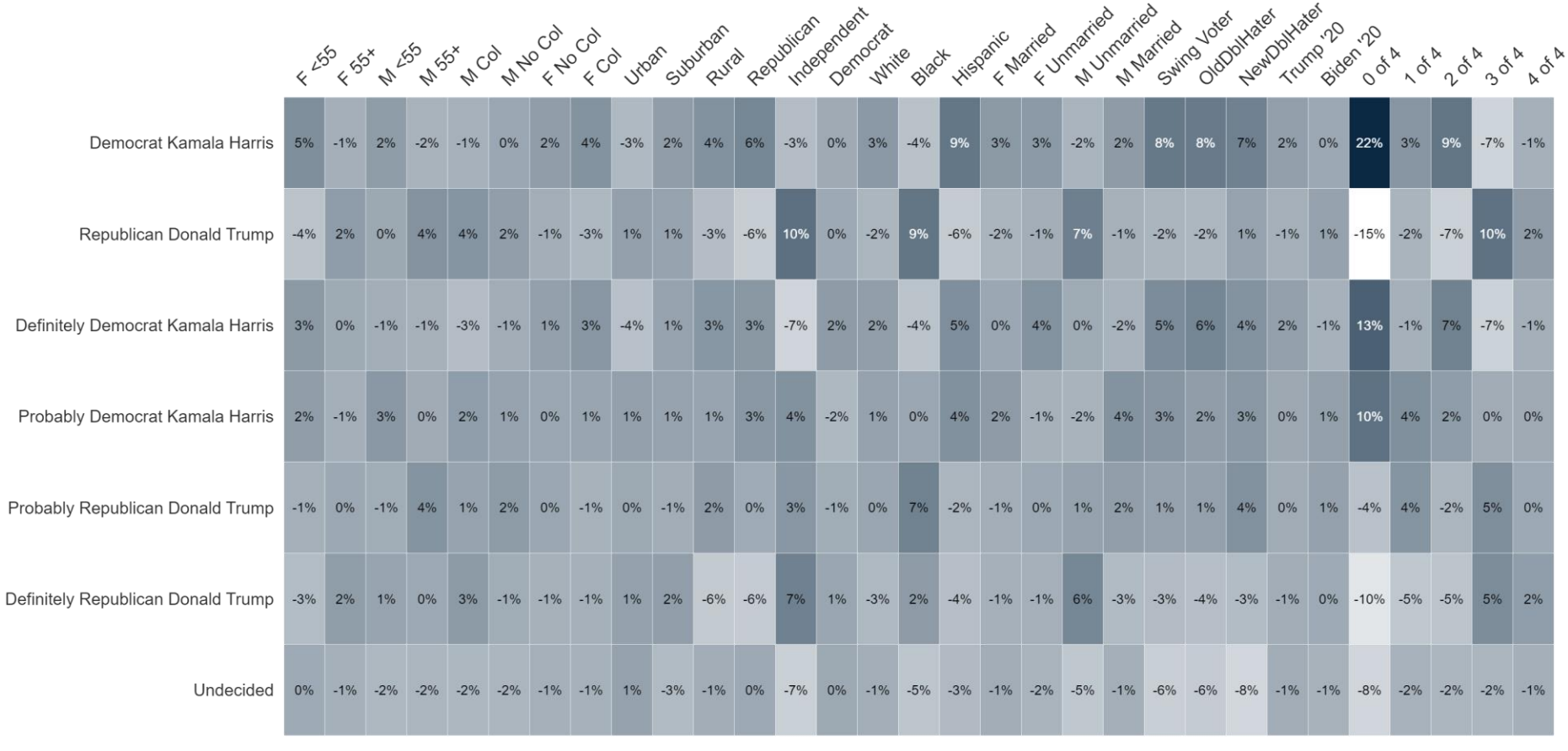
Trend: Harris v Trump*



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

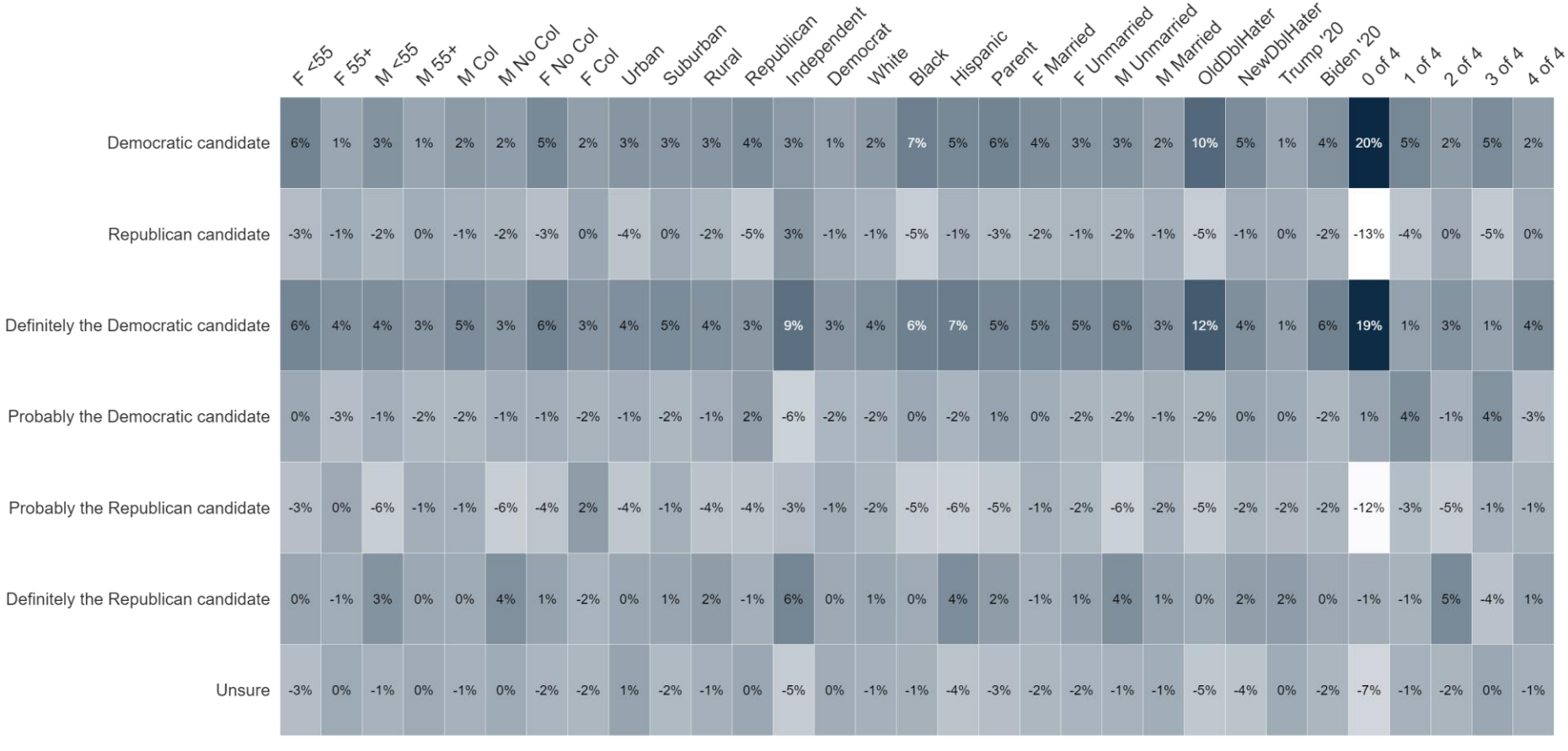
CYGNAL

Percent Change: Harris v Trump (Sep '24 to Oct '24)



CYGNAL

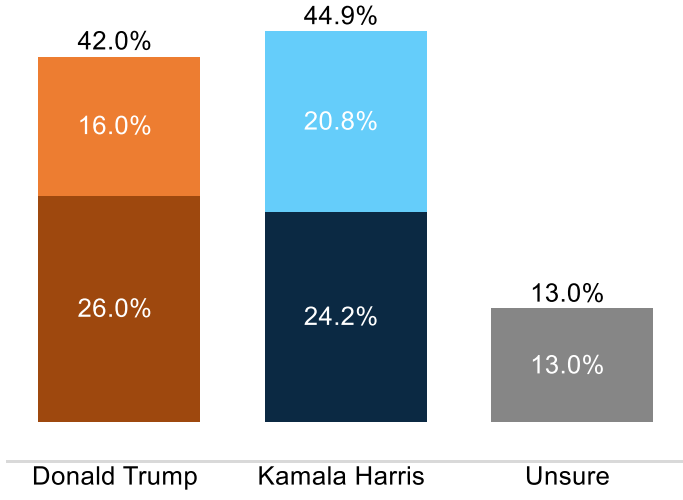
Percent Change: Generic Ballot to Harris v Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	6%	1%	3%	1%	2%	2%	5%	2%	3%	3%	3%	4%	3%	1%	2%	7%	5%	6%	4%	3%	3%	2%	10%	5%	1%	4%	20%	5%	2%	5%	2%
Republican candidate	-3%	-1%	-2%	0%	-1%	-2%	-3%	0%	-4%	0%	-2%	-5%	3%	-1%	-1%	-5%	-1%	-3%	-2%	-1%	-2%	-1%	-5%	-1%	0%	-2%	-13%	-4%	0%	-5%	0%
Definitely the Democratic candidate	6%	4%	4%	3%	5%	3%	6%	3%	4%	5%	4%	3%	9%	3%	4%	6%	7%	5%	5%	5%	6%	3%	12%	4%	1%	6%	19%	1%	3%	1%	4%
Probably the Democratic candidate	0%	-3%	-1%	-2%	-2%	-1%	-1%	-2%	-1%	-2%	-1%	2%	-6%	-2%	-2%	0%	-2%	1%	0%	-2%	-2%	-1%	-2%	0%	0%	-2%	1%	4%	-1%	4%	-3%
Probably the Republican candidate	-3%	0%	-6%	-1%	-1%	-6%	-4%	2%	-4%	-1%	-4%	-4%	-3%	-1%	-2%	-5%	-6%	-5%	-1%	-2%	-6%	-2%	-5%	-2%	-2%	-2%	-12%	-3%	-5%	-1%	-1%
Definitely the Republican candidate	0%	-1%	3%	0%	0%	4%	1%	-2%	0%	1%	2%	-1%	6%	0%	1%	0%	4%	2%	-1%	1%	4%	1%	0%	2%	2%	0%	-1%	-1%	5%	-4%	1%
Unsure	-3%	0%	-1%	0%	-1%	0%	-2%	-2%	1%	-2%	-1%	0%	-5%	0%	-1%	-1%	-4%	-3%	-2%	-2%	-1%	-1%	-5%	-4%	0%	-2%	-7%	-1%	-2%	0%	-1%

CYGNAL

Presidential Predicted Election Winner

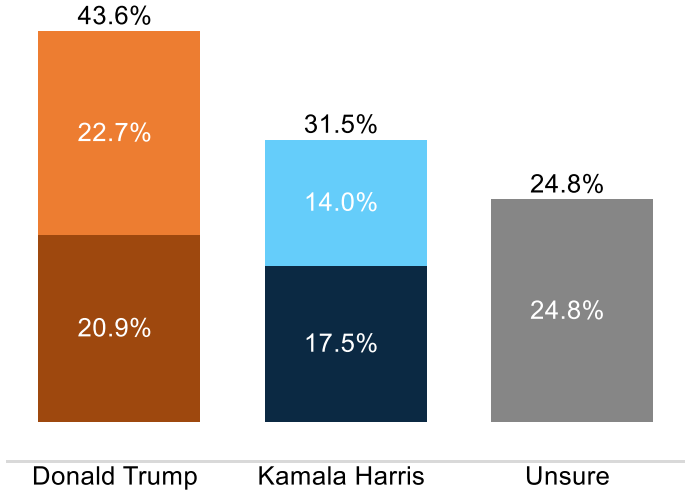


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	33%	40%	47%	51%	40%	56%	41%	30%	32%	42%	50%	80%	37%	5%	45%	23%	35%	42%	41%	32%	50%	49%	32%	23%	36%	81%	7%	44%	36%	41%	47%	43%
Kamala Harris	53%	44%	44%	35%	46%	35%	48%	52%	56%	45%	36%	11%	45%	83%	40%	75%	59%	47%	44%	56%	42%	39%	47%	53%	41%	9%	79%	45%	60%	45%	43%	43%
Definitely Donald Trump	23%	27%	22%	33%	22%	32%	30%	18%	19%	25%	33%	52%	19%	2%	28%	11%	26%	24%	30%	20%	30%	26%	9%	7%	10%	54%	3%	30%	19%	25%	22%	28%
Probably Donald Trump	10%	13%	24%	18%	19%	24%	11%	11%	13%	17%	17%	27%	18%	3%	17%	11%	10%	18%	11%	12%	20%	23%	24%	17%	26%	27%	4%	14%	17%	16%	25%	14%
Probably Kamala Harris	24%	18%	22%	18%	27%	14%	17%	29%	21%	22%	18%	8%	29%	30%	22%	18%	24%	20%	23%	21%	21%	19%	33%	33%	31%	7%	33%	22%	26%	16%	24%	21%
Definitely Kamala Harris	29%	26%	22%	17%	20%	20%	31%	24%	35%	23%	18%	3%	16%	53%	18%	58%	36%	27%	21%	35%	21%	20%	14%	20%	9%	2%	46%	23%	33%	29%	19%	22%
Unsure	14%	16%	9%	14%	13%	10%	12%	18%	13%	13%	14%	10%	18%	12%	15%	2%	5%	11%	15%	12%	8%	12%	21%	24%	23%	10%	14%	11%	5%	14%	11%	14%

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

CYGNAL

Presidential Neighbors' Vote

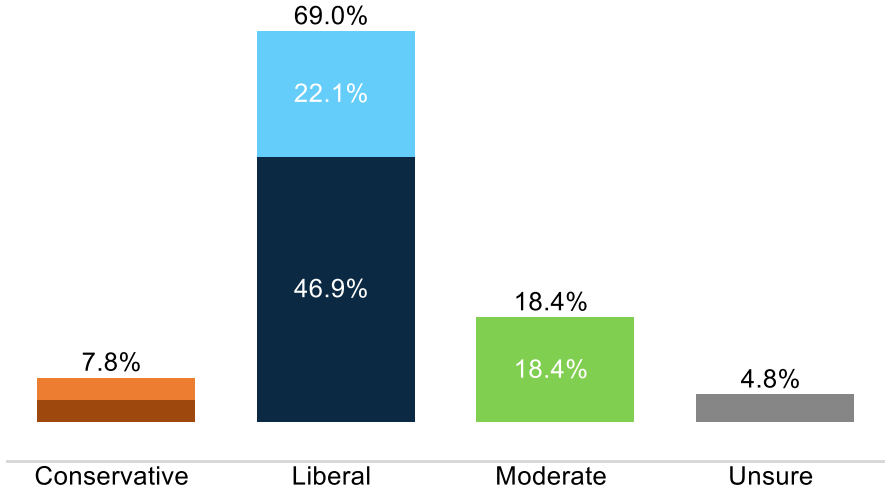


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	42%	41%	48%	44%	44%	49%	44%	38%	26%	43%	59%	66%	46%	19%	47%	22%	46%	48%	45%	38%	45%	47%	39%	42%	42%	69%	21%	53%	35%	43%	45%	45%
Kamala Harris	40%	23%	36%	23%	36%	25%	31%	36%	54%	32%	13%	11%	25%	59%	25%	66%	40%	36%	30%	36%	36%	27%	32%	34%	28%	9%	54%	29%	54%	31%	33%	28%
Definitely Donald Trump	19%	20%	23%	22%	16%	28%	23%	14%	13%	18%	32%	39%	18%	4%	22%	10%	23%	24%	22%	17%	24%	22%	11%	10%	14%	40%	4%	33%	17%	21%	19%	21%
Probably Donald Trump	23%	21%	25%	22%	28%	21%	21%	25%	13%	25%	27%	27%	28%	15%	25%	11%	23%	23%	24%	21%	21%	26%	28%	32%	27%	29%	18%	19%	18%	21%	26%	24%
Definitely Kamala Harris	24%	11%	22%	11%	18%	16%	20%	16%	36%	15%	7%	4%	12%	36%	11%	51%	27%	23%	15%	22%	21%	14%	18%	18%	13%	3%	31%	23%	38%	16%	15%	15%
Probably Kamala Harris	17%	12%	14%	12%	18%	10%	11%	20%	18%	17%	6%	7%	13%	23%	14%	15%	14%	13%	15%	15%	15%	12%	14%	16%	15%	5%	23%	7%	16%	15%	18%	13%
Unsure	18%	36%	16%	33%	20%	26%	25%	26%	20%	25%	28%	23%	29%	22%	28%	13%	14%	16%	25%	26%	19%	26%	30%	24%	30%	22%	25%	18%	11%	26%	21%	27%

Who are your neighbors most likely voting for in the upcoming election for president?

CYGNAL

Harris Ideology

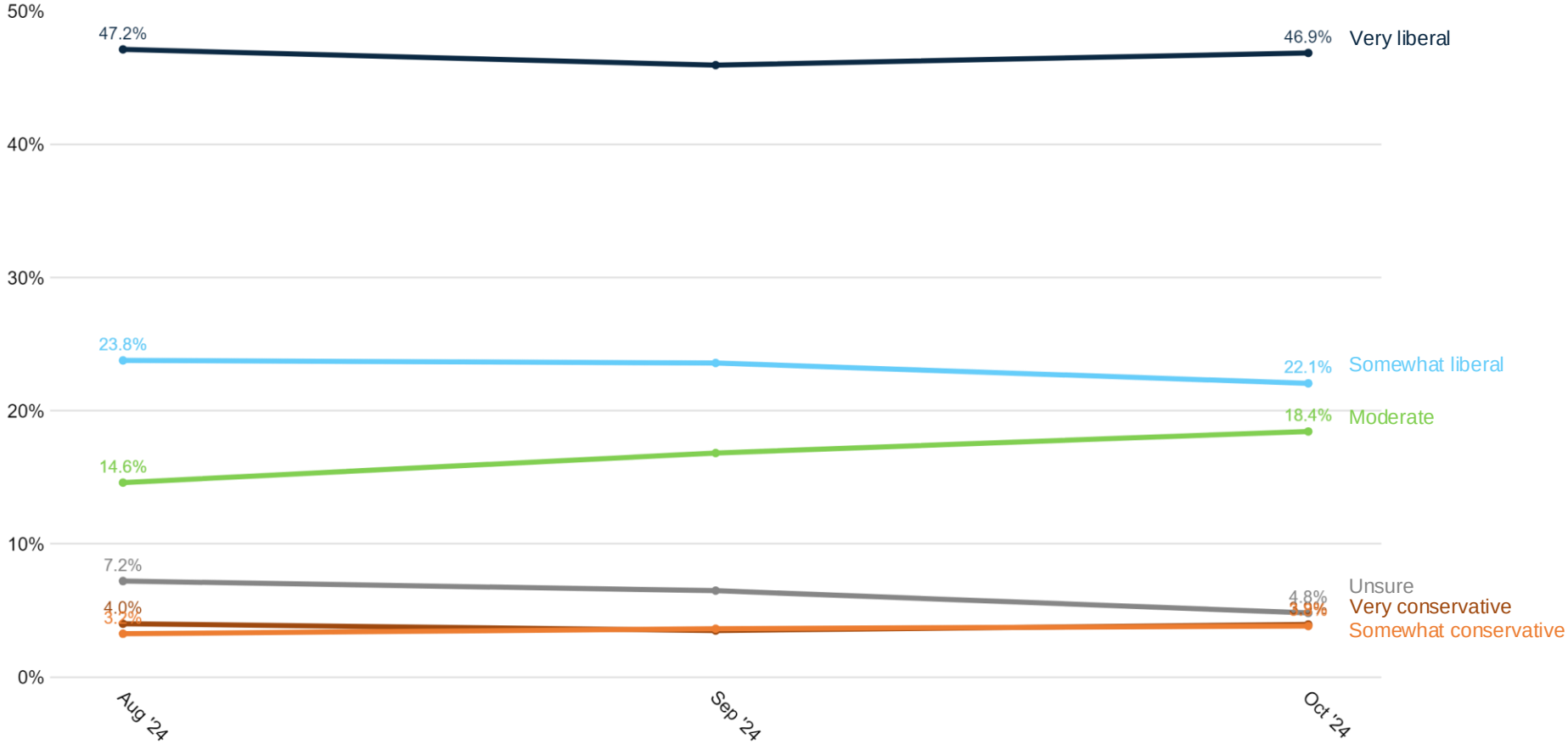


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	10%	4%	14%	3%	6%	11%	9%	4%	13%	6%	7%	7%	3%	12%	6%	21%	8%	13%	5%	9%	14%	6%	10%	8%	7%	5%	9%	20%	20%	6%	12%	5%
Moderate	18%	21%	16%	19%	20%	15%	18%	22%	21%	19%	16%	6%	22%	30%	17%	24%	29%	18%	18%	22%	16%	18%	21%	19%	7%	5%	32%	18%	16%	19%	14%	20%
Liberal	65%	69%	67%	77%	72%	71%	65%	71%	61%	71%	72%	83%	69%	55%	73%	48%	58%	65%	72%	62%	67%	74%	58%	66%	76%	84%	56%	56%	60%	66%	67%	74%
Very conservative	5%	2%	7%	1%	4%	5%	4%	2%	7%	3%	3%	4%	2%	5%	3%	11%	4%	7%	2%	5%	7%	3%	3%	2%	1%	4%	4%	5%	8%	3%	8%	3%
Somewhat conservative	5%	2%	7%	1%	2%	6%	5%	1%	6%	3%	3%	3%	1%	7%	3%	11%	4%	6%	3%	4%	7%	3%	8%	6%	6%	2%	5%	15%	12%	3%	4%	2%
Somewhat liberal	28%	21%	18%	19%	24%	15%	17%	38%	22%	25%	16%	7%	26%	36%	24%	19%	20%	22%	25%	25%	20%	18%	25%	26%	19%	4%	38%	13%	24%	18%	18%	24%
Very liberal	38%	47%	48%	58%	49%	56%	48%	33%	40%	45%	55%	76%	43%	18%	49%	29%	38%	43%	47%	37%	47%	56%	33%	40%	58%	80%	18%	43%	36%	48%	49%	49%
Unsure	7%	6%	4%	1%	2%	3%	7%	4%	5%	4%	6%	4%	6%	3%	4%	6%	5%	4%	5%	7%	3%	2%	11%	7%	10%	5%	3%	6%	3%	9%	7%	2%

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

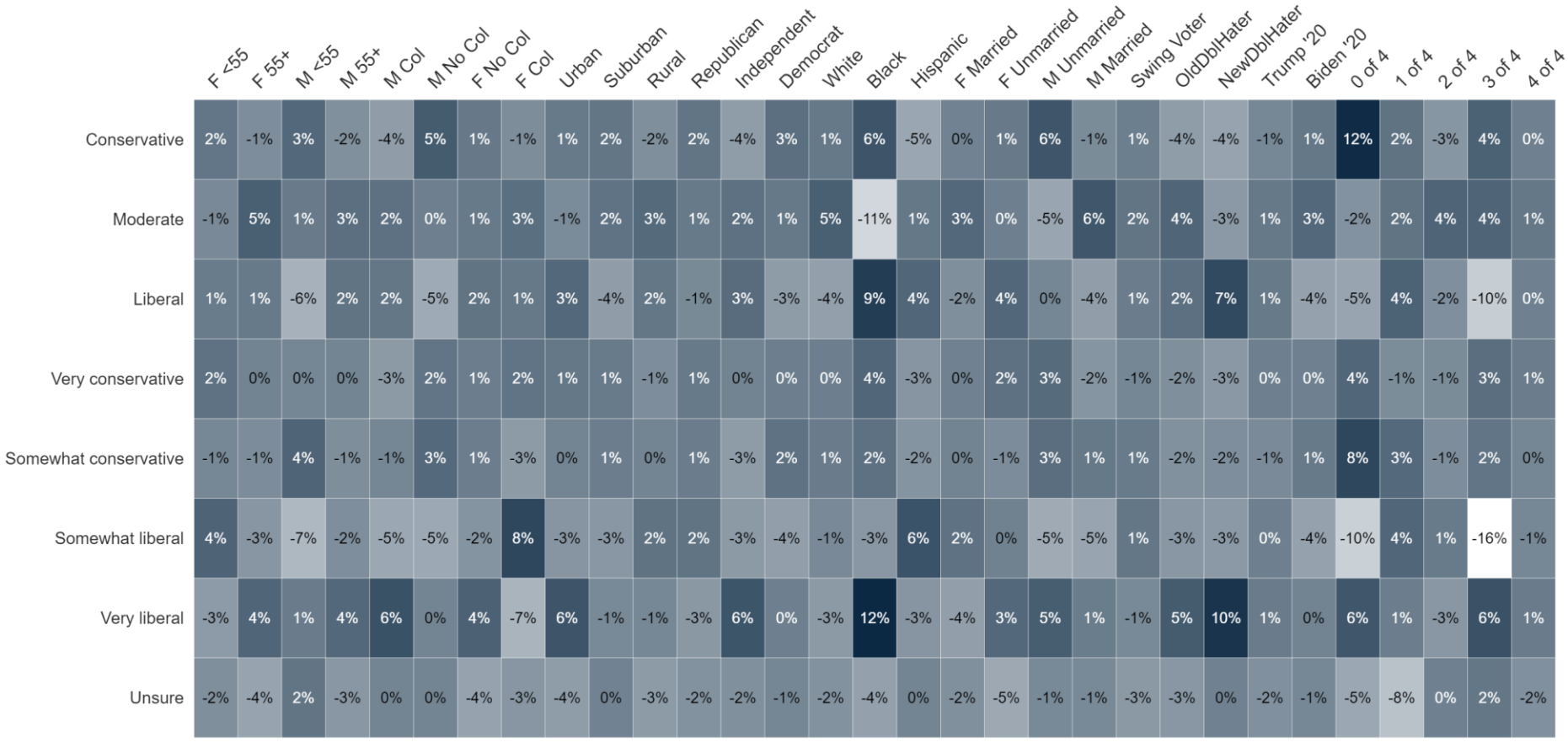
CYGNAL

Trend: Harris Ideology



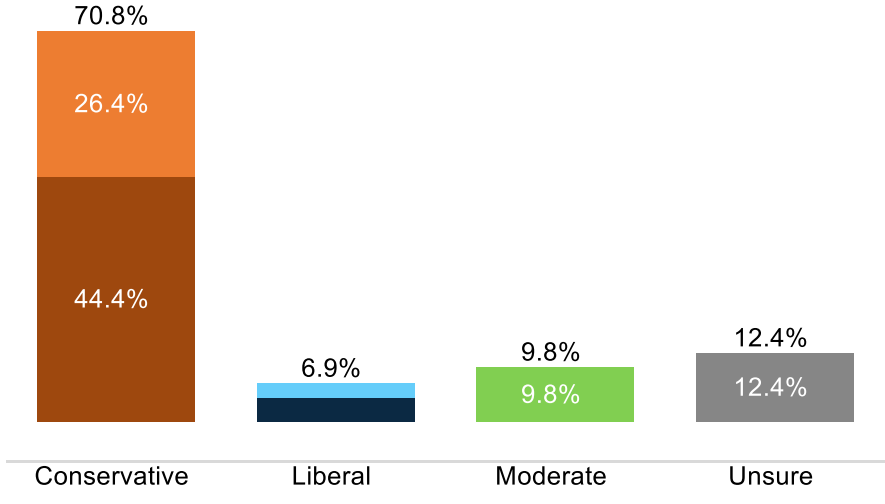
CYGNAL

Percent Change: Harris Ideology (Sep '24 to Oct '24)



CYGNAL

Trump Ideology

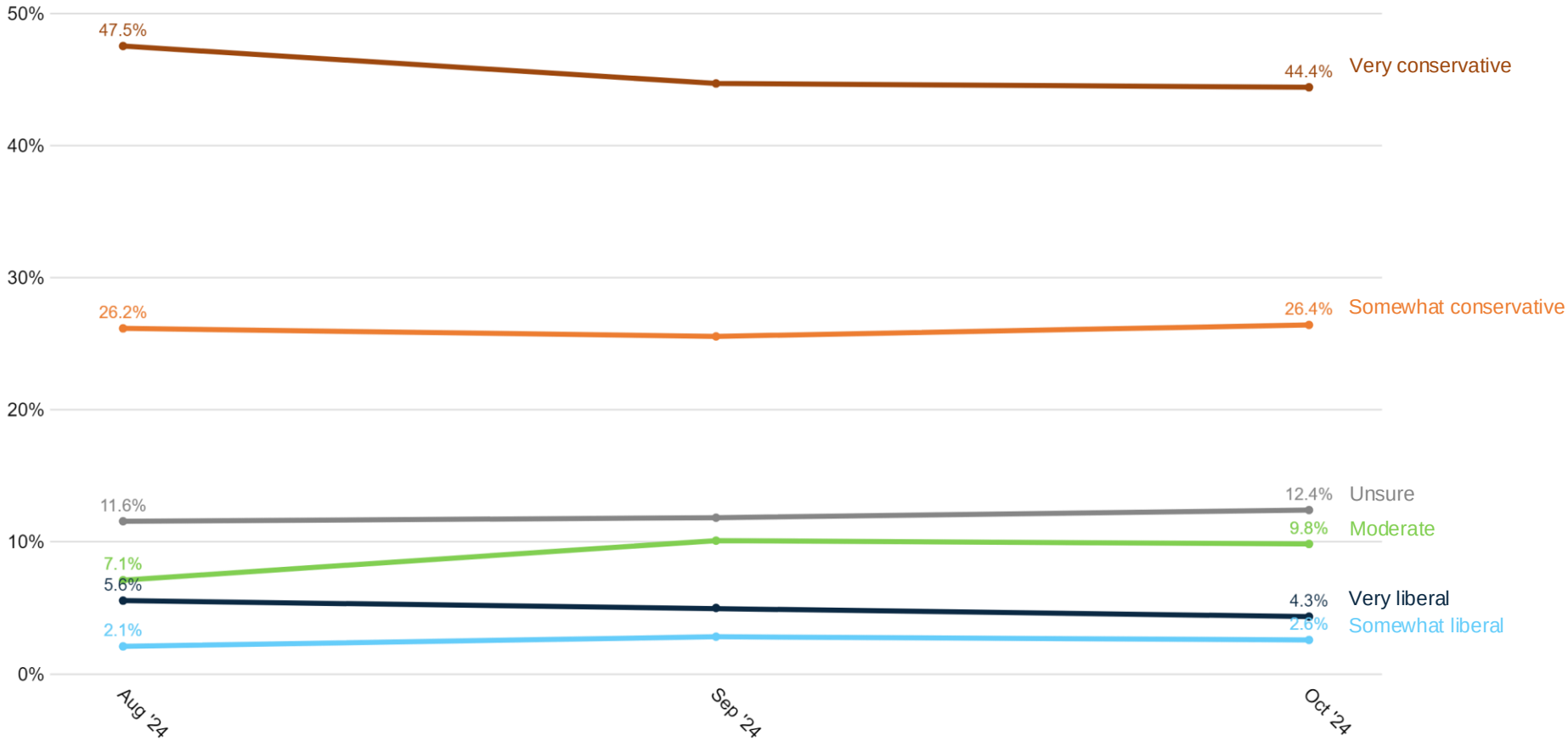


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	66%	72%	71%	76%	78%	69%	66%	75%	66%	74%	69%	82%	62%	67%	75%	54%	63%	66%	75%	64%	71%	75%	56%	70%	65%	79%	66%	57%	50%	66%	70%	78%
Moderate	11%	7%	14%	7%	9%	13%	10%	6%	10%	9%	11%	11%	14%	6%	9%	16%	12%	13%	9%	9%	13%	10%	17%	7%	14%	14%	6%	8%	20%	12%	16%	7%
Liberal	13%	3%	8%	2%	4%	6%	9%	7%	11%	6%	4%	4%	7%	9%	5%	14%	14%	11%	5%	12%	6%	5%	12%	7%	8%	4%	8%	18%	22%	8%	6%	4%
Very conservative	45%	49%	41%	42%	45%	38%	44%	53%	46%	46%	41%	41%	33%	57%	46%	42%	44%	38%	47%	47%	43%	41%	29%	50%	33%	37%	53%	32%	31%	47%	42%	48%
Somewhat conservative	21%	23%	30%	34%	33%	31%	22%	22%	20%	28%	28%	41%	29%	10%	29%	13%	19%	28%	27%	17%	28%	34%	27%	20%	32%	42%	13%	26%	20%	19%	28%	30%
Somewhat liberal	5%	1%	4%	0%	2%	2%	2%	4%	3%	3%	2%	2%	3%	3%	1%	7%	3%	5%	2%	4%	4%	1%	8%	6%	6%	1%	3%	5%	7%	4%	3%	1%
Very liberal	8%	2%	4%	2%	2%	4%	7%	3%	9%	4%	2%	2%	4%	7%	3%	7%	11%	6%	3%	8%	3%	4%	4%	2%	2%	3%	6%	13%	14%	4%	2%	2%
Unsure	11%	18%	7%	15%	9%	11%	14%	12%	13%	11%	15%	3%	17%	18%	12%	16%	11%	10%	11%	16%	9%	11%	16%	16%	14%	3%	20%	17%	9%	14%	8%	12%

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

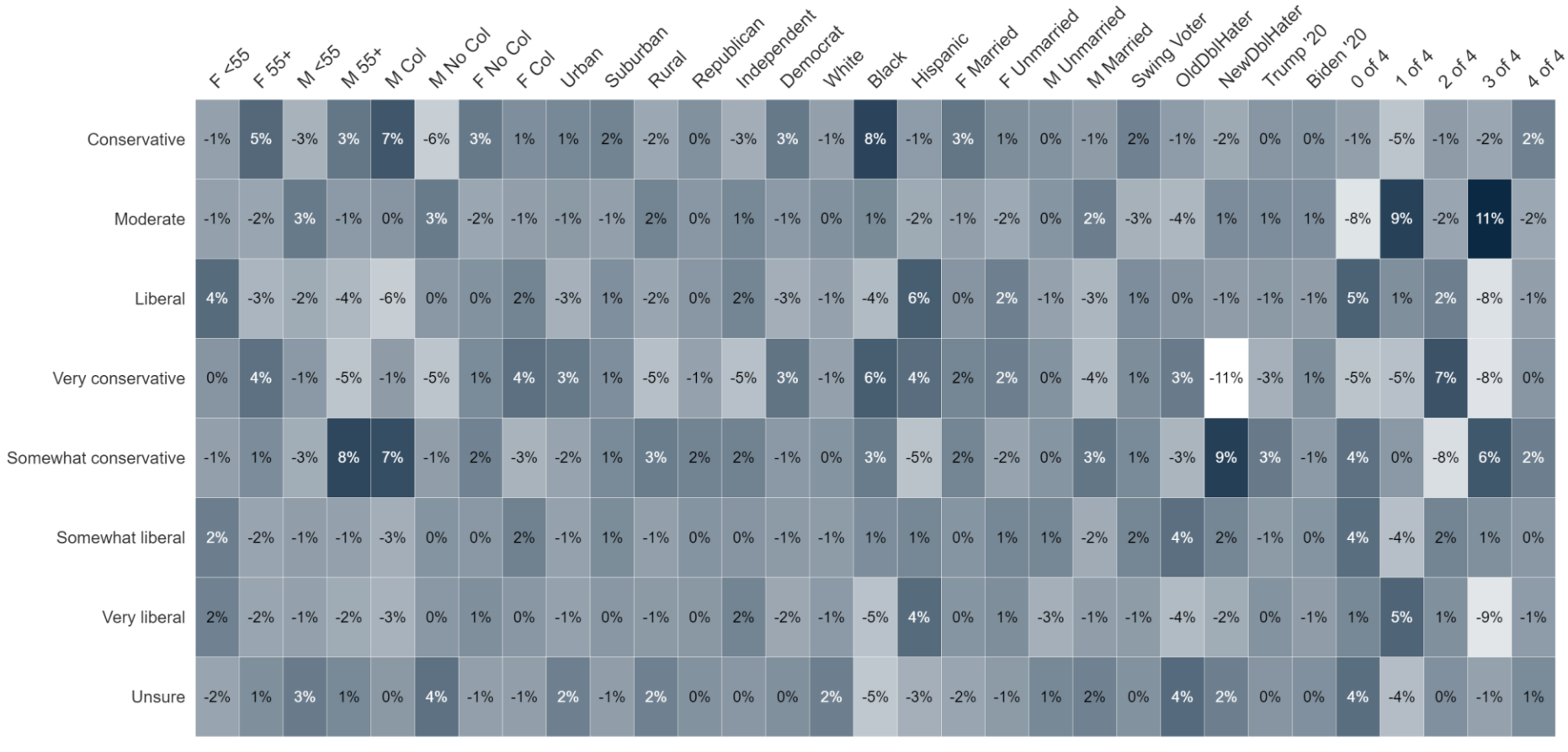
CYGNAL

Trend: Trump Ideology



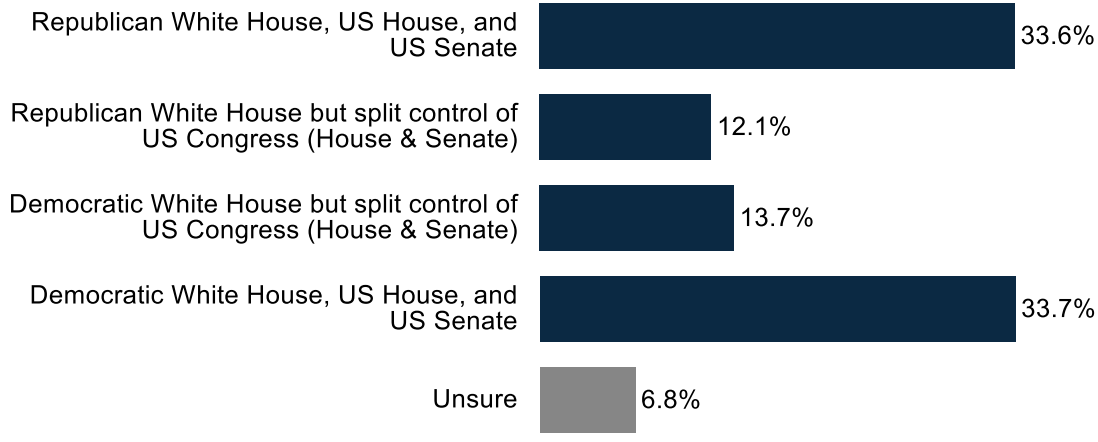
CYGNAL

Percent Change: Trump Ideology (Sep '24 to Oct '24)



CYGNAL

DC Control Preference

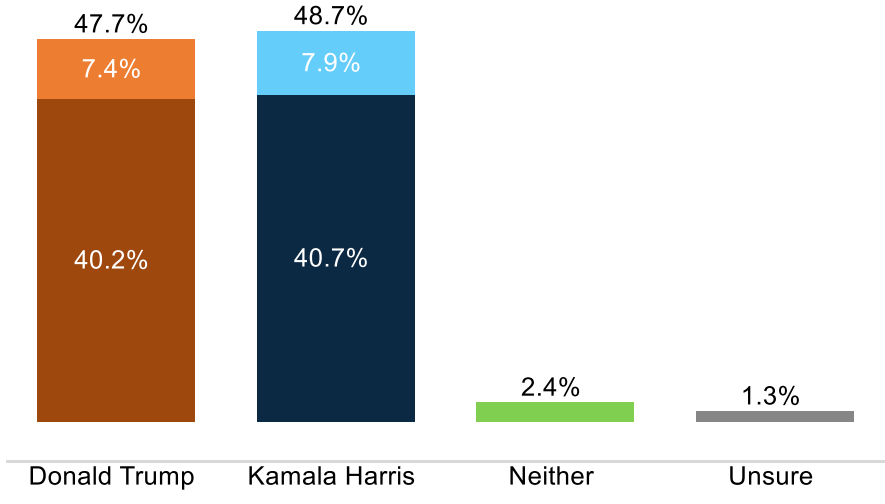


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican White House, US House, and US Senate	23%	34%	34%	49%	35%	45%	31%	22%	23%	33%	42%	68%	29%	1%	38%	14%	24%	31%	33%	23%	35%	44%	15%	11%	18%	71%	3%	12%	23%	29%	34%	39%
Republican White House but split control of US Congress (House & Senate)	12%	12%	15%	9%	12%	13%	13%	10%	10%	12%	14%	21%	14%	1%	13%	9%	11%	14%	13%	11%	14%	12%	24%	14%	27%	19%	3%	33%	13%	13%	16%	9%
Democratic White House but split control of US Congress (House & Senate)	19%	10%	15%	10%	13%	13%	14%	15%	15%	13%	14%	5%	16%	22%	11%	23%	21%	18%	13%	17%	16%	11%	27%	30%	24%	3%	24%	4%	31%	19%	14%	10%
Democratic White House, US House, and US Senate	36%	39%	30%	29%	37%	22%	32%	47%	44%	35%	23%	2%	29%	72%	33%	46%	33%	30%	35%	41%	27%	31%	15%	27%	11%	2%	66%	27%	25%	29%	29%	38%
Unsure	11%	5%	6%	3%	3%	7%	9%	6%	8%	6%	6%	4%	12%	4%	6%	8%	11%	6%	7%	9%	9%	2%	18%	19%	21%	5%	4%	24%	8%	9%	7%	4%

Out of the following options, what mix of control or full control by one party or the other in Washington, DC, do you believe is best for America right now?

CYGNAL

Trump v Harris Policy Contrast

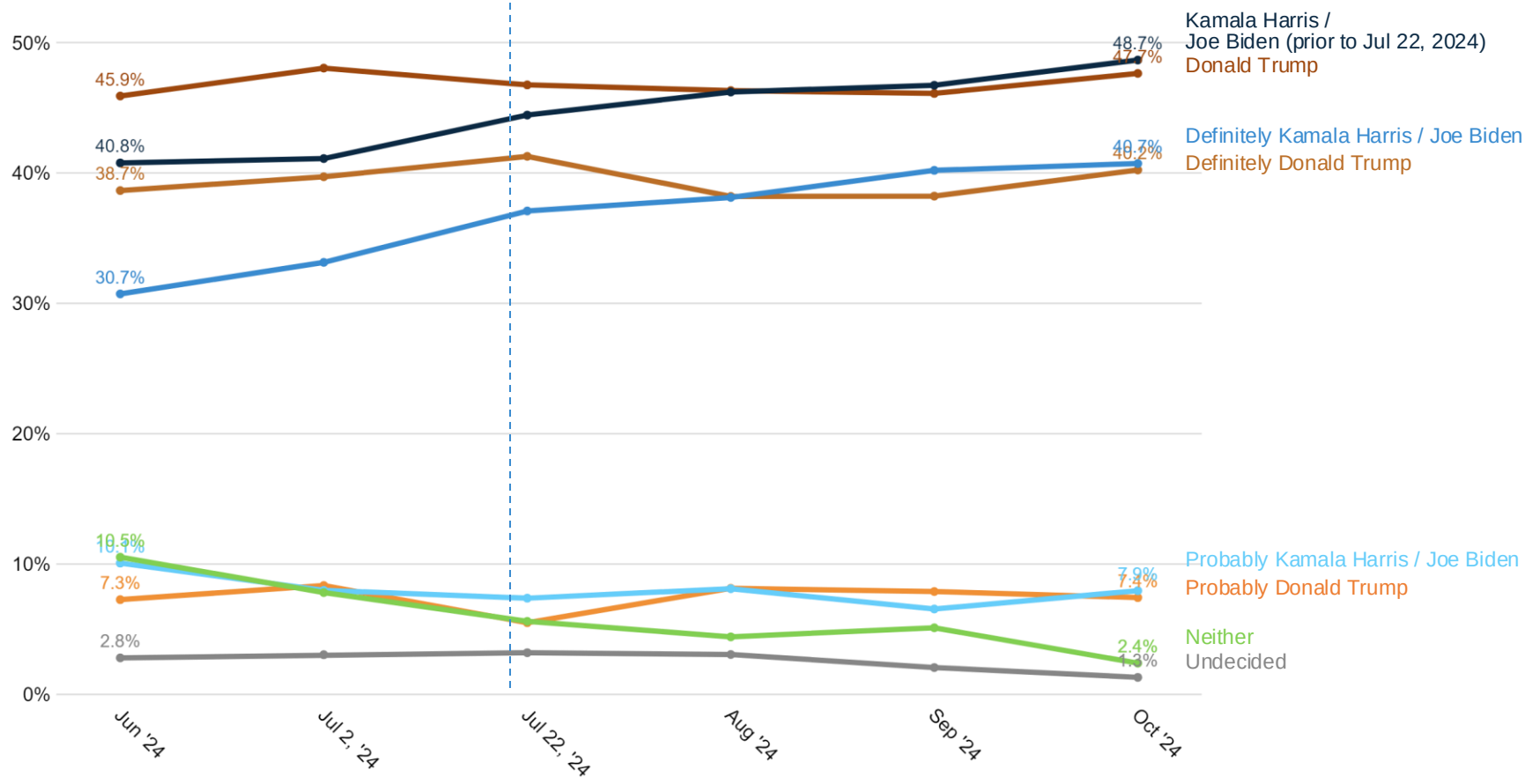


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	38%	48%	50%	58%	47%	59%	49%	33%	35%	48%	58%	89%	45%	4%	52%	24%	41%	46%	49%	36%	52%	55%	41%	26%	49%	93%	6%	51%	44%	47%	48%	48%
Kamala Harris	57%	49%	46%	39%	47%	39%	48%	64%	60%	49%	38%	9%	47%	95%	45%	75%	55%	50%	48%	61%	44%	43%	45%	59%	30%	4%	92%	44%	55%	48%	49%	49%
Definitely Donald Trump	31%	43%	42%	48%	38%	50%	42%	28%	27%	41%	49%	79%	34%	3%	44%	17%	30%	39%	44%	29%	41%	47%	20%	17%	32%	83%	3%	37%	32%	36%	45%	43%
Probably Donald Trump	7%	5%	8%	10%	9%	9%	7%	5%	8%	7%	8%	11%	12%	1%	8%	7%	11%	7%	5%	7%	12%	8%	21%	9%	17%	11%	3%	15%	12%	11%	3%	5%
Definitely Kamala Harris	47%	43%	38%	32%	38%	32%	41%	55%	52%	41%	32%	5%	34%	85%	37%	70%	44%	39%	39%	53%	37%	34%	25%	40%	14%	3%	78%	37%	43%	38%	38%	42%
Probably Kamala Harris	10%	6%	8%	7%	9%	7%	7%	10%	9%	9%	6%	4%	13%	10%	8%	5%	11%	11%	9%	7%	7%	9%	20%	19%	16%	1%	14%	7%	12%	10%	10%	6%
Neither	2%	2%	3%	3%	4%	2%	2%	2%	2%	2%	3%	1%	6%	1%	2%	1%	2%	2%	2%	2%	4%	2%	8%	13%	15%	2%	2%	2%	0%	3%	3%	3%
Unsure	3%	0%	1%	0%	1%	0%	2%	0%	3%	1%	1%	1%	2%	0%	1%	0%	2%	1%	1%	1%	0%	0%	5%	2%	6%	1%	0%	3%	1%	2%	1%	0%

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

CYGNAL

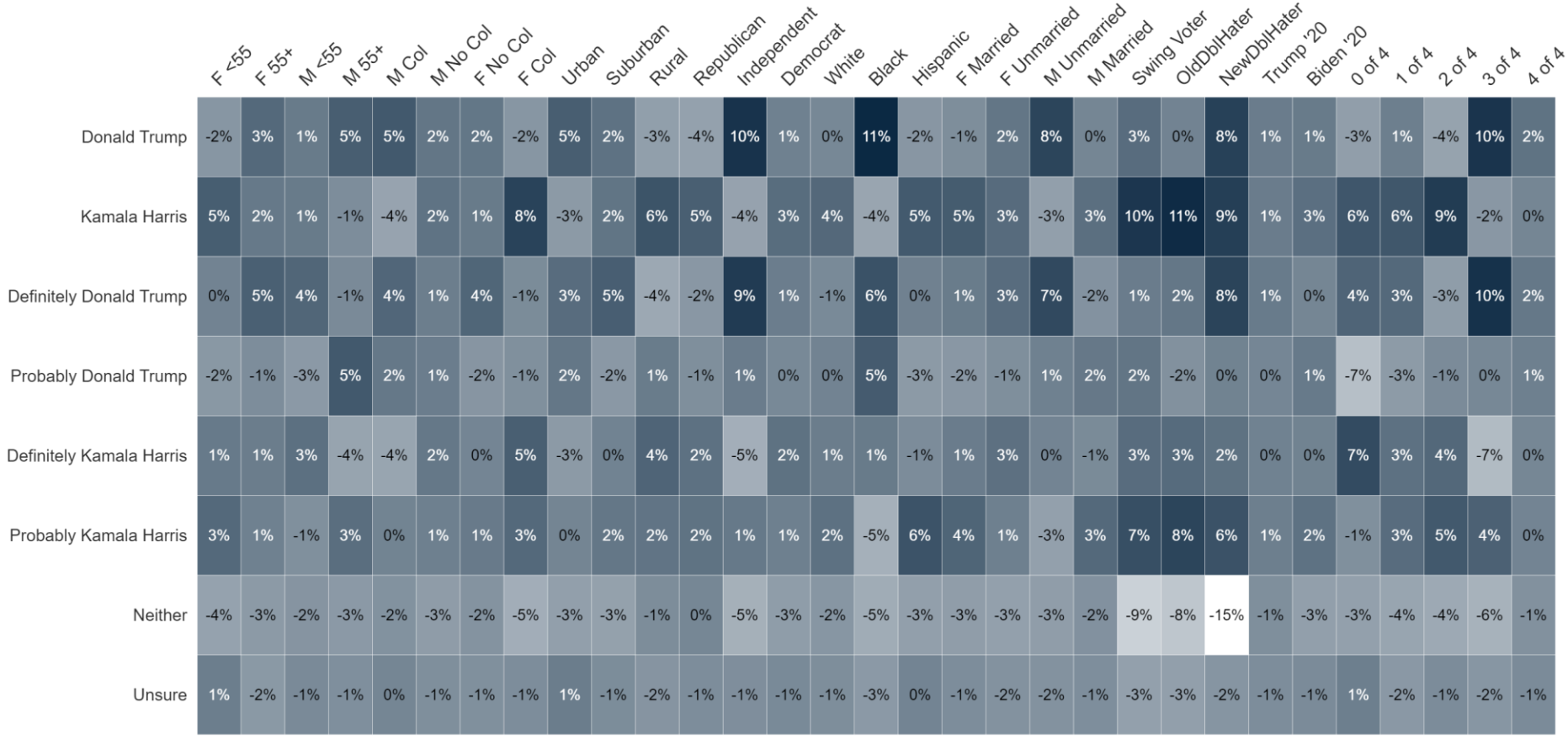
Trend: Trump v Harris Policy Contrast*



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

CYGNAL

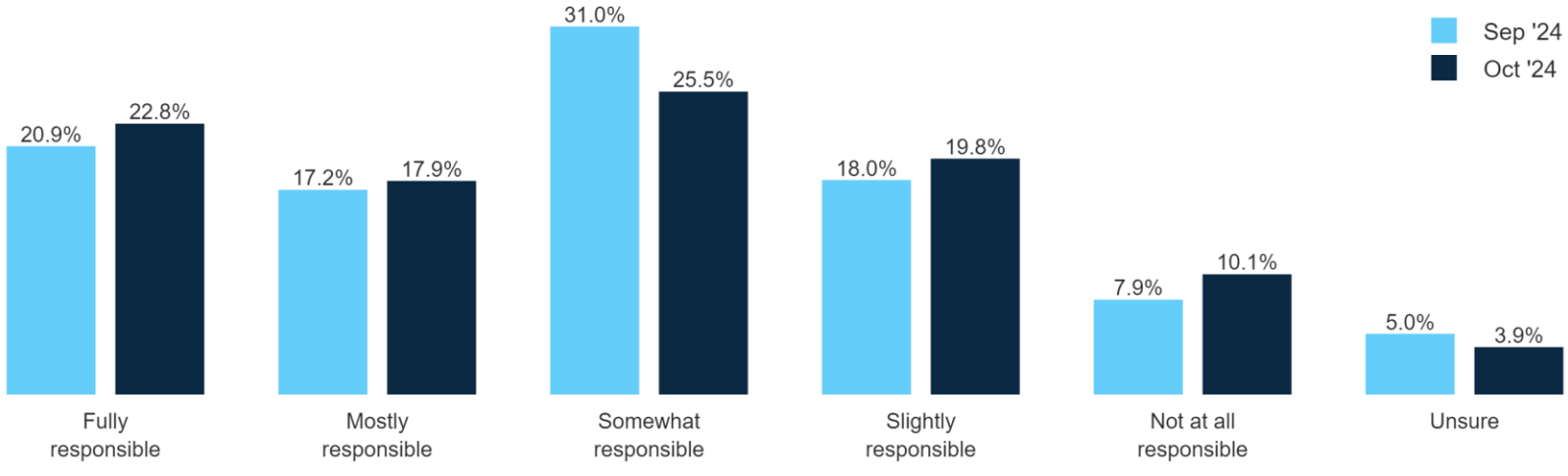
Percent Change: Trump v Harris Policy Contrast (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	-2%	3%	1%	5%	5%	2%	2%	-2%	5%	2%	-3%	-4%	10%	1%	0%	11%	-2%	-1%	2%	8%	0%	3%	0%	8%	1%	1%	-3%	1%	-4%	10%	2%
Kamala Harris	5%	2%	1%	-1%	-4%	2%	1%	8%	-3%	2%	6%	5%	-4%	3%	4%	-4%	5%	5%	3%	-3%	3%	10%	11%	9%	1%	3%	6%	6%	9%	-2%	0%
Definitely Donald Trump	0%	5%	4%	-1%	4%	1%	4%	-1%	3%	5%	-4%	-2%	9%	1%	-1%	6%	0%	1%	3%	7%	-2%	1%	2%	8%	1%	0%	4%	3%	-3%	10%	2%
Probably Donald Trump	-2%	-1%	-3%	5%	2%	1%	-2%	-1%	2%	-2%	1%	-1%	1%	0%	0%	5%	-3%	-2%	-1%	1%	2%	2%	-2%	0%	0%	1%	-7%	-3%	-1%	0%	1%
Definitely Kamala Harris	1%	1%	3%	-4%	-4%	2%	0%	5%	-3%	0%	4%	2%	-5%	2%	1%	1%	-1%	1%	3%	0%	-1%	3%	3%	2%	0%	0%	7%	3%	4%	-7%	0%
Probably Kamala Harris	3%	1%	-1%	3%	0%	1%	1%	3%	0%	2%	2%	2%	1%	1%	2%	-5%	6%	4%	1%	-3%	3%	7%	8%	6%	1%	2%	-1%	3%	5%	4%	0%
Neither	-4%	-3%	-2%	-3%	-2%	-3%	-2%	-5%	-3%	-3%	-1%	0%	-5%	-3%	-2%	-5%	-3%	-3%	-3%	-3%	-2%	-9%	-8%	-15%	-1%	-3%	-3%	-4%	-4%	-6%	-1%
Unsure	1%	-2%	-1%	-1%	0%	-1%	-1%	-1%	1%	-1%	-2%	-1%	-1%	-1%	-1%	-3%	0%	-1%	-2%	-2%	-1%	-3%	-3%	-2%	-1%	-1%	1%	-2%	-1%	-2%	-1%

CYGNAL

Harris Responsible for Admin Policies

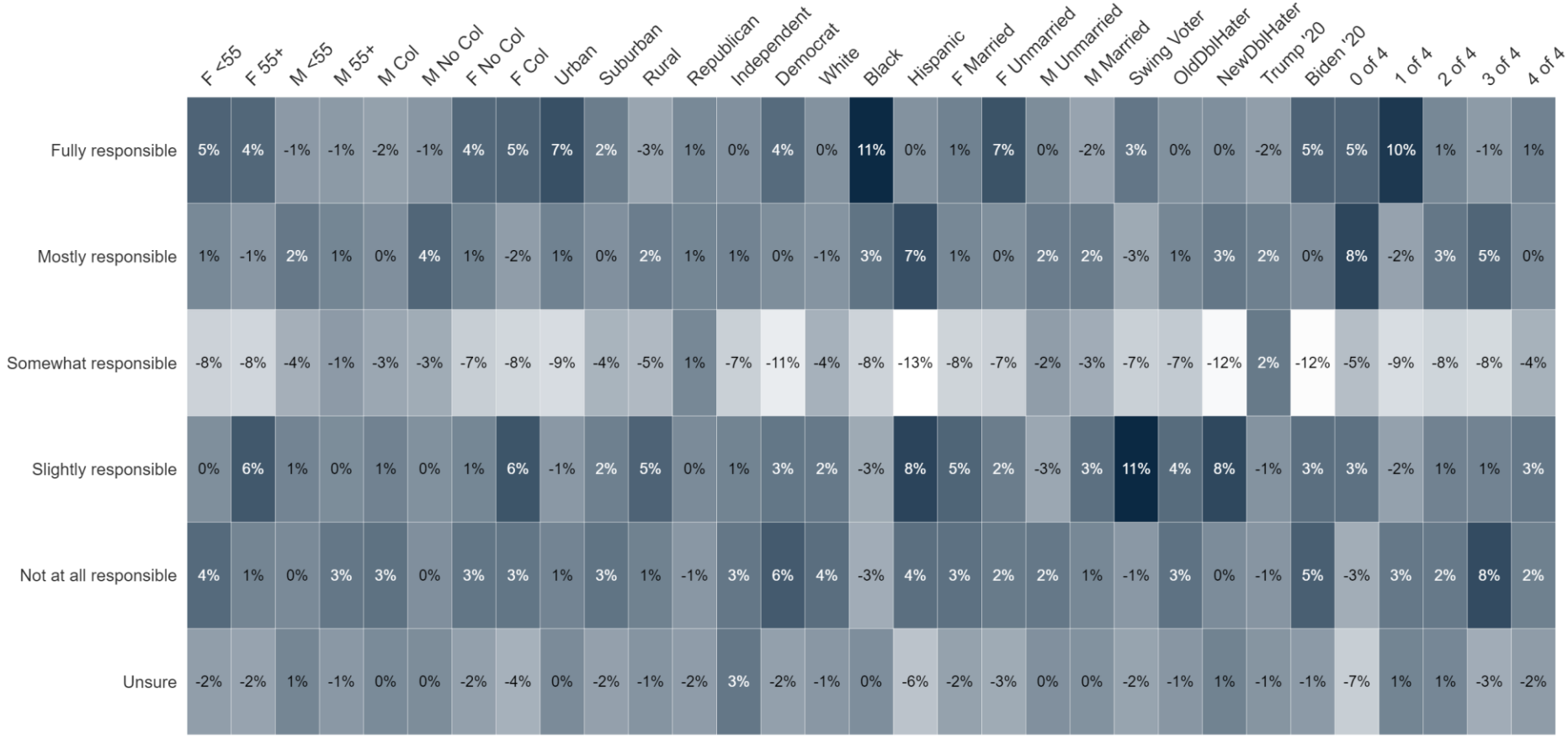


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Fully responsible	22%	24%	21%	24%	21%	24%	26%	18%	29%	20%	23%	35%	15%	15%	21%	26%	22%	24%	22%	23%	20%	24%	12%	11%	14%	35%	13%	23%	30%	22%	22%	22%
Mostly responsible	19%	14%	23%	16%	15%	24%	20%	11%	17%	17%	20%	26%	17%	10%	17%	19%	25%	20%	16%	17%	21%	19%	18%	15%	21%	27%	9%	26%	19%	23%	20%	16%
Somewhat responsible	21%	28%	28%	26%	30%	25%	22%	27%	22%	28%	24%	25%	25%	26%	26%	24%	21%	24%	23%	25%	29%	27%	27%	26%	23%	26%	25%	22%	23%	24%	24%	27%
Slightly responsible	20%	22%	17%	19%	23%	15%	17%	28%	18%	21%	18%	7%	24%	31%	21%	12%	22%	18%	21%	21%	17%	19%	27%	28%	25%	6%	33%	20%	14%	15%	20%	23%
Not at all responsible	11%	10%	7%	12%	9%	9%	10%	13%	8%	11%	9%	5%	13%	14%	11%	11%	7%	10%	14%	8%	9%	9%	8%	16%	9%	5%	16%	4%	9%	9%	12%	11%
Unsure	7%	3%	4%	1%	2%	3%	5%	3%	6%	2%	5%	1%	5%	5%	3%	8%	4%	4%	4%	5%	4%	1%	8%	4%	7%	2%	4%	6%	6%	7%	3%	2%

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

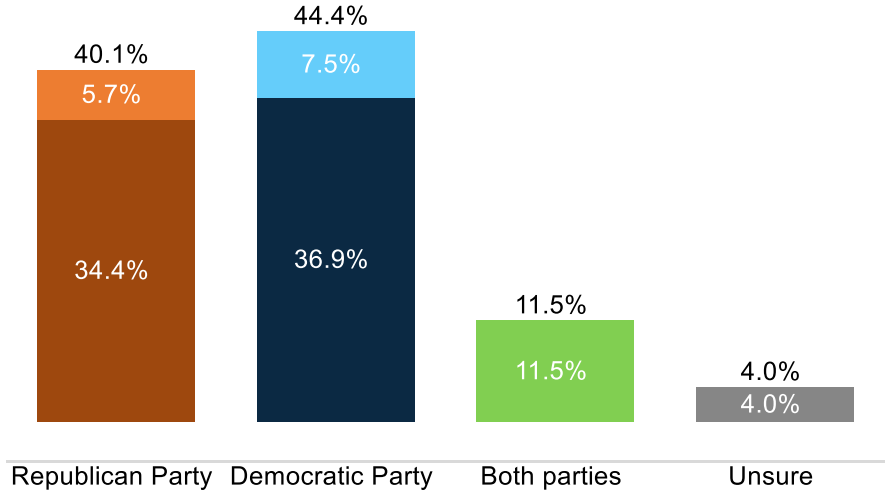
CYGNAL

Percent Change: Harris Responsible for Admin Policies (Sep '24 to Oct '24)



CYGNAL

Party – Extreme

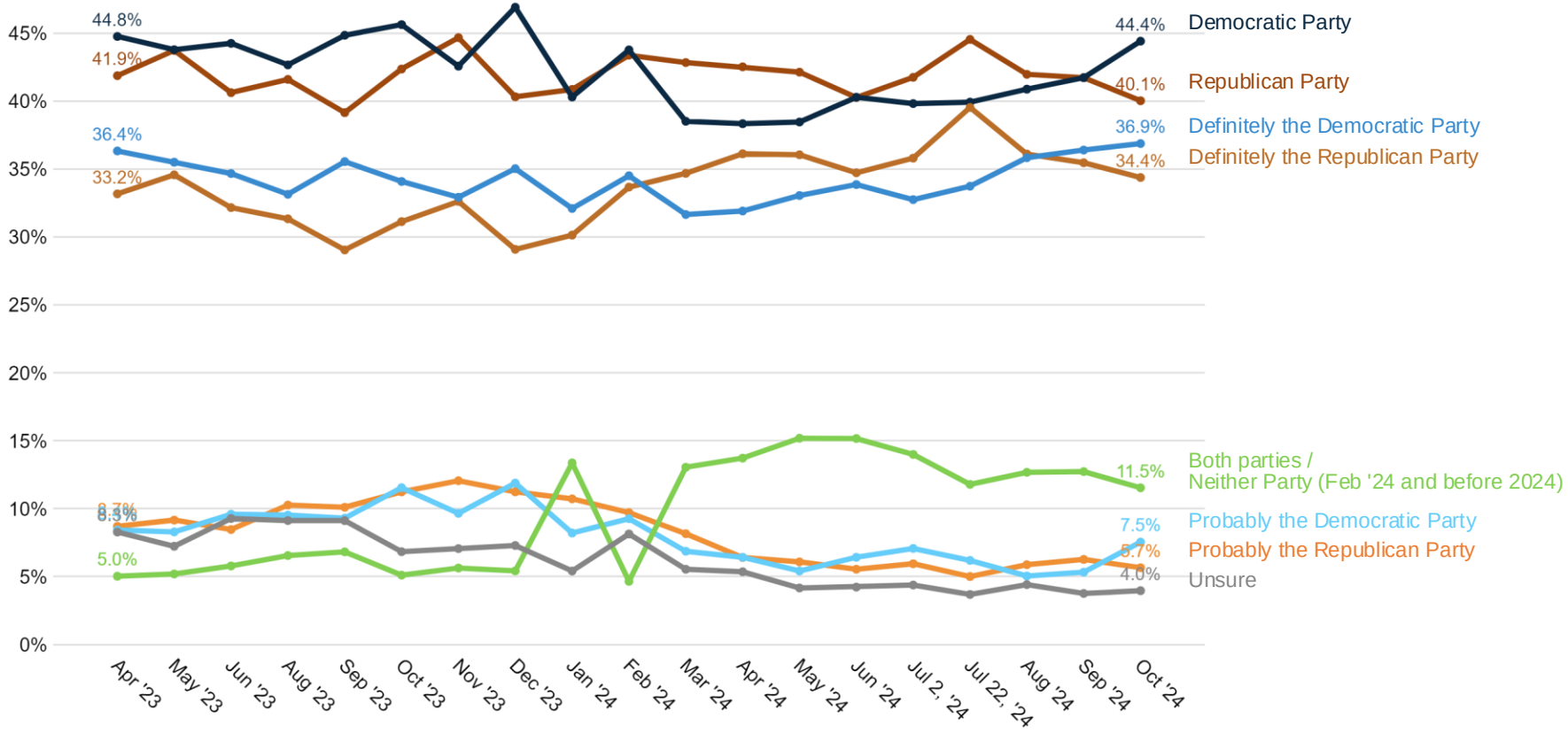


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	45%	44%	33%	37%	38%	31%	38%	56%	38%	44%	34%	19%	37%	66%	43%	38%	35%	37%	42%	48%	37%	33%	30%	38%	24%	14%	65%	44%	30%	35%	38%	44%
Democratic Party	38%	41%	49%	53%	45%	56%	43%	33%	47%	41%	49%	67%	35%	28%	43%	50%	44%	46%	41%	38%	50%	51%	34%	23%	24%	70%	24%	35%	58%	43%	47%	43%
Definitely the Republican Party	36%	40%	26%	35%	35%	26%	32%	48%	33%	39%	28%	14%	29%	61%	38%	30%	26%	30%	36%	41%	29%	31%	19%	29%	15%	10%	59%	29%	21%	28%	31%	40%
Probably the Republican Party	9%	4%	7%	1%	3%	6%	6%	8%	6%	5%	6%	5%	8%	5%	5%	8%	9%	7%	7%	7%	8%	3%	11%	8%	8%	4%	6%	15%	10%	7%	7%	3%
Probably the Democratic Party	9%	4%	11%	6%	5%	11%	8%	5%	10%	6%	8%	10%	8%	5%	6%	15%	15%	8%	5%	8%	11%	7%	19%	4%	5%	8%	6%	11%	22%	9%	9%	4%
Definitely the Democratic Party	30%	36%	38%	47%	39%	45%	36%	28%	37%	35%	41%	57%	27%	22%	37%	35%	29%	39%	36%	30%	39%	44%	15%	19%	19%	62%	18%	24%	36%	34%	39%	39%
Both parties	12%	10%	14%	10%	14%	11%	12%	10%	8%	12%	13%	11%	23%	4%	11%	7%	16%	13%	13%	9%	10%	14%	26%	35%	49%	12%	9%	13%	9%	14%	14%	11%
Unsure	5%	5%	4%	1%	3%	2%	6%	1%	7%	3%	4%	4%	5%	2%	3%	6%	5%	3%	4%	5%	3%	2%	10%	4%	3%	4%	2%	8%	3%	8%	1%	2%

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

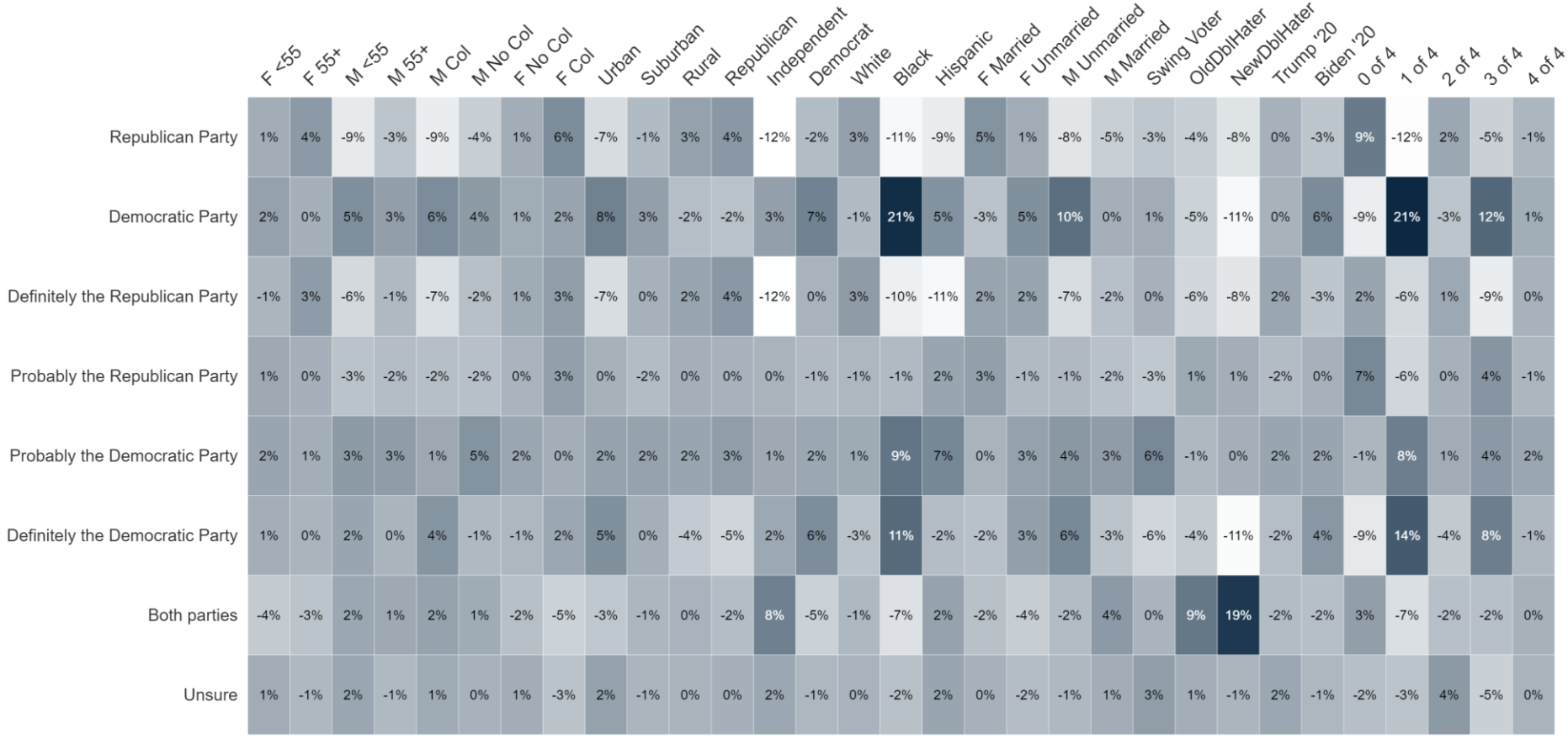
CYGNAL

Trend: Party – Extreme



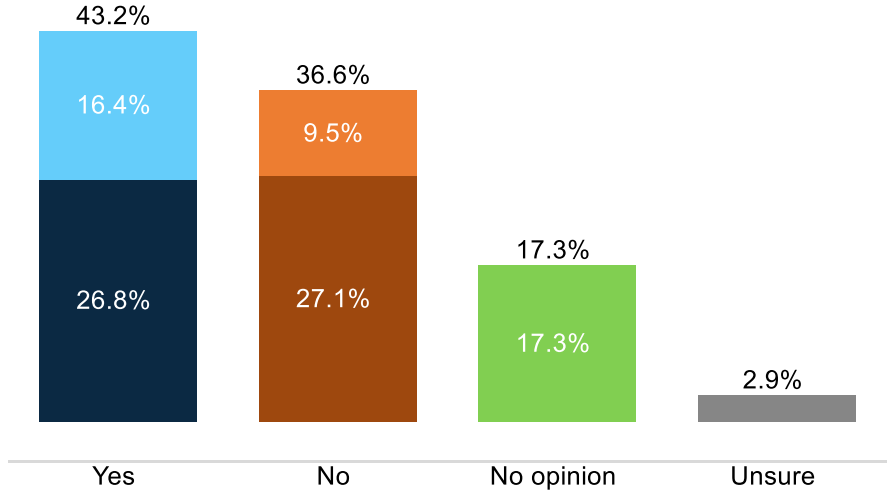
CYGNAL

Percent Change: Party – Extreme (Sep '24 to Oct '24)



CYGNAL

Pineapple Pizza

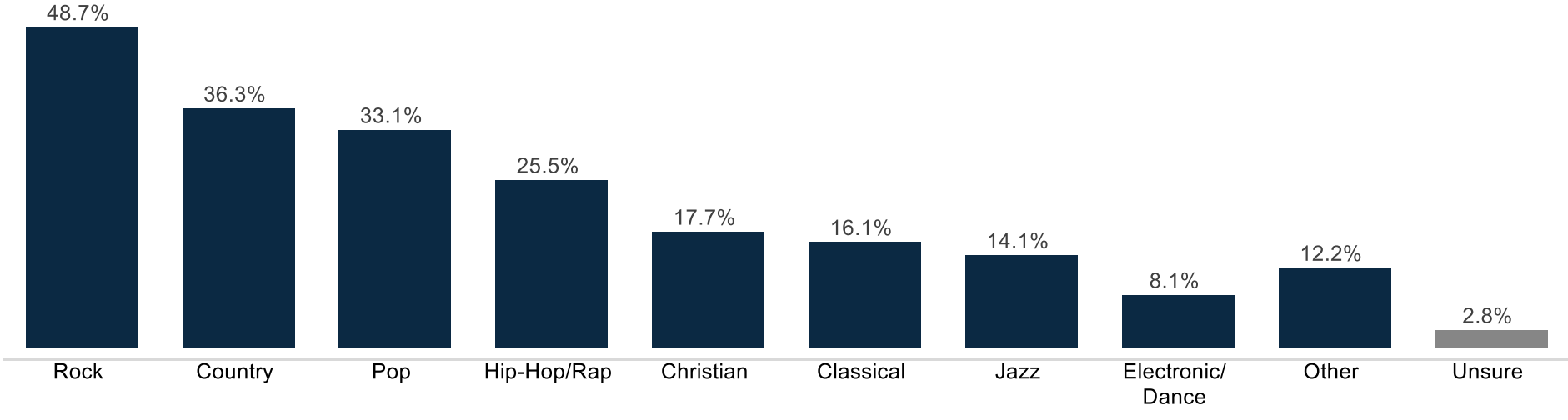


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	51%	40%	45%	32%	38%	41%	48%	44%	46%	43%	42%	42%	40%	47%	43%	41%	51%	52%	47%	47%	40%	40%	48%	49%	46%	40%	45%	50%	55%	44%	41%	41%
No Total	32%	36%	36%	45%	42%	39%	32%	36%	36%	36%	38%	37%	36%	37%	38%	39%	34%	32%	32%	36%	44%	38%	33%	33%	32%	38%	37%	38%	32%	35%	36%	39%
Definitely yes	34%	28%	24%	18%	20%	23%	35%	27%	29%	25%	29%	26%	23%	31%	28%	21%	28%	32%	31%	33%	19%	23%	25%	33%	29%	25%	28%	36%	29%	27%	28%	26%
Probably yes	17%	12%	21%	14%	19%	18%	14%	17%	17%	18%	13%	16%	17%	16%	15%	19%	22%	20%	16%	15%	21%	17%	23%	16%	17%	16%	17%	15%	26%	17%	13%	15%
No opinion	14%	20%	16%	20%	18%	17%	18%	16%	14%	18%	18%	18%	20%	14%	16%	20%	13%	14%	19%	15%	15%	19%	15%	15%	20%	19%	16%	12%	12%	20%	19%	18%
Probably no	8%	7%	13%	10%	12%	11%	6%	11%	9%	10%	10%	11%	8%	10%	10%	10%	13%	9%	7%	8%	15%	10%	11%	9%	8%	10%	10%	11%	7%	11%	10%	10%
Definitely no	24%	29%	23%	34%	30%	28%	26%	26%	27%	27%	28%	27%	28%	27%	28%	29%	21%	23%	25%	27%	29%	28%	22%	25%	24%	28%	27%	26%	25%	24%	26%	29%
Unsure	2%	4%	3%	3%	2%	4%	2%	3%	4%	3%	2%	2%	4%	2%	2%	1%	2%	2%	2%	2%	2%	3%	5%	3%	2%	3%	2%	0%	1%	2%	4%	3%

Do you think pineapple belongs on pizza?

CYGNAL

Music Preference

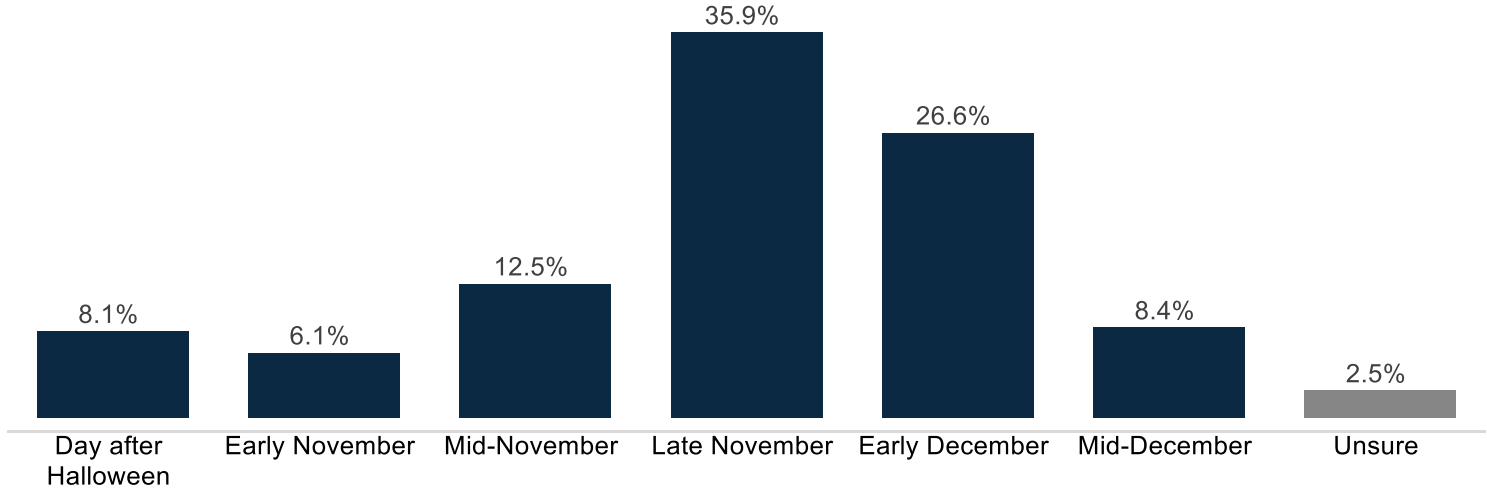


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Rock	42%	44%	54%	58%	61%	51%	38%	51%	43%	50%	52%	46%	59%	46%	55%	24%	36%	48%	48%	38%	53%	57%	44%	52%	51%	47%	51%	31%	29%	52%	45%	53%
Country	35%	46%	28%	37%	30%	34%	46%	31%	25%	34%	49%	49%	34%	23%	42%	15%	34%	35%	41%	40%	25%	37%	34%	31%	33%	50%	25%	31%	33%	38%	29%	38%
Pop	48%	30%	28%	23%	32%	20%	38%	44%	33%	37%	27%	25%	36%	40%	32%	30%	42%	33%	40%	40%	28%	24%	36%	38%	25%	24%	40%	51%	39%	34%	34%	30%
Hip-Hop/Rap	40%	6%	43%	6%	19%	33%	29%	18%	37%	24%	19%	18%	25%	35%	16%	63%	43%	39%	20%	31%	37%	20%	35%	31%	22%	19%	30%	54%	46%	31%	24%	19%
Christian	18%	20%	17%	14%	15%	17%	21%	16%	17%	16%	20%	27%	11%	13%	16%	36%	16%	22%	20%	19%	13%	18%	17%	13%	17%	25%	13%	13%	22%	16%	29%	16%
Classical	11%	20%	17%	17%	22%	13%	12%	21%	21%	16%	12%	14%	17%	19%	17%	11%	18%	13%	16%	15%	17%	17%	14%	13%	12%	12%	20%	13%	13%	17%	22%	16%
Jazz	10%	15%	15%	18%	20%	14%	10%	16%	19%	13%	12%	10%	14%	19%	13%	21%	11%	14%	11%	13%	16%	17%	13%	17%	14%	10%	18%	9%	11%	13%	11%	16%
Electronic/Dance	11%	1%	15%	4%	10%	10%	6%	8%	14%	9%	2%	4%	10%	12%	7%	7%	9%	11%	6%	8%	10%	10%	9%	14%	16%	5%	11%	10%	7%	8%	17%	7%
Other	12%	14%	11%	12%	14%	9%	13%	13%	13%	12%	12%	8%	13%	16%	13%	10%	12%	10%	12%	14%	11%	11%	7%	15%	16%	9%	16%	10%	8%	11%	12%	13%
Unsure	2%	2%	5%	3%	3%	4%	1%	3%	3%	3%	3%	3%	3%	1%	2%	1%	3%	3%	1%	1%	3%	3%	4%	2%	3%	4%	1%	1%	1%	2%	2%	3%

Which types of music do you listen to the most? Select up to three options.

CYGNAL

Christmas Season Start

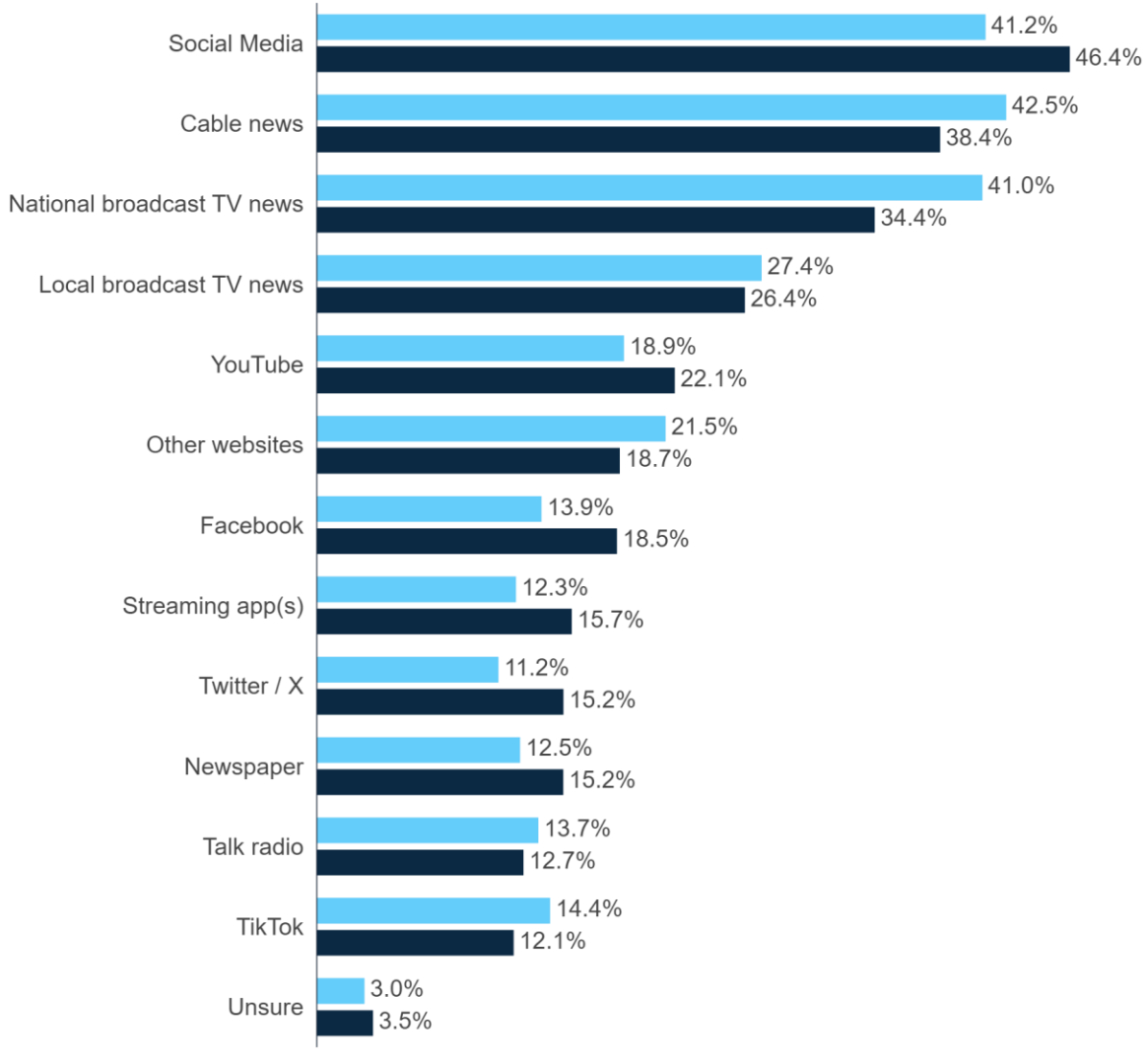


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Day after Halloween	10%	8%	7%	6%	6%	7%	11%	7%	11%	7%	7%	7%	9%	8%	6%	18%	4%	9%	8%	11%	7%	6%	11%	10%	9%	6%	10%	10%	11%	10%	4%	8%
Early November	9%	6%	4%	5%	5%	4%	7%	7%	5%	6%	7%	5%	5%	8%	6%	8%	6%	7%	7%	8%	5%	4%	5%	4%	3%	6%	6%	5%	12%	4%	5%	6%
Mid-November	16%	13%	9%	10%	8%	10%	17%	12%	10%	14%	12%	14%	11%	12%	13%	15%	15%	13%	14%	16%	11%	9%	14%	12%	18%	12%	13%	16%	21%	15%	15%	10%
Late November	35%	38%	30%	42%	39%	32%	34%	41%	33%	38%	35%	35%	37%	37%	39%	29%	31%	33%	41%	33%	30%	39%	31%	34%	34%	37%	37%	31%	22%	31%	39%	40%
Early December	23%	25%	36%	22%	28%	31%	24%	25%	27%	25%	29%	30%	25%	23%	26%	22%	29%	29%	26%	22%	33%	28%	26%	31%	29%	30%	23%	25%	24%	29%	27%	26%
Mid-December	4%	7%	12%	13%	12%	13%	5%	5%	10%	8%	7%	7%	9%	10%	8%	8%	14%	8%	3%	7%	12%	13%	8%	8%	6%	7%	9%	11%	7%	9%	7%	8%
Unsure	3%	3%	2%	2%	1%	2%	2%	3%	4%	2%	2%	2%	3%	1%	2%	2%	1%	2%	1%	3%	2%	1%	5%	1%	0%	2%	1%	3%	3%	2%	3%	2%

When do you think the Christmas season officially begins?

CYGNAL

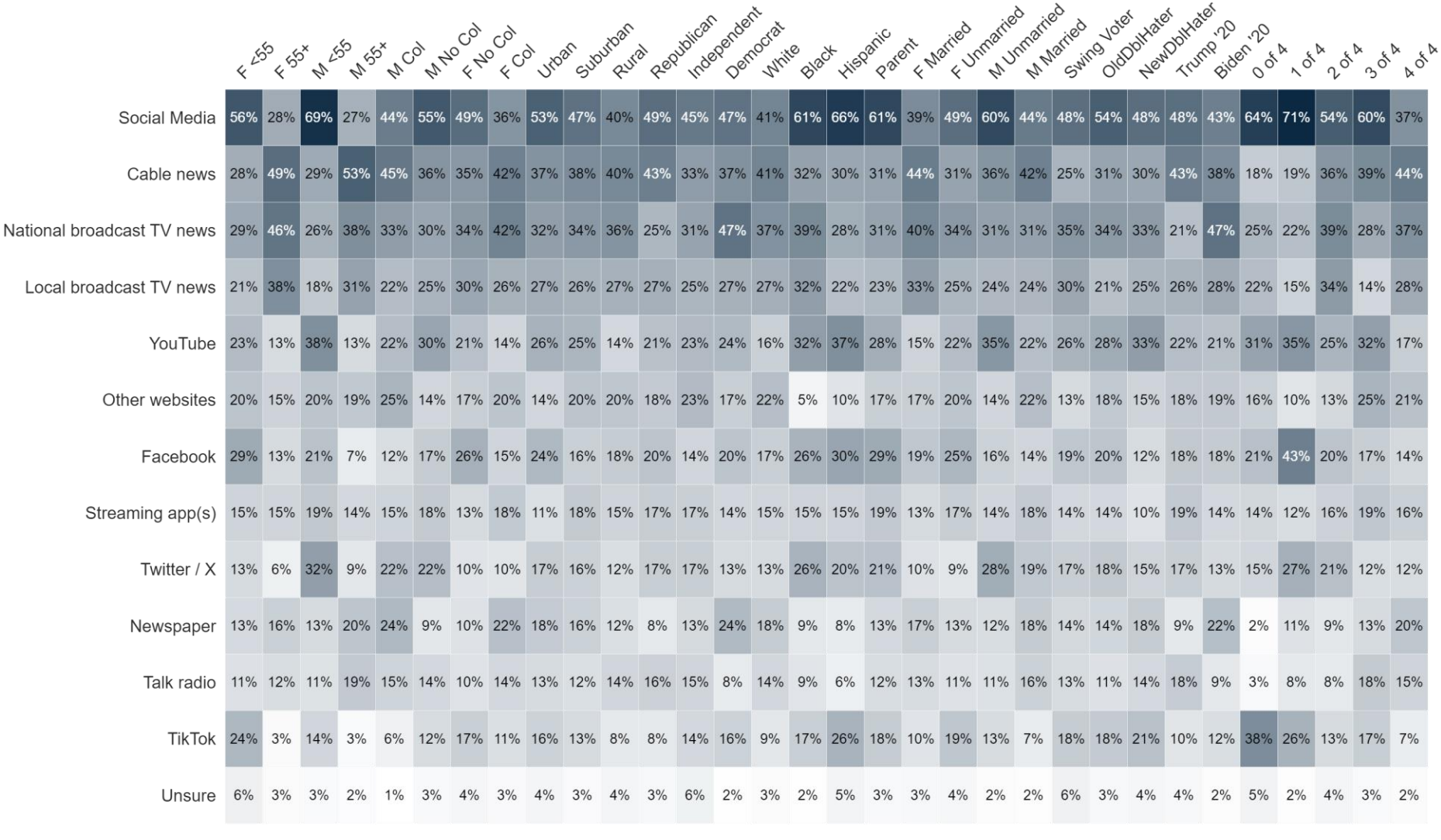
News Sources



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

CYGNAL

News Sources 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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	56%	28%	69%	27%	44%	55%	49%	36%	53%	47%	40%	49%	45%	47%	41%	61%	66%	61%	39%	49%	60%	44%	48%	54%	48%	48%	43%	64%	71%	54%	60%	37%
Cable news	28%	49%	29%	53%	45%	36%	35%	42%	37%	38%	40%	43%	33%	37%	41%	32%	30%	31%	44%	31%	36%	42%	25%	31%	30%	43%	38%	18%	19%	36%	39%	44%
National broadcast TV news	29%	46%	26%	38%	33%	30%	34%	42%	32%	34%	36%	25%	31%	47%	37%	39%	28%	31%	40%	34%	31%	31%	35%	34%	33%	21%	47%	25%	22%	39%	28%	37%
Local broadcast TV news	21%	38%	18%	31%	22%	25%	30%	26%	27%	26%	27%	27%	25%	27%	27%	32%	22%	23%	33%	25%	24%	24%	30%	21%	25%	26%	28%	22%	15%	34%	14%	28%
YouTube	23%	13%	38%	13%	22%	30%	21%	14%	26%	25%	14%	21%	23%	24%	16%	32%	37%	28%	15%	22%	35%	22%	26%	28%	33%	22%	21%	31%	35%	25%	32%	17%
Other websites	20%	15%	20%	19%	25%	14%	17%	20%	14%	20%	20%	18%	23%	17%	22%	5%	10%	17%	17%	20%	14%	22%	13%	18%	15%	18%	19%	16%	10%	13%	25%	21%
Facebook	29%	13%	21%	7%	12%	17%	26%	15%	24%	16%	18%	20%	14%	20%	17%	26%	30%	29%	19%	25%	16%	14%	19%	20%	12%	18%	18%	21%	43%	20%	17%	14%
Streaming app(s)	15%	15%	19%	14%	15%	18%	13%	18%	11%	18%	15%	17%	17%	14%	15%	15%	15%	19%	13%	17%	14%	18%	14%	14%	10%	19%	14%	14%	12%	16%	19%	16%
Twitter / X	13%	6%	32%	9%	22%	22%	10%	10%	17%	16%	12%	17%	17%	13%	13%	26%	20%	21%	10%	9%	28%	19%	17%	18%	15%	17%	13%	15%	27%	21%	12%	12%
Newspaper	13%	16%	13%	20%	24%	9%	10%	22%	18%	16%	12%	8%	13%	24%	18%	9%	8%	13%	17%	13%	12%	18%	14%	14%	18%	9%	22%	2%	11%	9%	13%	20%
Talk radio	11%	12%	11%	19%	15%	14%	10%	14%	13%	12%	14%	16%	15%	8%	14%	9%	6%	12%	13%	11%	11%	16%	13%	11%	14%	18%	9%	3%	8%	8%	18%	15%
TikTok	24%	3%	14%	3%	6%	12%	17%	11%	16%	13%	8%	8%	14%	16%	9%	17%	26%	18%	10%	19%	13%	7%	18%	18%	21%	10%	12%	38%	26%	13%	17%	7%
Unsure	6%	3%	3%	2%	1%	3%	4%	3%	4%	3%	4%	3%	6%	2%	3%	2%	5%	3%	3%	4%	2%	2%	6%	3%	4%	4%	2%	5%	2%	4%	3%	2%

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

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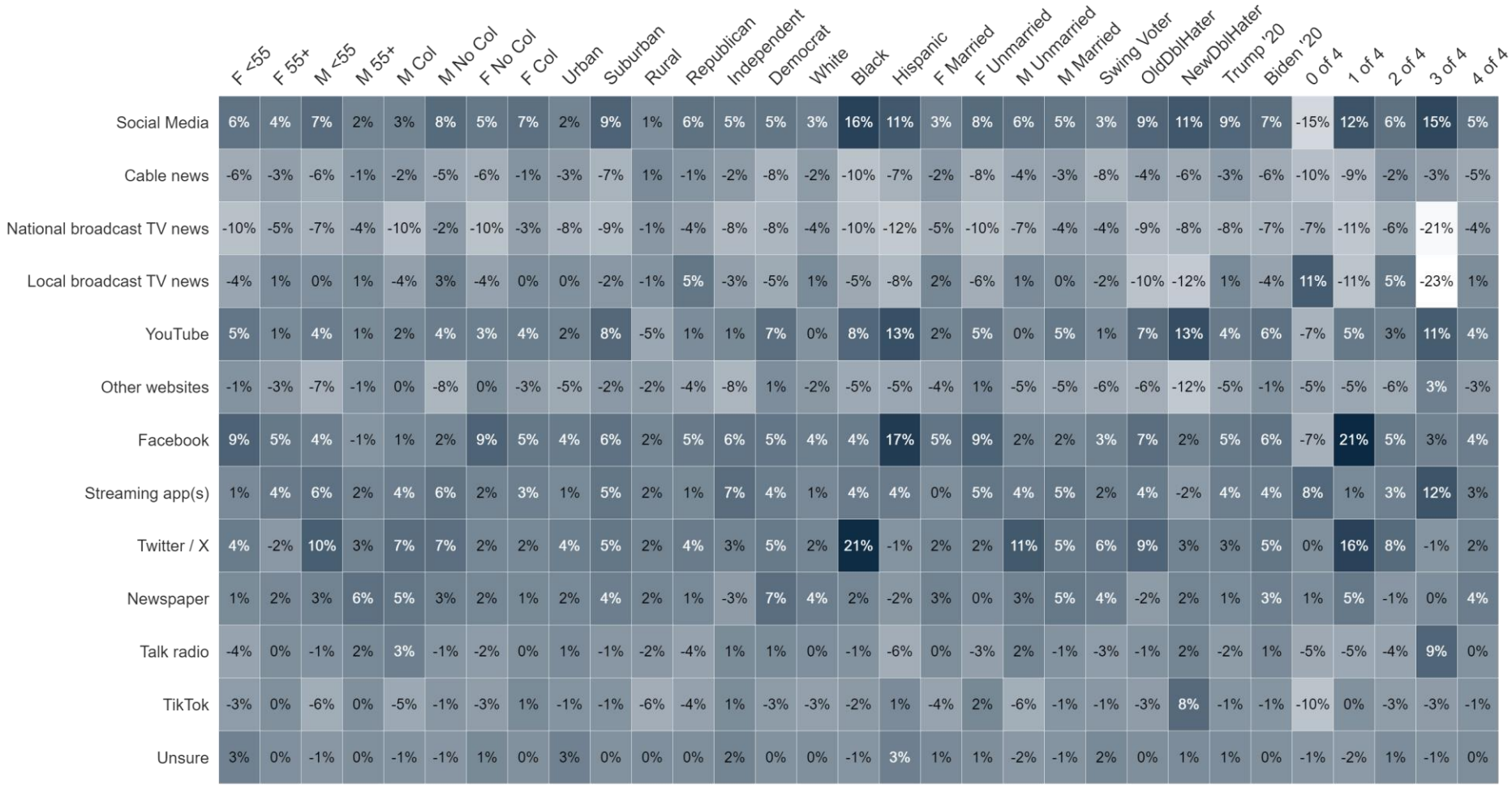
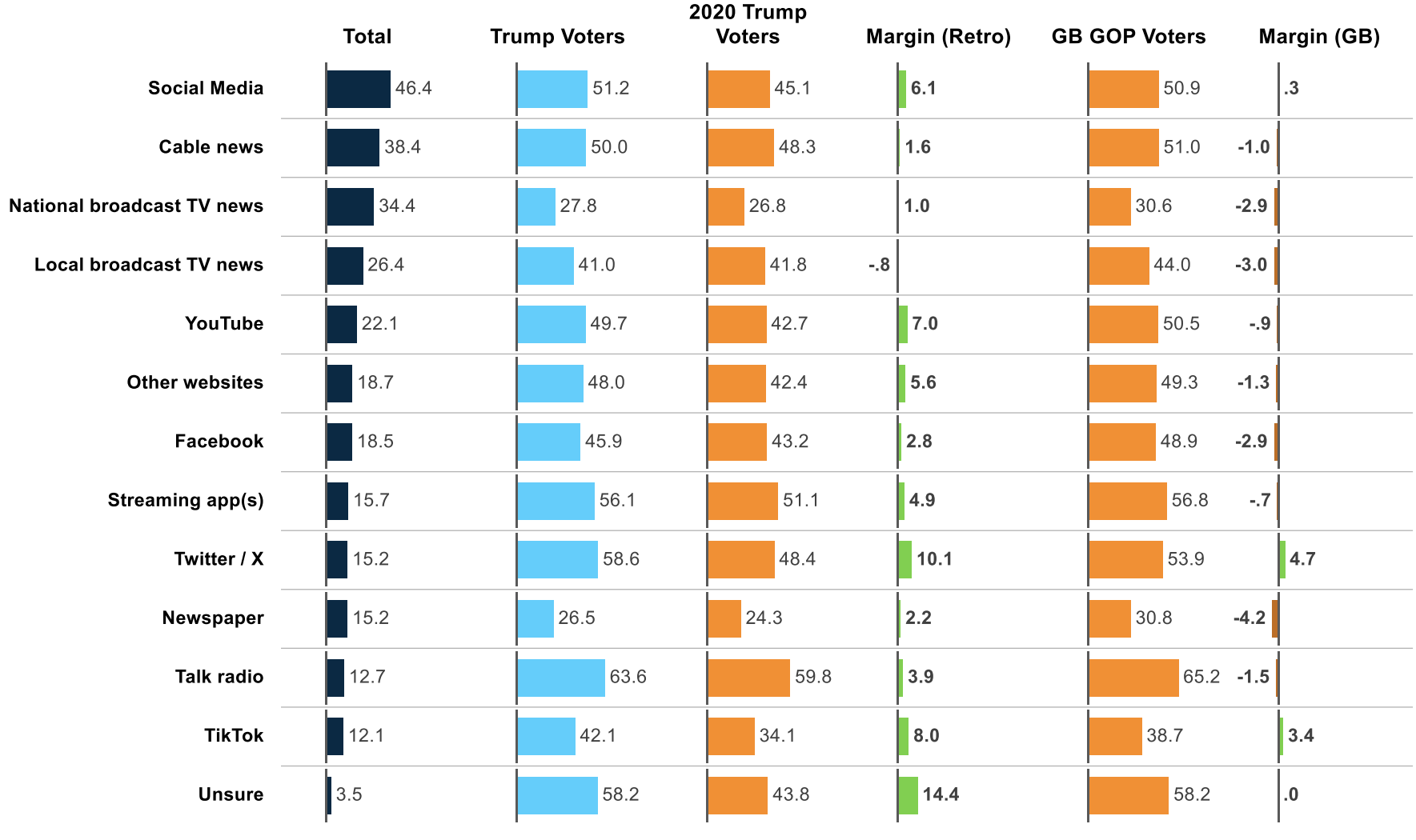
Percent Change: News Sources (Sep '24 to Oct '24)



	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	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	OldDblHater	NewDblHater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	6%	4%	7%	2%	3%	8%	5%	7%	2%	9%	1%	6%	5%	5%	3%	16%	11%	3%	8%	6%	5%	3%	9%	11%	9%	7%	-15%	12%	6%	15%	5%
Cable news	-6%	-3%	-6%	-1%	-2%	-5%	-6%	-1%	-3%	-7%	1%	-1%	-2%	-8%	-2%	-10%	-7%	-2%	-8%	-4%	-3%	-8%	-4%	-6%	-3%	-6%	-10%	-9%	-2%	-3%	-5%
National broadcast TV news	-10%	-5%	-7%	-4%	-10%	-2%	-10%	-3%	-8%	-9%	-1%	-4%	-8%	-8%	-4%	-10%	-12%	-5%	-10%	-7%	-4%	-4%	-9%	-8%	-8%	-7%	-7%	-11%	-6%	-21%	-4%
Local broadcast TV news	-4%	1%	0%	1%	-4%	3%	-4%	0%	0%	-2%	-1%	5%	-3%	-5%	1%	-5%	-8%	2%	-6%	1%	0%	-2%	-10%	-12%	1%	-4%	11%	-11%	5%	-23%	1%
YouTube	5%	1%	4%	1%	2%	4%	3%	4%	2%	8%	-5%	1%	1%	7%	0%	8%	13%	2%	5%	0%	5%	1%	7%	13%	4%	6%	-7%	5%	3%	11%	4%
Other websites	-1%	-3%	-7%	-1%	0%	-8%	0%	-3%	-5%	-2%	-2%	-4%	-8%	1%	-2%	-5%	-5%	-4%	1%	-5%	-5%	-6%	-6%	-12%	-5%	-1%	-5%	-5%	-6%	3%	-3%
Facebook	9%	5%	4%	-1%	1%	2%	9%	5%	4%	6%	2%	5%	6%	5%	4%	4%	17%	5%	9%	2%	2%	3%	7%	2%	5%	6%	-7%	21%	5%	3%	4%
Streaming app(s)	1%	4%	6%	2%	4%	6%	2%	3%	1%	5%	2%	1%	7%	4%	1%	4%	4%	0%	5%	4%	5%	2%	4%	-2%	4%	4%	8%	1%	3%	12%	3%
Twitter / X	4%	-2%	10%	3%	7%	7%	2%	2%	4%	5%	2%	4%	3%	5%	2%	21%	-1%	2%	2%	11%	5%	6%	9%	3%	3%	5%	0%	16%	8%	-1%	2%
Newspaper	1%	2%	3%	6%	5%	3%	2%	1%	2%	4%	2%	1%	-3%	7%	4%	2%	-2%	3%	0%	3%	5%	4%	-2%	2%	1%	3%	1%	5%	-1%	0%	4%
Talk radio	-4%	0%	-1%	2%	3%	-1%	-2%	0%	1%	-1%	-2%	-4%	1%	1%	0%	-1%	-6%	0%	-3%	2%	-1%	-3%	-1%	2%	-2%	1%	-5%	-5%	-4%	9%	0%
TikTok	-3%	0%	-6%	0%	-5%	-1%	-3%	1%	-1%	-1%	-6%	-4%	1%	-3%	-3%	-2%	1%	-4%	2%	-6%	-1%	-1%	-3%	8%	-1%	-1%	-10%	0%	-3%	-3%	-1%
Unsure	3%	0%	-1%	0%	-1%	-1%	1%	0%	3%	0%	0%	0%	2%	0%	0%	-1%	3%	1%	1%	-2%	-1%	2%	0%	1%	1%	0%	-1%	-2%	1%	-1%	0%

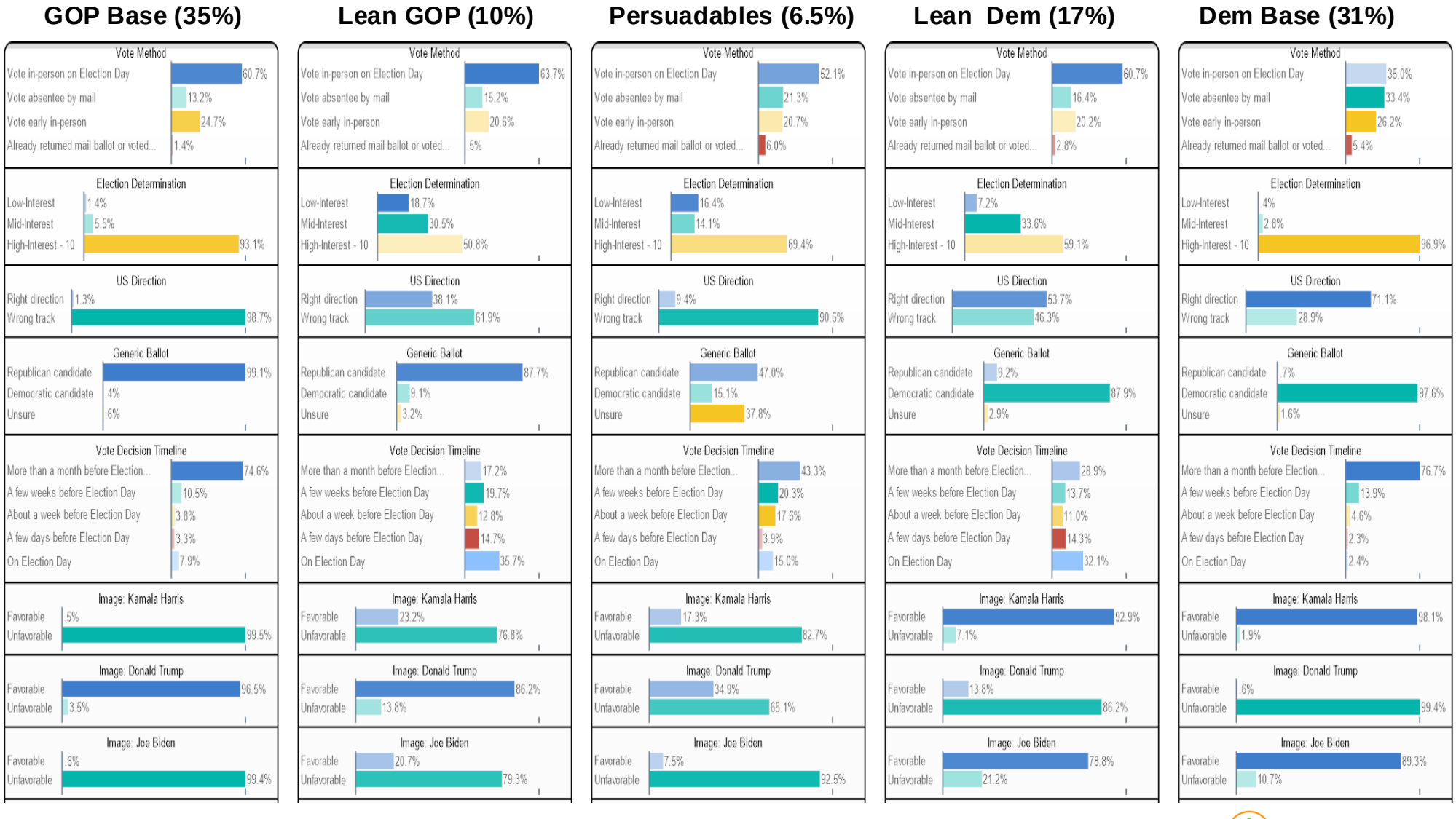
CYGNAL

News Source Performance



CYGNAL

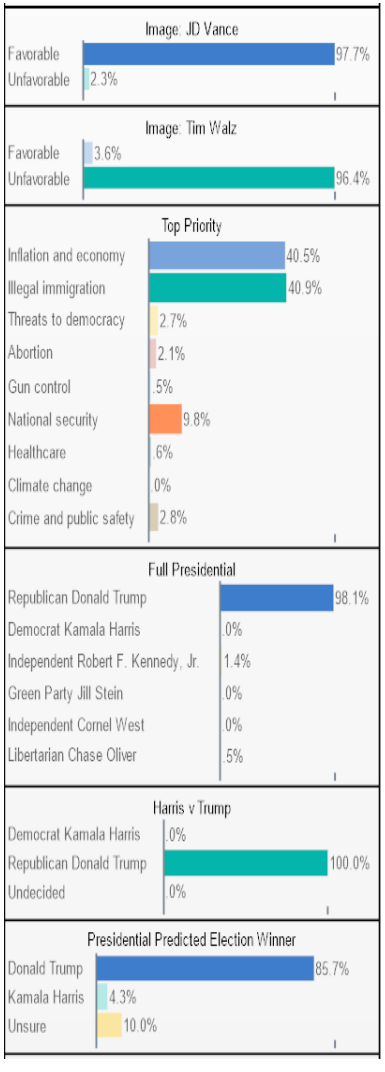
Segmentation Analysis:



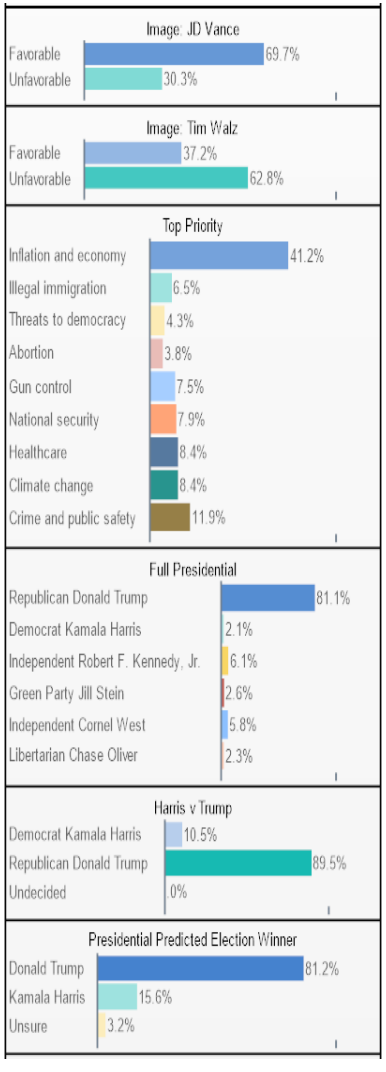
CYGNAL

Segmentation Analysis:

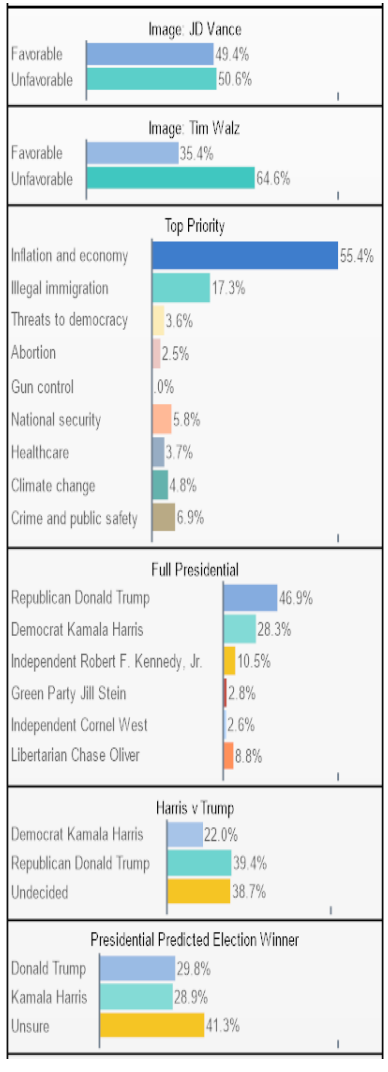
GOP Base (35%)



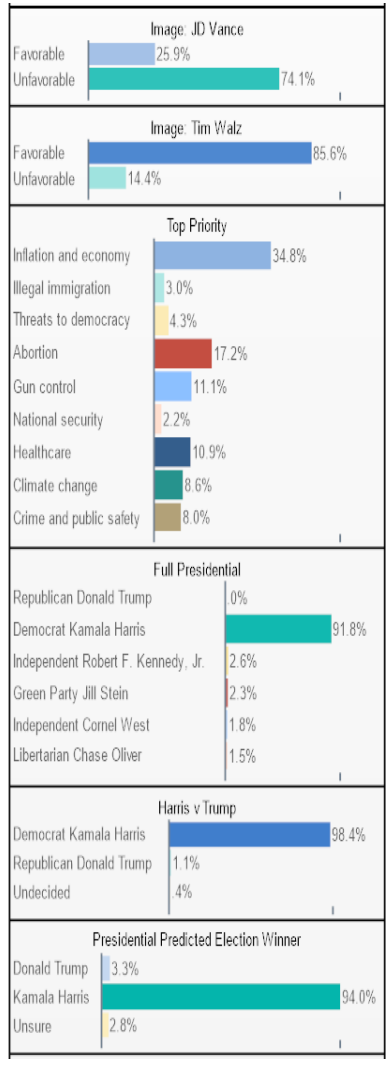
Lean GOP (10%)



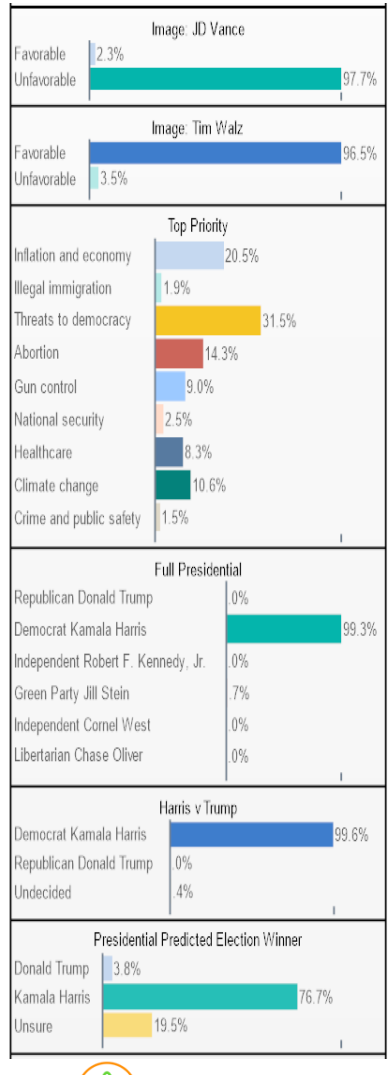
Persuadables (6.5%)



Lean Dem (17%)



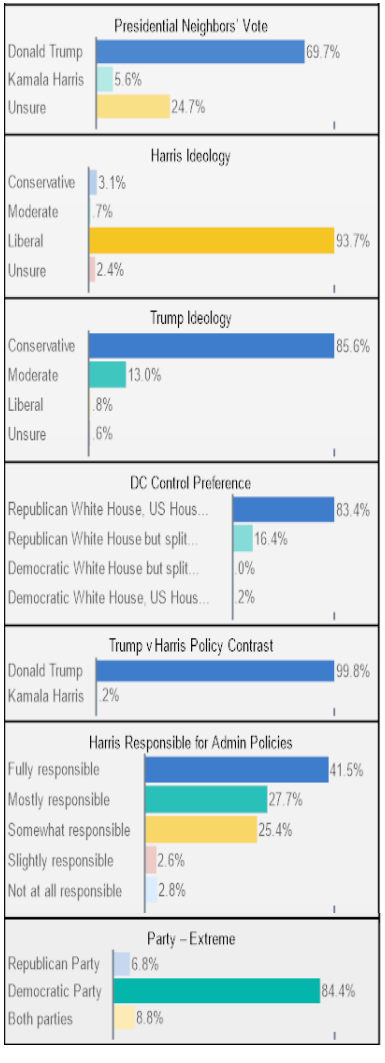
Dem Base (31%)



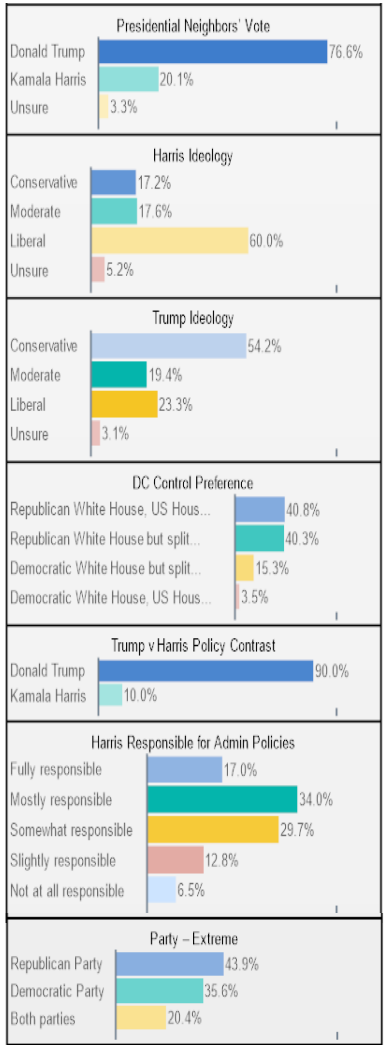
CYGNAL

Segmentation Analysis:

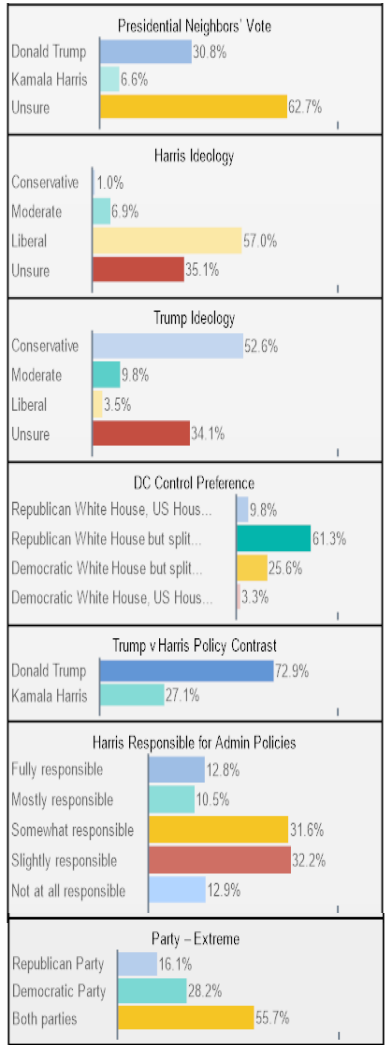
GOP Base (35%)



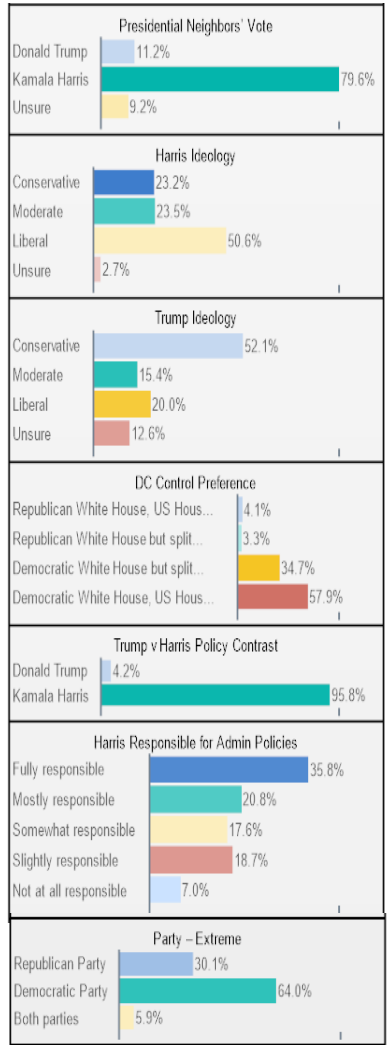
Lean GOP (10%)



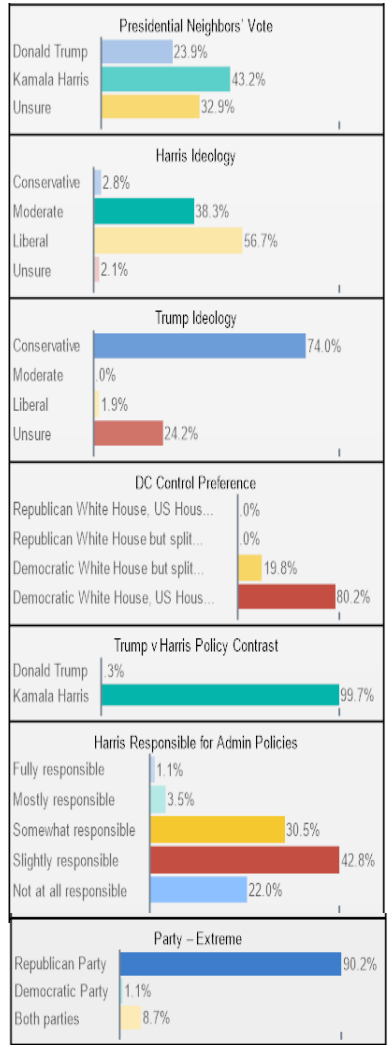
Persuadables (6.5%)



Lean Dem (17%)



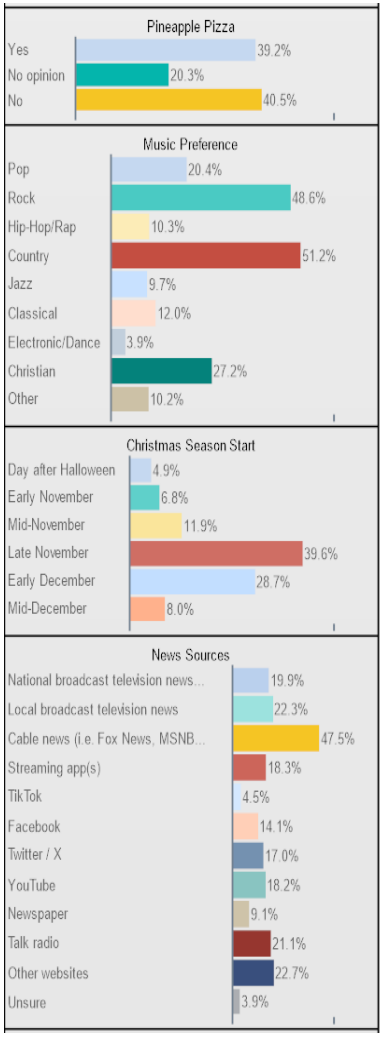
Dem Base (31%)



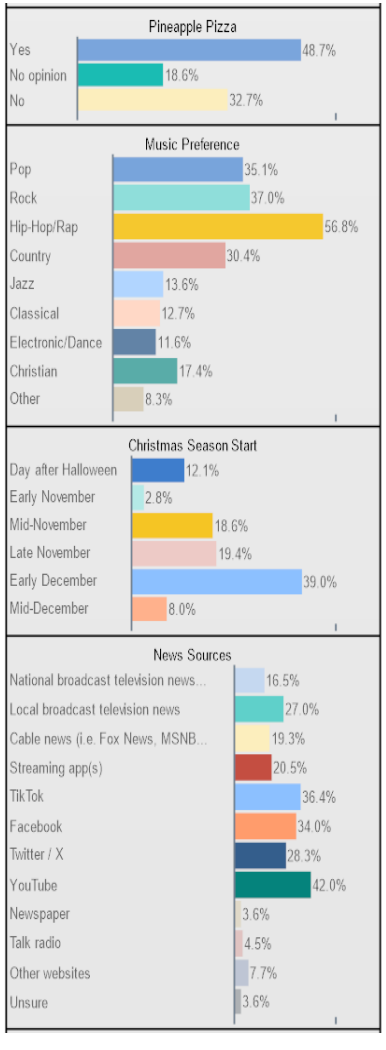
CYGNAL

Segmentation Analysis:

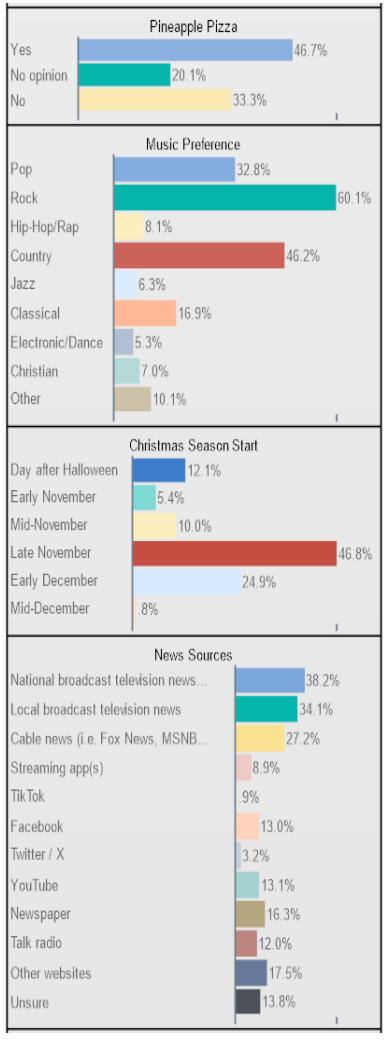
GOP Base (35%)



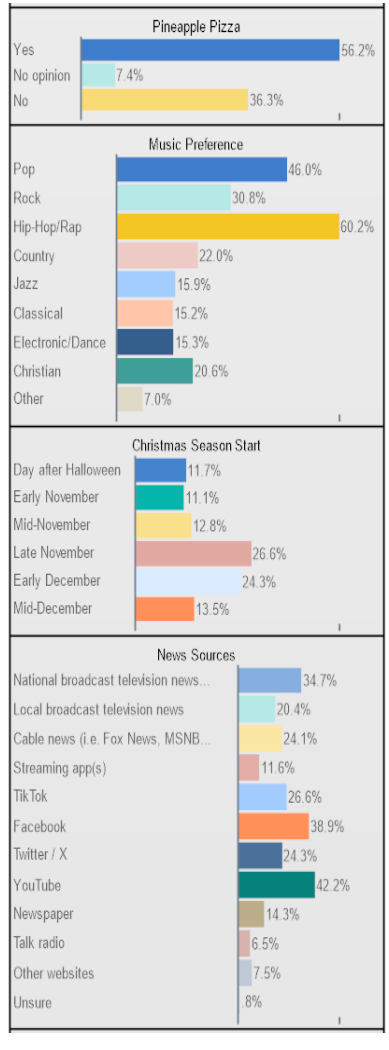
Lean GOP (10%)



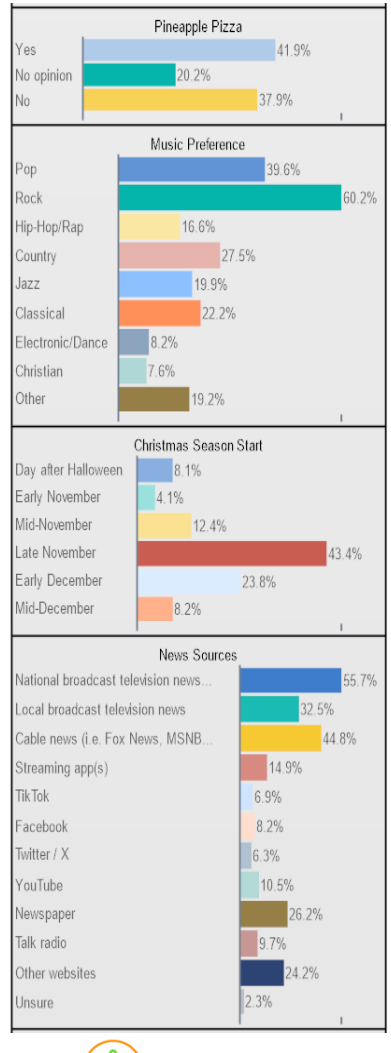
Persuadables (6.5%)



Lean Dem (17%)



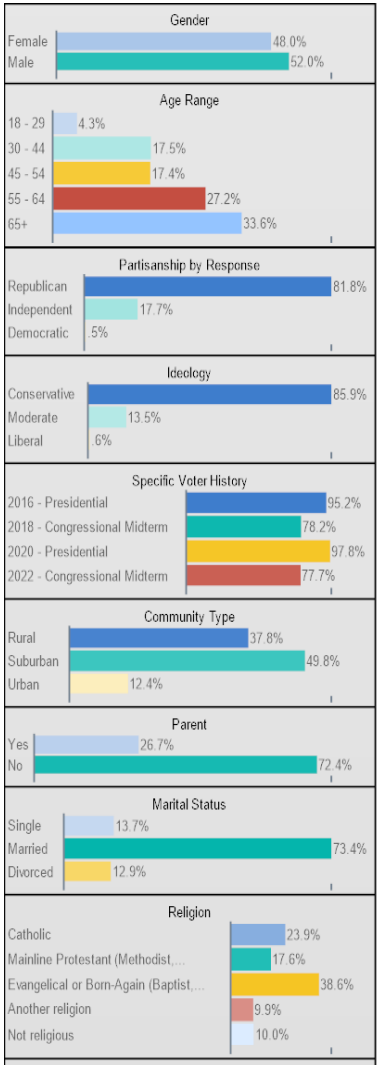
Dem Base (31%)



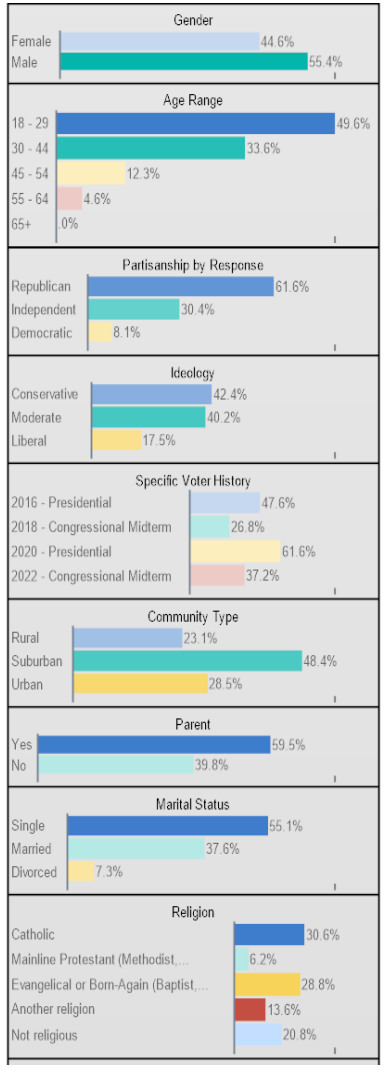
CYGNAL

Segmentation Analysis:

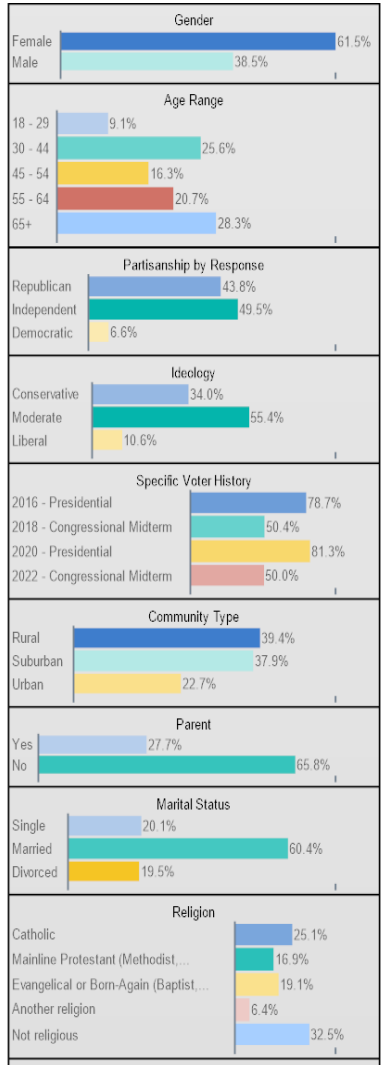
GOP Base (35%)



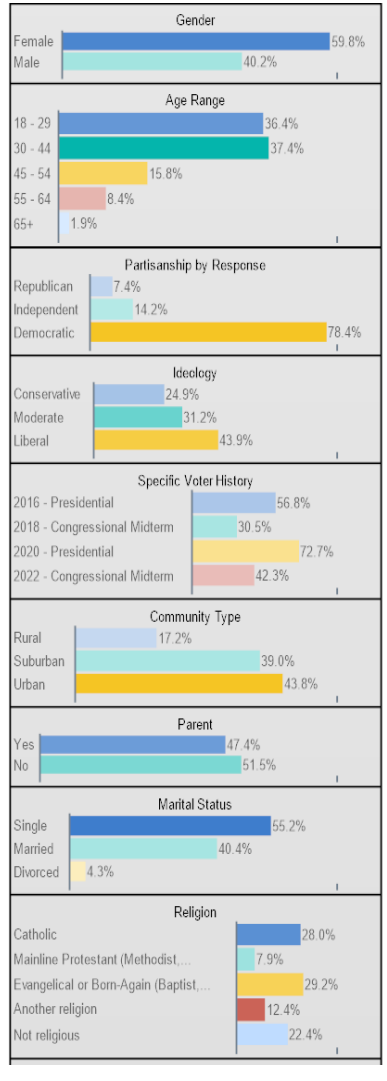
Lean GOP (10%)



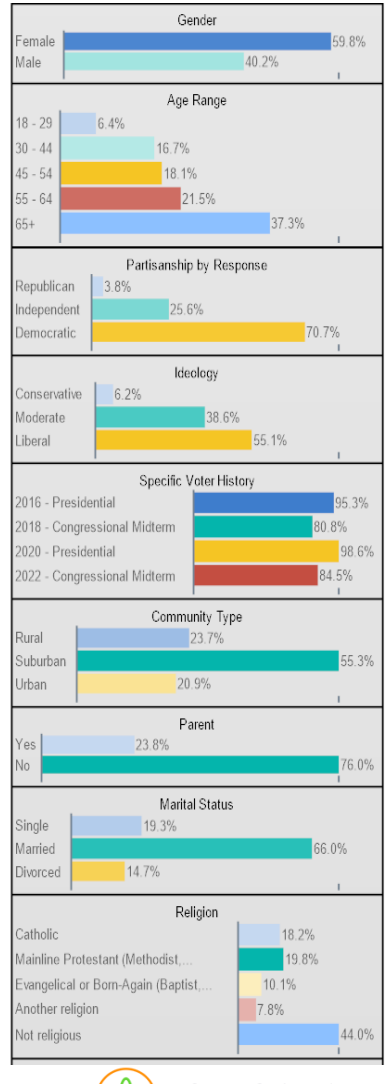
Persuadables (6.5%)



Lean Dem (17%)



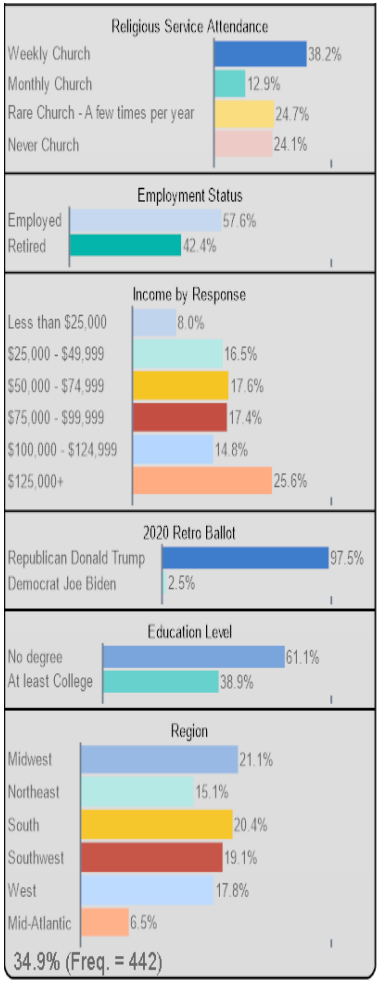
Dem Base (31%)



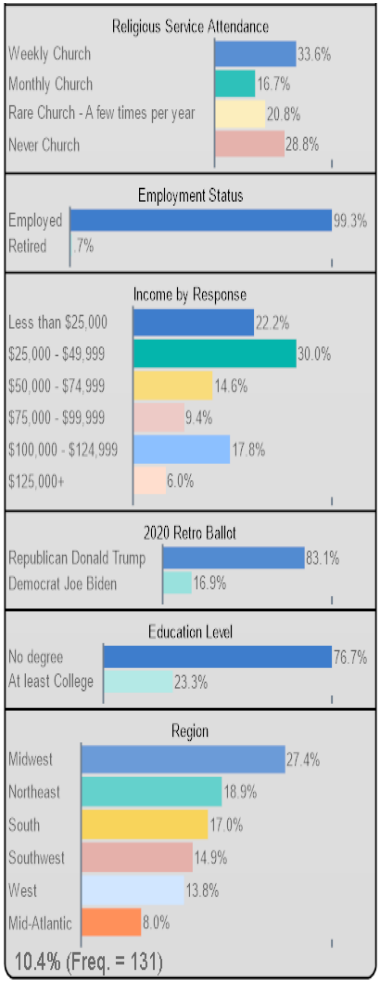
CYGNAL

Segmentation Analysis:

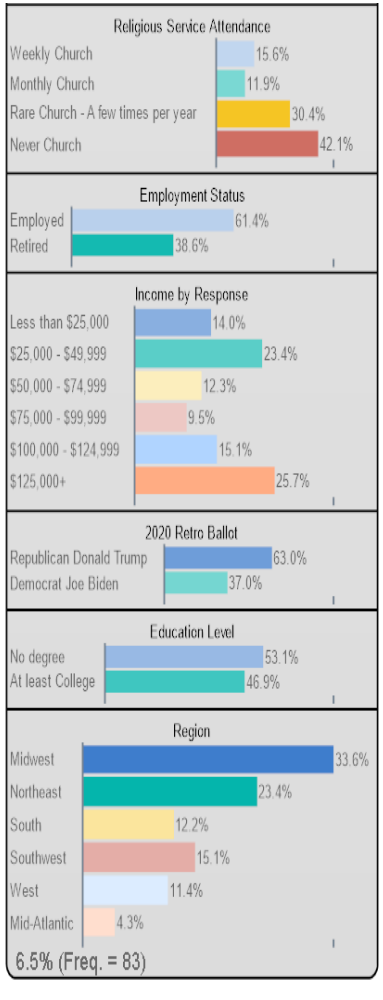
GOP Base (35%)



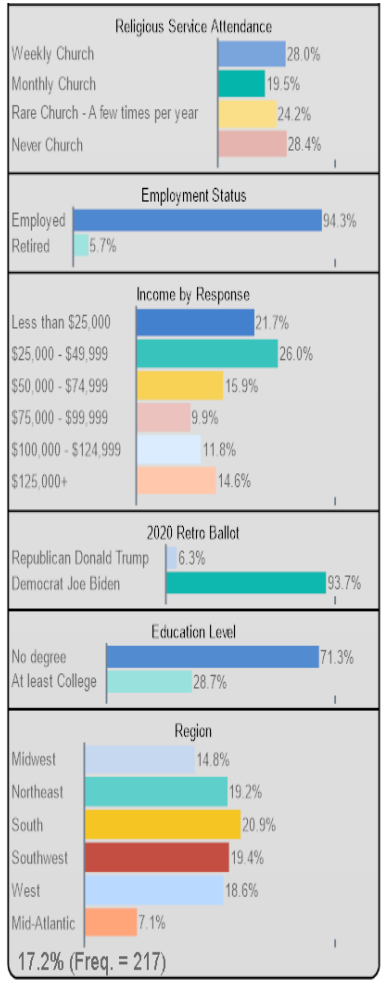
Lean GOP (10%)



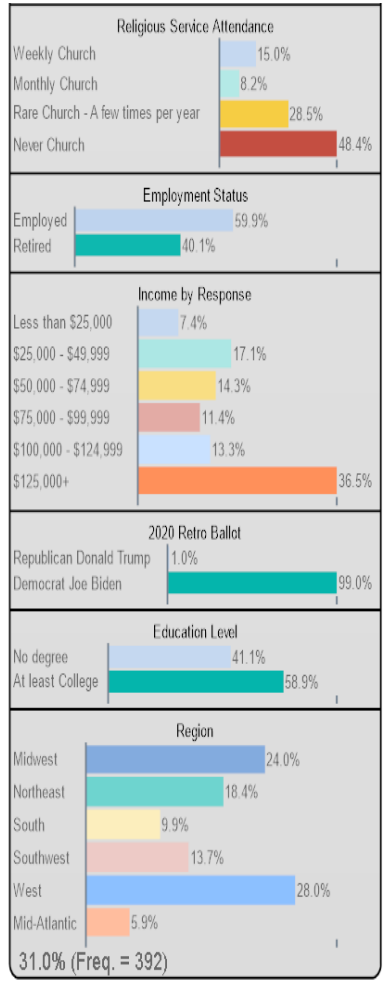
Persuadables (6.5%)



Lean Dem (17%)



Dem Base (31%)



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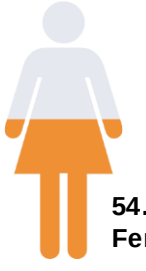
Demographics

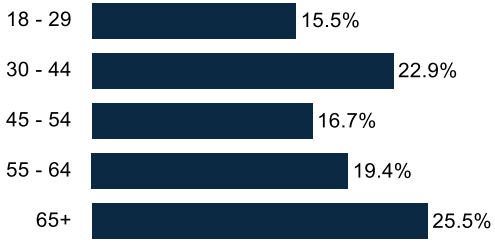
Sex



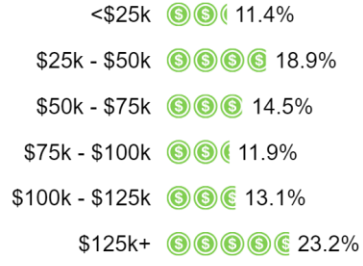
54.2%
Female

45.8%
Male

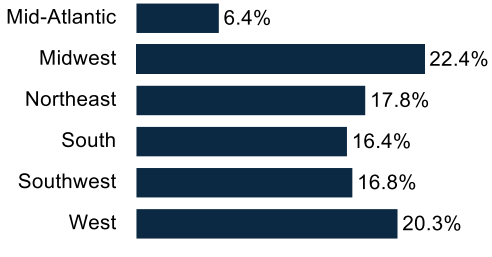
Age Range



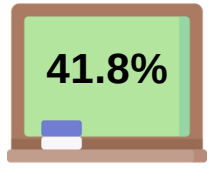
Household Income



Geo - Region



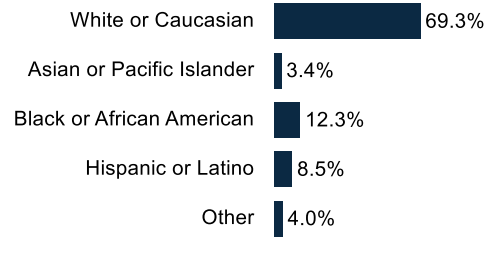
Education



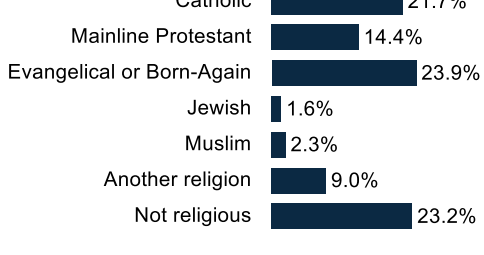
have at least
a College degree

57.2% have no college degree

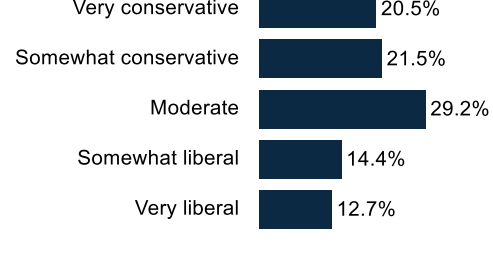
Race/Ethnicity



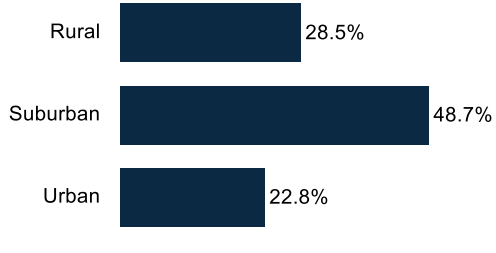
Religion



Ideology



Community Type



Total sample size: 1500

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