

August 11, 2025



CYGNAL

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

August 7 – 9, 2025 | n=1500 |  $\pm 2.51\%$

## Insights & Analysis

- After last month which saw threats to democracy overtake inflation and the economy as the top priority for the first time since 2022, **voters now prioritize inflation and the economy** (20%) once again over **threats to democracy** (19%).
  - This shift is not driven by a decrease in importance of threats to democracy which increased from 18% in July to 19%. The shift is largely driven by **illegal immigration / border dropping** from 15% in July to 13% this month.
    - The movement away from illegal immigration to inflation as a top priority can be seen across the electorate but most **notably among men and Republicans**.
- **Women under the age of 55** drove a dip in the **direction of the country** question, moving net negative nine points.
  - Male voters felt more favorable about the direction of the country since July, and older female voters stayed the same.
- Trump and Vance both saw their net images slightly drop one point, driven by some softness among Hispanic voters.
- **Mike Johnson** (33 fav, 39 unfav) is slightly **more net favorable than Alexandra Ocasio-Cortez** (38 fav, 44 unfav).
- Both **Republicans** (+5 net fav) and **Democrats** (+7 net fav) improved their images since July with both parties seeing an improvement among the opposing bases.
- A slim plurality of voters rate the **U.S. economy as fair** (29%) compared to 26% who rate it **poor** and 24% who rate it **good**.
  - On the extremes, 15% rate it as **terrible** and 5% say **excellent**.

## Insights & Analysis

- **Republicans** (42% good) **are more optimistic than Democrats** (35% poor) and **Independents** (35% poor).
- **Blue collar workers** (30% fair, 24% poor) **more a little more optimistic than white collar workers** (28% fair, 27% poor).
- **Black and Hispanic voters** are much more likely to rate the economy as **terrible** (27%, 26%) than White voters (11%).
- In comparison, voters are **more optimistic about their state's economy**: 33% rate it as **fair** (+4 more than the U.S. economy), 25% **good** (+1), and 21% **poor** (-5)
  - A similar amount rate their state's economy as **excellent** (4%; -1) and **terrible** (14%; -1) compared to the U.S. economy.
  - The distinction is clearest across partisan lines: **Democrats** (+15 good from U.S. to state economy, -14 poor) **and Independents** (+4 good, -10 poor) **are far more optimistic about their state's economy**, and the **opposite holds true for Republicans** (-12 good, +6 poor).
- Voters are **most optimistic about their personal economic situation**, but a plurality again rate it as just **fair** (37%; +4 from their state's economy).
  - **33% rate their personal situation as good** (+8 from their state's economy), 15% **poor** (-6 from their state's economy).
  - The same amount (7%) rate their personal situation as **excellent** (+4) and **terrible** (-7).

## Insights & Analysis

- A majority of voters (52%) believe **the American Dream is no longer alive today** (44% alive).
  - This negative sentiment is felt most by **voters under 30** (30% alive, 67% not alive).
  - A majority of voters aged 30–54 share the feeling that it is not alive.
  - Voters **aged 55–64 are most positive** about the American Dream (50% alive, 44% not alive), and voters 65+ (48% alive, 46% not alive) tend to be more split.
  - **Republicans** (69% alive, 27% not alive) **are much more positive than Independents** (34% alive, 62% not alive) and **Democrats** (22% alive, 72% not alive).
- **A huge swath of voters** (69%) **believe states should not consider race** when drawing congressional districts (22% should consider race).
  - Though they oppose race consideration overall, **Black voters** (41% should, 49% should not) **and Hispanic voters** (35% should, 56% should not) **believe in the consideration more than White voters** (18% should, 74% should not).
- 48% of voters **care deeply about redistricting** (27% care somewhat, 8% very little / not at all), but it is definitely one-sided from a partisan perspective.
  - **Independents** (51% care deeply, 26% care somewhat) **and Democrats** (58% care deeply, 20% care somewhat) **care much more about redistricting than Republicans** (38% care deeply, 34% care somewhat).
- **Democrats are more motivated about the midterm elections** (71% extremely motivated) than **Republicans** (66% extremely motivated) by a 5-point delta.
  - Mirroring the generic ballot, **47% are most likely to support or lean toward Democrats** in the next election compared to **46% for Republicans**. **Independents** stand at **+12 toward Democrats**.



## Insights & Analysis

- A whopping **78% of voters are concerned about the impact of interest rates** on the overall economy.
  - **57% of voters believe the Federal Reserve should lower interest rates** over the next year (just 11% raise, 20% keep the same rates).
- Voters tend to have **a little** (25%) or only **some trust** (23%) in the **Federal Reserve** to make decisions that benefit the U.S. economy.
  - **16% have no trust at all** compared to **18% who have a great deal of trust**.
  - **Republicans show much less trust than Democrats**, and Independents' trust falls in between the two.
- 46% believe the main reason the Federal Reserve raises interest rates is to **control inflation**.
  - Far less believe it is to **protect the value of the dollar** (16%), **slow down economic growth** (13%), or **hurt Trump** (11%).
  - Nearly a quarter of Republicans (22%) believe it is to **hurt Trump**.
- 44% of voters **disapprove of how interest rates have been managed by the Federal Reserve** in the past year, **10% more than those who approve**.
  - A majority of **Democrats approve**, while two thirds of Republicans disapprove. Independents are split.
  - Voters don't really have an opinion on **Powell stepping down as the Federal Reserve Chair**: 38% believe it will **help** the U.S. economy, and 42% believe it will **hurt**.
    - Republicans are most optimistic by Trump's move, while Democrats and Independents are pessimistic.

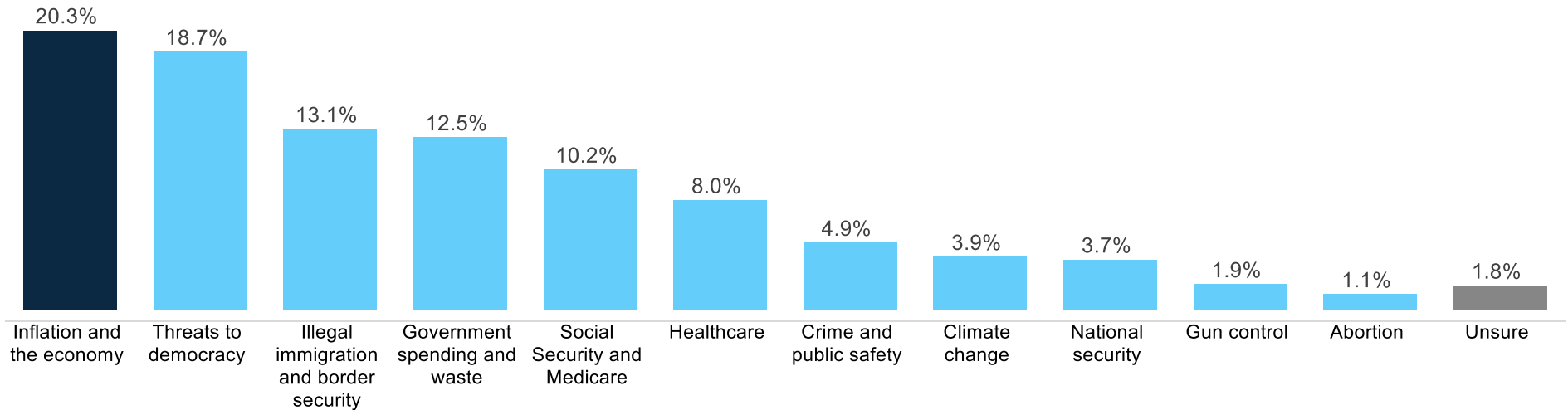
## Insights & Analysis

- Voters **don't really understand the Federal Reserve's role with interest rates** considering 39% prefer the Federal Reserve to set interest rates while 33% prefer the free market.
  - Democrats, college-educated voters, and white-collar workers are strongest believers in the Federal Reserve, while Republicans and blue-collar workers are believers in the free market.
- Regarding trade deals, a plurality believe the **U.S. is often taken advantage of** (35%). This sentiment is strongest among Republicans and men 55+.
  - This is more than the amount who believe trade deals are **generally fair** (25%), which is an opinion held mostly by college-educated voters.
- Before this survey, **53% were aware that tariffs had increased government revenue**. Just 13% were not aware, and 31% were somewhat or vaguely aware.
  - Knowing about this revenue, **voters are split at 46% on whether they support or oppose the tariffs**. Independents oppose +14.
  - Similarly, **48% believe Trump has been successful** (47% unsuccessful) in his tariff negotiations. Independents stand at unsuccessful +21.
- **61% believe recipients of federal food support**, like EBT or food stamps, **should be not able to use that money to purchase snack foods**, sugary drinks, and other highly processed foods.
  - **34% believe they should be able to** – primarily younger, more urban, and Democratic voters.
- **24% of voters would be willing to wait in a longer line to receive a physical passport stamp** at an international port of entry – primarily younger voters and Republicans.
  - A plurality (30%) would prefer a digital and streamlined process.

## Insights & Analysis

- Voters aren't fans of **AI predicting what each traveler is willing to pay for airline tickets**. **80%** believe the practice is **unfair**.
  - Interestingly, non-white voters are more than 2x more likely to say it is fair compared to white voters.
- Republicans are more likely to say they are blue-collar workers (41%) than Democrats (30%).
  - Two-thirds of non-college-educated men are blue-collar workers.
- **Advanced Segmentation Analysis** produced four segments this month: *Young GOPs* (18%), *Old GOPs* (35%), *Old Dems* (29%), and *Young Dems* (18%).
  - *Young GOPs* are focused on inflation / economy (29%), while *Old GOPs* care about illegal immigration (31%) and government waste (28%).
  - *Old Dems* are concerned with threats to democracy (49%) and *Young Dems* are focused on inflation (27%).
  - *Young GOPs* are slightly more negative on the direction of the country show slightly less support than *Old GOPs* for the Republican on the generic ballot. This appears to be driven by their slightly less favorable opinions of Trump.
  - The younger groups are much less motivated for the midterm elections than their older counterparts, and they show more trust in the Federal Reserve.

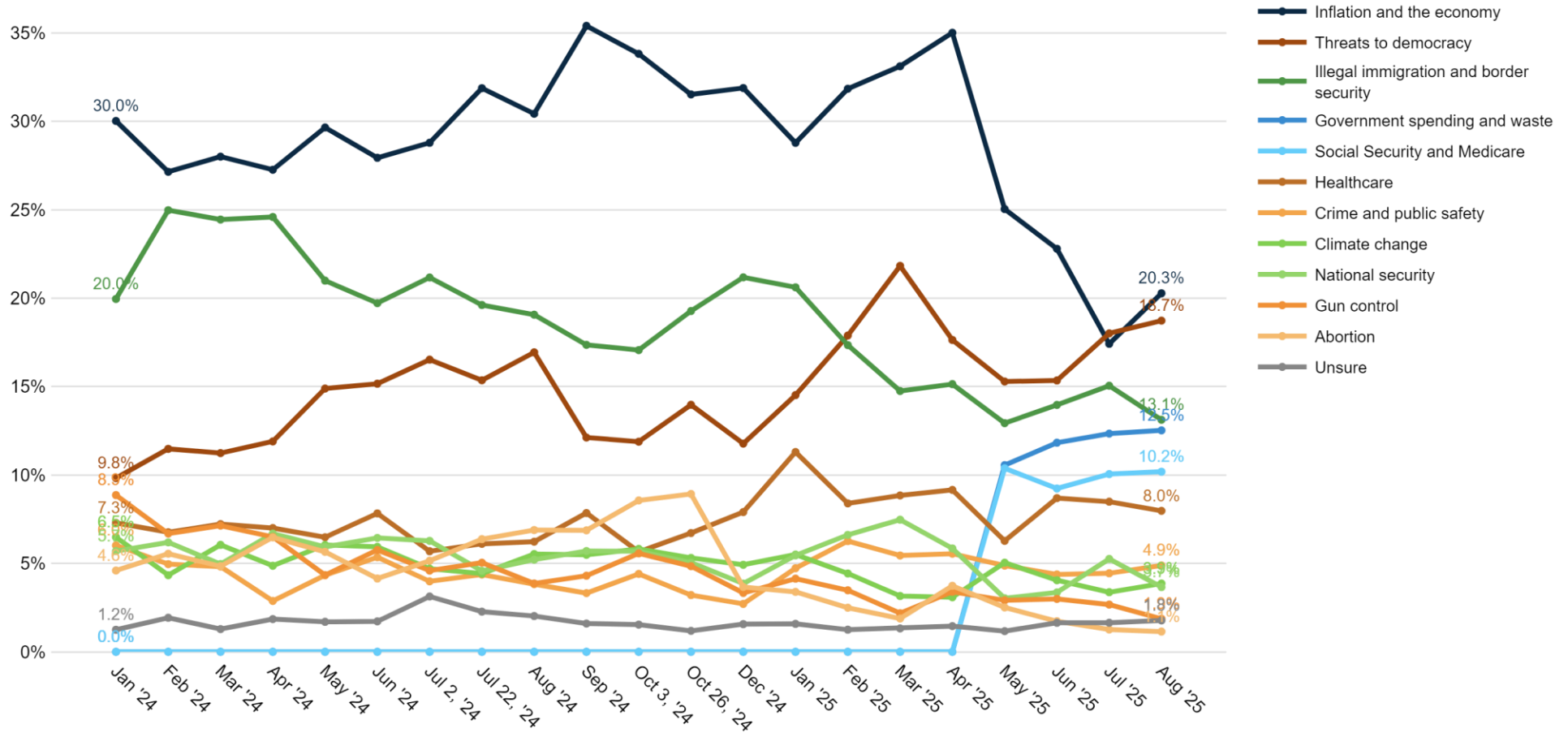
# Top Priority



	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	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Inflation and the economy	26%	16%	26%	13%	21%	18%	22%	19%	20%	19%	24%	21%	23%	18%	19%	26%	15%	18%	28%	25%	26%	21%	20%	20%	19%	22%	18%	23%	23%	19%	26%	22%	19%	25%	26%	20%	18%
Threats to democracy	20%	21%	15%	17%	22%	10%	14%	30%	15%	19%	23%	3%	22%	35%	4%	21%	40%	20%	11%	15%	14%	22%	14%	22%	20%	18%	17%	14%	20%	21%	13%	2%	36%	14%	15%	19%	21%
Illegal immigration and border security	6%	16%	10%	20%	12%	18%	14%	8%	15%	14%	8%	26%	8%	2%	25%	7%	1%	15%	3%	10%	8%	11%	19%	11%	15%	9%	16%	14%	13%	9%	7%	26%	1%	7%	12%	14%	15%
Government spending and waste	9%	9%	16%	18%	15%	19%	9%	9%	15%	13%	8%	22%	11%	3%	23%	8%	3%	14%	5%	9%	13%	10%	15%	12%	15%	7%	20%	12%	10%	7%	13%	23%	3%	8%	8%	15%	14%
Social Security and Medicare	5%	16%	6%	13%	9%	10%	13%	8%	13%	9%	9%	7%	10%	13%	7%	13%	11%	9%	17%	15%	9%	7%	9%	10%	9%	14%	8%	12%	8%	14%	11%	7%	13%	13%	7%	5%	11%
Healthcare	13%	5%	9%	5%	6%	7%	9%	9%	7%	7%	11%	4%	9%	12%	5%	7%	12%	7%	13%	8%	11%	10%	8%	7%	12%	6%	8%	9%	10%	10%	3%	12%	12%	11%	7%	6%	
Crime and public safety	4%	4%	7%	5%	6%	6%	5%	3%	4%	5%	7%	7%	4%	3%	7%	4%	3%	5%	7%	4%	7%	6%	5%	5%	5%	6%	5%	4%	4%	4%	4%	7%	2%	7%	5%	5%	4%
Climate change	8%	2%	4%	1%	4%	2%	3%	7%	1%	4%	6%	1%	5%	7%	1%	3%	9%	3%	5%	5%	4%	6%	2%	5%	3%	7%	2%	4%	4%	6%	4%	1%	7%	4%	6%	4%	3%
National security	2%	4%	5%	3%	3%	5%	4%	2%	5%	4%	1%	6%	3%	1%	6%	3%	1%	4%	2%	3%	4%	2%	4%	4%	4%	2%	4%	4%	4%	2%	5%	6%	1%	3%	3%	4%	4%
Gun control	2%	3%	1%	2%	1%	1%	2%	3%	0%	2%	2%	1%	1%	4%	0%	4%	2%	2%	4%	1%	2%	1%	1%	2%	2%	1%	1%	3%	2%	2%	0%	3%	2%	2%	2%	2%	2%
Abortion	2%	1%	1%	1%	0%	1%	2%	0%	2%	1%	0%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
Unsure	3%	1%	1%	1%	0%	2%	3%	2%	3%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	0%	2%	3%	4%	2%	1%	3%	2%	5%	0%

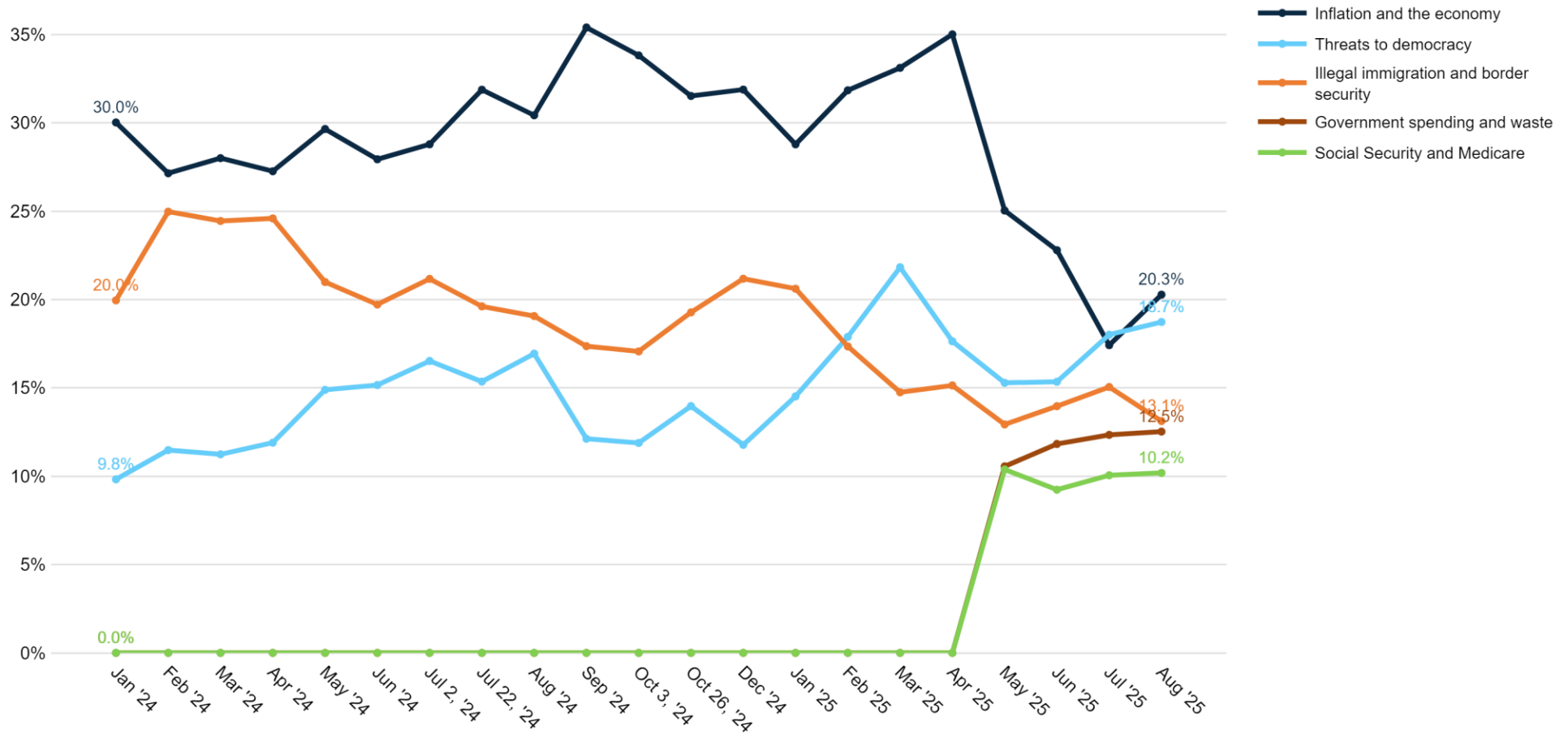
Which one of the following issues do you believe should be the top priority for Congress?

# Trend: Top Priority





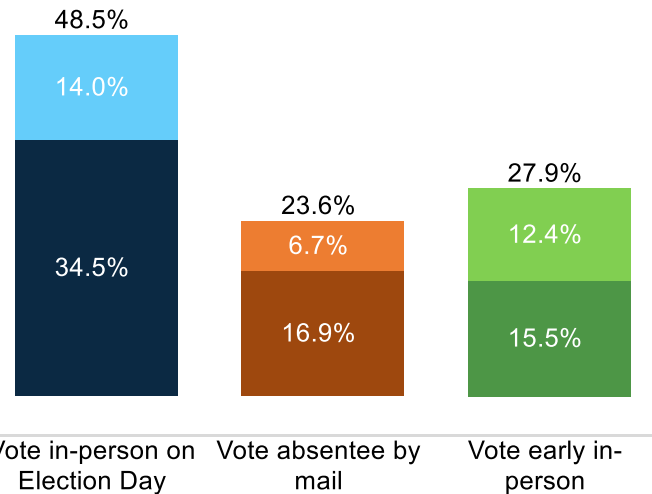
# Trend: Top Priority



# Percent Change: Top Priority (Jul '25 to Aug '25)

	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	Union/Mbr/HH	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
Inflation and the economy	4%	-2%	7%	3%	6%	5%	3%	-2%	6%	1%	4%	3%	2%	3%	3%	2%	2%	2%	9%	5%	4%	6%	3%	9%	4%	-2%	0%	3%	3%	9%	2%	1%	2%
Threats to democracy	2%	3%	-2%	-1%	0%	-3%	1%	5%	1%	0%	2%	0%	2%	1%	0%	4%	-1%	1%	-9%	6%	-1%	6%	-1%	-3%	2%	3%	2%	1%	1%	0%	3%	1%	0%
Illegal immigration and border security	-5%	3%	-6%	0%	-2%	-5%	0%	-1%	-2%	-2%	-2%	-4%	0%	-3%	-2%	0%	0%	-10%	-6%	-7%	0%	-1%	-7%	-2%	0%	-2%	-2%	-1%	-6%	-4%	0%	0%	
Government spending and waste	1%	-1%	1%	0%	-2%	3%	-1%	1%	-2%	2%	-1%	1%	-2%	1%	1%	-2%	0%	1%	1%	-4%	3%	-3%	1%	0%	0%	0%	1%	1%	0%	2%	-3%	-1%	1%
Social Security and Medicare	0%	-1%	2%	0%	2%	0%	0%	-2%	5%	-1%	-2%	1%	1%	-1%	0%	0%	1%	-1%	4%	2%	3%	-6%	0%	3%	-2%	0%	1%	1%	-1%	0%	-2%	-4%	1%
Healthcare	2%	-1%	-3%	0%	-1%	-2%	0%	0%	-2%	0%	1%	-1%	1%	-1%	1%	-1%	-3%	-1%	5%	-4%	-2%	0%	0%	-2%	-1%	1%	-1%	-1%	-1%	1%	2%	-2%	-1%
Crime and public safety	-4%	1%	3%	1%	2%	3%	-1%	-2%	-1%	0%	3%	1%	0%	0%	1%	-1%	2%	0%	0%	1%	1%	2%	2%	2%	-1%	-1%	0%	1%	0%	0%	1%	1%	0%
Climate change	4%	0%	0%	-1%	-1%	0%	1%	3%	-1%	1%	3%	0%	0%	2%	0%	0%	2%	-1%	5%	3%	1%	0%	-1%	-1%	1%	2%	0%	0%	2%	-1%	4%	0%	0%
National security	-1%	-2%	0%	-4%	-3%	-1%	-1%	-2%	-1%	-2%	-3%	-3%	-1%	-1%	-4%	-1%	1%	-1%	-5%	0%	-1%	-3%	-3%	0%	-1%	-2%	-1%	-3%	0%	0%	-3%	0%	-2%
Gun control	-4%	1%	-1%	0%	0%	-1%	-3%	0%	-2%	0%	-2%	0%	-1%	-2%	-1%	3%	-4%	0%	-2%	-4%	-2%	-2%	0%	0%	1%	-4%	-1%	0%	-2%	-3%	-1%	0%	0%
Abortion	0%	-1%	0%	1%	-1%	1%	0%	-1%	0%	0%	-1%	0%	0%	-1%	1%	-1%	0%	-1%	3%	0%	0%	1%	0%	1%	-1%	0%	0%	0%	0%	-2%	2%	0%	0%
Unsure	2%	0%	-1%	0%	-1%	0%	1%	1%	0%	1%	-1%	0%	0%	0%	0%	-1%	1%	0%	0%	1%	1%	0%	0%	-2%	0%	2%	0%	0%	0%	0%	0%	4%	-1%

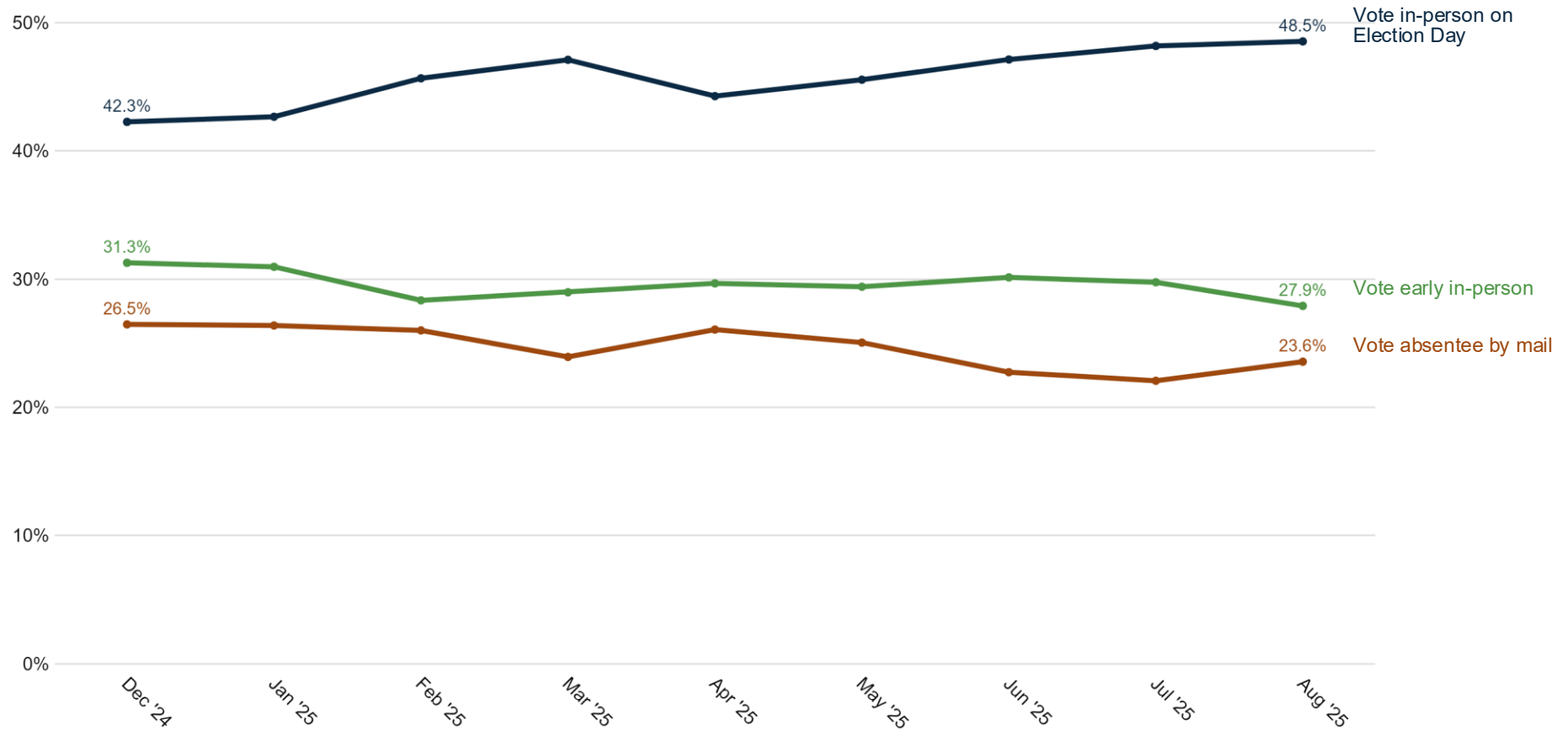
# Vote Method



	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	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	64%	69%	64%	71%	71%	64%	66%	67%	63%	67%	72%	69%	62%	68%	67%	66%	68%	67%	69%	65%	65%	70%	67%	68%	69%	66%	70%	64%	68%	65%	57%	68%	68%	57%	63%	68%	71%	
Probably vote	36%	31%	36%	29%	29%	36%	34%	33%	37%	33%	28%	31%	38%	32%	33%	34%	32%	33%	31%	35%	35%	30%	33%	32%	31%	34%	30%	36%	32%	35%	43%	32%	32%	43%	37%	32%	29%	
Vote in-person on Election Day	50%	44%	50%	50%	47%	53%	49%	44%	60%	44%	46%	55%	49%	41%	54%	48%	40%	50%	44%	46%	50%	43%	54%	45%	49%	48%	51%	48%	51%	43%	50%	57%	40%	48%	48%	54%	47%	
Vote absentee by mail	22%	29%	22%	21%	25%	18%	26%	25%	15%	27%	25%	16%	24%	32%	17%	27%	32%	24%	19%	18%	19%	30%	20%	26%	22%	27%	18%	27%	21%	30%	26%	14%	33%	16%	27%	22%	25%	
Vote early in-person	28%	27%	28%	29%	28%	29%	25%	31%	25%	29%	29%	29%	27%	27%	29%	25%	28%	25%	37%	37%	30%	26%	26%	30%	29%	25%	31%	25%	29%	27%	24%	29%	27%	36%	25%	24%	28%	
Definitely vote in-person on Election Day	35%	32%	35%	36%	35%	36%	35%	32%	40%	31%	36%	43%	32%	27%	41%	32%	27%	36%	32%	33%	36%	30%	39%	32%	36%	32%	39%	31%	38%	29%	32%	43%	27%	29%	34%	37%	36%	
Probably vote in-person on Election Day	15%	12%	15%	14%	12%	17%	14%	13%	20%	12%	10%	13%	17%	14%	13%	16%	13%	15%	12%	12%	14%	13%	15%	13%	13%	15%	13%	17%	13%	14%	19%	14%	13%	19%	14%	18%	11%	
Definitely vote absentee by mail	15%	22%	13%	17%	19%	12%	18%	18%	9%	20%	19%	11%	16%	24%	11%	19%	24%	17%	13%	14%	13%	24%	14%	19%	16%	21%	13%	19%	15%	21%	16%	10%	24%	8%	19%	16%	19%	
Probably vote absentee by mail	7%	7%	8%	4%	6%	6%	8%	7%	6%	7%	6%	5%	8%	7%	5%	8%	8%	7%	6%	4%	6%	7%	6%	6%	6%	6%	5%	8%	5%	9%	10%	4%	9%	7%	8%	6%	6%	
Definitely vote early in-person	15%	15%	16%	17%	17%	16%	13%	17%	14%	16%	18%	15%	14%	16%	15%	15%	17%	14%	24%	18%	16%	16%	14%	16%	17%	13%	18%	14%	15%	15%	9%	15%	17%	20%	10%	15%	16%	
Probably vote early in-person	13%	12%	12%	12%	11%	13%	12%	13%	11%	13%	12%	13%	13%	11%	15%	10%	11%	11%	13%	19%	14%	10%	11%	13%	12%	12%	13%	11%	14%	12%	14%	14%	10%	16%	15%	8%	12%	

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

# Trend: Vote Method

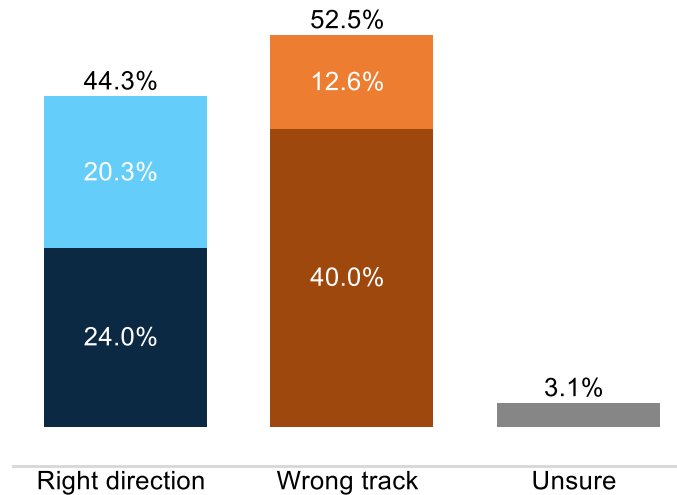


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Definitely vote	2%	4%	2%	-2%	6%	-6%	2%	3%	-4%	3%	5%	4%	-4%	0%	2%	0%	3%	2%	-7%	3%	2%	3%	0%	-2%	3%	2%	3%	3%	1%	0%	5%	2%	1%
Probably vote	-2%	-4%	-2%	2%	-6%	6%	-2%	-3%	4%	-3%	-5%	-4%	4%	0%	-2%	0%	-3%	-2%	7%	-3%	-2%	-3%	0%	2%	-3%	-2%	-3%	-3%	-1%	0%	-5%	-2%	-1%
Vote in-person on Election Day	-2%	5%	-4%	2%	0%	-2%	1%	2%	4%	-2%	1%	1%	0%	0%	2%	-5%	1%	1%	-12%	5%	-5%	-8%	1%	-4%	4%	-2%	4%	2%	-3%	-7%	-8%	6%	3%
Vote absentee by mail	5%	0%	5%	-4%	2%	-1%	3%	2%	-2%	4%	0%	1%	3%	2%	-1%	7%	1%	3%	1%	-5%	5%	7%	-1%	2%	-1%	5%	3%	1%	3%	-2%	8%	3%	1%
Vote early in-person	-3%	-5%	-1%	2%	-2%	3%	-4%	-4%	-2%	-2%	-1%	-2%	-3%	-1%	-1%	-2%	-2%	-4%	11%	-1%	0%	1%	0%	2%	-3%	-3%	-6%	-2%	-1%	9%	0%	-9%	-3%
Definitely vote in-person on Election Day	-1%	5%	-1%	0%	3%	-4%	2%	1%	1%	0%	1%	5%	-1%	-3%	4%	-4%	-1%	1%	-15%	11%	-3%	-7%	2%	-6%	6%	-2%	6%	5%	-4%	-5%	0%	0%	3%
Probably vote in-person on Election Day	-1%	0%	-3%	3%	-2%	2%	-1%	0%	3%	-2%	0%	-4%	1%	3%	-2%	-1%	1%	0%	3%	-5%	-2%	0%	-1%	2%	-1%	0%	-3%	-3%	1%	-2%	-8%	6%	0%
Definitely vote absentee by mail	4%	2%	2%	-1%	4%	-2%	4%	1%	-2%	4%	3%	1%	0%	4%	0%	5%	3%	3%	2%	-2%	5%	9%	0%	3%	0%	6%	2%	1%	3%	1%	7%	5%	1%
Probably vote absentee by mail	1%	-2%	3%	-4%	-1%	1%	-2%	1%	0%	0%	-3%	0%	3%	-3%	-1%	2%	-2%	0%	-1%	-3%	1%	-2%	0%	-1%	-1%	0%	1%	0%	0%	-3%	1%	-2%	0%
Definitely vote early in-person	-1%	-3%	0%	-1%	0%	0%	-5%	1%	-3%	-2%	1%	-2%	-3%	-1%	-2%	-2%	0%	-2%	6%	-6%	0%	2%	-1%	1%	-2%	-2%	-5%	-3%	1%	5%	-2%	-2%	-3%
Probably vote early in-person	-1%	-2%	-2%	3%	-2%	4%	1%	-4%	1%	0%	-2%	-1%	0%	-1%	1%	-1%	-2%	-2%	5%	5%	-1%	-1%	1%	1%	-1%	-2%	-1%	0%	-2%	4%	2%	-6%	-1%



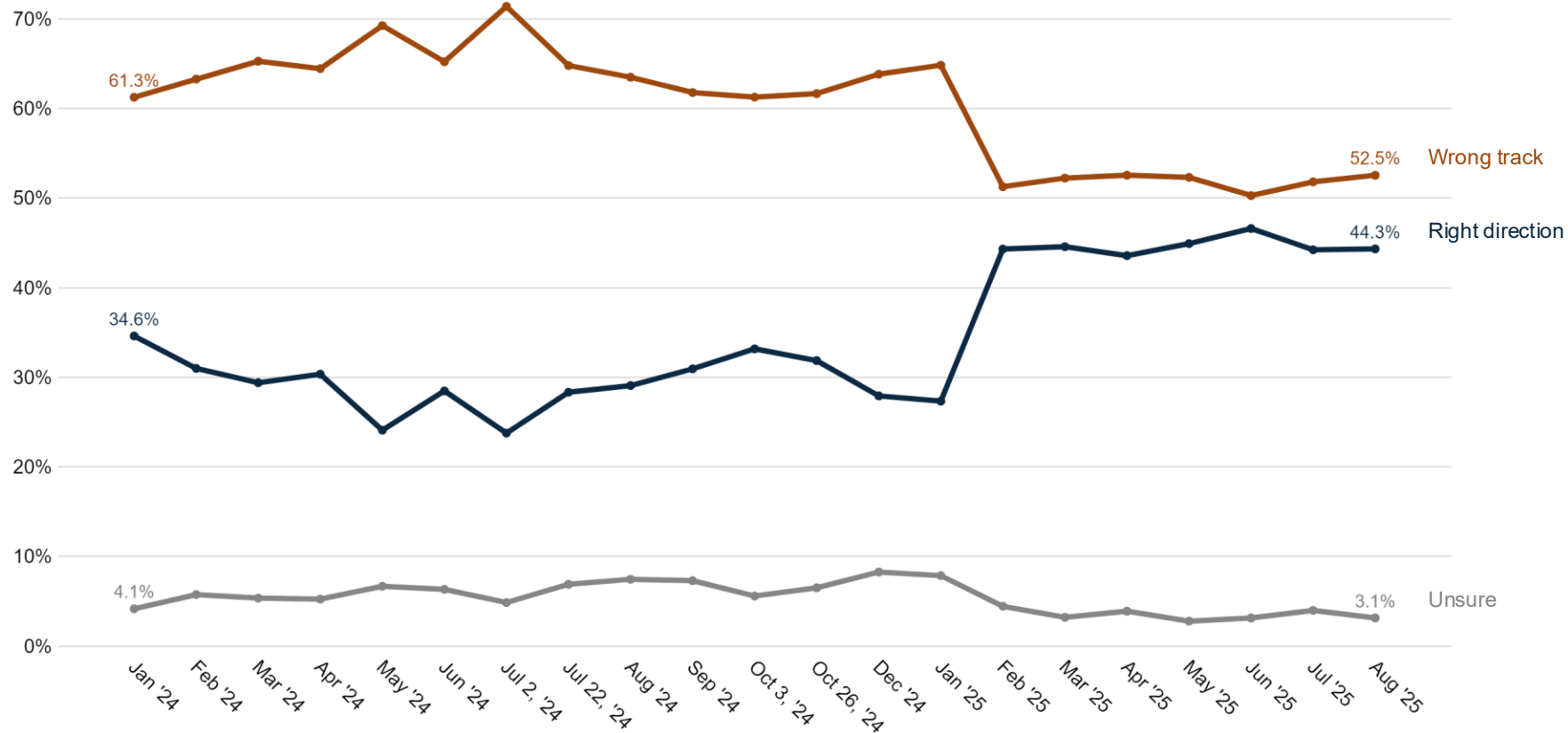
# Country Direction



	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	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	30%	42%	51%	57%	46%	62%	42%	29%	55%	43%	33%	83%	34%	7%	78%	31%	7%	49%	26%	36%	45%	42%	54%	41%	49%	34%	58%	47%	44%	27%	39%	84%	7%	44%	39%	47%	45%
Wrong track	66%	54%	46%	41%	53%	36%	52%	70%	42%	54%	63%	15%	61%	90%	19%	65%	92%	49%	70%	62%	50%	56%	43%	57%	48%	62%	40%	50%	53%	68%	54%	13%	91%	53%	55%	49%	53%
Definitely the right direction	14%	24%	21%	38%	26%	32%	22%	15%	32%	23%	17%	49%	15%	2%	47%	9%	3%	28%	9%	16%	21%	21%	29%	23%	28%	14%	33%	23%	25%	13%	10%	48%	3%	19%	18%	22%	28%
Mostly the right direction	15%	18%	30%	19%	19%	29%	20%	13%	23%	21%	17%	34%	20%	5%	30%	22%	4%	21%	17%	20%	24%	20%	25%	18%	21%	19%	25%	24%	19%	14%	29%	36%	4%	26%	20%	24%	18%
Mostly the wrong track	15%	10%	15%	11%	14%	12%	12%	12%	13%	11%	16%	8%	19%	14%	10%	18%	12%	11%	22%	15%	15%	12%	13%	12%	12%	13%	11%	16%	11%	13%	24%	8%	15%	22%	13%	9%	11%
Definitely the wrong track	52%	45%	31%	30%	39%	23%	40%	58%	29%	43%	47%	7%	42%	76%	10%	47%	80%	37%	47%	47%	35%	44%	29%	45%	36%	49%	29%	33%	42%	54%	30%	5%	76%	31%	41%	40%	42%
Unsure	4%	4%	3%	2%	1%	3%	6%	1%	3%	3%	3%	2%	5%	2%	3%	4%	1%	3%	4%	2%	5%	2%	3%	2%	3%	4%	1%	3%	3%	5%	7%	4%	2%	2%	7%	5%	2%

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

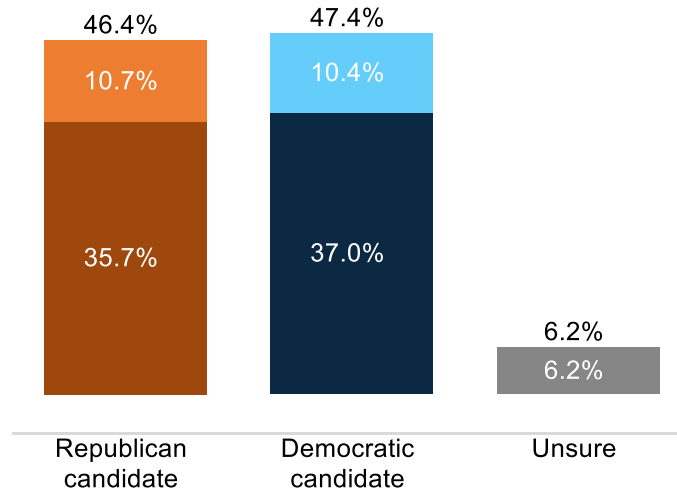
# Trend: Country Direction



# Percent Change: Country Direction (Jul '25 to Aug '25)

	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	Union Mbr/HH	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	-5%	1%	3%	2%	-1%	5%	-3%	0%	1%	-3%	6%	-3%	1%	3%	-3%	2%	3%	0%	8%	-7%	-4%	1%	3%	2%	0%	-4%	3%	-3%	2%	5%	-7%	-1%	1%
Wrong track	4%	1%	-1%	-1%	2%	-3%	1%	2%	2%	2%	-4%	4%	1%	-2%	5%	-1%	-4%	1%	-4%	5%	2%	-1%	0%	-2%	0%	3%	1%	4%	-1%	-2%	3%	0%	1%
Definitely the right direction	1%	0%	-1%	4%	4%	-1%	-1%	4%	4%	-2%	3%	3%	-2%	1%	2%	0%	1%	1%	-1%	-1%	-1%	0%	1%	1%	4%	-2%	3%	1%	1%	0%	-1%	-3%	3%
Mostly the right direction	-6%	1%	4%	-1%	-4%	6%	-1%	-4%	-3%	-1%	3%	-5%	3%	2%	-5%	2%	2%	-1%	9%	-5%	-3%	2%	1%	1%	-4%	-1%	0%	-4%	1%	5%	-5%	1%	-2%
Mostly the wrong track	1%	-2%	5%	1%	3%	4%	-3%	2%	7%	-1%	-2%	2%	4%	-1%	3%	-3%	2%	1%	9%	0%	2%	1%	3%	3%	0%	-2%	2%	2%	0%	6%	-5%	1%	1%
Definitely the wrong track	3%	3%	-5%	-3%	-1%	-7%	4%	0%	-4%	3%	-2%	2%	-2%	-1%	2%	2%	-5%	0%	-12%	5%	0%	-2%	-4%	-5%	0%	5%	-1%	1%	-1%	-8%	7%	-1%	0%
Unsure	1%	-1%	-2%	-1%	-2%	-2%	1%	-2%	-3%	1%	-1%	-1%	-3%	0%	-2%	-1%	1%	-1%	-4%	2%	1%	-1%	-2%	0%	0%	0%	-4%	-1%	-1%	-3%	4%	1%	-2%

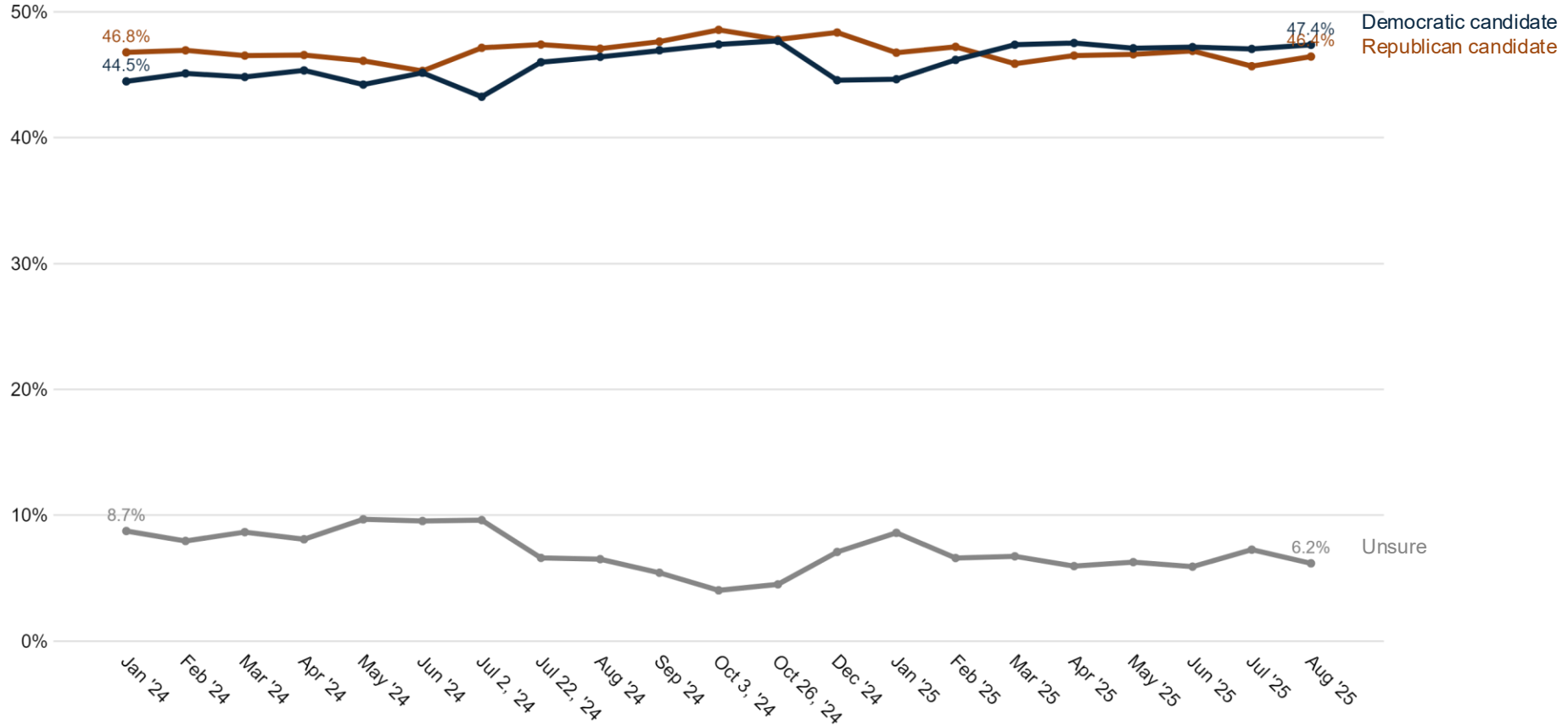
# Generic Ballot



	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	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	35%	44%	51%	57%	48%	59%	47%	30%	58%	46%	33%	93%	35%	2%	87%	28%	4%	52%	18%	41%	49%	42%	55%	43%	52%	34%	59%	46%	48%	32%	39%	92%	3%	46%	41%	47%	48%
Democratic candidate	58%	50%	42%	38%	46%	36%	45%	65%	37%	48%	60%	4%	48%	97%	9%	60%	93%	42%	75%	56%	44%	53%	39%	51%	42%	60%	36%	47%	45%	62%	38%	3%	93%	46%	52%	46%	47%
Definitely the Republican candidate	24%	38%	34%	48%	34%	48%	38%	22%	46%	36%	22%	77%	18%	0%	70%	18%	2%	42%	9%	28%	32%	29%	44%	33%	41%	24%	45%	36%	39%	23%	0%	74%	1%	27%	30%	38%	39%
Probably the Republican candidate	11%	7%	17%	9%	14%	12%	9%	8%	11%	10%	11%	15%	17%	2%	17%	10%	2%	11%	8%	13%	17%	13%	11%	11%	10%	10%	14%	10%	9%	9%	39%	18%	2%	19%	11%	9%	9%
Probably the Democratic candidate	14%	6%	14%	8%	11%	11%	9%	11%	10%	10%	12%	3%	17%	14%	4%	17%	14%	9%	18%	13%	14%	12%	9%	11%	8%	16%	8%	17%	8%	12%	38%	1%	18%	16%	15%	11%	8%
Definitely the Democratic candidate	43%	44%	28%	30%	35%	24%	35%	54%	26%	38%	48%	2%	30%	82%	6%	43%	79%	33%	57%	43%	30%	41%	30%	41%	34%	44%	28%	30%	37%	50%	0%	2%	76%	30%	38%	35%	39%
Unsure	7%	6%	7%	4%	6%	5%	8%	4%	6%	6%	7%	3%	17%	1%	3%	11%	3%	6%	7%	3%	7%	5%	5%	6%	6%	6%	5%	7%	8%	6%	23%	5%	3%	8%	7%	6%	5%

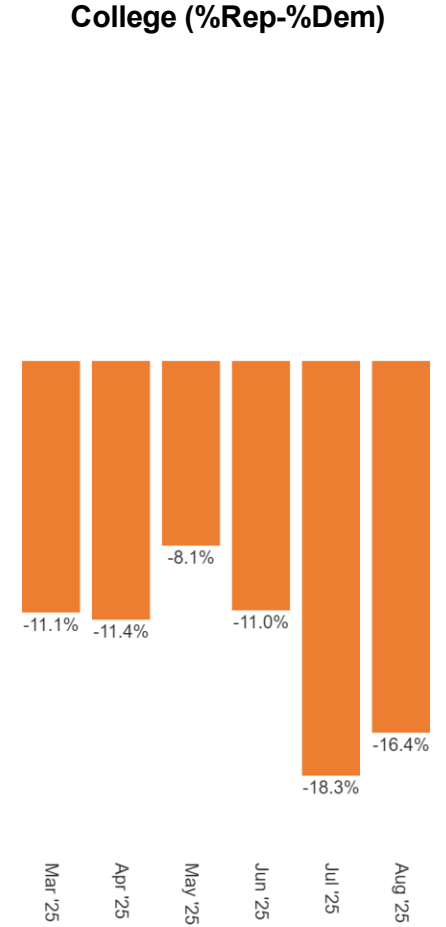
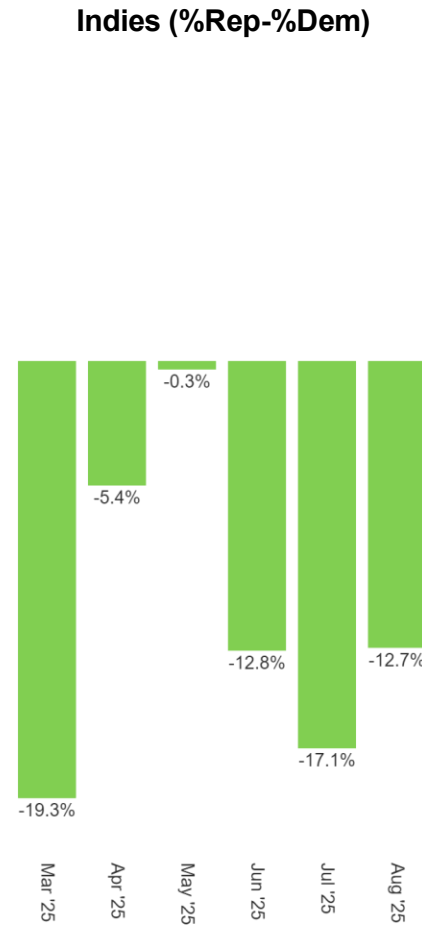
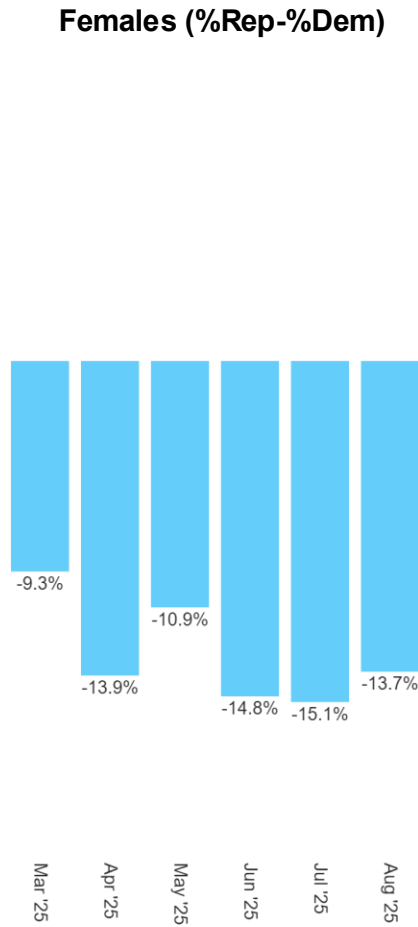
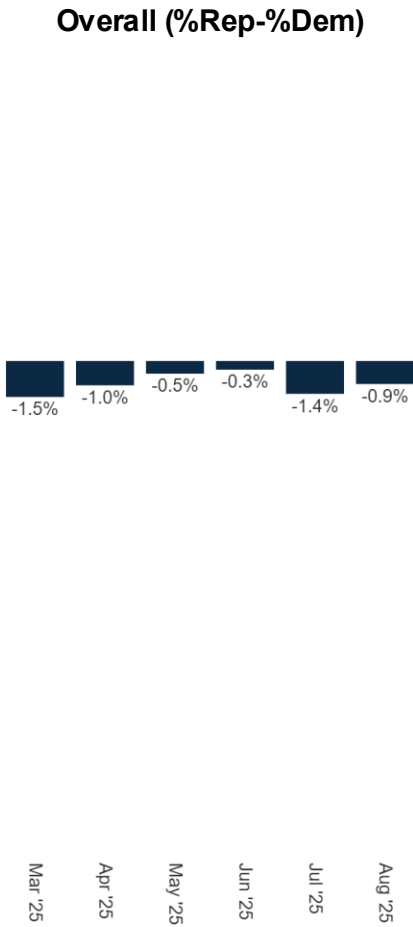
If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

# Trend: Generic Ballot





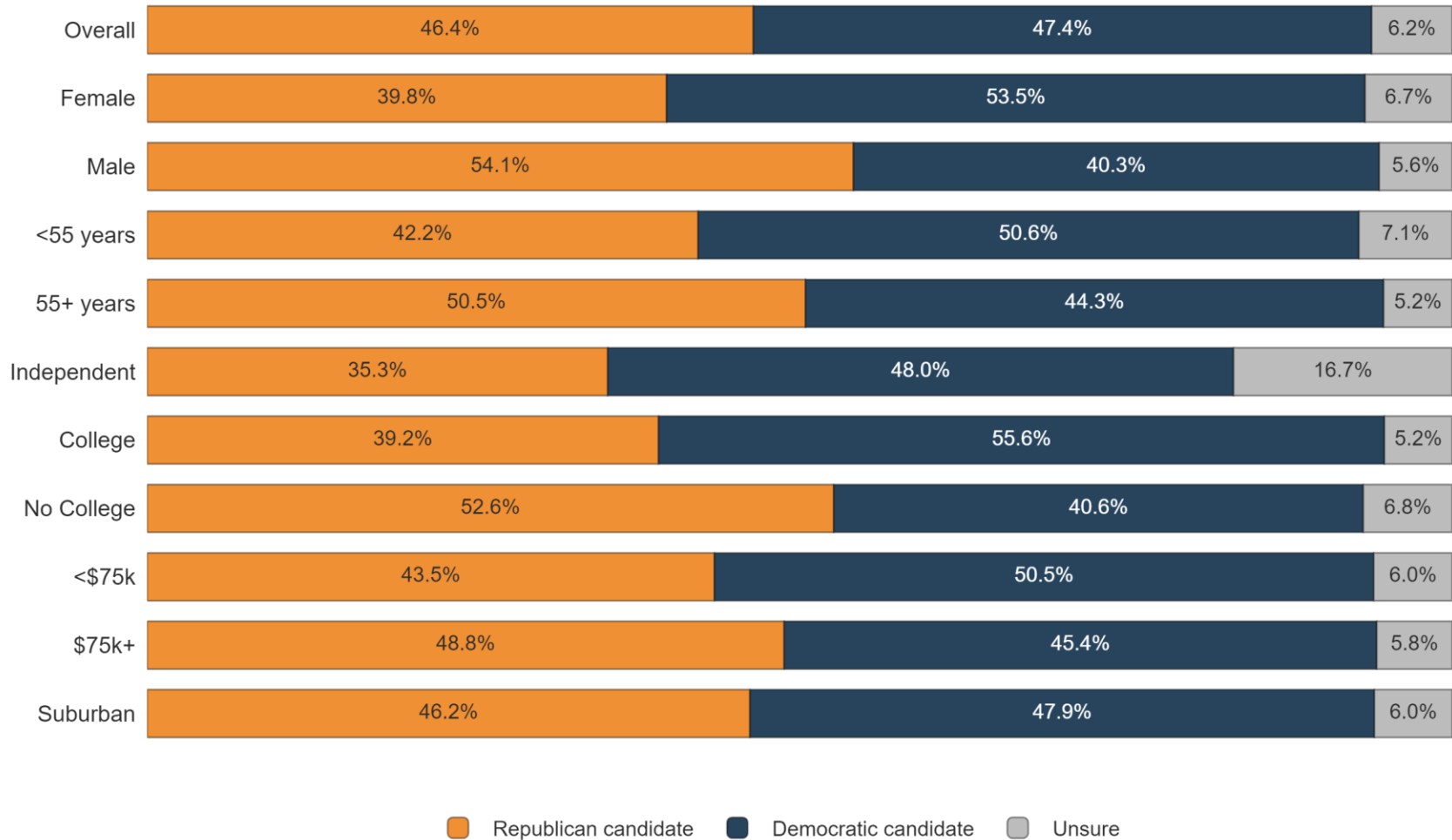
# Generic Ballot Movement



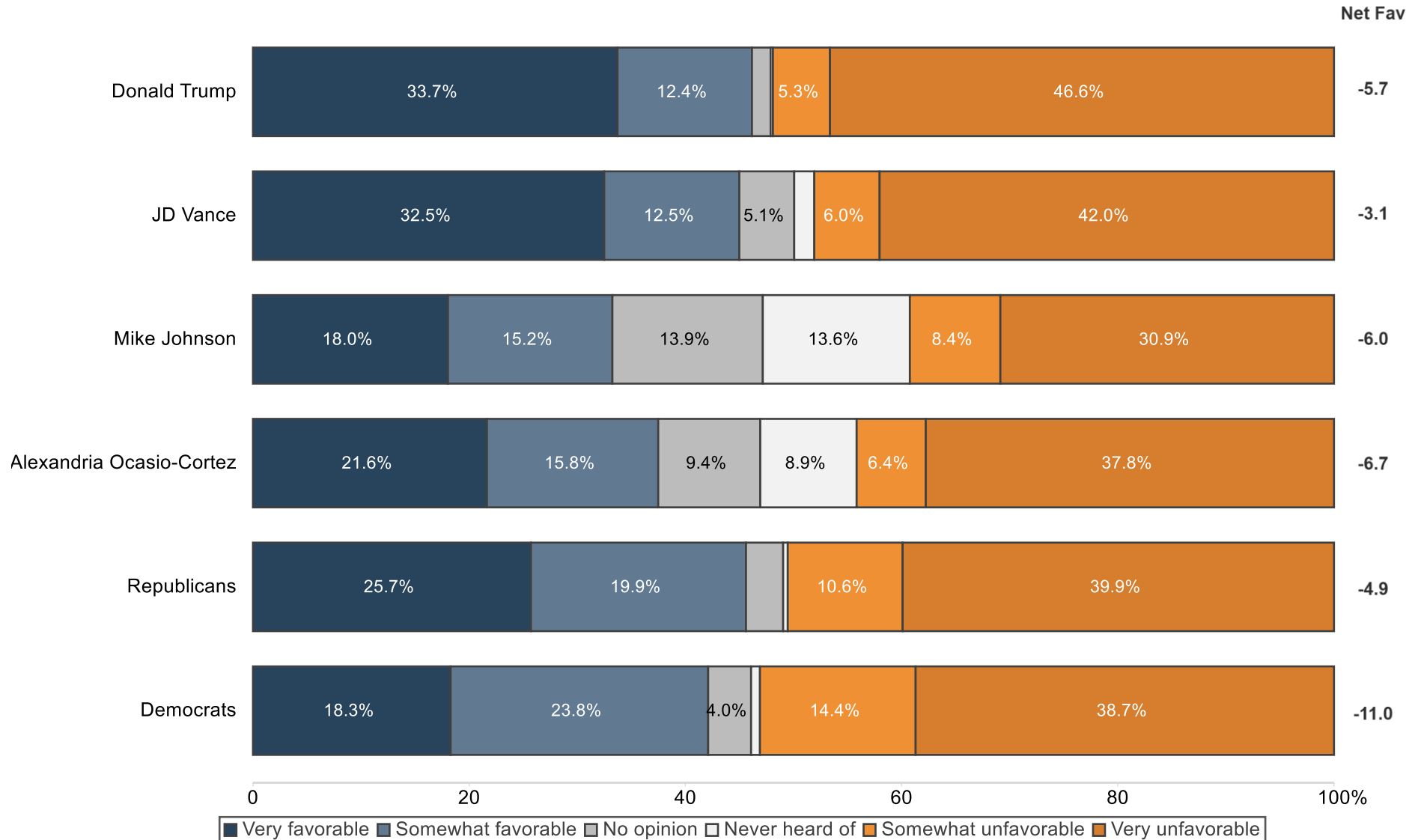
# Percent Change: Generic Ballot (Jul '25 to Aug '25)

	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	Union/Mbr/HH	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	0%	2%	1%	0%	1%	-1%	1%	3%	1%	0%	1%	-1%	4%	0%	2%	1%	1%	1%	-2%	1%	1%	5%	1%	-1%	1%	2%	5%	0%	1%	7%	-10%	-2%	3%
Democratic candidate	1%	-1%	0%	1%	-1%	3%	-1%	0%	1%	0%	1%	1%	-1%	2%	-1%	2%	0%	0%	4%	1%	1%	-1%	1%	0%	-3%	2%	0%	1%	2%	-6%	10%	2%	0%
Definitely the Republican candidate	0%	3%	-4%	-2%	-1%	-5%	2%	1%	2%	-2%	-2%	0%	-3%	-1%	-1%	0%	0%	0%	-5%	-5%	-5%	-2%	-4%	-1%	3%	0%	0%	-1%	0%	-1%	-6%	-1%	1%
Probably the Republican candidate	0%	0%	5%	2%	2%	4%	-1%	2%	-1%	2%	3%	-1%	6%	1%	2%	1%	1%	1%	3%	6%	6%	6%	5%	1%	-2%	2%	5%	1%	1%	8%	-4%	-2%	2%
Probably the Democratic candidate	1%	-2%	2%	0%	0%	2%	-1%	0%	0%	0%	-1%	1%	0%	0%	-1%	-4%	5%	1%	-3%	0%	5%	1%	2%	0%	0%	-1%	0%	0%	2%	-1%	6%	0%	0%
Definitely the Democratic candidate	0%	1%	-2%	1%	-1%	1%	0%	0%	1%	-1%	2%	0%	0%	2%	0%	6%	-5%	-1%	7%	1%	-4%	-2%	-1%	0%	-2%	3%	0%	1%	0%	-5%	4%	3%	0%
Unsure	-1%	-1%	-1%	-1%	0%	-2%	0%	-3%	-2%	0%	-3%	0%	-3%	-2%	-1%	-3%	0%	-1%	-3%	-2%	-1%	-4%	-2%	0%	2%	-4%	-4%	0%	-3%	0%	1%	0%	-3%

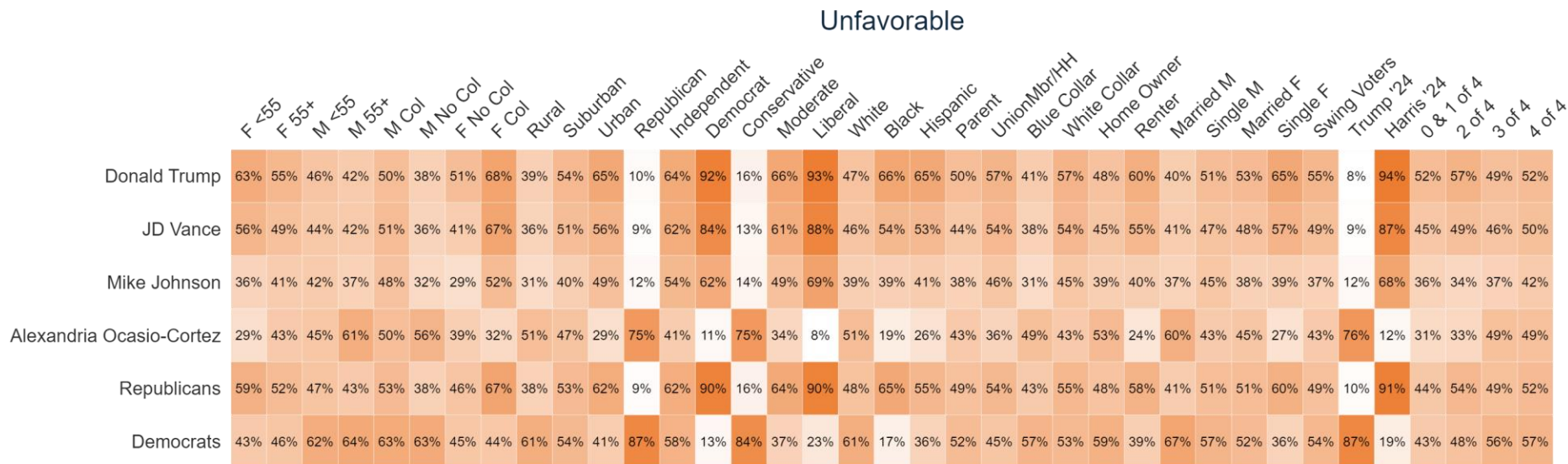
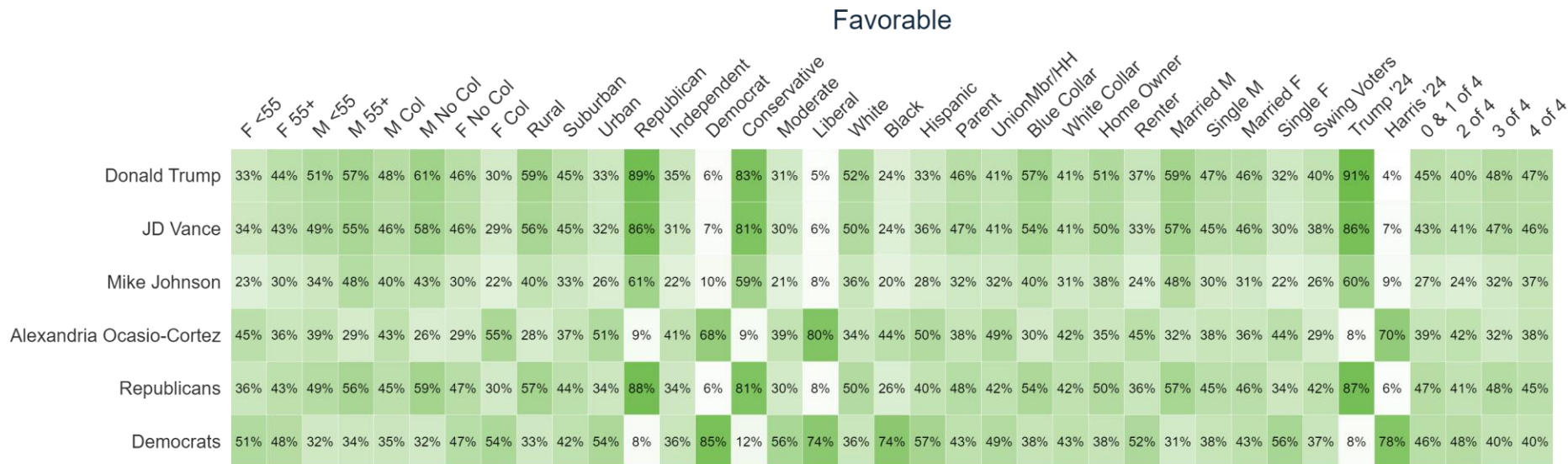
# Generic Ballot by Key Voter Groups



# Image Tests

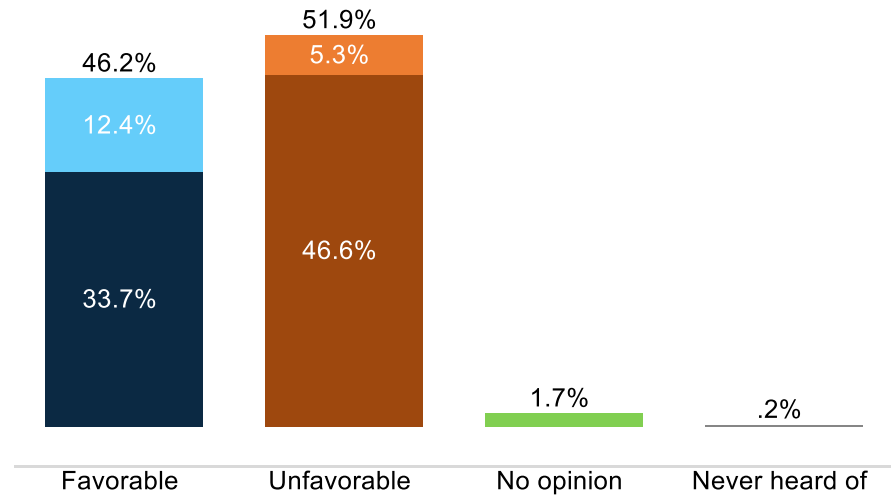


# Image Tests Heatmaps





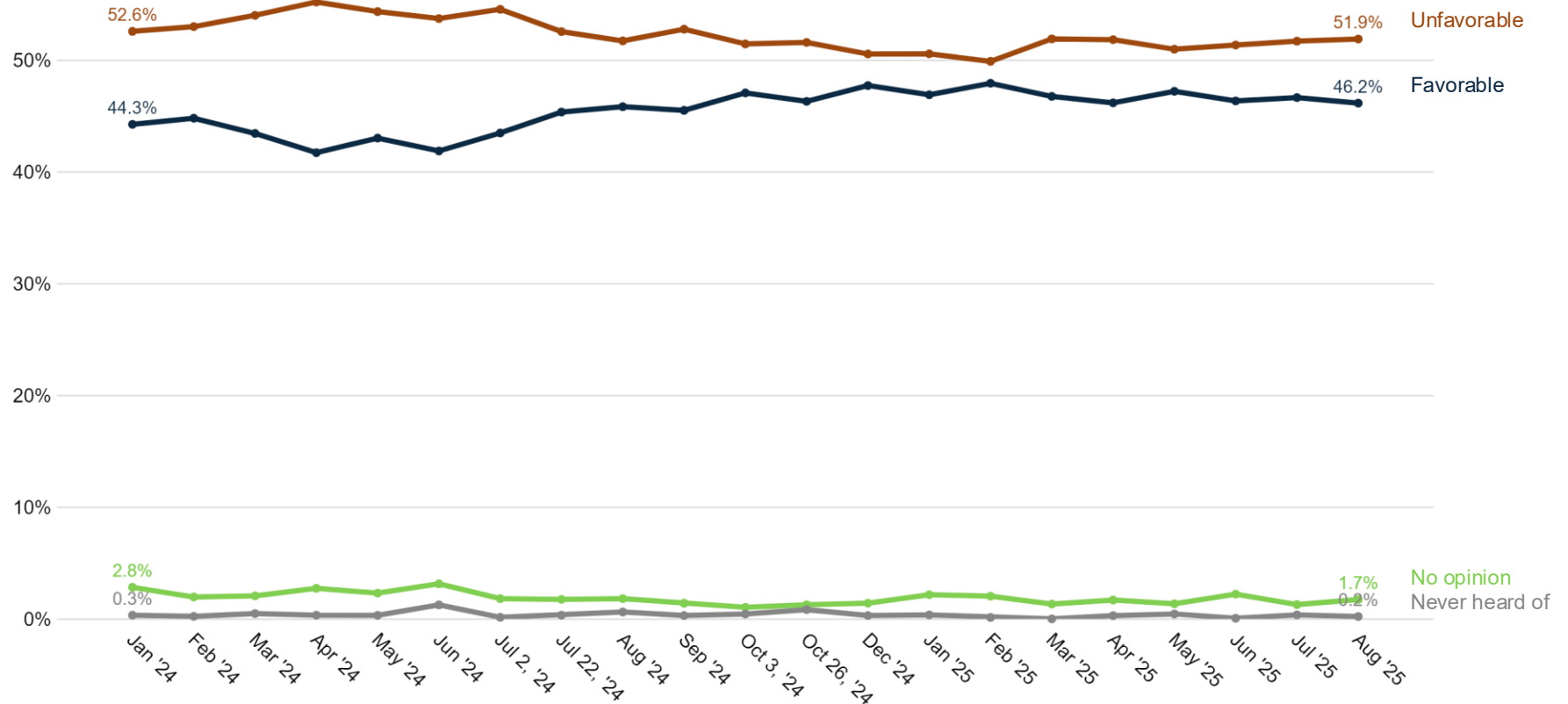
# Image: Donald Trump



	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	Blue Collar	White Collar	Home Owner	Renter	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	33%	44%	51%	57%	48%	61%	46%	30%	59%	45%	33%	89%	35%	6%	83%	31%	5%	52%	24%	33%	46%	41%	57%	41%	51%	37%	59%	47%	46%	32%	40%	91%	4%	45%	40%	48%	47%
Unfavorable Total	63%	55%	46%	42%	50%	38%	51%	68%	39%	54%	65%	10%	64%	92%	16%	66%	93%	47%	66%	65%	50%	57%	41%	57%	48%	60%	40%	51%	53%	65%	55%	8%	94%	52%	57%	49%	52%
Very favorable	21%	35%	32%	48%	33%	47%	34%	21%	45%	33%	22%	70%	19%	2%	66%	15%	4%	39%	14%	21%	32%	27%	44%	29%	38%	24%	43%	35%	35%	22%	17%	69%	2%	27%	26%	33%	37%
Somewhat favorable	13%	9%	19%	9%	15%	14%	12%	9%	14%	12%	11%	18%	16%	3%	17%	16%	1%	13%	10%	12%	14%	14%	13%	12%	13%	13%	15%	12%	11%	10%	23%	22%	2%	18%	14%	15%	10%
Somewhat unfavorable	6%	4%	9%	3%	4%	7%	6%	3%	4%	5%	7%	4%	9%	4%	6%	5%	4%	3%	9%	14%	10%	4%	6%	5%	5%	7%	4%	9%	3%	6%	14%	4%	5%	12%	9%	2%	3%
Very unfavorable	57%	51%	38%	39%	46%	31%	45%	65%	34%	49%	58%	6%	55%	87%	10%	60%	89%	44%	57%	51%	41%	52%	36%	53%	43%	54%	36%	42%	49%	58%	41%	4%	90%	40%	48%	47%	49%
No opinion	4%	1%	2%	1%	2%	1%	3%	1%	2%	2%	2%	1%	2%	2%	1%	3%	1%	1%	9%	2%	3%	2%	1%	1%	1%	2%	1%	2%	1%	3%	4%	1%	2%	3%	2%	2%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

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

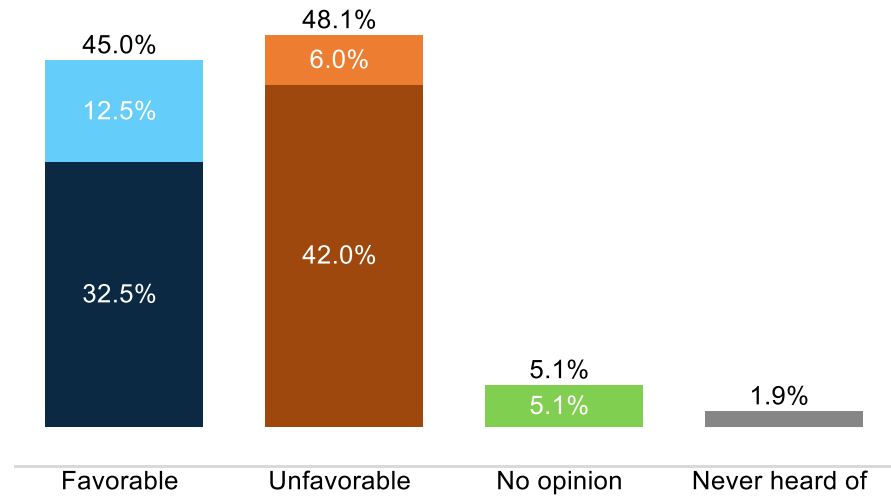
# Trend: Donald Trump Image



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

	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	Union/Mbr/HH	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	-4%	2%	0%	0%	1%	-2%	-1%	0%	4%	-3%	-1%	-2%	-1%	1%	-1%	-2%	2%	0%	2%	-10%	-5%	0%	1%	-1%	-2%	0%	-1%	-1%	0%	6%	-10%	-1%	0%
Unfavorable Total	3%	-1%	-1%	-1%	-3%	1%	1%	-1%	-4%	2%	2%	2%	1%	-2%	2%	0%	-2%	0%	-8%	11%	4%	0%	-1%	0%	2%	0%	0%	1%	0%	-5%	8%	0%	0%
Very favorable	-3%	1%	-2%	2%	-1%	1%	-2%	2%	3%	-2%	1%	1%	-4%	1%	0%	-3%	2%	1%	1%	-13%	-2%	-2%	-1%	2%	1%	-2%	1%	0%	0%	1%	-5%	-3%	1%
Somewhat favorable	-1%	1%	1%	-2%	2%	-3%	1%	-2%	1%	0%	-1%	-3%	3%	0%	-2%	1%	0%	-1%	1%	2%	-3%	2%	2%	-4%	-2%	2%	-2%	-1%	0%	6%	-5%	2%	-1%
Somewhat unfavorable	2%	-2%	0%	-2%	-2%	1%	2%	-2%	-1%	1%	-3%	2%	-2%	-1%	1%	-6%	2%	-2%	-2%	10%	4%	0%	-2%	1%	0%	0%	-1%	0%	-1%	0%	1%	-2%	0%
Very unfavorable	2%	1%	-1%	1%	0%	0%	0%	2%	-3%	1%	4%	0%	3%	0%	0%	6%	-4%	1%	-7%	0%	1%	0%	1%	-1%	3%	-1%	1%	1%	0%	-5%	7%	2%	0%
No opinion	1%	-1%	2%	0%	1%	1%	0%	0%	1%	1%	-1%	1%	-1%	1%	0%	2%	0%	0%	7%	0%	0%	0%	1%	2%	0%	1%	1%	1%	0%	-1%	2%	1%	0%
Never heard of	0%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

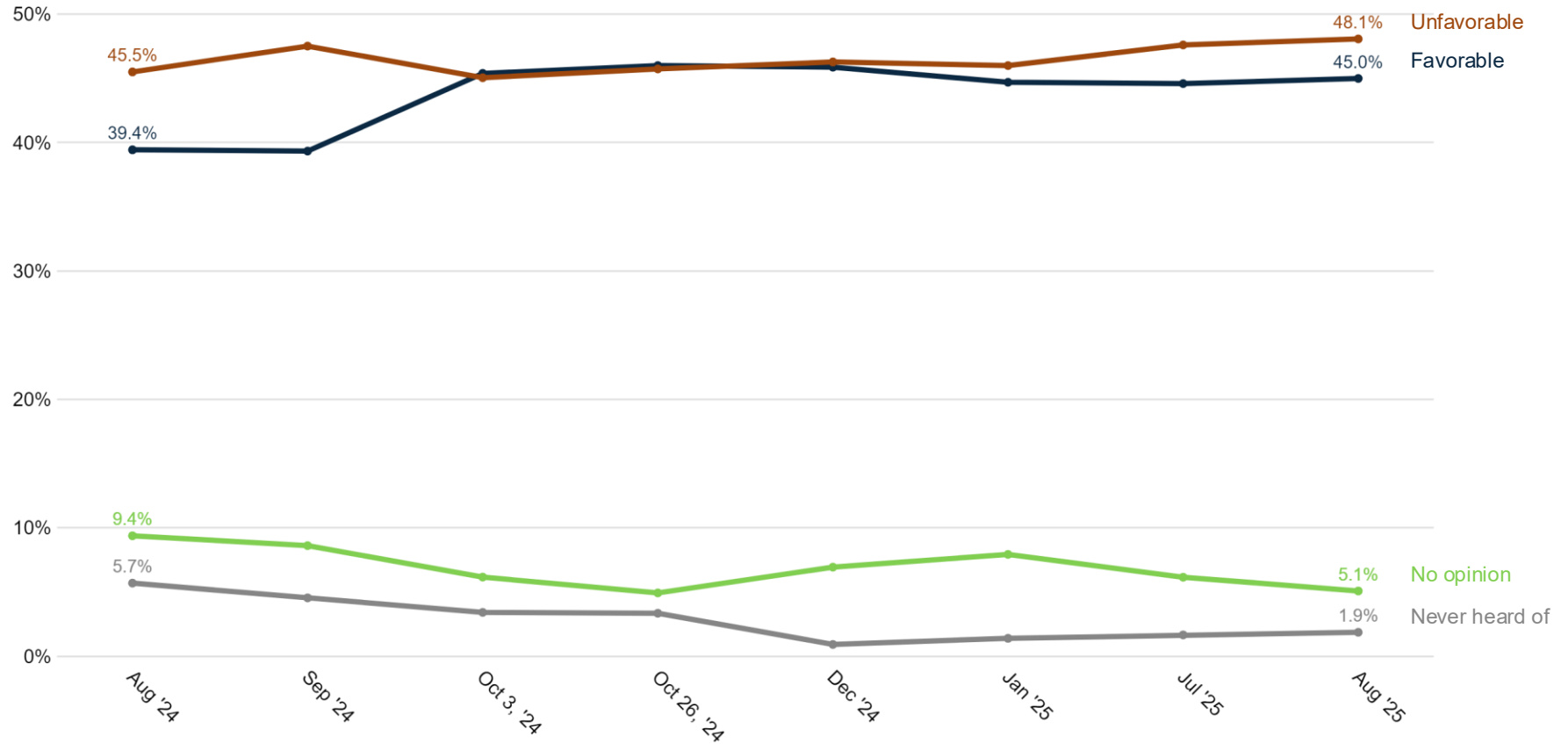
# Image: JD Vance



	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	Blue Collar	White Collar	Home Owner	Renter	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	34%	43%	49%	55%	46%	58%	46%	29%	56%	45%	32%	86%	31%	7%	81%	30%	6%	50%	24%	36%	47%	41%	54%	41%	50%	33%	57%	45%	46%	30%	38%	86%	7%	43%	41%	47%	46%
Unfavorable Total	56%	49%	44%	42%	51%	36%	41%	67%	36%	51%	56%	9%	62%	84%	13%	61%	88%	46%	54%	53%	44%	54%	38%	54%	45%	55%	41%	47%	48%	57%	49%	9%	87%	45%	49%	46%	50%
Very favorable	23%	31%	31%	46%	33%	44%	31%	22%	43%	32%	19%	66%	19%	3%	63%	16%	3%	39%	11%	16%	30%	28%	42%	29%	38%	19%	43%	32%	35%	19%	19%	66%	3%	25%	25%	31%	37%
Somewhat favorable	11%	12%	18%	9%	13%	14%	15%	7%	12%	12%	13%	19%	12%	4%	18%	13%	3%	11%	13%	20%	17%	13%	12%	12%	14%	14%	13%	11%	12%	19%	20%	5%	18%	17%	16%	9%	
Somewhat unfavorable	8%	4%	9%	4%	7%	6%	5%	7%	5%	6%	7%	3%	12%	5%	4%	9%	6%	5%	11%	11%	8%	6%	5%	6%	6%	7%	6%	6%	5%	7%	15%	3%	7%	12%	6%	5%	5%
Very unfavorable	48%	45%	35%	38%	44%	30%	36%	60%	31%	45%	50%	6%	50%	78%	9%	52%	83%	41%	43%	42%	36%	48%	32%	48%	40%	48%	34%	40%	43%	50%	35%	5%	80%	33%	43%	42%	45%
No opinion	7%	7%	5%	2%	2%	4%	9%	3%	6%	4%	7%	4%	5%	7%	5%	7%	4%	3%	15%	5%	5%	4%	6%	4%	4%	8%	2%	6%	3%	10%	9%	4%	5%	7%	7%	6%	3%
Never heard of	4%	1%	2%	1%	1%	2%	4%	0%	2%	1%	5%	1%	2%	2%	2%	2%	0%	7%	6%	4%	1%	2%	1%	1%	4%	0%	3%	2%	2%	3%	1%	1%	5%	3%	1%	1%	

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

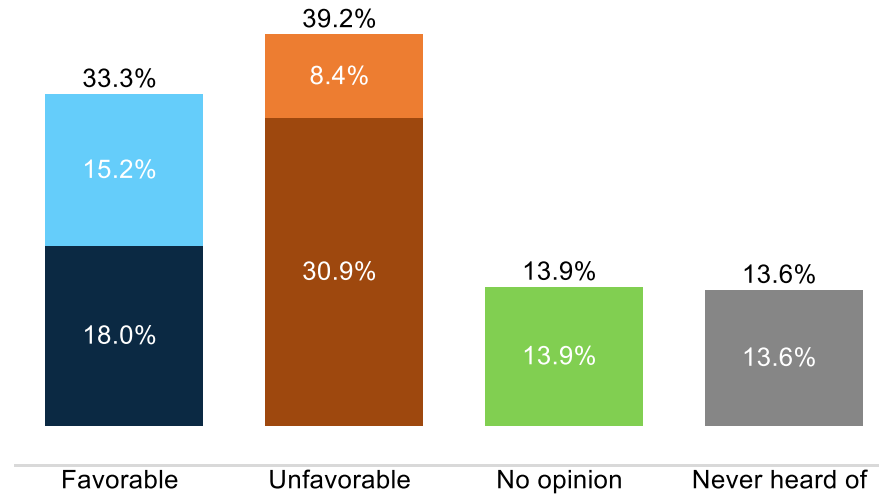
# Trend: JD Vance Image



# Percent Change: JD Vance Image (Jul '25 to Aug '25)

	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	Union/Mbr/HH	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	2%	-1%	2%	-1%	0%	0%	2%	0%	1%	0%	1%	-1%	-1%	1%	-1%	1%	2%	0%	3%	-7%	1%	2%	-1%	2%	1%	0%	3%	-2%	2%	13%	-9%	-1%	1%
Unfavorable Total	3%	-1%	-1%	1%	0%	1%	-2%	2%	0%	2%	-4%	2%	2%	-1%	0%	3%	-3%	1%	-6%	9%	0%	-4%	2%	-3%	0%	2%	3%	2%	-2%	-3%	8%	1%	-1%
Very favorable	0%	-3%	-2%	1%	0%	-1%	-3%	1%	2%	-3%	1%	-1%	-3%	-1%	-1%	-1%	0%	1%	-3%	-15%	-4%	1%	-1%	1%	0%	-3%	5%	-1%	0%	5%	-8%	-6%	1%
Somewhat favorable	2%	2%	3%	-2%	0%	1%	5%	-1%	-1%	3%	1%	0%	2%	2%	0%	2%	2%	-1%	5%	8%	4%	1%	0%	0%	1%	3%	-2%	-1%	2%	9%	-1%	4%	0%
Somewhat unfavorable	1%	-1%	1%	0%	1%	0%	-1%	2%	0%	1%	-1%	0%	0%	0%	0%	-3%	2%	0%	2%	6%	1%	1%	2%	-1%	-1%	1%	0%	0%	1%	1%	0%	-1%	0%
Very unfavorable	1%	0%	-2%	2%	-1%	1%	0%	0%	0%	2%	-3%	1%	3%	-2%	0%	5%	-6%	0%	-7%	3%	-1%	-5%	0%	-2%	0%	1%	3%	2%	-2%	-4%	8%	2%	-1%
No opinion	-3%	1%	-2%	0%	-1%	-2%	0%	-1%	0%	-1%	-2%	-1%	0%	-1%	0%	-4%	1%	0%	-1%	-3%	-3%	1%	-1%	-2%	-2%	1%	-6%	-1%	0%	-10%	1%	0%	0%
Never heard of	-2%	0%	2%	1%	0%	2%	0%	-1%	-2%	-1%	4%	0%	-1%	1%	1%	1%	0%	0%	3%	2%	2%	1%	0%	3%	1%	-2%	0%	0%	0%	0%	-1%	0%	0%

# Image: Mike Johnson

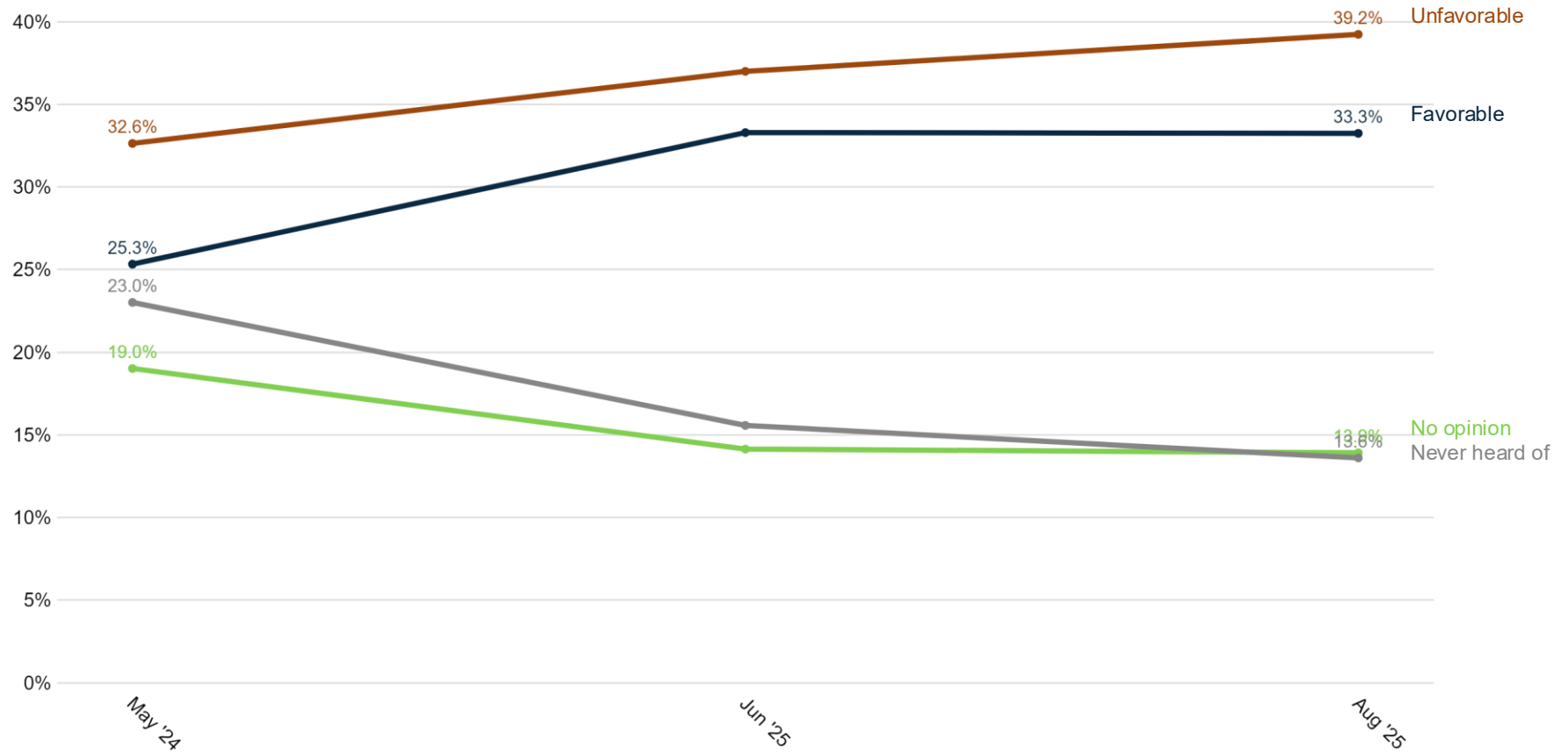


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	23%	30%	34%	48%	40%	43%	30%	22%	40%	33%	26%	61%	22%	10%	59%	21%	8%	36%	20%	28%	32%	32%	40%	31%	38%	24%	48%	30%	31%	22%	26%	60%	9%	27%	24%	32%	37%
Unfavorable Total	36%	41%	42%	37%	48%	32%	29%	52%	31%	40%	49%	12%	54%	62%	14%	49%	69%	39%	39%	41%	38%	46%	31%	45%	39%	40%	37%	45%	38%	39%	37%	12%	68%	36%	34%	37%	42%
Very favorable	12%	20%	12%	28%	18%	22%	19%	13%	21%	19%	12%	36%	8%	3%	35%	7%	3%	20%	8%	15%	15%	17%	22%	17%	21%	12%	23%	15%	20%	13%	8%	35%	3%	16%	8%	17%	21%
Somewhat favorable	11%	10%	22%	20%	22%	21%	11%	8%	19%	14%	14%	24%	14%	6%	23%	13%	5%	16%	12%	13%	17%	15%	17%	14%	16%	12%	24%	15%	11%	9%	18%	25%	6%	11%	16%	15%	16%
Somewhat unfavorable	7%	8%	13%	6%	10%	9%	8%	7%	8%	8%	10%	7%	13%	7%	12%	7%	7%	12%	14%	11%	8%	9%	8%	8%	7%	10%	10%	7%	8%	14%	8%	9%	13%	7%	11%	7%	
Very unfavorable	29%	34%	29%	31%	38%	23%	21%	46%	23%	32%	39%	4%	41%	56%	8%	37%	63%	32%	27%	27%	26%	38%	21%	37%	31%	33%	27%	35%	31%	32%	24%	4%	59%	24%	27%	26%	35%
No opinion	16%	15%	15%	9%	7%	16%	18%	12%	15%	15%	11%	15%	13%	12%	15%	17%	10%	12%	23%	15%	16%	12%	15%	12%	13%	15%	10%	16%	15%	16%	19%	15%	12%	16%	21%	16%	11%
Never heard of	25%	14%	9%	5%	5%	9%	23%	15%	15%	13%	14%	13%	11%	16%	12%	14%	13%	13%	18%	16%	15%	10%	15%	11%	11%	21%	6%	9%	16%	23%	18%	13%	12%	20%	21%	15%	10%

Do you have a favorable or unfavorable opinion of Mike Johnson?



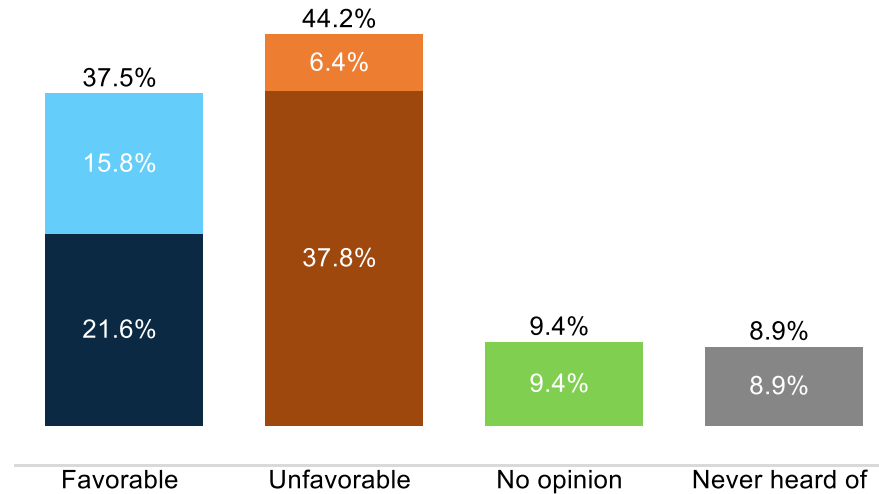
# Trend: Mike Johnson Image



# Percent Change: Mike Johnson Image (Jun '25 to Aug '25)

	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	Union/Mbr/HH	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	2%	-1%	-2%	0%	-2%	0%	0%	1%	0%	1%	-2%	0%	1%	-2%	-1%	2%	-3%	0%	-3%	1%	-3%	-7%	0%	-1%	1%	0%	-4%	0%	-1%	-2%	-9%	-4%	3%
Unfavorable Total	9%	-4%	6%	-2%	4%	1%	1%	4%	-1%	1%	9%	-4%	5%	8%	-2%	6%	7%	0%	9%	10%	8%	9%	-1%	6%	2%	2%	4%	-3%	7%	13%	12%	-4%	-2%
Very favorable	4%	5%	-2%	5%	0%	3%	5%	4%	4%	4%	1%	7%	1%	-1%	7%	1%	-2%	4%	-1%	2%	2%	0%	1%	2%	6%	4%	0%	7%	0%	0%	-5%	3%	5%
Somewhat favorable	-2%	-6%	1%	-4%	-2%	-2%	-4%	-4%	-4%	-3%	-2%	-7%	-1%	-1%	-8%	2%	-2%	-4%	-2%	-1%	-5%	-7%	-1%	-3%	-5%	-3%	-4%	-7%	0%	-3%	-4%	-7%	-2%
Somewhat unfavorable	-1%	0%	2%	-3%	-3%	1%	3%	-6%	0%	-1%	-1%	-1%	-1%	-2%	0%	-1%	-2%	4%	2%	1%	-3%	-1%	0%	-1%	-1%	-2%	-1%	-1%	7%	0%	3%	-4%	
Very unfavorable	11%	-3%	4%	1%	6%	0%	-2%	10%	-1%	2%	10%	-3%	6%	9%	0%	6%	8%	2%	5%	8%	7%	11%	0%	6%	3%	3%	6%	-2%	8%	6%	12%	-7%	2%
No opinion	-6%	3%	-1%	4%	-1%	3%	-1%	-2%	1%	1%	-4%	3%	0%	-3%	3%	-3%	-2%	0%	-4%	-3%	-1%	-1%	3%	-2%	1%	-4%	0%	2%	-2%	-7%	-2%	8%	1%
Never heard of	-5%	2%	-3%	-2%	-1%	-5%	0%	-2%	0%	-3%	-3%	0%	-6%	-3%	0%	-6%	-2%	-1%	-3%	-8%	-3%	-1%	-2%	-3%	-4%	1%	-1%	0%	-4%	-3%	-1%	0%	-1%

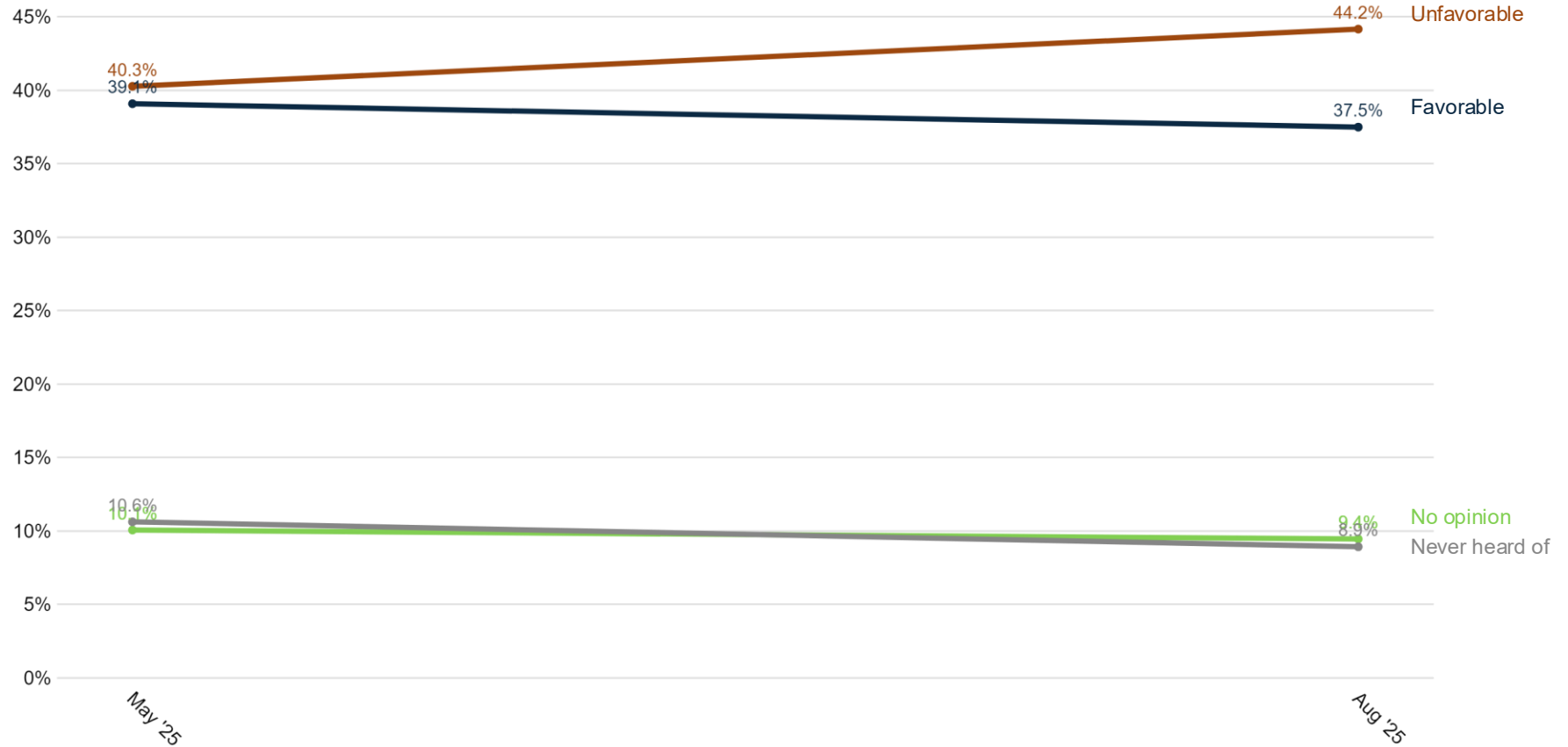
# Image: Alexandria Ocasio-Cortez



	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	Blue Collar	White Collar	Home Owner	Renter	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%	36%	39%	29%	43%	26%	29%	55%	28%	37%	51%	9%	41%	68%	9%	39%	80%	34%	44%	50%	38%	49%	30%	42%	35%	45%	32%	38%	36%	44%	29%	8%	70%	39%	42%	32%	38%
Unfavorable Total	29%	43%	45%	61%	50%	56%	39%	32%	51%	47%	29%	75%	41%	11%	75%	34%	8%	51%	19%	26%	43%	36%	49%	43%	53%	24%	60%	43%	45%	27%	43%	76%	12%	31%	33%	49%	49%
Very favorable	29%	21%	21%	15%	21%	15%	19%	32%	16%	21%	31%	4%	19%	43%	4%	17%	54%	20%	26%	29%	19%	31%	19%	23%	19%	28%	15%	23%	22%	27%	11%	3%	42%	22%	24%	19%	22%
Somewhat favorable	16%	15%	19%	14%	22%	11%	10%	23%	12%	16%	20%	5%	21%	25%	5%	23%	26%	15%	18%	21%	19%	18%	11%	19%	16%	17%	17%	15%	14%	17%	18%	5%	27%	17%	19%	13%	16%
Somewhat unfavorable	7%	4%	9%	6%	7%	8%	5%	6%	6%	6%	8%	6%	9%	5%	5%	11%	4%	6%	9%	6%	9%	7%	5%	7%	6%	6%	7%	9%	6%	5%	13%	5%	7%	10%	7%	7%	5%
Very unfavorable	22%	39%	36%	55%	42%	49%	35%	26%	45%	41%	21%	69%	32%	6%	70%	23%	4%	45%	10%	21%	34%	29%	44%	36%	46%	18%	53%	33%	39%	22%	31%	72%	5%	21%	27%	42%	44%
No opinion	11%	12%	8%	6%	6%	9%	15%	7%	11%	9%	9%	8%	11%	10%	9%	14%	6%	7%	18%	16%	10%	7%	10%	8%	7%	14%	6%	10%	9%	14%	14%	8%	10%	15%	9%	9%	8%
Never heard of	15%	9%	7%	4%	2%	8%	17%	6%	11%	7%	11%	8%	7%	11%	7%	12%	7%	8%	19%	8%	10%	8%	11%	6%	5%	16%	2%	10%	10%	14%	14%	8%	8%	15%	16%	10%	5%

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

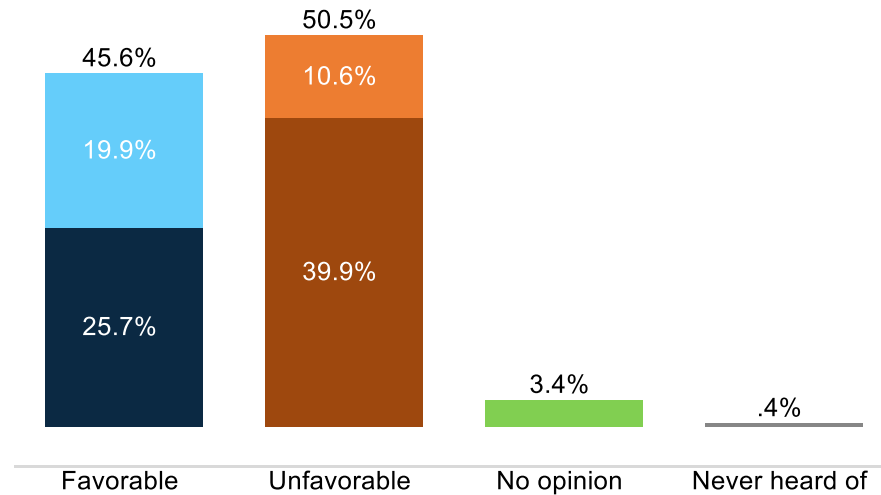
# Trend: Alexandria Ocasio-Cortez Image



# Percent Change: Alexandria Ocasio-Cortez Image (May '25 to Aug '25)

	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	Union Mbr/HH	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	5%	2%	-14%	-2%	-4%	-10%	0%	6%	-2%	-1%	-3%	-7%	3%	4%	-7%	5%	2%	-3%	-3%	8%	-7%	-3%	-9%	-6%	2%	4%	-1%	-6%	3%	-4%	10%	-9%	-1%
Unfavorable Total	0%	4%	11%	2%	5%	7%	6%	-2%	4%	4%	3%	10%	-2%	-1%	10%	-1%	0%	7%	2%	-13%	9%	3%	10%	-1%	4%	0%	3%	8%	-1%	4%	-6%	9%	4%
Very favorable	8%	2%	-5%	-1%	-2%	-4%	4%	4%	0%	0%	6%	-3%	4%	6%	-3%	1%	9%	1%	-3%	8%	-2%	4%	-5%	0%	4%	6%	2%	-4%	7%	5%	7%	-3%	0%
Somewhat favorable	-3%	0%	-9%	-1%	-3%	-6%	-4%	2%	-2%	-1%	-9%	-4%	-1%	-2%	-4%	4%	-7%	-4%	0%	0%	-5%	-8%	-4%	-6%	-1%	-1%	-3%	-3%	-3%	-9%	3%	-6%	-1%
Somewhat unfavorable	-3%	0%	0%	-1%	-4%	4%	-2%	-1%	-1%	-2%	1%	-2%	-2%	0%	-2%	-4%	1%	-1%	2%	-5%	-1%	1%	-1%	1%	0%	-3%	0%	-3%	0%	2%	-3%	0%	-2%
Very unfavorable	4%	4%	11%	3%	9%	3%	8%	-1%	5%	6%	3%	12%	0%	0%	11%	3%	-1%	8%	0%	-8%	10%	1%	12%	-2%	5%	2%	3%	12%	-1%	1%	-3%	9%	5%
No opinion	-3%	-2%	2%	1%	0%	3%	-2%	-1%	1%	0%	-4%	-1%	3%	-3%	0%	-2%	-1%	-1%	0%	4%	-1%	0%	0%	3%	-3%	-1%	0%	0%	-1%	4%	-5%	-1%	0%
Never heard of	-3%	-4%	1%	0%	0%	0%	-3%	-2%	-3%	-3%	3%	-2%	-3%	-1%	-3%	-1%	-1%	-3%	1%	1%	-1%	0%	-2%	3%	-3%	-3%	-2%	-2%	-1%	-4%	0%	1%	-2%

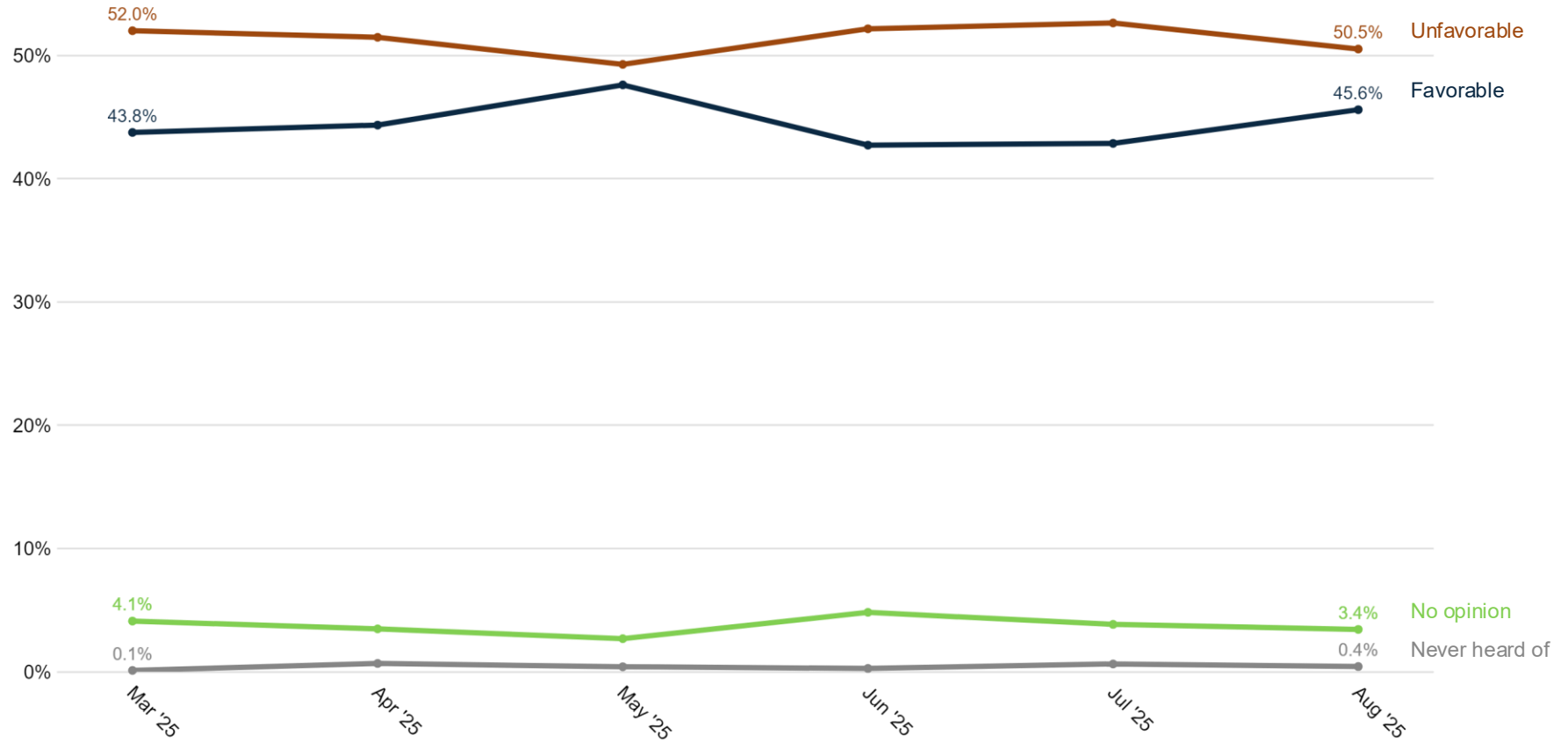
# Image: Republicans



	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	Blue Collar	White Collar	Home Owner	Renter	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	36%	43%	49%	56%	45%	59%	47%	30%	57%	44%	34%	88%	34%	6%	81%	30%	8%	50%	26%	40%	48%	42%	54%	42%	50%	36%	57%	45%	46%	34%	42%	87%	6%	47%	41%	48%	45%
Unfavorable Total	59%	52%	47%	43%	53%	38%	46%	67%	38%	53%	62%	9%	62%	90%	16%	64%	90%	48%	65%	55%	49%	54%	43%	55%	48%	58%	41%	51%	51%	60%	49%	10%	91%	44%	54%	49%	52%
Very favorable	20%	27%	22%	34%	24%	32%	29%	16%	31%	25%	19%	55%	11%	1%	49%	13%	3%	28%	14%	24%	26%	22%	30%	25%	28%	21%	30%	26%	28%	19%	11%	51%	2%	24%	22%	27%	26%
Somewhat favorable	16%	16%	27%	22%	21%	27%	18%	14%	26%	19%	15%	33%	23%	5%	32%	17%	4%	21%	12%	16%	22%	20%	24%	17%	22%	15%	27%	19%	18%	15%	31%	36%	4%	23%	18%	21%	19%
Somewhat unfavorable	13%	8%	12%	9%	11%	10%	10%	12%	8%	12%	11%	5%	17%	13%	8%	16%	10%	10%	14%	11%	12%	11%	11%	11%	10%	10%	9%	14%	10%	12%	20%	6%	14%	10%	15%	14%	9%
Very unfavorable	46%	44%	34%	34%	42%	28%	36%	56%	30%	41%	51%	4%	45%	77%	9%	48%	80%	38%	51%	44%	36%	43%	31%	44%	38%	47%	33%	37%	41%	48%	28%	4%	77%	34%	40%	35%	43%
No opinion	5%	3%	4%	1%	3%	2%	6%	2%	4%	3%	4%	2%	5%	3%	3%	5%	2%	2%	9%	4%	3%	4%	3%	3%	2%	6%	2%	4%	2%	6%	9%	3%	2%	8%	5%	2%	2%
Never heard of	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Republicans?

# Trend: Republicans Image

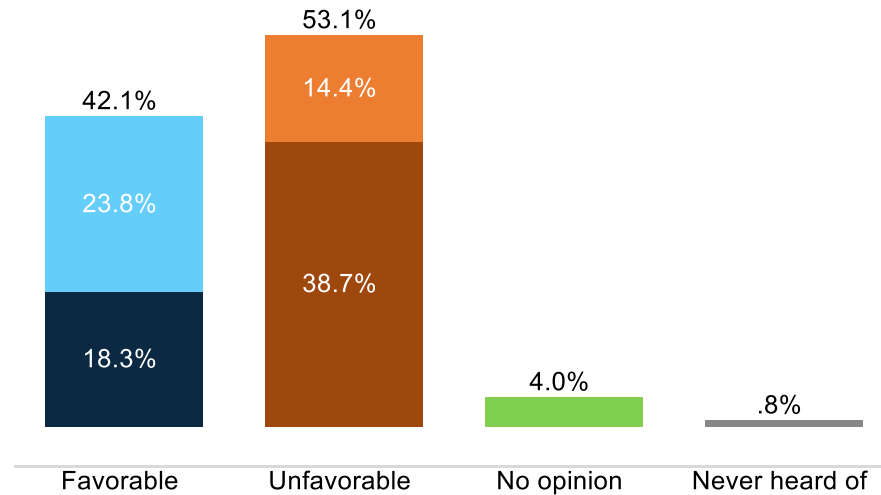




# Percent Change: Republicans Image (Jul '25 to Aug '25)

	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	Union/Mbr/HH	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	5%	-1%	8%	-1%	1%	5%	3%	1%	4%	1%	4%	2%	0%	3%	1%	2%	4%	1%	11%	8%	1%	1%	7%	-2%	7%	2%	2%	3%	9%	2%	8%	0%
Unfavorable Total	-4%	1%	-7%	2%	-1%	-3%	-2%	-1%	-4%	0%	-4%	-2%	2%	-4%	0%	-1%	-4%	0%	-12%	-3%	-2%	0%	-7%	1%	-6%	-1%	-1%	-3%	-7%	5%	-7%	0%
Very favorable	8%	5%	6%	7%	7%	6%	7%	5%	3%	6%	10%	11%	5%	0%	12%	3%	1%	6%	7%	12%	2%	3%	14%	7%	6%	1%	11%	1%	8%	9%	9%	4%
Somewhat favorable	-2%	-6%	1%	-7%	-6%	-1%	-4%	-4%	1%	-5%	-6%	-9%	-4%	3%	-11%	-1%	3%	-5%	5%	-4%	-2%	-2%	-7%	-9%	2%	2%	-10%	2%	0%	-6%	-1%	-5%
Somewhat unfavorable	4%	-1%	1%	1%	1%	1%	2%	1%	-1%	2%	1%	-1%	-1%	4%	0%	1%	3%	1%	0%	4%	4%	-1%	4%	2%	0%	0%	-1%	3%	1%	3%	3%	1%
Very unfavorable	-8%	2%	-8%	1%	-3%	-4%	-4%	-2%	-3%	-3%	-6%	-1%	4%	-9%	0%	-2%	-7%	-1%	-12%	-7%	-6%	1%	-11%	-1%	-6%	-1%	0%	-6%	-8%	2%	-9%	-1%
No opinion	0%	0%	-1%	-1%	0%	-2%	0%	0%	-1%	-1%	1%	-1%	-2%	2%	-1%	-1%	1%	-1%	1%	-5%	1%	-1%	0%	1%	-1%	-1%	-1%	1%	-1%	-6%	-1%	0%
Never heard of	-1%	0%	0%	0%	0%	0%	-1%	0%	1%	0%	-1%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	-1%	0%	0%	-1%	-1%	-1%	0%	

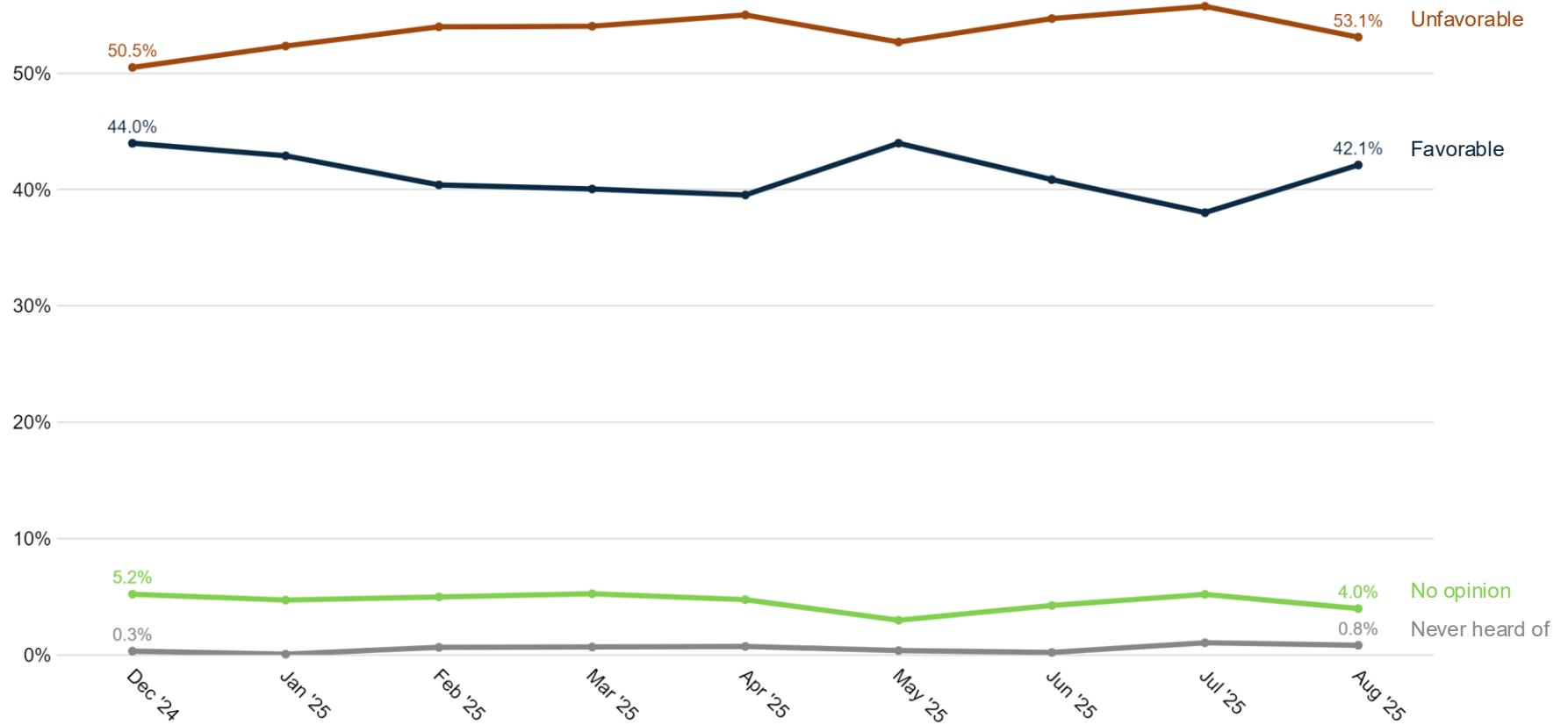
# Image: Democrats



	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	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	51%	48%	32%	34%	35%	32%	47%	54%	33%	42%	54%	8%	36%	85%	12%	56%	74%	36%	74%	57%	43%	49%	38%	43%	38%	52%	31%	38%	43%	56%	37%	8%	78%	46%	48%	40%	40%
Unfavorable Total	43%	46%	62%	64%	63%	63%	45%	44%	61%	54%	41%	87%	58%	13%	84%	37%	23%	61%	17%	36%	52%	45%	57%	53%	59%	39%	67%	57%	52%	36%	54%	87%	19%	43%	48%	56%	57%
Very favorable	20%	24%	11%	16%	13%	14%	24%	20%	16%	17%	25%	3%	7%	43%	5%	24%	32%	13%	45%	28%	18%	21%	17%	19%	16%	24%	13%	16%	17%	28%	8%	3%	35%	20%	21%	14%	18%
Somewhat favorable	31%	24%	21%	18%	22%	18%	23%	34%	17%	25%	29%	5%	29%	42%	7%	32%	42%	22%	29%	29%	25%	28%	22%	24%	22%	28%	18%	22%	27%	28%	29%	5%	43%	26%	27%	26%	22%
Somewhat unfavorable	18%	9%	21%	12%	20%	12%	9%	19%	13%	14%	17%	13%	23%	10%	11%	17%	17%	15%	9%	12%	17%	12%	9%	18%	15%	15%	17%	14%	15%	11%	30%	13%	15%	16%	16%	15%	14%
Very unfavorable	25%	37%	41%	53%	43%	51%	36%	26%	48%	40%	24%	73%	35%	3%	72%	20%	6%	46%	8%	24%	35%	33%	48%	35%	44%	25%	50%	43%	38%	25%	25%	74%	4%	27%	32%	42%	43%
No opinion	5%	5%	5%	1%	2%	4%	7%	2%	5%	3%	5%	4%	5%	2%	3%	6%	2%	3%	8%	6%	4%	4%	4%	3%	2%	8%	2%	4%	4%	6%	7%	4%	2%	9%	4%	4%	2%
Never heard of	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	0%	0%	1%

Do you have a favorable or unfavorable opinion of Democrats?

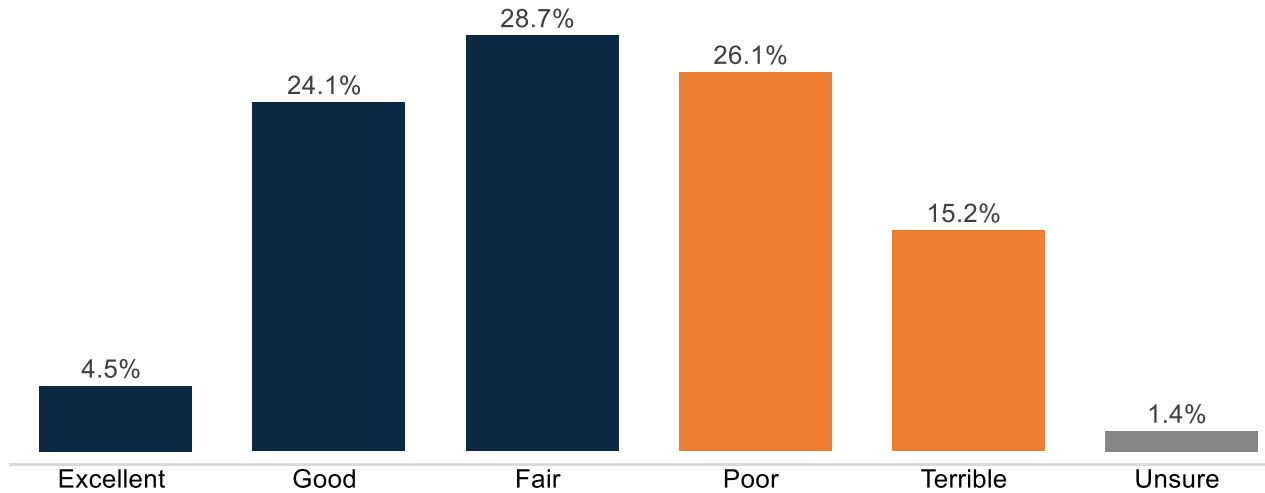
# Trend: Democrats Image



# Percent Change: Democrats Image (Jul '25 to Aug '25)

	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	Union/Mbr/HH	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	1%	6%	7%	3%	-1%	10%	5%	1%	3%	3%	8%	5%	5%	3%	5%	10%	-2%	4%	1%	14%	6%	7%	1%	5%	1%	8%	6%	2%	6%	11%	0%	3%
Unfavorable Total	1%	-5%	-7%	0%	2%	-8%	-3%	0%	-2%	-1%	-7%	-5%	-2%	-3%	-8%	2%	-2%	-4%	-13%	-5%	-5%	0%	-4%	2%	-4%	-4%	-1%	-4%	-6%	2%	-2%	
Very favorable	2%	5%	5%	5%	2%	8%	4%	2%	3%	3%	7%	1%	1%	10%	1%	9%	4%	2%	13%	17%	3%	6%	4%	3%	3%	2%	2%	7%	7%	4%	-2%	5%
Somewhat favorable	-1%	1%	2%	-2%	-2%	2%	1%	-1%	0%	0%	0%	4%	5%	-8%	3%	1%	-7%	3%	-12%	-3%	2%	1%	-3%	2%	-3%	7%	3%	-5%	-1%	8%	2%	-2%
Somewhat unfavorable	1%	-6%	1%	0%	3%	-2%	-4%	0%	-1%	-1%	-2%	0%	-2%	-1%	-2%	3%	-2%	-2%	2%	0%	2%	-2%	-1%	-3%	3%	-2%	-1%	4%	-2%	-3%	-1%	
Very unfavorable	0%	1%	-8%	0%	-2%	-6%	1%	1%	-1%	0%	-5%	-4%	0%	-2%	-1%	-4%	-1%	0%	-1%	-15%	-5%	-7%	2%	-3%	5%	-7%	-3%	0%	-8%	-4%	5%	-1%
No opinion	-2%	-1%	0%	-2%	0%	-2%	-2%	-1%	-2%	-2%	1%	-1%	-3%	1%	-1%	-2%	1%	-2%	2%	-1%	-1%	-1%	0%	0%	-3%	-5%	-1%	0%	0%	-5%	-1%	-1%
Never heard of	0%	0%	0%	-1%	-1%	0%	0%	0%	0%	0%	-1%	0%	-1%	0%	0%	0%	-1%	0%	1%	-1%	0%	0%	-1%	0%	0%	0%	0%	0%	-2%	-1%	-1%	0%

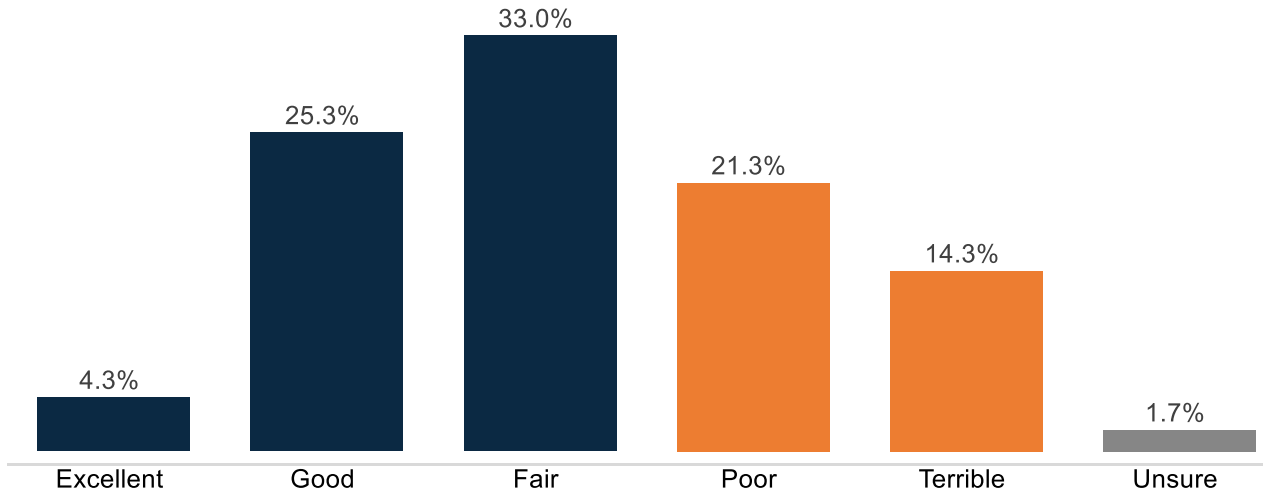
# Assessment of the U.S. Economy



	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	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Excellent	4%	3%	7%	5%	6%	5%	3%	4%	4%	4%	7%	7%	2%	3%	7%	2%	3%	4%	6%	6%	8%	8%	5%	5%	5%	4%	6%	6%	4%	2%	4%	7%	2%	8%	4%	2%	4%
Good	14%	24%	23%	37%	30%	30%	20%	18%	24%	26%	19%	42%	16%	9%	41%	16%	7%	27%	13%	17%	18%	20%	25%	25%	27%	19%	33%	26%	23%	14%	18%	42%	7%	18%	19%	27%	26%
Fair	20%	32%	28%	34%	31%	31%	24%	30%	33%	27%	28%	31%	28%	27%	29%	34%	23%	31%	26%	20%	27%	27%	30%	28%	32%	24%	34%	26%	29%	24%	33%	30%	28%	20%	29%	29%	31%
Poor	34%	24%	29%	17%	24%	22%	27%	31%	23%	27%	28%	13%	35%	35%	14%	30%	40%	26%	26%	29%	30%	25%	24%	27%	24%	30%	20%	27%	27%	32%	30%	14%	36%	29%	26%	24%	26%
Terrible	26%	15%	11%	7%	8%	10%	24%	17%	14%	15%	17%	6%	16%	24%	7%	17%	24%	11%	27%	26%	16%	20%	14%	14%	11%	22%	7%	13%	16%	26%	13%	6%	24%	22%	21%	16%	12%
Unsure	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	0%	3%	1%	2%	2%	2%	1%	2%	1%	1%	2%	0%	3%	1%	2%	2%	1%	2%	2%	2%	2%	1%

How would you rate the U.S. economy?

# Assessment of Your State's Economy



	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	Blue Collar	White Collar	Home Owner	Renter	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
Excellent	4%	2%	7%	5%	8%	4%	3%	4%	3%	4%	7%	6%	4%	3%	5%	5%	3%	4%	4%	6%	6%	5%	3%	5%	5%	1%	8%	2%	4%	2%	4%	6%	3%	6%	3%	3%	5%
Good	20%	25%	24%	32%	33%	23%	19%	28%	21%	27%	26%	30%	21%	24%	31%	18%	24%	27%	20%	16%	22%	24%	22%	28%	27%	25%	31%	23%	24%	22%	20%	28%	23%	18%	25%	24%	28%
Fair	25%	39%	33%	36%	32%	36%	31%	34%	34%	33%	31%	30%	34%	36%	29%	39%	34%	33%	34%	32%	27%	29%	34%	33%	34%	32%	33%	36%	32%	32%	34%	28%	38%	28%	26%	34%	35%
Poor	28%	16%	24%	17%	18%	23%	24%	19%	24%	21%	19%	19%	24%	22%	19%	23%	23%	21%	20%	26%	28%	24%	23%	19%	21%	23%	19%	23%	21%	23%	26%	20%	22%	29%	26%	22%	18%
Terrible	20%	16%	12%	8%	7%	12%	22%	13%	18%	12%	15%	15%	14%	13%	14%	13%	13%	19%	19%	16%	18%	17%	12%	12%	16%	8%	13%	18%	19%	14%	17%	11%	16%	16%	17%	13%	
Unsure	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	2%	1%	1%	3%	2%	3%	1%	1%	1%	1%	2%	1%	2%	1%	3%	2%	2%	2%	1%	2%	2%	3%	1%	1%

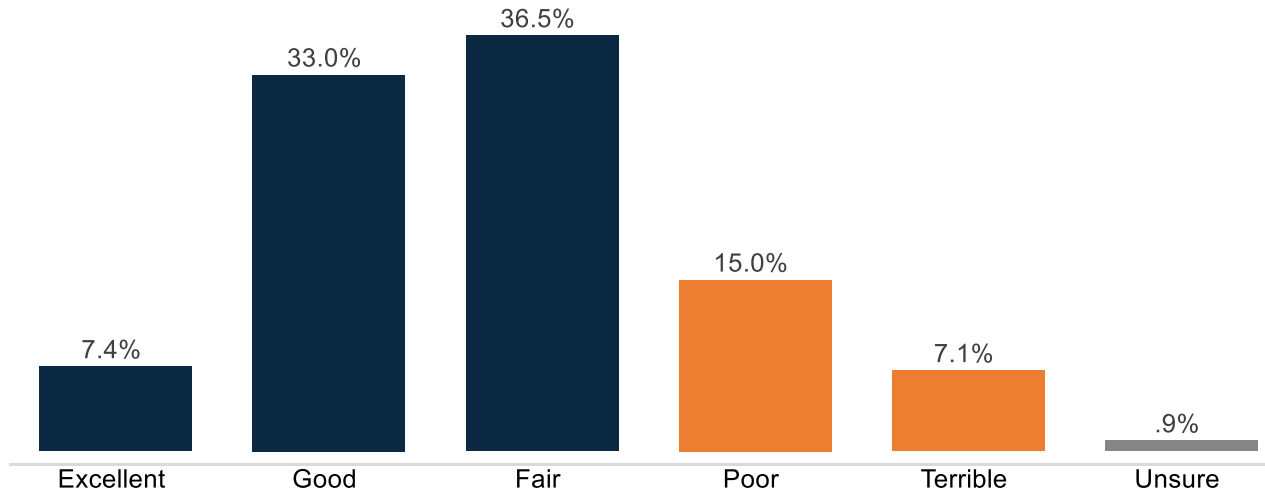
How would you rate your state's economy?

# Percent Change: Assessment of the U.S. Economy to Your State's Economy

	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	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	
Excellent	1%	-1%	0%	0%	2%	-2%	-1%	0%	-1%	0%	0%	-2%	2%	0%	-2%	3%	0%	0%	-1%	0%	-2%	-3%	-2%	1%	0%	-2%	1%	-3%	0%	0%	-1%	-1%	1%	-2%	-1%	0%	0%	
Good	6%	2%	1%	-5%	3%	-7%	-1%	10%	-3%	1%	7%	-12%	4%	15%	-10%	3%	18%	0%	7%	-1%	4%	4%	-2%	3%	0%	6%	-1%	-3%	0%	8%	3%	-13%	16%	1%	6%	-3%	2%	
Fair	5%	6%	4%	2%	1%	5%	6%	5%	2%	6%	3%	-1%	6%	9%	0%	5%	11%	3%	8%	12%	0%	2%	3%	5%	2%	8%	-1%	10%	4%	8%	1%	-2%	10%	8%	-2%	5%	4%	
Poor	-6%	-8%	-5%	1%	-6%	1%	-3%	-12%	0%	-6%	-8%	6%	-10%	-14%	5%	-8%	-17%	-5%	-6%	-3%	-2%	-2%	-2%	-8%	-3%	-6%	-1%	-4%	-6%	-8%	-4%	5%	-14%	0%	0%	-2%	-8%	
Terrible	-6%	0%	1%	1%	0%	3%	-2%	-4%	3%	-2%	-3%	9%	-2%	-11%	8%	-4%	-11%	1%	-8%	-7%	0%	-2%	3%	-2%	1%	-6%	1%	0%	2%	-7%	1%	11%	-13%	-6%	-4%	0%	1%	
Unsure	1%	0%	0%	1%	1%	-1%	0%	0%	-1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	-2%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%



# Assessment of Your Personal Economy



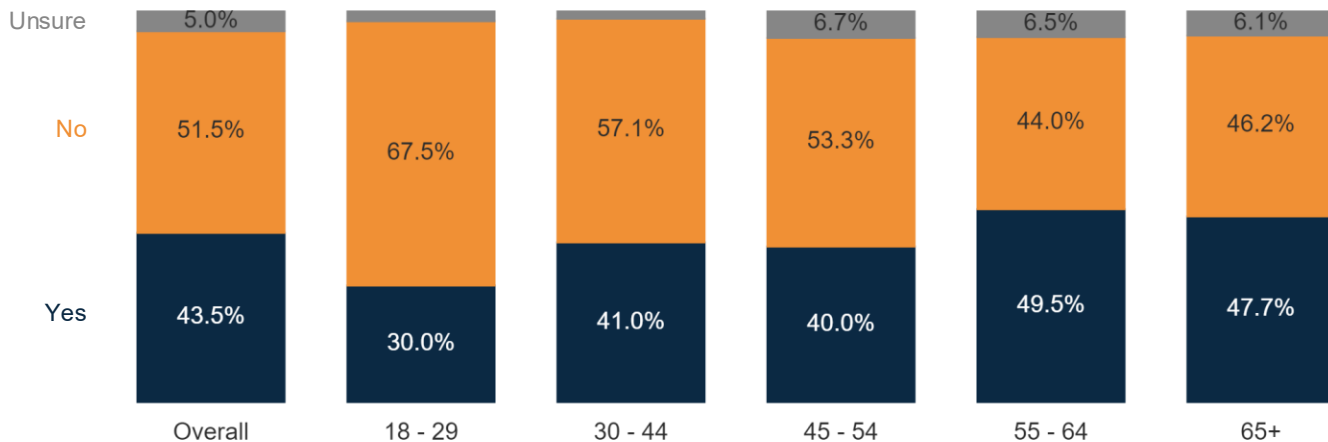
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Excellent	6%	6%	9%	10%	13%	6%	4%	8%	6%	7%	11%	8%	7%	7%	8%	6%	8%	8%	6%	8%	10%	6%	5%	10%	9%	4%	11%	7%	8%	3%	8%	8%	7%	10%	7%	7%	7%
Good	24%	34%	34%	41%	46%	30%	23%	37%	32%	35%	29%	41%	31%	26%	40%	29%	27%	37%	21%	21%	32%	31%	28%	38%	40%	20%	44%	27%	36%	21%	31%	39%	29%	21%	26%	26%	40%
Fair	37%	42%	32%	34%	29%	37%	38%	41%	37%	38%	32%	33%	38%	39%	33%	43%	38%	36%	37%	35%	34%	44%	38%	36%	37%	38%	33%	34%	38%	41%	36%	33%	39%	33%	35%	41%	37%
Poor	20%	11%	17%	12%	10%	19%	20%	9%	15%	14%	18%	12%	17%	16%	14%	15%	16%	13%	21%	24%	16%	12%	18%	11%	10%	24%	10%	23%	12%	20%	17%	13%	15%	20%	18%	18%	12%
Terrible	12%	7%	6%	2%	3%	6%	14%	4%	9%	5%	9%	5%	4%	11%	5%	6%	11%	6%	14%	11%	8%	7%	10%	5%	4%	12%	3%	6%	5%	14%	6%	6%	9%	14%	13%	7%	4%
Unsure	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	2%	0%	2%	1%	1%	1%	1%	1%	1%	0%	1%	

How would you rate your personal economic situation?

# Percent Change: Assessment of the U.S. Economy to Your Personal Economy

	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	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Excellent	2%	3%	2%	5%	7%	1%	1%	5%	2%	3%	4%	1%	5%	5%	1%	4%	5%	3%	1%	1%	2%	-2%	0%	5%	4%	1%	5%	2%	4%	1%	3%	1%	5%	2%	2%	5%	3%
Good	10%	10%	12%	4%	15%	1%	3%	19%	8%	9%	10%	-1%	15%	17%	-1%	14%	20%	10%	8%	4%	14%	11%	4%	13%	13%	1%	11%	2%	13%	7%	14%	-3%	22%	3%	7%	0%	14%
Fair	17%	9%	4%	0%	-2%	6%	14%	12%	4%	11%	4%	3%	10%	12%	3%	9%	15%	6%	11%	15%	7%	17%	7%	8%	5%	14%	-2%	8%	10%	17%	3%	3%	11%	12%	7%	12%	6%
Poor	-13%	-14%	-12%	-5%	-15%	-3%	-7%	-22%	-8%	-13%	-10%	-1%	-17%	-19%	-1%	-15%	-24%	-13%	-5%	-5%	-14%	-13%	-6%	-15%	-14%	-6%	-10%	-4%	-15%	-12%	-14%	-1%	-21%	-9%	-8%	-6%	-14%
Terrible	-14%	-8%	-5%	-4%	-5%	-4%	-10%	-13%	-6%	-9%	-8%	-1%	-12%	-14%	-2%	-12%	-14%	-6%	-13%	-15%	-8%	-13%	-4%	-10%	-7%	-10%	-4%	-6%	-11%	-11%	-6%	0%	-16%	-8%	-8%	-9%	-8%
Unsure	-1%	-1%	0%	0%	0%	0%	-1%	-1%	-1%	-1%	0%	0%	-1%	-1%	0%	1%	-2%	0%	-1%	0%	0%	1%	0%	-1%	-1%	0%	0%	-1%	-1%	-1%	0%	0%	-1%	-1%	0%	-2%	0%

# American Dream Alive



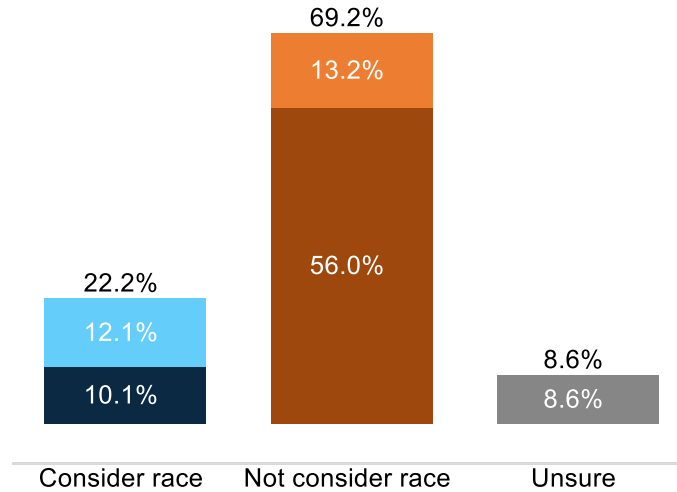
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	30%	40%	48%	59%	52%	54%	35%	34%	45%	45%	37%	69%	34%	22%	66%	37%	18%	47%	32%	34%	44%	39%	47%	43%	47%	35%	58%	46%	41%	28%	39%	68%	21%	37%	38%	45%	46%
No Total	65%	54%	50%	35%	45%	40%	56%	63%	48%	50%	58%	27%	62%	72%	29%	58%	77%	48%	61%	63%	52%	57%	49%	52%	47%	61%	39%	49%	53%	65%	55%	28%	74%	59%	58%	50%	49%
Definitely yes	14%	16%	22%	26%	23%	25%	16%	14%	22%	19%	18%	34%	15%	6%	33%	13%	5%	20%	13%	20%	21%	17%	21%	19%	21%	15%	27%	21%	19%	12%	16%	34%	6%	20%	16%	17%	21%
Probably yes	16%	23%	25%	32%	29%	30%	19%	20%	24%	26%	20%	35%	19%	16%	33%	23%	13%	27%	19%	14%	23%	22%	26%	24%	26%	20%	31%	26%	23%	17%	23%	34%	15%	18%	22%	28%	25%
Probably no	27%	31%	25%	25%	27%	24%	27%	32%	26%	27%	30%	17%	34%	34%	19%	32%	35%	27%	29%	28%	26%	25%	27%	28%	29%	24%	25%	26%	32%	27%	33%	18%	36%	26%	30%	22%	28%
Definitely no	38%	23%	25%	10%	18%	17%	30%	31%	22%	24%	28%	10%	27%	39%	10%	27%	42%	21%	32%	36%	26%	32%	22%	24%	18%	37%	14%	23%	22%	39%	21%	10%	38%	32%	27%	28%	21%
Unsure	5%	7%	2%	6%	3%	5%	8%	3%	6%	5%	4%	4%	5%	6%	5%	5%	5%	7%	2%	4%	4%	5%	5%	5%	4%	4%	4%	6%	6%	6%	4%	5%	4%	4%	6%	5%	

Do you believe the American Dream is still alive today?



CYGNAL

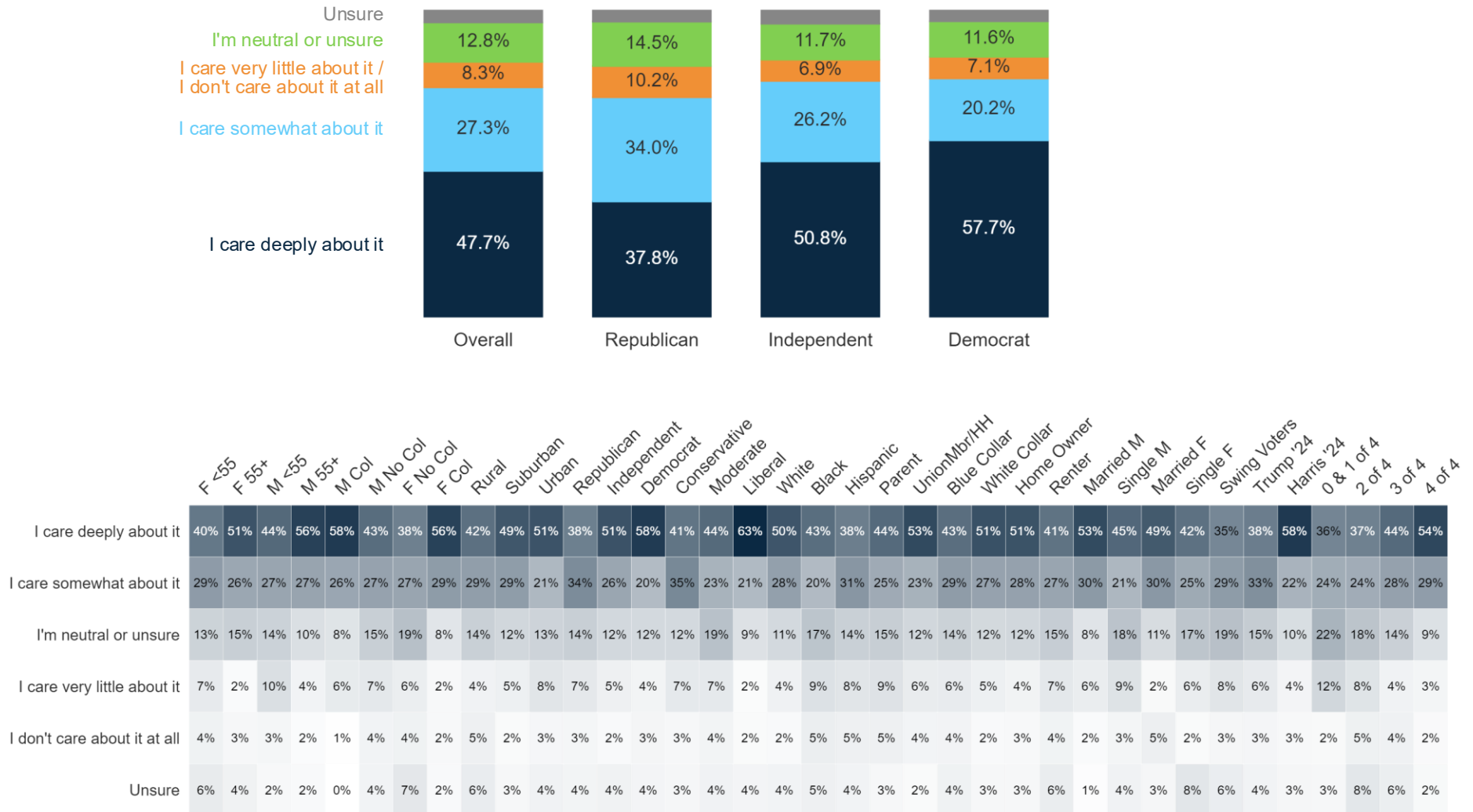
# Redistricting by Race



	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	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Consider race	27%	15%	29%	19%	30%	18%	18%	25%	19%	20%	33%	14%	20%	33%	15%	22%	34%	18%	41%	35%	31%	32%	19%	24%	20%	30%	23%	25%	19%	23%	22%	14%	30%	36%	22%	16%	20%
Not consider race	61%	76%	64%	75%	66%	73%	72%	65%	74%	72%	56%	79%	73%	57%	79%	67%	58%	74%	49%	55%	60%	61%	73%	68%	72%	61%	70%	70%	70%	67%	67%	80%	60%	57%	66%	75%	72%
Definitely consider race	12%	8%	12%	9%	15%	7%	8%	12%	9%	8%	16%	6%	8%	16%	7%	8%	18%	8%	21%	16%	15%	17%	9%	10%	9%	12%	11%	9%	8%	12%	8%	7%	14%	16%	7%	8%	10%
Probably consider race	15%	8%	17%	10%	15%	11%	10%	13%	10%	11%	17%	8%	12%	17%	8%	14%	16%	10%	19%	19%	16%	15%	9%	14%	10%	18%	12%	16%	11%	11%	15%	7%	16%	20%	15%	8%	10%
Probably not consider race	15%	12%	15%	12%	15%	11%	14%	12%	12%	13%	16%	13%	17%	12%	11%	17%	13%	12%	14%	18%	13%	14%	12%	14%	13%	12%	12%	16%	13%	14%	17%	12%	15%	15%	15%	11%	13%
Definitely not consider race	47%	64%	49%	63%	50%	62%	58%	52%	62%	59%	40%	66%	57%	44%	68%	49%	45%	62%	35%	38%	47%	47%	61%	54%	59%	49%	58%	54%	58%	54%	50%	68%	45%	42%	51%	65%	59%
Unsure	12%	9%	7%	6%	4%	9%	10%	10%	7%	8%	11%	7%	7%	10%	6%	11%	9%	8%	10%	10%	9%	7%	9%	8%	8%	9%	7%	5%	11%	10%	11%	7%	10%	7%	12%	8%	8%

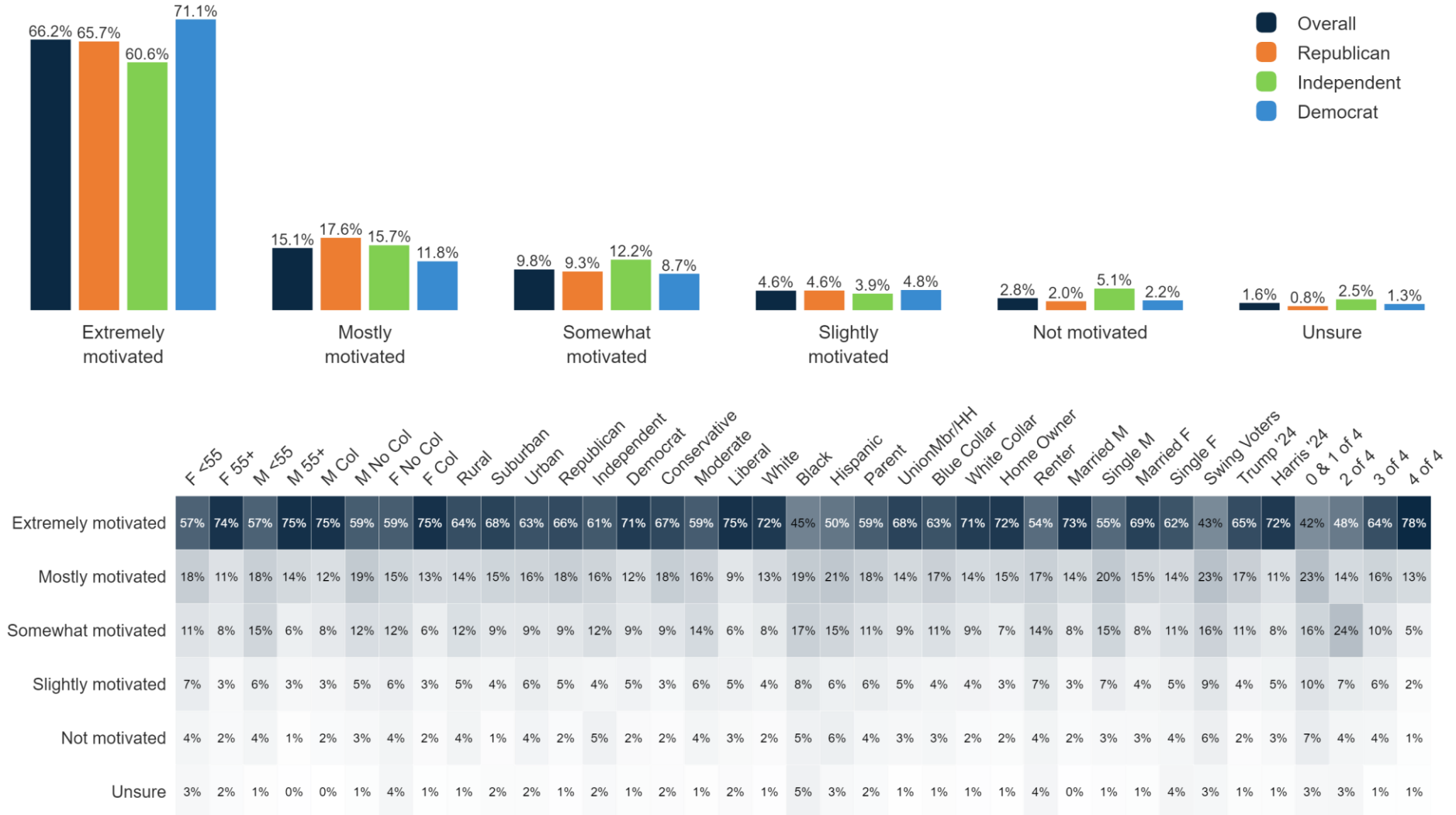
Do you believe states should consider race when drawing congressional districts?

# Care about Redistricting



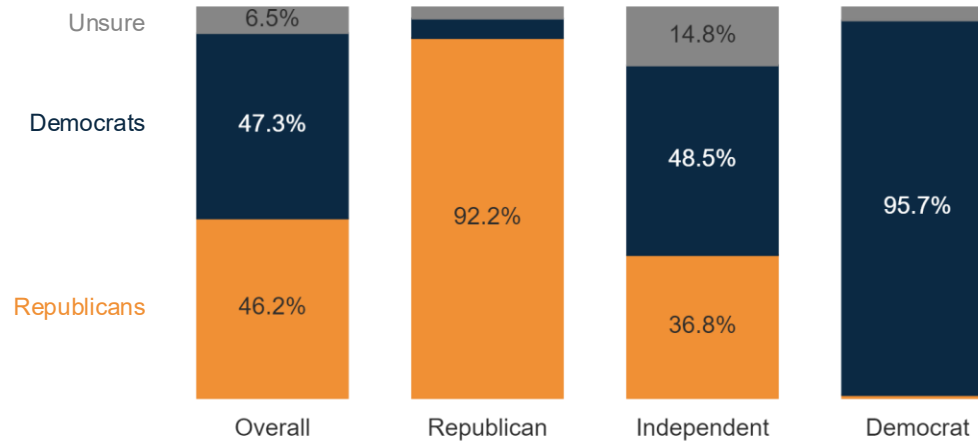
Redistricting is the process of redrawing the boundaries of electoral districts to reflect changes in population and ensure fair representation. How much do you care about the process of congressional redistricting, which determines how district lines are drawn for elections?

# Midterm Motivation



How motivated are you to vote in the 2026 midterm elections for Congress and state offices?

# Party Lean in Next Election



	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	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Republicans	33%	45%	51%	57%	47%	61%	46%	30%	58%	46%	31%	92%	37%	1%	86%	30%	4%	53%	16%	37%	48%	41%	55%	43%	52%	32%	58%	48%	47%	32%	39%	92%	3%	43%	39%	48%	48%
Democrats	57%	50%	42%	39%	46%	35%	46%	63%	36%	47%	62%	5%	48%	96%	11%	60%	92%	42%	76%	56%	44%	54%	40%	50%	42%	61%	37%	46%	46%	60%	40%	4%	92%	49%	52%	44%	47%
Definitely Republicans	20%	32%	29%	44%	30%	43%	32%	19%	41%	31%	20%	69%	12%	0%	63%	13%	2%	37%	6%	20%	27%	25%	39%	28%	36%	20%	39%	33%	31%	21%	7%	65%	0%	21%	26%	32%	35%
Mostly Republicans	13%	12%	22%	13%	17%	18%	14%	11%	17%	15%	11%	23%	24%	1%	23%	17%	2%	16%	10%	18%	21%	15%	16%	15%	16%	12%	19%	15%	15%	10%	32%	27%	3%	22%	14%	16%	13%
Mostly Democrats	17%	10%	16%	10%	13%	13%	13%	15%	10%	13%	18%	3%	23%	18%	5%	23%	18%	11%	25%	15%	17%	15%	13%	13%	12%	19%	11%	16%	13%	15%	30%	2%	24%	17%	17%	13%	12%
Definitely Democrats	39%	40%	26%	29%	33%	22%	33%	48%	26%	34%	44%	2%	25%	77%	6%	37%	74%	30%	51%	41%	28%	39%	27%	37%	30%	42%	25%	30%	34%	45%	10%	1%	69%	32%	35%	31%	35%
Unsure	10%	5%	6%	4%	6%	4%	8%	7%	6%	7%	7%	3%	15%	3%	4%	11%	4%	5%	8%	7%	8%	5%	5%	7%	6%	7%	5%	5%	7%	8%	21%	5%	5%	7%	9%	8%	5%

Which party are you most likely to support or lean toward in the next election?



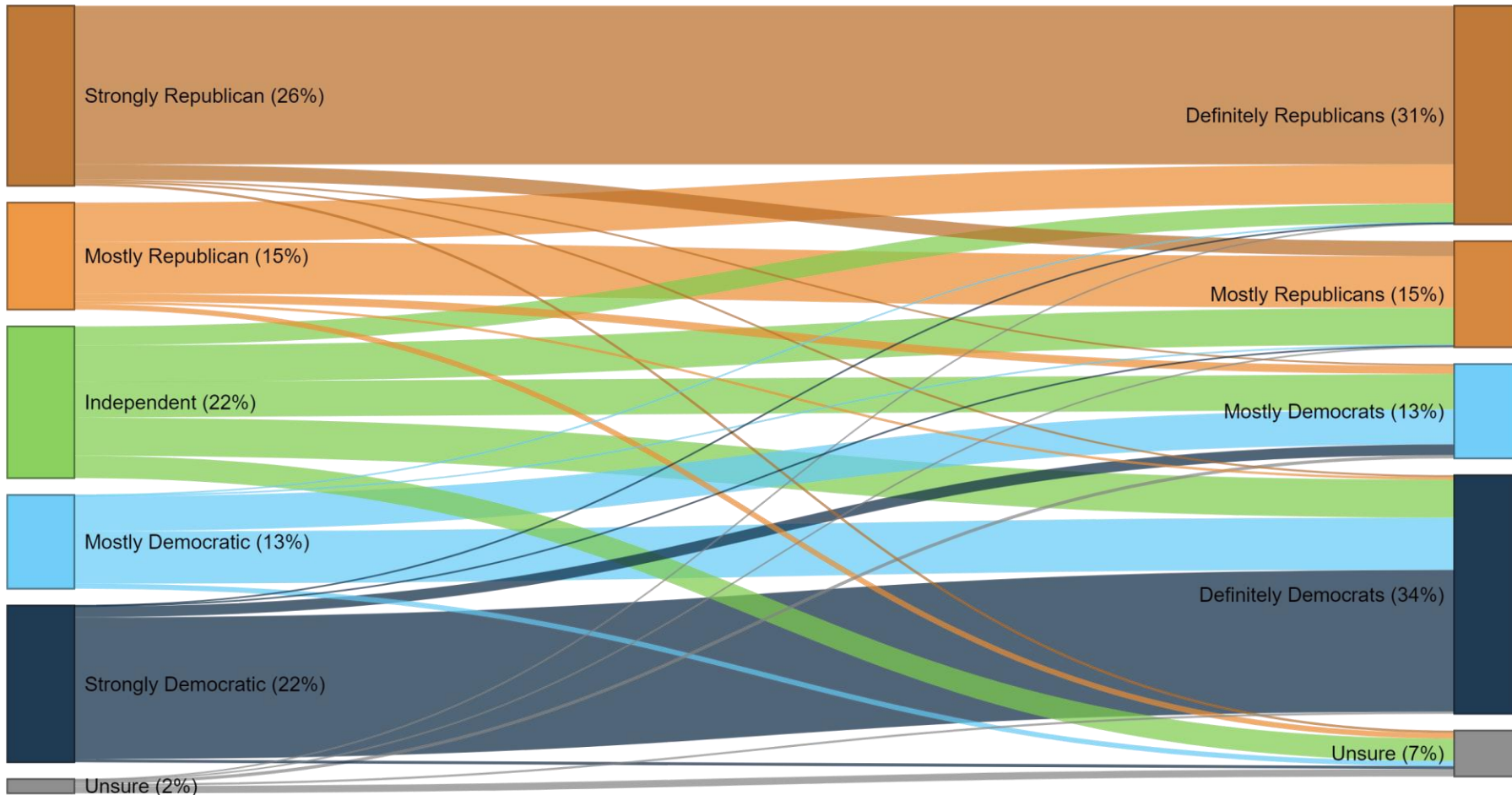
# Percent Change: Partisanship by Response to Party Lean in Next Election

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Republicans	3%	6%	8%	4%	7%	6%	5%	3%	6%	6%	2%	9%	7%	-1%	6%	3%	5%	5%	7%	6%	5%	7%	1%	8%	4%	5%	5%	8%	12%	-2%	4%	4%	4%	6%
Democrats	11%	10%	16%	11%	17%	10%	8%	13%	10%	11%	16%	4%	20%	16%	12%	8%	13%	13%	13%	10%	13%	11%	14%	11%	16%	10%	10%	17%	1%	21%	15%	9%	11%	12%
Strongly Republican / Definitely Republicans	4%	4%	6%	8%	6%	8%	6%	2%	7%	5%	6%	10%	5%	1%	7%	0%	1%	3%	7%	8%	4%	6%	5%	7%	7%	4%	5%	2%	12%	-1%	-2%	6%	6%	7%
Mostly Republican/s	-1%	1%	2%	-4%	1%	-2%	-1%	1%	-1%	2%	-4%	0%	2%	-2%	-1%	3%	3%	2%	0%	-2%	1%	1%	-5%	1%	-3%	1%	0%	6%	1%	-1%	6%	-1%	-2%	-1%
Mostly Democratic/Democrats	-1%	-3%	3%	1%	2%	2%	-1%	-3%	2%	-2%	3%	2%	5%	-8%	-1%	3%	6%	3%	-2%	1%	-1%	-1%	2%	1%	4%	-2%	-2%	12%	1%	-2%	2%	0%	1%	-1%
Strongly Democratic / Definitely Democrats	12%	12%	12%	10%	15%	8%	9%	16%	8%	13%	13%	2%	15%	24%	13%	6%	7%	10%	15%	9%	14%	12%	12%	10%	11%	11%	12%	5%	0%	23%	13%	9%	10%	13%
Unsure	6%	3%	5%	4%	6%	3%	5%	4%	4%	5%	4%	2%	9%	3%	4%	6%	5%	6%	4%	3%	5%	4%	5%	4%	5%	4%	5%	16%	3%	3%	4%	8%	6%	3%

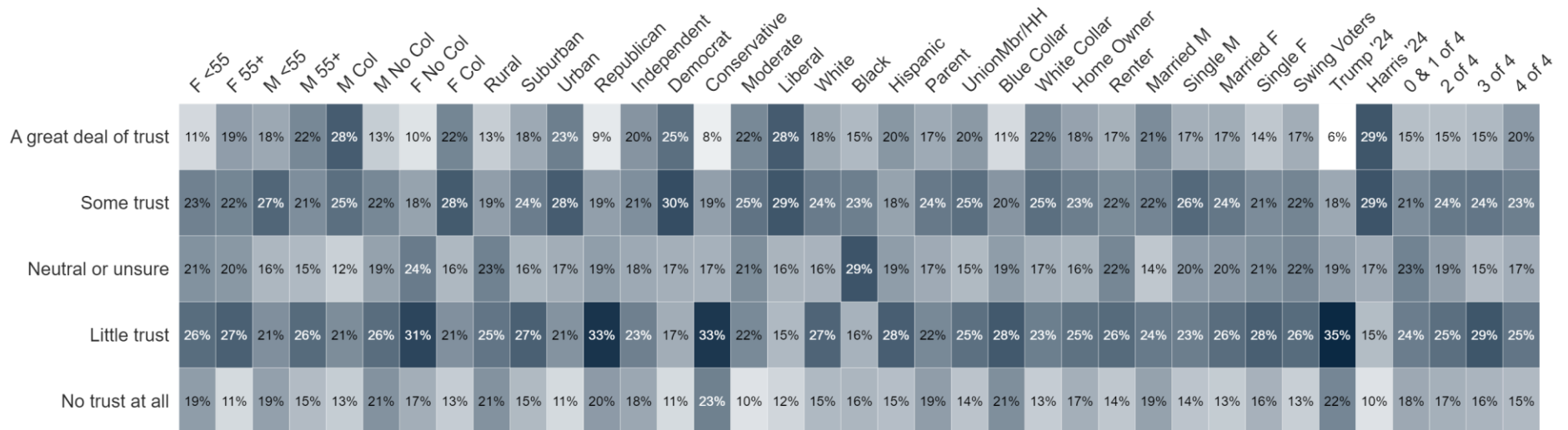
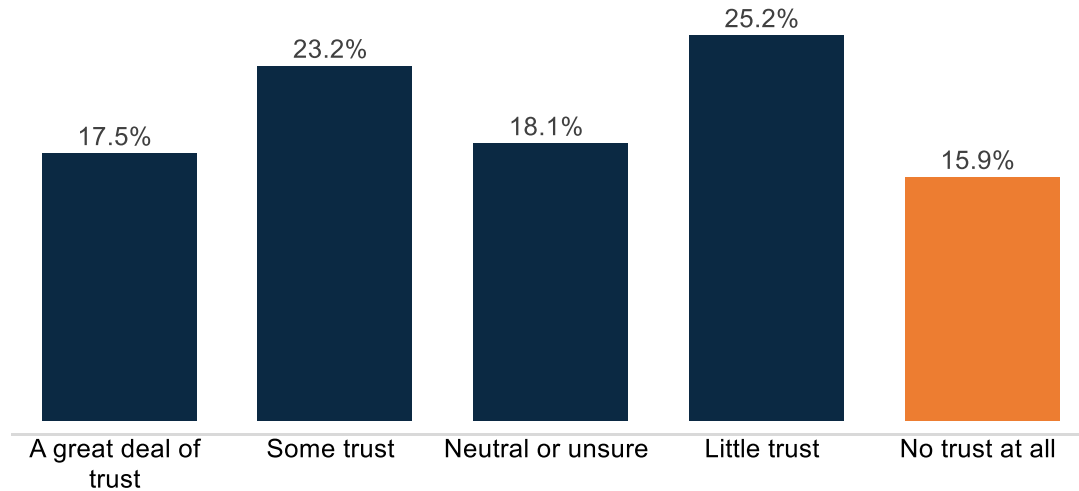
# Partisanship by Response to Party Lean in Next Election

Partisanship by Response

Party Lean in Next Election

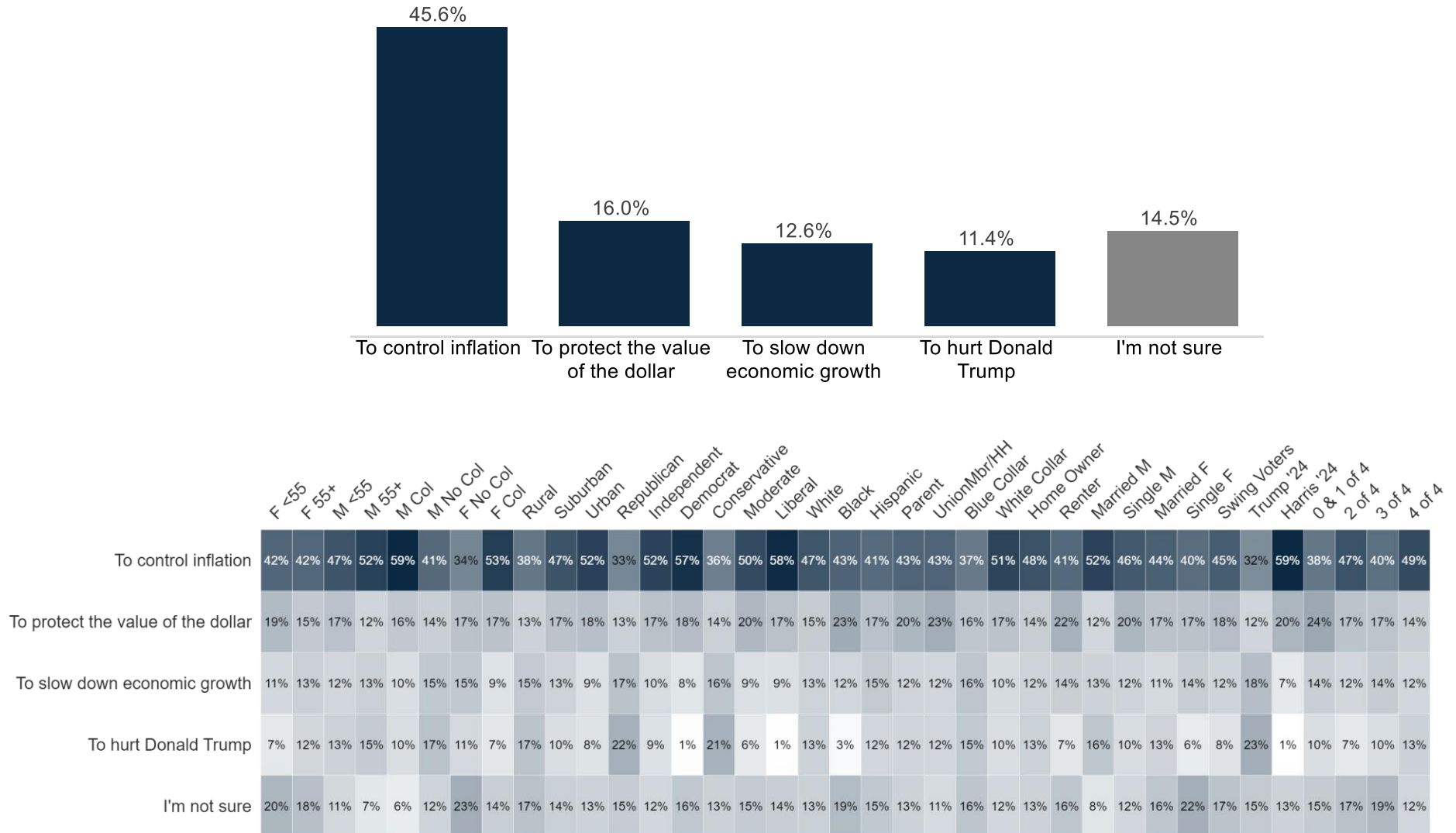


# Federal Reserve Trust



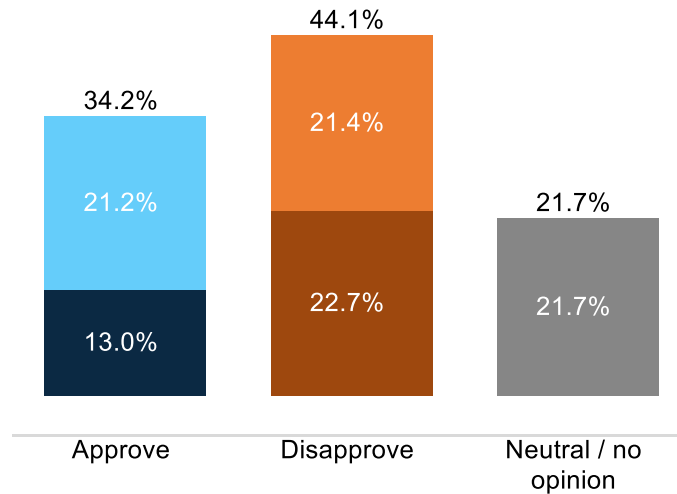
How much trust do you have in the Federal Reserve to make decisions that benefit the U.S. economy?

# Federal Reserve Interest Rate Increase Purpose



What do you believe is the main reason the Federal Reserve raises interest rates?

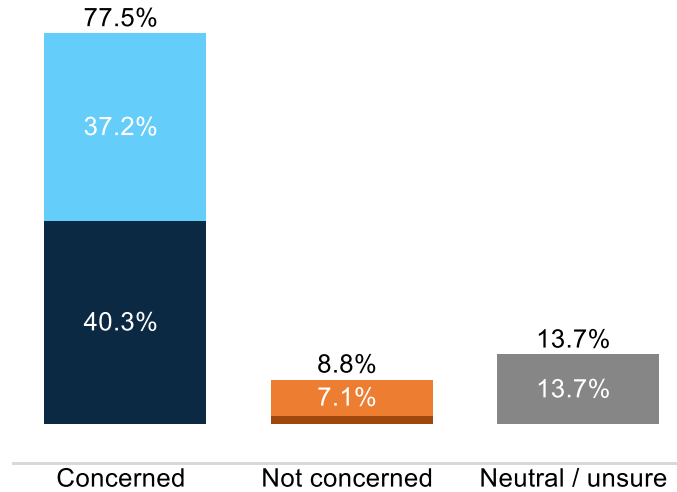
# Interest Rate Management by the Federal Reserve



	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	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Approve Total	29%	36%	36%	36%	43%	29%	25%	42%	26%	34%	44%	17%	38%	52%	18%	44%	51%	34%	40%	29%	37%	42%	27%	40%	37%	30%	35%	37%	36%	30%	36%	15%	55%	34%	27%	27%	38%
Disapprove Total	41%	45%	42%	49%	38%	52%	50%	34%	52%	45%	32%	67%	39%	21%	66%	30%	22%	46%	32%	48%	41%	37%	51%	41%	46%	40%	49%	39%	43%	43%	40%	69%	19%	41%	45%	44%	45%
Strongly approve	9%	14%	11%	17%	20%	9%	7%	18%	10%	13%	17%	4%	15%	22%	4%	18%	23%	13%	14%	9%	12%	16%	8%	16%	15%	8%	16%	10%	13%	11%	9%	3%	23%	10%	11%	12%	15%
Somewhat approve	20%	22%	25%	19%	23%	21%	18%	24%	16%	22%	27%	12%	23%	30%	14%	25%	29%	20%	26%	20%	26%	27%	19%	23%	21%	21%	19%	28%	22%	19%	27%	12%	31%	24%	17%	15%	23%
Neutral / no opinion	30%	19%	23%	15%	18%	19%	25%	24%	22%	21%	24%	16%	23%	27%	15%	26%	27%	21%	29%	23%	22%	21%	23%	19%	18%	30%	16%	24%	21%	27%	24%	16%	26%	25%	28%	29%	17%
Somewhat disapprove	22%	23%	20%	20%	20%	21%	24%	21%	23%	21%	20%	31%	20%	11%	28%	19%	12%	22%	14%	28%	19%	17%	22%	22%	22%	20%	23%	16%	22%	23%	24%	31%	11%	20%	23%	22%	21%
Strongly disapprove	18%	22%	21%	29%	19%	31%	26%	13%	29%	24%	12%	36%	19%	10%	38%	12%	9%	23%	18%	20%	22%	19%	29%	19%	23%	20%	27%	22%	21%	20%	16%	38%	8%	21%	22%	22%	24%

Do you approve or disapprove of how interest rates have been managed by the Federal Reserve in the past year?

# Concern about Interest Rates

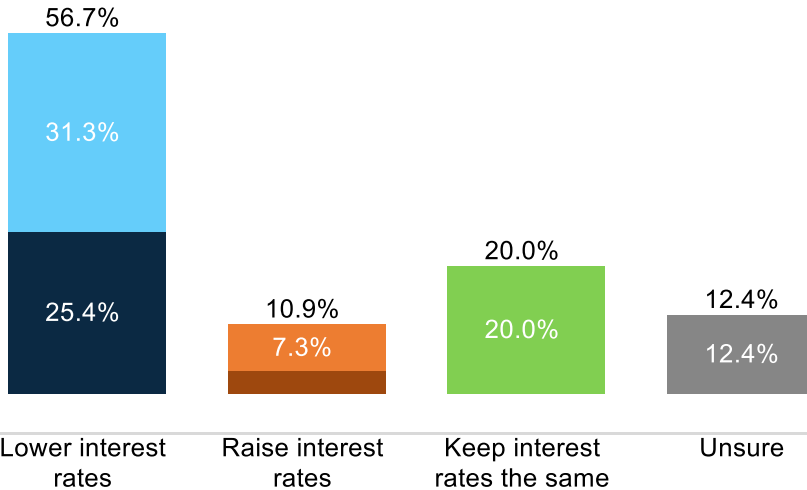


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Concerned Total	73%	81%	74%	82%	76%	80%	77%	77%	82%	78%	71%	86%	75%	69%	87%	70%	70%	79%	75%	70%	75%	76%	80%	77%	81%	70%	82%	70%	79%	75%	75%	86%	68%	71%	76%	77%	80%
Not concerned Total	11%	5%	10%	9%	11%	8%	8%	9%	9%	8%	12%	5%	12%	12%	5%	12%	11%	8%	10%	13%	11%	12%	7%	10%	8%	10%	9%	11%	9%	8%	10%	5%	13%	11%	9%	10%	8%
Very concerned	42%	45%	30%	42%	31%	42%	49%	37%	45%	40%	36%	48%	31%	36%	51%	31%	33%	38%	46%	43%	38%	40%	45%	37%	40%	39%	38%	32%	41%	45%	32%	49%	32%	39%	39%	43%	40%
Somewhat concerned	30%	37%	43%	40%	45%	38%	28%	40%	37%	38%	35%	37%	44%	33%	36%	39%	37%	41%	29%	27%	37%	37%	35%	40%	41%	32%	44%	38%	37%	30%	43%	38%	37%	32%	38%	33%	40%
Neutral / unsure	16%	14%	17%	9%	13%	12%	15%	14%	9%	15%	17%	10%	13%	19%	8%	18%	18%	13%	15%	17%	14%	12%	13%	13%	11%	19%	9%	18%	12%	17%	16%	9%	18%	18%	14%	13%	12%
Not very concerned	9%	5%	8%	7%	10%	6%	6%	8%	7%	6%	9%	4%	9%	9%	4%	9%	10%	7%	8%	6%	9%	10%	6%	8%	7%	8%	7%	9%	8%	6%	8%	4%	10%	8%	9%	6%	7%
Not concerned at all	3%	0%	2%	2%	2%	2%	1%	2%	1%	2%	3%	0%	3%	3%	0%	3%	2%	1%	2%	7%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	3%	3%	0%	4%	1%

How concerned are you about the impact of interest rates on the overall economy?



# Federal Reserve Interest Rate Direction

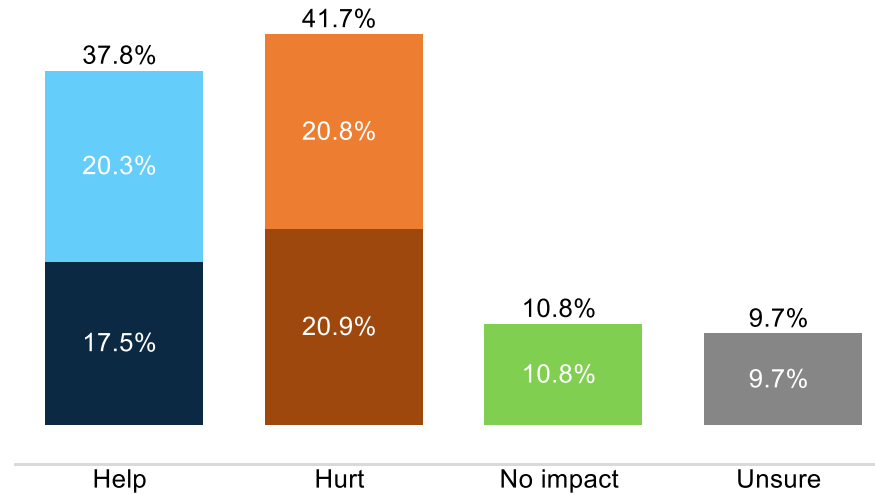


		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Liberal	White	Black	Hispanic	Parent	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4	
	Lower interest rates	48%	60%	52%	67%	54%	64%	56%	52%	65%	58%	43%	76%	52%	38%	76%	47%	38%	61%	41%	47%	52%	55%	62%	55%	62%	48%	66%	49%	57%	51%	52%	77%	37%	46%	50%	62%	60%
	Raise interest rates	15%	6%	15%	7%	13%	10%	12%	9%	7%	11%	16%	8%	11%	13%	8%	12%	14%	9%	18%	16%	15%	13%	9%	12%	9%	16%	10%	13%	10%	12%	15%	9%	13%	23%	13%	11%	7%
Significantly lower interest rates		22%	24%	22%	34%	22%	34%	26%	19%	31%	26%	18%	40%	19%	13%	41%	16%	11%	26%	19%	26%	23%	23%	33%	22%	27%	24%	31%	23%	22%	24%	16%	41%	11%	19%	23%	31%	26%
	Slightly lower interest rates	26%	36%	30%	33%	33%	30%	30%	33%	35%	32%	25%	36%	33%	25%	35%	31%	27%	35%	21%	21%	29%	31%	30%	34%	35%	24%	35%	26%	34%	27%	35%	36%	26%	27%	27%	31%	34%
Keep interest rates the same		15%	23%	22%	20%	23%	19%	17%	22%	15%	19%	28%	10%	23%	31%	10%	29%	28%	18%	28%	26%	20%	21%	19%	20%	19%	22%	18%	26%	18%	21%	21%	9%	31%	20%	21%	14%	21%
Slightly raise interest rates		10%	5%	9%	6%	10%	5%	8%	6%	6%	7%	11%	4%	8%	10%	5%	10%	9%	6%	11%	9%	9%	9%	5%	8%	7%	10%	7%	8%	6%	9%	9%	5%	10%	10%	8%	8%	6%
Significantly raise interest rates		5%	1%	6%	2%	3%	5%	4%	2%	2%	4%	6%	4%	4%	3%	4%	2%	5%	2%	7%	7%	6%	4%	3%	4%	2%	6%	3%	5%	3%	3%	6%	4%	3%	13%	5%	3%	1%
Unsure		22%	11%	11%	6%	10%	7%	15%	18%	12%	12%	12%	6%	13%	18%	6%	12%	20%	12%	14%	11%	13%	12%	10%	12%	10%	15%	6%	12%	16%	16%	13%	5%	19%	11%	17%	13%	11%

The Federal Reserve adjusts interest rates to help manage inflation, support employment, and stabilize the economy. Lowering rates can encourage borrowing and spending, while raising rates can help slow inflation. Keeping rates steady may signal confidence in current economic conditions. What do you think the Federal Reserve should do with interest rates over the next year?



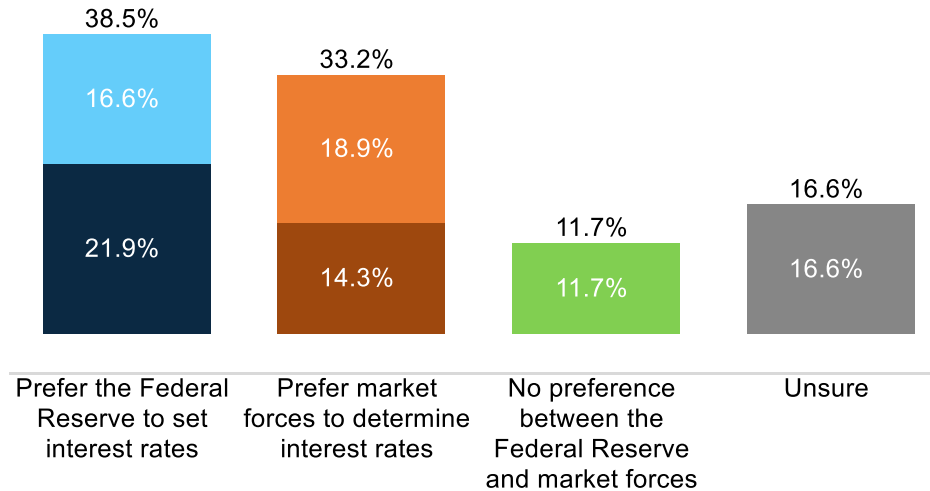
# Powell Help or Hurt



	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	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Help Total	28%	38%	39%	48%	34%	52%	38%	26%	48%	36%	28%	71%	26%	8%	69%	21%	7%	42%	21%	29%	37%	34%	48%	34%	41%	30%	46%	40%	40%	26%	28%	72%	6%	39%	29%	42%	39%
Hurt Total	45%	43%	39%	39%	48%	31%	36%	55%	31%	43%	54%	10%	52%	72%	13%	53%	77%	39%	51%	50%	38%	45%	31%	47%	40%	45%	38%	40%	40%	48%	37%	8%	76%	38%	42%	39%	44%
Definitely help	11%	17%	17%	26%	17%	25%	15%	12%	23%	16%	13%	34%	12%	3%	34%	6%	3%	20%	6%	15%	15%	18%	22%	16%	20%	13%	24%	19%	17%	11%	8%	35%	1%	14%	13%	18%	19%
Probably help	17%	21%	22%	22%	16%	27%	23%	14%	25%	20%	16%	37%	14%	5%	35%	15%	4%	22%	15%	14%	22%	16%	27%	18%	22%	17%	22%	21%	23%	15%	20%	37%	4%	25%	16%	24%	19%
No impact	10%	9%	17%	8%	15%	10%	11%	8%	10%	11%	11%	10%	12%	10%	10%	16%	8%	9%	17%	12%	15%	12%	12%	10%	10%	12%	12%	12%	10%	9%	20%	11%	10%	14%	17%	9%	9%
Probably hurt	22%	22%	21%	18%	24%	15%	19%	26%	17%	21%	27%	6%	29%	33%	7%	27%	37%	19%	29%	23%	18%	18%	15%	24%	20%	21%	18%	22%	20%	24%	24%	5%	36%	22%	21%	21%	21%
Definitely hurt	23%	21%	18%	21%	24%	16%	17%	29%	14%	22%	27%	4%	23%	39%	5%	27%	40%	20%	21%	27%	19%	28%	17%	23%	20%	24%	20%	18%	20%	24%	13%	2%	40%	16%	21%	19%	23%
Unsure	17%	10%	5%	5%	3%	7%	15%	11%	11%	10%	8%	9%	10%	10%	9%	10%	9%	10%	11%	9%	10%	9%	8%	9%	8%	13%	4%	8%	10%	16%	14%	9%	9%	9%	12%	10%	9%

President Trump has criticized Federal Reserve Chair Jerome Powell for high interest rates and announced Powell will step down in eight months. Do you believe this change will help or hurt the U.S. economy?

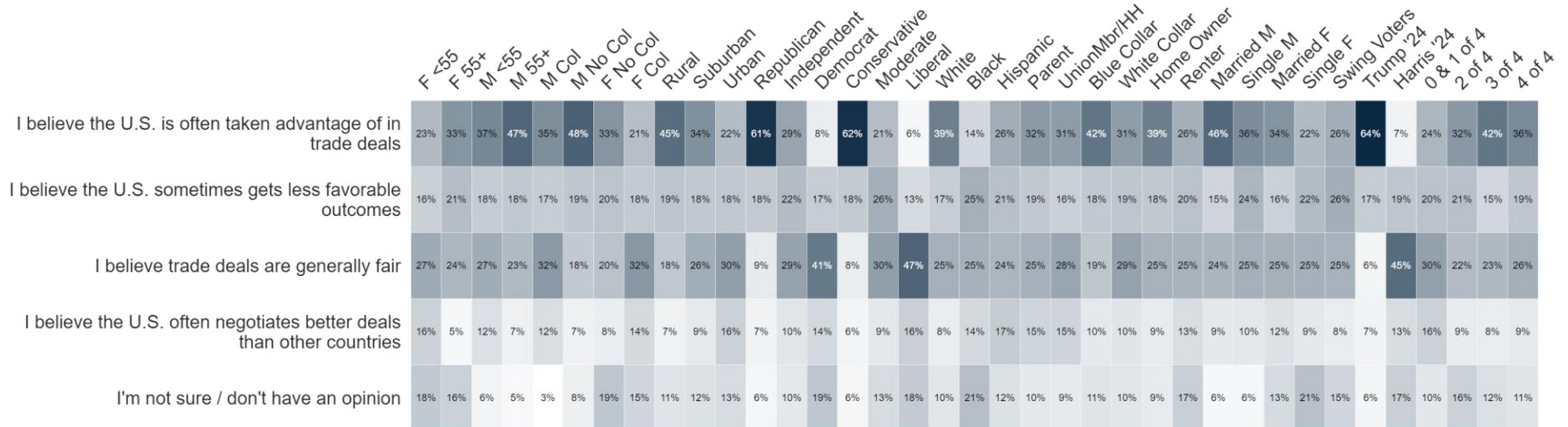
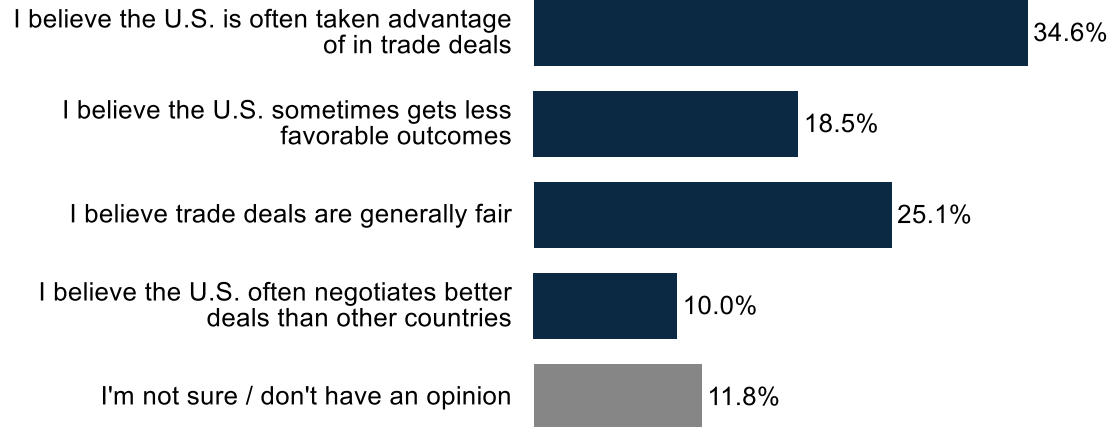
# Federal Reserve vs Free Market



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	
Prefer the Federal Reserve to set interest rates	37%	37%	38%	43%	50%	31%	28%	49%	31%	39%	49%	20%	47%	54%	22%	43%	61%	39%	31%	42%	35%	42%	31%	44%	39%	37%	40%	39%	39%	35%	37%	19%	59%	36%	32%	37%	41%
Prefer market forces to determine interest rates	27%	30%	37%	40%	36%	41%	30%	28%	37%	34%	26%	51%	29%	16%	51%	25%	14%	36%	29%	20%	35%	31%	38%	32%	36%	27%	42%	32%	29%	29%	32%	53%	14%	34%	27%	36%	34%
Strongly prefer the Federal Reserve to set interest rates	20%	21%	21%	26%	31%	17%	13%	30%	15%	24%	26%	7%	26%	36%	9%	24%	40%	23%	16%	21%	20%	25%	16%	26%	23%	18%	25%	21%	21%	20%	18%	6%	39%	19%	17%	23%	24%
Somewhat prefer the Federal Reserve to set interest rates	17%	16%	16%	16%	19%	14%	15%	19%	15%	15%	22%	13%	21%	19%	13%	18%	20%	16%	15%	22%	15%	17%	15%	18%	16%	18%	15%	19%	18%	15%	19%	13%	20%	17%	15%	15%	18%
No preference between the Federal Reserve and market forces	11%	9%	16%	11%	9%	17%	13%	6%	12%	12%	10%	13%	11%	11%	11%	16%	9%	10%	18%	20%	14%	13%	16%	9%	10%	15%	10%	19%	9%	12%	16%	12%	11%	19%	16%	9%	10%
Somewhat prefer market forces to determine interest rates	17%	20%	17%	22%	18%	21%	17%	20%	20%	20%	15%	29%	16%	10%	27%	17%	9%	20%	18%	12%	16%	19%	21%	18%	20%	17%	22%	15%	19%	18%	20%	29%	9%	21%	16%	21%	18%
Strongly prefer market forces to determine interest rates	10%	10%	20%	18%	18%	20%	12%	8%	17%	14%	12%	22%	14%	6%	24%	8%	5%	16%	12%	7%	19%	12%	17%	14%	16%	11%	20%	17%	10%	11%	12%	24%	6%	13%	11%	15%	15%
Unsure	25%	23%	10%	7%	5%	11%	29%	17%	20%	15%	15%	17%	13%	18%	15%	16%	17%	16%	22%	18%	16%	14%	15%	15%	14%	22%	7%	10%	23%	24%	15%	16%	16%	11%	24%	18%	15%

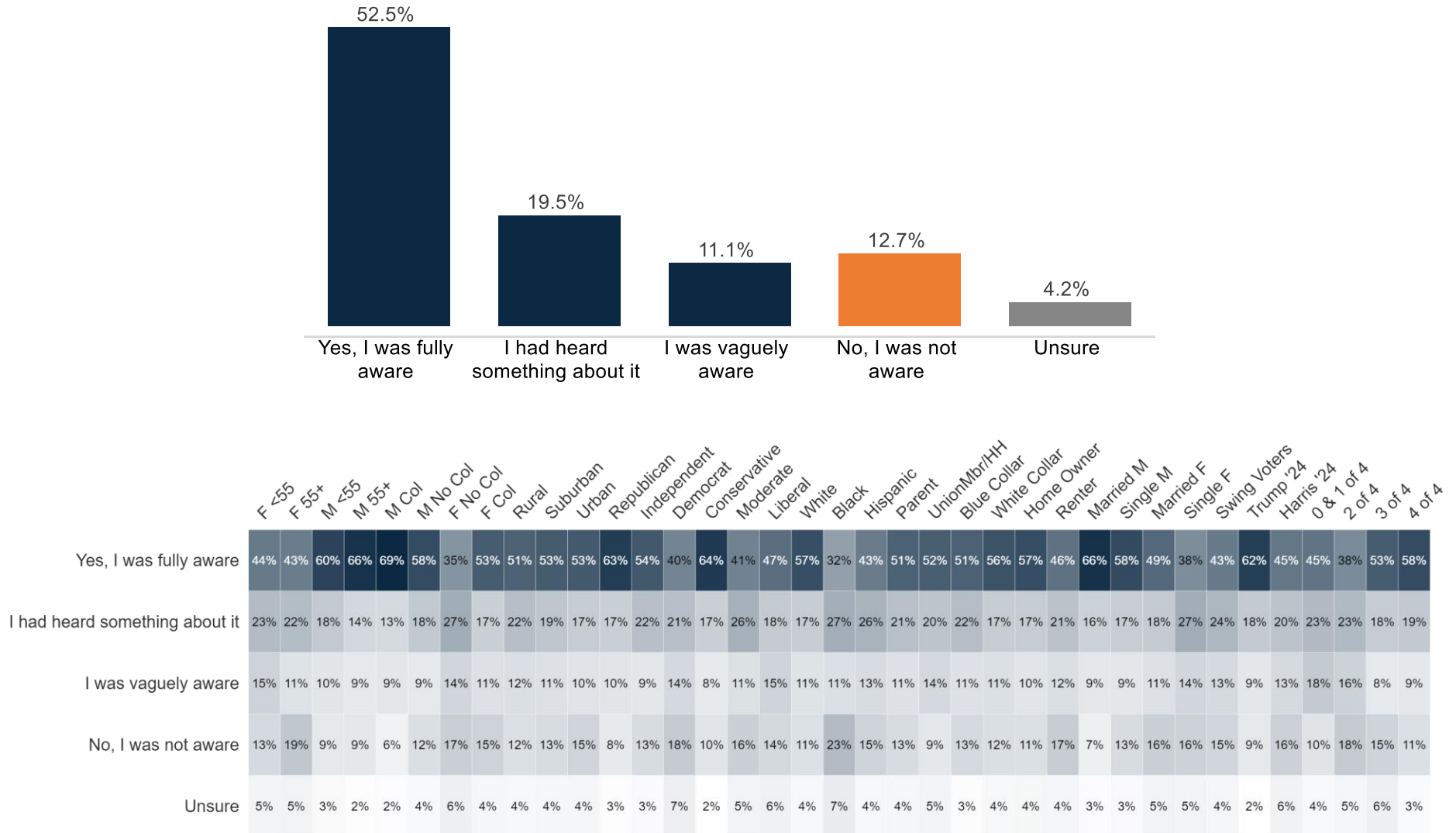
Which approach do you prefer for determining interest rates in the U.S.?

# Trade Deal Fairness to the U.S.



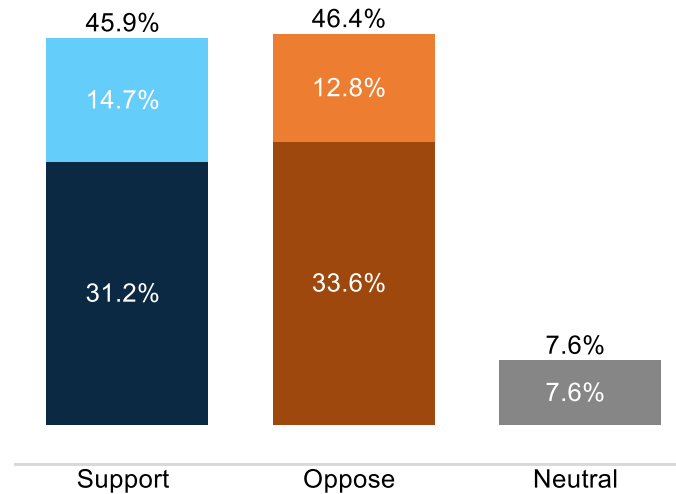
Some people believe that trade deals between the U.S. and other countries benefit foreign nations more than they benefit Americans. Others believe the deals are fair or even favorable to the U.S. In the past, do you believe other countries have gained more from trade deals with the U.S. than Americans do?

# Awareness of Tariffs Driving Increased Revenue



Tariffs imposed during the Trump administration have led to increased revenue for the U.S. government. Before this survey, were you aware that tariffs had increased government revenue?

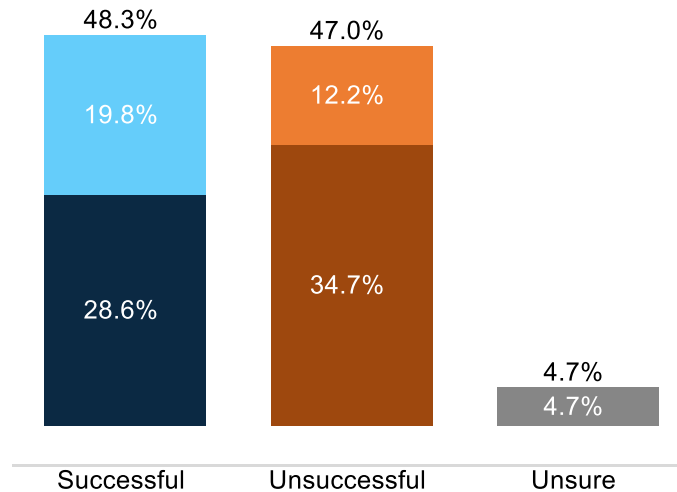
# Trump Tariff Support Knowing Increased Revenue



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union	Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	34%	44%	50%	57%	45%	61%	45%	32%	56%	45%	34%	83%	39%	8%	83%	29%	7%	50%	30%	38%	46%	42%	57%	42%	51%	35%	57%	48%	46%	32%	43%	87%	7%	47%	40%	48%	47%
Oppose Total	53%	49%	43%	39%	51%	32%	41%	63%	36%	49%	55%	11%	53%	82%	13%	57%	87%	44%	54%	51%	45%	51%	35%	62%	44%	52%	40%	43%	47%	56%	44%	7%	85%	42%	44%	47%	48%
Strongly support - It was a beneficial outcome for the country	21%	31%	31%	43%	30%	44%	30%	20%	41%	30%	21%	62%	23%	3%	62%	13%	3%	36%	13%	17%	30%	26%	42%	27%	36%	20%	41%	32%	33%	19%	19%	64%	2%	25%	24%	34%	34%
Somewhat support - It had some positive effects	14%	13%	19%	14%	15%	17%	15%	12%	15%	15%	13%	21%	16%	5%	21%	16%	4%	14%	16%	21%	16%	14%	15%	15%	15%	17%	16%	13%	14%	23%	24%	5%	21%	16%	14%	13%	
Neutral - I'm unsure or don't have a strong opinion	12%	7%	7%	4%	4%	6%	14%	5%	8%	6%	11%	6%	8%	10%	4%	14%	6%	6%	16%	11%	9%	7%	8%	6%	5%	13%	3%	10%	7%	12%	13%	6%	8%	11%	16%	5%	5%
Somewhat oppose - I have concerns about its impact	13%	14%	12%	12%	13%	11%	12%	16%	12%	13%	14%	7%	13%	20%	6%	18%	18%	11%	22%	16%	15%	12%	12%	14%	13%	12%	12%	11%	13%	15%	21%	5%	20%	13%	11%	13%	13%
Strongly oppose - I believe it caused more harm than good	40%	35%	31%	28%	38%	21%	29%	47%	24%	36%	41%	5%	41%	62%	6%	40%	69%	33%	33%	35%	30%	39%	24%	38%	31%	40%	28%	32%	34%	41%	23%	1%	66%	29%	34%	34%	35%

During his presidency, Donald Trump imposed tariffs on imports from most countries, which led to billions of dollars in new revenue for the U.S. government. Knowing this, how do you feel about Donald Trump's tariffs on imports from various countries?

# Trump Tariff Negotiations Success

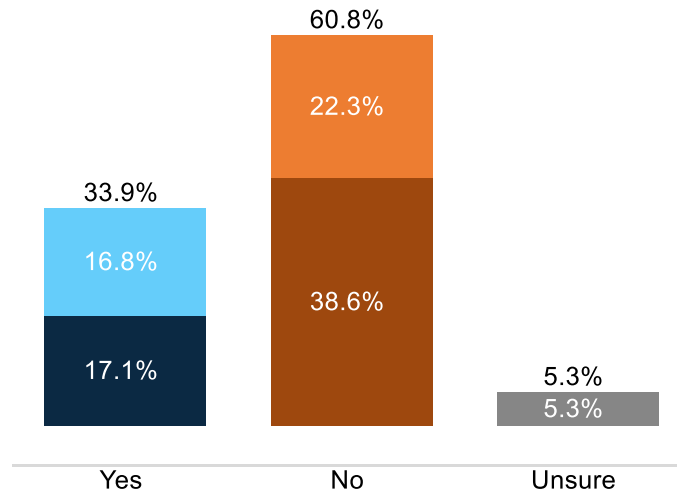


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Successful Total	40%	45%	53%	57%	47%	62%	49%	34%	57%	48%	39%	83%	37%	16%	79%	38%	13%	51%	38%	41%	52%	44%	58%	44%	52%	40%	58%	50%	51%	35%	46%	84%	14%	50%	46%	50%	48%
Unsuccessful Total	53%	49%	44%	41%	51%	34%	44%	60%	38%	48%	55%	15%	58%	77%	19%	56%	81%	45%	51%	56%	44%	53%	38%	52%	44%	54%	40%	46%	43%	58%	46%	13%	80%	47%	47%	43%	48%
Very successful	23%	29%	27%	37%	24%	39%	30%	20%	38%	28%	18%	58%	16%	4%	56%	12%	5%	33%	9%	21%	27%	21%	37%	25%	32%	19%	36%	25%	33%	19%	16%	57%	3%	25%	19%	30%	32%
Somewhat successful	18%	16%	27%	20%	22%	24%	19%	14%	19%	20%	20%	25%	21%	13%	23%	27%	8%	18%	29%	20%	25%	23%	21%	19%	19%	21%	22%	24%	18%	16%	30%	27%	11%	25%	27%	21%	16%
Somewhat unsuccessful	14%	12%	12%	11%	12%	11%	12%	14%	11%	10%	19%	6%	17%	16%	6%	17%	16%	11%	17%	15%	13%	12%	10%	14%	12%	13%	9%	16%	10%	16%	19%	5%	18%	16%	11%	9%	12%
Very unsuccessful	39%	37%	31%	31%	39%	24%	32%	46%	28%	38%	37%	9%	41%	61%	13%	39%	65%	34%	34%	40%	31%	40%	28%	38%	33%	42%	31%	30%	33%	42%	27%	8%	62%	31%	36%	34%	36%
Unsure	7%	6%	3%	2%	2%	3%	7%	6%	5%	4%	6%	2%	5%	7%	2%	6%	6%	4%	11%	3%	4%	3%	4%	4%	4%	6%	2%	4%	6%	7%	8%	3%	6%	3%	7%	6%	4%

How successful do you believe Donald Trump has been in negotiating new tariff rates and trade deals with other countries during his presidency?



# EBT for Junk Food

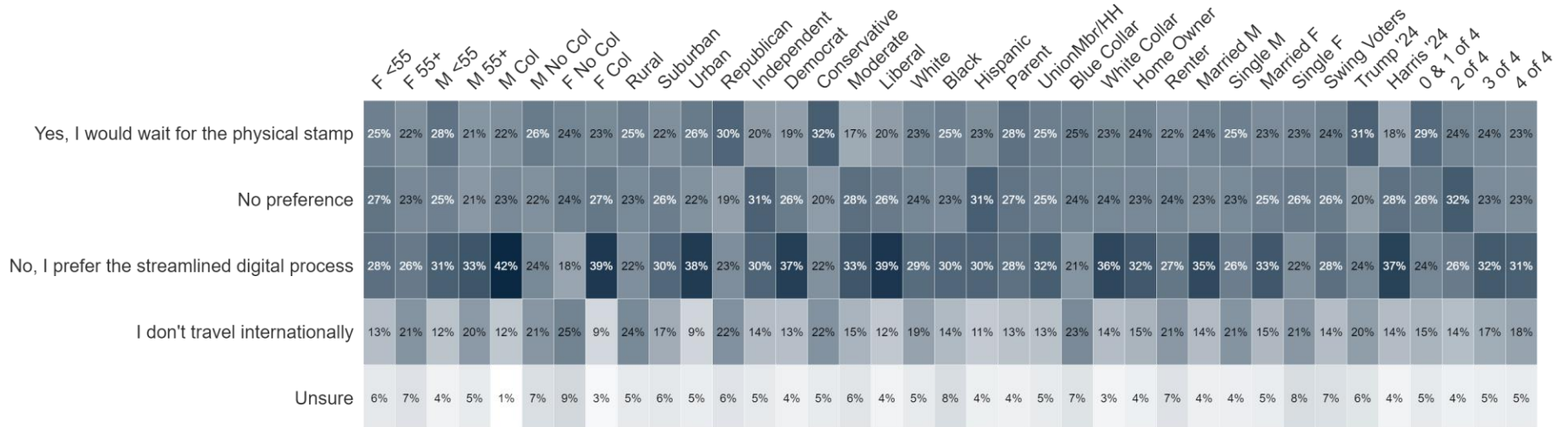
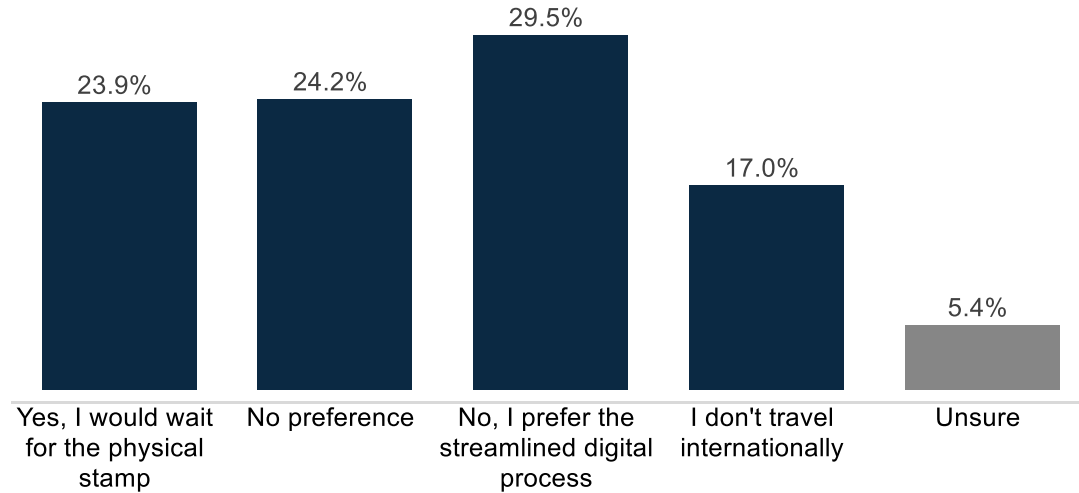


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	50%	27%	41%	18%	33%	26%	34%	43%	27%	32%	48%	17%	35%	53%	16%	38%	57%	28%	56%	44%	44%	40%	29%	36%	27%	50%	22%	42%	35%	41%	33%	16%	51%	53%	40%	37%	27%
No Total	43%	68%	53%	79%	64%	68%	59%	52%	70%	63%	44%	80%	59%	41%	80%	55%	38%	68%	33%	46%	50%	55%	65%	60%	68%	43%	74%	53%	60%	52%	60%	80%	43%	42%	51%	60%	68%
Definitely yes	29%	13%	21%	5%	13%	13%	21%	20%	13%	16%	24%	8%	16%	28%	8%	16%	32%	13%	34%	22%	24%	19%	17%	16%	12%	28%	9%	20%	18%	24%	14%	8%	26%	28%	27%	19%	12%
Probably yes	21%	14%	20%	12%	19%	13%	13%	22%	14%	15%	24%	9%	19%	24%	9%	22%	25%	15%	22%	22%	20%	20%	12%	20%	15%	22%	13%	22%	17%	17%	19%	8%	24%	26%	13%	17%	15%
Probably no	19%	28%	15%	26%	25%	17%	24%	23%	22%	23%	20%	20%	21%	26%	20%	23%	25%	23%	17%	24%	20%	21%	24%	24%	17%	24%	16%	22%	24%	26%	18%	27%	18%	20%	19%	25%	
Definitely no	25%	40%	38%	52%	40%	51%	35%	29%	47%	40%	24%	60%	38%	15%	61%	32%	13%	45%	16%	22%	30%	35%	44%	36%	44%	26%	50%	37%	38%	28%	34%	62%	17%	25%	32%	41%	43%
Unsure	7%	5%	6%	3%	3%	6%	7%	5%	3%	5%	7%	3%	6%	6%	3%	7%	6%	4%	11%	10%	6%	5%	5%	4%	4%	7%	4%	5%	5%	7%	6%	4%	6%	4%	8%	3%	5%

Do you believe recipients of federal food support, like EBT or food stamps, should be able to use that money to purchase snack foods, sugary drinks, and other highly processed foods?

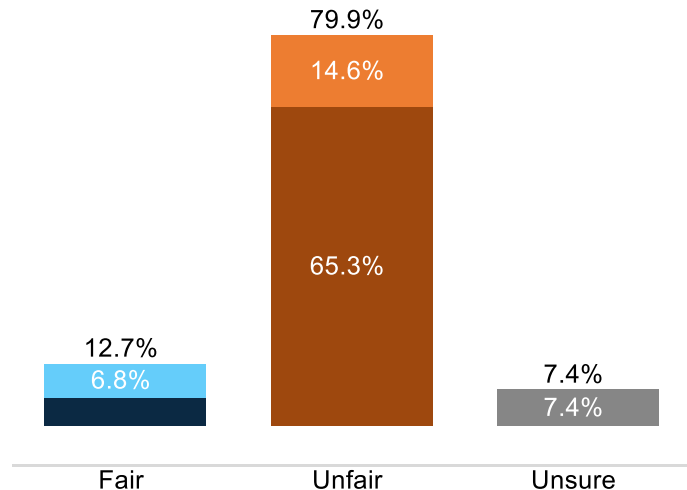


# Passport Stamp



Would you be willing to wait in a longer line at an international port of entry to receive a physical stamp in your passport if the estimated wait time was displayed, or would you prefer a faster, stamp-free digital entry process?

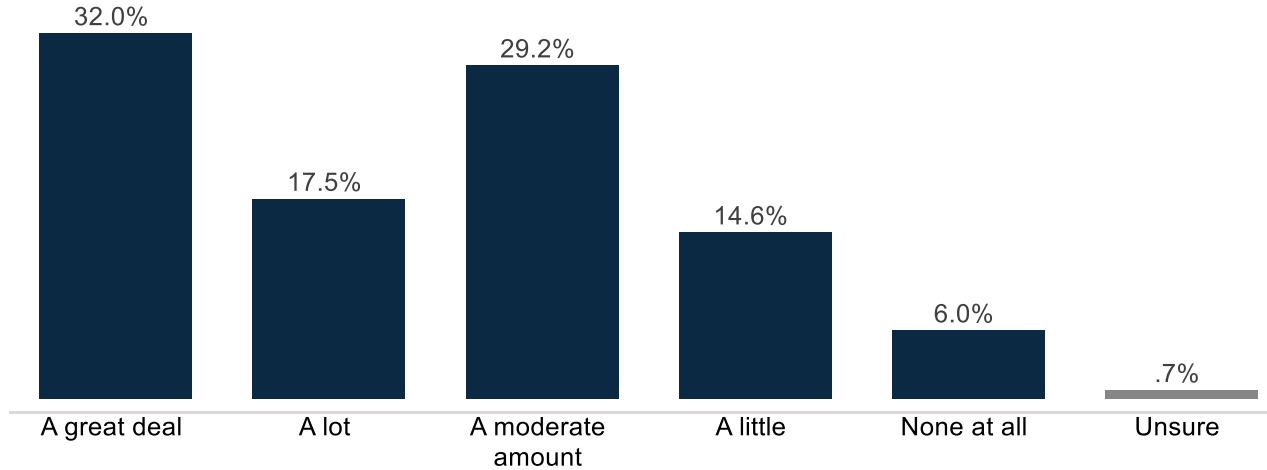
# AI-Based Airline Pricing



	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	Union Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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
Fair Total	17%	6%	20%	9%	15%	13%	13%	10%	10%	12%	18%	14%	10%	13%	13%	12%	12%	10%	24%	21%	21%	16%	13%	12%	10%	18%	13%	16%	9%	14%	18%	12%	13%	27%	13%	13%	9%
Unfair Total	76%	87%	73%	83%	80%	76%	79%	84%	81%	81%	74%	79%	82%	80%	81%	79%	80%	84%	67%	71%	70%	78%	80%	81%	83%	74%	80%	75%	84%	79%	73%	81%	79%	67%	74%	83%	85%
Very fair	10%	2%	9%	4%	6%	6%	5%	6%	5%	5%	10%	7%	4%	5%	6%	5%	6%	4%	11%	12%	13%	10%	6%	6%	5%	8%	6%	7%	6%	5%	7%	6%	6%	14%	5%	7%	3%
Somewhat fair	8%	4%	11%	5%	9%	7%	7%	4%	5%	7%	9%	7%	6%	8%	7%	7%	7%	5%	13%	9%	8%	6%	7%	6%	5%	10%	7%	10%	3%	9%	11%	6%	7%	13%	8%	5%	6%
Somewhat unfair	14%	14%	14%	17%	16%	14%	15%	13%	15%	15%	14%	16%	14%	14%	14%	18%	13%	15%	18%	10%	13%	16%	15%	15%	15%	13%	14%	17%	14%	14%	19%	15%	14%	17%	11%	11%	15%
Very unfair	62%	73%	59%	67%	63%	62%	64%	71%	67%	67%	60%	63%	68%	66%	67%	61%	67%	68%	50%	62%	57%	62%	65%	66%	68%	61%	66%	58%	70%	65%	54%	67%	65%	49%	63%	72%	69%
Unsure	7%	7%	8%	8%	5%	10%	8%	6%	8%	7%	8%	7%	8%	7%	6%	8%	8%	7%	9%	8%	9%	6%	7%	7%	7%	8%	7%	9%	7%	7%	9%	6%	8%	6%	13%	5%	7%

Some airlines are exploring the use of artificial intelligence to set ticket prices based on what the AI predicts each traveler is willing to pay. This could mean some passengers pay less and others pay more for the same seat. Do you think this is fair or unfair?

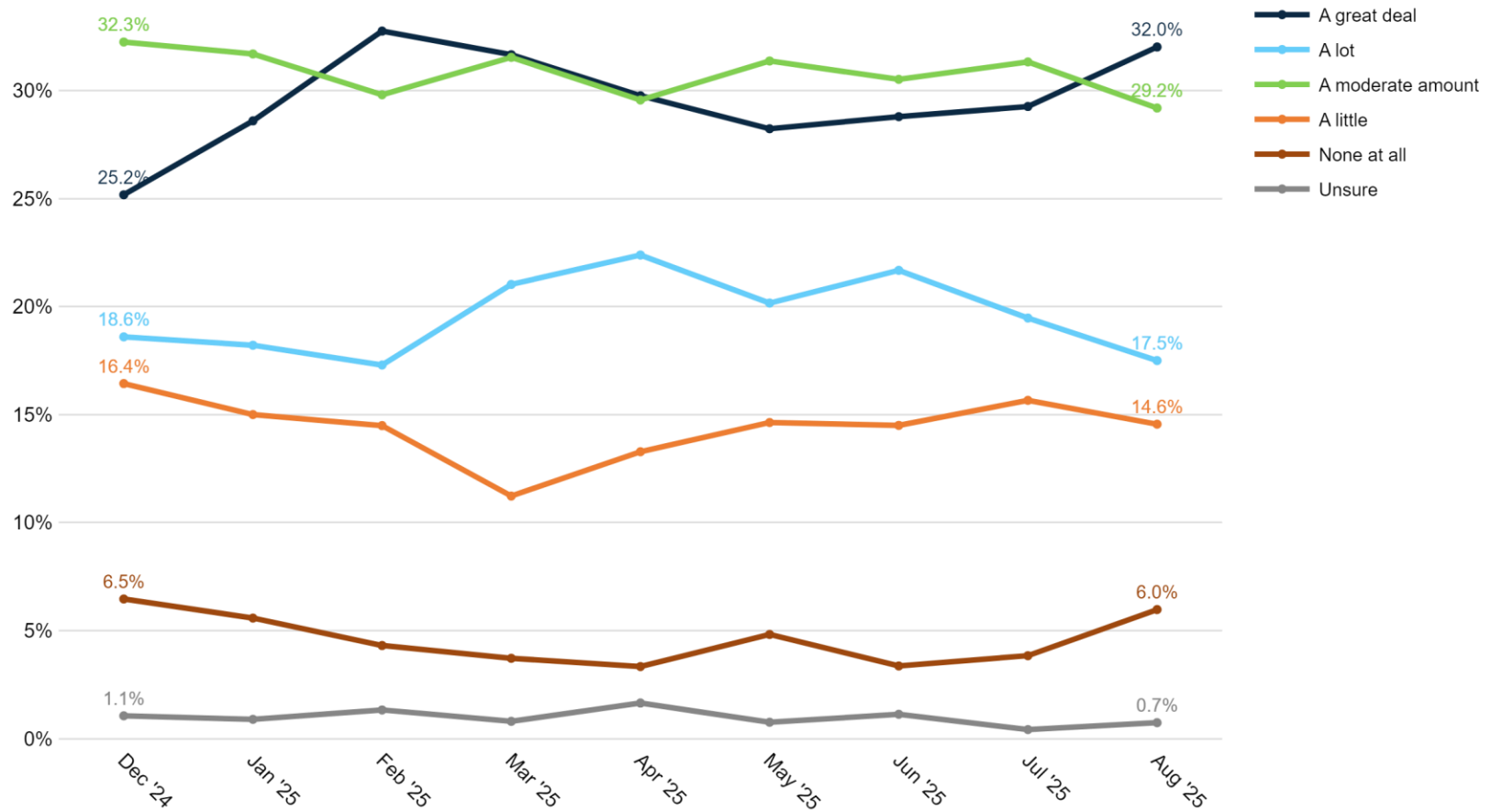
# News Attention



	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	Union	Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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%	33%	29%	36%	41%	25%	26%	38%	27%	33%	37%	31%	26%	37%	32%	25%	40%	33%	27%	29%	30%	35%	29%	35%	32%	32%	37%	25%	33%	30%	20%	30%	36%	27%	25%	30%	36%	
A lot	15%	17%	17%	20%	19%	19%	15%	18%	17%	17%	19%	17%	20%	17%	17%	18%	18%	16%	14%	16%	13%	16%	19%	19%	16%	19%	19%	16%	17%	16%	15%	20%	13%	13%	17%	20%		
A moderate amount	33%	26%	34%	25%	25%	32%	31%	28%	27%	31%	28%	29%	29%	27%	35%	28%	28%	36%	31%	31%	33%	30%	29%	28%	29%	27%	34%	30%	29%	34%	30%	28%	35%	36%	32%	25%		
A little	18%	13%	14%	12%	10%	16%	19%	12%	20%	13%	10%	16%	18%	11%	16%	16%	11%	15%	11%	14%	17%	13%	18%	12%	15%	14%	13%	15%	16%	15%	21%	16%	11%	18%	20%	13%	13%	
None at all	3%	9%	5%	6%	4%	7%	8%	3%	9%	5%	5%	6%	6%	5%	7%	5%	3%	5%	6%	11%	4%	6%	6%	5%	5%	8%	5%	7%	5%	7%	7%	8%	4%	7%	5%	8%	5%	
Unsure	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	0%	3%	0%	2%	0%	1%	0%	0%	1%	0%	0%	0%	2%	2%	1%	1%	0%	0%	0%	1%	

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

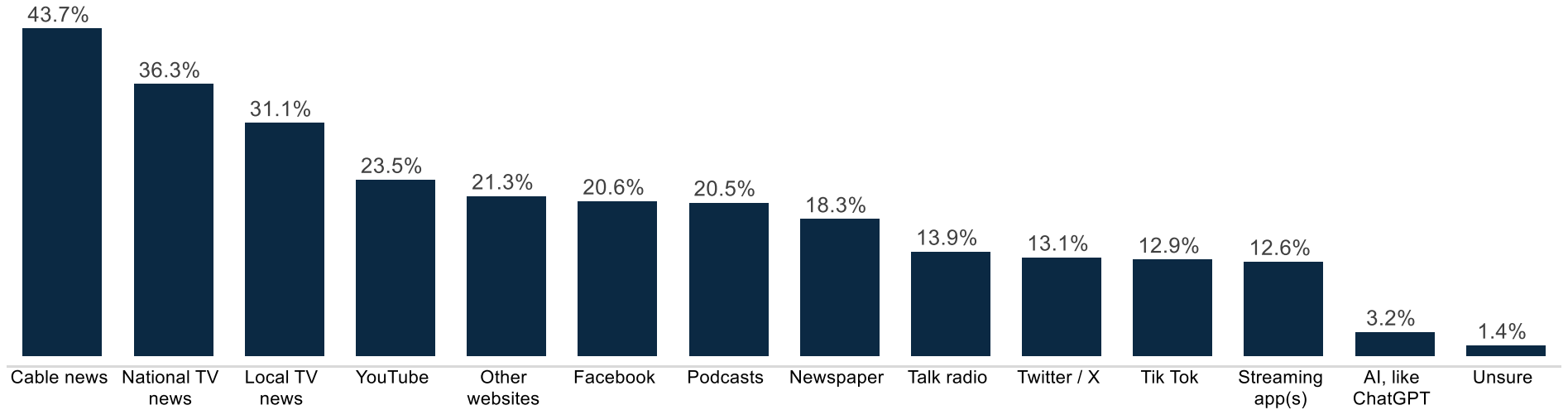
# Trend: News Attention



# Percent Change: News Attention (Jul '25 to Aug '25)

	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	Patent	Union/Mbr/HH	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	4%	0%	3%	4%	8%	0%	-2%	7%	-1%	3%	7%	4%	0%	2%	3%	2%	1%	1%	5%	11%	3%	3%	7%	-3%	2%	3%	2%	3%	3%	6%	3%	7%	1%
A lot	1%	-4%	-3%	-1%	-3%	-2%	-2%	-2%	0%	-4%	-1%	-2%	4%	-5%	-1%	1%	-6%	-2%	0%	-9%	1%	-7%	-1%	-4%	-1%	-3%	-2%	-3%	-3%	-5%	-5%	0%	-1%
A moderate amount	-4%	-1%	2%	-5%	-3%	-1%	-1%	-4%	-5%	0%	-5%	-3%	-8%	2%	-4%	-2%	1%	-2%	6%	-11%	-2%	7%	-6%	5%	-4%	0%	0%	-3%	-1%	-1%	5%	-6%	-3%
A little	1%	-1%	-3%	-1%	-4%	0%	1%	-2%	1%	-1%	-5%	0%	1%	-3%	-1%	-3%	3%	1%	-16%	2%	-2%	-4%	-2%	-1%	1%	-3%	-4%	-1%	-2%	0%	-2%	-4%	0%
None at all	-2%	6%	1%	3%	2%	2%	4%	0%	5%	1%	2%	1%	3%	2%	3%	2%	1%	2%	2%	6%	-1%	0%	2%	3%	2%	1%	3%	3%	2%	1%	0%	4%	2%
Unsure	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	3%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	-1%	0%

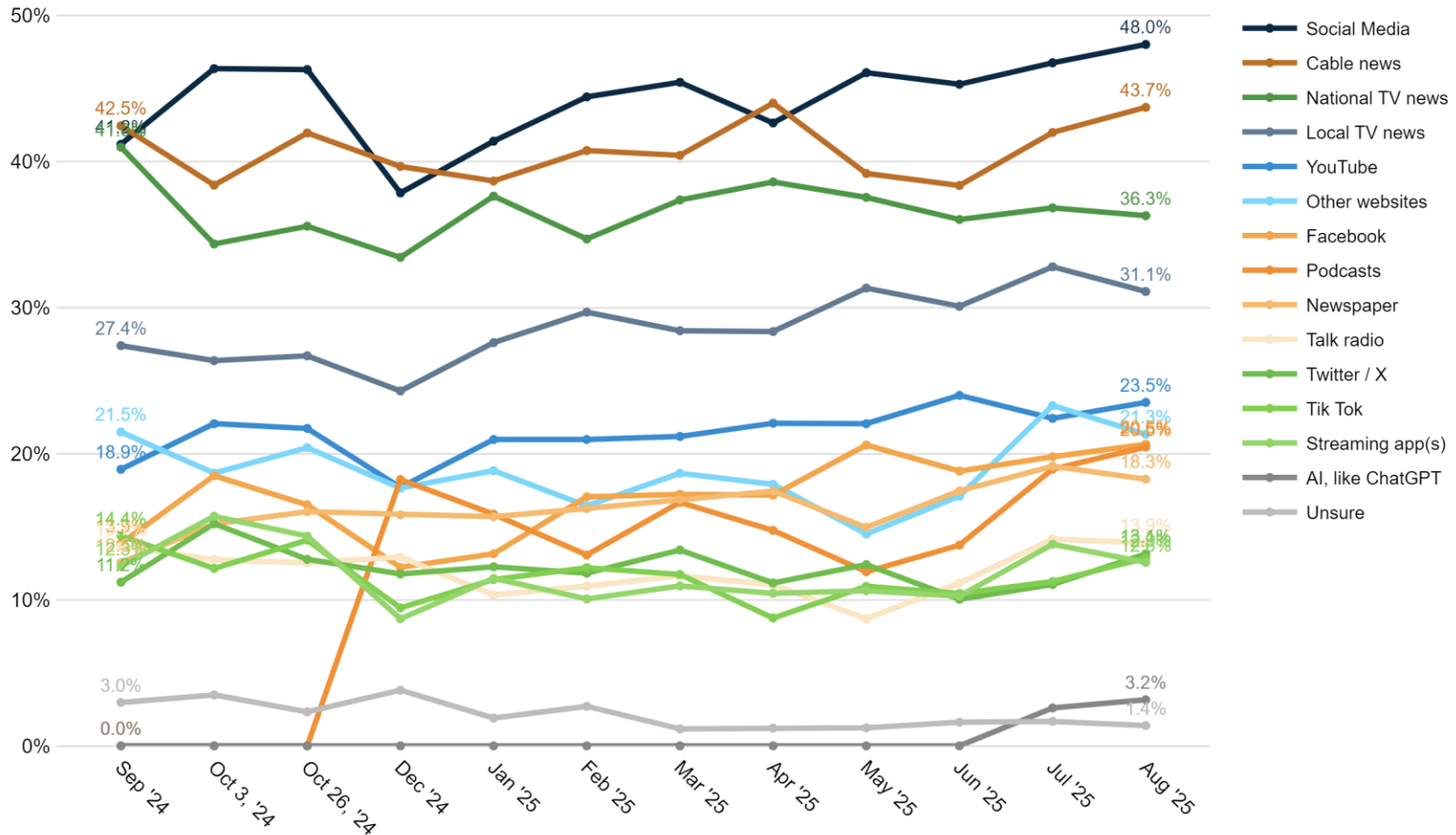
# News Source



	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	Union/Mbr/HH	Blue Collar	White Collar	Home Owner	Renter	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	62%	31%	71%	30%	46%	54%	50%	41%	50%	44%	56%	49%	47%	47%	49%	47%	47%	42%	63%	63%	65%	49%	55%	42%	42%	61%	45%	60%	45%	47%	54%	49%	45%	71%	55%	52%	39%
Cable news	34%	50%	34%	56%	43%	48%	42%	43%	43%	45%	41%	52%	35%	40%	51%	47%	32%	45%	41%	47%	38%	40%	44%	44%	48%	34%	48%	40%	44%	41%	36%	51%	38%	34%	43%	45%	47%
National TV news	36%	43%	32%	33%	37%	28%	38%	42%	33%	36%	41%	27%	35%	47%	23%	47%	46%	35%	44%	40%	34%	38%	33%	39%	37%	37%	32%	32%	37%	42%	40%	24%	48%	36%	35%	35%	37%
Local TV news	27%	38%	25%	33%	29%	29%	34%	31%	27%	32%	33%	25%	31%	38%	25%	39%	34%	32%	34%	29%	27%	34%	32%	31%	32%	31%	29%	29%	32%	35%	33%	24%	37%	24%	23%	31%	35%
YouTube	26%	14%	42%	15%	23%	32%	24%	14%	25%	21%	28%	23%	29%	21%	25%	21%	25%	20%	34%	31%	29%	23%	28%	20%	19%	34%	23%	37%	18%	22%	27%	25%	21%	40%	25%	25%	18%
Other websites	25%	19%	21%	22%	26%	16%	17%	28%	21%	23%	18%	17%	28%	22%	20%	16%	30%	23%	12%	16%	23%	21%	17%	24%	23%	20%	23%	18%	23%	20%	22%	18%	25%	17%	18%	21%	24%
Facebook	26%	17%	25%	14%	16%	23%	24%	19%	24%	17%	25%	22%	15%	22%	22%	22%	16%	18%	30%	29%	29%	16%	23%	18%	18%	28%	16%	25%	22%	22%	23%	21%	19%	29%	27%	24%	16%
Podcasts	27%	12%	29%	14%	24%	19%	16%	25%	19%	21%	20%	20%	23%	20%	22%	12%	26%	22%	14%	18%	26%	25%	21%	21%	21%	19%	22%	20%	21%	19%	20%	22%	20%	18%	22%	20%	21%
Newspaper	16%	19%	18%	20%	27%	12%	11%	26%	13%	17%	28%	10%	19%	28%	10%	21%	28%	19%	18%	11%	17%	20%	12%	22%	20%	16%	18%	20%	18%	18%	16%	10%	28%	15%	15%	15%	21%
Talk radio	12%	12%	16%	16%	16%	17%	11%	13%	14%	16%	10%	18%	14%	9%	19%	10%	9%	15%	11%	8%	15%	18%	17%	13%	15%	11%	18%	14%	12%	11%	14%	19%	9%	13%	10%	11%	16%
Twitter / X	15%	6%	28%	6%	20%	14%	11%	9%	10%	12%	19%	16%	16%	9%	15%	12%	11%	12%	18%	14%	19%	15%	14%	13%	13%	14%	16%	18%	12%	8%	15%	17%	9%	20%	14%	14%	11%
Tik Tok	28%	6%	16%	2%	8%	9%	19%	13%	13%	12%	13%	10%	13%	17%	9%	14%	18%	10%	22%	23%	21%	19%	15%	11%	9%	23%	7%	12%	16%	17%	17%	10%	15%	28%	18%	14%	7%
Streaming app(s)	16%	9%	17%	9%	11%	15%	11%	14%	14%	12%	12%	13%	15%	11%	13%	11%	14%	13%	6%	16%	15%	15%	14%	12%	12%	12%	12%	14%	10%	14%	14%	14%	11%	15%	13%	15%	11%
AI, like ChatGPT	6%	1%	4%	1%	2%	3%	4%	3%	3%	3%	5%	3%	4%	3%	3%	3%	4%	2%	7%	7%	5%	5%	3%	3%	2%	4%	3%	3%	3%	3%	6%	3%	3%	9%	2%	4%	2%
Unsure	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	0%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	0%	2%	1%	1%	

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

# Trend: News Source

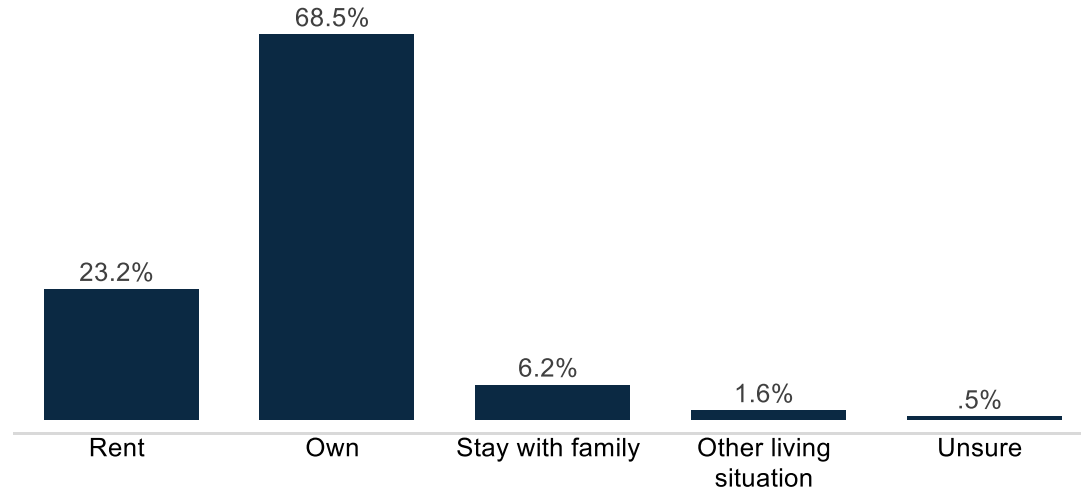




# Percent Change: News Source (Jul '25 to Aug '25)

	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	Union	Mbr/HH	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%	-3%	10%	2%	2%	9%	-1%	-5%	-2%	-1%	12%	1%	-2%	4%	1%	5%	0%	-3%	19%	11%	8%	0%	2%	12%	1%	-5%	6%	-1%	2%	6%	2%	3%	-1%	
Cable news	3%	2%	5%	-3%	-1%	3%	3%	2%	2%	0%	6%	3%	0%	2%	1%	8%	-3%	1%	4%	7%	4%	-3%	1%	0%	-2%	6%	-1%	3%	2%	8%	6%	12%	-3%	
National TV news	-1%	-2%	5%	-4%	3%	-2%	0%	-4%	0%	-2%	1%	2%	1%	-4%	-2%	-1%	1%	-1%	-4%	3%	4%	-2%	1%	-2%	-5%	3%	-5%	0%	-3%	7%	-7%	3%	-2%	
Local TV news	2%	0%	0%	-9%	-5%	-5%	3%	-3%	-3%	-2%	0%	-5%	-2%	2%	-5%	-2%	4%	-1%	-7%	-1%	4%	-1%	-3%	-8%	-3%	5%	-5%	-4%	-1%	3%	-8%	-3%	-1%	
YouTube	2%	-4%	7%	0%	0%	7%	1%	-4%	3%	-2%	6%	4%	-1%	0%	2%	0%	1%	0%	3%	8%	8%	2%	2%	8%	2%	-4%	3%	2%	-1%	5%	2%	1%	-1%	
Other websites	1%	0%	-9%	0%	-5%	-4%	-1%	1%	-2%	-1%	-4%	-4%	-1%	0%	-2%	-2%	-1%	-1%	-1%	-7%	1%	0%	-3%	-7%	1%	0%	1%	-5%	0%	-5%	-2%	-4%	0%	
Facebook	-4%	1%	7%	1%	3%	5%	-3%	0%	-5%	1%	8%	-3%	1%	4%	1%	2%	1%	-1%	11%	8%	2%	-6%	1%	10%	-3%	0%	3%	-2%	3%	1%	1%	5%	-1%	
Podcasts	7%	-3%	0%	3%	1%	2%	1%	2%	2%	0%	4%	3%	-1%	2%	1%	2%	1%	1%	4%	2%	4%	4%	3%	0%	1%	2%	2%	2%	2%	-3%	3%	-1%	3%	
Newspaper	1%	-3%	0%	-1%	-2%	1%	-3%	1%	-4%	-1%	4%	-3%	-3%	3%	-1%	-1%	0%	-2%	3%	-1%	1%	-1%	-3%	2%	-5%	3%	-1%	-2%	1%	0%	2%	-2%	-2%	
Talk radio	1%	0%	-1%	-2%	0%	-2%	1%	-1%	1%	1%	-6%	-1%	2%	-2%	-1%	0%	1%	1%	-2%	-3%	-2%	0%	-2%	1%	0%	1%	1%	1%	0%	0%	-3%	-2%	0%	
Twitter / X	5%	2%	3%	-2%	3%	-1%	5%	1%	1%	0%	9%	0%	4%	4%	0%	2%	5%	1%	12%	-1%	2%	3%	1%	1%	5%	2%	6%	0%	3%	6%	3%	1%	2%	
Tik Tok	1%	1%	5%	0%	3%	1%	2%	-1%	-1%	4%	0%	2%	3%	0%	2%	4%	1%	0%	12%	-1%	4%	6%	1%	5%	4%	-2%	5%	2%	1%	3%	5%	-1%	1%	
Streaming app(s)	-2%	0%	1%	-4%	-2%	-1%	-3%	2%	-1%	0%	-3%	-1%	-1%	-2%	0%	-4%	1%	-1%	-12%	2%	-3%	2%	-2%	0%	-2%	0%	-3%	-1%	-3%	2%	-1%	0%	-2%	
AI, like ChatGPT	3%	0%	-1%	0%	-1%	0%	2%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	5%	1%	0%	2%	0%	-1%	1%	1%	4%	0%	1%	3%	0%	3%	-1%		
Unsure	-1%	1%	-2%	0%	0%	-2%	0%	0%	1%	-1%	0%	0%	-1%	0%	-1%	0%	0%	0%	-3%	-2%	0%	0%	-2%	0%	0%	-1%	-1%	0%	-2%	-1%	0%	0%		

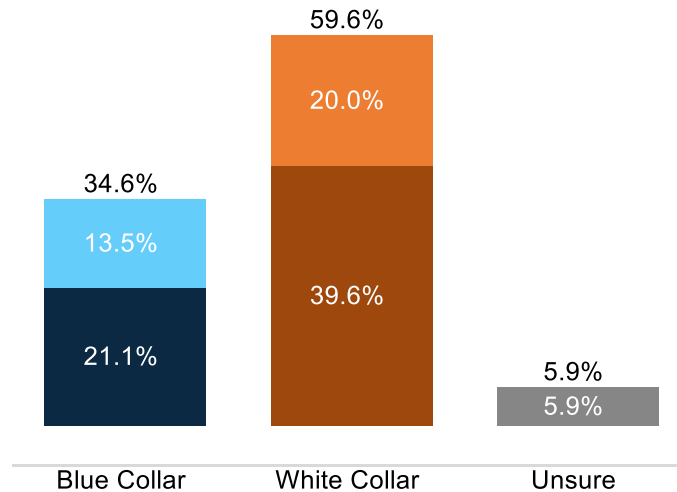
# Rent or Own



	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	Union/Mbr/HH	Blue Collar	White Collar	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
Rent	34%	18%	27%	14%	16%	24%	29%	21%	18%	19%	40%	18%	21%	30%	18%	25%	29%	17%	50%	36%	24%	24%	26%	20%	9%	40%	12%	39%	27%	17%	28%	42%	33%	27%	15%
Own	52%	78%	60%	83%	78%	66%	58%	75%	74%	72%	51%	76%	70%	59%	75%	67%	61%	77%	37%	49%	70%	67%	62%	75%	88%	44%	86%	45%	62%	77%	63%	37%	53%	66%	81%
Stay with family	11%	2%	11%	1%	4%	8%	9%	3%	4%	7%	6%	4%	8%	8%	5%	6%	8%	5%	8%	12%	4%	7%	9%	4%	2%	13%	1%	11%	8%	4%	7%	16%	10%	6%	3%
Other living situation	3%	1%	2%	1%	1%	2%	3%	1%	3%	1%	2%	2%	1%	2%	1%	2%	2%	1%	4%	2%	1%	2%	3%	1%	1%	2%	1%	3%	2%	1%	2%	5%	4%	1%	1%
Unsure	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%

Do you rent or own your primary residence?

# Job Type – Blue vs White

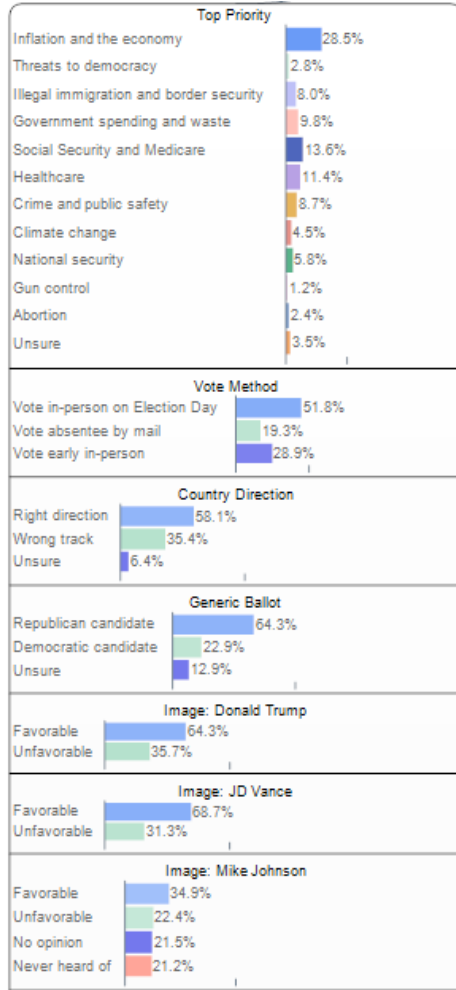


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Union	Mbr/HH	Home Owner	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 & 1 of 4	2 of 4	3 of 4	4 of 4
Blue Collar	28%	26%	44%	42%	18%	66%	39%	13%	47%	30%	30%	41%	31%	30%	41%	31%	28%	35%	33%	33%	34%	41%	31%	39%	38%	53%	24%	31%	33%	41%	28%	38%	42%	37%	32%	
White Collar	62%	67%	51%	56%	80%	29%	49%	85%	47%	65%	62%	55%	63%	63%	55%	61%	67%	62%	53%	55%	61%	56%	66%	51%	61%	41%	72%	57%	59%	55%	66%	52%	49%	57%	65%	
Definitely Blue Collar	12%	14%	29%	31%	10%	48%	20%	6%	31%	17%	18%	28%	17%	15%	29%	17%	13%	22%	14%	20%	19%	28%	20%	24%	26%	37%	11%	16%	18%	28%	15%	18%	26%	25%	20%	
Mostly Blue Collar	16%	12%	15%	11%	9%	17%	19%	7%	16%	13%	12%	13%	14%	14%	12%	14%	15%	13%	19%	13%	14%	13%	12%	15%	12%	16%	13%	15%	15%	13%	13%	20%	15%	12%	12%	
Mostly White Collar	22%	21%	19%	18%	21%	15%	24%	18%	18%	23%	15%	19%	22%	19%	20%	21%	19%	20%	23%	19%	21%	24%	20%	20%	18%	19%	20%	22%	23%	20%	20%	22%	19%	21%	20%	
Definitely White Collar	40%	47%	32%	38%	59%	14%	26%	66%	29%	43%	47%	36%	41%	44%	34%	40%	47%	42%	30%	36%	39%	32%	45%	31%	42%	22%	51%	35%	35%	35%	46%	30%	31%	36%	45%	
Unsure	10%	6%	5%	2%	1%	5%	12%	3%	6%	5%	8%	4%	6%	7%	4%	7%	5%	4%	13%	12%	6%	3%	3%	10%	1%	6%	4%	12%	8%	4%	7%	10%	9%	6%	3%	

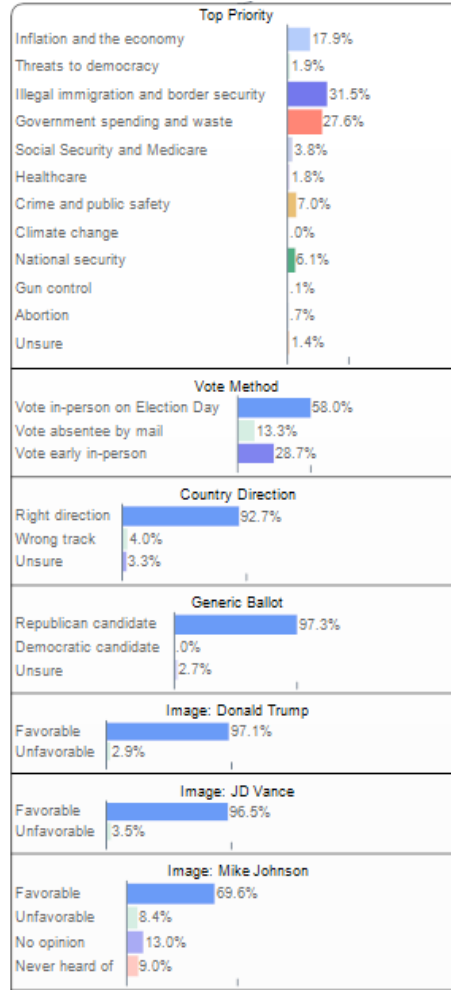
In your current job or when you last worked, do/did you consider that role to be White Collar or Blue Collar? Blue Collar is often described as hands-on roles like electricians, truck drivers, law enforcement, construction, and mechanics. White Collar is often described as office-based, professional, or administrative work.

# Segmentation Analysis:

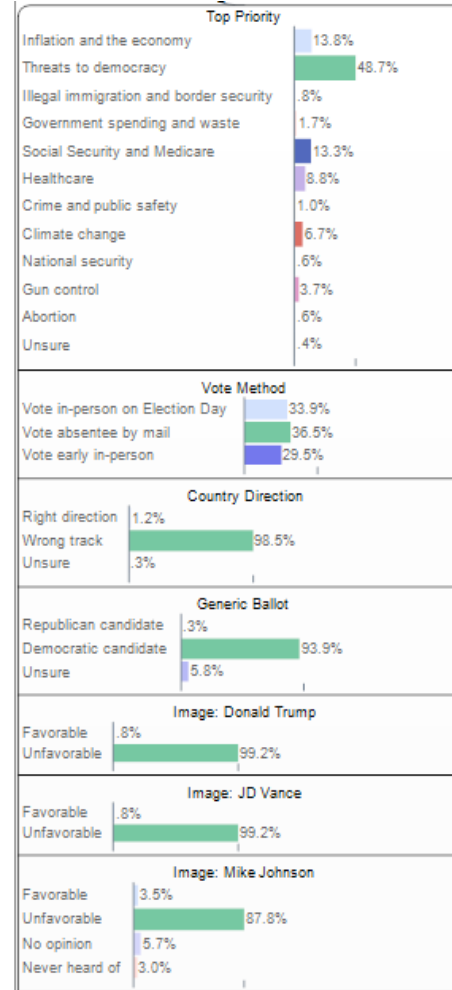
## Young GOPs (18%)



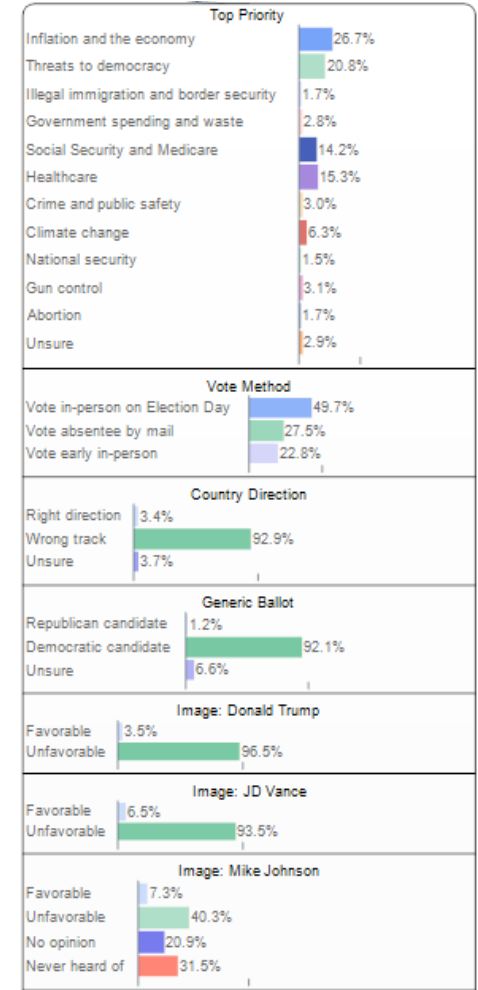
## Old GOPs (35%)



## Old Dems (29%)

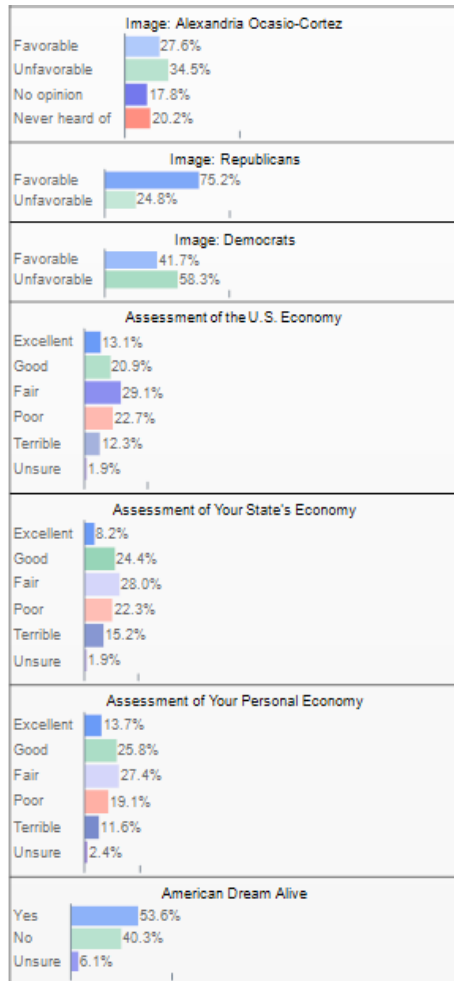


## Young Dems (18%)

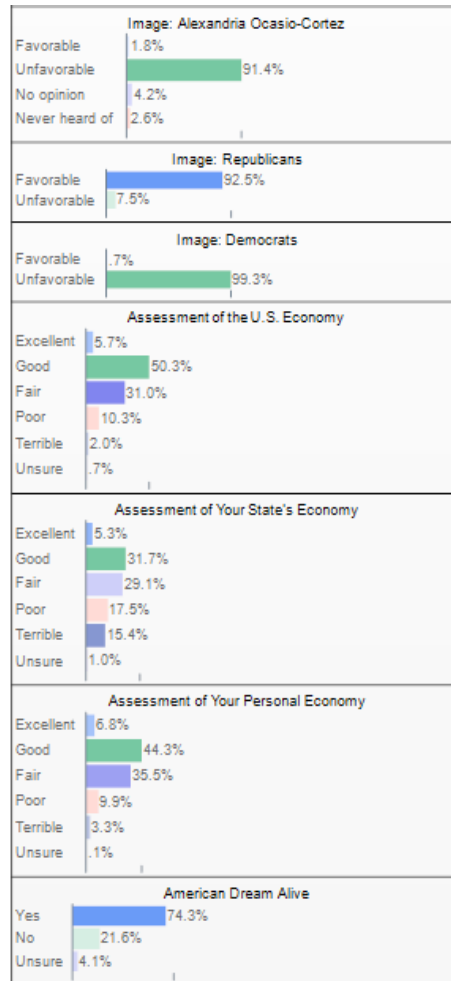


# Segmentation Analysis:

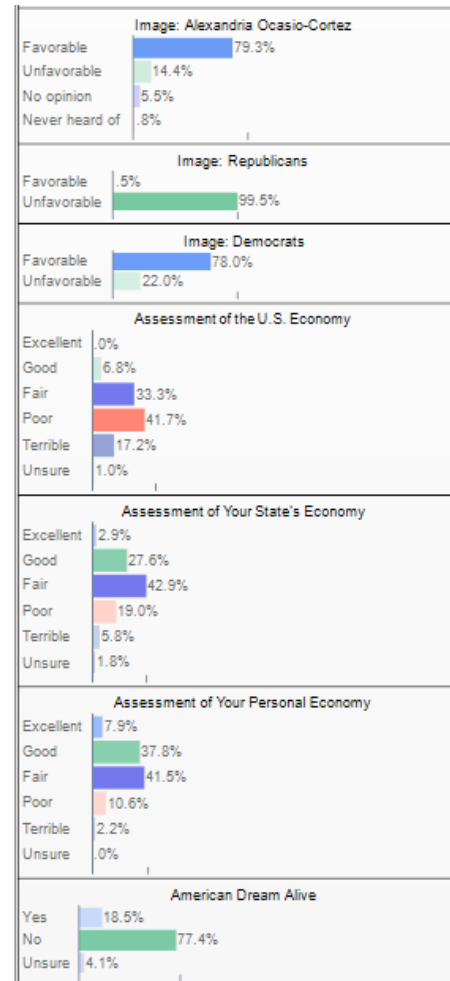
## Young GOPs (18%)



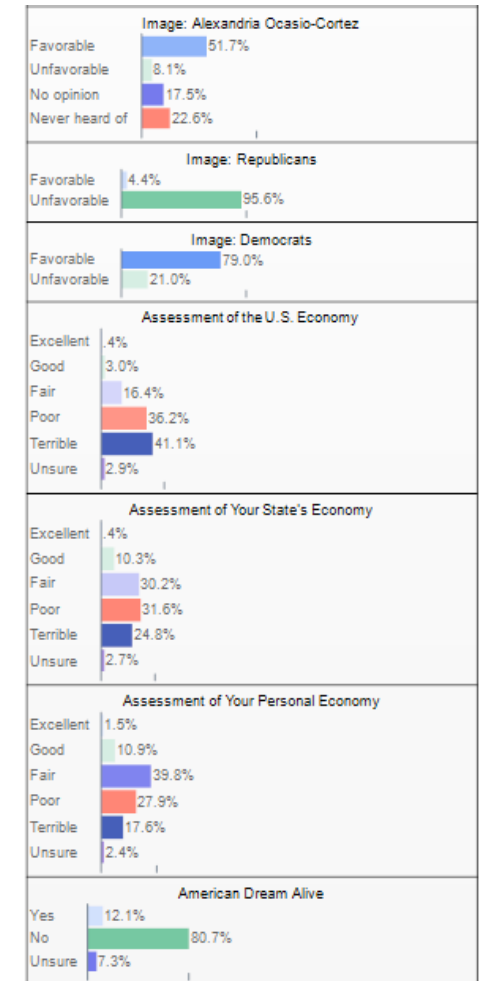
## Old GOPs (35%)



## Old Dems (29%)

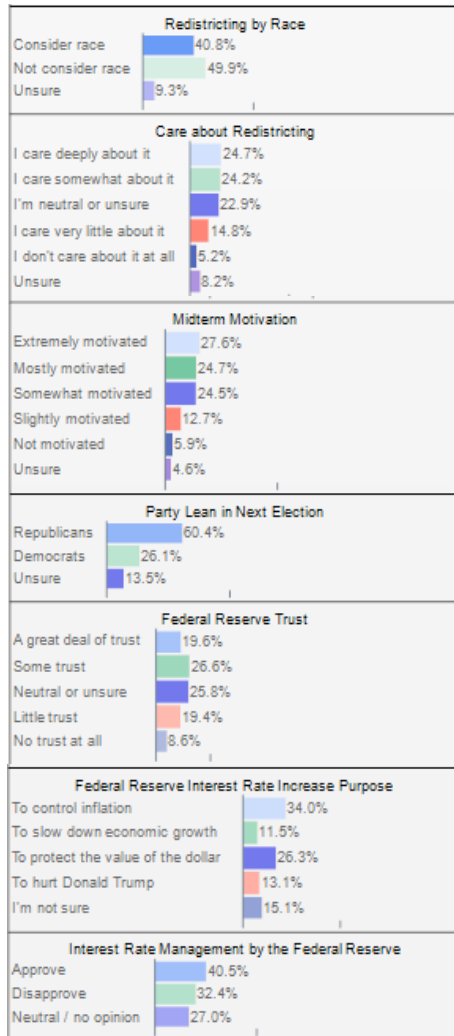


## Young Dems (18%)

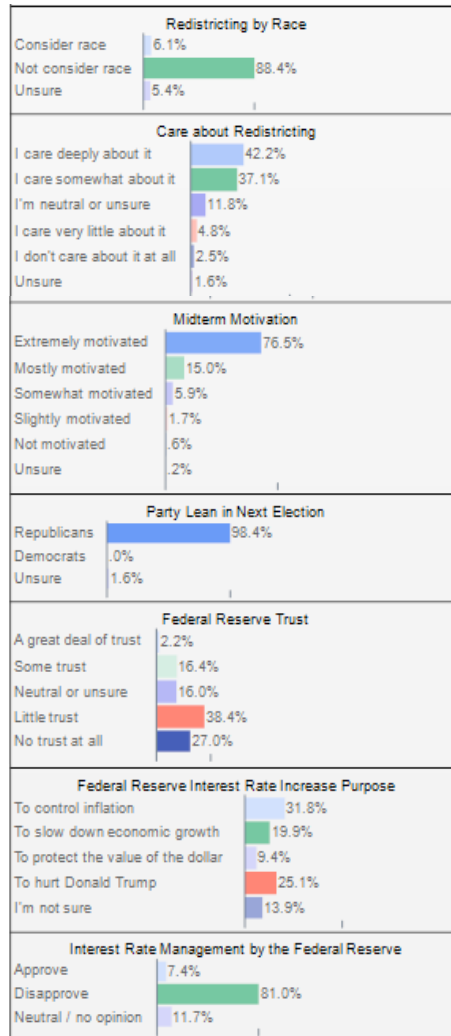


# Segmentation Analysis:

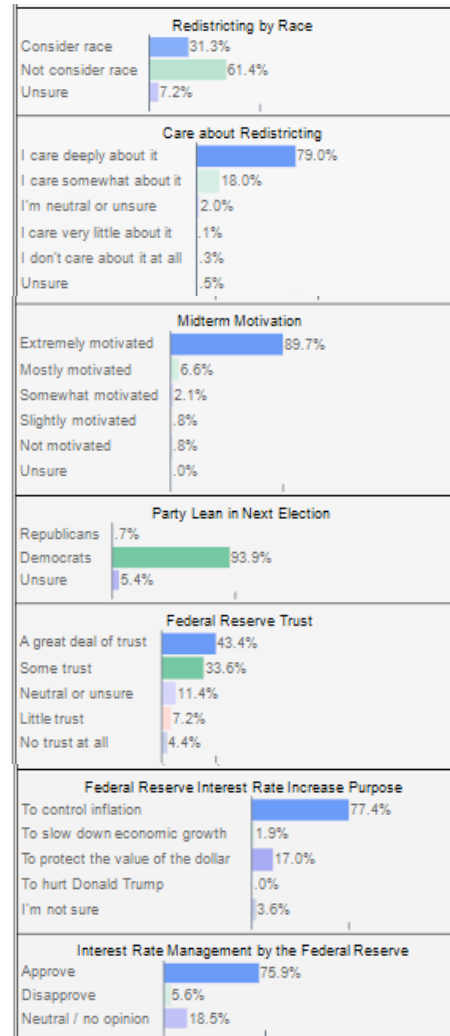
## Young GOPs (18%)



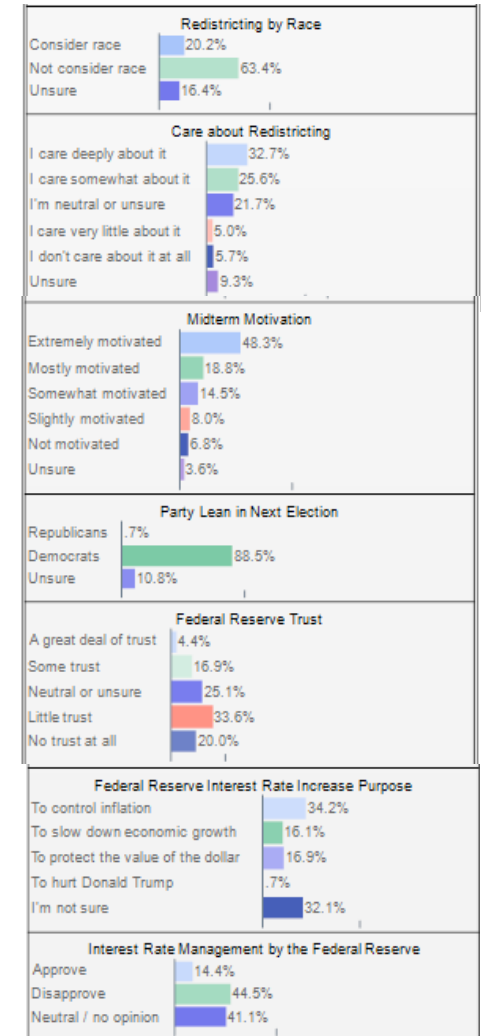
## Old GOPs (35%)



## Old Dems (29%)



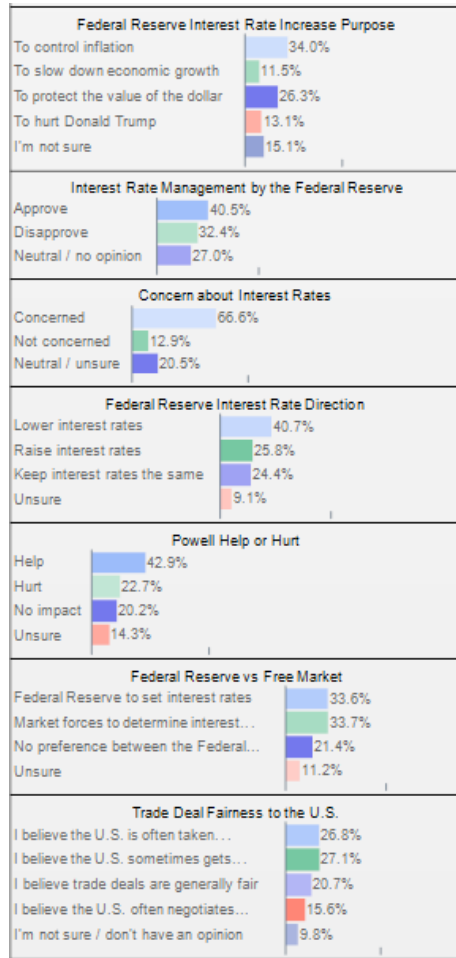
## Young Dems (18%)



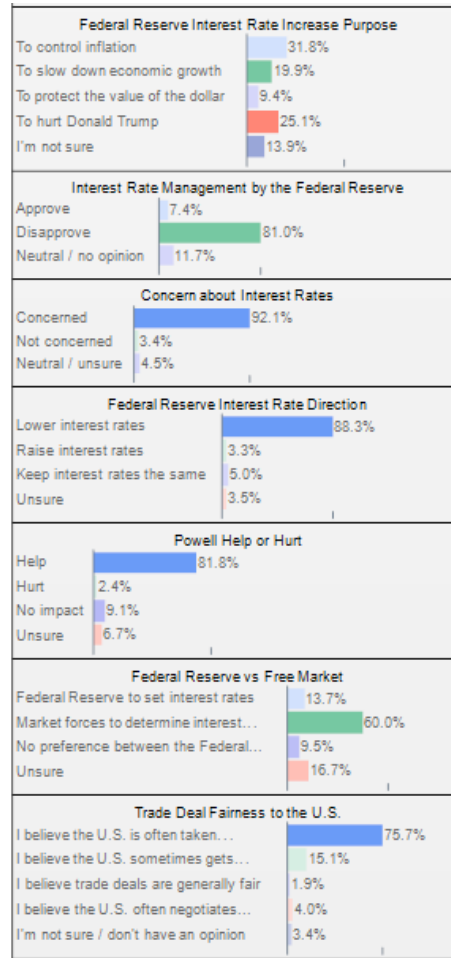


# Segmentation Analysis:

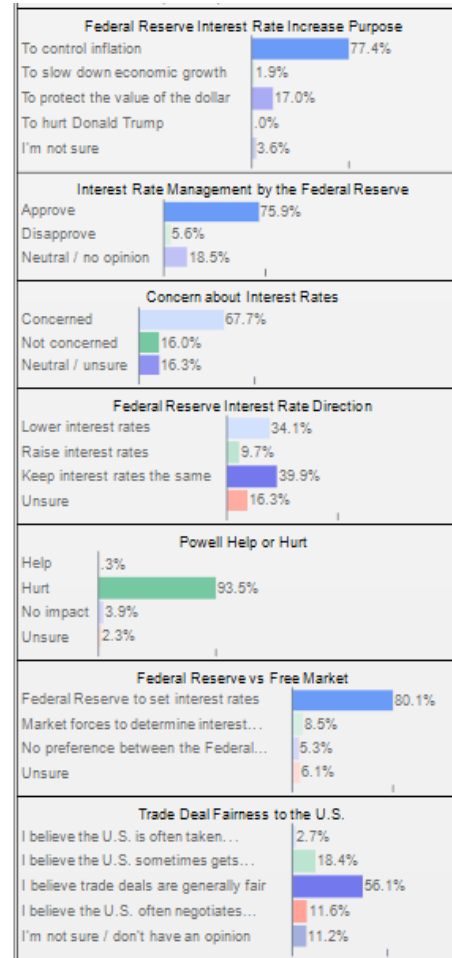
## Young GOPs (18%)



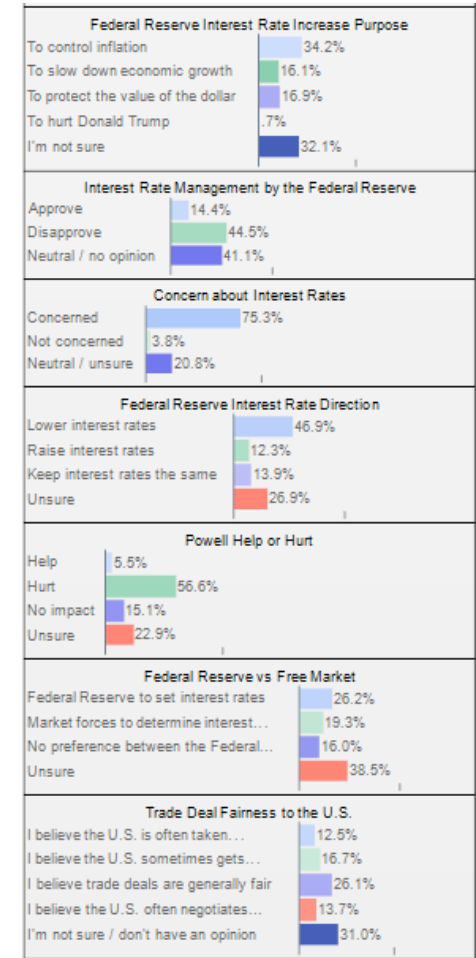
## Old GOPs (35%)



## Old Dems (29%)



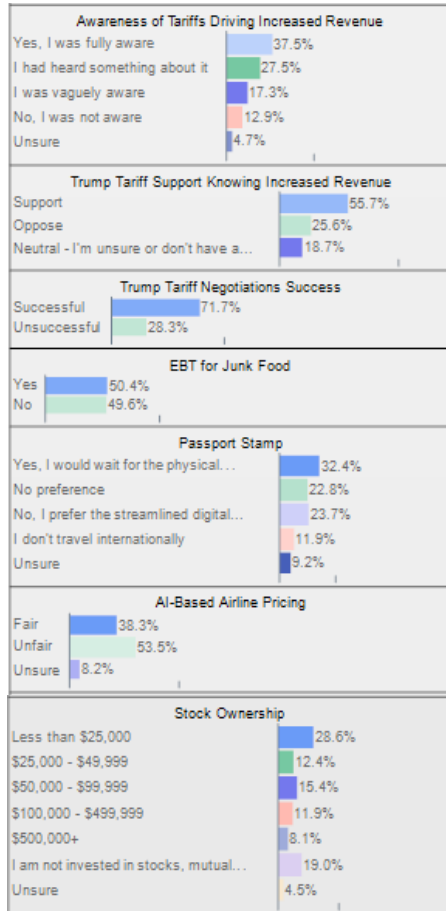
## Young Dems (18%)



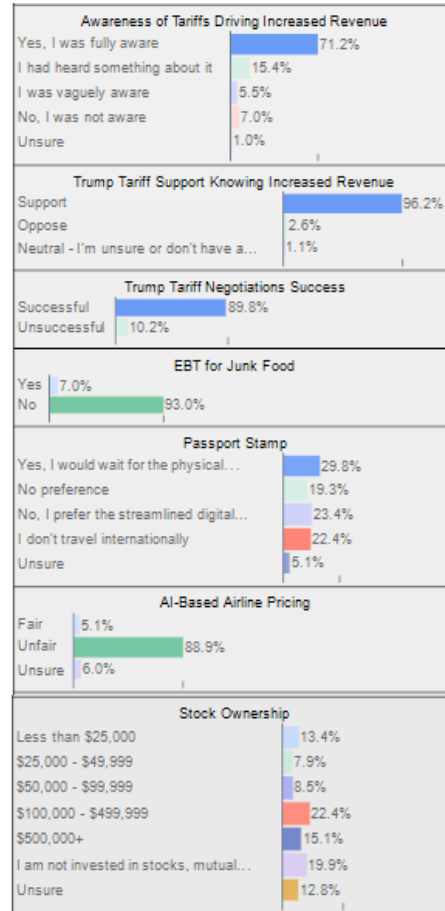


# Segmentation Analysis:

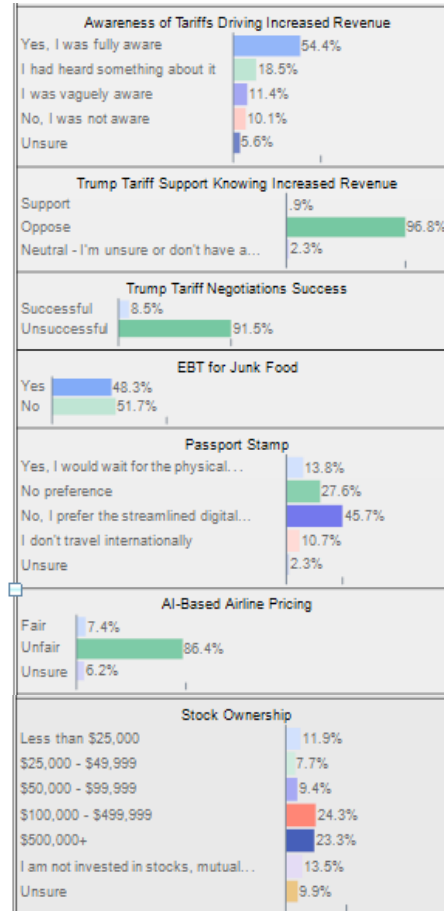
## Young GOPs (18%)



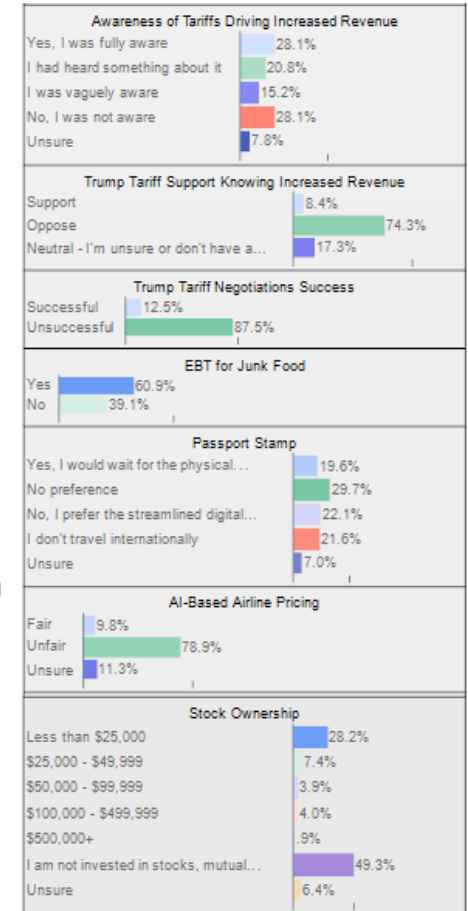
## Old GOPs (35%)



## Old Dems (29%)

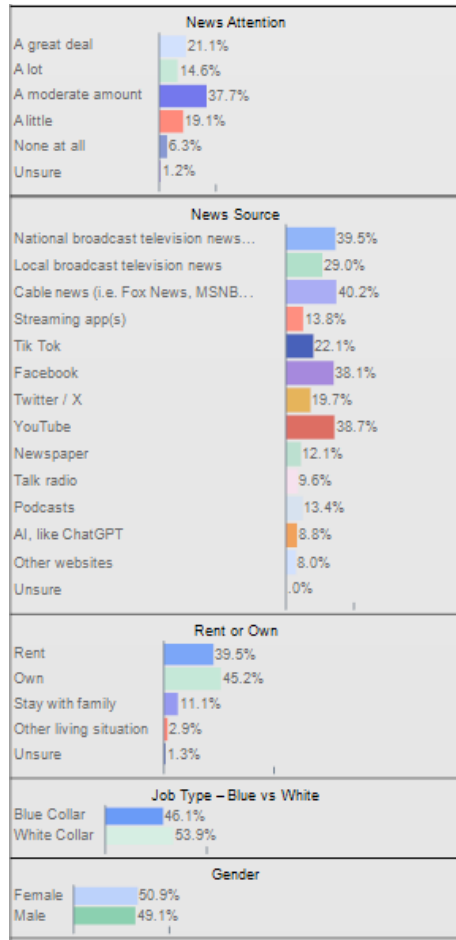


## Young Dems (18%)

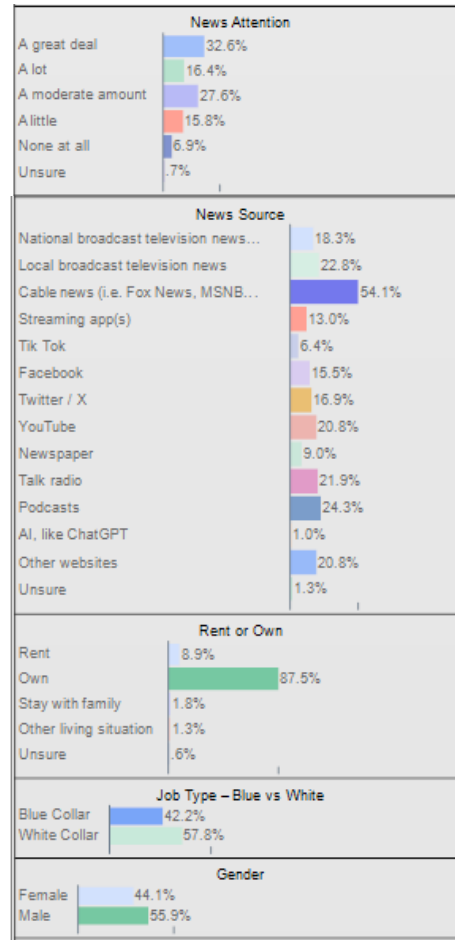


# Segmentation Analysis:

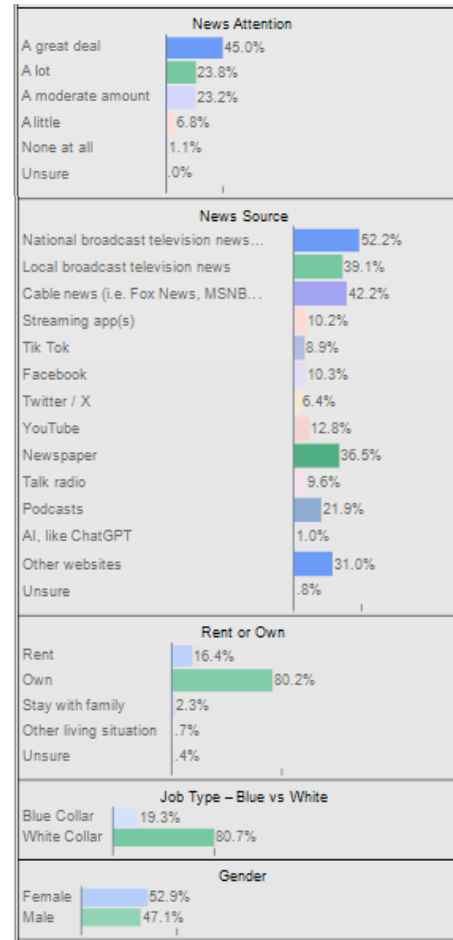
## Young GOPs (18%)



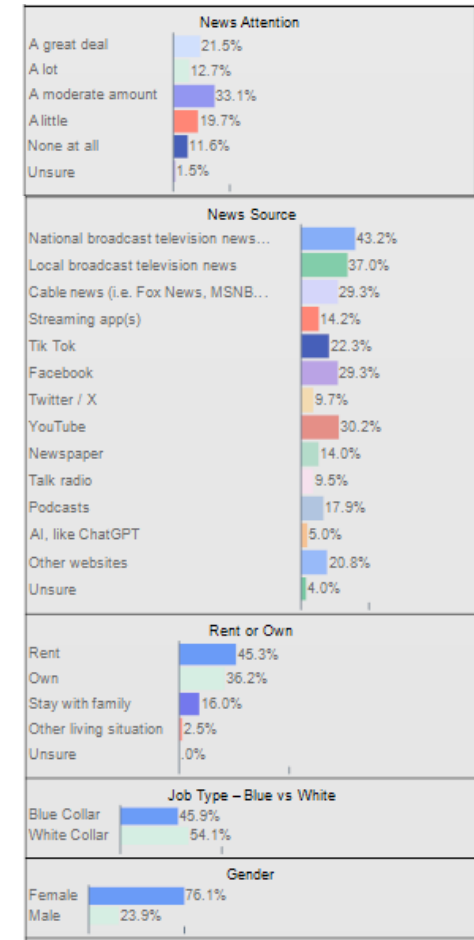
## Old GOPs (35%)



## Old Dems (29%)

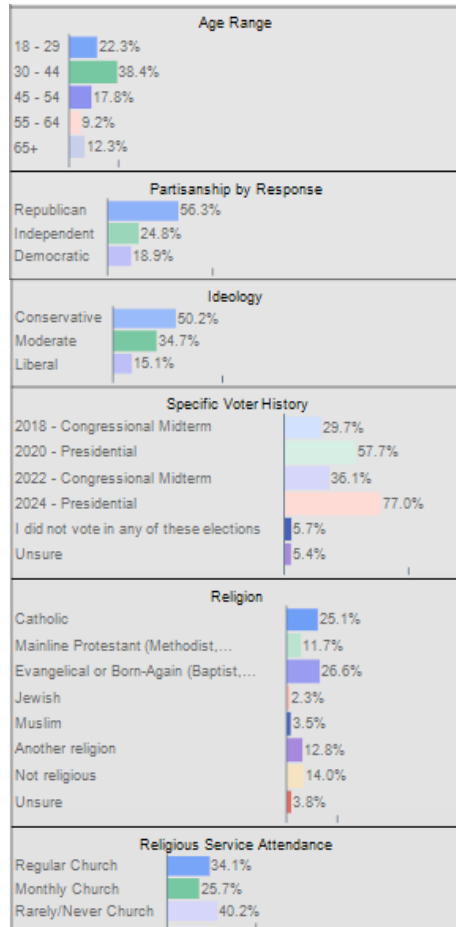


## Young Dems (18%)

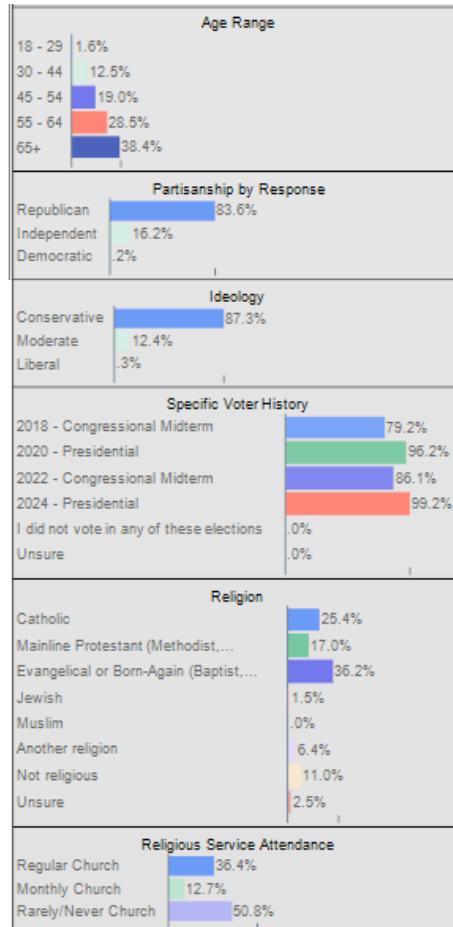


# Segmentation Analysis:

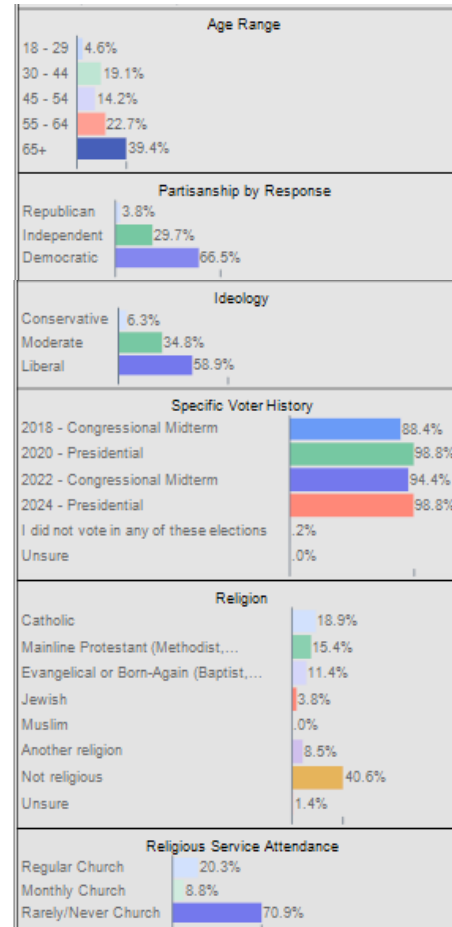
## Young GOPs (18%)



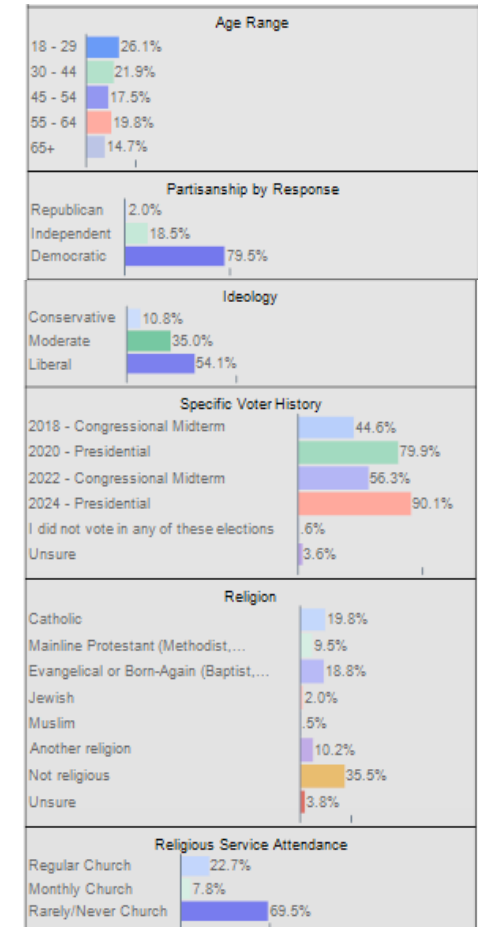
## Old GOPs (35%)



## Old Dems (29%)

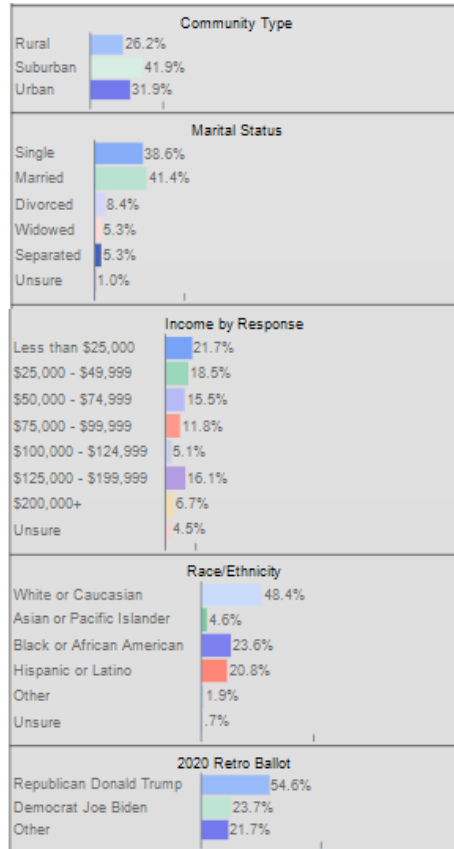


## Young Dems (18%)

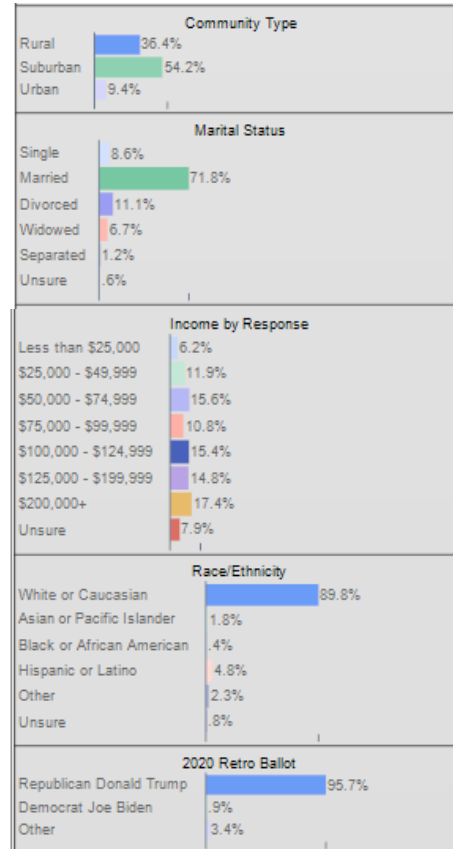


# Segmentation Analysis:

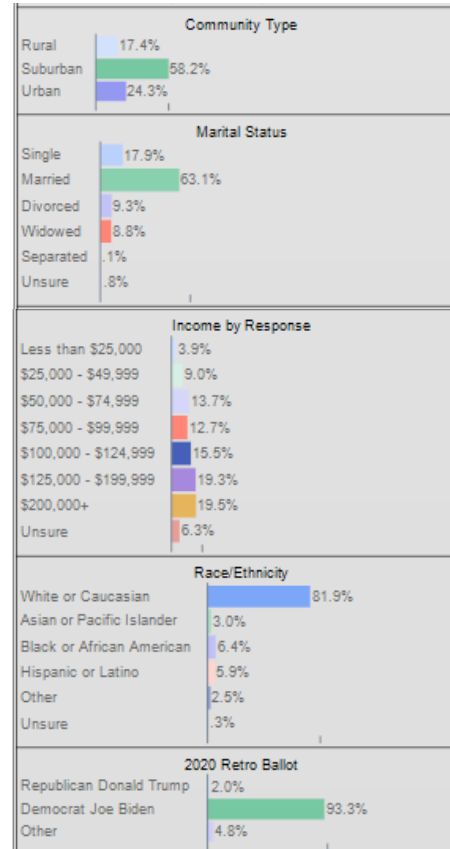
## Young GOPs (18%)



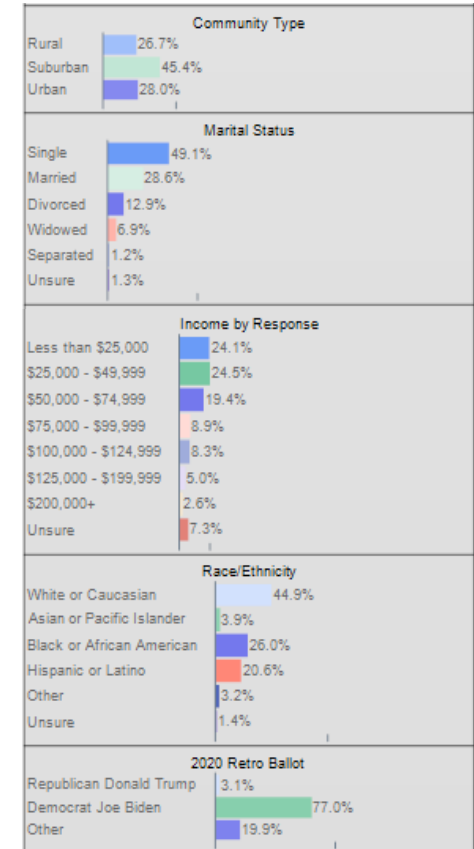
## Old GOPs (35%)



## Old Dems (29%)

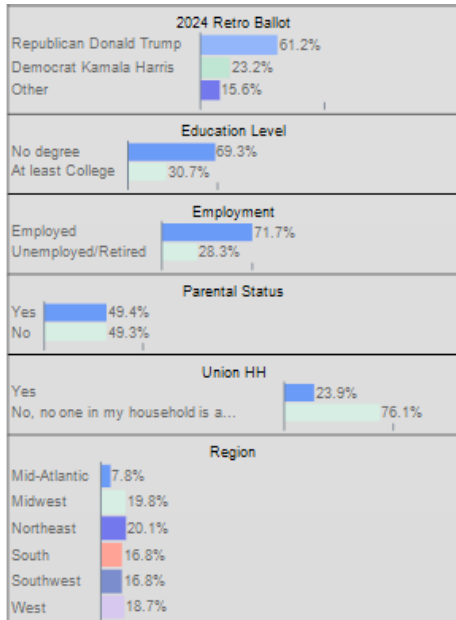


## Young Dems (18%)

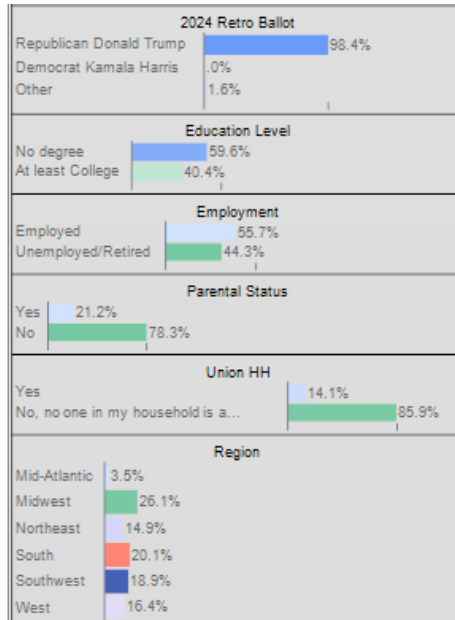


# Segmentation Analysis:

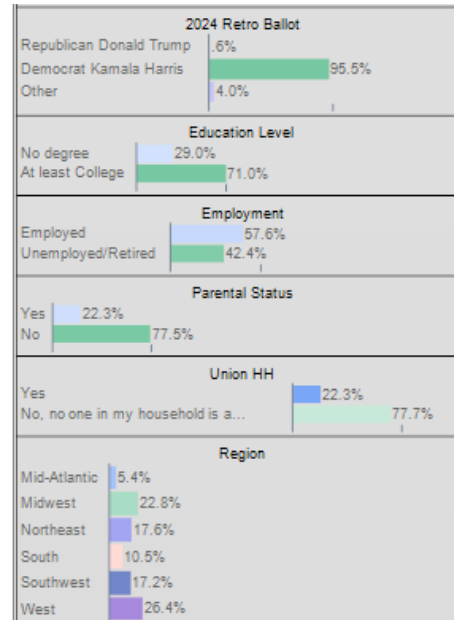
## Young GOPs (18%)



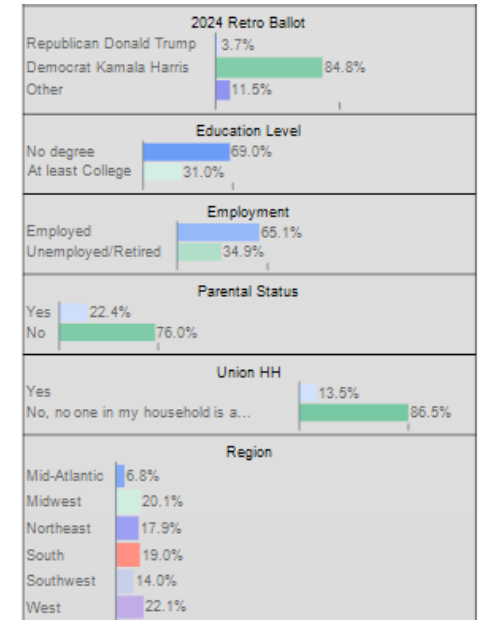
## Old GOPs (35%)



## Old Dems (29%)

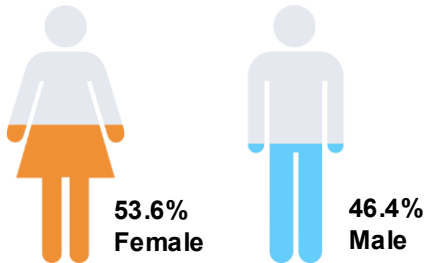


## Young Dems (18%)

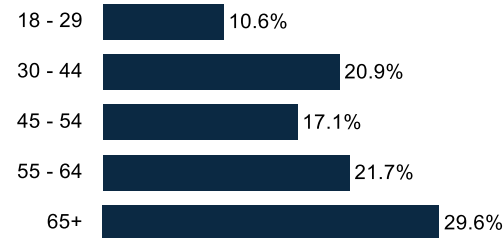


# Demographics

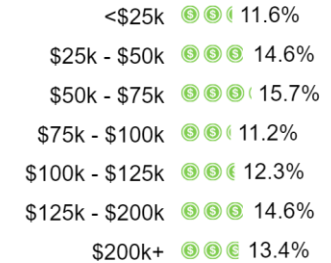
## Sex



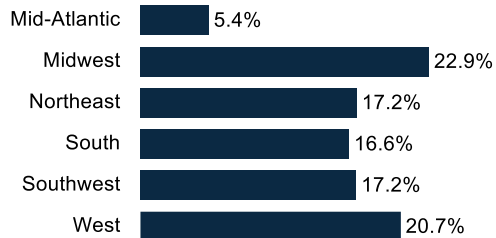
## Age Range



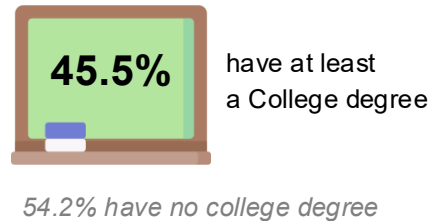
## Household Income



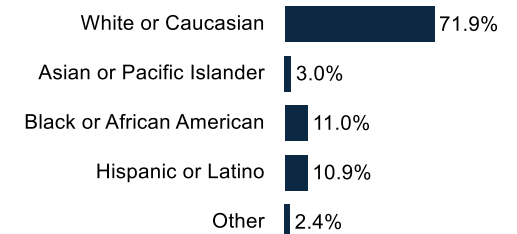
## Geo - Region



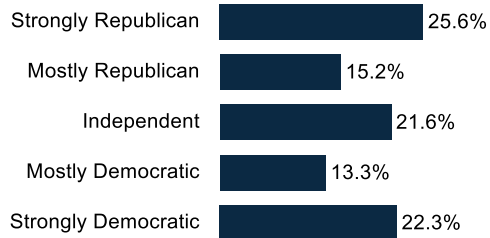
## Education



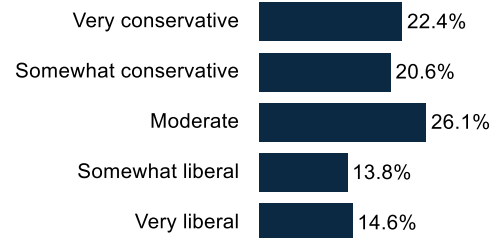
## Race/Ethnicity



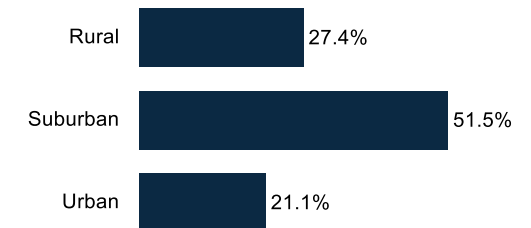
## Partisanship



## Ideology



## Community Type



Total sample size: 1500