

January 13, 2025



CYGNAL

# Survey of Likely 2026 General Election Voters **National**

January 9 – 12, 2025 | n=1500 |  $\pm 2.52\%$

## Insights & Analysis

- For most of **Trump's proposed second-term agenda**, the **majority of voters aren't just on board – they're fired up**, calling these priorities *extremely* or *very* important for the country's future. The table below highlights the broad support for Trump's agenda:

Trump Agenda Item	Extremely or Very Important	Not important at all
Reduce inflation and lower the cost of living	85%	2%
Crack down on violent crime	73%	5%
Rebuild our cities, making them safe, clean, and beautiful again	69%	5%
End wars in Ukraine and the Middle East	69%	6%
End taxes on Social Security Payments	68%	8%
Revitalize American manufacturing and end job outsourcing	67%	5%
Secure our elections, including same-day voting, voter identification, paper ballots, and proof of citizenship	64%	17%
Stop allowing biological men to compete in women's sports	59%	24%
Strengthen border security and enforce immigration laws	58%	11%
Stop pushing transgender ideology on kids	57%	29%
Expand domestic energy production to make America the world's dominant energy producer	54%	11%

- Ending the wars in Ukraine and the Middle East ranks as the top Trump agenda item for Democrats (57% *extremely* or *very* important), with most Democrats believing Trump's efforts to reduce inflation, end taxes on Social Security payments, crack down on violent crime, and rebuild our cities are *extremely* or *very* important to address during his second term.
- Even a **majority of independents and swing voters believe the Trump policies in the table above are *extremely* or *very* important**, including 49% who feel the same about expanding domestic energy production.
- Democrat's energy policies, on the other hand, have run out of charge with voters. Almost half (46%) support proposals in Congress to expand domestic energy production, including rolling back parts of President Biden's Inflation Reduction Act.

## Insights & Analysis

- A near plurality (31%) *strongly* support Congress's efforts to mandate lease sales, open federal lands for drilling, and dispose of Biden's failed energy policies.
- The government's budget is bloated, and voters aren't willing to fund its debt anymore. **Only 15% believe the debt ceiling should be raised *without condition***, while nearly three-quarters support slashing spending to address the national debt.
- Voters view Republicans in Congress (45 fav, 50 unfav) virtually the same as they did in December while Democrats (43 fav, 52 unfav) experienced a two-point drop in net favorability, mainly driven by 0 of 4 voters (-24 net fav), college-educated women (-14 net fav), women over 55 (-10 net fav), and Hispanic voters (-12 net fav).
- **Union members** (-16 net), **voters aged 30-54** (-13 net), and **minority voters** (-19 net) are down from their December highs and have narrowed the generic ballot for congressional Republicans from 48 - 45 to 47 - 45.
  - While swing voters are 5 points more undecided on the generic ballot than they were in December, their image of Republicans in Congress (41 fav) is 4 points more favorable than Democrats (37 fav), a key signal of momentum for competitive races.
- Inflation and the economy are still top-of-mind for voters by an 8-point margin, but it continues a trend downward as **Democrats under age 55** (-12 inflation) have shifted their concerns since December to other priorities like healthcare (+9) and threats to democracy (+6).
- A majority of voters think the impact of inflation will get better or stay about the same in 2025, but a plurality (40%) believe it will get worse, mainly driven by liberals (75%) and moderates (43%).
  - Even a plurality of **swing voters** (39%) is **expecting inflation to worsen**, making inflation a vital messaging component for Republicans to focus on heading into 2026.

## Insights & Analysis

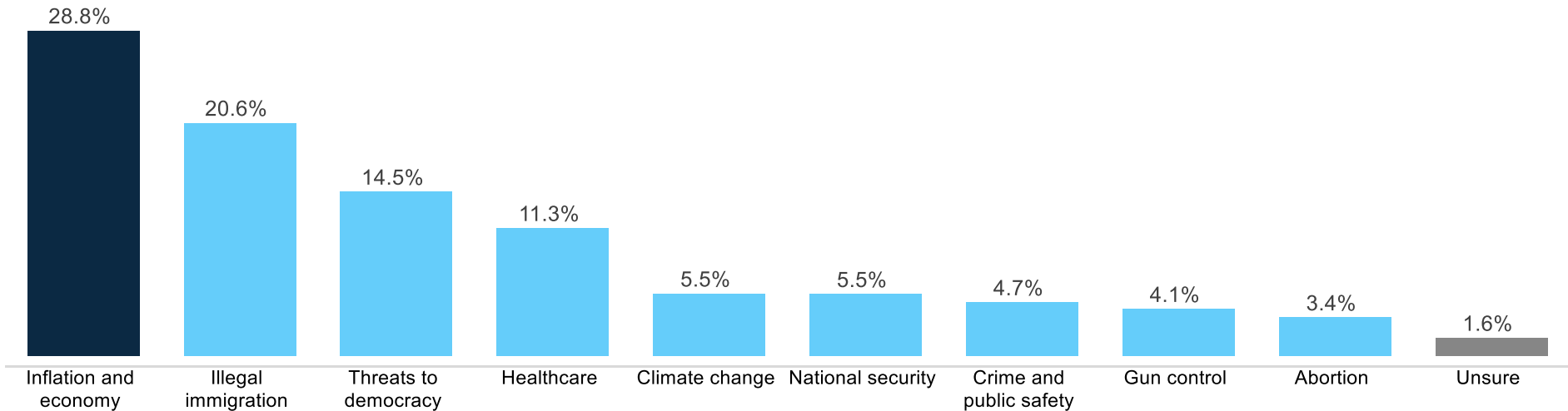
- There's a stark contrast between men and women on the future of inflation with men 8 points more likely to believe the cost of living will get better or stay about the same compared to women who are more fearful about rising prices.
- **Most voters support Congress maintaining the status quo** on both **Trump's Tax Cuts** (32% permanent, 27% extend some) and Biden's Affordable Care Act expansion (40% make permanent, 15% extend some), although allowing Biden's ACA expansion to expire (38%) is 10 points more popular than eliminating the Trump Tax Cuts (28%).
  - Nearly a third (31%) of Democrats believe at least some of Trump's Tax Cuts should be extended, compared to only 24% of Republicans who support keeping Biden's ACA expansion at least somewhat intact.
- **In Republican primaries, Trump is the kingmaker.** More than a quarter (26%) of GOP primary voters would *definitely* vote for a Trump endorsed candidate, 44% would more strongly consider voting for Trump's pick.
  - Notably, urban Republican primary voters are 14 points more likely than suburban or rural voters to *definitely* vote for a Trump endorsed candidate – a testament to major cities failing under liberal policies.
  - Among Republican primary **voters who self-identify as very conservative** (48% of GOP primary voters), **38% would definitely vote for Trump's endorsed candidate** with another 43% ready to more strongly consider his choice.
- Traditionally less engaged with political news, **women under 55 and swing voters have shown a notable surge in interest.** Younger women are now 8 points more likely to follow political news 'a great deal', while swing voters have increased by 6 points. Although, more than a third of both groups are still only paying a moderate amount of attention.



## Insights & Analysis

- Segmentation analysis identified three groups via machine learning: **GOP Base** (37%), **Dem Base** (36%), and **Moderates** (28%).
  - The **Moderates** segment is the **youngest** with 52% under age 45. They are the most likely to live in an **urban** community, and least likely to live in a suburban community. They are both the most likely to be **parents** and most likely to be **single**. These are **working-class** voters with the highest rate of employment (61%) of any segment, while simultaneously **earning the least** with 42% earning less than \$50,000 annually and being the least likely to hold a degree. They are **uber concerned about inflation and the economy** (43%) with no other priority within 30 points. These voters are the least determined to participate in the 2026 general election and 49% would rather see a divided government than a unified congress under Trump.

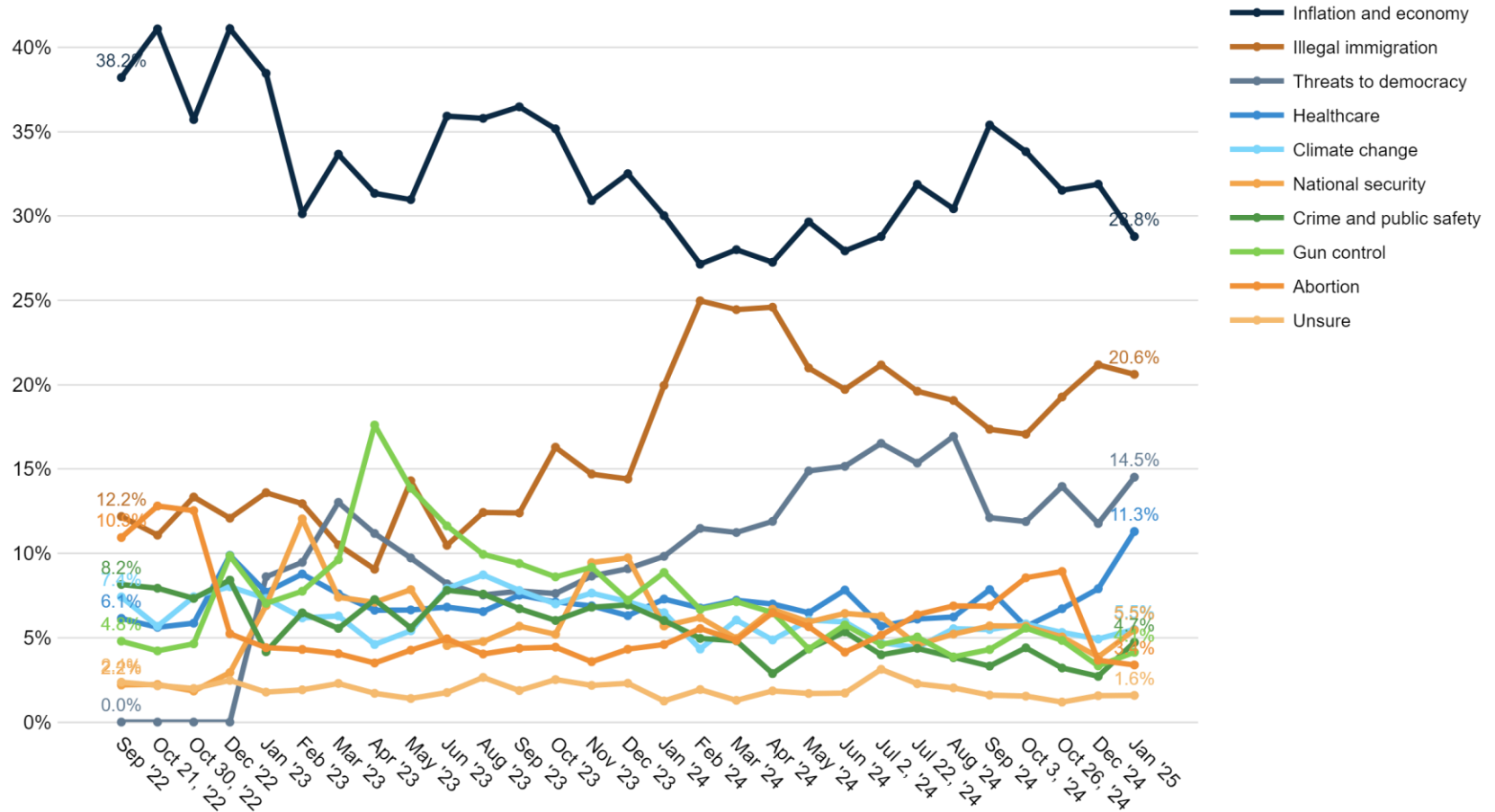
# Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	33%	24%	36%	24%	29%	29%	28%	28%	33%	35%	20%	28%	35%	27%	32%	28%	28%	28%	33%	27%	28%	29%	29%	38%	34%	23%	21%	35%	25%	35%	29%	28%
Illegal immigration	11%	26%	17%	29%	19%	27%	21%	16%	41%	15%	2%	23%	5%	19%	15%	13%	23%	14%	18%	27%	12%	21%	27%	12%	40%	2%	13%	3%	16%	17%	24%	22%
Threats to democracy	12%	18%	11%	16%	17%	11%	14%	17%	3%	12%	29%	14%	15%	18%	10%	19%	15%	15%	14%	14%	18%	14%	12%	8%	3%	27%	10%	0%	8%	10%	9%	18%
Healthcare	16%	8%	15%	7%	10%	12%	10%	14%	5%	11%	19%	10%	13%	13%	13%	15%	11%	13%	12%	10%	15%	11%	9%	13%	5%	17%	14%	13%	15%	11%	12%	10%
Climate change	5%	6%	5%	6%	6%	5%	5%	6%	1%	6%	10%	5%	5%	7%	6%	7%	5%	6%	5%	5%	5%	7%	3%	6%	1%	10%	11%	0%	8%	4%	7%	5%
National security	3%	6%	4%	9%	8%	5%	5%	5%	7%	8%	2%	7%	3%	1%	4%	4%	5%	4%	6%	7%	4%	5%	7%	7%	8%	2%	6%	4%	5%	5%	9%	5%
Crime and public safety	6%	4%	5%	4%	6%	3%	6%	3%	7%	6%	2%	5%	7%	4%	8%	3%	4%	6%	4%	5%	7%	3%	6%	7%	6%	3%	13%	12%	9%	6%	2%	4%
Gun control	5%	6%	2%	3%	3%	3%	5%	5%	1%	3%	9%	3%	10%	4%	6%	5%	3%	7%	3%	2%	3%	5%	4%	4%	1%	8%	6%	0%	5%	5%	4%	4%
Abortion	6%	2%	3%	2%	2%	3%	5%	3%	1%	3%	6%	3%	5%	4%	4%	3%	4%	4%	3%	3%	5%	4%	1%	3%	1%	5%	2%	27%	5%	4%	4%	2%
Unsure	3%	1%	1%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	0%	3%	1%	2%	5%	6%	3%	2%	0%	1%

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

# Trend: Top Priority

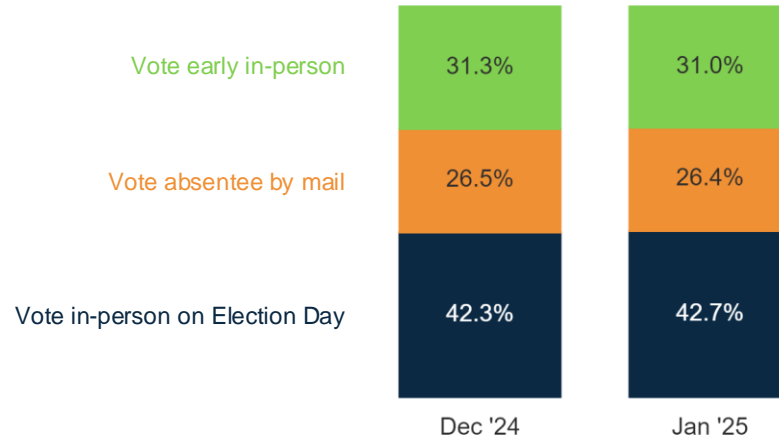


# Percent Change: Top Priority (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	-9%	0%	-6%	2%	-3%	0%	-7%	-1%	-2%	-1%	-6%	-2%	-1%	-17%	-7%	-3%	-5%	-4%	1%	-3%	-5%	-3%	-1%	-4%	-1%	-5%	-16%	8%	-14%	-4%	-2%	-1%
Illegal immigration	0%	5%	-3%	-5%	-6%	-2%	3%	3%	1%	-4%	0%	1%	-5%	5%	-1%	-3%	3%	3%	-4%	-4%	-3%	2%	-2%	-3%	-3%	1%	4%	-4%	8%	0%	-3%	-1%
Threats to democracy	0%	3%	5%	2%	4%	4%	5%	-2%	0%	2%	6%	2%	-1%	11%	1%	9%	1%	3%	4%	3%	8%	1%	2%	2%	1%	4%	8%	0%	5%	0%	-3%	4%
Healthcare	4%	1%	6%	2%	1%	7%	2%	4%	2%	2%	6%	2%	5%	6%	3%	4%	2%	3%	3%	5%	7%	3%	2%	4%	2%	5%	2%	6%	1%	5%	5%	3%
Climate change	0%	3%	-2%	1%	-1%	0%	3%	0%	0%	1%	1%	-1%	3%	2%	-1%	1%	1%	2%	0%	-1%	-1%	1%	0%	1%	0%	3%	3%	-7%	2%	-1%	3%	0%
National security	1%	1%	1%	4%	3%	2%	2%	0%	2%	3%	0%	2%	1%	-2%	1%	2%	2%	0%	4%	2%	-1%	1%	4%	3%	3%	1%	1%	4%	1%	2%	6%	1%
Crime and public safety	3%	2%	2%	1%	4%	-1%	3%	2%	3%	3%	0%	3%	4%	-2%	4%	-3%	2%	3%	2%	1%	5%	0%	3%	4%	3%	1%	6%	-21%	3%	2%	-3%	3%
Gun control	1%	2%	-1%	1%	1%	0%	2%	0%	0%	0%	2%	0%	4%	3%	3%	2%	1%	2%	-1%	1%	-2%	1%	2%	1%	0%	2%	2%	0%	1%	1%	0%	1%
Abortion	2%	-3%	-1%	2%	1%	0%	-1%	-1%	0%	1%	-1%	0%	-2%	-1%	1%	0%	1%	-2%	-1%	1%	1%	-1%	-1%	0%	0%	-1%	-5%	27%	-3%	0%	0%	-1%
Unsure	2%	0%	0%	-1%	0%	-1%	0%	1%	-1%	0%	1%	0%	1%	0%	1%	0%	1%	-2%	0%	0%	1%	-2%	0%	-1%	1%	1%	-6%	2%	2%	-1%	-1%	



# Vote Method



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Married	M Unmarried	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	62%	62%	65%	64%	67%	63%	59%	66%	62%	63%	65%	63%	62%	63%	65%	67%	66%	59%	64%	65%	65%	64%	60%	57%	61%	67%	58%	37%	51%	55%	63%	68%
Probably vote	38%	38%	35%	36%	33%	37%	41%	34%	38%	37%	35%	37%	38%	37%	35%	33%	34%	41%	36%	35%	35%	36%	40%	43%	39%	33%	42%	63%	49%	45%	37%	32%
Vote in-person on Election Day	49%	36%	48%	39%	42%	45%	42%	42%	50%	39%	37%	43%	41%	42%	50%	38%	45%	39%	47%	41%	39%	41%	48%	42%	49%	36%	53%	48%	49%	46%	47%	40%
Vote absentee by mail	23%	33%	23%	25%	26%	22%	27%	31%	17%	31%	33%	25%	24%	29%	19%	32%	27%	29%	23%	25%	29%	29%	19%	30%	17%	35%	24%	41%	23%	24%	19%	28%
Vote early in-person	28%	31%	29%	35%	32%	33%	31%	28%	33%	30%	29%	31%	35%	29%	30%	31%	28%	32%	30%	34%	32%	29%	33%	28%	34%	29%	23%	11%	29%	31%	34%	32%
Definitely vote in-person on Election Day	35%	23%	35%	24%	28%	30%	28%	29%	33%	25%	27%	29%	29%	32%	37%	26%	31%	26%	33%	27%	30%	27%	31%	23%	32%	26%	36%	25%	28%	29%	33%	28%
Probably vote in-person on Election Day	14%	13%	13%	15%	13%	15%	14%	13%	17%	14%	10%	14%	12%	10%	14%	11%	14%	12%	14%	14%	10%	14%	17%	19%	17%	9%	18%	23%	20%	17%	14%	12%
Definitely vote absentee by mail	15%	23%	15%	17%	18%	14%	17%	22%	11%	20%	22%	17%	13%	17%	14%	22%	20%	18%	16%	16%	19%	20%	12%	19%	11%	24%	15%	8%	11%	12%	14%	20%
Probably vote absentee by mail	8%	11%	8%	8%	8%	8%	10%	9%	6%	11%	11%	8%	11%	12%	6%	10%	8%	11%	7%	9%	9%	9%	8%	11%	5%	11%	9%	33%	11%	11%	5%	8%
Definitely vote early in-person	13%	17%	16%	22%	20%	18%	14%	16%	17%	18%	16%	17%	20%	14%	15%	18%	15%	14%	15%	21%	16%	17%	17%	15%	18%	16%	8%	3%	11%	14%	16%	19%
Probably vote early in-person	16%	14%	13%	13%	12%	14%	17%	12%	16%	12%	14%	14%	15%	15%	15%	13%	12%	18%	14%	13%	16%	12%	16%	13%	16%	12%	15%	7%	18%	16%	18%	13%

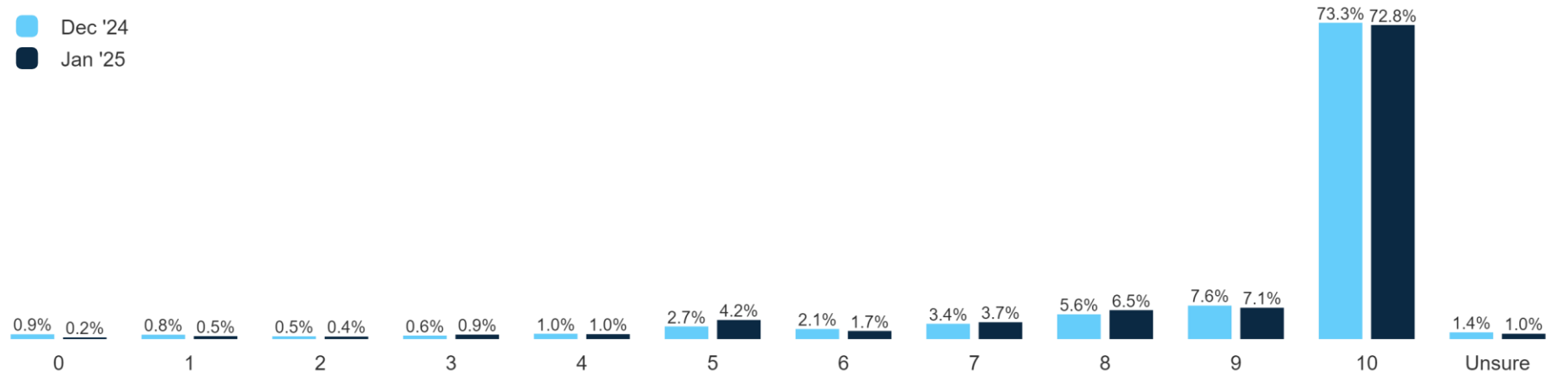
How do you plan to vote in the November 2026 general election for U.S. Congress and state offices?

# Percent Change: Vote Method (Dec '24 to Jan '25)

		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	Definitely vote	-3%	-6%	9%	-1%	2%	6%	-12%	4%	-1%	3%	-3%	-1%	-5%	-5%	0%	-1%	-4%	-6%	3%	4%	-2%	0%	-2%	-1%	-1%	1%	-9%	-38%	-8%	-2%	6%	0%
	Probably vote	3%	6%	-9%	1%	-2%	-6%	12%	-4%	1%	-3%	3%	1%	5%	5%	0%	1%	4%	6%	-3%	-4%	2%	0%	2%	1%	-1%	9%	38%	8%	2%	-6%	0%	
	Vote in-person on Election Day	2%	2%	-3%	1%	-1%	-1%	-2%	6%	-2%	1%	3%	0%	2%	7%	2%	-5%	3%	0%	1%	-2%	-4%	4%	-2%	-1%	-2%	3%	15%	18%	5%	-2%	-1%	0%
	Vote absentee by mail	-4%	0%	7%	-2%	2%	1%	1%	-5%	1%	-2%	-2%	-2%	2%	0%	-2%	6%	-1%	-3%	-3%	4%	3%	-1%	-1%	1%	1%	-2%	1%	13%	-9%	-2%	-1%	1%
	Vote early in-person	2%	-1%	-4%	2%	-1%	0%	1%	-1%	1%	1%	-1%	2%	-4%	-7%	0%	-1%	-3%	3%	2%	-2%	0%	-2%	3%	0%	1%	-1%	-16%	-32%	4%	3%	2%	-1%
Definitely vote in-person on Election Day	1%	-2%	-2%	-1%	-1%	-2%	-6%	6%	-4%	0%	2%	-1%	-2%	4%	2%	-6%	0%	-1%	1%	-3%	-5%	1%	-2%	-5%	-5%	3%	6%	-5%	-4%	-3%	0%	-1%	
Probably vote in-person on Election Day	1%	4%	-1%	2%	0%	1%	4%	0%	2%	1%	1%	1%	4%	3%	0%	1%	4%	1%	0%	1%	1%	2%	1%	4%	3%	-1%	9%	23%	8%	2%	-1%	1%	
Definitely vote absentee by mail	-2%	-3%	7%	-2%	1%	3%	-2%	-4%	2%	1%	-5%	-2%	-3%	-2%	-2%	2%	-2%	-4%	0%	3%	3%	-2%	-2%	1%	3%	-4%	2%	-12%	-4%	-1%	5%	-1%	
Probably vote absentee by mail	-1%	3%	-1%	0%	1%	-2%	2%	-1%	-1%	-3%	3%	0%	5%	2%	1%	4%	1%	0%	-3%	1%	0%	0%	1%	0%	-2%	2%	-1%	26%	-5%	-1%	-6%	2%	
Definitely vote early in-person	-1%	-1%	3%	3%	1%	5%	-4%	3%	0%	3%	0%	2%	0%	-6%	1%	2%	-1%	-1%	1%	4%	-1%	1%	2%	3%	1%	1%	-17%	-21%	-1%	2%	1%	1%	
Probably vote early in-person	3%	0%	-7%	-1%	-2%	-6%	6%	-3%	0%	-2%	-1%	0%	-4%	-1%	-1%	-3%	-1%	4%	1%	-6%	1%	-3%	1%	-3%	1%	-2%	1%	-10%	5%	1%	1%	-2%	

# Election Determination

Dec '24  
Jan '25



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Low-Determination (0-5)	12%	3%	11%	3%	3%	10%	11%	3%	6%	11%	6%	6%	9%	11%	11%	7%	5%	10%	11%	4%	8%	7%	7%	13%	6%	7%	29%	37%	25%	13%	7%	1%
Mid-Determination (6-9)	24%	13%	28%	13%	17%	23%	17%	19%	21%	20%	17%	18%	20%	27%	24%	17%	17%	19%	23%	18%	20%	19%	18%	29%	21%	17%	39%	30%	36%	33%	37%	10%
High-Determination (10)	64%	83%	61%	83%	79%	66%	71%	78%	72%	68%	77%	76%	70%	60%	64%	75%	77%	69%	65%	77%	71%	73%	75%	57%	71%	76%	33%	25%	39%	53%	53%	88%
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%	1%	0%	0%	0%
1	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	2%	1%	2%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	4%	8%	2%	0%	0%	0%
2	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	3%	0%	3%	1%	0%	0%
3	2%	0%	1%	1%	0%	1%	1%	0%	1%	2%	0%	1%	2%	0%	1%	1%	1%	2%	0%	1%	1%	0%	2%	0%	1%	3%	19%	2%	2%	0%	0%	
4	1%	0%	2%	1%	1%	2%	1%	0%	1%	2%	1%	1%	1%	2%	2%	1%	0%	1%	2%	1%	0%	1%	2%	2%	1%	1%	6%	0%	4%	2%	0%	0%
5	7%	2%	6%	1%	2%	5%	7%	2%	3%	5%	4%	3%	4%	7%	6%	3%	4%	6%	6%	2%	6%	4%	4%	7%	4%	4%	12%	10%	13%	8%	7%	1%
6	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	0%	3%	1%	1%	2%	2%	1%	1%	2%	2%	4%	2%	1%	0%	13%	2%	4%	2%	0%
7	5%	2%	6%	2%	4%	4%	4%	3%	3%	4%	4%	3%	8%	7%	4%	5%	2%	5%	4%	4%	4%	3%	4%	6%	3%	4%	9%	0%	8%	8%	9%	1%
8	8%	4%	9%	5%	5%	9%	7%	6%	7%	6%	6%	6%	1%	11%	8%	4%	7%	6%	8%	6%	6%	7%	6%	10%	7%	6%	16%	4%	12%	13%	14%	3%
9	7%	5%	10%	6%	8%	8%	5%	8%	9%	7%	5%	7%	9%	9%	9%	7%	6%	6%	9%	7%	8%	7%	6%	9%	9%	6%	13%	12%	14%	8%	12%	5%
10	64%	83%	61%	83%	79%	66%	71%	78%	72%	68%	77%	76%	70%	60%	64%	75%	77%	69%	65%	77%	71%	73%	75%	57%	71%	76%	33%	25%	39%	53%	53%	88%
Unsure	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	8%	0%	1%	3%	1%	

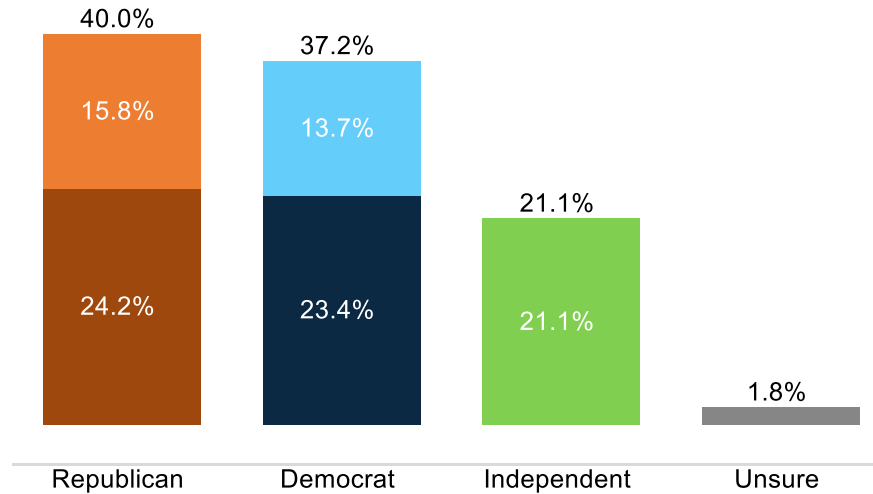
On a scale of 0 to 10, how determined are you to vote in the November 2026 general elections for U.S. Congress, with 0 meaning not determined at all and 10 meaning extremely determined?

# Percent Change: Election Determination (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Low-Determination (0-5)	1%	0%	-1%	1%	-1%	0%	2%	-1%	-1%	2%	1%	0%	-4%	-2%	0%	-3%	0%	2%	2%	-1%	-1%	1%	0%	0%	1%	11%	30%	4%	0%	-2%	-1%	
Mid-Determination (6-9)	0%	4%	-4%	0%	-2%	-1%	-1%	5%	3%	-4%	0%	1%	-2%	-1%	-3%	-2%	3%	2%	-4%	-1%	-1%	2%	-2%	-4%	3%	0%	-9%	-44%	-4%	1%	15%	0%
High-Determination (10)	0%	-4%	5%	-3%	2%	1%	1%	-4%	-2%	3%	0%	-1%	8%	3%	4%	6%	-2%	-2%	2%	1%	3%	-3%	1%	4%	-3%	-1%	2%	6%	5%	0%	-14%	1%
0	-1%	0%	-2%	0%	0%	-2%	0%	-1%	-1%	-1%	0%	0%	-2%	-2%	-1%	-2%	-1%	0%	-3%	0%	0%	0%	-2%	-1%	0%	0%	0%	0%	-1%	-2%	-4%	0%
1	-1%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	0%	-1%	-1%	-1%	0%	-1%	8%	-2%	-2%	-1%	0%	
2	0%	0%	1%	-1%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	-1%	1%	0%	0%	
3	1%	0%	0%	1%	0%	1%	1%	0%	0%	2%	0%	0%	1%	-2%	0%	0%	1%	1%	0%	-1%	1%	0%	0%	0%	0%	-2%	19%	-1%	2%	-1%	0%	
4	0%	0%	-1%	1%	1%	-1%	0%	-1%	0%	0%	-1%	0%	-2%	2%	-1%	-1%	0%	0%	0%	-1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	
5	3%	1%	1%	1%	-1%	2%	3%	0%	1%	0%	2%	1%	-1%	2%	2%	0%	1%	3%	3%	0%	3%	1%	1%	2%	1%	2%	11%	3%	7%	0%	4%	0%
6	-1%	1%	-1%	0%	-1%	-1%	-1%	0%	-1%	0%	0%	0%	0%	-6%	-1%	-3%	-1%	1%	-1%	0%	0%	-1%	-1%	1%	0%	0%	-7%	-1%	-4%	1%	-2%	0%
7	1%	-1%	0%	1%	2%	0%	-1%	1%	0%	1%	1%	0%	0%	3%	0%	1%	0%	0%	-2%	2%	-1%	0%	1%	1%	0%	1%	-6%	-17%	-4%	0%	5%	0%
8	1%	2%	1%	0%	-1%	1%	1%	2%	2%	-1%	1%	0%	-2%	5%	1%	2%	3%	0%	1%	0%	-1%	2%	1%	-1%	2%	1%	6%	-24%	2%	2%	6%	0%
9	0%	1%	-3%	0%	-2%	-1%	-1%	2%	2%	-3%	-2%	0%	0%	-2%	-3%	-2%	1%	0%	-2%	-2%	0%	1%	-3%	-4%	2%	-2%	-3%	-2%	3%	-2%	6%	-1%
10	0%	-4%	5%	-3%	2%	1%	1%	-4%	-2%	3%	0%	-1%	8%	3%	4%	6%	-2%	-2%	2%	1%	3%	-3%	1%	4%	-3%	-1%	2%	6%	5%	0%	-14%	1%
Unsure	-2%	-1%	0%	1%	1%	0%	-2%	0%	1%	-1%	-1%	0%	-2%	-1%	-1%	-1%	0%	-2%	0%	1%	-1%	0%	0%	0%	-1%	-5%	8%	-5%	0%	2%	0%	



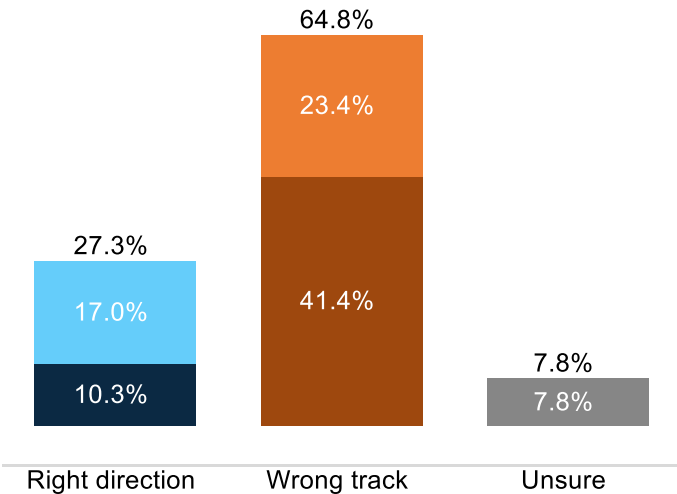
# Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican	31%	43%	43%	44%	37%	50%	42%	30%	46%	16%	35%	44%	30%	39%	47%	24%	40%	52%	30%	79%	3%	44%	21%	42%	47%	39%	39%		
Independent	20%	17%	24%	24%	25%	23%	16%	21%	21%	18%	16%	19%	24%	16%	20%	27%	22%	21%	21%	42%	19%	20%	23%	50%	22%	19%	24%	20%	
Democrat	47%	39%	32%	30%	36%	26%	39%	46%	31%	64%	46%	34%	45%	38%	48%	34%	29%	53%	38%	24%	23%	1%	76%	32%	28%	33%	33%	37%	39%
Strongly Republican	18%	28%	22%	28%	23%	28%	28%	17%	27%	12%	25%	24%	16%	26%	20%	22%	28%	17%	24%	31%	6%	50%	1%	28%	16%	27%	25%	22%	24%
Mostly Republican	13%	15%	20%	16%	14%	22%	14%	14%	19%	4%	10%	21%	14%	18%	9%	17%	19%	7%	16%	22%	23%	29%	3%	16%	6%	15%	22%	17%	15%
Mostly Democratic	16%	13%	14%	12%	16%	11%	12%	16%	12%	18%	13%	12%	16%	13%	15%	14%	13%	15%	15%	10%	16%	1%	27%	8%	14%	9%	16%	11%	14%
Strongly Democratic	31%	26%	18%	18%	21%	16%	27%	30%	19%	46%	34%	22%	29%	24%	32%	20%	16%	38%	23%	14%	7%	0%	48%	24%	15%	24%	16%	26%	25%
Unsure	3%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	3%	2%	2%	0%	2%	2%	2%	2%	5%	1%	1%	1%	0%	3%	1%	1%	2%	

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

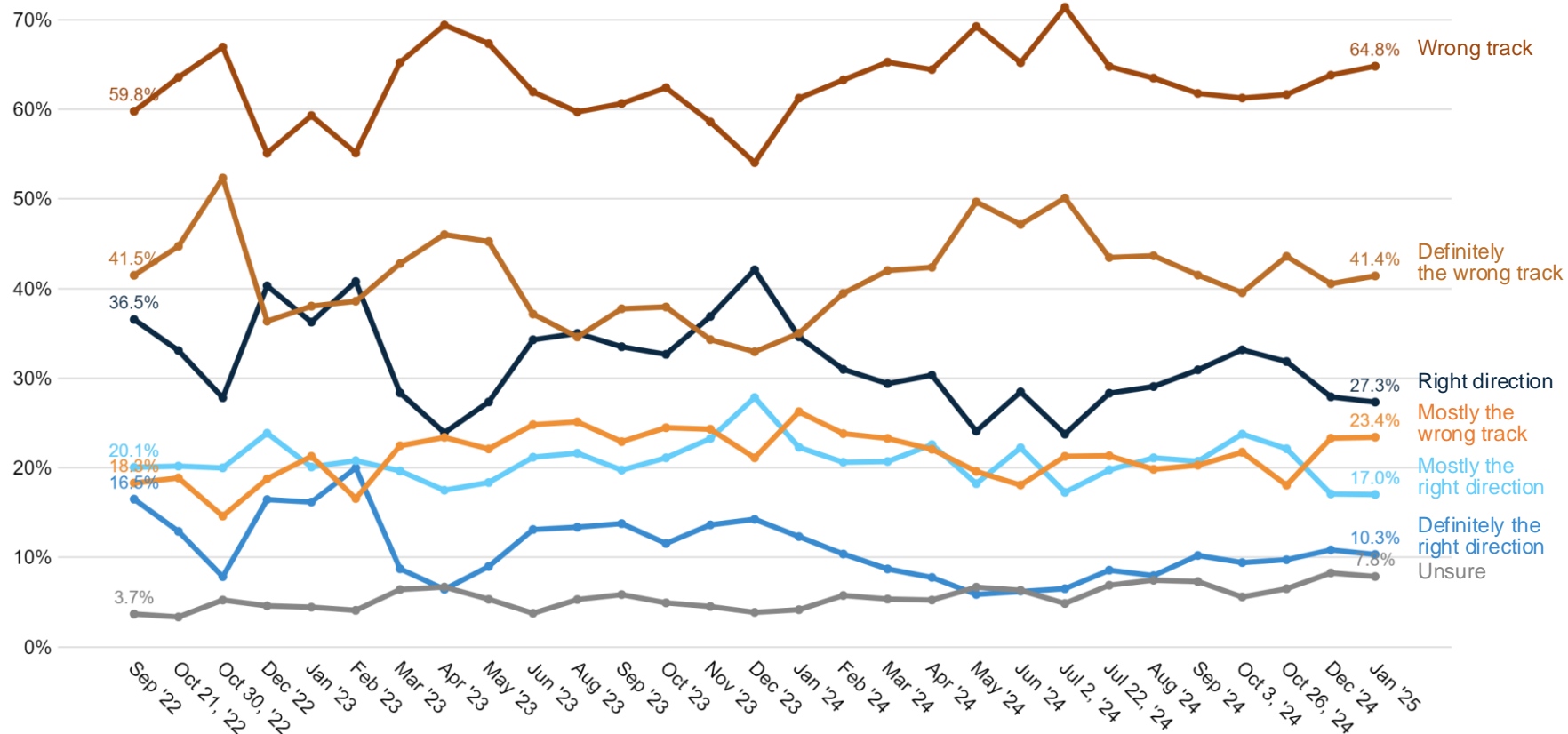
# US Direction



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Right direction	24%	24%	36%	27%	28%	35%	28%	19%	39%	21%	20%	27%	33%	29%	33%	27%	25%	23%	37%	28%	30%	25%	29%	27%	37%	19%	45%	48%	38%	36%	26%	23%
	Wrong track	68%	64%	57%	69%	68%	59%	62%	71%	53%	69%	74%	66%	61%	62%	60%	65%	63%	70%	57%	67%	64%	66%	63%	61%	54%	75%	51%	52%	53%	56%	65%	69%
	Definitely the right direction	8%	10%	12%	11%	10%	13%	10%	7%	18%	5%	5%	11%	11%	11%	12%	9%	10%	8%	14%	11%	12%	8%	13%	4%	17%	5%	22%	13%	17%	11%	10%	9%
	Mostly the right direction	16%	14%	24%	15%	17%	22%	17%	12%	21%	16%	15%	16%	22%	18%	20%	18%	15%	15%	24%	17%	19%	17%	16%	22%	20%	14%	23%	35%	21%	25%	16%	14%
	Mostly the wrong track	23%	23%	24%	24%	25%	23%	20%	27%	19%	28%	25%	24%	25%	24%	24%	23%	23%	23%	22%	25%	23%	23%	24%	33%	20%	27%	25%	33%	26%	23%	20%	23%
	Definitely the wrong track	45%	41%	33%	46%	43%	36%	42%	44%	34%	40%	49%	42%	36%	38%	36%	42%	40%	47%	35%	42%	40%	43%	39%	28%	34%	48%	26%	19%	27%	33%	46%	46%
	Unsure	8%	12%	6%	4%	4%	6%	10%	10%	8%	10%	6%	7%	5%	9%	7%	8%	13%	8%	6%	5%	6%	9%	8%	12%	9%	6%	4%	0%	9%	8%	9%	7%

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

# Trend: US Direction

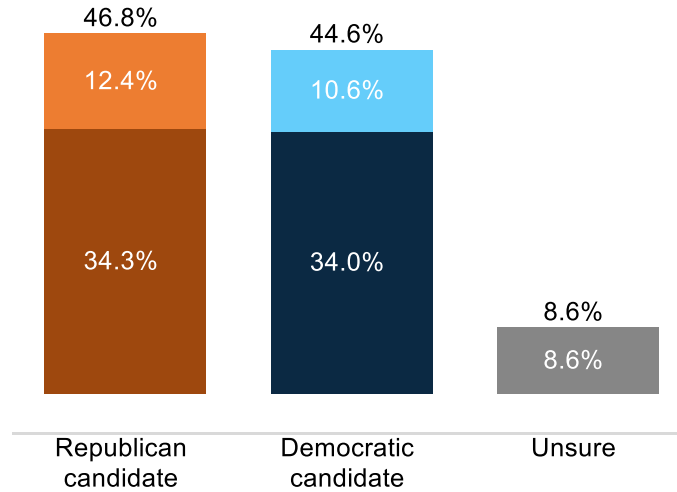


# Percent Change: US Direction (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	-2%	-2%	2%	0%	4%	-1%	-3%	-2%	-1%	-1%	1%	0%	2%	0%	1%	-5%	-3%	-2%	-2%	2%	5%	-3%	-1%	-2%	0%	1%	-6%	-13%	-7%	7%	-2%	-1%
Wrong track	2%	-1%	-1%	4%	-2%	5%	2%	-2%	-1%	0%	1%	0%	5%	-1%	0%	4%	-1%	2%	4%	1%	1%	0%	2%	2%	-2%	2%	11%	20%	6%	-6%	2%	2%
Definitely the right direction	0%	-2%	-1%	1%	2%	-2%	-2%	0%	-1%	0%	1%	1%	-1%	0%	1%	-2%	-1%	-1%	-4%	2%	1%	-2%	1%	-2%	-1%	1%	4%	-9%	2%	-3%	2%	-1%
Mostly the right direction	-2%	0%	3%	0%	2%	1%	-1%	-2%	0%	-1%	1%	0%	3%	0%	0%	-2%	-2%	-1%	2%	1%	4%	-1%	-1%	-1%	1%	0%	-10%	-4%	-9%	10%	-4%	-1%
Mostly the wrong track	-4%	1%	-1%	5%	2%	2%	-3%	0%	2%	-1%	-2%	0%	7%	-2%	1%	3%	-2%	-1%	2%	2%	-3%	0%	2%	0%	1%	-1%	3%	8%	4%	0%	-6%	0%
Definitely the wrong track	6%	-2%	0%	-1%	-4%	2%	5%	-2%	-3%	1%	4%	0%	-3%	1%	-1%	1%	1%	3%	2%	-1%	4%	0%	0%	2%	-3%	3%	7%	12%	2%	-6%	8%	1%
Unsure	1%	3%	-1%	-5%	-2%	-4%	0%	4%	1%	1%	-3%	0%	-6%	1%	0%	1%	4%	0%	-2%	-4%	-6%	2%	-1%	0%	2%	-3%	-4%	-7%	2%	-1%	0%	0%



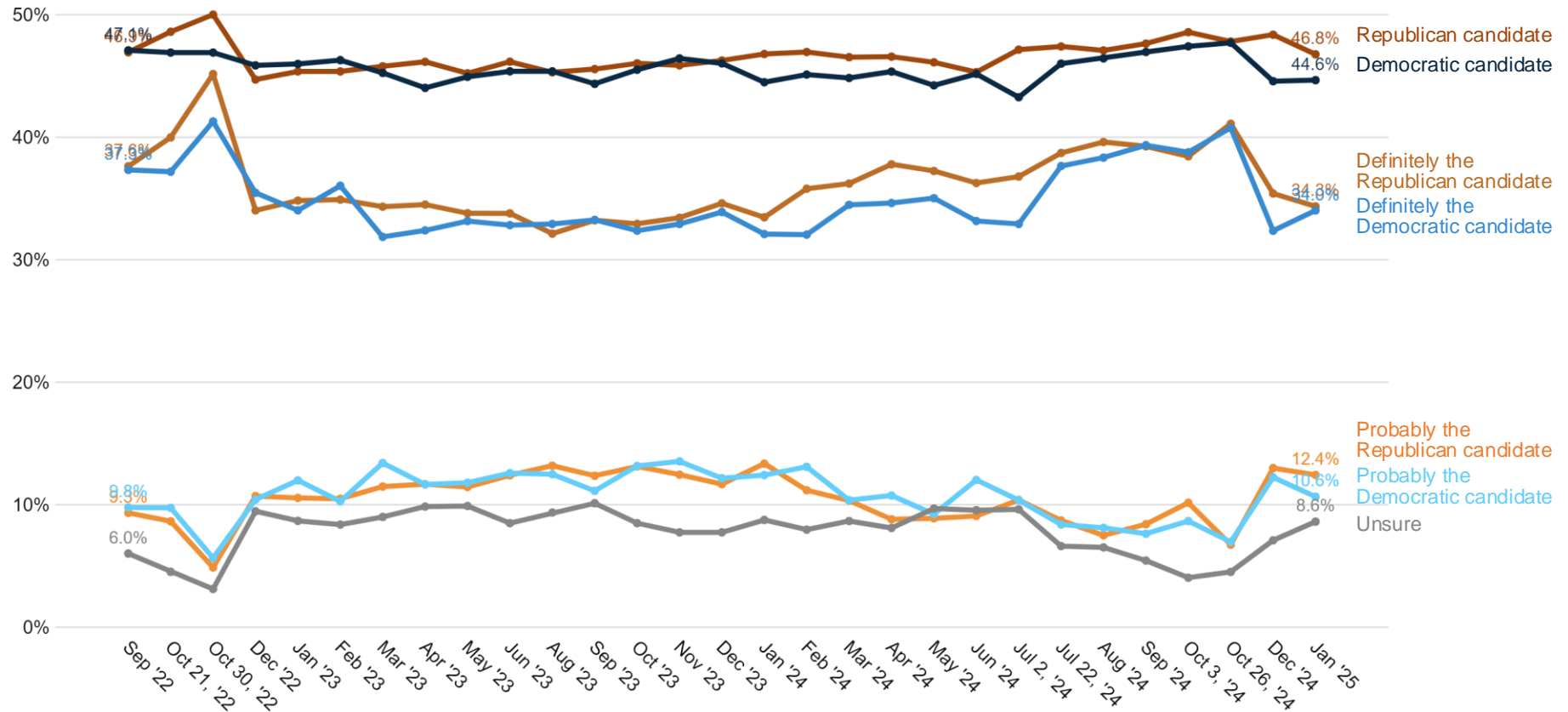
# Generic Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	36%	48%	50%	53%	44%	59%	46%	38%	94%	39%	1%	53%	19%	43%	50%	35%	49%	36%	49%	54%	33%	45%	60%	39%	92%	3%	49%	32%	49%	50%	49%	46%
Democratic candidate	54%	44%	42%	37%	46%	34%	47%	52%	3%	35%	96%	39%	72%	54%	42%	56%	43%	54%	44%	37%	59%	46%	32%	34%	3%	88%	48%	54%	43%	39%	43%	46%
Definitely the Republican candidate	22%	40%	35%	40%	31%	43%	36%	26%	75%	20%	0%	40%	12%	27%	32%	22%	37%	26%	32%	41%	23%	32%	47%	0%	70%	1%	29%	32%	29%	35%	35%	35%
Probably the Republican candidate	14%	8%	15%	13%	13%	16%	10%	12%	19%	19%	1%	13%	7%	16%	17%	13%	12%	10%	16%	13%	10%	13%	13%	39%	22%	2%	20%	0%	20%	16%	13%	11%
Probably the Democratic candidate	13%	8%	12%	9%	12%	10%	12%	9%	2%	18%	16%	8%	22%	11%	10%	18%	10%	11%	12%	10%	10%	12%	9%	34%	2%	19%	17%	31%	19%	12%	10%	9%
Definitely the Democratic candidate	41%	35%	30%	29%	34%	25%	35%	43%	1%	17%	80%	31%	50%	43%	32%	37%	33%	43%	32%	27%	49%	34%	23%	0%	1%	69%	30%	22%	24%	27%	32%	38%
Unsure	9%	8%	7%	10%	9%	7%	8%	10%	3%	26%	3%	8%	9%	3%	8%	9%	8%	10%	7%	8%	8%	9%	8%	27%	5%	9%	3%	14%	8%	11%	9%	8%

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?

# Trend: Generic Ballot

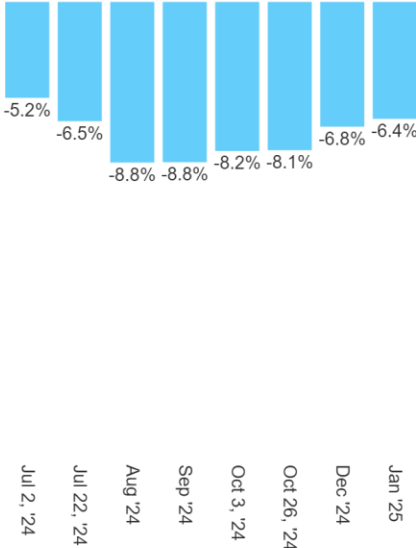


# Generic Ballot Movement

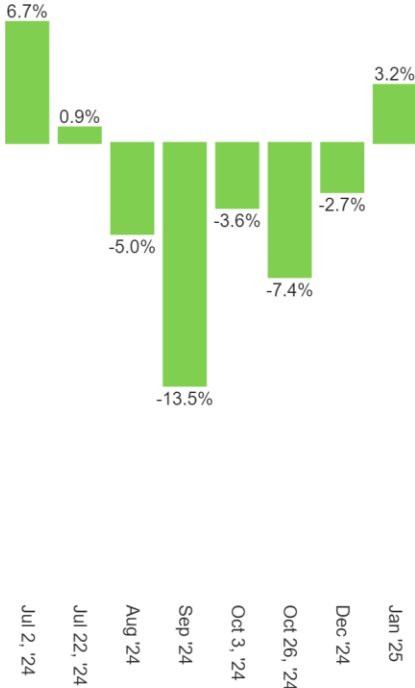
Overall (%Rep-%Dem)



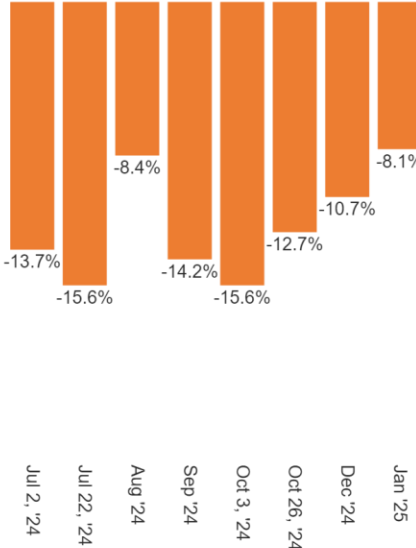
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)

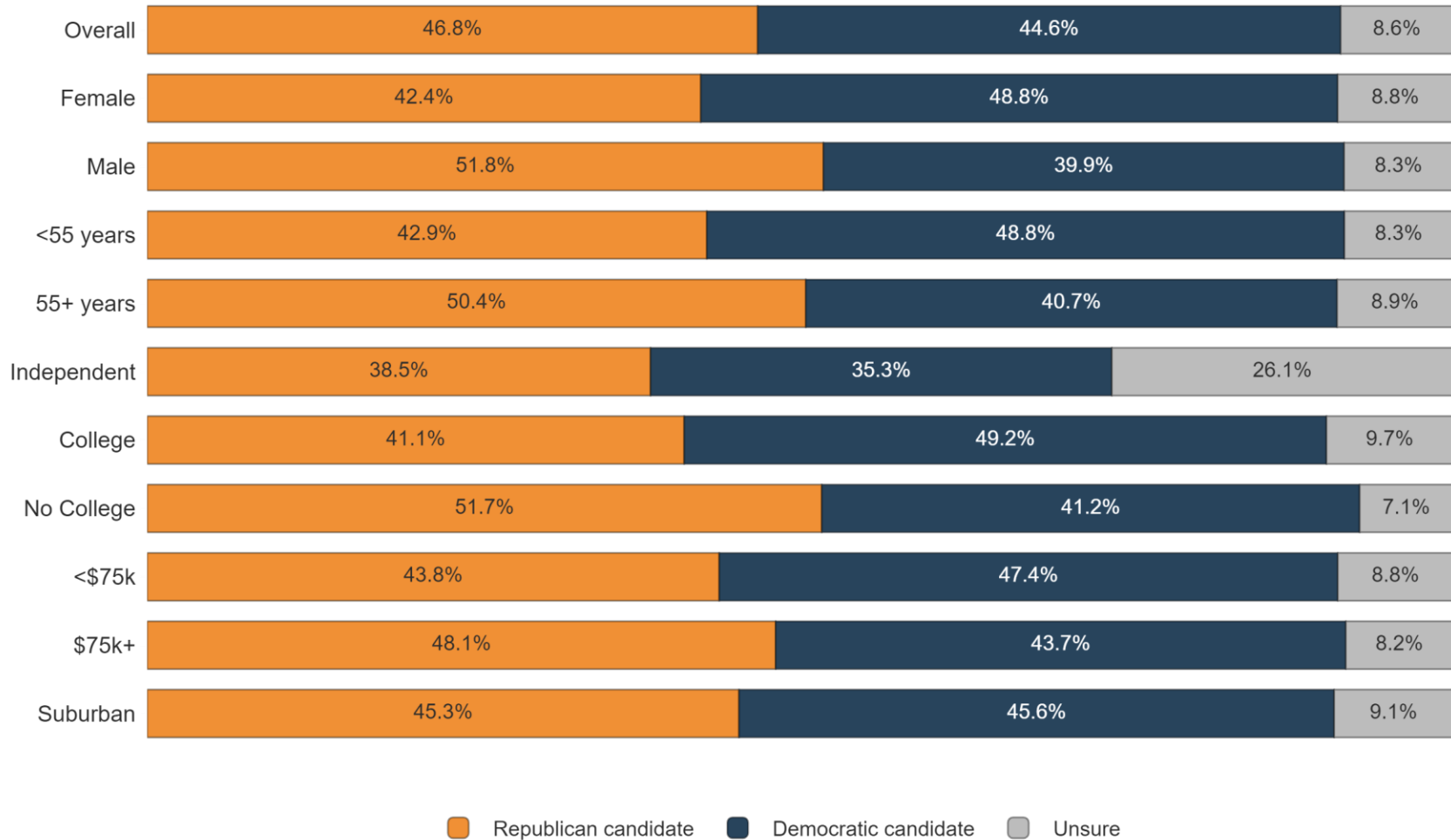


# Percent Change: Generic Ballot (Dec '24 to Jan '25)

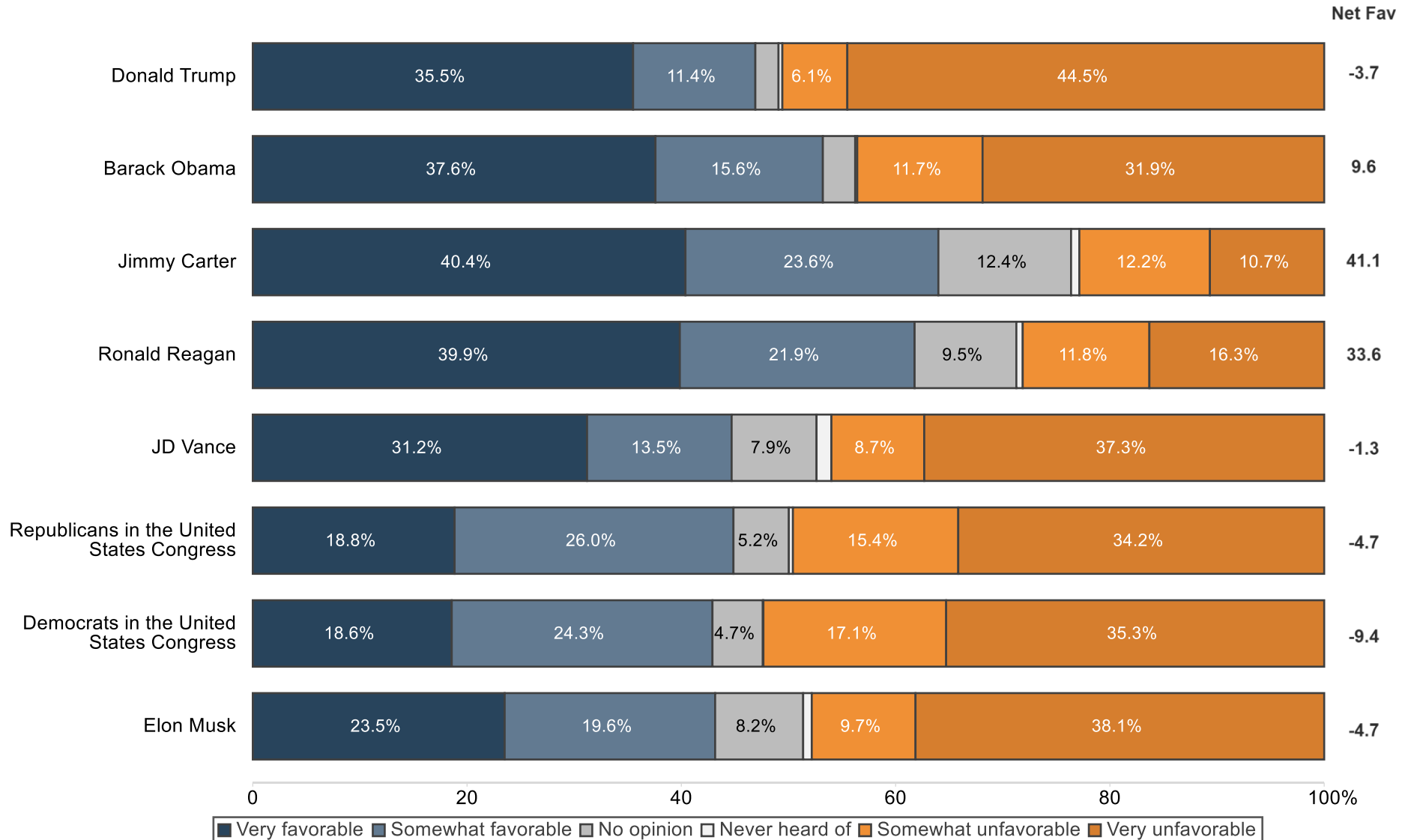
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-7%	5%	-4%	-2%	-4%	-1%	-4%	5%	0%	0%	-2%	2%	-6%	0%	0%	-9%	0%	-2%	1%	-4%	-1%	-1%	-1%	-1%	-3%	0%	-4%	3%	4%	-3%	-9%	-1%
Democratic candidate	4%	-6%	3%	0%	3%	0%	3%	-7%	0%	-6%	3%	-3%	1%	8%	-2%	7%	-2%	-1%	0%	2%	2%	-2%	0%	-4%	2%	-1%	8%	16%	-4%	0%	8%	0%
Definitely the Republican candidate	-6%	7%	-2%	-5%	-5%	-2%	-1%	4%	0%	1%	-1%	1%	-7%	0%	2%	-8%	1%	1%	-6%	-1%	-3%	1%	-2%	0%	-2%	0%	1%	25%	4%	-2%	-6%	-1%
Probably the Republican candidate	-1%	-2%	-2%	3%	1%	0%	-3%	0%	0%	-1%	-1%	0%	1%	0%	-2%	-1%	-1%	-3%	7%	-3%	2%	-2%	0%	-1%	0%	0%	-6%	-22%	0%	0%	-3%	0%
Probably the Democratic candidate	-1%	0%	-5%	-1%	-2%	-3%	1%	-3%	0%	-4%	-3%	-2%	3%	-6%	-4%	3%	-1%	1%	-2%	-3%	-6%	-2%	2%	-4%	1%	-3%	-4%	18%	-6%	-1%	2%	-2%
Definitely the Democratic candidate	5%	-6%	8%	1%	6%	3%	2%	-5%	0%	-2%	6%	-1%	-2%	14%	2%	5%	-1%	-1%	2%	5%	8%	0%	-1%	0%	1%	2%	12%	-2%	1%	1%	6%	1%
Unsure	2%	1%	0%	2%	1%	1%	0%	3%	0%	5%	-1%	1%	6%	-8%	2%	1%	2%	2%	-1%	2%	-2%	3%	1%	5%	1%	2%	-3%	-19%	0%	2%	1%	2%



# Generic Ballot by Key Voter Groups



# Image Tests



# Image Tests Heatmaps

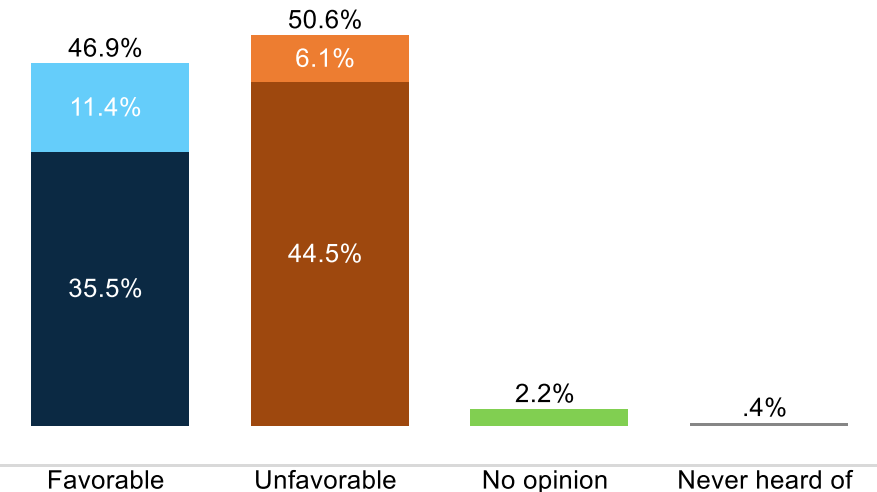
## Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	37%	50%	50%	52%	43%	59%	49%	37%	89%	42%	6%	52%	23%	43%	51%	37%	50%	36%	50%	51%	34%	45%	60%	43%	91%	6%	58%	46%	52%	52%	48%	45%
Barack Obama	63%	51%	54%	44%	55%	43%	54%	61%	16%	52%	94%	48%	80%	59%	55%	62%	53%	61%	54%	46%	68%	54%	41%	55%	16%	91%	57%	55%	52%	58%	52%	53%
Jimmy Carter	65%	72%	55%	63%	66%	52%	68%	69%	43%	66%	85%	64%	72%	57%	59%	70%	69%	68%	62%	57%	67%	66%	58%	63%	43%	86%	55%	32%	58%	66%	61%	66%
Ronald Reagan	49%	70%	57%	72%	64%	65%	64%	54%	86%	64%	35%	68%	38%	49%	61%	50%	66%	52%	62%	66%	52%	62%	68%	65%	85%	39%	53%	38%	57%	73%	56%	62%
JD Vance	35%	43%	50%	51%	45%	56%	45%	33%	84%	38%	8%	49%	27%	41%	51%	35%	45%	33%	46%	53%	32%	43%	58%	39%	84%	8%	60%	51%	51%	45%	44%	44%
Republicans in the United States Congress	34%	46%	52%	49%	42%	58%	45%	34%	87%	33%	7%	50%	26%	40%	50%	36%	45%	35%	51%	50%	35%	43%	56%	41%	82%	9%	51%	49%	47%	51%	45%	43%
Democrats in the United States Congress	52%	45%	37%	36%	42%	32%	47%	50%	8%	32%	88%	38%	73%	49%	45%	51%	42%	55%	41%	33%	55%	44%	32%	37%	8%	79%	48%	42%	47%	43%	39%	43%
Elon Musk	32%	43%	50%	49%	44%	55%	41%	32%	79%	39%	8%	48%	22%	41%	47%	34%	43%	32%	49%	50%	34%	43%	50%	39%	79%	9%	47%	38%	43%	46%	41%	43%

## Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	60%	47%	48%	46%	55%	39%	49%	60%	10%	55%	92%	46%	73%	54%	46%	62%	48%	60%	49%	46%	61%	53%	39%	52%	8%	92%	39%	46%	45%	43%	51%	54%
Barack Obama	33%	46%	42%	53%	41%	54%	43%	36%	81%	41%	5%	49%	16%	41%	42%	33%	45%	34%	43%	51%	30%	43%	55%	39%	81%	7%	35%	45%	42%	39%	46%	45%
Jimmy Carter	16%	19%	26%	32%	25%	33%	16%	20%	41%	20%	5%	24%	12%	24%	24%	18%	19%	16%	22%	34%	18%	23%	27%	18%	40%	6%	29%	38%	21%	13%	25%	25%
Ronald Reagan	36%	22%	31%	24%	32%	24%	24%	35%	8%	24%	53%	24%	44%	35%	26%	40%	24%	33%	28%	27%	37%	28%	21%	21%	8%	49%	27%	19%	27%	17%	28%	31%
JD Vance	53%	46%	41%	43%	50%	36%	42%	60%	10%	46%	85%	43%	57%	54%	39%	57%	46%	53%	44%	41%	56%	49%	33%	43%	8%	84%	30%	28%	33%	35%	50%	51%
Republicans in the United States Congress	58%	46%	45%	49%	57%	38%	44%	62%	10%	57%	88%	46%	69%	53%	43%	60%	47%	57%	46%	47%	60%	53%	37%	47%	13%	86%	35%	43%	38%	41%	48%	54%
Democrats in the United States Congress	42%	49%	58%	62%	56%	64%	46%	45%	88%	57%	11%	58%	22%	49%	49%	41%	52%	39%	55%	63%	42%	51%	63%	52%	87%	17%	40%	34%	43%	50%	57%	54%
Elon Musk	57%	47%	43%	43%	53%	34%	46%	60%	13%	49%	85%	44%	63%	54%	44%	59%	47%	57%	43%	43%	57%	49%	38%	46%	10%	85%	44%	37%	42%	39%	49%	51%

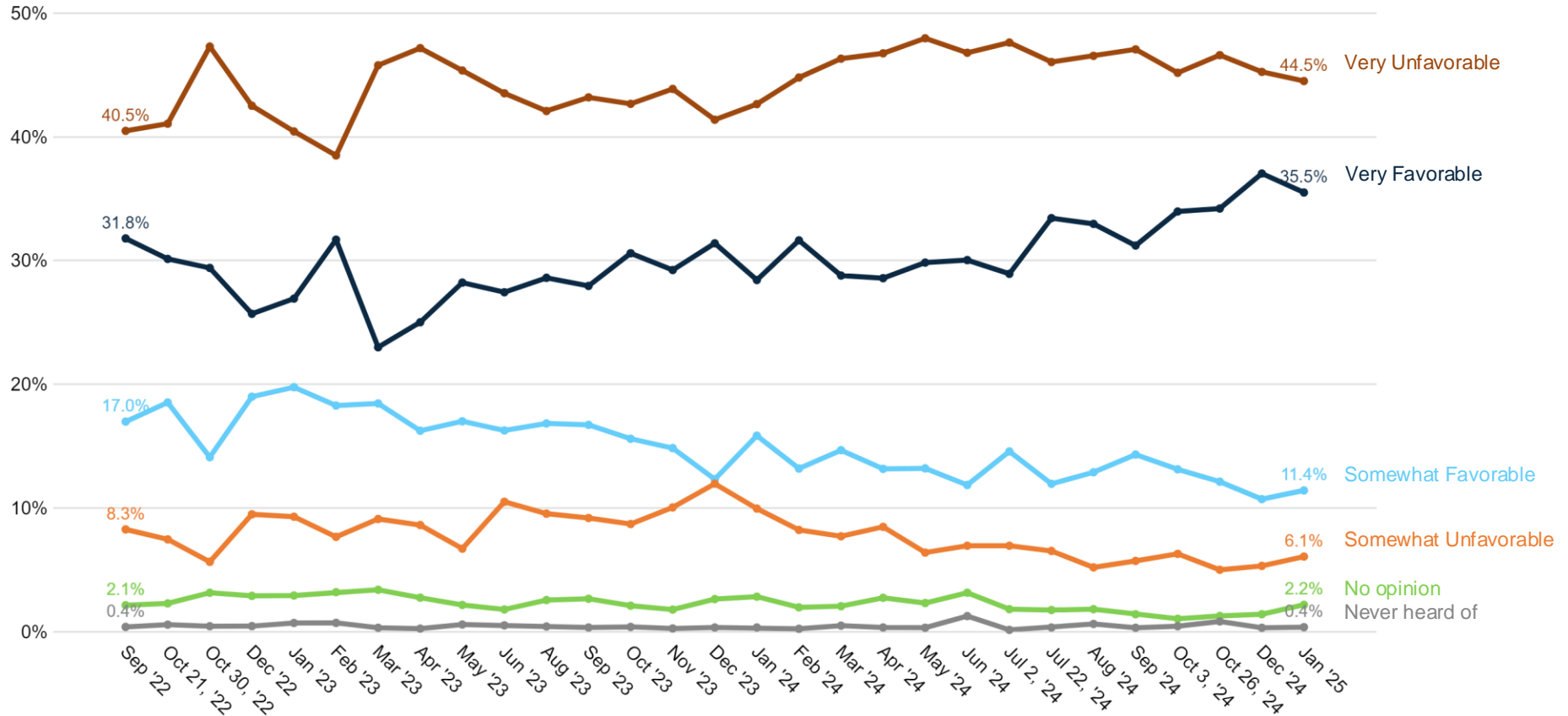
# Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	50%	50%	52%	43%	59%	49%	37%	89%	42%	6%	52%	23%	43%	51%	37%	50%	36%	50%	51%	34%	45%	60%	43%	91%	6%	58%	46%	52%	52%	48%	45%
Unfavorable Total	60%	47%	48%	46%	55%	39%	49%	60%	10%	55%	92%	46%	73%	54%	46%	62%	48%	60%	49%	46%	61%	53%	39%	52%	8%	92%	39%	46%	45%	43%	51%	54%
Very favorable	26%	40%	35%	41%	30%	46%	39%	26%	74%	22%	3%	40%	15%	35%	39%	28%	38%	28%	37%	39%	22%	34%	48%	21%	72%	2%	37%	28%	36%	39%	36%	35%
Somewhat favorable	11%	9%	15%	11%	13%	13%	9%	11%	15%	19%	3%	13%	8%	8%	12%	9%	12%	8%	12%	13%	12%	11%	12%	22%	19%	3%	21%	18%	16%	13%	12%	10%
Somewhat unfavorable	7%	3%	9%	6%	9%	6%	5%	6%	3%	13%	5%	6%	6%	4%	8%	8%	5%	5%	8%	7%	5%	7%	5%	13%	4%	7%	2%	8%	3%	8%	9%	6%
Very unfavorable	53%	44%	39%	41%	46%	34%	44%	55%	7%	42%	86%	40%	67%	50%	38%	54%	43%	55%	41%	39%	56%	46%	33%	38%	4%	85%	37%	37%	41%	35%	41%	48%
No opinion	3%	3%	2%	1%	1%	2%	2%	2%	1%	3%	3%	1%	3%	3%	2%	1%	2%	4%	1%	2%	5%	2%	1%	5%	1%	2%	3%	0%	3%	5%	1%	1%
Never heard of	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	8%	0%	0%	0%	0%

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

# Trend: Donald Trump Image

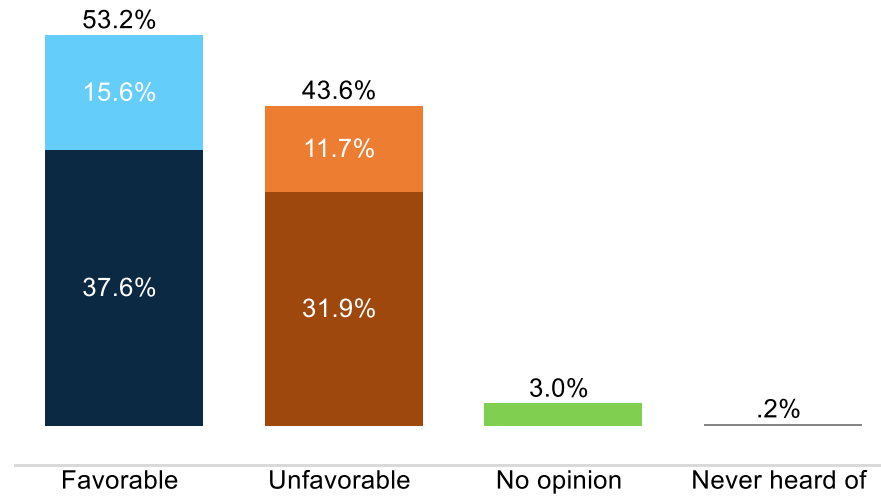


# Percent Change: Donald Trump Image (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-5%	7%	-7%	-1%	-5%	-1%	-1%	5%	-2%	3%	0%	3%	-7%	-2%	1%	-7%	4%	-1%	-4%	-4%	-4%	0%	1%	1%	-2%	2%	4%	13%	3%	-1%	-9%	0%
Unfavorable Total	4%	-9%	8%	0%	5%	1%	0%	-7%	1%	-4%	-1%	-3%	6%	2%	-2%	9%	-5%	-1%	5%	3%	2%	-1%	-1%	-2%	1%	-2%	-5%	-21%	-1%	-3%	8%	0%
Very favorable	-5%	7%	-8%	-2%	-4%	-5%	0%	4%	-1%	-2%	0%	1%	-4%	0%	2%	-6%	4%	-2%	-4%	-5%	-4%	0%	0%	-2%	-3%	1%	-8%	2%	1%	-6%	-11%	0%
Somewhat favorable	1%	0%	1%	1%	-2%	4%	-1%	2%	0%	4%	0%	2%	-2%	-2%	-2%	-2%	0%	1%	1%	1%	1%	0%	1%	2%	1%	1%	13%	11%	3%	5%	2%	-1%
Somewhat unfavorable	3%	-1%	0%	1%	3%	-1%	1%	0%	0%	4%	0%	1%	0%	-1%	2%	2%	2%	0%	2%	0%	-1%	1%	1%	0%	0%	1%	-5%	-16%	-2%	3%	2%	1%
Very unfavorable	1%	-8%	7%	-1%	3%	3%	-1%	-7%	1%	-7%	-1%	-4%	6%	2%	-3%	6%	-6%	-1%	3%	3%	3%	-2%	-2%	-3%	1%	-3%	-1%	-5%	1%	-6%	6%	0%
No opinion	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	-1%	0%	2%	-1%	1%	2%	1%	0%	2%	1%	1%	2%	0%	-1%	4%	1%	0%
Never heard of	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	8%	-1%	0%	0%	0%



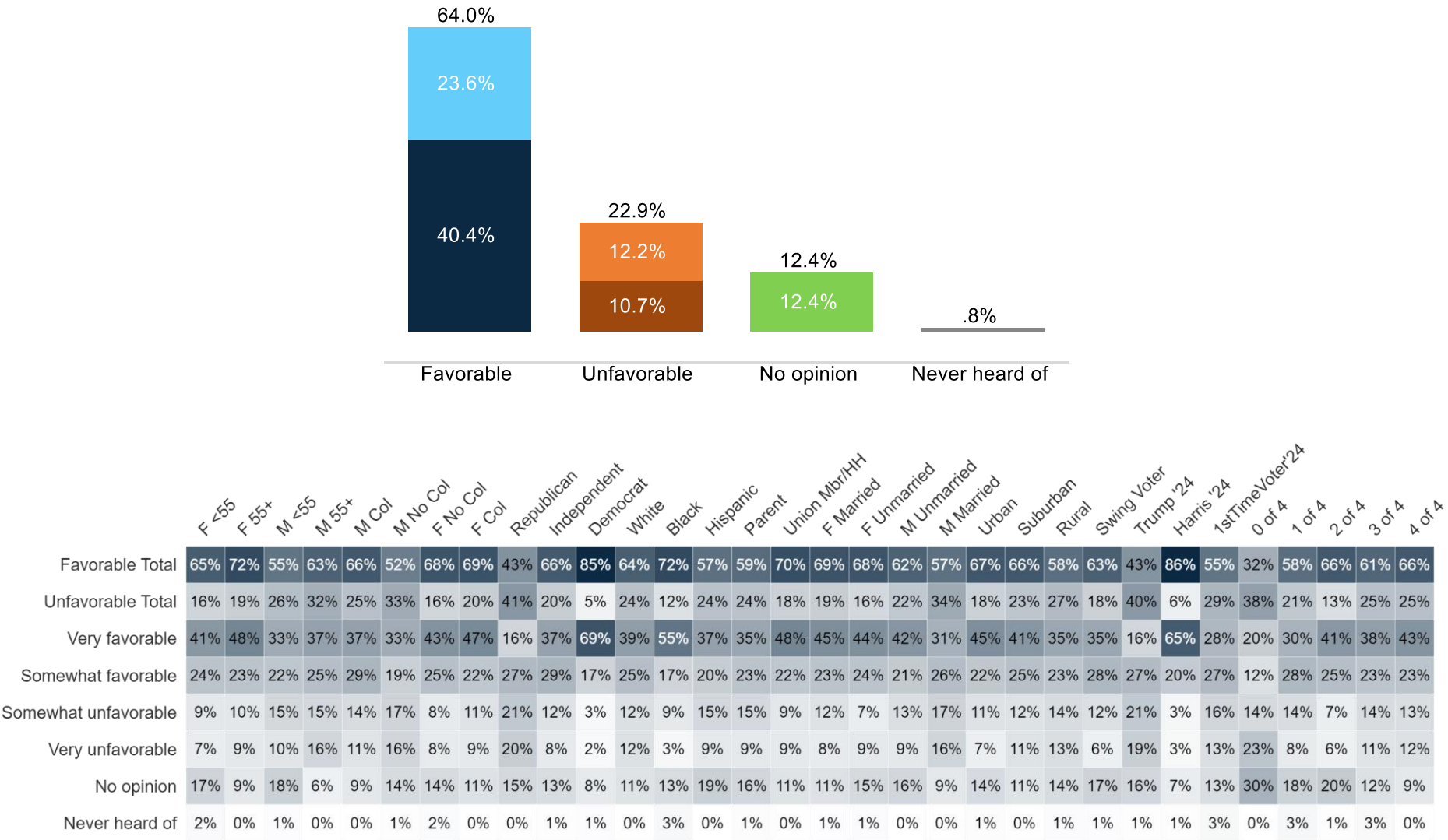
# Image: Barack Obama



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	63%	51%	54%	44%	55%	43%	54%	61%	16%	52%	94%	48%	80%	59%	55%	62%	53%	61%	54%	46%	68%	54%	41%	55%	16%	91%	57%	55%	52%	58%	52%	53%
Unfavorable Total	33%	46%	42%	53%	41%	54%	43%	36%	81%	41%	5%	49%	16%	41%	33%	45%	34%	43%	51%	30%	43%	55%	39%	81%	7%	35%	45%	42%	39%	46%	45%	
Very favorable	41%	41%	36%	32%	39%	28%	40%	43%	6%	28%	76%	32%	67%	42%	38%	43%	38%	44%	38%	31%	50%	37%	28%	30%	6%	71%	34%	26%	33%	39%	35%	39%
Somewhat favorable	22%	10%	18%	12%	16%	15%	15%	18%	10%	24%	17%	16%	12%	17%	17%	19%	15%	17%	16%	14%	17%	16%	13%	25%	10%	20%	23%	28%	18%	19%	17%	14%
Somewhat unfavorable	13%	9%	14%	12%	12%	13%	11%	10%	17%	17%	3%	12%	7%	12%	13%	12%	11%	10%	13%	12%	10%	13%	11%	19%	18%	4%	15%	19%	16%	11%	13%	11%
Very unfavorable	20%	38%	29%	41%	29%	41%	31%	26%	64%	24%	2%	36%	9%	29%	29%	21%	34%	24%	30%	38%	20%	30%	44%	20%	63%	2%	20%	27%	25%	28%	32%	34%
No opinion	3%	2%	4%	3%	4%	3%	3%	3%	2%	7%	1%	3%	3%	0%	3%	5%	2%	4%	3%	4%	2%	3%	3%	6%	3%	2%	8%	0%	7%	3%	2%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

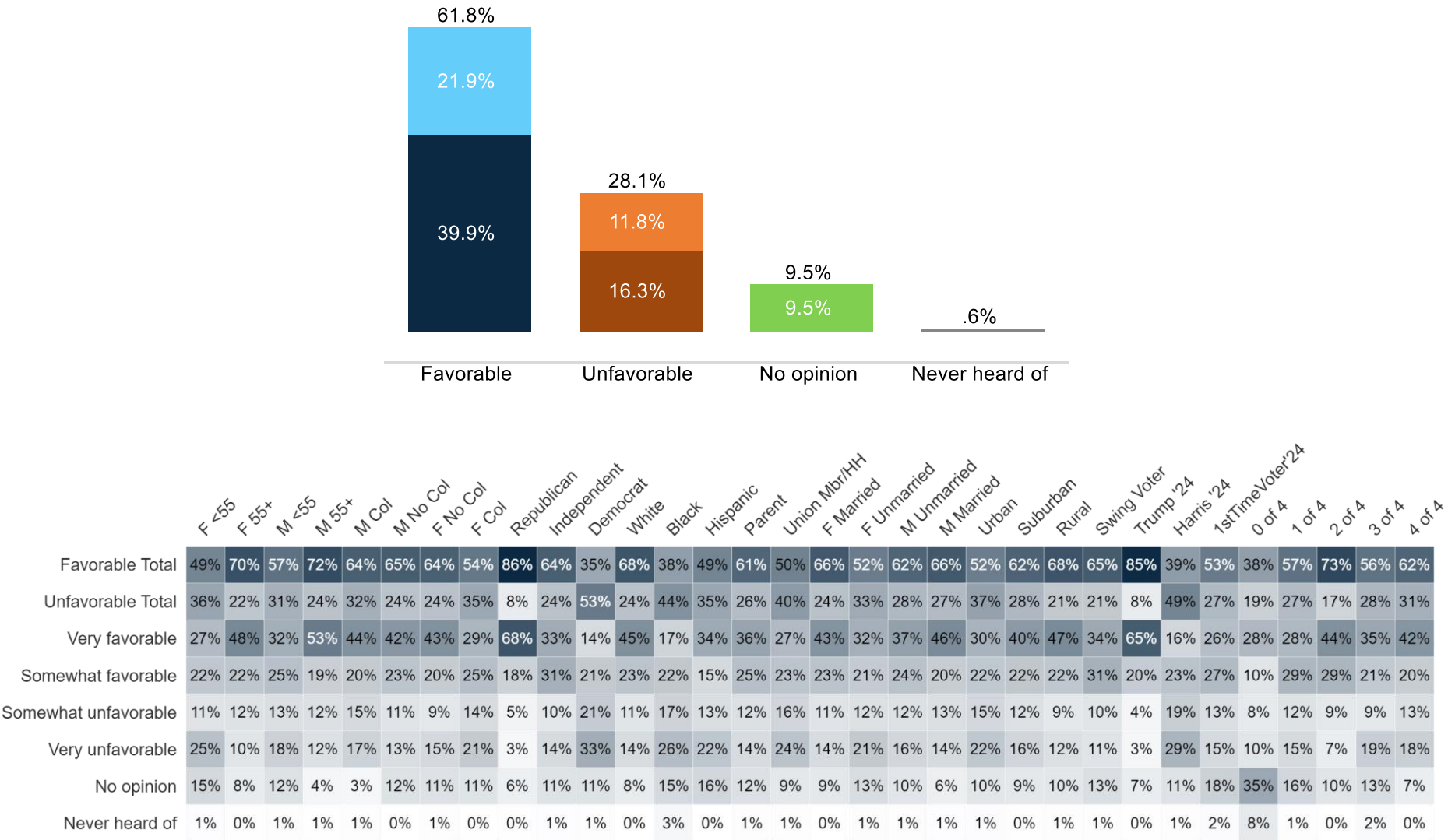
Do you have a favorable or unfavorable opinion of Barack Obama?

# Image: Jimmy Carter



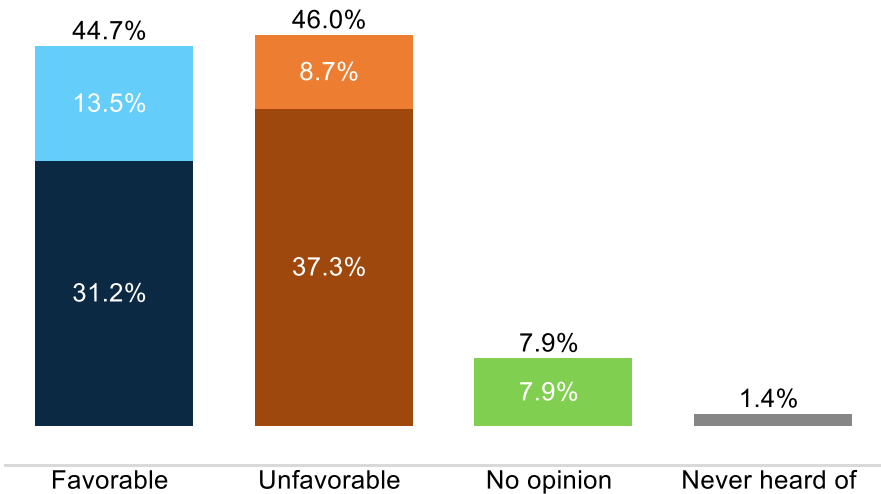
Do you have a favorable or unfavorable opinion of Jimmy Carter?

# Image: Ronald Reagan



Do you have a favorable or unfavorable opinion of Ronald Reagan?

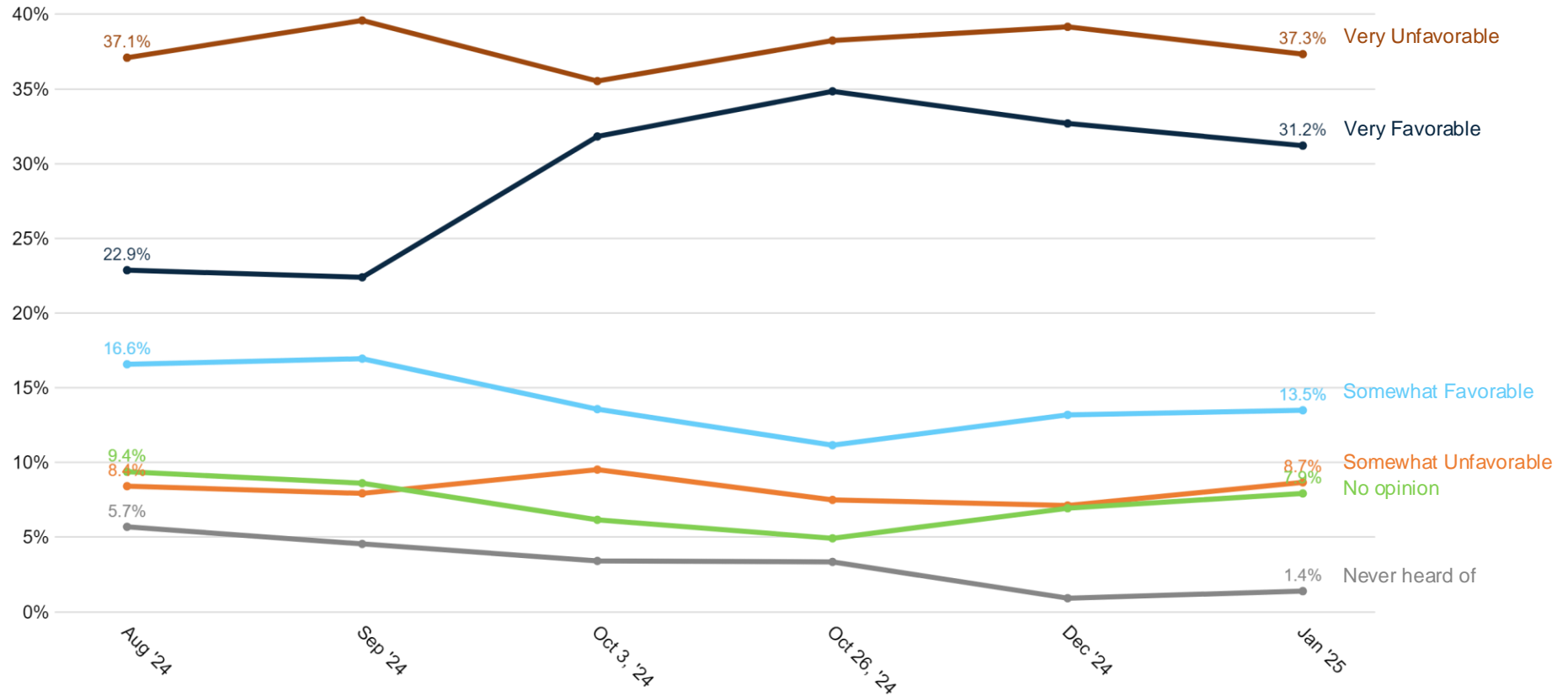
# Image: JD Vance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	35%	43%	50%	51%	45%	56%	45%	33%	84%	38%	8%	49%	27%	41%	51%	35%	45%	33%	46%	53%	32%	43%	58%	39%	84%	8%	60%	51%	51%	45%	44%	44%
Unfavorable Total	53%	46%	41%	43%	50%	36%	42%	60%	10%	46%	85%	43%	57%	54%	39%	57%	46%	53%	44%	41%	56%	49%	33%	43%	8%	84%	30%	28%	33%	35%	50%	51%
Very favorable	24%	34%	32%	35%	29%	38%	33%	24%	62%	24%	3%	34%	17%	32%	34%	24%	35%	23%	31%	35%	20%	31%	41%	19%	61%	4%	42%	24%	33%	30%	31%	32%
Somewhat favorable	12%	9%	18%	16%	17%	18%	12%	9%	22%	13%	4%	15%	10%	9%	17%	11%	10%	11%	15%	19%	12%	12%	17%	20%	22%	4%	18%	26%	18%	16%	13%	12%
Somewhat unfavorable	8%	6%	11%	10%	11%	10%	7%	8%	5%	14%	10%	8%	12%	9%	10%	11%	7%	8%	11%	9%	10%	10%	6%	17%	4%	13%	7%	14%	7%	12%	8%	8%
Very unfavorable	45%	40%	30%	34%	39%	26%	35%	52%	6%	32%	75%	35%	45%	45%	29%	47%	39%	45%	33%	32%	46%	39%	28%	26%	4%	71%	23%	14%	26%	23%	42%	43%
No opinion	9%	10%	8%	4%	5%	7%	11%	7%	5%	14%	6%	7%	13%	5%	7%	7%	8%	11%	8%	5%	11%	8%	6%	15%	7%	7%	8%	13%	12%	18%	5%	5%
Never heard of	2%	1%	1%	1%	0%	1%	2%	1%	1%	2%	1%	1%	2%	0%	2%	1%	0%	3%	1%	1%	2%	1%	2%	3%	1%	1%	1%	8%	4%	2%	2%	1%

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

# Trend: JD Vance Image

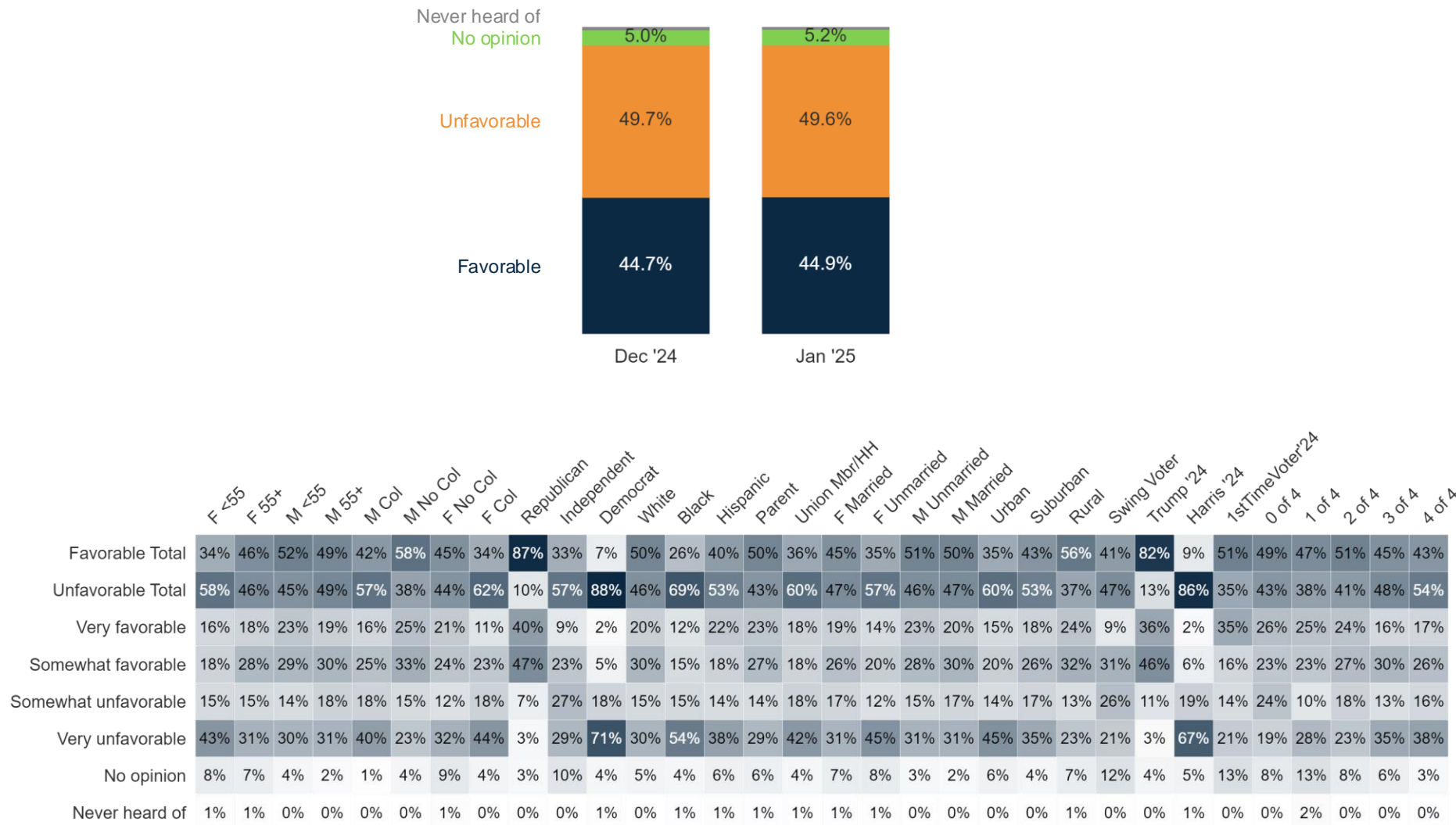


# Percent Change: JD Vance Image (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-2%	2%	-2%	-3%	-3%	-1%	-1%	1%	-1%	0%	0%	1%	2%	3%	2%	-8%	-1%	1%	-3%	-2%	-5%	-1%	2%	0%	-3%	2%	15%	31%	12%	-3%	-9%	-2%
Unfavorable Total	5%	-8%	3%	-1%	1%	1%	0%	-3%	2%	-6%	-1%	-4%	1%	7%	-1%	10%	1%	-4%	1%	1%	4%	-1%	-2%	-2%	1%	-3%	-4%	-10%	-5%	-6%	11%	0%
Very favorable	-4%	4%	-1%	-5%	-6%	-1%	-1%	2%	-2%	2%	-1%	-1%	2%	6%	4%	-4%	2%	-2%	-3%	-4%	-6%	-1%	1%	0%	-4%	1%	12%	5%	9%	-5%	-5%	-2%
Somewhat favorable	1%	-2%	-1%	3%	2%	0%	0%	-1%	1%	-2%	1%	2%	0%	-3%	-1%	-3%	-4%	3%	0%	2%	1%	0%	1%	0%	1%	1%	3%	26%	3%	2%	-4%	0%
Somewhat unfavorable	3%	-1%	1%	3%	1%	3%	2%	0%	2%	1%	1%	0%	4%	4%	3%	4%	1%	1%	0%	3%	3%	1%	0%	3%	1%	2%	-3%	-2%	0%	1%	-1%	2%
Very unfavorable	2%	-7%	2%	-3%	1%	-2%	-2%	-4%	1%	-7%	-2%	-4%	-3%	2%	-5%	6%	-1%	-5%	1%	-2%	0%	-3%	-3%	-5%	0%	-5%	-1%	-8%	-5%	-7%	12%	-2%
No opinion	-3%	5%	-1%	2%	3%	-1%	0%	2%	-1%	7%	-1%	3%	-4%	-7%	-2%	-1%	1%	1%	2%	0%	2%	2%	-1%	1%	2%	0%	-7%	-29%	-8%	8%	-4%	2%
Never heard of	0%	1%	0%	1%	-1%	1%	1%	0%	0%	-1%	1%	0%	2%	-3%	1%	-1%	-1%	2%	0%	1%	-1%	1%	1%	1%	0%	1%	-3%	8%	0%	1%	2%	0%



# Image: Republicans in the United States Congress

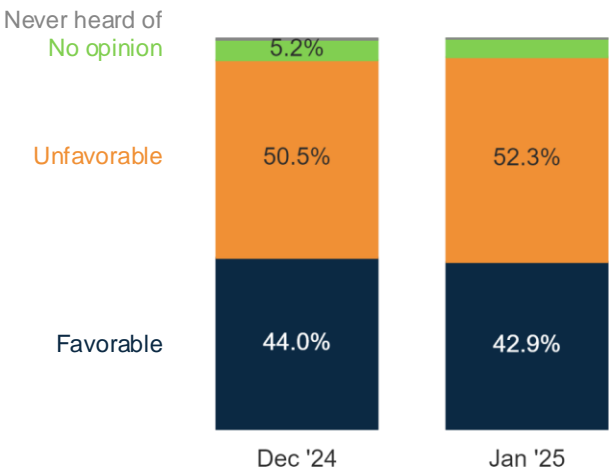


Do you have a favorable or unfavorable opinion of Republicans in the United States Congress?

# Percent Change: Republicans in the United States Congress Image (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-7%	6%	5%	-3%	-3%	5%	-2%	1%	1%	1%	1%	2%	0%	3%	5%	-6%	0%	-1%	5%	-1%	0%	1%	0%	2%	-3%	3%	1%	29%	6%	0%	-10%	0%
Unfavorable Total	7%	-8%	-3%	4%	5%	-3%	0%	-2%	-1%	-1%	0%	-3%	7%	-2%	-7%	9%	-2%	0%	-1%	2%	4%	-2%	-1%	-3%	3%	-3%	-1%	-13%	-3%	-2%	9%	0%
Very favorable	-1%	0%	1%	2%	4%	-1%	-2%	2%	2%	-1%	1%	0%	-2%	4%	6%	-3%	3%	-4%	1%	1%	-2%	2%	-1%	1%	0%	1%	4%	14%	0%	-5%	-4%	2%
Somewhat favorable	-6%	5%	4%	-5%	-6%	6%	0%	-1%	-1%	2%	0%	1%	2%	-1%	0%	-3%	-3%	3%	5%	-3%	2%	-1%	0%	1%	-3%	2%	-3%	16%	6%	5%	-6%	-2%
Somewhat unfavorable	-2%	-2%	-6%	3%	0%	-2%	-4%	1%	0%	1%	-6%	-2%	-1%	-5%	-5%	0%	1%	-6%	-3%	-1%	-4%	-2%	1%	-4%	3%	-6%	-7%	-18%	-12%	2%	-6%	0%
Very unfavorable	8%	-6%	3%	1%	5%	0%	4%	-3%	-1%	-2%	6%	-1%	8%	3%	-2%	9%	-3%	6%	2%	2%	9%	0%	-2%	2%	0%	3%	6%	5%	9%	-4%	15%	0%
No opinion	1%	2%	-2%	-1%	-2%	-1%	2%	1%	0%	1%	-1%	1%	-6%	-1%	1%	-2%	2%	1%	-3%	0%	-4%	1%	2%	1%	1%	0%	1%	-16%	-2%	3%	1%	0%
Never heard of	0%	1%	0%	-1%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	1%	-2%	0%	-1%	0%	-1%	-1%	0%	0%	-2%	0%	0%	0%	0%	0%

# 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	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	52%	45%	37%	36%	42%	32%	47%	50%	8%	32%	88%	38%	73%	49%	45%	51%	42%	55%	41%	33%	55%	44%	32%	37%	8%	79%	48%	42%	47%	43%	39%	43%
Unfavorable Total	42%	49%	58%	62%	56%	64%	46%	45%	88%	57%	11%	58%	22%	49%	49%	41%	52%	39%	55%	63%	42%	51%	63%	52%	87%	17%	40%	34%	43%	50%	57%	54%
Very favorable	22%	21%	15%	15%	18%	13%	23%	19%	3%	8%	42%	15%	40%	23%	22%	21%	19%	24%	17%	14%	28%	18%	13%	9%	3%	35%	27%	27%	26%	18%	19%	17%
Somewhat favorable	30%	23%	22%	21%	24%	19%	24%	31%	5%	24%	46%	23%	33%	26%	23%	30%	23%	31%	24%	19%	27%	26%	19%	28%	5%	44%	21%	15%	21%	25%	20%	25%
Somewhat unfavorable	21%	12%	19%	17%	19%	17%	15%	18%	20%	24%	9%	18%	11%	18%	17%	18%	17%	16%	17%	19%	16%	16%	20%	29%	19%	13%	19%	24%	18%	19%	18%	16%
Very unfavorable	21%	37%	39%	45%	37%	46%	32%	27%	68%	33%	2%	40%	11%	32%	33%	23%	35%	23%	38%	45%	26%	35%	44%	24%	68%	4%	22%	10%	25%	31%	39%	38%
No opinion	6%	6%	4%	3%	2%	4%	7%	5%	4%	11%	1%	4%	5%	2%	5%	7%	6%	6%	4%	3%	4%	5%	4%	11%	5%	4%	12%	24%	9%	6%	4%	3%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

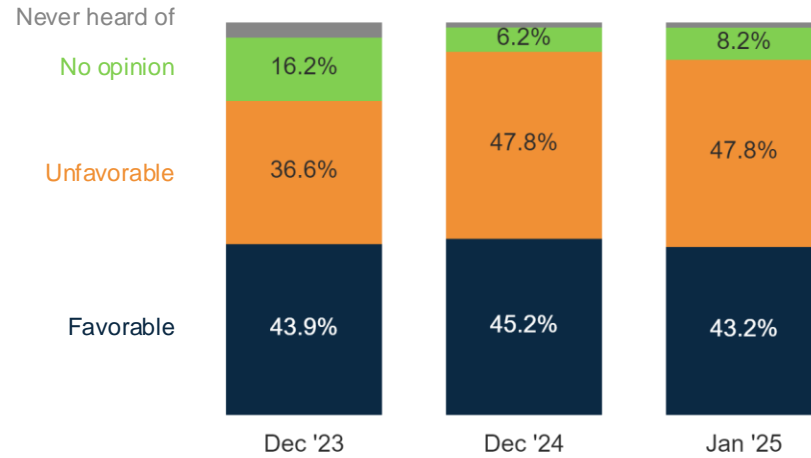
Do you have a favorable or unfavorable opinion of Democrats in the United States Congress?

# Percent Change: Democrats in the United States Congress

## Image (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	3%	-5%	-1%	0%	-1%	-1%	2%	-7%	0%	-4%	0%	-3%	3%	-2%	-1%	1%	-4%	2%	-2%	-1%	-3%	-3%	2%	-4%	1%	-4%	-3%	-15%	2%	2%	5%	-3%
Unfavorable Total	-1%	5%	3%	1%	1%	3%	-1%	7%	2%	2%	2%	2%	-2%	10%	2%	-5%	3%	0%	5%	1%	6%	2%	1%	5%	-1%	4%	-1%	9%	1%	2%	-1%	2%
Very favorable	2%	-5%	3%	-1%	4%	-3%	0%	-5%	1%	0%	-2%	0%	-6%	-1%	4%	-2%	-1%	-3%	-3%	3%	5%	-4%	0%	1%	0%	-3%	-4%	2%	0%	1%	5%	-2%
Somewhat favorable	1%	0%	-4%	1%	-5%	2%	2%	-2%	-1%	-4%	2%	-2%	9%	-1%	-5%	3%	-3%	5%	1%	-3%	-8%	1%	1%	-5%	1%	-1%	0%	-17%	2%	2%	0%	-1%
Somewhat unfavorable	5%	-1%	3%	3%	4%	1%	2%	1%	2%	0%	2%	2%	2%	4%	0%	3%	0%	3%	4%	3%	3%	0%	6%	2%	1%	3%	6%	6%	0%	7%	4%	1%
Very unfavorable	-6%	6%	0%	-2%	-3%	2%	-3%	6%	0%	2%	0%	1%	-4%	5%	2%	-7%	3%	-3%	1%	-2%	3%	2%	-5%	3%	-2%	2%	-7%	3%	1%	-5%	-4%	1%
No opinion	-1%	1%	-2%	0%	0%	-2%	0%	0%	-1%	1%	-2%	1%	-1%	-8%	0%	4%	1%	-2%	-3%	0%	-2%	1%	-2%	-1%	0%	-1%	4%	6%	-3%	-4%	-4%	1%
Never heard of	0%	0%	0%	0%	0%	0%	-1%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

# Image: Elon Musk



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	32%	43%	50%	49%	44%	55%	41%	32%	79%	39%	8%	48%	22%	41%	47%	34%	43%	32%	49%	50%	34%	43%	50%	39%	79%	9%	47%	38%	43%	46%	41%	43%
Unfavorable Total	57%	47%	43%	43%	53%	34%	46%	60%	13%	49%	85%	44%	63%	54%	44%	59%	47%	57%	43%	43%	57%	49%	38%	46%	10%	85%	44%	37%	42%	39%	49%	51%
Very favorable	12%	24%	29%	30%	24%	35%	20%	16%	46%	17%	4%	26%	11%	25%	26%	18%	22%	14%	29%	30%	20%	22%	28%	15%	45%	4%	27%	16%	21%	24%	20%	25%
Somewhat favorable	20%	19%	22%	19%	20%	20%	22%	16%	33%	22%	4%	22%	11%	17%	21%	16%	21%	17%	20%	20%	14%	21%	22%	23%	34%	5%	21%	22%	22%	22%	21%	19%
Somewhat unfavorable	10%	8%	12%	9%	14%	7%	9%	9%	7%	15%	9%	9%	9%	13%	13%	11%	9%	8%	8%	12%	10%	10%	9%	16%	6%	12%	14%	8%	11%	15%	10%	8%
Very unfavorable	47%	39%	31%	34%	39%	27%	36%	52%	5%	34%	76%	36%	54%	41%	31%	48%	38%	48%	36%	31%	48%	39%	30%	4%	73%	30%	29%	31%	25%	39%	43%	
No opinion	10%	10%	6%	7%	3%	10%	11%	7%	8%	11%	6%	7%	14%	3%	7%	6%	9%	11%	7%	7%	8%	7%	11%	14%	10%	5%	7%	17%	12%	14%	10%	5%
Never heard of	1%	1%	0%	1%	0%	0%	2%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	0%	1%	2%	8%	3%	1%	0%	0%	

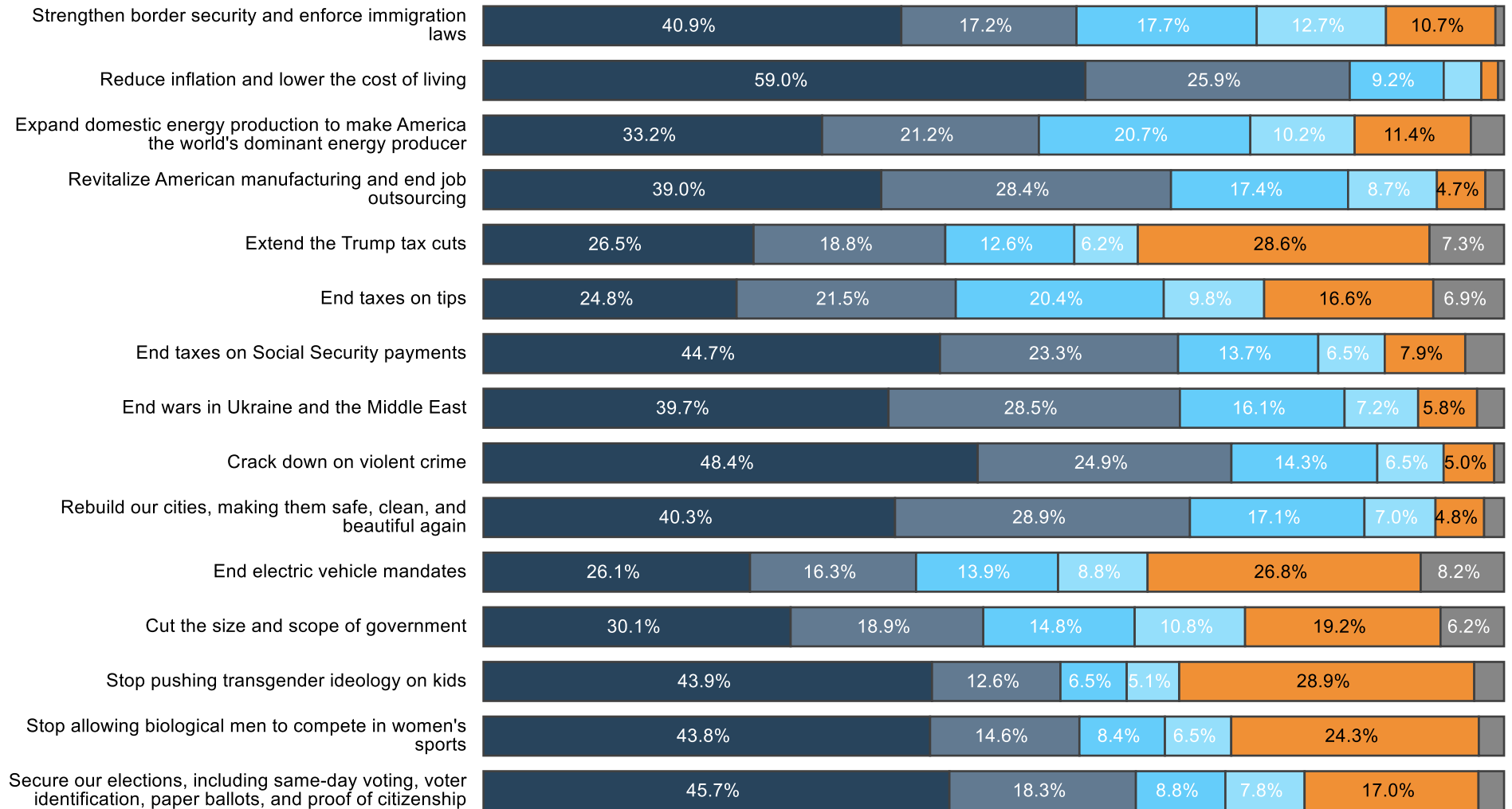
Do you have a favorable or unfavorable opinion of Elon Musk?

# Percent Change: Elon Musk Image (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-4%	6%	-8%	-3%	-8%	-3%	0%	3%	-2%	-1%	0%	1%	-9%	0%	2%	-11%	2%	-1%	-1%	-8%	-2%	-1%	-4%	-1%	-4%	1%	-2%	-10%	2%	-3%	-10%	-1%
Unfavorable Total	6%	-10%	5%	0%	7%	-2%	-1%	-3%	1%	-3%	0%	-4%	8%	6%	1%	11%	-2%	-1%	-2%	4%	3%	-2%	1%	-4%	1%	0%	11%	16%	1%	-6%	5%	1%
Very favorable	-6%	0%	-7%	-5%	-8%	-4%	-4%	0%	-7%	-4%	1%	-3%	-5%	0%	-1%	-6%	-1%	-4%	-4%	-8%	-1%	-5%	-4%	-1%	-10%	2%	1%	-13%	0%	-6%	-12%	-3%
Somewhat favorable	1%	6%	0%	1%	0%	1%	4%	2%	5%	3%	-1%	4%	-4%	0%	3%	-6%	3%	4%	3%	0%	0%	5%	0%	1%	6%	-1%	-3%	3%	2%	3%	2%	2%
Somewhat unfavorable	-1%	-2%	1%	1%	5%	-2%	-1%	-2%	2%	2%	-4%	-1%	0%	3%	3%	1%	0%	-3%	-6%	5%	0%	-1%	1%	-3%	1%	-1%	4%	-6%	-2%	4%	-7%	0%
Very unfavorable	7%	-7%	4%	-2%	2%	0%	0%	-1%	-1%	-5%	5%	-2%	8%	2%	-2%	11%	-2%	2%	4%	-1%	3%	-1%	0%	-1%	0%	0%	7%	22%	3%	-10%	13%	0%
No opinion	-1%	3%	3%	3%	1%	5%	1%	1%	2%	4%	-1%	2%	2%	-6%	-3%	0%	0%	2%	3%	3%	-1%	2%	4%	3%	4%	-1%	-8%	-7%	-1%	9%	4%	0%
Never heard of	-1%	1%	0%	1%	0%	0%	0%	-1%	-1%	1%	0%	0%	-1%	0%	0%	0%	-1%	0%	0%	0%	0%	-1%	1%	-1%	0%	-1%	1%	-2%	0%	0%	0%	0%



# Trump's Agenda



■ Extremely important
■ Very important
■ Somewhat important
■ A little important
■ Not at all important
■ Unsure

# Trump's Agenda Heatmap - Extremely/Very Important

	Extremely/Very Important																																					
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4						
Strengthen border security and enforce immigration laws	46%	61%	62%	65%	56%	70%	58%	48%	92%	55%	23%	62%	46%	51%	57%	48%	61%	45%	62%	65%	49%	58%	66%	56%	92%	25%	53%	60%	52%	66%	62%	57%						
Reduce inflation and lower the cost of living	84%	87%	85%	83%	80%	87%	88%	83%	97%	83%	72%	86%	86%	80%	84%	79%	86%	85%	85%	84%	83%	85%	86%	84%	97%	72%	76%	78%	80%	89%	86%	85%						
Expand domestic energy production to make America the world's dominant energy producer	42%	59%	57%	60%	51%	66%	54%	47%	82%	49%	28%	56%	46%	55%	54%	43%	56%	46%	56%	60%	50%	54%	59%	49%	82%	27%	51%	58%	47%	57%	55%	55%						
Revitalize American manufacturing and end job outsourcing	51%	73%	70%	76%	65%	81%	67%	57%	89%	64%	46%	71%	62%	57%	63%	61%	69%	55%	73%	73%	59%	67%	74%	64%	89%	46%	53%	52%	54%	72%	67%	69%						
Extend the Trump tax cuts	34%	49%	47%	52%	44%	55%	50%	31%	79%	37%	14%	49%	30%	45%	48%	38%	45%	38%	43%	53%	33%	45%	54%	36%	78%	14%	46%	23%	48%	47%	42%	45%						
End taxes on tips	43%	50%	48%	43%	34%	56%	54%	37%	59%	43%	34%	46%	50%	48%	47%	43%	49%	44%	51%	42%	45%	45%	50%	40%	59%	33%	58%	54%	51%	51%	41%	45%						
End taxes on Social Security payments	60%	78%	58%	76%	60%	74%	76%	60%	81%	66%	55%	68%	66%	69%	60%	66%	70%	68%	67%	67%	62%	68%	73%	65%	81%	55%	60%	79%	65%	71%	67%	68%						
End wars in Ukraine and the Middle East	65%	72%	63%	72%	67%	70%	71%	65%	83%	61%	57%	69%	64%	72%	65%	58%	69%	68%	67%	69%	62%	68%	73%	63%	82%	56%	66%	44%	62%	76%	65%	68%						
Crack down on violent crime	65%	84%	65%	78%	65%	79%	80%	68%	93%	69%	54%	75%	74%	70%	69%	64%	76%	73%	70%	73%	68%	71%	81%	73%	92%	54%	63%	72%	67%	81%	75%	72%						
Rebuild our cities, making them safe, clean, and beautiful again	63%	74%	69%	71%	61%	79%	73%	63%	87%	64%	53%	69%	76%	70%	69%	59%	70%	67%	69%	71%	66%	68%	73%	66%	86%	52%	71%	44%	75%	77%	71%	67%						
End electric vehicle mandates	35%	48%	40%	47%	39%	48%	47%	34%	69%	37%	17%	45%	34%	37%	44%	36%	47%	36%	42%	44%	33%	42%	50%	36%	70%	17%	47%	24%	46%	47%	42%	41%						
Cut the size and scope of government	37%	52%	52%	55%	49%	58%	48%	41%	79%	47%	18%	52%	37%	42%	49%	39%	49%	40%	52%	55%	39%	49%	57%	45%	80%	19%	49%	36%	48%	49%	49%	49%						
Stop pushing transgender ideology on kids	47%	60%	58%	61%	51%	68%	59%	47%	91%	53%	21%	59%	51%	49%	60%	46%	61%	47%	57%	61%	47%	56%	65%	57%	92%	22%	54%	39%	59%	67%	60%	54%						
Stop allowing biological men to compete in women's sports	49%	63%	57%	65%	53%	69%	60%	50%	90%	59%	24%	62%	53%	51%	60%	51%	63%	48%	59%	63%	48%	58%	68%	59%	91%	26%	51%	45%	58%	65%	58%	57%						
Secure our elections, including same-day voting, voter identification, paper ballots, and proof of citizenship	58%	70%	62%	65%	55%	72%	69%	58%	92%	55%	39%	65%	56%	63%	64%	53%	69%	59%	63%	64%	58%	62%	72%	59%	92%	36%	61%	60%	65%	75%	65%	61%						

# Trump's Agenda Heatmap - Somewhat/A Little Important

Somewhat/A Little Important																																			
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4			
Strengthen border security and enforce immigration laws	31%	33%	27%	29%	33%	24%	30%	35%	7%	34%	53%	29%	43%	26%	30%	36%	28%	36%	29%	27%	36%	31%	25%	35%	8%	54%	31%	31%	29%	25%	29%	32%			
Reduce inflation and lower the cost of living	12%	11%	15%	15%	18%	12%	9%	15%	2%	15%	24%	13%	12%	15%	13%	18%	11%	11%	14%	15%	15%	13%	11%	14%	3%	24%	17%	14%	15%	9%	14%	13%			
Expand domestic energy production to make America the world's dominant energy producer	35%	29%	31%	29%	35%	26%	31%	33%	14%	36%	46%	30%	41%	23%	31%	38%	29%	35%	34%	28%	33%	31%	29%	40%	15%	46%	26%	17%	36%	37%	31%	29%			
Revitalize American manufacturing and end job outsourcing	35%	22%	26%	22%	31%	17%	25%	33%	9%	32%	41%	24%	32%	31%	29%	32%	23%	34%	25%	22%	34%	26%	20%	30%	10%	43%	36%	40%	36%	22%	28%	25%			
Extend the Trump tax cuts	20%	16%	23%	16%	19%	20%	15%	22%	14%	25%	21%	18%	23%	18%	21%	17%	19%	17%	23%	18%	24%	18%	17%	32%	16%	21%	22%	53%	22%	26%	19%	16%			
End taxes on tips	32%	30%	27%	32%	31%	29%	27%	35%	29%	32%	31%	30%	27%	34%	31%	28%	30%	32%	26%	32%	26%	31%	31%	35%	30%	32%	24%	35%	34%	32%	28%	30%			
End taxes on Social Security payments	24%	17%	26%	15%	23%	18%	16%	27%	14%	22%	26%	21%	23%	19%	26%	21%	20%	21%	20%	20%	23%	21%	17%	24%	14%	27%	22%	13%	21%	24%	16%	20%			
End wars in Ukraine and the Middle East	24%	21%	26%	22%	25%	23%	20%	25%	15%	29%	29%	24%	27%	17%	26%	28%	22%	23%	24%	24%	25%	24%	20%	27%	15%	31%	21%	30%	23%	18%	26%	24%			
Crack down on violent crime	26%	13%	28%	18%	29%	17%	16%	24%	6%	25%	34%	20%	24%	22%	23%	25%	18%	21%	25%	21%	25%	22%	15%	22%	7%	35%	26%	20%	25%	19%	20%	21%			
Rebuild our cities, making them safe, clean, and beautiful again	26%	21%	25%	24%	33%	17%	20%	29%	12%	29%	34%	25%	20%	23%	23%	29%	23%	25%	27%	23%	26%	24%	22%	29%	13%	36%	15%	48%	16%	19%	23%	26%			
End electric vehicle mandates	22%	22%	25%	23%	22%	25%	24%	20%	20%	29%	21%	22%	30%	23%	24%	22%	20%	24%	21%	25%	26%	21%	24%	33%	21%	24%	19%	48%	26%	23%	18%	22%			
Cut the size and scope of government	25%	26%	26%	25%	27%	24%	26%	25%	15%	33%	32%	26%	24%	28%	26%	28%	24%	28%	28%	24%	30%	25%	24%	34%	15%	35%	29%	58%	25%	30%	26%	24%			
Stop pushing transgender ideology on kids	12%	9%	12%	13%	14%	12%	12%	9%	6%	17%	15%	10%	17%	14%	12%	13%	10%	12%	13%	13%	15%	10%	11%	19%	6%	16%	13%	23%	17%	11%	11%	11%			
Stop allowing biological men to compete in women's sports	14%	12%	19%	16%	17%	17%	14%	12%	7%	16%	23%	13%	20%	18%	16%	16%	10%	16%	19%	15%	17%	15%	14%	21%	7%	22%	27%	47%	19%	15%	18%	13%			
Secure our elections, including same-day voting, voter identification, paper ballots, and proof of citizenship	17%	15%	19%	16%	20%	15%	17%	15%	5%	22%	25%	16%	20%	19%	16%	20%	13%	19%	18%	16%	15%	17%	17%	24%	6%	27%	25%	23%	20%	20%	15%	15%			

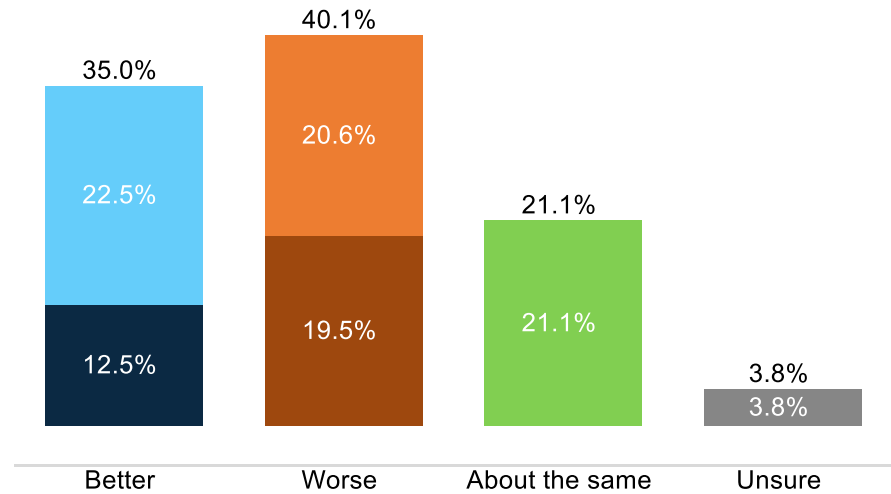
# Trump's Agenda Heatmap - Not At All Important

Not At All Important

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Strengthen border security and enforce immigration laws	21%	5%	11%	6%	11%	6%	10%	16%	0%	10%	22%	9%	9%	22%	13%	14%	10%	16%	9%	8%	14%	11%	7%	8%	0%	20%	13%	8%	17%	8%	9%	11%
Reduce inflation and lower the cost of living	3%	1%	1%	2%	2%	0%	2%	2%	0%	2%	3%	1%	0%	4%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	0%	3%	6%	8%	4%	1%	0%	1%
Expand domestic energy production to make America the world's dominant energy producer	17%	8%	10%	11%	13%	7%	10%	16%	2%	12%	22%	12%	6%	16%	12%	15%	12%	13%	9%	11%	13%	12%	8%	8%	1%	22%	11%	25%	9%	3%	11%	14%
Revitalize American manufacturing and end job outsourcing	10%	3%	3%	2%	4%	1%	5%	8%	1%	4%	10%	4%	1%	10%	7%	5%	6%	7%	2%	3%	5%	5%	4%	4%	0%	8%	6%	8%	6%	4%	4%	5%
Extend the Trump tax cuts	35%	25%	25%	28%	33%	20%	24%	39%	1%	30%	57%	26%	35%	32%	25%	38%	26%	35%	30%	25%	34%	30%	21%	21%	1%	56%	21%	8%	20%	17%	30%	33%
End taxes on tips	16%	11%	19%	21%	28%	12%	10%	18%	7%	19%	26%	17%	14%	11%	17%	22%	12%	15%	18%	21%	19%	18%	13%	16%	6%	26%	9%	8%	9%	7%	19%	20%
End taxes on Social Security payments	9%	2%	13%	9%	15%	7%	4%	7%	3%	9%	14%	8%	5%	6%	11%	10%	5%	5%	10%	11%	8%	9%	6%	9%	2%	13%	11%	8%	9%	2%	9%	9%
End wars in Ukraine and the Middle East	8%	3%	8%	4%	7%	5%	5%	6%	1%	8%	9%	5%	5%	11%	8%	9%	6%	5%	8%	5%	8%	6%	4%	6%	2%	8%	10%	26%	12%	3%	7%	5%
Crack down on violent crime	7%	2%	7%	4%	6%	4%	3%	7%	0%	6%	9%	5%	1%	7%	8%	8%	5%	4%	5%	6%	6%	6%	3%	4%	0%	9%	7%	8%	5%	0%	5%	6%
Rebuild our cities, making them safe, clean, and beautiful again	7%	2%	6%	5%	6%	3%	4%	5%	0%	5%	9%	4%	2%	6%	7%	8%	4%	5%	4%	6%	6%	5%	3%	3%	0%	9%	9%	8%	6%	3%	5%	5%
End electric vehicle mandates	30%	22%	29%	27%	35%	21%	19%	35%	6%	27%	50%	26%	23%	32%	25%	35%	23%	29%	30%	26%	31%	30%	18%	20%	5%	48%	22%	8%	18%	20%	30%	30%
Cut the size and scope of government	26%	15%	18%	17%	22%	13%	15%	27%	1%	14%	42%	17%	27%	24%	18%	26%	19%	22%	18%	18%	25%	20%	12%	12%	1%	37%	15%	0%	18%	11%	18%	22%
Stop pushing transgender ideology on kids	37%	27%	28%	24%	32%	19%	25%	41%	2%	26%	60%	28%	25%	34%	26%	38%	27%	37%	27%	25%	34%	31%	21%	19%	2%	57%	29%	35%	21%	18%	27%	33%
Stop allowing biological men to compete in women's sports	34%	21%	23%	18%	29%	13%	22%	35%	3%	22%	49%	23%	23%	28%	23%	30%	24%	31%	20%	21%	32%	25%	16%	17%	2%	47%	19%	8%	21%	16%	22%	28%
Secure our elections, including same-day voting, voter identification, paper ballots, and proof of citizenship	21%	12%	18%	18%	24%	11%	11%	24%	2%	20%	32%	17%	16%	17%	19%	23%	15%	18%	17%	18%	24%	19%	9%	13%	1%	33%	10%	16%	13%	5%	15%	21%



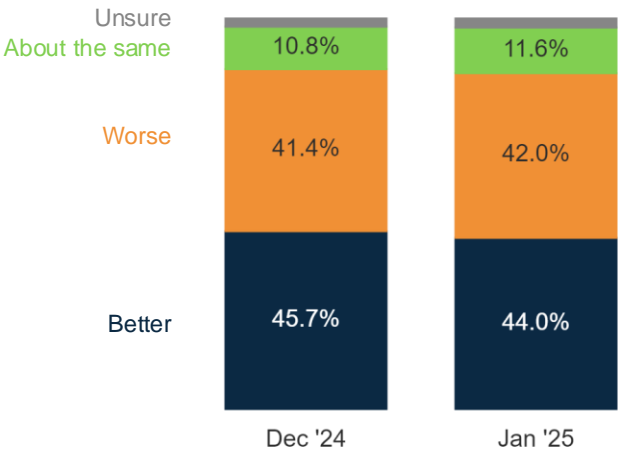
# Inflation Better or Worse



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Better Total	28%	37%	35%	39%	32%	42%	37%	28%	64%	26%	10%	38%	18%	40%	37%	28%	38%	27%	35%	39%	26%	34%	43%	25%	62%	10%	45%	19%	39%	35%	37%	34%
About the same	17%	21%	25%	22%	23%	23%	20%	18%	20%	27%	19%	21%	30%	13%	25%	20%	19%	20%	22%	23%	21%	21%	30%	23%	19%	18%	56%	20%	27%	18%	20%	
Worse Total	51%	38%	37%	34%	40%	31%	40%	49%	13%	40%	69%	38%	48%	46%	36%	49%	40%	49%	38%	34%	49%	40%	33%	39%	12%	67%	33%	25%	37%	34%	40%	43%
Definitely better	10%	13%	14%	13%	14%	14%	14%	8%	24%	5%	4%	13%	8%	17%	17%	11%	12%	11%	12%	15%	12%	11%	15%	6%	22%	3%	17%	11%	16%	9%	15%	12%
Probably better	19%	24%	21%	26%	19%	28%	22%	21%	40%	21%	6%	25%	10%	23%	20%	17%	27%	16%	23%	24%	14%	23%	28%	19%	40%	6%	27%	7%	23%	25%	23%	22%
Probably worse	23%	20%	19%	20%	21%	19%	18%	25%	9%	22%	32%	21%	24%	19%	18%	25%	20%	23%	21%	19%	23%	21%	19%	23%	8%	32%	15%	17%	18%	23%	18%	21%
Definitely worse	28%	18%	17%	14%	19%	12%	22%	24%	4%	19%	37%	17%	23%	27%	18%	25%	20%	26%	16%	15%	26%	20%	15%	15%	4%	35%	17%	8%	20%	11%	22%	21%
Unsure	3%	4%	3%	4%	4%	4%	3%	4%	3%	7%	3%	4%	4%	2%	3%	2%	3%	5%	5%	3%	4%	4%	3%	6%	4%	4%	5%	0%	3%	4%	4%	4%

Do you think the impact of inflation will get better, worse, or stay about the same in 2025?

# Trump Better or Worse



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Better Total	32%	48%	47%	49%	40%	55%	44%	36%	85%	38%	5%	50%	19%	37%	45%	33%	46%	34%	46%	49%	30%	44%	55%	37%	85%	5%	45%	27%	46%	46%	48%	43%
About the same	14%	6%	19%	8%	13%	14%	11%	9%	10%	17%	10%	10%	18%	14%	16%	11%	9%	11%	16%	12%	12%	12%	11%	22%	11%	11%	22%	36%	19%	18%	8%	9%
Worse Total	51%	43%	33%	40%	45%	28%	41%	54%	4%	41%	84%	38%	61%	49%	37%	54%	42%	52%	37%	36%	54%	43%	31%	36%	2%	82%	34%	37%	35%	32%	40%	46%
Definitely better	18%	33%	28%	33%	26%	34%	30%	20%	59%	17%	1%	32%	8%	28%	28%	19%	31%	20%	27%	33%	19%	27%	36%	13%	57%	1%	20%	19%	25%	27%	30%	28%
Probably better	14%	15%	19%	16%	14%	21%	14%	15%	26%	20%	4%	18%	11%	9%	17%	14%	15%	14%	19%	17%	11%	16%	19%	24%	28%	4%	25%	8%	21%	19%	17%	15%
Probably worse	12%	10%	10%	12%	14%	8%	9%	13%	2%	14%	19%	10%	16%	12%	9%	11%	11%	11%	12%	10%	16%	10%	10%	16%	1%	21%	7%	26%	6%	15%	6%	11%
Definitely worse	39%	32%	23%	28%	31%	20%	32%	41%	2%	27%	65%	27%	45%	37%	28%	42%	31%	41%	25%	26%	39%	33%	21%	20%	1%	61%	26%	11%	29%	17%	35%	35%
Unsure	3%	3%	2%	2%	2%	2%	3%	2%	2%	4%	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	3%	2%	3%	5%	2%	2%	0%	0%	0%	4%	4%	2%

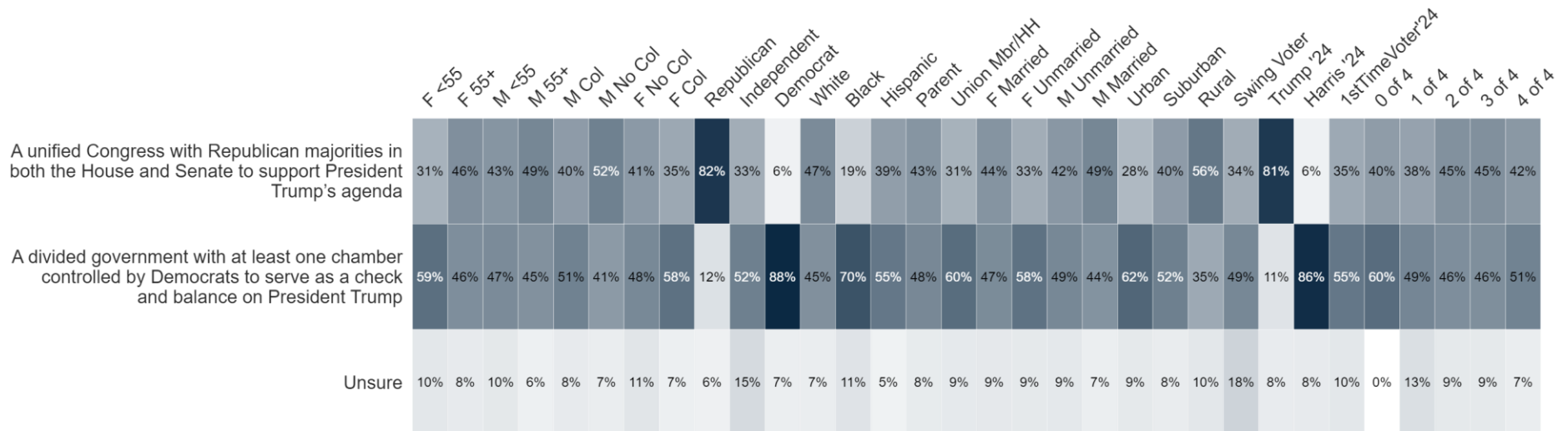
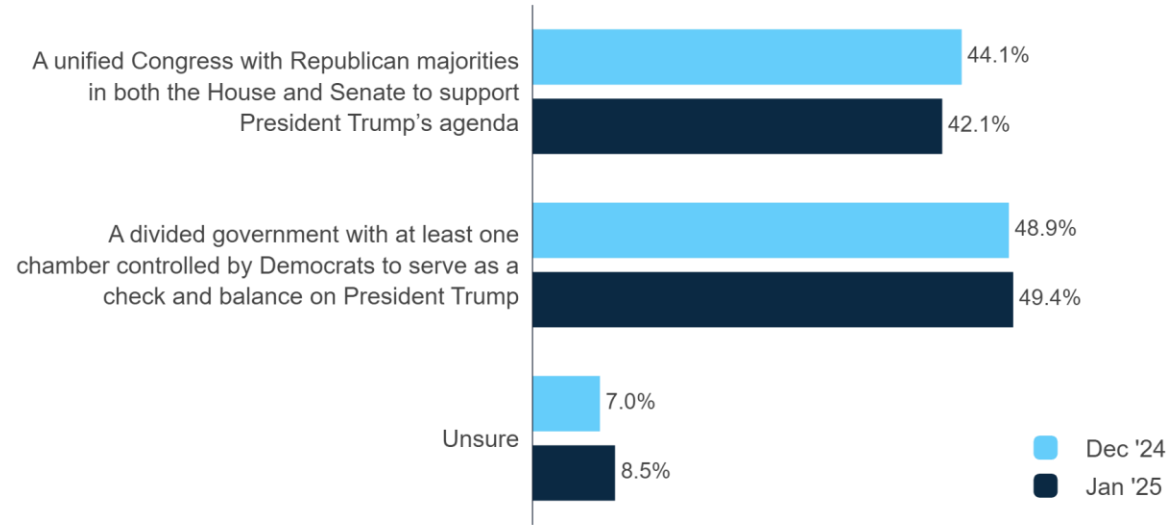
Do you think Donald Trump will be a better, worse, or about the same president than he was last time?



# Percent Change: Trump Better or Worse (Dec '24 to Jan '25)

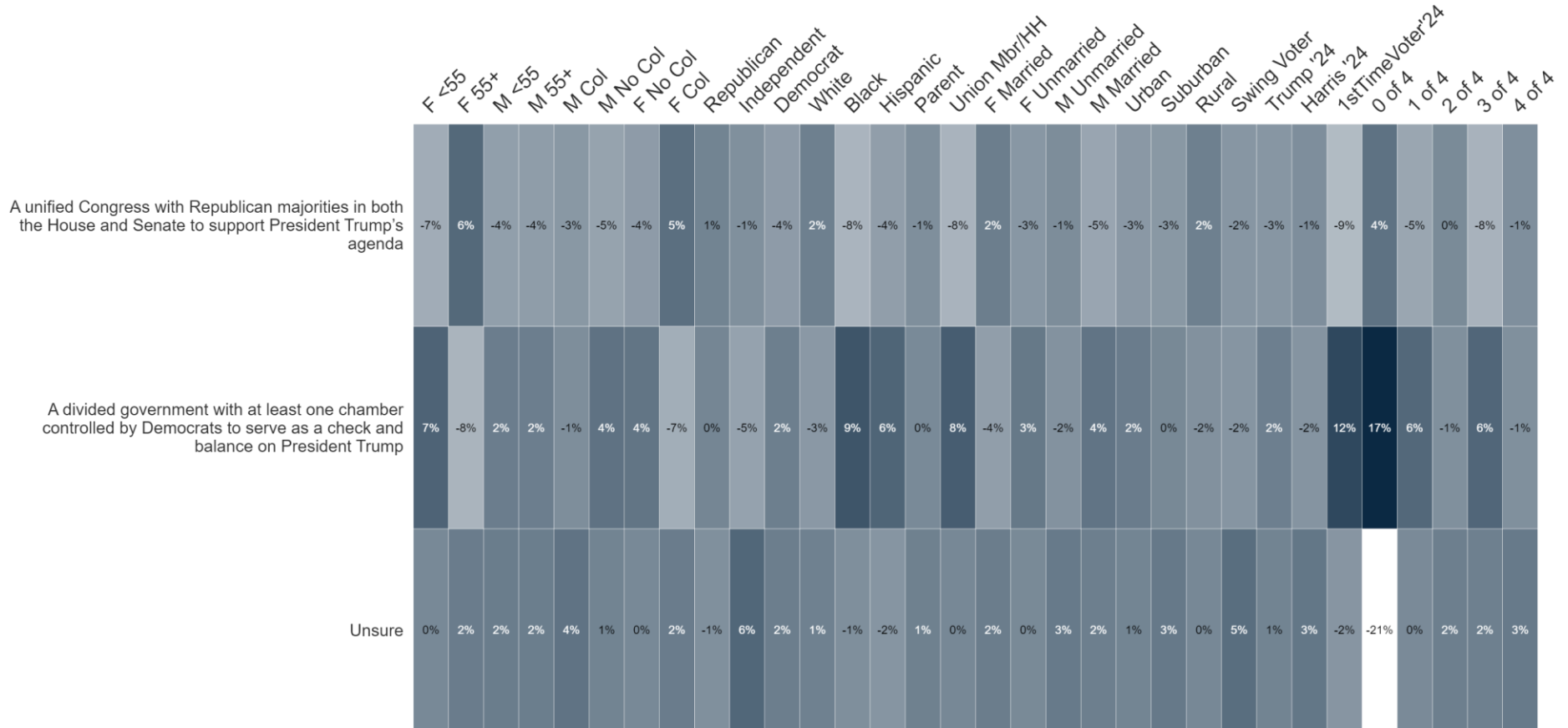
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Better Total	-5%	7%	-5%	-4%	-8%	-1%	-3%	8%	-2%	1%	-1%	2%	-6%	-5%	-1%	-10%	2%	0%	-2%	-6%	-4%	1%	-2%	2%	-5%	1%	-1%	5%	4%	-5%	-8%	-1%
About the same	2%	-1%	2%	1%	1%	2%	2%	-2%	1%	-1%	1%	1%	6%	-2%	2%	1%	-1%	1%	2%	-2%	1%	1%	-4%	3%	1%	-1%	0%	-3%	7%	-2%	0%	
Worse Total	3%	-6%	4%	3%	6%	0%	1%	-6%	1%	1%	0%	-3%	1%	10%	-1%	10%	-3%	0%	2%	4%	7%	-2%	0%	2%	1%	-1%	4%	-5%	2%	-4%	8%	1%
Definitely better	-8%	5%	-5%	-6%	-7%	-4%	-4%	2%	-2%	-6%	-2%	-1%	-7%	-5%	-2%	-9%	1%	-4%	-5%	-5%	-3%	-3%	-3%	-2%	-7%	0%	-11%	12%	0%	-10%	-6%	-2%
Probably better	2%	2%	0%	2%	-1%	3%	1%	5%	1%	7%	0%	3%	1%	0%	1%	-1%	1%	4%	3%	-1%	-1%	3%	1%	4%	3%	1%	9%	-6%	5%	5%	-3%	1%
Probably worse	-1%	1%	0%	2%	2%	0%	0%	-1%	0%	1%	-1%	-1%	2%	1%	0%	0%	1%	-1%	2%	0%	2%	-2%	3%	1%	0%	1%	-8%	13%	-8%	3%	-2%	1%
Definitely worse	4%	-7%	3%	1%	4%	0%	2%	-5%	0%	0%	1%	-2%	0%	9%	0%	10%	-4%	1%	1%	3%	4%	0%	-3%	1%	1%	-2%	11%	-18%	9%	-7%	10%	0%
Unsure	1%	0%	0%	0%	0%	0%	0%	0%	1%	-1%	0%	0%	-1%	-3%	-1%	0%	2%	-1%	-1%	0%	-1%	0%	1%	0%	0%	0%	-1%	0%	-3%	2%	2%	0%

# 2026 Midterm Contrast Ballot

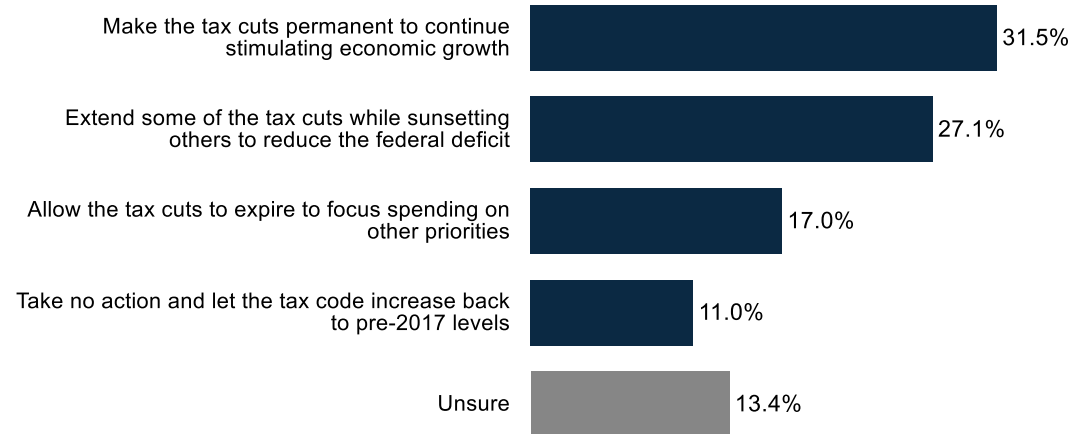


Which of the following results of the November 2026 general elections would you prefer?

# Percent Change: 2026 Midterm Contrast Ballot (Dec '24 to Jan '25)



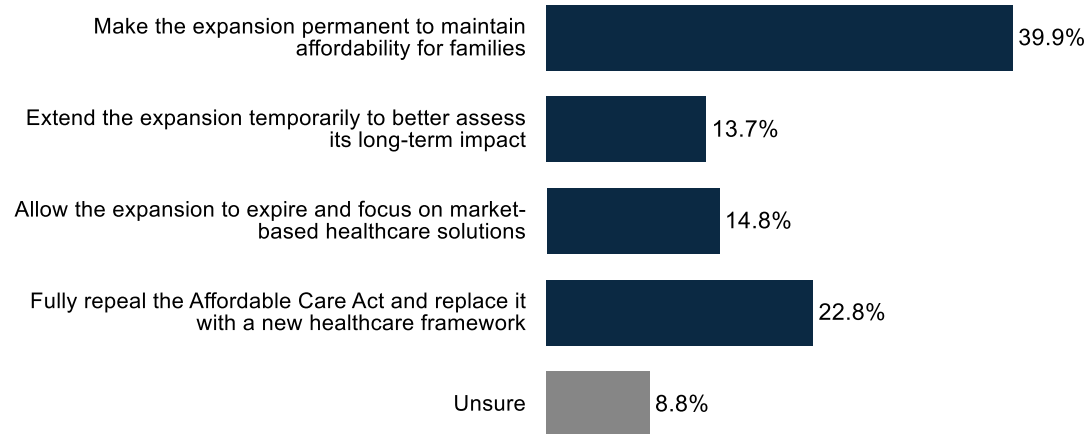
# Trump Tax Cut Extension



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Make the tax cuts permanent to continue stimulating economic growth	21%	31%	31%	43%	35%	40%	32%	19%	52%	26%	13%	35%	20%	23%	29%	24%	29%	24%	34%	40%	23%	32%	37%	22%	52%	12%	16%	12%	27%	30%	34%	33%
Extend some of the tax cuts while sunsetting others to reduce the federal deficit	24%	30%	29%	25%	28%	27%	21%	35%	31%	35%	18%	27%	28%	25%	29%	29%	30%	24%	24%	30%	27%	28%	26%	38%	32%	21%	41%	34%	32%	29%	24%	26%
Allow the tax cuts to expire to focus spending on other priorities	23%	15%	16%	14%	15%	14%	18%	20%	5%	16%	31%	14%	25%	29%	19%	20%	17%	21%	20%	11%	23%	16%	14%	17%	4%	29%	21%	34%	19%	16%	15%	17%
Take no action and let the tax code increase back to pre-2017 levels	11%	6%	14%	13%	18%	10%	7%	12%	1%	13%	20%	12%	10%	9%	12%	15%	8%	10%	13%	14%	14%	11%	9%	7%	2%	20%	5%	4%	6%	6%	9%	14%
Unsure	21%	17%	10%	4%	5%	9%	21%	15%	10%	11%	18%	12%	17%	14%	12%	11%	17%	22%	9%	6%	13%	13%	14%	16%	10%	17%	17%	16%	16%	20%	18%	10%

As the 2017 Trump Tax Cuts are set to expire in 2025, what do you believe Congress should prioritize?

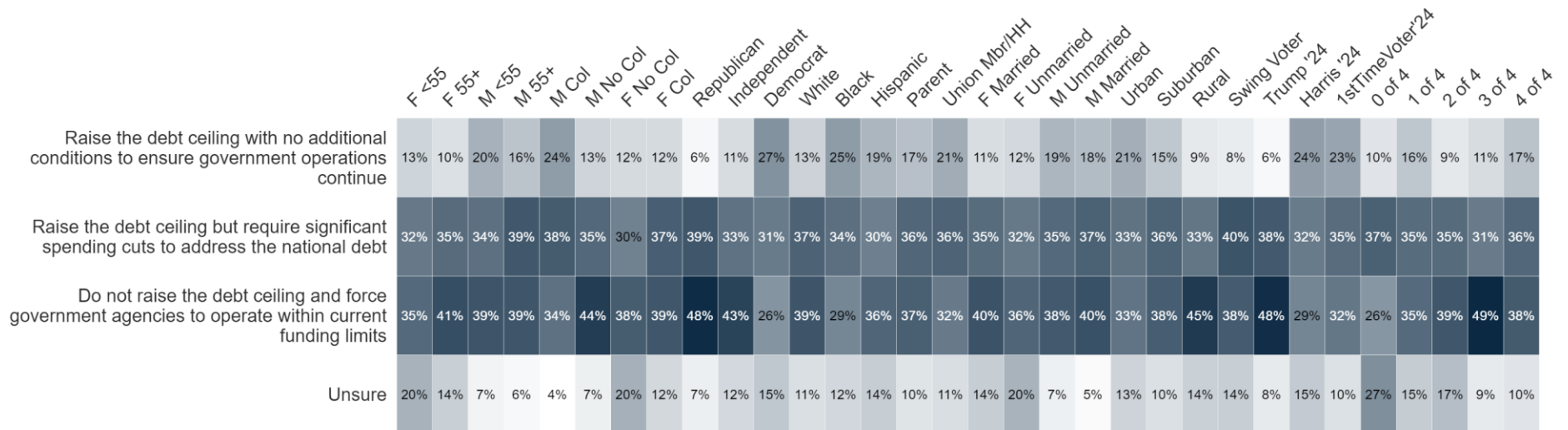
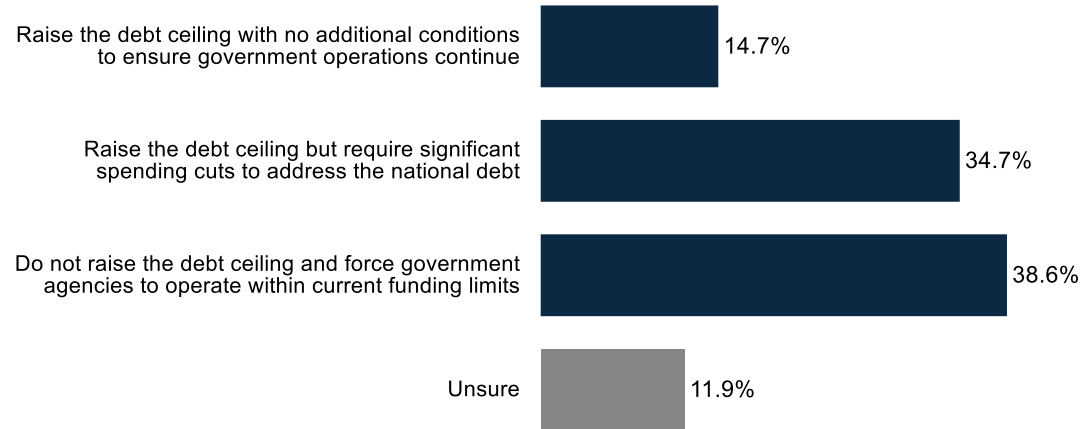
# Affordable Care Act Expansion



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Make the expansion permanent to maintain affordability for families	44%	42%	33%	40%	42%	31%	41%	45%	11%	38%	72%	37%	55%	42%	36%	48%	39%	48%	36%	36%	49%	41%	32%	31%	11%	70%	27%	31%	35%	31%	39%	43%
Extend the expansion temporarily to better assess its long-term impact	15%	10%	19%	12%	16%	16%	11%	14%	13%	19%	11%	13%	14%	14%	15%	15%	10%	14%	16%	16%	15%	14%	12%	23%	13%	14%	24%	20%	15%	20%	14%	12%
Allow the expansion to expire and focus on market-based healthcare solutions	14%	11%	17%	17%	17%	18%	14%	11%	23%	15%	6%	16%	11%	12%	18%	10%	17%	9%	14%	19%	13%	15%	15%	16%	24%	6%	16%	34%	16%	20%	12%	13%
Fully repeal the Affordable Care Act and replace it with a new healthcare framework	16%	26%	24%	25%	21%	28%	22%	21%	41%	20%	5%	24%	11%	25%	22%	20%	24%	18%	26%	24%	16%	22%	29%	19%	42%	4%	21%	7%	24%	19%	26%	24%
Unsure	11%	11%	7%	6%	5%	7%	12%	9%	11%	8%	6%	9%	8%	7%	9%	6%	10%	11%	8%	6%	7%	8%	12%	12%	11%	7%	11%	8%	10%	10%	9%	8%

In 2021, the Affordable Care Act, also known as Obamacare, was expanded to increase access to subsidized health insurance but is set to expire in 2025. What do you believe Congress should prioritize?

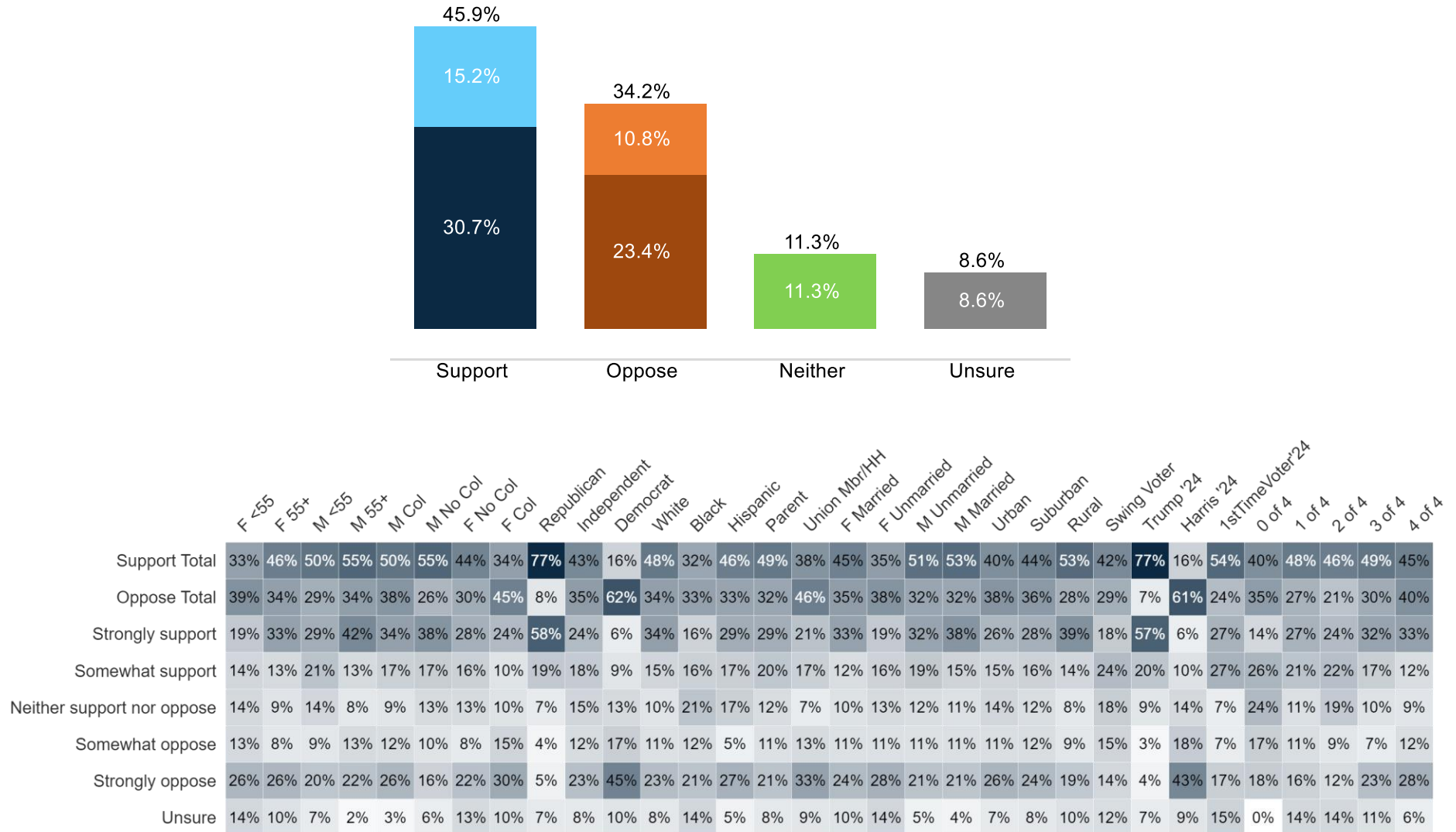
# Debt Ceiling and Gov't Funding



Congress will soon debate raising the debt ceiling and setting government funding levels. Which approach do you support?

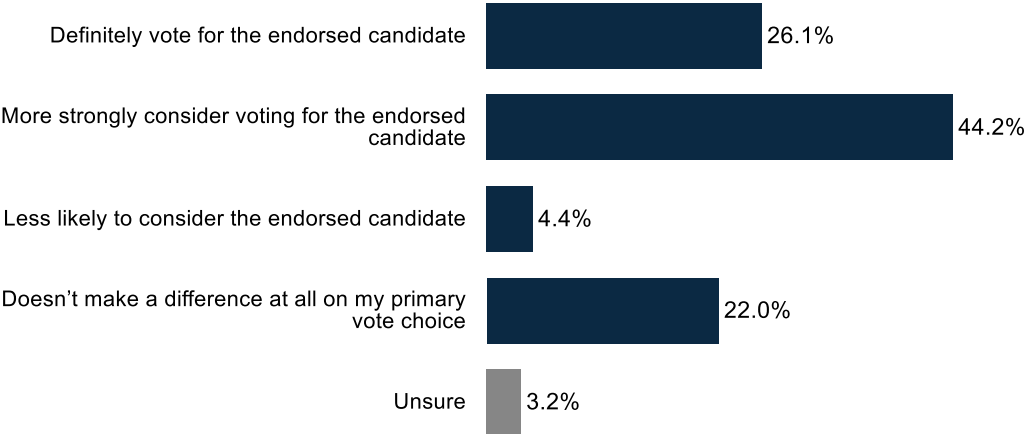


# Domestic Energy Production



Congress is considering measures to expand domestic energy production, including mandating lease sales, opening federal lands for drilling, and rolling back parts of President Biden's Inflation Reduction Act. Do you support or oppose these proposals to expand domestic energy production?

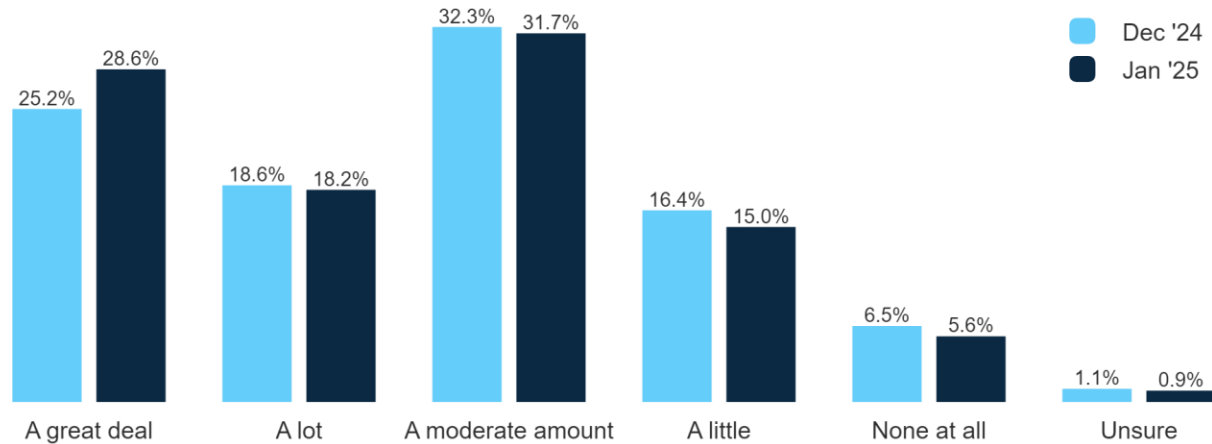
# Trump Influence in GOP Primaries



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote for the endorsed candidate	28%	27%	24%	26%	21%	27%	32%	19%	26%	25%	21%	36%	21%	22%	27%	28%	33%	20%	40%	23%	26%	6%	28%	0%	24%	32%	25%	31%	27%	24%
More strongly consider voting for the endorsed candidate	41%	46%	42%	47%	49%	41%	42%	47%	44%	46%	39%	29%	45%	46%	45%	42%	34%	50%	37%	45%	45%	40%	47%	0%	51%	37%	48%	39%	39%	46%
Less likely to consider the endorsed candidate	6%	2%	6%	4%	6%	4%	4%	3%	4%	3%	26%	10%	7%	10%	2%	6%	5%	5%	7%	5%	3%	11%	2%	61%	11%	12%	5%	8%	5%	3%
Doesn't make a difference at all on my primary vote choice	20%	22%	25%	21%	21%	24%	16%	30%	22%	23%	14%	17%	25%	20%	22%	19%	22%	24%	8%	24%	24%	39%	20%	39%	10%	19%	16%	20%	24%	23%
Unsure	6%	2%	4%	2%	2%	3%	5%	1%	3%	3%	0%	9%	2%	2%	3%	4%	6%	1%	7%	3%	2%	4%	3%	0%	5%	0%	6%	2%	5%	3%

If Donald Trump endorses a candidate in a Republican Primary, how would that affect your vote for that candidate?

# News Attention



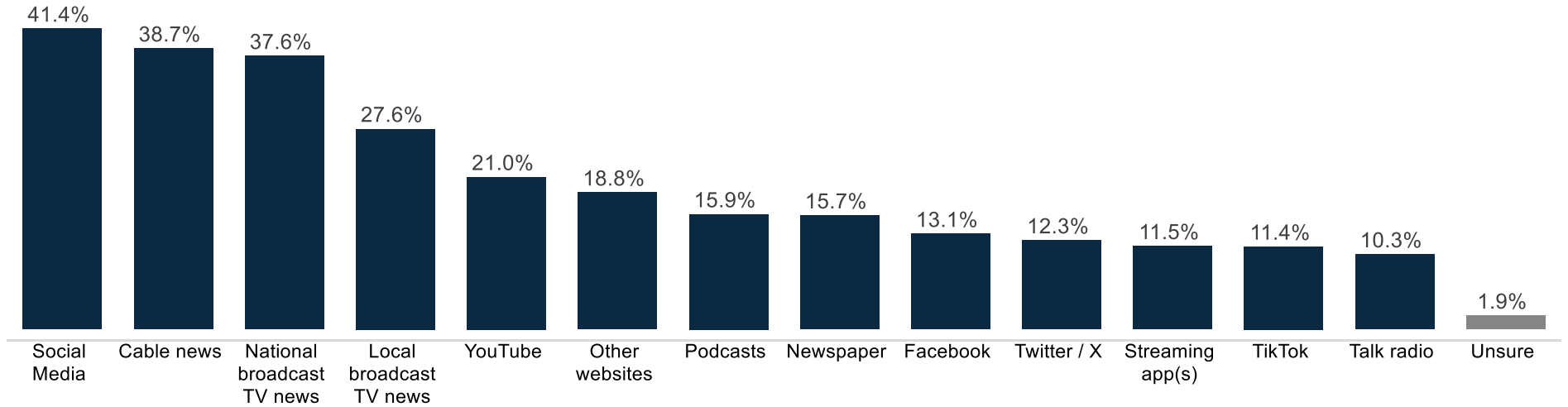
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	24%	28%	28%	35%	36%	28%	24%	29%	29%	26%	30%	29%	25%	31%	25%	27%	28%	24%	31%	33%	31%	29%	25%	18%	28%	31%	23%	0%	20%	20%	29%	33%
A lot	19%	20%	19%	15%	18%	16%	21%	17%	18%	17%	20%	18%	22%	17%	18%	22%	21%	17%	15%	18%	21%	17%	19%	17%	20%	26%	13%	20%	19%	20%	18%	
A moderate amount	35%	30%	31%	31%	30%	32%	30%	36%	29%	36%	33%	30%	34%	34%	34%	32%	30%	35%	32%	30%	32%	34%	28%	39%	29%	33%	27%	48%	30%	36%	33%	31%
A little	16%	15%	15%	13%	12%	16%	17%	14%	16%	14%	13%	16%	13%	11%	14%	13%	16%	16%	18%	12%	10%	14%	20%	19%	17%	12%	14%	26%	20%	21%	14%	13%
None at all	5%	6%	6%	6%	3%	8%	6%	4%	7%	6%	3%	5%	4%	6%	7%	6%	4%	7%	3%	7%	4%	5%	7%	6%	7%	3%	5%	13%	7%	3%	4%	6%
Unsure	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	1%	0%	2%	1%	1%	1%	1%	5%	0%	3%	1%	0%	1%	

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

# Percent Change: News Attention (Dec '24 to Jan '25)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	8%	2%	1%	3%	5%	0%	6%	3%	2%	9%	3%	3%	4%	4%	5%	5%	8%	1%	0%	3%	4%	5%	0%	6%	1%	6%	8%	-14%	10%	0%	6%	4%
A lot	1%	2%	-3%	-3%	-3%	-2%	4%	-1%	1%	0%	-2%	-1%	8%	4%	-2%	5%	3%	0%	-4%	-3%	2%	-3%	3%	1%	0%	-1%	12%	6%	8%	2%	3%	-3%
A moderate amount	0%	-5%	2%	2%	4%	-1%	-6%	2%	-1%	-2%	0%	-1%	-9%	5%	2%	-7%	-6%	1%	3%	1%	-3%	1%	-2%	-3%	-1%	-1%	-14%	1%	-14%	4%	0%	1%
A little	-5%	1%	0%	-1%	-2%	0%	-2%	-3%	-2%	-5%	1%	1%	-2%	-9%	-3%	-1%	-3%	-1%	0%	-1%	-1%	-3%	2%	-3%	0%	-1%	-9%	-6%	-4%	0%	-8%	-1%
None at all	-3%	0%	1%	-1%	-3%	3%	-1%	-2%	0%	-1%	-2%	-1%	0%	-5%	-1%	-2%	-2%	0%	0%	0%	-1%	0%	-2%	-1%	0%	-2%	-1%	13%	-1%	-5%	0%	-1%
Unsure	-1%	0%	0%	0%	0%	1%	-1%	1%	0%	0%	0%	0%	-1%	2%	-1%	-1%	0%	-1%	1%	0%	0%	-1%	0%	0%	0%	3%	0%	1%	0%	0%	0%	0%

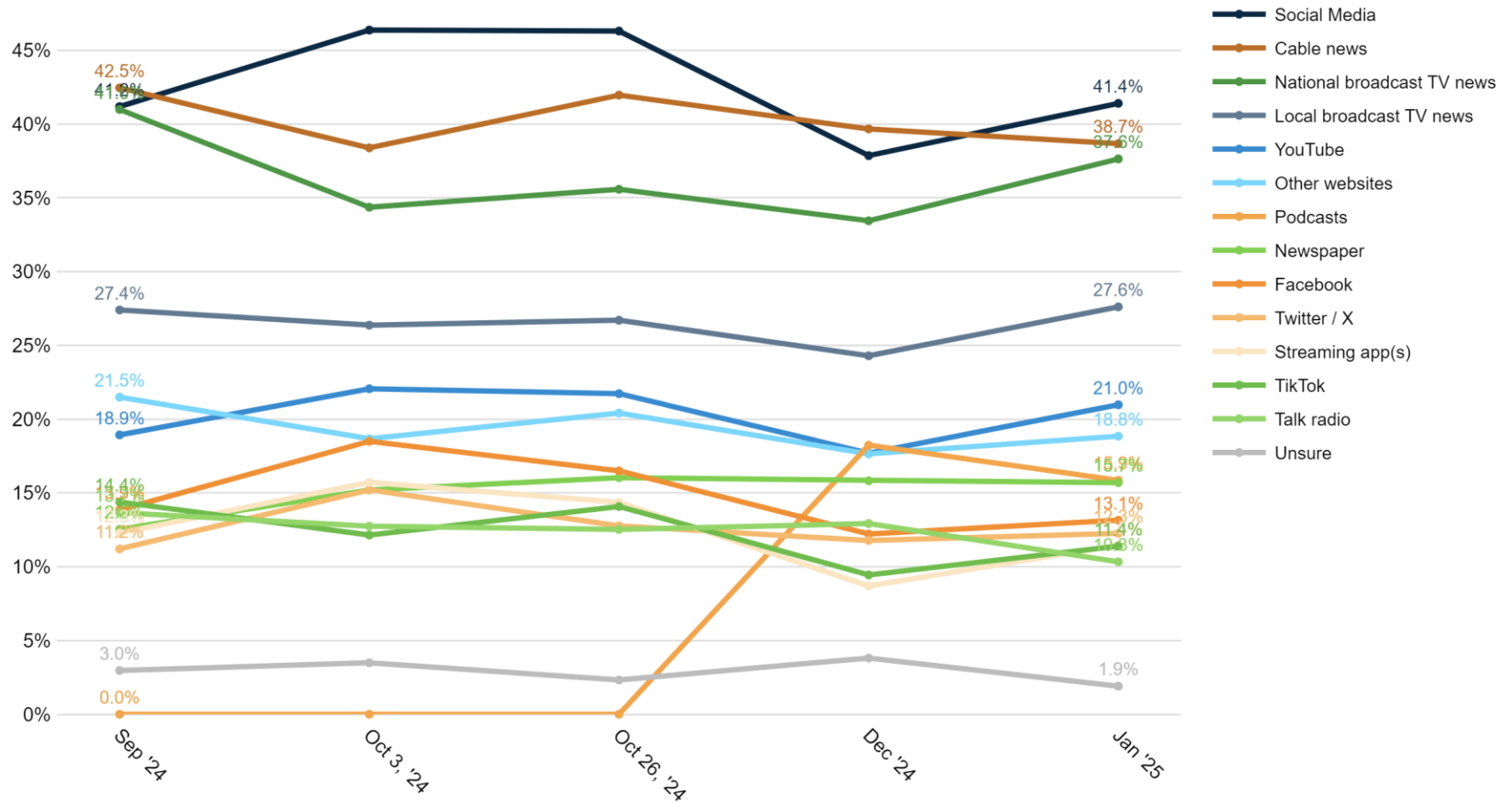
# News Sources



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter*24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	57%	24%	62%	25%	38%	48%	42%	38%	45%	40%	39%	37%	56%	52%	54%	47%	37%	43%	55%	35%	45%	40%	42%	44%	46%	37%	79%	57%	62%	50%	49%	34%
Cable news	32%	46%	28%	49%	43%	34%	38%	41%	45%	33%	36%	42%	39%	18%	30%	35%	44%	34%	31%	44%	35%	40%	39%	31%	43%	36%	16%	7%	22%	39%	35%	43%
National broadcast TV news	35%	44%	28%	42%	38%	32%	39%	41%	23%	40%	52%	37%	43%	30%	33%	40%	42%	38%	36%	34%	40%	40%	32%	43%	23%	53%	12%	24%	25%	42%	40%	39%
Local broadcast TV news	24%	31%	19%	35%	27%	28%	30%	26%	25%	29%	30%	28%	28%	26%	24%	28%	30%	25%	24%	30%	25%	28%	28%	29%	24%	32%	18%	13%	20%	26%	25%	30%
YouTube	24%	11%	39%	13%	22%	29%	19%	14%	22%	22%	20%	17%	37%	26%	28%	25%	16%	19%	37%	17%	27%	19%	20%	22%	23%	19%	41%	25%	40%	24%	27%	16%
Other websites	17%	15%	22%	22%	26%	19%	13%	19%	17%	23%	18%	21%	9%	16%	17%	17%	13%	19%	20%	24%	18%	19%	19%	18%	18%	19%	18%	3%	14%	14%	21%	21%
Podcasts	15%	14%	21%	14%	18%	17%	10%	20%	20%	18%	10%	17%	10%	18%	16%	14%	17%	13%	17%	18%	13%	16%	18%	17%	21%	11%	17%	11%	12%	9%	16%	18%
Newspaper	14%	16%	13%	20%	21%	13%	12%	20%	10%	17%	22%	18%	11%	12%	12%	19%	18%	12%	17%	16%	19%	16%	13%	14%	10%	22%	6%	22%	7%	10%	10%	19%
Facebook	22%	8%	18%	6%	10%	14%	18%	11%	14%	11%	13%	12%	22%	14%	23%	17%	12%	16%	14%	10%	16%	12%	14%	16%	14%	12%	27%	32%	20%	24%	15%	9%
Twitter / X	14%	8%	21%	8%	13%	16%	9%	13%	18%	11%	7%	11%	14%	21%	15%	11%	11%	11%	16%	12%	13%	12%	11%	12%	18%	7%	28%	0%	17%	9%	22%	11%
Streaming app(s)	14%	10%	12%	10%	12%	10%	9%	15%	11%	12%	11%	11%	12%	17%	14%	13%	12%	11%	9%	12%	9%	13%	11%	12%	11%	11%	20%	12%	15%	10%	9%	12%
TikTok	26%	3%	14%	3%	10%	8%	17%	10%	8%	12%	14%	9%	19%	19%	18%	13%	10%	18%	11%	7%	12%	11%	11%	14%	8%	14%	33%	13%	25%	16%	13%	7%
Talk radio	8%	11%	10%	13%	11%	13%	8%	11%	15%	11%	5%	11%	4%	8%	9%	10%	11%	7%	10%	13%	6%	11%	12%	9%	15%	5%	4%	12%	5%	8%	10%	12%
Unsure	1%	3%	3%	1%	1%	2%	3%	1%	1%	2%	3%	2%	1%	3%	2%	3%	2%	3%	2%	1%	3%	1%	3%	2%	1%	2%	1%	14%	1%	0%	3%	2%

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

# Trend: News Sources

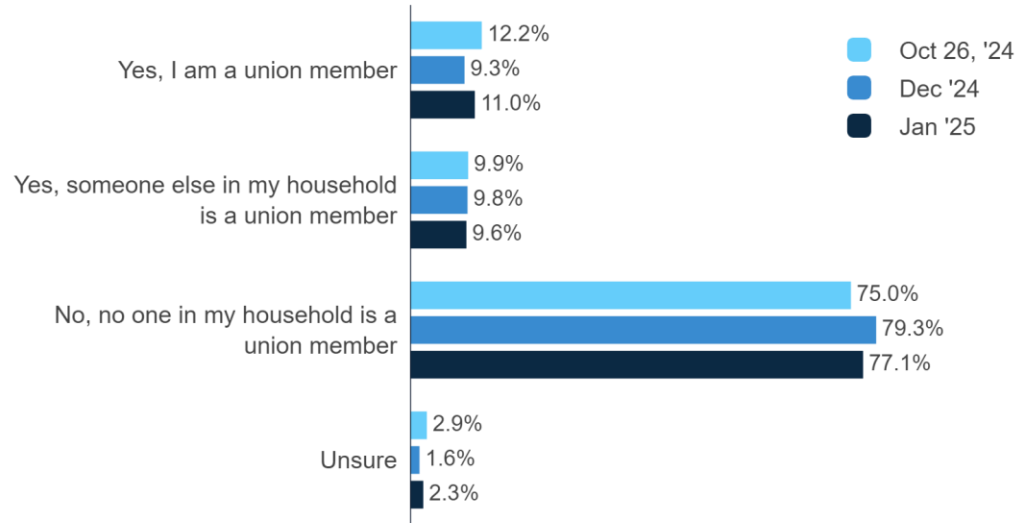




# Percent Change: News Sources (Dec '24 to Jan '25)

		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
National broadcast TV news	Social Media	4%	3%	6%	2%	3%	6%	-2%	9%	0%	4%	7%	2%	7%	-1%	3%	5%	5%	1%	6%	1%	-1%	3%	8%	6%	0%	7%	15%	-8%	5%	9%	5%	2%
	Cable news	5%	-4%	-1%	-4%	-1%	-5%	3%	-1%	1%	3%	-5%	0%	7%	-17%	-1%	-1%	4%	-2%	-6%	-1%	3%	-3%	0%	-2%	0%	-2%	-11%	-17%	-4%	3%	-5%	0%
	National broadcast TV news	4%	-1%	3%	10%	5%	8%	4%	0%	1%	5%	5%	2%	7%	5%	4%	7%	1%	3%	9%	6%	9%	4%	1%	7%	5%	4%	-6%	6%	5%	8%	13%	2%
	Local broadcast TV news	5%	-1%	2%	8%	6%	3%	1%	4%	3%	5%	3%	4%	-2%	1%	7%	5%	4%	0%	1%	8%	2%	5%	2%	3%	4%	4%	6%	-15%	3%	-1%	4%	5%
	YouTube	2%	2%	8%	2%	6%	4%	1%	3%	2%	2%	6%	2%	7%	-3%	4%	3%	4%	-1%	12%	0%	3%	2%	6%	2%	2%	5%	6%	-10%	5%	6%	2%	3%
	Other websites	1%	-1%	1%	4%	2%	3%	0%	0%	1%	2%	0%	3%	-8%	3%	-2%	1%	-4%	5%	2%	3%	0%	1%	2%	2%	1%	1%	7%	-11%	3%	1%	4%	1%
	Podcasts	-8%	3%	-6%	1%	-2%	-2%	-5%	0%	-2%	-1%	-3%	-2%	-4%	-5%	-9%	-5%	-2%	-4%	-2%	-3%	-8%	-1%	0%	0%	-3%	-2%	0%	4%	-4%	-10%	-6%	0%
	Newspaper	4%	-4%	1%	-1%	-2%	2%	2%	-3%	2%	1%	-2%	0%	4%	0%	-2%	-1%	-1%	1%	5%	-3%	1%	0%	-2%	-2%	3%	-2%	0%	10%	-4%	4%	-2%	0%
	Facebook	3%	0%	1%	0%	2%	-1%	0%	3%	-1%	2%	3%	-1%	7%	1%	3%	0%	0%	2%	-1%	1%	2%	2%	-1%	4%	-1%	3%	-1%	18%	-4%	9%	-1%	-1%
	Twitter / X	4%	1%	-5%	0%	-6%	2%	0%	6%	2%	-2%	1%	0%	2%	2%	1%	-3%	3%	2%	-5%	-2%	-1%	0%	2%	1%	1%	1%	12%	-7%	4%	-4%	13%	-1%
Streaming app(s)	Streaming app(s)	4%	2%	1%	4%	5%	0%	-1%	8%	1%	5%	3%	3%	-2%	7%	2%	5%	4%	2%	0%	4%	1%	4%	2%	4%	1%	3%	4%	12%	4%	1%	2%	3%
	TikTok	3%	0%	4%	1%	6%	-1%	1%	3%	0%	5%	2%	1%	3%	5%	5%	3%	0%	3%	0%	3%	1%	2%	3%	3%	0%	3%	9%	-29%	6%	3%	2%	1%
	Talk radio	-4%	0%	-4%	-3%	-3%	-3%	-3%	0%	-3%	0%	-3%	-1%	-4%	-10%	-3%	-3%	-1%	-3%	-2%	-4%	-2%	-2%	-4%	-3%	-4%	-2%	-9%	12%	-10%	-3%	-12%	0%
	Unsure	-4%	0%	-1%	-3%	-5%	1%	-1%	-3%	-2%	-5%	0%	-2%	-3%	0%	-2%	-1%	-3%	0%	-1%	-2%	-2%	-2%	-2%	-2%	-2%	-2%	-1%	7%	-1%	-2%	-1%	-2%

# Union HH



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	23%	16%	23%	21%	20%	24%	18%	22%	15%	24%	25%	17%	35%	25%	26%	24%	15%	21%	23%	20%	22%	18%	27%	15%	26%	32%	0%	29%	14%	18%	22%
Yes, I am a union member	10%	7%	14%	14%	13%	15%	7%	10%	8%	11%	14%	8%	16%	16%	14%	9%	8%	12%	16%	11%	12%	10%	12%	8%	14%	13%	0%	11%	7%	9%	13%
Yes, someone else in my household is a union member	13%	9%	9%	7%	7%	9%	11%	12%	7%	12%	11%	8%	19%	9%	13%	15%	7%	9%	7%	9%	10%	9%	14%	8%	12%	19%	0%	18%	7%	9%	9%
No, no one in my household is a union member	73%	82%	75%	78%	79%	74%	78%	77%	83%	75%	72%	82%	61%	70%	71%	74%	81%	77%	76%	78%	76%	79%	71%	83%	72%	62%	95%	65%	84%	80%	76%
Unsure	4%	2%	2%	1%	1%	2%	4%	1%	2%	1%	3%	2%	4%	5%	3%	2%	4%	2%	1%	2%	2%	3%	3%	2%	3%	6%	5%	6%	2%	2%	2%

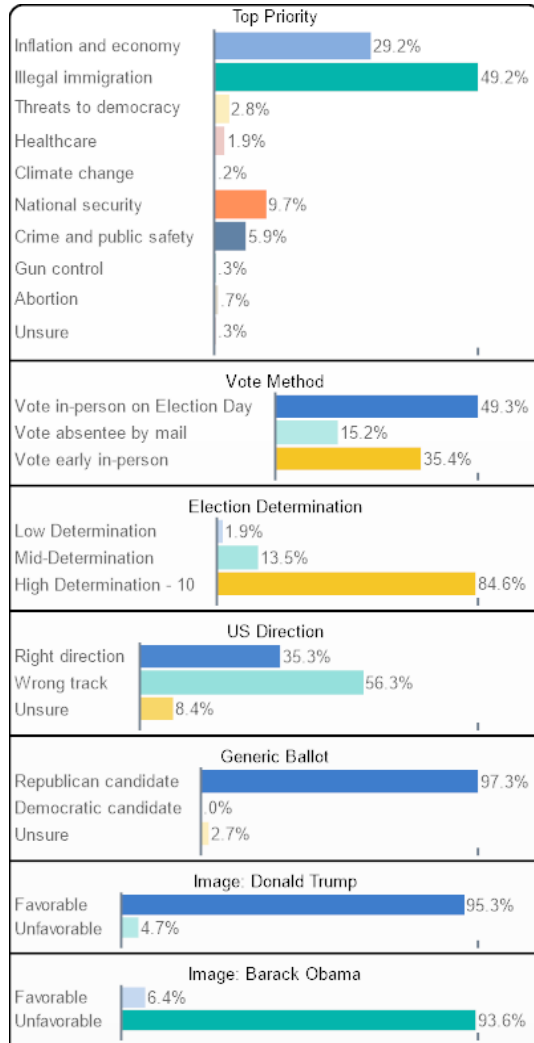
Does anyone in your household belong to a labor union?

# Percent Change: Union HH (Dec '24 to Jan '25)

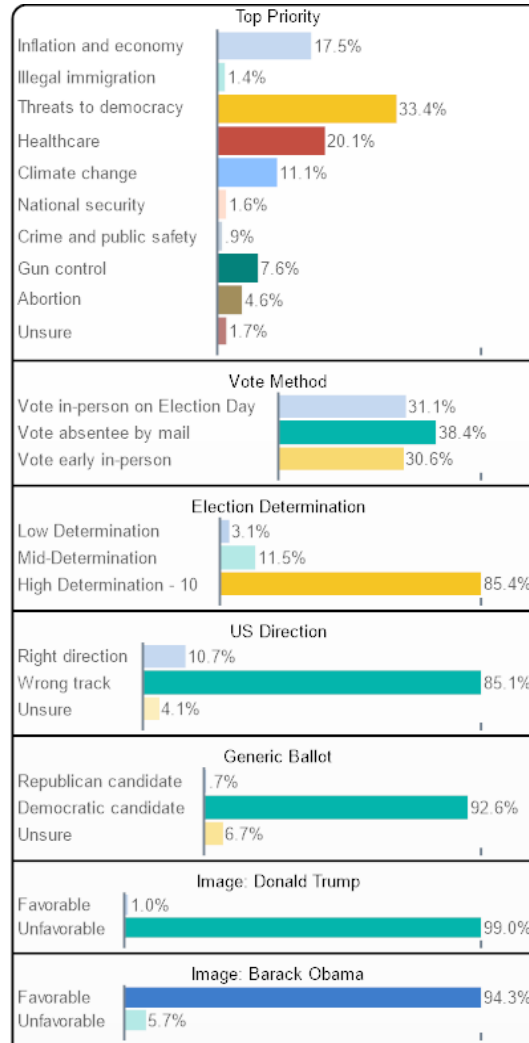
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	1stTimeVoter'24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	4%	0%	1%	2%	3%	0%	-1%	5%	-1%	4%	3%	0%	8%	0%	6%	0%	5%	-2%	-1%	3%	0%	4%	-2%	4%	-2%	6%	-13%	-14%	-7%	0%	1%	4%
Yes, I am a union member	2%	0%	4%	1%	4%	2%	0%	1%	0%	3%	2%	0%	3%	2%	5%	5%	2%	0%	1%	4%	-1%	4%	0%	4%	-1%	4%	1%	0%	0%	0%	0%	3%
Yes, someone else in my household is a union member	2%	0%	-4%	0%	-1%	-2%	-1%	4%	-1%	1%	1%	0%	5%	-2%	1%	-5%	3%	-1%	-2%	-1%	1%	0%	-2%	0%	-1%	2%	-14%	-14%	-7%	0%	1%	1%
No, no one in my household is a union member	-6%	-1%	-1%	-1%	-2%	0%	-2%	-4%	1%	-3%	-5%	-1%	-10%	-1%	-7%	0%	-6%	0%	2%	-3%	-1%	-5%	1%	-5%	2%	-7%	14%	10%	5%	-1%	-3%	-4%
Unsure	2%	1%	0%	0%	-1%	0%	3%	-1%	0%	-1%	2%	0%	2%	1%	1%	0%	1%	2%	-1%	0%	1%	0%	1%	1%	0%	2%	-1%	5%	2%	1%	2%	0%

# Segmentation Analysis:

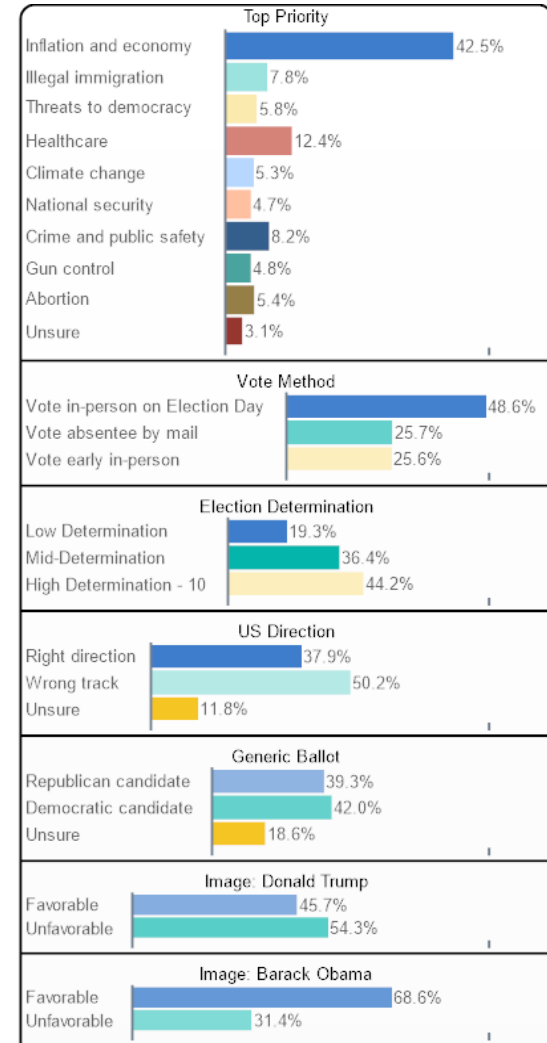
## GOP Base (37%)



## Dem Base (36%)

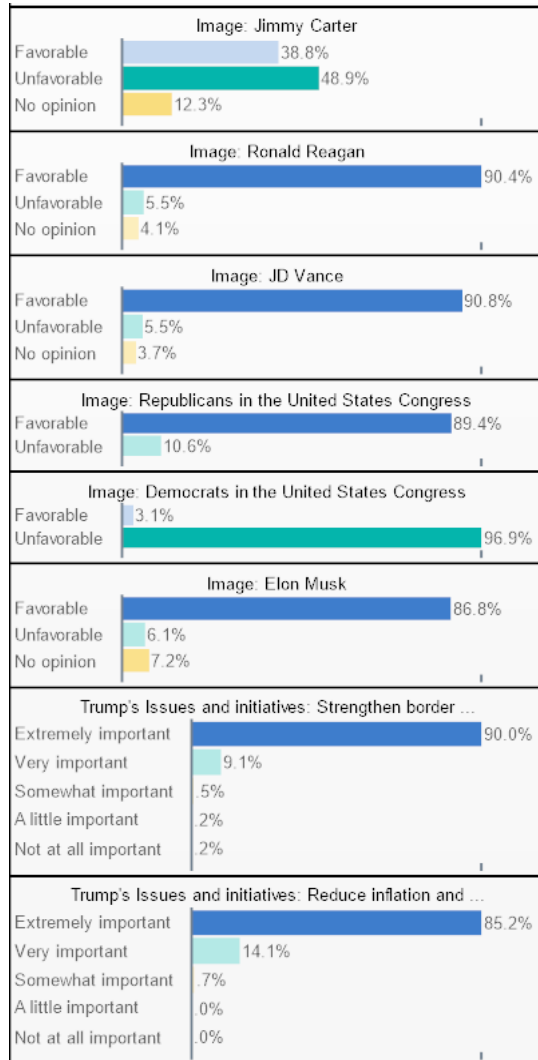


## Moderates (28%)

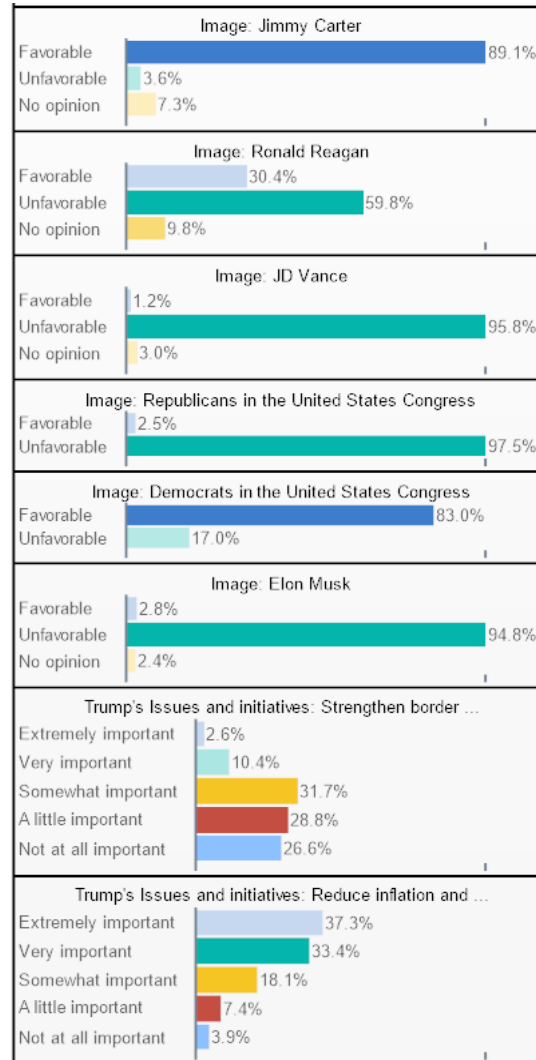


# Segmentation Analysis:

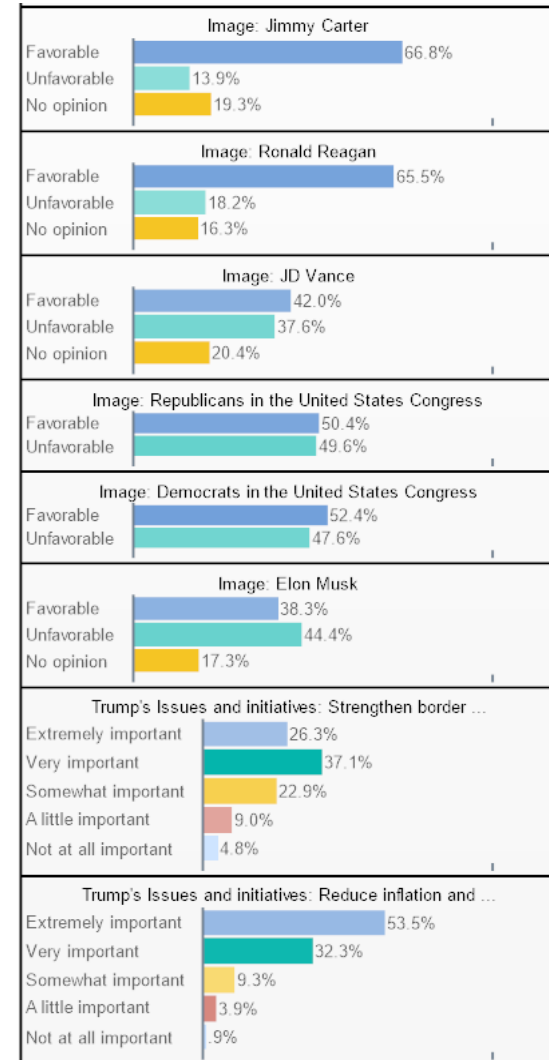
## GOP Base (37%)



## Dem Base (36%)

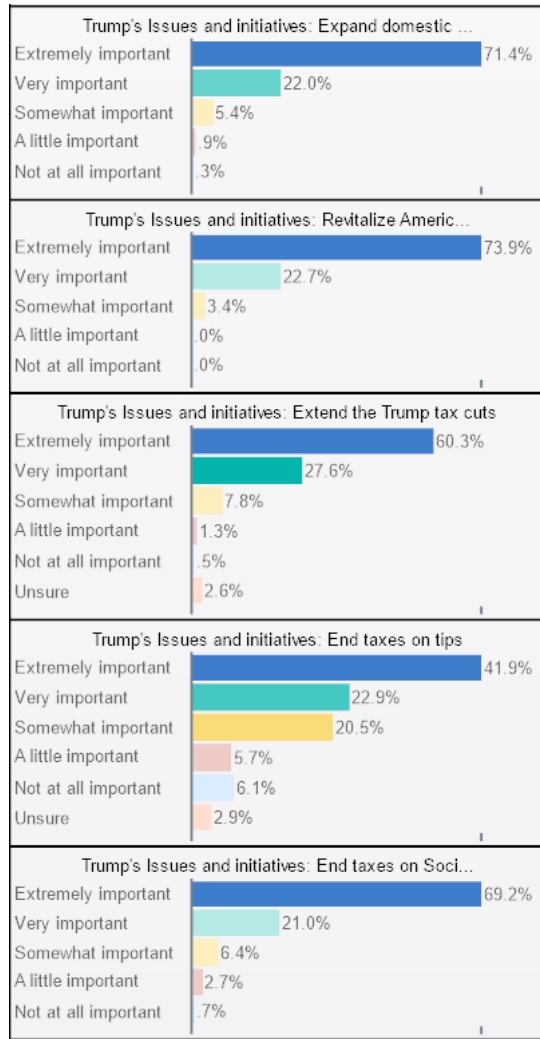


## Moderates (28%)

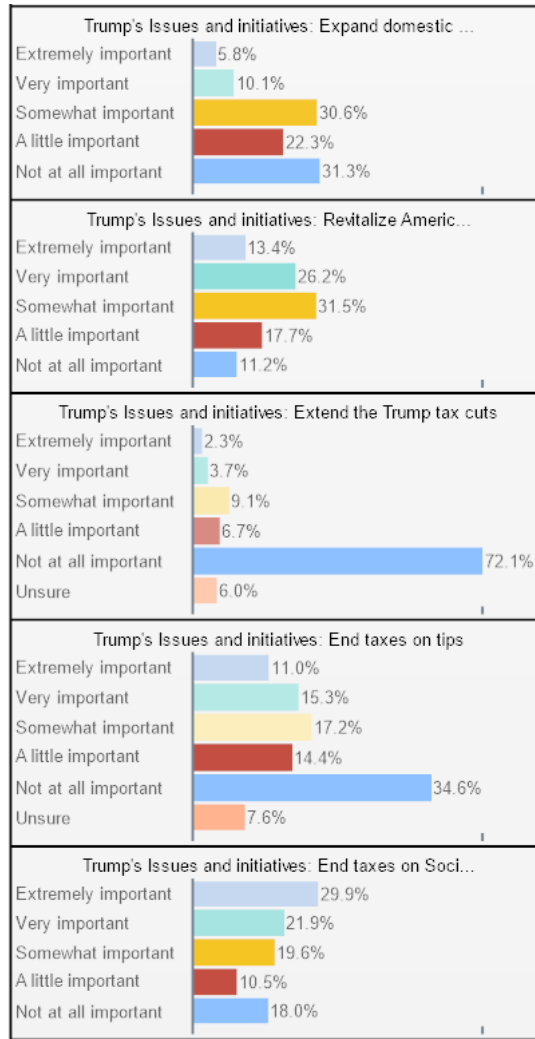


# Segmentation Analysis:

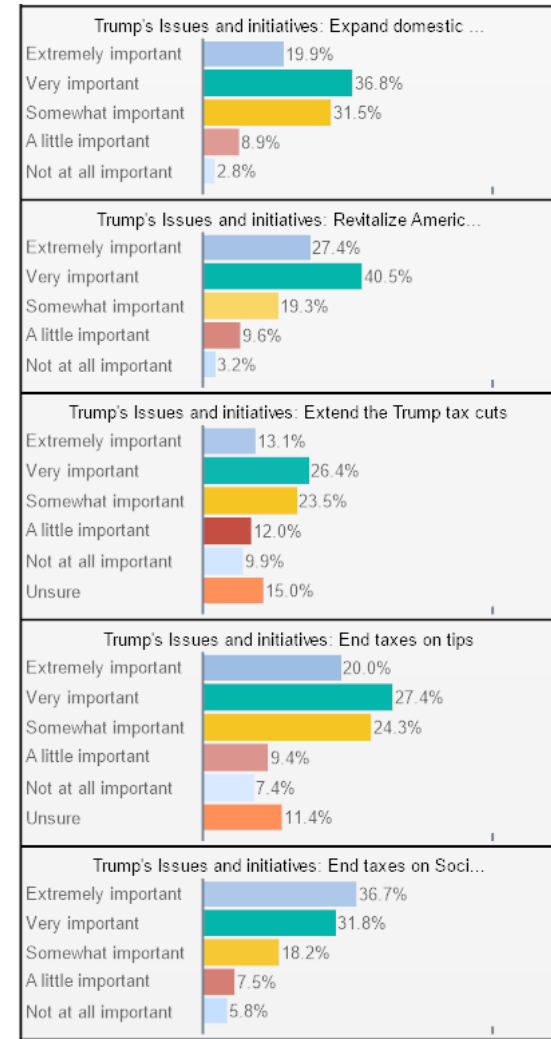
## GOP Base (37%)



## Dem Base (36%)



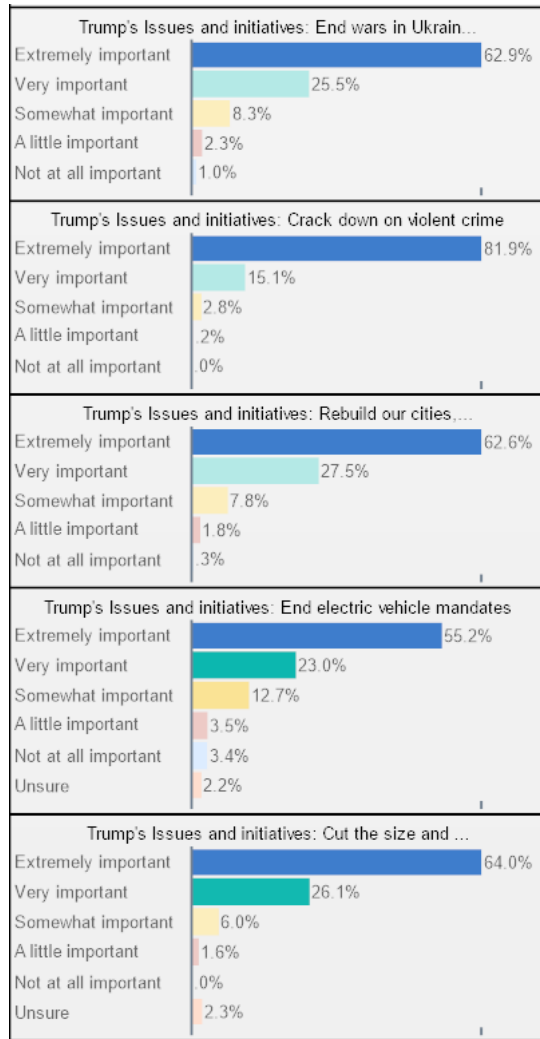
## Moderates (28%)



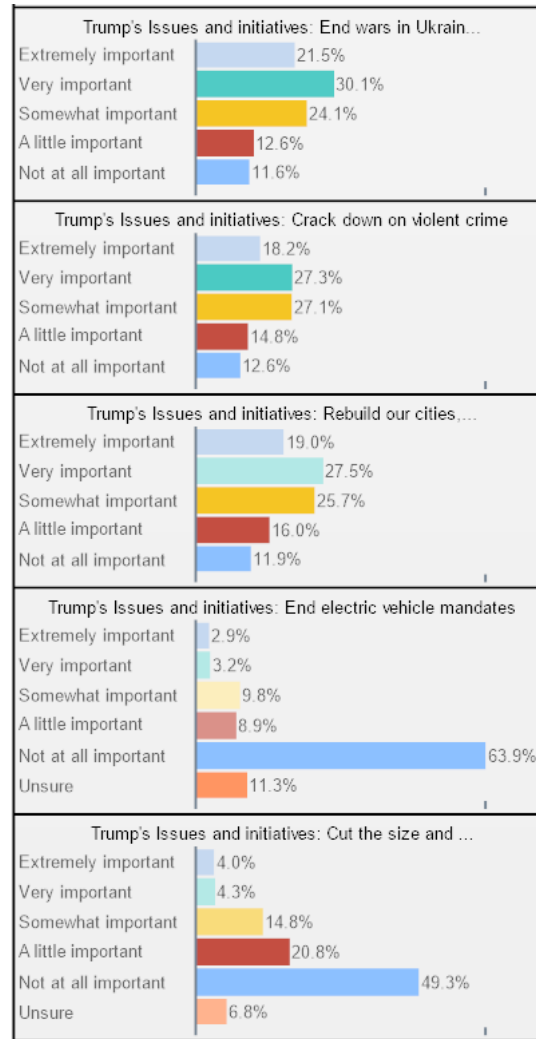


# Segmentation Analysis:

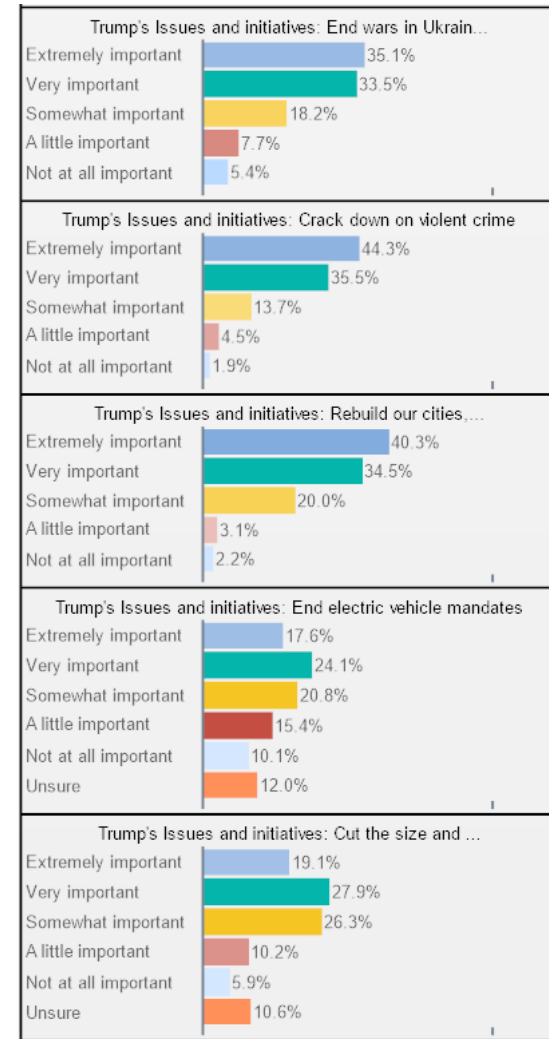
## GOP Base (37%)



## Dem Base (36%)

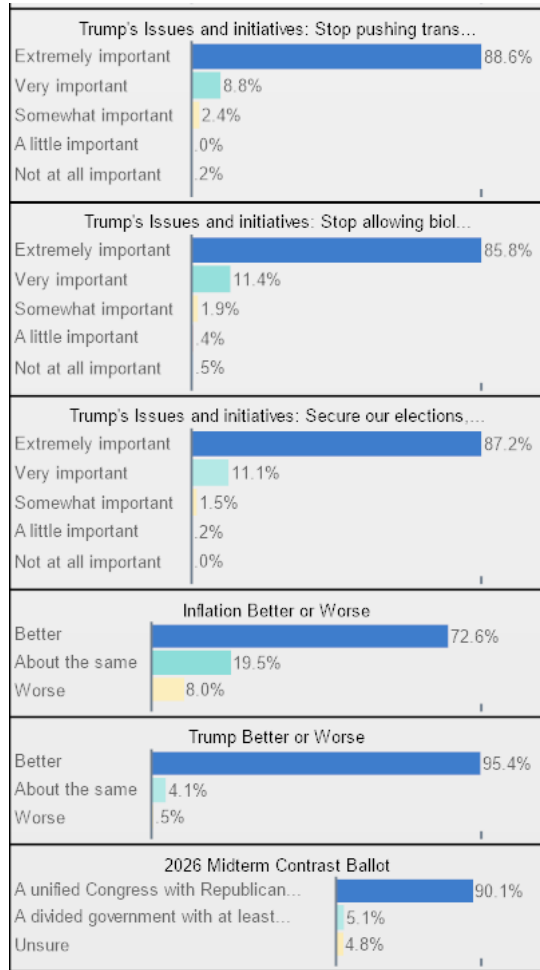


## Moderates (28%)

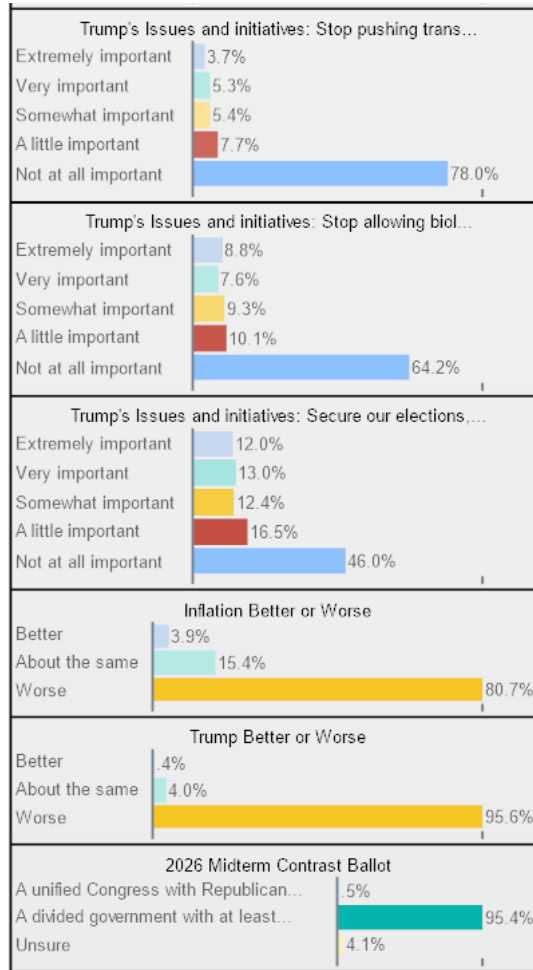


# Segmentation Analysis:

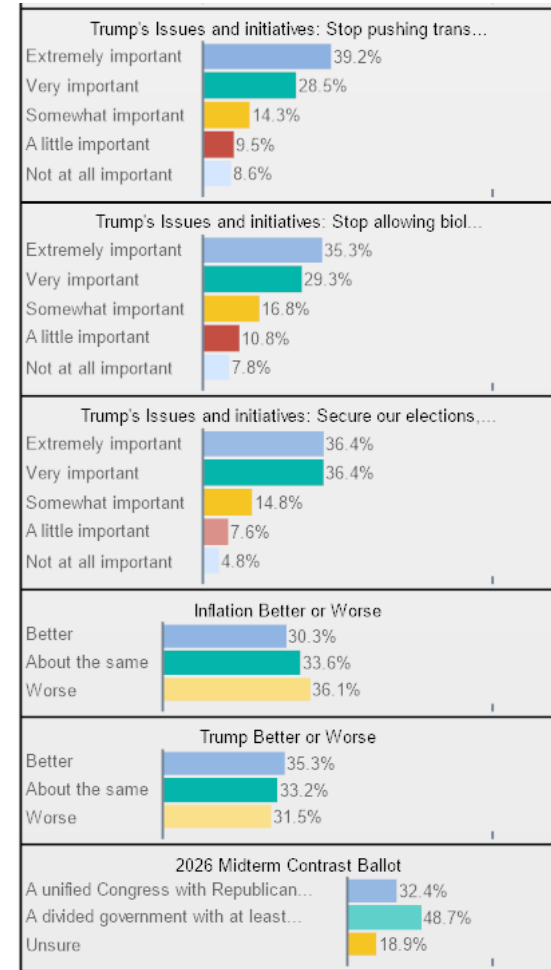
## GOP Base (37%)



## Dem Base (36%)

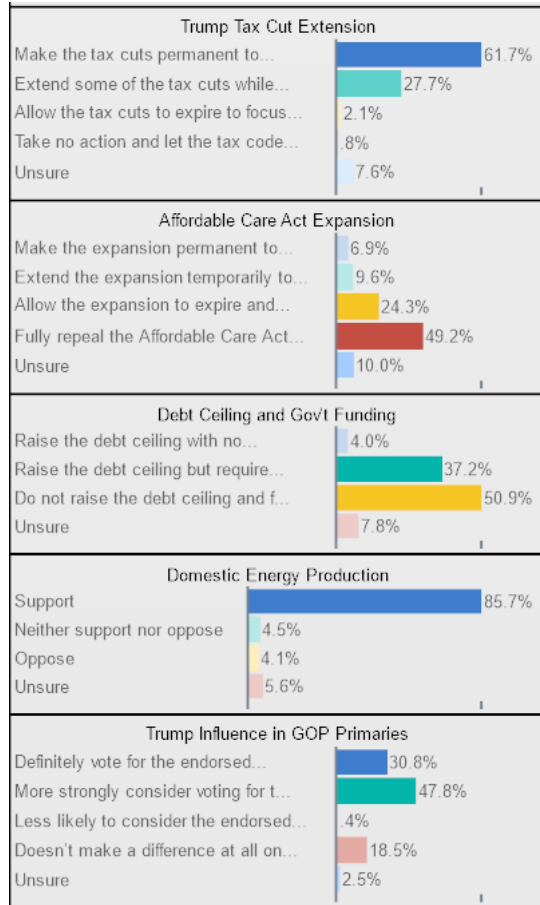


## Moderates (28%)

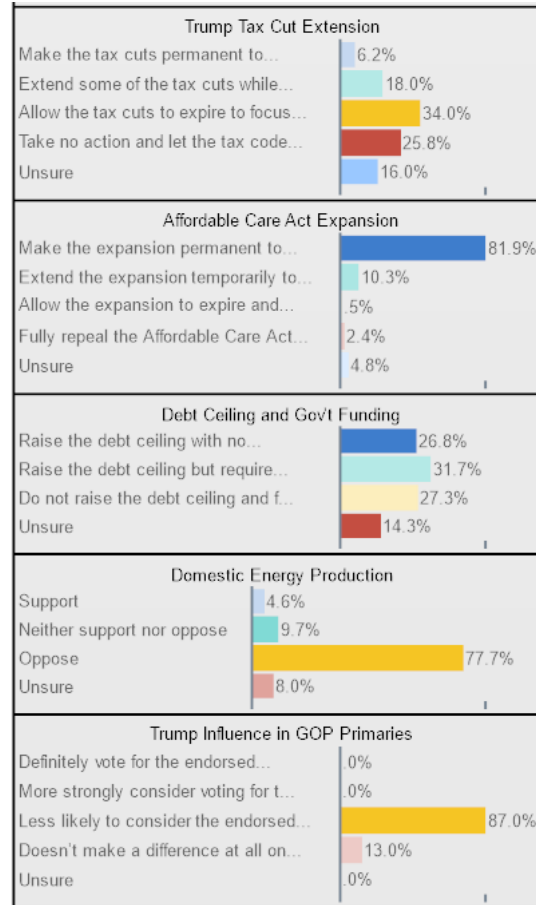


# Segmentation Analysis:

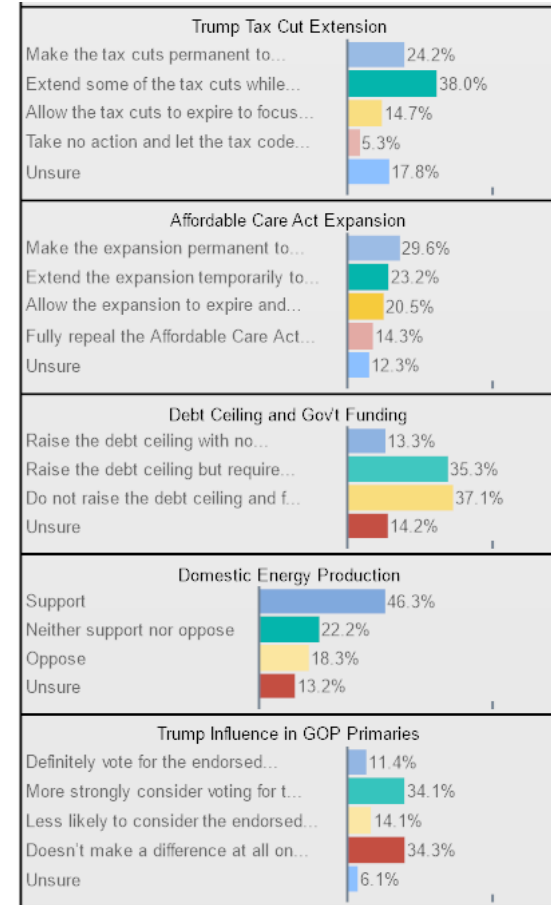
## GOP Base (37%)



## Dem Base (36%)

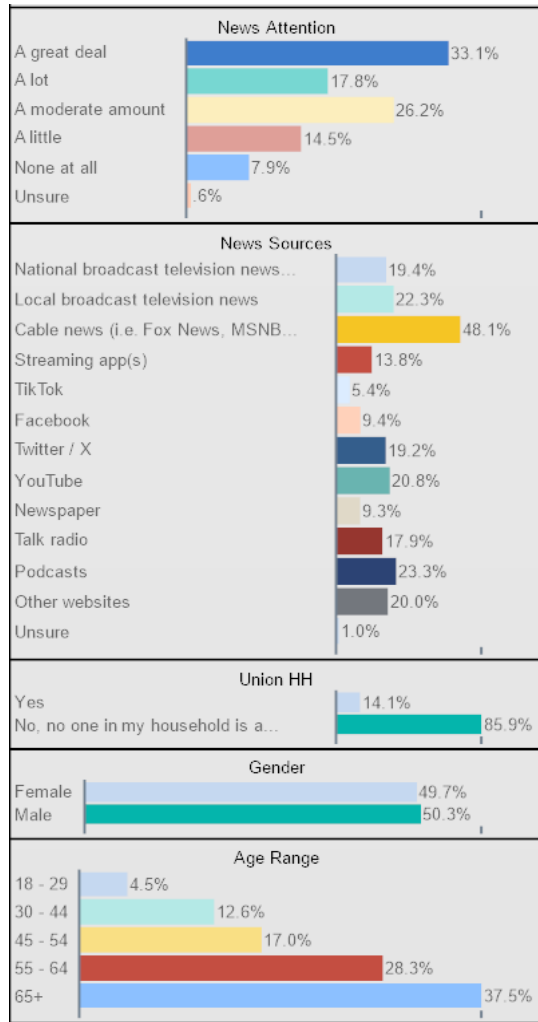


## Moderates (28%)

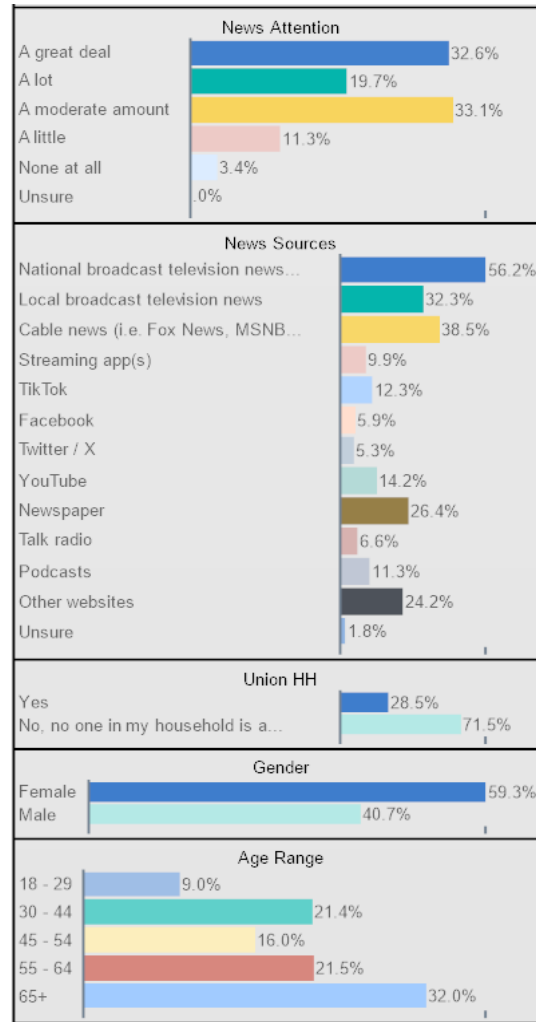


# Segmentation Analysis:

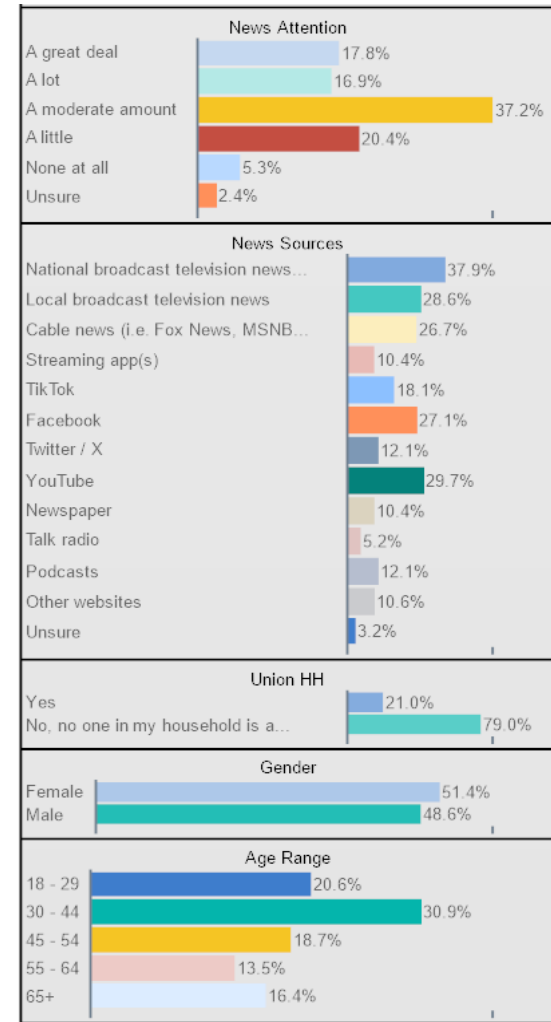
## GOP Base (37%)



## Dem Base (36%)

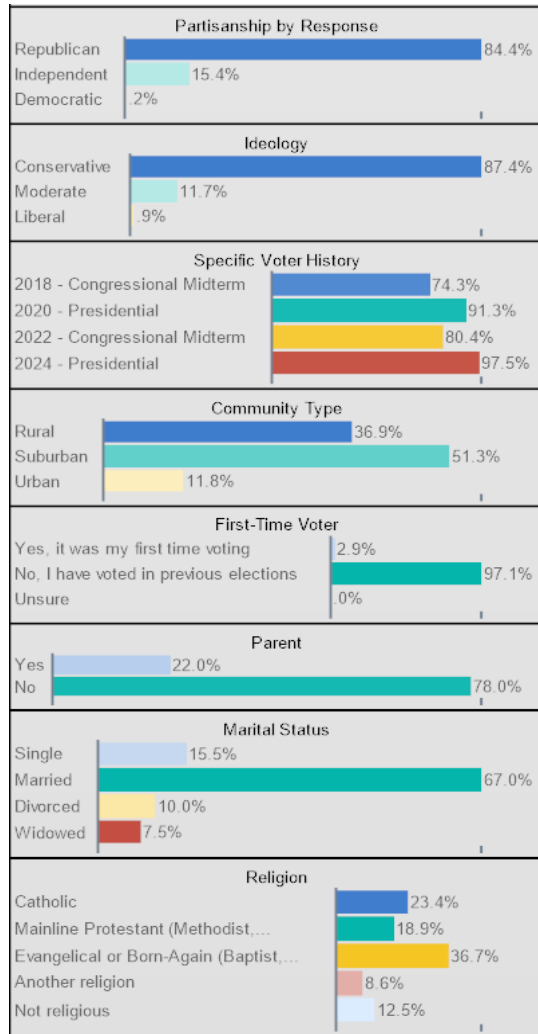


## Moderates (28%)

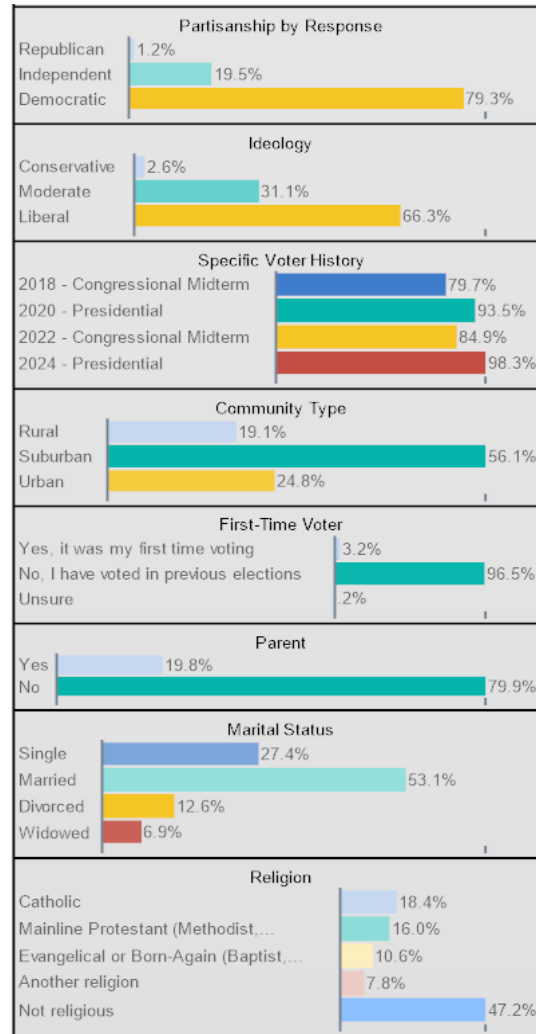


# Segmentation Analysis:

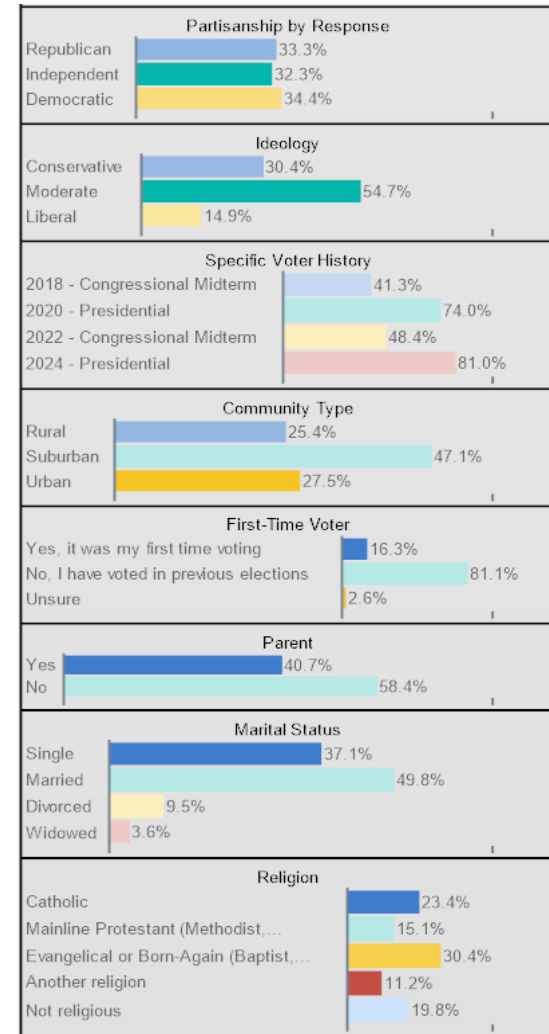
## GOP Base (37%)



## Dem Base (36%)

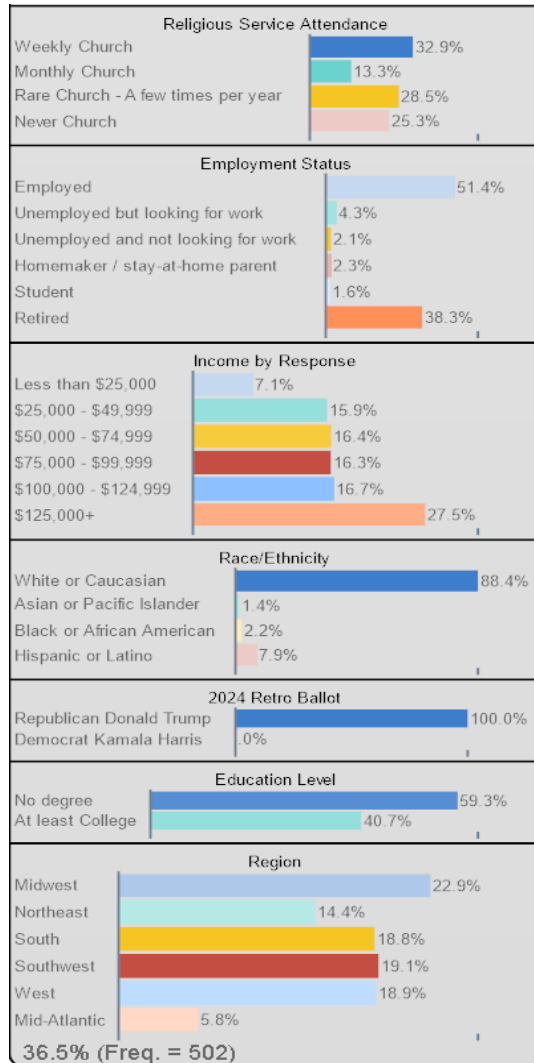


## Moderates (28%)

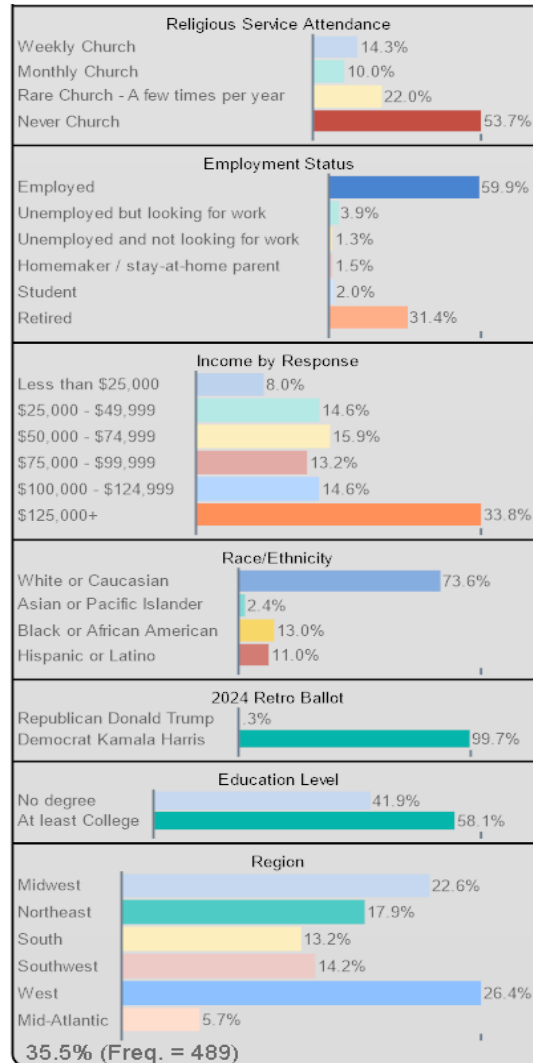


# Segmentation Analysis:

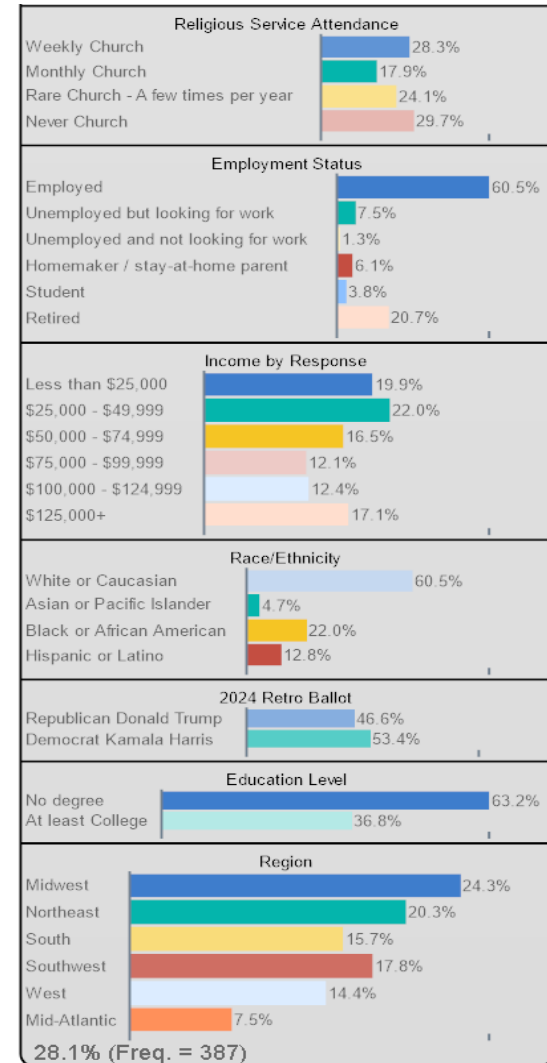
## GOP Base (37%)



## Dem Base (36%)



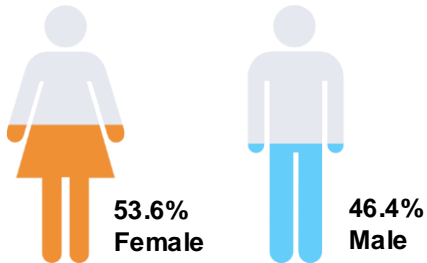
## Moderates (28%)



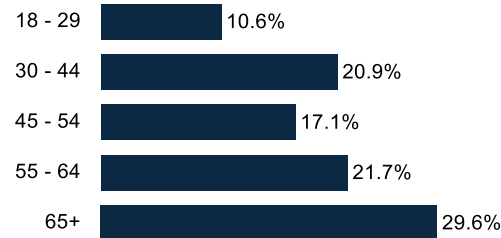


# Demographics

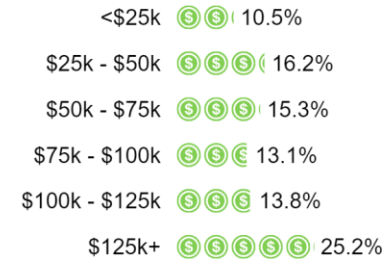
## Sex



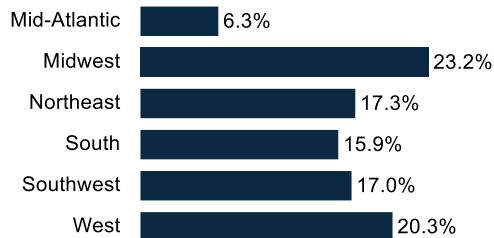
## Age Range



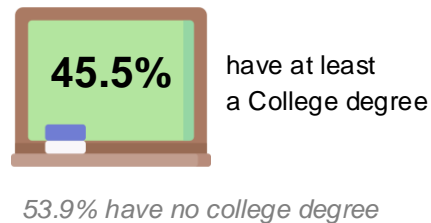
## Household Income



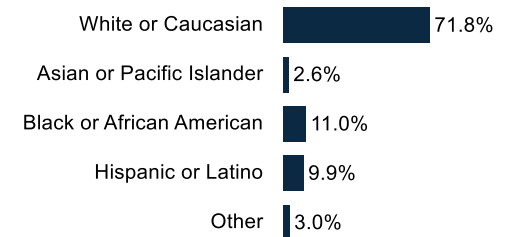
## Geo - Region



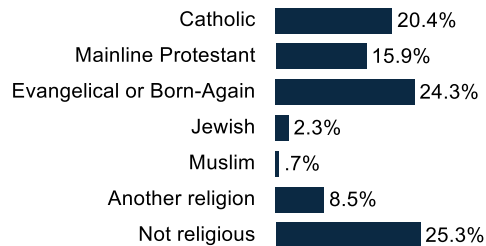
## Education



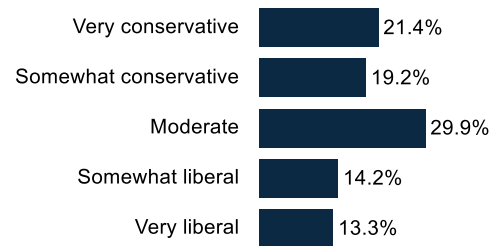
## Race/Ethnicity



## Religion



## Ideology



## Community Type

