

October 9, 2025



CYGNAL

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

October 7 – 8, 2025 | n=1500 | $\pm 2.51\%$

Insights & Analysis

- The story of this month's National Voter Trend story is that **voters are fed up** with 'politics as usual'. They are **desperate to return to simpler, less controversial times**, regardless of party.
 - **+10 net increase in "wrong track"** sentiment on the direction of the country – mostly driven by voters over 55 (-6 net RD/WT) and center-left non-college men (-19 net among moderates, -12 among liberals).
- The generic ballot held steady at D+3. However, there was a **lot of movement under the hood**. *College-educated voters* moved toward Republicans as non-college voters went the Democrats' way.
- **All major figures** from both sides **saw their images dip slightly**: Trump (-4 net fav since last month; +1 net fav since May '24), Mike Johnson (-1 net fav since May '24), Jefferies (-9 net fav since May '24).
- 71% of voters think **public discourse in the U.S. is worse off** than it was several years ago.
 - Despite the recent attacks on conservatives across the country, **Republican voters are 3x more likely** than Independents and 8x more likely than Democrats **to say discourse is better off** than several years ago.
- **76% say politics has gotten more confrontational** and they wish it would **return to being more civil**, including more than two-thirds of Republicans, Independents, and Democrats.
 - **Voters under 30** (34%), who have only known the current political environment, are nearly **3x as likely as older voters** (12%) **to accept the current tone and style of politics today as necessary or preferable**.
- Voters across the political spectrum **say they would rather time travel to the past** (52%) **than the future** (30%).

Insights & Analysis

- Even voters who view the country as headed in the **right direction over-index in preference for past time travel** (+36 net past) with 39% saying *definitely* the past.
- Black voters are the only major demographic group to prefer time traveling to the future, although only by a 9-point margin.
- Voters don't see an off-ramp from the conflict and violence either. They (57%) believe **political violence will continue to escalate**
 - **Democrats**, who as a political party have been embroiled by political violence scandals in the second half of 2025, are the **least likely to see a peaceful path forward**. Only 29% of Democrats see an off-ramp compared to Republicans who, for once, are more idealistic (40% off-ramp).
 - It's interesting, because **42% of liberals** responded that it's **acceptable** to "go beyond peaceful protests" in response to ICE raids...**"even if those actions break the law."**
- **Less than a quarter of all Americans say that it would be acceptable to break the law in response to ICE raids**. But looking at the breakdown among Democratic responses explains so much about the current dynamics in the party:
 - **Young Democrats 18-44 are +15 on breaking the law** to oppose ICE, while Democrats older than 45 are -42, again showing how extremely frustrated young Democrats are with their party leadership.
- We asked who voters thought made it easier, harder, or had no impact on people's ability to freely express their views. **Two-thirds blame political leaders and elected officials**. The **news media** and journalists get **blamed by 57%** of voters for **making freedom of expression harder**.

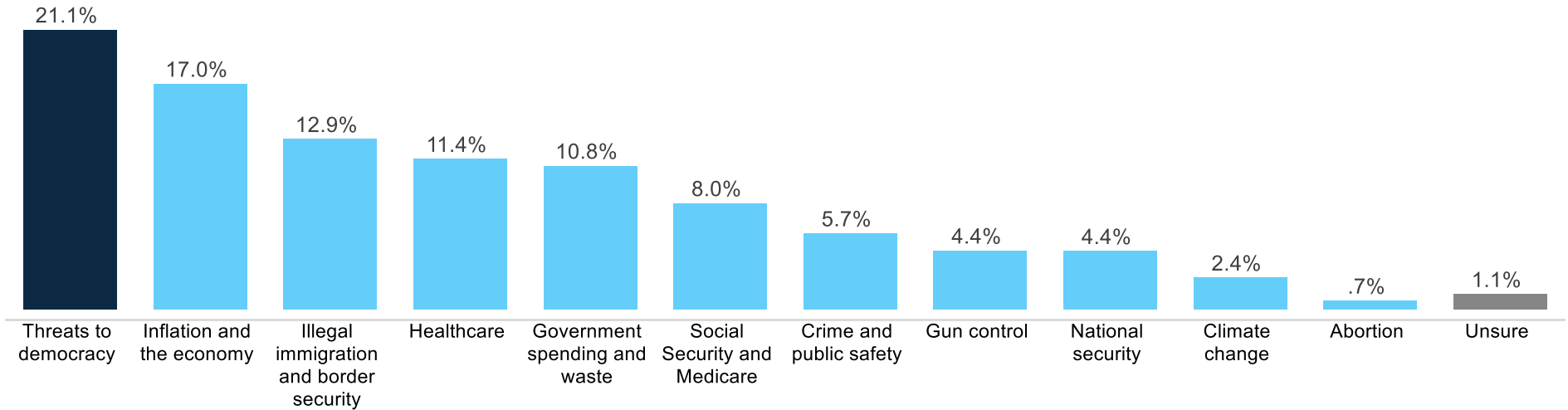
Insights & Analysis

- An astonishing **41% of voters think college and universities are teaching** students that **violence is a justifiable response to political disagreements**.
- “Threats to democracy” is now the top priority in voters’ minds and, **by a nearly 2:1 margin, voters say the current government shutdown is being used as a strategic tool**, further signaling broader trust issues.
 - This is the first time this decade the top issue has not been “inflation and the economy” or “immigration and the border”
- **74% of voters support** banning synthetic food dyes, increasing transparency around vaccine safety, removing untested chemicals from food products, etc, a **major component of the MAHA agenda**.
- **87% of voters have some level of concern about the availability of good jobs for Americans** in the next 5 years **as a result of the rise in AI**.
 - Nearly half are *extremely* or *very* concerned.
 - Strong partisan divide here with **Democrats nearly twice as extremely concerned as Republicans** – independents evenly distributed and swing voters looking more like Republicans – concern is not very intense.
- A plurality of voters (44%) think **companies are exploiting the H-1B visa program**
 - **Wealthy elites** (\$200K+) are the most likely to **say H-1B visas are essential** for competitiveness (52%; +20 net essential), while **working-class Americans** (<\$75K) **believe companies are exploiting** the H-1B visa program (45%; +9 net exploit)
- Voters support **Trump’s executive order increasing the fee for H-1B visas by a slim 3-point margin**, but swing voters over-index the topline in their support by +9 net.

Insights & Analysis

- **Working class voters support Trump's order by +5 net over the topline**, while elites oppose by a +7-point margin.
- When presented with a tradeoff on the impact of tariffs to protect jobs but higher prices vs. free trade to lower prices but cost some jobs, lower prices are preferred (34%) even if some jobs are affected **among those who think about trade policy frequently** (34%). The plurality (44%) say **both are equally important**.
- NFL viewership breaks down evenly into a third of voters following the season this year closely, a third casually, and a third not at all.
 - Voters who **pay the most attention to political news** (a great deal or a lot), over-index the topline by 5-points in closely following the NFL season this year.
- The plurality (44%) of voters selecting the **Republican** on the congressional generic question get their news from **cable**. Voters for the generic **Democrat** plurality (45%) get their news from **national TV**. Those **undecided** on the generic ballots are **split** in news consumption across cable (30%), national TV (30%), local TV (29%), and YouTube (26%).
 - For most voters under the age of 30, YouTube is the dominant news source (52% for GOP <30, 51% for Independents <30, but only 35% for Democrats <30).

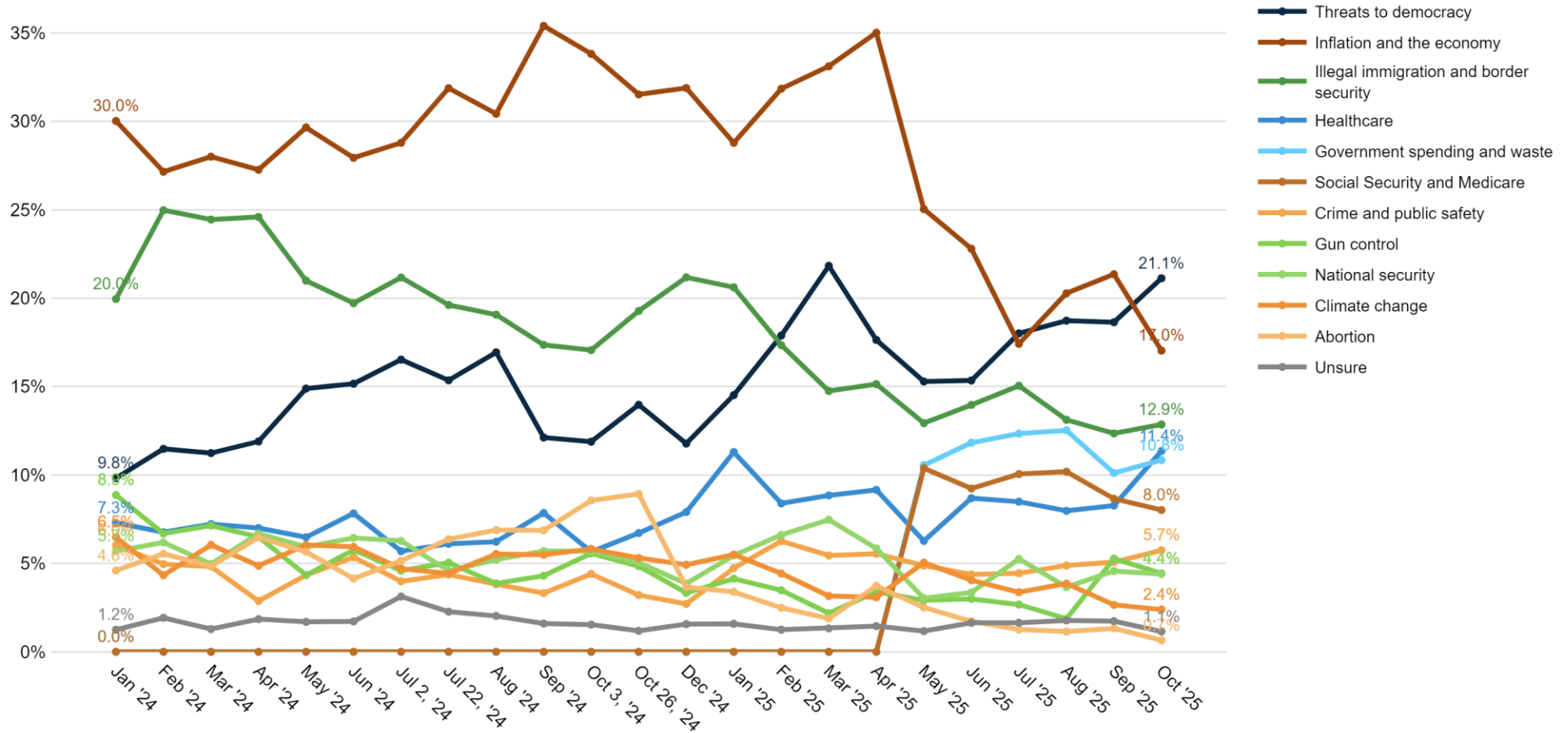
Top Priority



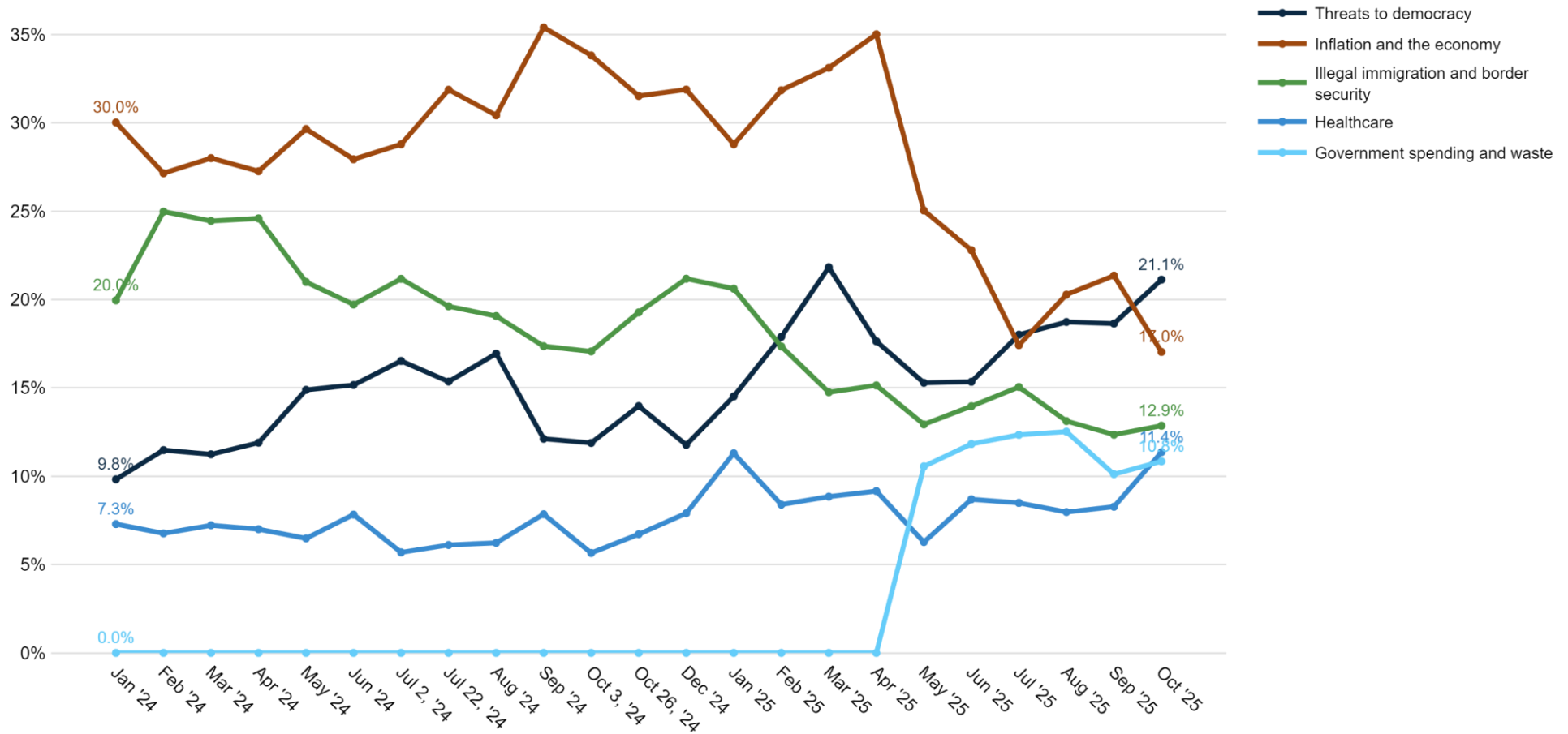
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Threats to democracy	21%	21%	25%	19%	19%	24%	15%	17%	30%	15%	23%	24%	2%	24%	41%	4%	25%	44%	20%	25%	24%	16%	19%	18%	21%	22%	25%	11%	2%	41%	9%	12%	13%	22%	25%
Inflation and the economy	17%	21%	14%	19%	14%	17%	16%	19%	16%	18%	16%	19%	19%	13%	18%	21%	11%	17%	25%	14%	22%	15%	18%	13%	18%	16%	22%	19%	15%	13%	18%	19%	19%	16%	
Illegal immigration and border security	13%	9%	13%	12%	18%	12%	18%	11%	10%	16%	13%	8%	26%	9%	1%	26%	6%	1%	15%	5%	9%	10%	20%	13%	18%	15%	6%	8%	25%	1%	17%	11%	17%	14%	12%
Healthcare	11%	14%	11%	14%	7%	11%	10%	12%	13%	12%	11%	12%	5%	12%	18%	5%	12%	19%	11%	12%	12%	7%	11%	9%	11%	14%	14%	5%	18%	10%	14%	11%	12%	11%	
Government spending and waste	11%	7%	9%	13%	16%	14%	14%	9%	6%	13%	11%	7%	19%	11%	2%	19%	9%	2%	11%	3%	12%	12%	13%	18%	9%	9%	7%	13%	20%	2%	12%	8%	15%	10%	11%
Social Security and Medicare	8%	6%	11%	1%	13%	5%	8%	12%	5%	9%	7%	9%	7%	8%	9%	7%	11%	7%	8%	13%	4%	4%	8%	6%	9%	9%	9%	10%	6%	9%	10%	9%	10%	6%	8%
Crime and public safety	6%	5%	5%	8%	5%	6%	7%	6%	3%	6%	5%	7%	11%	4%	1%	11%	4%	1%	5%	3%	10%	9%	6%	7%	6%	4%	5%	8%	11%	0%	0%	9%	6%	3%	6%
Gun control	4%	8%	4%	3%	3%	3%	3%	5%	7%	3%	5%	5%	1%	4%	8%	1%	5%	8%	3%	9%	8%	5%	5%	3%	4%	3%	8%	5%	1%	8%	16%	6%	1%	5%	4%
National security	4%	3%	6%	5%	4%	4%	4%	6%	4%	5%	4%	5%	7%	4%	1%	7%	5%	1%	5%	1%	1%	5%	6%	4%	4%	5%	4%	4%	7%	1%	5%	4%	3%	5%	5%
Climate change	2%	4%	2%	4%	0%	2%	2%	1%	5%	2%	2%	3%	1%	2%	4%	1%	1%	5%	2%	2%	2%	2%	0%	1%	4%	2%	3%	2%	1%	4%	4%	6%	2%	2%	2%
Abortion	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	3%	2%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	
Unsure	1%	2%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	2%	1%	2%	2%	1%	1%	4%	3%	1%	1%	1%	

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

Trend: Top Priority



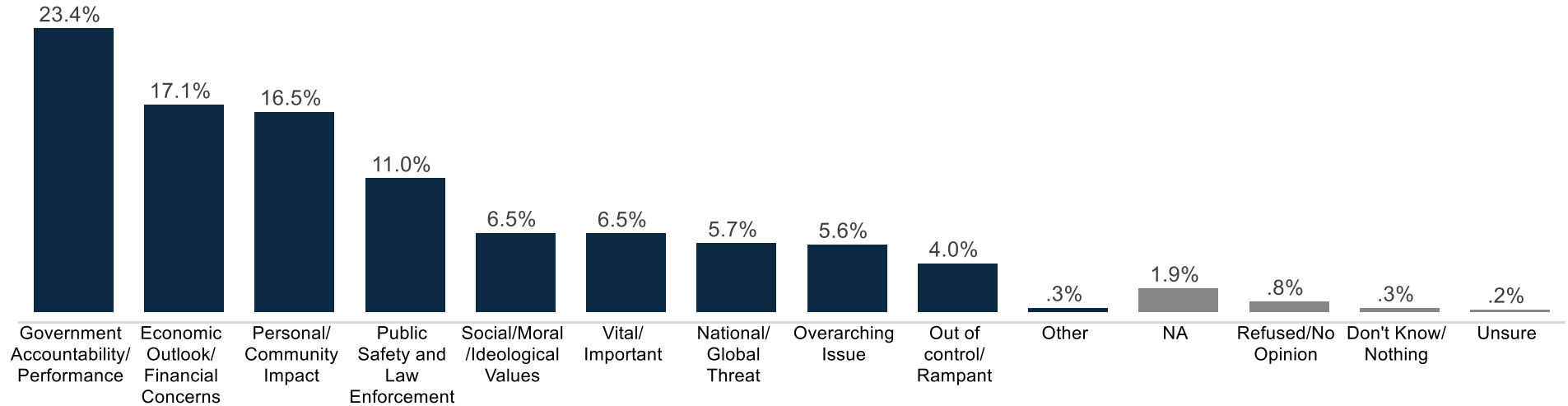
Trend: Top Priority (At Least 10%)



Percent Change: Top Priority (Sep '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Threats to democracy	2%	2%	4%	4%	1%	0%	4%	2%	3%	1%	3%	4%	0%	1%	7%	0%	3%	5%	2%	7%	-3%	-2%	0%	1%	3%	1%	5%	0%	1%	4%	3%	0%	1%	-1%	4%
Inflation and the economy	-4%	-5%	-4%	-7%	-1%	0%	-7%	-4%	-5%	-6%	-5%	0%	-2%	-4%	-6%	-3%	-3%	-6%	-5%	4%	-5%	-6%	-4%	-1%	-9%	-5%	-4%	-8%	-3%	-5%	-1%	-7%	-11%	-1%	-3%
Illegal immigration and border security	1%	0%	2%	1%	-2%	2%	-2%	-1%	4%	-1%	3%	-3%	0%	3%	0%	1%	1%	-1%	1%	0%	-1%	-2%	5%	-4%	5%	3%	0%	1%	1%	0%	0%	4%	2%	7%	-2%
Healthcare	3%	2%	4%	4%	2%	1%	4%	5%	2%	6%	2%	3%	0%	3%	6%	1%	1%	7%	3%	-1%	6%	3%	2%	4%	0%	4%	3%	2%	0%	6%	-8%	2%	0%	5%	4%
Government spending and waste	1%	2%	-3%	4%	0%	2%	2%	-1%	0%	1%	1%	-1%	1%	1%	0%	1%	0%	0%	0%	-3%	4%	5%	0%	4%	-1%	0%	-1%	5%	3%	-1%	2%	-1%	7%	-3%	0%
Social Security and Medicare	-1%	2%	-1%	-4%	0%	-1%	-3%	3%	-2%	-1%	-2%	2%	0%	0%	-3%	0%	-1%	-1%	0%	1%	-6%	0%	-4%	-3%	-1%	1%	1%	2%	-1%	-1%	0%	-3%	4%	-1%	-1%
Crime and public safety	1%	-1%	0%	2%	2%	0%	3%	0%	-1%	1%	1%	1%	3%	-1%	-1%	2%	1%	-2%	0%	-2%	5%	2%	1%	1%	3%	0%	-1%	4%	3%	-1%	-14%	6%	-1%	-2%	1%
Gun control	-1%	-3%	0%	-1%	1%	-1%	0%	-2%	-1%	1%	-1%	-4%	0%	-1%	-1%	-1%	-1%	-1%	-1%	-1%	0%	0%	1%	0%	-1%	-1%	-2%	-1%	-1%	-1%	7%	-3%	-5%	0%	0%
National security	0%	1%	1%	-1%	-2%	-1%	-2%	2%	0%	-1%	0%	0%	0%	1%	-1%	-1%	0%	0%	0%	-2%	-1%	1%	0%	-3%	1%	1%	1%	-1%	-1%	0%	2%	0%	1%	0%	-1%
Climate change	0%	0%	0%	0%	-1%	-2%	0%	-2%	2%	0%	0%	0%	0%	-2%	0%	1%	-2%	0%	0%	-1%	1%	-1%	-2%	0%	0%	0%	0%	-2%	0%	0%	4%	1%	0%	-1%	-1%
Abortion	-1%	-1%	-2%	0%	0%	0%	0%	-1%	-2%	-1%	-1%	0%	-1%	0%	0%	-1%	0%	-1%	0%	2%	1%	0%	0%	0%	0%	-1%	-1%	0%	-1%	-1%	0%	-1%	1%	-1%	-1%
Unsure	-1%	-1%	-1%	-1%	0%	-1%	0%	-2%	0%	0%	-1%	-2%	-1%	0%	0%	-1%	-1%	0%	0%	-1%	-2%	-1%	1%	-1%	1%	-1%	-1%	-1%	-1%	0%	4%	1%	-1%	-1%	-1%

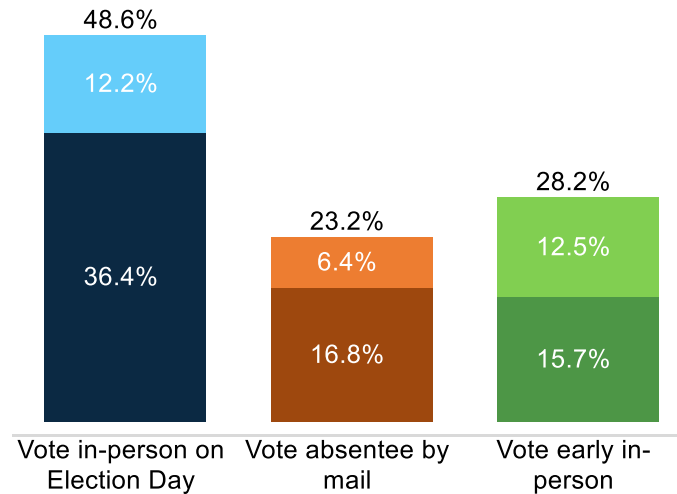
Top Priority Open-End



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Government Accountability/ Performance	23%	20%	24%	26%	24%	27%	24%	21%	23%	21%	26%	20%	20%	26%	26%	20%	23%	29%	24%	10%	32%	21%	24%	27%	22%	22%	18%	20%	27%	17%	12%	26%	27%	25%	
Economic Outlook/Financial Concerns	17%	18%	14%	18%	19%	19%	18%	17%	15%	19%	16%	17%	21%	17%	13%	21%	18%	10%	17%	24%	11%	20%	16%	20%	16%	17%	15%	23%	21%	13%	15%	17%	19%	16%	
Personal/Community Impact	17%	19%	18%	13%	16%	13%	16%	21%	16%	19%	15%	17%	12%	18%	20%	13%	19%	19%	16%	22%	17%	18%	12%	13%	17%	19%	19%	20%	12%	20%	17%	21%	15%	17%	16%
Public Safety and Law Enforcement	11%	13%	11%	8%	12%	7%	12%	13%	10%	9%	11%	12%	17%	7%	8%	15%	9%	7%	11%	10%	16%	13%	16%	10%	9%	12%	12%	9%	16%	7%	5%	10%	9%	11%	12%
Social/Moral/Ideological Values	7%	6%	8%	5%	7%	7%	6%	6%	8%	5%	7%	7%	3%	7%	10%	4%	8%	10%	6%	10%	7%	6%	7%	6%	7%	7%	5%	4%	10%	4%	9%	3%	6%	7%	
Vital/Important	6%	7%	6%	9%	5%	8%	6%	6%	6%	6%	6%	9%	4%	6%	9%	3%	8%	9%	5%	11%	4%	7%	7%	6%	8%	5%	7%	8%	4%	9%	4%	10%	7%	5%	6%
National/Global Threat	6%	4%	7%	7%	5%	8%	5%	5%	5%	7%	5%	4%	9%	6%	2%	9%	4%	2%	7%	3%	3%	5%	7%	6%	7%	6%	4%	4%	10%	2%	19%	4%	5%	4%	6%
Overarching Issue	6%	6%	5%	6%	5%	6%	5%	3%	9%	5%	6%	7%	4%	7%	7%	5%	5%	8%	5%	5%	3%	5%	5%	5%	7%	5%	6%	4%	4%	7%	7%	5%	5%	5%	6%
Out of control/Rampant	4%	4%	5%	3%	3%	4%	2%	5%	4%	5%	4%	4%	6%	3%	3%	6%	2%	3%	4%	3%	4%	3%	4%	3%	4%	4%	6%	4%	5%	3%	7%	6%	4%	3%	4%
Other	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%
NA	2%	1%	2%	3%	2%	2%	3%	1%	1%	2%	2%	2%	3%	2%	1%	3%	1%	2%	2%	1%	1%	2%	3%	2%	2%	1%	2%	3%	1%	0%	3%	4%	1%	2%	
Refused/No Opinion	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	2%	1%	1%	
Don't Know/Nothing	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	4%	1%	0%	0%	0%	0%	
Unsure	0%	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%	1%	0%	0%	0%	

In your own words, why did you select that as the most important issue to you?

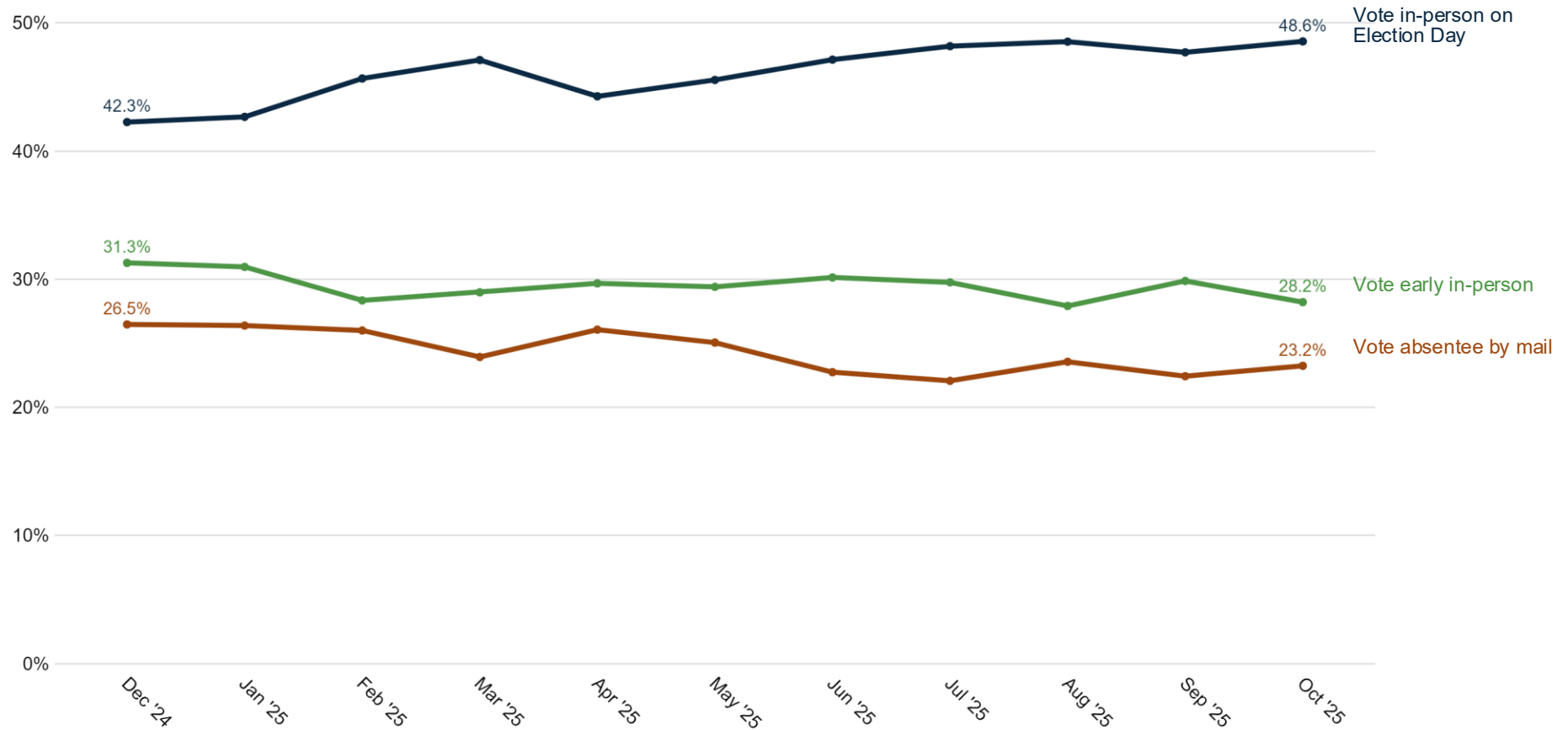
Vote Method



		Overall		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	Definitely vote	69%	60%	75%	68%	72%	72%	68%	68%	68%	67%	69%	71%	69%	66%	70%	69%	69%	68%	68%	75%	73%	68%	67%	70%	71%	68%	68%	60%	69%	71%	55%	58%	61%	69%	73%	
	Probably vote	31%	40%	25%	32%	28%	28%	32%	32%	32%	33%	31%	29%	31%	34%	30%	31%	31%	32%	32%	25%	27%	32%	33%	30%	29%	32%	40%	31%	29%	45%	42%	39%	31%	27%		
	Vote in-person on Election Day	49%	49%	44%	54%	48%	48%	53%	51%	42%	56%	46%	46%	56%	51%	38%	56%	49%	37%	50%	47%	45%	55%	47%	54%	45%	50%	43%	53%	58%	38%	51%	59%	56%	49%	45%	
	Vote absentee by mail	23%	22%	28%	18%	23%	25%	17%	21%	30%	16%	26%	26%	15%	23%	33%	15%	25%	34%	24%	18%	22%	16%	24%	18%	26%	23%	29%	19%	14%	33%	27%	17%	17%	25%	25%	
	Vote early in-person	28%	29%	27%	27%	29%	27%	29%	28%	28%	28%	28%	28%	29%	26%	29%	29%	26%	29%	26%	35%	33%	29%	28%	28%	30%	27%	29%	28%	29%	28%	22%	24%	27%	26%	30%	
	Definitely vote in-person on Election Day	36%	34%	34%	40%	38%	37%	40%	37%	31%	40%	35%	36%	42%	39%	28%	41%	38%	26%	37%	39%	34%	40%	34%	42%	35%	37%	31%	35%	44%	30%	21%	38%	38%	39%	35%	
	Probably vote in-person on Election Day	12%	15%	10%	14%	10%	10%	13%	14%	11%	16%	11%	10%	14%	13%	10%	14%	11%	11%	13%	8%	11%	15%	13%	13%	10%	13%	12%	18%	14%	9%	30%	21%	18%	10%	9%	
	Definitely vote absentee by mail	17%	12%	24%	12%	17%	19%	12%	15%	21%	13%	18%	20%	10%	16%	25%	11%	17%	26%	17%	13%	18%	12%	17%	12%	20%	17%	21%	12%	9%	25%	20%	8%	10%	17%	20%	
	Probably vote absentee by mail	6%	10%	4%	6%	6%	7%	5%	5%	8%	3%	8%	6%	5%	7%	8%	4%	8%	9%	7%	5%	4%	4%	7%	6%	6%	6%	8%	7%	5%	8%	7%	9%	7%	8%	5%	
	Definitely vote early in-person	16%	14%	16%	15%	17%	16%	16%	15%	16%	14%	16%	16%	17%	12%	16%	17%	14%	16%	14%	23%	20%	16%	15%	16%	16%	15%	16%	13%	16%	16%	14%	12%	12%	13%	18%	
Probably vote early in-person	13%	15%	11%	12%	12%	11%	13%	13%	12%	13%	12%	12%	12%	14%	12%	12%	13%	13%	12%	12%	12%	13%	13%	11%	14%	12%	13%	15%	12%	13%	8%	12%	14%	13%	12%		

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

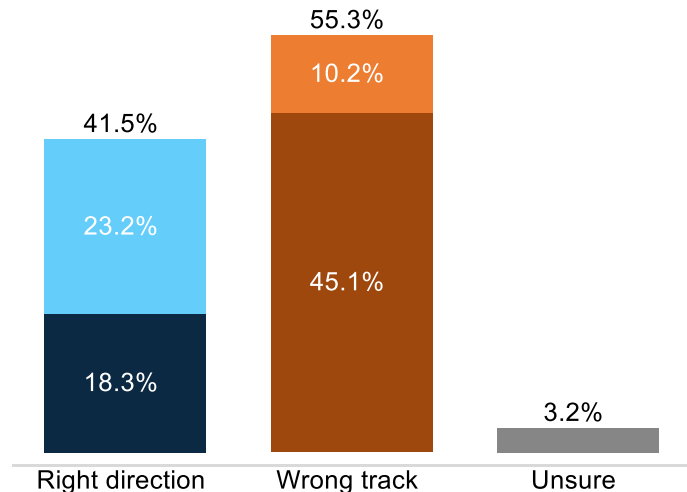
Trend: Vote Method



Percent Change: Vote Method (Sep '25 to Oct '25)

		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Total	Definitely vote	2%	1%	7%	0%	0%	1%	-1%	4%	5%	0%	3%	5%	-1%	2%	6%	-2%	9%	3%	0%	14%	14%	1%	1%	-4%	9%	2%	7%	2%	-1%	7%	21%	-1%	1%	1%	2%
	Probably vote	-2%	-1%	-7%	0%	0%	-1%	1%	-4%	-5%	0%	-3%	-5%	1%	-2%	-6%	2%	-9%	-3%	0%	-14%	-14%	-1%	-1%	4%	-9%	-2%	-7%	-2%	1%	-7%	-21%	1%	-1%	-1%	-2%
	Vote in-person on Election Day	1%	4%	1%	-3%	0%	3%	-5%	4%	1%	1%	0%	-1%	3%	1%	0%	3%	-1%	0%	5%	6%	-1%	1%	0%	-3%	2%	2%	2%	0%	1%	7%	11%	2%	-3%	-1%	
	Vote absentee by mail	1%	0%	2%	2%	-1%	1%	0%	-3%	5%	-4%	1%	6%	1%	-2%	2%	-1%	2%	3%	1%	0%	1%	-2%	2%	0%	1%	1%	2%	-2%	0%	2%	17%	-7%	-1%	2%	2%
	Vote early in-person	-2%	-4%	-3%	1%	0%	-4%	5%	-2%	-6%	3%	-2%	-7%	-1%	-1%	-4%	0%	-5%	-2%	0%	-5%	-7%	3%	-3%	0%	2%	-4%	-4%	0%	-1%	-3%	-24%	-4%	-1%	0%	-1%
By race	Definitely vote in-person on Election Day	0%	2%	2%	-5%	1%	3%	-6%	2%	2%	-1%	0%	2%	-3%	4%	1%	-3%	5%	-1%	-1%	8%	6%	-4%	1%	-3%	2%	2%	1%	0%	-1%	2%	-2%	7%	0%	0%	-1%
	Probably vote in-person on Election Day	1%	2%	-1%	2%	-1%	1%	0%	2%	-1%	2%	1%	-1%	2%	-1%	0%	3%	-2%	1%	1%	-2%	0%	3%	0%	3%	-5%	1%	1%	2%	2%	-1%	9%	4%	2%	-2%	1%
	Definitely vote absentee by mail	2%	0%	5%	4%	0%	2%	2%	2%	4%	1%	2%	6%	1%	1%	4%	0%	5%	2%	2%	2%	7%	2%	3%	-1%	6%	2%	4%	1%	1%	5%	20%	-5%	2%	2%	4%
	Probably vote absentee by mail	-2%	0%	-3%	-3%	0%	-1%	-2%	-4%	1%	-5%	-1%	0%	-3%	-2%	-1%	-4%	1%	-1%	-3%	-6%	-4%	-1%	1%	-5%	-1%	-2%	-3%	0%	-3%	-3%	-2%	-3%	1%	-1%	
	Definitely vote early in-person	0%	-1%	0%	0%	0%	-3%	3%	0%	-1%	0%	1%	-3%	0%	-3%	1%	0%	-2%	2%	0%	3%	2%	2%	-4%	0%	1%	-2%	3%	0%	0%	0%	2%	-3%	-1%	-1%	0%
By education	Probably vote early in-person	-1%	-3%	-3%	1%	1%	-1%	3%	-2%	-5%	3%	-3%	-3%	0%	2%	-4%	1%	-3%	-4%	0%	-9%	-8%	1%	1%	0%	1%	-1%	-6%	0%	0%	-3%	-27%	-1%	0%	1%	-2%

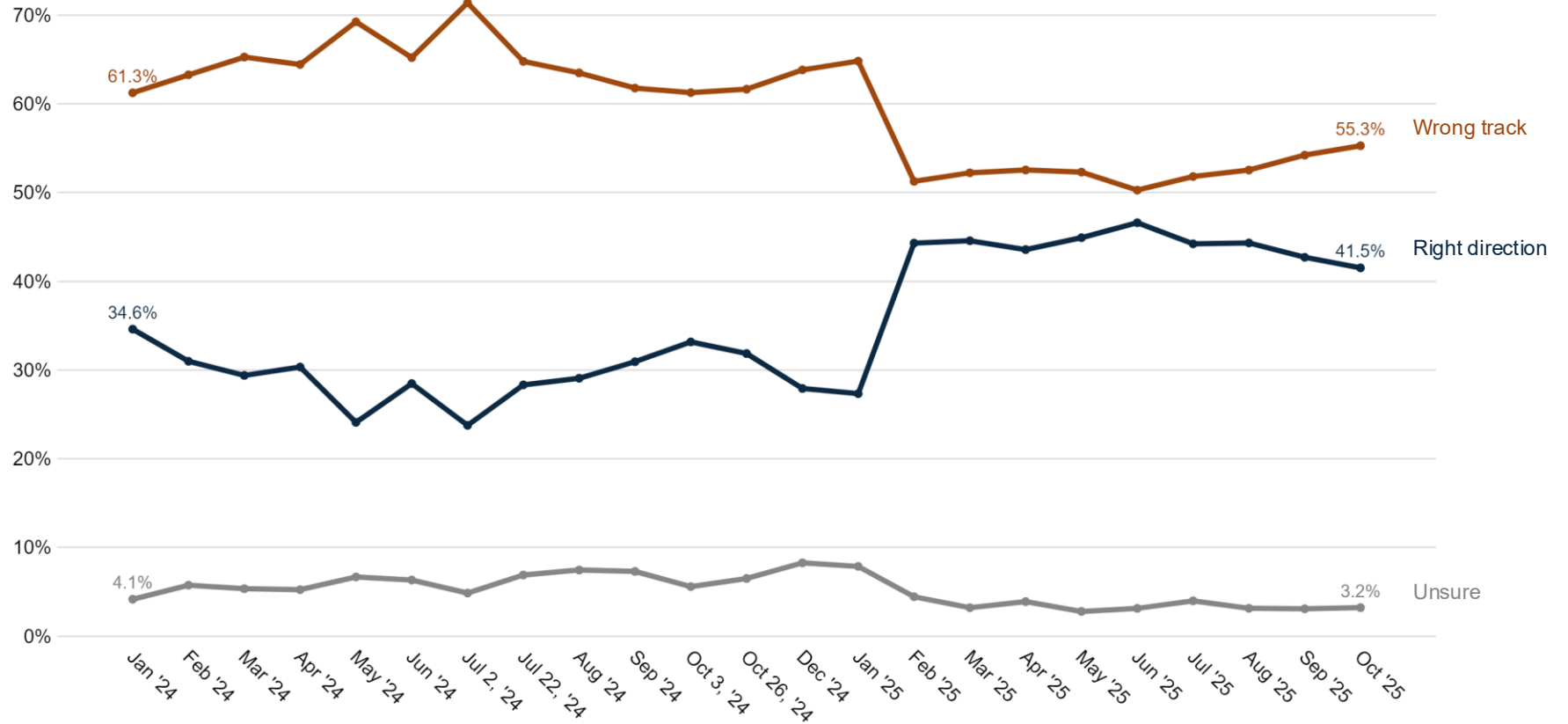
Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	42%	33%	39%	44%	51%	42%	52%	45%	27%	49%	40%	35%	83%	28%	4%	79%	25%	5%	47%	15%	38%	48%	52%	53%	40%	45%	28%	36%	82%	4%	51%	43%	49%	39%	40%
Wrong track	55%	63%	57%	53%	47%	56%	45%	51%	70%	46%	58%	62%	13%	67%	95%	18%	72%	94%	50%	83%	60%	49%	45%	45%	57%	52%	69%	55%	14%	95%	45%	54%	47%	56%	58%
Definitely the right direction	18%	12%	18%	20%	24%	21%	23%	18%	11%	22%	17%	17%	38%	11%	1%	37%	9%	1%	21%	4%	16%	18%	24%	26%	17%	18%	12%	8%	38%	1%	17%	16%	19%	17%	19%
Mostly the right direction	23%	22%	21%	24%	26%	21%	29%	26%	16%	27%	23%	18%	45%	17%	3%	42%	15%	4%	26%	11%	22%	30%	28%	27%	23%	27%	16%	28%	44%	3%	34%	27%	30%	22%	21%
Mostly the wrong track	10%	11%	9%	13%	8%	11%	10%	7%	13%	7%	11%	12%	8%	13%	11%	8%	13%	10%	9%	16%	9%	11%	9%	10%	12%	10%	11%	23%	8%	12%	13%	13%	13%	7%	10%
Definitely the wrong track	45%	53%	47%	40%	39%	45%	35%	43%	57%	39%	46%	50%	6%	54%	84%	9%	59%	84%	40%	67%	51%	38%	37%	36%	45%	42%	58%	32%	7%	83%	32%	41%	34%	49%	48%
Unsure	3%	3%	4%	3%	2%	2%	3%	4%	3%	5%	2%	3%	4%	5%	1%	3%	3%	1%	3%	3%	2%	3%	2%	4%	3%	4%	9%	4%	1%	4%	3%	3%	5%	2%	

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

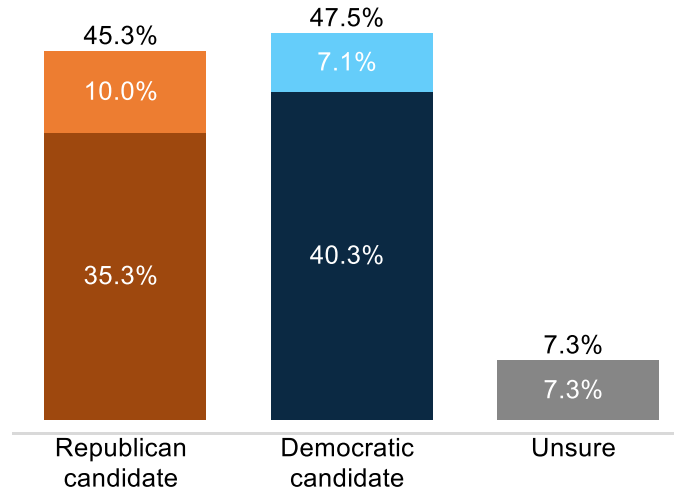
Trend: Country Direction



Percent Change: Country Direction (Sep '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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%	2%	-3%	1%	-4%	0%	-3%	-1%	0%	-4%	0%	-1%	-1%	0%	-3%	1%	-4%	-1%	-1%	-6%	3%	4%	1%	-2%	0%	2%	-3%	1%	-3%	0%	21%	-2%	2%	2%	-3%
Wrong track	1%	-1%	2%	0%	3%	-1%	4%	0%	1%	2%	0%	1%	1%	-1%	4%	-1%	5%	1%	1%	7%	-2%	-3%	-1%	2%	-1%	-1%	3%	-3%	2%	1%	-24%	0%	-2%	-4%	3%
Definitely the right direction	-5%	-2%	-6%	0%	-10%	-3%	-7%	-7%	-2%	-6%	-5%	-3%	-9%	-1%	-2%	-8%	-1%	-2%	-5%	-4%	-6%	-2%	-5%	-7%	-1%	-3%	-6%	-1%	-9%	-1%	2%	-6%	-5%	0%	-5%
Mostly the right direction	3%	4%	3%	1%	6%	3%	3%	6%	2%	2%	5%	2%	9%	1%	-1%	9%	-2%	1%	4%	-2%	9%	6%	5%	6%	1%	5%	3%	2%	7%	1%	19%	4%	6%	2%	3%
Mostly the wrong track	-2%	-2%	-1%	-4%	0%	1%	-4%	-6%	3%	-2%	-1%	-3%	-1%	-3%	-2%	-1%	-4%	-1%	-1%	-3%	-1%	-3%	-1%	-1%	-4%	2%	-5%	-5%	-1%	-1%	-23%	-6%	-1%	-4%	0%
Definitely the wrong track	3%	1%	3%	4%	3%	-2%	8%	6%	-2%	5%	2%	4%	2%	2%	6%	0%	9%	1%	2%	10%	-1%	0%	0%	3%	3%	-3%	8%	2%	3%	2%	-1%	6%	0%	0%	3%
Unsure	0%	-1%	1%	-1%	1%	1%	0%	0%	0%	2%	-1%	0%	0%	1%	-1%	0%	-2%	0%	0%	-1%	-1%	-1%	1%	0%	1%	-1%	1%	2%	1%	-1%	4%	1%	0%	2%	0%

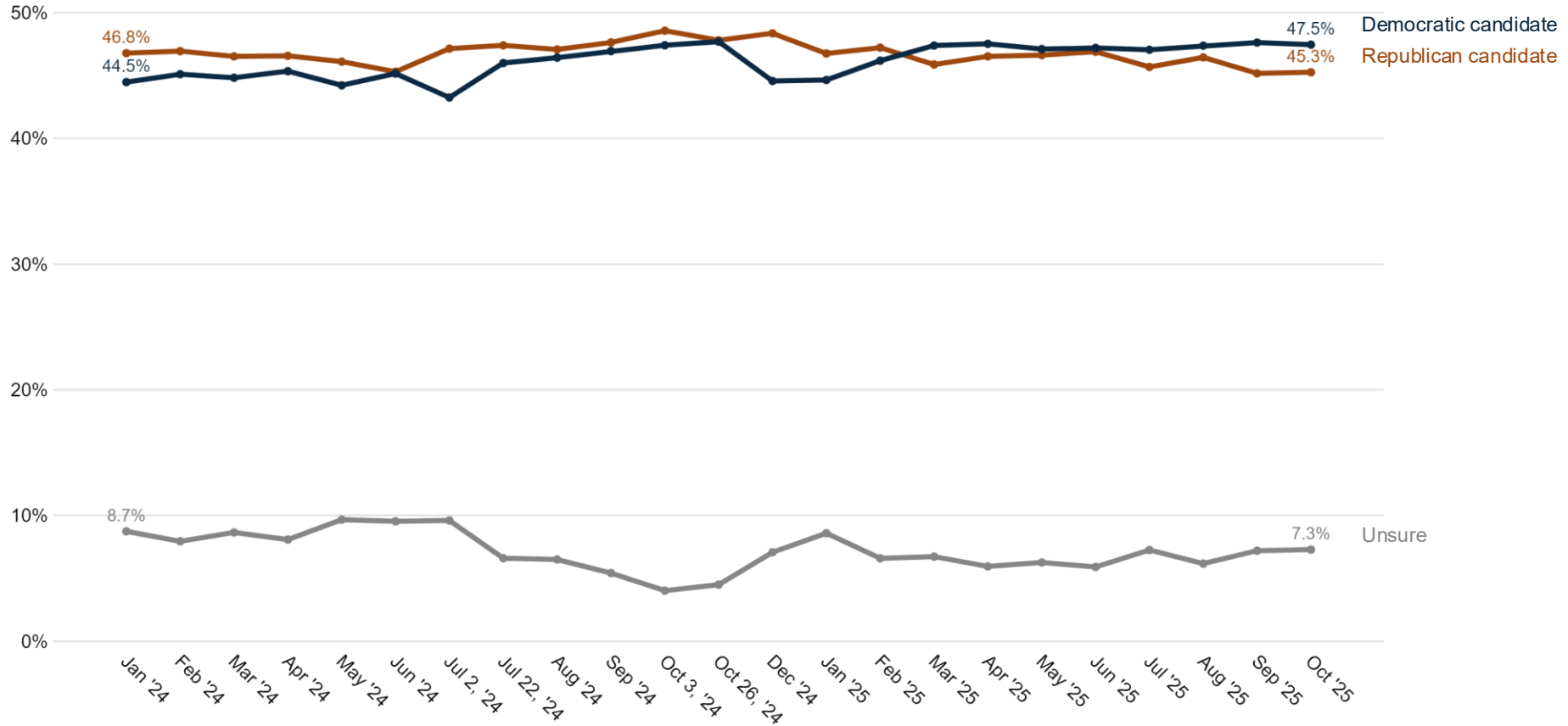
Generic Ballot



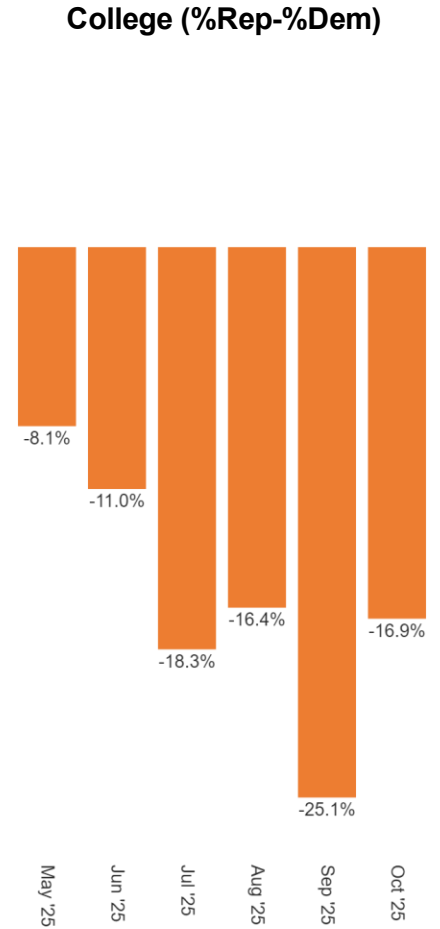
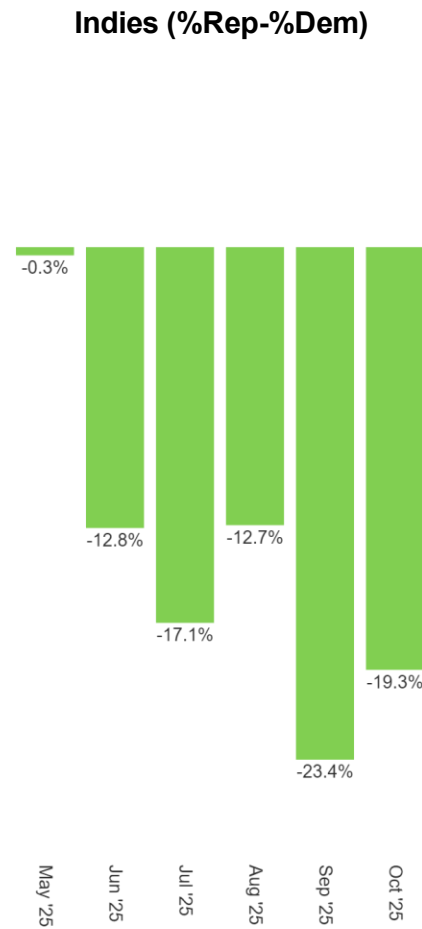
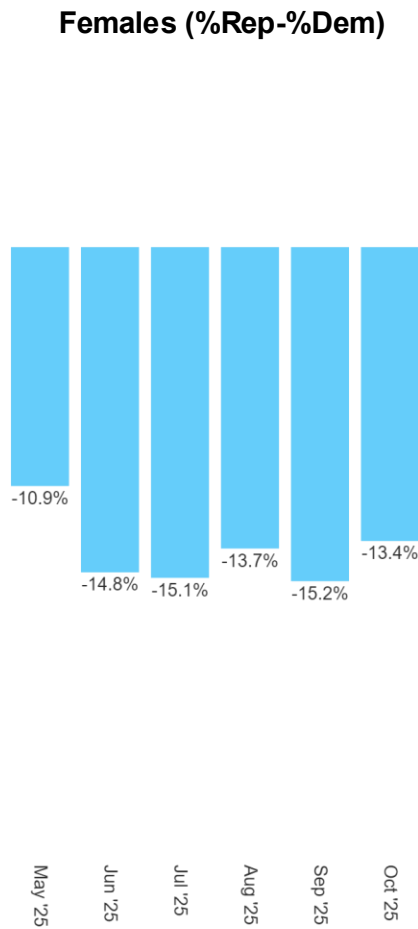
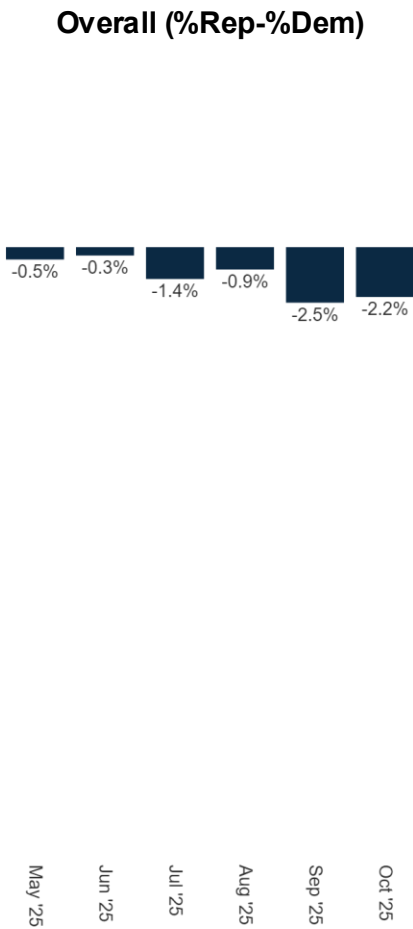
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	45%	36%	43%	49%	54%	47%	56%	47%	31%	56%	42%	38%	93%	30%	1%	86%	27%	5%	52%	13%	38%	52%	55%	58%	43%	48%	31%	41%	91%	2%	44%	48%	56%	43%	43%
Democratic candidate	47%	56%	50%	44%	38%	47%	36%	46%	62%	35%	50%	57%	3%	50%	97%	8%	62%	92%	42%	79%	54%	41%	36%	36%	50%	46%	61%	29%	3%	93%	47%	44%	34%	50%	51%
Definitely the Republican candidate	35%	26%	36%	38%	43%	35%	45%	39%	23%	44%	34%	28%	77%	16%	1%	71%	15%	4%	41%	6%	30%	39%	44%	47%	30%	41%	20%	0%	73%	1%	40%	32%	40%	32%	36%
Probably the Republican candidate	10%	10%	7%	11%	11%	11%	11%	8%	9%	12%	9%	10%	16%	15%	1%	15%	12%	1%	11%	7%	8%	13%	11%	11%	13%	7%	11%	41%	18%	1%	4%	16%	16%	10%	7%
Probably the Democratic candidate	7%	10%	5%	10%	4%	8%	6%	6%	9%	5%	8%	7%	1%	15%	9%	2%	13%	9%	5%	14%	10%	9%	5%	6%	9%	8%	7%	29%	1%	12%	18%	17%	6%	6%	5%
Definitely the Democratic candidate	40%	46%	46%	34%	34%	39%	31%	40%	53%	30%	42%	50%	2%	35%	88%	6%	48%	83%	36%	64%	44%	32%	31%	30%	40%	39%	54%	0%	2%	81%	29%	27%	28%	43%	46%
Unsure	7%	8%	7%	7%	8%	6%	8%	7%	7%	9%	7%	6%	4%	20%	2%	6%	11%	3%	6%	8%	8%	7%	9%	7%	7%	5%	8%	30%	6%	5%	9%	8%	10%	8%	6%

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 (Sep '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	0%	5%	-1%	0%	-3%	3%	-5%	-2%	5%	-3%	1%	3%	-1%	1%	-1%	0%	-1%	0%	0%	-1%	5%	6%	4%	0%	-1%	3%	-1%	4%	1%	1%	-2%	4%	4%	2%	-2%
Democratic candidate	0%	-3%	2%	2%	-2%	-3%	2%	4%	-5%	1%	0%	-2%	1%	-3%	1%	0%	2%	-2%	0%	1%	-3%	-2%	-6%	-1%	-1%	-1%	1%	-6%	0%	-1%	1%	-4%	-4%	-4%	2%
Definitely the Republican candidate	0%	3%	-1%	2%	-5%	0%	-3%	0%	2%	-3%	0%	2%	-1%	0%	0%	-1%	0%	0%	-1%	0%	3%	4%	3%	-1%	-1%	5%	-5%	0%	-1%	1%	2%	5%	2%	-1%	-2%
Probably the Republican candidate	0%	2%	0%	-2%	2%	4%	-2%	-2%	3%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	-1%	1%	2%	0%	1%	0%	-2%	4%	4%	2%	0%	-5%	0%	2%	3%	0%
Probably the Democratic candidate	-2%	-1%	-3%	-2%	-2%	-3%	-2%	-2%	-2%	0%	-2%	-6%	0%	-1%	-5%	-1%	-2%	-3%	-2%	-3%	0%	-1%	-3%	-2%	-3%	-1%	-3%	-6%	-1%	-4%	7%	4%	-3%	-5%	-3%
Definitely the Democratic candidate	2%	-2%	5%	4%	1%	0%	4%	6%	-3%	1%	2%	5%	1%	-2%	6%	1%	4%	1%	3%	4%	-3%	-1%	-3%	2%	2%	-1%	4%	0%	0%	3%	-6%	-8%	-2%	1%	5%
Unsure	0%	-2%	-1%	-2%	4%	0%	3%	-2%	0%	3%	-1%	-1%	0%	2%	-1%	0%	-1%	1%	0%	0%	-1%	-4%	2%	1%	2%	-2%	-1%	2%	0%	0%	2%	0%	1%	2%	0%

Generic Ballot by Key Voter Groups

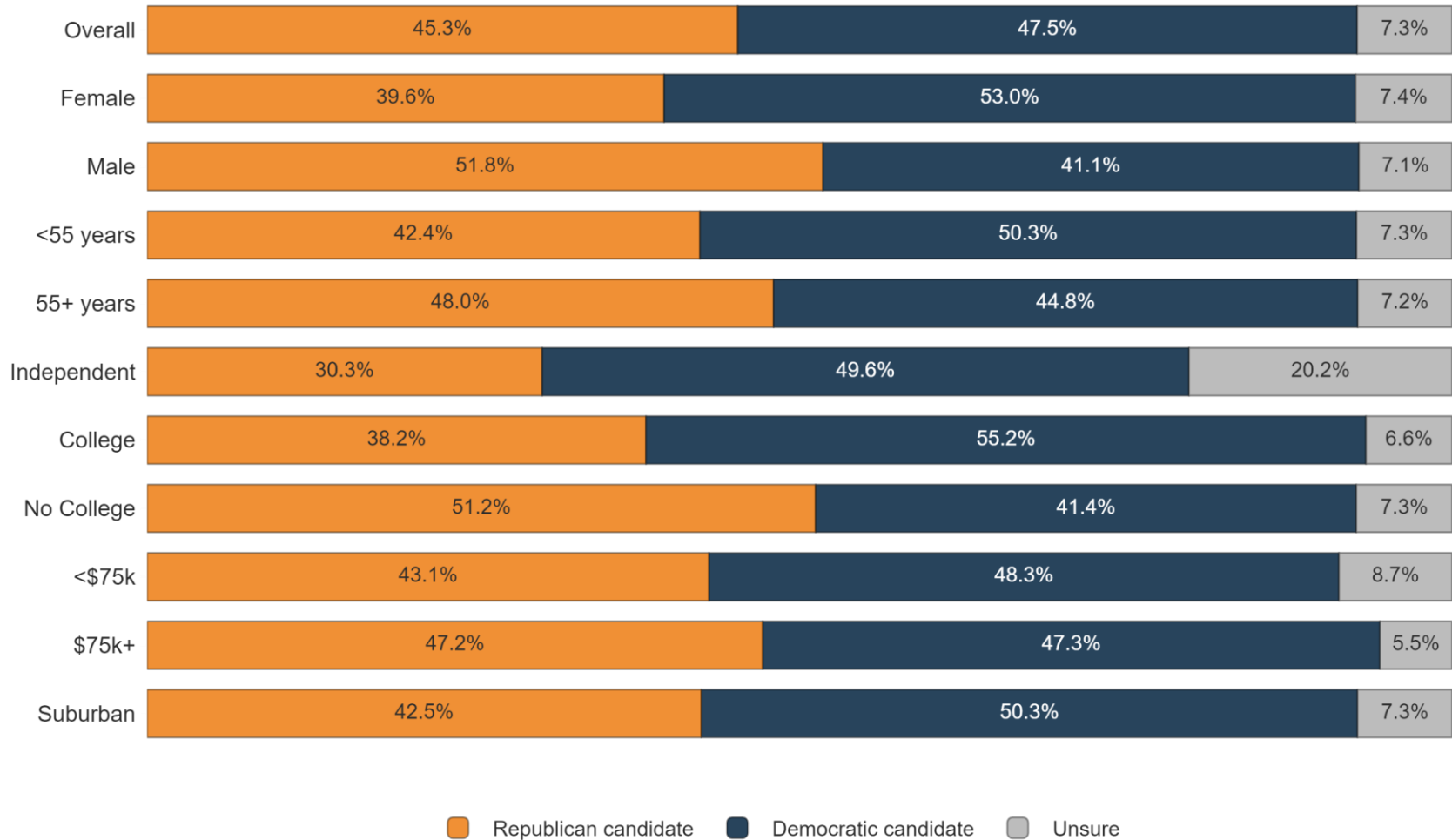


Image Tests

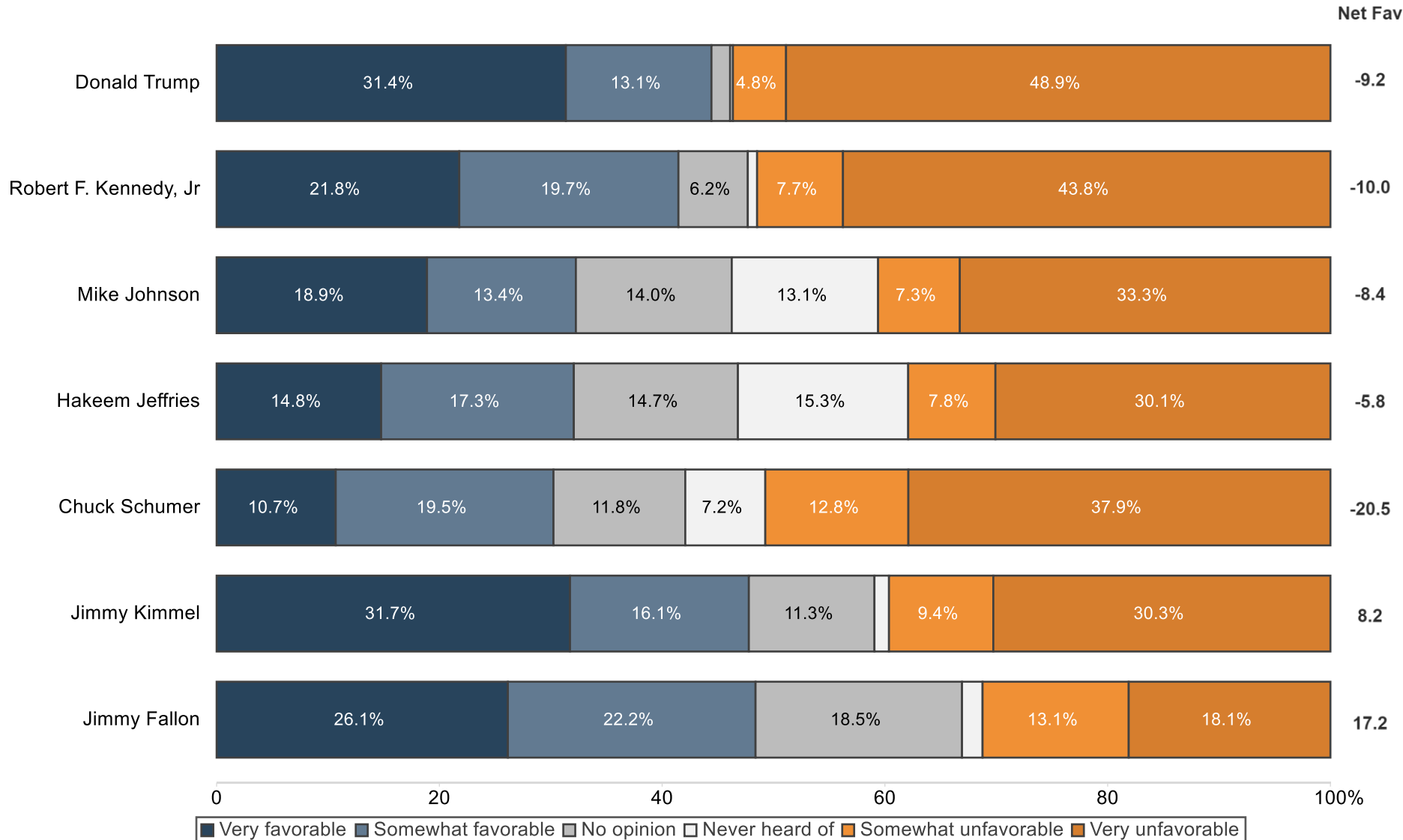


Image Tests Heatmaps

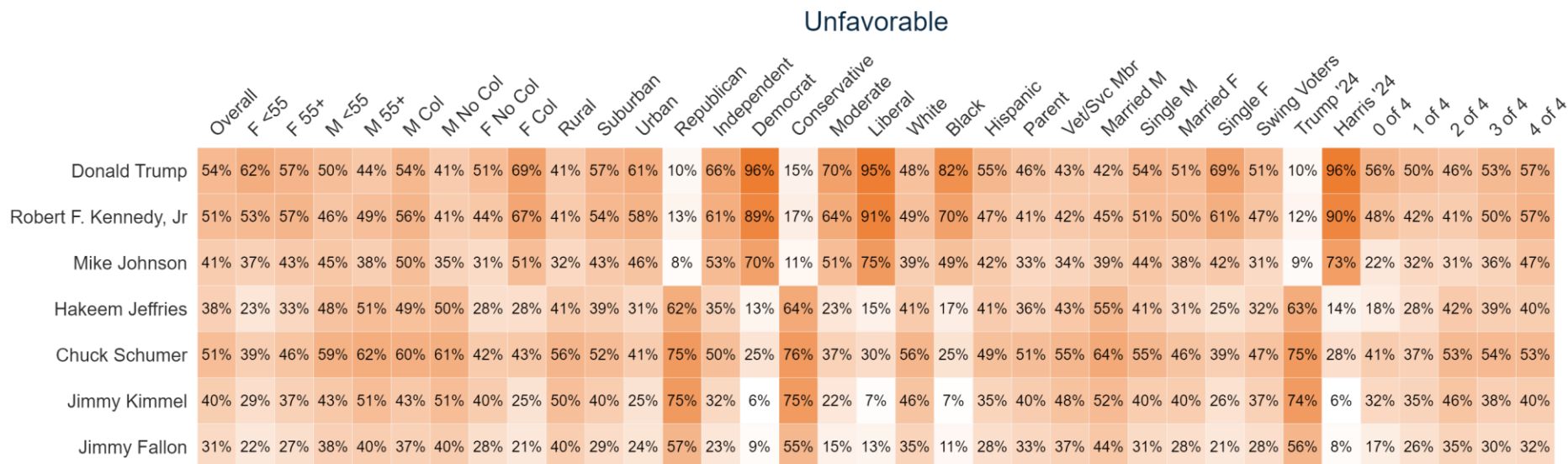
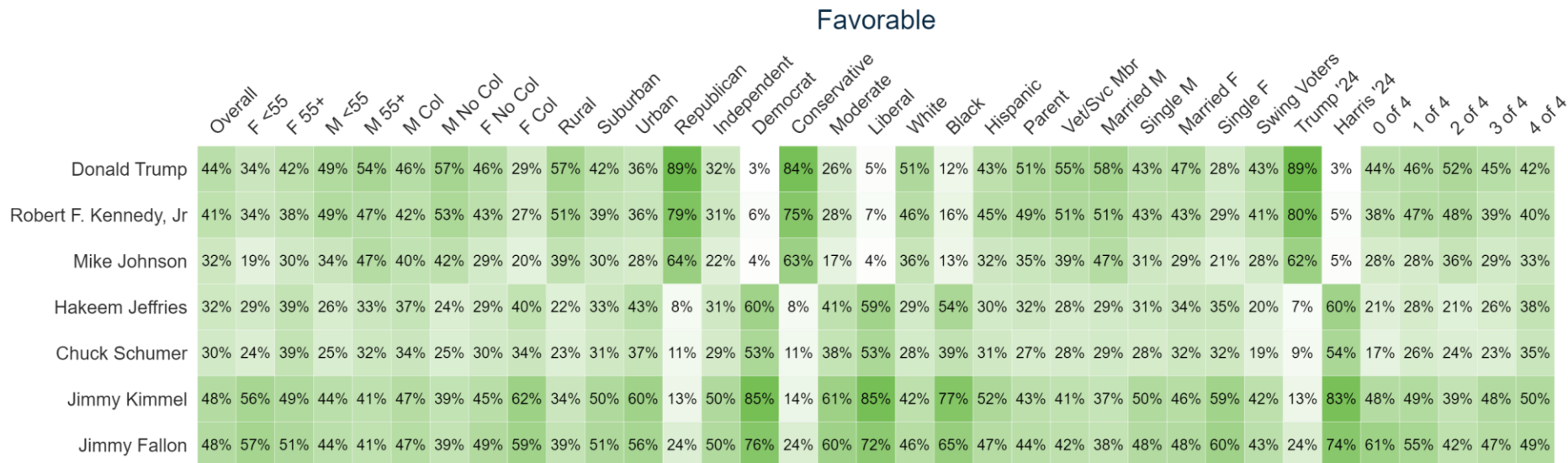


Image Tests Heatmap - Favorable

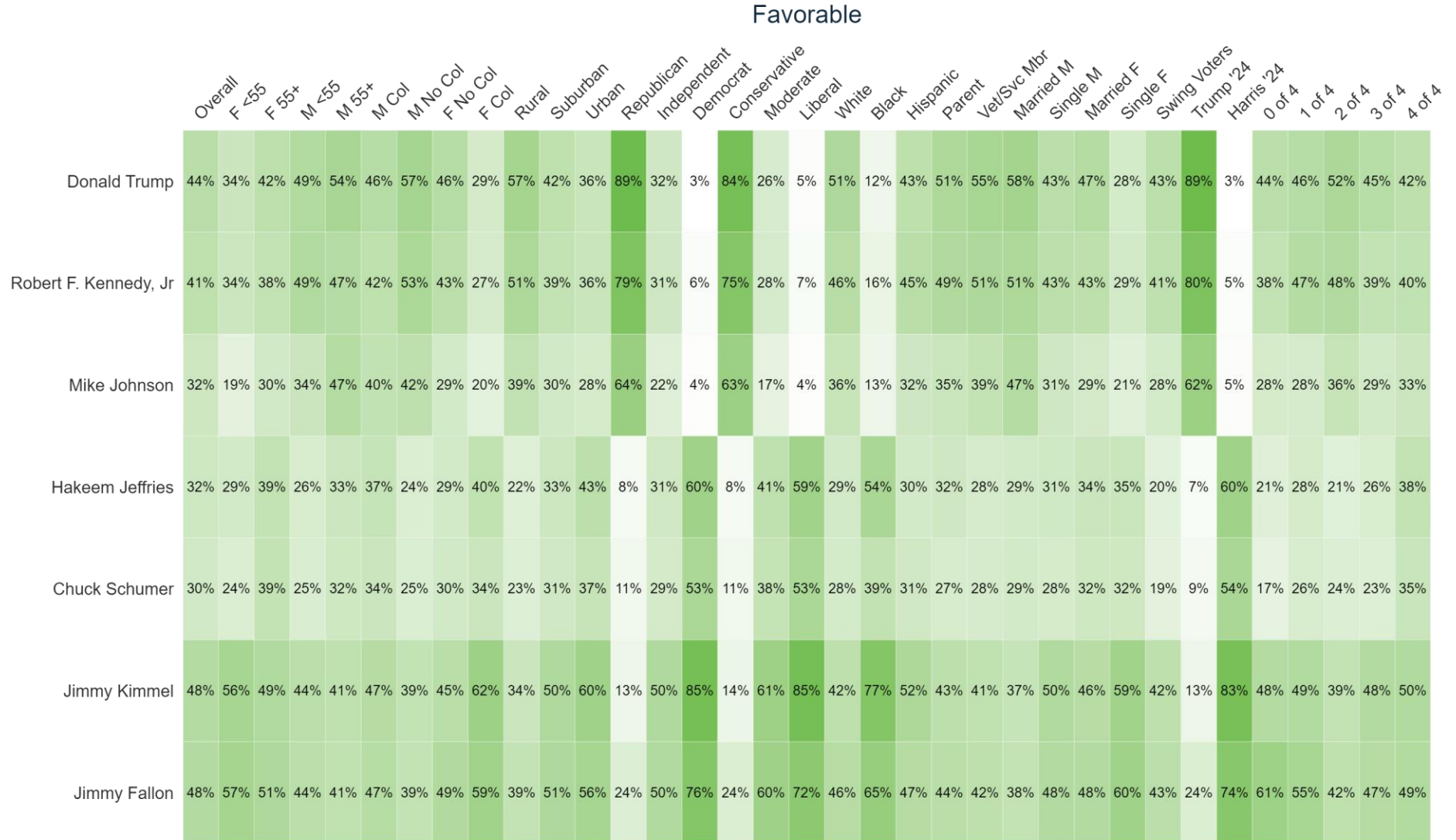


Image Tests Heatmap - Unfavorable

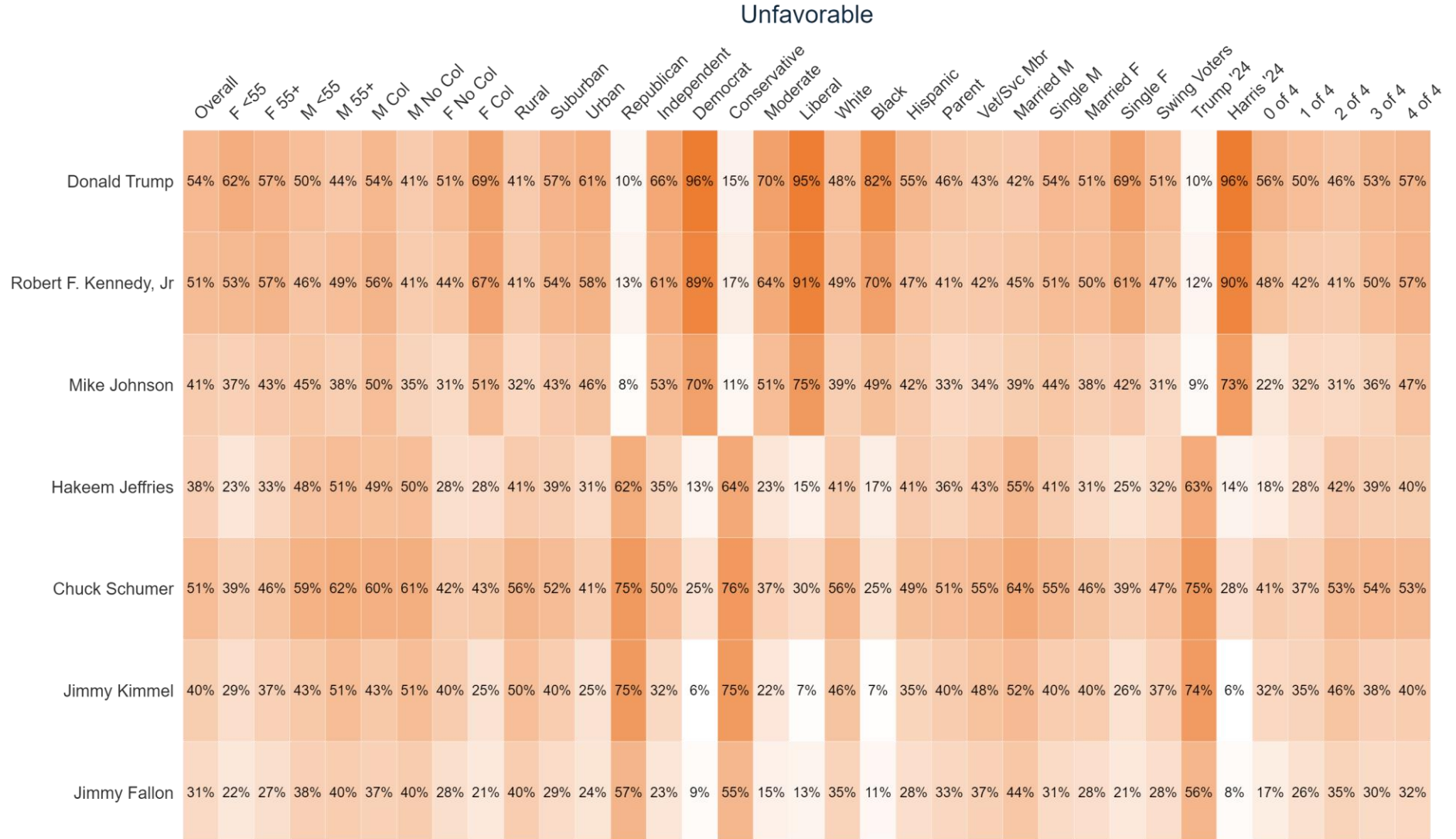
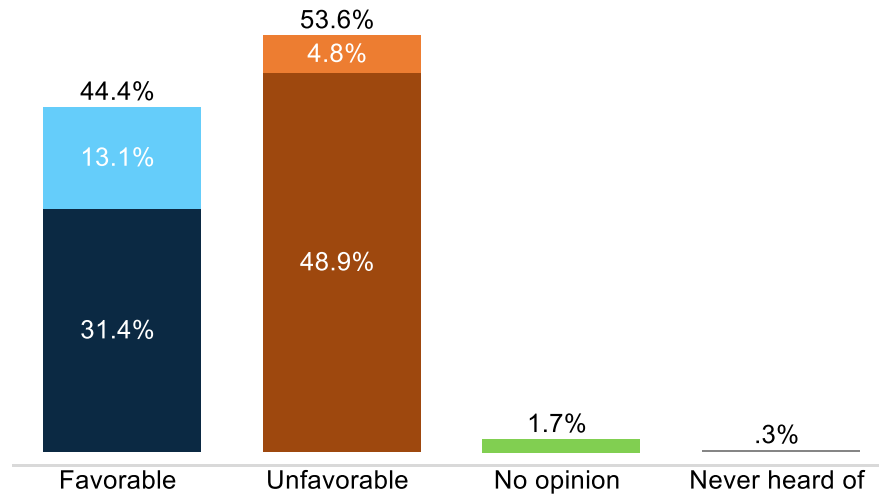


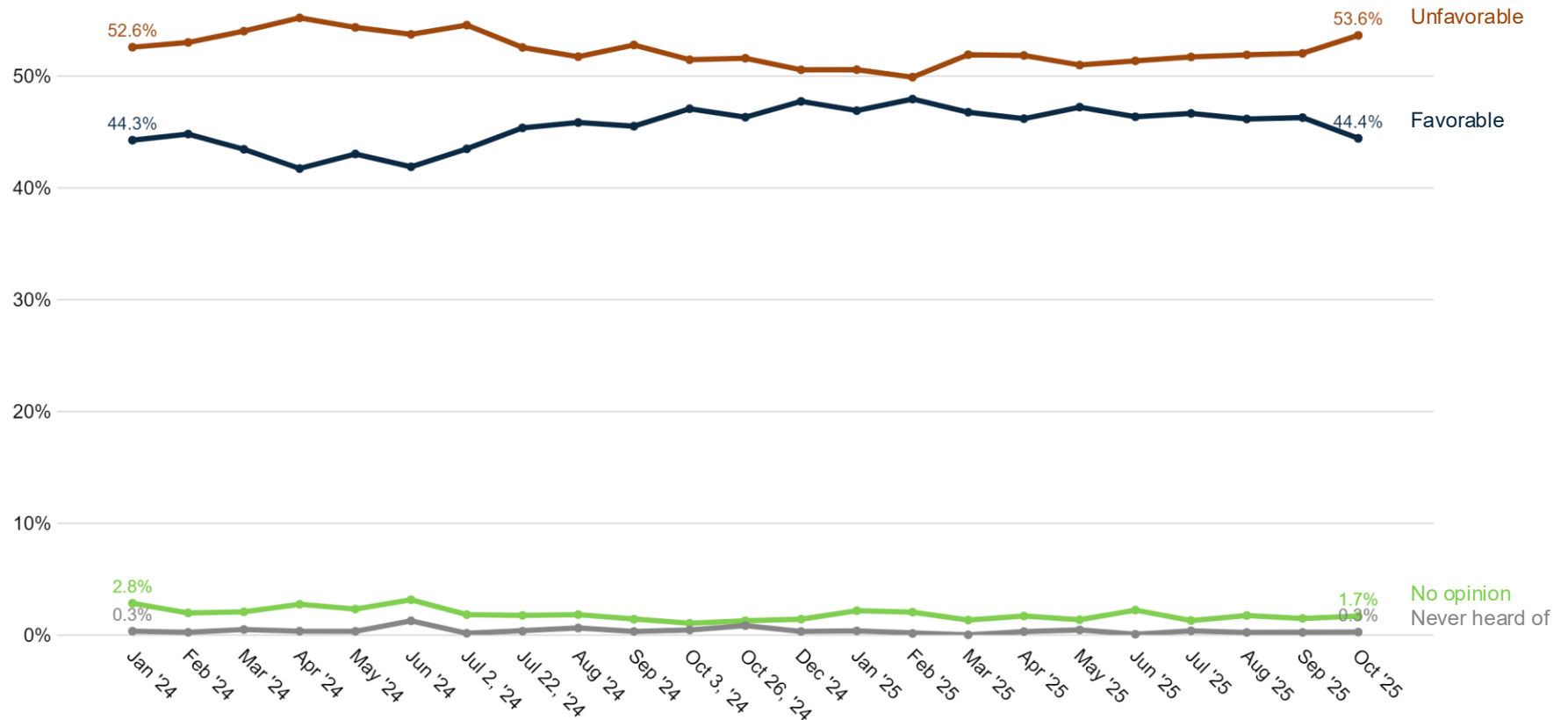
Image: Donald Trump



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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%	34%	42%	49%	54%	46%	57%	46%	29%	57%	42%	36%	89%	32%	3%	84%	26%	5%	51%	12%	43%	51%	55%	58%	43%	47%	28%	43%	89%	3%	44%	46%	52%	45%	42%
Unfavorable Total	54%	62%	57%	50%	44%	54%	41%	51%	69%	41%	57%	61%	10%	66%	96%	15%	70%	95%	48%	82%	55%	46%	43%	42%	54%	51%	69%	51%	10%	96%	56%	50%	46%	53%	57%
Very favorable	31%	23%	31%	33%	39%	29%	42%	34%	20%	44%	28%	23%	67%	17%	1%	63%	14%	3%	36%	6%	27%	34%	40%	39%	33%	34%	19%	17%	65%	1%	27%	31%	37%	30%	31%
Somewhat favorable	13%	11%	11%	15%	15%	17%	14%	13%	9%	13%	13%	12%	22%	15%	1%	21%	12%	2%	14%	6%	16%	17%	15%	19%	11%	13%	9%	26%	25%	1%	17%	15%	15%	15%	11%
Somewhat unfavorable	5%	5%	4%	6%	3%	6%	4%	5%	5%	3%	6%	4%	4%	8%	3%	5%	7%	2%	5%	5%	4%	5%	4%	4%	5%	4%	6%	13%	5%	4%	4%	8%	8%	4%	4%
Very unfavorable	49%	57%	53%	44%	41%	48%	38%	46%	64%	38%	51%	57%	6%	58%	93%	10%	63%	92%	44%	76%	51%	40%	39%	38%	48%	48%	63%	38%	5%	92%	52%	43%	37%	49%	53%
No opinion	2%	3%	1%	1%	2%	0%	2%	2%	2%	2%	1%	3%	1%	1%	3%	0%	1%	4%	3%	2%	1%	0%	3%	1%	2%	5%	1%	1%	0%	3%	2%	2%	1%		
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	0%	

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

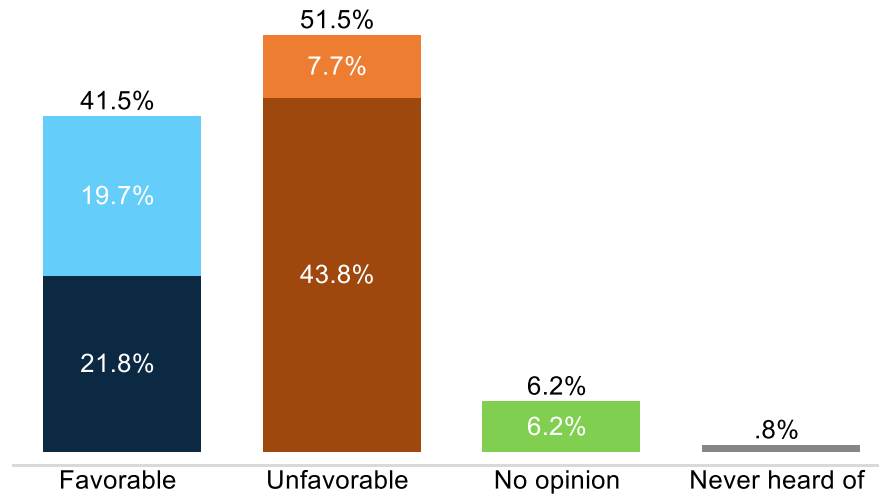
Trend: Donald Trump Image



Percent Change: Donald Trump Image (Sep '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	-2%	-1%	-3%	-3%	0%	3%	-6%	-5%	2%	0%	-1%	-6%	-1%	-2%	-3%	2%	-6%	-3%	-1%	-14%	7%	0%	4%	0%	-3%	1%	-5%	0%	0%	-2%	-12%	-4%	-6%	6%	-2%
Unfavorable Total	2%	0%	3%	3%	0%	-2%	5%	5%	-3%	-2%	2%	5%	0%	3%	3%	-2%	5%	4%	1%	11%	-8%	-1%	-5%	0%	2%	-2%	6%	-2%	1%	1%	12%	4%	4%	-6%	2%
Very favorable	-2%	-1%	-2%	1%	-3%	-2%	-1%	-3%	0%	2%	-1%	-7%	-2%	-1%	-2%	-1%	-2%	-1%	-7%	-3%	0%	4%	-4%	3%	2%	-6%	-1%	-1%	-1%	-2%	-1%	-4%	4%	-2%	
Somewhat favorable	0%	0%	0%	-4%	3%	6%	-6%	-2%	1%	-2%	0%	1%	2%	-1%	-2%	3%	-5%	-1%	0%	-6%	9%	0%	0%	4%	-7%	0%	1%	1%	1%	-1%	-11%	-3%	-2%	3%	1%
Somewhat unfavorable	1%	1%	1%	1%	-1%	2%	-2%	2%	0%	-1%	2%	0%	0%	3%	-1%	0%	1%	0%	1%	1%	0%	-1%	0%	-1%	1%	0%	2%	0%	2%	0%	4%	2%	5%	-2%	0%
Very unfavorable	1%	-1%	2%	3%	1%	-4%	7%	3%	-3%	-1%	0%	5%	0%	0%	4%	-2%	4%	3%	0%	10%	-8%	0%	-5%	1%	2%	-2%	3%	-2%	0%	2%	9%	2%	-1%	-4%	2%
No opinion	0%	0%	0%	0%	1%	-1%	1%	-1%	1%	2%	-1%	1%	0%	0%	1%	0%	1%	0%	0%	2%	1%	0%	0%	-1%	2%	1%	-1%	1%	-1%	0%	0%	-1%	1%	0%	0%
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%

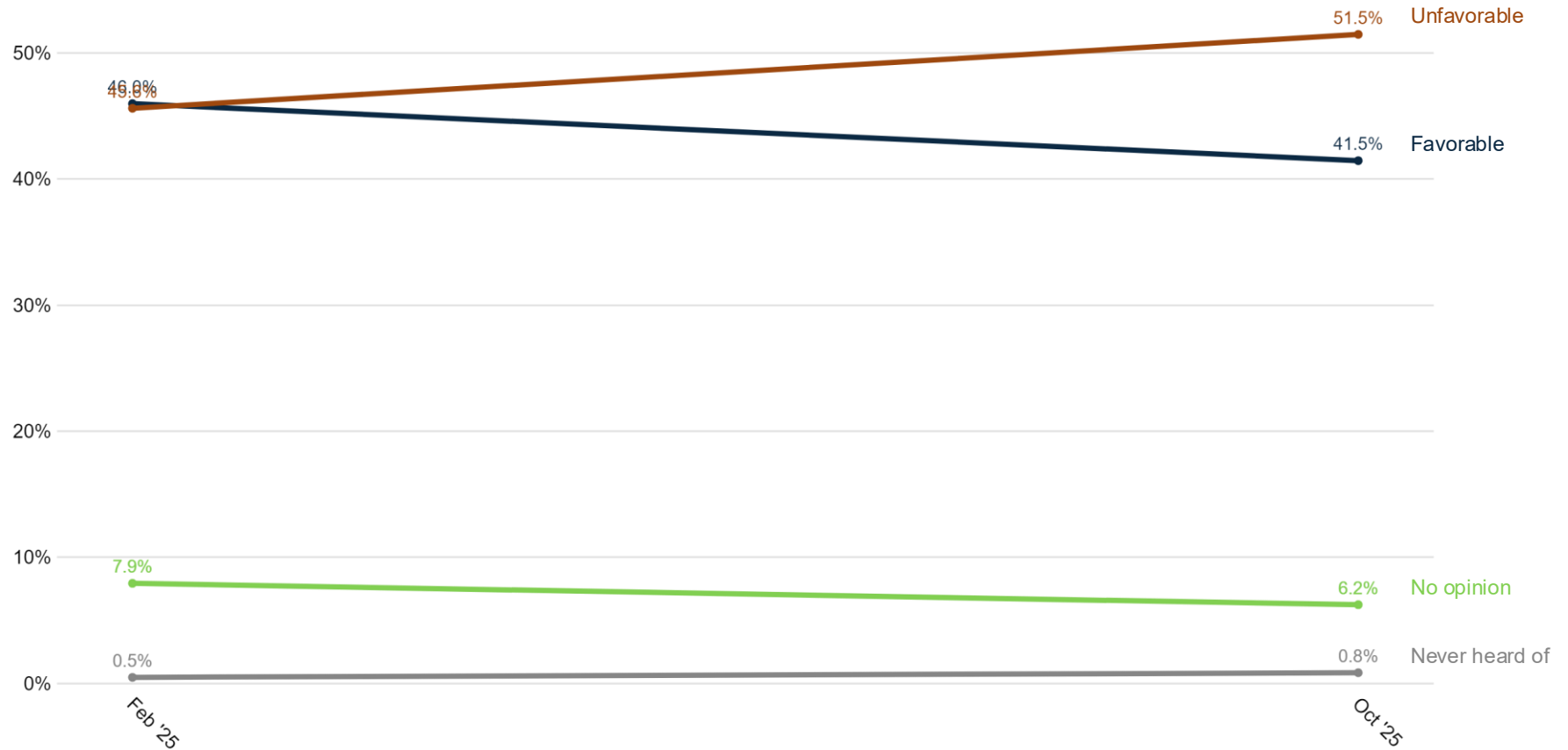
Image: Robert F. Kennedy, Jr



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	41%	34%	38%	49%	47%	42%	53%	43%	27%	51%	39%	36%	79%	31%	6%	75%	28%	7%	46%	16%	45%	49%	51%	51%	43%	43%	29%	41%	80%	5%	38%	47%	48%	39%	40%
Unfavorable Total	51%	53%	57%	46%	49%	56%	41%	44%	67%	41%	54%	58%	13%	61%	89%	17%	64%	91%	49%	70%	47%	41%	42%	45%	51%	50%	61%	47%	12%	90%	48%	42%	41%	50%	57%
Very favorable	22%	18%	20%	28%	23%	19%	31%	22%	15%	27%	20%	19%	42%	14%	4%	42%	11%	4%	23%	6%	32%	28%	25%	29%	20%	22%	16%	15%	42%	3%	19%	21%	25%	20%	22%
Somewhat favorable	20%	16%	19%	21%	24%	23%	22%	22%	12%	25%	18%	17%	37%	17%	2%	34%	17%	2%	23%	10%	13%	21%	26%	22%	23%	21%	13%	26%	37%	2%	19%	26%	24%	18%	18%
Somewhat unfavorable	8%	8%	6%	7%	10%	10%	7%	6%	9%	7%	9%	7%	8%	11%	6%	9%	8%	6%	8%	9%	5%	9%	8%	9%	7%	6%	8%	16%	7%	7%	13%	12%	8%	6%	7%
Very unfavorable	44%	45%	51%	39%	39%	46%	34%	39%	58%	35%	46%	51%	5%	50%	84%	8%	55%	85%	41%	62%	42%	32%	34%	36%	43%	43%	53%	31%	5%	82%	35%	30%	33%	44%	50%
No opinion	6%	11%	5%	6%	4%	2%	6%	11%	4%	7%	6%	6%	7%	7%	4%	7%	7%	2%	5%	12%	8%	8%	6%	4%	6%	7%	9%	10%	7%	5%	14%	8%	10%	11%	3%
Never heard of	1%	3%	0%	0%	0%	0%	0%	2%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	2%	0%	2%	1%	0%	0%	1%	2%	2%	1%	0%	0%	3%	1%	1%	0%

Do you have a favorable or unfavorable opinion of Robert F. Kennedy, Jr?

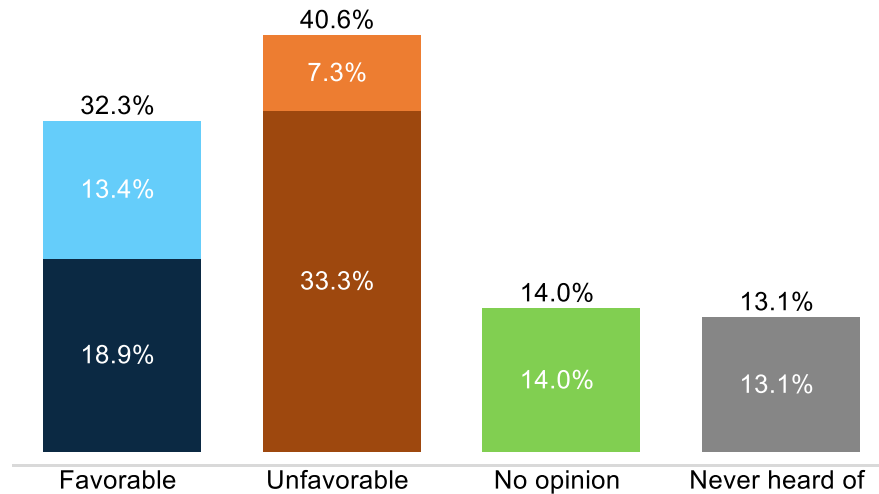
Trend: Robert F. Kennedy, Jr Image



Percent Change: Robert F. Kennedy, Jr Image (Feb '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	-5%	-8%	-5%	-2%	-2%	3%	-7%	-3%	-10%	-6%	-4%	-4%	1%	-5%	-11%	0%	-9%	-6%	-2%	-23%	2%	-2%	4%	-2%	-2%	-5%	-9%	-5%	1%	-8%	-10%	-2%	1%	-3%	-6%
Unfavorable Total	6%	10%	5%	3%	4%	-2%	10%	4%	11%	6%	5%	7%	-2%	9%	13%	-1%	13%	8%	3%	29%	0%	2%	-3%	3%	5%	4%	12%	6%	-1%	10%	25%	10%	-2%	0%	7%
Very favorable	-2%	-6%	-6%	2%	3%	3%	2%	-4%	-7%	-4%	-1%	0%	0%	-2%	-3%	0%	-2%	-2%	-2%	-12%	11%	1%	2%	8%	-4%	-6%	-5%	-1%	0%	-3%	3%	-2%	2%	-3%	-2%
Somewhat favorable	-3%	-2%	0%	-4%	-6%	0%	-9%	1%	-4%	-3%	-3%	-4%	2%	-3%	-8%	1%	-7%	-4%	0%	-11%	-9%	-3%	3%	-9%	2%	1%	-4%	-3%	1%	-5%	-13%	0%	-1%	-1%	-3%
Somewhat unfavorable	-1%	-1%	-3%	-4%	3%	1%	-2%	-5%	2%	-1%	0%	-4%	0%	0%	-4%	0%	-2%	-3%	-1%	0%	-3%	0%	0%	1%	-4%	-1%	-3%	2%	0%	-3%	10%	2%	-4%	-7%	0%
Very unfavorable	7%	11%	8%	7%	2%	-3%	12%	8%	9%	7%	6%	11%	-3%	9%	17%	-1%	15%	11%	4%	29%	3%	1%	-3%	1%	8%	5%	14%	4%	0%	14%	15%	8%	2%	7%	8%
No opinion	-2%	-3%	0%	-2%	-2%	-1%	-3%	-1%	-2%	0%	-2%	-3%	0%	-3%	-3%	1%	-4%	-3%	-1%	-5%	-1%	-1%	-2%	-1%	-2%	-1%	-3%	-2%	-1%	-2%	-11%	-9%	0%	3%	-1%
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	-1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	-4%	2%	1%	0%	0%

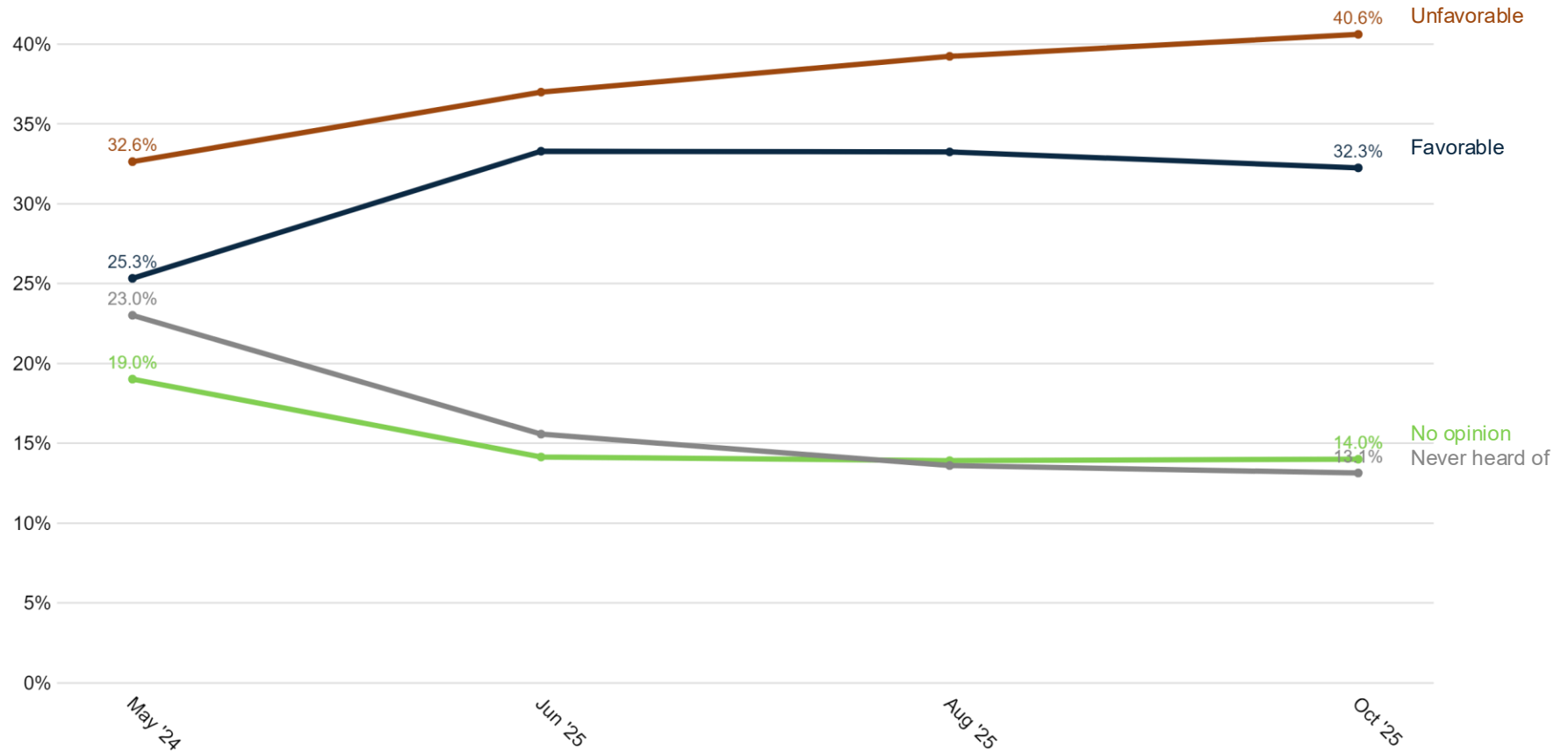
Image: Mike Johnson



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	32%	19%	30%	34%	47%	40%	42%	29%	20%	39%	30%	28%	64%	22%	4%	63%	17%	4%	36%	13%	32%	35%	39%	47%	31%	29%	21%	28%	62%	5%	28%	28%	36%	29%	33%
Unfavorable Total	41%	37%	43%	45%	38%	50%	35%	31%	51%	32%	43%	46%	8%	53%	70%	11%	51%	75%	39%	49%	42%	33%	34%	39%	44%	38%	42%	31%	9%	73%	22%	32%	31%	36%	47%
Very favorable	19%	9%	21%	17%	30%	20%	27%	17%	13%	24%	18%	13%	41%	8%	1%	40%	6%	2%	23%	6%	13%	17%	26%	29%	15%	18%	11%	9%	38%	2%	13%	13%	22%	18%	20%
Somewhat favorable	13%	10%	10%	17%	17%	20%	15%	12%	7%	15%	12%	15%	23%	13%	3%	22%	11%	2%	14%	7%	19%	18%	13%	18%	16%	10%	10%	19%	24%	3%	15%	14%	15%	11%	14%
Somewhat unfavorable	7%	6%	5%	14%	6%	8%	10%	3%	8%	6%	7%	9%	5%	12%	7%	7%	9%	7%	7%	8%	6%	8%	10%	8%	12%	6%	4%	14%	6%	9%	4%	12%	8%	7%	7%
Very unfavorable	33%	31%	38%	31%	33%	41%	25%	27%	43%	26%	35%	38%	3%	41%	63%	5%	41%	68%	31%	41%	35%	24%	24%	32%	32%	32%	38%	17%	3%	64%	18%	20%	24%	29%	40%
No opinion	14%	19%	15%	11%	10%	8%	12%	20%	14%	13%	14%	14%	16%	13%	12%	15%	16%	9%	13%	17%	14%	17%	15%	8%	13%	17%	16%	20%	16%	12%	18%	19%	15%	16%	12%
Never heard of	13%	25%	12%	10%	4%	3%	11%	21%	15%	15%	13%	12%	12%	13%	13%	11%	16%	11%	12%	20%	12%	15%	11%	5%	11%	16%	21%	21%	13%	11%	33%	21%	17%	19%	8%

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

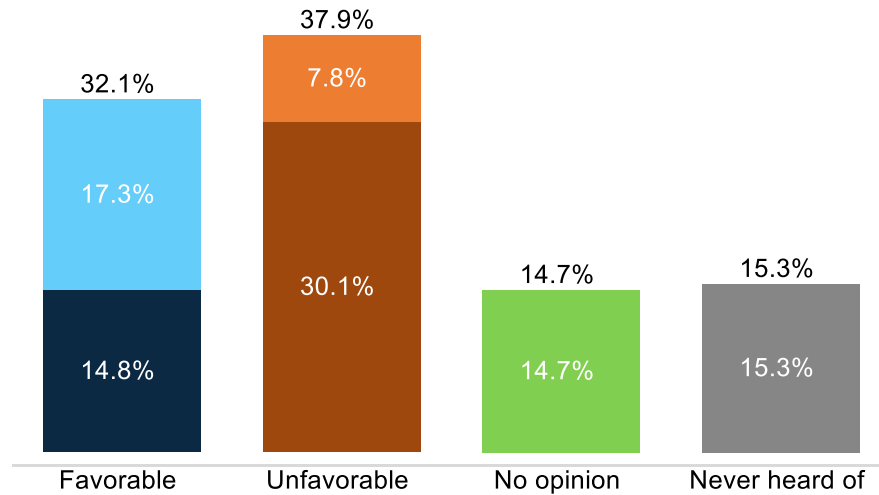
Trend: Mike Johnson Image



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

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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%	1%	1%	-1%	0%	-1%	-1%	-2%	0%	-3%	2%	3%	0%	-5%	4%	-3%	-4%	0%	-7%	5%	3%	6%	0%	1%	-3%	-1%	2%	2%	-4%	10%	-1%	12%	-2%	-4%
Unfavorable Total	1%	1%	2%	2%	1%	2%	3%	2%	-1%	1%	3%	-3%	-4%	-2%	8%	-3%	2%	6%	0%	10%	0%	-5%	-5%	3%	-1%	0%	3%	-6%	-3%	5%	-10%	-5%	-3%	-1%	5%
Very favorable	1%	-4%	1%	5%	2%	2%	5%	-2%	0%	3%	-1%	2%	4%	0%	-2%	5%	-1%	-1%	2%	-1%	-2%	2%	8%	6%	0%	-2%	-2%	1%	3%	-1%	-1%	-3%	14%	2%	-1%
Somewhat favorable	-2%	0%	0%	-5%	-3%	-1%	-5%	1%	-2%	-4%	-2%	1%	-1%	0%	-4%	-1%	-2%	-2%	-2%	-5%	6%	1%	-2%	-6%	1%	-1%	1%	1%	0%	-3%	11%	2%	-2%	-4%	-2%
Somewhat unfavorable	-1%	-1%	-3%	1%	-1%	-2%	1%	-5%	1%	-1%	-1%	-1%	-2%	-1%	0%	0%	-3%	0%	0%	-4%	-8%	-3%	2%	-2%	3%	-1%	-3%	0%	-2%	0%	-21%	1%	1%	-4%	-1%
Very unfavorable	2%	1%	5%	2%	2%	3%	1%	7%	-3%	3%	4%	-2%	-1%	-1%	8%	-3%	5%	5%	-1%	14%	8%	-2%	-7%	5%	-3%	1%	6%	-6%	-1%	5%	10%	-5%	-4%	3%	5%
No opinion	0%	3%	0%	-4%	1%	0%	-4%	1%	2%	-2%	0%	3%	1%	-1%	0%	1%	-1%	0%	1%	-6%	-1%	1%	1%	-1%	-2%	2%	0%	1%	0%	1%	-1%	3%	-6%	0%	1%
Never heard of	0%	0%	-2%	1%	-1%	-3%	2%	-2%	1%	1%	0%	-2%	0%	3%	-2%	-1%	2%	-2%	-1%	2%	-3%	1%	-2%	-1%	2%	0%	-2%	3%	0%	-2%	1%	2%	-3%	4%	-2%

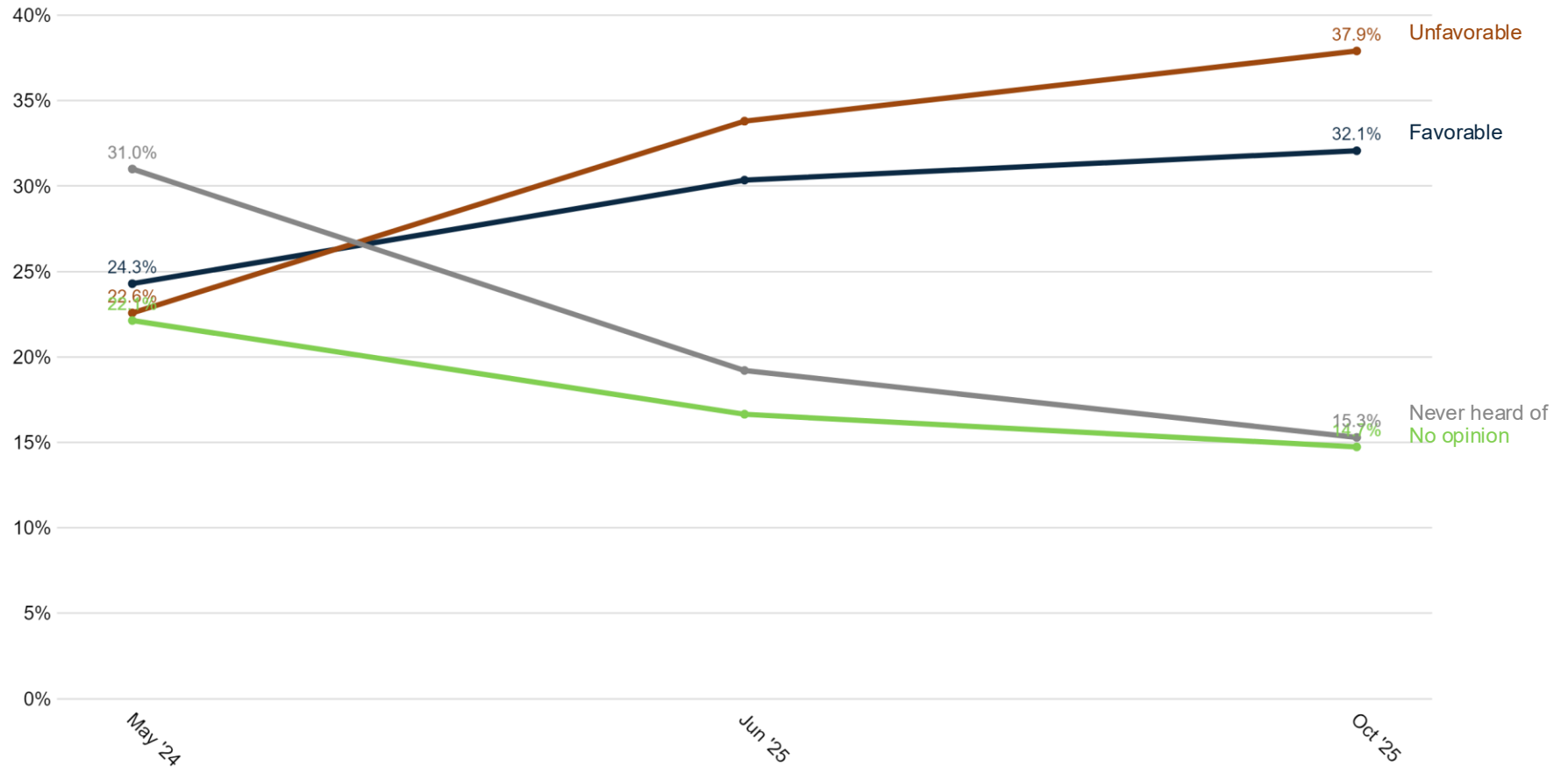
Image: Hakeem Jeffries



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	32%	29%	39%	26%	33%	37%	24%	29%	40%	22%	33%	43%	8%	31%	60%	8%	41%	59%	29%	54%	30%	32%	28%	29%	31%	34%	35%	20%	7%	60%	21%	28%	21%	26%	38%
Unfavorable Total	38%	23%	33%	48%	51%	49%	50%	28%	28%	41%	39%	31%	62%	35%	13%	64%	23%	15%	41%	17%	41%	36%	43%	55%	41%	31%	25%	32%	63%	14%	18%	28%	42%	39%	40%
Very favorable	15%	12%	21%	9%	16%	13%	12%	17%	17%	11%	15%	18%	2%	11%	32%	4%	19%	27%	12%	31%	14%	13%	13%	12%	13%	16%	18%	5%	2%	29%	9%	14%	6%	11%	18%
Somewhat favorable	17%	17%	17%	18%	17%	24%	12%	12%	23%	11%	18%	24%	6%	19%	28%	5%	22%	32%	17%	23%	15%	19%	15%	18%	17%	18%	17%	15%	5%	31%	12%	14%	15%	15%	20%
Somewhat unfavorable	8%	8%	6%	11%	7%	10%	9%	3%	10%	7%	7%	12%	7%	11%	7%	8%	8%	8%	6%	8%	9%	8%	10%	7%	6%	8%	12%	8%	7%	0%	6%	8%	8%	8%	
Very unfavorable	30%	15%	27%	36%	44%	39%	41%	24%	18%	34%	32%	19%	55%	24%	6%	57%	15%	7%	33%	11%	33%	26%	36%	45%	33%	25%	18%	20%	55%	7%	18%	22%	34%	31%	31%
No opinion	15%	19%	18%	11%	10%	9%	12%	21%	15%	17%	14%	13%	16%	16%	12%	15%	16%	12%	15%	11%	14%	14%	16%	9%	12%	20%	15%	21%	15%	13%	19%	17%	14%	16%	14%
Never heard of	15%	29%	11%	15%	6%	5%	14%	22%	17%	19%	14%	13%	13%	18%	16%	12%	20%	14%	15%	18%	16%	19%	13%	6%	16%	15%	25%	26%	15%	13%	42%	27%	22%	20%	9%

Do you have a favorable or unfavorable opinion of Hakeem Jeffries?

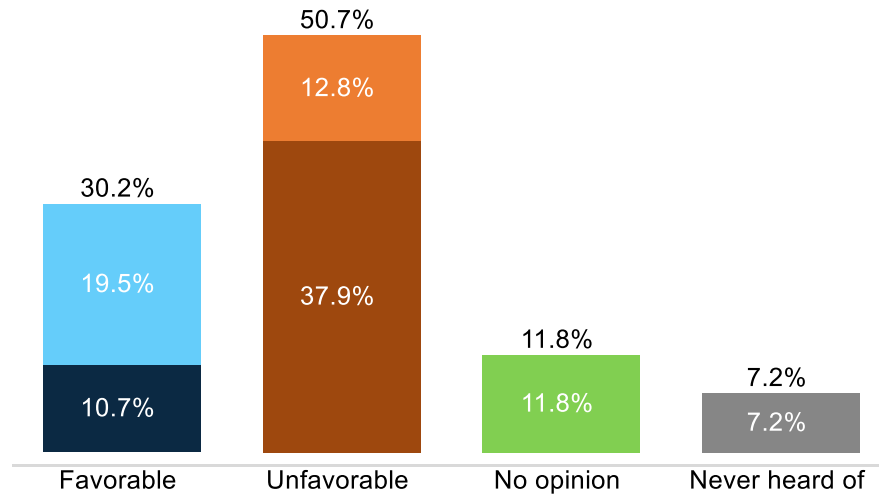
Trend: Hakeem Jeffries Image



Percent Change: Hakeem Jeffries Image (Jun '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	2%	7%	3%	-6%	2%	-1%	-1%	7%	2%	-1%	4%	-2%	-4%	2%	9%	-3%	7%	6%	-1%	16%	4%	2%	-3%	0%	-5%	7%	3%	-3%	-5%	8%	8%	-2%	-3%	-6%	5%
Unfavorable Total	4%	3%	3%	12%	0%	7%	5%	0%	6%	2%	4%	7%	6%	2%	2%	7%	2%	1%	4%	-4%	13%	6%	9%	7%	3%	1%	4%	2%	6%	2%	-3%	3%	18%	6%	0%
Very favorable	1%	4%	0%	-2%	2%	-2%	2%	5%	-2%	-1%	2%	2%	-1%	0%	5%	-1%	5%	1%	-2%	11%	4%	2%	-1%	0%	-1%	4%	1%	0%	-1%	2%	9%	1%	-4%	-2%	3%
Somewhat favorable	1%	3%	3%	-4%	0%	1%	-4%	2%	4%	0%	3%	-3%	-2%	1%	4%	-2%	2%	5%	1%	5%	0%	0%	-2%	-1%	-4%	4%	3%	-3%	-4%	6%	-1%	-2%	0%	-4%	3%
Somewhat unfavorable	-1%	-3%	1%	-2%	-1%	-1%	-1%	-4%	3%	-2%	-2%	3%	-3%	-2%	1%	-1%	-3%	0%	0%	-4%	-5%	-4%	-1%	0%	-3%	-1%	0%	0%	-1%	0%	-15%	-6%	2%	1%	0%
Very unfavorable	5%	5%	2%	14%	0%	8%	6%	4%	3%	4%	6%	4%	8%	4%	1%	7%	5%	1%	4%	0%	18%	10%	10%	7%	7%	2%	4%	3%	8%	2%	11%	9%	16%	5%	1%
No opinion	-2%	-5%	1%	-4%	1%	-1%	-3%	-3%	-1%	-1%	-2%	-2%	3%	-3%	-7%	2%	-6%	-3%	1%	-8%	-10%	-5%	-1%	-3%	1%	1%	-7%	-1%	2%	-5%	-10%	-7%	-11%	2%	1%
Never heard of	-4%	-5%	-6%	-2%	-2%	-4%	-1%	-4%	-7%	0%	-6%	-4%	-5%	-1%	-4%	-5%	-4%	-4%	-4%	-4%	-8%	-2%	-5%	-4%	0%	-10%	-1%	2%	-3%	-5%	4%	6%	-4%	-3%	-6%

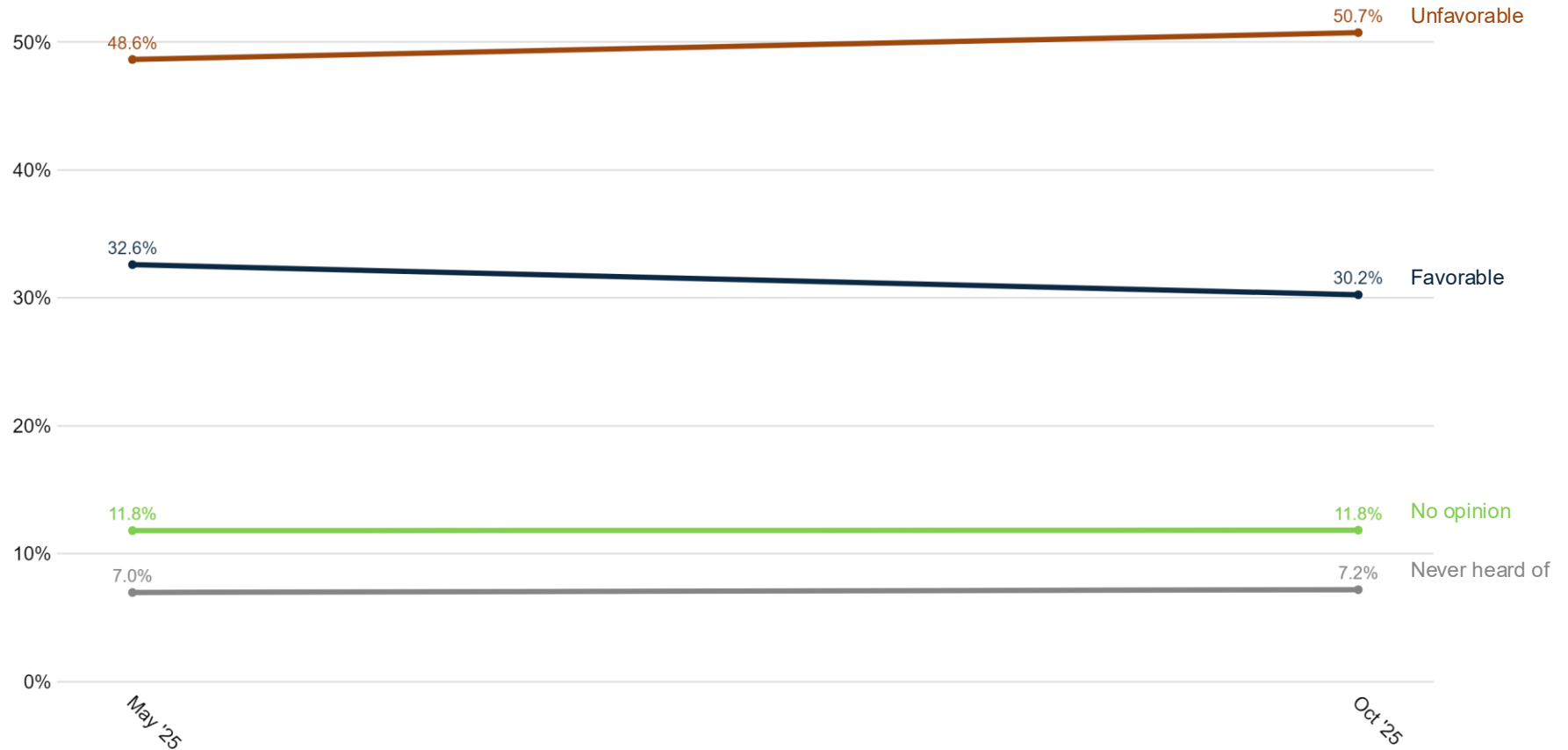
Image: Chuck Schumer



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	30%	24%	39%	25%	32%	34%	25%	30%	34%	23%	31%	37%	11%	29%	53%	11%	38%	53%	28%	39%	31%	27%	28%	29%	28%	32%	32%	19%	9%	54%	17%	26%	24%	23%	35%
Unfavorable Total	51%	39%	46%	59%	62%	60%	61%	42%	43%	56%	52%	41%	75%	50%	25%	76%	37%	30%	56%	25%	49%	51%	55%	64%	55%	46%	39%	47%	75%	28%	41%	37%	53%	54%	53%
Very favorable	11%	6%	16%	8%	12%	10%	10%	13%	10%	9%	11%	13%	3%	7%	23%	3%	13%	20%	9%	14%	16%	7%	9%	9%	10%	12%	11%	3%	2%	20%	0%	9%	7%	11%	12%
Somewhat favorable	20%	18%	22%	17%	20%	24%	15%	17%	24%	14%	20%	24%	8%	22%	31%	8%	25%	34%	19%	25%	15%	20%	19%	20%	18%	20%	20%	16%	7%	33%	17%	17%	17%	12%	23%
Somewhat unfavorable	13%	16%	10%	14%	11%	14%	11%	9%	18%	11%	13%	15%	9%	17%	15%	8%	16%	17%	13%	11%	15%	17%	12%	12%	13%	14%	14%	16%	8%	17%	7%	10%	14%	17%	12%
Very unfavorable	38%	22%	36%	45%	51%	46%	50%	32%	25%	45%	39%	26%	66%	33%	10%	67%	20%	13%	43%	14%	34%	34%	44%	53%	41%	33%	25%	31%	67%	11%	34%	27%	39%	37%	41%
No opinion	12%	20%	11%	9%	6%	5%	9%	16%	15%	14%	10%	13%	10%	15%	11%	9%	16%	10%	11%	19%	9%	14%	10%	6%	10%	16%	15%	21%	11%	11%	5%	19%	14%	14%	9%
Never heard of	7%	17%	4%	7%	1%	1%	5%	12%	8%	7%	7%	10%	4%	7%	11%	4%	10%	7%	5%	16%	11%	8%	7%	1%	8%	6%	15%	12%	5%	7%	37%	18%	9%	9%	3%

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

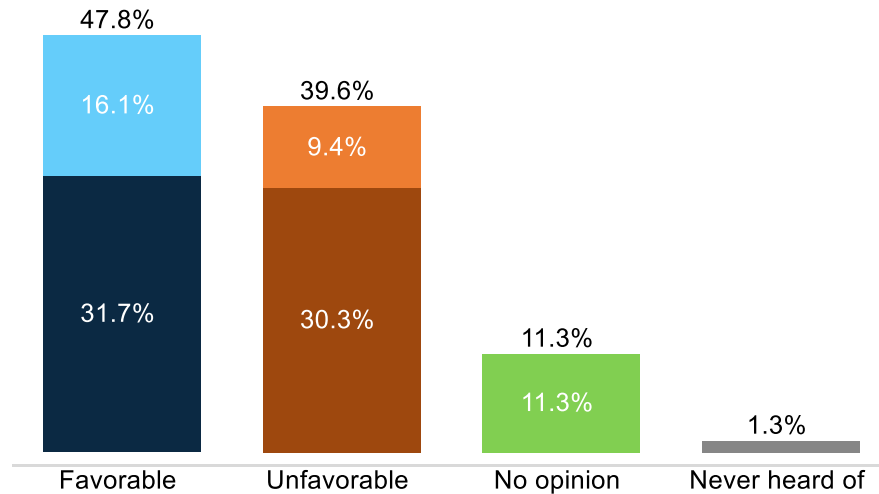
Trend: Chuck Schumer Image



Percent Change: Chuck Schumer Image (May '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	-2%	-2%	4%	-15%	2%	-7%	-4%	4%	-3%	-3%	1%	-8%	-5%	4%	-1%	-6%	1%	0%	-3%	-4%	1%	-9%	-5%	-8%	-4%	4%	-2%	-7%	-5%	2%	-17%	-5%	-4%	-8%	1%
Unfavorable Total	2%	1%	-4%	15%	-2%	8%	4%	0%	-3%	0%	2%	6%	7%	-7%	0%	7%	-2%	0%	3%	-2%	9%	13%	6%	9%	2%	-3%	0%	1%	6%	-1%	21%	-2%	7%	2%	-1%
Very favorable	0%	-3%	4%	-6%	3%	-3%	1%	2%	-1%	1%	1%	-3%	-4%	3%	3%	-4%	4%	2%	0%	-8%	10%	-6%	-2%	-1%	-2%	3%	-2%	-1%	-3%	4%	-16%	-3%	-3%	5%	1%
Somewhat favorable	-2%	1%	0%	-9%	-2%	-4%	-5%	2%	-2%	-4%	0%	-5%	-1%	1%	-4%	-2%	-3%	-2%	-3%	3%	-9%	-3%	-3%	-7%	-2%	1%	0%	-6%	-2%	-2%	-1%	-2%	0%	-13%	1%
Somewhat unfavorable	-2%	0%	-1%	-3%	-5%	-5%	-2%	-2%	0%	-2%	-3%	1%	-3%	-8%	1%	-3%	-5%	0%	-2%	-3%	1%	0%	-3%	-5%	-3%	0%	0%	-5%	-4%	0%	-1%	-6%	1%	1%	-4%
Very unfavorable	4%	1%	-3%	18%	3%	13%	6%	1%	-3%	1%	5%	5%	10%	1%	-1%	10%	3%	0%	5%	1%	8%	13%	10%	14%	5%	-3%	0%	6%	10%	-2%	22%	5%	6%	1%	2%
No opinion	0%	1%	-1%	-2%	2%	-1%	0%	-3%	5%	4%	-2%	0%	-1%	4%	-2%	-1%	0%	0%	1%	1%	-8%	0%	-1%	0%	0%	2%	-3%	5%	0%	0%	-16%	-1%	2%	3%	0%
Never heard of	0%	0%	1%	2%	-1%	0%	0%	0%	1%	0%	0%	2%	-1%	-1%	2%	0%	1%	-1%	0%	6%	-3%	-3%	0%	-1%	2%	-4%	4%	1%	0%	0%	11%	8%	-5%	3%	0%

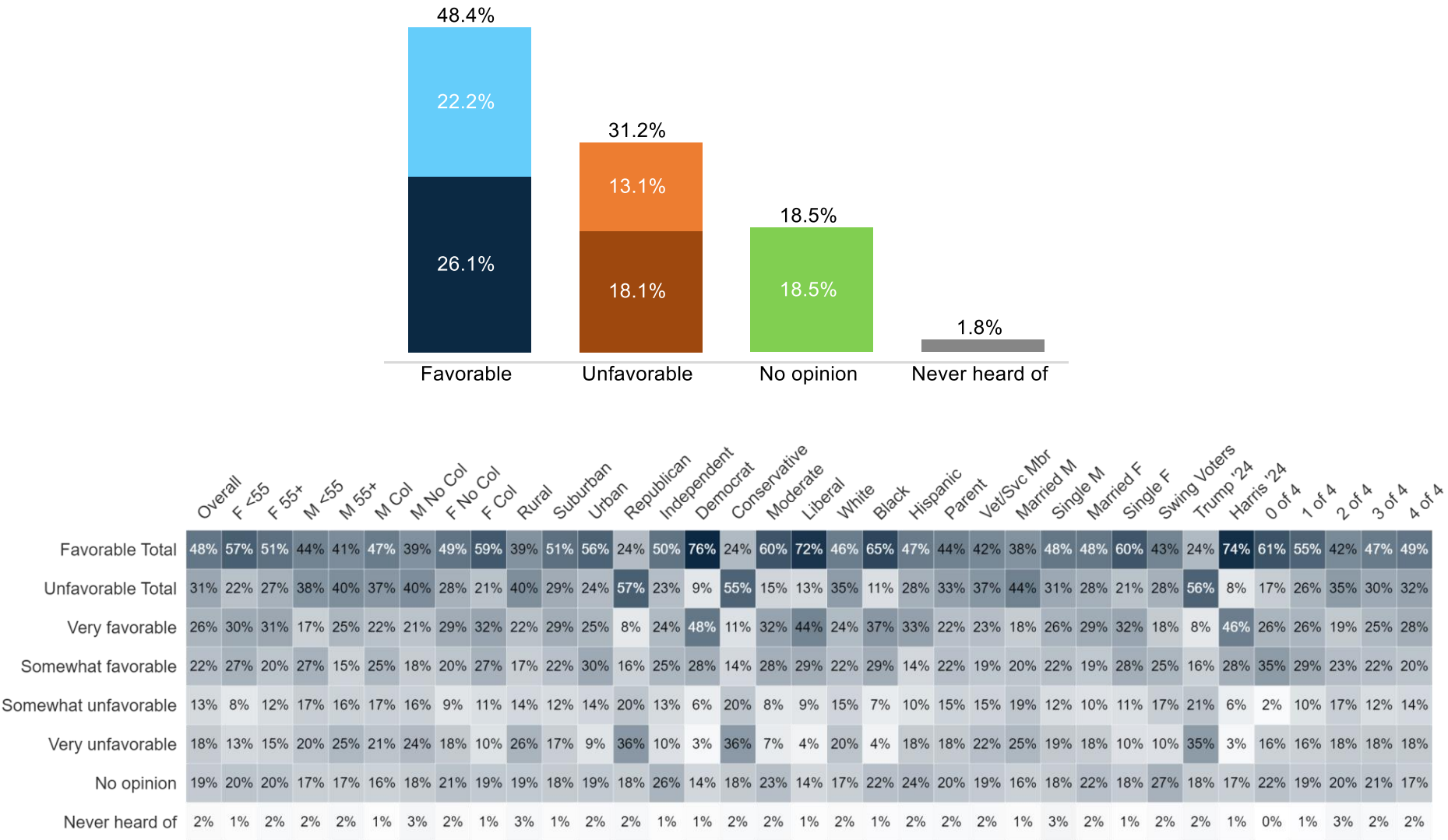
Image: Jimmy Kimmel



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	48%	56%	49%	44%	41%	47%	39%	45%	62%	34%	50%	60%	13%	50%	85%	14%	61%	85%	42%	77%	52%	43%	41%	37%	50%	46%	59%	42%	13%	83%	48%	49%	39%	48%	50%
Unfavorable Total	40%	29%	37%	43%	51%	43%	51%	40%	25%	50%	40%	25%	75%	32%	6%	75%	22%	7%	46%	7%	35%	40%	48%	52%	40%	40%	26%	37%	74%	6%	32%	35%	46%	38%	40%
Very favorable	32%	33%	39%	24%	30%	30%	24%	31%	42%	22%	34%	39%	6%	32%	62%	7%	41%	59%	28%	46%	39%	27%	26%	25%	30%	35%	36%	21%	5%	60%	30%	28%	22%	30%	35%
Somewhat favorable	16%	23%	11%	20%	11%	16%	15%	14%	20%	12%	16%	21%	7%	19%	24%	6%	21%	26%	14%	31%	13%	16%	15%	13%	20%	11%	23%	22%	8%	23%	17%	21%	17%	18%	14%
Somewhat unfavorable	9%	8%	7%	12%	12%	13%	10%	8%	7%	10%	9%	9%	14%	12%	3%	14%	7%	5%	11%	4%	8%	11%	13%	12%	11%	8%	7%	17%	14%	3%	9%	13%	11%	9%	8%
Very unfavorable	30%	20%	31%	32%	40%	30%	40%	32%	18%	40%	31%	16%	61%	20%	3%	61%	15%	2%	35%	3%	27%	30%	35%	40%	30%	32%	18%	19%	60%	2%	23%	22%	35%	29%	32%
No opinion	11%	13%	12%	12%	7%	10%	9%	13%	13%	14%	9%	14%	10%	17%	8%	10%	15%	8%	11%	14%	11%	14%	10%	10%	8%	13%	13%	19%	11%	10%	20%	14%	13%	13%	9%
Never heard of	1%	2%	1%	1%	1%	0%	1%	2%	1%	3%	1%	1%	2%	1%	1%	1%	1%	0%	1%	3%	2%	2%	2%	0%	2%	1%	1%	2%	1%	1%	0%	2%	2%	0%	1%

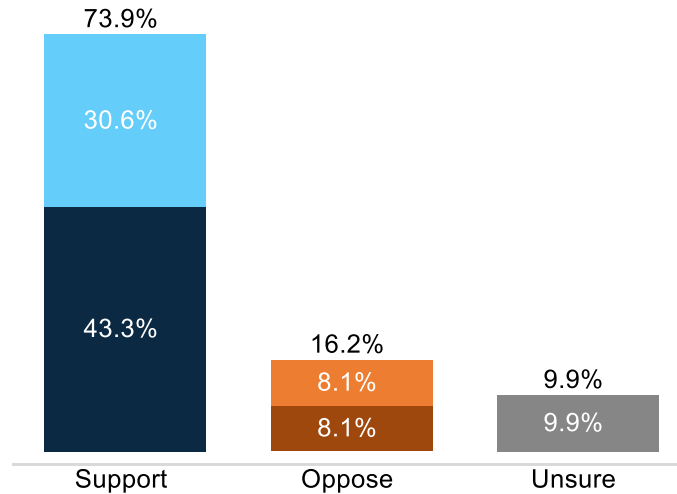
Do you have a favorable or unfavorable opinion of Jimmy Kimmel?

Image: Jimmy Fallon



Do you have a favorable or unfavorable opinion of Jimmy Fallon?

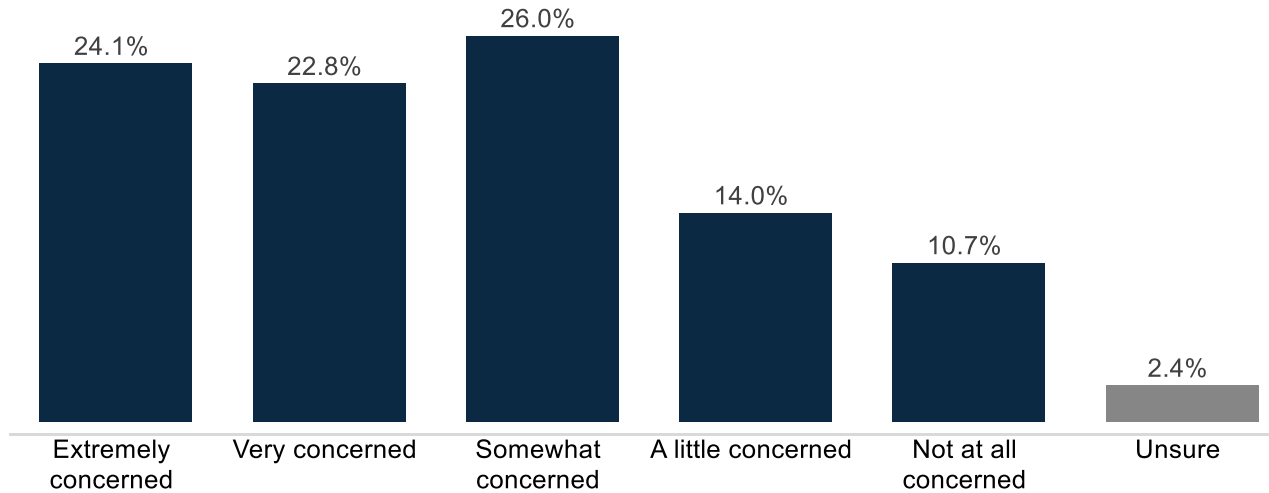
MAHA Support



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	74%	68%	74%	77%	77%	71%	82%	73%	69%	77%	74%	69%	89%	72%	58%	89%	68%	58%	75%	67%	68%	74%	80%	78%	75%	75%	67%	78%	91%	57%	87%	74%	77%	75%	72%
Oppose Total	16%	22%	13%	16%	14%	20%	11%	14%	22%	13%	16%	20%	6%	17%	27%	6%	20%	27%	15%	25%	17%	17%	13%	14%	15%	14%	21%	13%	5%	28%	13%	16%	13%	15%	17%
Strongly support	43%	37%	43%	51%	45%	41%	52%	43%	36%	48%	43%	38%	62%	42%	23%	63%	36%	23%	44%	34%	43%	42%	48%	50%	44%	42%	37%	40%	63%	24%	48%	40%	47%	45%	42%
Somewhat support	31%	32%	31%	26%	33%	30%	29%	30%	33%	29%	31%	31%	27%	31%	35%	26%	32%	35%	32%	33%	25%	32%	32%	28%	32%	34%	30%	38%	27%	34%	39%	33%	30%	30%	30%
Somewhat oppose	8%	12%	6%	7%	7%	9%	6%	8%	9%	6%	9%	9%	4%	9%	12%	4%	11%	13%	8%	14%	7%	10%	7%	8%	7%	11%	9%	3%	13%	9%	10%	7%	6%	9%	
Strongly oppose	8%	10%	8%	9%	6%	11%	5%	5%	12%	7%	8%	11%	3%	8%	15%	3%	10%	14%	8%	11%	10%	8%	6%	8%	7%	7%	10%	4%	2%	15%	4%	6%	6%	10%	9%
Unsure	10%	10%	13%	7%	9%	9%	7%	13%	10%	10%	9%	11%	5%	11%	15%	5%	12%	15%	9%	8%	15%	9%	7%	7%	9%	10%	13%	9%	4%	15%	0%	11%	9%	10%	10%

Some public health advocates have proposed changes such as banning synthetic food dyes, increasing transparency around vaccine safety, removing untested chemicals from food products, and expanding nutrition education in schools. Supporters say these ideas would improve public health and reduce corporate influence. Critics say they could undermine scientific standards and public trust. Do you support or oppose implementing new health policies that challenge the status quo if they could improve public health?

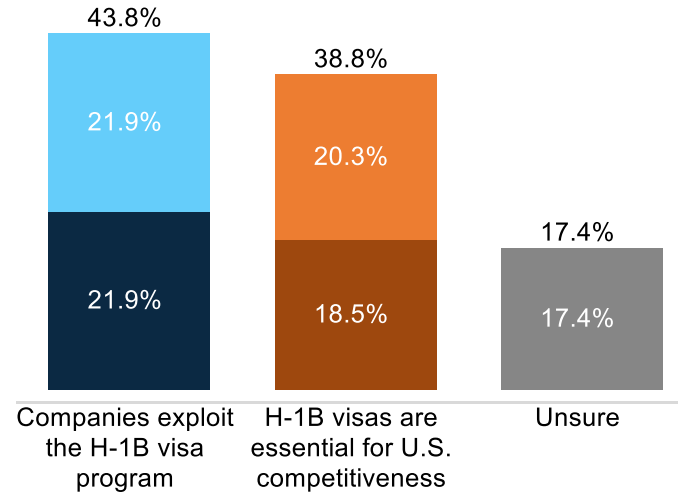
AI Job Availability Concern



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Extremely concerned	24%	25%	28%	24%	20%	21%	22%	30%	22%	21%	24%	29%	18%	23%	32%	20%	23%	29%	20%	38%	35%	21%	24%	17%	28%	26%	27%	19%	19%	29%	18%	18%	25%	28%	24%
Very concerned	23%	25%	24%	20%	21%	21%	21%	24%	25%	24%	22%	22%	22%	23%	24%	22%	25%	24%	23%	24%	16%	24%	22%	18%	24%	24%	26%	24%	21%	24%	22%	29%	16%	25%	23%
Somewhat concerned	26%	25%	27%	23%	29%	26%	26%	25%	27%	28%	26%	23%	29%	25%	24%	27%	27%	25%	28%	16%	21%	27%	26%	29%	21%	29%	23%	32%	28%	25%	42%	23%	28%	22%	27%
A little concerned	14%	11%	11%	17%	18%	17%	18%	10%	12%	13%	15%	14%	16%	15%	11%	17%	13%	12%	15%	9%	12%	13%	16%	20%	13%	11%	11%	15%	17%	11%	12%	16%	14%	14%	14%
Not at all concerned	11%	10%	7%	15%	11%	13%	12%	6%	12%	12%	11%	8%	13%	12%	7%	13%	9%	9%	11%	8%	14%	13%	10%	14%	12%	8%	10%	7%	13%	9%	0%	11%	14%	10%	10%
Unsure	2%	4%	3%	2%	1%	1%	1%	5%	2%	3%	2%	4%	2%	2%	2%	2%	2%	2%	2%	5%	2%	2%	2%	1%	2%	2%	5%	3%	2%	2%	7%	3%	3%	2%	2%

With the rise of artificial intelligence (AI) and automation, many professional and technical jobs are changing or disappearing. How concerned are you about the availability of good jobs for Americans in the next 5 years?

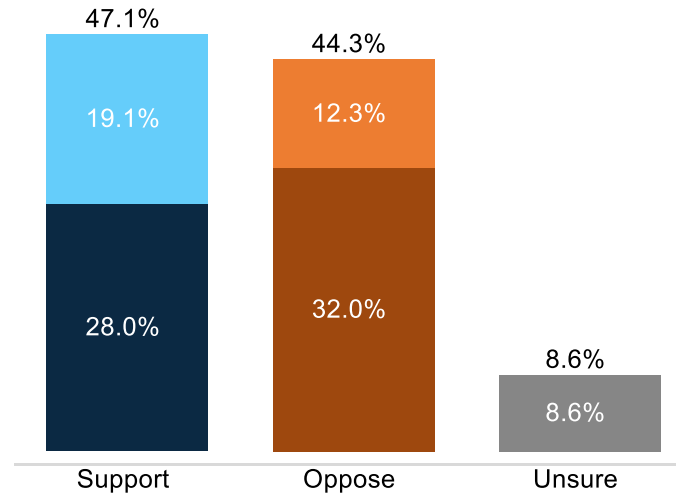
Corporate Use of H-1B Visas



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Companies exploit the H-1B visa program	44%	35%	41%	48%	53%	45%	55%	39%	36%	51%	41%	41%	61%	40%	28%	60%	39%	24%	44%	43%	42%	42%	51%	50%	53%	41%	35%	43%	62%	26%	52%	47%	44%	45%	43%
H-1B visas are essential for U.S. competitiveness	39%	45%	37%	42%	30%	42%	31%	37%	46%	31%	41%	43%	25%	43%	52%	25%	41%	58%	39%	39%	42%	41%	35%	36%	35%	39%	44%	35%	23%	55%	25%	37%	37%	41%	40%
Definitely companies exploit the H-1B visa program	22%	17%	19%	27%	26%	23%	29%	20%	15%	26%	21%	20%	31%	20%	13%	31%	18%	12%	21%	21%	21%	25%	25%	29%	20%	15%	19%	33%	11%	32%	23%	25%	21%	21%	
Probably companies exploit the H-1B visa program	22%	18%	22%	21%	27%	22%	26%	19%	21%	25%	21%	21%	30%	20%	15%	29%	21%	12%	23%	22%	21%	26%	24%	24%	20%	20%	25%	29%	15%	20%	24%	20%	24%	21%	
Probably H-1B visas are essential for U.S. competitiveness	20%	21%	24%	21%	16%	20%	17%	22%	22%	16%	22%	21%	15%	26%	22%	15%	24%	26%	22%	22%	14%	20%	21%	16%	21%	23%	22%	23%	15%	25%	21%	17%	20%	20%	21%
Definitely H-1B visas are essential for U.S. competitiveness	18%	25%	13%	21%	15%	22%	14%	15%	23%	15%	19%	22%	10%	17%	30%	10%	17%	32%	17%	17%	28%	20%	14%	20%	15%	16%	22%	12%	8%	30%	4%	20%	17%	20%	18%
Unsure	17%	20%	22%	10%	17%	12%	14%	23%	18%	19%	17%	17%	14%	17%	20%	15%	19%	18%	17%	18%	16%	17%	14%	14%	12%	20%	21%	22%	15%	19%	23%	17%	19%	15%	18%

The H-1B visa is a type of work visa that allows U.S. companies to hire highly skilled foreign workers for jobs that typically require specialized knowledge – especially in fields like technology, engineering, finance, and healthcare. Some say the H-1B visa program is often used by companies to replace American workers with lower-paid employees from overseas. Others say of the H-1B visa program say it is essential for maintaining U.S. competitiveness and warn that restricting visas could harm innovation and economic growth. Do you believe companies exploit the H-1B visa program for financial gain or that H-1B visas are essential for competitiveness?

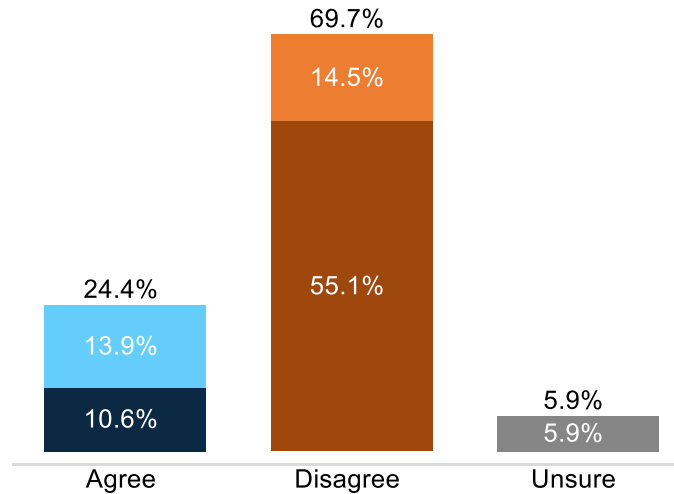
Trump H-1B Fee Increase



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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%	41%	42%	51%	56%	43%	62%	48%	34%	57%	46%	37%	84%	39%	11%	82%	33%	9%	51%	24%	43%	54%	56%	57%	49%	49%	33%	50%	85%	11%	60%	51%	51%	48%	45%
Oppose Total	44%	51%	45%	43%	38%	51%	32%	39%	58%	34%	46%	53%	9%	53%	79%	11%	57%	81%	40%	64%	51%	39%	35%	36%	47%	40%	56%	38%	8%	80%	33%	42%	35%	44%	47%
Strongly support	28%	21%	27%	30%	34%	25%	38%	29%	19%	38%	26%	20%	55%	20%	2%	56%	13%	2%	31%	11%	25%	31%	37%	34%	29%	29%	19%	19%	56%	3%	23%	31%	33%	27%	27%
Somewhat support	19%	19%	15%	21%	22%	19%	24%	19%	16%	19%	20%	17%	29%	19%	9%	26%	20%	7%	20%	14%	18%	23%	20%	23%	19%	20%	15%	31%	29%	9%	37%	20%	19%	22%	18%
Somewhat oppose	12%	14%	12%	15%	8%	15%	9%	10%	16%	10%	14%	11%	5%	19%	17%	5%	20%	16%	11%	21%	11%	13%	10%	12%	12%	10%	16%	17%	5%	19%	13%	18%	11%	10%	12%
Strongly oppose	32%	36%	33%	28%	30%	36%	23%	28%	42%	25%	32%	41%	5%	34%	62%	6%	37%	65%	29%	43%	40%	26%	25%	24%	35%	30%	40%	21%	3%	61%	20%	24%	24%	34%	35%
Unsure	9%	9%	13%	6%	6%	5%	6%	13%	8%	9%	8%	10%	7%	8%	10%	6%	10%	9%	8%	11%	6%	7%	9%	7%	4%	11%	11%	12%	7%	9%	7%	6%	13%	8%	8%

President Trump issued an executive order raising the application fee employers pay for highly skilled H-1B visas from \$1,000 to \$100,000. He says this will reduce foreign competition for high-paying jobs in fields that directly impact national security, like cybersecurity, AI, and cloud technology, and help more Americans get hired in these areas. Do you support or oppose Trump's decision to raise the H-1B visa application fee for foreign workers?

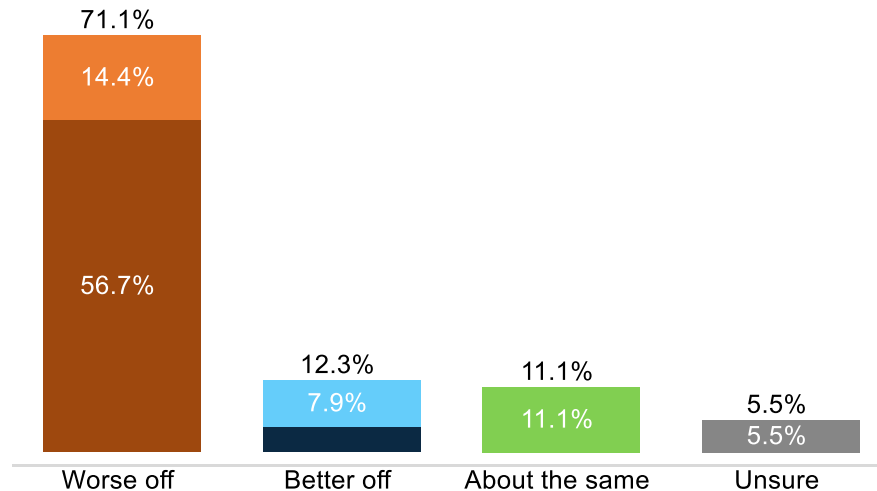
Action Against Gov't Acceptance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vol/Svc Mbr	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	24%	34%	18%	30%	16%	25%	22%	24%	28%	22%	23%	31%	17%	21%	36%	14%	21%	42%	24%	27%	22%	29%	20%	19%	29%	25%	27%	23%	15%	34%	10%	33%	26%	26%	22%
Disagree Total	70%	57%	76%	66%	79%	70%	75%	67%	67%	72%	72%	62%	80%	72%	57%	83%	71%	51%	71%	65%	73%	64%	77%	77%	66%	69%	65%	71%	82%	59%	87%	59%	65%	68%	73%
Strongly agree	11%	16%	6%	13%	8%	11%	10%	10%	12%	9%	11%	13%	6%	10%	16%	7%	8%	18%	11%	11%	10%	14%	9%	8%	14%	10%	12%	7%	6%	15%	6%	13%	9%	13%	10%
Somewhat agree	14%	18%	12%	17%	8%	14%	12%	14%	16%	13%	13%	18%	10%	11%	20%	7%	13%	25%	13%	16%	12%	15%	12%	11%	15%	15%	14%	16%	9%	19%	4%	20%	17%	14%	12%
Somewhat disagree	15%	15%	18%	12%	12%	12%	12%	12%	22%	13%	14%	18%	7%	18%	21%	6%	17%	24%	14%	24%	13%	14%	13%	11%	14%	17%	17%	18%	8%	21%	32%	17%	12%	12%	15%
Strongly disagree	55%	42%	58%	54%	67%	58%	63%	55%	45%	59%	58%	44%	73%	54%	37%	76%	53%	27%	57%	41%	60%	50%	64%	66%	52%	52%	49%	53%	74%	38%	55%	42%	53%	56%	58%
Unsure	6%	9%	5%	4%	5%	6%	3%	9%	5%	6%	5%	8%	3%	7%	7%	3%	8%	7%	6%	8%	5%	7%	3%	4%	5%	5%	8%	6%	3%	7%	4%	7%	9%	6%	5%

Some people say it's acceptable to go beyond peaceful protest in response to immigration raids conducted by Immigrations and Customs Enforcement (ICE), even if those actions break the law. Do you agree or disagree?

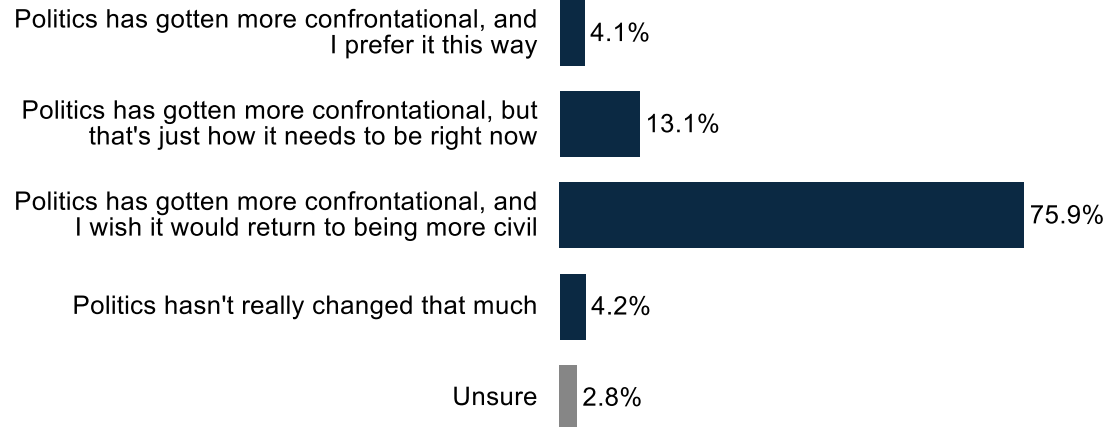
Public Discourse Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Worse off Total	71%	66%	80%	65%	71%	76%	62%	66%	83%	67%	75%	67%	55%	74%	89%	57%	76%	89%	72%	72%	65%	59%	67%	68%	68%	70%	78%	63%	55%	88%	66%	53%	62%	76%	76%
Better off Total	12%	13%	8%	16%	13%	11%	17%	13%	7%	13%	10%	15%	23%	8%	3%	22%	8%	4%	13%	10%	10%	16%	15%	16%	13%	11%	10%	13%	23%	3%	9%	23%	15%	10%	10%
Much worse off	57%	55%	65%	54%	52%	62%	46%	51%	70%	52%	60%	55%	37%	59%	79%	39%	62%	80%	57%	59%	53%	45%	50%	52%	54%	57%	64%	43%	38%	78%	36%	42%	45%	63%	62%
Somewhat worse off	14%	11%	16%	11%	19%	14%	16%	15%	12%	15%	15%	13%	17%	15%	11%	18%	14%	9%	15%	13%	12%	14%	17%	16%	14%	13%	14%	20%	18%	11%	30%	11%	16%	13%	14%
About the same	11%	13%	8%	14%	10%	9%	14%	13%	8%	14%	10%	10%	17%	12%	4%	15%	12%	5%	11%	11%	15%	18%	12%	11%	13%	13%	8%	15%	16%	6%	25%	17%	16%	8%	9%
Somewhat better off	8%	9%	5%	8%	9%	6%	11%	9%	5%	8%	8%	9%	14%	7%	2%	13%	6%	3%	8%	9%	3%	10%	10%	9%	9%	7%	7%	9%	14%	2%	9%	16%	8%	7%	6%
Much better off	4%	4%	3%	8%	4%	5%	6%	4%	2%	6%	3%	6%	9%	1%	1%	9%	2%	1%	5%	1%	7%	6%	5%	7%	4%	3%	3%	9%	0%	0%	7%	7%	3%	4%	
Unsure	5%	7%	4%	5%	5%	3%	7%	8%	3%	6%	5%	7%	6%	6%	3%	6%	5%	2%	4%	7%	10%	6%	6%	5%	6%	4%	9%	6%	3%	0%	7%	7%	6%	4%	

Do you believe public discourse in the U.S. is better or worse off than it was several years ago?

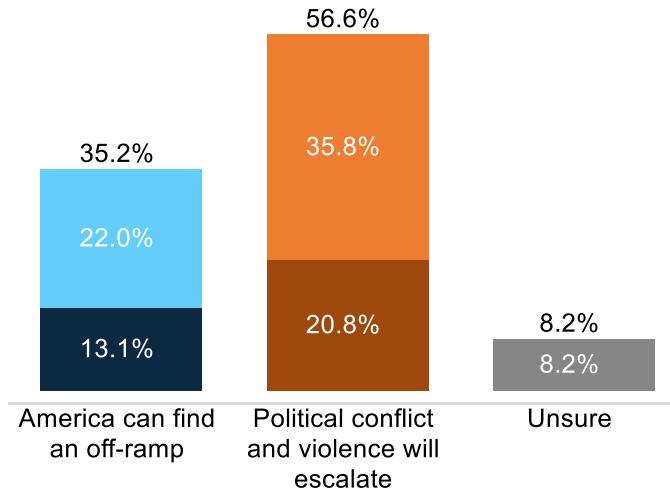
Rough-and-Tumble Politics vs Civility



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Politics has gotten more confrontational, and I prefer it this way	4%	4%	2%	7%	3%	6%	4%	4%	2%	6%	2%	6%	7%	3%	2%	5%	4%	4%	4%	5%	3%	5%	4%	5%	6%	2%	4%	3%	6%	2%	0%	11%	4%	4%	3%
Politics has gotten more confrontational, but that's just how it needs to be right now	13%	17%	8%	18%	10%	13%	15%	15%	10%	13%	13%	14%	18%	11%	9%	16%	12%	10%	13%	11%	16%	19%	15%	12%	17%	12%	13%	13%	18%	8%	18%	19%	15%	12%	11%
Politics has gotten more confrontational, and I wish it would return to being more civil	76%	66%	88%	67%	80%	76%	73%	73%	83%	72%	79%	74%	68%	78%	84%	70%	79%	82%	77%	71%	72%	66%	75%	77%	70%	81%	74%	69%	69%	85%	75%	60%	70%	78%	80%
Politics hasn't really changed that much	4%	6%	1%	5%	6%	4%	6%	3%	3%	6%	4%	2%	5%	5%	3%	6%	3%	3%	3%	8%	5%	6%	5%	5%	6%	2%	5%	8%	5%	3%	3%	5%	5%	3%	4%
Unsure	3%	7%	1%	2%	1%	1%	1%	5%	2%	3%	2%	3%	2%	4%	2%	2%	3%	2%	2%	4%	5%	4%	1%	1%	2%	3%	4%	6%	2%	2%	4%	6%	6%	2%	1%

Thinking about the tone and style of politics today compared to 10 years ago, would you say:

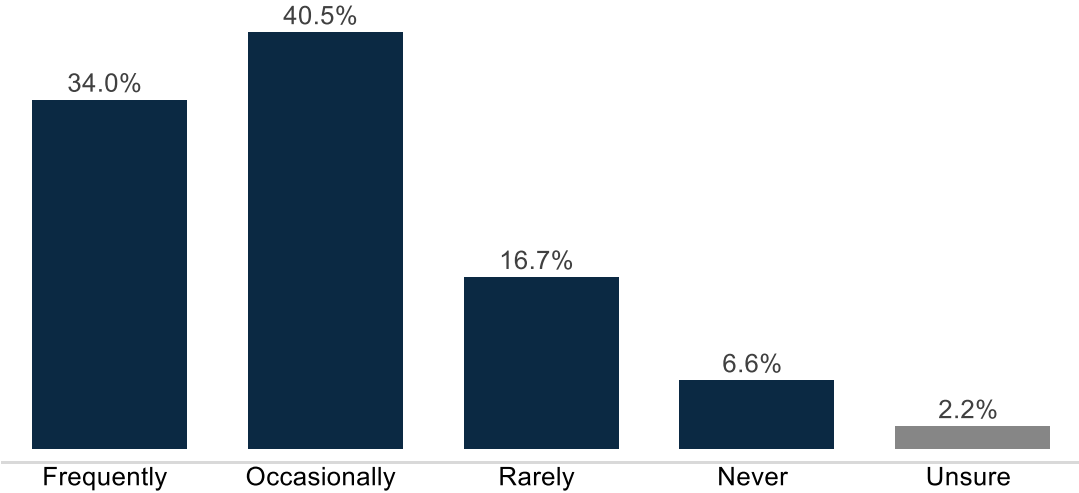
Political Conflict/Violence Off-Ramp



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
America can find an off-ramp	35%	30%	35%	38%	39%	38%	38%	34%	32%	34%	37%	33%	40%	38%	29%	40%	36%	29%	35%	32%	40%	37%	38%	42%	33%	34%	31%	39%	39%	31%	56%	37%	36%	30%	36%
Political conflict and violence will escalate	57%	56%	55%	58%	57%	57%	58%	54%	59%	57%	54%	61%	50%	56%	65%	51%	57%	65%	57%	59%	53%	53%	56%	54%	64%	54%	58%	49%	51%	64%	41%	54%	53%	60%	58%
America definitely can find an off-ramp	13%	11%	12%	14%	16%	13%	16%	13%	10%	10%	15%	11%	15%	15%	10%	14%	14%	11%	13%	13%	14%	15%	13%	15%	15%	9%	14%	15%	15%	12%	17%	15%	12%	15%	12%
America probably can find an off-ramp	22%	19%	23%	24%	23%	25%	22%	21%	22%	23%	22%	21%	25%	23%	18%	26%	21%	19%	22%	20%	26%	23%	25%	27%	18%	25%	17%	24%	24%	19%	39%	22%	25%	15%	23%
Political conflict and violence will probably escalate	36%	34%	38%	34%	37%	34%	36%	36%	37%	37%	35%	38%	34%	34%	39%	33%	37%	38%	38%	30%	31%	34%	37%	34%	38%	34%	39%	34%	35%	38%	32%	29%	36%	39%	37%
Political conflict and violence will definitely escalate	21%	22%	17%	24%	21%	23%	22%	18%	22%	21%	20%	23%	16%	22%	26%	18%	19%	27%	19%	29%	22%	19%	19%	20%	26%	20%	20%	15%	16%	26%	8%	24%	17%	22%	21%
Unsure	8%	14%	9%	4%	4%	5%	4%	13%	10%	9%	9%	6%	10%	7%	6%	9%	8%	6%	8%	9%	7%	10%	5%	4%	3%	12%	11%	12%	10%	5%	3%	10%	11%	10%	7%

Do you think America can find an off-ramp to reduce intense political conflict and violence, or is the country so divided that intense political conflict and violence are going to escalate?

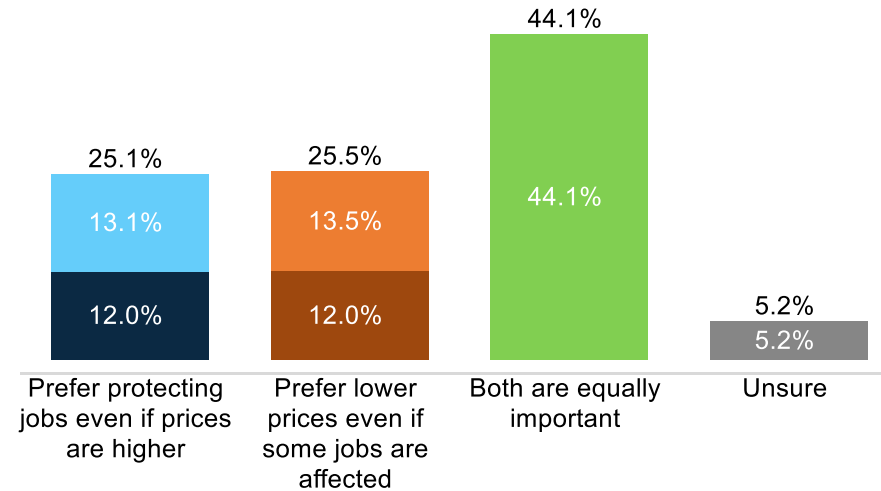
Trade Policy Salience



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Frequently	34%	27%	39%	35%	34%	42%	29%	31%	37%	34%	34%	32%	23%	37%	45%	24%	39%	45%	34%	33%	34%	31%	31%	36%	32%	32%	35%	28%	21%	47%	19%	33%	27%	33%	37%
Occasionally	41%	41%	41%	38%	41%	38%	41%	40%	42%	38%	41%	42%	44%	42%	36%	45%	36%	38%	42%	34%	35%	40%	43%	39%	41%	44%	38%	47%	45%	36%	64%	30%	40%	37%	43%
Rarely	17%	19%	13%	18%	18%	15%	20%	18%	14%	18%	17%	15%	22%	14%	12%	22%	15%	11%	17%	17%	14%	18%	19%	20%	15%	18%	14%	17%	23%	11%	17%	20%	22%	18%	15%
Never	7%	9%	5%	7%	5%	4%	8%	8%	5%	7%	6%	8%	9%	5%	5%	8%	7%	4%	6%	12%	11%	7%	5%	4%	11%	6%	8%	6%	9%	4%	0%	13%	8%	9%	4%
Unsure	2%	3%	2%	2%	1%	1%	2%	3%	2%	2%	2%	3%	2%	1%	2%	1%	2%	1%	1%	4%	6%	3%	2%	1%	2%	1%	4%	3%	2%	2%	0%	3%	3%	3%	1%

How often, if at all, do you think about how trade policy affects your daily life?

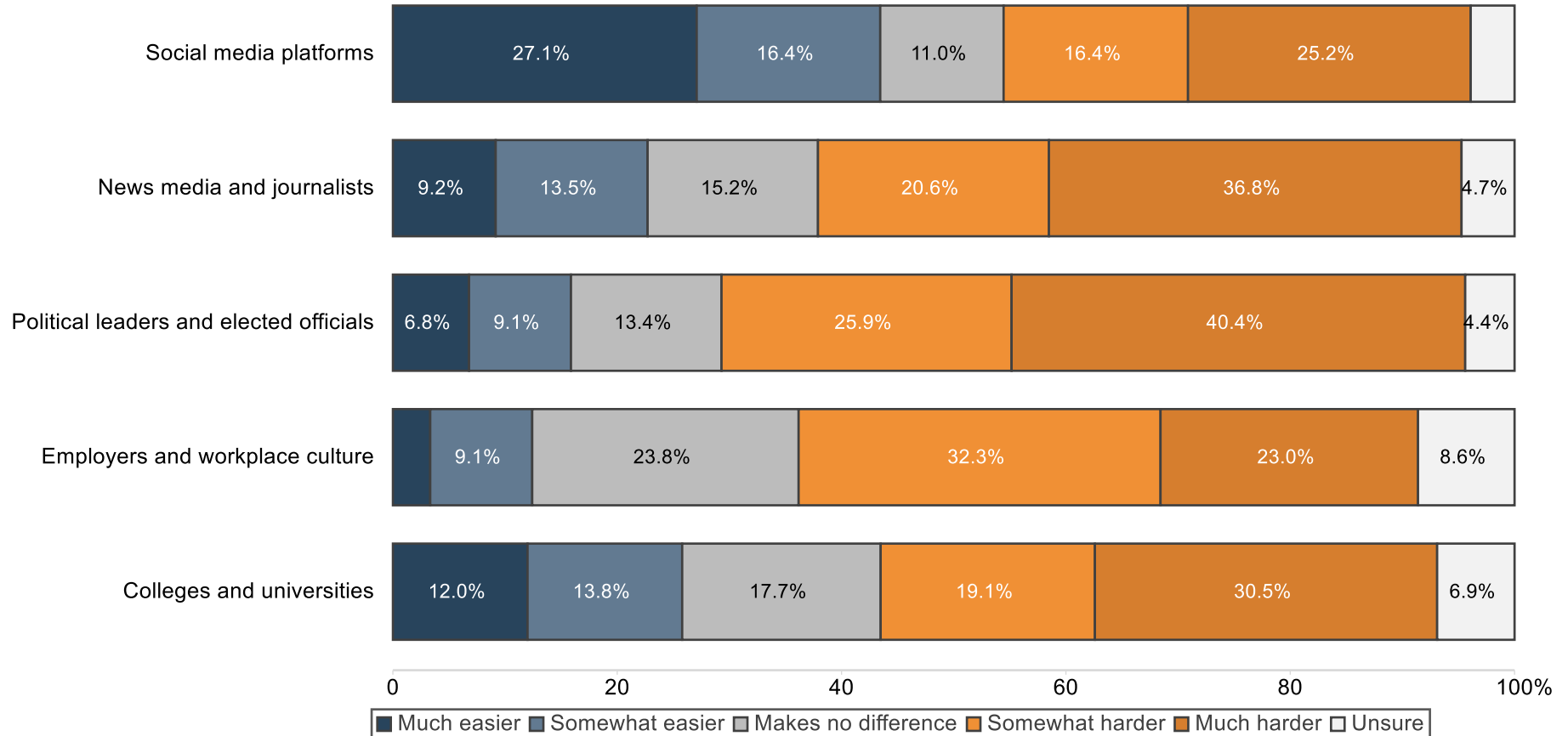
Trade Policy Trade-offs Framing



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Prefer protecting jobs even if prices are higher	25%	23%	23%	30%	26%	27%	28%	26%	19%	28%	24%	24%	41%	23%	10%	42%	19%	9%	27%	20%	23%	29%	29%	28%	27%	25%	20%	27%	42%	9%	44%	27%	24%	26%	24%
Prefer lower prices even if some jobs are...	26%	29%	20%	31%	23%	31%	24%	21%	28%	21%	28%	26%	14%	28%	38%	13%	30%	40%	25%	24%	28%	29%	21%	27%	27%	22%	27%	22%	12%	39%	25%	31%	25%	27%	24%
Definitely prefer protecting jobs even if prices...	12%	11%	10%	16%	13%	13%	15%	13%	7%	13%	11%	11%	20%	11%	4%	21%	9%	3%	13%	9%	15%	14%	15%	13%	16%	10%	10%	9%	21%	4%	22%	11%	12%	14%	11%
Mostly prefer protecting jobs even if prices ar...	13%	12%	13%	14%	13%	14%	13%	14%	12%	14%	13%	12%	20%	12%	6%	21%	10%	5%	14%	11%	9%	15%	14%	15%	12%	15%	11%	19%	21%	6%	22%	16%	12%	12%	13%
Both are equally important	44%	39%	54%	35%	47%	39%	43%	45%	49%	46%	43%	45%	43%	42%	47%	41%	45%	46%	43%	47%	43%	38%	46%	42%	40%	48%	45%	45%	43%	46%	23%	37%	43%	41%	48%
Mostly prefer lower prices even if some jobs a...	14%	17%	11%	15%	12%	17%	11%	11%	16%	11%	14%	17%	8%	15%	19%	7%	18%	19%	14%	14%	11%	13%	10%	13%	14%	12%	15%	13%	7%	20%	11%	17%	14%	14%	12%
Definitely prefer lower prices even if some job...	12%	12%	10%	17%	11%	14%	13%	10%	12%	10%	14%	10%	5%	13%	19%	6%	12%	21%	12%	10%	18%	15%	10%	13%	14%	10%	12%	9%	5%	19%	14%	14%	10%	13%	12%
Unsure	5%	9%	4%	4%	4%	2%	5%	8%	5%	6%	5%	5%	3%	7%	5%	3%	7%	5%	4%	9%	6%	4%	4%	3%	5%	5%	8%	6%	3%	6%	8%	5%	9%	6%	4%

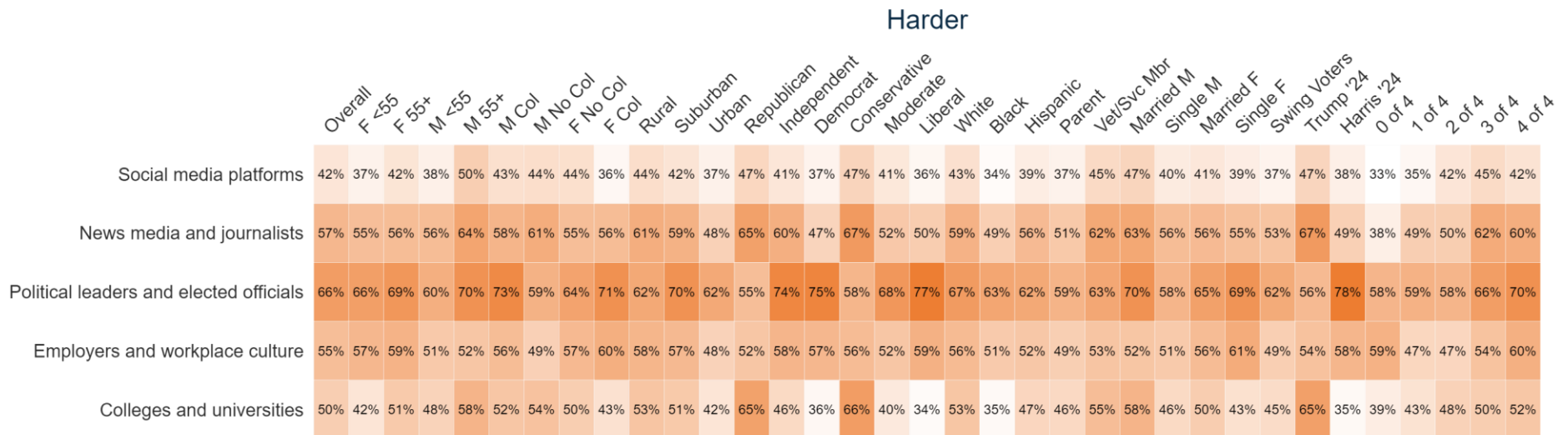
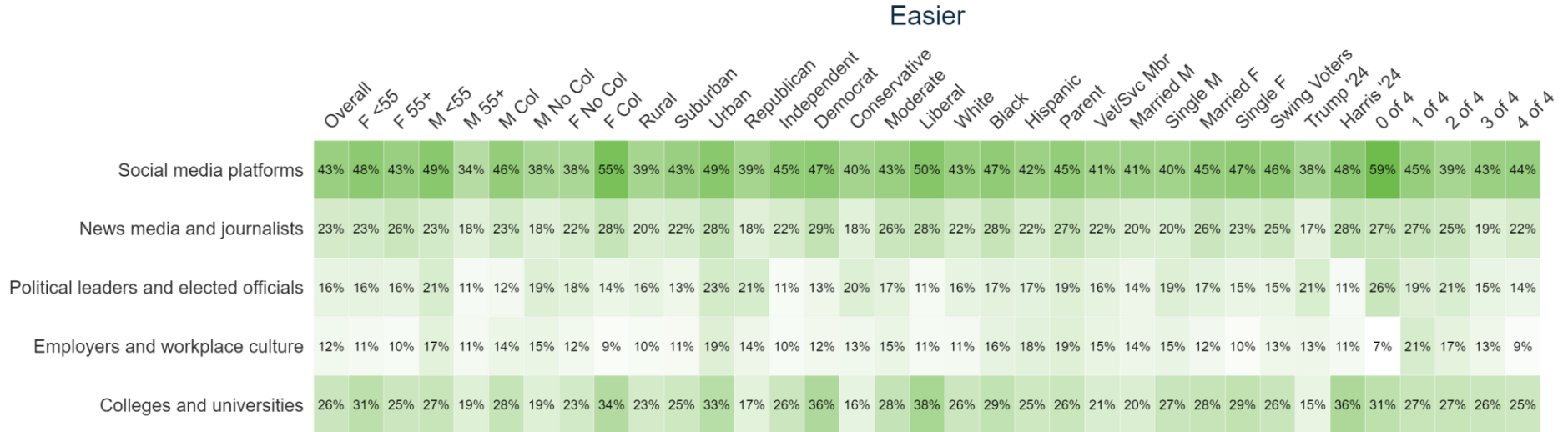
Some say tariffs protect American jobs but may lead to higher prices. Others say free trade lowers prices but may cost some jobs. Which approach do you prefer?

Impact on Freedom of Expression

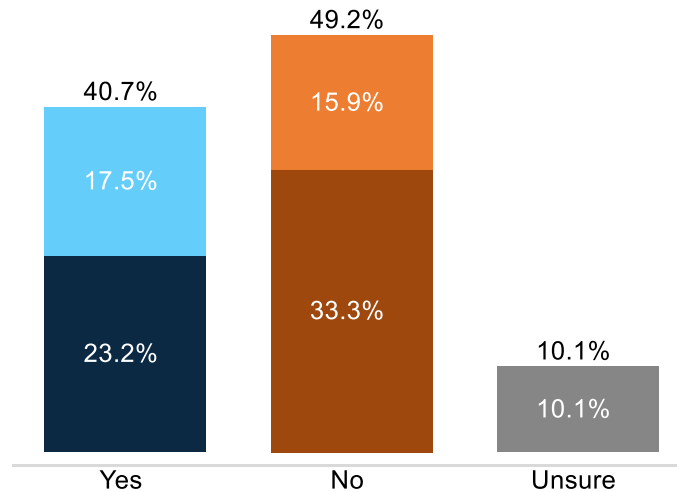


For each one of the following groups, please indicate whether you believe the group has made it easier, harder, or had no impact on people's ability to freely express their views in America today.

Impact on Freedom of Expression Heatmaps



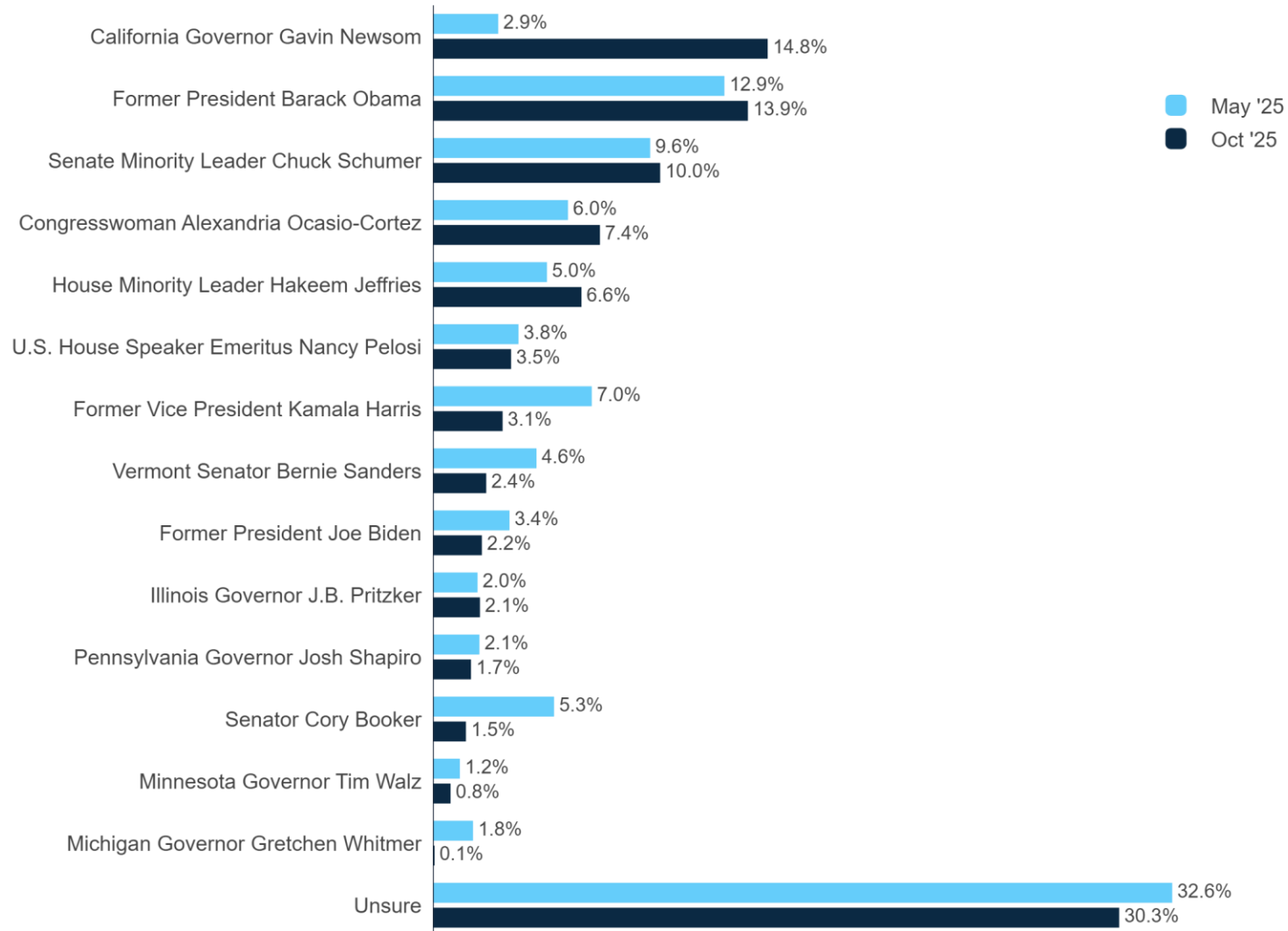
University Culpability in Violence



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Yes Total	41%	32%	37%	47%	48%	40%	54%	42%	27%	49%	38%	37%	77%	29%	8%	75%	24%	9%	45%	22%	33%	45%	49%	51%	42%	41%	28%	38%	76%	7%	37%	41%	49%	39%	39%
No Total	49%	57%	50%	43%	45%	51%	39%	43%	65%	41%	52%	54%	15%	59%	82%	17%	61%	85%	46%	65%	51%	45%	42%	50%	48%	60%	47%	15%	83%	55%	44%	38%	51%	52%	
Definitely yes	23%	15%	23%	28%	28%	23%	32%	24%	14%	28%	21%	22%	46%	13%	4%	47%	10%	3%	26%	10%	24%	24%	29%	32%	23%	22%	16%	13%	46%	2%	21%	20%	27%	21%	24%
Probably yes	18%	17%	15%	19%	20%	17%	22%	18%	13%	21%	17%	15%	30%	16%	4%	28%	14%	6%	19%	12%	10%	21%	20%	20%	20%	19%	13%	24%	30%	5%	16%	22%	22%	18%	16%
Probably no	16%	16%	18%	14%	15%	17%	13%	16%	18%	16%	16%	15%	8%	21%	21%	9%	23%	19%	16%	17%	15%	14%	15%	14%	15%	14%	20%	24%	9%	23%	27%	17%	14%	15%	16%
Definitely no	33%	40%	33%	29%	30%	34%	27%	27%	47%	25%	36%	38%	7%	37%	60%	8%	38%	66%	30%	49%	37%	31%	27%	26%	35%	34%	40%	23%	6%	61%	28%	27%	24%	36%	36%
Unsure	10%	11%	12%	10%	7%	9%	7%	15%	8%	10%	10%	10%	8%	13%	10%	7%	15%	7%	9%	13%	15%	10%	9%	8%	7%	11%	12%	15%	9%	9%	8%	14%	13%	10%	8%

Do you believe colleges and universities are teaching students that violence is a justifiable response to political disagreements?

Democrat Party Leader



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

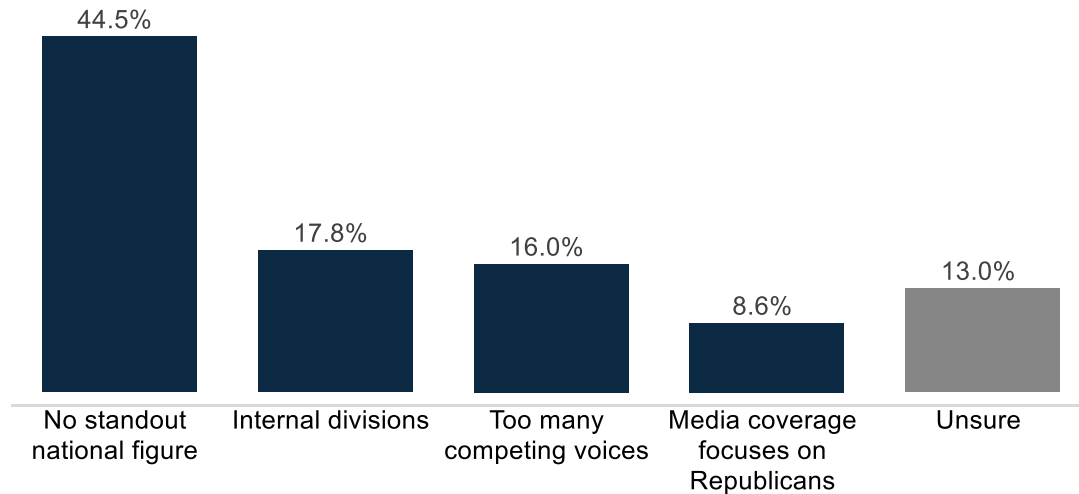
Democrat Party Leader

		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
	California Governor Gavin Newsom	15%	14%	15%	14%	16%	18%	13%	11%	18%	11%	16%	16%	5%	17%	25%	6%	16%	27%	14%	13%	20%	15%	10%	15%	16%	14%	15%	9%	4%	26%	4%	11%	15%	16%	16%
	Former President Barack Obama	14%	11%	13%	15%	18%	15%	17%	11%	13%	14%	15%	11%	18%	14%	9%	19%	14%	7%	14%	14%	18%	15%	14%	16%	16%	13%	11%	13%	20%	9%	8%	13%	14%	14%	14%
	Senate Minority Leader Chuck Schumer	10%	6%	13%	12%	10%	10%	11%	12%	7%	10%	10%	9%	14%	10%	5%	15%	6%	7%	11%	6%	12%	11%	12%	13%	7%	11%	8%	8%	14%	7%	7%	6%	8%	10%	11%
	Congresswoman Alexandria Ocasio-Cortez	7%	7%	6%	7%	9%	7%	9%	7%	7%	8%	8%	6%	11%	6%	5%	10%	5%	6%	9%	2%	5%	7%	7%	9%	7%	8%	6%	5%	11%	4%	6%	5%	7%	8%	8%
	House Minority Leader Hakeem Jeffries	7%	4%	11%	5%	6%	6%	5%	9%	5%	4%	7%	8%	4%	6%	10%	4%	9%	7%	5%	18%	7%	5%	8%	5%	7%	9%	5%	7%	4%	9%	5%	5%	5%	7%	7%
	U.S. House Speaker Emeritus Nancy Pelosi	3%	5%	2%	4%	2%	5%	3%	4%	3%	4%	2%	5%	5%	2%	2%	5%	3%	3%	3%	4%	2%	4%	3%	4%	3%	4%	2%	5%	5%	2%	4%	5%	5%	4%	3%
	Former Vice President Kamala Harris	3%	5%	1%	5%	2%	3%	4%	5%	1%	4%	2%	4%	3%	2%	4%	2%	4%	4%	2%	9%	2%	4%	3%	2%	5%	1%	5%	2%	2%	4%	12%	7%	1%	1%	3%
	Vermont Senator Bernie Sanders	2%	3%	2%	4%	1%	3%	2%	2%	3%	2%	2%	3%	1%	4%	3%	1%	3%	4%	3%	1%	1%	2%	2%	2%	4%	2%	3%	1%	1%	4%	0%	3%	4%	3%	2%
	Former President Joe Biden	2%	4%	0%	4%	0%	3%	1%	3%	1%	3%	2%	3%	3%	1%	2%	2%	3%	1%	2%	5%	1%	5%	3%	2%	3%	2%	3%	4%	2%	2%	17%	7%	2%	2%	1%
	Illinois Governor J.B. Pritzker	2%	2%	3%	3%	1%	2%	2%	2%	3%	1%	2%	3%	0%	2%	4%	1%	1%	5%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	0%	4%	5%	3%	3%	2%	2%
	Pennsylvania Governor Josh Shapiro	2%	2%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	0%	1%	1%	2%	2%
	Senator Cory Booker	1%	2%	2%	1%	1%	1%	0%	3%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	3%	0%	1%	1%	1%	0%	2%	2%	2%	0%	2%	0%	2%	1%	1%	2%
	Minnesota Governor Tim Walz	1%	1%	0%	2%	0%	1%	1%	1%	1%	1%	0%	0%	0%	0%	2%	0%	1%	1%	0%	0%	3%	1%	1%	1%	1%	1%	1%	0%	1%	5%	0%	1%	1%	1%	
	Michigan Governor Gretchen Whitmer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	30%	34%	30%	25%	31%	26%	30%	30%	34%	36%	29%	27%	32%	34%	25%	32%	33%	24%	31%	22%	27%	26%	32%	28%	28%	29%	35%	38%	33%	25%	28%	31%	33%	29%	30%

Percent Change: Democrat Party Leader (May '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
California Governor Gavin Newsom	12%	10%	14%	10%	13%	13%	11%	10%	15%	9%	13%	12%	2%	14%	22%	4%	12%	24%	11%	11%	16%	11%	7%	12%	12%	12%	13%	5%	2%	23%	-4%	7%	13%	13%	13%
Former President Barack Obama	1%	-1%	-3%	4%	5%	4%	4%	-3%	0%	-2%	4%	-2%	2%	2%	0%	3%	2%	-2%	1%	-3%	7%	2%	1%	2%	8%	-4%	0%	3%	2%	0%	2%	0%	2%	0%	1%
Senate Minority Leader Chuck Schumer	0%	-1%	2%	3%	-2%	-1%	2%	2%	-1%	1%	0%	2%	5%	0%	-4%	5%	-1%	-4%	1%	-1%	3%	4%	2%	2%	-1%	0%	1%	-2%	5%	-3%	4%	3%	-5%	2%	1%
Congresswoman Alexandria Ocasio-Cortez	1%	0%	3%	-2%	5%	2%	1%	3%	-2%	3%	1%	1%	6%	0%	-2%	5%	0%	-2%	3%	-2%	0%	-1%	1%	3%	0%	2%	1%	1%	6%	-3%	3%	0%	-1%	3%	2%
House Minority Leader Hakeem Jeffries	2%	1%	4%	1%	-1%	0%	0%	5%	0%	-3%	3%	3%	1%	2%	2%	1%	1%	2%	1%	7%	0%	1%	3%	-2%	3%	5%	0%	3%	2%	1%	5%	1%	3%	2%	1%
U.S. House Speaker Emeritus Nancy Pelosi	0%	1%	0%	-2%	0%	-1%	-1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	1%	-1%	0%	2%	2%	-2%	-1%	-1%	-1%	0%	0%	0%	0%	0%	-2%	-2%	1%	1%	0%
Former Vice President Kamala Harris	-4%	-7%	-4%	-4%	-1%	-2%	-3%	-6%	-4%	0%	-5%	-7%	-1%	-3%	-7%	-2%	-3%	-9%	-4%	-2%	-7%	-5%	-4%	-2%	-2%	-5%	-6%	-4%	-2%	-7%	7%	-6%	-8%	-2%	-3%
Vermont Senator Bernie Sanders	-2%	-3%	-3%	-2%	-2%	-2%	-1%	-3%	-2%	0%	-4%	0%	-2%	-2%	-3%	-2%	-1%	-4%	-2%	0%	-8%	-2%	-2%	-2%	-1%	-1%	-4%	-3%	-2%	-3%	-5%	-3%	1%	-6%	-2%
Former President Joe Biden	-1%	-1%	-1%	-3%	0%	-2%	-1%	0%	-2%	1%	-1%	-5%	0%	1%	-3%	-1%	-1%	-2%	-1%	-2%	-4%	-3%	-1%	-3%	0%	1%	-2%	1%	-1%	-2%	10%	2%	-2%	-2%	-2%
Illinois Governor J.B. Pritzker	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	1%	-1%	-2%	1%	2%	-1%	-1%	2%	1%	-2%	-2%	-1%	0%	-1%	0%	0%	0%	-1%	1%	-2%	0%	2%	1%	0%	
Pennsylvania Governor Josh Shapiro	0%	0%	-1%	-1%	0%	-1%	0%	-1%	0%	-1%	0%	0%	1%	-1%	-1%	1%	-2%	0%	0%	-1%	0%	-1%	0%	0%	-1%	-1%	0%	-1%	1%	-1%	-4%	-4%	-1%	1%	0%
Senator Cory Booker	-4%	-1%	-5%	-6%	-4%	-3%	-6%	-1%	-6%	-2%	-5%	-4%	-2%	-4%	-6%	-3%	-3%	-6%	-4%	-4%	-4%	-5%	-5%	-4%	-7%	-3%	-3%	-3%	-2%	-6%	-2%	-3%	-5%	-5%	-4%
Minnesota Governor Tim Walz	0%	-1%	0%	1%	-2%	-1%	0%	0%	-1%	0%	0%	-1%	-1%	0%	1%	-1%	0%	0%	-1%	-1%	3%	1%	-1%	-1%	0%	-1%	0%	0%	-1%	0%	5%	-1%	0%	-1%	0%
Michigan Governor Gretchen Whitmer	-2%	-1%	-1%	-3%	-2%	-2%	-2%	-1%	-2%	-2%	-1%	-2%	-2%	-1%	-2%	-2%	-1%	-2%	-2%	-3%	-1%	-2%	-2%	-3%	-2%	-1%	-1%	-1%	-2%	-1%	-1%	-3%	-2%	-2%	-1%
Unsure	-2%	3%	-6%	3%	-10%	-3%	-5%	-5%	3%	-3%	-5%	6%	-6%	-8%	3%	-7%	-2%	4%	-4%	2%	-4%	3%	0%	-2%	-7%	-4%	2%	2%	-8%	1%	-16%	7%	3%	-4%	-5%

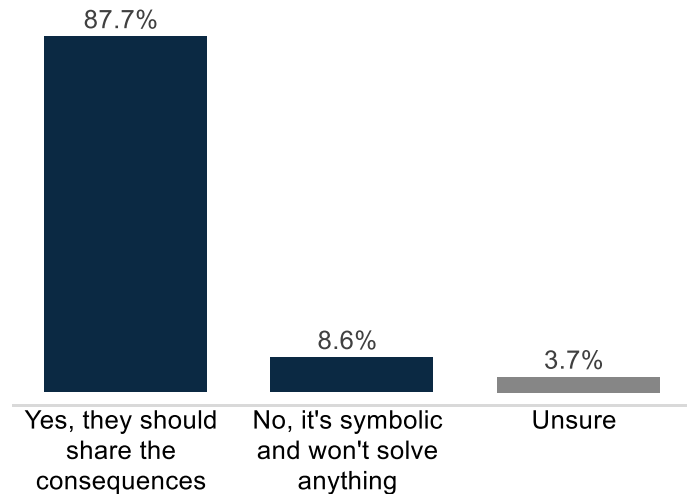
Reason for No Leader



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vel/Svc Mbr	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
No standout national figure	45%	30%	42%	61%	52%	59%	54%	34%	38%	46%	45%	41%	50%	44%	40%	52%	37%	46%	48%	34%	35%	38%	46%	58%	53%	40%	33%	40%	48%	43%	46%	30%	40%	50%	48%
Internal divisions	18%	19%	18%	16%	17%	19%	15%	16%	21%	15%	20%	17%	21%	15%	16%	20%	17%	16%	16%	22%	22%	19%	22%	15%	19%	18%	19%	14%	19%	17%	23%	22%	21%	15%	17%
Too many competing voices	16%	17%	21%	7%	17%	13%	12%	23%	15%	15%	17%	15%	17%	17%	14%	16%	19%	11%	18%	14%	14%	13%	17%	14%	11%	14%	23%	17%	20%	10%	13%	23%	15%	14%	16%
Media coverage focuses on Republicans	9%	13%	7%	7%	6%	7%	7%	7%	13%	7%	9%	10%	4%	10%	15%	5%	11%	14%	8%	11%	9%	12%	8%	7%	6%	12%	9%	8%	3%	16%	19%	13%	8%	9%	7%
Unsure	13%	21%	13%	8%	8%	3%	11%	21%	13%	17%	9%	16%	9%	14%	15%	8%	16%	14%	10%	19%	20%	17%	7%	5%	11%	16%	16%	21%	10%	15%	0%	12%	16%	12%	11%

What do you believe is the main reason you can't identify a clear leader of the Democratic Party?

Congressional Pay During Shutdown



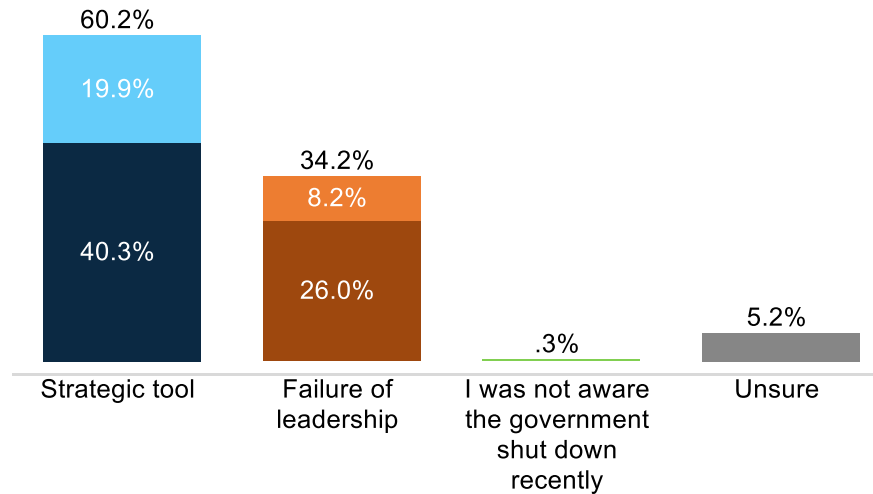
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes, they should share the consequences	88%	80%	92%	85%	94%	91%	89%	84%	88%	89%	89%	84%	92%	90%	83%	93%	83%	86%	90%	78%	84%	85%	92%	91%	88%	89%	84%	85%	91%	86%	70%	79%	86%	89%	91%
No, it's symbolic and won't solve anything	9%	14%	5%	11%	4%	6%	8%	11%	9%	8%	8%	10%	5%	7%	13%	5%	12%	10%	7%	18%	10%	10%	6%	7%	8%	8%	12%	10%	5%	11%	24%	16%	9%	8%	7%
Unsure	4%	6%	3%	4%	2%	2%	4%	5%	3%	3%	3%	6%	3%	3%	4%	3%	4%	3%	3%	4%	6%	5%	2%	3%	3%	4%	5%	6%	3%	3%	6%	6%	5%	3%	3%

Should members of Congress lose their pay during a government shutdown?



CYGNAL

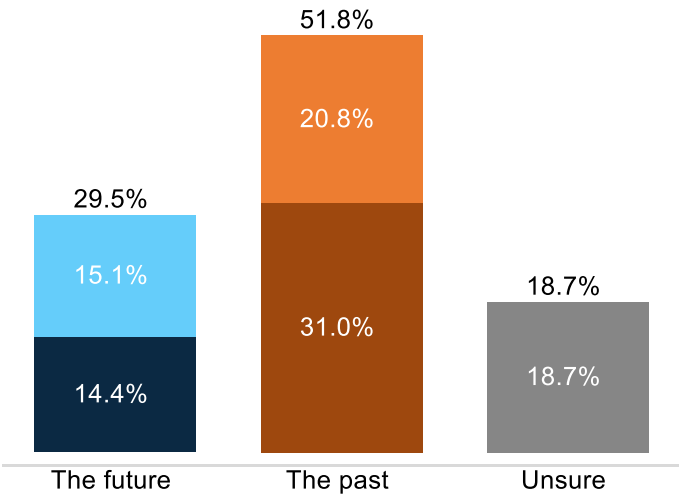
Shutdown Perceived Intentions



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
Strategic tool	60%	62%	62%	59%	58%	57%	59%	63%	61%	62%	59%	62%	70%	56%	52%	70%	53%	56%	62%	56%	53%	62%	66%	60%	56%	65%	59%	58%	71%	49%	70%	59%	57%	60%	61%
Failure of leadership	34%	31%	31%	35%	40%	40%	36%	27%	35%	33%	37%	29%	23%	40%	43%	25%	42%	40%	33%	39%	41%	33%	32%	37%	39%	29%	34%	35%	23%	47%	23%	34%	32%	35%	35%
Definitely a strategic tool	40%	37%	42%	40%	42%	39%	43%	39%	40%	44%	39%	39%	46%	38%	36%	48%	32%	39%	41%	37%	37%	40%	46%	44%	37%	42%	37%	32%	47%	35%	33%	38%	37%	43%	41%
Probably a strategic tool	20%	25%	20%	19%	15%	19%	16%	24%	20%	18%	20%	23%	24%	18%	16%	22%	21%	16%	21%	19%	16%	21%	20%	16%	19%	22%	22%	27%	25%	15%	37%	21%	21%	17%	20%
Probably a failure of leadership	8%	9%	6%	11%	7%	7%	10%	6%	9%	9%	8%	6%	8%	10%	7%	8%	9%	7%	9%	5%	9%	10%	7%	8%	11%	7%	8%	15%	9%	7%	7%	12%	8%	10%	7%
Definitely a failure of leadership	26%	22%	25%	25%	33%	33%	26%	21%	26%	24%	29%	23%	15%	31%	37%	17%	33%	33%	24%	34%	31%	23%	25%	30%	28%	22%	25%	20%	14%	40%	15%	23%	24%	25%	28%
I was not aware the government shut do...	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	4%	0%	1%	0%	0%	
Unsure	5%	7%	6%	5%	2%	2%	4%	9%	4%	5%	4%	7%	6%	4%	4%	5%	5%	4%	5%	5%	6%	5%	2%	2%	5%	6%	7%	6%	6%	4%	4%	7%	10%	5%	4%

Do you believe the recent government shutdown is being used as a strategic tool to advance a political agenda or is it just a failure of leadership?

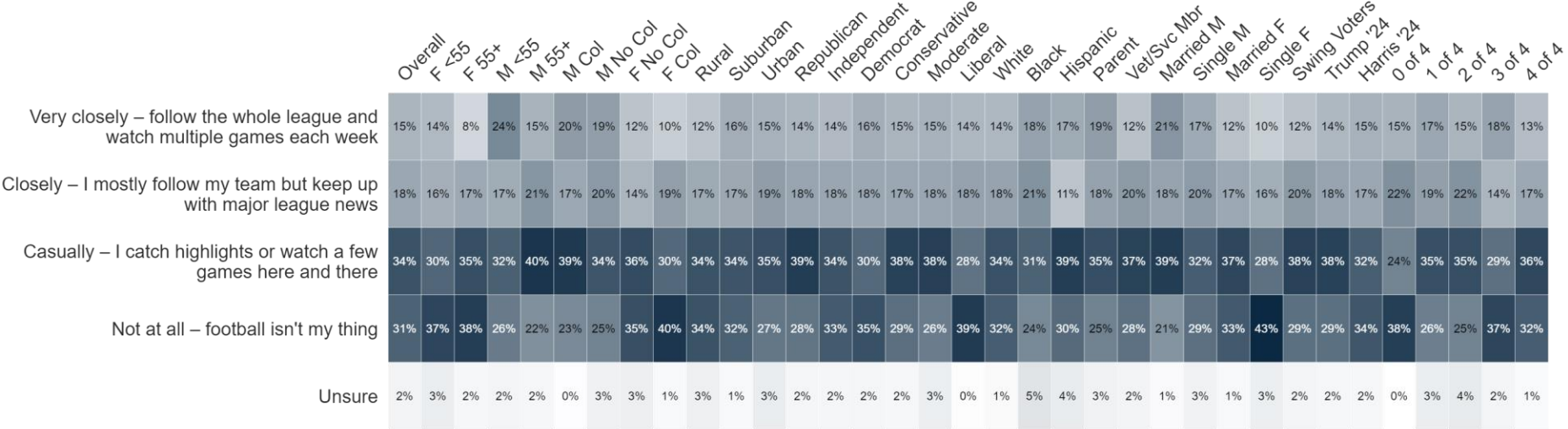
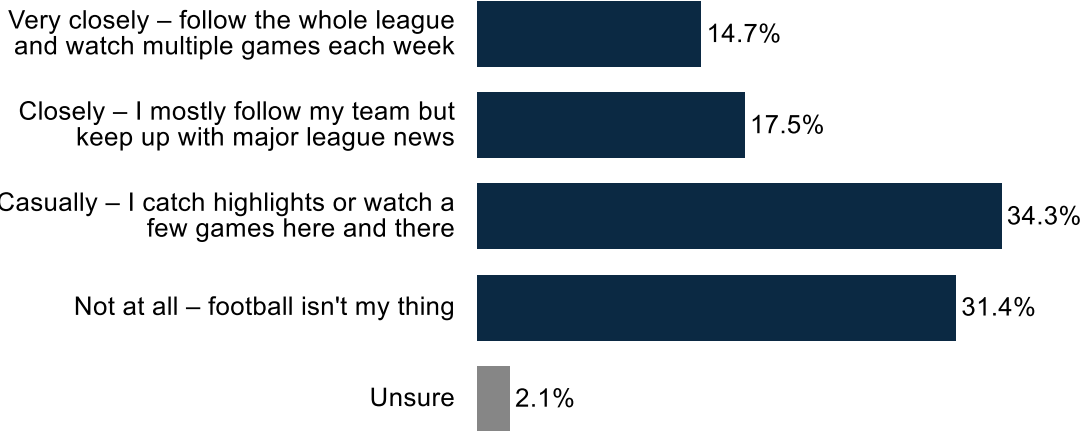
Time Travel



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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
The future	30%	28%	24%	33%	34%	41%	28%	22%	31%	24%	29%	37%	24%	33%	34%	24%	33%	36%	27%	43%	33%	32%	29%	33%	34%	25%	28%	30%	24%	34%	39%	31%	30%	26%	30%
The past	52%	50%	53%	54%	51%	43%	59%	58%	45%	59%	51%	43%	64%	47%	43%	64%	49%	37%	55%	34%	48%	50%	55%	53%	51%	54%	49%	51%	64%	41%	52%	51%	57%	56%	50%
Definitely the future	14%	11%	12%	16%	18%	21%	14%	10%	14%	13%	14%	18%	12%	16%	16%	12%	16%	16%	13%	21%	16%	15%	13%	18%	16%	9%	15%	12%	12%	16%	19%	14%	15%	13%	15%
Probably the future	15%	17%	12%	17%	16%	19%	14%	12%	17%	11%	15%	19%	12%	17%	18%	12%	17%	19%	14%	22%	17%	18%	16%	15%	18%	16%	13%	18%	12%	17%	21%	17%	15%	13%	15%
Probably the past	21%	23%	22%	18%	21%	18%	21%	23%	21%	24%	21%	16%	25%	20%	18%	24%	21%	18%	24%	11%	15%	21%	22%	21%	18%	23%	22%	26%	25%	18%	20%	22%	20%	20%	21%
Definitely the past	31%	27%	31%	36%	30%	26%	39%	35%	24%	35%	30%	27%	39%	27%	25%	40%	29%	20%	32%	23%	33%	30%	33%	33%	34%	32%	28%	26%	39%	23%	32%	29%	37%	36%	29%
Unsure	19%	22%	23%	13%	15%	16%	13%	20%	24%	16%	20%	19%	12%	21%	23%	12%	18%	27%	17%	23%	19%	17%	16%	14%	15%	21%	22%	19%	12%	25%	9%	17%	13%	18%	20%

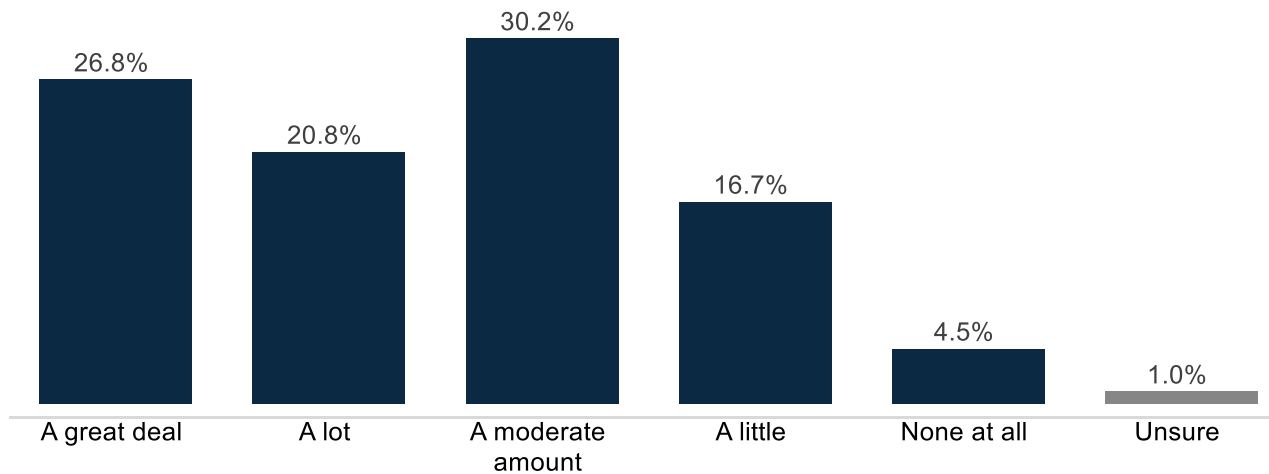
Given the choice, would you rather time travel to the past or the future?

Following NFL



How closely are you following the NFL season this year?

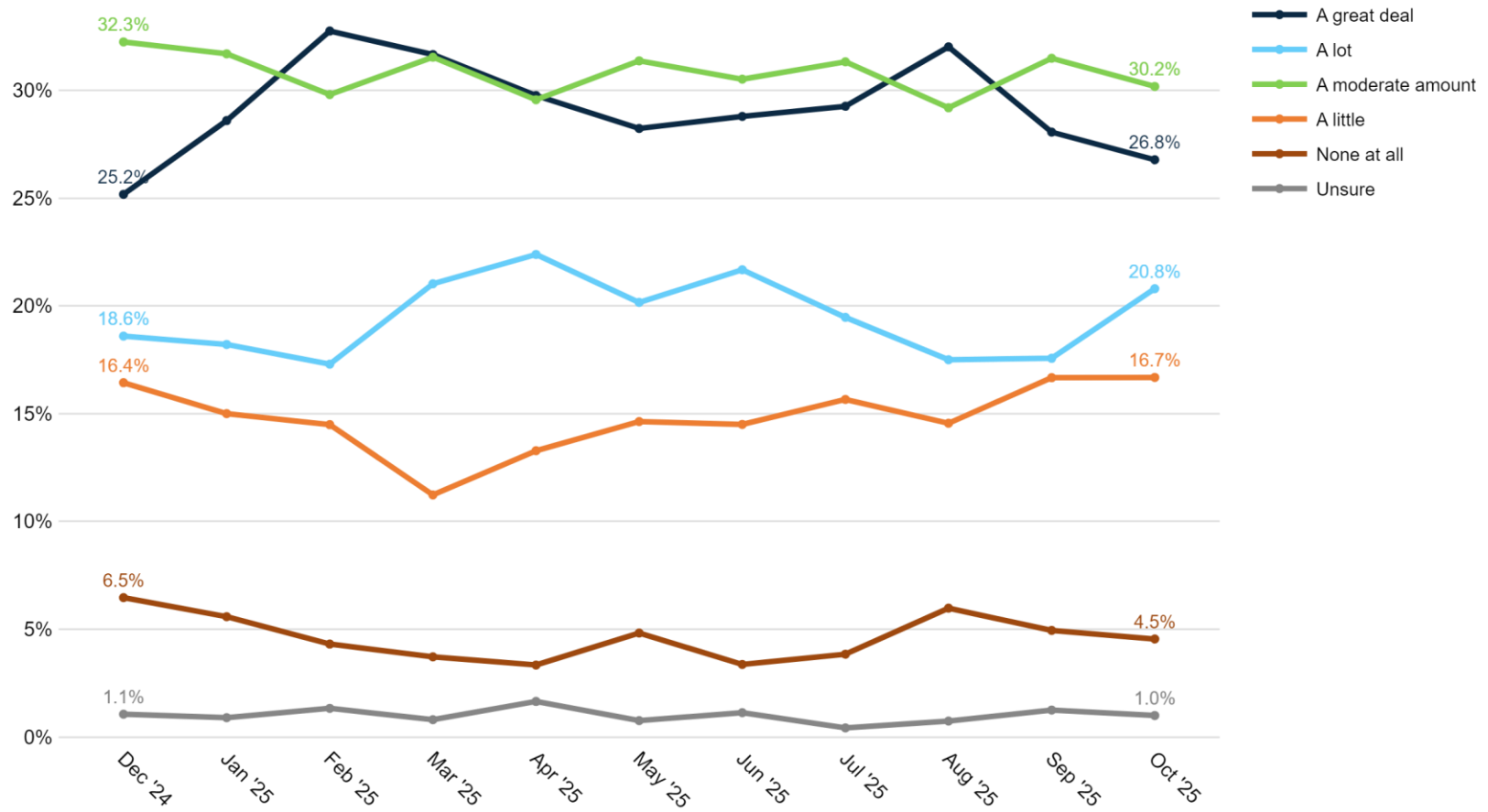
News Attention



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	27%	19%	31%	30%	28%	35%	24%	21%	29%	22%	28%	31%	23%	24%	33%	25%	23%	33%	27%	23%	26%	25%	25%	29%	29%	26%	24%	13%	23%	32%	9%	18%	26%	25%	30%
A lot	21%	20%	20%	19%	24%	25%	19%	20%	20%	19%	21%	23%	22%	17%	22%	14%	26%	23%	19%	16%	21%	21%	22%	21%	21%	19%	19%	20%	22%	34%	21%	15%	19%	22%	
A moderate amount	30%	35%	30%	30%	25%	25%	30%	34%	31%	34%	31%	23%	30%	35%	28%	28%	39%	26%	29%	35%	36%	33%	30%	28%	27%	32%	34%	39%	30%	30%	30%	34%	33%	31%	28%
A little	17%	19%	14%	16%	17%	12%	20%	17%	16%	17%	15%	21%	18%	20%	13%	17%	18%	13%	16%	18%	15%	15%	18%	15%	18%	17%	16%	23%	20%	12%	27%	22%	19%	17%	15%
None at all	5%	5%	4%	3%	6%	2%	6%	5%	4%	7%	4%	2%	6%	3%	3%	6%	4%	2%	5%	2%	5%	3%	6%	5%	4%	4%	5%	4%	7%	2%	0%	3%	6%	6%	4%
Unsure	1%	2%	0%	1%	0%	0%	1%	2%	0%	1%	1%	2%	0%	1%	0%	1%	0%	0%	3%	1%	2%	1%	0%	1%	0%	2%	2%	0%	1%	0%	2%	1%	1%	0%	

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

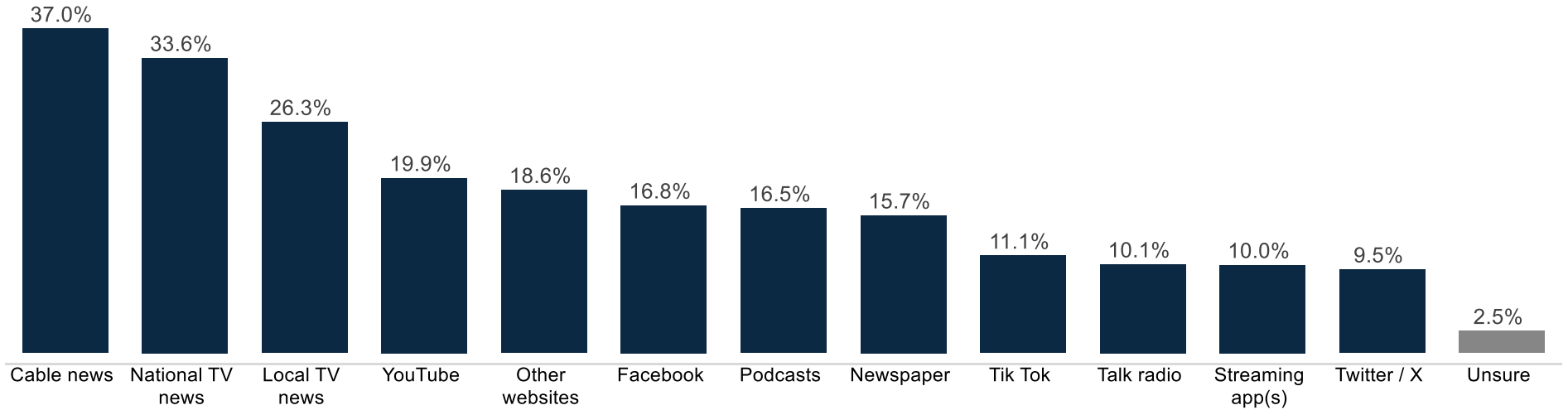
Trend: News Attention



Percent Change: News Attention (Sep '25 to Oct '25)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	-1%	-3%	-2%	3%	-3%	-2%	2%	-6%	2%	-5%	1%	-2%	-3%	0%	-1%	-2%	1%	-2%	-1%	-8%	0%	2%	-4%	1%	-1%	-3%	-2%	-1%	-2%	-1%	-3%	0%	1%	-4%	-1%
A lot	3%	2%	4%	1%	5%	5%	1%	8%	-2%	3%	4%	3%	8%	0%	1%	7%	-3%	4%	6%	2%	-4%	3%	3%	4%	1%	4%	2%	4%	6%	0%	22%	4%	1%	6%	2%
A moderate amount	-1%	-1%	1%	-1%	-5%	-3%	-2%	4%	-4%	5%	-2%	-8%	-1%	1%	-2%	-1%	4%	-8%	-2%	4%	-2%	-3%	-1%	-6%	2%	-2%	2%	0%	-2%	0%	10%	0%	3%	-1%	-3%
A little	0%	3%	-4%	-1%	2%	1%	0%	-4%	3%	-3%	-2%	9%	-4%	1%	3%	-5%	-2%	7%	-2%	4%	7%	-1%	0%	2%	-2%	0%	-1%	-1%	-1%	2%	-3%	3%	-4%	-1%	1%
None at all	0%	-1%	1%	-3%	2%	-1%	0%	-2%	1%	1%	-1%	-1%	1%	-2%	-1%	0%	1%	0%	-1%	-1%	-1%	-2%	2%	-1%	1%	1%	-1%	-2%	0%	0%	-14%	-4%	-1%	0%	1%
Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	-1%	0%	-1%	0%	-1%	-1%	0%	-1%	0%	1%	0%	0%	-1%	-1%	0%	0%	-1%	0%	-12%	-3%	0%	-1%	0%	

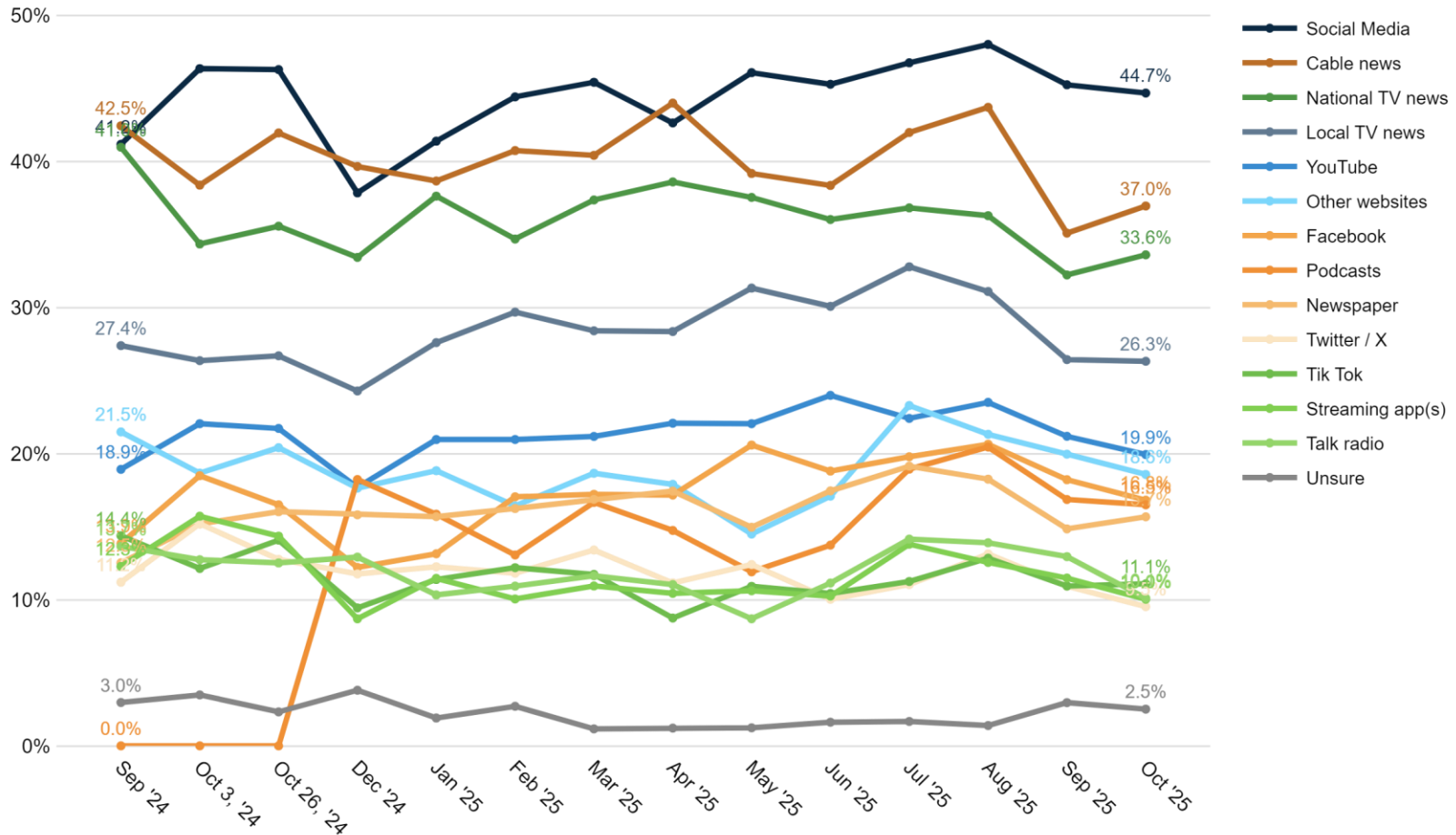
News Source



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	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	45%	59%	28%	65%	29%	43%	49%	46%	40%	45%	44%	46%	47%	45%	43%	46%	42%	45%	42%	55%	55%	56%	43%	41%	55%	38%	49%	50%	47%	41%	66%	65%	49%	49%	37%
Cable news	37%	24%	46%	32%	45%	39%	39%	36%	35%	34%	40%	34%	47%	29%	31%	46%	33%	29%	39%	36%	29%	32%	42%	41%	35%	42%	29%	29%	44%	32%	42%	25%	37%	30%	41%
National TV news	34%	31%	42%	28%	32%	31%	29%	36%	38%	30%	34%	39%	25%	31%	45%	24%	42%	41%	33%	46%	32%	31%	33%	30%	31%	36%	37%	32%	23%	45%	46%	26%	34%	29%	36%
Local TV news	26%	27%	30%	16%	31%	23%	24%	32%	25%	30%	25%	24%	25%	28%	27%	24%	33%	23%	28%	25%	18%	22%	28%	23%	25%	29%	29%	28%	23%	29%	22%	23%	22%	26%	29%
YouTube	20%	22%	12%	35%	13%	19%	27%	20%	13%	18%	19%	24%	19%	24%	20%	19%	20%	20%	17%	32%	25%	23%	20%	18%	33%	15%	19%	24%	20%	19%	40%	31%	27%	25%	14%
Other websites	19%	21%	15%	20%	19%	25%	15%	12%	24%	16%	20%	19%	15%	23%	20%	17%	16%	24%	21%	9%	11%	17%	15%	19%	20%	17%	19%	19%	16%	21%	12%	13%	17%	20%	20%
Facebook	17%	25%	14%	16%	12%	12%	15%	23%	15%	19%	16%	14%	21%	13%	15%	19%	17%	13%	17%	17%	13%	21%	15%	12%	16%	17%	22%	19%	21%	14%	29%	27%	20%	14%	14%
Podcasts	17%	21%	12%	24%	10%	20%	14%	14%	19%	15%	16%	19%	15%	21%	16%	16%	13%	21%	16%	11%	26%	21%	16%	17%	17%	15%	18%	18%	17%	16%	10%	16%	14%	17%	17%
Newspaper	16%	14%	15%	18%	16%	26%	10%	10%	19%	10%	17%	20%	11%	17%	20%	10%	16%	24%	17%	6%	13%	15%	14%	20%	13%	15%	14%	16%	10%	21%	7%	10%	16%	13%	18%
Twitter / X	10%	10%	3%	21%	6%	16%	11%	4%	9%	9%	10%	10%	11%	11%	7%	12%	7%	9%	10%	8%	13%	15%	11%	14%	12%	6%	7%	9%	12%	6%	8%	16%	8%	10%	9%
Tik Tok	11%	23%	3%	14%	4%	6%	11%	15%	11%	12%	10%	13%	8%	10%	15%	8%	10%	15%	9%	19%	20%	15%	8%	7%	12%	10%	16%	13%	9%	14%	17%	19%	9%	14%	9%
Streaming app(s)	10%	11%	10%	11%	8%	10%	9%	11%	10%	12%	9%	10%	11%	10%	9%	10%	10%	10%	9%	11%	11%	11%	7%	12%	5%	10%	11%	11%	11%	9%	4%	12%	12%	10%	9%
Talk radio	3%	9%	9%	11%	12%	10%	12%	8%	11%	13%	9%	8%	14%	10%	5%	14%	8%	6%	10%	7%	11%	11%	11%	13%	9%	10%	8%	10%	14%	6%	0%	9%	8%	11%	11%
Unsure	3%	4%	2%	2%	2%	1%	2%	3%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%	1%	3%	2%	3%	4%	2%	2%	0%	3%	4%	4%	1%

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

Trend: News Source

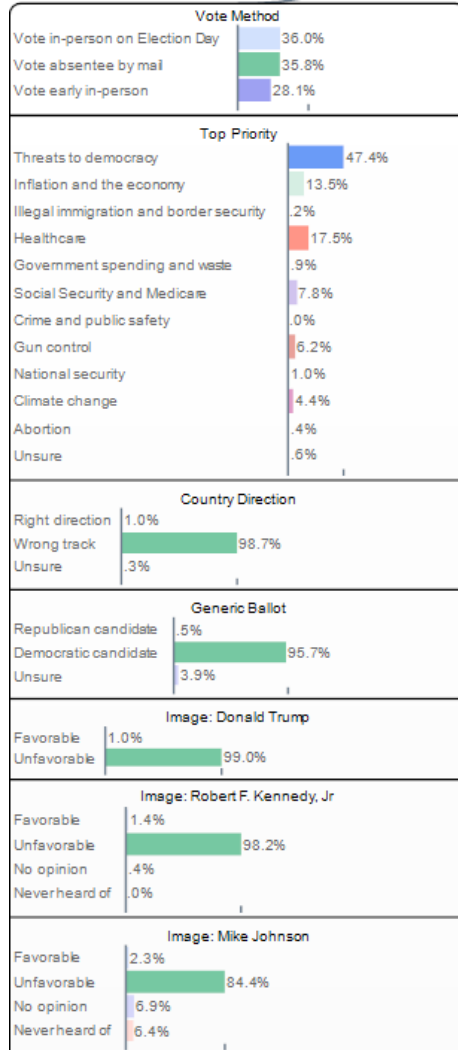


Percent Change: News Source (Sep '25 to Oct '25)

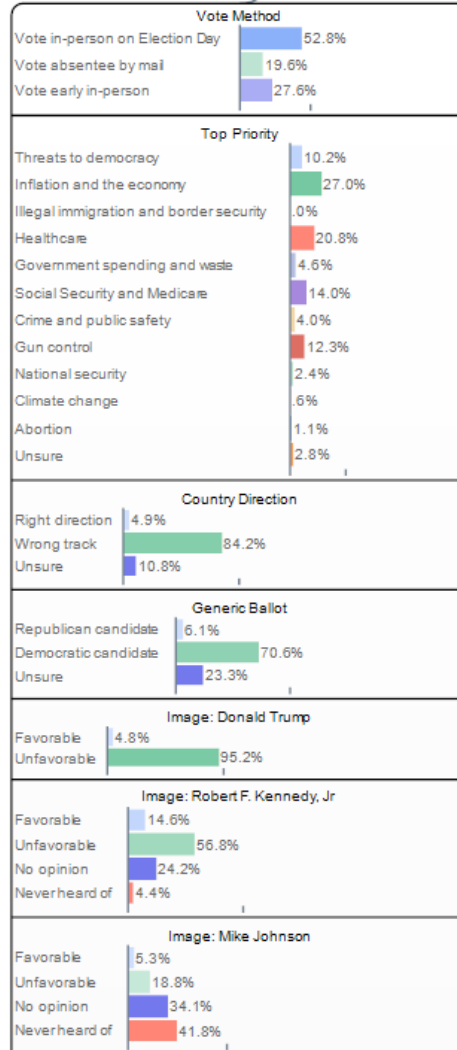
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Vet/Svc Mbr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	-1%	-2%	-7%	9%	-1%	4%	3%	-1%	-8%	6%	-2%	-5%	-1%	0%	-1%	2%	-1%	-4%	-1%	-1%	7%	2%	6%	4%	4%	-5%	-3%	1%	-1%	-2%	-9%	3%	-5%	-1%	0%
Cable news	2%	-2%	4%	4%	1%	1%	3%	2%	1%	1%	4%	-2%	5%	-1%	0%	6%	-2%	0%	4%	-1%	-4%	-2%	-3%	0%	8%	4%	-2%	0%	4%	1%	11%	-2%	5%	1%	2%
National TV news	1%	3%	1%	6%	-4%	0%	1%	5%	-2%	0%	1%	5%	6%	-2%	-2%	1%	0%	3%	2%	-1%	-1%	3%	-4%	0%	4%	-1%	5%	1%	4%	-1%	22%	1%	10%	-5%	0%
Local TV news	0%	5%	-4%	-5%	3%	1%	-3%	2%	-1%	5%	-2%	-1%	1%	1%	-1%	2%	-2%	-1%	1%	-4%	-6%	0%	-1%	-1%	-2%	1%	1%	0%	-1%	1%	-10%	4%	-4%	2%	0%
YouTube	-1%	2%	-7%	5%	-3%	0%	1%	-2%	-4%	2%	-3%	-2%	-3%	-1%	0%	-2%	0%	-1%	-2%	2%	3%	1%	4%	0%	1%	-2%	-4%	0%	-4%	0%	7%	-3%	1%	2%	-2%
Other websites	-1%	1%	-3%	-4%	0%	1%	-4%	-5%	3%	-4%	-2%	2%	-2%	-5%	2%	-3%	2%	-1%	-1%	-2%	-9%	-3%	-4%	-2%	-2%	-2%	0%	-1%	-3%	0%	-11%	-7%	1%	-1%	-1%
Facebook	-1%	-3%	-1%	-3%	1%	1%	-3%	0%	-4%	2%	-2%	-4%	0%	-2%	-3%	1%	-2%	-4%	-1%	-6%	-2%	-5%	0%	-1%	-1%	-4%	1%	-2%	0%	-2%	-11%	1%	-1%	-6%	0%
Podcasts	0%	0%	1%	-1%	-2%	-1%	-2%	1%	1%	-4%	2%	0%	0%	0%	0%	0%	-1%	-1%	3%	4%	-3%	-1%	-3%	1%	-2%	3%	4%	0%	-1%	-6%	1%	-1%	-7%	1%	
Newspaper	1%	-2%	1%	3%	1%	4%	0%	-1%	0%	-2%	2%	1%	4%	-2%	-1%	1%	-1%	2%	2%	-8%	-3%	-1%	2%	5%	-3%	0%	-1%	3%	4%	-2%	-6%	-3%	6%	-3%	2%
Twitter / X	-1%	-3%	-2%	1%	-1%	1%	-1%	-4%	-1%	-1%	-1%	-3%	-3%	1%	-2%	-2%	-2%	-1%	-1%	-5%	1%	0%	0%	1%	-2%	-3%	-2%	-3%	-2%	-2%	3%	2%	-2%	-3%	-1%
Tik Tok	0%	-3%	0%	3%	0%	0%	3%	3%	-5%	3%	-1%	-1%	0%	1%	0%	2%	0%	-3%	0%	-1%	4%	0%	2%	1%	3%	-2%	0%	1%	1%	-1%	-5%	-3%	-8%	1%	3%
Streaming app(s)	-1%	0%	0%	-3%	-3%	-3%	-3%	1%	-2%	0%	-1%	-4%	-2%	0%	-2%	-2%	-3%	0%	-2%	0%	-5%	0%	-5%	-1%	-7%	2%	-3%	-2%	-1%	-2%	-3%	2%	1%	-4%	-2%
Talk radio	-3%	-5%	-3%	-1%	-2%	-1%	-3%	-5%	-2%	-2%	-3%	-3%	-3%	1%	-5%	-4%	-1%	-3%	-2%	-6%	-5%	-3%	-2%	-1%	-2%	-6%	-2%	-2%	-4%	-3%	-6%	-4%	-1%	1%	-4%
Unsure	0%	1%	0%	-2%	0%	-1%	-1%	0%	1%	0%	-1%	0%	-2%	-1%	1%	-1%	-1%	0%	-1%	2%	1%	1%	-1%	-2%	-1%	1%	0%	-2%	-1%	1%	0%	-1%	1%	1%	-1%

Segmentation Analysis:

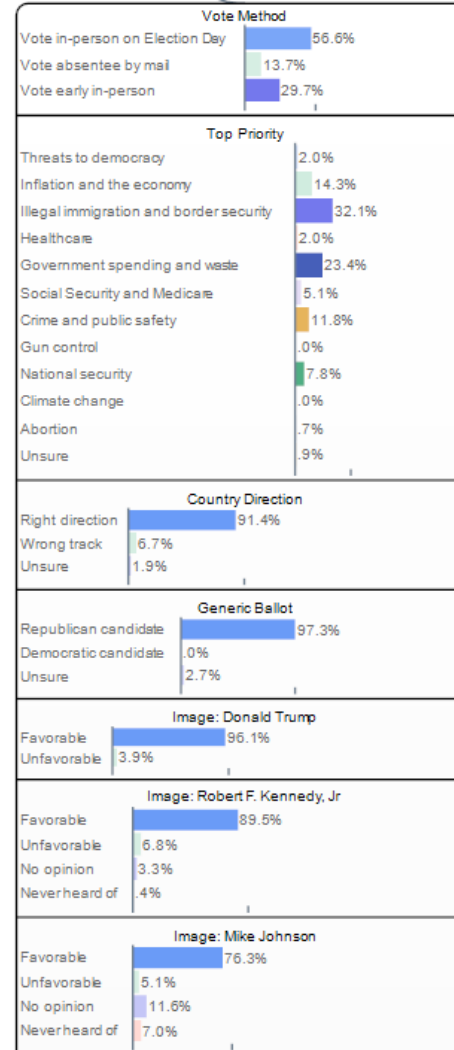
Dem Base (40%)



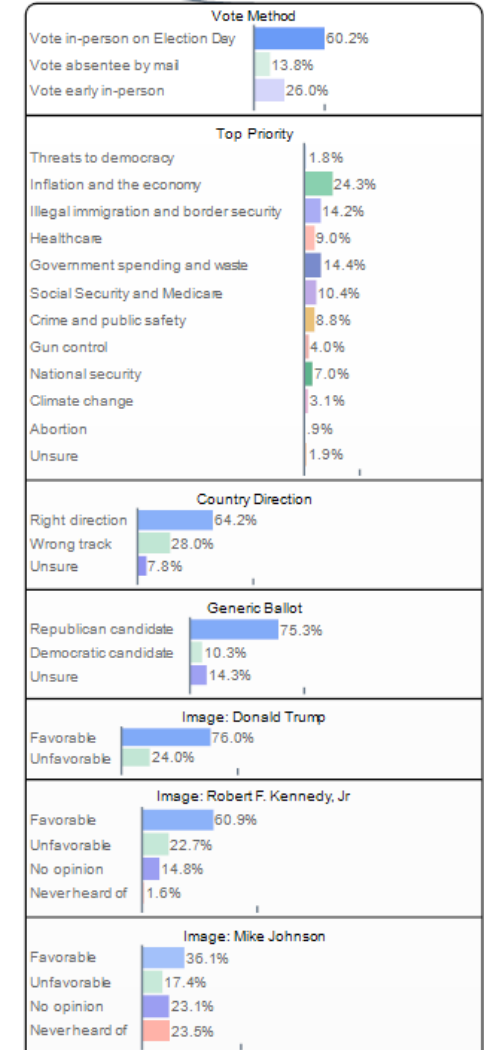
Moderates (10%)



Old GOPs (32%)



Young GOPs (18%)



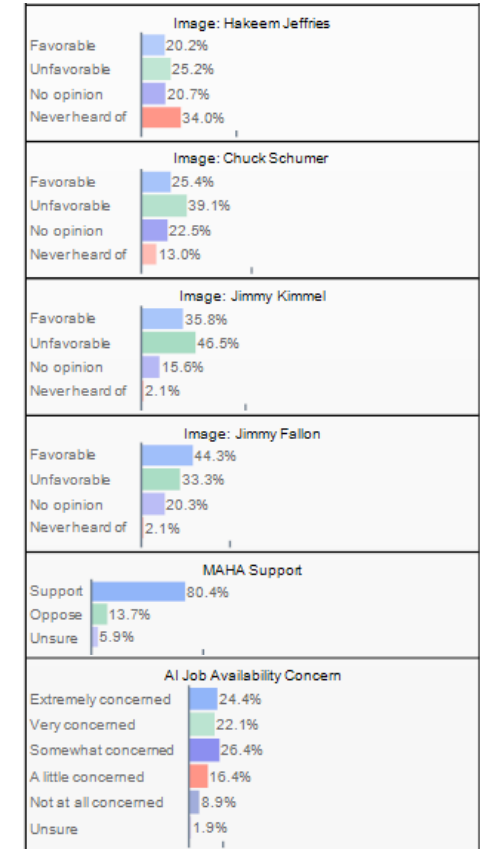
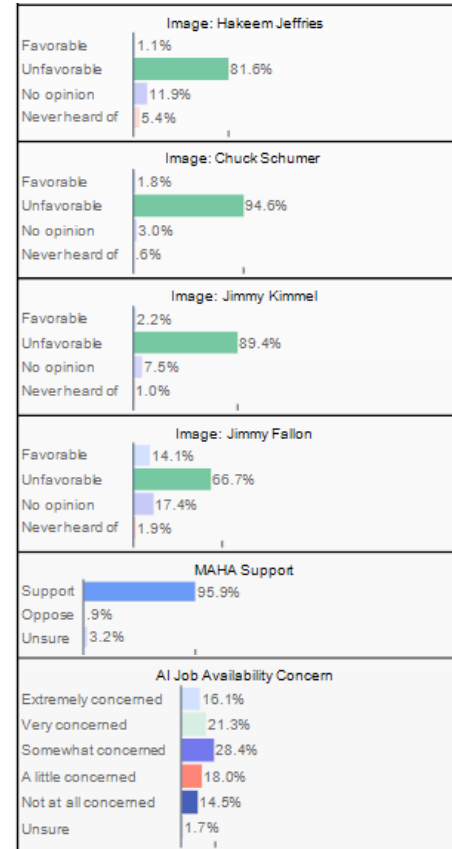
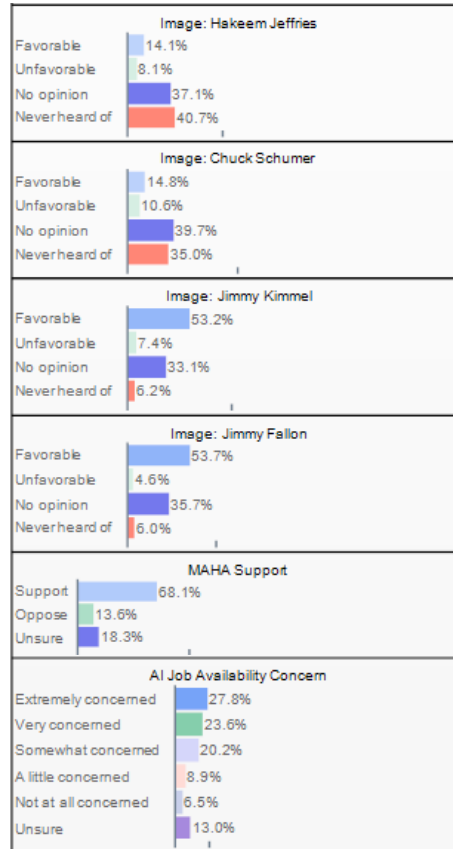
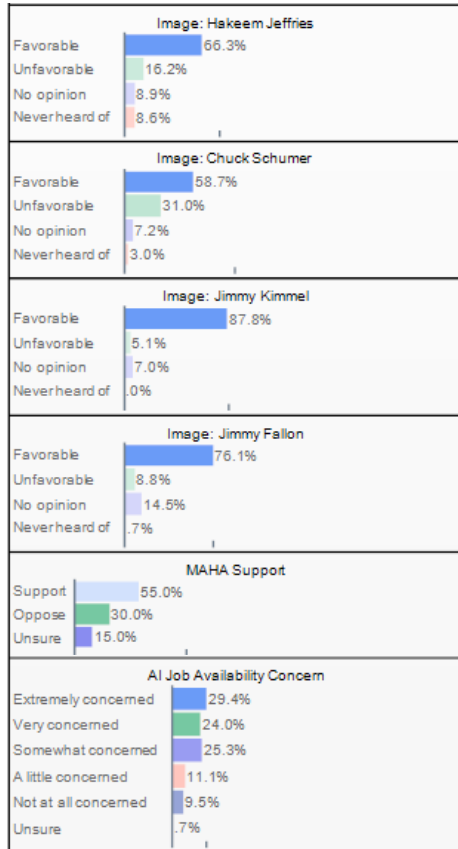
Segmentation Analysis:

Dem Base (40%)

Moderates (10%)

Old GOPs (32%)

Young GOPs (18%)



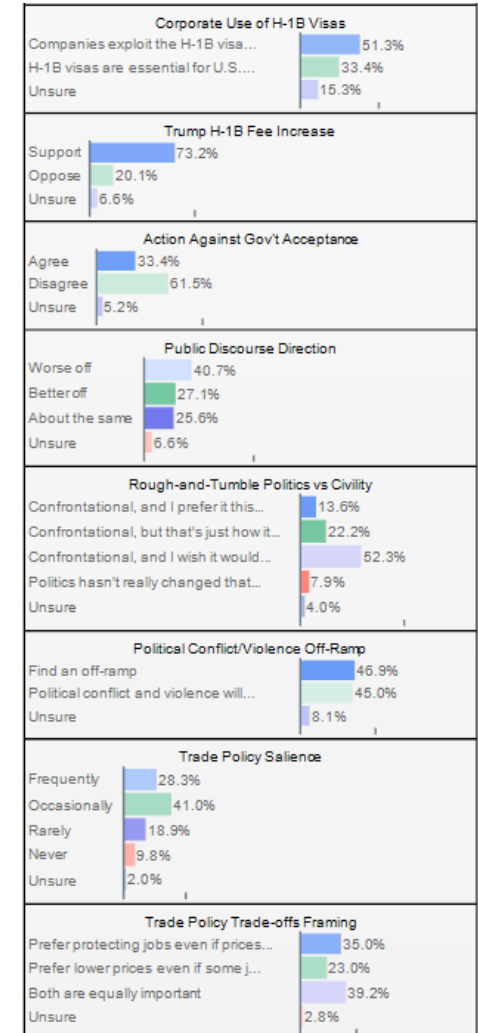
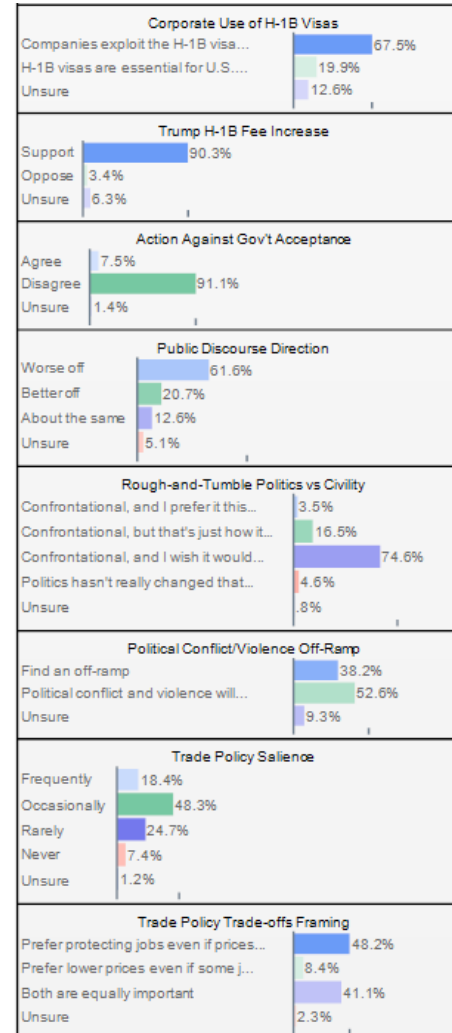
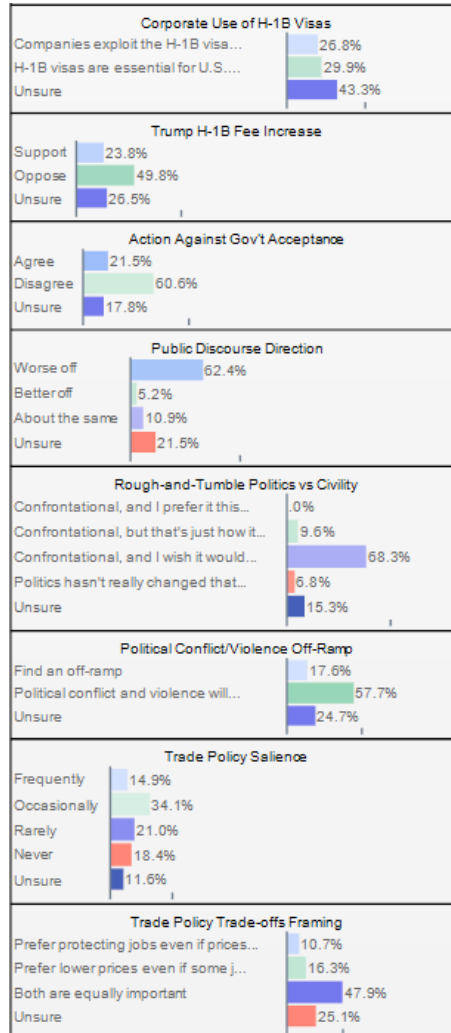
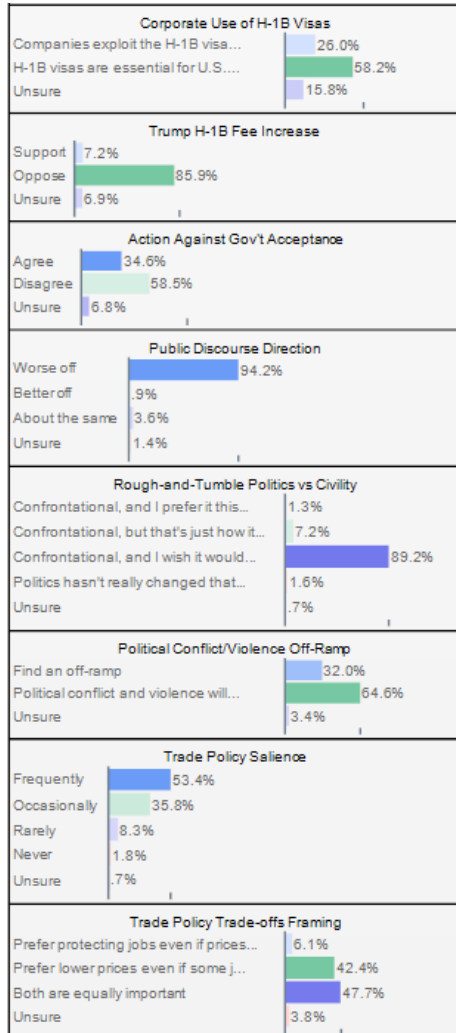
Segmentation Analysis:

Dem Base (40%)

Moderates (10%)

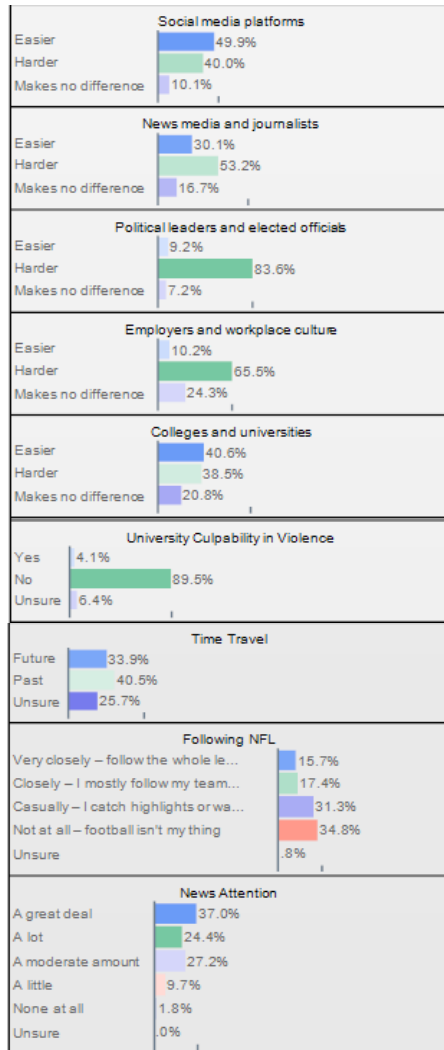
Old GOPs (32%)

Young GOPs (18%)

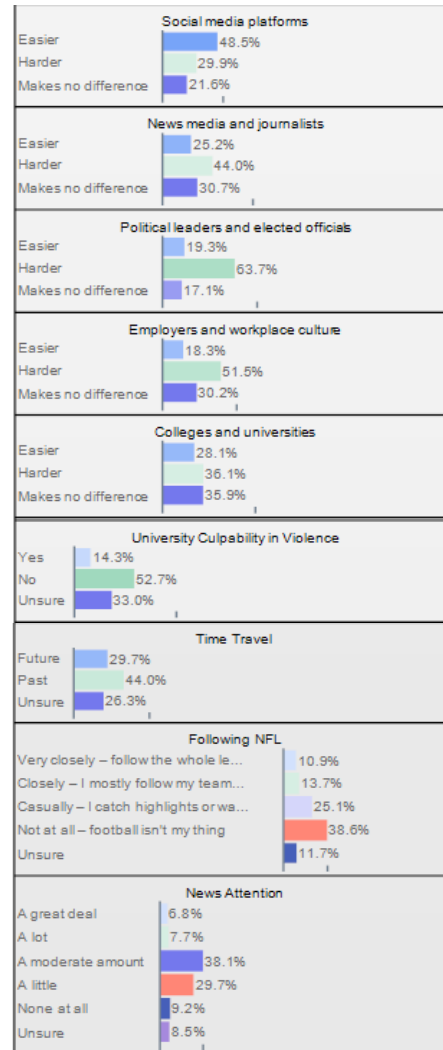


Segmentation Analysis:

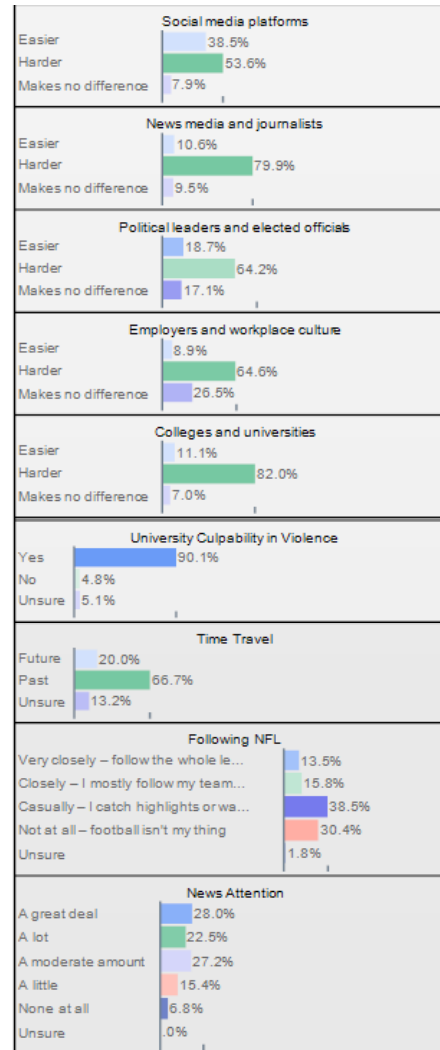
Dem Base (40%)



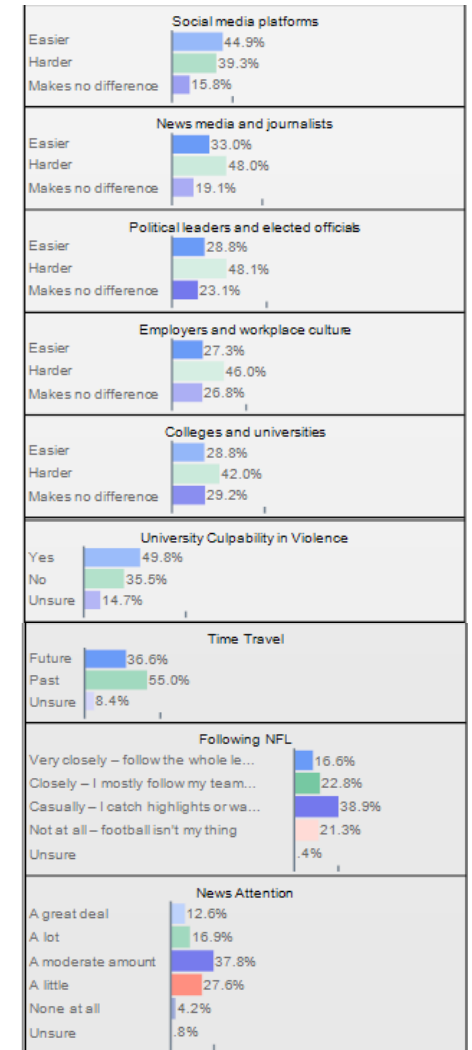
Moderates (10%)



Old GOPs (32%)

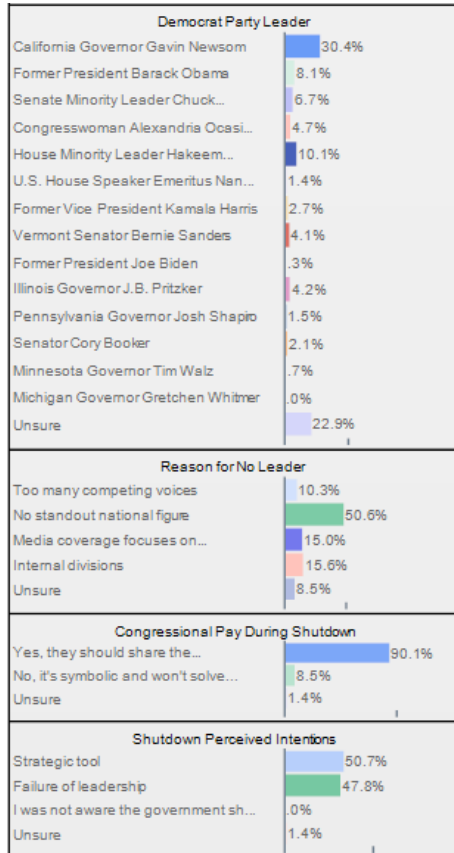


Young GOPs (18%)

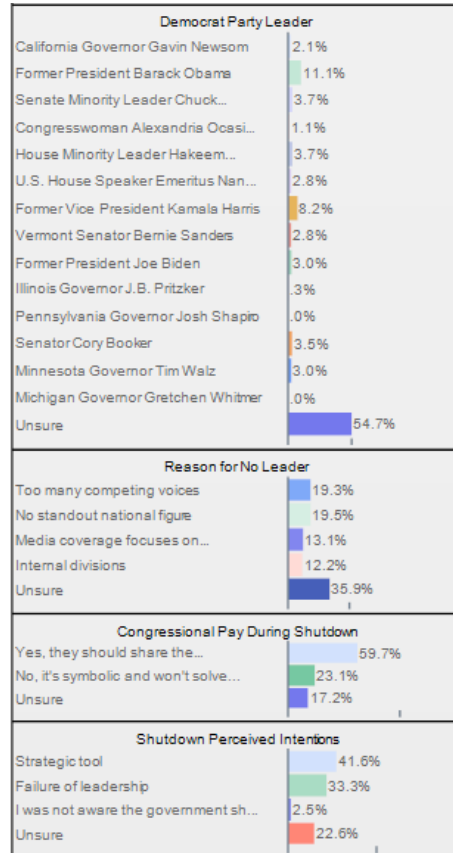


Segmentation Analysis:

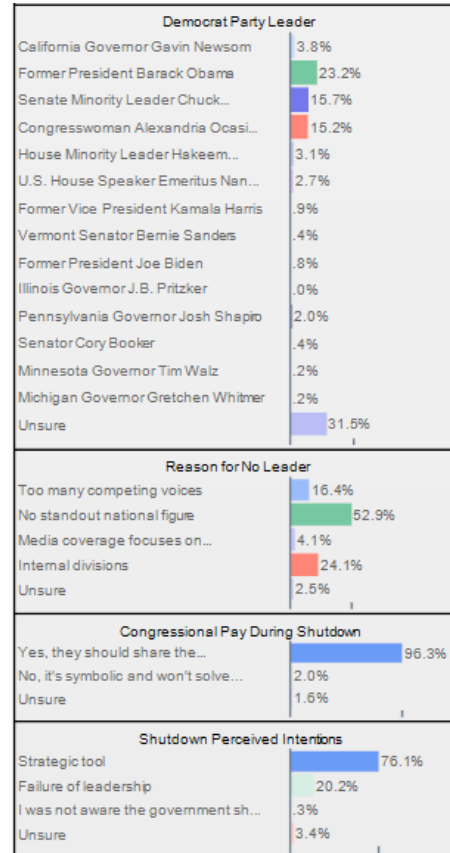
Dem Base (40%)



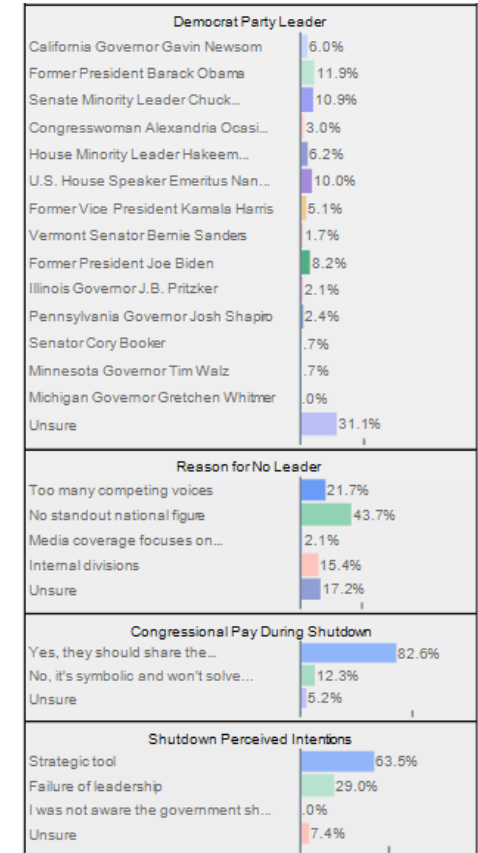
Moderates (10%)



Old GOPs (32%)

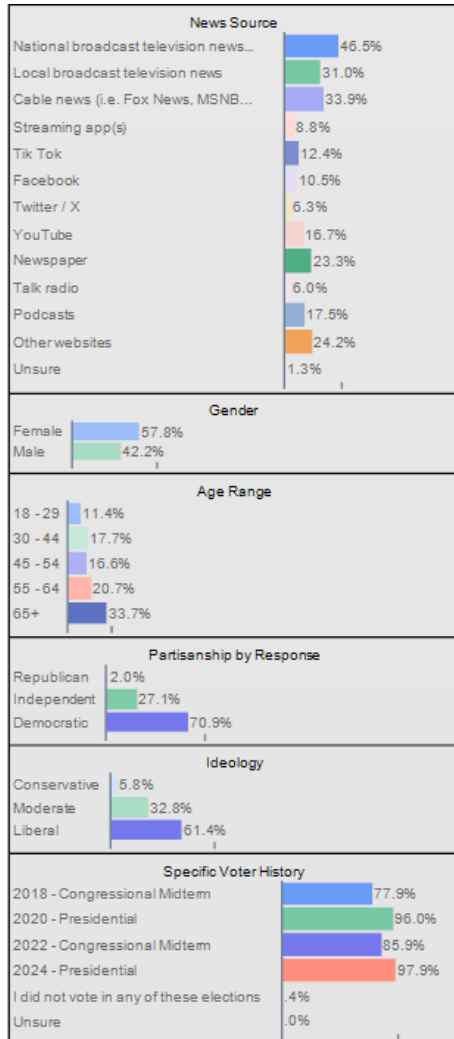


Young GOPs (18%)

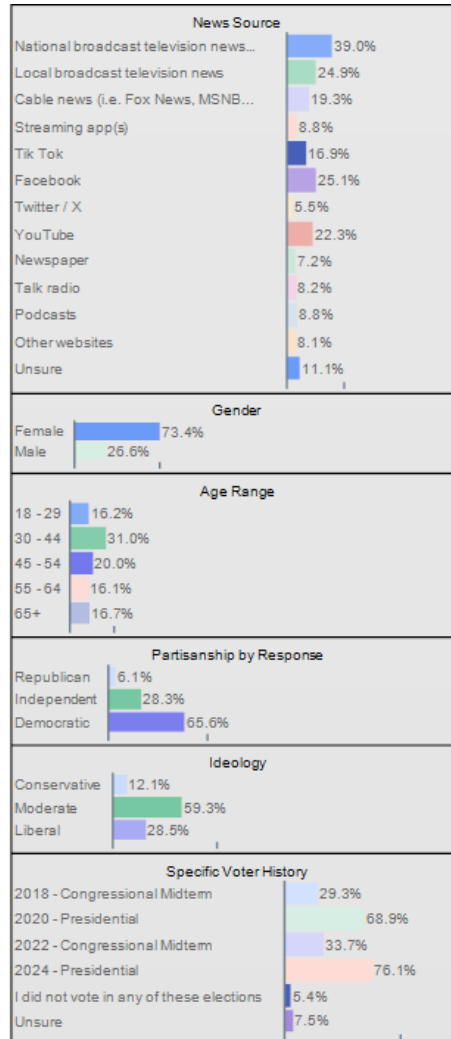


Segmentation Analysis:

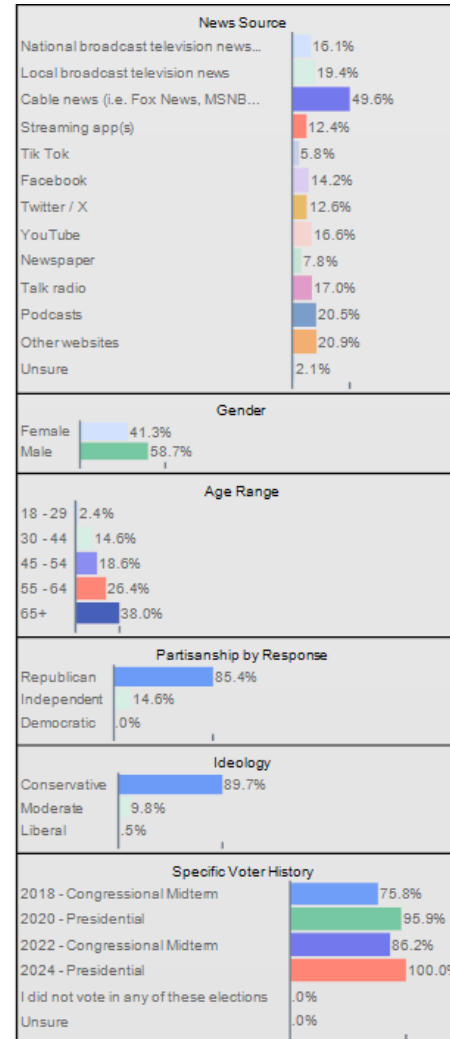
Dem Base (40%)



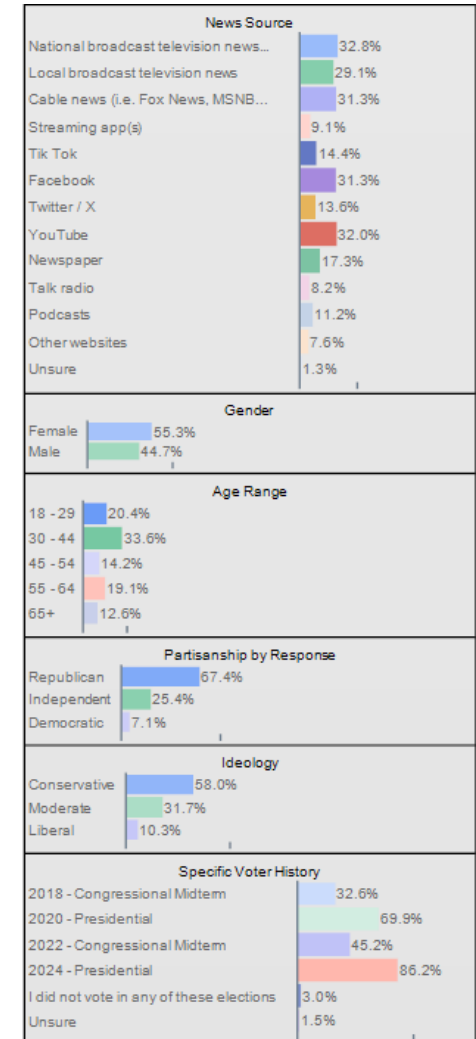
Moderates (10%)



Old GOPs (32%)

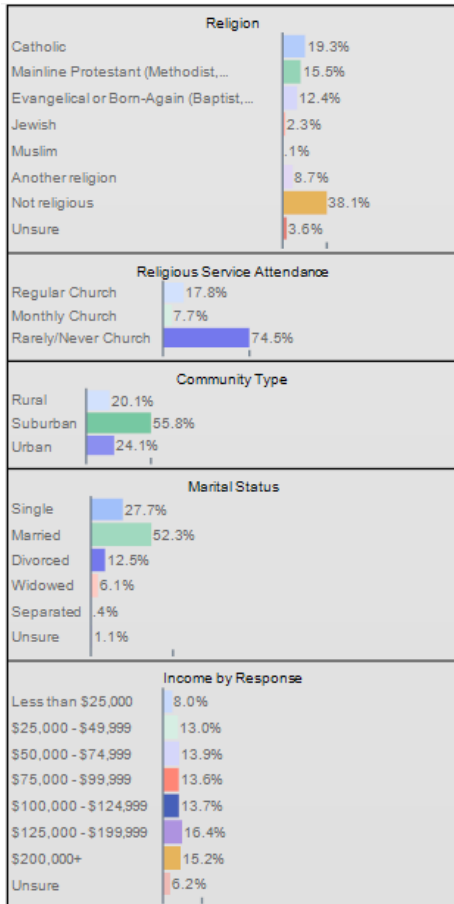


Young GOPs (18%)

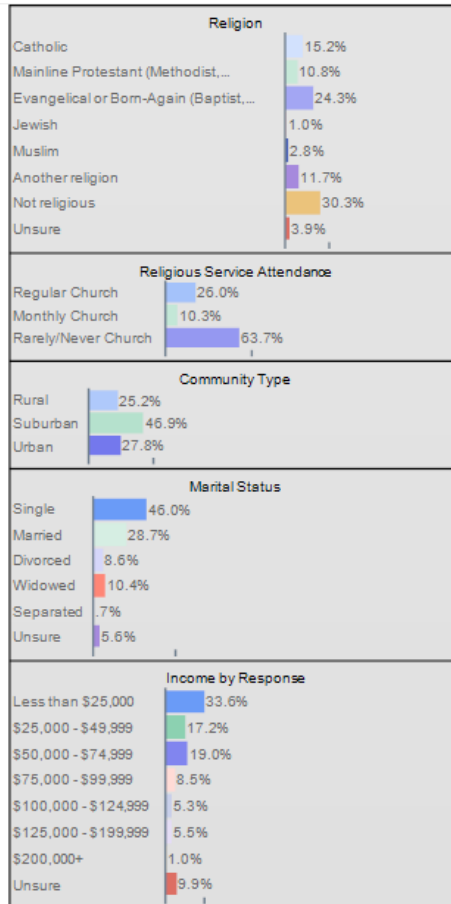


Segmentation Analysis:

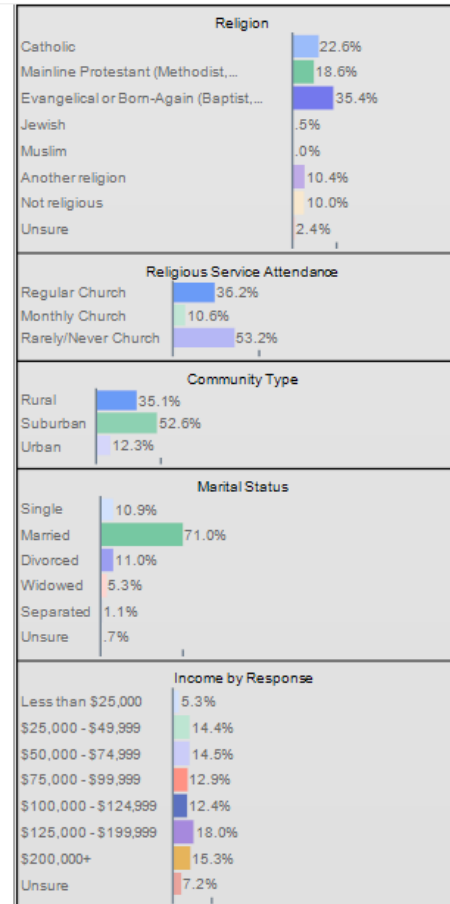
Dem Base (40%)



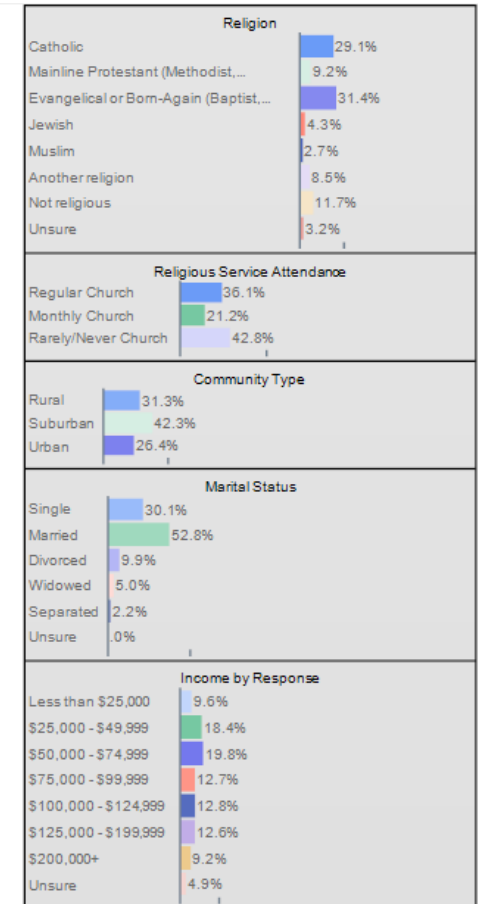
Moderates (10%)



Old GOPs (32%)

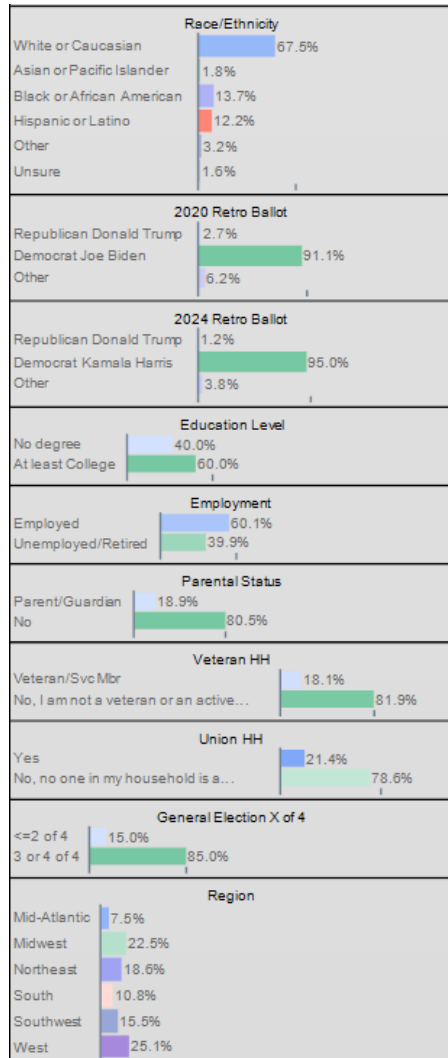


Young GOPs (18%)

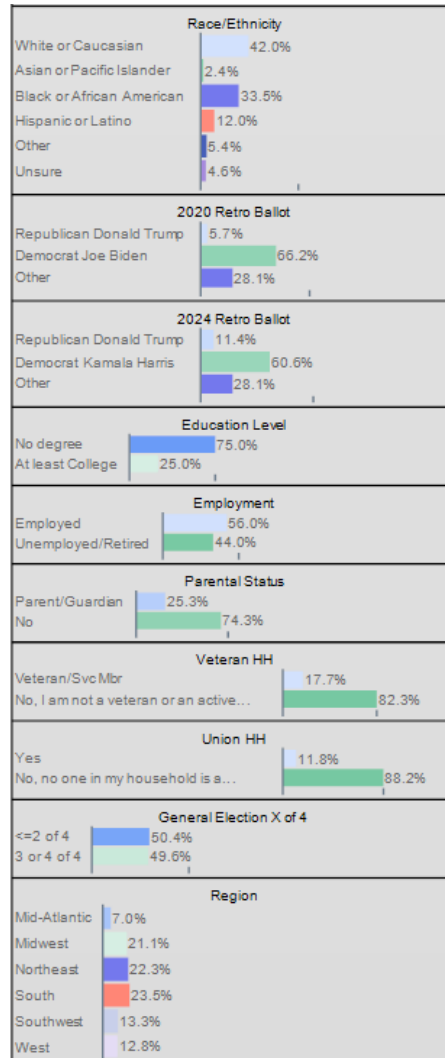


Segmentation Analysis:

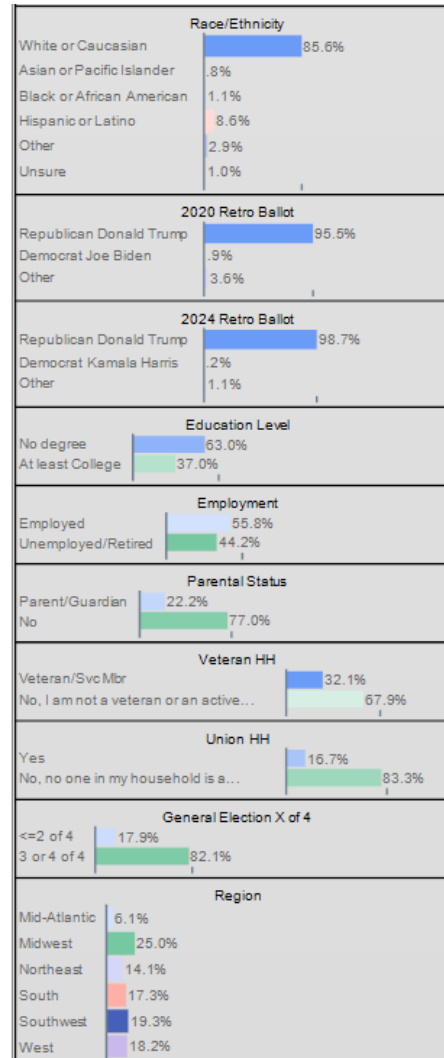
Dem Base (40%)



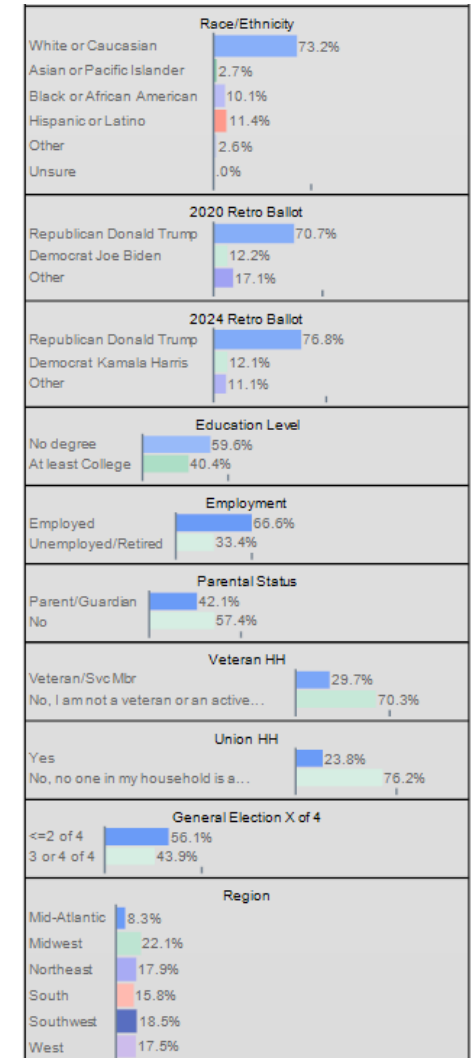
Moderates (10%)



Old GOPs (32%)

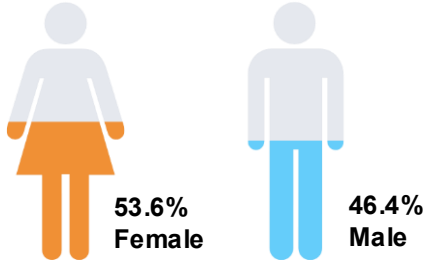


Young GOPs (18%)

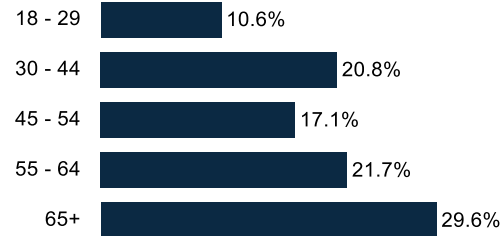


Demographics

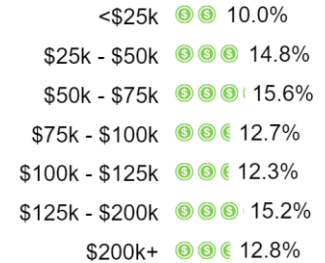
Sex



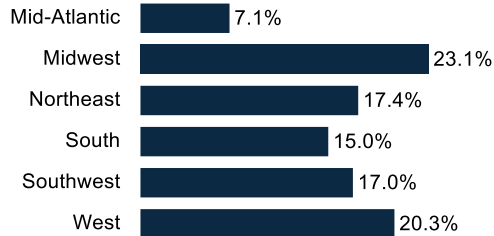
Age Range



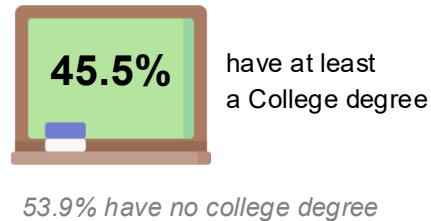
Household Income



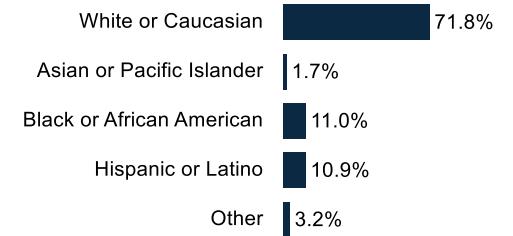
Geo - Region



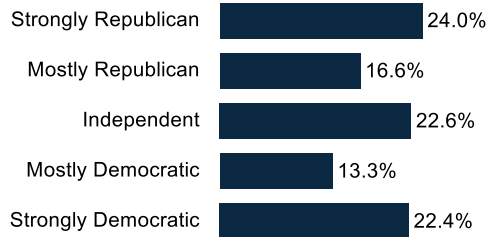
Education



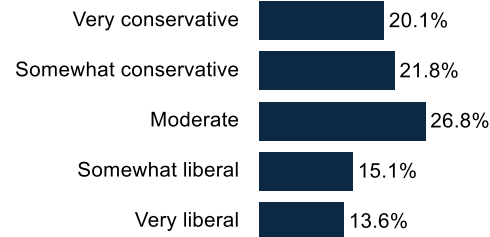
Race/Ethnicity



Partisanship



Ideology



Community Type

