

November 7, 2025



CYGNAL

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

November 5 – 6, 2025 | n=1500 | $\pm 2.51\%$

Insights & Analysis

- **Inflation and the economy surged as the top concern**, jumping six points since last month (17 → 23), while **threats to democracy** fell sharply (-7 points, 21 → 14). **Healthcare** rose to the second highest issue at 14% – a near doubling since September.
 - The **change is driven by** men under 55, non-college women, independents, and Democrats.
 - As a sign of the times, voters by a 7-point margin say they'll **spend less on Thanksgiving dinner** this year, though 43% expect to spend about the same.
- The national mood has soured. **Net sentiment has dropped 19 points since June**, as voters say America's **best days are behind it** by an 8-point margin.
 - The decline in the country's direction is driven by **men** (-10 net), **urban voters** (-16 net), and **non-college women** (-23 net). These are also the main groups who shifted away from Republicans in this poll.
 - Republicans (+14 net best days ahead) and Trump voters (48%) remain optimistic, but key Trump coalition groups – **men under 55** (-11 net), **non-college voters** (-9 net), and **working-class voters** (<\$75k, -8 net) – are less hopeful.
- **Democrats now lead by six points (D+6) on the generic congressional ballot**, marking the largest single-month shift toward Democrats since Biden dropped out of the presidential race and away from Republicans in our data. This poll is a **warning sign for Republicans heading into 2026** and demands a recalibration of messaging.
 - For the first time in two years, voters whose top priority is **inflation and the economy** now prefer a generic Democrat for Congress (D+13) over a Republican.
 - Urban voters (-21 net) and mid-frequency voters (-20 net) are key drivers of the shift.

Insights & Analysis

- Additional movement against the GOP comes from key groups: college-educated men (-9 net), men over 55 (-6 net), non-college women (-10 net), and parents (-14 net).
- Bright spot: **college-educated women** have trended slightly toward Republicans (+7 net), with 46% saying the Democratic Party is on the wrong track.
- **Hispanic voters** participating in the midterm who voted in 2024 gave Trump 40% of their vote (D+13 overall). Today, they are **D+18 on the generic ballot**, signaling a drop for the GOP but not a complete bottoming out.
- Only 79% of Trump 2024 voters who screened in say they plan to vote in 2026, signaling **turnout erosion with critical base GOP voters**.
 - Nearly 12% will only vote for strong Trump-endorsed candidates, and the remainder feel less motivated without Trump running, or don't plan to vote because Trump is "the only one fighting for them."
- Since May, **Trump's favorability has dropped 10 points** (from -4 net to -14 net), and Republicans in Congress are down 13 net points.
 - The dip is driven by the same groups mentioned earlier: **men, urban voters**, and **non-college women**. Messaging that resonates with these voters on economic and cultural issues is essential.
- Democrats in Congress remain relatively stable in their image (-1 net since May), while **Mamdani is known by 75% of voters but underwater nationally** (-5 net).
 - When **Mamdani's policies** are presented to voters, 55% of voters believe **Democrats are becoming more radical**. This presents an **opening for Republicans** so long as they **explain his beliefs** and do not just attack him personally.

Insights & Analysis

- **Non-college women** are **least likely** to know who he is and one of the most important groups for Republicans to bring back on the team.
- His **image is still malleable** – only 5% *somewhat* unfavorable vs. 15% *somewhat* favorable. Republicans have room to define him through his policies.
- **Americans don't see socialism in a super negative light.** 39% define socialism as universal access to services, while only 37% see it as overbearing government control. 16% say it's a system where the means of production are publicly controlled for the social welfare and equal distribution. Combining the two left-leaning definitions puts it at 55%.
 - However, **swing voters lean toward the conservative definition** (+4 net) and over-index in saying America needs **less socialism** (+8 net). Mamdani's election amplifies this narrative (**+6 net more radical** among swing voters than the topline) and he is **13 points underwater** with this group.
 - At the same time, 45% of Americans believe the country needs to embrace socialism less. The 38% who believe it should be embraced more are women under the age of 55 (45% more), Democrats (58% more), liberals (70% more), and Black voters (41% more).
 - This is a prime messaging lane for Republicans to frame Democrats as out-of-touch with mainstream American values.
- Despite **Republicans holding the high ground with voters** on their stance on **key political issues** over Democrats, 42% of voters believe Republicans are focusing on the right things compared to 45% believing Democrats are focused on the right things.
 - R+12 association on preserving traditional American values and culture
 - R+25 association on upholding law, order, and strong national borders
 - R+6 association on promoting civic responsibility and national pride

Insights & Analysis

- D+6 association on defending free speech and open debate
- D+9 association on ensuring fairness and equal treatment under the law
- D+66 association on supporting government social and welfare programs
- And the one Republicans needs to work on the most: **D+10 on fighting for the working class**
- Half of voters cite **federal income** and **property taxes** as their biggest burden – double any other tax.
 - **Voters over 55**, who are more likely to own property or be retired, **prioritize property taxes** (+9), while **younger voters focus on federal income taxes** (+12).
- **Trump's recent IVF actions are popular**: 60% say they were meaningful steps or that more can be done; only 24% oppose government involvement.
 - Harris '24 voters are 11 points more likely than Trump voters to say the government shouldn't be promoting IVF – **reaffirming that Republicans are the party of families**.
- **Republicans have more internal confidence than Democrats**. 89% of GOP voters say the Republican Party is headed in the right direction vs. 78% of Democrats who say the same about their own party – an 11-point gap.
 - **Swing voters** are 8 points more likely to say Democrats focus on the wrong issues and view Democrats as on the wrong track by 39 net points over Republicans.
- **55% say illegal immigration still needs significant attention**; two-thirds of GOP and swing voters agree.
 - **57% of liberals believe illegal immigration and border security were not major concerns**.

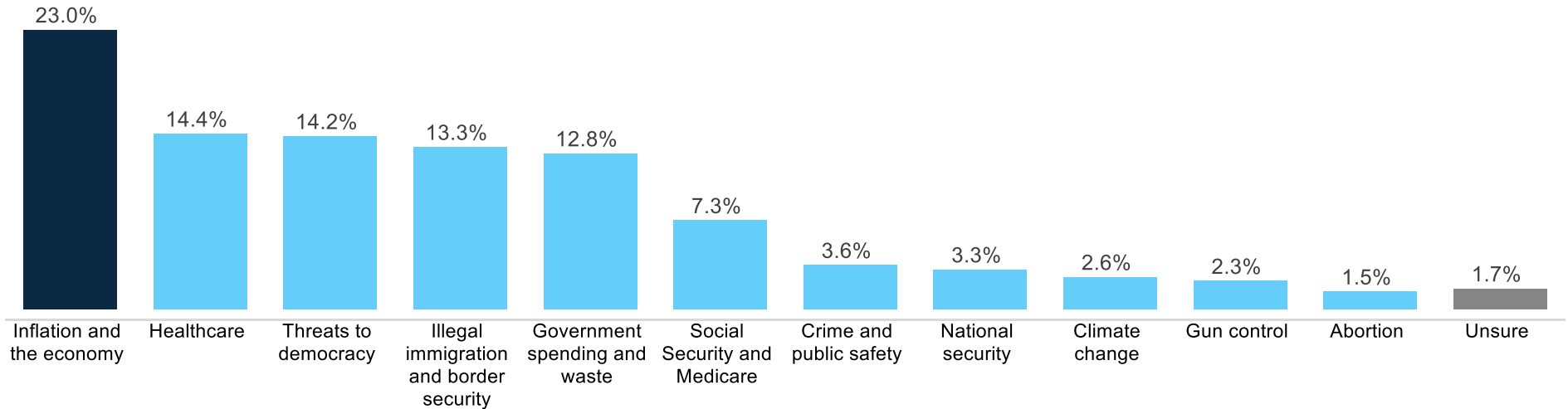
Insights & Analysis

- 26% of Republicans believe the issue has been resolved, while **65% of swing voters** believe the issue **still needs significant attention** and improvement.
- Republicans should **continue emphasizing border security and enforcement**, especially **as it relates to driving down costs** and increasing affordability as fewer people compete for housing, groceries, and other everyday expenses.
- 50% credit Trump for progress made, reinforcing his leadership on this issue.
- **Support for deportation remains strong** (+24 margin), especially among swing voters (+11 net over topline).
- However, aggressive ICE raids split voters (48–49).
- Voters are divided on Trump's status as a peacemaker: **47% say Trump has done more than any other President or earned the "Peace President" title** vs. 48% who disagree—driven mostly by liberals.
 - This also drives the narrative from voters that they want to see more domestic focus.
 - Voters who spend **5+ hours each day online or on TV** watching videos are **12 net points more likely to say he is not a peaceful president** than those spending <5 hours.
- By a 30-point margin, voters **do not trust political campaigns that use AI tools in ads or strategy** (60% no trust at all), and 54% see it as a serious threat to elections.
 - Voters fear manipulation and loss of authenticity—two factors that can erode confidence in candidates and organizations. This is a **major credibility risk** if campaigns lean too heavily or obviously on AI.
- **44% of voters spend 3+ hours daily watching videos; YouTube needs to be a staple platform for Republican outreach in 2026.**

Insights & Analysis

- **Men** (26%) and **non-college voters** (25%) rely more heavily on YouTube for news than their cohorts.
- **62% of YouTube news consumers watch 3+ hours daily**, with 31% exceeding five hours.
- Advanced segmentation analysis identified four groups via machine learning: **Old GOP** (34%), **Lean Dem** (19%), **Young GOP** (16%) and **Democratic Base** (31%).
 - The **Young GOP** segment tends to lean **female** (53%) and is the **youngest** group with 55% under 45. They are more likely than *Democratic Base* to live in **urban** communities. They are more likely than the *GOP Base* or *Democratic Base* to be **employed** and are **less educated** than both groups. They are the **lowest propensity** voters and the most likely to **consume 3 or more hours** of videos every day. A plurality say **YouTube** (33%) is a primary source of news.

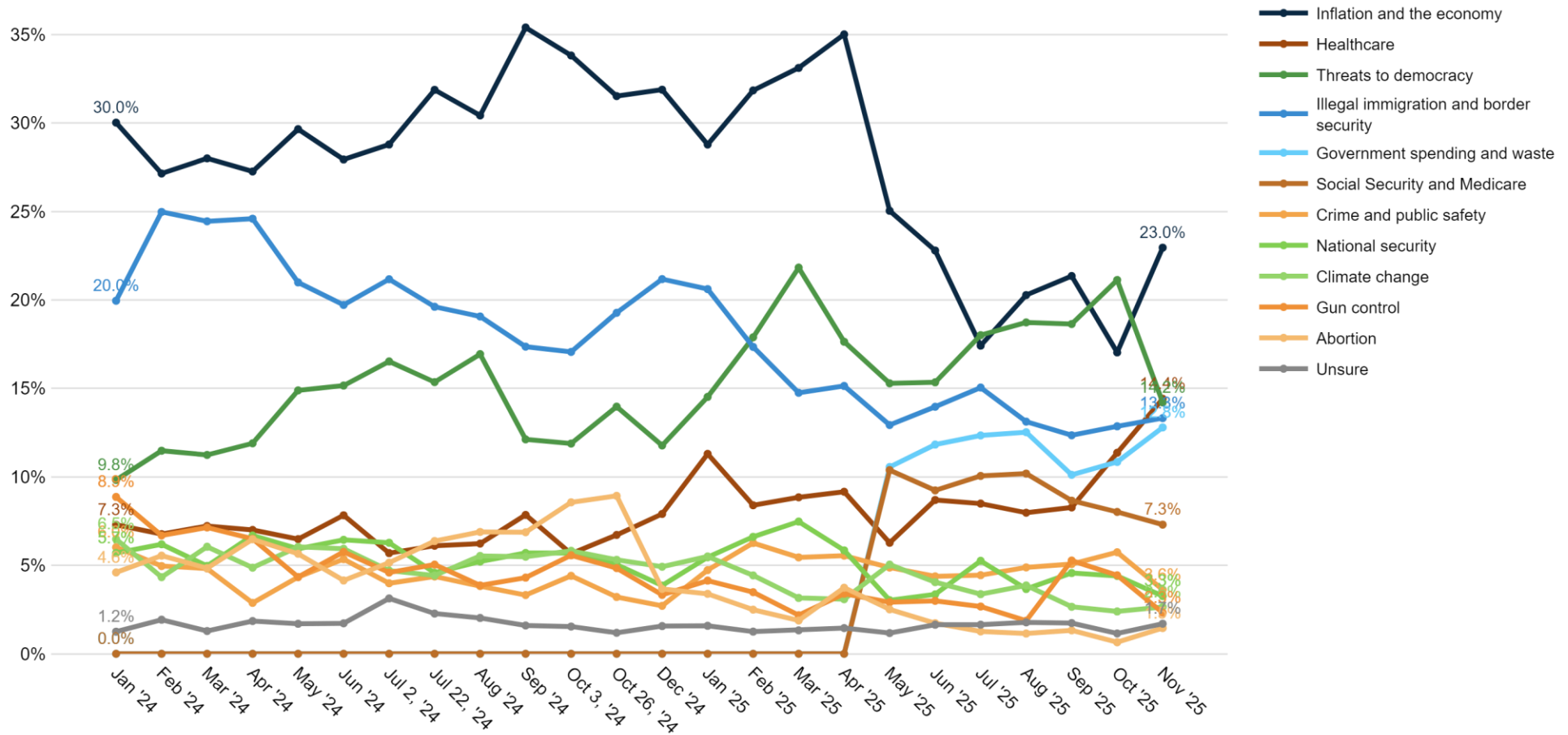
Top Priority



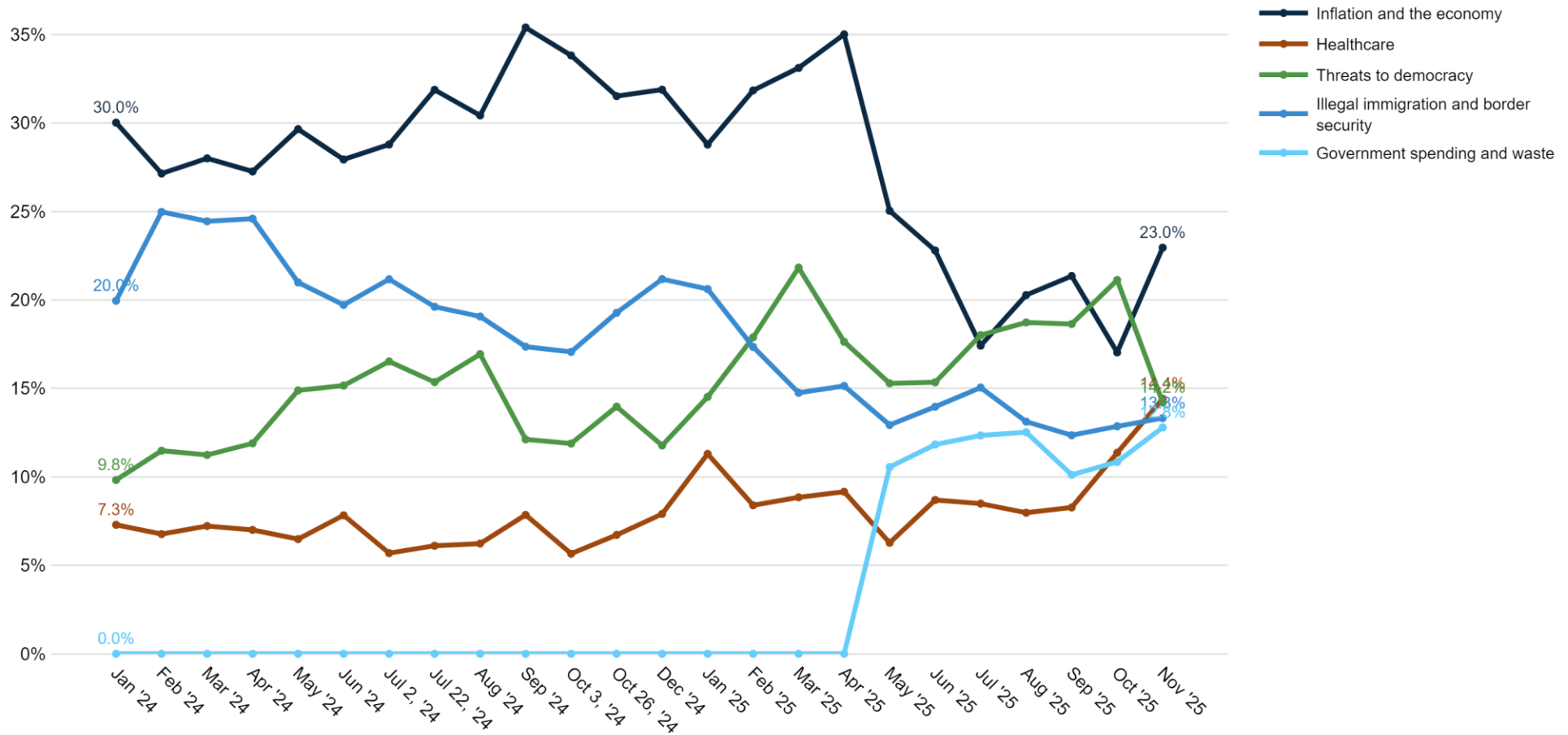
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	23%	28%	19%	29%	17%	23%	23%	25%	20%	20%	24%	24%	20%	32%	20%	19%	30%	21%	22%	26%	29%	28%	23%	23%	22%	24%	31%	22%	23%	22%	22%	29%	24%	21%
Healthcare	14%	19%	13%	13%	13%	13%	13%	12%	20%	13%	15%	15%	8%	17%	20%	6%	21%	20%	14%	18%	13%	15%	12%	14%	15%	16%	13%	7%	21%	15%	16%	15%	13%	14%
Threats to democracy	14%	10%	18%	12%	16%	17%	12%	12%	17%	12%	15%	15%	3%	16%	25%	4%	13%	30%	15%	12%	16%	10%	14%	16%	14%	15%	8%	2%	26%	13%	8%	7%	16%	17%
Illegal immigration and border security	13%	9%	13%	13%	18%	14%	17%	13%	10%	14%	15%	8%	27%	8%	2%	27%	4%	3%	15%	6%	11%	13%	17%	14%	15%	7%	8%	26%	2%	10%	9%	12%	13%	15%
Government spending and waste	13%	8%	12%	15%	17%	14%	17%	11%	9%	15%	12%	11%	19%	12%	6%	23%	8%	4%	13%	9%	14%	15%	18%	13%	10%	10%	12%	21%	5%	13%	12%	11%	13%	13%
Social Security and Medicare	7%	4%	12%	4%	8%	6%	6%	11%	6%	8%	7%	8%	5%	6%	11%	5%	10%	7%	7%	9%	5%	3%	5%	8%	8%	9%	7%	4%	10%	9%	5%	7%	8%	7%
Crime and public safety	4%	3%	4%	4%	3%	3%	4%	4%	4%	5%	3%	4%	6%	2%	2%	6%	2%	2%	4%	4%	3%	4%	4%	2%	4%	4%	5%	6%	2%	7%	8%	2%	4%	3%
National security	3%	4%	4%	2%	3%	3%	3%	2%	5%	6%	2%	2%	7%	2%	0%	6%	3%	0%	4%	0%	2%	3%	4%	1%	5%	2%	4%	6%	1%	2%	4%	3%	4%	3%
Climate change	3%	4%	1%	4%	2%	4%	2%	1%	4%	1%	2%	6%	1%	2%	5%	1%	2%	6%	2%	4%	3%	3%	2%	4%	2%	3%	4%	1%	4%	4%	6%	4%	1%	2%
Gun control	2%	6%	1%	2%	1%	2%	1%	4%	3%	1%	3%	3%	1%	2%	4%	0%	3%	5%	2%	6%	2%	4%	1%	2%	3%	4%	3%	1%	4%	5%	4%	4%	2%	1%
Abortion	1%	3%	1%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	0%	1%	1%	2%	1%	2%	2%	1%	2%	0%	3%	2%	0%	2%	2%
Unsure	2%	3%	2%	1%	1%	1%	1%	3%	1%	2%	1%	3%	2%	1%	1%	2%	3%	0%	1%	4%	2%	2%	1%	2%	1%	3%	3%	2%	1%	1%	3%	2%	1%	1%

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

Trend: Top Priority



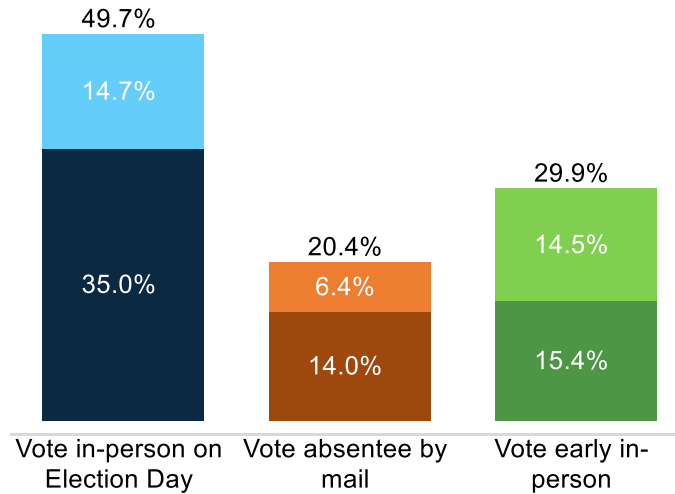
Trend: Top Priority (At Least 10%)



Percent Change: Top Priority (Oct '25 to Nov '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	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
Issues	Inflation and the economy	6%	6%	5%	10%	3%	6%	7%	6%	4%	2%	8%	5%	1%	13%	7%	1%	9%	10%	5%	1%	15%	6%	5%	10%	4%	8%	8%	3%	8%	9%	4%	10%	5%	6%
	Healthcare	3%	5%	3%	-1%	6%	2%	3%	0%	7%	1%	4%	4%	3%	5%	1%	2%	8%	1%	3%	6%	1%	3%	1%	4%	4%	2%	0%	3%	3%	6%	2%	5%	2%	3%
	Threats to democracy	-7%	-11%	-7%	-7%	-3%	-7%	-3%	-5%	-14%	-3%	-8%	-9%	0%	-8%	-15%	0%	-12%	-14%	-5%	-12%	-8%	-6%	-4%	-5%	-8%	-10%	-2%	0%	-15%	4%	-4%	-6%	-6%	-8%
	Illegal immigration and border security	0%	0%	1%	1%	0%	2%	-1%	2%	-1%	-1%	2%	0%	1%	-1%	1%	1%	-1%	2%	0%	0%	3%	3%	3%	-5%	0%	1%	0%	1%	1%	-7%	-2%	-5%	0%	3%
	Government spending and waste	2%	1%	4%	2%	1%	0%	3%	2%	3%	2%	1%	4%	1%	1%	4%	4%	-1%	2%	2%	5%	3%	3%	0%	4%	1%	4%	-1%	1%	3%	1%	4%	-4%	3%	2%
	Social Security and Medicare	-1%	-2%	1%	3%	-5%	1%	-3%	-1%	0%	0%	-1%	-1%	-2%	-2%	2%	-1%	-1%	0%	-1%	-4%	1%	-1%	-2%	0%	-1%	0%	-3%	-2%	1%	-1%	-4%	-3%	2%	-1%
	Crime and public safety	-2%	-2%	0%	-4%	-2%	-4%	-3%	-2%	1%	-1%	-2%	-3%	-5%	-2%	2%	-4%	-2%	1%	-2%	1%	-7%	-5%	-3%	-4%	0%	-2%	-4%	-6%	1%	7%	-1%	-3%	0%	-3%
	National security	-1%	1%	-3%	-2%	0%	-1%	-1%	-3%	2%	1%	-2%	-3%	-1%	-2%	-1%	-1%	-1%	-1%	-1%	0%	1%	-2%	-1%	-2%	0%	-2%	0%	-1%	-1%	-3%	0%	1%	-1%	-2%
	Climate change	0%	0%	-1%	1%	1%	2%	0%	1%	-1%	-1%	0%	2%	0%	0%	1%	-1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%	2%	0%	1%	0%	0%	2%	-1%	0%
	Gun control	-2%	-2%	-3%	-1%	-2%	-1%	-2%	-1%	-4%	-2%	-2%	-2%	-1%	-3%	-4%	-1%	-2%	-4%	-2%	-2%	-7%	-1%	-2%	-2%	-1%	-4%	-2%	0%	-3%	-12%	-2%	3%	-4%	-3%
Unsure	Abortion	1%	2%	1%	0%	0%	0%	0%	1%	2%	2%	0%	1%	1%	0%	1%	0%	0%	2%	1%	1%	-3%	-1%	0%	1%	1%	2%	1%	1%	1%	0%	2%	0%	0%	1%
	Unsure	1%	2%	0%	0%	0%	1%	0%	2%	0%	0%	0%	2%	2%	-1%	0%	1%	1%	-1%	0%	3%	0%	1%	0%	0%	1%	1%	1%	0%	-4%	0%	1%	0%	1%	

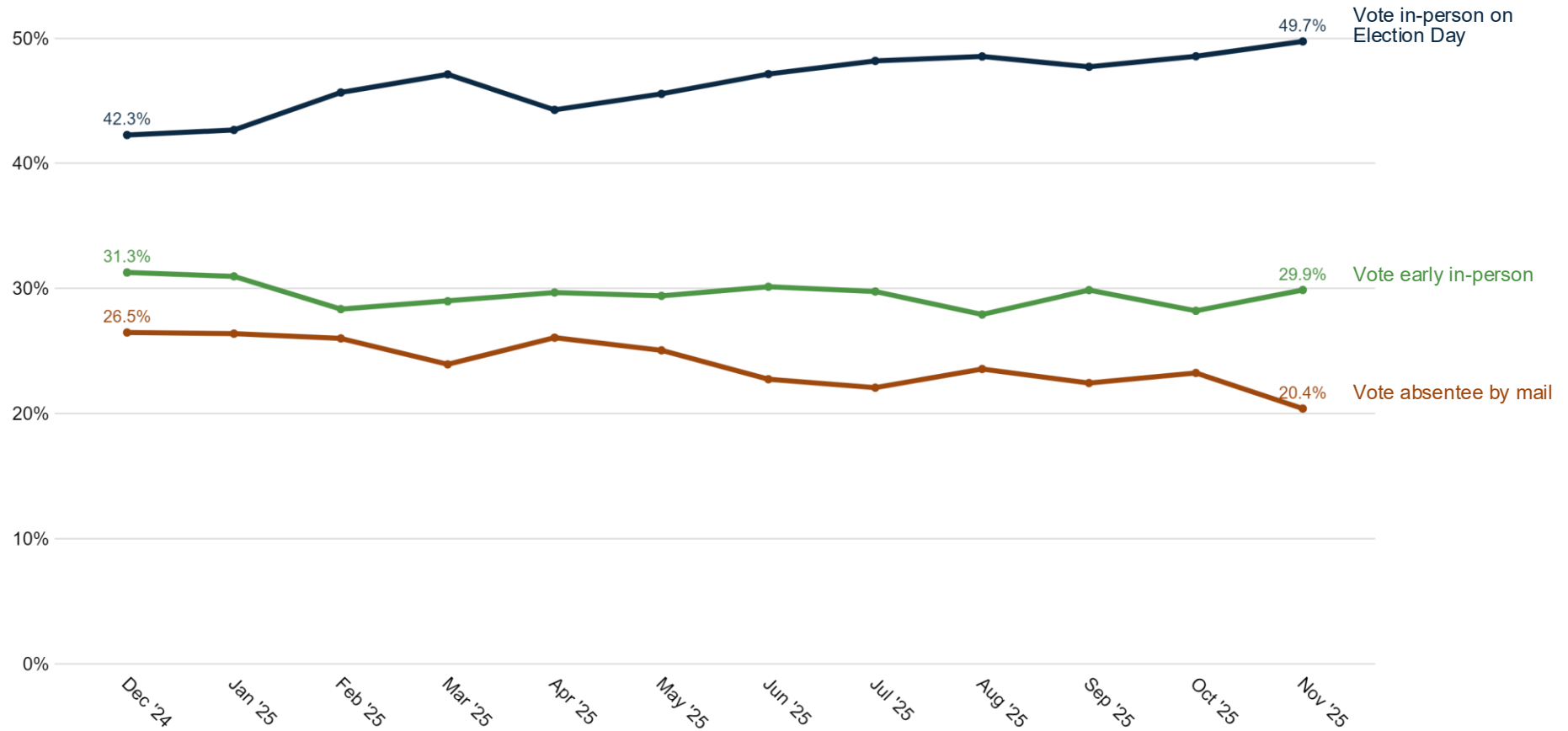
Vote Method



		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	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	64%	67%	66%	60%	64%	63%	62%	65%	68%	65%	65%	63%	67%	59%	66%	65%	62%	66%	65%	56%	66%	66%	63%	60%	68%	65%	55%	66%	66%	53%	55%	64%	62%	68%	
	Probably vote	36%	33%	34%	40%	36%	37%	38%	35%	32%	35%	35%	37%	33%	41%	34%	35%	38%	34%	35%	44%	34%	34%	37%	40%	32%	35%	45%	34%	34%	47%	45%	36%	38%	32%	
	Vote in-person on Election Day	50%	53%	42%	58%	46%	47%	56%	51%	44%	58%	45%	50%	58%	49%	42%	57%	49%	41%	53%	41%	35%	58%	50%	54%	50%	45%	52%	58%	41%	58%	51%	51%	55%	46%	
	Vote absentee by mail	20%	14%	27%	15%	25%	22%	19%	22%	19%	16%	22%	23%	15%	21%	27%	15%	24%	24%	19%	17%	27%	12%	19%	22%	17%	25%	23%	15%	26%	20%	20%	19%	18%	22%	
	Vote early in-person	30%	32%	31%	27%	29%	31%	25%	27%	37%	26%	33%	27%	28%	30%	31%	28%	27%	34%	27%	42%	38%	30%	30%	24%	32%	31%	25%	28%	33%	23%	29%	30%	27%	32%	
	Definitely vote in-person on Election Day	35%	39%	29%	40%	33%	34%	38%	35%	32%	41%	32%	34%	43%	32%	29%	42%	33%	28%	38%	31%	23%	42%	36%	36%	38%	30%	32%	42%	29%	33%	32%	35%	38%	35%	
	Probably vote in-person on Election Day	15%	14%	14%	18%	13%	13%	18%	15%	12%	18%	13%	16%	15%	17%	13%	15%	16%	14%	16%	10%	13%	16%	15%	17%	13%	15%	21%	16%	12%	25%	19%	16%	18%	12%	
	Definitely vote absentee by mail	14%	10%	20%	9%	16%	13%	11%	17%	13%	11%	15%	16%	10%	13%	20%	10%	17%	18%	13%	10%	20%	9%	13%	11%	13%	18%	13%	10%	19%	12%	10%	15%	12%	15%	
	Probably vote absentee by mail	6%	4%	6%	7%	9%	8%	7%	5%	6%	5%	7%	7%	5%	7%	7%	5%	7%	7%	6%	6%	7%	3%	6%	11%	4%	6%	10%	5%	7%	8%	10%	4%	6%	6%	
	Definitely vote early in-person	15%	17%	17%	12%	15%	15%	12%	13%	23%	14%	17%	13%	14%	14%	17%	14%	12%	20%	14%	14%	23%	15%	14%	13%	17%	17%	10%	14%	18%	9%	13%	14%	13%	18%	
Probably vote early in-person	14%	15%	14%	15%	14%	16%	13%	14%	14%	12%	16%	14%	13%	17%	14%	15%	15%	14%	13%	28%	14%	15%	16%	12%	15%	14%	15%	14%	15%	14%	16%	16%	14%	14%		

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

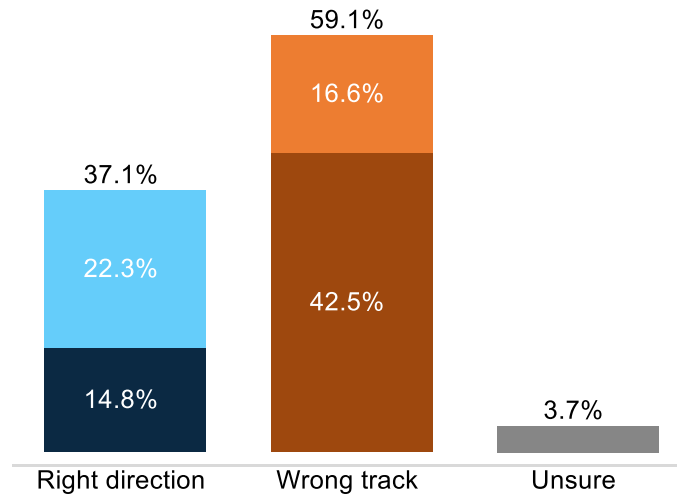
Trend: Vote Method



Percent Change: Vote Method (Oct '25 to Nov '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	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	-4%	6%	-9%	-7%	-8%	-10%	-6%	-2%	0%	-2%	-4%	-8%	-2%	-7%	-4%	-4%	-7%	-2%	-3%	-19%	-7%	-2%	-7%	-11%	0%	-3%	-5%	-3%	-5%	-2%	-3%	3%	-6%	-5%
	Probably vote	4%	-6%	9%	7%	8%	10%	6%	2%	0%	2%	4%	8%	2%	7%	4%	4%	7%	2%	3%	19%	7%	2%	7%	11%	0%	3%	5%	3%	5%	2%	3%	-3%	6%	5%
Vote in-person on Election Day		1%	4%	-2%	4%	-1%	-1%	3%	0%	2%	2%	-1%	4%	1%	-2%	4%	1%	-1%	4%	4%	-5%	-10%	3%	-4%	9%	1%	2%	-1%	0%	3%	7%	-8%	-5%	6%	2%
Vote absentee by mail		-3%	-8%	-2%	-3%	1%	-4%	1%	1%	-11%	0%	-4%	-3%	-1%	-2%	-6%	0%	0%	-10%	-5%	-1%	5%	-4%	1%	-4%	-6%	-4%	4%	1%	-8%	-8%	3%	2%	-7%	-4%
Vote early in-person		2%	3%	4%	0%	0%	4%	-4%	-1%	8%	-2%	5%	-1%	-1%	4%	2%	-1%	1%	6%	1%	7%	5%	1%	3%	-5%	5%	2%	-3%	-1%	5%	1%	4%	3%	0%	2%
Definitely vote in-person on Election Day		-1%	5%	-6%	0%	-5%	-3%	-2%	1%	1%	-2%	-1%	1%	-6%	0%	1%	-5%	1%	1%	-8%	-11%	2%	-6%	1%	1%	-1%	-4%	-2%	-1%	12%	-6%	-3%	-2%	0%	
Probably vote in-person on Election Day		3%	-1%	4%	4%	4%	2%	5%	2%	1%	1%	2%	6%	0%	4%	3%	0%	5%	3%	3%	3%	1%	1%	2%	7%	-1%	3%	3%	2%	4%	-5%	-2%	-2%	8%	2%
Definitely vote absentee by mail		-3%	-2%	-4%	-4%	-1%	-5%	-1%	2%	-8%	-2%	-3%	-4%	-1%	-2%	-5%	-1%	0%	-8%	-4%	-3%	2%	-4%	1%	-9%	-4%	-3%	1%	1%	-7%	-9%	2%	4%	-5%	-5%
Probably vote absentee by mail		0%	-6%	2%	1%	3%	1%	2%	0%	-3%	2%	-1%	0%	0%	0%	-1%	1%	0%	-2%	-1%	1%	3%	-1%	0%	5%	-2%	-1%	3%	0%	-1%	1%	1%	-2%	-2%	1%
Definitely vote early in-person		0%	3%	1%	-4%	-2%	-2%	-4%	-2%	7%	0%	1%	-3%	-3%	2%	1%	-4%	-2%	5%	0%	-9%	3%	-1%	-2%	-3%	2%	1%	-3%	-2%	2%	-5%	1%	2%	0%	0%
Probably vote early in-person		2%	0%	3%	3%	2%	6%	0%	1%	2%	-1%	4%	2%	2%	2%	1%	3%	3%	1%	1%	15%	2%	2%	5%	-2%	3%	1%	-1%	1%	3%	6%	4%	1%	0%	2%

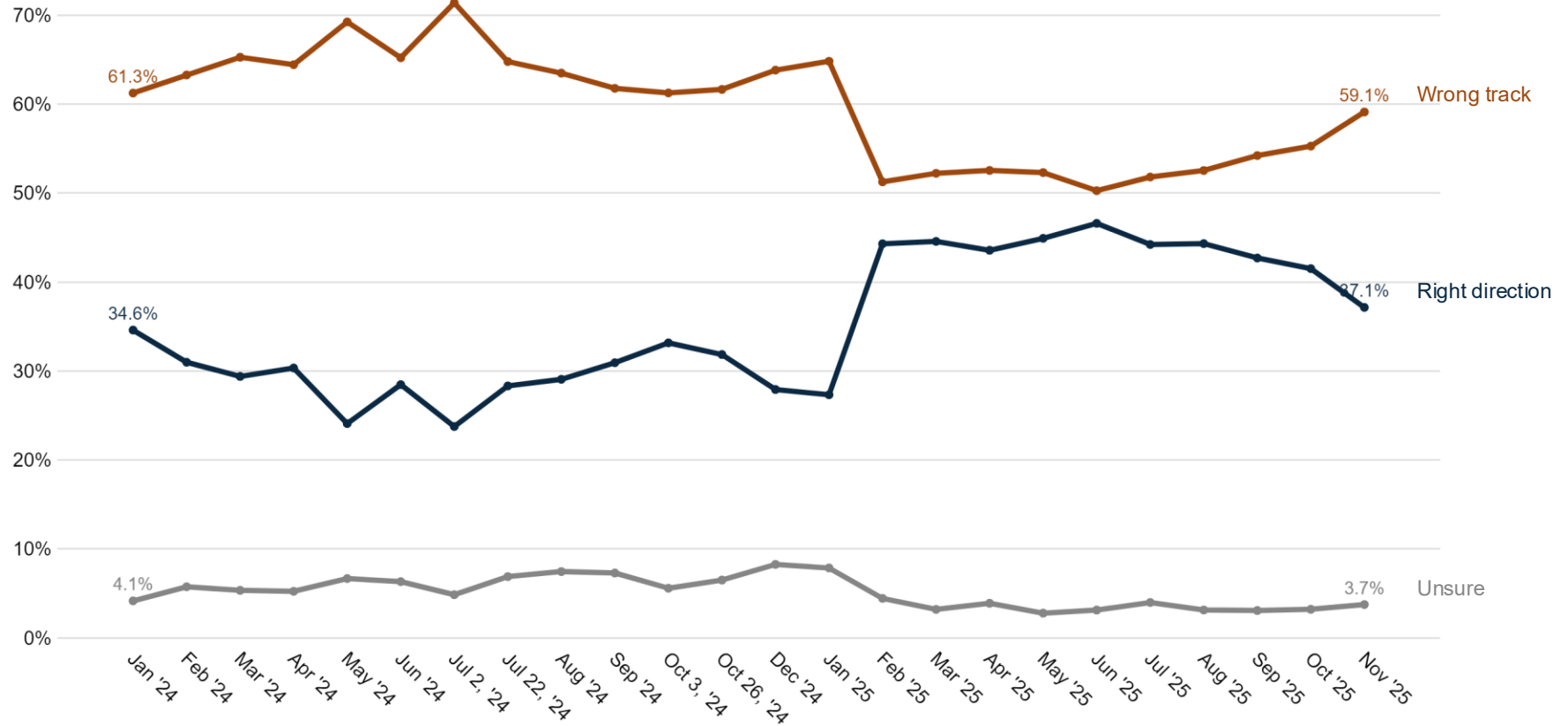
Country Direction



	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	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	37%	27%	39%	39%	44%	37%	47%	34%	32%	46%	37%	27%	74%	24%	7%	72%	22%	6%	42%	16%	33%	40%	45%	37%	39%	28%	31%	72%	6%	39%	32%	37%	39%	38%
Wrong track	59%	70%	57%	56%	51%	60%	48%	62%	66%	50%	59%	70%	21%	71%	92%	24%	73%	94%	54%	80%	65%	56%	50%	60%	58%	69%	62%	23%	92%	57%	66%	58%	58%	58%
Definitely the right direction	15%	9%	16%	13%	22%	15%	20%	13%	11%	17%	14%	14%	31%	6%	3%	31%	5%	3%	17%	7%	11%	15%	20%	15%	14%	11%	7%	29%	2%	13%	10%	15%	16%	16%
Mostly the right direction	22%	18%	24%	26%	22%	22%	26%	21%	21%	29%	23%	13%	43%	18%	4%	41%	17%	3%	25%	9%	22%	25%	22%	25%	17%	24%	43%	4%	26%	22%	22%	23%	22%	
Mostly the wrong track	17%	21%	13%	19%	14%	18%	16%	18%	15%	17%	15%	20%	13%	19%	18%	12%	25%	15%	15%	30%	12%	18%	14%	21%	15%	18%	33%	15%	17%	16%	27%	19%	14%	14%
Definitely the wrong track	43%	50%	45%	37%	38%	42%	33%	44%	51%	33%	44%	50%	8%	52%	73%	12%	48%	78%	39%	50%	53%	38%	36%	39%	43%	51%	29%	8%	76%	41%	39%	39%	45%	44%
Unsure	4%	3%	3%	4%	5%	3%	5%	4%	2%	4%	4%	3%	5%	5%	2%	4%	5%	0%	4%	4%	2%	3%	5%	3%	3%	3%	7%	5%	2%	4%	2%	5%	3%	4%

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

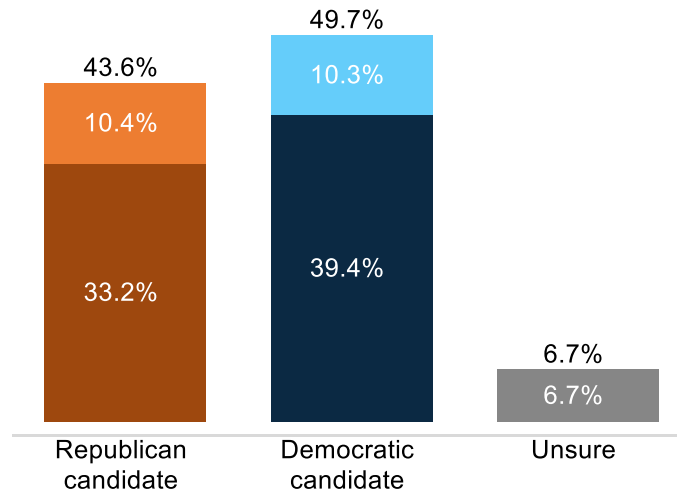
Trend: Country Direction



Percent Change: Country Direction (Oct '25 to Nov '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	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	-4%	-7%	0%	-5%	-7%	-5%	-5%	-11%	5%	-4%	-3%	-8%	-9%	-4%	3%	-7%	-3%	2%	-5%	1%	-5%	-8%	-8%	-3%	-6%	0%	-5%	-10%	2%	-13%	-12%	-12%	-1%	-2%
Wrong track	4%	7%	1%	3%	5%	4%	3%	12%	-5%	5%	2%	8%	8%	4%	-4%	6%	1%	-1%	5%	-3%	5%	7%	5%	3%	6%	1%	7%	9%	-2%	12%	12%	11%	3%	1%
Definitely the right direction	-4%	-3%	-3%	-7%	-2%	-6%	-3%	-5%	0%	-5%	-3%	-3%	-7%	-4%	2%	-6%	-4%	2%	-4%	3%	-5%	-3%	-6%	-2%	-4%	-1%	-1%	-8%	1%	-4%	-6%	-4%	-1%	-3%
Mostly the right direction	-1%	-4%	3%	2%	-4%	1%	-2%	-6%	5%	2%	0%	-5%	-2%	0%	1%	-1%	1%	0%	-1%	-2%	0%	-4%	-2%	-1%	-2%	2%	-4%	-1%	1%	-8%	-6%	-8%	1%	2%
Mostly the wrong track	6%	10%	4%	6%	6%	7%	6%	11%	2%	10%	4%	8%	6%	6%	7%	4%	12%	5%	6%	14%	3%	7%	4%	9%	5%	7%	10%	7%	5%	3%	14%	6%	7%	4%
Definitely the wrong track	-3%	-3%	-3%	-3%	-2%	-3%	-3%	1%	-6%	-6%	-2%	0%	2%	-2%	-11%	3%	-11%	-6%	-1%	-17%	2%	1%	1%	-6%	1%	-7%	-3%	2%	-7%	9%	-1%	4%	-4%	-4%
Unsure	1%	0%	-1%	1%	2%	2%	2%	-1%	0%	-1%	1%	0%	1%	0%	1%	1%	2%	-1%	1%	2%	0%	0%	3%	-1%	0%	-1%	-2%	1%	0%	1%	-1%	1%	-2%	1%

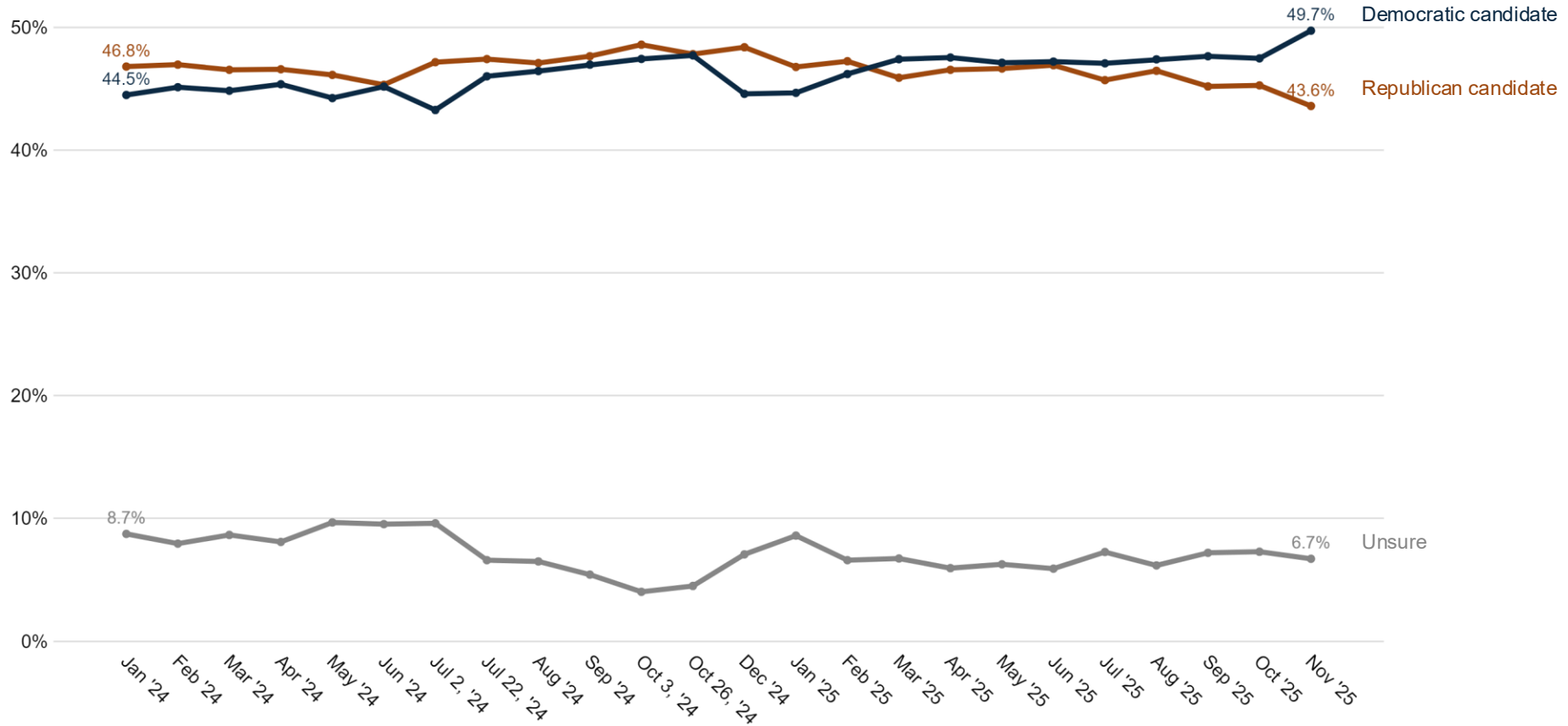
Generic Ballot



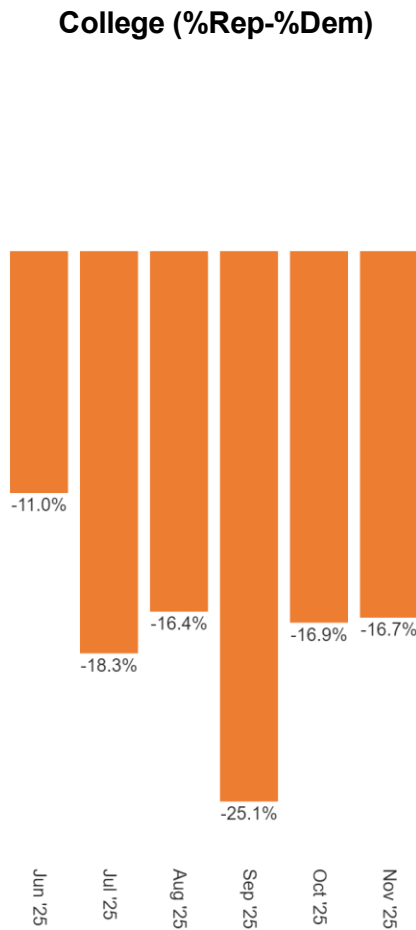
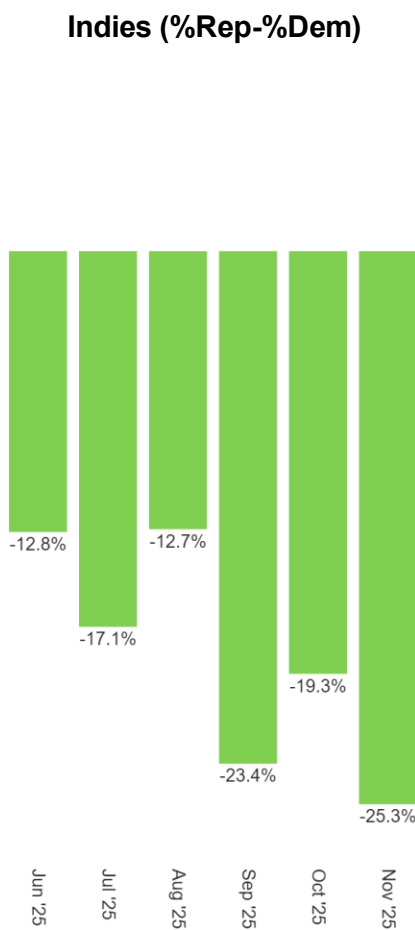
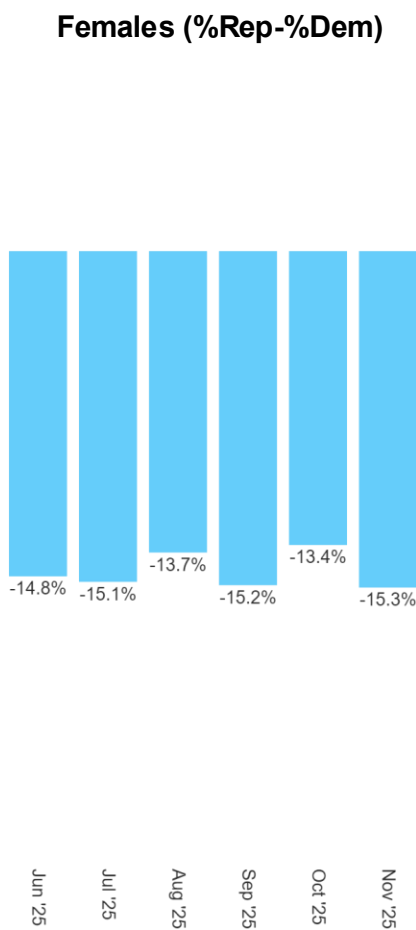
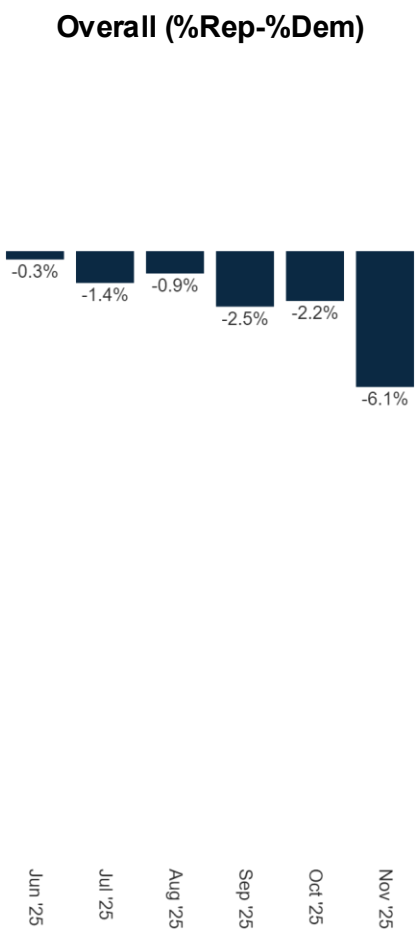
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	44%	33%	44%	46%	52%	43%	55%	42%	35%	58%	43%	27%	92%	29%	2%	85%	25%	6%	50%	16%	36%	45%	53%	41%	46%	32%	38%	89%	1%	41%	46%	46%	39%	44%
Democratic candidate	50%	58%	51%	47%	43%	52%	38%	51%	59%	36%	50%	66%	4%	55%	96%	12%	62%	91%	45%	78%	54%	48%	39%	53%	47%	62%	38%	5%	96%	53%	46%	45%	51%	51%
Definitely the Republican candidate	33%	23%	36%	31%	43%	32%	42%	34%	25%	45%	33%	18%	73%	18%	1%	70%	13%	3%	38%	9%	31%	31%	41%	31%	36%	24%	0%	69%	1%	31%	29%	31%	30%	36%
Probably the Republican candidate	10%	10%	8%	15%	9%	11%	13%	9%	10%	12%	10%	9%	19%	11%	1%	15%	12%	2%	12%	6%	5%	14%	13%	11%	10%	8%	38%	20%	0%	10%	17%	15%	9%	8%
Probably the Democratic candidate	10%	13%	8%	12%	8%	12%	8%	10%	10%	6%	10%	16%	3%	20%	12%	5%	18%	11%	9%	21%	9%	14%	8%	13%	9%	11%	38%	3%	16%	11%	16%	12%	12%	8%
Definitely the Democratic candidate	39%	45%	43%	34%	34%	40%	29%	41%	48%	30%	40%	51%	2%	35%	84%	7%	44%	80%	36%	57%	46%	34%	31%	40%	38%	50%	0%	2%	79%	42%	30%	33%	40%	43%
Unsure	7%	9%	5%	7%	6%	6%	8%	7%	6%	7%	7%	7%	4%	16%	2%	4%	13%	3%	6%	6%	10%	7%	7%	6%	7%	6%	25%	6%	3%	5%	8%	10%	9%	5%

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

Trend: Generic Ballot



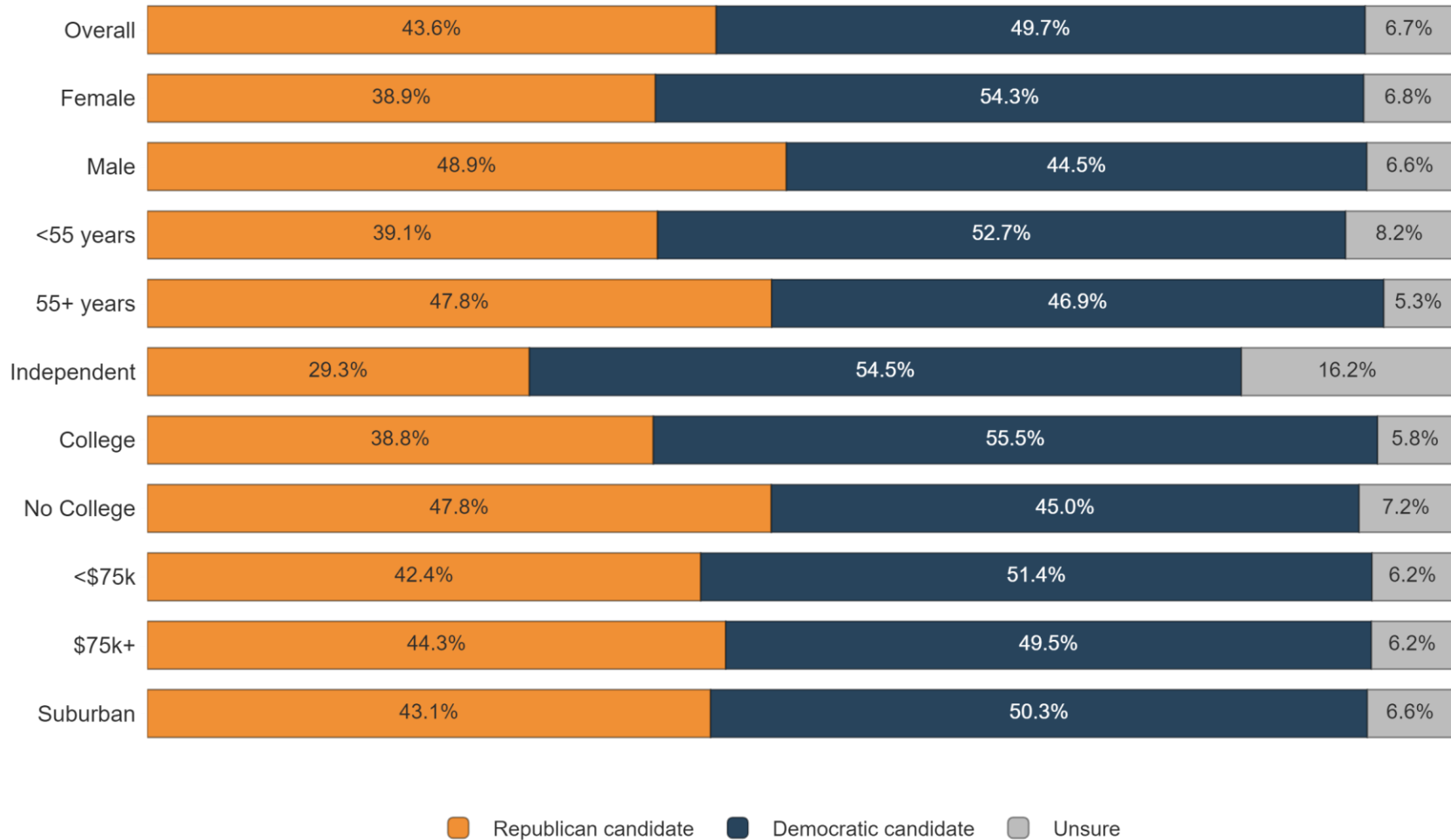
Generic Ballot Movement



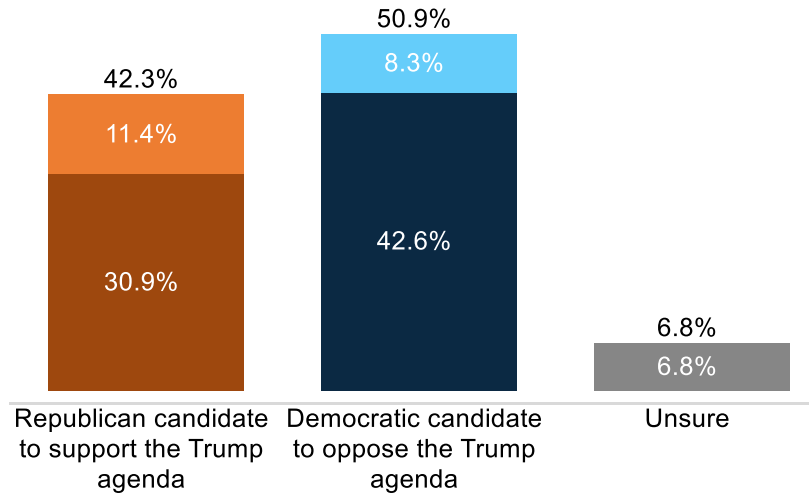
Percent Change: Generic Ballot (Oct '25 to Nov '25)

	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	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	-2%	-3%	2%	-3%	-2%	-4%	-1%	-5%	4%	1%	1%	-11%	-1%	-1%	1%	-2%	-2%	1%	-3%	2%	-2%	-7%	-4%	-2%	-2%	1%	-3%	-2%	-1%	-3%	-2%	-10%	-3%	1%
Democratic candidate	2%	2%	0%	3%	4%	5%	1%	5%	-3%	1%	0%	10%	1%	5%	-1%	4%	0%	-1%	3%	0%	0%	7%	4%	4%	0%	1%	8%	2%	3%	6%	2%	10%	2%	0%
Definitely the Republican candidate	-2%	-3%	1%	-7%	0%	-4%	-2%	-5%	3%	1%	0%	-10%	-4%	3%	0%	-2%	-2%	0%	-4%	3%	1%	-8%	-7%	0%	-5%	4%	0%	-4%	0%	-9%	-3%	-9%	-2%	0%
Probably the Republican candidate	0%	0%	1%	3%	-3%	-1%	1%	0%	1%	1%	1%	-2%	3%	-4%	0%	0%	0%	2%	1%	-1%	-3%	1%	2%	-2%	3%	-3%	-3%	2%	-1%	7%	1%	-1%	-1%	1%
Probably the Democratic candidate	3%	3%	3%	2%	4%	4%	2%	4%	2%	1%	2%	9%	1%	5%	3%	3%	4%	2%	3%	7%	-1%	5%	3%	4%	2%	4%	8%	2%	5%	-7%	0%	6%	5%	3%
Definitely the Democratic candidate	-1%	-1%	-3%	0%	0%	1%	-1%	1%	-5%	0%	-2%	0%	0%	0%	-4%	1%	-5%	-3%	0%	-8%	1%	2%	1%	0%	-1%	-3%	0%	0%	-2%	13%	3%	4%	-3%	-3%
Unsure	-1%	1%	-2%	1%	-2%	-1%	0%	0%	-1%	-2%	-1%	2%	0%	-4%	0%	-2%	2%	-1%	0%	-2%	1%	0%	1%	-2%	2%	-2%	-5%	0%	-2%	-3%	0%	0%	2%	-1%

Generic Ballot by Key Voter Groups



Contrast 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	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 to support the Trump agenda	42%	30%	44%	46%	49%	42%	53%	41%	34%	56%	42%	26%	91%	26%	2%	83%	23%	6%	49%	15%	34%	44%	52%	41%	45%	30%	35%	87%	1%	43%	41%	44%	38%	43%
Democratic candidate to oppose the Trump agenda	51%	60%	52%	46%	44%	53%	38%	53%	60%	37%	52%	66%	4%	58%	97%	11%	66%	92%	46%	78%	57%	49%	41%	52%	48%	64%	42%	5%	96%	50%	49%	49%	53%	52%
Definitely a Republican candidate to support the Trump agenda	31%	19%	36%	27%	42%	30%	39%	31%	24%	42%	32%	15%	70%	16%	1%	66%	10%	3%	36%	7%	24%	27%	39%	28%	34%	22%	8%	65%	0%	29%	21%	29%	30%	34%
Probably a Republican candidate to support the Trump agenda	11%	12%	8%	19%	8%	12%	14%	10%	10%	14%	10%	11%	21%	11%	1%	16%	13%	3%	12%	7%	10%	17%	13%	13%	11%	9%	26%	22%	1%	14%	20%	15%	7%	9%
Probably a Democratic candidate to oppose the Trump agenda	8%	10%	6%	9%	8%	10%	7%	8%	8%	7%	8%	11%	2%	15%	11%	3%	15%	9%	7%	17%	6%	11%	8%	9%	8%	9%	23%	3%	12%	5%	12%	9%	10%	7%
Definitely a Democratic candidate to oppose the Trump agenda	43%	50%	45%	37%	36%	43%	31%	44%	52%	31%	44%	55%	3%	44%	86%	8%	51%	83%	38%	60%	52%	39%	33%	43%	41%	56%	20%	2%	84%	45%	37%	40%	43%	44%
Unsure	7%	9%	4%	8%	6%	5%	9%	6%	6%	7%	6%	8%	5%	16%	1%	6%	11%	2%	6%	8%	9%	7%	7%	7%	6%	5%	23%	7%	3%	7%	11%	7%	10%	5%

In the election for U.S. Congress, which type of candidate do you prefer?

Percent Change: Generic Ballot to Contrast 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	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	-1%	-3%	0%	0%	-3%	0%	-2%	-1%	-1%	-2%	-1%	-1%	-2%	-3%	0%	-2%	-2%	0%	-1%	-1%	-2%	-1%	-2%	0%	-1%	-1%	-3%	-2%	0%	2%	-5%	-1%	-2%	0%
Democratic candidate	1%	2%	1%	-1%	2%	1%	0%	2%	1%	2%	2%	0%	0%	4%	1%	0%	4%	0%	1%	0%	3%	1%	1%	-1%	2%	2%	5%	1%	1%	-3%	2%	4%	1%	1%
Definitely the Republican candidate	-2%	-4%	0%	-4%	-1%	-2%	-3%	-3%	-1%	-3%	-2%	-3%	-4%	-3%	-1%	-3%	-3%	-1%	-2%	-2%	-7%	-4%	-2%	-3%	-2%	-2%	8%	-4%	-1%	-2%	-8%	-1%	0%	-2%
Probably the Republican candidate	1%	1%	0%	4%	-1%	1%	2%	1%	0%	1%	0%	2%	2%	0%	1%	1%	1%	1%	1%	5%	3%	0%	3%	1%	1%	-11%	2%	1%	4%	3%	0%	-2%	1%	
Probably the Democratic candidate	-2%	-3%	-1%	-3%	0%	-3%	-1%	-2%	-2%	0%	-2%	-4%	-1%	-5%	-2%	-1%	-3%	-2%	-1%	-4%	-3%	-3%	0%	-4%	-1%	-3%	-15%	0%	-5%	-6%	-5%	-3%	-2%	-1%
Definitely the Democratic candidate	3%	5%	2%	3%	2%	4%	1%	4%	3%	1%	4%	4%	1%	9%	2%	1%	7%	2%	2%	4%	6%	4%	2%	3%	3%	5%	20%	0%	5%	3%	7%	7%	3%	2%
Unsure	0%	0%	-1%	0%	1%	-1%	2%	-1%	0%	0%	0%	1%	1%	-1%	-1%	2%	-2%	0%	0%	1%	-1%	0%	0%	1%	-1%	-1%	-2%	1%	-1%	1%	3%	-2%	0%	0%

Image Tests

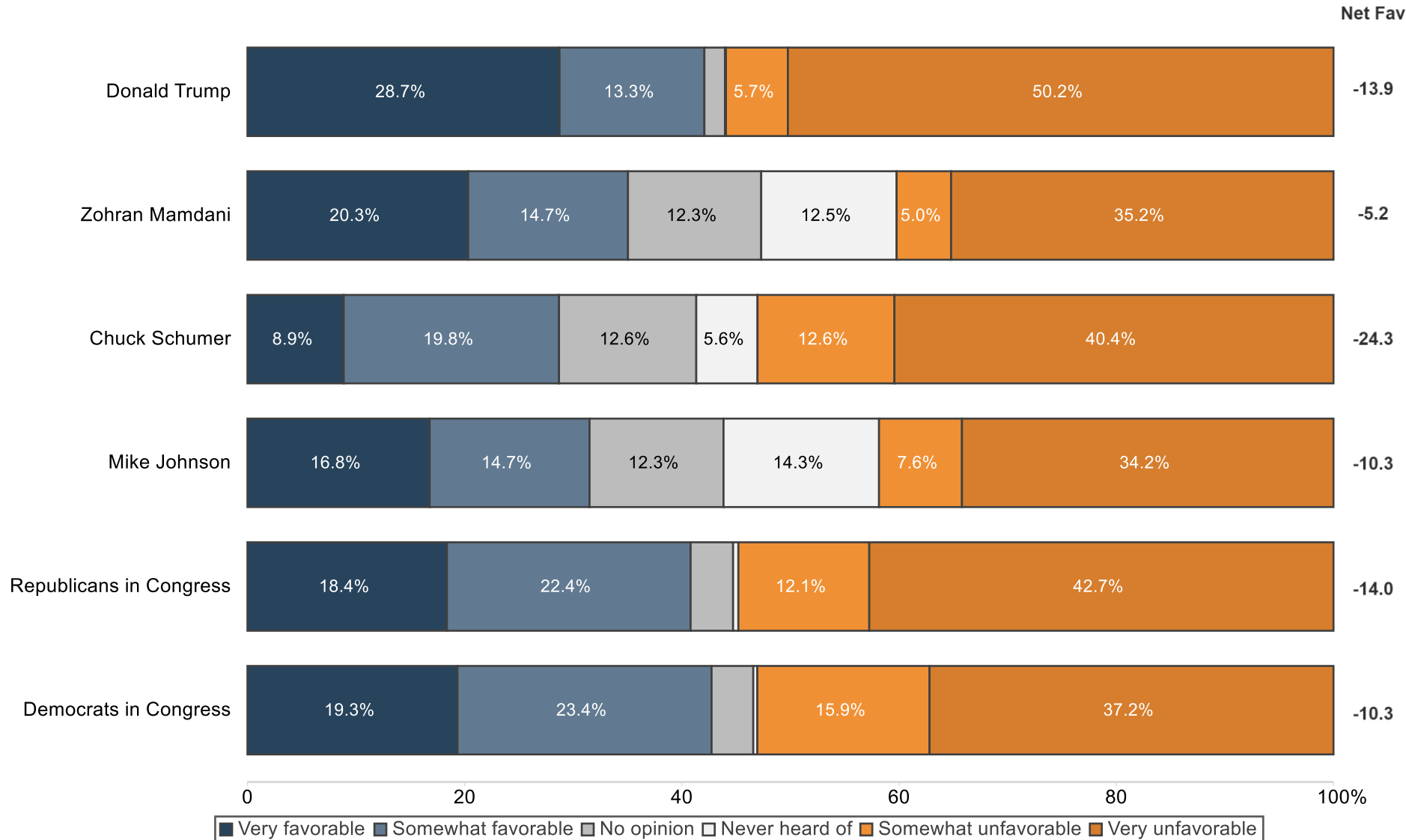


Image Tests Heatmaps

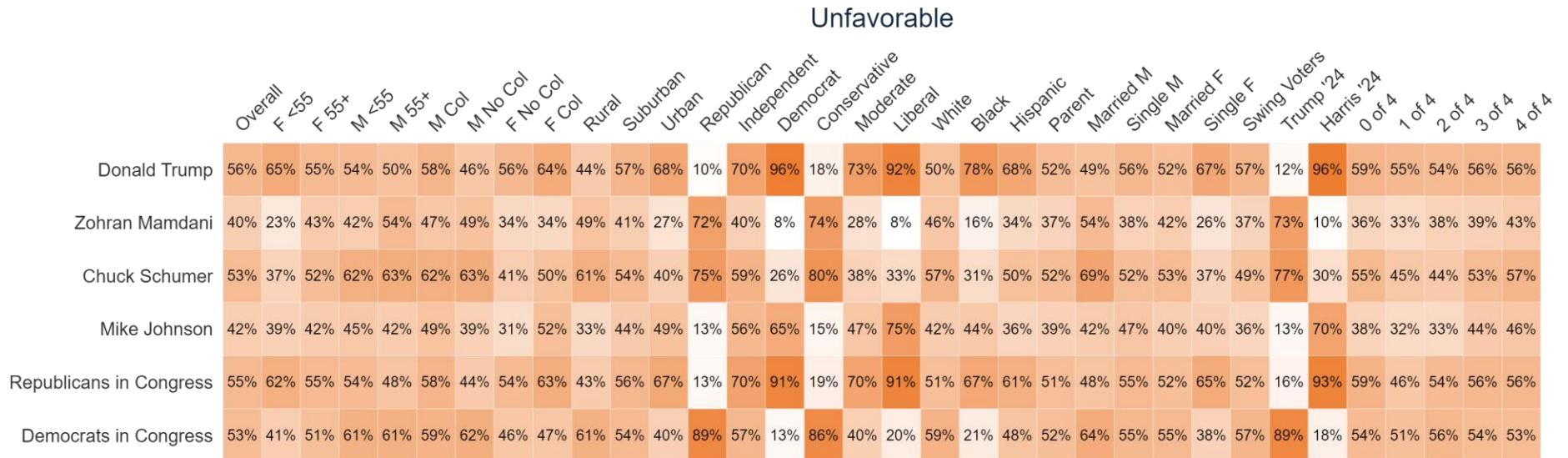
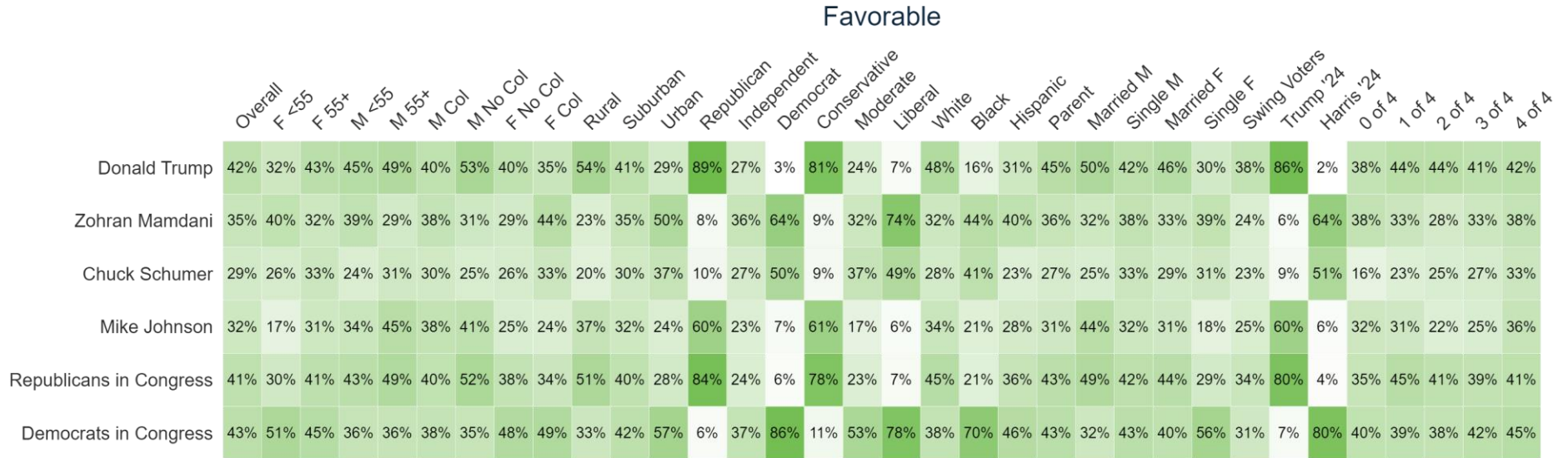
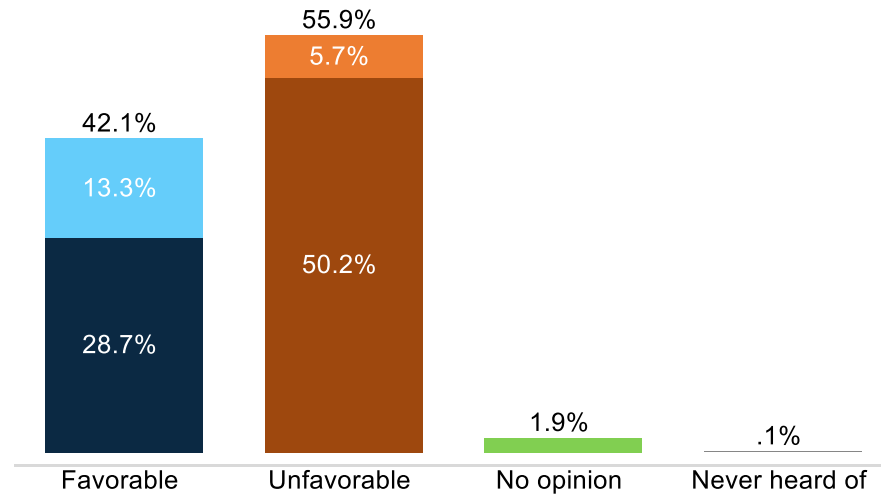


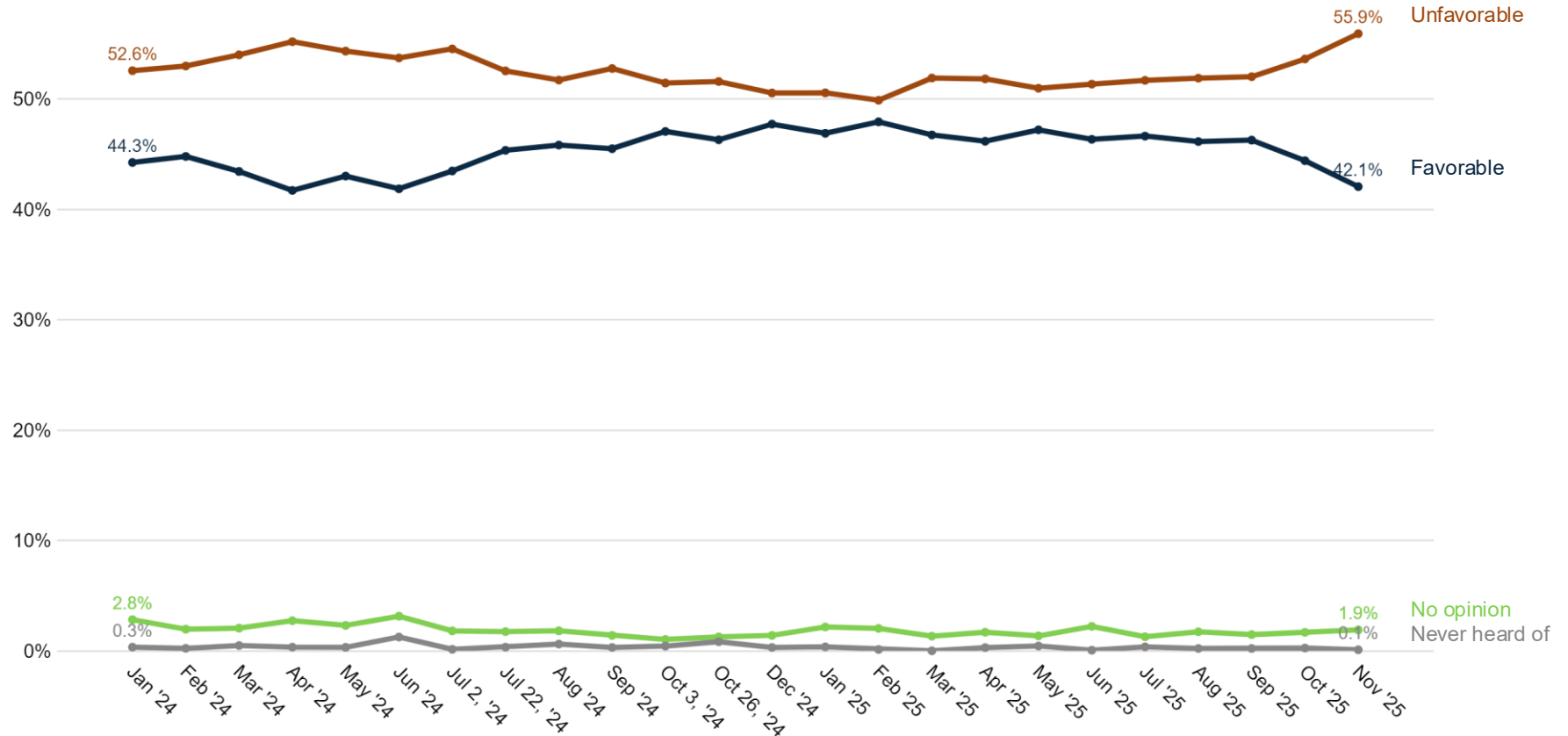
Image: Donald Trump



	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	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	42%	32%	43%	45%	49%	40%	53%	40%	35%	54%	41%	29%	89%	27%	3%	81%	24%	7%	48%	16%	31%	45%	50%	42%	46%	30%	38%	86%	2%	38%	44%	44%	41%	42%
Unfavorable Total	56%	65%	55%	54%	50%	58%	46%	56%	64%	44%	57%	68%	10%	70%	96%	18%	73%	92%	50%	78%	68%	52%	49%	56%	52%	67%	57%	12%	96%	59%	55%	54%	56%	56%
Very favorable	29%	19%	33%	26%	37%	27%	36%	30%	21%	39%	28%	17%	65%	14%	1%	61%	11%	3%	33%	10%	22%	27%	34%	28%	33%	19%	14%	60%	1%	24%	25%	28%	29%	30%
Somewhat favorable	13%	13%	11%	20%	12%	13%	17%	10%	14%	15%	13%	12%	24%	13%	2%	20%	14%	4%	15%	6%	9%	18%	16%	15%	12%	11%	25%	26%	2%	14%	19%	15%	12%	12%
Somewhat unfavorable	6%	5%	3%	9%	6%	8%	6%	4%	5%	6%	6%	5%	4%	11%	4%	5%	11%	3%	5%	5%	7%	7%	8%	5%	5%	4%	15%	6%	4%	8%	6%	9%	6%	4%
Very unfavorable	50%	59%	51%	45%	44%	50%	40%	52%	59%	38%	52%	62%	6%	59%	92%	13%	62%	90%	45%	73%	60%	45%	41%	51%	47%	63%	42%	6%	92%	51%	49%	45%	50%	52%
No opinion	2%	3%	2%	1%	1%	1%	1%	4%	1%	2%	1%	4%	1%	3%	1%	1%	3%	1%	1%	6%	0%	3%	0%	2%	2%	3%	5%	2%	1%	4%	1%	2%	3%	1%
Never heard of	0%	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%	0%	0%	0%

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

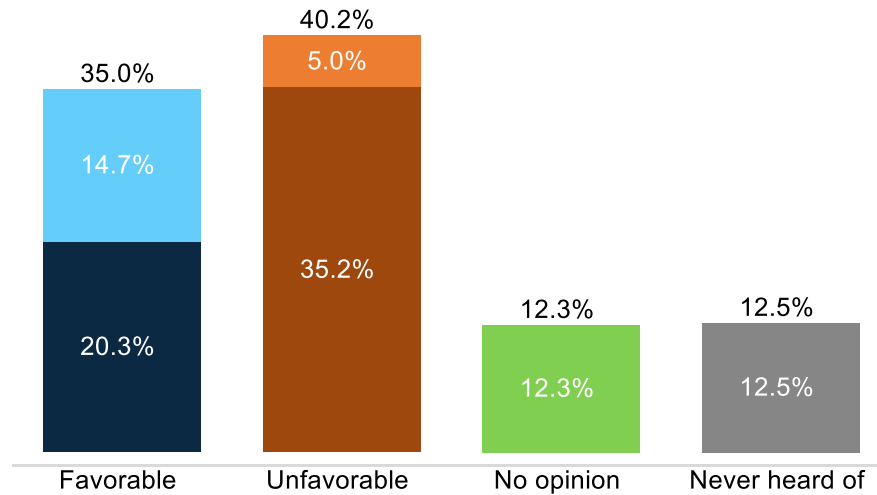
Trend: Donald Trump Image



Percent Change: Donald Trump Image (Oct '25 to Nov '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	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%	1%	-4%	-6%	-6%	-3%	-6%	6%	-2%	0%	-7%	0%	-5%	0%	-3%	-2%	2%	-2%	4%	-11%	-6%	-7%	-1%	-1%	1%	-5%	-3%	-1%	-6%	-2%	-8%	-5%	0%
Unfavorable Total	2%	3%	-3%	4%	6%	4%	5%	5%	-5%	3%	0%	6%	0%	4%	0%	3%	3%	-3%	2%	-4%	13%	6%	7%	2%	1%	-2%	6%	2%	1%	2%	5%	9%	3%	-1%
Very favorable	-3%	-3%	1%	-8%	-2%	-2%	-6%	-3%	1%	-4%	0%	-7%	-2%	-3%	0%	-2%	-4%	0%	-3%	4%	-5%	-7%	-5%	-5%	-1%	0%	-3%	-4%	-1%	-3%	-6%	-9%	-1%	0%
Somewhat favorable	0%	1%	0%	4%	-4%	-4%	3%	-3%	5%	2%	0%	0%	2%	-2%	0%	-1%	1%	2%	1%	0%	-6%	1%	-2%	4%	0%	2%	-2%	1%	0%	-3%	3%	0%	-3%	1%
Somewhat unfavorable	1%	0%	-1%	2%	3%	2%	3%	-1%	0%	2%	0%	1%	0%	3%	1%	0%	3%	0%	0%	0%	3%	1%	4%	0%	2%	-2%	3%	1%	1%	4%	-2%	1%	2%	1%
Very unfavorable	1%	3%	-2%	1%	3%	2%	2%	6%	-5%	1%	0%	5%	0%	1%	-1%	3%	-1%	-3%	2%	-4%	10%	5%	3%	2%	-1%	1%	4%	1%	0%	-1%	7%	8%	1%	-1%
No opinion	0%	0%	1%	0%	-1%	1%	-2%	2%	-1%	-1%	0%	1%	0%	0%	1%	0%	1%	0%	2%	-3%	1%	0%	-1%	1%	1%	-1%	1%	0%	4%	-1%	0%	1%	0%	
Never heard of	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-2%	1%	-1%	0%	0%	0%	-1%	-1%	0%	0%	0%	-2%	0%	0%	0%	

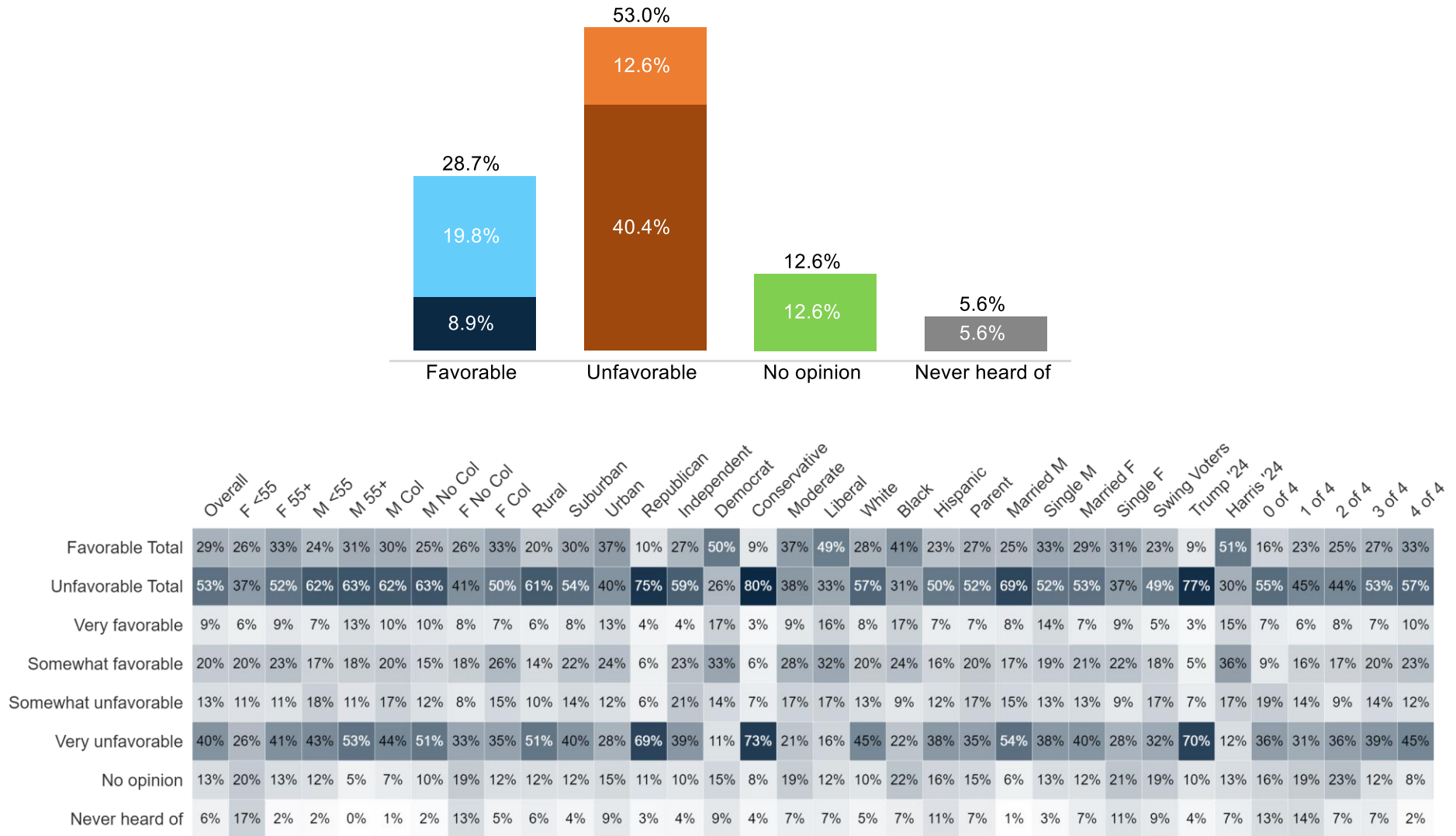
Image: Zohran Mamdani



	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	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	35%	40%	32%	39%	29%	38%	31%	29%	44%	23%	35%	50%	8%	36%	64%	9%	32%	74%	32%	44%	40%	36%	32%	38%	33%	39%	24%	6%	64%	38%	33%	28%	33%	38%
Unfavorable Total	40%	23%	43%	42%	54%	47%	49%	34%	34%	49%	41%	27%	72%	40%	8%	74%	28%	8%	46%	16%	34%	37%	54%	38%	42%	26%	37%	73%	10%	36%	33%	38%	39%	43%
Very favorable	20%	26%	18%	23%	14%	21%	17%	17%	28%	13%	19%	32%	3%	19%	40%	5%	11%	51%	19%	25%	25%	19%	18%	19%	20%	24%	9%	2%	39%	22%	16%	16%	18%	23%
Somewhat favorable	15%	14%	14%	16%	14%	17%	14%	12%	17%	10%	16%	17%	5%	17%	24%	4%	21%	23%	14%	19%	15%	16%	14%	18%	13%	15%	15%	4%	26%	17%	18%	12%	15%	15%
Somewhat unfavorable	5%	5%	4%	6%	5%	6%	4%	5%	5%	5%	5%	5%	4%	9%	3%	4%	10%	3%	5%	5%	2%	6%	5%	5%	6%	4%	9%	5%	4%	2%	11%	5%	5%	4%
Very unfavorable	35%	18%	39%	36%	49%	41%	45%	29%	29%	44%	36%	22%	67%	30%	5%	70%	18%	5%	40%	11%	32%	31%	48%	33%	36%	22%	27%	67%	5%	34%	22%	34%	34%	39%
No opinion	12%	13%	14%	9%	13%	10%	12%	14%	12%	12%	13%	11%	9%	17%	12%	8%	21%	8%	12%	18%	10%	12%	10%	14%	12%	14%	20%	10%	13%	9%	15%	16%	12%	11%
Never heard of	12%	25%	11%	10%	4%	6%	8%	23%	10%	16%	11%	13%	11%	8%	16%	9%	18%	10%	10%	21%	16%	16%	5%	10%	13%	22%	19%	11%	13%	16%	19%	18%	16%	8%

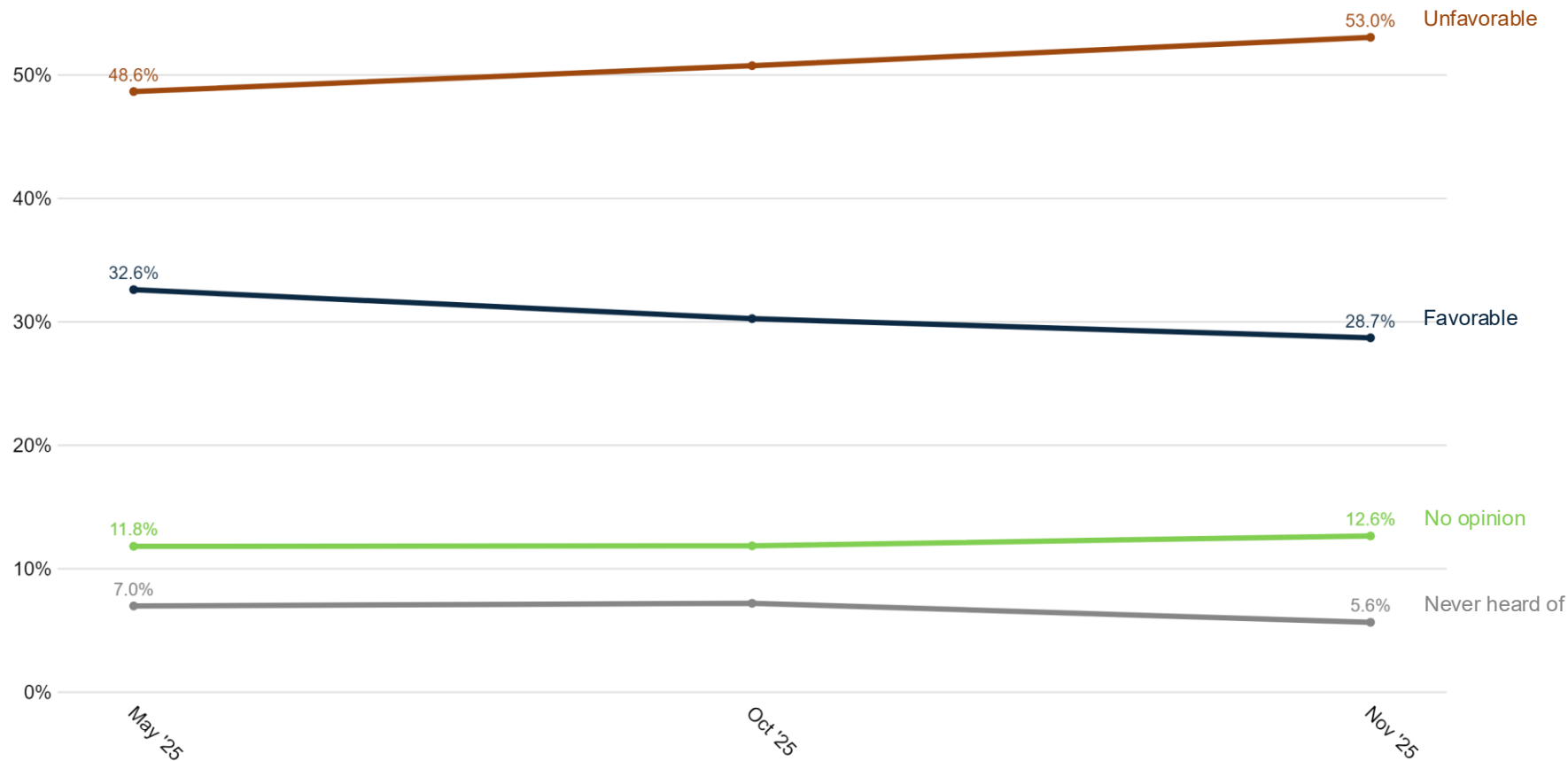
Do you have a favorable or unfavorable opinion of Zohran Mamdani?

Image: Chuck Schumer



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

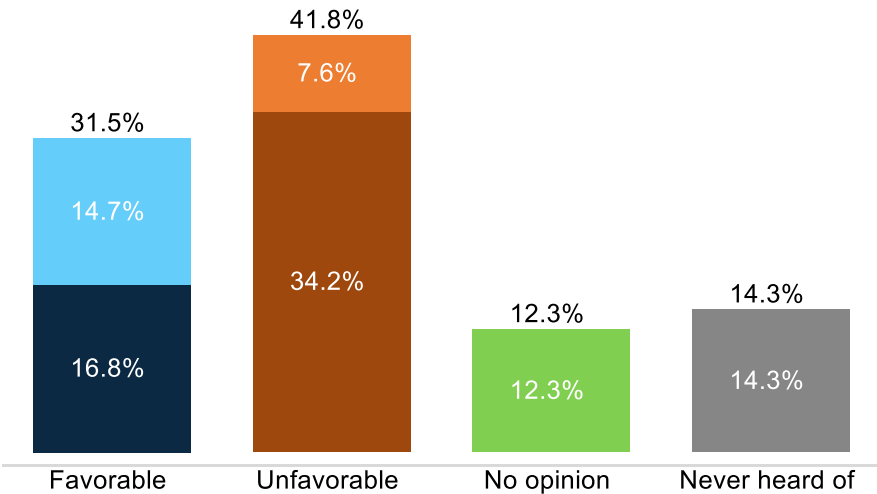
Trend: Chuck Schumer Image



Percent Change: Chuck Schumer Image (Oct '25 to Nov '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	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%	-6%	-1%	-1%	-4%	1%	-4%	-1%	-3%	-1%	-1%	-1%	-2%	-3%	-2%	-1%	-5%	0%	1%	-8%	0%	-4%	5%	-3%	-1%	4%	-1%	-3%	-1%	-4%	1%	4%	-3%
Unfavorable	Total	2%	-1%	6%	3%	2%	1%	3%	0%	7%	5%	2%	0%	0%	9%	1%	4%	1%	3%	1%	6%	1%	2%	4%	-3%	7%	-2%	2%	2%	2%	14%	8%	-8%	0%	4%
Very favorable		-2%	0%	-7%	-1%	1%	0%	0%	-5%	-3%	-2%	-2%	0%	2%	-3%	-6%	0%	-4%	-3%	-1%	3%	-10%	-1%	-1%	4%	-5%	-3%	2%	1%	-5%	7%	-3%	1%	-4%	-2%
Somewhat favorable		0%	2%	1%	-1%	-2%	-4%	0%	1%	2%	-1%	1%	-1%	-3%	1%	3%	-2%	3%	-1%	1%	-1%	1%	0%	-3%	1%	2%	2%	2%	-1%	2%	-9%	-1%	0%	8%	-1%
Somewhat unfavorable		0%	-5%	0%	5%	0%	3%	1%	-1%	-3%	-1%	1%	-3%	-3%	4%	-1%	-1%	0%	0%	0%	-2%	-3%	0%	4%	0%	0%	-5%	1%	-1%	0%	12%	4%	-5%	-3%	0%
Very unfavorable		3%	4%	6%	-2%	2%	-2%	1%	1%	10%	6%	1%	3%	3%	6%	2%	5%	1%	3%	2%	8%	4%	2%	1%	-3%	7%	3%	1%	4%	2%	2%	4%	-4%	2%	4%
No opinion		1%	0%	1%	3%	0%	3%	0%	3%	-3%	-2%	2%	2%	1%	-5%	4%	-2%	3%	2%	-1%	3%	7%	0%	0%	3%	-4%	7%	-2%	0%	1%	11%	0%	9%	-2%	-1%
Never heard of		-2%	0%	-2%	-4%	0%	0%	-3%	1%	-3%	0%	-2%	-1%	0%	-3%	-2%	-1%	-3%	0%	0%	-10%	0%	-2%	0%	-5%	1%	-4%	-4%	-2%	0%	-24%	-4%	-2%	-2%	-1%

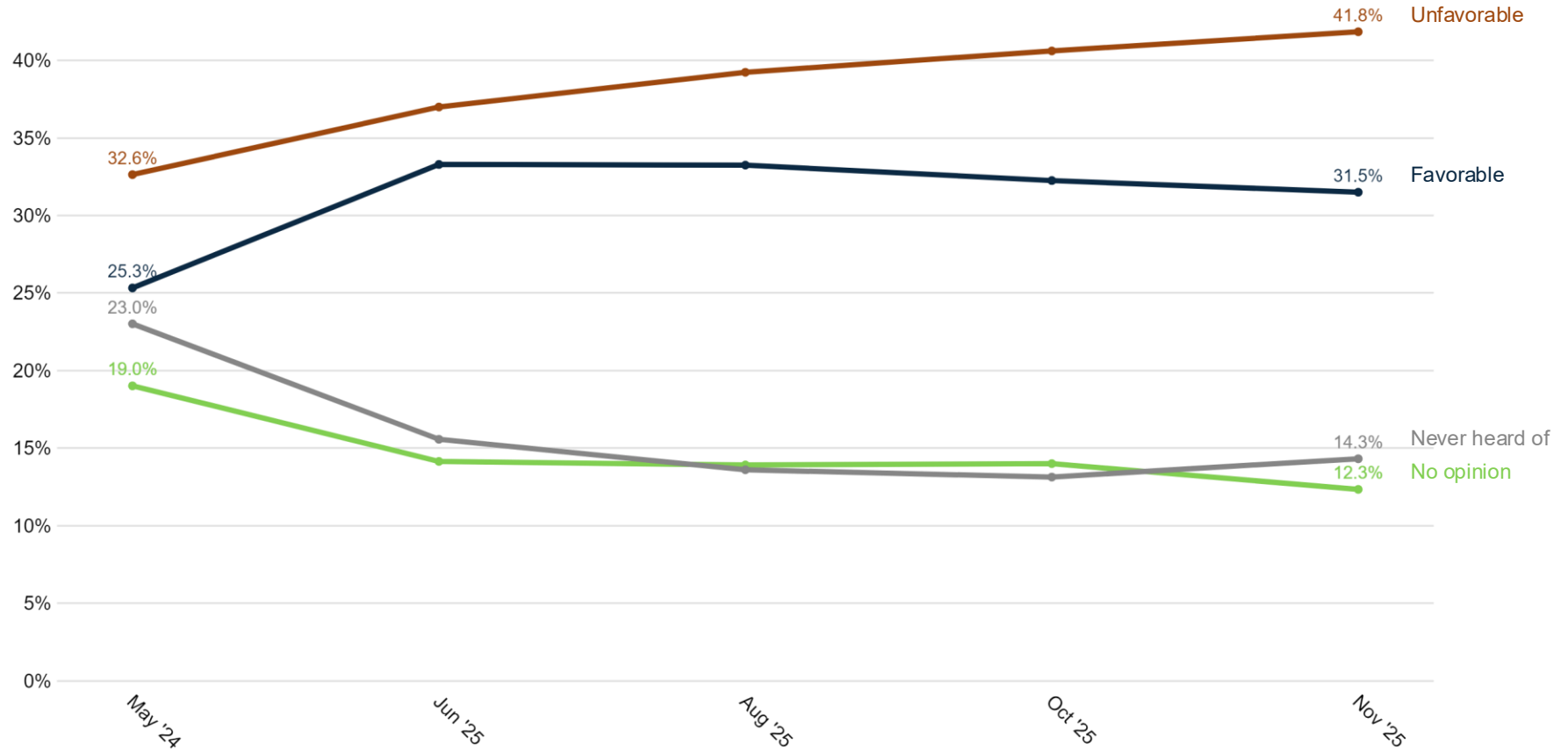
Image: Mike Johnson



	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	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%	17%	31%	34%	45%	38%	41%	25%	24%	37%	32%	24%	60%	23%	7%	61%	17%	6%	34%	21%	28%	31%	44%	32%	31%	18%	25%	60%	6%	32%	31%	22%	25%	36%
Unfavorable Total	42%	39%	42%	45%	42%	49%	39%	31%	52%	33%	44%	49%	13%	56%	65%	15%	47%	75%	42%	44%	36%	39%	42%	47%	40%	40%	36%	13%	70%	38%	32%	33%	44%	46%
Very favorable	17%	8%	22%	13%	24%	16%	21%	16%	15%	21%	17%	12%	36%	7%	3%	37%	4%	2%	19%	9%	12%	13%	21%	14%	18%	12%	8%	33%	2%	21%	11%	12%	13%	20%
Somewhat favorable	15%	9%	10%	21%	21%	22%	20%	9%	9%	17%	15%	12%	24%	16%	4%	25%	12%	4%	15%	12%	17%	18%	23%	18%	13%	6%	17%	27%	3%	11%	20%	10%	12%	16%
Somewhat unfavorable	8%	9%	7%	10%	5%	7%	7%	7%	10%	7%	8%	9%	6%	11%	7%	6%	12%	7%	7%	10%	8%	10%	6%	9%	7%	9%	14%	7%	7%	10%	10%	7%	9%	7%
Very unfavorable	34%	30%	35%	35%	38%	42%	31%	25%	42%	26%	36%	40%	6%	45%	58%	9%	35%	68%	35%	34%	28%	29%	36%	38%	33%	31%	23%	6%	63%	27%	23%	25%	35%	40%
No opinion	12%	17%	14%	12%	5%	5%	12%	19%	12%	14%	12%	11%	13%	12%	11%	13%	16%	7%	12%	16%	13%	15%	7%	11%	14%	18%	18%	13%	10%	12%	16%	22%	12%	9%
Never heard of	14%	27%	12%	10%	7%	8%	9%	25%	13%	15%	13%	16%	14%	9%	17%	11%	20%	12%	12%	19%	22%	15%	7%	10%	15%	24%	21%	14%	14%	19%	21%	23%	19%	9%

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

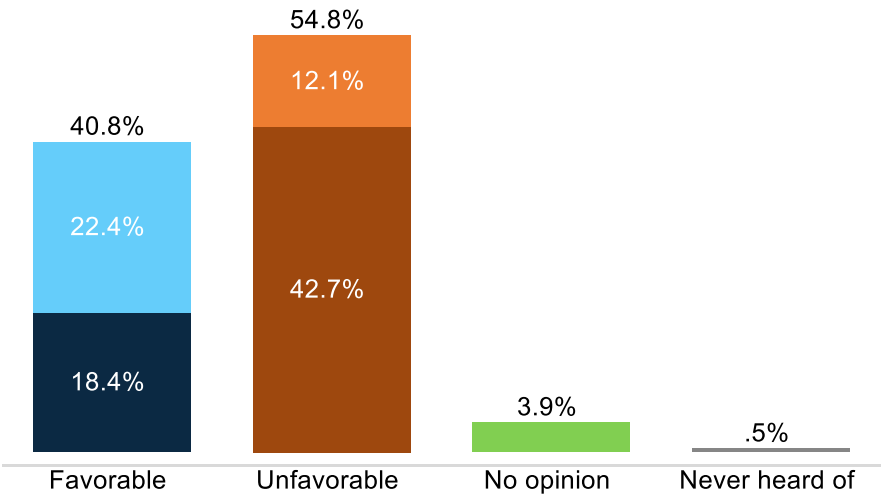
Trend: Mike Johnson Image



Percent Change: Mike Johnson Image (Oct '25 to Nov '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	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%	-2%	1%	0%	-2%	-2%	-1%	-4%	5%	-2%	1%	-4%	-3%	1%	3%	-1%	-1%	2%	-2%	8%	-4%	-4%	-3%	1%	2%	-3%	-3%	-2%	1%	4%	3%	-14%	-5%	3%
Unfavorable Total	1%	2%	-1%	0%	4%	-1%	4%	1%	1%	1%	2%	5%	3%	-6%	4%	-4%	0%	3%	-5%	-5%	6%	3%	2%	2%	-2%	5%	4%	-3%	16%	0%	1%	9%	-1%	
Very favorable	-2%	0%	1%	-4%	-6%	-4%	-6%	-1%	2%	-3%	-2%	-1%	-5%	-1%	2%	-3%	-1%	0%	-4%	3%	-1%	-4%	-8%	-1%	0%	1%	-2%	-5%	0%	8%	-2%	-9%	-6%	0%
Somewhat favorable	1%	-2%	0%	4%	3%	2%	5%	-3%	3%	1%	3%	-3%	1%	2%	2%	2%	1%	2%	2%	5%	-2%	0%	5%	2%	2%	-4%	-2%	2%	1%	-4%	5%	-5%	1%	3%
Somewhat unfavorable	0%	3%	3%	-4%	-1%	-2%	-3%	3%	2%	1%	0%	0%	1%	-1%	0%	-1%	2%	0%	0%	2%	2%	1%	-2%	-3%	1%	5%	-1%	2%	-1%	7%	-2%	0%	2%	0%
Very unfavorable	1%	-1%	-3%	4%	5%	0%	7%	-3%	-1%	1%	1%	2%	3%	4%	-5%	5%	-6%	0%	4%	-7%	-7%	5%	4%	6%	1%	-7%	5%	2%	-1%	9%	3%	2%	6%	-1%
No opinion	-2%	-2%	-1%	1%	-4%	-3%	-1%	-1%	-3%	1%	-2%	-3%	-3%	-1%	-1%	-3%	1%	-2%	-2%	-2%	-1%	-2%	-2%	-2%	-3%	2%	-2%	-2%	-2%	-6%	-4%	7%	-4%	-3%
Never heard of	1%	3%	0%	-1%	3%	5%	-2%	4%	-3%	0%	0%	5%	1%	-4%	4%	0%	4%	0%	0%	-2%	10%	-1%	2%	-1%	-1%	3%	0%	0%	4%	-14%	0%	5%	0%	1%

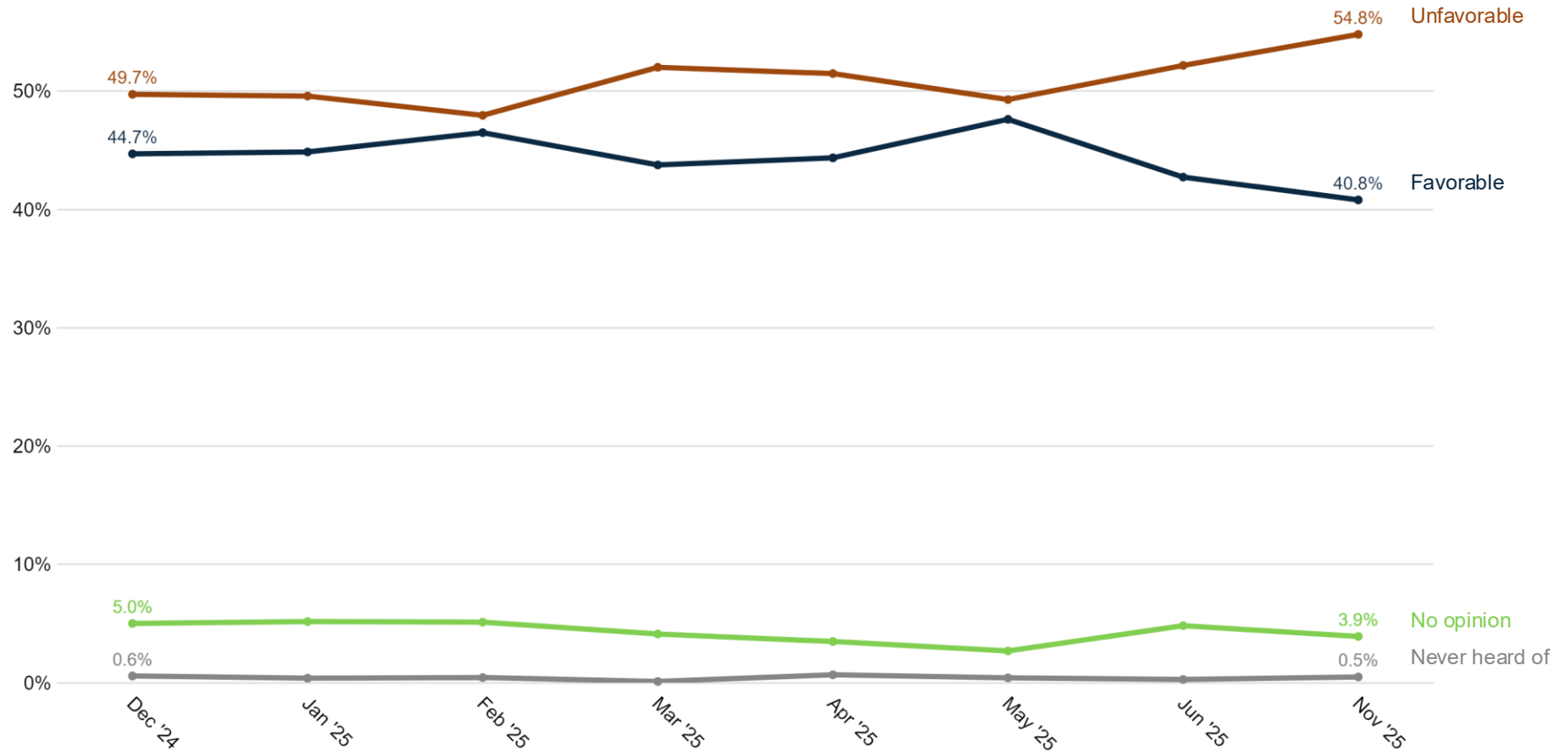
Image: Republicans in Congress



	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	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%	30%	41%	43%	49%	40%	52%	38%	34%	51%	40%	28%	84%	24%	6%	78%	23%	7%	45%	21%	36%	43%	49%	42%	44%	29%	34%	80%	4%	35%	45%	41%	39%	41%
Unfavorable Total	55%	62%	55%	54%	48%	58%	44%	54%	63%	43%	56%	67%	13%	70%	91%	19%	70%	91%	51%	67%	61%	51%	48%	55%	52%	65%	52%	16%	93%	59%	46%	54%	56%	56%
Very favorable	18%	13%	21%	18%	21%	15%	24%	20%	14%	24%	18%	13%	41%	7%	2%	36%	9%	3%	20%	10%	16%	19%	19%	20%	21%	13%	9%	37%	1%	18%	21%	17%	20%	18%
Somewhat favorable	22%	17%	21%	25%	28%	25%	28%	18%	20%	28%	23%	15%	44%	17%	4%	42%	15%	4%	25%	10%	21%	24%	29%	22%	23%	15%	25%	43%	3%	17%	24%	24%	19%	23%
Somewhat unfavorable	12%	13%	11%	13%	11%	11%	13%	11%	14%	13%	12%	12%	7%	23%	10%	8%	23%	7%	12%	10%	12%	13%	13%	10%	12%	12%	25%	10%	13%	17%	8%	19%	12%	10%
Very unfavorable	43%	48%	44%	41%	37%	47%	31%	43%	50%	30%	45%	55%	5%	48%	80%	10%	46%	84%	39%	57%	49%	38%	35%	45%	40%	53%	27%	6%	80%	42%	38%	35%	44%	46%
No opinion	4%	7%	3%	3%	3%	2%	4%	6%	3%	5%	3%	4%	3%	5%	3%	3%	6%	2%	3%	11%	1%	5%	3%	2%	4%	5%	13%	4%	3%	3%	8%	5%	4%	2%
Never heard of	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	3%	1%	0%	1%	0%	

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

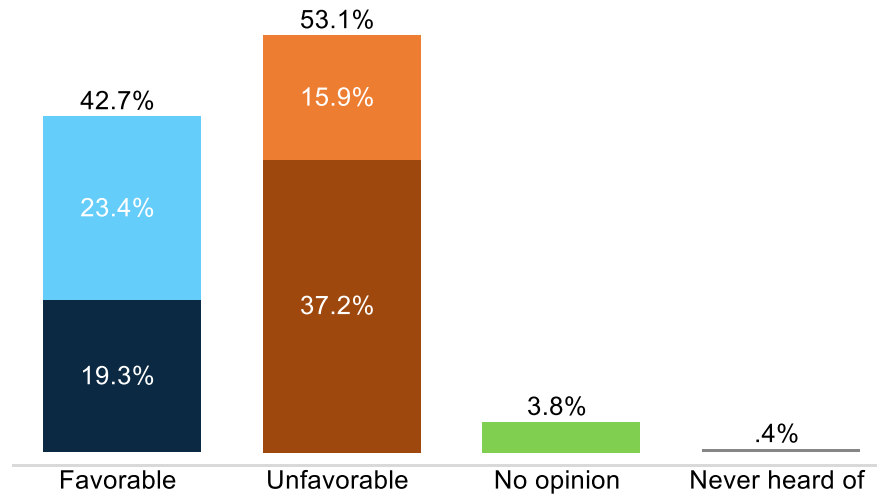
Trend: Republicans in Congress Image



Percent Change: Republicans in Congress Image (Jun '25 to Nov '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	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%	-3%	2%	-4%	-3%	-6%	-1%	-4%	4%	-1%	-1%	-6%	0%	-3%	0%	0%	-2%	-3%	-2%	1%	1%	-3%	-6%	1%	0%	0%	0%	-2%	-1%	13%	1%	-6%	-3%	-1%
Unfavorable Total	3%	5%	-2%	6%	2%	7%	1%	6%	-5%	1%	2%	5%	-1%	4%	4%	0%	3%	5%	2%	2%	7%	2%	4%	2%	1%	2%	-1%	0%	3%	14%	-2%	9%	1%	1%
Very favorable	0%	-5%	7%	-3%	1%	-4%	2%	0%	3%	1%	1%	-1%	3%	-1%	-1%	3%	-1%	-2%	1%	1%	-3%	-2%	-4%	4%	1%	2%	1%	1%	-1%	8%	-3%	-2%	-1%	2%
Somewhat favorable	-2%	2%	-6%	-1%	-4%	-2%	-3%	-4%	1%	-2%	-1%	-4%	-3%	-2%	0%	-3%	-1%	-1%	-3%	0%	4%	-1%	-2%	-3%	-1%	-3%	-2%	-3%	0%	5%	3%	-4%	-2%	-3%
Somewhat unfavorable	-3%	-3%	-3%	-3%	-2%	-6%	0%	-2%	-3%	-1%	-2%	-6%	-2%	1%	-7%	-3%	4%	-9%	-2%	-6%	-7%	-3%	-1%	-6%	-2%	-4%	-6%	-1%	-4%	-10%	-7%	1%	-1%	-3%
Very unfavorable	5%	8%	1%	9%	4%	12%	1%	8%	-2%	2%	4%	11%	1%	4%	10%	3%	-1%	14%	4%	8%	14%	5%	5%	8%	3%	6%	5%	1%	7%	24%	6%	8%	3%	4%
No opinion	-1%	-3%	0%	-1%	1%	-1%	0%	-3%	1%	-1%	-1%	0%	1%	-1%	-3%	0%	-1%	-1%	1%	-3%	-9%	0%	1%	-3%	-2%	-2%	0%	1%	-2%	-27%	0%	-3%	1%	0%
Never heard of	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%

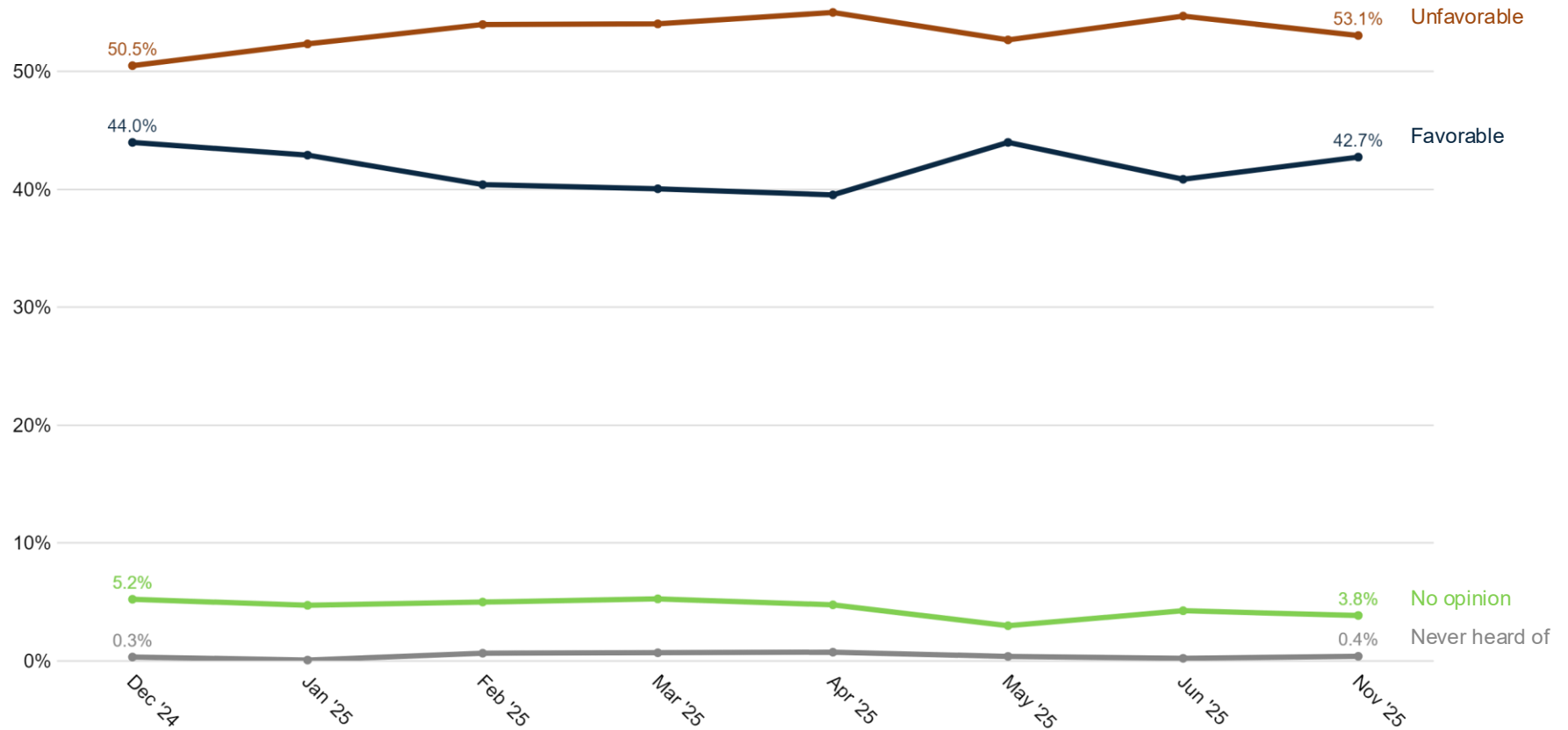
Image: Democrats in Congress



	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	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	51%	45%	36%	36%	38%	35%	48%	49%	33%	42%	57%	6%	37%	86%	11%	53%	78%	38%	70%	46%	43%	32%	43%	40%	56%	31%	7%	80%	40%	39%	38%	42%	45%
Unfavorable Total	53%	41%	51%	61%	61%	59%	62%	46%	47%	61%	54%	40%	89%	57%	13%	86%	40%	20%	59%	21%	48%	52%	64%	55%	55%	38%	57%	89%	18%	54%	51%	56%	54%	53%
Very favorable	19%	25%	22%	14%	15%	13%	15%	28%	18%	16%	17%	29%	2%	13%	43%	6%	21%	36%	15%	45%	23%	18%	12%	19%	16%	31%	9%	3%	37%	14%	19%	19%	19%	19%
Somewhat favorable	23%	26%	24%	23%	21%	24%	20%	20%	31%	17%	25%	27%	5%	24%	43%	5%	31%	42%	22%	25%	24%	25%	20%	24%	24%	26%	22%	4%	44%	25%	20%	19%	23%	26%
Somewhat unfavorable	16%	17%	10%	24%	13%	23%	15%	12%	16%	11%	18%	16%	14%	28%	10%	13%	22%	15%	17%	9%	15%	20%	20%	18%	16%	11%	31%	16%	15%	18%	20%	18%	17%	14%
Very unfavorable	37%	25%	41%	36%	48%	36%	47%	34%	31%	50%	36%	23%	75%	28%	3%	73%	18%	6%	42%	12%	33%	32%	45%	38%	39%	27%	26%	73%	3%	35%	30%	38%	36%	39%
No opinion	4%	6%	4%	2%	3%	3%	2%	6%	4%	6%	3%	3%	4%	6%	1%	2%	7%	2%	3%	7%	6%	4%	3%	2%	5%	5%	11%	4%	2%	4%	10%	5%	4%	2%
Never heard of	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	1%	1%	0%	0%	3%	0%	0%	1%	0%	

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

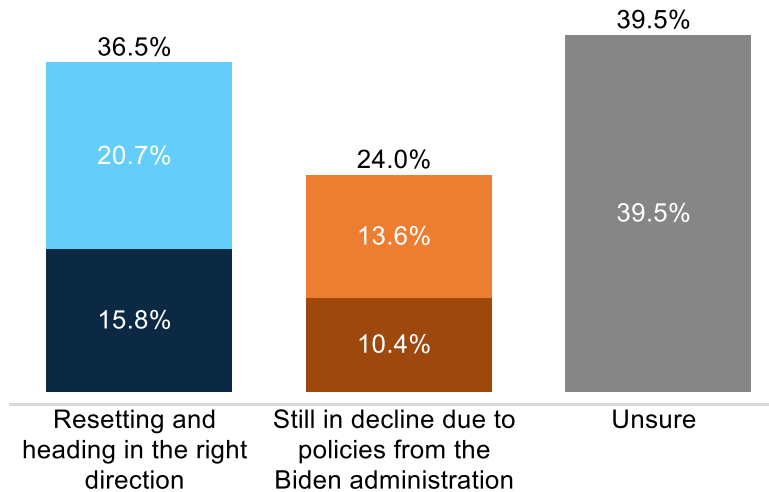
Trend: Democrats in Congress Image



Percent Change: Democrats in Congress Image (Jun '25 to Nov '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	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%	4%	-3%	1%	6%	1%	6%	4%	-4%	3%	1%	1%	-1%	4%	5%	-1%	2%	6%	2%	4%	-1%	1%	2%	6%	0%	1%	1%	-2%	5%	3%	-4%	-2%	6%	3%
Unfavorable Total	-2%	-4%	1%	1%	-6%	-1%	-4%	-3%	3%	-3%	0%	-3%	0%	-4%	-2%	1%	-1%	-6%	-2%	-2%	2%	0%	-3%	-2%	1%	-2%	-3%	1%	-3%	14%	1%	5%	-6%	-4%
Very favorable	5%	6%	5%	1%	6%	2%	4%	11%	-1%	6%	3%	6%	-1%	8%	9%	1%	5%	10%	4%	8%	7%	2%	2%	6%	1%	10%	3%	0%	8%	6%	2%	4%	6%	4%
Somewhat favorable	-3%	-2%	-8%	0%	0%	-2%	2%	-7%	-3%	-3%	-2%	-5%	-1%	-4%	-4%	-2%	-3%	-3%	-2%	-4%	-8%	-1%	0%	-1%	-1%	-9%	-2%	-1%	-3%	-4%	-6%	-7%	0%	-1%
Somewhat unfavorable	-1%	-2%	-1%	2%	-3%	5%	-6%	-1%	-2%	-2%	0%	-4%	-4%	4%	-2%	-2%	2%	-2%	-1%	-1%	-3%	0%	1%	-3%	1%	-3%	-1%	-1%	-1%	-7%	4%	1%	-5%	-1%
Very unfavorable	0%	-1%	2%	-1%	-3%	-5%	2%	-2%	4%	-1%	-1%	1%	4%	-8%	0%	3%	-3%	-4%	-1%	-1%	5%	0%	-3%	1%	0%	1%	-2%	2%	-2%	21%	-2%	4%	-1%	-2%
No opinion	0%	-1%	1%	-2%	0%	0%	-1%	-1%	1%	0%	-1%	1%	1%	0%	-3%	-1%	-1%	-1%	0%	-3%	-2%	-1%	1%	-3%	-1%	0%	2%	0%	-2%	-20%	4%	-3%	0%	0%
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	1%	0%	0%	0%	3%	-1%	0%	0%	0%

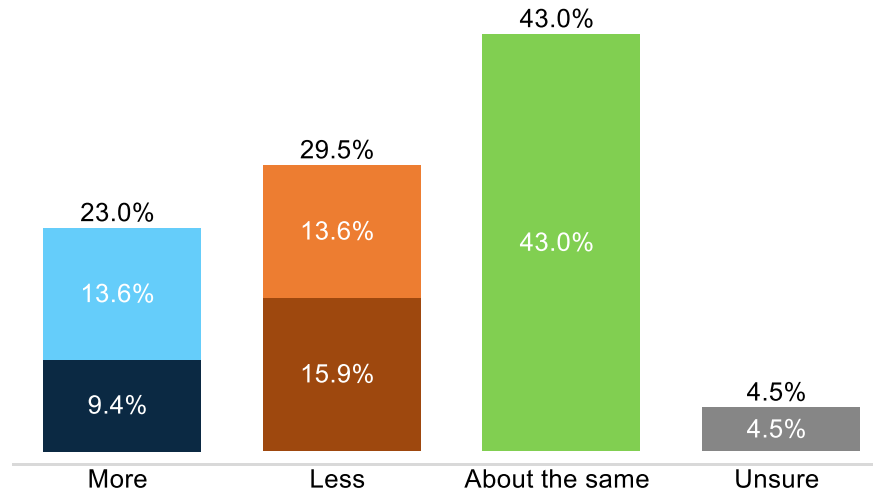
Economic Reset vs. Biden Decline



	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	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
Resetting and heading in the right direction	36%	22%	37%	42%	46%	42%	46%	30%	30%	43%	37%	27%	64%	28%	13%	64%	26%	11%	40%	20%	37%	40%	48%	37%	34%	27%	37%	63%	13%	36%	30%	35%	32%	40%
Still in decline due to policies from the Biden administration	24%	36%	21%	21%	17%	13%	23%	31%	26%	26%	23%	25%	30%	22%	19%	27%	24%	19%	23%	29%	25%	17%	20%	26%	31%	29%	31%	16%	29%	40%	33%	23%	18%	
Definitely resetting and heading in the right direction	16%	8%	19%	15%	21%	18%	18%	14%	14%	20%	15%	13%	32%	7%	4%	32%	7%	4%	17%	7%	19%	15%	19%	16%	18%	10%	8%	30%	3%	17%	12%	11%	17%	18%
Probably resetting and heading in the right direction	21%	14%	18%	27%	25%	24%	28%	16%	16%	23%	22%	14%	32%	22%	9%	32%	20%	7%	23%	13%	18%	26%	29%	21%	16%	16%	29%	33%	10%	19%	18%	24%	16%	22%
Probably still in decline due to policies from the Biden administration	14%	20%	12%	11%	10%	10%	12%	17%	15%	15%	12%	16%	16%	14%	11%	15%	15%	11%	13%	14%	14%	15%	10%	12%	15%	17%	19%	17%	9%	14%	25%	17%	11%	11%
Definitely still in decline due to policies from the Biden administration	10%	16%	10%	10%	6%	4%	12%	14%	11%	11%	11%	9%	14%	8%	8%	12%	10%	8%	10%	15%	11%	10%	7%	8%	11%	14%	10%	14%	7%	14%	15%	16%	12%	7%
Unsure	40%	42%	41%	37%	37%	45%	30%	39%	44%	31%	40%	48%	5%	50%	68%	9%	49%	70%	37%	51%	38%	35%	34%	42%	40%	42%	34%	6%	71%	35%	30%	32%	45%	42%

Do you think America's economy is experiencing growing pains and heading in the right direction, or continuing the decline from the Biden administration?

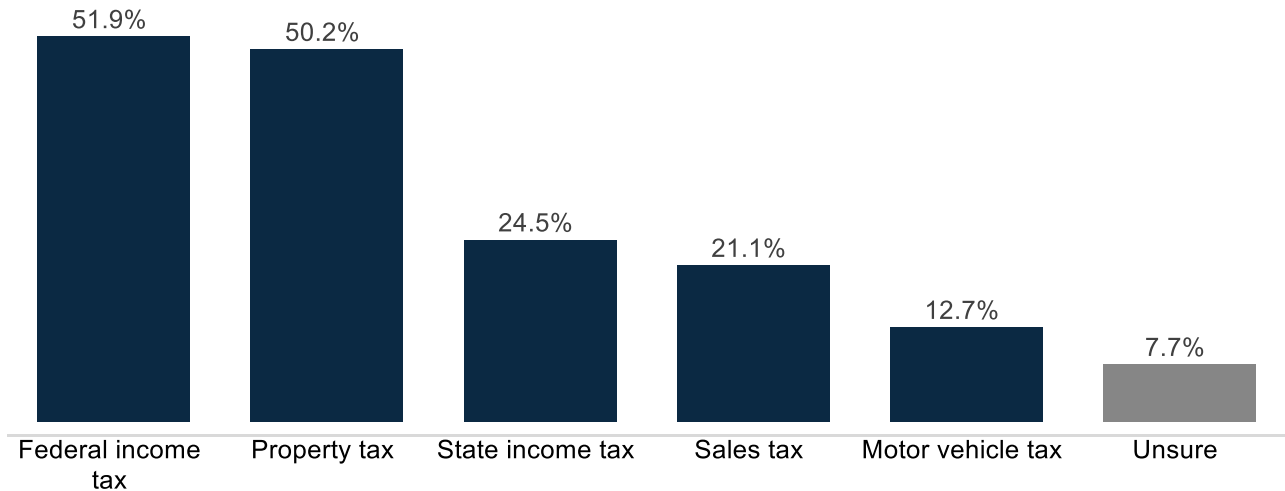
Holiday Spending



	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	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
More Total	23%	23%	24%	26%	19%	24%	21%	23%	24%	23%	23%	24%	21%	22%	26%	20%	25%	26%	23%	26%	23%	27%	24%	20%	25%	22%	21%	20%	26%	25%	25%	21%	20%	24%
Less Total	29%	38%	28%	25%	27%	24%	28%	34%	30%	27%	28%	36%	21%	33%	36%	21%	32%	38%	26%	39%	37%	29%	21%	33%	28%	37%	30%	22%	36%	26%	33%	32%	35%	27%
Much more	9%	11%	10%	12%	5%	9%	8%	10%	11%	10%	8%	11%	6%	9%	13%	7%	10%	12%	9%	14%	11%	12%	9%	8%	10%	11%	6%	6%	13%	13%	12%	9%	8%	9%
Somewhat more	14%	12%	14%	15%	14%	15%	14%	13%	13%	13%	14%	13%	15%	13%	13%	12%	15%	15%	14%	12%	12%	16%	15%	13%	15%	11%	15%	14%	13%	13%	13%	12%	12%	14%
About the same	43%	34%	45%	42%	52%	48%	47%	38%	42%	46%	45%	36%	53%	41%	35%	55%	40%	31%	47%	33%	35%	41%	51%	41%	43%	36%	44%	54%	34%	41%	39%	42%	40%	45%
Somewhat less	14%	14%	15%	11%	13%	12%	13%	17%	12%	13%	13%	15%	12%	12%	17%	11%	15%	16%	13%	11%	20%	14%	11%	15%	14%	16%	15%	12%	15%	5%	18%	14%	13%	14%
Much less	16%	23%	13%	14%	13%	12%	15%	18%	18%	14%	15%	21%	10%	21%	18%	10%	17%	22%	13%	28%	17%	15%	11%	18%	14%	21%	15%	10%	21%	21%	14%	19%	22%	13%
Unsure	4%	5%	4%	7%	3%	5%	4%	5%	3%	4%	5%	4%	5%	4%	4%	2%	5%	4%	2%	4%	3%	4%	6%	4%	5%	5%	5%	4%	8%	4%	4%	5%	4%	

Will you spend more, less, or about the same on thanksgiving dinner this year compared to last year?

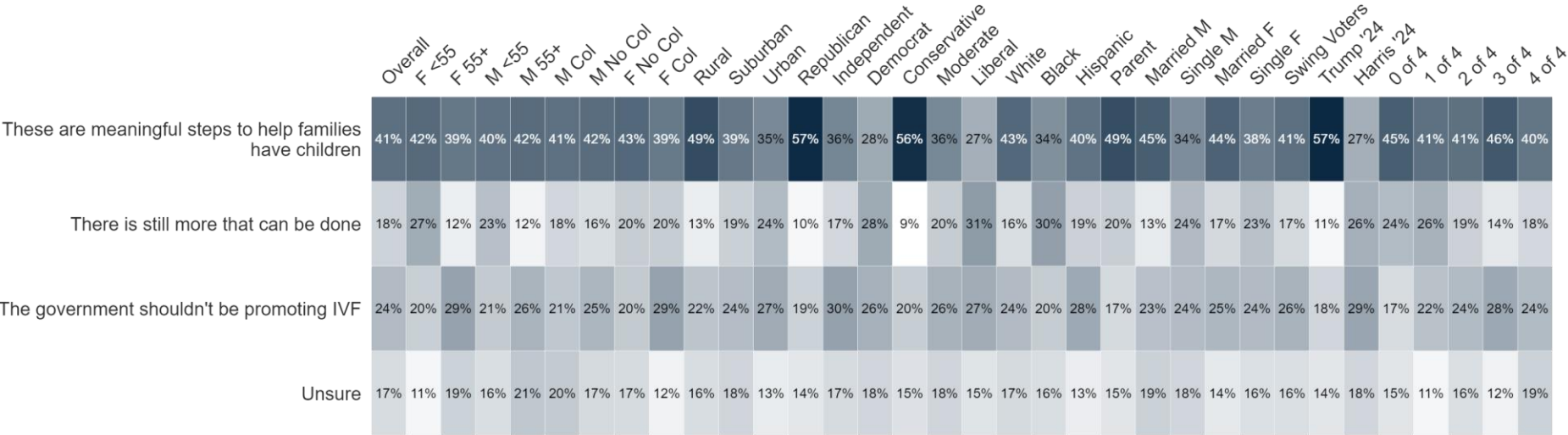
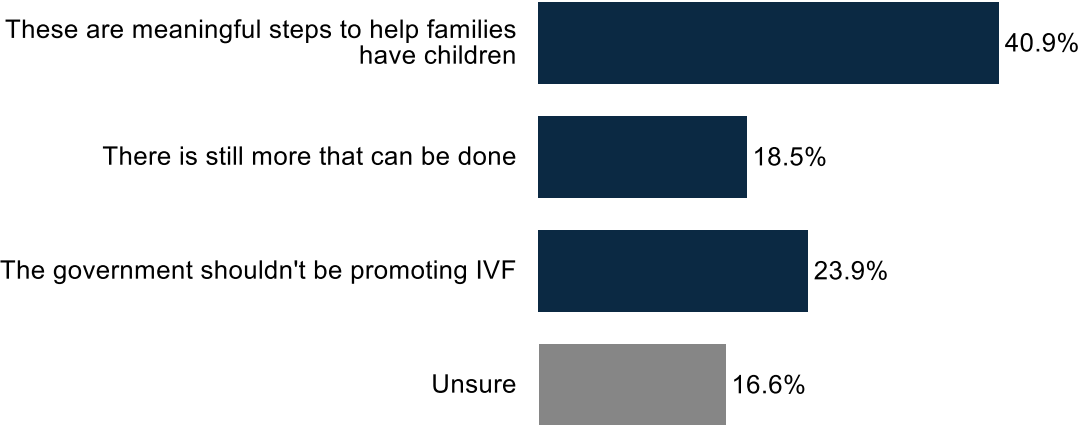
Personal Tax Burden



	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	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
Federal income tax	52%	53%	49%	52%	54%	57%	49%	48%	55%	49%	54%	49%	51%	59%	50%	54%	47%	51%	47%	65%	54%	53%	52%	55%	47%	54%	53%	50%	49%	46%	56%	53%	53%	
Property tax	50%	39%	58%	42%	62%	52%	52%	47%	50%	56%	52%	38%	56%	57%	39%	59%	48%	40%	53%	41%	36%	50%	60%	39%	57%	40%	48%	57%	44%	38%	32%	42%	58%	56%
State income tax	25%	28%	19%	31%	20%	24%	27%	22%	25%	22%	24%	28%	24%	28%	23%	26%	29%	19%	23%	33%	28%	28%	26%	25%	26%	20%	26%	26%	22%	30%	28%	27%	25%	22%
Sales tax	21%	24%	17%	23%	21%	19%	25%	23%	16%	23%	17%	28%	19%	21%	22%	19%	22%	22%	20%	26%	25%	22%	20%	25%	17%	24%	26%	19%	23%	16%	26%	28%	16%	20%
Motor vehicle tax	13%	13%	13%	16%	10%	11%	14%	14%	11%	13%	11%	16%	13%	11%	13%	13%	13%	12%	19%	10%	17%	12%	13%	13%	13%	13%	13%	13%	13%	13%	18%	14%	18%	10%
Unsure	8%	11%	7%	9%	5%	8%	5%	11%	6%	5%	7%	12%	5%	5%	12%	4%	7%	13%	7%	12%	5%	5%	5%	9%	6%	11%	8%	4%	11%	12%	10%	6%	6%	7%

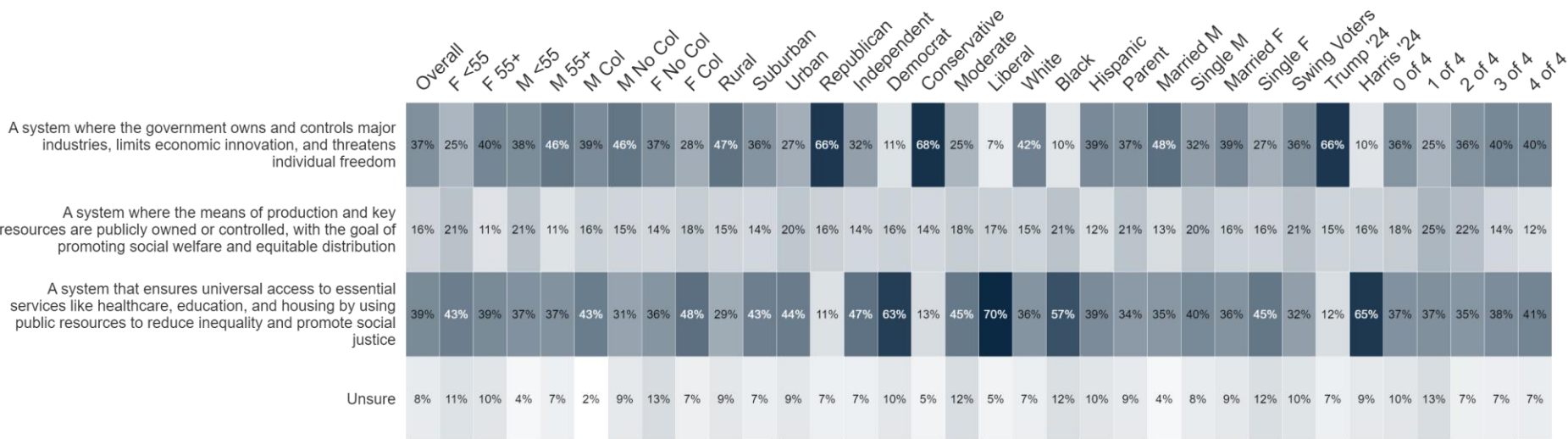
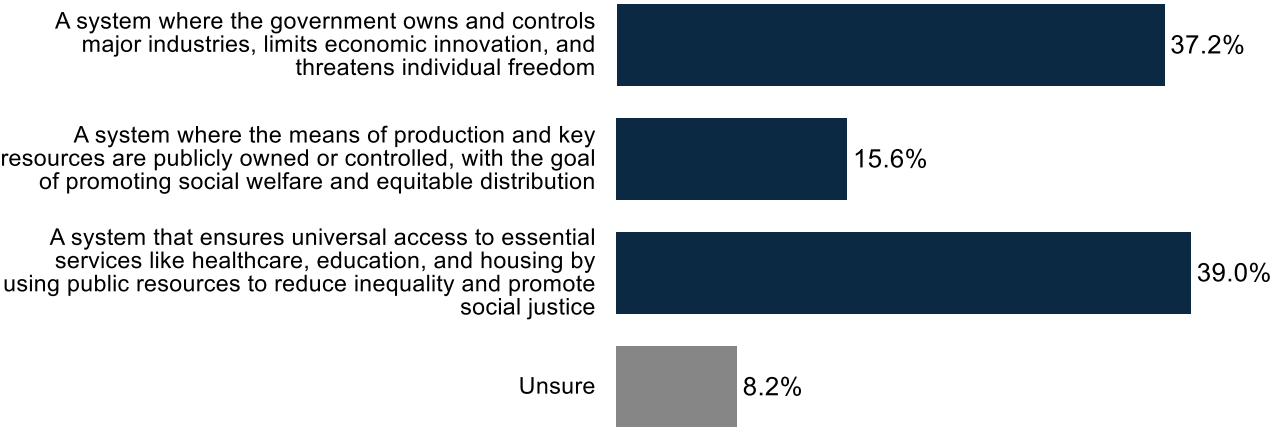
Thinking about the taxes you and your family pay, which one do you consider the biggest burden? Select up to three.

IVF Easing Position



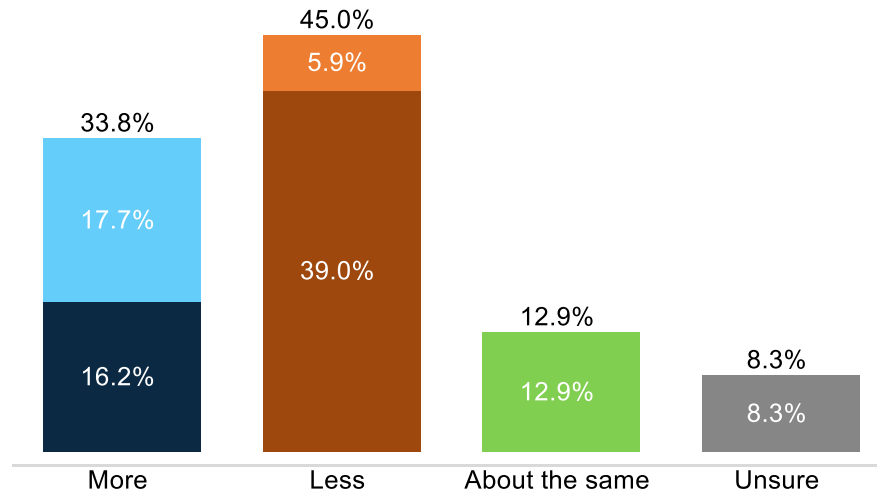
President Trump recently announced initiatives aimed at making in vitro fertilization (IVF) treatments more accessible and affordable including offering fertility medications up to 84% off list prices and lifting restrictions on employers to offer standalone fertility benefits, similar to dental or vision coverage, without changing their main health plans. Out of the following options, what is your position on President Trump’s efforts to make IVF more affordable and accessible through discounted medications and employer-based benefits?

Socialism Definition



What does socialism mean to you? Select the option that best matches your understanding.

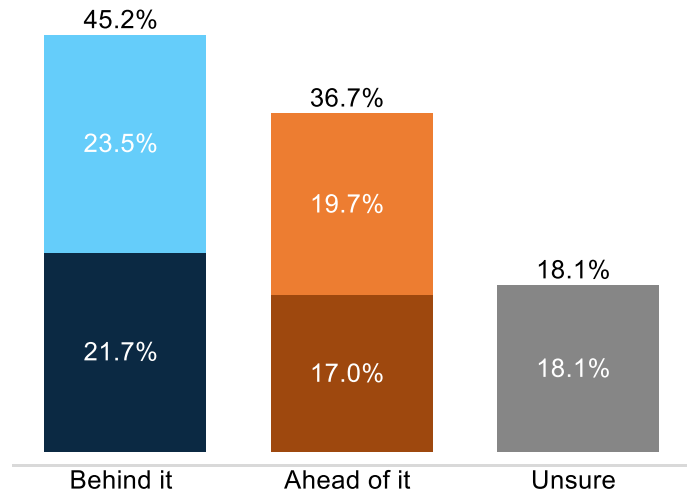
Socialism in America



	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	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
More Total	34%	45%	29%	37%	23%	36%	25%	32%	44%	24%	36%	42%	7%	41%	58%	7%	34%	70%	32%	41%	34%	36%	26%	37%	35%	39%	27%	8%	60%	33%	35%	33%	33%	34%
Less Total	45%	27%	51%	44%	58%	48%	54%	43%	36%	55%	45%	32%	80%	41%	10%	83%	30%	9%	51%	14%	44%	40%	57%	41%	47%	33%	46%	80%	11%	38%	35%	46%	45%	47%
Much more	16%	24%	11%	23%	7%	17%	13%	17%	18%	12%	16%	22%	3%	18%	29%	3%	11%	38%	15%	22%	16%	18%	13%	18%	15%	19%	11%	4%	29%	23%	15%	20%	18%	14%
Somewhat more	18%	21%	18%	14%	16%	19%	12%	15%	26%	12%	20%	20%	4%	23%	29%	4%	23%	32%	17%	19%	18%	18%	14%	18%	20%	20%	16%	4%	31%	11%	20%	14%	15%	20%
About the same	13%	17%	9%	15%	12%	12%	15%	12%	13%	12%	12%	16%	8%	13%	19%	6%	22%	15%	11%	28%	14%	16%	12%	17%	9%	15%	17%	7%	18%	17%	17%	11%	13%	11%
Somewhat less	6%	5%	6%	7%	6%	7%	6%	5%	6%	5%	7%	6%	6%	10%	3%	6%	9%	2%	6%	6%	4%	6%	6%	8%	4%	7%	12%	7%	5%	4%	9%	9%	5%	5%
Much less	39%	22%	46%	37%	52%	41%	48%	38%	30%	50%	38%	26%	75%	31%	7%	77%	21%	6%	45%	9%	40%	34%	51%	33%	43%	26%	34%	74%	6%	34%	26%	38%	41%	43%
Unsure	8%	11%	11%	4%	7%	4%	7%	13%	8%	9%	7%	11%	5%	6%	13%	4%	15%	6%	6%	17%	8%	8%	5%	6%	9%	13%	10%	5%	10%	12%	12%	9%	8%	7%

Do you believe America needs to embrace socialism more, less, or about the same?

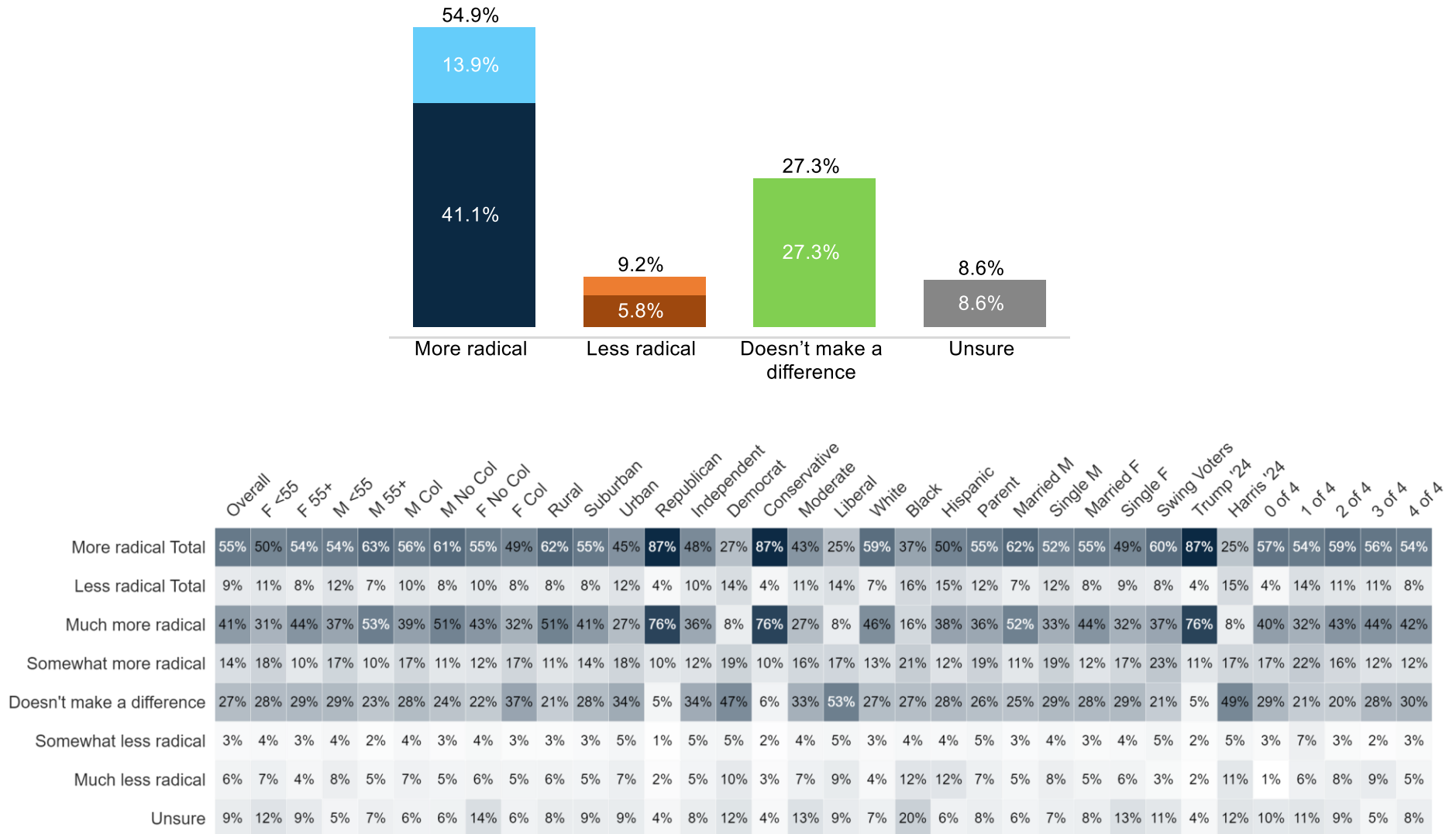
America's Best Days



	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	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
Behind it	45%	45%	48%	47%	40%	42%	45%	47%	46%	46%	44%	47%	36%	50%	52%	39%	53%	46%	44%	48%	45%	44%	44%	43%	45%	48%	47%	37%	52%	41%	40%	50%	45%	45%
Ahead of it	37%	36%	33%	37%	42%	41%	38%	36%	32%	38%	37%	36%	50%	29%	28%	47%	28%	32%	37%	35%	43%	40%	39%	41%	34%	34%	32%	48%	28%	38%	43%	37%	34%	36%
Definitely behind it	22%	23%	25%	20%	18%	17%	21%	27%	21%	22%	20%	26%	13%	21%	31%	16%	25%	27%	20%	29%	25%	18%	18%	20%	21%	27%	20%	14%	29%	17%	19%	25%	24%	21%
Probably behind it	24%	22%	23%	27%	23%	25%	25%	20%	25%	24%	24%	21%	23%	28%	21%	23%	29%	20%	24%	19%	20%	26%	26%	24%	24%	21%	27%	23%	23%	24%	21%	25%	22%	24%
Probably ahead of it	20%	21%	16%	22%	20%	24%	18%	20%	18%	19%	19%	21%	23%	18%	17%	22%	17%	20%	20%	22%	20%	25%	20%	23%	18%	19%	23%	22%	18%	20%	25%	21%	15%	20%
Definitely ahead of it	17%	14%	17%	15%	23%	18%	20%	16%	15%	18%	17%	15%	27%	11%	11%	25%	11%	12%	17%	13%	23%	16%	19%	18%	16%	16%	8%	25%	10%	19%	17%	16%	20%	17%
Unsure	18%	19%	20%	16%	17%	17%	17%	17%	22%	16%	19%	17%	14%	22%	20%	14%	19%	22%	19%	17%	12%	16%	18%	15%	21%	18%	21%	15%	20%	20%	17%	14%	20%	19%

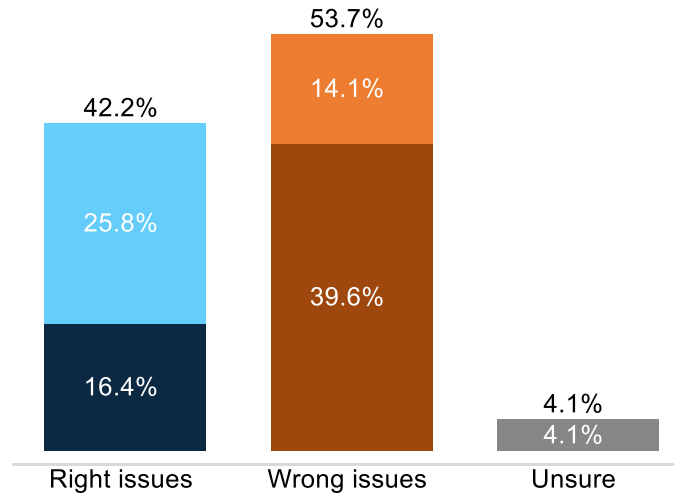
Do you believe America's best days are behind it or ahead of it?

Mamdani Democratic Party Impact



Democratic Socialist Zohran Mamdani was elected mayor of New York City this week. He wants to defund and disarm police, abolish jails, impose city-run grocery stores, freeze rents, and enact a \$30 minimum wage, all while advocating massive tax hikes and open borders. With this election, do you believe the Democratic Party is becoming more radical, less radical, or it made no difference?

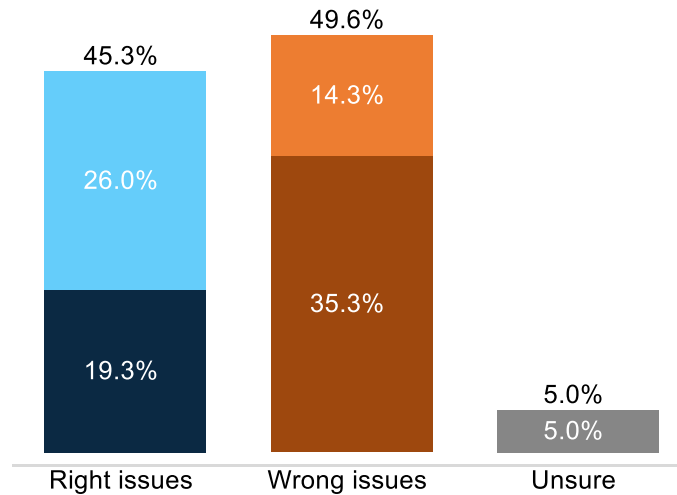
Republicans Focusing on the Right Things



	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	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 issues	42%	33%	45%	40%	51%	40%	51%	43%	35%	53%	41%	30%	85%	28%	7%	79%	26%	8%	48%	20%	33%	44%	49%	40%	46%	32%	39%	83%	5%	38%	42%	44%	41%	43%
Wrong issues	54%	59%	52%	56%	47%	58%	46%	51%	61%	43%	56%	63%	11%	69%	89%	18%	67%	90%	49%	73%	63%	51%	49%	56%	50%	62%	53%	13%	91%	56%	53%	50%	55%	54%
Definitely the right issues	16%	11%	21%	11%	22%	15%	18%	19%	13%	19%	17%	10%	37%	4%	3%	33%	7%	2%	19%	7%	15%	14%	18%	15%	18%	15%	8%	33%	2%	16%	15%	16%	18%	17%
Mostly the right issues	26%	22%	24%	29%	29%	25%	33%	24%	22%	34%	24%	20%	48%	24%	4%	46%	19%	5%	29%	14%	17%	30%	31%	26%	28%	17%	31%	50%	3%	21%	28%	28%	23%	26%
Mostly the wrong issues	14%	11%	12%	19%	15%	17%	17%	9%	15%	13%	15%	13%	7%	22%	17%	9%	24%	12%	13%	24%	11%	15%	18%	15%	10%	14%	26%	9%	17%	20%	17%	15%	14%	13%
Definitely the wrong issues	40%	49%	40%	37%	32%	42%	28%	42%	47%	29%	41%	50%	5%	47%	72%	9%	43%	78%	36%	49%	52%	36%	31%	41%	40%	48%	27%	5%	74%	36%	36%	35%	41%	42%
Unsure	4%	7%	4%	4%	2%	2%	3%	7%	4%	4%	3%	7%	4%	3%	4%	3%	6%	2%	3%	7%	4%	5%	2%	4%	4%	6%	9%	4%	4%	6%	5%	6%	4%	3%

Do you think Republicans are focusing on the right issues that will help the country as a whole or focused on the wrong issue s?

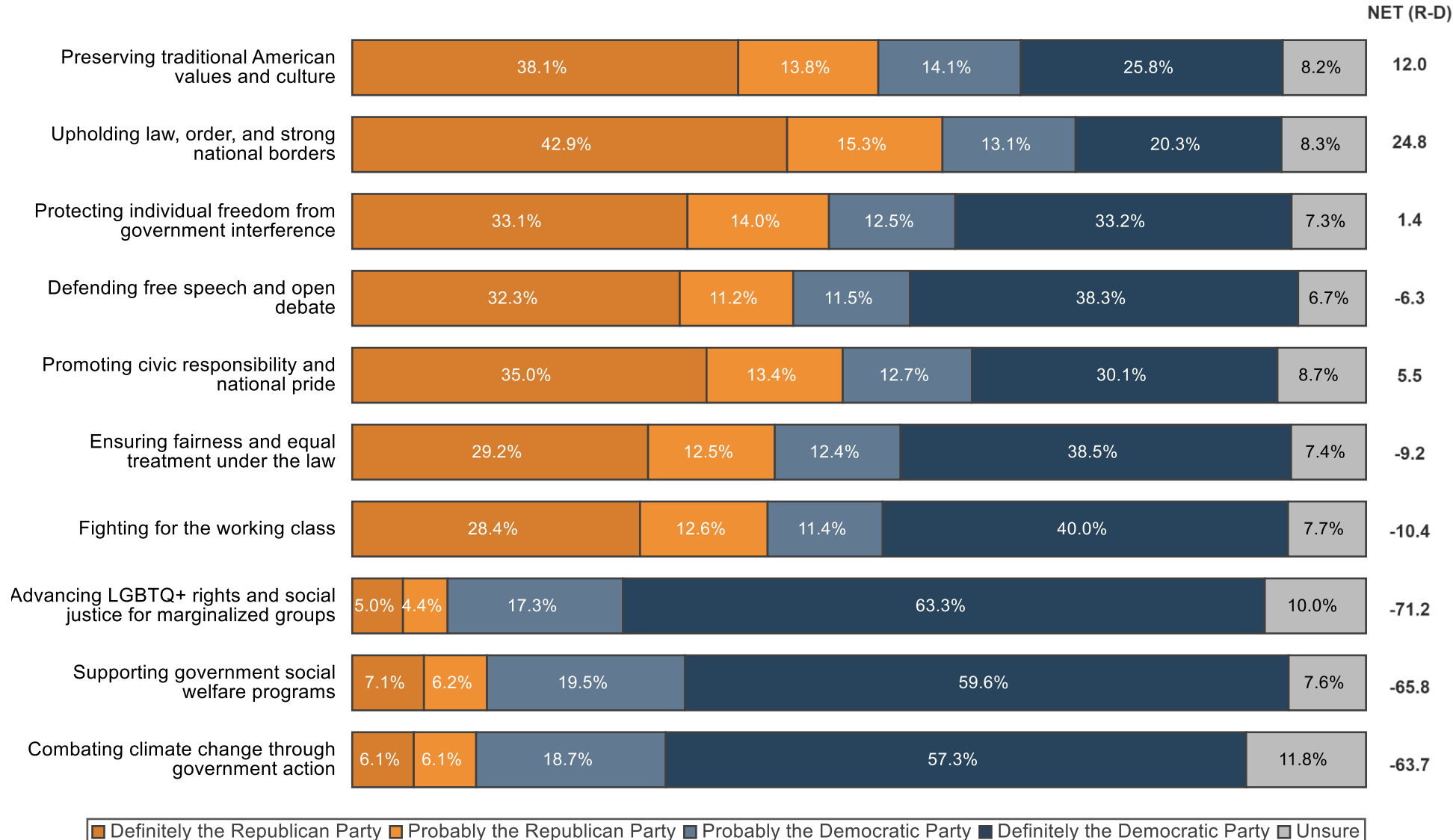
Democrats Focusing on the Right Things



	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	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 issues	45%	51%	47%	42%	40%	44%	39%	44%	54%	34%	46%	57%	9%	46%	85%	12%	53%	84%	41%	69%	50%	45%	37%	48%	44%	54%	34%	9%	84%	41%	43%	44%	44%	47%
Wrong issues	50%	41%	48%	54%	57%	52%	58%	47%	41%	60%	50%	36%	87%	50%	10%	86%	38%	13%	55%	23%	45%	50%	60%	48%	51%	38%	56%	88%	12%	55%	50%	50%	50%	50%
Definitely the right issues	19%	25%	20%	15%	16%	17%	15%	24%	20%	15%	18%	27%	3%	14%	41%	5%	18%	39%	16%	36%	25%	19%	14%	18%	20%	24%	6%	3%	37%	20%	17%	18%	20%	20%
Mostly the right issues	26%	26%	26%	27%	25%	28%	24%	20%	35%	19%	28%	30%	6%	32%	44%	7%	35%	45%	25%	33%	25%	26%	23%	30%	24%	30%	28%	6%	47%	21%	26%	26%	24%	27%
Mostly the wrong issues	14%	13%	11%	20%	14%	19%	15%	12%	13%	13%	15%	15%	17%	20%	8%	16%	18%	9%	15%	13%	10%	16%	18%	16%	13%	11%	28%	18%	9%	22%	22%	13%	13%	13%
Definitely the wrong issues	35%	28%	37%	34%	43%	34%	43%	36%	29%	47%	35%	21%	70%	30%	2%	70%	20%	4%	40%	10%	35%	34%	42%	32%	38%	27%	29%	70%	3%	33%	28%	37%	38%	36%
Unsure	5%	8%	6%	4%	2%	3%	3%	8%	4%	6%	4%	7%	4%	5%	5%	2%	9%	3%	4%	8%	5%	5%	3%	4%	6%	8%	10%	3%	5%	4%	7%	6%	5%	4%

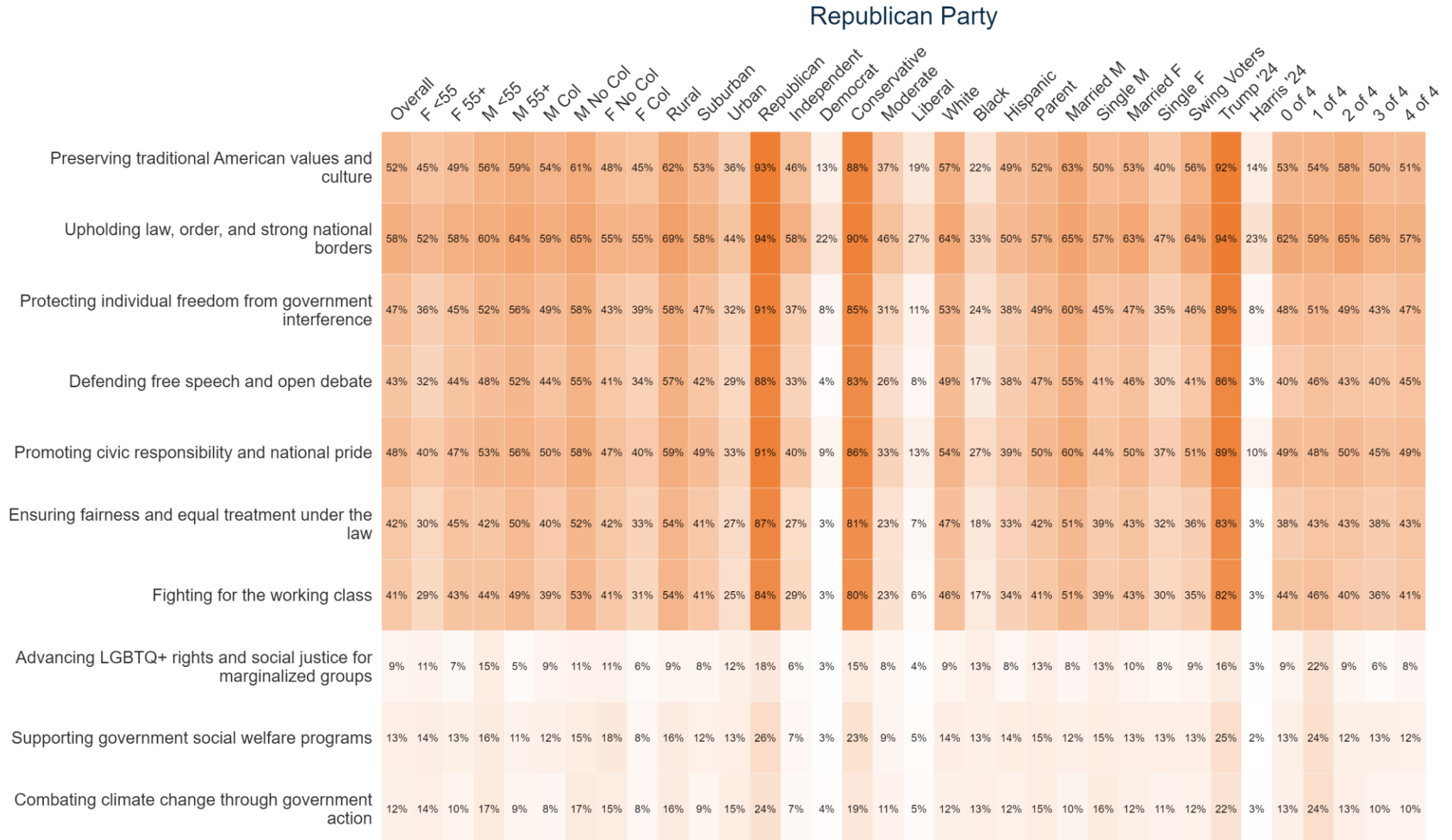
Do you think Democrats are focusing on the right issues that will help the country as a whole or focused on the wrong issues?

Political Party's Principles

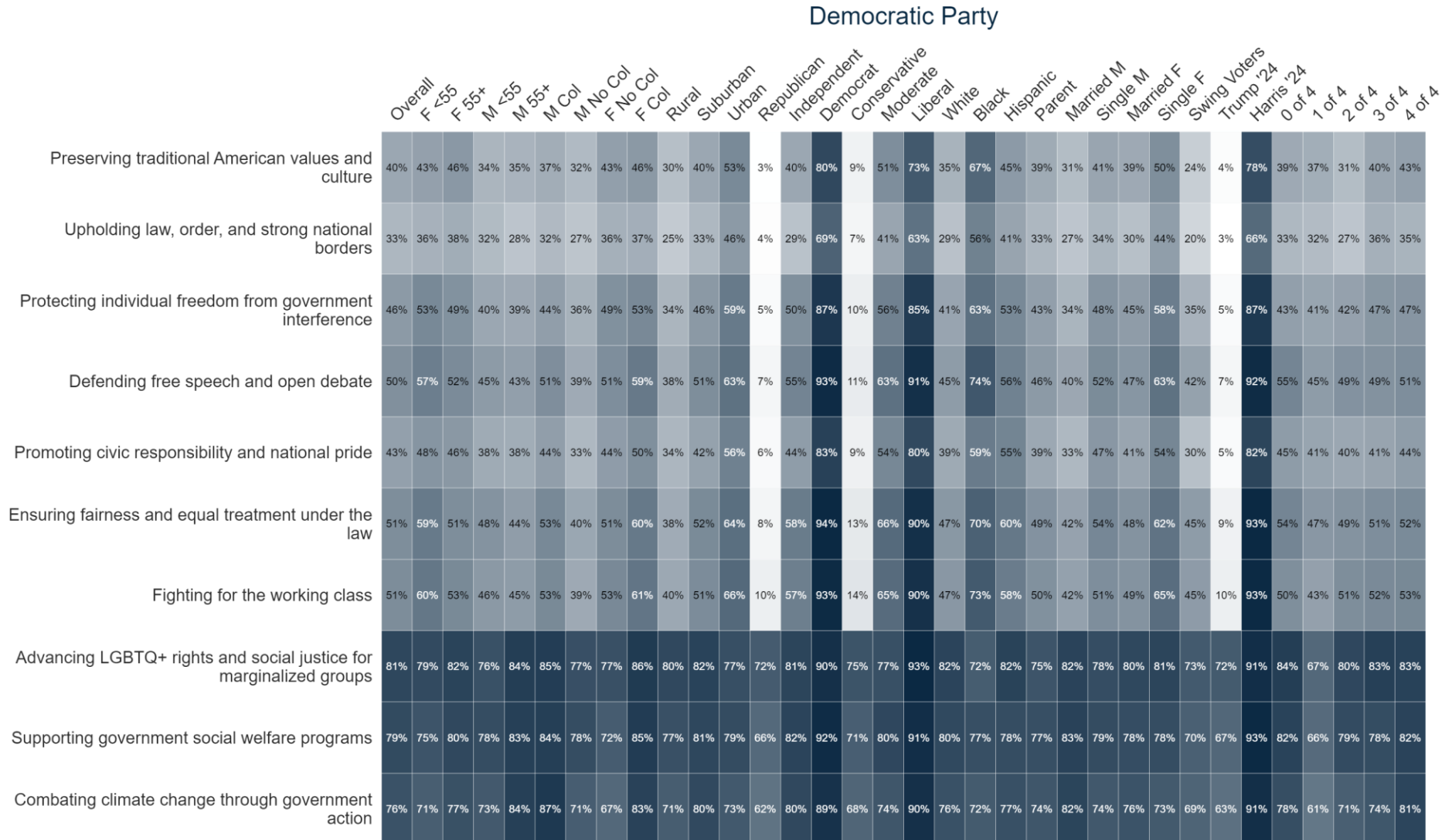


For each of the following values or principles, please indicate which political party you associate more strongly with that principle.

Political Party's Principles Heatmap - Republican Party



Political Party's Principles Heatmap - Democratic Party



Illegal Immigration Perception

The issue is being effectively addressed and has largely been resolved

15.5%

The issue still needs significant attention and improvement

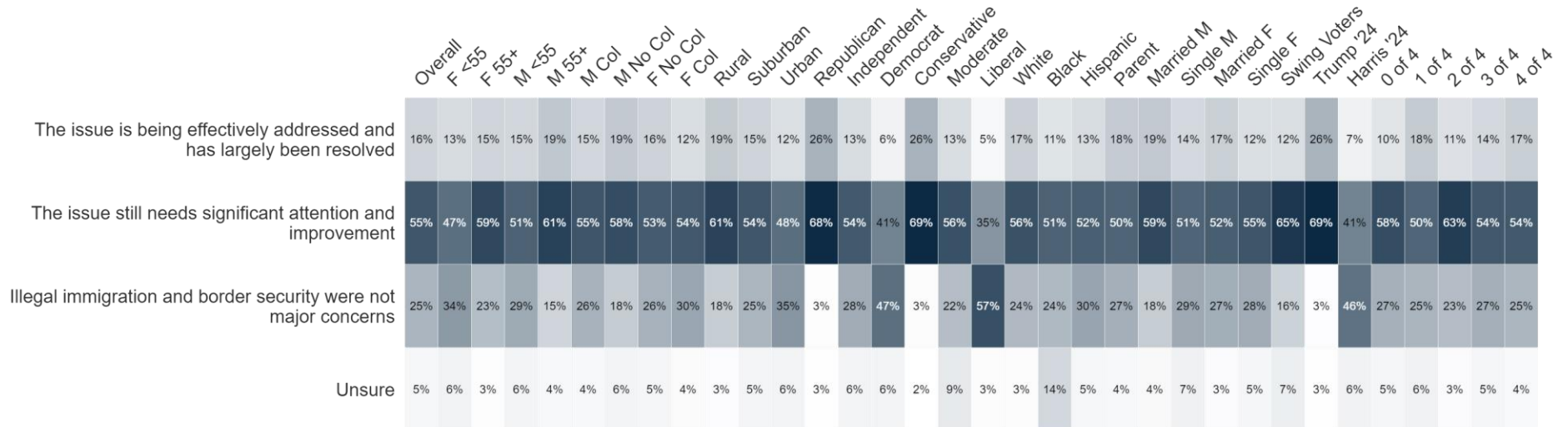
54.7%

Illegal immigration and border security were not major concerns

25.0%

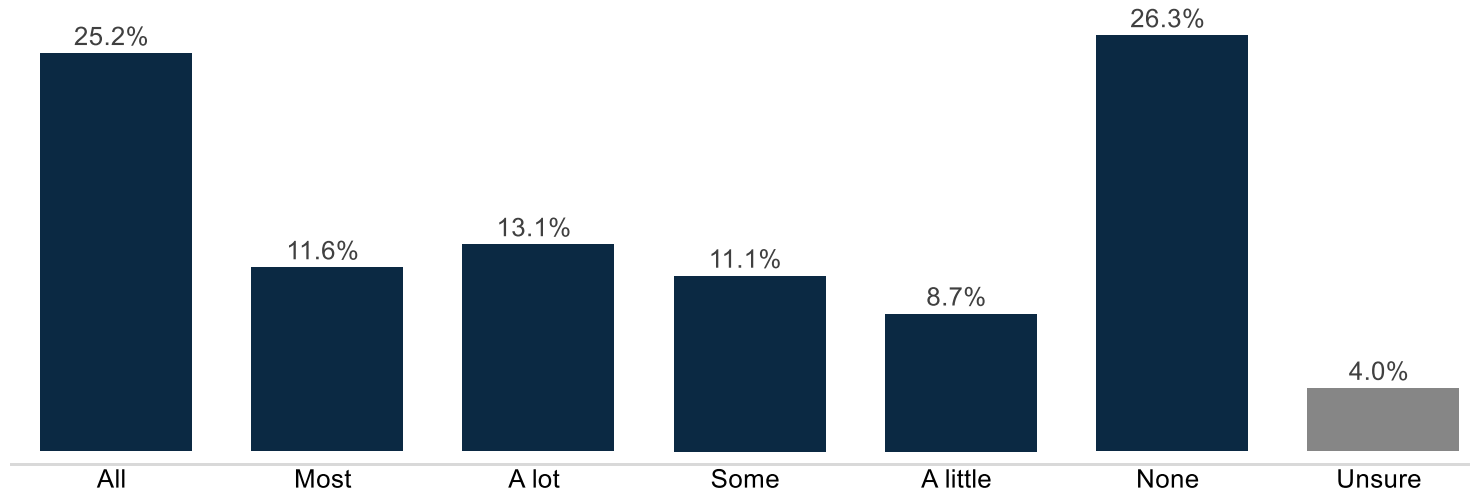
Unsure

4.7%



Which of the following best describes your current view on illegal immigration and border security?

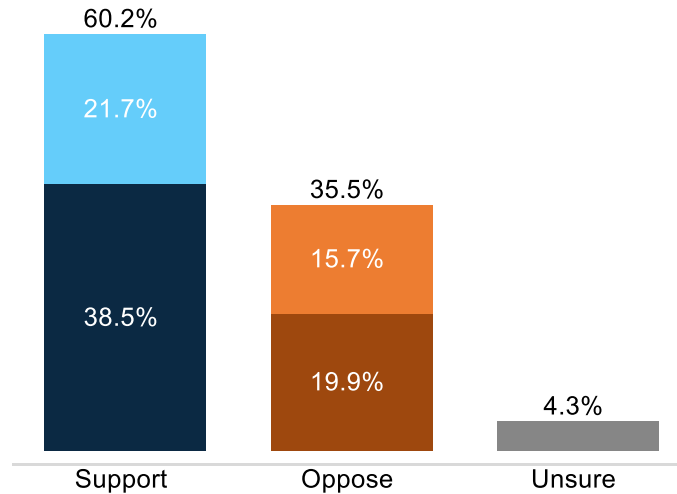
Immigration Credit to Trump



	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	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
All	25%	14%	29%	22%	36%	25%	32%	25%	19%	35%	24%	15%	52%	16%	3%	52%	10%	4%	28%	9%	25%	21%	32%	24%	26%	17%	13%	50%	3%	21%	22%	22%	25%	28%
Most	12%	8%	10%	14%	15%	14%	15%	9%	9%	16%	12%	6%	21%	12%	2%	21%	9%	2%	14%	3%	10%	13%	16%	11%	11%	8%	14%	21%	2%	10%	8%	12%	9%	13%
A lot	13%	15%	12%	16%	10%	13%	13%	13%	14%	12%	13%	14%	18%	15%	7%	15%	20%	5%	14%	9%	14%	18%	11%	14%	15%	12%	23%	18%	7%	9%	19%	17%	16%	11%
Some	11%	10%	11%	14%	9%	14%	10%	10%	12%	7%	12%	14%	5%	13%	16%	5%	18%	13%	11%	18%	9%	12%	12%	12%	12%	9%	19%	6%	16%	9%	14%	13%	10%	11%
A little	9%	9%	8%	9%	9%	11%	8%	8%	9%	7%	9%	10%	2%	14%	12%	3%	14%	12%	8%	13%	9%	7%	9%	10%	8%	9%	12%	2%	15%	17%	9%	11%	8%	7%
None	26%	37%	26%	22%	18%	21%	19%	29%	34%	21%	26%	34%	2%	25%	54%	4%	24%	59%	24%	35%	31%	26%	17%	25%	26%	37%	14%	1%	52%	28%	23%	20%	28%	28%
Unsure	4%	7%	3%	2%	3%	3%	3%	6%	4%	3%	4%	5%	1%	5%	6%	1%	5%	5%	3%	13%	1%	4%	2%	3%	2%	8%	5%	1%	6%	6%	5%	4%	3%	3%

How much credit does President Trump deserve for securing the border?

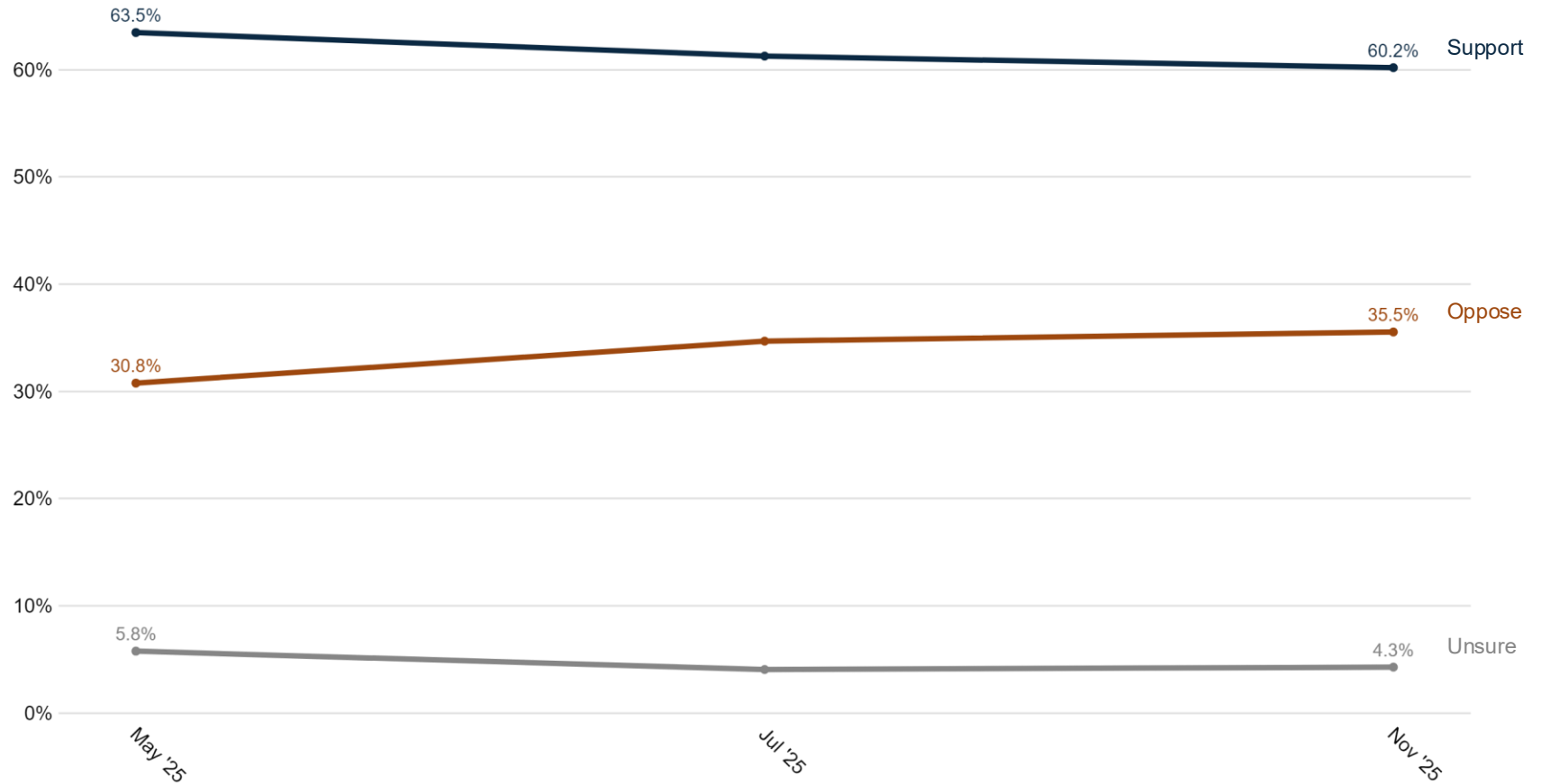
Deportation Opinion



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	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	60%	44%	63%	62%	73%	63%	72%	56%	52%	71%	60%	48%	92%	61%	27%	91%	55%	24%	66%	39%	53%	61%	72%	61%	60%	48%	64%	92%	30%	53%	58%	62%	66%	60%
Oppose Total	36%	50%	33%	36%	23%	34%	25%	38%	44%	26%	36%	48%	6%	35%	68%	8%	38%	72%	32%	49%	41%	36%	25%	36%	36%	45%	29%	6%	65%	43%	37%	33%	32%	36%
Strongly support	39%	26%	40%	37%	52%	38%	51%	37%	29%	50%	37%	27%	74%	29%	8%	74%	22%	8%	45%	15%	30%	35%	48%	39%	40%	26%	32%	73%	8%	36%	35%	34%	41%	41%
Somewhat support	22%	19%	22%	25%	21%	25%	21%	19%	23%	21%	23%	20%	18%	32%	18%	17%	33%	16%	21%	24%	23%	26%	24%	22%	20%	22%	32%	19%	23%	17%	23%	27%	25%	19%
Somewhat oppose	16%	20%	15%	16%	12%	14%	14%	14%	21%	14%	16%	18%	4%	20%	26%	4%	24%	25%	15%	22%	12%	18%	14%	15%	16%	19%	20%	4%	26%	14%	19%	14%	13%	16%
Strongly oppose	20%	30%	18%	20%	11%	19%	11%	24%	24%	12%	20%	30%	2%	15%	42%	4%	14%	47%	17%	27%	29%	17%	11%	21%	20%	27%	9%	2%	38%	28%	18%	19%	19%	20%
Unsure	4%	6%	4%	2%	5%	3%	3%	6%	4%	3%	5%	5%	2%	4%	6%	1%	7%	4%	3%	12%	6%	3%	3%	3%	4%	7%	7%	2%	5%	4%	4%	6%	2%	4%

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

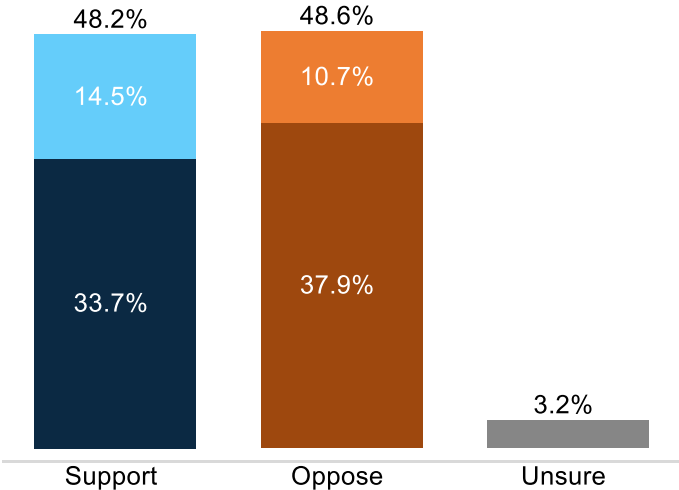
Trend: Deportation Opinion



Percent Change: Deportation Opinion (Oct '25 to Nov '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	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	-1%	-2%	-1%	-3%	1%	0%	-2%	-5%	5%	-1%	0%	-4%	-2%	2%	1%	0%	-2%	5%	0%	-14%	3%	-3%	-1%	0%	-2%	1%	-1%	-3%	2%	17%	3%	-4%	3%	-2%
Oppose Total	1%	-1%	1%	5%	-2%	-1%	4%	4%	-5%	1%	-1%	4%	2%	-3%	-1%	1%	1%	-4%	1%	12%	-6%	3%	0%	3%	2%	-2%	-2%	2%	-1%	7%	-5%	3%	-2%	1%
Strongly support	-2%	-1%	-1%	-3%	-4%	-4%	-4%	-5%	4%	1%	-4%	-3%	-4%	-1%	2%	-1%	-6%	4%	-1%	-6%	-3%	-3%	-5%	-1%	0%	-3%	2%	-4%	0%	11%	7%	-11%	0%	-2%
Somewhat support	1%	-1%	1%	1%	5%	4%	2%	0%	0%	-1%	4%	-1%	2%	3%	-1%	1%	3%	0%	2%	-8%	6%	0%	4%	1%	-3%	3%	-2%	1%	1%	6%	-4%	7%	3%	0%
Somewhat oppose	-2%	-2%	-4%	-1%	-1%	-3%	1%	-2%	-5%	3%	-4%	-5%	1%	-3%	-7%	0%	-1%	-8%	-1%	1%	-13%	0%	1%	-4%	-3%	-3%	1%	1%	-6%	4%	-1%	-4%	-5%	-1%
Strongly oppose	3%	2%	5%	6%	-1%	2%	2%	6%	0%	-2%	3%	9%	1%	0%	6%	1%	2%	4%	2%	10%	6%	3%	-1%	7%	6%	1%	-3%	1%	5%	3%	-4%	6%	3%	3%
Unsure	0%	3%	-1%	-2%	1%	1%	-2%	1%	0%	0%	1%	0%	0%	1%	-1%	-1%	1%	-1%	-1%	2%	3%	0%	1%	-2%	0%	2%	2%	1%	-1%	-25%	2%	1%	-1%	0%

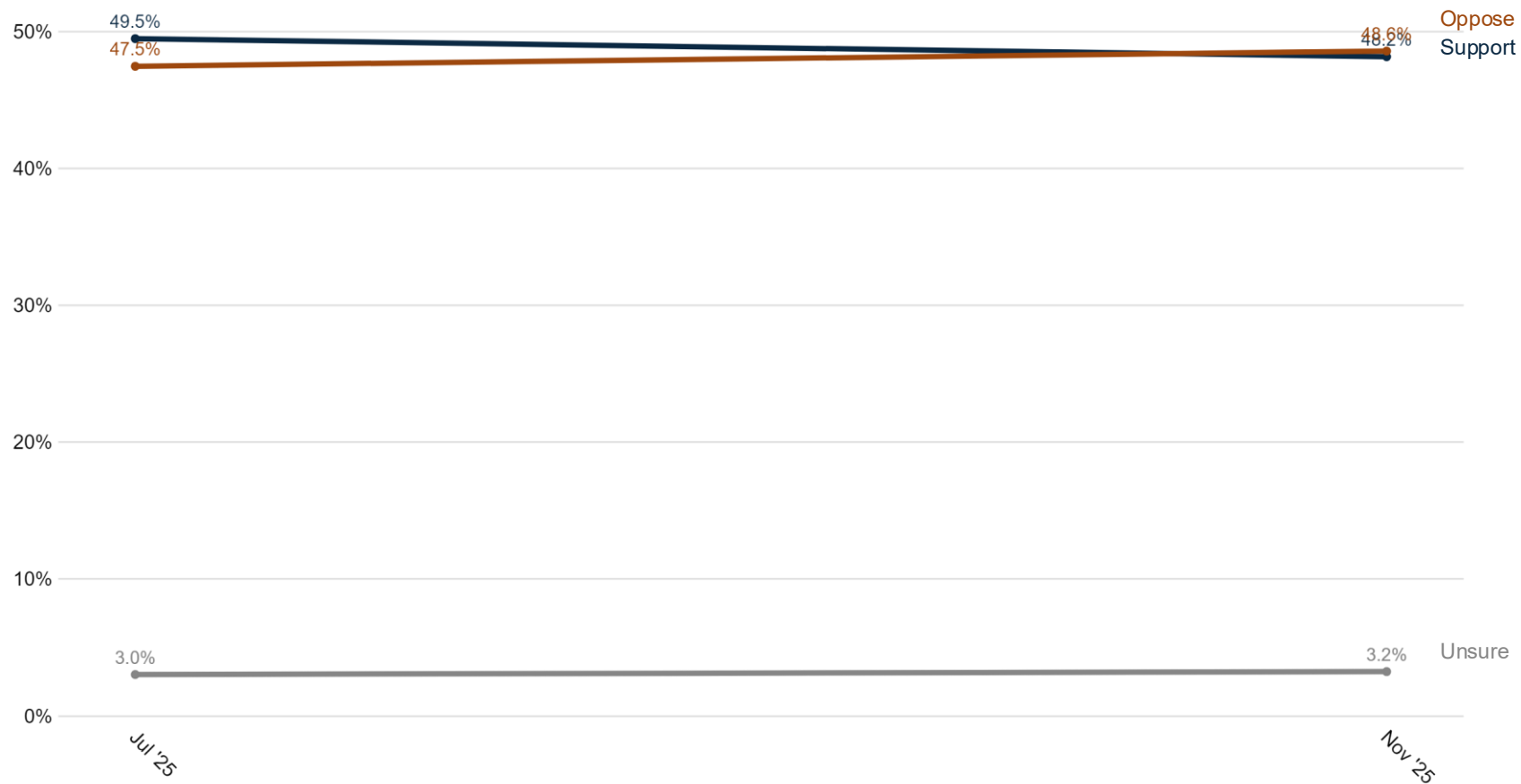
ICE Raids



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	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	48%	36%	48%	53%	57%	51%	59%	46%	38%	61%	46%	36%	88%	40%	11%	86%	35%	11%	55%	22%	38%	52%	60%	48%	50%	34%	51%	88%	11%	40%	50%	50%	48%	49%
Oppose Total	49%	59%	48%	45%	41%	48%	38%	49%	59%	36%	51%	59%	10%	57%	85%	12%	59%	88%	43%	68%	58%	45%	39%	49%	47%	60%	43%	9%	85%	58%	46%	44%	49%	50%
Strongly support	34%	23%	35%	33%	44%	34%	43%	33%	25%	46%	31%	24%	68%	22%	5%	68%	14%	6%	40%	10%	25%	32%	43%	33%	34%	24%	26%	68%	3%	28%	31%	31%	33%	36%
Somewhat support	14%	13%	13%	20%	13%	16%	16%	13%	13%	15%	15%	12%	20%	18%	6%	18%	21%	4%	16%	13%	13%	21%	17%	15%	16%	10%	25%	21%	8%	12%	19%	19%	14%	13%
Somewhat oppose	11%	12%	9%	11%	11%	11%	11%	10%	10%	10%	11%	11%	5%	17%	13%	5%	20%	10%	8%	21%	14%	13%	11%	11%	9%	12%	20%	6%	14%	17%	13%	11%	10%	10%
Strongly oppose	38%	47%	40%	34%	30%	36%	27%	38%	50%	26%	40%	49%	5%	40%	72%	7%	40%	78%	35%	48%	44%	32%	28%	38%	39%	48%	23%	3%	72%	41%	33%	32%	39%	40%
Unsure	3%	5%	4%	2%	2%	2%	2%	5%	3%	3%	3%	5%	2%	3%	4%	2%	6%	1%	2%	9%	4%	3%	1%	4%	3%	5%	6%	2%	3%	2%	4%	6%	4%	2%

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

Trend: ICE Raids

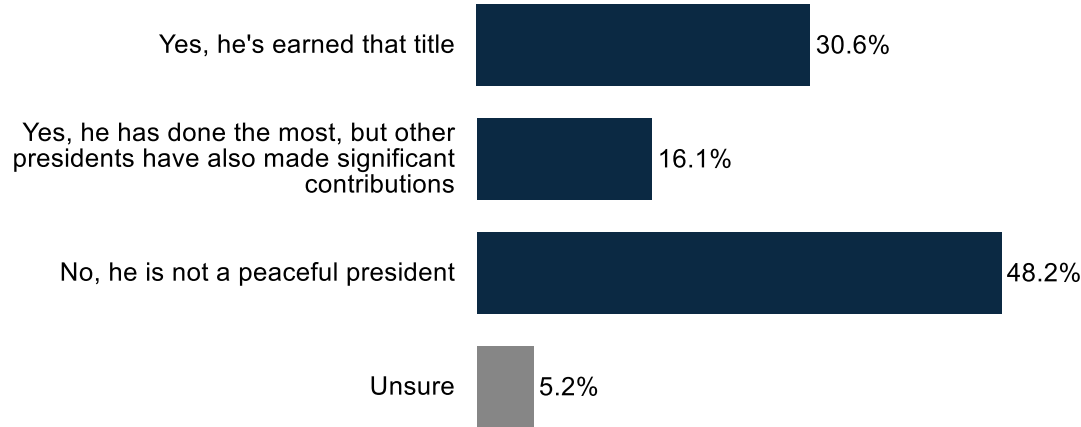


Percent Change: ICE Raids (Jul '25 to Nov '25)

	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	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	-1%	3%	0%	-3%	-6%	-5%	-5%	-1%	6%	3%	-2%	-4%	-1%	-1%	0%	0%	-2%	4%	0%	-7%	-3%	0%	-4%	-6%	3%	0%	5%	-2%	0%	19%	9%	-4%	-2%	-2%
Oppose Total	1%	-3%	0%	2%	6%	4%	4%	2%	-6%	-2%	2%	2%	1%	3%	-1%	0%	1%	-3%	0%	6%	1%	0%	4%	4%	-3%	1%	-5%	1%	0%	-12%	-7%	0%	2%	2%
Strongly support	-2%	2%	0%	-4%	-6%	-5%	-6%	-1%	4%	4%	-5%	0%	-1%	-4%	1%	0%	-6%	4%	0%	-5%	-7%	-4%	-6%	-3%	2%	0%	3%	-2%	-1%	25%	7%	-6%	-6%	-2%
Somewhat support	1%	1%	0%	1%	0%	0%	1%	-1%	2%	-1%	3%	-3%	0%	3%	-1%	0%	4%	0%	1%	-2%	4%	4%	3%	-3%	1%	0%	2%	0%	1%	-6%	2%	1%	4%	0%
Somewhat oppose	-1%	-3%	-4%	1%	2%	2%	1%	-4%	-3%	2%	-2%	-3%	-1%	0%	-2%	0%	-2%	-2%	-1%	-6%	3%	-3%	3%	-1%	-4%	-3%	-1%	0%	-3%	1%	-10%	-5%	0%	1%
Strongly oppose	2%	0%	4%	1%	3%	2%	3%	6%	-3%	-3%	4%	5%	2%	3%	1%	1%	3%	-1%	0%	13%	-2%	3%	1%	4%	2%	3%	-4%	1%	3%	-13%	3%	6%	3%	1%
Unsure	0%	0%	-1%	1%	1%	1%	1%	-1%	0%	-1%	0%	2%	0%	-1%	0%	0%	1%	-1%	0%	1%	2%	-1%	0%	3%	0%	-1%	0%	0%	0%	-7%	-2%	4%	-1%	0%



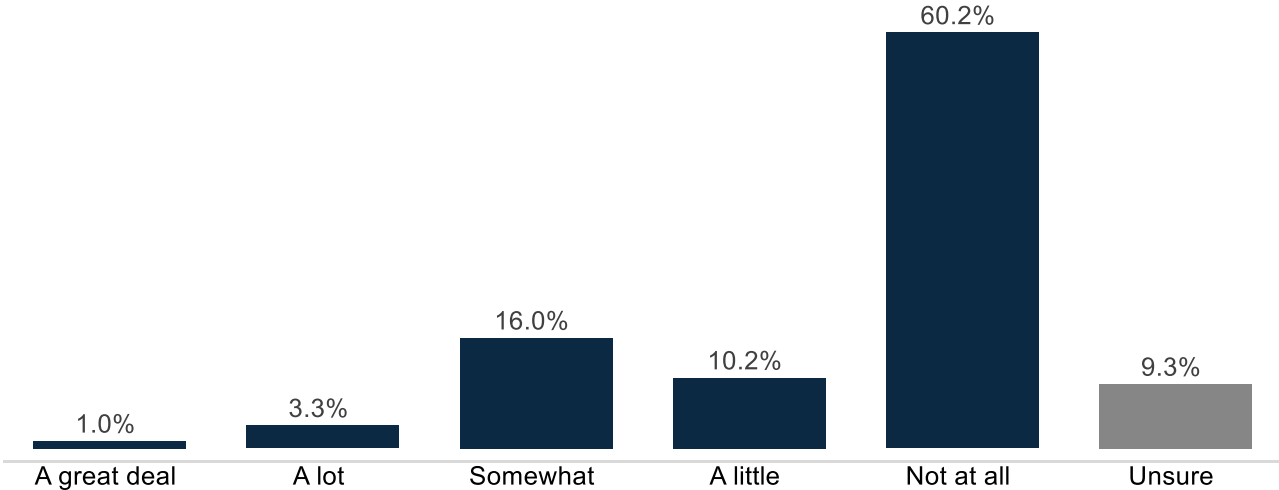
Peace President



	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	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	47%	36%	46%	52%	54%	46%	59%	44%	37%	55%	47%	36%	88%	36%	10%	84%	33%	10%	51%	28%	43%	52%	56%	47%	48%	35%	48%	88%	8%	40%	52%	49%	47%	46%
Yes, he's earned that title	31%	19%	36%	30%	38%	30%	37%	31%	25%	39%	30%	20%	65%	17%	3%	63%	12%	5%	35%	10%	24%	29%	37%	28%	32%	24%	20%	62%	2%	25%	24%	29%	30%	33%
Yes, he has done the most, but other presidents have also made significant contributions	16%	17%	10%	23%	16%	16%	22%	14%	13%	16%	16%	16%	23%	18%	7%	21%	21%	5%	16%	18%	19%	22%	19%	20%	16%	11%	27%	26%	6%	14%	28%	20%	16%	13%
No, he is not a peaceful president	48%	56%	50%	42%	43%	51%	35%	49%	57%	38%	49%	59%	6%	58%	87%	10%	59%	89%	45%	61%	54%	43%	39%	48%	47%	60%	41%	7%	88%	51%	40%	44%	49%	50%
Unsure	5%	8%	4%	6%	3%	3%	5%	6%	5%	7%	4%	5%	5%	7%	3%	5%	8%	1%	4%	11%	2%	5%	4%	4%	5%	6%	12%	5%	3%	9%	8%	7%	4%	3%

President Trump has ended more wars and negotiated more peace deals than any other U.S. president including the Abraham Accords, Serbia-Kosovo, Egypt-Ethiopia, Israel-Hamas, Israel-Iran, India-Pakistan, Armenia-Azerbaijan, Rwanda-Congo, and Thailand-Cambodia. He has positioned himself as a global peacemaker and the current Nobel Peace Prize winner dedicated her award to President Trump. Do you view President Trump as the “Peace President?”

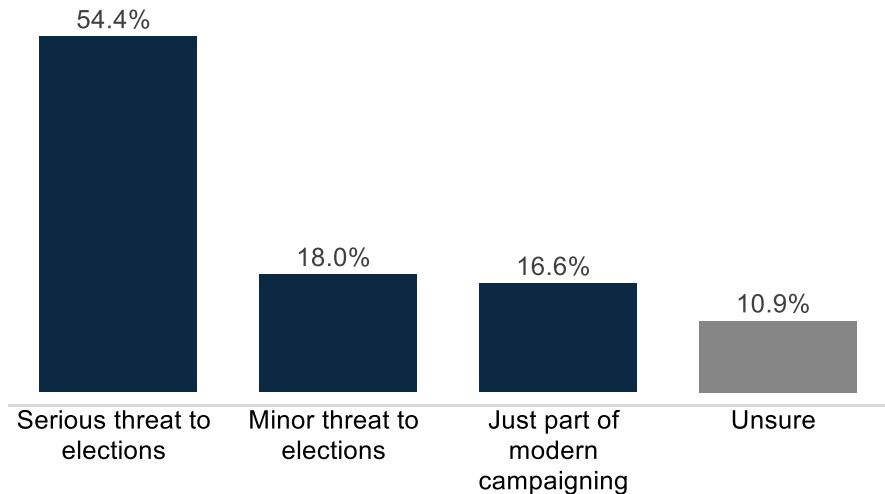
Trust in AI Political Campaigns



	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	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%	2%	0%	3%	0%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	1%	0%	1%	2%	0%	0%	2%	0%	1%	1%	
A lot	3%	4%	1%	6%	3%	5%	5%	2%	2%	3%	3%	4%	5%	1%	4%	4%	3%	3%	3%	6%	6%	7%	5%	4%	1%	3%	3%	4%	3%	2%	8%	5%	3%	2%
Somewhat	16%	18%	13%	18%	16%	15%	19%	15%	15%	16%	16%	16%	21%	12%	13%	19%	17%	11%	16%	20%	16%	20%	16%	19%	15%	15%	19%	20%	13%	16%	18%	18%	12%	16%
A little	10%	11%	9%	11%	10%	11%	10%	10%	10%	11%	10%	9%	12%	9%	10%	10%	9%	12%	10%	11%	9%	14%	11%	10%	9%	12%	13%	11%	10%	11%	15%	8%	9%	10%
Not at all	60%	59%	65%	54%	62%	60%	57%	60%	65%	59%	61%	60%	51%	71%	63%	54%	62%	67%	61%	56%	60%	48%	58%	59%	64%	60%	57%	53%	66%	60%	54%	61%	64%	61%
Unsure	9%	8%	12%	8%	9%	9%	8%	12%	7%	10%	9%	9%	11%	6%	9%	11%	8%	7%	10%	6%	9%	8%	9%	7%	10%	10%	8%	10%	9%	11%	3%	9%	12%	9%

How much do you trust political campaigns that responsibly use AI tools in political ads or campaign strategy?

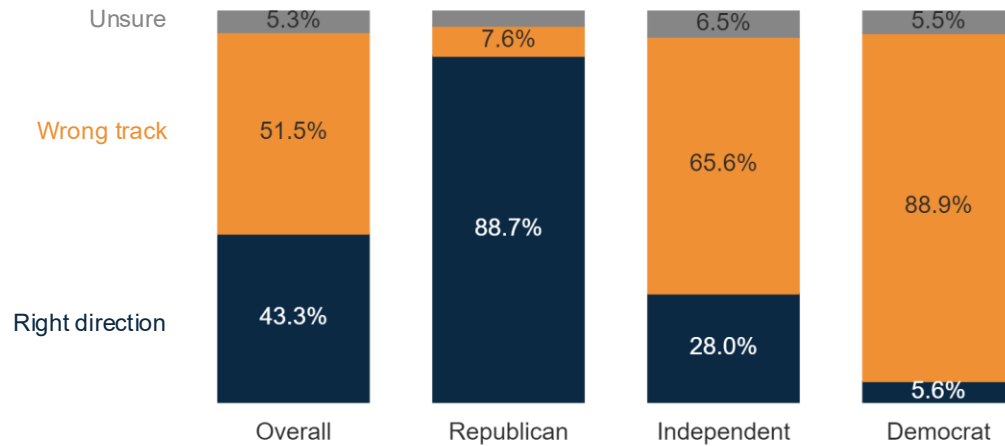
Perception of AI Political Campaigns



	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	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
Serious threat to elections	54%	50%	58%	48%	61%	56%	53%	54%	55%	59%	53%	53%	50%	62%	54%	54%	49%	61%	56%	42%	59%	46%	55%	53%	56%	53%	46%	52%	57%	48%	48%	53%	55%	57%
Minor threat to elections	18%	21%	16%	22%	14%	17%	18%	18%	19%	15%	20%	18%	19%	15%	19%	18%	20%	17%	18%	21%	13%	22%	18%	19%	19%	18%	23%	18%	18%	21%	22%	21%	14%	17%
Just part of modern campaigning	17%	19%	12%	21%	16%	17%	20%	15%	16%	13%	17%	19%	18%	14%	17%	17%	19%	14%	16%	24%	16%	22%	17%	21%	15%	15%	20%	18%	16%	13%	21%	17%	17%	16%
Unsure	11%	10%	14%	9%	9%	10%	9%	14%	10%	13%	10%	10%	13%	9%	10%	12%	12%	8%	11%	12%	12%	10%	10%	8%	10%	14%	11%	12%	9%	18%	9%	9%	14%	10%

Is AI in political campaigns a threat or just part of modern campaigning?

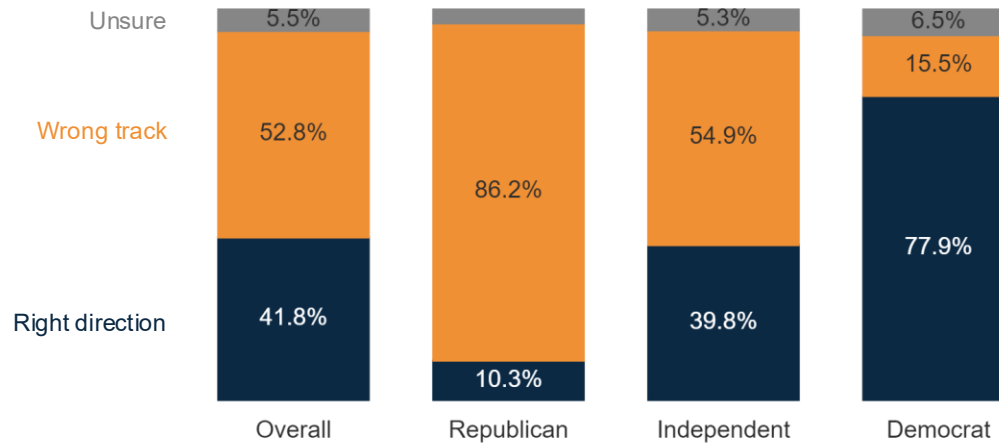
Republican Party Direction



	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	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	43%	31%	46%	44%	53%	42%	54%	42%	36%	56%	42%	29%	89%	28%	6%	83%	25%	8%	49%	22%	32%	44%	52%	42%	46%	32%	39%	86%	5%	39%	42%	47%	40%	44%
Wrong track	51%	59%	51%	51%	45%	54%	42%	50%	60%	39%	53%	64%	8%	66%	89%	15%	64%	90%	47%	70%	60%	50%	45%	53%	50%	60%	48%	10%	90%	53%	50%	46%	55%	52%
Definitely the right direction	20%	12%	24%	16%	25%	16%	25%	22%	14%	28%	19%	11%	43%	8%	2%	41%	6%	3%	23%	6%	13%	17%	22%	18%	22%	15%	7%	40%	1%	18%	16%	17%	19%	21%
Mostly the right direction	24%	19%	22%	27%	27%	25%	29%	20%	22%	28%	23%	18%	46%	20%	3%	42%	18%	5%	26%	16%	19%	26%	30%	23%	24%	18%	32%	46%	3%	21%	26%	30%	22%	23%
Mostly the wrong track	12%	13%	8%	15%	10%	13%	13%	11%	10%	11%	11%	13%	5%	18%	14%	7%	23%	7%	10%	21%	13%	16%	12%	14%	10%	11%	23%	7%	14%	13%	18%	16%	10%	9%
Definitely the wrong track	40%	46%	42%	36%	34%	42%	29%	39%	50%	28%	42%	51%	3%	47%	75%	7%	41%	83%	37%	49%	48%	34%	33%	40%	40%	49%	24%	3%	77%	40%	32%	30%	45%	43%
Unsure	5%	10%	3%	5%	3%	4%	4%	8%	4%	5%	5%	7%	4%	6%	6%	3%	11%	2%	4%	9%	7%	6%	3%	5%	5%	8%	5%	5%	8%	8%	7%	5%	4%	

Generally speaking, would you say the Republican Party is headed in the right direction or off on the wrong track?

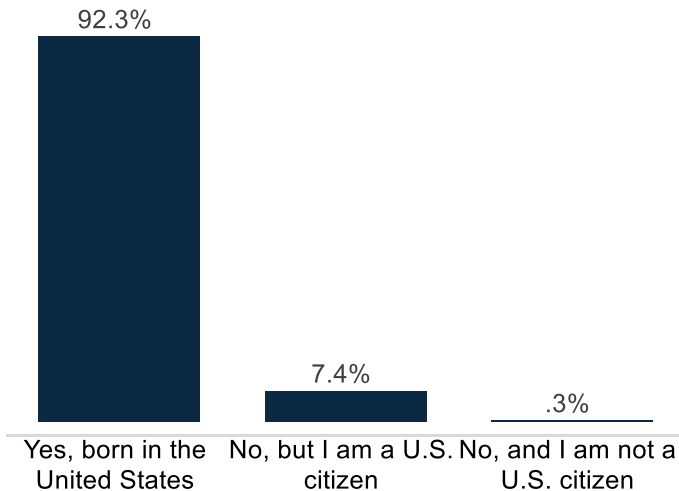
Democratic Party Direction



	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	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%	48%	45%	38%	36%	40%	33%	44%	49%	31%	42%	54%	10%	40%	78%	14%	47%	76%	38%	67%	43%	42%	32%	46%	40%	52%	24%	10%	76%	40%	41%	39%	44%	42%
Wrong track	53%	44%	51%	57%	61%	56%	62%	49%	46%	65%	53%	37%	86%	55%	16%	85%	44%	18%	57%	25%	53%	53%	65%	49%	55%	40%	64%	87%	18%	52%	50%	56%	51%	53%
Definitely the right direction	15%	20%	15%	13%	11%	12%	12%	19%	15%	11%	13%	23%	4%	8%	31%	6%	12%	28%	11%	31%	22%	14%	10%	16%	16%	18%	3%	4%	26%	18%	12%	16%	15%	14%
Mostly the right direction	27%	28%	30%	25%	25%	29%	21%	26%	34%	20%	29%	32%	6%	32%	47%	8%	34%	48%	27%	36%	22%	27%	22%	30%	24%	34%	21%	6%	49%	22%	30%	22%	29%	28%
Mostly the wrong track	17%	21%	10%	22%	13%	19%	17%	15%	16%	17%	17%	16%	16%	24%	11%	13%	26%	13%	17%	14%	17%	22%	19%	16%	16%	15%	36%	18%	14%	18%	21%	22%	16%	14%
Definitely the wrong track	36%	23%	41%	34%	47%	37%	45%	33%	30%	48%	36%	22%	70%	30%	4%	72%	19%	5%	41%	11%	36%	31%	46%	33%	39%	25%	28%	70%	4%	34%	29%	34%	35%	39%
Unsure	5%	9%	4%	5%	4%	4%	5%	7%	5%	5%	5%	8%	4%	5%	7%	1%	9%	6%	5%	8%	4%	5%	4%	6%	5%	8%	12%	3%	6%	8%	9%	6%	4%	4%

Generally speaking, would you say the Democratic Party is headed in the right direction or off on the wrong track?

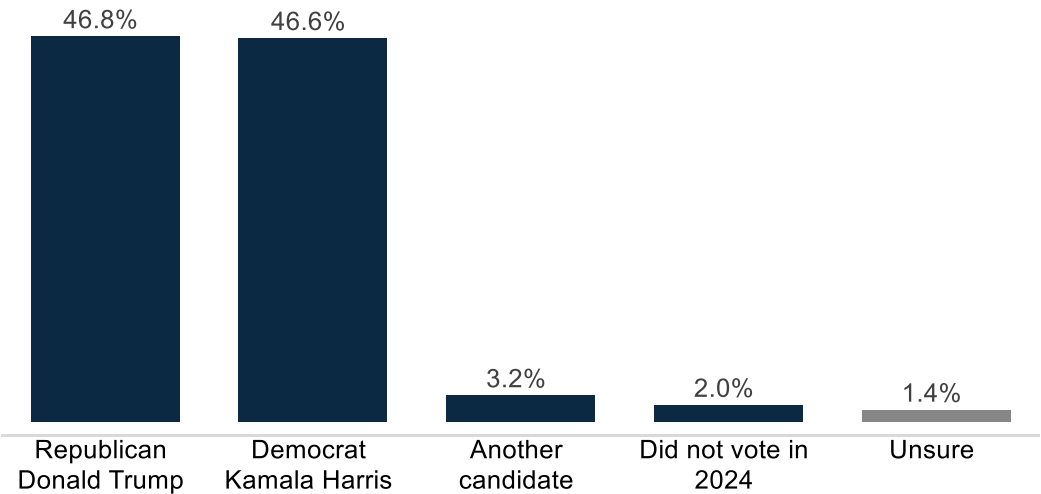
Birthplace and Citizenship Status



	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	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, born in the United States	92%	91%	93%	94%	91%	90%	94%	94%	90%	95%	92%	89%	91%	90%	95%	91%	91%	96%	96%	90%	78%	95%	93%	90%	93%	92%	88%	91%	94%	91%	87%	90%	94%	94%
No, but I am a U.S. citizen	7%	8%	7%	6%	9%	10%	5%	6%	9%	5%	7%	11%	8%	9%	5%	9%	8%	4%	4%	9%	21%	5%	7%	9%	7%	7%	12%	9%	6%	7%	12%	10%	6%	6%
No, and I am not a U.S. citizen	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%

Were you born in the United States?

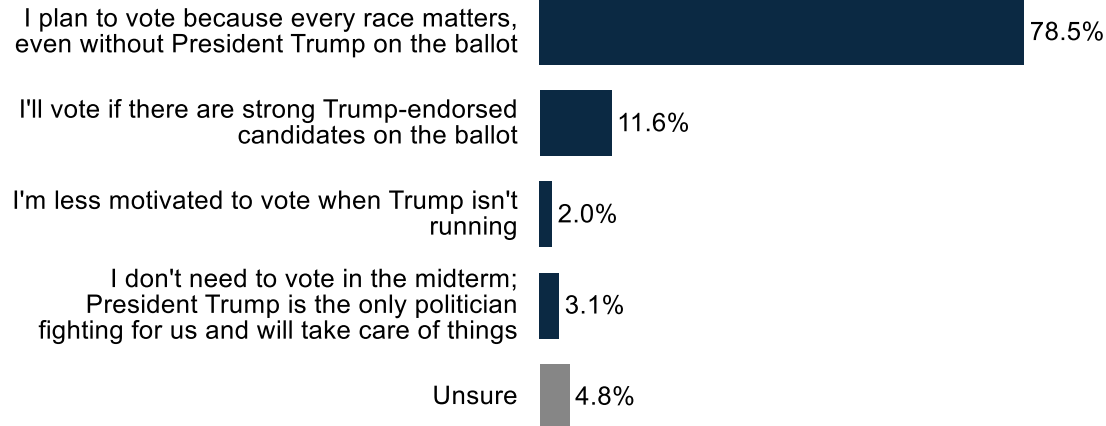
2024 Retro Ballot



	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	Married M	Single M	Married F	Single F	Swing Voters	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	47%	37%	47%	50%	55%	47%	57%	45%	38%	60%	46%	33%	94%	38%	3%	87%	32%	8%	53%	19%	40%	48%	56%	46%	49%	35%	50%	37%	51%	51%	45%	47%
Democrat Kamala Harris	47%	55%	49%	42%	39%	47%	34%	48%	57%	34%	49%	58%	3%	46%	94%	10%	57%	88%	42%	69%	53%	45%	37%	46%	45%	58%	34%	40%	40%	44%	48%	49%
Another candidate	3%	3%	2%	5%	3%	3%	5%	2%	3%	4%	2%	4%	1%	11%	1%	2%	6%	2%	3%	3%	5%	3%	4%	4%	3%	2%	8%	4%	3%	4%	4%	3%
Did not vote in 2024	2%	3%	2%	3%	0%	1%	2%	4%	1%	2%	2%	3%	1%	3%	2%	1%	3%	2%	1%	6%	1%	2%	1%	3%	2%	3%	4%	16%	5%	1%	1%	0%
Unsure	1%	1%	1%	1%	2%	2%	2%	1%	1%	0%	2%	2%	0%	3%	0%	1%	3%	0%	1%	4%	0%	2%	2%	1%	1%	1%	4%	2%	1%	1%	2%	2%

Thinking back, who did you vote for in the 2024 election for President?

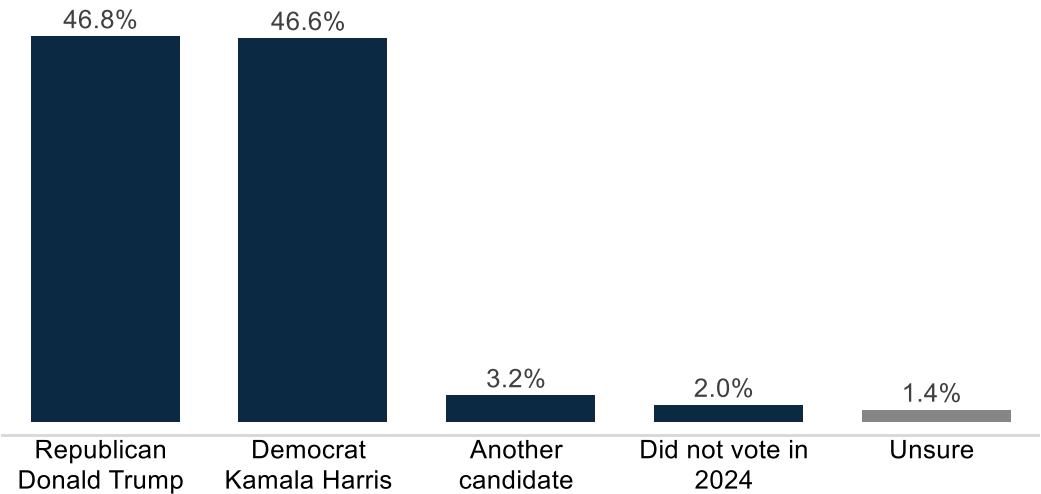
2026 GOP Engagement *Among Trump 2024 Voters*



	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	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
I plan to vote because every race matters, even without President Trump on the ballot	79%	76%	81%	71%	84%	86%	73%	76%	83%	80%	80%	71%	78%	83%	44%	81%	75%	71%	80%	64%	81%	79%	83%	69%	82%	74%	75%	79%	92%	54%	70%	76%	86%
I'll vote if there are strong Trump-endorsed candidates on the ballot	12%	13%	12%	12%	11%	9%	12%	13%	10%	11%	12%	13%	5%	13%	13%	4%	17%	12%	8%	7%	12%	12%	9%	12%	13%	9%	12%	3%	18%	16%	11%	10%	
I'm less motivated to vote when Trump isn't running	2%	1%	2%	5%	0%	1%	3%	2%	1%	2%	1%	5%	1%	1%	35%	1%	3%	12%	1%	19%	7%	1%	0%	6%	0%	3%	3%	2%	5%	11%	0%	2%	0%
I don't need to vote in the midterm; President Trump is the only politician fighting for us and will take care of things	3%	1%	2%	8%	1%	1%	7%	2%	1%	3%	3%	5%	3%	3%	7%	2%	7%	0%	3%	4%	2%	5%	2%	9%	1%	3%	3%	3%	0%	8%	8%	2%	1%
Unsure	5%	8%	3%	4%	4%	3%	5%	6%	4%	4%	5%	7%	4%	8%	0%	3%	11%	0%	4%	4%	4%	3%	3%	6%	4%	7%	10%	5%	0%	9%	6%	9%	3%

Thinking ahead to the November 2026 general election, which of the following statements best reflects your mindset?

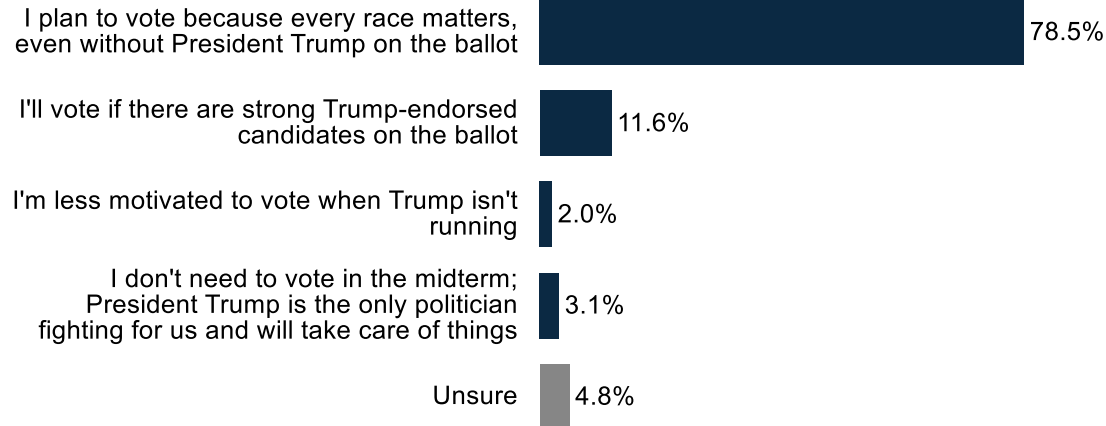
2024 Retro Ballot



	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	Married M	Single M	Married F	Single F	Swing Voters	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	47%	37%	47%	50%	55%	47%	57%	45%	38%	60%	46%	33%	94%	38%	3%	87%	32%	8%	53%	19%	40%	48%	56%	46%	49%	35%	50%	37%	51%	51%	45%	47%
Democrat Kamala Harris	47%	55%	49%	42%	39%	47%	34%	48%	57%	34%	49%	58%	3%	46%	94%	10%	57%	88%	42%	69%	53%	45%	37%	46%	45%	58%	34%	40%	40%	44%	48%	49%
Another candidate	3%	3%	2%	5%	3%	3%	5%	2%	3%	4%	2%	4%	1%	11%	1%	2%	6%	2%	3%	3%	5%	3%	4%	4%	3%	2%	8%	4%	3%	4%	4%	3%
Did not vote in 2024	2%	3%	2%	3%	0%	1%	2%	4%	1%	2%	2%	3%	1%	3%	2%	1%	3%	2%	1%	6%	1%	2%	1%	3%	2%	3%	4%	16%	5%	1%	1%	0%
Unsure	1%	1%	1%	1%	2%	2%	2%	1%	1%	0%	2%	2%	0%	3%	0%	1%	3%	0%	1%	4%	0%	2%	2%	1%	1%	1%	4%	2%	1%	1%	2%	2%

Thinking back, who did you vote for in the 2024 election for President?

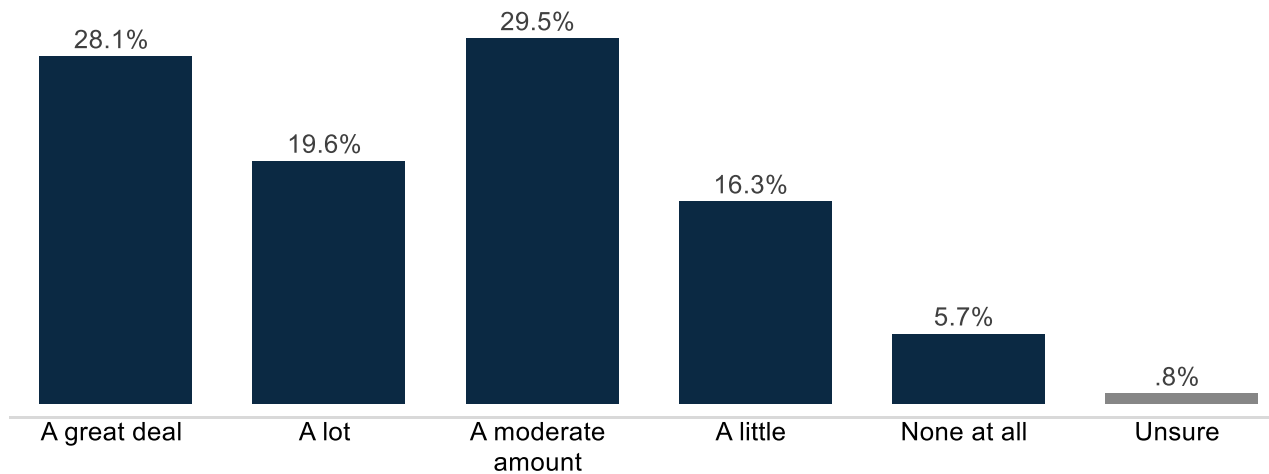
2026 GOP Engagement *Among Trump 2024 Voters*



	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	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
I plan to vote because every race matters, even without President Trump on the ballot	79%	76%	81%	71%	84%	86%	73%	76%	83%	80%	80%	71%	78%	83%	44%	81%	75%	71%	80%	64%	81%	79%	83%	69%	82%	74%	75%	79%	92%	54%	70%	76%	86%
I'll vote if there are strong Trump-endorsed candidates on the ballot	12%	13%	12%	12%	11%	9%	12%	13%	10%	11%	12%	13%	5%	13%	13%	4%	17%	12%	8%	7%	12%	12%	9%	12%	13%	9%	12%	3%	18%	16%	11%	10%	
I'm less motivated to vote when Trump isn't running	2%	1%	2%	5%	0%	1%	3%	2%	1%	2%	1%	5%	1%	1%	35%	1%	3%	12%	1%	19%	7%	1%	0%	6%	0%	3%	3%	2%	5%	11%	0%	2%	0%
I don't need to vote in the midterm; President Trump is the only politician fighting for us and will take care of things	3%	1%	2%	8%	1%	1%	7%	2%	1%	3%	3%	5%	3%	3%	7%	2%	7%	0%	3%	4%	2%	5%	2%	9%	1%	3%	3%	3%	0%	8%	8%	2%	1%
Unsure	5%	8%	3%	4%	4%	3%	5%	6%	4%	4%	5%	7%	4%	8%	0%	3%	11%	0%	4%	4%	4%	3%	3%	6%	4%	7%	10%	5%	0%	9%	6%	9%	3%

Thinking ahead to the November 2026 general election, which of the following statements best reflects your mindset?

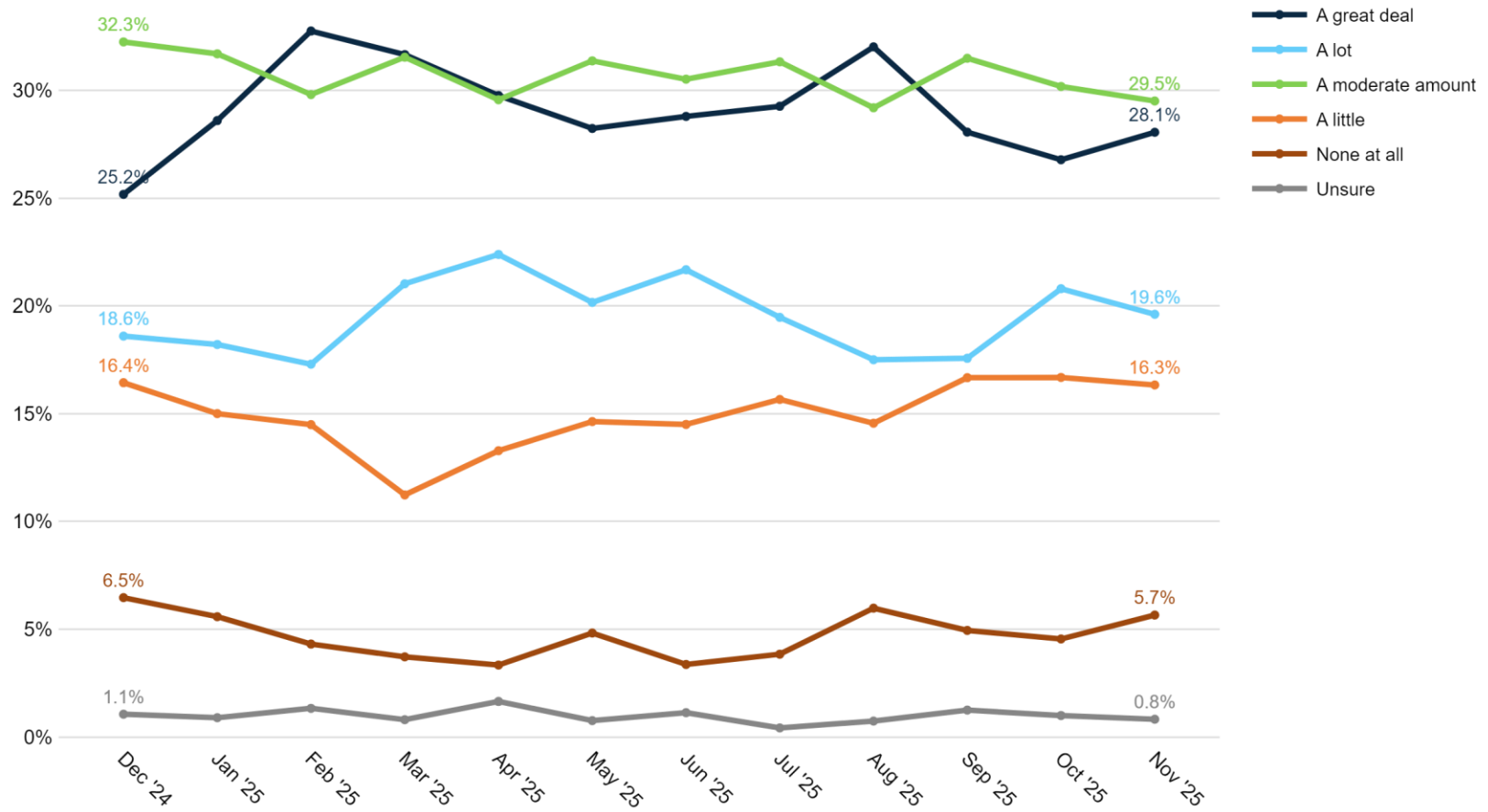
News Attention



	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	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	28%	25%	29%	32%	27%	35%	24%	25%	30%	22%	31%	29%	22%	28%	36%	24%	22%	40%	28%	22%	35%	27%	29%	30%	27%	27%	16%	21%	36%	25%	22%	19%	26%	33%
A lot	20%	19%	18%	19%	23%	23%	20%	17%	19%	18%	22%	17%	19%	23%	19%	20%	18%	21%	21%	18%	16%	18%	24%	16%	19%	18%	19%	20%	22%	18%	18%	15%	22%	
A moderate amount	30%	31%	30%	29%	28%	22%	35%	30%	31%	32%	26%	35%	30%	30%	28%	31%	36%	23%	28%	36%	30%	33%	28%	29%	31%	30%	37%	31%	28%	30%	27%	37%	38%	25%
A little	16%	19%	17%	14%	15%	15%	14%	20%	16%	20%	16%	14%	20%	15%	13%	17%	18%	12%	16%	17%	13%	15%	13%	16%	18%	18%	22%	20%	12%	16%	26%	18%	14%	15%
None at all	6%	5%	6%	5%	7%	5%	8%	6%	4%	8%	5%	4%	9%	4%	3%	7%	5%	3%	6%	3%	5%	5%	6%	7%	4%	6%	7%	8%	3%	5%	7%	8%	8%	4%
Unsure	1%	2%	0%	1%	0%	1%	0%	2%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	4%	1%	1%	0%	1%	0%	2%	1%	0%	1%	2%	1%	0%	0%	1%	

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

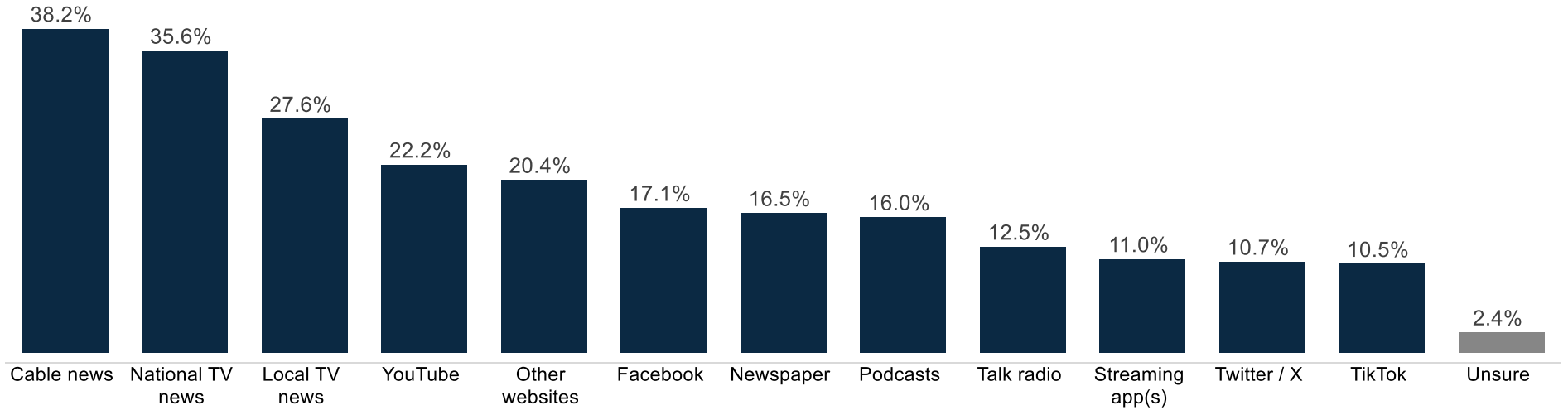
Trend: News Attention



Percent Change: News Attention (Oct '25 to Nov '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	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%	6%	-1%	2%	-1%	0%	-1%	4%	1%	0%	3%	-1%	-1%	4%	3%	-1%	-1%	7%	1%	-1%	9%	2%	-1%	1%	2%	3%	3%	-2%	4%	15%	4%	-7%	1%	3%
A lot	-1%	-1%	-2%	0%	-1%	-2%	0%	-3%	-1%	-1%	1%	-6%	-3%	6%	-3%	-2%	4%	-5%	-2%	-1%	0%	-3%	2%	-5%	-3%	-1%	-2%	-1%	-2%	-12%	-3%	3%	-5%	-1%
A moderate amount	-1%	-5%	0%	-1%	3%	-3%	5%	-5%	1%	-2%	-5%	12%	0%	-5%	0%	2%	-4%	-2%	0%	1%	-6%	0%	0%	2%	0%	-4%	-2%	1%	-3%	0%	-7%	5%	6%	-3%
A little	0%	0%	2%	-2%	-2%	3%	-6%	3%	-1%	2%	1%	-7%	2%	-5%	0%	0%	0%	-1%	0%	-1%	-2%	0%	-3%	-2%	1%	2%	-1%	0%	0%	-10%	4%	-2%	-3%	0%
None at all	1%	0%	1%	2%	1%	2%	2%	1%	0%	1%	1%	2%	2%	1%	0%	0%	1%	1%	1%	1%	0%	2%	1%	3%	0%	1%	2%	1%	1%	5%	4%	2%	1%	0%
Unsure	0%	0%	0%	-1%	0%	0%	-1%	0%	0%	-1%	0%	-1%	0%	-1%	0%	0%	0%	0%	1%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	2%	-1%	-1%	-1%	0%	

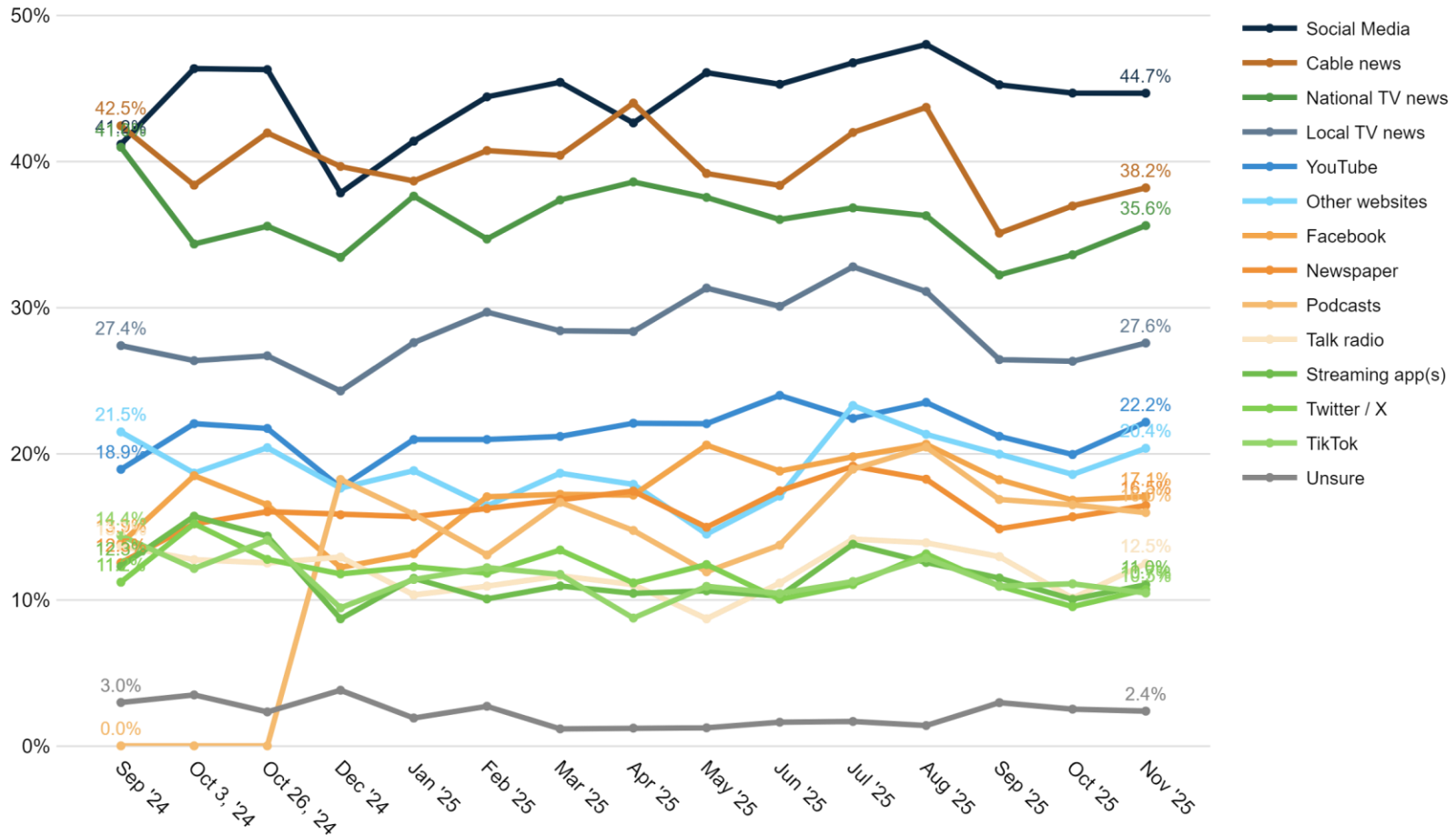
News Source



	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	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%	60%	27%	61%	33%	42%	51%	47%	38%	46%	40%	54%	43%	48%	44%	43%	42%	50%	41%	57%	52%	54%	42%	56%	40%	45%	49%	46%	43%	61%	57%	52%	48%	37%
Cable news	38%	29%	49%	24%	50%	39%	36%	37%	40%	40%	40%	32%	47%	33%	33%	46%	36%	31%	40%	31%	37%	29%	40%	33%	41%	38%	31%	44%	35%	29%	27%	35%	36%	43%
National TV news	36%	36%	43%	28%	35%	34%	28%	38%	41%	31%	38%	37%	22%	40%	48%	22%	49%	42%	34%	45%	39%	36%	32%	30%	37%	43%	32%	21%	50%	36%	26%	34%	37%	38%
Local TV news	28%	22%	36%	20%	31%	26%	25%	32%	26%	28%	28%	25%	23%	27%	33%	22%	36%	27%	28%	25%	30%	25%	29%	21%	28%	31%	27%	22%	33%	15%	21%	23%	31%	31%
YouTube	22%	26%	12%	36%	17%	23%	30%	21%	16%	20%	21%	28%	21%	27%	20%	22%	21%	24%	19%	36%	24%	26%	21%	35%	16%	21%	25%	23%	21%	30%	34%	24%	22%	18%
Other websites	20%	17%	18%	28%	19%	26%	21%	14%	23%	18%	22%	20%	18%	25%	20%	18%	16%	27%	21%	8%	25%	21%	21%	26%	21%	14%	20%	19%	21%	30%	20%	19%	19%	21%
Facebook	17%	29%	13%	17%	10%	10%	16%	25%	15%	23%	14%	16%	17%	12%	20%	15%	19%	17%	17%	21%	17%	23%	12%	16%	22%	19%	22%	16%	17%	19%	27%	20%	18%	13%
Newspaper	16%	15%	18%	14%	19%	24%	9%	12%	22%	13%	18%	18%	9%	17%	25%	10%	18%	24%	18%	13%	7%	15%	19%	13%	17%	16%	19%	9%	24%	10%	13%	11%	15%	20%
Podcasts	16%	15%	12%	28%	11%	21%	17%	9%	18%	16%	16%	16%	16%	19%	14%	19%	9%	19%	17%	12%	16%	22%	21%	15%	16%	11%	16%	17%	15%	20%	17%	15%	17%	15%
Talk radio	12%	9%	11%	13%	17%	12%	19%	8%	13%	14%	13%	8%	18%	13%	7%	19%	9%	8%	14%	7%	9%	12%	18%	12%	12%	7%	12%	19%	7%	4%	11%	10%	8%	16%
Streaming app(s)	11%	15%	10%	11%	8%	7%	12%	12%	13%	13%	11%	9%	12%	12%	9%	13%	9%	11%	11%	13%	11%	14%	9%	10%	14%	11%	12%	13%	9%	12%	10%	11%	12%	11%
Twitter / X	11%	11%	3%	22%	9%	17%	13%	6%	8%	9%	10%	15%	13%	13%	7%	14%	10%	8%	10%	8%	15%	14%	15%	15%	7%	7%	11%	15%	6%	13%	8%	13%	11%	10%
TikTok	10%	26%	3%	10%	3%	3%	9%	17%	10%	9%	9%	14%	7%	11%	14%	7%	9%	16%	8%	20%	15%	14%	5%	9%	11%	17%	13%	7%	13%	21%	19%	20%	7%	5%
Unsure	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	1%	2%	5%	1%	1%	3%	2%	1%	3%	3%	2%	2%	2%	0%	3%	3%	3%	3%

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

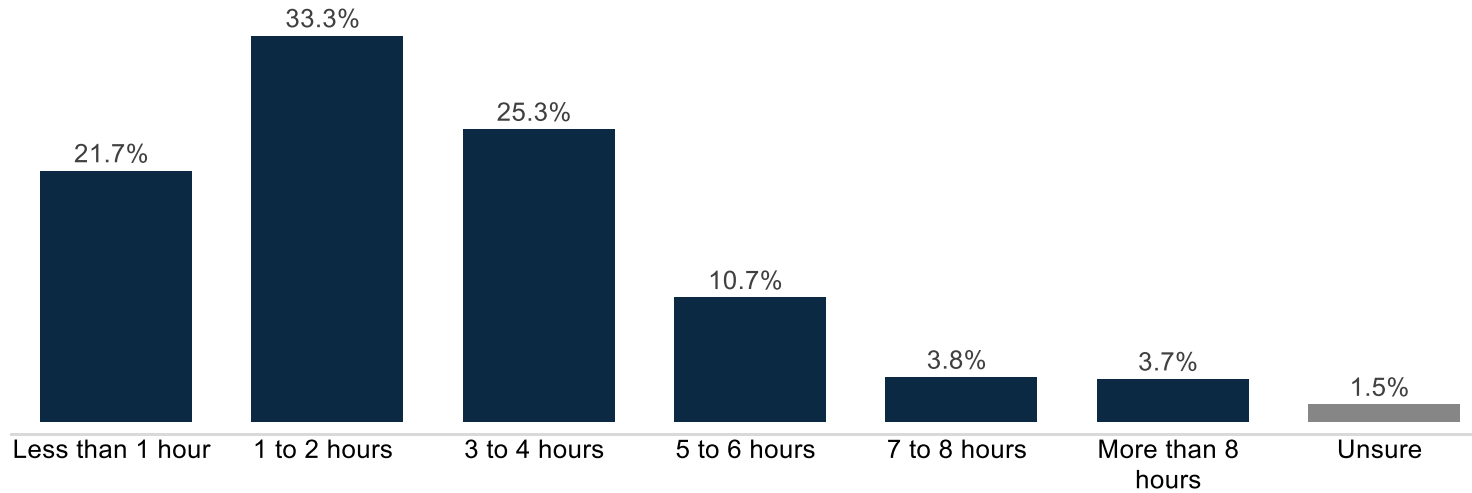
Trend: News Source



Percent Change: News Source (Oct '25 to Nov '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	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	0%	1%	-2%	-4%	4%	-1%	2%	1%	-2%	1%	-4%	8%	-3%	3%	1%	-3%	0%	5%	-1%	2%	-4%	-2%	0%	1%	2%	-4%	-1%	-1%	2%	-4%	-9%	3%	-1%	0%
Cable news	1%	4%	3%	-8%	5%	0%	-3%	1%	5%	5%	0%	-1%	0%	4%	2%	-1%	3%	2%	1%	-5%	8%	-2%	-1%	-3%	-1%	9%	2%	0%	3%	-13%	2%	-3%	5%	2%
National TV news	2%	4%	1%	0%	3%	3%	-1%	2%	3%	1%	4%	-2%	-3%	8%	2%	-2%	7%	1%	1%	-1%	7%	5%	2%	-1%	0%	6%	0%	-1%	5%	-11%	-1%	0%	8%	2%
Local TV news	1%	-5%	6%	4%	0%	3%	1%	1%	1%	-2%	3%	0%	-2%	-1%	6%	-2%	3%	4%	0%	0%	12%	4%	5%	-3%	-1%	2%	-1%	-1%	4%	-7%	-1%	1%	5%	2%
YouTube	2%	4%	0%	0%	4%	3%	2%	1%	3%	2%	1%	4%	2%	4%	0%	3%	0%	4%	2%	4%	-1%	3%	3%	2%	1%	2%	1%	4%	2%	-10%	3%	-3%	-3%	4%
Other websites	2%	-4%	3%	9%	0%	1%	6%	1%	-1%	2%	2%	2%	3%	2%	0%	2%	0%	3%	0%	0%	14%	4%	2%	6%	4%	-4%	1%	3%	0%	19%	7%	1%	-1%	1%
Facebook	0%	4%	-2%	1%	-2%	-1%	0%	2%	0%	4%	-2%	2%	-4%	0%	5%	-4%	2%	4%	-1%	3%	4%	2%	-1%	0%	4%	-3%	3%	-4%	3%	-10%	0%	0%	4%	-1%
Newspaper	1%	1%	4%	-4%	3%	-2%	-1%	3%	3%	3%	1%	-3%	-2%	0%	4%	-1%	3%	0%	1%	7%	-6%	1%	-2%	0%	2%	2%	3%	-1%	3%	3%	3%	-6%	2%	2%
Podcasts	-1%	-6%	-1%	4%	1%	1%	3%	-5%	-1%	1%	0%	-3%	1%	-2%	-2%	3%	-4%	-2%	1%	1%	-10%	1%	5%	-2%	1%	-7%	-2%	0%	-1%	10%	1%	0%	1%	-2%
Talk radio	2%	-1%	2%	3%	6%	2%	6%	0%	2%	1%	4%	0%	3%	3%	2%	5%	1%	1%	4%	0%	-2%	1%	5%	3%	2%	-1%	2%	5%	1%	4%	2%	1%	-3%	5%
Streaming app(s)	1%	4%	-1%	0%	0%	-3%	3%	1%	3%	2%	1%	0%	1%	2%	0%	2%	-1%	2%	2%	1%	0%	2%	-3%	5%	4%	0%	1%	1%	1%	8%	-2%	-1%	2%	2%
Twitter / X	1%	1%	0%	1%	3%	1%	2%	3%	-1%	1%	0%	4%	1%	2%	1%	2%	3%	-1%	0%	0%	2%	-2%	1%	3%	1%	0%	2%	3%	0%	5%	-8%	5%	1%	1%
TikTok	-1%	3%	0%	-4%	-1%	-3%	-2%	3%	-1%	-2%	-1%	2%	-1%	0%	-1%	-1%	0%	0%	0%	1%	-5%	-1%	-2%	-3%	0%	1%	0%	-1%	-1%	4%	-1%	10%	-7%	-3%
Unsure	0%	-1%	0%	0%	1%	2%	0%	-1%	-1%	-1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	-2%	-2%	1%	-1%	-1%	0%	0%	0%	0%	2%	-3%	-1%	-1%	1%

News Consumption Volume

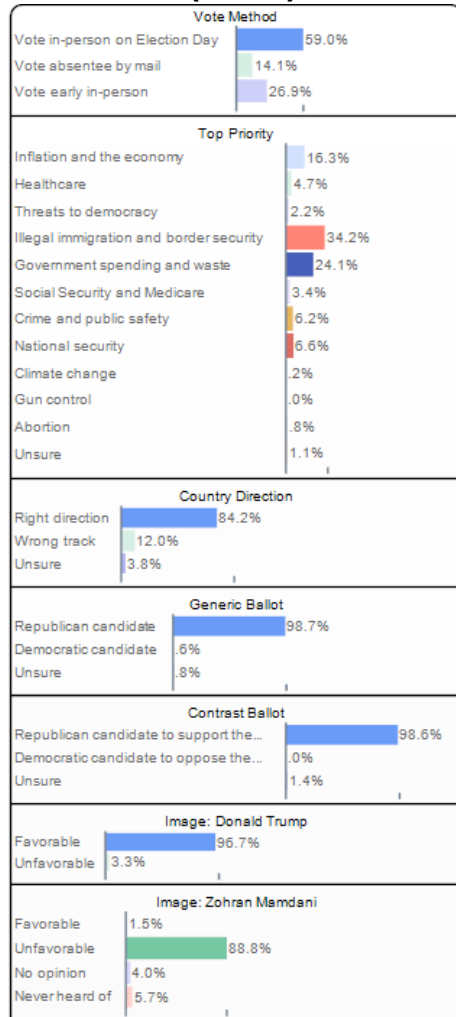


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	Hispanic	Parent	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Less than 1 hour	22%	15%	28%	15%	28%	21%	22%	22%	22%	26%	21%	18%	24%	19%	21%	24%	21%	19%	24%	14%	18%	17%	23%	19%	24%	20%	20%	24%	20%	24%	16%	19%	27%	22%
1 to 2 hours	33%	28%	33%	35%	37%	42%	31%	27%	36%	30%	39%	23%	34%	40%	29%	35%	32%	33%	36%	22%	29%	33%	42%	26%	33%	27%	36%	35%	31%	27%	29%	29%	35%	35%
3 to 4 hours	25%	27%	26%	28%	21%	22%	26%	25%	27%	25%	25%	27%	25%	26%	26%	26%	25%	25%	26%	25%	31%	22%	27%	26%	27%	22%	24%	26%	23%	23%	25%	25%	26%	
5 to 6 hours	11%	14%	7%	12%	10%	10%	12%	13%	8%	11%	9%	16%	10%	10%	12%	9%	12%	13%	9%	19%	16%	10%	8%	16%	9%	12%	12%	10%	12%	14%	20%	14%	6%	9%
7 to 8 hours	4%	6%	2%	6%	2%	3%	5%	4%	3%	4%	3%	6%	3%	2%	5%	3%	4%	5%	3%	7%	6%	5%	3%	5%	3%	5%	4%	4%	4%	0%	7%	5%	2%	3%
More than 8 hours	4%	9%	2%	2%	1%	1%	2%	9%	2%	3%	2%	8%	2%	3%	6%	3%	4%	5%	3%	9%	6%	3%	0%	4%	4%	8%	4%	2%	5%	7%	5%	5%	2%	3%
Unsure	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	0%	1%	1%	3%	1%	2%	2%	1%	1%	5%	1%	2%	2%	1%

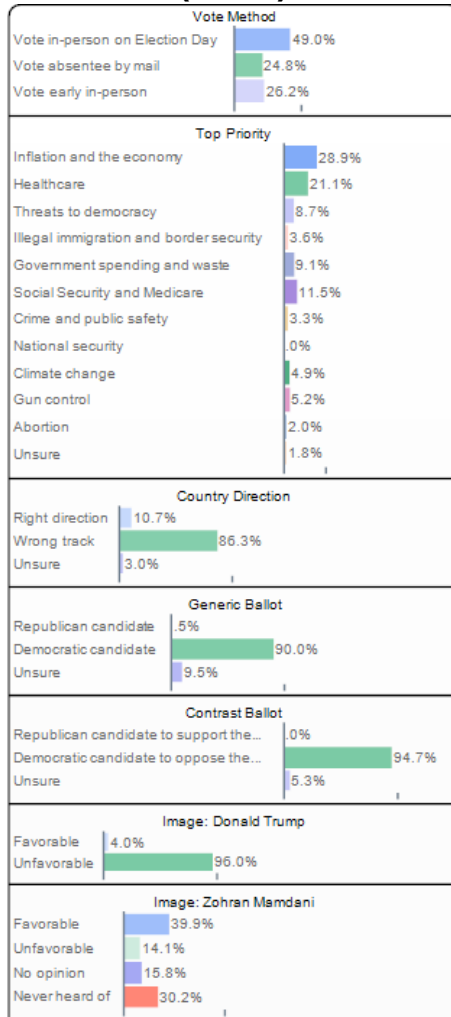
On a typical day, how much time do you spend watching videos on the internet or on TV (e.g. TV broadcasts, streaming apps, social media videos, YouTube)?

Segmentation Analysis:

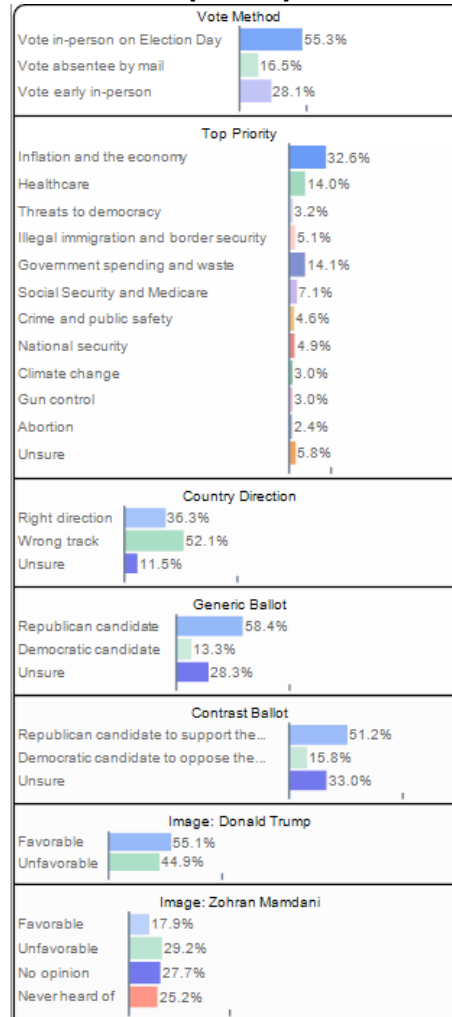
Old GOP (34%)



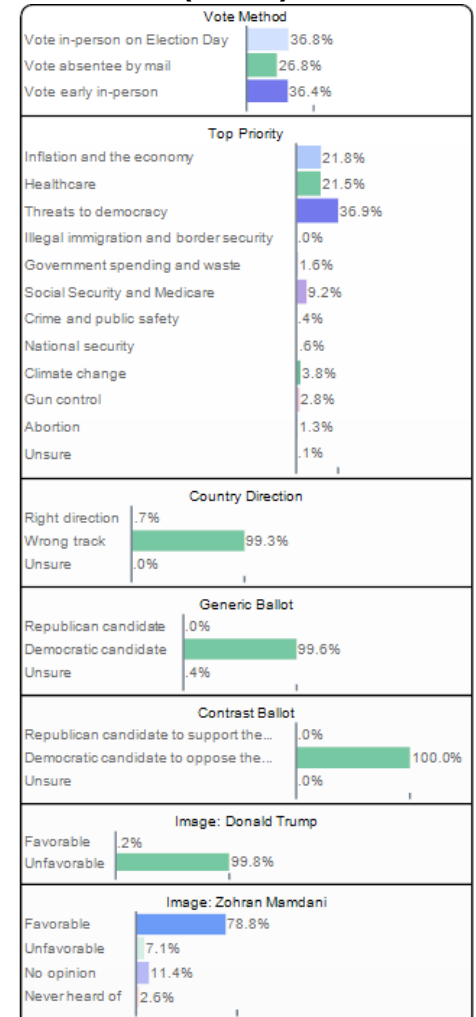
Lean Democrat (19%)



Young GOP (16%)

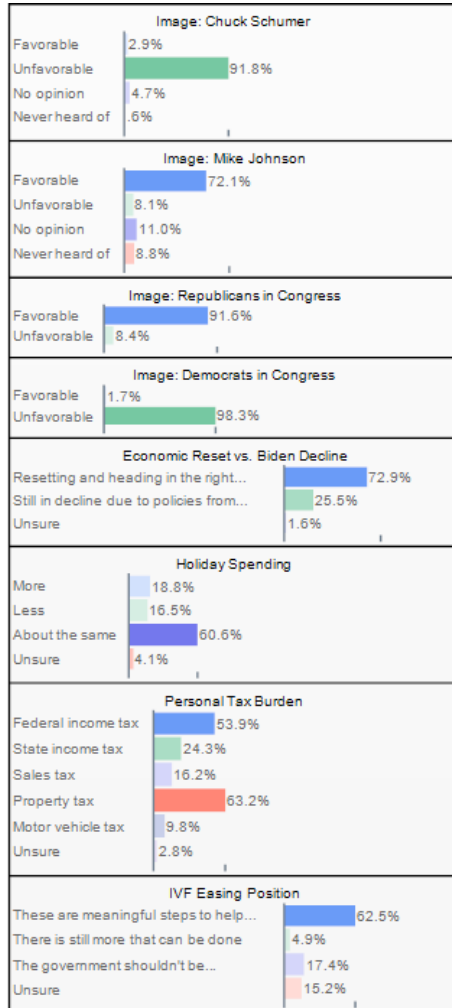


Democratic Base (31%)

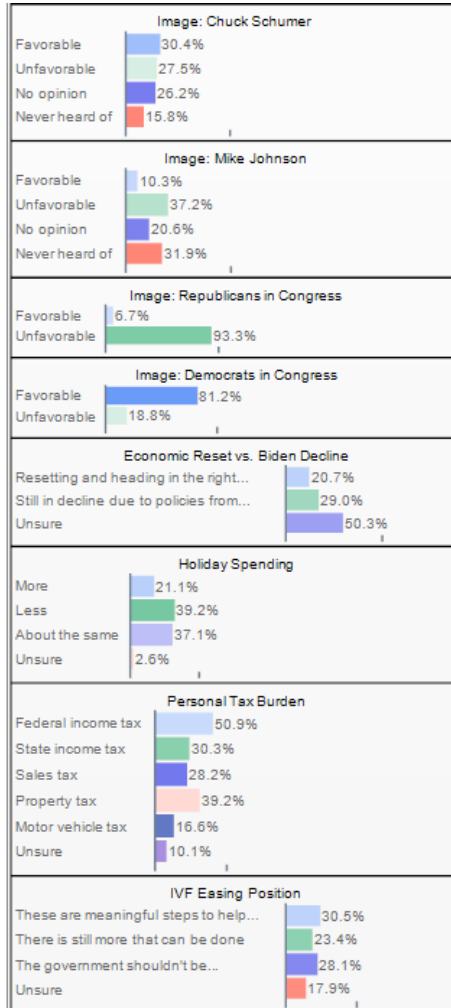


Segmentation Analysis:

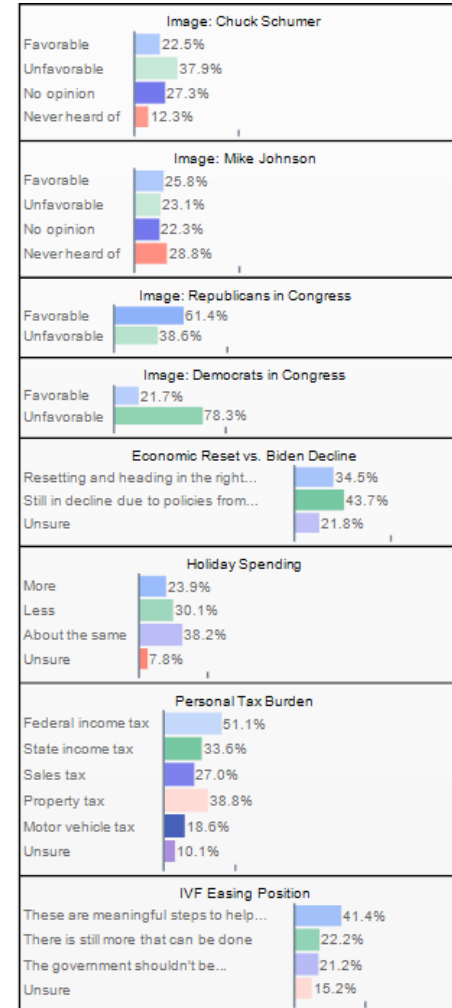
Old GOP (34%)



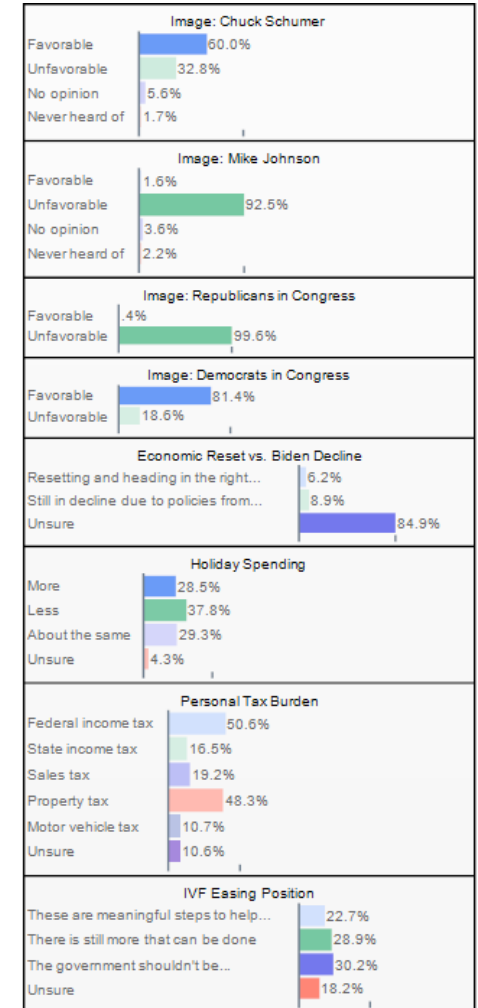
Lean Democrat (19%)



Young GOP (16%)

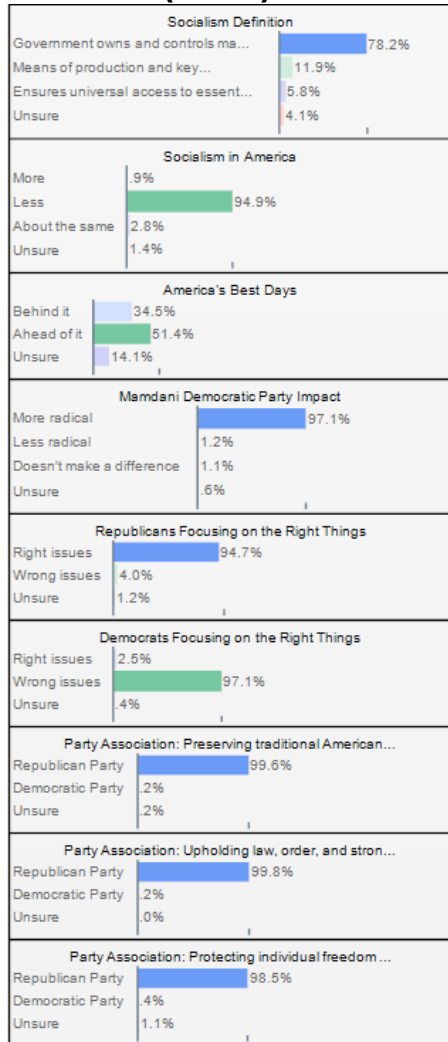


Democratic Base (31%)

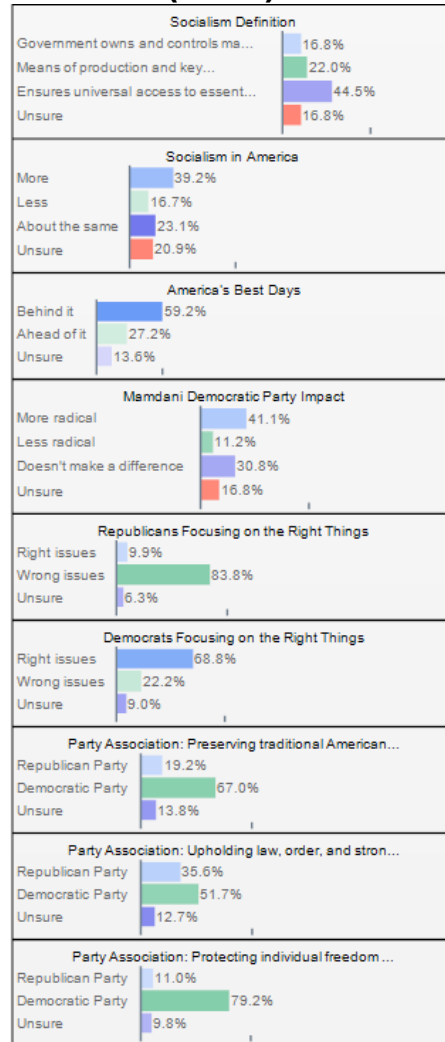


Segmentation Analysis:

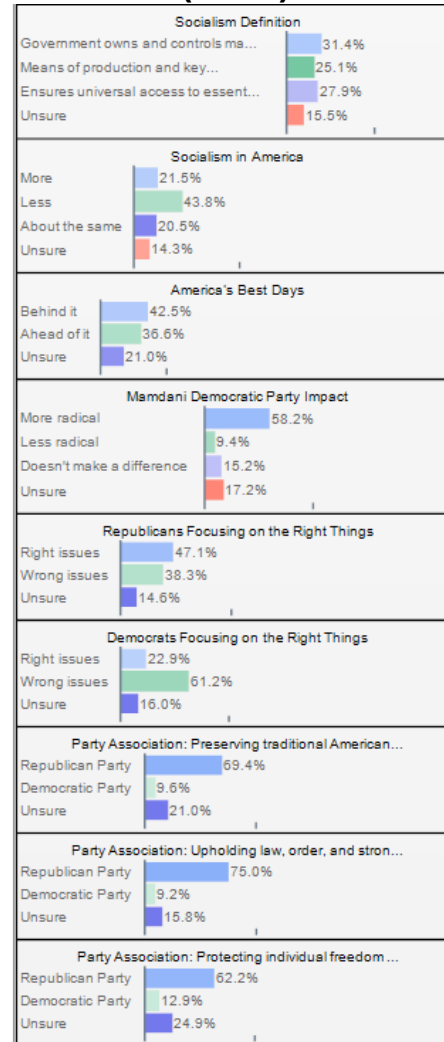
Old GOP (34%)



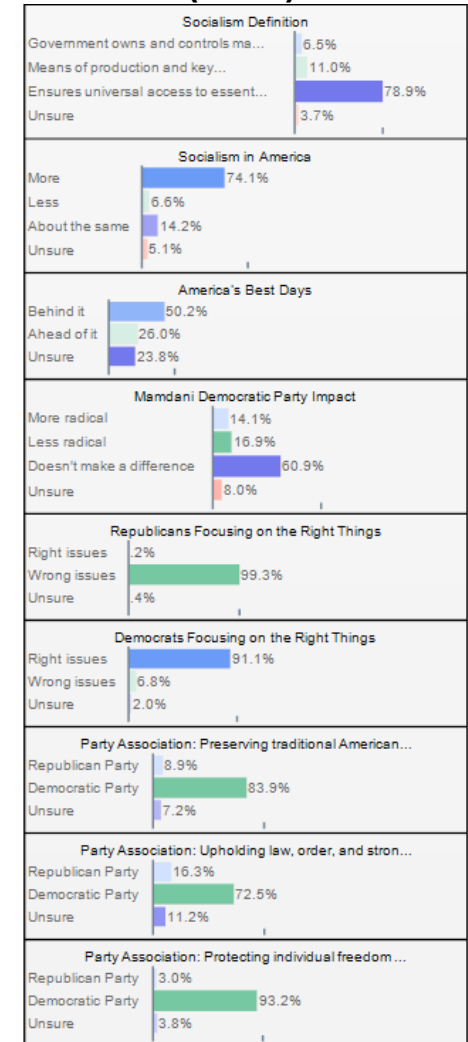
Lean Democrat (19%)



Young GOP (16%)

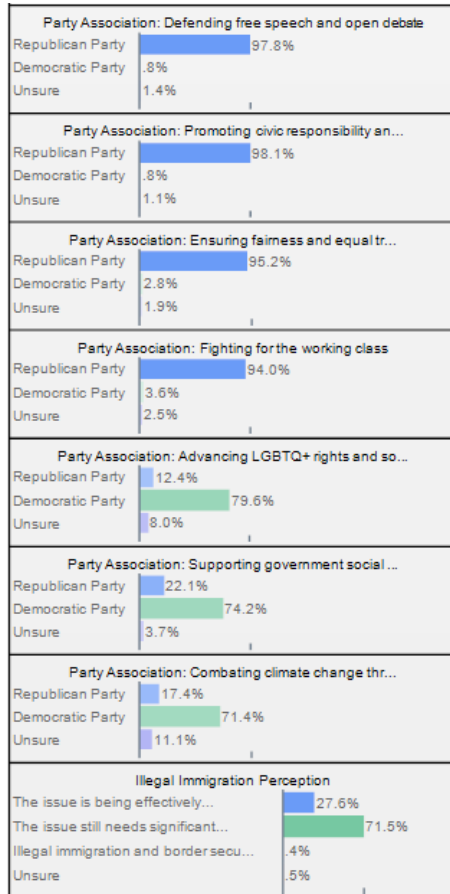


Democratic Base (31%)

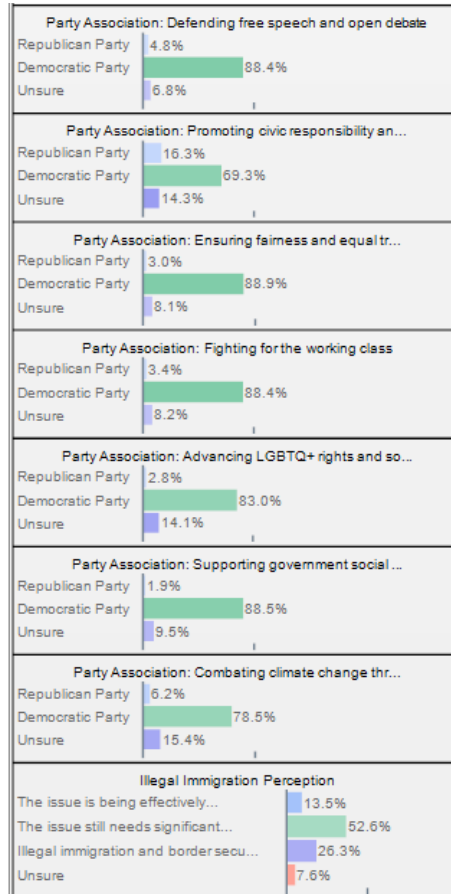


Segmentation Analysis:

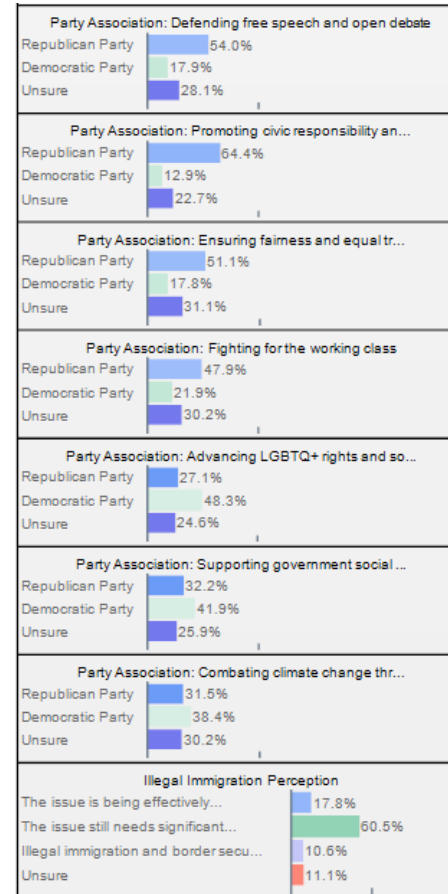
Old GOP (34%)



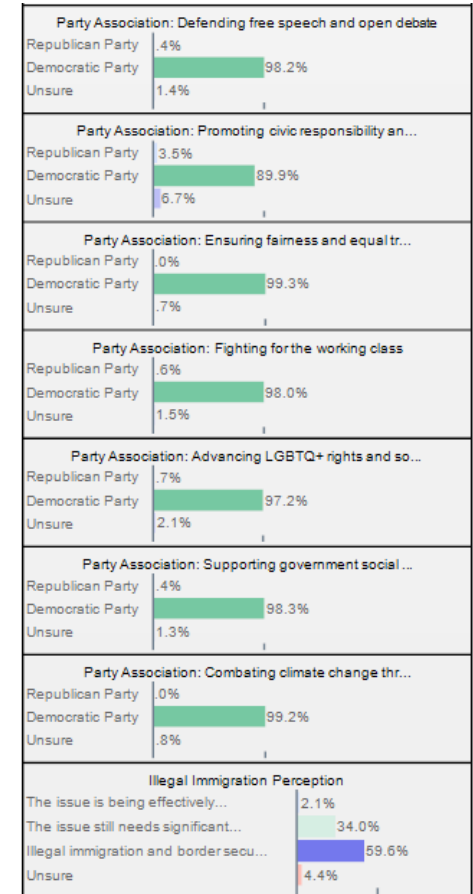
Lean Democrat (19%)



Young GOP (16%)



Democratic Base (31%)



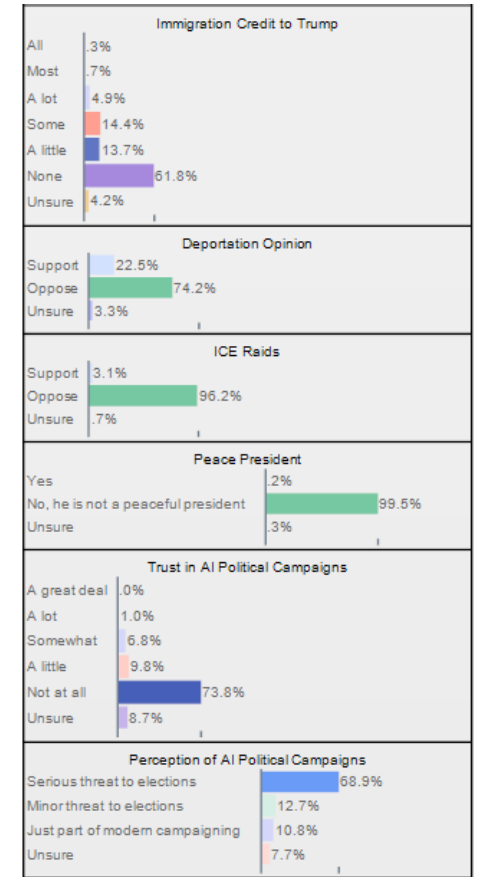
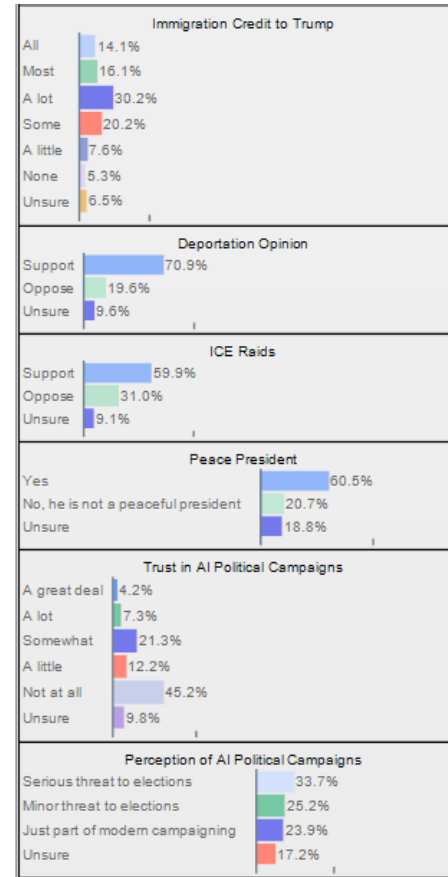
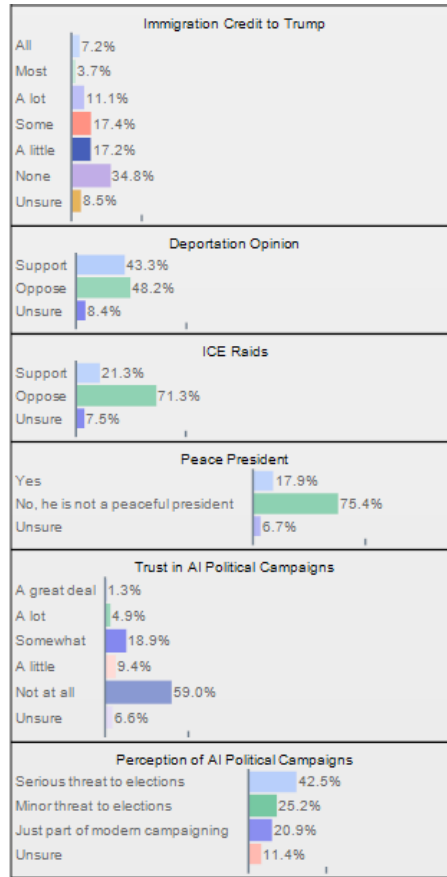
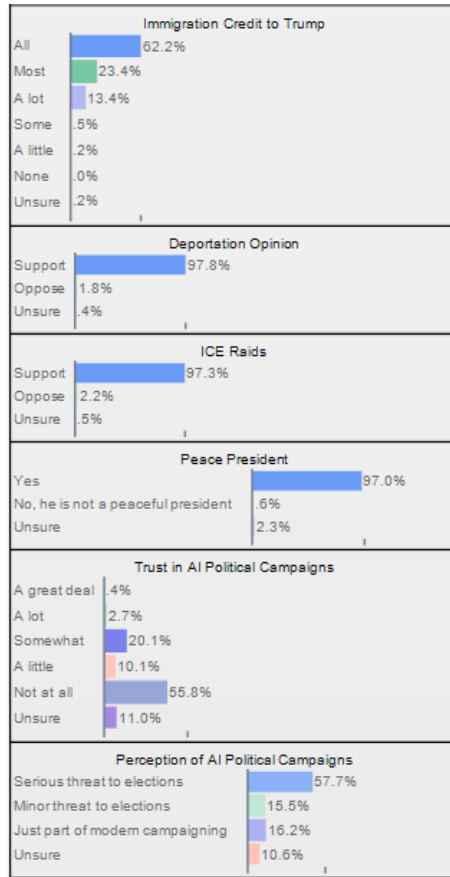
Segmentation Analysis:

Old GOP (34%)

Lean Democrat (19%)

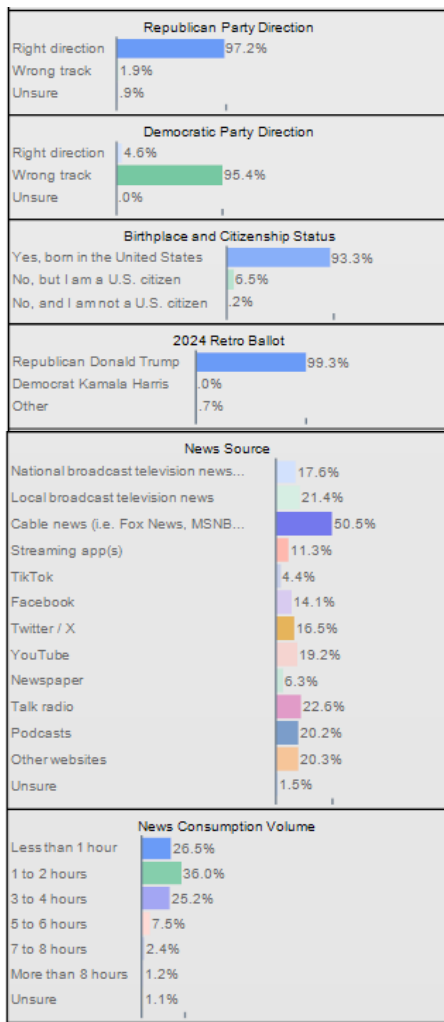
Young GOP (16%)

Democratic Base (31%)

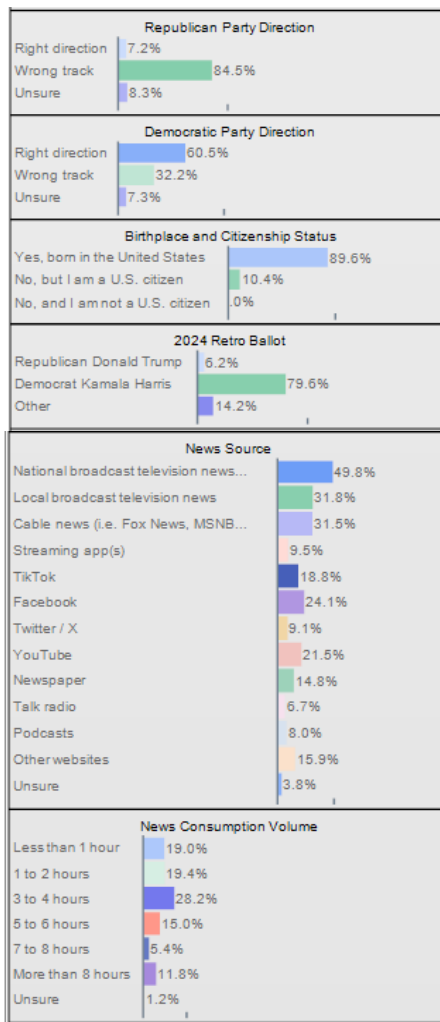


Segmentation Analysis:

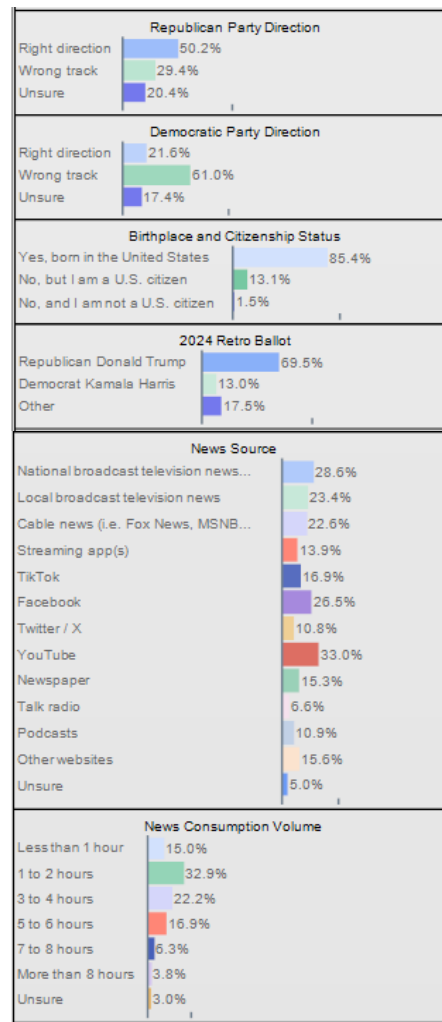
Old GOP (34%)



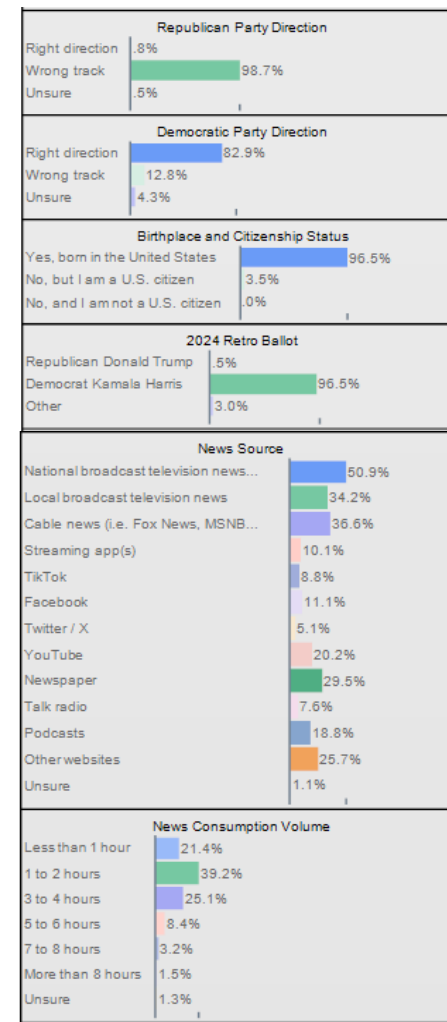
Lean Democrat (19%)



Young GOP (16%)

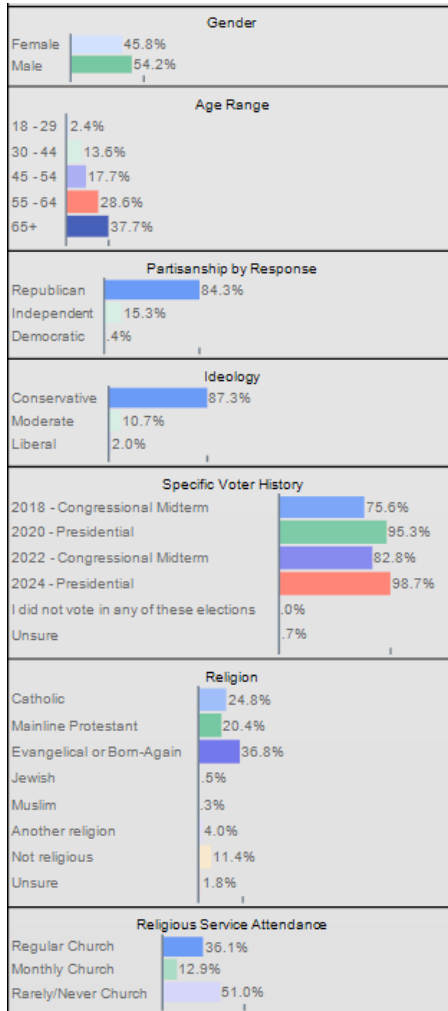


Democratic Base (31%)

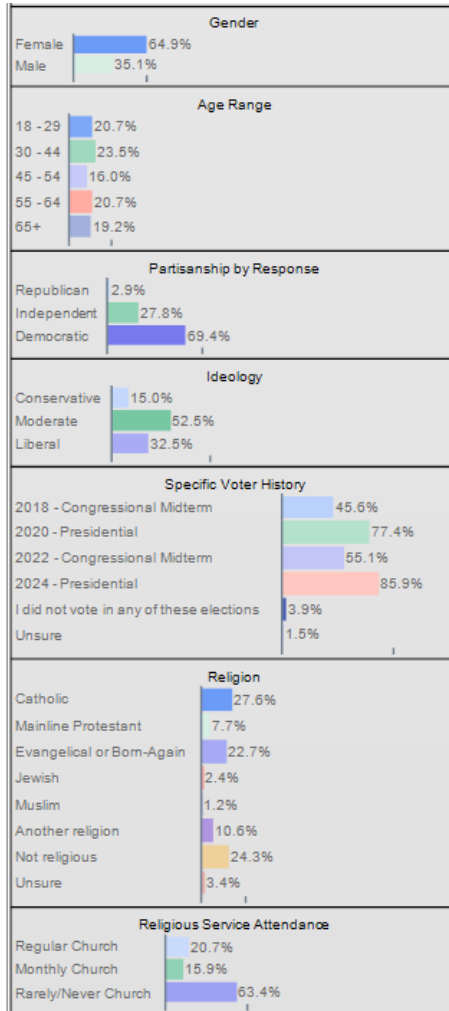


Segmentation Analysis:

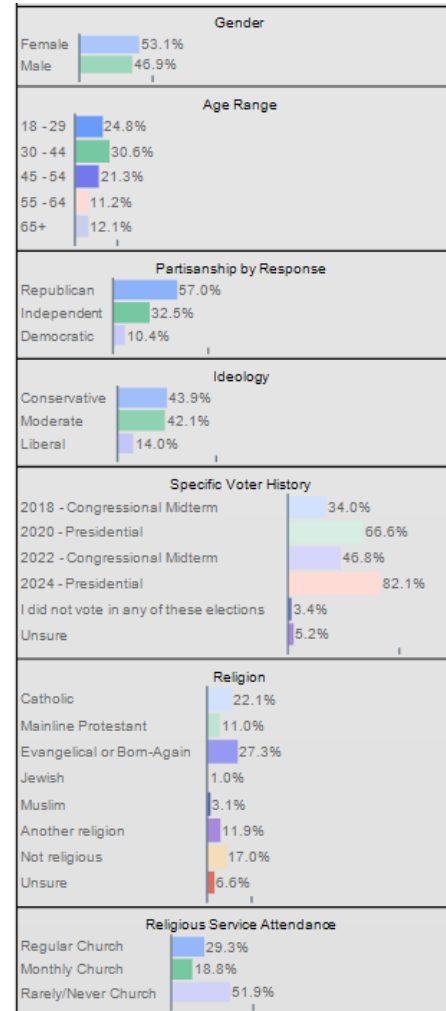
Old GOP (34%)



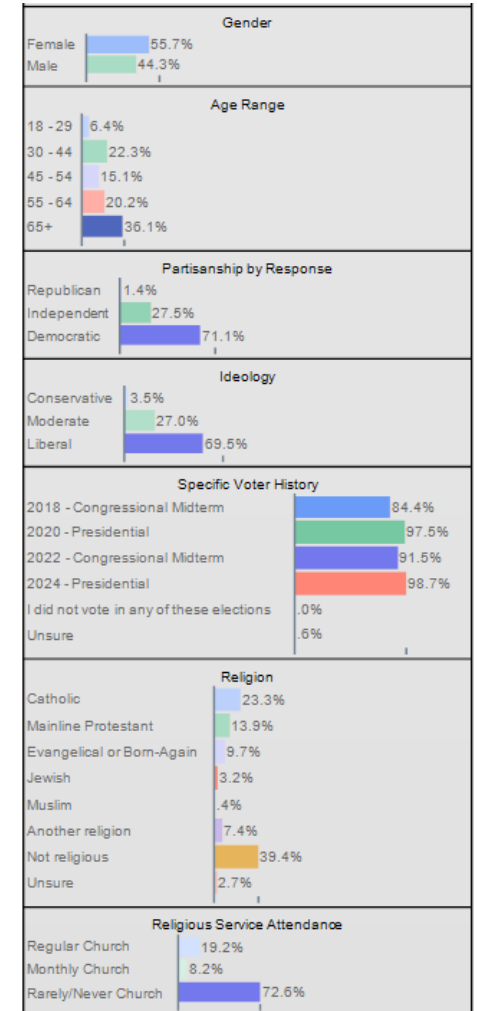
Lean Democrat (19%)



Young GOP (16%)

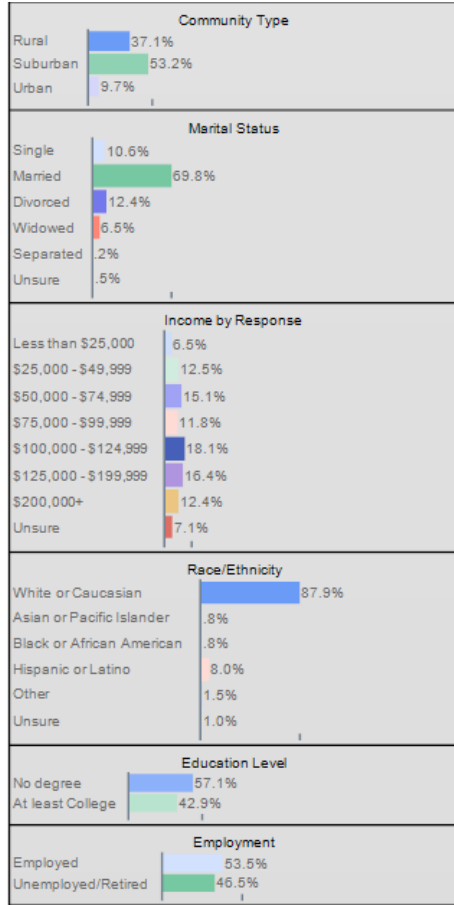


Democratic Base (31%)

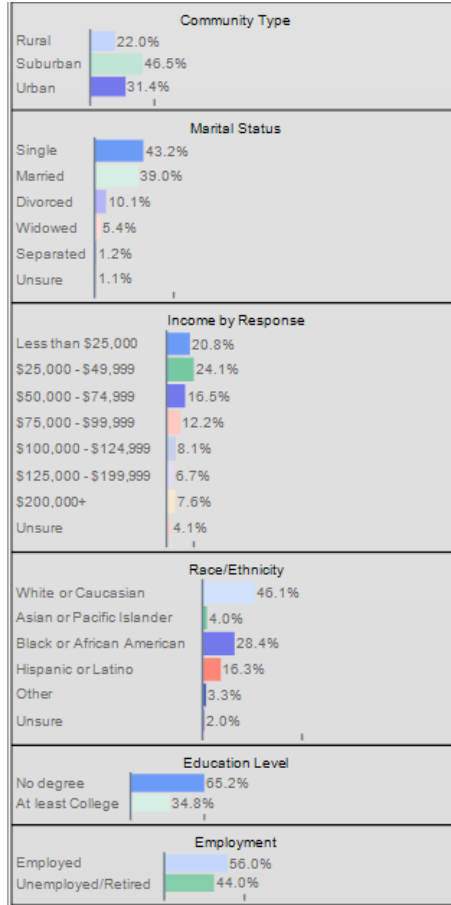


Segmentation Analysis:

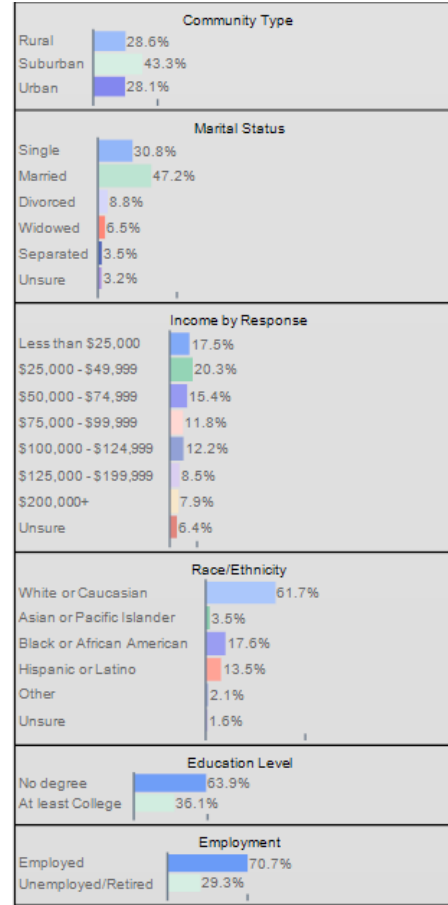
Old GOP (34%)



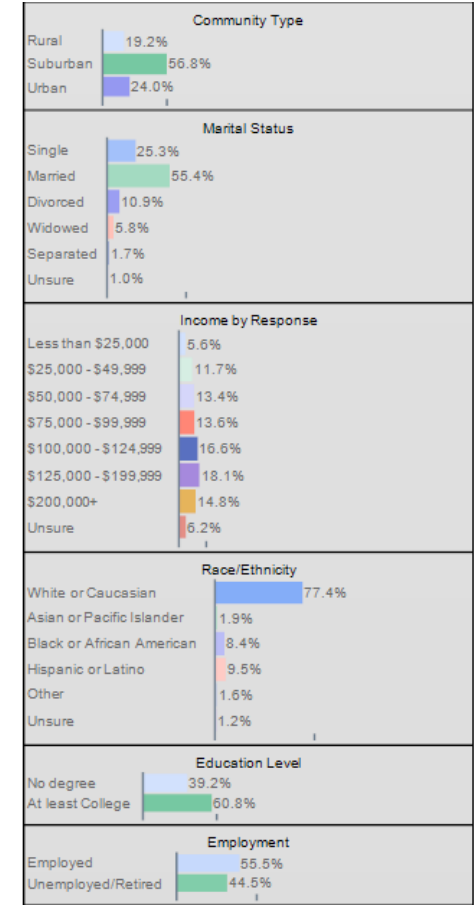
Lean Democrat (19%)



Young GOP (16%)

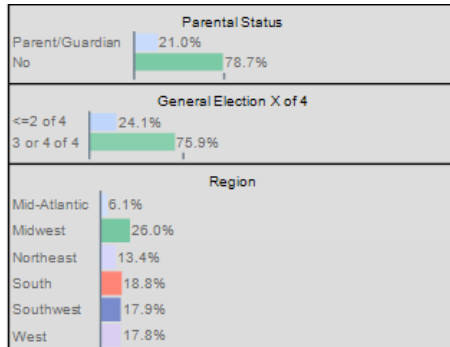


Democratic Base (31%)

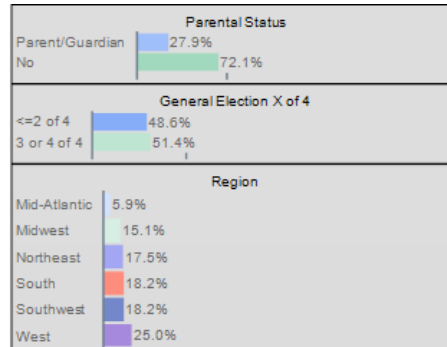


Segmentation Analysis:

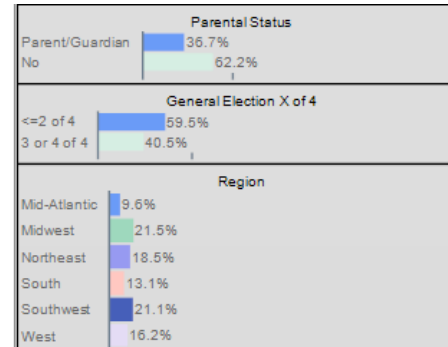
Old GOP (34%)



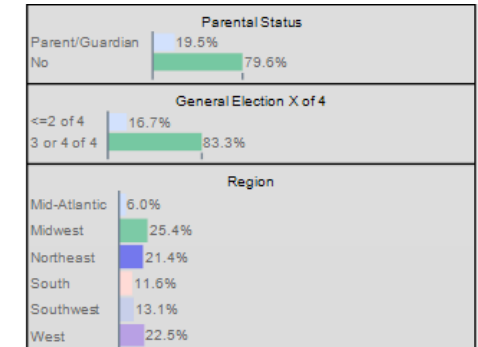
Lean Democrat (19%)



Young GOP (16%)

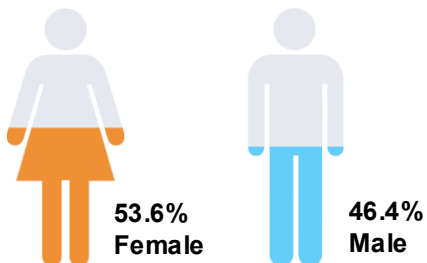


Democratic Base (31%)

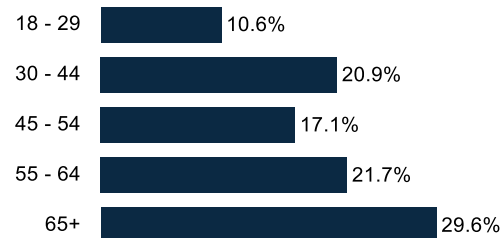


Demographics

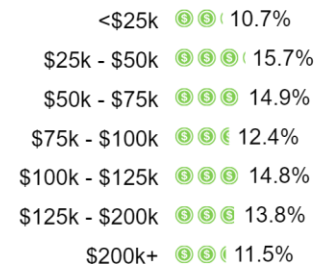
Sex



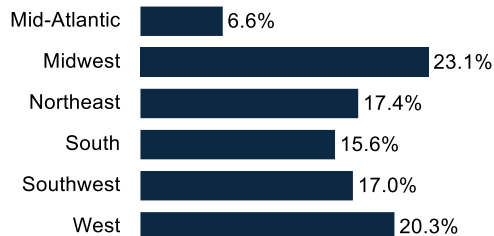
Age Range



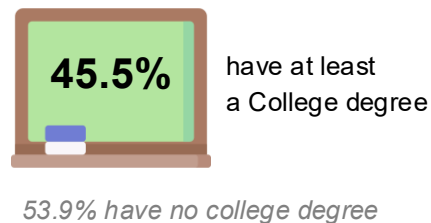
Household Income



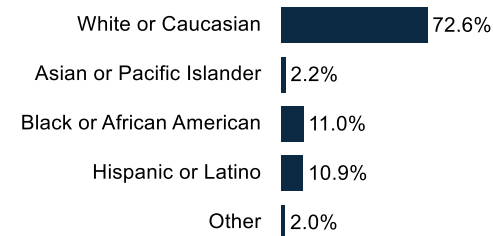
Geo - Region



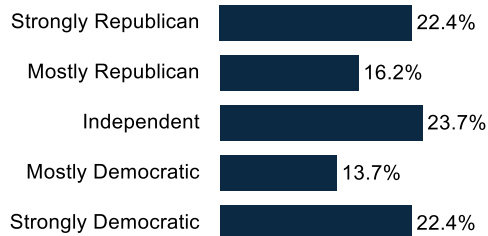
Education



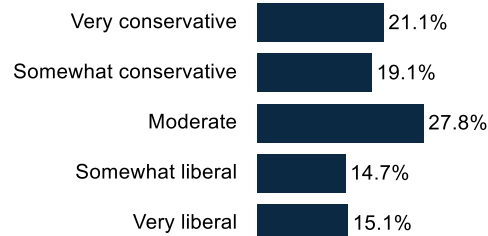
Race/Ethnicity



Partisanship



Ideology



Community Type

