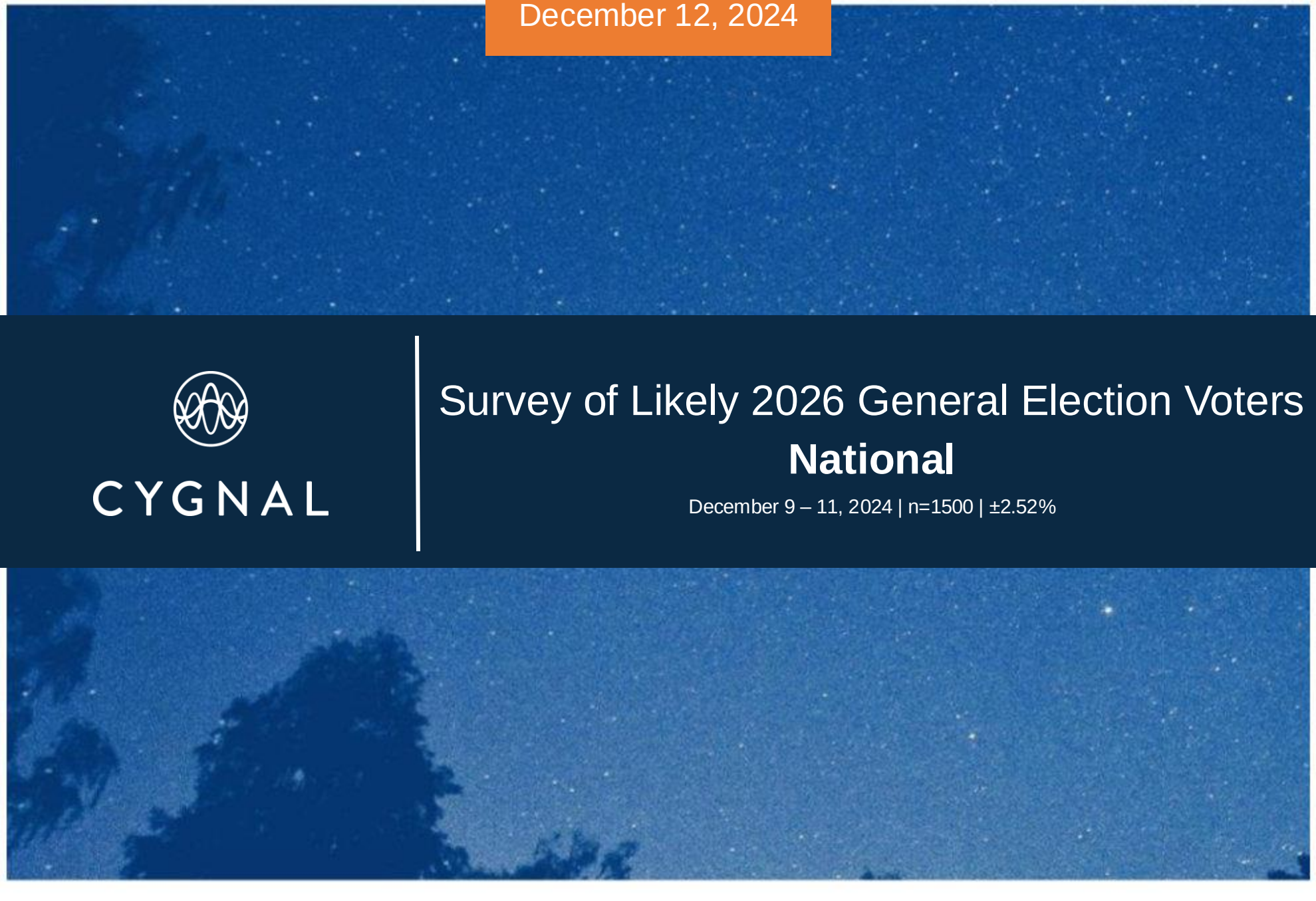
December 12, 2024



CYGNAL

Survey of Likely 2026 General Election Voters

National

December 9 – 11, 2024 | n=1500 | ±2.52%

Insights & Analysis

- **Trump's presence** as President-elect is having a **positive impact on down-ballot Republicans for 2026**.
- On the 2026 generic ballot (48 – 45), the overall electorate compared to 2024 has net **shifted in favor of a Republican for Congress by 3 points** – mostly driven by men (+8 net) and minority voters (+14 net).
- Compared to the 2024 generic ballot (47 – 46), a generic Republican has also improved with women under 55, women without college degrees, minority voters, and first-time voters.
- **First-time voters** from 2024 are the most **optimistic** of the direction of the country (+10 net right direction).
  - Democrats shifted 43% toward the country being headed in the wrong direction while Republicans shifted 33% toward the country being on the right track.
- Trump's image (48 fav, 51 unfav) is trending in a positive direction while the **images of the Democratic Party's leaders**, Harris (46 fav, 52 unfav) and Biden (41 fav, 57 unfav), **continue to decline**.
  - Trump: +3 net fav, Harris: -6 net fav, Biden: -4 net fav
  - Among young men (<55), Trump's image is 14 points more net favorable than it was at the end of October. **Trump's image has also improved among Black** voters (+13 net fav) **and Hispanics** (+18 net fav).
- A **plurality** (46%) of voters **believe Trump will be a better president than he was during his first term**, with important voter groups like non-college women (48%)over indexing the topline.

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Insights & Analysis

  - Women are more likely to believe he'll be worse, while men believe he'll be better.
- Voters didn't choose Harris because they liked her, but **they did pick Trump because they like him**.
  - 39% voted Trump to support Trump compared to 8% who voted for Trump to oppose Harris, while a **massive 20% of Harris' voters only picked her because they didn't like Trump**. Harris clearly failed to inspire voters.
  - This is especially true of independents (14% support Harris, 33% oppose Trump) who were more than twice as likely to vote for Harris to oppose Trump than to support her, suggesting these voters could be more persuadable in favor of Republicans without Trump on the ballot in 2026.
- When **deciding** who to vote for in the **presidential election**, 39% of voters rated economic issues and cultural issues as equally important, but among those who prioritized one or the other, **economic issues were considered more important by 35% of voters** compared to only 20% saying the same about cultural issues.
- The table below shows how key voter groups broke down:

Audience	Economic Concerns	Cultural Concerns
M <55	44%	15%
F <55	31%	18%
M Col	40%	23%
M No Col	42%	16%
F No Col	34%	16%
Independent	39%	15%
Black	30%	21%
Hispanic	37%	23%
Less Freq. voters	41%	15%

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Insights & Analysis

- There's a clear partisan divide with voters who support a generic Democrat placing cultural issues (31%) over pocketbook issues (20%) and those supporting a generic Republican much more consolidated around economic concerns (50 – 11).

- Inflation & the economy (32%) is still the most important issue to voters which is even more obvious when looking at which issues they believe Trump should address first.
  - **40% say he needs to stop inflation** and the rising cost of living
    - Another 15% say he should **focus on cutting waste, fraud and abuse within the federal government**.
  - Pluralities of the key voting groups believe Trump needs to tackle rising prices as the top priority in 2025: young men (43%), non-college women (43%), rural voters (36%), Black (43%), Hispanics (52%), and off-year voters (46%).
  - Dealing with **inflation and the economy** has grown in importance for **younger voters** while Social **Security and Medicare** has grown in even more importance for **older voters**.
- The Democrat Party's stances on a few issues like abortion, Social Security & Medicare, and threats to democracy made voters more likely to vote for their candidate in concept, but in practice voters aren't prioritizing these issues and it isn't moving them. However, the **Republican Party leads on issues voters actually care about**, especially persuadable swing voters: the economy (R+6), rising cost of living (R+13), and border security (R+24).
- Despite the Republican Party being viewed as the more extreme party now (45-41) compared to the end of October (41-44), nearly half (48%) of voters believe the Republican Party does a better job of representing their individual values, including a plurality of first-time voters (47%) and swing voters (43%).

Insights & Analysis

- While Independents are deadlocked at 38% on which party represents their values, they are 5 points more likely to say the Republican Party *definitely* better represents their values compared to the Democratic Party.
- **Among voters who follow political news the most, 52% believe the Republican Party is more representative of their values.**

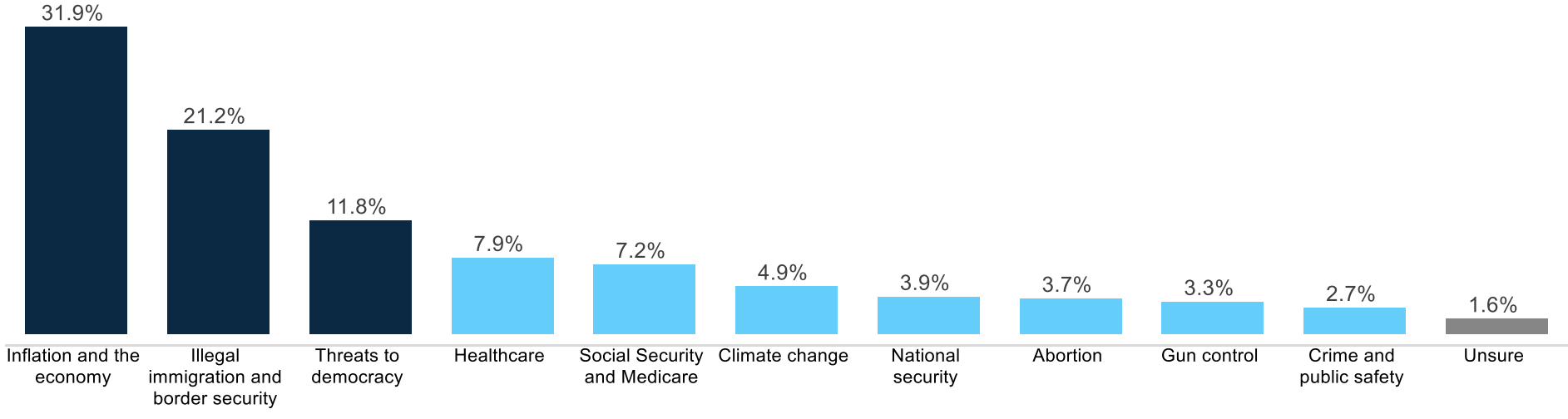
- Almost half (49%) of voters would prefer the 2026 midterms to result in a divided government with at least one chamber of Congress controlled by Democrats. However, when we dive deeper and look at only **mid-propensity voters** (2 of 4 and 3 of 4), **a plurality** (48%) **wants to see a unified Congress to support Trump's agenda**.
- Trump's newly established Department of Government Efficiency (DOGE) led by Elon Musk and Vivek Ramaswamy received overwhelming support from voters (60-29) with **41% saying they *strongly* support the creation of this new department and its goals**.
  - Men of all stripes over index in support for DOGE and women overall are more nuanced but mostly supportive. Non-college women, the largest group at 30% of voters, are the most supportive among women at 61%.
  - Both those who are paying the most (61%) and least (64%) attention to political news are the most likely to be supportive, with those in the middle still supportive overall but less so.
- By a more than **2:1 margin, voters believe Elon Musk** (47%) **was the most effective surrogate for Trump**, followed by Joe Rogan and RFK tied at 22%, while Harris's surrogates were substantially less effective with only Taylor Swift breaking 20%.
  - Younger men were the most likely to say Joe Rogan was the most effective surrogate.
- Most voters (56%) support efforts to carry out mass deportations – 39% *strongly* support mass deportations, **just shy of the total number that oppose them**.

Insights & Analysis

- Half of black voters, a large plurality (47%) of Hispanics, and a strong majority of union households (57%) – **previously Democrat strongholds** – support mass deportation efforts being proposed by Republicans.
- Only college-educated women and Democrats are more likely to oppose than support mass deportations–shocker.

- Voters who vote less often pay much less attention to the news, and women pay less attention to the news than men.
- Segmentation analysis identified three groups via machine learning: ***Moderates*** (17%), ***Democrat Base*** (39%), and ***GOP Base*** (44%).
  - The ***Moderates*** segment is the **youngest** group with two-thirds under 45, and nearly half (47%) are **parents**. They are the most likely to be **single** and the most likely to be currently **employed**. They are the most likely (32%) to be part of a **union household** and are the most likely to live in an **urban** community. They are the **least likely to hold a college degree** and this segment had the **largest share of first-time voters** (29%). This is the lowest-earning group with 42% earning less than $50,000 annually and they are the **most racially diverse**. These voters are the most concentrated in the Midwest.

Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	42%	24%	41%	21%	32%	30%	36%	29%	33%	32%	31%	35%	36%	26%	30%	36%	44%	39%	31%	33%	32%	33%	30%	42%	34%	27%	34%	28%	37%	39%	39%	32%	29%
Illegal immigration and border security	11%	21%	20%	34%	25%	29%	18%	14%	15%	19%	29%	40%	19%	2%	23%	10%	14%	16%	17%	20%	12%	21%	31%	15%	43%	2%	43%	2%	9%	9%	17%	26%	24%
Threats to democracy	11%	15%	6%	14%	13%	8%	9%	19%	10%	13%	10%	2%	10%	23%	12%	16%	7%	10%	10%	14%	13%	10%	10%	6%	2%	23%	2%	23%	2%	3%	10%	11%	14%
Healthcare	12%	6%	8%	5%	9%	4%	8%	10%	9%	8%	7%	3%	10%	13%	8%	8%	8%	10%	11%	9%	9%	9%	5%	9%	3%	13%	3%	12%	12%	14%	6%	7%	8%
Social Security and Medicare	3%	14%	1%	9%	4%	7%	11%	6%	8%	6%	8%	5%	7%	10%	8%	9%	5%	3%	10%	7%	10%	5%	6%	8%	4%	11%	4%	10%	6%	7%	7%	5%	7%
Climate change	5%	3%	8%	4%	8%	5%	3%	6%	7%	5%	3%	1%	5%	9%	6%	2%	5%	7%	6%	3%	5%	5%	6%	4%	1%	9%	2%	8%	8%	6%	5%	3%	5%
National security	2%	5%	3%	5%	4%	4%	3%	5%	5%	4%	3%	6%	5%	1%	4%	2%	3%	3%	3%	4%	4%	2%	5%	4%	6%	2%	6%	2%	5%	3%	3%	2%	4%
Abortion	5%	5%	4%	1%	1%	4%	6%	4%	4%	4%	2%	2%	2%	7%	3%	7%	5%	3%	3%	4%	5%	4%	1%	3%	1%	5%	1%	6%	7%	8%	3%	4%	3%
Gun control	4%	4%	3%	2%	2%	3%	3%	5%	5%	3%	2%	0%	3%	7%	3%	7%	1%	3%	3%	3%	5%	5%	1%	3%	1%	6%	0%	6%	4%	4%	4%	4%	3%
Crime and public safety	3%	2%	4%	3%	2%	4%	4%	1%	2%	3%	3%	4%	3%	1%	2%	3%	6%	4%	6%	2%	3%	2%	4%	3%	3%	1%	3%	2%	7%	6%	4%	5%	1%
Unsure	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	3%	1%	1%	2%	2%	3%	1%	3%	1%	1%	1%	1%	3%	1%	0%	1%	2%

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

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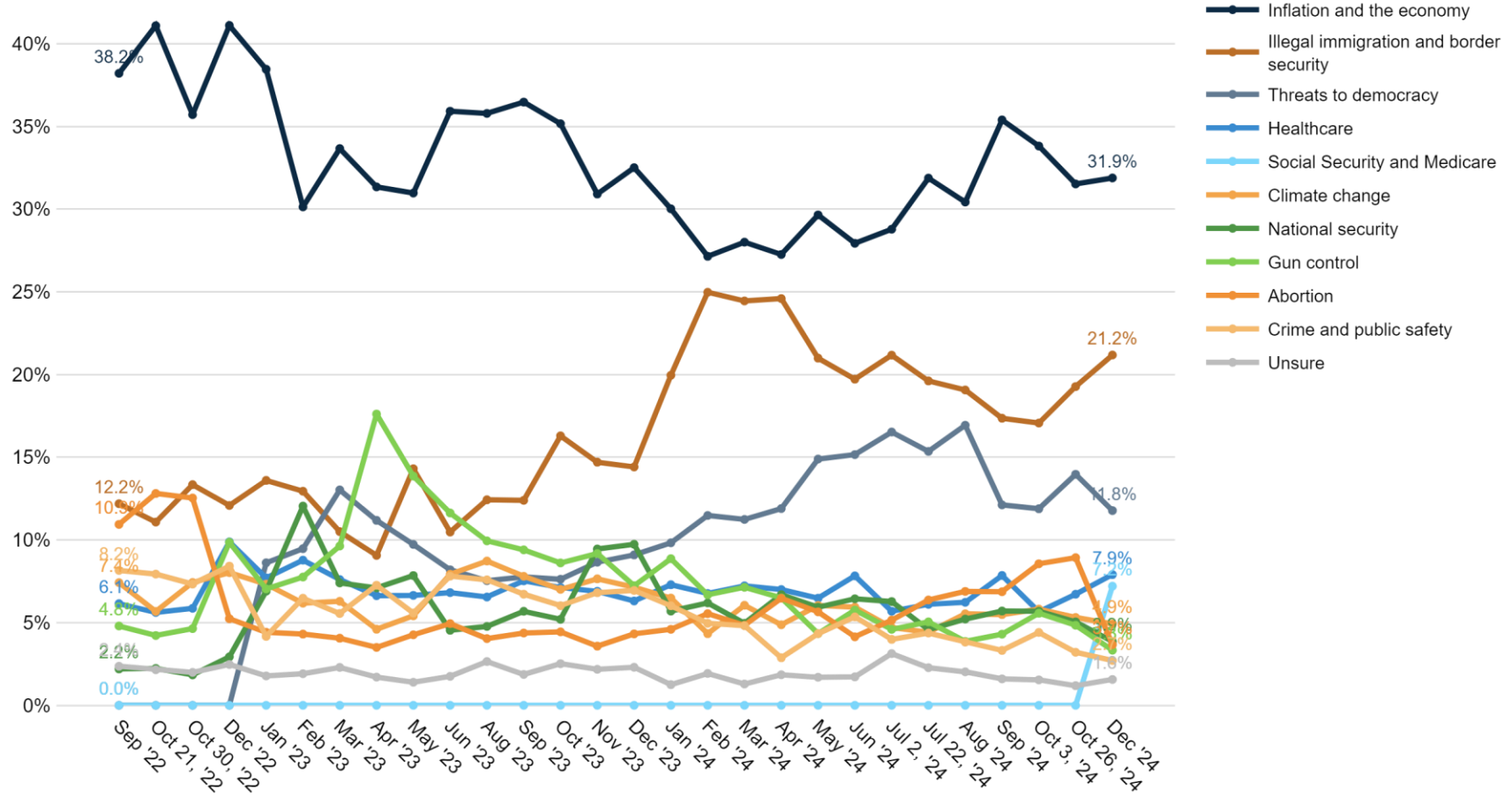
Trend: Top Priority



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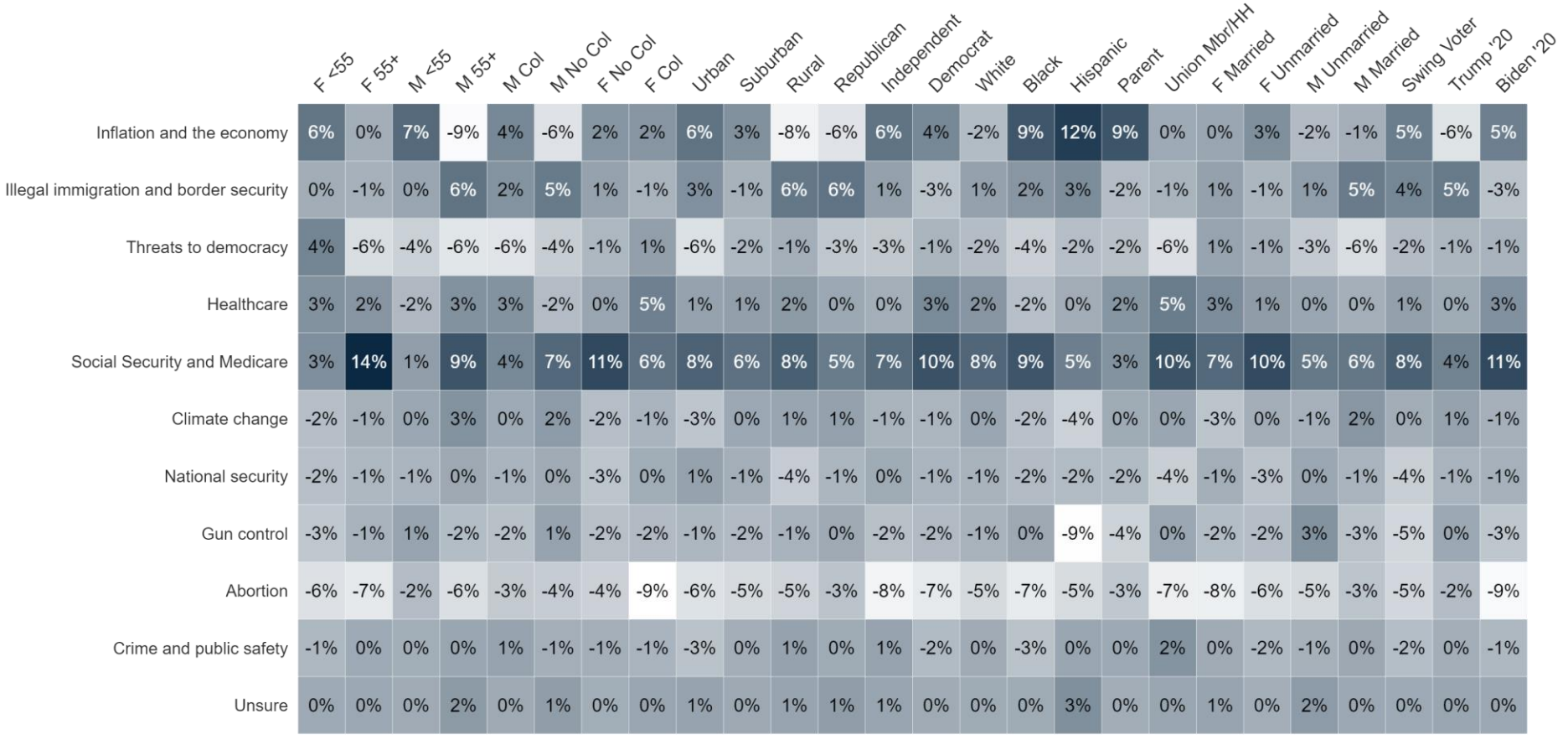
Percent Change: Top Priority (Oct 26, '24 to Dec '24)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Inflation and the economy	6%	0%	7%	-9%	4%	-6%	2%	2%	6%	3%	-8%	-6%	6%	4%	-2%	9%	12%	9%	0%	0%	3%	-2%	-1%	5%	-6%	5%
Illegal immigration and border security	0%	-1%	0%	6%	2%	5%	1%	-1%	3%	-1%	6%	6%	1%	-3%	1%	2%	3%	-2%	-1%	1%	-1%	1%	5%	4%	5%	-3%
Threats to democracy	4%	-6%	-4%	-6%	-6%	-4%	-1%	1%	-6%	-2%	-1%	-3%	-3%	-1%	-2%	-4%	-2%	-2%	-6%	1%	-1%	-3%	-6%	-2%	-1%	-1%
Healthcare	3%	2%	-2%	3%	3%	-2%	0%	5%	1%	1%	2%	0%	0%	3%	2%	-2%	0%	2%	5%	3%	1%	0%	0%	1%	0%	3%
Social Security and Medicare	3%	14%	1%	9%	4%	7%	11%	6%	8%	6%	8%	5%	7%	10%	8%	9%	5%	3%	10%	7%	10%	5%	6%	8%	4%	11%
Climate change	-2%	-1%	0%	3%	0%	2%	-2%	-1%	-3%	0%	1%	1%	-1%	-1%	0%	-2%	-4%	0%	0%	-3%	0%	-1%	2%	0%	1%	-1%
National security	-2%	-1%	-1%	0%	-1%	0%	-3%	0%	1%	-1%	-4%	-1%	0%	-1%	-1%	-2%	-2%	-2%	-4%	-1%	-3%	0%	-1%	-4%	-1%	-1%
Gun control	-3%	-1%	1%	-2%	-2%	1%	-2%	-2%	-1%	-2%	-1%	0%	-2%	-2%	-1%	0%	-9%	-4%	0%	-2%	-2%	3%	-3%	-5%	0%	-3%
Abortion	-6%	-7%	-2%	-6%	-3%	-4%	-4%	-9%	-6%	-5%	-5%	-3%	-8%	-7%	-5%	-7%	-5%	-3%	-7%	-8%	-6%	-5%	-3%	-5%	-2%	-9%
Crime and public safety	-1%	0%	0%	0%	1%	-1%	-1%	-1%	-3%	0%	1%	0%	1%	-2%	0%	-3%	0%	0%	2%	0%	-2%	-1%	0%	-2%	0%	-1%
Unsure	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	3%	0%	0%	1%	0%	2%	0%	0%	0%	0%

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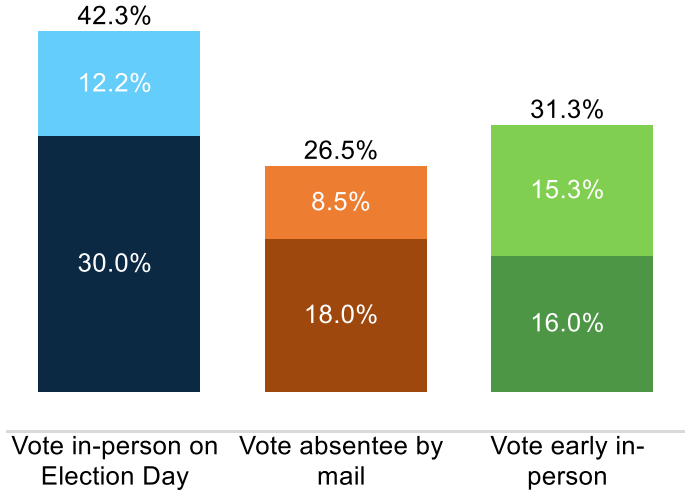
Vote Method



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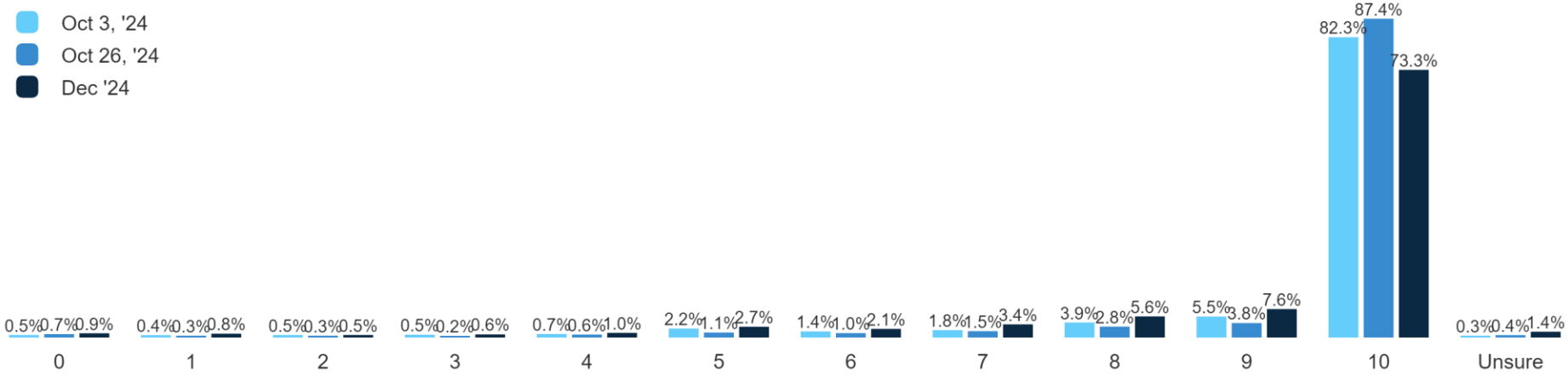
Definitely vote	65%	69%	57%	64%	65%	57%	71%	62%	68%	64%	62%	63%	59%	68%	64%	67%	67%	65%	68%	70%	64%	61%	60%	58%	63%	67%	63%	66%	67%	59%	57%	56%	68%
Probably vote	35%	31%	43%	36%	35%	43%	29%	38%	32%	36%	38%	37%	41%	32%	36%	33%	33%	35%	32%	30%	36%	39%	40%	42%	37%	33%	37%	34%	33%	41%	43%	44%	32%
Vote in-person on Election Day	47%	34%	51%	39%	43%	46%	44%	36%	43%	38%	50%	51%	39%	35%	43%	39%	35%	48%	43%	41%	39%	46%	43%	43%	51%	34%	52%	33%	38%	44%	47%	48%	40%
Vote absentee by mail	26%	34%	17%	27%	24%	21%	26%	36%	25%	31%	20%	16%	33%	35%	28%	22%	29%	21%	26%	28%	33%	26%	20%	29%	16%	36%	15%	37%	23%	31%	25%	19%	27%
Vote early in-person	27%	32%	33%	34%	33%	33%	30%	29%	32%	32%	30%	33%	29%	31%	29%	39%	36%	30%	32%	30%	29%	28%	36%	28%	33%	31%	33%	30%	39%	25%	27%	32%	33%
Definitely vote in-person on Election Day	34%	25%	37%	26%	29%	33%	34%	23%	35%	26%	34%	37%	25%	25%	30%	31%	28%	35%	32%	31%	28%	32%	30%	28%	38%	23%	37%	23%	30%	32%	32%	33%	29%
Probably vote in-person on Election Day	13%	9%	14%	13%	14%	13%	10%	13%	8%	12%	16%	14%	14%	9%	13%	8%	7%	13%	11%	10%	11%	14%	13%	15%	14%	11%	14%	10%	8%	12%	15%	15%	11%
Definitely vote absentee by mail	17%	26%	8%	19%	18%	11%	18%	26%	16%	22%	13%	9%	19%	27%	19%	16%	19%	16%	20%	22%	22%	15%	13%	18%	8%	28%	8%	28%	13%	15%	13%	9%	21%
Probably vote absentee by mail	9%	8%	9%	8%	7%	10%	7%	10%	9%	9%	7%	7%	13%	8%	8%	6%	10%	5%	6%	6%	11%	11%	7%	11%	7%	7%	7%	9%	10%	16%	12%	11%	6%
Definitely vote early in-person	14%	18%	12%	19%	19%	13%	18%	13%	17%	16%	15%	17%	15%	16%	14%	20%	21%	14%	16%	17%	15%	14%	17%	12%	17%	16%	17%	15%	25%	12%	12%	15%	18%
Probably vote early in-person	13%	14%	20%	15%	15%	20%	12%	15%	15%	15%	15%	16%	14%	15%	15%	19%	16%	16%	16%	14%	13%	14%	19%	16%	16%	15%	16%	15%	15%	13%	15%	17%	15%
I do not plan to vote in the November 2026 general election	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

How do you plan to vote in the November 2026 general election for U.S. Congress and state offices?

CYGNAL

Election Determination



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Low-Interest	11%	2%	12%	2%	4%	10%	9%	4%	8%	6%	7%	7%	10%	5%	5%	13%	12%	11%	10%	6%	8%	9%	5%	13%	6%	6%	6%	5%	18%	22%	14%	9%	2%
Mid-Interest	23%	9%	32%	13%	19%	24%	18%	14%	21%	17%	19%	18%	24%	17%	17%	22%	28%	28%	19%	14%	18%	27%	19%	33%	19%	16%	18%	17%	48%	40%	32%	23%	10%
High-Interest	64%	87%	55%	85%	77%	65%	70%	81%	67%	76%	73%	75%	65%	76%	77%	61%	58%	59%	69%	79%	71%	63%	75%	52%	74%	77%	74%	76%	30%	33%	53%	67%	86%
0	1%	0%	2%	0%	0%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	3%	0%	1%	1%	1%	1%	1%	0%	2%	2%	4%	0%
1	2%	0%	1%	0%	0%	1%	2%	0%	1%	1%	1%	1%	2%	0%	0%	1%	1%	2%	2%	0%	2%	0%	1%	2%	1%	1%	1%	0%	5%	4%	2%	1%	0%
2	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	2%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	2%	4%	0%	0%	0%
3	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	5%	2%	0%	1%	0%
4	1%	1%	2%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	4%	4%	3%	0%	0%
5	4%	1%	6%	0%	2%	3%	4%	1%	3%	3%	2%	2%	5%	2%	2%	5%	5%	5%	3%	3%	3%	3%	3%	5%	3%	2%	3%	2%	1%	6%	8%	3%	1%
6	4%	0%	4%	1%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	6%	4%	4%	2%	2%	3%	2%	3%	3%	1%	3%	1%	7%	7%	4%	5%	1%
7	5%	2%	6%	1%	2%	4%	4%	2%	5%	3%	2%	3%	3%	4%	3%	8%	5%	4%	5%	2%	4%	6%	2%	6%	3%	3%	3%	3%	15%	12%	8%	4%	1%
8	7%	2%	8%	5%	6%	8%	5%	4%	7%	5%	5%	6%	8%	4%	6%	3%	6%	7%	2%	4%	5%	7%	6%	11%	5%	5%	5%	5%	10%	10%	11%	7%	3%
9	7%	4%	14%	6%	10%	9%	6%	5%	8%	7%	9%	7%	10%	7%	7%	9%	10%	12%	9%	6%	6%	10%	9%	14%	8%	7%	7%	7%	16%	11%	10%	7%	6%
10	64%	87%	55%	85%	77%	65%	70%	81%	67%	76%	73%	75%	65%	76%	77%	61%	58%	59%	69%	79%	71%	63%	75%	52%	74%	77%	74%	76%	30%	33%	53%	67%	86%
Unsure	2%	2%	1%	0%	0%	1%	3%	1%	3%	1%	1%	1%	1%	2%	1%	4%	3%	2%	2%	1%	3%	1%	0%	1%	1%	2%	1%	1%	5%	5%	1%	1%	1%

On a scale of 0 to 10, how determined are you to vote in the November 2026 general elections for U.S. Congress, with 0 meaning not determined at all and 10 meaning extremely determined?

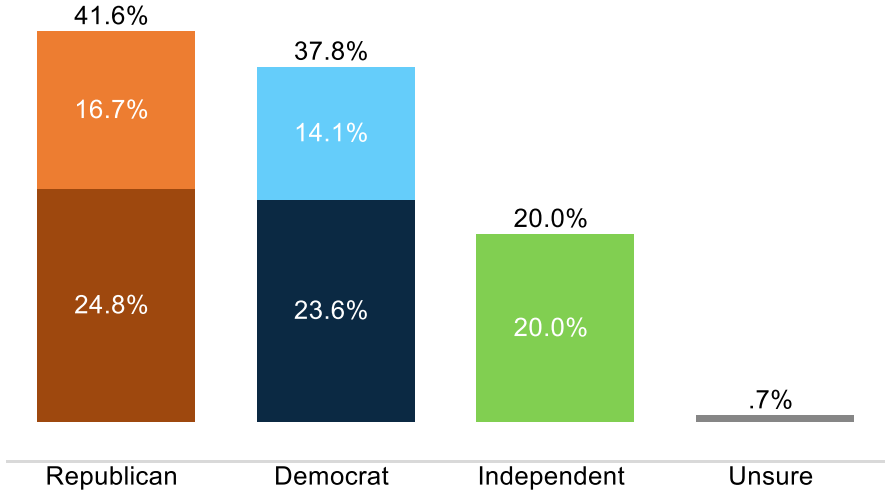
CYGNAL

Percent Change: Election Determination (Oct 26, '24 to Dec '24)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Low-Interest	5%	1%	8%	1%	3%	6%	4%	2%	5%	3%	3%	6%	2%	3%	4%	5%	1%	6%	6%	4%	2%	3%	5%	4%	4%	3%
Mid-Interest	11%	6%	16%	10%	14%	10%	9%	8%	6%	9%	13%	12%	11%	7%	10%	3%	11%	16%	6%	10%	6%	11%	12%	8%	14%	7%
High-Interest	-17%	-9%	-24%	-11%	-16%	-16%	-16%	-9%	-13%	-13%	-16%	-18%	-15%	-10%	-14%	-11%	-15%	-23%	-13%	-14%	-10%	-15%	-17%	-13%	-18%	-12%
0	-1%	0%	2%	0%	0%	2%	-1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	-1%	1%	1%	0%	-1%	3%	0%	0%	1%	1%
1	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	0%	2%	0%	1%	1%	1%	0%
2	1%	0%	-1%	1%	0%	-1%	1%	0%	1%	0%	-1%	1%	0%	0%	0%	1%	2%	1%	1%	1%	0%	-1%	0%	1%	0%	0%
3	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	-1%	0%	0%	-1%	2%	1%	1%	1%	0%	0%	0%	1%	0%	0%
4	0%	1%	2%	0%	0%	1%	0%	1%	1%	0%	1%	1%	-1%	1%	1%	1%	-2%	1%	2%	0%	0%	0%	1%	-1%	1%	0%
5	1%	1%	5%	0%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	-1%	2%	1%	2%	1%	2%	2%	2%	2%	1%
6	2%	0%	2%	1%	2%	1%	1%	2%	-1%	1%	2%	2%	0%	1%	1%	-3%	6%	3%	2%	2%	0%	2%	1%	-1%	3%	1%
7	2%	2%	3%	0%	1%	2%	3%	1%	3%	2%	2%	3%	1%	2%	1%	5%	5%	2%	3%	2%	2%	2%	2%	1%	2%	1%
8	5%	0%	3%	4%	4%	3%	2%	3%	1%	3%	3%	3%	4%	2%	4%	-4%	2%	4%	-3%	2%	3%	1%	5%	2%	3%	2%
9	2%	3%	7%	5%	7%	4%	3%	2%	2%	4%	6%	5%	6%	2%	4%	4%	-2%	7%	4%	4%	1%	6%	4%	6%	6%	3%
10	-17%	-9%	-24%	-11%	-16%	-16%	-16%	-9%	-13%	-13%	-16%	-18%	-15%	-10%	-14%	-11%	-15%	-23%	-13%	-14%	-10%	-15%	-17%	-13%	-18%	-12%
Unsure	1%	2%	1%	0%	0%	0%	3%	0%	2%	1%	0%	0%	1%	1%	1%	3%	3%	1%	1%	1%	2%	1%	0%	1%	0%	1%

CYGNAL

Partisanship by Response

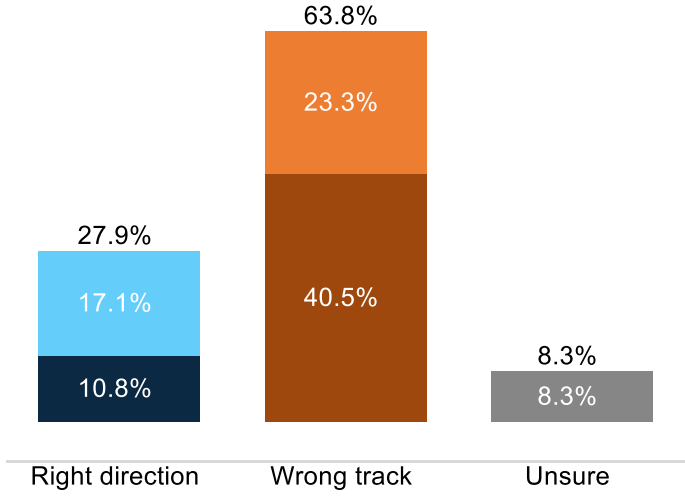


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Republican	35%	40%	43%	49%	39%	52%	44%	29%	26%	40%	55%	46%	20%	33%	40%	35%	44%	31%	42%	49%	31%	83%	3%	81%	3%	36%	31%	46%	54%	41%
Independent	19%	15%	24%	23%	28%	19%	16%	19%	23%	20%	17%	19%	13%	25%	19%	21%	16%	18%	22%	24%	38%	15%	21%	16%	20%	23%	26%	19%	15%	20%
Democrat	45%	44%	32%	28%	32%	28%	39%	52%	50%	39%	27%	35%	66%	42%	40%	43%	39%	50%	36%	27%	29%	2%	75%	2%	76%	39%	41%	35%	31%	39%
Strongly Republican	20%	24%	24%	31%	22%	34%	27%	15%	15%	22%	36%	28%	11%	18%	21%	20%	25%	19%	28%	28%	6%	52%	1%	51%	1%	23%	22%	29%	29%	24%
Mostly Republican	15%	16%	18%	18%	18%	18%	17%	14%	11%	17%	19%	18%	10%	15%	19%	15%	19%	12%	14%	21%	25%	31%	2%	30%	2%	12%	9%	17%	24%	16%
Mostly Democratic	16%	14%	16%	10%	13%	13%	13%	17%	17%	16%	9%	15%	15%	14%	17%	14%	14%	16%	13%	13%	21%	1%	28%	1%	27%	11%	17%	16%	11%	14%
Strongly Democratic	29%	30%	16%	18%	19%	15%	26%	34%	33%	24%	17%	20%	51%	28%	24%	29%	25%	34%	23%	14%	7%	1%	47%	1%	49%	27%	24%	18%	20%	25%
Unsure	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	3%	2%	0%	0%	1%

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

CYGNAL

US Direction

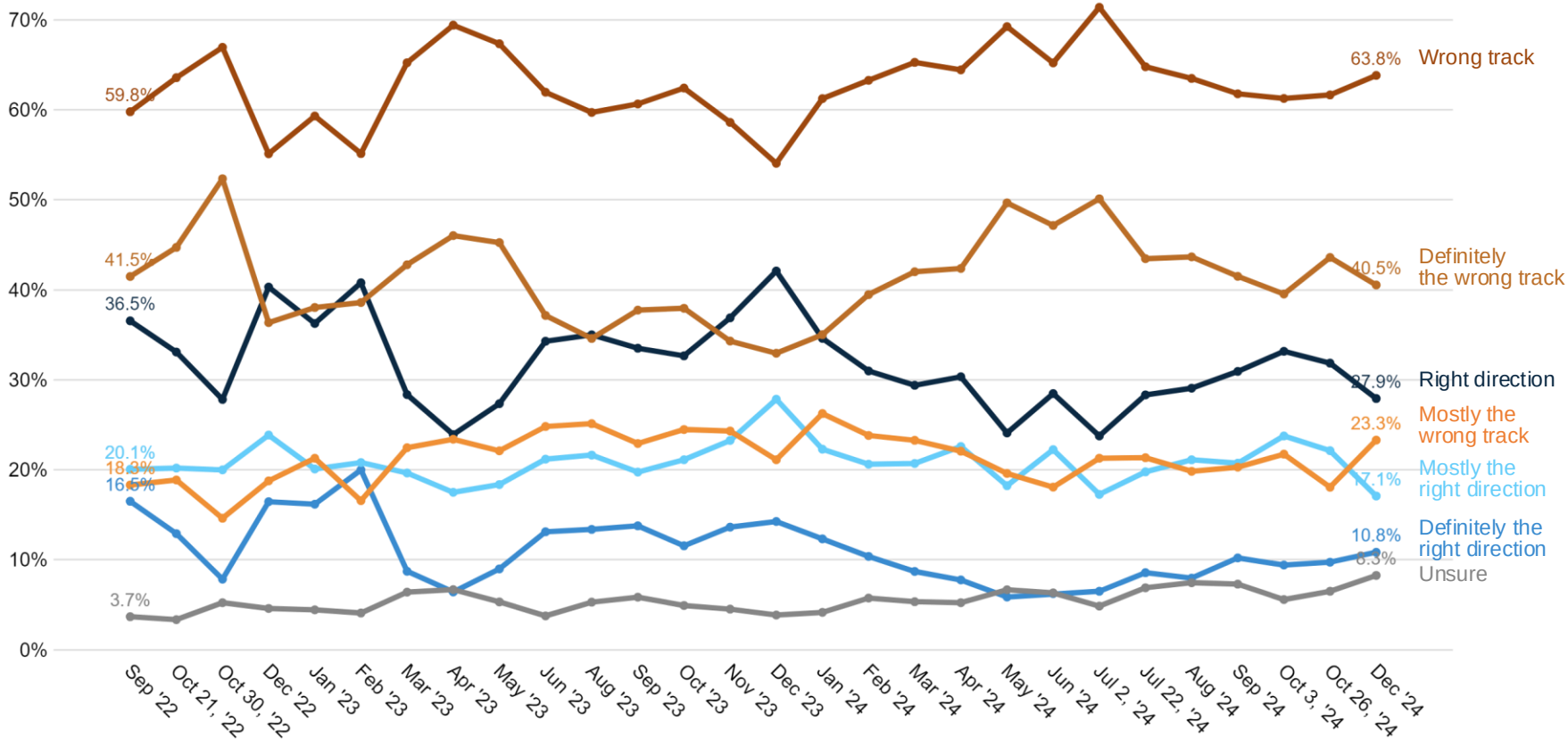


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	26%	26%	34%	26%	23%	36%	30%	21%	26%	28%	30%	40%	22%	18%	27%	31%	29%	32%	32%	28%	24%	39%	26%	29%	38%	18%	37%	18%	51%	45%	29%	28%	25%
Wrong track	66%	65%	58%	65%	70%	54%	60%	74%	62%	66%	61%	54%	69%	73%	66%	57%	63%	60%	61%	63%	68%	53%	66%	59%	56%	73%	56%	73%	41%	47%	62%	63%	68%
Definitely the right direction	8%	12%	14%	11%	8%	15%	12%	7%	11%	10%	12%	19%	5%	5%	10%	13%	12%	12%	12%	11%	8%	17%	9%	6%	19%	3%	18%	4%	19%	15%	14%	8%	10%
Mostly the right direction	18%	14%	21%	16%	15%	21%	18%	14%	15%	18%	17%	20%	17%	14%	17%	19%	18%	20%	20%	16%	16%	22%	16%	23%	19%	14%	19%	14%	32%	30%	15%	20%	15%
Mostly the wrong track	27%	22%	25%	19%	23%	21%	22%	27%	26%	23%	22%	17%	29%	27%	24%	18%	26%	23%	20%	25%	24%	20%	23%	33%	18%	27%	18%	28%	22%	22%	23%	26%	23%
Definitely the wrong track	39%	43%	33%	46%	47%	34%	37%	46%	36%	43%	39%	36%	40%	46%	42%	39%	37%	37%	41%	38%	44%	33%	43%	26%	38%	46%	38%	45%	19%	25%	39%	37%	45%
Unsure	8%	9%	8%	8%	7%	9%	10%	6%	12%	6%	9%	7%	10%	9%	7%	12%	8%	8%	7%	9%	8%	8%	8%	12%	6%	9%	7%	9%	8%	7%	9%	9%	8%

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

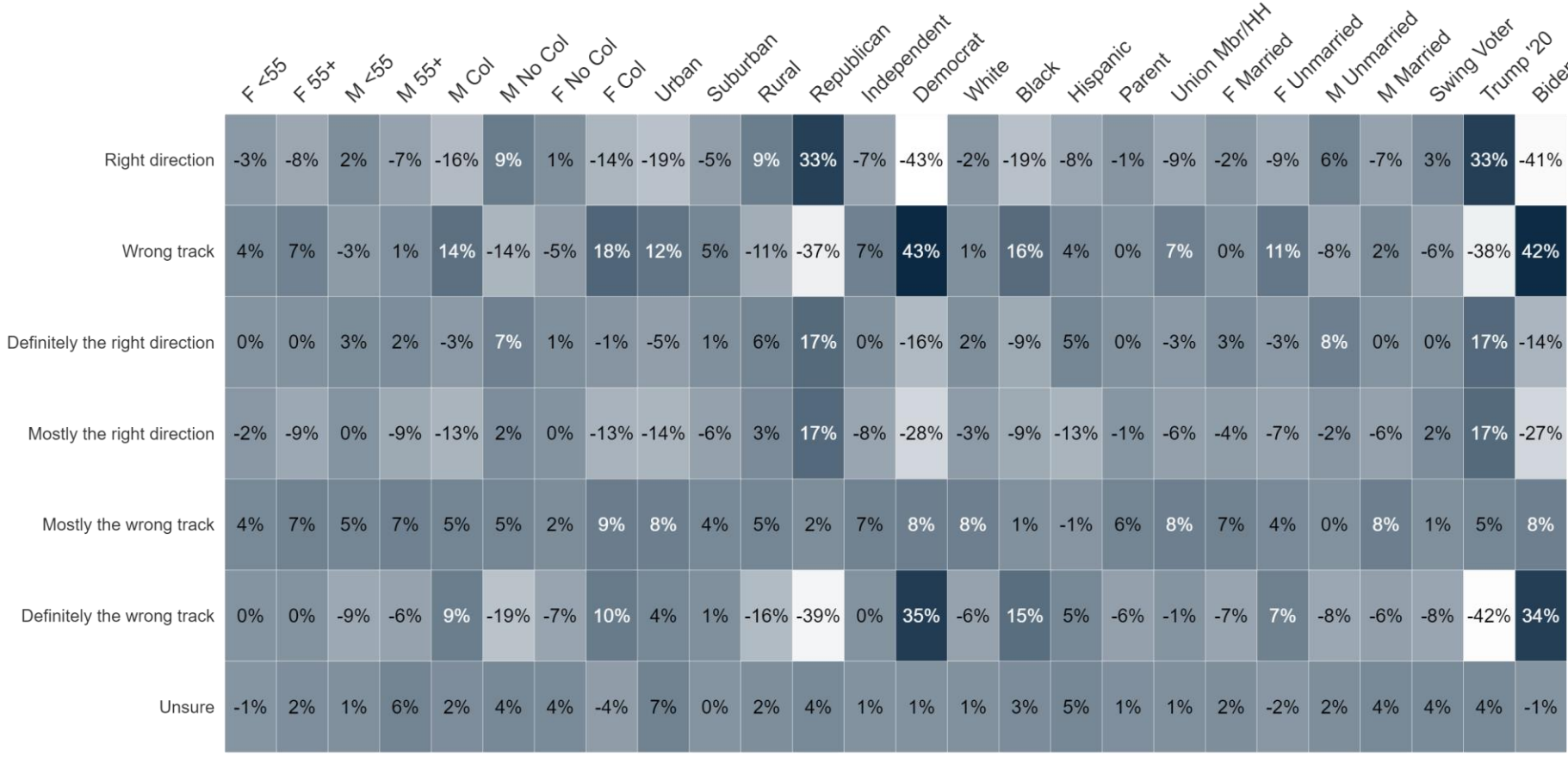
CYGNAL

Trend: US Direction



CYGNAL

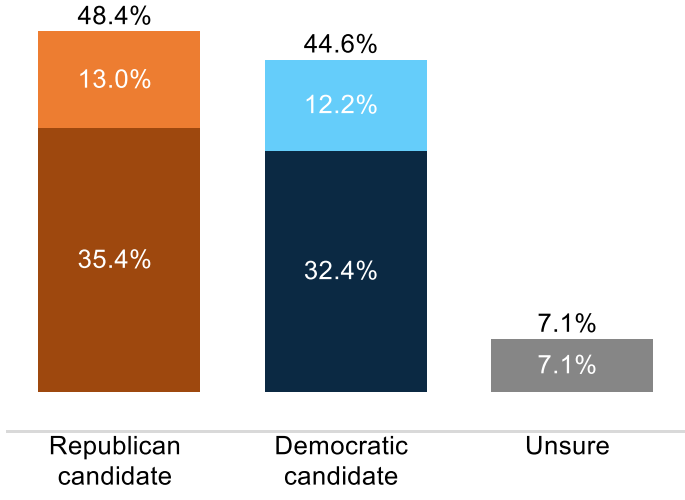
Percent Change: US Direction (Oct 26, '24 to Dec '24)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Right direction	-3%	-8%	2%	-7%	-16%	9%	1%	-14%	-19%	-5%	9%	33%	-7%	-43%	-2%	-19%	-8%	-1%	-9%	-2%	-9%	6%	-7%	3%	33%	-41%
Wrong track	4%	7%	-3%	1%	14%	-14%	-5%	18%	12%	5%	-11%	-37%	7%	43%	1%	16%	4%	0%	7%	0%	11%	-8%	2%	-6%	-38%	42%
Definitely the right direction	0%	0%	3%	2%	-3%	7%	1%	-1%	-5%	1%	6%	17%	0%	-16%	2%	-9%	5%	0%	-3%	3%	-3%	8%	0%	0%	17%	-14%
Mostly the right direction	-2%	-9%	0%	-9%	-13%	2%	0%	-13%	-14%	-6%	3%	17%	-8%	-28%	-3%	-9%	-13%	-1%	-6%	-4%	-7%	-2%	-6%	2%	17%	-27%
Mostly the wrong track	4%	7%	5%	7%	5%	5%	2%	9%	8%	4%	5%	2%	7%	8%	8%	1%	-1%	6%	8%	7%	4%	0%	8%	1%	5%	8%
Definitely the wrong track	0%	0%	-9%	-6%	9%	-19%	-7%	10%	4%	1%	-16%	-39%	0%	35%	-6%	15%	5%	-6%	-1%	-7%	7%	-8%	-6%	-8%	-42%	34%
Unsure	-1%	2%	1%	6%	2%	4%	4%	-4%	7%	0%	2%	4%	1%	1%	1%	3%	5%	1%	1%	2%	-2%	2%	4%	4%	4%	-1%

CYGNAL

Generic Ballot

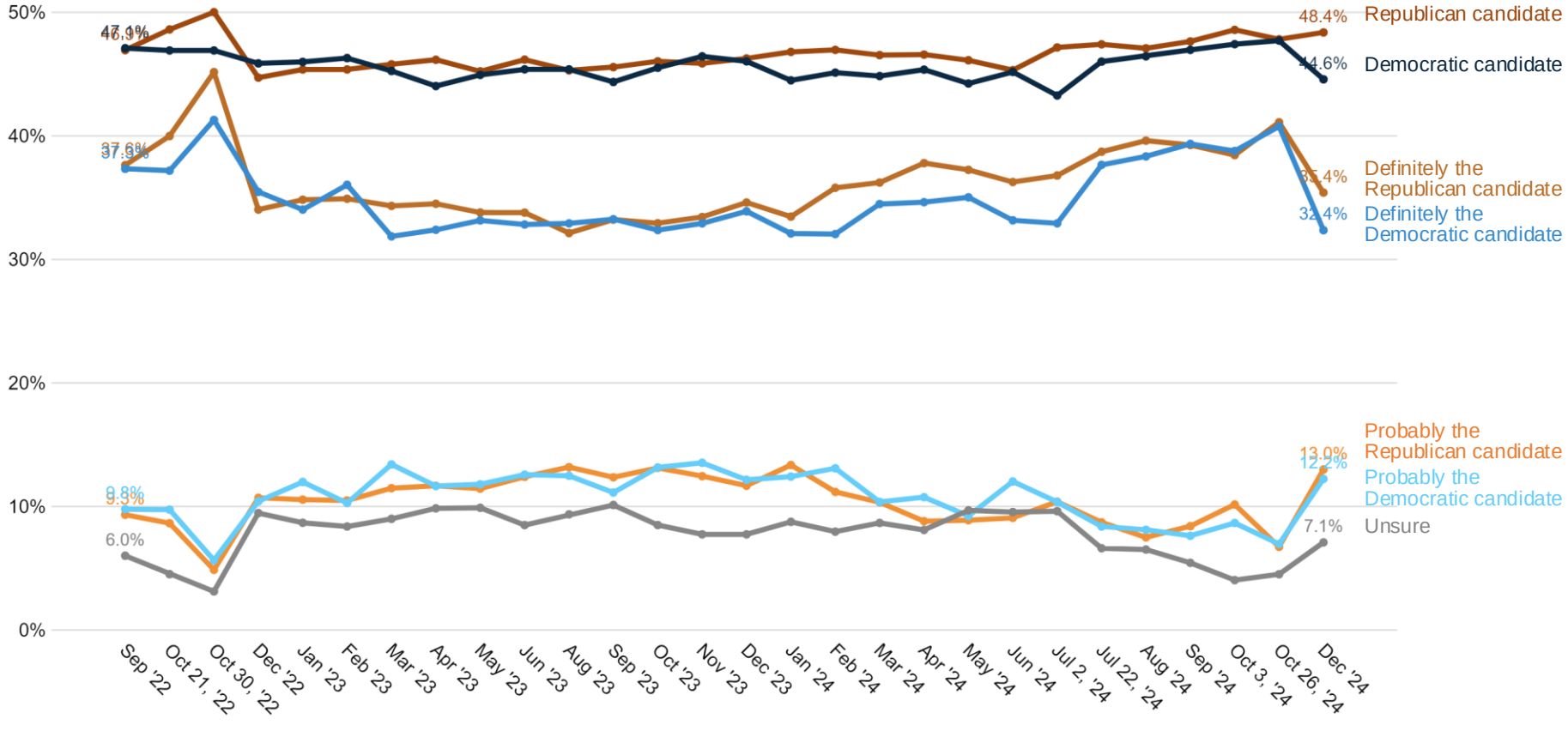


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	43%	43%	54%	55%	48%	60%	50%	34%	34%	46%	61%	94%	38%	3%	51%	25%	43%	50%	44%	49%	37%	48%	58%	40%	94%	4%	95%	3%	54%	45%	53%	57%	47%
Democratic candidate	50%	50%	39%	38%	43%	34%	43%	59%	56%	47%	32%	3%	41%	93%	42%	72%	45%	44%	49%	45%	55%	44%	35%	38%	1%	90%	1%	89%	40%	47%	39%	35%	47%
Definitely the Republican candidate	28%	33%	37%	44%	36%	45%	37%	22%	26%	32%	48%	75%	19%	1%	38%	19%	27%	31%	30%	36%	25%	38%	42%	0%	73%	1%	73%	1%	28%	25%	37%	41%	36%
Probably the Republican candidate	15%	10%	17%	11%	12%	15%	13%	12%	8%	15%	13%	19%	19%	2%	13%	6%	16%	19%	14%	13%	12%	10%	16%	40%	22%	3%	22%	2%	26%	20%	16%	16%	11%
Probably the Democratic candidate	14%	8%	17%	10%	14%	13%	11%	12%	16%	13%	8%	2%	22%	18%	11%	20%	17%	14%	16%	11%	10%	14%	13%	38%	1%	23%	1%	22%	21%	24%	13%	8%	10%
Definitely the Democratic candidate	36%	41%	22%	27%	29%	21%	32%	48%	41%	34%	24%	1%	19%	74%	31%	52%	28%	30%	33%	34%	44%	30%	22%	0%	0%	67%	0%	67%	19%	23%	26%	27%	36%
Unsure	7%	7%	7%	7%	9%	6%	7%	7%	10%	6%	7%	3%	21%	4%	7%	4%	11%	6%	7%	6%	8%	8%	7%	22%	5%	6%	4%	8%	6%	8%	8%	8%	6%

If the November 2026 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?

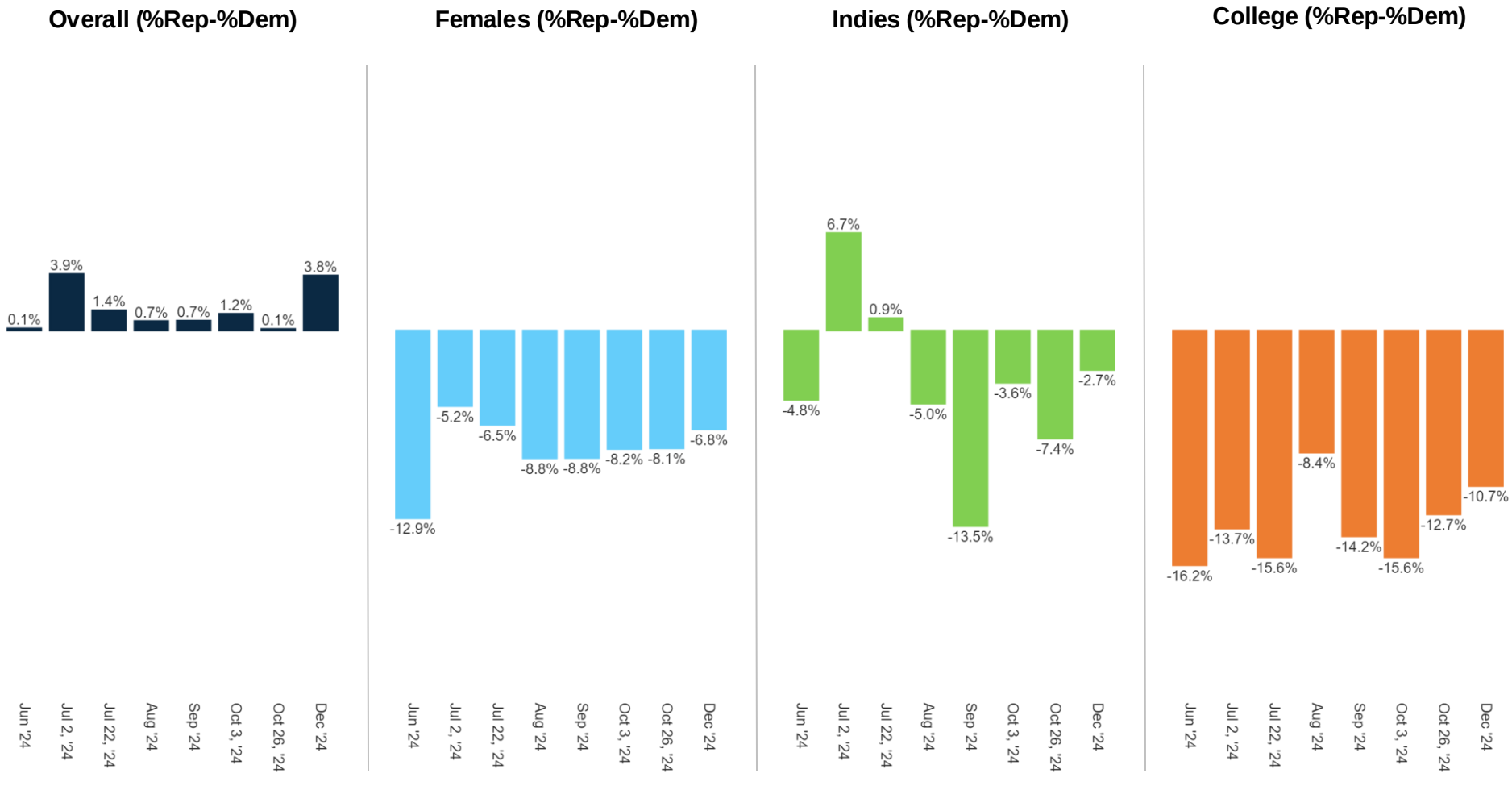
CYGNAL

Trend: Generic Ballot



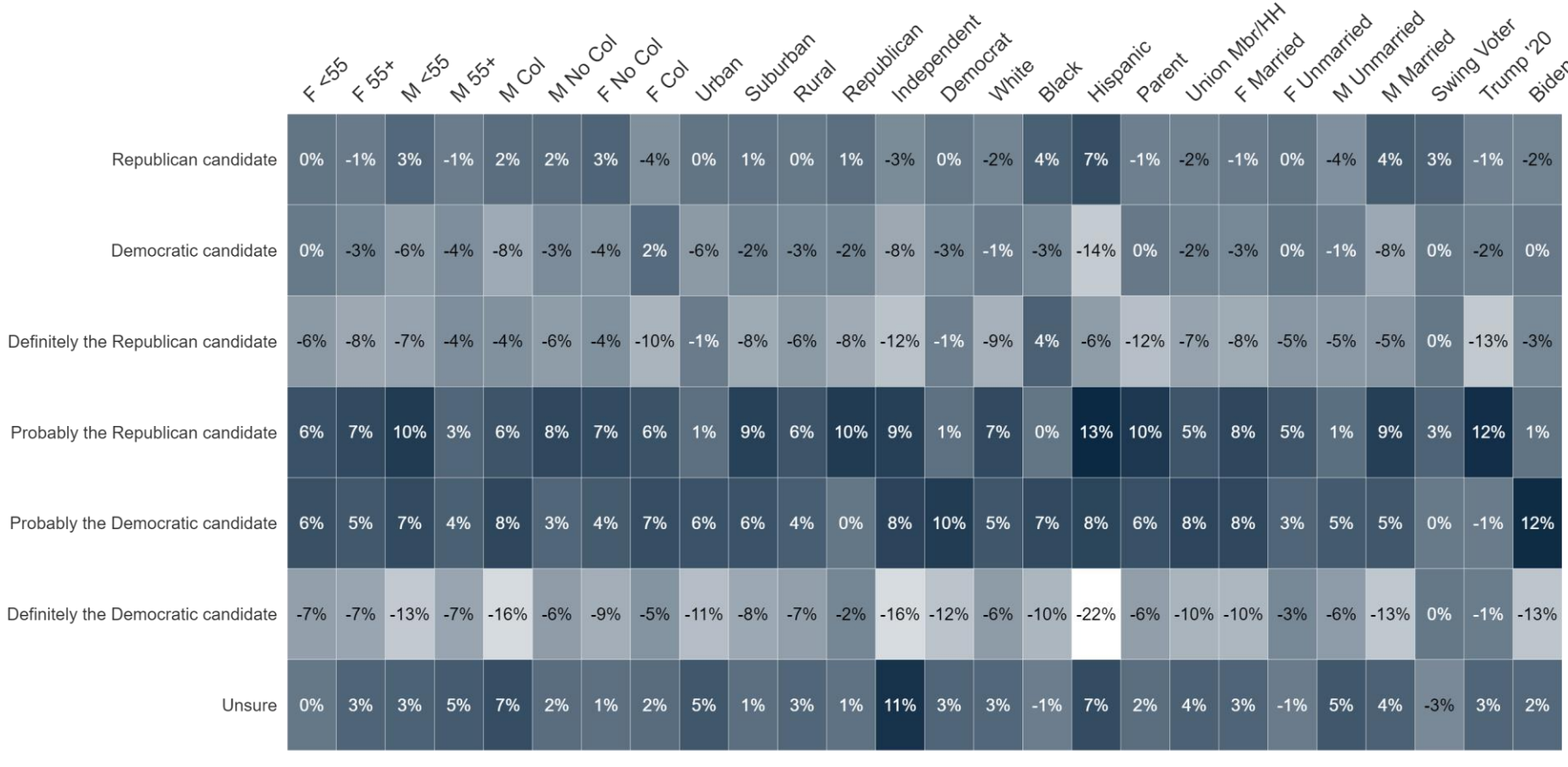
CYGNAL

Generic Ballot Movement



CYGNAL

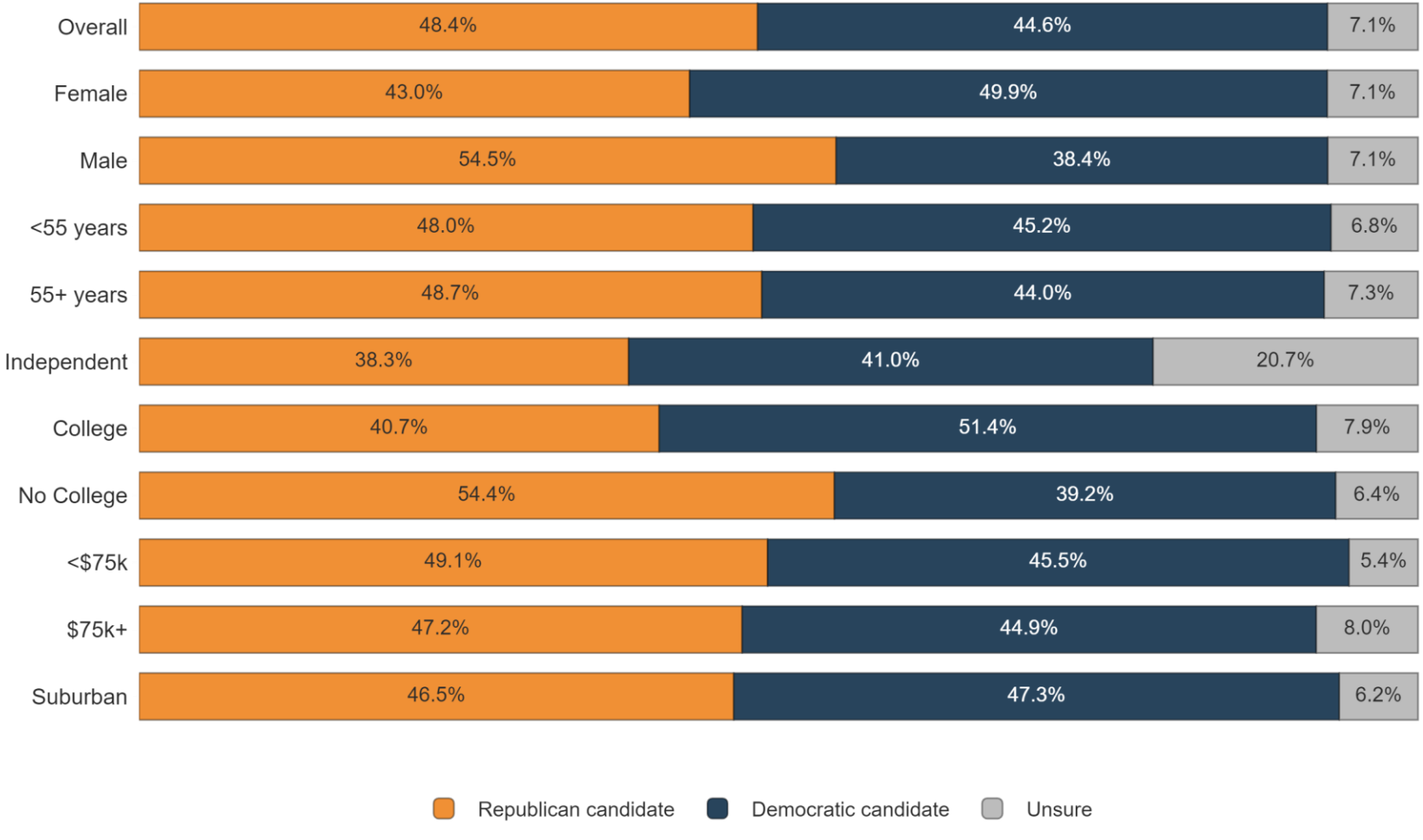
Percent Change: Generic Ballot (Oct 26, '24 to Dec '24)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Republican candidate	0%	-1%	3%	-1%	2%	2%	3%	-4%	0%	1%	0%	1%	-3%	0%	-2%	4%	7%	-1%	-2%	-1%	0%	-4%	4%	3%	-1%	-2%
Democratic candidate	0%	-3%	-6%	-4%	-8%	-3%	-4%	2%	-6%	-2%	-3%	-2%	-8%	-3%	-1%	-3%	-14%	0%	-2%	-3%	0%	-1%	-8%	0%	-2%	0%
Definitely the Republican candidate	-6%	-8%	-7%	-4%	-4%	-6%	-4%	-10%	-1%	-8%	-6%	-8%	-12%	-1%	-9%	4%	-6%	-12%	-7%	-8%	-5%	-5%	-5%	0%	-13%	-3%
Probably the Republican candidate	6%	7%	10%	3%	6%	8%	7%	6%	1%	9%	6%	10%	9%	1%	7%	0%	13%	10%	5%	8%	5%	1%	9%	3%	12%	1%
Probably the Democratic candidate	6%	5%	7%	4%	8%	3%	4%	7%	6%	6%	4%	0%	8%	10%	5%	7%	8%	6%	8%	8%	3%	5%	5%	0%	-1%	12%
Definitely the Democratic candidate	-7%	-7%	-13%	-7%	-16%	-6%	-9%	-5%	-11%	-8%	-7%	-2%	-16%	-12%	-6%	-10%	-22%	-6%	-10%	-10%	-3%	-6%	-13%	0%	-1%	-13%
Unsure	0%	3%	3%	5%	7%	2%	1%	2%	5%	1%	3%	1%	11%	3%	3%	-1%	7%	2%	4%	3%	-1%	5%	4%	-3%	3%	2%

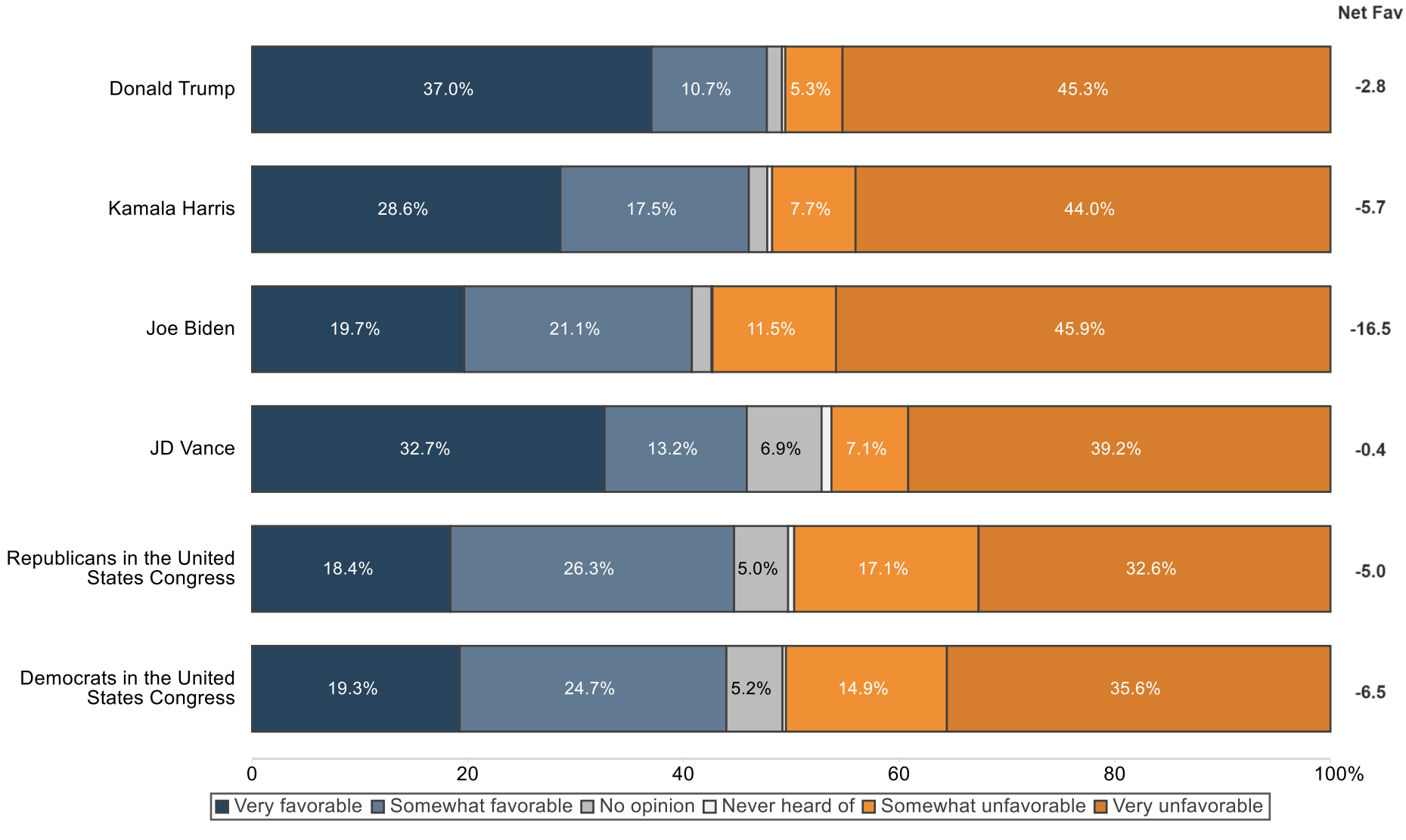
CYGNAL

Generic Ballot by Key Voter Groups



CYGNAL

Image Tests



CYGNAL

Image Tests Heatmaps

Favorable

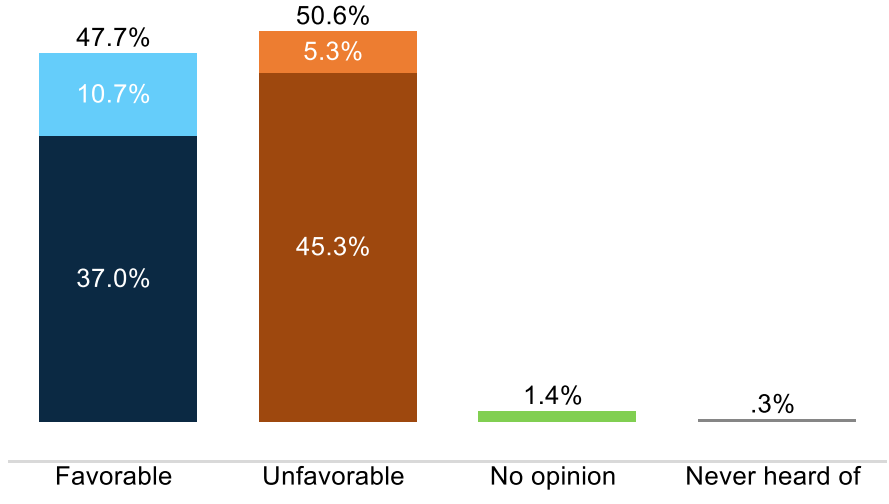
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	41%	42%	57%	52%	48%	60%	49%	32%	38%	45%	59%	90%	39%	5%	50%	29%	45%	51%	44%	46%	38%	53%	55%	42%	91%	5%	93%	4%	54%	49%	53%	57%	45%
Kamala Harris	55%	50%	42%	36%	44%	35%	47%	59%	62%	48%	33%	7%	41%	91%	42%	75%	55%	50%	53%	48%	57%	45%	35%	44%	6%	86%	5%	89%	55%	56%	43%	37%	46%
Joe Biden	44%	48%	33%	36%	39%	31%	43%	52%	52%	42%	30%	5%	33%	84%	37%	67%	47%	41%	48%	43%	49%	39%	32%	36%	5%	79%	5%	79%	51%	47%	35%	28%	43%
JD Vance	38%	42%	52%	54%	49%	56%	46%	32%	37%	43%	56%	85%	38%	7%	49%	26%	38%	49%	43%	46%	32%	49%	55%	39%	87%	8%	87%	7%	46%	38%	49%	52%	46%
Republicans in the United States Congress	41%	41%	46%	52%	44%	54%	47%	33%	34%	42%	56%	86%	32%	6%	48%	27%	37%	44%	42%	46%	36%	45%	52%	38%	85%	7%	86%	6%	50%	42%	51%	56%	43%
Democrats in the United States Congress	49%	50%	38%	36%	43%	33%	45%	57%	58%	46%	31%	8%	36%	87%	40%	70%	50%	47%	50%	46%	53%	43%	34%	41%	7%	82%	7%	83%	51%	46%	41%	34%	46%

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	56%	57%	40%	47%	50%	38%	49%	67%	59%	54%	40%	9%	58%	92%	49%	68%	53%	48%	53%	52%	61%	44%	43%	54%	8%	93%	7%	94%	44%	46%	46%	43%	53%
Kamala Harris	44%	49%	55%	61%	55%	61%	51%	39%	36%	51%	64%	90%	54%	8%	57%	23%	40%	49%	45%	51%	41%	51%	62%	52%	91%	13%	92%	10%	43%	41%	52%	61%	53%
Joe Biden	53%	50%	65%	63%	60%	67%	55%	46%	46%	56%	67%	93%	65%	14%	61%	30%	53%	58%	51%	56%	48%	59%	67%	61%	94%	19%	94%	19%	48%	49%	63%	70%	56%
JD Vance	48%	53%	38%	44%	48%	35%	41%	63%	52%	50%	36%	8%	52%	85%	46%	56%	48%	41%	47%	46%	56%	43%	40%	46%	7%	87%	7%	87%	34%	38%	41%	39%	50%
Republicans in the United States Congress	51%	55%	47%	45%	52%	40%	45%	64%	55%	55%	38%	11%	58%	89%	49%	63%	54%	50%	51%	49%	57%	47%	46%	50%	11%	89%	11%	89%	36%	41%	43%	39%	54%
Democrats in the United States Congress	43%	44%	56%	61%	55%	61%	48%	38%	36%	49%	62%	87%	55%	9%	55%	24%	40%	48%	46%	48%	39%	50%	63%	47%	88%	14%	88%	13%	41%	42%	48%	57%	52%

CYGNAL

Image: Donald Trump

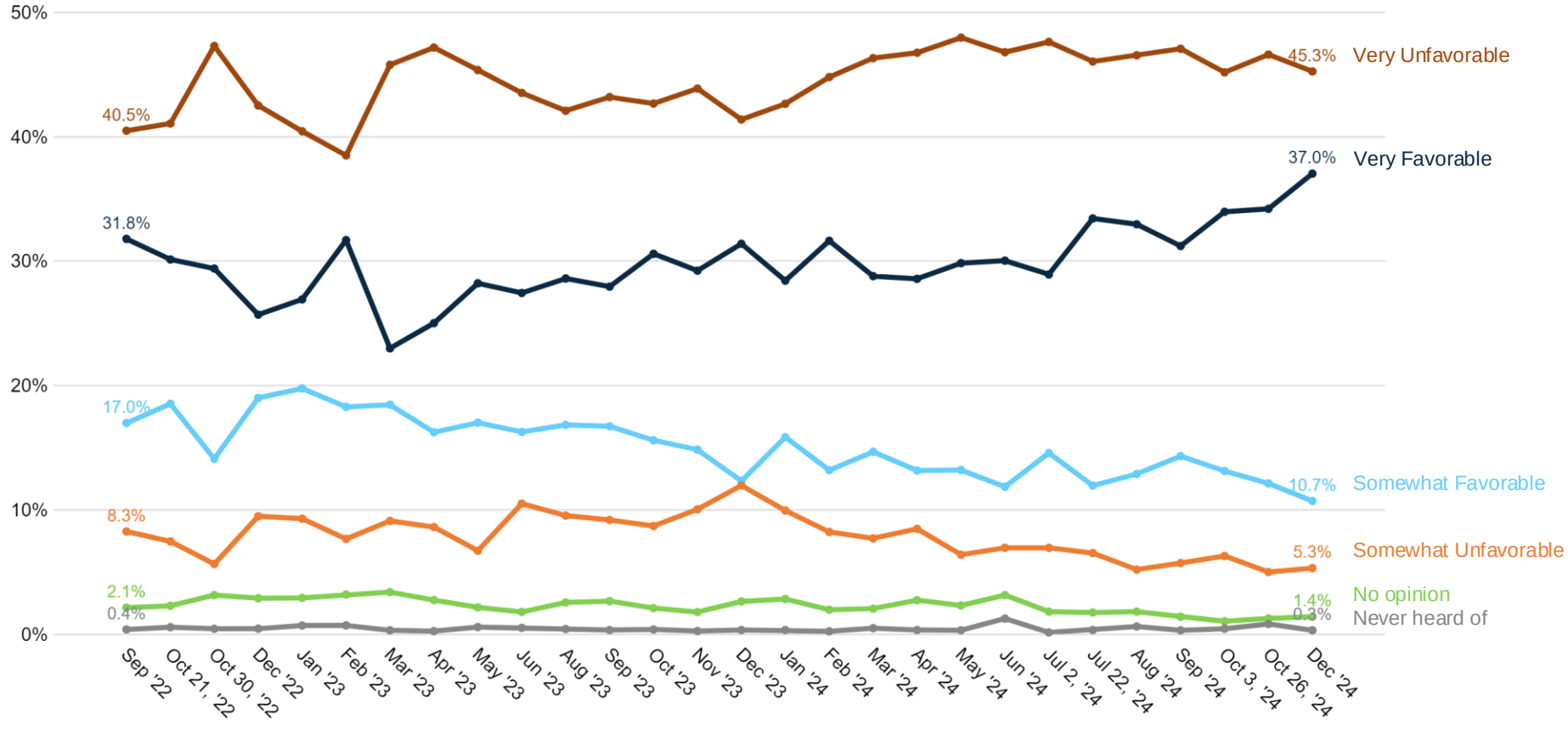


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	42%	57%	52%	48%	60%	49%	32%	38%	45%	59%	90%	39%	5%	50%	29%	45%	51%	44%	46%	38%	53%	55%	42%	91%	5%	93%	4%	54%	49%	53%	57%	45%
Unfavorable Total	56%	57%	40%	47%	50%	38%	49%	67%	59%	54%	40%	9%	58%	92%	49%	68%	53%	48%	53%	52%	61%	44%	43%	54%	8%	93%	7%	94%	44%	46%	46%	43%	53%
Very favorable	31%	33%	43%	43%	34%	51%	39%	22%	27%	34%	48%	75%	24%	3%	39%	19%	35%	37%	33%	34%	30%	42%	44%	23%	75%	2%	75%	2%	45%	35%	45%	47%	34%
Somewhat favorable	10%	9%	14%	10%	14%	9%	10%	10%	11%	11%	10%	15%	15%	3%	11%	10%	10%	14%	11%	12%	7%	11%	12%	19%	17%	3%	18%	2%	9%	14%	8%	10%	11%
Somewhat unfavorable	4%	4%	9%	5%	6%	7%	3%	6%	6%	6%	4%	3%	9%	5%	5%	6%	5%	6%	5%	3%	5%	6%	7%	13%	4%	6%	3%	6%	7%	6%	5%	7%	5%
Very unfavorable	52%	52%	31%	42%	44%	31%	46%	62%	53%	48%	36%	6%	49%	87%	44%	61%	48%	42%	48%	49%	56%	38%	36%	41%	4%	88%	3%	88%	37%	40%	41%	36%	49%
No opinion	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	0%	2%	2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	4%	1%	0%	1%
Never heard of	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	2%	0%	0%	0%

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

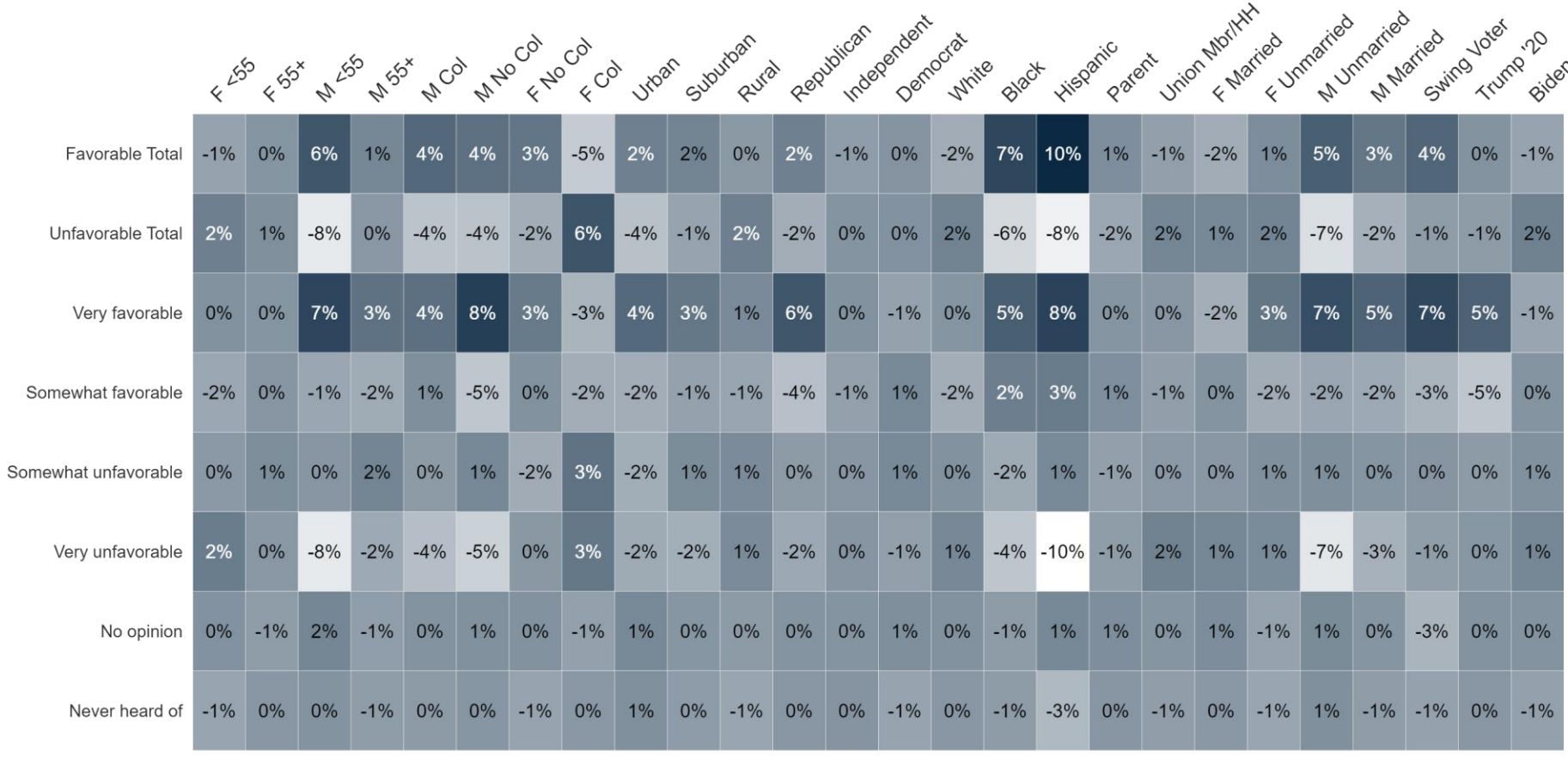
CYGNAL

Trend: Donald Trump Image



CYGNAL

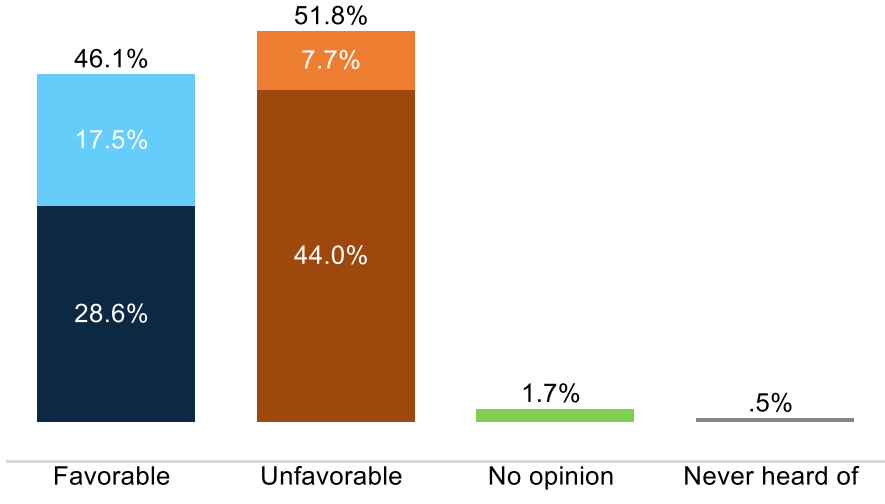
Percent Change: Donald Trump Image (Oct 26, '24 to Dec '24)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Favorable Total	-1%	0%	6%	1%	4%	4%	3%	-5%	2%	2%	0%	2%	-1%	0%	-2%	7%	10%	1%	-1%	-2%	1%	5%	3%	4%	0%	-1%
Unfavorable Total	2%	1%	-8%	0%	-4%	-4%	-2%	6%	-4%	-1%	2%	-2%	0%	0%	2%	-6%	-8%	-2%	2%	1%	2%	-7%	-2%	-1%	-1%	2%
Very favorable	0%	0%	7%	3%	4%	8%	3%	-3%	4%	3%	1%	6%	0%	-1%	0%	5%	8%	0%	0%	-2%	3%	7%	5%	7%	5%	-1%
Somewhat favorable	-2%	0%	-1%	-2%	1%	-5%	0%	-2%	-2%	-1%	-1%	-4%	-1%	1%	-2%	2%	3%	1%	-1%	0%	-2%	-2%	-2%	-3%	-5%	0%
Somewhat unfavorable	0%	1%	0%	2%	0%	1%	-2%	3%	-2%	1%	1%	0%	0%	1%	0%	-2%	1%	-1%	0%	0%	1%	1%	0%	0%	0%	1%
Very unfavorable	2%	0%	-8%	-2%	-4%	-5%	0%	3%	-2%	-2%	1%	-2%	0%	-1%	1%	-4%	-10%	-1%	2%	1%	1%	-7%	-3%	-1%	0%	1%
No opinion	0%	-1%	2%	-1%	0%	1%	0%	-1%	1%	0%	0%	0%	0%	1%	0%	-1%	1%	1%	0%	1%	-1%	1%	0%	-3%	0%	0%
Never heard of	-1%	0%	0%	-1%	0%	0%	-1%	0%	1%	0%	-1%	0%	0%	-1%	0%	-1%	-3%	0%	-1%	0%	-1%	1%	-1%	-1%	0%	-1%

CYGNAL

Image: Kamala Harris

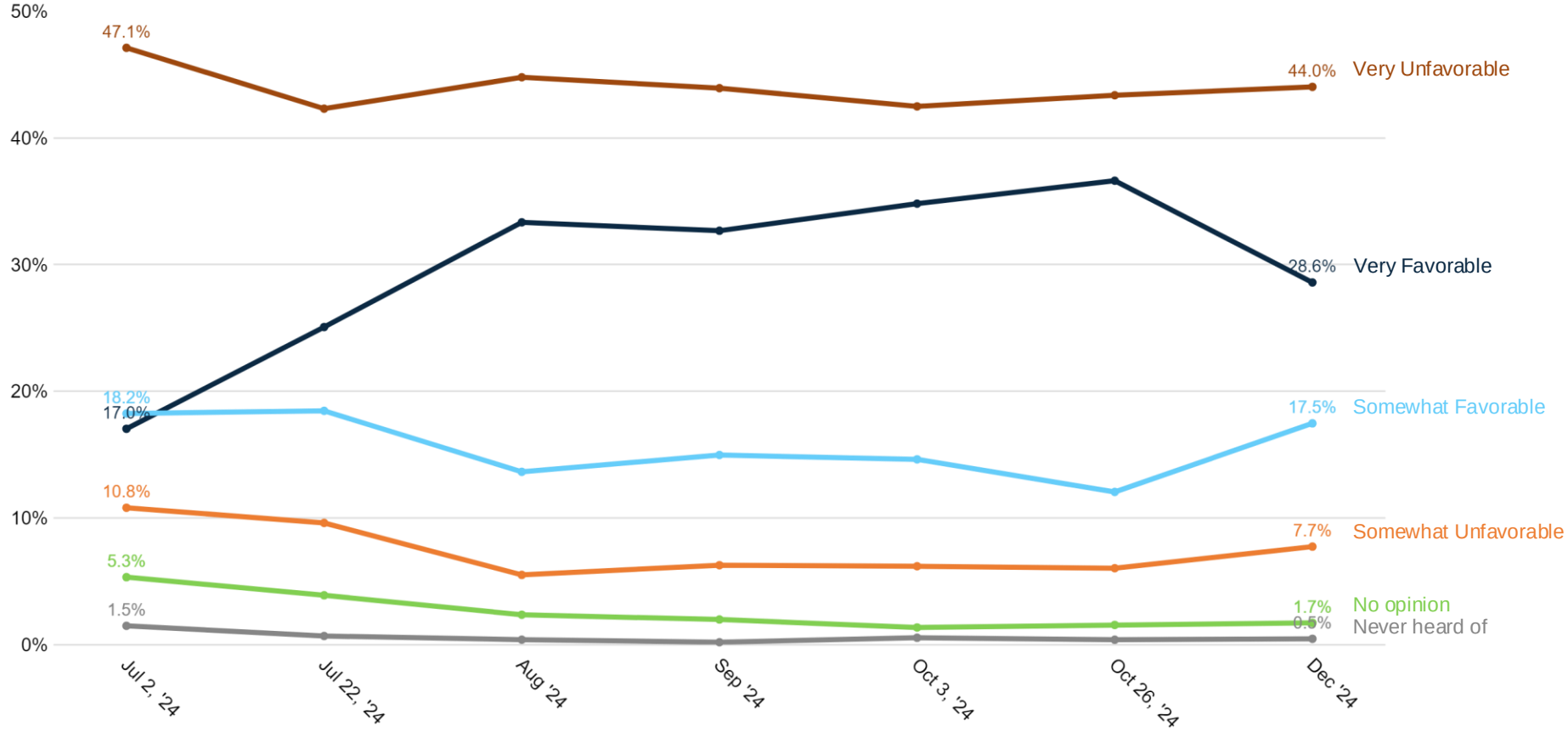


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	55%	50%	42%	36%	44%	35%	47%	59%	62%	48%	33%	7%	41%	91%	42%	75%	55%	50%	53%	48%	57%	45%	35%	44%	6%	86%	5%	89%	55%	56%	43%	37%	46%
Unfavorable Total	44%	49%	55%	61%	55%	61%	51%	39%	36%	51%	64%	90%	54%	8%	57%	23%	40%	49%	45%	51%	41%	51%	62%	52%	91%	13%	92%	10%	43%	41%	52%	61%	53%
Very favorable	32%	37%	20%	23%	22%	21%	31%	40%	35%	31%	20%	3%	16%	63%	25%	52%	34%	27%	29%	31%	39%	28%	18%	16%	2%	56%	2%	58%	30%	28%	24%	24%	30%
Somewhat favorable	23%	12%	22%	13%	21%	14%	17%	19%	26%	17%	13%	5%	25%	28%	16%	23%	21%	23%	24%	17%	18%	17%	17%	27%	4%	30%	3%	31%	25%	28%	19%	13%	16%
Somewhat unfavorable	8%	6%	10%	8%	10%	8%	6%	8%	9%	9%	4%	6%	15%	6%	8%	7%	8%	9%	8%	7%	7%	10%	8%	16%	6%	8%	6%	8%	10%	11%	6%	9%	8%
Very unfavorable	36%	43%	44%	54%	45%	53%	45%	31%	27%	41%	60%	84%	40%	2%	49%	15%	31%	40%	37%	44%	35%	41%	54%	36%	85%	5%	87%	2%	33%	30%	46%	52%	45%
No opinion	1%	2%	3%	1%	1%	3%	1%	1%	2%	1%	2%	2%	4%	1%	1%	3%	5%	1%	1%	1%	1%	3%	2%	4%	2%	1%	2%	1%	0%	1%	5%	2%	1%
Never heard of	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	2%	2%	0%	0%	0%

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

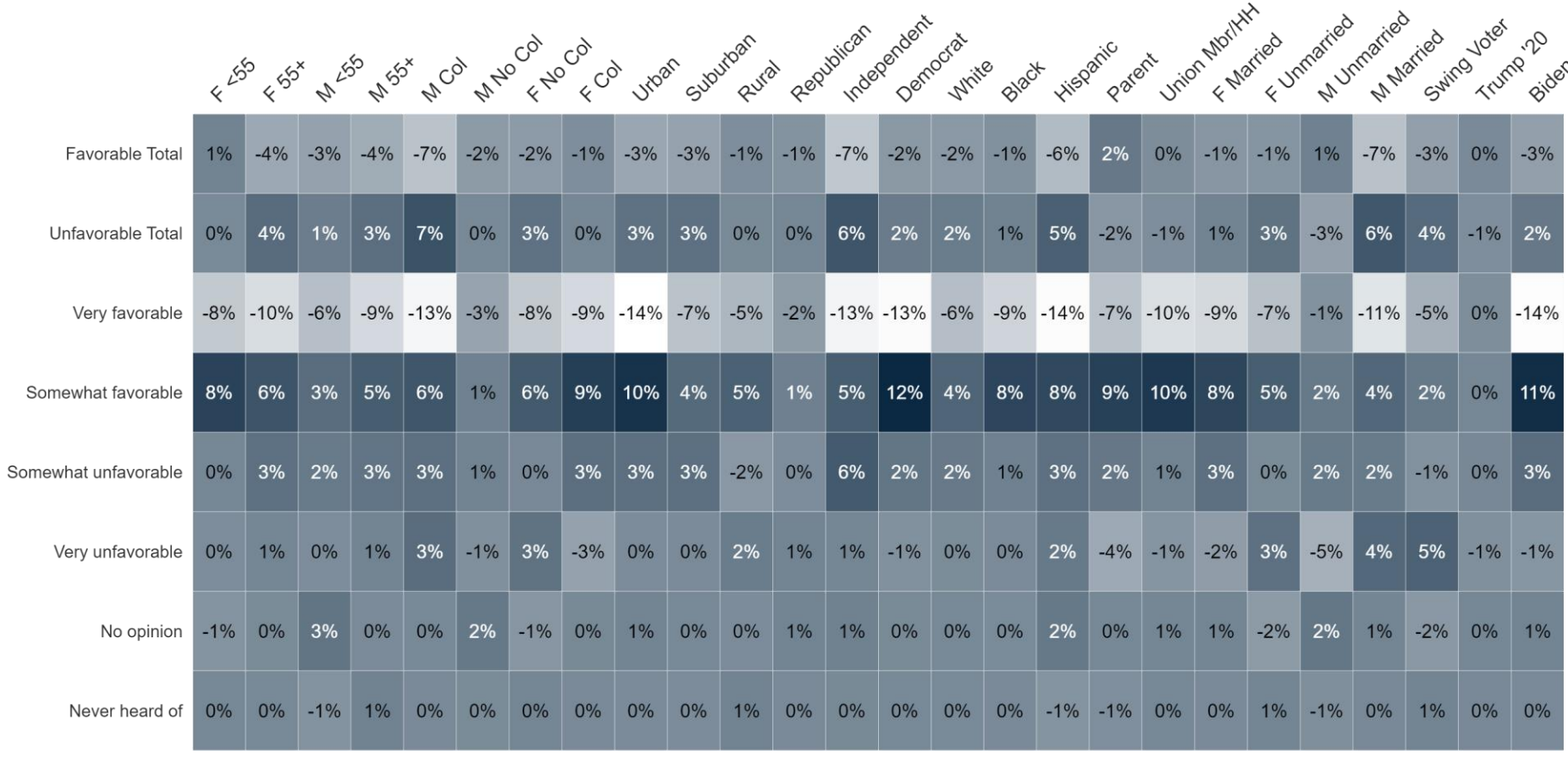
CYGNAL

Trend: Kamala Harris Image



CYGNAL

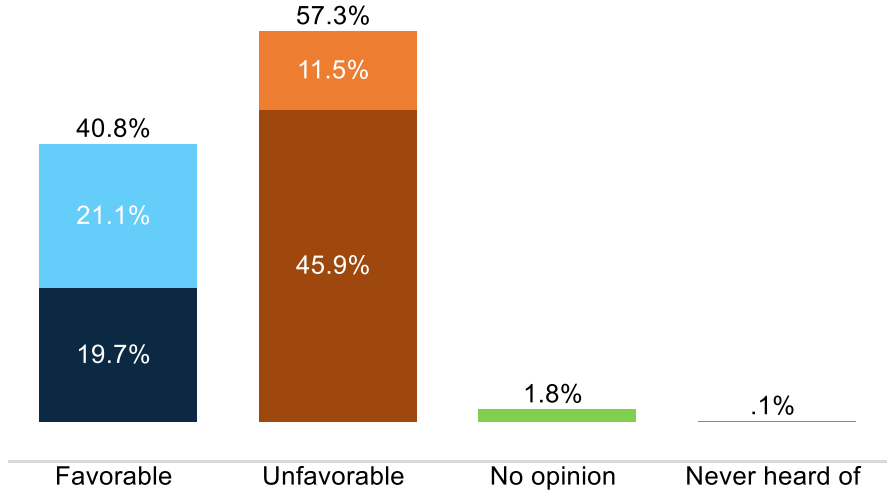
Percent Change: Kamala Harris Image (Oct 26, '24 to Dec '24)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Favorable Total	1%	-4%	-3%	-4%	-7%	-2%	-2%	-1%	-3%	-3%	-1%	-1%	-7%	-2%	-2%	-1%	-6%	2%	0%	-1%	-1%	1%	-7%	-3%	0%	-3%
Unfavorable Total	0%	4%	1%	3%	7%	0%	3%	0%	3%	3%	0%	0%	6%	2%	2%	1%	5%	-2%	-1%	1%	3%	-3%	6%	4%	-1%	2%
Very favorable	-8%	-10%	-6%	-9%	-13%	-3%	-8%	-9%	-14%	-7%	-5%	-2%	-13%	-13%	-6%	-9%	-14%	-7%	-10%	-9%	-7%	-1%	-11%	-5%	0%	-14%
Somewhat favorable	8%	6%	3%	5%	6%	1%	6%	9%	10%	4%	5%	1%	5%	12%	4%	8%	8%	9%	10%	8%	5%	2%	4%	2%	0%	11%
Somewhat unfavorable	0%	3%	2%	3%	3%	1%	0%	3%	3%	3%	-2%	0%	6%	2%	2%	1%	3%	2%	1%	3%	0%	2%	2%	-1%	0%	3%
Very unfavorable	0%	1%	0%	1%	3%	-1%	3%	-3%	0%	0%	2%	1%	1%	-1%	0%	0%	2%	-4%	-1%	-2%	3%	-5%	4%	5%	-1%	-1%
No opinion	-1%	0%	3%	0%	0%	2%	-1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%	1%	-2%	2%	1%	-2%	0%	1%
Never heard of	0%	0%	-1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	-1%	-1%	0%	0%	1%	-1%	0%	1%	0%	0%

CYGNAL

Image: Joe Biden

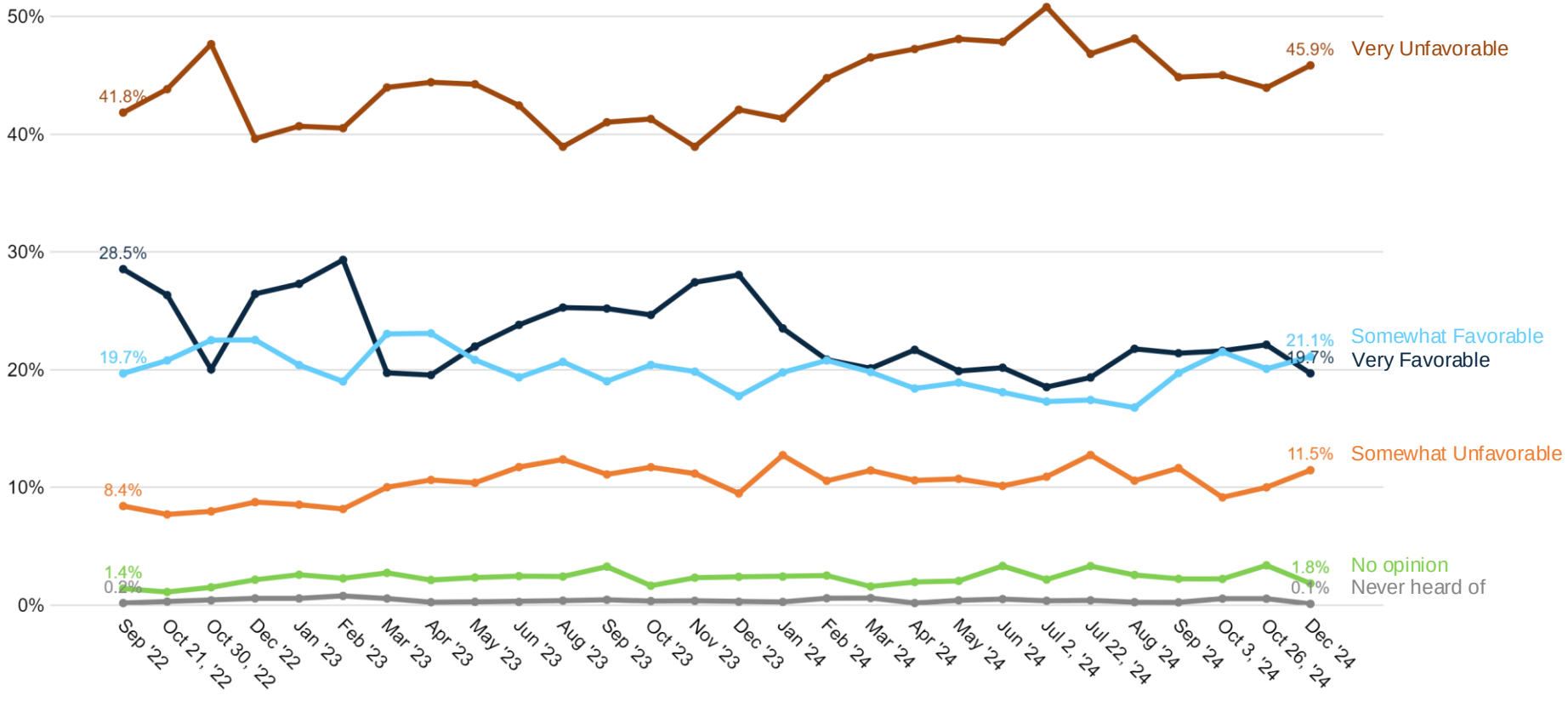


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	48%	33%	36%	39%	31%	43%	52%	52%	42%	30%	5%	33%	84%	37%	67%	47%	41%	48%	43%	49%	39%	32%	36%	5%	79%	5%	79%	51%	47%	35%	28%	43%
Unfavorable Total	53%	50%	65%	63%	60%	67%	55%	46%	46%	56%	67%	93%	65%	14%	61%	30%	53%	58%	51%	56%	48%	59%	67%	61%	94%	19%	94%	19%	48%	49%	63%	70%	56%
Very favorable	21%	28%	13%	15%	17%	12%	24%	25%	26%	20%	16%	2%	13%	42%	15%	46%	26%	18%	25%	23%	26%	18%	13%	11%	2%	38%	2%	38%	25%	26%	14%	12%	21%
Somewhat favorable	24%	20%	20%	20%	22%	19%	18%	27%	27%	23%	14%	3%	20%	42%	22%	22%	21%	23%	23%	20%	24%	21%	19%	25%	2%	41%	3%	41%	26%	21%	21%	16%	22%
Somewhat unfavorable	13%	7%	18%	9%	16%	11%	7%	13%	14%	12%	9%	8%	22%	9%	11%	12%	13%	15%	12%	10%	10%	14%	13%	22%	7%	13%	7%	14%	13%	12%	13%	15%	10%
Very unfavorable	41%	43%	47%	53%	44%	56%	48%	33%	32%	44%	58%	85%	43%	5%	50%	18%	40%	43%	39%	46%	38%	45%	53%	39%	87%	6%	88%	5%	35%	37%	50%	55%	45%
No opinion	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	1%	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%	1%	4%	2%	2%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

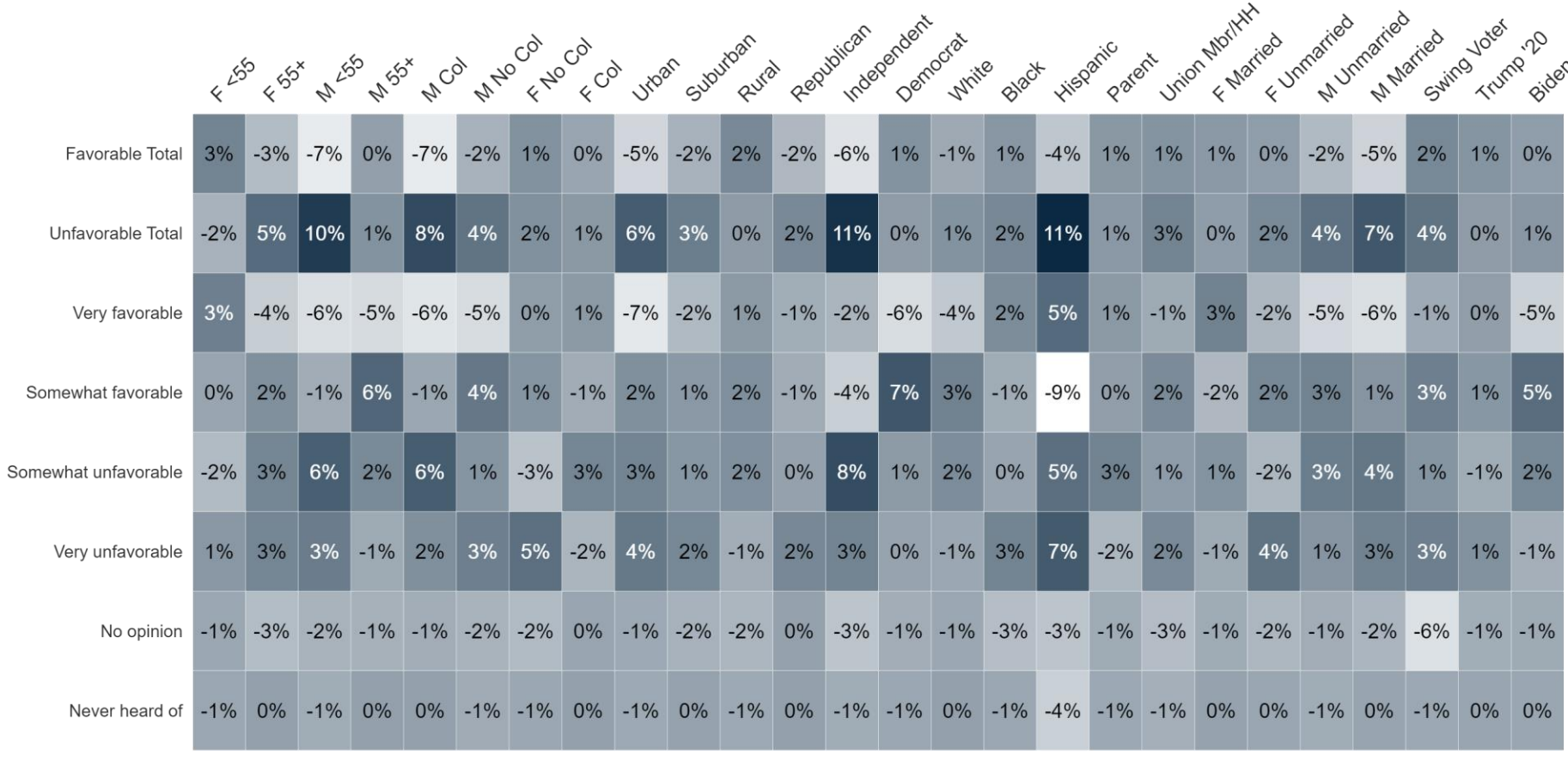
CYGNAL

Trend: Joe Biden Image



CYGNAL

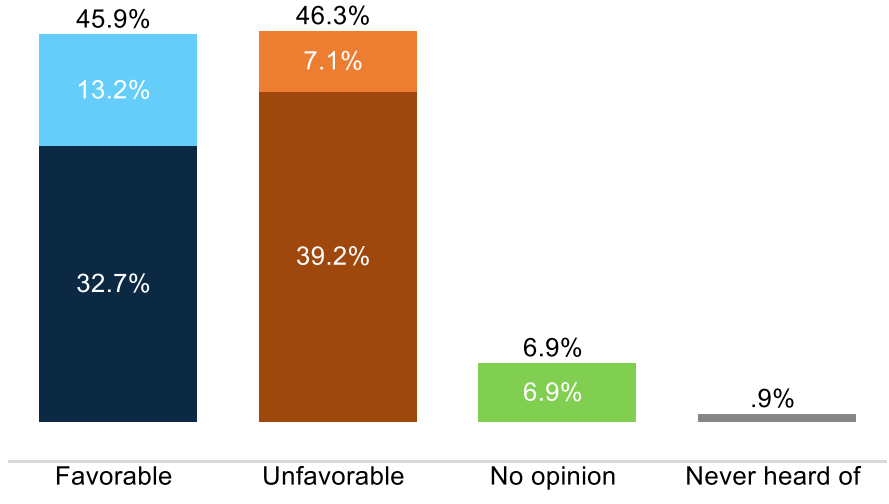
Percent Change: Joe Biden Image (Oct 26, '24 to Dec '24)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Favorable Total	3%	-3%	-7%	0%	-7%	-2%	1%	0%	-5%	-2%	2%	-2%	-6%	1%	-1%	1%	-4%	1%	1%	1%	0%	-2%	-5%	2%	1%	0%
Unfavorable Total	-2%	5%	10%	1%	8%	4%	2%	1%	6%	3%	0%	2%	11%	0%	1%	2%	11%	1%	3%	0%	2%	4%	7%	4%	0%	1%
Very favorable	3%	-4%	-6%	-5%	-6%	-5%	0%	1%	-7%	-2%	1%	-1%	-2%	-6%	-4%	2%	5%	1%	-1%	3%	-2%	-5%	-6%	-1%	0%	-5%
Somewhat favorable	0%	2%	-1%	6%	-1%	4%	1%	-1%	2%	1%	2%	-1%	-4%	7%	3%	-1%	-9%	0%	2%	-2%	2%	3%	1%	3%	1%	5%
Somewhat unfavorable	-2%	3%	6%	2%	6%	1%	-3%	3%	3%	1%	2%	0%	8%	1%	2%	0%	5%	3%	1%	1%	-2%	3%	4%	1%	-1%	2%
Very unfavorable	1%	3%	3%	-1%	2%	3%	5%	-2%	4%	2%	-1%	2%	3%	0%	-1%	3%	7%	-2%	2%	-1%	4%	1%	3%	3%	1%	-1%
No opinion	-1%	-3%	-2%	-1%	-1%	-2%	-2%	0%	-1%	-2%	-2%	0%	-3%	-1%	-1%	-3%	-3%	-1%	-3%	-1%	-2%	-1%	-2%	-6%	-1%	-1%
Never heard of	-1%	0%	-1%	0%	0%	-1%	-1%	0%	-1%	0%	-1%	0%	-1%	-1%	0%	-1%	-4%	-1%	-1%	0%	0%	-1%	0%	-1%	0%	0%

CYGNAL

Image: JD Vance

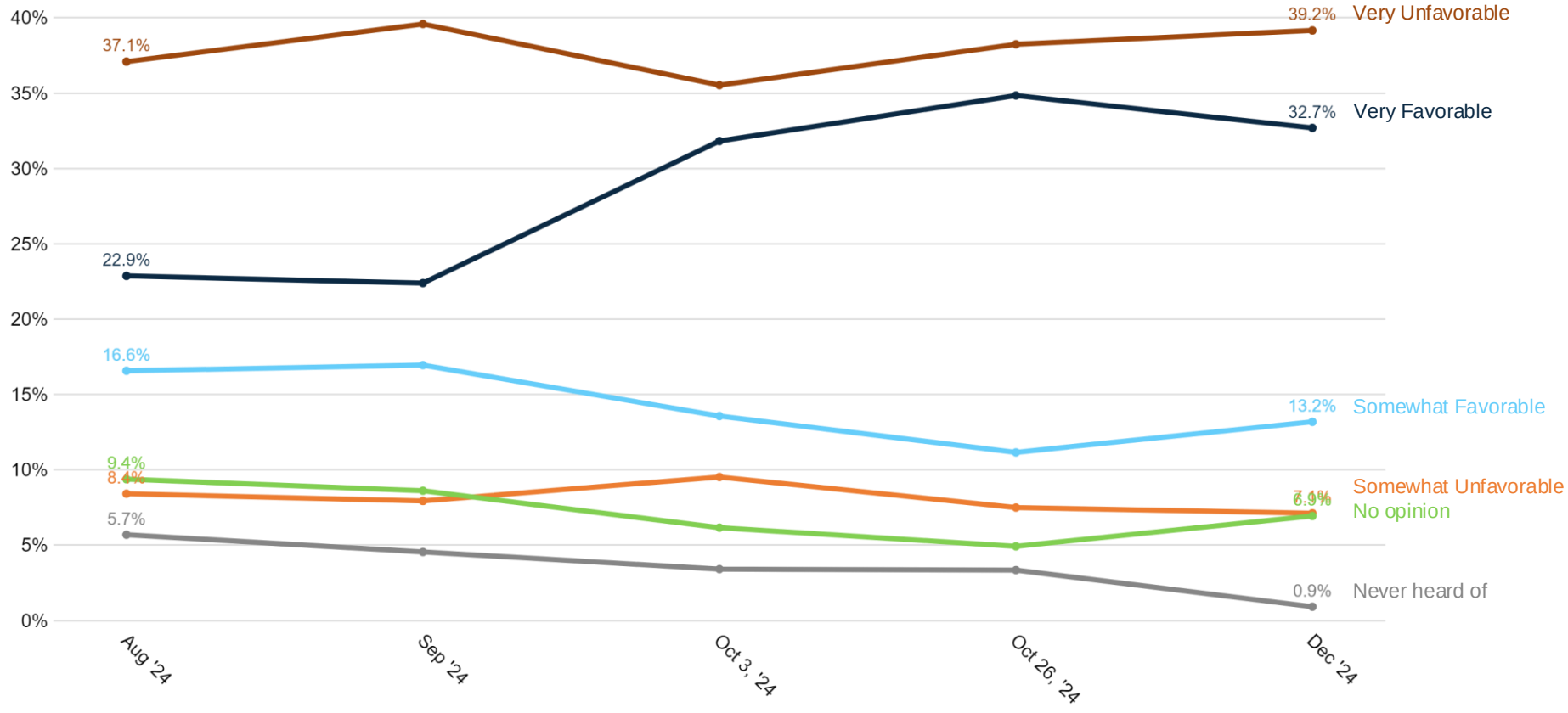


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	42%	52%	54%	49%	56%	46%	32%	37%	43%	56%	85%	38%	7%	49%	26%	38%	49%	43%	46%	32%	49%	55%	39%	87%	8%	87%	7%	46%	38%	49%	52%	46%
Unfavorable Total	48%	53%	38%	44%	48%	35%	41%	63%	52%	50%	36%	8%	52%	85%	46%	56%	48%	41%	47%	46%	56%	43%	40%	46%	7%	87%	7%	87%	34%	38%	41%	39%	50%
Very favorable	27%	31%	33%	41%	35%	39%	34%	22%	26%	31%	40%	64%	23%	4%	36%	15%	26%	30%	28%	33%	25%	35%	39%	19%	64%	4%	65%	3%	30%	24%	35%	36%	34%
Somewhat favorable	11%	11%	19%	13%	14%	17%	12%	10%	11%	12%	16%	21%	15%	3%	13%	10%	12%	19%	15%	14%	8%	14%	16%	20%	22%	4%	22%	4%	15%	14%	14%	16%	13%
Somewhat unfavorable	5%	7%	10%	7%	10%	6%	5%	8%	7%	8%	5%	3%	13%	8%	7%	8%	4%	7%	7%	6%	7%	11%	7%	14%	3%	11%	3%	10%	10%	7%	11%	9%	6%
Very unfavorable	43%	46%	28%	37%	38%	28%	36%	56%	45%	42%	30%	5%	39%	77%	39%	49%	43%	34%	40%	40%	50%	32%	33%	32%	4%	76%	4%	76%	25%	31%	30%	30%	44%
No opinion	12%	5%	9%	2%	2%	8%	12%	4%	8%	6%	7%	6%	7%	7%	4%	18%	11%	9%	8%	7%	10%	7%	4%	13%	5%	5%	5%	7%	16%	19%	9%	9%	3%
Never heard of	2%	0%	2%	0%	1%	1%	1%	1%	2%	0%	1%	1%	2%	0%	1%	0%	3%	1%	2%	1%	1%	1%	0%	2%	1%	0%	1%	0%	4%	5%	1%	0%	0%

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

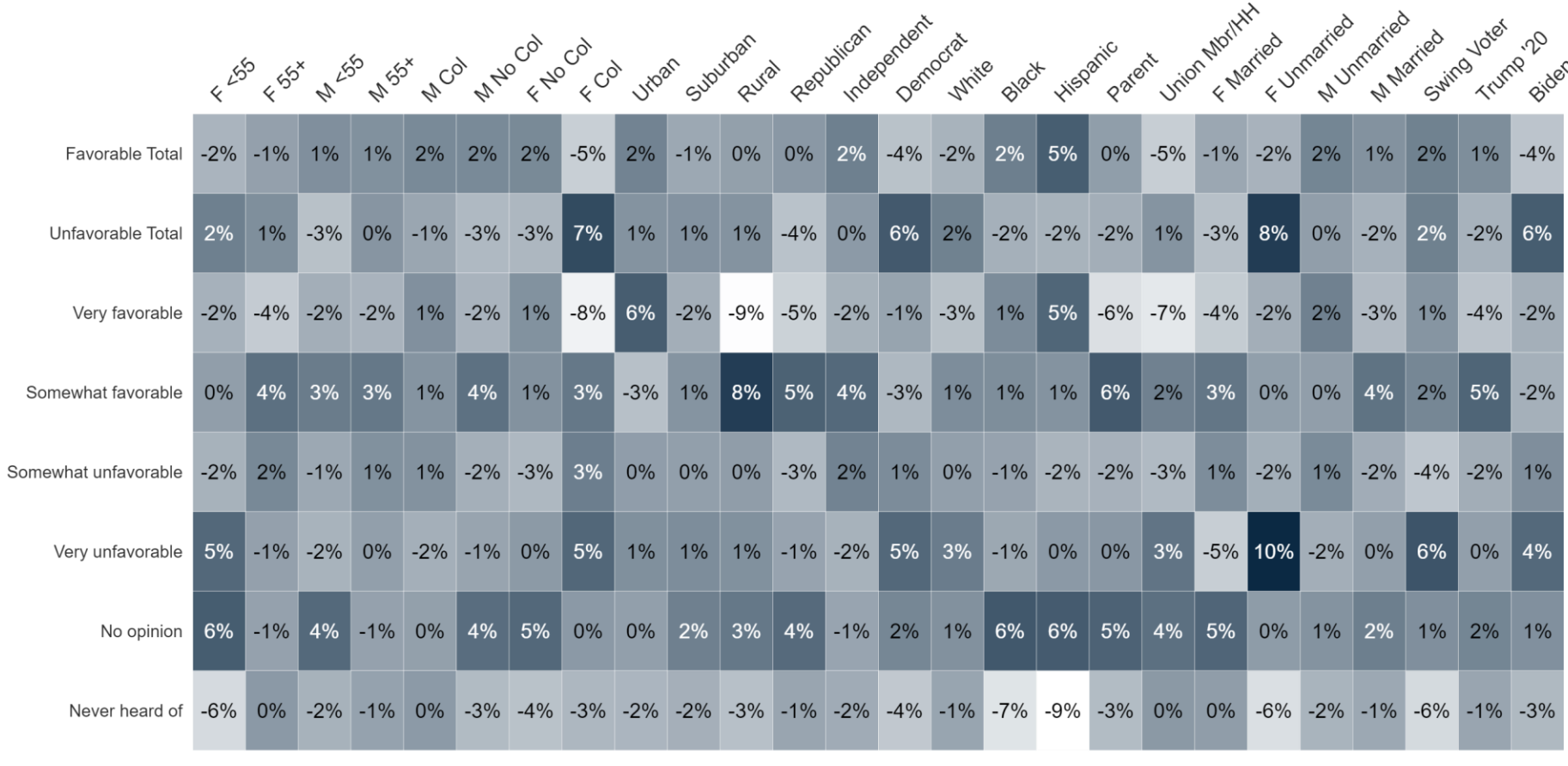
CYGNAL

Trend: JD Vance Image



CYGNAL

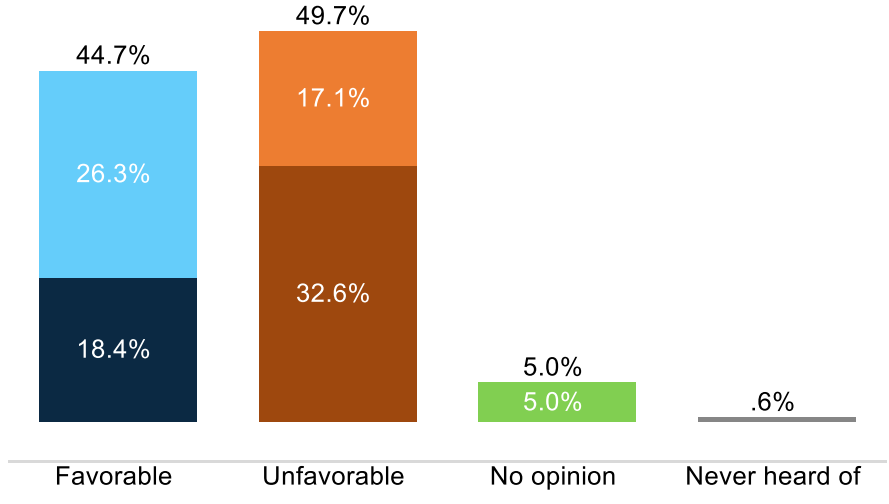
Percent Change: JD Vance Image (Oct 26, '24 to Dec '24)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Favorable Total	-2%	-1%	1%	1%	2%	2%	2%	-5%	2%	-1%	0%	0%	2%	-4%	-2%	2%	5%	0%	-5%	-1%	-2%	2%	1%	2%	1%	-4%
Unfavorable Total	2%	1%	-3%	0%	-1%	-3%	-3%	7%	1%	1%	1%	-4%	0%	6%	2%	-2%	-2%	-2%	1%	-3%	8%	0%	-2%	2%	-2%	6%
Very favorable	-2%	-4%	-2%	-2%	1%	-2%	1%	-8%	6%	-2%	-9%	-5%	-2%	-1%	-3%	1%	5%	-6%	-7%	-4%	-2%	2%	-3%	1%	-4%	-2%
Somewhat favorable	0%	4%	3%	3%	1%	4%	1%	3%	-3%	1%	8%	5%	4%	-3%	1%	1%	1%	6%	2%	3%	0%	0%	4%	2%	5%	-2%
Somewhat unfavorable	-2%	2%	-1%	1%	1%	-2%	-3%	3%	0%	0%	0%	-3%	2%	1%	0%	-1%	-2%	-2%	-3%	1%	-2%	1%	-2%	-4%	-2%	1%
Very unfavorable	5%	-1%	-2%	0%	-2%	-1%	0%	5%	1%	1%	1%	-1%	-2%	5%	3%	-1%	0%	0%	3%	-5%	10%	-2%	0%	6%	0%	4%
No opinion	6%	-1%	4%	-1%	0%	4%	5%	0%	0%	2%	3%	4%	-1%	2%	1%	6%	6%	5%	4%	5%	0%	1%	2%	1%	2%	1%
Never heard of	-6%	0%	-2%	-1%	0%	-3%	-4%	-3%	-2%	-2%	-3%	-1%	-2%	-4%	-1%	-7%	-9%	-3%	0%	0%	-6%	-2%	-1%	-6%	-1%	-3%

CYGNAL

Image: Republicans in the United States Congress

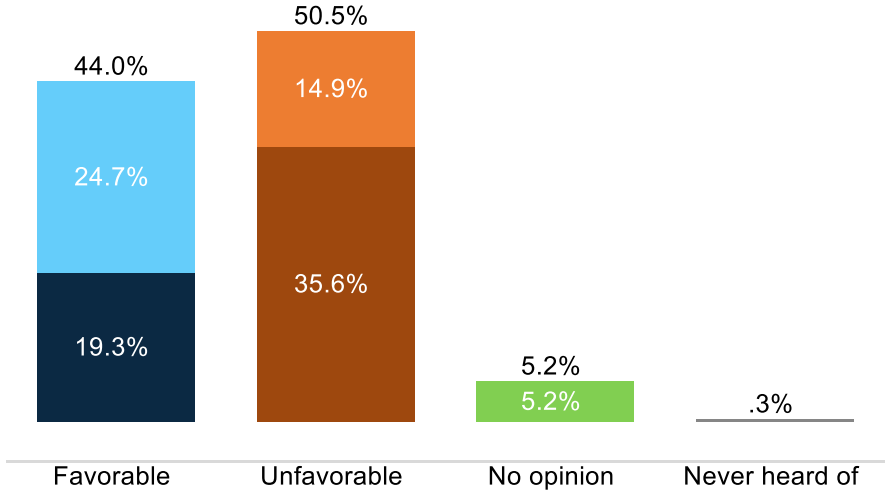


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	41%	46%	52%	44%	54%	47%	33%	34%	42%	56%	86%	32%	6%	48%	27%	37%	44%	42%	46%	36%	45%	52%	38%	85%	7%	86%	6%	50%	42%	51%	56%	43%
Unfavorable Total	51%	55%	47%	45%	52%	40%	45%	64%	55%	55%	38%	11%	58%	89%	49%	63%	54%	50%	51%	49%	57%	47%	46%	50%	11%	89%	11%	89%	36%	41%	43%	39%	54%
Very favorable	17%	18%	22%	18%	13%	26%	23%	9%	17%	15%	24%	38%	11%	1%	19%	14%	18%	17%	21%	16%	18%	22%	19%	8%	36%	1%	37%	1%	31%	25%	30%	20%	15%
Somewhat favorable	24%	23%	24%	34%	32%	27%	24%	24%	18%	27%	31%	48%	21%	5%	28%	13%	19%	27%	20%	29%	17%	23%	33%	30%	50%	5%	49%	4%	19%	17%	21%	36%	28%
Somewhat unfavorable	16%	17%	20%	15%	18%	17%	16%	18%	18%	19%	12%	7%	27%	23%	17%	16%	19%	19%	18%	15%	18%	18%	17%	30%	8%	24%	8%	25%	21%	22%	16%	19%	16%
Very unfavorable	35%	38%	27%	30%	34%	23%	28%	46%	37%	35%	25%	4%	31%	65%	32%	46%	35%	31%	33%	33%	39%	29%	28%	20%	3%	64%	3%	63%	15%	19%	27%	20%	38%
No opinion	7%	5%	6%	3%	3%	5%	7%	3%	10%	3%	5%	2%	10%	5%	3%	10%	7%	5%	5%	5%	7%	7%	3%	10%	3%	4%	3%	5%	12%	15%	5%	5%	3%
Never heard of	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	2%	1%	0%	2%	0%	1%	0%	1%	0%	1%	2%	2%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Republicans in the United States Congress?

CYGNAL

Image: Democrats in the United States Congress

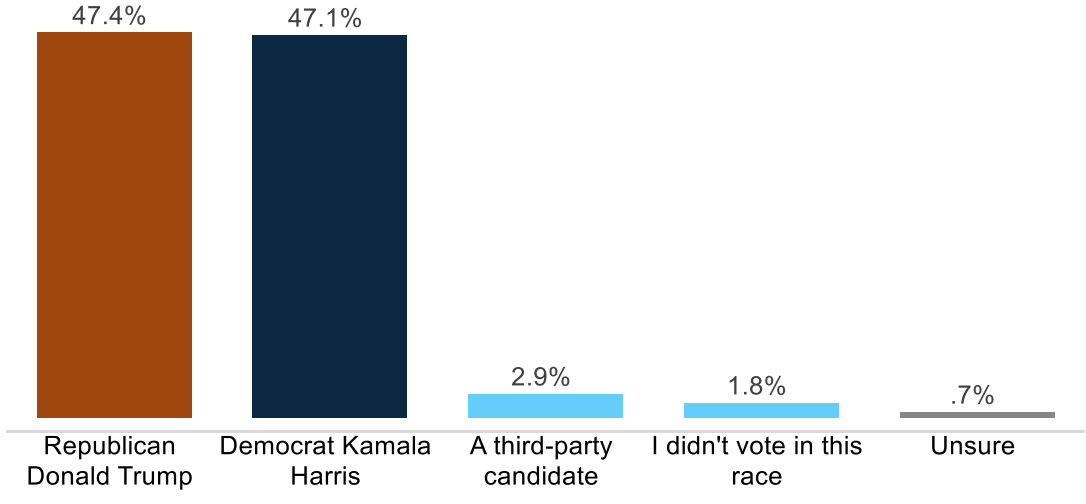


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	49%	50%	38%	36%	43%	33%	45%	57%	58%	46%	31%	8%	36%	87%	40%	70%	50%	47%	50%	46%	53%	43%	34%	41%	7%	82%	7%	83%	51%	46%	41%	34%	46%
Unfavorable Total	43%	44%	56%	61%	55%	61%	48%	38%	36%	49%	62%	87%	55%	9%	55%	24%	40%	48%	46%	48%	39%	50%	63%	47%	88%	14%	88%	13%	41%	42%	48%	57%	52%
Very favorable	20%	27%	12%	16%	14%	15%	23%	24%	23%	22%	13%	3%	8%	44%	15%	47%	24%	19%	23%	20%	27%	20%	12%	8%	3%	37%	2%	38%	31%	26%	18%	14%	19%
Somewhat favorable	29%	24%	26%	20%	29%	17%	22%	33%	35%	25%	18%	6%	28%	43%	25%	23%	27%	28%	27%	26%	27%	23%	23%	33%	5%	45%	4%	45%	20%	19%	24%	20%	26%
Somewhat unfavorable	16%	13%	16%	14%	15%	16%	13%	17%	13%	16%	14%	18%	23%	7%	17%	9%	13%	17%	15%	17%	13%	13%	16%	26%	18%	11%	18%	11%	12%	18%	12%	14%	15%
Very unfavorable	27%	31%	39%	47%	41%	45%	35%	21%	23%	33%	48%	68%	31%	2%	39%	15%	27%	31%	30%	32%	26%	37%	47%	21%	69%	4%	70%	2%	29%	24%	36%	43%	37%
No opinion	7%	5%	6%	3%	2%	6%	7%	5%	6%	4%	7%	4%	10%	4%	4%	6%	10%	6%	3%	5%	7%	6%	3%	12%	4%	4%	5%	4%	8%	12%	11%	9%	2%
Never heard of	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Democrats in the United States Congress?

CYGNAL

2024 Presidential Retro Ballot

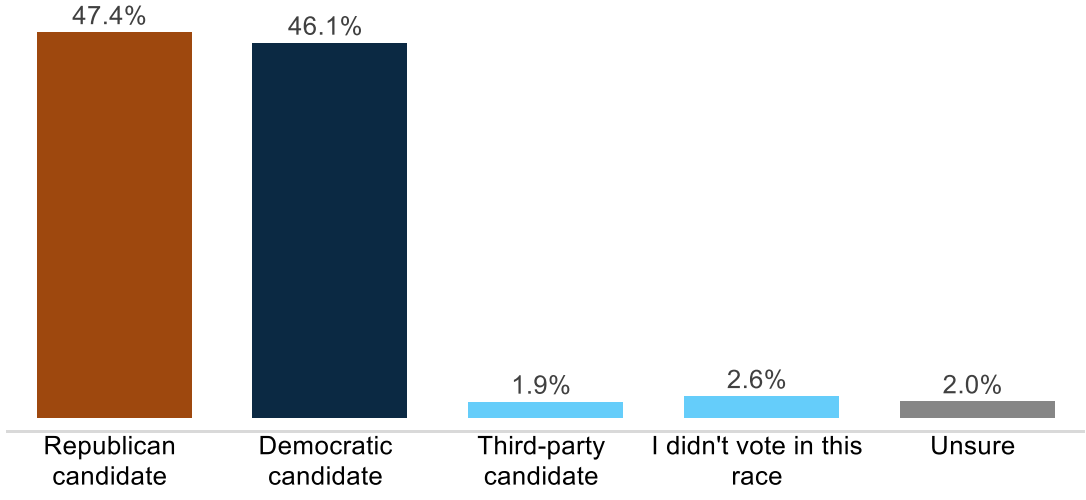


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	39%	44%	53%	55%	47%	60%	48%	33%	35%	44%	62%	93%	39%	2%	52%	18%	45%	48%	42%	48%	35%	49%	57%	40%	96%	2%	45%	37%	53%	59%	47%
Democrat Kamala Harris	54%	53%	38%	41%	46%	34%	47%	63%	59%	50%	34%	3%	48%	95%	45%	71%	52%	45%	49%	49%	58%	44%	37%	47%	2%	93%	44%	46%	41%	35%	50%
A third-party candidate	4%	1%	6%	2%	4%	3%	3%	2%	4%	3%	2%	2%	7%	1%	2%	8%	2%	5%	5%	1%	4%	4%	4%	7%	1%	3%	7%	9%	3%	3%	2%
I didn't vote in this race	2%	1%	3%	1%	2%	2%	2%	2%	3%	2%	1%	1%	5%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	4%	0%	2%	2%	5%	2%	3%	0%
Unsure	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	2%	2%	1%	0%	0%

In the recent election for President, who did you vote for?

CYGNAL

2024 Congressional Generic Retro Ballot

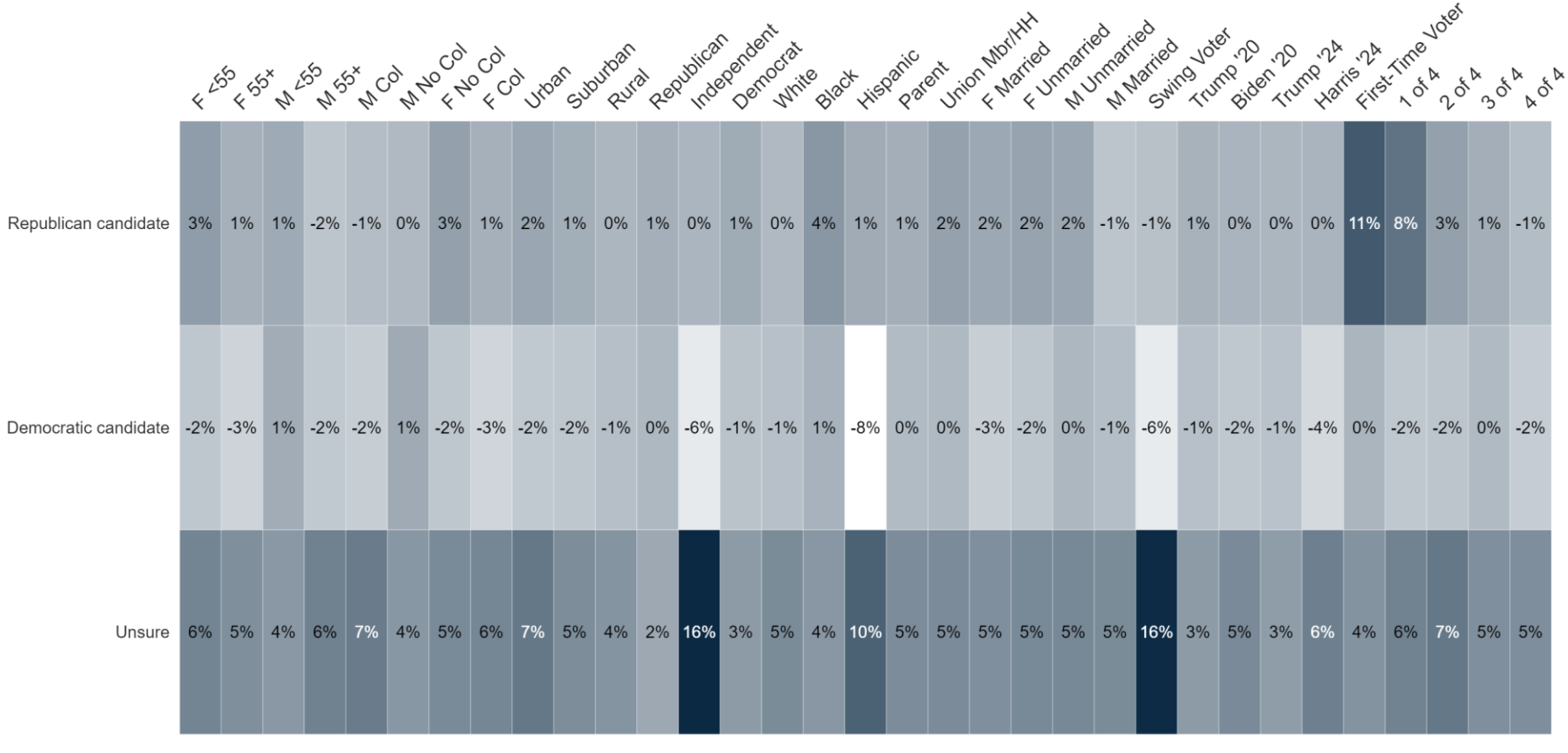


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	40%	42%	52%	57%	49%	60%	47%	33%	32%	45%	61%	94%	38%	2%	51%	21%	42%	49%	41%	47%	35%	46%	60%	41%	94%	4%	95%	3%	43%	37%	50%	56%	48%
Democratic candidate	52%	53%	38%	40%	46%	33%	45%	63%	58%	49%	33%	3%	47%	94%	43%	71%	53%	45%	49%	48%	57%	44%	36%	44%	2%	92%	2%	93%	40%	49%	40%	35%	49%
Third-party candidate	3%	1%	3%	1%	2%	2%	2%	1%	2%	2%	1%	1%	5%	1%	1%	5%	0%	3%	4%	1%	3%	3%	1%	4%	1%	1%	1%	1%	12%	7%	2%	2%	1%
I didn't vote in this race	4%	1%	3%	2%	2%	3%	4%	2%	5%	2%	2%	1%	6%	2%	2%	3%	3%	3%	3%	3%	3%	4%	2%	5%	1%	2%	1%	2%	3%	5%	6%	3%	1%
Unsure	1%	3%	3%	1%	2%	2%	2%	2%	2%	1%	3%	1%	4%	1%	2%	0%	2%	1%	2%	1%	2%	2%	2%	6%	1%	1%	1%	1%	2%	2%	1%	3%	2%

In the recent election for U.S. Congress, who did you vote for?

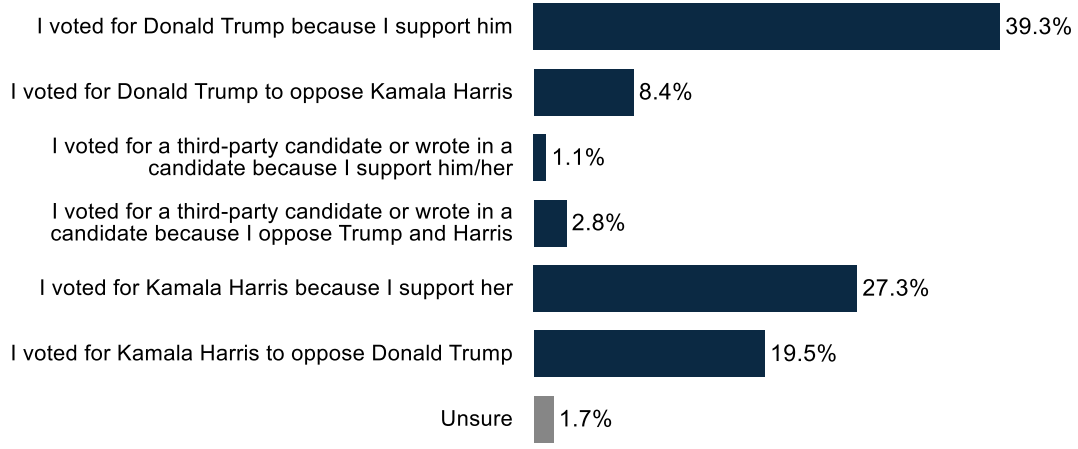
CYGNAL

Percent Change: 2024 Congressional Generic Retro Ballot to Generic Ballot



CYGNAL

For Trump vs Against Harris

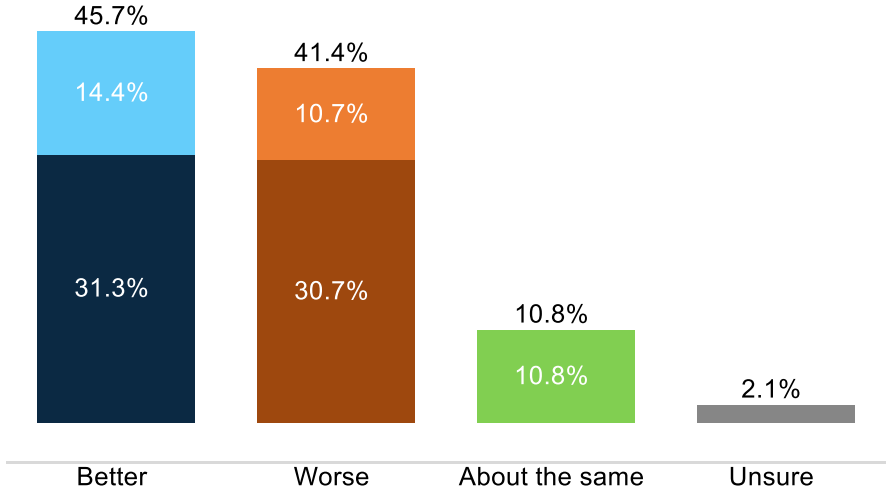


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
I voted for Donald Trump because I support him	33%	37%	42%	47%	39%	50%	43%	24%	30%	35%	53%	79%	27%	2%	43%	19%	33%	37%	35%	38%	32%	40%	47%	26%	81%	2%	81%	0%	30%	29%	47%	50%	38%
I voted for Donald Trump to oppose Kamala Harris	7%	7%	11%	9%	9%	11%	6%	9%	7%	9%	9%	13%	13%	1%	9%	3%	11%	10%	8%	9%	5%	9%	10%	14%	15%	1%	17%	0%	12%	12%	6%	8%	8%
I voted for a third-party candidate or wrote in a candidate because I support him/her	2%	0%	2%	0%	1%	2%	1%	1%	1%	2%	0%	1%	3%	1%	0%	2%	2%	2%	3%	0%	2%	2%	1%	3%	1%	0%	0%	0%	7%	3%	2%	1%	0%
I voted for a third-party candidate or wrote in a candidate because I oppose Trump and Harris	4%	1%	5%	1%	4%	3%	3%	1%	3%	3%	2%	2%	6%	2%	2%	7%	3%	5%	5%	2%	3%	4%	3%	7%	1%	3%	0%	1%	8%	8%	1%	4%	2%
I voted for Kamala Harris because I support her	33%	36%	18%	19%	19%	19%	32%	39%	35%	29%	20%	1%	14%	62%	25%	51%	27%	25%	26%	32%	38%	23%	17%	17%	1%	55%	0%	57%	23%	24%	24%	21%	29%
I voted for Kamala Harris to oppose Donald Trump	19%	17%	19%	23%	27%	15%	14%	24%	22%	22%	14%	2%	33%	32%	20%	17%	21%	20%	21%	17%	18%	20%	21%	28%	1%	38%	0%	40%	18%	18%	19%	13%	21%
Unsure	2%	2%	2%	1%	1%	1%	2%	2%	3%	1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	4%	1%	1%	0%	1%	2%	6%	1%	3%	1%

Which of the following best describes your vote in the presidential election?

CYGNAL

Trump Better or Worse

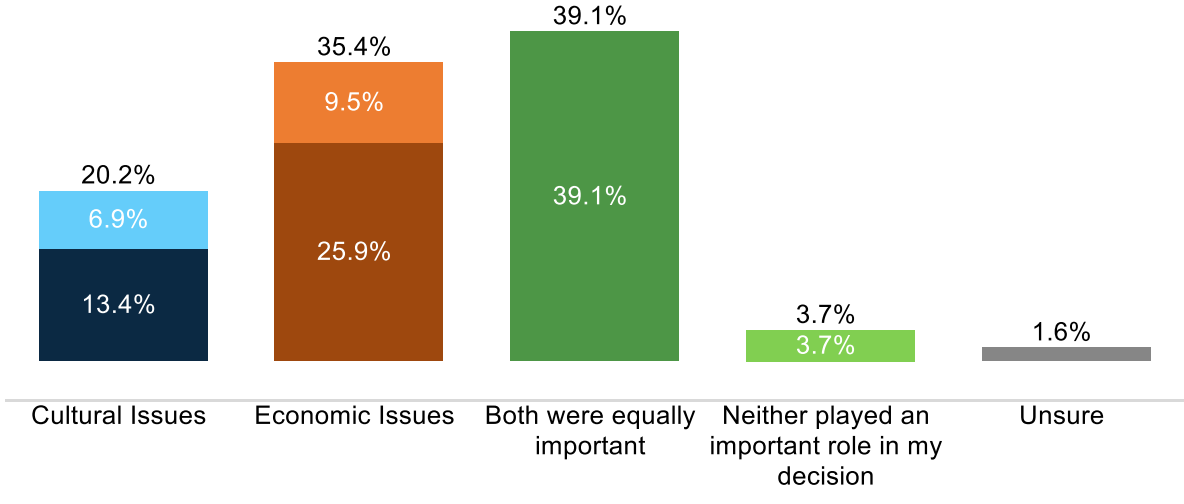


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Better Total	38%	41%	52%	54%	48%	57%	48%	28%	35%	43%	57%	87%	36%	6%	48%	25%	42%	46%	43%	44%	35%	48%	55%	35%	89%	5%	89%	4%	46%	42%	51%	56%	44%
About the same	12%	8%	17%	7%	11%	13%	10%	11%	14%	10%	10%	9%	18%	8%	10%	12%	15%	14%	10%	10%	10%	15%	10%	26%	8%	10%	8%	10%	22%	22%	11%	10%	9%
Worse Total	48%	49%	29%	37%	39%	29%	40%	60%	47%	45%	31%	3%	41%	84%	41%	60%	39%	37%	44%	44%	52%	34%	33%	34%	2%	82%	1%	84%	30%	33%	36%	32%	45%
Definitely better	26%	29%	32%	39%	33%	39%	34%	18%	22%	30%	39%	61%	23%	3%	33%	15%	32%	29%	28%	30%	24%	33%	38%	16%	64%	2%	64%	1%	30%	25%	37%	36%	31%
Probably better	12%	12%	20%	14%	15%	18%	13%	10%	13%	13%	18%	25%	13%	3%	15%	9%	9%	16%	16%	14%	10%	16%	17%	20%	25%	3%	25%	3%	16%	16%	13%	20%	13%
Probably worse	13%	9%	10%	11%	12%	9%	10%	13%	13%	12%	7%	1%	13%	20%	11%	14%	11%	9%	11%	9%	12%	11%	10%	15%	1%	19%	1%	20%	15%	14%	12%	8%	10%
Definitely worse	35%	39%	19%	26%	27%	20%	30%	47%	34%	33%	24%	2%	27%	64%	30%	46%	28%	28%	33%	35%	40%	24%	23%	19%	1%	63%	0%	64%	15%	19%	23%	24%	35%
Unsure	2%	3%	2%	2%	2%	2%	3%	2%	4%	2%	2%	1%	5%	2%	2%	3%	4%	3%	3%	2%	3%	2%	2%	5%	1%	3%	1%	3%	1%	3%	3%	2%	2%

Do you think Donald Trump will be a better, worse, or about the same president than he was 8 years ago?

CYGNAL

Economic vs. Cultural Vote Driver

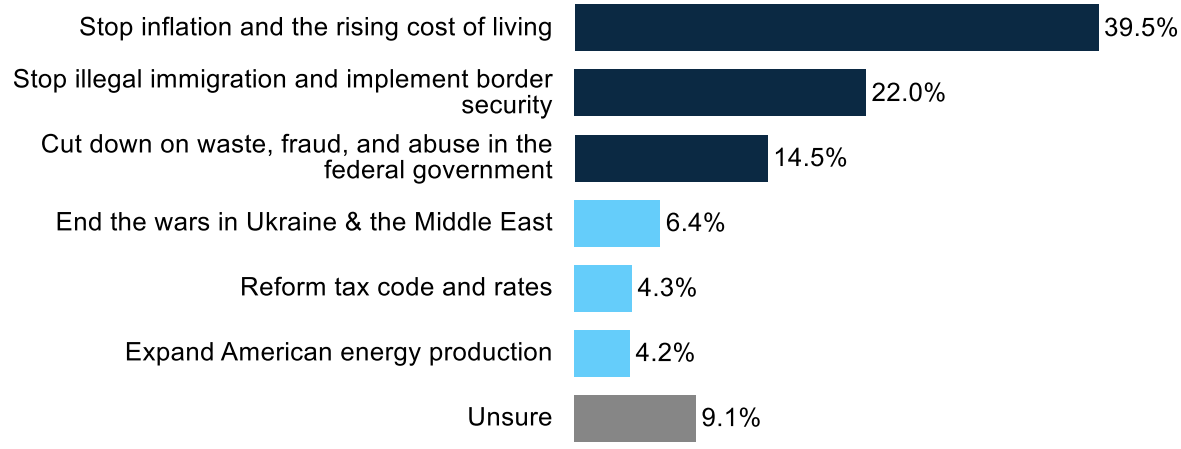


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Cultural Issues	18%	24%	15%	23%	23%	16%	16%	28%	22%	21%	17%	12%	15%	32%	20%	21%	23%	17%	23%	18%	25%	20%	19%	15%	12%	30%	11%	30%	22%	21%	14%	16%	22%
Economic Issues	31%	30%	44%	38%	40%	42%	34%	26%	30%	34%	41%	49%	39%	18%	36%	30%	37%	37%	28%	31%	30%	35%	44%	41%	49%	21%	51%	19%	40%	40%	40%	43%	33%
Cultural and social issues were far more important	11%	18%	7%	17%	13%	11%	10%	20%	13%	14%	13%	8%	9%	21%	14%	12%	13%	9%	12%	13%	17%	9%	13%	5%	8%	20%	8%	20%	7%	9%	6%	10%	16%
Cultural and social issues were somewhat more important	6%	7%	8%	6%	10%	5%	6%	8%	9%	7%	5%	4%	6%	11%	7%	9%	9%	8%	11%	5%	8%	10%	6%	10%	4%	9%	4%	9%	15%	12%	8%	5%	6%
Both were equally important	47%	40%	36%	32%	30%	38%	46%	40%	41%	39%	37%	35%	39%	43%	39%	42%	37%	40%	43%	46%	40%	40%	31%	36%	37%	42%	36%	44%	30%	31%	41%	40%	40%
Economic issues were somewhat more important	13%	7%	9%	9%	8%	9%	12%	7%	8%	9%	11%	12%	9%	8%	10%	11%	6%	11%	8%	9%	11%	8%	9%	13%	11%	8%	11%	7%	19%	16%	11%	12%	7%
Economic issues were far more important	18%	23%	35%	30%	32%	32%	22%	18%	22%	25%	30%	38%	31%	11%	26%	19%	31%	26%	20%	21%	20%	27%	35%	28%	38%	13%	40%	12%	21%	23%	29%	31%	25%
Neither played an important role in my decision	2%	4%	3%	5%	5%	3%	2%	6%	5%	4%	3%	2%	4%	6%	3%	4%	2%	4%	5%	4%	3%	4%	4%	5%	2%	6%	1%	6%	5%	5%	4%	1%	4%
Unsure	2%	2%	1%	2%	1%	2%	3%	0%	2%	1%	2%	2%	3%	1%	1%	3%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	3%	3%	2%	1%	1%

When deciding who to vote for in the 2024 presidential election, which was more important to you: cultural and social issues (e.g. immigration, free speech, abortion, transgender) or economic issues (e.g. jobs, inflation, cost of living, taxes)?

CYGNAL

Trump Top Priority

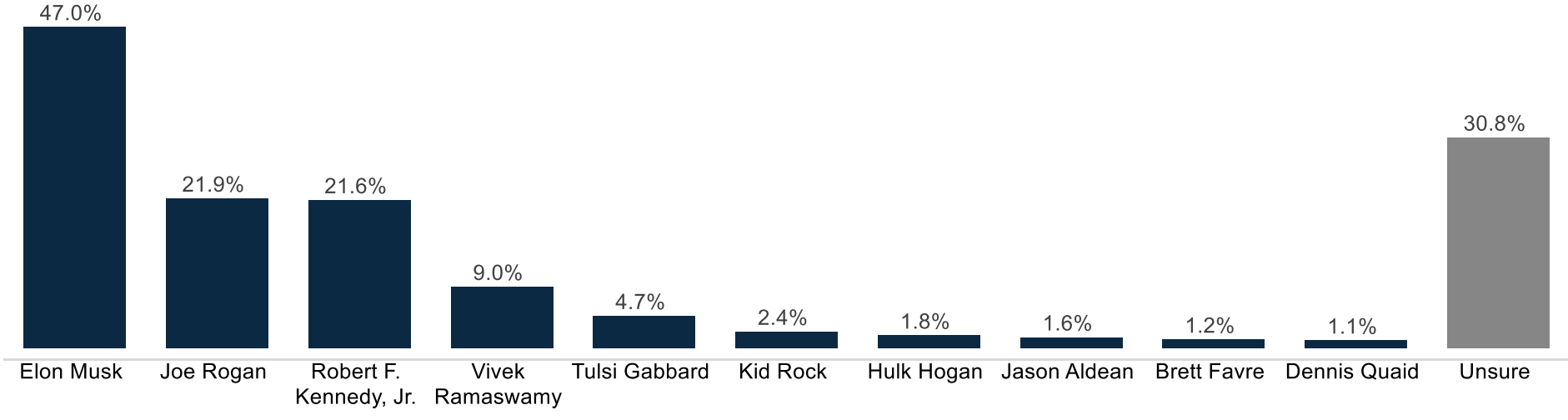


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Stop inflation and the rising cost of living	47%	41%	43%	26%	34%	34%	43%	46%	46%	39%	36%	30%	40%	49%	39%	43%	52%	44%	39%	46%	42%	38%	32%	44%	29%	48%	30%	50%	38%	37%	45%	48%	37%
Stop illegal immigration and implement border security	17%	21%	18%	32%	24%	27%	22%	16%	19%	22%	23%	39%	18%	6%	23%	14%	16%	18%	22%	22%	16%	22%	27%	18%	40%	6%	40%	5%	21%	20%	20%	24%	23%
Cut down on waste, fraud, and abuse in the federal government	14%	14%	14%	16%	16%	15%	14%	13%	9%	15%	18%	18%	16%	10%	15%	9%	13%	15%	11%	13%	13%	12%	17%	14%	19%	10%	19%	10%	9%	11%	14%	11%	16%
End the wars in Ukraine & the Middle East	6%	4%	9%	7%	8%	8%	5%	5%	5%	7%	6%	4%	9%	8%	6%	9%	3%	8%	5%	3%	7%	9%	7%	8%	4%	9%	4%	8%	6%	7%	4%	7%	7%
Reform tax code and rates	4%	4%	4%	5%	6%	4%	3%	5%	5%	4%	4%	2%	5%	6%	4%	5%	4%	4%	7%	2%	6%	4%	5%	4%	2%	7%	2%	6%	7%	6%	3%	1%	5%
Expand American energy production	3%	4%	7%	3%	4%	5%	4%	3%	6%	4%	3%	4%	3%	4%	4%	8%	3%	6%	7%	3%	4%	7%	4%	4%	5%	4%	4%	4%	11%	10%	3%	4%	3%
Unsure	9%	11%	5%	11%	8%	8%	8%	12%	10%	9%	9%	3%	8%	17%	9%	13%	9%	6%	10%	9%	11%	8%	8%	8%	2%	16%	2%	17%	8%	9%	10%	6%	9%

Which one of the following issues do you believe should be the top priority for Donald Trump to address in 2025?

CYGNAL

Trump Surrogate Effectiveness

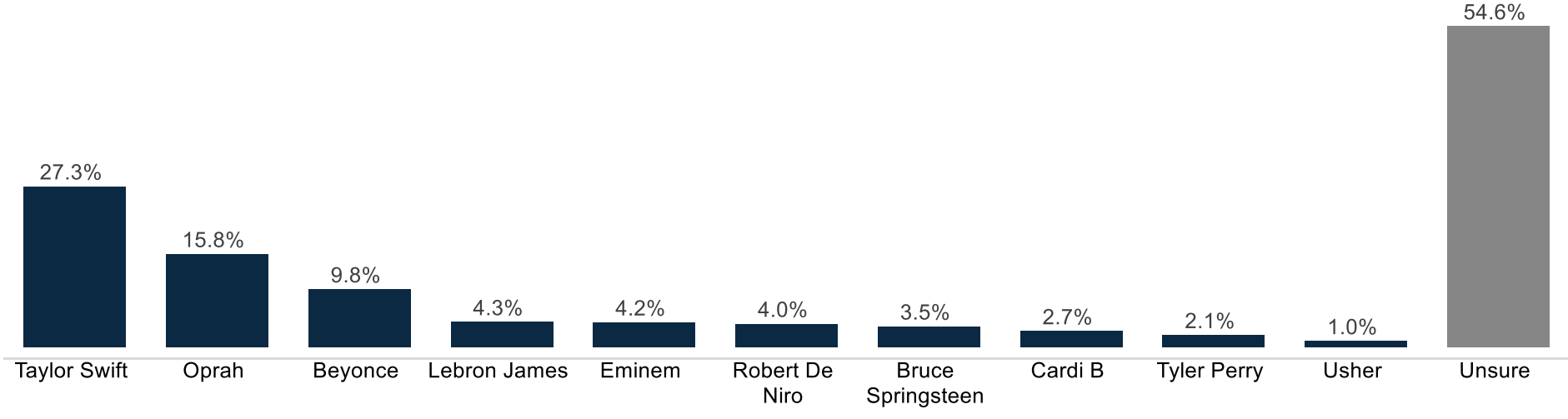


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Elon Musk	39%	50%	54%	45%	50%	49%	47%	43%	43%	49%	46%	51%	41%	46%	48%	37%	50%	48%	41%	44%	46%	47%	51%	42%	52%	45%	51%	45%	44%	35%	51%	54%	47%
Joe Rogan	18%	17%	32%	22%	30%	25%	18%	17%	21%	23%	20%	22%	23%	22%	22%	20%	25%	27%	22%	18%	17%	27%	27%	21%	23%	21%	23%	21%	16%	17%	17%	24%	24%
Robert F. Kennedy, Jr.	25%	22%	18%	20%	16%	22%	26%	22%	20%	22%	22%	28%	22%	15%	22%	18%	16%	19%	22%	24%	24%	21%	18%	21%	28%	15%	28%	15%	24%	19%	22%	29%	21%
Vivek Ramaswamy	7%	9%	11%	10%	9%	12%	8%	7%	7%	9%	10%	15%	7%	4%	10%	6%	6%	9%	6%	9%	6%	11%	10%	8%	14%	4%	15%	4%	9%	9%	8%	7%	10%
Tulsi Gabbard	4%	4%	5%	6%	6%	5%	4%	5%	4%	5%	5%	7%	5%	2%	5%	3%	5%	4%	5%	5%	3%	4%	6%	5%	8%	1%	8%	1%	5%	5%	3%	4%	5%
Kid Rock	4%	1%	4%	1%	2%	3%	3%	1%	3%	2%	2%	2%	2%	3%	2%	7%	1%	4%	4%	2%	3%	3%	2%	3%	2%	3%	2%	3%	8%	7%	4%	2%	1%
Hulk Hogan	2%	1%	5%	0%	1%	3%	2%	1%	3%	1%	2%	2%	1%	2%	1%	6%	2%	3%	2%	2%	1%	4%	2%	2%	2%	2%	2%	2%	4%	4%	4%	1%	1%
Jason Aldean	4%	1%	2%	0%	1%	1%	3%	1%	2%	2%	1%	1%	1%	2%	2%	3%	1%	3%	4%	3%	2%	2%	0%	2%	1%	2%	1%	2%	6%	5%	4%	0%	0%
Brett Favre	2%	0%	3%	1%	2%	1%	2%	0%	1%	2%	1%	1%	0%	2%	1%	1%	1%	2%	3%	1%	2%	2%	2%	2%	1%	2%	1%	1%	4%	4%	2%	3%	1%
Dennis Quaid	2%	0%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	3%	3%	2%	1%	2%	0%	2%	2%	1%	2%	1%	1%	7%	3%	2%	1%	1%
Unsure	35%	34%	19%	33%	27%	26%	30%	40%	34%	29%	31%	19%	38%	39%	31%	33%	30%	25%	31%	35%	35%	25%	27%	33%	19%	41%	19%	42%	21%	31%	29%	25%	32%

Which of the following surrogates was the most effective in generating support for Trump during the 2024 presidential election? Select two options.

CYGNAL

Harris Surrogate Effectiveness

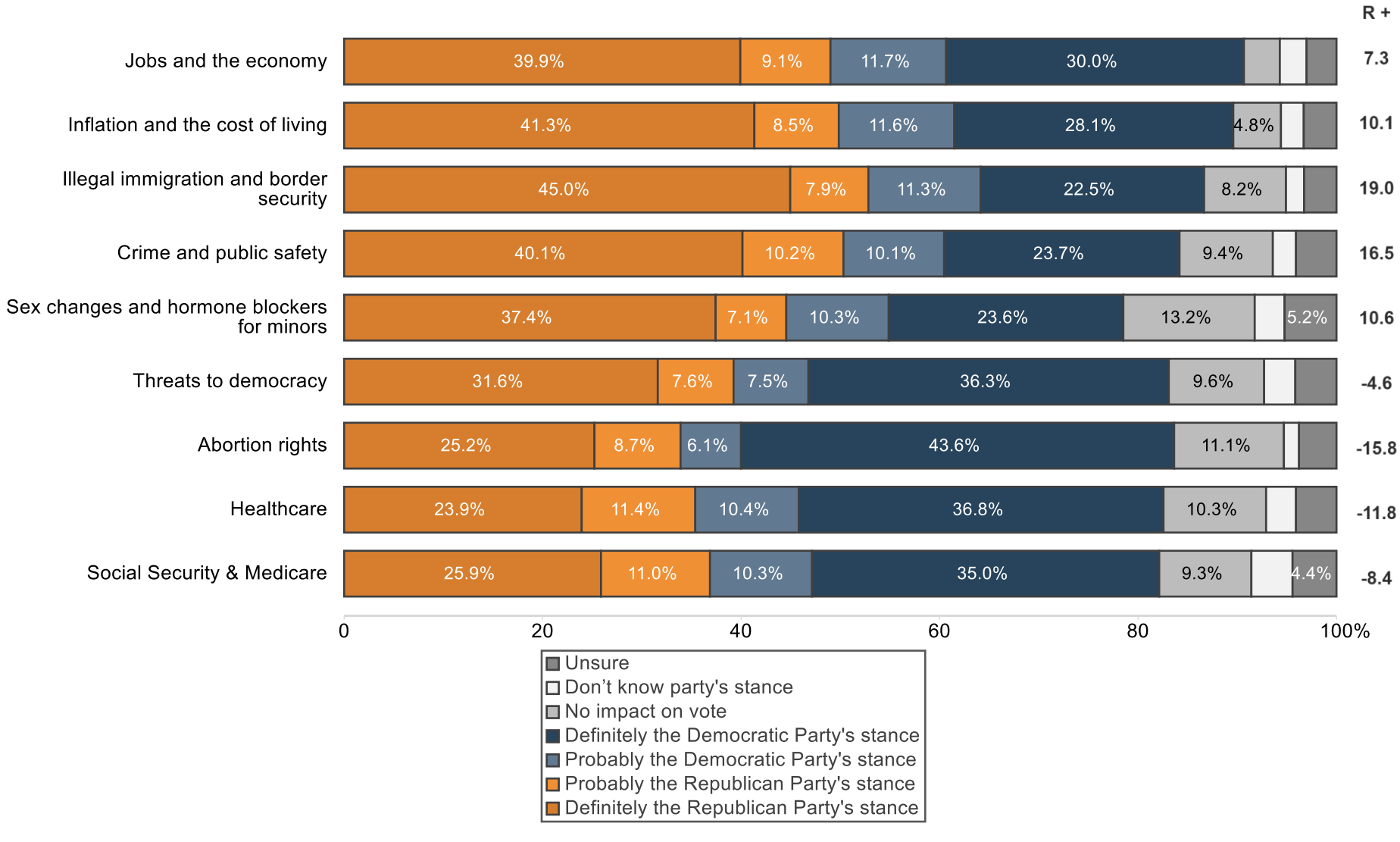


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Taylor Swift	27%	32%	29%	21%	26%	24%	26%	36%	28%	29%	24%	15%	25%	42%	29%	20%	31%	27%	28%	27%	33%	29%	22%	25%	16%	41%	15%	40%	26%	19%	29%	28%	28%
Oprah	13%	25%	9%	15%	11%	13%	19%	19%	18%	17%	12%	11%	11%	24%	16%	24%	11%	12%	16%	17%	21%	12%	13%	14%	12%	22%	11%	22%	13%	11%	19%	13%	17%
Beyonce	16%	7%	13%	3%	8%	7%	12%	12%	10%	10%	9%	6%	8%	15%	8%	17%	8%	12%	9%	11%	14%	12%	5%	8%	7%	14%	6%	14%	20%	16%	12%	15%	8%
Lebron James	4%	2%	11%	1%	3%	9%	4%	2%	8%	4%	3%	2%	5%	6%	3%	6%	13%	7%	4%	2%	3%	9%	4%	7%	3%	5%	3%	5%	16%	11%	10%	4%	2%
Eminem	9%	1%	6%	1%	3%	4%	6%	4%	3%	4%	4%	2%	5%	6%	4%	8%	4%	8%	5%	2%	8%	4%	3%	6%	3%	5%	2%	6%	7%	9%	10%	4%	2%
Robert De Niro	2%	5%	3%	6%	3%	6%	4%	2%	4%	5%	3%	3%	3%	6%	3%	7%	5%	4%	6%	2%	5%	5%	4%	4%	2%	5%	3%	5%	5%	7%	4%	4%	4%
Bruce Springsteen	2%	5%	3%	4%	5%	2%	3%	4%	4%	4%	3%	1%	3%	6%	4%	2%	4%	2%	5%	3%	3%	3%	4%	3%	1%	6%	2%	6%	3%	4%	2%	3%	4%
Cardi B	4%	0%	6%	1%	1%	6%	3%	1%	6%	2%	2%	2%	3%	3%	1%	11%	8%	4%	6%	0%	4%	6%	2%	3%	2%	2%	2%	3%	14%	9%	3%	2%	1%
Tyler Perry	4%	1%	2%	1%	2%	1%	4%	1%	4%	2%	1%	2%	1%	3%	1%	8%	3%	5%	4%	2%	3%	1%	2%	2%	2%	3%	2%	3%	11%	7%	3%	3%	1%
Usher	3%	0%	1%	0%	1%	1%	2%	0%	2%	1%	1%	1%	1%	2%	0%	4%	2%	2%	3%	1%	2%	0%	1%	2%	1%	2%	0%	1%	7%	4%	2%	1%	0%
Unsure	50%	53%	50%	66%	62%	55%	51%	51%	47%	53%	62%	71%	63%	32%	58%	35%	47%	49%	49%	59%	43%	51%	63%	56%	70%	38%	72%	37%	28%	42%	44%	55%	59%

Which of the following surrogates was the most effective in generating support for Harris during the 2024 presidential election? Select two options.

CYGNAL

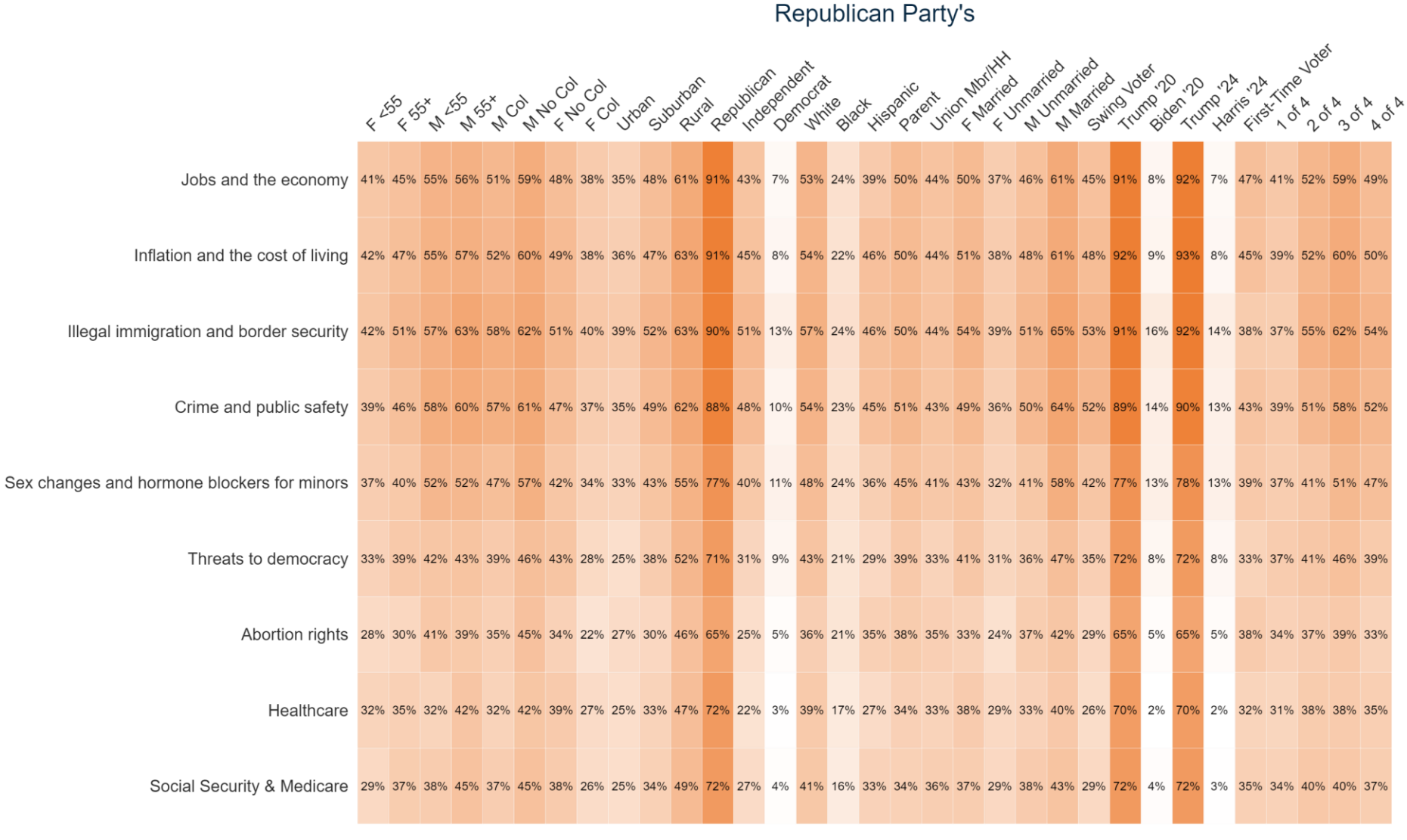
Issues - Party's Stance



The following is a list of issues that may have been mentioned in the news recently. For each one, please indicate which party's stance made you more likely to vote for their candidate. If you don't know the party's stance on the issue, choose so.

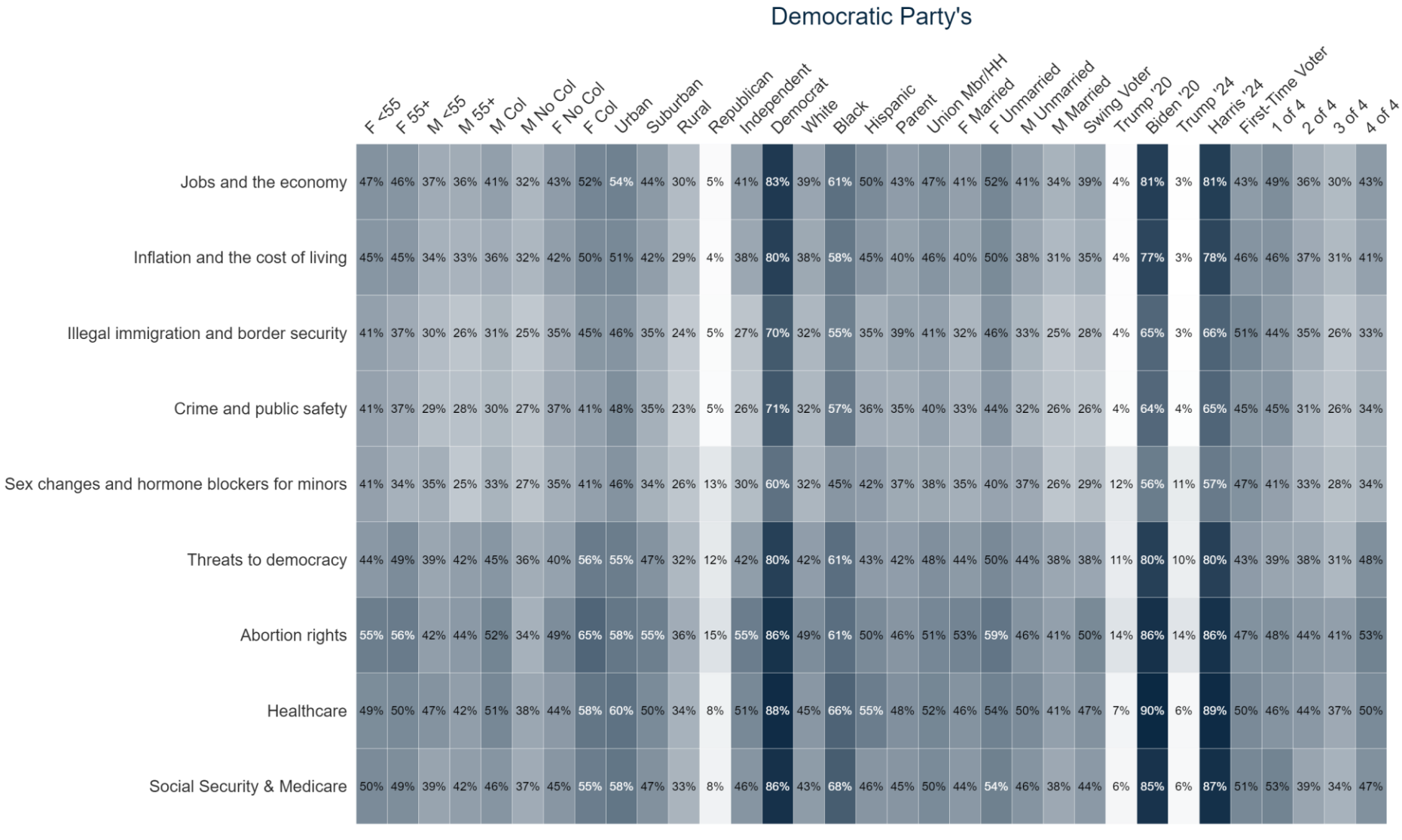
CYGNAL

Issues - Party's Stance Heatmap - Republican Party's



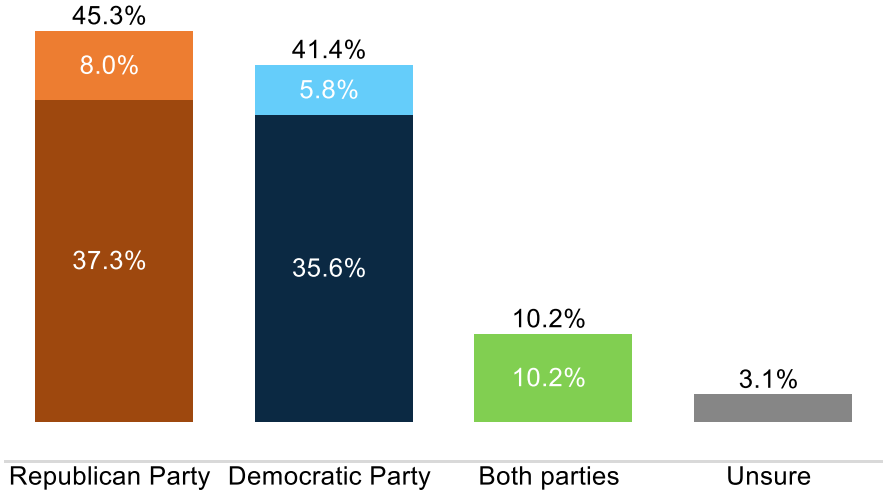
CYGNAL

Issues - Party's Stance Heatmap - Democratic Party's



CYGNAL

Party – Extreme

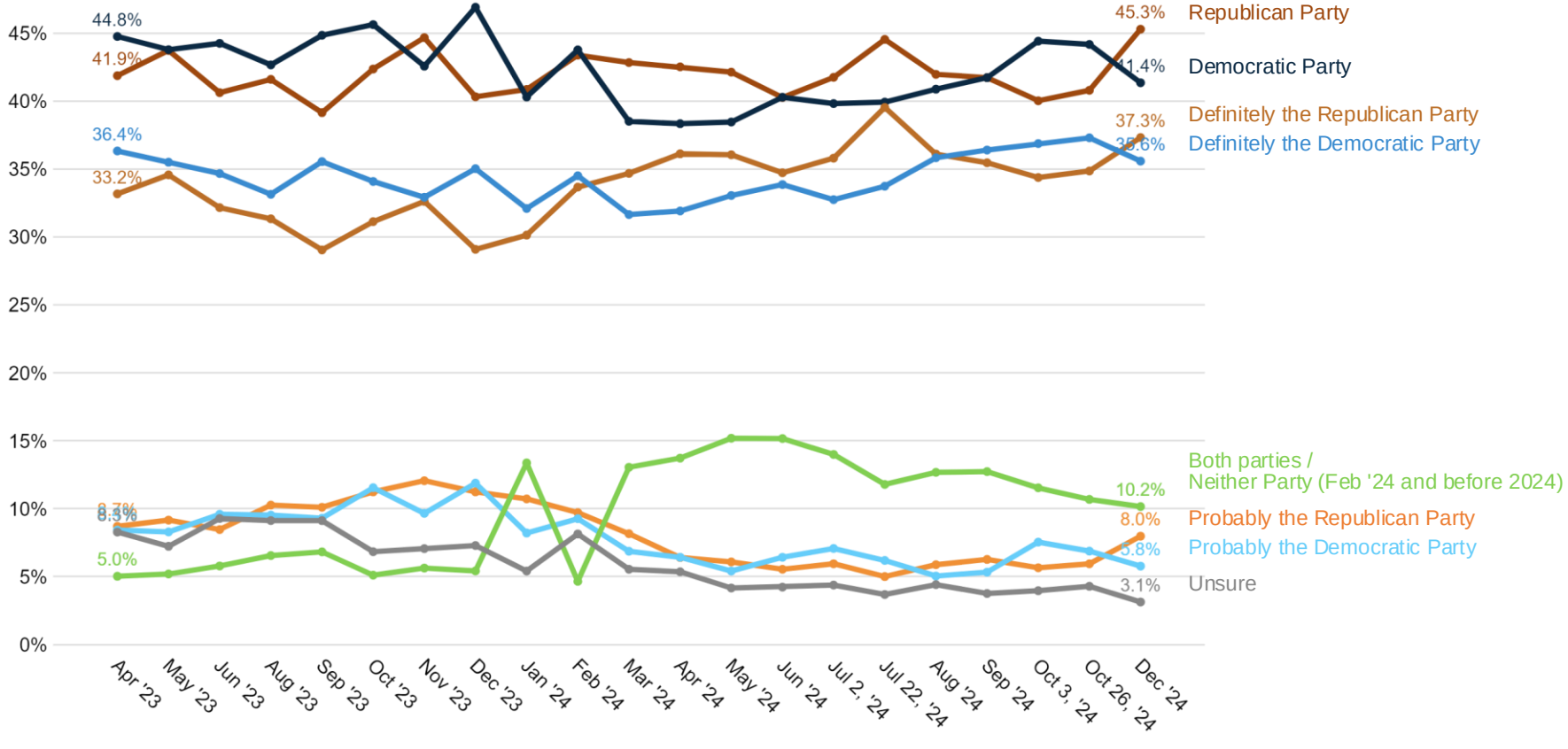


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	45%	52%	43%	40%	44%	39%	41%	59%	49%	49%	37%	15%	47%	78%	45%	52%	54%	45%	53%	45%	52%	44%	40%	42%	14%	79%	14%	78%	51%	42%	47%	35%	47%
Democratic Party	37%	37%	42%	50%	45%	47%	44%	27%	36%	39%	49%	69%	33%	16%	42%	40%	31%	40%	35%	38%	37%	41%	49%	34%	72%	13%	71%	13%	38%	45%	32%	49%	42%
Definitely the Republican Party	38%	44%	32%	35%	38%	29%	35%	50%	41%	40%	31%	10%	36%	68%	37%	42%	40%	34%	42%	37%	45%	33%	33%	28%	8%	69%	8%	68%	31%	28%	37%	32%	40%
Probably the Republican Party	8%	8%	12%	5%	6%	11%	6%	10%	9%	9%	6%	5%	11%	10%	7%	10%	14%	10%	11%	8%	7%	11%	7%	14%	6%	9%	6%	10%	20%	15%	10%	3%	7%
Probably the Democratic Party	8%	4%	6%	5%	5%	6%	7%	5%	5%	5%	7%	8%	5%	4%	5%	8%	4%	7%	7%	5%	7%	7%	4%	10%	7%	2%	7%	3%	9%	14%	7%	6%	4%
Definitely the Democratic Party	29%	33%	36%	46%	40%	42%	37%	23%	31%	34%	42%	61%	28%	12%	37%	31%	27%	33%	29%	32%	29%	34%	45%	24%	64%	10%	64%	9%	29%	31%	25%	43%	38%
Both parties	13%	8%	13%	6%	10%	10%	11%	10%	12%	10%	9%	11%	17%	5%	10%	7%	11%	12%	10%	13%	8%	12%	9%	19%	10%	8%	10%	8%	7%	9%	14%	10%	9%
Unsure	4%	4%	1%	3%	1%	3%	5%	3%	2%	2%	5%	5%	3%	1%	3%	1%	4%	3%	2%	4%	4%	3%	2%	5%	5%	1%	5%	1%	5%	4%	7%	5%	2%

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

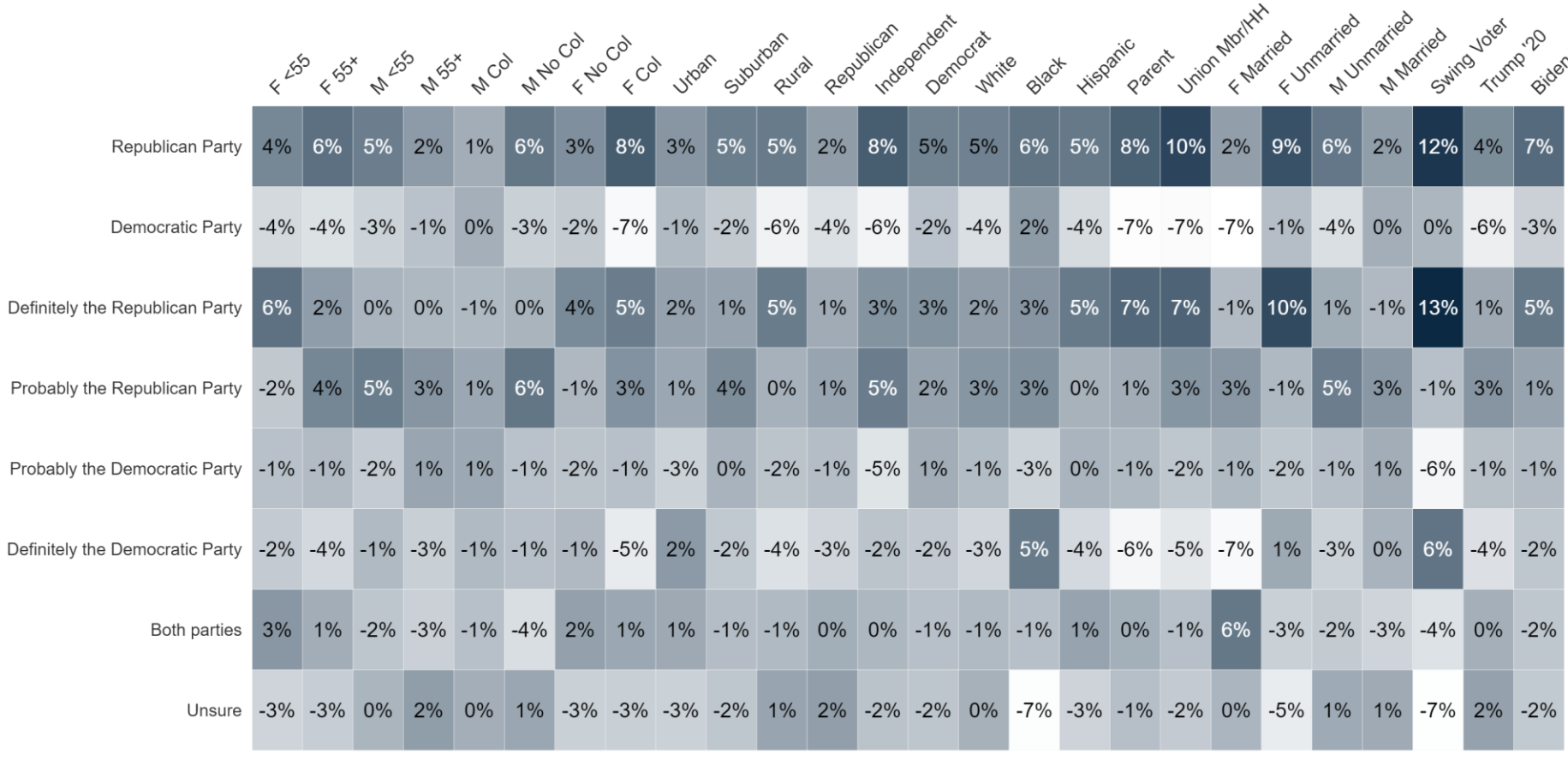
CYGNAL

Trend: Party – Extreme



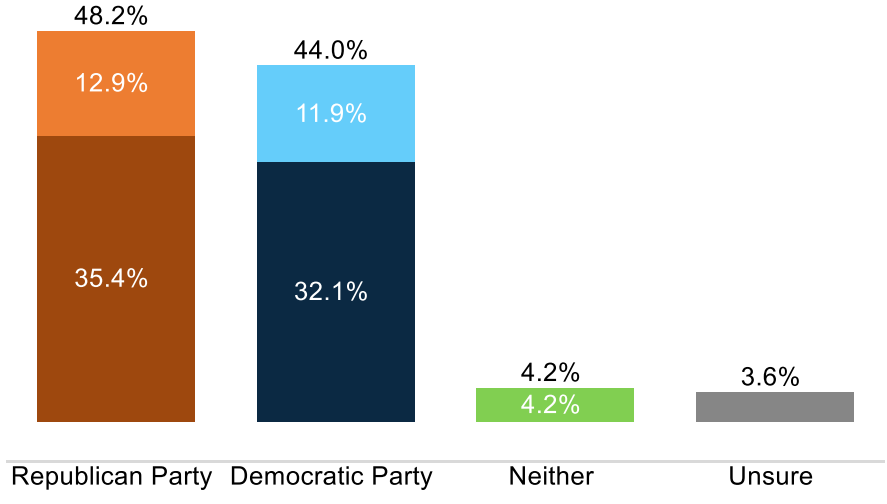
CYGNAL

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



CYGNAL

Party – Values

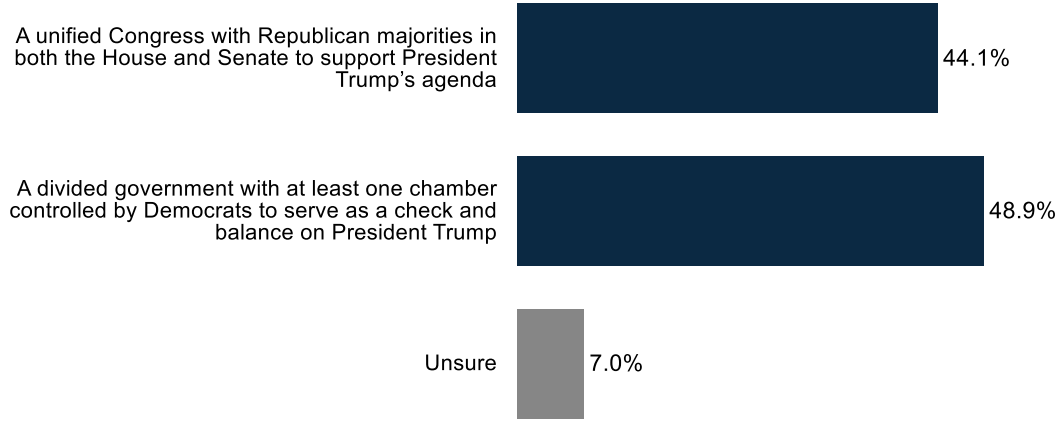


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	42%	45%	51%	57%	50%	58%	51%	33%	34%	46%	62%	93%	38%	4%	52%	24%	38%	47%	45%	49%	37%	47%	58%	43%	93%	5%	93%	4%	47%	40%	51%	60%	48%
Democratic Party	50%	49%	37%	37%	43%	33%	43%	59%	56%	47%	31%	3%	38%	92%	41%	70%	49%	44%	49%	45%	55%	42%	35%	39%	3%	86%	2%	88%	42%	50%	38%	31%	46%
Definitely the Republican Party	27%	35%	35%	45%	35%	45%	38%	21%	26%	33%	46%	72%	22%	3%	39%	16%	25%	32%	31%	34%	28%	35%	44%	19%	72%	3%	72%	2%	26%	26%	40%	46%	35%
Probably the Republican Party	14%	10%	16%	12%	15%	13%	13%	12%	8%	13%	16%	21%	16%	2%	13%	8%	14%	15%	14%	15%	9%	12%	15%	25%	21%	2%	22%	3%	21%	14%	11%	14%	13%
Probably the Democratic Party	15%	9%	12%	12%	16%	9%	11%	14%	12%	14%	8%	2%	21%	18%	12%	17%	11%	15%	12%	10%	15%	10%	13%	23%	1%	22%	1%	23%	10%	16%	11%	9%	12%
Definitely the Democratic Party	35%	40%	25%	26%	27%	24%	32%	45%	43%	33%	23%	1%	17%	74%	30%	53%	38%	30%	37%	35%	41%	32%	22%	16%	2%	64%	2%	65%	32%	33%	27%	22%	34%
Neither	5%	4%	6%	3%	4%	4%	3%	5%	5%	5%	2%	2%	12%	2%	4%	2%	2%	4%	4%	4%	4%	4%	4%	10%	2%	5%	2%	5%	4%	3%	3%	6%	4%
Unsure	4%	2%	6%	3%	3%	5%	3%	3%	5%	3%	4%	2%	12%	2%	2%	4%	11%	5%	1%	2%	3%	7%	3%	8%	2%	3%	3%	3%	7%	7%	8%	3%	2%

Do you believe the Republican or Democratic party better represents your values?

CYGNAL

2026 Midterm Contrast Ballot

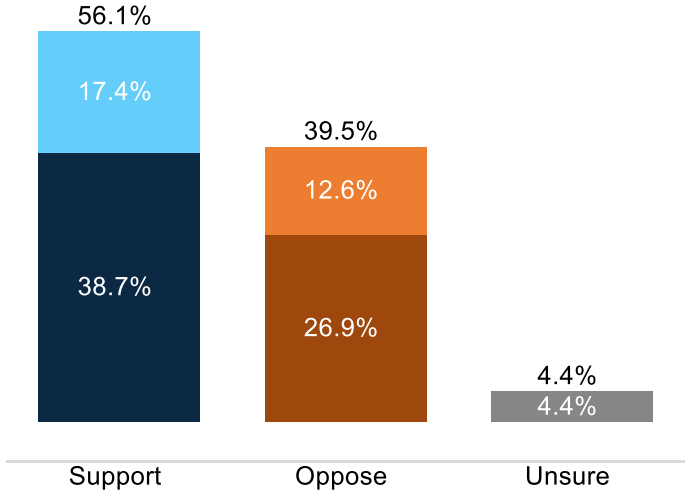


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
A unified Congress with Republican majorities in both the House and Senate to support President Trump's agenda	38%	40%	47%	53%	43%	56%	45%	31%	31%	43%	54%	81%	35%	9%	46%	27%	43%	44%	39%	42%	36%	43%	54%	36%	82%	7%	83%	7%	44%	43%	45%	53%	43%
A divided government with at least one chamber controlled by Democrats to serve as a check and balance on President Trump	52%	54%	45%	43%	52%	37%	45%	65%	60%	52%	36%	12%	57%	86%	48%	61%	49%	49%	52%	51%	55%	50%	41%	51%	11%	88%	10%	88%	44%	44%	47%	40%	52%
Unsure	10%	6%	7%	4%	5%	7%	11%	4%	8%	5%	10%	7%	9%	5%	6%	12%	8%	7%	9%	7%	9%	7%	5%	13%	7%	5%	7%	5%	12%	13%	7%	8%	5%

Which of the following results of the November 2026 general elections would you prefer?

CYGNAL

Mass Deportations

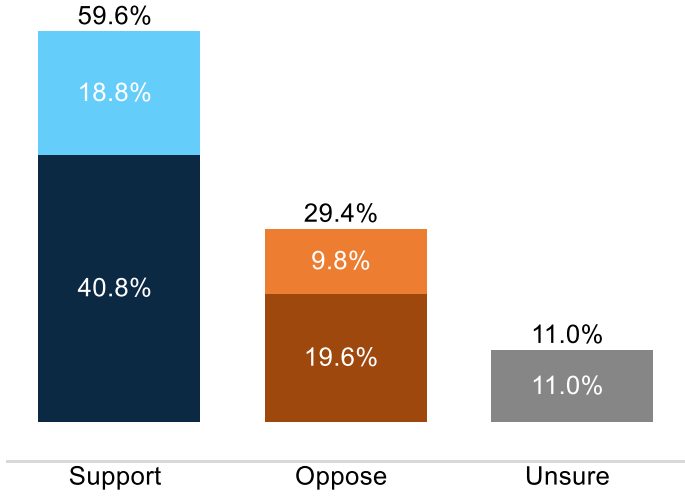


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	50%	53%	56%	66%	58%	65%	59%	42%	47%	55%	64%	91%	52%	21%	58%	50%	47%	55%	57%	54%	49%	57%	64%	57%	91%	22%	92%	21%	60%	55%	61%	64%	54%
Oppose Total	45%	41%	39%	31%	39%	31%	35%	55%	46%	42%	30%	7%	42%	74%	39%	43%	45%	41%	41%	41%	46%	37%	34%	37%	6%	73%	5%	73%	32%	36%	35%	34%	42%
Strongly support	30%	36%	42%	49%	43%	48%	40%	24%	31%	36%	49%	72%	31%	7%	41%	26%	33%	35%	36%	35%	31%	40%	49%	28%	72%	8%	73%	7%	38%	34%	41%	44%	39%
Somewhat support	20%	17%	15%	17%	15%	17%	19%	18%	16%	19%	15%	19%	21%	14%	17%	23%	14%	20%	21%	19%	18%	17%	16%	29%	19%	14%	19%	14%	23%	21%	19%	20%	16%
Somewhat oppose	13%	12%	16%	10%	13%	12%	13%	13%	17%	13%	9%	3%	18%	20%	11%	20%	13%	14%	13%	11%	14%	11%	14%	22%	3%	21%	3%	21%	17%	19%	13%	11%	11%
Strongly oppose	32%	30%	23%	22%	26%	19%	23%	42%	30%	29%	22%	3%	24%	55%	28%	22%	32%	27%	28%	30%	32%	27%	20%	15%	3%	52%	2%	52%	15%	17%	22%	23%	31%
Unsure	5%	6%	4%	3%	3%	4%	6%	4%	7%	3%	5%	3%	6%	5%	3%	8%	8%	5%	2%	5%	5%	6%	2%	6%	2%	5%	3%	6%	8%	9%	4%	2%	4%

Do you support or oppose allowing the federal government to carry out mass deportations of individuals who are in the country illegally, returning them to their home country?

CYGNAL

Support for DOGE

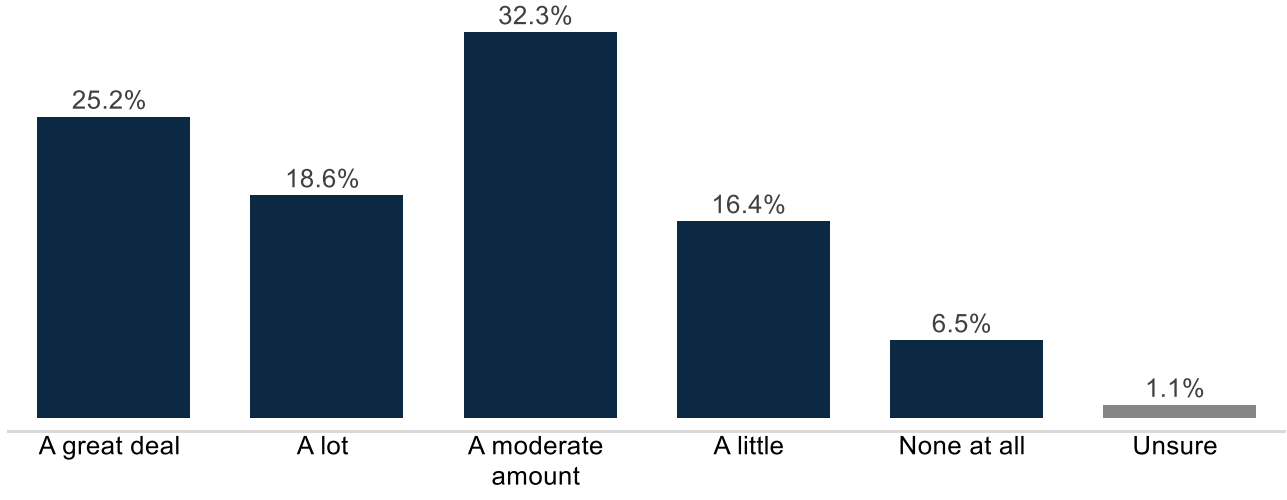


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	53%	57%	63%	67%	64%	66%	61%	47%	53%	58%	66%	88%	59%	29%	62%	46%	49%	60%	58%	57%	54%	60%	68%	60%	90%	30%	90%	29%	61%	54%	63%	68%	59%
Oppose Total	30%	30%	30%	27%	32%	25%	25%	38%	33%	32%	23%	5%	28%	57%	28%	38%	37%	31%	35%	30%	30%	28%	28%	24%	5%	55%	5%	55%	28%	31%	19%	20%	33%
Strongly support	30%	40%	43%	52%	45%	49%	40%	29%	33%	38%	50%	74%	35%	8%	44%	23%	30%	37%	34%	39%	32%	40%	52%	30%	75%	9%	75%	8%	27%	27%	41%	48%	43%
Somewhat support	23%	17%	20%	15%	18%	17%	22%	18%	20%	20%	16%	15%	24%	21%	18%	22%	19%	23%	24%	18%	22%	20%	16%	29%	15%	21%	14%	21%	34%	28%	22%	20%	16%
Somewhat oppose	12%	7%	13%	8%	11%	10%	12%	6%	13%	10%	8%	2%	12%	17%	8%	18%	17%	14%	12%	10%	8%	13%	9%	15%	2%	17%	2%	17%	21%	19%	7%	5%	9%
Strongly oppose	19%	24%	16%	20%	21%	15%	13%	32%	20%	22%	16%	3%	17%	40%	20%	20%	20%	17%	22%	20%	22%	15%	19%	9%	3%	39%	3%	38%	8%	11%	11%	16%	24%
Unsure	16%	13%	8%	6%	4%	9%	14%	15%	14%	10%	11%	6%	13%	14%	10%	16%	14%	9%	7%	13%	17%	12%	4%	16%	5%	15%	6%	16%	11%	15%	19%	11%	8%

The newly established Department of Government Efficiency (DOGE) aims to make sweeping cuts to waste, fraud, and abuse within the federal government, with a target of $2 trillion in savings. Do you support or oppose the creation of DOGE and its goals?

CYGNAL

News Attention

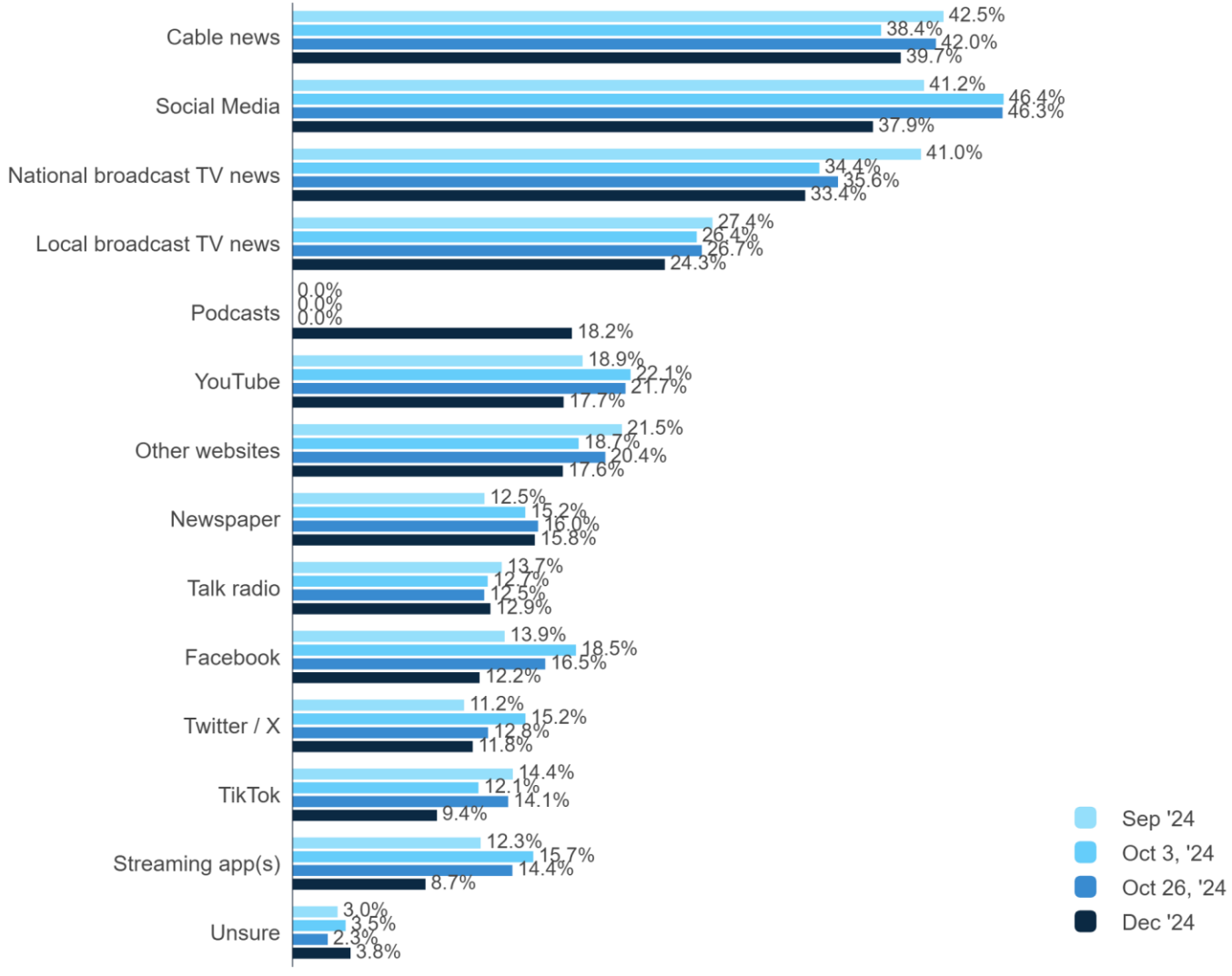


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	16%	26%	28%	32%	31%	28%	18%	25%	27%	24%	25%	27%	18%	27%	26%	22%	28%	21%	22%	19%	23%	31%	29%	13%	27%	26%	27%	25%	16%	10%	20%	23%	29%
A lot	17%	17%	22%	18%	22%	19%	17%	17%	19%	20%	16%	17%	18%	21%	19%	14%	13%	21%	17%	18%	17%	19%	21%	15%	17%	21%	17%	21%	14%	12%	17%	17%	21%
A moderate amount	35%	35%	29%	29%	26%	32%	36%	34%	35%	33%	29%	29%	38%	33%	32%	42%	28%	32%	38%	36%	34%	28%	30%	41%	30%	34%	30%	34%	41%	44%	32%	34%	30%
A little	21%	14%	15%	14%	14%	16%	19%	17%	12%	17%	18%	18%	19%	12%	15%	15%	20%	18%	14%	19%	17%	18%	13%	22%	17%	14%	17%	14%	23%	23%	22%	22%	13%
None at all	8%	6%	5%	6%	7%	5%	8%	6%	5%	5%	10%	7%	7%	5%	7%	5%	11%	7%	8%	6%	7%	4%	7%	7%	7%	5%	7%	6%	5%	8%	9%	4%	6%
Unsure	2%	1%	1%	0%	0%	0%	2%	0%	2%	1%	1%	2%	0%	1%	1%	2%	0%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	1%	2%	2%	1%	0%	1%

How much attention do you pay to news about politics on TV, radio, newspapers, or the Internet?

CYGNAL

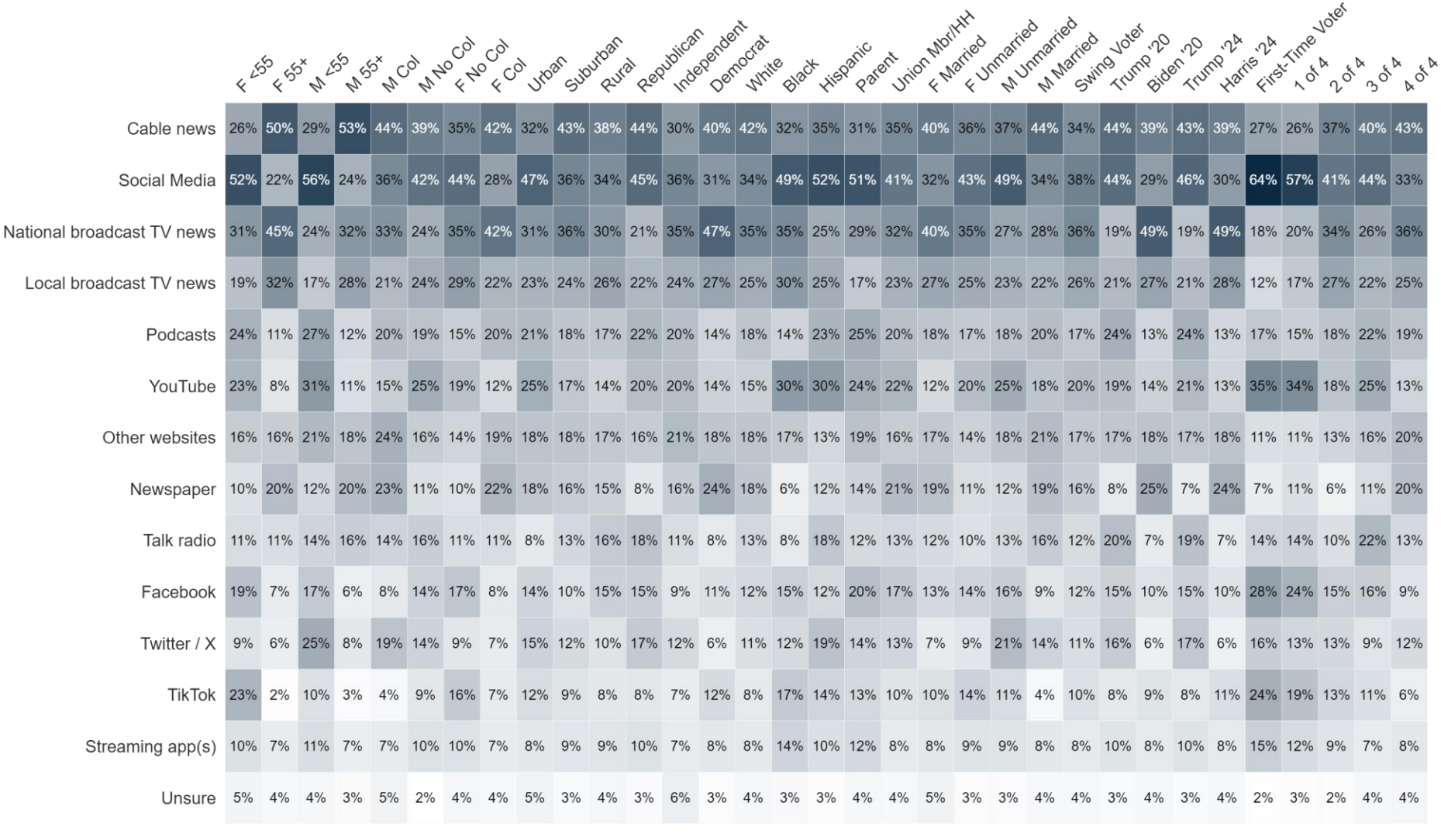
News Sources



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

CYGNAL

News Sources Heatmap



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

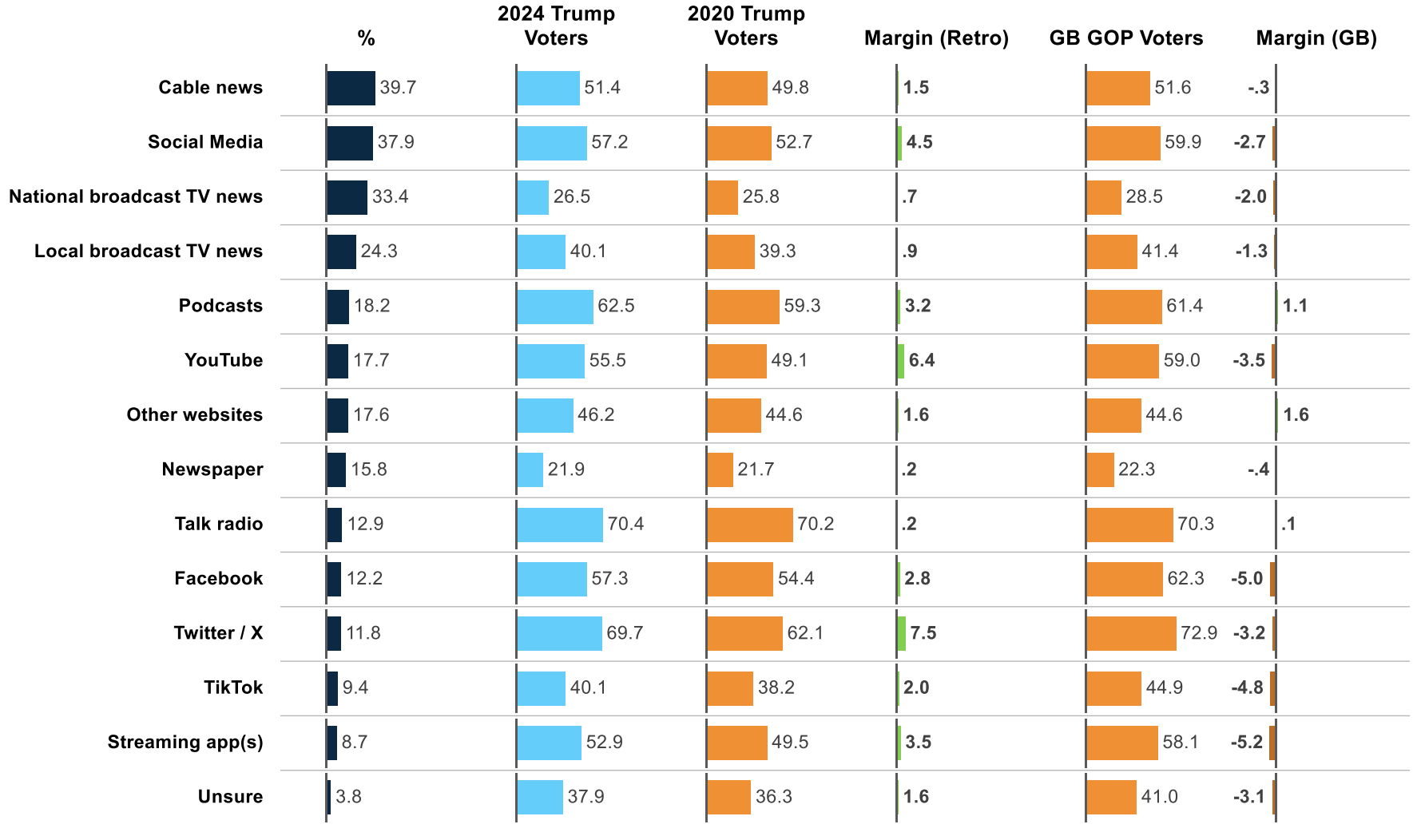
CYGNAL

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

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20
Cable news	-2%	-7%	-3%	-5%	-1%	-3%	-5%	-1%	-5%	-1%	-3%	-4%	-6%	1%	-2%	-10%	6%	-5%	-8%	-4%	-2%	-4%	-1%	3%	-3%	-3%
Social Media	-10%	-6%	-5%	-4%	-9%	-5%	-6%	-14%	-9%	-7%	-9%	1%	-15%	-14%	-7%	-11%	-13%	-9%	-6%	-9%	-10%	-3%	-8%	-9%	-4%	-13%
National broadcast TV news	3%	-3%	-6%	-7%	-4%	-7%	2%	-1%	0%	-3%	-2%	-2%	0%	-2%	-1%	-3%	-3%	-1%	0%	4%	-2%	-7%	-5%	-2%	-3%	-1%
Local broadcast TV news	-2%	-1%	-5%	-5%	-4%	-4%	1%	-3%	4%	-3%	-6%	-4%	0%	-2%	-4%	2%	8%	-6%	-3%	-1%	-1%	-2%	-5%	-2%	-4%	-2%
Podcasts	24%	11%	27%	12%	20%	19%	15%	20%	21%	18%	17%	22%	20%	14%	18%	14%	23%	25%	20%	18%	17%	18%	20%	17%	24%	13%
YouTube	-2%	-5%	-2%	-4%	-7%	-1%	-4%	-3%	-4%	-3%	-5%	0%	-8%	-6%	-3%	-3%	-7%	-2%	2%	-4%	-4%	-4%	-4%	-1%	-2%	-6%
Other websites	-4%	-1%	-2%	-3%	-3%	-3%	-3%	-4%	1%	-4%	-3%	-5%	-8%	3%	-5%	9%	-5%	-1%	-3%	-6%	0%	-4%	-3%	-6%	-6%	0%
Newspaper	-3%	4%	-5%	2%	-5%	1%	0%	2%	-5%	1%	2%	-2%	-2%	3%	0%	-4%	-2%	-1%	4%	3%	-2%	-4%	0%	-1%	-2%	2%
Talk radio	4%	-2%	-1%	0%	-1%	-1%	1%	1%	-1%	1%	1%	1%	-1%	0%	-1%	-2%	12%	-2%	-1%	-1%	2%	0%	-1%	4%	1%	0%
Facebook	-8%	-4%	-1%	-1%	-5%	1%	-5%	-8%	-13%	-2%	-2%	-1%	-5%	-7%	-3%	-11%	-13%	-7%	1%	-6%	-7%	2%	-4%	-7%	-3%	-5%
Twitter / X	-2%	1%	-1%	1%	-1%	-3%	2%	-4%	0%	-3%	1%	1%	-4%	-2%	-2%	1%	7%	-4%	-2%	-2%	1%	2%	-3%	-1%	-2%	-1%
TikTok	-6%	-3%	-5%	0%	-3%	-4%	-2%	-10%	-3%	-4%	-8%	-4%	-3%	-6%	-4%	-3%	-11%	-5%	-6%	-2%	-9%	-3%	-3%	-3%	-3%	-5%
Streaming app(s)	-10%	-5%	-2%	-3%	-6%	-1%	-7%	-9%	-6%	-6%	-5%	-8%	-8%	-1%	-7%	1%	-3%	-3%	-9%	-12%	-4%	-2%	-4%	-5%	-8%	-4%
Unsure	2%	2%	2%	1%	4%	-1%	3%	1%	1%	1%	3%	0%	4%	1%	2%	2%	1%	2%	2%	3%	1%	0%	2%	-2%	1%	2%

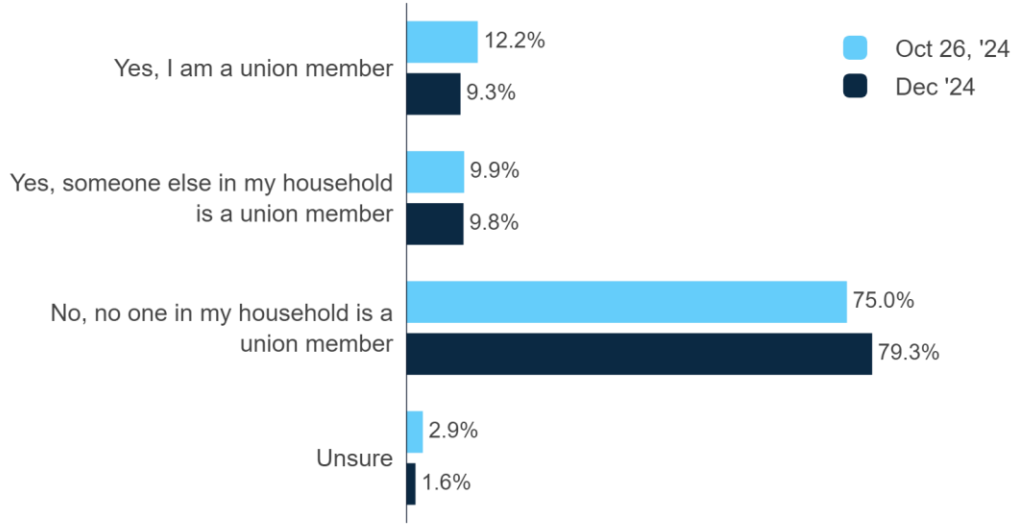
CYGNAL

News Source Performance



CYGNAL

Union HH

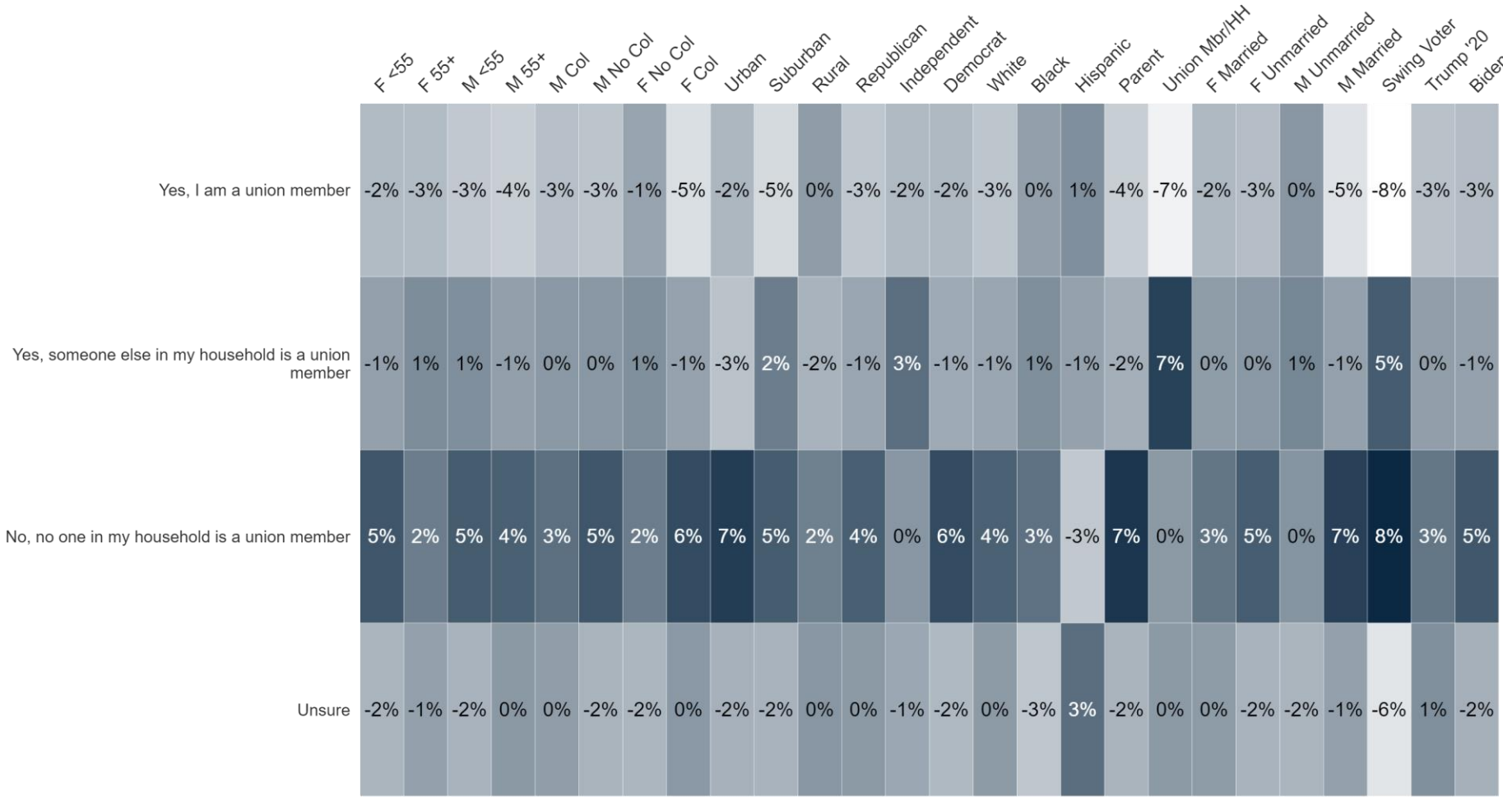


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Swing Voter	Trump '20	Biden '20	Trump '24	Harris '24	First-Time Voter	1 of 4	2 of 4	3 of 4	4 of 4
Yes, I am a union member	8%	7%	10%	13%	9%	14%	6%	8%	12%	8%	10%	8%	8%	11%	8%	13%	14%	9%	49%	7%	8%	10%	12%	8%	8%	11%	8%	10%	12%	11%	7%	9%	10%
Yes, someone else in my household is a union member	12%	9%	12%	6%	8%	10%	12%	8%	8%	10%	10%	8%	12%	10%	9%	14%	12%	11%	51%	12%	8%	11%	8%	14%	9%	10%	9%	10%	33%	25%	7%	8%	8%
No, no one in my household is a union member	79%	84%	75%	79%	81%	74%	80%	82%	78%	80%	78%	82%	78%	78%	82%	70%	71%	78%	0%	80%	81%	76%	79%	76%	81%	78%	81%	79%	48%	61%	85%	83%	81%
Unsure	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	4%	1%	0%	1%	2%	3%	1%	2%	2%	1%	2%	1%	7%	4%	1%	1%	1%

Does anyone in your household belong to a labor union?

CYGNAL

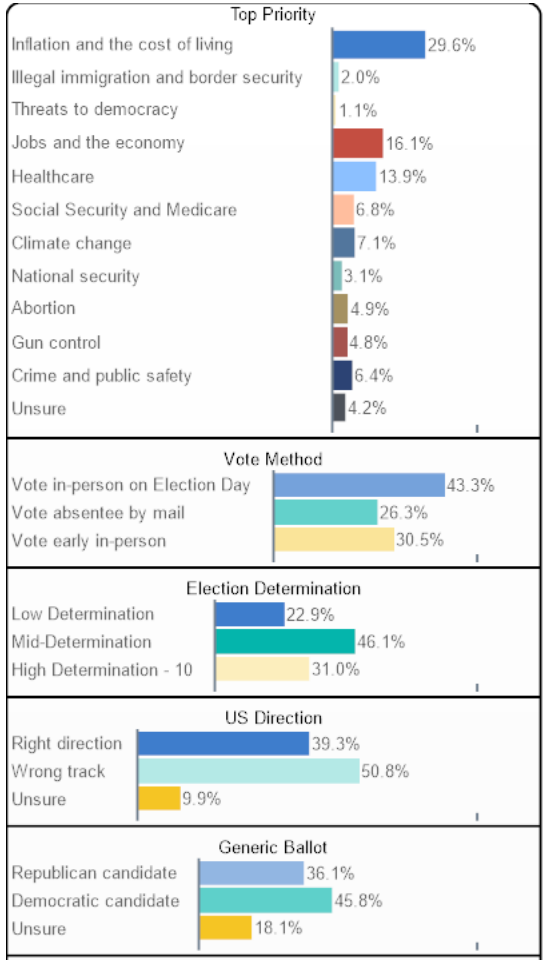
Percent Change: Union HH (Oct 26, '24 to Dec '24)



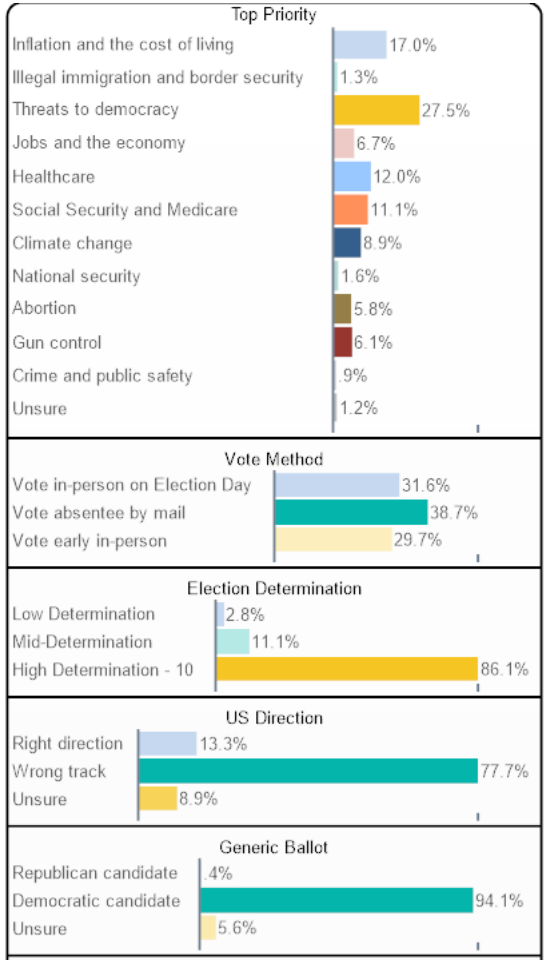
CYGNAL

Segmentation Analysis:

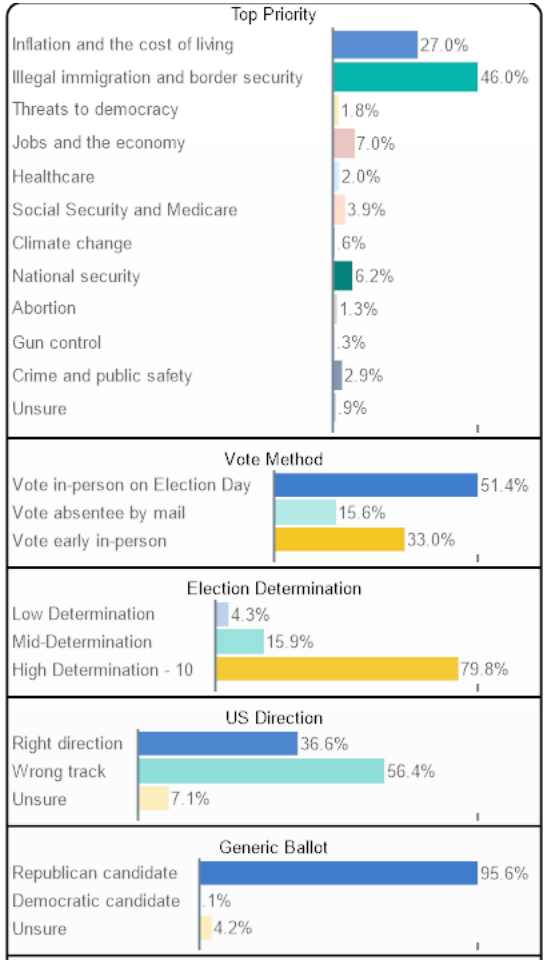
Moderates (17%)



Dem Base (39%)



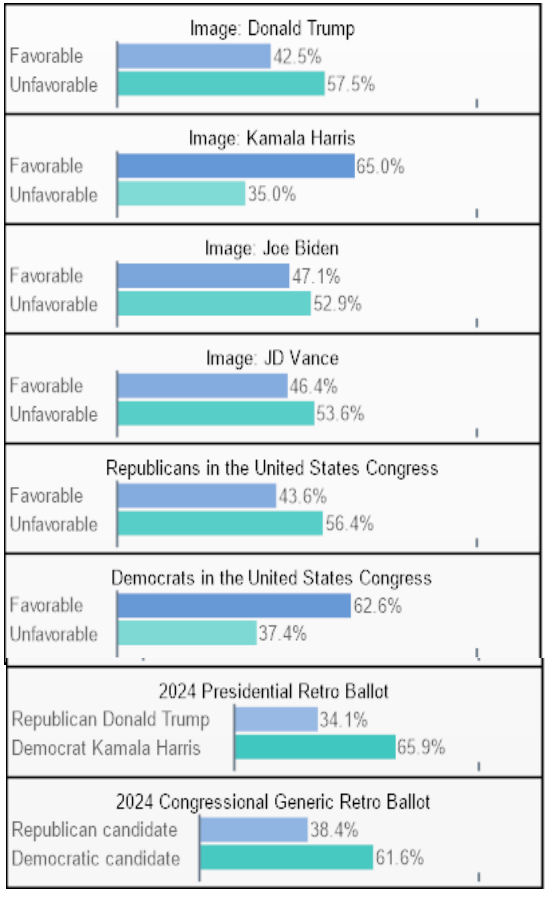
GOP Base (44%)



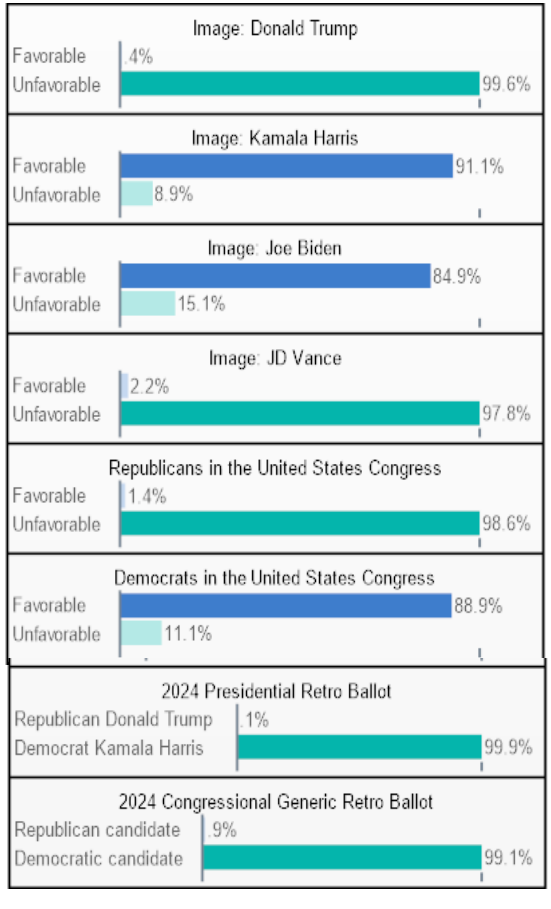
CYGNAL

Segmentation Analysis:

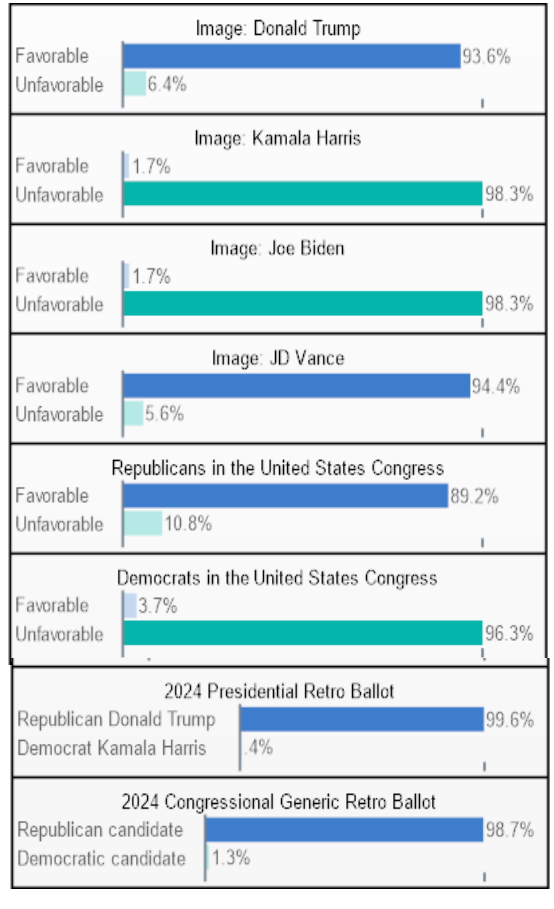
Moderates (17%)



Dem Base (39%)



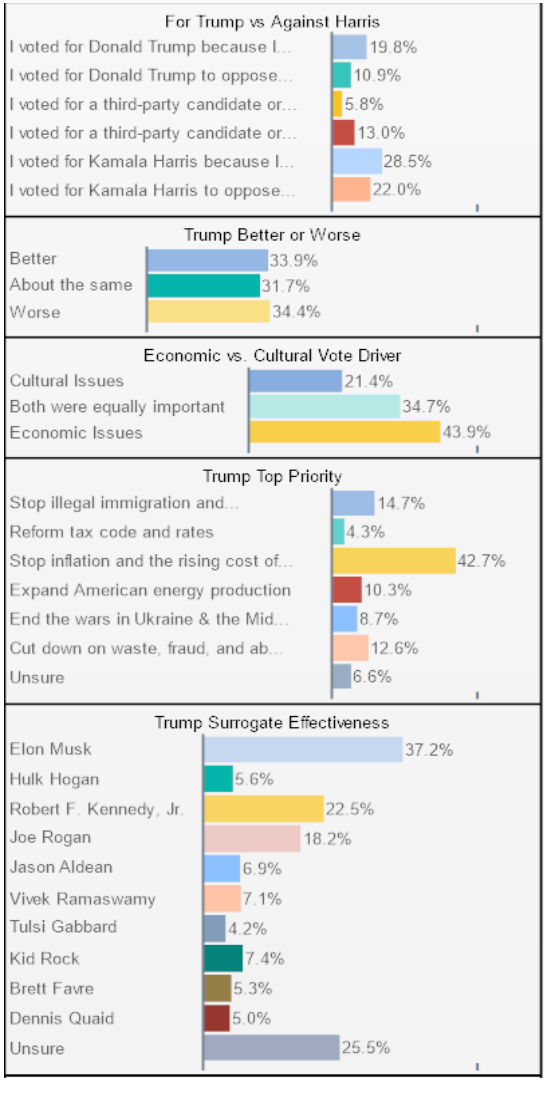
GOP Base (44%)



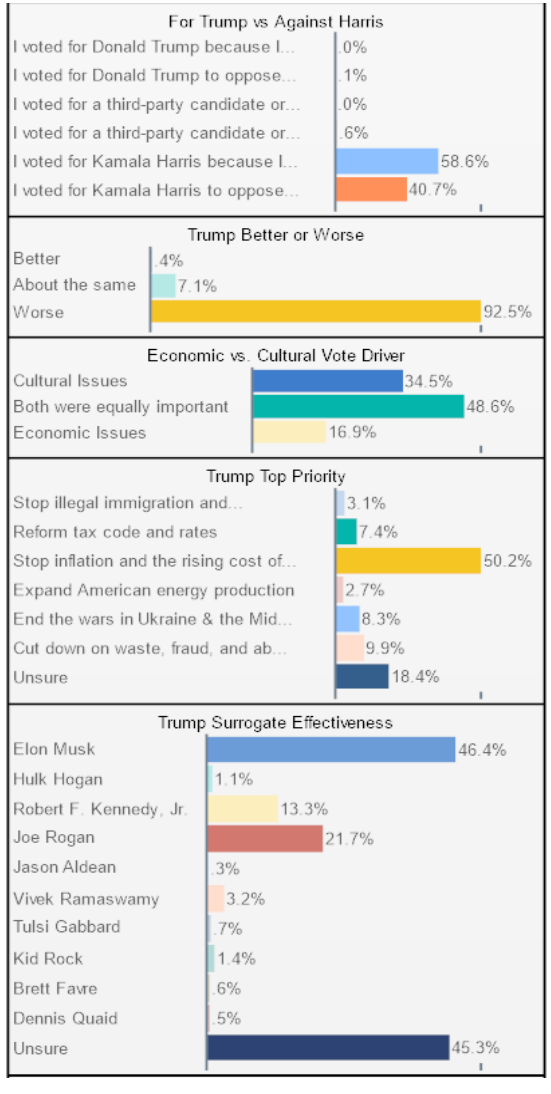
CYGNAL

Segmentation Analysis:

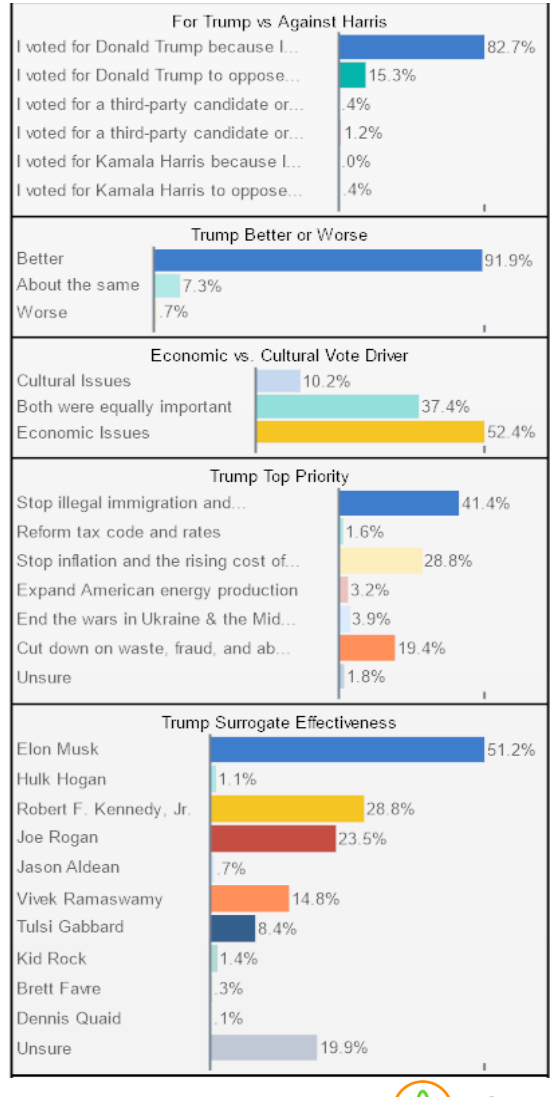
Moderates (17%)



Dem Base (39%)



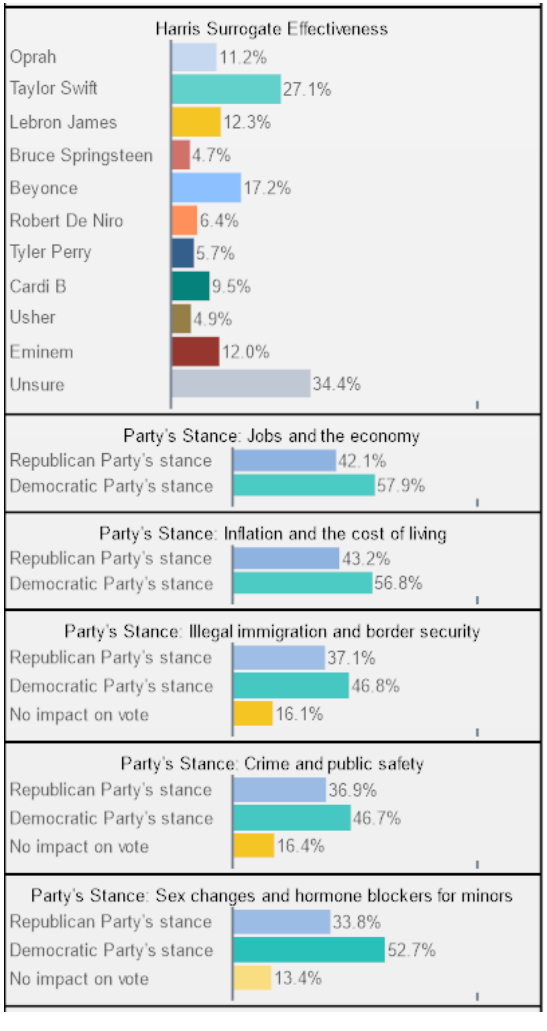
GOP Base (44%)



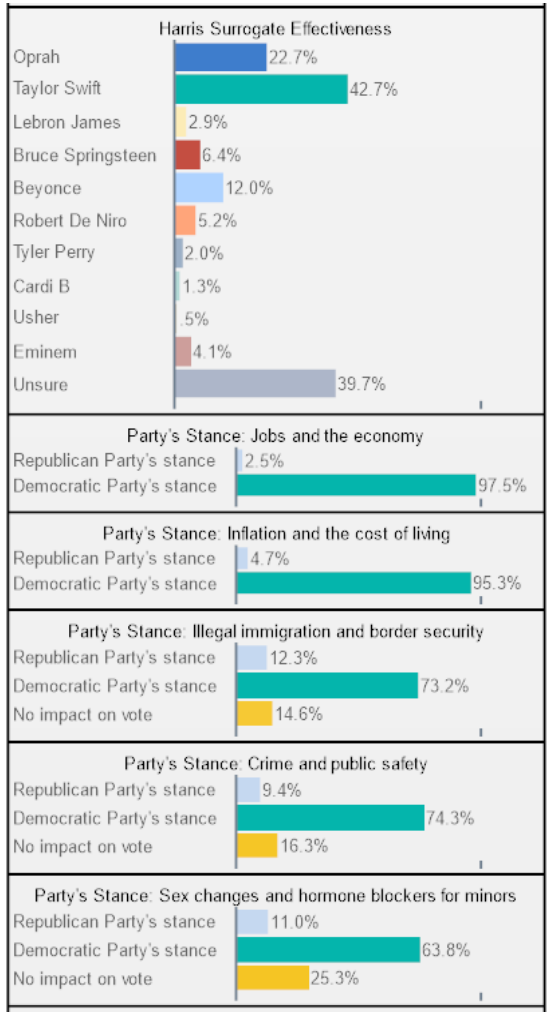
CYGNAL

Segmentation Analysis:

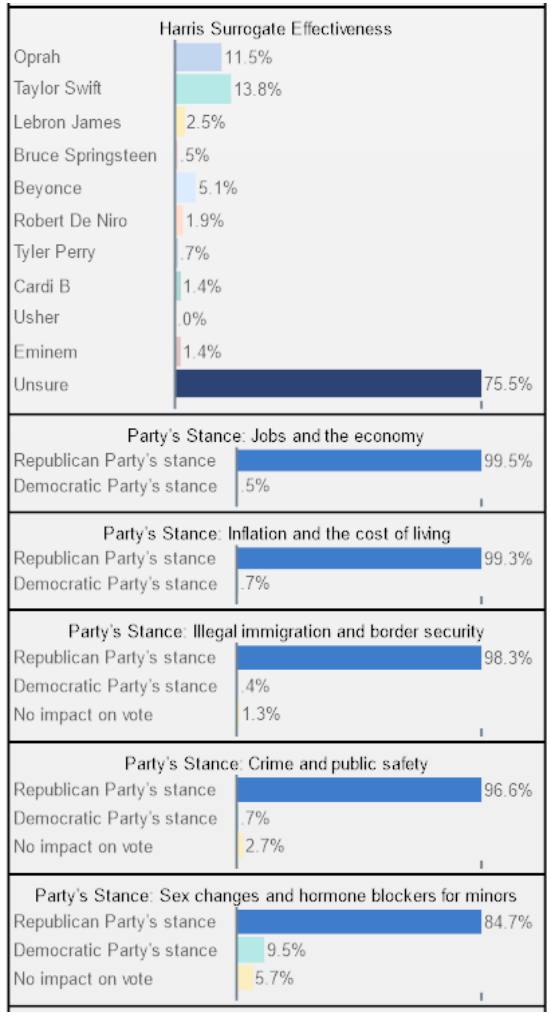
Moderates (17%)



Dem Base (39%)



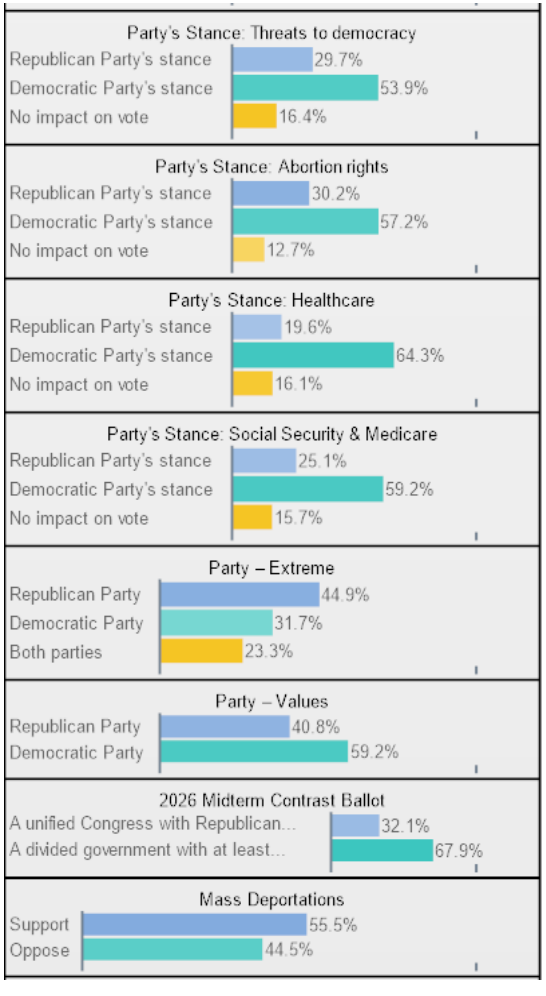
GOP Base (44%)



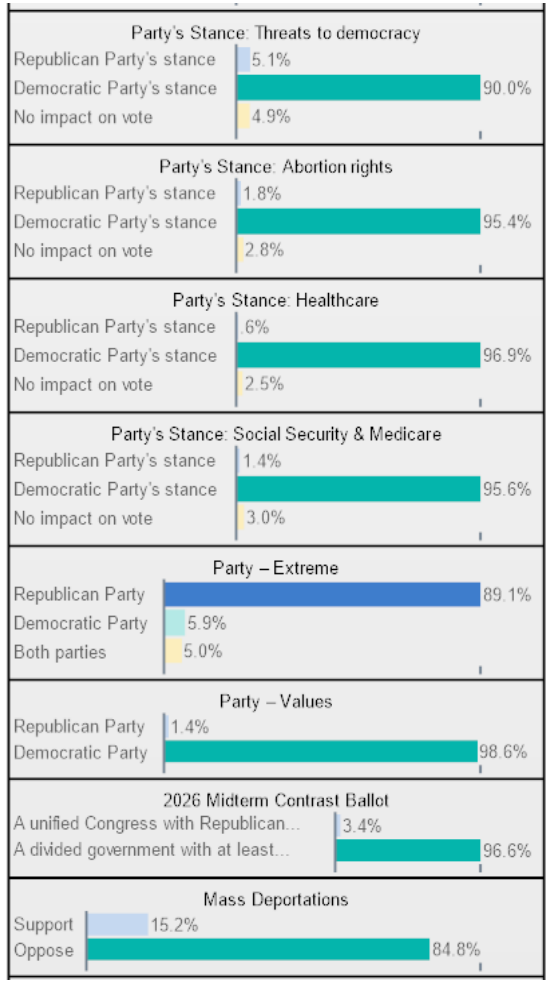
CYGNAL

Segmentation Analysis:

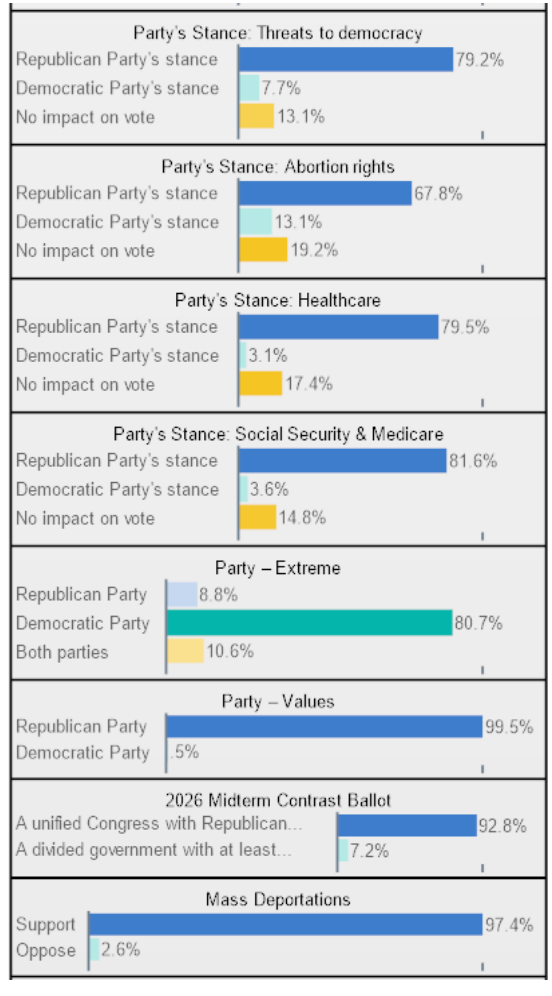
Moderates (17%)



Dem Base (39%)



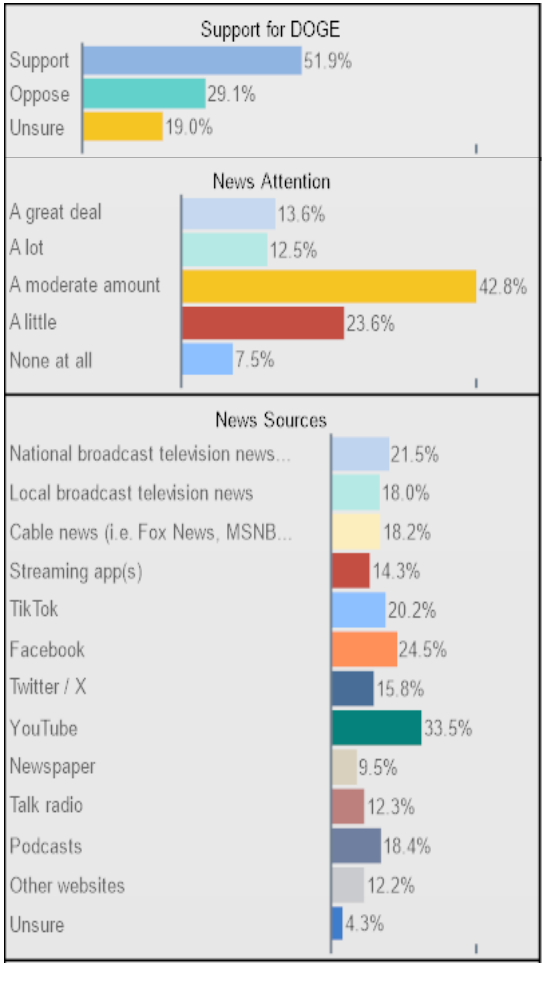
GOP Base (44%)



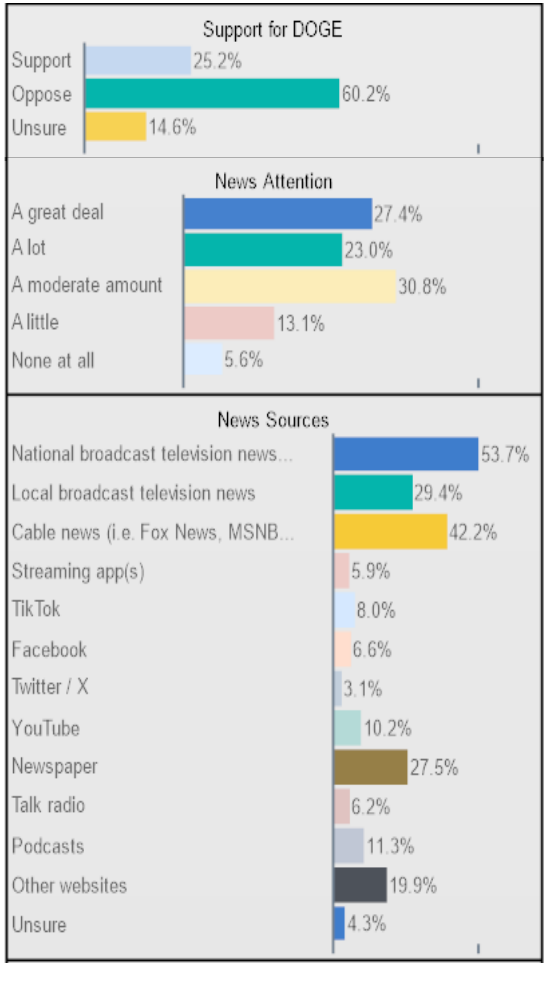
CYGNAL

Segmentation Analysis:

Moderates (17%)



Dem Base (39%)



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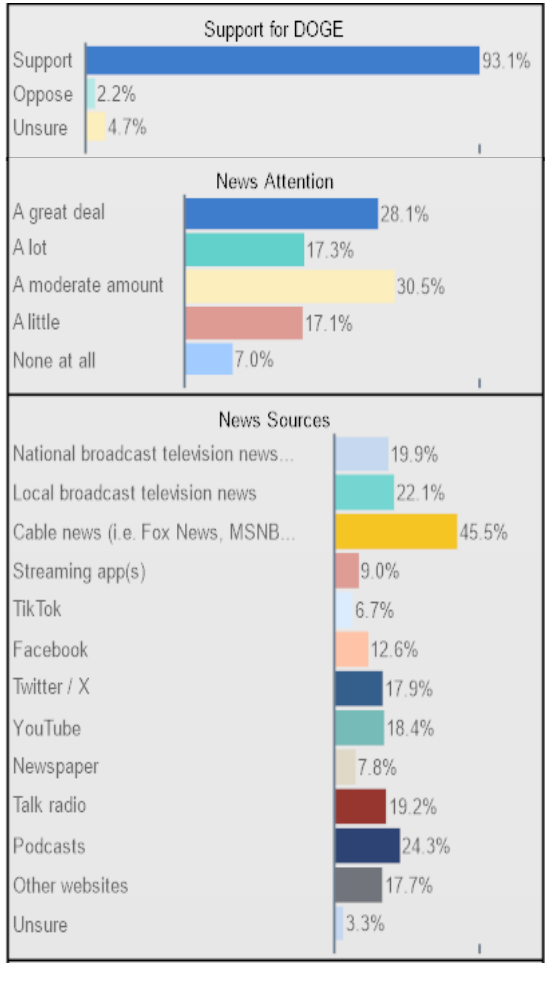
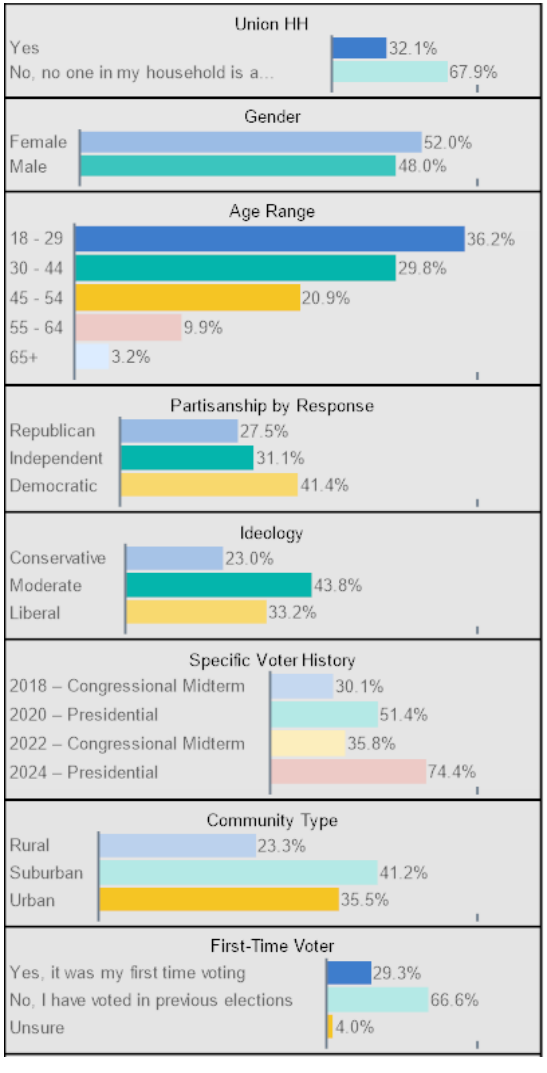


CYGNAL

Segmentation Analysis:

Moderates (17%)



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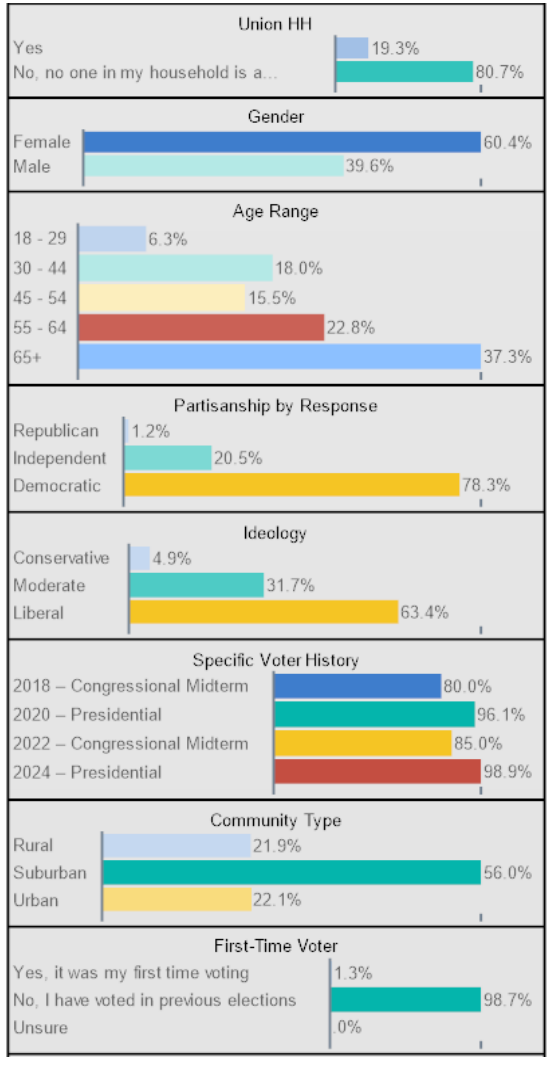

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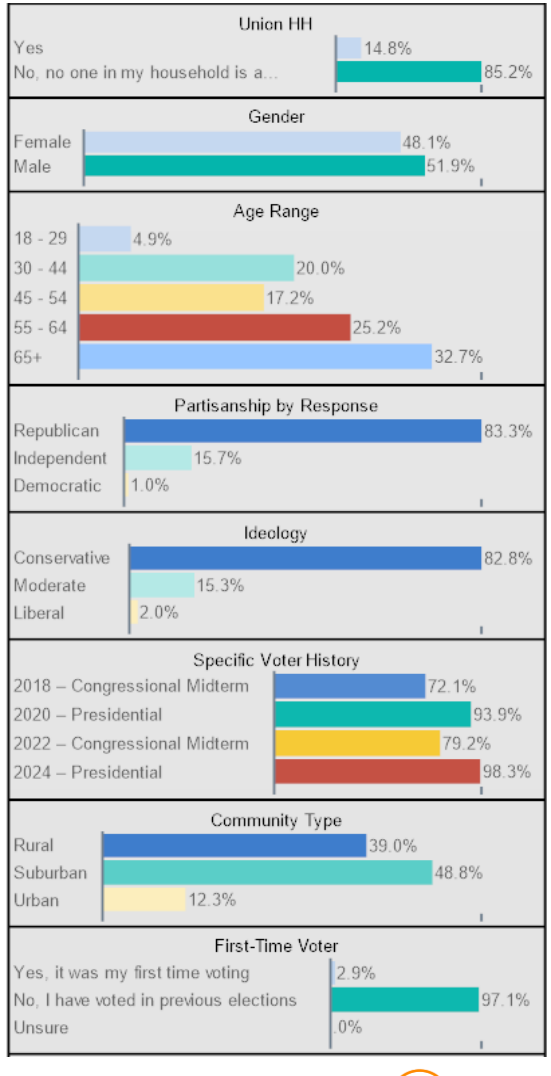
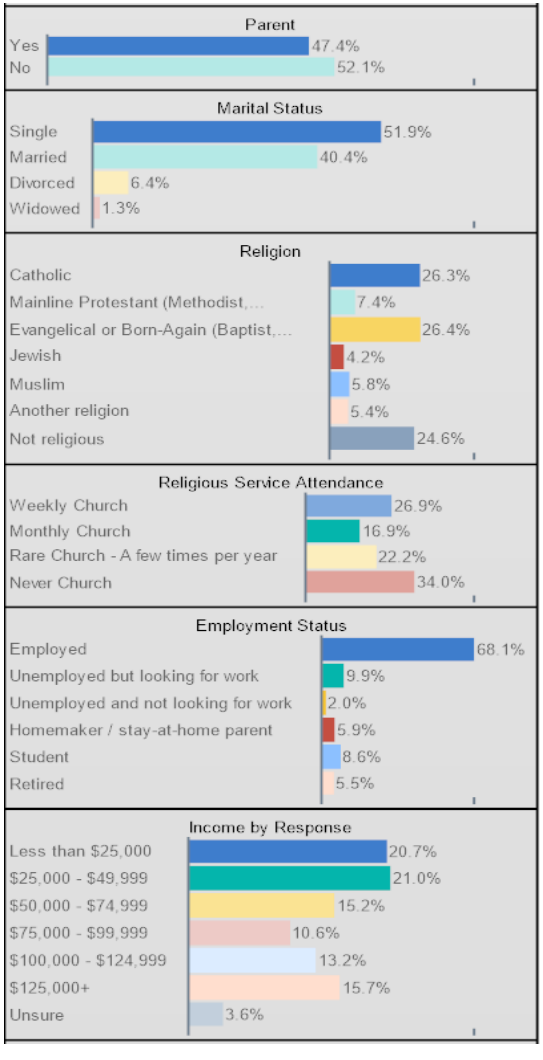


CYGNAL

Segmentation Analysis:

Moderates (17%)



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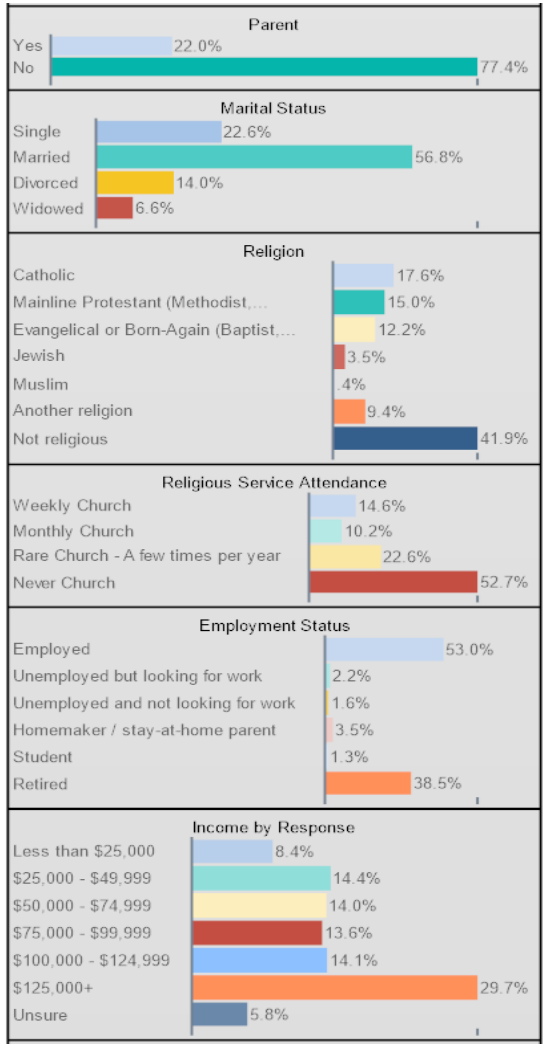

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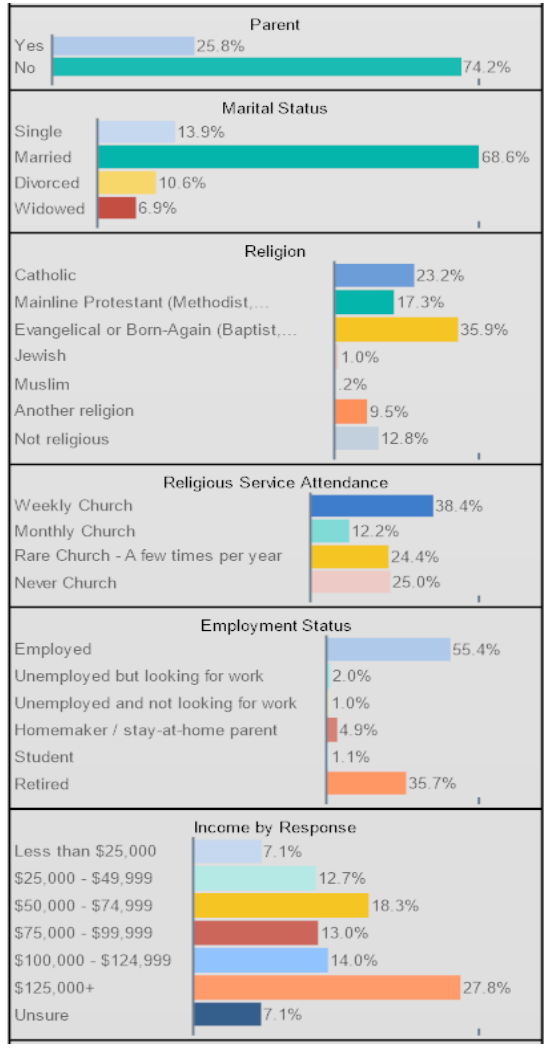
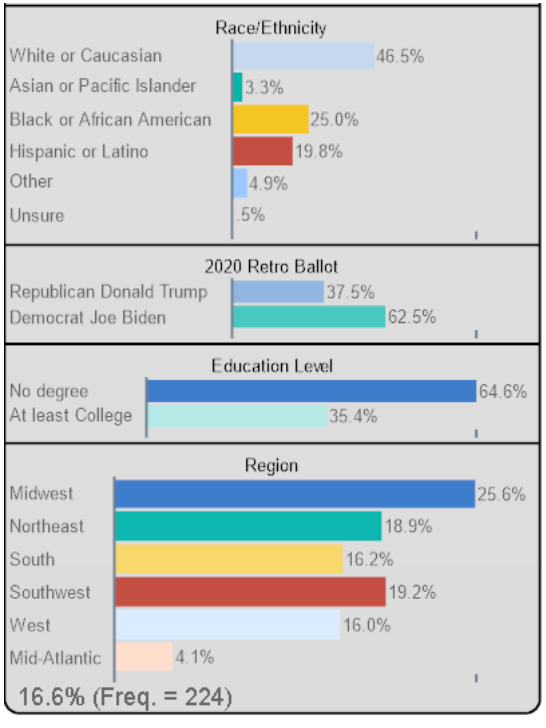


CYGNAL

Segmentation Analysis:

Moderates (17%)



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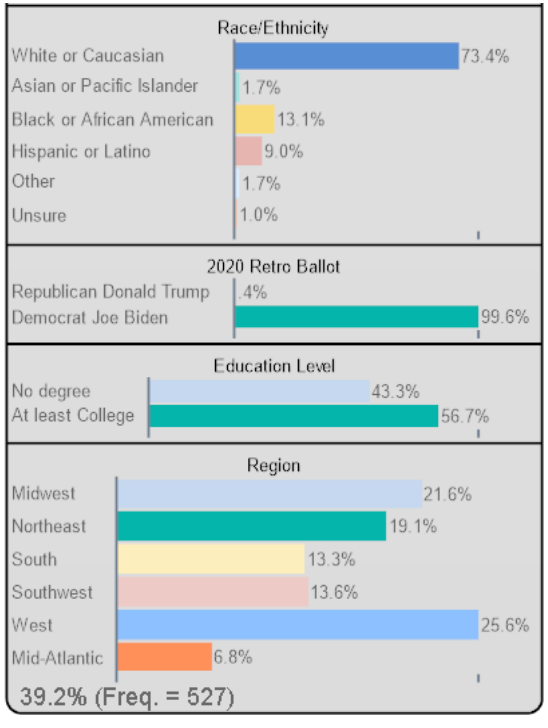

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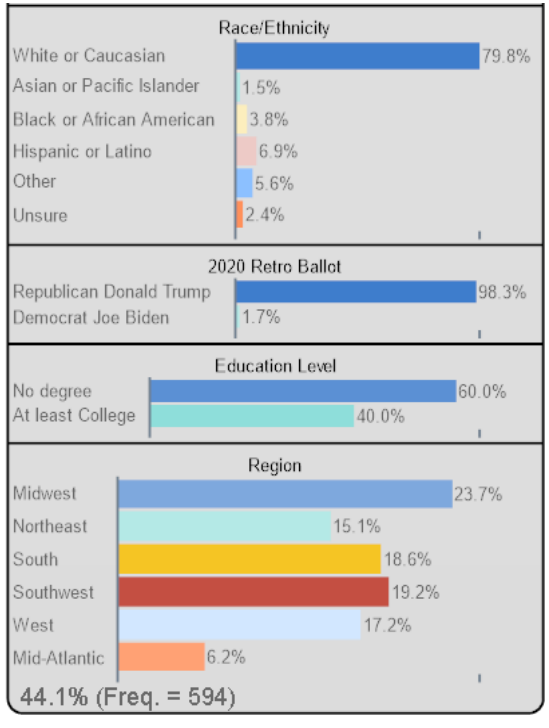

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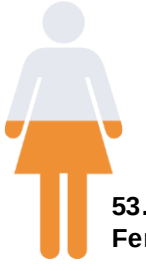
Demographics

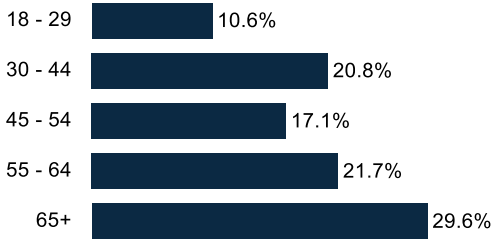
Sex



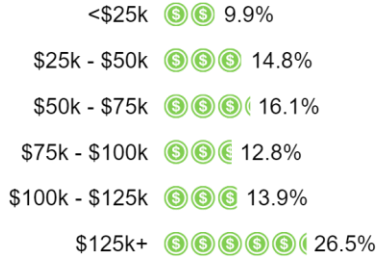
53.6%
Female

46.4%
Male

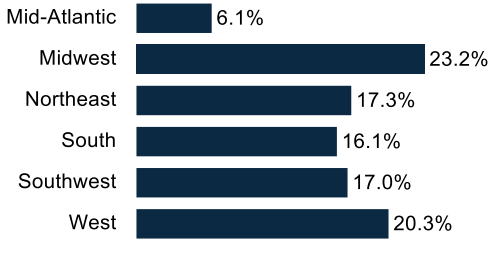
Age Range



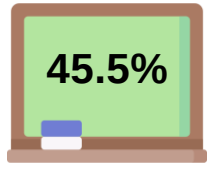
Household Income



Geo - Region



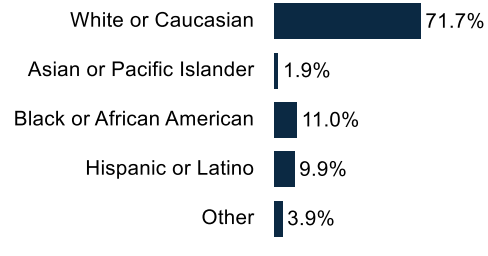
Education



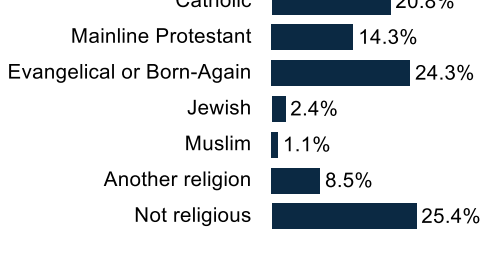
have at least
a College degree

53.8% have no college degree

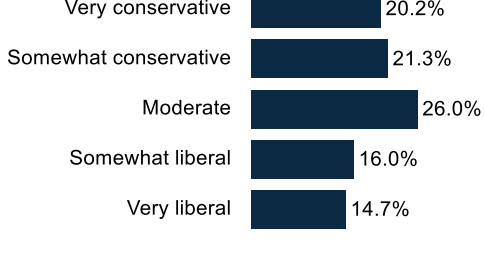
Race/Ethnicity



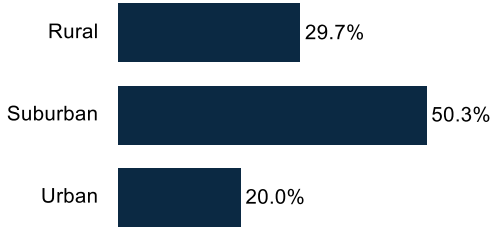
Religion



Ideology



Community Type



Total sample size: 1500

CYGNAL