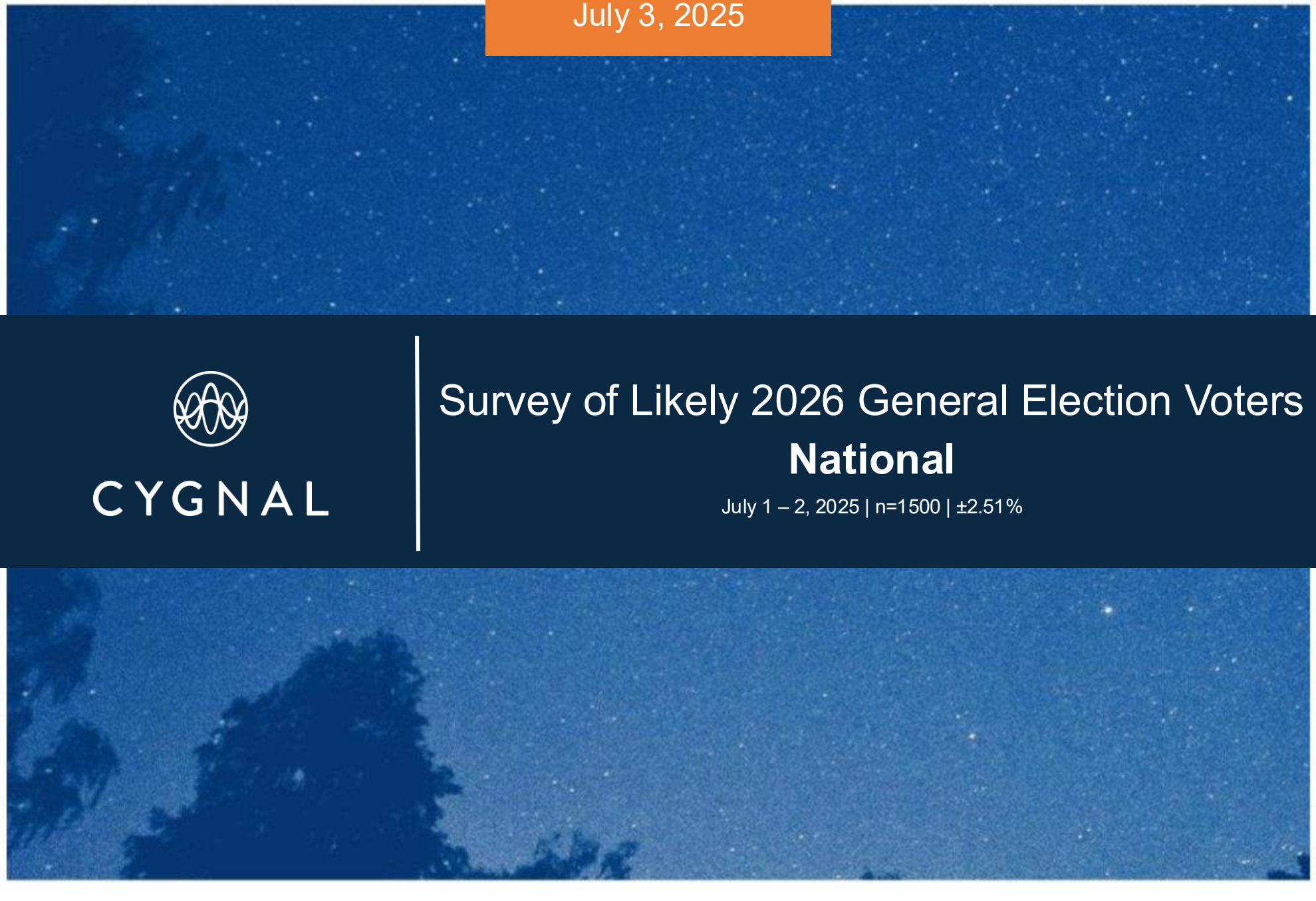
July 3, 2025



CYGNAL

Survey of Likely 2026 General Election Voters

National

July 1 – 2, 2025 | n=1500 | ±2.51%

Insights & Analysis

- For the first time since September 2022, **threats to democracy** (18%) **has overtaken inflation and the economy** (17%) **as the top priority** among likely voters.
  - This marks an 18-point drop for inflation/economy since April. The shift most recently is largely driven by:
    - Democrats (-15 net since June)
    - Younger voters (-17 net since June)
    - Non-white voters (-11 net since June)
- 8 months after the 2024 Presidential election, Kamala **Harris** (-8 net fav) is **still viewed more net-unfavorably than Trump** (-5), Rubio (-1), Noem (-5), and Hegseth (-4).
  - Among **union households**, Trump's image has declined -20 net fav since June, and these voters now view Harris more favorably by 10 net points.
- Before and after **Trump's ICE deportation raids** (late May / early June 2025):
  - Over 70% of voters believe individuals entering the U.S. without legal permission have broken the law.
  - Over 60% support deporting those individuals back to their country of origin.
  - **Hispanic voters are now 11 points more likely to support deportation** than two months ago.
- However, **support for ICE raids specifically is more divided** (50–48) with this split driven largely by:
  - Older women moved from +32 net on generic deportation to net-even on ICE raids.
  - Non-college educated women moved from +26 net to net-even.

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Insights & Analysis

- Voter blame for the **LA riots varies sharply by gender**:
  - 45% of **men** (+11 over next highest) blame protest organizers.
  - 45% of **women** (+15 over next highest) blame federal ICE agents.
- **50% of voters believe Israel was justified** in launching Operation Rising Lion, a **14-point margin in favor**, driven largely by men (+29 net justified).
  - Among consistent voters, 51% of those who voted in 3 of the last 4 elections agree; 52% of 4-of-4 voters agree.
- **57% believe Trump was justified in destroying Iran's nuclear capabilities**, with voters 6% more likely to say he was *definitely* justified (41%) than not justified altogether (35%).
  - Swing voters: 58-32 in favor (net +4 over the topline).
  - A **quarter of Democrats also say Trump was justified**.
- 43% of voters cite **religious and ideological differences as the primary cause of Israel-Iran conflict**, 20 points higher than the next leading cause.
  - Voters 55+ are 12 points more likely than younger voters to cite Iran's nuclear ambitions.
  - Fox News viewers: +15 points more likely to cite Iran's nuclear pursuit.
  - MSNBC viewers: +9 points more likely to say Israel's military aggression.
- Half of voters believe **Trump keeps campaign promises better than most politicians**, with 38% saying "much better than most".
  - Among **Trump Switchers and Newcomers** (didn't vote Trump in 2020 but did in 2024): **78% say he keeps promises better than most**.

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Insights & Analysis

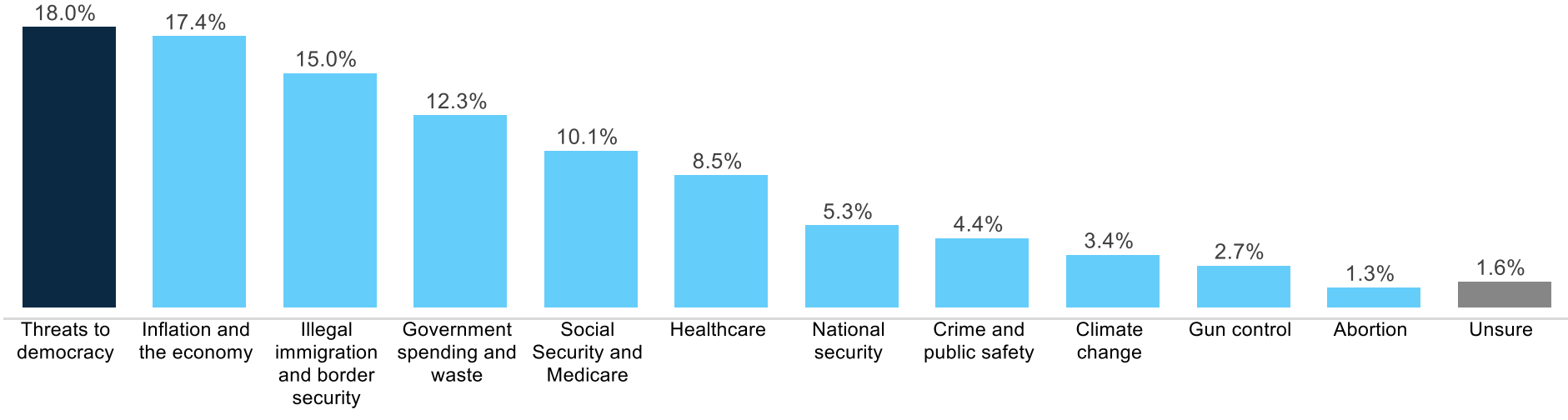
- Swing voters: 2:1 more likely to say Trump is better at keeping promises.

- On nearly every key issue, **voters prefer Texas as a national model over California**, except on abortion, which ranks lowest (1%) in top priorities.
  - 30% of Democrats say Texas is a better model on inflation and cost of living.
- **Cable network** and **prime-time TV shows viewership** have fairly strong **partisan contours** when looking at those who watch a given network on at least a weekly basis.
  - **58% of Republicans watch Fox News** basis, compared to only 38% of Democrats who watch MSNBC.
  - Black voters (25%) are the most likely to watch Lifetime.
  - **Independents** are the **least likely to watch** any of the top cable networks.
  - 19% of married women watch ESPN.
  - Those in a union household (23%) are the most likely to watch HGTV.
  - **Half of voters do not watch** any of the top 10 most popular **prime-time shows**.
  - Non-white voters are more likely than white voters to watch prime-time television.
- **Advanced Segmentation Analysis** produced three very interesting segments this month: *Liberals* (34%), *Moderates* (27%), and *Conservative* (39%).
  - *Conservatives* are focused on illegal immigration / border security (31%) and government spending / waste (25%), while *Liberals* care about threats to democracy (45%). *Moderates* are concerned with inflation / economy (24%) and Social Security / Medicare (15%).

Insights & Analysis

- *Moderates* are 2:1 negative on the direction of the country (30% right direction, 60% wrong track) and currently lean heavily left on the generic ballot (30 R, 53 D). This appears to be driven by their dislike of Donald Trump (33 fav, 62 unfav).
- However, the way President Trump is handling the issue of illegal immigration is supported by *Moderates* – 71% agree that those here illegally are breaking the law, and 58% agree they should be deported back to their country of origin.
- The *Moderates* segment is overwhelmingly female (65%), leans Democratic (44%), only 41% married, and much lower in income than either the *Conservative* or *Liberal* groups. These voters are lower in educational attainment (only 32% have a college degree).

Top Priority

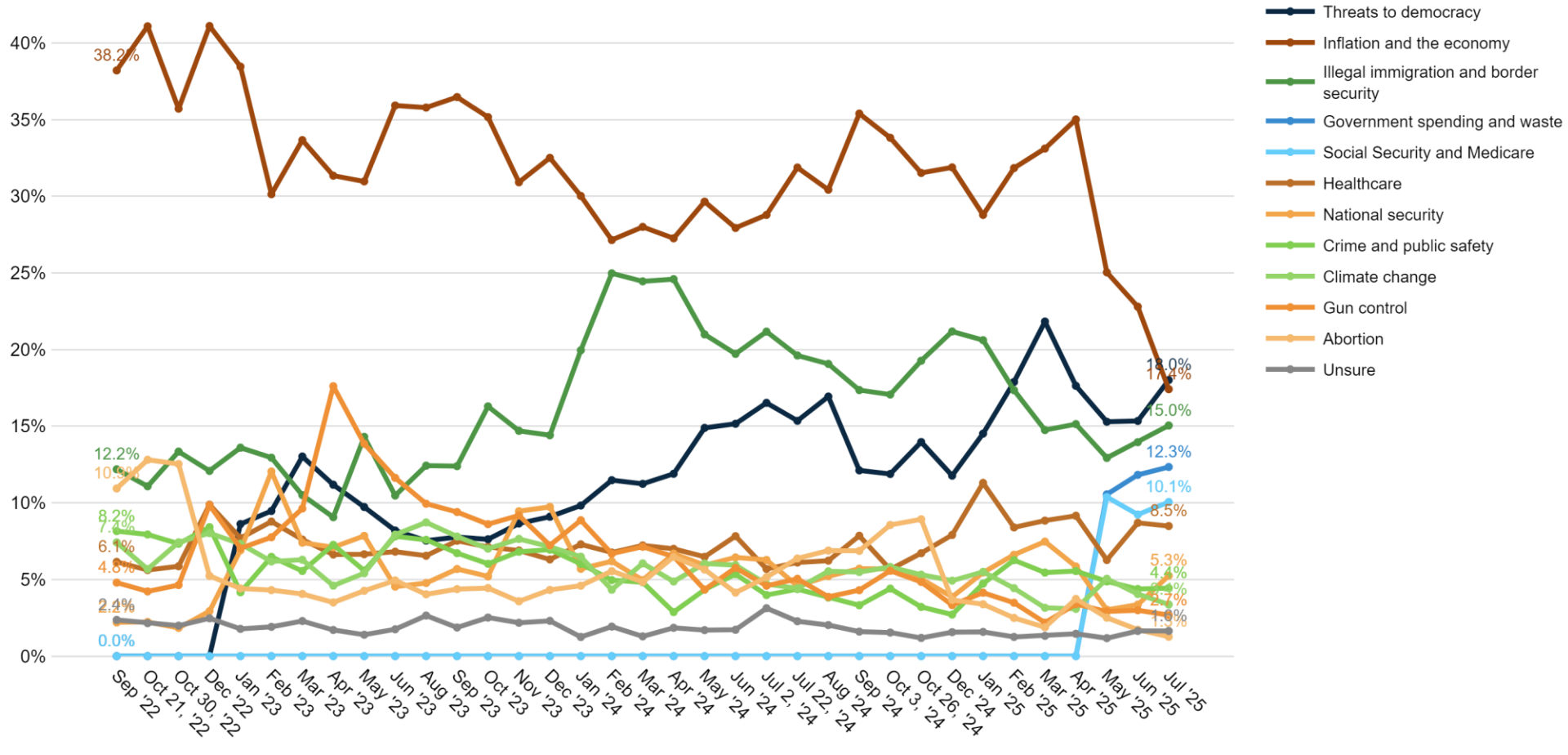


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Threats to democracy	18%	18%	18%	17%	18%	23%	13%	13%	25%	14%	19%	21%	2%	20%	34%	4%	17%	41%	19%	21%	10%	14%	17%	18%	18%	18%	18%	18%	18%	12%	2%	35%	14%	12%	18%	21%
Inflation and the economy	17%	21%	19%	19%	10%	16%	14%	20%	21%	14%	18%	20%	18%	21%	15%	16%	24%	14%	17%	19%	20%	21%	15%	19%	17%	14%	15%	19%	21%	25%	19%	16%	16%	24%	18%	16%
Illegal immigration and border security	15%	11%	13%	17%	20%	14%	23%	14%	9%	17%	16%	10%	28%	13%	2%	28%	10%	1%	15%	13%	16%	16%	11%	14%	16%	18%	20%	15%	9%	9%	29%	2%	13%	16%	14%	15%
Government spending and waste	12%	8%	10%	15%	17%	16%	16%	10%	8%	18%	11%	9%	21%	14%	2%	21%	9%	2%	13%	4%	14%	10%	13%	9%	15%	18%	12%	10%	7%	12%	22%	3%	6%	12%	16%	13%
Social Security and Medicare	10%	5%	18%	3%	13%	7%	10%	13%	10%	9%	10%	12%	7%	9%	15%	7%	13%	10%	10%	13%	13%	6%	13%	12%	9%	9%	8%	9%	14%	10%	5%	14%	13%	9%	10%	10%
Healthcare	8%	12%	6%	11%	5%	8%	9%	9%	9%	9%	8%	10%	5%	8%	13%	4%	8%	16%	8%	9%	12%	12%	11%	9%	8%	6%	11%	9%	8%	10%	5%	13%	11%	10%	9%	7%
National security	5%	3%	6%	5%	7%	6%	6%	5%	5%	6%	5%	4%	9%	4%	2%	10%	4%	0%	5%	8%	4%	5%	5%	4%	6%	7%	4%	5%	4%	5%	9%	2%	3%	6%	5%	6%
Crime and public safety	4%	8%	3%	4%	3%	4%	3%	6%	4%	4%	5%	4%	7%	4%	2%	6%	5%	1%	4%	6%	4%	6%	4%	5%	4%	4%	3%	5%	5%	5%	6%	2%	7%	4%	4%	4%
Climate change	3%	4%	2%	5%	2%	5%	2%	2%	5%	2%	4%	4%	1%	5%	5%	1%	3%	7%	4%	0%	2%	3%	6%	4%	3%	3%	5%	3%	4%	3%	1%	5%	5%	3%	4%	3%
Gun control	3%	6%	2%	1%	1%	1%	1%	5%	3%	3%	2%	4%	0%	2%	6%	1%	1%	6%	2%	6%	5%	3%	4%	4%	1%	1%	1%	2%	6%	3%	0%	5%	5%	3%	1%	2%
Abortion	1%	2%	1%	1%	0%	1%	0%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	2%	2%	1%	1%	2%	3%	0%	1%	1%
Unsure	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	1%	2%	2%	2%	1%	1%	3%	0%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	4%	2%	1%	3%	1%	1%	2%

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

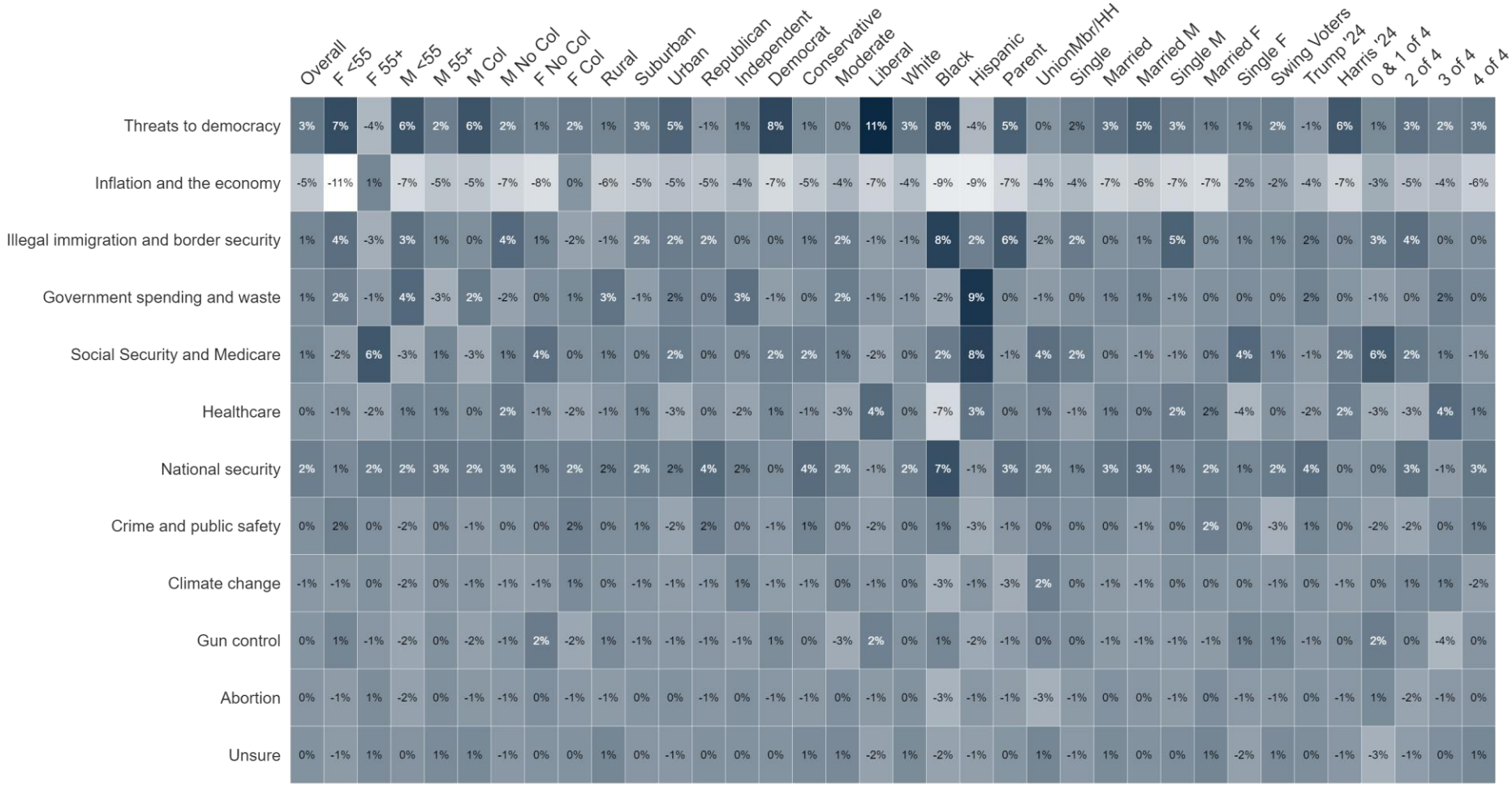
CYGNAL

Trend: Top Priority



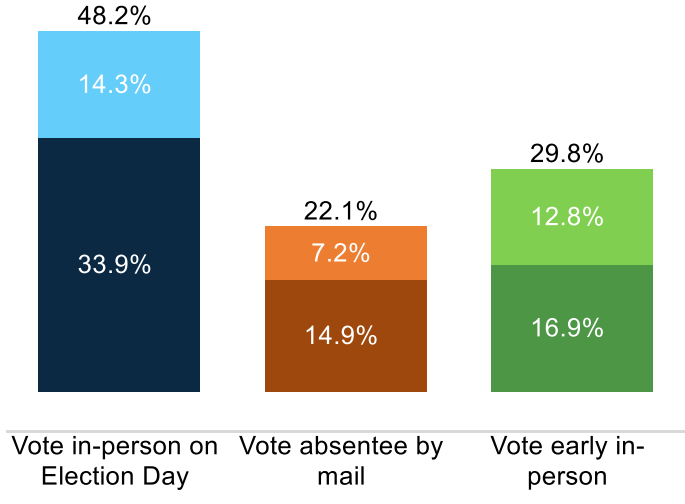
CYGNAL

Percent Change: Top Priority (Jun '25 to Jul '25)



CYGNAL

Vote Method

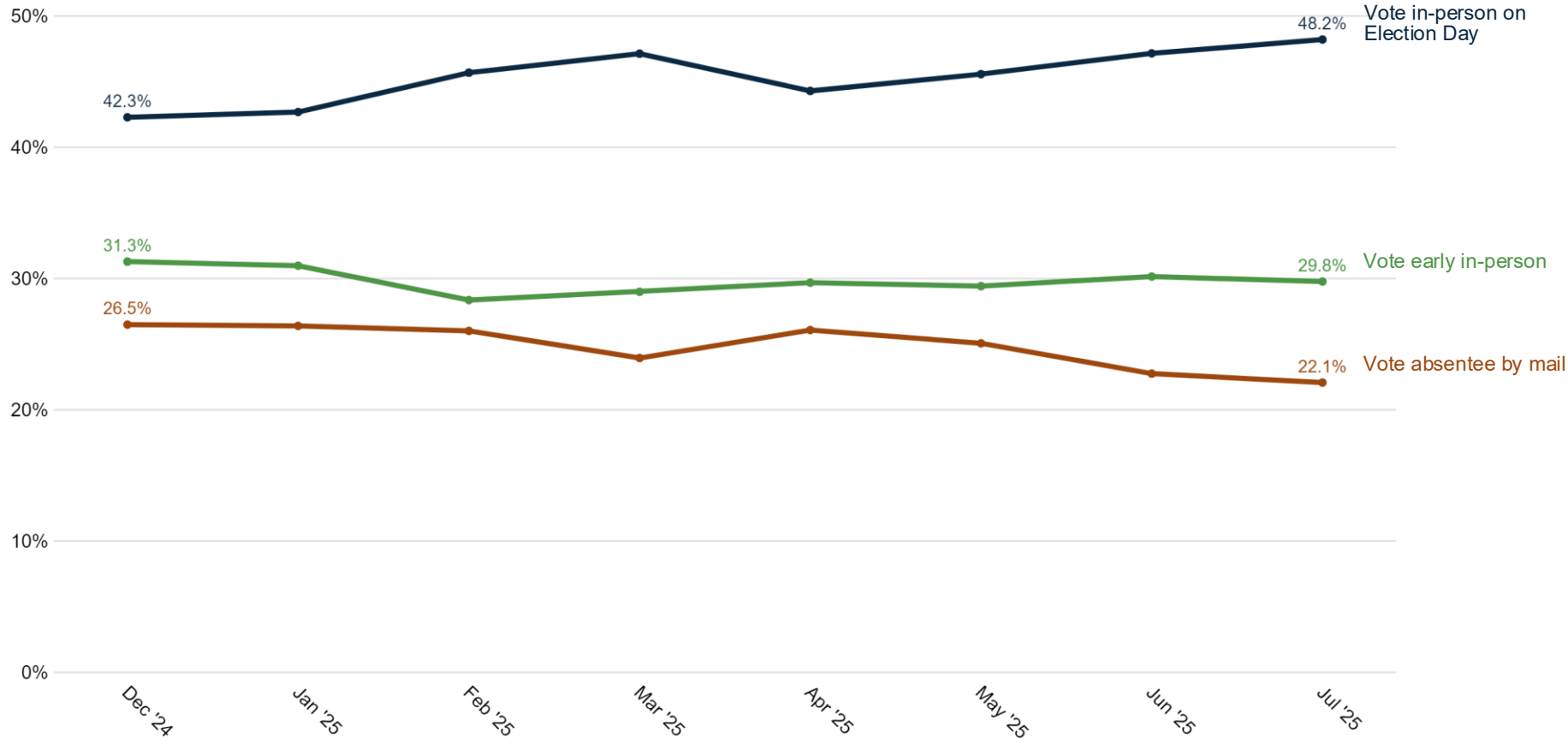


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	66%	63%	65%	62%	73%	65%	71%	64%	64%	67%	64%	67%	65%	65%	68%	65%	66%	65%	65%	75%	62%	63%	67%	64%	67%	69%	66%	64%	63%	53%	65%	67%	57%	58%	66%	70%
Probably vote	34%	37%	35%	38%	27%	35%	29%	36%	36%	33%	36%	33%	35%	35%	32%	35%	34%	35%	35%	25%	38%	37%	33%	36%	33%	31%	34%	36%	37%	47%	35%	33%	43%	42%	34%	30%
Vote in-person on Election Day	48%	52%	40%	54%	48%	46%	55%	48%	43%	56%	45%	45%	54%	49%	41%	52%	53%	39%	49%	56%	40%	55%	51%	48%	49%	51%	52%	46%	45%	47%	55%	42%	55%	56%	48%	44%
Vote absentee by mail	22%	17%	29%	16%	25%	23%	19%	23%	23%	17%	24%	25%	15%	21%	30%	17%	20%	31%	22%	19%	22%	14%	24%	25%	20%	19%	25%	22%	25%	23%	14%	29%	18%	19%	19%	25%
Vote early in-person	30%	31%	32%	29%	27%	31%	26%	29%	34%	27%	31%	30%	31%	30%	28%	30%	28%	30%	29%	26%	37%	31%	25%	27%	31%	31%	23%	32%	30%	30%	31%	28%	27%	25%	33%	31%
Definitely vote in-person on Election Day	34%	36%	28%	36%	37%	32%	41%	32%	31%	39%	31%	34%	38%	33%	31%	37%	36%	28%	34%	46%	23%	39%	38%	33%	34%	37%	37%	32%	31%	25%	38%	31%	34%	34%	37%	33%
Probably vote in-person on Election Day	14%	16%	12%	18%	11%	14%	15%	16%	12%	17%	14%	10%	17%	16%	11%	15%	17%	11%	15%	9%	18%	16%	13%	15%	14%	14%	15%	14%	14%	21%	17%	12%	21%	22%	11%	11%
Definitely vote absentee by mail	15%	11%	20%	11%	18%	15%	13%	14%	17%	11%	16%	16%	10%	15%	20%	12%	14%	21%	14%	11%	16%	9%	15%	16%	14%	13%	16%	15%	16%	13%	10%	20%	8%	12%	11%	18%
Probably vote absentee by mail	7%	6%	9%	6%	7%	8%	6%	9%	6%	5%	8%	9%	5%	6%	10%	6%	6%	10%	7%	7%	7%	6%	9%	9%	6%	5%	9%	7%	9%	10%	4%	9%	10%	7%	8%	6%
Definitely vote early in-person	17%	16%	18%	15%	18%	17%	16%	18%	17%	16%	17%	17%	17%	17%	17%	17%	17%	16%	16%	18%	24%	16%	14%	15%	18%	19%	13%	17%	17%	14%	18%	16%	15%	11%	18%	19%
Probably vote early in-person	13%	15%	14%	14%	8%	13%	9%	11%	18%	10%	14%	14%	14%	13%	11%	14%	11%	13%	13%	8%	14%	15%	11%	12%	13%	12%	10%	15%	14%	16%	14%	12%	12%	13%	15%	12%

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

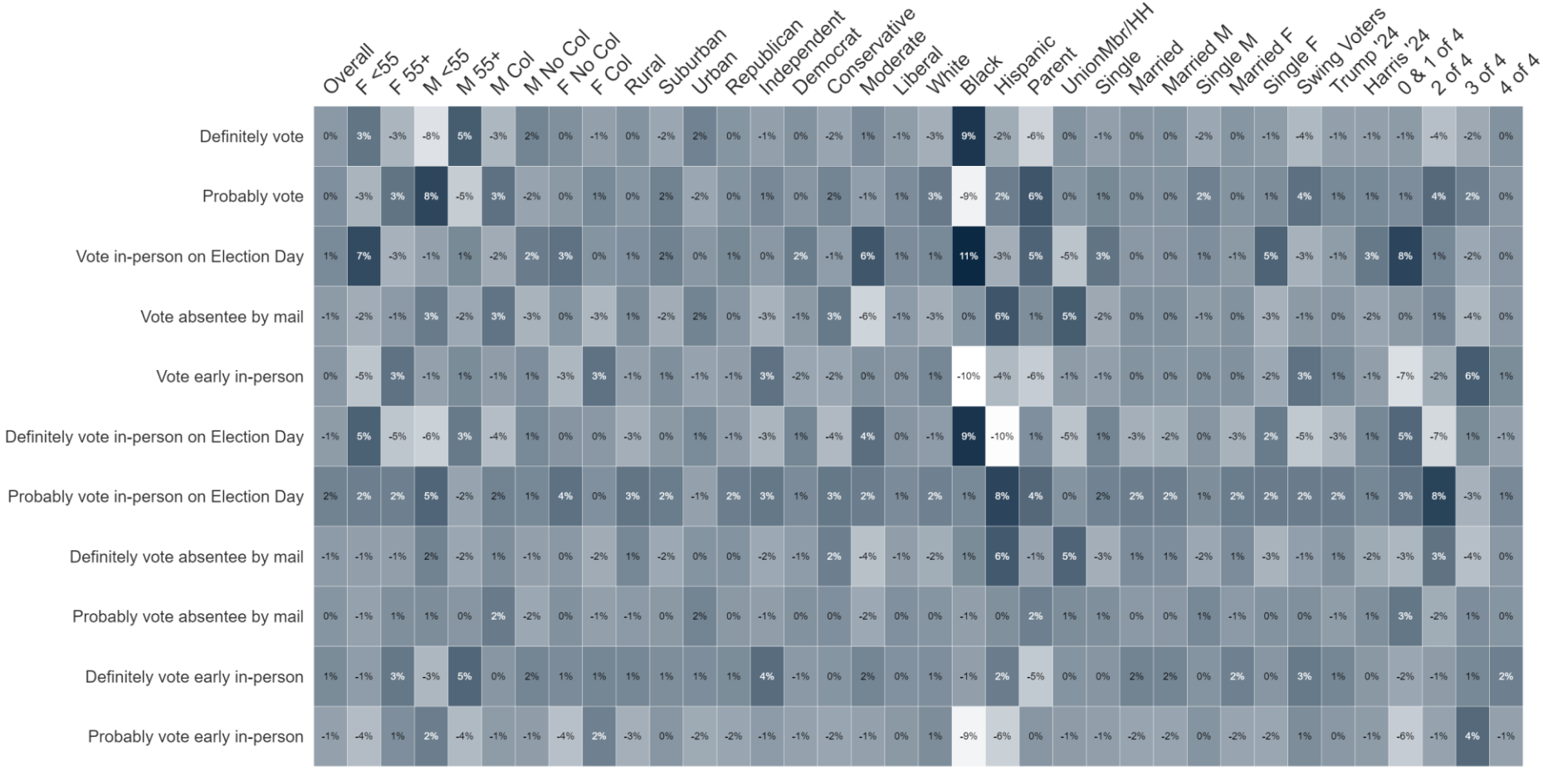
CYGNAL

Trend: Vote Method



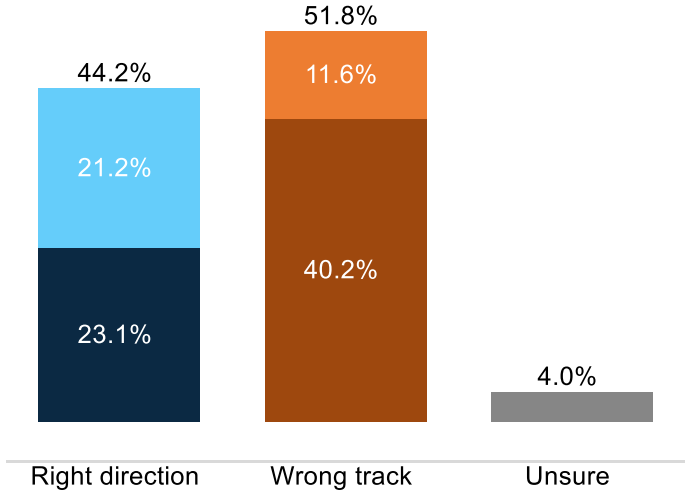
CYGNAL

Percent Change: Vote Method (Jun '25 to Jul '25)



CYGNAL

Country Direction

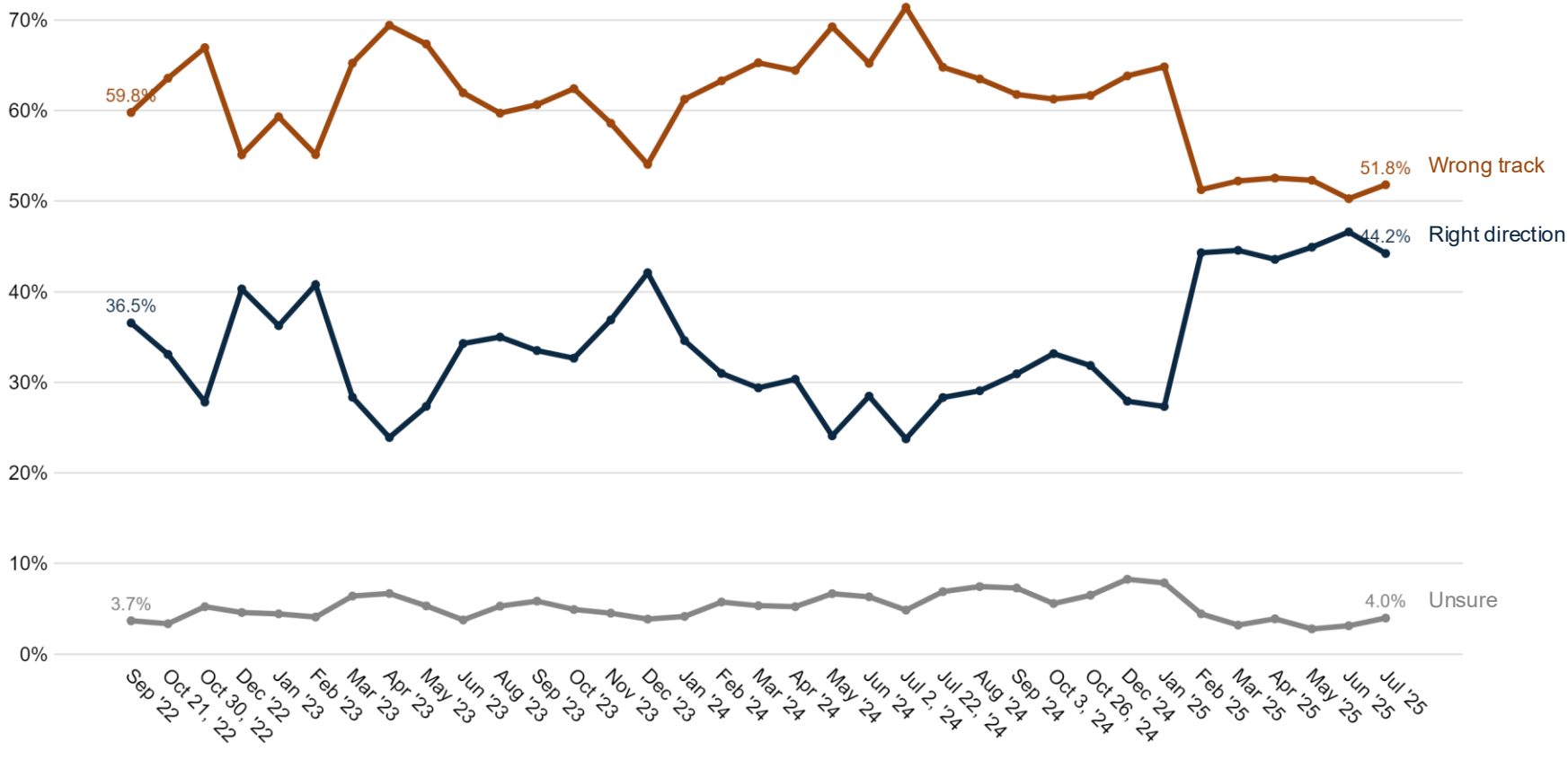


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Right direction	44%	35%	41%	48%	55%	46%	57%	44%	29%	54%	46%	28%	86%	33%	5%	81%	29%	4%	49%	18%	42%	49%	40%	37%	50%	55%	45%	44%	31%	36%	86%	5%	39%	45%	48%	45%
Wrong track	52%	63%	54%	47%	42%	51%	39%	51%	68%	40%	52%	68%	11%	60%	93%	14%	66%	95%	47%	73%	57%	48%	57%	59%	46%	41%	51%	52%	64%	53%	9%	93%	56%	52%	49%	52%
Definitely the right direction	23%	13%	24%	22%	34%	23%	34%	24%	12%	28%	24%	14%	46%	16%	2%	46%	9%	2%	27%	10%	17%	22%	22%	18%	27%	32%	23%	22%	15%	7%	47%	2%	19%	20%	25%	25%
Mostly the right direction	21%	22%	17%	26%	21%	23%	23%	21%	17%	26%	22%	13%	40%	17%	3%	35%	19%	2%	22%	8%	26%	27%	19%	18%	23%	24%	22%	23%	16%	29%	40%	3%	21%	26%	23%	20%
Mostly the wrong track	12%	14%	12%	11%	9%	11%	9%	15%	10%	6%	12%	18%	6%	15%	15%	7%	21%	10%	10%	14%	15%	13%	11%	14%	10%	8%	13%	11%	15%	21%	6%	15%	16%	18%	8%	10%
Definitely the wrong track	40%	49%	42%	36%	33%	40%	30%	36%	58%	34%	40%	49%	4%	45%	78%	8%	45%	85%	37%	60%	42%	35%	46%	45%	37%	33%	38%	41%	49%	31%	3%	77%	39%	34%	40%	42%
Unsure	4%	3%	6%	5%	3%	3%	5%	5%	3%	6%	2%	5%	3%	7%	2%	5%	5%	1%	4%	9%	1%	3%	3%	4%	4%	4%	4%	3%	4%	11%	4%	3%	5%	3%	4%	4%

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

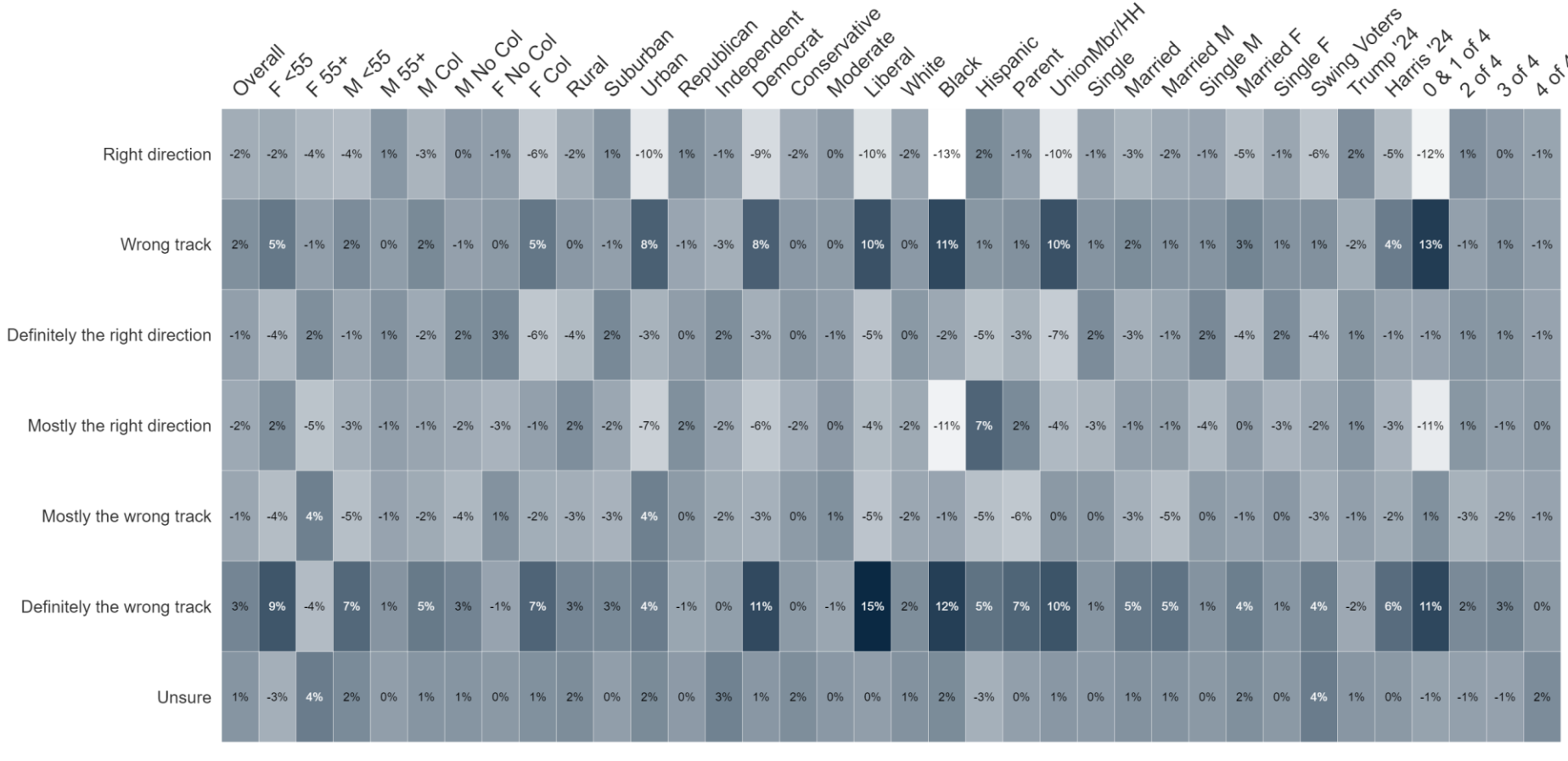
CYGNAL

Trend: Country Direction



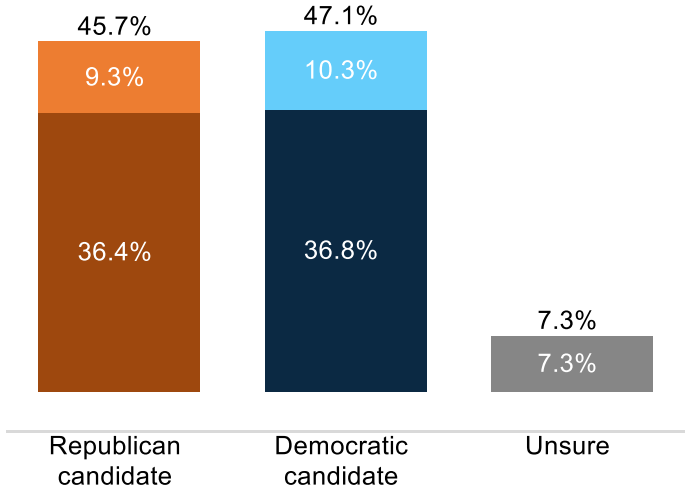
CYGNAL

Percent Change: Country Direction (Jun '25 to Jul '25)



CYGNAL

Generic Ballot

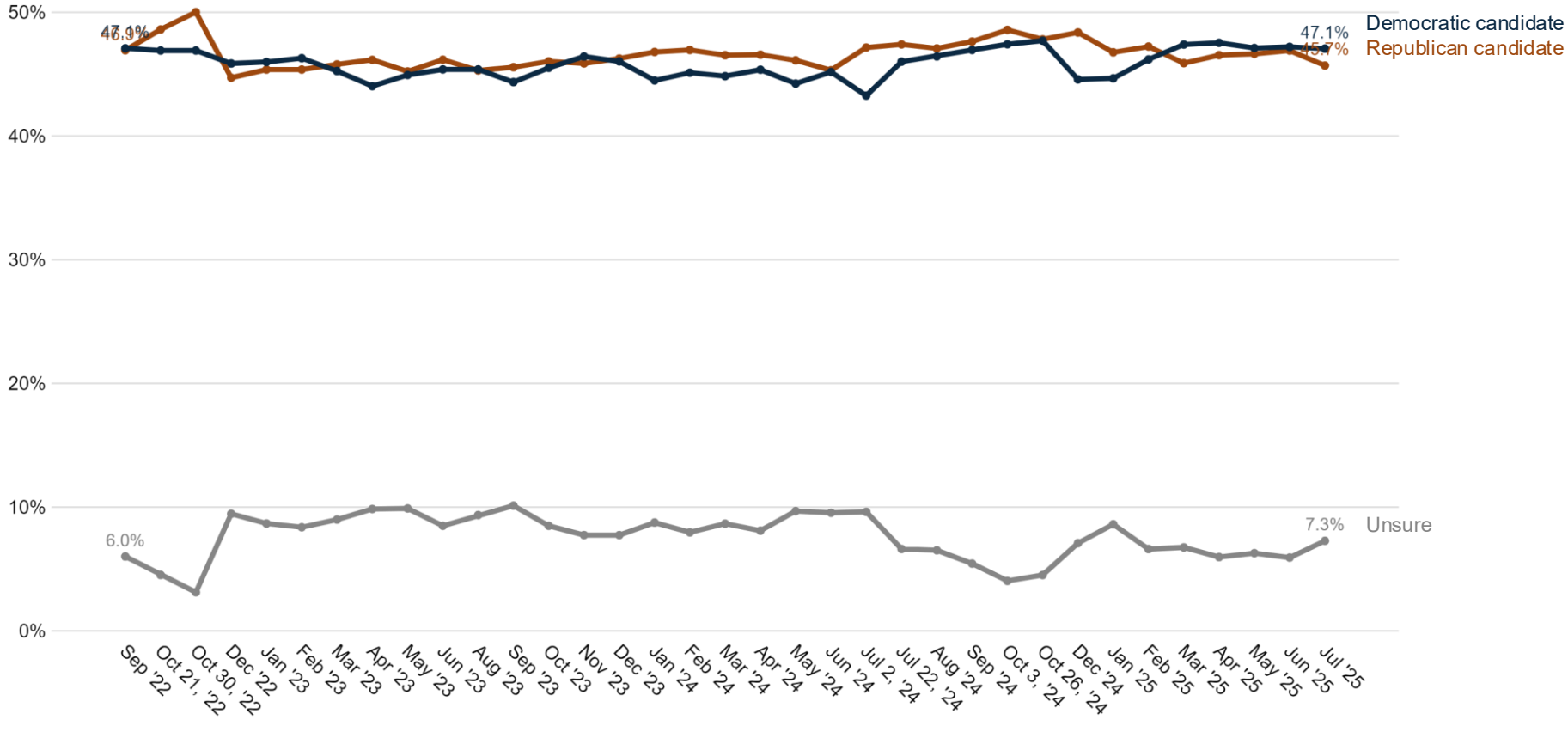


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	46%	35%	42%	50%	57%	47%	60%	46%	28%	56%	46%	31%	93%	32%	2%	85%	28%	3%	51%	19%	40%	48%	37%	37%	52%	58%	47%	47%	30%	35%	92%	2%	39%	51%	49%	45%
Democratic candidate	47%	57%	51%	42%	37%	47%	33%	46%	65%	36%	48%	59%	4%	49%	94%	10%	58%	93%	42%	71%	55%	43%	55%	55%	41%	35%	47%	48%	60%	38%	3%	91%	52%	43%	44%	48%
Definitely the Republican candidate	36%	24%	35%	38%	50%	35%	53%	35%	21%	44%	38%	23%	77%	21%	1%	71%	18%	3%	41%	14%	33%	37%	30%	29%	43%	49%	37%	36%	23%	0%	75%	1%	27%	36%	39%	38%
Probably the Republican candidate	9%	11%	7%	12%	7%	12%	7%	11%	6%	12%	8%	8%	16%	11%	1%	15%	10%	1%	10%	5%	7%	11%	7%	8%	10%	9%	9%	10%	7%	35%	17%	1%	11%	15%	11%	7%
Probably the Democratic candidate	10%	14%	8%	12%	8%	11%	9%	10%	11%	10%	9%	13%	2%	18%	15%	4%	21%	9%	8%	21%	13%	9%	11%	15%	7%	6%	17%	8%	13%	38%	2%	16%	17%	9%	11%	8%
Definitely the Democratic candidate	37%	43%	43%	30%	29%	36%	23%	35%	54%	26%	39%	46%	2%	31%	80%	6%	37%	84%	34%	50%	42%	34%	43%	40%	34%	29%	30%	39%	47%	0%	1%	75%	35%	34%	33%	39%
Unsure	7%	9%	7%	8%	5%	6%	7%	8%	7%	8%	6%	10%	3%	20%	4%	5%	14%	3%	7%	10%	5%	8%	8%	8%	6%	7%	6%	6%	10%	27%	5%	7%	9%	6%	6%	7%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

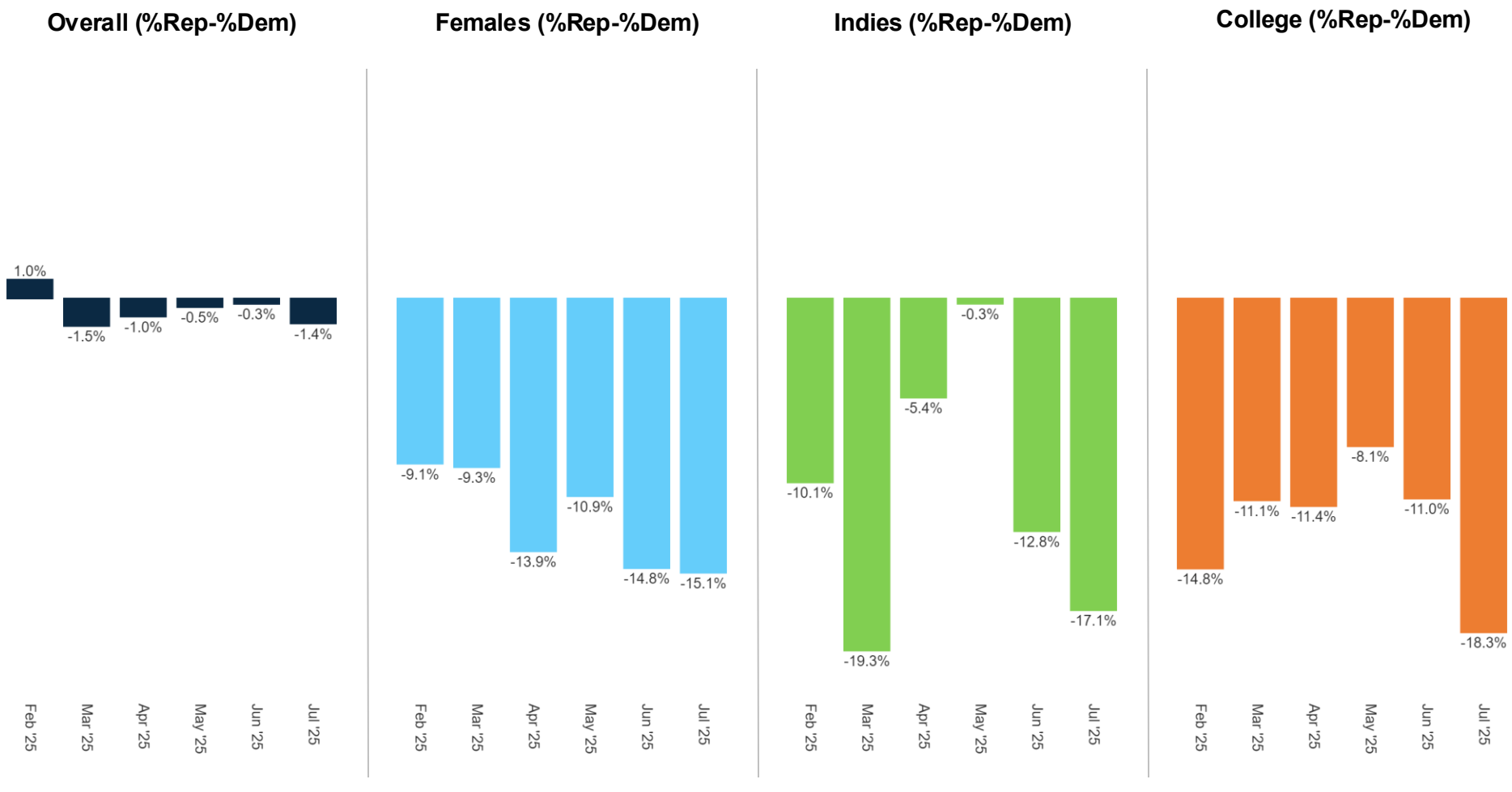
CYGNAL

Trend: Generic Ballot



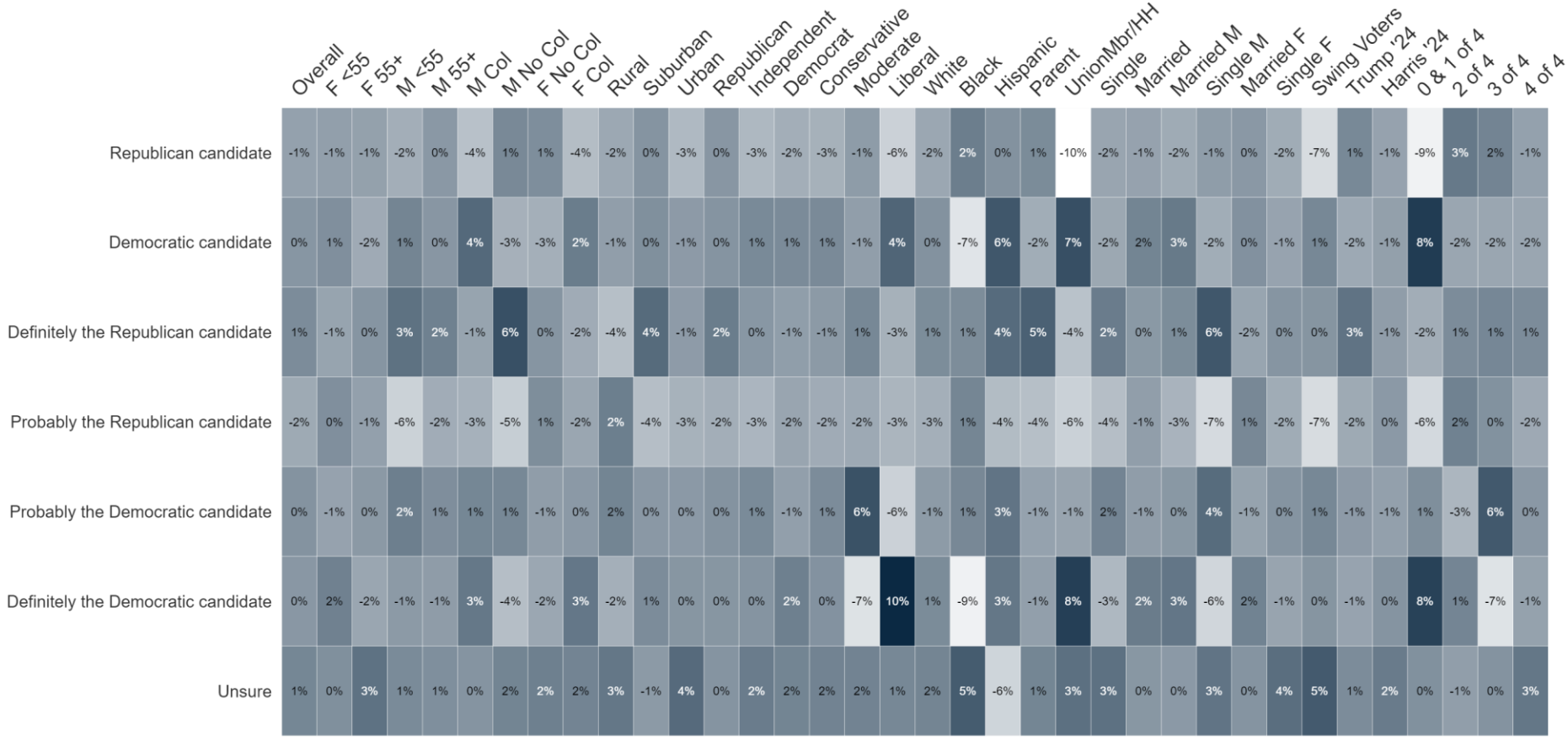
CYGNAL

Generic Ballot Movement



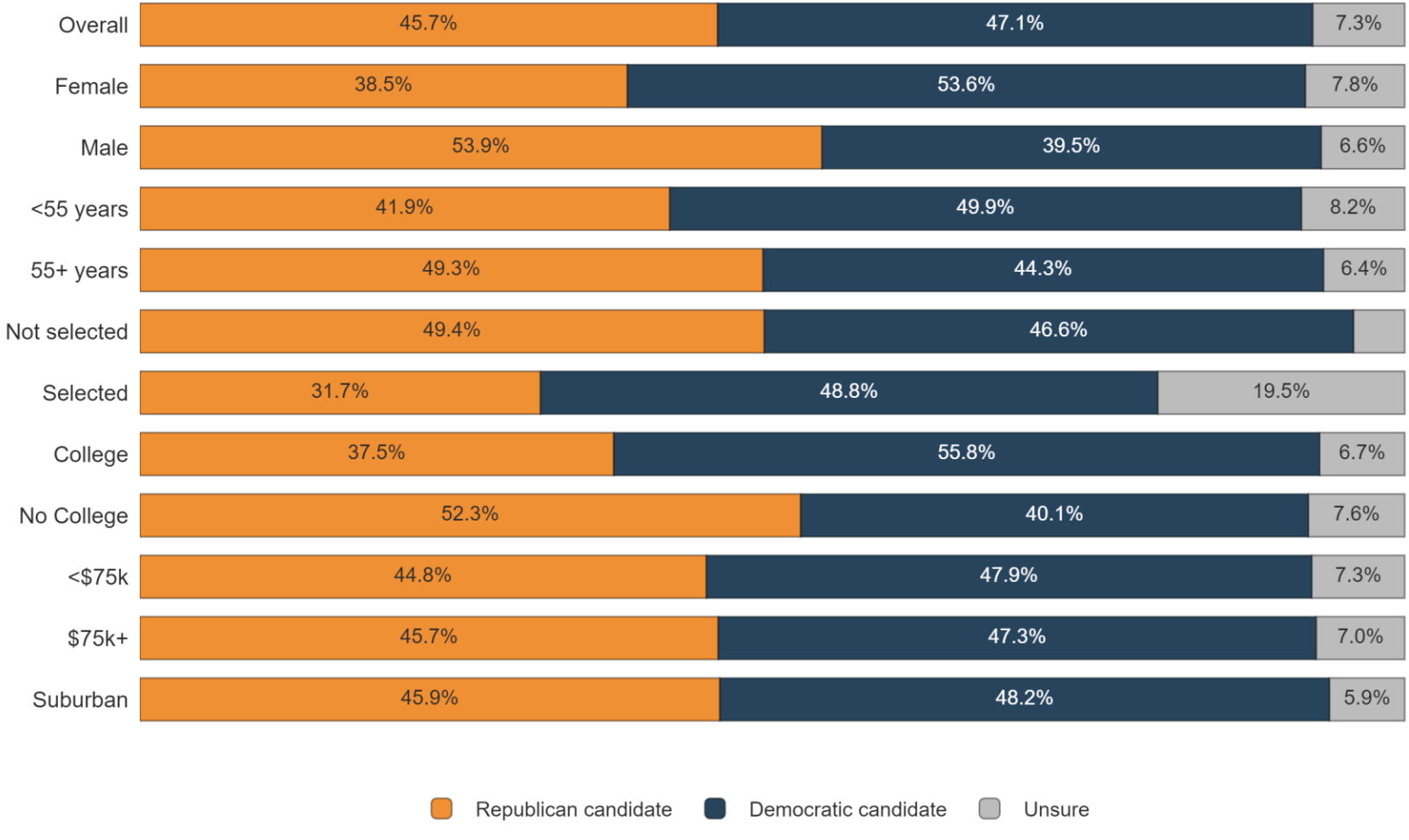
CYGNAL

Percent Change: Generic Ballot (Jun '25 to Jul '25)



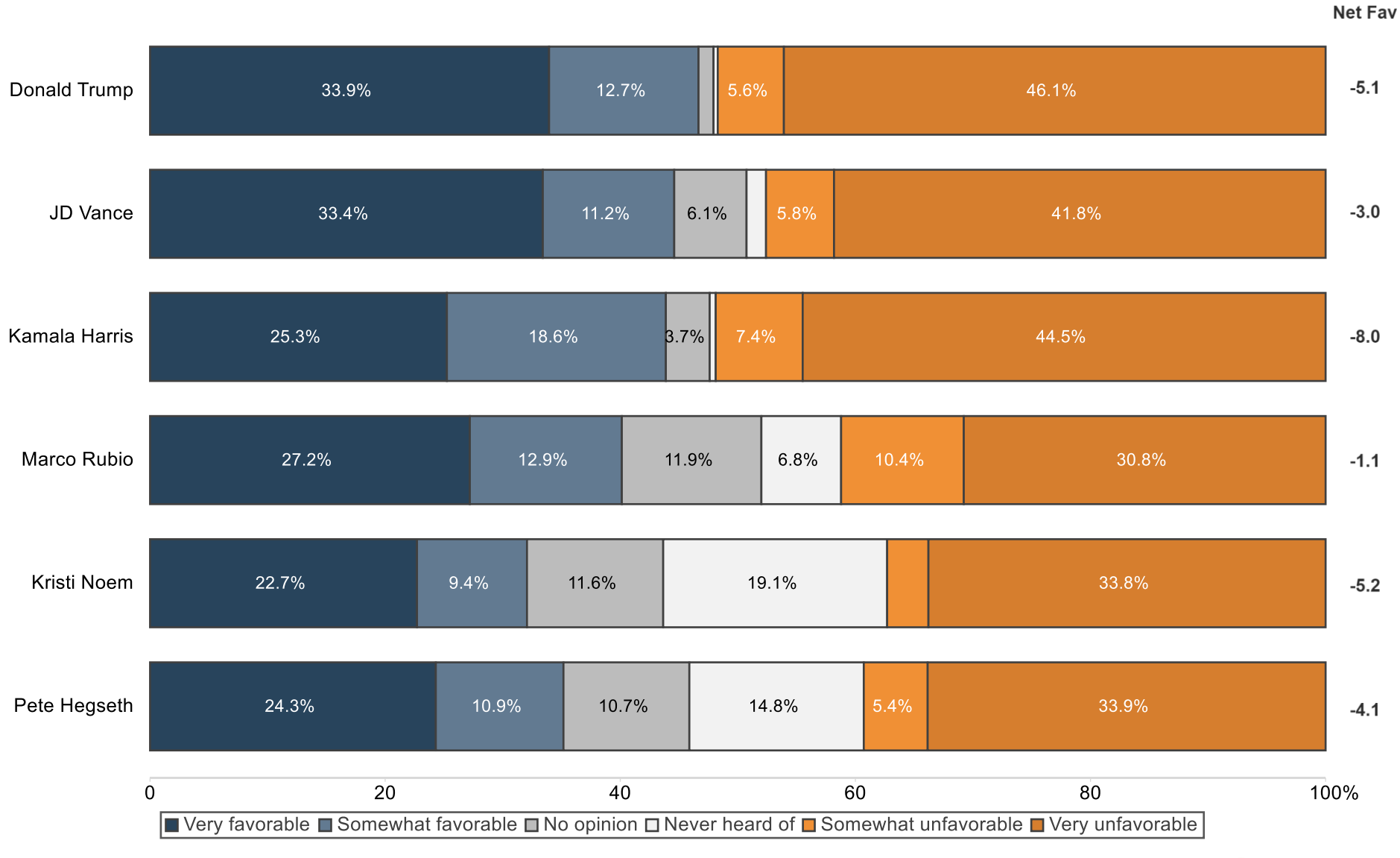
CYGNAL

Generic Ballot by Key Voter Groups



CYGNAL

Image Tests



CYGNAL

Image Tests Heatmaps

Favorable

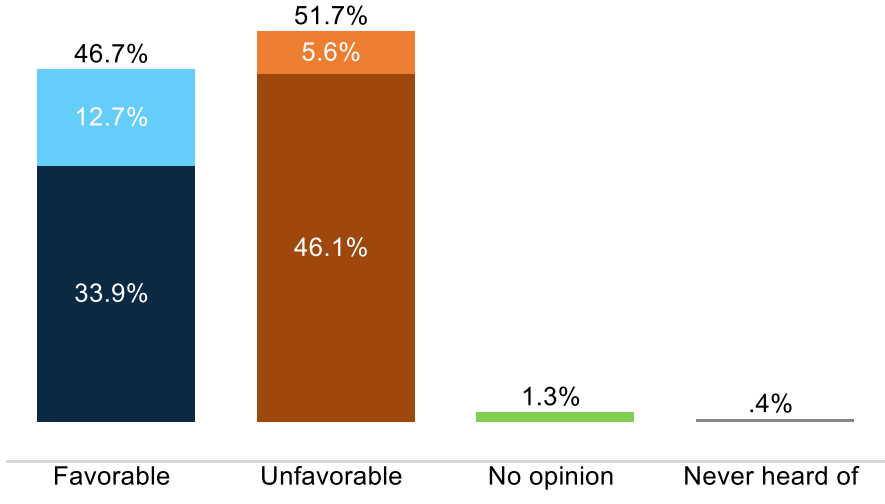
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	47%	37%	42%	52%	57%	47%	62%	47%	30%	55%	47%	34%	91%	35%	4%	84%	33%	3%	52%	22%	43%	52%	40%	38%	53%	58%	48%	48%	32%	41%	92%	3%	38%	50%	49%	47%
JD Vance	45%	32%	44%	47%	57%	46%	59%	44%	29%	54%	45%	31%	87%	33%	6%	82%	29%	4%	49%	21%	43%	46%	39%	36%	52%	58%	43%	45%	31%	35%	88%	5%	30%	50%	48%	46%
Kamala Harris	44%	55%	50%	36%	32%	39%	29%	46%	61%	34%	43%	58%	6%	41%	88%	11%	52%	88%	40%	75%	41%	43%	52%	51%	39%	32%	38%	46%	60%	36%	4%	86%	50%	39%	41%	44%
Marco Rubio	40%	26%	39%	42%	56%	47%	51%	37%	26%	45%	42%	29%	73%	35%	7%	74%	26%	4%	44%	16%	40%	42%	36%	31%	47%	55%	38%	39%	26%	32%	74%	8%	27%	36%	44%	44%
Kristi Noem	32%	18%	30%	33%	50%	36%	47%	28%	18%	37%	33%	23%	59%	27%	5%	62%	17%	3%	36%	17%	27%	30%	29%	24%	39%	47%	33%	30%	18%	20%	62%	4%	22%	24%	27%	38%
Pete Hegseth	35%	21%	32%	39%	51%	41%	49%	31%	20%	41%	36%	24%	66%	28%	5%	67%	19%	4%	39%	12%	39%	36%	29%	26%	42%	51%	35%	33%	20%	20%	68%	5%	27%	31%	34%	39%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	52%	59%	56%	47%	43%	53%	37%	50%	69%	43%	52%	63%	9%	62%	93%	15%	65%	95%	48%	74%	54%	46%	57%	59%	46%	42%	51%	50%	65%	55%	7%	95%	57%	49%	49%	52%
JD Vance	48%	54%	50%	45%	41%	51%	35%	42%	65%	36%	49%	60%	7%	60%	85%	13%	58%	92%	46%	60%	44%	44%	58%	53%	43%	39%	49%	48%	56%	47%	7%	88%	48%	41%	45%	50%
Kamala Harris	52%	39%	46%	60%	64%	57%	67%	49%	35%	62%	52%	39%	90%	53%	9%	86%	42%	10%	57%	19%	52%	53%	46%	44%	58%	65%	58%	51%	34%	55%	94%	10%	44%	55%	55%	52%
Marco Rubio	41%	41%	43%	42%	38%	44%	36%	33%	55%	32%	43%	50%	9%	46%	75%	12%	47%	82%	41%	48%	39%	36%	49%	43%	39%	37%	44%	42%	42%	36%	8%	76%	39%	28%	42%	45%
Kristi Noem	37%	37%	39%	37%	36%	45%	29%	30%	49%	29%	39%	46%	8%	47%	65%	10%	43%	74%	37%	33%	42%	35%	45%	38%	37%	35%	40%	38%	37%	32%	7%	68%	35%	28%	32%	42%
Pete Hegseth	39%	37%	42%	39%	39%	48%	30%	30%	53%	30%	41%	46%	9%	48%	68%	12%	45%	77%	40%	37%	35%	33%	49%	41%	38%	37%	42%	39%	40%	37%	7%	71%	32%	28%	37%	45%

CYGNAL

Image: Donald Trump

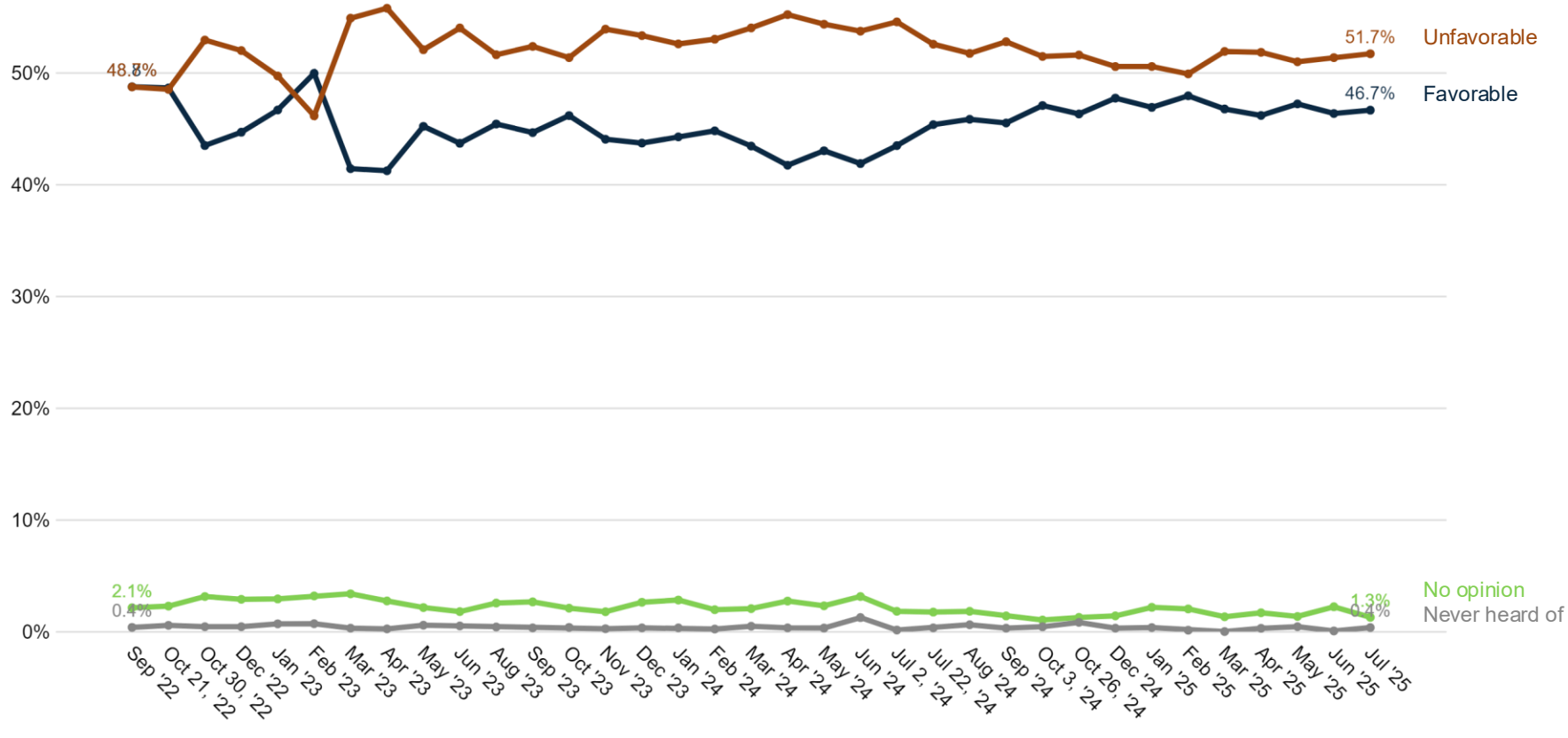


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	47%	37%	42%	52%	57%	47%	62%	47%	30%	55%	47%	34%	91%	35%	4%	84%	33%	3%	52%	22%	43%	52%	40%	38%	53%	58%	48%	48%	32%	41%	92%	3%	38%	50%	49%	47%
Unfavorable Total	52%	59%	56%	47%	43%	53%	37%	50%	69%	43%	52%	63%	9%	62%	93%	15%	65%	95%	48%	74%	54%	46%	57%	59%	46%	42%	51%	50%	65%	55%	7%	95%	57%	49%	49%	52%
Very favorable	34%	24%	34%	33%	46%	34%	46%	36%	19%	42%	35%	22%	69%	23%	1%	65%	18%	2%	38%	13%	33%	35%	29%	27%	39%	44%	32%	34%	23%	16%	69%	1%	26%	30%	37%	36%
Somewhat favorable	13%	14%	8%	18%	11%	13%	17%	11%	11%	14%	12%	12%	22%	12%	3%	19%	15%	2%	13%	9%	10%	17%	11%	11%	14%	14%	16%	14%	8%	25%	23%	2%	12%	20%	13%	11%
Somewhat unfavorable	6%	4%	5%	8%	5%	7%	7%	5%	5%	5%	4%	10%	3%	11%	6%	4%	11%	2%	5%	11%	4%	6%	5%	7%	5%	6%	8%	4%	6%	15%	4%	6%	12%	8%	4%	4%
Very unfavorable	46%	55%	50%	39%	38%	46%	31%	45%	64%	37%	48%	53%	6%	51%	88%	10%	54%	93%	43%	64%	50%	40%	53%	53%	41%	36%	43%	47%	59%	40%	3%	89%	44%	41%	45%	48%
No opinion	1%	3%	2%	0%	0%	0%	0%	2%	2%	1%	1%	3%	0%	3%	1%	1%	2%	1%	1%	2%	3%	2%	2%	2%	1%	0%	0%	2%	2%	3%	0%	1%	4%	0%	1%	1%
Never heard of	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%

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

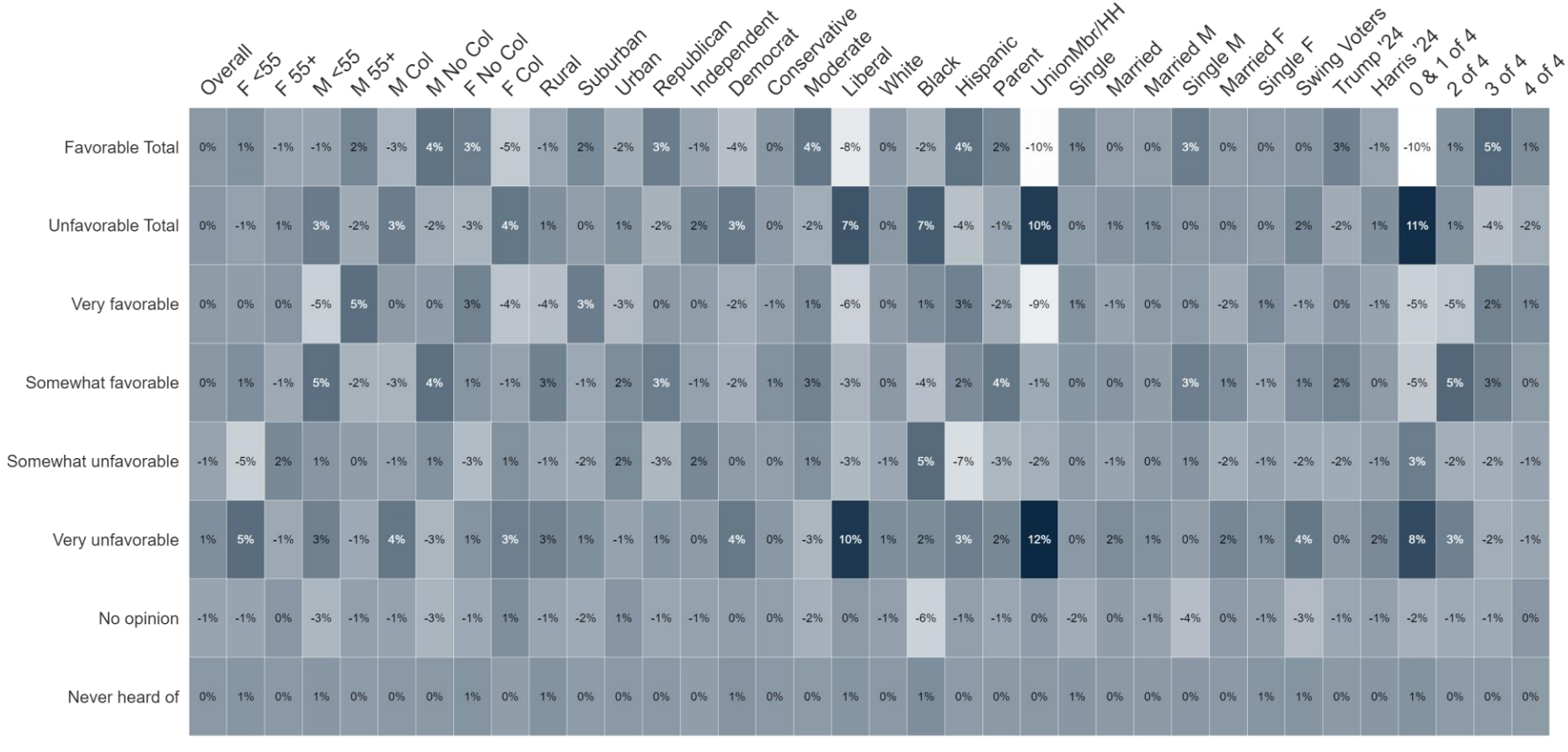
CYGNAL

Trend: Donald Trump Image



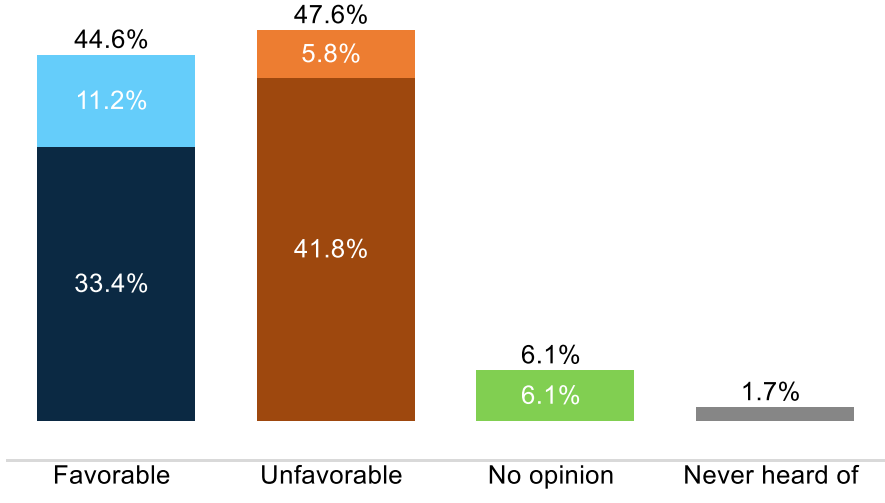
CYGNAL

Percent Change: Donald Trump Image (Jun '25 to Jul '25)



CYGNAL

Image: JD Vance

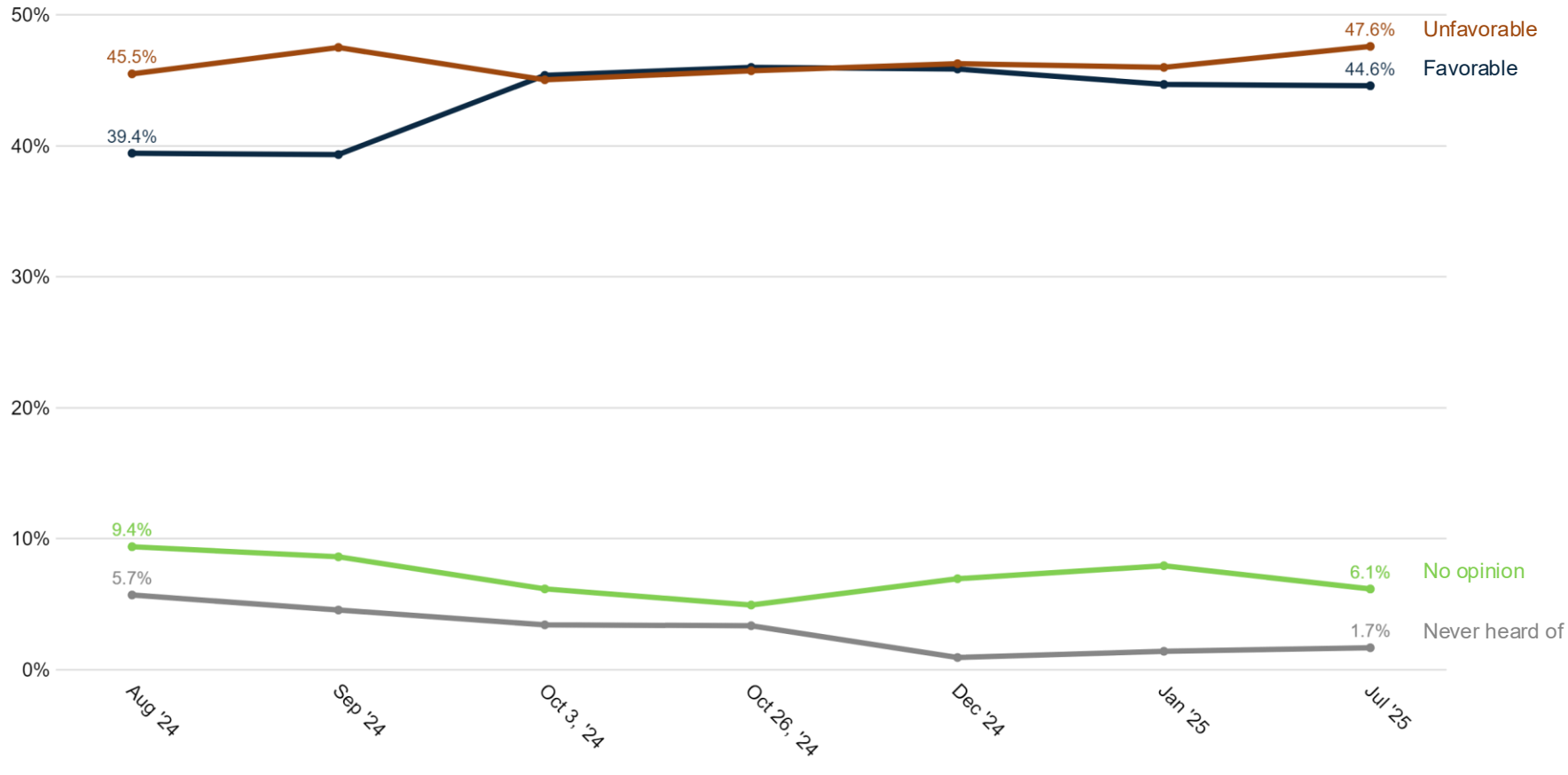


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	45%	32%	44%	47%	57%	46%	59%	44%	29%	54%	45%	31%	87%	33%	6%	82%	29%	4%	49%	21%	43%	46%	39%	36%	52%	58%	43%	45%	31%	35%	88%	5%	30%	50%	48%	46%
Unfavorable Total	48%	54%	50%	45%	41%	51%	35%	42%	65%	36%	49%	60%	7%	60%	85%	13%	58%	92%	46%	60%	44%	44%	58%	53%	43%	39%	49%	48%	56%	47%	7%	88%	48%	41%	45%	50%
Very favorable	33%	23%	34%	33%	45%	33%	45%	35%	20%	41%	35%	18%	67%	23%	3%	64%	18%	3%	38%	14%	31%	34%	27%	25%	40%	44%	30%	35%	22%	14%	67%	3%	20%	32%	37%	36%
Somewhat favorable	11%	9%	10%	15%	12%	13%	14%	10%	9%	13%	10%	12%	20%	10%	3%	18%	11%	2%	12%	7%	13%	12%	12%	10%	12%	14%	12%	10%	9%	21%	20%	2%	10%	18%	11%	10%
Somewhat unfavorable	6%	7%	5%	8%	4%	6%	6%	6%	6%	4%	6%	8%	3%	13%	5%	4%	12%	3%	5%	9%	5%	8%	5%	7%	5%	5%	7%	5%	6%	15%	4%	6%	11%	6%	5%	5%
Very unfavorable	42%	47%	45%	37%	37%	45%	29%	37%	59%	32%	43%	52%	4%	47%	80%	9%	47%	89%	41%	51%	39%	36%	53%	47%	38%	34%	42%	43%	50%	32%	3%	82%	37%	35%	40%	46%
No opinion	6%	10%	5%	8%	2%	3%	6%	9%	5%	6%	5%	9%	5%	5%	7%	5%	11%	2%	4%	16%	8%	8%	3%	9%	4%	3%	8%	5%	9%	15%	5%	5%	17%	6%	6%	4%
Never heard of	2%	5%	1%	0%	0%	0%	0%	4%	1%	3%	1%	1%	1%	3%	2%	1%	2%	2%	1%	4%	4%	2%	0%	3%	1%	0%	0%	1%	4%	3%	1%	2%	5%	4%	1%	0%

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

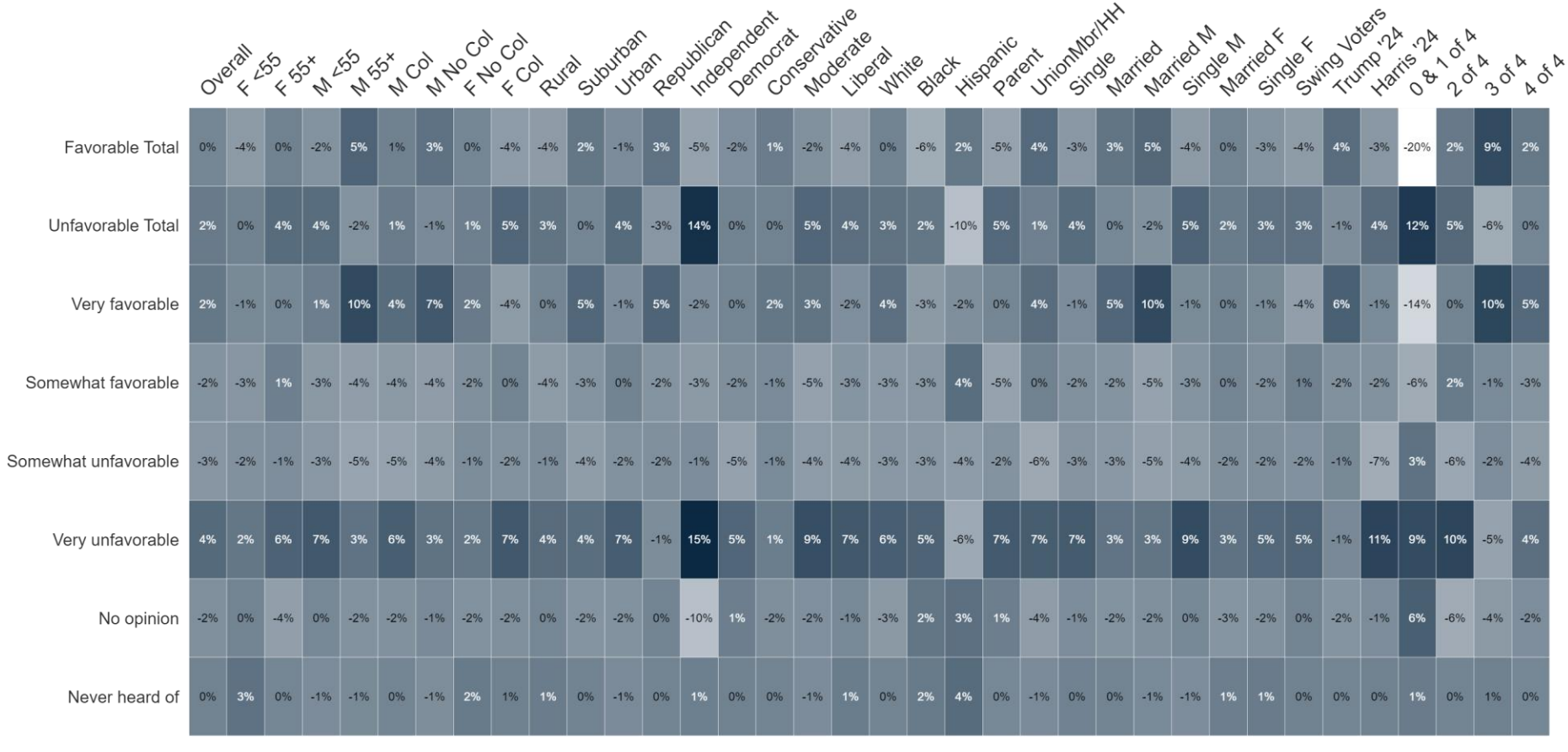
CYGNAL

Trend: JD Vance Image



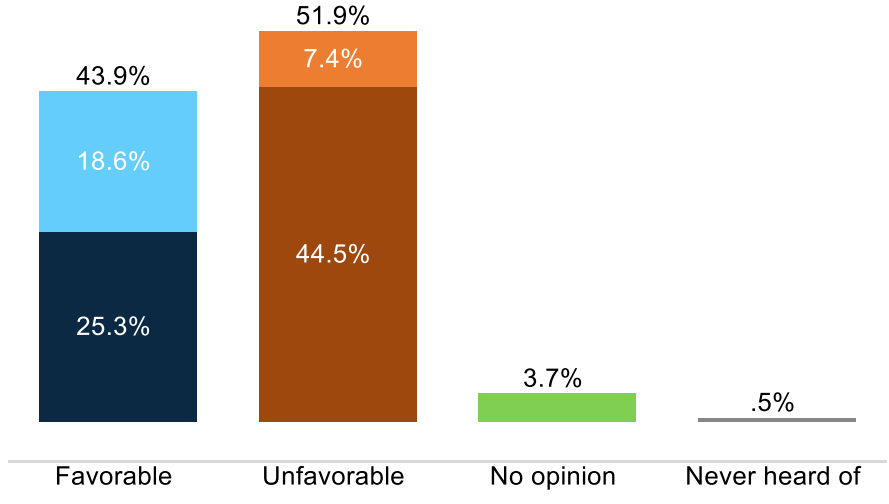
CYGNAL

Percent Change: JD Vance Image (Jan '25 to Jun '25)



CYGNAL

Image: Kamala Harris

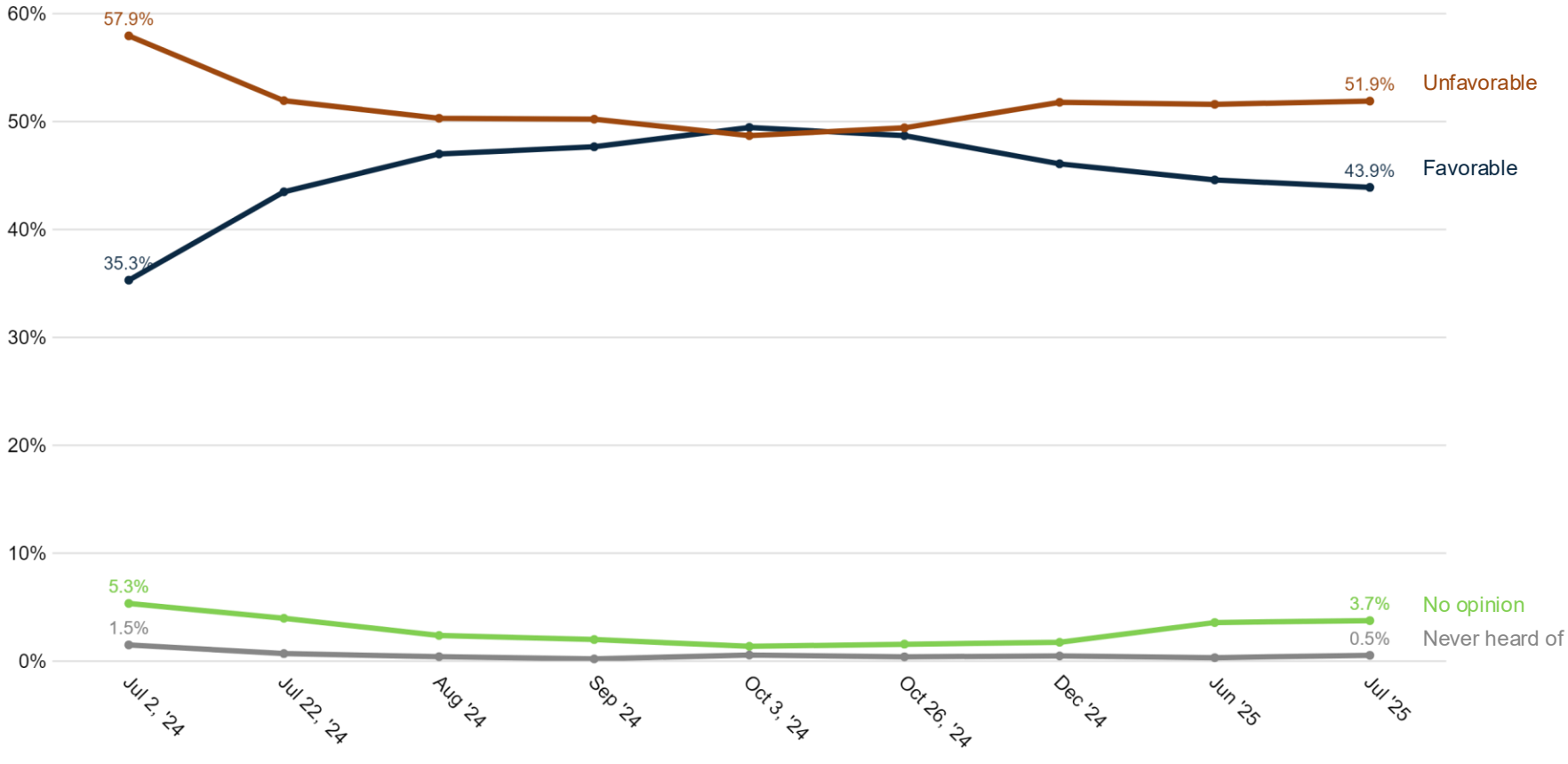


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	55%	50%	36%	32%	39%	29%	46%	61%	34%	43%	58%	6%	41%	88%	11%	52%	88%	40%	75%	41%	43%	52%	51%	39%	32%	38%	46%	60%	36%	4%	86%	50%	39%	41%	44%
Unfavorable Total	52%	39%	46%	60%	64%	57%	67%	49%	35%	62%	52%	39%	90%	53%	9%	86%	42%	10%	57%	19%	52%	53%	46%	44%	58%	65%	58%	51%	34%	55%	94%	10%	44%	55%	55%	52%
Very favorable	25%	34%	32%	15%	18%	16%	16%	31%	36%	19%	25%	35%	3%	15%	55%	7%	24%	54%	21%	57%	27%	25%	24%	31%	21%	15%	18%	27%	39%	15%	2%	50%	27%	21%	23%	26%
Somewhat favorable	19%	21%	18%	22%	14%	23%	13%	15%	25%	16%	18%	23%	2%	26%	33%	4%	27%	34%	19%	17%	14%	18%	28%	20%	18%	17%	20%	19%	20%	21%	1%	36%	23%	18%	18%	18%
Somewhat unfavorable	7%	8%	5%	11%	7%	13%	5%	5%	8%	7%	8%	8%	5%	15%	5%	5%	14%	6%	7%	3%	9%	8%	8%	7%	8%	8%	11%	7%	5%	17%	6%	7%	9%	10%	6%	7%
Very unfavorable	44%	32%	42%	49%	57%	45%	62%	44%	27%	55%	44%	31%	85%	38%	4%	81%	28%	4%	50%	16%	43%	45%	38%	37%	51%	57%	48%	44%	30%	37%	87%	3%	34%	45%	50%	46%
No opinion	4%	4%	4%	3%	4%	4%	3%	4%	4%	3%	4%	4%	3%	6%	3%	2%	6%	2%	3%	6%	7%	3%	2%	5%	3%	3%	4%	3%	5%	8%	2%	4%	4%	5%	3%	3%
Never heard of	1%	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	2%	1%	0%	1%	1%	0%	0%

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

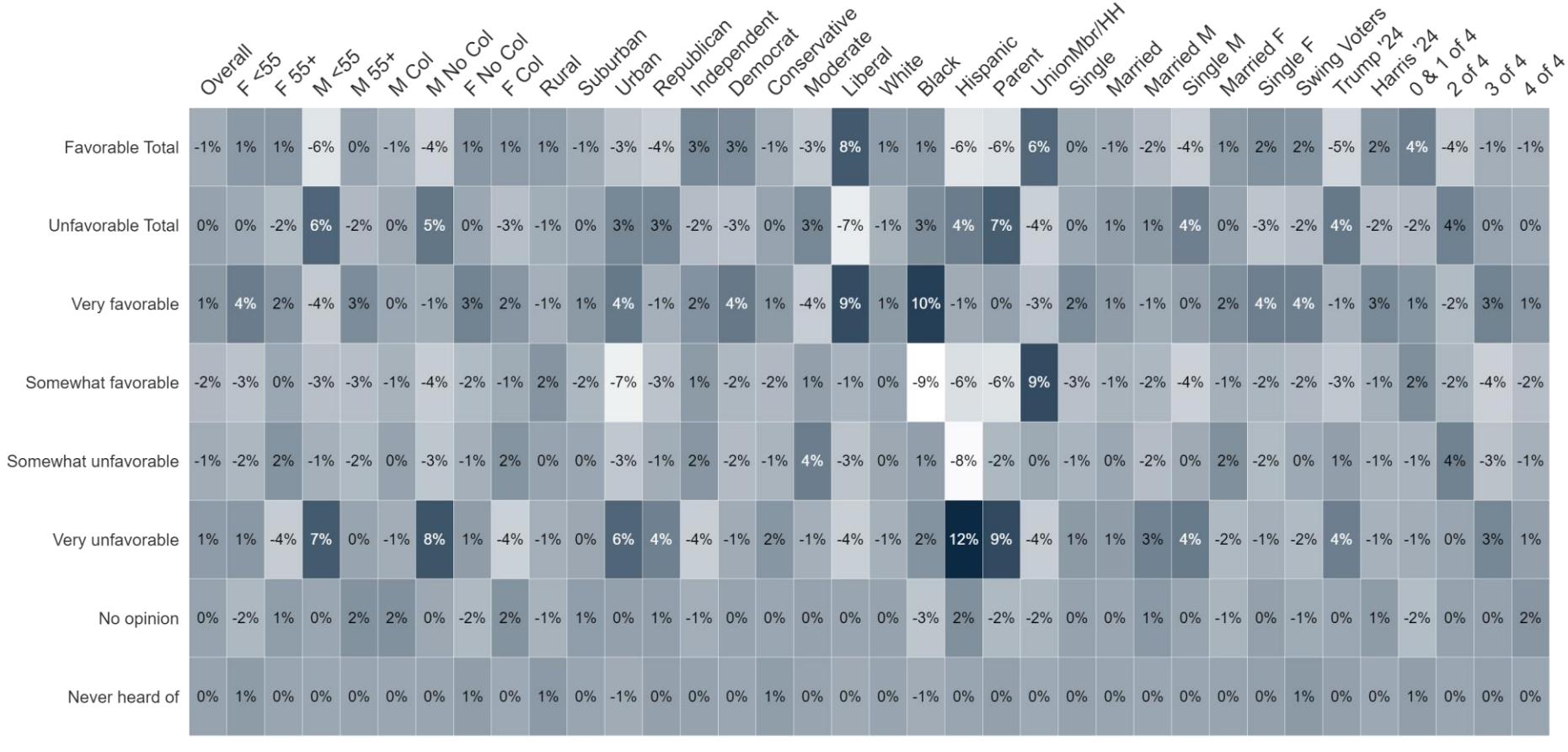
CYGNAL

Trend: Kamala Harris Image



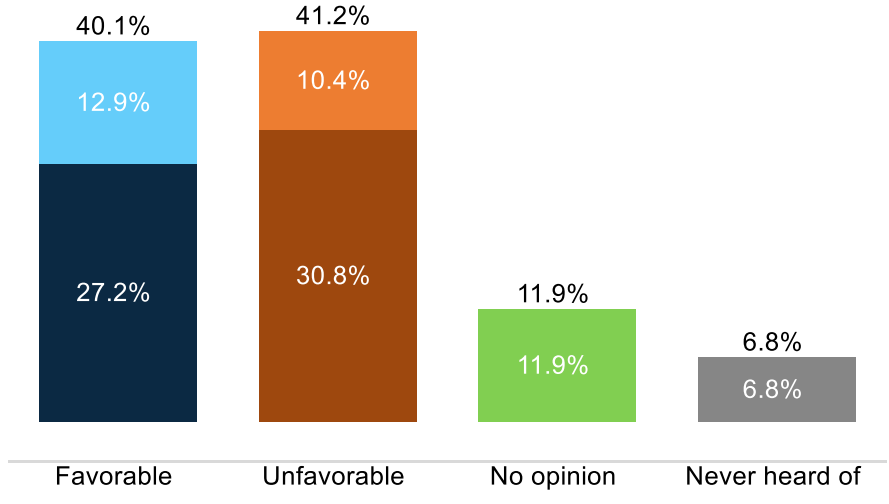
CYGNAL

Percent Change: Kamala Harris Image (Jun '25 to Jul '25)



CYGNAL

Image: Marco Rubio

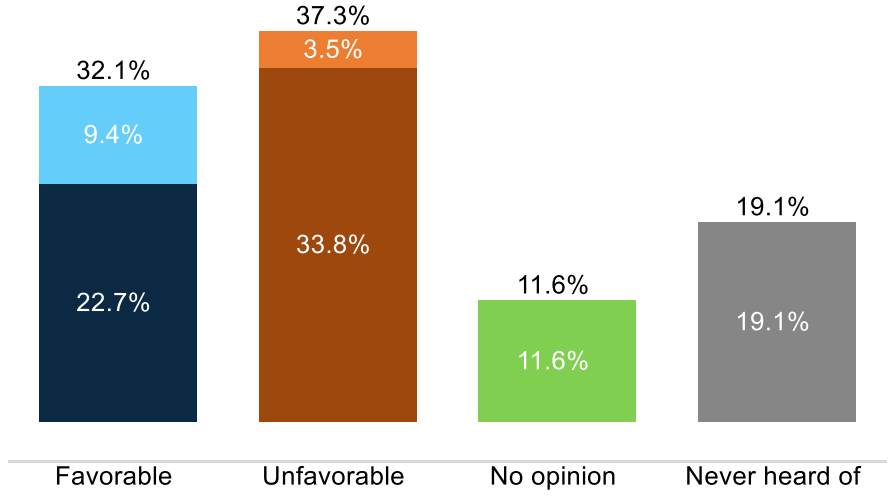


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	26%	39%	42%	56%	47%	51%	37%	26%	45%	42%	29%	73%	35%	7%	74%	26%	4%	44%	16%	40%	42%	36%	31%	47%	55%	38%	39%	26%	32%	74%	8%	27%	36%	44%	44%
Unfavorable Total	41%	41%	43%	42%	38%	44%	36%	33%	55%	32%	43%	50%	9%	46%	75%	12%	47%	82%	41%	48%	39%	36%	49%	43%	39%	37%	44%	42%	42%	36%	8%	76%	39%	28%	42%	45%
Very favorable	27%	16%	27%	25%	41%	32%	35%	26%	17%	31%	30%	15%	55%	19%	2%	54%	13%	2%	30%	9%	26%	28%	24%	19%	34%	39%	25%	28%	15%	12%	54%	3%	13%	24%	29%	31%
Somewhat favorable	13%	10%	12%	16%	14%	15%	16%	12%	10%	14%	12%	14%	19%	17%	4%	20%	14%	3%	14%	7%	14%	14%	12%	12%	14%	16%	14%	11%	11%	20%	20%	5%	14%	12%	14%	13%
Somewhat unfavorable	10%	12%	11%	10%	9%	10%	9%	9%	14%	8%	11%	13%	5%	13%	14%	6%	15%	13%	10%	13%	12%	11%	10%	11%	10%	9%	10%	10%	12%	18%	4%	16%	13%	7%	9%	11%
Very unfavorable	31%	30%	32%	32%	29%	35%	27%	24%	41%	24%	32%	37%	4%	33%	60%	6%	32%	69%	31%	35%	27%	25%	39%	32%	30%	28%	35%	31%	31%	18%	4%	60%	26%	21%	33%	34%
No opinion	12%	16%	13%	11%	6%	7%	10%	17%	12%	14%	9%	16%	11%	13%	11%	10%	18%	7%	11%	18%	13%	14%	10%	15%	9%	7%	11%	12%	18%	22%	12%	11%	20%	20%	11%	8%
Never heard of	7%	16%	4%	6%	0%	2%	4%	13%	7%	10%	6%	6%	7%	6%	7%	5%	9%	6%	5%	17%	8%	8%	4%	11%	4%	1%	6%	7%	13%	10%	6%	6%	15%	17%	4%	3%

Do you have a favorable or unfavorable opinion of Marco Rubio?

CYGNAL

Image: Kristi Noem

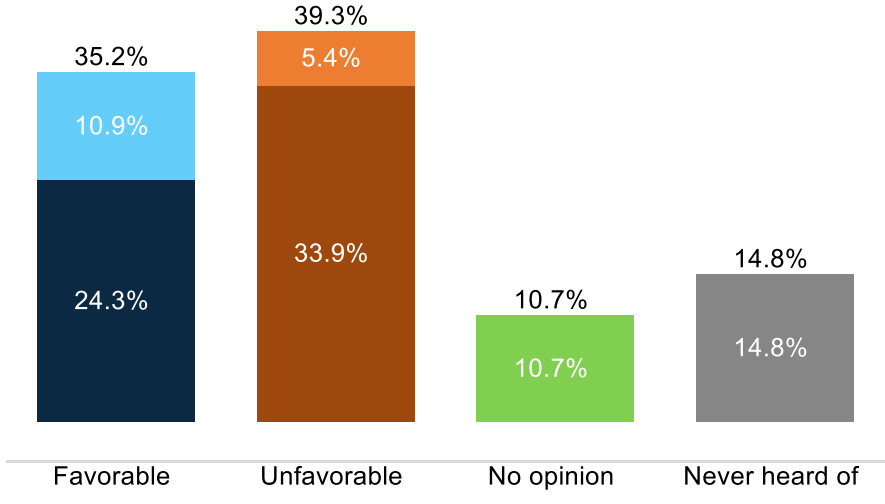


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	32%	18%	30%	33%	50%	36%	47%	28%	18%	37%	33%	23%	59%	27%	5%	62%	17%	3%	36%	17%	27%	30%	29%	24%	39%	47%	33%	30%	18%	20%	62%	4%	22%	24%	27%	38%
Unfavorable Total	37%	37%	39%	37%	36%	45%	29%	30%	49%	29%	39%	46%	8%	47%	65%	10%	43%	74%	37%	33%	42%	35%	45%	38%	37%	35%	40%	38%	37%	32%	7%	68%	35%	28%	32%	42%
Very favorable	23%	12%	23%	19%	38%	24%	34%	21%	12%	26%	24%	14%	45%	17%	2%	46%	10%	2%	26%	9%	19%	20%	20%	17%	27%	33%	23%	22%	13%	9%	46%	2%	11%	16%	20%	28%
Somewhat favorable	9%	6%	7%	14%	12%	12%	13%	7%	5%	11%	9%	8%	15%	10%	3%	16%	7%	1%	10%	8%	8%	10%	10%	7%	11%	14%	10%	8%	5%	11%	16%	3%	11%	7%	6%	10%
Somewhat unfavorable	4%	3%	2%	5%	4%	5%	5%	3%	2%	3%	3%	4%	3%	6%	3%	3%	6%	2%	3%	1%	5%	5%	4%	3%	4%	5%	3%	2%	3%	8%	2%	4%	8%	5%	2%	3%
Very unfavorable	34%	34%	37%	32%	32%	40%	24%	27%	47%	25%	35%	41%	5%	41%	62%	7%	37%	73%	34%	32%	37%	30%	41%	35%	33%	30%	36%	36%	34%	23%	4%	64%	27%	23%	30%	39%
No opinion	12%	16%	14%	10%	6%	7%	9%	15%	14%	12%	11%	11%	13%	11%	10%	12%	14%	7%	11%	15%	13%	14%	8%	14%	10%	7%	9%	13%	17%	19%	14%	9%	16%	15%	17%	8%
Never heard of	19%	30%	18%	20%	8%	12%	15%	27%	19%	22%	17%	21%	19%	15%	20%	16%	25%	15%	16%	35%	19%	21%	17%	24%	15%	11%	18%	19%	28%	30%	17%	19%	27%	33%	24%	12%

Do you have a favorable or unfavorable opinion of Kristi Noem?

CYGNAL

Image: Pete Hegseth

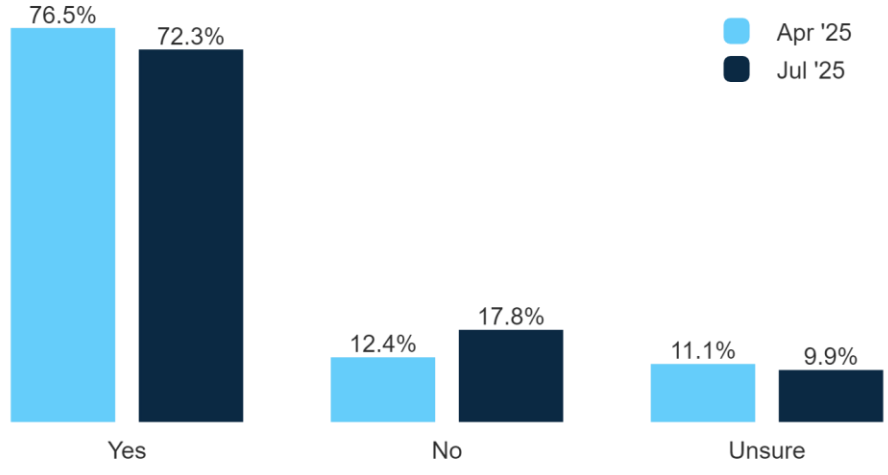


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	35%	21%	32%	39%	51%	41%	49%	31%	20%	41%	36%	24%	66%	28%	5%	67%	19%	4%	39%	12%	39%	36%	29%	26%	42%	51%	35%	33%	20%	20%	68%	5%	27%	31%	34%	39%
Unfavorable Total	39%	37%	42%	39%	39%	48%	30%	30%	53%	30%	41%	46%	9%	48%	68%	12%	45%	77%	40%	37%	35%	33%	49%	41%	38%	37%	42%	39%	40%	37%	7%	71%	32%	28%	37%	45%
Very favorable	24%	13%	26%	22%	37%	25%	34%	23%	14%	26%	26%	17%	48%	17%	3%	49%	10%	3%	28%	9%	20%	22%	20%	18%	29%	33%	24%	24%	15%	9%	48%	3%	15%	18%	23%	29%
Somewhat favorable	11%	8%	6%	17%	14%	16%	15%	8%	6%	15%	10%	8%	19%	12%	2%	18%	10%	1%	12%	3%	18%	14%	9%	7%	14%	18%	10%	9%	6%	11%	20%	3%	12%	13%	11%	10%
Somewhat unfavorable	5%	4%	5%	9%	4%	8%	4%	4%	5%	5%	5%	5%	4%	9%	5%	5%	10%	2%	4%	6%	6%	7%	5%	5%	6%	7%	6%	5%	4%	13%	4%	6%	8%	7%	5%	5%
Very unfavorable	34%	33%	37%	30%	35%	40%	25%	26%	48%	25%	36%	40%	5%	39%	63%	7%	35%	74%	36%	31%	29%	26%	44%	35%	32%	31%	36%	34%	35%	24%	3%	65%	24%	21%	32%	40%
No opinion	11%	14%	13%	7%	8%	5%	11%	14%	13%	10%	10%	14%	10%	12%	11%	10%	14%	7%	9%	21%	8%	14%	7%	13%	9%	7%	9%	11%	16%	18%	10%	11%	15%	10%	14%	9%
Never heard of	15%	28%	13%	14%	3%	6%	11%	25%	14%	18%	12%	16%	15%	12%	16%	11%	22%	12%	11%	31%	18%	17%	15%	20%	11%	5%	14%	17%	24%	24%	15%	13%	25%	31%	15%	8%

Do you have a favorable or unfavorable opinion of Pete Hegseth?

CYGNAL

Illegals Breaking the Law Opinion

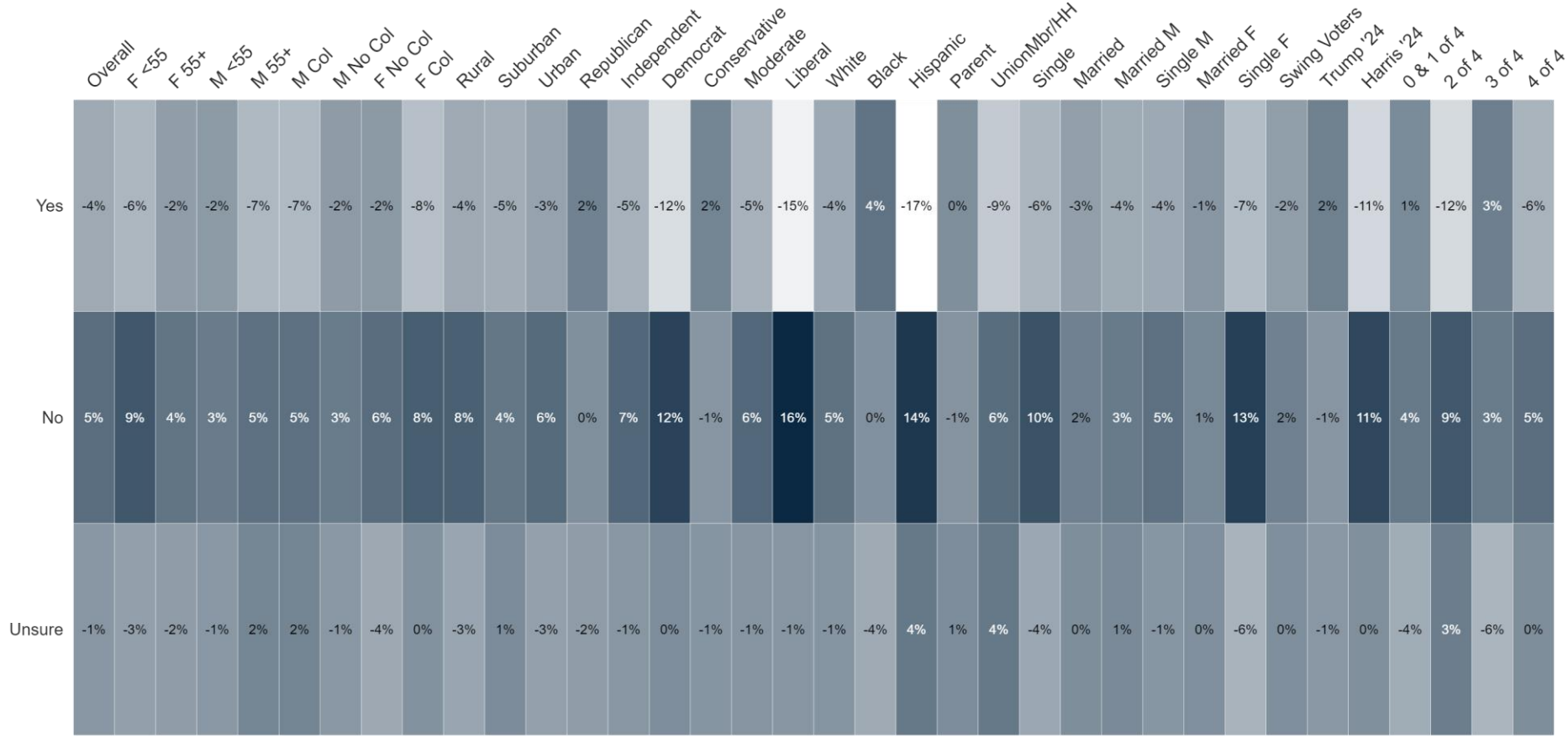


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Yes	72%	57%	76%	77%	81%	76%	82%	71%	60%	79%	71%	66%	96%	71%	46%	94%	73%	38%	75%	71%	61%	75%	66%	66%	78%	82%	74%	72%	61%	76%	97%	48%	71%	71%	75%	73%
No	18%	31%	13%	16%	10%	16%	11%	19%	25%	14%	18%	22%	2%	19%	35%	3%	16%	43%	16%	18%	27%	16%	20%	23%	13%	11%	17%	16%	28%	12%	2%	34%	20%	19%	19%	17%
Unsure	10%	12%	12%	7%	8%	9%	7%	10%	14%	7%	11%	12%	2%	10%	19%	3%	12%	19%	10%	12%	11%	9%	15%	11%	9%	7%	9%	12%	12%	11%	2%	18%	10%	11%	6%	11%

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

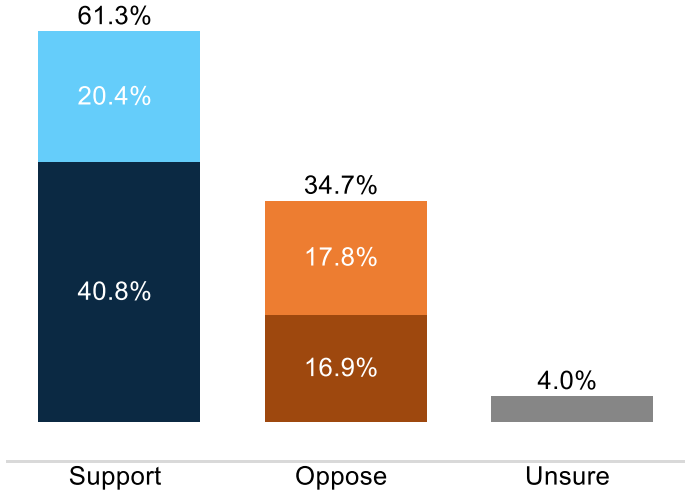
CYGNAL

Percent Change: Illegals Breaking the Law Opinion (Apr '25 to Jul '25)



CYGNAL

Deportation Opinion

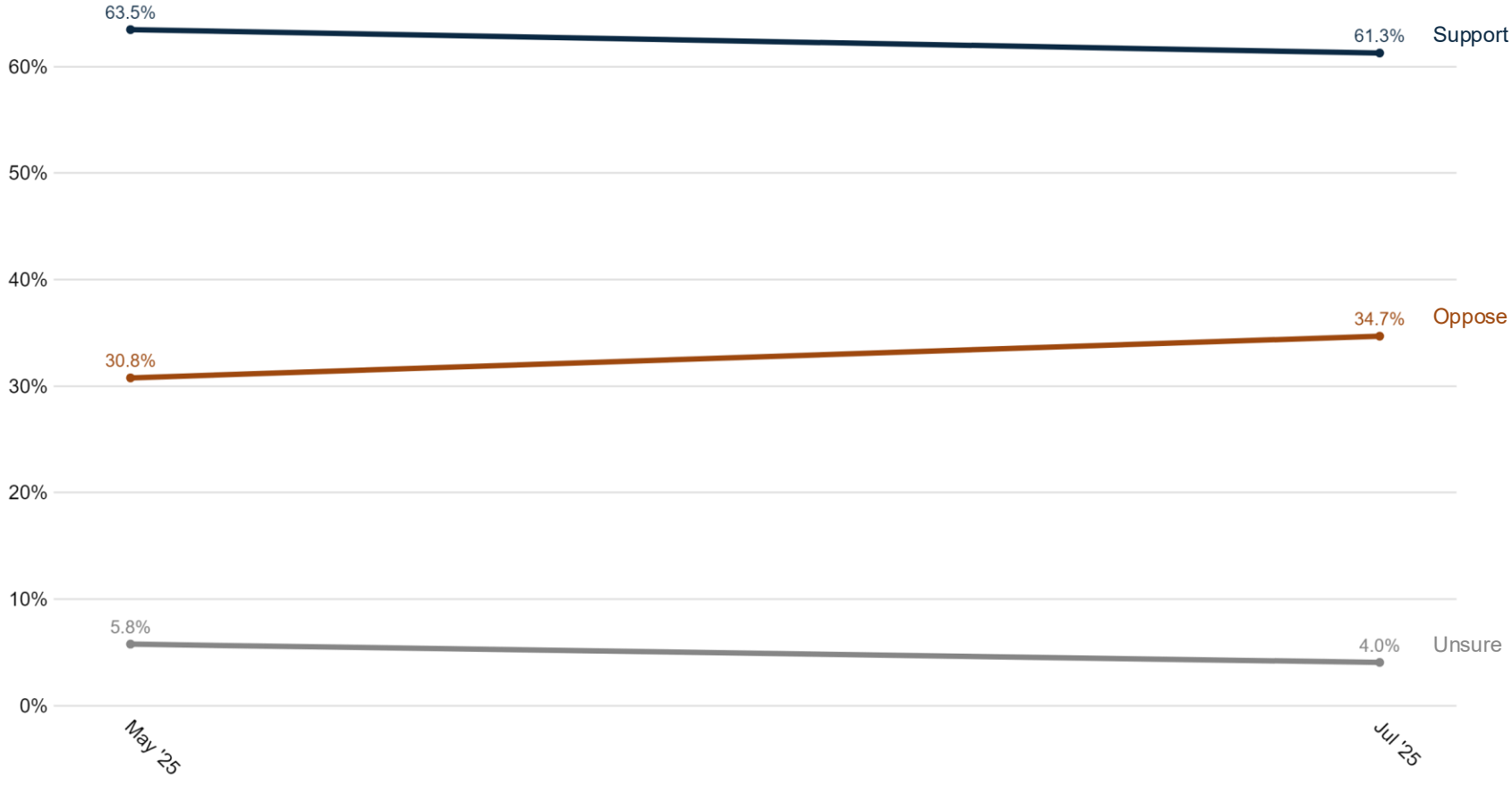


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Support Total	61%	46%	63%	65%	72%	63%	74%	61%	47%	72%	60%	52%	94%	59%	26%	91%	57%	20%	65%	53%	50%	64%	58%	53%	68%	73%	61%	63%	47%	65%	95%	28%	53%	65%	63%	62%
Oppose Total	35%	50%	31%	31%	25%	34%	22%	35%	49%	25%	36%	43%	4%	37%	68%	7%	37%	76%	31%	37%	48%	33%	39%	42%	29%	24%	34%	34%	48%	31%	4%	65%	42%	30%	35%	34%
Strongly support	41%	27%	41%	40%	56%	42%	54%	42%	24%	50%	41%	30%	78%	30%	7%	74%	28%	3%	46%	21%	32%	38%	38%	33%	47%	53%	40%	40%	29%	30%	77%	7%	28%	45%	41%	42%
Somewhat support	20%	19%	22%	25%	16%	21%	19%	19%	23%	22%	19%	22%	16%	29%	19%	17%	30%	16%	19%	32%	17%	26%	20%	19%	21%	20%	21%	23%	18%	35%	18%	21%	25%	20%	22%	19%
Somewhat oppose	18%	22%	19%	17%	13%	17%	12%	17%	25%	11%	20%	22%	3%	22%	33%	4%	25%	33%	16%	20%	25%	18%	22%	21%	16%	13%	19%	19%	22%	19%	3%	32%	19%	17%	18%	17%
Strongly oppose	17%	28%	13%	14%	12%	17%	9%	18%	24%	14%	17%	21%	1%	15%	36%	3%	12%	42%	15%	17%	23%	15%	18%	22%	13%	12%	15%	15%	26%	12%	1%	33%	23%	13%	16%	17%
Unsure	4%	3%	5%	3%	4%	2%	5%	4%	4%	3%	4%	5%	2%	3%	6%	2%	6%	5%	4%	10%	2%	3%	2%	5%	3%	3%	5%	4%	5%	4%	1%	6%	5%	5%	2%	4%

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

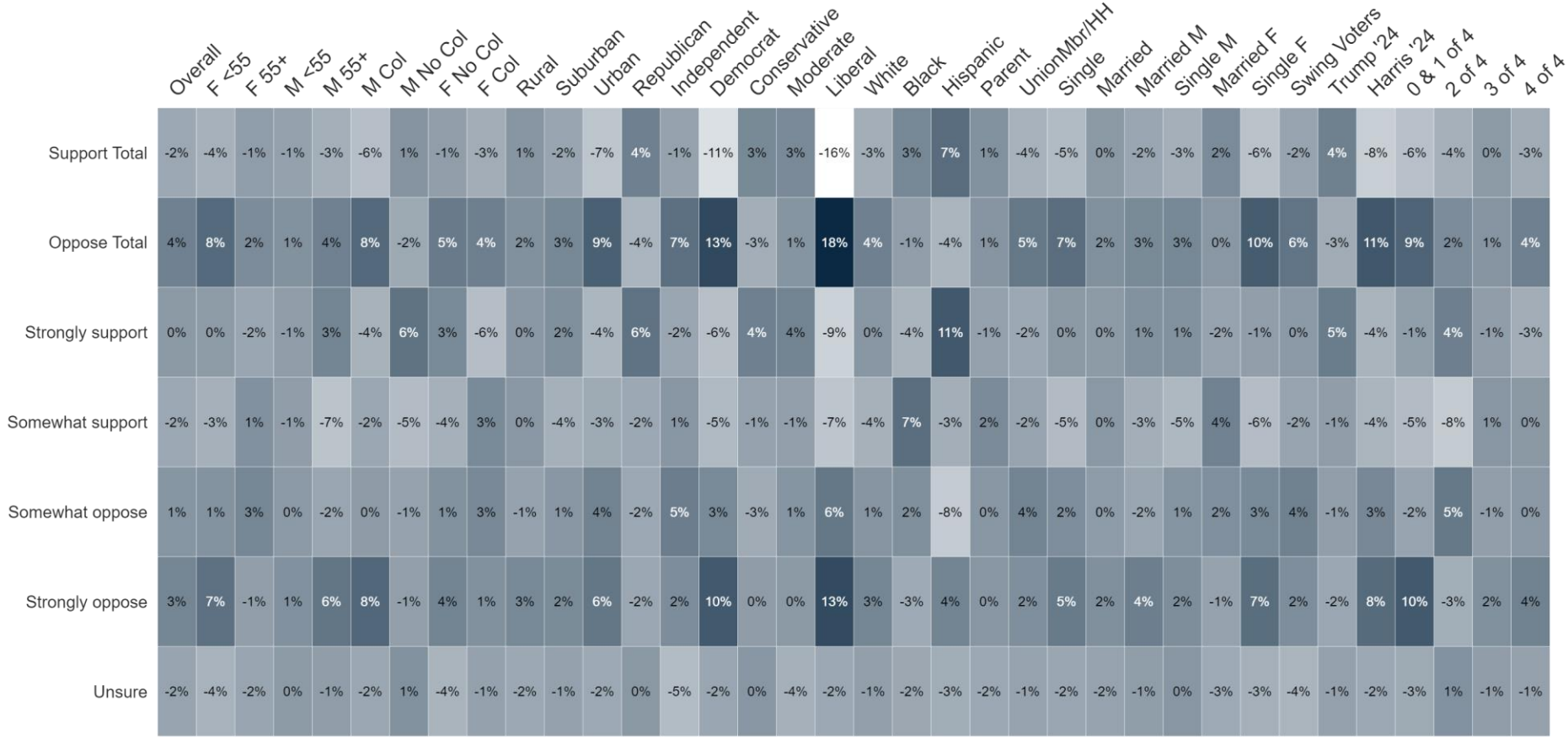
CYGNAL

Trend: Deportation Opinion



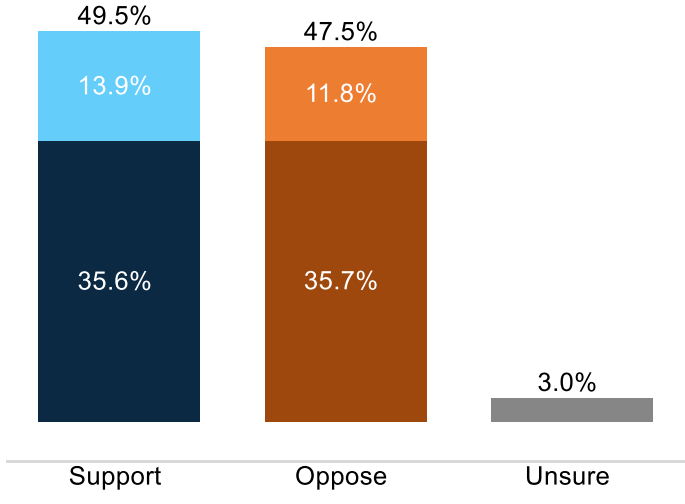
CYGNAL

Percent Change: Deportation Opinion (May '25 to Jul '25)



CYGNAL

ICE Raids

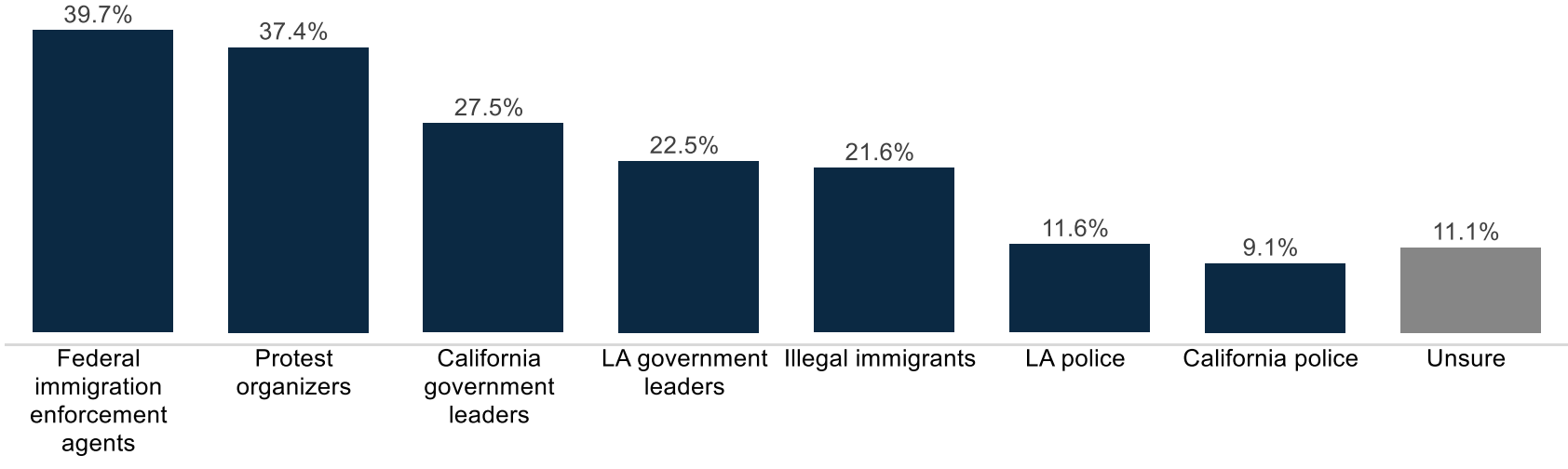


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Support Total	49%	33%	48%	56%	64%	55%	64%	47%	32%	58%	49%	40%	89%	42%	11%	86%	37%	7%	55%	30%	40%	52%	45%	42%	55%	63%	54%	47%	34%	46%	90%	11%	40%	55%	49%	51%
Oppose Total	47%	62%	48%	43%	35%	44%	34%	47%	65%	38%	49%	57%	9%	54%	86%	12%	58%	91%	43%	62%	57%	45%	53%	54%	42%	35%	45%	50%	60%	48%	8%	85%	55%	43%	46%	47%
Strongly support	36%	21%	35%	37%	51%	39%	49%	33%	21%	42%	37%	25%	69%	26%	4%	68%	20%	2%	40%	15%	32%	35%	31%	29%	41%	49%	36%	32%	24%	22%	70%	4%	22%	37%	39%	37%
Somewhat support	14%	12%	13%	19%	13%	16%	15%	14%	11%	16%	12%	15%	19%	16%	7%	18%	17%	5%	15%	15%	8%	17%	14%	13%	15%	14%	18%	15%	10%	24%	20%	7%	18%	18%	10%	13%
Somewhat oppose	12%	15%	13%	10%	9%	10%	9%	15%	12%	8%	13%	14%	6%	17%	15%	6%	22%	11%	9%	27%	11%	16%	13%	13%	11%	8%	12%	13%	14%	21%	6%	17%	22%	17%	10%	9%
Strongly oppose	36%	47%	35%	33%	26%	34%	25%	33%	53%	29%	36%	43%	3%	37%	71%	6%	37%	80%	34%	35%	46%	29%	40%	41%	32%	27%	33%	37%	45%	27%	3%	69%	33%	27%	36%	39%
Unsure	3%	5%	4%	1%	1%	1%	2%	6%	3%	4%	2%	3%	2%	4%	3%	2%	5%	2%	2%	8%	3%	3%	2%	4%	2%	1%	1%	3%	6%	6%	2%	4%	5%	2%	4%	2%

Do you support or oppose Immigration & Customs Enforcement (ICE) making raids to remove illegal immigrants from the U.S.?

CYGNAL

LA Riots Blame

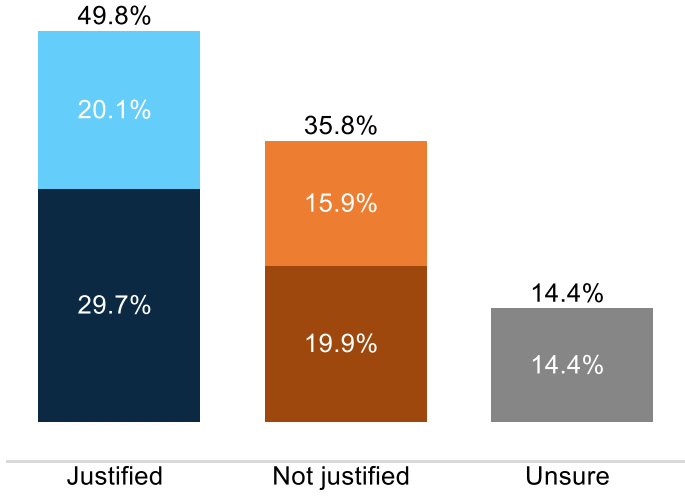


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Federal immigration enforcement agents	40%	49%	42%	36%	31%	42%	26%	36%	57%	31%	41%	48%	6%	45%	75%	8%	45%	83%	38%	47%	48%	37%	45%	44%	36%	31%	38%	42%	48%	32%	5%	74%	37%	38%	40%	41%
Protest organizers	37%	28%	33%	40%	49%	42%	47%	36%	24%	41%	39%	29%	64%	36%	9%	64%	31%	6%	41%	15%	40%	39%	34%	31%	43%	48%	39%	37%	25%	37%	66%	10%	30%	35%	36%	41%
California government leaders	27%	23%	20%	33%	35%	31%	37%	27%	14%	33%	28%	19%	47%	26%	7%	47%	18%	7%	29%	13%	29%	33%	28%	25%	30%	37%	29%	21%	22%	21%	48%	7%	28%	26%	32%	27%
LA government leaders	22%	19%	17%	29%	26%	26%	29%	23%	13%	26%	23%	16%	37%	23%	7%	38%	14%	7%	24%	14%	26%	27%	21%	20%	24%	30%	23%	18%	19%	20%	39%	7%	18%	22%	26%	23%
Illegal immigrants	22%	18%	16%	28%	25%	24%	30%	20%	13%	25%	22%	17%	38%	18%	6%	37%	16%	4%	23%	13%	23%	27%	23%	19%	24%	28%	25%	20%	14%	18%	39%	5%	21%	26%	23%	21%
LA police	12%	22%	4%	17%	4%	12%	9%	12%	13%	8%	13%	13%	4%	16%	17%	5%	10%	23%	10%	16%	15%	14%	14%	15%	9%	8%	15%	10%	16%	15%	5%	18%	17%	15%	15%	9%
California police	9%	18%	3%	14%	2%	8%	7%	11%	9%	8%	9%	12%	4%	12%	13%	5%	7%	17%	7%	13%	14%	11%	11%	12%	7%	5%	12%	8%	12%	12%	5%	12%	14%	13%	12%	6%
Unsure	11%	15%	15%	7%	6%	5%	8%	17%	12%	14%	9%	13%	8%	10%	14%	7%	17%	9%	9%	26%	7%	12%	10%	14%	8%	5%	9%	12%	18%	23%	8%	14%	18%	12%	13%	8%

Which of the following do you believe is most responsible for the violence during the recent riots in Los Angeles? Select all that apply.

CYGNAL

Operation Rising Lion Support

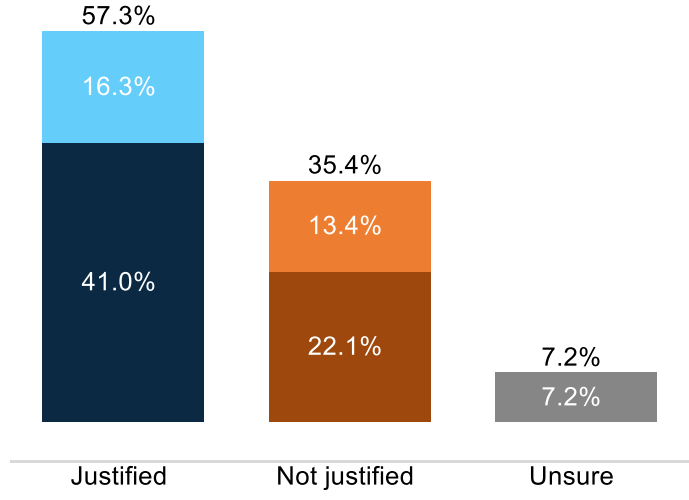


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Justified Total	50%	32%	48%	51%	70%	58%	63%	43%	37%	53%	51%	41%	78%	46%	22%	77%	44%	16%	54%	26%	46%	52%	47%	42%	56%	65%	53%	47%	35%	46%	78%	23%	43%	46%	51%	52%
Not justified Total	36%	46%	32%	39%	25%	37%	27%	33%	48%	30%	36%	43%	11%	40%	61%	13%	37%	69%	34%	46%	38%	34%	39%	41%	32%	28%	38%	36%	43%	35%	11%	61%	38%	37%	33%	36%
Definitely justified	30%	16%	28%	26%	50%	35%	42%	25%	18%	33%	31%	22%	54%	24%	7%	53%	19%	6%	35%	14%	20%	28%	28%	23%	35%	43%	31%	26%	18%	18%	54%	7%	21%	25%	31%	33%
Probably justified	20%	16%	21%	24%	20%	23%	21%	18%	19%	20%	20%	19%	24%	22%	15%	24%	25%	11%	20%	11%	25%	24%	20%	18%	21%	22%	22%	21%	16%	27%	24%	16%	22%	21%	20%	20%
Probably not justified	16%	18%	16%	17%	12%	16%	13%	13%	22%	15%	16%	17%	6%	17%	26%	8%	19%	26%	16%	20%	12%	17%	17%	16%	16%	13%	17%	19%	16%	19%	6%	26%	16%	20%	14%	16%
Definitely not justified	20%	28%	16%	23%	12%	20%	14%	19%	26%	15%	20%	26%	5%	22%	35%	6%	18%	43%	18%	26%	25%	17%	22%	25%	16%	15%	21%	17%	27%	16%	5%	35%	22%	18%	18%	21%
Unsure	14%	21%	19%	10%	5%	5%	10%	24%	15%	17%	13%	16%	11%	14%	17%	10%	19%	15%	12%	28%	16%	14%	14%	17%	12%	7%	9%	18%	22%	20%	11%	17%	19%	17%	17%	11%

In June, Israel launched Operation Rising Lion, a military campaign targeting Iranian military facilities and high-ranking personnel. The Israeli government stated the operation was a preemptive strike to prevent Iran from acquiring nuclear weapons. Do you believe Israel was justified in launching these airstrikes?

CYGNAL

U.S. Bombing Support



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Justified Total	57%	47%	57%	58%	70%	57%	70%	61%	39%	67%	56%	47%	93%	49%	24%	88%	50%	19%	61%	42%	52%	57%	55%	51%	63%	68%	58%	57%	47%	58%	91%	24%	51%	62%	58%	58%
Not justified Total	35%	42%	33%	38%	28%	40%	26%	28%	51%	26%	37%	44%	5%	42%	65%	9%	41%	72%	33%	42%	39%	37%	39%	40%	32%	31%	36%	33%	42%	32%	6%	65%	37%	27%	36%	37%
Definitely justified	41%	31%	41%	35%	57%	40%	54%	45%	24%	49%	40%	32%	77%	30%	9%	72%	29%	6%	45%	23%	38%	41%	39%	34%	46%	52%	37%	40%	32%	30%	75%	9%	32%	44%	42%	42%
Probably justified	16%	16%	16%	22%	12%	18%	17%	16%	15%	18%	16%	15%	16%	19%	15%	15%	21%	13%	16%	19%	14%	16%	17%	17%	16%	15%	20%	17%	14%	28%	16%	15%	20%	18%	16%	15%
Probably not justified	13%	15%	14%	14%	10%	15%	10%	10%	20%	10%	15%	13%	2%	19%	23%	4%	20%	22%	13%	13%	12%	16%	13%	13%	13%	13%	10%	14%	15%	16%	3%	23%	18%	13%	14%	12%
Definitely not justified	22%	28%	19%	24%	17%	25%	17%	18%	31%	16%	21%	32%	3%	23%	42%	5%	21%	50%	20%	29%	27%	21%	25%	26%	19%	18%	26%	20%	27%	16%	3%	42%	19%	14%	22%	25%
Unsure	7%	11%	10%	4%	2%	3%	4%	11%	10%	7%	7%	9%	2%	9%	11%	4%	9%	10%	5%	16%	9%	6%	6%	9%	5%	1%	6%	9%	11%	11%	2%	11%	12%	11%	6%	5%

Following Israel's attacks on Iran, U.S. intelligence agencies warned that Iran could develop a nuclear weapon within weeks to a year. Iran's leadership has publicly called for the destruction of the United States. President Trump ordered U.S. airstrikes on three Iranian nuclear facilities to prevent Iran from acquiring nuclear weapons and then negotiated a fragile ceasefire between Israel and Iran. Do you believe President Trump was justified in destroying Iran's ability to acquire a nuclear weapon?

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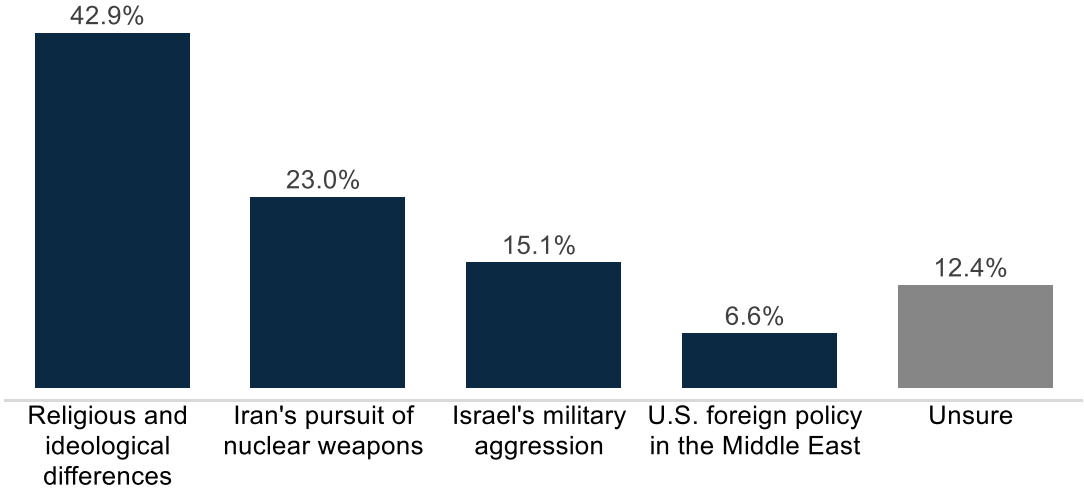
Primary Conflict Cause

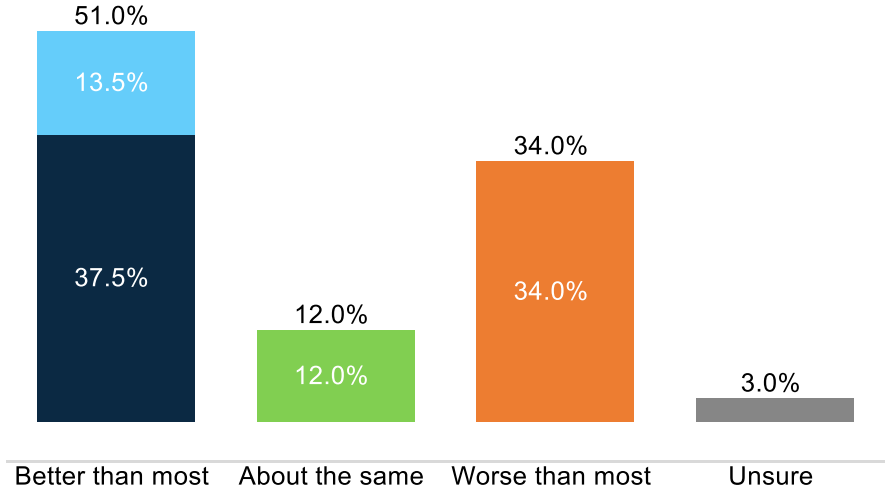


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Religious and ideological differences	43%	34%	46%	45%	47%	49%	44%	36%	46%	46%	44%	37%	46%	47%	37%	48%	40%	39%	46%	32%	38%	38%	40%	39%	46%	48%	43%	43%	37%	46%	48%	38%	32%	38%	44%	47%
Iran's pursuit of nuclear weapons	23%	14%	25%	21%	33%	25%	29%	22%	16%	24%	24%	20%	36%	17%	14%	33%	22%	9%	25%	15%	22%	27%	23%	19%	26%	30%	22%	23%	17%	18%	34%	13%	18%	23%	20%	25%
Israel's military aggression	15%	23%	8%	19%	11%	15%	15%	13%	18%	11%	16%	18%	5%	18%	25%	6%	13%	30%	14%	18%	19%	17%	19%	19%	12%	11%	22%	13%	17%	13%	6%	24%	22%	14%	17%	14%
U.S. foreign policy in the Middle East	7%	9%	4%	9%	4%	7%	6%	6%	7%	6%	5%	11%	4%	7%	9%	4%	7%	9%	6%	10%	9%	7%	6%	8%	6%	6%	7%	5%	8%	7%	3%	9%	14%	7%	6%	5%
Unsure	12%	20%	17%	6%	4%	5%	6%	22%	13%	14%	11%	14%	9%	11%	16%	8%	17%	13%	10%	25%	12%	12%	11%	15%	10%	5%	6%	16%	21%	16%	9%	15%	14%	18%	13%	10%

What do you believe is likely the primary cause of the current conflict between Israel and Iran?

CYGNAL

Trump Promises



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Better than most Total	51%	40%	46%	57%	63%	55%	65%	48%	37%	58%	52%	40%	89%	43%	14%	85%	39%	13%	56%	34%	42%	55%	47%	42%	58%	64%	54%	51%	35%	46%	91%	14%	43%	54%	53%	52%
Much better than most	38%	25%	38%	35%	53%	38%	50%	38%	23%	44%	39%	26%	74%	29%	3%	72%	20%	4%	42%	19%	30%	35%	33%	31%	43%	47%	39%	38%	25%	23%	75%	3%	27%	36%	42%	40%
Somewhat better than most	13%	14%	9%	22%	10%	17%	15%	10%	14%	14%	13%	14%	16%	14%	11%	13%	19%	9%	13%	15%	12%	19%	15%	12%	15%	16%	15%	13%	10%	23%	16%	10%	16%	18%	11%	13%
About the same	12%	16%	12%	12%	8%	10%	10%	11%	18%	10%	11%	16%	5%	17%	16%	7%	17%	14%	11%	14%	12%	13%	11%	13%	12%	8%	13%	15%	12%	21%	6%	16%	16%	13%	10%	11%
Worse than most	34%	40%	38%	28%	29%	33%	24%	36%	42%	29%	34%	40%	3%	38%	66%	7%	40%	70%	31%	43%	41%	28%	39%	41%	29%	28%	30%	30%	48%	27%	2%	66%	37%	32%	34%	34%
Unsure	3%	5%	4%	2%	1%	1%	1%	5%	3%	3%	3%	4%	2%	2%	5%	2%	3%	3%	2%	9%	4%	4%	2%	4%	2%	0%	3%	3%	5%	6%	1%	4%	4%	1%	4%	2%

Even if you don't agree with his policies, how would you rate Donald Trump's record of following through on his campaign promises compared to other politicians?

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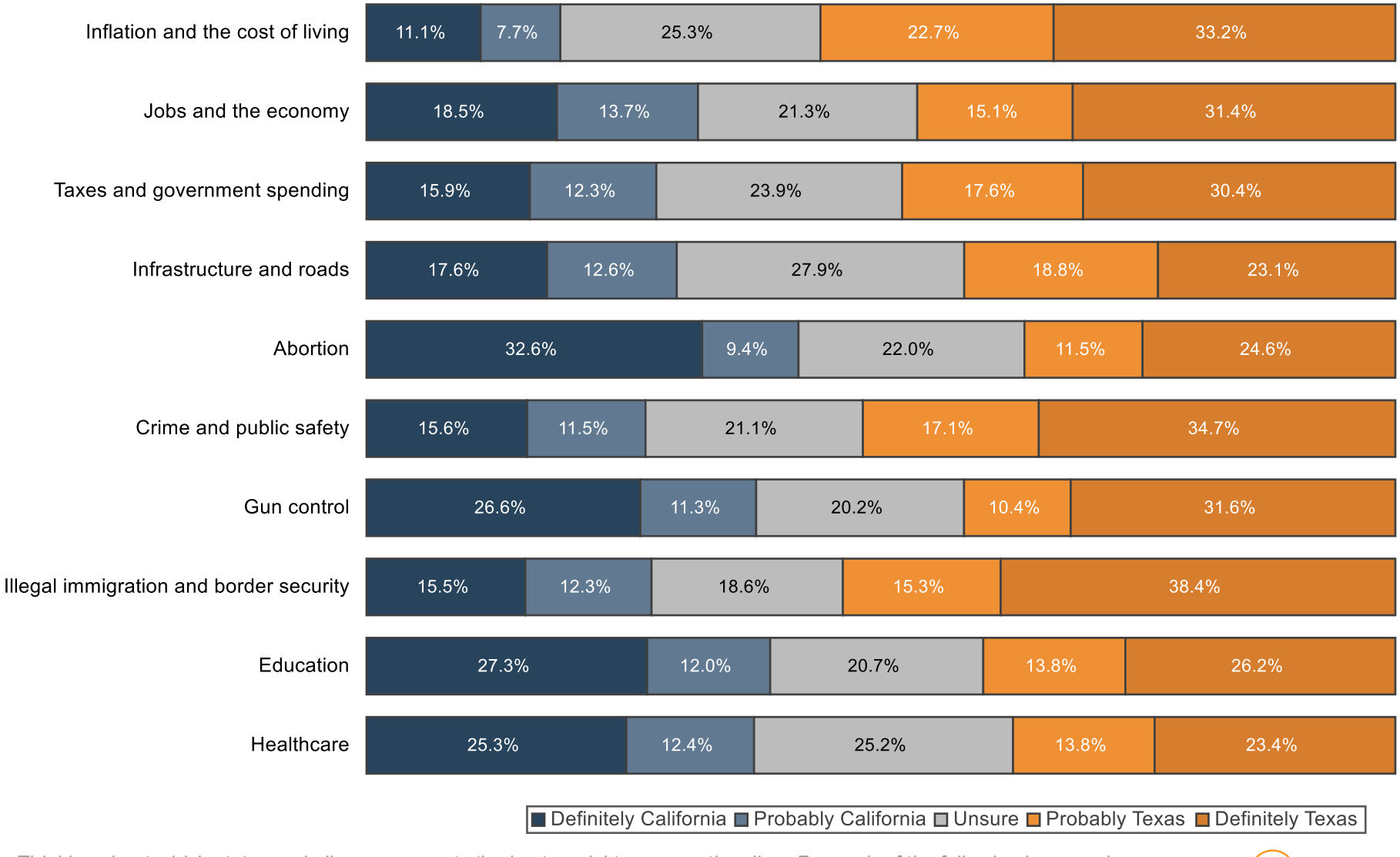
Better State on Key Issues



Thinking about which state you believe represents the best model to copy nationally… For each of the following issues, please indicate if you believe California or Texas has done a better job managing the issue.

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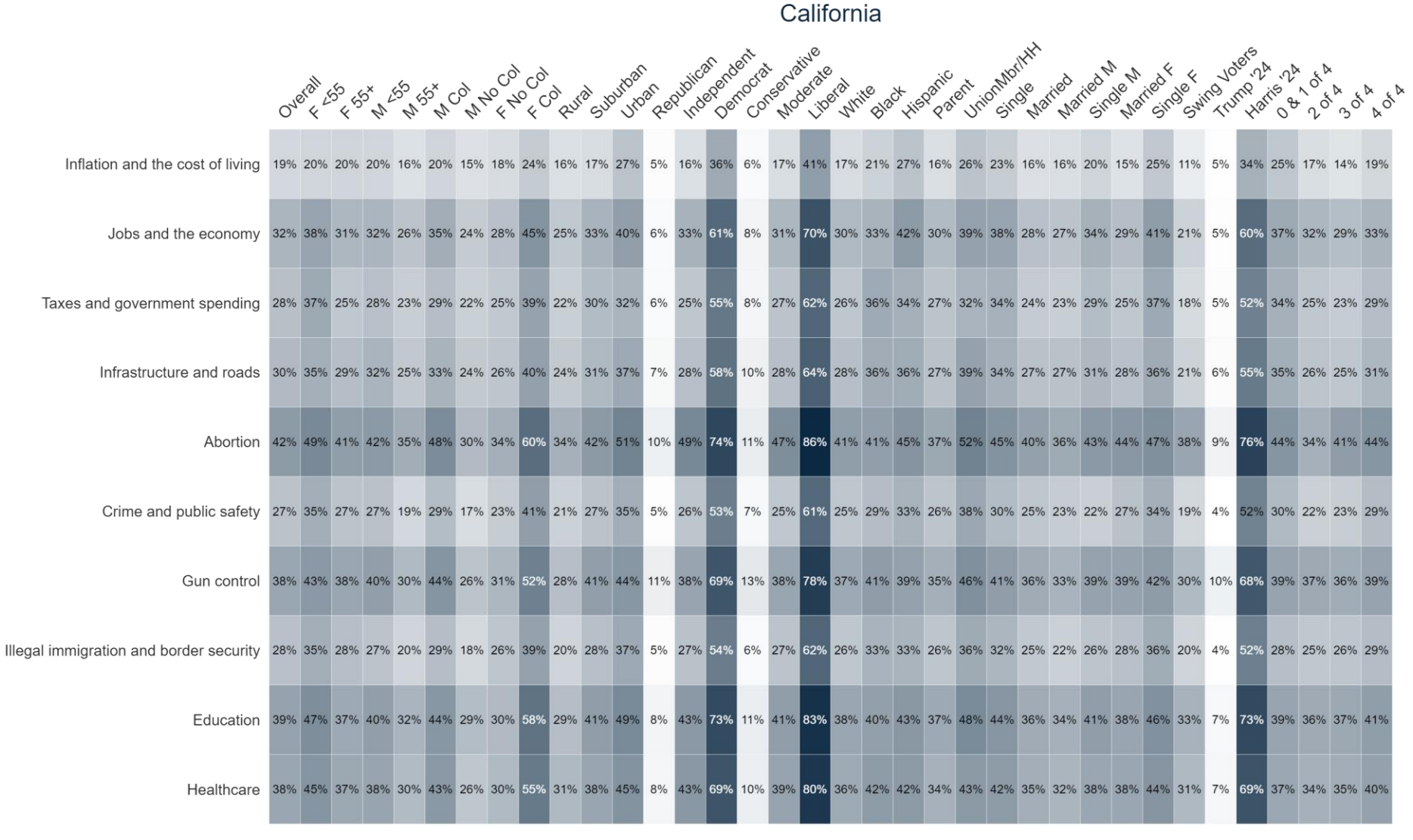
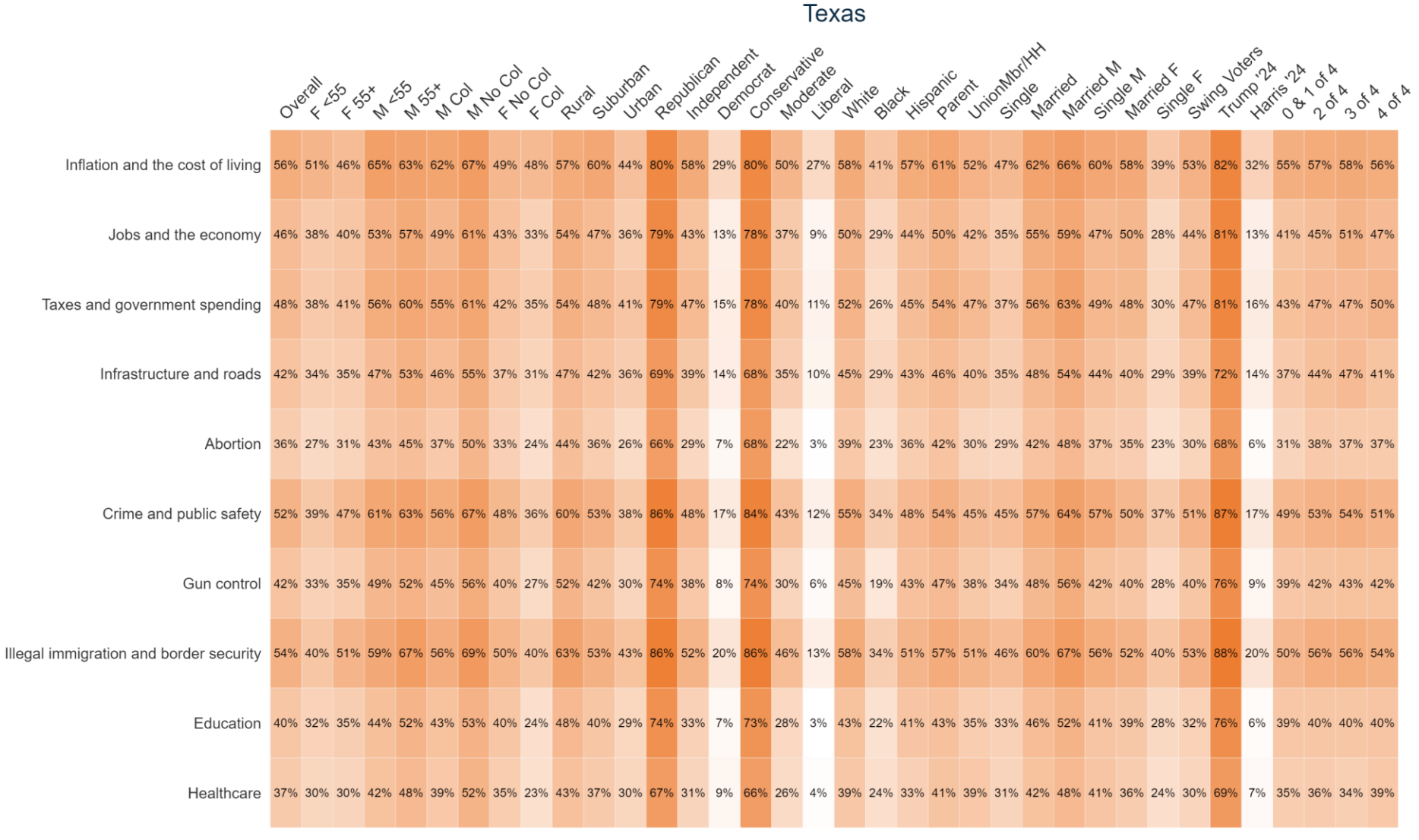
Better State on Key Issues Heatmap - California



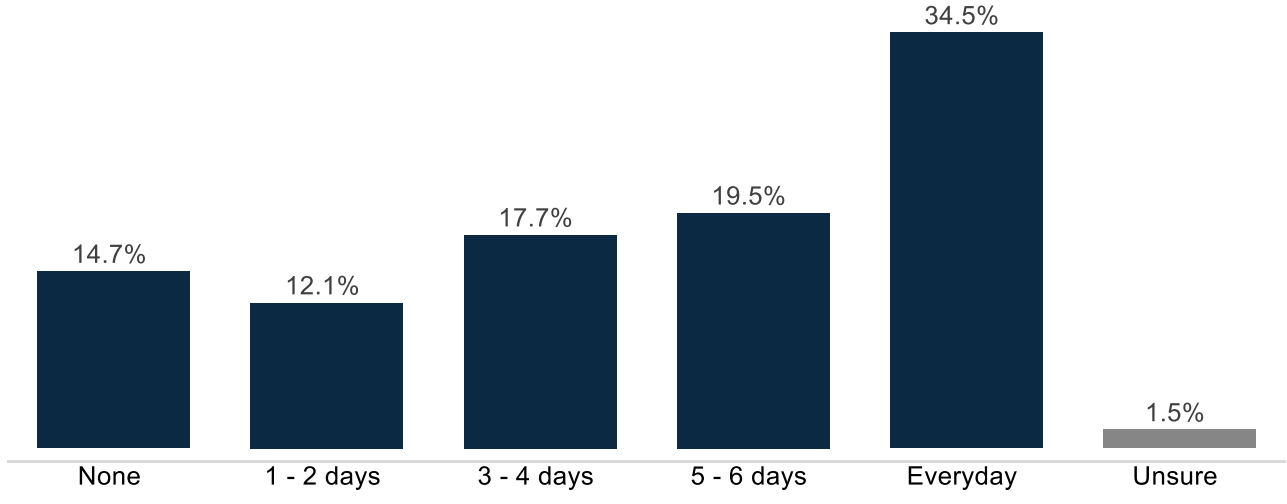
CYGNAL

Better State on Key Issues Heatmap - Texas



CYGNAL

Family Dinner

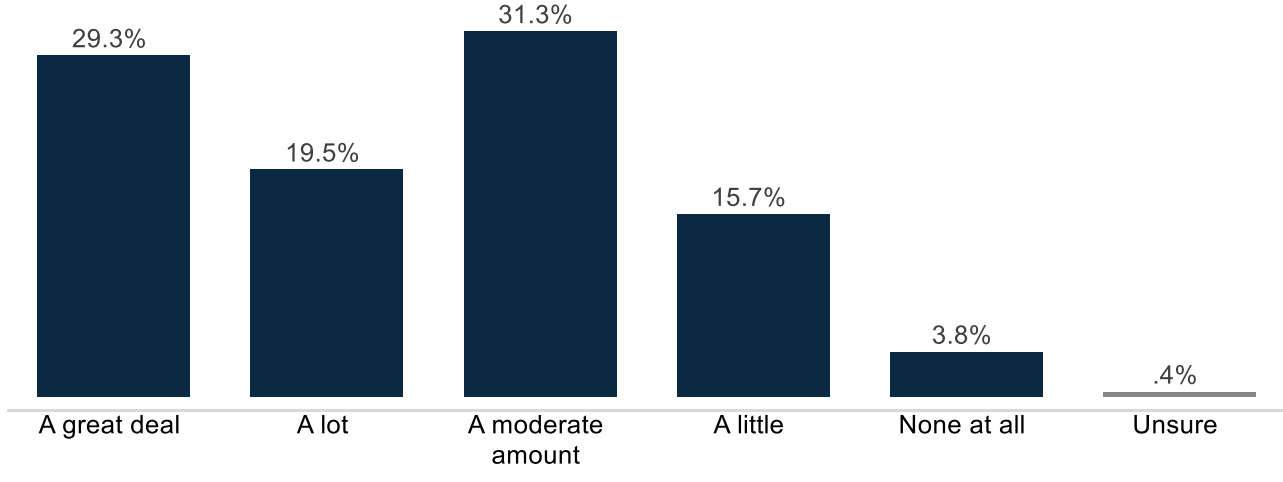


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
None	15%	12%	20%	12%	14%	10%	16%	18%	13%	13%	12%	22%	11%	14%	19%	11%	14%	20%	14%	23%	15%	3%	13%	32%	2%	2%	32%	1%	32%	18%	11%	17%	13%	13%	15%	15%
1 - 2 days	12%	12%	12%	14%	10%	11%	13%	13%	12%	9%	14%	12%	11%	11%	13%	12%	12%	13%	12%	19%	8%	10%	11%	17%	8%	9%	17%	8%	17%	12%	11%	13%	17%	11%	13%	11%
3 - 4 days	18%	23%	12%	23%	14%	18%	18%	16%	19%	17%	18%	18%	18%	18%	17%	17%	20%	17%	16%	22%	22%	25%	22%	18%	17%	19%	17%	16%	19%	20%	19%	17%	25%	17%	18%	16%
5 - 6 days	20%	20%	17%	22%	20%	23%	18%	15%	23%	23%	19%	15%	22%	17%	19%	20%	21%	19%	21%	9%	21%	27%	24%	11%	26%	26%	11%	25%	12%	19%	20%	19%	17%	19%	17%	21%
Everyday	34%	31%	37%	28%	42%	38%	33%	35%	32%	36%	35%	32%	37%	38%	30%	39%	32%	30%	36%	28%	34%	34%	29%	20%	46%	43%	22%	49%	19%	28%	38%	32%	26%	38%	34%	36%
Unsure	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%

In an average week, how many days do you eat dinner together with your immediate family?

CYGNAL

News Attention

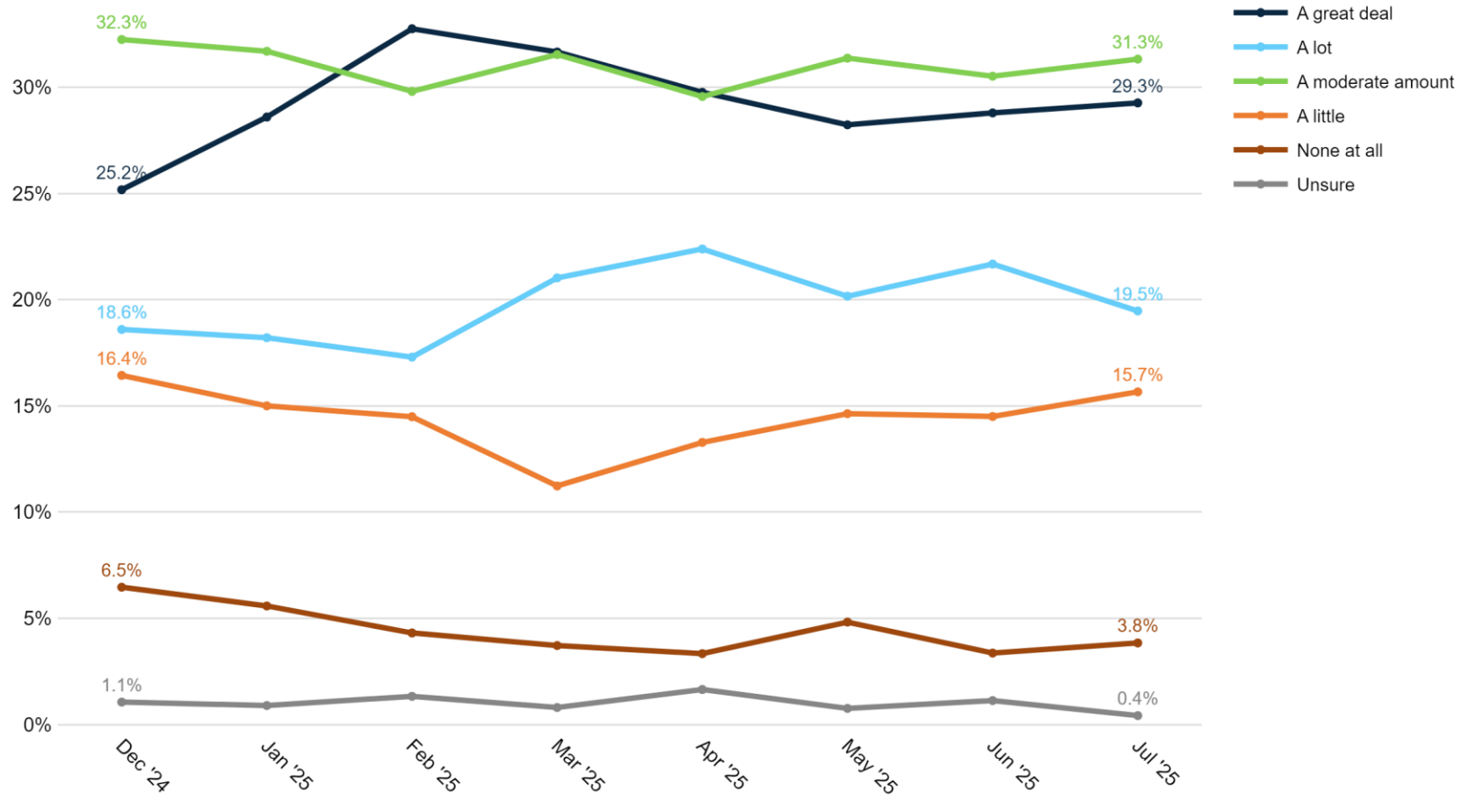


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
A great deal	29%	25%	33%	26%	32%	33%	26%	28%	30%	27%	30%	29%	27%	26%	35%	28%	22%	39%	32%	23%	18%	27%	32%	28%	30%	29%	29%	31%	28%	18%	27%	32%	21%	22%	23%	35%
A lot	19%	14%	22%	20%	22%	22%	20%	17%	20%	17%	20%	20%	19%	17%	22%	18%	17%	25%	20%	16%	23%	15%	19%	21%	18%	20%	23%	17%	20%	18%	18%	22%	18%	19%	17%	21%
A moderate amount	31%	37%	27%	32%	30%	28%	33%	32%	32%	32%	30%	33%	32%	37%	27%	31%	37%	26%	30%	30%	42%	32%	26%	29%	33%	32%	28%	35%	29%	34%	33%	30%	36%	31%	38%	28%
A little	16%	17%	15%	17%	14%	14%	16%	18%	13%	19%	14%	15%	16%	17%	13%	17%	19%	8%	14%	27%	12%	20%	17%	17%	15%	15%	15%	15%	17%	25%	17%	13%	18%	22%	18%	13%
None at all	4%	6%	3%	4%	3%	2%	4%	5%	3%	4%	4%	3%	5%	3%	3%	5%	4%	2%	3%	4%	5%	6%	6%	5%	3%	3%	4%	3%	6%	5%	4%	2%	6%	6%	3%	3%
Unsure	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%

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

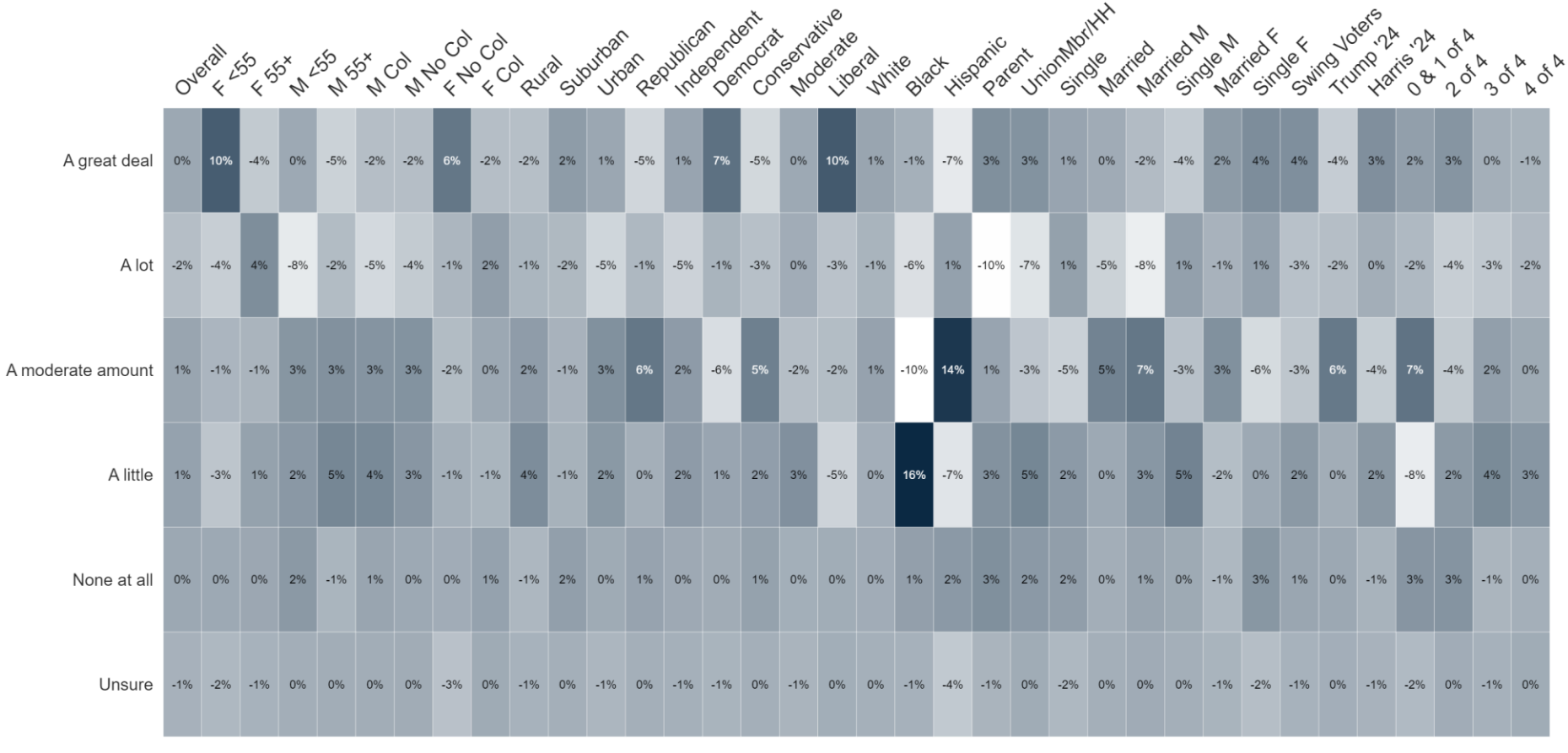
CYGNAL

Trend: News Attention



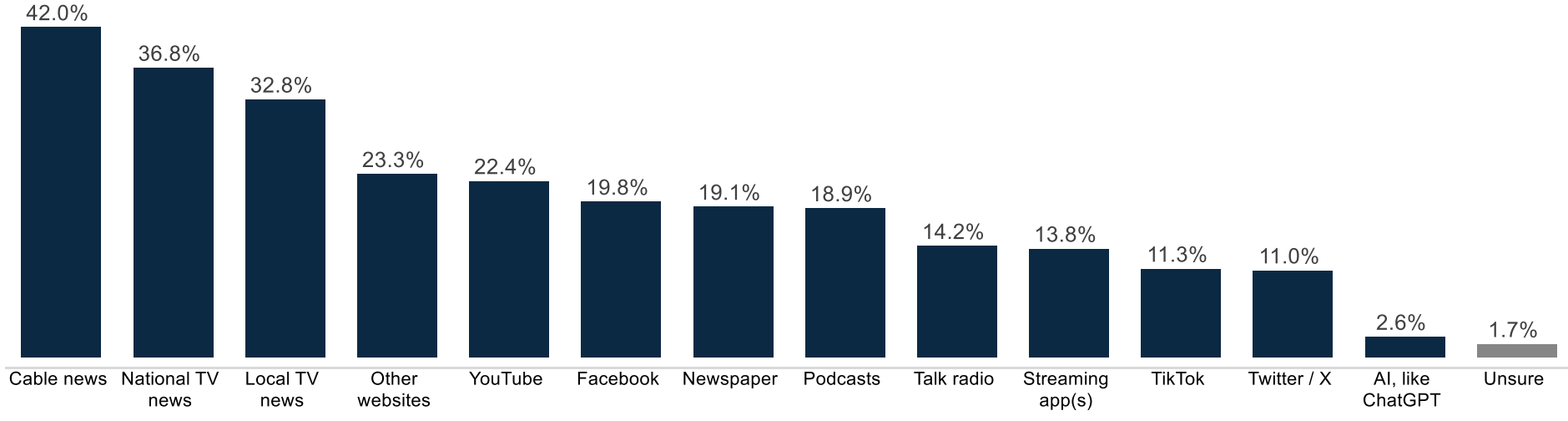
CYGNAL

Percent Change: News Attention (Jun '25 to Jul '25)



CYGNAL

News Source

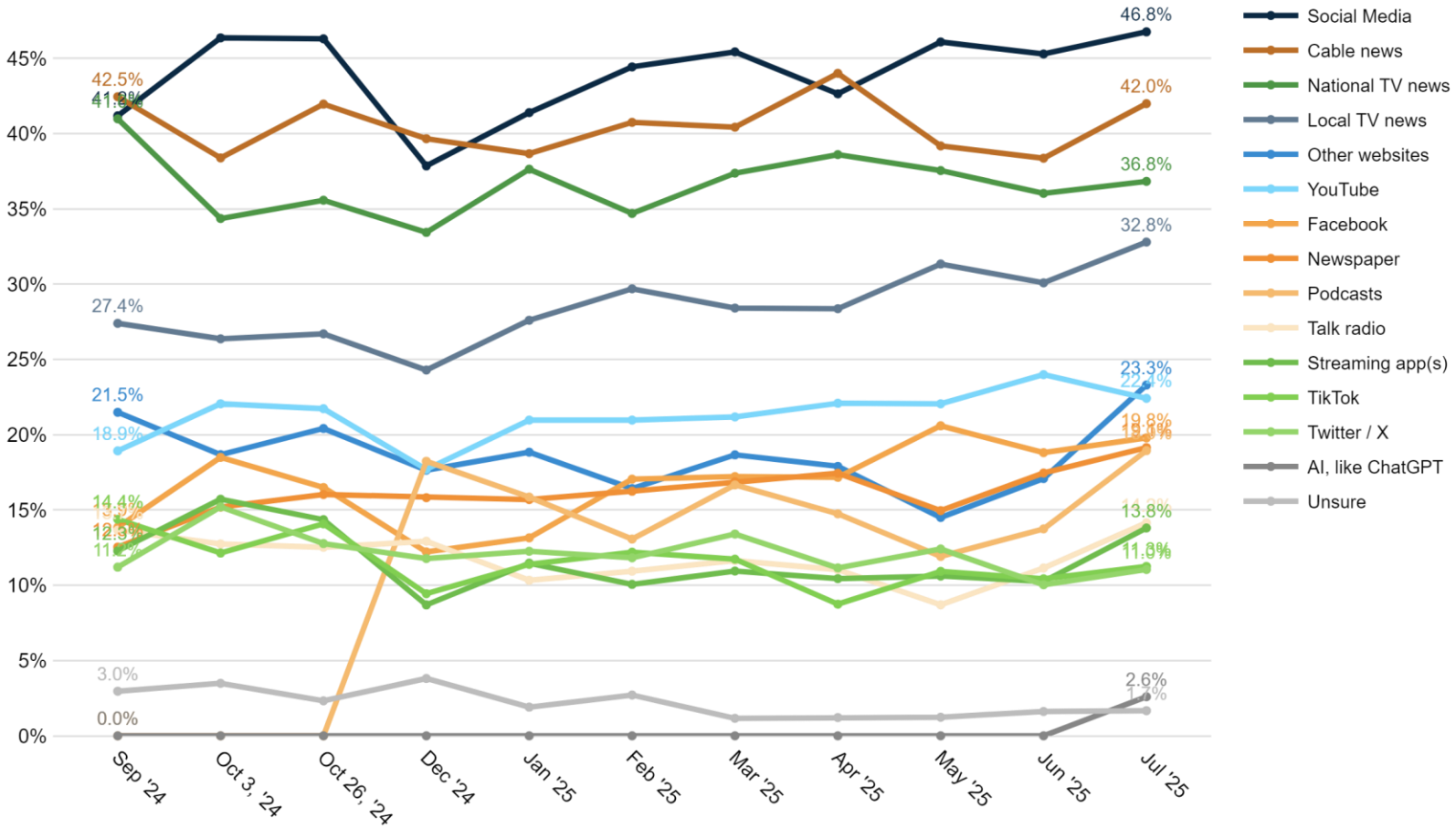


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Social Media	47%	64%	34%	61%	29%	43%	45%	51%	46%	52%	45%	44%	49%	49%	44%	48%	42%	47%	46%	44%	51%	57%	49%	51%	43%	43%	47%	44%	53%	48%	50%	43%	65%	54%	50%	40%
Cable news	42%	31%	49%	29%	59%	44%	45%	40%	41%	41%	45%	35%	49%	36%	38%	50%	39%	34%	44%	37%	40%	34%	43%	37%	46%	47%	40%	46%	35%	37%	48%	36%	26%	37%	33%	50%
National TV news	37%	37%	44%	27%	37%	35%	30%	38%	46%	33%	38%	39%	25%	34%	51%	25%	48%	45%	36%	48%	38%	31%	39%	37%	37%	31%	34%	42%	40%	45%	24%	50%	28%	41%	33%	39%
Local TV news	33%	25%	38%	25%	42%	34%	34%	31%	34%	30%	34%	33%	29%	33%	36%	29%	41%	30%	33%	41%	30%	23%	35%	32%	33%	32%	37%	35%	30%	37%	28%	38%	21%	31%	34%	36%
Other websites	23%	24%	19%	30%	21%	31%	20%	17%	27%	23%	24%	22%	21%	29%	22%	22%	18%	31%	24%	14%	22%	22%	20%	22%	24%	26%	24%	22%	20%	21%	22%	25%	22%	20%	25%	24%
YouTube	22%	24%	17%	34%	15%	23%	26%	23%	19%	21%	23%	22%	20%	30%	21%	23%	21%	23%	20%	31%	23%	22%	21%	28%	18%	21%	29%	16%	27%	25%	22%	22%	35%	23%	24%	19%
Facebook	20%	31%	17%	19%	13%	13%	17%	27%	18%	29%	16%	17%	25%	14%	18%	21%	20%	15%	19%	19%	21%	27%	22%	20%	20%	16%	15%	24%	22%	20%	23%	16%	27%	26%	19%	17%
Newspaper	19%	15%	23%	18%	21%	29%	11%	14%	25%	17%	18%	24%	13%	21%	25%	11%	22%	28%	21%	14%	12%	16%	21%	16%	22%	21%	18%	22%	15%	17%	12%	27%	14%	13%	17%	22%
Podcasts	19%	21%	16%	29%	11%	23%	17%	15%	23%	17%	21%	17%	18%	24%	18%	21%	10%	25%	21%	10%	16%	22%	21%	18%	19%	19%	20%	20%	17%	19%	20%	19%	21%	19%	21%	18%
Talk radio	14%	11%	12%	17%	18%	16%	19%	10%	13%	12%	14%	16%	19%	12%	10%	20%	10%	8%	15%	13%	12%	17%	17%	11%	16%	20%	12%	13%	10%	13%	18%	10%	13%	13%	13%	15%
Streaming app(s)	14%	18%	9%	16%	13%	13%	16%	14%	13%	15%	12%	15%	14%	16%	13%	13%	15%	14%	13%	18%	14%	18%	13%	14%	14%	15%	14%	13%	14%	17%	15%	14%	13%	14%	14%	14%
TikTok	11%	27%	5%	11%	2%	4%	8%	17%	14%	14%	9%	13%	7%	11%	16%	7%	10%	17%	10%	9%	23%	17%	13%	15%	9%	6%	7%	11%	19%	11%	8%	14%	25%	13%	15%	7%
Twitter / X	11%	10%	4%	25%	8%	17%	15%	6%	8%	9%	13%	9%	16%	12%	5%	15%	10%	6%	11%	6%	14%	18%	12%	11%	11%	15%	18%	7%	7%	9%	17%	6%	14%	11%	13%	10%
AI, like ChatGPT	3%	3%	1%	6%	1%	4%	3%	2%	2%	2%	2%	5%	2%	3%	2%	2%	3%	3%	2%	2%	6%	5%	3%	3%	2%	3%	4%	2%	2%	2%	3%	2%	6%	3%	1%	2%
Unsure	2%	2%	0%	3%	1%	1%	3%	2%	0%	1%	2%	1%	2%	3%	1%	2%	1%	1%	1%	1%	3%	3%	1%	2%	1%	1%	3%	1%	1%	2%	2%	1%	3%	3%	1%	1%

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

CYGNAL

Trend: News Source



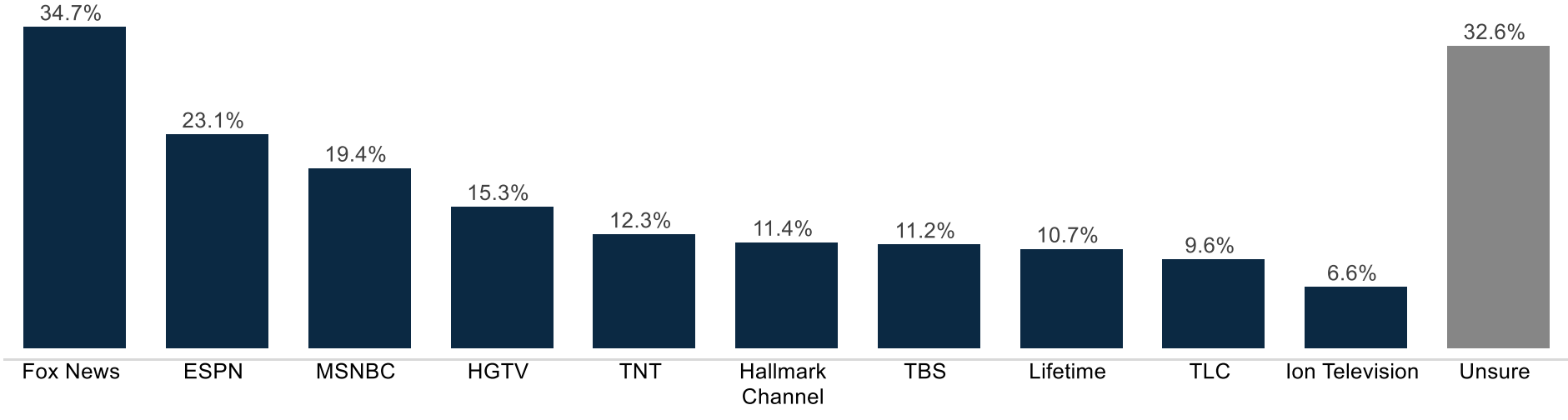
CYGNAL

Percent Change: News Source (Jun '25 to Jul '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Social Media	1%	5%	3%	-5%	2%	-1%	-3%	1%	9%	7%	3%	-9%	0%	8%	0%	1%	-4%	5%	5%	-9%	-10%	-3%	2%	0%	3%	1%	-7%	4%	4%	0%	1%	3%	0%	-1%	-1%	4%
Cable news	4%	4%	3%	3%	4%	2%	5%	4%	4%	3%	6%	-2%	5%	4%	2%	4%	5%	1%	3%	5%	8%	7%	8%	3%	4%	4%	3%	4%	3%	7%	5%	2%	0%	7%	-4%	5%
National TV news	1%	5%	0%	-4%	1%	-2%	-1%	3%	3%	0%	4%	-5%	1%	-5%	3%	0%	5%	0%	0%	9%	4%	1%	4%	1%	1%	-1%	-2%	3%	2%	5%	-1%	1%	2%	2%	6%	-1%
Local TV news	3%	-2%	-1%	5%	10%	8%	7%	-4%	3%	1%	4%	3%	3%	5%	1%	4%	6%	-1%	2%	10%	1%	-1%	8%	2%	4%	7%	9%	0%	-3%	6%	3%	2%	-1%	1%	13%	1%
Other websites	6%	8%	5%	10%	2%	9%	3%	5%	8%	5%	5%	11%	7%	3%	6%	5%	4%	11%	6%	4%	10%	5%	3%	7%	5%	6%	6%	4%	8%	6%	6%	7%	9%	6%	5%	6%
YouTube	-2%	-1%	3%	-8%	-1%	-2%	-8%	-1%	5%	1%	0%	-8%	-4%	4%	-2%	2%	-7%	0%	1%	-4%	-16%	-11%	-3%	0%	-2%	-4%	-6%	0%	3%	-4%	-2%	0%	-5%	-6%	-1%	1%
Facebook	1%	3%	3%	-8%	4%	-2%	-1%	3%	4%	8%	0%	-5%	2%	1%	0%	2%	-1%	0%	2%	-4%	-6%	-3%	0%	-1%	2%	1%	-5%	4%	2%	-1%	1%	1%	-5%	2%	1%	3%
Newspaper	2%	-2%	3%	4%	1%	3%	2%	1%	1%	5%	0%	2%	0%	2%	4%	-2%	4%	5%	2%	2%	-1%	-1%	7%	0%	3%	2%	4%	5%	-3%	-1%	-1%	5%	1%	1%	2%	2%
Podcasts	5%	10%	4%	7%	0%	10%	-3%	4%	9%	3%	6%	5%	2%	6%	8%	4%	-1%	13%	6%	-2%	3%	6%	6%	4%	6%	4%	4%	9%	4%	5%	3%	8%	7%	7%	3%	5%
Talk radio	3%	2%	0%	6%	5%	4%	7%	2%	-1%	1%	3%	5%	5%	1%	2%	6%	2%	-1%	3%	5%	2%	7%	7%	1%	5%	7%	2%	2%	-1%	4%	4%	1%	4%	4%	3%	2%
Streaming app(s)	4%	7%	-1%	6%	3%	4%	5%	6%	-1%	4%	2%	7%	3%	6%	3%	2%	6%	2%	3%	6%	5%	6%	3%	2%	5%	4%	5%	5%	1%	4%	5%	3%	3%	3%	4%	4%
TikTok	1%	3%	0%	1%	0%	-3%	3%	2%	2%	2%	-1%	3%	-2%	3%	4%	-2%	0%	6%	2%	-5%	4%	2%	1%	1%	1%	1%	-1%	1%	2%	1%	-1%	3%	2%	0%	2%	1%
Twitter / X	1%	2%	-2%	3%	2%	1%	4%	-1%	2%	0%	3%	-3%	3%	1%	-1%	2%	2%	-1%	1%	-6%	5%	3%	0%	0%	2%	3%	2%	1%	-1%	-1%	3%	0%	4%	0%	-1%	1%
AI, like ChatGPT	3%	3%	1%	6%	1%	4%	3%	2%	2%	2%	2%	5%	2%	3%	2%	2%	3%	3%	2%	2%	6%	5%	3%	3%	2%	3%	4%	2%	2%	2%	3%	2%	6%	3%	1%	2%
Unsure	0%	0%	-1%	2%	0%	1%	1%	-1%	-1%	-1%	1%	0%	-1%	2%	0%	0%	0%	0%	0%	0%	2%	2%	-1%	1%	-1%	0%	2%	-2%	0%	1%	0%	0%	2%	3%	-2%	-1%

CYGNAL

Cable Network Viewership

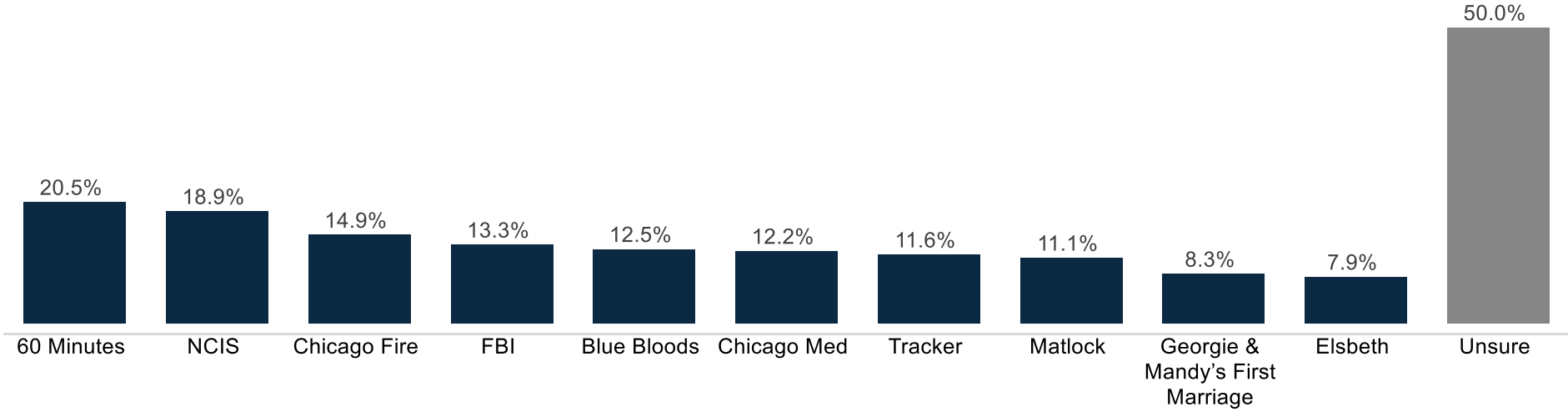


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Fox News	35%	28%	37%	29%	45%	34%	40%	37%	26%	35%	37%	30%	58%	25%	15%	56%	32%	5%	36%	29%	35%	35%	35%	28%	40%	42%	29%	37%	28%	34%	58%	13%	27%	36%	37%	36%
ESPN	23%	15%	13%	33%	33%	37%	30%	10%	21%	20%	25%	22%	24%	24%	22%	23%	27%	20%	23%	30%	21%	31%	26%	18%	27%	35%	31%	19%	9%	23%	24%	23%	19%	25%	27%	22%
MSNBC	19%	16%	24%	16%	22%	24%	14%	15%	27%	14%	22%	21%	6%	18%	36%	9%	25%	31%	18%	31%	22%	17%	22%	17%	21%	21%	17%	22%	18%	15%	6%	33%	13%	15%	13%	24%
HGTV	15%	13%	22%	11%	13%	13%	12%	17%	19%	14%	17%	13%	17%	13%	16%	15%	15%	16%	16%	13%	14%	14%	23%	12%	18%	15%	8%	21%	15%	14%	17%	15%	10%	11%	13%	18%
TNT	12%	8%	9%	16%	17%	17%	16%	7%	10%	11%	14%	11%	11%	15%	12%	11%	17%	11%	11%	17%	14%	13%	14%	11%	13%	16%	18%	10%	7%	14%	12%	12%	12%	8%	15%	13%
Hallmark Channel	11%	10%	18%	6%	10%	7%	9%	16%	12%	14%	11%	8%	14%	8%	11%	13%	14%	6%	11%	10%	17%	13%	14%	10%	12%	9%	6%	16%	13%	12%	14%	8%	16%	10%	9%	12%
TBS	11%	8%	9%	13%	16%	16%	12%	7%	10%	9%	12%	11%	11%	11%	12%	11%	12%	11%	11%	12%	11%	14%	14%	10%	12%	15%	13%	9%	8%	12%	11%	11%	8%	9%	13%	12%
Lifetime	11%	15%	15%	6%	5%	5%	6%	20%	9%	11%	10%	12%	10%	9%	13%	9%	17%	6%	8%	25%	14%	13%	15%	12%	10%	6%	5%	15%	16%	13%	10%	11%	16%	13%	10%	9%
TLC	10%	14%	11%	7%	6%	5%	8%	13%	11%	10%	8%	13%	10%	9%	10%	8%	15%	8%	9%	12%	12%	11%	12%	11%	9%	6%	8%	11%	13%	11%	10%	10%	12%	9%	11%	9%
Ion Television	7%	8%	8%	3%	7%	4%	6%	9%	7%	6%	6%	9%	6%	6%	7%	5%	11%	5%	6%	14%	4%	6%	7%	9%	5%	4%	6%	6%	10%	9%	6%	7%	10%	6%	6%	6%
Unsure	33%	42%	26%	41%	22%	32%	30%	31%	38%	34%	31%	35%	26%	43%	34%	27%	28%	44%	32%	24%	36%	33%	26%	37%	29%	27%	37%	31%	36%	35%	26%	37%	36%	34%	35%	31%

Which of the following cable networks do you watch on at least a weekly basis? Select all that apply.

CYGNAL

Broadcast Shows Viewership



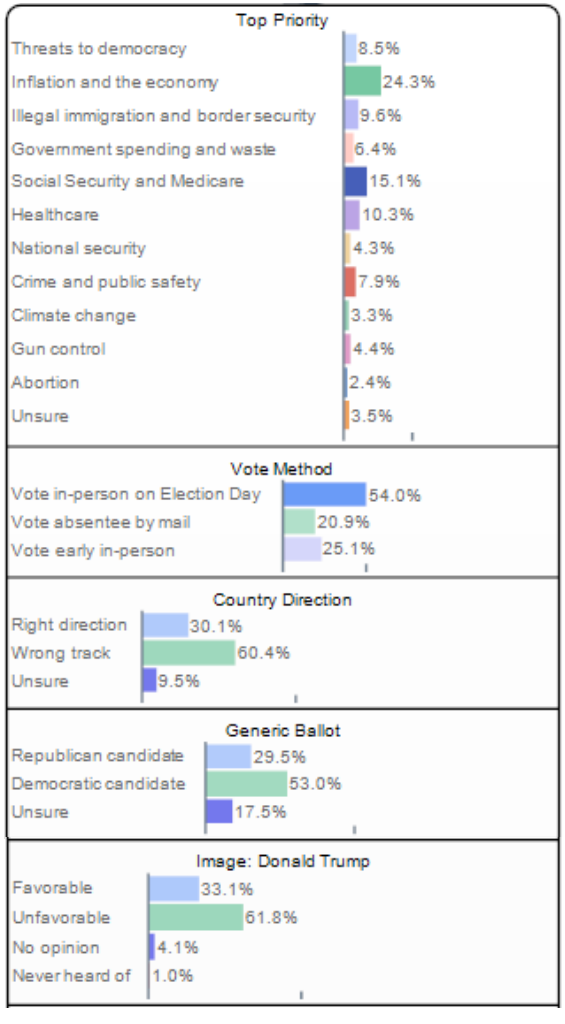
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	UnionMbr/HH	Single	Married	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
60 Minutes	20%	15%	27%	14%	25%	19%	20%	19%	23%	17%	21%	24%	15%	19%	27%	16%	28%	21%	18%	32%	26%	19%	25%	21%	20%	21%	19%	20%	22%	23%	14%	27%	22%	15%	17%	23%
NCIS	19%	16%	23%	13%	22%	13%	23%	25%	13%	20%	18%	20%	22%	12%	19%	19%	24%	12%	18%	24%	22%	20%	19%	20%	18%	19%	17%	18%	22%	23%	21%	17%	17%	22%	17%	19%
Chicago Fire	15%	17%	21%	8%	12%	7%	13%	24%	14%	15%	13%	19%	15%	12%	17%	15%	21%	9%	14%	20%	19%	15%	16%	17%	14%	10%	10%	17%	21%	18%	15%	15%	17%	18%	14%	14%
FBI	13%	10%	16%	12%	15%	12%	15%	16%	10%	11%	14%	16%	14%	10%	14%	14%	18%	7%	12%	16%	19%	14%	12%	14%	13%	15%	12%	11%	15%	16%	13%	14%	15%	12%	7%	15%
Blue Bloods	13%	8%	17%	9%	15%	9%	15%	16%	9%	14%	12%	12%	17%	8%	10%	16%	15%	5%	13%	7%	17%	11%	13%	12%	13%	12%	13%	13%	12%	15%	15%	10%	10%	13%	9%	14%
Chicago Med	12%	13%	17%	8%	9%	7%	10%	19%	10%	13%	10%	17%	12%	10%	14%	12%	18%	7%	11%	14%	15%	15%	12%	13%	12%	10%	6%	14%	17%	16%	12%	12%	15%	16%	10%	12%
Tracker	12%	8%	18%	6%	14%	9%	12%	15%	11%	14%	10%	11%	13%	11%	10%	13%	13%	8%	13%	7%	5%	9%	11%	10%	13%	12%	6%	13%	13%	13%	13%	10%	12%	6%	8%	14%
Matlock	11%	7%	20%	5%	11%	6%	10%	13%	15%	11%	10%	12%	11%	9%	13%	11%	11%	10%	11%	15%	10%	10%	10%	12%	11%	8%	7%	13%	14%	12%	11%	11%	8%	7%	8%	14%
Georgie & Mandy's First Marriage	8%	7%	11%	6%	9%	6%	8%	10%	8%	10%	8%	8%	11%	5%	8%	10%	8%	6%	10%	2%	8%	9%	9%	7%	9%	9%	4%	10%	9%	8%	11%	6%	7%	8%	8%	9%
Elsbeth	8%	6%	15%	2%	7%	5%	5%	10%	11%	8%	7%	10%	7%	6%	10%	7%	9%	7%	8%	10%	6%	5%	9%	7%	8%	6%	2%	10%	11%	9%	7%	9%	7%	2%	6%	10%
Unsure	50%	54%	38%	61%	48%	59%	50%	41%	53%	47%	52%	49%	48%	60%	46%	51%	41%	58%	52%	37%	46%	49%	46%	49%	50%	54%	56%	47%	45%	46%	51%	49%	46%	54%	55%	48%

Which of the following television shows do you watch on at least a weekly basis? Select all that apply.

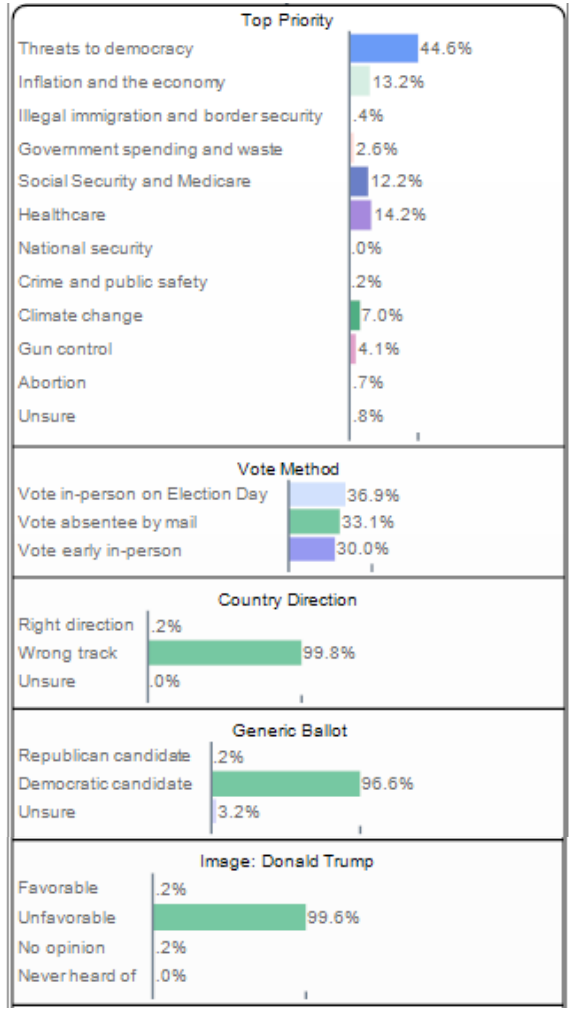
CYGNAL

Segmentation Analysis:

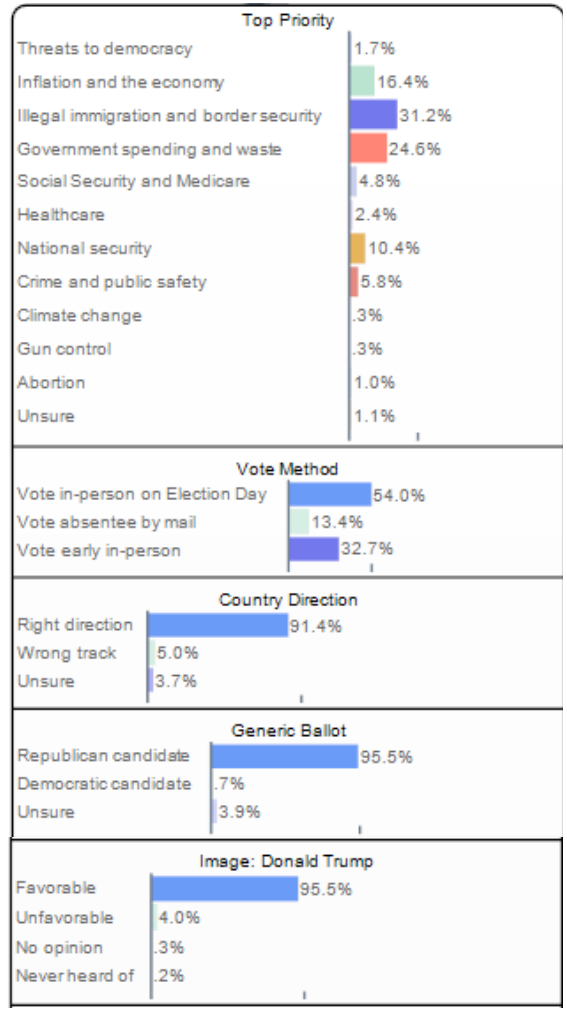
Moderates (27%)



Liberals (34%)



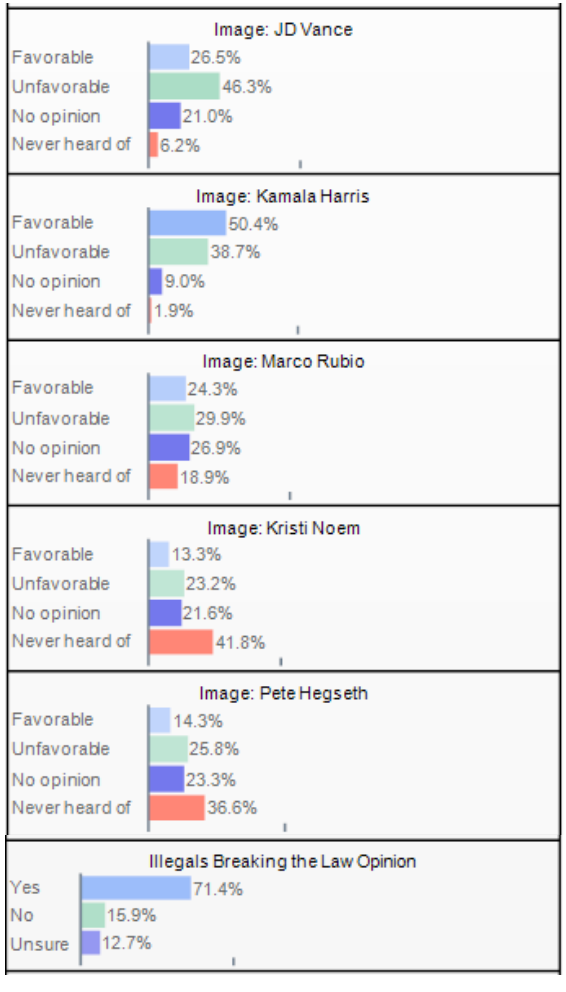
Conservatives (39%)



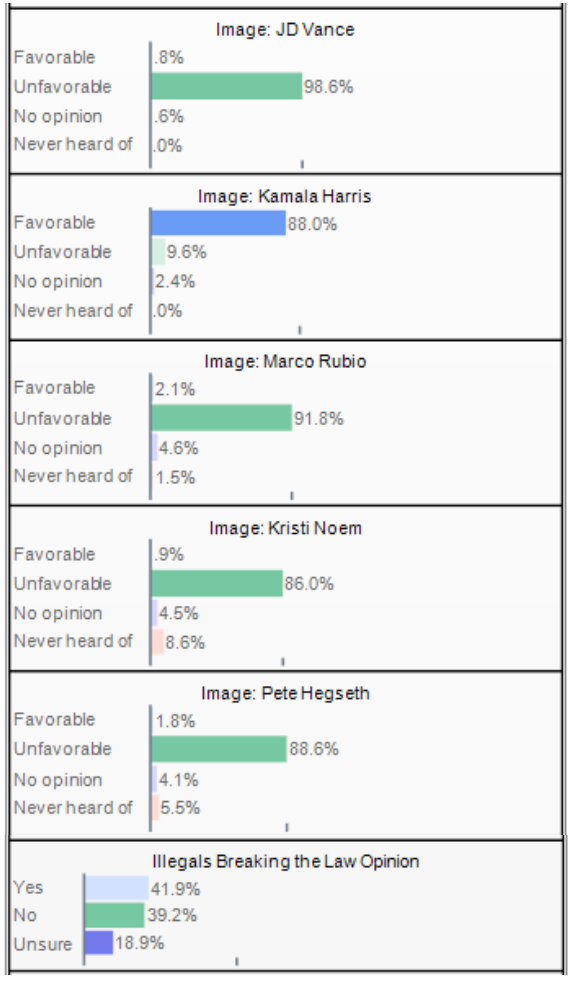
CYGNAL

Segmentation Analysis:

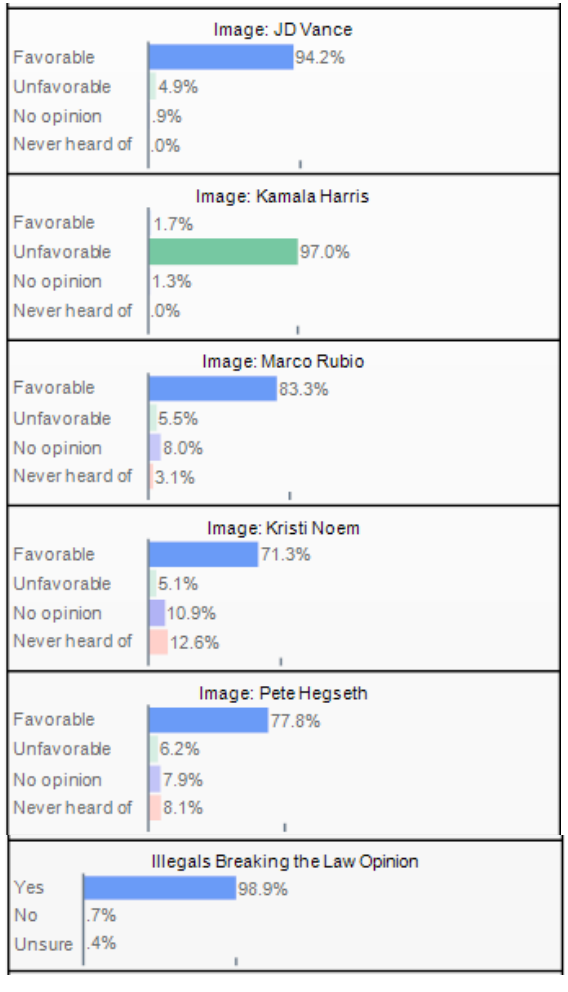
Moderates (27%)



Liberals (34%)



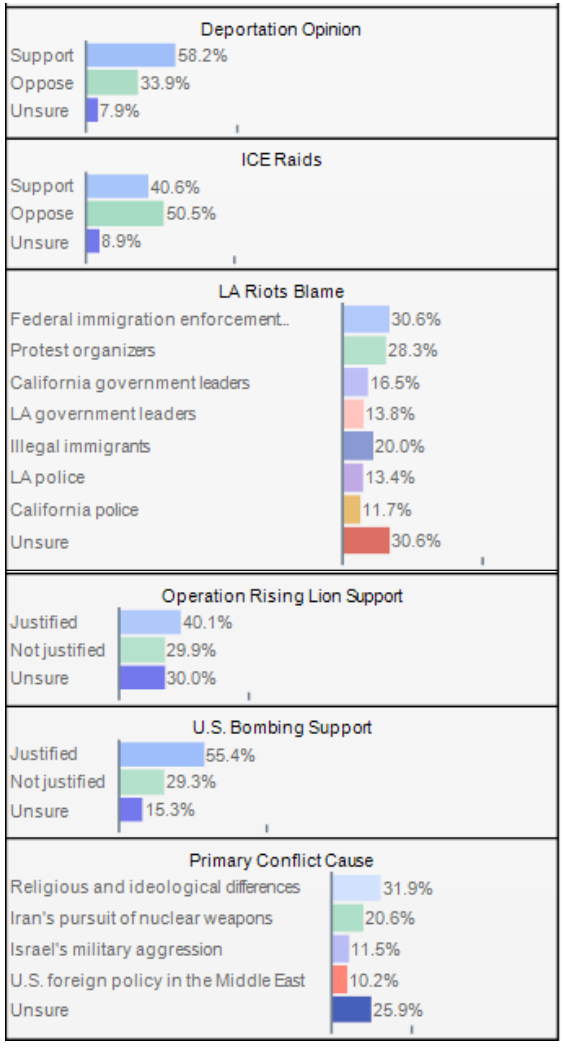
Conservatives (39%)



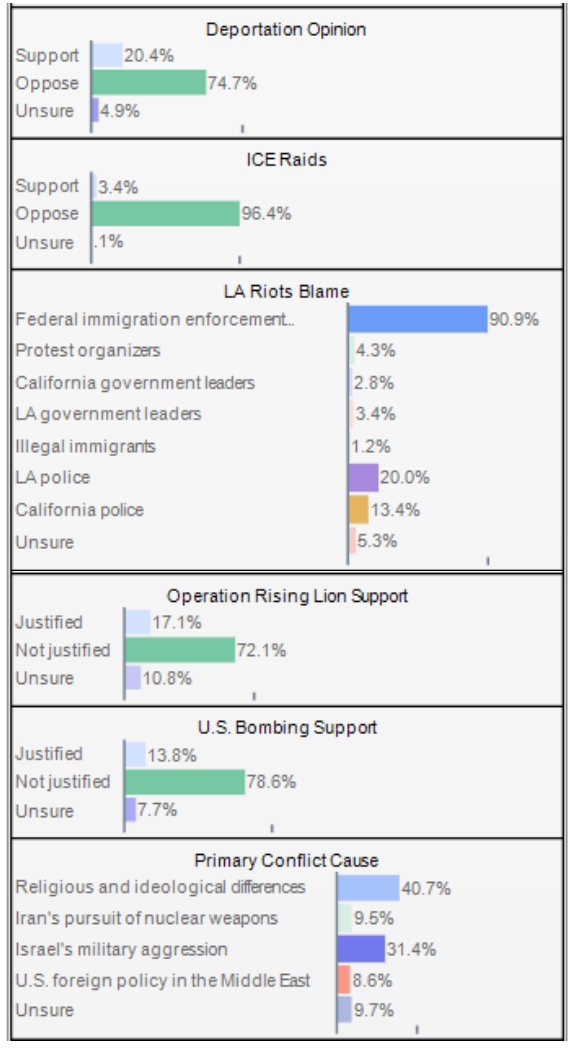
CYGNAL

Segmentation Analysis:

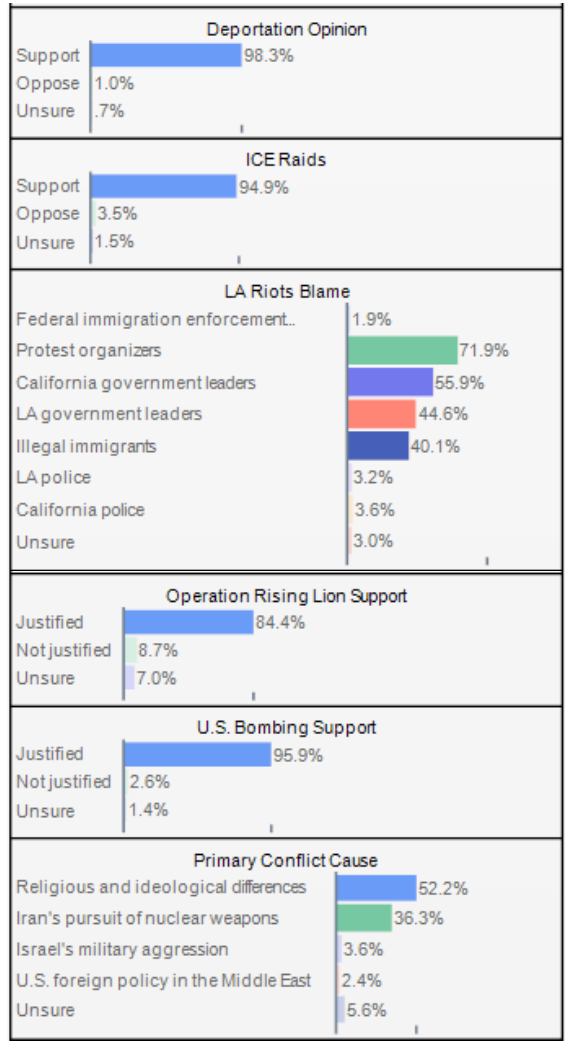
Moderates (27%)



Liberals (34%)



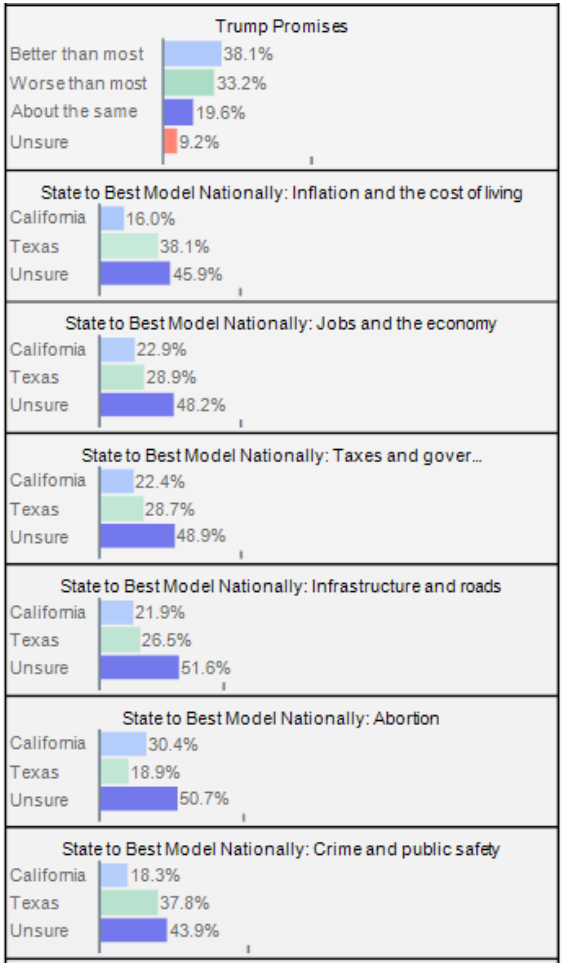
Conservatives (39%)



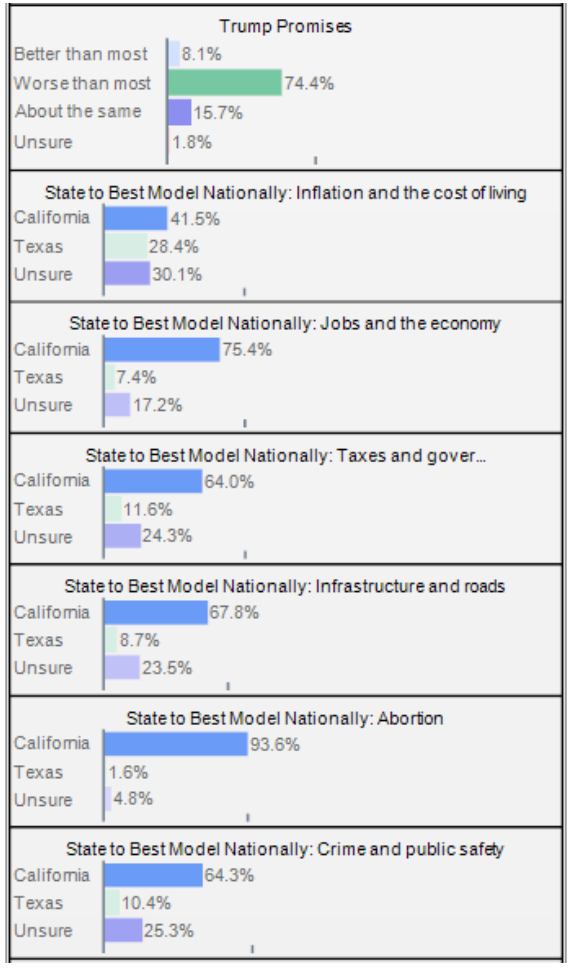
CYGNAL

Segmentation Analysis:

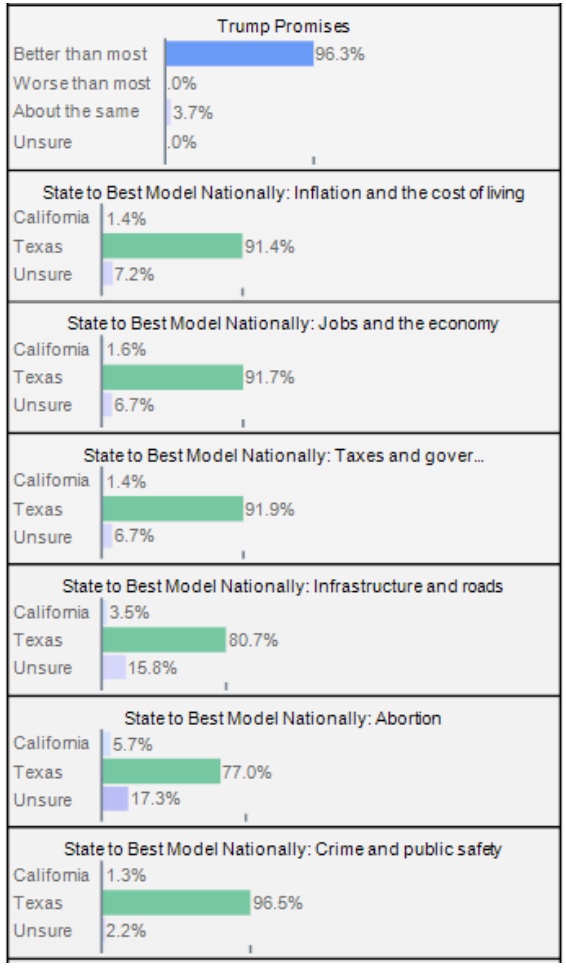
Moderates (27%)



Liberals (34%)



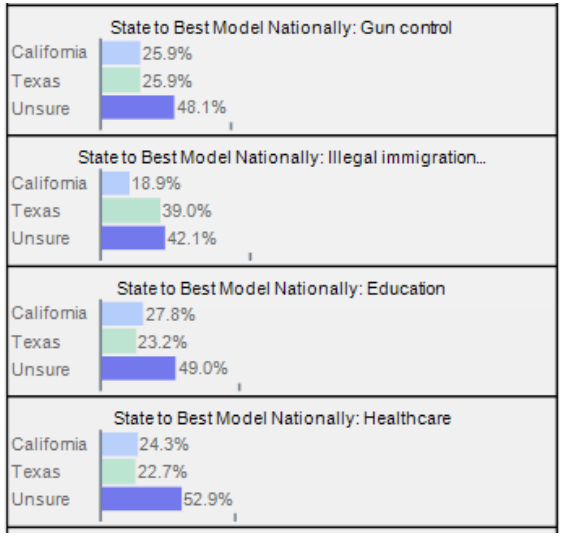
Conservatives (39%)



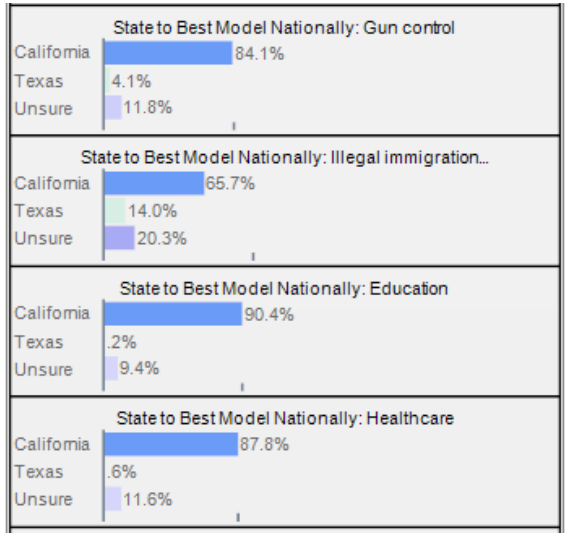
CYGNAL

Segmentation Analysis:

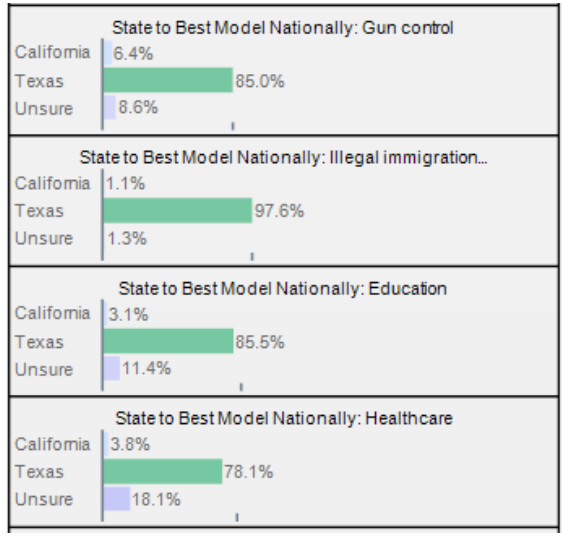
Moderates (27%)



Liberals (34%)



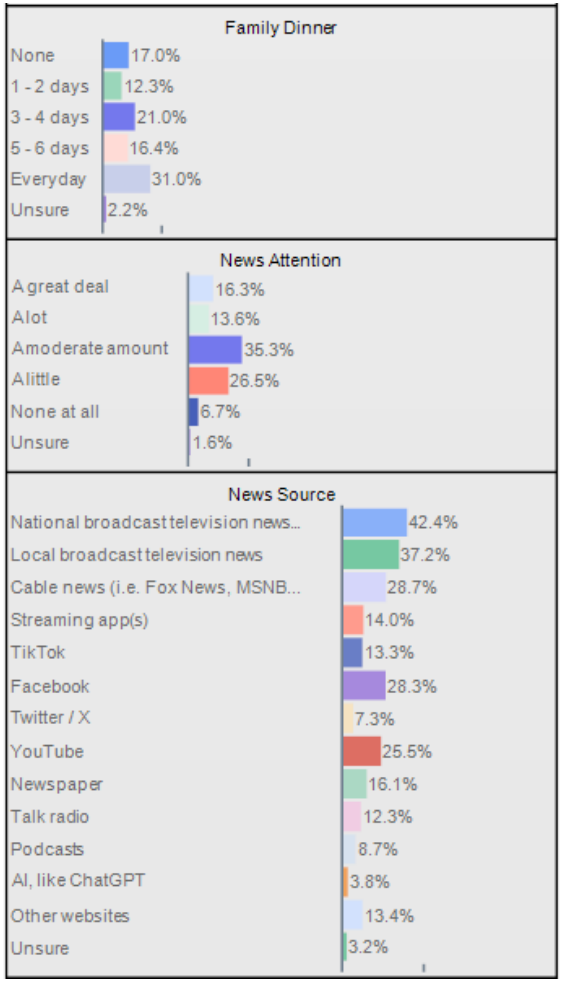
Conservatives (39%)



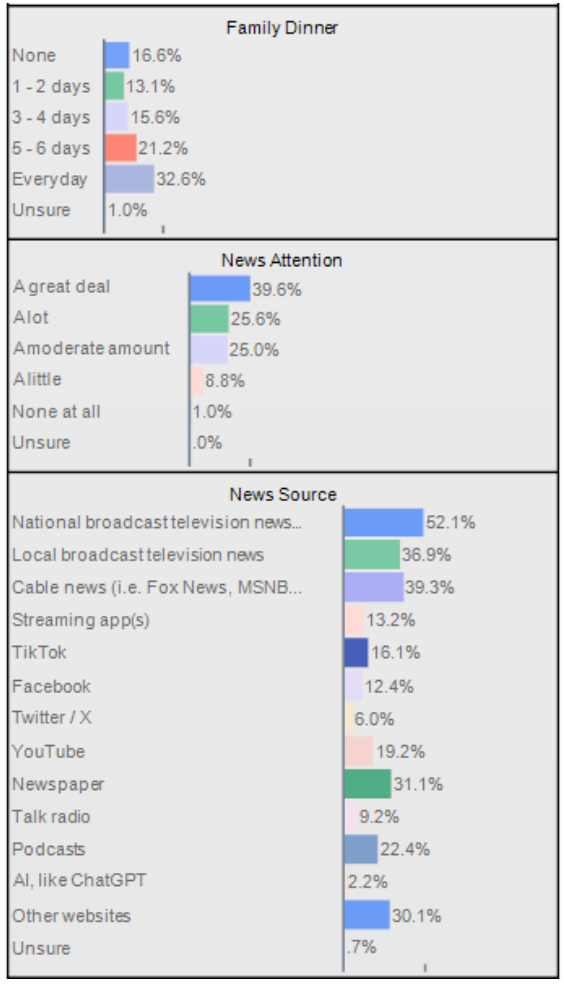
CYGNAL

Segmentation Analysis:

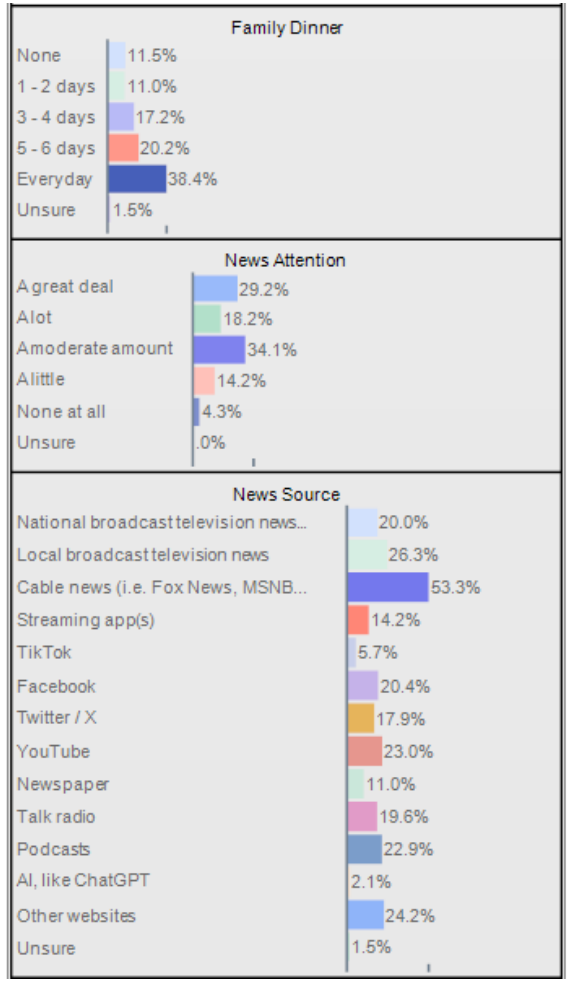
Moderates (27%)



Liberals (34%)



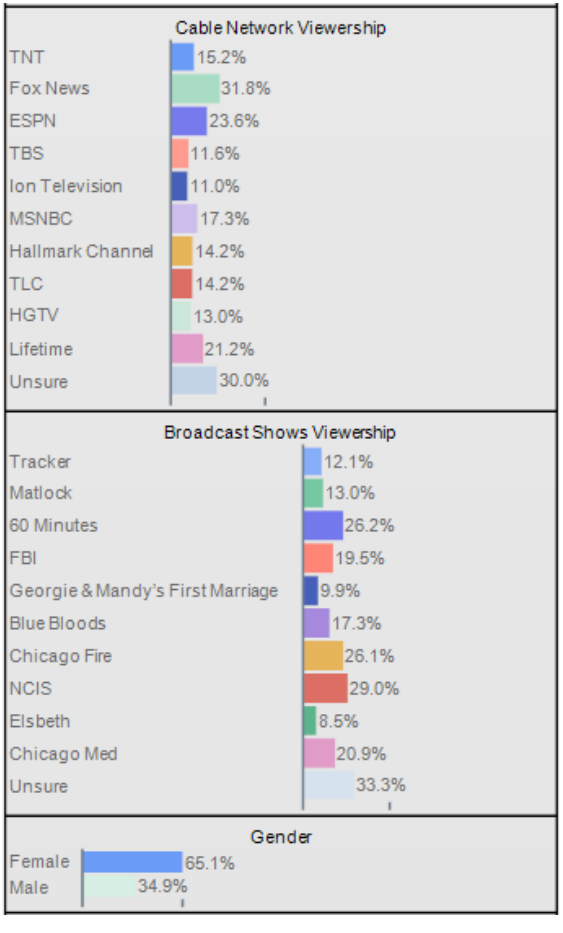
Conservatives (39%)



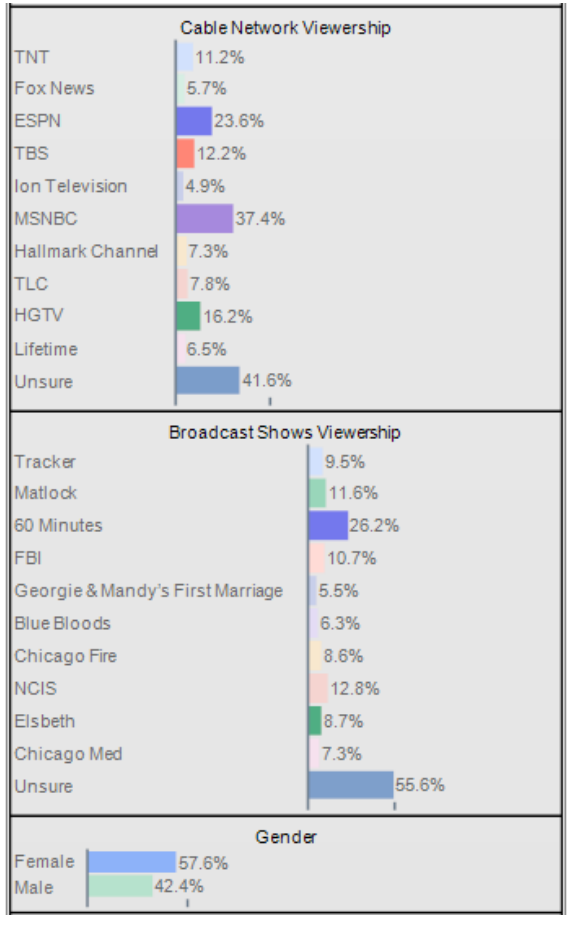
CYGNAL

Segmentation Analysis:

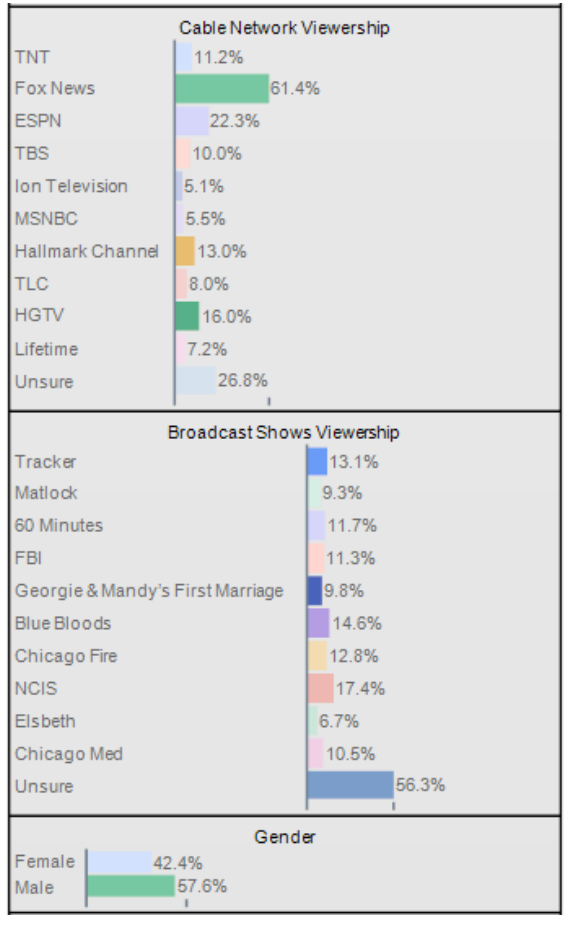
Moderates (27%)



Liberals (34%)



Conservatives (39%)



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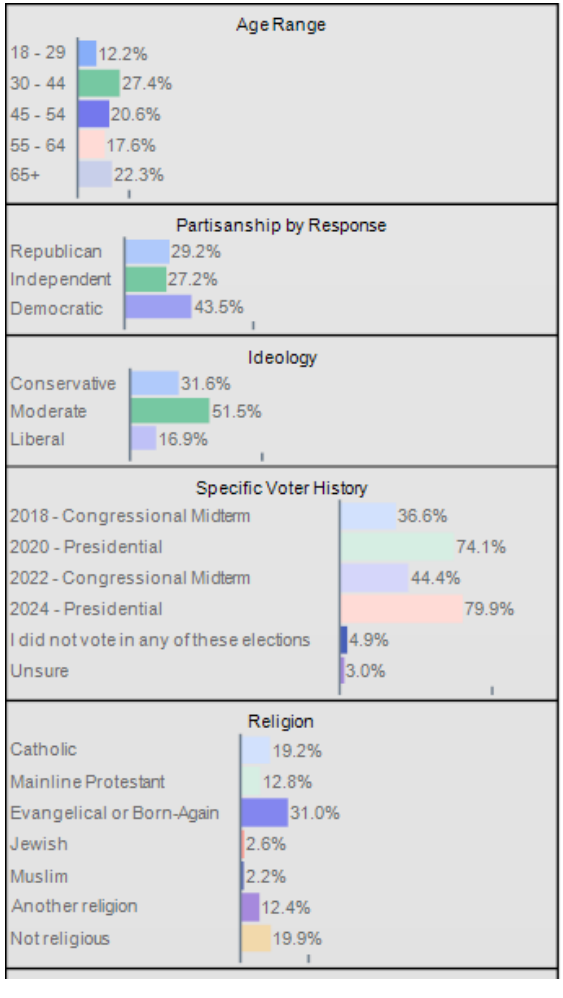
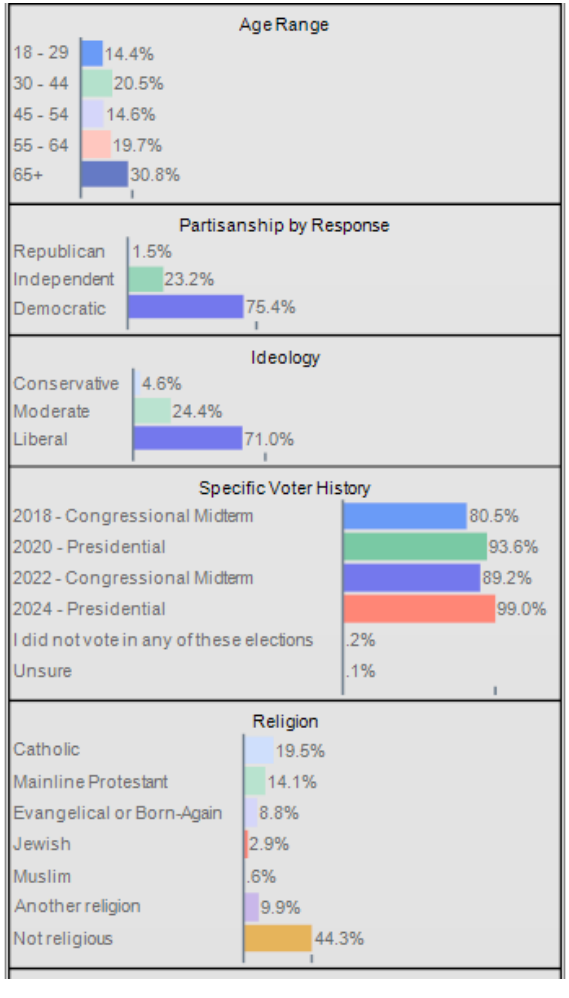
Segmentation Analysis:

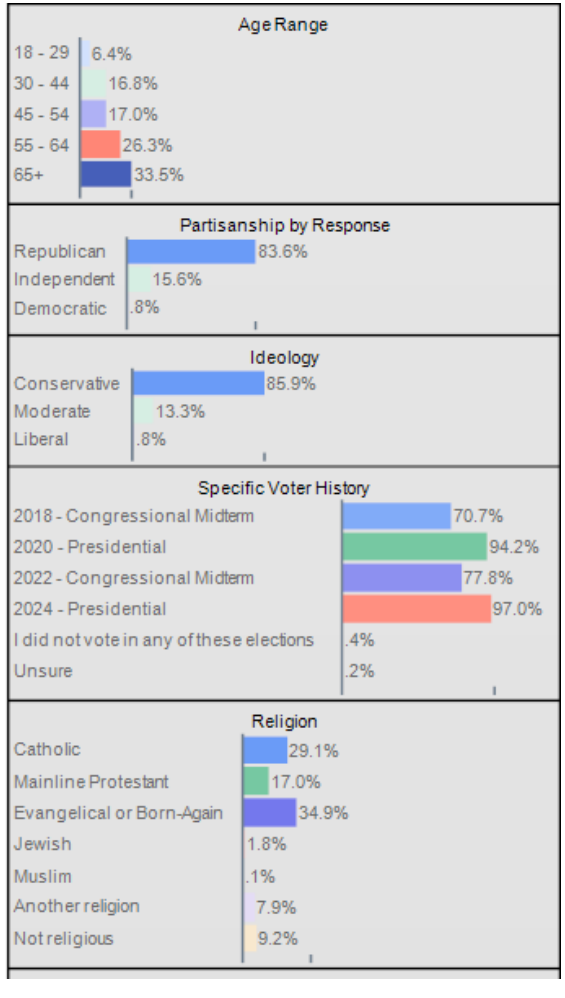
Moderates (27%)



Liberals (34%)



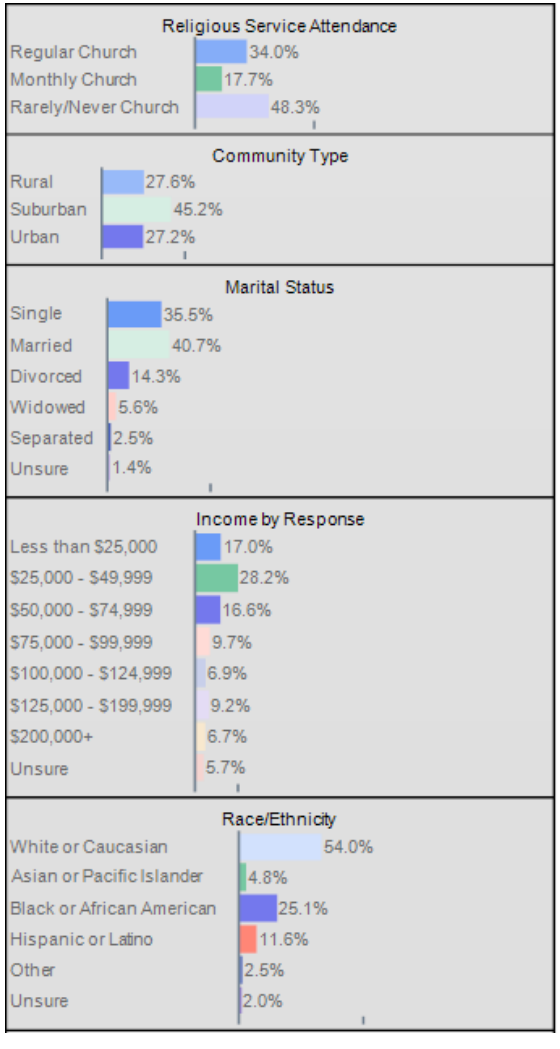
Conservatives (39%)



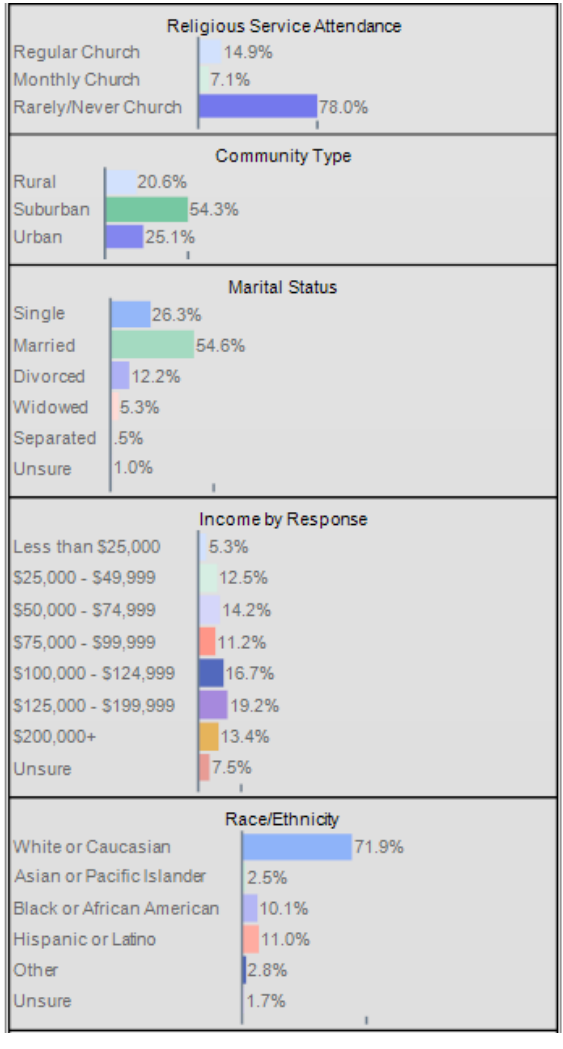
CYGNAL

Segmentation Analysis:

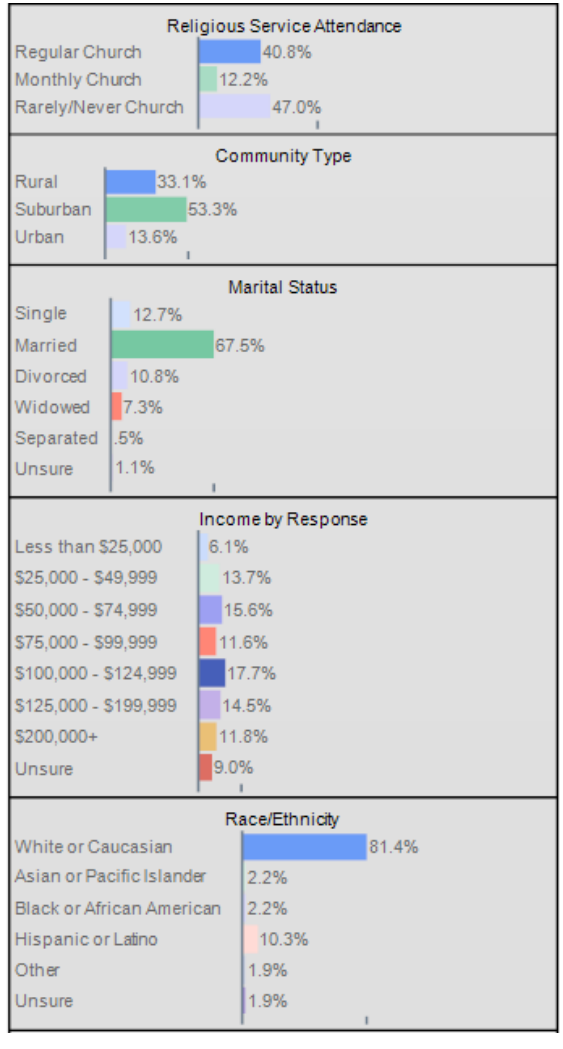
Moderates (27%)



Liberals (34%)



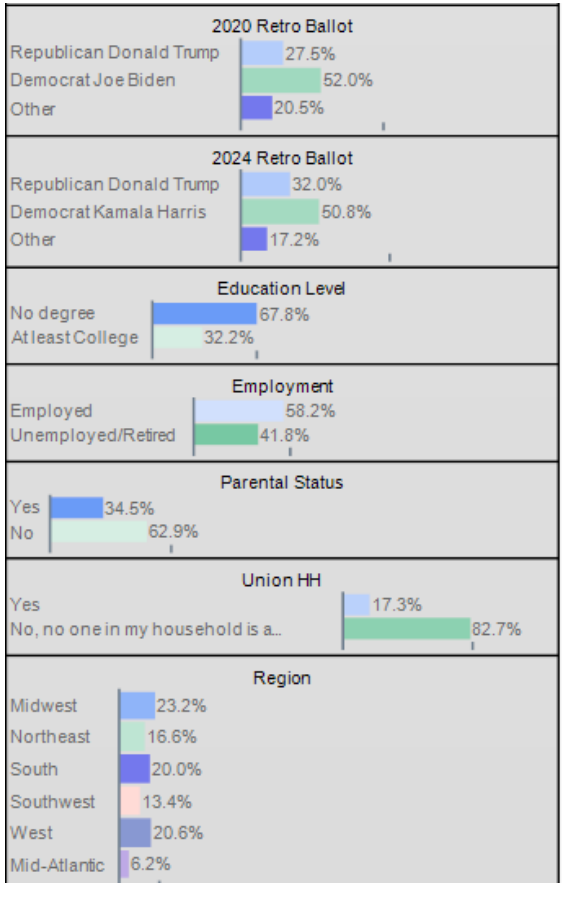
Conservatives (39%)



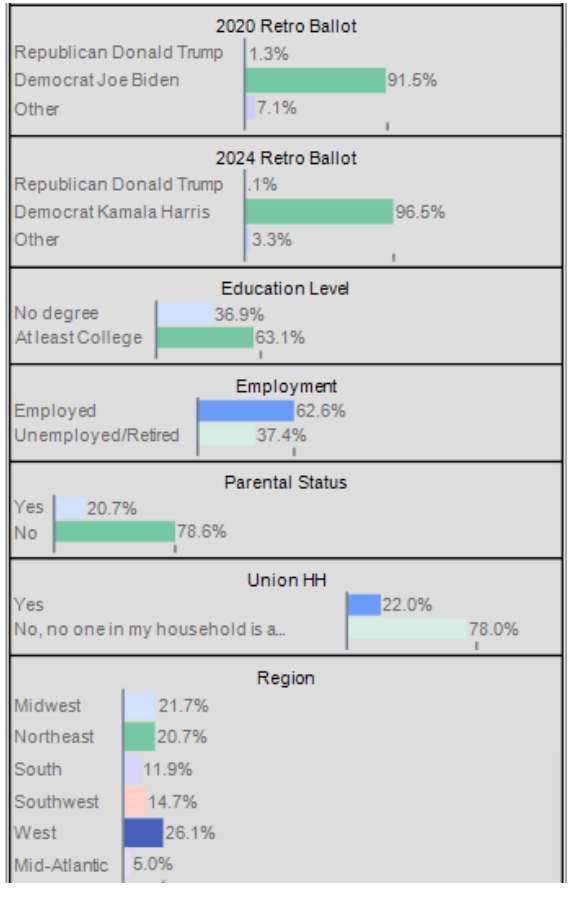
CYGNAL

Segmentation Analysis:

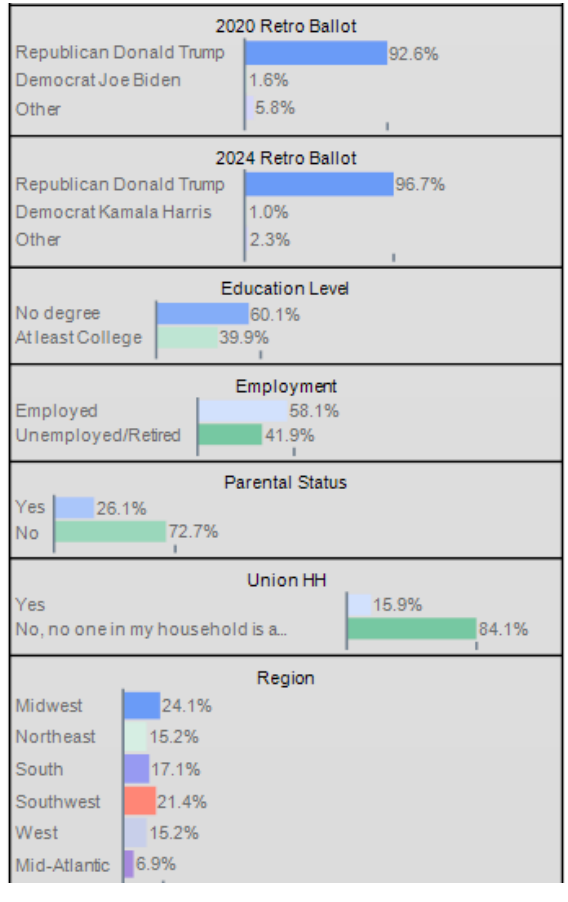
Moderates (27%)



Liberals (34%)



Conservatives (39%)



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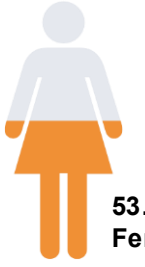
Demographics

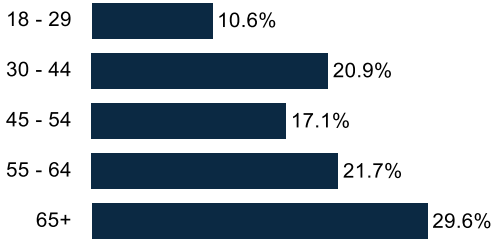
Sex



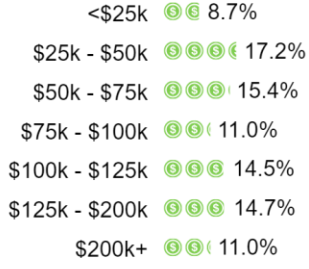
53.6%
Female

46.4%
Male

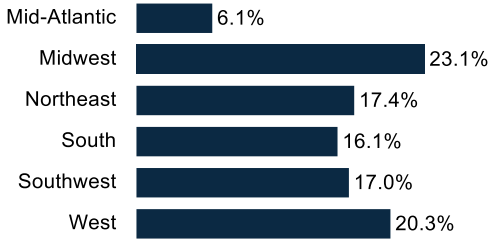
Age Range



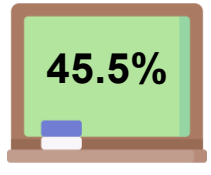
Household Income



Geo - Region



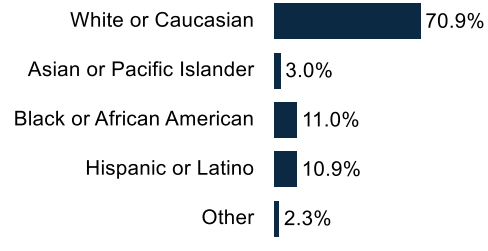
Education



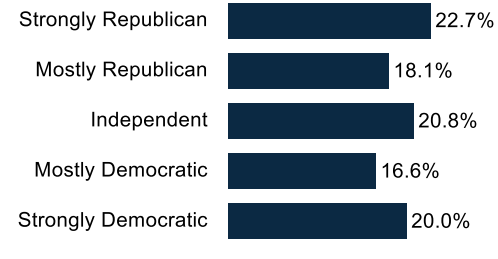
have at least
a College degree

54.0% have no college degree

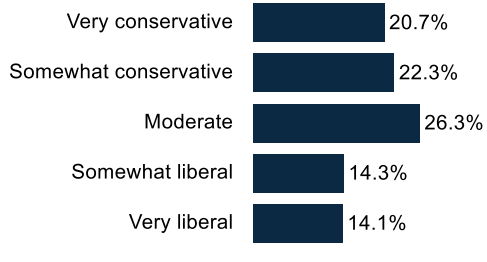
Race/Ethnicity



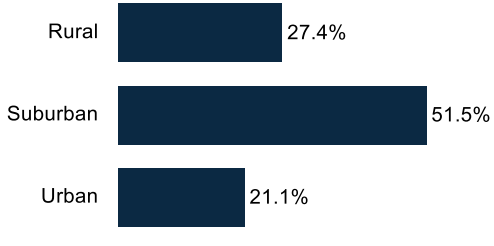
Partisanship



Ideology



Community Type



Total sample size: 1500

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