

December 8, 2025



CYGNAL

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

December 5 – 7, 2025 | n=1500 |  $\pm 2.51\%$

## Insights & Analysis

- **Affordability is the organizing story of December** (inflation/economy 25%), up from the October trough (17%).
- This validates the need for Republican focus on cost of living and positions the party to speak to a **widening coalition that's feeling squeezed**.
  - **Key Trump target coalitions are moving sharply toward affordability**: working class +3, Hispanics +7, and younger voters +3.
  - **Aspirational homeowners** (16% of the electorate) – those who are renting but would prefer to own a home – over-index by +4 on affordability as their top priority.
    - These voters skew younger, lower income, more diverse, less college-educated, and less rural than average — essentially the group that put Trump back in the White House.
  - Voters who rely on **YouTube/podcasts** as primary news sources are now twice as likely (16%) to list “threats to democracy” as their top priority versus late 2024 (8%).
    - This audience is **hearing more anti-Trump content**; Republicans and Trump should **get back to being front and center on these channels** to counter a narrative drift.
- **Holiday spending confirms cost pressure**: Nearly half (46%) plan to spend less; only 15% plan to spend more.
  - Spending among Republicans is more steady - they're 17+ points more likely than Independents/Democrats to say they'll spend about the same, while the latter are more pessimistic and planning to spend less.
  - **Men expect to spend more than women**; 39% of women plan \$500+, which is 10% less than the number of men planning to spend the same amount.

## Insights & Analysis

- Working class voters (<\$75k annually) are 2x more likely than higher earners to spend <\$250 on gifts overall.
- **Renters** (42%) and **aspirational homeowners** (39%) are twice as likely as current homeowners (19%) to spend <\$250.
- Macro mood improved: **Right direction moved +5 net** since last month. A modest uptick in national optimism softens the “doom loop” narrative and shows the beginnings of GOP turnaround.
  - Self-identified **Republicans** (+13 net) drive the shift, including core base segments: men 55+ (+12), non-college (+12), rural (+15), and even urban (+13).
  - Aspirational homeowners are +24 net more likely to say the country is on the wrong track. They’re prime for cost relief policy pitches (housing, taxes, utility rates).
- **Trump’s brand edged up +4 net fav** since November; the recovery interrupts a three-month slide.
  - Gains are broad across nearly every major demographic but exclude college educated (-4), suburban (-2), married women (-3), and new voters (-5).
  - **Swing voters view Trump +6 net** better than last month; Democrats moved +5 net — softening anti-Trump intensity.
  - **Non-college voters are the engine powering GOP gains down-ballot**: +10 net fav in a month, flipping back to +5 net fav overall.
- Congressional images split: GOP holds steady (+1 net), while **Democrats in Congress worsen -6 net** vs. November.

## Insights & Analysis

- The shift against Democrats is led by women (-6 net fav), especially women <55 (-8) and non-college women (-9), plus non-college voters (-7) and urban voters (-14).
- **Generic ballot (D+4)** tightens slightly to 44 R - 48 D as the Democratic generic sheds 2 points.
  - Movement is driven by non-college (+10 net) and urban voters (+17 net).
  - **Parents** (25% of electorate) shift **+7 net toward a generic Republican**.
  - Among those who voted in **3 of the last 4 general elections**, a group Democrats have led with by 7+ points since August, the contest is **now within MoE** - and the generic Republican leads 46-45.
- **Top household spending stressors:** 54% **groceries/food**, 42% **housing**. GOP messages should lead with prices at the checkout lane and rent/mortgage.
  - Women <55 (+12) and non-White voters (+11) over index on housing as a top stressor.
  - Two thirds of **renters/aspirational homeowners pick housing over groceries** by 6+ points.
  - **Voters under 45 are +8 more likely to cite leisure/entertainment** as the biggest stressor; older voters are +8 more likely to cite healthcare.
  - Among voters who list inflation/economy as their top priority, 64% groceries and 51% housing dominate - more than double any other spending area.
- Nothing feels cheaper: **voters say every monthly bill is up** vs. a year ago.
  - **Groceries/food 82% more expensive**, housing 68%, utilities 78%, health insurance 71%, healthcare services 69%.



## Insights & Analysis

- For voters prioritizing **healthcare** (up +7 since September), insurance + services rank highest alongside groceries.
- Democrats and Dem-leaning groups (women <55, college-educated women, non-White voters) are most likely to say costs are significantly higher; GOP base tends to say things are about the same.
- Housing is squeezing wallets: **63% say housing exerts moderate to extreme pressure.**
  - “Extreme pressure” over indexes among women <55 (+10), non-college women (+7), working class (+8), non-White voters (+12), and renters/aspirational homeowners (+18).
  - Those who flag **housing as a top stressor** are +13 more likely than topline to say the pressure is extreme.
- Property tax reform opportunity: **73% support capping annual assessment increases and limiting frequency**; only 12% oppose. This is a high-consensus, pocketbook policy Republicans can lead on.
  - Urban voters are 10+ points less supportive than suburban/rural
  - Homeowners are +4 above topline; renters -8; **71% of aspirational homeowners support caps**: +6 vs. other non-owners. Framing property tax caps as a pathway to first-time homeownership broadens appeal.
- In **open-end** responses, aspirational homeowners describe **sale prices as unattainable** even for dual-income or highly-educated households. They frame the **market as fundamentally misaligned** with typical earnings and local conditions.
  - Aspirational buyers point to **high mortgage rates, insurance/taxes, and the inability to accumulate down payments** due to living costs, debt, and credit challenges. They

## Insights & Analysis

emphasize that **multiple levers must move** - rates, rents, wages, and personal debt - before purchase becomes viable.

- Anger
  - Frustration, resentment: at runaway listing prices squeezing buyers.
  - Irritation, indignation: at costly financing and “moving goalposts”
- Sadness
  - Disappointment, hopelessness: feeling shut out despite effort.
  - Discouragement: setbacks from debt or credit issues
- Fear
  - Anxiety, insecurity: worry they’ll never catch up to costs, risk of overextension.
- *“Homes are **outrageously priced**. In RI for a decent home that could house my family it's minimum \$400k-\$500k which is **completely unaffordable for a 2 income home...**” — Female, 30-44, Mostly Democratic, Urban, Technical Certification*
- *“The housing market and property taxes would have to bottom out. Why am I paying taxes on property I already own? It's like I'm **paying the government twice a year just to rent something I already own.**” — Male, 45-54, Mostly Republican, Rural, Some college/Associate’s*
- *“Because all new homes built in the last 2 decades cost \$400-500k on the **CHEAP** end, and **the few \$200-300k homes that are affordable** are quickly bought up by companies that rent them out, **squeezing out the middle class buyer** from owning an affordable home.” — Male, 30-44, Mostly Republican, Urban, Technical Certification*

## Insights & Analysis

- “**Money.** Interest rates and general prices of homes are way to high, couple that with costs of services to maintain the home being very high, and the general **quality of most construction work** being fairly low...” — Female, 18-29, Independent, Suburban, Four year undergraduate/Bachelor’s
- “1. Would need a much **better paying job**... 2. **Lower interest rates**... 3. **More affordable housing.** Rent is outrageous...” — Male, 18-29, Mostly Republican, Suburban, Some college/Associate’s
- Republicans need to **connect drivers to affordability issues** in plain language so voters can recognize them.
  - **Illegal immigration:** 46% say it’s a *major* factor in rising prices; 72% say at least a *minor* factor; less than a quarter say not a factor.
    - *Major* factor agreement tops 50% among over 55 voters, non-college voters, rural voters, White voters, and married men - core GOP segments.
  - **Retail theft:** 85% say it raises prices at least *a little*; 44% say *a ton/great deal*.
    - Voters over 55 are +20 more likely than younger voters to say *a ton/great deal*.
  - **AI costs:** 48% expect AI to make things more expensive vs. 22% “reduce costs” (2:1 gap).
    - Men +10 more likely than women to say AI will reduce costs.
    - Republicans 2x more likely than Independents/Democrats to think AI will reduce costs.
- **AI brands:** AI tech companies are -15 net fav; data centers -23, with +5 more “very unfavorable.”
  - Men (41%) are +15 more likely than women (26%) to view AI tech companies favorably

# Insights & Analysis

- Republicans see AI tech +11 net fav but split 35/35 on data centers.
- Conditional openness to AI: **If AI lowers prices, 52% support wider use** (+18 margin). Voters want tangible savings; support is soft pending proof and details.
- **ACA subsidies extension** (self-insured marketplace): 64 - 27 support (+37 margin). Voters prefer avoiding premium spikes; Republican leaders should frame “cost relief without permanent expansion.”
  - **Republicans are the hub of opposition** (-17 net), yet more than a third support extension.
  - Within the GOP, voters over 55 are most resistant (-30), while **younger Republicans are split** 39-41 – suggesting room for generational realignment to grow the party.
- **Trump signal moves voters:** Knowing Trump said “some kind of extension may be necessary to get something else done” **shifts support +8 net overall**. Trump’s pragmatic lane on cost control broadens GOP maneuver space.
  - Among Republicans, support swings +39 net (from -17 to +22), driven mostly by older Republicans (+45 net).
- **Tariffs remain underwater despite benefit prompt:** Net oppose -12 (42% strongly oppose vs. 39% total support). Cost-first voters want domestic focus and price relief more than trade conflict.
- Voters are **2x more likely to think Trump is more focused on foreign affairs** (32%) than domestic (16%); 40% say equally.
  - Only 4% want more foreign focus from Trump; **46% say he needs to focus more domestically**; 44% say equally.
  - Those wanting more **domestic focus oppose tariffs by -30.**

## Insights & Analysis

- **63% are extremely/very concerned about fentanyl/illegal drug use** fueling addiction, family breakdown, economic costs, and overdose deaths.
  - Women are +7 more likely than men to be extremely concerned; voters 55+ are +11 vs. younger voters.
  - **Working-class voters** (+4) and **Hispanic voters** (+3) over index on extreme concern.
- **Most concerning drug effects are split: Violent crime (26%) vs. overdose deaths (25%).**
  - Republicans 38% concentrate on violent crime; Democrats 29% and Independents 26% lean to overdose deaths.
  - **Among the extremely concerned**, attention clusters around violent crime 31%, overdose 29%, family breakdown 16%; **homelessness drops -6%.**
- **Awareness of Venezuelan leader Maduro is low** (46% name ID), but **sentiment is harsh**: net unfav -34, with 33% very unfav. The anti-Maduro backdrop and concern about drug problems legitimize tough action against Venezuelan drug smuggling.
- **Support for Trump's use of military force against Venezuelan drug smugglers: 57 - 38** (+19 margin), with 40% *strongly* supportive.
  - **Swing voters**, despite under-indexing on drug problem concern, **over-index +11 on supporting Trump's actions against the Caribbean nation.**
  - **Urban voters**: despite backing a generic Democrat by +23 and Democrats opposing Trump's actions by +43, urban voters net support Trump's actions by +2.
  - **Suburban voters**: +11 net support for Trump's actions despite +11 net support for a generic Democrat.



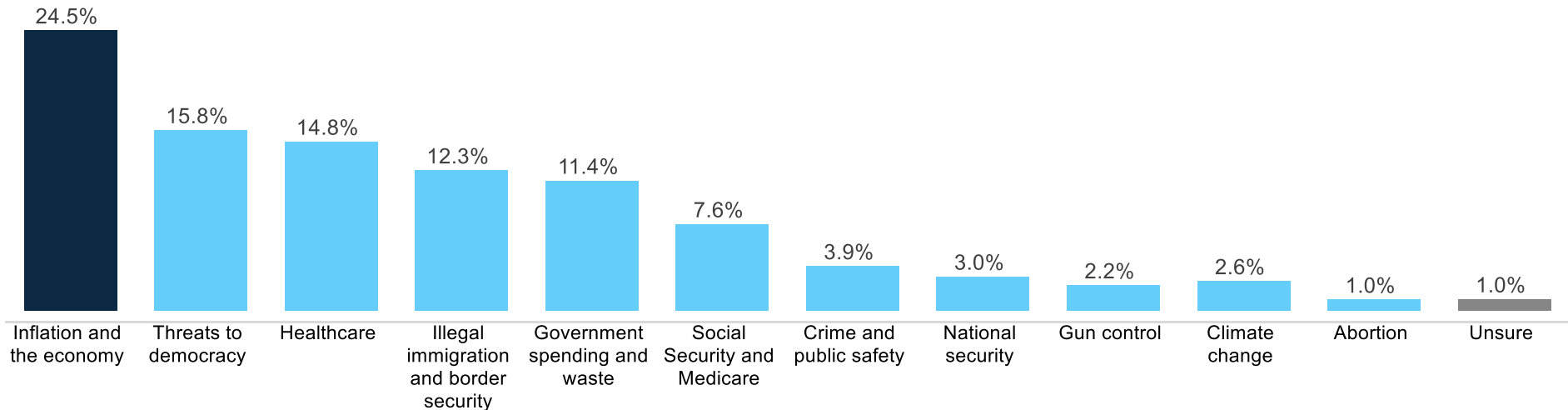
## Insights & Analysis

- Voters say the **current size of the U.S. House of Representatives provides adequate representation by a +9-point margin** and **reject expansion by +8** – both are soft. There's limited appetite for structural change; better to emphasize governance outcomes.
  - Voters <55 are -20 vs. older voters on adequacy and +16 more open to expansion.
  - Opposition to expansion is driven by over 55 voters, non-college men, Trump voters, and Republicans — the **current House controlling coalition**.
- **Holiday shopping preference: Online over brick and mortar by +17**; 42% say it doesn't matter.
  - College educated (41%) and high income (45%) voters prefer online more than peers.
- **63% *always/sometimes* avoid politics during the holidays to avoid upsetting people**; 35% talk regardless.
  - **Democrats are +6 more likely to avoid politics** than Republicans.
  - **Women are +12 more likely** to avoid discussion than men.
  - Men <55 (45%) are +15 vs. young women on willingness to discuss; non college men +16 vs. non college women.
  - Swing voters +9 vs. topline in avoiding political talk.
- **Avoiding people over politics: 76% are not avoiding anyone because of a political beef, but a quarter of voters are.**
  - 12% are avoiding extended family (aunt/uncle/cousin) – 2x any other relation.
  - **Democrats (30%) are 2x Republicans (15%) in avoiding family due to politics.**
  - **18% of Harris 2024 voters are avoiding a parent or sibling.**

## Insights & Analysis

- There's an age divide here too: women <55 +8 vs. older women; men <55 +11 vs. older men; +7 vs. topline overall.
- **53% of voters say their typical New Year's resolutions focus is health & fitness** – 22+ points above finances (32%) and mental health/stress reduction (28%). Wellness and pocketbook themes will be top of mind for January.
- Women <55 +15 vs. topline on mental health/stress.
- Non-White voters +16 vs. White voters in prioritizing finances.
- **Only 9% typically focus on learning/education** – but that's 2x higher among young women vs. older women and 4x higher among young men vs. older men.
- Advanced segmentation analysis identified four groups via machine learning: **Old GOPs** (29%), **Young GOPs** (20%), **Young Dems** (20%), and **Old Dems** (31%).
  - The **Young GOPs** segment skews **female** (60%) and is the **youngest** segment with 50% under 45. They are the most likely to **attend religious services** and are the **least college-educated**, but they are the most likely to be **employed** and most likely to be **parents**. They're nearly 2x as focused on **inflation and the economy** as their top priority as the *Old GOPs* segment. They are the most likely group to **avoid talking politics at holiday gatherings** and the most nuanced in their typical focus for New Years' resolutions. These voters pay the **least attention to political news** but are the most likely to get their news from **YouTube** and **Facebook**.

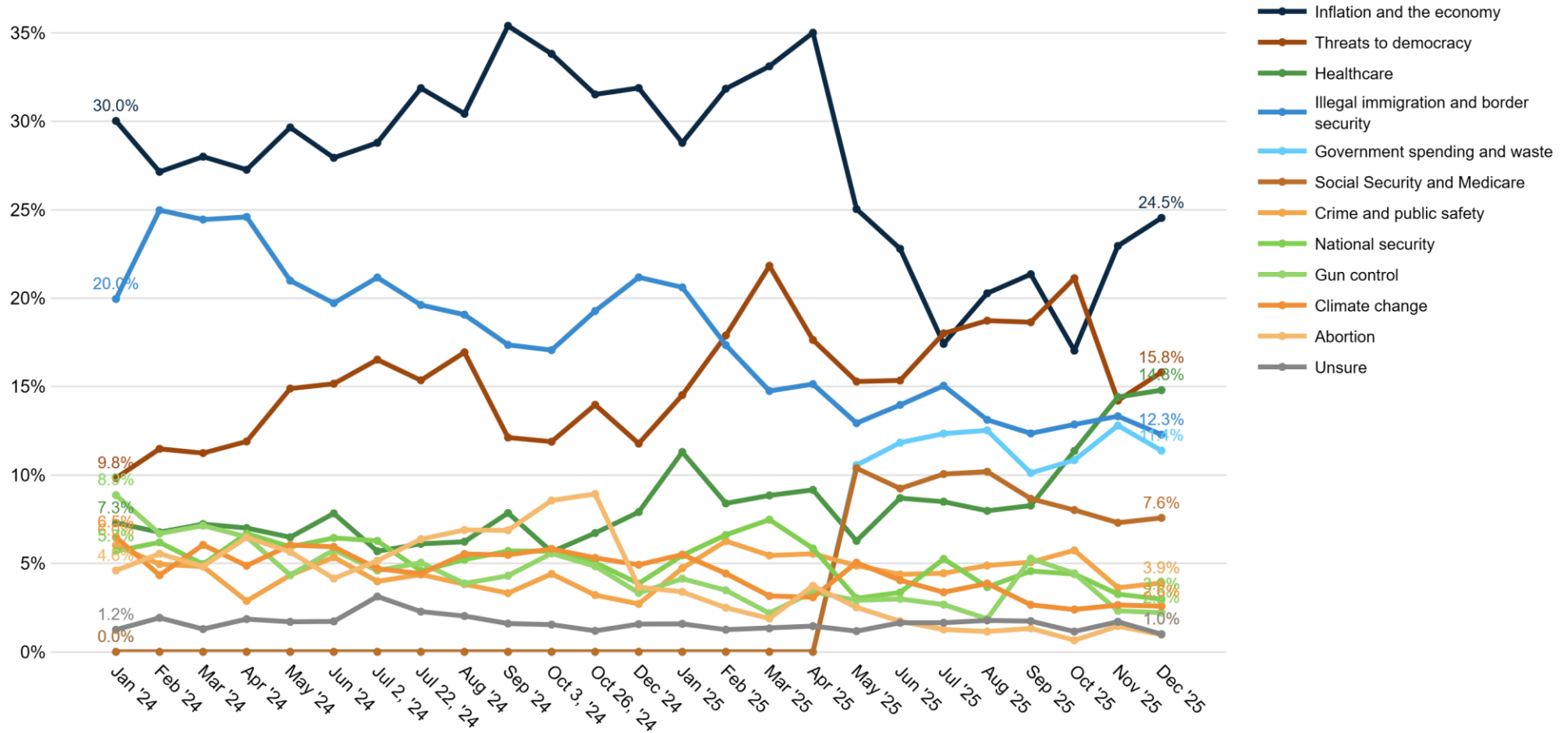
# Top Priority



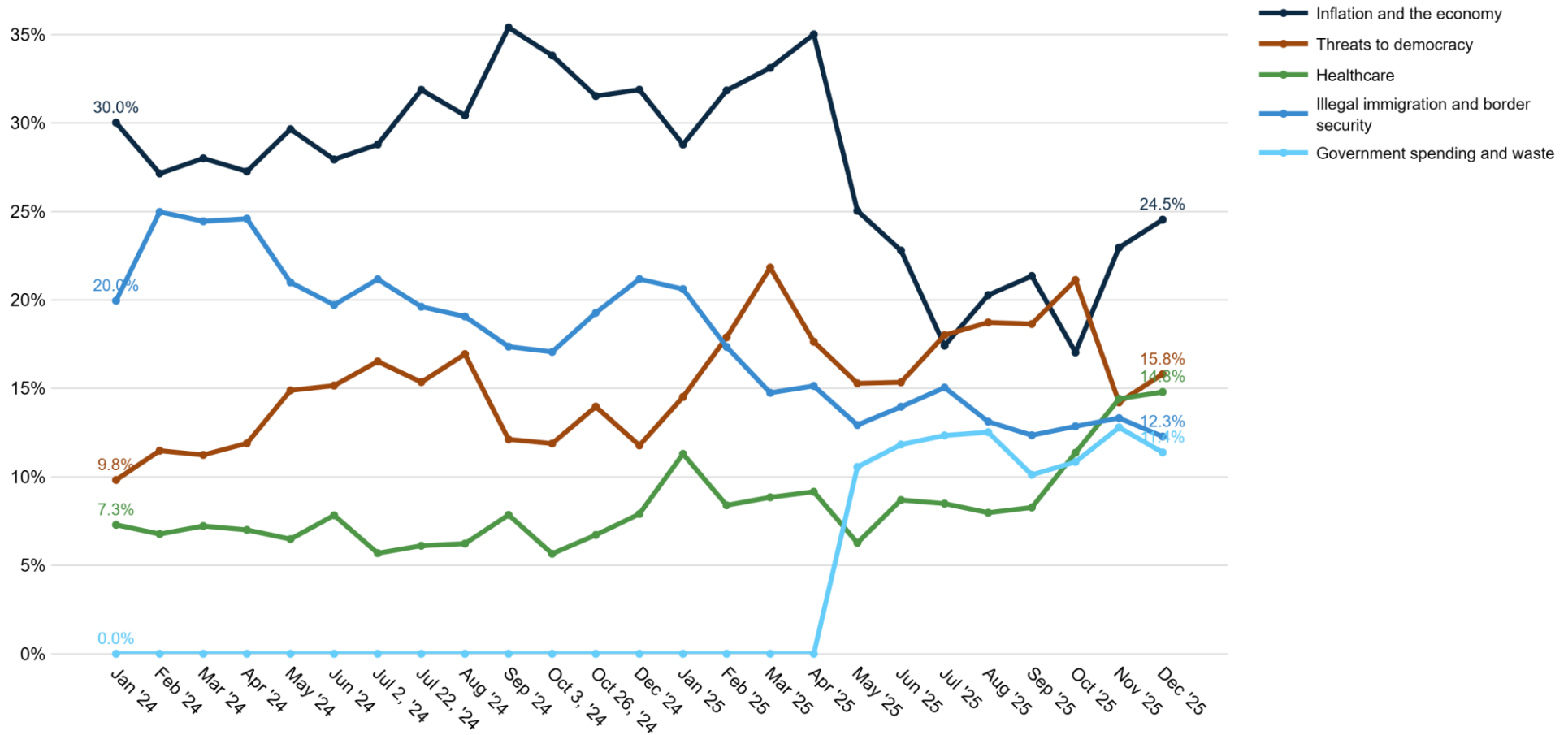
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	25%	31%	18%	31%	18%	24%	25%	27%	22%	21%	23%	33%	22%	30%	24%	25%	24%	25%	22%	30%	36%	28%	23%	29%	29%	25%	23%	24%	25%	33%	22%	25%	26%	25%	38%	27%	20%
Threats to democracy	16%	14%	18%	14%	17%	22%	9%	12%	22%	14%	18%	13%	4%	16%	29%	13%	16%	19%	16%	15%	13%	11%	16%	16%	16%	16%	14%	18%	14%	10%	3%	29%	21%	12%	9%	16%	18%
Healthcare	15%	21%	15%	12%	11%	13%	10%	15%	22%	12%	15%	17%	6%	17%	23%	15%	16%	15%	14%	18%	16%	16%	15%	15%	10%	13%	17%	20%	15%	7%	23%	11%	19%	17%	10%	15%	
Illegal immigration and border security	12%	7%	13%	14%	15%	11%	18%	13%	7%	17%	12%	7%	26%	8%	1%	12%	12%	12%	14%	4%	7%	11%	13%	12%	12%	15%	14%	10%	10%	6%	25%	0%	11%	7%	9%	11%	14%
Government spending and waste	11%	7%	11%	13%	14%	13%	14%	10%	9%	15%	11%	8%	20%	11%	3%	9%	13%	12%	13%	5%	8%	13%	12%	8%	10%	16%	10%	10%	9%	15%	20%	3%	12%	8%	9%	13%	13%
Social Security and Medicare	8%	5%	11%	2%	12%	6%	8%	10%	5%	7%	8%	8%	7%	7%	9%	10%	7%	5%	7%	11%	6%	5%	8%	7%	8%	6%	8%	8%	8%	9%	7%	8%	4%	6%	8%	8%	8%
Crime and public safety	4%	4%	4%	3%	4%	2%	5%	4%	4%	3%	3%	6%	6%	3%	2%	4%	5%	3%	4%	5%	5%	5%	4%	4%	3%	3%	4%	4%	4%	4%	6%	2%	2%	6%	3%	3%	4%
National security	3%	1%	3%	3%	6%	4%	5%	2%	1%	5%	3%	1%	6%	1%	1%	3%	3%	3%	3%	2%	3%	3%	4%	1%	1%	4%	4%	3%	1%	3%	5%	1%	4%	4%	2%	4%	3%
Gun control	2%	3%	2%	2%	1%	1%	2%	2%	4%	2%	3%	1%	1%	1%	5%	3%	1%	2%	2%	4%	4%	4%	2%	2%	4%	0%	4%	2%	3%	2%	0%	4%	6%	5%	2%	2%	1%
Climate change	3%	2%	2%	5%	2%	4%	3%	1%	3%	2%	3%	3%	1%	3%	4%	3%	2%	3%	3%	3%	1%	3%	2%	4%	2%	3%	5%	1%	2%	3%	1%	4%	2%	3%	1%	4%	2%
Abortion	1%	2%	1%	0%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	2%	1%	0%	2%	0%	0%	2%	1%	1%	1%	
Unsure	1%	1%	1%	0%	1%	1%	0%	2%	1%	1%	1%	2%	1%	2%	1%	2%	0%	0%	1%	2%	1%	1%	1%	2%	0%	0%	1%	0%	2%	1%	2%	0%	0%	2%	1%	2%	0%

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%)

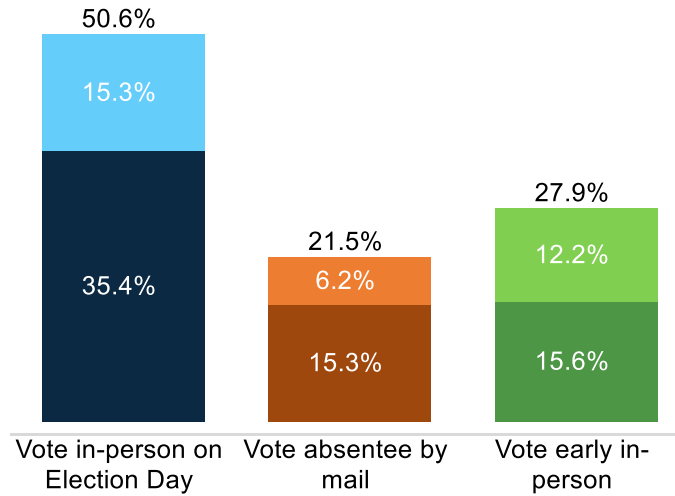




# Percent Change: Top Priority (Nov '25 to Dec '25)

	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	<\$75k	\$75k-\$125k	\$125k+	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	2%	4%	0%	3%	0%	1%	2%	1%	2%	1%	-1%	9%	2%	-3%	4%	3%	1%	1%	1%	4%	7%	1%	2%	0%	3%	0%	2%	0%	2%	5%	3%	9%	3%	-1%
Threats to democracy	2%	4%	0%	1%	0%	5%	-3%	0%	6%	2%	3%	-2%	1%	0%	3%	2%	-1%	4%	2%	3%	-2%	1%	2%	-2%	4%	0%	2%	1%	3%	9%	4%	2%	0%	1%
Healthcare	0%	2%	2%	-1%	-2%	0%	-3%	3%	1%	-1%	1%	2%	-2%	1%	3%	1%	2%	-2%	0%	0%	3%	1%	-1%	-1%	1%	4%	2%	-1%	2%	-4%	3%	1%	-3%	1%
Illegal immigration and border security	-1%	-2%	0%	1%	-3%	-3%	1%	0%	-3%	3%	-3%	-1%	-1%	0%	-1%	0%	-1%	-2%	-1%	-2%	-4%	-2%	-2%	1%	-5%	3%	-2%	-1%	-1%	1%	-1%	-3%	-2%	-1%
Government spending and waste	-1%	0%	-1%	-2%	-3%	-1%	-3%	-1%	-1%	-1%	-1%	-3%	0%	-1%	-4%	-4%	1%	-2%	0%	-3%	-6%	-2%	-2%	-3%	-1%	-1%	2%	-1%	-2%	-1%	-4%	-2%	0%	0%
Social Security and Medicare	0%	1%	-2%	-2%	4%	0%	3%	-1%	0%	-1%	1%	0%	2%	1%	-2%	0%	0%	1%	0%	3%	1%	2%	2%	0%	0%	-1%	2%	3%	-2%	-6%	1%	0%	0%	1%
Crime and public safety	0%	1%	0%	-1%	1%	-1%	1%	1%	0%	-1%	0%	2%	0%	1%	0%	0%	2%	-1%	0%	0%	2%	1%	-1%	2%	0%	1%	-1%	0%	0%	-4%	-1%	1%	-1%	1%
National security	0%	-3%	0%	1%	2%	1%	2%	0%	-4%	-1%	1%	-1%	0%	-2%	0%	0%	-1%	-1%	-1%	1%	1%	0%	1%	3%	-2%	-1%	-1%	-1%	0%	2%	0%	-2%	0%	0%
Gun control	0%	-2%	1%	1%	0%	-1%	2%	-2%	1%	1%	0%	-3%	0%	0%	0%	0%	-1%	0%	0%	-2%	2%	0%	-1%	2%	0%	-1%	-1%	0%	0%	1%	1%	-2%	1%	0%
Climate change	0%	-2%	0%	1%	0%	1%	0%	0%	-1%	1%	0%	-3%	0%	1%	-1%	-1%	2%	1%	-1%	-2%	0%	1%	0%	0%	-1%	-1%	0%	0%	-2%	-2%	-3%	3%	0%	
Abortion	0%	-1%	0%	-1%	0%	0%	-1%	0%	-2%	-1%	0%	-2%	0%	0%	-2%	-1%	1%	-1%	0%	-2%	0%	-1%	0%	-2%	0%	-1%	-2%	0%	-1%	0%	-1%	0%	1%	-1%
Unsure	-1%	-2%	0%	-1%	-1%	0%	-1%	-1%	0%	-1%	0%	-1%	-1%	1%	-1%	-1%	0%	0%	0%	-2%	-1%	-1%	-1%	-1%	-1%	0%	-2%	0%	-1%	-1%	-1%	0%	1%	-1%

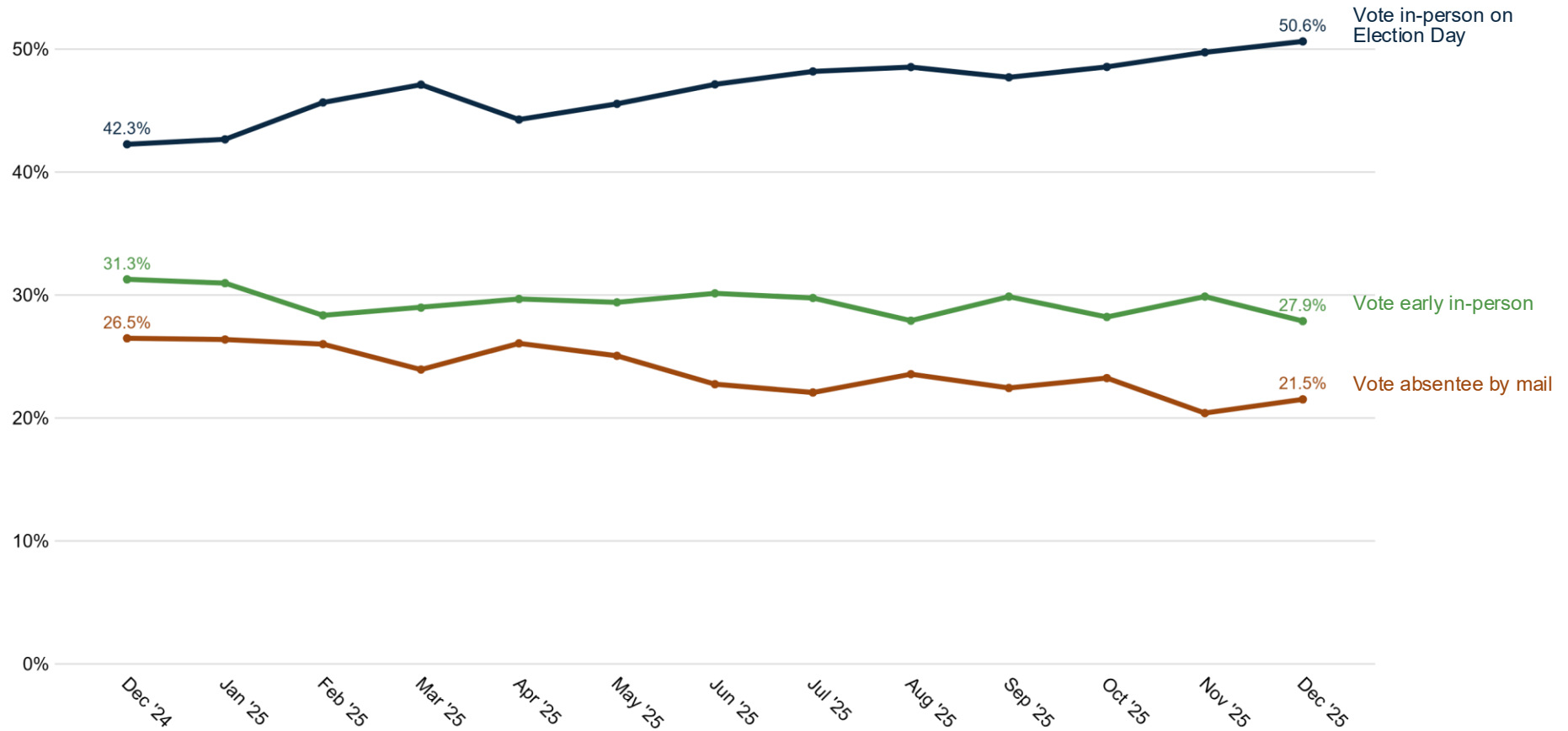
# Vote Method



		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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	Definitely vote	66%	62%	70%	63%	70%	71%	63%	65%	67%	67%	66%	65%	66%	62%	70%	65%	65%	69%	66%	68%	65%	66%	67%	65%	68%	65%	68%	63%	60%	67%	68%	44%	49%	64%	69%	71%		
	Probably vote	34%	38%	30%	37%	30%	29%	37%	35%	33%	33%	34%	35%	34%	38%	30%	35%	35%	31%	34%	32%	35%	34%	33%	35%	32%	35%	32%	37%	40%	33%	32%	56%	51%	36%	31%	29%		
	Vote in-person on Election Day	51%	52%	45%	52%	54%	48%	58%	53%	42%	57%	48%	49%	60%	47%	43%	54%	50%	48%	52%	49%	49%	57%	51%	52%	51%	54%	52%	49%	48%	53%	61%	41%	55%	51%	57%	49%	49%	
	Vote absentee by mail	22%	20%	25%	20%	21%	24%	16%	18%	29%	15%	25%	22%	13%	23%	29%	18%	22%	24%	21%	17%	23%	14%	20%	23%	24%	17%	24%	21%	23%	23%	12%	29%	31%	20%	20%	22%	22%	
	Vote early in-person	28%	28%	30%	28%	26%	28%	25%	29%	29%	28%	27%	29%	27%	30%	28%	28%	28%	28%	27%	34%	28%	29%	29%	24%	24%	28%	25%	30%	28%	24%	27%	30%	14%	29%	23%	29%	29%	
Definitely	Definitely vote in-person on Election Day	35%	33%	32%	37%	40%	36%	41%	35%	29%	42%	32%	36%	43%	31%	30%	36%	35%	34%	36%	36%	33%	41%	36%	37%	38%	39%	38%	34%	31%	35%	44%	28%	30%	29%	38%	39%	35%	
Probably	Probably vote in-person on Election Day	15%	19%	13%	15%	13%	11%	17%	18%	13%	15%	16%	13%	17%	16%	13%	17%	16%	14%	16%	13%	16%	16%	15%	16%	14%	15%	14%	15%	18%	18%	17%	13%	25%	23%	19%	10%	13%	
	Definitely vote absentee by mail	15%	14%	21%	13%	13%	18%	8%	13%	23%	11%	19%	13%	8%	13%	24%	13%	17%	17%	15%	12%	18%	10%	15%	16%	16%	12%	14%	17%	17%	14%	7%	22%	9%	9%	14%	17%	17%	
	Probably vote absentee by mail	6%	6%	4%	7%	7%	6%	8%	5%	6%	4%	6%	9%	5%	10%	5%	5%	5%	7%	6%	5%	5%	5%	8%	9%	5%	10%	5%	6%	10%	5%	7%	22%	11%	6%	5%	5%		
	Definitely vote early in-person	16%	15%	17%	14%	17%	17%	13%	17%	15%	15%	16%	17%	15%	18%	15%	15%	13%	18%	15%	20%	14%	16%	16%	14%	12%	17%	14%	17%	15%	11%	15%	17%	5%	12%	12%	13%	19%	
	Probably vote early in-person	12%	13%	13%	14%	9%	11%	12%	12%	14%	13%	12%	12%	12%	12%	13%	13%	14%	11%	12%	14%	14%	13%	12%	10%	12%	12%	11%	13%	13%	12%	12%	12%	9%	17%	11%	16%	10%	

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

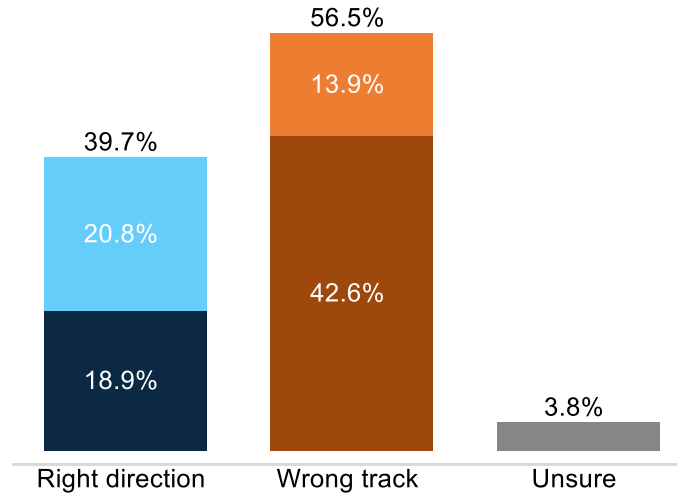
# Trend: Vote Method



# Percent Change: Vote Method (Nov '25 to Dec '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	<\$75k	\$75k-\$125k	\$125k+	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	2%	-5%	3%	3%	7%	9%	1%	0%	-2%	2%	2%	2%	-1%	3%	3%	4%	-2%	1%	1%	12%	-1%	0%	5%	5%	0%	-2%	5%	1%	3%	-9%	-6%	0%	6%	3%
	Probably vote	-2%	5%	-3%	-3%	-7%	-9%	-1%	0%	2%	-2%	-2%	-2%	1%	-3%	-3%	-4%	2%	-1%	-1%	-12%	1%	0%	-5%	-5%	0%	2%	-5%	-1%	-3%	9%	6%	0%	-6%	-3%
	Vote in-person on Election Day	1%	-1%	3%	-6%	7%	1%	2%	2%	-2%	-1%	3%	-2%	3%	-2%	1%	3%	1%	-1%	-1%	7%	14%	-1%	4%	-2%	-2%	4%	1%	3%	0%	-3%	0%	6%	-7%	2%
	Vote absentee by mail	1%	5%	-1%	4%	-4%	2%	-2%	-4%	10%	-1%	3%	0%	-2%	2%	2%	-5%	2%	6%	2%	1%	-4%	3%	-2%	2%	4%	-1%	1%	-2%	4%	11%	0%	1%	4%	0%
	Vote early in-person	-2%	-4%	-1%	1%	-3%	-3%	0%	2%	-8%	2%	-6%	2%	-1%	0%	-3%	2%	-4%	-5%	-1%	-8%	-10%	-1%	-2%	0%	-3%	-2%	-1%	-1%	-3%	-8%	0%	-7%	2%	-3%
Definitely vote in-person on Election Day	0%	-6%	3%	-3%	7%	2%	3%	0%	-4%	1%	0%	1%	0%	-1%	1%	4%	-2%	-3%	-1%	5%	10%	-1%	3%	2%	-3%	1%	4%	2%	-1%	-3%	-3%	3%	1%	0%	
Probably vote in-person on Election Day	1%	5%	0%	-3%	0%	-1%	-1%	2%	2%	-2%	3%	-3%	2%	-1%	0%	-1%	4%	2%	0%	2%	3%	0%	0%	-3%	2%	3%	-3%	1%	1%	0%	4%	3%	-8%	2%	
Definitely vote absentee by mail	1%	3%	1%	4%	-3%	4%	-3%	-4%	10%	0%	4%	-3%	-2%	0%	4%	-3%	4%	3%	2%	2%	-2%	1%	-1%	3%	4%	-1%	1%	-2%	4%	-3%	-2%	0%	5%	1%	
Probably vote absentee by mail	0%	2%	-2%	0%	-1%	-2%	1%	0%	0%	-1%	-1%	3%	0%	2%	-2%	-3%	-2%	3%	0%	-1%	-2%	2%	-1%	-1%	0%	0%	0%	0%	0%	14%	1%	1%	-1%	-1%	
Definitely vote early in-person	0%	-2%	0%	2%	2%	3%	1%	4%	-8%	1%	-2%	4%	0%	4%	-2%	3%	-4%	1%	0%	5%	-10%	1%	3%	1%	-1%	-2%	1%	1%	0%	-3%	-1%	-2%	0%	1%	
Probably vote early in-person	-2%	-2%	-1%	-1%	-5%	-5%	-1%	-2%	0%	1%	-4%	-2%	-1%	-5%	-1%	-1%	0%	-6%	-1%	-13%	0%	-2%	-5%	-1%	-2%	-1%	-2%	-2%	-3%	-5%	1%	-5%	3%	-4%	

# Country Direction

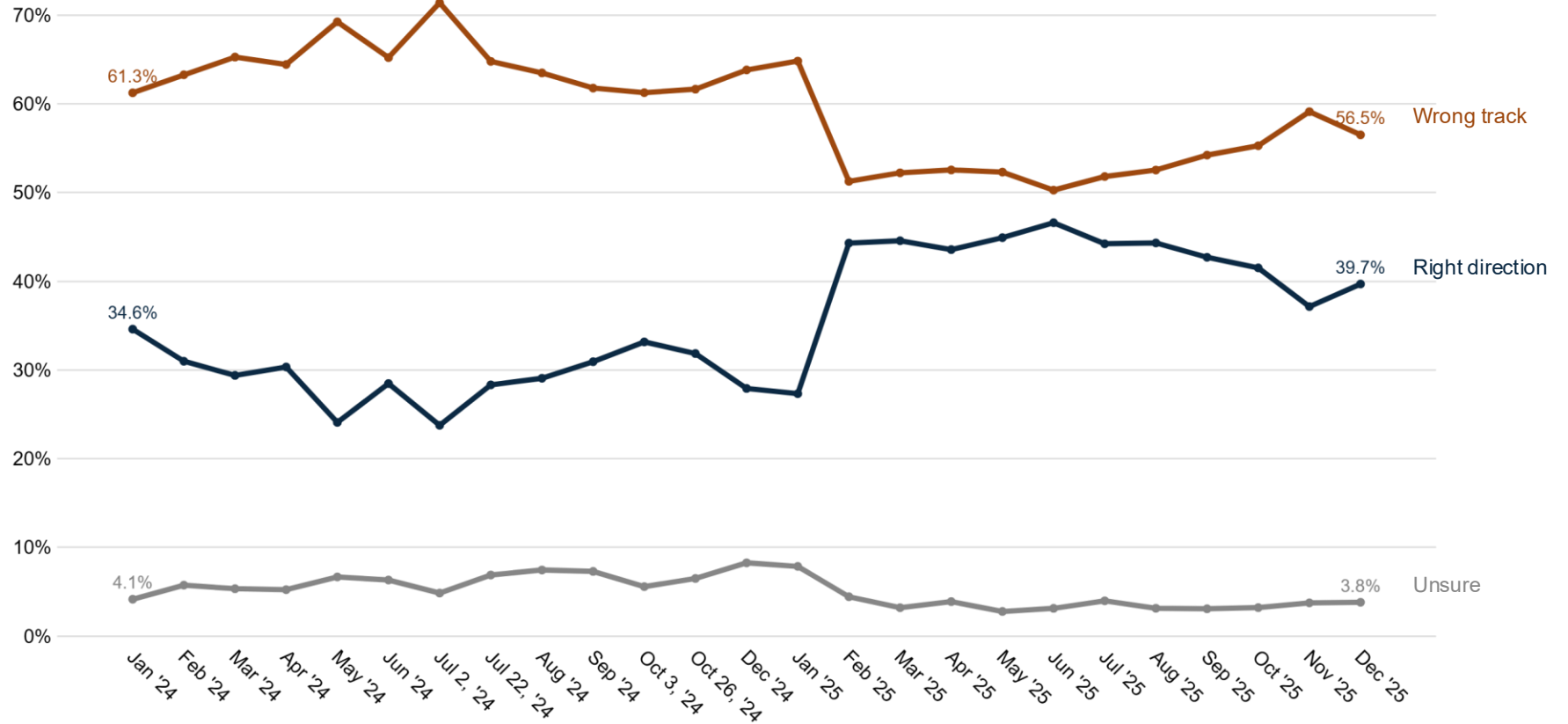


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	40%	27%	39%	42%	52%	38%	56%	38%	27%	53%	36%	32%	81%	26%	6%	39%	40%	39%	45%	17%	31%	43%	44%	31%	28%	51%	41%	39%	28%	31%	78%	5%	34%	39%	36%	38%	41%
Wrong track	57%	65%	57%	56%	47%	61%	42%	56%	68%	43%	61%	63%	15%	69%	92%	57%	58%	58%	51%	79%	67%	51%	53%	65%	69%	47%	58%	56%	66%	62%	17%	94%	66%	55%	59%	57%	56%
Definitely the right direction	19%	11%	22%	16%	27%	15%	27%	17%	16%	26%	17%	13%	41%	10%	2%	18%	18%	19%	22%	5%	16%	17%	22%	13%	13%	22%	19%	20%	13%	8%	39%	2%	7%	17%	15%	19%	21%
Mostly the right direction	21%	16%	17%	26%	25%	22%	29%	20%	12%	27%	18%	20%	40%	16%	4%	20%	22%	21%	23%	12%	15%	26%	22%	18%	16%	29%	22%	19%	14%	22%	39%	3%	28%	22%	21%	19%	21%
Mostly the wrong track	14%	18%	12%	16%	10%	11%	14%	16%	13%	12%	13%	19%	9%	17%	17%	16%	16%	11%	11%	23%	22%	15%	13%	18%	14%	9%	18%	11%	19%	27%	10%	16%	23%	15%	21%	13%	12%
Definitely the wrong track	43%	47%	44%	41%	38%	50%	29%	39%	54%	31%	48%	44%	6%	52%	75%	40%	42%	47%	40%	56%	45%	37%	40%	46%	55%	38%	41%	45%	47%	35%	6%	78%	43%	41%	38%	45%	44%
Unsure	4%	8%	4%	2%	1%	1%	2%	7%	5%	4%	4%	5%	5%	5%	2%	5%	2%	3%	4%	4%	1%	6%	3%	4%	3%	2%	1%	5%	6%	7%	6%	1%	0%	6%	5%	5%	3%

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



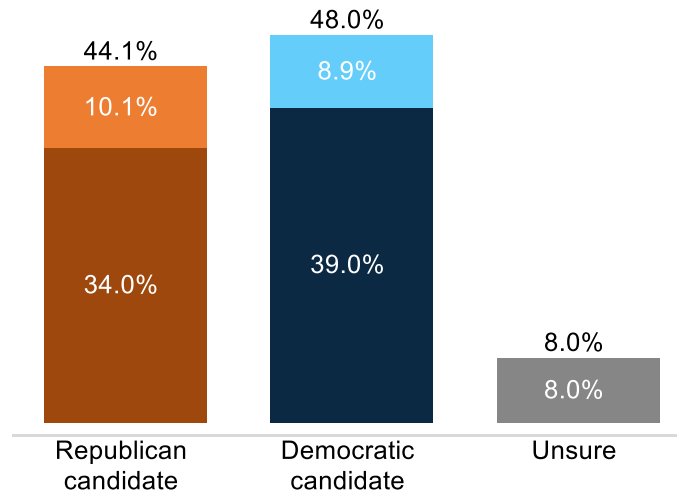
# Trend: Country Direction



# Percent Change: Country Direction (Nov '25 to Dec '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	<\$75k	\$75k-\$125k	\$125k+	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	3%	0%	0%	3%	8%	1%	9%	4%	-5%	8%	-1%	6%	7%	2%	-1%	4%	1%	1%	3%	1%	-2%	3%	6%	4%	0%	0%	0%	5%	-1%	-5%	7%	-1%	-1%	4%
Wrong track	-3%	-5%	-1%	0%	-4%	1%	-6%	-7%	2%	-7%	1%	-7%	-6%	-3%	1%	-5%	0%	0%	-3%	-1%	2%	-5%	-3%	-1%	-2%	-3%	0%	-7%	1%	9%	-11%	1%	-1%	-3%
Definitely the right direction	4%	2%	7%	3%	5%	0%	6%	4%	5%	10%	3%	-1%	9%	4%	-1%	4%	4%	2%	5%	-2%	5%	2%	2%	4%	6%	3%	1%	9%	-1%	-7%	7%	0%	3%	5%
Mostly the right direction	-2%	-2%	-7%	0%	3%	1%	3%	0%	-10%	-2%	-5%	7%	-3%	-2%	0%	0%	-3%	-1%	-2%	3%	-7%	1%	4%	0%	-6%	-3%	-1%	-4%	0%	2%	0%	-1%	-4%	-2%
Mostly the wrong track	-3%	-3%	0%	-4%	-4%	-6%	-2%	-2%	-1%	-5%	-2%	-1%	-4%	-2%	-1%	-3%	-1%	-3%	-4%	-7%	10%	-3%	-4%	-3%	-4%	1%	-6%	-4%	-1%	6%	-12%	1%	-1%	-2%
Definitely the wrong track	0%	-2%	0%	3%	0%	8%	-4%	-5%	3%	-2%	3%	-6%	-2%	0%	2%	-1%	1%	2%	1%	6%	-8%	-2%	1%	2%	2%	-5%	6%	-2%	2%	2%	1%	0%	0%	0%
Unsure	0%	5%	1%	-2%	-4%	-2%	-3%	3%	2%	0%	0%	1%	0%	0%	0%	1%	-1%	0%	0%	-1%	-1%	2%	-3%	-3%	2%	4%	0%	1%	0%	-4%	3%	0%	2%	-1%

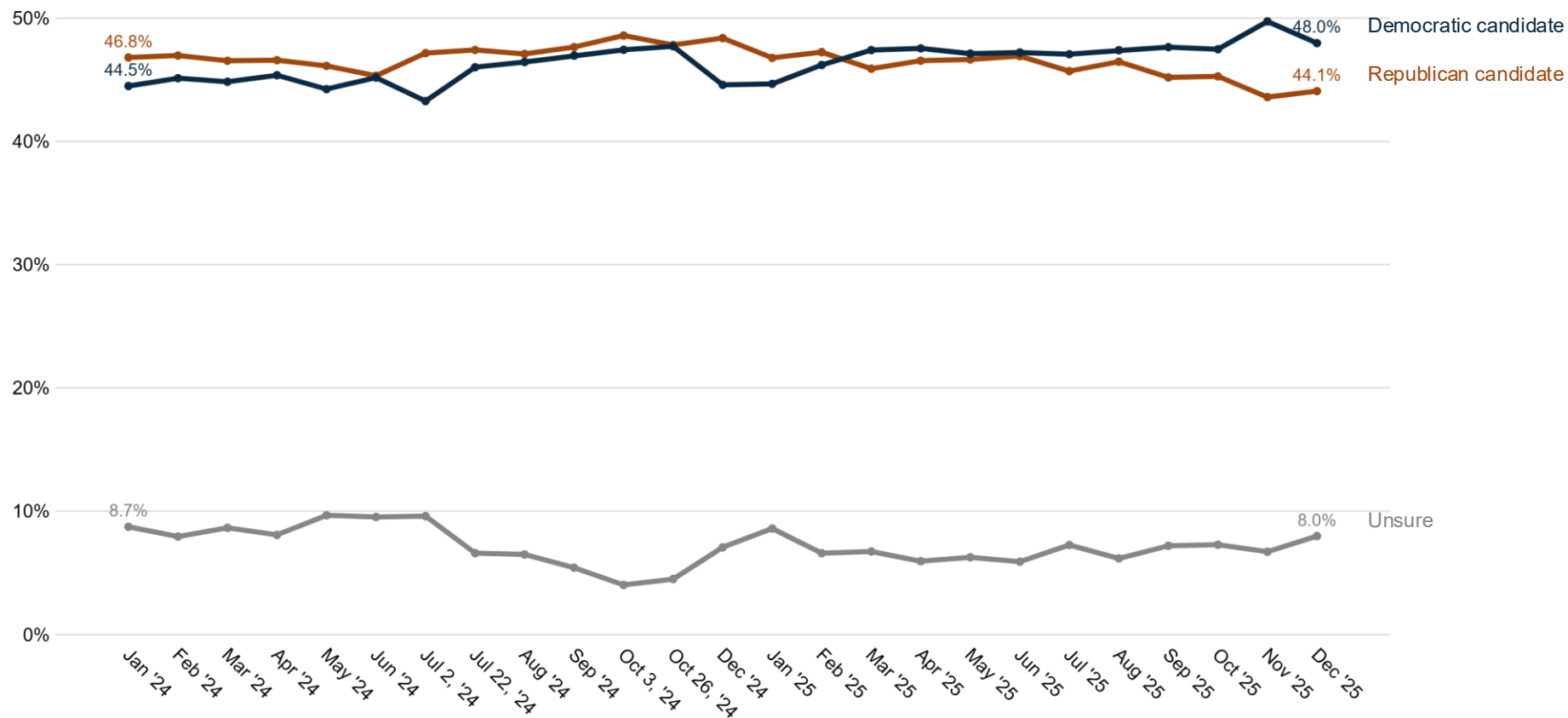
# Generic Ballot



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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%	35%	43%	46%	54%	40%	60%	45%	30%	58%	40%	35%	94%	29%	1%	43%	45%	43%	51%	14%	36%	48%	49%	34%	34%	54%	44%	44%	34%	37%	91%	1%	30%	40%	45%	45%	45%
Democratic candidate	48%	56%	49%	45%	41%	54%	32%	45%	62%	34%	51%	58%	2%	49%	96%	50%	47%	49%	42%	77%	55%	44%	45%	57%	55%	40%	48%	49%	57%	33%	3%	93%	57%	46%	46%	45%	49%
Definitely the Republican candidate	34%	24%	36%	32%	45%	33%	44%	35%	24%	48%	32%	22%	77%	16%	1%	31%	33%	36%	41%	5%	22%	33%	38%	24%	25%	43%	32%	36%	23%	0%	71%	1%	20%	27%	26%	38%	37%
Probably the Republican candidate	10%	11%	7%	15%	8%	7%	16%	10%	7%	10%	8%	14%	17%	13%	0%	12%	12%	7%	10%	9%	14%	16%	11%	10%	8%	11%	13%	8%	10%	37%	19%	1%	9%	13%	18%	7%	8%
Probably the Democratic candidate	9%	12%	8%	8%	7%	11%	4%	10%	11%	7%	8%	13%	1%	14%	14%	9%	12%	7%	7%	17%	12%	10%	8%	11%	11%	8%	7%	8%	12%	33%	2%	14%	18%	15%	10%	11%	7%
Definitely the Democratic candidate	39%	44%	41%	36%	34%	44%	27%	35%	52%	28%	43%	45%	2%	35%	82%	41%	36%	42%	35%	60%	42%	35%	37%	46%	44%	32%	41%	40%	44%	0%	1%	79%	39%	31%	36%	35%	43%
Unsure	8%	9%	8%	9%	5%	6%	8%	10%	7%	8%	9%	6%	3%	21%	3%	7%	8%	8%	7%	9%	9%	7%	6%	10%	12%	7%	8%	8%	10%	30%	6%	6%	13%	14%	9%	9%	6%

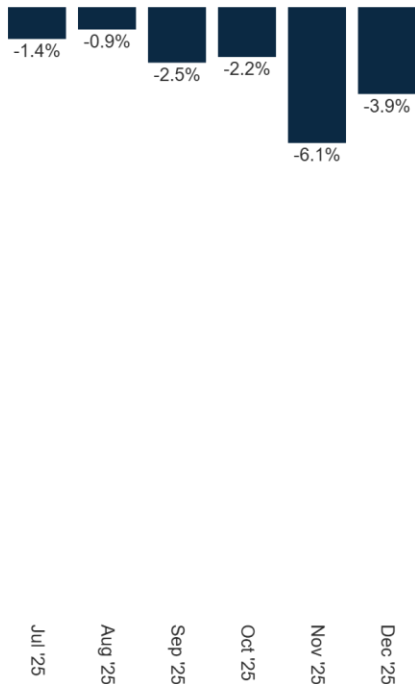
If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

# Trend: Generic Ballot

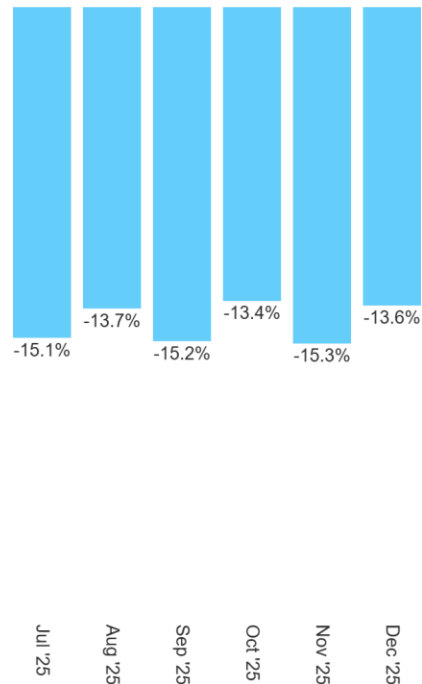


# Generic Ballot Movement

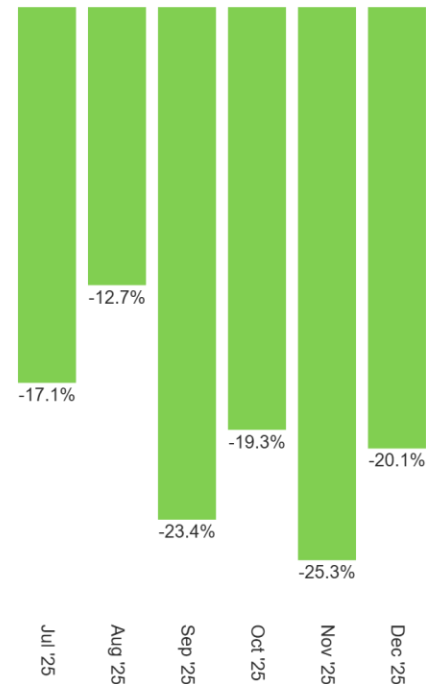
Overall (%Rep-%Dem)



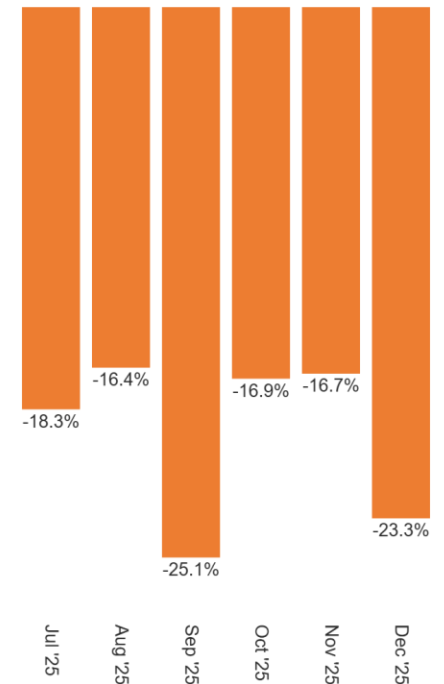
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



College (%Rep-%Dem)

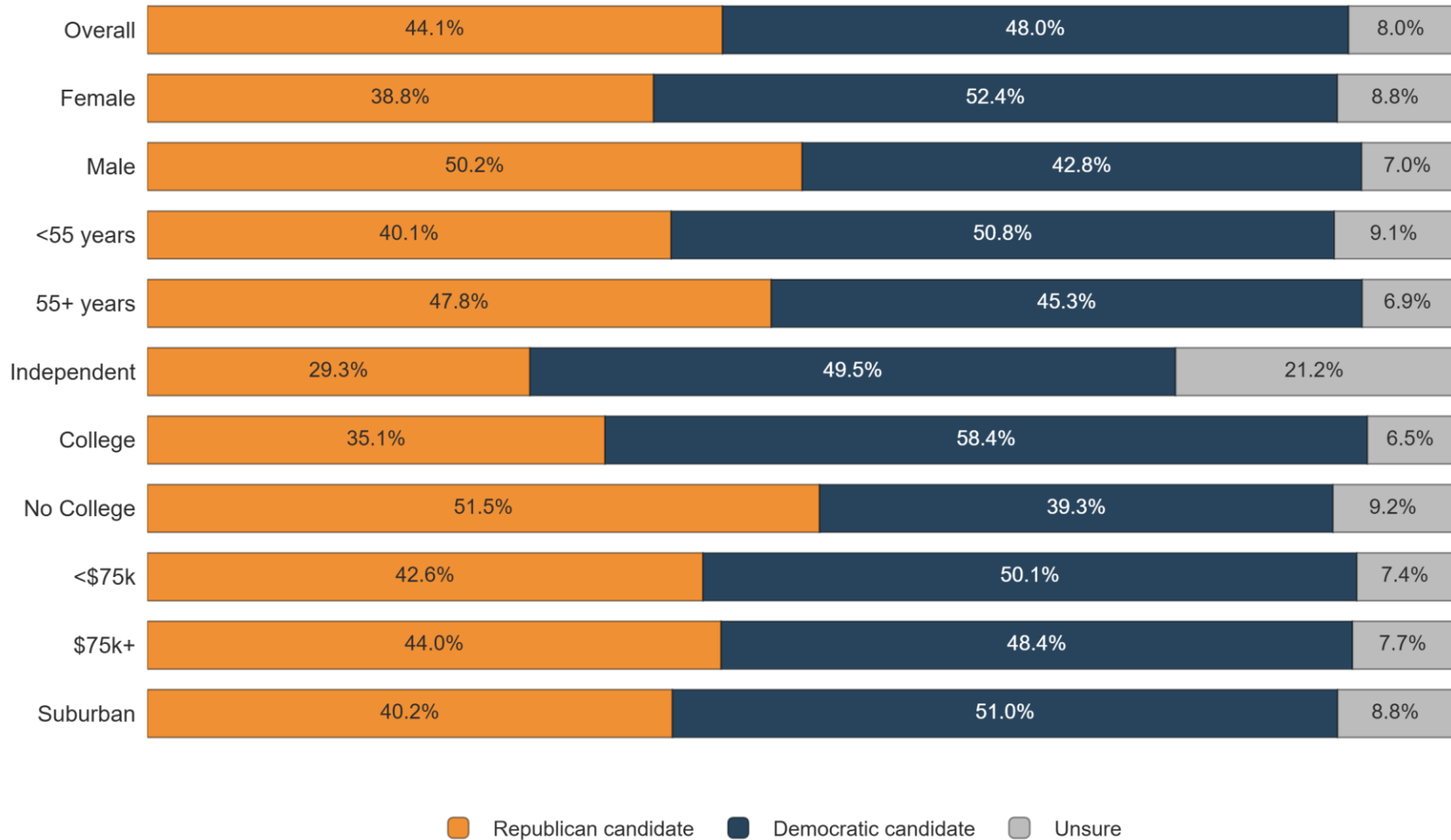




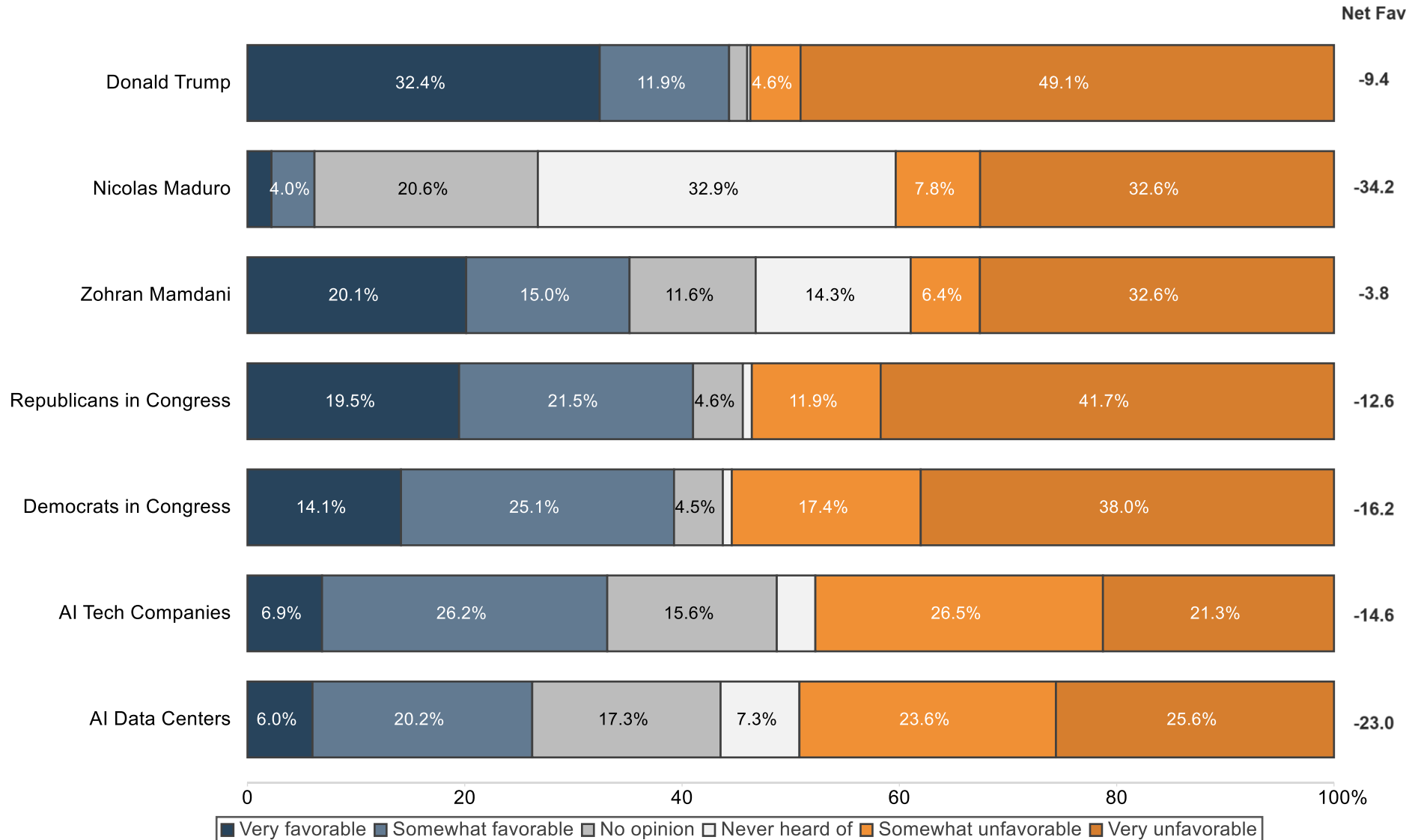
# Percent Change: Generic Ballot (Nov '25 to Dec '25)

	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	<\$75k	\$75k-\$125k	>\$125k	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	0%	2%	-2%	0%	2%	-3%	5%	3%	-5%	0%	-3%	9%	2%	0%	-1%	0%	1%	-2%	1%	-2%	0%	3%	0%	3%	-2%	2%	-1%	1%	0%	-12%	-7%	-1%	6%	1%
Democratic candidate	-2%	-2%	-2%	-2%	-2%	3%	-6%	-6%	3%	-1%	1%	-8%	-2%	-5%	0%	-1%	-1%	-1%	-2%	-1%	1%	-4%	0%	-5%	2%	-5%	-4%	-1%	-3%	4%	0%	1%	-6%	-2%
Definitely the Republican candidate	1%	1%	-1%	0%	2%	1%	2%	1%	-1%	2%	-1%	4%	3%	-2%	0%	0%	-2%	2%	3%	-5%	-9%	1%	2%	1%	0%	-1%	0%	2%	0%	-10%	-2%	-4%	8%	1%
Probably the Republican candidate	0%	0%	-1%	0%	0%	-4%	3%	2%	-3%	-2%	-2%	5%	-1%	2%	0%	0%	3%	-4%	-2%	3%	9%	2%	-2%	2%	-3%	2%	-1%	-1%	0%	-1%	-4%	3%	-2%	0%
Probably the Democratic candidate	-1%	-1%	0%	-4%	-2%	-2%	-4%	-1%	0%	1%	-2%	-2%	-2%	-5%	1%	-1%	2%	-5%	-2%	-5%	4%	-4%	0%	-7%	-1%	1%	-4%	-1%	-2%	6%	-1%	-2%	-1%	-1%
Definitely the Democratic candidate	0%	-1%	-2%	2%	0%	4%	-2%	-5%	3%	-2%	3%	-6%	0%	0%	-1%	0%	-2%	3%	0%	4%	-3%	0%	1%	2%	3%	-6%	0%	-1%	-1%	-3%	1%	3%	-5%	0%
Unsure	1%	0%	3%	1%	0%	0%	1%	3%	1%	1%	2%	-1%	0%	5%	0%	1%	0%	3%	1%	3%	0%	1%	-1%	2%	1%	3%	5%	0%	3%	8%	7%	0%	0%	1%

# Generic Ballot by Key Voter Groups



# Image Tests



# Image Tests Heatmaps

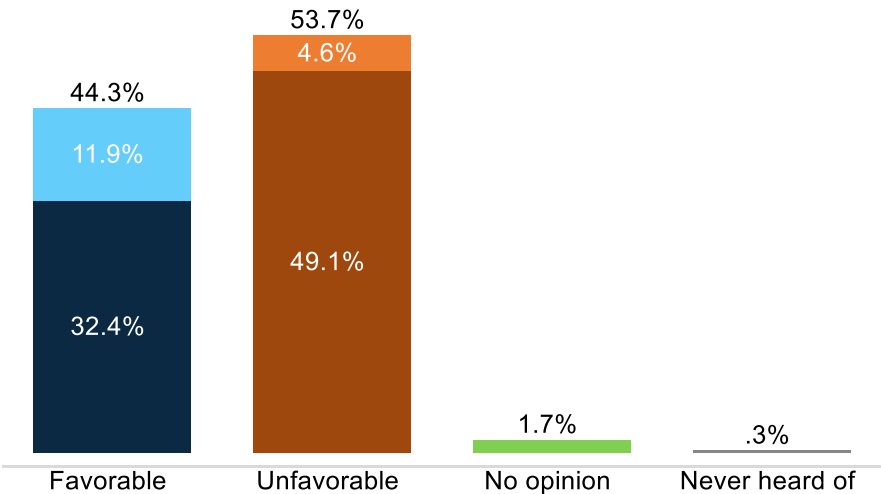
## Favorable

		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Republicans in Congress	Donald Trump	44%	34%	45%	47%	52%	40%	58%	46%	32%	59%	40%	35%	90%	31%	5%	43%	45%	44%	50%	18%	36%	50%	49%	35%	32%	54%	42%	44%	35%	42%	89%	3%	36%	46%	45%	46%	44%
	Nicolas Maduro	6%	6%	4%	11%	5%	5%	10%	5%	5%	5%	5%	9%	5%	7%	7%	7%	5%	5%	13%	8%	9%	6%	7%	4%	6%	9%	5%	5%	9%	6%	6%	0%	12%	8%	4%	5%	
	Zohran Mamdani	35%	41%	32%	40%	27%	43%	25%	25%	51%	24%	39%	41%	6%	36%	66%	32%	36%	41%	33%	41%	37%	34%	32%	44%	46%	33%	35%	34%	39%	26%	7%	64%	40%	40%	34%	33%	35%
	Republicans in Congress	41%	32%	41%	42%	50%	35%	56%	43%	28%	55%	37%	33%	85%	28%	4%	39%	43%	40%	46%	20%	34%	46%	46%	32%	27%	49%	41%	41%	33%	36%	82%	3%	27%	40%	41%	42%	41%
	Democrats in Congress	39%	42%	45%	36%	32%	41%	27%	38%	52%	29%	41%	48%	4%	34%	80%	43%	39%	37%	34%	70%	46%	38%	36%	49%	42%	32%	38%	41%	47%	30%	4%	75%	35%	38%	39%	36%	41%
	AI Tech Companies	33%	25%	28%	38%	44%	41%	41%	24%	30%	31%	35%	32%	44%	28%	26%	29%	37%	37%	32%	31%	40%	36%	37%	26%	22%	42%	39%	29%	24%	35%	42%	25%	45%	34%	33%	41%	30%
AI Data Centers		26%	19%	20%	30%	38%	38%	30%	19%	20%	26%	26%	28%	35%	25%	18%	23%	29%	30%	26%	19%	36%	28%	30%	18%	19%	38%	27%	21%	17%	28%	35%	19%	33%	27%	25%	27%	26%

## Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	54%	61%	54%	52%	46%	59%	40%	50%	67%	39%	58%	63%	9%	66%	93%	54%	54%	56%	49%	77%	61%	47%	50%	62%	64%	45%	56%	53%	62%	54%	10%	96%	62%	50%	52%	53%	55%
Nicolas Maduro	40%	23%	40%	46%	54%	55%	46%	25%	40%	42%	42%	33%	46%	40%	35%	31%	40%	52%	44%	18%	39%	34%	46%	28%	30%	55%	43%	36%	27%	27%	46%	36%	32%	32%	31%	37%	46%
Zohran Mamdani	39%	23%	40%	41%	54%	42%	52%	35%	27%	48%	39%	27%	72%	34%	8%	32%	41%	44%	45%	13%	29%	38%	45%	26%	27%	52%	40%	37%	26%	30%	72%	9%	22%	32%	30%	39%	44%
Republicans in Congress	54%	59%	54%	53%	48%	63%	39%	48%	68%	39%	58%	61%	12%	64%	92%	53%	52%	59%	50%	71%	56%	48%	50%	62%	64%	48%	55%	54%	59%	50%	14%	92%	70%	48%	49%	52%	56%
Democrats in Congress	55%	48%	50%	61%	65%	56%	69%	53%	44%	65%	53%	48%	90%	59%	17%	50%	58%	60%	62%	25%	44%	56%	59%	46%	51%	65%	58%	53%	46%	59%	90%	21%	59%	52%	52%	60%	56%
AI Tech Companies	48%	53%	48%	50%	40%	46%	43%	48%	53%	46%	48%	49%	33%	56%	58%	49%	45%	49%	49%	40%	43%	44%	45%	51%	60%	45%	46%	48%	52%	44%	36%	59%	39%	49%	43%	47%	49%
AI Data Centers	49%	53%	49%	54%	40%	47%	47%	46%	58%	47%	51%	48%	35%	58%	58%	47%	49%	53%	51%	39%	46%	48%	47%	53%	61%	46%	49%	50%	52%	47%	38%	60%	47%	53%	45%	48%	50%

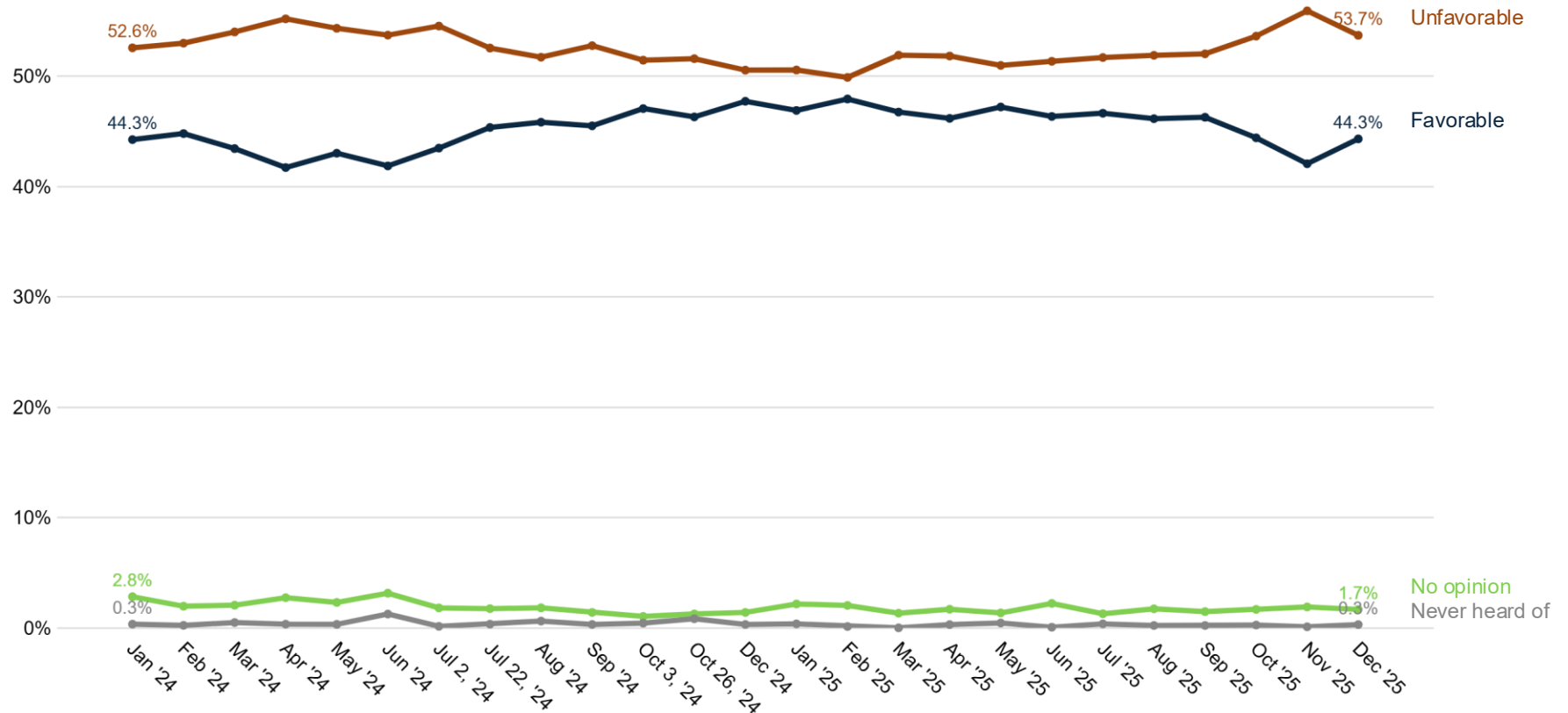
# Image: Donald Trump



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	34%	45%	47%	52%	40%	58%	46%	32%	59%	40%	35%	90%	31%	5%	43%	45%	44%	50%	18%	36%	50%	49%	35%	32%	54%	42%	44%	35%	42%	89%	3%	36%	46%	45%	46%	44%
Unfavorable Total	54%	61%	54%	52%	46%	59%	40%	50%	67%	39%	58%	63%	9%	66%	93%	54%	54%	56%	49%	77%	61%	47%	50%	62%	64%	45%	56%	53%	62%	54%	10%	96%	62%	50%	52%	53%	55%
Very favorable	32%	24%	34%	30%	43%	28%	45%	33%	23%	45%	30%	22%	70%	18%	2%	31%	33%	32%	37%	8%	30%	33%	36%	24%	23%	39%	32%	34%	23%	18%	67%	2%	17%	31%	30%	32%	34%
Somewhat favorable	12%	11%	11%	17%	9%	12%	13%	13%	8%	14%	10%	13%	20%	13%	3%	11%	12%	12%	13%	10%	7%	16%	12%	11%	10%	15%	11%	11%	12%	24%	22%	1%	19%	14%	15%	14%	10%
Somewhat unfavorable	5%	6%	3%	7%	3%	4%	6%	6%	3%	4%	5%	5%	5%	8%	2%	6%	4%	4%	4%	6%	5%	5%	4%	7%	4%	5%	5%	3%	6%	13%	6%	3%	6%	12%	7%	3%	3%
Very unfavorable	49%	55%	51%	46%	43%	55%	35%	45%	64%	35%	53%	57%	4%	58%	91%	48%	50%	52%	44%	71%	56%	43%	46%	56%	61%	41%	51%	50%	55%	41%	4%	93%	56%	39%	45%	50%	52%
No opinion	2%	4%	1%	1%	1%	1%	1%	3%	1%	2%	1%	2%	1%	3%	1%	3%	1%	0%	1%	4%	3%	3%	1%	3%	3%	1%	1%	2%	2%	4%	1%	1%	0%	3%	4%	1%	1%
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%

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

# Trend: Donald Trump Image

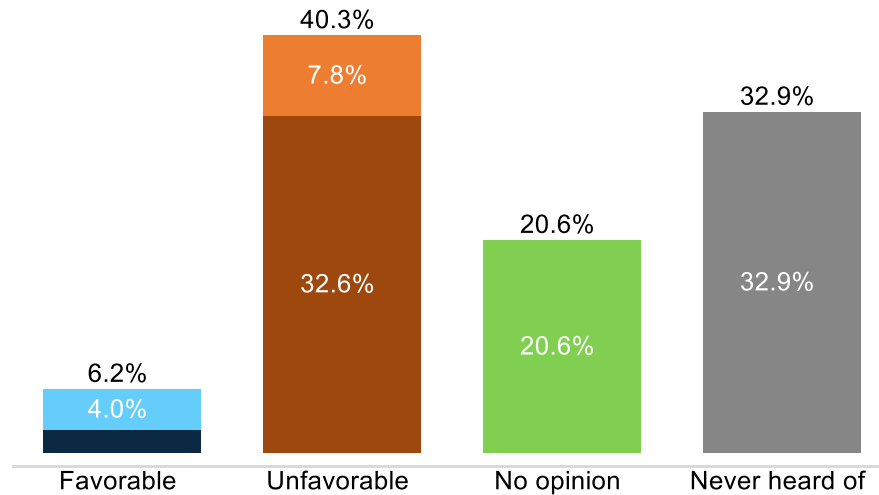




# Percent Change: Donald Trump Image (Nov '25 to Dec '25)

	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	<\$75k	\$75k-\$125k	\$125k+	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%	2%	3%	0%	5%	6%	-3%	5%	-1%	6%	1%	4%	2%	3%	0%	1%	2%	2%	5%	5%	4%	0%	-2%	6%	3%	3%	1%	-2%	2%	1%	5%	2%
Unfavorable Total	-2%	-4%	-1%	-1%	-3%	1%	-6%	-5%	3%	-5%	1%	-5%	-1%	-4%	-3%	-4%	0%	0%	-1%	0%	-7%	-5%	-4%	0%	1%	-5%	-3%	-3%	-1%	3%	-5%	-3%	-3%	-1%
Very favorable	4%	4%	1%	4%	6%	1%	9%	3%	2%	5%	2%	5%	5%	4%	2%	4%	2%	3%	3%	-2%	8%	6%	5%	4%	0%	5%	4%	7%	1%	-7%	6%	2%	3%	4%
Somewhat favorable	-1%	-2%	1%	-2%	-3%	-1%	-4%	3%	-6%	-1%	-3%	1%	-5%	0%	1%	-1%	-2%	-2%	-2%	5%	-3%	-2%	-2%	-4%	-2%	1%	-1%	-4%	0%	5%	-4%	-1%	1%	-2%
Somewhat unfavorable	-1%	1%	-1%	-2%	-3%	-4%	-1%	2%	-2%	-2%	-1%	0%	0%	-3%	-1%	0%	-1%	-2%	-1%	1%	-3%	-2%	-4%	0%	-2%	3%	-2%	0%	-1%	-1%	6%	-3%	-3%	-2%
Very unfavorable	-1%	-5%	0%	1%	-1%	5%	-5%	-7%	5%	-4%	2%	-5%	-1%	-1%	-1%	-4%	2%	3%	-1%	-2%	-4%	-3%	0%	0%	4%	-8%	-1%	-2%	0%	5%	-11%	0%	-1%	1%
No opinion	0%	0%	-1%	0%	0%	-1%	1%	-1%	0%	0%	0%	-2%	0%	0%	0%	0%	-1%	0%	-2%	3%	0%	0%	-1%	0%	-1%	-1%	0%	0%	-4%	2%	2%	-2%	-1%	
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	

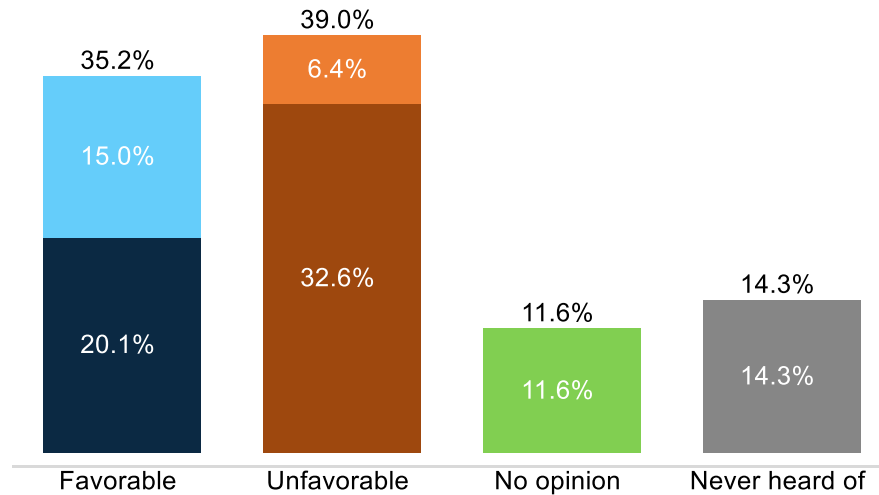
# Image: Nicolas Maduro



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	6%	6%	4%	11%	5%	5%	10%	5%	5%	5%	5%	9%	5%	7%	7%	7%	5%	5%	13%	8%	9%	6%	7%	4%	6%	9%	5%	5%	9%	6%	6%	0%	12%	8%	4%	5%	
Unfavorable Total	40%	23%	40%	46%	54%	55%	46%	25%	40%	42%	42%	33%	46%	40%	35%	31%	40%	52%	44%	18%	39%	34%	46%	28%	30%	55%	43%	36%	27%	27%	46%	36%	32%	32%	31%	37%	46%
Very favorable	2%	2%	2%	4%	1%	2%	3%	1%	2%	2%	2%	2%	1%	1%	4%	3%	2%	2%	1%	5%	4%	4%	2%	3%	1%	2%	3%	2%	2%	3%	2%	2%	0%	6%	2%	1%	2%
Somewhat favorable	4%	4%	2%	7%	3%	3%	6%	4%	2%	3%	3%	7%	3%	5%	4%	5%	3%	3%	8%	4%	5%	4%	4%	2%	4%	6%	3%	3%	6%	4%	4%	0%	6%	5%	3%	3%	
Somewhat unfavorable	8%	6%	7%	12%	7%	11%	8%	4%	10%	7%	9%	6%	5%	7%	11%	7%	9%	10%	8%	8%	10%	8%	8%	5%	9%	10%	7%	7%	10%	5%	10%	14%	9%	8%	8%	7%	
Very unfavorable	33%	17%	33%	35%	47%	44%	38%	21%	31%	35%	33%	27%	40%	34%	24%	24%	31%	42%	36%	10%	31%	25%	39%	20%	24%	46%	33%	30%	20%	17%	41%	27%	19%	22%	23%	30%	39%
No opinion	21%	22%	23%	18%	19%	20%	18%	23%	21%	20%	22%	16%	19%	20%	23%	22%	20%	21%	20%	25%	20%	22%	20%	21%	18%	20%	23%	21%	20%	18%	23%	18%	16%	19%	20%	22%	
Never heard of	33%	50%	33%	25%	22%	20%	27%	47%	34%	32%	30%	41%	31%	33%	35%	40%	34%	22%	31%	44%	33%	35%	27%	45%	46%	20%	28%	36%	47%	44%	30%	34%	49%	40%	43%	38%	26%

Do you have a favorable or unfavorable opinion of Nicolas Maduro?

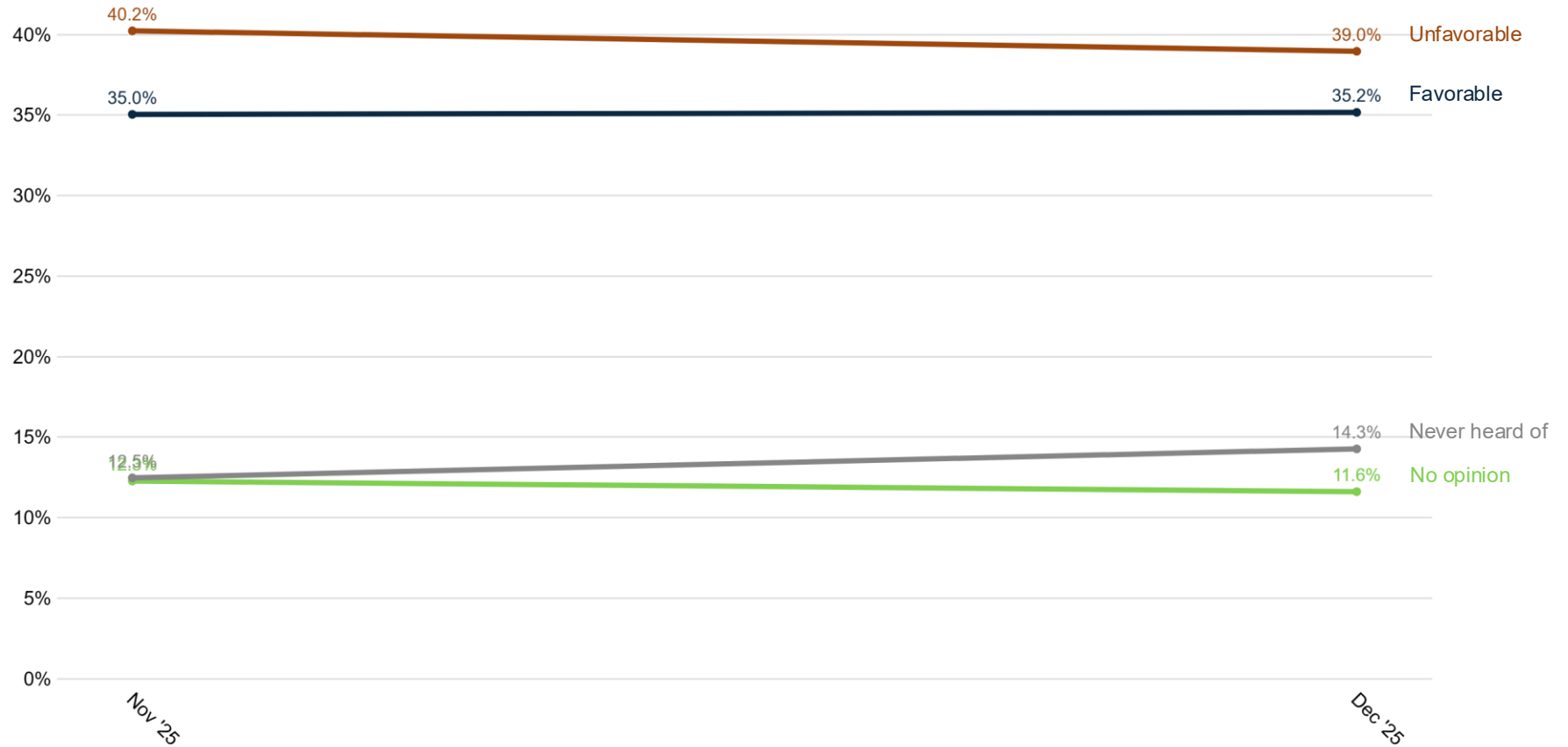
# Image: Zohran Mamdani



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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%	41%	32%	40%	27%	43%	25%	25%	51%	24%	39%	41%	6%	36%	66%	32%	36%	41%	33%	41%	37%	34%	32%	44%	46%	33%	35%	34%	39%	26%	7%	64%	40%	40%	34%	33%	35%
Unfavorable Total	39%	23%	40%	41%	54%	42%	52%	35%	27%	48%	39%	27%	72%	34%	8%	32%	41%	44%	45%	13%	29%	38%	45%	26%	27%	52%	40%	37%	26%	30%	72%	9%	22%	32%	30%	39%	44%
Very favorable	20%	28%	17%	24%	12%	21%	14%	14%	34%	12%	23%	23%	2%	19%	41%	19%	21%	23%	19%	20%	26%	19%	17%	25%	31%	15%	22%	22%	23%	9%	2%	39%	25%	26%	17%	20%	20%
Somewhat favorable	15%	13%	15%	17%	16%	22%	11%	11%	18%	12%	16%	17%	4%	18%	25%	13%	15%	18%	15%	21%	11%	15%	14%	18%	15%	18%	13%	13%	16%	17%	4%	26%	16%	14%	16%	13%	15%
Somewhat unfavorable	6%	6%	5%	7%	8%	8%	7%	6%	5%	6%	7%	6%	7%	9%	4%	5%	8%	6%	7%	8%	4%	10%	7%	6%	3%	8%	7%	5%	6%	9%	7%	5%	6%	8%	6%	5%	7%
Very unfavorable	33%	17%	35%	34%	46%	35%	45%	29%	23%	42%	32%	21%	64%	26%	4%	27%	33%	38%	38%	5%	25%	28%	38%	20%	23%	44%	33%	33%	20%	21%	65%	4%	16%	24%	24%	35%	37%
No opinion	12%	11%	15%	8%	11%	10%	10%	15%	10%	13%	11%	11%	8%	16%	12%	14%	10%	9%	10%	19%	14%	10%	12%	9%	10%	9%	12%	14%	12%	19%	8%	14%	20%	8%	12%	13%	12%
Never heard of	14%	25%	13%	11%	7%	5%	12%	25%	11%	15%	11%	21%	14%	14%	14%	22%	12%	6%	11%	27%	20%	18%	11%	21%	18%	6%	13%	15%	23%	24%	14%	13%	18%	21%	24%	15%	9%

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

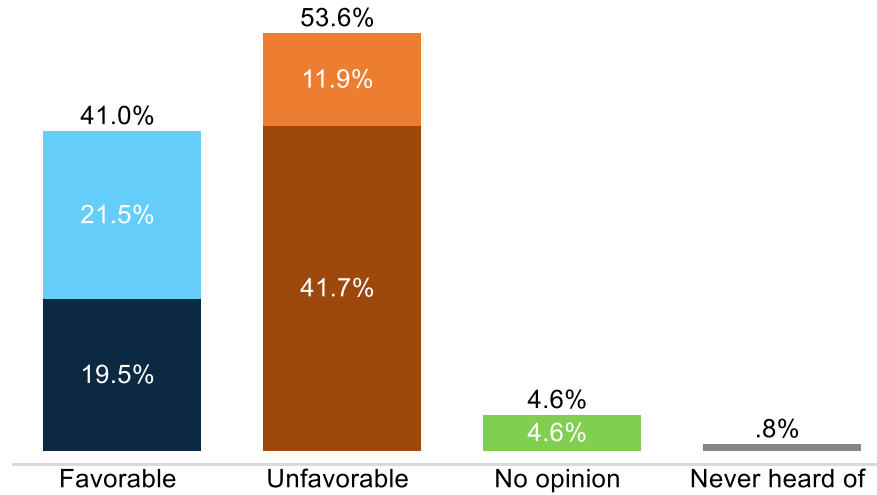
# Trend: Zohran Mamdani Image



# Percent Change: Zohran Mamdani Image (Nov '25 to Dec '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	<\$75k	\$75k-\$125k	\$125k+	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	0%	2%	-1%	1%	-1%	6%	-6%	-4%	7%	1%	3%	-9%	-2%	1%	2%	-1%	0%	4%	1%	-3%	-3%	-2%	1%	-3%	1%	0%	2%	0%	0%	2%	6%	5%	1%	-2%
Unfavorable Total	-1%	0%	-4%	-1%	0%	-4%	3%	1%	-6%	0%	-2%	0%	0%	-5%	-1%	-1%	-3%	-3%	-1%	-4%	-4%	1%	-2%	2%	-4%	0%	-6%	-1%	-1%	-15%	-1%	-9%	0%	1%
Very favorable	0%	3%	-1%	1%	-2%	0%	-2%	-3%	6%	-1%	4%	-9%	-1%	0%	1%	0%	-1%	2%	0%	-6%	0%	0%	-3%	3%	2%	-1%	1%	0%	0%	3%	10%	1%	2%	-3%
Somewhat favorable	0%	-1%	1%	0%	1%	5%	-3%	-1%	1%	2%	0%	0%	0%	1%	1%	-1%	1%	2%	1%	2%	-4%	-2%	4%	-5%	-1%	1%	2%	1%	0%	-1%	-4%	4%	-2%	1%
Somewhat unfavorable	1%	1%	0%	1%	3%	1%	3%	1%	-1%	1%	1%	1%	3%	-1%	1%	1%	3%	-1%	2%	2%	2%	4%	2%	2%	-1%	2%	0%	2%	1%	4%	-3%	1%	0%	2%
Very unfavorable	-3%	-1%	-4%	-2%	-3%	-6%	0%	0%	-6%	-2%	-4%	-1%	-3%	-5%	-2%	-3%	-6%	-2%	-2%	-6%	-7%	-2%	-4%	1%	-3%	-2%	-6%	-3%	-2%	-18%	1%	-10%	1%	-2%
No opinion	-1%	-2%	2%	-1%	-2%	0%	-2%	1%	-1%	0%	-2%	1%	-1%	-1%	1%	1%	-3%	-2%	-1%	1%	4%	-2%	-1%	-3%	2%	-2%	-1%	-2%	1%	11%	-8%	-3%	1%	1%
Never heard of	2%	0%	3%	1%	3%	-1%	5%	2%	1%	-1%	1%	8%	3%	6%	-2%	1%	6%	0%	1%	7%	4%	3%	2%	3%	1%	1%	5%	3%	0%	1%	3%	7%	-1%	1%

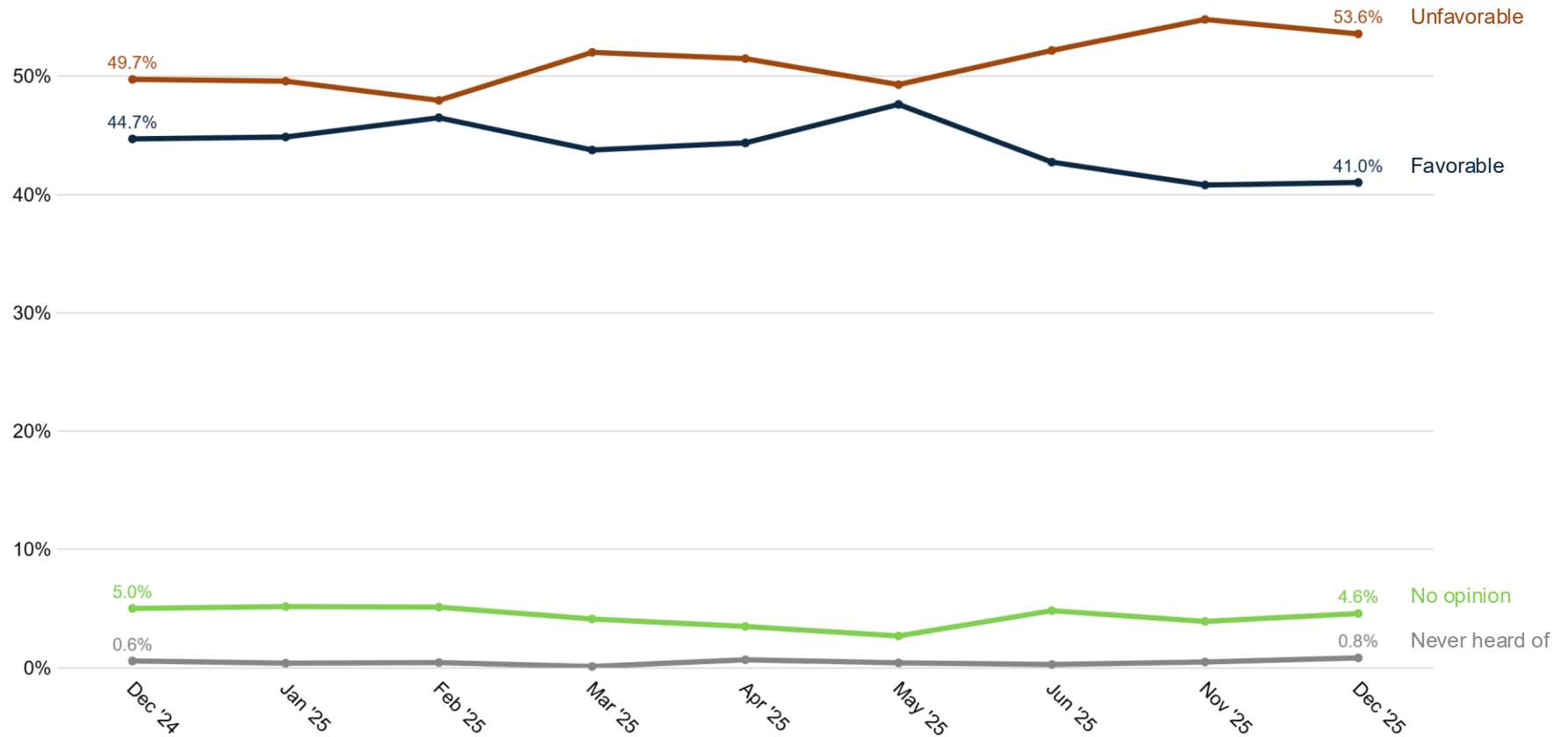
# Image: Republicans in Congress



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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%	32%	41%	42%	50%	35%	56%	43%	28%	55%	37%	33%	85%	28%	4%	39%	43%	40%	46%	20%	34%	46%	46%	32%	27%	49%	41%	41%	33%	36%	82%	3%	27%	40%	41%	42%	41%
Unfavorable Total	54%	59%	54%	53%	48%	63%	39%	48%	68%	39%	58%	61%	12%	64%	92%	53%	52%	59%	50%	71%	56%	48%	50%	62%	64%	48%	55%	54%	59%	50%	14%	92%	70%	48%	49%	52%	56%
Very favorable	19%	15%	23%	16%	24%	13%	27%	21%	15%	29%	16%	15%	44%	8%	2%	21%	19%	15%	22%	9%	16%	20%	22%	14%	12%	20%	21%	22%	16%	11%	39%	1%	5%	20%	18%	20%	20%
Somewhat favorable	22%	17%	19%	25%	26%	22%	29%	22%	13%	26%	21%	18%	41%	20%	2%	18%	24%	24%	24%	11%	19%	25%	24%	18%	15%	29%	20%	19%	17%	25%	42%	2%	22%	20%	23%	22%	21%
Somewhat unfavorable	12%	17%	10%	12%	9%	10%	11%	12%	14%	8%	13%	13%	8%	17%	13%	13%	13%	11%	11%	16%	13%	12%	10%	18%	18%	10%	11%	11%	16%	24%	9%	13%	28%	18%	14%	8%	10%
Very unfavorable	42%	42%	44%	42%	39%	53%	28%	35%	53%	31%	45%	48%	4%	46%	79%	40%	40%	48%	39%	55%	43%	36%	41%	44%	46%	38%	44%	42%	44%	26%	5%	79%	42%	30%	34%	43%	46%
No opinion	5%	8%	5%	4%	2%	2%	4%	8%	4%	5%	4%	5%	3%	7%	3%	6%	4%	1%	3%	8%	7%	5%	3%	6%	8%	3%	3%	5%	7%	12%	4%	3%	0%	10%	9%	5%	2%
Never heard of	1%	2%	0%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	2%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	3%	2%	2%	2%	0%

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

# Trend: Republicans in Congress Image

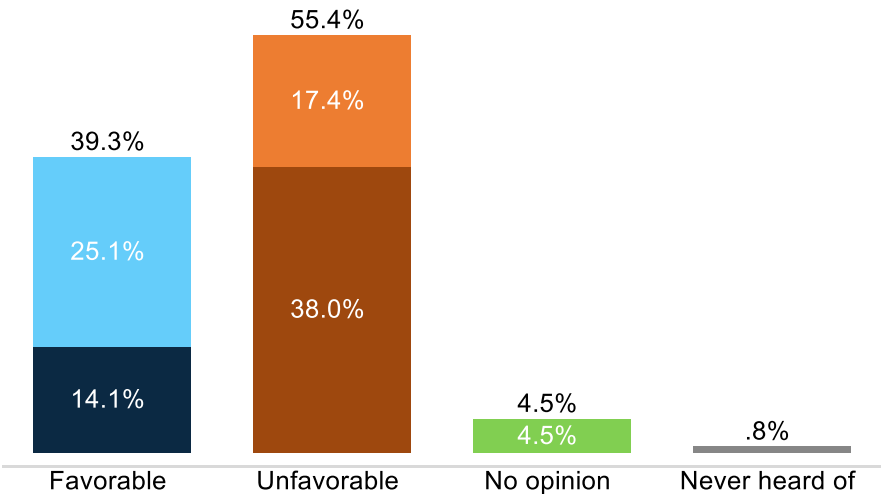




# Percent Change: Republicans in Congress Image (Nov '25 to Dec '25)

	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	<\$75k	\$75k-\$125k	\$125k+	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	0%	1%	0%	-1%	1%	-5%	4%	5%	-6%	4%	-4%	4%	0%	3%	-2%	0%	0%	0%	1%	-1%	-2%	3%	0%	-1%	-3%	4%	2%	1%	-1%	-8%	-5%	0%	3%	0%
Unfavorable Total	-1%	-3%	-1%	-1%	0%	5%	-5%	-6%	4%	-4%	2%	-6%	-1%	-7%	1%	-2%	0%	0%	-1%	4%	-5%	-3%	-1%	0%	2%	-5%	-2%	-2%	0%	11%	2%	-5%	-4%	0%
Very favorable	1%	1%	2%	-2%	3%	-2%	3%	1%	2%	6%	-2%	2%	3%	1%	-1%	2%	0%	0%	2%	-1%	0%	2%	1%	0%	1%	2%	2%	2%	0%	-13%	-1%	1%	-1%	2%
Somewhat favorable	-1%	0%	-2%	0%	-2%	-3%	1%	4%	-7%	-2%	-2%	2%	-3%	3%	-1%	-2%	0%	0%	-1%	1%	-2%	1%	-1%	-1%	-4%	1%	0%	-1%	-1%	4%	-4%	-1%	4%	-2%
Somewhat unfavorable	0%	4%	-1%	-1%	-2%	-1%	-2%	1%	1%	-5%	2%	1%	1%	-6%	3%	-1%	3%	-2%	-1%	7%	2%	-1%	-3%	1%	-1%	4%	0%	-1%	0%	11%	10%	-5%	-3%	0%
Very unfavorable	-1%	-6%	0%	1%	2%	6%	-3%	-8%	4%	1%	0%	-7%	-1%	-1%	-1%	-1%	-3%	2%	0%	-2%	-7%	-2%	2%	0%	3%	-9%	-1%	-1%	0%	0%	-8%	0%	-1%	0%
No opinion	1%	1%	1%	1%	-1%	0%	0%	1%	1%	0%	1%	1%	0%	2%	0%	1%	0%	0%	0%	-3%	6%	0%	0%	1%	1%	1%	0%	0%	1%	-3%	2%	3%	1%	0%
Never heard of	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	-1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	2%	1%	0%

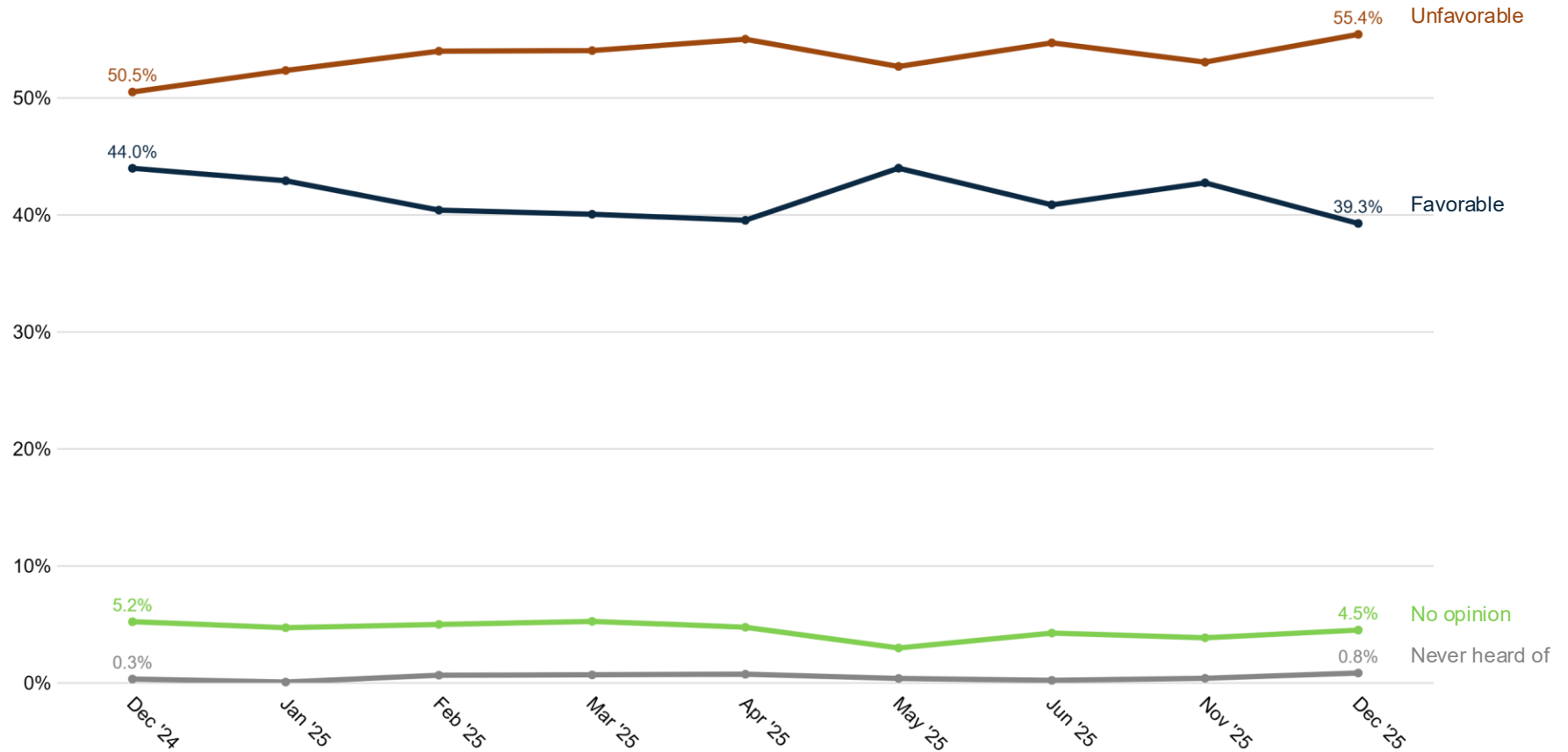
# Image: Democrats in Congress



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	39%	42%	45%	36%	32%	41%	27%	38%	52%	29%	41%	48%	4%	34%	80%	43%	39%	37%	34%	70%	46%	38%	36%	49%	42%	32%	38%	41%	47%	30%	4%	75%	35%	38%	39%	36%	41%
Unfavorable Total	55%	48%	50%	61%	65%	56%	69%	53%	44%	65%	53%	48%	90%	59%	17%	50%	58%	60%	62%	25%	44%	56%	59%	46%	51%	65%	58%	53%	46%	59%	90%	21%	59%	52%	52%	60%	56%
Very favorable	14%	13%	20%	9%	13%	11%	12%	17%	16%	13%	13%	20%	1%	6%	34%	19%	12%	10%	10%	38%	19%	13%	13%	18%	12%	10%	15%	16%	18%	5%	1%	28%	7%	10%	16%	11%	15%
Somewhat favorable	25%	29%	26%	27%	19%	31%	15%	20%	37%	17%	28%	28%	4%	28%	46%	25%	27%	28%	24%	32%	27%	25%	23%	32%	30%	22%	24%	25%	29%	25%	3%	47%	27%	28%	23%	25%	26%
Somewhat unfavorable	17%	22%	14%	19%	14%	18%	16%	17%	18%	16%	17%	20%	14%	28%	14%	15%	19%	20%	18%	14%	20%	18%	18%	16%	17%	17%	16%	18%	18%	33%	15%	17%	31%	19%	20%	18%	16%
Very unfavorable	38%	26%	36%	41%	50%	38%	53%	36%	26%	50%	36%	28%	76%	31%	3%	35%	38%	40%	44%	11%	24%	39%	41%	30%	34%	48%	42%	35%	27%	26%	75%	4%	27%	34%	32%	42%	40%
No opinion	4%	8%	4%	3%	3%	2%	4%	8%	3%	4%	5%	3%	4%	7%	2%	6%	2%	3%	4%	4%	9%	4%	4%	4%	7%	2%	3%	6%	6%	10%	4%	3%	4%	8%	8%	3%	3%
Never heard of	1%	2%	1%	0%	0%	0%	1%	2%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	2%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	3%	2%	1%	2%	0%	

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

# Trend: Democrats in Congress Image

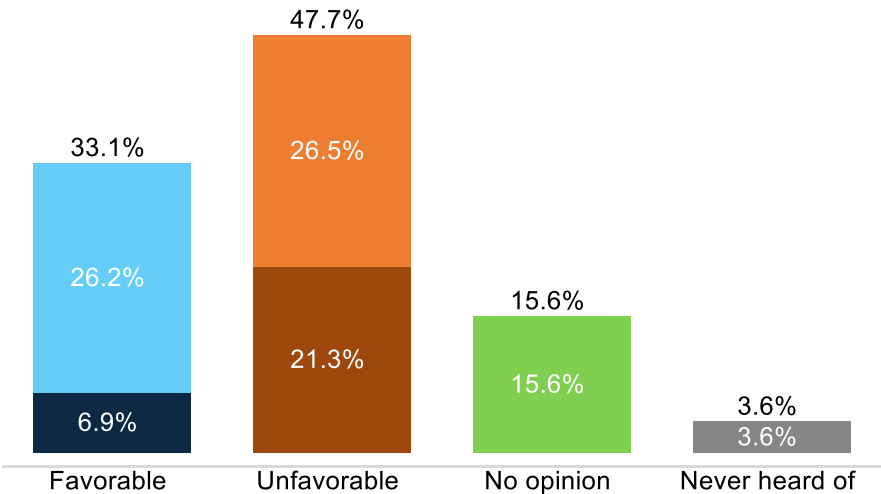


# Percent Change: Democrats in Congress Image (Nov '25 to Dec '25)

		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	<\$75k	\$75k-\$125k	\$125k+	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
Nov	Favorable Total	-2%	-5%	-3%	0%	1%	4%	-2%	-6%	-1%	0%	0%	-8%	-3%	1%	0%	-3%	2%	0%	-2%	4%	-1%	-4%	1%	1%	0%	-8%	0%	-4%	0%	-2%	-5%	-1%	0%	-1%
	Unfavorable Total	1%	3%	1%	1%	-2%	-3%	2%	3%	0%	1%	-2%	6%	1%	-2%	2%	3%	-3%	-1%	1%	1%	-1%	5%	-1%	0%	-1%	6%	-1%	3%	0%	19%	3%	1%	0%	-1%
	Very favorable	-1%	-6%	3%	-4%	4%	0%	1%	0%	-3%	3%	-1%	-3%	-2%	1%	1%	2%	-4%	0%	-1%	1%	4%	-3%	0%	2%	0%	-2%	0%	-2%	0%	-1%	-7%	1%	-2%	0%
	Somewhat favorable	-1%	1%	-6%	4%	-3%	5%	-3%	-6%	2%	-3%	1%	-4%	-2%	0%	-1%	-5%	6%	0%	-1%	3%	-5%	-1%	2%	-1%	0%	-5%	0%	-2%	1%	-2%	2%	-3%	2%	-1%
	Somewhat unfavorable	0%	3%	3%	-3%	-2%	0%	-5%	4%	1%	3%	-1%	0%	-4%	4%	3%	1%	3%	-4%	0%	4%	2%	-2%	-2%	-4%	3%	4%	1%	-1%	1%	7%	2%	3%	-4%	0%
	Very unfavorable	0%	0%	-3%	4%	0%	-3%	7%	-1%	-1%	-1%	-1%	6%	6%	-6%	-1%	1%	-5%	3%	1%	-2%	-4%	6%	0%	5%	-4%	1%	-3%	4%	-1%	13%	1%	-2%	5%	-1%
	No opinion	0%	0%	2%	-1%	0%	-1%	0%	1%	1%	-2%	1%	1%	1%	1%	-2%	0%	0%	0%	1%	-7%	1%	-1%	0%	-2%	0%	1%	1%	1%	-1%	-20%	2%	0%	-2%	1%
	Never heard of	1%	2%	1%	0%	0%	0%	0%	2%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	2%	1%	1%	0%	0%	1%	1%	1%	1%	0%	3%	1%	1%	1%	0%

Nov

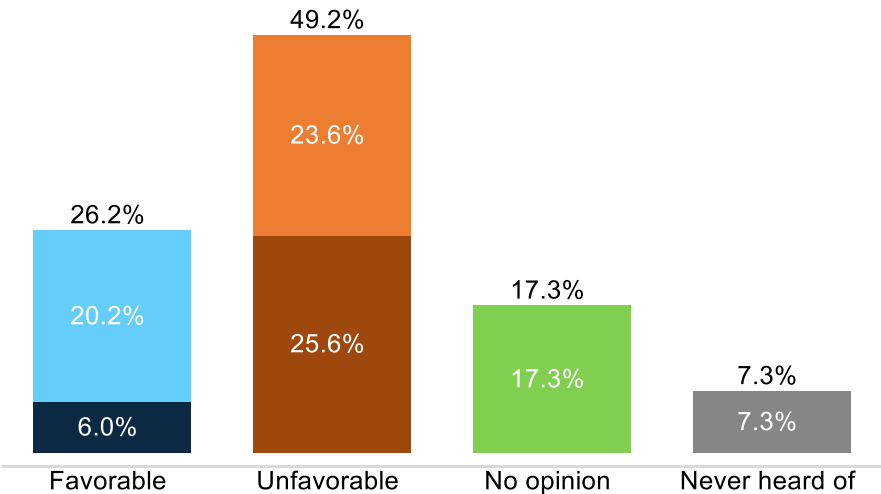
# Image: AI Tech Companies



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	33%	25%	28%	38%	44%	41%	41%	24%	30%	31%	35%	32%	44%	28%	26%	29%	37%	37%	32%	31%	40%	36%	37%	26%	22%	42%	39%	29%	24%	35%	42%	25%	45%	34%	33%	41%	30%
Unfavorable Total	48%	53%	48%	50%	40%	46%	43%	48%	53%	46%	48%	49%	33%	56%	58%	49%	45%	49%	49%	40%	43%	44%	45%	51%	60%	45%	46%	48%	52%	44%	36%	59%	39%	49%	43%	47%	49%
Very favorable	7%	7%	4%	10%	8%	9%	9%	4%	6%	5%	7%	10%	8%	5%	7%	5%	8%	8%	6%	9%	9%	9%	7%	7%	6%	7%	11%	5%	6%	9%	8%	6%	9%	11%	8%	9%	5%
Somewhat favorable	26%	18%	24%	28%	36%	32%	32%	20%	24%	26%	28%	22%	36%	23%	19%	23%	29%	29%	27%	22%	31%	26%	30%	19%	16%	35%	28%	24%	18%	27%	34%	19%	36%	23%	26%	32%	25%
Somewhat unfavorable	26%	25%	30%	23%	26%	26%	24%	27%	30%	25%	26%	30%	21%	31%	29%	26%	26%	28%	27%	21%	28%	25%	27%	25%	26%	27%	22%	29%	27%	26%	24%	30%	17%	22%	22%	23%	30%
Very unfavorable	21%	27%	18%	27%	14%	20%	19%	21%	24%	20%	23%	19%	12%	25%	29%	22%	19%	22%	22%	20%	15%	20%	18%	26%	33%	18%	24%	19%	25%	18%	12%	29%	22%	27%	20%	23%	19%
No opinion	16%	17%	19%	11%	14%	12%	14%	20%	14%	18%	14%	16%	19%	13%	12%	16%	16%	13%	15%	19%	16%	16%	15%	16%	16%	12%	14%	20%	16%	17%	19%	13%	9%	13%	17%	11%	17%
Never heard of	4%	5%	5%	1%	2%	1%	2%	8%	2%	4%	3%	3%	3%	3%	4%	6%	2%	1%	3%	10%	1%	3%	3%	7%	2%	2%	1%	4%	7%	4%	3%	4%	7%	4%	7%	1%	3%

Do you have a favorable or unfavorable opinion of AI Tech Companies?

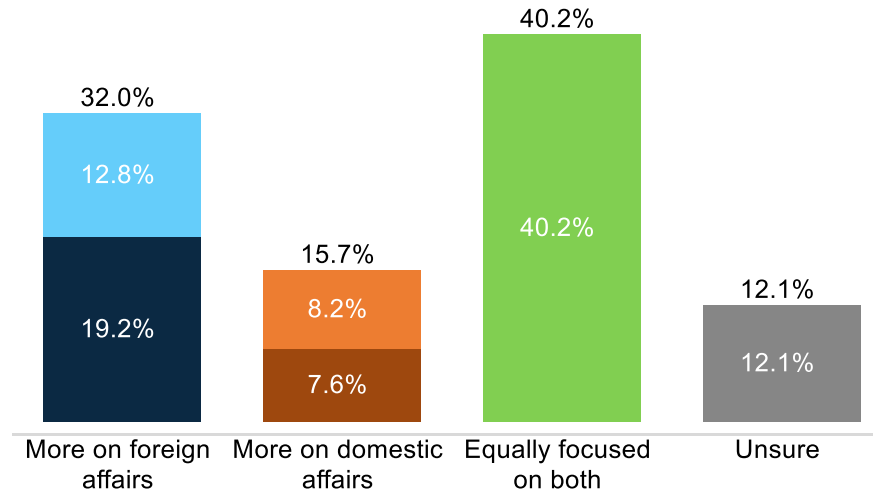
# Image: AI Data Centers



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	26%	19%	20%	30%	38%	38%	30%	19%	20%	26%	26%	28%	35%	25%	18%	23%	29%	30%	26%	19%	36%	28%	30%	18%	19%	38%	27%	21%	17%	28%	35%	19%	33%	27%	25%	27%	26%
Unfavorable Total	49%	53%	49%	54%	40%	47%	47%	46%	58%	47%	51%	48%	35%	58%	58%	47%	49%	53%	51%	39%	46%	48%	47%	53%	61%	46%	49%	50%	52%	47%	38%	60%	47%	53%	45%	48%	50%
Very favorable	6%	5%	3%	6%	10%	8%	9%	4%	4%	5%	6%	8%	8%	6%	4%	5%	6%	7%	6%	6%	8%	6%	6%	6%	6%	8%	8%	3%	5%	5%	8%	4%	4%	9%	5%	8%	5%
Somewhat favorable	20%	14%	17%	24%	28%	30%	22%	15%	16%	21%	20%	20%	27%	19%	14%	17%	22%	23%	20%	13%	28%	22%	24%	12%	13%	30%	19%	18%	12%	23%	27%	14%	29%	17%	19%	19%	21%
Somewhat unfavorable	24%	22%	26%	22%	25%	25%	22%	21%	27%	23%	22%	29%	18%	27%	27%	21%	26%	27%	25%	22%	21%	24%	24%	23%	21%	24%	24%	25%	23%	25%	19%	29%	19%	26%	18%	23%	25%
Very unfavorable	26%	32%	23%	32%	15%	22%	25%	25%	30%	24%	29%	19%	17%	31%	31%	26%	23%	26%	26%	17%	26%	25%	23%	31%	40%	22%	26%	25%	29%	22%	18%	32%	28%	26%	27%	26%	25%
No opinion	17%	17%	21%	14%	16%	12%	18%	22%	16%	20%	17%	14%	23%	13%	14%	19%	16%	14%	17%	20%	14%	17%	17%	17%	15%	14%	17%	21%	18%	17%	21%	13%	20%	14%	20%	18%	17%
Never heard of	7%	11%	9%	2%	6%	3%	5%	13%	6%	7%	6%	10%	7%	5%	9%	11%	6%	3%	6%	22%	4%	6%	6%	12%	5%	2%	6%	8%	13%	8%	7%	8%	0%	7%	10%	7%	7%

Do you have a favorable or unfavorable opinion of AI Data Centers?

# Trump Focus Belief – Foreign vs Domestic

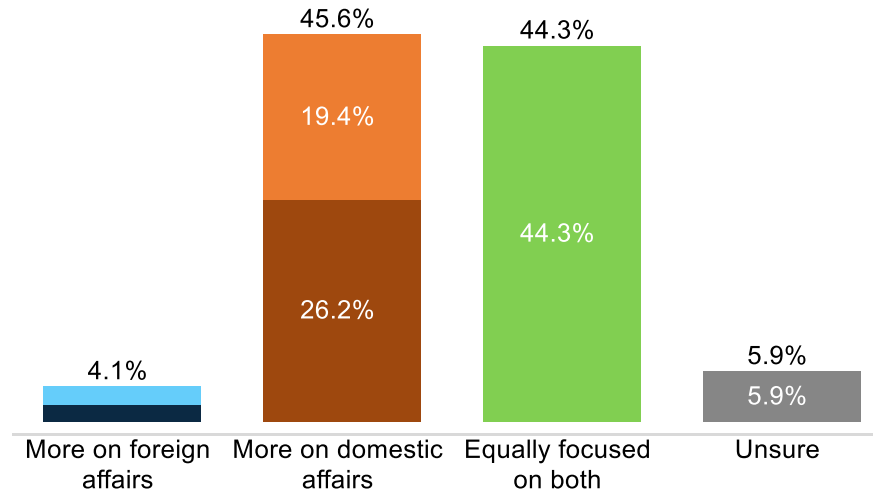


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
More on foreign affairs	32%	38%	34%	27%	28%	32%	23%	34%	40%	25%	32%	41%	13%	37%	50%	34%	33%	29%	28%	51%	37%	28%	30%	37%	38%	24%	32%	31%	41%	34%	13%	50%	45%	34%	32%	34%	31%
More on domestic affairs	16%	13%	11%	23%	17%	21%	20%	11%	13%	17%	16%	13%	17%	11%	18%	15%	14%	20%	16%	16%	17%	18%	16%	18%	18%	24%	13%	10%	15%	16%	16%	18%	20%	11%	18%	16%	
Much more on foreign affairs	19%	21%	22%	15%	17%	20%	13%	20%	24%	16%	18%	25%	4%	22%	34%	21%	19%	16%	16%	33%	23%	15%	18%	21%	23%	15%	18%	18%	25%	17%	4%	34%	22%	16%	21%	20%	19%
Somewhat more on foreign affairs	13%	17%	12%	12%	10%	12%	10%	14%	16%	9%	14%	16%	9%	15%	16%	13%	14%	13%	12%	18%	15%	13%	12%	16%	15%	9%	14%	13%	16%	18%	9%	16%	23%	18%	12%	13%	12%
Equally focused on both	40%	36%	42%	39%	44%	33%	49%	41%	36%	48%	40%	32%	66%	35%	17%	37%	43%	40%	43%	21%	38%	43%	43%	35%	32%	45%	36%	42%	36%	36%	66%	16%	36%	38%	43%	40%	40%
Somewhat more on domestic affairs	8%	6%	6%	12%	9%	11%	10%	6%	6%	9%	9%	6%	9%	7%	9%	8%	6%	12%	8%	7%	8%	10%	8%	8%	10%	11%	11%	7%	6%	8%	8%	8%	9%	11%	6%	11%	8%
Much more on domestic affairs	8%	7%	5%	11%	9%	9%	10%	5%	7%	8%	7%	7%	8%	5%	9%	7%	8%	8%	7%	9%	9%	9%	7%	8%	8%	8%	13%	7%	5%	7%	7%	8%	10%	9%	5%	7%	8%
Unsure	12%	13%	14%	10%	11%	14%	8%	14%	12%	10%	12%	14%	5%	17%	16%	14%	10%	11%	13%	13%	8%	11%	11%	13%	12%	12%	8%	14%	13%	14%	5%	18%	0%	8%	13%	9%	14%

Do you believe President Donald Trump is focused more on foreign affairs, domestic affairs, or equally on both?



# Trump Focus – Foreign vs Domestic



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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 on foreign affairs	4%	5%	2%	8%	3%	4%	6%	4%	1%	3%	4%	6%	3%	3%	6%	6%	3%	3%	3%	8%	7%	6%	4%	6%	2%	5%	7%	2%	4%	5%	4%	4%	2%	12%	4%	3%	3%
More on domestic affairs	46%	49%	44%	46%	43%	49%	42%	43%	50%	44%	46%	47%	37%	48%	54%	41%	48%	51%	45%	53%	43%	47%	46%	42%	52%	44%	47%	46%	47%	46%	36%	54%	58%	44%	44%	52%	45%
Much more on foreign affairs	2%	2%	0%	5%	1%	3%	4%	2%	0%	1%	2%	3%	1%	1%	3%	3%	1%	2%	2%	4%	2%	3%	2%	3%	1%	2%	4%	1%	1%	1%	1%	3%	0%	5%	1%	2%	2%
Somewhat more on foreign affairs	2%	3%	1%	3%	1%	2%	3%	3%	1%	2%	2%	2%	2%	2%	3%	3%	2%	1%	2%	4%	5%	3%	2%	3%	2%	2%	3%	1%	3%	4%	2%	2%	2%	8%	3%	2%	1%
Equally focused on both	44%	37%	50%	41%	49%	40%	50%	46%	40%	47%	44%	42%	58%	41%	32%	46%	43%	41%	46%	34%	46%	41%	45%	45%	40%	47%	42%	45%	42%	44%	58%	32%	37%	37%	46%	41%	46%
Somewhat more on domestic affairs	19%	19%	17%	20%	23%	23%	20%	18%	18%	21%	19%	18%	21%	18%	18%	16%	22%	23%	21%	13%	17%	18%	20%	18%	20%	20%	25%	19%	17%	19%	21%	19%	29%	22%	17%	19%	20%
Much more on domestic affairs	26%	30%	27%	26%	21%	26%	22%	26%	32%	23%	27%	29%	15%	30%	35%	25%	26%	27%	24%	39%	26%	29%	26%	24%	32%	24%	23%	27%	30%	27%	16%	36%	29%	22%	26%	33%	25%
Unsure	6%	9%	5%	4%	5%	7%	2%	6%	8%	6%	6%	6%	2%	7%	9%	7%	6%	5%	6%	5%	4%	6%	6%	7%	6%	5%	4%	7%	7%	5%	2%	9%	4%	7%	7%	4%	6%

What should President Donald Trump's focus be more on? Foreign affairs, domestic affairs, or equally on both?

# Percent Change: Trump Focus – Foreign vs Domestic\*

	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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 on foreign affairs	28%	33%	32%	19%	25%	28%	17%	29%	38%	22%	28%	35%	9%	34%	44%	28%	30%	26%	25%	43%	31%	22%	26%	31%	35%	20%	25%	29%	37%	29%	9%	46%	43%	22%	29%	30%	28%
More on domestic affairs	-30%	-36%	-33%	-23%	-26%	-28%	-21%	-32%	-37%	-27%	-30%	-34%	-20%	-37%	-36%	-26%	-34%	-31%	-29%	-37%	-27%	-29%	-30%	-27%	-34%	-26%	-23%	-32%	-36%	-31%	-21%	-38%	-39%	-24%	-32%	-34%	-29%
Much more on foreign affairs	17%	19%	22%	10%	16%	17%	9%	19%	24%	15%	17%	22%	2%	20%	31%	18%	18%	15%	15%	29%	21%	12%	17%	19%	23%	13%	14%	17%	24%	16%	3%	31%	22%	11%	20%	18%	18%
Somewhat more on foreign affairs	11%	14%	11%	8%	9%	10%	8%	11%	15%	7%	11%	14%	7%	13%	13%	10%	12%	12%	10%	14%	10%	10%	10%	13%	13%	7%	12%	12%	13%	13%	6%	15%	21%	11%	9%	12%	11%
Equally focused on both	-4%	-1%	-8%	-2%	-5%	-7%	-1%	-5%	-5%	1%	-4%	-10%	7%	-6%	-15%	-9%	0%	-1%	-2%	-14%	-8%	1%	-2%	-11%	-8%	-2%	-6%	-3%	-6%	-8%	8%	-16%	0%	1%	-2%	-1%	-6%
Somewhat more on domestic affairs	-11%	-12%	-11%	-8%	-14%	-12%	-10%	-12%	-12%	-12%	-11%	-12%	-13%	-12%	-10%	-8%	-16%	-12%	-12%	-6%	-10%	-8%	-12%	-11%	-10%	-9%	-14%	-12%	-11%	-11%	-12%	-11%	-20%	-10%	-11%	-8%	-12%
Much more on domestic affairs	-19%	-24%	-22%	-15%	-12%	-16%	-11%	-21%	-26%	-14%	-20%	-22%	-7%	-26%	-26%	-18%	-18%	-19%	-17%	-31%	-17%	-20%	-18%	-16%	-24%	-16%	-9%	-20%	-25%	-20%	-9%	-28%	-19%	-13%	-21%	-26%	-17%
Unsure	6%	4%	8%	6%	6%	7%	5%	8%	4%	4%	7%	8%	3%	10%	7%	7%	4%	5%	6%	8%	4%	5%	5%	6%	6%	8%	4%	7%	5%	9%	3%	9%	-4%	1%	6%	5%	8%

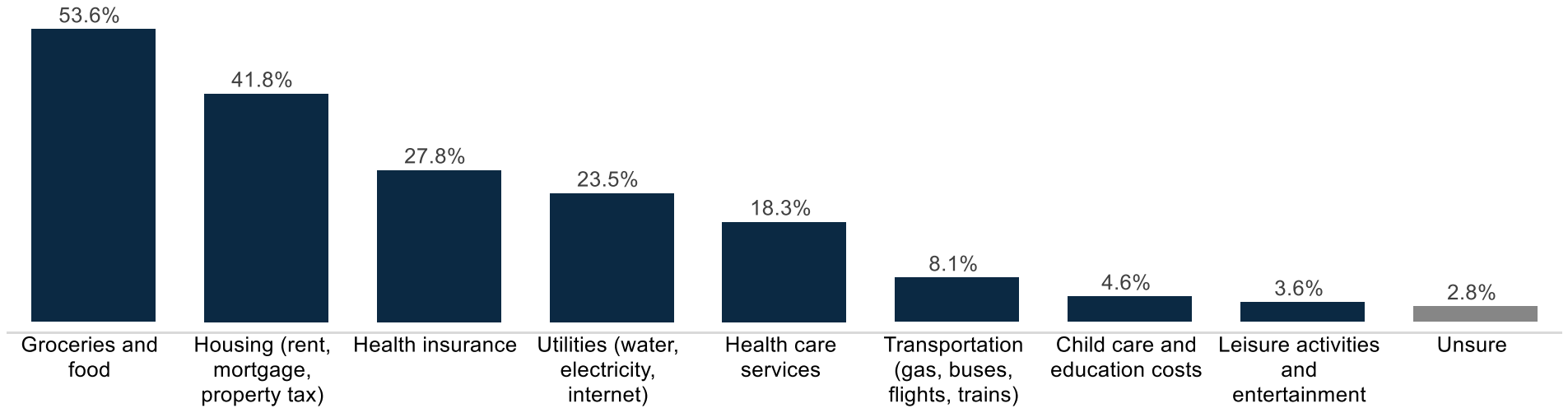
\* Do you believe President Donald Trump is focused more on foreign affairs, domestic affairs, or equally on both?  
– What should President Donald Trump's focus be more on? Foreign affairs, domestic affairs, or equally on both?

# Percent Change: Trump Focus – Foreign vs Domestic\*

	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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 on foreign affairs	-28%	-33%	-32%	-19%	-25%	-28%	-17%	-29%	-38%	-22%	-28%	-35%	-9%	-34%	-44%	-28%	-30%	-26%	-25%	-43%	-31%	-22%	-26%	-31%	-35%	-20%	-25%	-29%	-37%	-29%	-9%	-46%	-43%	-22%	-29%	-30%	-28%
More on domestic affairs	30%	36%	33%	23%	26%	28%	21%	32%	37%	27%	30%	34%	20%	37%	36%	26%	34%	31%	29%	37%	27%	29%	30%	27%	34%	26%	23%	32%	36%	31%	21%	38%	39%	24%	32%	34%	29%
Much more on foreign affairs	-17%	-19%	-22%	-10%	-16%	-17%	-9%	-19%	-24%	-15%	-17%	-22%	-2%	-20%	-31%	-18%	-18%	-15%	-15%	-29%	-21%	-12%	-17%	-19%	-23%	-13%	-14%	-17%	-24%	-16%	-3%	-31%	-22%	-11%	-20%	-18%	-18%
Somewhat more on foreign affairs	-11%	-14%	-11%	-8%	-9%	-10%	-8%	-11%	-15%	-7%	-11%	-14%	-7%	-13%	-13%	-10%	-12%	-12%	-10%	-14%	-10%	-10%	-10%	-13%	-13%	-7%	-12%	-12%	-13%	-13%	-6%	-15%	-21%	-11%	-9%	-12%	-11%
Equally focused on both	4%	1%	8%	2%	5%	7%	1%	5%	5%	-1%	4%	10%	-7%	6%	15%	9%	0%	1%	2%	14%	8%	-1%	2%	11%	8%	2%	6%	3%	6%	8%	-8%	16%	0%	-1%	2%	1%	6%
Somewhat more on domestic affairs	11%	12%	11%	8%	14%	12%	10%	12%	12%	12%	11%	12%	13%	12%	10%	8%	16%	12%	12%	6%	10%	8%	12%	11%	10%	9%	14%	12%	11%	11%	12%	11%	20%	10%	11%	8%	12%
Much more on domestic affairs	19%	24%	22%	15%	12%	16%	11%	21%	26%	14%	20%	22%	7%	26%	26%	18%	18%	19%	17%	31%	17%	20%	18%	16%	24%	16%	9%	20%	25%	20%	9%	28%	19%	13%	21%	26%	17%
Unsure	-6%	-4%	-8%	-6%	-6%	-7%	-5%	-8%	-4%	-4%	-7%	-8%	-3%	-10%	-7%	-7%	-4%	-5%	-6%	-8%	-4%	-5%	-5%	-6%	-8%	-4%	-7%	-5%	-9%	-3%	-9%	4%	-1%	-6%	-5%	-8%	

\* What should President Donald Trump's focus be more on? Foreign affairs, domestic affairs, or equally on both?  
 – Do you believe President Donald Trump is focused more on foreign affairs, domestic affairs, or equally on both?

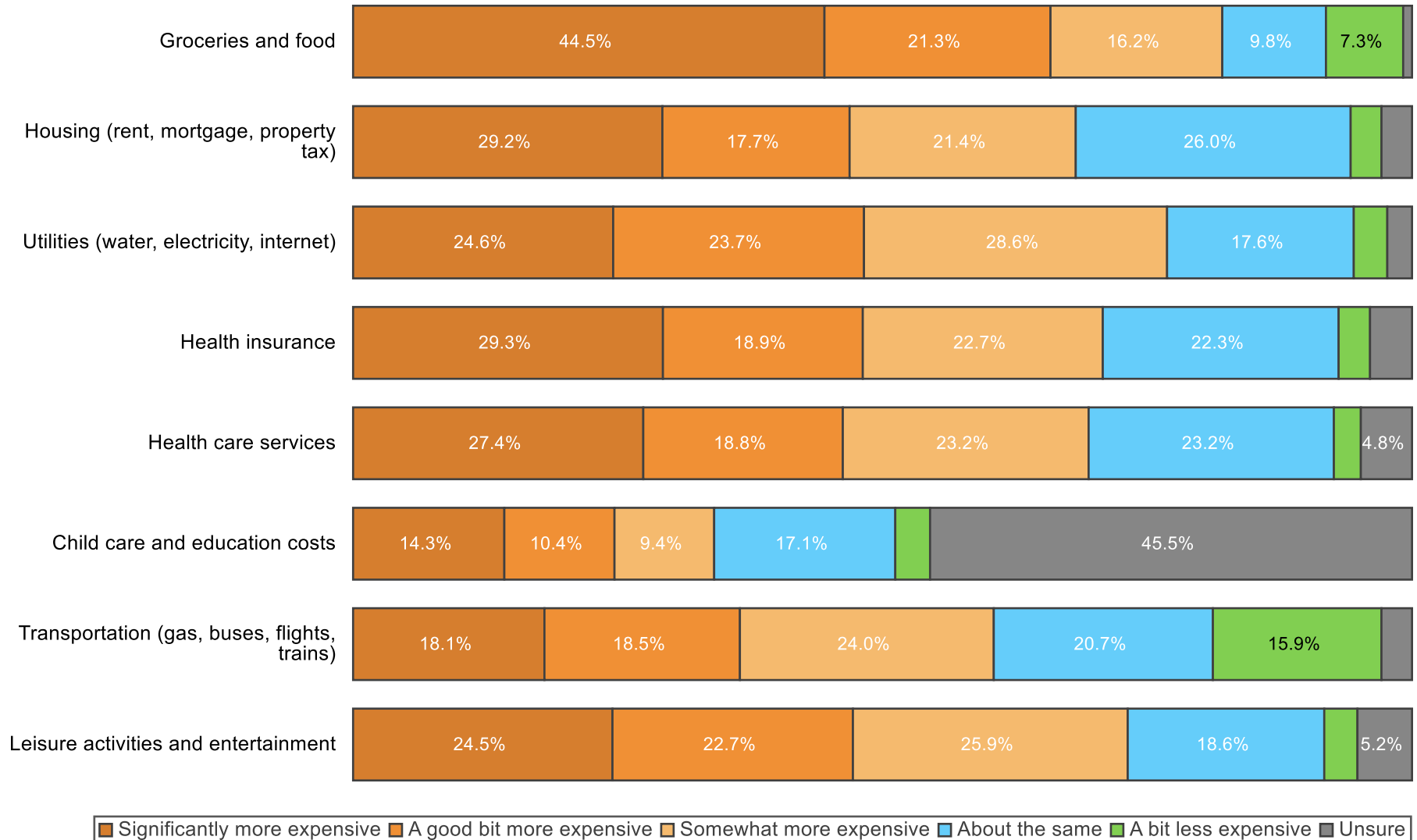
# Largest Financial Stressor



		Demographic Breakdown																																				
		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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Category	Value																																					
	Percentage																																					
Groceries and food	54%	56%	55%	53%	50%	46%	56%	58%	53%	50%	55%	55%	50%	53%	58%	62%	51%	45%	53%	54%	59%	52%	51%	61%	58%	49%	56%	53%	58%	54%	50%	58%	56%	48%	62%	54%	53%	
Housing (rent, mortgage, property tax)	42%	54%	35%	43%	35%	38%	40%	46%	42%	35%	42%	50%	40%	42%	43%	44%	40%	41%	38%	52%	57%	46%	33%	67%	66%	34%	47%	38%	51%	46%	40%	41%	57%	51%	47%	50%	36%	
Health insurance	28%	23%	31%	27%	31%	33%	25%	23%	32%	29%	30%	22%	23%	33%	29%	22%	31%	34%	30%	19%	20%	25%	32%	17%	22%	33%	22%	32%	22%	28%	25%	31%	17%	19%	25%	29%	31%	
Utilities (water, electricity, internet)	24%	20%	27%	22%	25%	21%	26%	27%	19%	26%	23%	21%	27%	23%	20%	26%	23%	21%	23%	32%	19%	21%	26%	19%	17%	25%	22%	23%	24%	20%	28%	20%	17%	19%	26%	21%	24%	
Health care services	18%	14%	19%	15%	26%	25%	16%	14%	19%	20%	19%	15%	16%	21%	20%	14%	21%	21%	20%	9%	14%	16%	21%	13%	13%	23%	16%	20%	12%	18%	16%	21%	22%	17%	12%	17%	21%	
Transportation (gas, buses, flights, trains)	8%	7%	8%	10%	8%	8%	9%	7%	8%	8%	8%	9%	11%	7%	6%	8%	9%	7%	8%	5%	12%	8%	9%	6%	6%	9%	9%	6%	9%	8%	10%	6%	8%	11%	6%	7%	8%	
Child care and education costs	5%	9%	1%	6%	3%	7%	2%	5%	5%	5%	4%	6%	4%	6%	5%	3%	3%	8%	5%	6%	3%	11%	5%	3%	5%	5%	3%	6%	4%	5%	4%	6%	3%	8%	6%	6%	3%	
Leisure activities and entertainment	4%	5%	1%	7%	2%	6%	3%	1%	5%	3%	3%	5%	4%	3%	4%	3%	3%	6%	4%	2%	2%	5%	3%	5%	3%	4%	5%	3%	3%	4%	4%	3%	10%	7%	4%	3%	3%	
Unsure	3%	2%	3%	3%	3%	3%	2%	3%	2%	4%	2%	3%	4%	2%	2%	1%	2%	4%	3%	2%	0%	2%	3%	1%	1%	2%	3%	3%	2%	2%	4%	2%	3%	2%	1%	1%	4%	

Which two areas of household spending are the biggest financial stressors for you right now? Select two.

# Items' Monthly Cost vs a Year Ago



For each of the following, please answer how much on a MONTHLY basis the item(s) are costing you compared to a year ago.

# Items' Monthly Cost vs a Year Ago Heatmaps

More expensive

		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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
	Groceries and food	82%	85%	86%	77%	79%	80%	77%	85%	87%	79%	82%	86%	70%	83%	94%	85%	79%	81%	80%	88%	85%	82%	81%	86%	87%	78%	80%	85%	86%	86%	68%	95%	83%	78%	83%	82%	83%
	Housing (rent, mortgage, property tax)	68%	75%	69%	67%	61%	60%	67%	72%	72%	65%	68%	74%	61%	69%	76%	72%	68%	64%	65%	82%	77%	72%	65%	79%	78%	62%	67%	67%	77%	70%	59%	76%	74%	73%	69%	73%	65%
	Utilities (water, electricity, internet)	77%	76%	80%	72%	79%	75%	76%	77%	80%	74%	78%	78%	72%	78%	81%	78%	76%	76%	75%	84%	79%	76%	79%	73%	77%	75%	77%	78%	78%	76%	71%	83%	54%	71%	77%	73%	80%
	Health insurance	71%	67%	76%	68%	72%	73%	68%	68%	76%	71%	71%	70%	61%	75%	78%	70%	70%	73%	70%	69%	72%	69%	73%	68%	70%	73%	67%	74%	69%	72%	62%	79%	44%	66%	73%	69%	73%
	Health care services	69%	70%	72%	68%	67%	69%	66%	68%	75%	70%	69%	70%	58%	75%	78%	69%	71%	68%	68%	75%	71%	70%	69%	73%	72%	69%	65%	72%	70%	71%	58%	80%	54%	66%	77%	66%	70%
	Child care and education costs	34%	42%	27%	45%	23%	33%	34%	36%	32%	32%	33%	39%	26%	35%	41%	37%	31%	33%	29%	46%	53%	53%	31%	39%	41%	32%	38%	36%	33%	37%	26%	41%	39%	47%	42%	31%	29%
	Transportation (gas, buses, flights, trains)	61%	63%	64%	61%	52%	59%	54%	63%	64%	55%	62%	64%	47%	62%	73%	63%	60%	58%	57%	71%	71%	65%	58%	68%	67%	55%	59%	64%	63%	62%	46%	73%	58%	64%	65%	59%	59%
	Leisure activities and entertainment	73%	75%	76%	73%	68%	71%	70%	72%	79%	74%	74%	70%	64%	75%	81%	74%	72%	76%	72%	74%	80%	74%	72%	78%	77%	72%	69%	76%	75%	76%	64%	82%	68%	68%	77%	75%	73%

A bit less expensive

		Demographic Breakdown																																Geographic Breakdown								Political Breakdown								Economic Breakdown								Social Breakdown																																																																																							
		Age & Gender								Race & Ethnicity								Marital Status								Income Level								Homeownership								Political Affiliation								Voting Behavior																																																																																															
		F <55				F 55+				M <55				M 55+				M Col				M No Col				F No Col				F Col				Rural				Suburban				Urban				Republican				Independent				Democrat				<\$75k				\$75k-\$125k				\$125k+				White				Black				Hispanic				Parent				Homeowner				Renter				AspirHomeownr				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			
Groceries and food		7%	5%	6%	9%	9%	8%	10%	6%	5%	9%	8%	4%	13%	6%	2%	6%	7%	8%	8%	3%	6%	8%	9%	4%	2%	9%	8%	8%	4%	4%	15%	1%	0%	8%	7%	7%	8%																																																																																																											
Housing (rent, mortgage, property tax)		3%	3%	1%	3%	5%	4%	4%	2%	2%	4%	3%	2%	4%	3%	2%	3%	2%	3%	3%	4%	4%	3%	2%	2%	4%	4%	2%	2%	4%	4%	2%	2%	3%	4%	2%	0%	8%	2%	2%	2%																																																																																																								
Utilities (water, electricity, internet)		3%	4%	3%	3%	2%	3%	2%	4%	3%	3%	3%	3%	4%	3%	2%	3%	2%	4%	3%	4%	3%	4%	2%	1%	3%	1%	5%	3%	4%	5%	2%	3%	6%	1%	5%	3%																																																																																																												
Health insurance		3%	4%	2%	5%	1%	3%	3%	4%	2%	3%	3%	3%	4%	4%	2%	4%	2%	2%	3%	5%	3%	4%	3%	4%	2%	4%	2%	4%	2%	4%	3%	4%	2%	0%	9%	3%	4%	2%																																																																																																										
Health care services		3%	5%	1%	2%	2%	2%	2%	5%	1%	3%	2%	3%	3%	2%	2%	3%	2%	1%	2%	4%	4%	4%	2%	3%	1%	1%	3%	3%	3%	3%	3%	2%	0%	9%	2%	4%	1%																																																																																																											
Child care and education costs		3%	4%	1%	5%	4%	3%	6%	2%	3%	4%	3%	2%	5%	1%	3%	4%	4%	3%	3%	5%	4%	5%	3%	4%	2%	4%	4%	2%	4%	2%	5%	2%	0%	9%	4%	3%	2%																																																																																																											
Transportation (gas, buses, flights, trains)		16%	10%	15%	17%	22%	14%	24%	14%	11%	23%	15%	10%	30%	14%	3%	14%	17%	17%	18%	7%	8%	16%	19%	9%	10%	21%	17%	14%	11%	12%	31%	2%	4%	14%	12%	19%	17%																																																																																																											
Leisure activities and entertainment		3%	3%	2%	5%	3%	3%	5%	3%	2%	3%	3%	3%	5%	2%	2%	3%	3%	3%	3%	3%	3%	3%	4%	2%	4%	4%	2%	3%	3%	3%	5%	1%	7%	5%	3%	3%	3%																																																																																																											

# Items' Monthly Cost vs a Year Ago Heatmaps

Significantly more expensive

	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Groceries and food	45%	53%	48%	42%	34%	38%	37%	48%	52%	42%	44%	48%	28%	51%	57%	49%	39%	42%	41%	55%	52%	46%	41%	51%	53%	35%	43%	49%	51%	43%	28%	59%	46%	40%	49%	46%	43%
Housing (rent, mortgage, property tax)	29%	37%	30%	30%	19%	21%	28%	35%	31%	28%	28%	34%	22%	32%	35%	36%	24%	25%	24%	43%	45%	31%	24%	40%	44%	21%	30%	30%	37%	28%	22%	35%	37%	34%	36%	32%	25%
Utilities (water, electricity, internet)	25%	28%	26%	28%	16%	17%	26%	27%	26%	24%	24%	25%	20%	28%	27%	28%	21%	22%	22%	31%	35%	26%	22%	28%	32%	20%	26%	26%	28%	21%	21%	28%	14%	25%	29%	23%	24%
Health insurance	29%	34%	28%	29%	25%	28%	26%	30%	32%	32%	28%	30%	20%	34%	36%	31%	26%	30%	28%	31%	31%	30%	28%	29%	35%	28%	26%	33%	29%	27%	21%	37%	20%	28%	32%	34%	28%
Health care services	27%	32%	25%	29%	23%	27%	25%	27%	30%	30%	26%	28%	18%	30%	36%	28%	26%	28%	25%	32%	36%	30%	26%	31%	31%	27%	26%	29%	28%	26%	18%	35%	24%	27%	36%	24%	26%
Child care and education costs	14%	16%	13%	16%	12%	12%	15%	14%	15%	15%	13%	16%	9%	15%	20%	17%	11%	12%	12%	21%	21%	16%	13%	17%	17%	13%	16%	14%	15%	12%	8%	19%	8%	17%	20%	10%	13%
Transportation (gas, buses, flights, trains)	18%	19%	21%	21%	11%	13%	18%	21%	19%	19%	16%	20%	13%	17%	24%	23%	14%	15%	16%	27%	25%	17%	16%	23%	24%	15%	18%	21%	20%	14%	12%	23%	12%	18%	23%	18%	17%
Leisure activities and entertainment	24%	31%	25%	26%	17%	21%	21%	25%	31%	26%	24%	23%	16%	27%	31%	27%	22%	24%	22%	27%	33%	25%	23%	28%	33%	20%	24%	31%	24%	18%	16%	33%	14%	22%	30%	27%	23%

A good bit more expensive

		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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Housing (rent, mortgage, property tax)	Groceries and food	21%	21%	22%	20%	22%	23%	20%	21%	22%	20%	23%	19%	20%	20%	23%	20%	22%	23%	22%	21%	17%	22%	23%	19%	22%	20%	23%	22%	21%	22%	19%	24%	16%	21%	21%	23%	21%
	Utilities (water, electricity, internet)	24%	28%	24%	20%	22%	26%	16%	25%	27%	21%	25%	25%	20%	24%	27%	22%	26%	24%	24%	29%	19%	25%	25%	21%	23%	20%	23%	28%	23%	25%	20%	27%	22%	21%	24%	24%	24%
	Health insurance	19%	17%	18%	20%	20%	23%	18%	16%	20%	16%	20%	21%	17%	19%	20%	18%	19%	20%	19%	15%	19%	23%	19%	21%	20%	20%	21%	18%	18%	20%	17%	20%	15%	19%	17%	15%	20%
	Health care services	19%	21%	21%	18%	14%	17%	15%	20%	24%	16%	19%	21%	17%	23%	18%	17%	20%	20%	19%	16%	18%	21%	19%	21%	16%	17%	21%	21%	20%	17%	21%	13%	20%	18%	22%	18%	
Transportation (gas, buses, flights, trains)	Child care and education costs	10%	14%	7%	16%	5%	12%	9%	11%	9%	9%	10%	12%	9%	10%	12%	10%	12%	10%	9%	12%	17%	19%	9%	14%	14%	10%	12%	11%	9%	11%	8%	12%	7%	17%	11%	13%	8%
	Leisure activities and entertainment	23%	25%	21%	23%	22%	24%	20%	24%	22%	24%	22%	22%	20%	22%	27%	22%	20%	27%	23%	22%	24%	26%	23%	22%	23%	23%	20%	21%	26%	28%	19%	25%	24%	25%	28%	20%	21%



# Items' Monthly Cost vs a Year Ago Heatmaps

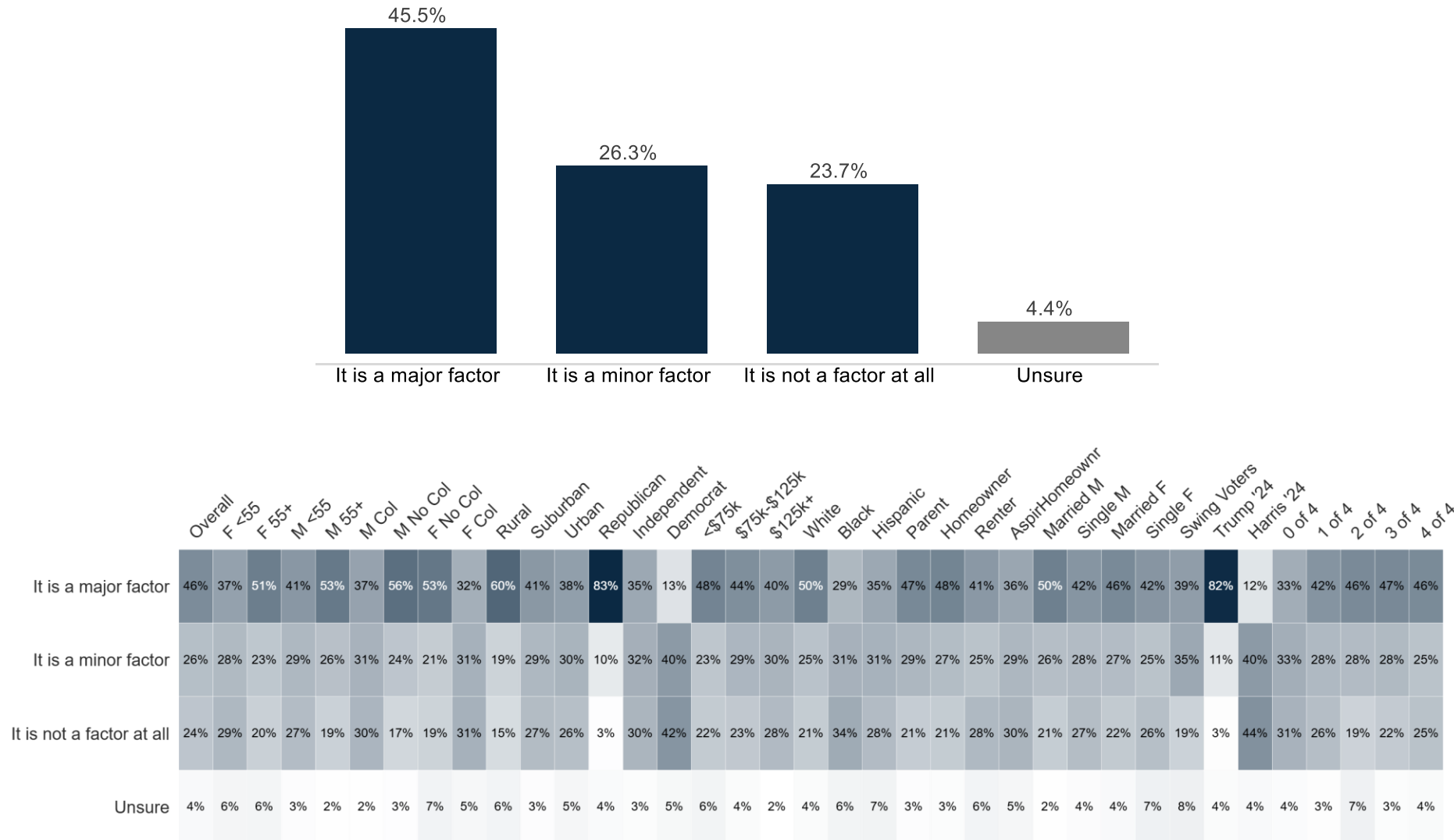
Somewhat more expensive

	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Groceries and food	16%	11%	16%	15%	23%	19%	20%	15%	12%	17%	15%	18%	22%	12%	13%	15%	17%	17%	17%	11%	15%	14%	17%	15%	12%	22%	15%	14%	13%	20%	22%	12%	22%	17%	13%	11%	18%
Housing (rent, mortgage, property tax)	21%	19%	22%	21%	24%	21%	24%	18%	23%	19%	22%	22%	23%	21%	21%	20%	22%	22%	24%	20%	11%	20%	23%	20%	17%	24%	21%	19%	21%	24%	22%	21%	25%	21%	18%	22%	22%
Utilities (water, electricity, internet)	28%	19%	31%	24%	41%	32%	34%	24%	27%	28%	29%	28%	31%	26%	27%	28%	30%	30%	30%	25%	25%	25%	31%	24%	22%	36%	28%	24%	27%	30%	30%	28%	18%	25%	24%	26%	32%
Health insurance	23%	15%	29%	19%	27%	22%	24%	21%	24%	23%	24%	19%	24%	22%	22%	21%	25%	23%	23%	22%	22%	17%	25%	18%	15%	25%	20%	23%	22%	25%	25%	21%	9%	18%	24%	20%	25%
Health care services	23%	17%	26%	20%	30%	25%	26%	21%	22%	23%	24%	21%	23%	22%	24%	23%	25%	20%	24%	27%	18%	19%	25%	23%	19%	27%	22%	22%	21%	26%	23%	24%	17%	20%	23%	20%	25%
Child care and education costs	9%	12%	7%	12%	6%	9%	10%	10%	9%	8%	10%	10%	9%	10%	9%	10%	9%	10%	8%	13%	15%	17%	9%	9%	10%	9%	10%	10%	8%	14%	9%	9%	24%	13%	12%	9%	7%
Transportation (gas, buses, flights, trains)	24%	22%	25%	23%	26%	27%	22%	22%	26%	18%	27%	26%	21%	26%	26%	22%	26%	25%	24%	21%	26%	26%	24%	26%	23%	26%	22%	23%	24%	29%	21%	26%	25%	27%	21%	23%	24%
Leisure activities and entertainment	26%	19%	30%	25%	30%	27%	29%	23%	26%	24%	27%	25%	28%	27%	23%	25%	30%	25%	27%	25%	24%	23%	26%	28%	21%	29%	26%	24%	25%	29%	28%	24%	30%	21%	20%	29%	28%

About the same

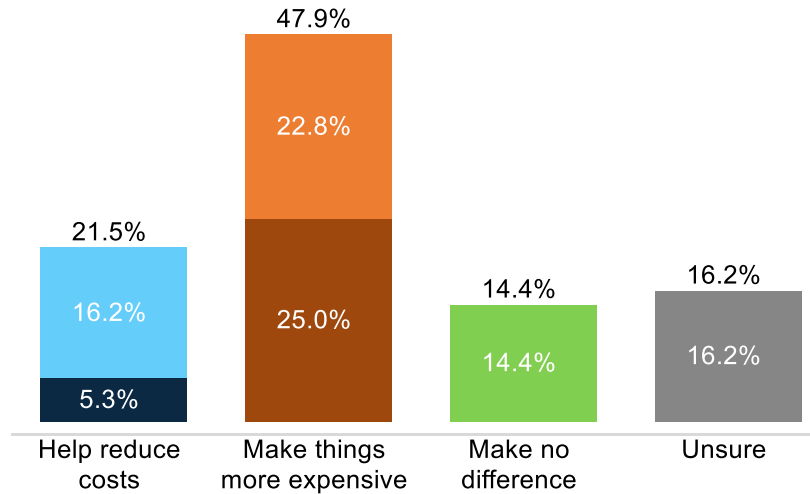
		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Groceries and food	10%	8%	8%	13%	11%	12%	12%	8%	8%	10%	10%	9%	15%	9%	4%	8%	13%	10%	10%	9%	8%	10%	10%	9%	10%	13%	11%	8%	9%	9%	16%	4%	12%	14%	10%	9%	9%
	Housing (rent, mortgage, property tax)	26%	19%	26%	26%	33%	34%	25%	23%	24%	27%	27%	22%	33%	25%	20%	22%	27%	31%	30%	11%	18%	23%	30%	18%	18%	32%	26%	28%	18%	24%	33%	20%	15%	15%	28%	22%	30%
	Utilities (water, electricity, internet)	18%	18%	15%	21%	18%	20%	19%	17%	15%	22%	16%	17%	23%	15%	14%	16%	21%	18%	19%	9%	17%	18%	16%	23%	18%	20%	18%	16%	17%	23%	12%	33%	18%	20%	20%	16%	
	Health insurance	22%	24%	20%	22%	24%	21%	25%	23%	20%	22%	22%	22%	31%	17%	17%	22%	24%	22%	23%	20%	20%	23%	22%	23%	21%	22%	24%	22%	22%	22%	30%	15%	42%	20%	22%	24%	22%
	Health care services	23%	19%	22%	26%	27%	25%	27%	21%	20%	22%	24%	23%	34%	18%	16%	22%	23%	26%	25%	17%	19%	22%	24%	19%	21%	26%	26%	21%	20%	22%	33%	14%	29%	21%	18%	26%	24%
	Child care and education costs	17%	20%	13%	20%	16%	21%	15%	14%	20%	15%	18%	17%	20%	14%	16%	14%	18%	23%	19%	15%	13%	24%	18%	15%	14%	20%	13%	19%	15%	20%	20%	15%	16%	11%	17%	20%	18%
	Transportation (gas, buses, flights, trains)	21%	23%	19%	19%	23%	24%	18%	18%	24%	19%	22%	21%	20%	19%	22%	20%	19%	23%	22%	20%	17%	17%	20%	21%	20%	21%	20%	21%	21%	22%	20%	22%	24%	20%	21%	19%	21%
	Leisure activities and entertainment	19%	17%	16%	18%	24%	23%	20%	18%	15%	16%	19%	20%	25%	18%	13%	17%	22%	18%	20%	15%	13%	17%	20%	15%	15%	20%	22%	17%	16%	17%	26%	13%	12%	19%	16%	17%	20%

# Immigration Inflation Factor



Between 1990 and 2023, the estimated number of illegal immigrants living in the United States increased from 3.5 million to 14 million. Basic economics principles say that when demand for goods and services such as housing, food, and utilities increases, prices will rise if supply does not meet the increased demand. How much do you think the presence of millions of illegal immigrants in the United States contributes to rising prices by increasing demand for housing, food, and services?

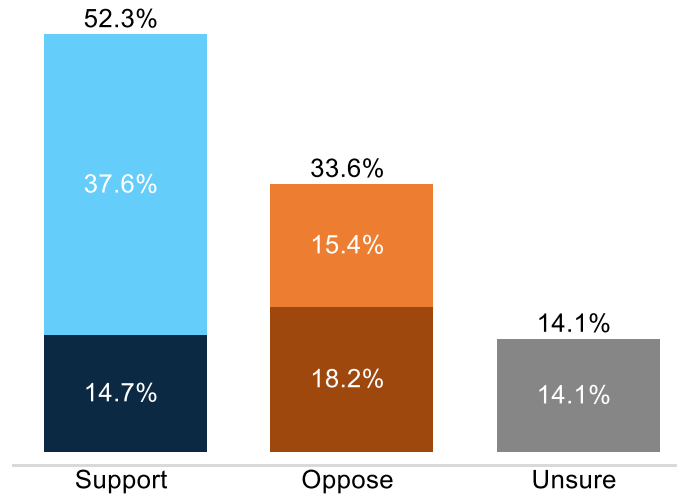
# AI Cost Inflation Factor



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Help reduce costs	22%	18%	16%	24%	30%	31%	23%	14%	20%	20%	24%	17%	31%	16%	16%	15%	25%	29%	22%	18%	23%	23%	24%	17%	19%	28%	25%	19%	14%	21%	29%	15%	30%	21%	19%	24%	21%
Make things more expensive	48%	55%	50%	50%	36%	42%	43%	53%	52%	46%	48%	49%	38%	51%	56%	52%	45%	44%	46%	52%	49%	50%	45%	52%	56%	41%	46%	50%	54%	46%	38%	56%	41%	49%	50%	51%	47%
Mostly help reduce costs	5%	5%	4%	5%	7%	7%	5%	5%	4%	5%	5%	7%	7%	4%	4%	4%	4%	7%	5%	6%	6%	6%	5%	4%	6%	6%	4%	5%	5%	7%	4%	12%	6%	1%	7%	6%	
Somewhat help reduce costs	16%	13%	11%	19%	23%	24%	18%	9%	16%	16%	19%	10%	23%	12%	12%	11%	21%	22%	17%	12%	17%	18%	13%	15%	23%	18%	15%	9%	16%	22%	11%	18%	15%	17%	17%	16%	
Make no difference	14%	13%	12%	19%	14%	16%	17%	13%	12%	14%	13%	18%	14%	17%	13%	14%	14%	16%	14%	13%	20%	14%	17%	14%	17%	16%	12%	13%	17%	15%	13%	5%	20%	16%	12%	14%	
Somewhat make things more expensive	23%	26%	22%	22%	22%	21%	23%	26%	21%	21%	23%	26%	21%	22%	26%	26%	21%	20%	22%	27%	26%	25%	22%	25%	22%	21%	23%	23%	25%	27%	20%	25%	18%	25%	28%	22%	22%
Mostly make things more expensive	25%	29%	28%	28%	14%	21%	21%	27%	31%	25%	26%	23%	17%	29%	30%	26%	24%	24%	26%	23%	25%	23%	27%	33%	20%	23%	27%	30%	19%	17%	31%	23%	24%	22%	29%	25%	
Unsure	16%	14%	23%	8%	19%	11%	16%	20%	17%	20%	15%	15%	17%	16%	15%	19%	16%	11%	18%	16%	8%	12%	17%	14%	11%	14%	13%	18%	19%	16%	18%	15%	25%	10%	15%	14%	18%

Do you believe artificial intelligence (AI) will help reduce costs (through efficiencies and opportunity creation) or make things more expensive (through energy demand and job disruption)?

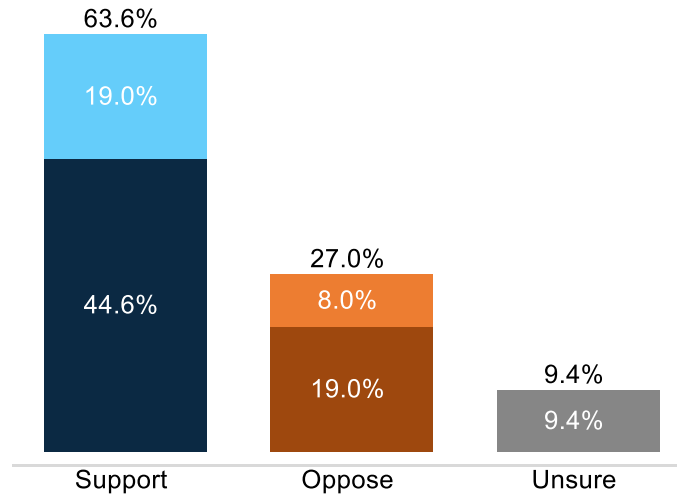
# AI Adoption Price Perception



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	52%	46%	44%	57%	65%	60%	62%	43%	47%	51%	52%	56%	61%	48%	46%	50%	55%	55%	53%	49%	57%	55%	54%	48%	47%	63%	58%	46%	43%	55%	61%	45%	68%	59%	54%	52%	50%
Oppose Total	34%	39%	37%	34%	23%	29%	27%	39%	38%	33%	36%	29%	26%	37%	39%	35%	31%	33%	33%	34%	33%	32%	39%	43%	27%	31%	36%	40%	32%	25%	41%	30%	33%	32%	36%	34%	
Strongly support	15%	13%	9%	18%	20%	20%	18%	10%	12%	14%	14%	18%	17%	14%	13%	13%	15%	17%	14%	19%	17%	16%	15%	12%	12%	18%	20%	11%	10%	14%	17%	13%	16%	18%	15%	17%	13%
Somewhat support	38%	33%	34%	39%	45%	40%	45%	32%	36%	37%	38%	38%	44%	35%	33%	37%	40%	39%	39%	30%	40%	39%	39%	35%	35%	45%	38%	35%	33%	41%	44%	32%	52%	41%	39%	35%	37%
Somewhat oppose	15%	16%	19%	14%	12%	16%	11%	19%	15%	15%	16%	15%	12%	17%	18%	17%	15%	14%	16%	18%	13%	15%	16%	17%	15%	13%	13%	15%	20%	19%	11%	19%	15%	14%	13%	18%	15%
Strongly oppose	18%	24%	18%	20%	11%	13%	17%	19%	23%	17%	20%	15%	14%	20%	22%	18%	17%	19%	18%	16%	21%	18%	16%	22%	28%	13%	18%	21%	20%	13%	14%	22%	14%	19%	18%	19%	18%
Unsure	14%	15%	19%	9%	12%	10%	11%	19%	15%	17%	12%	15%	14%	15%	14%	15%	14%	12%	14%	17%	9%	12%	14%	14%	10%	10%	10%	18%	17%	13%	14%	14%	3%	8%	14%	12%	16%

Would you support or oppose wider use of AI if it lowered prices on goods and services you purchase?

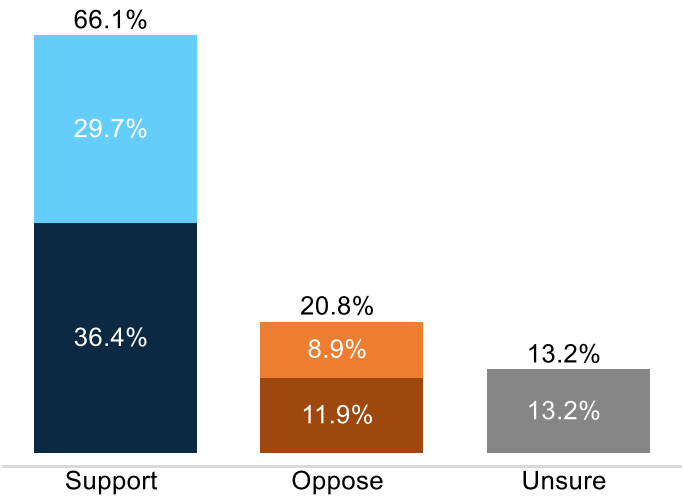
# ACA Extension Position



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	64%	69%	66%	63%	55%	67%	52%	62%	74%	53%	65%	74%	34%	72%	91%	65%	66%	63%	60%	81%	72%	63%	60%	75%	73%	57%	63%	65%	70%	68%	36%	91%	61%	64%	68%	65%	62%
Oppose Total	27%	17%	24%	29%	40%	28%	40%	22%	19%	37%	26%	18%	51%	21%	5%	23%	27%	30%	31%	10%	19%	26%	32%	16%	16%	38%	29%	23%	18%	21%	50%	5%	24%	22%	21%	25%	31%
Strongly support	45%	49%	45%	41%	42%	51%	33%	41%	55%	35%	47%	51%	13%	51%	75%	44%	44%	48%	42%	60%	44%	39%	41%	53%	56%	40%	46%	43%	51%	35%	13%	76%	35%	41%	40%	48%	46%
Somewhat support	19%	21%	20%	22%	13%	15%	19%	22%	19%	18%	18%	22%	21%	21%	16%	21%	22%	15%	18%	21%	27%	24%	19%	22%	17%	17%	18%	22%	20%	33%	22%	15%	26%	23%	28%	17%	16%
Somewhat oppose	8%	8%	7%	9%	9%	6%	11%	9%	5%	10%	8%	7%	14%	6%	3%	9%	7%	6%	9%	4%	8%	9%	9%	7%	5%	9%	9%	7%	8%	9%	13%	2%	6%	10%	8%	7%	8%
Strongly oppose	19%	9%	18%	20%	31%	22%	29%	13%	13%	27%	18%	11%	37%	15%	3%	14%	19%	24%	22%	6%	11%	16%	23%	9%	11%	29%	20%	16%	10%	12%	37%	3%	18%	12%	13%	18%	23%
Unsure	9%	14%	10%	8%	5%	5%	7%	15%	7%	11%	9%	9%	15%	7%	4%	12%	7%	7%	9%	9%	9%	11%	8%	9%	11%	5%	8%	12%	12%	11%	14%	4%	16%	13%	10%	10%	7%

Do you support or oppose extending Affordable Care Act subsidies for two years to avoid healthcare premium hikes for individuals who purchase their own health insurance through the state healthcare marketplaces?

# Trump ACA Extension Position



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	66%	69%	69%	61%	64%	71%	54%	67%	71%	59%	70%	66%	54%	69%	79%	63%	66%	72%	66%	70%	60%	61%	67%	64%	68%	62%	65%	69%	69%	65%	54%	79%	60%	66%	68%	61%	67%
Oppose Total	21%	12%	18%	26%	29%	21%	33%	16%	13%	28%	18%	18%	32%	20%	9%	20%	23%	18%	21%	16%	21%	22%	23%	18%	15%	29%	24%	15%	15%	20%	33%	9%	22%	20%	18%	22%	21%
Strongly support	36%	39%	36%	33%	37%	43%	27%	33%	44%	29%	40%	37%	17%	40%	55%	34%	36%	42%	36%	37%	35%	31%	36%	38%	42%	35%	36%	38%	37%	27%	17%	57%	30%	36%	31%	35%	39%
Somewhat support	30%	30%	33%	27%	28%	27%	27%	35%	27%	30%	30%	29%	37%	28%	23%	29%	30%	30%	30%	33%	25%	31%	31%	26%	26%	27%	28%	31%	32%	38%	38%	21%	30%	30%	37%	26%	28%
Somewhat oppose	9%	6%	5%	11%	14%	9%	16%	7%	4%	12%	7%	9%	15%	7%	4%	9%	11%	7%	9%	8%	11%	12%	10%	8%	5%	12%	14%	5%	6%	11%	14%	3%	11%	7%	10%	8%	9%
Strongly oppose	12%	6%	12%	15%	15%	12%	17%	10%	9%	17%	11%	9%	17%	12%	5%	11%	12%	11%	13%	8%	9%	10%	13%	10%	10%	17%	10%	10%	9%	10%	19%	6%	12%	14%	9%	14%	12%
Unsure	13%	18%	13%	14%	7%	8%	13%	16%	15%	13%	12%	16%	14%	12%	13%	16%	11%	11%	12%	14%	20%	17%	10%	18%	17%	9%	12%	16%	16%	15%	13%	12%	18%	13%	14%	17%	11%

If you knew President Trump said, “some kind of extension may be necessary to get something else done,” would you support or oppose extending Affordable Care Act subsidies for two years?

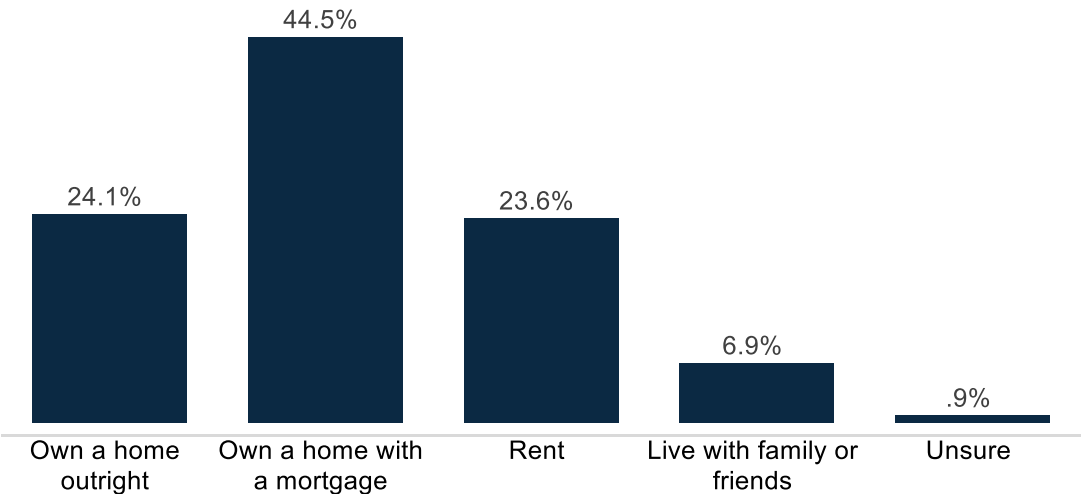


# Percent Change: ACA Extension Position to Trump ACA Extension Position

	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	2%	0%	3%	-3%	9%	4%	2%	5%	-3%	7%	5%	-8%	20%	-3%	-12%	-2%	0%	9%	7%	-11%	-12%	-2%	7%	-11%	-5%	4%	1%	4%	-1%	-4%	19%	-12%	-1%	2%	0%	-4%	5%
Oppose Total	-6%	-5%	-6%	-3%	-11%	-7%	-8%	-6%	-5%	-9%	-8%	1%	-19%	-1%	4%	-3%	-4%	-13%	-9%	6%	1%	-4%	-9%	2%	-1%	-8%	-5%	-8%	-3%	0%	-18%	4%	-1%	-2%	-3%	-3%	-9%
Strongly support	-8%	-9%	-9%	-8%	-6%	-8%	-6%	-8%	-11%	-6%	-7%	-14%	4%	-10%	-20%	-10%	-8%	-7%	-6%	-23%	-10%	-8%	-6%	-15%	-14%	-6%	-9%	-6%	-14%	-8%	3%	-18%	-5%	-5%	-10%	-14%	-7%
Somewhat support	11%	9%	13%	6%	15%	12%	8%	13%	9%	12%	12%	6%	16%	7%	8%	8%	8%	15%	12%	12%	-2%	6%	13%	4%	9%	10%	11%	10%	13%	4%	15%	6%	4%	7%	10%	10%	12%
Somewhat oppose	1%	-2%	-1%	2%	5%	3%	4%	-2%	-1%	2%	0%	3%	1%	1%	1%	0%	4%	1%	0%	4%	3%	2%	1%	2%	0%	3%	5%	-2%	-1%	1%	1%	1%	5%	-4%	2%	1%	1%
Strongly oppose	-7%	-2%	-5%	-5%	-16%	-10%	-12%	-4%	-4%	-11%	-7%	-2%	-19%	-3%	2%	-3%	-8%	-13%	-10%	2%	-2%	-6%	-10%	0%	-1%	-11%	-9%	-7%	-1%	-2%	-18%	3%	-6%	2%	-5%	-4%	-11%
Unsure	4%	4%	3%	6%	2%	3%	5%	1%	8%	2%	3%	7%	-2%	4%	9%	5%	4%	4%	3%	5%	11%	6%	2%	9%	7%	4%	4%	4%	4%	4%	-1%	8%	2%	0%	3%	7%	4%



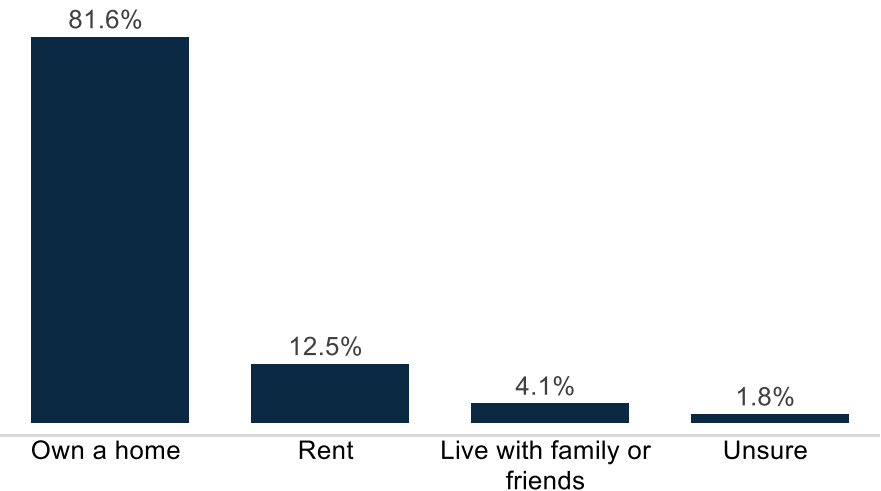
# Current Housing Status



		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	<\$75k	\$75k-\$125k	\$125k+	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
Own a home	Own a home	69%	55%	76%	64%	80%	78%	66%	59%	75%	77%	71%	52%	76%	68%	62%	49%	78%	87%	74%	48%	57%	75%	86%	48%	84%	46%	64%	75%	65%	43%	45%	60%	65%	78%
	Own a home outright	24%	13%	37%	12%	33%	24%	21%	22%	30%	30%	22%	21%	28%	22%	21%	22%	25%	23%	28%	13%	15%	14%	25%	17%	31%	19%	18%	27%	22%	18%	15%	16%	18%	30%
	Own a home with a mortgage	45%	42%	39%	51%	47%	54%	45%	37%	45%	47%	49%	31%	48%	46%	41%	27%	53%	64%	47%	35%	42%	60%	60%	31%	53%	27%	46%	48%	42%	24%	30%	44%	47%	48%
	Rent	24%	34%	19%	25%	16%	16%	25%	32%	19%	17%	21%	38%	17%	23%	30%	39%	17%	10%	19%	43%	34%	20%	12%	36%	13%	40%	26%	19%	27%	37%	41%	32%	25%	16%
	Live with family or friends	7%	11%	4%	10%	3%	5%	8%	9%	5%	5%	7%	8%	6%	8%	7%	11%	4%	4%	6%	8%	9%	5%	2%	13%	2%	13%	8%	6%	8%	16%	12%	8%	9%	4%
Unsure	Unsure	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%	2%	1%	1%	1%	1%	1%	4%	1%	0%	1%	1%	

What is the current status of your housing situation?

# Preferred Housing 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	<\$75k	\$75k-\$125k	\$125k+	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
Own a home	82%	75%	82%	81%	89%	90%	80%	73%	87%	84%	85%	70%	86%	84%	75%	68%	90%	93%	87%	62%	70%	85%	93%	70%	90%	66%	79%	85%	79%	65%	69%	75%	81%	87%
Rent	12%	18%	11%	13%	7%	7%	13%	19%	8%	9%	10%	24%	9%	10%	19%	22%	7%	5%	8%	32%	20%	11%	5%	18%	6%	24%	15%	9%	15%	15%	20%	21%	12%	8%
Live with family or friends	4%	5%	4%	4%	3%	2%	5%	6%	3%	5%	4%	4%	4%	4%	4%	7%	2%	1%	4%	5%	7%	4%	1%	8%	2%	7%	4%	4%	4%	9%	8%	4%	3%	3%
Unsure	2%	2%	2%	3%	0%	2%	1%	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%	1%	2%	1%	3%	0%	0%	3%	2%	3%	2%	1%	2%	11%	2%	0%	3%	2%

What is your preferred housing situation?

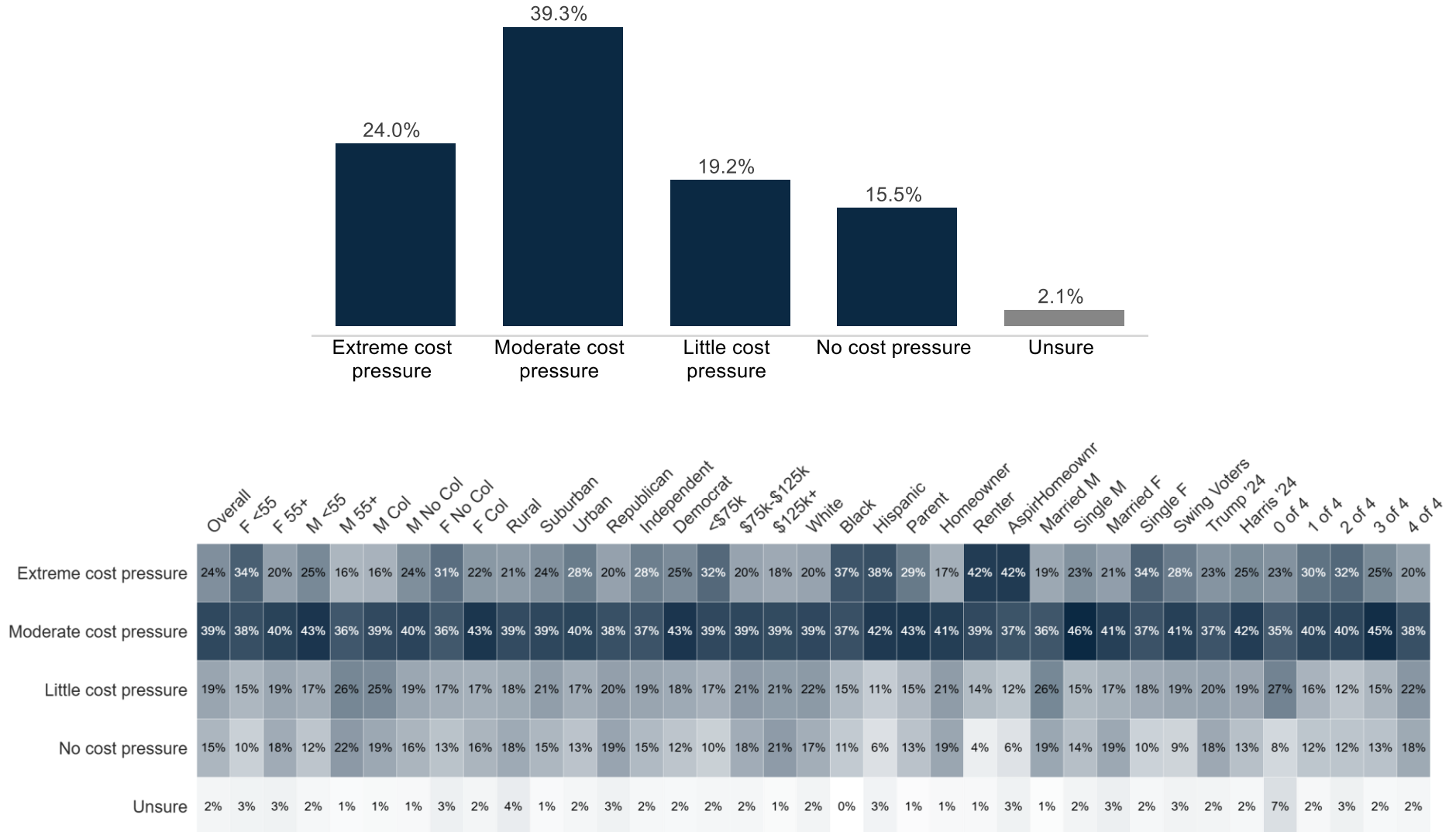
# Percent Change: Current Housing Status to Preferred Housing Status

	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	<\$75k	\$75k-\$125k	\$125k+	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
Own a home	13%	21%	6%	17%	9%	12%	14%	14%	12%	8%	14%	17%	10%	17%	13%	19%	11%	6%	12%	14%	13%	10%	8%	22%	6%	20%	15%	11%	15%	23%	24%	15%	17%	9%
Rent	-11%	-16%	-8%	-12%	-9%	-9%	-12%	-12%	-11%	-8%	-11%	-14%	-9%	-14%	-12%	-17%	-10%	-5%	-11%	-11%	-14%	-9%	-6%	-18%	-7%	-17%	-11%	-10%	-12%	-23%	-21%	-12%	-12%	-8%
Live with family or friends	-3%	-6%	0%	-6%	0%	-3%	-3%	-3%	-2%	0%	-4%	-4%	-2%	-4%	-3%	-4%	-2%	-2%	-2%	-3%	-1%	-1%	-1%	-5%	0%	-5%	-4%	-2%	-4%	-7%	-4%	-4%	-6%	-1%
Unsure	1%	1%	2%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	3%	0%	0%	2%	1%	2%	0%	1%	1%	7%	1%	0%	2%	1%

# Open End: Why Don't Own a Home but Want to

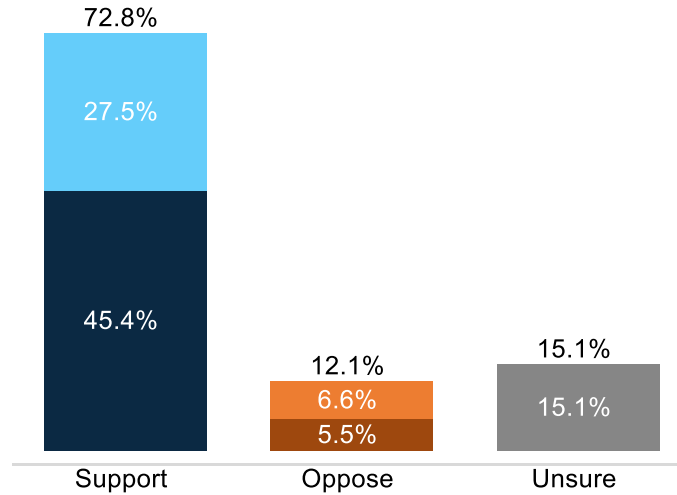
*Why do you not own a home even though that is your preferred housing situation? What factors would have to change for you to purchase a home?*

# Cost of Housing Pressure



How much pressure is your cost of housing currently putting on your financial situation?

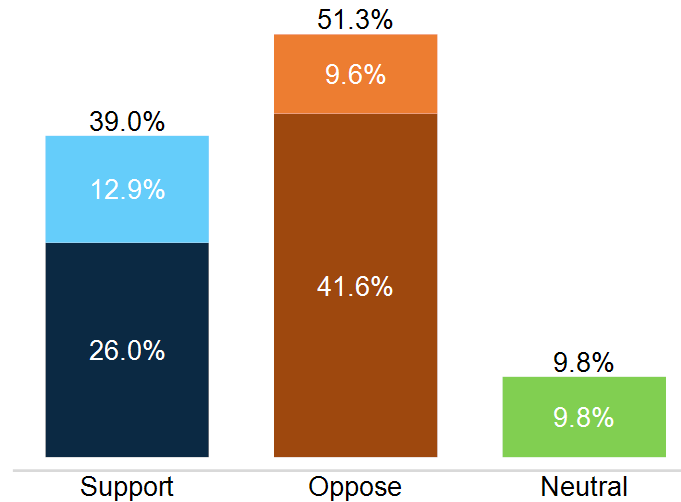
# Property Tax Cap



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	73%	66%	77%	68%	80%	74%	75%	70%	74%	76%	75%	65%	81%	74%	64%	68%	75%	76%	76%	61%	63%	70%	77%	65%	71%	79%	67%	73%	70%	72%	82%	65%	61%	64%	68%	73%	77%
Oppose Total	12%	12%	8%	18%	12%	15%	15%	11%	8%	11%	11%	17%	8%	12%	17%	13%	13%	12%	10%	22%	15%	14%	12%	14%	9%	13%	19%	9%	10%	12%	7%	17%	11%	17%	18%	11%	10%
Strongly support	45%	38%	48%	42%	53%	46%	50%	41%	46%	50%	46%	37%	55%	47%	35%	40%	45%	51%	49%	32%	37%	43%	50%	32%	41%	50%	45%	46%	41%	39%	57%	36%	31%	35%	39%	46%	50%
Somewhat support	27%	28%	29%	26%	27%	28%	25%	29%	28%	26%	29%	27%	26%	27%	30%	28%	30%	25%	28%	29%	26%	27%	33%	30%	29%	22%	28%	29%	34%	25%	29%	30%	28%	29%	27%	27%	
Somewhat oppose	7%	8%	3%	11%	5%	8%	8%	6%	5%	4%	6%	10%	4%	6%	10%	7%	7%	6%	5%	12%	10%	8%	7%	7%	5%	6%	11%	4%	6%	8%	4%	9%	9%	10%	11%	6%	5%
Strongly oppose	6%	4%	4%	8%	6%	7%	7%	5%	4%	7%	4%	6%	4%	6%	7%	6%	6%	5%	10%	4%	5%	5%	7%	3%	6%	8%	5%	4%	4%	4%	7%	2%	6%	6%	5%	5%	
Unsure	15%	22%	16%	14%	8%	11%	10%	19%	17%	13%	15%	19%	11%	14%	19%	19%	12%	11%	13%	18%	22%	16%	11%	21%	20%	8%	14%	18%	20%	15%	10%	19%	28%	20%	15%	16%	13%

Would you support or oppose state and local property tax reforms that cap the amount annual home assessments can increase and the frequency assessments can occur?

# Trump Tariff Support with Benefits and Court Case Prompt

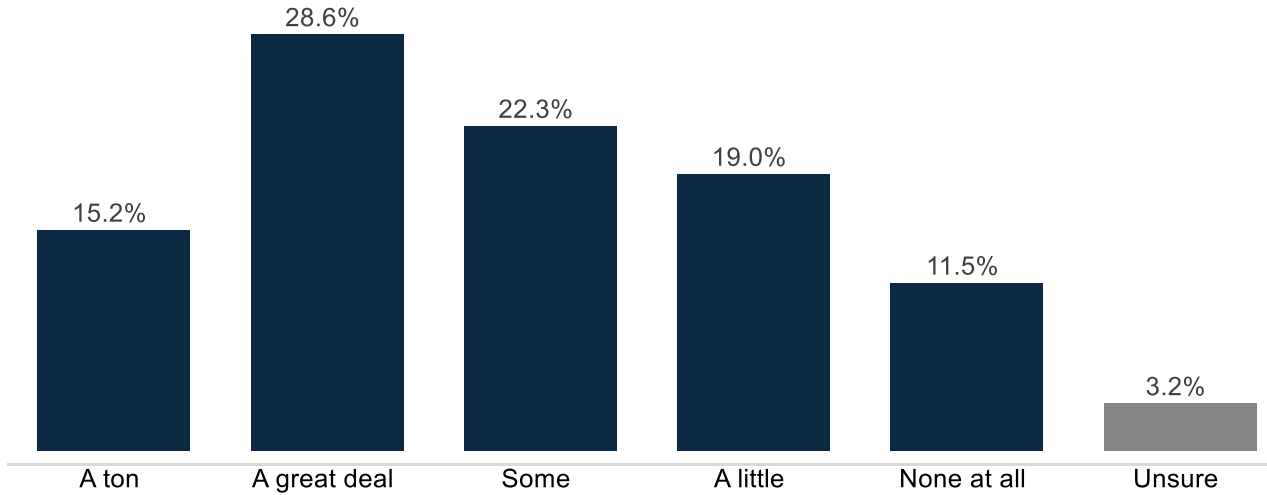


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	39%	28%	40%	38%	50%	36%	52%	40%	28%	53%	37%	26%	78%	28%	5%	36%	39%	40%	45%	16%	26%	40%	44%	31%	30%	48%	37%	40%	28%	33%	77%	5%	27%	36%	36%	37%	41%
Oppose Total	51%	57%	52%	50%	46%	57%	39%	47%	64%	37%	56%	59%	11%	62%	87%	51%	53%	54%	47%	69%	58%	47%	49%	55%	60%	45%	53%	51%	58%	49%	11%	90%	57%	45%	47%	54%	53%
Strongly support - they have been a beneficial outcome for the country	26%	16%	27%	24%	38%	24%	37%	25%	18%	37%	25%	14%	55%	17%	2%	23%	26%	27%	30%	7%	17%	26%	30%	18%	18%	36%	23%	27%	17%	15%	54%	1%	19%	21%	23%	26%	28%
Somewhat support - they have had some positive effects	13%	12%	13%	15%	12%	12%	15%	15%	9%	16%	12%	12%	23%	11%	4%	14%	13%	13%	15%	8%	9%	14%	13%	13%	12%	13%	14%	14%	11%	18%	23%	3%	9%	16%	14%	11%	13%
Neutral - I'm unsure or don't have a strong opinion	10%	15%	8%	12%	4%	7%	9%	13%	9%	11%	7%	15%	11%	10%	7%	13%	9%	6%	8%	15%	16%	13%	8%	14%	11%	7%	10%	9%	14%	18%	12%	6%	16%	19%	16%	8%	6%
Somewhat oppose - I have concerns about their impact	10%	13%	10%	9%	6%	8%	7%	12%	11%	8%	10%	12%	6%	13%	11%	12%	9%	8%	9%	15%	12%	11%	10%	10%	8%	7%	8%	9%	14%	18%	7%	11%	12%	11%	11%	11%	9%
Strongly oppose - I believe they are causing more harm than good	42%	44%	42%	41%	40%	49%	32%	35%	53%	28%	46%	47%	5%	48%	77%	39%	44%	46%	39%	54%	46%	36%	39%	45%	52%	37%	45%	42%	44%	31%	4%	78%	44%	33%	36%	43%	44%

Donald Trump has imposed tariffs on imports from most countries, which led to billions of dollars in new revenue for the U.S. government and numerous trade deals with foreign trading partners. The Supreme Court of the United States heard arguments recently on a case about Trump's use of emergency powers to justify the tariffs on foreign imports and is expected to make a decision in the coming weeks. Knowing this, how do you feel about Donald Trump's tariffs on foreign imports?



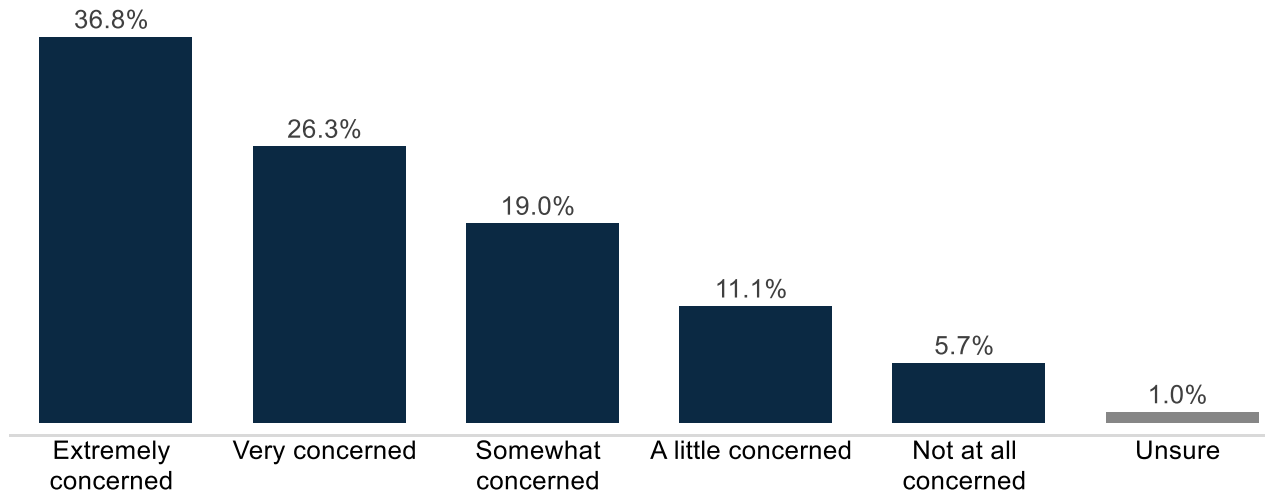
# Retail Theft as Driver of Costs



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	Aspir Homeownr	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 ton	15%	13%	17%	10%	20%	12%	18%	18%	11%	18%	15%	14%	25%	12%	7%	17%	13%	14%	16%	10%	15%	14%	15%	16%	12%	17%	12%	14%	16%	10%	26%	5%	12%	15%	10%	14%	17%
A great deal	29%	20%	32%	25%	38%	27%	36%	31%	19%	31%	27%	30%	38%	25%	21%	31%	26%	26%	29%	31%	28%	25%	31%	25%	23%	33%	29%	26%	26%	30%	39%	19%	31%	31%	28%	27%	29%
Some	22%	23%	27%	21%	18%	19%	20%	22%	29%	20%	23%	25%	18%	22%	27%	23%	27%	19%	22%	27%	22%	25%	23%	22%	20%	18%	22%	25%	25%	27%	19%	25%	19%	16%	27%	19%	23%
A little	19%	24%	16%	22%	15%	23%	14%	16%	25%	19%	20%	17%	12%	20%	25%	16%	19%	23%	20%	17%	19%	21%	20%	17%	21%	19%	17%	19%	20%	17%	11%	28%	15%	21%	18%	16%	20%
None at all	12%	16%	5%	20%	7%	17%	10%	7%	14%	9%	13%	12%	4%	17%	16%	10%	11%	15%	11%	12%	11%	12%	9%	14%	18%	11%	17%	11%	9%	11%	4%	18%	19%	16%	13%	16%	9%
Unsure	3%	5%	3%	2%	2%	2%	2%	6%	2%	3%	3%	4%	2%	3%	4%	4%	3%	3%	2%	5%	5%	3%	2%	6%	5%	2%	2%	4%	4%	4%	2%	4%	3%	1%	3%	8%	2%

Retailers and law enforcement report that retail theft has grown in recent years. Some say these losses lead to higher prices for consumers as businesses try to recover costs. How much do you believe retail theft contributes to rising prices for consumers?

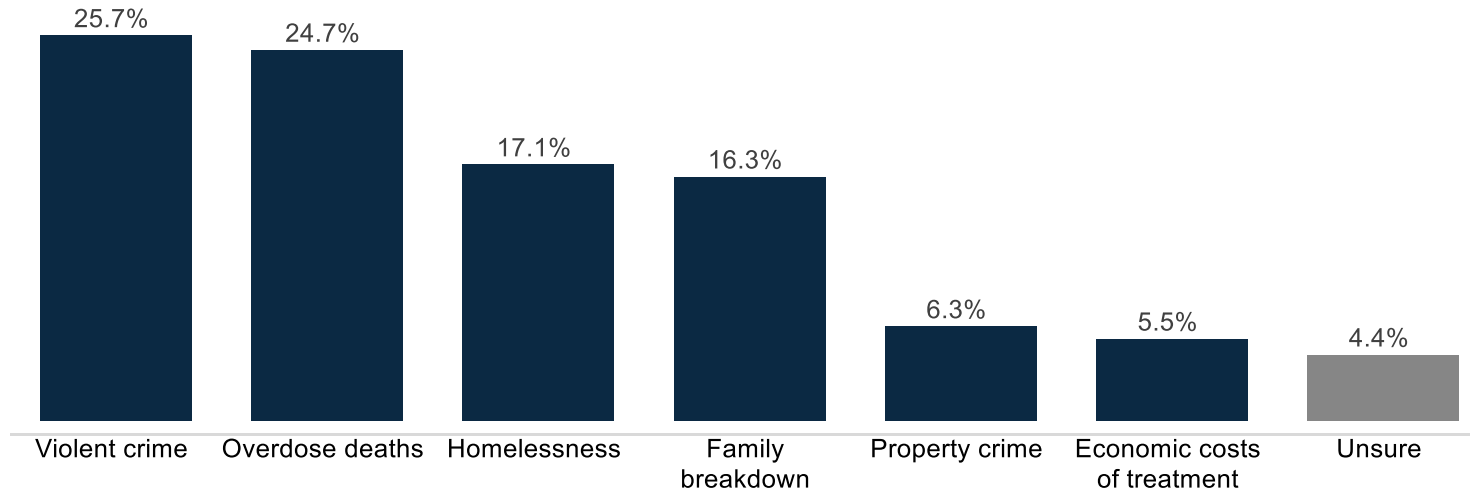
# Drug Problem Concern



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	>\$125k	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Extremely concerned	37%	36%	44%	25%	40%	29%	36%	45%	34%	41%	35%	35%	53%	30%	24%	41%	31%	33%	36%	35%	40%	36%	37%	37%	35%	35%	29%	39%	41%	30%	53%	22%	30%	36%	36%	35%	38%
Very concerned	26%	23%	27%	28%	28%	27%	29%	26%	24%	29%	25%	28%	27%	27%	25%	27%	28%	24%	27%	25%	22%	28%	22%	22%	27%	30%	25%	26%	32%	28%	24%	23%	23%	24%	33%	26%	
Somewhat concerned	19%	18%	18%	22%	18%	20%	20%	17%	20%	16%	20%	20%	12%	19%	27%	19%	21%	19%	20%	23%	16%	21%	18%	23%	23%	18%	23%	17%	20%	20%	12%	26%	14%	20%	22%	14%	19%
A little concerned	11%	14%	8%	14%	9%	13%	9%	7%	17%	8%	13%	11%	5%	16%	15%	8%	12%	14%	12%	14%	6%	12%	11%	10%	13%	12%	10%	12%	10%	10%	4%	18%	21%	13%	11%	10%	11%
Not at all concerned	6%	6%	3%	10%	5%	11%	4%	4%	5%	5%	6%	6%	2%	9%	7%	3%	6%	9%	5%	2%	8%	7%	6%	5%	5%	8%	6%	6%	3%	6%	1%	9%	7%	7%	5%	7%	5%
Unsure	1%	2%	0%	2%	1%	1%	2%	1%	0%	2%	1%	2%	1%	0%	1%	1%	1%	1%	1%	4%	1%	0%	3%	1%	1%	2%	1%	0%	1%	1%	1%	6%	2%	2%	1%	1%	

How concerned are you about fentanyl and illegal drug use contributing to addiction, family instability, economic costs, or overdose deaths in the United States?

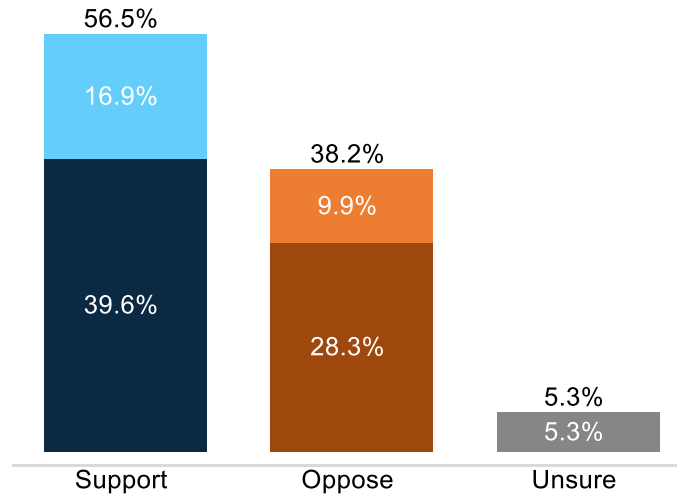
# Drug Problem Effects



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Violent crime	26%	22%	24%	27%	31%	27%	31%	23%	24%	29%	25%	23%	38%	18%	17%	24%	32%	23%	27%	25%	19%	26%	28%	23%	23%	29%	29%	22%	24%	22%	36%	17%	24%	25%	26%	27%	26%
Overdose deaths	25%	29%	22%	27%	21%	23%	24%	27%	23%	21%	27%	24%	19%	26%	29%	26%	24%	25%	24%	25%	33%	28%	23%	29%	29%	24%	24%	26%	25%	24%	20%	29%	24%	25%	25%	27%	24%
Homelessness	17%	22%	17%	17%	12%	14%	15%	16%	23%	12%	19%	20%	10%	19%	23%	17%	16%	16%	17%	17%	16%	15%	20%	20%	12%	18%	19%	20%	16%	11%	23%	16%	21%	21%	17%	15%	
Family breakdown	16%	12%	20%	12%	21%	20%	13%	17%	15%	19%	15%	15%	14%	20%	16%	17%	14%	18%	16%	22%	9%	15%	17%	16%	15%	18%	15%	16%	16%	18%	14%	17%	9%	15%	11%	15%	19%
Property crime	6%	4%	7%	8%	7%	7%	7%	6%	4%	7%	5%	7%	7%	5%	6%	6%	7%	6%	6%	4%	9%	6%	7%	5%	5%	8%	5%	5%	5%	5%	8%	5%	10%	4%	5%	3%	8%
Economic costs of treatment	5%	8%	4%	6%	4%	5%	5%	5%	8%	7%	4%	5%	6%	5%	5%	6%	5%	5%	2%	10%	6%	5%	5%	6%	5%	5%	6%	6%	8%	6%	5%	11%	8%	8%	6%	4%	
Unsure	4%	3%	6%	4%	4%	4%	4%	6%	4%	4%	4%	5%	5%	6%	3%	4%	2%	6%	4%	5%	2%	2%	5%	4%	2%	5%	3%	5%	4%	7%	4%	4%	5%	3%	3%	5%	5%

Which effect of drug problems concerns you most?

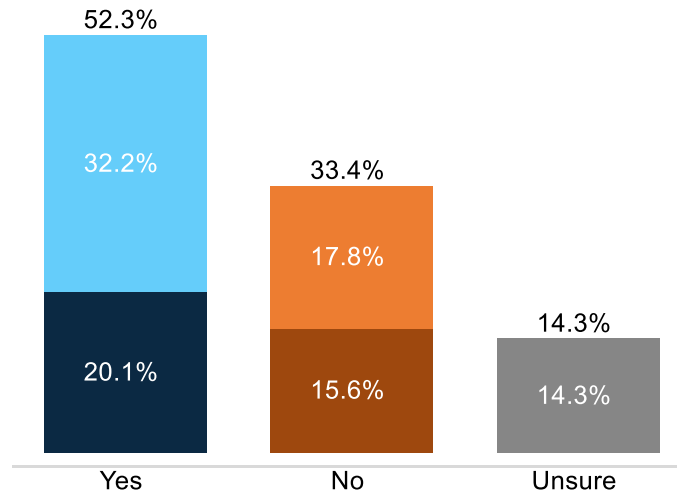
# Venezuela Drug Problem Position



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	57%	47%	56%	58%	66%	52%	70%	59%	43%	68%	53%	49%	91%	48%	25%	58%	57%	53%	59%	48%	53%	59%	61%	49%	48%	63%	60%	55%	49%	61%	91%	24%	34%	56%	60%	60%	55%
Oppose Total	38%	43%	39%	39%	32%	45%	27%	34%	50%	27%	42%	43%	6%	46%	68%	35%	39%	45%	37%	45%	40%	35%	36%	42%	45%	34%	37%	38%	44%	31%	5%	70%	63%	38%	33%	33%	40%
Strongly support	40%	27%	41%	39%	52%	36%	54%	39%	28%	52%	38%	28%	75%	30%	9%	39%	39%	40%	44%	22%	30%	38%	44%	29%	29%	51%	38%	39%	29%	30%	75%	8%	18%	32%	37%	42%	42%
Somewhat support	17%	20%	15%	19%	14%	16%	16%	20%	15%	16%	16%	21%	16%	18%	17%	20%	18%	13%	15%	26%	23%	20%	16%	19%	18%	13%	22%	16%	20%	30%	16%	17%	16%	24%	22%	18%	13%
Somewhat oppose	10%	14%	9%	11%	6%	9%	8%	12%	11%	6%	11%	12%	4%	13%	14%	10%	10%	10%	9%	16%	12%	11%	9%	12%	12%	8%	9%	11%	12%	14%	3%	15%	35%	14%	9%	6%	9%
Strongly oppose	28%	29%	30%	28%	26%	36%	19%	22%	39%	20%	32%	31%	2%	33%	54%	25%	29%	34%	28%	29%	28%	24%	27%	30%	33%	26%	28%	28%	31%	16%	1%	55%	28%	24%	24%	27%	31%
Unsure	5%	10%	5%	3%	3%	3%	3%	8%	7%	5%	4%	8%	3%	6%	7%	7%	5%	3%	5%	8%	8%	6%	3%	9%	8%	2%	4%	7%	8%	9%	4%	6%	3%	6%	8%	7%	4%

The Trump administration recently labeled a Venezuela as a state sponsor of terror, deployed major naval forces to the Caribbean, closed the airspace above Venezuela, and launched military strikes on boats leaving Venezuela, saying they were operated by narco-terrorist groups smuggling drugs. Some say these actions prevent illegal narcotics from reaching the United States. Others question the legality of the strikes. Do you support or oppose using U.S. military force to prevent drug smugglers from reaching the U.S.?

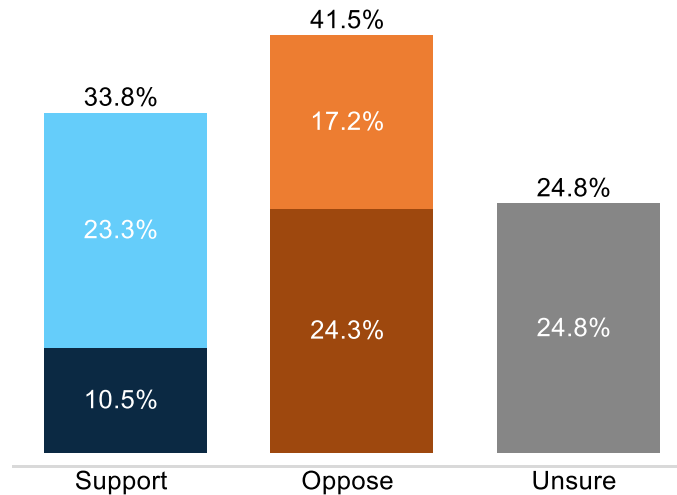
# Current House Size Adequacy



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	52%	36%	54%	48%	72%	63%	59%	43%	48%	55%	52%	51%	64%	49%	42%	48%	54%	57%	57%	37%	36%	50%	57%	45%	42%	67%	52%	48%	42%	53%	63%	43%	42%	43%	44%	46%	59%
No Total	33%	43%	31%	41%	19%	29%	29%	35%	39%	31%	33%	37%	21%	36%	45%	36%	34%	30%	29%	49%	42%	37%	30%	37%	42%	26%	34%	34%	40%	30%	22%	44%	28%	41%	33%	38%	30%
Definitely, yes	20%	11%	18%	19%	33%	28%	25%	14%	16%	25%	20%	15%	29%	18%	12%	16%	22%	25%	23%	11%	10%	19%	23%	15%	16%	29%	22%	17%	13%	16%	28%	13%	5%	14%	13%	20%	24%
Probably, yes	32%	25%	35%	29%	39%	35%	34%	29%	32%	30%	32%	36%	35%	31%	30%	32%	32%	34%	27%	26%	31%	34%	31%	26%	38%	30%	31%	29%	37%	36%	30%	37%	29%	30%	27%	35%	
Probably, no	18%	26%	17%	20%	9%	13%	15%	20%	23%	14%	18%	22%	14%	16%	23%	20%	19%	15%	16%	28%	24%	21%	16%	21%	24%	12%	18%	19%	23%	20%	14%	21%	18%	23%	16%	20%	16%
Definitely, no	16%	17%	14%	21%	10%	16%	14%	15%	16%	17%	15%	15%	7%	20%	22%	16%	15%	16%	14%	22%	19%	16%	15%	16%	18%	15%	16%	15%	17%	10%	8%	22%	10%	18%	18%	18%	14%
Unsure	14%	21%	15%	11%	9%	8%	12%	22%	13%	15%	15%	12%	14%	15%	13%	16%	13%	13%	13%	22%	13%	13%	18%	16%	7%	14%	19%	18%	17%	14%	13%	30%	16%	23%	16%	11%	

Do you believe the current size of the U.S. House of Representatives (435 members) provides adequate representation for Americans?

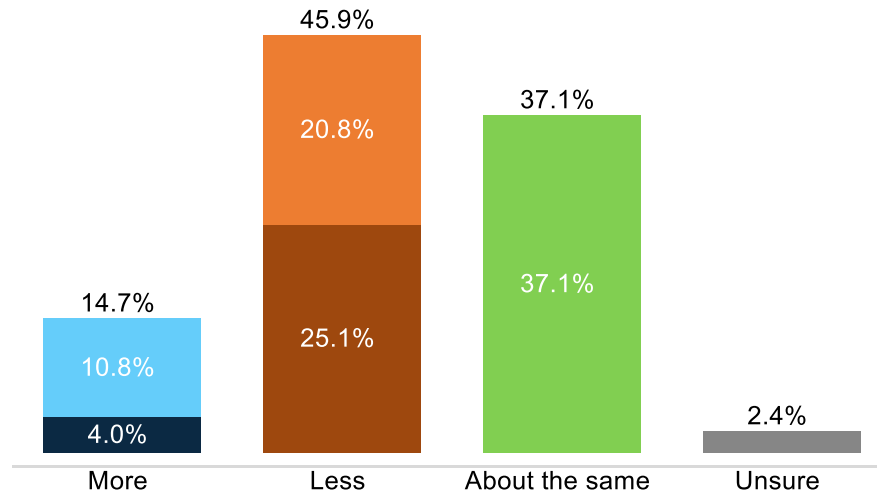
# Increase House Size Position



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	34%	39%	31%	45%	21%	33%	32%	32%	39%	31%	34%	37%	25%	32%	45%	36%	34%	33%	32%	39%	39%	38%	31%	39%	45%	29%	40%	34%	35%	32%	25%	43%	21%	45%	37%	36%	30%
Oppose Total	41%	29%	41%	40%	56%	46%	50%	36%	34%	44%	42%	37%	51%	43%	30%	38%	42%	45%	43%	38%	38%	38%	46%	34%	30%	53%	41%	36%	35%	41%	52%	32%	31%	30%	36%	39%	46%
Strongly support	10%	11%	7%	20%	5%	15%	11%	6%	12%	9%	11%	11%	5%	10%	16%	10%	10%	13%	10%	10%	13%	13%	10%	12%	13%	11%	14%	10%	8%	6%	5%	16%	4%	14%	11%	11%	10%
Somewhat support	23%	28%	24%	24%	16%	19%	22%	25%	27%	22%	23%	26%	20%	22%	29%	25%	25%	21%	22%	28%	26%	24%	22%	28%	32%	17%	26%	25%	27%	25%	20%	27%	17%	32%	25%	24%	21%
Somewhat oppose	17%	18%	15%	15%	20%	16%	19%	16%	17%	15%	17%	22%	19%	18%	15%	17%	19%	17%	20%	19%	18%	18%	17%	14%	18%	17%	17%	17%	22%	19%	16%	12%	16%	16%	15%	18%	
Strongly oppose	24%	11%	26%	25%	36%	30%	31%	20%	17%	30%	25%	16%	32%	25%	15%	21%	23%	28%	26%	18%	18%	20%	28%	17%	16%	34%	24%	19%	18%	20%	33%	16%	18%	15%	20%	25%	28%
Unsure	25%	32%	28%	15%	23%	21%	18%	32%	27%	25%	24%	26%	24%	25%	25%	27%	24%	22%	25%	23%	23%	24%	23%	26%	26%	18%	19%	30%	30%	27%	23%	26%	48%	24%	27%	25%	24%

Would you support or oppose increasing the number of House members in Congress, so each represents fewer people?

# Holiday Gift Spending

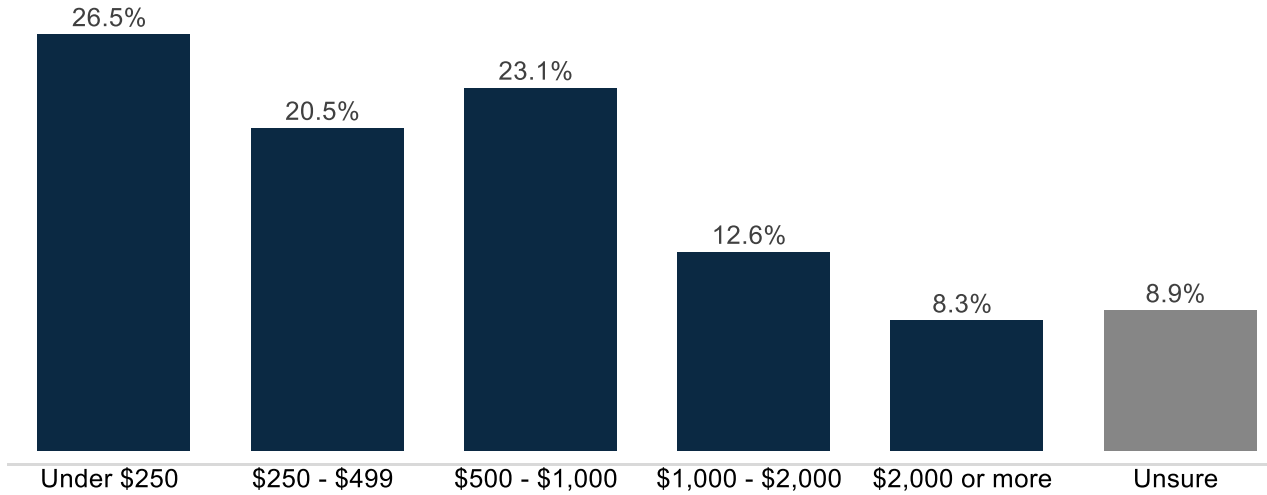


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
More Total	15%	17%	11%	19%	12%	16%	15%	12%	16%	12%	14%	19%	16%	13%	15%	14%	16%	17%	15%	12%	15%	21%	16%	13%	13%	15%	17%	16%	12%	15%	15%	14%	31%	20%	14%	15%	14%
Less Total	46%	54%	48%	42%	38%	39%	41%	55%	46%	46%	46%	46%	33%	53%	54%	53%	36%	44%	43%	51%	62%	42%	41%	53%	60%	37%	44%	45%	57%	46%	36%	56%	43%	50%	48%	48%	44%
Much more	4%	6%	2%	7%	1%	5%	3%	4%	4%	3%	4%	6%	3%	5%	4%	3%	4%	5%	4%	3%	5%	7%	4%	3%	3%	4%	4%	4%	4%	3%	3%	4%	12%	5%	5%	4%	3%
Somewhat more	11%	12%	9%	12%	11%	11%	12%	9%	12%	9%	11%	13%	12%	8%	11%	10%	12%	12%	9%	10%	14%	12%	10%	10%	11%	13%	12%	8%	11%	12%	10%	20%	15%	9%	10%	10%	
About the same	37%	26%	40%	36%	47%	44%	39%	31%	36%	39%	38%	32%	49%	32%	28%	30%	46%	38%	40%	32%	23%	35%	41%	30%	25%	46%	35%	38%	28%	38%	47%	28%	16%	28%	35%	35%	41%
Somewhat less	21%	21%	23%	20%	20%	20%	19%	22%	21%	19%	23%	18%	16%	25%	23%	19%	20%	25%	21%	18%	26%	20%	22%	19%	20%	20%	21%	22%	22%	17%	24%	18%	14%	18%	20%	23%	
Much less	25%	34%	26%	22%	18%	18%	21%	33%	25%	27%	23%	28%	17%	28%	31%	34%	16%	19%	22%	33%	36%	22%	19%	35%	40%	18%	23%	24%	35%	25%	18%	32%	26%	35%	30%	29%	20%
Unsure	2%	3%	1%	3%	3%	1%	5%	2%	1%	2%	2%	3%	2%	2%	3%	3%	2%	1%	2%	5%	0%	2%	1%	3%	2%	2%	4%	1%	3%	2%	2%	3%	9%	2%	3%	3%	2%

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



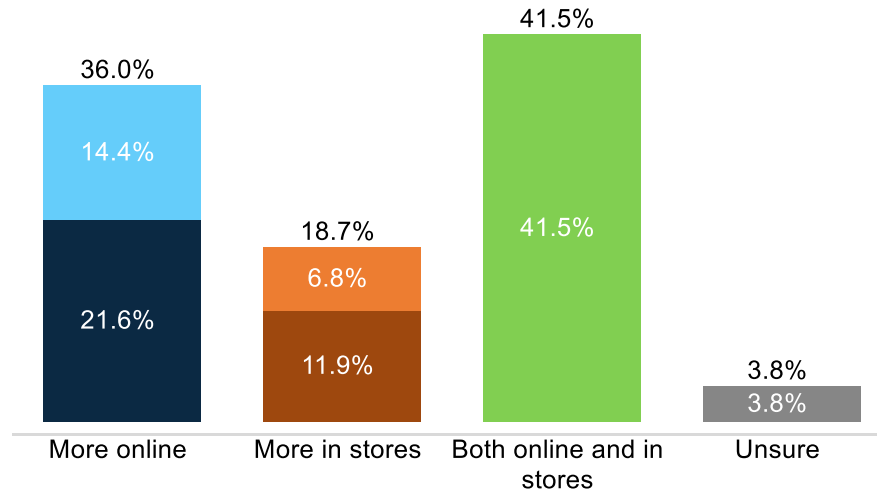
# Holiday Gift Spending Amount



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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
Under \$250	27%	30%	32%	24%	19%	19%	24%	37%	23%	25%	24%	33%	18%	28%	33%	41%	20%	12%	23%	40%	37%	19%	19%	42%	39%	16%	31%	19%	43%	28%	18%	33%	60%	34%	31%	28%	22%
\$250 - \$499	21%	24%	18%	20%	20%	22%	18%	20%	22%	17%	20%	27%	15%	22%	25%	23%	21%	17%	19%	30%	21%	16%	19%	26%	30%	17%	25%	20%	22%	21%	18%	23%	10%	26%	24%	19%	19%
\$500 - \$1,000	23%	21%	21%	27%	24%	25%	26%	20%	23%	27%	24%	16%	29%	20%	19%	16%	30%	27%	27%	10%	18%	31%	27%	15%	16%	28%	21%	27%	15%	23%	29%	19%	18%	14%	22%	24%	25%
\$1,000 - \$2,000	13%	9%	14%	13%	15%	14%	14%	10%	13%	13%	14%	9%	17%	11%	10%	8%	17%	18%	14%	6%	13%	17%	16%	6%	6%	17%	9%	15%	7%	11%	16%	11%	7%	9%	8%	11%	16%
\$2,000 or more	8%	7%	7%	10%	9%	12%	7%	5%	9%	7%	10%	6%	11%	8%	5%	3%	6%	20%	9%	5%	8%	12%	11%	4%	3%	12%	5%	9%	5%	10%	11%	5%	4%	9%	6%	9%	9%
Unsure	9%	8%	9%	7%	12%	8%	10%	8%	9%	11%	8%	9%	9%	10%	8%	9%	6%	6%	9%	9%	4%	5%	8%	7%	6%	10%	9%	10%	7%	8%	9%	9%	0%	9%	8%	9%	9%

How much do you plan to spend on holiday gifts this year?

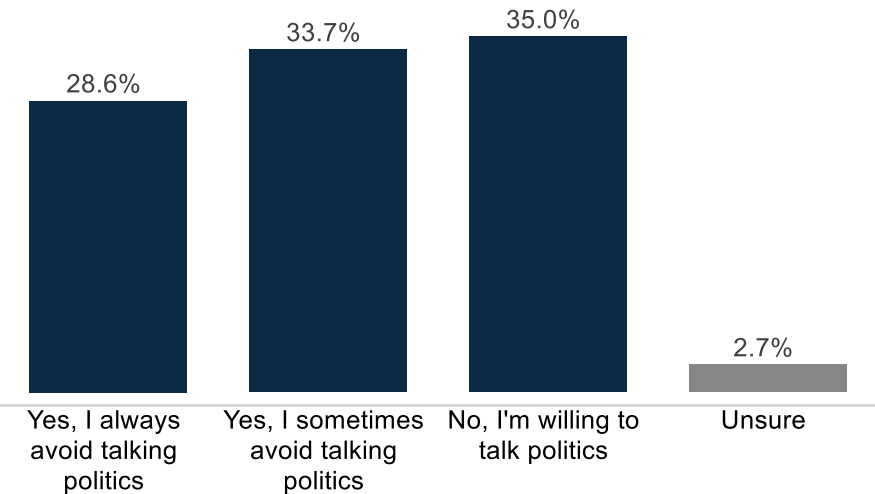
# Holiday Shopping Mode



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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 online	36%	39%	36%	38%	31%	41%	28%	35%	40%	32%	38%	35%	35%	37%	36%	32%	35%	45%	36%	35%	37%	38%	37%	34%	31%	35%	34%	39%	36%	36%	35%	36%	44%	29%	43%	40%	34%
More in stores	19%	14%	22%	18%	20%	18%	21%	20%	15%	22%	16%	20%	19%	13%	22%	24%	15%	13%	18%	26%	19%	17%	16%	24%	23%	16%	24%	18%	18%	17%	19%	19%	23%	29%	18%	17%	17%
Much more online	22%	23%	24%	23%	17%	26%	13%	22%	25%	18%	23%	22%	19%	23%	24%	19%	19%	28%	21%	19%	27%	20%	23%	21%	18%	20%	18%	25%	22%	19%	19%	24%	22%	17%	26%	22%	21%
Somewhat more online	14%	16%	12%	15%	15%	15%	15%	13%	15%	14%	15%	13%	16%	14%	12%	12%	15%	17%	15%	17%	10%	17%	15%	13%	13%	14%	16%	15%	14%	17%	16%	12%	22%	12%	17%	18%	13%
Both online and in stores	41%	43%	40%	41%	42%	37%	46%	42%	41%	41%	42%	40%	42%	45%	39%	39%	48%	38%	42%	37%	40%	43%	43%	38%	43%	45%	35%	40%	42%	44%	43%	41%	28%	35%	37%	41%	44%
Somewhat more in stores	7%	5%	7%	8%	8%	9%	6%	6%	6%	7%	6%	9%	6%	5%	9%	9%	7%	5%	7%	11%	7%	7%	6%	9%	7%	8%	8%	6%	6%	7%	6%	7%	7%	12%	5%	6%	6%
Much more in stores	12%	9%	15%	10%	13%	9%	14%	14%	9%	15%	10%	12%	13%	8%	14%	16%	8%	9%	12%	15%	13%	10%	10%	15%	15%	9%	16%	12%	12%	10%	12%	12%	16%	17%	12%	11%	11%
Unsure	4%	4%	2%	3%	7%	4%	5%	3%	3%	4%	3%	5%	4%	4%	3%	5%	2%	3%	4%	2%	4%	2%	3%	4%	3%	3%	7%	3%	3%	3%	4%	4%	6%	7%	3%	2%	4%

Do you prefer shopping for holiday gifts online or in stores?

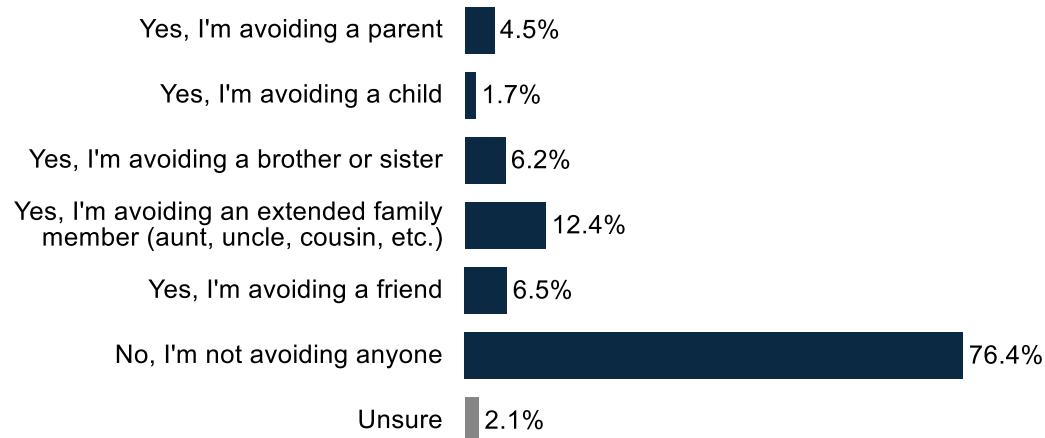
# Talking Politics at Holiday Gatherings



		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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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		62%	66%	69%	52%	60%	60%	52%	68%	67%	63%	64%	58%	60%	61%	66%	64%	64%	58%	63%	51%	68%	61%	64%	59%	60%	56%	57%	69%	66%	72%	59%	65%	76%	60%	70%	55%	62%
Yes, I always avoid talking politics		29%	32%	38%	19%	24%	22%	20%	38%	31%	34%	28%	23%	27%	27%	31%	33%	26%	25%	31%	22%	24%	27%	30%	27%	24%	22%	19%	35%	35%	32%	27%	30%	37%	22%	36%	20%	30%
Yes, I sometimes avoid talking politics		34%	34%	31%	34%	36%	38%	32%	30%	36%	29%	36%	35%	33%	35%	35%	31%	38%	33%	33%	30%	44%	35%	34%	33%	36%	34%	39%	34%	31%	39%	33%	35%	39%	37%	35%	36%	32%
No, I'm willing to talk politics		35%	30%	29%	45%	38%	38%	44%	28%	32%	34%	34%	38%	37%	37%	32%	32%	35%	41%	34%	44%	28%	36%	34%	36%	39%	42%	39%	28%	31%	24%	37%	33%	17%	36%	25%	42%	36%
Unsure		3%	4%	2%	3%	2%	2%	3%	4%	1%	3%	2%	4%	4%	2%	2%	4%	2%	1%	2%	5%	4%	3%	2%	5%	1%	2%	4%	3%	3%	4%	3%	2%	6%	4%	5%	3%	1%

Do you avoid talking about politics during holiday gatherings because you're concerned about upsetting people?

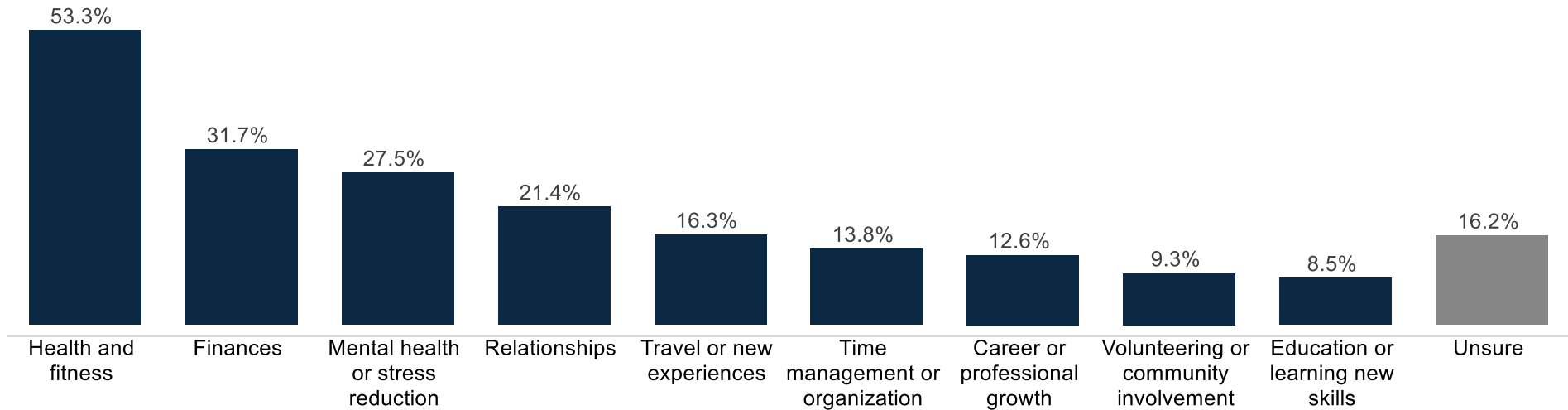
# Avoiding Family or Friends for the Holidays



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	Aspir Homeownr	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	21%	24%	16%	29%	18%	25%	22%	16%	25%	20%	22%	21%	15%	20%	30%	21%	19%	27%	22%	15%	27%	27%	21%	21%	26%	20%	29%	20%	20%	21%	13%	31%	36%	31%	17%	21%	21%
Yes, I'm avoiding a parent	4%	7%	1%	10%	1%	7%	4%	3%	5%	4%	4%	5%	2%	5%	7%	4%	4%	7%	4%	4%	5%	9%	4%	5%	6%	4%	7%	3%	4%	3%	2%	8%	9%	9%	5%	6%	3%
Yes, I'm avoiding a child	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	3%	1%	3%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	4%	4%	1%	1%	2%
Yes, I'm avoiding a brother or sister	6%	4%	6%	8%	7%	9%	6%	5%	6%	6%	7%	5%	4%	6%	9%	5%	7%	7%	7%	6%	5%	7%	7%	4%	6%	6%	9%	5%	6%	7%	3%	10%	4%	10%	3%	5%	7%
Yes, I'm avoiding an extended family member (aunt, uncle, cousin, etc.)	12%	15%	6%	21%	9%	17%	13%	8%	13%	12%	13%	10%	7%	12%	18%	10%	10%	18%	13%	6%	15%	14%	12%	13%	18%	13%	18%	10%	10%	10%	7%	18%	22%	14%	11%	12%	12%
Yes, I'm avoiding a friend	6%	5%	6%	8%	7%	7%	8%	3%	9%	5%	7%	8%	4%	6%	9%	6%	5%	10%	6%	5%	10%	7%	7%	7%	6%	7%	8%	6%	5%	6%	4%	10%	3%	10%	4%	9%	6%
No, I'm not avoiding anyone	76%	72%	83%	68%	81%	74%	76%	81%	74%	77%	76%	76%	84%	78%	68%	77%	78%	73%	76%	83%	69%	72%	77%	76%	70%	79%	68%	78%	77%	77%	85%	68%	62%	65%	78%	77%	78%
Unsure	2%	4%	1%	3%	1%	1%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	0%	2%	2%	4%	1%	2%	3%	3%	1%	3%	3%	3%	2%	2%	2%	3%	4%	5%	2%	1%	

Are there any family members or friends you avoid seeing during the holidays because of political differences? Select all that apply.

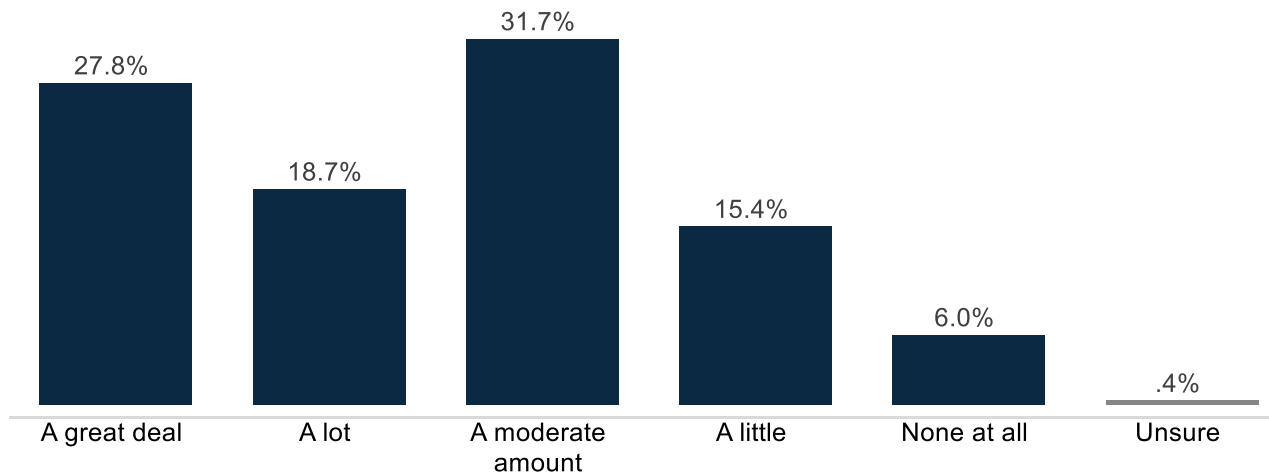
# New Year's Resolutions



		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		<\$75k		\$75k-\$125k		\$125k+		White		Black		Hispanic		Parent		Homeowner		Renter		AspirHomeownr		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	
Health and fitness	53%	50%	57%	52%	53%	56%	49%	50%	59%	47%	56%	54%	53%	51%	55%	50%	54%	58%	54%	52%	57%	49%	54%	51%	56%	53%	51%	55%	54%	49%	54%	54%	43%	50%	52%	57%	54%																																																																				
	32%	35%	32%	31%	29%	24%	36%	35%	31%	33%	29%	37%	30%	33%	32%	36%	30%	28%	28%	44%	45%	31%	31%	35%	34%	32%	28%	30%	37%	35%	33%	30%	32%	27%	44%	34%	29%																																																																				
	28%	43%	23%	25%	18%	22%	21%	35%	30%	22%	28%	34%	18%	30%	36%	30%	26%	26%	25%	35%	37%	32%	24%	37%	40%	20%	24%	29%	36%	30%	20%	35%	36%	30%	36%	29%	24%																																																																				
	21%	19%	19%	23%	25%	25%	24%	21%	17%	21%	22%	20%	23%	19%	22%	23%	23%	18%	21%	31%	19%	20%	20%	25%	24%	23%	27%	19%	18%	18%	24%	19%	8%	23%	24%	26%	19%																																																																				
	16%	19%	18%	14%	14%	14%	13%	15%	24%	14%	17%	17%	16%	17%	16%	15%	21%	15%	16%	17%	18%	14%	18%	14%	14%	13%	15%	16%	22%	21%	16%	17%	4%	18%	18%	15%	16%																																																																				
	14%	16%	15%	13%	10%	13%	11%	15%	16%	15%	13%	15%	14%	15%	13%	12%	14%	16%	14%	14%	11%	16%	14%	11%	13%	14%	8%	16%	15%	14%	14%	13%	19%	14%	13%	14%	14%																																																																				
	13%	18%	3%	25%	6%	14%	16%	9%	13%	11%	13%	14%	13%	14%	11%	12%	11%	15%	11%	14%	23%	21%	11%	13%	18%	14%	17%	10%	11%	17%	13%	11%	11%	15%	19%	17%	9%																																																																				
	9%	8%	14%	8%	8%	11%	4%	9%	13%	7%	11%	9%	7%	10%	11%	9%	11%	10%	9%	10%	10%	6%	10%	7%	5%	9%	6%	10%	12%	8%	7%	11%	18%	8%	8%	9%	10%																																																																				
	8%	12%	6%	12%	3%	8%	8%	9%	10%	7%	9%	8%	7%	10%	9%	9%	10%	6%	8%	8%	11%	10%	7%	8%	12%	5%	12%	9%	9%	12%	7%	9%	21%	15%	9%	10%	6%																																																																				
	Unsure	16%	12%	17%	13%	24%	18%	18%	14%	13%	22%	15%	12%	17%	16%	15%	13%	16%	18%	19%	3%	3%	15%	18%	13%	12%	20%	16%	18%	10%	11%	16%	16%	15%	11%	11%	14%	20%																																																																			

Which areas do you typically focus on most when making New Year's resolutions? Select up to three.

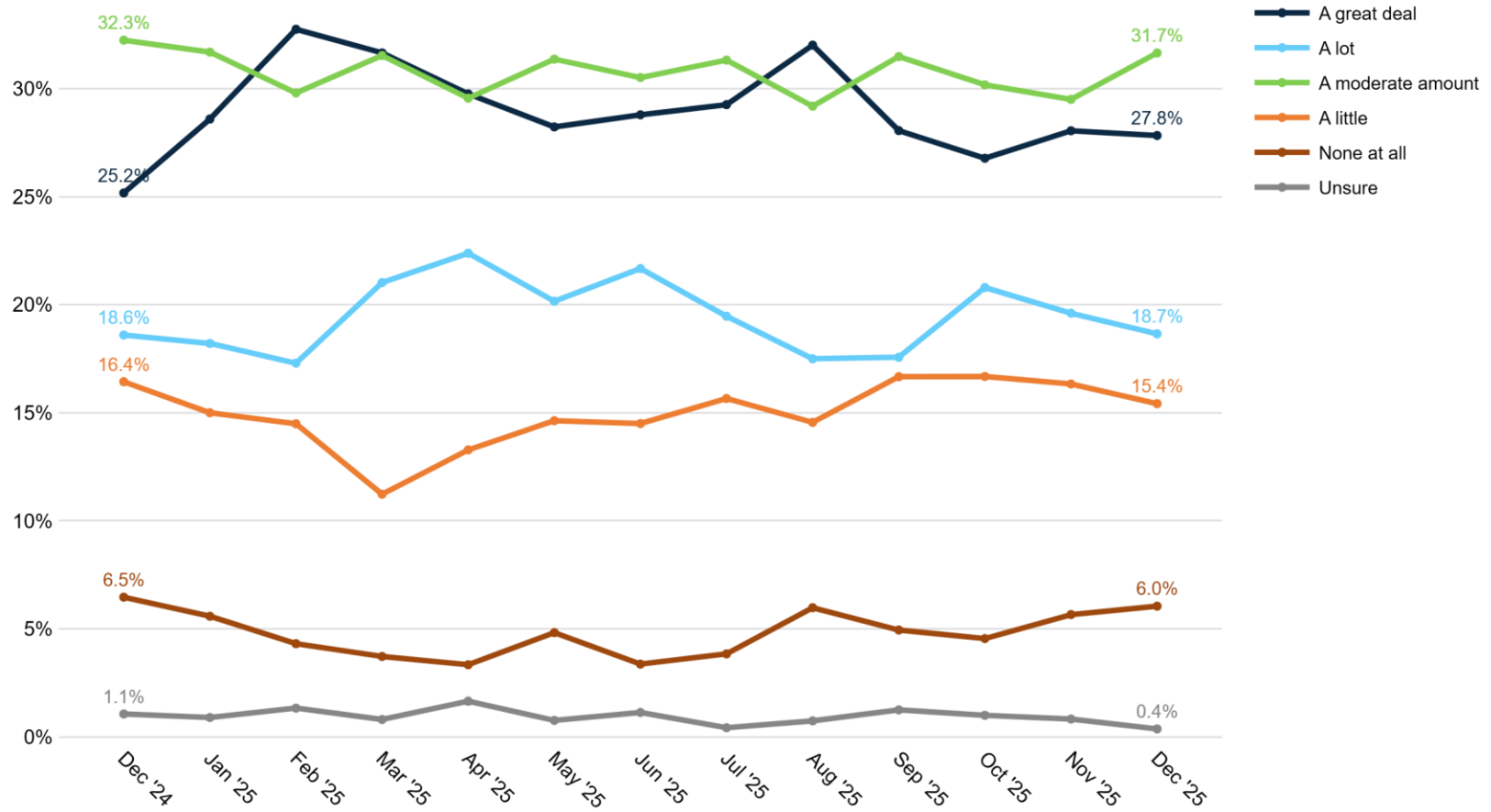
# News Attention



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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%	21%	34%	27%	29%	30%	27%	24%	32%	29%	28%	27%	25%	27%	31%	24%	23%	37%	29%	30%	23%	22%	29%	24%	25%	31%	23%	30%	25%	15%	24%	33%	18%	24%	22%	32%	30%
A lot	19%	16%	18%	20%	21%	22%	20%	16%	18%	16%	19%	21%	16%	18%	22%	17%	20%	20%	16%	12%	19%	19%	18%	20%	20%	22%	16%	18%	13%	16%	22%	18%	17%	13%	21%	20%	
A moderate amount	32%	36%	29%	31%	31%	32%	30%	31%	33%	28%	33%	33%	32%	34%	30%	34%	36%	25%	30%	28%	43%	33%	30%	36%	34%	29%	34%	32%	32%	41%	33%	28%	49%	37%	35%	26%	30%
A little	15%	19%	14%	16%	12%	11%	16%	20%	11%	19%	14%	14%	18%	14%	14%	17%	15%	13%	15%	17%	16%	19%	16%	16%	15%	14%	15%	16%	17%	23%	18%	13%	8%	14%	19%	15%	15%
None at all	6%	7%	5%	6%	5%	5%	7%	7%	5%	8%	6%	5%	8%	6%	3%	7%	6%	5%	6%	8%	6%	6%	6%	6%	6%	6%	6%	7%	8%	8%	4%	7%	8%	9%	6%	5%	
Unsure	0%	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	

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

# Trend: News Attention

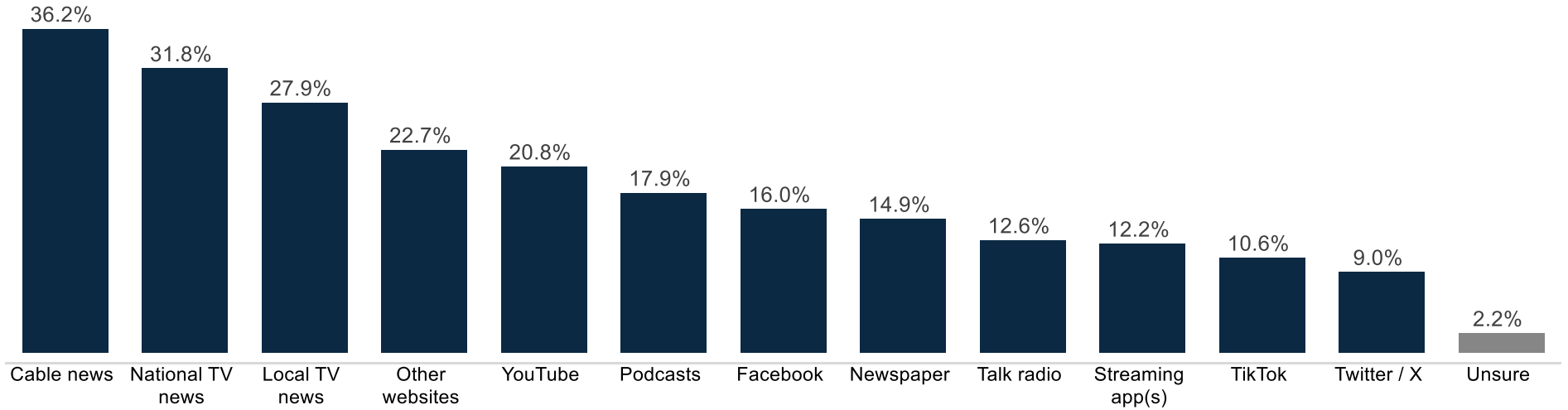




# Percent Change: News Attention (Nov '25 to Dec '25)

	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	<\$75k	\$75k-\$125k	\$125k+	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	0%	-4%	5%	-5%	3%	-6%	3%	-1%	3%	6%	-3%	-3%	3%	-1%	-4%	2%	-8%	4%	0%	8%	-13%	-5%	2%	-6%	2%	-2%	-1%	3%	-3%	-7%	2%	3%	6%	-4%
A lot	-1%	-3%	0%	1%	-1%	-1%	0%	-1%	-1%	-2%	-3%	4%	-3%	-5%	3%	-2%	0%	-1%	0%	-1%	-3%	1%	-4%	5%	-2%	0%	-5%	-3%	2%	-4%	0%	-5%	6%	-2%
A moderate amount	2%	5%	-1%	2%	3%	10%	-5%	2%	2%	-4%	7%	-2%	2%	5%	1%	3%	6%	-1%	1%	-9%	13%	0%	1%	4%	0%	2%	4%	3%	1%	19%	10%	-2%	-11%	5%
A little	-1%	0%	-3%	2%	-2%	-4%	2%	0%	-4%	-1%	-1%	0%	-2%	-1%	1%	-2%	1%	-2%	-1%	0%	3%	4%	1%	-2%	-2%	-1%	1%	-2%	1%	-8%	-12%	2%	1%	0%
None at all	0%	3%	0%	1%	-2%	0%	-1%	1%	1%	0%	0%	1%	0%	2%	0%	0%	2%	0%	0%	5%	1%	1%	0%	-1%	2%	1%	2%	0%	1%	2%	1%	1%	-2%	1%
Unsure	0%	-1%	0%	0%	0%	-1%	0%	-1%	0%	0%	-1%	0%	0%	0%	-1%	0%	0%	0%	-4%	-1%	0%	0%	-1%	0%	-1%	-1%	0%	0%	-2%	0%	1%	0%	-1%	

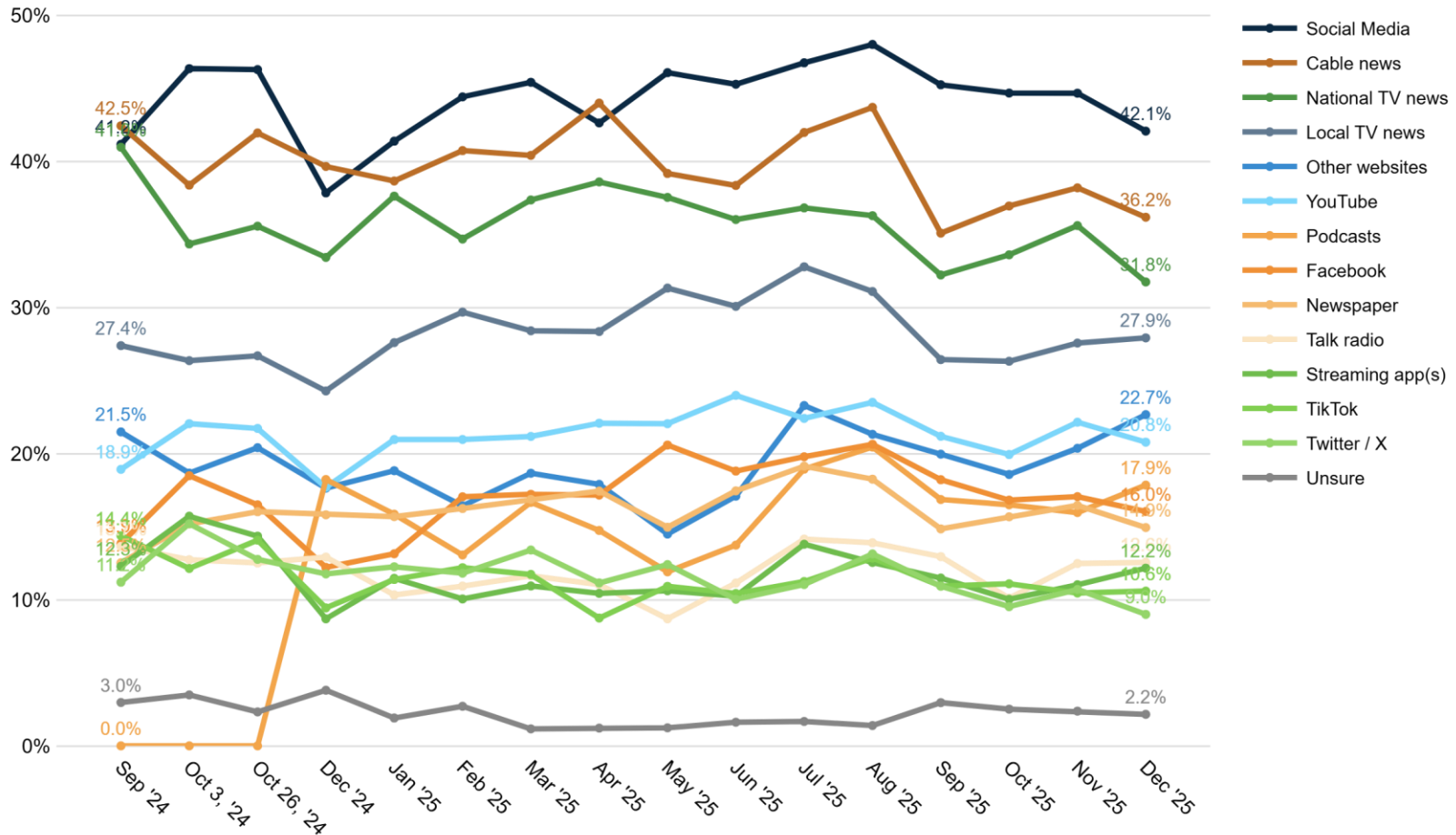
# News Source



	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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Homeowner	Renter	AspirHomeownr	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	42%	59%	30%	54%	26%	36%	43%	47%	40%	42%	40%	47%	45%	38%	41%	50%	39%	38%	38%	52%	55%	53%	37%	49%	54%	35%	48%	40%	49%	44%	45%	38%	44%	58%	60%	44%	32%
Cable news	36%	22%	46%	27%	48%	37%	39%	34%	36%	37%	40%	26%	40%	33%	35%	32%	39%	39%	38%	36%	33%	26%	39%	30%	31%	40%	33%	38%	31%	26%	39%	35%	24%	24%	30%	37%	41%
National TV news	32%	31%	39%	24%	31%	32%	23%	36%	35%	28%	33%	35%	19%	31%	45%	33%	32%	31%	31%	40%	34%	28%	31%	35%	33%	29%	25%	34%	37%	33%	18%	44%	35%	25%	29%	29%	35%
Local TV news	28%	24%	34%	17%	36%	26%	27%	32%	26%	30%	26%	29%	25%	27%	31%	30%	27%	24%	29%	33%	22%	20%	29%	26%	27%	27%	26%	30%	28%	31%	27%	29%	23%	22%	24%	26%	31%
Other websites	23%	24%	18%	26%	23%	28%	21%	16%	28%	21%	24%	21%	16%	33%	23%	17%	24%	28%	25%	11%	17%	23%	23%	21%	26%	25%	24%	22%	20%	23%	18%	27%	23%	23%	20%	21%	24%
YouTube	21%	24%	14%	30%	16%	21%	24%	22%	15%	19%	19%	28%	21%	20%	21%	25%	21%	15%	18%	29%	29%	24%	18%	23%	26%	18%	30%	17%	21%	22%	21%	20%	28%	30%	28%	23%	15%
Podcasts	18%	18%	16%	25%	13%	18%	20%	15%	20%	18%	18%	17%	20%	18%	15%	15%	16%	24%	18%	9%	25%	20%	18%	16%	17%	20%	17%	18%	16%	14%	21%	15%	23%	14%	16%	24%	17%
Facebook	16%	26%	15%	16%	6%	9%	12%	24%	16%	17%	14%	20%	19%	11%	16%	22%	13%	11%	14%	27%	22%	24%	14%	20%	17%	7%	17%	19%	23%	20%	18%	14%	11%	25%	26%	15%	11%
Newspaper	15%	9%	16%	16%	19%	26%	10%	8%	19%	10%	17%	16%	10%	17%	19%	11%	13%	22%	17%	11%	9%	14%	16%	16%	12%	19%	15%	15%	10%	13%	9%	21%	13%	10%	12%	11%	18%
Talk radio	13%	12%	9%	13%	16%	11%	18%	9%	13%	12%	14%	9%	18%	11%	8%	9%	15%	15%	14%	7%	12%	15%	14%	10%	13%	17%	11%	13%	8%	12%	18%	8%	15%	7%	8%	13%	15%
Streaming app(s)	12%	11%	13%	15%	10%	13%	12%	13%	11%	12%	11%	16%	13%	13%	11%	14%	11%	10%	12%	9%	15%	12%	12%	15%	15%	11%	15%	11%	13%	14%	13%	11%	2%	12%	16%	13%	11%
TikTok	11%	27%	4%	9%	2%	4%	7%	17%	13%	10%	10%	13%	8%	9%	14%	14%	9%	8%	8%	18%	19%	16%	8%	16%	19%	5%	7%	10%	20%	12%	9%	12%	13%	18%	21%	12%	5%
Twitter / X	9%	8%	4%	19%	7%	12%	14%	4%	8%	7%	9%	10%	14%	9%	4%	7%	8%	13%	9%	4%	11%	11%	9%	9%	10%	13%	12%	6%	6%	10%	14%	4%	16%	12%	12%	11%	7%
Unsure	2%	3%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	3%	3%	1%	2%	3%	1%	2%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%	3%	3%	1%	7%	4%	2%	2%	2%

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

# Trend: News Source



# Percent Change: News Source (Nov '25 to Dec '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	<\$75k	\$75k-\$125k	\$125k+	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	-3%	-1%	4%	-7%	-7%	-6%	-9%	0%	2%	-4%	0%	-7%	2%	-9%	-3%	-1%	-7%	0%	-2%	-5%	3%	-2%	-7%	-7%	0%	4%	-5%	-1%	-5%	-18%	1%	9%	-4%	-5%
Cable news	-2%	-6%	-2%	2%	-1%	-2%	3%	-3%	-4%	-3%	0%	-6%	-7%	0%	2%	-1%	-3%	-3%	5%	-5%	-3%	-1%	1%	-2%	-6%	-5%	-5%	0%	-5%	-3%	-5%	1%	-2%	
National TV news	-4%	-5%	-4%	-3%	-4%	-2%	-5%	-2%	-7%	-3%	-5%	-2%	-3%	-8%	-2%	-2%	-3%	-3%	-6%	-5%	-8%	-3%	-5%	-3%	-6%	1%	-3%	-6%	-1%	0%	-5%	-8%	-3%	
Local TV news	0%	2%	-3%	-3%	5%	0%	1%	0%	0%	2%	-2%	4%	3%	0%	-2%	1%	-1%	-1%	0%	9%	-7%	-5%	-1%	4%	3%	-3%	4%	5%	-4%	8%	1%	1%	-5%	0%
Other websites	2%	7%	0%	-2%	4%	2%	0%	2%	5%	4%	2%	0%	-2%	7%	3%	1%	3%	3%	4%	3%	-8%	2%	4%	-2%	1%	6%	3%	0%	5%	-7%	3%	1%	2%	3%
YouTube	-1%	-1%	2%	-6%	-1%	-2%	-5%	1%	-1%	-1%	-2%	0%	0%	-7%	1%	-2%	0%	-1%	-1%	-7%	5%	-2%	-3%	-5%	1%	0%	-3%	-2%	-2%	-3%	-4%	4%	2%	-3%
Podcasts	2%	3%	4%	-3%	2%	-3%	2%	6%	1%	2%	2%	1%	4%	-1%	1%	4%	-1%	2%	2%	-3%	9%	-2%	-1%	2%	3%	5%	-2%	4%	0%	3%	-3%	1%	7%	2%
Facebook	-1%	-2%	2%	-1%	-4%	-1%	-3%	-1%	1%	-6%	-1%	4%	1%	-1%	-3%	2%	-3%	-2%	-3%	7%	5%	1%	-4%	1%	-2%	4%	-1%	1%	-3%	-8%	-2%	6%	-3%	-2%
Newspaper	-2%	-5%	-2%	3%	0%	1%	1%	-4%	-3%	-3%	-1%	-2%	1%	0%	-5%	-1%	-6%	2%	-2%	-2%	2%	-1%	0%	2%	-2%	-6%	-5%	0%	-3%	3%	-3%	2%	-4%	-2%
Talk radio	0%	4%	-2%	-1%	-1%	-1%	1%	0%	-2%	1%	1%	0%	-1%	1%	-2%	1%	2%	-1%	0%	3%	3%	-1%	-1%	1%	1%	0%	-1%	1%	11%	-4%	-1%	5%	-1%	
Streaming app(s)	1%	-4%	3%	4%	2%	6%	0%	1%	-2%	-1%	0%	6%	1%	1%	2%	4%	-1%	-2%	1%	-3%	4%	-1%	2%	4%	-3%	2%	2%	0%	2%	-10%	1%	5%	1%	1%
TikTok	0%	1%	1%	-1%	-1%	1%	-2%	-1%	3%	1%	1%	-2%	1%	-1%	0%	0%	-1%	3%	0%	-2%	4%	1%	0%	-2%	0%	3%	-1%	1%	-1%	-8%	-1%	2%	5%	0%
Twitter / X	-2%	-3%	1%	-3%	-2%	-6%	1%	-2%	-1%	-2%	-1%	-5%	1%	-4%	-3%	-1%	-4%	0%	-1%	-5%	-4%	-2%	-2%	-3%	-1%	-1%	-2%	-1%	-2%	2%	4%	-1%	-1%	-3%
Unsure	0%	0%	0%	0%	-1%	-1%	0%	0%	1%	1%	-1%	-1%	0%	1%	-2%	-1%	1%	-1%	0%	-4%	1%	0%	-1%	1%	1%	-1%	0%	0%	-1%	5%	4%	-1%	-1%	-1%

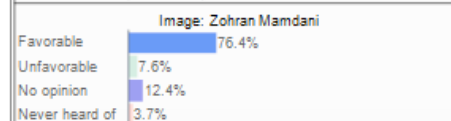
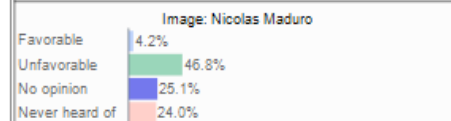
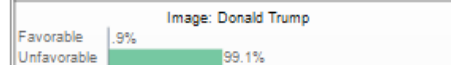
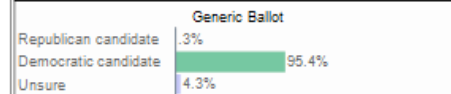
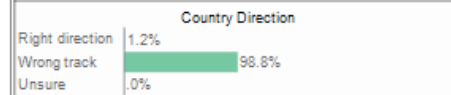
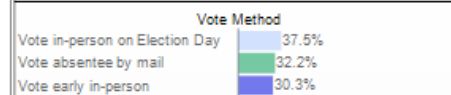
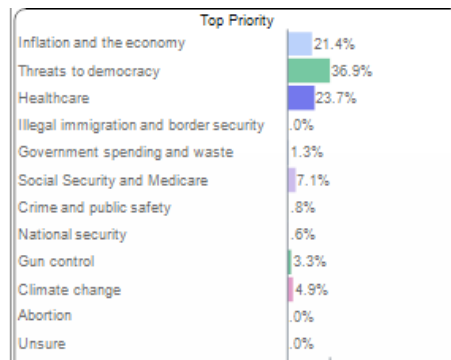
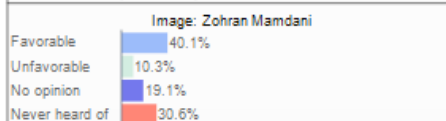
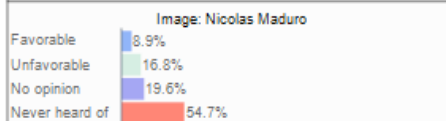
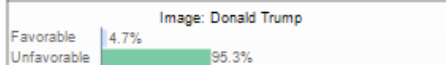
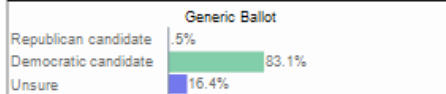
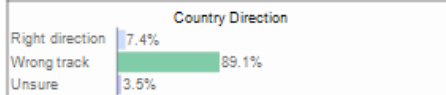
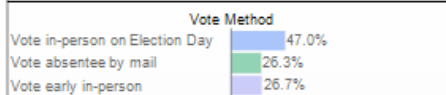
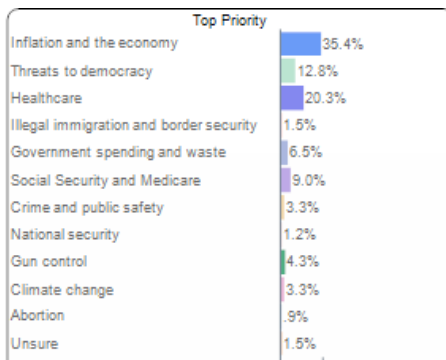
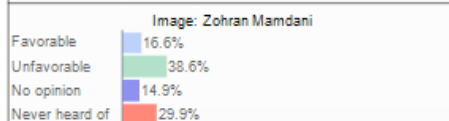
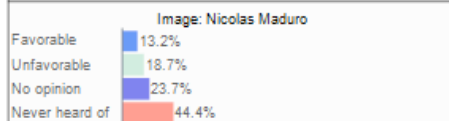
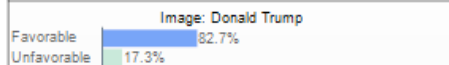
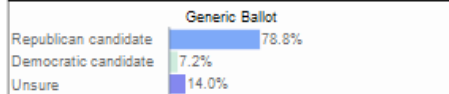
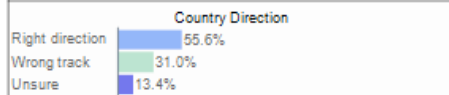
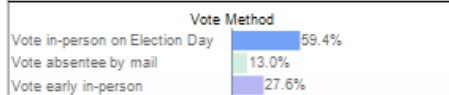
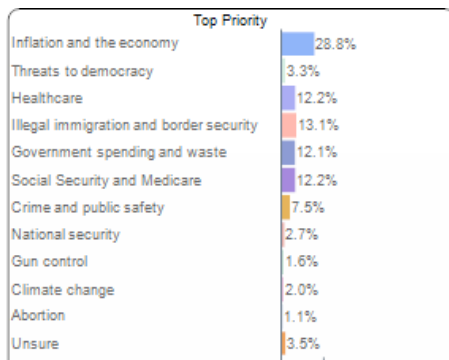
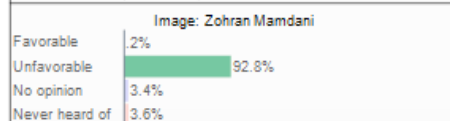
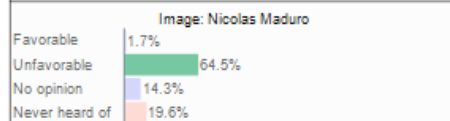
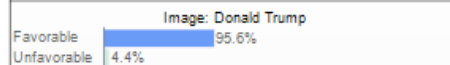
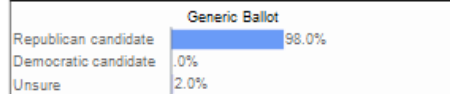
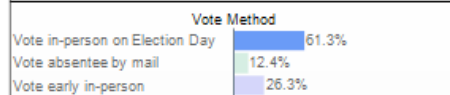
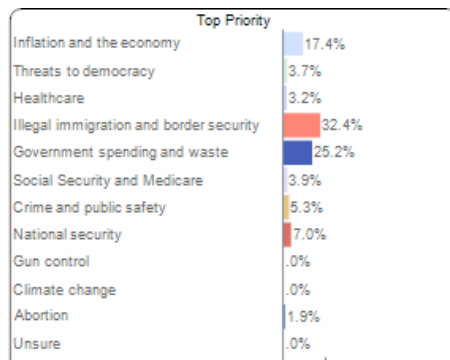
# Segmentation Analysis:

## Old GOPs (29%)

## Young GOPs (20%)

## Young Dems (20%)

## Old Dems (31%)



CYGNAL



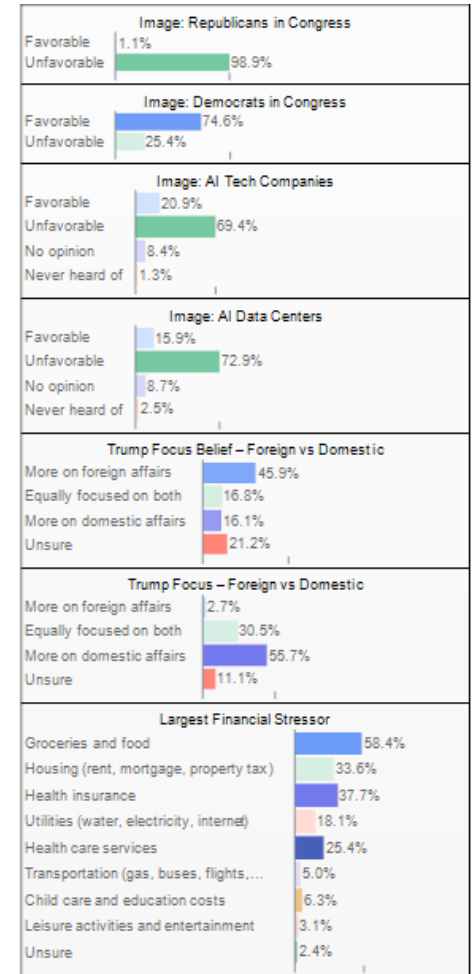
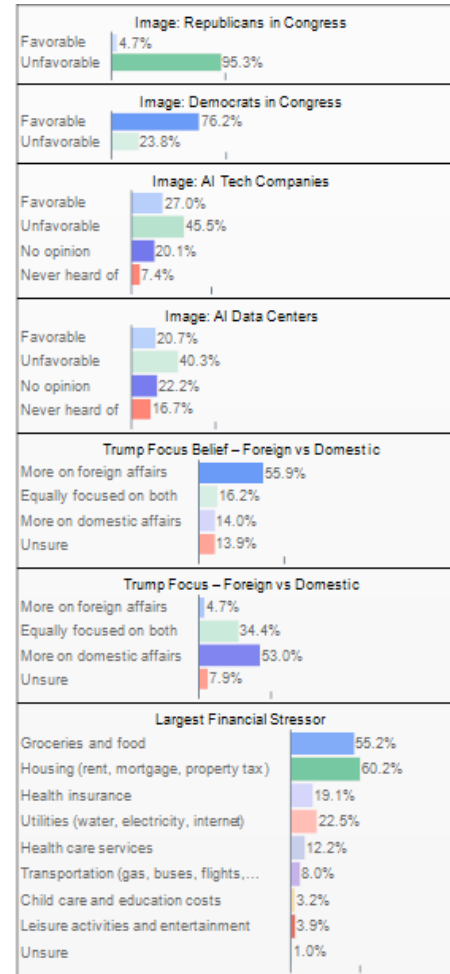
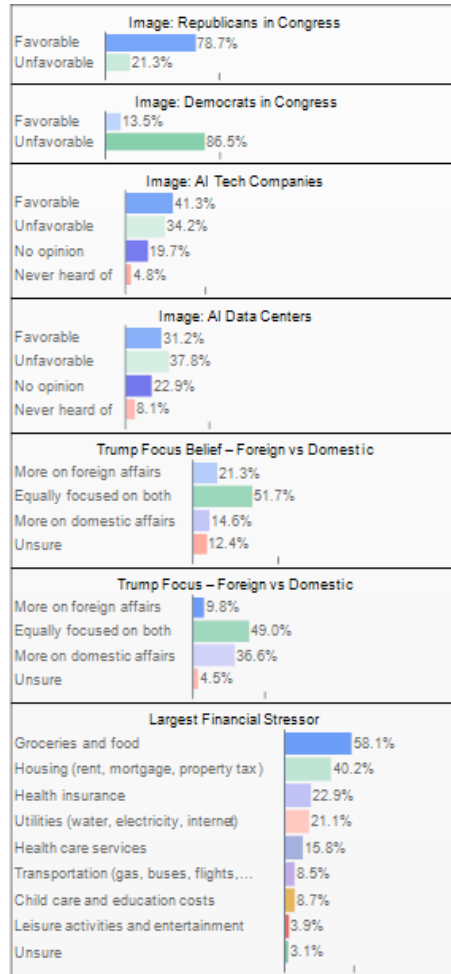
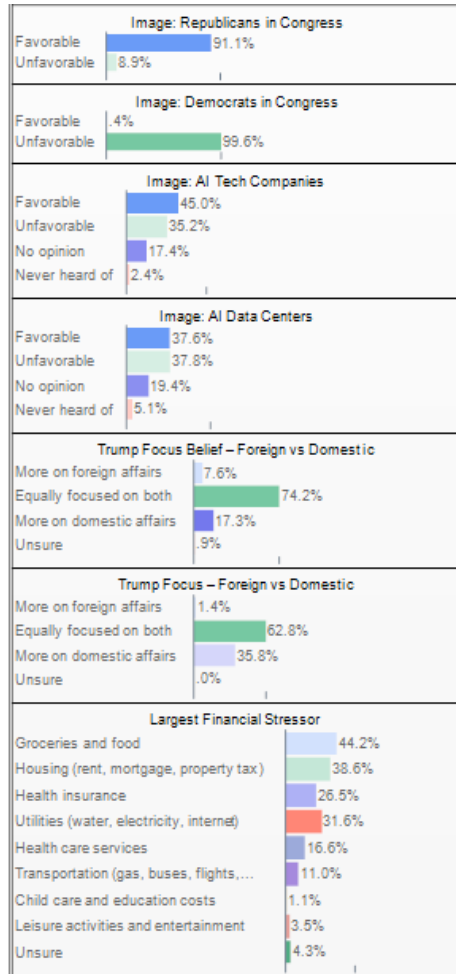
# Segmentation Analysis:

## Old GOPs (29%)

## Young GOPs (20%)

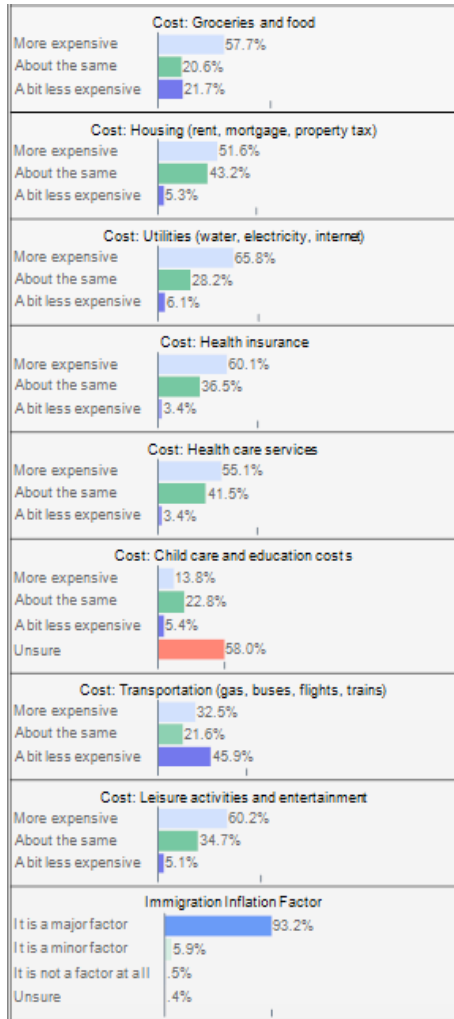
## Young Dems (20%)

## Old Dems (31%)

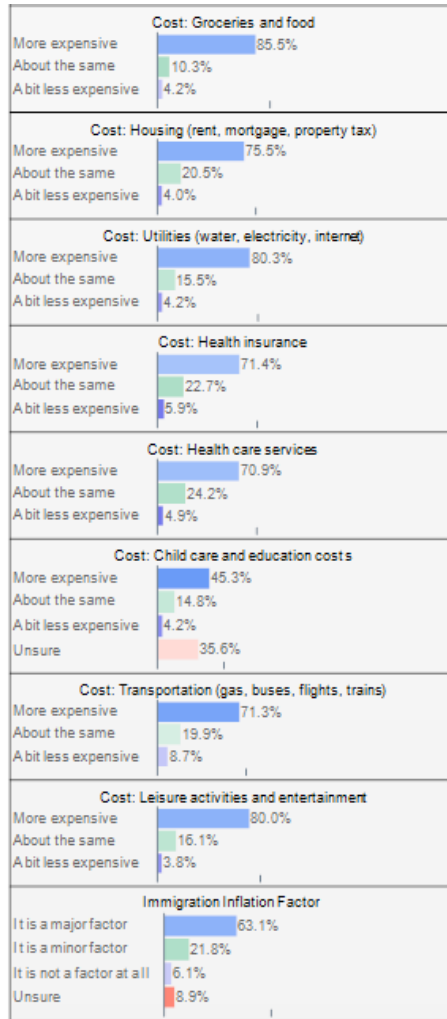


# Segmentation Analysis:

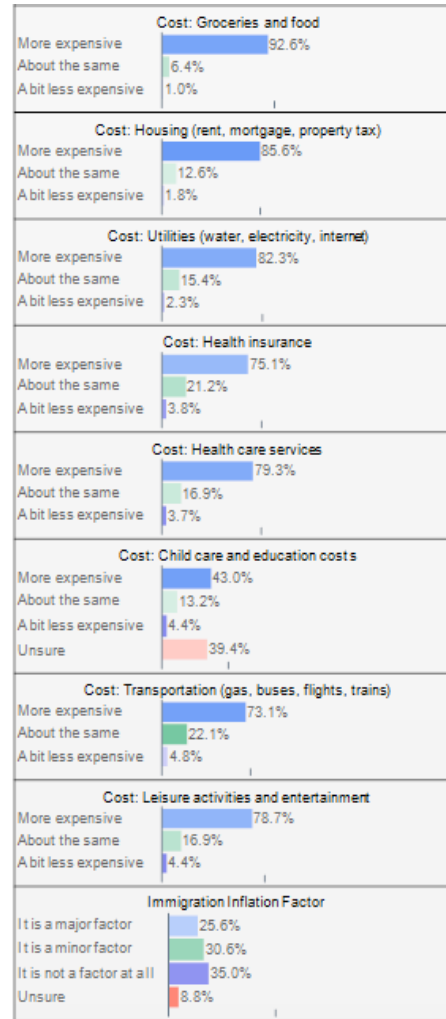
## Old GOPs (29%)



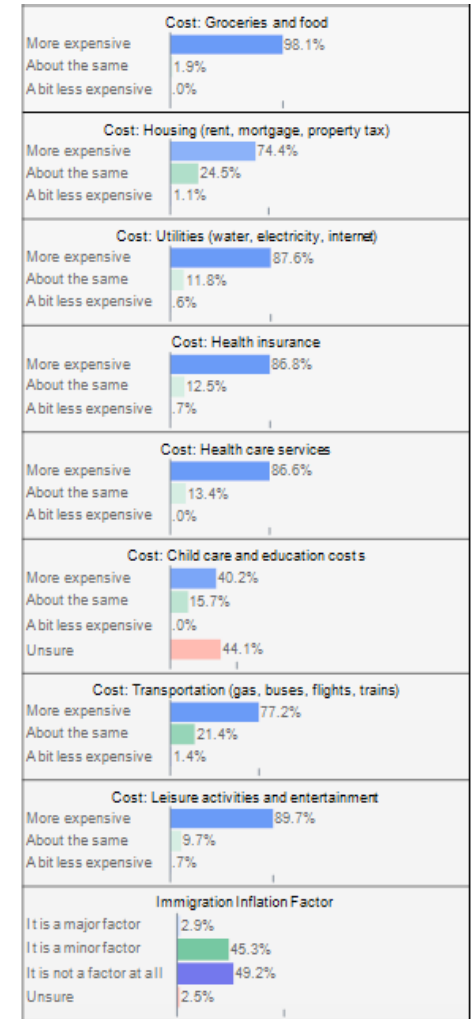
## Young GOPs (20%)



## Young Dems (20%)



## Old Dems (31%)



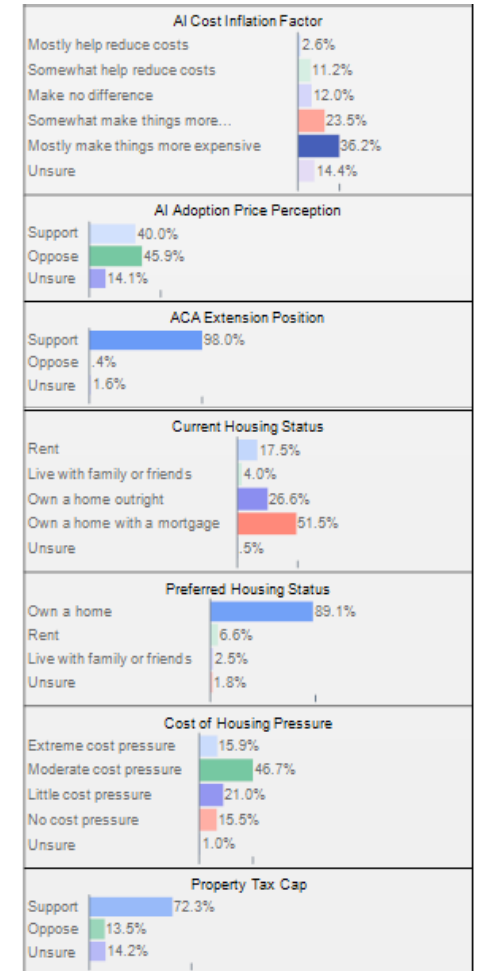
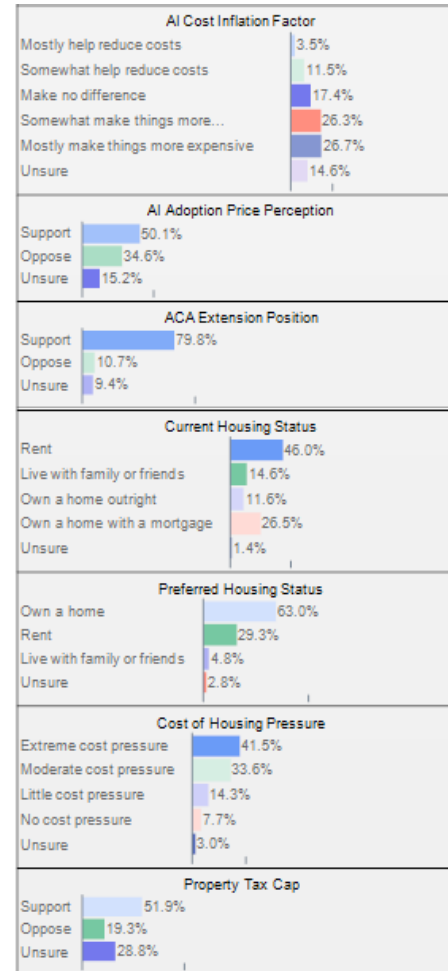
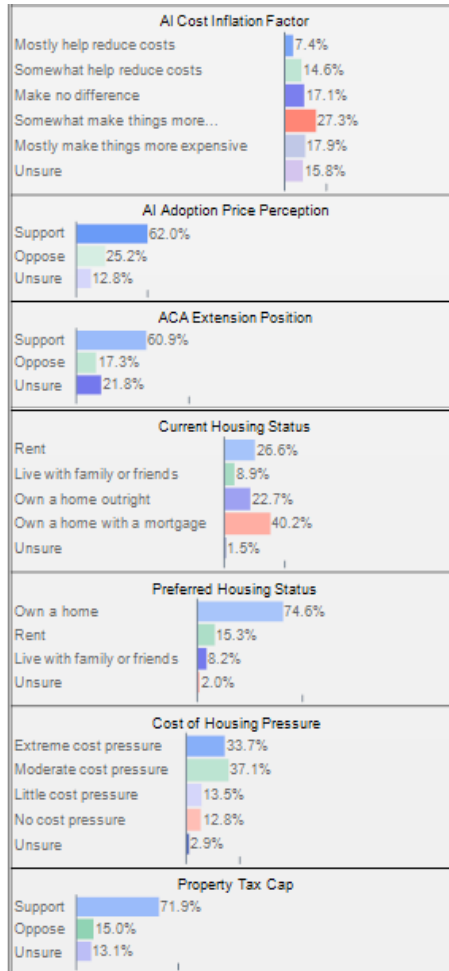
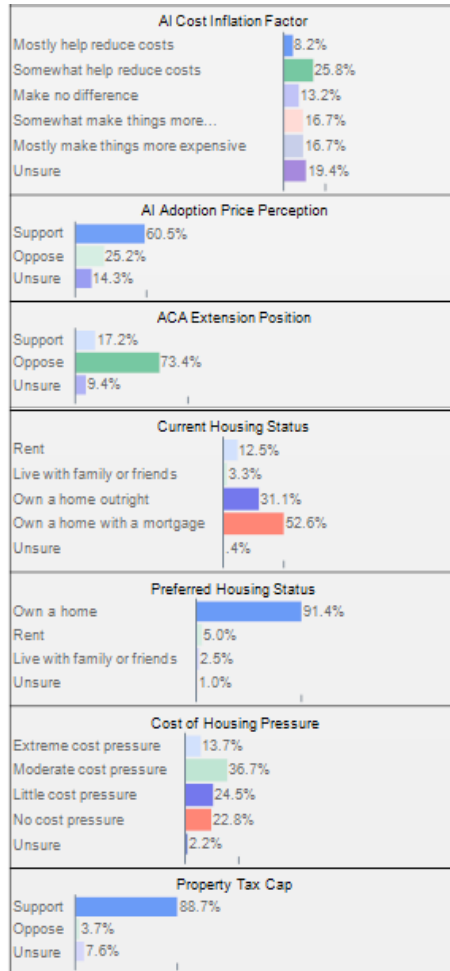
# Segmentation Analysis:

## Old GOPs (29%)

## Young GOPs (20%)

## Young Dems (20%)

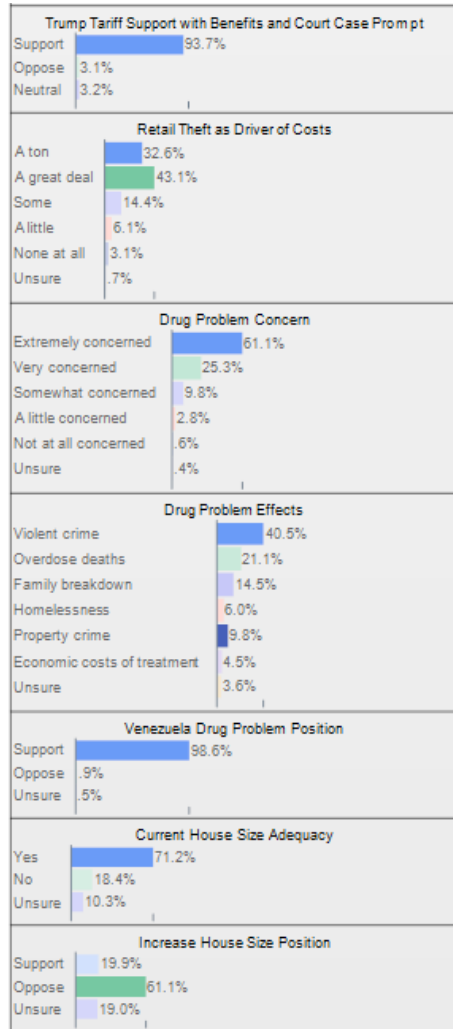
## Old Dems (31%)



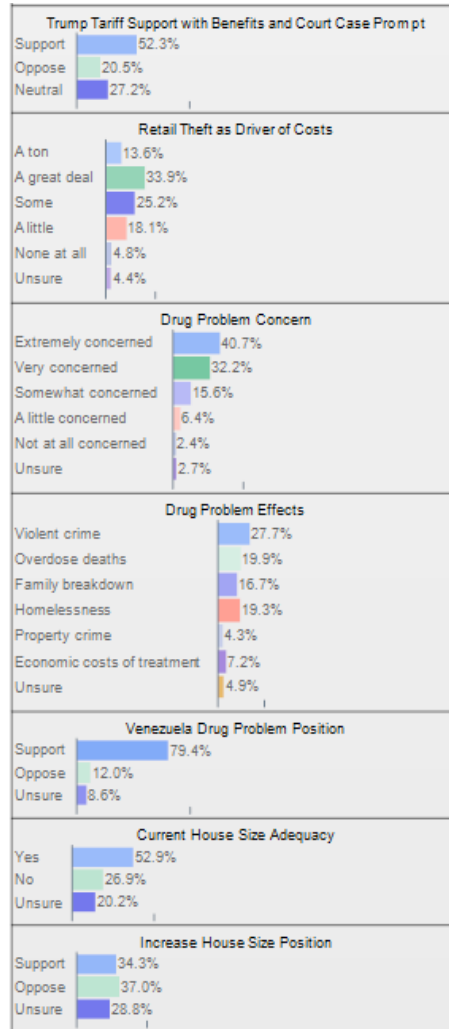


# Segmentation Analysis:

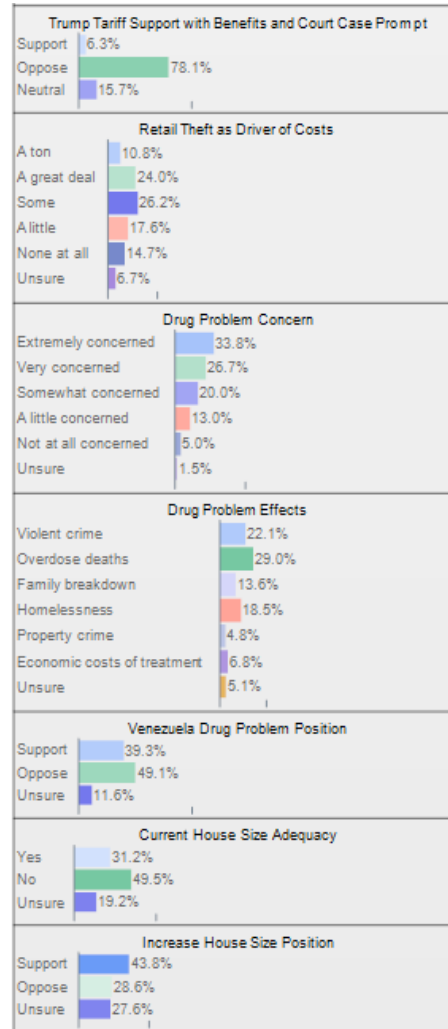
## Old GOPs (29%)



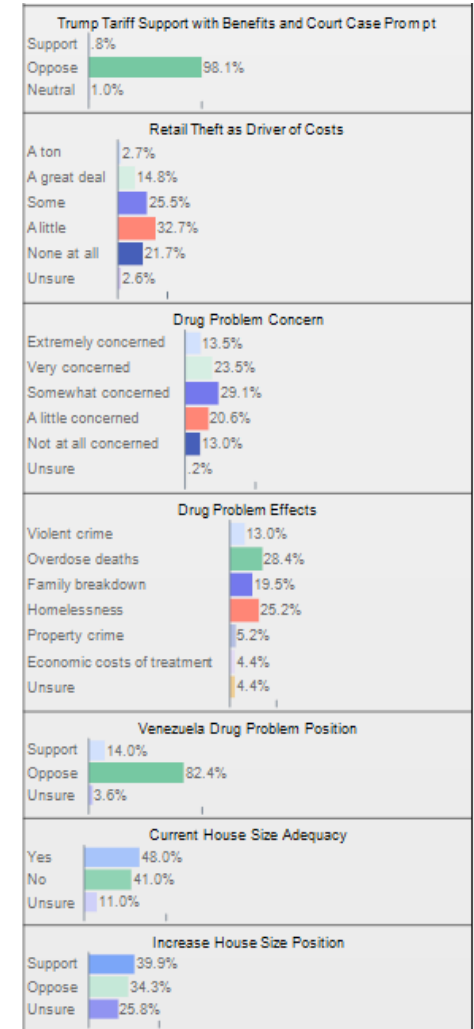
## Young GOPs (20%)



## Young Dems (20%)

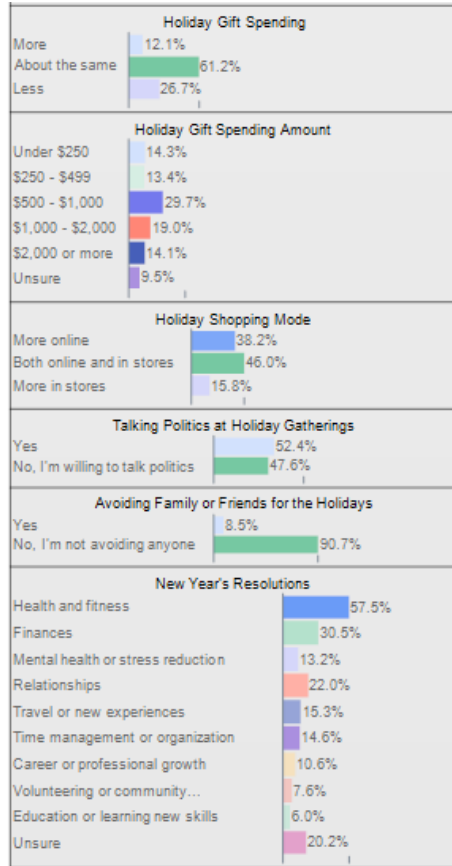


## Old Dems (31%)

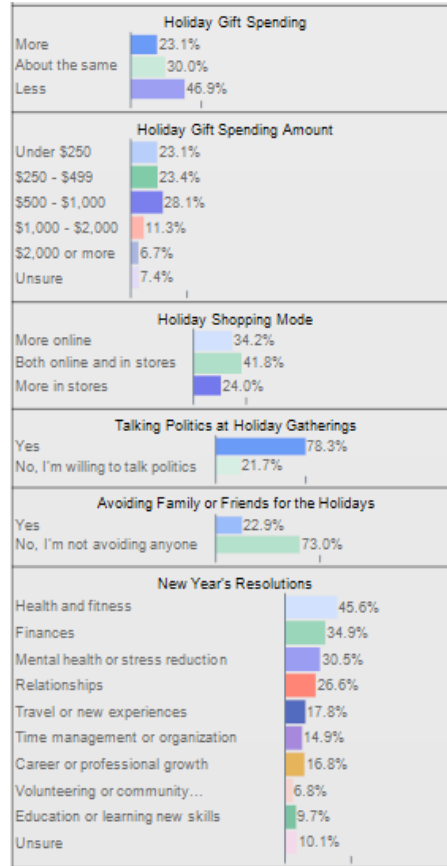


# Segmentation Analysis:

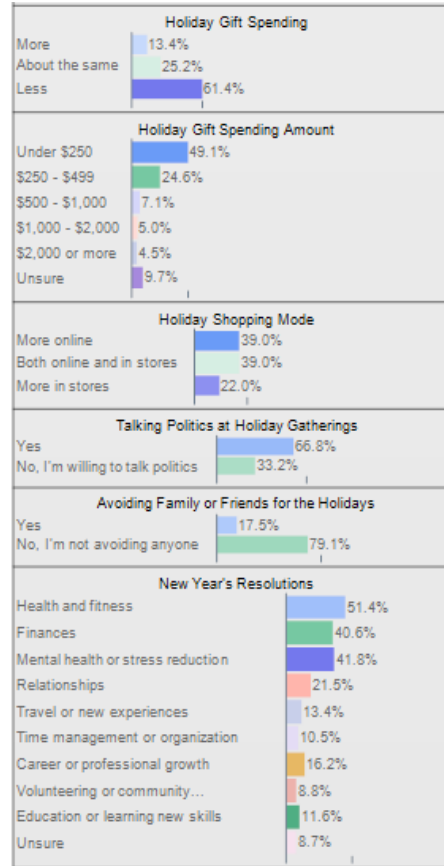
## Old GOPs (29%)



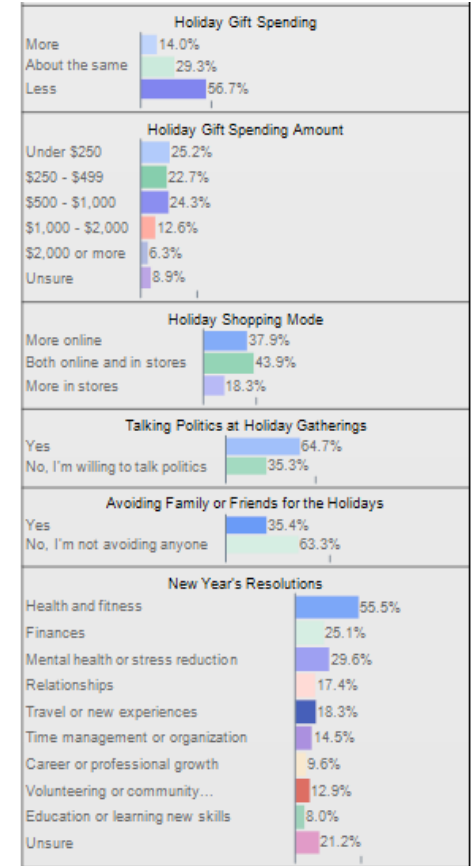
## Young GOPs (20%)



## Young Dems (20%)

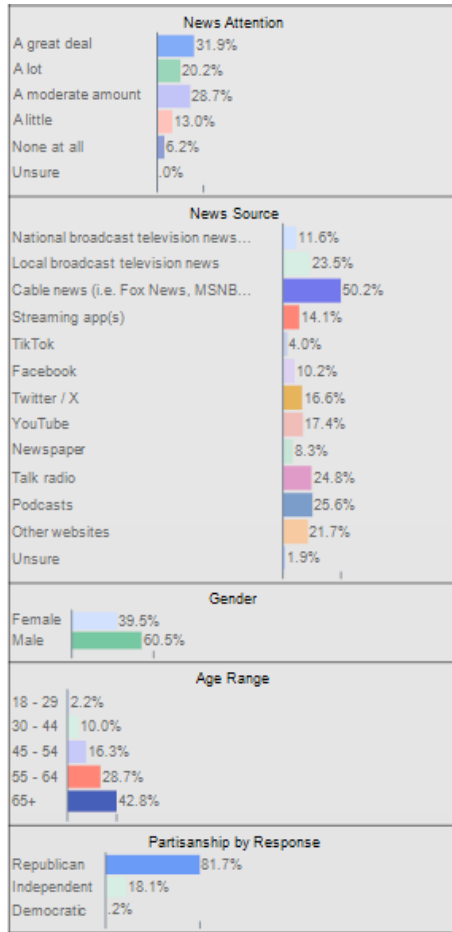


## Old Dems (31%)

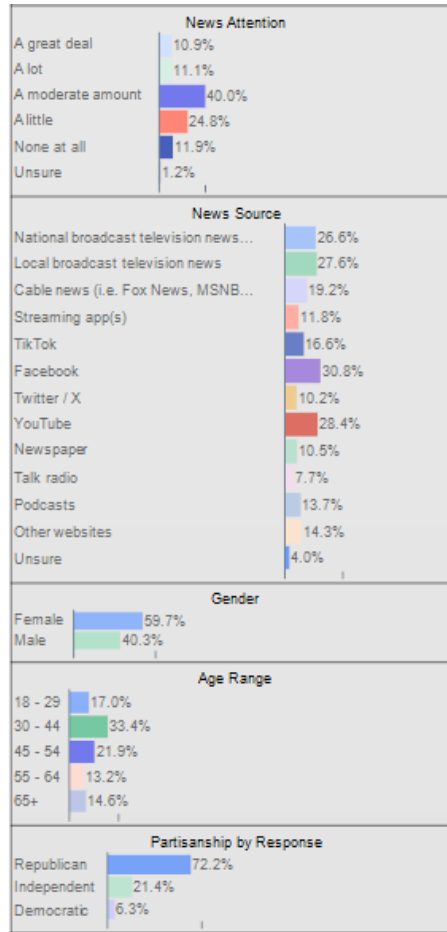


# Segmentation Analysis:

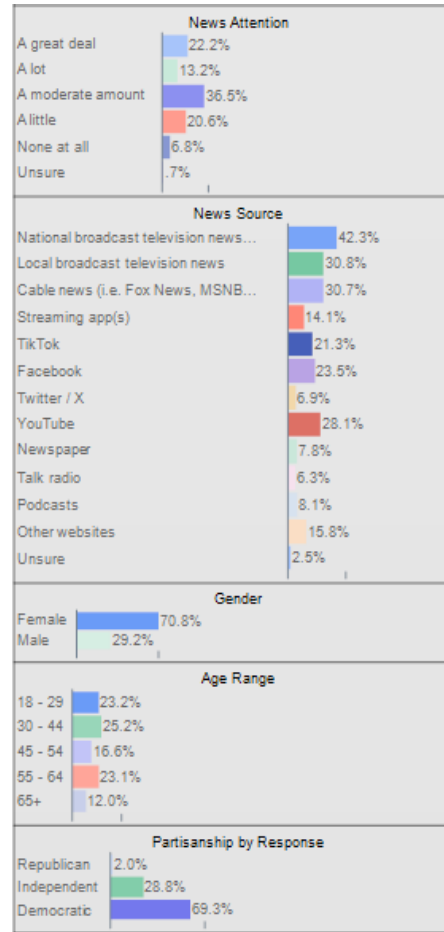
## Old GOPs (29%)



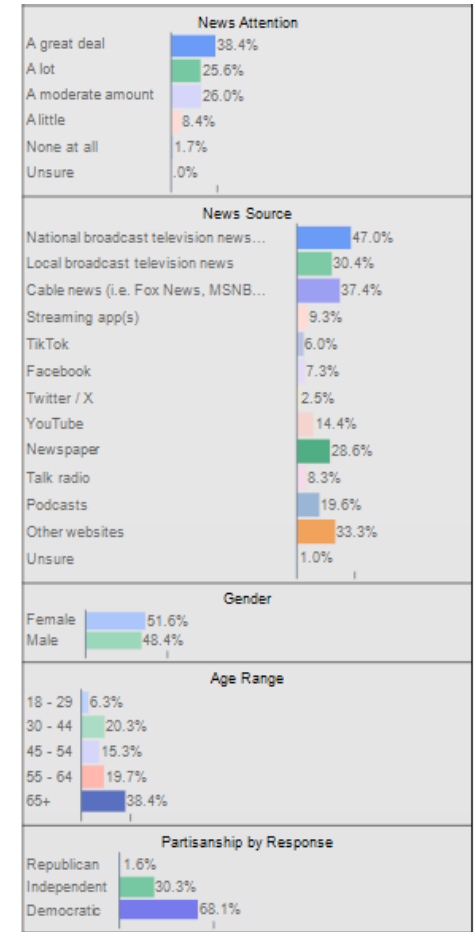
## Young GOPs (20%)



## Young Dems (20%)

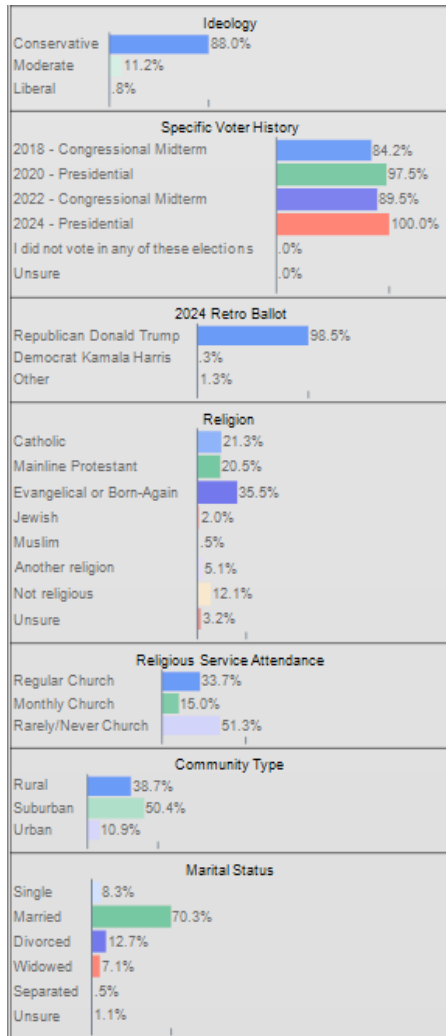


## Old Dems (31%)

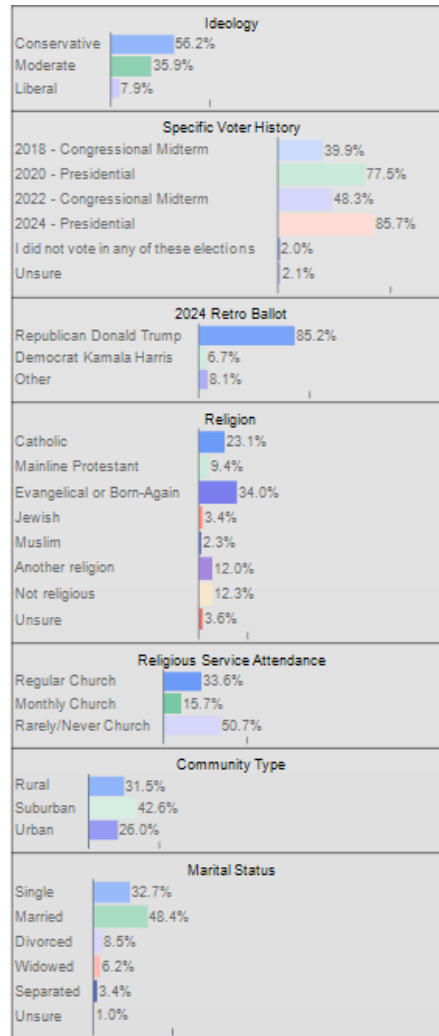


# Segmentation Analysis:

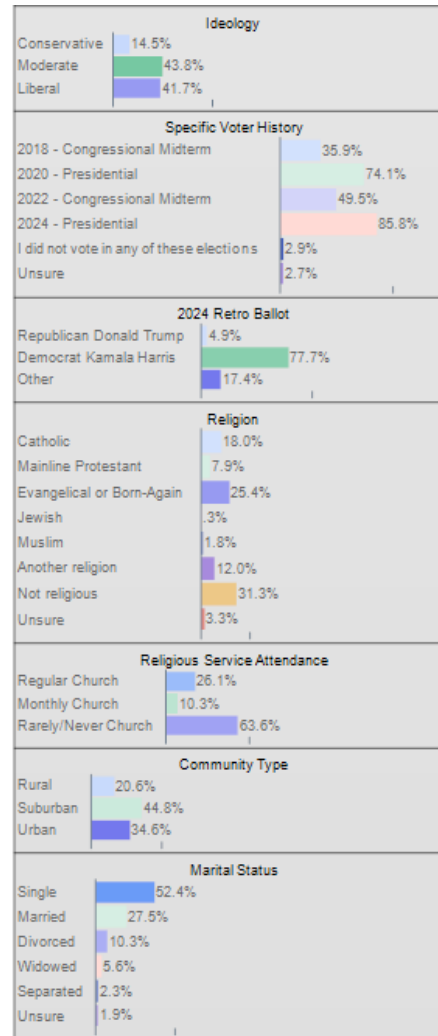
## Old GOPs (29%)



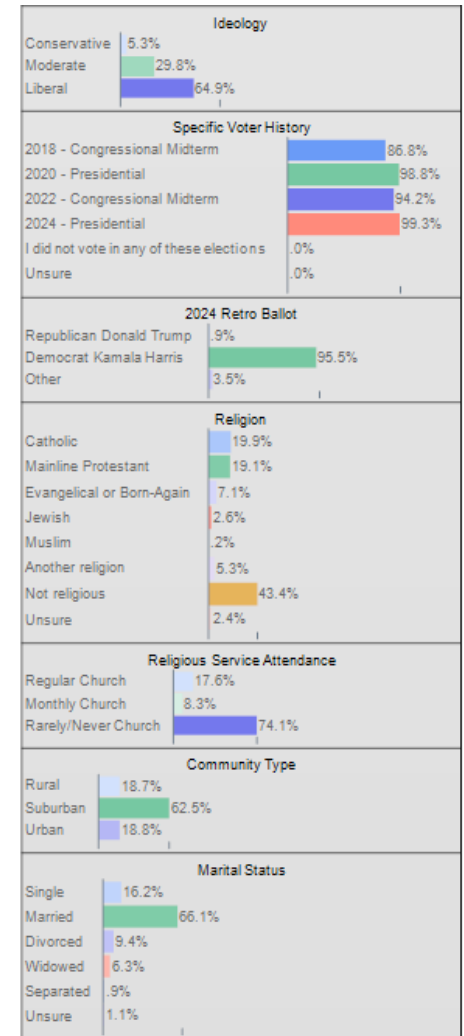
## Young GOPs (20%)



## Young Dems (20%)



## Old Dems (31%)



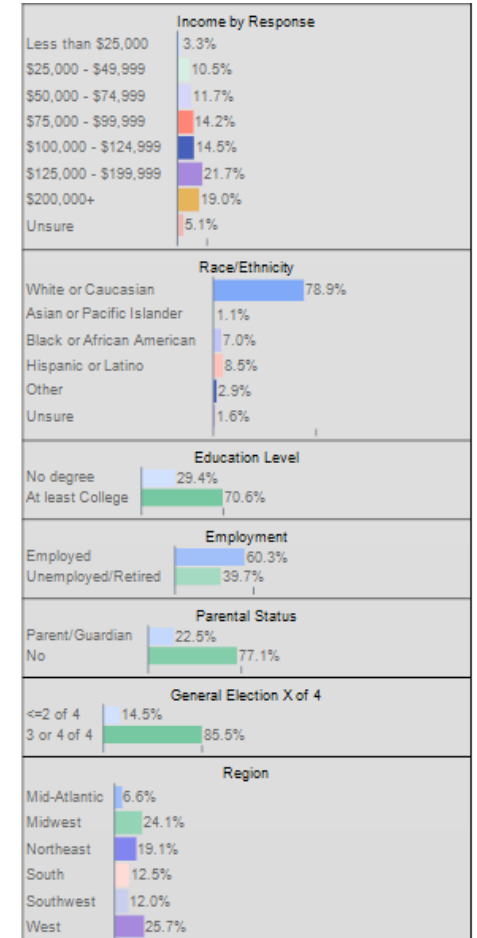
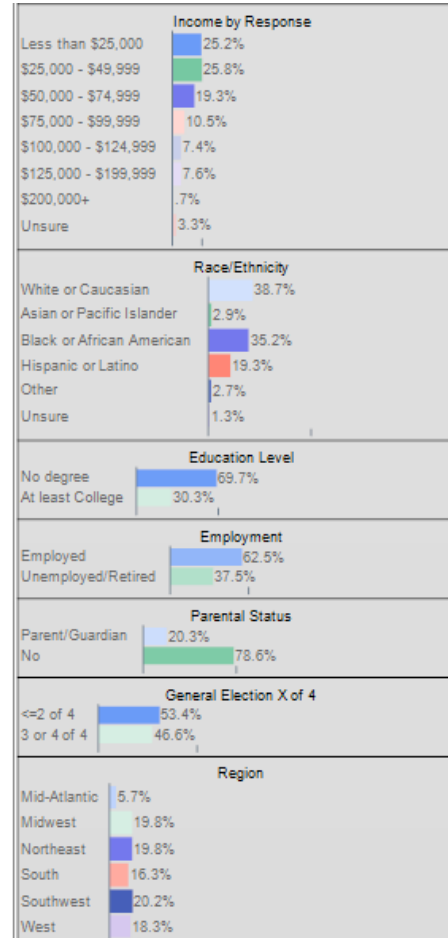
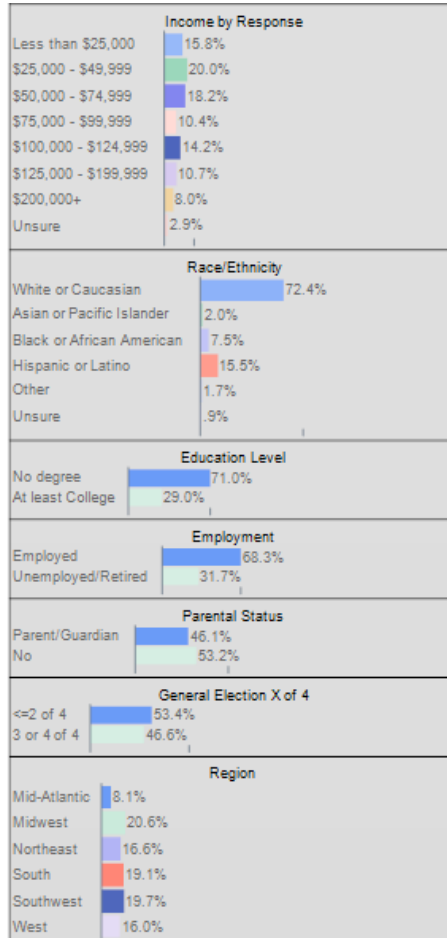
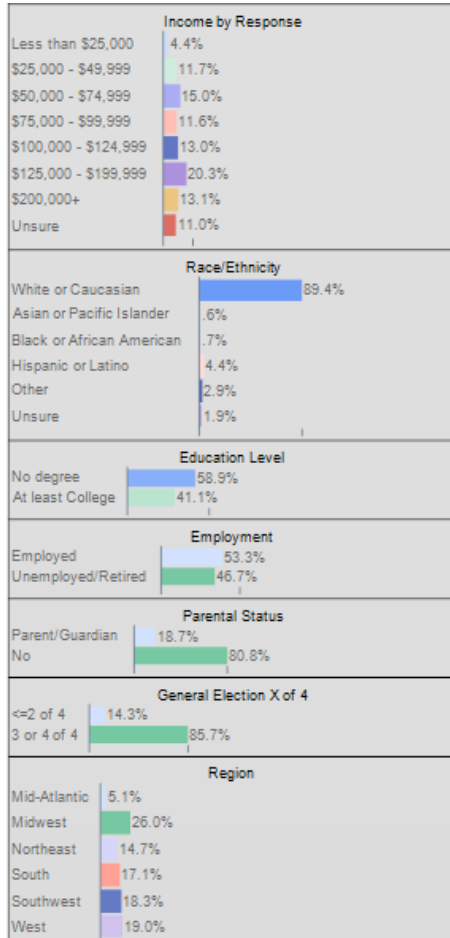
# Segmentation Analysis:

## Old GOPs (29%)

## Young GOPs (20%)

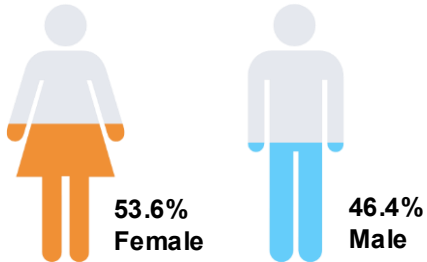
## Young Dems (20%)

## Old Dems (31%)

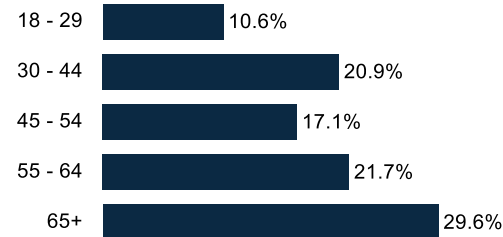


# Demographics

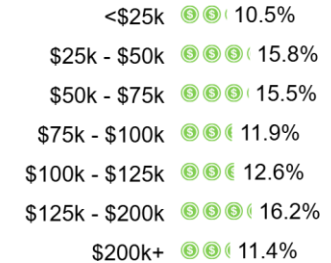
## Sex



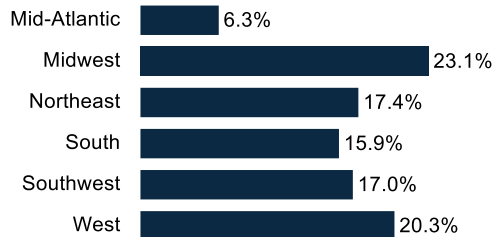
## Age Range



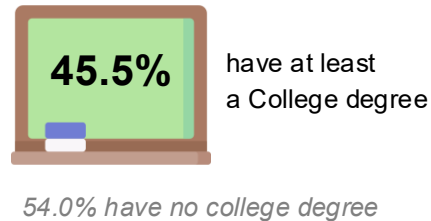
## Household Income



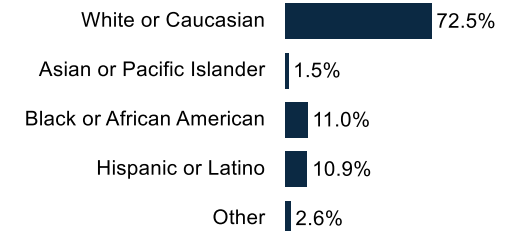
## Geo - Region



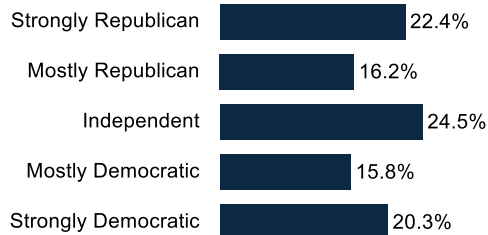
## Education



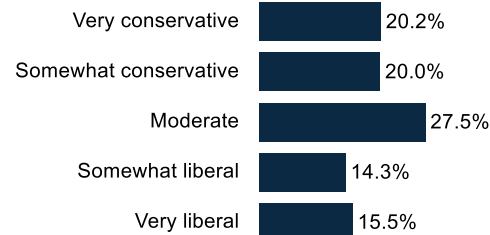
## Race/Ethnicity



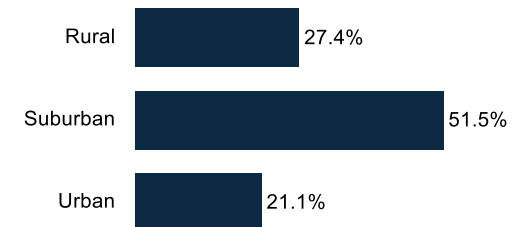
## Partisanship



## Ideology

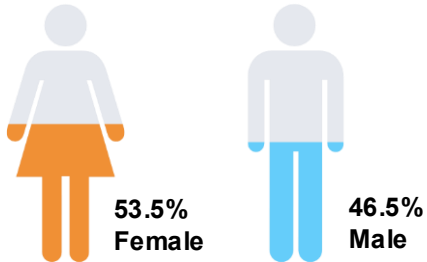


## Community Type

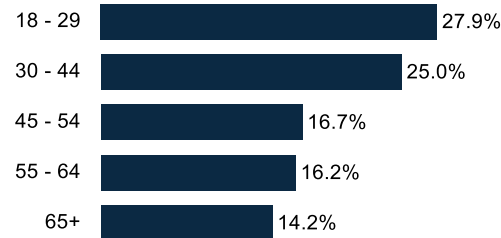


# Demographics (Aspirational Home Owner)

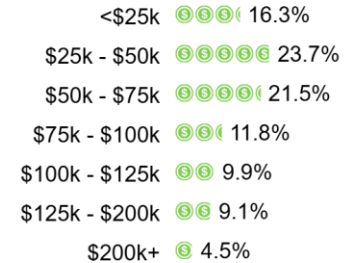
## Sex



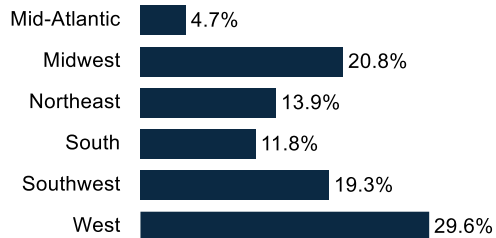
## Age Range



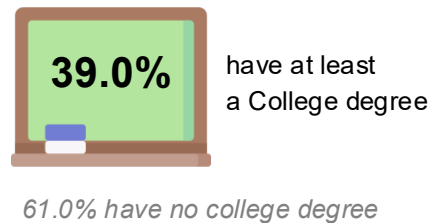
## Household Income



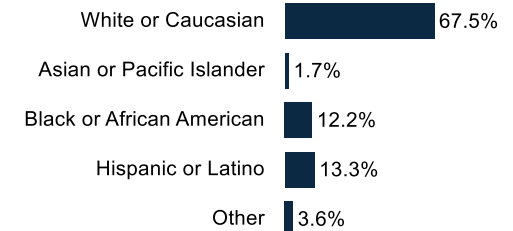
## Geo - Region



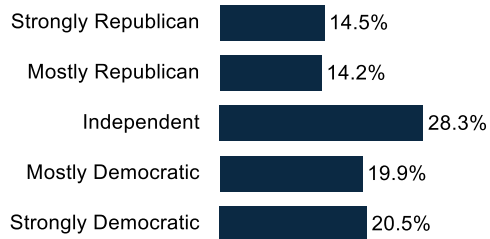
## Education



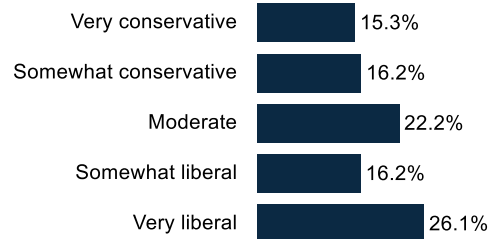
## Race/Ethnicity



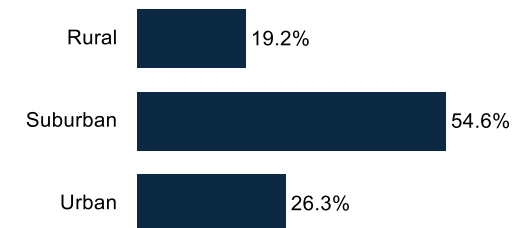
## Partisanship



## Ideology



## Community Type



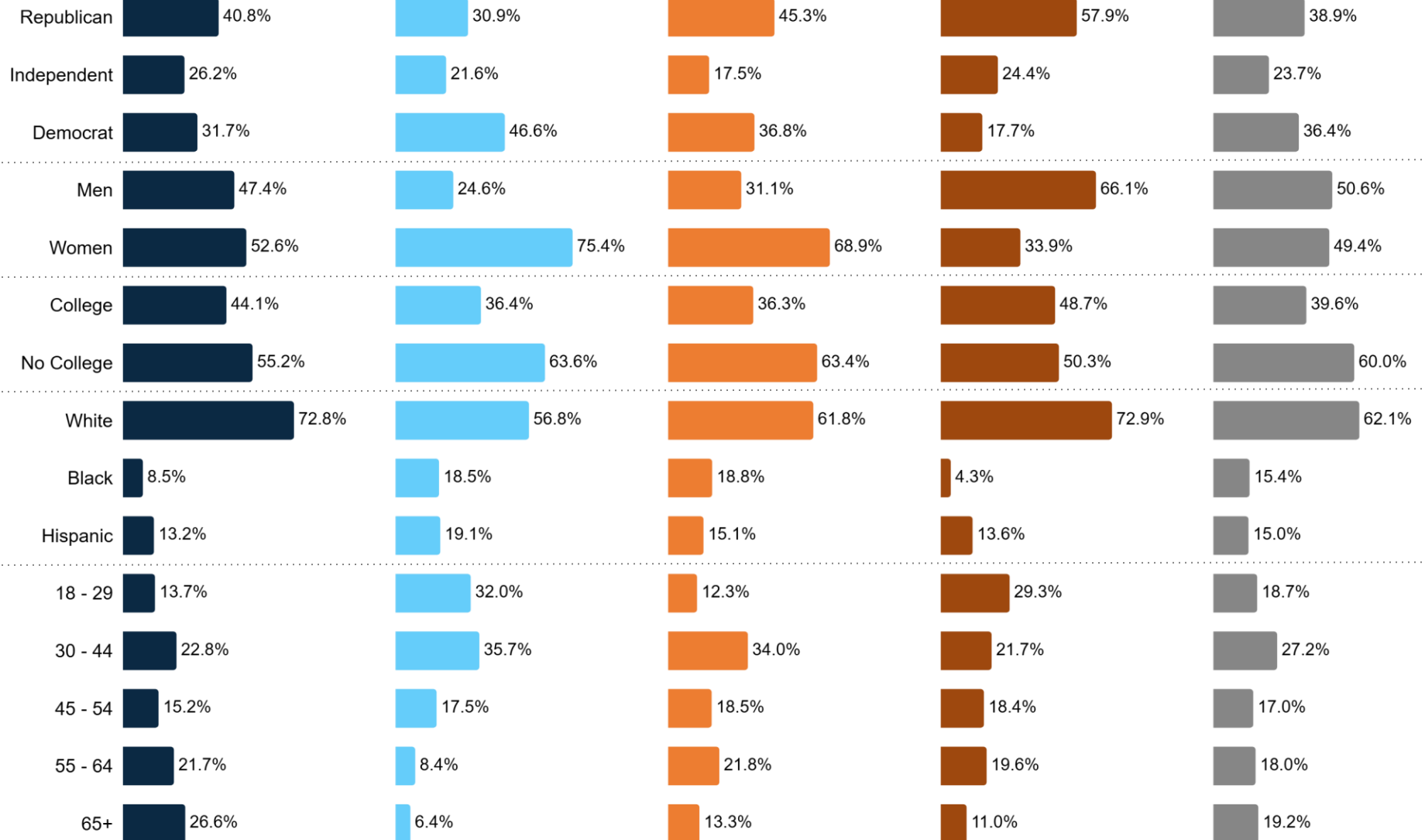
## Streaming app(s)

## TikTok

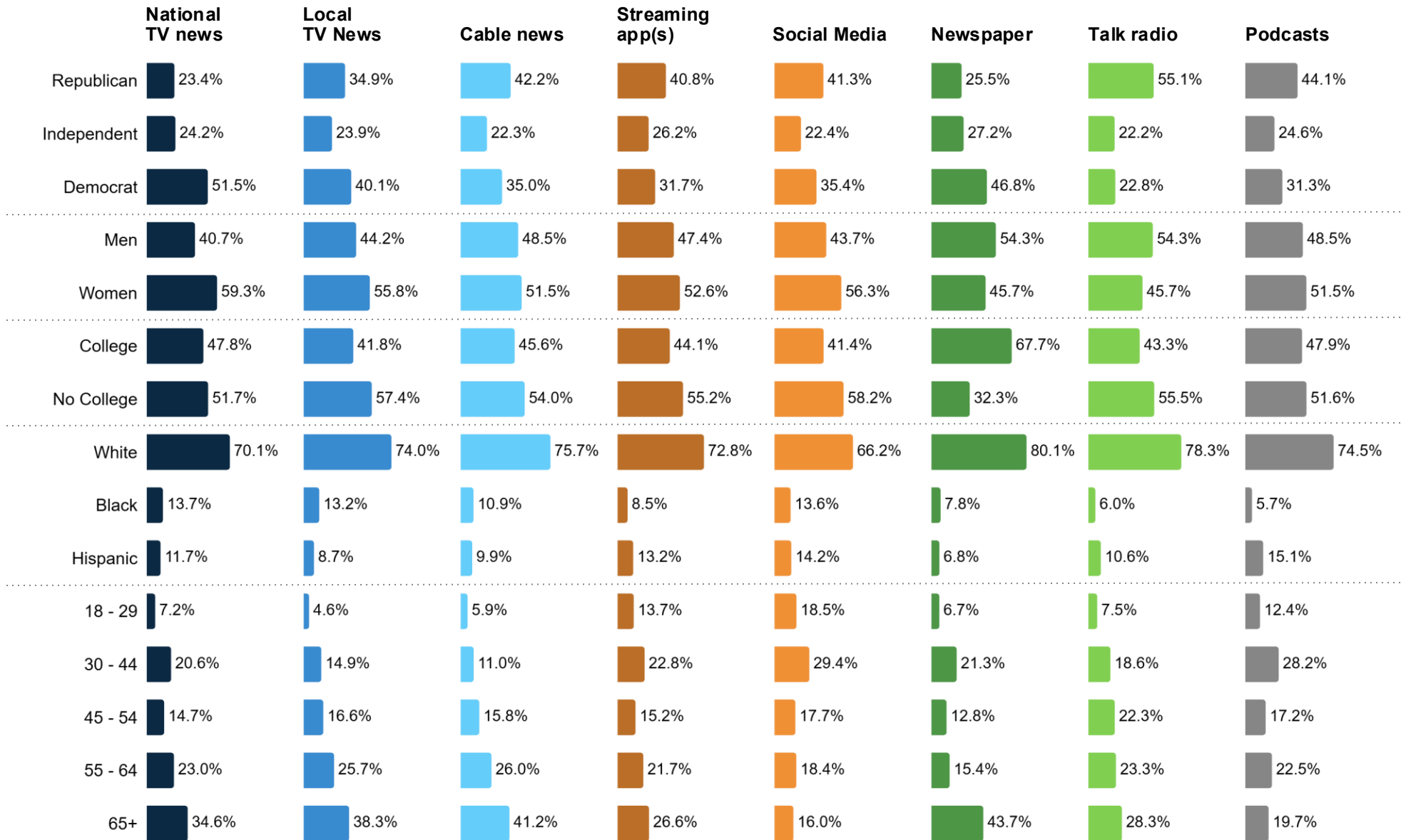
## Facebook

## Twitter/ X

## YouTube







	GB GOP	GB Dem	GB Undec	Trump Fav	Trump Unfav	GOP 18 - 29	Indep 18 - 29	Dem 18 - 29	GOP 30 - 44	Indep 30 - 44	Dem 30 - 44	GOP 45 - 54	Indep 45 - 54	Dem 45 - 54	GOP 55 - 64	Indep 55 - 64	Dem 55 - 64	GOP 65+	Indep 65+	Dem 65+	Rural	Suburban	Urban	White College	White Non-Coll	Minority College	Minority Non-Coll
Social Media	45%	40%	39%	46%	38%	75%	69%	75%	70%	46%	59%	51%	33%	42%	40%	25%	38%	25%	31%	15%	42%	40%	47%	36%	41%	47%	59%
Cable news	40%	34%	25%	40%	34%	12%	30%	18%	21%	15%	21%	40%	21%	35%	47%	45%	38%	50%	47%	52%	37%	40%	26%	39%	37%	29%	36%
National TV news	18%	45%	30%	17%	43%	16%	26%	21%	19%	26%	45%	20%	26%	38%	20%	40%	45%	19%	35%	61%	28%	33%	35%	33%	29%	36%	35%
Local TV news	25%	30%	33%	25%	30%	14%	15%	9%	17%	19%	24%	23%	30%	28%	26%	38%	37%	33%	30%	44%	30%	26%	29%	27%	30%	24%	29%
Other websites	17%	26%	30%	19%	26%	6%	37%	33%	16%	35%	25%	16%	34%	29%	18%	26%	19%	18%	34%	16%	21%	24%	21%	30%	21%	20%	11%
YouTube	22%	21%	16%	22%	20%	42%	36%	32%	33%	17%	29%	23%	14%	22%	14%	14%	23%	13%	23%	8%	19%	19%	28%	15%	20%	30%	30%
Podcasts	21%	15%	15%	21%	15%	22%	20%	22%	25%	25%	23%	22%	24%	9%	24%	11%	18%	15%	13%	8%	18%	18%	17%	19%	18%	20%	15%
Facebook	18%	14%	18%	19%	13%	40%	12%	10%	31%	20%	27%	20%	11%	20%	17%	9%	20%	8%	6%	6%	17%	14%	20%	13%	14%	14%	32%
Newspaper	9%	21%	7%	9%	20%	10%	6%	12%	10%	22%	15%	5%	17%	15%	5%	11%	18%	16%	22%	31%	10%	17%	16%	24%	9%	14%	7%
Talk radio	18%	7%	12%	18%	8%	5%	9%	11%	12%	11%	11%	22%	17%	10%	20%	11%	7%	20%	10%	4%	12%	14%	9%	12%	15%	12%	7%
Streaming app(s)	13%	11%	13%	13%	11%	14%	19%	14%	15%	17%	10%	8%	9%	16%	15%	13%	9%	13%	10%	8%	12%	11%	16%	11%	13%	14%	10%
TikTok	8%	13%	10%	8%	13%	25%	31%	38%	16%	15%	22%	10%	5%	16%	5%	4%	3%	2%	1%	3%	10%	10%	13%	6%	10%	17%	19%
Twitter / X	14%	4%	7%	14%	5%	27%	23%	26%	17%	10%	2%	17%	6%	3%	17%	5%	0%	4%	6%	1%	7%	9%	10%	10%	8%	8%	8%
Unsure	3%	1%	7%	3%	2%	7%	0%	0%	1%	7%	0%	1%	6%	2%	2%	3%	1%	3%	1%	1%	3%	2%	2%	2%	2%	1%	2%