

September 4, 2025



CYGNAL

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

September 2 – 3, 2025 | n=1500 | $\pm 2.51\%$

Insights & Analysis

- **Men** are driving a slight increase in **pessimism** about the direction of the country.
 - Views on the direction of the country have **trended toward 'wrong track' since June** (then 47-50 RD/WT). Today it's **8 net points worse** (43-54).
 - In just the last month, men moved from 54-44 RD/WT to 49-48, a 9-point swing.
 - As a positive, **non-college-educated women** improved in their outlook by 6 points.
- **Diploma and community type divides persist**, and **both sides see targeted gains**.
 - The GOP's non-college resilience remains a foundation, while Democrats extend their advantage with college-educated voters.
 - Non-college voters shifted +4 net toward a generic Republican in the past month (+12 net since May), while college-educated voters moved +8 net toward a generic Democrat (+16 net since May).
 - **Urban and rural voters both shifted +4 net toward a generic GOP in the last month**, while suburban voters moved +6 net toward a generic Democrat.
 - Men under 55 **diverged by income**: those earning <\$100,000 annually (working-class) shifted +21 net toward a generic Republican, while those earning \$100,000+ shifted +17 net toward a generic Democrat in the last month.
- **Inflation**: perceptions worsen, blame shifts, but **GOP maintains the economy trust edge**.
 - The felt experience of **rising prices** remains the **top driver of discontent**. At the start of the year, voters thought the impact of inflation would improve in 2025 by a net 2-point margin; now, **by more than 2:1, voters say it has gotten worse** this year (23% better – 54% worse).

Insights & Analysis

- Women are 9 points more likely than men to say inflation has gotten worse – and are more likely to blame Republicans. This is a **key headwind among female voters**, reinforcing the need to show price-relief plans.
- Voters who say the country is on the **wrong track shifted +67 net toward saying inflation's impact has gotten worse**, underscoring inflation as a main contributing factor to overall pessimism.
- Compared to September 2024, voters are 14 points more likely to blame Republicans for rising costs and 9 points less likely to blame Democrats, flipping from 46% Democrat, 26% Republican to 40% Republican, 37% Democrat.
 - **Women of all ages are +32 points more likely to blame Republicans than a year ago** – over 2x the movement among men (+14 net blame Republicans).
- **Republicans** maintain an **issues advantage** even as the national mood sours.
 - Voters are now **more than twice as likely as in May to say they don't trust either party on the issues**. However, **Republicans remain net-trusted more than Democrats** across every issue tested – a key edge when overall confidence in politics is falling.
 - Despite rising concern about inflation's impact and increased blame assigned to Republicans, voters are **4 points more likely to trust the Republican Party on the economy and jobs** than Democrats (a net +2 since May). Voters are also 3 points more likely to trust Republicans on the cost of living (42 GOP - 39 Dem).
- **Crime and public safety:** voters **agree with Trump's crime diagnosis**, prefer outcome over process.
 - Voters support the federal government taking stronger action to combat violent crime in major cities – even if overriding local officials – by a slim 2-point margin (49-47).

Insights & Analysis

- Support is mainly driven by Republicans (+76), non-college voters (+19), and rural voters (+23). Swing voters are +3 in support.
- Voters **agree with Trump's characterization of major cities as "overtaken by violent gangs and criminals" by 11 points** (54-43); 22% call it extremely accurate, and only 3% are unsure.
 - **Swing voters agree by +22** – and even urban voters, whose cities Trump is characterizing, agree by +8.
- Voters are 5 points less supportive of Trump's DC MPD takeover (46-50) than they are of the general concept of bypassing local officials; the drop is driven by women (-10 net), with men showing no net change.
 - **Black voters are +33 points** more supportive of Trump's DC takeover than of bypassing local officials generally.
- Voters are 2 points more supportive of Trump's National Guard deployment to assist local law enforcement (48 - 50) than of the DC takeover; 3% remain unsure.
 - Method and messenger framing matter – support rises slightly when the approach is cast as assistance rather than takeover.
- When informed that after Trump's crime emergency crackdown Washington, DC went **12 consecutive days without a murder, voters flip** to 50% support, 46% oppose for continuing federal oversight (**+8 net swing over the takeover**).
 - Movement is strongest among voters under 55 (+4 net), non-college (+5), < \$100k earners (+6), Black voters (+9), swing voters (+8), and new/low-propensity voters (+19).

Insights & Analysis

- **Foreign policy:** partisanship, age, and race define attitudes on the **Israel– Hamas conflict**.
 - Israel's image is slightly underwater by 3 (41 fav, 44 unfav), driven by voters under 55 (-21 net fav) and Democrats (-47 net fav). **Palestine's image** is upside-down by 13 (32-45) – **10 net points more unfavorable than Israel**.
 - **White voters** drive the shift from Israel +6 net fav to Palestine -22 net fav.
 - Hamas is viewed net-unfavorably by -69; **only 6% view Hamas favorably**.
 - **Voters under 55 are nearly 3x more likely than older voters to view Hamas favorably**, and younger voters view Palestine net-favorably by 2 points.
 - Voters support a two-state solution by 15 points (43-28), with 28% unsure (meaning 56% opposed or unsure).
 - Support is led by Democrats (+46), voters under 55 (+24), college-educated (+26), urban (+29), and non-white (+22).
 - Among voters who **want Trump to focus less on international affairs and more on domestic** (58%), **support for a two-state solution shrinks by 6 net points**.
 - Framing matters: Asked about Israel's military actions in Gaza, voters oppose by 6 (39-45); when framed as actions against Hamas in Gaza, it's a statistical tie (42-43).
 - The “against Hamas” framing is especially important for women over 55 (+13 net support), urban voters (+21), weekly churchgoers (+14), and Android users (+23).
 - This framing hurts with **Black voters** (-17 net), who **hold the least unfavorable view of Hamas** (54% unfav) among major demographics.

Insights & Analysis

- **Technology perceptions: AI is polarizing;** ChatGPT is well-liked.
 - 90% are familiar with AI, but its image is underwater by 2 (44 fav, 46 unfav), with +15 net very fav/very unfav intensity differential.
 - Men view AI net-favorably by +9, while women view it net-unfavorably by -11 (including women under 45: -10, college-educated women: -2).
 - Republicans view AI net-favorably by +6, while Democrats are -8 net.
 - Urban voters are +13 net, vs. rural -14 and suburban -2.
 - **Non-white** voters are +7 net, vs. **white voters** -5 net.
 - **Parents are +14 net favorable.**
 - Homemakers, unemployed voters, and retired voters are -8 net fav (40 fav, 48 unfav), while **students and those in the workforce are +3 net.**
 - **ChatGPT is more well-liked than AI** (72% name ID) and branding and specificity soften skepticism; net-favorable by +7 (40-33).
 - **Young women (+15) and college-educated women (+14) are notably more favorable to ChatGPT than to AI** overall – driving the topline delta.
- **Newsom's image struggles** with key swing constituencies.
 - 38 fav, 43 unfav, -5 overall (-14 net very fav/very unfav).
 - He is underwater nearly 2:1 among non-college voters (27 - 48) and struggling with college-educated men (49-46) – a key constituency were he to run for president.

Insights & Analysis

- Nearly a fifth (16%) of black Democrats who attend religious services monthly or more hold an unfavorable view of Newsom, a sign that he may struggle in primary states like South Carolina.
- Most strikingly, **Newsom is underwater by 12 net fav with swing voters.**
- Cross-pressure among college-educated men and swing voters limits national upside for the DNC.
- Populist pivot: **plurality of Republicans open to govt. stake in govt. funded private companies.**
 - Voters **overall oppose the federal government taking ownership stakes in private companies** that receive government funding by 31 points (27 - 58), including swing voters (25% support / 57% oppose). But here's the shocker:
 - **Republicans and conservatives are the most likely to support government ownership** – 44% support vs. 36% oppose – while Democrats overwhelmingly oppose (78%). This is driven by non-college GOP voters (+11 support), while college-educated Republicans are split.
 - This is a **non-traditional GOP stance that signals a potentially enduring populist realignment.** For decades, Republican orthodoxy in DC rejected government intervention in markets. Now, with Trump in the White House, the **base is signaling an openness to economic nationalism when framed as protecting U.S. interests.**
 - When voters hear about the CHIPS program and the **Trump administration's \$8.9 billion investment in Intel** to reduce dependence on foreign adversaries for computer chips, they flip to supporting government investment by +12 points (48 - 36).
 - **Support surges across the board, including Democrats (+40 net), liberals (+28), and swing voters (+50).**

Insights & Analysis

- Strategic framing – “**invest to beat China**” – turns ideological resistance into bipartisan buy-in.
- **Civics, culture, and identity:** sharp divides – and a few surprises.
 - Civics education: Fewer than one-third believe U.S. civics education adequately prepares students (30 agree, 62 disagree).
 - \$100K+ earners are 7 points less likely to agree than lower earners
 - Wrong-track voters are 11 points less likely to agree than right-direction voters.
 - College-educated are 12 points more likely to *strongly* disagree than non-college.
 - Citizenship test confidence gap: **72% think most Americans would fail a citizenship test** today, but **76% believe they would pass**.
 - Those **paying a great deal/a lot of attention to political news** are 20 points more likely than others to believe they can pass while others cannot, a **classic “know-it-all” effect**.
 - **Transgender** views: 42% say being transgender is a mental illness, 44% say it is a natural variation.
 - Women under 55 drive the belief that it’s a natural variation (+23 net natural variation), while older women are split, and young men (+8 mental illness) and older men (+12 mental illness) go the opposite way.
 - Swing voters are net +3 that it’s a mental illness.
 - There’s broad pro-*legal* immigration consensus, with **78% believing legal immigration strengthens the U.S., including 70% of Trump voters, 69% of rural Republicans, and 73% of swing voters. Only 9% of Americans say legal immigration “definitely weakens” the U.S.**

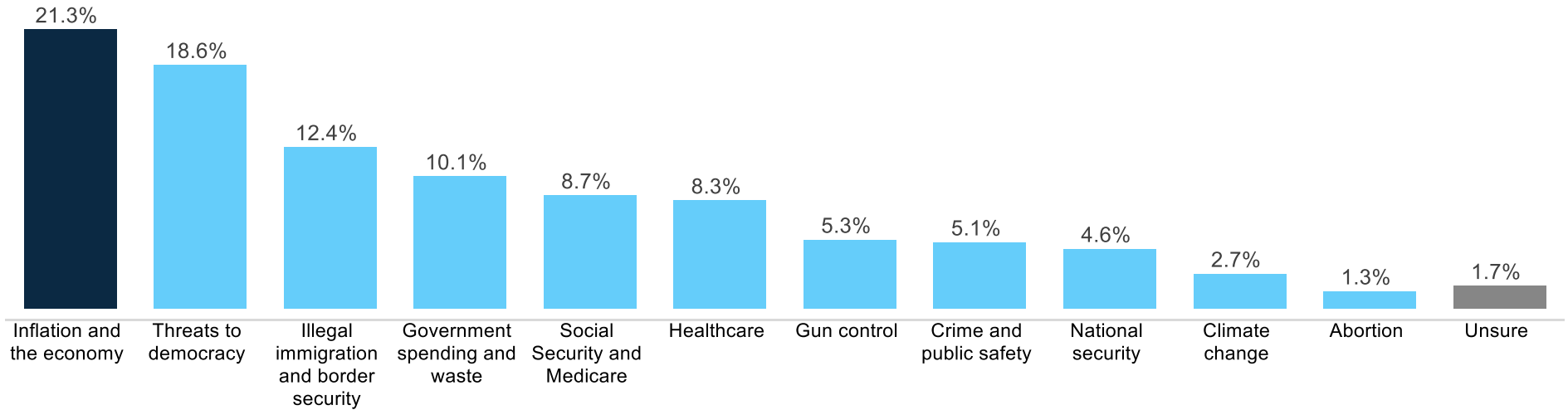
Insights & Analysis

- On the surface, **voters prefer the “melting pot” approach** (51-40), which traditionally implies blending into a shared national identity. Voters are +11 more likely to say the U.S. is a melting pot (51%) than a salad bowl (40%).
- Republicans (60%) and Independents (51%) lean melting pot; a majority of Democrats (50%) say salad bowl.
- In the workforce: 48% melting pot, 45% salad bowl vs. homemakers, retired, unemployed: 58-32.
- But when asked directly about newcomers’ cultural identity, voters are **+19 more likely to say immigrants should keep their cultural identity while participating in American society**, rather than fully adopting American customs.
 - Voters want assimilation of civic norms, not cultural erasure. They envision a **shared civic framework with room for heritage and traditions**.
 - The strongest push for cultural retention comes from women over 55 (+31 net) and non-college women (+25 net) – two groups often associated with cultural conservatism.
- **Schools & parental concerns** as school starts back:
 - A 30% plurality say **political interference in education** is their top concern, followed by student safety (26%); no other issue tops 15%.
 - 69% of Democrats say either political interference (37%) or student safety (32%); Republicans (22% interference - 22% safety) are more focused on curriculum content (25%).
 - **Non-white voters, parents, non-college women, and swing voters** prioritize **student safety** over political interference.

Insights & Analysis

- **Symbolism and national identity** around flag burning:
 - By +24, voters believe flag burning should be illegal (34 legal - 58 illegal).
 - **Voters under 55 are +19 more likely than older voters to say legal.**
 - 84% of Republicans and 60% of swing voters say illegal, while a plurality of independents and a majority of Democrats (+14 net legal) say legal.
 - **Two-thirds of liberals and 56% of Harris voters say legal.**
 - Veterans (those who fought to defend the flag) say it should be illegal by 2:1.
- **Presidential focus: domestic beats international**
 - 58% say President Trump should focus less on international affairs and more on domestic issues; only 13% say the inverse, with 30% unsure.
 - Swing voters over-index by +4 on the domestic focus.
- **Family ideals and pop-culture expectations** around number of children in a family:
 - As the US inches toward dropping below the repopulation number, 72% believe the ideal number of children is 2 or more, with a 40% plurality saying two.
 - Republicans are +18 more likely than Democrats to say the ideal is three or more.
 - Men are +6 more likely than women to say three or more.
 - Only 4% say none or one is ideal, yet nearly one-fifth of voters think Taylor Swift and Travis Kelce will have none or one together – 5x more than those who say that is the ideal.
- A majority are unsure of where the NLF should locate its next expansion team, but Oklahoma City is the leader for those with a preference, edging out San Diego. Voters were least interested in possible international destinations like Toronto and London.

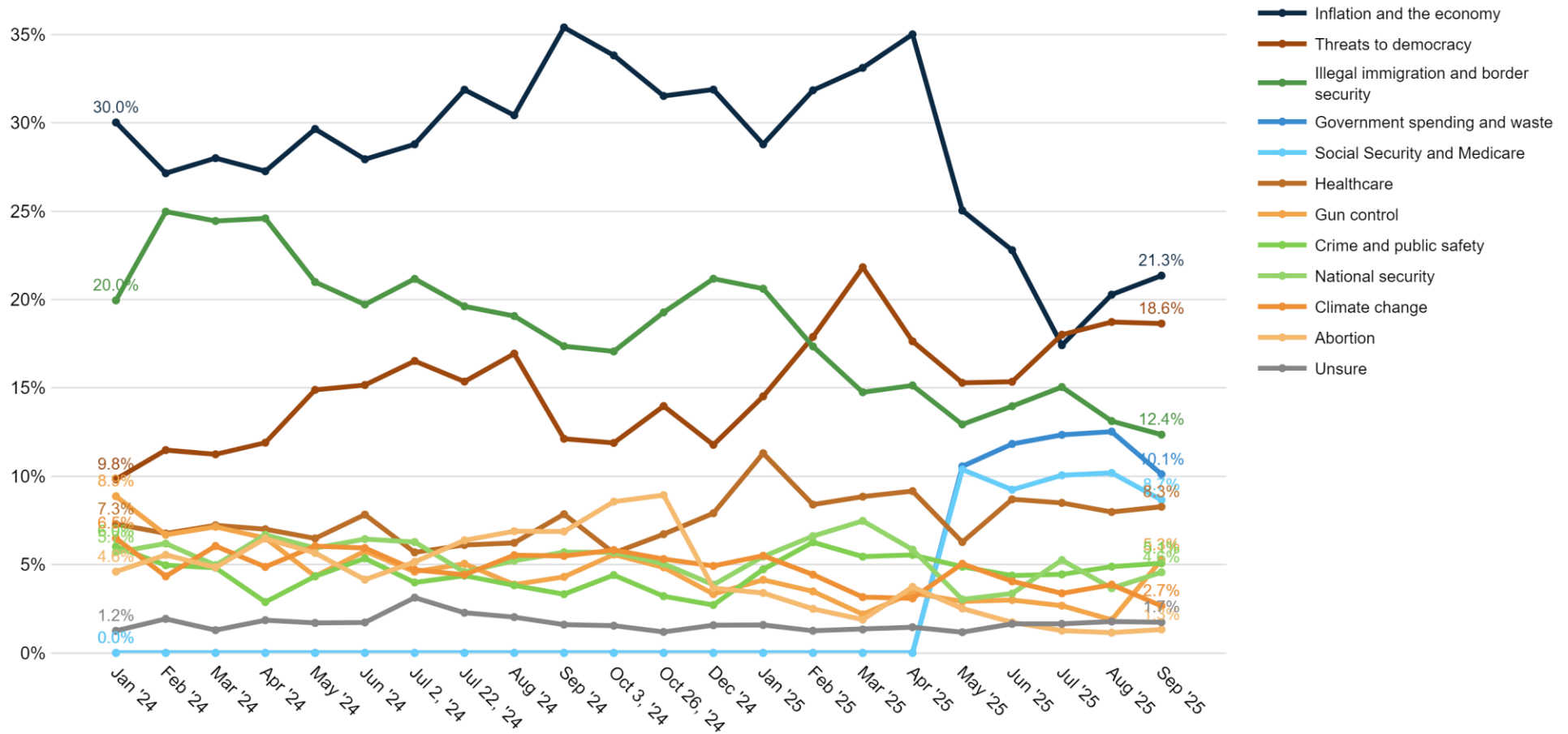
Top Priority



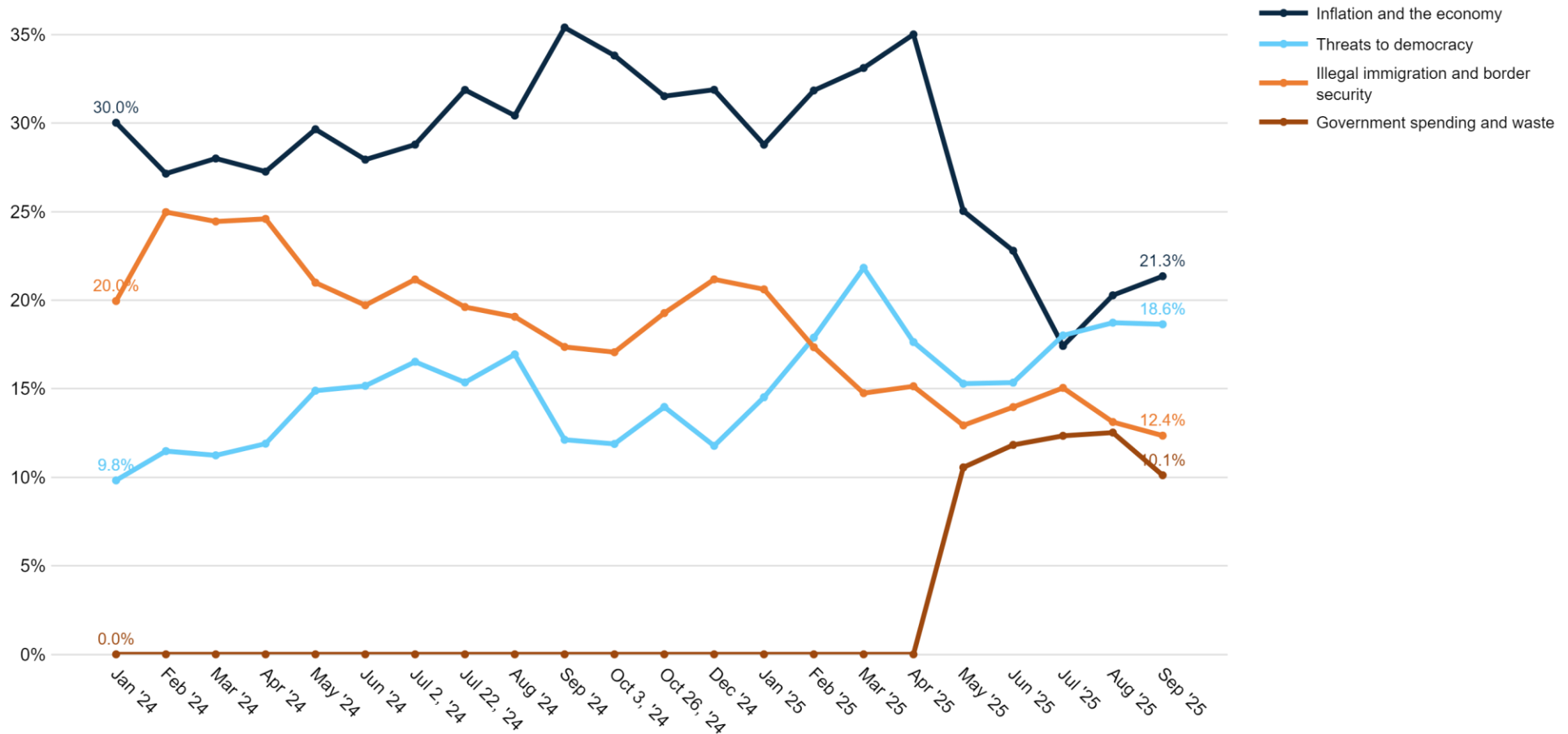
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Inflation and the economy	26%	18%	26%	15%	17%	23%	23%	21%	25%	21%	19%	21%	24%	20%	22%	25%	17%	21%	22%	19%	28%	19%	20%	24%	20%	22%	23%	20%	31%	22%	19%	13%	25%	30%	20%	19%
Threats to democracy	19%	21%	15%	18%	24%	11%	15%	27%	14%	20%	20%	2%	23%	34%	3%	21%	39%	18%	17%	27%	18%	19%	21%	13%	16%	18%	20%	20%	11%	2%	37%	6%	12%	12%	23%	21%
Illegal immigration and border security	9%	10%	11%	20%	10%	20%	12%	6%	16%	11%	11%	26%	6%	1%	25%	5%	2%	14%	6%	10%	12%	16%	12%	15%	17%	13%	12%	6%	7%	25%	1%	18%	7%	15%	7%	14%
Government spending and waste	5%	12%	9%	15%	12%	12%	10%	6%	12%	10%	8%	17%	10%	2%	17%	8%	2%	11%	6%	8%	7%	13%	11%	9%	13%	11%	9%	7%	8%	17%	3%	10%	9%	8%	13%	11%
Social Security and Medicare	4%	12%	5%	13%	7%	12%	9%	7%	10%	9%	7%	7%	8%	11%	7%	12%	8%	8%	12%	9%	4%	11%	8%	11%	9%	10%	8%	8%	8%	7%	10%	10%	12%	6%	7%	9%
Healthcare	12%	6%	10%	5%	9%	6%	7%	11%	6%	9%	9%	4%	9%	12%	3%	11%	12%	8%	13%	6%	9%	5%	9%	7%	7%	9%	7%	11%	11%	4%	12%	17%	12%	10%	7%	7%
Gun control	11%	4%	5%	2%	3%	3%	6%	8%	2%	6%	9%	2%	5%	9%	2%	5%	10%	4%	10%	9%	5%	4%	6%	3%	2%	5%	5%	10%	6%	2%	8%	9%	10%	5%	6%	4%
Crime and public safety	6%	5%	7%	3%	6%	4%	6%	4%	5%	5%	6%	8%	5%	2%	9%	3%	2%	5%	5%	5%	7%	5%	5%	7%	6%	3%	5%	6%	5%	8%	1%	14%	3%	6%	5%	5%
National security	2%	5%	6%	6%	5%	6%	4%	4%	5%	4%	5%	8%	3%	2%	7%	4%	1%	5%	3%	3%	4%	6%	4%	6%	7%	3%	4%	3%	5%	8%	1%	3%	4%	2%	5%	5%
Climate change	4%	2%	4%	1%	4%	2%	3%	3%	2%	3%	4%	1%	4%	4%	1%	3%	5%	3%	3%	1%	3%	2%	2%	3%	1%	4%	2%	4%	4%	1%	4%	0%	4%	2%	3%	2%
Abortion	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	0%	2%	0%	1%	1%	
Unsure	3%	2%	2%	0%	1%	1%	4%	1%	1%	2%	3%	2%	2%	1%	1%	3%	1%	1%	2%	3%	2%	0%	2%	2%	1%	2%	3%	3%	2%	1%	0%	2%	2%	2%	2%	

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

Trend: Top Priority



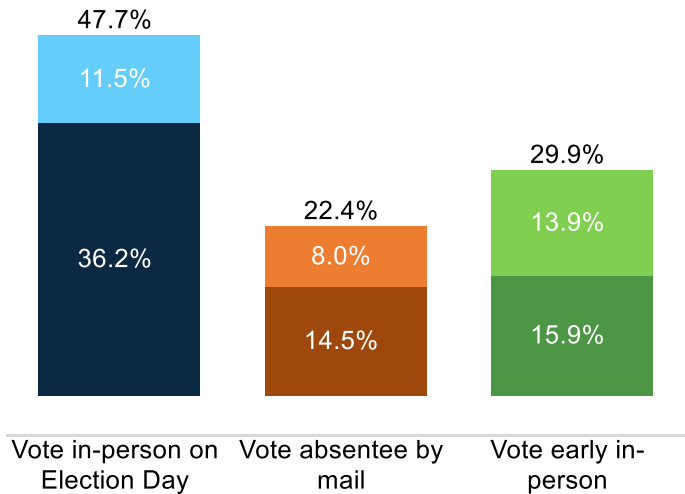
Trend: Top Priority (At Least 10%)



Percent Change: Top Priority (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy		1%	2%	0%	2%	-4%	5%	0%	2%	4%	2%	-5%	1%	1%	2%	3%	-1%	2%	3%	-6%	-6%	2%	-2%	2%	-1%	0%	1%	5%	0%	1%	-13%	0%	4%	1%	1%
Threats to democracy		-1%	0%	0%	1%	2%	1%	1%	-3%	-1%	1%	-2%	-1%	2%	-2%	-1%	0%	-1%	-3%	6%	12%	5%	0%	-1%	4%	0%	-1%	-3%	0%	1%	-4%	-3%	-3%	4%	0%
Illegal immigration and border security		3%	-6%	1%	0%	-2%	2%	-2%	-1%	1%	-4%	3%	0%	-2%	0%	0%	-3%	0%	-2%	2%	-1%	4%	2%	1%	-1%	-1%	-3%	0%	-2%	0%	9%	0%	3%	-7%	-1%
Government spending and waste		-4%	3%	-7%	-3%	-2%	-7%	2%	-3%	-4%	-3%	0%	-5%	-1%	-1%	-5%	1%	-1%	-3%	1%	-2%	-6%	1%	-6%	-2%	-1%	0%	-5%	-6%	0%	6%	1%	-1%	-2%	-3%
Social Security and Medicare		-1%	-4%	0%	0%	-2%	2%	-4%	-1%	-4%	0%	-3%	-1%	-2%	-2%	0%	-1%	-3%	-1%	-5%	-5%	-5%	2%	0%	-2%	0%	-6%	-3%	1%	-3%	-12%	-1%	-1%	2%	-2%
Healthcare		-2%	2%	1%	0%	3%	-1%	-2%	2%	0%	2%	-2%	1%	0%	0%	-2%	4%	0%	1%	0%	-2%	-2%	-3%	1%	1%	-1%	1%	2%	1%	0%	5%	-1%	-1%	0%	1%
Gun control		9%	1%	4%	0%	2%	2%	4%	5%	2%	3%	6%	1%	4%	5%	2%	1%	8%	3%	6%	7%	4%	2%	1%	4%	2%	7%	4%	2%	5%	7%	7%	4%	4%	2%
Crime and public safety		2%	0%	0%	-2%	1%	-2%	1%	2%	1%	0%	-1%	1%	0%	-1%	2%	-1%	0%	0%	-2%	1%	1%	0%	0%	-2%	1%	2%	0%	1%	-1%	14%	-5%	1%	1%	0%
National security		0%	1%	1%	2%	2%	1%	0%	1%	0%	0%	4%	2%	0%	1%	1%	2%	0%	1%	0%	-1%	0%	2%	3%	-1%	0%	0%	2%	0%	0%	-2%	1%	-1%	1%	1%
Climate change		-4%	0%	-1%	0%	0%	0%	0%	-4%	1%	-2%	-2%	0%	-1%	-3%	-1%	0%	-4%	-1%	-2%	-4%	-1%	-2%	0%	0%	-2%	-2%	1%	0%	-3%	0%	0%	-4%	-1%	-1%
Abortion		0%	1%	0%	0%	0%	-1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	-2%	0%	0%	0%	0%	-1%	1%	0%	0%	0%	0%	0%	0%	1%	-2%	0%	1%
Unsure		-1%	1%	1%	-1%	1%	-1%	1%	-1%	-1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	-1%	1%	0%	1%	-1%	0%	0%	-10%	-1%	1%	-3%	1%	

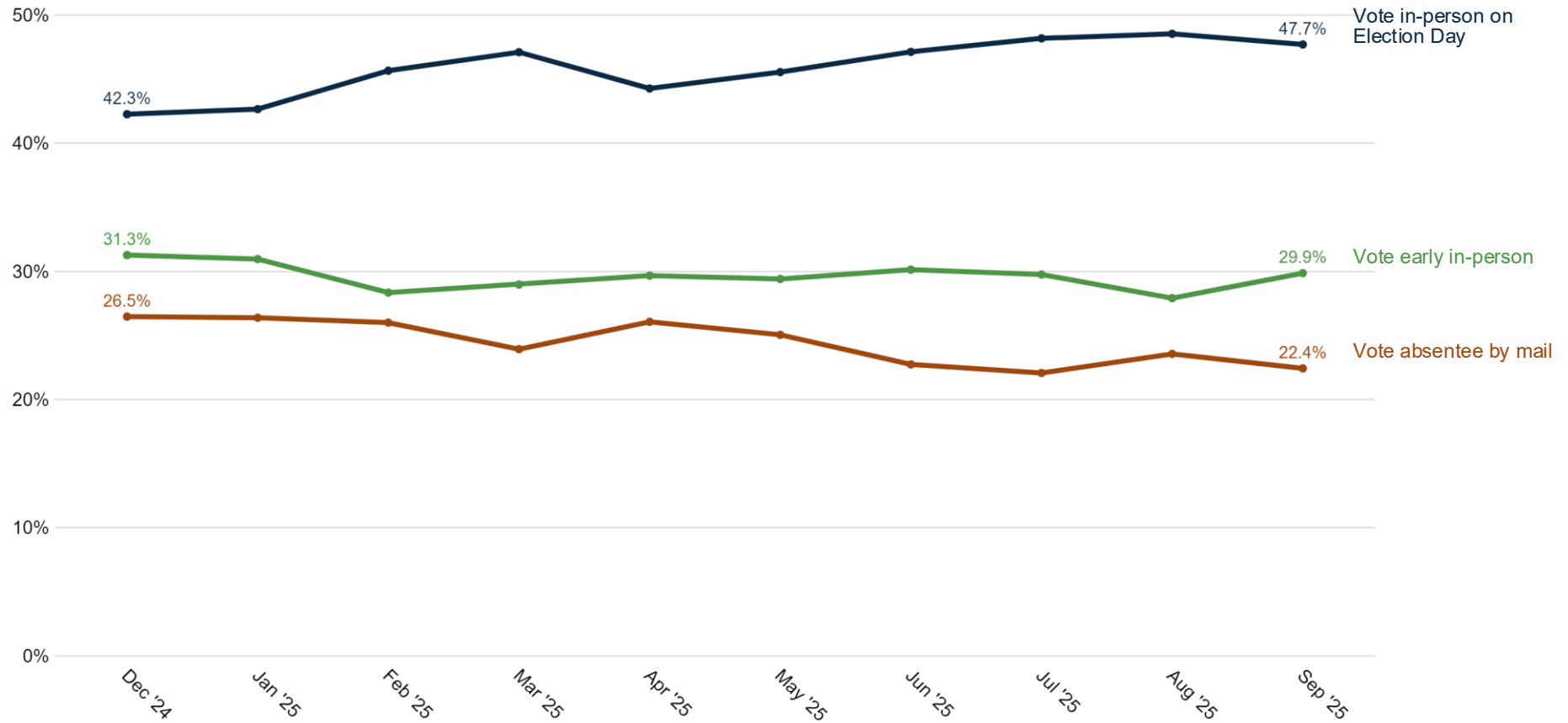
Vote Method



	Demographic																																Attitudes											
	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4								
Definitely vote	59%	68%	67%	72%	71%	69%	64%	63%	68%	66%	67%	71%	64%	64%	72%	60%	65%	68%	61%	58%	68%	66%	68%	64%	74%	62%	66%	60%	58%	70%	64%	34%	59%	60%	68%	71%								
Probably vote	41%	32%	33%	28%	29%	31%	36%	37%	32%	34%	33%	29%	36%	36%	28%	40%	35%	32%	39%	42%	32%	34%	32%	36%	26%	38%	34%	40%	42%	30%	36%	66%	41%	40%	32%	29%								
Vote in-person on Election Day	45%	43%	57%	47%	44%	59%	47%	41%	55%	45%	45%	57%	48%	37%	56%	46%	38%	50%	41%	39%	56%	46%	46%	52%	54%	48%	47%	41%	51%	57%	37%	44%	48%	54%	52%	45%								
Vote absentee by mail	22%	26%	17%	24%	25%	17%	23%	25%	20%	25%	20%	14%	25%	31%	16%	23%	31%	23%	18%	21%	19%	23%	22%	22%	18%	24%	22%	27%	20%	13%	31%	10%	24%	19%	22%	23%								
Vote early in-person	33%	31%	26%	29%	31%	24%	30%	34%	25%	30%	35%	29%	27%	32%	29%	31%	31%	27%	41%	39%	26%	32%	31%	26%	28%	27%	31%	32%	29%	29%	32%	46%	28%	27%	26%	32%								
Definitely vote in-person on Election Day	32%	32%	44%	37%	35%	46%	35%	29%	41%	35%	34%	45%	34%	28%	44%	33%	28%	38%	31%	28%	43%	33%	36%	38%	45%	33%	35%	30%	35%	45%	28%	23%	31%	38%	40%	37%								
Probably vote in-person on Election Day	13%	11%	13%	10%	10%	13%	12%	12%	14%	10%	11%	12%	14%	9%	12%	13%	10%	12%	10%	11%	12%	13%	10%	14%	10%	15%	12%	11%	16%	13%	10%	21%	17%	16%	12%	9%								
Definitely vote absentee by mail	12%	19%	8%	18%	17%	10%	14%	18%	12%	16%	13%	9%	14%	21%	10%	12%	24%	15%	11%	11%	10%	14%	15%	13%	13%	14%	14%	17%	10%	8%	21%	0%	13%	9%	15%	17%								
Probably vote absentee by mail	10%	7%	9%	6%	8%	7%	9%	8%	8%	9%	6%	5%	10%	10%	5%	11%	8%	8%	8%	10%	8%	8%	9%	5%	10%	7%	10%	10%	5%	11%	10%	11%	10%	7%	6%									
Definitely vote early in-person	15%	17%	15%	17%	19%	13%	15%	17%	15%	15%	20%	17%	15%	16%	18%	16%	14%	15%	20%	19%	14%	19%	17%	13%	17%	15%	17%	13%	13%	17%	16%	11%	15%	13%	14%	18%								
Probably vote early in-person	18%	14%	11%	12%	12%	11%	15%	17%	10%	15%	15%	12%	12%	17%	11%	16%	17%	12%	21%	20%	12%	13%	14%	12%	11%	12%	14%	19%	16%	13%	16%	35%	13%	14%	12%	14%								

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

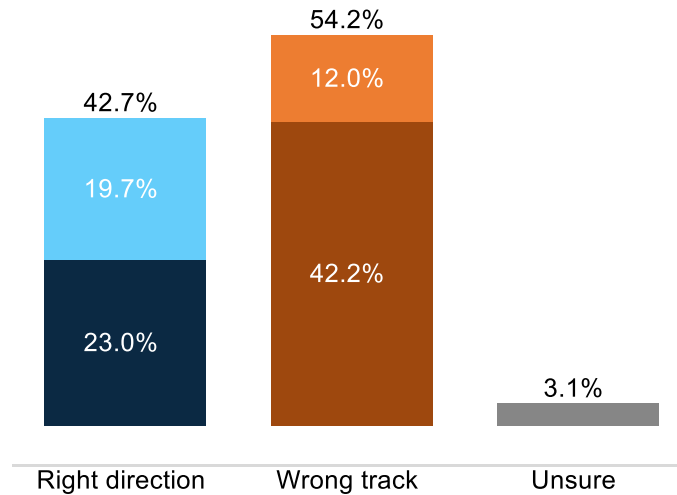
Trend: Vote Method



Percent Change: Vote Method (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	-5%	-1%	4%	2%	0%	5%	-2%	-4%	4%	-1%	-6%	2%	2%	-4%	4%	-6%	-3%	2%	-7%	-7%	2%	-1%	5%	-2%	-1%	-5%	2%	2%	-4%	-17%	2%	-3%	1%	0%
Probably vote	5%	1%	-4%	-2%	0%	-5%	2%	4%	-4%	1%	6%	-2%	-2%	4%	-4%	6%	3%	-2%	7%	7%	-2%	1%	-5%	2%	1%	5%	-2%	-2%	4%	17%	-2%	3%	-1%	0%
Vote in-person on Election Day	-5%	-1%	7%	-3%	-3%	5%	-2%	-4%	-5%	1%	0%	2%	-1%	-4%	2%	-2%	-2%	-1%	-3%	-6%	5%	-3%	3%	0%	-3%	-2%	1%	0%	-3%	4%	-1%	6%	-3%	-2%
Vote absentee by mail	0%	-3%	-5%	3%	0%	-1%	-3%	0%	5%	-3%	-5%	-2%	1%	-1%	-1%	-4%	-1%	-1%	-1%	4%	-1%	-1%	0%	-3%	1%	-4%	-5%	-1%	-2%	-5%	8%	-9%	0%	-2%
Vote early in-person	5%	4%	-2%	0%	3%	-5%	5%	4%	0%	1%	6%	1%	0%	5%	-1%	6%	3%	2%	4%	3%	-5%	4%	-3%	2%	2%	6%	5%	0%	4%	1%	-7%	2%	2%	4%
Definitely vote in-person on Election Day	-2%	0%	9%	1%	0%	9%	1%	-3%	1%	3%	-2%	2%	2%	0%	3%	1%	0%	3%	-1%	-5%	7%	-2%	6%	2%	-2%	1%	3%	2%	1%	10%	0%	4%	3%	1%
Probably vote in-person on Election Day	-3%	-1%	-3%	-3%	-2%	-4%	-3%	-1%	-6%	-2%	1%	0%	-3%	-4%	-1%	-3%	-3%	-3%	-2%	-1%	-2%	-1%	-3%	-2%	-1%	-3%	-1%	-3%	-6%	-1%	2%	-6%	-3%	
Definitely vote absentee by mail	-3%	-3%	-5%	1%	-2%	-2%	-4%	-1%	3%	-4%	-6%	-2%	-1%	-3%	-1%	-8%	0%	-2%	-2%	-2%	-3%	-3%	0%	-5%	-1%	-5%	-5%	-2%	-3%	-10%	5%	-10%	-1%	-2%
Probably vote absentee by mail	3%	0%	0%	2%	2%	1%	2%	1%	2%	1%	0%	0%	2%	2%	0%	4%	-1%	1%	1%	6%	2%	2%	0%	3%	2%	1%	0%	1%	1%	5%	3%	2%	1%	0%
Definitely vote early in-person	0%	2%	-1%	0%	2%	-3%	2%	-1%	1%	0%	2%	2%	1%	-1%	3%	1%	-3%	1%	-4%	1%	-3%	3%	-1%	1%	2%	-1%	4%	2%	-1%	-17%	-3%	3%	-2%	2%
Probably vote early in-person	5%	2%	-1%	0%	1%	-2%	3%	4%	-1%	2%	4%	-1%	-1%	6%	-3%	5%	6%	1%	8%	2%	-2%	0%	-2%	1%	0%	7%	1%	-2%	5%	18%	-3%	-1%	4%	2%

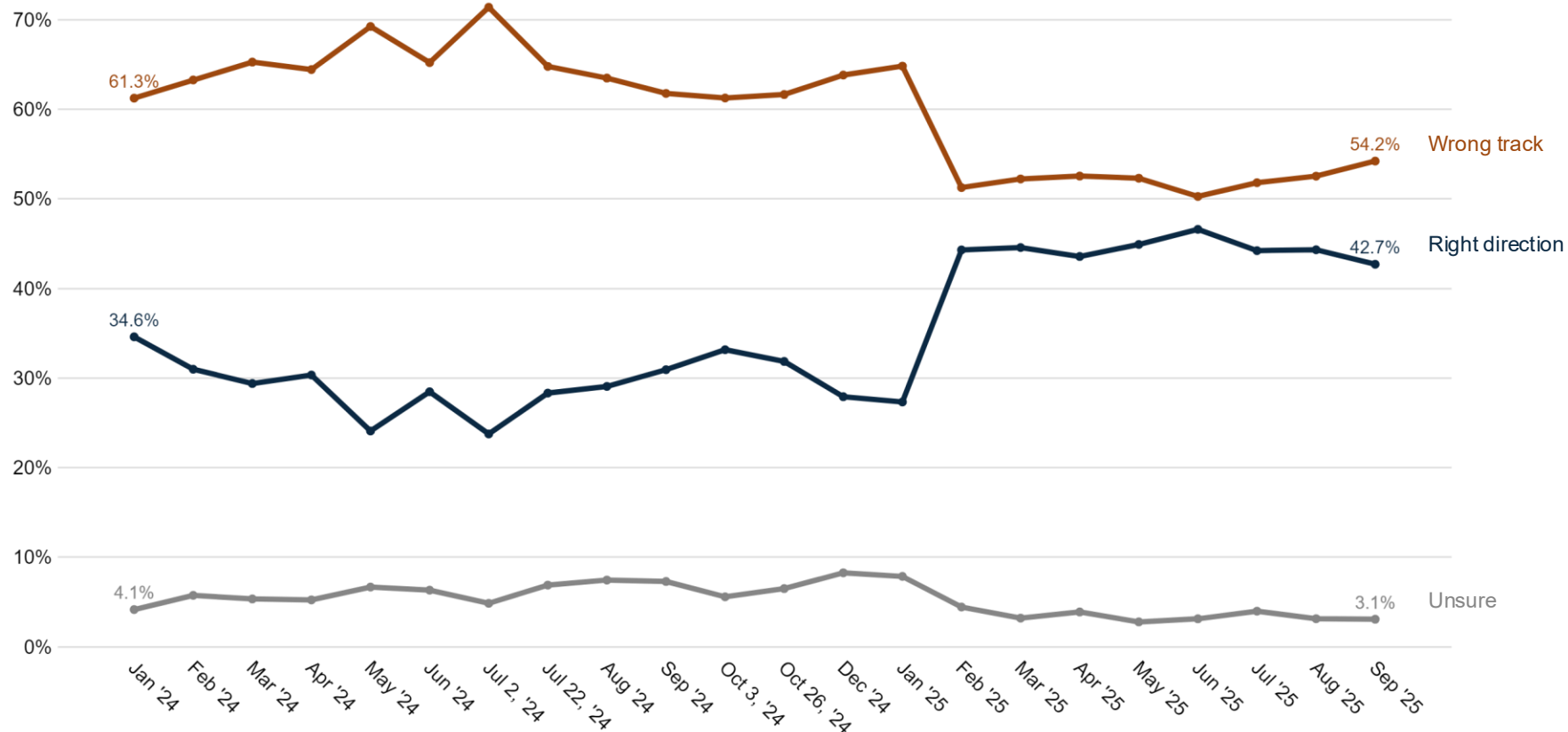
Country Direction



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	31%	43%	43%	55%	42%	55%	46%	27%	54%	40%	35%	84%	28%	7%	78%	28%	6%	48%	21%	35%	44%	51%	41%	47%	55%	40%	43%	31%	35%	84%	4%	31%	45%	48%	37%	42%
Wrong track	64%	55%	53%	44%	57%	41%	50%	70%	43%	57%	61%	13%	68%	92%	19%	67%	93%	49%	76%	62%	52%	46%	56%	49%	43%	57%	53%	66%	58%	12%	94%	69%	54%	49%	60%	55%
Definitely the right direction	14%	25%	20%	34%	24%	30%	25%	13%	28%	22%	19%	47%	12%	3%	46%	11%	3%	26%	7%	21%	20%	29%	24%	21%	33%	18%	21%	18%	9%	47%	2%	15%	22%	24%	18%	25%
Mostly the right direction	17%	18%	24%	21%	18%	25%	20%	14%	25%	18%	16%	36%	16%	4%	33%	18%	3%	22%	13%	14%	24%	23%	18%	26%	22%	21%	22%	13%	26%	37%	2%	15%	23%	24%	20%	18%
Mostly the wrong track	13%	11%	17%	8%	11%	14%	13%	10%	9%	13%	15%	8%	16%	13%	10%	17%	11%	11%	18%	10%	14%	10%	11%	15%	11%	16%	8%	15%	28%	9%	13%	36%	19%	14%	11%	10%
Definitely the wrong track	51%	44%	36%	36%	47%	27%	38%	59%	34%	45%	46%	4%	52%	78%	9%	49%	82%	38%	57%	52%	38%	37%	45%	34%	33%	41%	45%	50%	30%	4%	81%	33%	34%	35%	49%	45%
Unsure	5%	3%	4%	1%	1%	3%	4%	3%	3%	3%	3%	4%	4%	2%	3%	5%	1%	3%	4%	3%	4%	2%	2%	4%	2%	3%	4%	3%	7%	3%	2%	0%	1%	3%	3%	3%

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

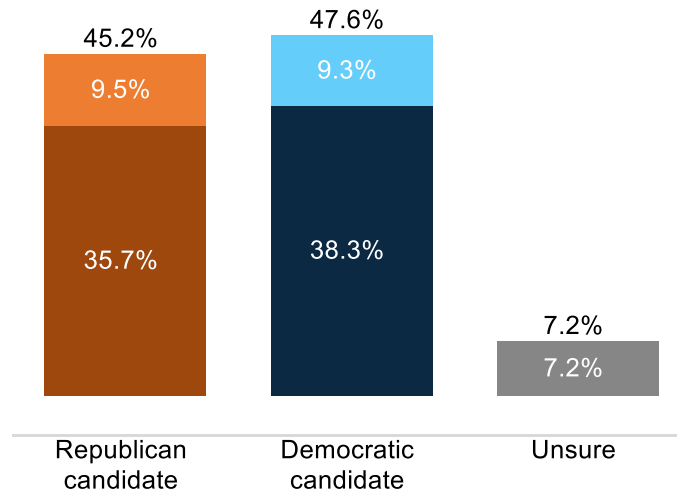
Trend: Country Direction



Percent Change: Country Direction (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	1%	1%	-8%	-2%	-4%	-6%	4%	-1%	-1%	-3%	2%	1%	-6%	-1%	1%	-3%	-1%	0%	-5%	-1%	-1%	7%	-4%	-7%	-1%	4%	-4%	1%	-3%	-19%	1%	9%	-9%	-3%
Wrong track	-2%	1%	7%	2%	4%	6%	-2%	0%	1%	3%	-2%	-2%	7%	1%	-1%	2%	1%	0%	6%	0%	2%	-6%	3%	8%	0%	-2%	4%	0%	3%	19%	0%	-6%	11%	2%
Definitely the right direction	-1%	1%	-1%	-4%	-3%	-2%	3%	-2%	-4%	-1%	2%	-1%	-3%	1%	-2%	1%	0%	-1%	-1%	6%	-1%	4%	0%	-5%	-4%	5%	-1%	-1%	-1%	-9%	4%	6%	-5%	-3%
Mostly the right direction	2%	0%	-6%	1%	-1%	-4%	1%	1%	2%	-2%	-1%	2%	-3%	-1%	3%	-4%	-1%	1%	-4%	-7%	0%	2%	-3%	-2%	3%	-1%	-3%	2%	-2%	-10%	-3%	4%	-5%	0%
Mostly the wrong track	-2%	1%	2%	-3%	-4%	2%	1%	-2%	-4%	1%	-1%	0%	-3%	-1%	0%	-1%	-1%	0%	-4%	-5%	-1%	-2%	-1%	0%	-3%	2%	4%	0%	-2%	11%	-3%	1%	1%	-1%
Definitely the wrong track	0%	-1%	5%	5%	8%	4%	-3%	1%	5%	2%	-1%	-2%	10%	2%	-1%	3%	2%	0%	10%	5%	3%	-4%	4%	8%	3%	-4%	0%	-1%	5%	8%	3%	-6%	9%	3%
Unsure	1%	-2%	1%	0%	0%	0%	-2%	2%	0%	0%	0%	1%	-1%	-1%	0%	1%	-1%	0%	-1%	1%	0%	-1%	1%	0%	1%	-1%	0%	0%	0%	0%	-1%	-4%	-1%	1%

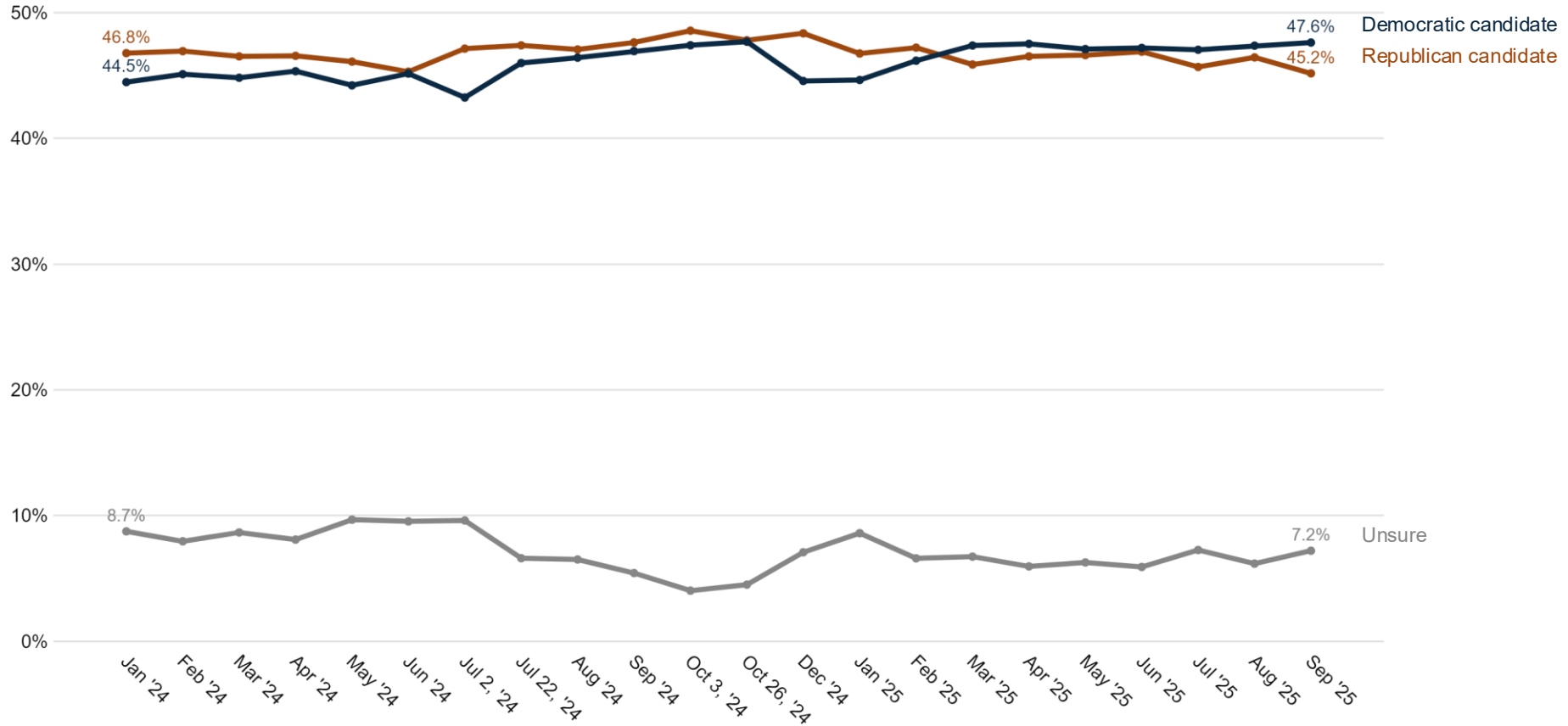
Generic Ballot



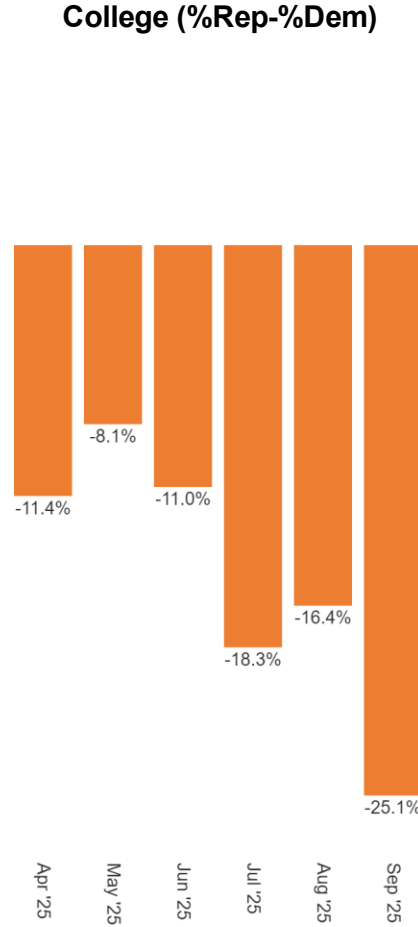
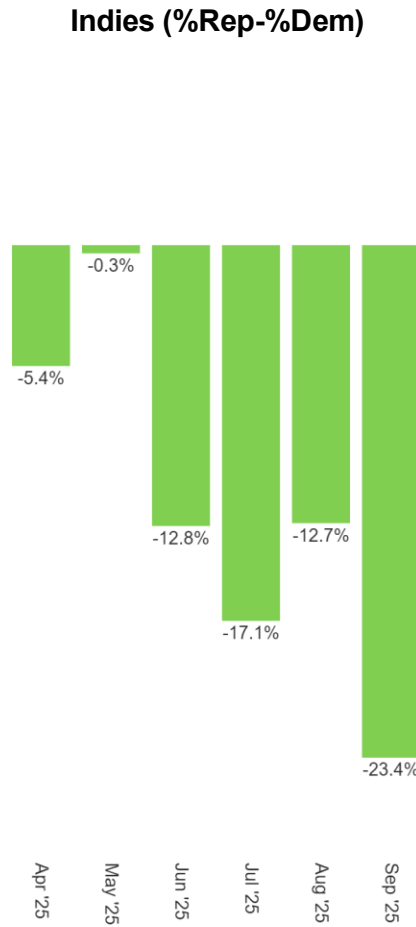
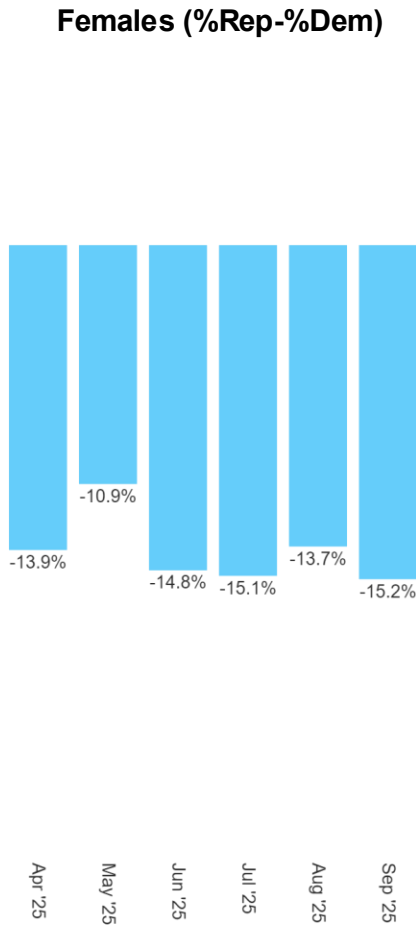
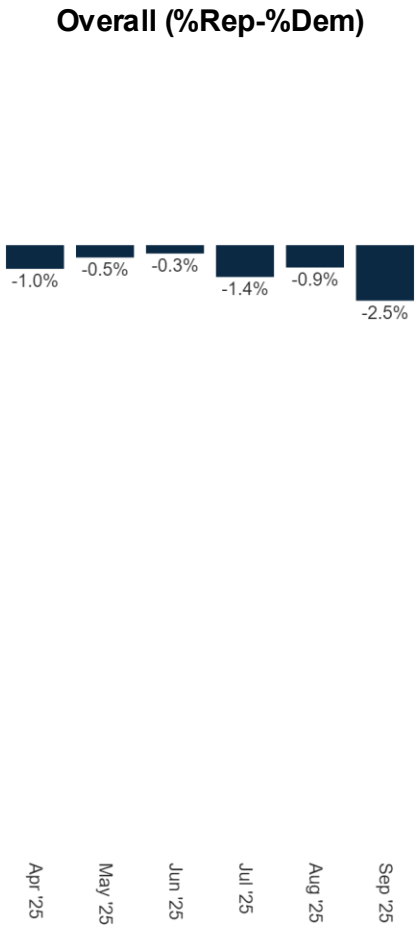
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	32%	44%	50%	57%	43%	61%	49%	26%	59%	42%	35%	94%	29%	2%	86%	28%	4%	53%	15%	34%	46%	51%	44%	49%	58%	44%	45%	31%	37%	90%	2%	46%	44%	52%	41%	45%
Democratic candidate	59%	48%	42%	40%	50%	34%	42%	66%	34%	50%	58%	2%	53%	96%	8%	60%	94%	41%	77%	57%	43%	42%	50%	43%	36%	50%	48%	60%	36%	3%	94%	47%	48%	39%	53%	49%
Definitely the Republican candidate	23%	37%	37%	48%	36%	47%	39%	20%	48%	33%	26%	78%	16%	1%	72%	16%	4%	42%	7%	27%	35%	41%	35%	38%	48%	31%	36%	25%	0%	74%	1%	38%	27%	38%	34%	38%
Probably the Republican candidate	9%	8%	13%	9%	8%	14%	10%	6%	12%	9%	9%	15%	13%	1%	14%	12%	1%	10%	8%	6%	11%	10%	9%	10%	10%	13%	10%	6%	37%	17%	1%	9%	17%	14%	7%	7%
Probably the Democratic candidate	11%	8%	12%	7%	11%	8%	8%	10%	5%	10%	13%	1%	16%	14%	3%	16%	12%	8%	17%	10%	10%	8%	9%	11%	8%	12%	8%	10%	36%	2%	15%	11%	13%	9%	11%	8%
Definitely the Democratic candidate	48%	40%	30%	33%	39%	26%	34%	56%	29%	40%	45%	1%	37%	82%	5%	44%	82%	33%	60%	47%	33%	34%	41%	32%	28%	38%	39%	50%	0%	1%	78%	36%	35%	30%	42%	41%
Unsure	10%	7%	8%	3%	6%	5%	9%	7%	6%	8%	7%	4%	18%	2%	6%	12%	2%	6%	8%	9%	11%	7%	6%	8%	6%	5%	7%	9%	28%	6%	5%	7%	8%	9%	6%	7%

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

Trend: Generic Ballot



Generic Ballot Movement



Percent Change: Generic Ballot (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-3%	0%	-1%	0%	-5%	2%	2%	-4%	2%	-4%	2%	1%	-6%	0%	-1%	-1%	0%	0%	-3%	-8%	-3%	4%	0%	-2%	-2%	-1%	-3%	-1%	-1%	-12%	-1%	11%	-6%	-3%
Democratic candidate	1%	-1%	0%	2%	5%	-1%	-3%	1%	-2%	2%	-2%	-2%	5%	-1%	-1%	-1%	1%	-1%	2%	1%	-1%	-5%	0%	3%	3%	-2%	-2%	0%	0%	14%	1%	-14%	7%	1%
Definitely the Republican candidate	-1%	-1%	3%	-1%	1%	0%	1%	-2%	1%	-2%	4%	1%	-2%	0%	2%	-2%	1%	1%	-2%	-1%	3%	4%	4%	-5%	-3%	2%	0%	0%	0%	4%	1%	8%	-5%	-1%
Probably the Republican candidate	-2%	1%	-4%	0%	-6%	2%	1%	-2%	1%	-2%	-2%	0%	-4%	-1%	-3%	2%	-1%	0%	0%	-7%	-6%	0%	-4%	3%	1%	-3%	-3%	-1%	-1%	-16%	-2%	3%	-2%	-2%
Probably the Democratic candidate	-3%	2%	-2%	-1%	0%	-3%	-1%	0%	-5%	0%	1%	-1%	-2%	-1%	0%	-2%	-2%	-1%	-1%	-3%	-4%	-2%	0%	-5%	1%	-2%	-2%	1%	-2%	-4%	-3%	-6%	0%	0%
Definitely the Democratic candidate	4%	-3%	2%	3%	4%	2%	-2%	2%	3%	2%	-3%	-1%	6%	0%	-1%	1%	3%	0%	3%	4%	3%	-3%	0%	8%	2%	0%	0%	0%	3%	18%	3%	-8%	7%	1%
Unsure	2%	2%	1%	-1%	1%	-1%	1%	3%	0%	2%	0%	1%	1%	1%	2%	1%	-1%	0%	1%	7%	3%	1%	1%	-1%	-1%	4%	5%	1%	1%	-2%	0%	2%	-1%	2%

Generic Ballot by Key Voter Groups

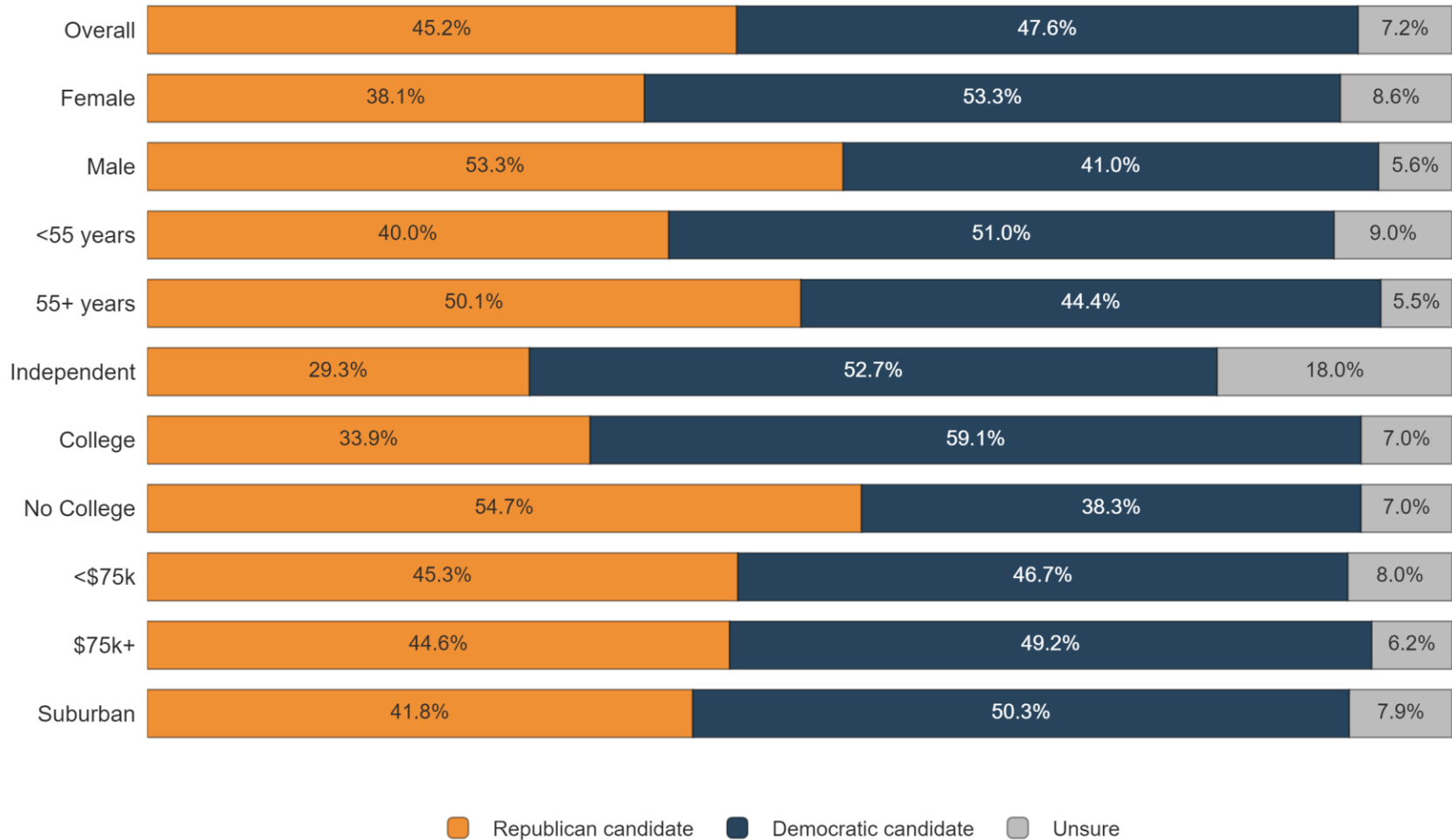


Image Tests

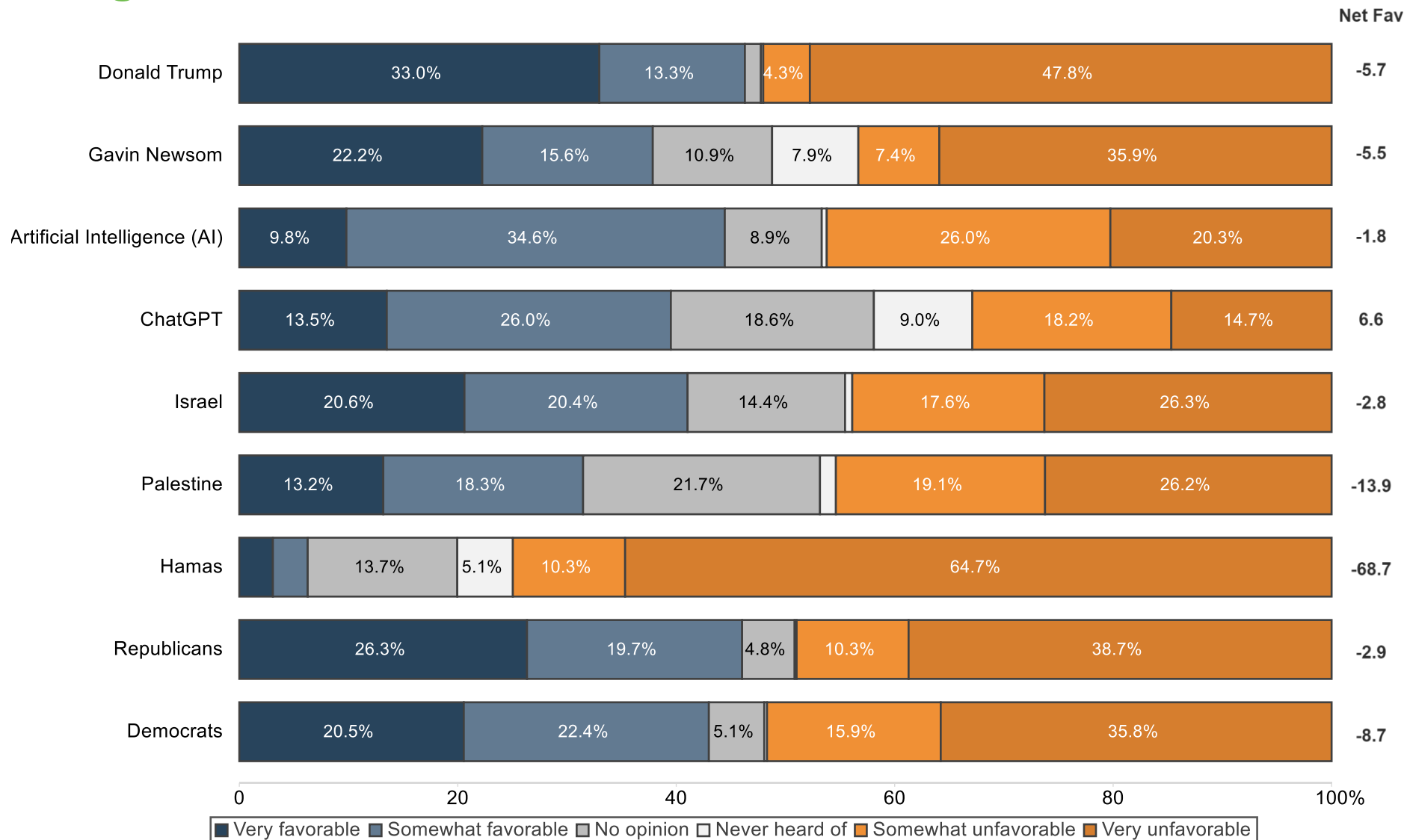


Image Tests Heatmaps

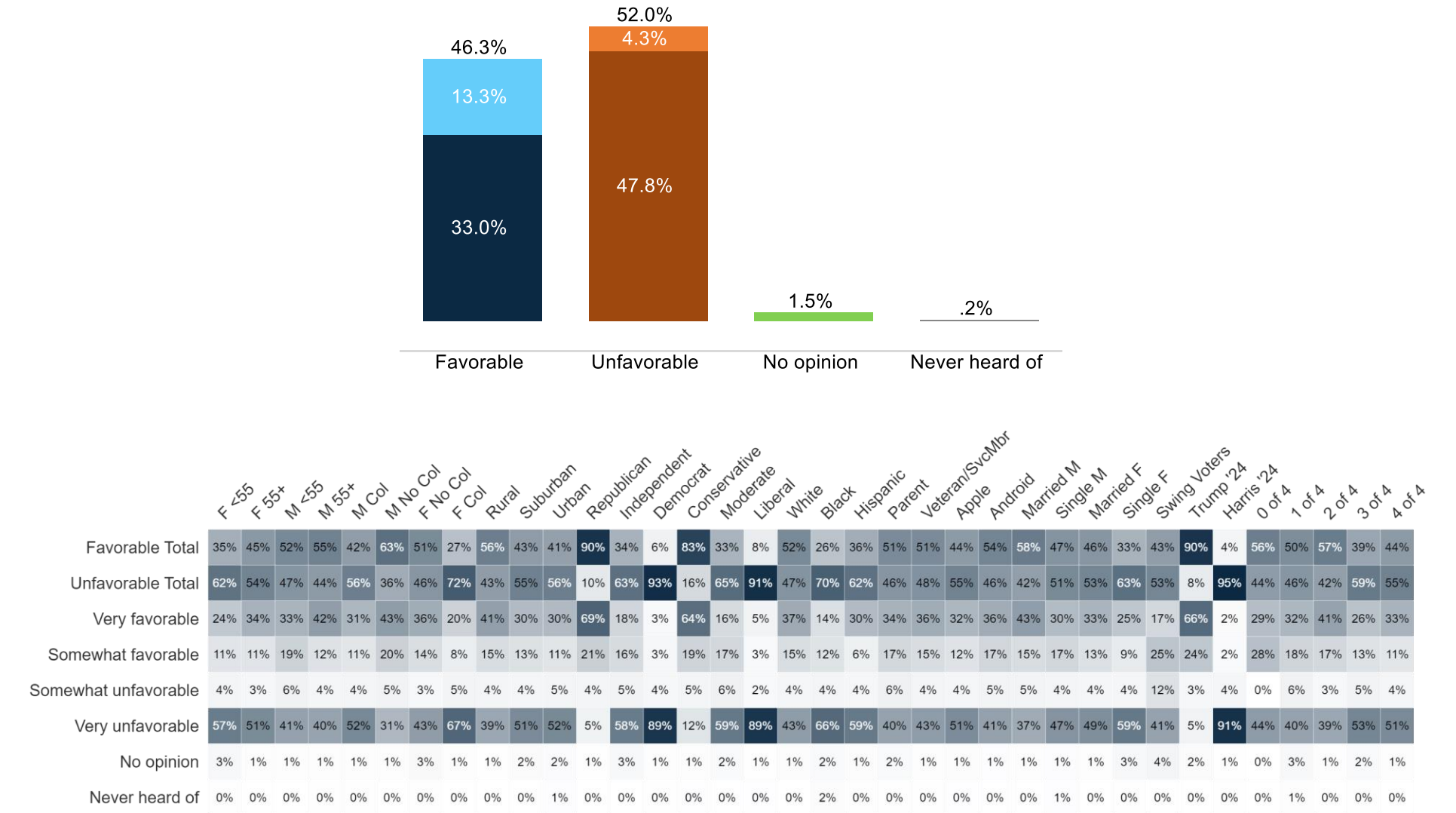
Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	35%	45%	52%	55%	42%	63%	51%	27%	56%	43%	41%	90%	34%	6%	83%	33%	8%	52%	26%	36%	51%	51%	44%	54%	58%	47%	46%	33%	43%	90%	4%	56%	50%	57%	39%	44%
Gavin Newsom	40%	36%	39%	37%	49%	28%	25%	53%	25%	41%	48%	6%	41%	72%	7%	44%	77%	34%	48%	50%	37%	34%	41%	30%	35%	43%	36%	40%	29%	6%	72%	11%	40%	26%	37%	42%
Artificial Intelligence (AI)	43%	36%	50%	51%	57%	46%	32%	47%	37%	45%	52%	48%	44%	42%	47%	48%	40%	43%	47%	52%	53%	47%	46%	42%	51%	50%	41%	38%	48%	48%	41%	46%	49%	49%	45%	42%
ChatGPT	51%	25%	49%	34%	46%	38%	29%	49%	34%	40%	44%	41%	41%	37%	39%	44%	37%	37%	45%	50%	55%	36%	42%	33%	42%	40%	43%	34%	44%	42%	38%	37%	50%	44%	43%	35%
Israel	27%	46%	35%	56%	45%	47%	40%	33%	46%	41%	35%	64%	35%	19%	65%	33%	16%	46%	26%	27%	36%	49%	42%	40%	52%	36%	38%	35%	36%	64%	19%	26%	34%	37%	34%	46%
Palestine	44%	24%	37%	22%	39%	21%	26%	42%	21%	32%	44%	12%	37%	49%	13%	29%	61%	28%	42%	43%	36%	25%	35%	21%	26%	35%	30%	38%	26%	13%	50%	18%	37%	27%	38%	30%
Hamas	9%	2%	11%	4%	8%	6%	5%	7%	4%	5%	12%	5%	5%	8%	5%	10%	6%	11%	5%	9%	7%	6%	5%	7%	7%	4%	8%	7%	5%	7%	5%	14%	5%	6%	5%	
Republicans	37%	46%	48%	54%	40%	60%	51%	31%	58%	42%	39%	91%	30%	6%	83%	32%	7%	52%	22%	37%	49%	52%	44%	51%	56%	42%	49%	34%	42%	89%	5%	48%	50%	56%	42%	44%
Democrats	52%	45%	38%	36%	45%	31%	39%	59%	31%	45%	53%	6%	40%	87%	8%	57%	82%	37%	68%	54%	43%	40%	44%	42%	32%	45%	42%	56%	32%	7%	81%	48%	46%	37%	43%	44%

Unfavorable

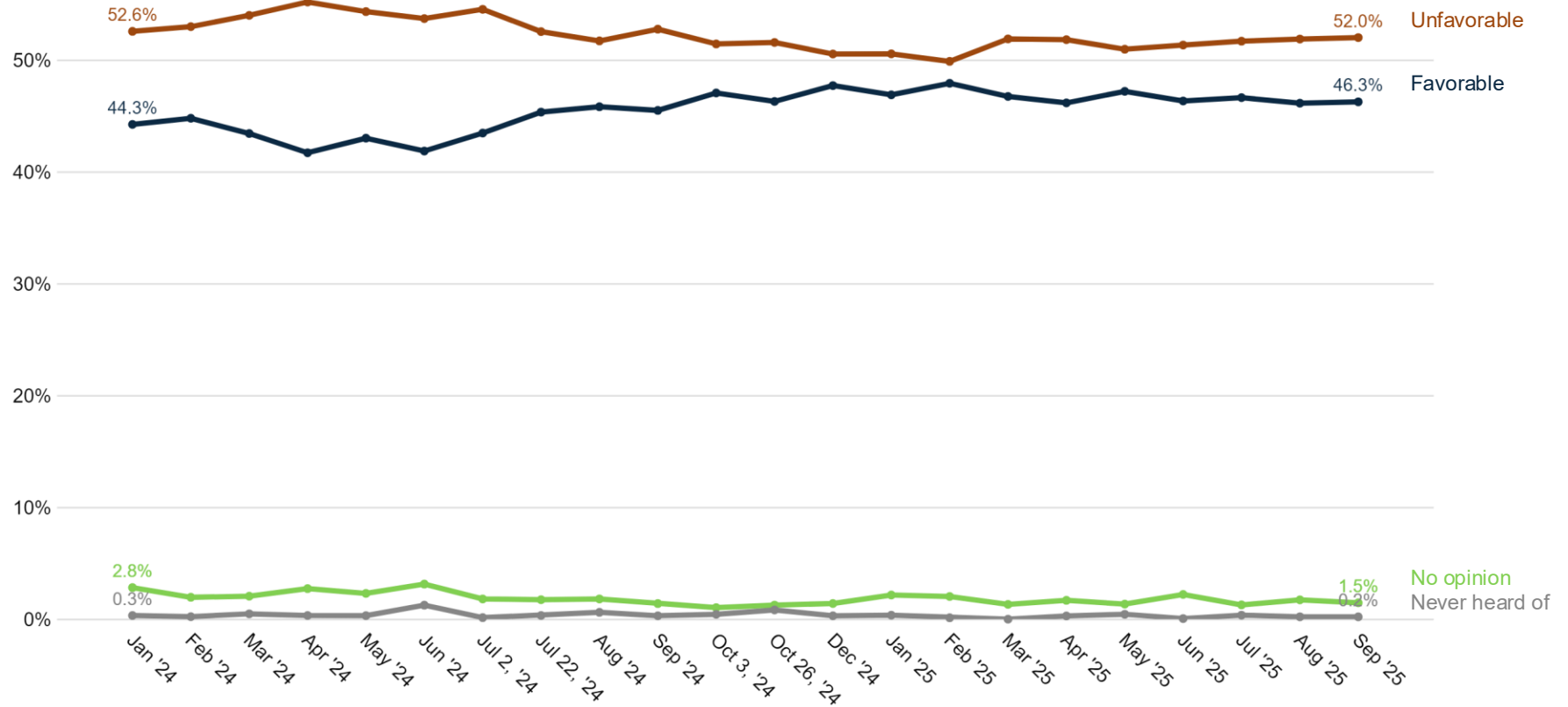
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	62%	54%	47%	44%	56%	36%	46%	72%	43%	55%	56%	10%	63%	93%	16%	65%	91%	47%	70%	62%	46%	48%	55%	46%	42%	51%	53%	63%	53%	8%	95%	44%	46%	42%	59%	55%
Gavin Newsom	30%	44%	46%	55%	46%	55%	43%	31%	52%	43%	34%	73%	41%	12%	74%	30%	11%	48%	20%	38%	41%	50%	44%	43%	55%	43%	43%	31%	41%	74%	13%	55%	30%	45%	42%	46%
Artificial Intelligence (AI)	49%	52%	44%	39%	37%	45%	53%	49%	51%	47%	39%	42%	49%	50%	42%	43%	54%	48%	40%	39%	39%	43%	46%	48%	41%	42%	50%	51%	43%	42%	51%	48%	40%	40%	49%	49%
ChatGPT	36%	28%	39%	29%	34%	35%	30%	35%	31%	34%	32%	28%	36%	37%	30%	26%	43%	35%	26%	26%	30%	33%	33%	33%	30%	40%	30%	33%	30%	28%	38%	50%	30%	27%	33%	35%
Israel	53%	38%	51%	34%	47%	38%	38%	54%	35%	45%	52%	20%	52%	66%	22%	47%	73%	40%	52%	58%	44%	39%	46%	38%	37%	49%	46%	45%	40%	20%	68%	53%	46%	43%	49%	42%
Palestine	32%	45%	45%	60%	47%	57%	39%	39%	51%	45%	40%	64%	41%	28%	66%	40%	22%	50%	29%	35%	41%	53%	45%	48%	57%	46%	44%	33%	42%	63%	29%	56%	41%	41%	38%	49%
Hamas	59%	79%	77%	87%	85%	79%	64%	75%	75%	78%	69%	79%	77%	70%	82%	68%	73%	79%	54%	74%	67%	78%	77%	72%	84%	78%	75%	63%	64%	80%	73%	63%	56%	66%	71%	83%
Republicans	56%	49%	46%	44%	57%	36%	40%	67%	37%	53%	56%	6%	63%	88%	14%	59%	90%	44%	68%	58%	44%	45%	52%	43%	41%	52%	48%	58%	46%	7%	90%	49%	42%	38%	53%	52%
Democrats	41%	50%	56%	61%	52%	64%	52%	38%	62%	50%	42%	89%	52%	11%	87%	34%	17%	58%	22%	42%	50%	56%	52%	53%	63%	51%	54%	37%	55%	87%	16%	43%	44%	55%	54%	52%

Image: Donald Trump



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

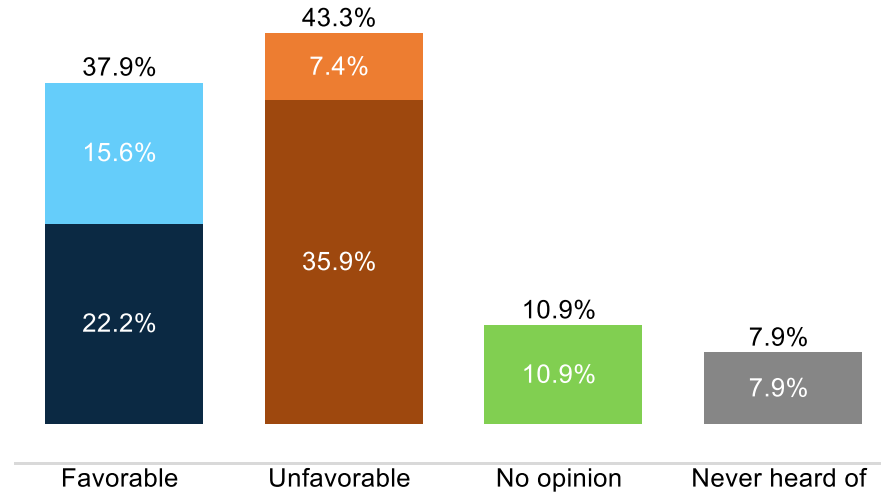
Trend: Donald Trump Image



Percent Change: Donald Trump Image (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	1%	0%	1%	-2%	-5%	2%	5%	-3%	-2%	-2%	8%	1%	-1%	0%	0%	2%	2%	0%	2%	3%	5%	5%	-1%	0%	0%	1%	3%	-1%	1%	-5%	7%	17%	-9%	-3%
Unfavorable Total	-1%	0%	0%	2%	6%	-2%	-5%	4%	4%	1%	-8%	-1%	0%	1%	0%	-1%	-2%	0%	4%	-2%	-4%	-4%	1%	1%	1%	-1%	-2%	0%	0%	9%	-7%	-16%	9%	3%
Very favorable	3%	-2%	1%	-5%	-2%	-4%	2%	-1%	-3%	-3%	8%	-1%	-1%	0%	-2%	1%	1%	-2%	0%	9%	2%	2%	0%	-5%	-2%	3%	0%	-4%	1%	-18%	7%	15%	-7%	-4%
Somewhat favorable	-1%	2%	0%	3%	-4%	6%	2%	-2%	1%	1%	0%	3%	0%	0%	2%	1%	1%	2%	2%	-6%	3%	3%	-1%	5%	2%	-2%	2%	2%	0%	13%	0%	2%	-2%	1%
Somewhat unfavorable	-2%	0%	-3%	1%	0%	-2%	-3%	2%	0%	-1%	-2%	0%	-3%	-1%	-1%	1%	-2%	1%	-5%	-10%	-4%	-1%	1%	-5%	0%	-2%	-2%	-1%	-1%	-5%	-7%	-6%	3%	1%
Very unfavorable	1%	0%	3%	1%	6%	0%	-2%	2%	4%	2%	-6%	-1%	3%	2%	1%	-1%	0%	-1%	9%	8%	-1%	-3%	0%	5%	0%	1%	0%	1%	1%	14%	0%	-10%	6%	2%
No opinion	-1%	0%	-1%	0%	-1%	0%	0%	-1%	-1%	0%	0%	0%	1%	-1%	0%	-1%	0%	1%	-7%	-1%	0%	-1%	0%	-1%	-1%	0%	0%	1%	-1%	-4%	0%	-1%	0%	0%
Never heard of	0%	0%	0%	0%	0%	0%	0%	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%	0%

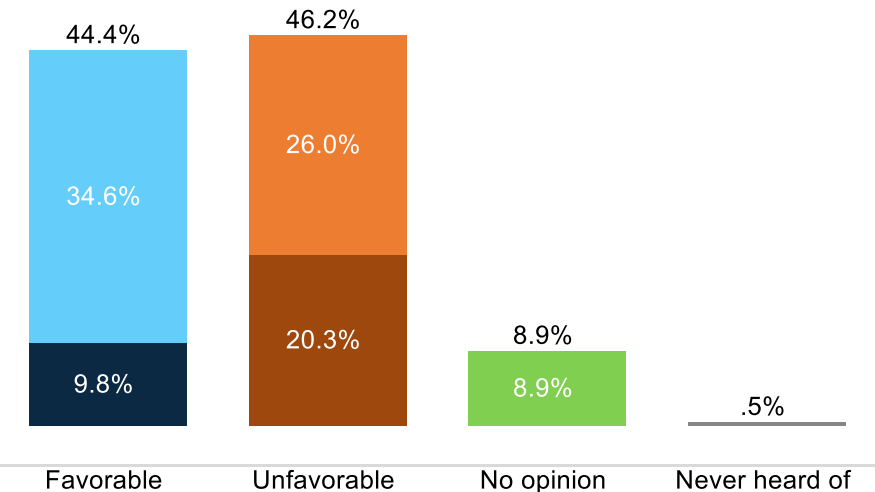
Image: Gavin Newsom



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	36%	39%	37%	49%	28%	25%	53%	25%	41%	48%	6%	41%	72%	7%	44%	77%	34%	48%	50%	37%	34%	41%	30%	35%	43%	36%	40%	29%	6%	72%	11%	40%	26%	37%	42%
Unfavorable Total	30%	44%	46%	55%	46%	55%	43%	31%	52%	43%	34%	73%	41%	12%	74%	30%	11%	48%	20%	38%	41%	50%	44%	43%	55%	43%	43%	31%	41%	74%	13%	55%	30%	45%	42%	46%
Very favorable	24%	25%	17%	23%	24%	17%	16%	33%	18%	24%	24%	2%	20%	46%	5%	25%	47%	19%	27%	38%	20%	22%	24%	18%	19%	22%	24%	25%	11%	2%	44%	8%	22%	16%	20%	25%
Somewhat favorable	17%	11%	22%	14%	25%	12%	9%	19%	6%	17%	25%	3%	21%	26%	3%	20%	30%	15%	21%	12%	17%	12%	12%	16%	21%	12%	15%	17%	3%	28%	3%	19%	10%	17%	17%	
Somewhat unfavorable	8%	8%	9%	5%	8%	6%	7%	8%	5%	9%	8%	6%	11%	6%	6%	11%	5%	8%	5%	5%	9%	5%	7%	9%	7%	8%	7%	9%	13%	6%	7%	18%	7%	11%	8%	6%
Very unfavorable	22%	37%	37%	50%	38%	48%	35%	22%	47%	34%	26%	67%	29%	6%	68%	20%	6%	40%	15%	33%	32%	44%	37%	35%	48%	35%	36%	22%	29%	68%	6%	37%	23%	34%	35%	40%
No opinion	14%	13%	10%	6%	4%	12%	18%	8%	13%	10%	10%	12%	11%	8%	11%	15%	6%	11%	17%	6%	12%	10%	8%	17%	7%	10%	12%	15%	18%	12%	9%	16%	13%	16%	11%	8%
Never heard of	16%	7%	4%	3%	1%	5%	14%	9%	10%	7%	8%	9%	7%	7%	7%	10%	6%	7%	14%	6%	9%	6%	7%	9%	3%	4%	10%	14%	12%	8%	6%	18%	16%	13%	10%	4%

Do you have a favorable or unfavorable opinion of Gavin Newsom?

Image: Artificial Intelligence (AI)

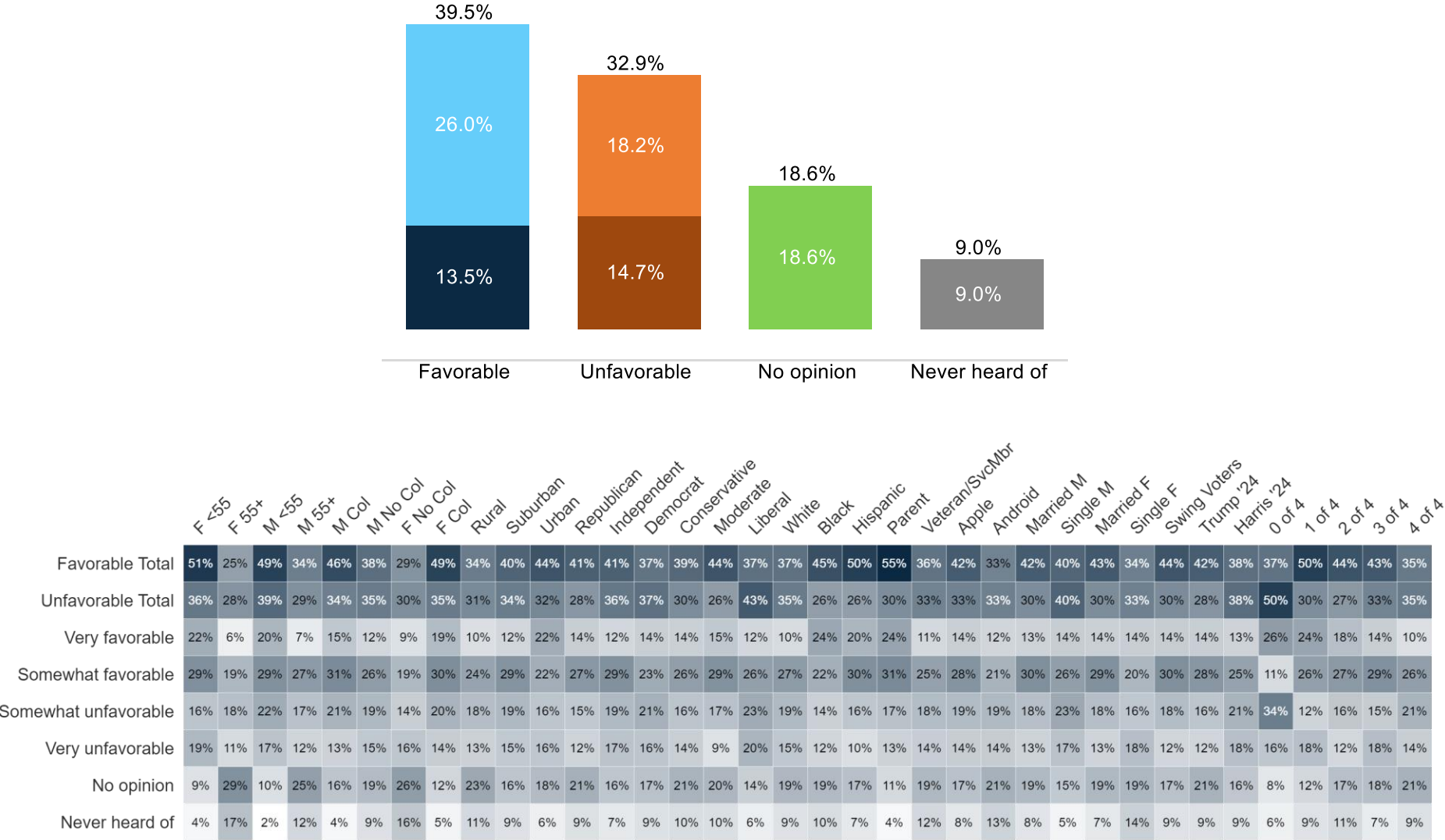


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	36%	50%	51%	57%	46%	32%	47%	37%	45%	52%	48%	44%	42%	47%	48%	40%	43%	47%	52%	53%	47%	46%	42%	51%	50%	41%	38%	48%	48%	41%	46%	49%	49%	45%	42%
Unfavorable Total	49%	52%	44%	39%	37%	45%	53%	49%	51%	47%	39%	42%	49%	50%	42%	43%	54%	48%	40%	39%	39%	43%	46%	48%	41%	42%	50%	51%	43%	42%	51%	48%	40%	40%	49%	49%
Very favorable	14%	4%	15%	7%	14%	8%	6%	12%	7%	9%	14%	10%	10%	10%	10%	9%	8%	16%	13%	17%	9%	10%	10%	10%	11%	9%	9%	10%	11%	8%	14%	18%	12%	10%	7%	
Somewhat favorable	29%	32%	35%	44%	43%	37%	26%	35%	30%	36%	38%	38%	34%	33%	37%	38%	31%	35%	31%	39%	36%	38%	36%	33%	40%	39%	32%	29%	37%	37%	33%	32%	31%	37%	35%	35%
Somewhat unfavorable	25%	31%	24%	23%	22%	25%	25%	32%	27%	28%	18%	23%	26%	29%	22%	26%	33%	27%	21%	22%	22%	24%	26%	26%	25%	23%	29%	27%	24%	23%	29%	21%	19%	22%	24%	29%
Very unfavorable	25%	21%	20%	15%	15%	20%	28%	17%	24%	18%	21%	18%	23%	21%	18%	21%	21%	19%	16%	17%	19%	19%	22%	16%	20%	20%	25%	18%	19%	22%	27%	21%	18%	25%	20%	
No opinion	7%	12%	6%	10%	6%	10%	14%	4%	11%	8%	9%	10%	7%	7%	10%	8%	6%	8%	12%	10%	7%	10%	8%	9%	9%	8%	8%	10%	9%	10%	7%	0%	9%	11%	6%	9%
Never heard of	1%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	6%	2%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Artificial Intelligence (AI)?

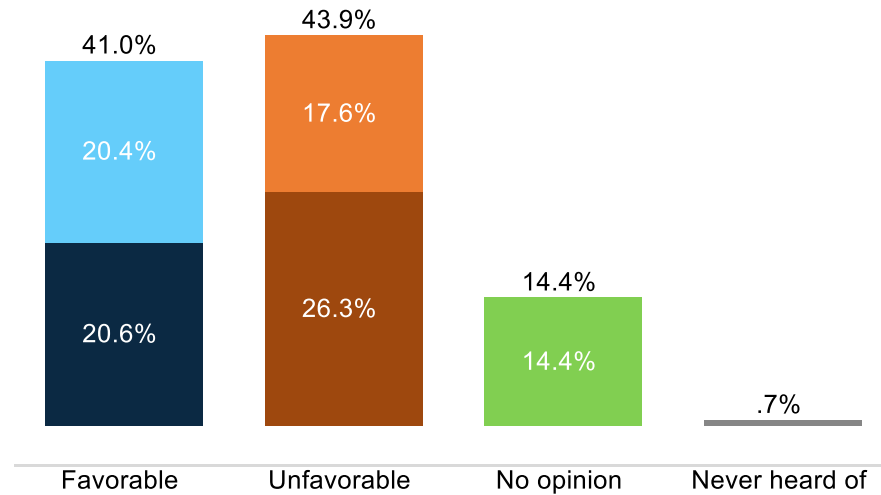


Image: ChatGPT



Do you have a favorable or unfavorable opinion of ChatGPT?

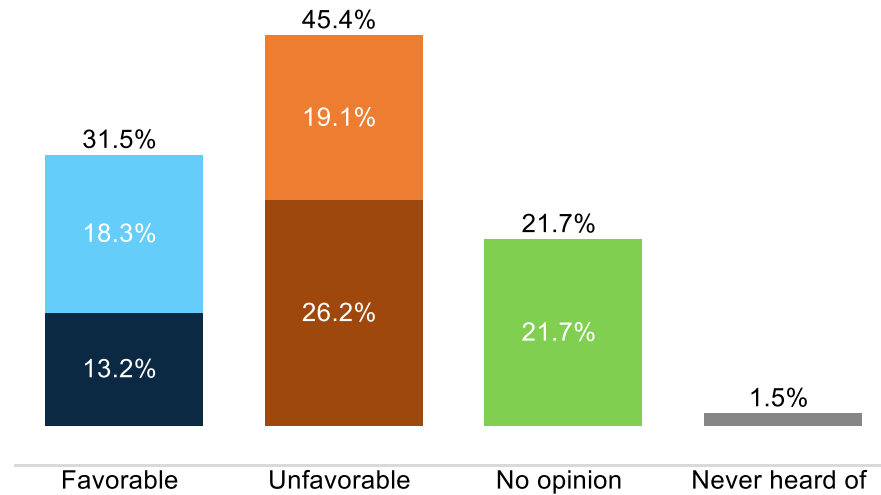
Image: Israel



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	27%	46%	35%	56%	45%	47%	40%	33%	46%	41%	35%	64%	35%	19%	65%	33%	16%	46%	26%	27%	36%	49%	42%	40%	52%	36%	38%	35%	36%	64%	19%	26%	34%	37%	34%	46%
Unfavorable Total	53%	38%	51%	34%	47%	38%	38%	54%	35%	45%	52%	20%	52%	66%	22%	47%	73%	40%	52%	58%	44%	39%	46%	38%	37%	49%	46%	45%	40%	20%	68%	53%	46%	43%	49%	42%
Very favorable	12%	24%	13%	34%	21%	25%	22%	14%	26%	20%	16%	38%	11%	7%	38%	12%	5%	23%	14%	16%	13%	28%	21%	20%	27%	17%	18%	19%	12%	36%	6%	12%	15%	14%	17%	25%
Somewhat favorable	15%	21%	23%	23%	24%	22%	18%	19%	20%	21%	20%	26%	24%	12%	27%	21%	11%	23%	13%	11%	23%	21%	21%	20%	25%	19%	21%	16%	24%	28%	13%	14%	19%	23%	17%	21%
Somewhat unfavorable	19%	17%	19%	16%	19%	16%	13%	22%	14%	19%	19%	10%	19%	26%	10%	22%	24%	17%	17%	21%	18%	16%	18%	18%	17%	18%	21%	15%	17%	10%	26%	10%	17%	16%	20%	18%
Very unfavorable	34%	22%	32%	17%	28%	22%	24%	32%	20%	27%	33%	10%	33%	40%	12%	24%	49%	23%	34%	37%	25%	24%	28%	21%	20%	31%	25%	31%	23%	10%	42%	43%	29%	27%	29%	24%
No opinion	18%	16%	13%	10%	8%	15%	21%	11%	19%	13%	12%	15%	13%	13%	13%	20%	10%	14%	19%	15%	18%	11%	11%	21%	10%	15%	15%	18%	22%	15%	12%	21%	17%	20%	18%	11%
Never heard of	2%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	3%	0%	2%	0%	1%	1%	0%	0%	1%	2%	1%	0%	1%	0%	3%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Israel?

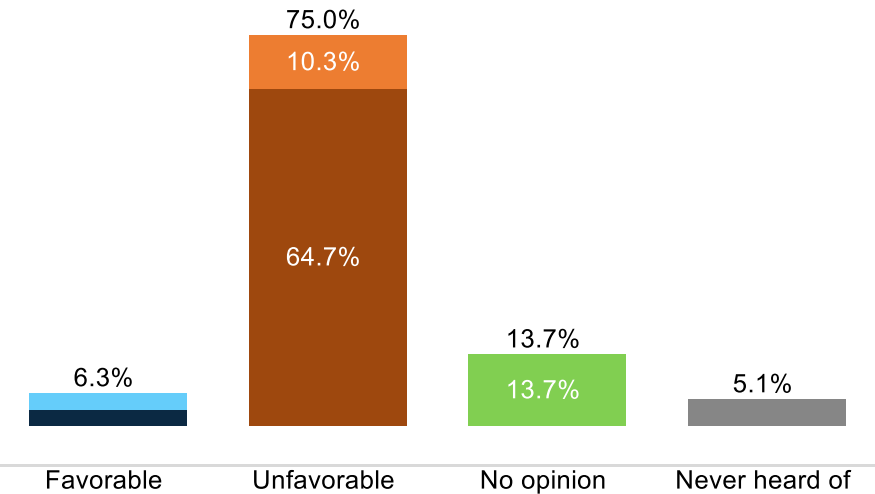
Image: Palestine



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	24%	37%	22%	39%	21%	26%	42%	21%	32%	44%	12%	37%	49%	13%	29%	61%	28%	42%	43%	36%	25%	35%	21%	26%	35%	30%	38%	26%	13%	50%	18%	37%	27%	38%	30%
Unfavorable Total	32%	45%	45%	60%	47%	57%	39%	39%	51%	45%	40%	64%	41%	28%	66%	40%	22%	50%	29%	35%	41%	53%	45%	48%	57%	46%	44%	33%	42%	63%	29%	56%	41%	41%	38%	49%
Very favorable	21%	7%	19%	6%	16%	9%	11%	18%	7%	13%	21%	3%	18%	22%	4%	8%	31%	10%	20%	24%	16%	10%	16%	6%	12%	13%	10%	19%	10%	4%	23%	18%	19%	12%	18%	11%
Somewhat favorable	23%	17%	18%	15%	23%	12%	15%	25%	14%	19%	23%	9%	20%	28%	9%	21%	31%	18%	22%	19%	20%	16%	20%	15%	14%	22%	21%	19%	16%	10%	28%	0%	18%	15%	20%	19%
Somewhat unfavorable	13%	20%	16%	28%	19%	25%	15%	18%	18%	20%	18%	23%	20%	14%	24%	20%	11%	21%	14%	11%	16%	21%	18%	21%	24%	20%	18%	14%	23%	23%	15%	27%	17%	18%	17%	20%
Very unfavorable	19%	26%	29%	32%	28%	33%	24%	21%	33%	25%	21%	41%	21%	14%	41%	20%	11%	29%	15%	23%	25%	32%	26%	26%	34%	25%	26%	19%	20%	40%	14%	29%	24%	23%	21%	29%
No opinion	22%	30%	16%	18%	13%	20%	32%	18%	26%	22%	16%	22%	20%	21%	20%	28%	16%	21%	27%	21%	21%	21%	19%	29%	16%	18%	24%	27%	29%	22%	20%	26%	20%	29%	23%	19%
Never heard of	2%	1%	2%	1%	0%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	0%	1%	2%	1%	2%	0%	1%	2%	1%	2%	2%	2%	2%	2%	1%	0%	2%	3%	1%	1%

Do you have a favorable or unfavorable opinion of Palestine?

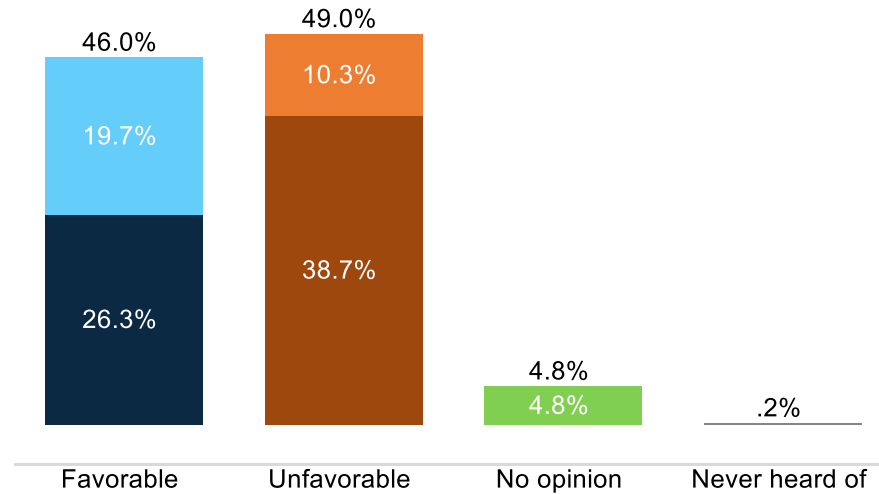
Image: Hamas



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	9%	2%	11%	4%	8%	6%	5%	7%	4%	5%	12%	5%	5%	8%	5%	5%	10%	6%	11%	5%	9%	7%	6%	5%	7%	7%	4%	8%	7%	5%	7%	5%	14%	5%	6%	5%
Unfavorable Total	59%	79%	77%	87%	85%	79%	64%	75%	75%	78%	69%	79%	77%	70%	82%	68%	73%	79%	54%	74%	67%	78%	77%	72%	84%	78%	75%	63%	64%	80%	73%	63%	56%	66%	71%	83%
Very favorable	4%	1%	5%	1%	4%	3%	3%	3%	2%	3%	6%	3%	2%	4%	2%	3%	4%	3%	5%	2%	5%	2%	3%	3%	3%	4%	3%	3%	4%	3%	3%	0%	8%	3%	2%	2%
Somewhat favorable	5%	1%	5%	2%	4%	4%	2%	4%	2%	3%	6%	2%	2%	5%	3%	2%	5%	3%	6%	2%	4%	5%	4%	2%	4%	3%	1%	5%	3%	3%	4%	5%	7%	3%	3%	2%
Somewhat unfavorable	12%	9%	13%	7%	11%	10%	7%	15%	8%	10%	13%	6%	13%	13%	6%	10%	15%	10%	12%	10%	13%	7%	10%	12%	9%	13%	8%	12%	12%	6%	13%	9%	14%	10%	12%	9%
Very unfavorable	46%	70%	63%	80%	74%	70%	57%	61%	66%	68%	55%	73%	64%	57%	76%	58%	58%	69%	42%	65%	53%	71%	67%	60%	75%	65%	66%	51%	52%	73%	59%	54%	42%	56%	59%	75%
No opinion	22%	14%	10%	8%	6%	11%	22%	13%	14%	13%	15%	11%	14%	16%	9%	19%	15%	11%	23%	16%	18%	12%	12%	17%	7%	12%	15%	20%	20%	11%	15%	23%	18%	21%	16%	10%
Never heard of	10%	5%	3%	1%	1%	3%	9%	5%	7%	4%	4%	5%	5%	5%	4%	8%	3%	4%	12%	5%	7%	4%	5%	6%	1%	4%	6%	9%	9%	4%	5%	10%	12%	7%	7%	2%

Do you have a favorable or unfavorable opinion of Hamas?

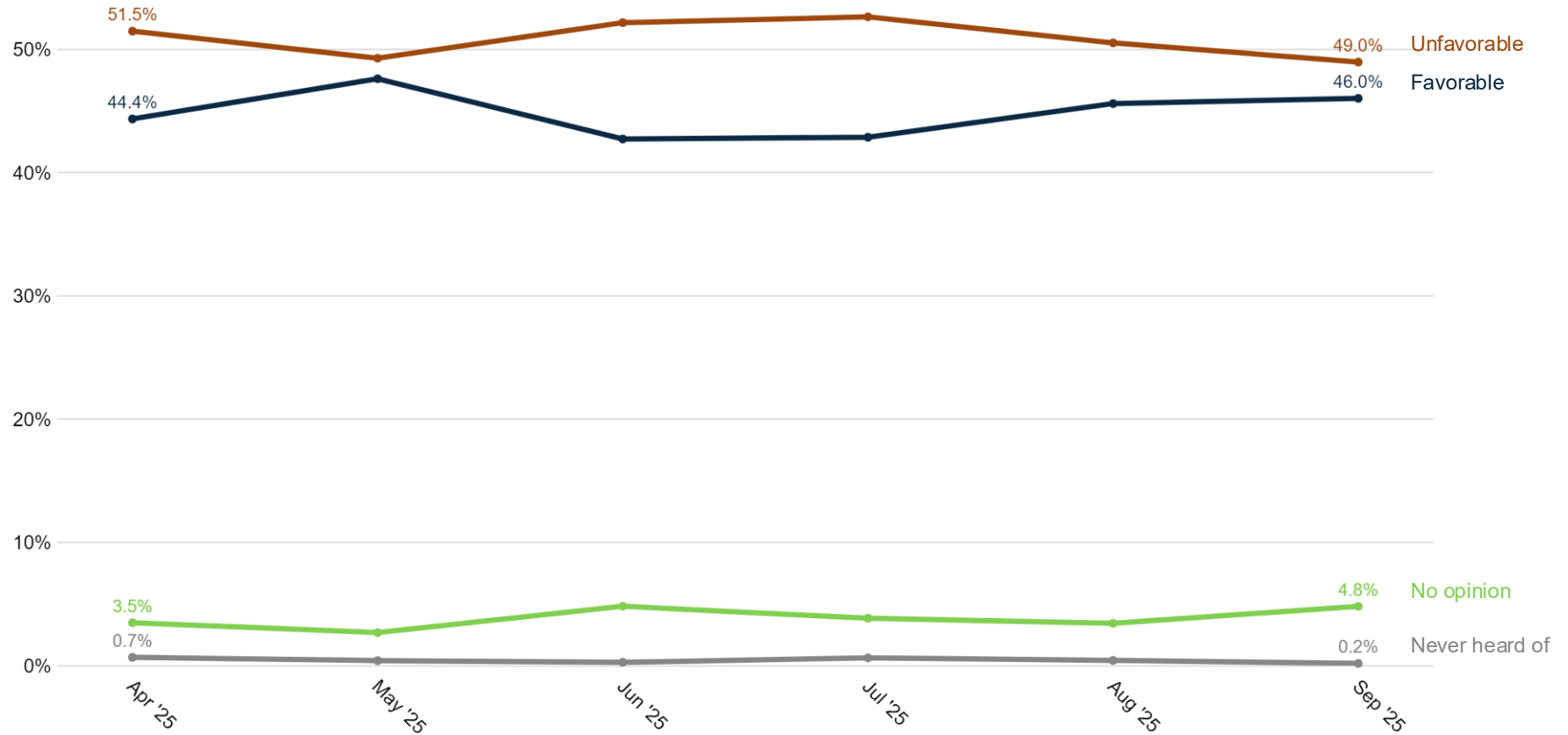
Image: Republicans



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	46%	48%	54%	40%	60%	51%	31%	58%	42%	39%	91%	30%	6%	83%	32%	7%	52%	22%	37%	49%	52%	44%	51%	56%	42%	49%	34%	42%	89%	5%	48%	50%	56%	42%	44%
Unfavorable Total	56%	49%	46%	44%	57%	36%	40%	67%	37%	53%	56%	6%	63%	88%	14%	59%	90%	44%	68%	58%	44%	45%	52%	43%	41%	52%	48%	58%	46%	7%	90%	49%	42%	38%	53%	52%
Very favorable	21%	28%	23%	34%	24%	32%	32%	15%	32%	24%	25%	59%	8%	2%	50%	14%	4%	30%	11%	23%	24%	31%	26%	27%	33%	22%	27%	22%	9%	53%	2%	24%	26%	32%	21%	27%
Somewhat favorable	16%	19%	25%	20%	16%	28%	19%	15%	26%	18%	14%	33%	22%	4%	33%	18%	3%	22%	11%	14%	25%	20%	18%	24%	24%	21%	22%	12%	32%	36%	3%	24%	24%	24%	21%	17%
Somewhat unfavorable	13%	9%	10%	9%	11%	8%	12%	10%	7%	12%	11%	4%	18%	12%	8%	15%	9%	9%	17%	9%	12%	12%	10%	13%	8%	11%	8%	14%	23%	5%	13%	26%	12%	11%	8%	9%
Very unfavorable	43%	40%	36%	35%	46%	27%	29%	56%	30%	41%	45%	2%	44%	76%	6%	44%	81%	35%	51%	49%	32%	33%	42%	31%	32%	41%	39%	44%	24%	2%	77%	23%	30%	28%	45%	43%
No opinion	7%	4%	6%	2%	3%	5%	8%	2%	4%	5%	4%	2%	7%	5%	3%	9%	2%	4%	9%	5%	7%	4%	4%	5%	3%	5%	3%	8%	12%	4%	4%	3%	7%	6%	5%	4%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Republicans?

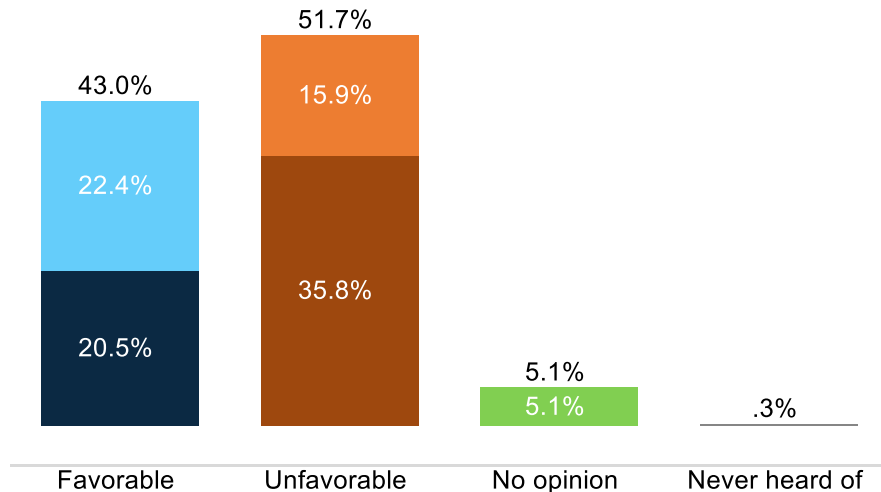
Trend: Republicans Image



Percent Change: Republicans Image (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	1%	3%	-1%	-2%	-4%	0%	4%	0%	1%	-2%	5%	3%	-3%	0%	2%	2%	0%	2%	-4%	-3%	1%	6%	-1%	-2%	3%	0%	-1%	2%	-1%	-11%	4%	15%	-6%	-1%
Unfavorable Total	-3%	-3%	0%	1%	4%	-2%	-6%	-1%	-1%	0%	-6%	-3%	1%	-2%	-2%	-5%	0%	-4%	3%	3%	-5%	-6%	-1%	1%	-4%	-2%	-2%	-3%	-1%	17%	-4%	-16%	4%	0%
Very favorable	1%	1%	1%	0%	1%	0%	3%	-1%	1%	-2%	5%	3%	-3%	1%	1%	1%	1%	1%	-3%	-1%	-2%	5%	3%	-4%	-1%	3%	-1%	2%	0%	-12%	3%	10%	-6%	1%
Somewhat favorable	0%	2%	-2%	-1%	-5%	1%	1%	1%	0%	0%	0%	0%	-1%	1%	1%	-1%	1%	-1%	-2%	3%	1%	-3%	2%	4%	-3%	1%	1%	0%	0%	1%	5%	0%	-2%	
Somewhat unfavorable	-1%	1%	-2%	0%	0%	-2%	1%	-1%	-1%	0%	0%	-1%	2%	-1%	0%	-1%	-1%	3%	-2%	-1%	1%	0%	-2%	-1%	2%	2%	-1%	-1%	19%	1%	-4%	-5%	0%	
Very unfavorable	-2%	-4%	2%	1%	4%	0%	-8%	1%	0%	0%	-6%	-2%	-1%	-1%	-2%	-4%	0%	-3%	0%	4%	-4%	-7%	0%	4%	-2%	-4%	-5%	-2%	0%	-2%	-5%	-12%	9%	0%
No opinion	2%	1%	2%	1%	0%	2%	2%	0%	0%	2%	1%	1%	2%	2%	0%	4%	0%	2%	0%	1%	4%	0%	1%	1%	0%	2%	3%	1%	2%	0%	-2%	1%	2%	2%
Never heard of	0%	-1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	0%	0%	-1%	0%	0%	1%	0%	0%	0%	0%	-1%	0%	-1%	0%	-1%	0%	-5%	1%	0%	0%	0%	

Image: Democrats



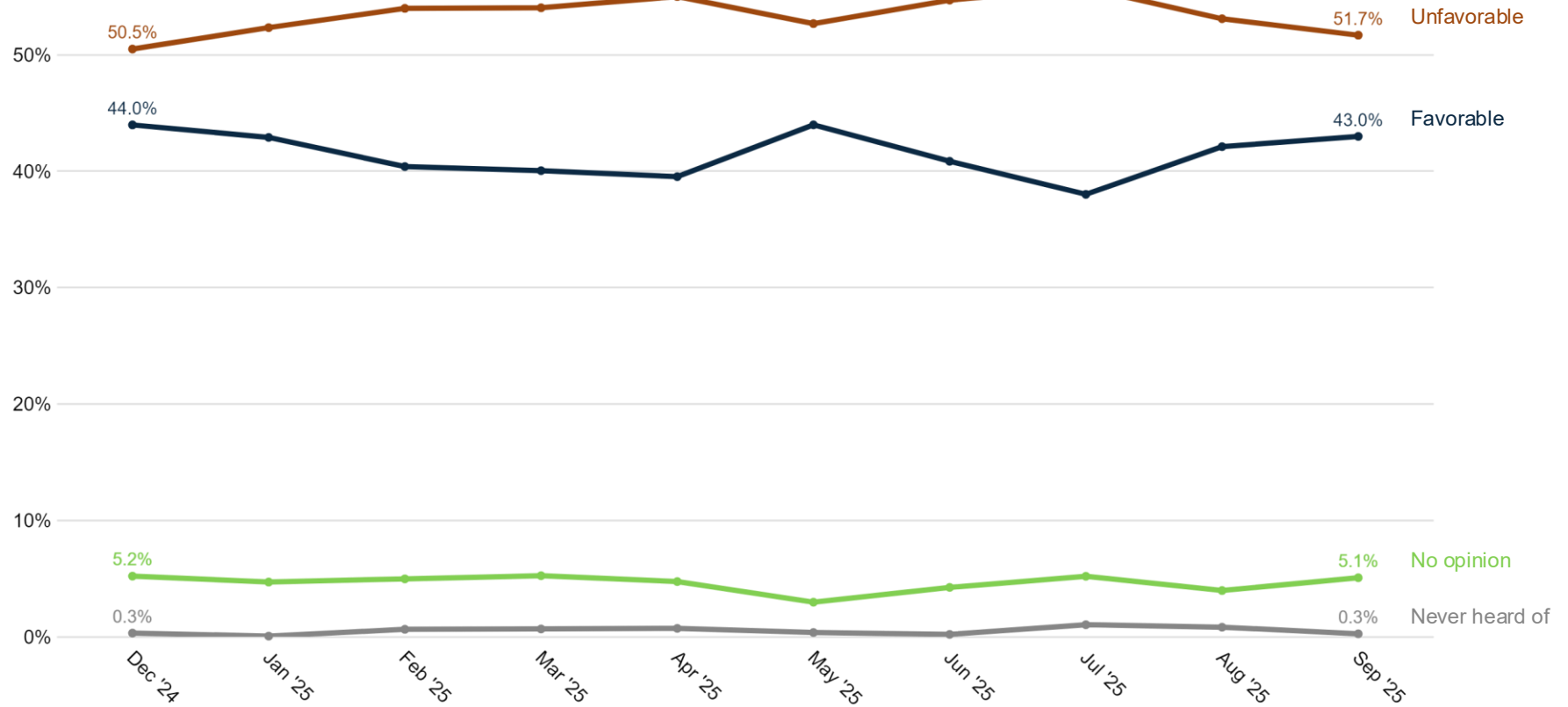
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	52%	45%	38%	36%	45%	31%	39%	59%	31%	45%	53%	6%	40%	87%	8%	57%	82%	37%	68%	54%	43%	40%	44%	42%	32%	45%	42%	56%	32%	7%	81%	48%	46%	37%	43%	44%
Unfavorable Total	41%	50%	56%	61%	52%	64%	52%	38%	62%	50%	42%	89%	52%	11%	87%	34%	17%	58%	22%	42%	50%	56%	52%	53%	63%	51%	54%	37%	55%	87%	16%	43%	44%	55%	54%	52%
Very favorable	23%	24%	16%	19%	17%	18%	21%	26%	16%	21%	26%	2%	10%	48%	5%	26%	39%	16%	39%	30%	17%	21%	20%	22%	14%	23%	18%	29%	9%	2%	41%	12%	25%	15%	22%	21%
Somewhat favorable	29%	21%	22%	17%	28%	13%	18%	33%	15%	24%	28%	4%	30%	39%	4%	31%	43%	21%	29%	23%	26%	19%	24%	20%	18%	22%	23%	26%	23%	5%	40%	35%	21%	22%	21%	23%
Somewhat unfavorable	18%	13%	18%	14%	18%	15%	15%	16%	14%	17%	16%	17%	27%	8%	18%	17%	12%	17%	13%	9%	16%	14%	16%	15%	17%	15%	18%	14%	34%	18%	12%	18%	16%	15%	21%	14%
Very unfavorable	23%	37%	38%	47%	35%	48%	37%	22%	48%	33%	25%	72%	25%	3%	69%	17%	5%	40%	9%	33%	33%	42%	36%	38%	46%	36%	36%	24%	21%	70%	4%	26%	28%	39%	32%	38%
No opinion	6%	5%	6%	3%	3%	5%	8%	3%	6%	5%	5%	5%	7%	2%	4%	9%	1%	5%	9%	3%	7%	3%	4%	5%	5%	3%	4%	7%	13%	5%	3%	9%	9%	7%	3%	4%
Never heard of	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Democrats?



CYGNAL

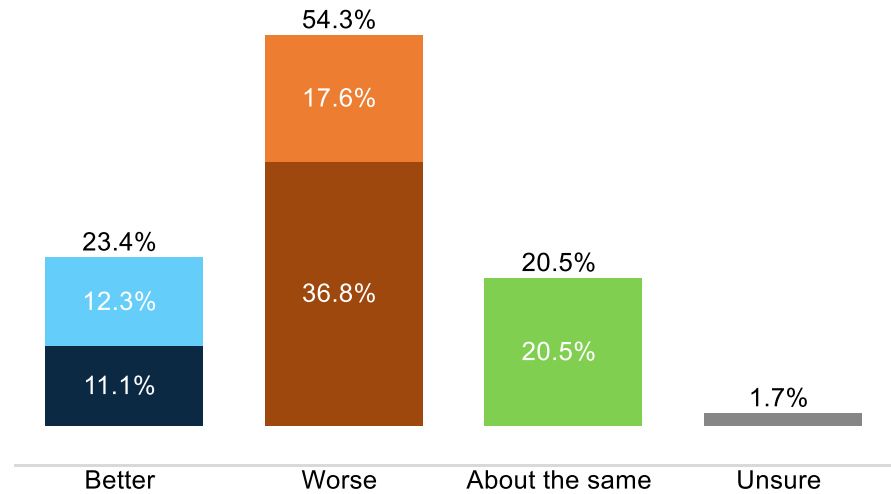
Trend: Democrats Image



Percent Change: Democrats Image (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	1%	-4%	6%	2%	10%	-1%	-7%	5%	-1%	3%	0%	-2%	4%	2%	-4%	1%	8%	2%	-6%	-4%	0%	-1%	2%	8%	-2%	-1%	-5%	-1%	2%	-7%	1%	-11%	3%	4%
Unfavorable Total	-3%	5%	-6%	-3%	-10%	0%	7%	-6%	1%	-4%	1%	2%	-6%	-2%	4%	-3%	-6%	-3%	5%	6%	-3%	3%	-4%	-6%	1%	1%	0%	0%	-3%	2%	1%	7%	-3%	-5%
Very favorable	2%	0%	4%	3%	4%	4%	-3%	6%	0%	4%	1%	-1%	3%	5%	-1%	2%	6%	3%	-6%	2%	-1%	3%	2%	7%	2%	1%	2%	-1%	5%	-12%	5%	-5%	8%	3%
Somewhat favorable	-2%	-3%	1%	-1%	6%	-5%	-4%	-1%	-2%	-1%	-1%	-1%	1%	-3%	-3%	-1%	2%	-1%	0%	-5%	1%	-5%	0%	1%	-3%	-2%	-7%	0%	-3%	5%	-4%	-5%	-5%	1%
Somewhat unfavorable	0%	5%	-3%	3%	-3%	3%	6%	-2%	1%	3%	-1%	3%	4%	-3%	7%	0%	-5%	2%	4%	-3%	-1%	0%	0%	1%	3%	2%	4%	4%	-3%	13%	-1%	0%	7%	0%
Very unfavorable	-3%	0%	-4%	-6%	-8%	-3%	1%	-4%	0%	-6%	1%	-1%	-10%	1%	-3%	-3%	-1%	-5%	1%	10%	-1%	3%	-4%	-7%	-1%	-2%	-4%	-4%	0%	-11%	2%	7%	-9%	-5%
No opinion	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	0%	1%	2%	-1%	2%	1%	-2%	4%	-1%	3%	-1%	0%	1%	5%	1%	1%	5%	-1%	3%	-1%	1%
Never heard of	0%	-1%	-1%	-1%	0%	-1%	-1%	0%	-1%	0%	0%	-1%	0%	0%	-1%	-1%	-1%	0%	-1%	0%	-1%	-1%	0%	-1%	0%	-1%	-1%	0%	-1%	0%	-2%	1%	0%	-1%

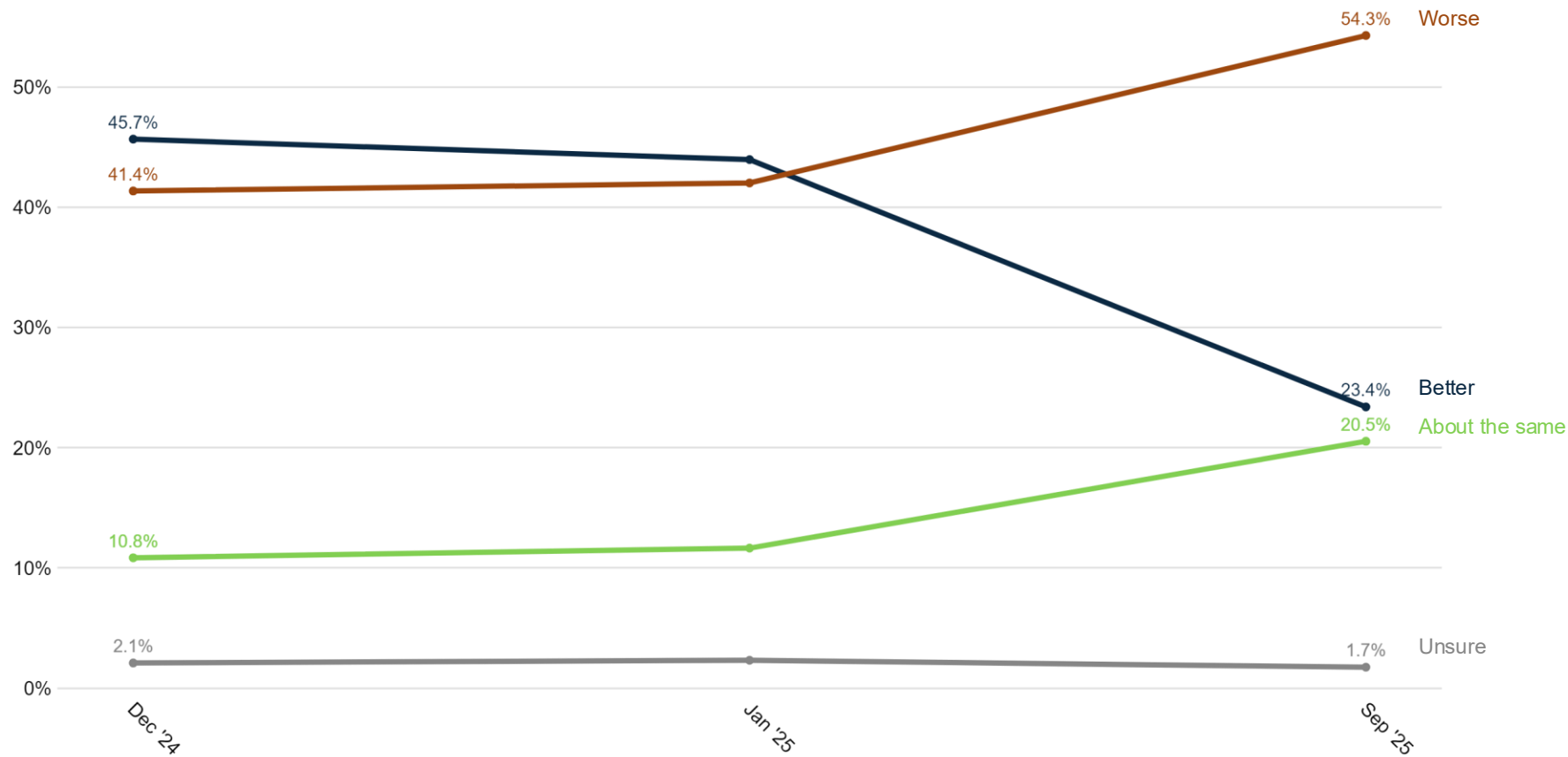
Inflation Better or Worse



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Better Total	16%	20%	25%	35%	28%	31%	22%	12%	29%	21%	21%	47%	14%	4%	46%	10%	5%	26%	11%	24%	24%	28%	24%	22%	34%	22%	22%	14%	14%	47%	2%	9%	24%	22%	19%	25%
Worse Total	64%	58%	51%	43%	50%	44%	56%	66%	47%	56%	60%	20%	68%	84%	24%	68%	84%	50%	69%	62%	52%	50%	55%	52%	43%	54%	54%	69%	59%	20%	87%	59%	53%	56%	61%	53%
Definitely better	7%	10%	11%	17%	16%	13%	12%	5%	16%	10%	8%	23%	6%	1%	24%	3%	2%	12%	4%	11%	10%	12%	11%	10%	17%	9%	10%	7%	5%	23%	1%	3%	10%	11%	9%	12%
Probably better	8%	10%	14%	18%	12%	18%	11%	7%	13%	12%	13%	24%	8%	3%	22%	8%	4%	13%	7%	13%	13%	17%	13%	12%	17%	14%	12%	6%	10%	24%	1%	6%	14%	11%	10%	13%
About the same	18%	21%	23%	21%	21%	22%	20%	19%	23%	21%	17%	31%	17%	11%	29%	20%	9%	23%	17%	11%	24%	21%	19%	25%	22%	22%	22%	17%	24%	32%	10%	21%	23%	20%	18%	21%
Probably worse	17%	18%	17%	17%	18%	16%	19%	16%	13%	19%	20%	12%	21%	21%	12%	23%	20%	18%	20%	15%	19%	17%	17%	20%	17%	17%	15%	21%	27%	11%	22%	29%	19%	20%	13%	17%
Definitely worse	47%	39%	33%	26%	32%	28%	37%	50%	34%	37%	40%	8%	46%	62%	12%	45%	64%	33%	49%	47%	33%	33%	39%	32%	25%	37%	38%	48%	32%	9%	65%	30%	34%	35%	48%	36%
Unsure	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	11%	1%	2%	1%	1%

Do you think the impact of inflation has gotten better, worse, or stayed about the same in 2025?

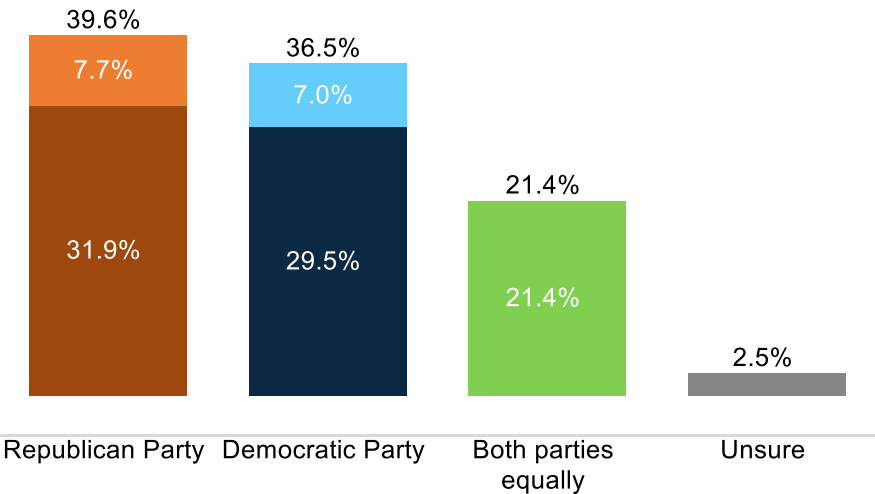
Trend: Inflation Better or Worse



Percent Change: Inflation Better or Worse (Jan '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Better Total	-17%	-29%	-22%	-14%	-13%	-24%	-22%	-23%	-26%	-22%	-9%	-38%	-24%	-1%	-36%	-18%	-2%	-24%	-8%	-13%	-21%	-16%	-15%	-24%	-24%	-21%	-23%	-38%	-2%	-26%	-25%	-29%	-22%	-18%
Worse Total	13%	15%	18%	3%	5%	16%	15%	13%	16%	13%	5%	16%	26%	0%	16%	21%	-2%	13%	8%	13%	15%	8%	6%	17%	12%	16%	23%	18%	4%	12%	21%	26%	13%	7%
Definitely better	-11%	-24%	-17%	-16%	-11%	-21%	-18%	-16%	-20%	-18%	-11%	-36%	-12%	0%	-32%	-10%	-2%	-19%	-4%	-17%	-18%	-17%	-16%	-19%	-21%	-13%	-9%	-34%	0%	-19%	-15%	-20%	-16%	-17%
Probably better	-6%	-5%	-5%	1%	-2%	-2%	-4%	-8%	-6%	-5%	2%	-2%	-12%	-1%	-4%	-8%	1%	-5%	-4%	4%	-4%	1%	1%	-5%	-3%	-8%	-14%	-4%	-2%	-8%	-9%	-9%	-5%	-1%
About the same	4%	14%	4%	12%	9%	8%	9%	10%	12%	9%	5%	21%	0%	2%	21%	-1%	3%	12%	-1%	-2%	7%	10%	10%	6%	13%	5%	2%	20%	0%	3%	4%	2%	10%	12%
Probably worse	6%	8%	8%	5%	4%	8%	10%	3%	3%	9%	5%	11%	7%	3%	8%	9%	3%	7%	5%	3%	10%	6%	7%	5%	5%	9%	11%	10%	1%	12%	11%	10%	1%	6%
Definitely worse	8%	7%	10%	-2%	0%	8%	5%	9%	13%	4%	1%	6%	20%	-3%	8%	12%	-5%	5%	4%	9%	5%	2%	-1%	12%	7%	7%	12%	8%	4%	0%	10%	17%	13%	1%
Unsure	-1%	-1%	0%	-1%	-1%	0%	-2%	1%	-2%	0%	-1%	0%	-2%	0%	0%	-2%	1%	-1%	0%	2%	0%	-2%	-1%	0%	-1%	-1%	-3%	0%	-2%	11%	-1%	1%	-2%	-2%

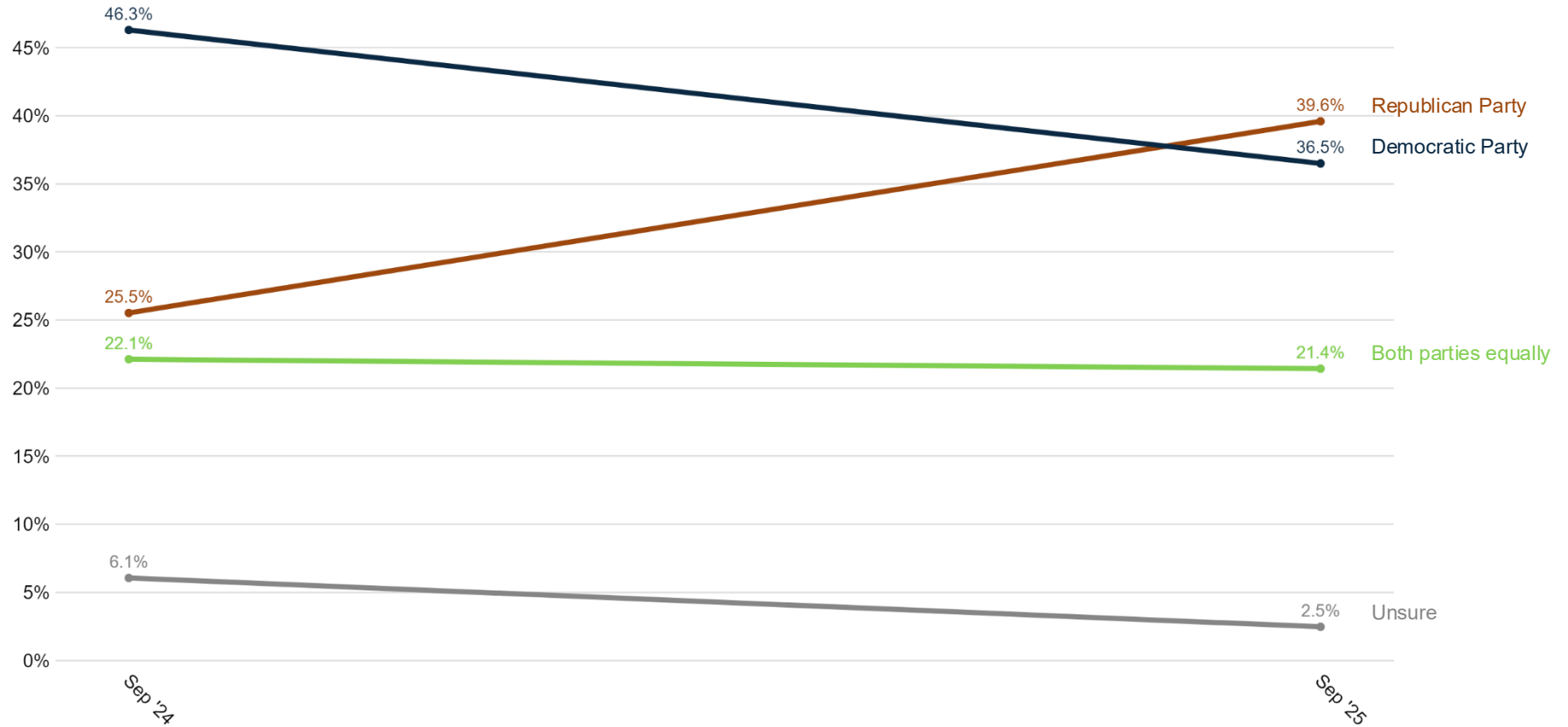
Inflation Party Blame



		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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Republican Party	48%	41%	33%	35%	42%	28%	37%	53%	31%	42%	46%	10%	41%	72%	12%	43%	75%	37%	57%	39%	36%	37%	40%	36%	32%	38%	41%	49%	25%	9%	72%	45%	38%	33%	41%	42%
	Democratic Party	24%	36%	38%	49%	35%	51%	37%	22%	50%	32%	29%	72%	20%	8%	69%	20%	6%	41%	19%	33%	35%	40%	36%	40%	46%	39%	36%	24%	26%	70%	6%	27%	36%	40%	35%	37%
	Definitely the Republican Party	37%	36%	24%	29%	32%	23%	32%	43%	28%	33%	35%	6%	33%	61%	9%	35%	62%	30%	46%	33%	28%	31%	33%	29%	26%	28%	33%	40%	14%	6%	61%	32%	25%	23%	34%	36%
	Probably the Republican Party	11%	6%	9%	6%	10%	5%	6%	11%	3%	9%	11%	4%	8%	12%	4%	8%	13%	7%	12%	7%	9%	6%	7%	8%	6%	10%	8%	9%	11%	3%	12%	13%	13%	10%	7%	6%
	Both parties equally	24%	20%	27%	16%	23%	20%	21%	22%	16%	23%	23%	15%	37%	17%	16%	35%	17%	20%	20%	25%	27%	20%	21%	22%	21%	21%	21%	22%	44%	19%	19%	28%	20%	25%	24%	19%
	Probably the Democratic Party	6%	7%	7%	8%	7%	8%	6%	7%	8%	6%	8%	12%	5%	3%	11%	6%	2%	8%	6%	5%	7%	7%	7%	9%	7%	8%	8%	5%	13%	11%	3%	0%	6%	8%	8%	7%
	Definitely the Democratic Party	18%	29%	31%	41%	28%	43%	31%	15%	42%	26%	21%	60%	15%	5%	58%	14%	4%	33%	13%	28%	28%	33%	30%	31%	39%	31%	28%	19%	13%	59%	3%	27%	29%	33%	27%	30%
	Unsure	5%	3%	1%	1%	1%	1%	5%	2%	3%	3%	1%	3%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	1%	2%	2%	5%	5%	2%	2%	0%	7%	2%	0%	2%

Which political party's policies do you blame the most for the rising cost of inflation?

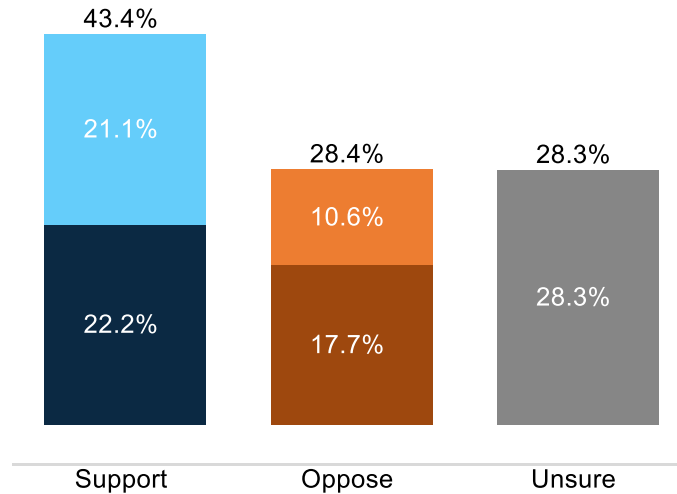
Trend: Inflation Party Blame



Percent Change: Inflation Party Blame (Sep '24 to Sep '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	Married M	Single M	Married F	Single F	Swing Voters	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	24%	17%	6%	8%	11%	3%	16%	24%	9%	16%	16%	2%	18%	27%	4%	15%	26%	14%	19%	12%	6%	8%	18%	23%	7%	30%	22%	5%	20%	16%
Democratic Party	-15%	-10%	-10%	-5%	-9%	-5%	-9%	-14%	-9%	-10%	-10%	-9%	-15%	-9%	-10%	-12%	-7%	-10%	-5%	-6%	-10%	-4%	-13%	-11%	-13%	-26%	-15%	-5%	-8%	-11%
Definitely the Republican Party	21%	18%	7%	9%	13%	4%	15%	24%	12%	15%	16%	2%	18%	27%	4%	15%	27%	15%	17%	10%	8%	9%	19%	20%	7%	27%	12%	8%	17%	17%
Probably the Republican Party	3%	-1%	0%	-2%	-2%	-1%	1%	0%	-3%	1%	1%	0%	0%	0%	0%	1%	-1%	-1%	2%	2%	-1%	0%	0%	2%	0%	3%	10%	-3%	4%	-1%
Both parties equally	-6%	-3%	9%	0%	3%	5%	-7%	-3%	1%	-2%	0%	6%	4%	-11%	5%	2%	-10%	0%	-12%	-6%	6%	1%	-1%	-9%	6%	16%	-11%	5%	-4%	-1%
Probably the Democratic Party	-4%	2%	-2%	4%	1%	1%	-2%	0%	0%	0%	-1%	3%	-2%	-2%	2%	-2%	-1%	2%	-2%	-1%	2%	0%	1%	-4%	-2%	-14%	-9%	-1%	3%	4%
Definitely the Democratic Party	-11%	-13%	-9%	-9%	-10%	-6%	-7%	-14%	-9%	-10%	-9%	-12%	-13%	-6%	-13%	-9%	-6%	-11%	-3%	-5%	-11%	-4%	-14%	-8%	-10%	-12%	-6%	-4%	-11%	-14%
Unsure	-3%	-4%	-5%	-2%	-4%	-3%	0%	-7%	-1%	-4%	-6%	1%	-6%	-7%	1%	-6%	-8%	-5%	-3%	0%	-3%	-5%	-5%	-2%	-1%	-20%	4%	-4%	-8%	-5%

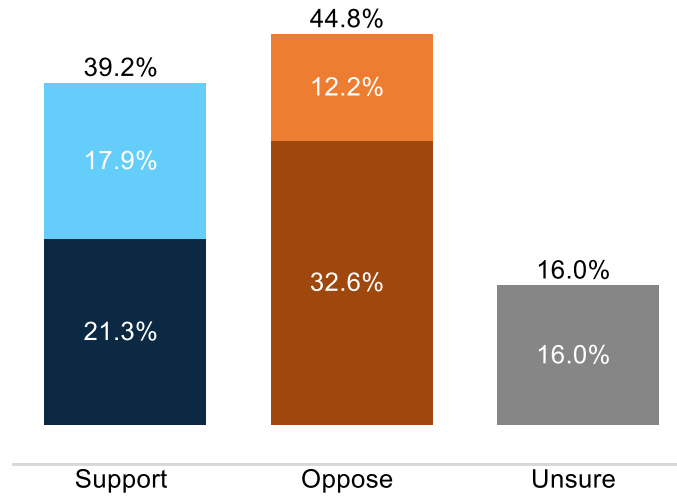
Two-State Solution Position



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	47%	38%	48%	42%	53%	38%	35%	51%	35%	43%	54%	26%	50%	60%	26%	46%	68%	42%	44%	52%	45%	38%	45%	39%	44%	46%	42%	43%	38%	26%	62%	33%	42%	39%	47%	44%
Oppose Total	18%	28%	28%	40%	33%	35%	25%	20%	31%	28%	25%	44%	23%	14%	46%	20%	11%	30%	25%	23%	24%	38%	28%	30%	37%	31%	23%	24%	26%	44%	13%	31%	33%	25%	23%	30%
Strongly support	23%	20%	27%	20%	32%	16%	17%	27%	14%	23%	31%	7%	27%	37%	8%	19%	46%	20%	29%	29%	20%	17%	25%	16%	21%	27%	20%	23%	15%	8%	38%	18%	19%	19%	25%	23%
Somewhat support	24%	18%	21%	22%	21%	22%	18%	24%	21%	20%	23%	19%	22%	23%	18%	26%	22%	22%	15%	23%	25%	20%	21%	22%	23%	19%	22%	19%	23%	18%	24%	15%	23%	20%	23%	21%
Somewhat oppose	8%	9%	13%	13%	11%	14%	10%	7%	10%	12%	9%	14%	9%	8%	16%	9%	5%	11%	13%	10%	10%	11%	10%	13%	11%	16%	8%	9%	13%	15%	7%	16%	18%	9%	8%	10%
Strongly oppose	10%	19%	15%	27%	22%	21%	16%	14%	21%	16%	16%	30%	14%	7%	30%	11%	6%	19%	12%	13%	15%	27%	19%	17%	25%	14%	15%	14%	13%	30%	6%	15%	14%	16%	15%	20%
Unsure	35%	34%	24%	18%	15%	26%	39%	29%	34%	28%	21%	30%	27%	26%	28%	35%	21%	28%	31%	25%	30%	24%	26%	31%	20%	23%	35%	34%	36%	30%	25%	36%	25%	35%	30%	26%

Do you support or oppose the creation of an independent Palestinian state alongside Israel from land currently part of Israel, commonly referred to as a "two-state solution"?

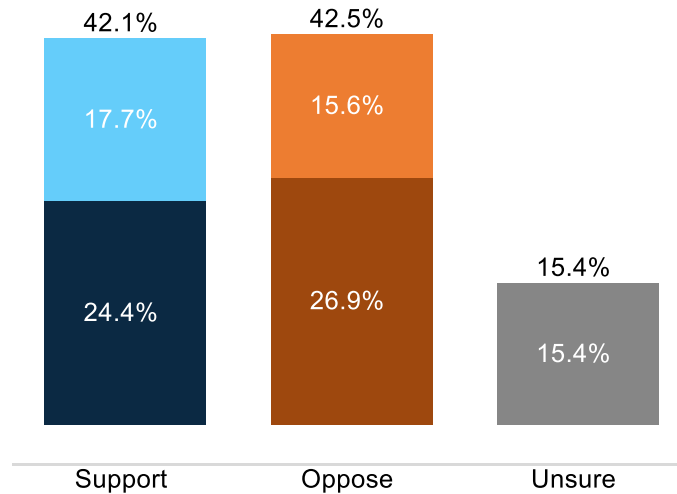
Israel Action – in Gaza



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	24%	36%	43%	55%	44%	54%	35%	26%	47%	39%	29%	64%	34%	15%	64%	33%	10%	42%	26%	42%	39%	48%	42%	34%	55%	41%	35%	26%	35%	66%	13%	41%	42%	35%	32%	42%
Oppose Total	59%	42%	41%	39%	50%	31%	37%	64%	32%	47%	59%	18%	53%	72%	20%	47%	83%	42%	51%	53%	39%	40%	46%	42%	34%	47%	46%	54%	45%	16%	75%	53%	41%	37%	51%	46%
Strongly support	10%	20%	18%	38%	28%	28%	18%	13%	24%	23%	14%	37%	16%	7%	39%	12%	5%	23%	10%	24%	14%	32%	24%	18%	32%	23%	18%	13%	11%	38%	5%	28%	20%	12%	13%	27%
Somewhat support	14%	16%	25%	17%	16%	25%	17%	13%	23%	16%	16%	26%	18%	8%	25%	21%	5%	19%	15%	18%	25%	17%	19%	17%	24%	18%	17%	13%	24%	28%	8%	13%	22%	24%	19%	15%
Somewhat oppose	14%	12%	11%	12%	14%	9%	10%	17%	8%	12%	18%	8%	14%	15%	9%	17%	13%	13%	14%	6%	14%	15%	11%	16%	10%	13%	14%	13%	17%	8%	15%	24%	12%	12%	11%	13%
Strongly oppose	45%	30%	30%	27%	36%	22%	27%	48%	24%	34%	41%	9%	38%	57%	11%	30%	70%	29%	38%	47%	25%	25%	35%	26%	24%	35%	32%	41%	28%	8%	60%	29%	29%	25%	40%	34%
Unsure	17%	22%	16%	7%	6%	15%	28%	10%	22%	14%	12%	19%	13%	13%	16%	20%	7%	16%	23%	5%	21%	12%	12%	23%	10%	12%	19%	20%	21%	18%	12%	7%	17%	28%	17%	12%

Do you support or oppose Israel's military actions in Gaza?

Israel Action – Against Hamas



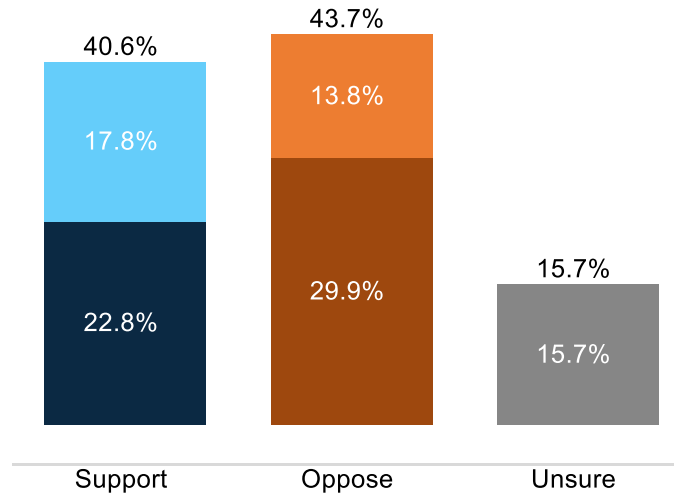
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	21%	47%	43%	61%	46%	57%	38%	29%	52%	37%	41%	72%	32%	17%	70%	31%	17%	47%	15%	35%	36%	52%	40%	49%	55%	46%	38%	29%	43%	70%	17%	31%	33%	42%	36%	45%
Oppose Total	53%	40%	47%	29%	44%	33%	37%	57%	30%	46%	50%	16%	49%	67%	18%	46%	73%	39%	58%	47%	45%	35%	46%	33%	37%	38%	46%	48%	34%	16%	69%	25%	44%	41%	39%	45%
Strongly support	11%	30%	19%	40%	26%	32%	23%	15%	34%	21%	21%	49%	13%	5%	47%	14%	4%	28%	7%	18%	16%	32%	25%	23%	33%	24%	22%	17%	15%	46%	6%	18%	21%	20%	20%	28%
Somewhat support	11%	17%	24%	21%	19%	25%	14%	14%	18%	16%	20%	23%	19%	12%	23%	17%	13%	19%	8%	17%	20%	20%	15%	26%	23%	22%	16%	11%	28%	24%	11%	13%	13%	23%	16%	17%
Somewhat oppose	17%	15%	18%	12%	17%	13%	12%	21%	11%	18%	16%	8%	16%	23%	10%	19%	21%	15%	24%	12%	17%	11%	15%	19%	14%	16%	18%	14%	14%	8%	23%	0%	17%	12%	15%	17%
Strongly oppose	36%	24%	29%	17%	28%	19%	25%	37%	19%	28%	34%	8%	33%	44%	8%	27%	52%	24%	33%	35%	28%	24%	31%	15%	23%	22%	27%	33%	20%	8%	46%	25%	27%	29%	24%	28%
Unsure	26%	14%	10%	10%	10%	10%	26%	14%	18%	17%	9%	13%	19%	16%	12%	23%	11%	13%	27%	18%	19%	14%	14%	18%	7%	16%	16%	24%	24%	14%	14%	44%	23%	17%	25%	10%

Do you support or oppose Israel's military actions against Hamas in Gaza?

Percent Change: Israel Action – in Gaza to Israel Action – Against Hamas

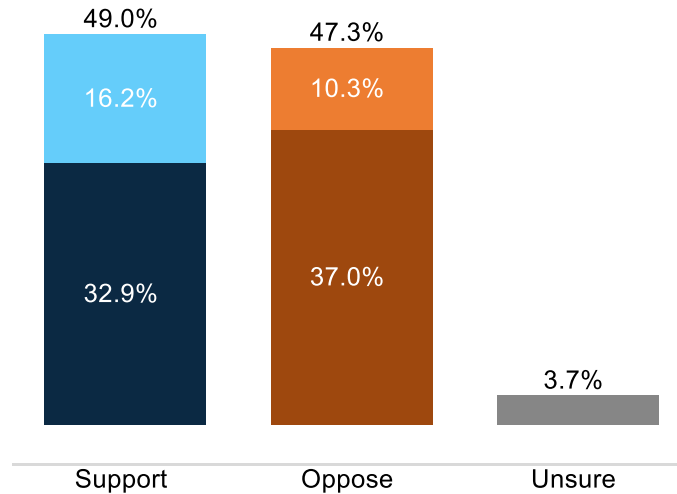
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-2%	11%	0%	6%	2%	3%	3%	3%	5%	-2%	12%	8%	-2%	3%	6%	-2%	7%	5%	-11%	-7%	-3%	3%	-2%	14%	0%	5%	3%	3%	8%	4%	4%	-10%	-9%	7%	4%	3%
Oppose Total	-6%	-2%	6%	-10%	-5%	2%	-1%	-7%	-2%	-1%	-9%	-2%	-4%	-5%	-2%	-1%	-10%	-3%	6%	-6%	6%	-5%	0%	-9%	3%	-9%	0%	-7%	-11%	0%	-6%	-28%	3%	4%	-12%	-2%
Strongly support	1%	10%	1%	2%	-1%	4%	6%	3%	10%	-2%	7%	11%	-2%	-2%	8%	2%	-1%	5%	-4%	-6%	2%	0%	1%	5%	1%	1%	4%	4%	4%	8%	1%	-10%	0%	8%	7%	1%
Somewhat support	-3%	1%	-2%	4%	3%	0%	-3%	1%	-4%	0%	4%	-3%	1%	4%	-2%	-4%	8%	0%	-7%	-1%	-5%	3%	-3%	9%	-1%	4%	-1%	-2%	4%	-4%	4%	0%	-9%	-1%	-2%	2%
Somewhat oppose	3%	3%	7%	0%	3%	4%	1%	4%	3%	6%	-2%	0%	2%	8%	1%	2%	8%	2%	11%	6%	3%	-4%	4%	2%	4%	4%	5%	1%	-3%	0%	7%	-24%	6%	0%	4%	4%
Strongly oppose	-9%	-5%	-1%	-10%	-9%	-2%	-2%	-11%	-5%	-6%	-7%	-2%	-5%	-13%	-3%	-3%	-18%	-5%	-4%	-12%	3%	-1%	-4%	-12%	-1%	-13%	-5%	-8%	-8%	0%	-14%	-4%	-3%	4%	-16%	-6%
Unsure	8%	-9%	-6%	4%	4%	-5%	-2%	4%	-3%	2%	-3%	-6%	5%	2%	-4%	3%	3%	-2%	4%	13%	-3%	2%	2%	-5%	-3%	4%	-3%	4%	3%	-3%	2%	38%	6%	-11%	8%	-1%

Israel Action – in Gaza / Against Hamas (combined)



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	22%	41%	43%	58%	45%	55%	36%	27%	49%	38%	35%	67%	33%	16%	67%	32%	13%	44%	21%	38%	38%	50%	41%	41%	55%	43%	37%	27%	38%	68%	15%	36%	38%	39%	34%	44%
Oppose Total	56%	41%	44%	34%	47%	32%	37%	61%	31%	46%	54%	17%	51%	69%	19%	46%	78%	41%	54%	50%	42%	38%	46%	38%	36%	43%	46%	51%	40%	16%	72%	39%	42%	39%	46%	45%
Strongly support	10%	24%	18%	39%	27%	30%	20%	14%	29%	22%	17%	43%	14%	6%	43%	13%	5%	26%	9%	21%	15%	32%	24%	20%	32%	24%	20%	15%	13%	42%	5%	23%	20%	16%	16%	27%
Somewhat support	12%	17%	25%	19%	18%	25%	16%	13%	21%	16%	18%	25%	19%	10%	24%	19%	9%	19%	12%	18%	23%	18%	17%	21%	23%	20%	17%	12%	26%	26%	10%	13%	17%	23%	18%	16%
Somewhat oppose	16%	14%	14%	12%	15%	11%	11%	19%	9%	15%	17%	8%	15%	19%	9%	18%	17%	14%	18%	9%	16%	13%	13%	17%	12%	14%	16%	14%	15%	8%	19%	12%	14%	12%	13%	15%
Strongly oppose	40%	27%	29%	22%	32%	21%	26%	42%	21%	31%	37%	9%	36%	50%	10%	28%	60%	27%	36%	40%	27%	24%	33%	21%	23%	29%	30%	38%	25%	8%	53%	27%	28%	27%	33%	31%
Unsure	22%	18%	13%	8%	8%	13%	27%	12%	20%	15%	10%	16%	16%	14%	14%	22%	9%	15%	25%	12%	20%	13%	13%	21%	9%	13%	17%	22%	22%	16%	13%	25%	20%	22%	20%	11%

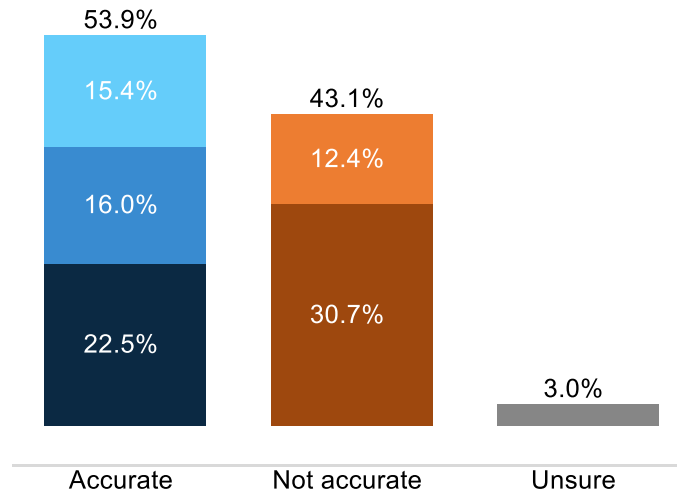
Bypassing Local Officials Position



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	38%	50%	51%	58%	46%	61%	53%	35%	59%	46%	43%	86%	37%	15%	83%	38%	13%	54%	29%	40%	51%	55%	48%	54%	62%	43%	49%	40%	49%	86%	13%	51%	48%	54%	46%	49%
Oppose Total	54%	47%	46%	41%	53%	36%	41%	62%	36%	51%	53%	10%	60%	81%	15%	58%	84%	43%	64%	55%	44%	42%	50%	40%	38%	53%	47%	54%	46%	11%	84%	45%	42%	42%	52%	49%
Strongly support	22%	33%	33%	45%	33%	43%	34%	20%	42%	30%	28%	64%	21%	6%	63%	17%	5%	36%	17%	29%	29%	40%	34%	32%	44%	29%	32%	23%	22%	63%	5%	32%	26%	33%	30%	36%
Somewhat support	16%	17%	18%	13%	13%	18%	19%	14%	18%	16%	16%	23%	16%	9%	20%	21%	7%	18%	12%	11%	22%	15%	14%	21%	17%	13%	17%	17%	27%	24%	8%	19%	22%	21%	16%	14%
Somewhat oppose	15%	8%	11%	7%	7%	10%	11%	13%	9%	11%	11%	7%	14%	12%	7%	15%	10%	10%	14%	10%	12%	8%	9%	13%	6%	12%	11%	13%	17%	7%	12%	9%	12%	13%	11%	9%
Strongly oppose	39%	39%	35%	34%	46%	26%	30%	49%	27%	40%	42%	4%	46%	69%	8%	42%	74%	33%	50%	45%	32%	34%	41%	28%	31%	41%	36%	42%	28%	4%	71%	36%	30%	29%	41%	40%
Unsure	8%	3%	3%	1%	0%	3%	6%	3%	4%	3%	4%	3%	3%	4%	2%	5%	3%	3%	6%	5%	5%	3%	2%	6%	0%	4%	4%	6%	6%	3%	4%	4%	10%	4%	3%	2%

Do you support or oppose the federal government taking stronger action to combat violent crime in major cities, even if it means overriding local officials?

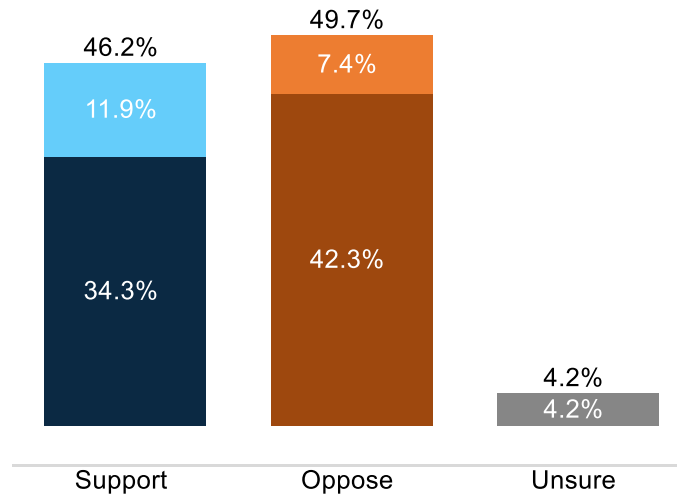
Trump Crime Characterization



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Accurate Total	42%	54%	61%	61%	49%	70%	59%	35%	64%	49%	53%	92%	44%	17%	90%	42%	14%	58%	40%	45%	61%	62%	51%	63%	64%	54%	55%	41%	58%	95%	14%	64%	58%	65%	46%	52%
Not accurate Total	54%	43%	36%	38%	50%	27%	36%	62%	33%	48%	45%	4%	53%	81%	8%	54%	83%	39%	57%	51%	36%	36%	46%	33%	35%	42%	42%	55%	36%	3%	83%	32%	33%	32%	53%	46%
Extremely accurate	16%	22%	26%	27%	22%	30%	25%	12%	28%	20%	21%	46%	13%	3%	43%	12%	3%	25%	12%	20%	23%	27%	23%	29%	22%	22%	16%	13%	45%	2%	27%	18%	28%	19%	23%	
Very accurate	9%	17%	19%	19%	14%	23%	15%	11%	20%	15%	14%	30%	10%	5%	30%	8%	4%	17%	13%	11%	17%	15%	21%	21%	16%	14%	13%	14%	30%	3%	18%	16%	19%	13%	16%	
Somewhat accurate	17%	15%	16%	14%	13%	17%	20%	12%	15%	14%	18%	17%	21%	10%	17%	21%	7%	16%	15%	13%	21%	18%	14%	19%	14%	17%	19%	13%	31%	20%	9%	19%	23%	18%	14%	13%
Not very accurate	13%	15%	10%	10%	13%	9%	11%	17%	10%	15%	10%	4%	17%	19%	5%	21%	15%	12%	19%	11%	11%	11%	12%	11%	9%	12%	12%	17%	18%	2%	21%	20%	7%	12%	17%	12%
Not at all accurate	41%	28%	26%	27%	37%	18%	25%	45%	22%	33%	35%	1%	35%	62%	3%	32%	69%	27%	39%	40%	25%	25%	34%	21%	25%	29%	30%	38%	17%	1%	62%	11%	25%	21%	36%	34%
Unsure	5%	3%	3%	2%	1%	3%	4%	3%	4%	3%	2%	3%	3%	2%	2%	4%	2%	2%	3%	4%	3%	2%	2%	4%	1%	4%	3%	4%	6%	3%	2%	4%	9%	2%	1%	2%

President Trump has described major cities like Washington, D.C., Baltimore, and Chicago as being “overtaken by violent gangs and criminals.” Do you believe this characterization is accurate?

DC MPD Takeover Position



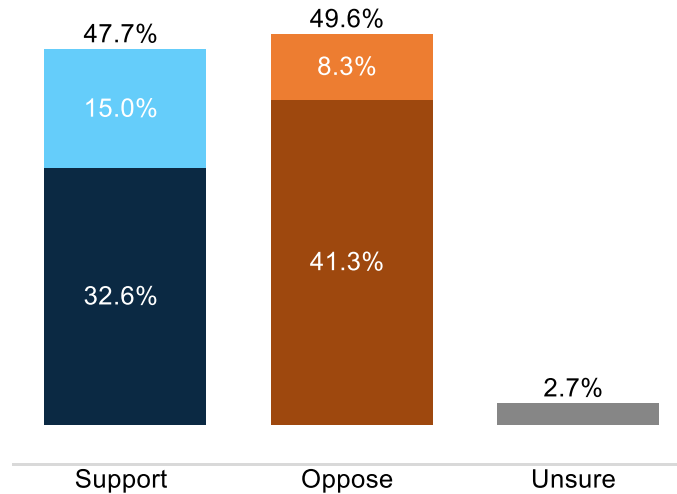
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	33%	45%	51%	57%	44%	62%	48%	29%	56%	43%	42%	87%	32%	10%	83%	30%	9%	50%	28%	42%	50%	54%	44%	53%	57%	48%	44%	34%	43%	87%	8%	48%	46%	51%	44%	45%
Oppose Total	60%	51%	45%	41%	55%	34%	45%	68%	39%	54%	54%	9%	62%	88%	13%	63%	90%	45%	66%	57%	45%	44%	53%	41%	41%	47%	51%	61%	48%	9%	90%	32%	48%	42%	54%	52%
Strongly support	21%	34%	36%	48%	34%	48%	34%	20%	43%	32%	27%	70%	20%	4%	69%	16%	4%	38%	13%	31%	32%	44%	35%	35%	46%	34%	33%	22%	20%	69%	3%	40%	29%	36%	31%	36%
Somewhat support	12%	12%	16%	9%	10%	14%	14%	9%	13%	10%	14%	17%	13%	6%	15%	14%	5%	12%	15%	11%	17%	10%	10%	19%	11%	14%	12%	12%	22%	19%	5%	8%	17%	15%	13%	9%
Somewhat oppose	9%	8%	8%	4%	6%	6%	8%	9%	8%	8%	7%	4%	13%	8%	4%	15%	5%	7%	14%	5%	9%	6%	7%	8%	6%	6%	9%	9%	15%	5%	9%	4%	15%	9%	7%	6%
Strongly oppose	51%	43%	37%	37%	49%	28%	37%	58%	31%	46%	47%	5%	49%	80%	9%	49%	84%	38%	51%	53%	36%	38%	45%	33%	35%	42%	42%	51%	33%	4%	81%	27%	33%	33%	48%	46%
Unsure	7%	3%	4%	2%	1%	4%	7%	3%	5%	4%	4%	4%	6%	2%	4%	7%	2%	4%	7%	1%	5%	2%	3%	5%	2%	5%	5%	5%	10%	4%	2%	20%	6%	7%	2%	3%

In August 2025, President Donald Trump signed an executive order declaring a crime emergency in Washington, D.C., citing rising violent crime. President Trump invoked the D.C. Home Rule Act to take over the DC police as part of the broader crime emergency response. The D.C. Home Rule Act limits federal control of DC police to 30 days. Do you support or oppose President Trump's decision to take control of the DC police using federal authority?

Percent Change: Bypassing Local Officials Position to DC MPD Takeover Position

	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-5%	-5%	0%	-1%	-2%	1%	-5%	-5%	-3%	-3%	-2%	0%	-5%	-5%	1%	-8%	-4%	-4%	-1%	2%	-1%	-1%	-4%	0%	-4%	6%	-4%	-6%	-6%	1%	-5%	-3%	-2%	-3%	-2%	-4%
Oppose Total	6%	4%	-1%	0%	2%	-2%	4%	6%	3%	3%	1%	-2%	2%	7%	-2%	6%	5%	3%	1%	2%	1%	2%	3%	1%	3%	-6%	4%	7%	2%	-2%	6%	-14%	6%	0%	3%	3%
Strongly support	-1%	1%	3%	3%	0%	5%	0%	0%	2%	2%	0%	6%	-2%	-2%	6%	-1%	-1%	2%	-4%	2%	3%	3%	1%	2%	2%	5%	1%	-1%	-1%	6%	-2%	9%	3%	3%	1%	0%
Somewhat support	-4%	-5%	-3%	-4%	-3%	-4%	-5%	-5%	-5%	-5%	-1%	-6%	-3%	-3%	-5%	-6%	-3%	-6%	2%	0%	-5%	-5%	-5%	-2%	-6%	1%	-5%	-5%	-5%	-5%	-3%	-11%	-5%	-6%	-3%	-4%
Somewhat oppose	-6%	0%	-3%	-2%	-1%	-4%	-2%	-4%	-1%	-3%	-4%	-3%	-1%	-4%	-2%	-1%	-5%	-3%	0%	-5%	-3%	-2%	-2%	-5%	0%	-6%	-2%	-3%	-2%	-2%	-3%	-5%	2%	-4%	-4%	-3%
Strongly oppose	11%	4%	2%	3%	2%	2%	7%	9%	4%	6%	5%	2%	3%	11%	0%	7%	10%	6%	1%	7%	4%	3%	5%	6%	3%	1%	6%	10%	5%	0%	10%	-9%	3%	4%	7%	6%
Unsure	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	3%	-2%	1%	2%	-1%	1%	0%	-4%	1%	0%	1%	-1%	1%	0%	1%	-1%	4%	1%	-1%	17%	-4%	2%	-1%	1%

National Guard Cooperation Position



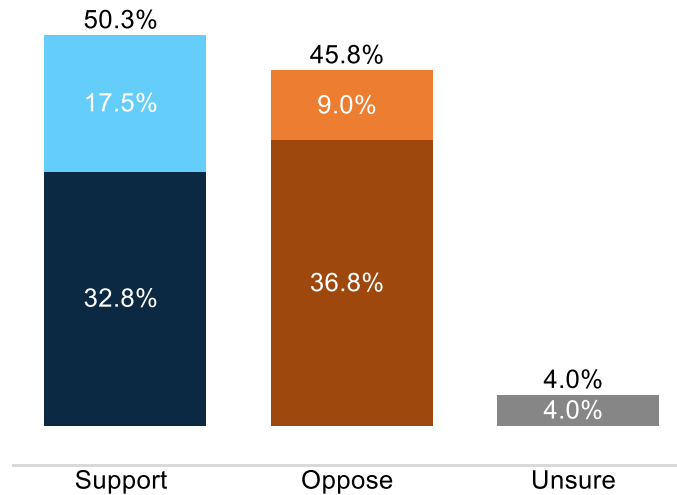
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	36%	49%	50%	57%	44%	61%	52%	32%	57%	45%	43%	88%	34%	11%	84%	34%	10%	53%	30%	37%	53%	54%	45%	55%	58%	47%	47%	38%	47%	88%	9%	49%	50%	59%	44%	46%
Oppose Total	59%	50%	47%	42%	54%	36%	44%	67%	40%	53%	55%	10%	62%	87%	15%	62%	89%	45%	65%	62%	43%	44%	53%	41%	41%	49%	50%	59%	48%	9%	89%	48%	44%	39%	54%	53%
Strongly support	23%	33%	34%	42%	30%	45%	35%	20%	42%	30%	28%	67%	17%	5%	63%	16%	5%	36%	16%	30%	32%	39%	33%	33%	42%	31%	33%	23%	19%	65%	3%	24%	32%	37%	30%	33%
Somewhat support	13%	16%	16%	15%	15%	17%	17%	11%	15%	15%	15%	21%	17%	7%	21%	18%	4%	17%	14%	7%	21%	15%	12%	22%	16%	16%	14%	15%	27%	23%	6%	25%	17%	22%	13%	13%
Somewhat oppose	12%	6%	10%	6%	6%	9%	8%	10%	9%	8%	9%	6%	13%	8%	6%	14%	7%	7%	13%	8%	9%	7%	9%	6%	7%	9%	9%	9%	15%	6%	8%	18%	12%	8%	6%	7%
Strongly oppose	47%	44%	37%	36%	49%	27%	36%	57%	31%	45%	46%	4%	49%	79%	9%	48%	82%	37%	53%	54%	33%	37%	44%	34%	35%	40%	42%	50%	33%	3%	81%	30%	32%	31%	47%	45%
Unsure	6%	1%	3%	1%	1%	2%	5%	1%	3%	3%	3%	2%	4%	2%	2%	4%	2%	2%	4%	2%	5%	2%	1%	4%	1%	4%	3%	3%	5%	3%	2%	4%	6%	2%	3%	2%

As part of the same initiative, the Trump executive order directed the creation of a specialized National Guard unit to support public safety in the US capital and authorized similar deployments to other cities such as Chicago and Baltimore. The Trump administration stated these measures are intended to restore law and order and assist local law enforcement in quelling civil disturbances. Do you support or oppose President Trump's decision to deploy the National Guard to assist in local law enforcement efforts?

Percent Change: Bypassing Local Officials Position to National Guard Cooperation Position

	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-2%	-1%	-1%	-1%	-2%	0%	-1%	-3%	-2%	-1%	-1%	2%	-4%	-4%	1%	-4%	-3%	-1%	1%	-3%	2%	-1%	-3%	1%	-4%	4%	-2%	-2%	-2%	1%	-4%	-2%	2%	5%	-2%	-4%
Oppose Total	4%	3%	1%	1%	1%	0%	3%	5%	4%	2%	2%	-1%	3%	6%	0%	4%	4%	2%	1%	6%	-2%	2%	3%	0%	4%	-4%	3%	5%	2%	-1%	5%	2%	2%	-2%	2%	4%
Strongly support	1%	0%	1%	-3%	-4%	1%	1%	0%	0%	0%	0%	3%	-4%	-2%	0%	-1%	0%	0%	-1%	1%	3%	-1%	-1%	1%	-3%	1%	1%	0%	-2%	2%	-1%	-8%	7%	4%	1%	-3%
Somewhat support	-3%	-1%	-2%	2%	2%	-1%	-2%	-3%	-3%	-1%	-1%	-1%	1%	-2%	1%	-3%	-3%	-1%	2%	-4%	-1%	0%	-2%	1%	-1%	3%	-3%	-2%	0%	0%	-3%	6%	-5%	1%	-3%	-1%
Somewhat oppose	-4%	-2%	-1%	-1%	-1%	-1%	-2%	-3%	0%	-3%	-2%	-1%	0%	-4%	-1%	-1%	-3%	-3%	-1%	-2%	-3%	-1%	0%	-6%	0%	-3%	-2%	-3%	-2%	0%	-4%	8%	0%	-4%	-5%	-1%
Strongly oppose	8%	5%	2%	2%	2%	2%	5%	8%	4%	4%	4%	0%	3%	10%	1%	5%	8%	4%	3%	8%	2%	2%	4%	6%	3%	-1%	5%	8%	4%	-1%	9%	-6%	2%	2%	6%	5%
Unsure	-2%	-1%	0%	0%	1%	-1%	-2%	-2%	-2%	-1%	-1%	-1%	1%	-2%	0%	-1%	-1%	0%	-2%	-4%	0%	-1%	-1%	-2%	0%	-1%	-1%	-2%	-1%	0%	-2%	0%	-4%	-2%	0%	0%

Continue DC Crime Crackdown Position



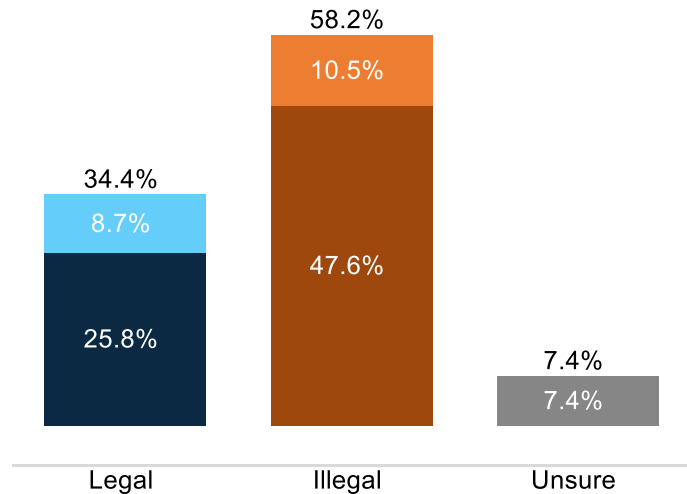
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	41%	50%	52%	58%	45%	63%	56%	35%	61%	46%	46%	90%	37%	15%	87%	36%	12%	54%	34%	43%	54%	57%	48%	58%	58%	50%	50%	43%	52%	89%	12%	62%	56%	55%	47%	48%
Oppose Total	52%	46%	44%	40%	53%	34%	39%	61%	35%	50%	50%	7%	57%	82%	11%	58%	84%	42%	61%	53%	41%	40%	48%	38%	40%	47%	46%	52%	41%	8%	84%	30%	36%	39%	52%	49%
Strongly support	25%	32%	35%	41%	31%	43%	35%	20%	41%	31%	27%	65%	21%	5%	63%	17%	6%	36%	15%	34%	33%	40%	33%	33%	42%	30%	32%	25%	20%	64%	3%	37%	34%	37%	28%	33%
Somewhat support	17%	18%	17%	17%	14%	20%	20%	15%	20%	16%	19%	25%	16%	10%	24%	20%	6%	18%	19%	9%	20%	16%	15%	25%	16%	20%	17%	18%	32%	25%	9%	25%	23%	18%	18%	15%
Somewhat oppose	10%	8%	10%	8%	10%	8%	8%	11%	8%	10%	7%	5%	14%	11%	5%	15%	10%	9%	14%	8%	9%	9%	9%	9%	8%	10%	8%	11%	16%	5%	12%	8%	12%	11%	9%	8%
Strongly oppose	42%	37%	34%	33%	43%	26%	31%	50%	27%	40%	43%	3%	43%	71%	6%	43%	75%	33%	47%	46%	32%	32%	40%	29%	32%	37%	38%	41%	25%	3%	72%	22%	25%	28%	42%	41%
Unsure	6%	4%	4%	2%	3%	3%	6%	4%	4%	4%	4%	3%	5%	4%	2%	5%	4%	4%	5%	3%	5%	3%	3%	4%	2%	4%	4%	5%	7%	3%	4%	8%	8%	6%	1%	3%

Following President Trump's crime emergency crackdown, including the use of DC police, National Guard troops, and federal law enforcement, Washington, D.C. went 12 consecutive days without a murder, breaking a pre-COVID record. Knowing this, do you support or oppose the federal government continuing to oversee DC police operations as part of its broader crime crackdown?

Percent Change: Bypassing Local Officials Position to Continue DC Crime Crackdown Position

	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	4%	0%	1%	0%	-2%	2%	3%	1%	2%	0%	3%	3%	0%	-1%	4%	-1%	-1%	0%	5%	3%	3%	2%	0%	4%	-4%	7%	1%	3%	3%	3%	0%	11%	8%	1%	1%	-1%
Oppose Total	-2%	-1%	-2%	-1%	0%	-2%	-2%	-1%	-1%	-1%	-3%	-3%	-2%	1%	-4%	0%	0%	-1%	-4%	-2%	-3%	-2%	-1%	-3%	2%	-6%	-1%	-2%	-5%	-3%	0%	-15%	-6%	-3%	0%	0%
Strongly support	3%	-1%	2%	-4%	-3%	0%	1%	0%	-1%	0%	-1%	1%	0%	-1%	0%	0%	0%	0%	-2%	5%	4%	0%	0%	0%	-2%	0%	0%	1%	-2%	2%	-1%	5%	8%	4%	-1%	-3%
Somewhat support	1%	2%	-1%	4%	1%	2%	1%	1%	2%	0%	3%	2%	0%	1%	4%	-1%	-1%	0%	7%	-2%	-1%	2%	0%	4%	-1%	7%	1%	1%	5%	1%	1%	6%	0%	-3%	3%	2%
Somewhat oppose	-5%	0%	-1%	1%	3%	-2%	-3%	-2%	-1%	-1%	-3%	-2%	1%	-1%	-2%	0%	-1%	-1%	-1%	-2%	-3%	1%	0%	-4%	2%	-2%	-3%	-2%	-2%	-1%	-1%	-2%	-1%	-2%	-2%	-1%
Strongly oppose	3%	-1%	-1%	-2%	-3%	0%	1%	1%	0%	-1%	0%	-1%	-3%	2%	-2%	0%	0%	0%	-3%	0%	0%	-3%	-1%	1%	0%	-4%	2%	0%	-3%	-1%	1%	-14%	-5%	-1%	1%	1%
Unsure	-1%	1%	1%	1%	2%	0%	-1%	1%	0%	1%	0%	0%	2%	0%	0%	1%	1%	1%	-1%	-2%	0%	0%	1%	-2%	2%	-1%	0%	-1%	1%	0%	0%	4%	-2%	2%	-1%	1%

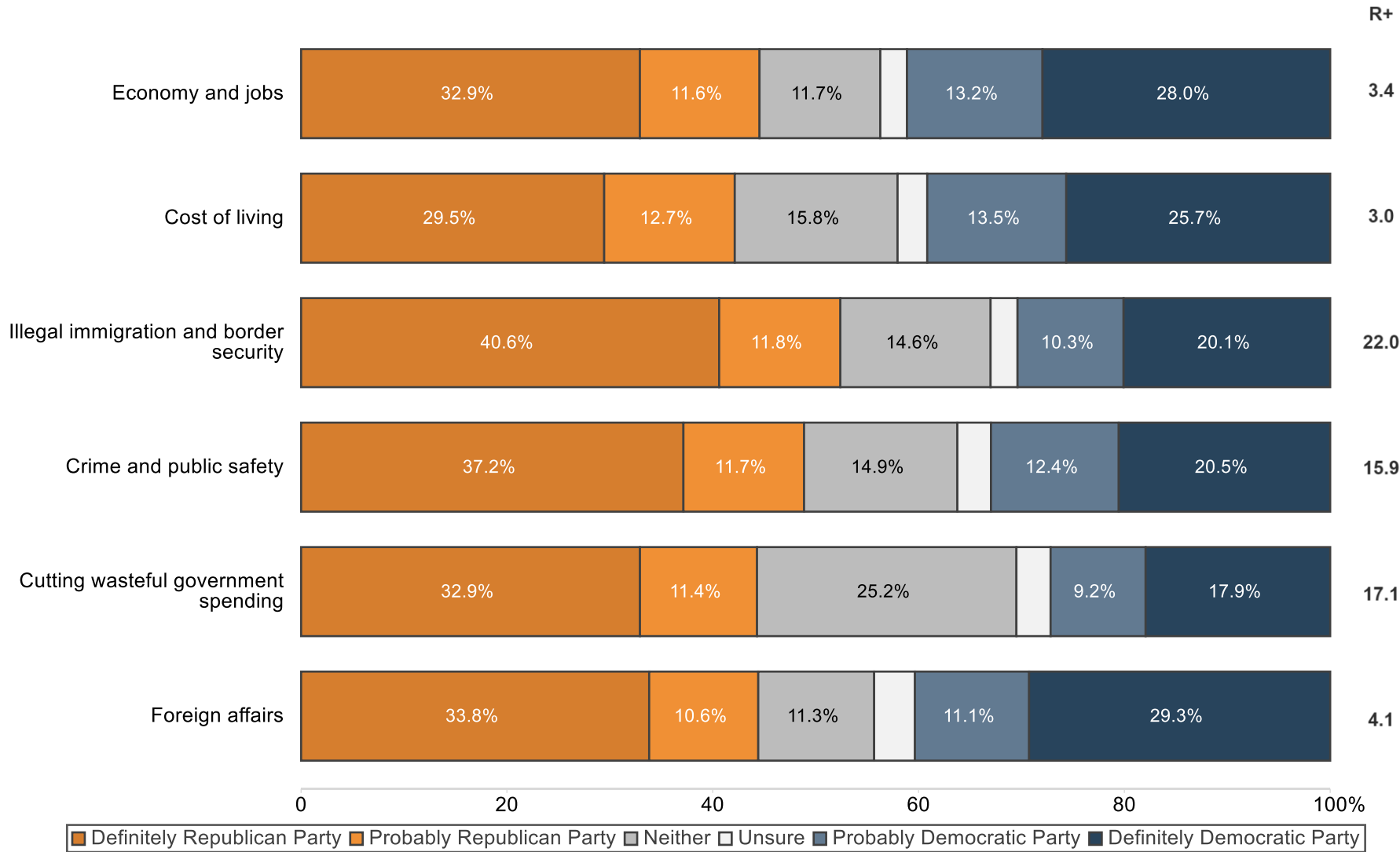
Flag Burning Position



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Legal	40%	20%	50%	30%	53%	28%	21%	40%	27%	35%	43%	11%	47%	53%	14%	31%	67%	33%	40%	38%	36%	30%	38%	25%	38%	43%	27%	33%	31%	13%	56%	24%	31%	31%	37%	36%
Illegal	51%	72%	45%	63%	42%	64%	71%	51%	67%	56%	52%	84%	44%	39%	81%	57%	26%	61%	48%	56%	55%	61%	55%	69%	57%	50%	66%	58%	60%	81%	34%	66%	64%	66%	56%	55%
Definitely legal	30%	14%	41%	20%	40%	22%	16%	29%	20%	26%	32%	7%	34%	42%	8%	22%	55%	24%	31%	27%	22%	29%	17%	28%	34%	19%	26%	20%	8%	44%	14%	23%	22%	30%	27%	
Probably legal	9%	7%	9%	10%	13%	6%	5%	11%	7%	9%	11%	4%	13%	11%	5%	9%	13%	8%	9%	11%	9%	9%	8%	9%	10%	8%	8%	11%	5%	12%	10%	8%	8%	7%	9%	
Probably illegal	9%	11%	11%	12%	13%	10%	10%	10%	8%	12%	11%	11%	10%	10%	12%	11%	9%	11%	11%	9%	12%	9%	10%	12%	12%	11%	12%	7%	11%	12%	9%	11%	13%	9%	9%	11%
Definitely illegal	42%	61%	35%	51%	29%	54%	61%	41%	59%	44%	41%	73%	34%	28%	69%	47%	17%	50%	37%	46%	42%	52%	44%	57%	45%	39%	54%	50%	48%	70%	25%	55%	51%	57%	47%	45%
Unsure	9%	8%	5%	7%	5%	7%	8%	9%	6%	9%	5%	5%	9%	8%	5%	11%	7%	7%	11%	6%	9%	8%	7%	7%	6%	7%	7%	9%	9%	5%	9%	9%	5%	4%	7%	9%

Do you believe burning the American flag should be legal or illegal?

Trusted Party



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

Trusted Party Heatmaps

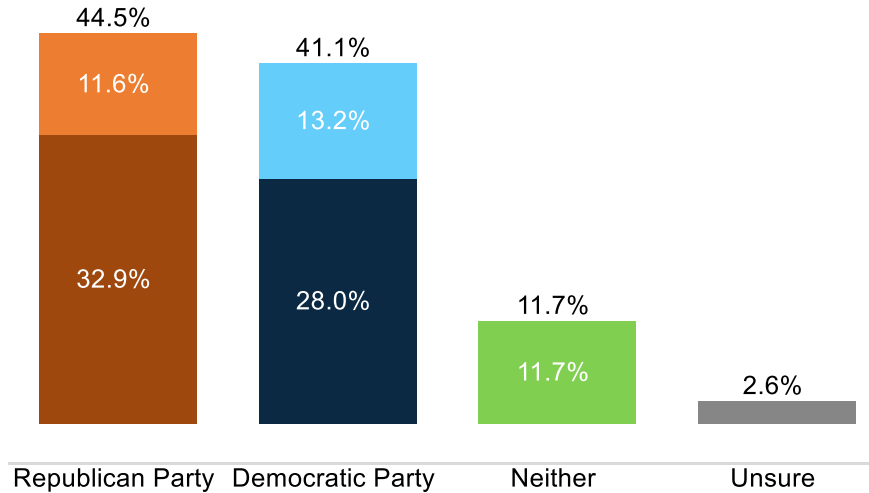
Republican Party

	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	32%	45%	46%	57%	44%	58%	47%	29%	56%	42%	36%	90%	28%	4%	83%	27%	7%	51%	16%	38%	45%	51%	44%	48%	56%	43%	44%	34%	38%	86%	5%	27%	46%	49%	40%	45%
Cost of living	32%	43%	43%	52%	39%	54%	46%	28%	54%	39%	36%	85%	25%	6%	79%	24%	7%	48%	15%	37%	44%	48%	41%	46%	52%	40%	42%	33%	32%	82%	5%	45%	42%	47%	38%	42%
Illegal immigration and border security	37%	53%	57%	64%	54%	66%	55%	35%	63%	49%	48%	95%	42%	12%	90%	40%	11%	58%	30%	44%	54%	59%	51%	57%	66%	51%	53%	38%	53%	92%	14%	56%	51%	58%	48%	52%
Crime and public safety	38%	47%	54%	59%	49%	63%	52%	32%	58%	47%	42%	93%	38%	7%	88%	32%	9%	55%	23%	38%	52%	55%	48%	54%	62%	47%	50%	35%	49%	91%	9%	49%	49%	56%	46%	48%
Cutting wasteful government spending	33%	46%	43%	55%	42%	55%	49%	30%	55%	42%	36%	87%	27%	8%	81%	30%	6%	50%	19%	39%	44%	51%	43%	49%	55%	41%	47%	33%	40%	83%	8%	35%	39%	51%	43%	45%
Foreign affairs	33%	45%	45%	56%	43%	57%	47%	30%	56%	41%	37%	89%	27%	6%	84%	27%	6%	51%	17%	38%	45%	51%	43%	51%	55%	43%	45%	33%	37%	86%	6%	59%	42%	51%	41%	44%

Democratic Party

	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	50%	43%	36%	34%	44%	29%	37%	56%	33%	42%	51%	4%	40%	84%	7%	48%	84%	37%	67%	46%	38%	37%	43%	37%	32%	42%	43%	50%	31%	5%	79%	52%	39%	33%	44%	42%
Cost of living	47%	40%	35%	33%	42%	28%	33%	55%	31%	41%	46%	5%	34%	81%	9%	45%	78%	35%	67%	39%	36%	36%	41%	36%	30%	42%	42%	46%	28%	5%	75%	36%	39%	37%	40%	40%
Illegal immigration and border security	41%	30%	25%	24%	29%	22%	27%	45%	22%	32%	38%	3%	23%	66%	5%	32%	66%	26%	48%	37%	27%	24%	31%	28%	19%	34%	32%	40%	19%	3%	60%	36%	31%	27%	31%	31%
Crime and public safety	39%	35%	29%	27%	35%	23%	28%	47%	25%	35%	40%	3%	24%	73%	5%	36%	71%	29%	53%	36%	30%	27%	34%	30%	24%	37%	32%	42%	18%	4%	64%	28%	35%	29%	33%	34%
Cutting wasteful government spending	33%	29%	26%	20%	25%	21%	24%	39%	21%	26%	37%	4%	21%	58%	6%	29%	57%	22%	51%	32%	24%	26%	27%	28%	18%	32%	25%	37%	18%	5%	51%	35%	33%	26%	23%	27%
Foreign affairs	47%	43%	35%	36%	43%	30%	34%	57%	31%	41%	51%	4%	41%	81%	7%	48%	83%	36%	61%	48%	37%	36%	43%	34%	32%	43%	42%	48%	30%	4%	78%	16%	37%	32%	43%	43%

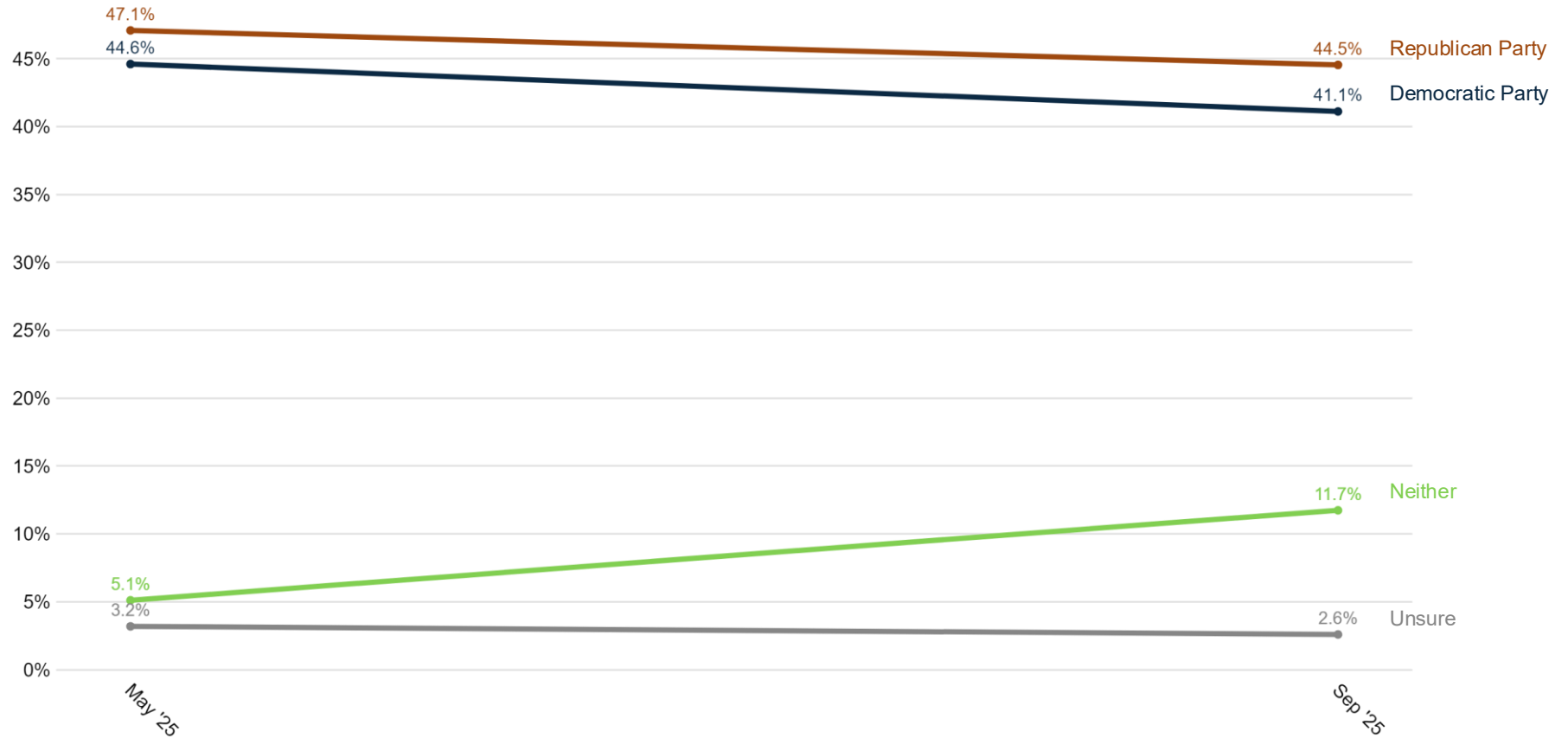
Trusted Party on Economy and Jobs



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	32%	45%	46%	57%	44%	58%	47%	29%	56%	42%	36%	90%	28%	4%	83%	27%	7%	51%	16%	38%	45%	51%	44%	48%	56%	43%	44%	34%	38%	86%	5%	27%	46%	49%	40%	45%
Democratic Party	50%	43%	36%	34%	44%	29%	37%	56%	33%	42%	51%	4%	40%	84%	7%	48%	84%	37%	67%	46%	38%	37%	43%	37%	32%	42%	43%	50%	31%	5%	79%	52%	39%	33%	44%	42%
Definitely Republican Party	24%	32%	32%	44%	32%	43%	36%	20%	43%	31%	24%	71%	15%	2%	66%	15%	4%	38%	7%	29%	32%	37%	33%	34%	43%	30%	32%	25%	13%	67%	2%	20%	29%	36%	30%	34%
Probably Republican Party	7%	13%	14%	13%	12%	15%	12%	9%	13%	11%	12%	19%	13%	2%	17%	13%	3%	12%	9%	9%	13%	14%	11%	14%	13%	13%	11%	9%	25%	19%	3%	6%	17%	13%	10%	11%
Probably Democratic Party	17%	13%	11%	11%	14%	9%	14%	16%	9%	14%	17%	2%	18%	22%	3%	18%	23%	13%	17%	12%	13%	12%	13%	13%	10%	13%	13%	17%	18%	3%	23%	19%	14%	13%	14%	12%
Definitely Democratic Party	33%	29%	25%	24%	30%	20%	24%	40%	23%	28%	34%	2%	21%	62%	4%	30%	61%	24%	49%	34%	26%	25%	29%	25%	22%	28%	30%	33%	13%	2%	56%	33%	25%	20%	30%	30%
Neither	15%	9%	15%	8%	12%	11%	11%	12%	9%	14%	11%	3%	28%	10%	8%	20%	9%	10%	13%	15%	14%	11%	12%	11%	11%	12%	11%	13%	24%	6%	14%	10%	11%	13%	14%	11%
Unsure	4%	3%	3%	1%	0%	3%	4%	2%	3%	3%	2%	2%	4%	1%	2%	4%	1%	2%	4%	0%	3%	1%	2%	4%	1%	3%	3%	4%	7%	3%	2%	11%	4%	5%	1%	2%

Please indicate which party you trust more to handle the following issues: Economy and Jobs

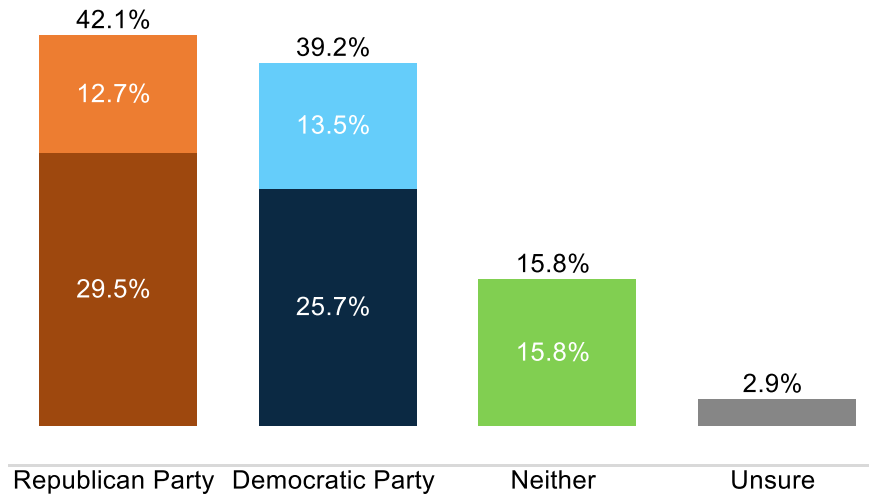
Trend: Trusted Party on Economy and Jobs



Percent Change: Trusted Party on Economy and Jobs (May '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-6%	-2%	-2%	0%	-6%	2%	1%	-8%	-1%	-3%	-4%	0%	-12%	-1%	0%	-1%	-5%	-2%	-4%	0%	0%	4%	1%	-4%	-8%	1%	-10%	-3%	-2%	-10%	1%	1%	-6%	-4%
Democratic Party	0%	-4%	-11%	-1%	0%	-9%	-7%	3%	-1%	-6%	-1%	-2%	-2%	-3%	-6%	-8%	2%	-3%	-4%	-4%	-6%	-8%	-7%	-3%	4%	-6%	-1%	-1%	-5%	0%	-9%	-11%	1%	-2%
Definitely Republican Party	0%	-4%	1%	1%	-4%	5%	1%	-4%	0%	-3%	3%	2%	-9%	0%	2%	0%	-3%	0%	-4%	1%	1%	3%	1%	0%	-7%	2%	-5%	-2%	-1%	-1%	6%	6%	-6%	-4%
Probably Republican Party	-5%	2%	-2%	-1%	-2%	-2%	0%	-3%	-2%	0%	-6%	-2%	-3%	-1%	-1%	-1%	-2%	-2%	-1%	-1%	-1%	1%	-1%	-4%	-2%	-1%	-5%	-2%	-1%	-9%	-4%	-4%	0%	0%
Probably Democratic Party	2%	4%	-6%	2%	-2%	0%	2%	3%	1%	0%	4%	-1%	3%	3%	-3%	0%	7%	2%	-3%	-2%	-4%	0%	-2%	0%	3%	3%	-3%	0%	3%	0%	-7%	-2%	5%	3%
Definitely Democratic Party	-2%	-7%	-5%	-3%	2%	-9%	-9%	0%	-2%	-5%	-5%	-1%	-4%	-6%	-3%	-7%	-5%	-5%	-1%	-2%	-2%	-8%	-5%	-3%	1%	-9%	2%	-1%	-8%	0%	-2%	-9%	-3%	-5%
Neither	8%	5%	12%	2%	8%	5%	7%	6%	3%	8%	7%	2%	16%	6%	5%	10%	5%	5%	9%	9%	7%	6%	6%	7%	6%	7%	12%	4%	8%	7%	8%	8%	6%	6%
Unsure	-3%	1%	1%	-1%	-1%	1%	-1%	-2%	0%	0%	-2%	1%	-2%	-2%	0%	-1%	-1%	0%	0%	-4%	-1%	-2%	0%	0%	-1%	-2%	0%	1%	-2%	3%	-1%	2%	-2%	0%

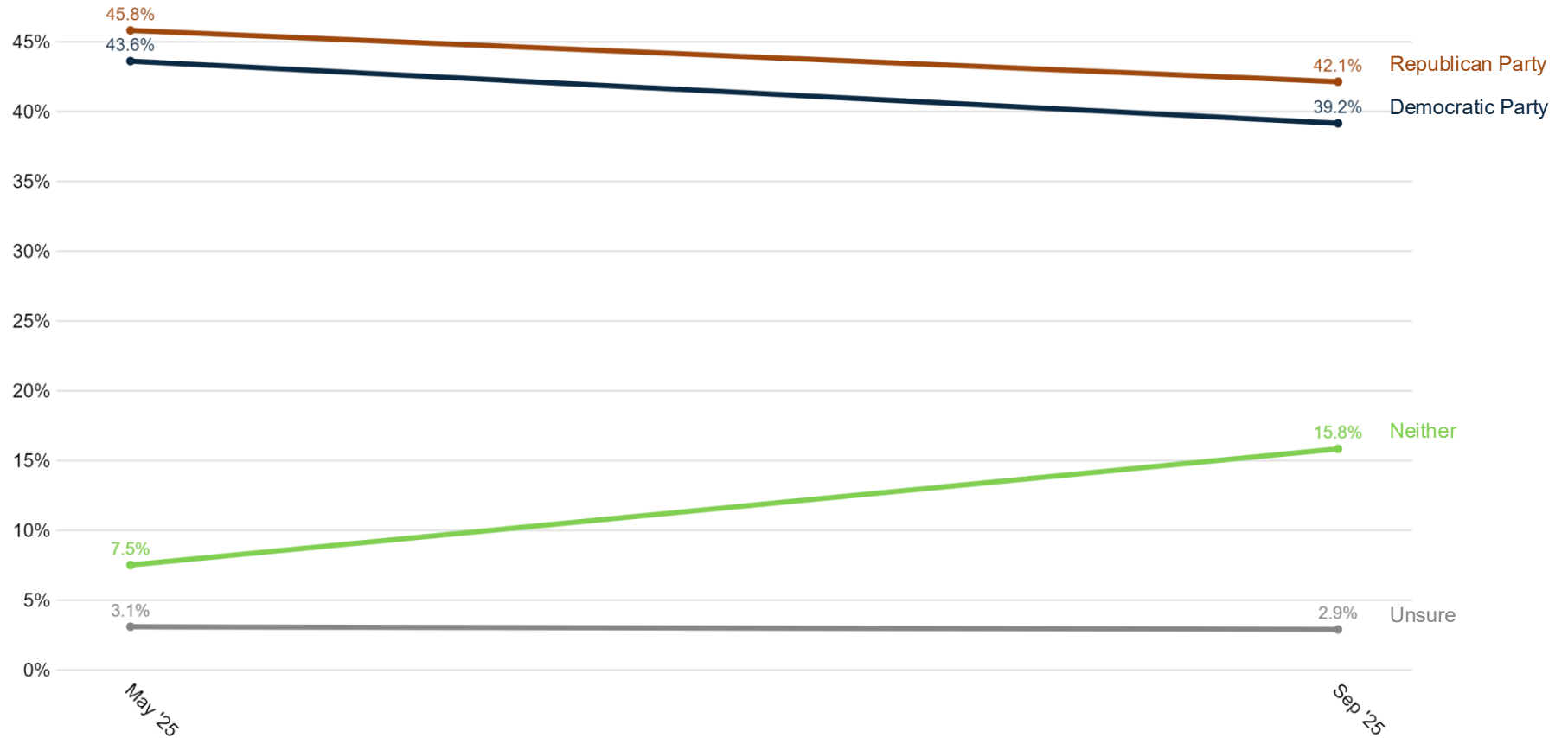
Trusted Party on Cost of Living



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	32%	43%	43%	52%	39%	54%	46%	28%	54%	39%	36%	85%	25%	6%	79%	24%	7%	48%	15%	37%	44%	48%	41%	46%	52%	40%	42%	33%	32%	82%	5%	45%	42%	47%	38%	42%
Democratic Party	47%	40%	35%	33%	42%	28%	33%	55%	31%	41%	46%	5%	34%	81%	9%	45%	78%	35%	67%	39%	36%	36%	41%	36%	30%	42%	42%	46%	28%	5%	75%	36%	39%	37%	40%	40%
Definitely Republican Party	22%	31%	28%	37%	27%	37%	33%	20%	39%	27%	23%	63%	12%	3%	58%	13%	5%	34%	9%	27%	27%	34%	30%	30%	37%	25%	30%	24%	11%	59%	2%	37%	23%	34%	26%	31%
Probably Republican Party	10%	12%	15%	14%	12%	17%	13%	8%	15%	12%	13%	22%	12%	2%	21%	11%	2%	14%	7%	10%	16%	14%	11%	16%	15%	15%	13%	9%	21%	23%	2%	9%	19%	12%	12%	11%
Probably Democratic Party	17%	13%	14%	10%	14%	11%	11%	19%	10%	15%	15%	3%	17%	23%	4%	20%	22%	13%	22%	11%	13%	13%	14%	12%	11%	15%	16%	13%	17%	3%	24%	11%	16%	15%	15%	12%
Definitely Democratic Party	31%	27%	21%	23%	28%	18%	22%	37%	21%	26%	31%	2%	17%	58%	5%	25%	57%	22%	45%	28%	22%	23%	26%	24%	19%	27%	26%	32%	10%	2%	51%	25%	23%	22%	25%	27%
Neither	19%	14%	19%	12%	17%	14%	17%	15%	12%	18%	16%	6%	38%	12%	10%	27%	14%	15%	14%	24%	19%	14%	16%	13%	16%	15%	14%	18%	34%	9%	19%	15%	15%	13%	20%	16%
Unsure	2%	3%	2%	4%	2%	3%	4%	2%	3%	3%	1%	3%	4%	1%	3%	4%	1%	3%	4%	0%	2%	2%	2%	5%	2%	4%	2%	4%	7%	3%	2%	4%	4%	3%	2%	2%

Please indicate which party you trust more to handle the following issues: Cost of Living

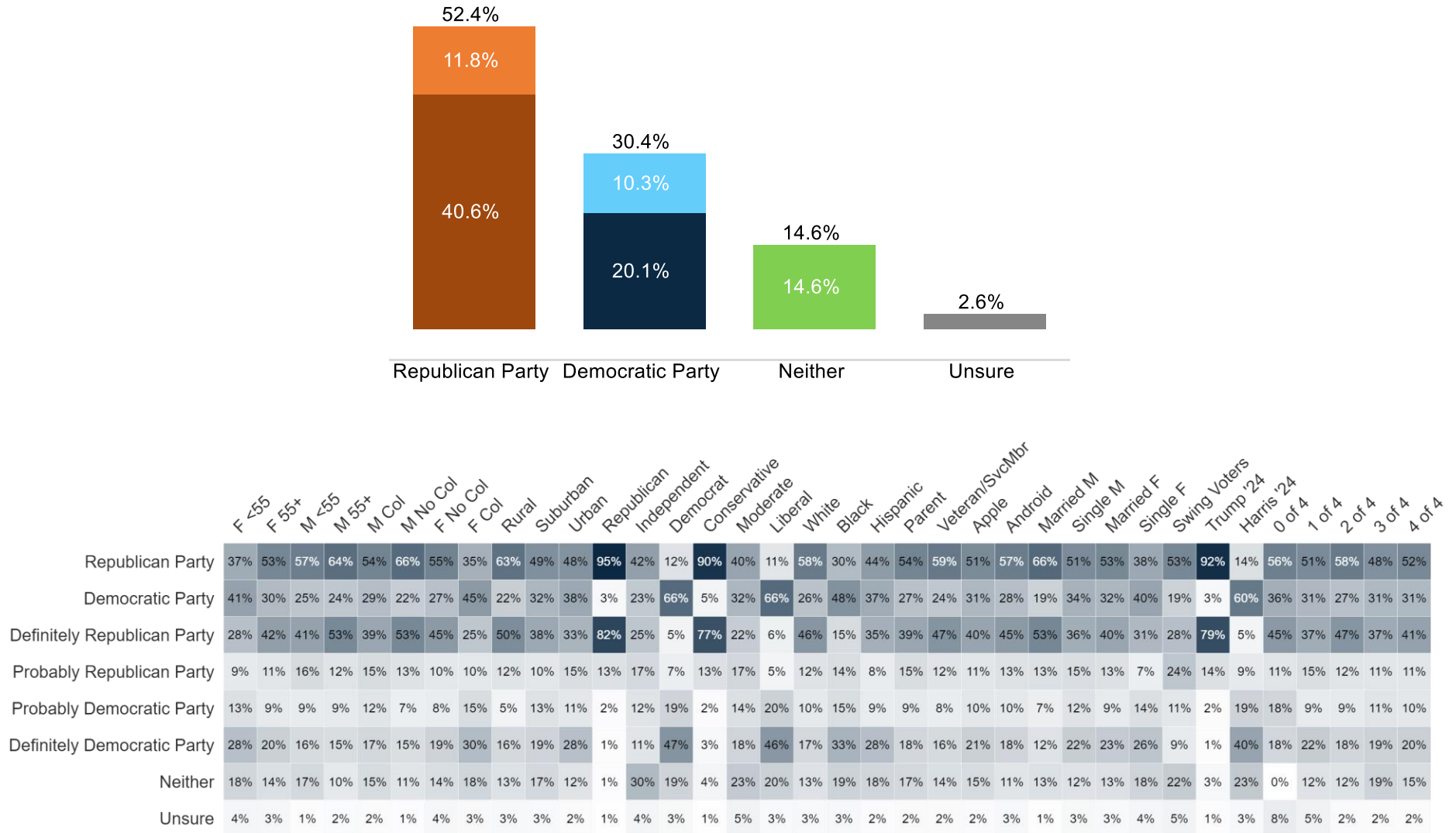
Trend: Trusted Party on Cost of Living



Percent Change: Trusted Party on Cost of Living (May '25 to Sep '25)

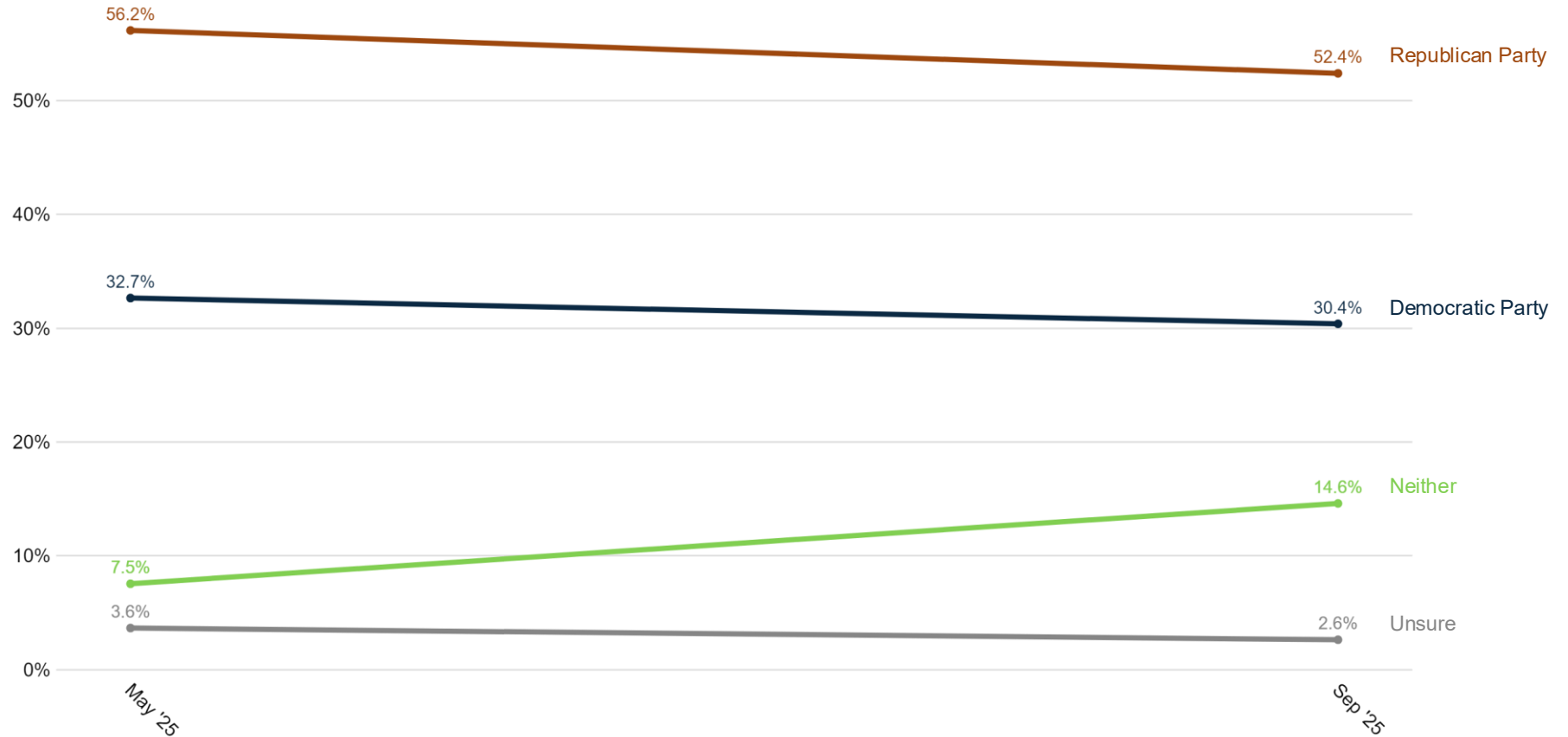
		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Republican Party	-5%	-2%	-7%	-2%	-9%	-1%	2%	-8%	-2%	-5%	-2%	-3%	-12%	0%	-1%	-5%	-4%	-2%	-9%	-5%	-1%	2%	-2%	-8%	-8%	2%	-14%	-5%	-2%	9%	-4%	-1%	-7%	-4%
	Democratic Party	-3%	-5%	-8%	-2%	-1%	-7%	-11%	3%	-2%	-4%	-8%	-1%	-6%	-4%	-6%	-5%	-4%	2%	-12%	-9%	-8%	-8%	1%	3%	-10%	-3%	-1%	-7%	-16%	-7%	-4%	-6%	-3%	
	Definitely Republican Party	-2%	-4%	-8%	-4%	-9%	0%	-5%	-3%	-7%	1%	-5%	-11%	0%	-4%	-4%	-1%	-3%	-6%	0%	-4%	0%	-5%	-7%	-8%	3%	-8%	-9%	0%	12%	-5%	7%	-8%	-7%	
	Probably Republican Party	-3%	2%	1%	2%	0%	2%	2%	-3%	1%	1%	-3%	2%	-1%	-1%	4%	-1%	-2%	1%	-3%	-5%	3%	1%	3%	-1%	0%	-1%	-5%	4%	-1%	-3%	1%	-7%	0%	2%
	Probably Democratic Party	2%	6%	0%	0%	0%	1%	2%	6%	1%	3%	1%	-1%	3%	6%	-2%	5%	4%	3%	7%	-5%	-2%	2%	-1%	2%	6%	2%	-2%	-1%	6%	-9%	-1%	6%	1%	3%
	Definitely Democratic Party	-5%	-11%	-8%	-2%	0%	-9%	-13%	-3%	-3%	-7%	-9%	0%	-9%	-11%	-3%	-11%	-9%	-7%	-5%	-6%	-7%	-9%	-7%	-1%	-3%	-12%	0%	0%	-13%	-7%	-6%	-10%	-7%	-6%
	Neither	11%	6%	14%	3%	10%	8%	9%	6%	4%	9%	11%	3%	20%	6%	5%	12%	9%	7%	5%	20%	11%	6%	10%	6%	7%	9%	19%	4%	10%	11%	10%	5%	15%	7%
	Unsure	-3%	1%	0%	1%	0%	1%	-1%	-2%	0%	0%	-1%	1%	-2%	-1%	0%	-1%	0%	2%	-3%	-1%	-1%	0%	1%	-2%	-1%	-2%	1%	-1%	-4%	1%	0%	-2%	1%	

Trusted Party on Illegal Immigration and Border Security



Please indicate which party you trust more to handle the following issues: Illegal Immigration and Border Security

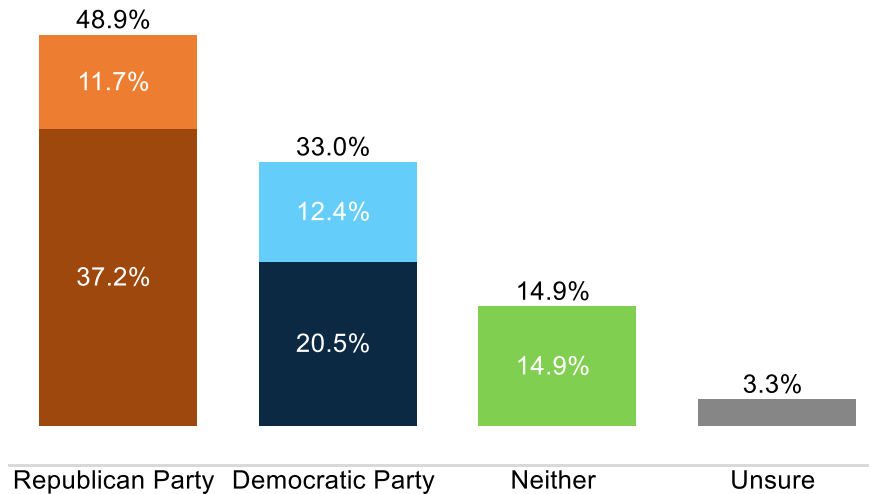
Trend: Trusted Party on Illegal Immigration and Border Security



Percent Change: Trusted Party on Illegal Immigration and Border Security (May '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-6%	-3%	-2%	-3%	-8%	1%	2%	-11%	0%	-6%	-3%	1%	-10%	-7%	4%	-3%	-13%	-3%	-1%	-7%	2%	3%	2%	-10%	-5%	-4%	-11%	0%	-7%	9%	-5%	3%	-8%	-5%
Democratic Party	-2%	-2%	-7%	3%	-1%	-2%	-8%	4%	-4%	-1%	-2%	0%	-1%	-3%	-5%	-4%	2%	-2%	-7%	0%	-9%	-8%	-8%	8%	1%	-4%	2%	-1%	-3%	-4%	-3%	-5%	1%	-2%
Definitely Republican Party	-3%	-2%	-2%	-3%	-8%	2%	2%	-7%	-2%	-5%	1%	2%	-11%	-3%	1%	-2%	-6%	-2%	-7%	2%	-1%	4%	0%	-7%	-6%	0%	-9%	-2%	-3%	20%	0%	2%	-7%	-5%
Probably Republican Party	-3%	-1%	-1%	0%	0%	-1%	0%	-4%	2%	-2%	-4%	0%	1%	-4%	2%	-2%	-7%	-1%	6%	-9%	2%	-1%	1%	-4%	0%	-4%	-2%	2%	-4%	-11%	-5%	1%	-1%	0%
Probably Democratic Party	0%	3%	-2%	4%	2%	1%	-1%	3%	-3%	3%	2%	0%	3%	2%	-2%	3%	4%	1%	0%	-1%	-3%	-1%	-1%	5%	1%	2%	-1%	-1%	4%	9%	-6%	2%	3%	2%
Definitely Democratic Party	-2%	-5%	-5%	-1%	-3%	-3%	-8%	1%	-1%	-4%	-4%	0%	-5%	-4%	-3%	-7%	-2%	-3%	-7%	1%	-6%	-7%	-6%	3%	0%	-7%	3%	0%	-7%	-13%	3%	-8%	-2%	-4%
Neither	11%	5%	10%	2%	9%	3%	8%	8%	5%	8%	7%	-1%	14%	10%	3%	7%	11%	5%	8%	13%	10%	6%	7%	3%	6%	10%	12%	1%	11%	-9%	7%	5%	12%	7%
Unsure	-3%	0%	0%	-1%	0%	-2%	-2%	-1%	-1%	-1%	-2%	0%	-2%	-1%	-2%	0%	0%	-1%	0%	-7%	-2%	-1%	-1%	0%	-1%	-2%	-3%	0%	-1%	4%	1%	-3%	-4%	0%

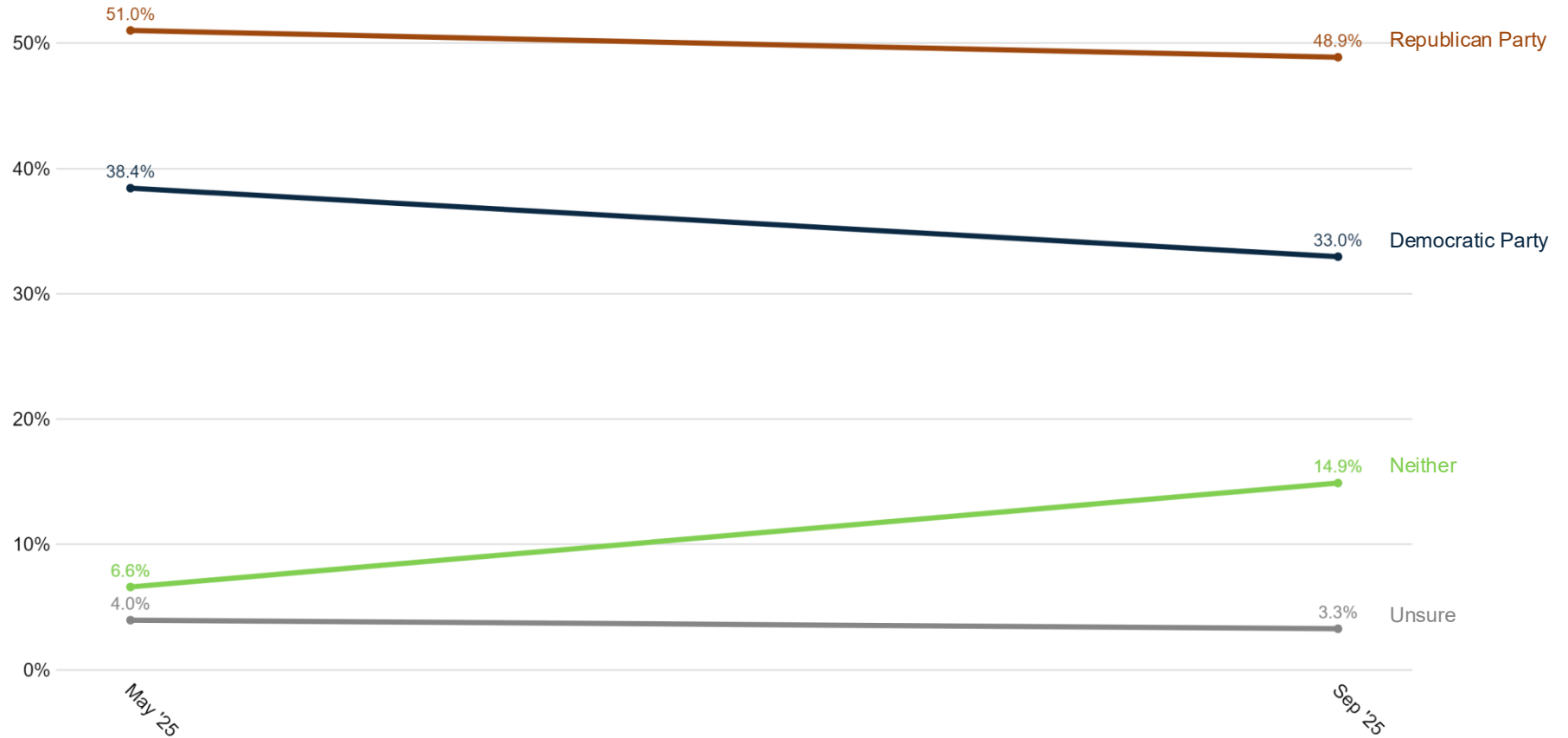
Trusted Party on Crime and Public Safety



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	38%	47%	54%	59%	49%	63%	52%	32%	58%	47%	42%	93%	38%	7%	88%	32%	9%	55%	23%	38%	52%	55%	48%	54%	62%	47%	50%	35%	49%	91%	9%	49%	49%	56%	46%	48%
Democratic Party	39%	35%	29%	27%	35%	23%	28%	47%	25%	35%	40%	3%	24%	73%	5%	36%	71%	29%	53%	36%	30%	27%	34%	30%	24%	37%	32%	42%	18%	4%	64%	28%	35%	29%	33%	34%
Definitely Republican Party	26%	36%	39%	49%	39%	49%	39%	21%	47%	35%	29%	78%	22%	2%	74%	18%	4%	43%	11%	31%	35%	43%	37%	39%	50%	34%	37%	25%	22%	74%	3%	42%	32%	43%	35%	38%
Probably Republican Party	12%	11%	14%	10%	10%	14%	13%	11%	11%	12%	13%	15%	16%	5%	15%	14%	5%	12%	12%	7%	17%	12%	10%	15%	11%	13%	13%	10%	27%	17%	7%	7%	18%	12%	11%	10%
Probably Democratic Party	16%	14%	11%	9%	13%	7%	11%	19%	9%	15%	11%	1%	14%	24%	1%	18%	23%	11%	16%	11%	12%	10%	13%	10%	7%	14%	12%	17%	11%	2%	24%	11%	13%	12%	14%	12%
Definitely Democratic Party	23%	21%	19%	18%	22%	16%	17%	29%	16%	20%	29%	2%	11%	48%	3%	18%	48%	18%	37%	25%	18%	17%	21%	20%	16%	23%	20%	25%	7%	2%	41%	16%	22%	17%	19%	21%
Neither	19%	14%	14%	12%	15%	11%	16%	17%	14%	16%	15%	3%	33%	17%	6%	25%	18%	12%	20%	23%	15%	14%	16%	12%	13%	13%	15%	19%	26%	3%	23%	20%	11%	13%	18%	15%
Unsure	4%	4%	3%	2%	1%	3%	4%	3%	4%	3%	3%	2%	5%	3%	1%	6%	3%	3%	4%	3%	3%	3%	2%	4%	2%	4%	3%	4%	7%	2%	4%	4%	5%	2%	3%	3%

Please indicate which party you trust more to handle the following issues: Crime and Public Safety

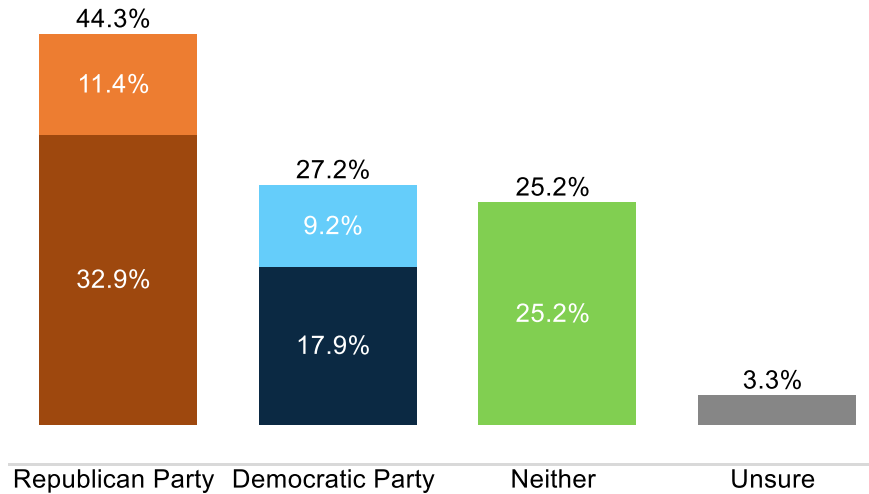
Trend: Trusted Party on Crime and Public Safety



Percent Change: Trusted Party on Crime and Public Safety (May '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-1%	-2%	-2%	-3%	-9%	3%	4%	-7%	-1%	-3%	-1%	1%	-8%	-3%	3%	-3%	-6%	1%	-2%	-14%	2%	4%	-2%	-5%	-4%	0%	-7%	0%	-2%	4%	-2%	8%	-5%	-5%
Democratic Party	-6%	-6%	-7%	-3%	2%	-10%	-11%	-2%	-7%	-4%	-7%	-2%	-7%	-6%	-6%	-9%	-4%	-5%	-11%	-6%	-9%	-11%	-7%	0%	-3%	-8%	-6%	-1%	-9%	-19%	-2%	-10%	-3%	-5%
Definitely Republican Party	-2%	-2%	1%	0%	-4%	5%	3%	-6%	1%	-3%	2%	3%	-8%	-1%	5%	-3%	-4%	0%	-3%	2%	-1%	5%	2%	-2%	-5%	1%	-6%	-1%	-1%	18%	3%	6%	-3%	-5%
Probably Republican Party	1%	0%	-3%	-3%	-5%	-2%	2%	-1%	-2%	0%	-3%	-1%	0%	-2%	-1%	-1%	-2%	0%	1%	-16%	3%	-1%	-4%	-3%	1%	0%	-1%	1%	-1%	-14%	-5%	1%	-1%	0%
Probably Democratic Party	1%	5%	-3%	-1%	3%	-6%	2%	3%	-1%	3%	-3%	-2%	0%	5%	-3%	3%	3%	1%	-2%	-2%	-1%	-1%	-2%	-2%	2%	4%	-5%	0%	3%	-8%	-5%	-2%	4%	3%
Definitely Democratic Party	-7%	-11%	-4%	-2%	-1%	-4%	-13%	-5%	-6%	-7%	-4%	0%	-7%	-11%	-3%	-13%	-7%	-6%	-9%	-4%	-7%	-9%	-5%	1%	-5%	-13%	-2%	0%	-13%	-11%	3%	-8%	-8%	-8%
Neither	11%	8%	8%	7%	8%	7%	10%	9%	9%	8%	9%	1%	15%	11%	3%	11%	11%	5%	13%	20%	8%	7%	8%	5%	9%	10%	13%	1%	13%	15%	5%	6%	9%	9%
Unsure	-4%	1%	1%	-1%	-1%	1%	-3%	0%	-1%	-1%	-1%	0%	-1%	-2%	-1%	1%	-1%	-1%	-1%	0%	-2%	-1%	0%	0%	-2%	-2%	0%	0%	-2%	0%	-2%	-3%	-1%	1%

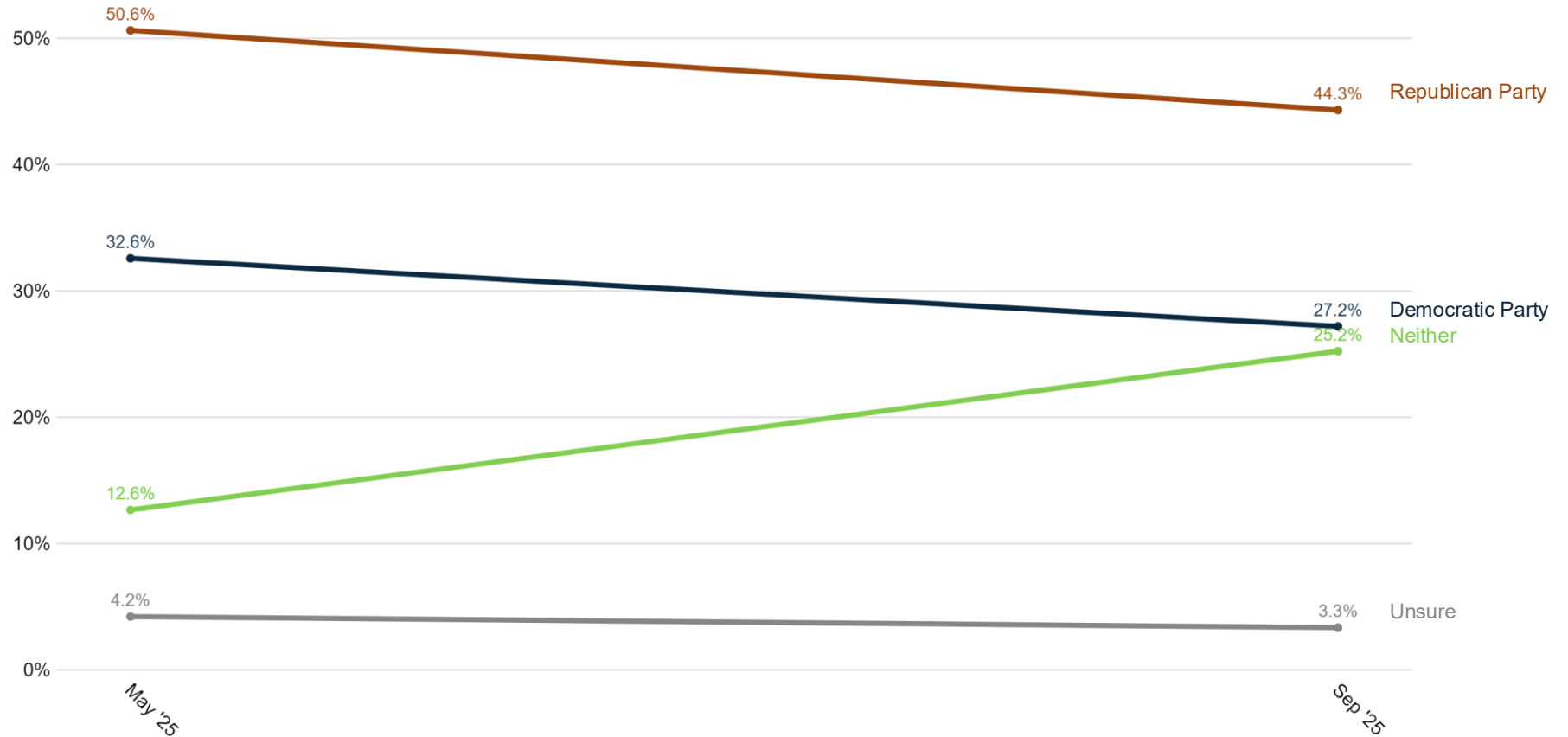
Trusted Party on Cutting Wasteful Government Spending



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	33%	46%	43%	55%	42%	55%	49%	30%	55%	42%	36%	87%	27%	8%	81%	30%	6%	50%	19%	39%	44%	51%	43%	49%	55%	41%	47%	33%	40%	83%	8%	35%	39%	51%	43%	45%
Democratic Party	33%	29%	26%	20%	25%	21%	24%	39%	21%	26%	37%	4%	21%	58%	6%	29%	57%	22%	51%	32%	24%	26%	27%	28%	18%	32%	25%	37%	18%	5%	51%	35%	33%	26%	23%	27%
Definitely Republican Party	23%	36%	30%	43%	29%	42%	38%	20%	43%	31%	25%	70%	15%	3%	65%	16%	3%	38%	8%	31%	29%	37%	33%	35%	42%	28%	34%	25%	18%	66%	3%	23%	28%	37%	32%	34%
Probably Republican Party	10%	10%	13%	12%	13%	13%	11%	10%	12%	11%	11%	17%	13%	4%	15%	14%	4%	12%	11%	7%	15%	14%	10%	14%	13%	12%	13%	7%	22%	17%	5%	12%	12%	14%	11%	10%
Probably Democratic Party	11%	9%	11%	6%	11%	6%	9%	11%	7%	10%	9%	2%	9%	17%	2%	12%	18%	8%	14%	11%	11%	9%	9%	9%	6%	13%	8%	12%	10%	3%	16%	6%	16%	10%	10%	8%
Definitely Democratic Party	22%	20%	15%	14%	14%	15%	15%	27%	14%	16%	27%	2%	12%	41%	4%	17%	40%	14%	38%	22%	13%	17%	18%	19%	12%	19%	18%	25%	8%	2%	35%	30%	17%	16%	13%	19%
Neither	30%	20%	28%	23%	32%	20%	22%	28%	19%	28%	25%	7%	47%	32%	12%	35%	34%	24%	24%	28%	29%	21%	28%	18%	26%	24%	24%	25%	36%	10%	38%	19%	22%	20%	31%	26%
Unsure	4%	5%	2%	2%	0%	3%	5%	3%	4%	3%	2%	2%	4%	3%	2%	6%	2%	3%	5%	2%	3%	2%	2%	4%	1%	4%	3%	5%	5%	3%	3%	11%	6%	3%	3%	2%

Please indicate which party you trust more to handle the following issues: Cutting Wasteful Government Spending

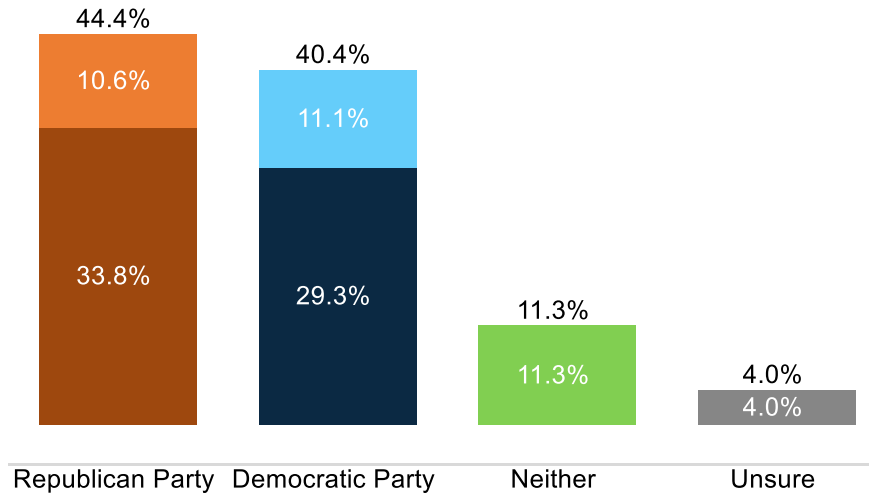
Trend: Trusted Party on Cutting Wasteful Government Spending



Percent Change: Trusted Party on Cutting Wasteful Government Spending (May '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-5%	-5%	-10%	-6%	-14%	-3%	3%	-13%	-3%	-8%	-6%	-3%	-17%	-5%	-2%	-5%	-11%	-5%	-5%	-5%	-2%	1%	-6%	-11%	-7%	-3%	-14%	-7%	-5%	-9%	-10%	-4%	-4%	-7%
Democratic Party	-7%	-4%	-10%	0%	-3%	-7%	-12%	2%	-4%	-5%	-7%	0%	-2%	-10%	-4%	-7%	-7%	-5%	-8%	-10%	-13%	-6%	-7%	-1%	-5%	-6%	1%	1%	-12%	-7%	-4%	-7%	-7%	-5%
Definitely Republican Party	-3%	-6%	-6%	-7%	-12%	-3%	1%	-9%	-5%	-7%	-2%	-6%	-13%	-1%	-6%	-4%	-3%	-5%	-8%	-1%	-4%	-1%	-6%	-8%	-10%	1%	-10%	-11%	0%	-1%	1%	-2%	-10%	-8%
Probably Republican Party	-2%	0%	-4%	1%	-2%	0%	2%	-4%	2%	-1%	-5%	3%	-4%	-4%	4%	-2%	-8%	0%	2%	-4%	1%	2%	0%	-3%	3%	-4%	-4%	4%	-5%	-7%	-10%	-2%	6%	1%
Probably Democratic Party	-1%	2%	1%	1%	4%	-1%	0%	1%	0%	2%	-3%	1%	2%	0%	-1%	3%	0%	1%	3%	-1%	-1%	1%	1%	1%	-1%	2%	0%	1%	0%	-5%	1%	2%	-2%	1%
Definitely Democratic Party	-6%	-6%	-11%	-1%	-6%	-5%	-12%	1%	-4%	-8%	-4%	-1%	-4%	-10%	-3%	-9%	-8%	-5%	-11%	-9%	-13%	-7%	-8%	-2%	-4%	-7%	1%	-1%	-12%	-2%	-5%	-9%	-6%	-6%
Neither	15%	8%	20%	8%	18%	10%	11%	12%	8%	13%	16%	2%	21%	17%	7%	13%	19%	10%	14%	20%	17%	8%	14%	12%	12%	11%	16%	6%	19%	11%	13%	11%	14%	12%
Unsure	-3%	1%	0%	-2%	-2%	-1%	-1%	-1%	-1%	0%	-2%	1%	-1%	-2%	-1%	-1%	-1%	0%	0%	-5%	-2%	-2%	-2%	0%	0%	-2%	-3%	1%	-2%	5%	0%	-1%	-3%	0%

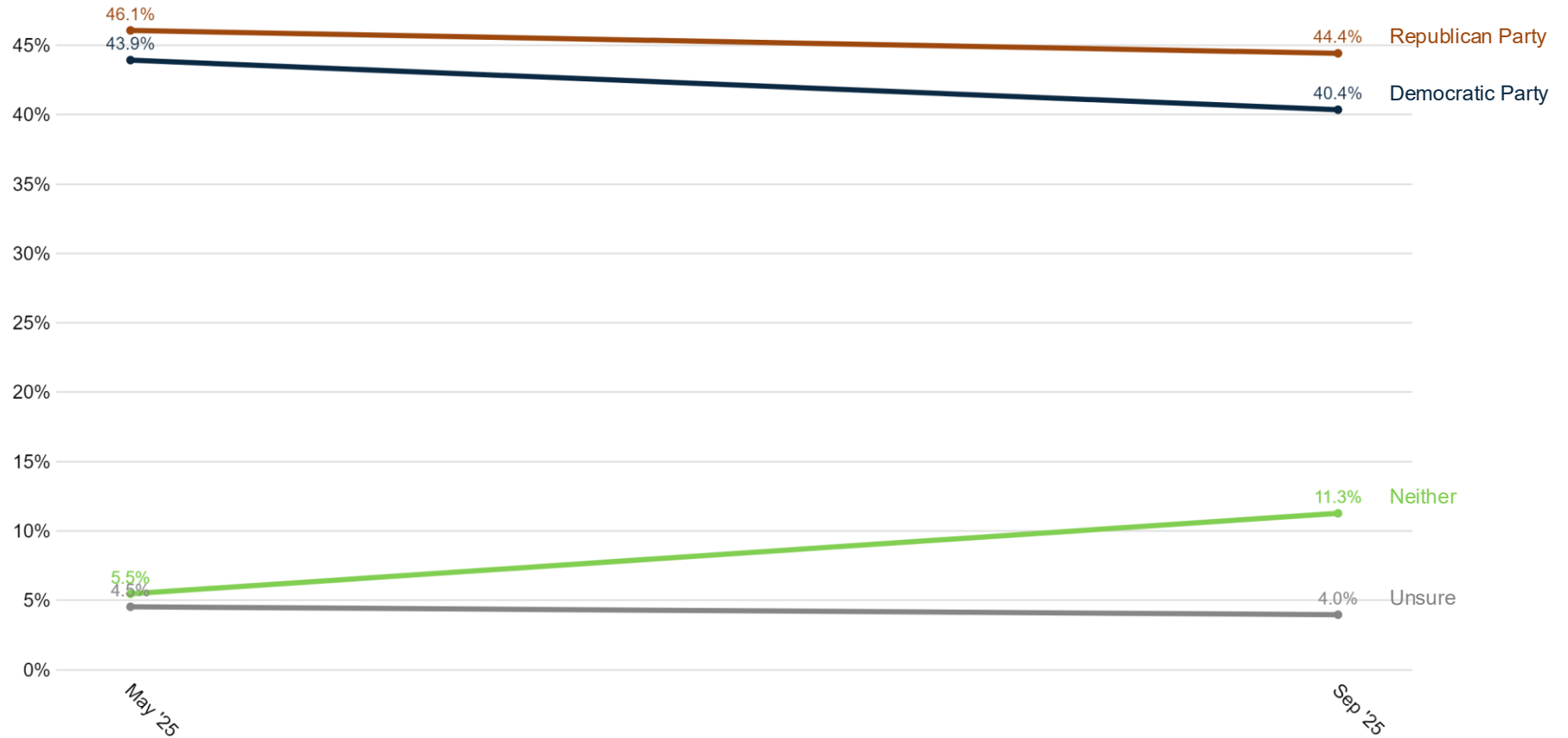
Trusted Party on Foreign Affairs



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	33%	45%	45%	56%	43%	57%	47%	30%	56%	41%	37%	89%	27%	6%	84%	27%	6%	51%	17%	38%	45%	51%	43%	51%	55%	43%	45%	33%	37%	86%	6%	59%	42%	51%	41%	44%
Democratic Party	47%	43%	35%	36%	43%	30%	34%	57%	31%	41%	51%	4%	41%	81%	7%	48%	83%	36%	61%	48%	37%	36%	43%	34%	32%	43%	42%	48%	30%	4%	78%	16%	37%	32%	43%	43%
Definitely Republican Party	22%	36%	34%	44%	32%	45%	37%	20%	44%	31%	27%	72%	17%	2%	68%	14%	4%	39%	10%	31%	32%	40%	33%	37%	44%	30%	33%	26%	16%	68%	3%	30%	28%	42%	33%	34%
Probably Republican Party	10%	9%	11%	12%	11%	12%	10%	9%	11%	11%	10%	17%	10%	4%	16%	13%	2%	12%	7%	7%	14%	11%	9%	14%	11%	13%	12%	7%	21%	18%	3%	29%	14%	9%	8%	10%
Probably Democratic Party	15%	11%	10%	9%	11%	8%	12%	14%	8%	12%	14%	3%	17%	16%	4%	18%	17%	10%	16%	11%	11%	9%	12%	9%	9%	10%	11%	15%	19%	3%	19%	5%	16%	10%	13%	10%
Definitely Democratic Party	31%	32%	26%	27%	32%	22%	22%	43%	23%	30%	37%	1%	24%	65%	3%	30%	67%	25%	45%	37%	25%	27%	31%	25%	23%	33%	30%	34%	11%	2%	59%	12%	21%	22%	30%	33%
Neither	17%	7%	15%	7%	12%	10%	12%	12%	10%	13%	9%	3%	26%	10%	7%	18%	10%	9%	16%	14%	14%	10%	11%	10%	11%	10%	9%	14%	24%	6%	13%	21%	15%	11%	13%	10%
Unsure	4%	6%	4%	2%	2%	3%	7%	2%	4%	4%	3%	4%	5%	3%	3%	7%	1%	4%	5%	1%	4%	3%	3%	5%	2%	5%	4%	5%	10%	4%	2%	4%	6%	6%	3%	3%

Please indicate which party you trust more to handle the following issues: Foreign Affairs

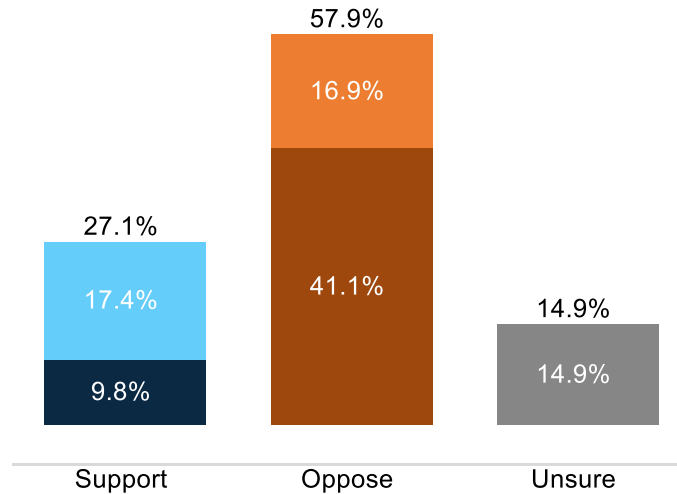
Trend: Trusted Party on Foreign Affairs



Percent Change: Trusted Party on Foreign Affairs (May '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-2%	-2%	-2%	0%	-6%	2%	3%	-8%	-1%	-2%	0%	0%	-9%	0%	3%	-2%	-5%	0%	-4%	0%	1%	5%	1%	-4%	-5%	0%	-8%	-1%	-1%	29%	-5%	4%	-1%	-4%
Democratic Party	-3%	-1%	-10%	-1%	-2%	-7%	-8%	4%	-2%	-4%	-6%	-2%	-2%	-3%	-7%	-8%	3%	-4%	-4%	-4%	-9%	-8%	-9%	1%	2%	-5%	-2%	-2%	-4%	-40%	-3%	-6%	-5%	-2%
Definitely Republican Party	-1%	-1%	2%	-1%	-6%	5%	3%	-4%	0%	-2%	3%	2%	-4%	0%	4%	-2%	-2%	1%	-3%	4%	0%	6%	2%	-2%	-5%	3%	-5%	0%	0%	7%	4%	8%	1%	-5%
Probably Republican Party	-2%	-1%	-4%	1%	0%	-3%	0%	-4%	-1%	-1%	-3%	-2%	-5%	0%	-1%	0%	-3%	-1%	-2%	-4%	1%	-1%	-1%	-2%	0%	-3%	-3%	-1%	-1%	23%	-8%	-4%	-2%	1%
Probably Democratic Party	1%	2%	-6%	0%	-1%	-4%	1%	2%	-2%	1%	-3%	0%	1%	-1%	-3%	-1%	2%	1%	1%	-12%	-3%	-3%	-2%	-5%	3%	0%	-3%	-1%	1%	-17%	-2%	2%	-3%	1%
Definitely Democratic Party	-3%	-3%	-4%	-1%	0%	-4%	-9%	2%	0%	-5%	-3%	-2%	-3%	-2%	-4%	-7%	0%	-5%	-4%	8%	-6%	-5%	-7%	6%	-1%	-5%	1%	-1%	-5%	-23%	-2%	-8%	-1%	-3%
Neither	11%	1%	10%	2%	7%	5%	5%	6%	4%	7%	6%	0%	12%	6%	4%	7%	6%	4%	8%	9%	9%	4%	8%	2%	5%	6%	10%	2%	7%	15%	8%	5%	7%	6%
Unsure	-6%	2%	2%	-1%	0%	0%	0%	-3%	-1%	-1%	-1%	2%	-2%	-3%	0%	2%	-3%	0%	0%	-5%	-1%	-1%	0%	2%	-2%	-1%	0%	1%	-2%	-4%	0%	-3%	-1%	0%

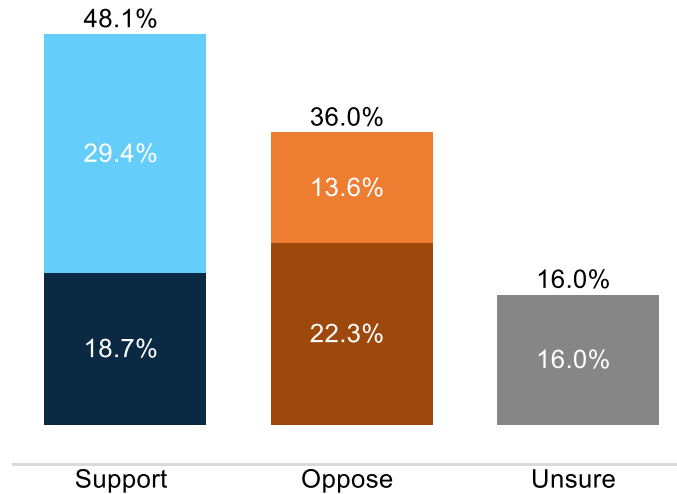
Government Investment in Private Companies



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	23%	24%	32%	31%	29%	34%	29%	17%	28%	26%	29%	44%	20%	13%	42%	19%	14%	28%	24%	25%	31%	28%	26%	32%	35%	26%	25%	22%	25%	44%	12%	39%	32%	32%	24%	25%
Oppose Total	56%	60%	58%	57%	63%	53%	49%	69%	54%	60%	59%	36%	66%	78%	40%	68%	76%	56%	66%	58%	56%	57%	61%	52%	55%	62%	56%	60%	57%	37%	78%	49%	48%	47%	63%	62%
Strongly support	11%	7%	10%	11%	11%	10%	11%	7%	8%	9%	13%	16%	5%	6%	15%	6%	6%	10%	9%	8%	13%	13%	10%	8%	13%	6%	8%	10%	4%	15%	5%	13%	11%	13%	5%	10%
Somewhat support	12%	17%	21%	20%	18%	24%	19%	10%	20%	17%	16%	28%	14%	7%	28%	13%	8%	18%	15%	17%	18%	16%	16%	23%	22%	19%	17%	12%	20%	28%	7%	26%	21%	19%	18%	16%
Somewhat oppose	14%	17%	19%	18%	18%	19%	15%	16%	18%	16%	16%	20%	18%	13%	20%	20%	11%	17%	20%	12%	19%	17%	16%	20%	16%	22%	15%	16%	24%	20%	13%	18%	20%	17%	15%	17%
Strongly oppose	42%	44%	40%	38%	44%	34%	34%	53%	36%	43%	42%	17%	48%	65%	20%	48%	65%	39%	45%	46%	38%	39%	45%	31%	38%	40%	41%	44%	34%	17%	65%	31%	28%	31%	48%	46%
Unsure	21%	16%	10%	12%	8%	13%	22%	14%	18%	15%	12%	20%	15%	9%	18%	13%	10%	15%	11%	17%	13%	15%	13%	17%	11%	12%	18%	17%	18%	19%	10%	12%	20%	21%	13%	13%

Do you support or oppose the federal government taking an ownership stake in private companies that receive funding from the government?

Government Investment in Intel



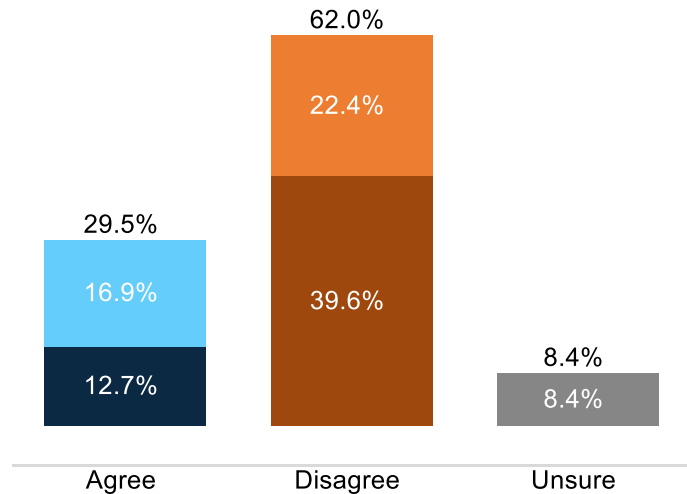
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	42%	50%	48%	54%	45%	55%	50%	41%	51%	47%	46%	69%	41%	29%	65%	47%	25%	49%	43%	51%	48%	51%	47%	53%	53%	47%	48%	44%	49%	69%	28%	46%	54%	53%	46%	46%
Oppose Total	34%	33%	42%	37%	45%	34%	26%	42%	31%	37%	39%	16%	44%	54%	21%	36%	59%	36%	42%	30%	36%	34%	38%	32%	38%	41%	31%	36%	32%	16%	56%	45%	30%	28%	39%	39%
Strongly support	16%	20%	17%	22%	18%	21%	23%	11%	21%	17%	19%	33%	12%	8%	31%	12%	7%	20%	15%	19%	17%	20%	19%	18%	21%	17%	17%	19%	10%	31%	7%	28%	21%	22%	16%	18%
Somewhat support	26%	30%	31%	31%	27%	34%	27%	29%	29%	30%	27%	36%	29%	22%	34%	35%	18%	29%	28%	32%	30%	32%	28%	35%	32%	30%	31%	25%	39%	38%	21%	18%	33%	31%	30%	28%
Somewhat oppose	12%	11%	18%	14%	15%	17%	9%	14%	12%	14%	14%	11%	13%	17%	13%	11%	18%	14%	16%	10%	16%	11%	13%	15%	14%	19%	12%	12%	16%	11%	16%	23%	16%	12%	14%	13%
Strongly oppose	22%	22%	24%	22%	30%	18%	17%	28%	19%	23%	25%	5%	31%	37%	8%	25%	41%	22%	26%	19%	20%	22%	25%	17%	23%	23%	19%	25%	16%	5%	40%	22%	14%	15%	25%	26%
Unsure	25%	18%	10%	10%	10%	10%	24%	17%	19%	15%	14%	15%	15%	17%	14%	17%	16%	15%	16%	19%	16%	15%	16%	15%	9%	11%	21%	20%	18%	14%	16%	9%	16%	20%	15%	15%

The Trump administration announced an \$8.9 billion investment in Intel, acquiring a 9.9% stake in the company. The investment was funded primarily through previously awarded grants under the Biden CHIPS program. The goal is to stabilize Intel, expand domestic semiconductor manufacturing, and ensure that America is not dependent on foreign adversaries for vital computer chips used in everything from cellphones to military equipment. Do you support or oppose this government investment in Intel?

Percent Change: Government Investment in Private Companies to Government Investment in Intel

	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	19%	26%	16%	22%	16%	22%	21%	24%	23%	22%	17%	25%	22%	16%	23%	28%	11%	21%	19%	26%	17%	23%	21%	21%	18%	22%	23%	22%	25%	26%	16%	7%	22%	21%	22%	21%
Oppose Total	-23%	-28%	-16%	-20%	-18%	-19%	-23%	-27%	-23%	-22%	-20%	-20%	-22%	-24%	-19%	-32%	-17%	-21%	-24%	-28%	-20%	-23%	-23%	-19%	-17%	-20%	-26%	-24%	-25%	-21%	-22%	-4%	-18%	-20%	-24%	-24%
Strongly support	5%	13%	7%	11%	7%	11%	12%	4%	13%	8%	6%	17%	7%	2%	17%	6%	1%	10%	5%	11%	4%	7%	8%	10%	8%	11%	9%	9%	6%	16%	3%	14%	9%	9%	10%	9%
Somewhat support	14%	13%	9%	11%	10%	11%	9%	19%	10%	14%	11%	8%	15%	14%	6%	22%	10%	11%	14%	14%	12%	16%	12%	12%	10%	11%	14%	13%	19%	10%	14%	-8%	12%	12%	12%	12%
Somewhat oppose	-2%	-6%	-1%	-4%	-3%	-2%	-6%	-2%	-6%	-2%	-3%	-8%	-5%	4%	-7%	-9%	7%	-3%	-4%	-2%	-2%	-6%	-3%	-6%	-2%	-3%	-3%	-5%	-7%	-9%	3%	6%	-4%	-4%	-1%	-4%
Strongly oppose	-20%	-22%	-16%	-16%	-15%	-17%	-17%	-25%	-17%	-20%	-17%	-12%	-17%	-28%	-12%	-23%	-24%	-18%	-20%	-26%	-18%	-17%	-20%	-14%	-15%	-17%	-22%	-19%	-18%	-12%	-26%	-10%	-14%	-16%	-23%	-20%
Unsure	4%	2%	0%	-2%	2%	-3%	2%	4%	1%	1%	3%	-5%	0%	8%	-4%	4%	6%	0%	5%	2%	3%	0%	2%	-2%	-1%	-1%	3%	3%	0%	-5%	6%	-3%	-4%	-1%	2%	3%

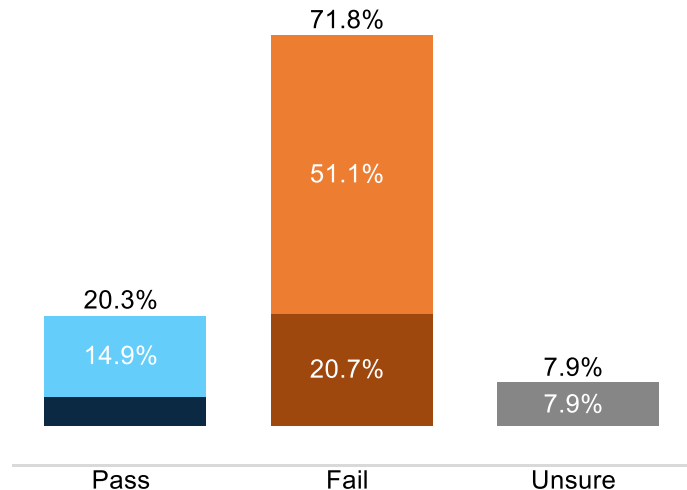
Civic Education Preparedness



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	30%	27%	33%	29%	30%	32%	35%	22%	28%	28%	35%	32%	28%	27%	32%	29%	26%	28%	40%	32%	37%	27%	29%	30%	31%	30%	25%	32%	33%	32%	26%	37%	39%	34%	25%	27%
Disagree Total	60%	62%	62%	64%	67%	59%	52%	72%	60%	65%	58%	58%	65%	66%	60%	62%	68%	65%	48%	61%	56%	67%	63%	62%	63%	62%	65%	58%	59%	58%	67%	59%	52%	53%	68%	66%
Strongly agree	13%	12%	14%	12%	14%	12%	16%	9%	13%	10%	19%	14%	10%	13%	13%	12%	12%	11%	21%	17%	15%	14%	12%	14%	14%	11%	11%	15%	10%	14%	11%	26%	17%	13%	9%	12%
Somewhat agree	17%	15%	18%	18%	16%	20%	19%	13%	16%	17%	17%	18%	17%	15%	19%	17%	14%	17%	18%	14%	22%	14%	17%	16%	17%	19%	15%	17%	23%	18%	15%	11%	22%	21%	15%	15%
Somewhat disagree	24%	21%	26%	19%	22%	23%	21%	25%	19%	23%	24%	20%	25%	24%	20%	24%	25%	24%	20%	21%	24%	21%	20%	30%	21%	24%	22%	23%	29%	21%	24%	11%	26%	23%	26%	21%
Strongly disagree	36%	41%	36%	45%	45%	36%	32%	47%	41%	41%	34%	38%	40%	42%	40%	37%	43%	41%	28%	40%	31%	45%	43%	32%	42%	38%	43%	35%	30%	37%	43%	47%	26%	30%	42%	45%
Unsure	10%	11%	6%	7%	3%	9%	13%	6%	12%	8%	6%	10%	7%	7%	8%	9%	6%	7%	12%	7%	8%	6%	8%	8%	6%	7%	9%	11%	8%	9%	7%	4%	9%	13%	7%	7%

Do you agree or disagree that civics education in the United States adequately prepares students to understand how government and civic participation works?

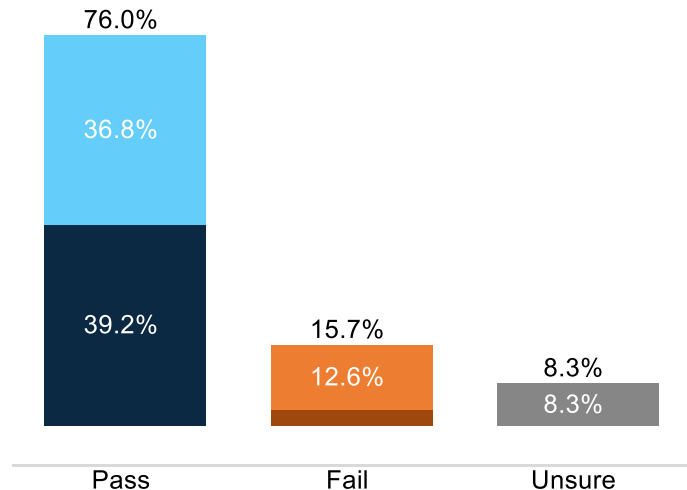
Citizenship Test - Others



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Pass	23%	16%	23%	20%	18%	24%	22%	17%	18%	19%	27%	21%	18%	21%	22%	22%	17%	19%	32%	20%	25%	19%	19%	22%	22%	21%	20%	20%	21%	22%	18%	13%	29%	24%	16%	18%								
Fail	68%	76%	73%	71%	76%	68%	68%	76%	72%	74%	67%	71%	73%	72%	71%	68%	79%	74%	60%	73%	68%	73%	74%	70%	71%	73%	73%	71%	70%	70%	75%	83%	64%	68%	75%	74%								
Definitely pass	6%	4%	8%	4%	5%	7%	6%	4%	6%	3%	10%	7%	3%	6%	7%	4%	4%	5%	10%	5%	8%	5%	5%	6%	6%	6%	4%	6%	3%	6%	5%	10%	9%	5%	4%	5%								
Probably pass	17%	12%	16%	15%	14%	17%	16%	12%	12%	16%	17%	14%	15%	15%	18%	12%	14%	22%	15%	17%	14%	14%	16%	16%	15%	16%	13%	18%	16%	13%	3%	20%	19%	13%	13%									
Probably fail	42%	58%	48%	55%	51%	54%	51%	49%	54%	52%	44%	56%	50%	46%	55%	48%	50%	37%	46%	49%	56%	51%	54%	52%	52%	52%	49%	52%	55%	49%	56%	41%	48%	51%	55%									
Definitely fail	26%	18%	24%	15%	25%	15%	17%	27%	19%	21%	23%	15%	23%	27%	16%	21%	29%	19%	23%	26%	19%	17%	23%	16%	19%	21%	21%	22%	18%	15%	26%	27%	23%	20%	24%	20%								
Unsure	9%	9%	4%	9%	6%	7%	10%	7%	10%	8%	6%	8%	9%	7%	7%	10%	5%	8%	9%	8%	7%	7%	7%	8%	7%	6%	7%	10%	9%	7%	7%	4%	7%	8%	9%	7%								

If every American had to take the U.S. citizenship test today, do you believe most would pass or fail it?

Citizenship Test - Personally



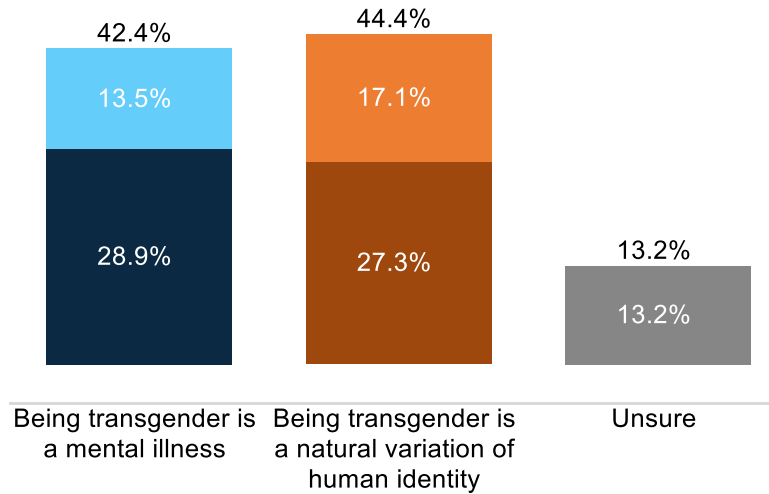
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Pass	67%	75%	81%	83%	86%	79%	65%	78%	75%	76%	78%	79%	74%	76%	78%	76%	74%	77%	68%	80%	77%	77%	79%	72%	86%	75%	74%	67%	69%	79%	75%	57%	64%	71%	73%	82%
Fail	24%	15%	14%	9%	9%	13%	22%	17%	15%	16%	16%	12%	17%	18%	13%	14%	22%	15%	24%	16%	17%	16%	14%	19%	9%	17%	16%	23%	20%	12%	19%	36%	31%	17%	17%	11%
Definitely pass	31%	33%	50%	44%	56%	41%	30%	34%	36%	38%	45%	40%	40%	39%	40%	38%	38%	40%	42%	42%	42%	43%	32%	51%	42%	34%	30%	31%	41%	38%	19%	31%	40%	42%	41%	
Probably pass	36%	42%	31%	39%	30%	38%	35%	44%	39%	37%	33%	39%	34%	36%	38%	36%	36%	38%	28%	38%	35%	35%	36%	40%	36%	33%	41%	37%	38%	37%	38%	33%	32%	31%	41%	
Probably fail	17%	13%	11%	8%	8%	11%	17%	13%	11%	13%	13%	10%	14%	14%	11%	12%	16%	13%	15%	12%	12%	12%	11%	17%	8%	12%	13%	18%	16%	10%	14%	20%	18%	16%	13%	10%
Definitely fail	7%	2%	3%	1%	1%	2%	5%	4%	5%	3%	3%	2%	3%	5%	2%	3%	6%	2%	9%	4%	4%	3%	3%	3%	0%	4%	3%	5%	4%	1%	5%	16%	13%	1%	3%	1%
Unsure	9%	11%	5%	8%	4%	8%	13%	5%	10%	8%	6%	9%	9%	6%	9%	10%	4%	9%	8%	4%	7%	7%	7%	9%	5%	8%	10%	10%	11%	9%	6%	7%	5%	12%	10%	7%

If you were given the U.S. citizenship test today, would you pass or fail?

Percent Change: Citizenship Test - Others to Citizenship Test - Personally

	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Pass	44%	59%	58%	63%	68%	55%	43%	62%	57%	57%	51%	57%	56%	55%	56%	54%	57%	58%	37%	60%	51%	58%	59%	49%	65%	54%	55%	48%	48%	57%	57%	44%	35%	47%	57%	63%
Fail	-44%	-61%	-58%	-62%	-67%	-55%	-46%	-60%	-57%	-58%	-51%	-58%	-56%	-54%	-59%	-54%	-57%	-59%	-36%	-57%	-51%	-58%	-59%	-51%	-63%	-56%	-57%	-48%	-50%	-58%	-56%	-47%	-33%	-51%	-58%	-63%
Definitely pass	25%	29%	43%	40%	51%	34%	25%	30%	30%	35%	35%	33%	37%	33%	33%	36%	33%	34%	30%	38%	34%	37%	37%	26%	45%	35%	30%	24%	28%	34%	33%	9%	22%	35%	38%	36%
Probably pass	19%	30%	15%	23%	17%	21%	18%	31%	27%	22%	16%	25%	19%	21%	24%	19%	24%	24%	7%	23%	18%	21%	22%	24%	20%	18%	25%	23%	20%	22%	24%	35%	13%	12%	19%	27%
Probably fail	-25%	-45%	-38%	-47%	-43%	-42%	-34%	-37%	-43%	-39%	-31%	-46%	-36%	-32%	-45%	-36%	-34%	-42%	-22%	-35%	-36%	-44%	-40%	-37%	-44%	-39%	-39%	-31%	-36%	-44%	-35%	-36%	-23%	-32%	-37%	-45%
Definitely fail	-19%	-16%	-21%	-15%	-24%	-12%	-13%	-23%	-14%	-19%	-20%	-13%	-20%	-22%	-14%	-18%	-23%	-17%	-14%	-22%	-15%	-14%	-20%	-14%	-19%	-16%	-18%	-16%	-14%	-14%	-21%	-11%	-10%	-19%	-21%	-18%
Unsure	0%	2%	1%	-2%	-1%	0%	4%	-2%	0%	1%	0%	1%	0%	-1%	2%	-1%	0%	1%	-1%	-4%	0%	0%	0%	1%	-2%	2%	3%	0%	2%	2%	-1%	3%	-2%	4%	1%	0%

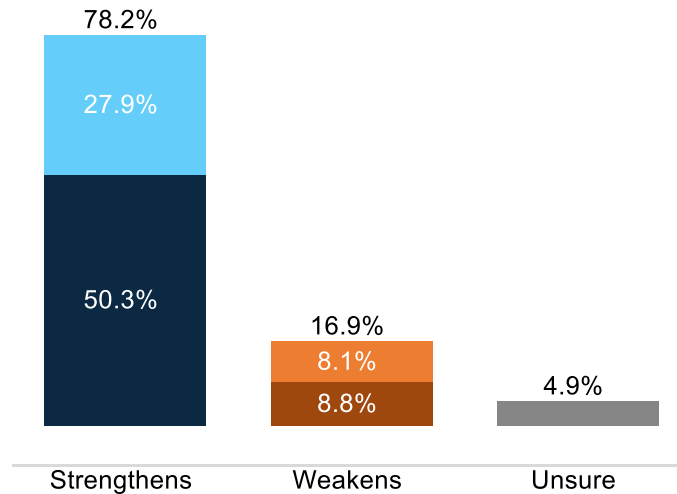
Transgenderism Source Belief



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Being transgender is a mental illness	33%	40%	48%	50%	38%	58%	43%	30%	54%	39%	35%	74%	33%	13%	73%	34%	8%	45%	37%	36%	46%	47%	42%	46%	55%	39%	44%	30%	41%	75%	12%	43%	39%	48%	40%	43%
Being transgender is a natural variation of human identity	55%	43%	40%	38%	52%	28%	41%	59%	33%	47%	52%	13%	52%	74%	15%	45%	86%	44%	41%	52%	42%	39%	47%	38%	36%	44%	44%	54%	38%	14%	75%	46%	44%	43%	47%	44%
Definitely being transgender is a mental illness	22%	24%	37%	34%	27%	43%	27%	18%	39%	25%	25%	51%	24%	7%	54%	19%	4%	30%	26%	28%	32%	30%	29%	29%	41%	27%	26%	20%	26%	53%	6%	40%	24%	33%	29%	29%
Probably being transgender is a mental illness	12%	16%	11%	16%	11%	15%	15%	12%	15%	14%	11%	23%	9%	6%	20%	15%	4%	15%	11%	8%	15%	17%	12%	17%	14%	12%	18%	9%	15%	22%	5%	4%	15%	15%	10%	14%
Probably being transgender is a natural variation of human identity	15%	17%	17%	19%	21%	16%	15%	17%	13%	18%	19%	9%	21%	23%	9%	24%	22%	17%	18%	16%	16%	19%	17%	17%	16%	22%	14%	18%	23%	9%	24%	20%	20%	20%	16%	16%
Definitely being transgender is a natural variation of human identity	40%	26%	22%	19%	31%	12%	25%	42%	20%	29%	33%	4%	31%	51%	6%	21%	65%	26%	22%	36%	26%	20%	30%	20%	19%	22%	30%	36%	14%	4%	51%	26%	24%	23%	31%	28%
Unsure	12%	17%	12%	12%	10%	14%	17%	11%	14%	13%	12%	13%	14%	13%	12%	21%	6%	12%	23%	12%	12%	14%	11%	16%	10%	16%	12%	16%	21%	11%	13%	11%	17%	9%	13%	13%

Do you believe being transgender is best described as a mental illness or as a natural variation of human identity?

Legal Immigration: Strength or Weakness?



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Strengthens	79%	76%	72%	84%	87%	72%	72%	86%	74%	81%	76%	68%	84%	86%	71%	79%	90%	78%	74%	82%	75%	81%	82%	69%	81%	75%	80%	75%	73%	70%	89%	53%	76%	73%	81%	81%
Weakens	12%	19%	23%	14%	12%	23%	20%	11%	20%	14%	19%	26%	13%	10%	26%	14%	7%	17%	21%	13%	20%	16%	14%	25%	17%	20%	15%	17%	19%	25%	8%	27%	18%	22%	14%	16%
Definitely strengthens	55%	46%	45%	56%	62%	42%	42%	60%	45%	52%	53%	35%	55%	65%	39%	45%	74%	49%	48%	55%	44%	50%	54%	42%	53%	46%	53%	48%	39%	37%	67%	18%	44%	38%	56%	55%
Probably strengthens	25%	30%	28%	29%	25%	31%	30%	26%	29%	29%	23%	34%	29%	21%	32%	34%	16%	29%	26%	27%	30%	31%	28%	27%	28%	29%	28%	27%	34%	34%	22%	35%	32%	35%	24%	26%
Probably weakens	7%	10%	11%	5%	5%	10%	10%	5%	10%	6%	10%	11%	8%	5%	11%	8%	4%	8%	13%	4%	10%	6%	7%	12%	7%	10%	9%	8%	14%	10%	4%	17%	9%	11%	7%	7%
Definitely weakens	6%	9%	12%	9%	7%	13%	10%	5%	10%	8%	9%	15%	4%	5%	14%	6%	3%	9%	8%	9%	10%	10%	7%	14%	11%	10%	6%	9%	6%	14%	4%	10%	8%	11%	7%	9%
Unsure	8%	5%	5%	2%	1%	5%	8%	3%	5%	5%	5%	6%	4%	4%	4%	7%	3%	5%	5%	5%	5%	3%	4%	6%	2%	5%	4%	8%	8%	5%	3%	20%	6%	5%	5%	4%

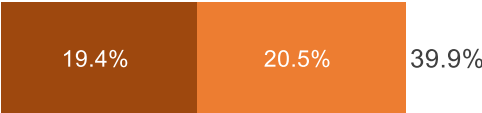
On balance, do you think legal immigration strengthens or weakens the United States?

Melting Pot vs. Salad Bowl

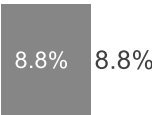
A melting pot, where cultures blend into a unified national identity



A salad bowl, where distinct cultures coexist while maintaining their unique identities



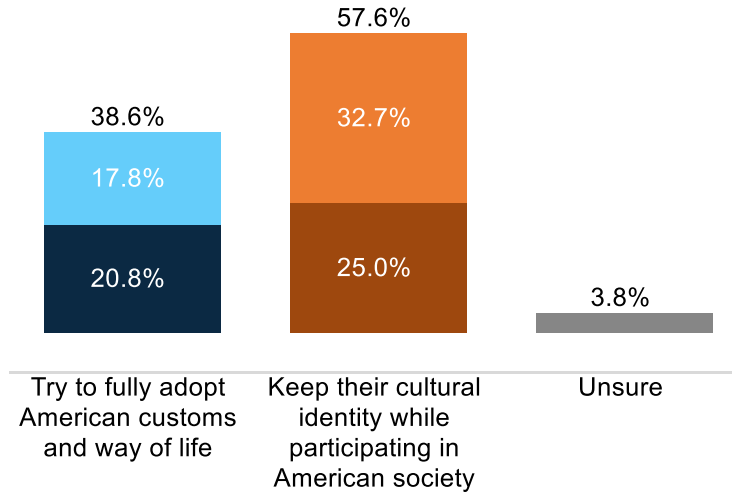
Unsure



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
A melting pot, where cultures blend into a unified national identity	40%	51%	51%	64%	55%	60%	46%	46%	53%	51%	49%	60%	51%	43%	63%	51%	37%	53%	45%	50%	48%	60%	52%	52%	60%	55%	49%	43%	47%	61%	42%	43%	47%	50%	46%	54%
A salad bowl, where distinct cultures coexist while maintaining their unique identities	50%	39%	42%	28%	41%	30%	41%	49%	35%	41%	44%	30%	40%	50%	28%	40%	57%	39%	45%	42%	45%	33%	41%	38%	33%	37%	43%	47%	42%	29%	51%	49%	39%	40%	49%	38%
Definitely a melting pot, where cultures blend into a unified national identity	24%	30%	28%	39%	31%	36%	26%	28%	33%	29%	28%	37%	26%	25%	39%	26%	23%	31%	19%	34%	27%	38%	30%	30%	36%	30%	29%	25%	20%	37%	24%	25%	25%	27%	30%	32%
Probably a melting pot, where cultures blend into a unified national identity	16%	22%	23%	25%	25%	24%	20%	18%	20%	22%	21%	23%	25%	18%	24%	25%	15%	22%	26%	15%	21%	22%	22%	24%	25%	21%	17%	27%	24%	18%	18%	22%	23%	16%	22%	
Probably a salad bowl, where distinct cultures coexist while maintaining their unique identities	22%	20%	22%	18%	23%	17%	20%	23%	17%	22%	21%	18%	22%	22%	17%	21%	25%	22%	20%	15%	25%	16%	20%	21%	19%	21%	21%	22%	26%	18%	24%	8%	20%	28%	21%	19%
Definitely a salad bowl, where distinct cultures coexist while maintaining their unique identities	28%	20%	19%	10%	18%	12%	21%	27%	19%	18%	23%	12%	18%	28%	11%	19%	32%	17%	25%	27%	20%	18%	21%	16%	14%	16%	22%	25%	16%	11%	27%	41%	19%	12%	28%	19%
Unsure	10%	9%	8%	8%	4%	11%	13%	5%	11%	8%	7%	10%	8%	7%	9%	10%	6%	8%	9%	9%	7%	6%	7%	11%	7%	8%	8%	11%	11%	10%	6%	8%	14%	11%	5%	8%

Which of the following best reflects your view of how American society should work – as a melting pot or a salad bowl?

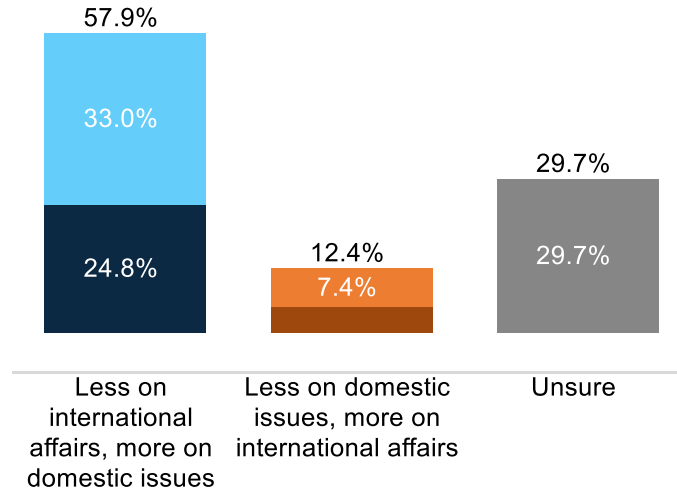
Immigrant Assimilation



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Try to fully adopt American customs and way of life	25%	39%	44%	49%	43%	49%	39%	25%	47%	35%	36%	59%	32%	21%	61%	30%	16%	42%	30%	34%	40%	44%	38%	42%	49%	42%	33%	31%	32%	61%	19%	23%	37%	40%	35%	40%
Keep their cultural identity while participating in American society	70%	58%	52%	50%	56%	47%	56%	72%	47%	62%	60%	37%	64%	77%	36%	64%	82%	55%	65%	63%	55%	54%	59%	53%	49%	54%	63%	65%	62%	35%	79%	74%	56%	57%	62%	57%
Definitely try to fully adopt American customs and way of life	13%	20%	22%	29%	24%	28%	21%	12%	27%	17%	21%	35%	15%	9%	35%	15%	6%	23%	20%	14%	21%	25%	21%	22%	27%	23%	18%	16%	11%	36%	7%	12%	18%	16%	18%	24%
Probably try to fully adopt American customs and way of life	12%	19%	22%	20%	19%	22%	17%	13%	20%	18%	14%	24%	17%	12%	26%	16%	9%	19%	10%	20%	18%	19%	18%	19%	22%	19%	15%	15%	21%	25%	12%	11%	18%	24%	17%	16%
Probably keep their cultural identity while participating in American society	32%	34%	29%	35%	33%	30%	31%	36%	29%	35%	32%	27%	34%	38%	27%	37%	37%	33%	35%	24%	31%	34%	31%	36%	31%	34%	32%	34%	38%	25%	40%	50%	30%	33%	32%	33%
Definitely keep their cultural identity while participating in American society	37%	23%	23%	15%	22%	16%	25%	36%	18%	27%	28%	10%	30%	38%	9%	27%	45%	22%	30%	38%	25%	20%	28%	17%	18%	20%	30%	31%	23%	10%	39%	23%	26%	24%	29%	24%
Unsure	6%	3%	4%	2%	2%	4%	5%	3%	5%	3%	4%	4%	5%	3%	3%	5%	2%	3%	5%	3%	5%	3%	2%	5%	3%	4%	4%	4%	7%	4%	2%	4%	7%	3%	4%	3%

When people move to the United States, do you think they should try to fully adopt American customs or keep their cultural identity?

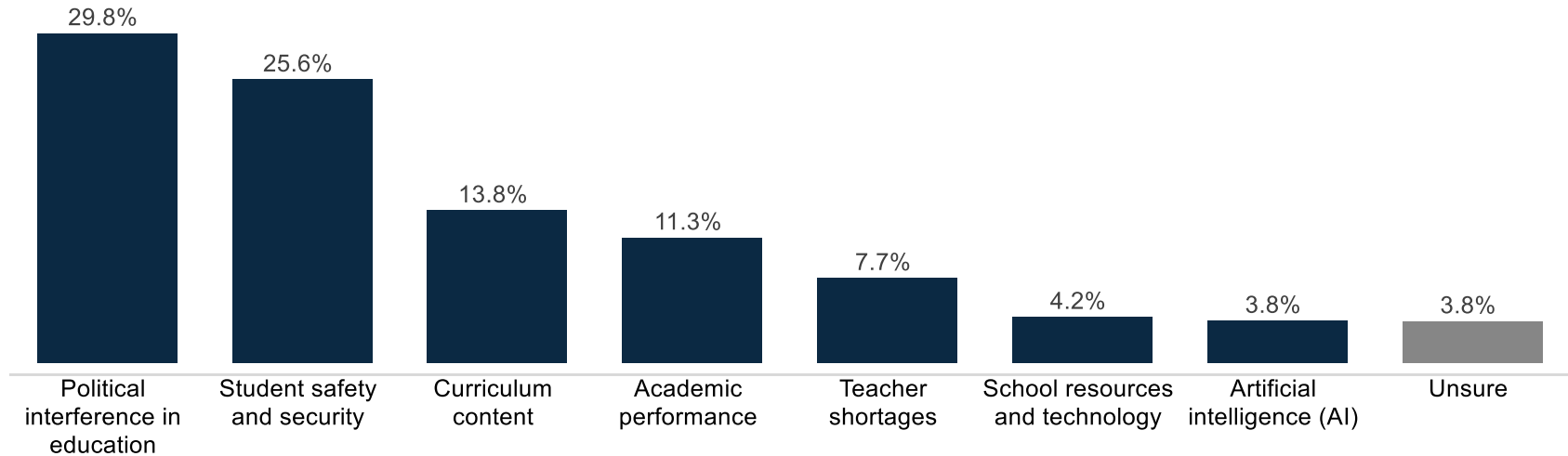
International vs. Domestic Trump



	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	Veteran/SvcMor	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Less on international affairs, more on domestic issues	60%	55%	60%	57%	51%	64%	57%	58%	63%	54%	60%	64%	56%	54%	64%	60%	50%	56%	66%	61%	60%	53%	56%	64%	58%	58%	55%	61%	62%	64%	52%	72%	56%	64%	59%	56%
Less on domestic issues, more on international affairs	11%	11%	15%	14%	13%	16%	11%	11%	13%	12%	12%	10%	10%	17%	10%	13%	15%	13%	15%	8%	14%	15%	13%	13%	12%	18%	12%	10%	10%	10%	16%	12%	17%	13%	14%	11%
Definitely less on international affairs, more on domestic issues	29%	23%	29%	18%	24%	24%	28%	24%	27%	23%	25%	20%	27%	30%	23%	28%	26%	21%	40%	34%	27%	20%	24%	26%	21%	27%	21%	32%	23%	21%	28%	43%	21%	34%	29%	22%
Probably less on international affairs, more on domestic issues	31%	32%	31%	39%	27%	41%	30%	34%	35%	31%	35%	44%	28%	24%	41%	32%	24%	35%	26%	27%	33%	33%	32%	38%	37%	31%	34%	29%	39%	42%	24%	30%	34%	30%	31%	35%
Probably less on domestic issues, more on international affairs	7%	6%	7%	10%	9%	8%	6%	7%	8%	8%	6%	6%	6%	10%	7%	8%	8%	8%	8%	6%	7%	9%	8%	8%	6%	12%	8%	6%	7%	6%	9%	9%	10%	8%	9%	6%
Definitely less on domestic issues, more on international affairs	4%	5%	8%	4%	4%	7%	4%	5%	5%	5%	6%	3%	5%	7%	4%	5%	7%	5%	7%	2%	7%	7%	5%	5%	6%	6%	5%	4%	4%	4%	6%	3%	7%	5%	5%	4%
Unsure	29%	35%	25%	29%	37%	20%	32%	30%	24%	33%	27%	27%	34%	30%	26%	28%	36%	31%	19%	31%	25%	32%	32%	23%	30%	24%	33%	29%	28%	26%	32%	15%	28%	24%	27%	33%

Do you believe President Trump should focus less on international affairs and more on domestic issues or vice versa?

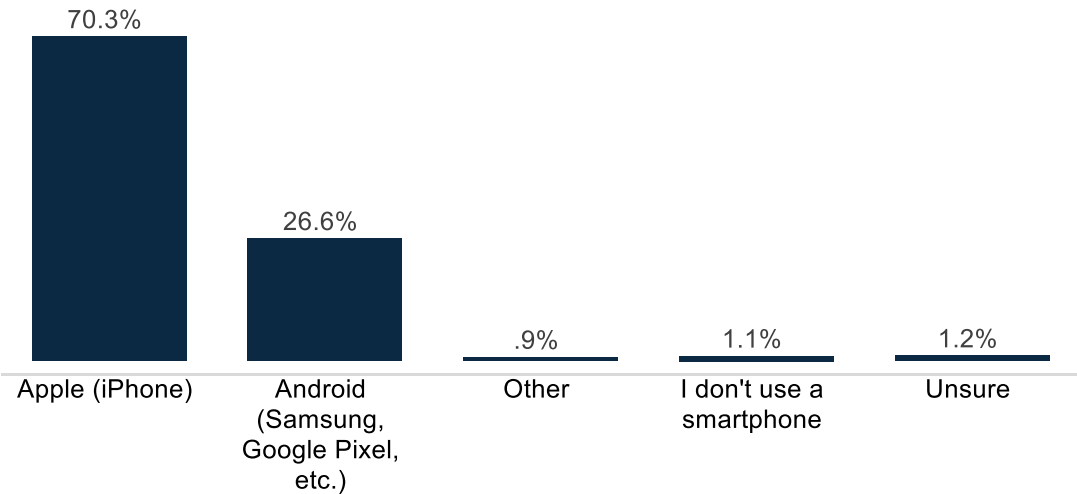
School Reopening Concern



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Political interference in education	26%	32%	25%	36%	35%	27%	27%	32%	27%	30%	32%	22%	33%	37%	25%	24%	42%	30%	26%	27%	24%	30%	32%	24%	31%	30%	29%	29%	21%	23%	38%	26%	20%	22%	29%	35%
Student safety and security	36%	27%	23%	16%	18%	21%	34%	29%	24%	28%	21%	22%	23%	32%	22%	27%	30%	24%	33%	31%	29%	23%	25%	27%	17%	23%	32%	31%	26%	21%	29%	38%	30%	28%	31%	22%
Curriculum content	9%	14%	15%	18%	14%	17%	14%	9%	18%	12%	12%	25%	11%	4%	23%	11%	4%	15%	7%	14%	13%	16%	14%	13%	18%	12%	14%	9%	13%	24%	4%	9%	13%	15%	11%	14%
Academic performance	6%	9%	14%	16%	19%	12%	7%	9%	10%	12%	11%	14%	12%	8%	15%	12%	6%	11%	8%	14%	12%	14%	12%	11%	16%	14%	7%	9%	14%	16%	8%	5%	8%	13%	11%	12%
Teacher shortages	10%	7%	8%	6%	5%	9%	8%	9%	8%	6%	10%	5%	10%	10%	4%	11%	9%	7%	12%	5%	8%	6%	6%	11%	6%	8%	6%	10%	11%	5%	10%	11%	12%	12%	7%	6%
School resources and technology	5%	4%	6%	2%	4%	4%	4%	5%	4%	4%	5%	2%	5%	6%	3%	6%	5%	3%	8%	6%	5%	3%	4%	4%	3%	5%	4%	5%	4%	3%	5%	8%	4%	5%	4%	4%
Artificial intelligence (AI)	4%	2%	6%	3%	4%	4%	3%	3%	3%	3%	7%	4%	5%	3%	4%	4%	3%	4%	3%	0%	6%	3%	3%	6%	5%	4%	3%	3%	5%	4%	3%	0%	9%	2%	2%	3%
Unsure	4%	4%	3%	3%	1%	5%	5%	3%	6%	3%	3%	6%	2%	2%	5%	4%	2%	4%	3%	3%	3%	3%	2%	5%	3%	4%	4%	4%	5%	5%	2%	4%	4%	4%	4%	3%

As schools reopen this fall, which issue concerns you most about public education in the United States?

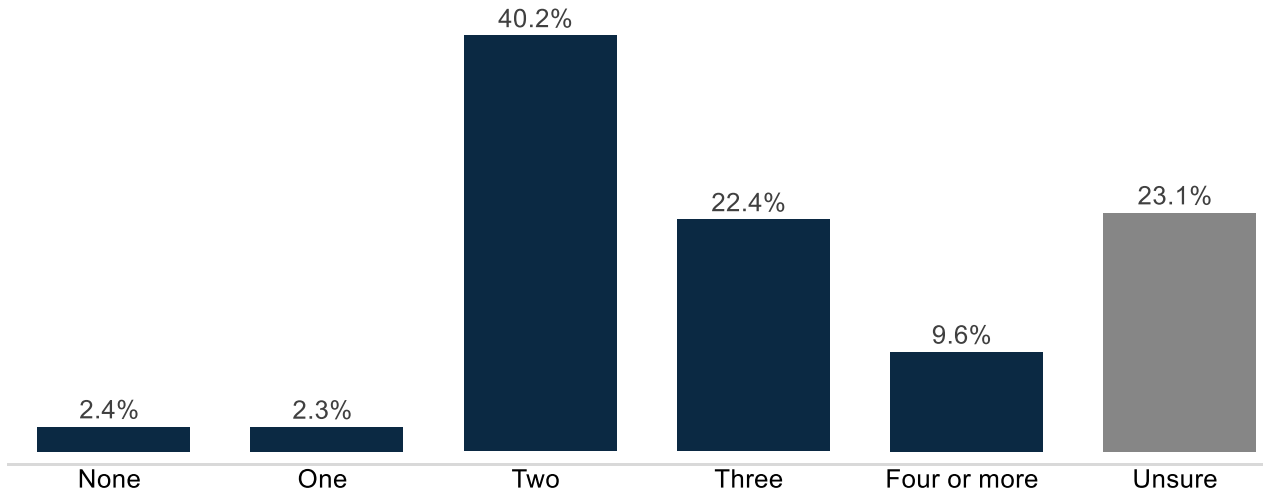
Apple vs. Android



	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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Apple (iPhone)	73%	69%	69%	70%	82%	58%	65%	79%	64%	75%	67%	66%	77%	71%	68%	68%	77%	70%	65%	81%	69%	73%	76%	58%	77%	65%	64%	68%	74%	48%	65%	62%	74%	74%
Android (Samsung, Google Pixel, etc.)	22%	28%	29%	28%	16%	39%	30%	19%	32%	23%	29%	31%	20%	27%	29%	29%	21%	27%	30%	17%	28%	25%	23%	39%	20%	31%	30%	30%	24%	42%	30%	34%	24%	24%
Other	2%	1%	0%	0%	0%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	2%	1%	1%	1%	10%	1%	2%	0%	0%	
I don't use a smartphone	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	0%	1%	2%	0%	2%	1%	0%	1%	2%	0%	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%	2%	1%	1%	1%
Unsure	2%	0%	1%	1%	0%	1%	1%	1%	1%	0%	3%	1%	1%	1%	0%	2%	1%	1%	3%	2%	2%	0%	0%	2%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%

Which type of smartphone do you currently use most often?

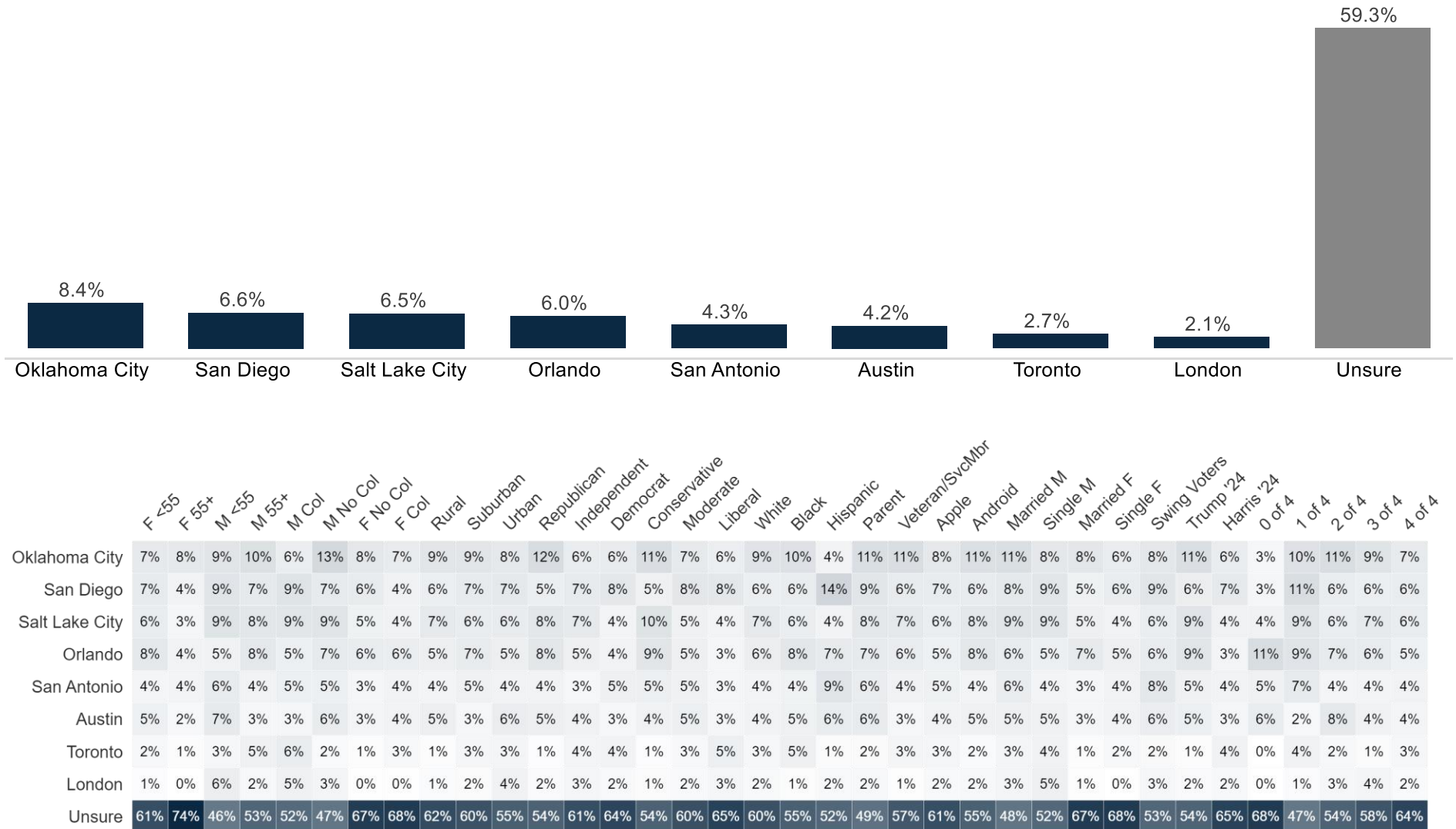
Ideal Number of Children



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
None	4%	1%	3%	1%	1%	2%	2%	4%	2%	2%	3%	0%	3%	4%	0%	2%	6%	2%	4%	2%	2%	1%	3%	1%	2%	2%	2%	3%	3%	0%	5%	0%	3%	2%	4%	2%
One	5%	1%	2%	1%	1%	2%	3%	3%	2%	2%	3%	1%	1%	4%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	1%	2%	2%	4%	3%	1%	3%	0%	6%	2%	2%	2%
Two	35%	38%	43%	46%	43%	46%	37%	37%	38%	41%	42%	40%	39%	42%	37%	46%	42%	42%	27%	40%	41%	39%	40%	42%	42%	48%	37%	37%	38%	41%	39%	39%	38%	44%	39%	40%
Three	19%	20%	26%	26%	24%	28%	20%	19%	24%	23%	18%	28%	21%	18%	30%	20%	14%	22%	23%	25%	24%	25%	21%	26%	28%	23%	20%	19%	26%	28%	17%	30%	24%	23%	23%	22%
Four or more	8%	12%	11%	7%	8%	10%	14%	6%	12%	8%	12%	15%	9%	4%	16%	6%	4%	9%	15%	9%	11%	10%	9%	10%	9%	10%	11%	9%	8%	16%	4%	14%	10%	11%	7%	10%
Unsure	29%	28%	15%	19%	22%	13%	24%	31%	23%	24%	22%	15%	27%	29%	15%	24%	31%	22%	27%	21%	20%	22%	25%	18%	18%	15%	28%	28%	22%	14%	32%	17%	18%	17%	25%	25%

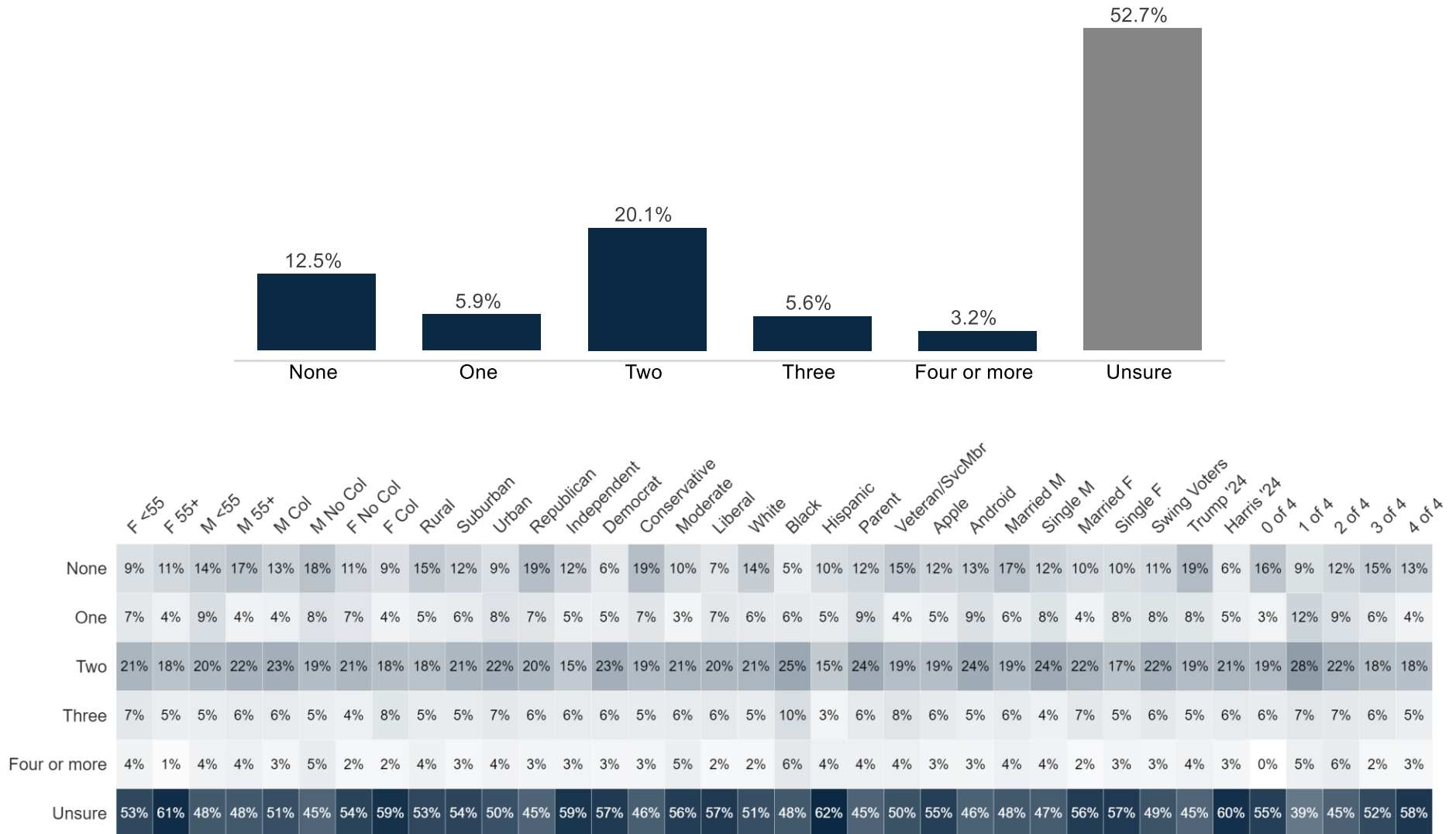
What do you consider the ideal number of children for an American family?

NFL Expansion



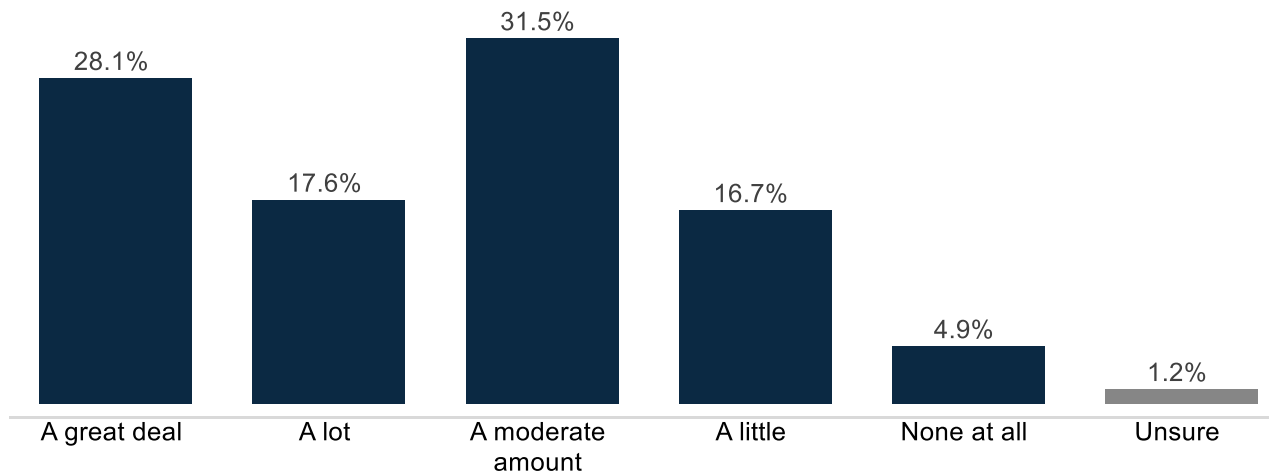
In what city should the National Football League (NFL) put its next team?

Swift + Kelce Children



Pop star Taylor Swift and NFL player Travis Kelce recently announced their engagement. How many children do you think Taylor Swift and Travis Kelce will have?

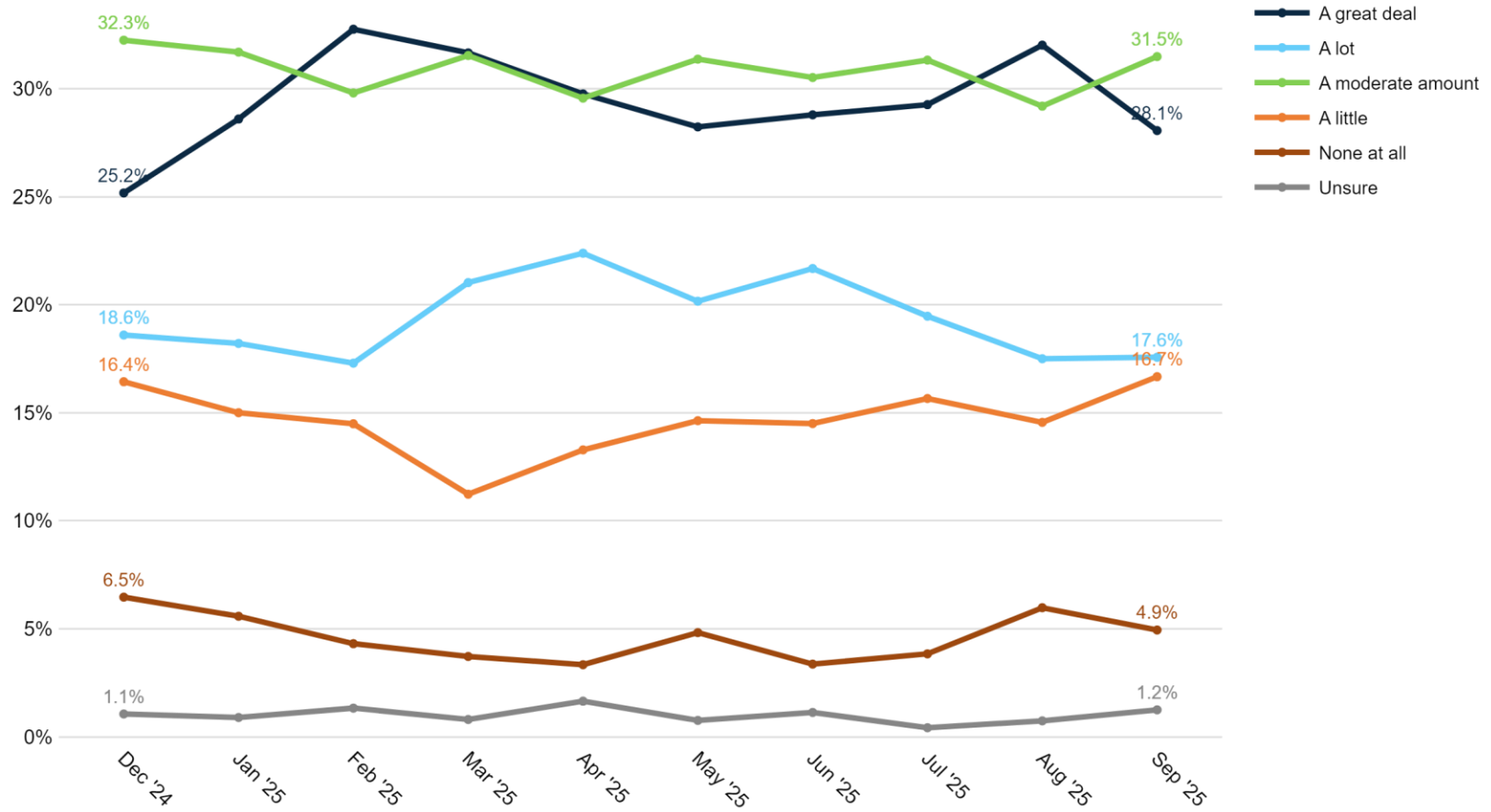
News Attention



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	22%	32%	27%	31%	37%	22%	28%	27%	27%	27%	32%	26%	24%	34%	27%	23%	35%	29%	30%	26%	23%	29%	31%	22%	29%	29%	28%	26%	14%	25%	33%	12%	18%	25%	28%	32%
A lot	18%	16%	17%	20%	20%	18%	12%	22%	16%	17%	20%	14%	17%	21%	16%	17%	22%	17%	20%	18%	18%	18%	17%	18%	20%	17%	17%	16%	14%	22%	12%	17%	14%	13%	20%	
A moderate amount	36%	29%	31%	30%	28%	32%	31%	34%	28%	34%	31%	31%	34%	30%	29%	35%	33%	30%	31%	38%	36%	30%	31%	32%	34%	25%	33%	32%	39%	32%	31%	20%	35%	30%	32%	31%
A little	16%	18%	17%	15%	11%	20%	21%	13%	21%	17%	12%	22%	18%	10%	22%	20%	7%	18%	14%	8%	16%	18%	15%	22%	13%	20%	17%	17%	23%	21%	10%	30%	19%	23%	18%	14%
None at all	6%	4%	6%	4%	3%	6%	7%	3%	6%	5%	3%	6%	5%	4%	6%	4%	2%	5%	3%	6%	6%	4%	4%	6%	6%	3%	4%	6%	7%	7%	3%	14%	7%	7%	6%	3%
Unsure	2%	1%	1%	0%	1%	1%	2%	0%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	4%	1%	1%	1%	1%	2%	0%	2%	1%	2%	2%	1%	1%	12%	4%	1%	2%	0%

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

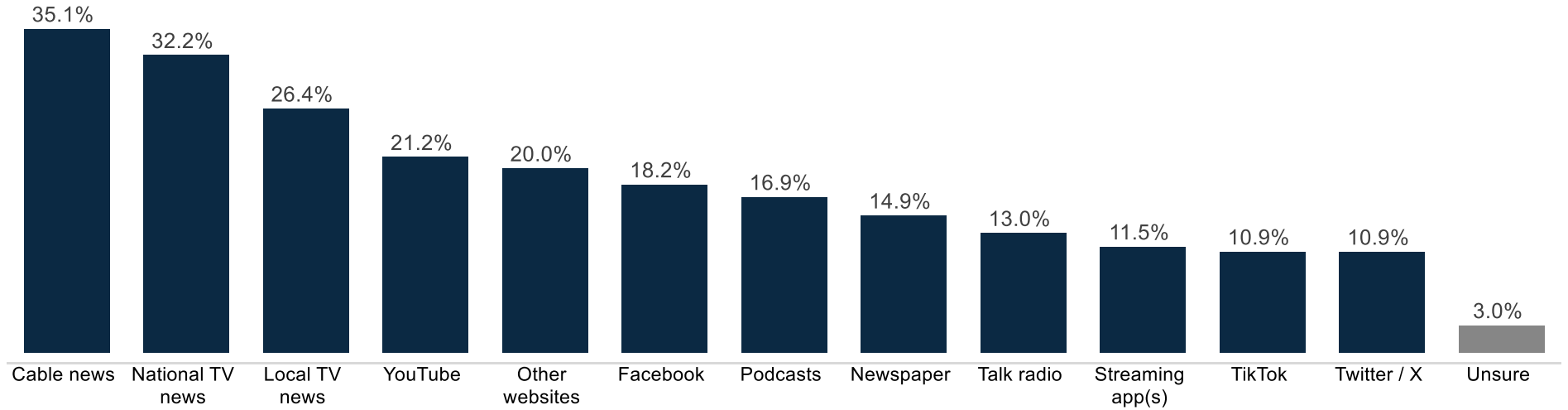
Trend: News Attention



Percent Change: News Attention (Aug '25 to Sep '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	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	-7%	-1%	-2%	-5%	-4%	-3%	1%	-11%	0%	-6%	-4%	-6%	-2%	-3%	-5%	-2%	-4%	-5%	3%	-3%	-7%	-4%	-8%	4%	-4%	-4%	-6%	-5%	-3%	-6%	-11%	0%	-1%	-4%
A lot	2%	-1%	0%	-1%	1%	-1%	-3%	4%	-1%	1%	0%	-2%	-3%	4%	-2%	-1%	3%	-1%	1%	6%	2%	0%	-1%	1%	2%	0%	0%	-1%	2%	0%	4%	1%	-4%	0%
A moderate amount	3%	3%	-2%	5%	3%	-1%	0%	7%	1%	3%	3%	2%	5%	1%	2%	0%	6%	2%	-5%	7%	6%	1%	7%	-8%	3%	3%	4%	1%	2%	-27%	1%	-6%	0%	6%
A little	-2%	5%	2%	3%	1%	4%	2%	1%	0%	3%	2%	6%	1%	0%	6%	4%	-4%	3%	3%	-6%	-1%	3%	1%	6%	1%	2%	2%	5%	-1%	7%	2%	3%	5%	1%
None at all	3%	-5%	1%	-2%	-1%	0%	-1%	-1%	-2%	0%	-2%	0%	-1%	-2%	-1%	-2%	-1%	0%	-3%	-5%	1%	-2%	1%	-4%	-2%	-1%	-1%	-1%	-2%	14%	0%	2%	-2%	-2%
Unsure	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	12%	4%	1%	2%	-1%

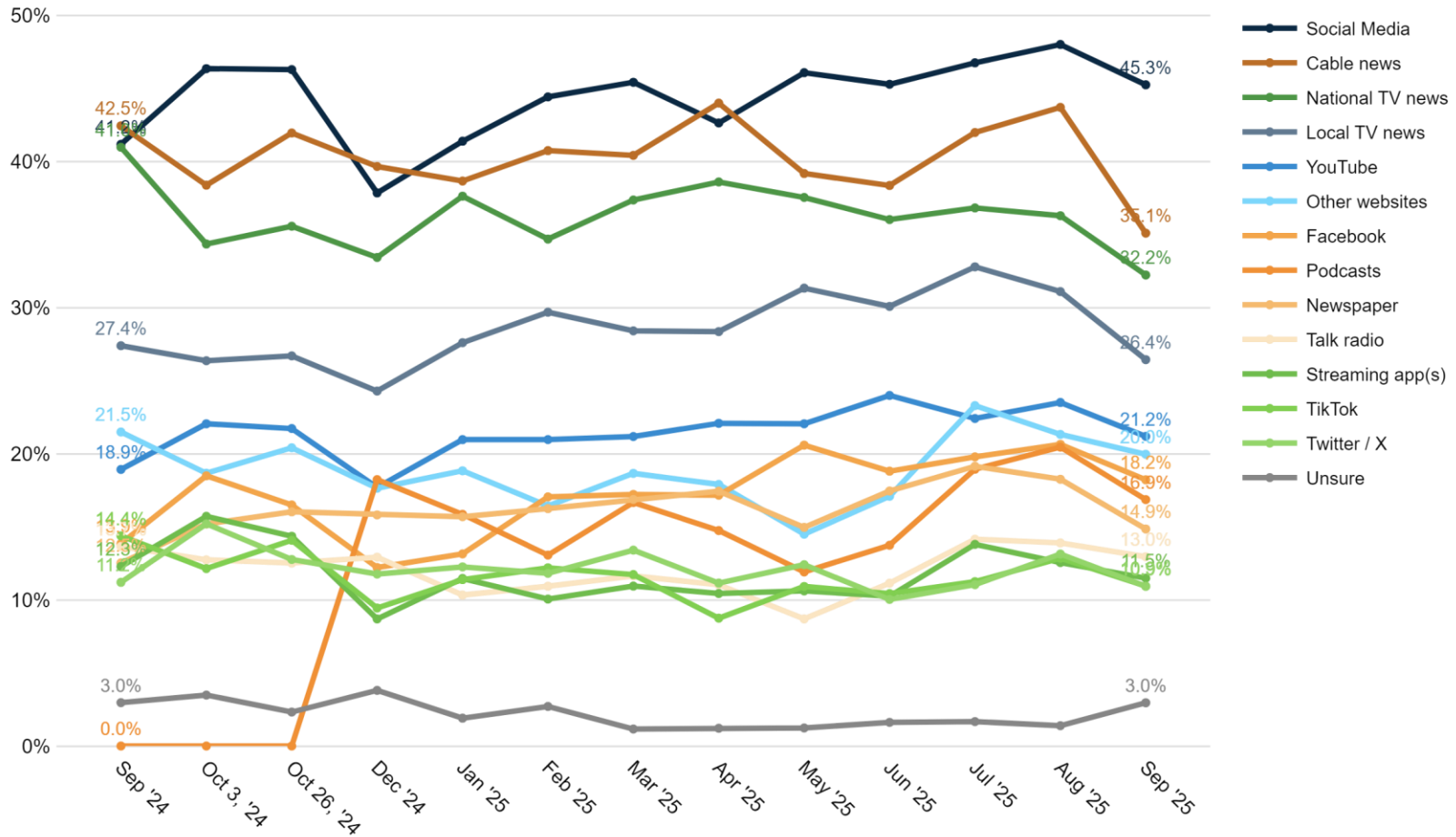
News Source



	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	Veteran/SvcMbr	Apple	Android	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	61%	35%	56%	30%	39%	46%	48%	48%	39%	46%	51%	47%	44%	44%	43%	49%	43%	56%	48%	54%	38%	45%	46%	38%	51%	44%	53%	49%	48%	43%	74%	63%	54%	50%	37%	
Cable news	26%	41%	28%	44%	37%	36%	34%	34%	34%	36%	36%	41%	30%	31%	41%	34%	29%	36%	37%	33%	45%	35%	34%	42%	27%	38%	30%	30%	40%	32%	31%	27%	32%	29%	39%	
National TV news	29%	41%	22%	36%	31%	28%	30%	40%	29%	33%	34%	19%	33%	47%	23%	41%	38%	31%	48%	32%	28%	37%	31%	34%	30%	28%	37%	32%	31%	19%	46%	25%	25%	23%	35%	36%
Local TV news	21%	34%	21%	28%	21%	28%	30%	26%	25%	28%	25%	24%	27%	28%	23%	35%	24%	26%	29%	24%	22%	29%	24%	31%	24%	26%	28%	27%	28%	24%	28%	32%	18%	26%	24%	29%
YouTube	20%	19%	30%	17%	20%	27%	22%	17%	16%	22%	26%	21%	24%	19%	22%	20%	21%	19%	30%	23%	22%	16%	20%	24%	18%	33%	16%	23%	24%	23%	18%	33%	34%	26%	23%	16%
Other websites	21%	18%	24%	19%	25%	18%	18%	21%	20%	22%	16%	17%	29%	18%	20%	15%	25%	22%	11%	20%	20%	19%	21%	17%	21%	22%	20%	19%	20%	18%	22%	23%	20%	16%	21%	21%
Facebook	28%	15%	19%	11%	11%	18%	23%	19%	17%	18%	19%	21%	15%	17%	18%	20%	17%	18%	23%	16%	26%	15%	17%	22%	14%	17%	22%	21%	21%	21%	15%	40%	26%	21%	20%	15%
Podcasts	20%	12%	25%	12%	21%	16%	14%	19%	19%	15%	19%	15%	21%	17%	16%	13%	22%	17%	8%	22%	24%	17%	19%	12%	20%	16%	17%	15%	13%	17%	17%	16%	15%	15%	24%	16%
Newspaper	16%	13%	14%	16%	22%	10%	11%	19%	11%	15%	19%	7%	19%	21%	9%	17%	22%	15%	14%	16%	16%	12%	16%	11%	15%	16%	15%	15%	13%	6%	23%	13%	13%	10%	16%	16%
Talk radio	14%	12%	11%	14%	10%	15%	13%	13%	15%	13%	12%	18%	9%	10%	18%	9%	9%	12%	13%	16%	15%	13%	14%	12%	14%	11%	16%	10%	12%	18%	9%	6%	13%	9%	11%	15%
Streaming app(s)	11%	11%	14%	11%	13%	12%	10%	12%	12%	11%	13%	13%	11%	11%	12%	13%	10%	11%	11%	16%	11%	13%	13%	8%	13%	12%	8%	14%	12%	12%	10%	8%	10%	11%	15%	11%
TikTok	26%	3%	11%	4%	6%	8%	12%	16%	9%	11%	13%	8%	9%	15%	7%	9%	18%	9%	20%	16%	15%	6%	12%	8%	6%	9%	12%	16%	12%	8%	15%	22%	23%	18%	13%	6%
Twitter / X	13%	5%	20%	7%	15%	12%	7%	11%	9%	11%	14%	14%	10%	9%	14%	9%	10%	11%	13%	12%	15%	11%	12%	9%	13%	14%	9%	9%	12%	14%	8%	5%	14%	10%	13%	10%
Unsure	3%	2%	4%	3%	2%	3%	3%	2%	4%	3%	2%	4%	4%	1%	3%	3%	1%	3%	0%	2%	3%	3%	2%	4%	3%	3%	1%	3%	6%	3%	1%	0%	4%	3%	3%	3%

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

Trend: News Source

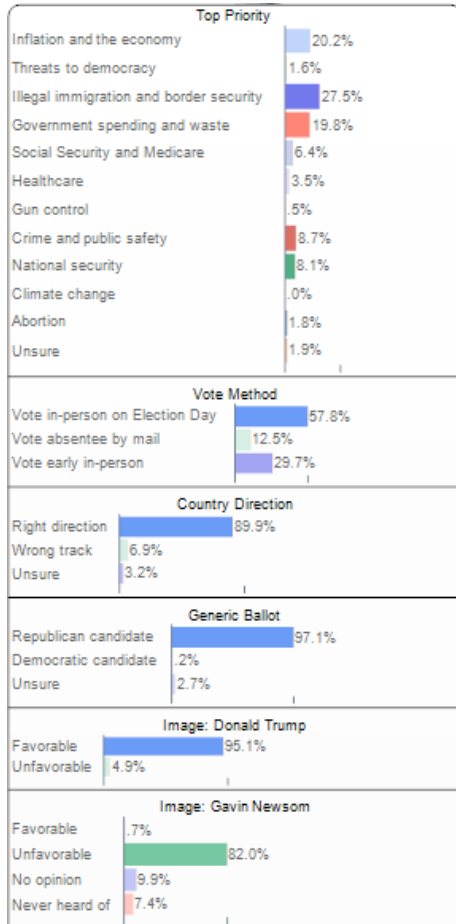


Percent Change: News Source (Aug '25 to Sep '25)

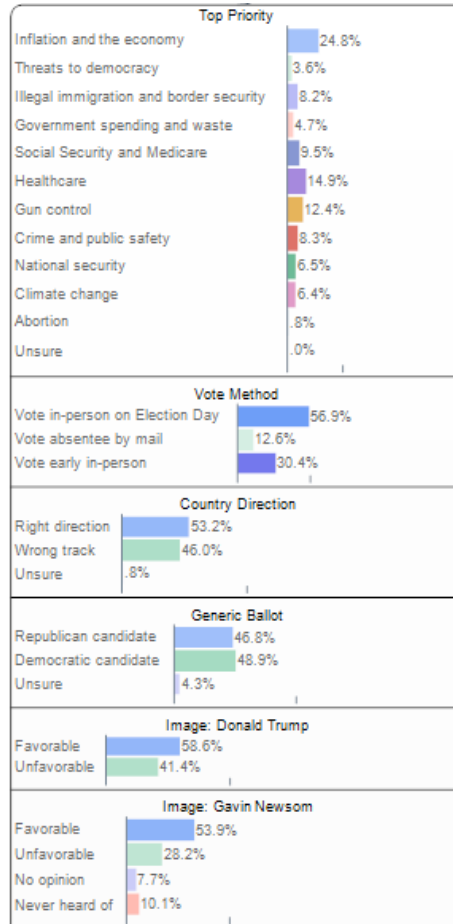
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Veteran/SvcMbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	-2%	4%	-15%	0%	-7%	-8%	-3%	7%	-11%	2%	-5%	-2%	-3%	-3%	-5%	-4%	2%	0%	-6%	-14%	-11%	-10%	-7%	-9%	-2%	5%	-5%	-1%	-2%	15%	-10%	-1%	-2%	-2%
Cable news	-8%	-9%	-6%	-12%	-5%	-12%	-8%	-9%	-10%	-9%	-6%	-11%	-5%	-8%	-10%	-13%	-3%	-9%	-5%	-13%	-5%	1%	-6%	-13%	-6%	-11%	-7%	-11%	-7%	-9%	-6%	-10%	-16%	-7%
National TV news	-7%	-2%	-10%	3%	-6%	0%	-7%	-2%	-4%	-3%	-7%	-8%	-3%	0%	0%	-5%	-8%	-4%	3%	-8%	-7%	1%	-2%	-5%	0%	-10%	-9%	-5%	-1%	-11%	-11%	-11%	-1%	-1%
Local TV news	-6%	-4%	-4%	-5%	-8%	-1%	-4%	-5%	-2%	-5%	-8%	0%	-4%	-9%	-2%	-3%	-10%	-5%	-5%	-5%	-6%	-2%	-5%	-3%	-3%	-7%	-4%	0%	-8%	2%	-4%	3%	-7%	-6%
YouTube	-6%	5%	-11%	2%	-3%	-6%	-2%	3%	-9%	1%	-2%	-2%	-5%	-2%	-4%	0%	-3%	-1%	-4%	-9%	-7%	-7%	-5%	-4%	-1%	0%	-3%	-1%	-3%	24%	-10%	1%	-2%	-2%
Other websites	-4%	-1%	3%	-3%	-1%	2%	1%	-7%	-1%	-1%	-2%	0%	1%	-4%	1%	-1%	-5%	-2%	-1%	4%	-3%	-3%	-2%	4%	-3%	-1%	-2%	1%	-4%	14%	3%	-2%	-1%	-3%
Facebook	2%	-2%	-7%	-3%	-5%	-5%	-1%	0%	-7%	1%	-6%	-1%	0%	-5%	-4%	-2%	1%	0%	-7%	-13%	-3%	-5%	-3%	-8%	0%	-1%	-2%	0%	-4%	6%	-3%	-6%	-4%	-1%
Podcasts	-7%	-1%	-4%	-2%	-4%	-3%	-2%	-6%	0%	-6%	-2%	-6%	-2%	-3%	-6%	1%	-4%	-5%	-6%	4%	-2%	-4%	-3%	-5%	-4%	-4%	-7%	-5%	-3%	12%	-4%	-6%	4%	-5%
Newspaper	0%	-6%	-3%	-4%	-4%	-2%	0%	-7%	-1%	-2%	-9%	-4%	1%	-7%	-1%	-4%	-7%	-4%	-4%	5%	-1%	-6%	-3%	-4%	-3%	-3%	-4%	-3%	-5%	9%	-3%	-5%	1%	-5%
Talk radio	2%	0%	-5%	-2%	-5%	-2%	1%	1%	1%	-3%	2%	0%	-5%	1%	-1%	-1%	0%	-3%	2%	8%	-1%	-1%	-3%	-3%	4%	-1%	-3%	-1%	0%	-26%	2%	-1%	0%	-1%
Streaming app(s)	-5%	2%	-3%	2%	2%	-3%	-1%	-3%	-2%	-1%	1%	0%	-5%	-1%	-1%	2%	-4%	-1%	5%	0%	-4%	0%	0%	-2%	-2%	-1%	-1%	-1%	-1%	-9%	-5%	-3%	0%	0%
TikTok	-1%	-3%	-5%	2%	-1%	-1%	-7%	4%	-5%	-1%	0%	-2%	-4%	-1%	-2%	-5%	0%	-1%	-2%	-7%	-6%	-6%	-1%	-3%	-3%	-1%	-5%	-3%	-1%	-12%	-4%	0%	-2%	-2%
Twitter / X	-1%	-1%	-8%	1%	-5%	-1%	-4%	2%	-1%	-2%	-5%	-2%	-6%	-1%	-2%	-4%	-2%	-1%	-5%	-2%	-4%	-2%	-3%	-4%	-3%	1%	-3%	-2%	0%	-17%	-6%	-4%	-1%	-1%
Unsure	2%	1%	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	0%	2%	2%	1%	1%	-1%	2%	2%	1%	1%	2%	1%	1%	4%	2%	0%	0%	3%	1%	1%	1%

Segmentation Analysis:

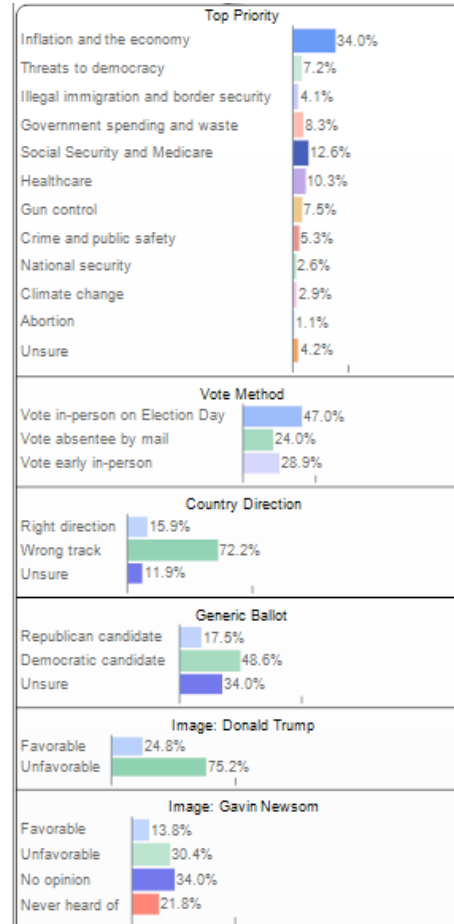
Old GOPs (40%)



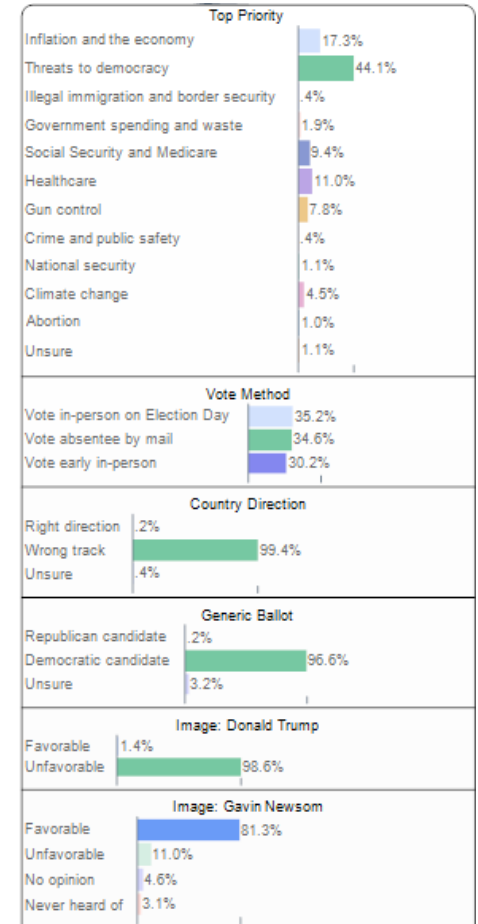
Young GOPs (9%)



Moderates (13%)

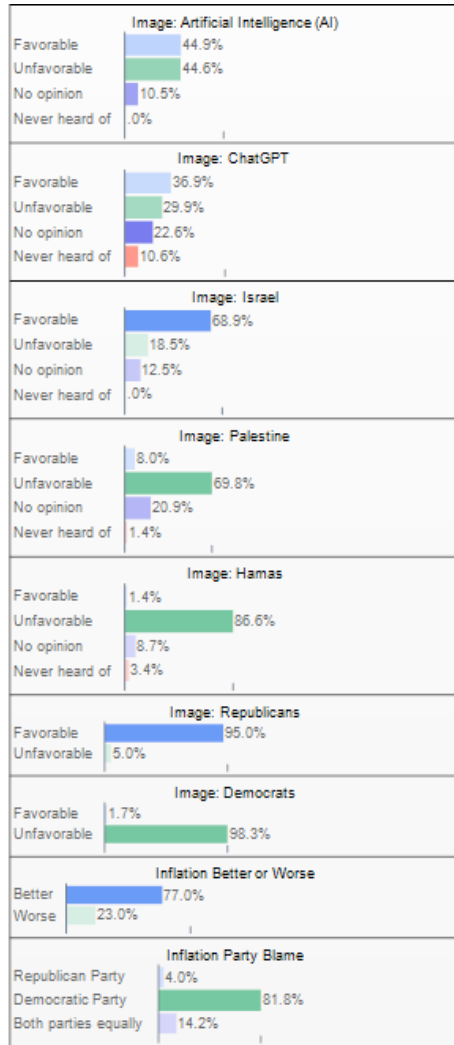


Dem Base (38%)

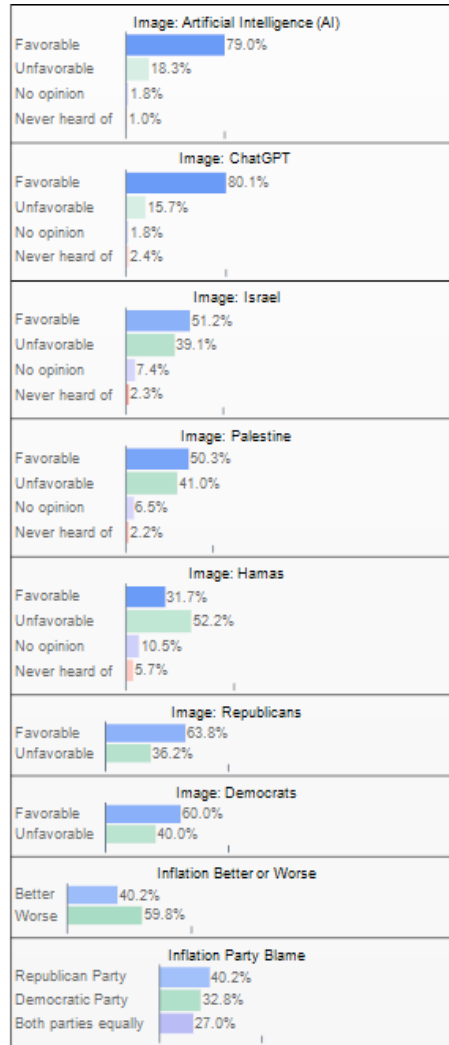


Segmentation Analysis:

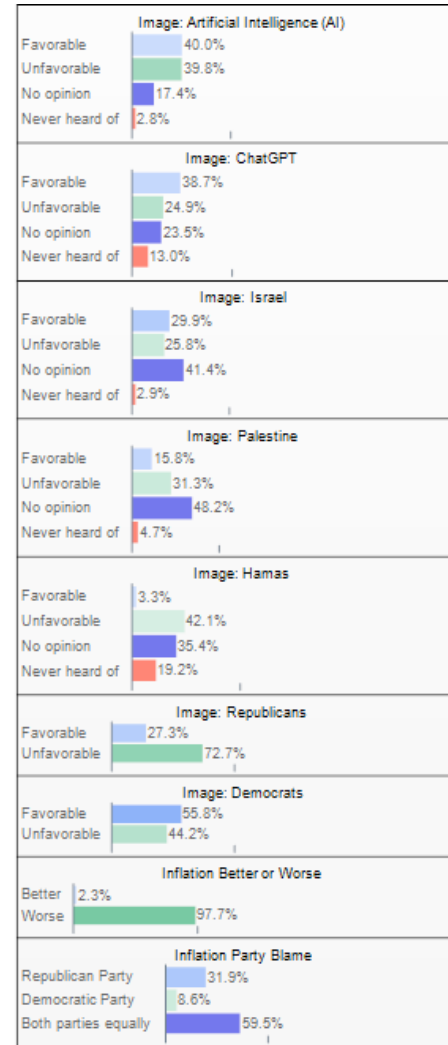
Old GOPs (40%)



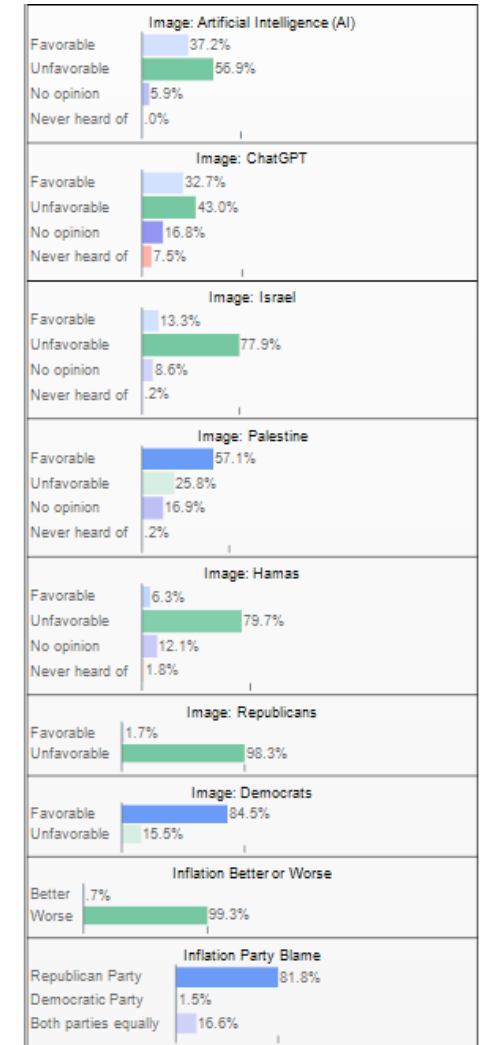
Young GOPs (9%)



Moderates (13%)

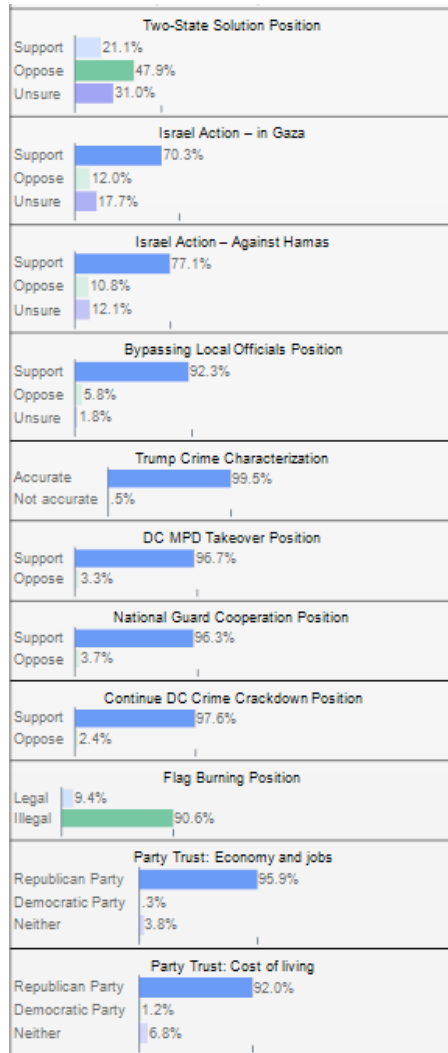


Dem Base (38%)

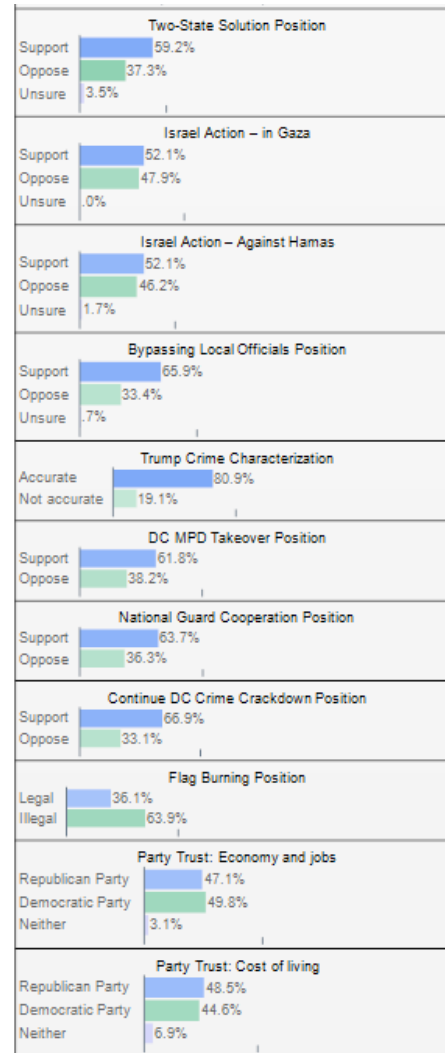


Segmentation Analysis:

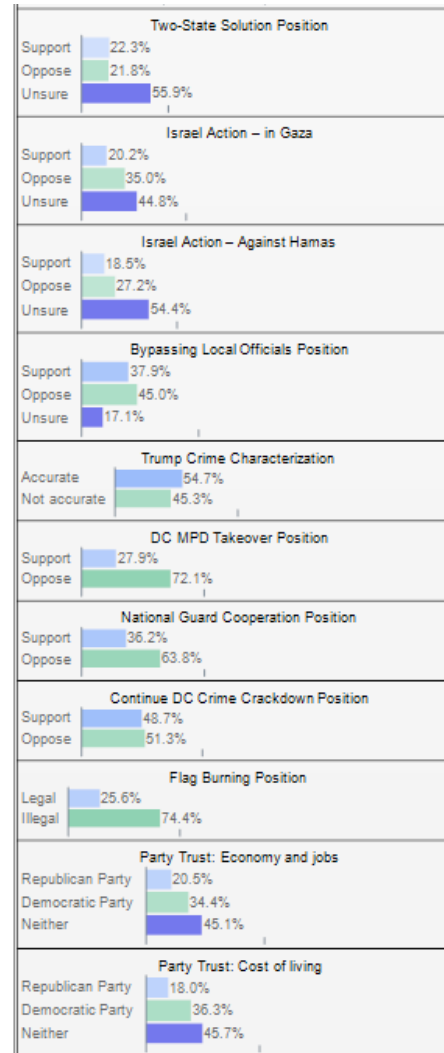
Old GOPs (40%)



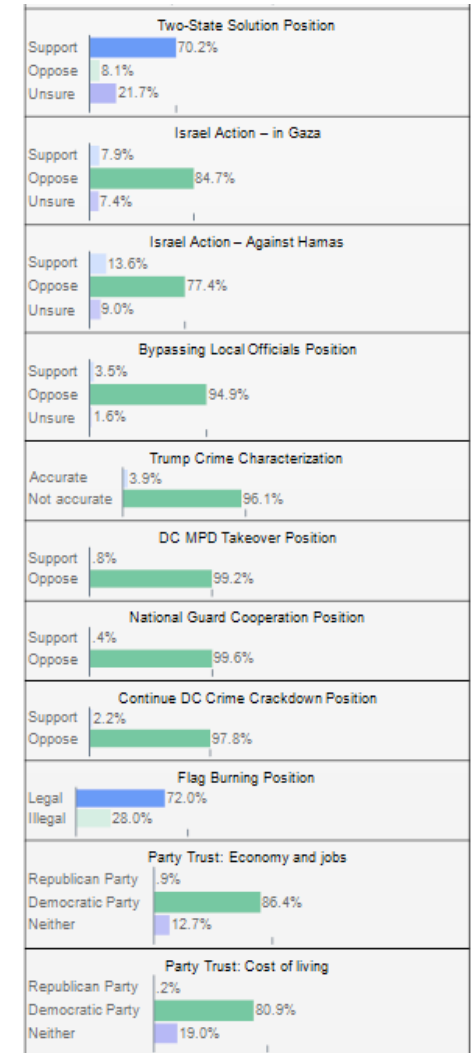
Young GOPs (9%)



Moderates (13%)

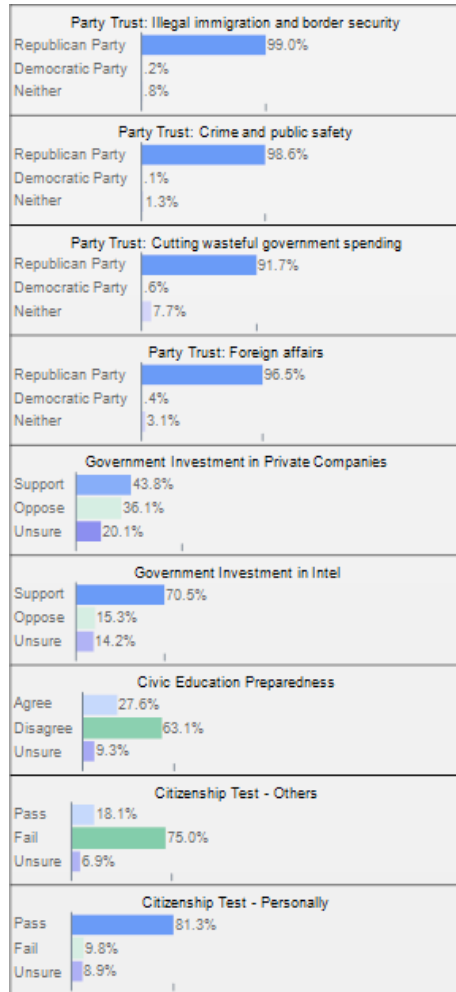


Dem Base (38%)

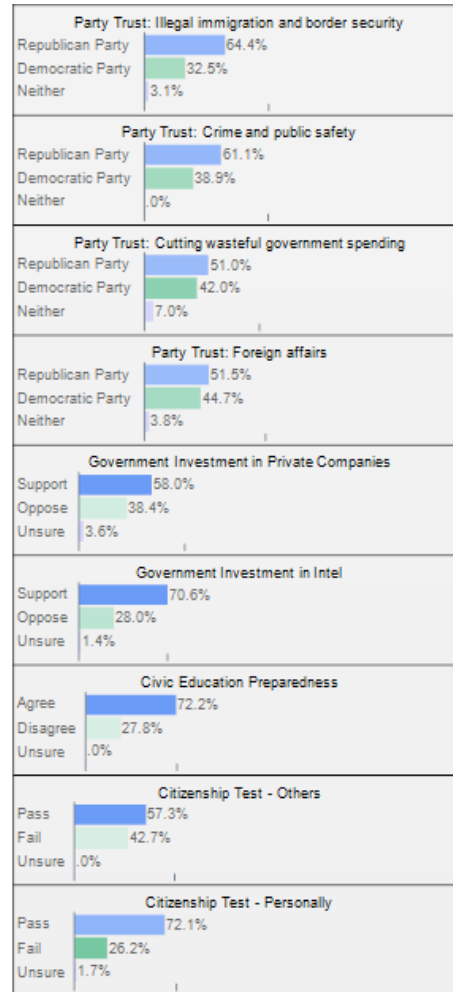


Segmentation Analysis:

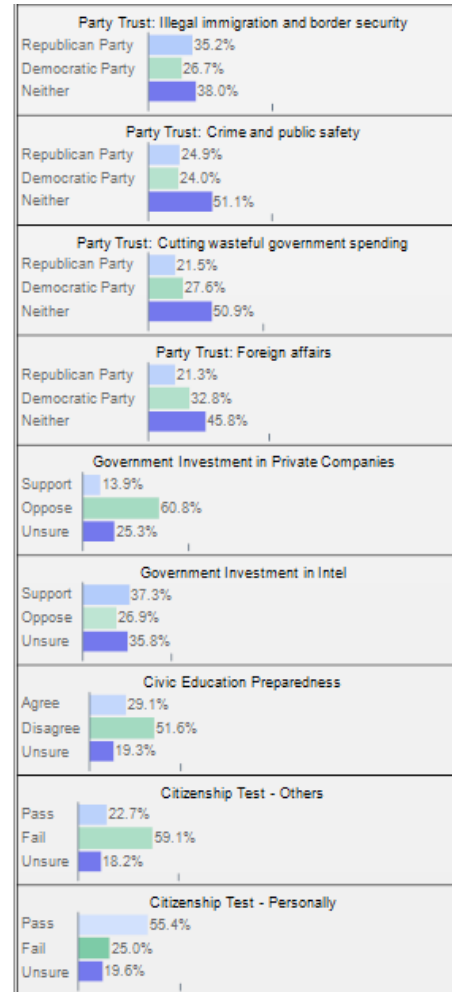
Old GOPs (40%)



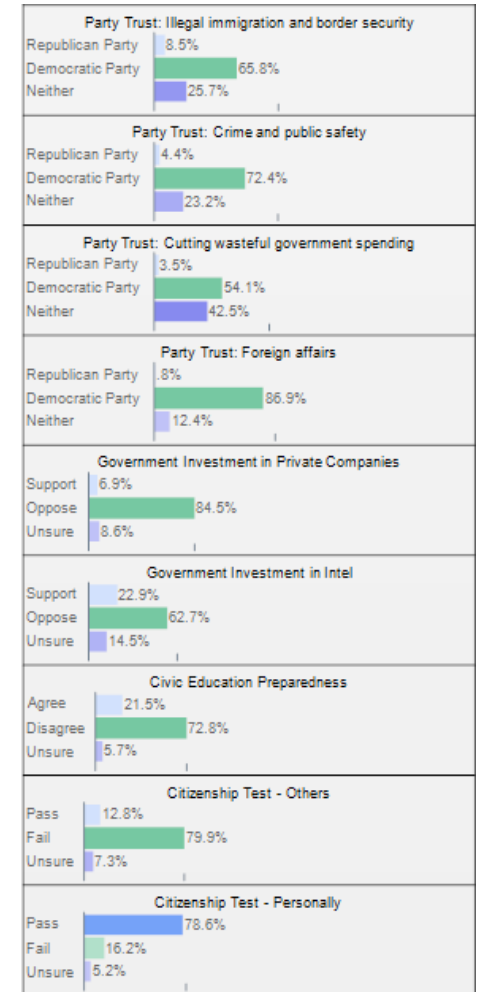
Young GOPs (9%)



Moderates (13%)

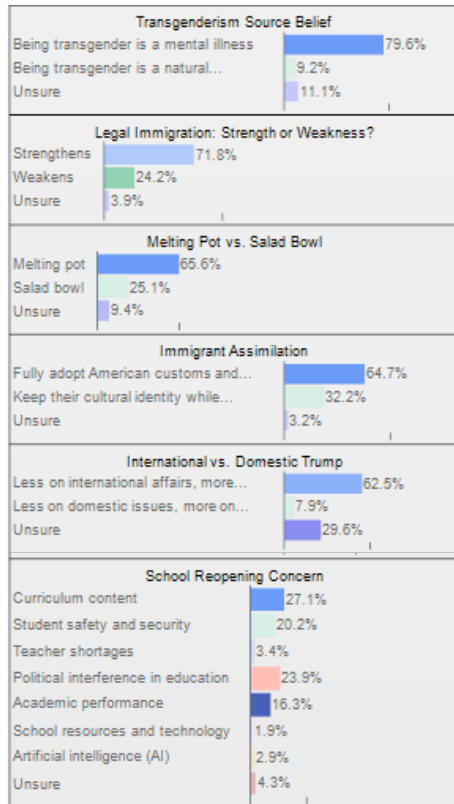


Dem Base (38%)

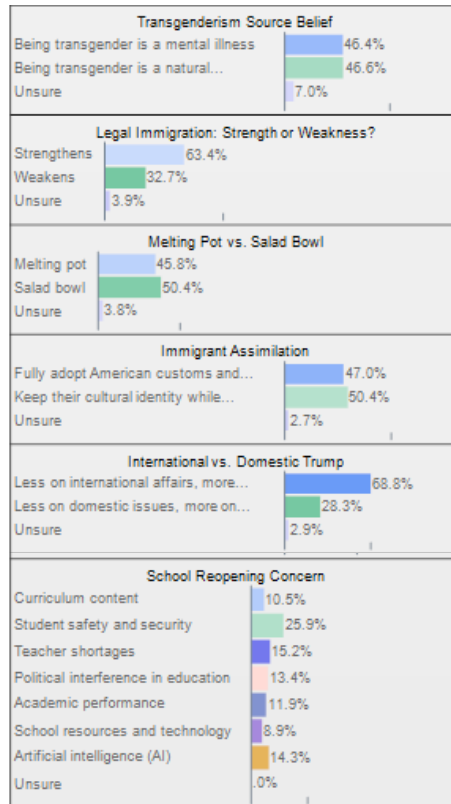


Segmentation Analysis:

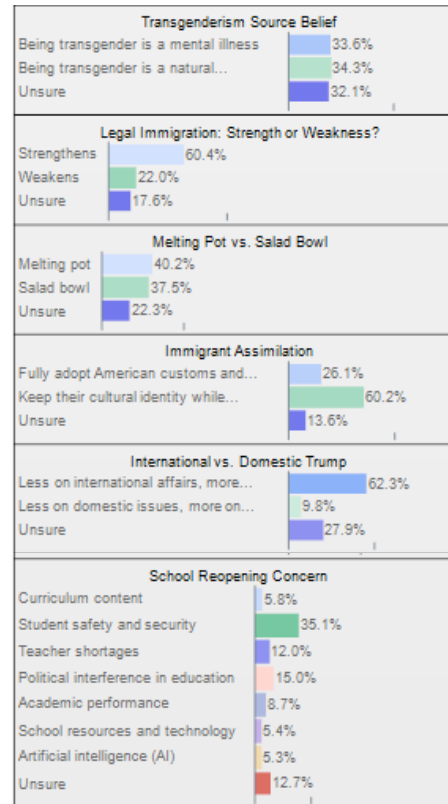
Old GOPs (40%)



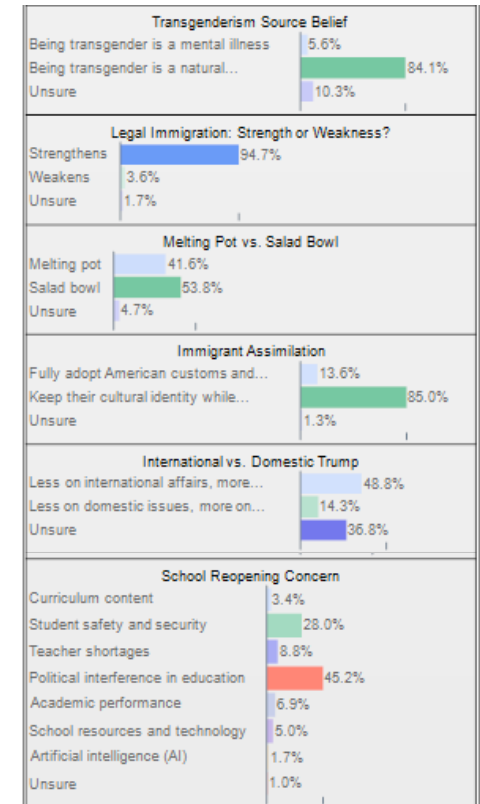
Young GOPs (9%)



Moderates (13%)

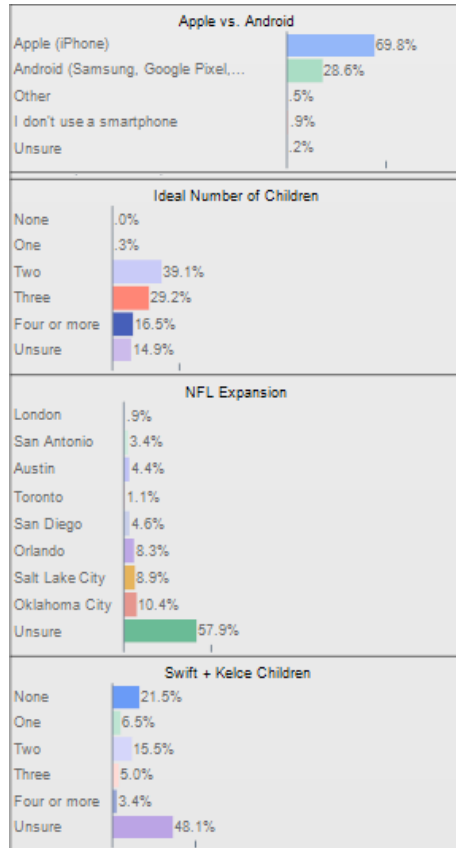


Dem Base (38%)

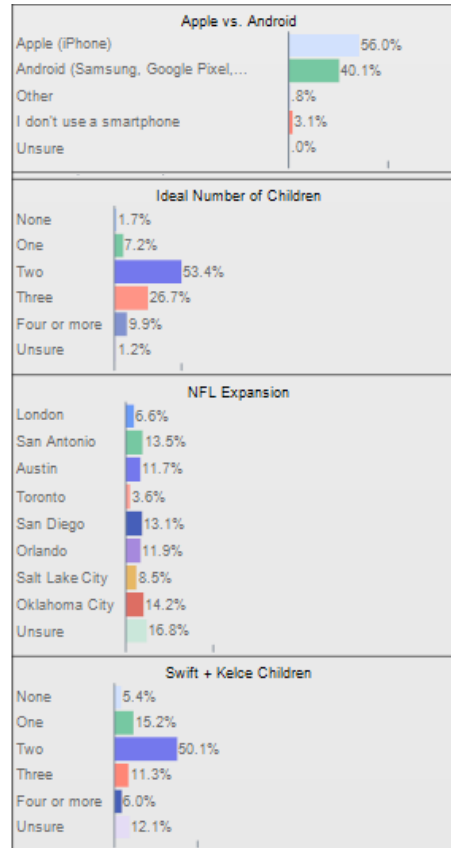


Segmentation Analysis:

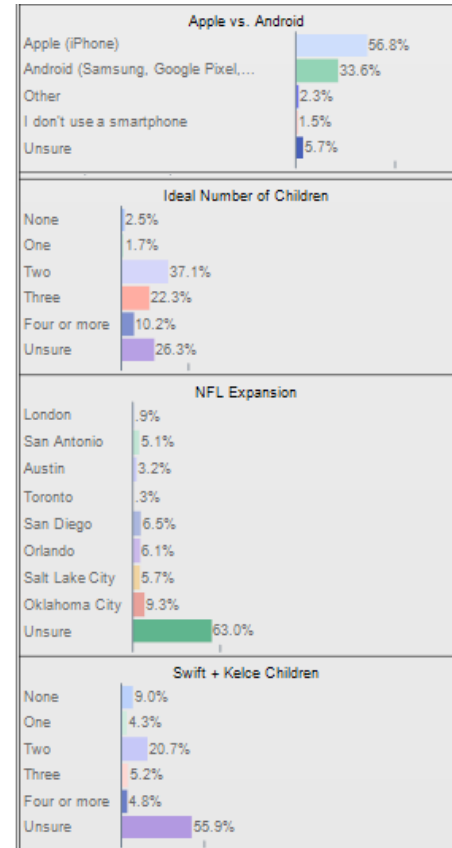
Old GOPs (40%)



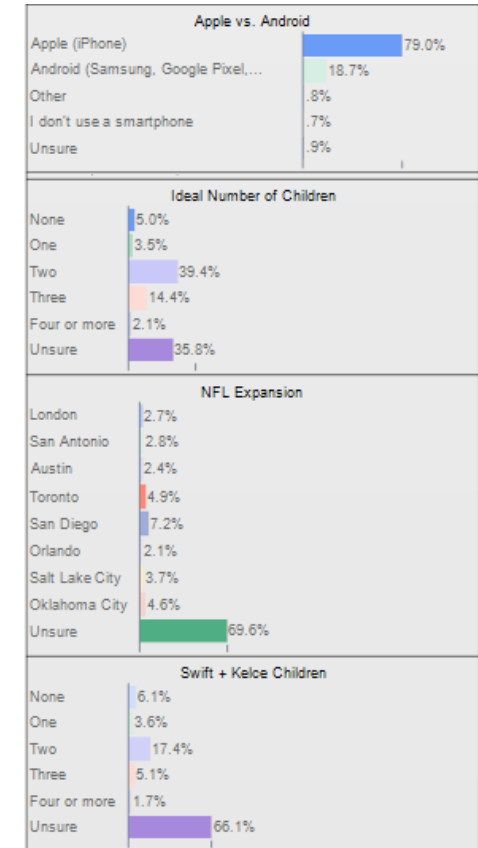
Young GOPs (9%)



Moderates (13%)

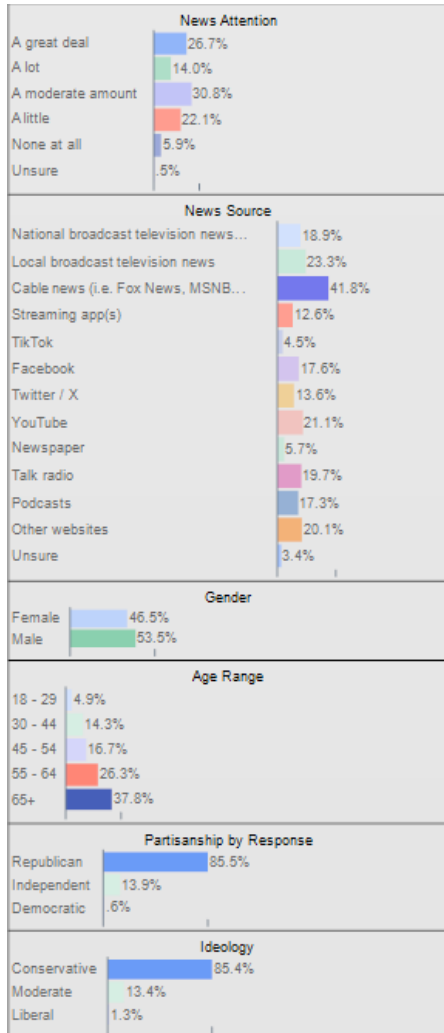


Dem Base (38%)

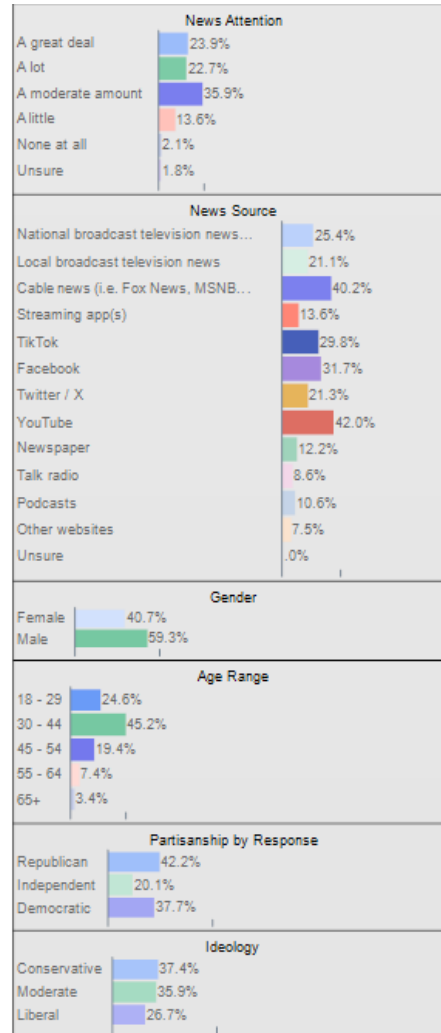


Segmentation Analysis:

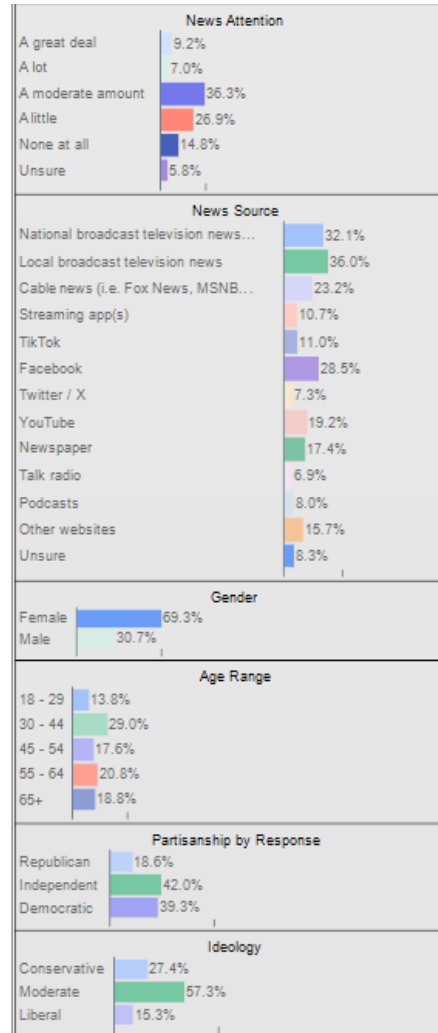
Old GOPs (40%)



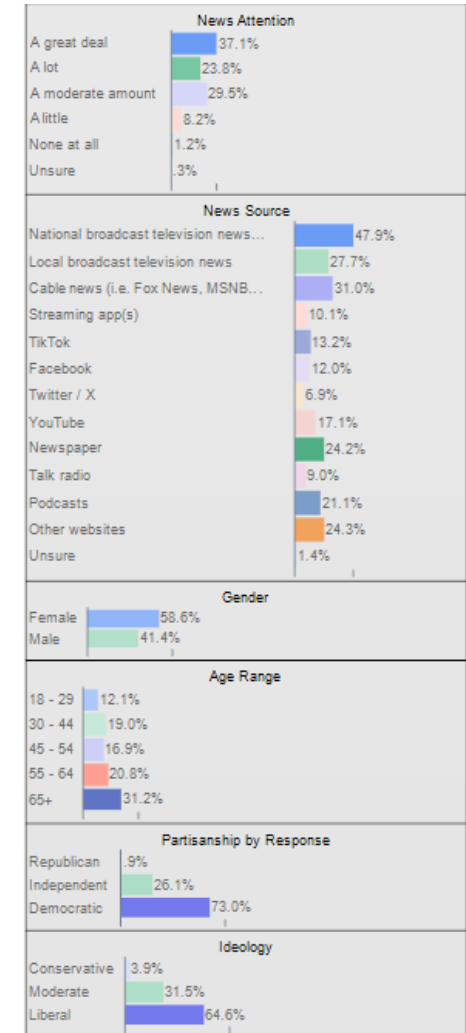
Young GOPs (9%)



Moderates (13%)

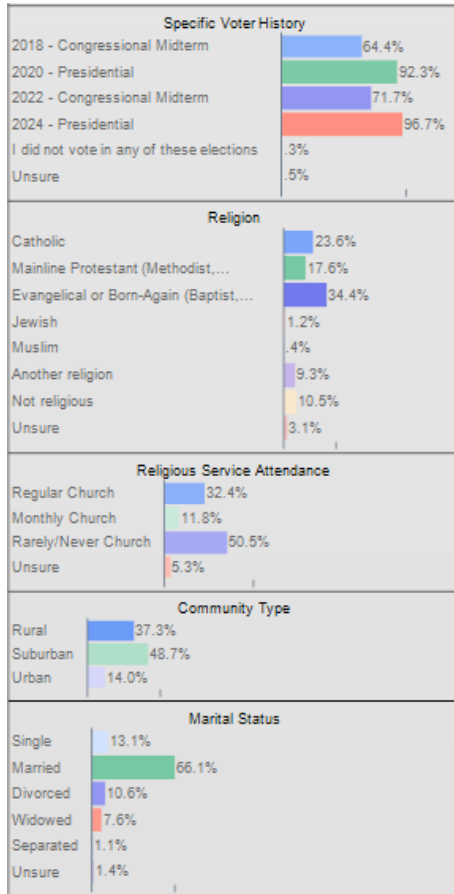


Dem Base (38%)

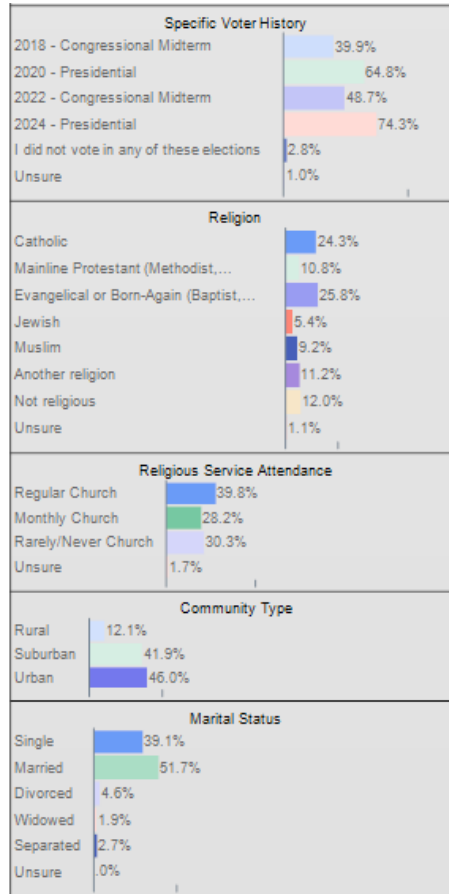


Segmentation Analysis:

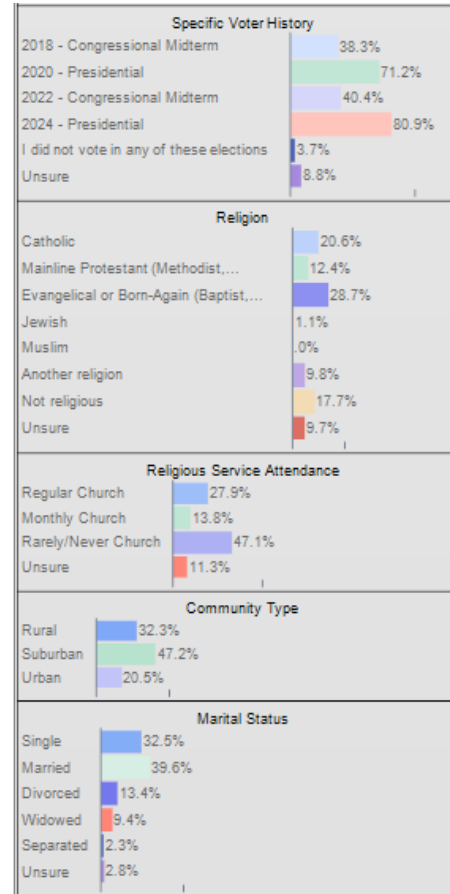
Old GOPs (40%)



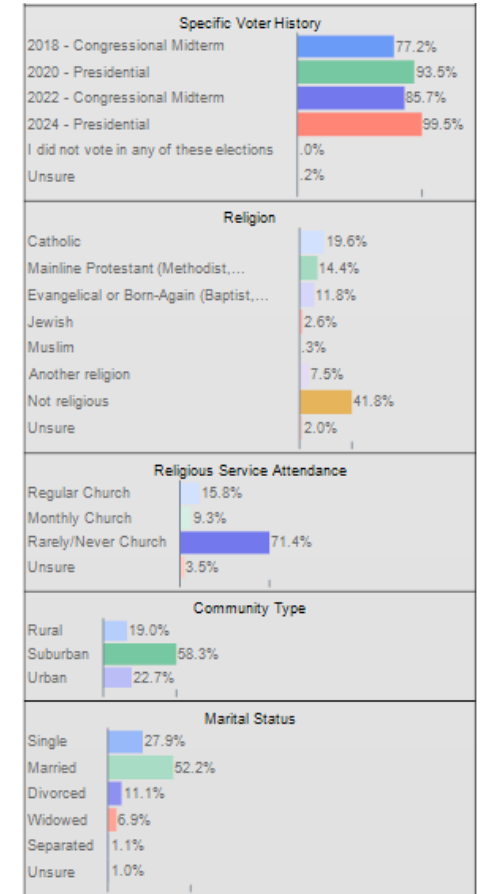
Young GOPs (9%)



Moderates (13%)

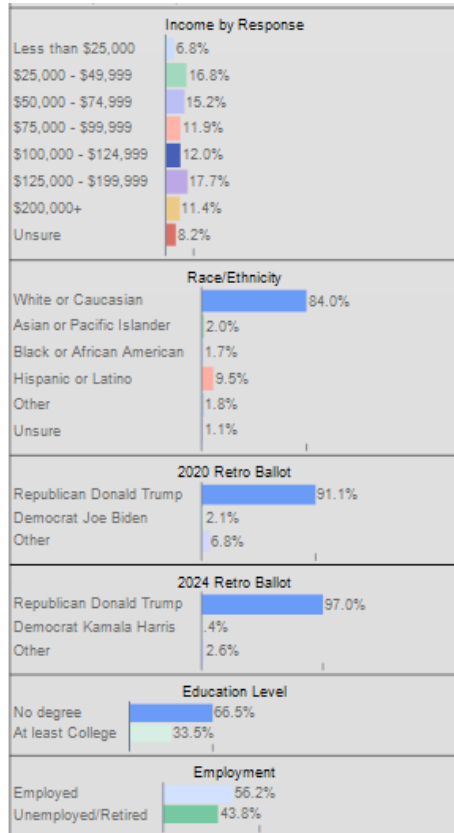


Dem Base (38%)

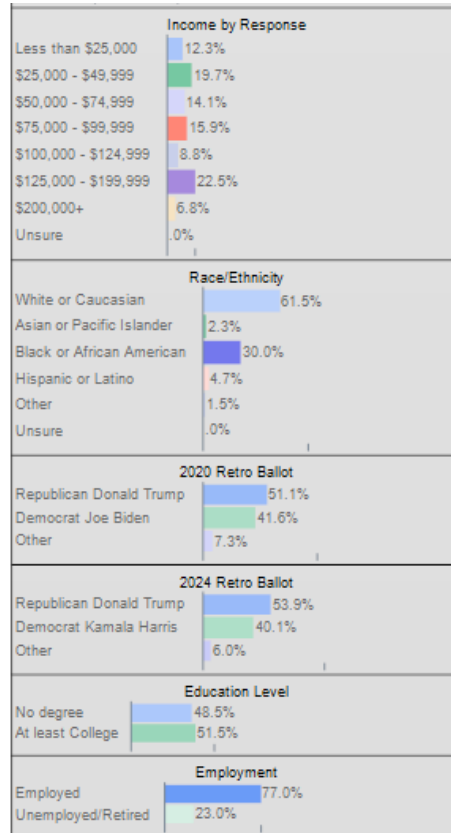


Segmentation Analysis:

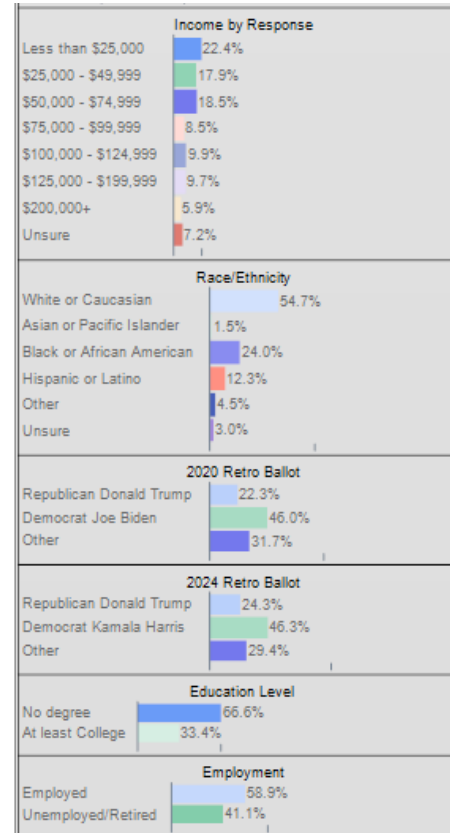
Old GOPs (40%)



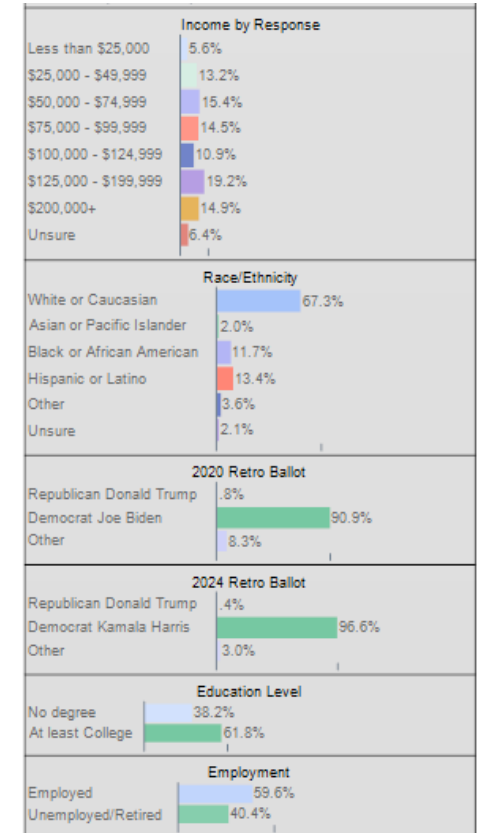
Young GOPs (9%)



Moderates (13%)

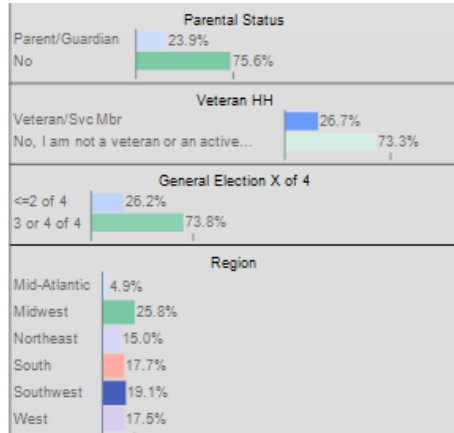


Dem Base (38%)

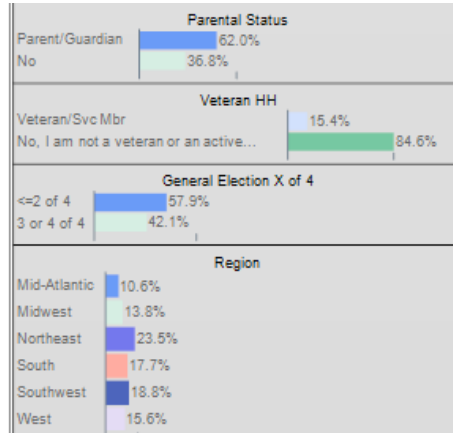


Segmentation Analysis:

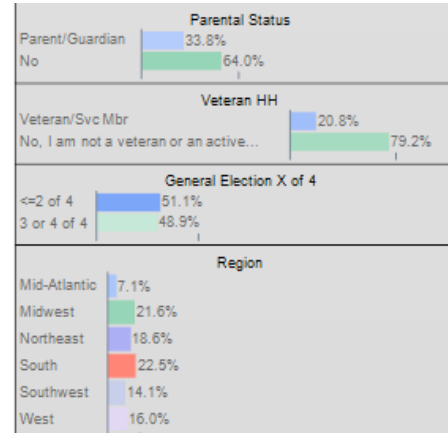
Old GOPs (40%)



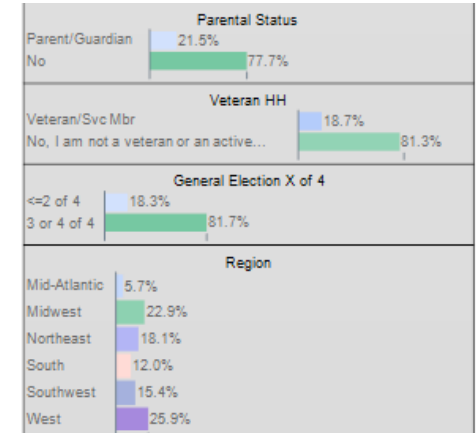
Young GOPs (9%)



Moderates (13%)

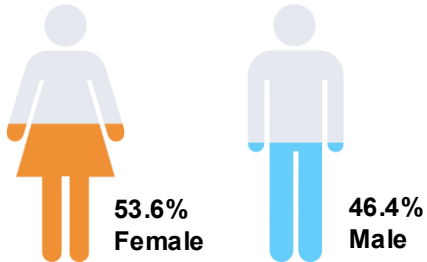


Dem Base (38%)

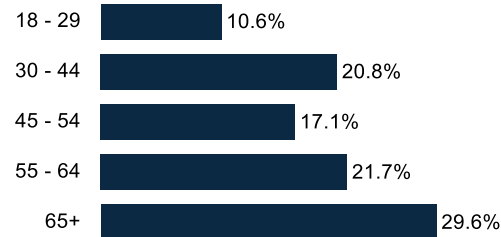


Demographics

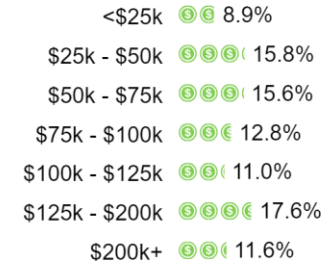
Sex



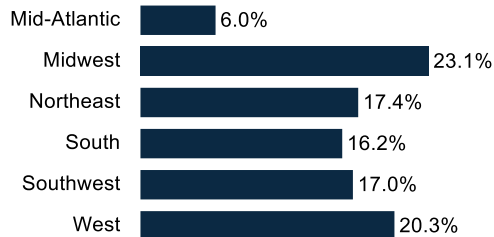
Age Range



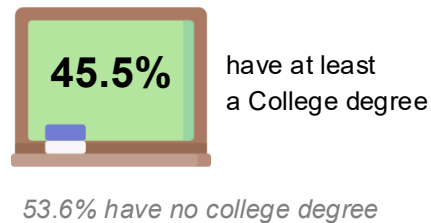
Household Income



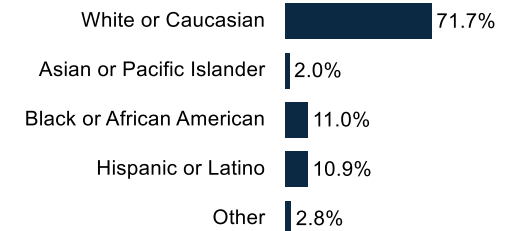
Geo - Region



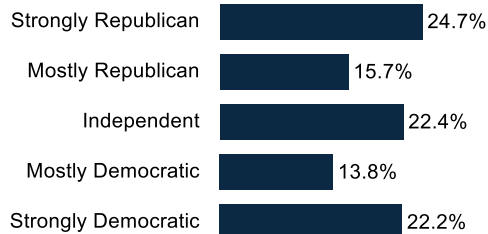
Education



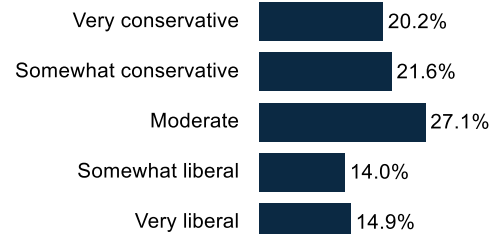
Race/Ethnicity



Partisanship



Ideology



Community Type

