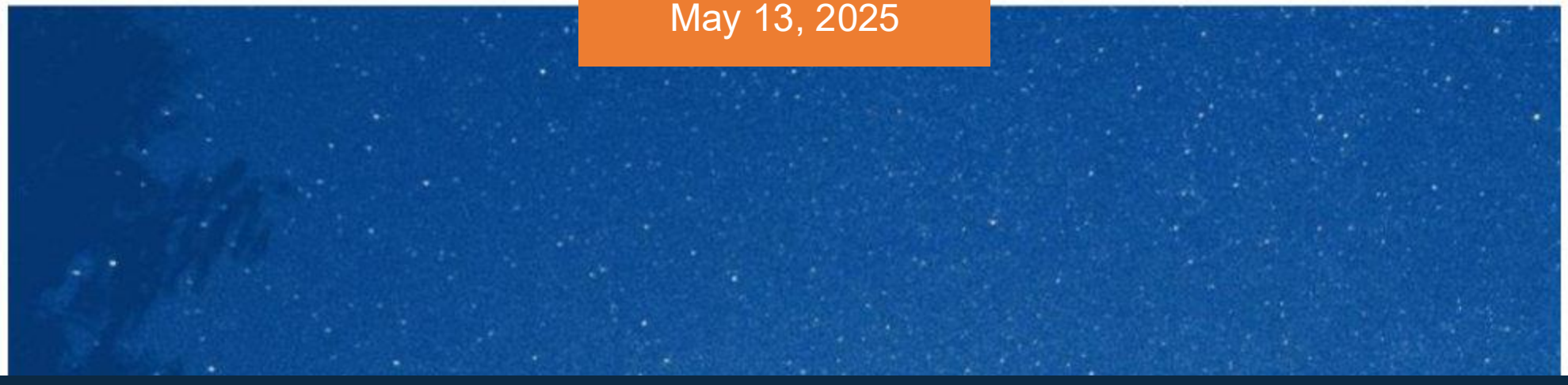
May 13, 2025



CYGNAL

Survey of Likely 2026 General Election Voters

National

May 6 – 8, 2025 | n=1500 | ±2.51%

Insights & Analysis

- Despite 92% **negative press coverage** of the Trump Administration's first 100 days, the **Democrats' toxic brand** is thus far **preventing them from capitalizing**. Voters' views of Republicans in Congress (48 fav - 49 unfav; -1 net fav) continues to outpace Democrats in Washington (44 fav / 53 unfav; -9 net fav).
  - Supporting the **GOP's sustained advantage on image** is the fact that **voters trust Republicans more than Democrats to handle multiple key issues**, including:
  - **Economy and jobs: R+2** (47 – 45)
  - **Cost of living: R+2** (46 – 44)
  - **Illegal immigration and border security: R+25** (56 – 31)
  - **Crime and public safety: R+13** (51 – 38)
  - **Cutting wasteful government spending: R+18** (51 – 33)
  - **Foreign affairs: R+2** (46 – 44)
- The battle for control of Congress is now tied at 47% on the **generic congressional ballot**. This is the GOP's **best showing** since February. For comparison's sake, the **Democrats held a +6 generic ballot advantage** in the RealClearPolitics polling average **on this date during Trump's first term** (May 2017).
  - Since the April National Voter Trend Survey (NVT), Republicans have increased ballot share by 8% with **married women**, and there was a net 10% swing towards the GOP with **union members**. **Hispanics** swung net 4% towards the GOP on the generic ballot.
- **Trump's image** (47 fav - 51 unfav) has ticked up a few points to his best showing since February. Trump's improved standing is being driven by **married women,** who now have a net favorable opinion of him for the first time in his second term.

Insights & Analysis

- **Union households now view Trump more favorably** than non-union homes, underscoring the political realignment of Trump's GOP as the **party of the working class**.
- Trump's popularity with **black men** continues and has reached a **new high** of 45%.

- **Voter optimism on the direction of the country** (45% right direction) has risen to the **highest level since the beginning of the Cygnal NVT Survey**.
- **Last summer** (July), **71% said the country was on the wrong track and only 24% felt the U.S. was headed in the right direction.** May's numbers are a **remarkable net 40% swing upward in optimism** since last summer.
- Fresh off her "**Fighting Oligarchy**" tour, New York Congresswoman **Alexandria Ocasio-Cortez** (AOC) stands at 39 fav - 40 unfav. **Partisan attitudes** on AOC emerge with 65% of GOP voters viewing her unfavorably and 64% of Democrats viewing the hard-left politician favorably.
- Meanwhile, her fellow New Yorker, Senate Minority Leader **Chuck Schumer** is viewed **far less favorably** and is more emblematic of the Democratic Party's struggles nationally. Near half (49%) of voters' view Schumer unfavorably, compared to just 33% who have a favorable view of him.
  - **Swing voters** on the generic congressional ballot are **even more sour on Schumer** (27% favorable). While Schumer's not quite yet the lightning rod **Nancy Pelosi** provided Republicans with for years, his negative standing with the public may still get him some free earned media in GOP ads leading up to the 2026 midterm elections.
  - As she considers a **Democratic primary challenge** to Schumer next year, **AOC is more popular than Schumer with every major demographic group** tested and is viewed much more net favorably than Schumer with **Democrats and liberals.**

Insights & Analysis

- One **silver lining for Democrats** (though a cloudy one) might be that voters, just narrowly, see Barack Obama—not Schumer—as the current **leader of the Democratic Party**. That someone more than eight years removed from the White House is still viewed as the leader of the Democratic Party is representative of the current predicament of the Democrats as a **leaderless party without direction**.
  - **Schumer** doesn't come in that far behind at 10%, followed by former Vice-President and 2024 nominee **Kamala Harris** at just 7%.
  - Perhaps giving hope to the idea of Harrs running in 2028, **Democrat voters still see her as the party's leader**.
  - More voters view **far-left figures** like **AOC** (6%) and **Bernie Sanders** (5%) as the Democratic Party's leader than the Democrat who still occupied the White House just four months ago, **Joe Biden** (3%).
- As he prepares for his planned public step back from leading the **Department of Government Efficiency** (DOGE), **Elon Musk's image has seen a slight improvement** since March (44 fav - 52 unfav). In a good sign for Republicans concerned by Democrat plans to make Musk a **centerpiece of the midterms**, Musk's image has improved most with **Independents and swing voters** who will be key to which party holds the House majority after next November's elections.
- DOGE saw its favorables **tick up a point** to 44% favorable with those viewing it unfavorably holding steady at 48%. That Musk's image continues to run below the department he's run is likely due to the **personal nature** of the Democrats' **attacks on Musk and Tesla.** There has been **slight positive change in how swing voters view DOGE.**

Insights & Analysis

- With **government spending and waste** (11% top priority) and **Social Security and Medicare** (10%) making their debuts on our list of what should be the top priority for Congress, **inflation and the economy fell by -10** to one-quarter of voters surveyed. Concerns over threats to democracy (-3%) and illegal immigration and the border (-2%) also dropped, but not to the extent of inflation. It's important to keep in mind that our last survey was taken just days after Trump's announcement on **global tariffs**, which created a temporary but steep drop in the stock market.
  - **Trump voters drove the shift away from economic concerns** (-14%) and illegal immigration (-4%) once the two new response options were added to the Top Priority question. Harris voters shifted away most from economic concerns (-6%) and threats to democracy (-5%).
  - On the flip side, **Trump voters**, unsurprisingly shifted most towards saying Congress should most prioritize **government spending and waste** (+20), while **Harris voters** drove the prioritization of **Social Security and Medicare** (+15).
  - Another favorable sign for Republicans is that **four-in-ten swing voters say inflation or government waste is their priority**, compared with 8% who cite threats to democracy.
- Though inflation and cost of living have slipped in the reshuffle of the top priority for Congress, a majority (52%) of voters believe **lowering the cost of living should be Donald Trump's utmost priority in the White House**. Cutting **wasteful spending** comes in a distant second with 21%, followed by **bringing jobs back to America**, **securing the border**, and **deporting criminal illegal aliens**.
  - **Swing voters** want both **Trump and Congress** to most prioritize **lowering the cost of living** followed by cutting **wasteful spending**.

Insights & Analysis

- Shifting back to party trust on issues, **swing voters trust the GOP by double digits on every issue** including +46 trust in the GOP on illegal immigration and border security and +36 trust of the GOP to handle cutting wasteful government spending. **Hispanic voters trust the GOP to handle illegal immigration and border security by a +15 clip** (51 GOP – 36 Dem).
  - With the economic swings of the last month, the Democratic Party fares best on jobs and the economy (45% Dems) but still trail the GOP by two points on the issue.
- Nearly **two-thirds** (64%) of the country wants to **deport those illegally in the United States** back to their country of origin; just 31% disagree. Support for enforcing America's laws on illegal immigration stand at **+41 net support with swing** voters and +31 with Independents. 90% of GOP voters support deporting illegal immigrants; **55% of Democrats and 62% of *very liberal* voters oppose**.
- By a +7 margin (46 - 39), voters side with the White House that El Salvadoran national and Democratic + media-cause celeb **Kilmar Abrego Garcia was rightfully deported back to El Salvador**. 79% of Republicans believe reports from the authorities that Abrego Garcia is a criminal illegal immigrant and MS-13 gang member. 67% of Democrats support the mainstream media narrative that the El Salvadoran national is instead a "**Maryland man", husband, and father** who should be returned to the United States as soon as possible.
- 58% support resetting the table and **renegotiating trade deals** with foreign countries. 33% of voters wish to **maintain the status quo** as it relates to trade. 76% of Republicans, 63% of swing voters, 57% of Indies, and 38% of Democrats support renegotiating our current trade deals. **Older men** (68%) and those living in **rural communities** (66%) are **most supportive of Trump's efforts**. Younger women (51%) and those in urban areas (50%) are least supportive – a dichotomy (older men vs younger women) that defines both differences in the parties and ideological issue preferences.

Insights & Analysis

- Fewer (48%) support **increasing tariffs on China** to force better trading terms for U.S. citizens. **62% of Democrats and 65% of Harris voters *oppose* increasing tariffs on China to use as leverage for better trading terms for the United States and its citizens**. Union households (52% support) are more supportive than non-union homes.
- 52% of voters believe the federal court system is exercising **impartial oversight of the Trump Administration**, while 40% believe federal courts are deliberately trying to undermine Trump's presidency.
  - Democrats are more assured of the federal courts exercising impartial oversight (+68 net impartial) than Republicans who believe they're trying to undermine Trump (+47 net undermine). **50% of swing voters and 56% of Independents agree with Democrats**.
- 45% oppose **cutting federal government funding** to **NPR and PBS**. Democrats are +63 *opposed* to cuts; Republicans area +47 *supportive*.

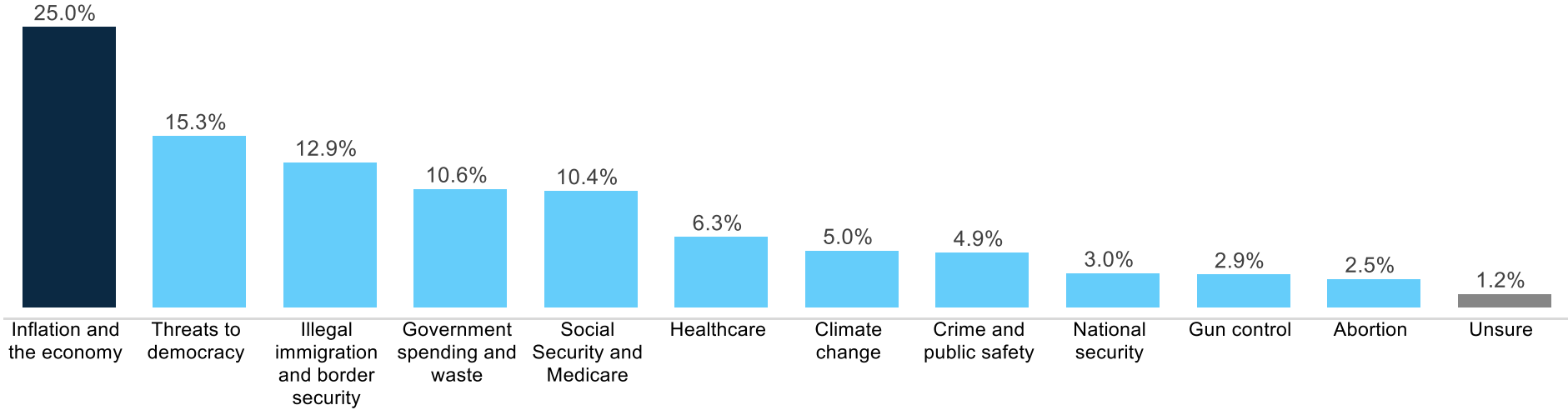
Insights & Analysis

- Segmentation analysis identified four groups via machine learning: ***GOP Base*** (36%), **Lean GOP** (14%), ***Dem Base*** (30%), and ***Lean Dem*** (21%).
  - ***GOP Base*** (36%) are **split by gender** and the **oldest segment** with more than 7-in-10 over the age of 55. The *GOP Base* is the **most rural**, most **evangelical**, and the segment most likely to be **married**. They pay **less attention** to the news than the *Dem Base* but watch Fox News when they do. The *GOP Base* is nearly equally concerned about illegal immigration, inflation, and cutting wasteful spending, and **98% want to deport illegal immigrants**.
  - ***Lean GOP*** (14%) are 81% favorable of Trump, and 71% plan to vote for the GOP congressional candidate in the midterms. They are most likely to pay a **great deal of attention** to the news (37%) and can be found most on **social media**. They are overwhelmingly **male** (69%), **younger** (94% <55), and **more racially diverse** (34% non-white) than the *GOP Base*. Though **less partisan and ideological** than the *GOP Base* they are **more likely to attend religious services**. Representative of the **new GOP**, they are the **most urban**, most likely to live in a **union household**, and most likely to have children under the age of 18. They want Congress and Trump to most prioritize lowering the **cost of living** and illegal immigration.

Insights & Analysis

- ***Dem Base*** (30%) cares most about **threats to democracy** (43%), inflation (21%), and Social Security and Medicare (14%). They are **+71 favorable of AOC** but only **+26 favorable of Chuck Schumer**. 8-in-10 *oppose* using **tariffs on China** as leverage to get better deals for Americans. Nearly 9-in-10 pay at least a moderate amount of attention to the news and their preferred news sources are **ABC, CBS, NBC, MSNBC, and CNN**. The *Dem Base* **skews female** (57%), **older** (61% over the age of 55), liberal, **suburban**, and the **most likely segment to be divorced**. 82% are white. They are the **least religious**, least likely to attend religious services, and the most **college-educated** (60% degree) and **highest-propensity** segment. 83% want **Abrego-Garcia** to be **brought back into the United States**.
- ***Lean Dem*** (21%) voters opt for the Democratic candidate on the generic ballot, 68% - 13%. Despite this, **fewer than half trust Democrats** more than the GOP to handle issues like **illegal immigration** and border security, **crime** and public safety, and **cutting wasteful government spending**. 58% **support deporting illegal immigrants** and they are more supportive of renegotiating trade deals than the *Lean GOP* segment. *Lean Dem* voters are **far less radical than the *Dem Base*** – for instance, only 41% want to bring Abrego Garcia back into the United States. They are split (net even) on Schumer's image and +4 net favorable of AOC. Lean Dems are focused most on inflation, entitlement programs for older Americans, and healthcare. 38% are **unsure** of who the **leader of the Democratic Party** is today. They pay the **least attention to news**, are the **lowest-propensity** and least college-educated group in addition to being the **least likely to be married**, lowest income, **most female** (66%), and **most diverse** (45% non-white) segment.

Top Priority

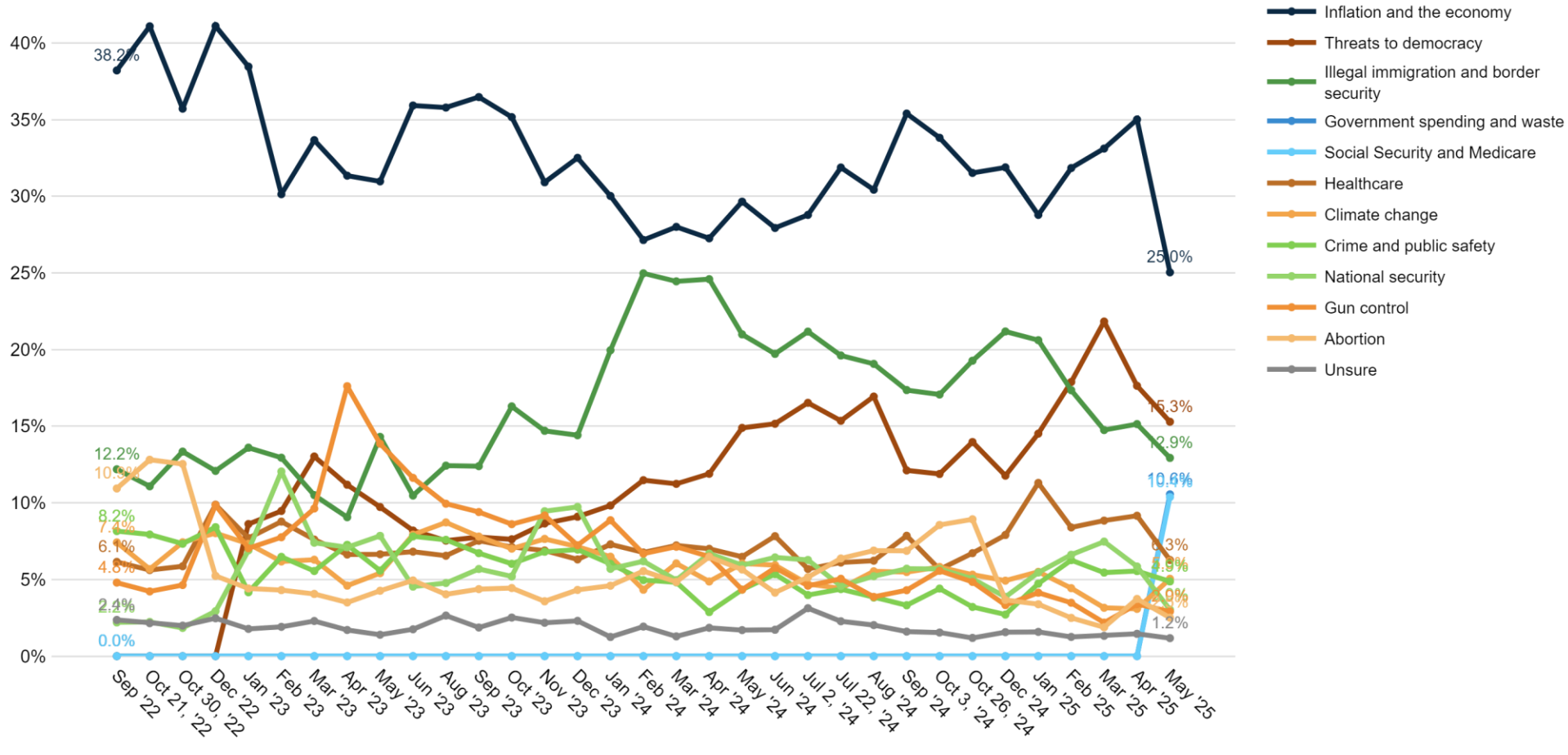


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	27%	23%	29%	25%	24%	21%	27%	18%	28%	26%	30%	24%	22%	24%	27%	25%	23%	25%	19%	28%	27%	18%	27%	25%	23%	31%	26%	23%	31%	29%	23%	23%
Threats to democracy	15%	15%	13%	17%	13%	17%	17%	14%	11%	22%	15%	15%	17%	15%	2%	18%	28%	15%	16%	17%	9%	15%	11%	17%	14%	8%	2%	29%	8%	7%	14%	20%
Illegal immigration and border security	11%	15%	7%	15%	12%	18%	13%	18%	13%	8%	12%	10%	13%	16%	24%	10%	3%	14%	8%	11%	11%	14%	11%	12%	16%	9%	25%	3%	4%	10%	12%	15%
Government spending and waste	9%	13%	9%	8%	10%	15%	11%	14%	9%	8%	11%	7%	12%	13%	18%	13%	1%	12%	3%	9%	9%	11%	4%	13%	12%	12%	20%	1%	6%	9%	15%	11%
Social Security and Medicare	11%	9%	6%	16%	5%	14%	7%	12%	12%	10%	7%	15%	9%	10%	6%	10%	15%	10%	20%	6%	7%	12%	11%	10%	11%	10%	5%	15%	12%	12%	7%	10%
Healthcare	8%	4%	13%	4%	7%	1%	5%	2%	9%	7%	7%	10%	4%	4%	6%	5%	8%	6%	8%	4%	10%	8%	9%	5%	7%	6%	5%	8%	11%	10%	5%	4%
Climate change	4%	6%	4%	4%	9%	4%	7%	6%	3%	5%	4%	4%	8%	5%	2%	4%	8%	5%	5%	5%	7%	7%	8%	5%	3%	5%	2%	8%	5%	6%	6%	4%
Crime and public safety	5%	4%	7%	4%	6%	2%	4%	4%	6%	4%	6%	4%	5%	4%	6%	5%	4%	5%	8%	6%	7%	6%	7%	5%	4%	6%	6%	3%	7%	5%	9%	4%
National security	3%	3%	1%	4%	3%	4%	3%	4%	3%	3%	3%	2%	2%	4%	5%	3%	1%	3%	3%	3%	2%	3%	5%	2%	4%	3%	5%	1%	3%	3%	2%	3%
Gun control	3%	3%	5%	2%	5%	1%	2%	4%	3%	4%	3%	4%	5%	1%	1%	4%	4%	2%	7%	5%	4%	3%	4%	3%	2%	4%	1%	5%	6%	5%	3%	2%
Abortion	2%	3%	4%	1%	4%	2%	2%	4%	2%	2%	1%	4%	3%	3%	1%	2%	4%	2%	3%	7%	4%	1%	3%	2%	3%	3%	1%	3%	6%	2%	3%	2%
Unsure	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	2%	0%	1%

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

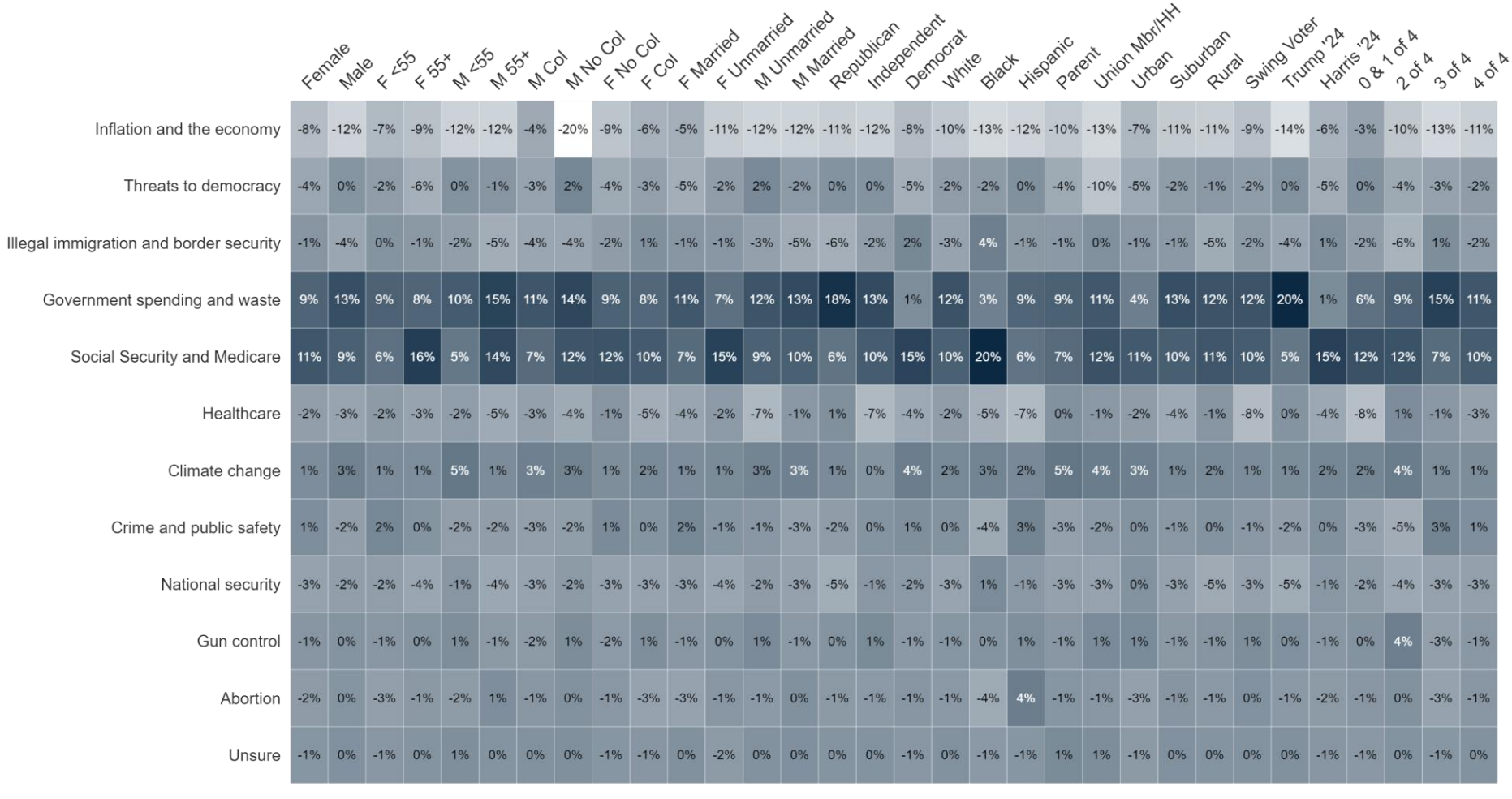
CYGNAL

Trend: Top Priority



CYGNAL

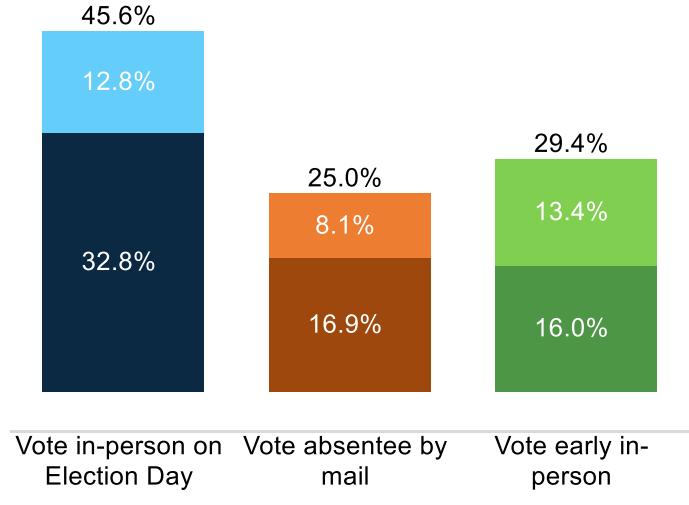
Percent Change: Top Priority (Apr '25 to May '25)



	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	-8%	-12%	-7%	-9%	-12%	-12%	-4%	-20%	-9%	-6%	-5%	-11%	-12%	-12%	-11%	-12%	-8%	-10%	-13%	-12%	-10%	-13%	-7%	-11%	-11%	-9%	-14%	-6%	-3%	-10%	-13%	-11%
Threats to democracy	-4%	0%	-2%	-6%	0%	-1%	-3%	2%	-4%	-3%	-5%	-2%	2%	-2%	0%	0%	-5%	-2%	-2%	0%	-4%	-10%	-5%	-2%	-1%	-2%	0%	-5%	0%	-4%	-3%	-2%
Illegal immigration and border security	-1%	-4%	0%	-1%	-2%	-5%	-4%	-4%	-2%	1%	-1%	-1%	-3%	-5%	-6%	-2%	2%	-3%	4%	-1%	-1%	0%	-1%	-1%	-5%	-2%	-4%	1%	-2%	-6%	1%	-2%
Government spending and waste	9%	13%	9%	8%	10%	15%	11%	14%	9%	8%	11%	7%	12%	13%	18%	13%	1%	12%	3%	9%	9%	11%	4%	13%	12%	12%	20%	1%	6%	9%	15%	11%
Social Security and Medicare	11%	9%	6%	16%	5%	14%	7%	12%	12%	10%	7%	15%	9%	10%	6%	10%	15%	10%	20%	6%	7%	12%	11%	10%	11%	10%	5%	15%	12%	12%	7%	10%
Healthcare	-2%	-3%	-2%	-3%	-2%	-5%	-3%	-4%	-1%	-5%	-4%	-2%	-7%	-1%	1%	-7%	-4%	-2%	-5%	-7%	0%	-1%	-2%	-4%	-1%	-8%	0%	-4%	-8%	1%	-1%	-3%
Climate change	1%	3%	1%	1%	5%	1%	3%	3%	1%	2%	1%	1%	3%	3%	1%	0%	4%	2%	3%	2%	5%	4%	3%	1%	2%	1%	1%	2%	2%	4%	1%	1%
Crime and public safety	1%	-2%	2%	0%	-2%	-2%	-3%	-2%	1%	0%	2%	-1%	-1%	-3%	-2%	0%	1%	0%	-4%	3%	-3%	-2%	0%	-1%	0%	-1%	-2%	0%	-3%	-5%	3%	1%
National security	-3%	-2%	-2%	-4%	-1%	-4%	-3%	-2%	-3%	-3%	-3%	-4%	-2%	-3%	-5%	-1%	-2%	-3%	1%	-1%	-3%	-3%	0%	-3%	-5%	-3%	-5%	-1%	-2%	-4%	-3%	-3%
Gun control	-1%	0%	-1%	0%	1%	-1%	-2%	1%	-2%	1%	-1%	0%	1%	-1%	0%	1%	-1%	-1%	0%	1%	-1%	1%	1%	-1%	-1%	1%	0%	-1%	0%	4%	-3%	-1%
Abortion	-2%	0%	-3%	-1%	-2%	1%	-1%	0%	-1%	-3%	-3%	-1%	-1%	0%	-1%	-1%	-1%	-1%	-4%	4%	-1%	-1%	-3%	-1%	-1%	0%	-1%	-2%	-1%	0%	-3%	-1%
Unsure	-1%	0%	-1%	0%	1%	0%	0%	0%	-1%	-1%	0%	-2%	0%	0%	0%	0%	-1%	0%	-1%	-1%	1%	1%	-1%	0%	0%	0%	0%	-1%	-1%	0%	-1%	0%

CYGNAL

Vote Method

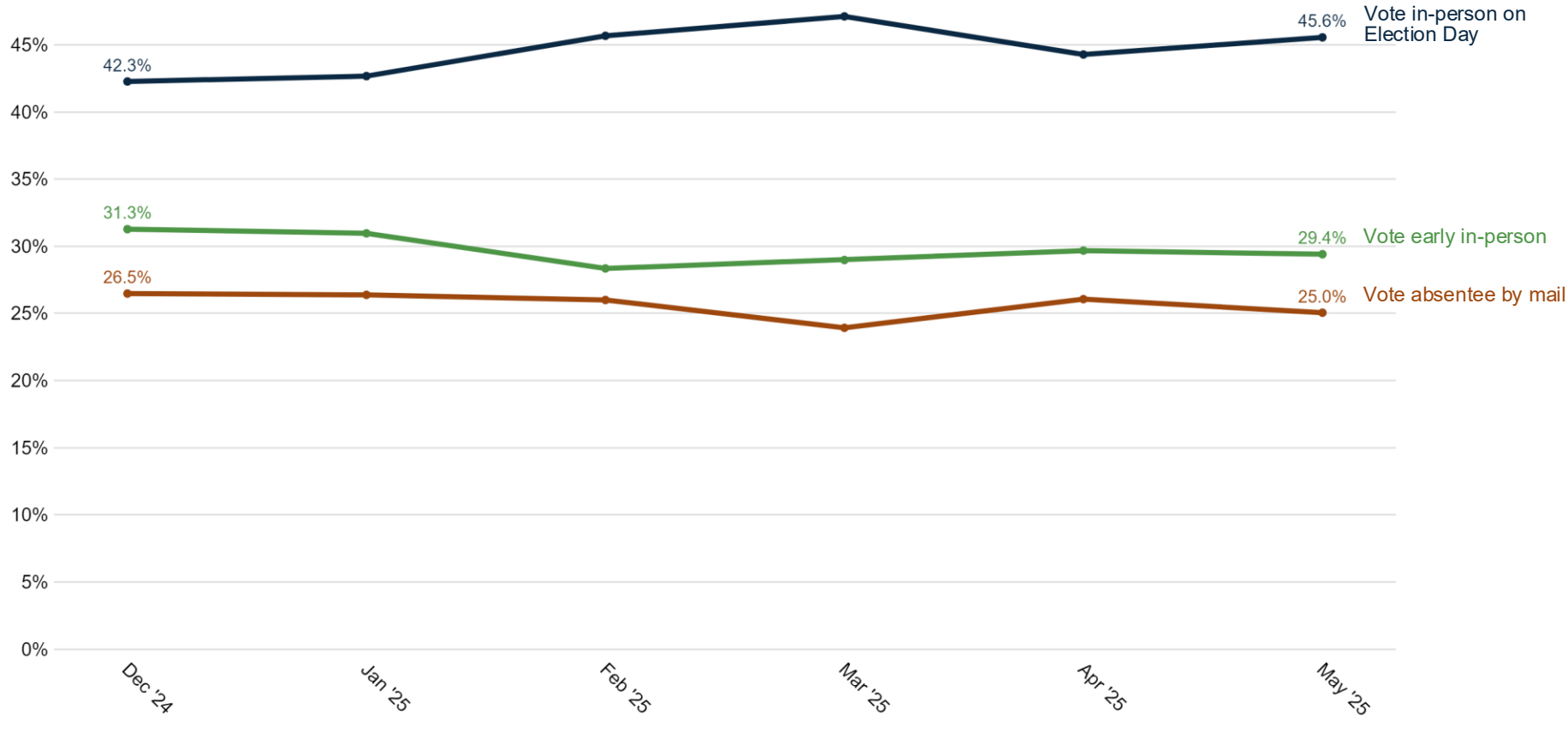


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	63%	69%	63%	63%	71%	67%	73%	64%	63%	63%	66%	60%	65%	72%	65%	65%	67%	68%	57%	63%	68%	64%	66%	65%	67%	52%	68%	66%	46%	59%	58%	72%
Probably vote	37%	31%	37%	37%	29%	33%	27%	36%	37%	37%	34%	40%	35%	28%	35%	35%	33%	32%	43%	37%	32%	36%	34%	35%	33%	48%	32%	34%	54%	41%	42%	28%
Vote in-person on Election Day	41%	50%	43%	40%	57%	45%	50%	51%	42%	40%	45%	38%	54%	49%	55%	41%	38%	48%	45%	32%	50%	48%	43%	41%	56%	43%	54%	37%	48%	50%	46%	43%
Vote absentee by mail	29%	21%	24%	33%	14%	27%	20%	21%	29%	29%	27%	31%	22%	20%	15%	30%	32%	25%	19%	26%	18%	26%	25%	28%	20%	27%	17%	32%	19%	21%	31%	27%
Vote early in-person	30%	29%	33%	27%	29%	29%	30%	28%	29%	31%	28%	31%	24%	32%	30%	28%	30%	27%	36%	42%	32%	26%	33%	31%	24%	30%	29%	31%	33%	30%	23%	30%
Definitely vote in-person on Election Day	27%	39%	30%	25%	46%	33%	43%	35%	28%	25%	30%	25%	38%	40%	39%	30%	28%	35%	32%	19%	37%	33%	33%	28%	41%	24%	41%	26%	25%	34%	27%	34%
Probably vote in-person on Election Day	14%	11%	13%	15%	11%	11%	7%	16%	14%	14%	15%	13%	15%	9%	16%	11%	10%	13%	14%	13%	12%	15%	10%	13%	15%	19%	14%	11%	23%	15%	19%	9%
Definitely vote absentee by mail	19%	14%	15%	24%	11%	18%	13%	15%	19%	20%	18%	21%	15%	14%	10%	21%	23%	18%	9%	16%	13%	16%	16%	19%	13%	16%	11%	23%	6%	12%	20%	20%
Probably vote absentee by mail	10%	6%	9%	10%	3%	9%	6%	6%	10%	9%	9%	10%	7%	6%	6%	10%	10%	7%	10%	10%	6%	10%	9%	9%	6%	11%	6%	9%	12%	9%	10%	7%
Definitely vote early in-person	16%	16%	18%	15%	15%	16%	17%	14%	16%	18%	18%	15%	11%	18%	17%	14%	17%	15%	16%	28%	18%	14%	17%	18%	12%	13%	16%	17%	15%	13%	11%	18%
Probably vote early in-person	13%	13%	15%	12%	15%	12%	13%	14%	13%	14%	10%	16%	13%	13%	13%	14%	13%	12%	20%	14%	14%	12%	16%	13%	12%	17%	12%	14%	18%	17%	13%	12%

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

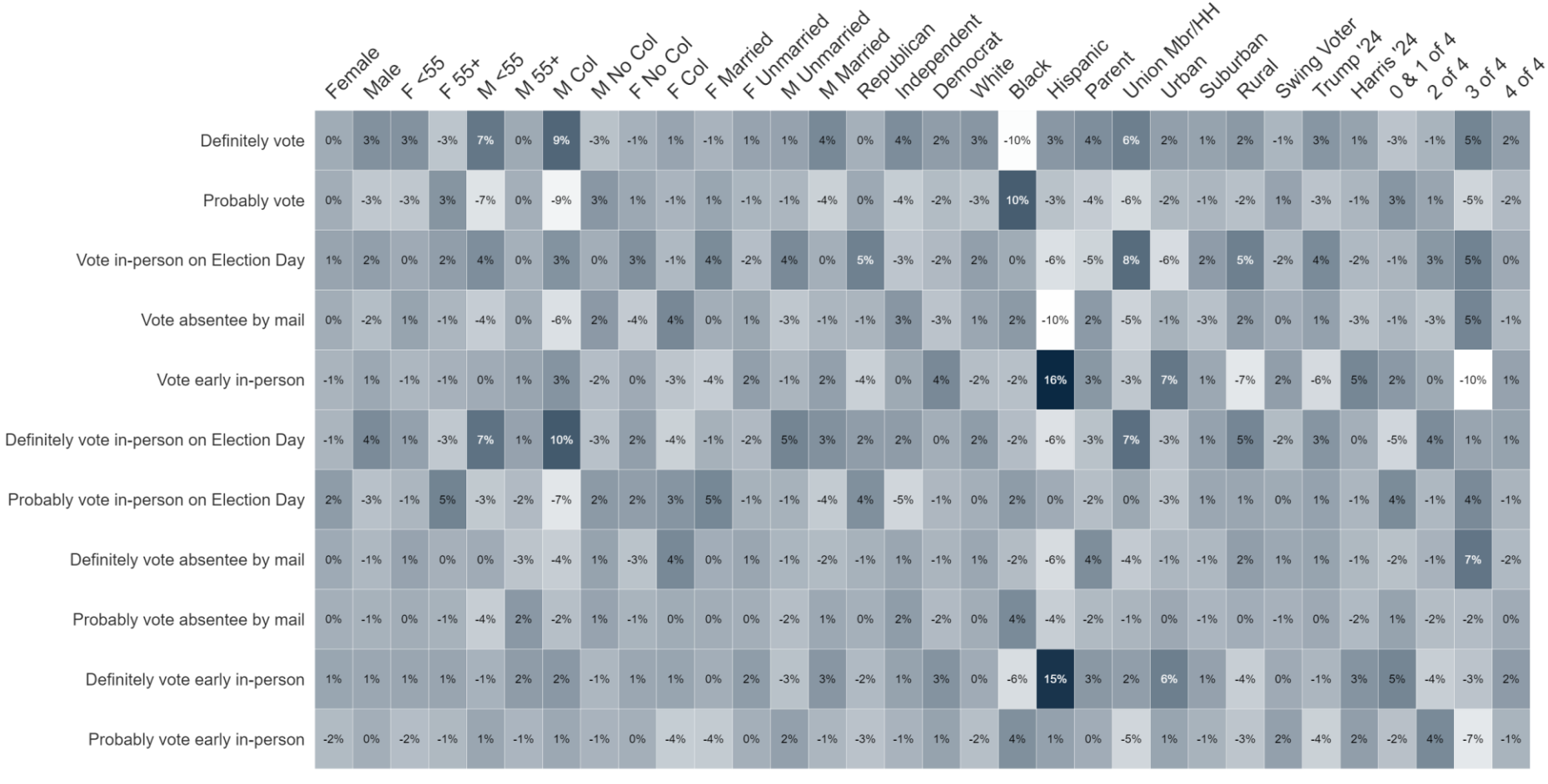
CYGNAL

Trend: Vote Method



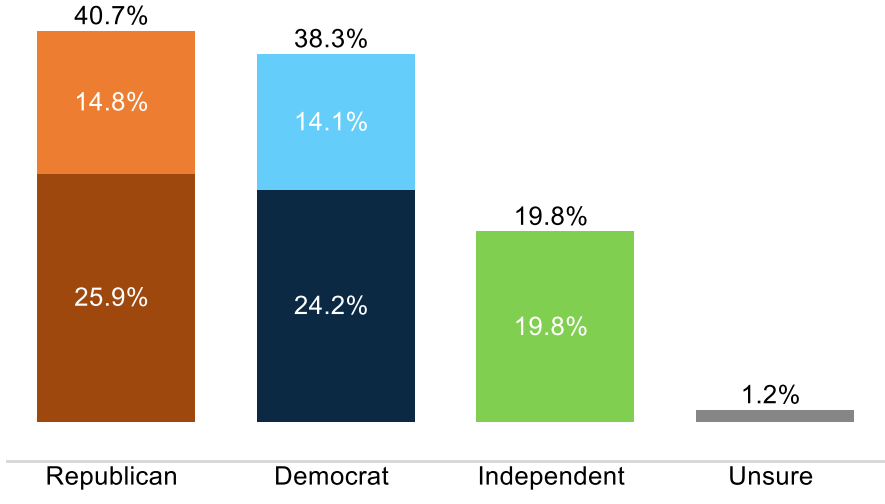
CYGNAL

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



CYGNAL

Partisanship by Response



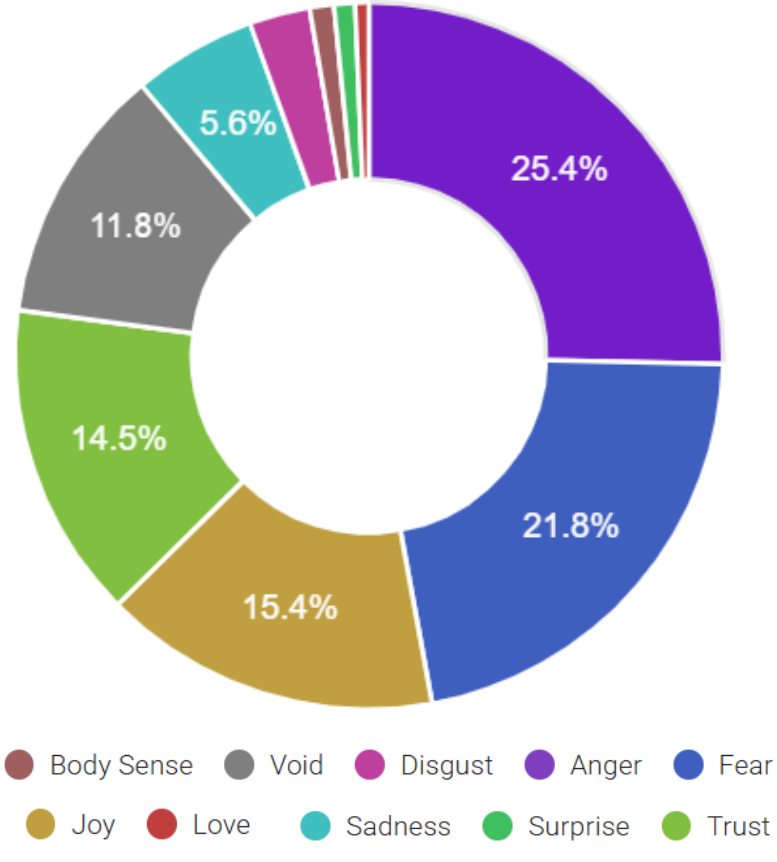
	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Republican	36%	46%	31%	41%	41%	50%	45%	46%	40%	31%	45%	28%	39%	50%	47%	15%	31%	40%	40%	33%	38%	53%	36%	80%	4%	33%	40%	39%	43%
Independent	19%	21%	21%	16%	22%	21%	21%	22%	20%	17%	16%	21%	25%	19%	20%	15%	18%	19%	18%	18%	22%	18%	36%	17%	20%	22%	22%	22%	18%
Democrat	44%	31%	47%	42%	36%	27%	34%	29%	40%	52%	39%	50%	35%	29%	32%	71%	45%	39%	41%	49%	40%	27%	24%	3%	76%	40%	38%	38%	38%
Strongly Republican	22%	31%	18%	25%	30%	31%	31%	30%	25%	17%	27%	16%	24%	35%	30%	9%	17%	27%	26%	21%	23%	34%	7%	53%	1%	20%	22%	23%	29%
Mostly Republican	15%	15%	13%	16%	11%	19%	14%	16%	15%	14%	18%	12%	15%	15%	16%	6%	14%	13%	14%	12%	14%	18%	29%	27%	3%	13%	18%	16%	14%
Mostly Democratic	15%	13%	19%	12%	17%	9%	11%	15%	14%	18%	13%	18%	19%	9%	11%	25%	22%	17%	14%	19%	15%	10%	19%	2%	27%	22%	17%	17%	12%
Strongly Democratic	29%	18%	28%	30%	19%	18%	23%	14%	26%	34%	26%	32%	16%	20%	21%	46%	24%	23%	27%	30%	25%	18%	5%	1%	49%	18%	21%	21%	27%
Unsure	1%	2%	1%	0%	2%	2%	1%	3%	1%	0%	0%	1%	1%	2%	1%	0%	5%	1%	1%	1%	1%	2%	4%	1%	0%	6%	0%	2%	1%

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

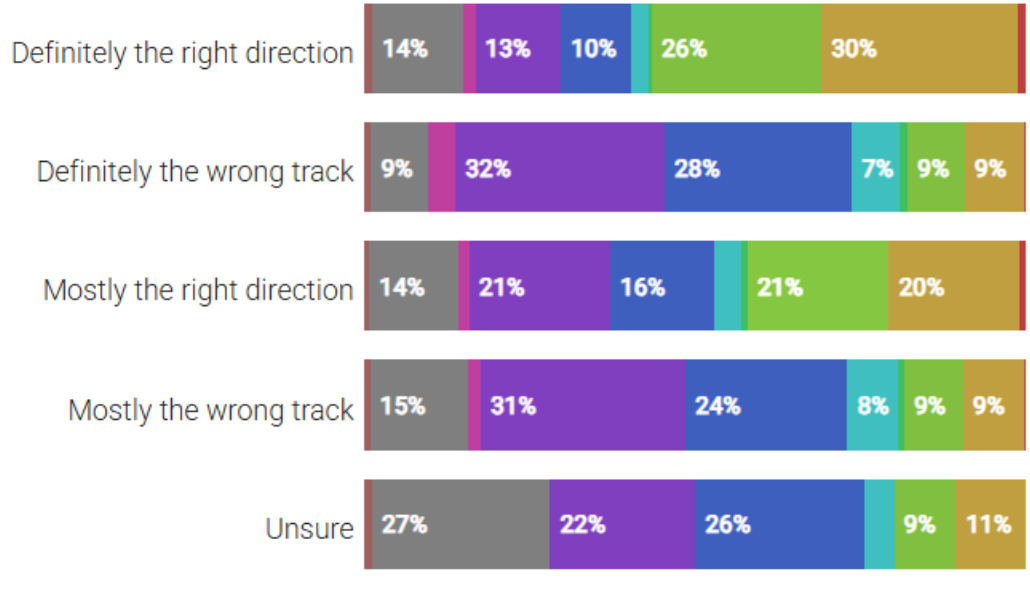
CYGNAL

Things in the United States – Cygnal Emotional Analytics Among All Likely Voters

Primary Emotions Distribution



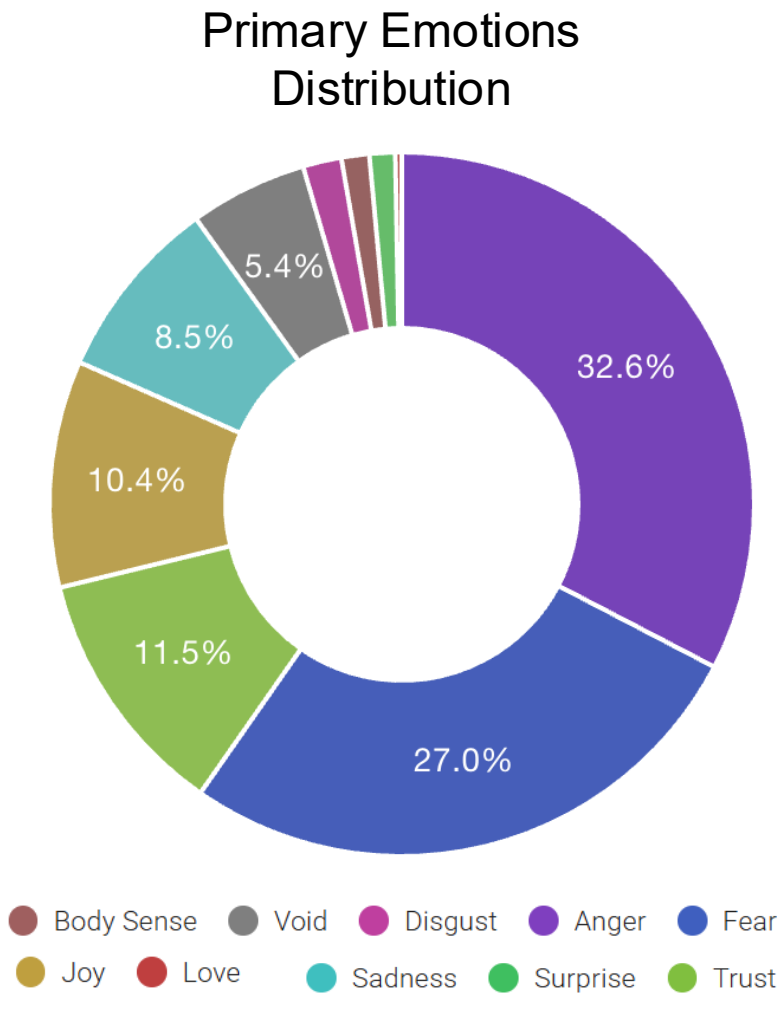
Primary Emotions Distribution by U.S Direction



How do you feel about things in the United States right now, and why? You can use as many or as few words as you'd like

CYGNAL

Things in the United States – Cygnal Emotional Analytics Among Swing Voters



- Things are much **more negative-emotions charged** among **swing voters**.
- There is 8% more Anger and 5% more Fear.
- When digging into swing voters' Fear, the most powerful driver is **Criticism**, which is 2x stronger than Resentment & Disapproval.
  - A middle-aged female voter who mostly prefers Republicans said, things are "very **unsteady**, seems like there's no direction."
  - A moderate Independent noted, "I believe change is good. Too much change too fast causes stress and **confusion**."
- **Anxiety & Worry** is the secondary emotion driving the primary emotion of Fear. This is followed by Nervousness & Stress.
  - A millennial Independent stated, "It sucks **prices are too high** and wages don't reflect the times and inflation."
  - A rural Republican male said, "I feel like there is too much hate these days."

How do you feel about things in the United States right now, and why? You can use as many or as few words as you'd like

CYGNAL

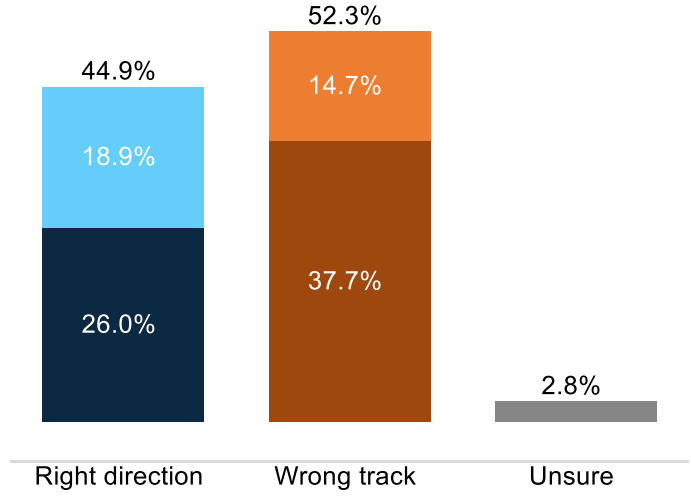
Things in the United States – Voters In Their Own Words

- Despite **optimism in the direction of the country** per Right Direction / Wrong Track reaching an all-time high in the Cygnal NVT (see next slide) **anger and fear** are the **most common emotions** in the United States, underscoring our **intense polarization**. Angry and fearful responses to how things are going in the United States with Trump in the helm are mostly rooted in secondary emotions of **criticism** (anger) and **anxiety and worry** (fear). Opponents of Trump mostly said the U.S. was headed in the **wrong** direction, but also commonly use descriptions like chaos and destroy(ing). **In their own words**…
  - "*I am very concerned about the **chaos** and threat to democracy from Trump*." 45 – 54 y/o college-educated male; Democrat.
  - "*Donald Trump is **destroying** this country*." 65+ y/o college-educated woman; Democrat.
- Those with a **favorable opinion of Trump** and/or say things are headed in the **right direction** responded primarily with **joy and trust** **driven by *power and confidence* in addition to *optimism and encouragement***.
  - "*I think things are going in the **right direction** because Trump is in charge*." 30 – 44 y/o male with some college; Republican.
  - "***Bumpy**, but headed in the **right direction***." 45 – 54 y/o woman with some college; Independent.
- Like Trump's opponents, **anger** at how things are going in the country was even emoted by over 20% of those who say they have a **favorable opinion of Trump**. These voters lay the blame at the previous four years under Joe Biden.
  - "*We are finally on a path of improvement BUT it **will take time to reverse many bad policies***." 45 – 54 y/o college-educated female; Republican.

How do you feel about things in the United States right now, and why? You can use as many or as few words as you'd like.

CYGNAL

US Direction

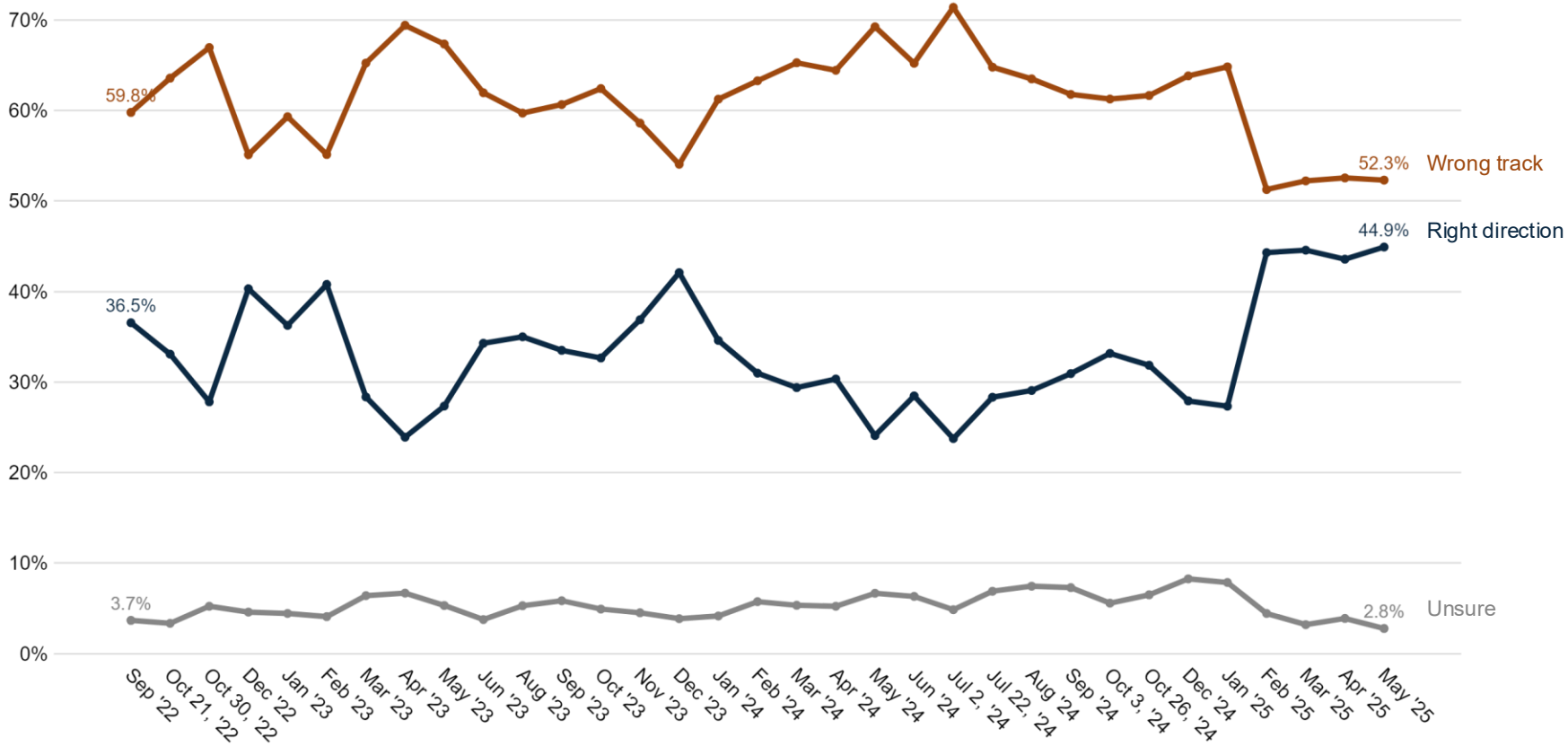


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Right direction	38%	53%	34%	42%	53%	52%	53%	53%	43%	30%	45%	32%	44%	58%	81%	35%	11%	48%	32%	36%	51%	47%	45%	42%	51%	41%	82%	10%	30%	50%	45%	45%
Wrong track	58%	45%	62%	55%	45%	45%	46%	45%	53%	67%	52%	65%	53%	40%	15%	60%	88%	49%	66%	61%	47%	50%	53%	55%	46%	52%	13%	89%	65%	46%	53%	53%
Definitely the right direction	21%	32%	15%	26%	29%	34%	32%	31%	22%	20%	25%	17%	25%	36%	51%	16%	4%	29%	15%	20%	26%	28%	24%	24%	31%	11%	51%	4%	15%	19%	22%	31%
Mostly the right direction	17%	21%	18%	16%	24%	18%	20%	22%	22%	10%	20%	14%	19%	22%	30%	19%	7%	19%	18%	17%	25%	19%	21%	17%	21%	30%	31%	6%	15%	32%	23%	14%
Mostly the wrong track	15%	14%	19%	12%	18%	10%	12%	15%	15%	17%	12%	19%	19%	11%	9%	20%	19%	12%	23%	23%	17%	14%	15%	16%	12%	28%	9%	19%	28%	19%	14%	11%
Definitely the wrong track	43%	32%	43%	43%	27%	36%	33%	30%	38%	50%	40%	46%	34%	30%	6%	41%	69%	37%	43%	37%	30%	36%	39%	39%	34%	24%	5%	70%	37%	27%	39%	41%
Unsure	3%	2%	4%	3%	1%	3%	2%	3%	4%	3%	3%	3%	3%	2%	4%	4%	1%	3%	2%	3%	2%	3%	2%	3%	3%	7%	4%	1%	5%	3%	2%	2%

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

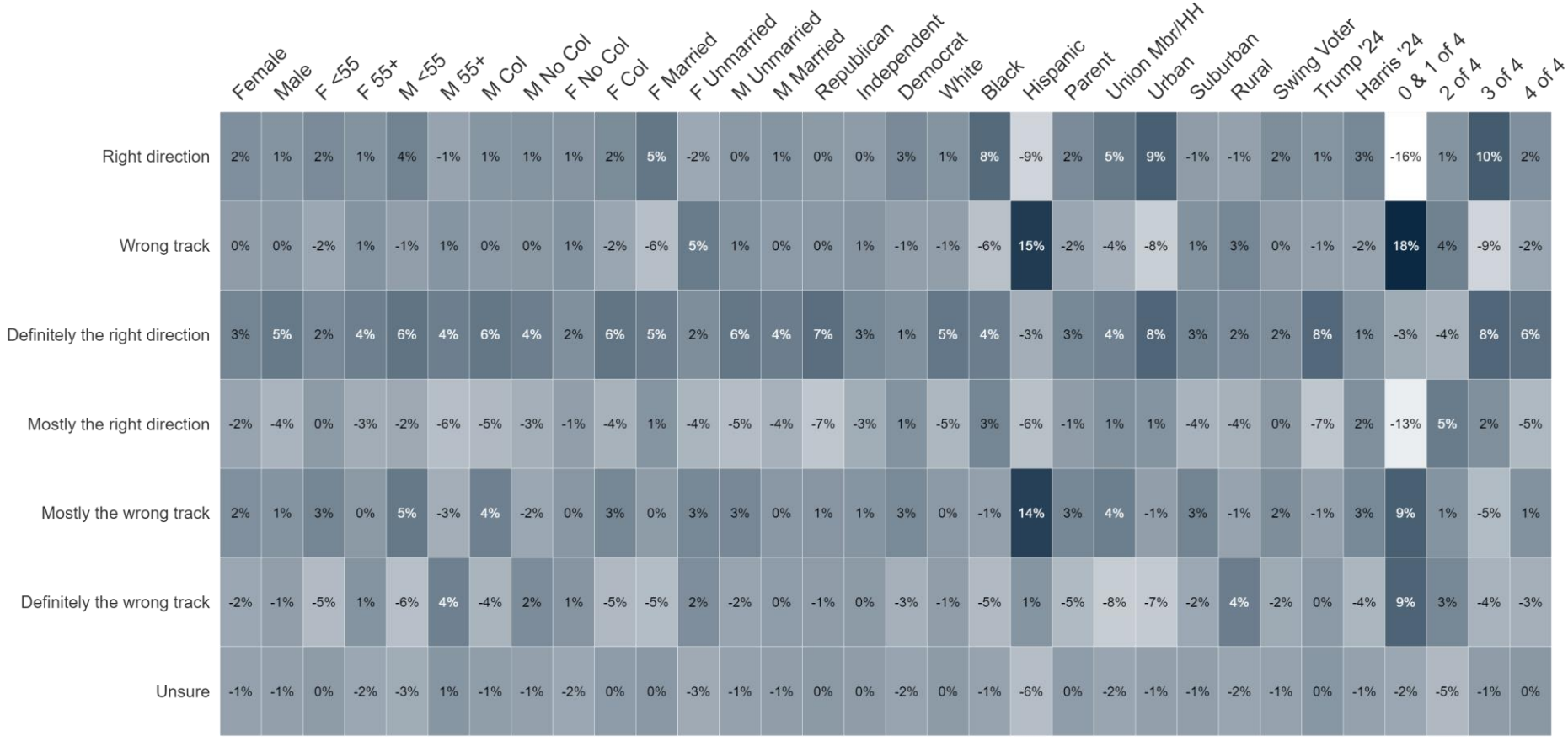
CYGNAL

Trend: US Direction



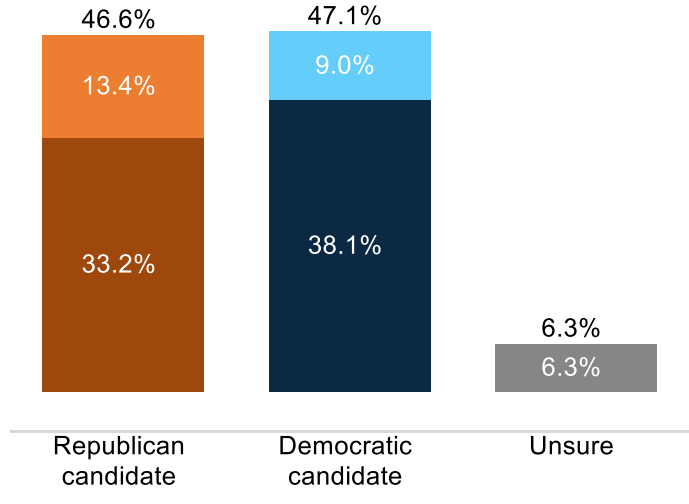
CYGNAL

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



CYGNAL

Generic Ballot

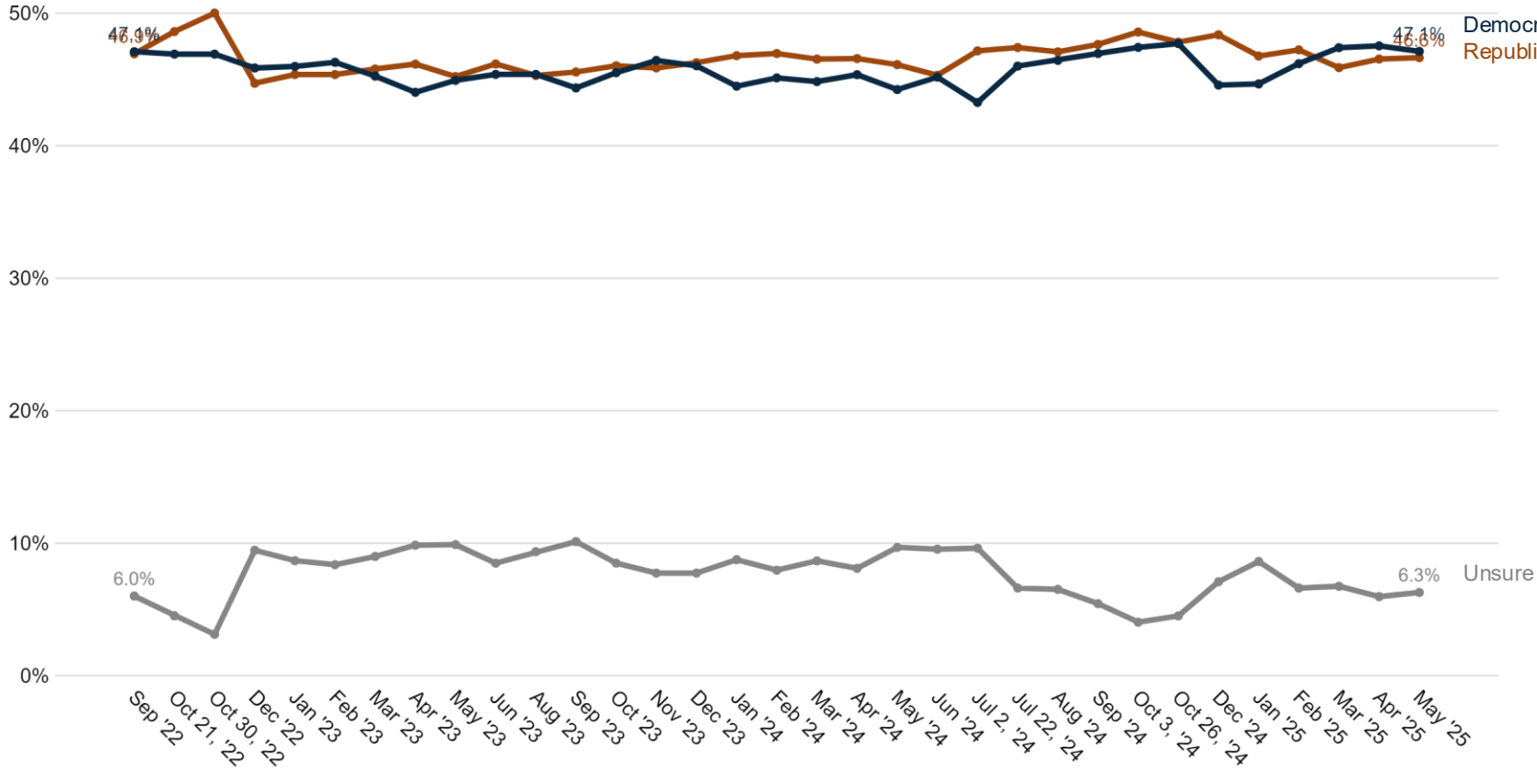


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	41%	53%	36%	46%	49%	56%	49%	56%	44%	36%	51%	31%	48%	56%	93%	40%	2%	52%	17%	43%	47%	47%	37%	45%	57%	47%	91%	4%	37%	50%	43%	47%
Democratic candidate	52%	41%	56%	48%	46%	37%	45%	37%	48%	59%	43%	62%	47%	38%	5%	41%	96%	42%	78%	49%	46%	50%	57%	49%	36%	31%	4%	92%	49%	44%	51%	48%
Definitely the Republican candidate	29%	38%	21%	36%	31%	46%	37%	40%	31%	26%	38%	20%	26%	46%	72%	17%	1%	39%	7%	25%	32%	33%	25%	32%	41%	0%	69%	1%	18%	26%	32%	38%
Probably the Republican candidate	13%	14%	15%	10%	19%	10%	13%	16%	14%	10%	13%	12%	22%	10%	20%	23%	1%	13%	10%	18%	14%	14%	12%	13%	16%	47%	22%	3%	19%	24%	10%	9%
Probably the Democratic candidate	10%	8%	15%	5%	12%	4%	8%	7%	11%	9%	6%	14%	12%	5%	3%	11%	15%	7%	17%	14%	10%	10%	9%	10%	7%	31%	2%	15%	21%	13%	11%	6%
Definitely the Democratic candidate	42%	33%	41%	43%	34%	33%	37%	30%	37%	50%	37%	48%	35%	32%	2%	30%	82%	35%	61%	35%	36%	39%	47%	39%	30%	0%	2%	77%	28%	31%	40%	42%
Unsure	7%	6%	8%	6%	5%	7%	5%	6%	8%	5%	6%	7%	5%	6%	2%	19%	2%	6%	5%	8%	7%	4%	7%	6%	7%	22%	5%	4%	14%	6%	6%	5%

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?

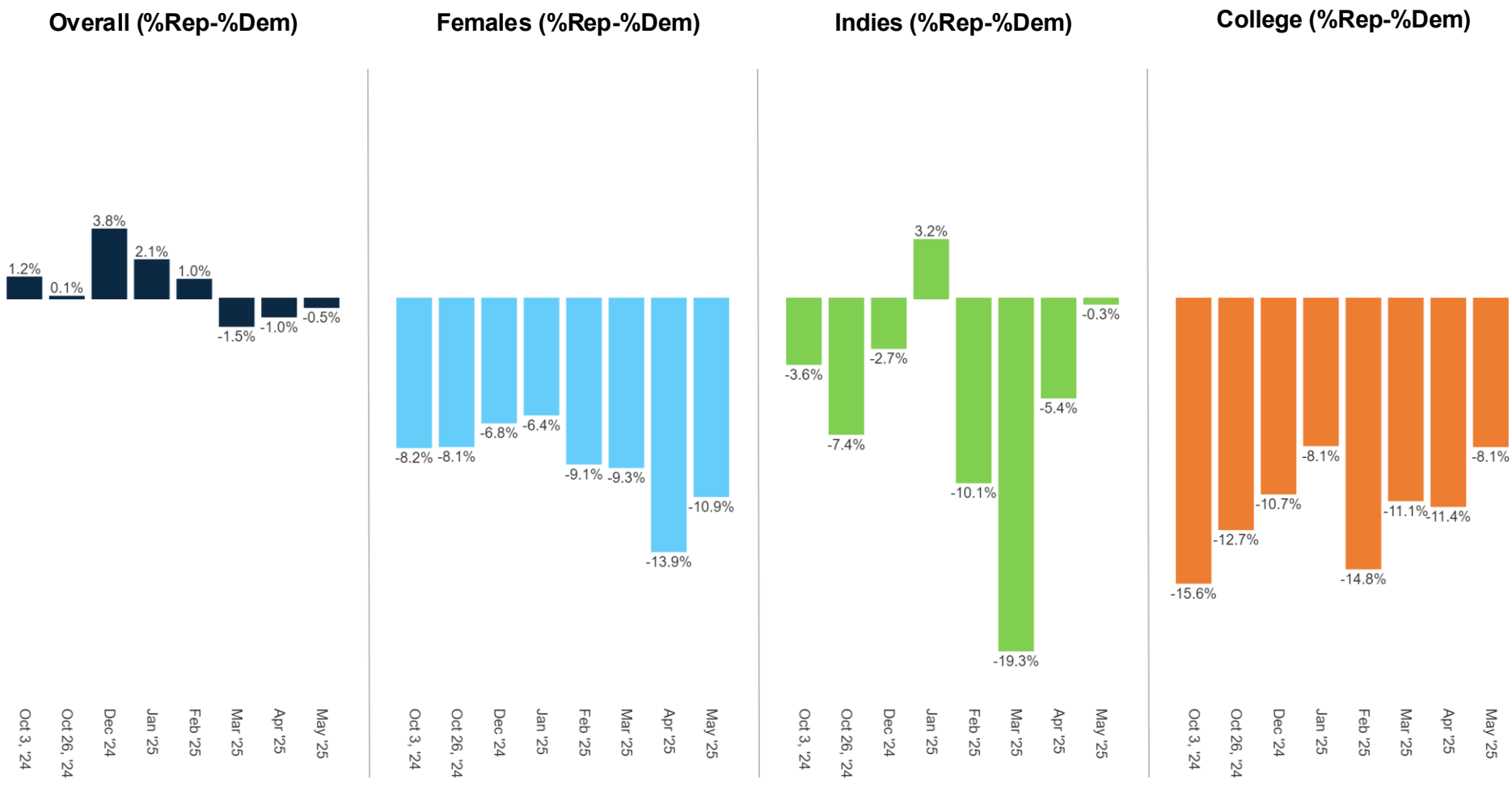
CYGNAL

Trend: Generic Ballot



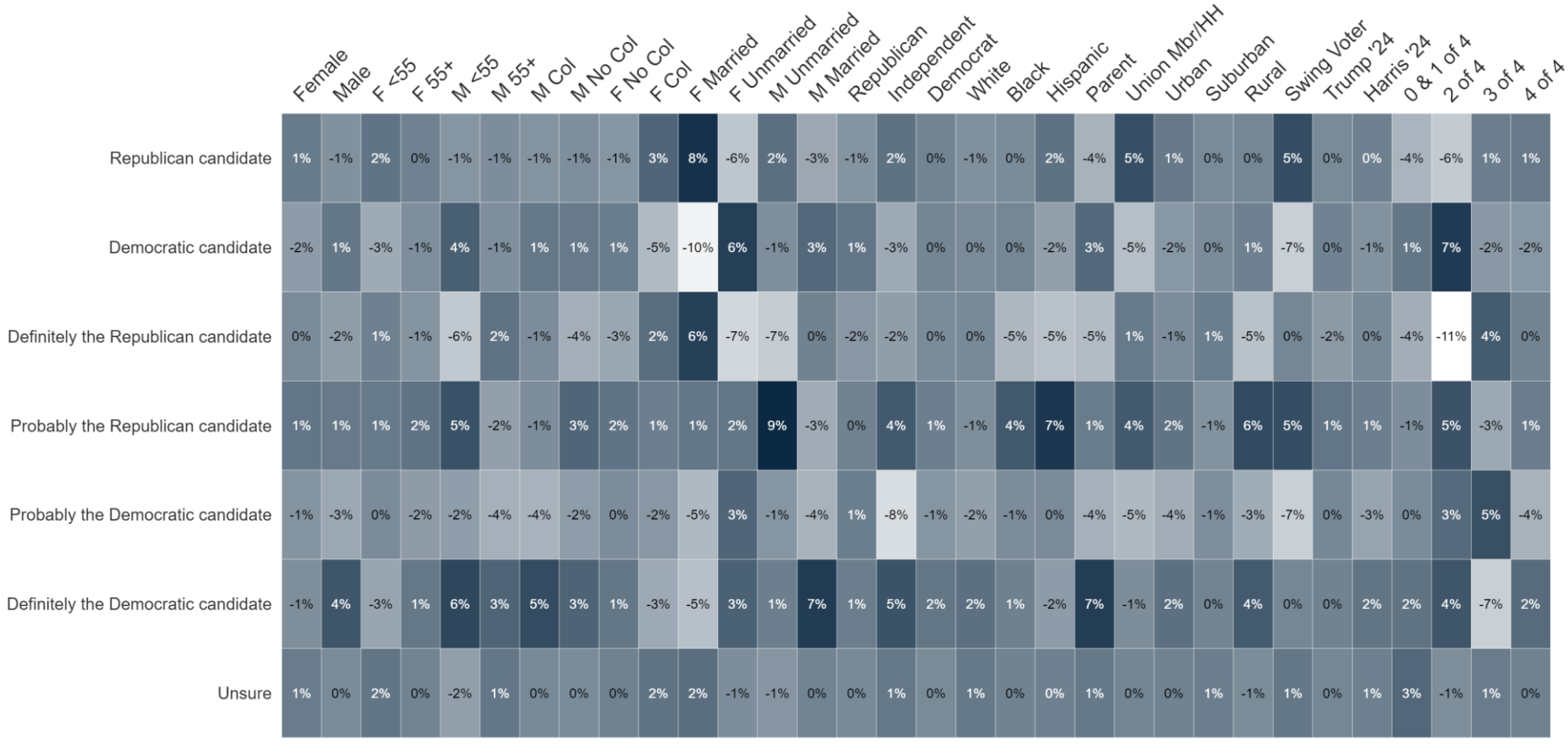
CYGNAL

Generic Ballot Movement



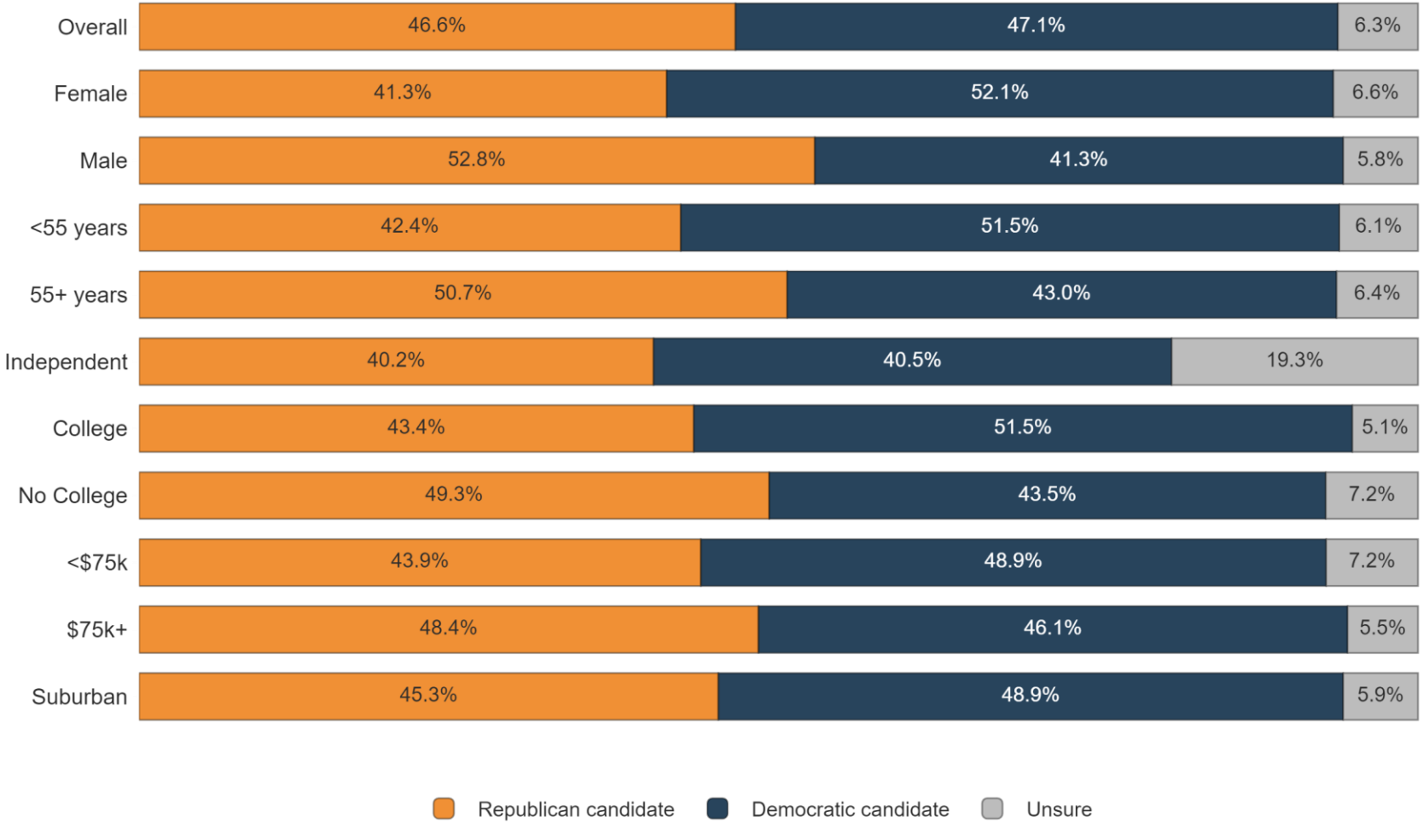
CYGNAL

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



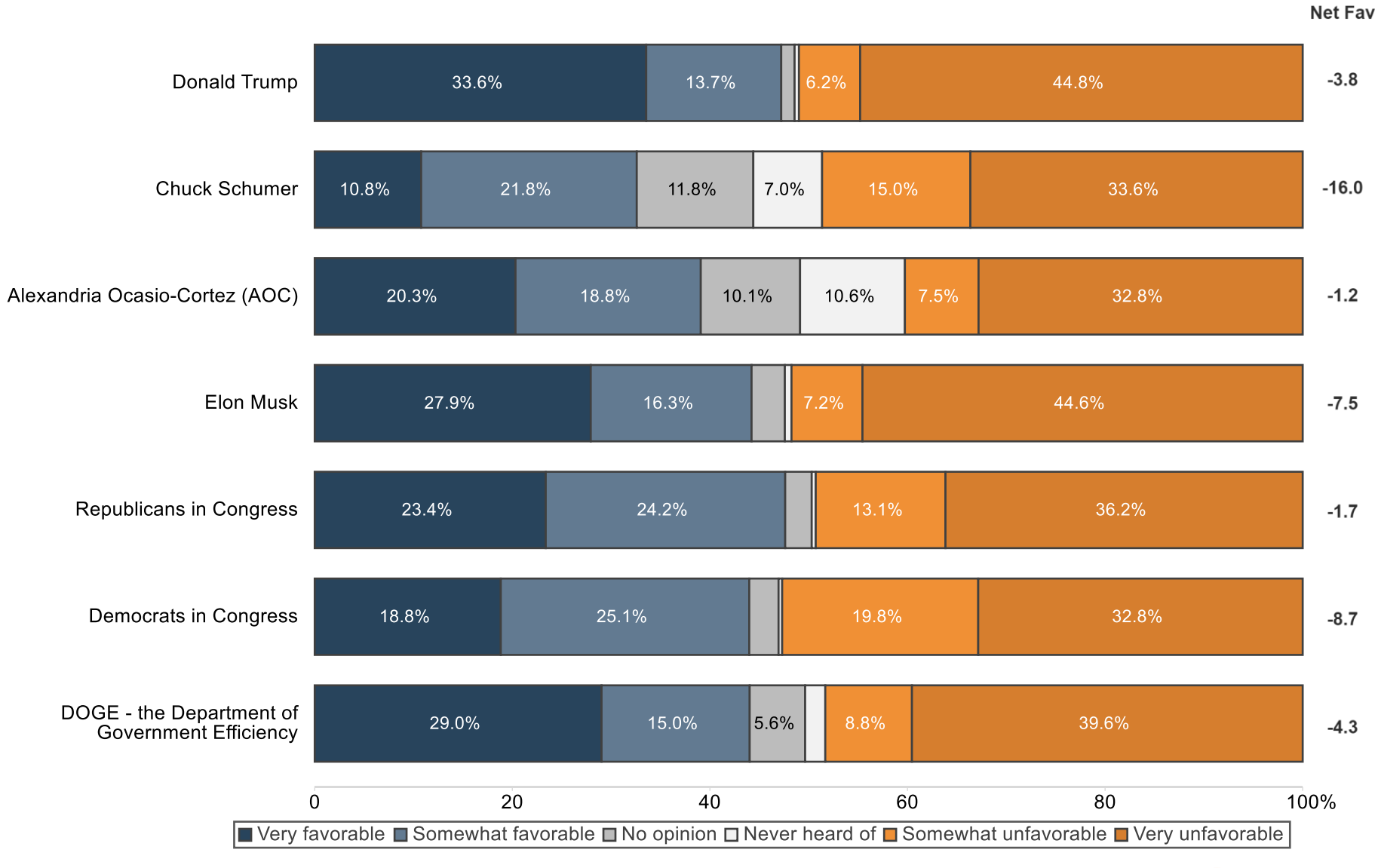
CYGNAL

Generic Ballot by Key Voter Groups



CYGNAL

Image Tests



CYGNAL

Image Tests Heatmaps

Favorable

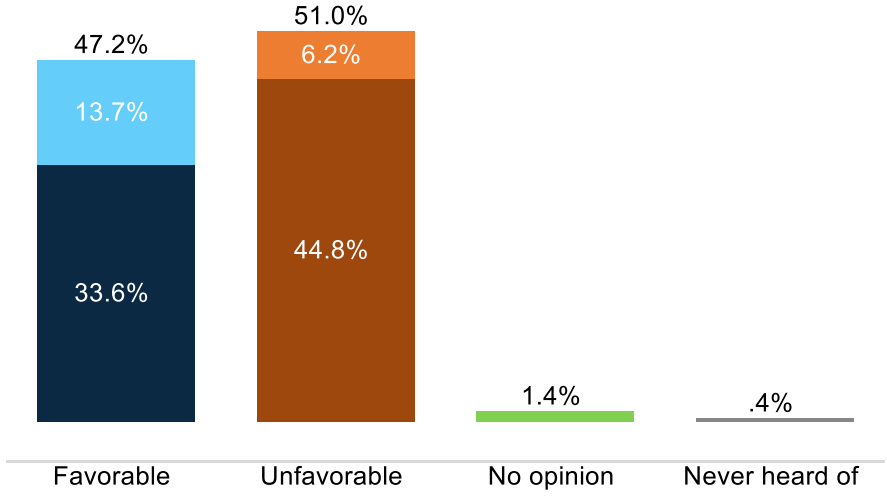
	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	42%	53%	39%	45%	53%	53%	52%	54%	46%	36%	51%	34%	45%	58%	89%	36%	9%	52%	26%	38%	52%	49%	43%	43%	59%	47%	90%	7%	35%	52%	44%	48%
Chuck Schumer	30%	35%	26%	34%	40%	30%	41%	29%	27%	37%	27%	34%	32%	37%	16%	24%	54%	31%	44%	30%	36%	38%	45%	31%	26%	26%	15%	52%	31%	34%	31%	32%
Alexandria Ocasio-Cortez (AOC)	37%	42%	40%	34%	53%	31%	47%	36%	29%	49%	34%	40%	43%	41%	16%	38%	64%	37%	47%	42%	44%	52%	54%	38%	30%	30%	14%	66%	32%	40%	35%	41%
Elon Musk	37%	52%	33%	41%	51%	53%	52%	52%	41%	32%	44%	31%	43%	58%	82%	35%	9%	49%	22%	35%	49%	46%	43%	41%	51%	42%	83%	8%	35%	45%	41%	46%
Republicans in Congress	43%	54%	40%	45%	54%	53%	52%	56%	48%	34%	48%	37%	49%	56%	88%	36%	11%	51%	32%	39%	52%	47%	44%	45%	56%	47%	86%	10%	44%	54%	45%	46%
Democrats in Congress	46%	42%	46%	45%	53%	31%	47%	37%	44%	48%	38%	53%	46%	40%	13%	35%	82%	39%	79%	47%	50%	48%	60%	43%	33%	34%	12%	77%	50%	51%	43%	41%
DOGE - the Department of Government Efficiency	38%	51%	33%	42%	49%	52%	50%	53%	40%	35%	47%	29%	45%	55%	78%	40%	11%	47%	30%	35%	48%	46%	42%	41%	51%	42%	78%	12%	30%	44%	44%	46%

Unfavorable

	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	56%	45%	58%	54%	44%	46%	47%	44%	51%	63%	49%	63%	53%	41%	10%	61%	89%	47%	69%	58%	45%	49%	56%	55%	40%	48%	9%	92%	62%	46%	51%	52%
Chuck Schumer	44%	54%	37%	50%	44%	64%	53%	56%	42%	46%	49%	38%	53%	55%	68%	57%	24%	53%	27%	40%	38%	45%	35%	50%	57%	46%	69%	29%	29%	39%	46%	55%
Alexandria Ocasio-Cortez (AOC)	34%	47%	29%	39%	34%	60%	45%	50%	34%	35%	41%	27%	44%	50%	65%	43%	12%	44%	17%	39%	34%	33%	25%	43%	47%	40%	68%	13%	25%	33%	40%	45%
Elon Musk	58%	45%	59%	56%	44%	46%	46%	44%	53%	65%	53%	62%	53%	40%	16%	59%	87%	49%	65%	57%	45%	49%	53%	55%	44%	49%	14%	88%	58%	47%	52%	53%
Republicans in Congress	53%	45%	53%	53%	44%	46%	46%	44%	46%	64%	48%	58%	49%	42%	11%	58%	85%	47%	61%	54%	42%	50%	51%	53%	42%	47%	11%	87%	49%	42%	49%	52%
Democrats in Congress	50%	55%	48%	53%	43%	67%	52%	59%	51%	50%	58%	43%	52%	58%	83%	60%	16%	59%	18%	46%	45%	49%	35%	54%	64%	58%	84%	21%	42%	44%	53%	58%
DOGE - the Department of Government Efficiency	52%	44%	50%	53%	43%	46%	47%	41%	45%	61%	46%	58%	50%	41%	16%	53%	80%	46%	51%	57%	40%	49%	50%	51%	41%	45%	15%	81%	47%	42%	48%	51%

CYGNAL

Image: Donald Trump

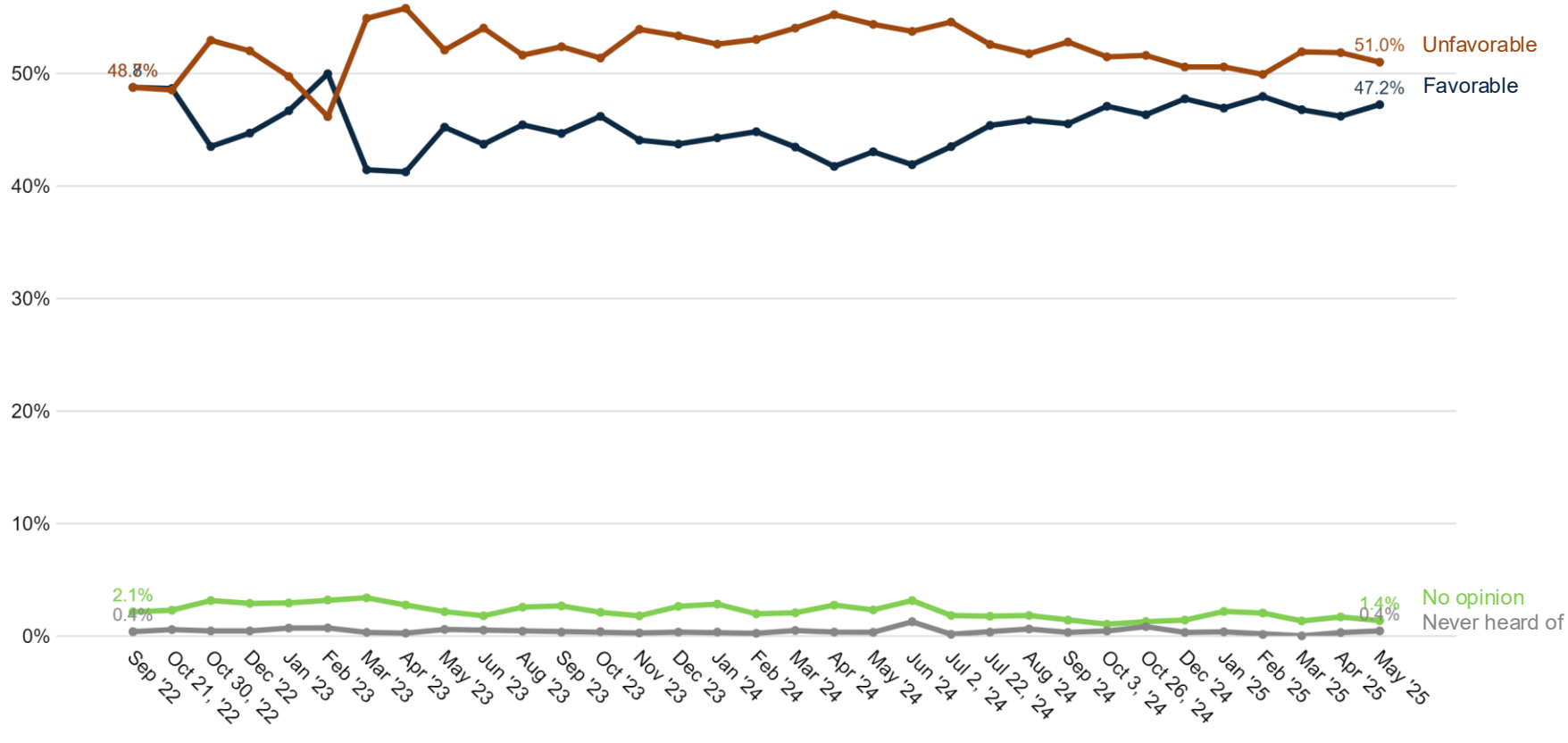


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	53%	39%	45%	53%	53%	52%	54%	46%	36%	51%	34%	45%	58%	89%	36%	9%	52%	26%	38%	52%	49%	43%	43%	59%	47%	90%	7%	35%	52%	44%	48%
Unfavorable Total	56%	45%	58%	54%	44%	46%	47%	44%	51%	63%	49%	63%	53%	41%	10%	61%	89%	47%	69%	58%	45%	49%	56%	55%	40%	48%	9%	92%	62%	46%	51%	52%
Very favorable	28%	39%	23%	34%	37%	42%	39%	39%	32%	23%	34%	23%	30%	45%	69%	20%	4%	38%	16%	24%	36%	39%	27%	32%	42%	18%	68%	3%	22%	32%	33%	36%
Somewhat favorable	14%	14%	16%	11%	16%	12%	13%	14%	15%	12%	17%	11%	15%	13%	20%	17%	5%	14%	10%	14%	16%	10%	16%	11%	17%	29%	22%	4%	13%	20%	11%	12%
Somewhat unfavorable	7%	5%	10%	4%	6%	5%	6%	5%	7%	6%	6%	8%	6%	5%	4%	9%	7%	5%	11%	5%	8%	6%	8%	6%	5%	14%	5%	5%	19%	9%	6%	4%
Very unfavorable	49%	40%	48%	50%	38%	41%	41%	39%	44%	57%	43%	55%	46%	36%	6%	52%	83%	42%	57%	54%	37%	43%	48%	48%	35%	34%	3%	86%	43%	37%	45%	48%
No opinion	1%	1%	2%	1%	2%	0%	1%	2%	1%	1%	0%	2%	2%	1%	1%	2%	1%	1%	3%	4%	3%	1%	1%	2%	1%	4%	1%	1%	3%	2%	2%	0%
Never heard of	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%

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

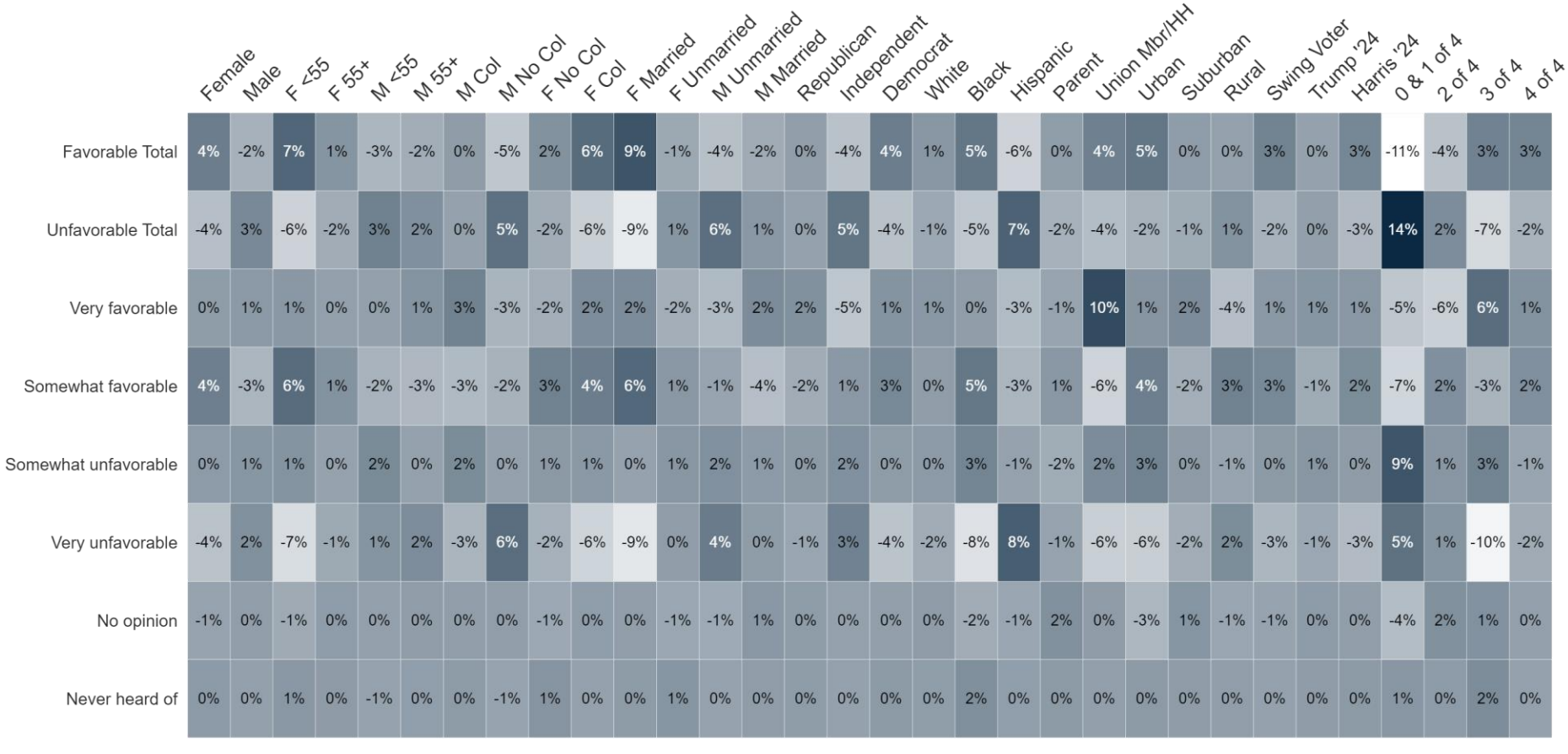
CYGNAL

Trend: Donald Trump Image



CYGNAL

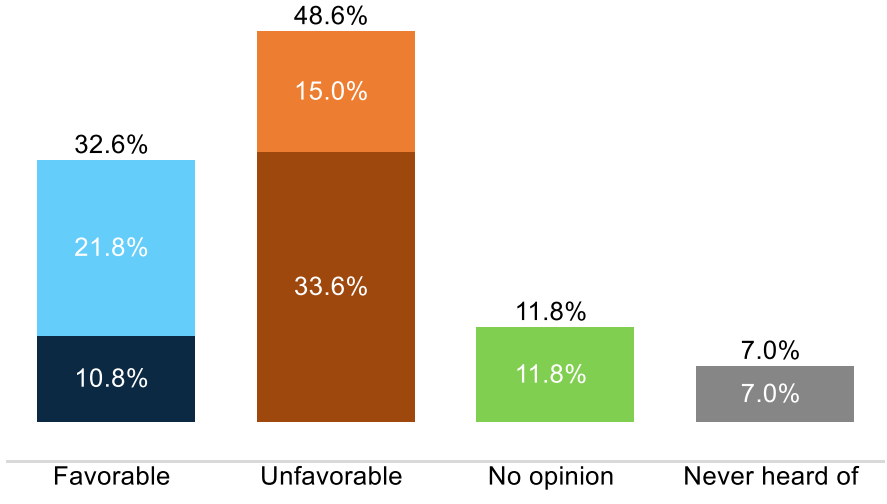
Percent Change: Donald Trump Image (Apr '25 to May '25)



	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	4%	-2%	7%	1%	-3%	-2%	0%	-5%	2%	6%	9%	-1%	-4%	-2%	0%	-4%	4%	1%	5%	-6%	0%	4%	5%	0%	0%	3%	0%	3%	-11%	-4%	3%	3%
Unfavorable Total	-4%	3%	-6%	-2%	3%	2%	0%	5%	-2%	-6%	-9%	1%	6%	1%	0%	5%	-4%	-1%	-5%	7%	-2%	-4%	-2%	-1%	1%	-2%	0%	-3%	14%	2%	-7%	-2%
Very favorable	0%	1%	1%	0%	0%	1%	3%	-3%	-2%	2%	2%	-2%	-3%	2%	2%	-5%	1%	1%	0%	-3%	-1%	10%	1%	2%	-4%	1%	1%	1%	-5%	-6%	6%	1%
Somewhat favorable	4%	-3%	6%	1%	-2%	-3%	-3%	-2%	3%	4%	6%	1%	-1%	-4%	-2%	1%	3%	0%	5%	-3%	1%	-6%	4%	-2%	3%	3%	-1%	2%	-7%	2%	-3%	2%
Somewhat unfavorable	0%	1%	1%	0%	2%	0%	2%	0%	1%	1%	0%	1%	2%	1%	0%	2%	0%	0%	3%	-1%	-2%	2%	3%	0%	-1%	0%	1%	0%	9%	1%	3%	-1%
Very unfavorable	-4%	2%	-7%	-1%	1%	2%	-3%	6%	-2%	-6%	-9%	0%	4%	0%	-1%	3%	-4%	-2%	-8%	8%	-1%	-6%	-6%	-2%	2%	-3%	-1%	-3%	5%	1%	-10%	-2%
No opinion	-1%	0%	-1%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	-1%	1%	0%	0%	0%	0%	-2%	-1%	2%	0%	-3%	1%	-1%	-1%	0%	0%	-4%	2%	1%	0%
Never heard of	0%	0%	1%	0%	-1%	0%	0%	-1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%

CYGNAL

Image: Chuck Schumer

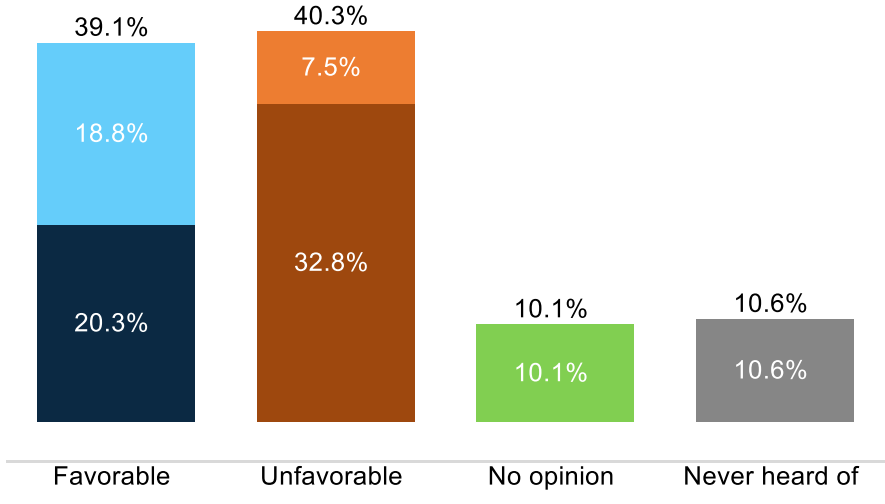


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	30%	35%	26%	34%	40%	30%	41%	29%	27%	37%	27%	34%	32%	37%	16%	24%	54%	31%	44%	30%	36%	38%	45%	31%	26%	26%	15%	52%	31%	34%	31%	32%
Unfavorable Total	44%	54%	37%	50%	44%	64%	53%	56%	42%	46%	49%	38%	53%	55%	68%	57%	24%	53%	27%	40%	38%	45%	35%	50%	57%	46%	69%	29%	29%	39%	46%	55%
Very favorable	11%	11%	9%	12%	13%	8%	13%	9%	11%	11%	9%	13%	12%	10%	7%	4%	19%	10%	22%	6%	13%	15%	16%	10%	8%	4%	6%	17%	10%	12%	8%	11%
Somewhat favorable	20%	24%	17%	22%	26%	22%	28%	21%	16%	25%	19%	21%	20%	27%	10%	20%	35%	22%	22%	23%	23%	23%	29%	21%	18%	22%	9%	35%	21%	22%	24%	22%
Somewhat unfavorable	14%	16%	16%	12%	17%	16%	20%	13%	11%	18%	14%	14%	16%	16%	12%	25%	14%	15%	14%	14%	17%	16%	14%	16%	13%	21%	13%	17%	11%	13%	16%	16%
Very unfavorable	30%	38%	21%	38%	27%	48%	33%	44%	31%	28%	35%	25%	37%	39%	56%	32%	10%	38%	13%	26%	21%	29%	21%	34%	44%	25%	57%	12%	18%	26%	31%	39%
No opinion	16%	7%	19%	12%	11%	4%	5%	9%	19%	11%	14%	18%	10%	6%	11%	11%	13%	10%	18%	16%	14%	11%	12%	12%	10%	16%	11%	12%	19%	17%	12%	9%
Never heard of	10%	3%	17%	3%	5%	2%	2%	5%	13%	6%	9%	11%	5%	2%	4%	8%	9%	5%	11%	14%	11%	6%	7%	7%	7%	11%	5%	7%	21%	10%	10%	3%

Do you have a favorable or unfavorable opinion of Chuck Schumer?

CYGNAL

Image: Alexandria Ocasio-Cortez (AOC)

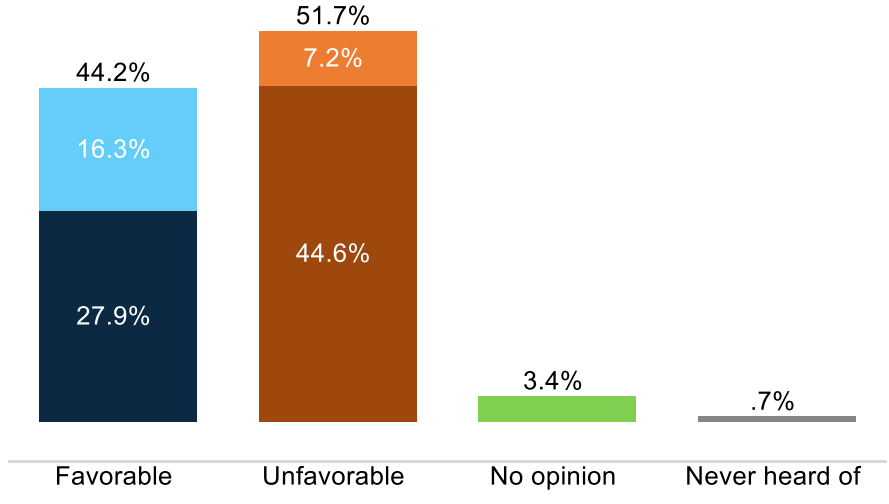


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	42%	40%	34%	53%	31%	47%	36%	29%	49%	34%	40%	43%	41%	16%	38%	64%	37%	47%	42%	44%	52%	54%	38%	30%	30%	14%	66%	32%	40%	35%	41%
Unfavorable Total	34%	47%	29%	39%	34%	60%	45%	50%	34%	35%	41%	27%	44%	50%	65%	43%	12%	44%	17%	39%	34%	33%	25%	43%	47%	40%	68%	13%	25%	33%	40%	45%
Very favorable	20%	21%	21%	19%	26%	16%	23%	19%	14%	29%	18%	22%	23%	20%	7%	15%	37%	19%	29%	21%	21%	27%	25%	21%	15%	9%	6%	36%	14%	16%	22%	23%
Somewhat favorable	17%	21%	19%	15%	27%	15%	25%	17%	14%	21%	15%	18%	21%	21%	9%	22%	27%	18%	18%	21%	23%	25%	29%	17%	14%	21%	8%	31%	17%	25%	13%	18%
Somewhat unfavorable	7%	8%	10%	4%	9%	7%	12%	4%	7%	7%	6%	7%	8%	8%	8%	11%	5%	7%	7%	10%	10%	5%	7%	8%	7%	12%	8%	7%	11%	7%	10%	7%
Very unfavorable	27%	39%	19%	35%	25%	52%	34%	45%	27%	28%	35%	20%	36%	41%	58%	32%	7%	37%	10%	28%	24%	28%	18%	35%	40%	27%	60%	7%	15%	26%	30%	38%
No opinion	14%	6%	14%	14%	6%	5%	6%	6%	17%	9%	12%	16%	6%	5%	9%	8%	13%	9%	18%	12%	11%	7%	13%	9%	10%	14%	8%	11%	15%	13%	12%	8%
Never heard of	15%	5%	18%	13%	6%	4%	2%	8%	20%	8%	13%	17%	7%	4%	10%	10%	11%	10%	18%	7%	11%	8%	8%	10%	14%	16%	10%	9%	28%	14%	13%	7%

Do you have a favorable or unfavorable opinion of Alexandria Ocasio-Cortez (AOC)?

CYGNAL

Image: Elon Musk

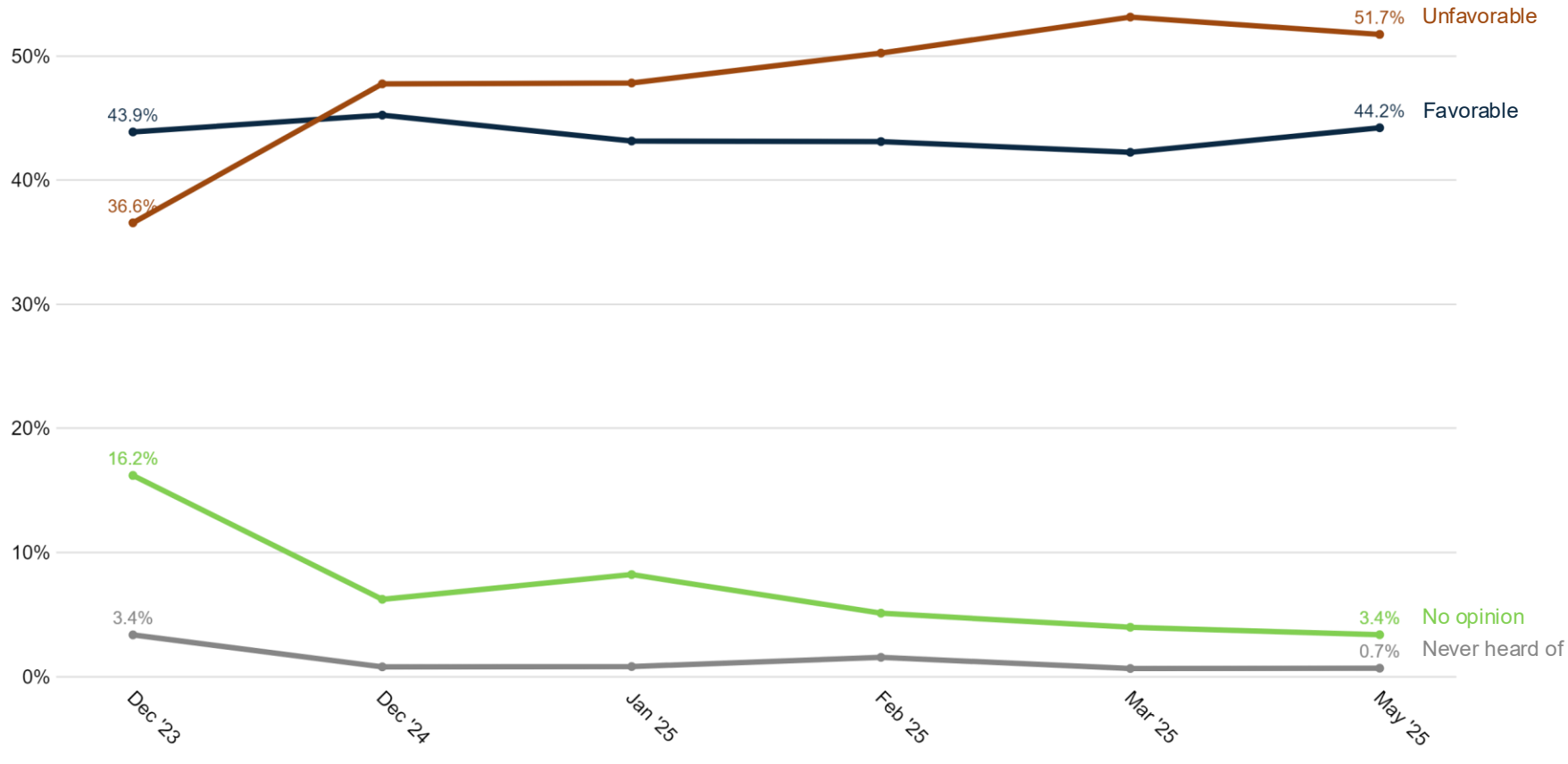


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	52%	33%	41%	51%	53%	52%	52%	41%	32%	44%	31%	43%	58%	82%	35%	9%	49%	22%	35%	49%	46%	43%	41%	51%	42%	83%	8%	35%	45%	41%	46%
Unfavorable Total	58%	45%	59%	56%	44%	46%	46%	44%	53%	65%	53%	62%	53%	40%	16%	59%	87%	49%	65%	57%	45%	49%	53%	55%	44%	49%	14%	88%	58%	47%	52%	53%
Very favorable	22%	34%	15%	29%	31%	38%	34%	35%	23%	22%	28%	17%	27%	39%	56%	17%	4%	32%	12%	15%	28%	29%	25%	26%	34%	16%	55%	3%	17%	26%	23%	31%
Somewhat favorable	15%	18%	18%	12%	20%	15%	19%	17%	19%	10%	16%	14%	15%	19%	27%	18%	5%	16%	10%	20%	21%	18%	18%	15%	17%	26%	27%	5%	18%	19%	18%	15%
Somewhat unfavorable	7%	7%	8%	7%	10%	4%	6%	9%	7%	8%	7%	7%	11%	5%	6%	8%	8%	7%	10%	7%	9%	6%	7%	8%	6%	15%	6%	7%	13%	11%	8%	5%
Very unfavorable	50%	38%	51%	50%	34%	42%	41%	35%	46%	57%	46%	55%	42%	35%	10%	51%	79%	42%	55%	50%	36%	43%	46%	47%	38%	34%	8%	81%	46%	36%	44%	48%
No opinion	4%	3%	6%	3%	4%	1%	1%	4%	5%	3%	2%	6%	3%	2%	2%	5%	3%	2%	10%	6%	5%	3%	4%	3%	3%	7%	3%	3%	5%	6%	5%	2%
Never heard of	1%	0%	2%	0%	1%	0%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	2%	2%	2%	1%	0%	1%	1%	2%	0%	1%	1%	2%	1%	0%

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

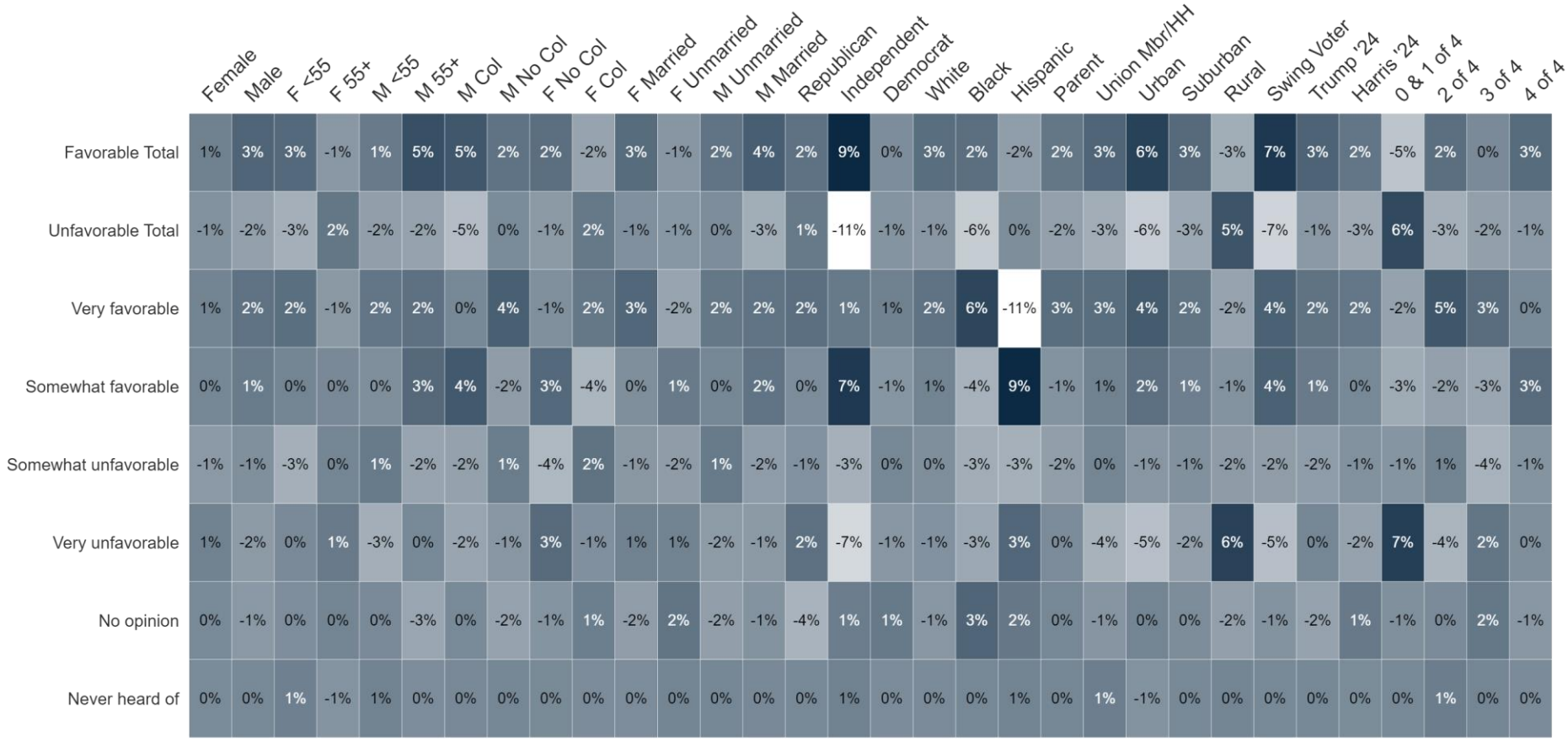
CYGNAL

Trend: Elon Musk Image



CYGNAL

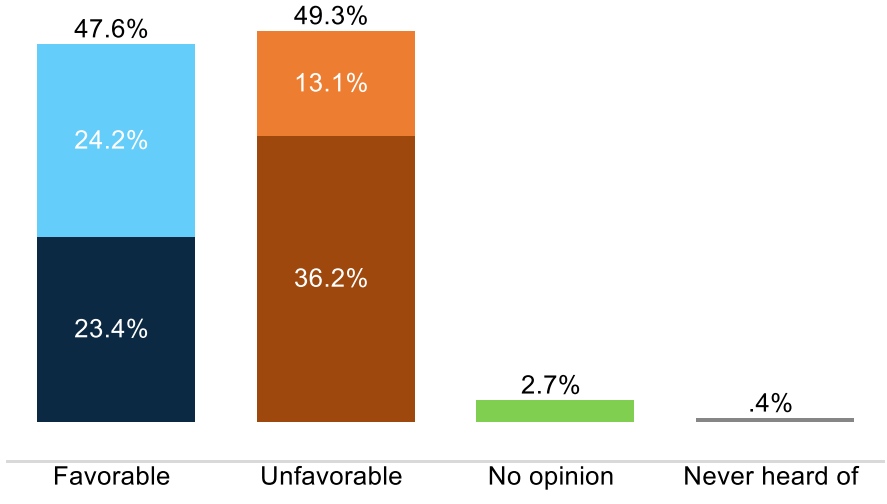
Percent Change: Elon Musk Image (Mar '25 to May '25)



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

CYGNAL

Image: Republicans in Congress

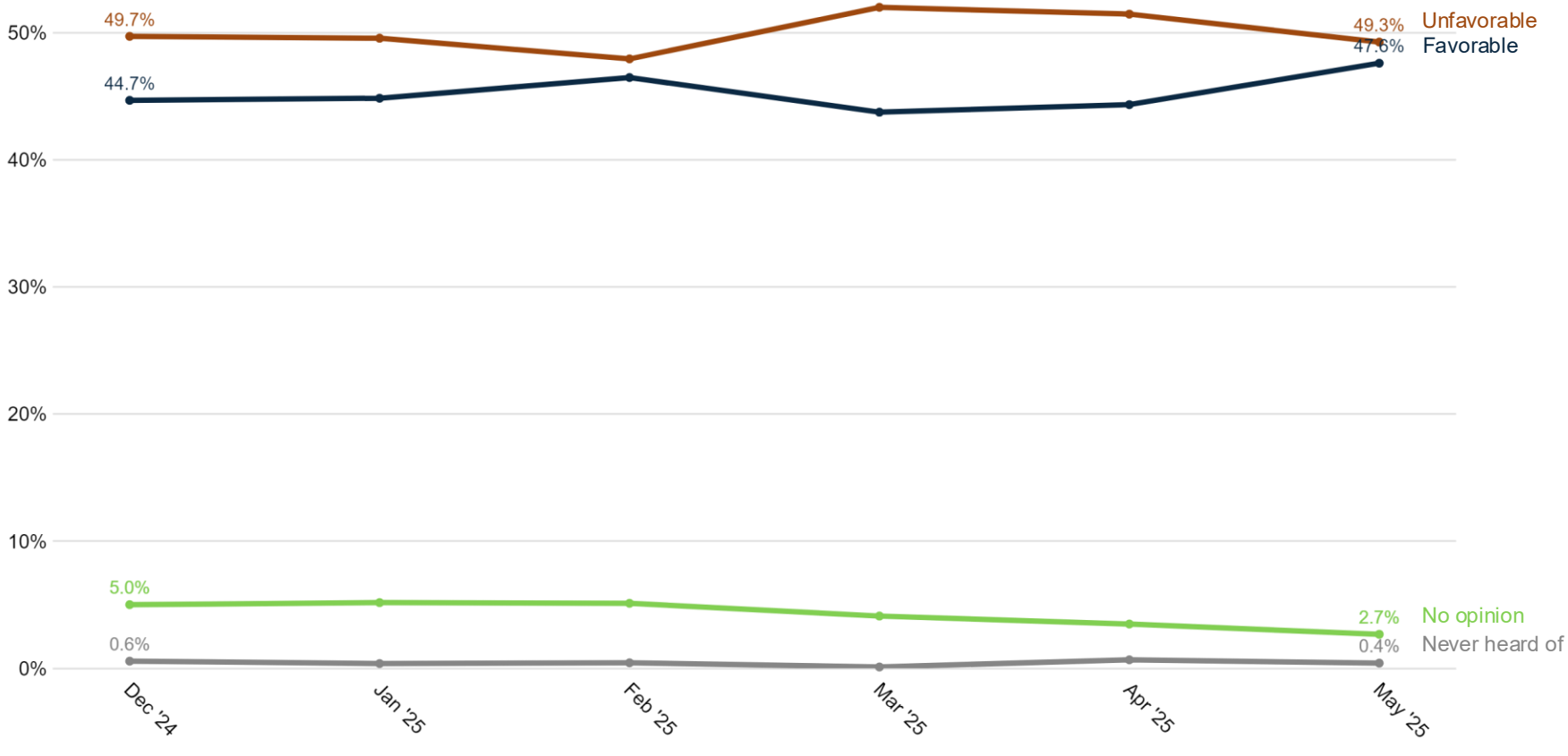


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	54%	40%	45%	54%	53%	52%	56%	48%	34%	48%	37%	49%	56%	88%	36%	11%	51%	32%	39%	52%	47%	44%	45%	56%	47%	86%	10%	44%	54%	45%	46%
Unfavorable Total	53%	45%	53%	53%	44%	46%	46%	44%	46%	64%	48%	58%	49%	42%	11%	58%	85%	47%	61%	54%	42%	50%	51%	53%	42%	47%	11%	87%	49%	42%	49%	52%
Very favorable	20%	27%	19%	21%	34%	20%	24%	29%	23%	16%	25%	16%	25%	28%	47%	13%	4%	25%	16%	20%	32%	26%	24%	20%	29%	13%	45%	4%	22%	27%	22%	23%
Somewhat favorable	22%	27%	21%	23%	20%	33%	27%	26%	25%	18%	23%	21%	24%	28%	41%	23%	8%	26%	16%	19%	21%	20%	21%	24%	27%	34%	42%	7%	22%	26%	24%	24%
Somewhat unfavorable	13%	14%	13%	13%	13%	14%	14%	14%	12%	14%	12%	13%	11%	15%	7%	19%	15%	12%	11%	20%	15%	14%	11%	13%	14%	26%	9%	14%	18%	16%	9%	12%
Very unfavorable	40%	31%	40%	40%	31%	31%	33%	30%	34%	50%	35%	45%	38%	27%	4%	39%	70%	34%	50%	33%	28%	36%	40%	39%	28%	21%	2%	72%	31%	26%	40%	40%
No opinion	4%	1%	6%	2%	2%	1%	2%	1%	5%	2%	4%	4%	1%	1%	1%	6%	3%	2%	6%	7%	5%	3%	4%	3%	2%	6%	2%	3%	6%	4%	4%	1%
Never heard of	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	2%	0%

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

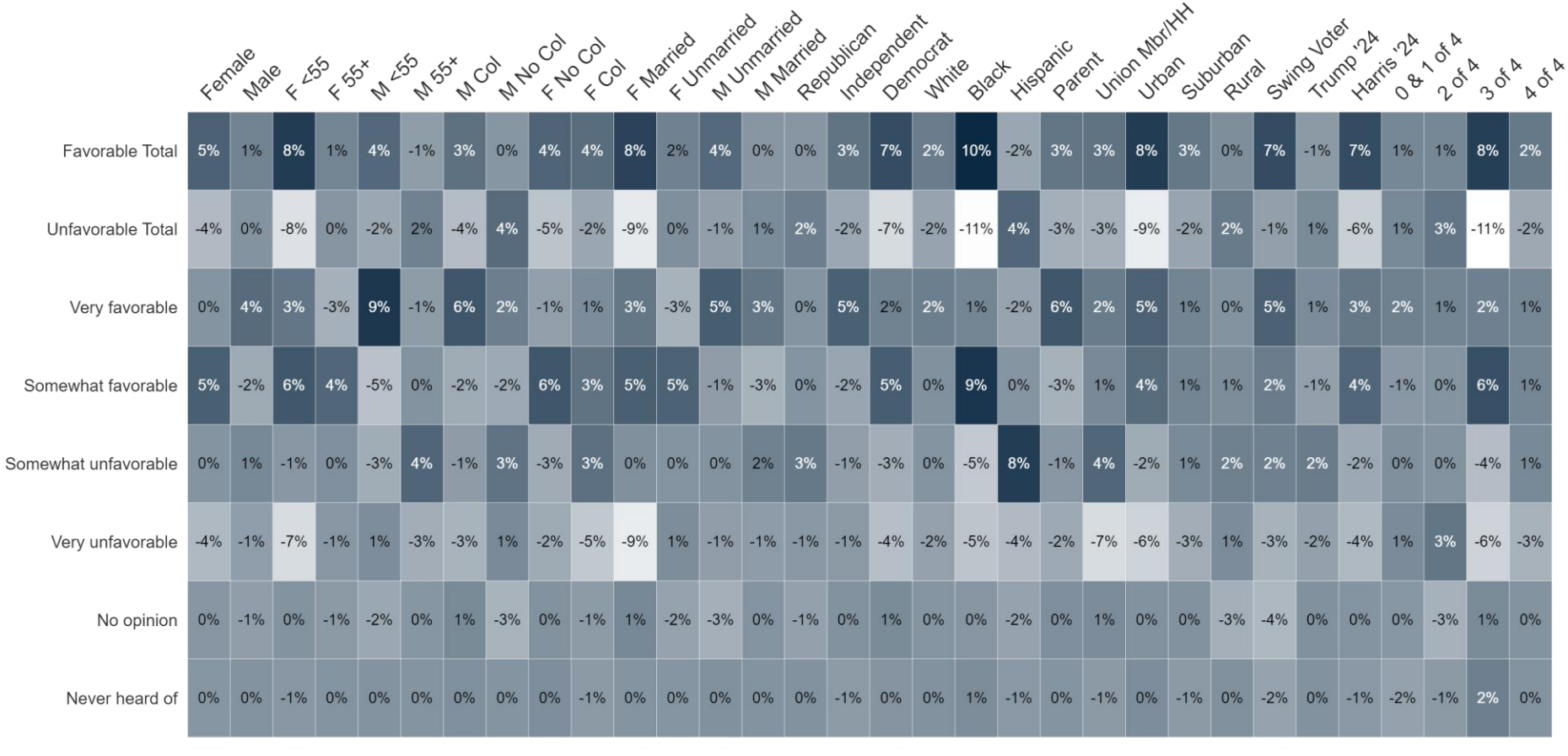
CYGNAL

Trend: Republicans in Congress Image



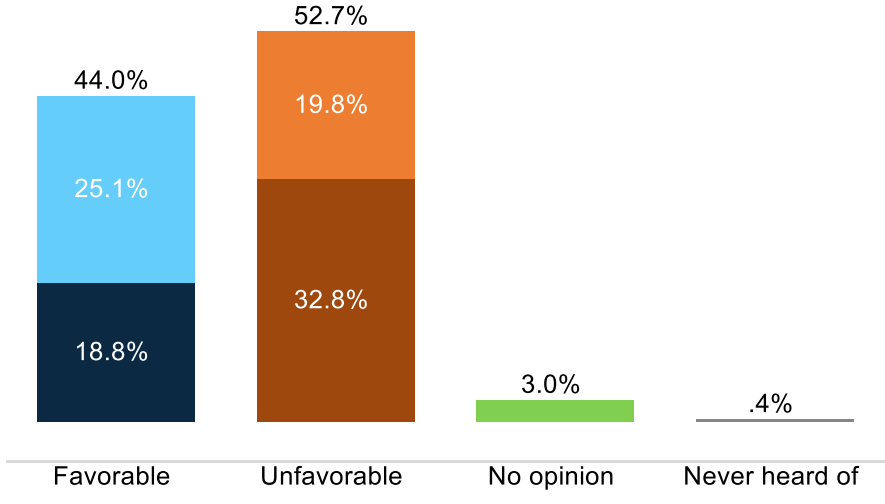
CYGNAL

Percent Change: Republicans in Congress Image (Apr '25 to May '25)



CYGNAL

Image: Democrats in Congress

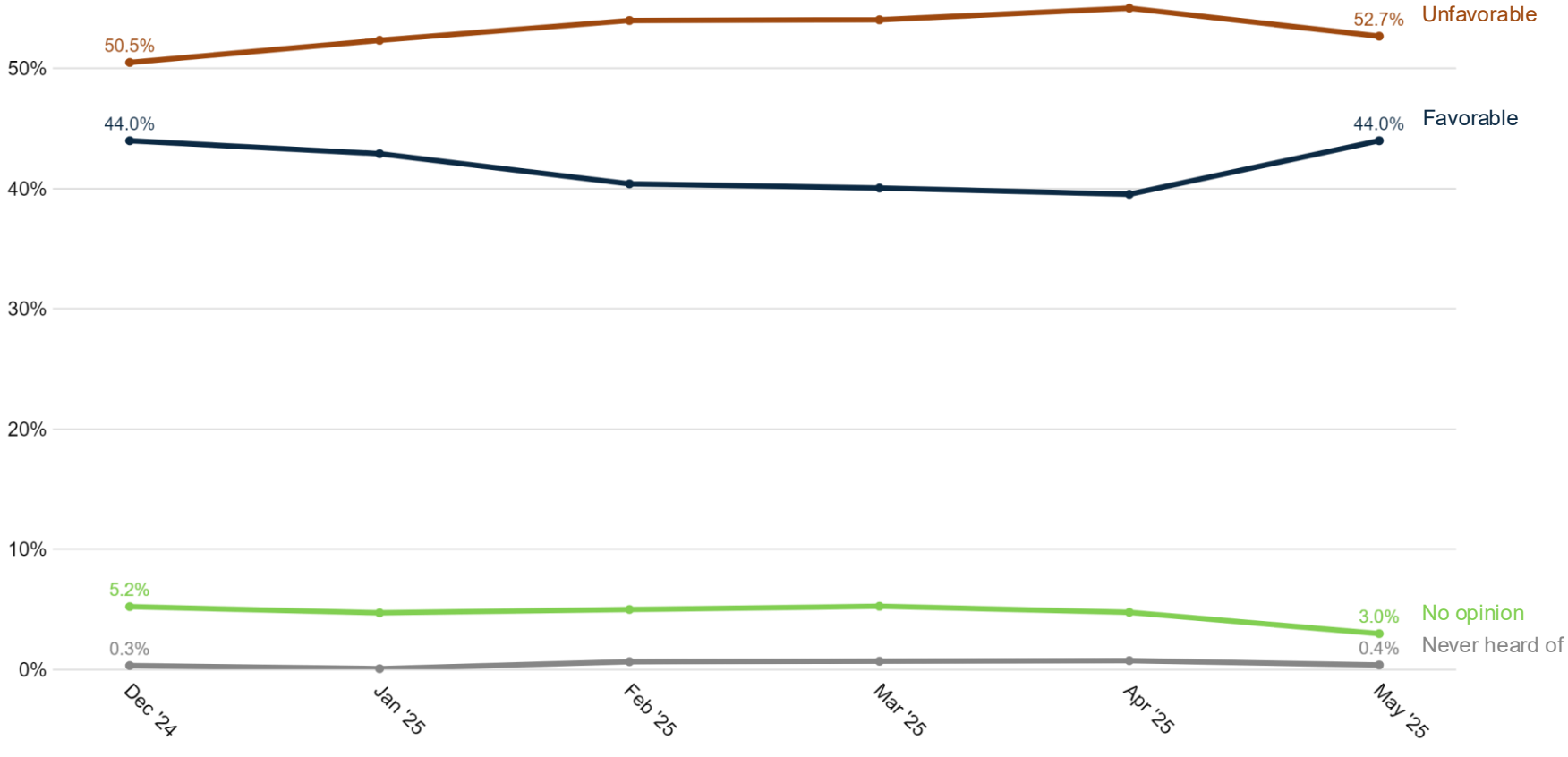


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	46%	42%	46%	45%	53%	31%	47%	37%	44%	48%	38%	53%	46%	40%	13%	35%	82%	39%	79%	47%	50%	48%	60%	43%	33%	34%	12%	77%	50%	51%	43%	41%
Unfavorable Total	50%	55%	48%	53%	43%	67%	52%	59%	51%	50%	58%	43%	52%	58%	83%	60%	16%	59%	18%	46%	45%	49%	35%	54%	64%	58%	84%	21%	42%	44%	53%	58%
Very favorable	19%	18%	18%	20%	25%	12%	18%	18%	22%	16%	14%	25%	20%	17%	5%	9%	39%	15%	46%	20%	26%	20%	28%	17%	15%	9%	5%	33%	21%	27%	21%	15%
Somewhat favorable	26%	24%	28%	24%	29%	19%	29%	19%	22%	32%	23%	29%	26%	23%	8%	26%	44%	24%	33%	27%	24%	29%	32%	26%	18%	25%	7%	44%	28%	24%	23%	26%
Somewhat unfavorable	21%	19%	26%	16%	18%	19%	19%	18%	20%	22%	20%	22%	19%	18%	17%	36%	14%	21%	11%	21%	19%	18%	19%	20%	20%	35%	18%	19%	26%	19%	23%	19%
Very unfavorable	29%	37%	22%	37%	25%	48%	32%	42%	30%	28%	38%	21%	32%	40%	66%	24%	2%	38%	7%	25%	26%	31%	17%	33%	44%	23%	66%	2%	17%	24%	30%	39%
No opinion	3%	2%	5%	2%	3%	2%	1%	3%	5%	2%	3%	4%	3%	2%	3%	5%	1%	3%	2%	5%	5%	2%	4%	3%	3%	7%	3%	2%	6%	5%	4%	1%
Never heard of	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%

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

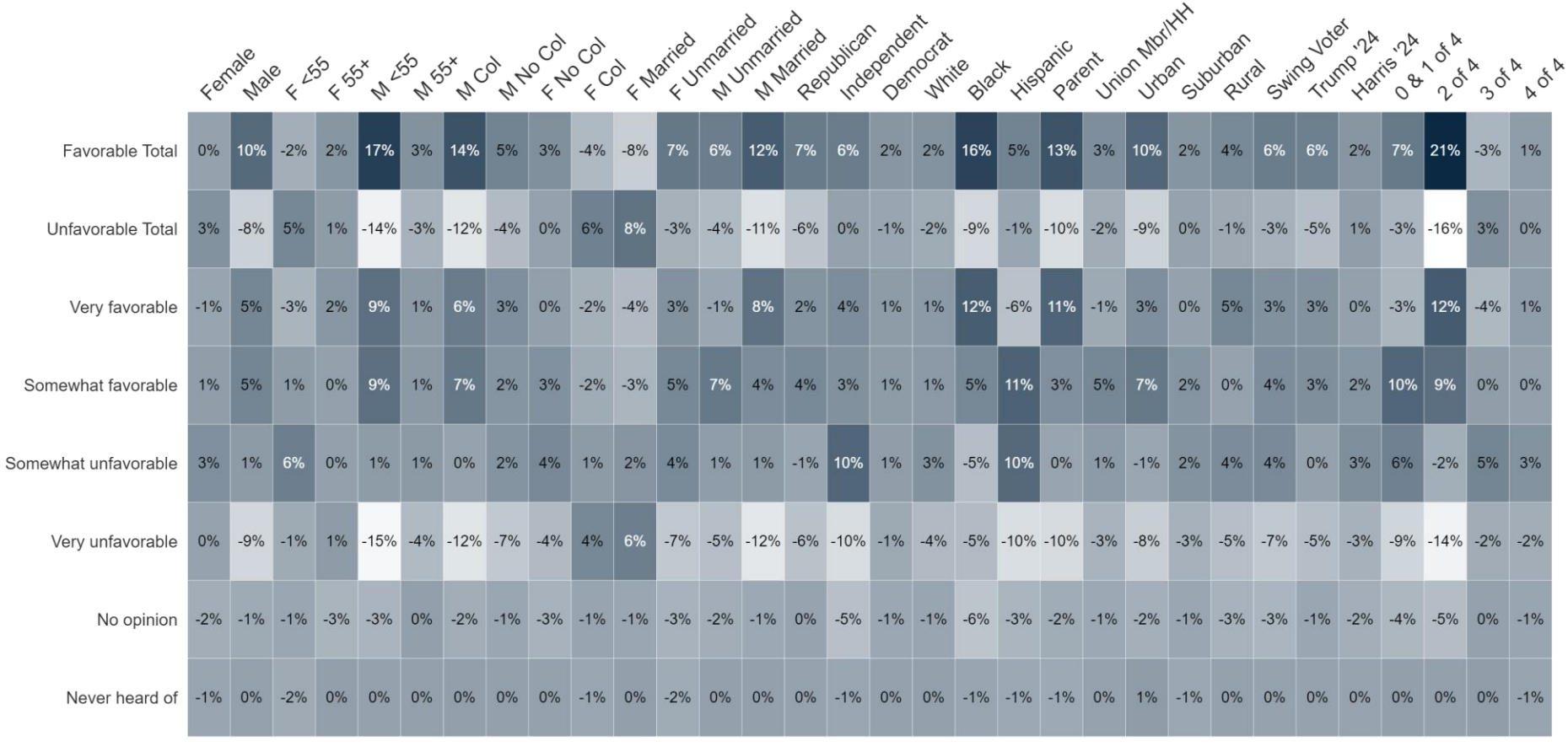
CYGNAL

Trend: Democrats in Congress Image



CYGNAL

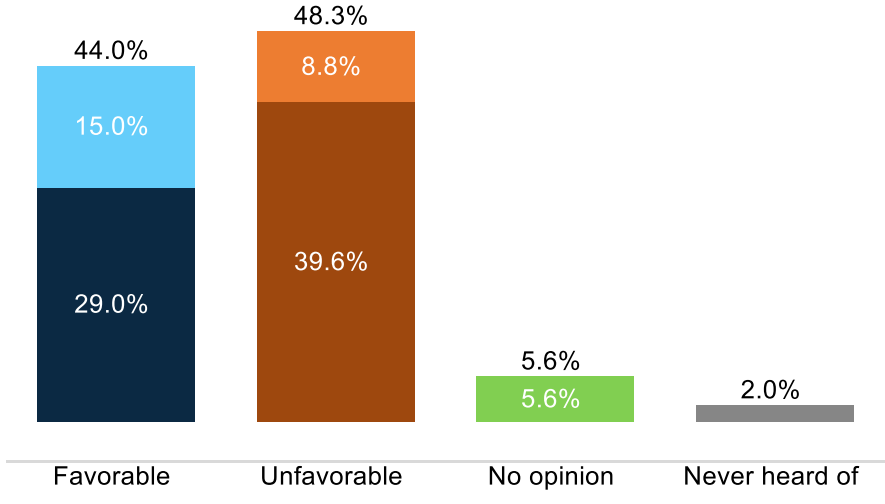
Percent Change: Democrats in Congress Image (Apr '25 to May '25)



	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	0%	10%	-2%	2%	17%	3%	14%	5%	3%	-4%	-8%	7%	6%	12%	7%	6%	2%	2%	16%	5%	13%	3%	10%	2%	4%	6%	6%	2%	7%	21%	-3%	1%
Unfavorable Total	3%	-8%	5%	1%	-14%	-3%	-12%	-4%	0%	6%	8%	-3%	-4%	-11%	-6%	0%	-1%	-2%	-9%	-1%	-10%	-2%	-9%	0%	-1%	-3%	-5%	1%	-3%	-16%	3%	0%
Very favorable	-1%	5%	-3%	2%	9%	1%	6%	3%	0%	-2%	-4%	3%	-1%	8%	2%	4%	1%	1%	12%	-6%	11%	-1%	3%	0%	5%	3%	3%	0%	-3%	12%	-4%	1%
Somewhat favorable	1%	5%	1%	0%	9%	1%	7%	2%	3%	-2%	-3%	5%	7%	4%	4%	3%	1%	1%	5%	11%	3%	5%	7%	2%	0%	4%	3%	2%	10%	9%	0%	0%
Somewhat unfavorable	3%	1%	6%	0%	1%	1%	0%	2%	4%	1%	2%	4%	1%	1%	-1%	10%	1%	3%	-5%	10%	0%	1%	-1%	2%	4%	4%	0%	3%	6%	-2%	5%	3%
Very unfavorable	0%	-9%	-1%	1%	-15%	-4%	-12%	-7%	-4%	4%	6%	-7%	-5%	-12%	-6%	-10%	-1%	-4%	-5%	-10%	-10%	-3%	-8%	-3%	-5%	-7%	-5%	-3%	-9%	-14%	-2%	-2%
No opinion	-2%	-1%	-1%	-3%	-3%	0%	-2%	-1%	-3%	-1%	-1%	-3%	-2%	-1%	0%	-5%	-1%	-1%	-6%	-3%	-2%	-1%	-2%	-1%	-3%	-3%	-1%	-2%	-4%	-5%	0%	-1%
Never heard of	-1%	0%	-2%	0%	0%	0%	0%	0%	0%	-1%	0%	-2%	0%	0%	0%	-1%	0%	0%	-1%	-1%	-1%	0%	1%	-1%	0%	0%	0%	0%	0%	0%	0%	-1%

CYGNAL

Image: DOGE – the Department of Government Efficiency

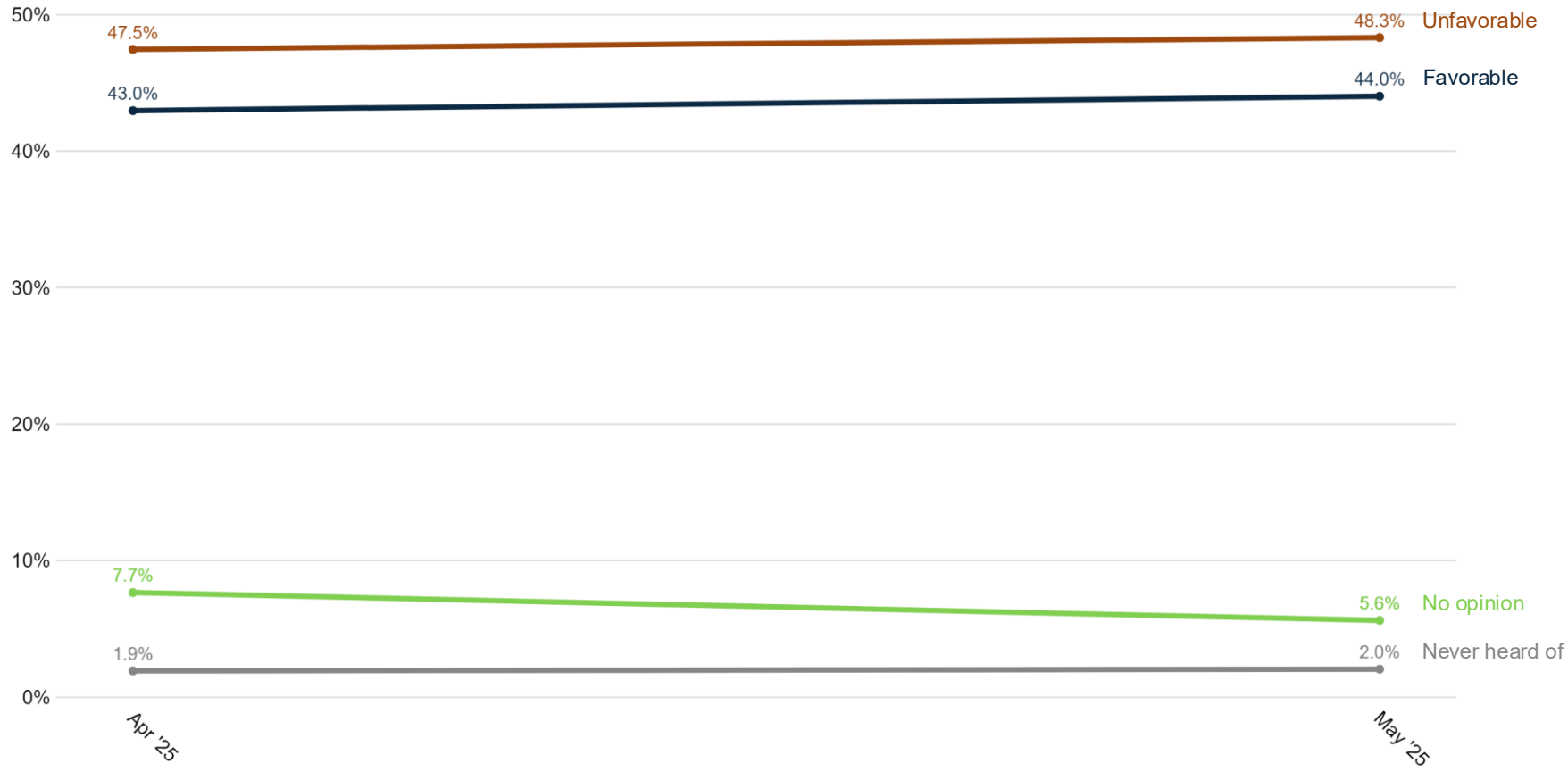


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	51%	33%	42%	49%	52%	50%	53%	40%	35%	47%	29%	45%	55%	78%	40%	11%	47%	30%	35%	48%	46%	42%	41%	51%	42%	78%	12%	30%	44%	44%	46%
Unfavorable Total	52%	44%	50%	53%	43%	46%	47%	41%	45%	61%	46%	58%	50%	41%	16%	53%	80%	46%	51%	57%	40%	49%	50%	51%	41%	45%	15%	81%	47%	42%	48%	51%
Very favorable	23%	36%	17%	28%	30%	42%	33%	40%	23%	22%	29%	17%	30%	40%	56%	23%	4%	32%	15%	22%	28%	29%	21%	29%	35%	17%	57%	4%	15%	25%	28%	33%
Somewhat favorable	15%	15%	16%	14%	19%	10%	16%	13%	17%	12%	18%	12%	15%	14%	22%	17%	7%	15%	15%	14%	20%	17%	20%	12%	17%	25%	22%	8%	16%	19%	16%	13%
Somewhat unfavorable	10%	8%	11%	8%	10%	5%	9%	6%	11%	8%	8%	12%	8%	7%	7%	9%	11%	8%	7%	18%	13%	10%	11%	8%	7%	16%	7%	9%	17%	12%	11%	6%
Very unfavorable	42%	37%	39%	45%	33%	41%	38%	35%	34%	54%	38%	46%	42%	34%	9%	44%	69%	39%	44%	39%	26%	39%	39%	43%	33%	29%	8%	72%	30%	30%	37%	45%
No opinion	7%	3%	12%	4%	5%	2%	2%	5%	10%	3%	6%	9%	4%	3%	4%	6%	7%	4%	15%	7%	9%	4%	7%	6%	5%	10%	4%	6%	16%	12%	7%	2%
Never heard of	3%	1%	5%	1%	2%	0%	1%	1%	4%	1%	1%	4%	1%	1%	2%	1%	2%	2%	4%	1%	3%	1%	1%	2%	3%	3%	2%	1%	7%	3%	2%	1%

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

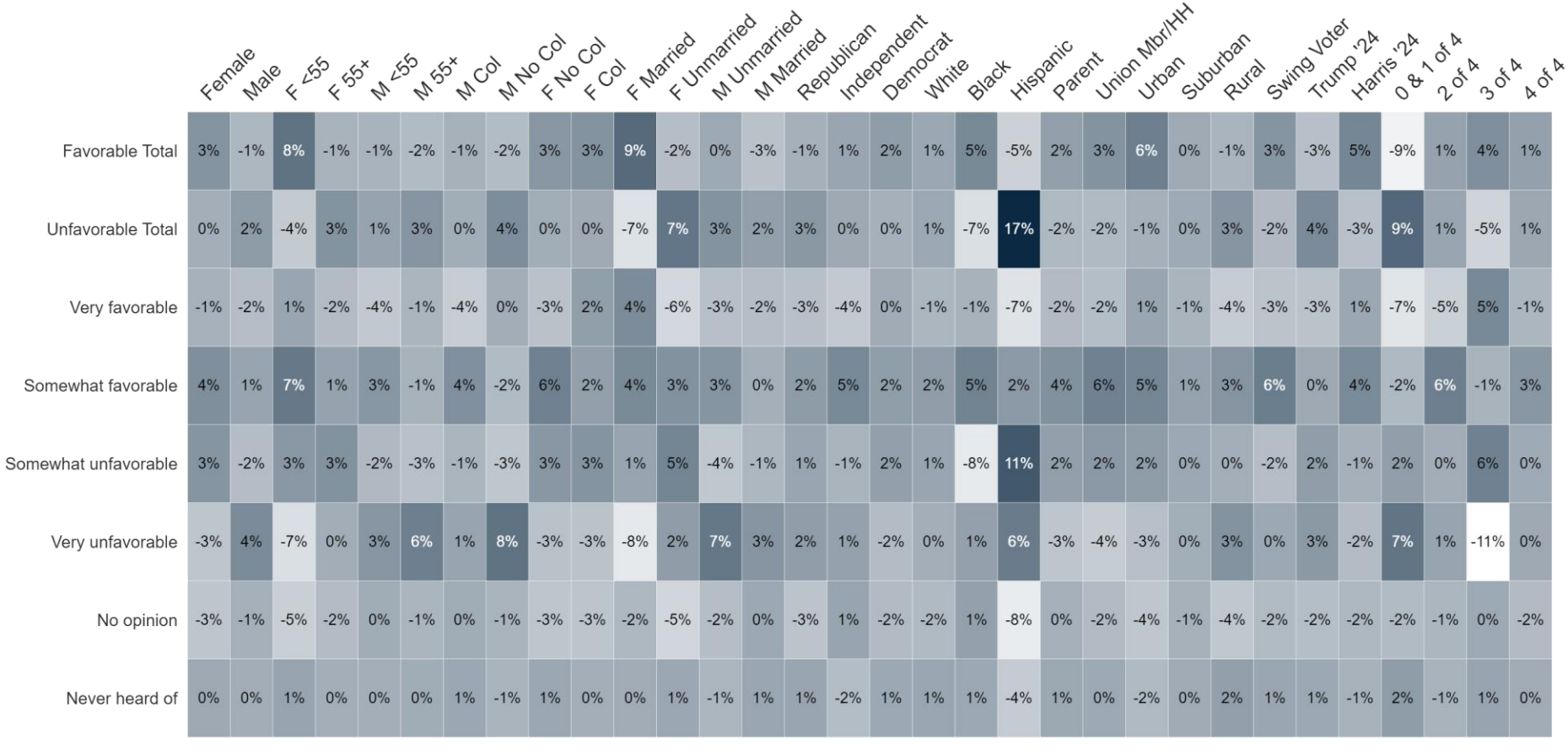
CYGNAL

Trend: DOGE – the Department of Government Efficiency Image



CYGNAL

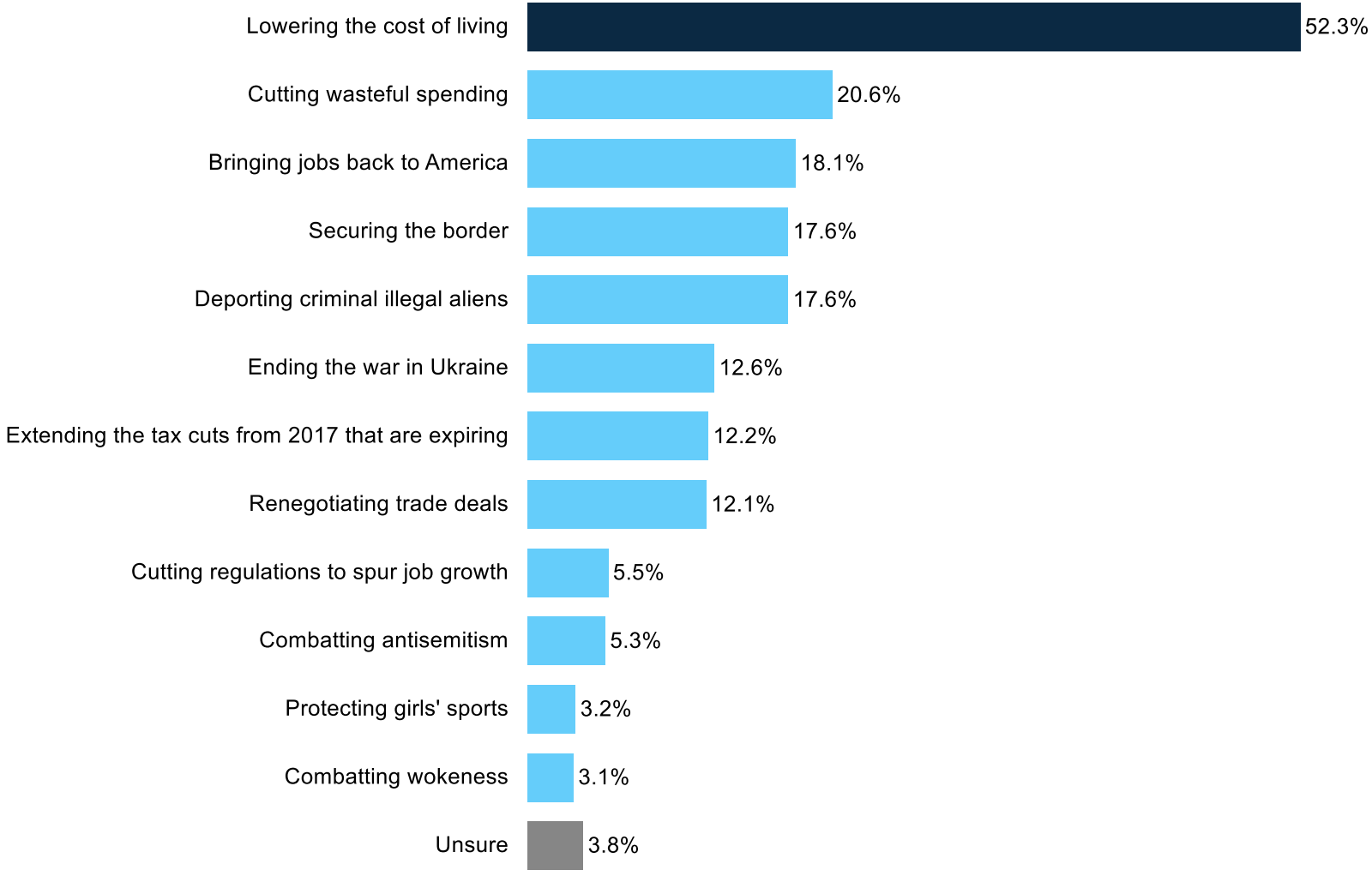
Percent Change: DOGE – the Department of Government Efficiency Image (Apr '25 to May '25)



	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	3%	-1%	8%	-1%	-1%	-2%	-1%	-2%	3%	3%	9%	-2%	0%	-3%	-1%	1%	2%	1%	5%	-5%	2%	3%	6%	0%	-1%	3%	-3%	5%	-9%	1%	4%	1%
Unfavorable Total	0%	2%	-4%	3%	1%	3%	0%	4%	0%	0%	-7%	7%	3%	2%	3%	0%	0%	1%	-7%	17%	-2%	-2%	-1%	0%	3%	-2%	4%	-3%	9%	1%	-5%	1%
Very favorable	-1%	-2%	1%	-2%	-4%	-1%	-4%	0%	-3%	2%	4%	-6%	-3%	-2%	-3%	-4%	0%	-1%	-1%	-7%	-2%	-2%	1%	-1%	-4%	-3%	-3%	1%	-7%	-5%	5%	-1%
Somewhat favorable	4%	1%	7%	1%	3%	-1%	4%	-2%	6%	2%	4%	3%	3%	0%	2%	5%	2%	2%	5%	2%	4%	6%	5%	1%	3%	6%	0%	4%	-2%	6%	-1%	3%
Somewhat unfavorable	3%	-2%	3%	3%	-2%	-3%	-1%	-3%	3%	3%	1%	5%	-4%	-1%	1%	-1%	2%	1%	-8%	11%	2%	2%	2%	0%	0%	-2%	2%	-1%	2%	0%	6%	0%
Very unfavorable	-3%	4%	-7%	0%	3%	6%	1%	8%	-3%	-3%	-8%	2%	7%	3%	2%	1%	-2%	0%	1%	6%	-3%	-4%	-3%	0%	3%	0%	3%	-2%	7%	1%	-11%	0%
No opinion	-3%	-1%	-5%	-2%	0%	-1%	0%	-1%	-3%	-3%	-2%	-5%	-2%	0%	-3%	1%	-2%	-2%	1%	-8%	0%	-2%	-4%	-1%	-4%	-2%	-2%	-2%	-2%	-1%	0%	-2%
Never heard of	0%	0%	1%	0%	0%	0%	1%	-1%	1%	0%	0%	1%	-1%	1%	1%	-2%	1%	1%	1%	-4%	1%	0%	-2%	0%	2%	1%	1%	-1%	2%	-1%	1%	0%

CYGNAL

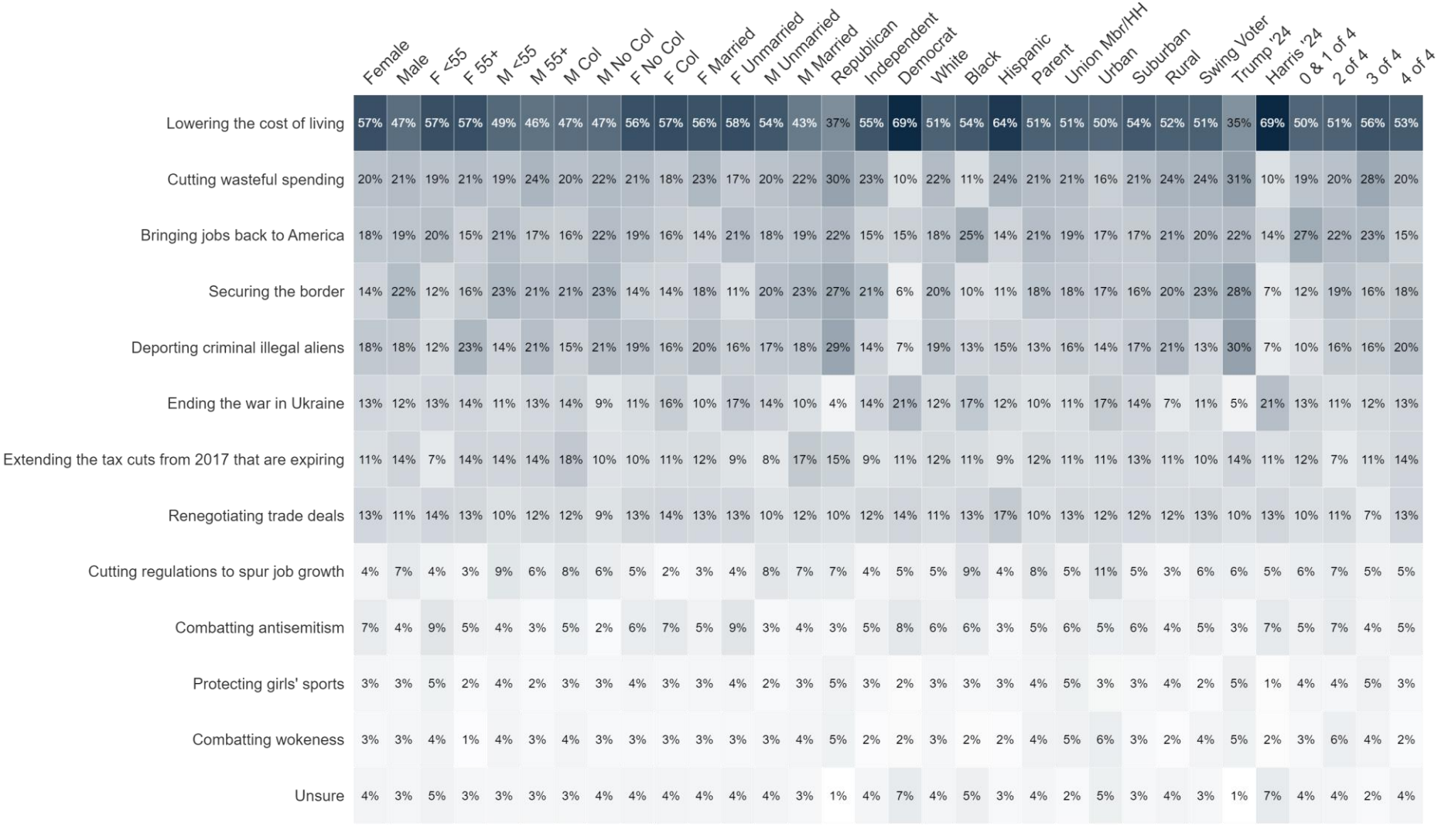
Preferred Trump Top Priority



Which of the following two issues do you believe should be Donald Trump's utmost priorities as President? Choose up to two.

CYGNAL

Preferred Trump Top Priority

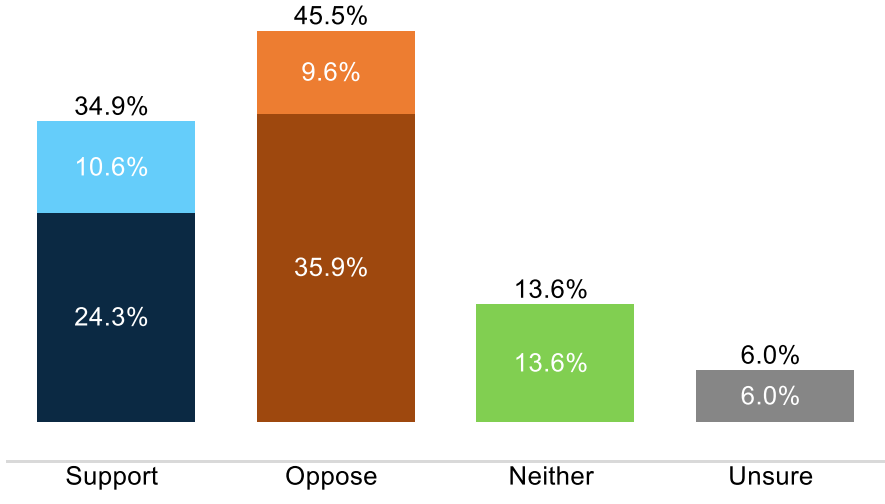


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Lowering the cost of living	57%	47%	57%	57%	49%	46%	47%	47%	56%	57%	56%	58%	54%	43%	37%	55%	69%	51%	54%	64%	51%	51%	50%	54%	52%	51%	35%	69%	50%	51%	56%	53%
Cutting wasteful spending	20%	21%	19%	21%	19%	24%	20%	22%	21%	18%	23%	17%	20%	22%	30%	23%	10%	22%	11%	24%	21%	21%	16%	21%	24%	24%	31%	10%	19%	20%	28%	20%
Bringing jobs back to America	18%	19%	20%	15%	21%	17%	16%	22%	19%	16%	14%	21%	18%	19%	22%	15%	15%	18%	25%	14%	21%	19%	17%	17%	21%	20%	22%	14%	27%	22%	23%	15%
Securing the border	14%	22%	12%	16%	23%	21%	21%	23%	14%	14%	18%	11%	20%	23%	27%	21%	6%	20%	10%	11%	18%	18%	17%	16%	20%	23%	28%	7%	12%	19%	16%	18%
Deporting criminal illegal aliens	18%	18%	12%	23%	14%	21%	15%	21%	19%	16%	20%	16%	17%	18%	29%	14%	7%	19%	13%	15%	13%	16%	14%	17%	21%	13%	30%	7%	10%	16%	16%	20%
Ending the war in Ukraine	13%	12%	13%	14%	11%	13%	14%	9%	11%	16%	10%	17%	14%	10%	4%	14%	21%	12%	17%	12%	10%	11%	17%	14%	7%	11%	5%	21%	13%	11%	12%	13%
Extending the tax cuts from 2017 that are expiring	11%	14%	7%	14%	14%	14%	18%	10%	10%	11%	12%	9%	8%	17%	15%	9%	11%	12%	11%	9%	12%	11%	11%	13%	11%	10%	14%	11%	12%	7%	11%	14%
Renegotiating trade deals	13%	11%	14%	13%	10%	12%	12%	9%	13%	14%	13%	13%	10%	12%	10%	12%	14%	11%	13%	17%	10%	13%	12%	12%	12%	13%	10%	13%	10%	11%	7%	13%
Cutting regulations to spur job growth	4%	7%	4%	3%	9%	6%	8%	6%	5%	2%	3%	4%	8%	7%	7%	4%	5%	5%	9%	4%	8%	5%	11%	5%	3%	6%	6%	5%	6%	7%	5%	5%
Combatting antisemitism	7%	4%	9%	5%	4%	3%	5%	2%	6%	7%	5%	9%	3%	4%	3%	5%	8%	6%	6%	3%	5%	6%	5%	6%	4%	5%	3%	7%	5%	7%	4%	5%
Protecting girls' sports	3%	3%	5%	2%	4%	2%	3%	3%	4%	3%	3%	4%	2%	3%	5%	3%	2%	3%	3%	3%	4%	5%	3%	3%	4%	2%	5%	1%	4%	4%	5%	3%
Combatting wokeness	3%	3%	4%	1%	4%	3%	4%	3%	3%	3%	3%	3%	3%	4%	5%	2%	2%	3%	2%	2%	4%	5%	6%	3%	2%	4%	5%	2%	3%	6%	4%	2%
Unsure	4%	3%	5%	3%	3%	3%	3%	4%	4%	4%	4%	4%	4%	3%	1%	4%	7%	4%	5%	3%	4%	2%	5%	3%	4%	3%	1%	7%	4%	4%	2%	4%

Which of the following two issues do you believe should be Donald Trump's utmost priorities as President? Choose up to two.

CYGNAL

NPR/PBS Funding Cuts

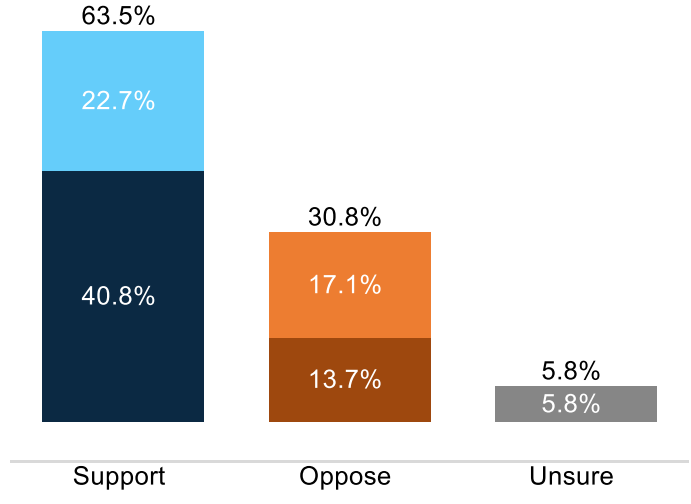


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Support Total	27%	44%	24%	31%	43%	44%	46%	41%	28%	27%	34%	21%	37%	47%	63%	26%	10%	39%	19%	27%	39%	38%	37%	31%	40%	26%	63%	9%	19%	29%	32%	40%
Oppose Total	49%	42%	47%	50%	39%	45%	43%	41%	41%	59%	45%	52%	45%	40%	16%	53%	73%	44%	49%	49%	39%	42%	49%	49%	36%	41%	15%	76%	35%	40%	45%	49%
Strongly support	17%	33%	13%	21%	32%	34%	36%	30%	17%	17%	19%	15%	27%	37%	46%	15%	7%	28%	13%	14%	27%	26%	26%	21%	29%	10%	45%	6%	10%	19%	18%	29%
Somewhat support	11%	11%	11%	10%	11%	10%	10%	11%	11%	10%	15%	6%	10%	11%	17%	12%	4%	11%	7%	12%	13%	12%	11%	10%	11%	16%	18%	3%	9%	10%	14%	11%
Neither support nor oppose	16%	11%	19%	13%	14%	8%	9%	13%	20%	10%	13%	18%	13%	10%	14%	17%	10%	12%	22%	16%	15%	17%	10%	14%	15%	24%	16%	10%	28%	24%	13%	8%
Somewhat oppose	10%	9%	9%	11%	9%	9%	8%	10%	10%	10%	10%	11%	6%	10%	8%	13%	9%	9%	10%	10%	11%	8%	13%	9%	8%	18%	9%	9%	8%	14%	8%	8%
Strongly oppose	38%	33%	38%	39%	30%	36%	35%	30%	31%	50%	35%	42%	39%	30%	8%	40%	64%	35%	39%	39%	28%	34%	37%	40%	27%	23%	6%	67%	28%	26%	38%	41%
Unsure	8%	3%	10%	7%	3%	3%	2%	5%	11%	4%	8%	9%	5%	2%	7%	4%	6%	5%	10%	8%	6%	4%	4%	5%	9%	9%	6%	5%	18%	7%	10%	3%

Do you support or oppose cutting federal government funding to NPR and PBS?

CYGNAL

Deportation Opinion

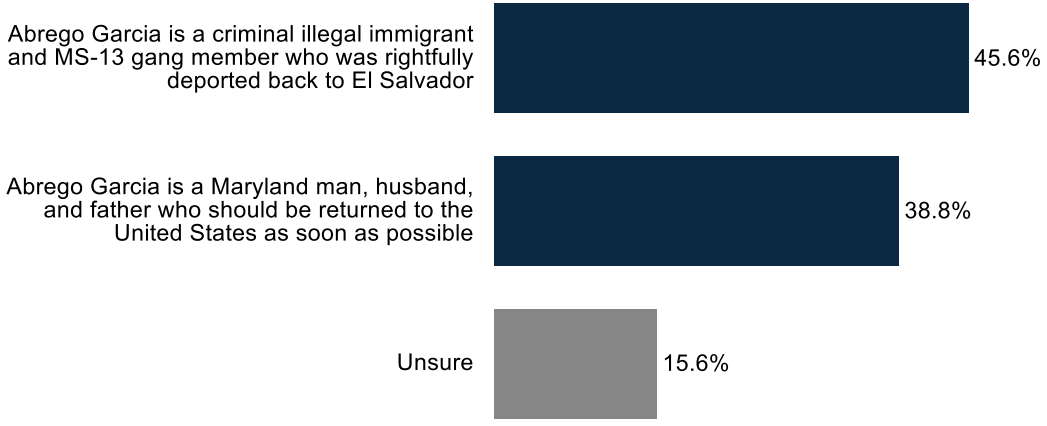


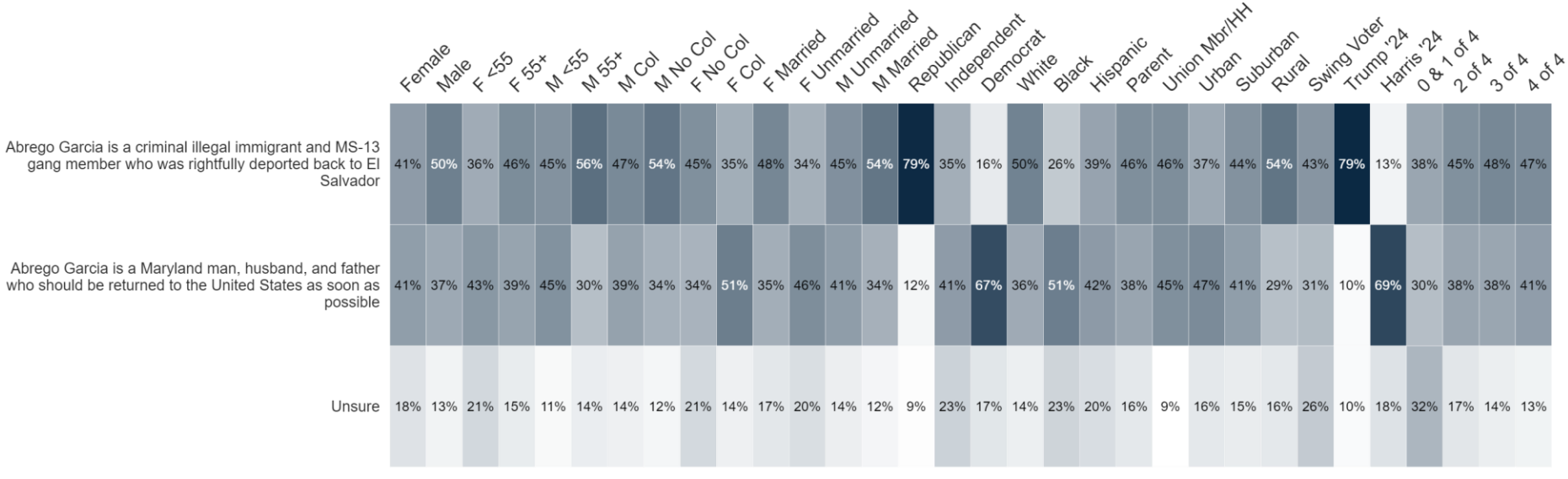
	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Support Total	57%	71%	50%	64%	66%	75%	69%	73%	62%	50%	61%	54%	64%	75%	90%	61%	37%	68%	50%	43%	63%	62%	59%	61%	71%	66%	91%	37%	48%	68%	67%	64%
Oppose Total	36%	25%	42%	29%	30%	21%	26%	24%	30%	45%	33%	38%	31%	22%	8%	31%	55%	27%	38%	52%	32%	34%	34%	33%	23%	25%	7%	55%	38%	28%	27%	31%
Strongly support	36%	47%	27%	43%	41%	52%	46%	48%	39%	30%	42%	30%	39%	51%	71%	32%	12%	45%	25%	22%	39%	40%	35%	39%	49%	30%	72%	11%	22%	35%	44%	45%
Somewhat support	21%	24%	23%	20%	25%	23%	23%	25%	23%	20%	19%	24%	26%	23%	18%	29%	24%	23%	25%	21%	23%	22%	24%	23%	22%	36%	19%	25%	27%	32%	24%	19%
Somewhat oppose	18%	16%	21%	16%	17%	15%	18%	14%	15%	23%	17%	19%	18%	14%	5%	18%	30%	15%	19%	32%	18%	18%	18%	19%	12%	15%	4%	30%	20%	16%	16%	17%
Strongly oppose	17%	9%	22%	14%	13%	6%	9%	10%	14%	22%	16%	19%	13%	7%	3%	13%	25%	12%	19%	20%	14%	16%	15%	14%	11%	10%	3%	25%	18%	12%	11%	14%
Unsure	7%	4%	7%	7%	4%	4%	5%	3%	9%	5%	6%	8%	5%	3%	2%	8%	8%	5%	12%	5%	5%	4%	8%	5%	6%	9%	2%	9%	14%	5%	6%	5%

Do you support or oppose deporting those illegally in the United States back to their country of origin?

CYGNAL

Abrego Garcia Opinion

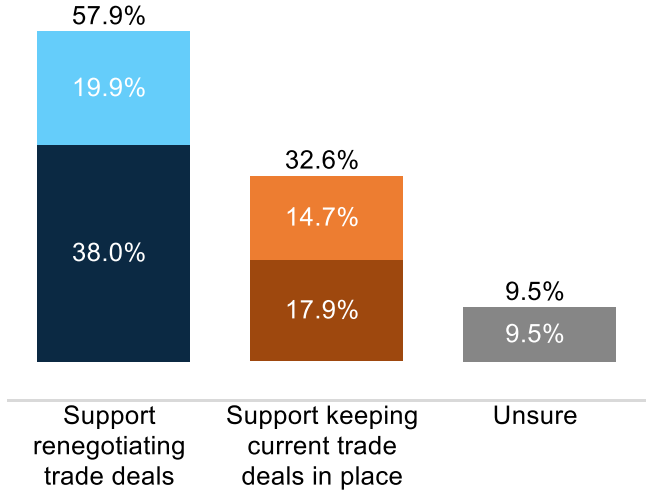




The Trump Administration recently deported an El Salvadoran national named Kilmar Abrego Garcia back to his country of origin, El Salvador. Authorities say Abrego Garcia entered the United States illegally, is a member of the gang MS-13, and has had a restraining order sought by his wife following accusations of domestic abuse. Others, including the media describe Abrego Garcia as a Maryland man, husband, and father. Which comes closest to your personal opinion of Kilmar Abrego Garcia?

CYGNAL

Trade Deal Preference

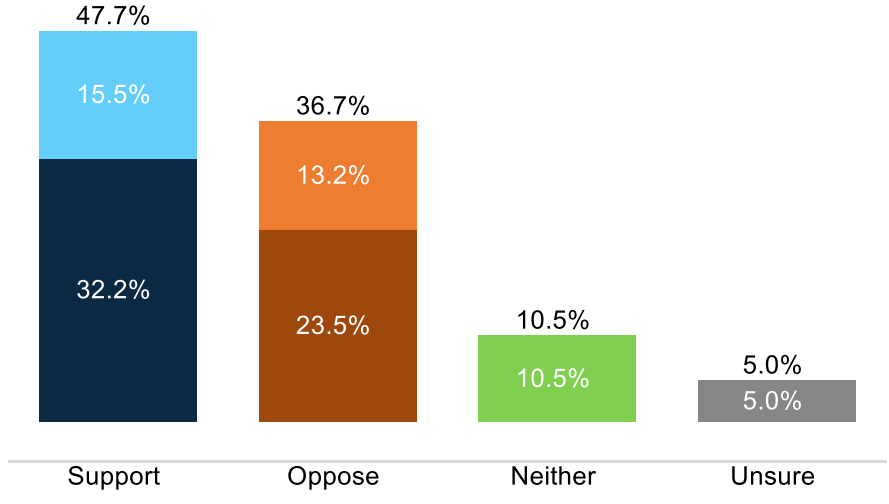


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Support renegotiating trade deals	56%	61%	51%	60%	53%	68%	60%	61%	59%	50%	59%	53%	55%	64%	76%	57%	38%	60%	46%	55%	53%	55%	50%	57%	66%	63%	77%	38%	56%	57%	51%	60%
Support keeping current trade deals in place	31%	34%	32%	30%	43%	26%	36%	32%	27%	37%	29%	33%	38%	32%	18%	33%	47%	32%	40%	30%	38%	36%	42%	32%	27%	26%	18%	48%	29%	33%	36%	32%
Definitely support renegotiating trade deals	35%	42%	30%	38%	31%	52%	39%	45%	36%	32%	40%	30%	33%	47%	58%	31%	19%	40%	27%	32%	36%	35%	29%	37%	46%	29%	59%	19%	27%	32%	30%	43%
Somewhat support renegotiating trade deals	21%	19%	21%	21%	22%	16%	21%	16%	23%	18%	19%	23%	23%	16%	18%	26%	19%	20%	18%	23%	17%	20%	21%	20%	19%	34%	18%	19%	29%	25%	21%	17%
Somewhat support keeping current trade deals in place	14%	15%	17%	12%	20%	11%	15%	14%	14%	16%	15%	14%	20%	12%	9%	19%	19%	15%	21%	9%	20%	18%	18%	16%	11%	18%	9%	20%	14%	20%	16%	13%
Definitely support keeping current trade deals in place	16%	19%	15%	18%	23%	16%	21%	18%	13%	21%	14%	19%	18%	20%	10%	15%	28%	17%	19%	21%	19%	18%	24%	16%	16%	8%	9%	28%	15%	14%	20%	19%
Unsure	13%	5%	17%	10%	4%	6%	4%	7%	14%	13%	12%	15%	7%	4%	5%	9%	14%	8%	14%	15%	8%	9%	8%	11%	8%	11%	5%	14%	16%	9%	13%	8%

Do you support the United States renegotiating trade deals with foreign countries, or should most of our current trade deals stay in place?

CYGNAL

China Tariff

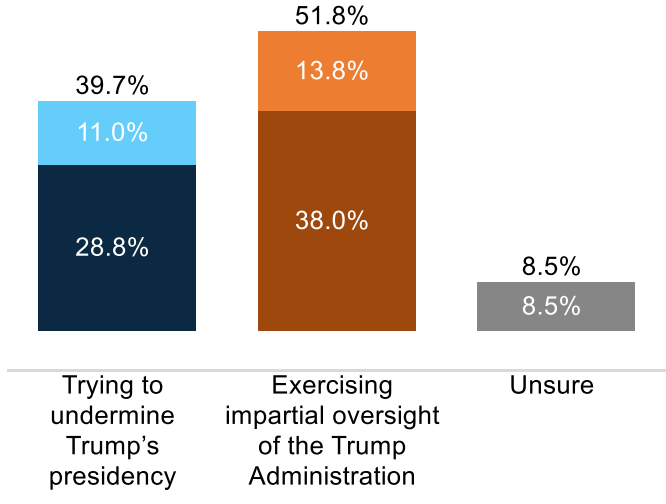


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Support Total	42%	54%	35%	49%	49%	59%	55%	53%	44%	39%	48%	36%	46%	59%	78%	41%	19%	51%	33%	38%	47%	51%	43%	45%	56%	46%	80%	16%	41%	43%	51%	50%
Oppose Total	40%	33%	43%	36%	36%	31%	34%	33%	35%	46%	36%	43%	40%	30%	11%	41%	62%	35%	44%	42%	34%	36%	39%	41%	28%	29%	9%	65%	35%	38%	30%	37%
Strongly support	26%	39%	19%	32%	32%	46%	39%	39%	27%	25%	31%	21%	31%	44%	60%	23%	7%	36%	18%	21%	32%	32%	27%	30%	40%	21%	60%	6%	20%	25%	28%	38%
Somewhat support	16%	15%	16%	16%	17%	13%	15%	14%	17%	15%	17%	15%	15%	15%	18%	18%	12%	15%	14%	17%	15%	18%	16%	15%	16%	25%	19%	10%	21%	18%	23%	12%
Neither support nor oppose	11%	10%	14%	8%	13%	8%	9%	12%	11%	10%	9%	12%	12%	9%	8%	13%	12%	9%	16%	13%	13%	11%	13%	10%	10%	17%	8%	12%	14%	14%	11%	9%
Somewhat oppose	14%	13%	14%	14%	13%	12%	14%	12%	13%	14%	13%	15%	17%	11%	6%	16%	20%	13%	15%	14%	13%	10%	16%	14%	10%	17%	5%	21%	15%	16%	13%	12%
Strongly oppose	26%	21%	29%	23%	23%	19%	20%	21%	22%	32%	23%	29%	23%	19%	5%	26%	42%	22%	28%	28%	21%	25%	22%	27%	18%	12%	4%	44%	20%	23%	17%	25%
Unsure	7%	2%	8%	7%	2%	2%	2%	2%	9%	4%	7%	8%	3%	2%	3%	4%	7%	4%	8%	7%	6%	3%	6%	4%	6%	8%	3%	6%	11%	4%	8%	4%

Do you support or oppose increasing tariffs on China to force better trading terms for the United States and its citizens?

CYGNAL

Judicial Injunctions

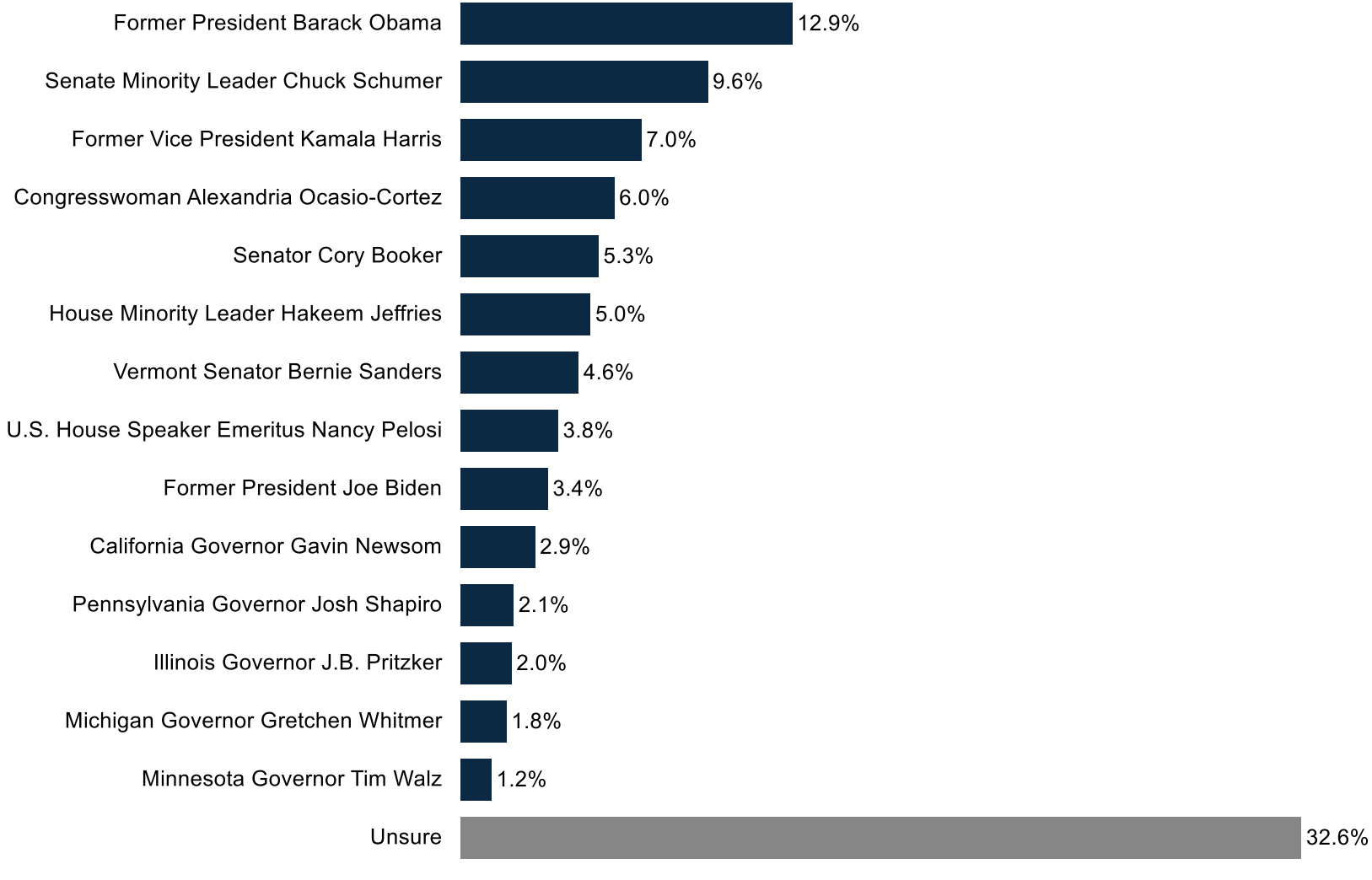


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Trying to undermine Trump's presidency	36%	44%	32%	40%	38%	50%	36%	53%	39%	31%	43%	29%	44%	44%	71%	32%	11%	43%	24%	33%	38%	39%	30%	37%	52%	37%	73%	9%	26%	40%	41%	41%
Exercising impartial oversight of the Trump Administration	53%	50%	54%	52%	55%	46%	59%	40%	46%	63%	49%	57%	49%	51%	24%	56%	79%	51%	55%	53%	53%	56%	61%	54%	40%	50%	21%	82%	47%	49%	50%	54%
Definitely trying to undermine Trump's presidency	24%	34%	18%	29%	26%	42%	26%	43%	26%	21%	30%	18%	32%	36%	54%	22%	5%	32%	14%	23%	26%	28%	17%	28%	39%	17%	56%	4%	12%	26%	24%	33%
Probably trying to undermine Trump's presidency	12%	10%	13%	11%	12%	8%	10%	10%	13%	10%	13%	11%	12%	9%	17%	10%	6%	11%	10%	11%	12%	11%	12%	9%	13%	21%	17%	5%	14%	14%	17%	8%
Probably exercising impartial oversight of the Trump Administration	14%	14%	17%	10%	17%	11%	16%	11%	16%	10%	13%	14%	14%	14%	12%	15%	15%	13%	13%	23%	17%	15%	17%	14%	11%	27%	12%	14%	23%	21%	14%	10%
Definitely exercising impartial oversight of the Trump Administration	39%	36%	37%	41%	37%	36%	43%	29%	30%	53%	36%	42%	35%	37%	12%	41%	64%	39%	43%	30%	35%	41%	44%	41%	28%	23%	9%	68%	24%	28%	36%	44%
Unsure	11%	5%	14%	8%	7%	4%	4%	7%	15%	5%	8%	14%	7%	4%	5%	12%	10%	6%	21%	14%	9%	5%	9%	8%	8%	13%	6%	9%	27%	11%	9%	5%

Federal courts have issued more nationwide injunctions blocking actions taken in the first three months of Donald Trump's second term than during the entirety of Barack Obama and Joe Biden's presidential terms. Knowing this, do you believe the federal court system is trying to undermine the Trump Presidency, or are they exercising impartial oversight of the Trump Administration?

CYGNAL

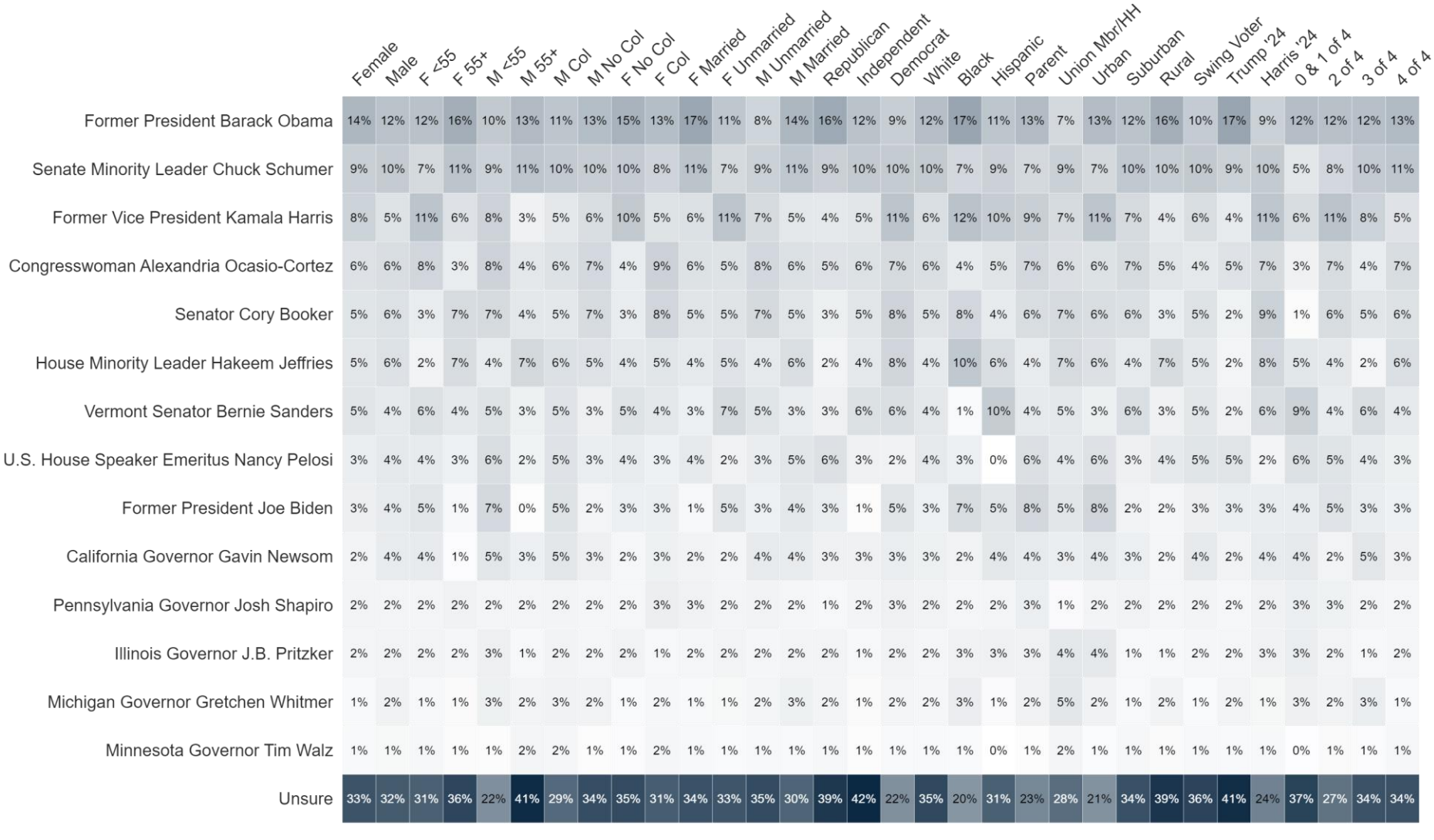
Democrat Party Leader



Which of the following do you consider to be the leader of the Democratic Party today?

CYGNAL

Democrat Party Leader

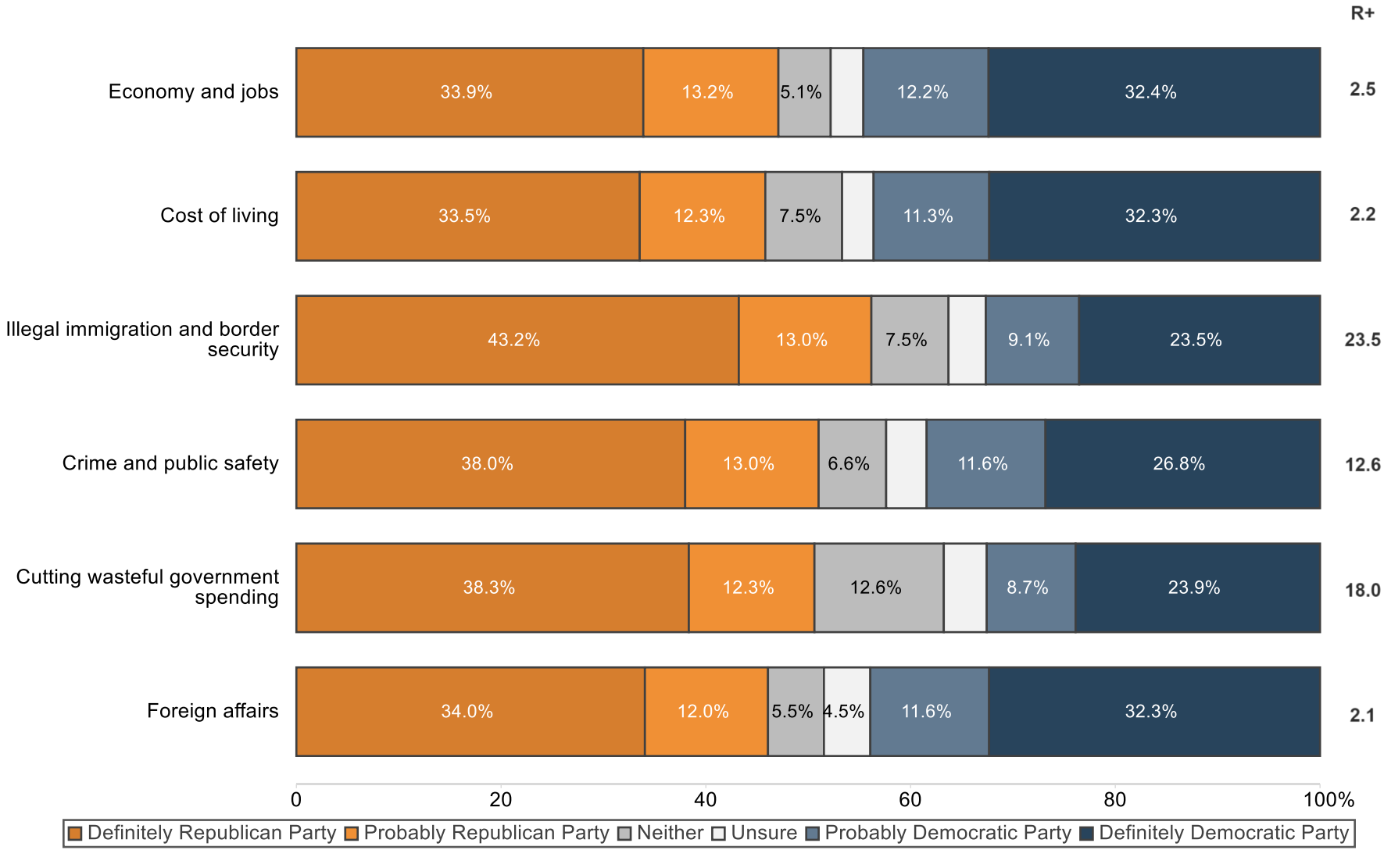


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Former President Barack Obama	14%	12%	12%	16%	10%	13%	11%	13%	15%	13%	17%	11%	8%	14%	16%	12%	9%	12%	17%	11%	13%	7%	13%	12%	16%	10%	17%	9%	12%	12%	12%	13%
Senate Minority Leader Chuck Schumer	9%	10%	7%	11%	9%	11%	10%	10%	10%	8%	11%	7%	9%	11%	9%	10%	10%	10%	7%	9%	7%	9%	7%	10%	10%	10%	9%	10%	5%	8%	10%	11%
Former Vice President Kamala Harris	8%	5%	11%	6%	8%	3%	5%	6%	10%	5%	6%	11%	7%	5%	4%	5%	11%	6%	12%	10%	9%	7%	11%	7%	4%	6%	4%	11%	6%	11%	8%	5%
Congresswoman Alexandria Ocasio-Cortez	6%	6%	8%	3%	8%	4%	6%	7%	4%	9%	6%	5%	8%	6%	5%	6%	7%	6%	4%	5%	7%	6%	6%	7%	5%	4%	5%	7%	3%	7%	4%	7%
Senator Cory Booker	5%	6%	3%	7%	7%	4%	5%	7%	3%	8%	5%	5%	7%	5%	3%	5%	8%	5%	8%	4%	6%	7%	6%	6%	3%	5%	2%	9%	1%	6%	5%	6%
House Minority Leader Hakeem Jeffries	5%	6%	2%	7%	4%	7%	6%	5%	4%	5%	4%	5%	4%	6%	2%	4%	8%	4%	10%	6%	4%	7%	6%	4%	7%	5%	2%	8%	5%	4%	2%	6%
Vermont Senator Bernie Sanders	5%	4%	6%	4%	5%	3%	5%	3%	5%	4%	3%	7%	5%	3%	3%	6%	6%	4%	1%	10%	4%	5%	3%	6%	3%	5%	2%	6%	9%	4%	6%	4%
U.S. House Speaker Emeritus Nancy Pelosi	3%	4%	4%	3%	6%	2%	5%	3%	4%	3%	4%	2%	3%	5%	6%	3%	2%	4%	3%	0%	6%	4%	6%	3%	4%	5%	5%	2%	6%	5%	4%	3%
Former President Joe Biden	3%	4%	5%	1%	7%	0%	5%	2%	3%	3%	1%	5%	3%	4%	3%	1%	5%	3%	7%	5%	8%	5%	8%	2%	2%	3%	3%	3%	4%	5%	3%	3%
California Governor Gavin Newsom	2%	4%	4%	1%	5%	3%	5%	3%	2%	3%	2%	2%	4%	4%	3%	3%	3%	3%	2%	4%	4%	3%	4%	3%	2%	4%	2%	4%	4%	2%	5%	3%
Pennsylvania Governor Josh Shapiro	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	1%	2%	3%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%
Illinois Governor J.B. Pritzker	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	3%	3%	3%	4%	4%	1%	1%	2%	2%	3%	3%	2%	1%	2%
Michigan Governor Gretchen Whitmer	1%	2%	1%	1%	3%	2%	3%	2%	1%	2%	1%	1%	2%	3%	2%	1%	2%	2%	3%	1%	2%	5%	2%	1%	2%	1%	2%	1%	3%	2%	3%	1%
Minnesota Governor Tim Walz	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Unsure	33%	32%	31%	36%	22%	41%	29%	34%	35%	31%	34%	33%	35%	30%	39%	42%	22%	35%	20%	31%	23%	28%	21%	34%	39%	36%	41%	24%	37%	27%	34%	34%

Which of the following do you consider to be the leader of the Democratic Party today?

CYGNAL

Trusted Party



Please indicate which party you trust more to handle the following issues.

CYGNAL

Trusted Party Heatmaps

Republican Party

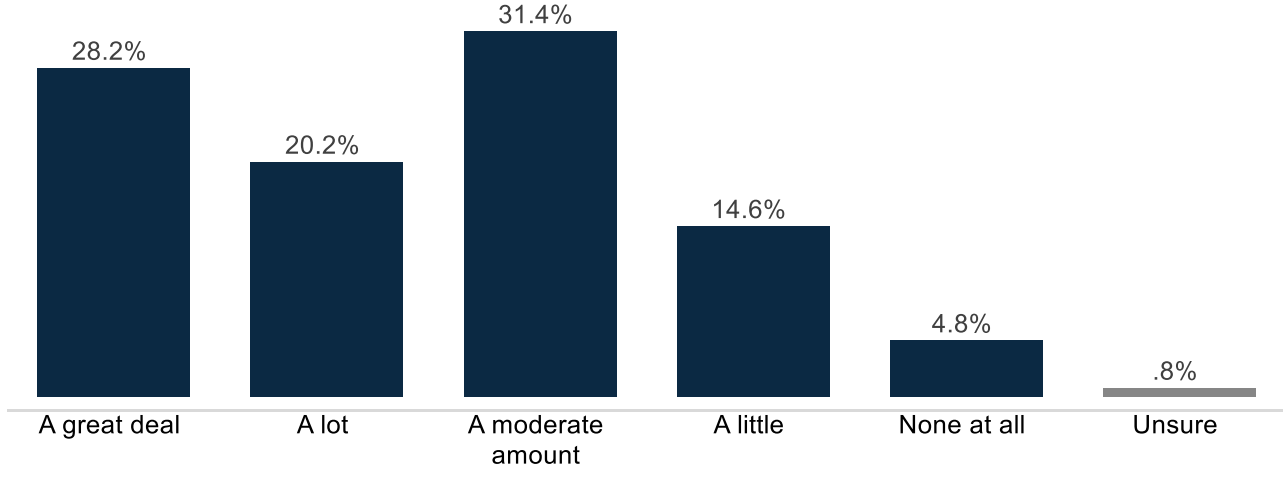
	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	42%	52%	37%	47%	47%	57%	50%	55%	46%	37%	52%	33%	47%	56%	90%	40%	6%	53%	20%	38%	45%	42%	40%	44%	58%	49%	89%	7%	40%	46%	46%	49%
Cost of living	41%	52%	36%	45%	50%	54%	48%	56%	44%	36%	50%	31%	48%	54%	88%	37%	6%	50%	24%	42%	45%	43%	38%	44%	56%	45%	87%	6%	37%	47%	48%	46%
Illegal immigration and border security	50%	63%	43%	56%	59%	67%	62%	65%	53%	46%	58%	42%	61%	65%	94%	52%	19%	61%	30%	51%	53%	52%	51%	55%	62%	64%	93%	21%	47%	56%	60%	57%
Crime and public safety	44%	59%	39%	49%	56%	62%	58%	60%	48%	39%	54%	35%	52%	63%	91%	46%	11%	55%	25%	52%	50%	48%	43%	50%	59%	55%	91%	11%	47%	49%	52%	52%
Cutting wasteful government spending	45%	57%	39%	51%	54%	61%	56%	59%	46%	43%	54%	36%	52%	61%	90%	45%	13%	55%	25%	43%	46%	49%	42%	50%	58%	54%	90%	13%	42%	53%	53%	51%
Foreign affairs	41%	52%	35%	47%	48%	55%	49%	54%	44%	37%	50%	33%	47%	55%	88%	36%	7%	51%	22%	38%	44%	42%	37%	44%	57%	45%	87%	7%	35%	47%	45%	48%

Democratic Party

	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	48%	41%	49%	46%	47%	35%	44%	38%	44%	53%	39%	56%	44%	39%	7%	42%	87%	40%	71%	51%	44%	51%	52%	47%	34%	32%	6%	83%	43%	46%	46%	44%
Cost of living	48%	39%	51%	45%	43%	35%	42%	36%	44%	52%	39%	56%	40%	38%	6%	40%	85%	39%	65%	51%	45%	47%	54%	45%	33%	30%	6%	82%	49%	42%	42%	43%
Illegal immigration and border security	38%	27%	43%	32%	32%	22%	30%	24%	36%	41%	31%	44%	26%	27%	3%	25%	69%	29%	55%	36%	36%	37%	41%	33%	26%	18%	4%	63%	33%	32%	30%	33%
Crime and public safety	43%	33%	45%	41%	36%	30%	33%	33%	39%	49%	35%	51%	37%	30%	5%	31%	79%	34%	64%	42%	38%	39%	47%	39%	32%	25%	4%	74%	37%	39%	36%	38%
Cutting wasteful government spending	37%	28%	40%	33%	36%	20%	28%	28%	36%	37%	30%	43%	33%	25%	4%	23%	68%	27%	60%	43%	38%	36%	44%	32%	25%	18%	4%	63%	35%	35%	32%	31%
Foreign affairs	46%	41%	49%	44%	45%	37%	44%	37%	42%	53%	40%	53%	42%	41%	6%	43%	84%	40%	65%	52%	46%	49%	56%	45%	32%	32%	6%	82%	46%	41%	38%	45%

CYGNAL

News Attention

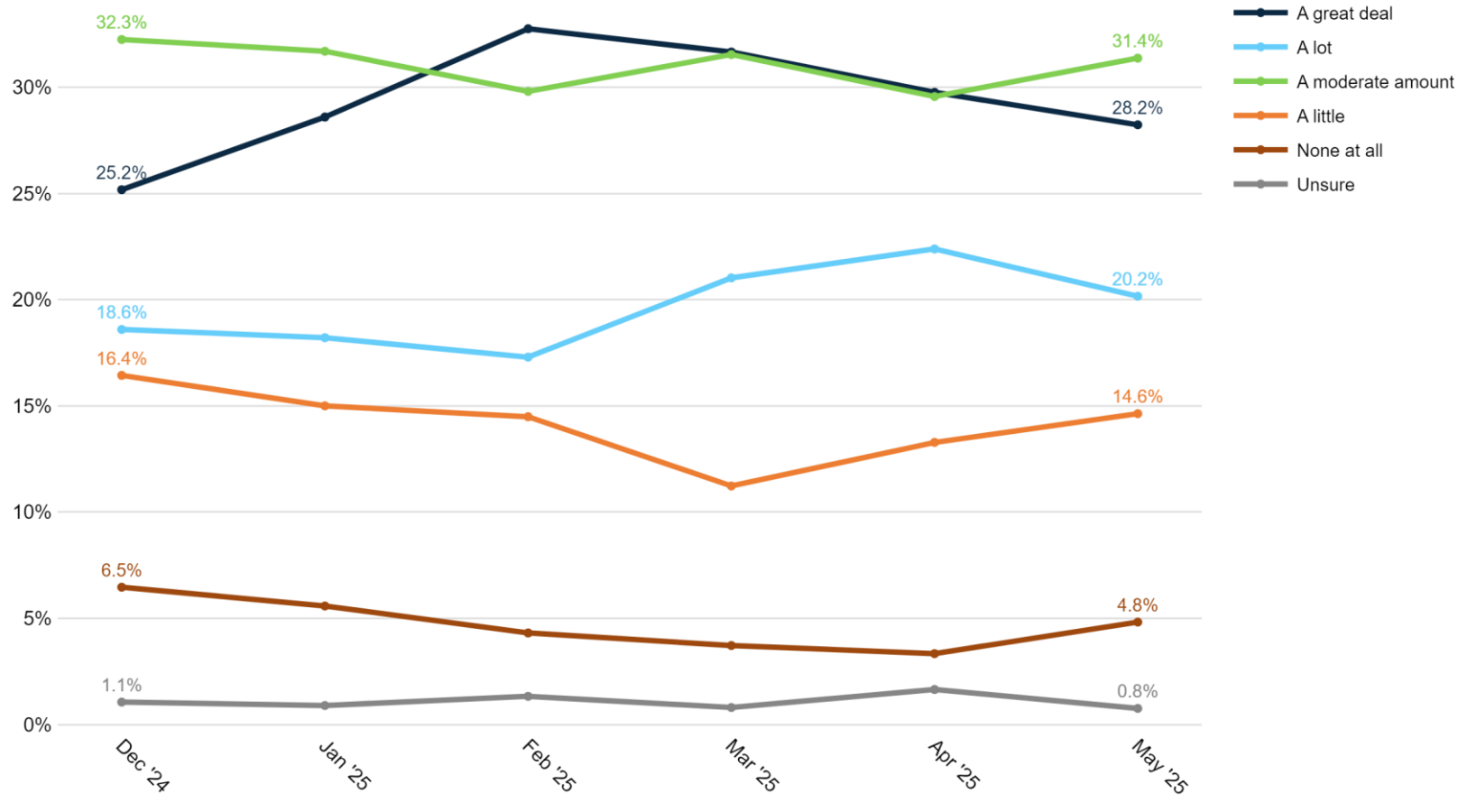


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
A great deal	25%	32%	21%	29%	30%	34%	36%	28%	21%	31%	28%	22%	26%	35%	31%	24%	29%	30%	27%	21%	32%	27%	36%	27%	25%	12%	29%	30%	19%	22%	17%	34%
A lot	19%	21%	18%	21%	23%	20%	22%	21%	16%	24%	19%	19%	20%	22%	19%	19%	23%	20%	21%	22%	19%	19%	21%	23%	14%	20%	19%	22%	7%	18%	23%	23%
A moderate amount	34%	29%	36%	31%	30%	27%	27%	31%	37%	28%	32%	35%	37%	24%	29%	35%	32%	31%	32%	39%	27%	35%	26%	31%	36%	38%	30%	32%	36%	36%	44%	27%
A little	16%	13%	17%	14%	13%	14%	13%	14%	17%	13%	16%	16%	13%	14%	16%	16%	12%	15%	15%	10%	14%	12%	12%	15%	17%	23%	16%	12%	19%	19%	13%	12%
None at all	5%	5%	5%	5%	5%	5%	2%	7%	6%	3%	5%	5%	4%	5%	6%	6%	3%	4%	4%	6%	7%	6%	3%	5%	7%	6%	5%	3%	12%	5%	3%	4%
Unsure	1%	0%	2%	0%	0%	0%	0%	0%	2%	1%	1%	2%	0%	0%	0%	1%	1%	0%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	5%	1%	0%	0%

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

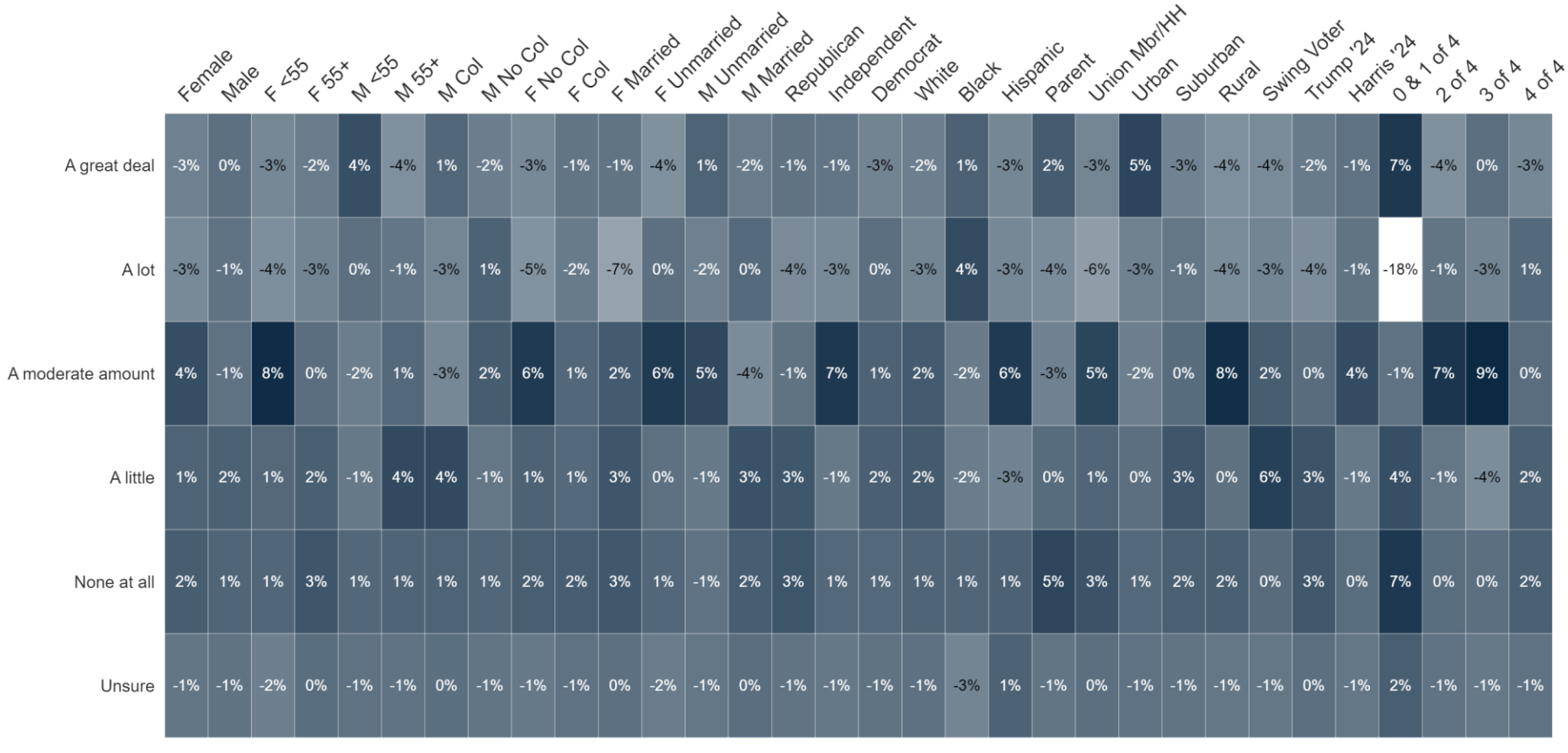
CYGNAL

Trend: News Attention



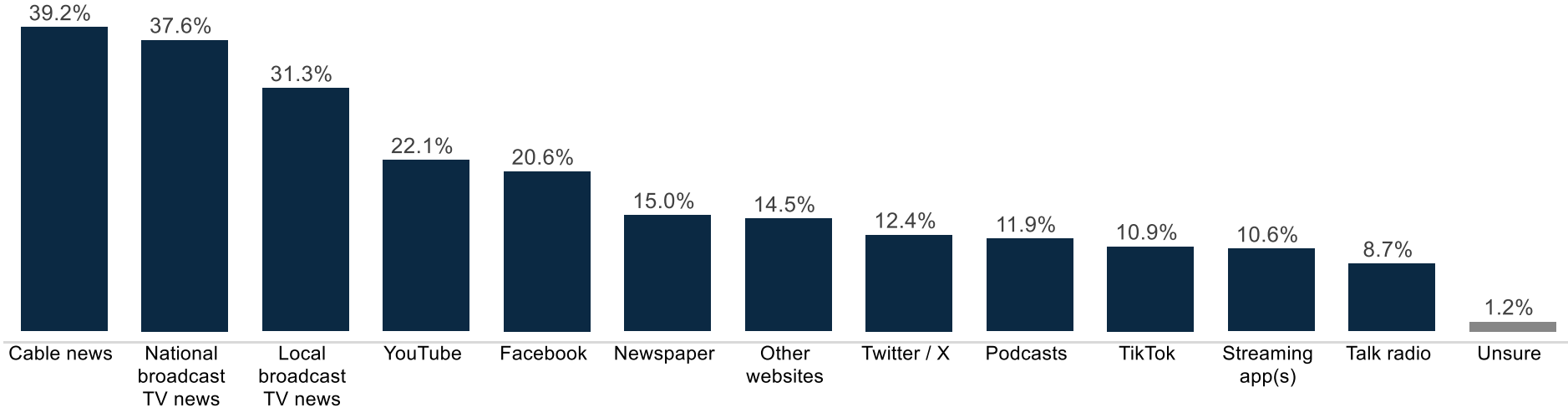
CYGNAL

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



CYGNAL

News Sources

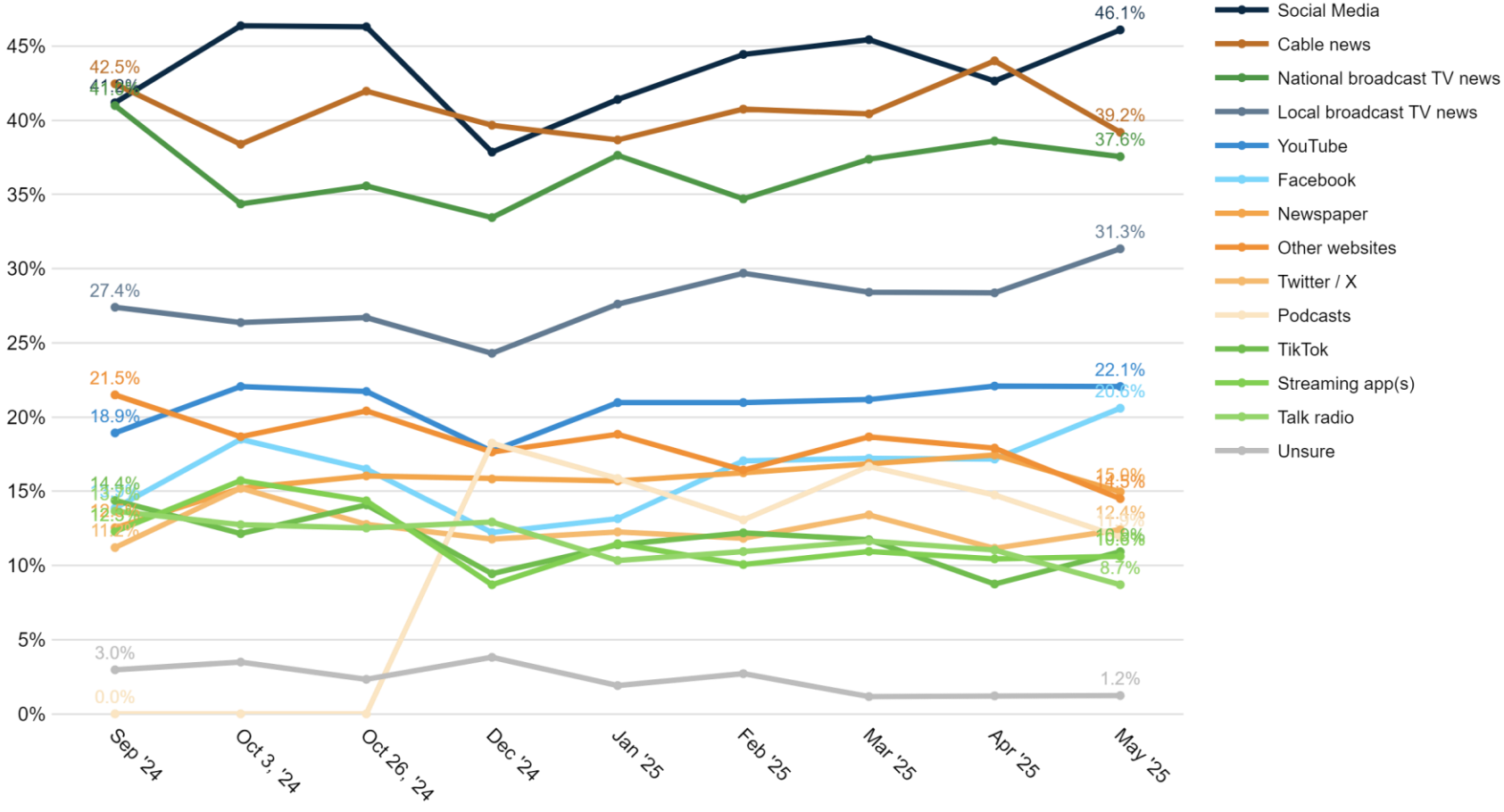


	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	Democrat	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Cable news	38%	41%	29%	47%	29%	51%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

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

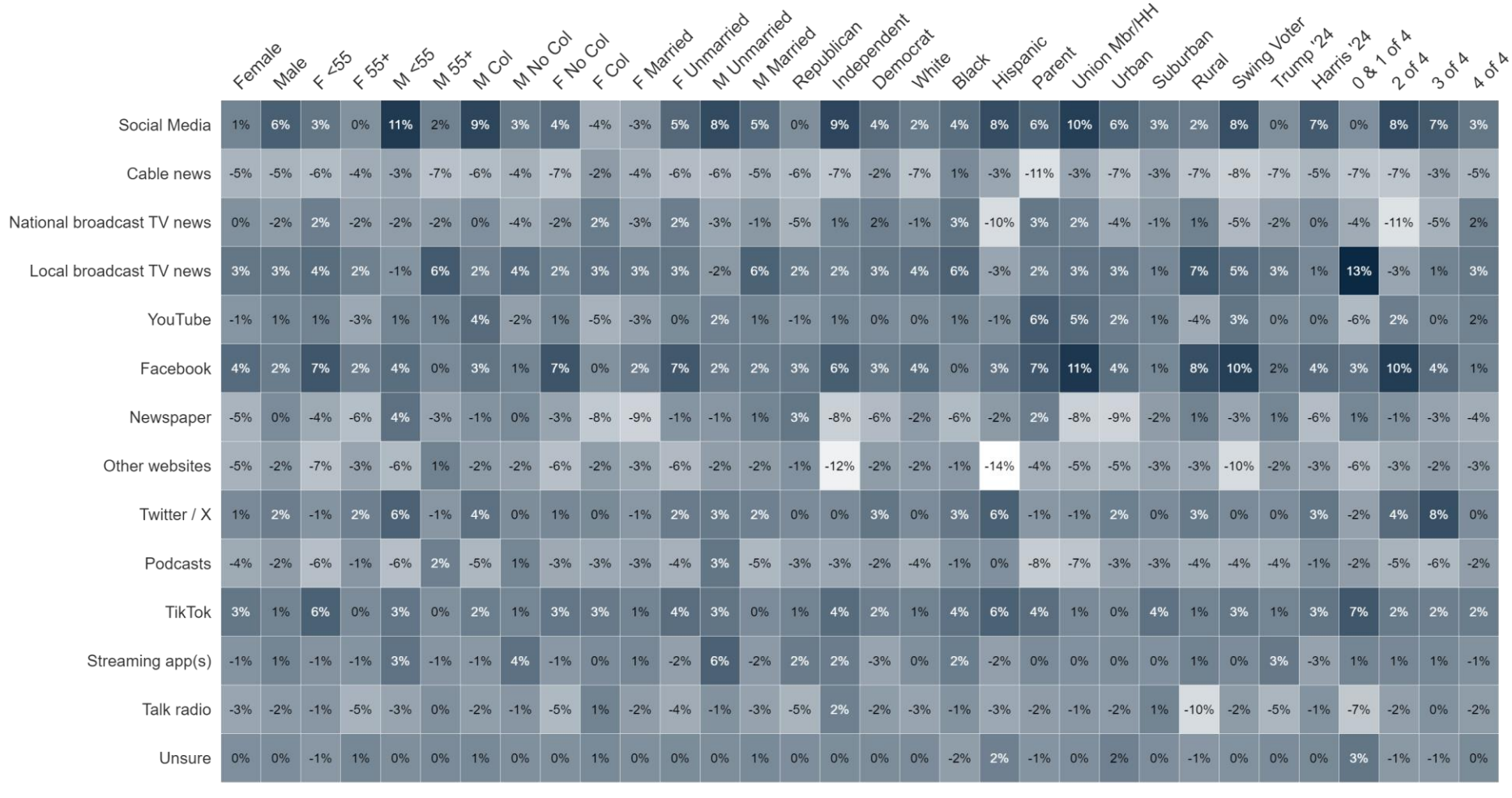
CYGNAL

Trend: News Sources



CYGNAL

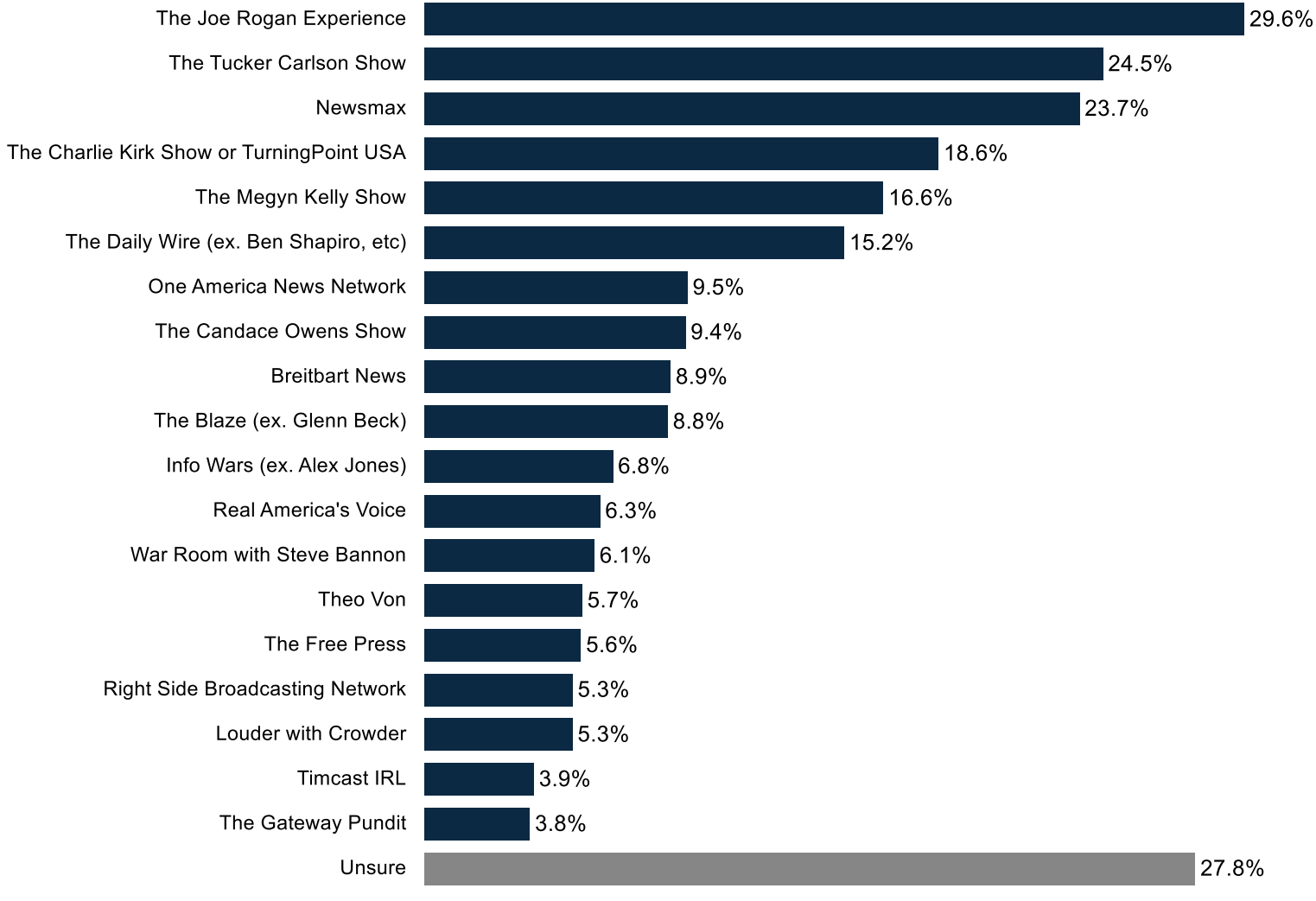
Percent Change: News Sources (Apr '25 to May '25)



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

CYGNAL

Conservative Alt News Sources



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

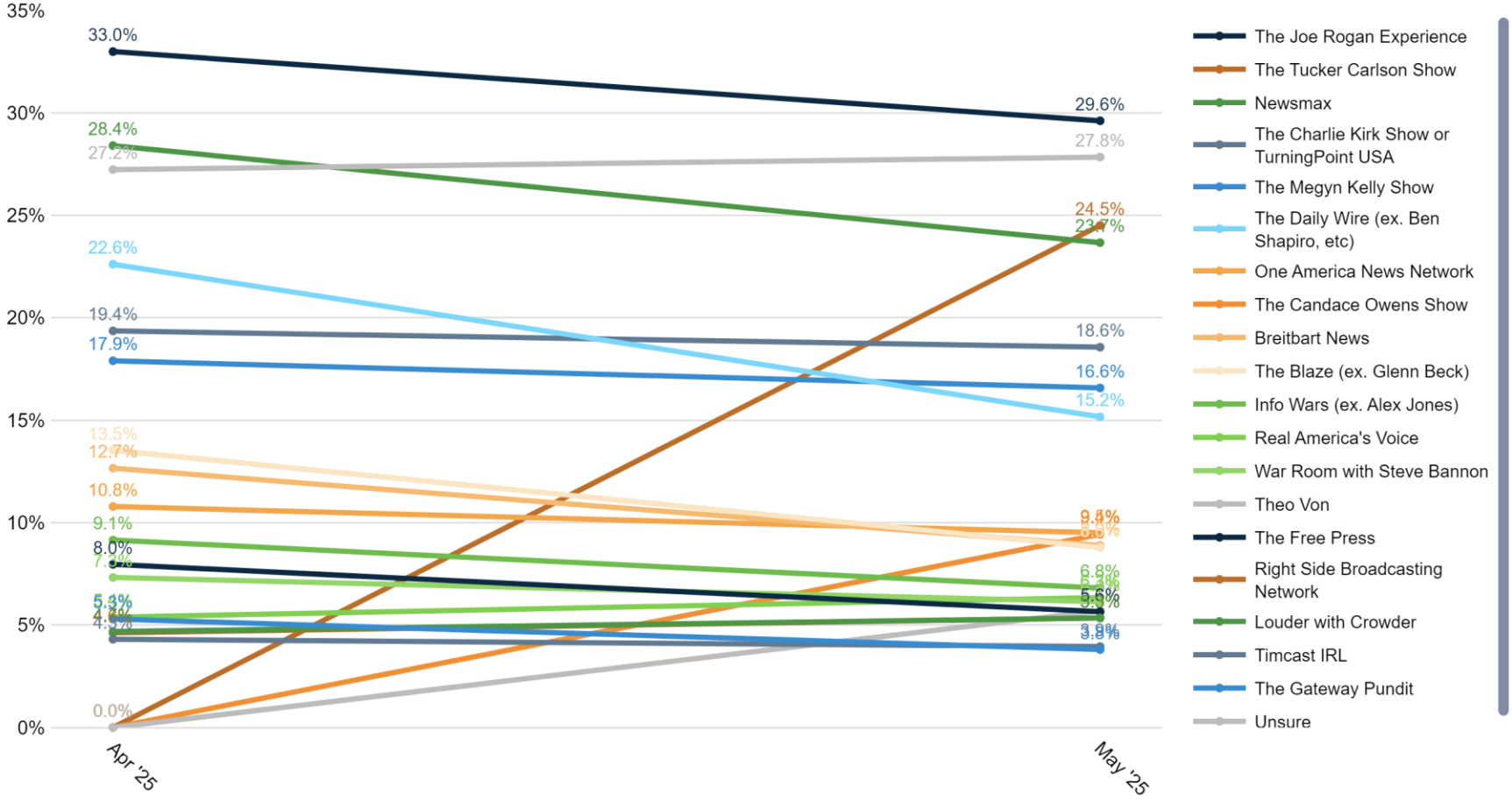
Conservative Alt News Sources

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

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

Trend: Conservative Alt News Sources



CYGNAL

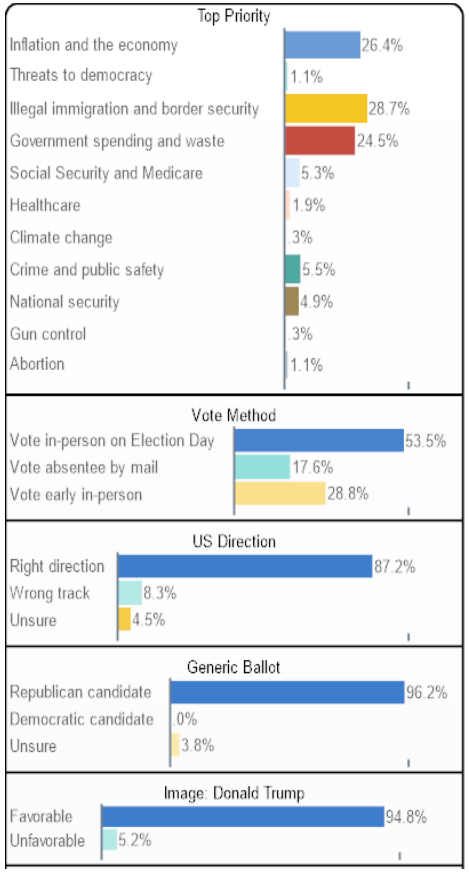
Percent Change: Conservative Alt News Sources (Apr '25 to May '25)

	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	F Married	F Unmarried	M Unmarried	M Married	Republican	Independent	White	Black	Hispanic	Parent	Union Mbr/HH	Urban	Suburban	Rural	Swing Voter	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
The Joe Rogan Experience	0%	-3%	1%	-1%	0%	-6%	-2%	-4%	-2%	2%	4%	-4%	-2%	-4%	-4%	0%	-2%	-2%	2%	1%	-1%	3%	0%	-8%	1%	-4%	1%	4%	-7%	-3%	-2%
The Tucker Carlson Show	11%	14%	7%	14%	13%	14%	14%	13%	11%	10%	16%	5%	12%	14%	26%	6%	14%	3%	11%	11%	11%	9%	12%	14%	8%	25%	0%	7%	8%	11%	14%
Newsmax	-1%	-4%	-1%	0%	-3%	-5%	-3%	-5%	-3%	2%	3%	-4%	-3%	-4%	-4%	-3%	-2%	0%	-1%	-2%	0%	-2%	-2%	-2%	-1%	-5%	1%	0%	-3%	-1%	-3%
The Charlie Kirk Show or TurningPoint USA	-1%	0%	-2%	1%	0%	0%	0%	0%	-2%	0%	1%	-3%	1%	0%	1%	-3%	0%	-3%	-4%	-3%	3%	2%	-1%	-1%	-1%	0%	0%	0%	-7%	0%	1%
The Megyn Kelly Show	-1%	0%	0%	-1%	-1%	0%	-2%	1%	-1%	-1%	2%	-3%	0%	-1%	-1%	-1%	0%	-1%	-4%	-1%	4%	0%	0%	-2%	-2%	-1%	0%	-1%	-3%	-2%	0%
The Daily Wire (ex. Ben Shapiro, etc)	-2%	-5%	-2%	-2%	-6%	-4%	-8%	-2%	-3%	-1%	-1%	-3%	-6%	-5%	-6%	-5%	-4%	-3%	-7%	-3%	1%	-1%	-3%	-6%	-4%	-6%	-1%	-9%	-5%	3%	-3%
One America News Network	-1%	-1%	1%	-2%	0%	-1%	0%	-2%	-3%	2%	0%	-1%	0%	-1%	-1%	0%	0%	-1%	-3%	1%	0%	2%	-1%	-1%	0%	-1%	0%	0%	0%	-2%	-1%
The Candace Owens Show	4%	6%	4%	3%	7%	5%	7%	5%	2%	5%	5%	2%	5%	6%	11%	1%	4%	3%	6%	7%	8%	6%	4%	4%	4%	9%	0%	5%	6%	4%	4%
Breitbart News	-1%	-3%	-1%	-1%	-4%	-1%	-4%	-1%	0%	-2%	-1%	-1%	0%	-4%	-3%	-3%	-2%	0%	-7%	-2%	-3%	-2%	-2%	-1%	-1%	-4%	0%	-1%	0%	0%	-3%
The Blaze (ex. Glenn Beck)	-3%	-2%	-2%	-3%	-5%	1%	-4%	1%	-3%	-3%	-5%	-1%	-1%	-2%	-4%	-4%	-2%	-2%	-4%	-4%	-2%	1%	-3%	-3%	-3%	-5%	0%	-2%	-1%	2%	-4%
Info Wars (ex. Alex Jones)	-2%	0%	-2%	-2%	-1%	1%	1%	-1%	-2%	-1%	-2%	-2%	0%	-1%	-3%	0%	-1%	-3%	-3%	-1%	-1%	-1%	-1%	-2%	1%	-2%	0%	-2%	-1%	-1%	-1%
Real America's Voice	0%	1%	0%	-1%	2%	1%	2%	0%	0%	-1%	0%	-1%	1%	1%	2%	-2%	0%	-2%	2%	2%	0%	1%	0%	1%	2%	2%	0%	-2%	2%	3%	0%
War Room with Steve Bannon	-1%	0%	0%	-2%	-1%	1%	1%	-1%	-1%	-1%	0%	-2%	1%	0%	0%	-2%	0%	-1%	0%	1%	0%	1%	-2%	1%	-1%	-2%	0%	1%	-3%	-2%	0%
Theo Von	3%	3%	5%	0%	4%	1%	3%	3%	3%	3%	3%	3%	3%	3%	5%	4%	3%	1%	6%	6%	5%	3%	3%	2%	4%	5%	0%	5%	4%	3%	2%
The Free Press	-1%	-1%	-2%	0%	-2%	-1%	2%	-4%	-1%	-1%	-1%	-1%	-3%	0%	-3%	1%	0%	-4%	-6%	-1%	-4%	1%	-1%	-2%	0%	-2%	0%	-8%	1%	1%	-1%
Right Side Broadcasting Network	0%	0%	-1%	1%	3%	-2%	1%	-1%	0%	0%	1%	-1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	3%	-1%	1%	0%	0%	0%	-1%	1%	1%	1%
Louder with Crowder	0%	1%	0%	-1%	3%	0%	3%	0%	0%	-1%	-1%	0%	1%	1%	2%	-3%	1%	0%	-1%	0%	0%	4%	-1%	0%	1%	1%	0%	-1%	2%	2%	0%
Timcast IRL	1%	-1%	1%	0%	-2%	-1%	-1%	-2%	2%	-1%	1%	1%	-1%	-2%	-1%	1%	0%	-1%	2%	1%	1%	1%	0%	-1%	1%	-1%	0%	-2%	1%	2%	-1%
The Gateway Pundit	-1%	-1%	0%	-2%	0%	-1%	0%	-2%	0%	-2%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	-2%	1%	0%	1%	1%	-1%	0%	0%	-2%	0%	-3%	0%	-1%	-1%
Unsure	1%	0%	-1%	3%	-4%	3%	-1%	1%	1%	2%	2%	1%	-2%	0%	-1%	3%	0%	1%	3%	-3%	3%	-3%	0%	5%	-1%	1%	0%	3%	-7%	-1%	2%

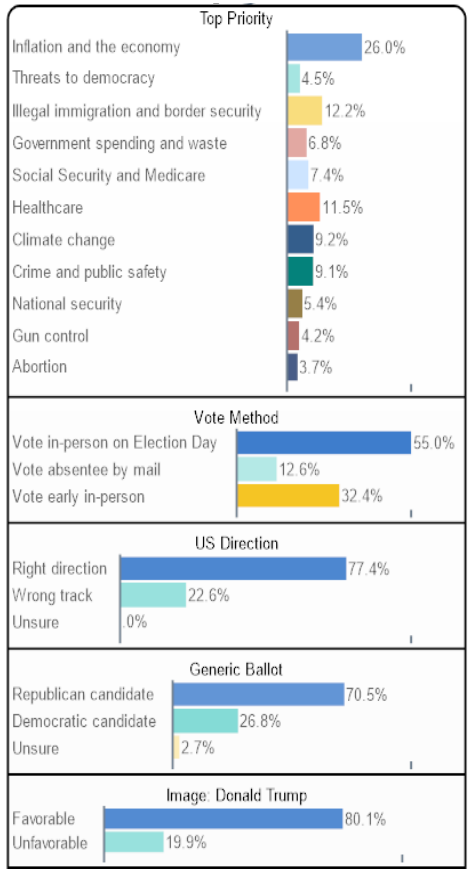
CYGNAL

Segmentation Analysis:

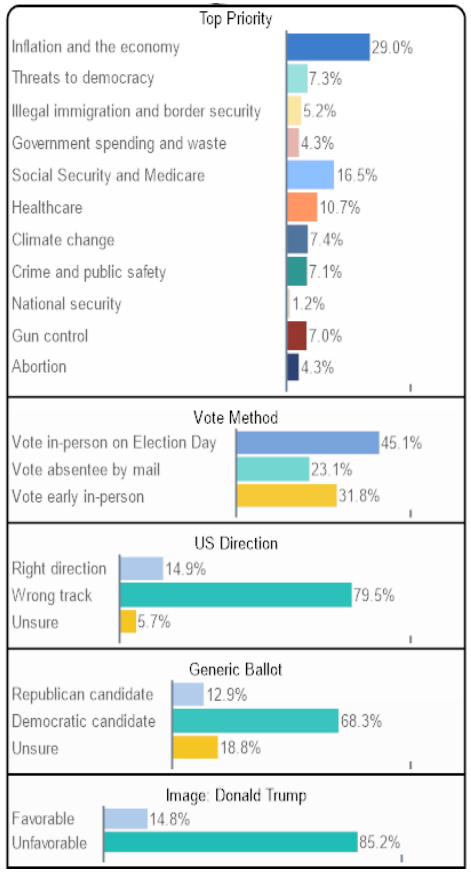
GOP Base (36%)



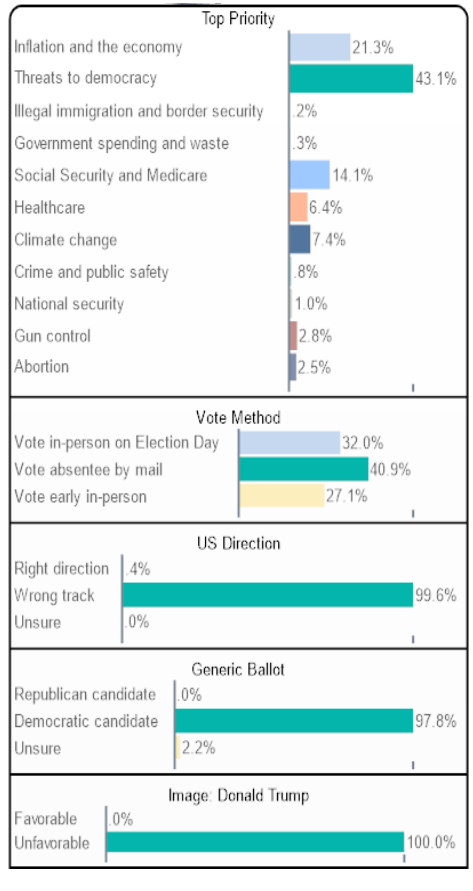
Lean GOP (14%)



Lean Dem (21%)



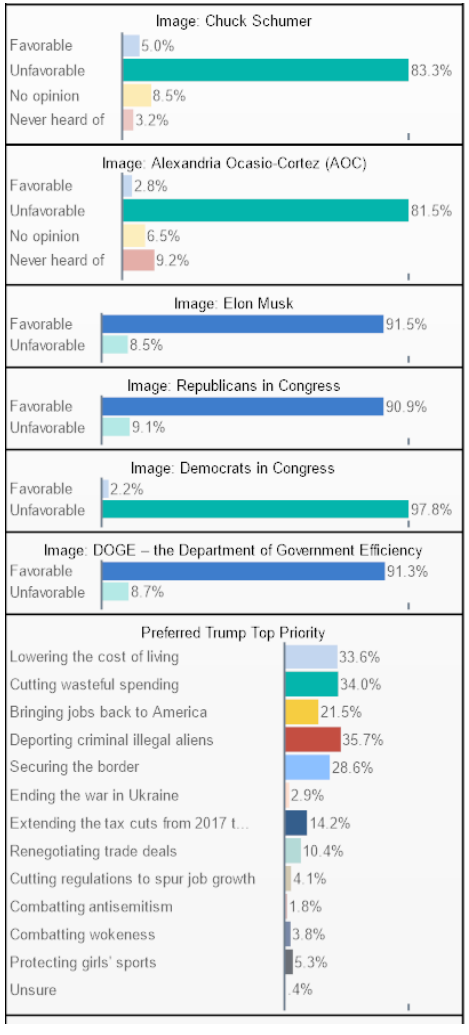
Dem Base (30%)



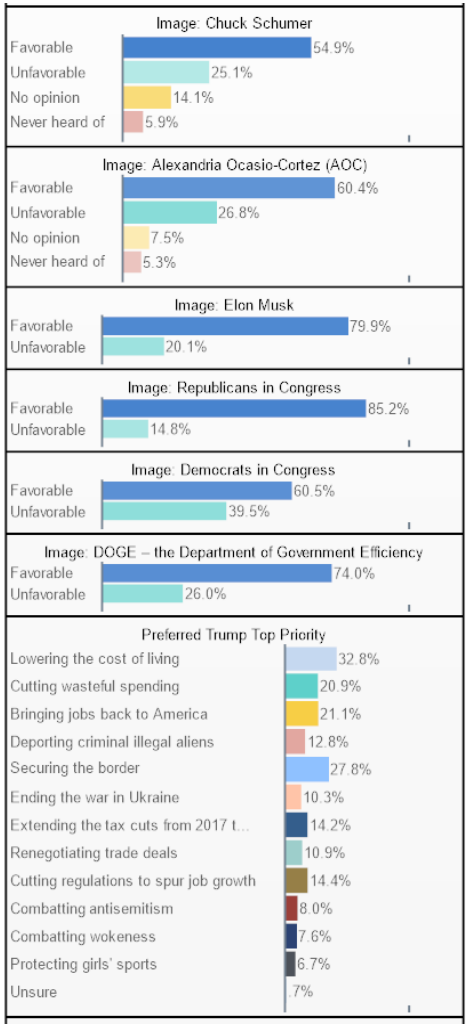
CYGNAL

Segmentation Analysis:

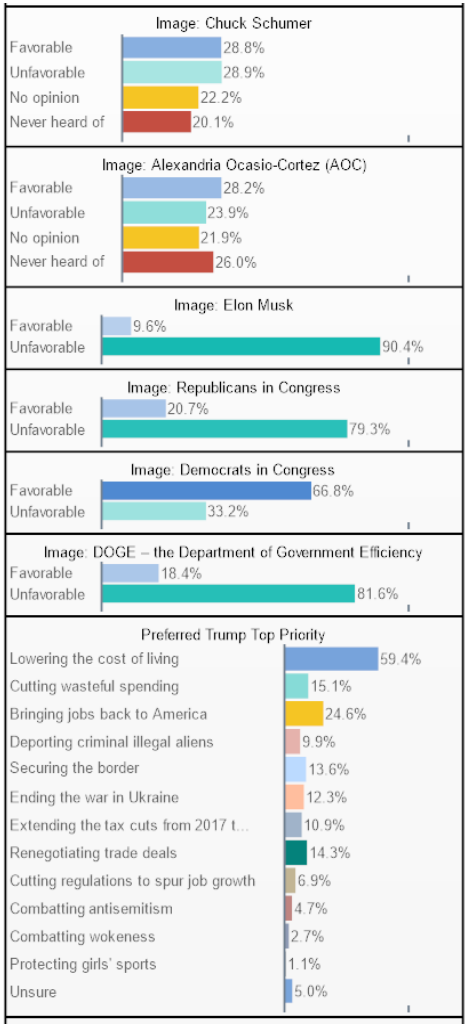
GOP Base (36%)



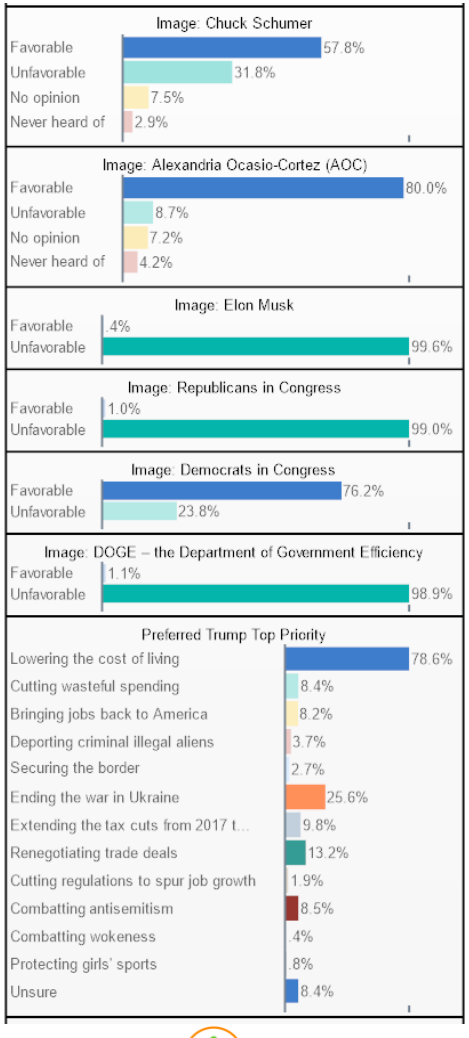
Lean GOP (14%)



Lean Dem (21%)

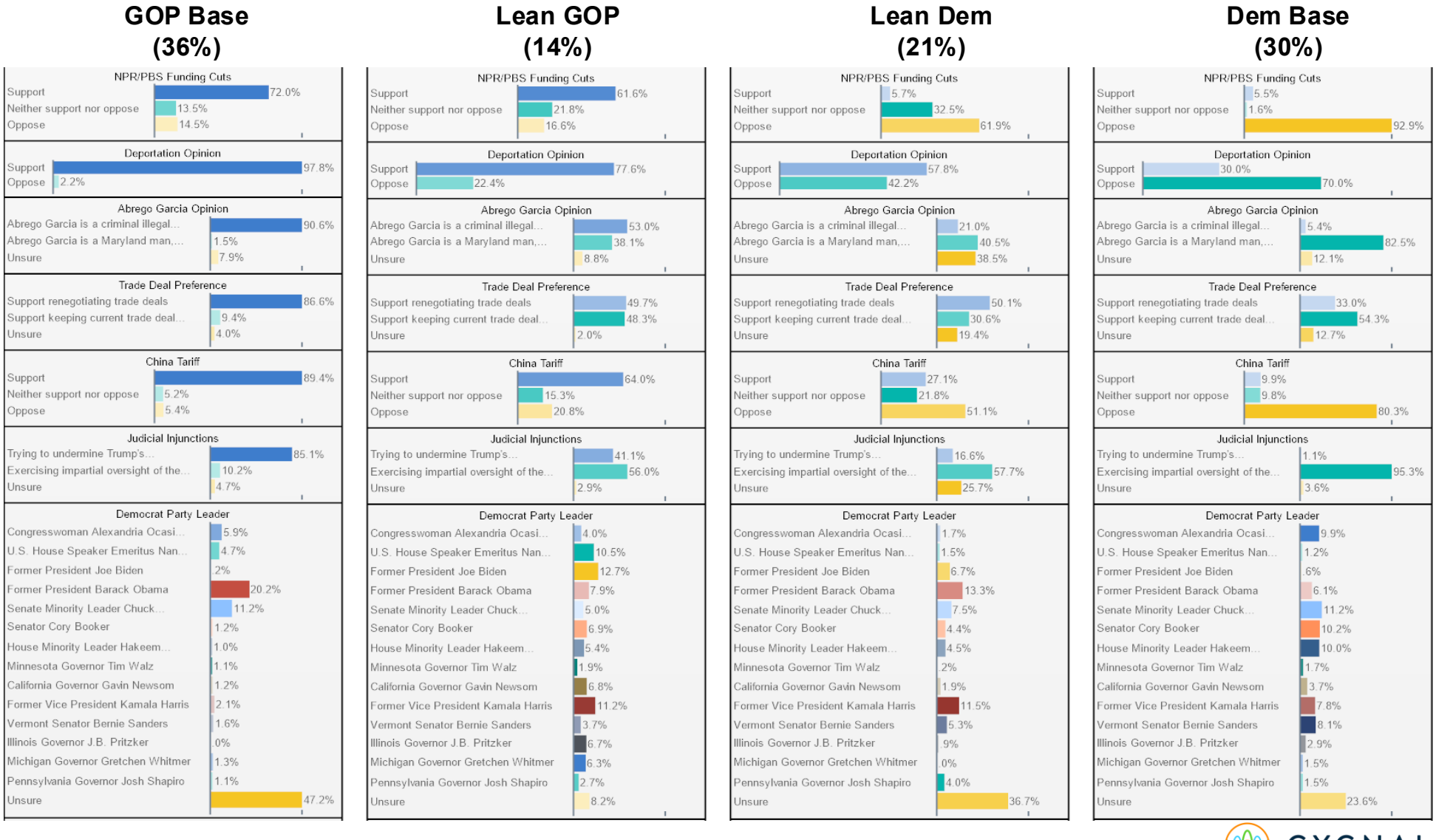


Dem Base (30%)



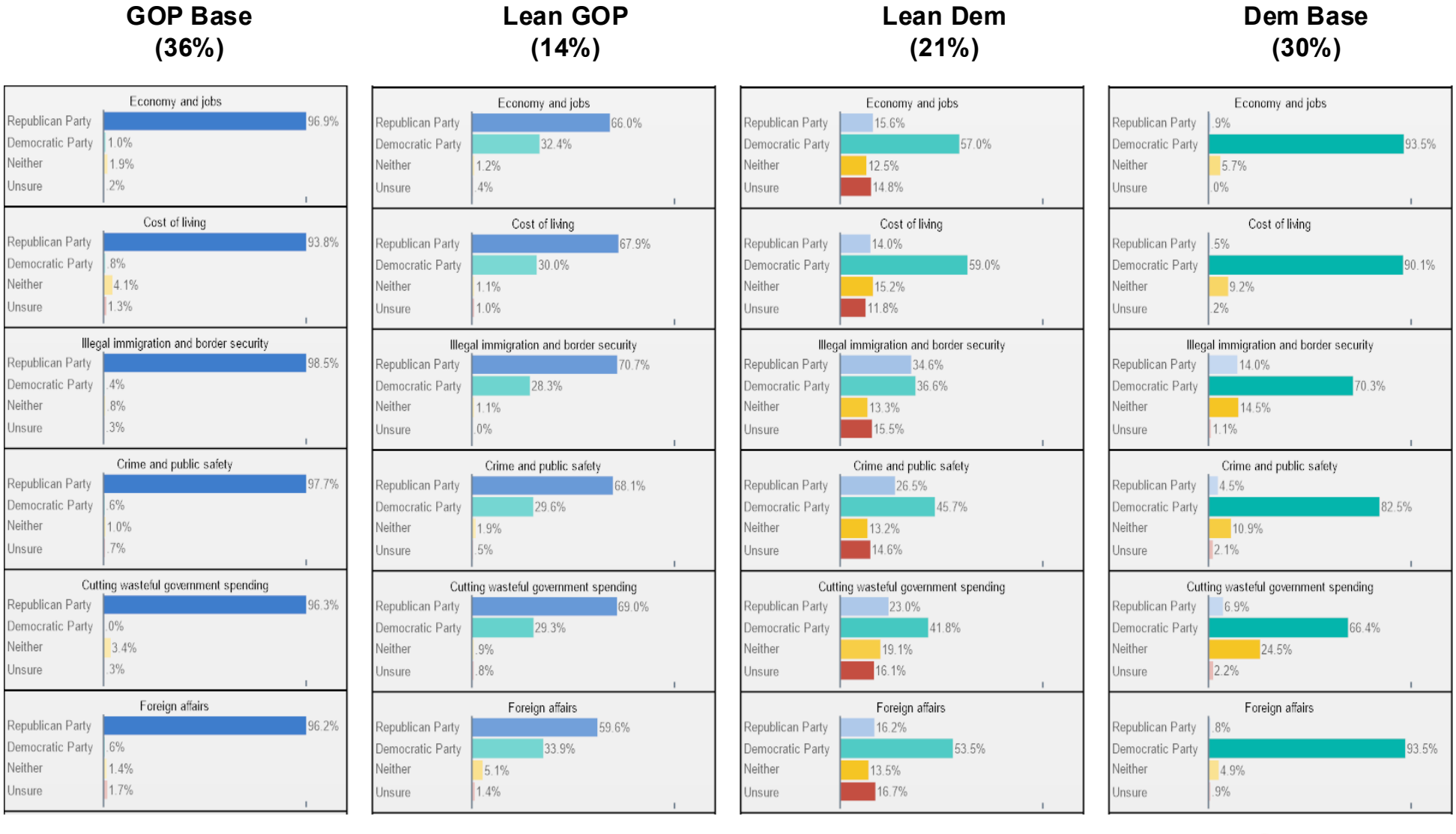
CYGNAL

Segmentation Analysis:



CYGNAL

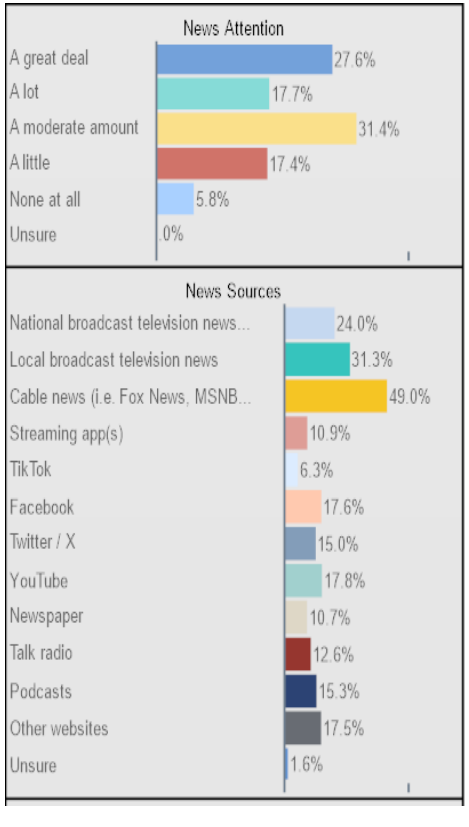
Segmentation Analysis:



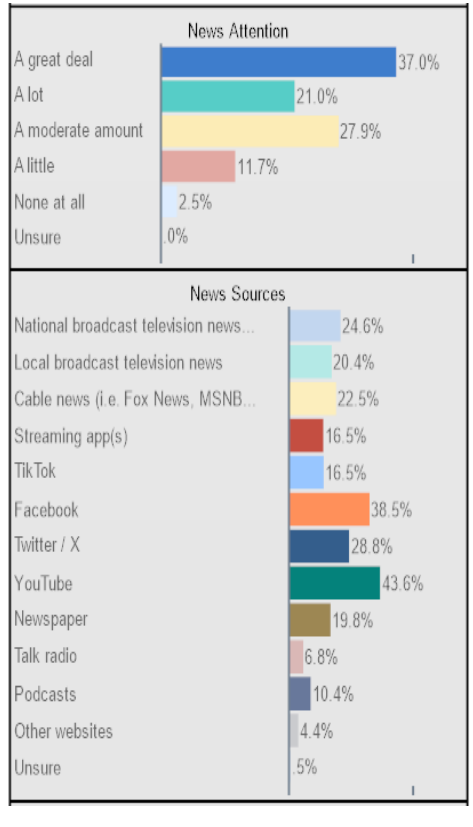
CYGNAL

Segmentation Analysis:

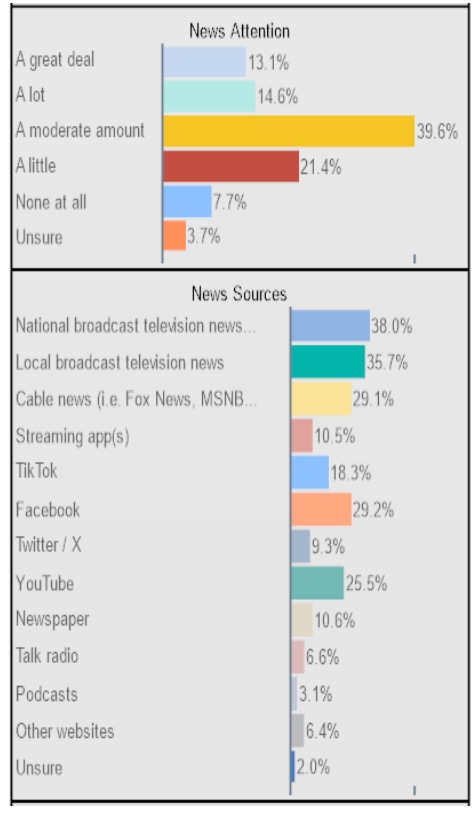
GOP Base (36%)



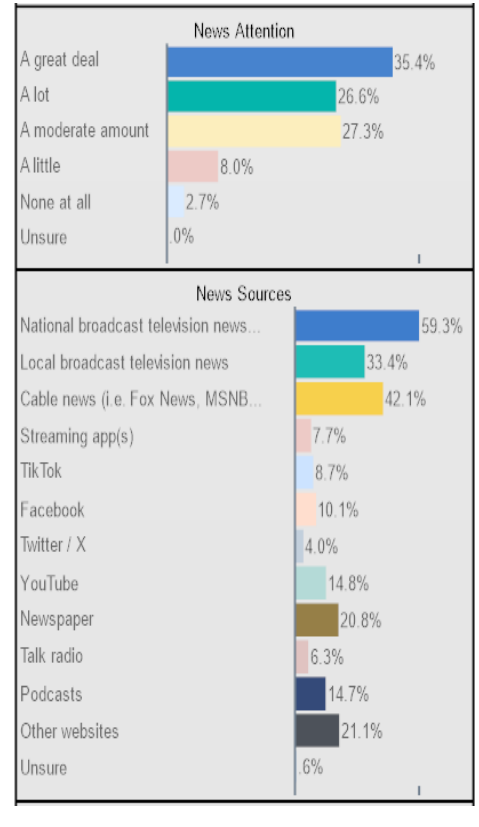
Lean GOP (14%)



Lean Dem (21%)

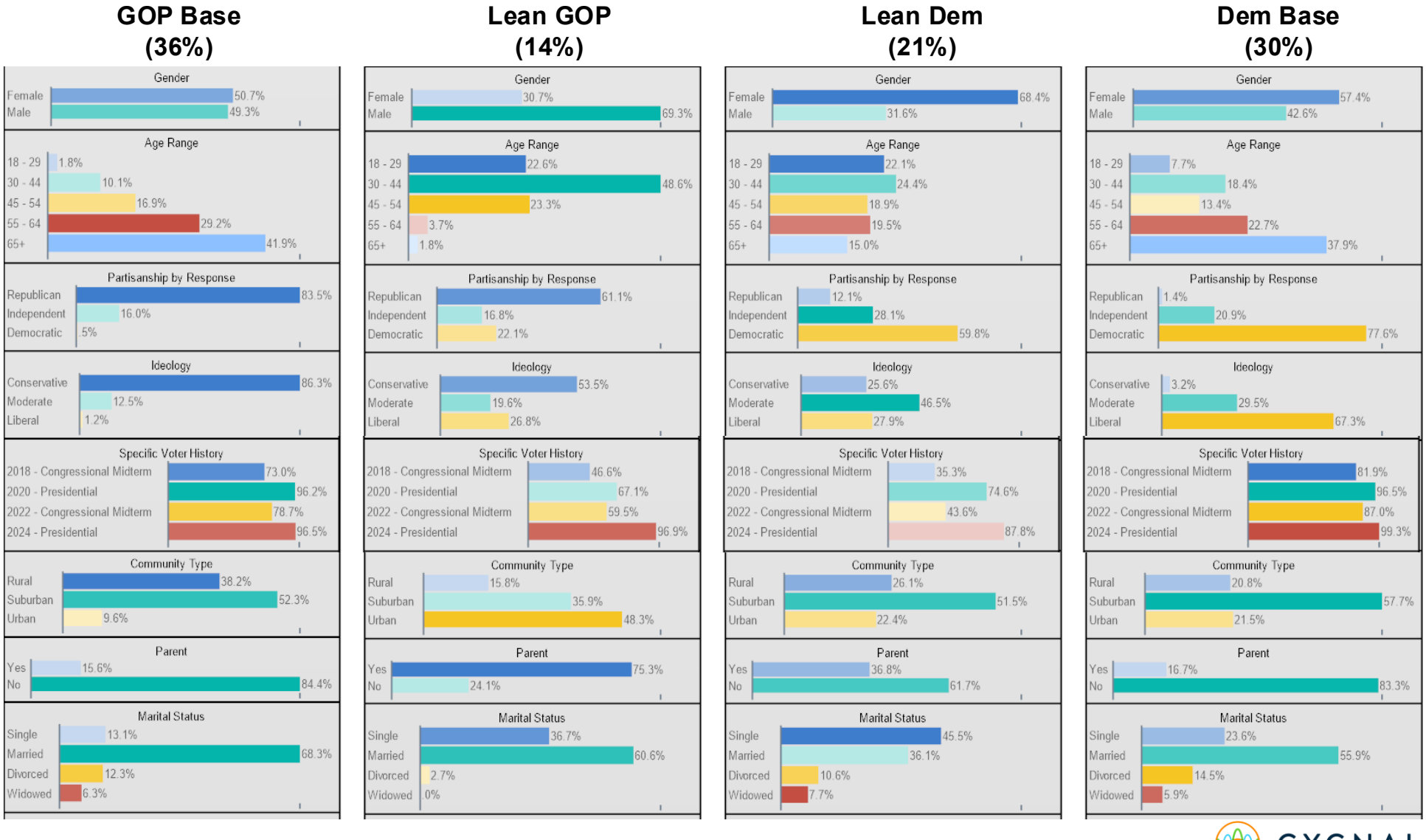


Dem Base (30%)



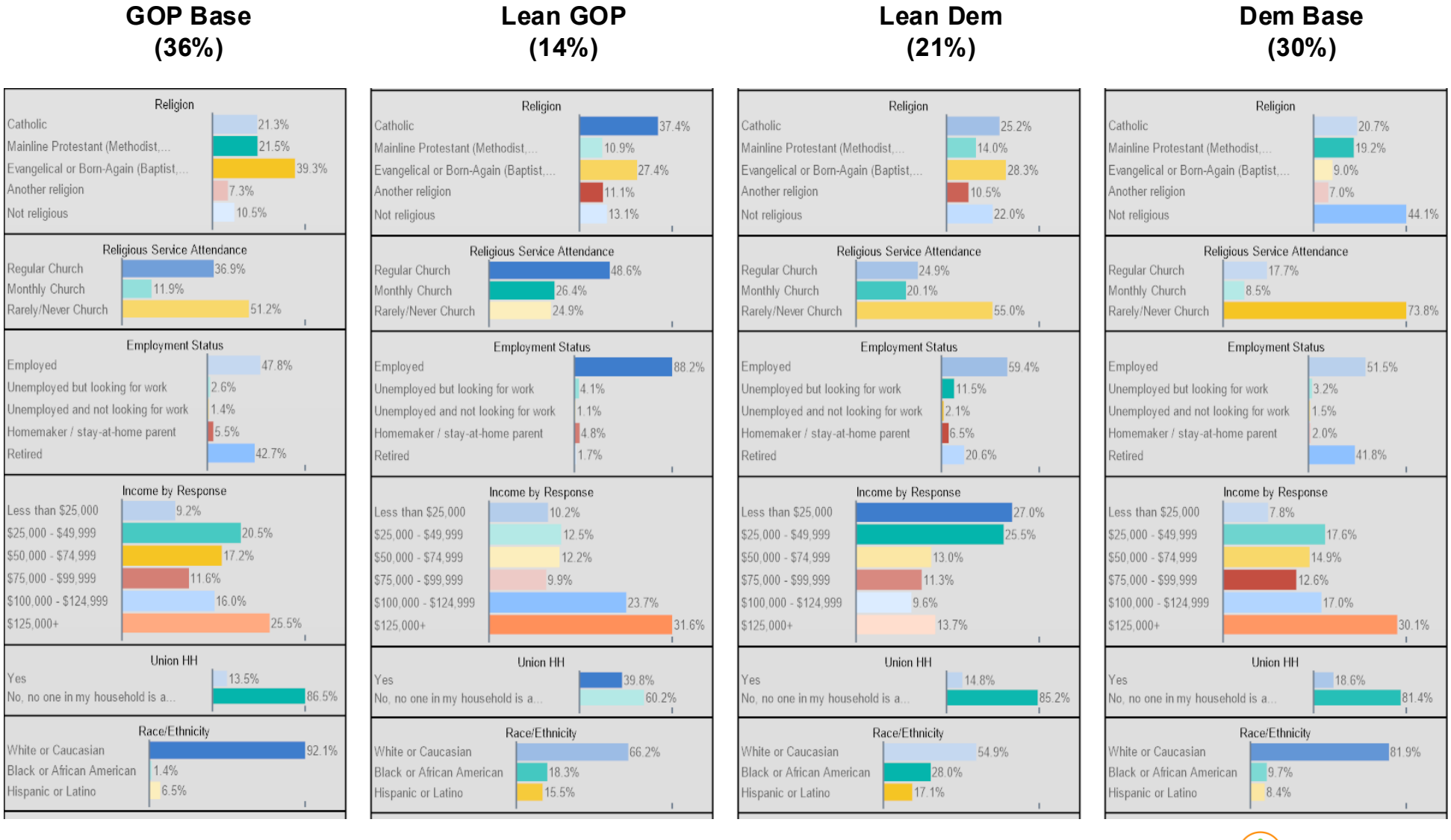
CYGNAL

Segmentation Analysis:



CYGNAL

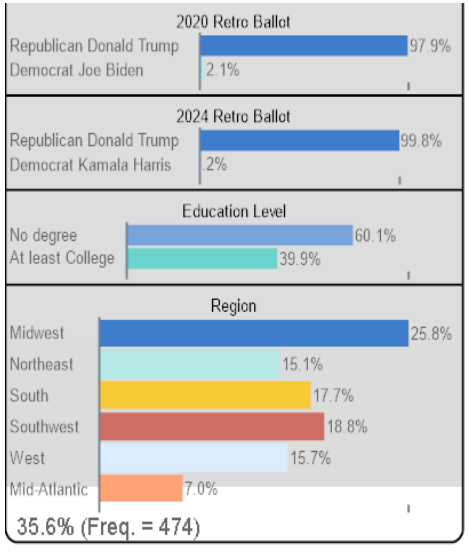
Segmentation Analysis:



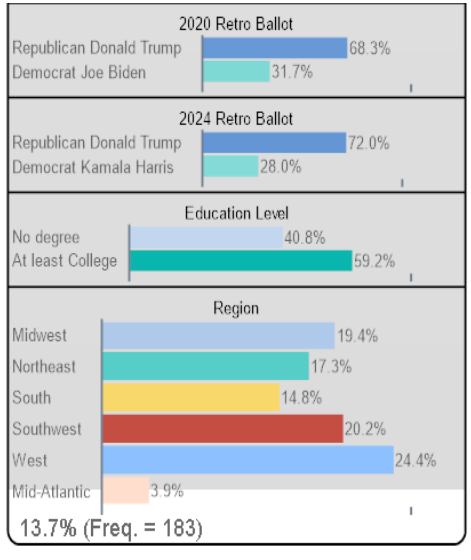
CYGNAL

Segmentation Analysis:

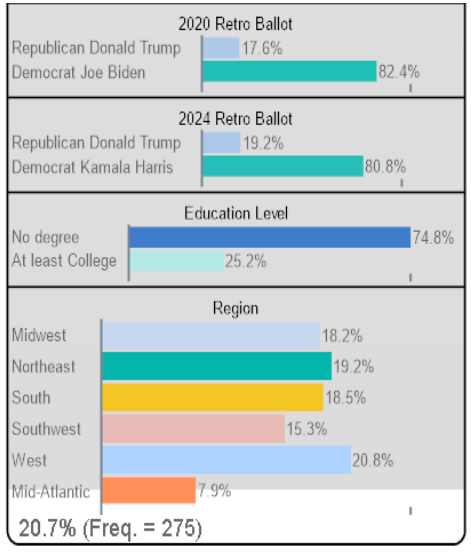
GOP Base (36%)



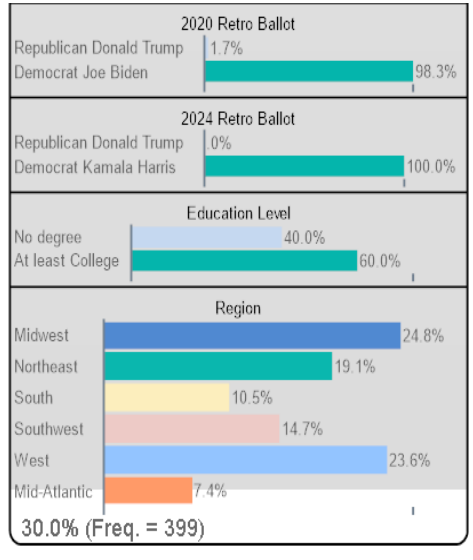
Lean GOP (14%)



Lean Dem (21%)



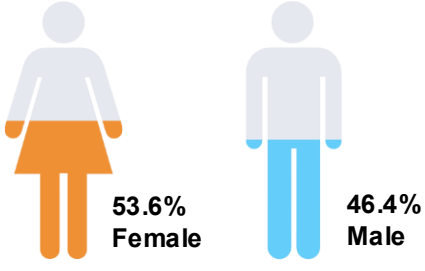
Dem Base (30%)



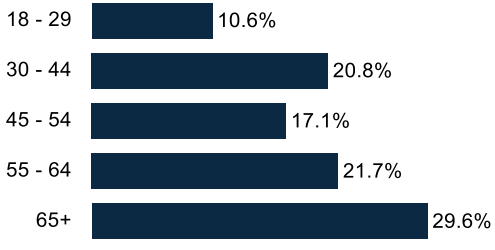
CYGNAL

Demographics

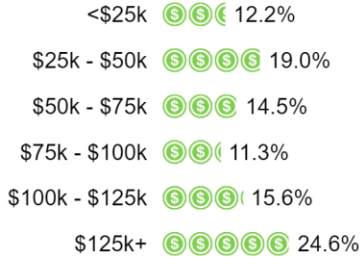
Sex



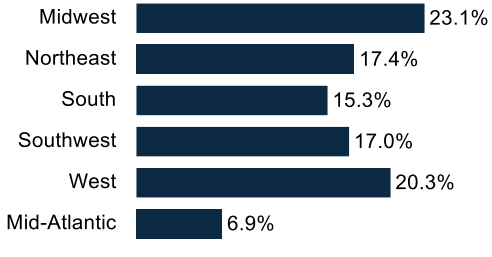
Age Range



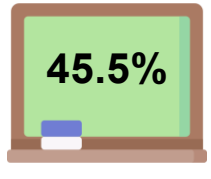
Household Income



Geo - Region



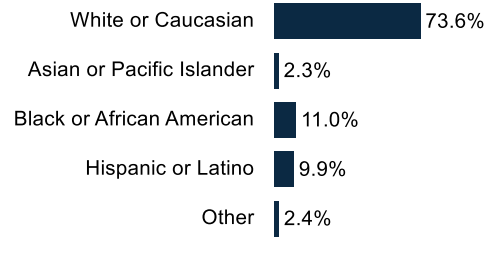
Education



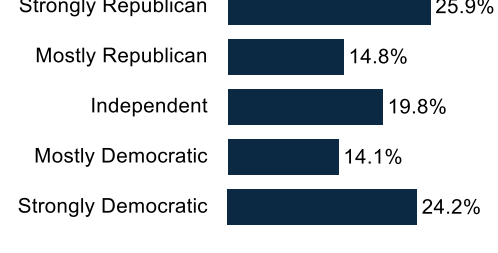
have at least a College degree

54.4% have no college degree

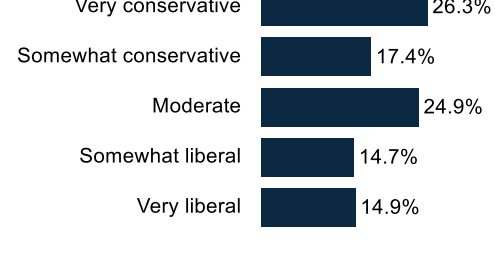
Race/Ethnicity



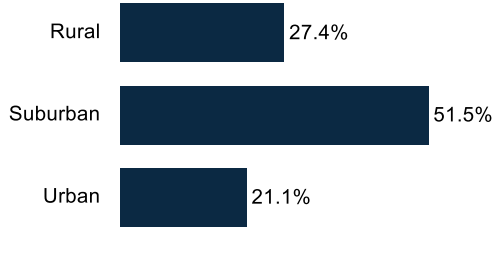
Partisanship



Ideology



Community Type



Total sample size: 1500

CYGNAL