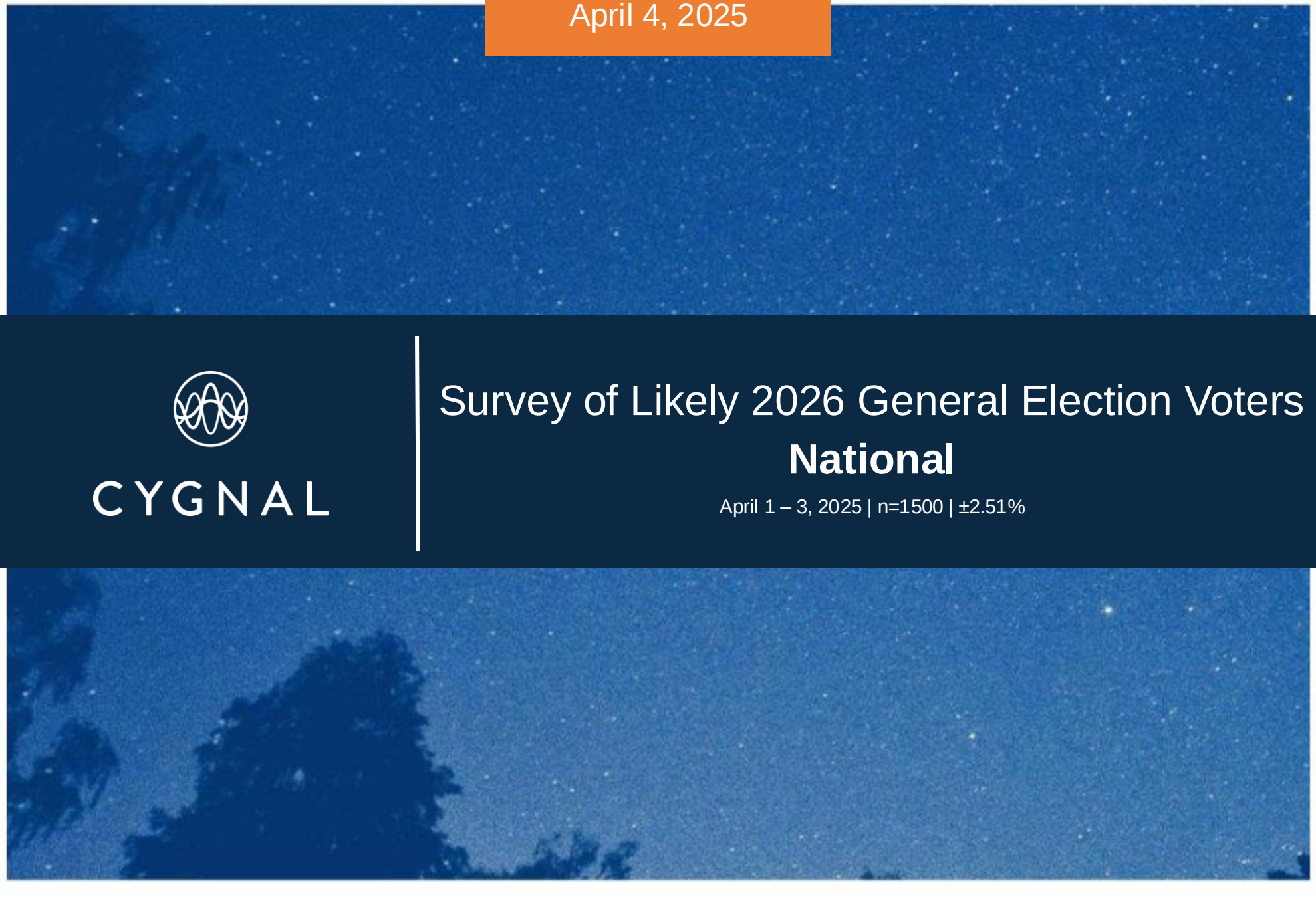
April 4, 2025



CYGNAL

Survey of Likely 2026 General Election Voters

National

April 1 – 3, 2025 | n=1500 | ±2.51%

Insights & Analysis

- Almost half (47%) of voters **approve of Donald Trump's job performance**, exactly the same number from our March survey – showing Trump's **durability**. His job approval did lose ground with **college-educated women** and those making **more than $100k**, but this has been counterbalanced by improvements with more **Independent** voters (+10 approve). 54% of **Hispanic men** are favorable of the job Trump is doing.
- Donald **Trump's image** (46% favorable, 52% unfavorable) has remained steady since March and remains strong since the beginning of this National Voter Trend survey (NVT). 44% of **Hispanics** and one-in-five **black** voters (21%) have a favorable impression of him.
- Voters still have a **less favorable impression of congressional Democrats** (40% favorable, 55% unfavorable) than they do of **congressional Republicans** (44% favorable, 52% unfavorable). **Opinions for the congressional Republicans have remained steady as the Democrats worsen** – showing their inability to find a message or messenger.
    - Congressional Republicans lost favorability among **young women** but gained support among **Hispanics** and **parents**.
    - Congressional Democrats have seen a negative 19% net-shift among **Independent** voters.
- 44% believe the **U.S. is heading in the right direction**, continuing the trend of the highest level of optimism since late 2022. **Hispanic voters** are most net positive on the direction of the country and saw a +17 net shift in their positive outlook of Trump's America.
- As concerns over the economy increase, the number of voters saying that **inflation and the economy** (35%) should be the top priority for Congress has risen to its **highest level** since September. Those making **<$50k** reported a +6 jump in economic concerns since March.
- **Tesla**, Elon Musk's electric car company that was not long ago heralded by the Left is now viewed unfavorably by 8-in-10 **Democrats** and **liberals**, with 67% saying they have a *very unfavorable* impression. Two-in-three **Republicans** (66%) and a third of **Independents** (38%) have a favorable impression of the company.

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Insights & Analysis

- The **Department of Government Efficiency** (DOGE) (43% favorable, 48% unfavorable) is favorable among half of **college-educated men** (50%) and a plurality of **parents** (47%). Remarkably, 40% of those who view DOGE *unfavorably* believe that at least 11% or more of federal spending is wasted due to **inefficiency**, **fraud**, or **unnecessary programs** underscoring that opposition to DOGE has been shaped much more by the **mainstream media** narrative than its actual mission to **reduce wasteful spending**.
- We tested the job approvals of elected officials starting from mayor to member of Congress. Approval is generally similar, but intensity shows more voters overall **strongly approving for their member of Congress** compared to other offices. **Local mayors, township or village presidents** have the **highest approval** at 59%.
    - **Democrats** are more likely to approve of their **local mayor and city council** than their state legislator or member of congress, but a majority still approve across the offices.
    - Conversely, **Republicans** are most likely to approve of their **member of congress** (63%).
    - **Independent** voters more strongly disapprove of all levels of offices than partisans.
- **Half** of voters (50%) believe that **tariffs will raise the cost of goods** in the US and cause lingering inflation. Two-in-three **college-educated women** (66%) and a plurality of **college-educated men** (48%) express this sentiment, as do 50% of **union households**. More than half of **Republicans** (55%) believe that tariffs are needed to balance out international trade, while one-in-four (25%) admit they are **not sure they like the idea of tariffs but trust President Trump**.
- 52% of voters believe that **judges are influenced *a lot* by their party affiliation**. A near identical number of **Republican** (56%) and **Independent** (55%) voters feel this way, while only a plurality of **Democrats** (47%) say the same.

Insights & Analysis

- **Half of voters oppose federal judges overturning laws and executive actions** they disagree with (38% support, 51% oppose). It is *strongly opposed* by **Republicans** (52% *strongly oppose*) while a plurality of **Independents** (46%) and half of **Democrats** (52%) support it. **Hispanic voters** (56% oppose) are **most opposed to the judicial activism** that's taken place in Trump 2.0. Apparently, they don't seem to care about **MS-13 or TdA** as much as liberal judges.
- A plurality of voters (42%) believe that the **legislative branch (Congress) should have the most influence** in setting national policy, a third would rather have the **executive branch** (33%). A majority of **Republicans** (56%) **want the President to set national policy**, while one-in-four would prefer the legislative branch (25%). **Swing voters** (40%) and **4 of 4 voters** (47%) also prefer the legislative branch.
- Contrary to the gaslighting of some Democratic politicians, more than **three-in-four** voters (77%) believe that **individuals who have entered the United States without legal permission have broken the law**. A majority of voters **across party lines** agree with this, although nearly one-in-four **Democrats** (23%) say they have not broken the law. 79% of **Hispanic** voters believe they have broken the law.
- A majority of voters (58%), including three-fourths of Democrats **mistakenly believe** that the **United States is in an economic recession**. A majority of voters **across income brackets** agree with this sentiment, although as income increases those saying the US is not in a recession increases. A plurality of **Republicans** (47%) say the US is not in a recession, but a considerable number believe we are (42%).
- 38% of those who believe we are in a recession **believe it started within the last three months**. 19% believe it **started 2 to 4 years ago**. 35% of **Republicans** and 24% of **Independents** believe it started in the Biden Era. As **income** increases, the more likely the voter is to say the recession has started within the last three months. Nearly half of those with the **highest past election turnout** (48%) believe that the recession has started in the last 3 months, **signaling concerns for congressional Republicans in the midterms who need to win over Independent and moderate voters in increasingly competitive districts**.

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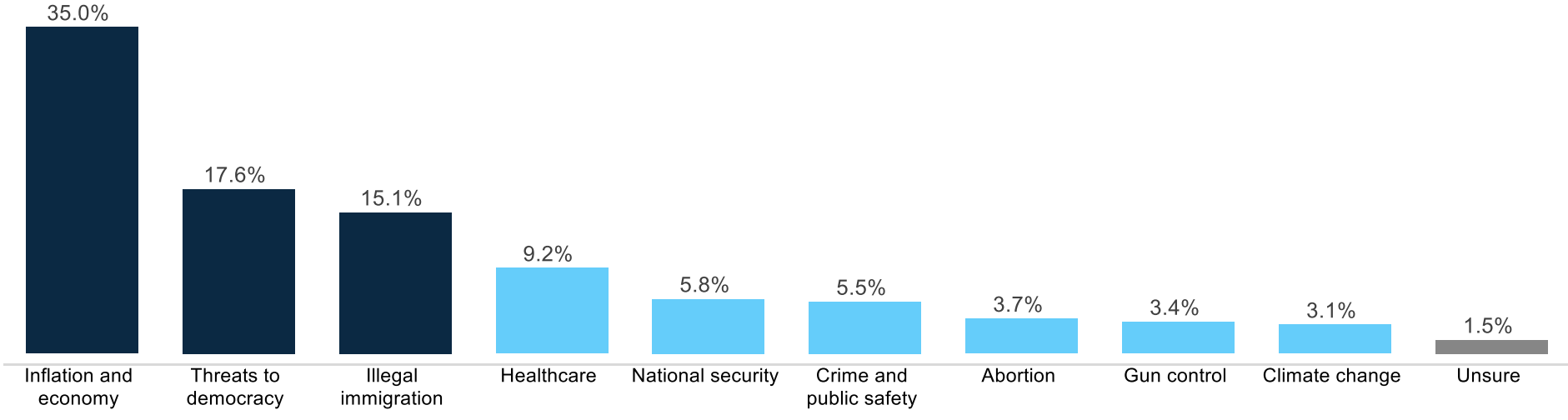
Insights & Analysis

- Nearly two-in-three (65%) believe that **waste, fraud, and inefficiency impact the benefits of programs like Social Security, Medicare, and Medicaid**. Nearly half of **Democrats** (49%) disagree, saying it does not strongly impact the programs. **Older voters** who are more likely to be using the programs are more likely to *very strongly* believe the benefits are impacted, as are three-in-four **Hispanic voters**, overall.
- **23% of voters believe that 26% to 50% of federal government spending is wasted due to inefficiency, fraud, or unnecessary programs**. 25% of **Democrats** believe that 0 to 5% is wasted. Overall, nearly two-in-three (64%) of voters believe between 11% - 50%+ of federal spending is wasted each year which equates to a **minimum** of nearly **$750 billion in wasteful spending**.

Segmentation Analysis

- **Segmentation analysis** identified three key groups via machine learning: *Dem Base* (43%), *Lean GOP* (26%), and *GOP Base* (31%).
  - The ***Lean GOP*** segment will be a group to keep an eye on as this segment is generally younger, lower-income, and have mostly voted for Donald Trump (74% in 2024). More than half of them consider themselves Republicans (56%), and nearly two-in-three (64%) believe the US is in an economic recession. This group is more inclined to believe that the **recession started during the Biden era** (27% 1 to 2 years ago, 27% 2 to 4 years ago). This segment is also virtually split three ways on tariffs, but a slight plurality (31%) are concerned **tariffs will raise the cost of goods**.

Top Priority



	Female	Male	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	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	35%	35%	37%	33%	36%	34%	31%	39%	37%	32%	39%	37%	31%	36%	32%	41%	37%	32%	36%	35%	34%	36%	34%	36%	34%	36%	35%	35%	40%	41%	29%	45%	36%	34%	39%	36%	34%
Threats to democracy	19%	16%	15%	23%	14%	18%	20%	12%	15%	25%	2%	18%	34%	17%	18%	17%	14%	25%	21%	17%	15%	16%	16%	19%	16%	15%	16%	20%	10%	2%	35%	3%	11%	7%	11%	18%	22%
Illegal immigration	12%	19%	8%	16%	15%	23%	17%	21%	15%	7%	29%	12%	1%	17%	5%	13%	12%	13%	13%	11%	16%	21%	12%	13%	21%	13%	16%	17%	10%	29%	2%	14%	12%	5%	17%	12%	17%
Healthcare	11%	7%	15%	7%	9%	6%	8%	7%	10%	12%	5%	12%	12%	8%	13%	11%	10%	9%	11%	11%	11%	5%	11%	9%	8%	11%	10%	7%	14%	5%	12%	11%	16%	19%	9%	7%	7%
National security	6%	6%	4%	8%	4%	8%	6%	5%	6%	6%	10%	4%	3%	7%	2%	4%	5%	6%	6%	6%	4%	7%	5%	5%	8%	5%	7%	5%	6%	10%	2%	6%	8%	4%	7%	5%	6%
Crime and public safety	4%	7%	5%	4%	9%	5%	7%	7%	5%	4%	8%	5%	3%	5%	12%	3%	10%	8%	4%	5%	6%	7%	7%	6%	4%	7%	4%	6%	7%	8%	3%	18%	2%	12%	10%	6%	3%
Abortion	4%	3%	6%	2%	5%	1%	3%	4%	3%	5%	3%	3%	5%	3%	7%	3%	5%	2%	4%	5%	5%	2%	5%	3%	4%	3%	3%	5%	3%	3%	5%	0%	3%	7%	2%	6%	3%
Gun control	4%	3%	6%	2%	4%	2%	4%	2%	4%	3%	2%	3%	5%	3%	7%	4%	5%	2%	4%	4%	3%	3%	3%	4%	3%	4%	4%	2%	3%	1%	6%	0%	10%	6%	2%	5%	3%
Climate change	3%	3%	3%	3%	4%	3%	4%	3%	2%	4%	1%	4%	4%	3%	3%	3%	2%	3%	3%	3%	5%	2%	4%	4%	1%	4%	4%	2%	4%	1%	5%	2%	1%	3%	2%	5%	3%
Unsure	2%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	0%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	3%	1%	2%	1%	0%	3%	2%	1%	1%

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

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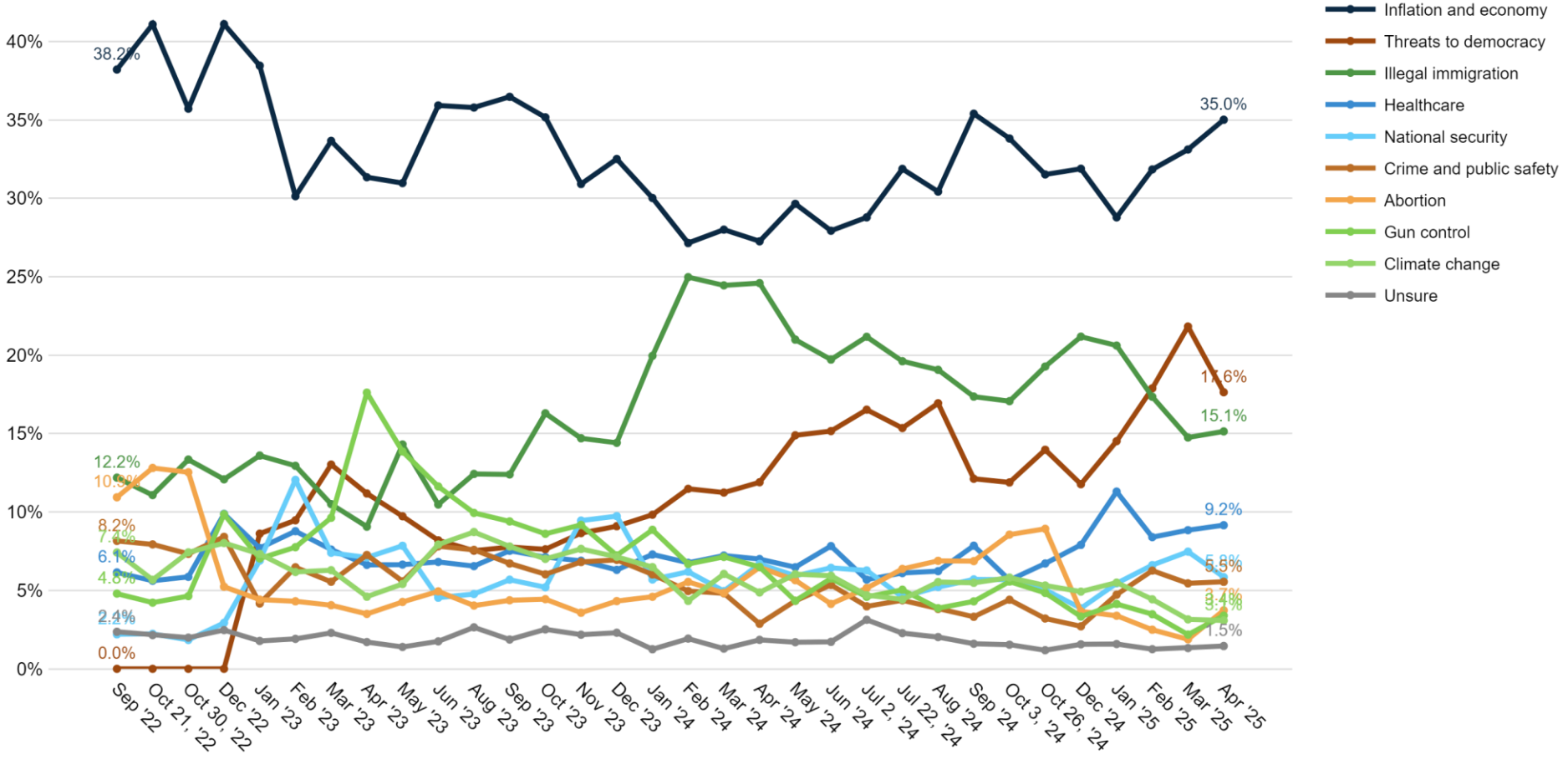
Trend: Top Priority



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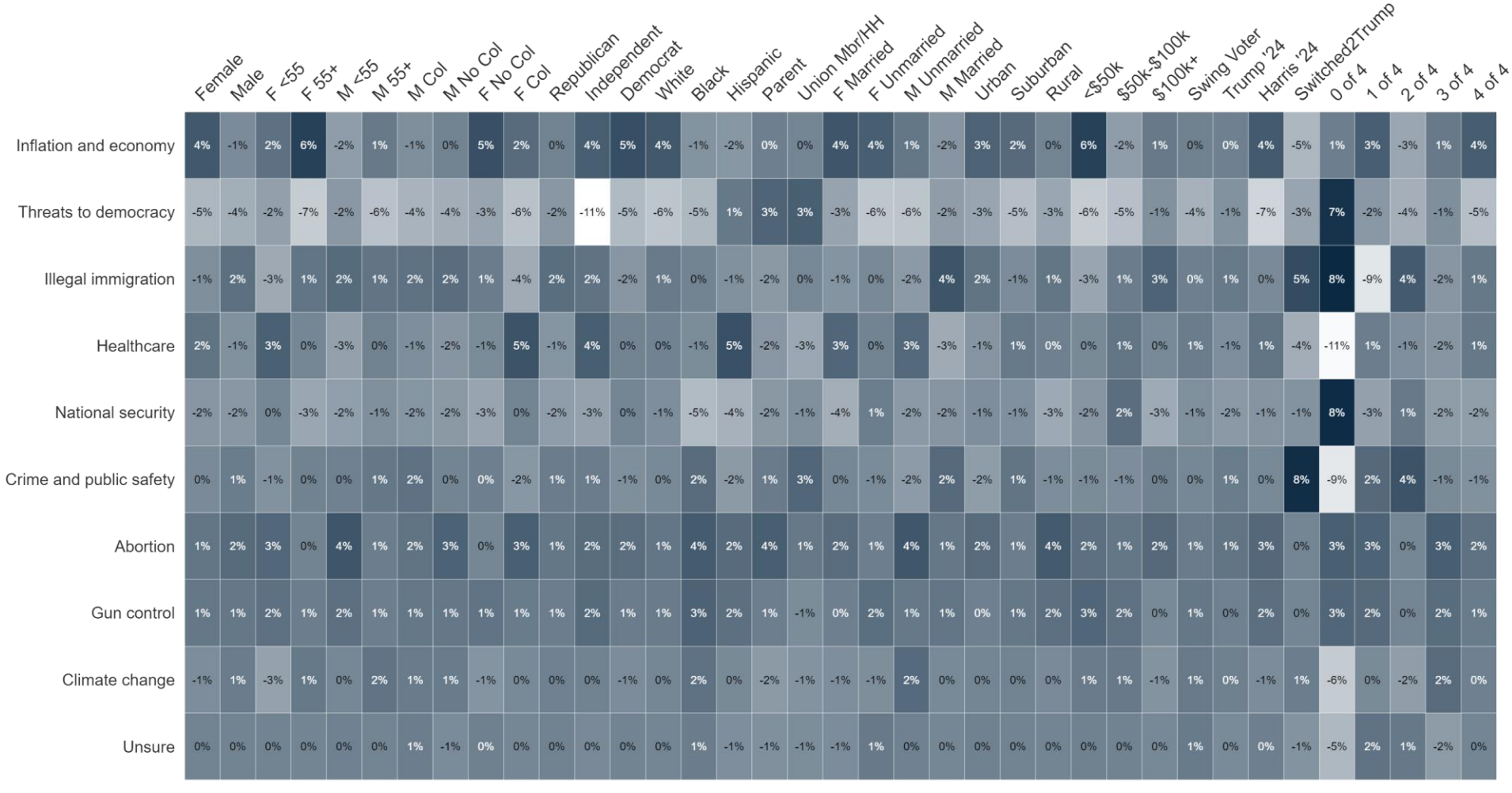
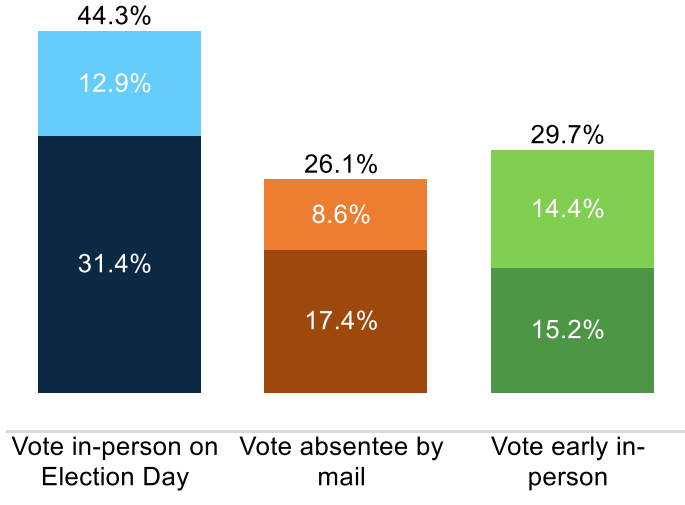
Percent Change: Top Priority (Mar '25 to Apr '25)



CYGNAL

Vote Method

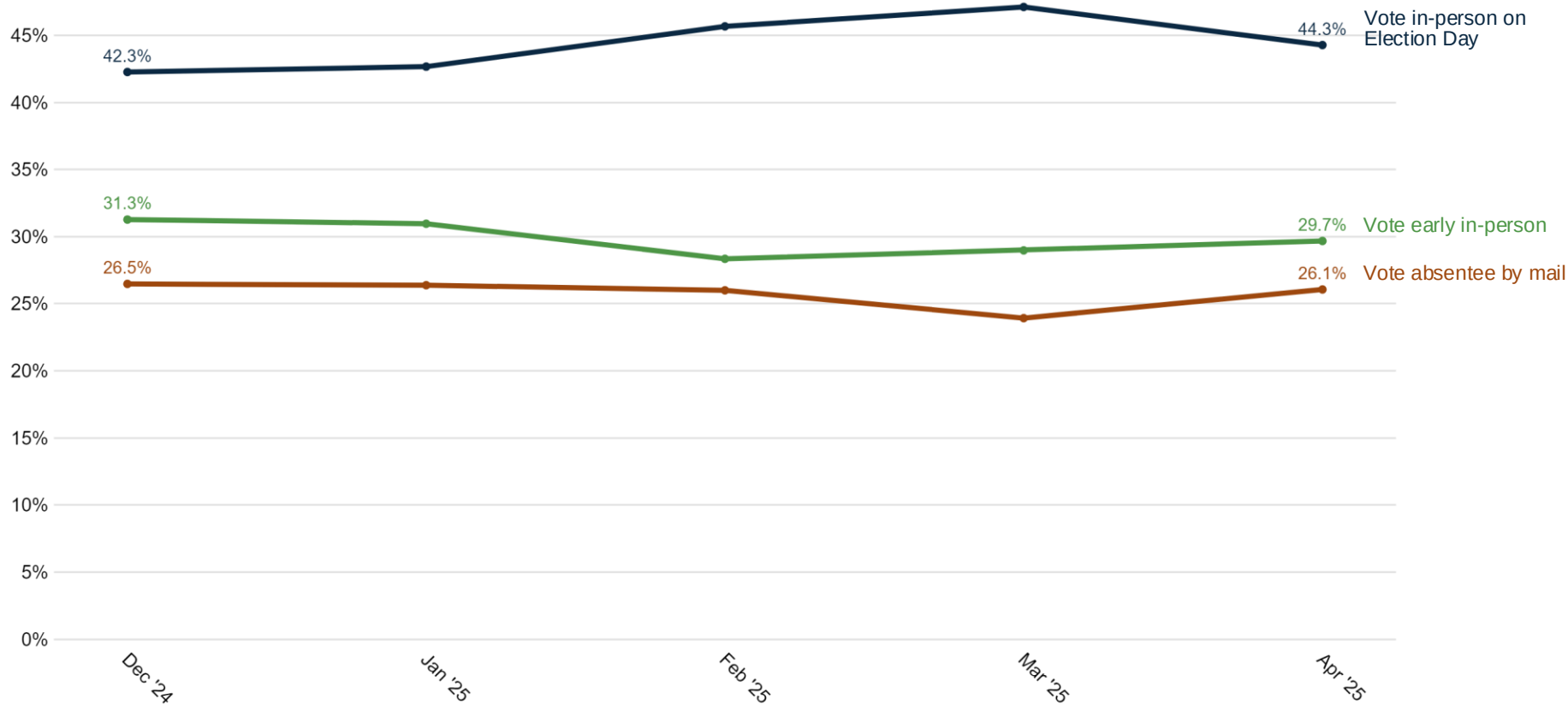


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	63%	66%	59%	66%	64%	67%	65%	67%	63%	62%	65%	61%	65%	65%	66%	60%	64%	58%	67%	59%	63%	67%	64%	64%	64%	61%	65%	65%	53%	65%	65%	64%	49%	49%	60%	53%	71%
Probably vote	37%	34%	41%	34%	36%	33%	35%	33%	37%	38%	35%	39%	35%	35%	34%	40%	36%	42%	33%	41%	37%	33%	36%	36%	36%	39%	35%	35%	47%	35%	35%	36%	51%	51%	40%	47%	29%
Vote in-person on Election Day	40%	49%	43%	38%	53%	45%	47%	51%	39%	41%	49%	44%	39%	46%	45%	39%	55%	40%	41%	40%	49%	49%	48%	39%	51%	44%	46%	44%	44%	50%	38%	43%	48%	49%	47%	41%	43%
Vote absentee by mail	29%	23%	23%	35%	18%	27%	26%	19%	32%	25%	16%	28%	35%	25%	17%	36%	16%	31%	27%	30%	25%	21%	25%	31%	18%	30%	24%	25%	27%	16%	36%	27%	15%	21%	23%	26%	28%
Vote early in-person	31%	28%	34%	27%	29%	28%	27%	30%	29%	34%	34%	28%	26%	29%	38%	25%	29%	29%	32%	30%	25%	30%	26%	30%	31%	27%	30%	31%	28%	34%	26%	30%	36%	30%	29%	33%	29%
Definitely vote in-person on Election Day	28%	35%	28%	28%	38%	32%	33%	38%	27%	30%	37%	28%	28%	33%	33%	25%	40%	26%	30%	26%	33%	37%	35%	27%	37%	30%	33%	32%	25%	38%	26%	36%	29%	30%	31%	26%	33%
Probably vote in-person on Election Day	12%	14%	14%	10%	15%	13%	14%	13%	12%	11%	13%	17%	11%	13%	12%	13%	15%	14%	10%	14%	16%	13%	13%	12%	14%	14%	13%	12%	19%	13%	12%	7%	20%	19%	17%	15%	10%
Definitely vote absentee by mail	19%	16%	14%	24%	10%	21%	17%	14%	22%	16%	10%	20%	24%	17%	11%	22%	9%	20%	18%	20%	17%	15%	17%	21%	12%	19%	15%	18%	15%	10%	25%	17%	9%	8%	13%	14%	21%
Probably vote absentee by mail	10%	7%	9%	11%	7%	7%	9%	5%	11%	9%	6%	8%	11%	7%	6%	15%	7%	11%	9%	11%	9%	6%	8%	10%	6%	11%	9%	6%	12%	6%	11%	10%	6%	12%	11%	12%	7%
Definitely vote early in-person	16%	15%	17%	14%	15%	14%	15%	15%	15%	17%	18%	13%	14%	15%	22%	13%	15%	13%	18%	13%	13%	15%	12%	16%	16%	13%	18%	15%	13%	17%	14%	10%	11%	10%	17%	14%	16%
Probably vote early in-person	15%	14%	17%	14%	14%	13%	12%	15%	14%	18%	16%	15%	12%	15%	16%	12%	14%	17%	14%	17%	12%	15%	15%	14%	15%	14%	12%	16%	16%	17%	12%	19%	25%	19%	13%	20%	13%

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

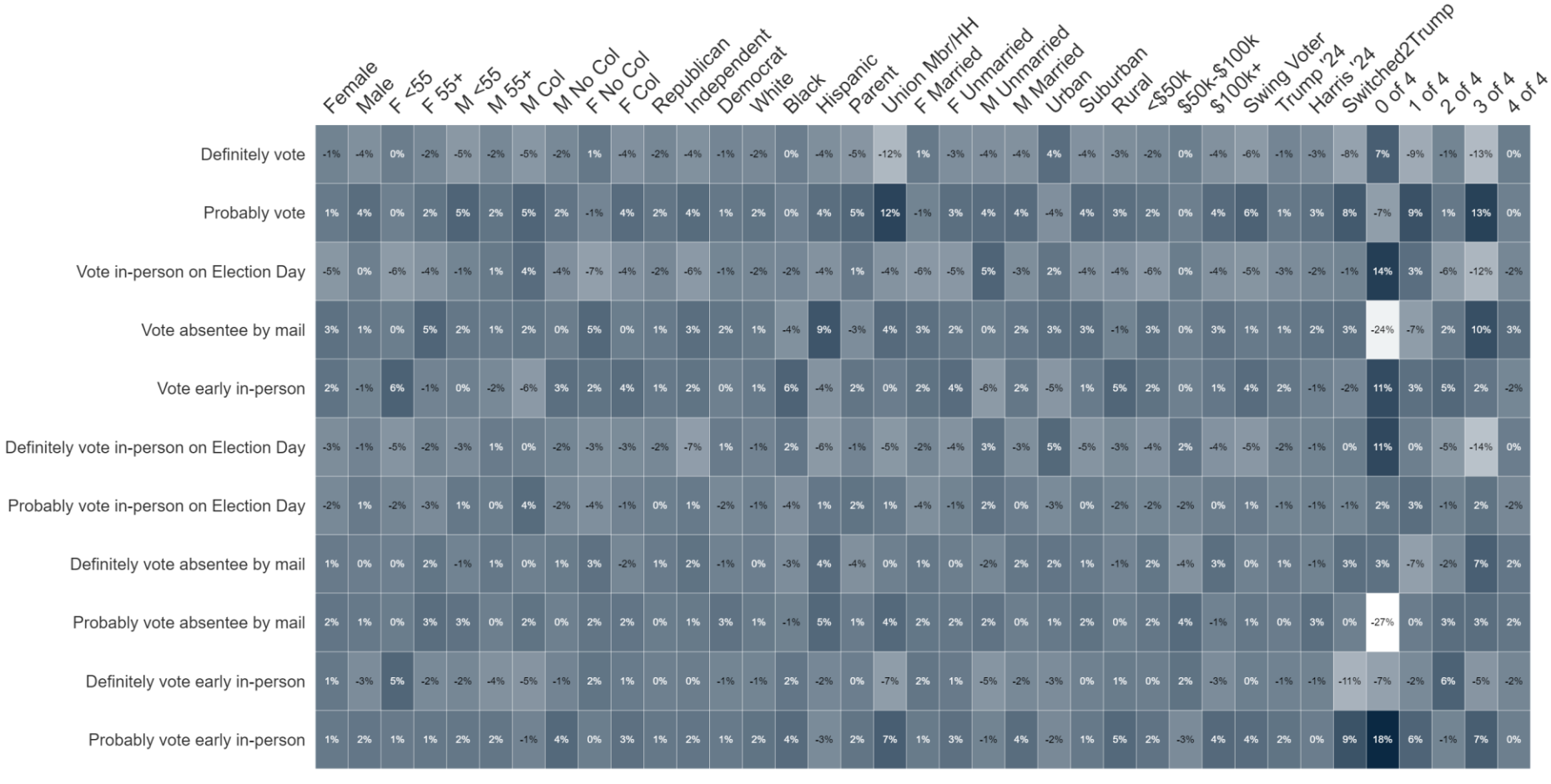
CYGNAL

Trend: Vote Method



CYGNAL

Percent Change: Vote Method (Mar '25 to Apr '25)



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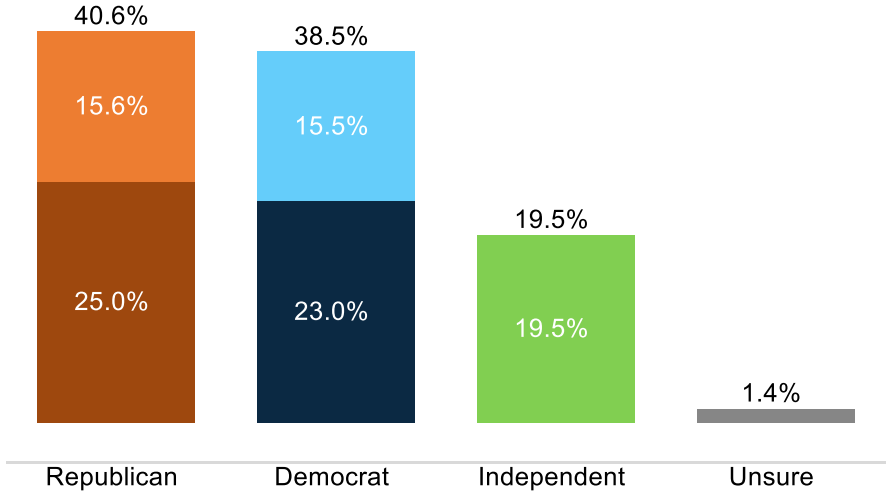
Partisanship by Response

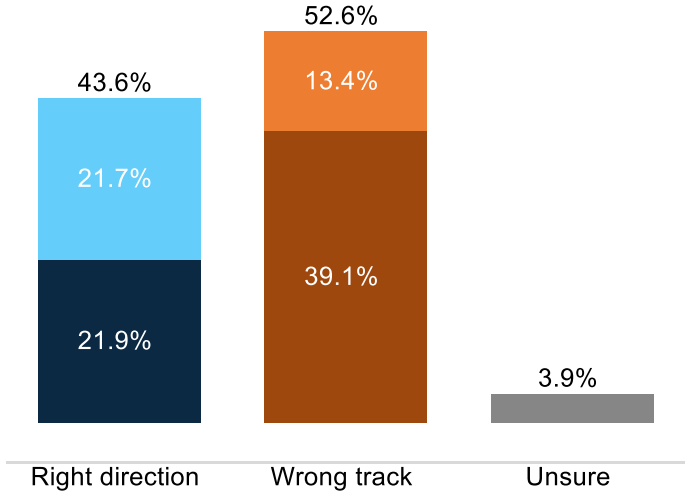


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican	36%	46%	30%	42%	43%	49%	43%	49%	42%	28%	46%	15%	35%	41%	36%	39%	33%	39%	50%	29%	40%	50%	37%	45%	40%	34%	80%	3%	46%	19%	39%	50%	36%	40%
Independent	17%	23%	18%	15%	22%	23%	25%	20%	15%	19%	19%	12%	17%	23%	20%	17%	17%	20%	25%	20%	18%	22%	17%	18%	22%	37%	16%	19%	29%	34%	19%	18%	16%	20%
Democrat	46%	30%	50%	42%	32%	28%	30%	30%	41%	52%	34%	70%	41%	35%	44%	44%	48%	39%	24%	50%	40%	26%	43%	35%	38%	25%	3%	77%	25%	36%	40%	30%	46%	39%
Strongly Republican	22%	28%	18%	27%	25%	31%	25%	31%	28%	14%	29%	9%	21%	25%	18%	23%	21%	23%	31%	20%	23%	33%	26%	26%	24%	7%	52%	1%	20%	2%	21%	28%	21%	26%
Mostly Republican	14%	18%	12%	15%	18%	18%	18%	18%	14%	14%	18%	7%	14%	16%	17%	15%	12%	16%	19%	10%	17%	17%	12%	19%	16%	27%	29%	2%	26%	17%	18%	22%	15%	14%
Mostly Democratic	17%	14%	20%	14%	17%	11%	15%	13%	16%	18%	13%	27%	19%	16%	20%	15%	19%	17%	12%	15%	18%	10%	17%	14%	15%	21%	3%	28%	22%	26%	23%	14%	16%	14%
Strongly Democratic	29%	16%	30%	28%	15%	17%	16%	17%	25%	34%	20%	44%	22%	19%	23%	29%	30%	21%	13%	35%	22%	15%	26%	21%	23%	4%	0%	49%	3%	10%	17%	17%	30%	25%
Unsure	1%	1%	2%	1%	2%	1%	2%	1%	2%	0%	1%	2%	6%	1%	1%	1%	2%	3%	0%	1%	1%	2%	2%	2%	1%	4%	0%	1%	0%	10%	1%	2%	2%	1%

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

CYGNAL

US Direction

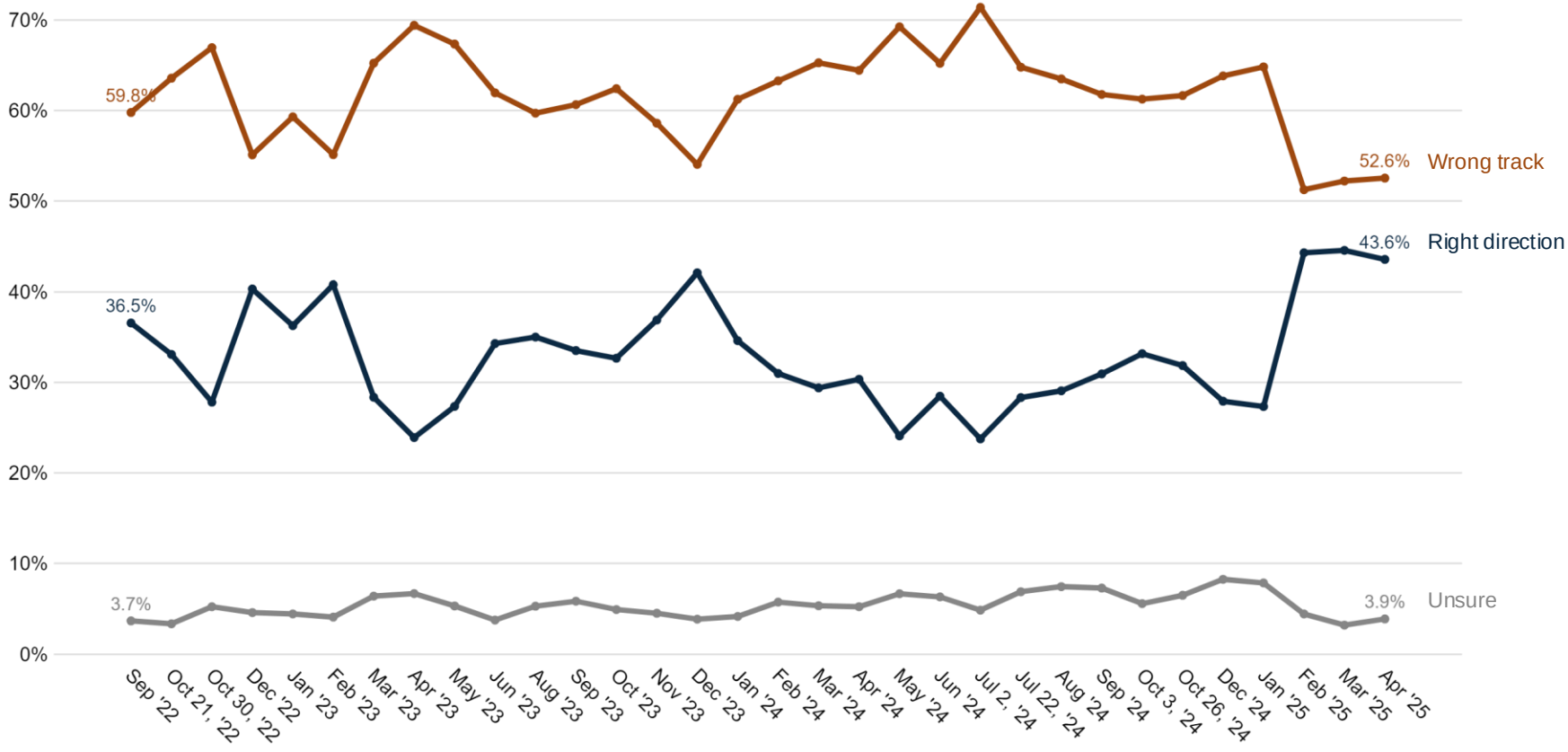


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	37%	52%	31%	41%	50%	54%	52%	52%	43%	28%	82%	36%	9%	47%	25%	46%	49%	42%	39%	34%	44%	57%	36%	42%	53%	40%	46%	45%	39%	82%	7%	69%	35%	47%	49%	35%	43%
Wrong track	59%	45%	64%	54%	46%	44%	46%	45%	52%	69%	15%	60%	89%	50%	72%	46%	49%	54%	57%	60%	52%	41%	62%	54%	43%	53%	52%	53%	53%	15%	91%	30%	36%	50%	42%	62%	55%
Definitely the right direction	18%	27%	13%	22%	23%	30%	27%	27%	20%	14%	45%	14%	3%	24%	10%	23%	23%	24%	20%	16%	20%	31%	16%	21%	28%	18%	24%	24%	9%	43%	2%	21%	3%	21%	23%	14%	24%
Mostly the right direction	19%	25%	19%	19%	26%	24%	25%	25%	22%	14%	37%	22%	6%	24%	14%	23%	25%	18%	19%	18%	24%	26%	20%	21%	24%	22%	23%	21%	30%	38%	5%	48%	33%	27%	27%	21%	19%
Mostly the wrong track	14%	13%	16%	12%	13%	13%	8%	17%	14%	14%	8%	19%	16%	12%	24%	9%	14%	9%	12%	16%	16%	10%	15%	13%	14%	16%	17%	9%	26%	10%	16%	15%	9%	21%	18%	19%	10%
Definitely the wrong track	45%	32%	48%	42%	33%	32%	37%	27%	37%	55%	7%	41%	72%	38%	48%	36%	35%	44%	45%	44%	36%	30%	46%	42%	29%	38%	35%	44%	27%	5%	74%	14%	27%	29%	24%	43%	45%
Unsure	5%	3%	4%	5%	4%	2%	2%	4%	6%	3%	4%	5%	3%	3%	3%	9%	2%	5%	3%	6%	4%	2%	3%	4%	5%	6%	2%	3%	9%	4%	2%	2%	28%	3%	8%	3%	2%

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

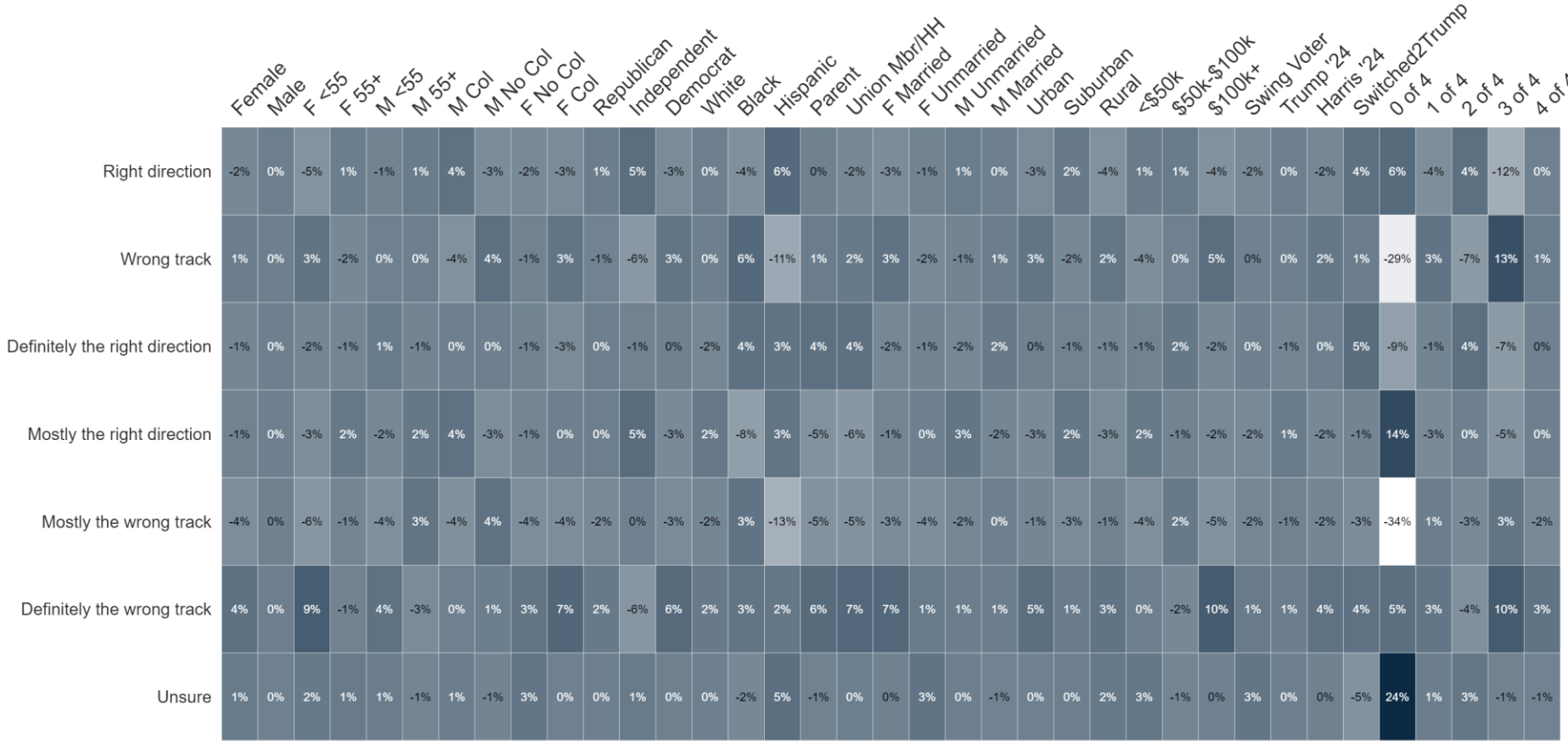
CYGNAL

Trend: US Direction



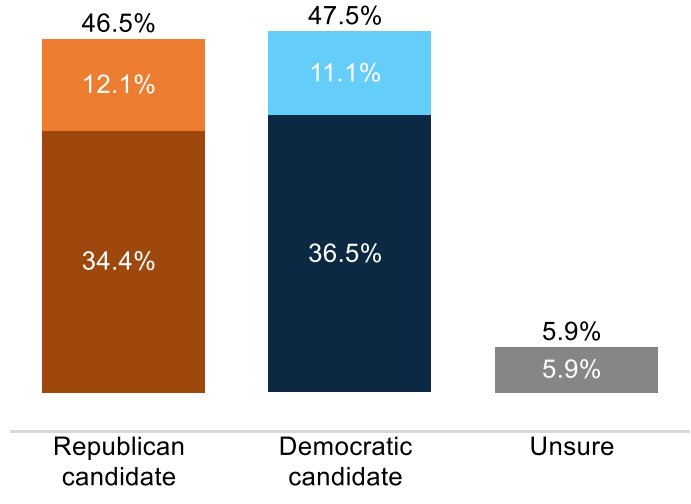
CYGNAL

Percent Change: US Direction (Mar '25 to Apr '25)



CYGNAL

Generic Ballot

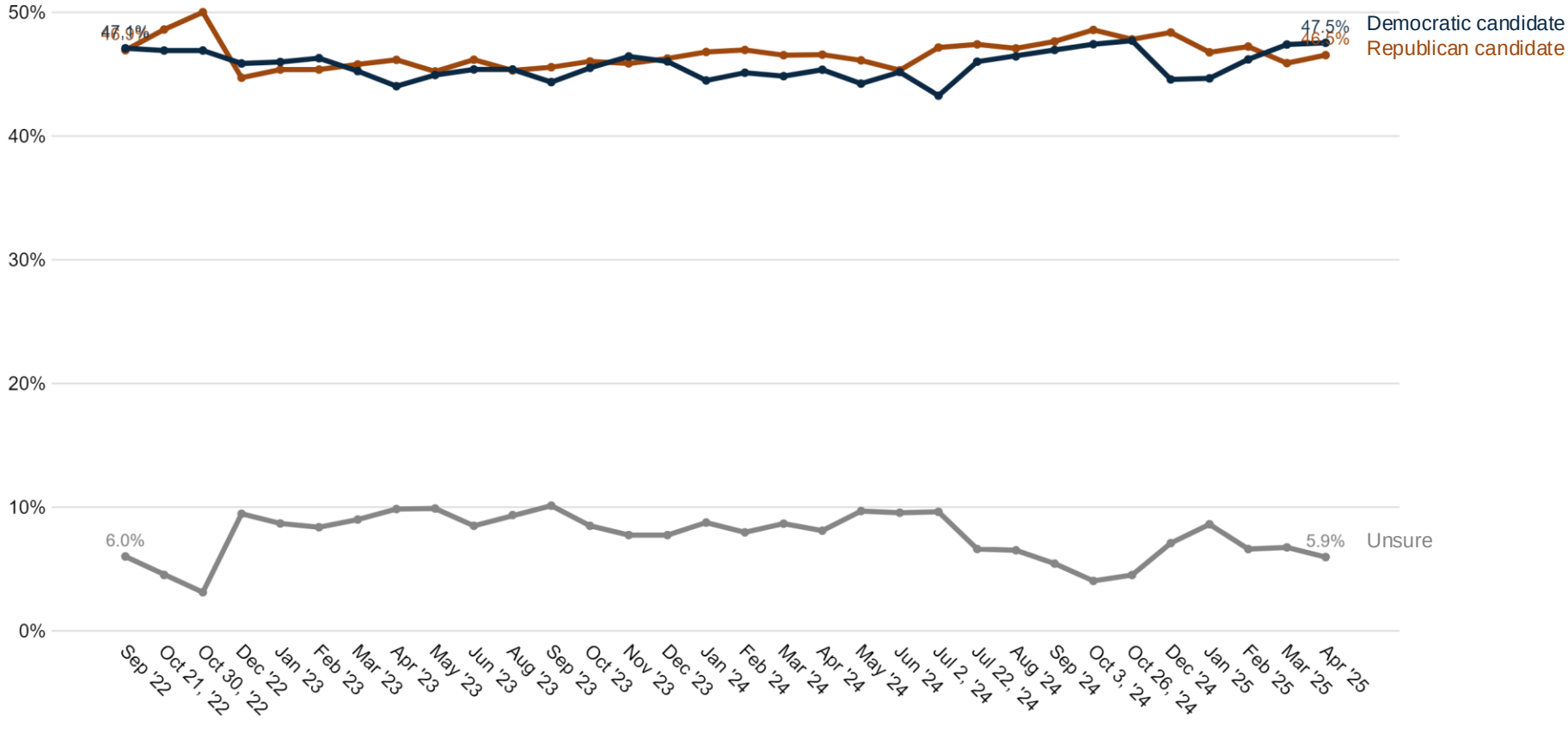


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	40%	54%	35%	46%	51%	57%	51%	57%	46%	33%	94%	38%	2%	52%	18%	41%	51%	42%	43%	37%	46%	59%	35%	46%	57%	43%	51%	47%	42%	92%	3%	62%	23%	45%	57%	42%	46%
Democratic candidate	54%	40%	60%	49%	42%	38%	44%	36%	47%	64%	4%	44%	96%	42%	78%	51%	43%	55%	53%	55%	48%	35%	58%	49%	36%	50%	44%	49%	38%	4%	93%	23%	41%	49%	37%	52%	49%
Definitely the Republican candidate	29%	41%	21%	37%	37%	44%	37%	44%	34%	24%	74%	20%	1%	39%	12%	30%	37%	32%	31%	27%	33%	45%	25%	32%	47%	32%	37%	35%	0%	71%	1%	35%	5%	25%	37%	28%	38%
Probably the Republican candidate	11%	13%	14%	9%	14%	13%	13%	13%	12%	10%	20%	19%	1%	13%	6%	11%	13%	10%	12%	10%	13%	13%	10%	14%	10%	11%	14%	11%	42%	21%	2%	27%	18%	20%	20%	14%	8%
Probably the Democratic candidate	11%	11%	15%	7%	14%	8%	12%	9%	11%	10%	2%	19%	16%	9%	17%	15%	14%	15%	10%	11%	13%	10%	13%	11%	10%	12%	10%	11%	38%	2%	18%	8%	21%	21%	10%	6%	10%
Definitely the Democratic candidate	43%	29%	44%	42%	29%	29%	31%	27%	36%	53%	1%	25%	80%	33%	60%	37%	29%	40%	42%	44%	34%	26%	45%	39%	26%	37%	34%	38%	0%	1%	75%	16%	20%	27%	27%	47%	40%
Unsure	6%	6%	6%	5%	7%	6%	6%	7%	7%	3%	2%	18%	2%	5%	5%	7%	6%	3%	4%	7%	6%	6%	6%	5%	7%	7%	5%	4%	20%	4%	4%	15%	36%	6%	6%	6%	4%

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?

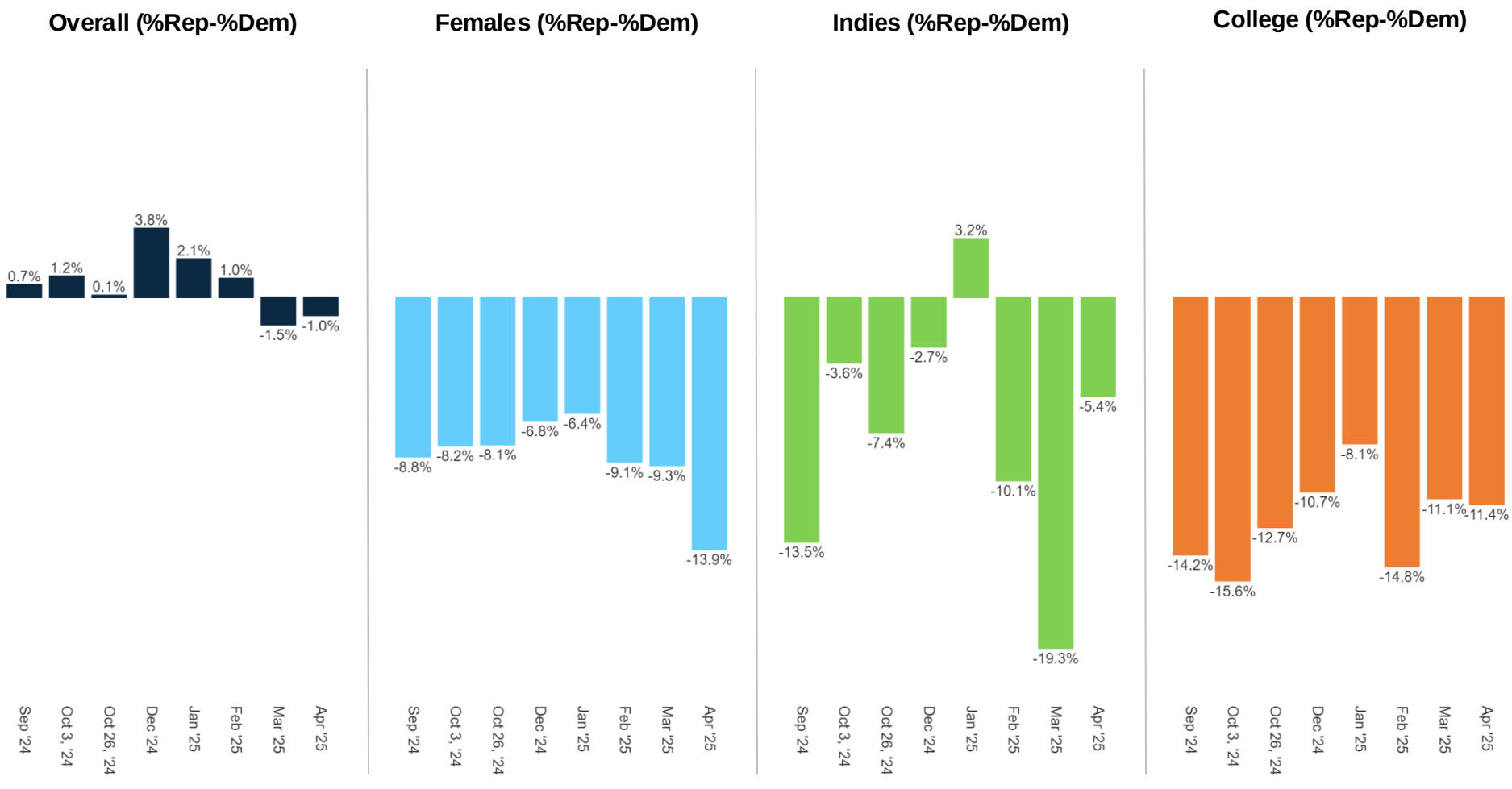
CYGNAL

Trend: Generic Ballot



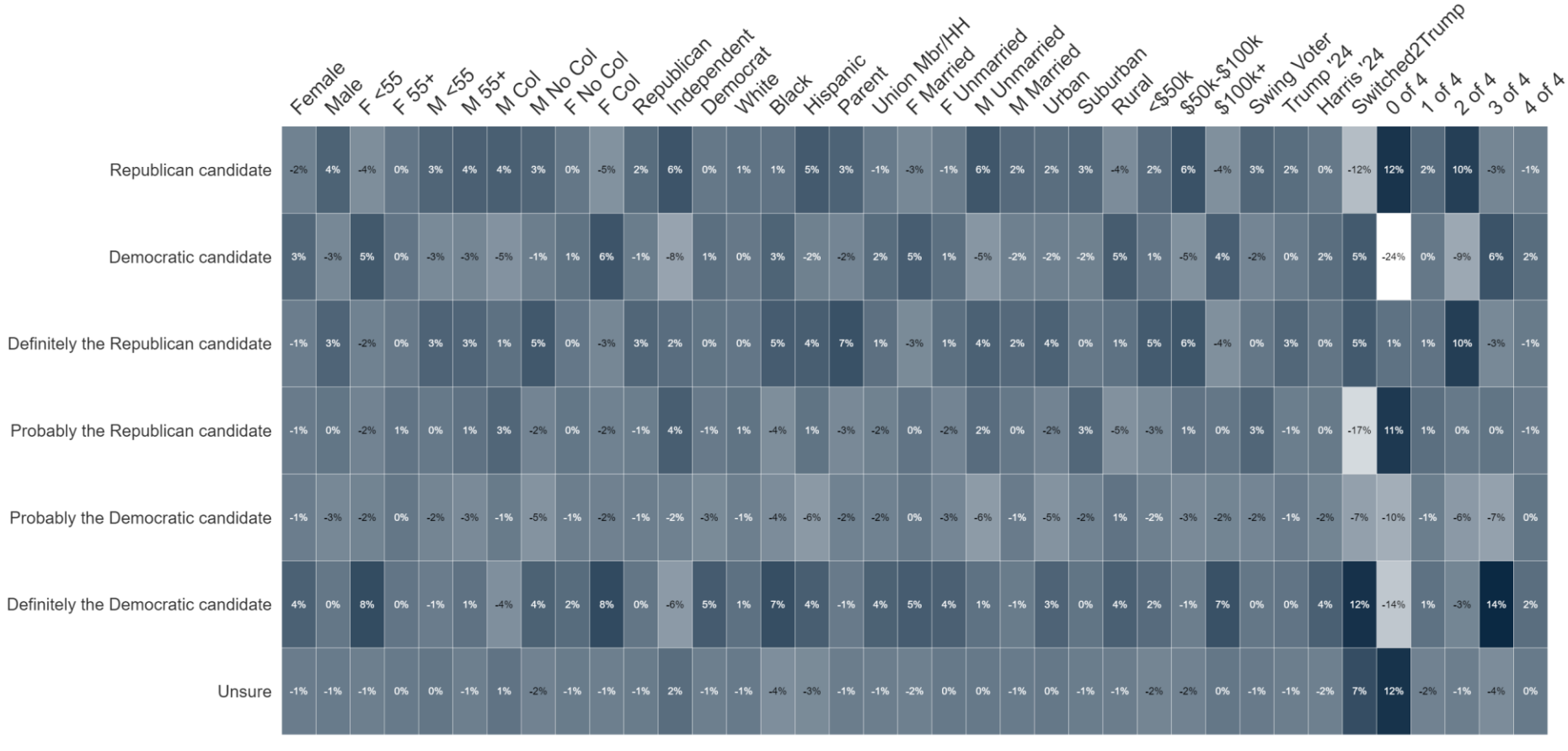
CYGNAL

Generic Ballot Movement



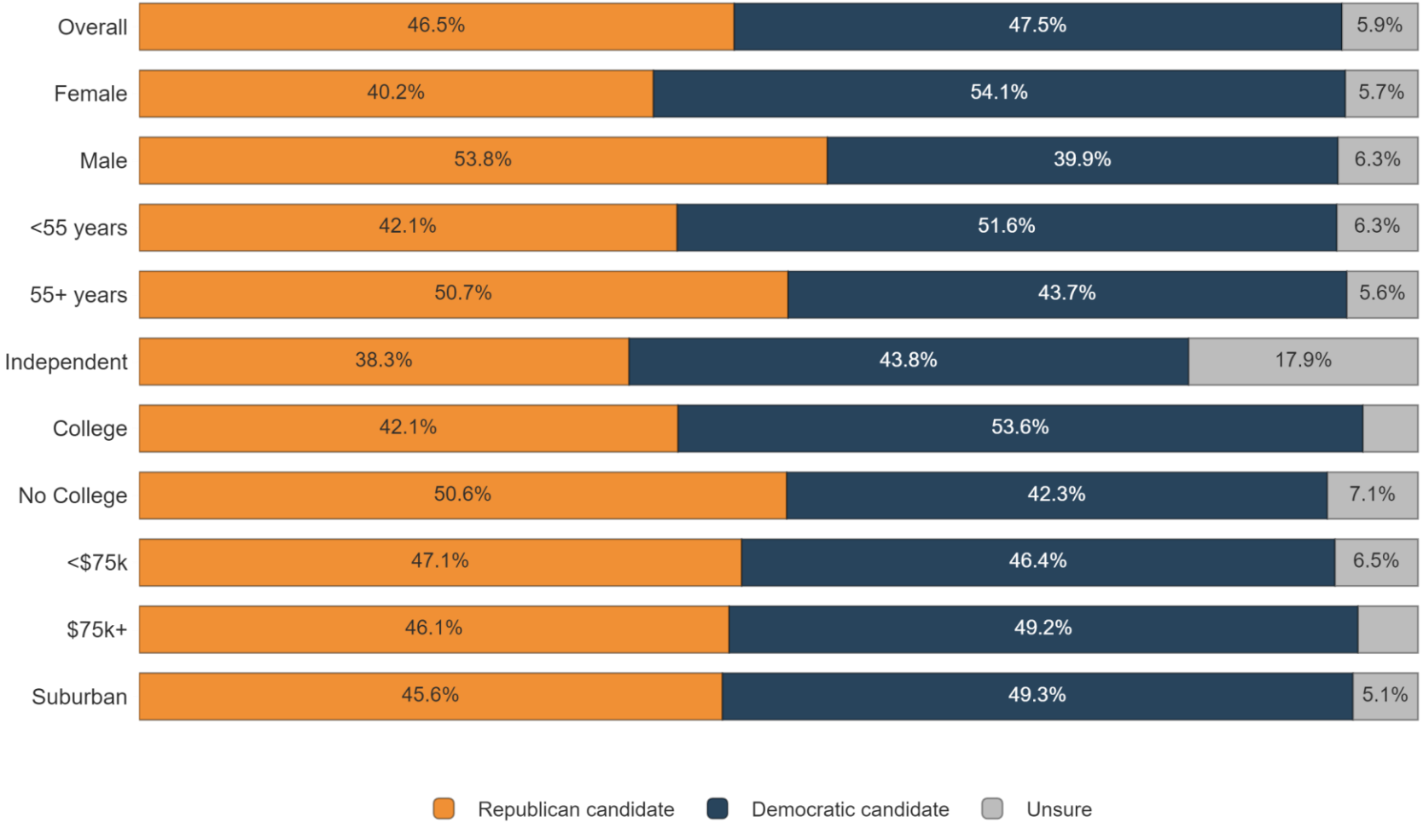
CYGNAL

Percent Change: Generic Ballot (Mar '25 to Apr '25)



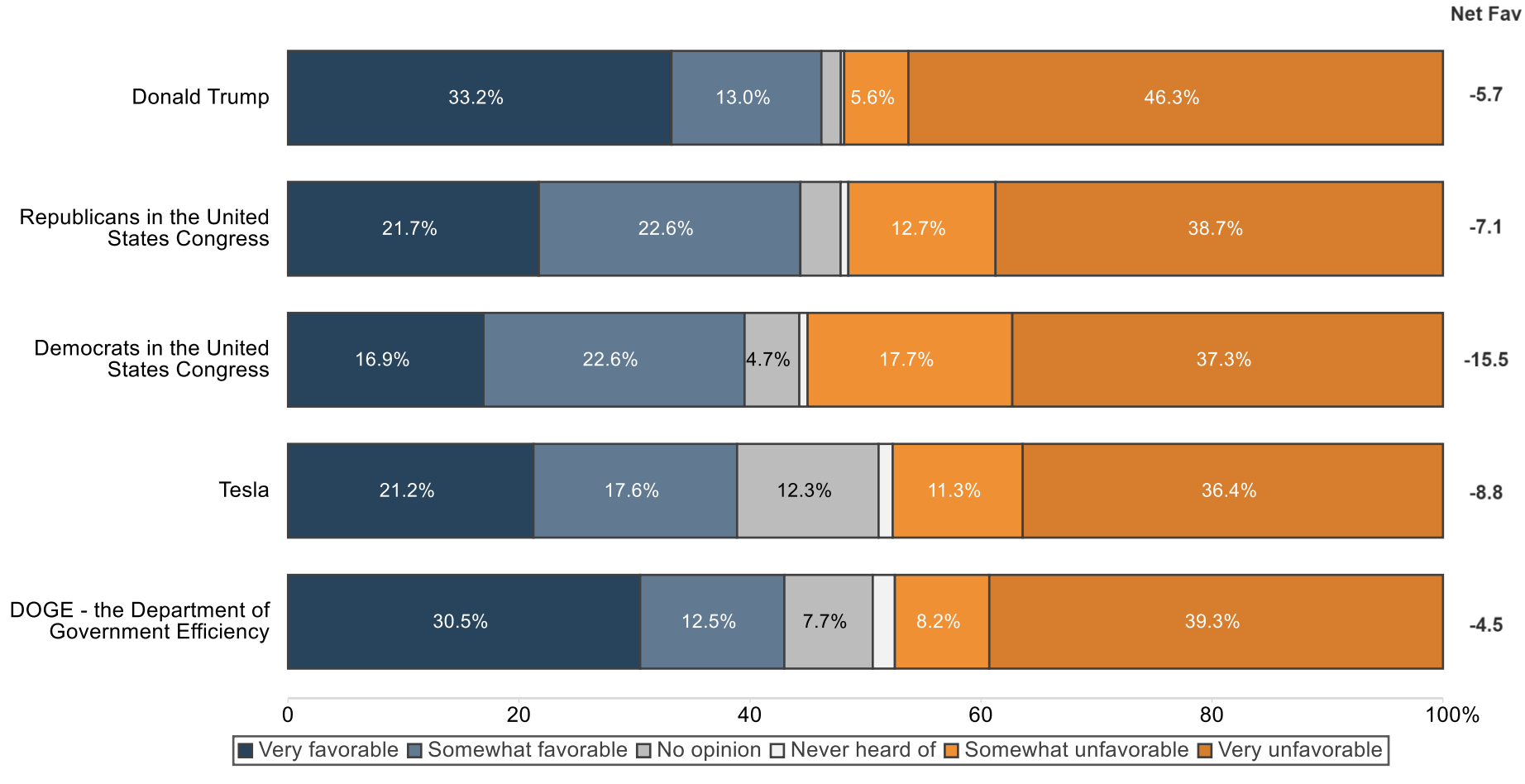
CYGNAL

Generic Ballot by Key Voter Groups



CYGNAL

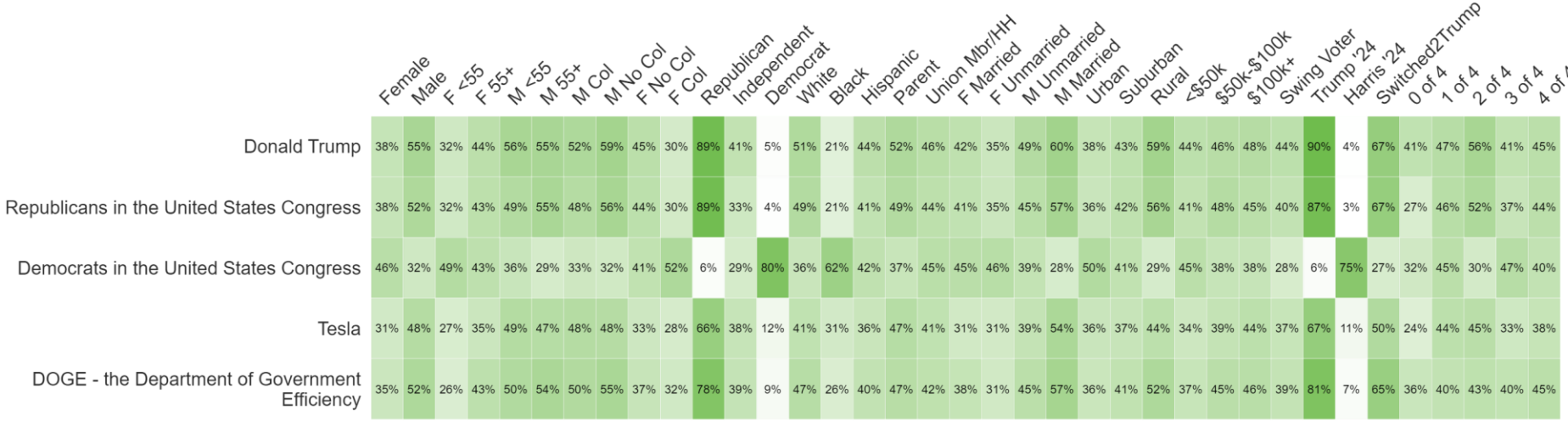
Image Tests



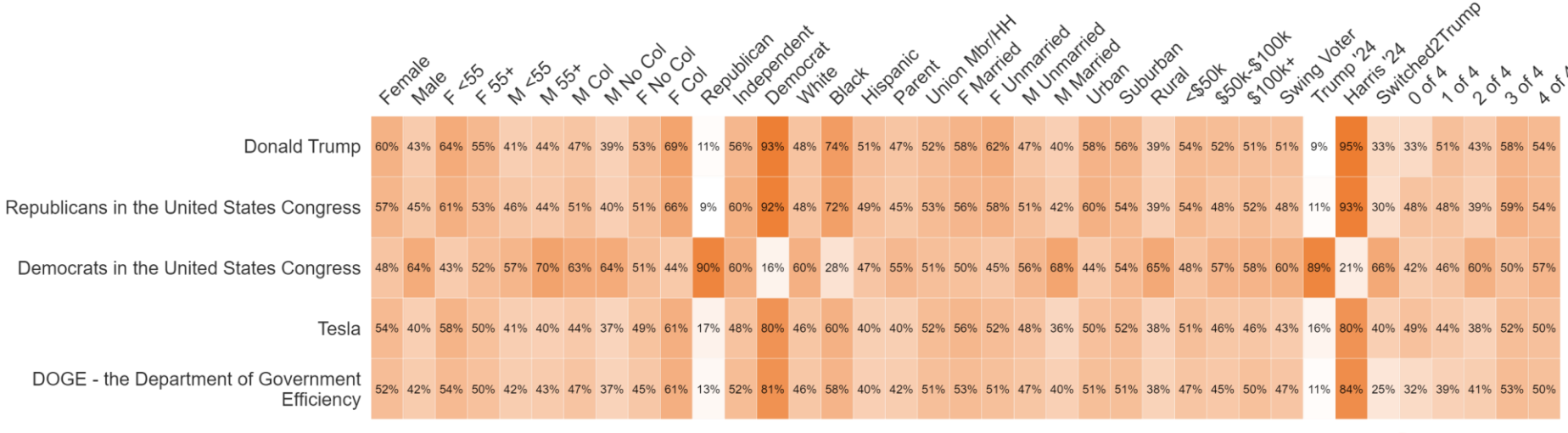
CYGNAL

Image Tests Heatmaps

Favorable

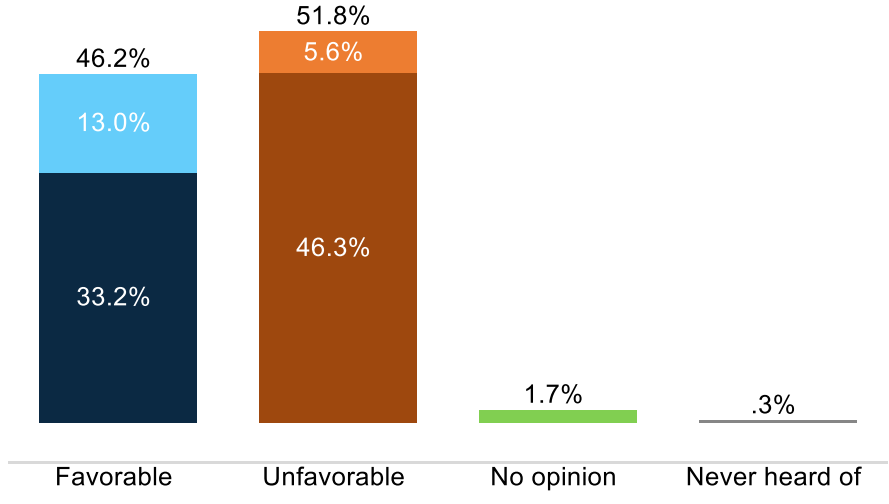


Unfavorable



CYGNAL

Image: Donald Trump

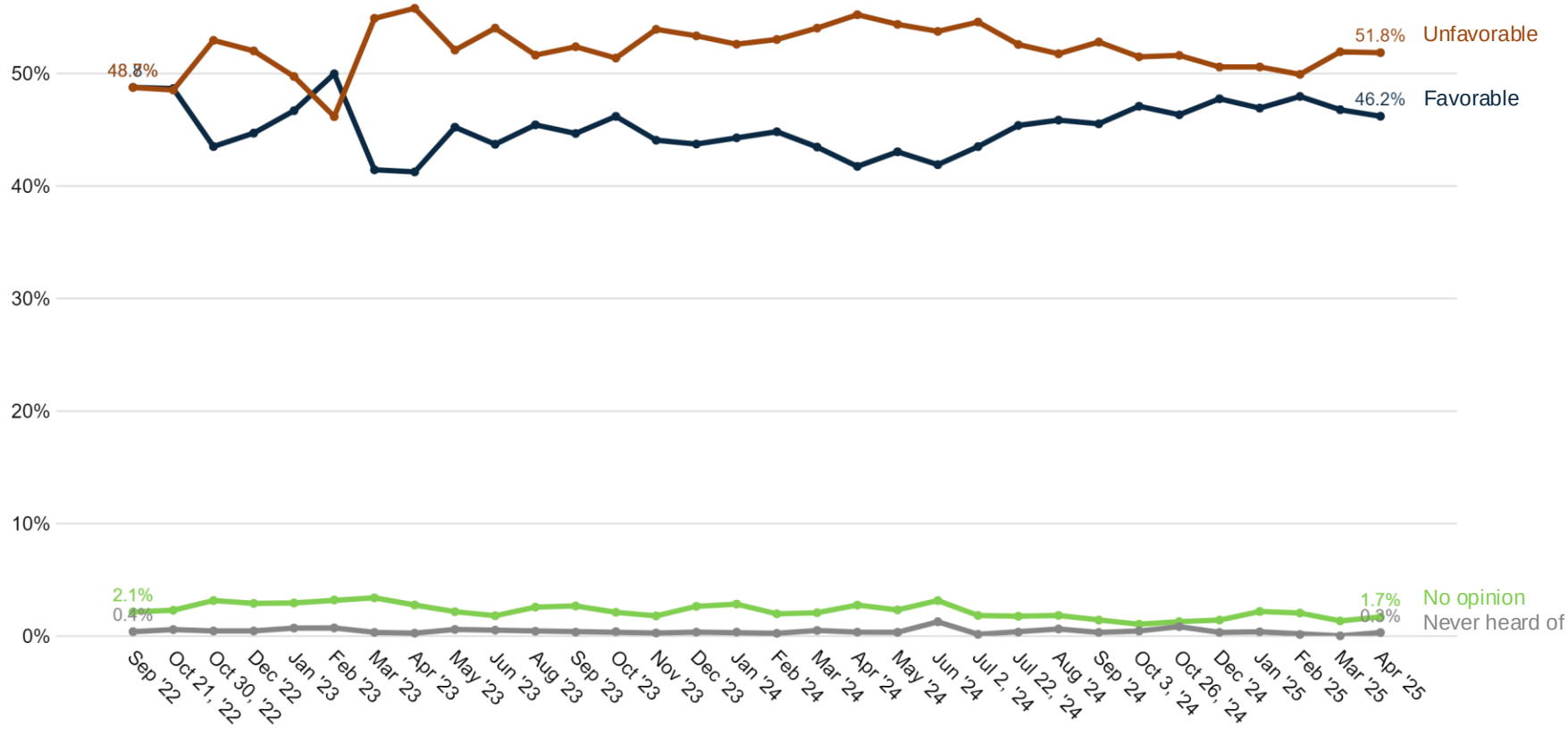


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	55%	32%	44%	56%	55%	52%	59%	45%	30%	89%	41%	5%	51%	21%	44%	52%	46%	42%	35%	49%	60%	38%	43%	59%	44%	46%	48%	44%	90%	4%	67%	41%	47%	56%	41%	45%
Unfavorable Total	60%	43%	64%	55%	41%	44%	47%	39%	53%	69%	11%	56%	93%	48%	74%	51%	47%	52%	58%	62%	47%	40%	58%	56%	39%	54%	52%	51%	51%	9%	95%	33%	33%	51%	43%	58%	54%
Very favorable	28%	39%	22%	34%	38%	40%	36%	42%	34%	21%	67%	25%	3%	37%	16%	27%	37%	29%	32%	25%	33%	43%	26%	29%	46%	33%	35%	33%	18%	67%	2%	34%	25%	27%	38%	27%	35%
Somewhat favorable	10%	16%	10%	10%	18%	15%	16%	17%	11%	8%	22%	16%	2%	14%	5%	17%	15%	17%	10%	10%	15%	17%	12%	13%	13%	11%	12%	15%	26%	24%	2%	33%	17%	20%	18%	14%	10%
Somewhat unfavorable	6%	4%	9%	4%	4%	5%	4%	5%	7%	5%	4%	8%	6%	5%	8%	5%	9%	4%	6%	7%	5%	4%	5%	6%	5%	7%	6%	4%	14%	4%	5%	14%	4%	11%	8%	3%	4%
Very unfavorable	53%	38%	56%	51%	37%	39%	43%	33%	46%	64%	7%	48%	87%	43%	65%	46%	37%	49%	52%	55%	42%	36%	53%	50%	33%	47%	46%	47%	37%	4%	90%	19%	29%	40%	36%	55%	50%
No opinion	2%	1%	3%	1%	3%	0%	1%	2%	3%	1%	1%	3%	1%	1%	5%	5%	1%	1%	0%	3%	3%	0%	3%	1%	2%	3%	1%	1%	5%	1%	1%	0%	26%	3%	1%	1%	1%
Never heard of	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	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 Donald Trump?

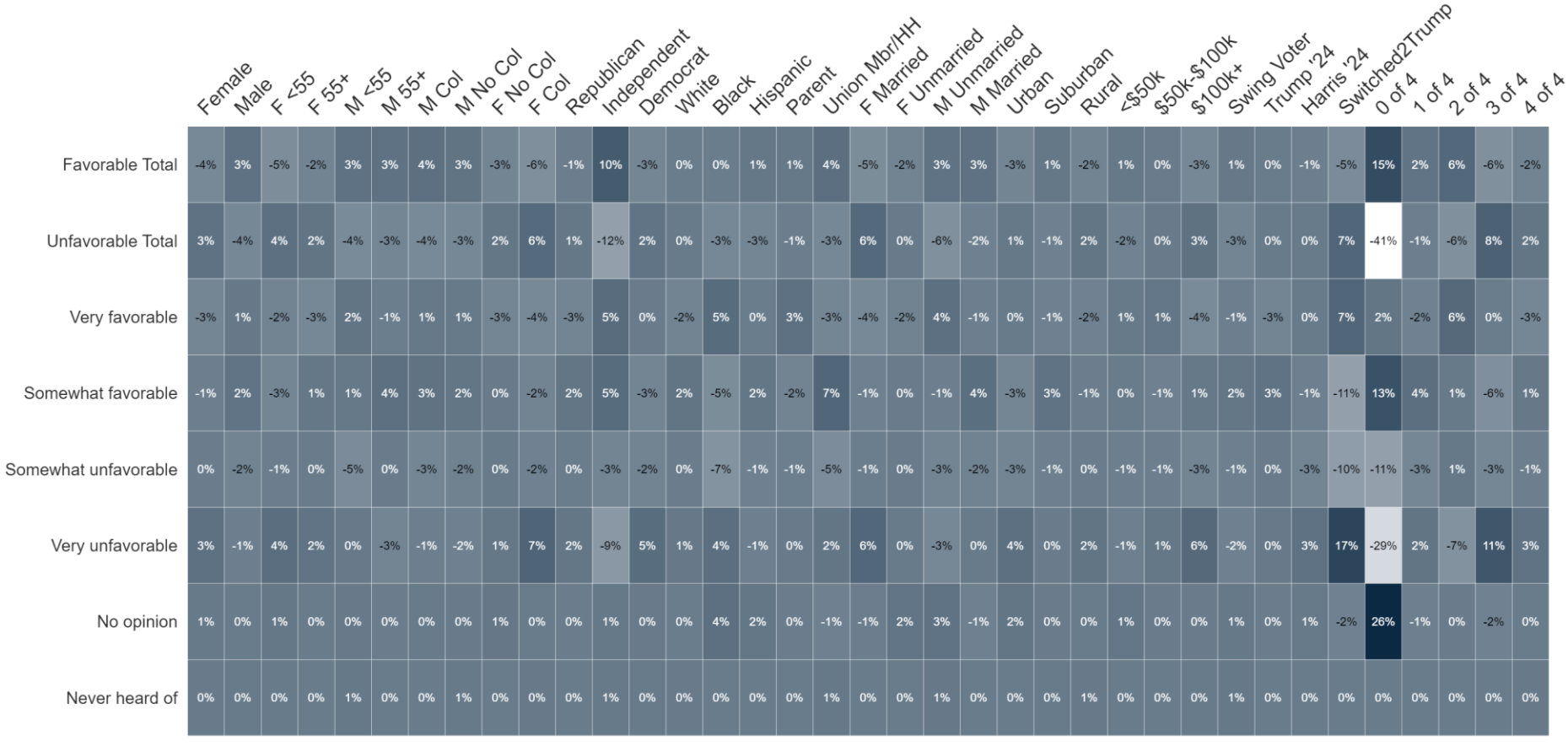
CYGNAL

Trend: Donald Trump Image



CYGNAL

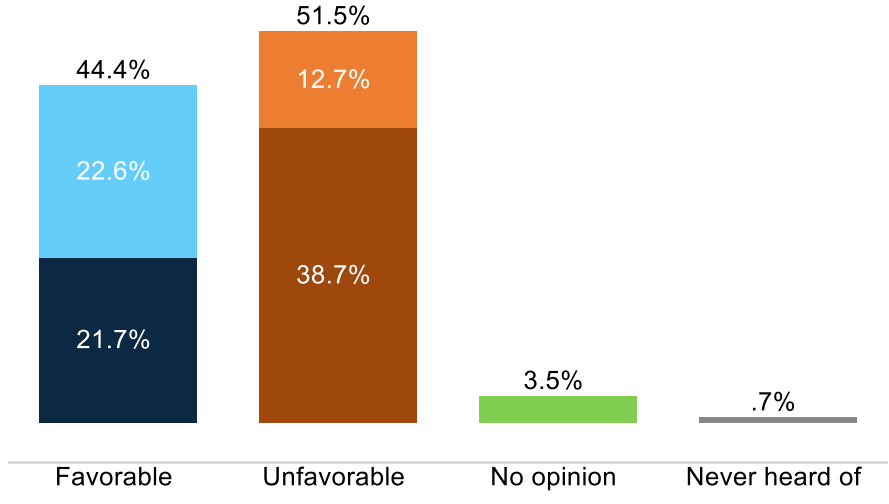
Percent Change: Donald Trump Image (Mar '25 to Apr '25)



	Female	Male	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	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-4%	3%	-5%	-2%	3%	3%	4%	3%	-3%	-6%	-1%	10%	-3%	0%	0%	1%	1%	4%	-5%	-2%	3%	3%	-3%	1%	-2%	1%	0%	-3%	1%	0%	-1%	-5%	15%	2%	6%	-6%	-2%
Unfavorable Total	3%	-4%	4%	2%	-4%	-3%	-4%	-3%	2%	6%	1%	-12%	2%	0%	-3%	-3%	-1%	-3%	6%	0%	-6%	-2%	1%	-1%	2%	-2%	0%	3%	-3%	0%	0%	7%	-41%	-1%	-6%	8%	2%
Very favorable	-3%	1%	-2%	-3%	2%	-1%	1%	1%	-3%	-4%	-3%	5%	0%	-2%	5%	0%	3%	-3%	-4%	-2%	4%	-1%	0%	-1%	-2%	1%	1%	-4%	-1%	-3%	0%	7%	2%	-2%	6%	0%	-3%
Somewhat favorable	-1%	2%	-3%	1%	1%	4%	3%	2%	0%	-2%	2%	5%	-3%	2%	-5%	2%	-2%	7%	-1%	0%	-1%	4%	-3%	3%	-1%	0%	-1%	1%	2%	3%	-1%	-11%	13%	4%	1%	-6%	1%
Somewhat unfavorable	0%	-2%	-1%	0%	-5%	0%	-3%	-2%	0%	-2%	0%	-3%	-2%	0%	-7%	-1%	-1%	-5%	-1%	0%	-3%	-2%	-3%	-1%	0%	-1%	-1%	-3%	-1%	0%	-3%	-10%	-11%	-3%	1%	-3%	-1%
Very unfavorable	3%	-1%	4%	2%	0%	-3%	-1%	-2%	1%	7%	2%	-9%	5%	1%	4%	-1%	0%	2%	6%	0%	-3%	0%	4%	0%	2%	-1%	1%	6%	-2%	0%	3%	17%	-29%	2%	-7%	11%	3%
No opinion	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	4%	2%	0%	-1%	-1%	2%	3%	-1%	2%	0%	0%	1%	0%	0%	1%	0%	1%	-2%	26%	-1%	0%	-2%	0%
Never heard of	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

CYGNAL

Image: Republicans in the United States Congress

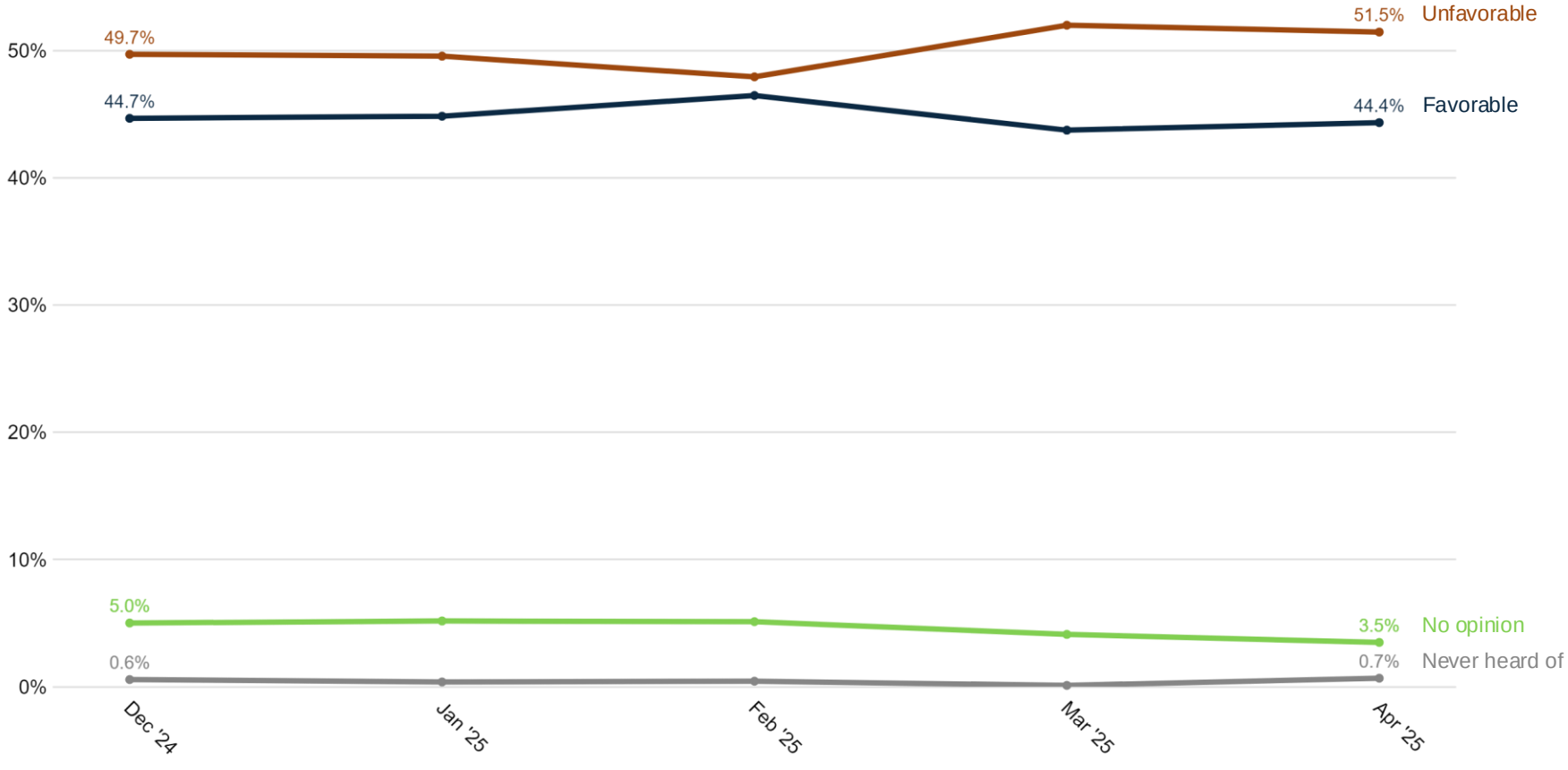


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	52%	32%	43%	49%	55%	48%	56%	44%	30%	89%	33%	4%	49%	21%	41%	49%	44%	41%	35%	45%	57%	36%	42%	56%	41%	48%	45%	40%	87%	3%	67%	27%	46%	52%	37%	44%
Unfavorable Total	57%	45%	61%	53%	46%	44%	51%	40%	51%	66%	9%	60%	92%	48%	72%	49%	45%	53%	56%	58%	51%	42%	60%	54%	39%	54%	48%	52%	48%	11%	93%	30%	48%	48%	39%	59%	54%
Very favorable	21%	23%	16%	24%	25%	21%	19%	28%	25%	15%	47%	8%	2%	23%	15%	21%	26%	24%	22%	19%	20%	26%	19%	19%	29%	21%	24%	21%	8%	44%	1%	28%	8%	23%	26%	20%	21%
Somewhat favorable	17%	29%	15%	19%	24%	33%	30%	28%	19%	15%	41%	25%	2%	26%	7%	19%	24%	20%	18%	16%	25%	31%	17%	23%	27%	19%	24%	23%	32%	43%	2%	39%	19%	23%	27%	17%	23%
Somewhat unfavorable	13%	13%	13%	12%	15%	10%	15%	11%	15%	10%	4%	20%	18%	12%	16%	12%	15%	10%	12%	13%	11%	13%	14%	13%	12%	17%	12%	11%	24%	7%	17%	19%	21%	17%	16%	13%	11%
Very unfavorable	44%	33%	47%	41%	31%	34%	36%	29%	36%	55%	4%	40%	74%	36%	55%	37%	30%	43%	44%	44%	40%	28%	46%	42%	27%	37%	36%	42%	24%	4%	76%	11%	27%	31%	23%	46%	43%
No opinion	4%	3%	6%	3%	4%	1%	1%	4%	5%	3%	2%	6%	2%	2%	6%	8%	5%	2%	3%	6%	4%	2%	4%	3%	5%	5%	3%	3%	10%	2%	3%	3%	25%	3%	7%	4%	1%
Never heard of	1%	0%	2%	0%	0%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	2%	1%	1%	0%	2%	0%	0%	0%	1%	0%	1%	1%	0%	2%	0%	1%	0%	0%	3%	1%	0%	0%

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

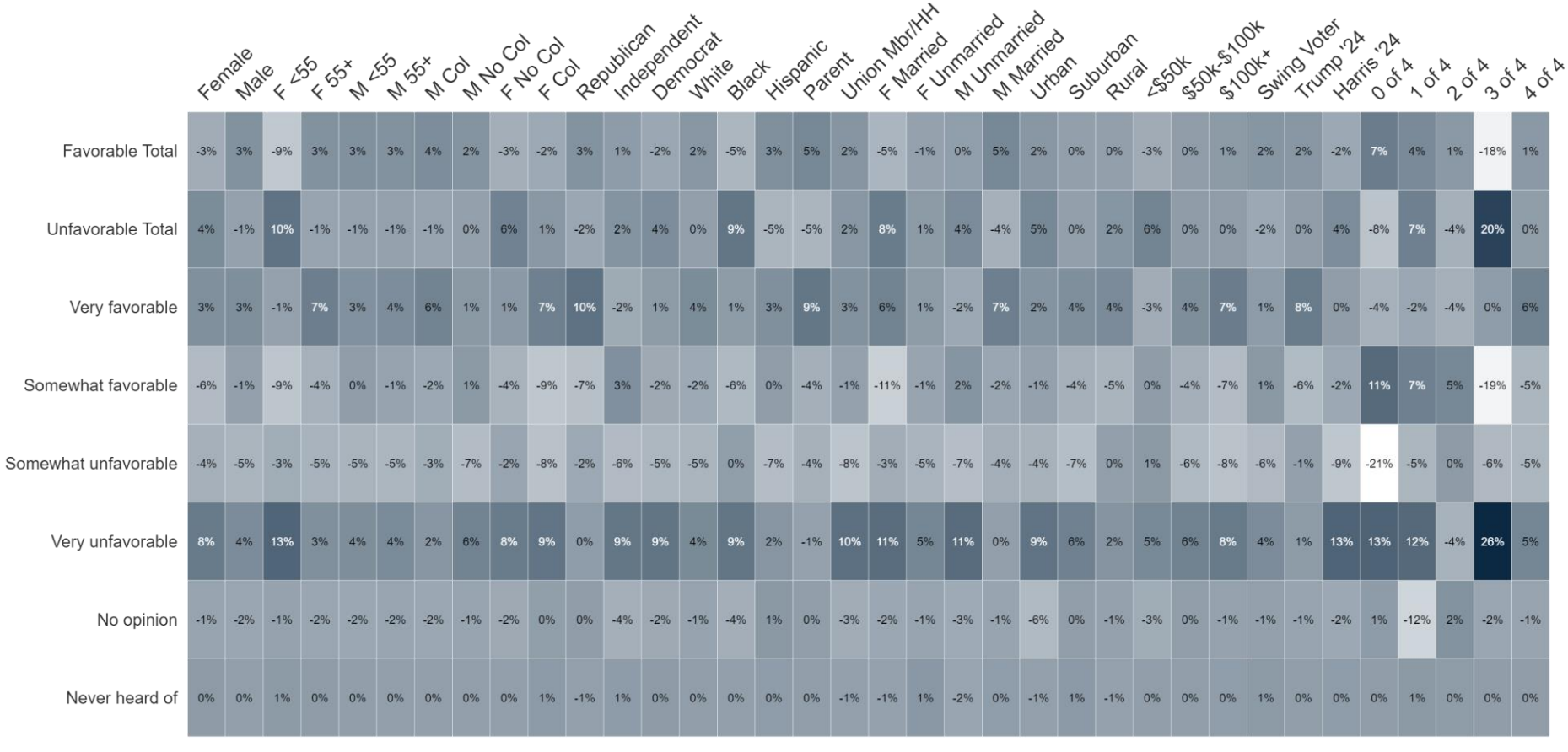
CYGNAL

Trend: Republicans in the United States Congress Image



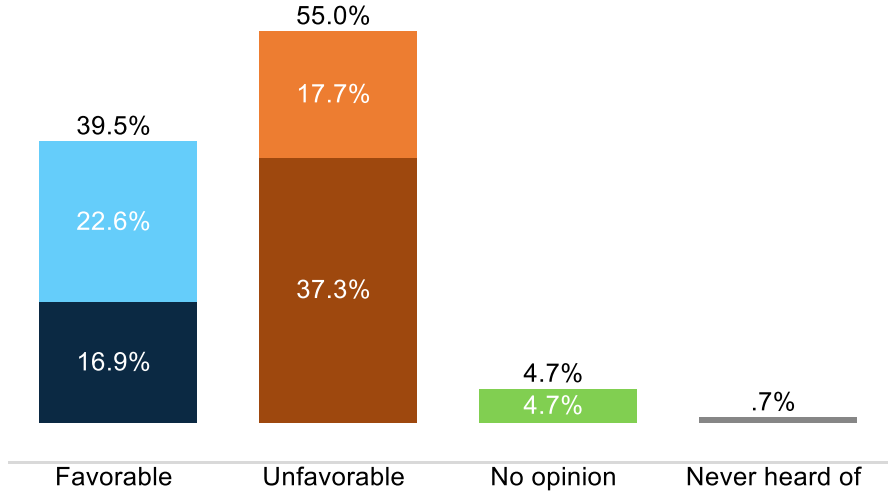
CYGNAL

Percent Change: Republicans in the United States Congress Image (Mar '25 to Apr '25)



CYGNAL

Image: Democrats in the United States Congress

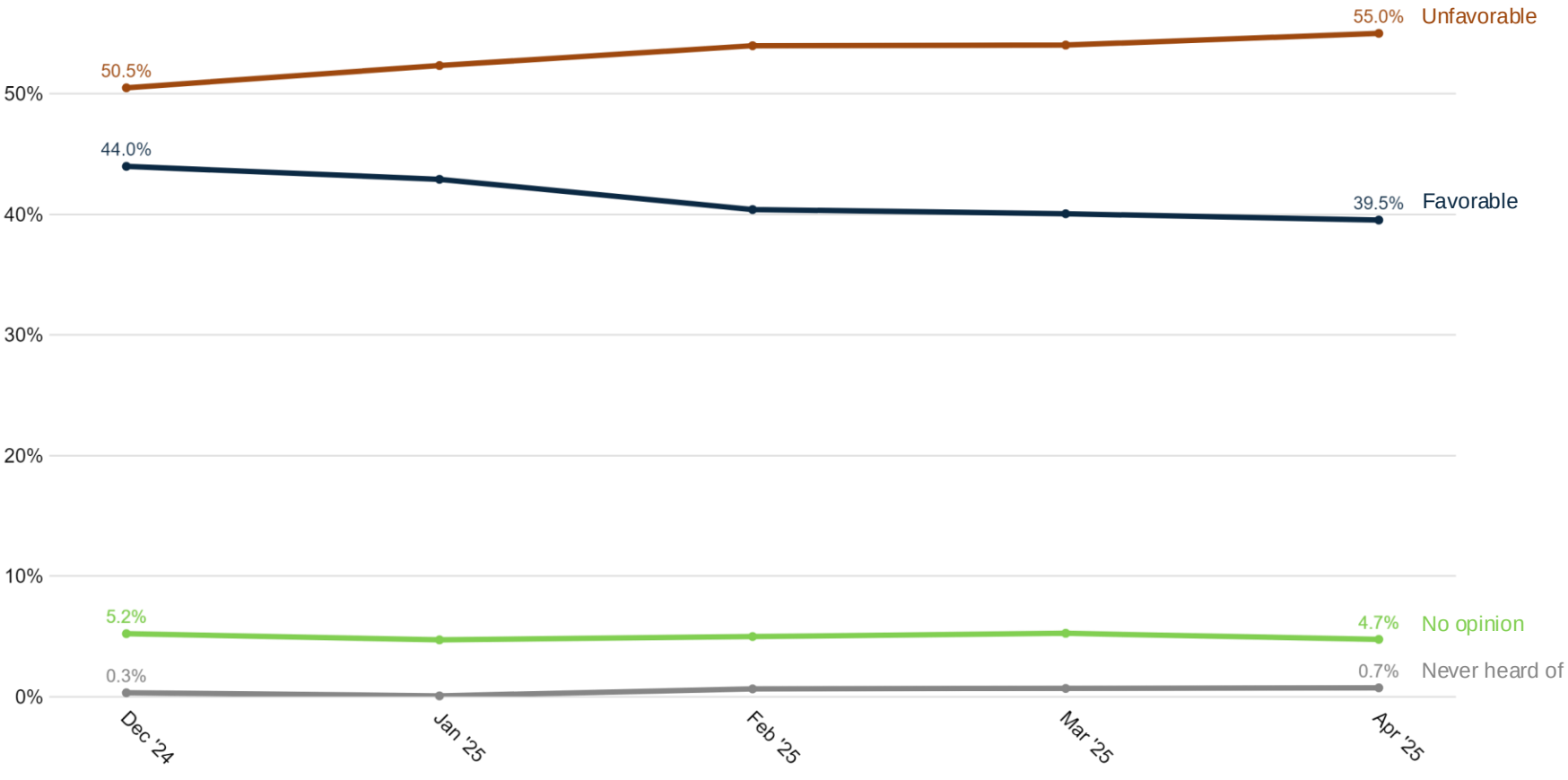


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	46%	32%	49%	43%	36%	29%	33%	32%	41%	52%	6%	29%	80%	36%	62%	42%	37%	45%	45%	46%	39%	28%	50%	41%	29%	45%	38%	38%	28%	6%	75%	27%	32%	45%	30%	47%	40%
Unfavorable Total	48%	64%	43%	52%	57%	70%	63%	64%	51%	44%	90%	60%	16%	60%	28%	47%	55%	51%	50%	45%	56%	68%	44%	54%	65%	48%	57%	58%	60%	89%	21%	66%	42%	46%	60%	50%	57%
Very favorable	20%	13%	21%	19%	16%	11%	12%	15%	22%	18%	3%	6%	38%	13%	34%	25%	15%	21%	18%	22%	20%	9%	25%	17%	11%	22%	16%	14%	6%	3%	33%	13%	12%	27%	15%	25%	14%
Somewhat favorable	26%	19%	27%	24%	20%	18%	22%	16%	19%	34%	3%	23%	43%	23%	29%	16%	21%	24%	27%	24%	19%	19%	25%	24%	18%	23%	22%	23%	21%	4%	42%	14%	20%	18%	15%	22%	26%
Somewhat unfavorable	18%	17%	20%	16%	17%	18%	20%	15%	16%	21%	18%	25%	13%	19%	16%	11%	19%	17%	18%	18%	19%	17%	20%	18%	16%	15%	19%	18%	31%	18%	16%	23%	16%	21%	22%	18%	16%
Very unfavorable	30%	46%	23%	36%	40%	52%	44%	49%	35%	23%	71%	35%	3%	42%	12%	35%	36%	34%	32%	27%	37%	52%	24%	36%	50%	34%	38%	40%	29%	71%	5%	43%	26%	26%	38%	32%	41%
No opinion	5%	4%	6%	5%	6%	1%	3%	4%	7%	2%	4%	10%	2%	3%	8%	9%	7%	4%	4%	7%	5%	3%	6%	4%	6%	7%	4%	4%	10%	4%	4%	7%	26%	6%	10%	4%	2%
Never heard of	1%	0%	2%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	3%	2%	0%	1%	2%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	3%	0%	0%	1%

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

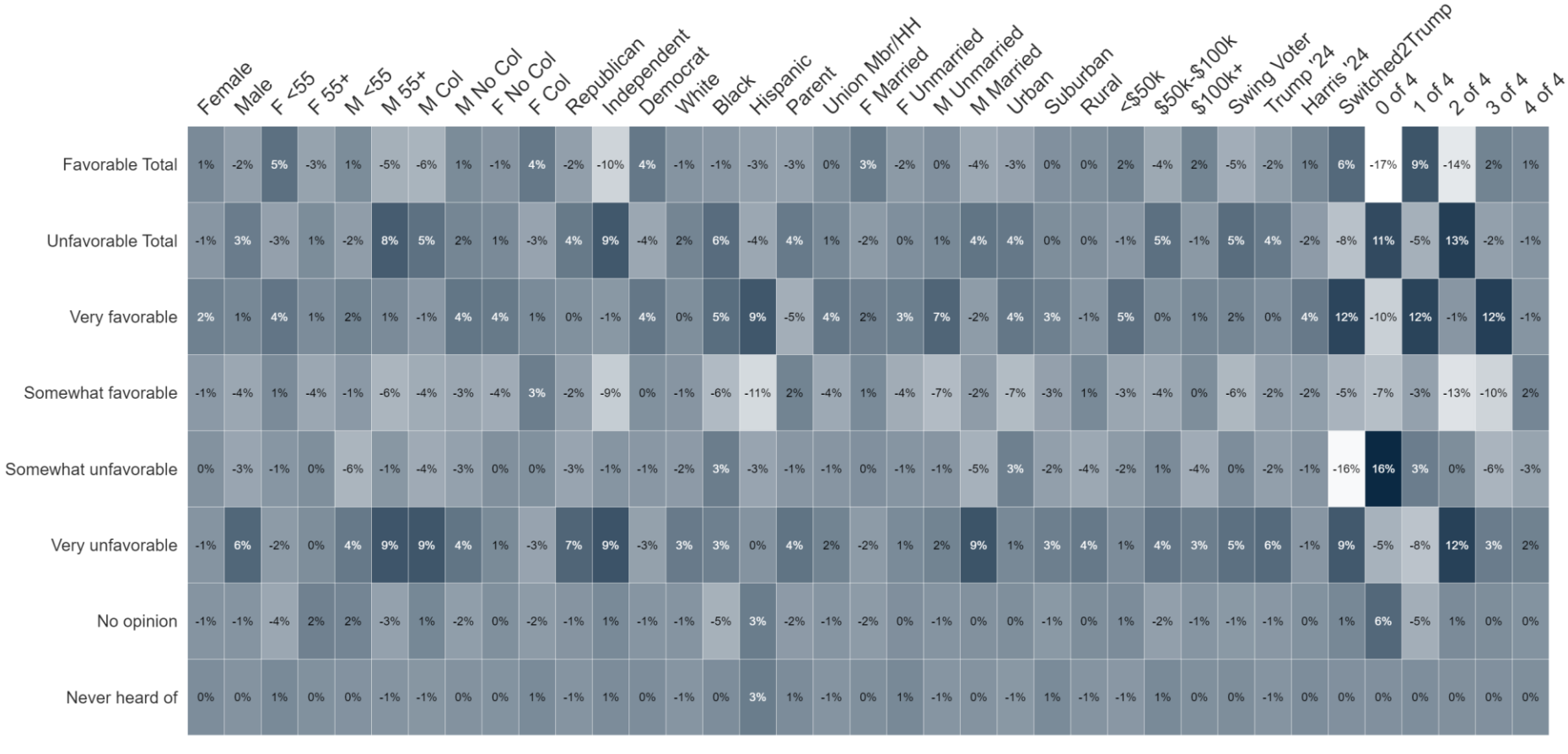
CYGNAL

Trend: Democrats in the United States Congress Image



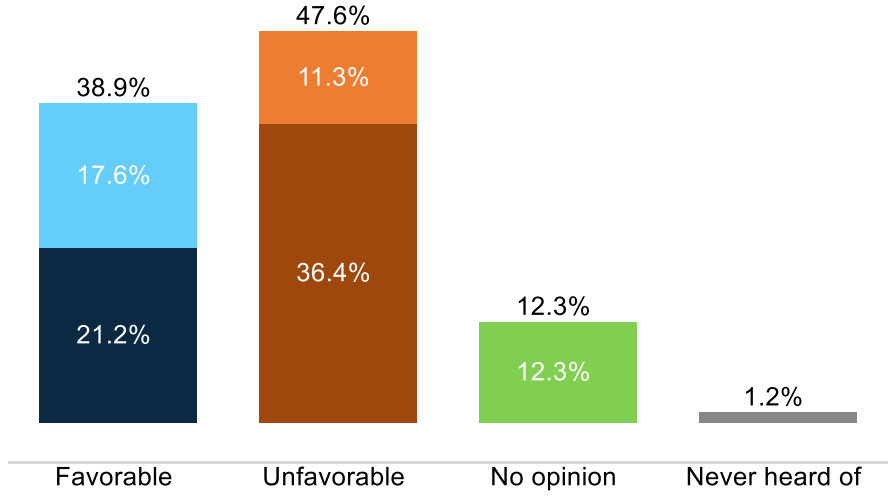
CYGNAL

Percent Change: Democrats in the United States Congress Image (Mar '25 to Apr '25)



CYGNAL

Image: Tesla

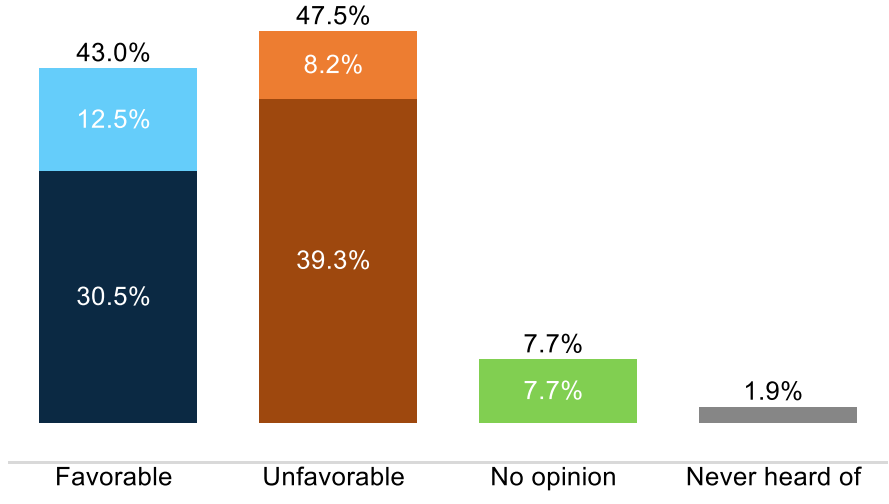


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	31%	48%	27%	35%	49%	47%	48%	48%	33%	28%	66%	38%	12%	41%	31%	36%	47%	41%	31%	31%	39%	54%	36%	37%	44%	34%	39%	44%	37%	67%	11%	50%	24%	44%	45%	33%	38%
Unfavorable Total	54%	40%	58%	50%	41%	40%	44%	37%	49%	61%	17%	48%	80%	46%	60%	40%	40%	52%	56%	52%	48%	36%	50%	52%	38%	51%	46%	46%	43%	16%	80%	40%	49%	44%	38%	52%	50%
Very favorable	16%	28%	13%	18%	28%	28%	29%	27%	15%	16%	39%	19%	5%	23%	15%	21%	27%	22%	17%	14%	23%	30%	19%	20%	25%	16%	21%	26%	11%	39%	4%	28%	13%	22%	19%	17%	23%
Somewhat favorable	15%	20%	14%	17%	21%	20%	20%	21%	18%	12%	27%	19%	8%	18%	16%	16%	20%	19%	14%	17%	16%	23%	17%	17%	19%	17%	18%	18%	26%	28%	7%	23%	11%	22%	26%	16%	15%
Somewhat unfavorable	11%	12%	14%	8%	14%	10%	13%	10%	10%	13%	9%	14%	12%	11%	10%	14%	11%	14%	13%	9%	16%	9%	13%	12%	9%	13%	10%	11%	17%	8%	13%	14%	17%	15%	13%	10%	10%
Very unfavorable	43%	29%	44%	42%	27%	30%	31%	26%	39%	48%	8%	35%	67%	35%	50%	26%	29%	38%	43%	43%	32%	26%	37%	40%	29%	38%	36%	36%	26%	7%	67%	27%	33%	29%	26%	42%	40%
No opinion	13%	11%	12%	14%	10%	12%	8%	15%	16%	9%	16%	13%	7%	12%	8%	20%	11%	6%	12%	14%	13%	11%	14%	9%	17%	14%	13%	10%	17%	16%	8%	9%	27%	9%	15%	15%	11%
Never heard of	2%	0%	2%	2%	0%	0%	0%	0%	2%	1%	1%	1%	1%	1%	2%	4%	1%	1%	1%	3%	0%	0%	0%	2%	1%	1%	2%	1%	3%	1%	1%	0%	0%	3%	1%	0%	1%

Do you have a favorable or unfavorable opinion of Tesla?

CYGNAL

Image: DOGE – the Department of Government Efficiency

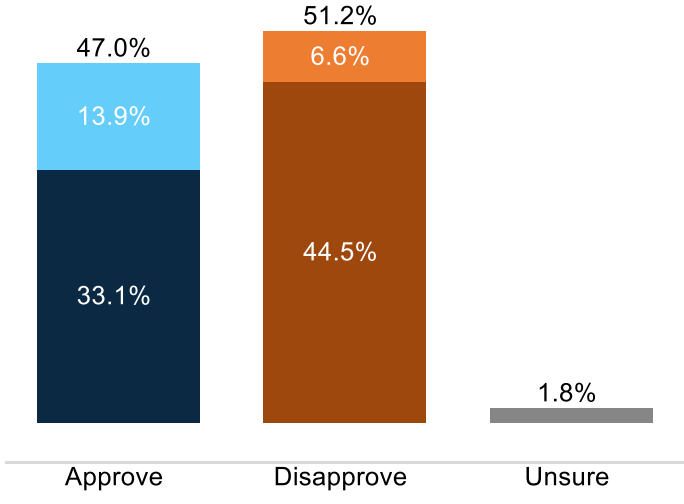


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	35%	52%	26%	43%	50%	54%	50%	55%	37%	32%	78%	39%	9%	47%	26%	40%	47%	42%	38%	31%	45%	57%	36%	41%	52%	37%	45%	46%	39%	81%	7%	65%	36%	40%	43%	40%	45%
Unfavorable Total	52%	42%	54%	50%	42%	43%	47%	37%	45%	61%	13%	52%	81%	46%	58%	40%	42%	51%	53%	51%	47%	40%	51%	51%	38%	47%	45%	50%	47%	11%	84%	25%	32%	39%	41%	53%	50%
Very favorable	23%	39%	16%	30%	34%	43%	38%	40%	26%	21%	58%	27%	4%	33%	16%	29%	30%	31%	24%	22%	33%	42%	20%	30%	39%	26%	33%	32%	20%	60%	3%	36%	32%	20%	30%	24%	34%
Somewhat favorable	11%	14%	10%	13%	16%	11%	13%	15%	12%	11%	20%	12%	5%	13%	10%	11%	17%	11%	14%	9%	12%	15%	15%	11%	13%	12%	12%	14%	19%	21%	3%	29%	4%	20%	13%	16%	11%
Somewhat unfavorable	7%	10%	9%	5%	12%	8%	10%	9%	8%	5%	6%	10%	9%	7%	15%	8%	12%	7%	7%	7%	12%	9%	9%	8%	8%	10%	9%	7%	18%	5%	10%	9%	10%	16%	12%	5%	6%
Very unfavorable	45%	33%	45%	45%	30%	35%	37%	28%	37%	56%	7%	42%	71%	39%	43%	32%	30%	44%	46%	44%	35%	31%	42%	43%	30%	37%	36%	43%	28%	6%	74%	16%	22%	22%	29%	48%	45%
No opinion	11%	4%	16%	6%	5%	3%	2%	6%	14%	6%	7%	5%	9%	6%	13%	15%	10%	6%	7%	15%	7%	2%	10%	6%	8%	13%	7%	4%	11%	7%	8%	8%	28%	16%	13%	6%	4%
Never heard of	2%	1%	4%	1%	2%	0%	1%	2%	4%	1%	1%	3%	1%	1%	3%	5%	2%	1%	2%	3%	2%	1%	3%	2%	2%	3%	3%	0%	3%	2%	2%	2%	3%	5%	4%	1%	1%

Do you have a favorable or unfavorable opinion of DOGE – the Department of Government Efficiency?

CYGNAL

Trump Job Approval

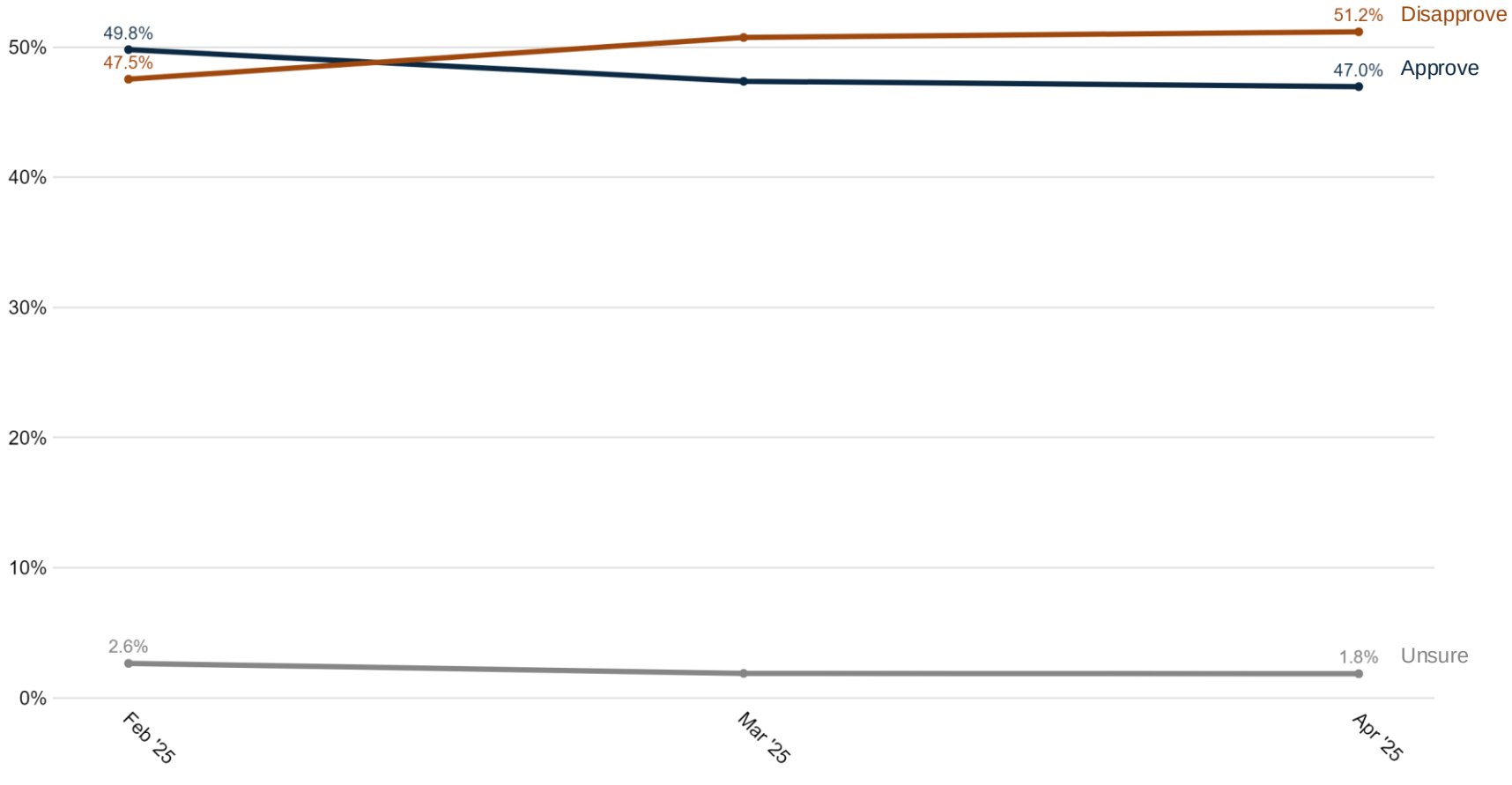


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Approve Total	38%	57%	34%	43%	57%	57%	53%	60%	45%	29%	89%	43%	6%	52%	20%	46%	53%	46%	41%	37%	52%	60%	39%	43%	60%	45%	50%	47%	46%	91%	4%	73%	43%	47%	55%	42%	46%
Disapprove Total	59%	42%	64%	55%	42%	42%	46%	38%	52%	68%	10%	53%	94%	47%	76%	51%	45%	53%	57%	61%	47%	39%	59%	55%	38%	52%	49%	52%	49%	8%	95%	26%	31%	51%	43%	58%	53%
Strongly approve	26%	41%	19%	32%	38%	44%	39%	44%	30%	21%	66%	26%	3%	36%	13%	33%	37%	30%	28%	23%	35%	46%	26%	31%	43%	29%	35%	35%	16%	67%	2%	40%	23%	28%	31%	27%	36%
Somewhat approve	13%	15%	15%	11%	18%	12%	14%	17%	16%	9%	22%	18%	3%	15%	7%	12%	16%	16%	12%	13%	17%	14%	13%	13%	17%	15%	15%	12%	30%	24%	2%	32%	20%	20%	23%	15%	10%
Somewhat disapprove	8%	6%	11%	4%	6%	6%	4%	8%	7%	7%	5%	8%	8%	6%	13%	8%	10%	6%	6%	10%	6%	5%	7%	7%	5%	8%	7%	6%	16%	4%	8%	5%	7%	16%	9%	6%	4%
Strongly disapprove	52%	36%	53%	50%	36%	37%	42%	31%	45%	61%	5%	45%	86%	42%	63%	44%	35%	47%	51%	51%	41%	34%	52%	48%	33%	45%	42%	47%	33%	4%	87%	21%	25%	34%	34%	53%	49%
Unsure	2%	1%	2%	2%	1%	1%	1%	2%	3%	2%	1%	4%	1%	1%	4%	3%	2%	1%	2%	2%	1%	1%	2%	2%	2%	3%	1%	1%	5%	1%	1%	1%	26%	2%	3%	0%	1%

Do you approve or disapprove of the job Donald Trump is doing as President?

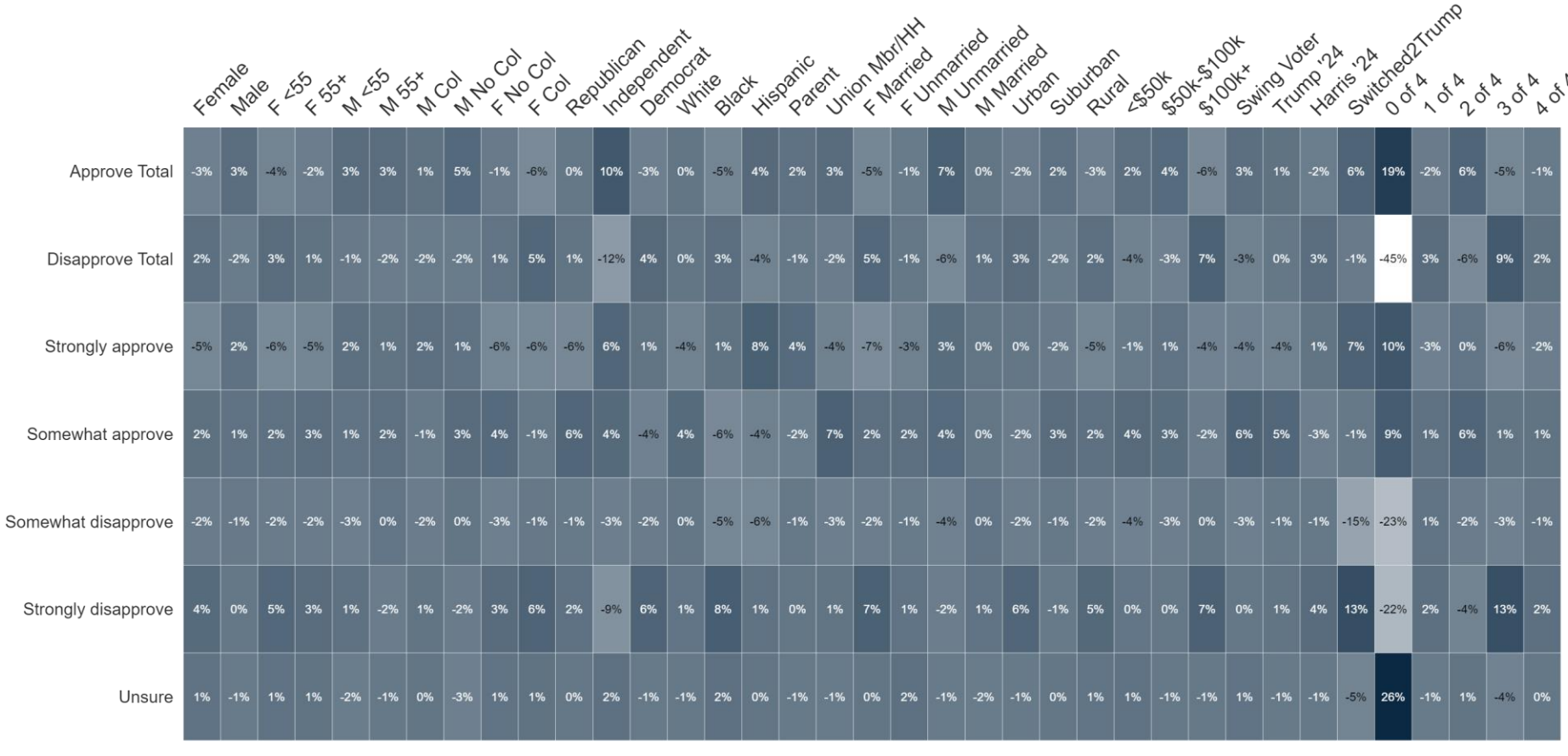
CYGNAL

Trend: Trump Job Approval



CYGNAL

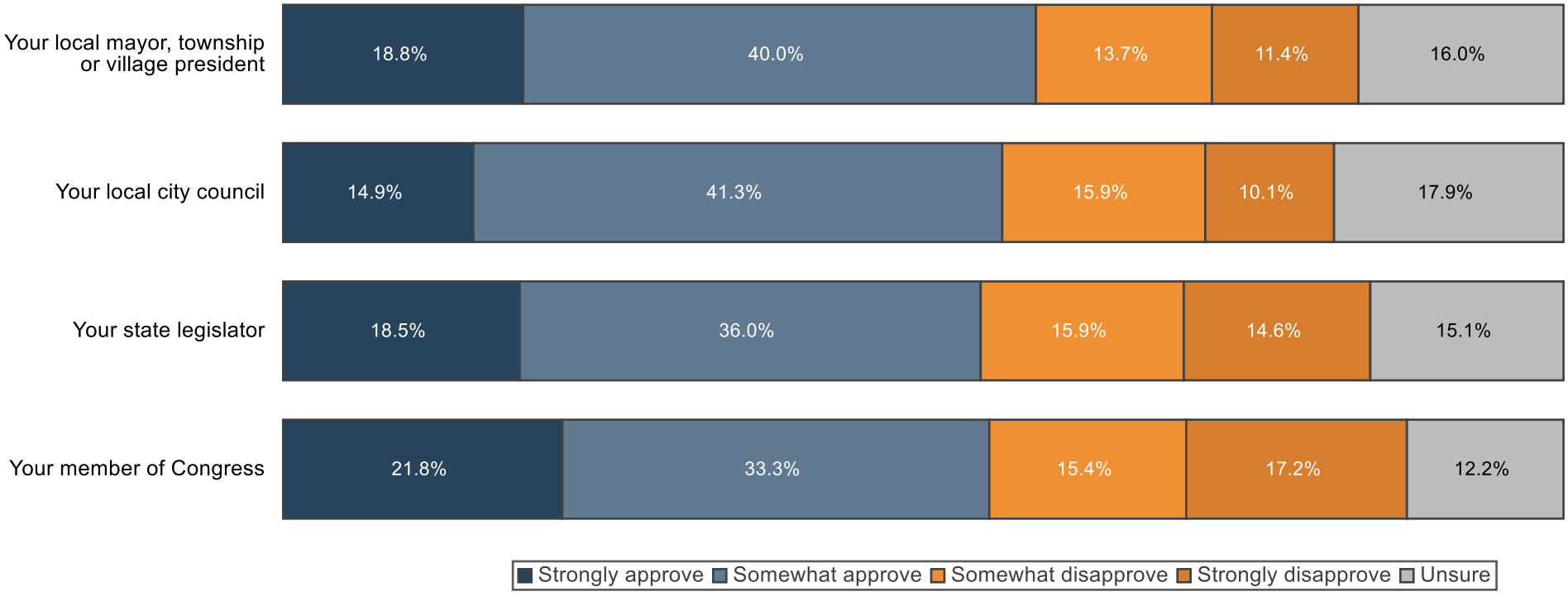
Percent Change: Trump Job Approval (Mar '25 to Apr '25)



	Female	Male	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	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Approve Total	-3%	3%	-4%	-2%	3%	3%	1%	5%	-1%	-6%	0%	10%	-3%	0%	-5%	4%	2%	3%	-5%	-1%	7%	0%	-2%	2%	-3%	2%	4%	-6%	3%	1%	-2%	6%	19%	-2%	6%	-5%	-1%
Disapprove Total	2%	-2%	3%	1%	-1%	-2%	-2%	-2%	1%	5%	1%	-12%	4%	0%	3%	-4%	-1%	-2%	5%	-1%	-6%	1%	3%	-2%	2%	-4%	-3%	7%	-3%	0%	3%	-1%	-45%	3%	-6%	9%	2%
Strongly approve	-5%	2%	-6%	-5%	2%	1%	2%	1%	-6%	-6%	-6%	6%	1%	-4%	1%	8%	4%	-4%	-7%	-3%	3%	0%	0%	-2%	-5%	-1%	1%	-4%	-4%	-4%	1%	7%	10%	-3%	0%	-6%	-2%
Somewhat approve	2%	1%	2%	3%	1%	2%	-1%	3%	4%	-1%	6%	4%	-4%	4%	-6%	-4%	-2%	7%	2%	2%	4%	0%	-2%	3%	2%	4%	3%	-2%	6%	5%	-3%	-1%	9%	1%	6%	1%	1%
Somewhat disapprove	-2%	-1%	-2%	-2%	-3%	0%	-2%	0%	-3%	-1%	-1%	-3%	-2%	0%	-5%	-6%	-1%	-3%	-2%	-1%	-4%	0%	-2%	-1%	-2%	-4%	-3%	0%	-3%	-1%	-1%	-15%	-23%	1%	-2%	-3%	-1%
Strongly disapprove	4%	0%	5%	3%	1%	-2%	1%	-2%	3%	6%	2%	-9%	6%	1%	8%	1%	0%	1%	7%	1%	-2%	1%	6%	-1%	5%	0%	0%	7%	0%	1%	4%	13%	-22%	2%	-4%	13%	2%
Unsure	1%	-1%	1%	1%	-2%	-1%	0%	-3%	1%	1%	0%	2%	-1%	-1%	2%	0%	-1%	-1%	0%	2%	-1%	-2%	-1%	0%	1%	1%	-1%	-1%	1%	-1%	-1%	-5%	26%	-1%	1%	-4%	0%

CYGNAL

Job Approval

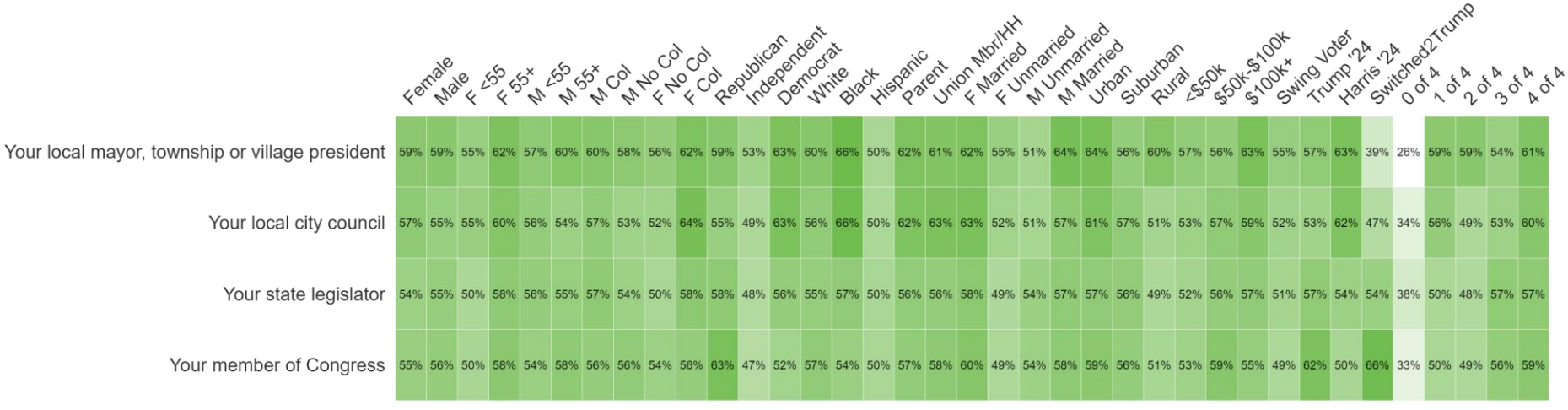


Now, please indicate if you approve or disapprove of the job that each of these elected officials are doing.

CYGNAL

Job Approval Heatmaps

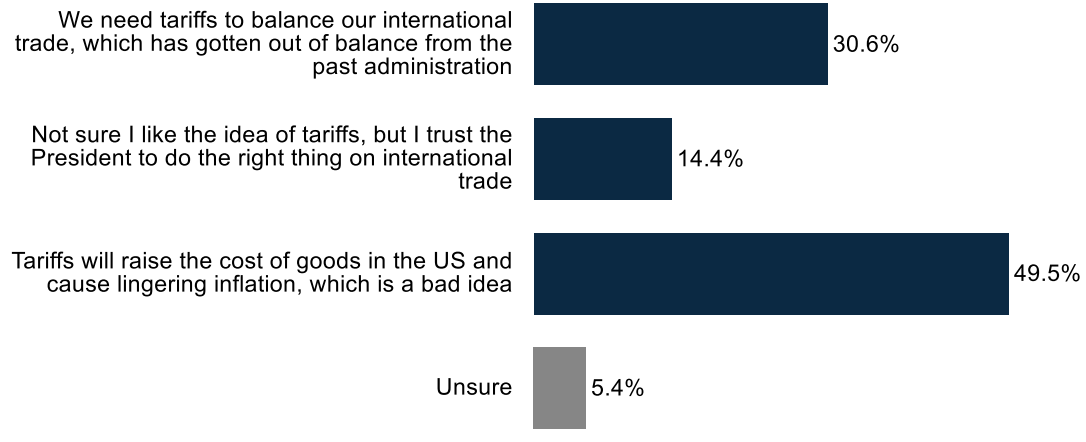
Approve



Disapprove

CYGNAL

Tariffs Position

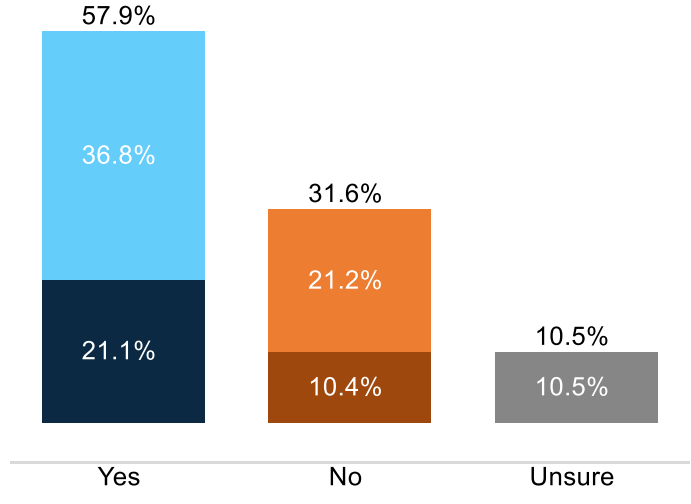


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
We need tariffs to balance our international trade, which has gotten out of balance from the past administration	24%	39%	19%	28%	36%	41%	36%	42%	27%	20%	55%	30%	6%	34%	13%	30%	33%	33%	26%	22%	30%	44%	26%	27%	41%	26%	30%	34%	23%	58%	5%	38%	25%	25%	28%	23%	34%
Not sure I like the idea of tariffs, but I trust the President to do the right thing on international trade	14%	15%	15%	12%	17%	13%	14%	17%	17%	9%	25%	11%	5%	14%	13%	19%	18%	12%	13%	14%	19%	13%	13%	14%	16%	17%	16%	11%	21%	25%	4%	20%	16%	23%	23%	17%	10%
Tariffs will raise the cost of goods in the US and cause lingering inflation, which is a bad idea	56%	42%	59%	54%	41%	43%	48%	36%	49%	66%	15%	53%	85%	47%	66%	45%	44%	50%	57%	56%	44%	40%	54%	55%	37%	49%	48%	51%	47%	13%	88%	35%	20%	48%	43%	54%	52%
Unsure	6%	5%	7%	5%	6%	3%	3%	6%	7%	5%	5%	6%	5%	5%	8%	6%	5%	4%	4%	8%	7%	3%	7%	4%	7%	8%	5%	3%	10%	5%	4%	7%	39%	4%	7%	7%	4%

Which of the following comes closest to your feeling on tariffs:

CYGNAL

US Recession

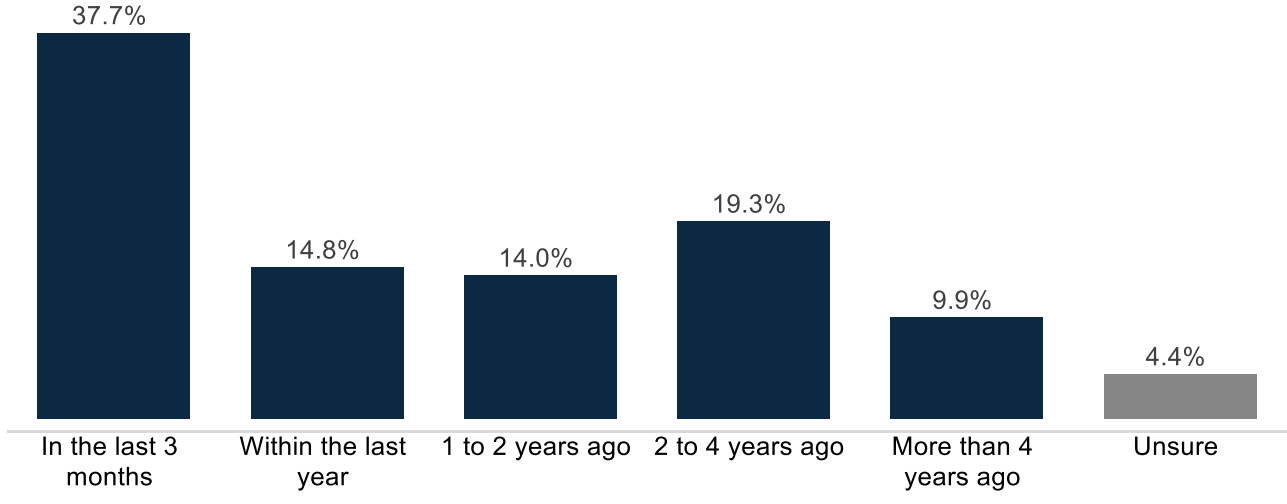


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	64%	51%	72%	57%	61%	42%	49%	53%	63%	65%	42%	60%	74%	55%	72%	63%	64%	58%	65%	63%	56%	48%	59%	58%	57%	62%	57%	56%	61%	43%	73%	54%	48%	69%	61%	61%	55%
No Total	23%	41%	17%	29%	33%	49%	45%	38%	24%	22%	47%	30%	17%	35%	15%	25%	27%	30%	24%	23%	36%	45%	30%	33%	30%	26%	32%	36%	28%	46%	17%	40%	23%	23%	27%	26%	36%
Definitely yes	24%	18%	29%	19%	24%	12%	15%	20%	23%	25%	12%	22%	30%	18%	37%	26%	28%	22%	25%	24%	22%	14%	25%	20%	21%	24%	20%	20%	16%	14%	29%	23%	17%	28%	20%	26%	20%
Probably yes	40%	33%	43%	37%	37%	30%	34%	32%	39%	40%	30%	38%	44%	37%	35%	37%	36%	35%	41%	39%	33%	33%	34%	38%	36%	38%	37%	35%	45%	29%	44%	31%	31%	41%	41%	35%	35%
Probably no	17%	26%	12%	22%	22%	30%	28%	23%	18%	17%	30%	20%	13%	24%	13%	17%	18%	20%	17%	18%	23%	28%	19%	23%	19%	18%	22%	23%	20%	30%	13%	22%	13%	18%	17%	19%	23%
Definitely no	6%	16%	5%	7%	11%	20%	17%	14%	6%	6%	17%	10%	4%	12%	3%	7%	9%	11%	7%	5%	13%	17%	11%	10%	11%	8%	10%	13%	8%	16%	4%	19%	9%	4%	10%	7%	12%
Unsure	13%	8%	12%	14%	6%	9%	6%	10%	13%	13%	11%	10%	9%	9%	13%	13%	9%	12%	11%	14%	9%	7%	11%	9%	13%	12%	10%	8%	11%	11%	10%	6%	30%	8%	11%	13%	9%

Based on what you have seen, read, or personally experienced, do you believe the United States is currently in an economic recession?

CYGNAL

Recession Timeline

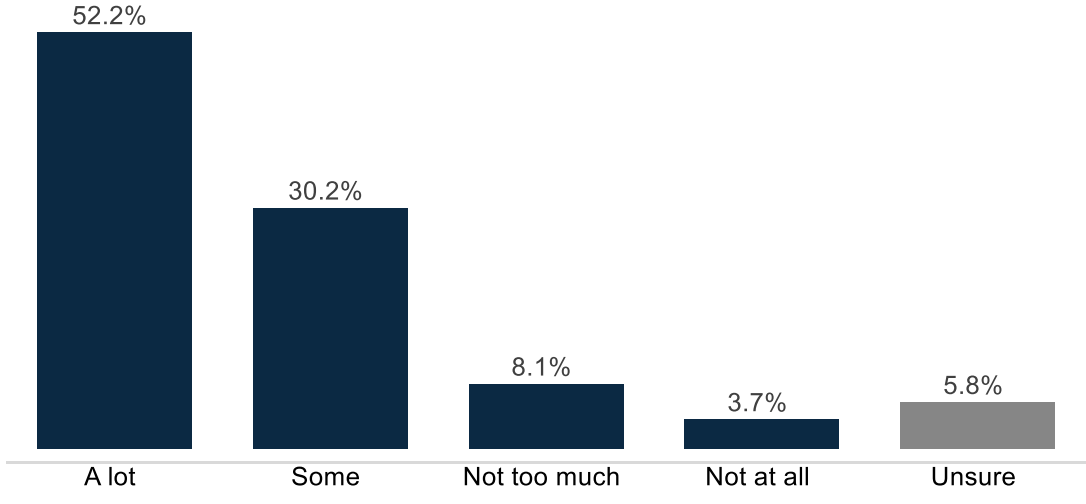


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
In the last 3 months	40%	35%	32%	49%	25%	49%	40%	30%	34%	48%	12%	33%	56%	40%	36%	33%	23%	36%	43%	36%	33%	36%	33%	40%	36%	31%	34%	46%	19%	8%	58%	12%	13%	15%	25%	36%	48%
Within the last year	18%	11%	21%	14%	12%	9%	12%	10%	16%	19%	14%	16%	15%	15%	14%	11%	20%	14%	17%	18%	8%	13%	17%	15%	13%	17%	14%	14%	16%	14%	15%	14%	10%	15%	19%	21%	13%
1 to 2 years ago	13%	16%	16%	8%	19%	12%	15%	17%	16%	9%	23%	14%	9%	14%	17%	14%	21%	17%	13%	13%	15%	17%	21%	10%	15%	16%	17%	11%	23%	24%	8%	30%	12%	25%	23%	9%	10%
2 to 4 years ago	17%	23%	17%	16%	25%	20%	19%	27%	18%	14%	35%	24%	9%	20%	16%	17%	21%	20%	15%	18%	21%	25%	14%	18%	26%	15%	22%	21%	24%	37%	7%	26%	26%	26%	17%	17%	19%
More than 4 years ago	9%	11%	10%	9%	13%	7%	8%	13%	12%	7%	13%	9%	7%	8%	13%	15%	15%	7%	9%	10%	13%	8%	9%	12%	6%	15%	8%	5%	12%	14%	8%	18%	24%	15%	13%	10%	7%
Unsure	4%	5%	3%	5%	7%	2%	6%	4%	5%	3%	4%	4%	4%	3%	3%	9%	2%	5%	3%	6%	10%	1%	5%	4%	4%	7%	4%	3%	6%	3%	4%	0%	16%	4%	3%	8%	4%

When do you believe the United States entered an economic recession?

CYGNAL

Judicial Partisanship Opinion

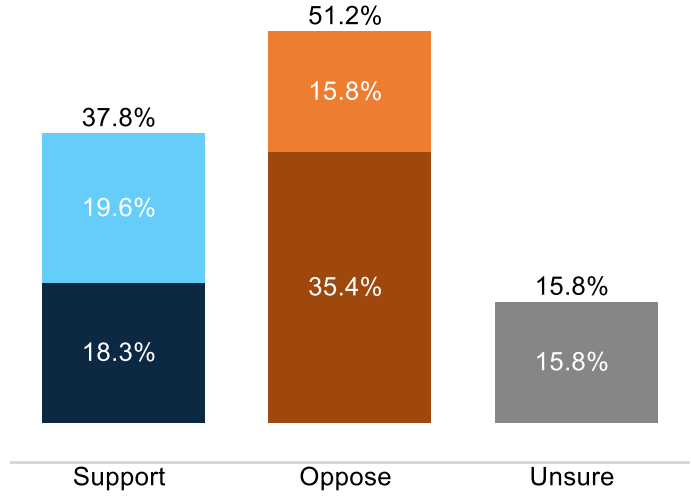


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A lot	48%	57%	41%	54%	50%	64%	62%	53%	45%	52%	56%	55%	47%	54%	39%	57%	48%	52%	50%	45%	48%	63%	47%	53%	55%	43%	51%	60%	40%	59%	48%	49%	37%	32%	41%	52%	60%
Some	33%	27%	34%	31%	32%	23%	24%	30%	32%	35%	30%	27%	33%	30%	32%	30%	32%	30%	34%	31%	33%	24%	32%	30%	29%	32%	33%	28%	35%	28%	32%	29%	25%	40%	34%	37%	27%
Not too much	8%	9%	10%	6%	10%	7%	10%	8%	8%	7%	6%	10%	9%	8%	11%	3%	11%	12%	6%	10%	10%	8%	10%	8%	7%	10%	8%	7%	13%	6%	10%	10%	7%	16%	9%	5%	7%
Not at all	4%	4%	5%	2%	4%	4%	4%	4%	3%	3%	4%	3%	4%	3%	5%	3%	4%	4%	3%	4%	4%	4%	4%	4%	3%	4%	4%	3%	5%	3%	4%	2%	3%	4%	7%	0%	3%
Unsure	8%	3%	10%	7%	4%	2%	1%	5%	12%	4%	4%	6%	7%	5%	12%	7%	5%	2%	6%	11%	5%	2%	9%	5%	6%	11%	5%	2%	7%	5%	6%	10%	29%	7%	9%	6%	3%

How much do you believe that political party affiliation of judges influences their judicial opinions?

CYGNAL

Judicial Oversight Change Opinion

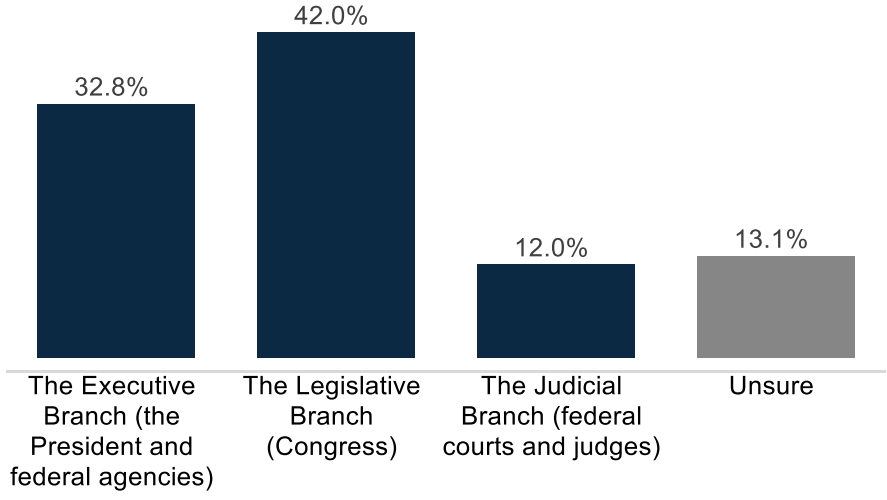


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	38%	38%	43%	33%	47%	30%	43%	33%	33%	44%	20%	46%	52%	37%	55%	30%	41%	47%	38%	37%	41%	36%	45%	40%	29%	36%	36%	41%	40%	20%	56%	35%	26%	41%	33%	43%	38%
Oppose Total	49%	54%	43%	55%	41%	65%	51%	56%	52%	44%	71%	45%	35%	54%	32%	56%	48%	44%	52%	47%	48%	57%	42%	50%	59%	49%	54%	52%	47%	71%	32%	55%	40%	41%	53%	47%	54%
Strongly support	19%	18%	20%	17%	19%	17%	22%	14%	15%	24%	7%	22%	28%	19%	25%	12%	18%	23%	19%	17%	17%	18%	21%	20%	13%	17%	16%	20%	14%	6%	31%	25%	17%	14%	15%	22%	20%
Somewhat support	19%	20%	22%	16%	27%	13%	21%	19%	18%	21%	13%	24%	25%	18%	30%	18%	23%	24%	19%	20%	23%	18%	24%	20%	16%	18%	20%	20%	26%	14%	25%	11%	9%	27%	18%	22%	18%
Somewhat oppose	17%	15%	19%	15%	14%	16%	12%	18%	19%	13%	19%	13%	14%	16%	13%	20%	19%	14%	17%	17%	17%	13%	14%	17%	15%	19%	16%	14%	21%	18%	13%	27%	15%	23%	21%	17%	13%
Strongly oppose	32%	39%	24%	40%	28%	50%	39%	39%	33%	31%	52%	32%	21%	38%	19%	35%	29%	30%	35%	30%	31%	44%	28%	34%	44%	30%	37%	38%	26%	53%	20%	28%	25%	18%	32%	30%	41%
Unsure	13%	9%	14%	12%	12%	5%	6%	11%	14%	11%	10%	9%	13%	10%	13%	14%	11%	9%	10%	16%	11%	7%	13%	10%	12%	15%	10%	8%	13%	9%	12%	9%	35%	18%	14%	9%	8%

Do you support or oppose allowing federal judges to have the authority to overturn laws and executive actions they disagree with?

CYGNAL

National Policy Influence Driver Opinion

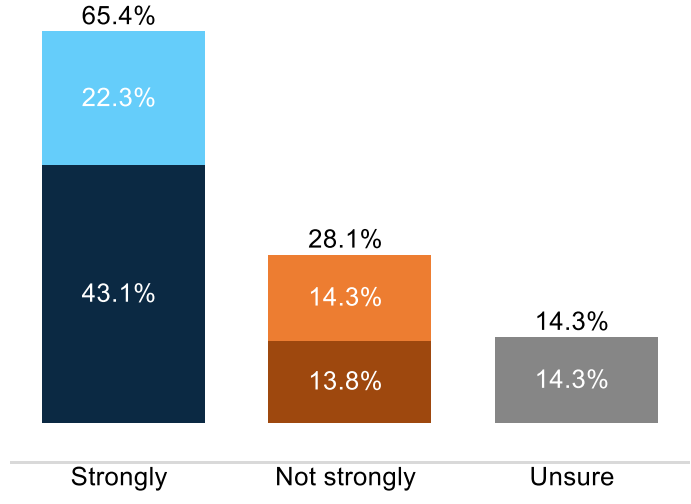


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
The Executive Branch (the President and federal agencies)	26%	40%	22%	31%	36%	44%	39%	42%	31%	19%	56%	30%	10%	34%	23%	34%	33%	31%	26%	27%	38%	42%	26%	33%	37%	31%	37%	32%	29%	56%	10%	54%	14%	33%	36%	22%	35%
The Legislative Branch (Congress)	41%	44%	41%	40%	42%	45%	48%	40%	32%	52%	25%	47%	58%	44%	34%	35%	41%	45%	44%	37%	41%	45%	44%	44%	38%	35%	37%	50%	40%	26%	58%	25%	28%	38%	27%	43%	47%
The Judicial Branch (federal courts and judges)	15%	8%	17%	13%	13%	4%	9%	8%	16%	14%	7%	12%	17%	10%	25%	14%	15%	14%	13%	16%	11%	7%	15%	13%	8%	14%	15%	8%	15%	8%	17%	16%	24%	17%	17%	16%	9%
Unsure	18%	8%	20%	16%	9%	6%	5%	11%	20%	15%	12%	10%	15%	12%	18%	17%	11%	10%	17%	19%	10%	6%	15%	10%	17%	20%	10%	9%	17%	11%	15%	5%	34%	13%	20%	19%	9%

Which branch of the federal government do you believe should have the most influence in setting national policy for the United States Government?

CYGNAL

Waste Impact on Programs

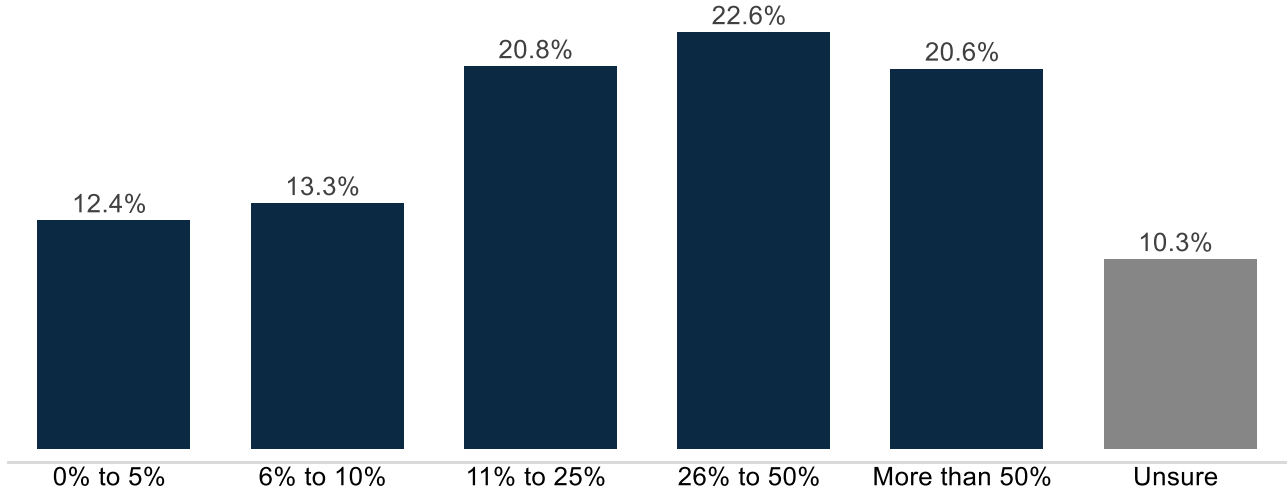


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Strongly Total	61%	71%	54%	67%	70%	72%	65%	76%	68%	51%	90%	60%	42%	67%	55%	76%	68%	65%	60%	62%	66%	74%	62%	65%	69%	66%	69%	63%	69%	91%	41%	88%	63%	68%	76%	65%	63%
Not strongly Total	30%	25%	35%	26%	25%	26%	32%	19%	23%	41%	7%	32%	49%	28%	32%	16%	26%	32%	34%	27%	28%	23%	30%	30%	24%	24%	25%	33%	23%	6%	50%	11%	20%	27%	17%	28%	32%
Very strongly	38%	49%	32%	45%	44%	53%	47%	51%	42%	33%	67%	40%	20%	45%	29%	49%	46%	42%	40%	37%	40%	54%	36%	42%	50%	42%	42%	43%	39%	69%	18%	70%	39%	36%	50%	47%	43%
Somewhat strongly	23%	22%	22%	23%	25%	19%	18%	26%	26%	18%	23%	20%	23%	23%	25%	27%	22%	24%	20%	25%	26%	20%	26%	22%	20%	24%	26%	20%	30%	21%	23%	18%	24%	32%	26%	18%	20%
Not too strongly	15%	13%	18%	12%	14%	13%	17%	9%	13%	18%	5%	18%	23%	13%	20%	9%	13%	16%	15%	15%	14%	13%	16%	15%	12%	12%	14%	16%	16%	4%	24%	7%	8%	17%	10%	12%	16%
Not strong at all	15%	12%	17%	14%	11%	13%	14%	10%	10%	23%	2%	14%	26%	14%	13%	7%	13%	16%	19%	12%	14%	11%	14%	15%	12%	12%	11%	16%	7%	2%	26%	4%	13%	9%	7%	16%	16%
Unsure	9%	4%	11%	7%	5%	2%	3%	4%	9%	8%	3%	7%	8%	5%	13%	8%	6%	2%	6%	11%	6%	2%	8%	6%	7%	9%	6%	4%	9%	3%	9%	1%	17%	5%	7%	7%	6%

How strongly do you believe that waste, fraud, and inefficiency in government spending impacts the benefits of programs like Social Security, Medicare, and Medicaid?

CYGNAL

Wasted Spending Percentage Opinion

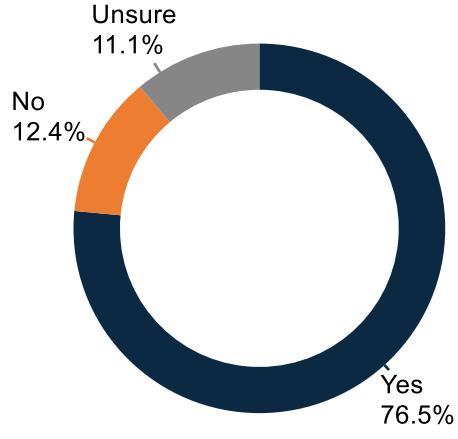


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
0% to 5%	13%	11%	13%	13%	10%	13%	14%	9%	8%	21%	2%	10%	25%	12%	15%	9%	9%	16%	14%	12%	12%	11%	15%	13%	10%	10%	8%	17%	7%	1%	24%	6%	6%	7%	5%	13%	16%
6% to 10%	14%	13%	16%	12%	15%	11%	15%	11%	10%	20%	6%	14%	21%	14%	13%	8%	15%	13%	17%	10%	14%	12%	16%	15%	8%	10%	12%	17%	12%	4%	22%	10%	10%	14%	9%	14%	14%
11% to 25%	19%	23%	19%	19%	23%	23%	24%	21%	19%	19%	21%	22%	20%	20%	22%	21%	22%	23%	19%	19%	21%	24%	23%	20%	20%	21%	20%	21%	25%	21%	21%	23%	8%	22%	20%	22%	21%
26% to 50%	21%	25%	19%	23%	24%	26%	25%	25%	24%	16%	36%	21%	10%	24%	18%	23%	23%	24%	20%	21%	27%	24%	18%	23%	26%	22%	24%	22%	29%	36%	9%	42%	31%	33%	26%	16%	21%
More than 50%	20%	21%	17%	23%	21%	22%	15%	27%	24%	15%	32%	21%	9%	22%	13%	23%	23%	18%	21%	19%	17%	24%	15%	20%	26%	22%	25%	17%	16%	34%	8%	18%	22%	15%	28%	20%	20%
Unsure	13%	7%	16%	10%	8%	6%	7%	7%	15%	10%	4%	13%	14%	8%	20%	15%	8%	6%	8%	18%	10%	5%	12%	10%	10%	14%	11%	6%	12%	4%	16%	2%	23%	8%	12%	16%	8%

In your opinion, what percentage of federal government spending is wasted due to inefficiency, fraud, or unnecessary programs?

CYGNAL

Illegals Breaking the Law Opinion

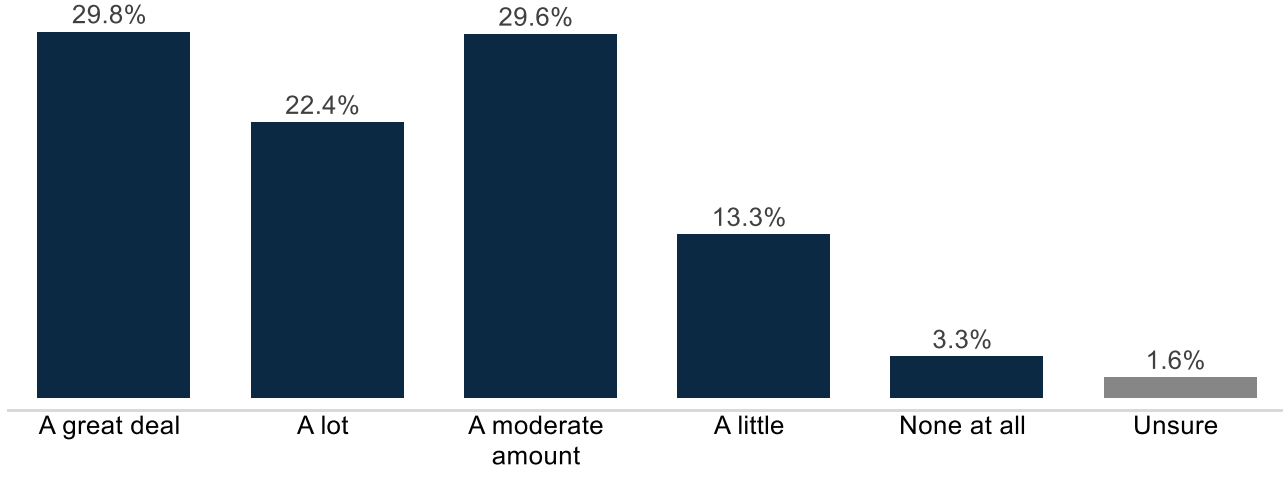


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes	71%	83%	63%	78%	78%	88%	82%	84%	73%	68%	94%	77%	59%	79%	66%	79%	75%	75%	74%	68%	78%	87%	69%	76%	83%	73%	79%	78%	79%	94%	60%	80%	69%	71%	83%	72%	77%
No	15%	9%	22%	8%	13%	6%	11%	8%	14%	18%	2%	12%	23%	11%	18%	14%	16%	14%	15%	15%	12%	8%	16%	14%	6%	15%	11%	11%	10%	3%	23%	11%	10%	17%	9%	15%	12%
Unsure	14%	8%	15%	14%	8%	7%	7%	8%	14%	15%	4%	11%	18%	10%	16%	8%	9%	11%	12%	17%	10%	6%	15%	10%	10%	13%	9%	10%	11%	3%	18%	9%	21%	12%	8%	13%	11%

Do you believe that individuals who have entered the United States without legal permission have broken the law?

CYGNAL

News Attention

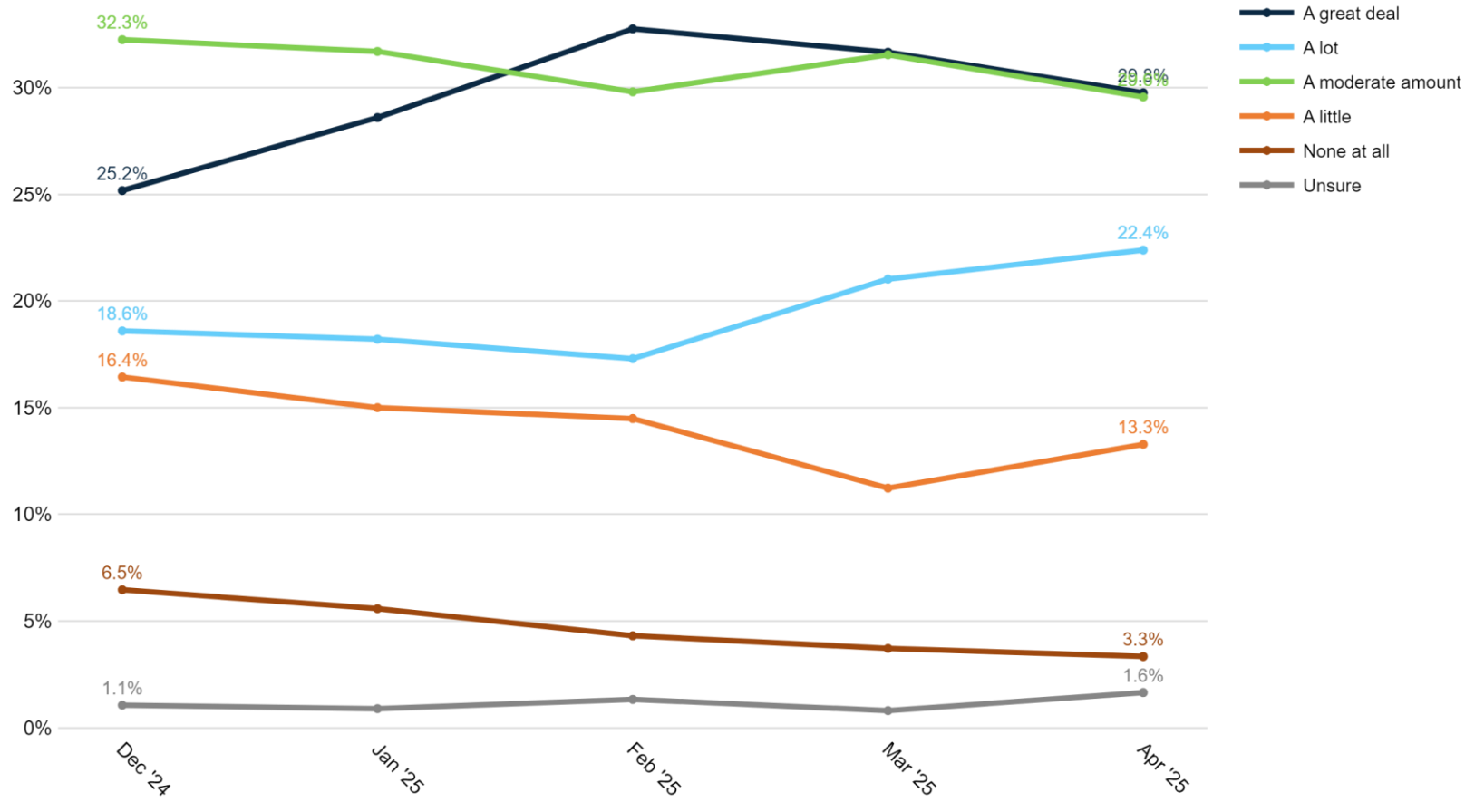


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	27%	32%	24%	31%	26%	38%	35%	30%	25%	32%	31%	25%	31%	32%	26%	24%	30%	30%	29%	26%	25%	37%	31%	29%	30%	23%	27%	37%	16%	31%	31%	22%	7%	14%	26%	17%	37%
A lot	23%	22%	22%	23%	23%	21%	25%	19%	21%	26%	22%	22%	23%	23%	17%	25%	23%	25%	26%	20%	22%	22%	24%	24%	18%	20%	26%	22%	23%	23%	23%	34%	23%	26%	18%	26%	22%
A moderate amount	30%	29%	28%	31%	32%	27%	30%	29%	31%	27%	30%	28%	30%	28%	34%	32%	29%	30%	30%	29%	32%	28%	28%	31%	28%	32%	30%	28%	36%	30%	28%	35%	33%	38%	29%	35%	27%
A little	15%	12%	17%	12%	14%	10%	9%	15%	16%	13%	13%	18%	10%	12%	17%	12%	14%	11%	13%	16%	14%	10%	12%	12%	17%	16%	14%	11%	17%	13%	13%	9%	23%	14%	21%	17%	10%
None at all	3%	4%	4%	2%	4%	3%	1%	6%	4%	1%	2%	5%	3%	3%	3%	4%	2%	2%	2%	4%	5%	3%	2%	3%	5%	6%	2%	2%	6%	3%	3%	0%	15%	4%	4%	3%	3%
Unsure	2%	1%	5%	0%	1%	1%	0%	1%	3%	1%	1%	2%	2%	1%	4%	2%	2%	1%	1%	4%	1%	0%	2%	1%	2%	2%	1%	1%	3%	1%	2%	0%	0%	4%	2%	1%	1%

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

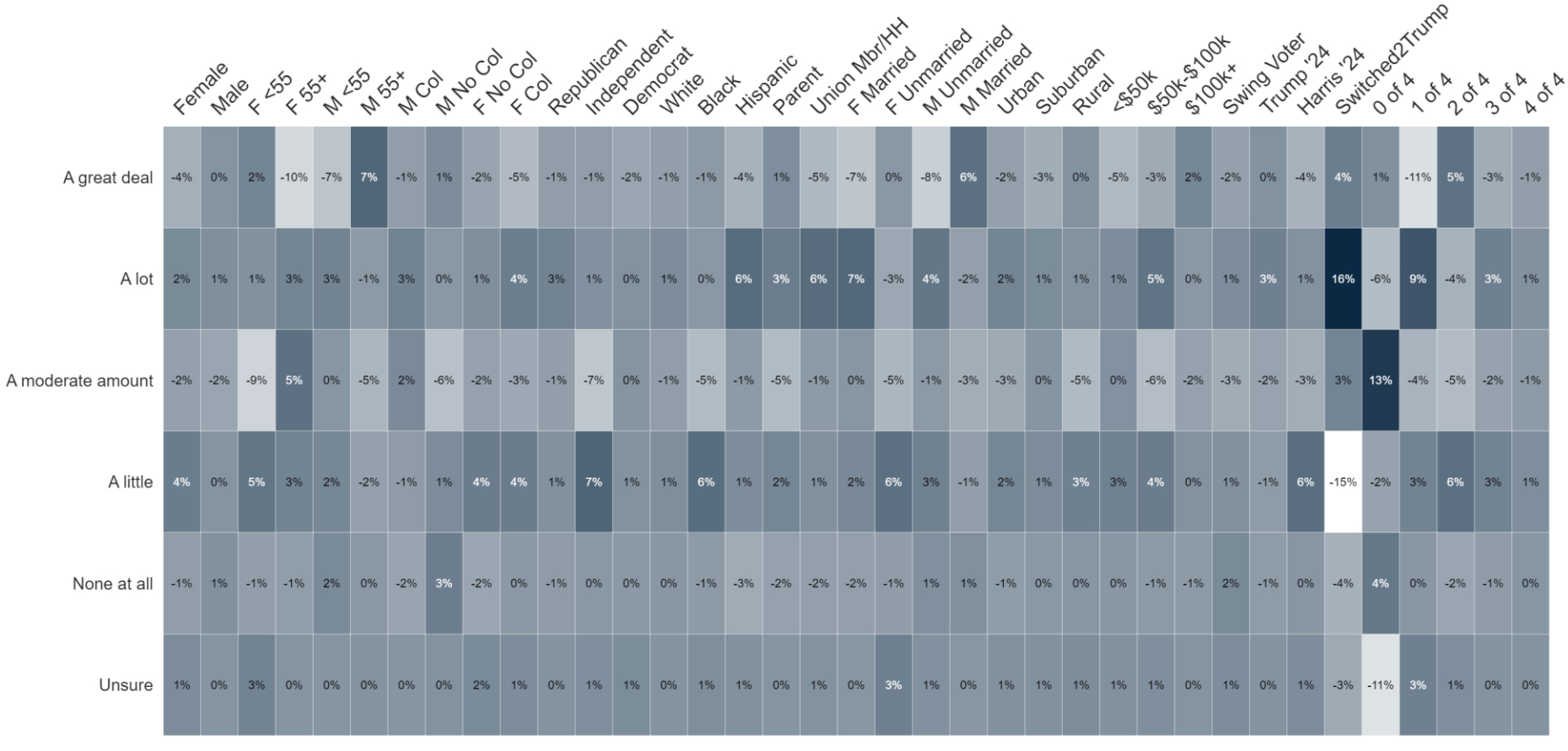
CYGNAL

Trend: News Attention



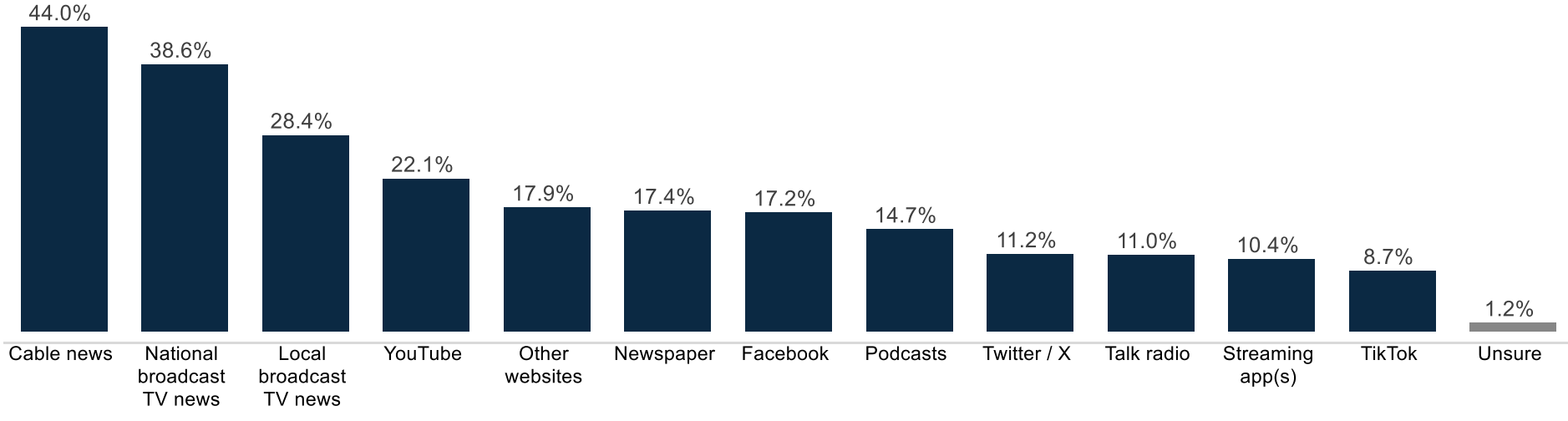
CYGNAL

Percent Change: News Attention (Mar '25 to Apr '25)



CYGNAL

News Sources

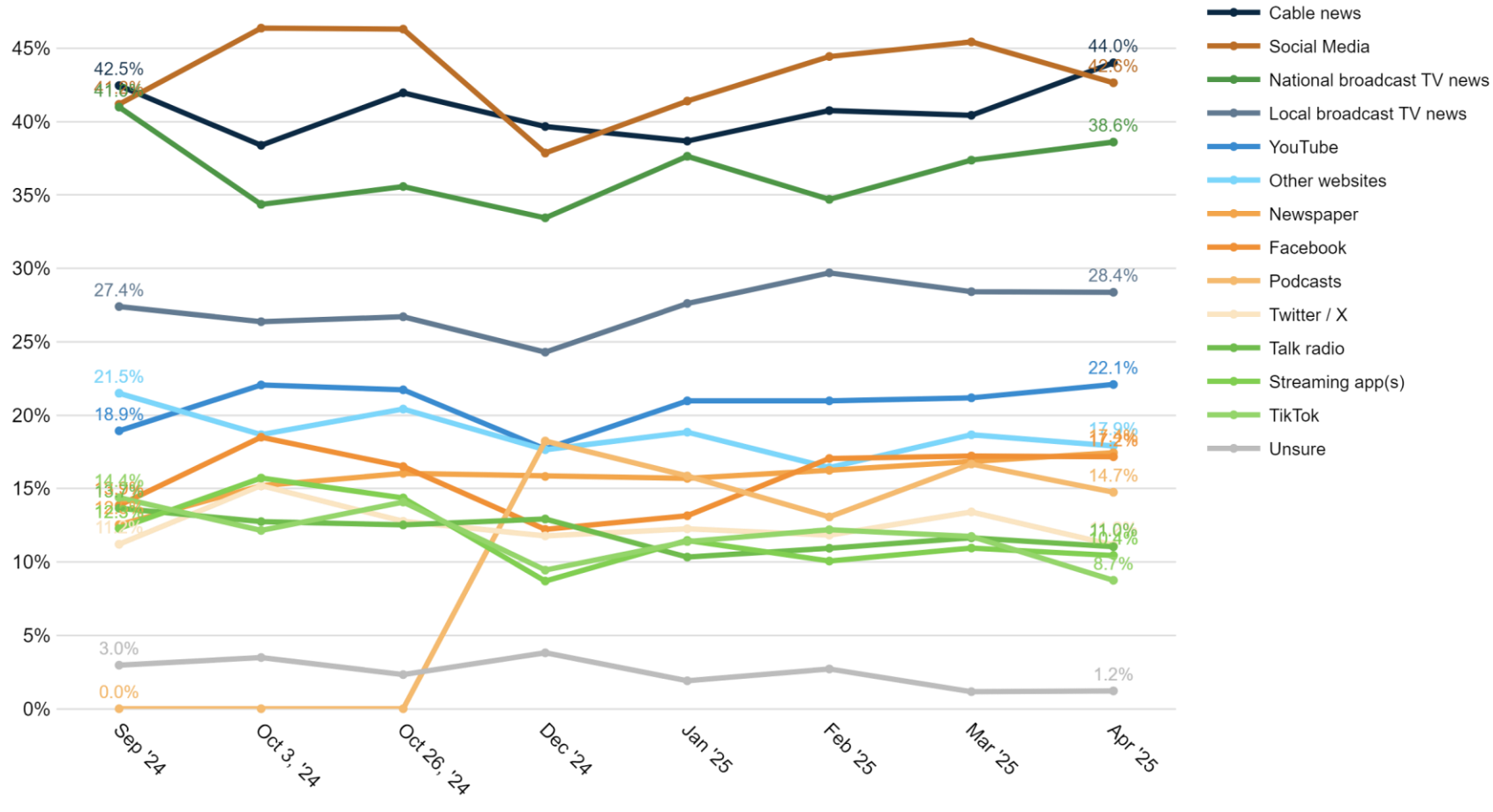


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Cable news	43%	45%	35%	51%	32%	58%	50%	41%	40%	47%	49%	41%	40%	47%	32%	42%	38%	35%	47%	39%	37%	51%	45%	42%	47%	35%	46%	50%	34%	50%	41%	46%	21%	27%	39%	44%	50%
National broadcast TV news	42%	34%	34%	50%	28%	41%	34%	34%	41%	44%	29%	39%	48%	40%	36%	35%	30%	37%	44%	41%	29%	38%	41%	39%	35%	36%	41%	39%	39%	27%	51%	27%	19%	30%	44%	44%	39%
Local broadcast TV news	31%	26%	22%	39%	22%	29%	25%	26%	34%	28%	26%	31%	30%	29%	32%	27%	22%	26%	33%	29%	26%	25%	30%	28%	27%	31%	34%	24%	30%	26%	31%	33%	32%	16%	31%	33%	29%
YouTube	20%	24%	25%	16%	36%	13%	19%	29%	23%	17%	24%	20%	21%	19%	34%	28%	25%	19%	18%	23%	33%	19%	27%	21%	21%	28%	22%	18%	22%	24%	20%	38%	39%	37%	25%	28%	16%
Other websites	17%	19%	19%	16%	19%	18%	22%	15%	15%	20%	14%	28%	17%	18%	7%	21%	15%	17%	17%	17%	14%	21%	14%	20%	17%	14%	17%	20%	20%	16%	19%	7%	23%	11%	12%	18%	20%
Newspaper	18%	17%	16%	20%	14%	20%	24%	10%	14%	24%	10%	22%	24%	19%	11%	10%	16%	25%	21%	15%	15%	18%	24%	17%	13%	12%	15%	23%	18%	11%	24%	13%	6%	12%	13%	14%	21%
Facebook	18%	16%	22%	14%	24%	9%	14%	19%	20%	15%	22%	11%	16%	15%	25%	22%	26%	15%	19%	17%	20%	14%	20%	16%	17%	21%	17%	16%	17%	21%	14%	20%	8%	27%	21%	13%	15%
Podcasts	15%	15%	19%	11%	20%	11%	18%	12%	12%	18%	17%	18%	11%	16%	6%	14%	22%	19%	15%	14%	12%	17%	14%	15%	15%	9%	16%	19%	13%	18%	11%	8%	13%	8%	12%	19%	16%
Twitter / X	7%	15%	10%	5%	23%	8%	17%	14%	6%	9%	16%	11%	6%	11%	12%	10%	20%	14%	8%	7%	16%	15%	13%	13%	7%	10%	10%	13%	12%	16%	6%	23%	12%	17%	10%	12%	10%
Talk radio	10%	12%	8%	11%	11%	14%	12%	13%	11%	8%	15%	10%	8%	11%	8%	11%	11%	12%	10%	10%	10%	14%	7%	9%	17%	10%	11%	12%	11%	16%	7%	18%	5%	13%	9%	9%	12%
Streaming app(s)	10%	11%	12%	8%	10%	12%	12%	10%	11%	9%	10%	9%	12%	10%	12%	13%	13%	13%	9%	11%	10%	12%	8%	11%	10%	9%	10%	12%	11%	10%	11%	3%	3%	10%	11%	9%	11%
TikTok	10%	7%	18%	3%	12%	2%	4%	10%	11%	9%	7%	7%	11%	7%	15%	15%	12%	10%	8%	13%	11%	5%	14%	7%	7%	11%	8%	8%	11%	7%	11%	18%	19%	21%	13%	9%	5%
Unsure	2%	1%	3%	1%	1%	0%	0%	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	2%	1%	1%	0%	0%	1%	2%	2%	1%	0%	2%	1%	1%	2%	0%	2%	3%	1%	1%

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

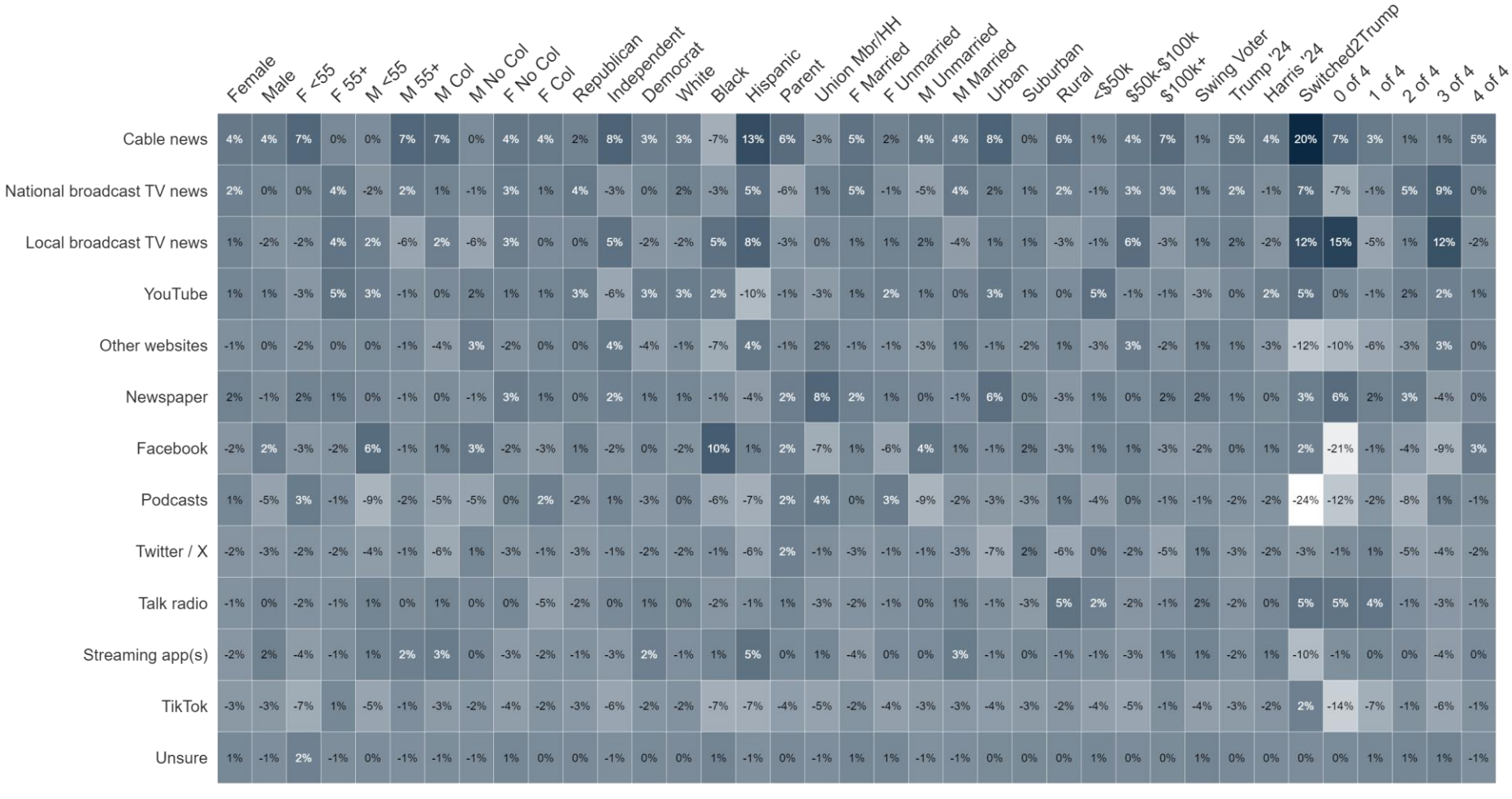
CYGNAL

Trend: News Sources



CYGNAL

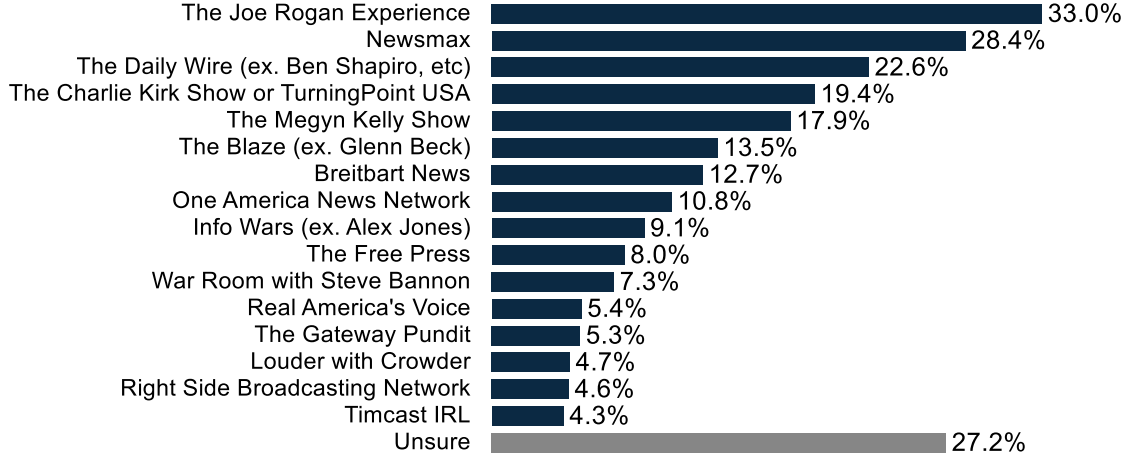
Percent Change: News Sources (Mar '25 to Apr '25)



	Female	Male	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	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Cable news	4%	4%	7%	0%	0%	7%	7%	0%	4%	4%	2%	8%	3%	3%	-7%	13%	6%	-3%	5%	2%	4%	4%	8%	0%	6%	1%	4%	7%	1%	5%	4%	20%	7%	3%	1%	1%	5%
National broadcast TV news	2%	0%	0%	4%	-2%	2%	1%	-1%	3%	1%	4%	-3%	0%	2%	-3%	5%	-6%	1%	5%	-1%	-5%	4%	2%	1%	2%	-1%	3%	3%	1%	2%	-1%	7%	-7%	-1%	5%	9%	0%
Local broadcast TV news	1%	-2%	-2%	4%	2%	-6%	2%	-6%	3%	0%	0%	5%	-2%	-2%	5%	8%	-3%	0%	1%	1%	2%	-4%	1%	1%	-3%	-1%	6%	-3%	1%	2%	-2%	12%	15%	-5%	1%	12%	-2%
YouTube	1%	1%	-3%	5%	3%	-1%	0%	2%	1%	1%	3%	-6%	3%	3%	2%	-10%	-1%	-3%	1%	2%	1%	0%	3%	1%	0%	5%	-1%	-1%	-3%	0%	2%	5%	0%	-1%	2%	2%	1%
Other websites	-1%	0%	-2%	0%	0%	-1%	-4%	3%	-2%	0%	0%	4%	-4%	-1%	-7%	4%	-1%	2%	-1%	-1%	-3%	1%	-1%	-2%	1%	-3%	3%	-2%	1%	1%	-3%	-12%	-10%	-6%	-3%	3%	0%
Newspaper	2%	-1%	2%	1%	0%	-1%	0%	-1%	3%	1%	0%	2%	1%	1%	-1%	-4%	2%	8%	2%	1%	0%	-1%	6%	0%	-3%	1%	0%	2%	2%	1%	0%	3%	6%	2%	3%	-4%	0%
Facebook	-2%	2%	-3%	-2%	6%	-1%	1%	3%	-2%	-3%	1%	-2%	0%	-2%	10%	1%	2%	-7%	1%	-6%	4%	1%	-1%	2%	-3%	1%	1%	-3%	-2%	0%	1%	2%	-21%	-1%	-4%	-9%	3%
Podcasts	1%	-5%	3%	-1%	-9%	-2%	-5%	-5%	0%	2%	-2%	1%	-3%	0%	-6%	-7%	2%	4%	0%	3%	-9%	-2%	-3%	-3%	1%	-4%	0%	-1%	-1%	-2%	-2%	-24%	-12%	-2%	-8%	1%	-1%
Twitter / X	-2%	-3%	-2%	-2%	-4%	-1%	-6%	1%	-3%	-1%	-3%	-1%	-2%	-2%	-1%	-6%	2%	-1%	-3%	-1%	-1%	-3%	-7%	2%	-6%	0%	-2%	-5%	1%	-3%	-2%	-3%	-1%	1%	-5%	-4%	-2%
Talk radio	-1%	0%	-2%	-1%	1%	0%	1%	0%	0%	-5%	-2%	0%	1%	0%	-2%	-1%	1%	-3%	-2%	-1%	0%	1%	-1%	-3%	5%	2%	-2%	-1%	2%	-2%	0%	5%	5%	4%	-1%	-3%	-1%
Streaming app(s)	-2%	2%	-4%	-1%	1%	2%	3%	0%	-3%	-2%	-1%	-3%	2%	-1%	1%	5%	0%	1%	-4%	0%	0%	3%	-1%	0%	-1%	-1%	-3%	1%	1%	-2%	1%	-10%	-1%	0%	0%	-4%	0%
TikTok	-3%	-3%	-7%	1%	-5%	-1%	-3%	-2%	-4%	-2%	-3%	-6%	-2%	-2%	-7%	-7%	-4%	-5%	-2%	-4%	-3%	-3%	-4%	-3%	-2%	-4%	-5%	-1%	-4%	-3%	-2%	2%	-14%	-7%	-1%	-6%	-1%
Unsure	1%	-1%	2%	-1%	0%	-1%	-1%	-1%	1%	0%	0%	-1%	0%	0%	1%	-1%	0%	-1%	1%	1%	-1%	-1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	-1%

CYGNAL

Conservative Alt News Sources



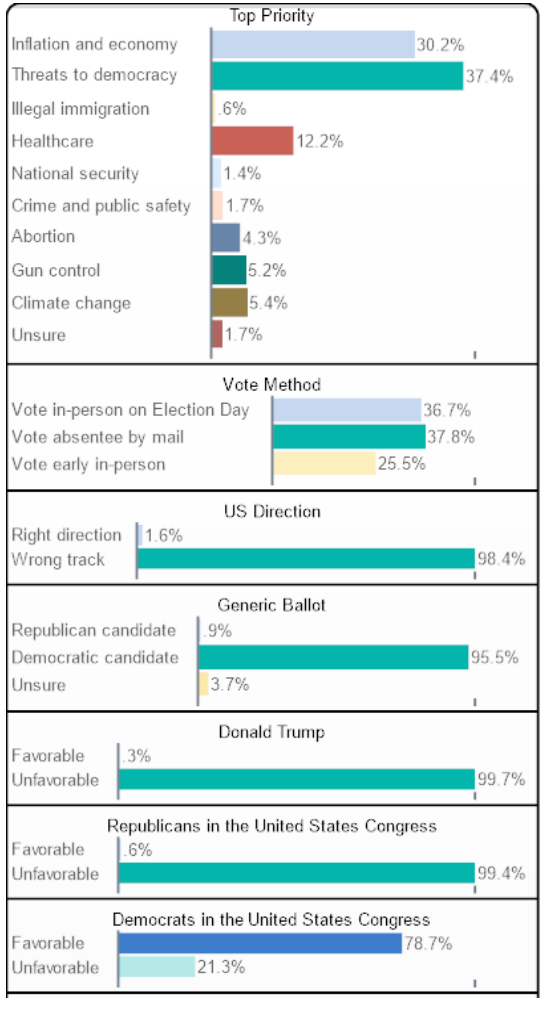
	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	White	Black	Hispanic	Parent	Union Mbr/HH	F Married	F Unmarried	M Unmarried	M Married	Urban	Suburban	Rural	<$50k	$50k-$100k	$100k+	Swing Voter	Trump '24	Harris '24	Switched2Trump	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
The Joe Rogan Experience	27%	38%	28%	27%	40%	36%	36%	40%	28%	26%	32%	40%	33%	39%	34%	36%	33%	25%	31%	39%	37%	31%	31%	38%	26%	34%	37%	30%	34%	17%	42%	14%	18%	38%	39%	34%
Newsmax	24%	32%	18%	29%	22%	40%	32%	32%	27%	19%	29%	27%	28%	22%	28%	21%	24%	23%	26%	30%	32%	25%	27%	33%	25%	31%	28%	21%	30%	4%	16%	31%	14%	19%	23%	35%
The Daily Wire (ex. Ben Shapiro, etc)	19%	26%	27%	13%	34%	19%	34%	18%	17%	23%	22%	28%	21%	32%	29%	28%	23%	19%	19%	27%	25%	22%	22%	23%	14%	20%	31%	22%	23%	28%	41%	31%	24%	20%	19%	24%
The Charlie Kirk Show or TurningPoint USA	18%	20%	20%	17%	20%	20%	22%	19%	17%	21%	19%	21%	19%	25%	22%	22%	15%	18%	20%	19%	21%	16%	20%	21%	12%	24%	22%	15%	20%	5%	14%	42%	8%	22%	15%	21%
The Megyn Kelly Show	18%	18%	15%	20%	18%	18%	22%	15%	17%	19%	18%	17%	18%	18%	20%	19%	12%	16%	20%	18%	18%	20%	17%	18%	18%	15%	20%	13%	19%	1%	12%	10%	10%	18%	17%	20%
The Blaze (ex. Glenn Beck)	10%	16%	11%	10%	21%	13%	19%	14%	9%	13%	13%	17%	13%	18%	13%	17%	23%	13%	7%	16%	16%	7%	15%	15%	12%	11%	16%	11%	15%	0%	25%	11%	12%	7%	6%	17%
Breitbart News	12%	14%	12%	11%	17%	11%	22%	7%	9%	17%	12%	18%	13%	8%	18%	14%	17%	12%	10%	8%	16%	15%	13%	11%	7%	11%	18%	11%	13%	8%	11%	0%	7%	7%	8%	17%
One America News Network	9%	12%	6%	12%	14%	11%	13%	11%	12%	4%	10%	16%	10%	15%	17%	11%	13%	11%	7%	11%	12%	10%	11%	12%	11%	11%	12%	9%	11%	9%	4%	0%	13%	8%	10%	11%
Info Wars (ex. Alex Jones)	8%	10%	11%	5%	17%	4%	9%	11%	8%	7%	9%	11%	8%	28%	17%	15%	15%	5%	11%	12%	9%	15%	9%	7%	6%	10%	11%	7%	9%	9%	20%	31%	10%	9%	8%	9%
The Free Press	6%	9%	12%	2%	15%	4%	7%	11%	5%	9%	8%	6%	6%	27%	21%	14%	16%	7%	6%	13%	7%	11%	8%	7%	9%	8%	7%	10%	8%	0%	20%	31%	21%	6%	5%	6%
War Room with Steve Bannon	8%	6%	8%	9%	8%	5%	6%	7%	7%	10%	7%	9%	7%	17%	7%	8%	9%	7%	10%	7%	6%	7%	8%	6%	6%	10%	6%	6%	8%	4%	7%	11%	6%	8%	11%	7%
Real America's Voice	6%	5%	7%	6%	7%	3%	6%	4%	5%	9%	5%	5%	5%	16%	2%	9%	8%	6%	7%	3%	5%	8%	5%	4%	5%	7%	5%	4%	5%	6%	1%	11%	9%	3%	4%	5%
The Gateway Pundit	5%	6%	4%	5%	7%	5%	8%	4%	2%	8%	5%	5%	5%	17%	4%	9%	4%	6%	3%	5%	7%	8%	5%	4%	4%	5%	6%	4%	6%	5%	0%	0%	10%	4%	3%	5%
Louder with Crowder	4%	5%	7%	2%	8%	3%	5%	5%	3%	7%	4%	8%	4%	14%	3%	10%	8%	5%	2%	5%	5%	1%	6%	4%	4%	2%	6%	4%	5%	1%	0%	0%	7%	3%	2%	5%
Right Side Broadcasting Network	5%	5%	6%	4%	5%	5%	6%	4%	4%	5%	5%	5%	5%	5%	3%	6%	9%	3%	6%	3%	5%	7%	5%	3%	5%	6%	4%	4%	5%	0%	6%	0%	10%	3%	5%	4%
Timcast IRL	3%	6%	6%	0%	10%	3%	7%	5%	1%	6%	4%	5%	4%	4%	3%	6%	5%	3%	2%	5%	6%	3%	4%	5%	4%	2%	6%	4%	5%	0%	5%	0%	8%	5%	4%	4%
Unsure	33%	23%	28%	36%	20%	25%	20%	25%	34%	30%	29%	20%	30%	3%	13%	21%	19%	32%	34%	24%	22%	25%	30%	25%	35%	25%	23%	36%	26%	46%	21%	34%	23%	31%	39%	25%

Aside from mainstream broadcast or cable television, which of the following alternative media sources have you watched, listened to, or read in the last month? Select all that apply up to six options.

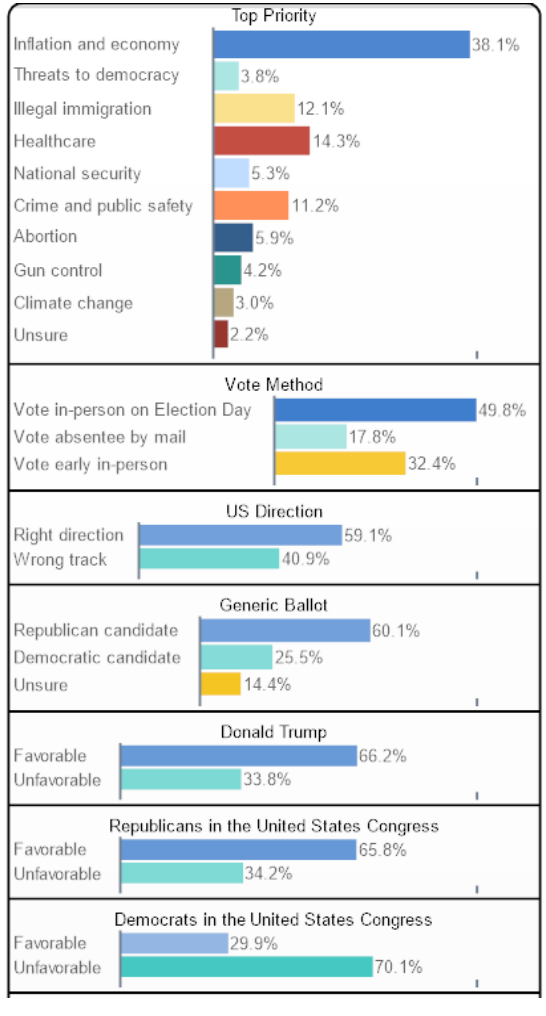
CYGNAL

Segmentation Analysis:

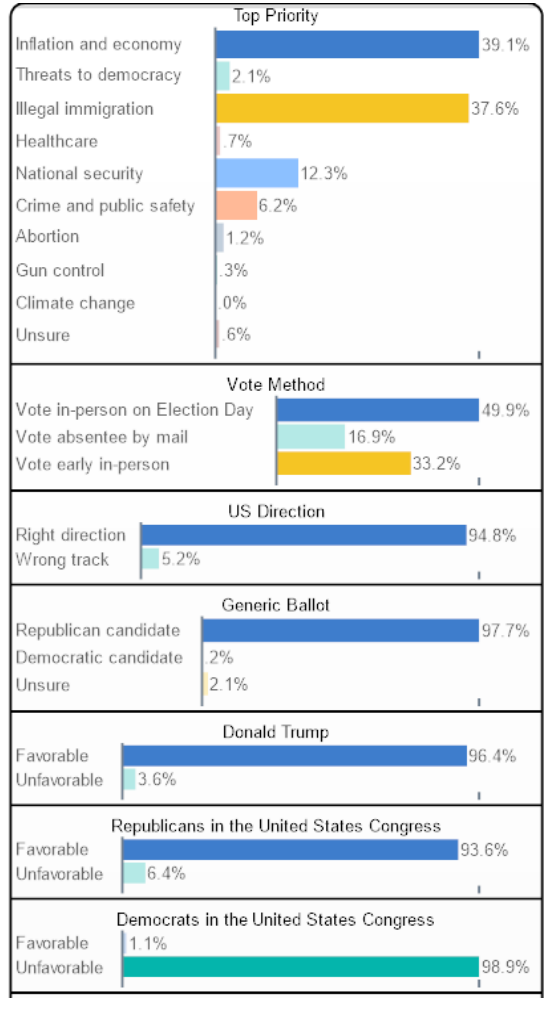
Dem Base (43%)



Lean GOP (26%)

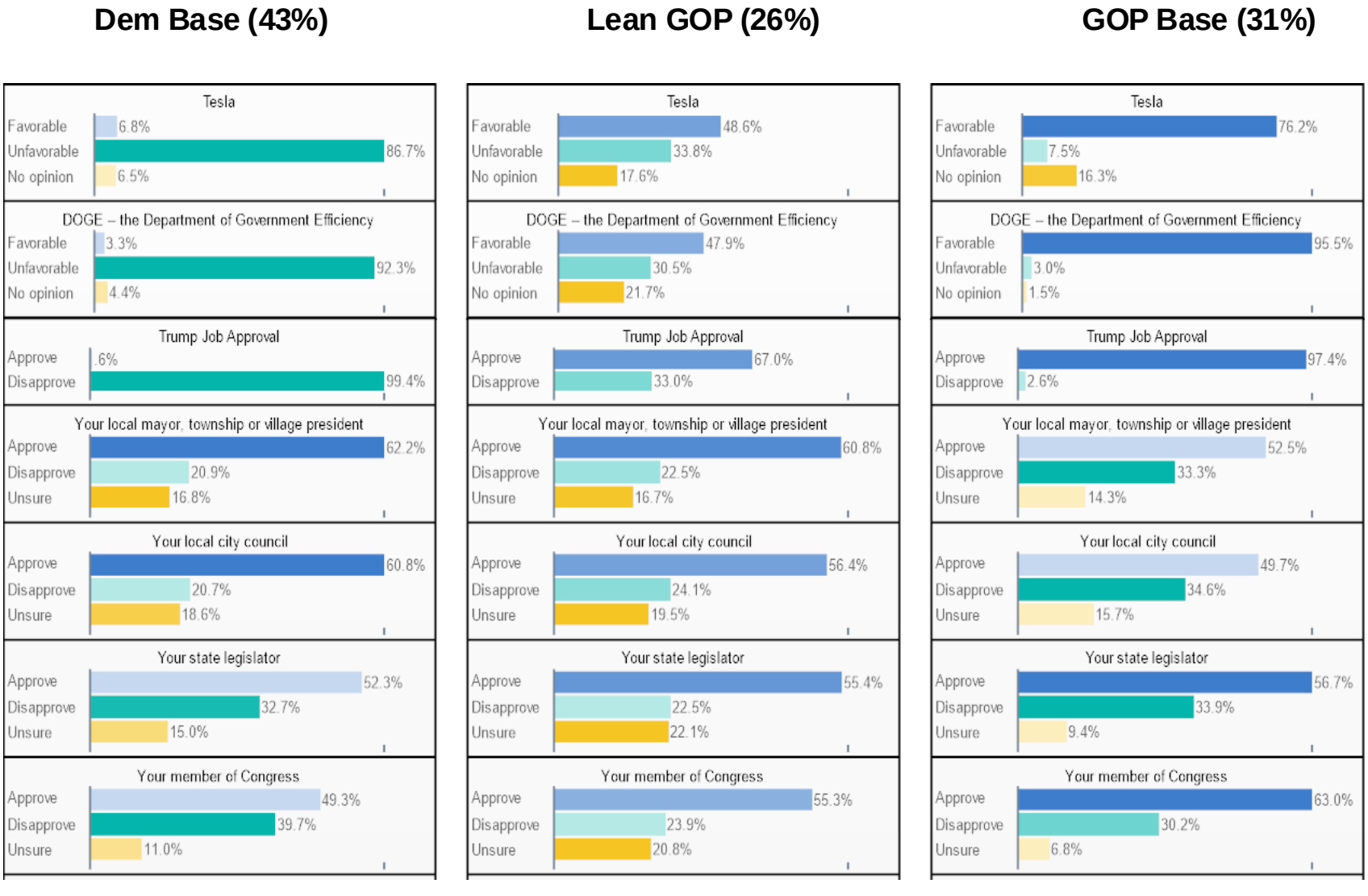


GOP Base (31%)



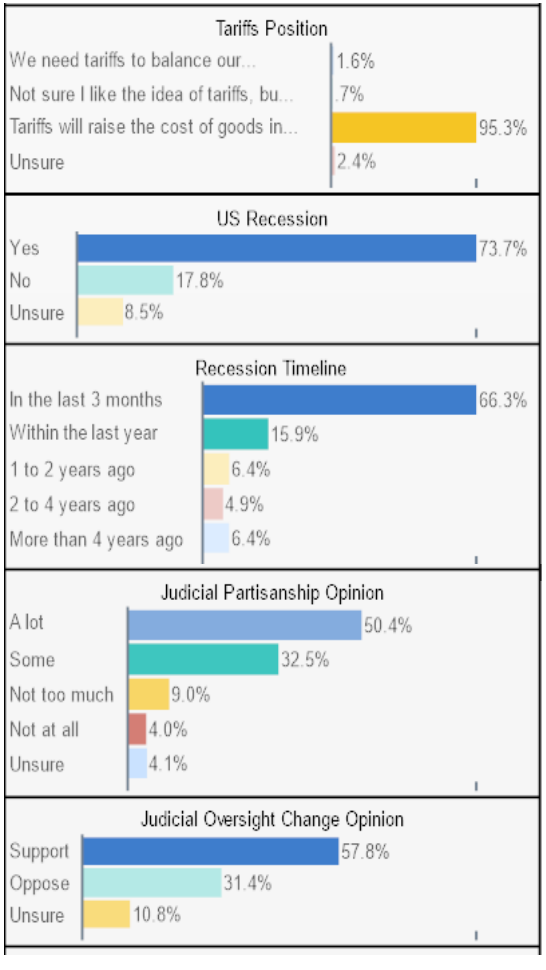
CYGNAL

Segmentation Analysis:

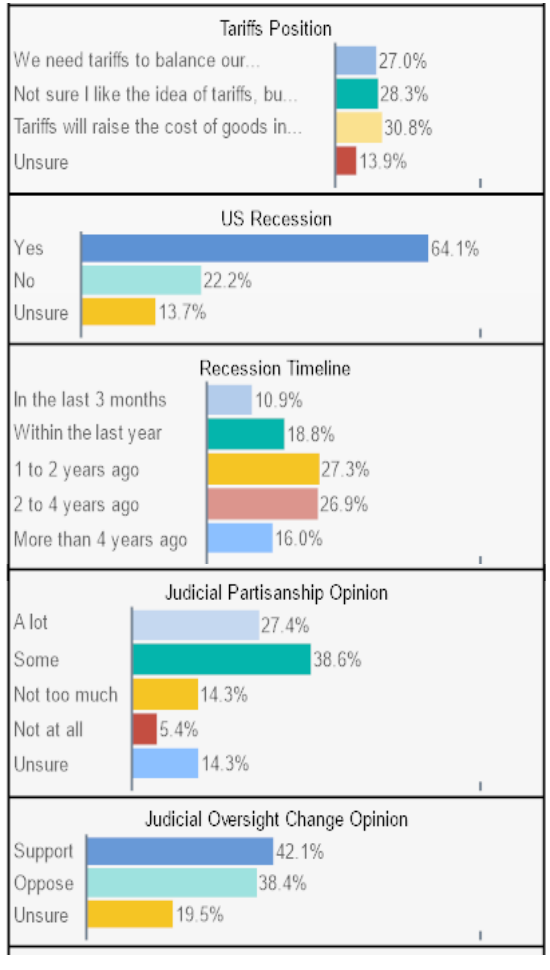


Segmentation Analysis:

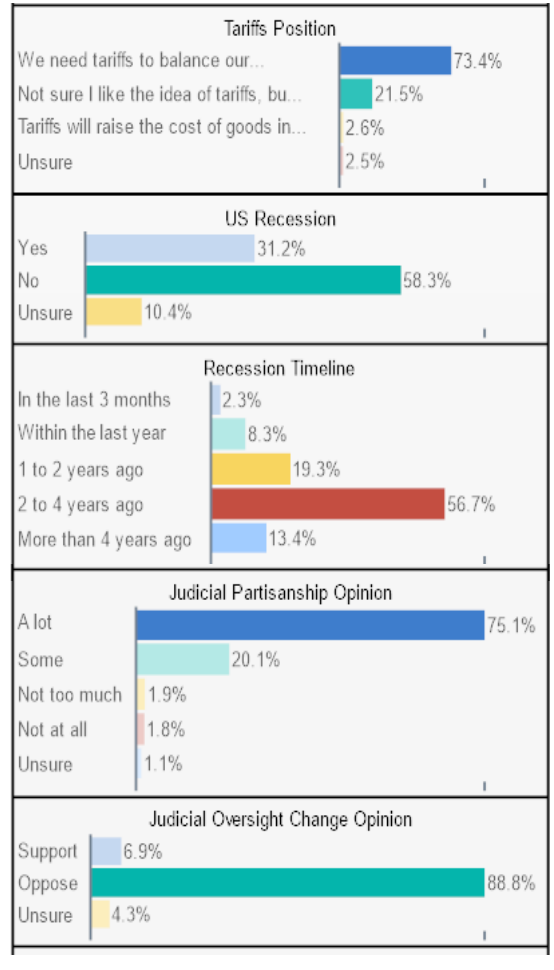
Dem Base (43%)



Lean GOP (26%)



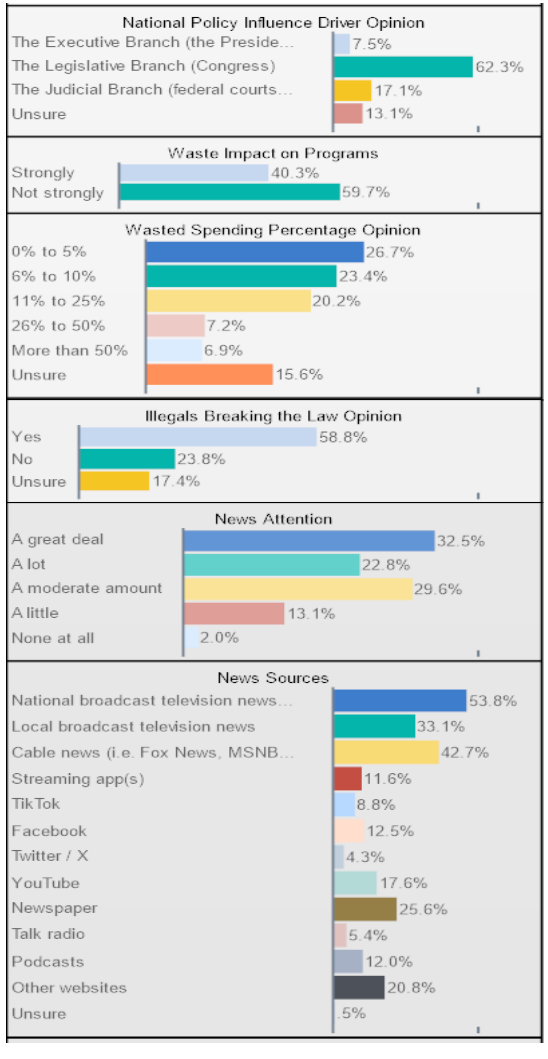
GOP Base (31%)



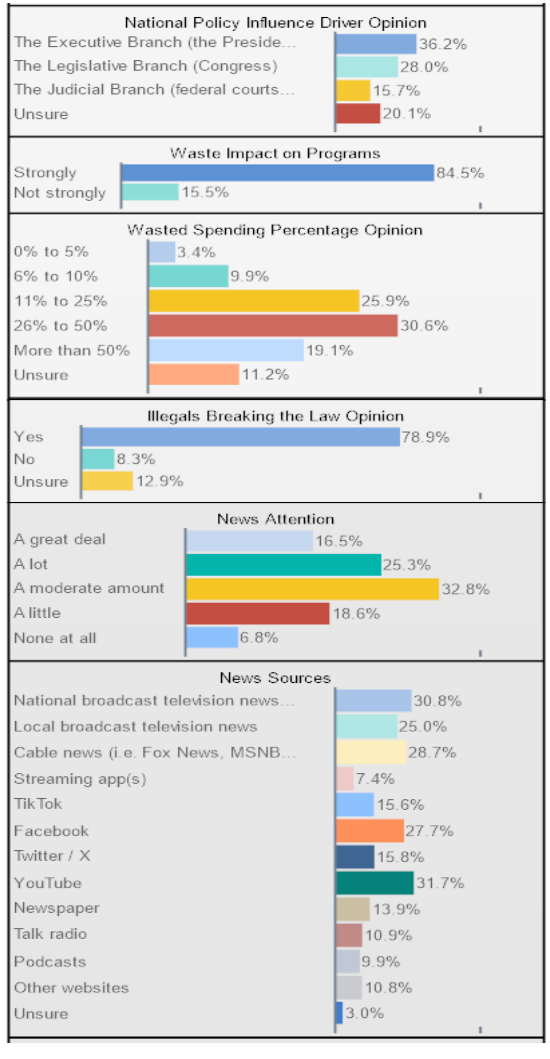
CYGNAL

Segmentation Analysis:

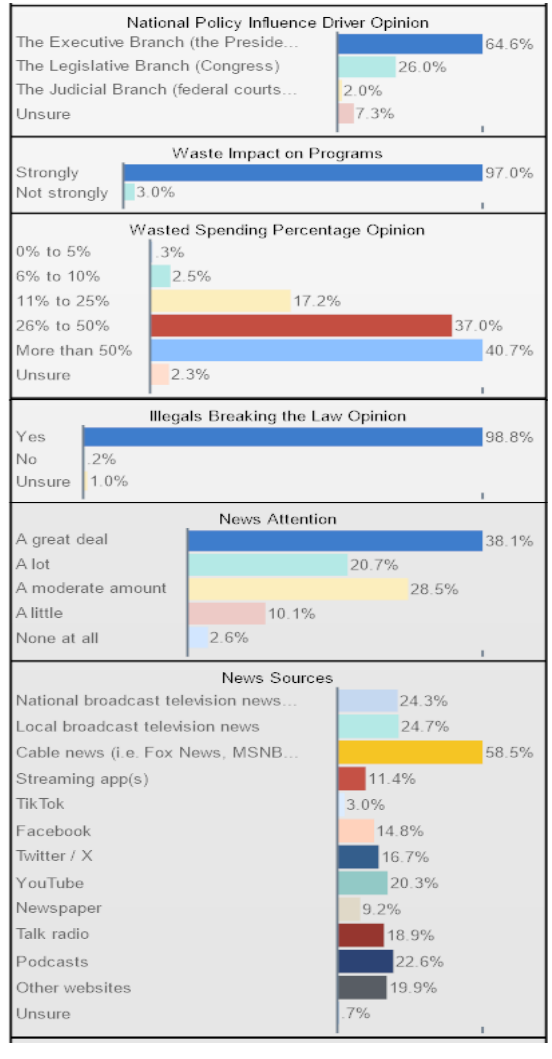
Dem Base (43%)



Lean GOP (26%)



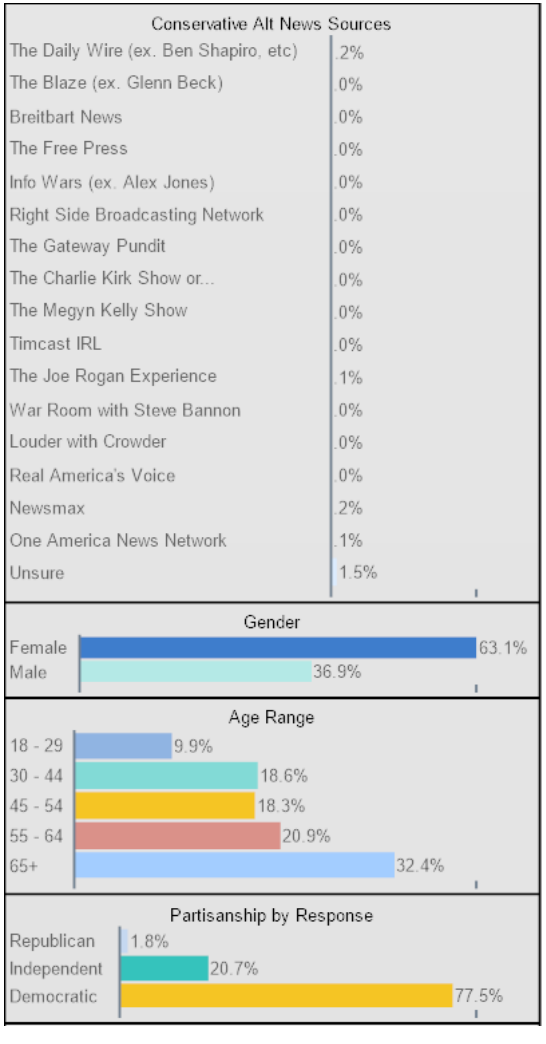
GOP Base (31%)



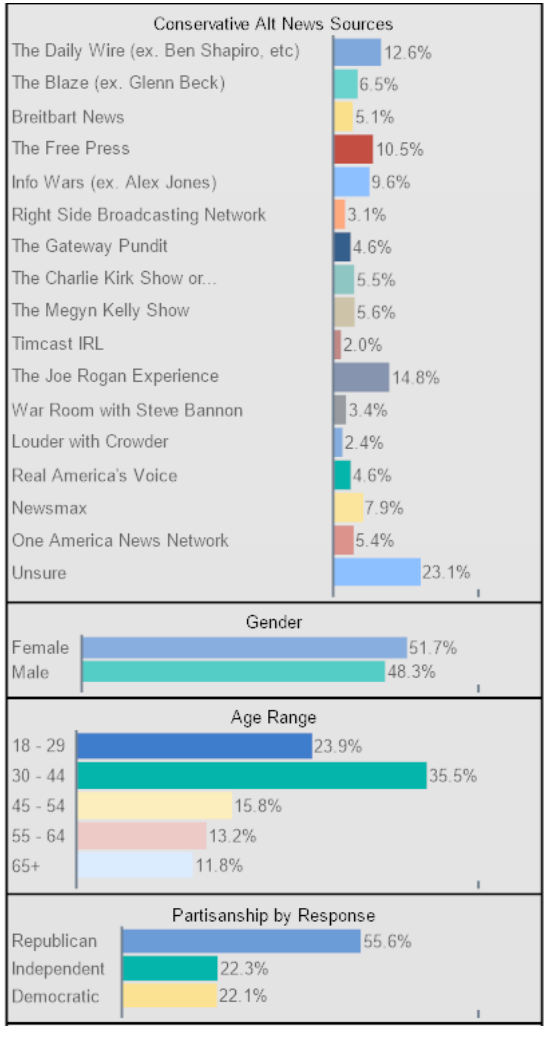
CYGNAL

Segmentation Analysis:

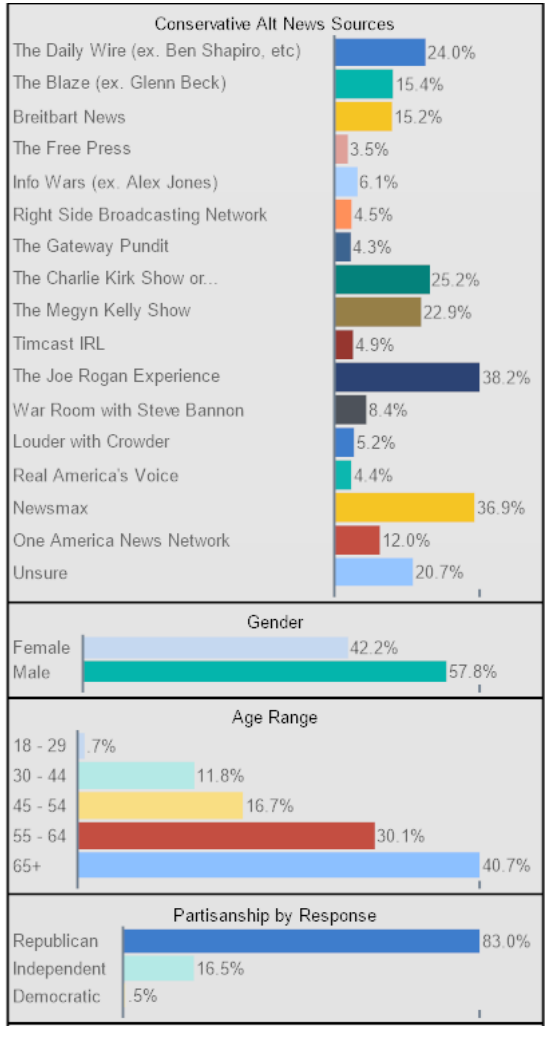
Dem Base (43%)



Lean GOP (26%)



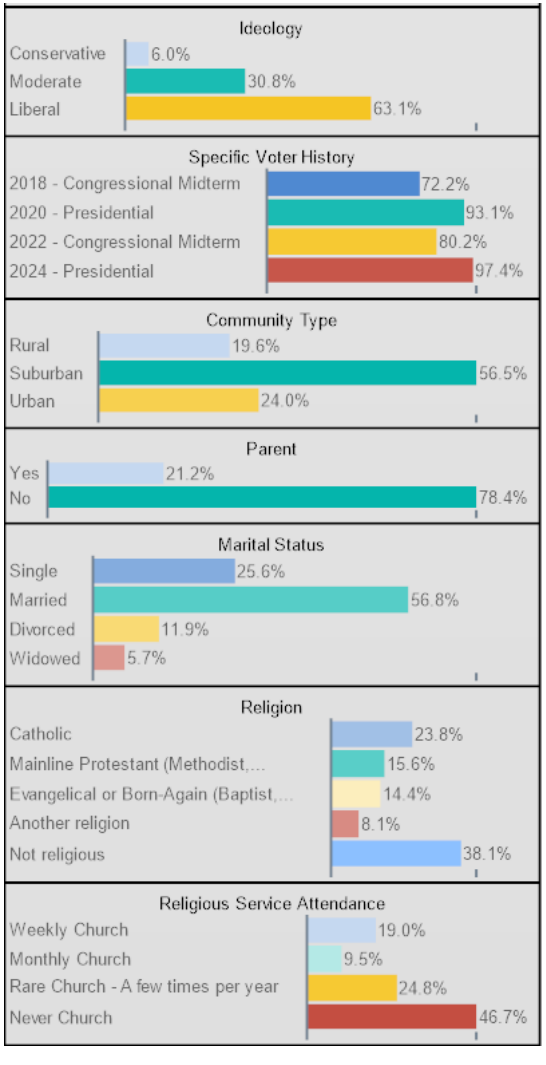
GOP Base (31%)



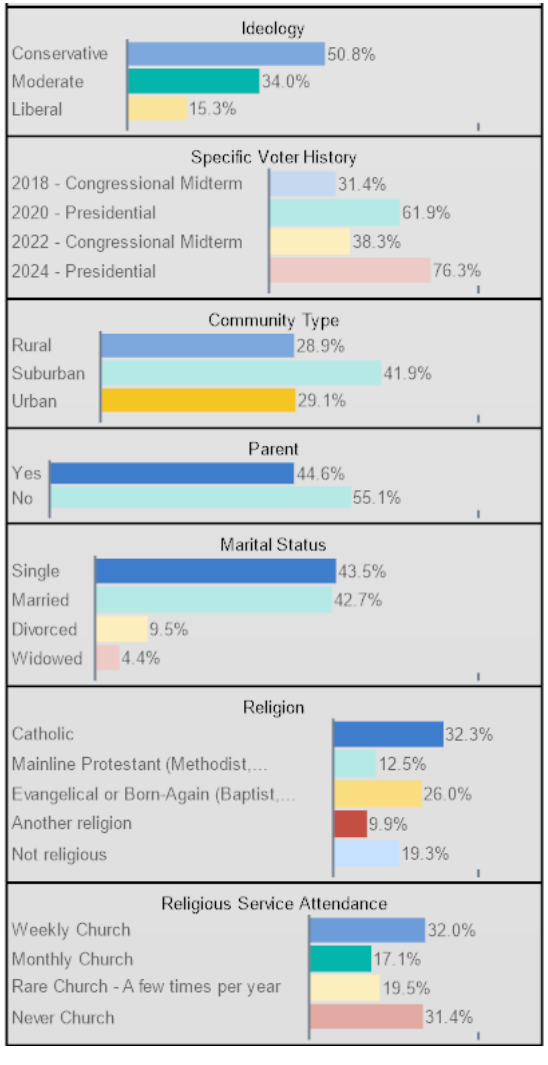
CYGNAL

Segmentation Analysis:

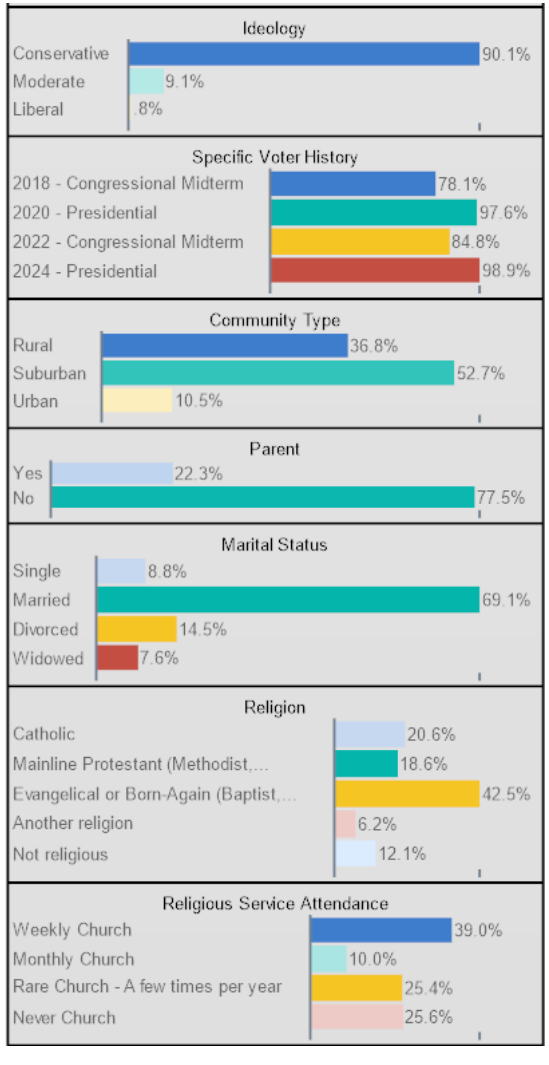
Dem Base (43%)



Lean GOP (26%)



GOP Base (31%)



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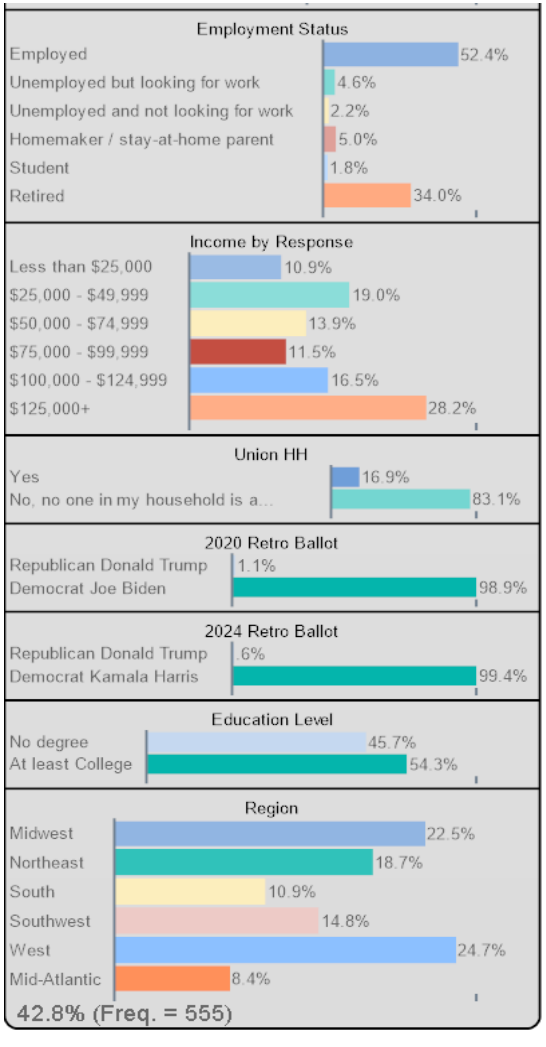
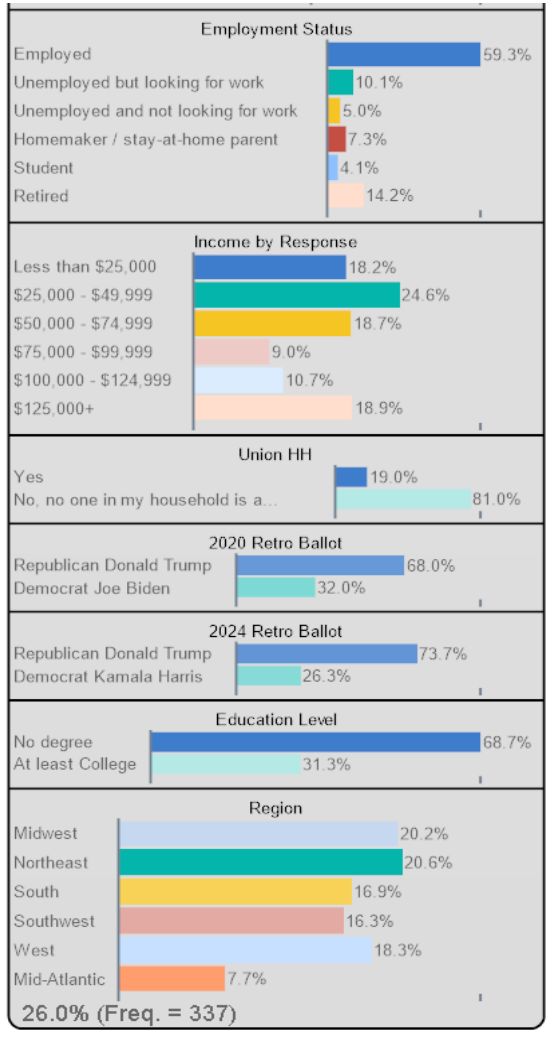
Segmentation Analysis:

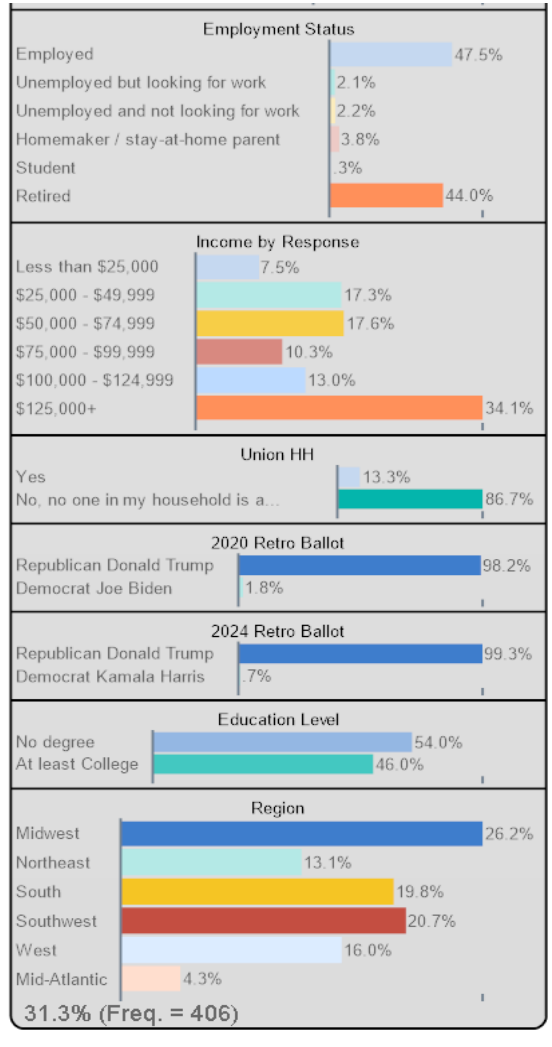
Dem Base (43%)



Lean GOP (26%)



GOP Base (31%)



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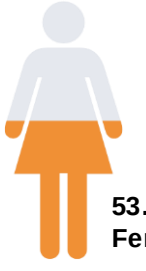
Demographics

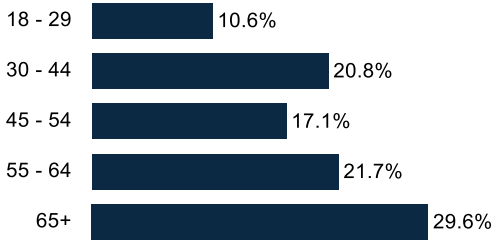
Sex



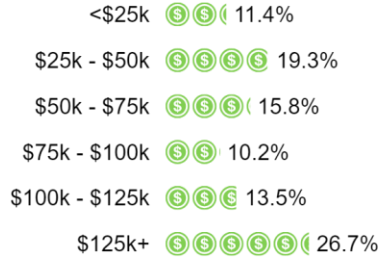
53.6%
Female

46.4%
Male

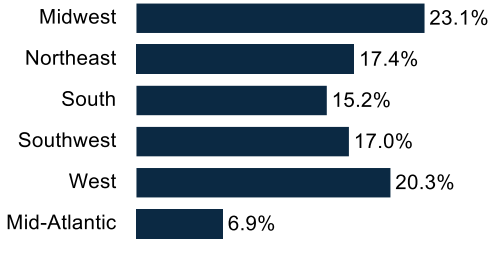
Age Range



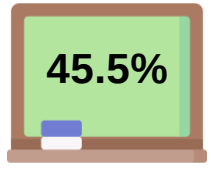
Household Income



Geo - Region



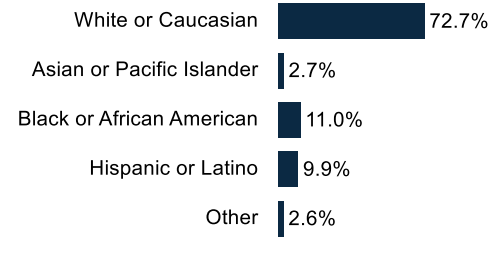
Education



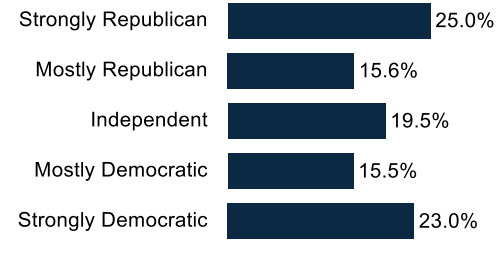
have at least
a College degree

54.0% have no college degree

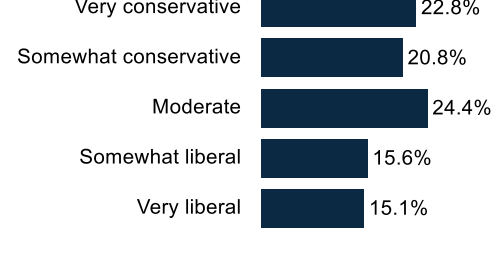
Race/Ethnicity



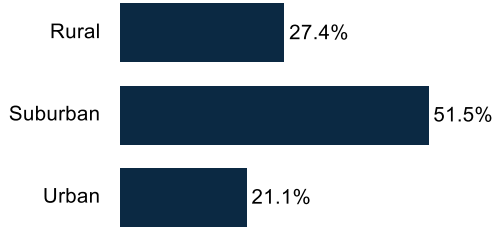
Partisanship



Ideology



Community Type



Total sample size: 1500

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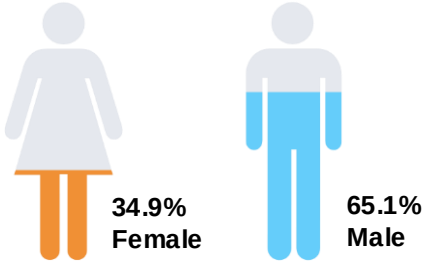
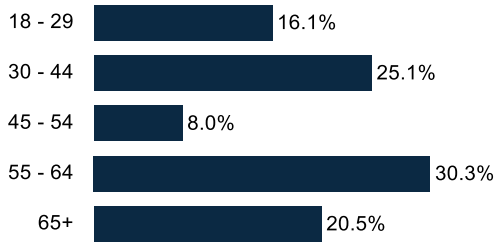
Demographics (Switched2Trump)

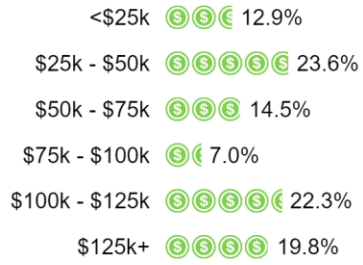
Sex



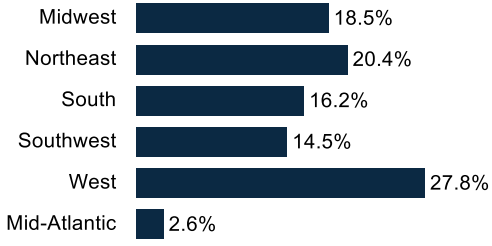
Age Range



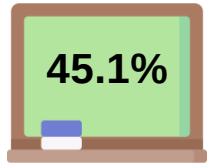
Household Income



Geo - Region



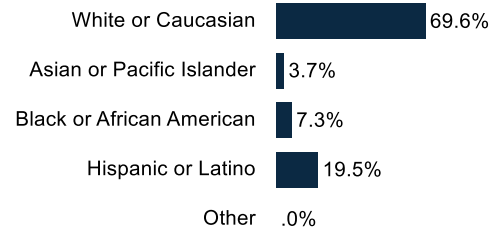
Education



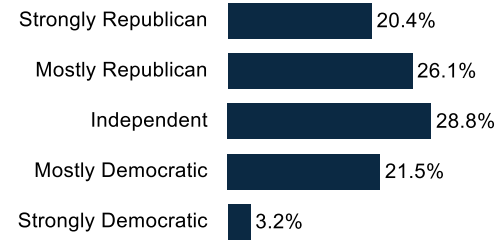
have at least a College degree

54.9% have no college degree

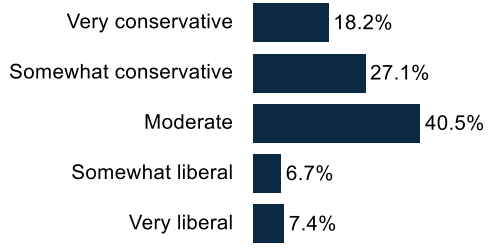
Race/Ethnicity



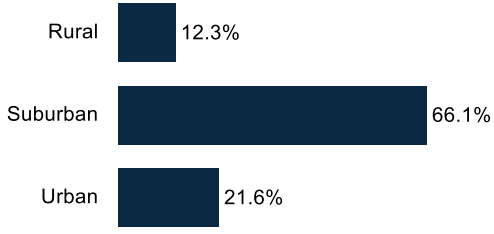
Partisanship



Ideology



Community Type



Total and '20-'24 Switchers (Switched2Trump) [No '20 to Trump '24 OR Someone else '20 to Trump '24] sample size: 50

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