

January 9, 2026



Survey of Likely 2026 General Election Voters

National

January 7 – 8, 2026 | n=1500 | ±2.51%

Insights & Analysis

- 50% of voters **support** (46% oppose) Trump's **U.S. military operations** to arrest and charge Venezuelan President Nicolás **Maduro**, and support is stronger among less frequent and newer voters. 15% of Democrats agree with the actions.
 - However, voters oppose (54%) the U.S. running the country (41% support). The goal of what to accomplish is partisan:
 - GOP – 50% establish a stable government, 6% avoid military involvement at all
 - IND – 37% establish a stable government, 41% avoid military involvement at all
 - DEM – 19% establish a stable government, 60% avoid military involvement at all
 - Since the raid, Maduro's image has gone from 40% unfavorable to 69% unfavorable.
- Sticking with the theme of weapons...59% of Democrats believe the **federal government** has been **weaponized** against liberals/Democrats. 49% of Republicans believe it's been weaponized against conservatives/GOP. Independents see it more down the middle: 34% against both sides, 33% against Dems, and only 16% against the GOP.
- 73% of voters believe they very or somewhat often encounter **misinformation**. Democrats believe this less, including 28% of them who don't encounter misinformation much at all.
- A greater problem for our country is that 88% believe we're living in an era where **America can't agree on basic facts**. Younger voters are more likely to *strongly* agree with this statement by a 9-point margin above voters over 55.
- There is a **competitive** but movable electorate. Democrats lead the generic congressional ballot 48% - 45%, a D+3 edge that has been fairly stable since late 2025.

Insights & Analysis

- However, **unfavorables for Democrats in Congress** (57%; -10 net fav since November 2025 and -20 net unfav total) **are higher than for Republicans in Congress** (54%; +2 net fav since last month but -12 net unfav total).
- The shift against Democrats in Congress is mainly being driven by **college-educated voters** (-10 net fav), without any offsetting by non-college voters (no change).
- **Trump's image has improved +6 net points since November** and, once voters are informed of Trump's economic and national security successes, 45% say they would have a more favorable opinion of him vs. just 17% less favorable.
 - 10% of **Harris voters** say they have an improved image of Trump after hearing these successes.
 - When **newer and lower-propensity voters** hear about Trump's successes, they become 5% more likely to be favorable of the President, showing the persuasion ability he has going into the midterms.
- The **national mood remains sour but has improved +9 net** since November. "Wrong track" is 55% (improved from 59%), while "right direction" moved up from 37% to 42%.
- Voters prefer divided government. A **51 – 42 preference for a divided Congress over unified GOP control** suggests the need to pitch empathy, competence, accountability, and policy wins rather than single-party dominance.
 - The **most likely voters** (3-of-4 and 4-of-4) are **3 points more likely now than they were last January to prefer a unified Congress** to support President Trump's agenda – a strong, positive signal for Republicans heading into the 2026 midterm elections.
- The **top priority landscape still centers on pocketbook stress**: inflation & the economy (20%) leads, with threats to democracy (17%), healthcare (15%), and government spending/waste (14%) next.

Insights & Analysis

Inflation's priority dropped from 25% in December (-5), but remains the #1 issue.

- Healthcare has slowed it's growth as the main concern while government spending and waste has jump +3 points since December.
- It's urban voters (-11 inflation), non-White voters (-9), and non-college voters (-7) who are driving the shift away from inflation and the cost of living as a top priority.
- **Urban voters drive most of the increase in threats to democracy** as a top issue.
 - These same voters are 15 points more likely to say **Trump's immigration policies** are making their communities less safe, and 60% say the deportations have gone too far.
 - Among those voting GOP on the generic ballot (45%), top priorities center on government spending & waste (25%), illegal immigration (25%), and inflation (17%).
 - The Democratic electorate (48%) prioritizes threats to democracy (31%), healthcare (23%), and inflation (21%).
- Moderation in inflation priority, at least among non-TDS voters, **reflects improved economic perceptions**. 32% rate the U.S. economy as *excellent* or *good* (+3 since August 2025), though *terrible* + *poor* is still 41%.
 - Voters are 2 points more likely to rate their personal economy as excellent than they were in August – mostly driven by Republicans (+5), men (+3), and voters earning \$125K+ (+6).
- Even with slight easing, **voters still want tangible relief**. Framing around lower taxes and spending restraint connects. **Economic priority shows cutting taxes** (32%) leads reducing deficits (28%), which is far ahead of increasing investments (19%).

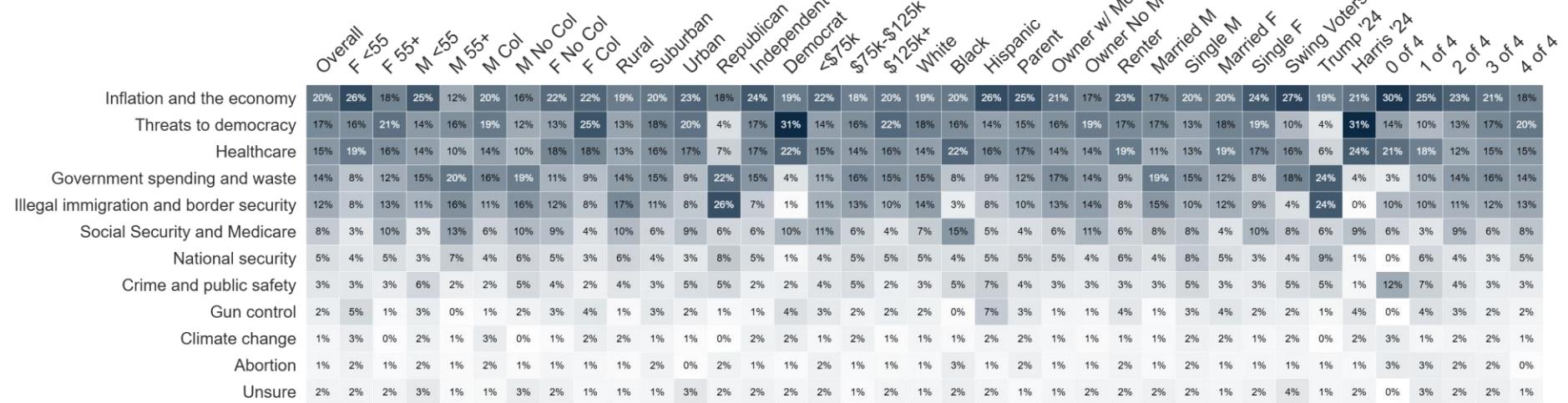
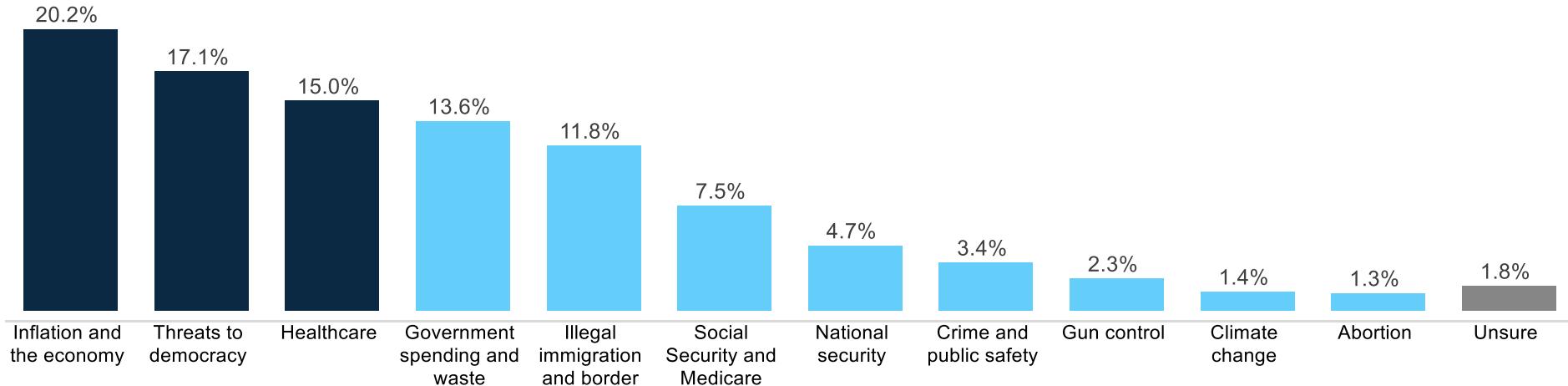
Insights & Analysis

- **Democratic voters** (+8 unsure over topline) **are 3x as perplexed about how Congress should fix the economy** as Republicans – who know the answer is cutting taxes (39%) and reducing deficits (32%).
- **Economic confidence markers are weak:** a 37% plurality are not at all confident in finding a comparable job within three months, and 30% say they're not at all confident managing a \$1,000 emergency. Mortgage rate relief is neutral (44% “makes no difference”), with more likely to buy a house at only 13%. 42% oppose future rate cuts if they knew if would cause inflation to increase.
 - There is a strong gender and income divide on ability to withstand an emergency expense. 37% of women are not at all confident, compared to just 22% of men (33% *extremely* confident).
 - Half of voters earning \$125K or more are *extremely* confident vs. just 12% of working-class voters earning less than \$75K (45% not confident).
- **National security is a bright spot for Republicans:** Trump's national security handling 50% approve / 46% disapprove – a **+4 net positive approval rating**.
 - Affordability/economy are underwater (-11 net disapprove), reinforcing the need to foreground competent affordability improvements.
 - Men over 55 (58% approve) and non-college men (56%) approve of Trump's handling of the economy, but **swing voters** (56% disapprove) and **non-college women** (55%) disagree.
- **Capitalism:** 54 fav, 30 unfav; down modestly vs. 57% favorable in July.
- **Socialism:** 30 fav, 54 unfav; essentially flat vs. 31% in July.

Insights & Analysis

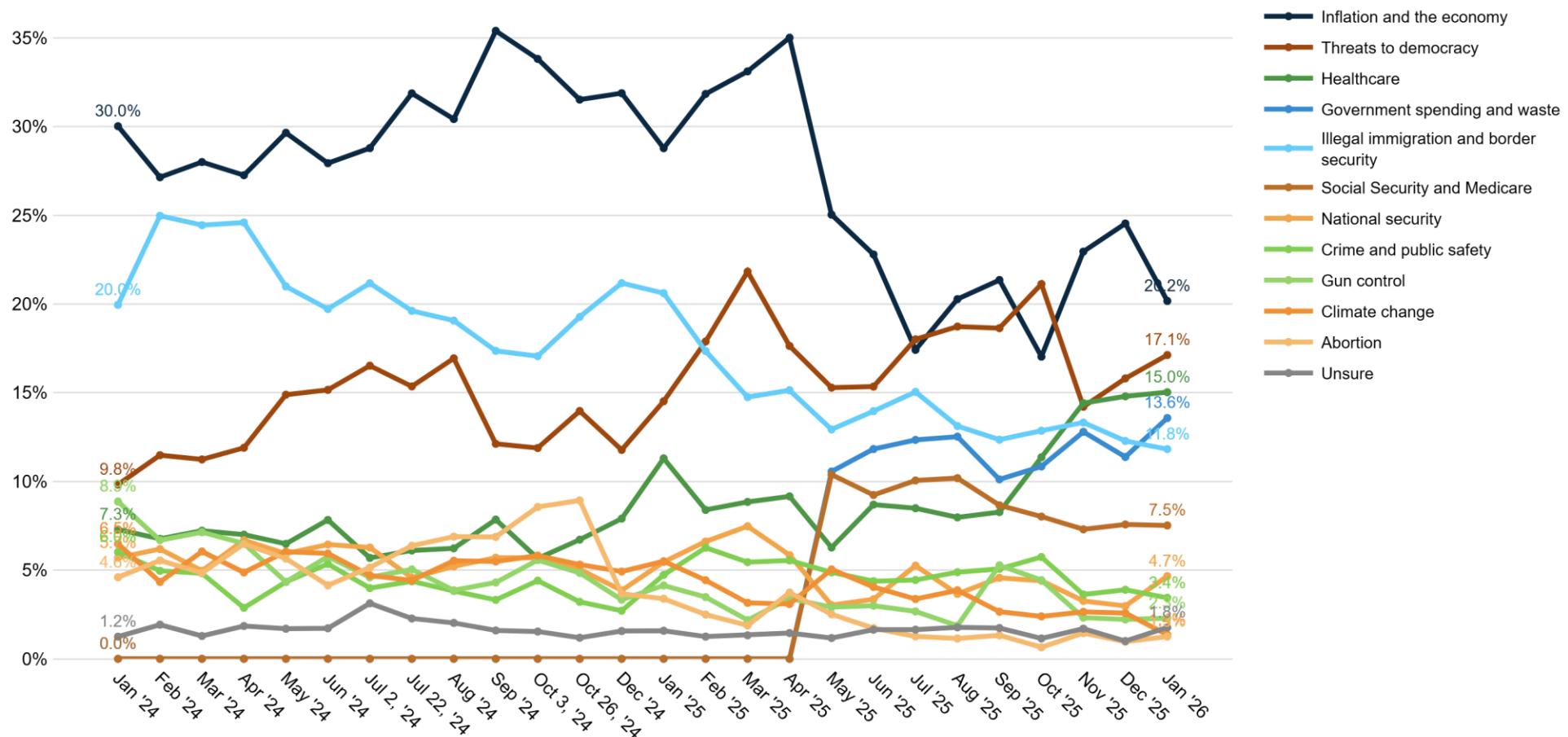
- The gap remains wide (+24 net for capitalism vs. -24 net for socialism), but capitalism's intensity shifted slightly from "somewhat" to "very" among older/conservative blocs, even as **younger voters widened their pro-socialism lean**.
- On deportations, Americans are divided, but it's important to note this survey started fielding on the day of a deadly ICE-involved shooting in Minnesota. Going too far 50%, about right 25%, not far enough 22%.
 - **Perceived community safety from immigration policies is +6 net** that Trump's policies have made communities safe. Housing market affordability impact is mixed; 36% say no impact. The body politic wants order with limits – room for a firm but fair Republican posture.
 - Voters picking the Republican on the generic ballot are split between about right (46%) and not far enough (43%), while Democrats are 87% "going too far." **Swing voters say going too far by a 21-point margin**.
 - **Half of women under 55 and college-educated women** – the same two groups Cygnal identified in October as being most likely to believe political violence against ICE is acceptable – **believe Trump's immigration policies are making their communities less safe**.
 - **61% of liberal White women age 18-44 believe violence against ICE is acceptable** (Oct 2025 data).
- **Preferred type of Republican: moderate** (32%) leads Trump-aligned (21%) and traditional conservative (20%). 45% of swing voters want a moderate Republican who works across the aisle.

Top Priority

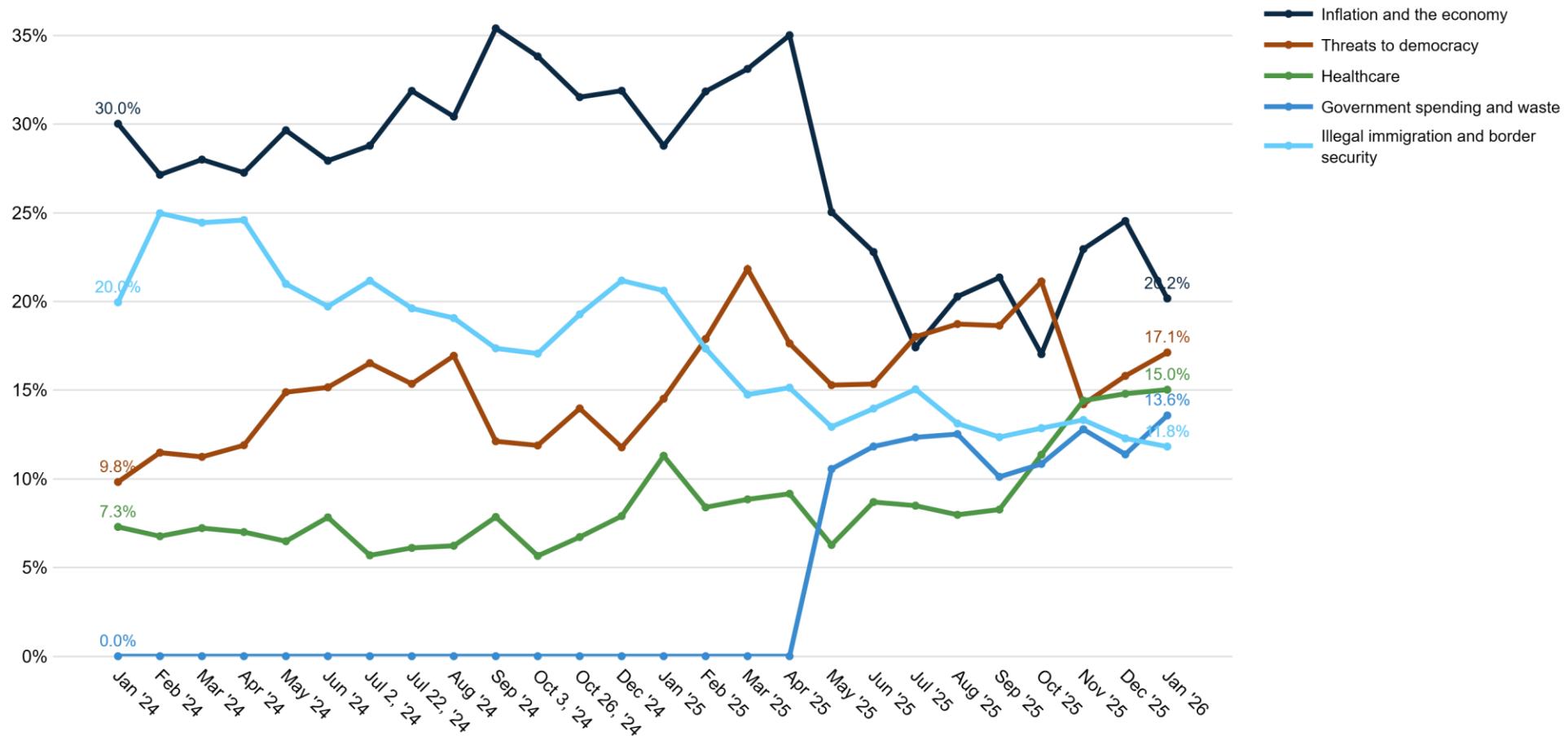


Which one of the following issues do you believe should be the top priority for Congress?

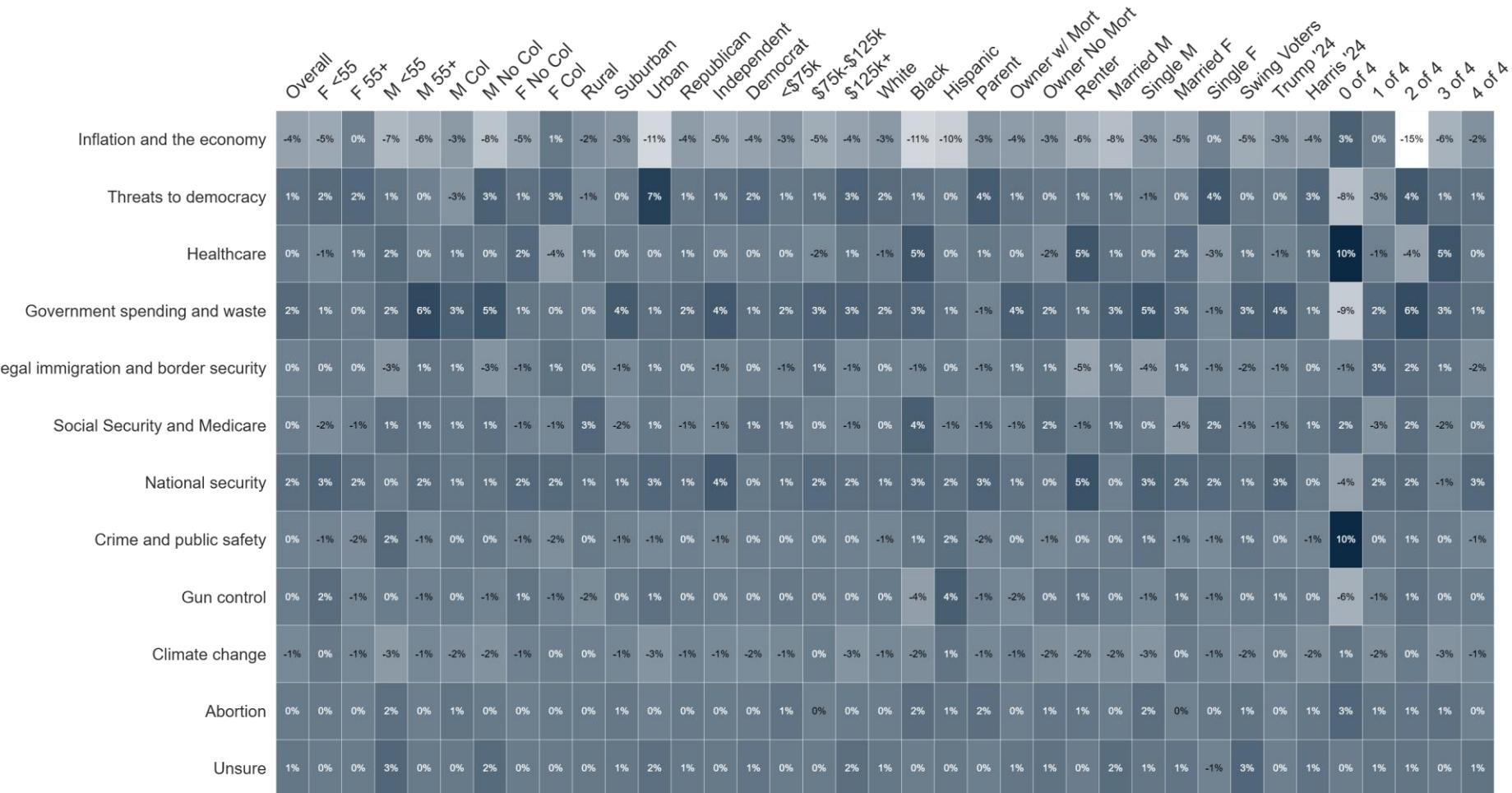
Trend: Top Priority



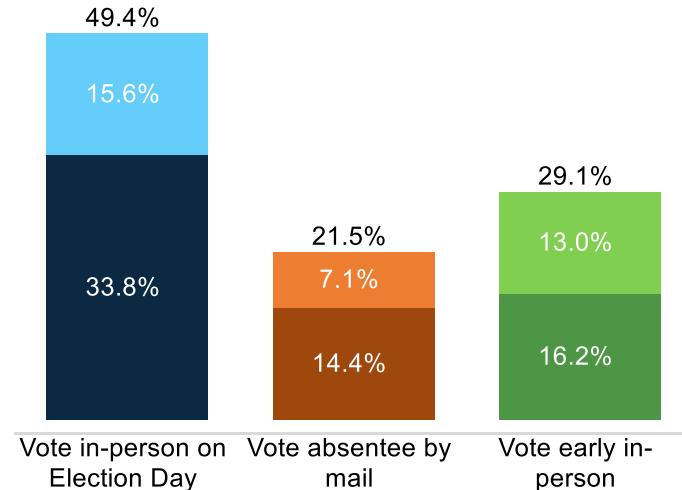
Trend: Top Priority (At Least 10%)



Percent Change: Top Priority (Dec '25 to Jan '26)



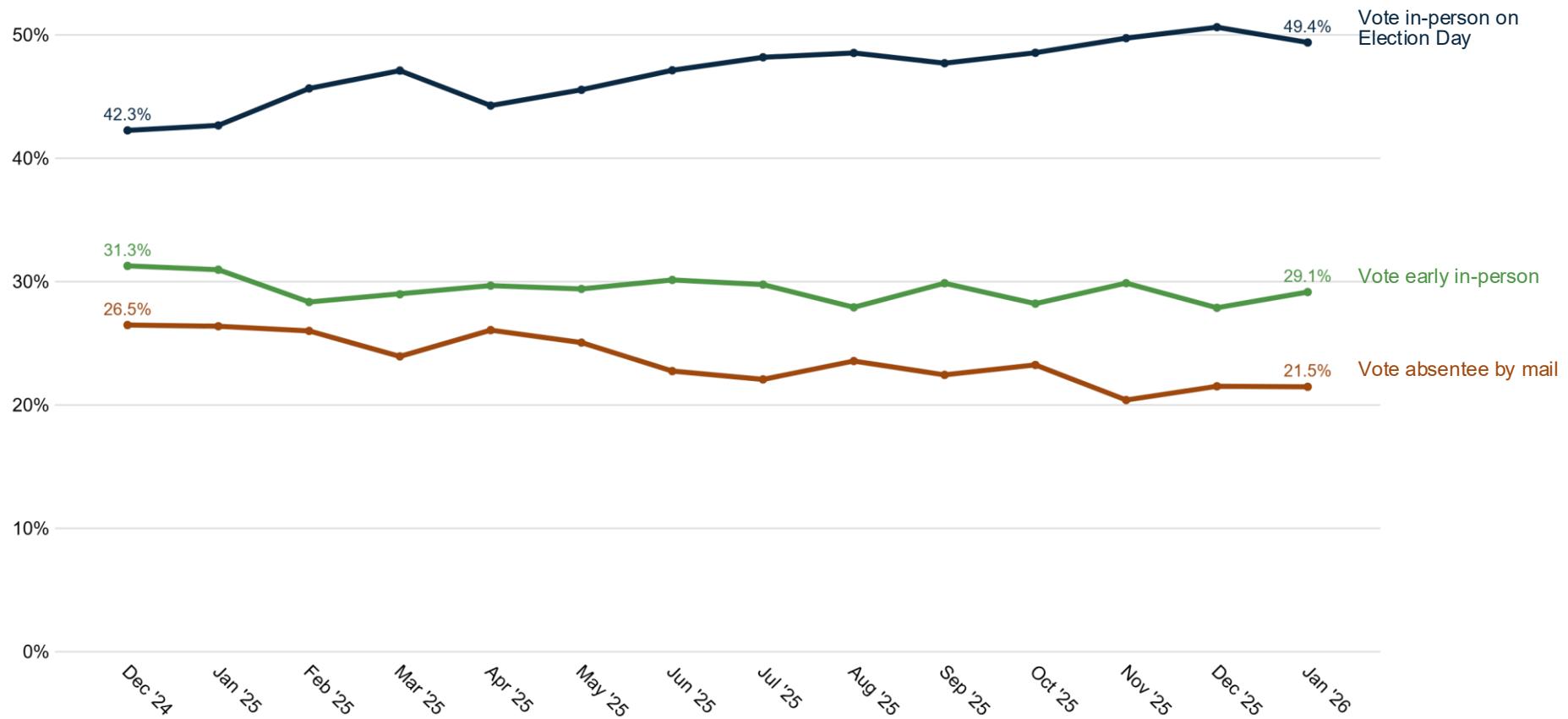
Vote Method



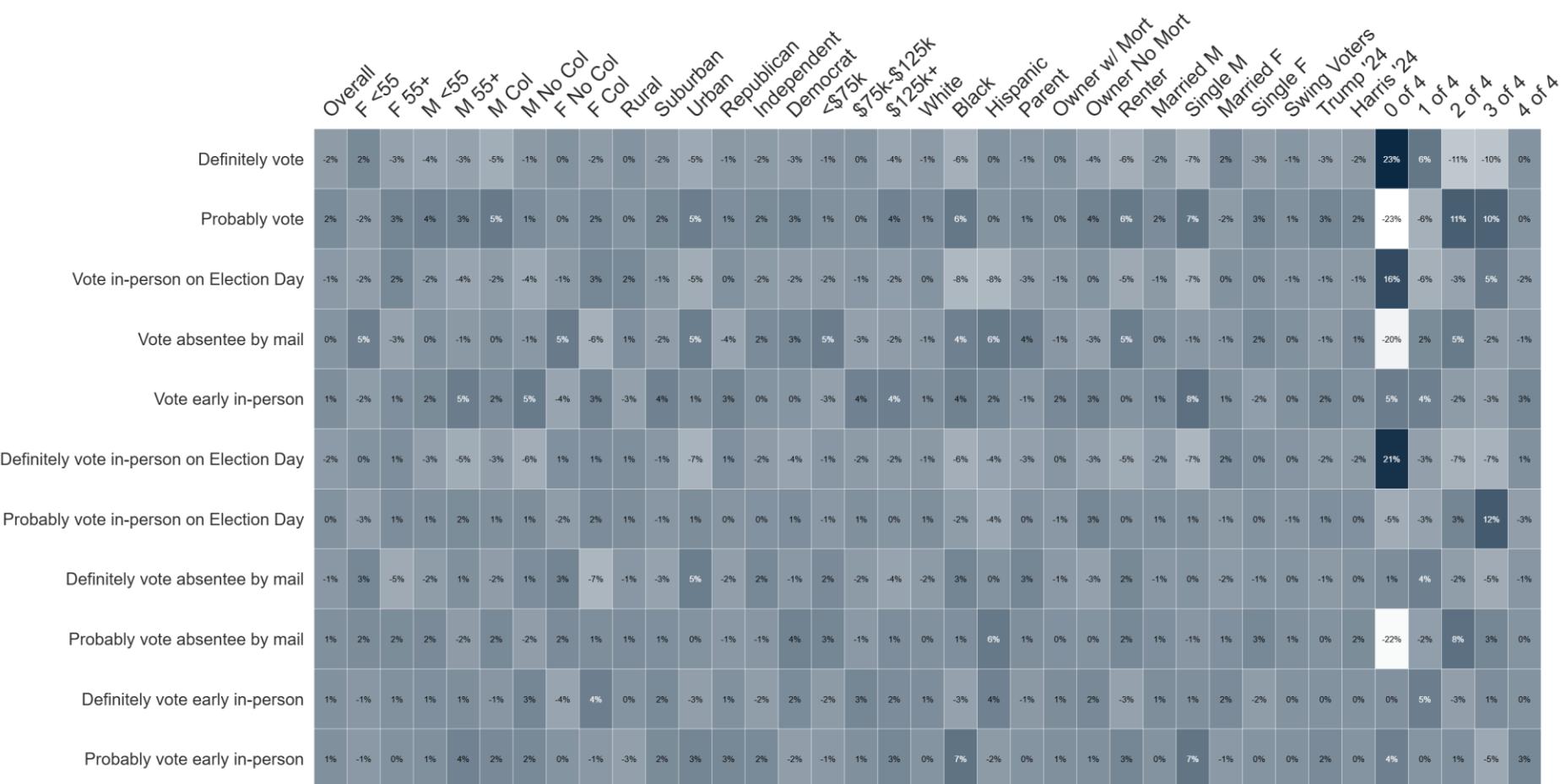
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	64%	64%	66%	59%	67%	66%	61%	65%	65%	67%	64%	60%	65%	61%	67%	64%	65%	65%	62%	65%	65%	66%	66%	61%	66%	70%	61%	60%	64%	66%	67%	55%	53%	58%	71%		
Probably vote	36%	36%	34%	41%	33%	34%	39%	35%	35%	33%	36%	40%	35%	39%	33%	36%	35%	35%	38%	35%	35%	34%	39%	34%	39%	30%	39%	40%	36%	34%	33%	45%	47%	42%	29%		
Vote in-person on Election Day	49%	50%	47%	51%	50%	46%	54%	52%	45%	59%	47%	43%	61%	46%	40%	52%	49%	45%	52%	41%	41%	54%	52%	47%	48%	53%	45%	49%	48%	52%	60%	40%	71%	45%	54%	54%	47%
Vote absentee by mail	21%	24%	22%	20%	19%	24%	15%	23%	23%	16%	22%	27%	9%	25%	32%	23%	19%	22%	20%	21%	29%	18%	18%	20%	28%	17%	23%	21%	25%	24%	11%	31%	10%	22%	25%	20%	21%
Vote early in-person	29%	26%	31%	30%	31%	30%	30%	25%	32%	25%	31%	30%	30%	30%	28%	25%	32%	33%	28%	38%	30%	27%	30%	33%	24%	30%	32%	30%	26%	24%	29%	30%	19%	33%	21%	26%	32%
Definitely vote in-person on Election Day	34%	33%	33%	34%	35%	34%	35%	36%	30%	43%	31%	29%	44%	29%	26%	35%	33%	32%	35%	30%	29%	38%	36%	33%	32%	37%	31%	36%	31%	35%	42%	26%	51%	26%	32%	32%	36%
Probably vote in-person on Election Day	16%	17%	15%	16%	15%	12%	19%	16%	15%	17%	15%	15%	17%	16%	14%	16%	16%	13%	17%	11%	12%	17%	16%	14%	16%	14%	13%	18%	17%	18%	13%	20%	19%	22%	22%	11%	
Definitely vote absentee by mail	14%	16%	16%	11%	14%	15%	10%	16%	16%	10%	15%	18%	5%	16%	23%	15%	15%	14%	13%	16%	18%	12%	12%	15%	18%	11%	13%	15%	17%	13%	6%	22%	10%	13%	12%	12%	16%
Probably vote absentee by mail	7%	8%	6%	9%	5%	9%	6%	7%	7%	6%	7%	10%	4%	9%	9%	8%	4%	8%	7%	6%	11%	6%	6%	5%	10%	6%	9%	5%	9%	11%	5%	8%	0%	9%	13%	8%	5%
Definitely vote early in-person	16%	14%	18%	15%	18%	17%	16%	13%	19%	15%	18%	14%	15%	16%	17%	14%	16%	19%	16%	16%	17%	15%	18%	19%	11%	18%	15%	18%	13%	11%	16%	17%	6%	16%	9%	14%	19%
Probably vote early in-person	13%	12%	13%	15%	12%	13%	14%	12%	13%	10%	13%	15%	15%	14%	10%	12%	15%	14%	12%	22%	13%	13%	12%	14%	13%	12%	18%	12%	13%	13%	14%	12%	13%	17%	12%	12%	13%

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

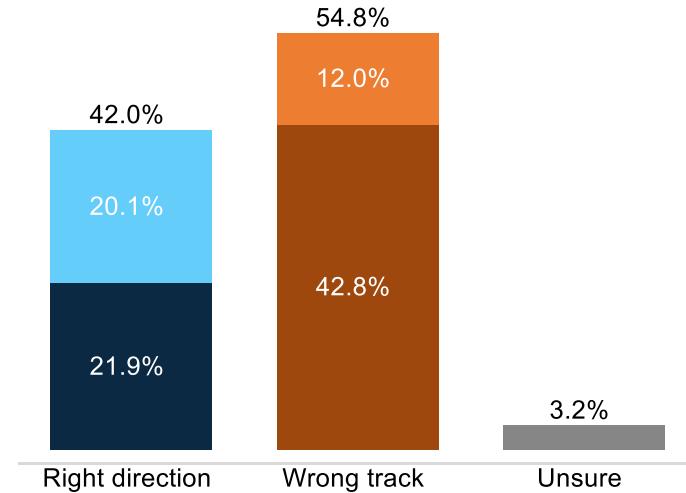
Trend: Vote Method



Percent Change: Vote Method (Dec '25 to Jan '26)



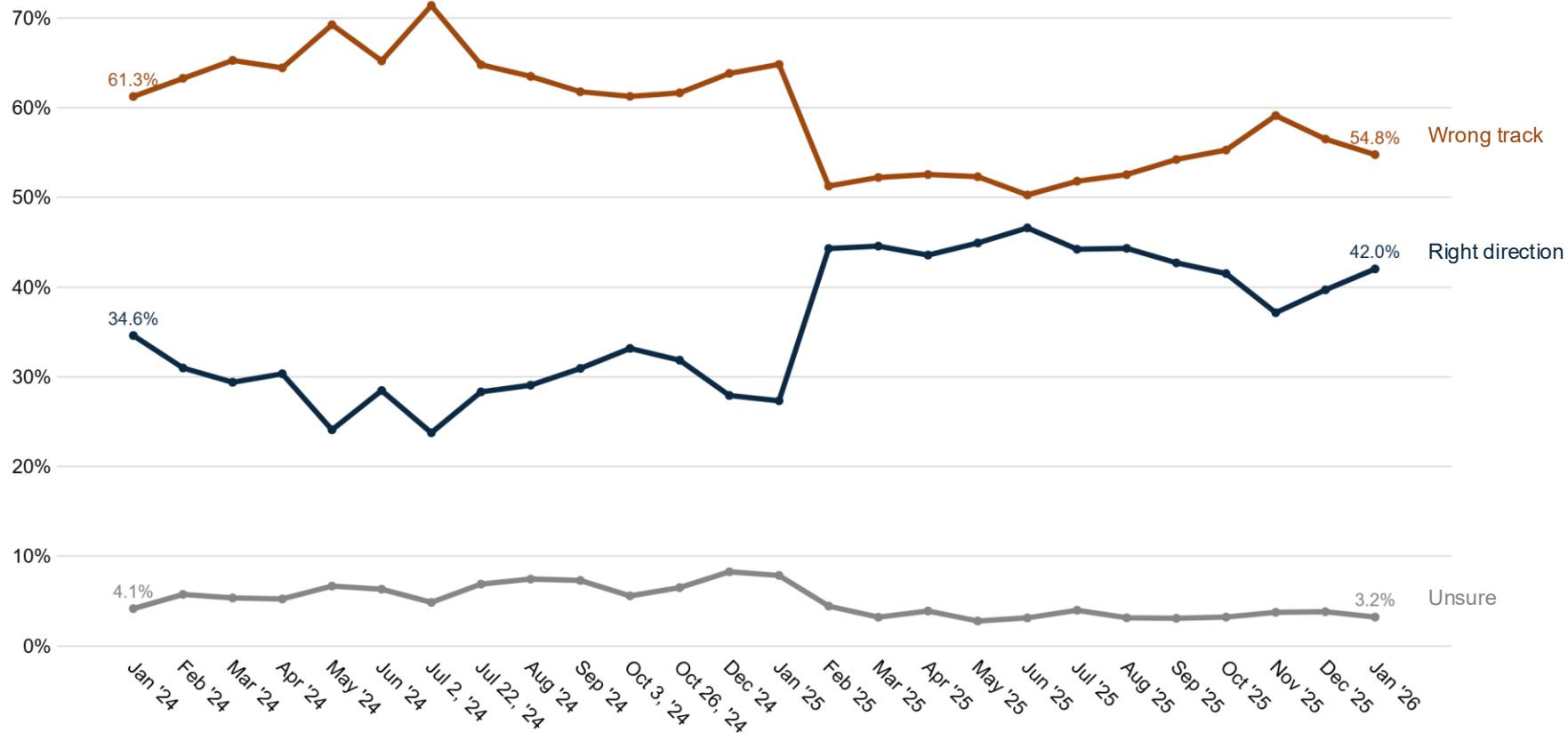
Country Direction



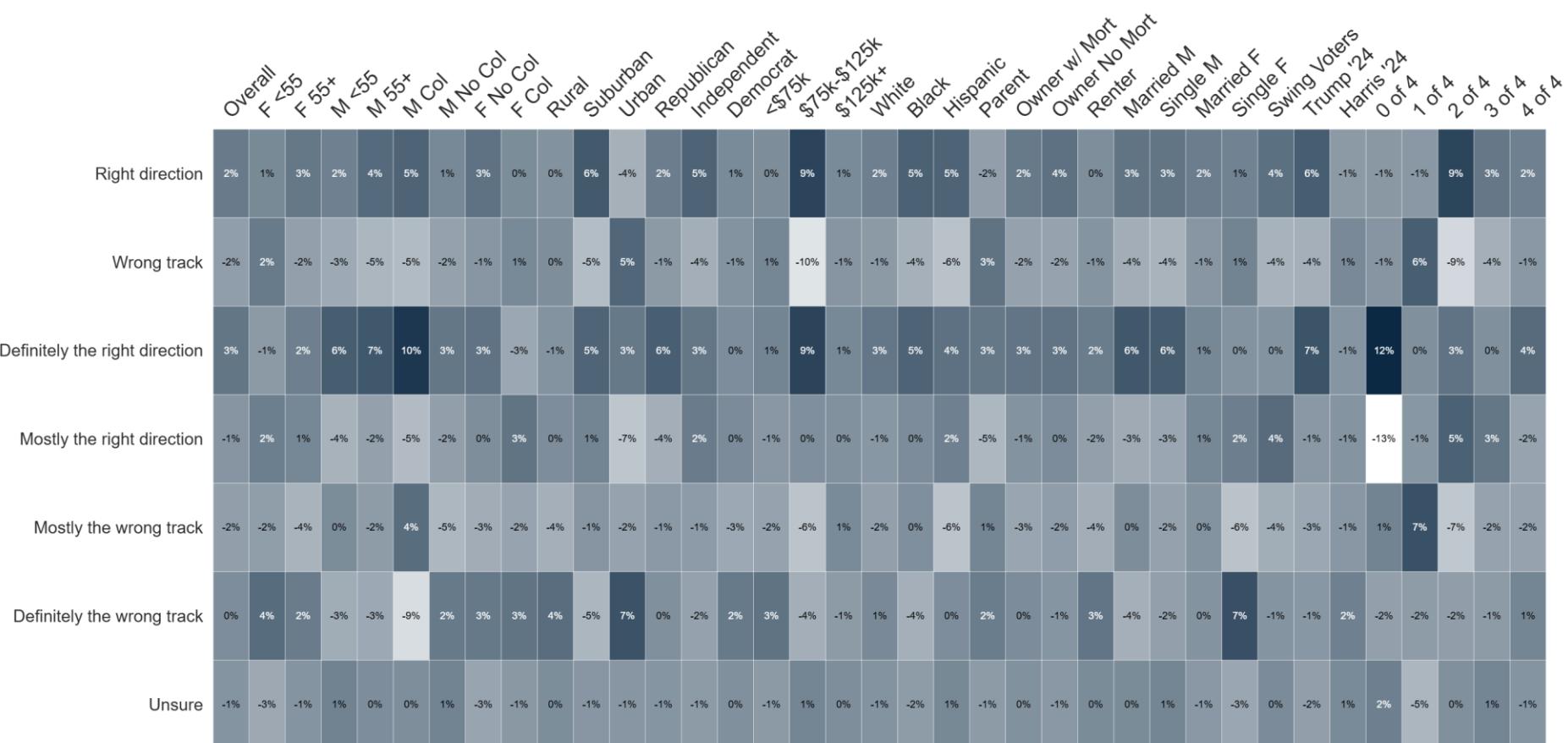
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Right direction	42%	28%	42%	44%	56%	43%	57%	41%	28%	53%	42%	28%	83%	31%	7%	39%	49%	40%	46%	23%	36%	41%	45%	50%	31%	54%	44%	41%	29%	35%	83%	4%	33%	38%	45%	41%	43%
Wrong track	55%	68%	55%	53%	43%	56%	40%	55%	69%	43%	55%	68%	13%	65%	92%	58%	48%	57%	50%	75%	61%	54%	52%	48%	64%	44%	54%	55%	67%	58%	13%	94%	65%	61%	50%	53%	54%
Definitely the right direction	22%	10%	24%	22%	33%	26%	30%	20%	13%	26%	22%	15%	46%	13%	2%	20%	27%	20%	24%	10%	19%	20%	24%	28%	15%	29%	25%	21%	13%	8%	46%	1%	19%	17%	18%	19%	25%
Mostly the right direction	20%	18%	18%	22%	23%	17%	27%	21%	15%	27%	19%	13%	36%	18%	4%	19%	22%	20%	22%	13%	17%	22%	22%	16%	25%	19%	20%	16%	27%	38%	3%	15%	21%	27%	21%	18%	
Mostly the wrong track	12%	16%	8%	16%	8%	16%	9%	13%	11%	8%	12%	16%	8%	15%	14%	14%	10%	11%	9%	23%	16%	16%	11%	9%	15%	10%	16%	11%	13%	23%	8%	15%	24%	22%	14%	10%	9%
Definitely the wrong track	43%	52%	46%	37%	35%	41%	31%	42%	58%	35%	43%	52%	6%	50%	78%	44%	39%	45%	41%	52%	45%	39%	41%	39%	49%	34%	39%	44%	54%	34%	5%	80%	41%	39%	37%	43%	45%
Unsure	3%	5%	4%	3%	1%	1%	3%	4%	4%	4%	3%	4%	4%	4%	2%	4%	3%	3%	3%	2%	2%	4%	3%	2%	4%	2%	2%	4%	4%	8%	4%	2%	2%	1%	5%	6%	2%

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

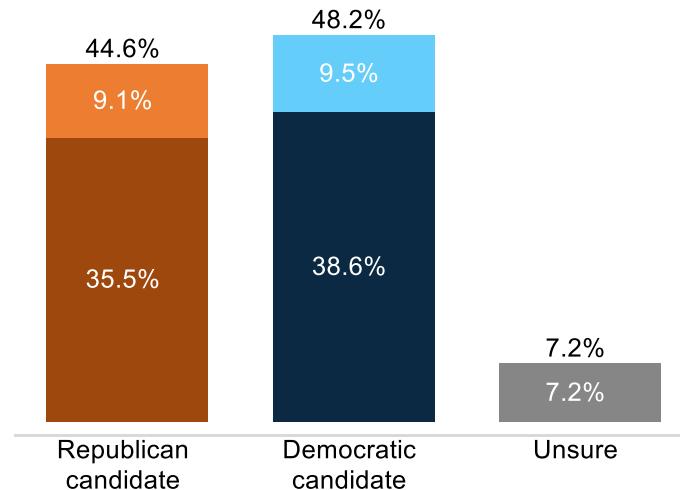
Trend: Country Direction



Percent Change: Country Direction (Dec '25 to Jan '26)



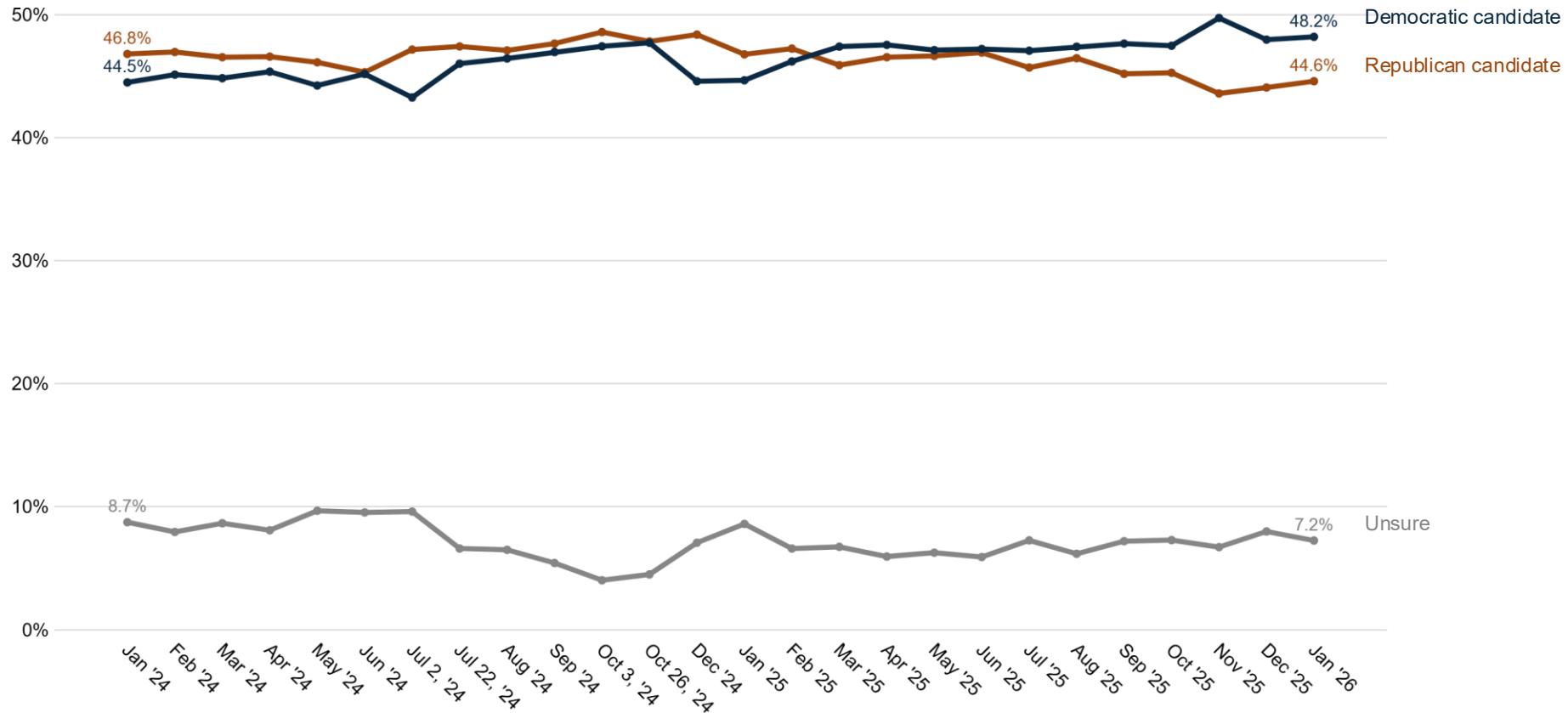
Generic Ballot



	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	45%	34%	44%	43%	58%	45%	55%	46%	32%	57%	44%	30%	94%	31%	3%	41%	50%	45%	50%	18%	39%	46%	50%	50%	32%	55%	43%	47%	32%	35%	91%	1%	37%	39%	46%	47%	45%
Democratic candidate	48%	59%	49%	48%	37%	49%	36%	46%	62%	36%	50%	61%	4%	49%	94%	51%	42%	50%	44%	71%	57%	47%	43%	44%	60%	37%	50%	45%	62%	37%	3%	93%	57%	53%	45%	45%	49%
Definitely the Republican candidate	35%	26%	38%	31%	48%	36%	43%	39%	24%	48%	33%	25%	79%	21%	0%	32%	41%	34%	41%	11%	32%	35%	40%	42%	24%	43%	34%	39%	25%	0%	74%	1%	30%	27%	34%	35%	38%
Probably the Republican candidate	9%	8%	7%	12%	10%	9%	12%	7%	8%	9%	10%	6%	15%	11%	2%	9%	9%	11%	9%	7%	7%	11%	11%	8%	8%	12%	9%	8%	7%	35%	17%	0%	6%	12%	12%	7%	7%
Probably the Democratic candidate	10%	13%	5%	13%	7%	12%	9%	7%	11%	6%	10%	14%	2%	15%	13%	10%	10%	9%	9%	11%	10%	10%	7%	8%	13%	8%	14%	7%	10%	37%	2%	16%	9%	18%	12%	7%	8%
Definitely the Democratic candidate	39%	46%	43%	34%	29%	38%	27%	39%	52%	30%	40%	47%	1%	34%	81%	41%	33%	41%	35%	60%	47%	36%	35%	36%	47%	29%	36%	38%	52%	0%	2%	77%	47%	35%	33%	38%	40%
Unsure	7%	7%	7%	9%	5%	6%	8%	8%	6%	7%	7%	9%	3%	19%	3%	8%	7%	5%	6%	11%	4%	7%	7%	5%	8%	7%	7%	8%	6%	28%	5%	6%	7%	8%	9%	8%	6%

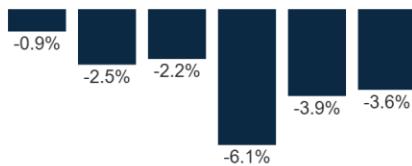
If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Trend: Generic Ballot

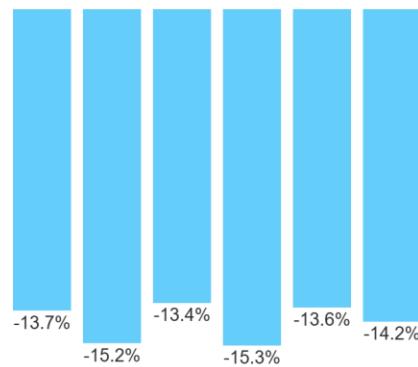


Generic Ballot Movement

Overall (%Rep-%Dem)



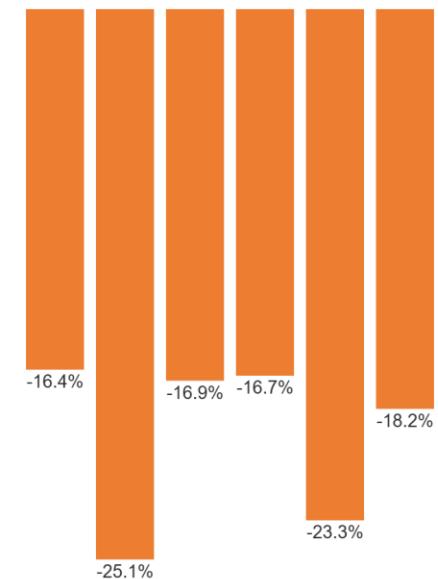
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



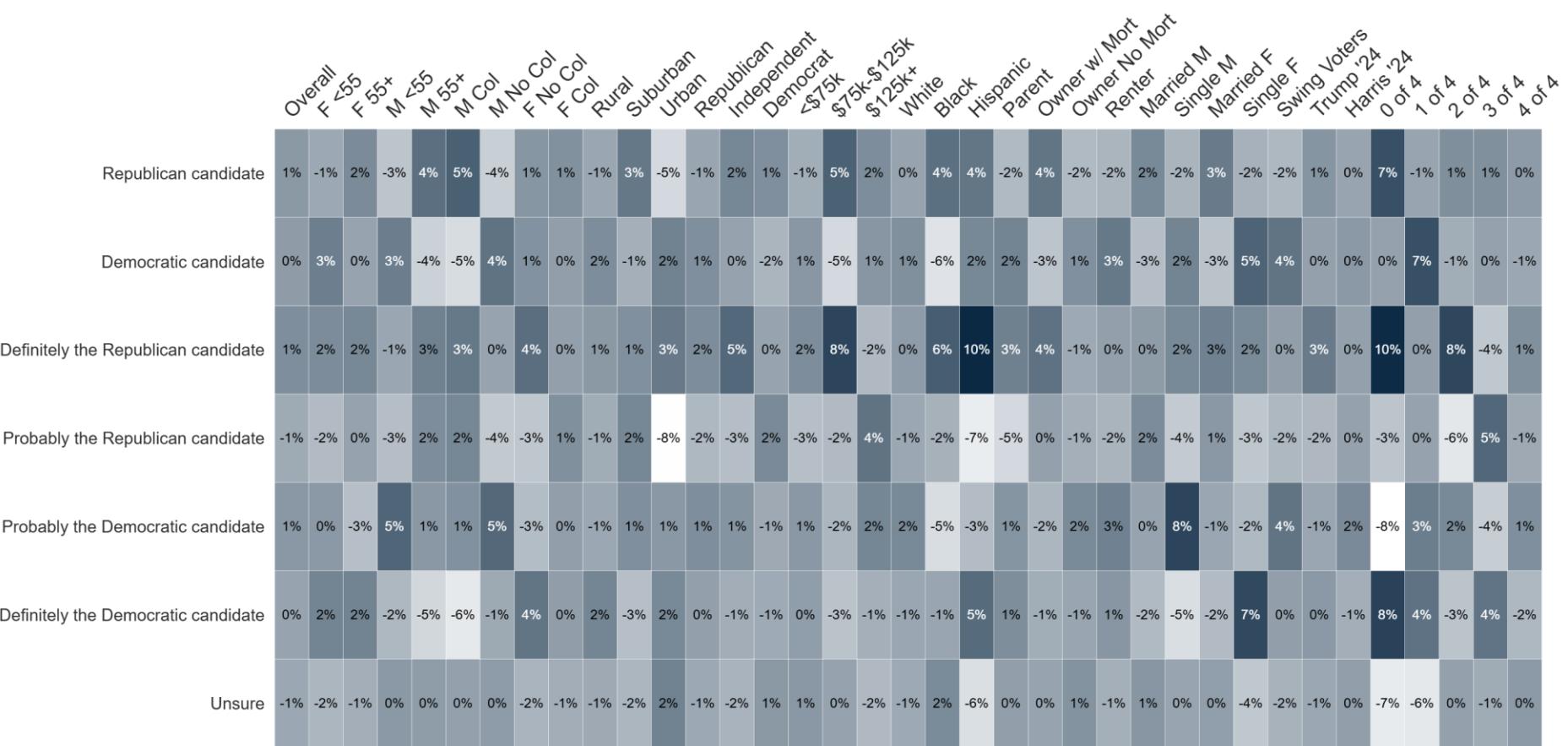
College (%Rep-%Dem)



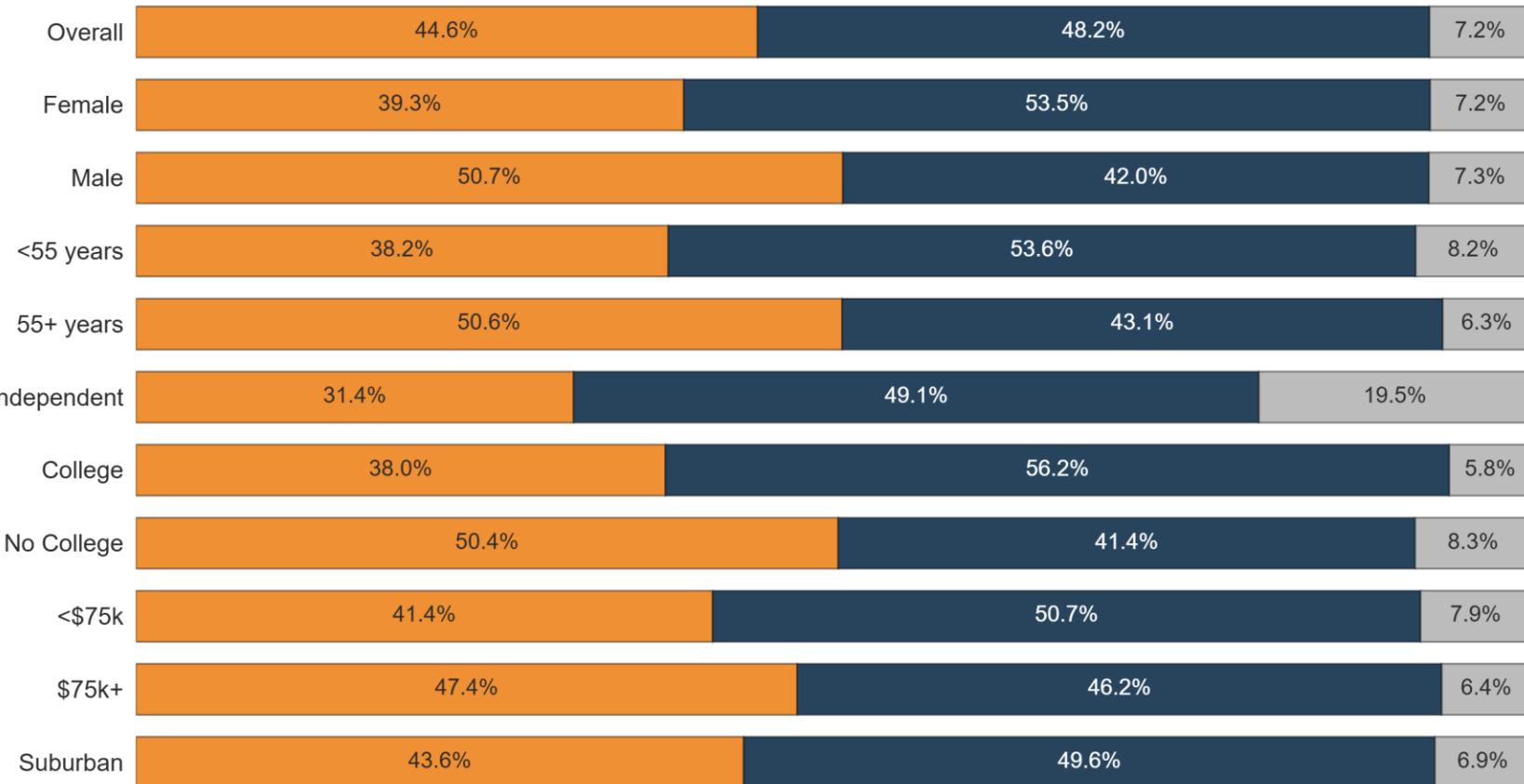
Aug '25
Sep '25
Oct '25
Nov '25
Dec '25
Jan '26

Jan '26

Percent Change: Generic Ballot (Dec '25 to Jan '26)



Generic Ballot by Key Voter Groups



Orange square: Republican candidate | Dark Blue square: Democratic candidate | Light Gray square: Unsure

Image Tests

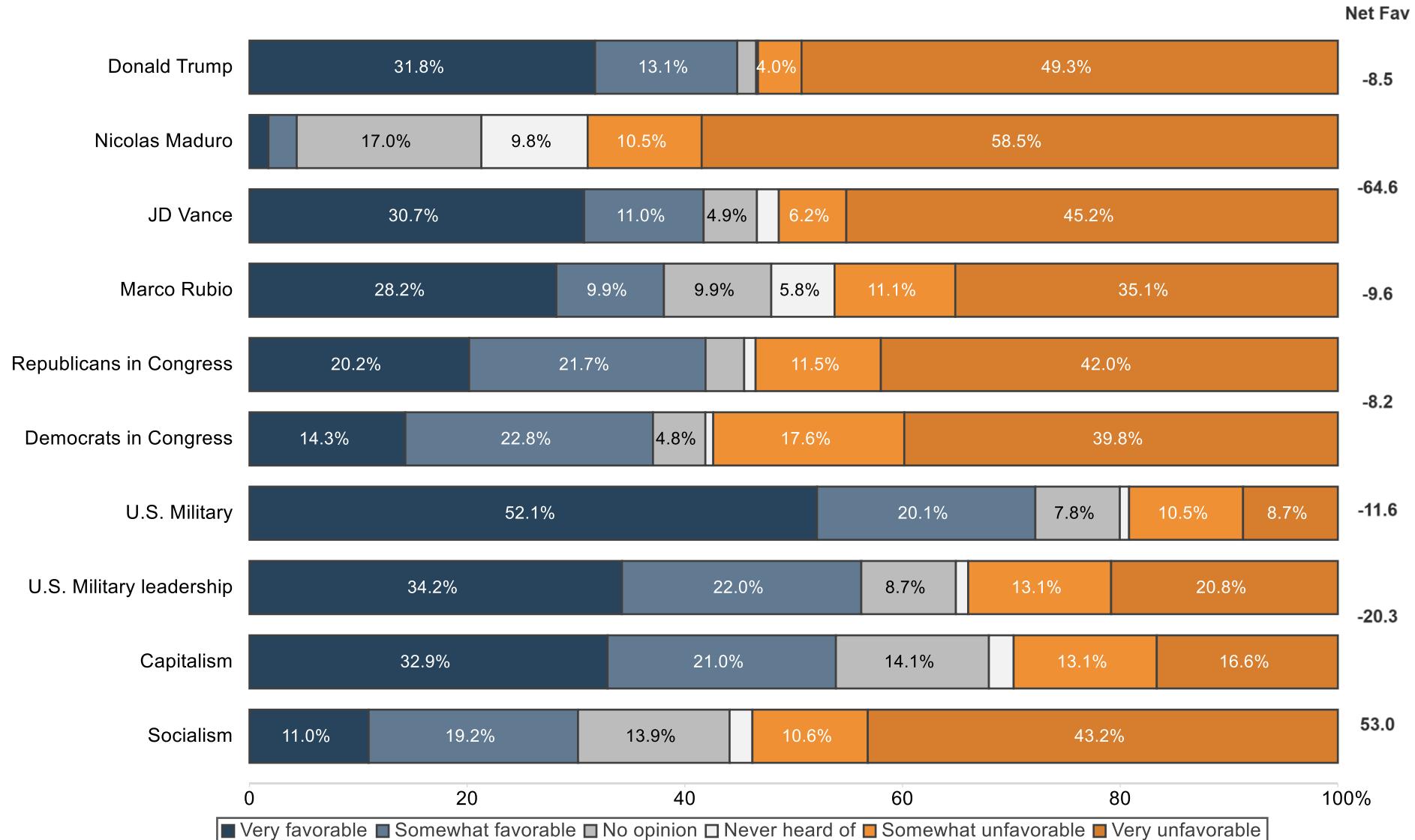
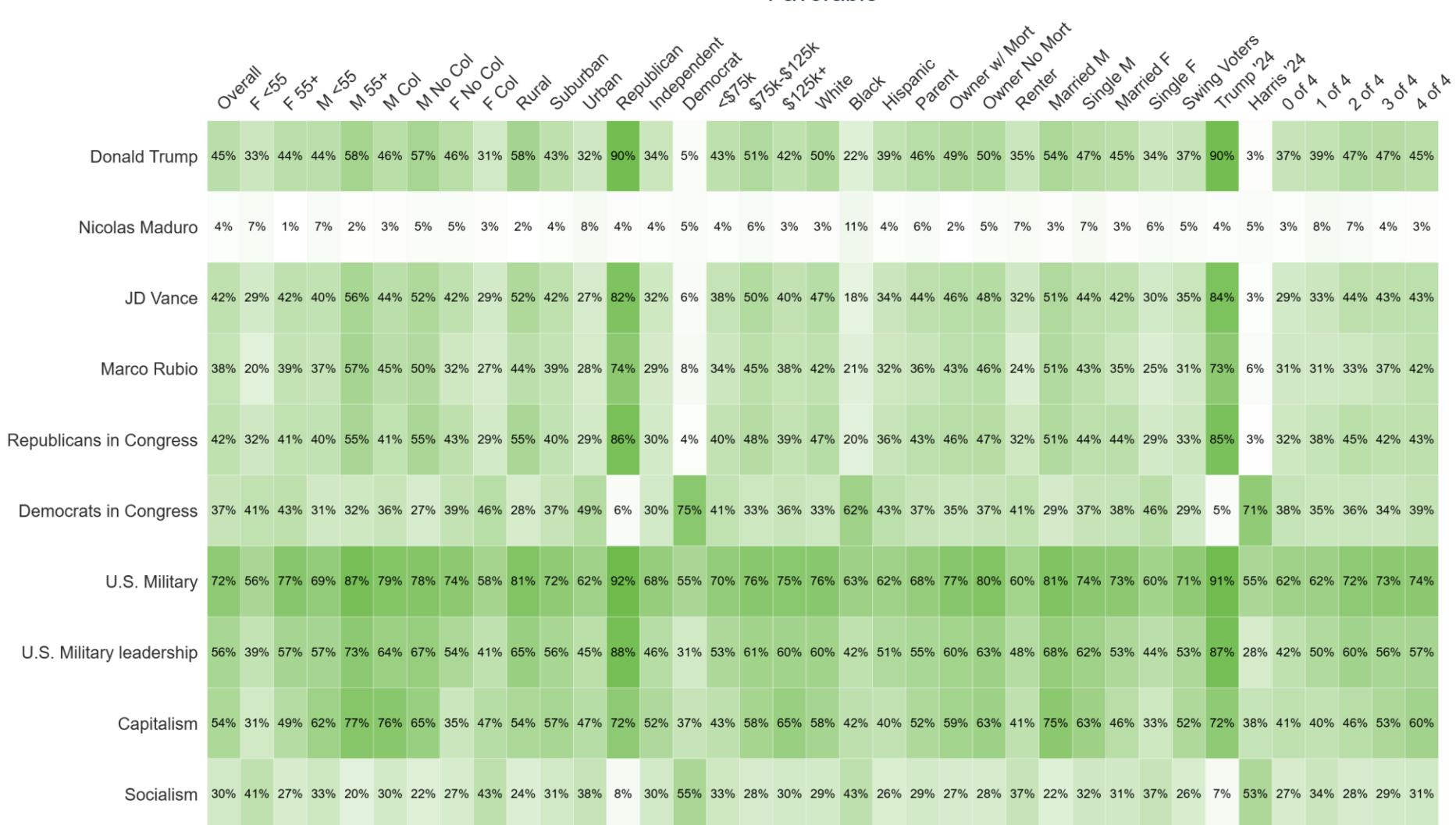


Image Tests Heatmap - Favorable

Favorable



CYGNAL

Image Tests Heatmap - Unfavorable

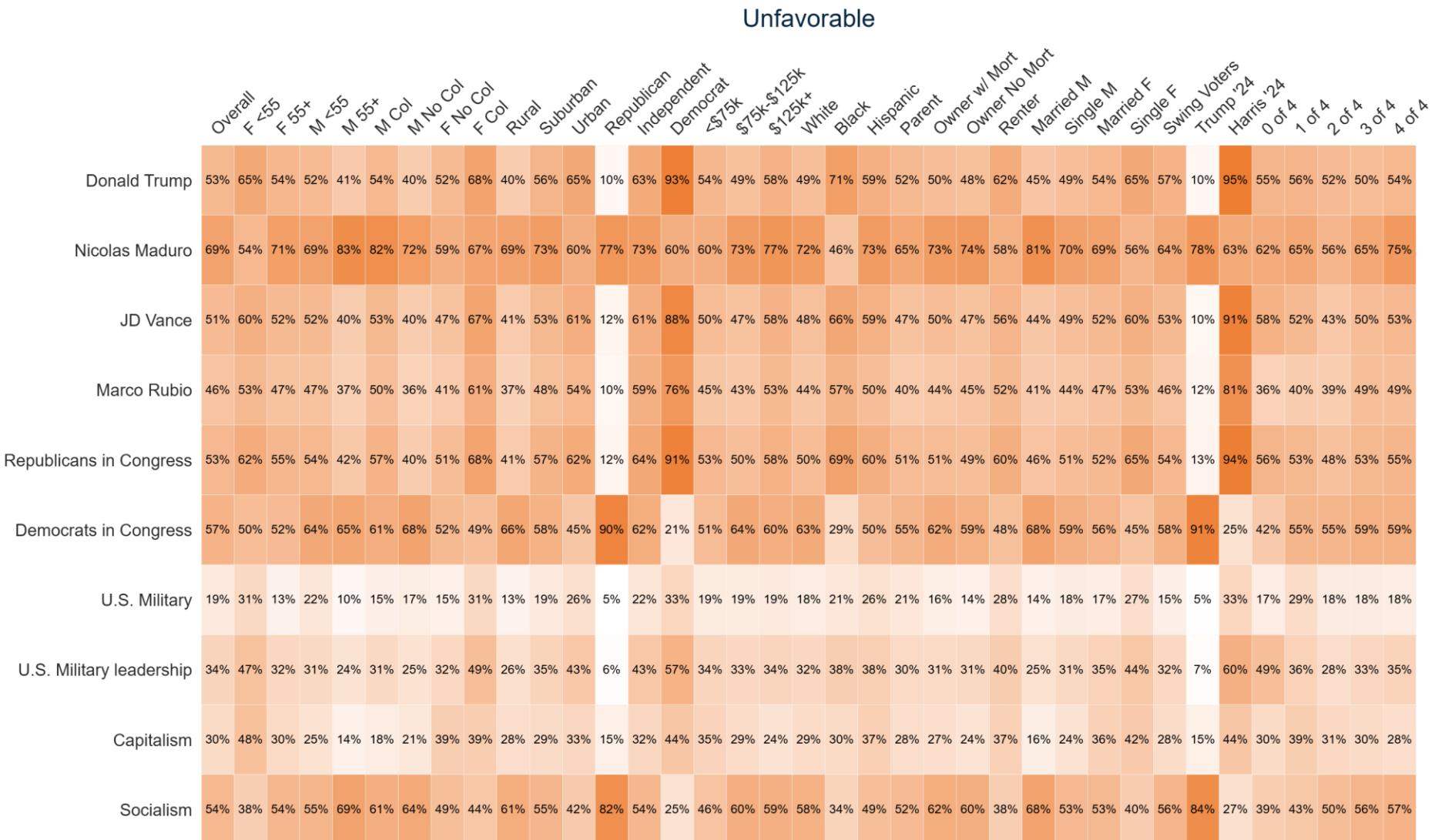
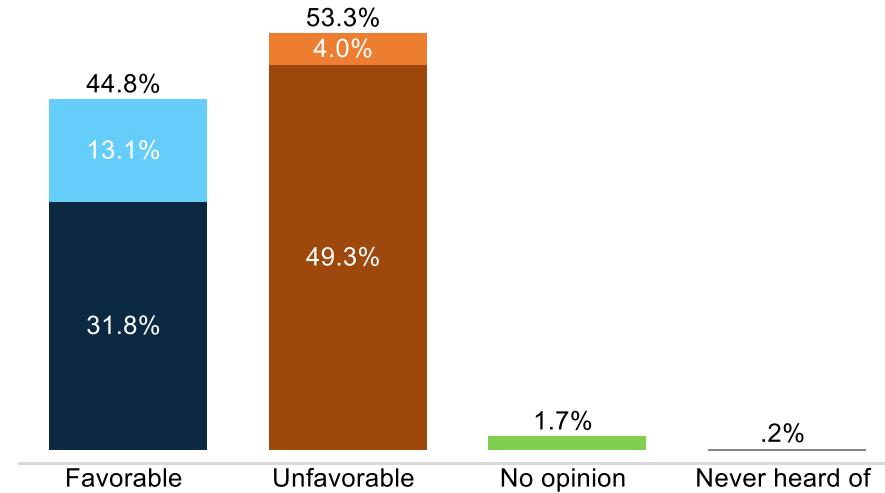


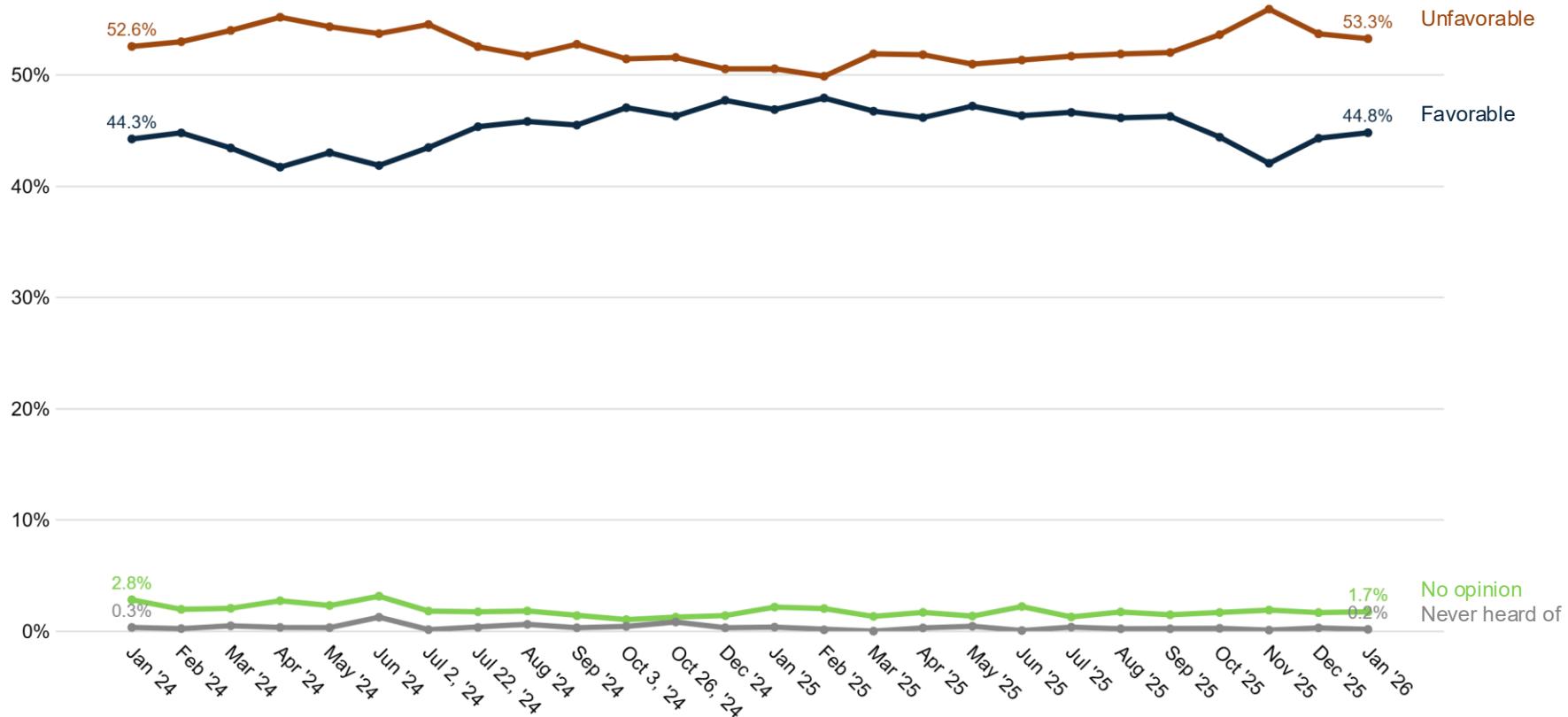
Image: Donald Trump



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Favorable Total	45%	33%	44%	44%	58%	46%	57%	46%	31%	58%	43%	32%	90%	34%	5%	43%	51%	42%	50%	22%	39%	46%	49%	50%	35%	54%	47%	45%	34%	37%	90%	3%	37%	39%	47%	47%	45%
Unfavorable Total	53%	65%	54%	52%	41%	54%	40%	52%	68%	40%	56%	65%	10%	63%	93%	54%	49%	58%	49%	71%	59%	52%	50%	48%	62%	45%	49%	54%	65%	57%	10%	95%	55%	56%	52%	50%	54%
Very favorable	32%	20%	36%	29%	43%	30%	42%	35%	19%	41%	30%	23%	68%	19%	3%	30%	37%	29%	36%	16%	28%	30%	33%	37%	26%	37%	35%	33%	23%	16%	65%	2%	25%	27%	28%	32%	34%
Somewhat favorable	13%	14%	9%	15%	15%	15%	15%	11%	11%	17%	13%	8%	22%	16%	2%	13%	14%	13%	14%	6%	11%	16%	16%	12%	9%	17%	12%	12%	10%	21%	25%	2%	12%	12%	18%	16%	11%
Somewhat unfavorable	4%	4%	4%	6%	2%	4%	4%	3%	5%	3%	4%	5%	4%	6%	3%	4%	4%	5%	4%	6%	3%	6%	4%	3%	5%	3%	4%	4%	12%	4%	3%	9%	9%	6%	3%	3%	
Very unfavorable	49%	60%	51%	46%	39%	50%	36%	48%	64%	37%	51%	60%	6%	57%	90%	50%	45%	53%	46%	65%	56%	46%	46%	45%	58%	40%	46%	50%	61%	46%	5%	93%	46%	48%	46%	48%	51%
No opinion	2%	2%	1%	4%	1%	1%	3%	2%	1%	1%	1%	3%	0%	2%	1%	3%	0%	1%	1%	6%	2%	2%	1%	2%	3%	1%	4%	1%	2%	5%	0%	1%	8%	4%	2%	2%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

Trend: Donald Trump Image



Percent Change: Donald Trump Image (Dec '25 to Jan '26)

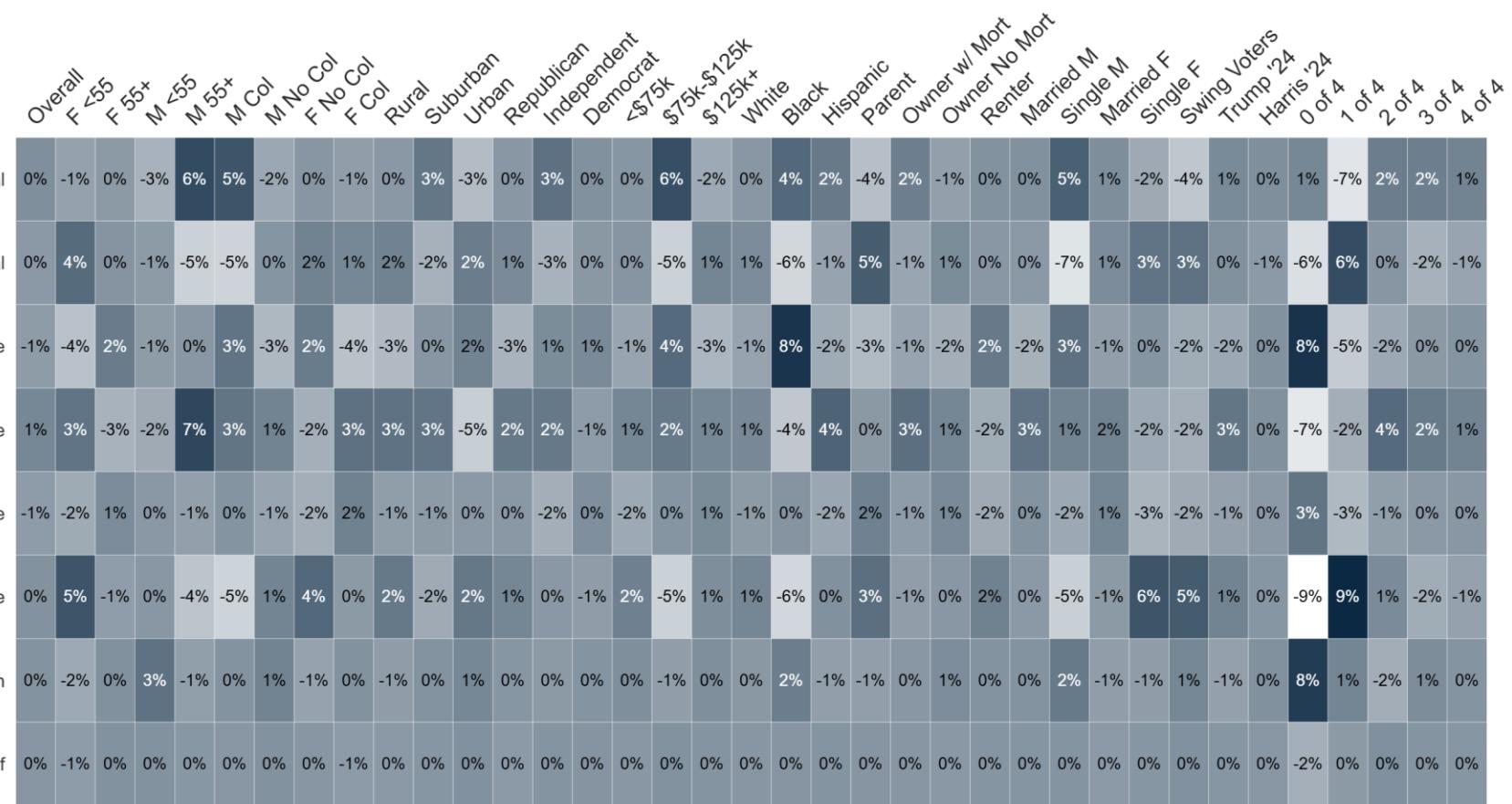
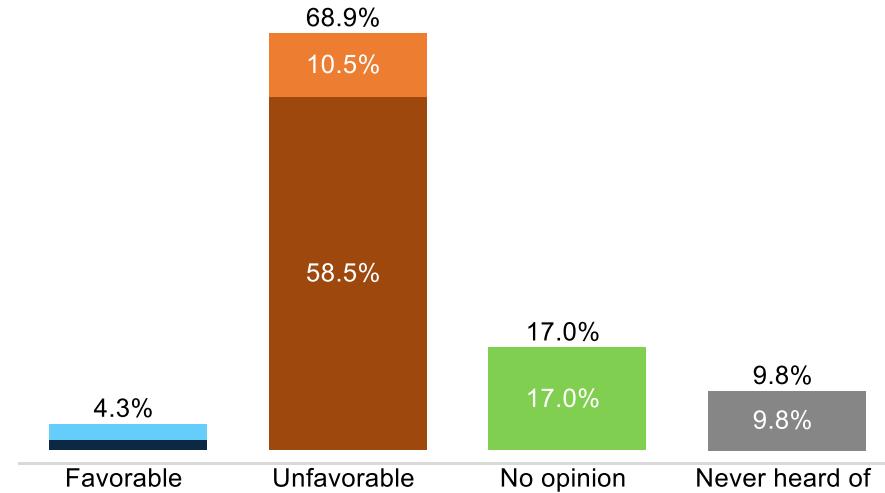


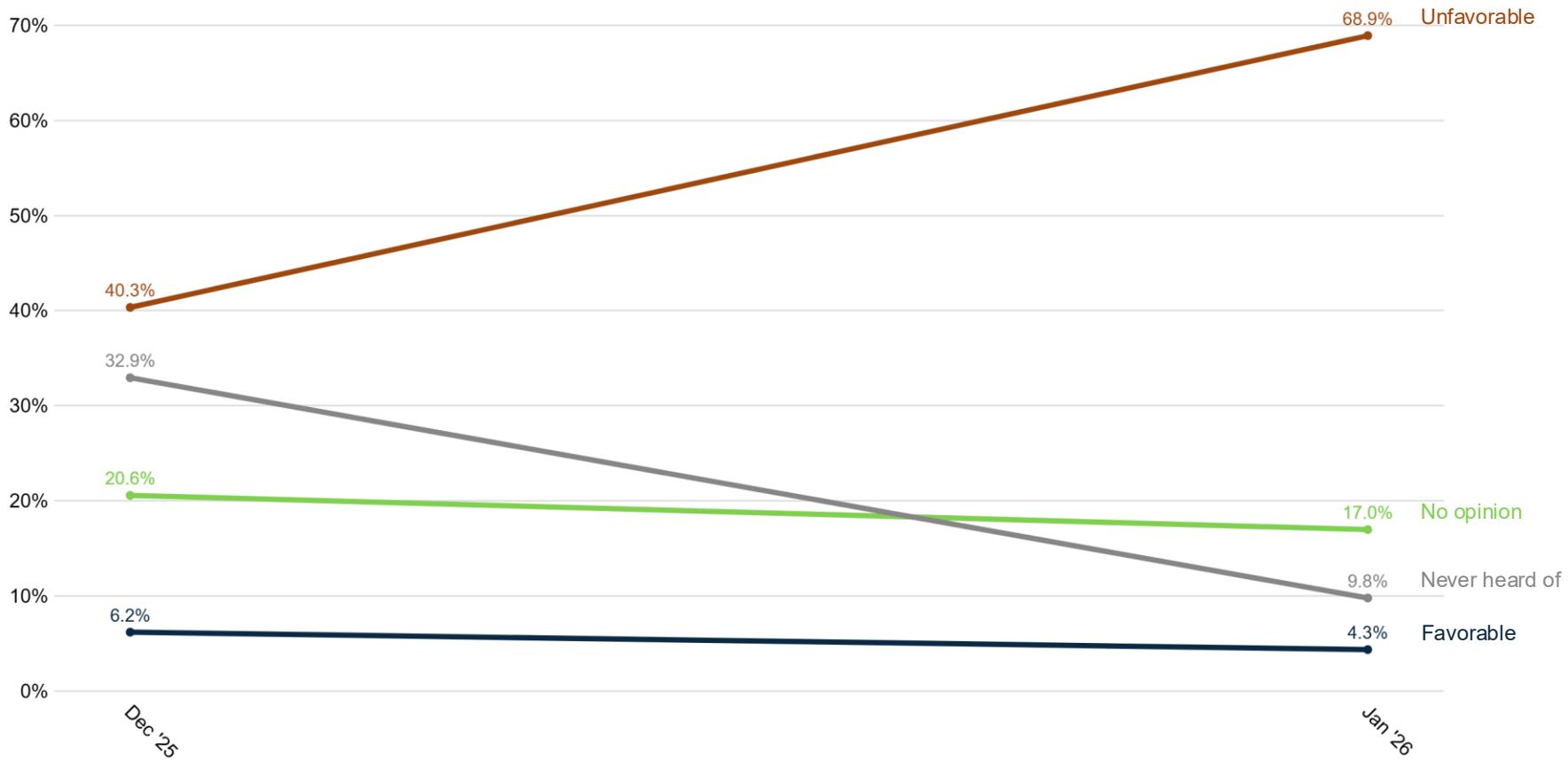
Image: Nicolas Maduro



	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voter's	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4		
Favorable Total	4%	7%	1%	7%	2%	3%	5%	5%	3%	2%	4%	8%	4%	4%	5%	4%	6%	3%	3%	11%	4%	6%	2%	5%	7%	3%	7%	3%	3%	6%	5%	4%	5%	3%	8%	7%	4%	3%	3%
Unfavorable Total	69%	54%	71%	69%	83%	82%	72%	59%	67%	69%	73%	60%	77%	73%	60%	60%	73%	77%	72%	46%	73%	65%	73%	74%	58%	81%	70%	69%	56%	64%	78%	63%	62%	65%	56%	65%	75%		
Very favorable	2%	2%	1%	4%	1%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	3%	1%	1%	5%	2%	3%	1%	2%	3%	1%	4%	1%	2%	2%	2%	3%	3%	1%	1%	1%			
Somewhat favorable	3%	5%	1%	3%	2%	1%	3%	4%	2%	1%	2%	5%	2%	3%	4%	3%	2%	2%	2%	6%	3%	4%	1%	3%	4%	2%	4%	3%	2%	3%	0%	5%	3%	3%	2%				
Somewhat unfavorable	10%	13%	6%	15%	8%	13%	11%	8%	12%	8%	10%	14%	5%	12%	16%	11%	8%	13%	10%	15%	13%	12%	10%	7%	14%	11%	13%	8%	11%	14%	5%	15%	16%	17%	9%	10%	10%		
Very unfavorable	58%	41%	65%	53%	75%	69%	61%	52%	55%	60%	62%	47%	72%	60%	44%	49%	65%	65%	63%	30%	60%	53%	63%	67%	45%	70%	56%	61%	45%	49%	72%	49%	47%	48%	46%	55%	66%		
No opinion	17%	19%	20%	18%	11%	11%	16%	19%	20%	15%	15%	23%	9%	16%	24%	20%	15%	14%	15%	26%	15%	15%	16%	14%	19%	13%	14%	16%	23%	20%	9%	22%	19%	14%	22%	18%	16%		
Never heard of	10%	20%	8%	7%	4%	3%	7%	17%	10%	14%	8%	9%	10%	7%	11%	15%	6%	6%	9%	18%	8%	13%	8%	6%	15%	3%	10%	11%	16%	12%	9%	10%	16%	13%	16%	13%	6%		

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

Trend: Nicolas Maduro Image



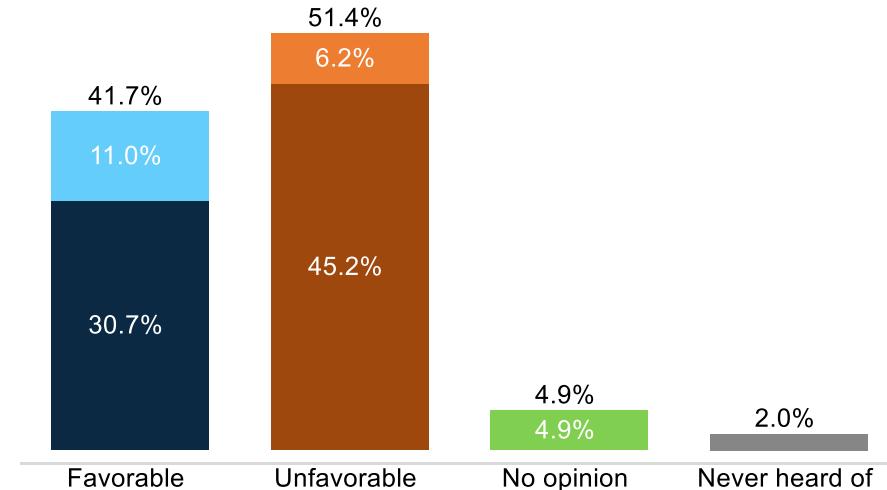
Percent Change: Nicolas Maduro Image (Dec '25 to Jan '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	≤\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Favorable Total	-2%	1%	-3%	-4%	-2%	-2%	-4%	0%	-2%	-3%	-1%	-1%	-1%	-2%	-2%	-3%	-1%	-2%	-1%	-2%	-4%	-4%	-1%	0%	-3%	-2%	1%	-4%	-2%	-2%	3%	-4%	-1%	0%	-2%		
Unfavorable Total	29%	31%	31%	22%	29%	27%	26%	34%	27%	27%	30%	27%	31%	32%	25%	29%	34%	25%	29%	28%	34%	31%	28%	27%	31%	26%	27%	33%	29%	37%	31%	27%	30%	33%	25%	28%	29%
Very favorable	0%	0%	-1%	-1%	0%	1%	-1%	0%	-1%	0%	0%	1%	0%	-2%	-2%	1%	-1%	0%	-1%	-1%	0%	0%	-1%	1%	-1%	0%	-1%	0%	0%	3%	-3%	1%	0%	0%			
Somewhat favorable	-1%	1%	-2%	-4%	-2%	-2%	-3%	0%	0%	-2%	-1%	-2%	-2%	-2%	0%	-1%	-2%	-1%	-1%	-2%	-1%	-3%	0%	0%	-2%	-3%	-1%	1%	-3%	-1%	-1%	-2%	0%	-2%			
Somewhat unfavorable	3%	7%	-1%	4%	1%	2%	3%	4%	2%	1%	1%	8%	-1%	5%	5%	4%	0%	3%	2%	7%	5%	2%	3%	-2%	6%	2%	4%	1%	4%	5%	0%	5%	2%	7%	2%	2%	2%
Very unfavorable	26%	24%	31%	19%	28%	25%	23%	31%	25%	25%	29%	19%	32%	27%	20%	25%	34%	22%	27%	21%	29%	29%	25%	28%	25%	24%	23%	32%	24%	32%	31%	22%	28%	26%	23%	26%	26%
No opinion	-4%	-2%	-3%	-1%	-8%	-9%	-2%	-4%	-1%	-5%	-7%	7%	-9%	-4%	1%	-2%	-5%	-7%	-5%	1%	-5%	-7%	-4%	-5%	-1%	-5%	-6%	-7%	2%	0%	-9%	-1%	1%	-2%	3%	-2%	-6%
Never heard of	-23%	-30%	-25%	-18%	-19%	-17%	-20%	-30%	-24%	-18%	-22%	-33%	-21%	-26%	-24%	-24%	-28%	-17%	-23%	-26%	-25%	-22%	-20%	-21%	-29%	-17%	-19%	-24%	-31%	-33%	-21%	-24%	-34%	-27%	-27%	-25%	-20%



CYGNAL

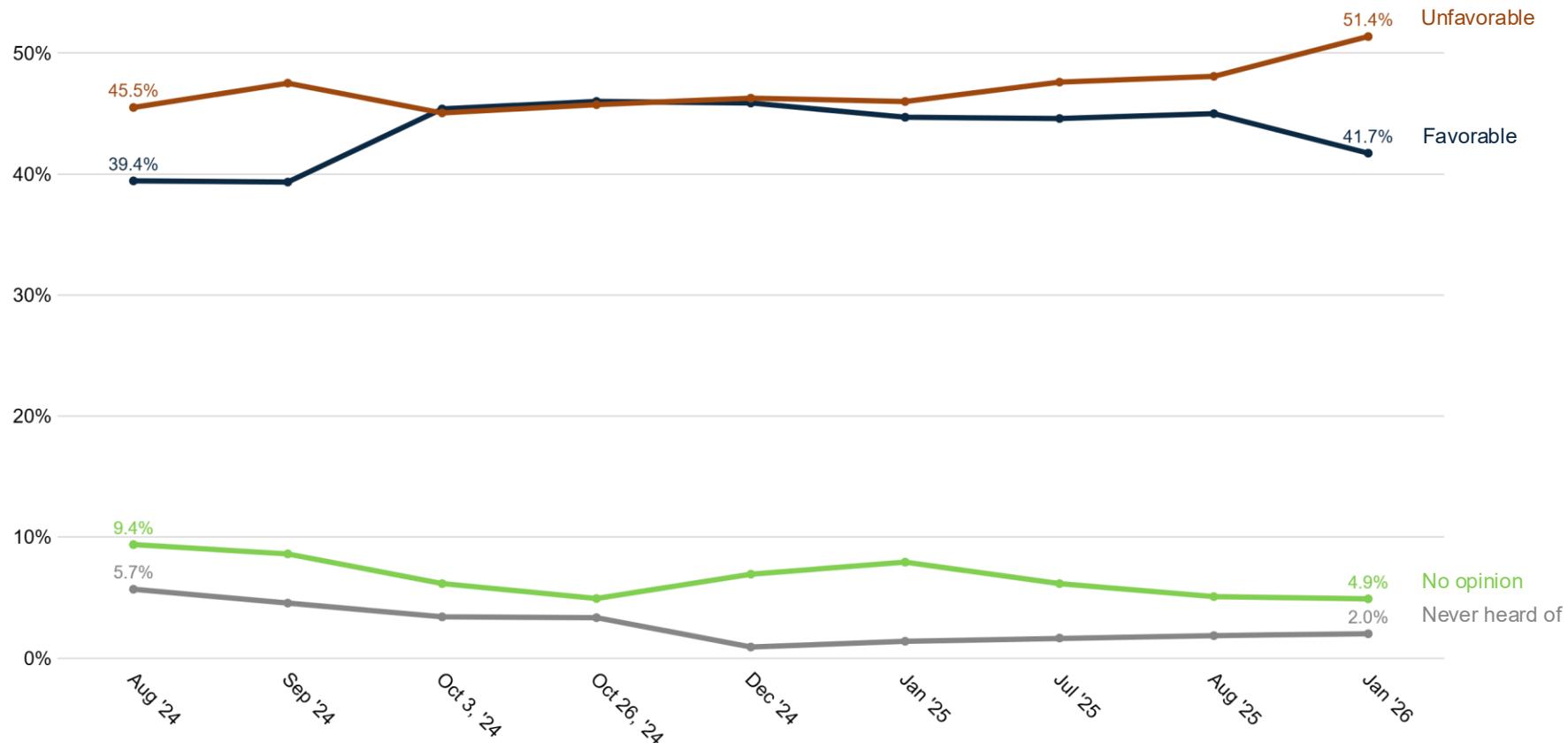
Image: JD Vance



	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voter's	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Favorable Total	42%	29%	42%	40%	56%	44%	52%	42%	29%	52%	42%	27%	82%	32%	6%	38%	50%	40%	47%	18%	34%	44%	46%	48%	32%	51%	44%	42%	30%	35%	84%	3%	29%	33%	44%	43%	43%	
Unfavorable Total	51%	60%	52%	52%	40%	53%	40%	47%	67%	41%	53%	61%	12%	61%	88%	50%	47%	58%	48%	66%	59%	47%	50%	47%	56%	44%	49%	52%	60%	53%	10%	91%	58%	52%	43%	50%	53%	
Very favorable	31%	19%	32%	28%	44%	32%	40%	31%	21%	41%	30%	20%	65%	19%	3%	26%	38%	29%	35%	11%	26%	31%	34%	34%	24%	38%	33%	32%	21%	16%	63%	1%	24%	25%	26%	30%	34%	
Somewhat favorable	11%	10%	9%	12%	12%	13%	12%	11%	9%	11%	12%	7%	17%	13%	3%	12%	11%	10%	12%	7%	8%	13%	11%	14%	7%	14%	10%	10%	9%	19%	20%	2%	5%	9%	17%	12%	10%	
Somewhat unfavorable	6%	8%	6%	9%	2%	6%	6%	6%	8%	8%	5%	5%	5%	8%	6%	7%	4%	8%	6%	8%	4%	7%	7%	5%	7%	6%	5%	6%	7%	14%	5%	6%	16%	12%	7%	4%	5%	
Very unfavorable	45%	52%	46%	44%	38%	48%	34%	41%	60%	32%	48%	56%	6%	53%	82%	44%	42%	50%	42%	58%	55%	39%	43%	42%	50%	38%	44%	46%	52%	38%	6%	85%	43%	40%	36%	46%	48%	
No opinion	5%	6%	4%	6%	3%	2%	6%	7%	3%	5%	4%	8%	4%	5%	4%	7%	3%	2%	3%	11%	7%	6%	3%	5%	7%	4%	5%	5%	6%	8%	4%	4%	4%	6%	12%	8%	4%	2%
Never heard of	2%	5%	2%	1%	0%	0%	1%	5%	0%	2%	1%	4%	2%	2%	2%	4%	0%	1%	1%	6%	0%	4%	1%	1%	5%	0%	1%	2%	4%	4%	2%	1%	6%	3%	5%	2%	1%	

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

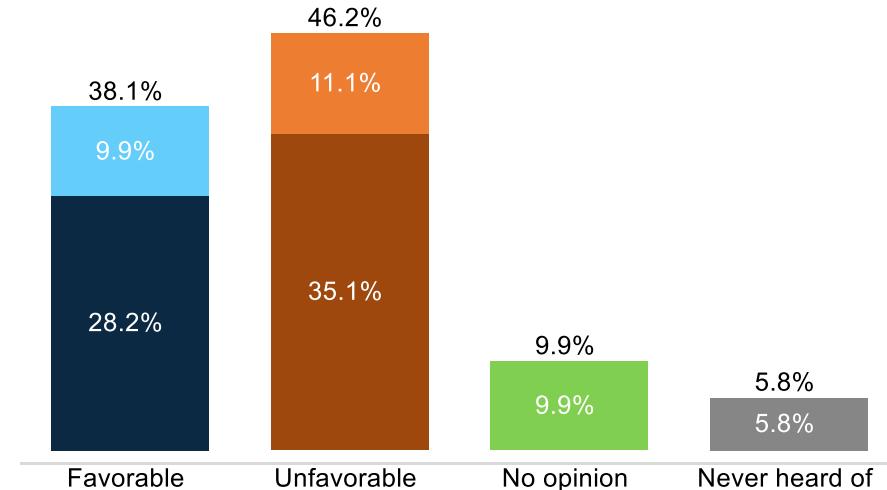
Trend: JD Vance Image



Percent Change: JD Vance Image (Aug '25 to Jan '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	F No 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	-3%	-4%	-1%	-9%	1%	-2%	-6%	-5%	0%	-4%	-3%	-5%	-4%	1%	-1%	-4%	4%	-7%	-3%	-6%	-2%	-3%	-6%	-1%	-5%	0%	-2%	-2%	-4%	-9%	-11%	3%	-4%	-3%
Unfavorable Total	3%	3%	3%	9%	-2%	2%	4%	6%	0%	4%	2%	5%	3%	-1%	4%	3%	-3%	8%	2%	12%	6%	3%	4%	3%	5%	2%	3%	2%	5%	21%	7%	-7%	4%	4%
Very favorable	-2%	-4%	1%	-3%	-2%	-1%	-3%	-1%	-1%	-2%	-3%	1%	-1%	-1%	0%	-3%	5%	-5%	-4%	0%	10%	1%	-5%	2%	-4%	2%	-3%	-3%	-1%	11%	-2%	2%	-1%	-3%
Somewhat favorable	-2%	-1%	-3%	-6%	3%	0%	-3%	-4%	1%	-1%	0%	-6%	-2%	1%	-1%	-1%	0%	-3%	1%	-6%	-12%	-4%	0%	-2%	-1%	-2%	0%	1%	-3%	-20%	-9%	1%	-4%	0%
Somewhat unfavorable	0%	0%	2%	0%	-2%	-2%	0%	1%	0%	4%	-1%	-1%	2%	-4%	1%	1%	-2%	0%	1%	-3%	-7%	-1%	0%	-2%	1%	0%	-1%	1%	-1%	-5%	1%	0%	0%	0%
Very unfavorable	3%	4%	1%	9%	0%	4%	4%	4%	0%	1%	3%	6%	1%	3%	3%	2%	-1%	8%	0%	14%	12%	4%	4%	4%	3%	2%	4%	0%	5%	26%	6%	-7%	4%	4%
No opinion	0%	0%	-2%	1%	2%	0%	2%	-2%	0%	-1%	0%	1%	1%	1%	-3%	0%	-1%	-1%	0%	-5%	2%	1%	2%	0%	1%	-4%	-1%	-1%	-3%	4%	1%	-1%	-1%	-1%
Never heard of	0%	1%	0%	-1%	0%	0%	0%	1%	0%	0%	1%	-1%	0%	0%	0%	1%	-1%	0%	1%	-1%	-6%	-1%	0%	-1%	-1%	2%	0%	0%	0%	-10%	-1%	3%	1%	0%

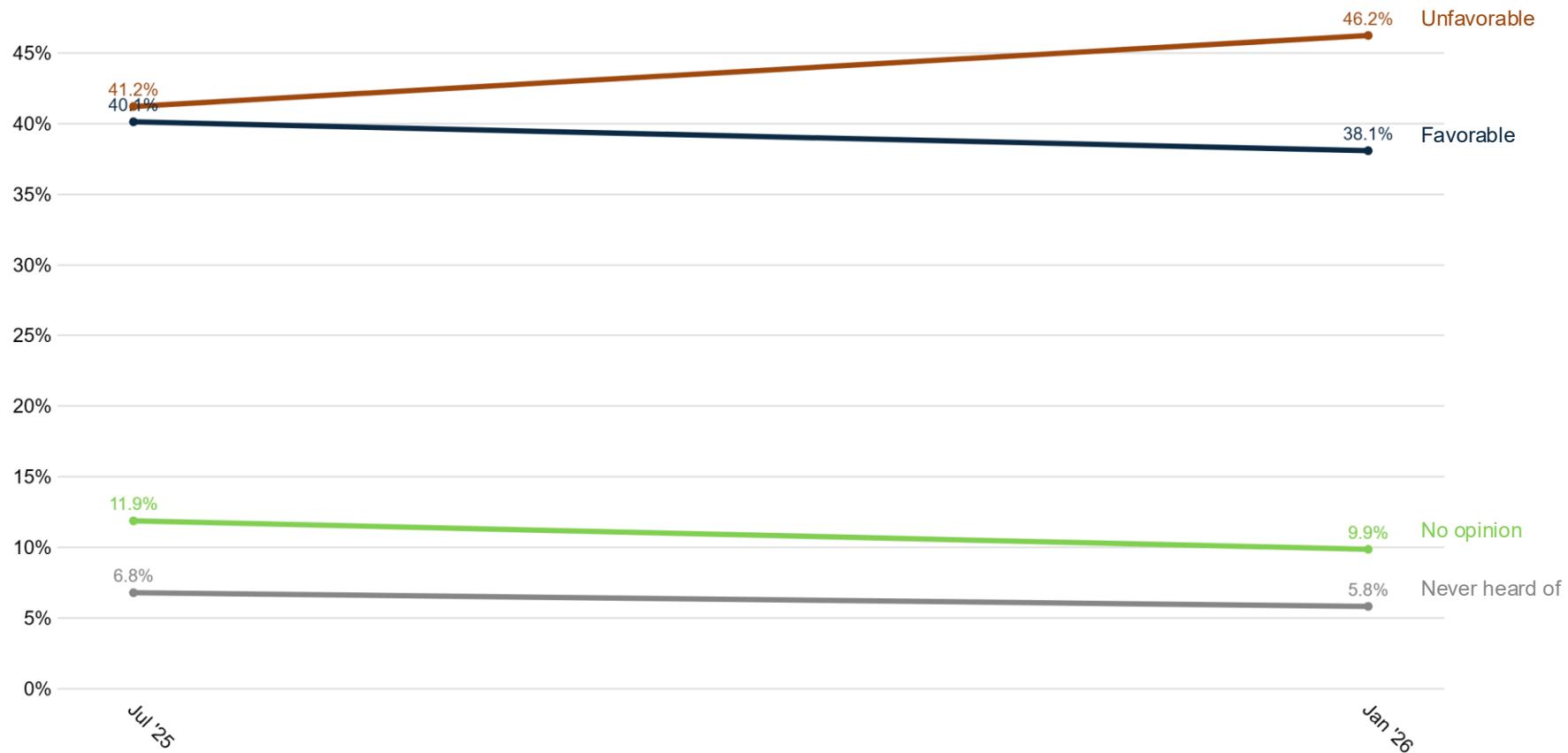
Image: Marco Rubio



	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voter's	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	20%	39%	37%	57%	45%	50%	32%	27%	44%	39%	28%	74%	29%	8%	34%	45%	38%	42%	21%	32%	36%	43%	46%	24%	51%	43%	35%	25%	31%	73%	6%	31%	31%	33%	37%	42%
Unfavorable Total	46%	53%	47%	47%	37%	50%	36%	41%	61%	37%	48%	54%	10%	59%	76%	45%	43%	53%	44%	57%	50%	40%	44%	45%	52%	41%	44%	47%	53%	46%	12%	81%	36%	40%	39%	49%	49%
Very favorable	28%	11%	29%	25%	49%	36%	38%	23%	17%	32%	29%	22%	58%	19%	4%	24%	33%	29%	31%	12%	27%	27%	32%	34%	18%	39%	34%	25%	16%	15%	57%	2%	20%	19%	19%	26%	34%
Somewhat favorable	10%	9%	10%	13%	8%	9%	12%	9%	10%	12%	10%	6%	16%	10%	4%	9%	12%	8%	11%	9%	6%	9%	11%	12%	7%	11%	9%	10%	9%	16%	16%	3%	11%	12%	13%	12%	8%
Somewhat unfavorable	11%	13%	11%	14%	7%	12%	9%	9%	16%	11%	12%	10%	6%	16%	13%	11%	9%	13%	11%	13%	8%	10%	10%	10%	14%	8%	15%	11%	13%	20%	7%	15%	9%	13%	13%	12%	10%
Very unfavorable	35%	40%	36%	33%	31%	37%	27%	32%	45%	26%	37%	43%	4%	43%	63%	33%	33%	39%	33%	44%	42%	31%	34%	34%	38%	33%	29%	36%	40%	26%	5%	65%	26%	27%	26%	37%	39%
No opinion	10%	14%	10%	10%	5%	5%	9%	15%	8%	13%	8%	11%	11%	9%	9%	12%	9%	7%	10%	11%	9%	14%	10%	6%	13%	6%	8%	12%	12%	15%	11%	8%	16%	18%	15%	8%	7%
Never heard of	6%	13%	4%	5%	1%	0%	5%	12%	4%	7%	5%	7%	5%	3%	7%	10%	3%	2%	4%	11%	9%	9%	3%	3%	11%	2%	5%	6%	11%	8%	4%	6%	17%	11%	13%	5%	3%

Do you have a favorable or unfavorable opinion of Marco Rubio?

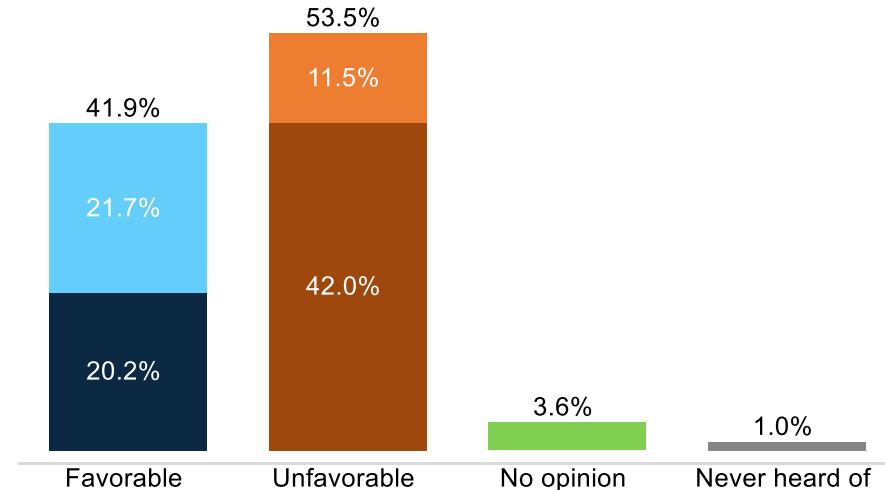
Trend: Marco Rubio Image



Percent Change: Marco Rubio Image (Jul '25 to Jan '26)

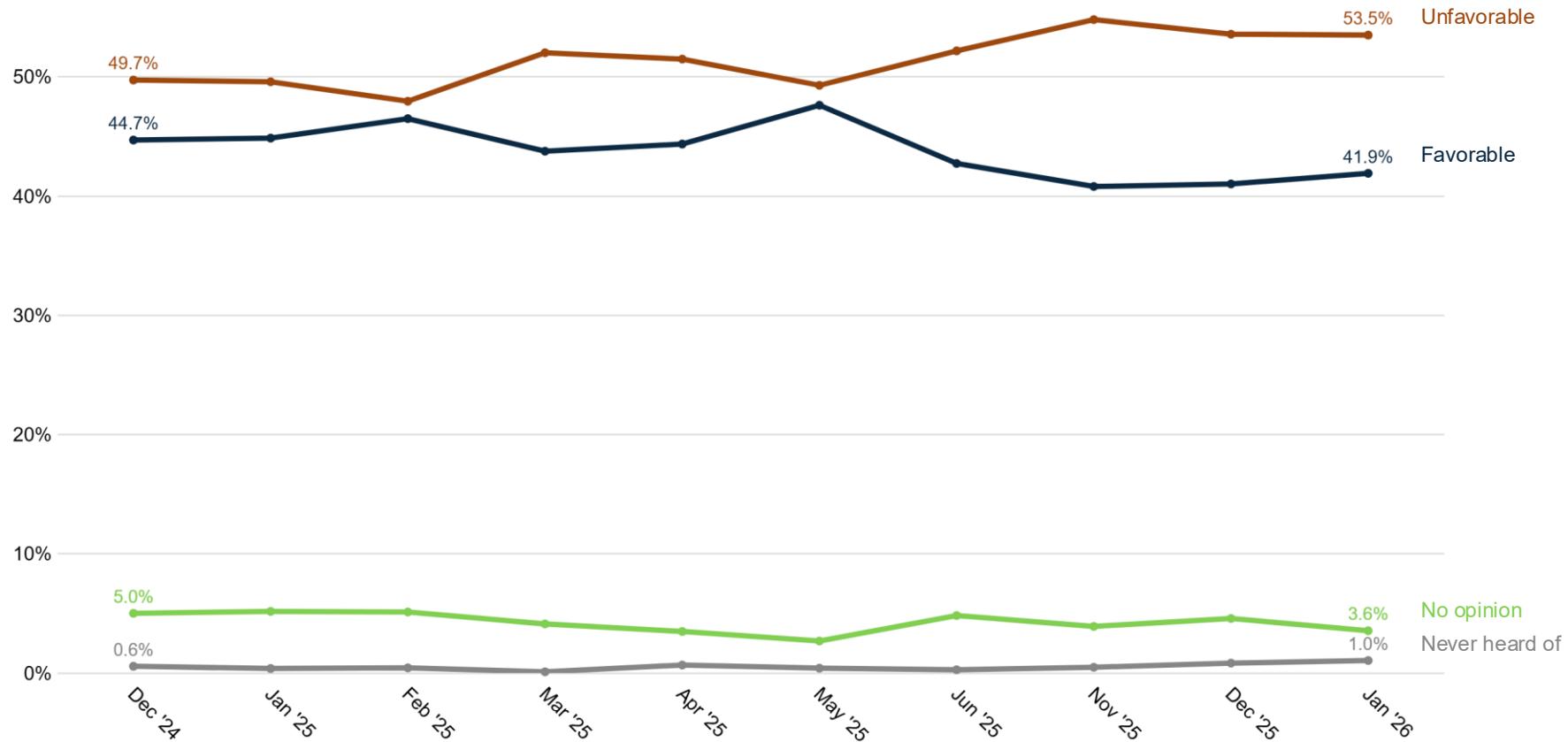
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-2%	-6%	0%	-4%	2%	-2%	-1%	-5%	1%	-1%	-3%	-1%	0%	-7%	1%	-1%	1%	-5%	-2%	5%	-8%	-6%	-4%	4%	-4%	-2%	-1%	-1%	-2%	8%	4%	-3%	-6%	-2%
Unfavorable Total	5%	12%	3%	6%	-1%	5%	0%	8%	6%	5%	5%	4%	2%	13%	2%	7%	0%	8%	3%	9%	11%	4%	4%	-1%	5%	10%	10%	4%	5%	24%	-2%	12%	7%	4%
Very favorable	1%	-5%	2%	0%	8%	4%	3%	-2%	1%	1%	-1%	7%	3%	0%	1%	2%	-1%	2%	1%	3%	1%	-1%	1%	9%	-3%	1%	3%	3%	0%	17%	5%	-4%	-4%	3%
Somewhat favorable	-3%	-1%	-2%	-4%	-6%	-6%	-4%	-3%	0%	-1%	-2%	-8%	-3%	-7%	0%	-4%	1%	-7%	-3%	2%	-8%	-5%	-5%	-5%	-1%	-2%	-3%	-4%	-2%	-9%	-1%	1%	-3%	-5%
Somewhat unfavorable	1%	1%	0%	4%	-2%	3%	0%	0%	2%	3%	1%	-2%	1%	3%	-1%	0%	1%	2%	2%	1%	-4%	-2%	-1%	5%	1%	1%	2%	3%	0%	9%	-2%	6%	4%	-1%
Very unfavorable	4%	11%	3%	2%	1%	3%	0%	8%	4%	2%	5%	6%	0%	10%	3%	7%	-1%	5%	2%	8%	14%	6%	5%	-5%	4%	10%	7%	1%	6%	15%	0%	6%	4%	5%
No opinion	-2%	-2%	-3%	-1%	-1%	-2%	-1%	-2%	-4%	-1%	-2%	-5%	-1%	-4%	-2%	-4%	1%	-2%	-1%	-7%	-4%	1%	-1%	-2%	0%	-7%	-7%	-1%	-2%	-24%	0%	-4%	-3%	-1%
Never heard of	-1%	-4%	0%	0%	0%	-2%	1%	-1%	-3%	-3%	-1%	1%	-1%	-2%	-1%	-1%	-2%	-1%	-1%	-6%	1%	2%	1%	-1%	-2%	-2%	0%	-8%	-2%	-4%	2%	0%		

Image: Republicans in Congress



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

Trend: Republicans in Congress Image



Percent Change: Republicans in Congress Image (Dec '25 to Jan '26)

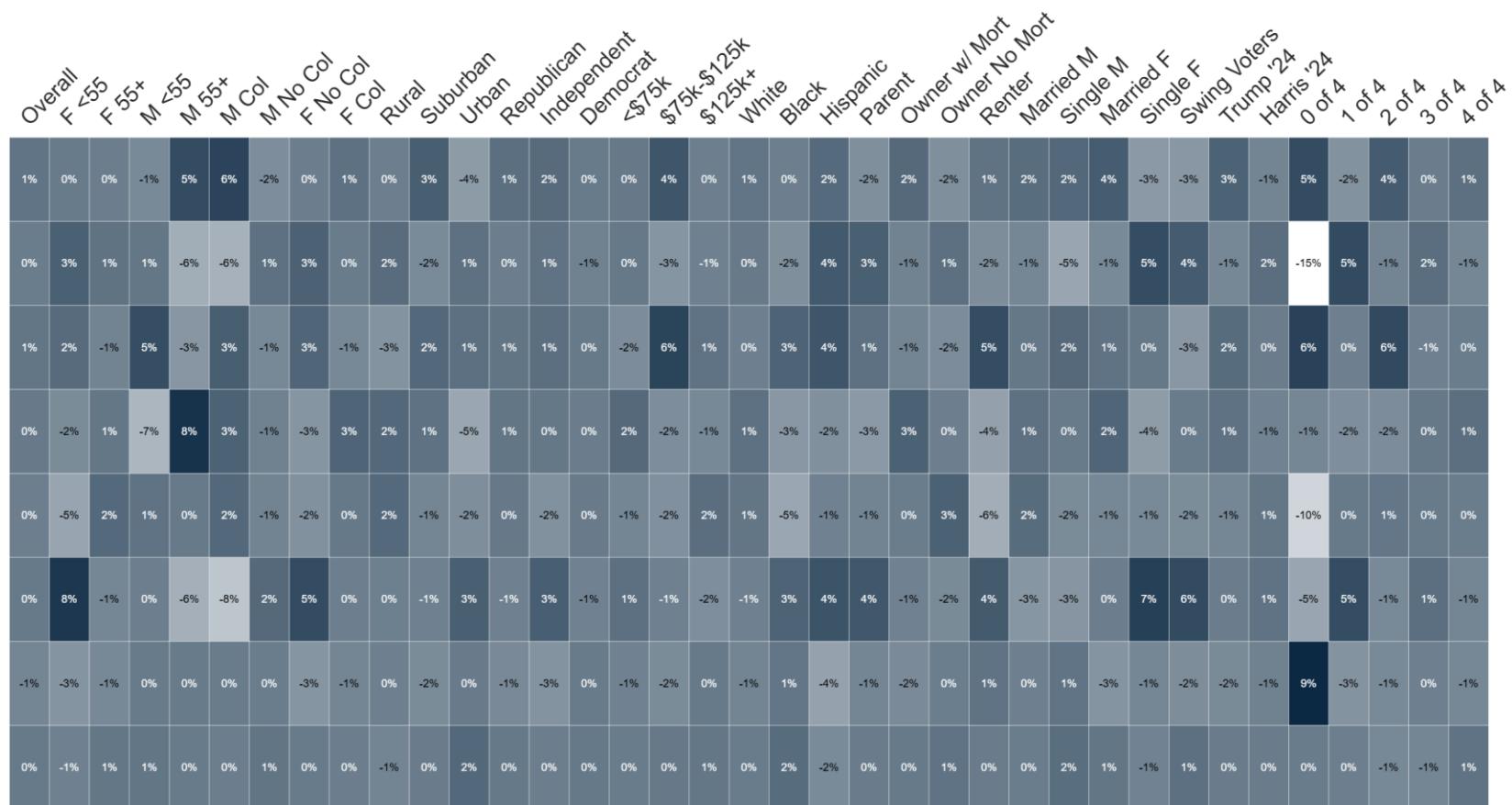
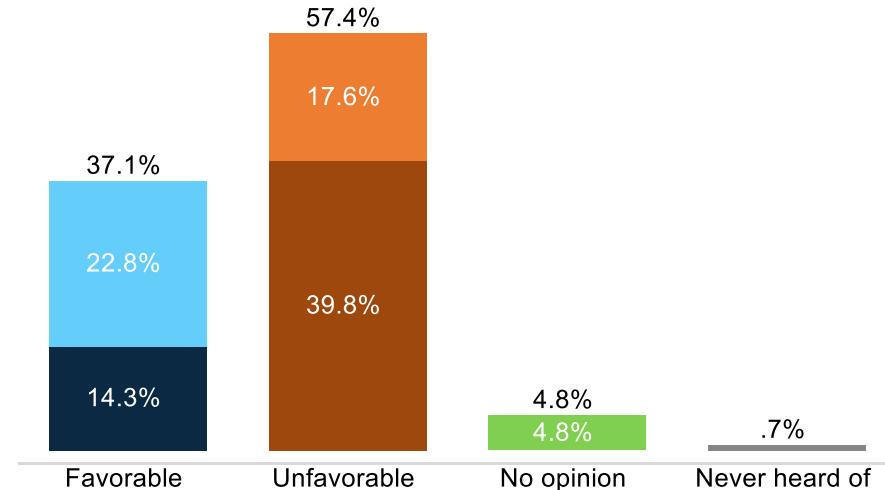
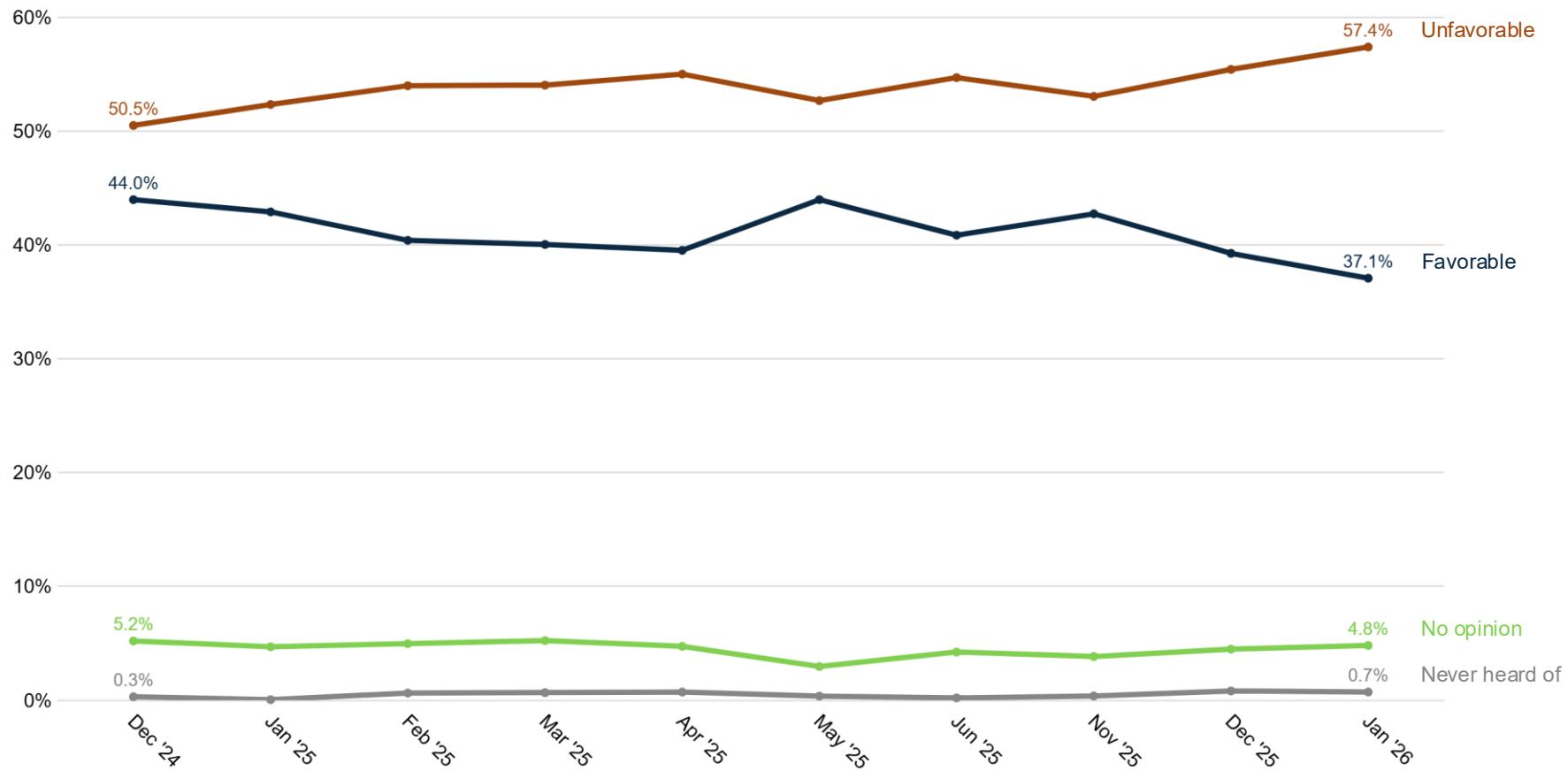


Image: Democrats in Congress



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

Trend: Democrats in Congress Image



Percent Change: Democrats in Congress Image (Dec '25 to Jan '26)

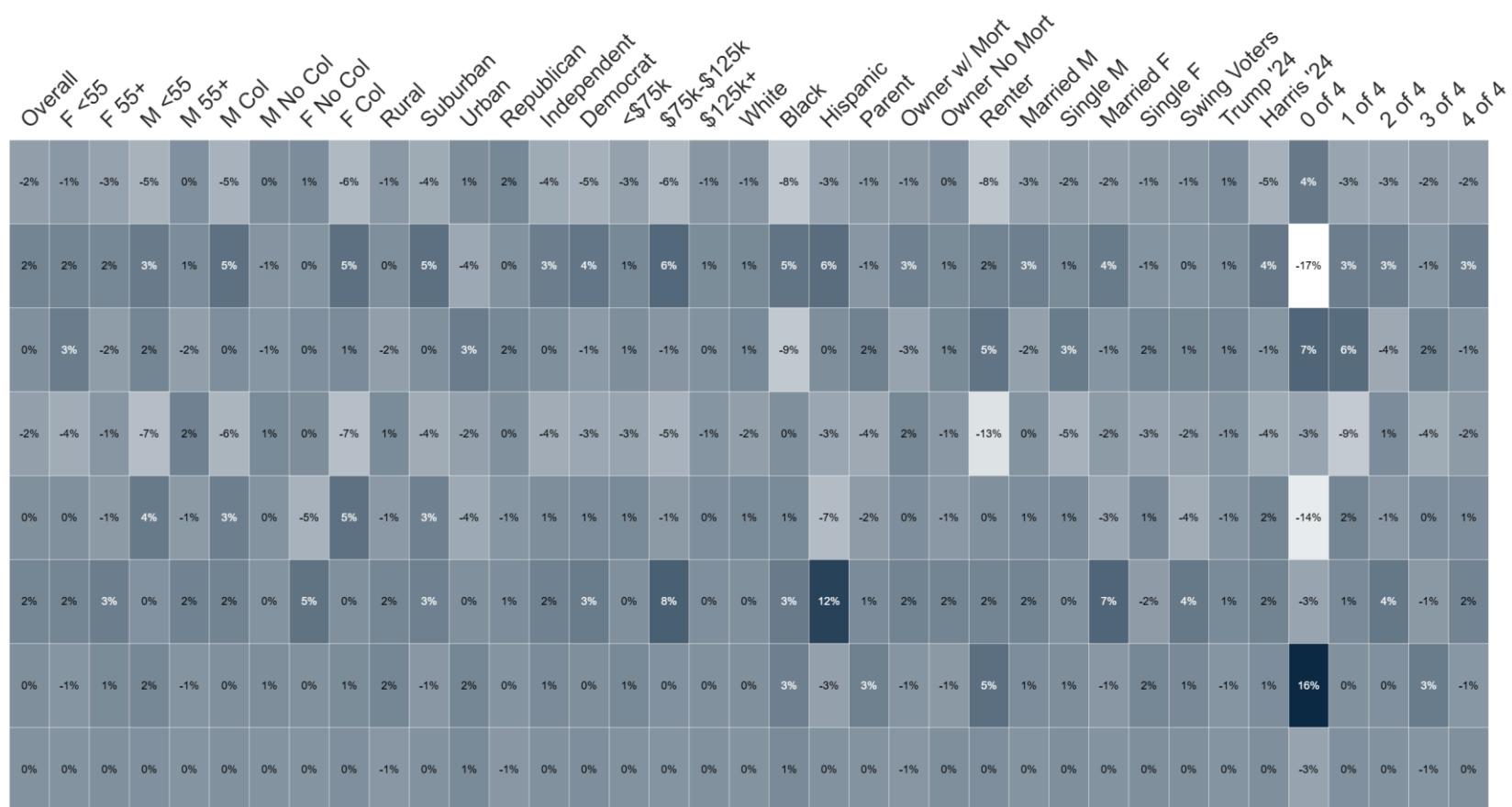
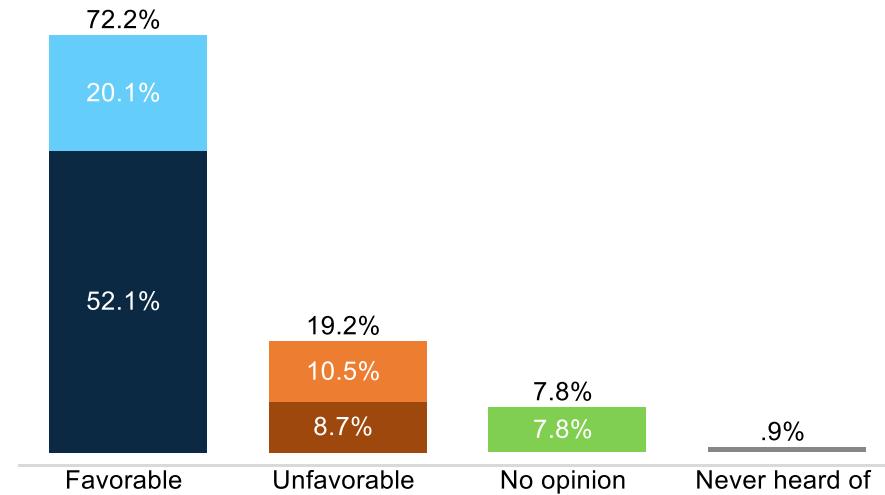


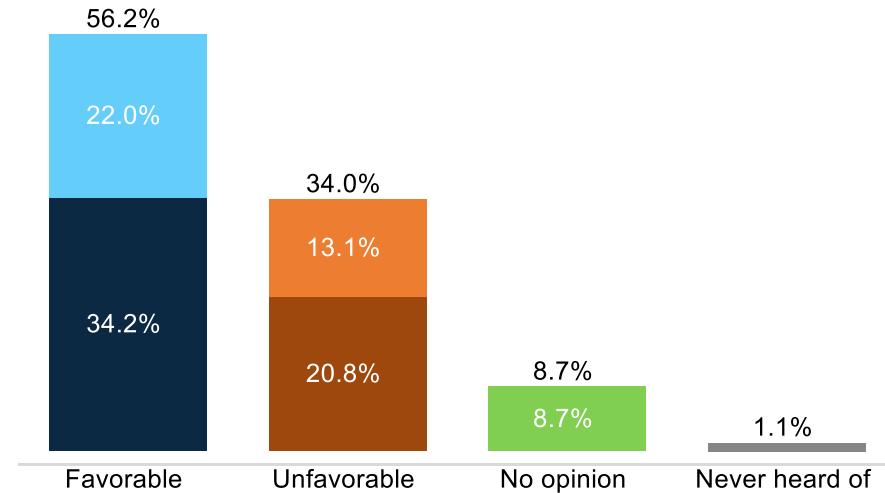
Image: U.S. Military



	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voter's	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Favorable Total	72%	56%	77%	69%	87%	79%	78%	74%	58%	81%	72%	62%	92%	68%	55%	70%	76%	75%	76%	63%	62%	68%	77%	80%	60%	81%	74%	73%	60%	71%	91%	55%	62%	62%	72%	73%	74%	
Unfavorable Total	19%	31%	13%	22%	10%	15%	17%	15%	31%	13%	19%	26%	5%	22%	33%	19%	19%	19%	18%	21%	26%	21%	16%	14%	28%	14%	18%	17%	27%	15%	5%	33%	17%	29%	18%	18%	18%	
Very favorable	52%	33%	54%	50%	72%	56%	66%	52%	35%	63%	51%	41%	80%	46%	28%	50%	56%	53%	56%	37%	46%	46%	58%	58%	40%	64%	57%	51%	37%	45%	79%	28%	50%	42%	49%	53%	55%	
Somewhat favorable	20%	23%	23%	19%	15%	22%	13%	22%	23%	17%	21%	21%	12%	22%	27%	20%	20%	22%	20%	26%	16%	21%	19%	22%	20%	17%	17%	23%	23%	26%	13%	27%	12%	20%	23%	21%	19%	
Somewhat unfavorable	10%	18%	6%	11%	6%	10%	7%	8%	18%	7%	10%	16%	2%	10%	21%	9%	10%	14%	10%	14%	14%	12%	9%	9%	15%	7%	11%	11%	13%	8%	2%	19%	9%	17%	7%	8%	11%	
Very unfavorable	9%	13%	7%	11%	4%	6%	9%	7%	13%	6%	9%	11%	3%	12%	12%	10%	9%	5%	8%	7%	12%	9%	7%	6%	13%	7%	8%	6%	14%	7%	3%	14%	8%	12%	11%	11%	7%	
No opinion	8%	11%	9%	8%	3%	6%	5%	10%	10%	6%	8%	10%	3%	9%	11%	10%	5%	6%	6%	13%	11%	11%	7%	4%	11%	4%	7%	8%	11%	11%	3%	11%	21%	8%	7%	7%	7%	
Never heard of	1%	2%	1%	0%	0%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%

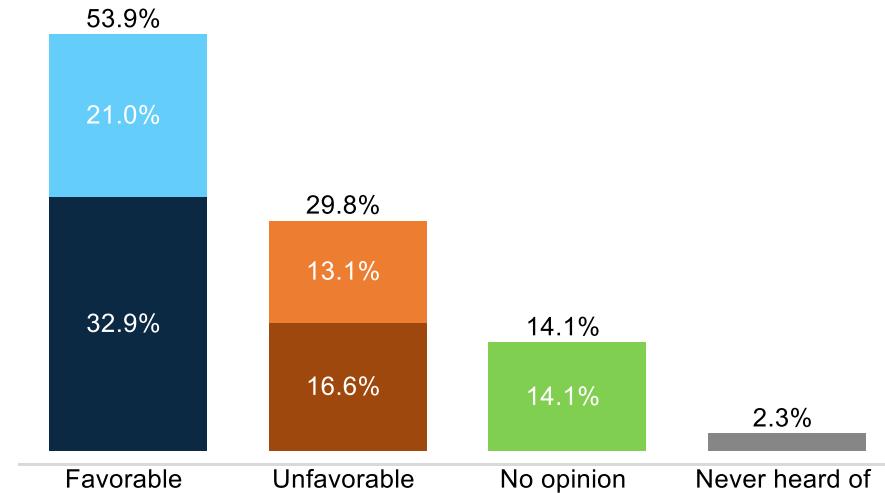
Do you have a favorable or unfavorable opinion of U.S. Military?

Image: U.S. Military Leadership



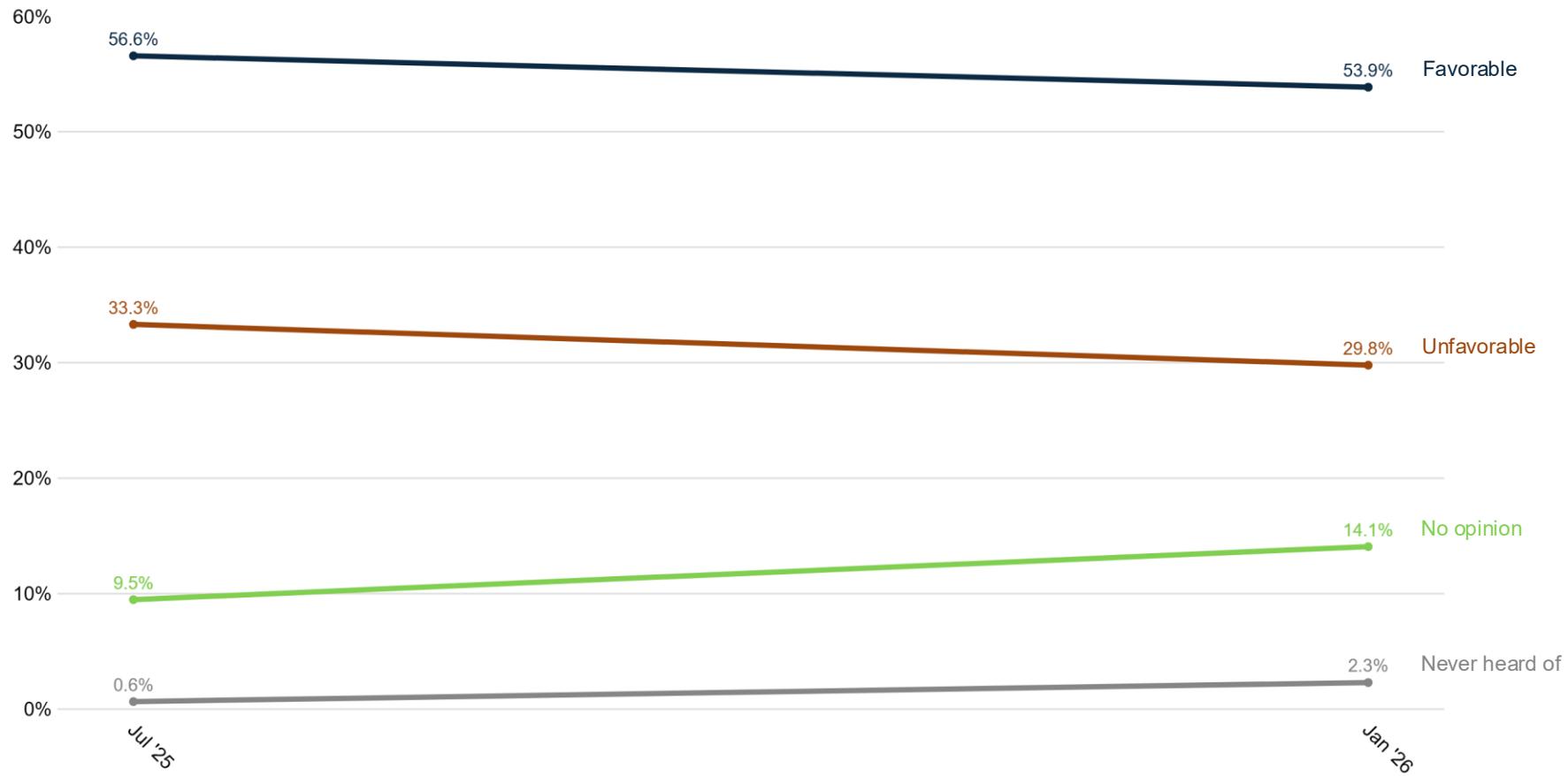
Do you have a favorable or unfavorable opinion of U.S. Military leadership?

Image: Capitalism



Do you have a favorable or unfavorable opinion of capitalism?

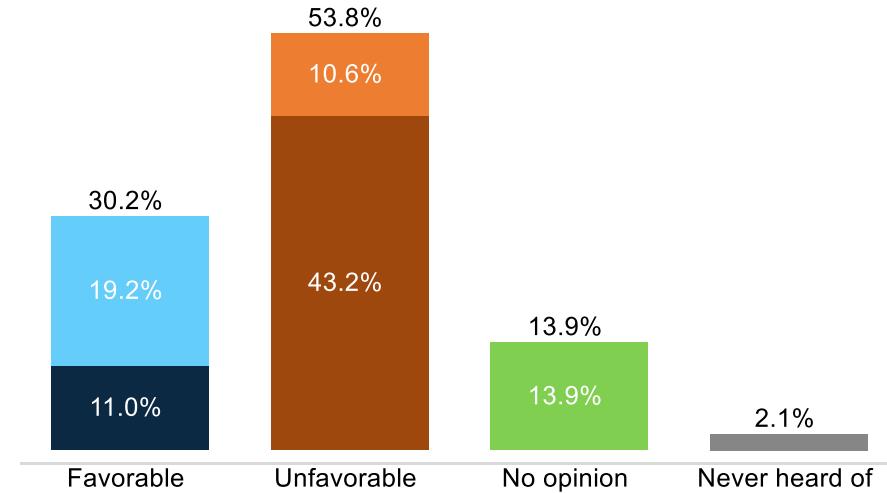
Trend: Capitalism Image



Percent Change: Capitalism Image (Jul '25 to Jan '26)

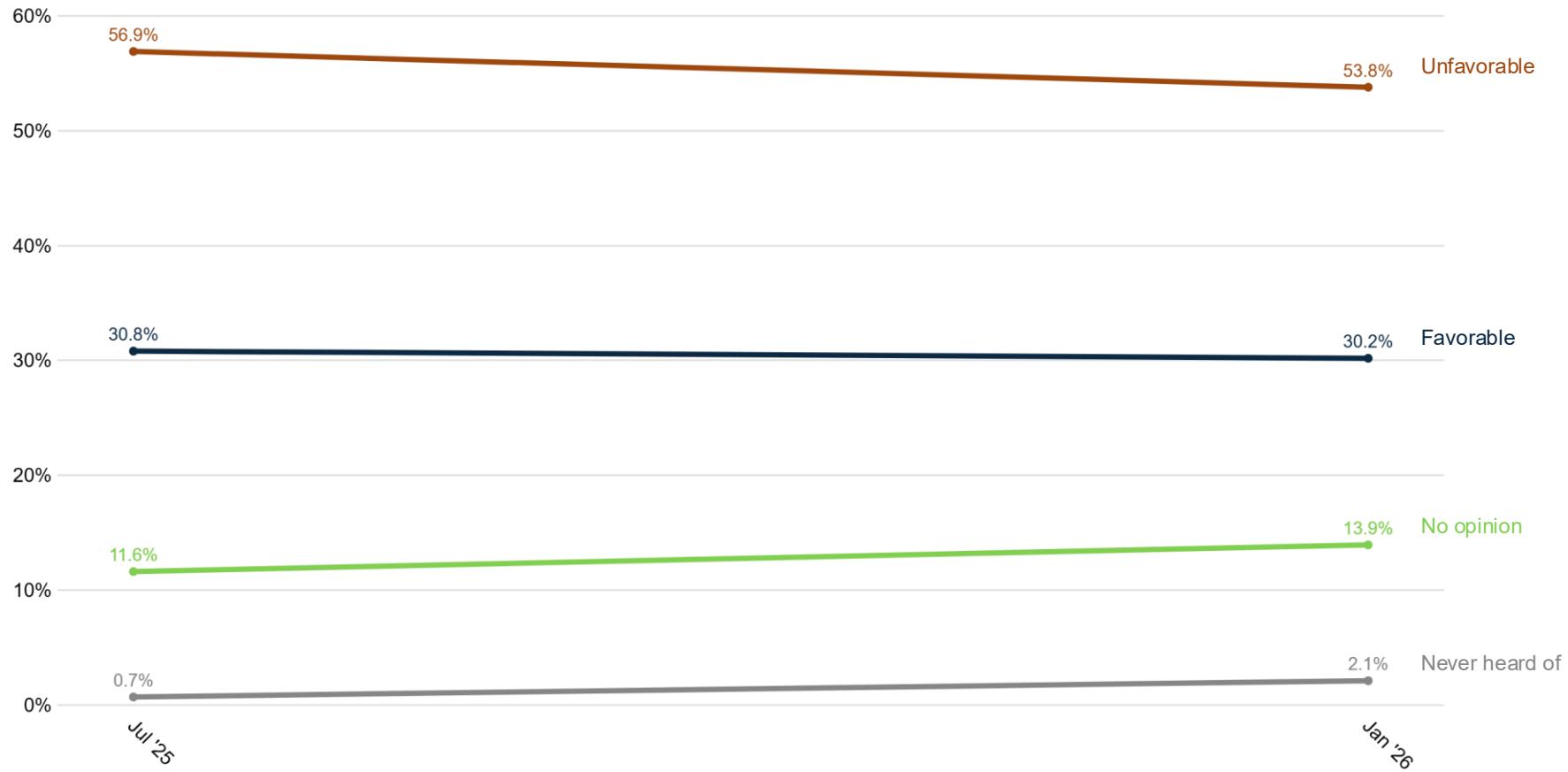
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-3%	-7%	-2%	-5%	4%	0%	0%	-7%	-3%	-4%	-2%	0%	-2%	-7%	1%	-4%	-6%	3%	-1%	3%	-15%	-3%	-1%	-1%	-3%	-6%	-4%	-2%	-1%	-4%	-13%	-6%	-7%	0%
Unfavorable Total	-4%	-2%	-4%	-4%	-4%	-2%	-7%	-2%	-5%	-2%	-2%	-13%	-2%	-1%	-9%	-3%	-1%	-8%	-3%	-9%	2%	-7%	-2%	-7%	-2%	-5%	0%	-2%	-6%	-25%	1%	-12%	-2%	-3%
Very favorable	0%	-1%	0%	-7%	7%	-3%	3%	-2%	2%	-1%	1%	1%	1%	-1%	0%	1%	0%	1%	-1%	0%	-1%	-2%	1%	-1%	-3%	1%	0%	13%	-5%	-1%	-4%	2%		
Somewhat favorable	-3%	-6%	-3%	1%	-3%	3%	-4%	-5%	-4%	-3%	-3%	-1%	-3%	-6%	0%	-5%	-6%	3%	-1%	2%	-14%	-2%	-2%	1%	-2%	-7%	-1%	-3%	-2%	-17%	-9%	-5%	-3%	-1%
Somewhat unfavorable	-1%	3%	-3%	-2%	-2%	-1%	-4%	0%	-1%	0%	0%	-9%	1%	-2%	-5%	-1%	0%	-1%	-1%	0%	0%	-1%	-4%	1%	-1%	0%	-3%	-5%	2%	-5%	-3%	-2%		
Very unfavorable	-2%	-5%	-1%	-1%	-2%	-1%	-3%	-1%	-4%	-2%	-2%	-4%	-3%	1%	-4%	-2%	-1%	-7%	-2%	-10%	1%	-7%	-1%	-3%	-2%	-4%	1%	-2%	-4%	-20%	-1%	-8%	1%	-1%
No opinion	5%	8%	4%	7%	0%	1%	5%	6%	7%	4%	3%	11%	1%	8%	7%	5%	6%	4%	3%	4%	12%	8%	1%	6%	3%	9%	1%	2%	7%	25%	10%	14%	9%	1%
Never heard of	2%	1%	3%	2%	1%	1%	2%	3%	0%	2%	1%	2%	3%	1%	1%	3%	1%	1%	1%	3%	1%	2%	1%	2%	2%	3%	2%	1%	4%	2%	4%	0%	1%	

Image: Socialism



Do you have a favorable or unfavorable opinion of socialism?

Trend: Socialism Image

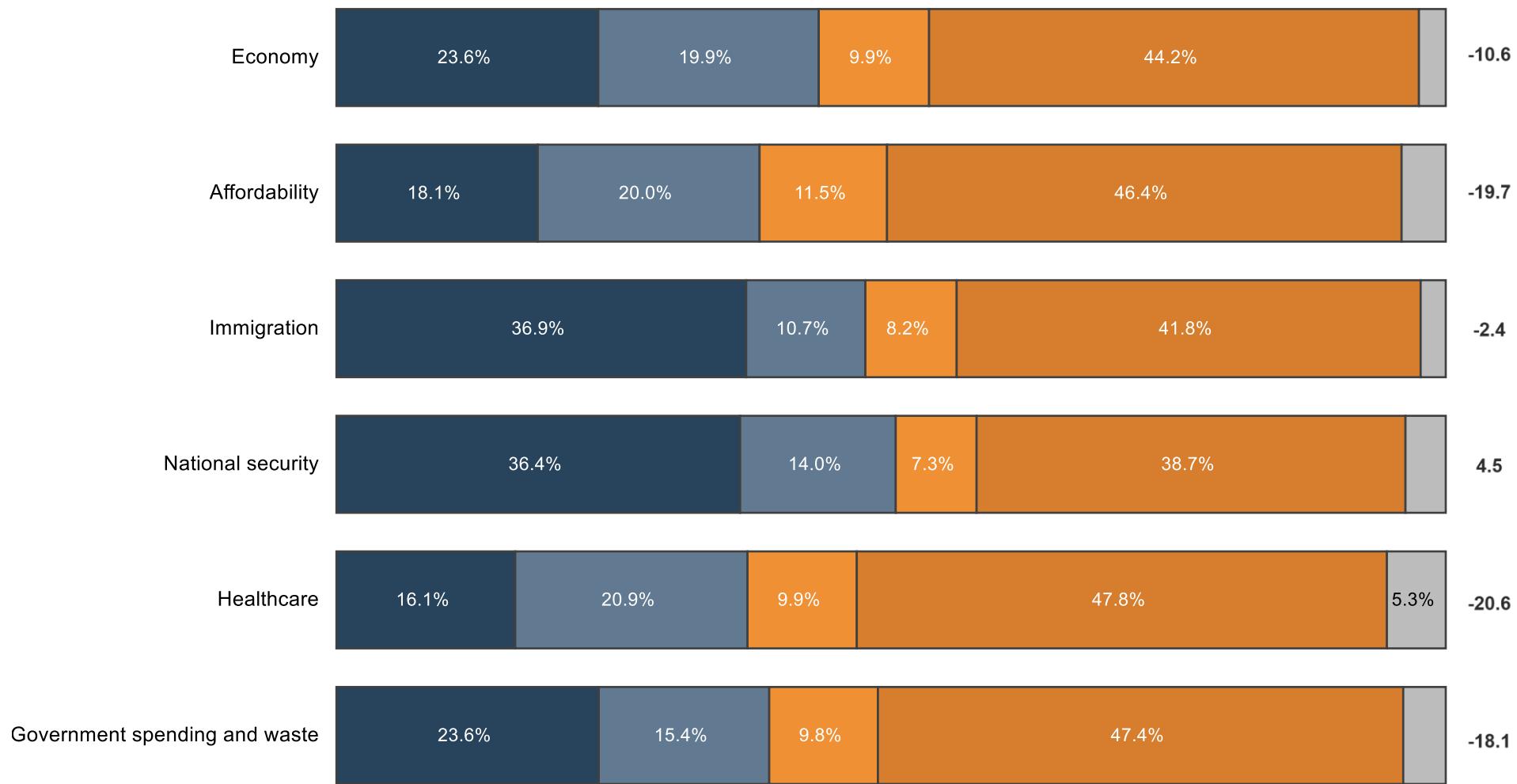


Percent Change: Socialism Image (Jul '25 to Jan '26)

	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	-1%	0%	2%	-2%	-3%	-4%	-1%	0%	2%	4%	-2%	-7%	3%	2%	-8%	1%	0%	-5%	1%	3%	-5%	0%	-3%	-4%	3%	3%	2%	-5%	-49%	3%	-4%	-4%	-3%	
Unfavorable Total	-3%	-8%	-4%	-3%	2%	3%	-4%	-4%	-7%	-7%	-1%	-1%	-4%	-5%	0%	-6%	-3%	3%	-3%	1%	-7%	-6%	3%	-5%	-6%	-4%	-3%	-2%	-2%	25%	-6%	0%	-4%	-1%
Very favorable	0%	-2%	2%	1%	0%	-2%	2%	-1%	2%	-2%	1%	-1%	2%	-1%	-1%	2%	1%	-3%	1%	4%	0%	-1%	0%	0%	-2%	2%	1%	2%	-1%	-25%	-3%	-4%	1%	1%
Somewhat favorable	-1%	2%	0%	-2%	-3%	-2%	-4%	1%	0%	5%	-3%	-6%	1%	3%	-7%	-1%	-1%	-2%	0%	-1%	-5%	1%	-3%	-4%	5%	-3%	2%	0%	-4%	-24%	6%	0%	-5%	-4%
Somewhat unfavorable	-1%	-1%	-4%	6%	-3%	3%	0%	-2%	-3%	-1%	-1%	0%	-1%	-1%	-1%	1%	-2%	-1%	-1%	4%	0%	-1%	2%	0%	-4%	-1%	2%	0%	-1%	10%	8%	1%	3%	-3%
Very unfavorable	-2%	-7%	0%	-9%	5%	1%	-4%	-2%	-4%	-6%	0%	-1%	-3%	-3%	1%	-6%	-1%	4%	-2%	-4%	-7%	-5%	0%	-4%	-3%	-3%	-5%	-2%	-1%	15%	-14%	-1%	-7%	2%
No opinion	2%	5%	1%	2%	1%	0%	3%	2%	5%	2%	1%	6%	0%	3%	5%	2%	2%	1%	1%	-6%	9%	4%	0%	6%	3%	3%	-1%	0%	4%	22%	5%	1%	5%	3%
Never heard of	1%	3%	1%	2%	0%	0%	2%	3%	1%	1%	1%	2%	1%	0%	2%	3%	1%	1%	1%	3%	4%	2%	1%	2%	1%	0%	2%	2%	-2%	3%	3%	0%		

Trump Issue Handling Approval

Net A-D



■ Strongly approve ■ Somewhat approve ■ Somewhat disapprove ■ Strongly disapprove ■ Unsure

The following is a list of issues. For each one, indicate if you approve or disapprove of how Donald Trump is handling the topic.

Trump Issue Handling Approval Heatmaps

Approve

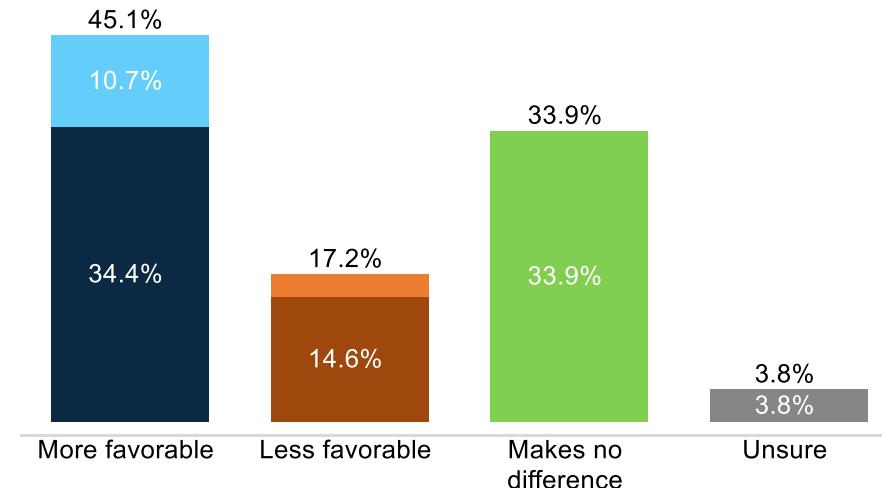
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	>\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Economy	43%	32%	41%	45%	58%	47%	56%	41%	31%	53%	43%	32%	84%	33%	8%	39%	50%	45%	48%	23%	38%	46%	46%	49%	36%	55%	45%	43%	30%	38%	84%	6%	35%	39%	45%	41%	45%
Affordability	38%	30%	35%	38%	50%	40%	49%	38%	26%	47%	37%	30%	74%	26%	8%	37%	42%	37%	42%	24%	30%	39%	40%	44%	32%	47%	41%	39%	26%	29%	73%	6%	39%	36%	40%	36%	39%
Immigration	48%	36%	46%	49%	62%	49%	62%	48%	33%	59%	45%	39%	88%	41%	10%	43%	55%	48%	52%	28%	40%	49%	52%	54%	37%	59%	49%	48%	34%	48%	88%	9%	28%	47%	50%	48%	48%
National security	50%	40%	46%	52%	66%	53%	65%	49%	36%	61%	49%	40%	90%	42%	15%	48%	56%	51%	55%	30%	44%	53%	55%	57%	40%	63%	53%	50%	36%	51%	91%	12%	46%	48%	55%	51%	50%
Healthcare	37%	28%	35%	37%	50%	39%	48%	36%	26%	44%	36%	30%	72%	24%	9%	36%	40%	36%	41%	23%	30%	40%	38%	42%	32%	45%	42%	37%	26%	27%	71%	6%	33%	42%	37%	34%	37%
Government spending and waste	39%	29%	39%	39%	50%	42%	48%	37%	30%	48%	38%	29%	76%	29%	7%	34%	45%	41%	43%	19%	34%	42%	44%	44%	29%	50%	37%	40%	28%	35%	76%	5%	31%	38%	37%	34%	42%

Disapprove

	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Economy	54%	64%	56%	53%	42%	53%	42%	55%	66%	44%	55%	65%	14%	64%	90%	58%	48%	54%	50%	74%	59%	51%	52%	49%	62%	44%	53%	53%	67%	56%	15%	92%	61%	54%	51%	57%	54%
Affordability	58%	65%	59%	59%	47%	59%	48%	56%	70%	50%	59%	65%	22%	68%	89%	58%	54%	60%	54%	72%	66%	56%	57%	53%	64%	52%	55%	56%	68%	62%	22%	92%	54%	55%	56%	59%	59%
Immigration	50%	61%	52%	48%	38%	50%	37%	49%	65%	39%	52%	58%	10%	56%	88%	53%	44%	51%	47%	66%	57%	48%	47%	45%	58%	40%	49%	49%	64%	47%	10%	89%	61%	49%	47%	49%	51%
National security	46%	55%	50%	44%	33%	45%	32%	46%	61%	35%	47%	57%	7%	54%	81%	48%	42%	46%	42%	65%	50%	42%	43%	42%	54%	35%	44%	45%	60%	41%	7%	84%	48%	45%	41%	47%	47%
Healthcare	58%	66%	60%	58%	46%	57%	47%	57%	70%	49%	59%	66%	20%	68%	90%	58%	54%	60%	54%	74%	66%	53%	56%	54%	64%	51%	54%	57%	68%	62%	21%	93%	63%	53%	57%	59%	58%
Government spending and waste	57%	65%	56%	58%	48%	57%	50%	56%	66%	48%	58%	67%	21%	67%	89%	61%	52%	57%	54%	75%	64%	53%	53%	66%	49%	60%	55%	66%	58%	21%	92%	58%	56%	57%	62%	56%	

The following is a list of issues. For each one, indicate if you approve or disapprove of how Donald Trump is handling the topic.

Trump Image – Successes Informed



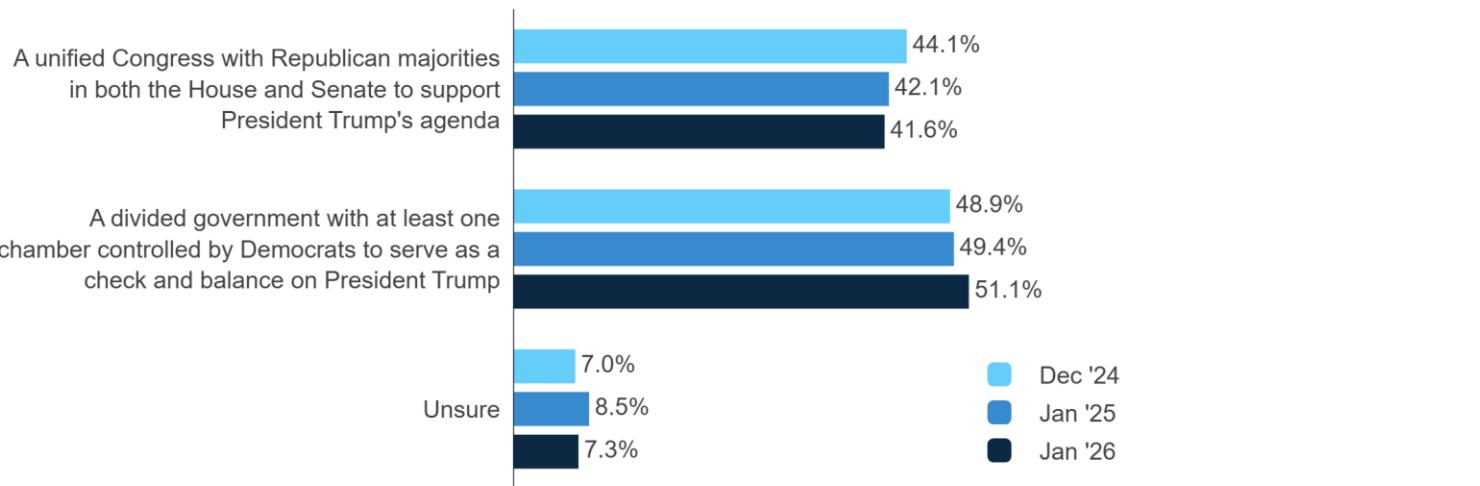
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
More favorable Total	45%	36%	45%	43%	57%	43%	56%	47%	33%	56%	43%	35%	83%	35%	13%	43%	52%	43%	49%	25%	39%	46%	50%	50%	35%	53%	45%	47%	34%	44%	83%	10%	23%	45%	51%	42%	45%
Less favorable Total	17%	18%	20%	14%	15%	13%	16%	20%	18%	17%	16%	22%	4%	16%	32%	21%	14%	13%	16%	26%	17%	15%	14%	17%	20%	12%	19%	17%	22%	14%	3%	31%	32%	13%	14%	21%	17%
Much more favorable	34%	25%	36%	31%	46%	29%	47%	38%	23%	45%	33%	24%	70%	23%	5%	33%	41%	30%	38%	13%	28%	34%	38%	40%	25%	42%	32%	35%	27%	24%	70%	2%	21%	33%	32%	32%	37%
Somewhat more favorable	11%	11%	9%	12%	11%	14%	10%	9%	11%	11%	10%	11%	13%	11%	8%	10%	11%	13%	11%	12%	12%	11%	10%	11%	12%	12%	7%	20%	13%	8%	3%	12%	19%	11%	8%		
Makes no difference	34%	42%	30%	39%	26%	41%	24%	28%	45%	25%	37%	39%	12%	45%	50%	32%	31%	41%	32%	43%	39%	34%	32%	30%	42%	31%	34%	31%	40%	34%	13%	54%	31%	37%	31%	34%	34%
Somewhat less favorable	3%	3%	3%	3%	2%	2%	2%	2%	4%	2%	3%	4%	1%	4%	3%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	4%	5%	1%	4%	3%	4%	3%	4%	2%		
Much less favorable	15%	15%	17%	12%	13%	11%	14%	18%	15%	15%	13%	18%	2%	12%	29%	18%	11%	11%	13%	22%	15%	13%	12%	15%	16%	10%	16%	15%	18%	9%	2%	27%	29%	9%	11%	17%	15%
Unsure	4%	4%	4%	4%	3%	2%	3%	5%	4%	3%	4%	4%	1%	4%	5%	4%	3%	2%	3%	7%	4%	5%	3%	3%	4%	3%	2%	4%	4%	8%	1%	5%	14%	6%	4%	3%	3%

If you knew that after the first year of President Trump's second term, illegal border crossings are down 80%, illegal drugs brought by ocean and sea are down 94%, gasoline is now under \$2.50 on average, the price of eggs is down 82%, a typical factory or construction worker has seen wages rise by \$1,000+, military services members received a \$1,776 holiday bonus, taxes on tips, overtime, and social security have been eliminated, and eight peace deals were secured in 10 months, would you have a more favorable or less favorable view of President Trump?

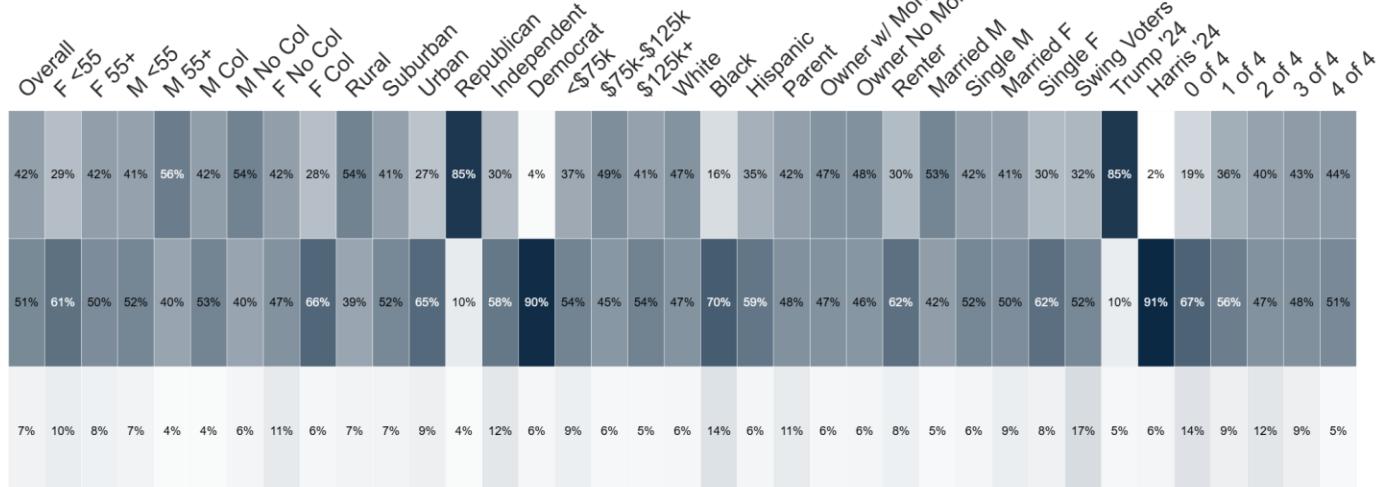
Percent Change: Trump Image – Initial to Successes Informed

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	Married M	Married F	Single M	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
More favorable Total	0%	3%	1%	-1%	-1%	-3%	0%	1%	3%	-2%	0%	4%	-6%	0%	7%	0%	1%	2%	-1%	3%	0%	0%	0%	0%	-1%	-2%	3%	0%	7%	-7%	7%	-14%	6%	4%	-5%	0%	
Less favorable Total	-36%	-47%	-34%	-37%	-26%	-40%	-24%	-32%	-50%	-23%	-40%	-43%	-6%	-47%	-61%	-33%	-34%	-44%	-34%	-46%	-42%	-37%	-35%	-31%	-42%	-33%	-31%	-37%	-43%	-43%	-7%	-64%	-24%	-44%	-37%	-30%	-37%
Much more favorable	3%	6%	0%	2%	3%	-1%	5%	3%	4%	4%	3%	0%	3%	4%	1%	3%	4%	2%	3%	-3%	0%	4%	5%	2%	-2%	5%	-3%	3%	3%	8%	5%	1%	-4%	6%	4%	0%	3%
Somewhat more favorable	-2%	-3%	0%	-3%	-4%	-1%	-5%	-2%	-1%	-6%	-3%	-3%	-9%	-4%	6%	-3%	-3%	0%	-4%	6%	0%	-4%	-5%	-2%	2%	-6%	0%	0%	-3%	-1%	-11%	6%	-9%	0%	1%	-5%	-3%
Makes no difference	32%	40%	29%	35%	25%	41%	21%	27%	43%	23%	35%	36%	12%	43%	48%	29%	30%	40%	32%	37%	38%	32%	32%	28%	39%	30%	30%	39%	29%	12%	53%	23%	32%	29%	32%	34%	
Somewhat less favorable	-1%	-1%	-1%	-3%	0%	-2%	-2%	-1%	-1%	-2%	-1%	-1%	-3%	-2%	0%	-1%	-1%	-3%	-1%	-3%	-1%	-4%	-2%	-1%	-1%	-3%	-1%	-2%	0%	-7%	-3%	1%	-6%	-5%	-3%	1%	-1%
Much less favorable	-35%	-45%	-33%	-34%	-26%	-39%	-22%	-31%	-49%	-22%	-39%	-42%	-3%	-45%	-61%	-32%	-33%	-42%	-33%	-43%	-41%	-33%	-34%	-30%	-41%	-30%	-30%	-35%	-43%	-36%	-4%	-66%	-17%	-39%	-34%	-30%	-36%

2026 Midterm Contrast Ballot



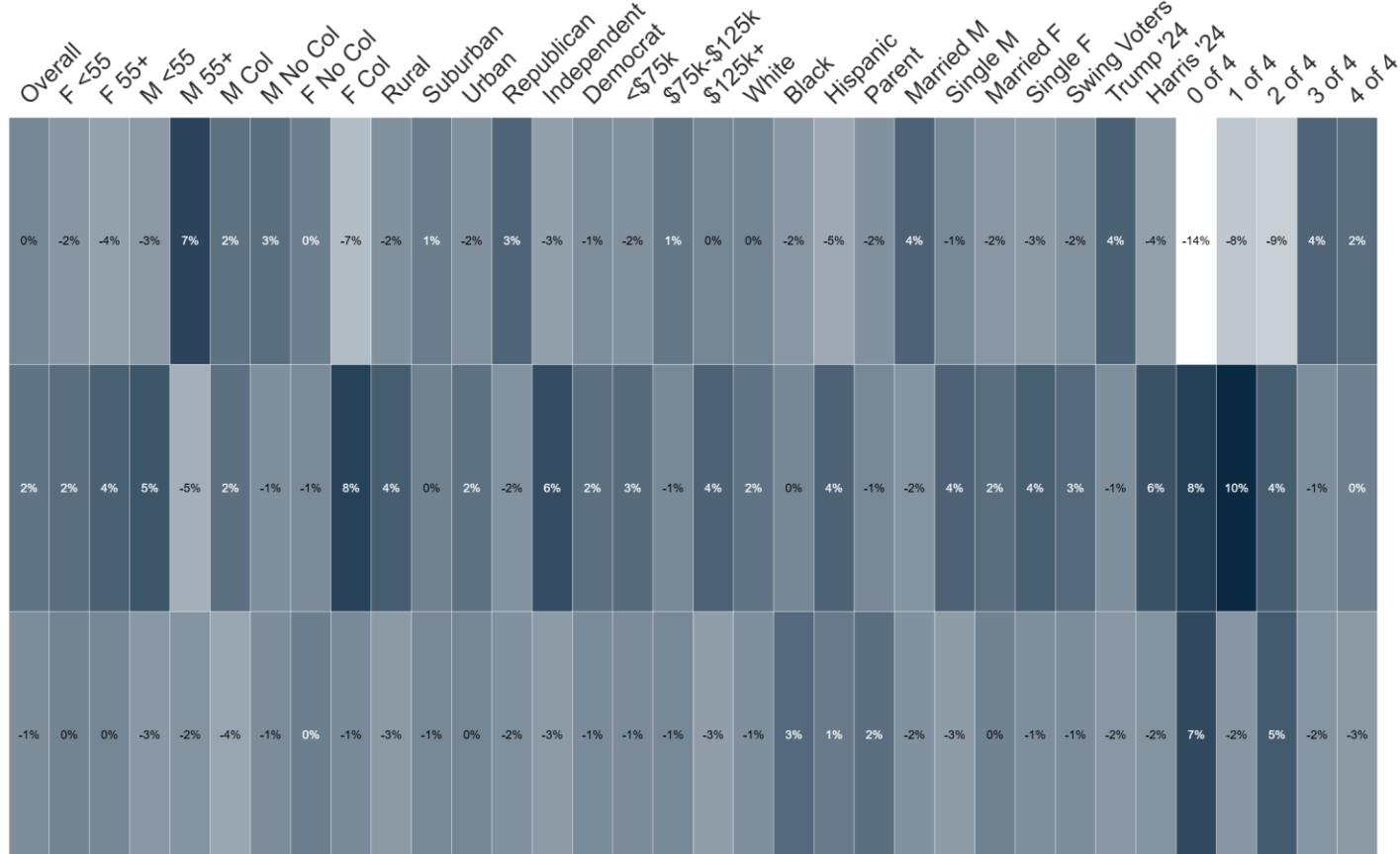
A unified Congress with Republican majorities in both the House and Senate to support President Trump's agenda



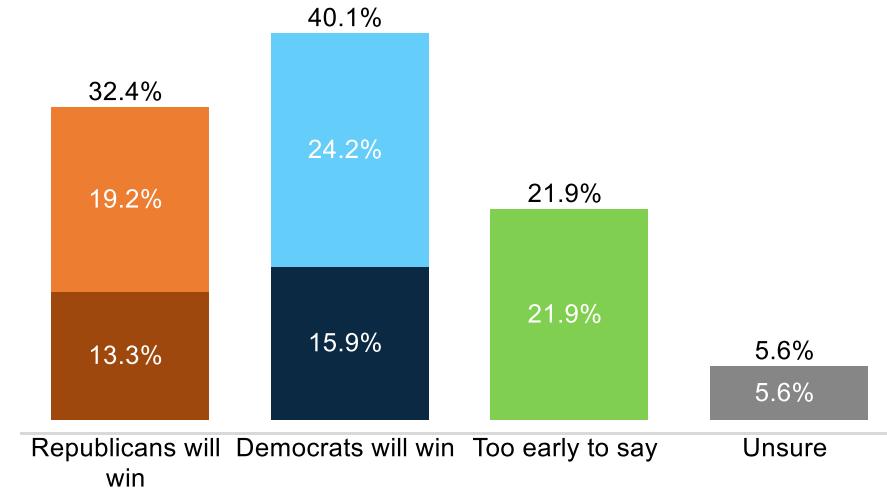
Which of the following results of the November 2026 general elections would you prefer?

Percent Change: 2026 Midterm Contrast Ballot (Jan '25 to Jan '26)

A unified Congress with Republican majorities in both the House and Senate to support President Trump's agenda



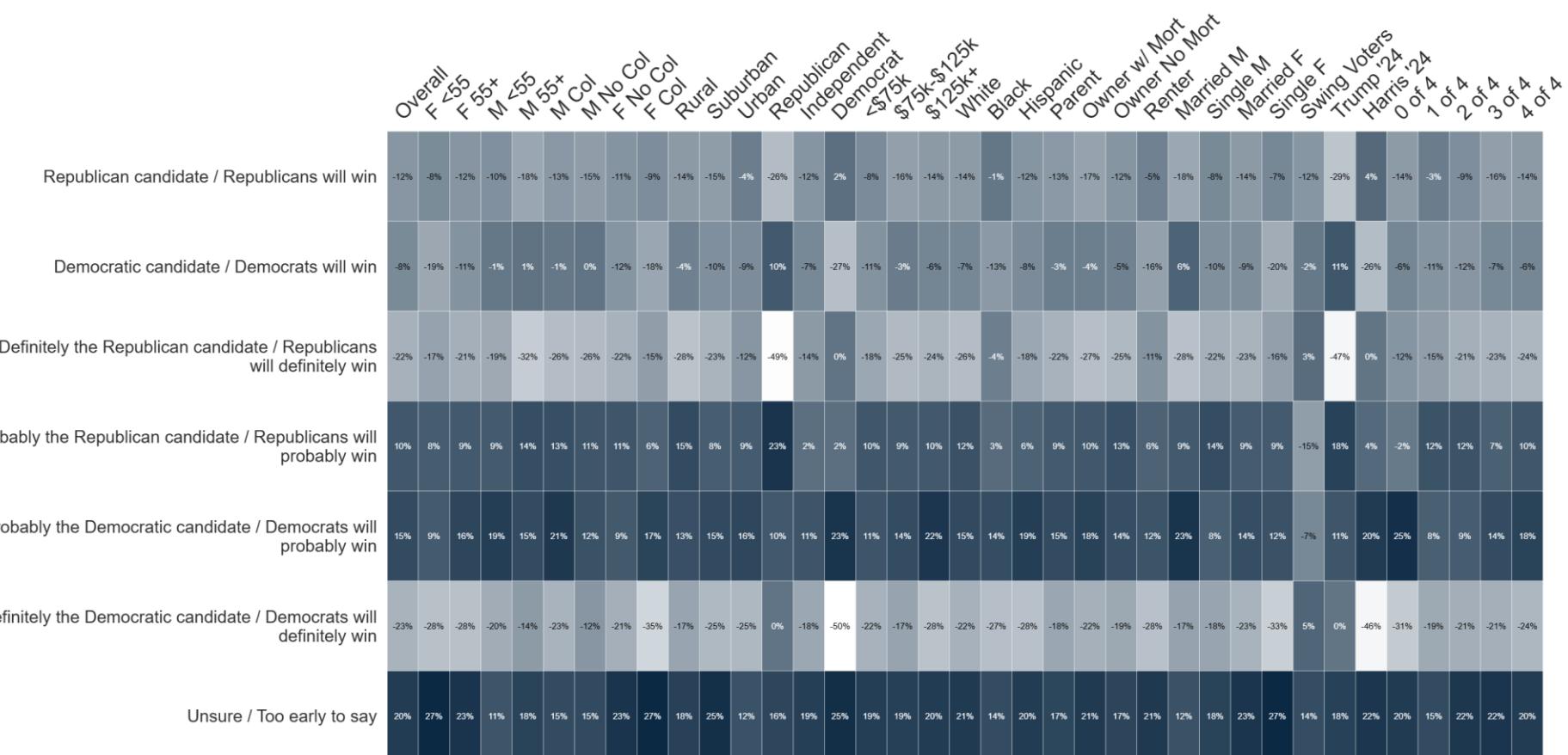
Expected Midterm Outcome



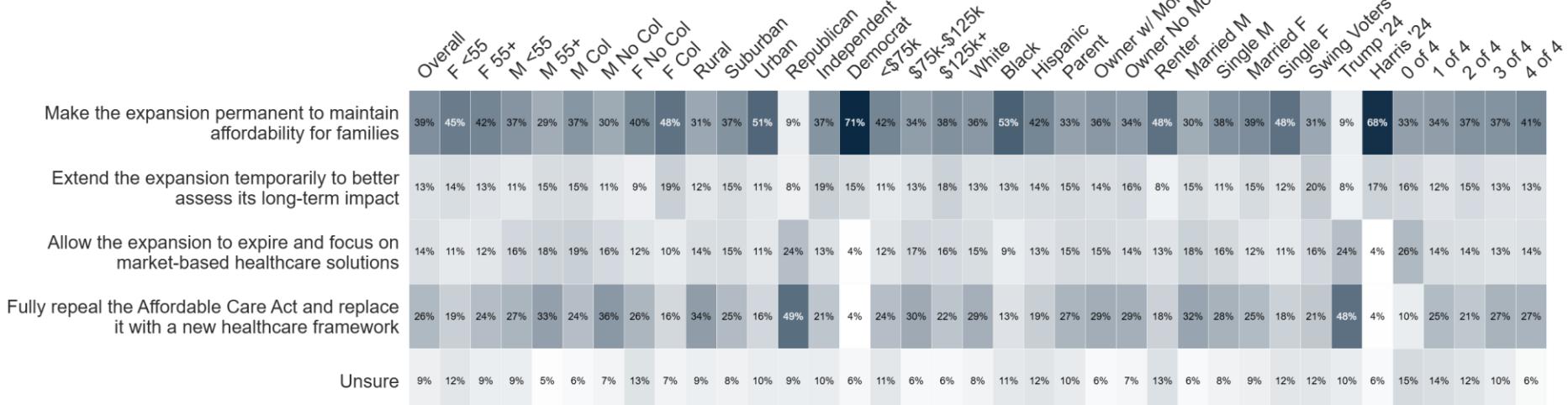
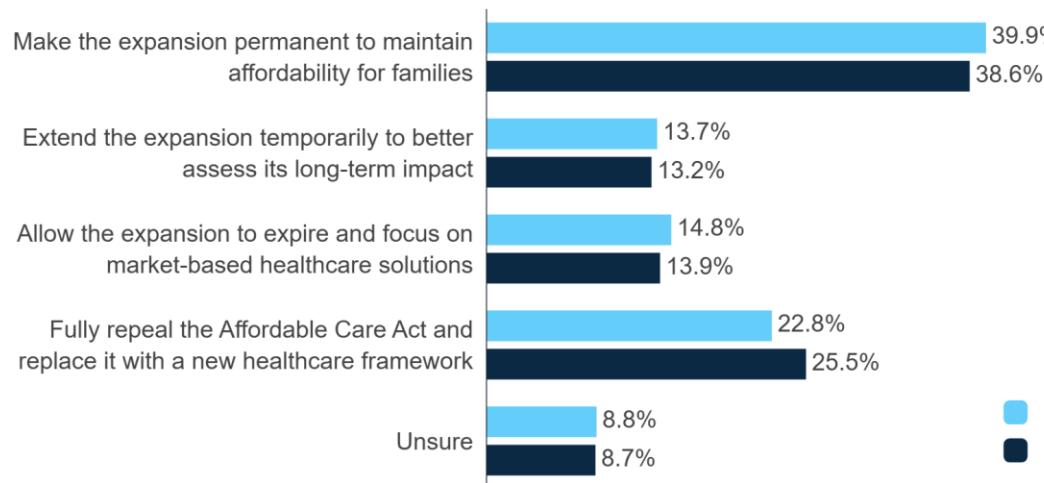
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Renter	Owner No Mort	Married M	Married F	Single M	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republicans will win	32%	26%	32%	33%	40%	32%	41%	34%	23%	44%	29%	27%	68%	20%	5%	33%	34%	31%	36%	17%	27%	33%	33%	38%	27%	37%	35%	33%	25%	23%	63%	5%	22%	36%	37%	31%	32%
Democrats will win	40%	40%	37%	46%	37%	48%	36%	34%	44%	32%	40%	52%	13%	42%	67%	39%	40%	44%	37%	58%	49%	43%	39%	39%	44%	43%	40%	36%	41%	35%	14%	67%	50%	41%	32%	38%	42%
Republicans will definitely win	13%	9%	16%	12%	16%	10%	18%	16%	8%	20%	10%	12%	29%	7%	0%	14%	16%	11%	14%	7%	14%	13%	13%	17%	13%	15%	12%	16%	9%	3%	28%	1%	19%	11%	13%	12%	14%
Republicans will probably win	19%	17%	16%	21%	24%	22%	23%	18%	14%	24%	19%	14%	38%	12%	4%	19%	19%	20%	22%	10%	14%	20%	21%	21%	14%	22%	23%	17%	16%	20%	35%	4%	4%	24%	24%	19%	17%
Democrats will probably win	24%	22%	22%	33%	22%	33%	21%	17%	28%	19%	25%	30%	12%	27%	36%	21%	24%	31%	24%	25%	29%	25%	25%	22%	31%	22%	21%	23%	30%	12%	36%	34%	25%	20%	21%	26%	
Democrats will definitely win	16%	18%	16%	14%	15%	15%	14%	18%	16%	12%	15%	22%	1%	15%	32%	19%	16%	12%	13%	33%	19%	18%	13%	18%	19%	12%	18%	15%	19%	5%	1%	31%	16%	16%	12%	17%	16%
Too early to say	22%	27%	25%	14%	20%	16%	19%	24%	28%	20%	25%	15%	15%	32%	22%	22%	21%	20%	21%	20%	18%	17%	23%	18%	24%	15%	21%	24%	27%	33%	20%	23%	20%	16%	25%	23%	22%
Unsure	6%	8%	5%	7%	3%	5%	5%	7%	5%	4%	6%	6%	4%	6%	6%	5%	5%	5%	5%	6%	7%	5%	5%	5%	4%	6%	6%	9%	4%	5%	8%	7%	6%	8%	4%		

Regardless of how you plan to vote, do you think Democrats or Republicans will win control of the House of Representatives in November?

Percent Change: Generic Ballot to Expected Midterm Outcome

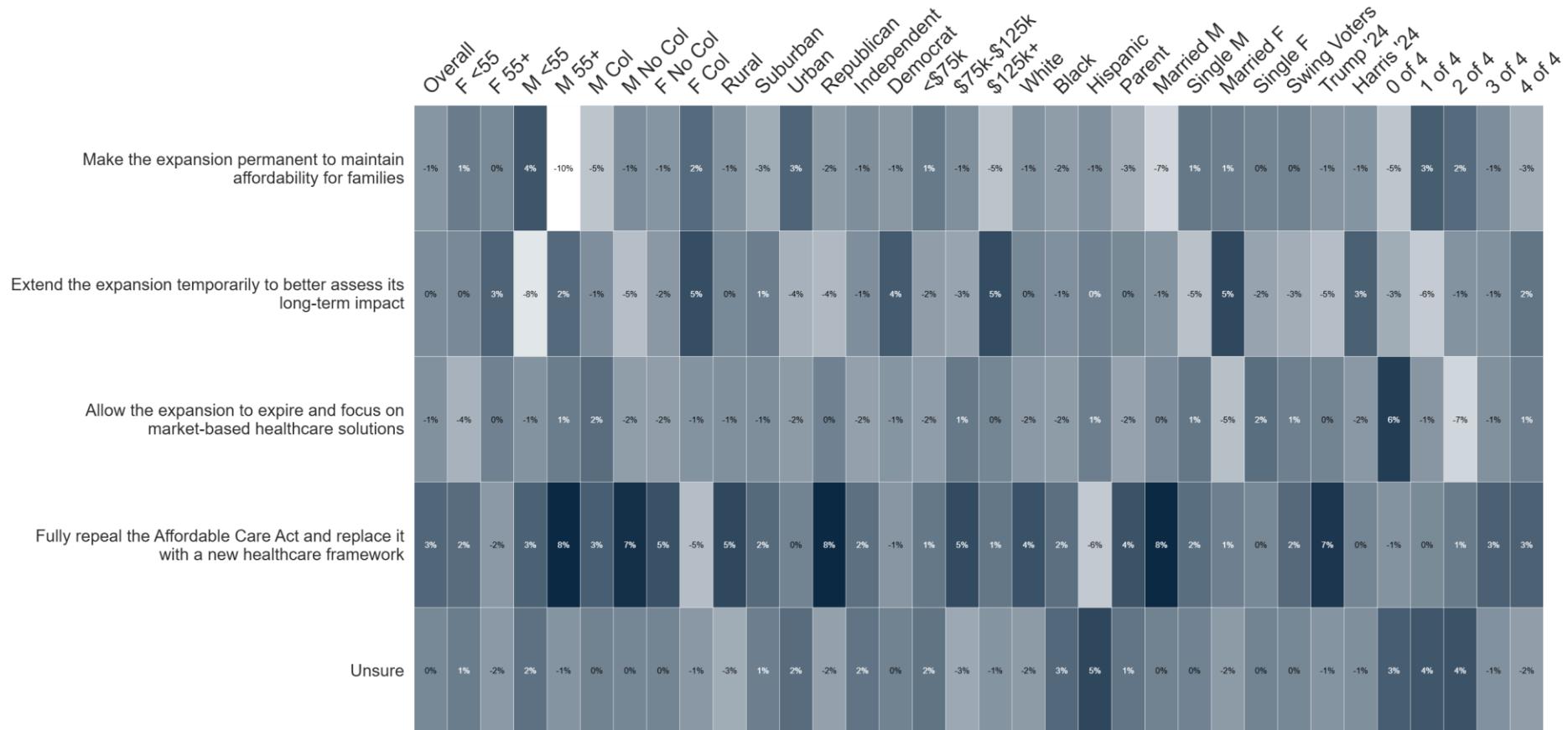


Affordable Care Act Subsidies Position

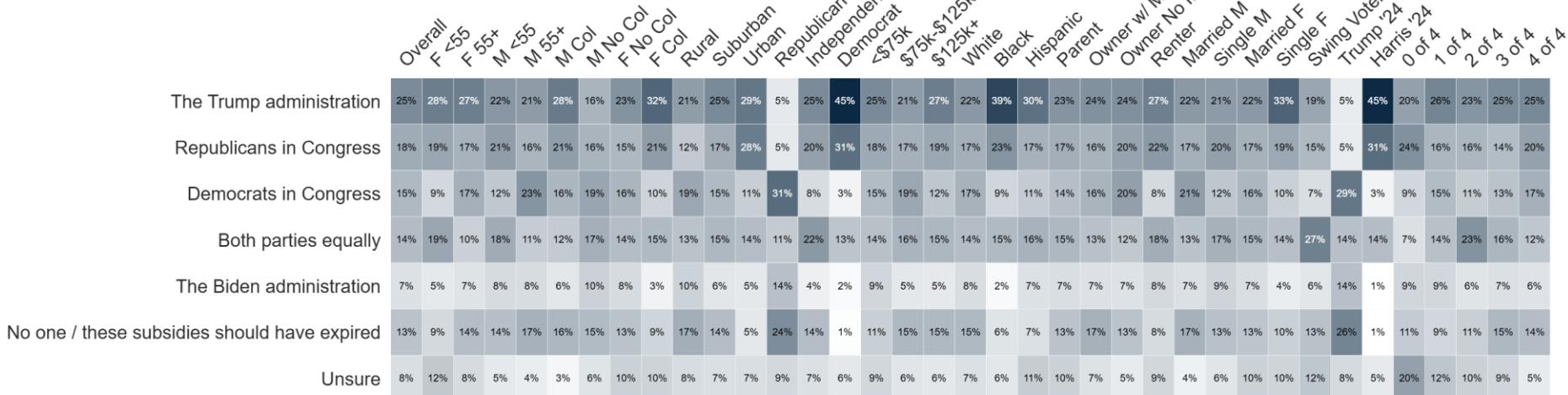
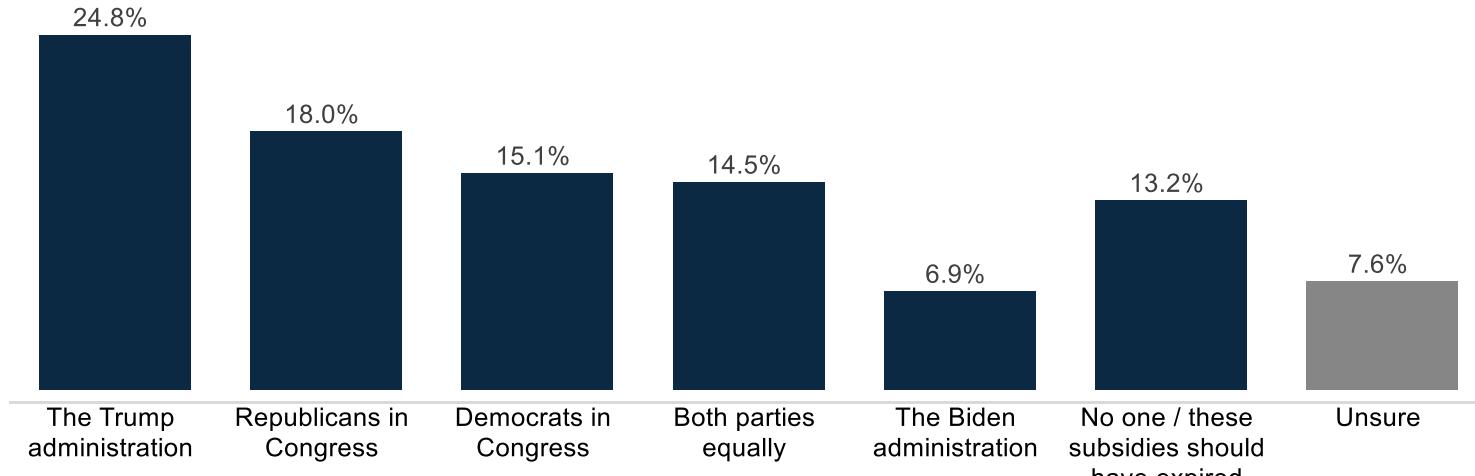


In 2021, the Affordable Care Act (Obamacare) was expanded to increase access to subsidized health insurance. That expansion was set to expire in 2025. Congress failed to agree on a budget, causing the longest government shutdown in history, and passed a temporary budget through January 30th while debating whether to continue the subsidies. What do you believe Congress should prioritize?

Percent Change: Affordable Care Act Subsidies Position (Jan '25 to Jan '26)

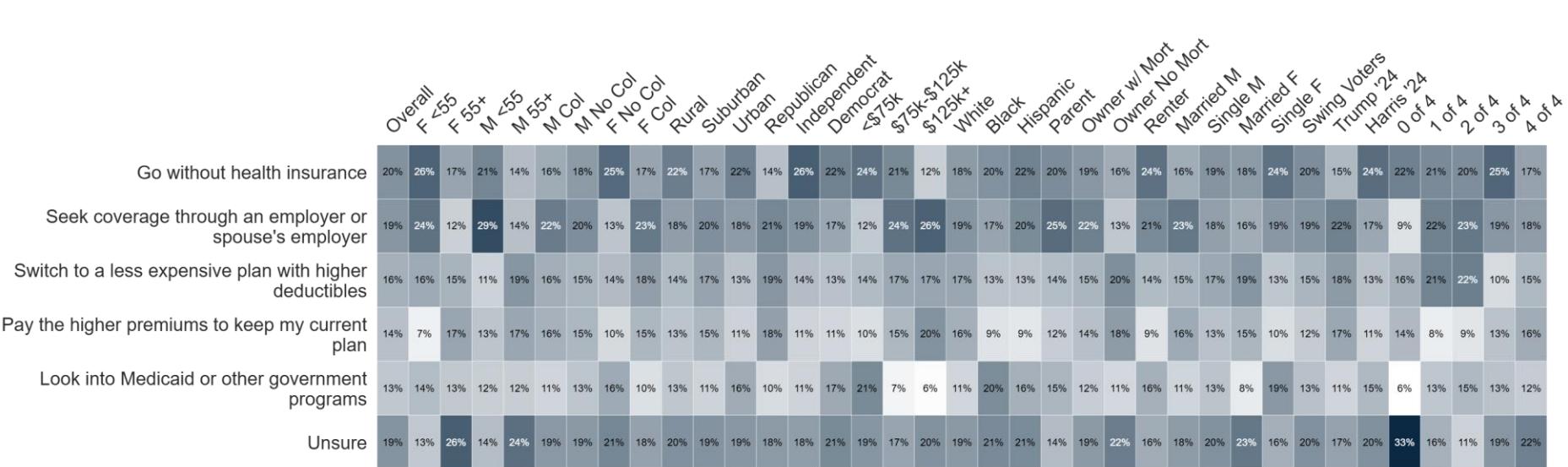
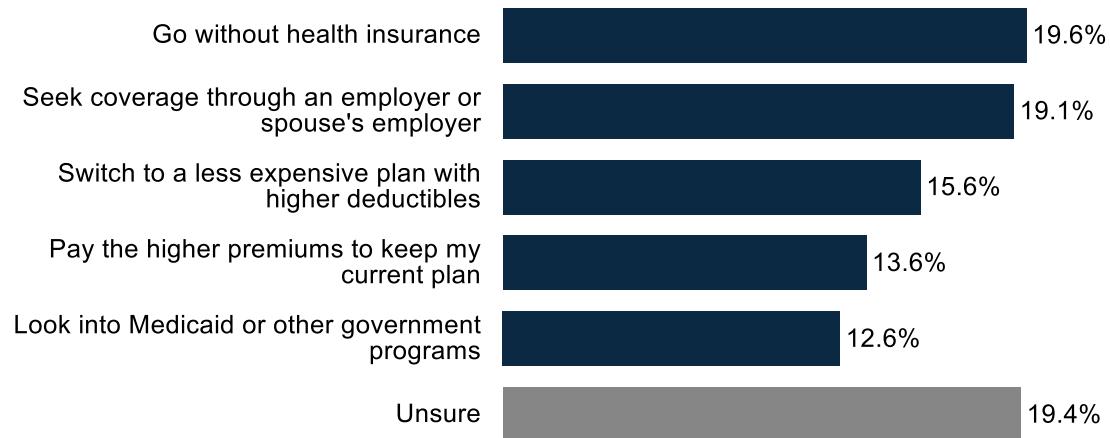


Affordable Care Act Subsidies Blame



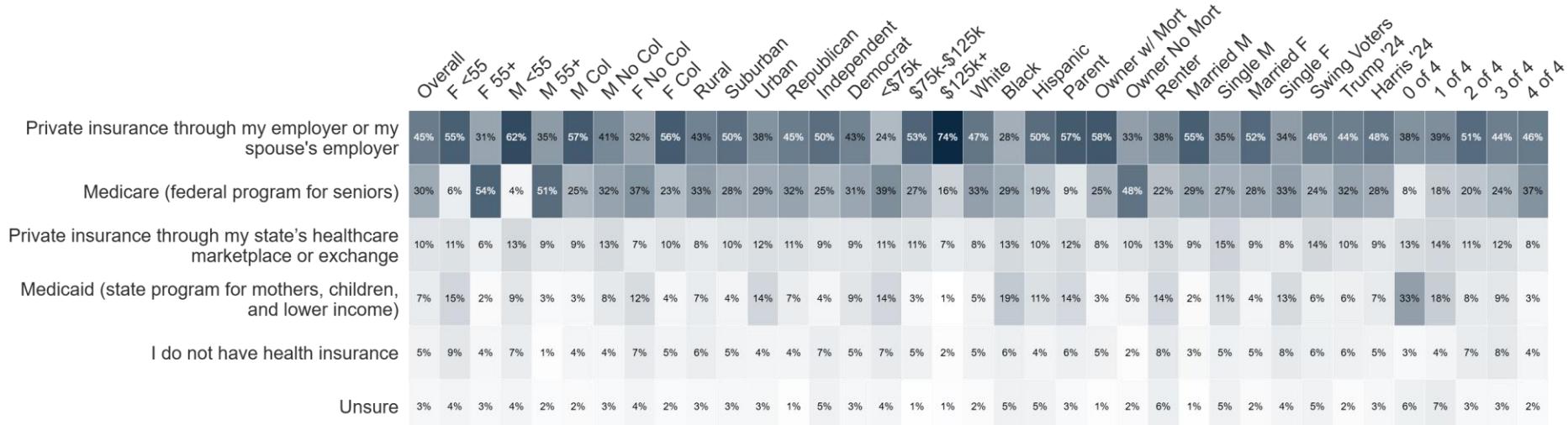
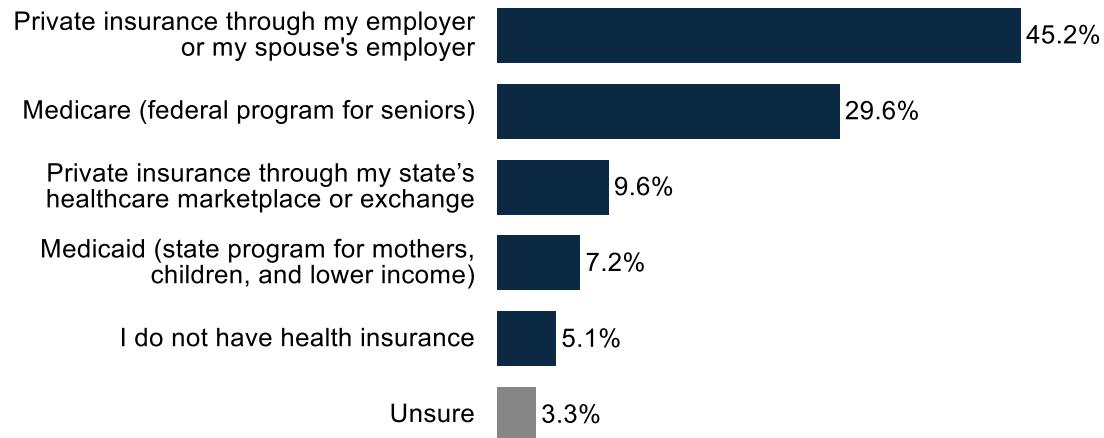
Who do you blame most for the expiration of the ACA health insurance subsidies?

Higher Health Insurance Costs Handling



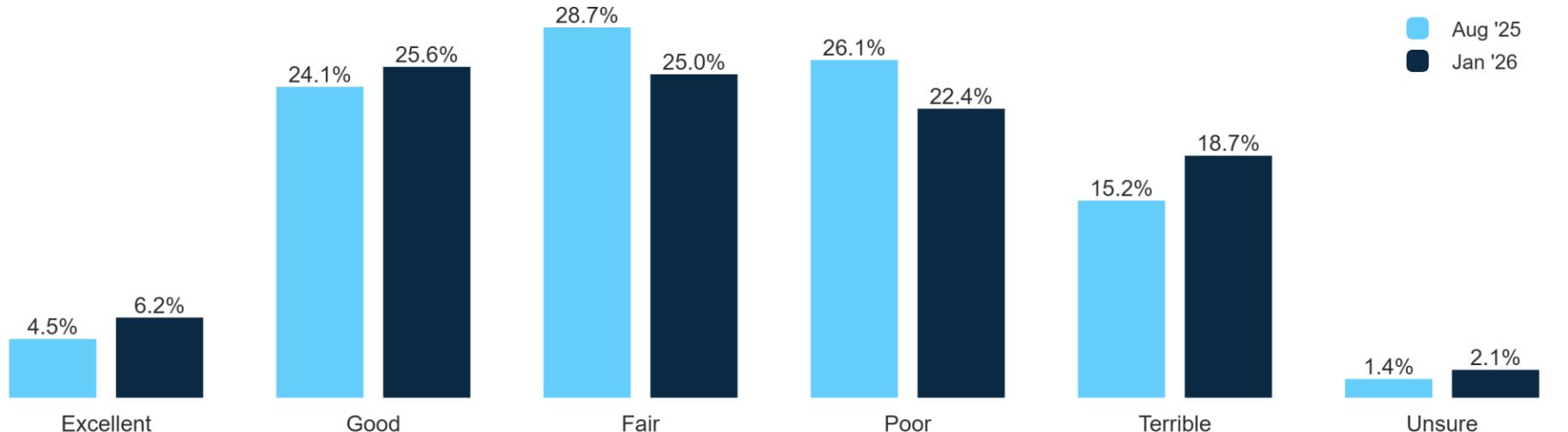
If faced with significantly higher health insurance premiums, which of the following would you be most likely to do?

Health Insurance Coverage Source



What is your current source of health insurance coverage?

Assessment of the U.S. Economy

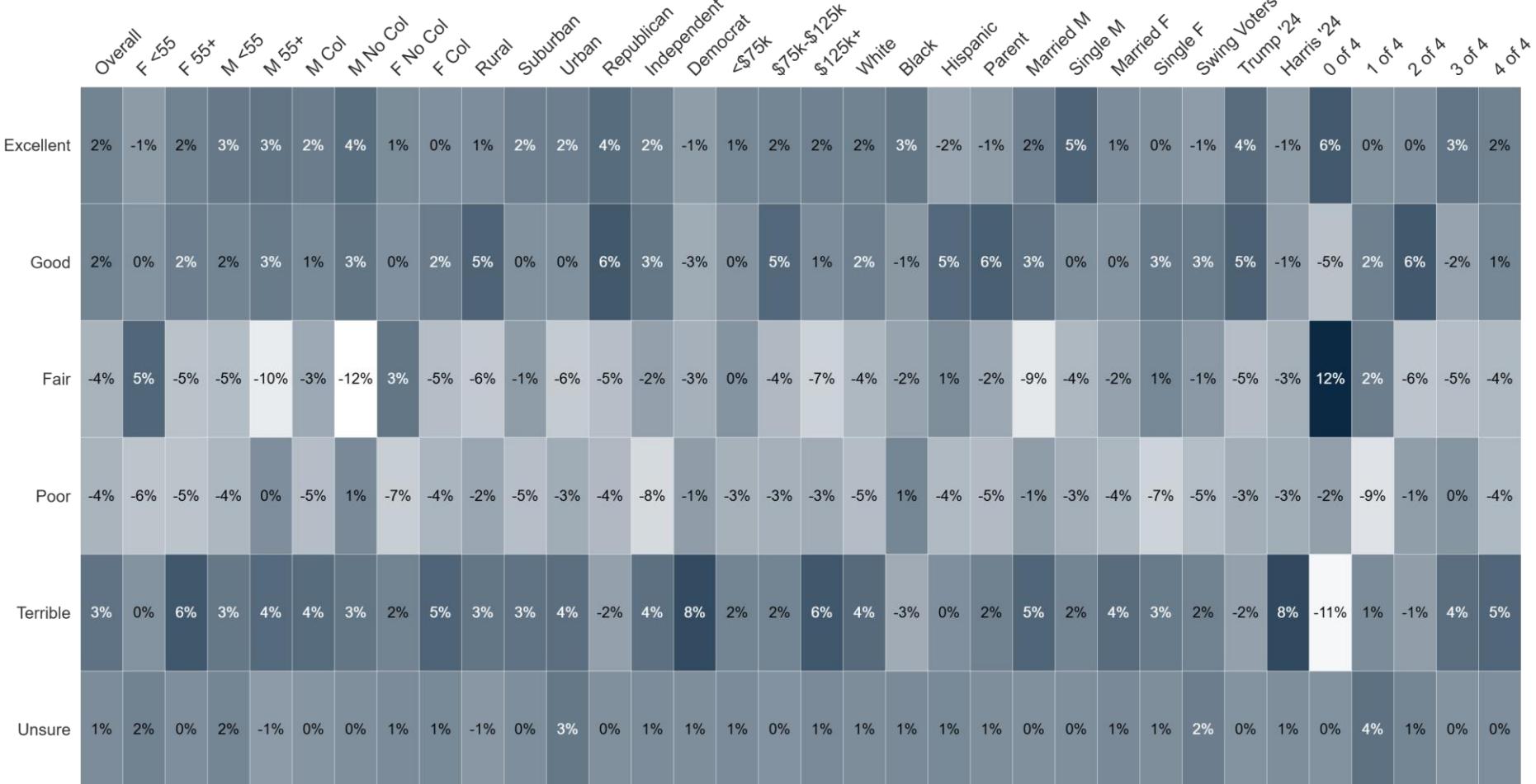


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Excellent	6%	3%	5%	10%	8%	8%	9%	4%	4%	5%	6%	9%	12%	4%	1%	5%	7%	7%	6%	9%	4%	7%	6%	7%	7%	8%	11%	5%	3%	3%	12%	1%	9%	9%	4%	6%	6%
Good	26%	14%	26%	24%	40%	31%	33%	20%	20%	29%	26%	19%	48%	20%	6%	21%	30%	29%	29%	13%	21%	24%	29%	33%	12%	36%	26%	23%	17%	20%	47%	6%	19%	19%	26%	25%	28%
Fair	25%	25%	27%	24%	24%	28%	19%	27%	25%	27%	26%	22%	26%	27%	24%	25%	25%	25%	26%	24%	20%	24%	25%	27%	24%	25%	22%	27%	26%	32%	25%	25%	29%	23%	23%	24%	26%
Poor	22%	28%	19%	25%	17%	19%	23%	21%	27%	21%	22%	25%	9%	27%	34%	24%	22%	21%	21%	27%	24%	25%	21%	18%	29%	19%	24%	23%	24%	26%	11%	33%	19%	21%	24%	22%	
Terrible	19%	26%	22%	14%	11%	12%	13%	26%	22%	18%	18%	21%	4%	20%	32%	22%	15%	15%	16%	24%	26%	18%	17%	14%	25%	12%	14%	20%	28%	14%	4%	32%	25%	22%	19%	20%	17%
Unsure	2%	3%	2%	3%	0%	0%	2%	3%	2%	1%	2%	4%	1%	3%	2%	2%	1%	2%	2%	3%	2%	1%	2%	3%	0%	3%	2%	2%	4%	1%	2%	0%	6%	3%	1%	1%	

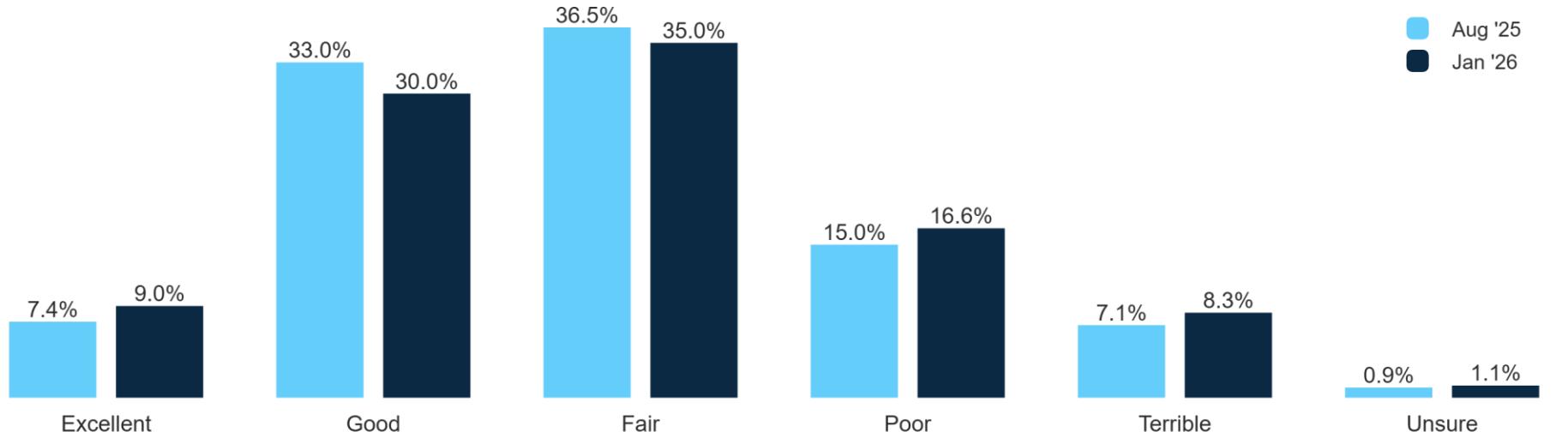
How would you rate the U.S. economy?

Percent Change: Assessment of the U.S. Economy

(Aug '25 to Jan '26)



Assessment of Your Personal Economy

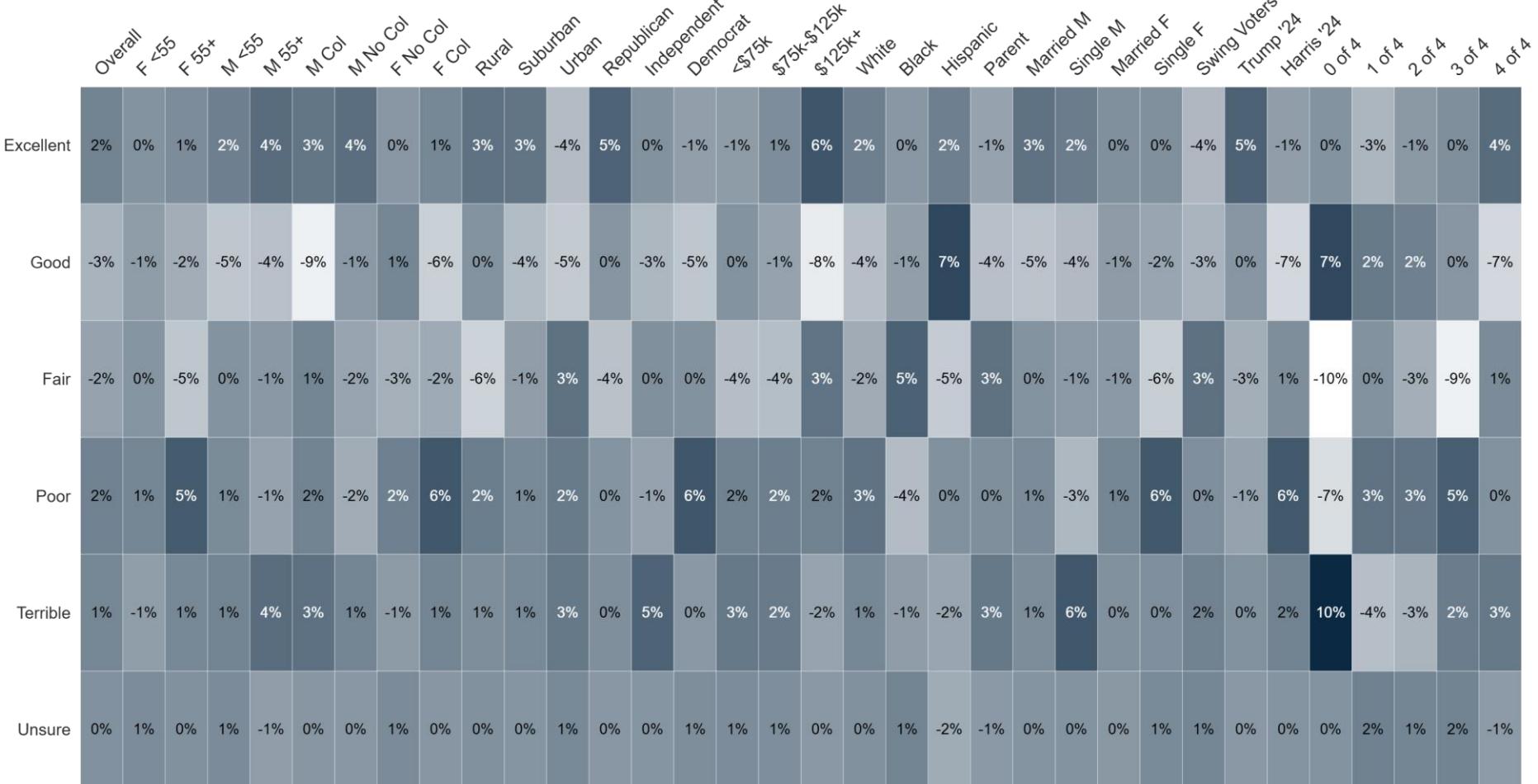


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4			
Excellent	9%	6%	6%	11%	13%	16%	10%	3%	9%	9%	10%	7%	13%	8%	6%	3%	6%	21%	10%	6%	9%	8%	8%	17%	4%	14%	9%	9%	4%	4%	13%	6%	2%	8%	6%	8%	11%			
Good	30%	23%	31%	29%	36%	37%	30%	24%	31%	32%	31%	23%	40%	28%	21%	19%	35%	41%	33%	20%	28%	27%	34%	39%	17%	39%	24%	36%	19%	28%	39%	22%	27%	23%	28%	26%	33%			
Fair	35%	37%	37%	32%	34%	30%	36%	35%	39%	31%	37%	36%	29%	39%	39%	34%	39%	31%	34%	42%	29%	37%	38%	31%	37%	32%	33%	38%	35%	40%	31%	40%	25%	33%	32%	37%				
Poor	17%	22%	16%	18%	11%	11%	17%	22%	15%	18%	15%	20%	12%	16%	22%	26%	14%	5%	16%	17%	24%	16%	14%	7%	28%	10%	19%	13%	25%	17%	12%	21%	25%	22%	21%	24%	12%			
Terrible	8%	11%	8%	8%	6%	6%	7%	13%	5%	9%	6%	12%	6%	9%	10%	15%	5%	2%	7%	13%	9%	10%	5%	13%	4%	12%	5%	15%	8%	6%	10%	20%	11%	9%	9%	7%				
Unsure	1%	1%	1%	2%	0%	0%	1%	2%	0%	1%	1%	2%	0%	1%	2%	2%	1%	0%	1%	3%	0%	1%	0%	1%	2%	0%	2%	3%	0%	1%	0%	3%	3%	2%	0%	0%	3%	3%	2%	0%

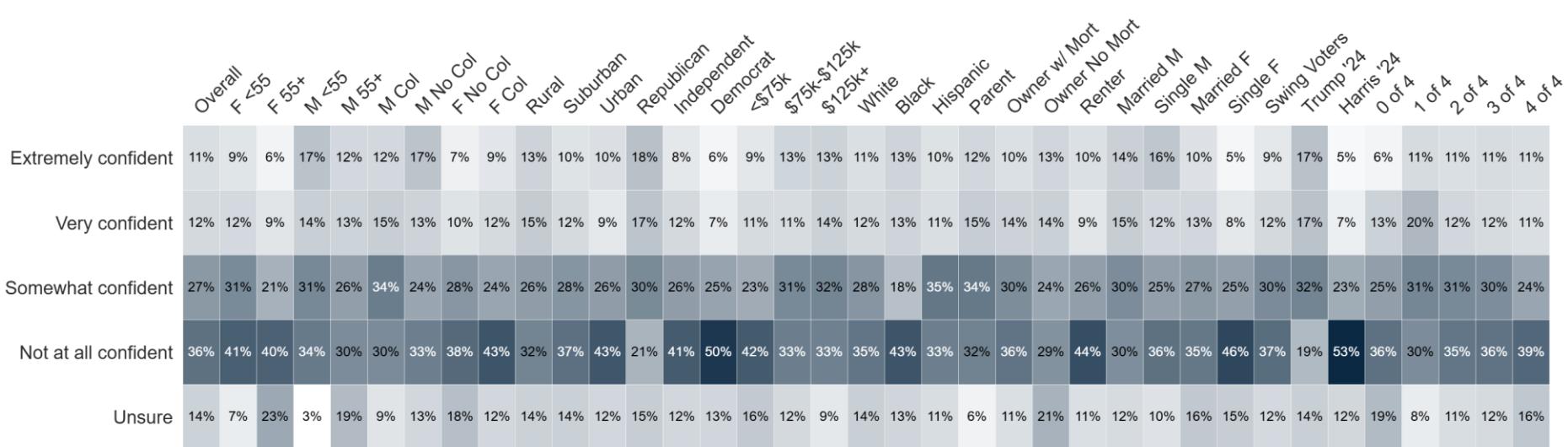
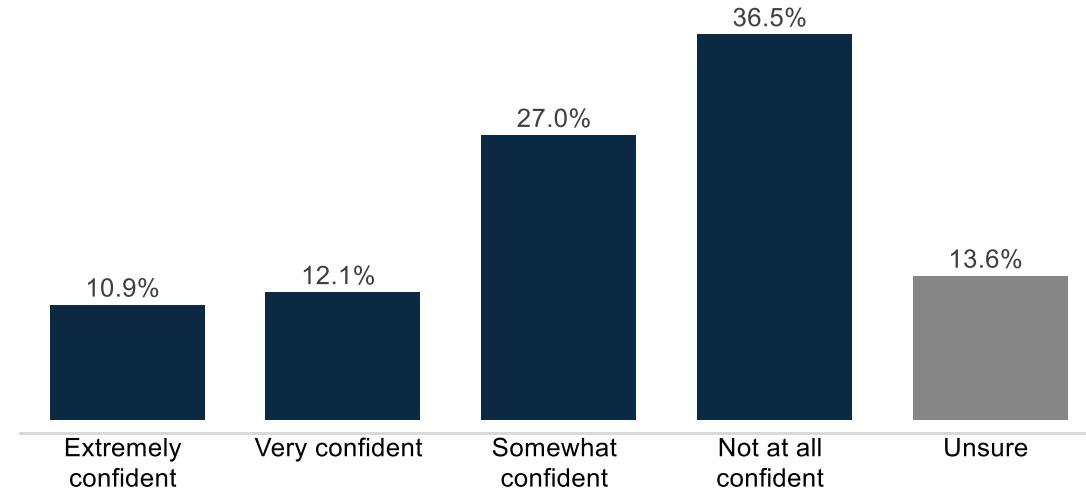
How would you rate your personal economic situation?

Percent Change: Assessment of Your Personal Economy

(Aug '25 to Jan '26)



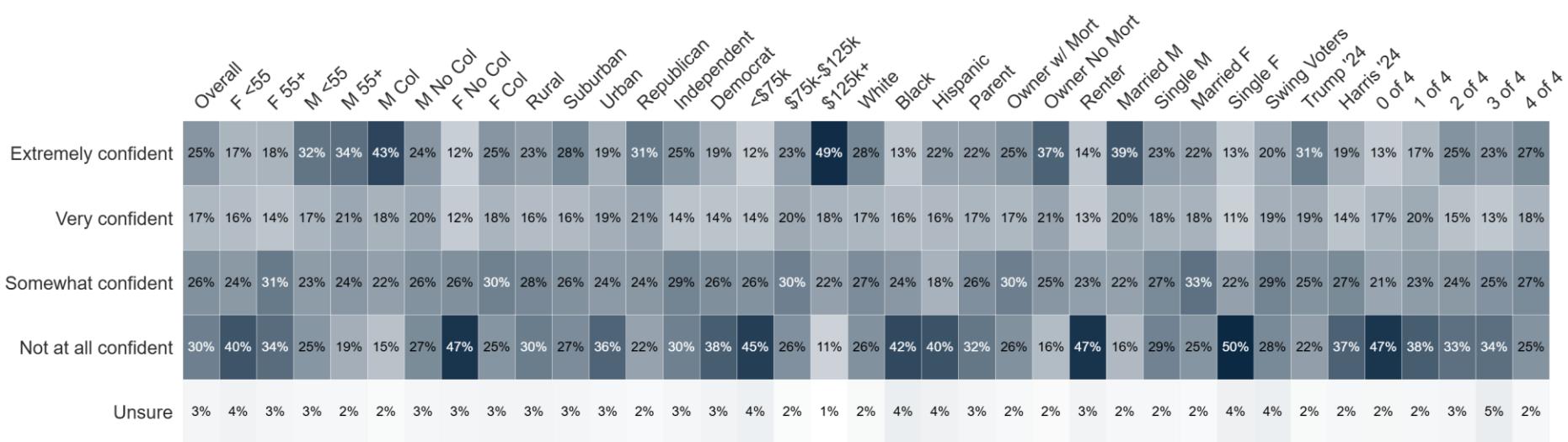
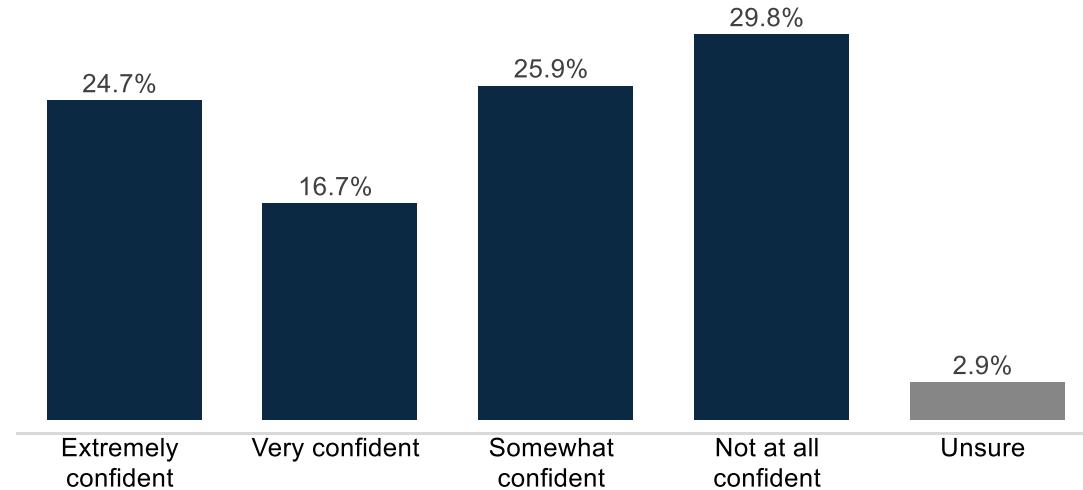
Job Market Confidence



How confident are you that you could find a comparable or better job within three months if you had to?

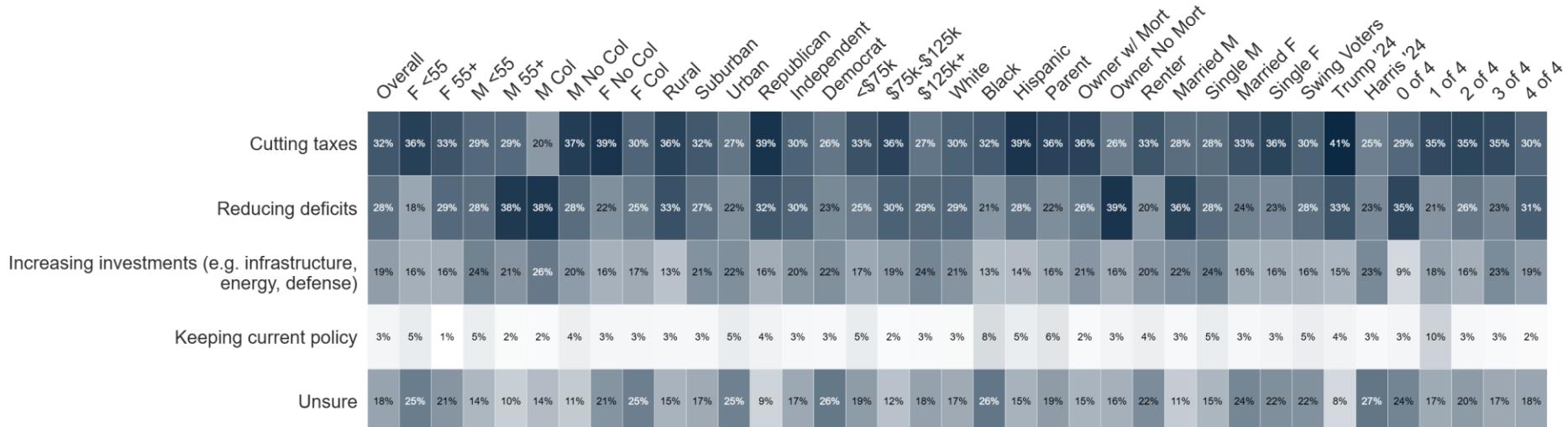
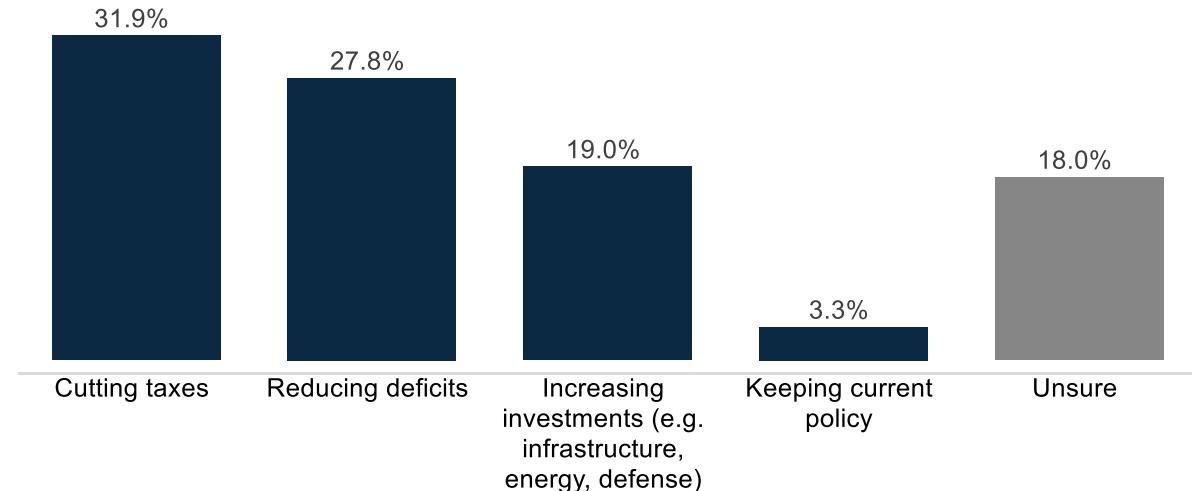


Unexpected Expense Confidence



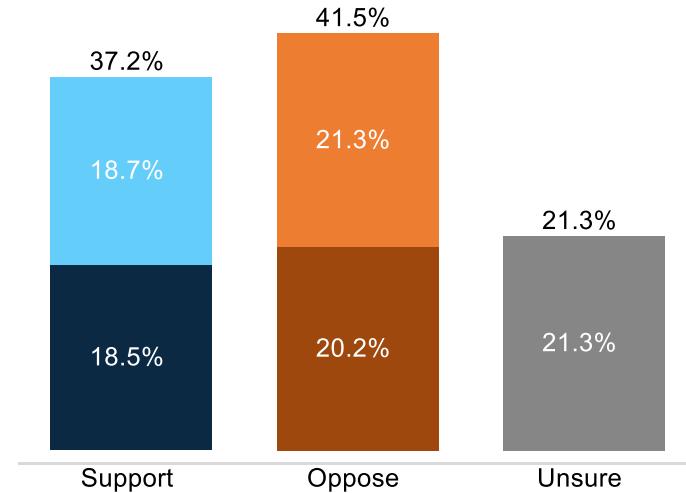
How confident are you that you could financially withstand an unexpected expense of \$1,000 or more?

Congressional Economic Priority



Which should be the highest economic priority for Congress in 2026?

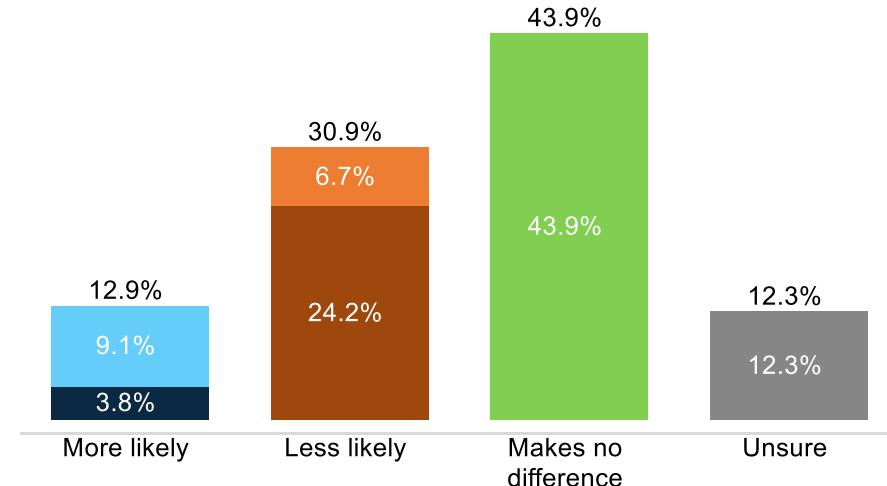
Rate Cut Position



	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	Owner w/ Mort	Owner No Mort	Renter	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	37%	26%	36%	39%	49%	41%	48%	33%	28%	45%	34%	35%	56%	34%	21%	33%	42%	38%	39%	33%	26%	37%	41%	43%	28%	48%	38%	36%	25%	34%	55%	21%	44%	35%	35%	37%	38%	
Oppose Total	42%	43%	42%	42%	38%	42%	39%	41%	45%	37%	44%	41%	31%	44%	52%	41%	42%	44%	39%	46%	51%	41%	42%	43%	41%	41%	40%	41%	44%	46%	31%	52%	35%	40%	44%	38%	43%	
Strongly support	18%	10%	17%	17%	31%	22%	26%	15%	12%	25%	16%	15%	31%	18%	6%	15%	21%	21%	20%	15%	13%	16%	21%	21%	13%	26%	21%	17%	10%	13%	31%	7%	24%	17%	17%	19%	19%	
Somewhat support	19%	16%	18%	22%	19%	19%	22%	18%	16%	20%	18%	19%	25%	15%	15%	18%	21%	17%	20%	19%	13%	21%	20%	21%	14%	22%	18%	19%	15%	21%	24%	14%	20%	17%	18%	18%	19%	
Somewhat oppose	21%	23%	24%	19%	19%	19%	19%	22%	25%	18%	24%	19%	17%	19%	28%	21%	24%	22%	21%	22%	23%	22%	22%	23%	22%	19%	18%	24%	23%	26%	18%	25%	10%	22%	27%	16%	21%	
Strongly oppose	20%	20%	18%	23%	20%	23%	20%	19%	19%	18%	21%	22%	14%	25%	24%	20%	18%	22%	18%	24%	29%	19%	20%	21%	19%	21%	22%	17%	21%	20%	14%	27%	24%	17%	17%	22%	21%	21%
Unsure	21%	31%	22%	18%	12%	17%	13%	26%	28%	19%	21%	24%	14%	22%	28%	26%	16%	17%	21%	21%	22%	22%	22%	31%	20%	13%	27%	21%	26%	21%	25%	19%						

This past December, the Federal Reserve cut interest rates for the third time in 2025 by 0.25%. Would you support or oppose further interest rate cuts in 2026 if you knew it could cause inflation to increase?

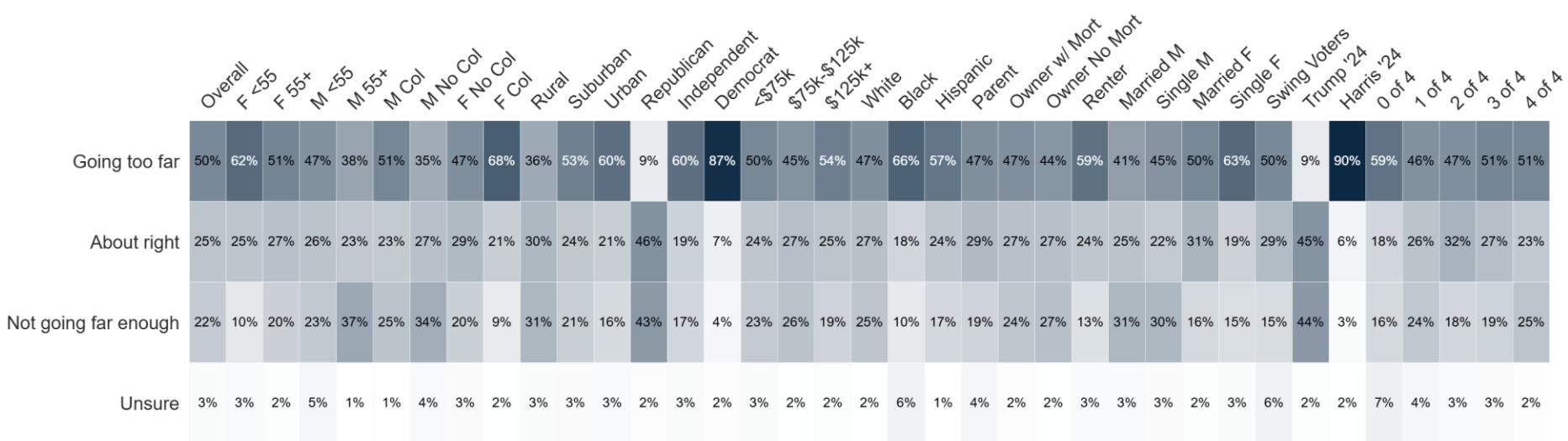
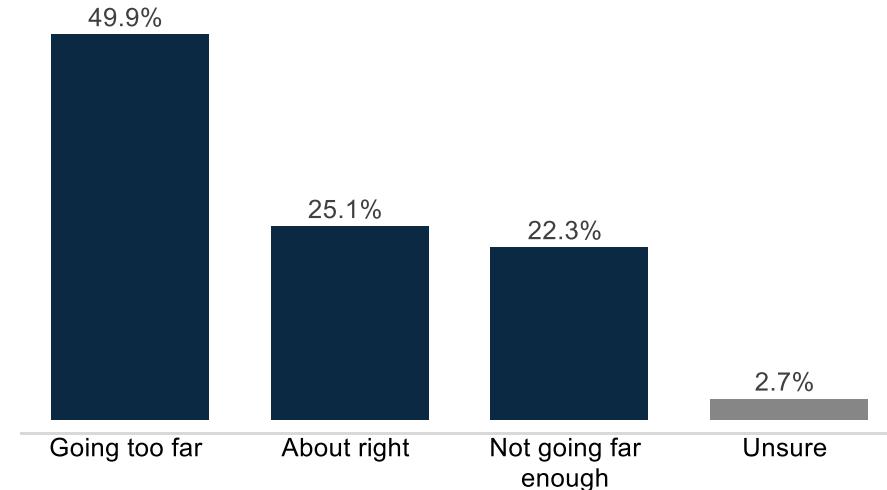
Mortgage Rate Housing Impact



	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	Owner w/ Mort	Owner No Mort	Renter	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 likely Total	13%	14%	8%	21%	10%	16%	15%	11%	11%	13%	12%	15%	20%	8%	9%	12%	14%	15%	13%	17%	13%	20%	11%	11%	21%	12%	21%	14%	8%	12%	20%	7%	10%	18%	15%	15%	11%
Less likely Total	31%	29%	35%	26%	33%	22%	35%	35%	29%	32%	30%	31%	27%	33%	33%	33%	34%	25%	28%	38%	36%	29%	35%	27%	30%	31%	28%	29%	35%	32%	27%	35%	48%	29%	32%	30%	31%
Much more likely	4%	4%	3%	7%	2%	4%	5%	3%	4%	3%	3%	6%	7%	1%	2%	4%	3%	4%	3%	8%	3%	6%	2%	4%	7%	3%	7%	4%	3%	2%	6%	2%	2%	6%	6%	5%	3%
Somewhat more likely	9%	10%	5%	14%	8%	12%	11%	8%	7%	10%	9%	9%	13%	6%	7%	8%	11%	11%	9%	9%	10%	14%	8%	7%	14%	9%	14%	10%	5%	10%	13%	5%	8%	12%	9%	11%	8%
Makes no difference	44%	50%	40%	42%	43%	51%	36%	40%	51%	41%	48%	38%	41%	49%	45%	40%	42%	52%	47%	31%	43%	43%	45%	47%	36%	45%	39%	48%	42%	42%	41%	47%	26%	43%	38%	43%	46%
Somewhat less likely	7%	8%	7%	6%	6%	4%	8%	7%	8%	8%	6%	6%	8%	5%	7%	8%	6%	6%	6%	9%	7%	9%	8%	6%	7%	6%	6%	8%	8%	7%	6%	12%	9%	8%	5%	6%	
Much less likely	24%	22%	28%	20%	27%	18%	27%	28%	21%	24%	24%	25%	20%	28%	27%	25%	28%	19%	22%	30%	29%	21%	27%	22%	23%	25%	22%	23%	27%	24%	20%	29%	37%	19%	24%	25%	25%
Unsure	12%	7%	17%	11%	14%	11%	13%	15%	9%	14%	10%	16%	12%	11%	12%	15%	10%	8%	12%	13%	9%	8%	9%	14%	14%	12%	13%	9%	15%	13%	12%	11%	15%	10%	15%	12%	12%

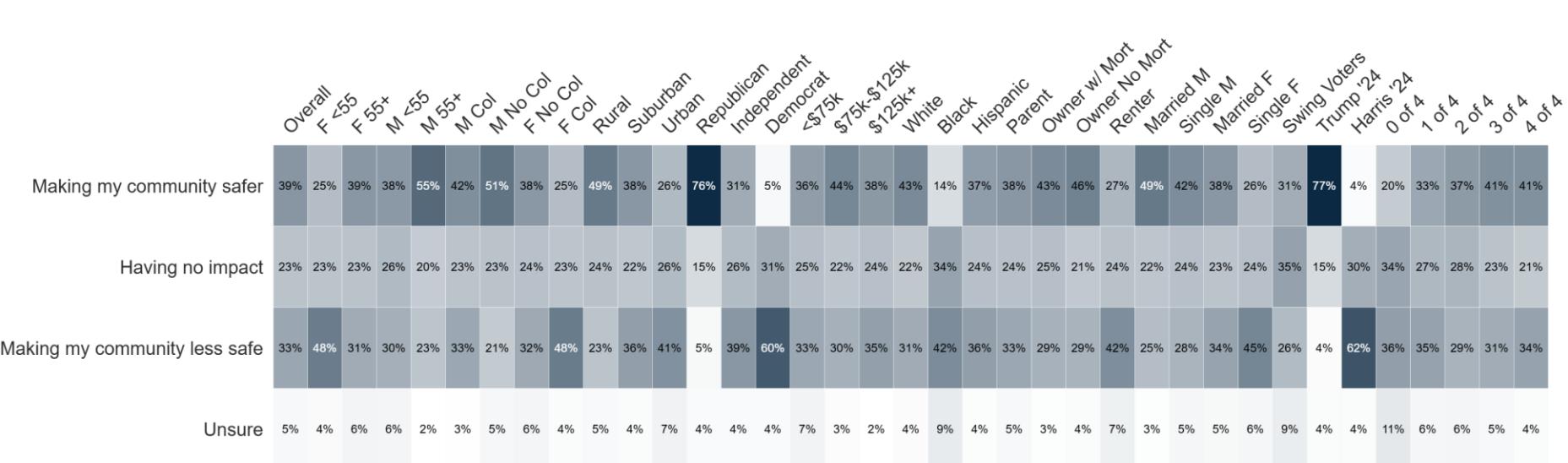
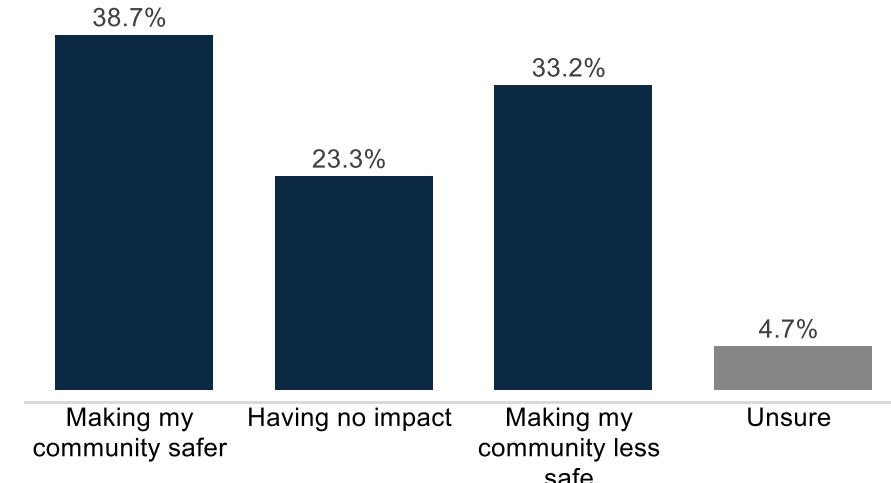
In January 2025, the average home mortgage rate was around 7%. With current home mortgage rates now near 6.2%, are you more likely or less likely to buy a home in 2026?

Trump Deportation Efforts



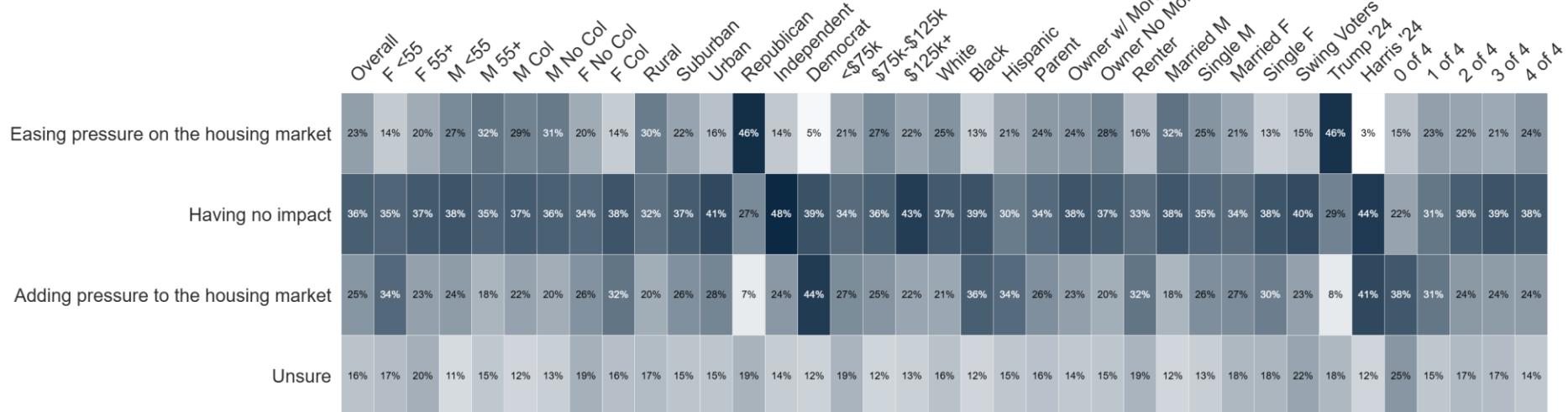
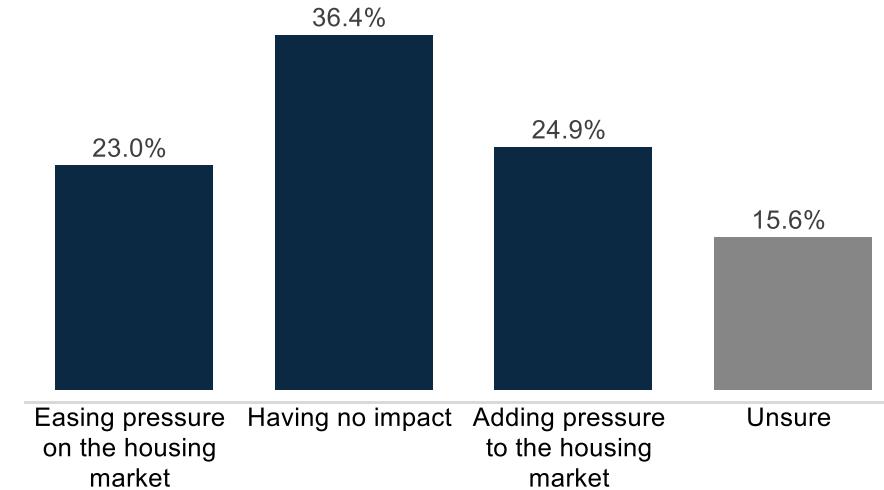
Do you think the Trump administration's deportation efforts are going too far, not far enough, or are about right?

Trump Deportation Efforts



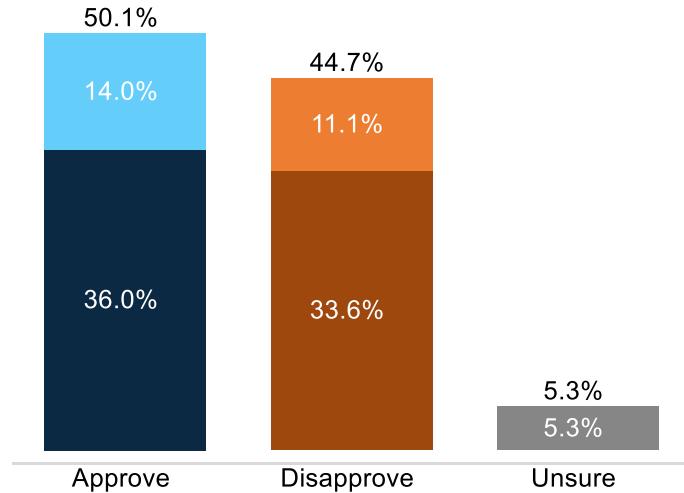
Do you believe the Trump administration's immigration policies are making your community safer, less safe, or having no impact?

Deportations Impact on Housing Market



Do you believe the Trump administration's immigration policies are easing pressure on the housing market, adding more pressure, or having no impact?

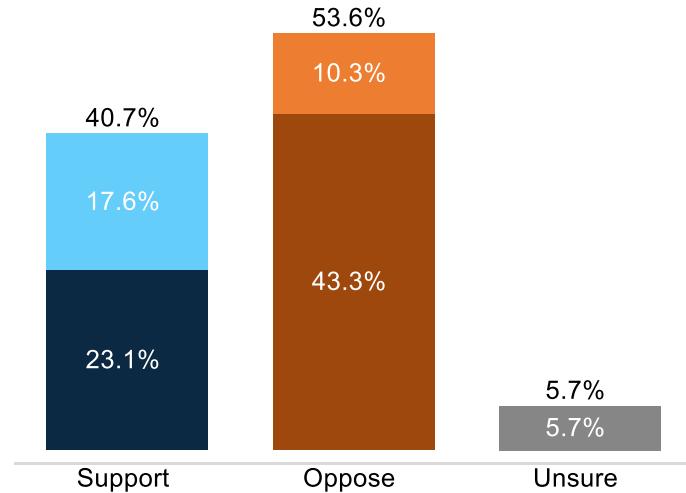
Venezuela Military Action



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	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	
Approve Total	50%	38%	49%	52%	62%	51%	63%	51%	35%	61%	49%	39%	89%	43%	15%	49%	55%	48%	55%	29%	44%	52%	54%	56%	40%	60%	54%	51%	36%	48%	90%	13%	39%	56%	52%	49%	50%
Disapprove Total	45%	53%	45%	43%	36%	46%	34%	40%	60%	33%	47%	54%	7%	52%	79%	43%	41%	49%	41%	59%	51%	42%	42%	41%	52%	38%	42%	43%	55%	44%	7%	81%	49%	38%	41%	44%	47%
Strongly approve	36%	22%	39%	33%	51%	38%	46%	37%	23%	46%	36%	23%	74%	26%	4%	34%	41%	34%	40%	15%	31%	34%	39%	43%	26%	44%	39%	39%	23%	25%	72%	3%	19%	30%	36%	34%	39%
Somewhat approve	14%	17%	10%	19%	11%	13%	17%	14%	12%	15%	13%	16%	16%	17%	11%	15%	14%	15%	14%	15%	14%	18%	15%	13%	14%	16%	14%	13%	24%	17%	9%	20%	26%	16%	14%	11%	
Somewhat disapprove	11%	10%	12%	14%	7%	13%	9%	11%	11%	8%	12%	13%	4%	13%	18%	12%	10%	10%	9%	19%	18%	10%	10%	8%	16%	8%	15%	17%	4%	18%	20%	12%	15%	13%	9%		
Strongly disapprove	34%	43%	33%	29%	29%	33%	25%	29%	49%	25%	35%	41%	4%	38%	62%	31%	31%	39%	32%	40%	33%	32%	33%	33%	36%	30%	27%	35%	41%	27%	4%	63%	28%	26%	26%	31%	38%
Unsure	5%	8%	6%	5%	2%	3%	3%	9%	5%	6%	4%	6%	3%	5%	6%	8%	4%	2%	4%	11%	4%	6%	4%	3%	8%	2%	4%	5%	9%	8%	3%	6%	12%	7%	8%	7%	3%

As you may know, the United States military conducted strikes in Venezuela and captured President Nicolás Maduro for a U.S. federal indictment on narco terrorism and drug trafficking. Do you approve or disapprove of this action?

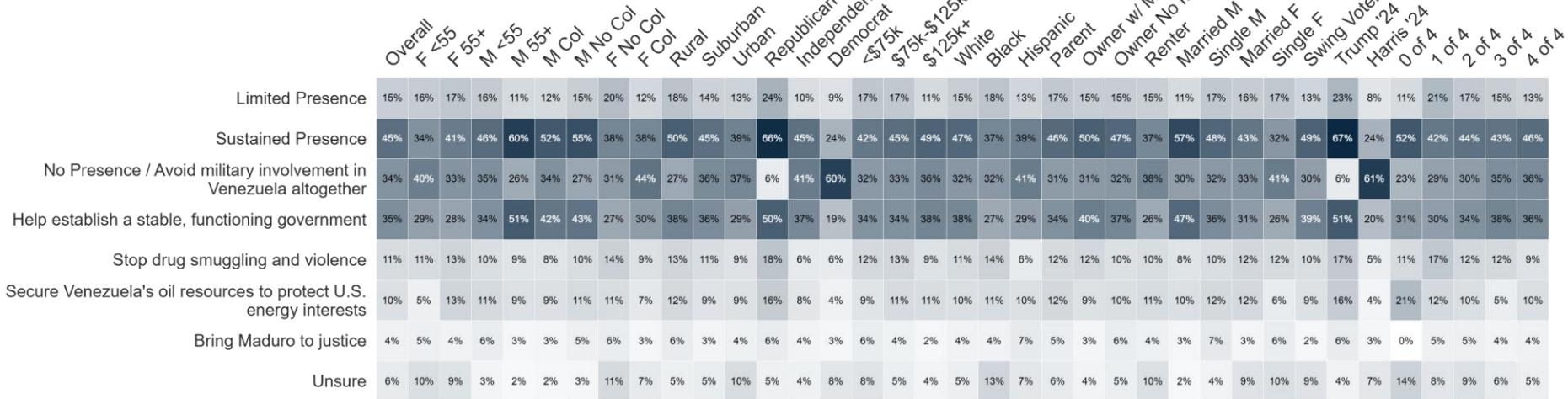
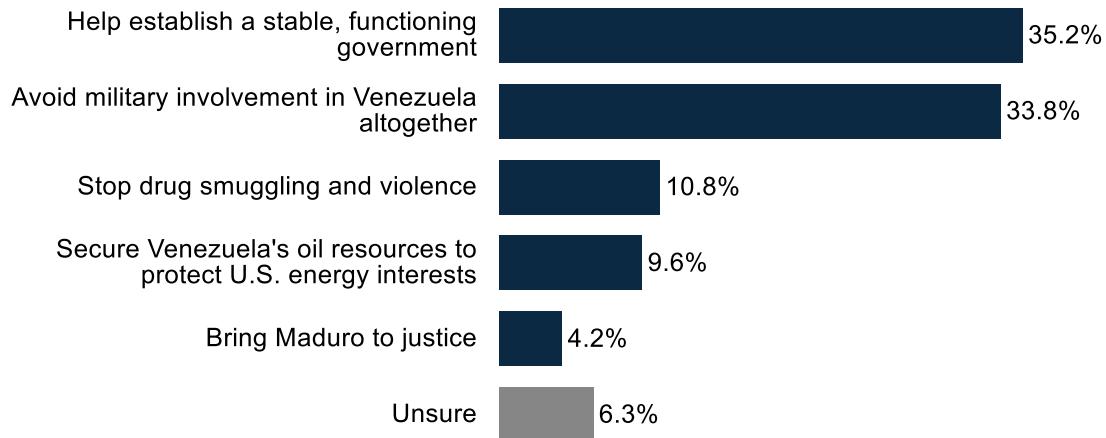
Venezuela Temporary Transition



	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	Owner w/ Mort	Renter	Owner No Mort	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	41%	27%	39%	40%	58%	43%	55%	40%	26%	50%	40%	30%	79%	31%	8%	37%	46%	41%	45%	22%	34%	41%	45%	47%	29%	53%	43%	39%	27%	35%	79%	5%	27%	39%	42%	41%	41%
Oppose Total	54%	65%	54%	54%	41%	53%	42%	51%	69%	43%	55%	64%	15%	64%	88%	55%	51%	54%	50%	70%	61%	52%	50%	49%	64%	45%	51%	53%	66%	57%	15%	91%	59%	53%	50%	53%	55%
Strongly support	23%	11%	25%	20%	37%	25%	32%	23%	13%	30%	22%	17%	48%	15%	2%	22%	27%	21%	25%	9%	21%	22%	25%	28%	18%	30%	26%	23%	14%	14%	47%	1%	8%	21%	17%	24%	26%
Somewhat support	18%	16%	14%	20%	21%	18%	23%	17%	13%	20%	18%	13%	31%	15%	6%	16%	19%	20%	19%	13%	14%	19%	20%	19%	12%	23%	17%	16%	13%	21%	32%	4%	19%	18%	25%	17%	16%
Somewhat oppose	10%	13%	9%	14%	6%	8%	12%	10%	11%	10%	10%	11%	9%	13%	10%	12%	11%	8%	9%	15%	13%	12%	9%	9%	14%	8%	13%	10%	12%	18%	9%	11%	28%	15%	13%	8%	9%
Strongly oppose	43%	52%	45%	40%	34%	45%	30%	41%	58%	33%	45%	53%	6%	51%	77%	43%	40%	46%	41%	54%	48%	39%	40%	40%	50%	37%	38%	43%	54%	39%	7%	80%	31%	38%	37%	45%	46%
Unsure	6%	8%	7%	6%	1%	4%	3%	9%	5%	7%	5%	6%	6%	5%	5%	8%	3%	5%	5%	8%	5%	4%	7%	2%	6%	8%	7%	8%	6%	6%	4%	14%	7%	8%	6%	4%	

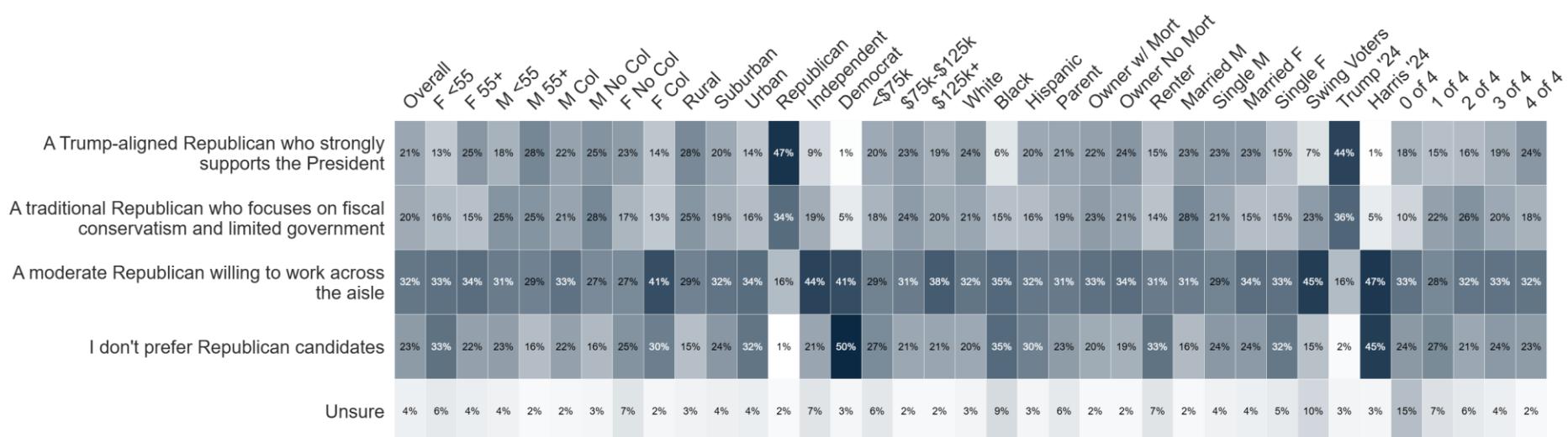
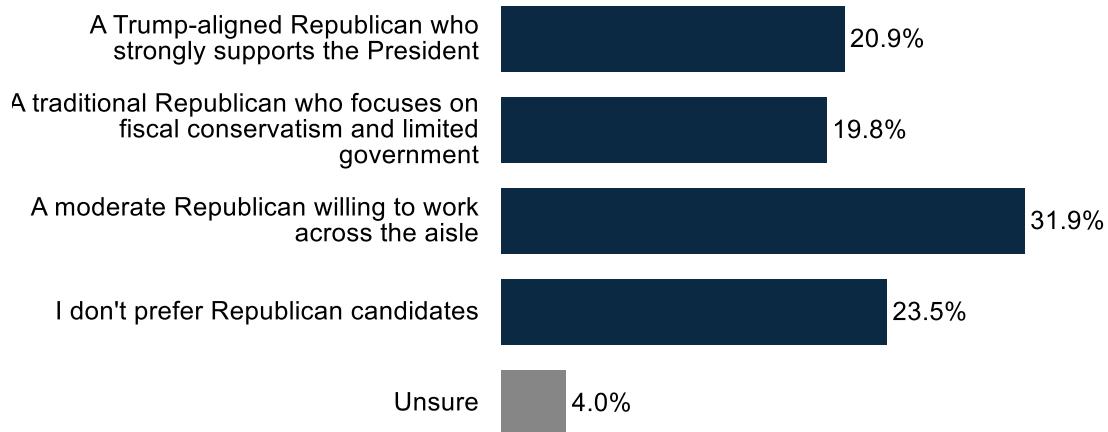
President Trump has said the U.S. will temporarily 'run' Venezuela until a transition to new leadership. Do you support or oppose this?

Venezuela US Goal Preference



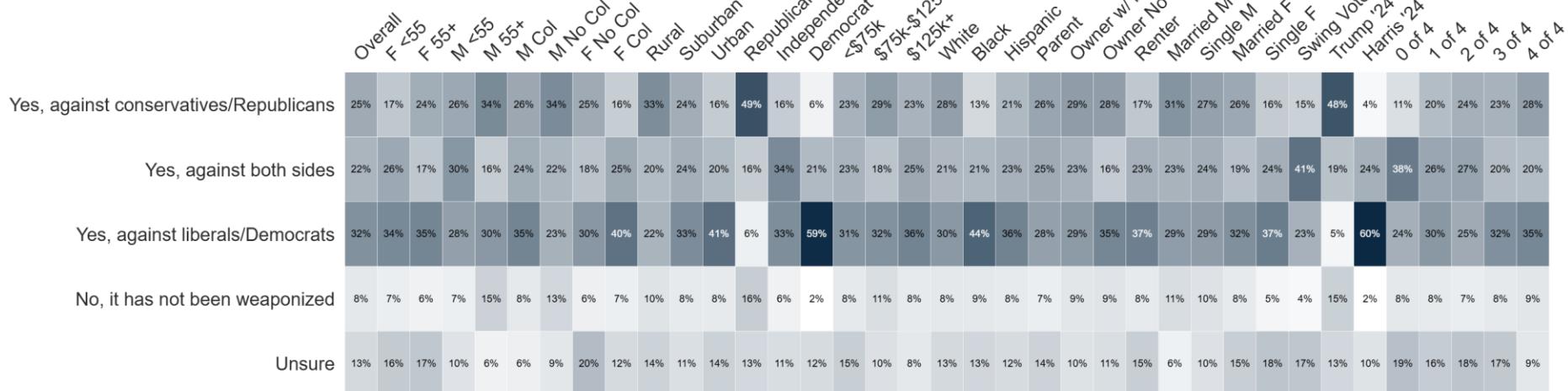
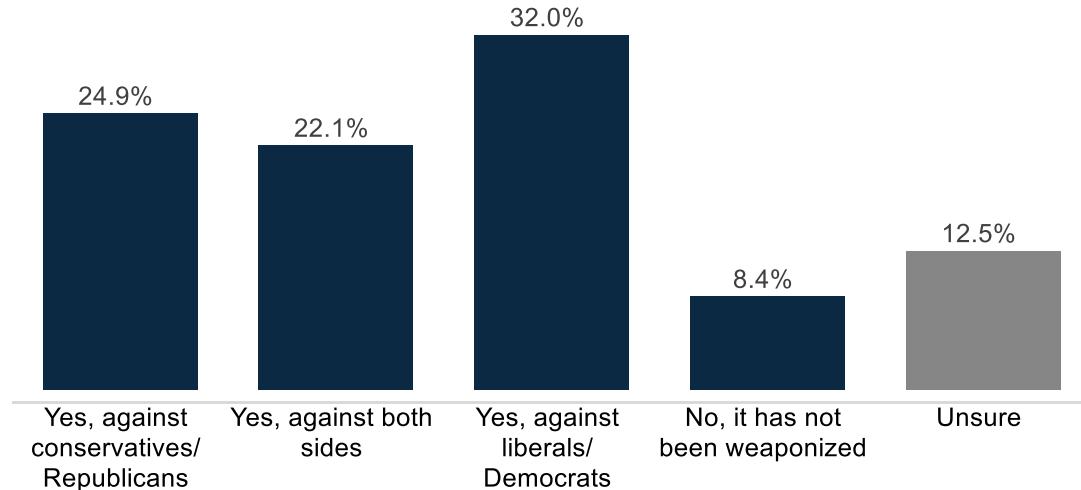
Which goal should be the top U.S. priority in Venezuela right now?

Type of Republican Preference



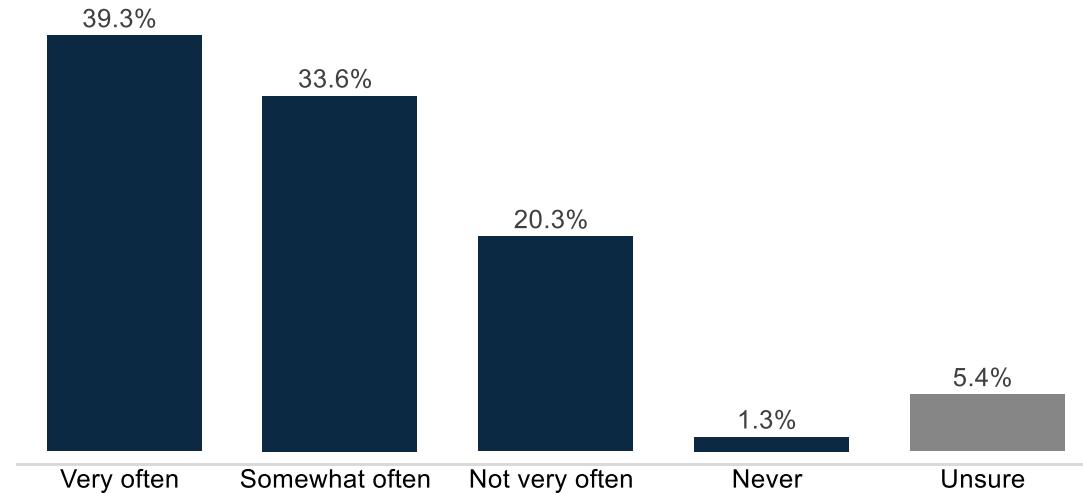
Which of the following best describes the kind of Republican candidate you prefer?

Political Weaponization of Government



Do you believe the federal government has been weaponized against political opponents?

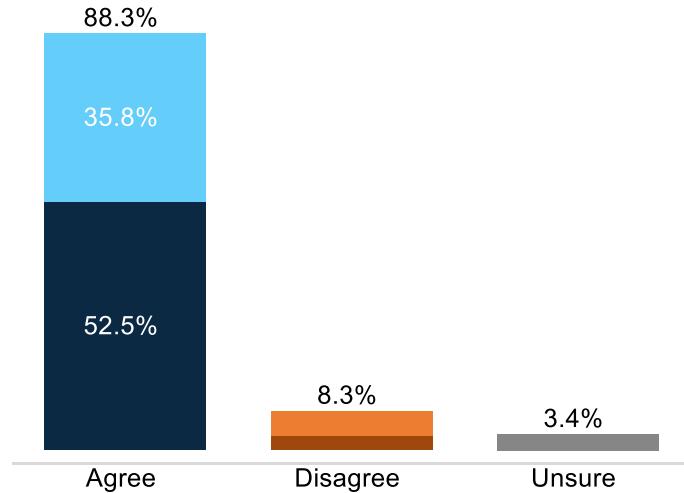
Misinformation Frequency



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	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
Very often	39%	33%	39%	38%	49%	43%	44%	36%	37%	42%	39%	37%	46%	42%	31%	37%	42%	41%	40%	28%	43%	40%	43%	41%	35%	44%	40%	38%	33%	36%	46%	34%	37%	42%	32%	38%	41%
Somewhat often	34%	37%	30%	39%	28%	31%	36%	32%	36%	32%	36%	30%	34%	33%	34%	35%	34%	30%	35%	31%	33%	34%	34%	31%	35%	32%	37%	32%	36%	40%	35%	32%	22%	36%	41%	34%	32%
Not very often	20%	21%	23%	17%	20%	21%	16%	23%	21%	20%	19%	24%	15%	19%	28%	20%	20%	22%	19%	29%	20%	20%	18%	23%	22%	20%	16%	22%	16%	14%	27%	22%	17%	19%	19%	22%	
Never	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	2%	1%	1%	1%	2%	1%	3%	0%	1%	1%	2%	1%	1%	1%	1%	1%	3%	0%	1%	1%	2%			
Unsure	5%	7%	7%	5%	3%	4%	4%	7%	6%	6%	4%	7%	4%	5%	5%	7%	3%	5%	5%	9%	4%	6%	4%	4%	7%	2%	6%	6%	7%	8%	4%	5%	16%	5%	7%	7%	4%

How often do you encounter news or information that you later found out was false or misleading?

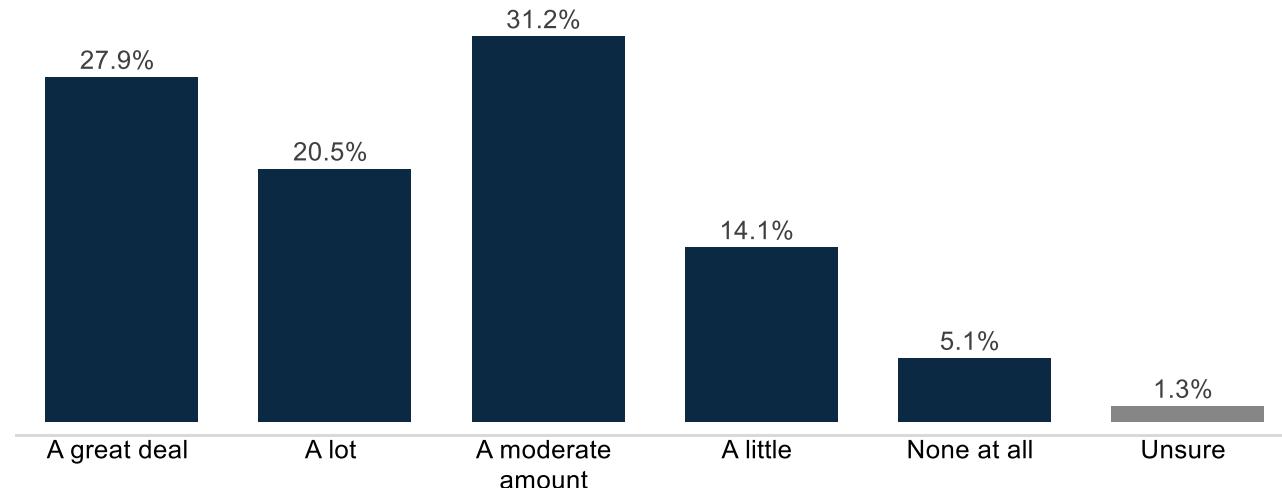
Agreement on Basic Facts



	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	88%	87%	87%	89%	90%	92%	89%	84%	90%	90%	88%	86%	88%	88%	88%	85%	91%	92%	91%	83%	83%	88%	89%	83%	91%	88%	88%	87%	84%	88%	90%	80%	83%	87%	89%	90%	
Disagree Total	8%	9%	8%	8%	9%	7%	10%	10%	6%	8%	9%	9%	9%	8%	8%	10%	7%	7%	7%	10%	13%	9%	7%	9%	11%	6%	10%	10%	9%	7%	10%	13%	10%	7%	7%	7%	
Strongly agree	53%	59%	47%	55%	49%	50%	54%	52%	54%	53%	53%	50%	49%	55%	54%	50%	53%	57%	53%	46%	51%	59%	57%	47%	48%	54%	49%	53%	45%	50%	56%	52%	50%	45%	59%	53%	
Somewhat agree	36%	28%	40%	34%	41%	41%	35%	32%	36%	37%	35%	36%	39%	33%	34%	35%	38%	35%	37%	36%	32%	29%	34%	42%	35%	37%	39%	35%	34%	39%	38%	34%	28%	33%	41%	30%	37%
Somewhat disagree	5%	6%	4%	6%	5%	5%	6%	3%	5%	6%	4%	6%	4%	5%	5%	6%	4%	5%	5%	7%	9%	7%	4%	5%	7%	4%	7%	3%	6%	5%	7%	3%	10%	7%	7%	3%	5%
Strongly disagree	3%	3%	4%	2%	4%	2%	4%	4%	3%	3%	3%	4%	2%	4%	4%	4%	3%	2%	2%	4%	4%	2%	3%	3%	3%	3%	3%	5%	2%	4%	0%	6%	3%	4%	3%		
Unsure	3%	4%	5%	2%	1%	1%	2%	6%	4%	2%	3%	5%	3%	3%	3%	5%	1%	1%	2%	7%	4%	3%	2%	3%	6%	2%	1%	5%	4%	6%	3%	3%	11%	4%	4%	5%	2%

Some people say we're living in an era where Americans can't agree on basic facts. Do you agree or disagree with this statement?

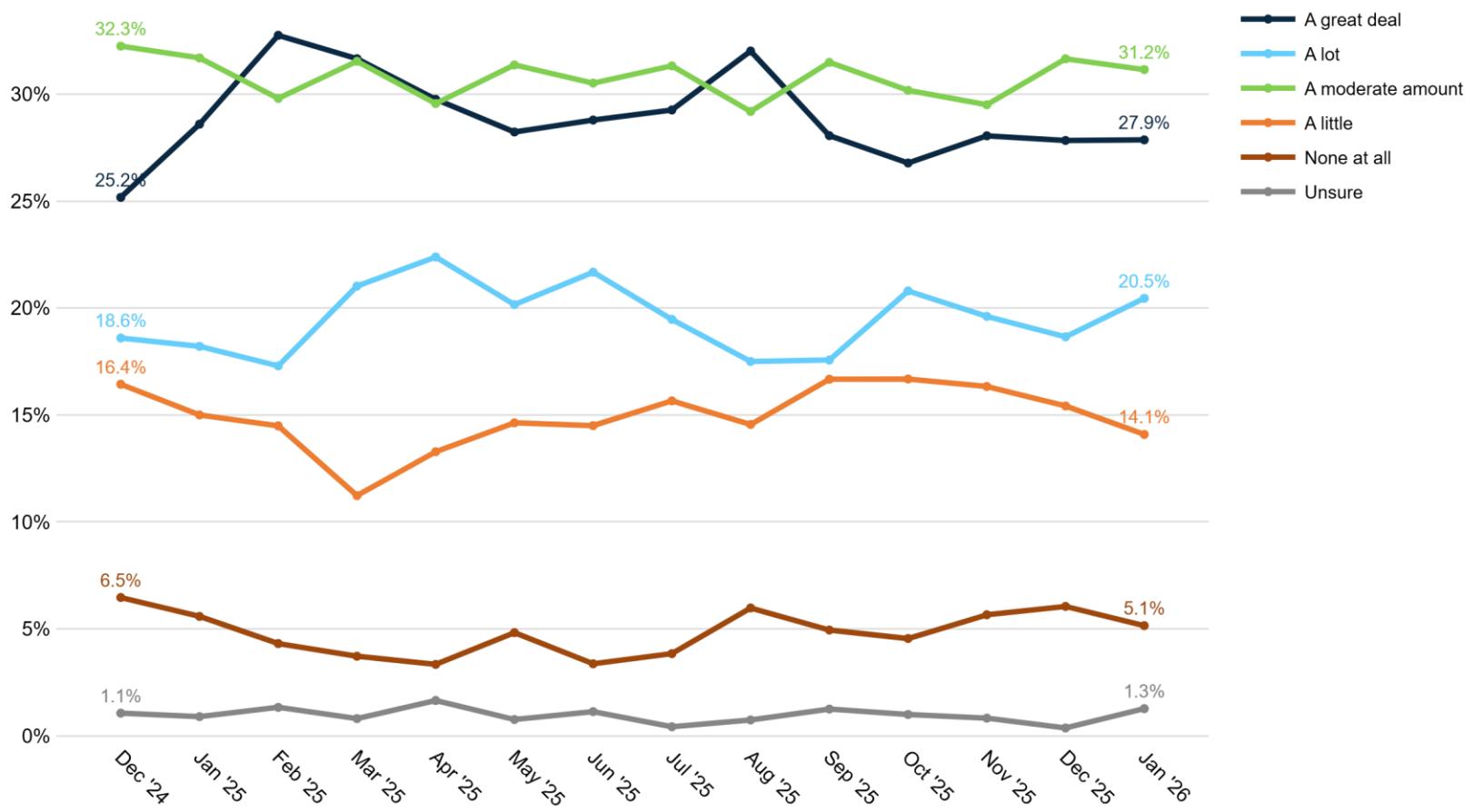
News Attention



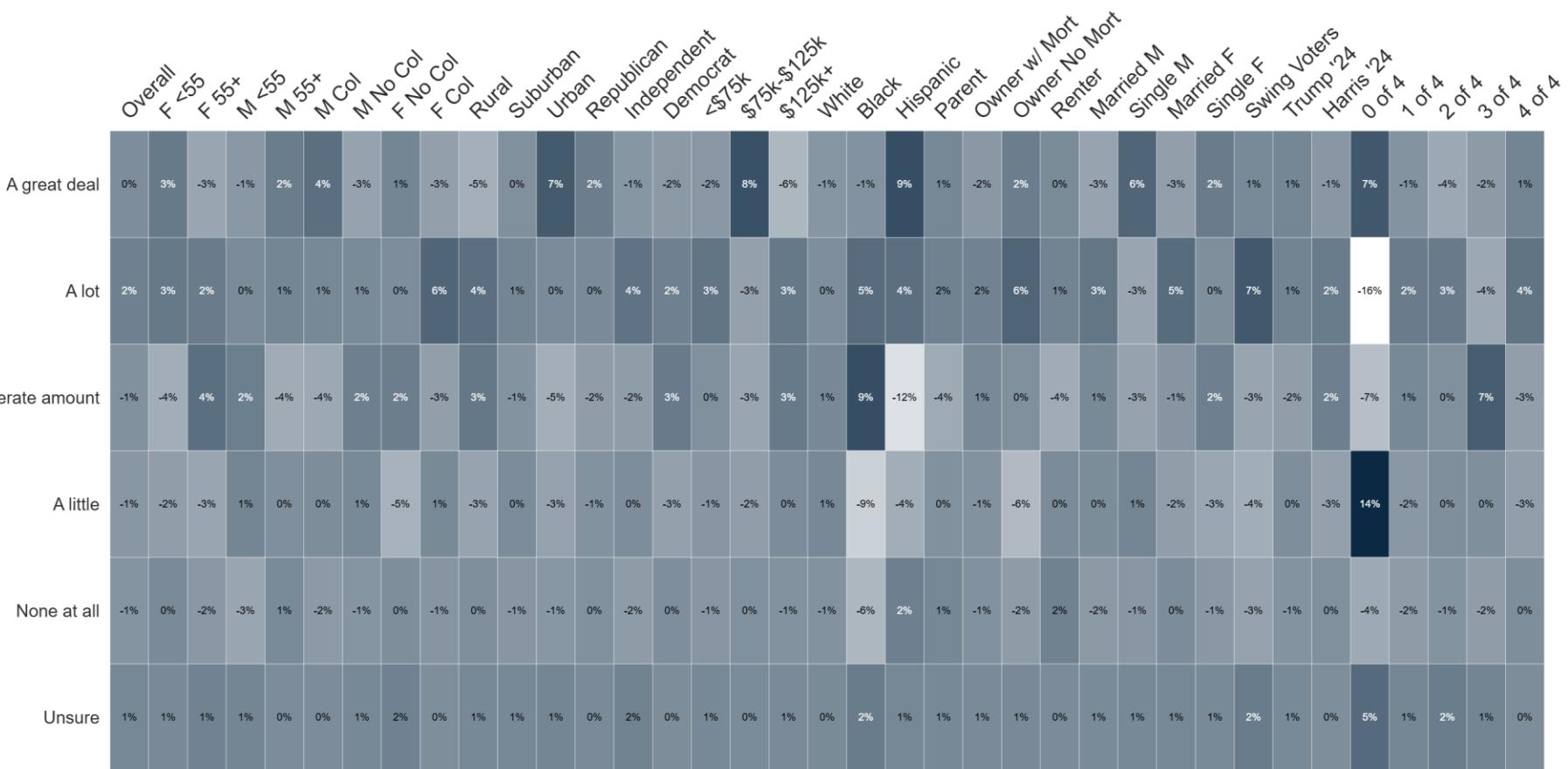
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	28%	24%	31%	25%	32%	34%	24%	25%	30%	24%	28%	34%	27%	26%	30%	23%	32%	31%	27%	29%	31%	23%	26%	34%	24%	28%	29%	27%	28%	16%	25%	32%	25%	23%	18%	30%	31%
A lot	20%	19%	21%	20%	23%	23%	20%	16%	23%	20%	20%	21%	17%	22%	24%	20%	18%	23%	20%	21%	17%	20%	20%	23%	19%	23%	18%	21%	18%	20%	18%	24%	2%	20%	16%	17%	24%
A moderate amount	31%	31%	33%	33%	27%	29%	32%	34%	31%	31%	32%	28%	30%	32%	32%	34%	32%	28%	31%	37%	32%	29%	32%	28%	32%	30%	31%	31%	34%	38%	31%	30%	42%	38%	35%	33%	28%
A little	14%	17%	11%	17%	12%	11%	17%	15%	12%	16%	14%	11%	17%	14%	11%	16%	13%	13%	16%	8%	12%	19%	15%	10%	16%	14%	14%	18%	18%	10%	22%	13%	19%	15%	12%		
None at all	5%	8%	4%	3%	6%	3%	6%	7%	4%	7%	4%	4%	8%	4%	3%	6%	5%	4%	5%	2%	8%	7%	5%	4%	8%	4%	5%	6%	6%	5%	7%	3%	3%	6%	8%	4%	5%
Unsure	1%	2%	1%	1%	0%	0%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	3%	1%	0%	5%	2%	3%	2%	0%		

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

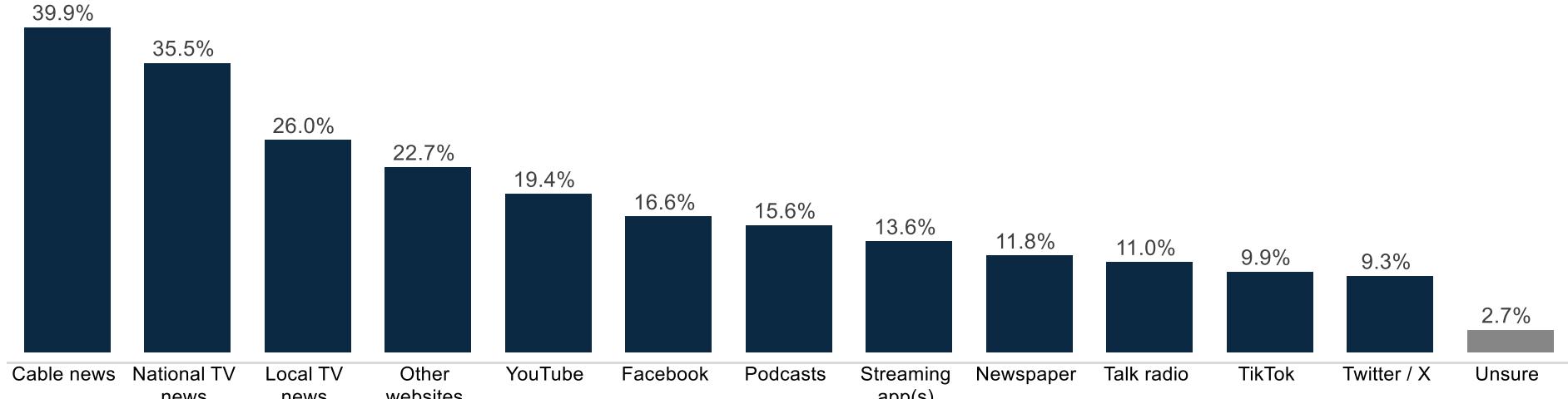
Trend: News Attention



Percent Change: News Attention (Dec '25 to Jan '26)



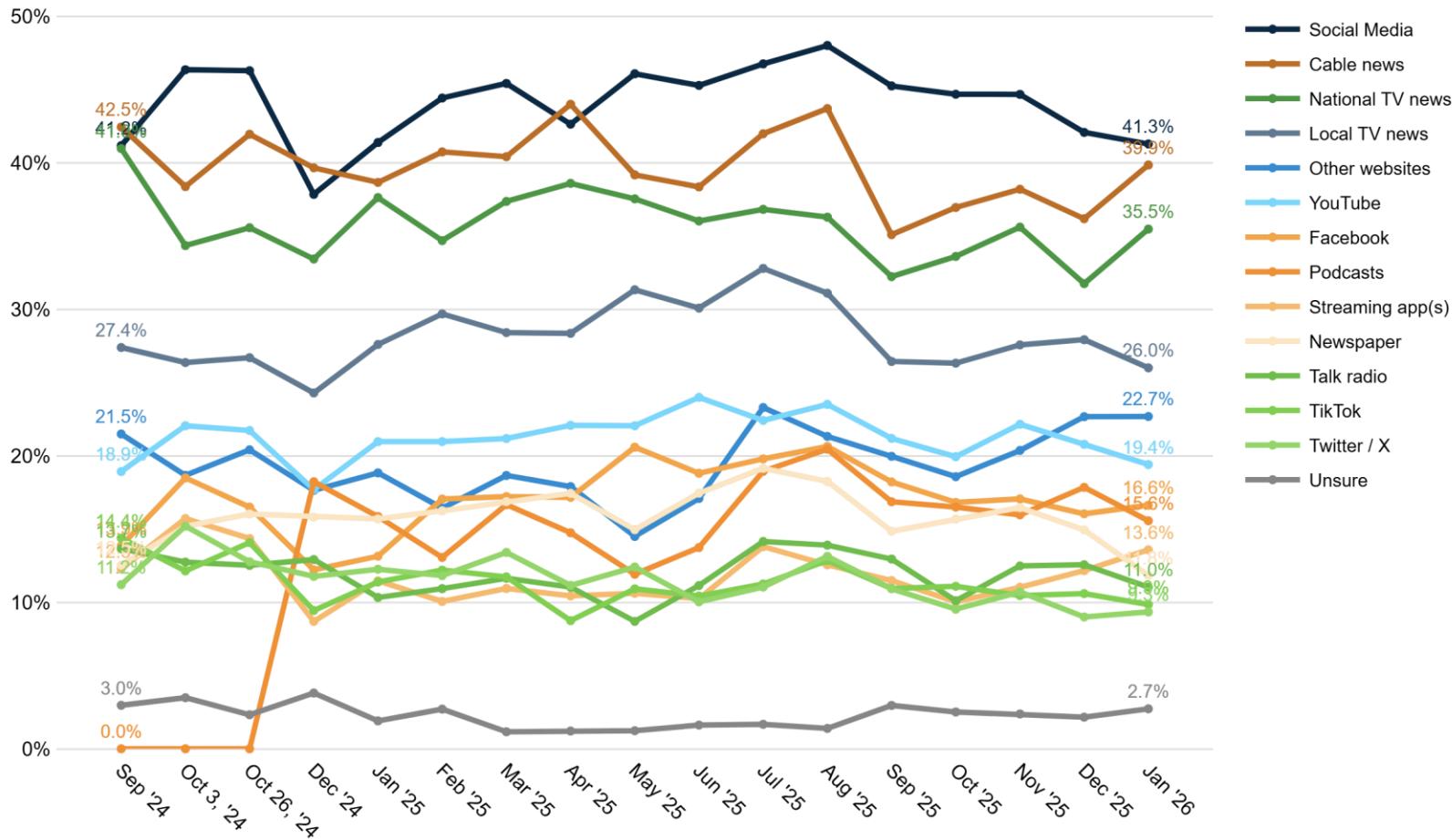
News Source



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	F No Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Owner w/ Mort	Owner No Mort	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	41%	53%	27%	60%	27%	41%	45%	41%	38%	36%	42%	47%	42%	40%	41%	49%	37%	35%	39%	42%	51%	54%	37%	32%	54%	36%	56%	38%	42%	45%	43%	39%	52%	64%	51%	44%	33%	
Cable news	40%	27%	51%	26%	54%	40%	41%	38%	40%	39%	40%	40%	48%	32%	37%	38%	41%	42%	41%	41%	37%	30%	42%	47%	32%	42%	39%	35%	30%	48%	35%	49%	24%	35%	32%	47%		
National TV news	35%	37%	46%	25%	32%	32%	25%	39%	45%	31%	36%	41%	19%	37%	52%	35%	34%	38%	33%	48%	37%	30%	33%	41%	35%	28%	29%	41%	43%	38%	19%	52%	36%	30%	28%	32%	40%	
Local TV news	26%	24%	34%	16%	29%	20%	24%	29%	29%	25%	26%	27%	24%	25%	29%	26%	29%	24%	27%	31%	21%	21%	28%	27%	22%	24%	19%	29%	29%	24%	23%	29%	29%	24%	20%	29%	29%	
Other websites	23%	26%	18%	29%	19%	25%	23%	18%	26%	19%	25%	21%	19%	30%	22%	18%	23%	29%	24%	11%	20%	22%	24%	19%	28%	26%	20%	22%	21%	24%	21%	24%	8%	22%	23%	23%	23%	
YouTube	19%	18%	12%	34%	15%	21%	27%	16%	14%	13%	20%	25%	19%	23%	17%	25%	18%	14%	16%	27%	27%	20%	24%	16%	17%	24%	18%	36%	12%	17%	24%	19%	19%	22%	25%	27%	21%	15%
Facebook	17%	24%	12%	21%	9%	12%	18%	21%	15%	18%	16%	17%	20%	12%	16%	21%	14%	13%	16%	17%	20%	27%	15%	13%	24%	11%	20%	19%	17%	18%	19%	14%	19%	28%	22%	15%	13%	
Podcasts	16%	15%	11%	26%	12%	22%	16%	9%	18%	13%	19%	11%	16%	20%	13%	12%	19%	20%	16%	6%	20%	21%	19%	14%	12%	22%	13%	13%	12%	14%	18%	13%	17%	15%	16%	18%	15%	
Streaming app(s)	14%	11%	15%	14%	14%	13%	15%	13%	13%	15%	14%	12%	14%	15%	12%	14%	13%	13%	13%	16%	16%	15%	14%	13%	15%	13%	16%	12%	14%	16%	15%	13%	16%	17%	15%	13%	13%	
Newspaper	12%	11%	11%	11%	15%	17%	9%	7%	16%	10%	11%	16%	6%	15%	15%	8%	10%	19%	12%	12%	6%	8%	10%	17%	10%	14%	11%	13%	9%	13%	6%	17%	0%	7%	9%	12%	14%	
Talk radio	11%	8%	12%	8%	16%	11%	13%	10%	10%	12%	11%	9%	15%	10%	7%	10%	15%	9%	11%	9%	11%	11%	12%	14%	7%	15%	7%	10%	10%	10%	16%	7%	2%	6%	8%	10%	14%	
TikTok	10%	21%	3%	15%	1%	6%	9%	13%	11%	11%	8%	12%	8%	7%	14%	14%	9%	4%	9%	14%	13%	15%	8%	6%	15%	5%	12%	10%	13%	10%	8%	11%	20%	23%	12%	10%	6%	
Twitter / X	9%	10%	4%	19%	6%	15%	10%	6%	9%	6%	10%	13%	11%	11%	7%	8%	9%	13%	10%	7%	8%	13%	8%	8%	11%	11%	14%	6%	8%	9%	12%	6%	15%	15%	9%	12%	7%	
Unsure	3%	3%	2%	3%	3%	2%	4%	4%	1%	4%	2%	3%	4%	3%	1%	4%	2%	1%	3%	1%	1%	3%	2%	2%	3%	3%	2%	3%	4%	3%	1%	0%	4%	4%	4%	2%		

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

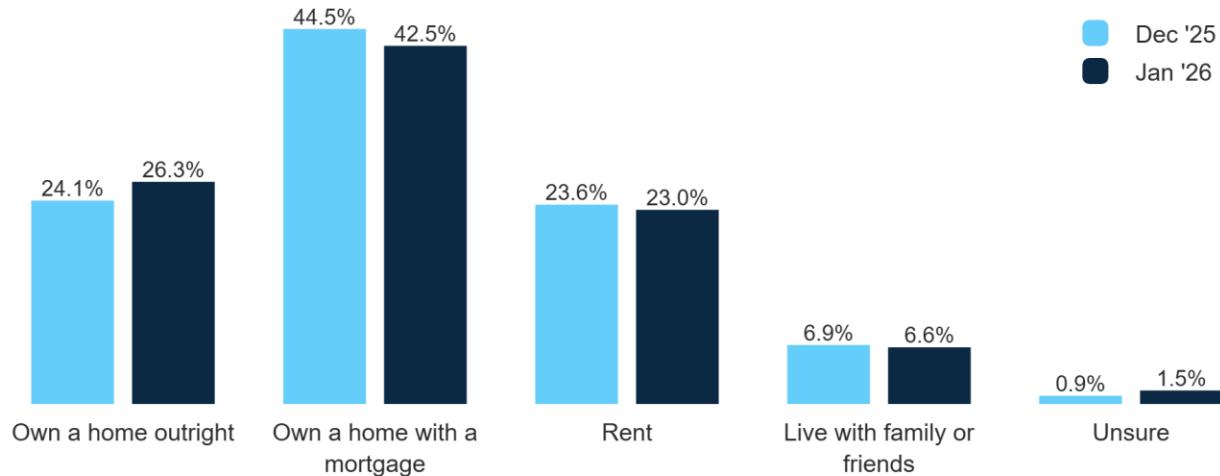
Trend: News Source



Percent Change: News Source (Dec '25 to Jan '26)

	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	Owner w/ Mort	Owner No Mort	Renter	Married M	Single M	Married F	Single F	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	-1%	-6%	-3%	6%	1%	4%	2%	-6%	-2%	-6%	2%	0%	-3%	2%	0%	-1%	-2%	-2%	0%	-10%	-4%	1%	-3%	0%	4%	1%	8%	-3%	-7%	1%	-2%	1%	8%	6%	-10%	-1%	1%
Cable news	4%	4%	5%	0%	5%	4%	2%	4%	4%	3%	0%	14%	9%	-1%	2%	6%	2%	3%	3%	5%	4%	4%	3%	8%	3%	2%	6%	5%	4%	4%	9%	0%	25%	-1%	5%	-4%	6%
National TV news	4%	6%	6%	1%	1%	0%	2%	3%	10%	3%	3%	6%	0%	5%	7%	2%	2%	7%	3%	9%	3%	2%	4%	7%	0%	-1%	4%	7%	6%	5%	0%	8%	1%	5%	-1%	2%	5%
Local TV news	-2%	0%	0%	-1%	-7%	-5%	-2%	-3%	3%	-6%	0%	-2%	-2%	-2%	-4%	3%	-1%	-1%	-3%	-2%	1%	0%	-3%	-4%	-3%	-7%	-1%	1%	-7%	-3%	0%	0%	-6%	-4%	3%	-2%	
Other websites	0%	2%	0%	3%	-4%	-4%	2%	2%	-2%	-2%	1%	0%	3%	-3%	-1%	0%	-2%	1%	-1%	0%	3%	-1%	-1%	-2%	7%	1%	-4%	0%	1%	1%	2%	-3%	-15%	-1%	3%	2%	-1%
YouTube	-1%	-6%	-2%	5%	-1%	0%	3%	-6%	-2%	-6%	2%	-3%	-2%	3%	-4%	-1%	-4%	-1%	-2%	-2%	-1%	-4%	-2%	0%	1%	0%	6%	-5%	-4%	1%	-2%	-1%	-6%	-5%	-2%	-2%	0%
Facebook	1%	-2%	-3%	5%	3%	3%	5%	-3%	-1%	1%	2%	-3%	2%	1%	0%	-1%	1%	2%	3%	-10%	-3%	3%	0%	-2%	4%	4%	0%	-6%	-2%	1%	1%	8%	2%	-4%	0%	2%	
Podcasts	-2%	-4%	-5%	1%	-1%	4%	-4%	-6%	-2%	-5%	1%	-7%	-5%	2%	-3%	-4%	3%	-4%	-2%	-4%	-4%	1%	-3%	1%	-4%	2%	-3%	-5%	-3%	0%	-3%	-2%	-6%	1%	0%	-5%	-3%
Streaming app(s)	1%	0%	2%	-1%	4%	0%	3%	0%	3%	3%	3%	-4%	1%	2%	2%	0%	2%	3%	1%	6%	1%	3%	2%	1%	0%	2%	1%	2%	1%	3%	2%	1%	14%	5%	-1%	-1%	1%
Newspaper	-3%	2%	-5%	-6%	-4%	-9%	-1%	-1%	-3%	0%	-6%	0%	-4%	-1%	-4%	-3%	-3%	-3%	-4%	1%	-3%	-6%	-4%	-1%	-5%	-5%	-4%	-2%	-2%	0%	-3%	-3%	-13%	-3%	-3%	0%	-4%
Talk radio	-2%	-4%	3%	-4%	0%	0%	-5%	0%	-3%	0%	-2%	-1%	-1%	1%	0%	-7%	-3%	2%	-1%	-3%	-3%	2%	-3%	-2%	-4%	-3%	2%	-2%	-2%	-1%	-13%	-1%	0%	-2%	-2%		
TikTok	-1%	-6%	-1%	6%	-1%	2%	2%	-4%	-2%	1%	-2%	-1%	-1%	-2%	0%	0%	0%	-4%	0%	-3%	-5%	-1%	-1%	1%	0%	0%	4%	0%	-7%	-2%	-1%	-1%	8%	5%	-9%	-2%	1%
Twitter / X	0%	2%	0%	0%	-1%	3%	-4%	2%	1%	-1%	0%	3%	-3%	2%	3%	1%	0%	-1%	1%	4%	-3%	1%	-2%	1%	2%	-2%	2%	0%	-2%	2%	0%	3%	-3%	1%	0%		
Unsure	1%	0%	0%	1%	1%	0%	1%	2%	-2%	0%	1%	0%	1%	0%	0%	0%	2%	-1%	0%	1%	0%	-1%	1%	0%	0%	-1%	2%	0%	1%	0%	-7%	0%	2%	3%	0%		

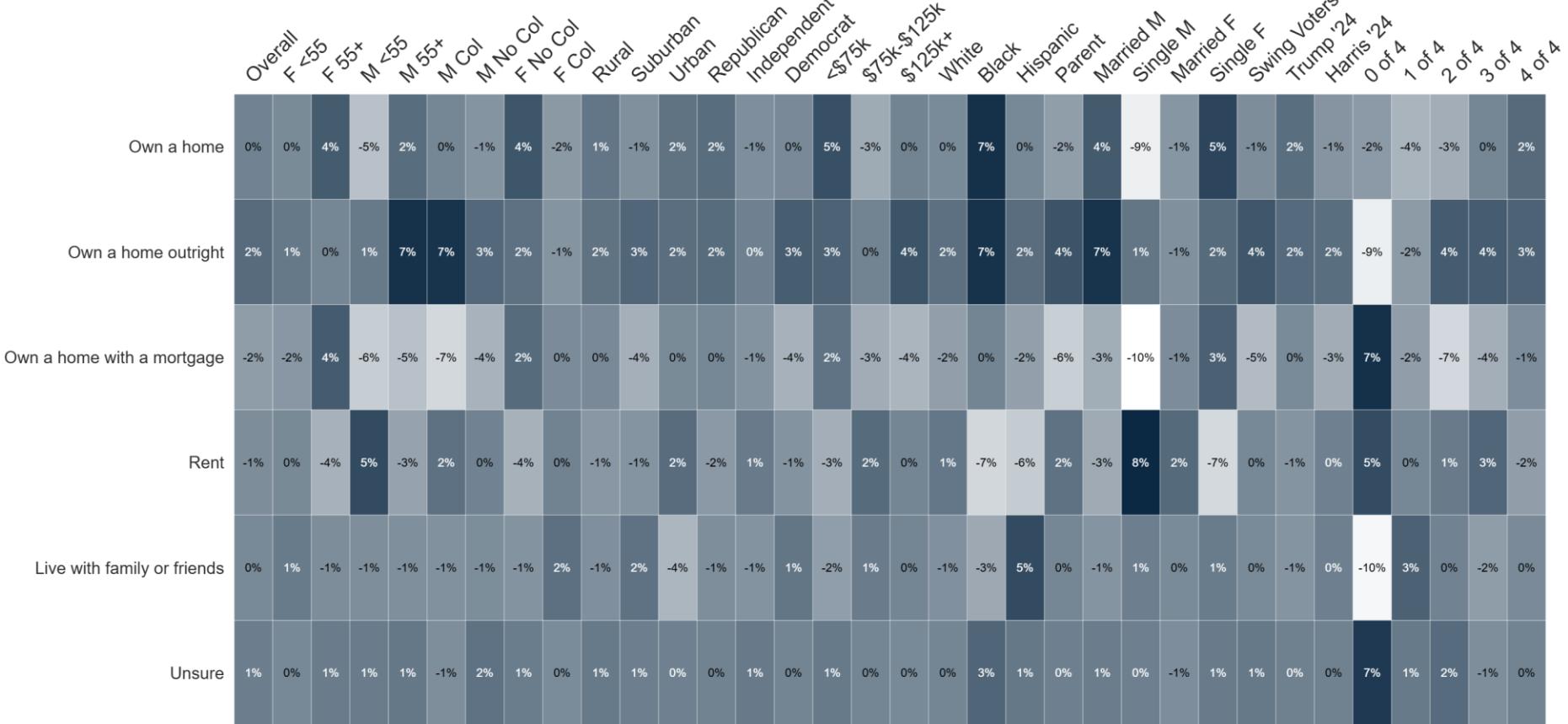
Current Housing Status



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	F No 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	69%	54%	80%	59%	82%	78%	65%	63%	73%	78%	70%	54%	78%	67%	61%	54%	75%	87%	74%	55%	57%	73%	89%	39%	83%	51%	64%	77%	63%	41%	41%	56%	65%	81%
Own a home outright	26%	14%	37%	13%	40%	31%	24%	24%	28%	32%	25%	23%	31%	22%	25%	25%	25%	27%	30%	20%	17%	18%	32%	19%	30%	22%	22%	29%	24%	9%	13%	19%	21%	33%
Own a home with a mortgage	43%	40%	43%	45%	42%	47%	41%	39%	45%	46%	45%	31%	48%	45%	37%	28%	50%	60%	44%	35%	40%	54%	57%	21%	53%	30%	41%	48%	39%	32%	28%	37%	43%	47%
Rent	23%	33%	15%	30%	14%	18%	26%	28%	19%	16%	20%	40%	15%	24%	29%	36%	19%	10%	20%	36%	28%	22%	9%	44%	16%	33%	26%	17%	27%	42%	41%	33%	27%	14%
Live with family or friends	7%	12%	3%	9%	2%	4%	7%	8%	7%	4%	9%	4%	5%	7%	9%	9%	5%	4%	5%	5%	14%	5%	1%	14%	2%	14%	8%	4%	8%	7%	15%	8%	7%	4%
Unsure	1%	1%	1%	2%	2%	0%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	0%	0%	1%	3%	1%	1%	1%	2%	0%	2%	2%	1%	1%	10%	2%	2%	1%	1%

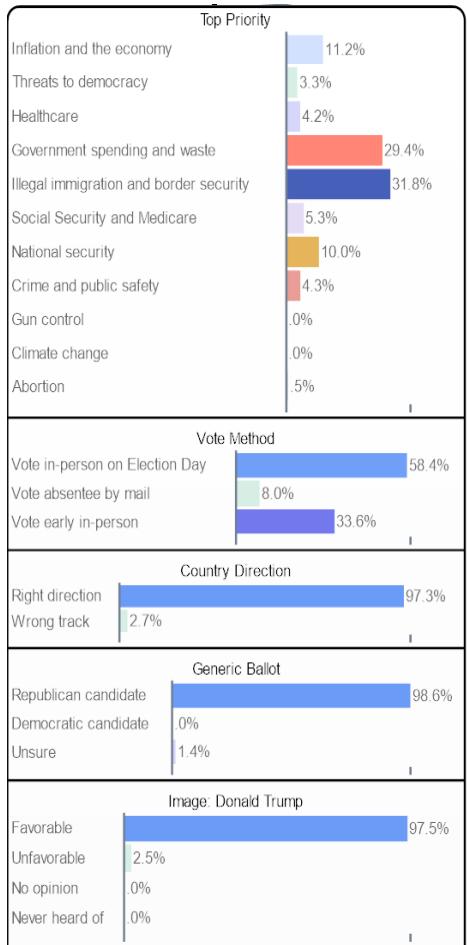
What is the current status of your housing situation?

Percent Change: Current Housing Status (Dec '25 to Jan '26)

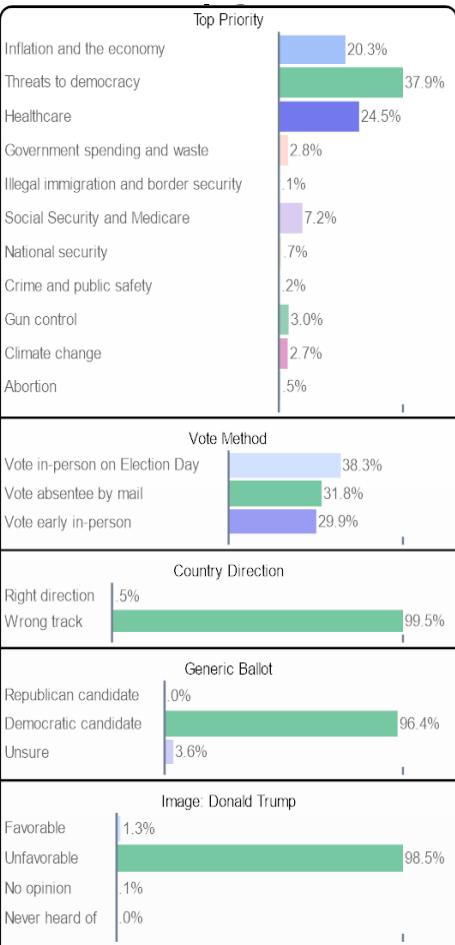


Segmentation Analysis:

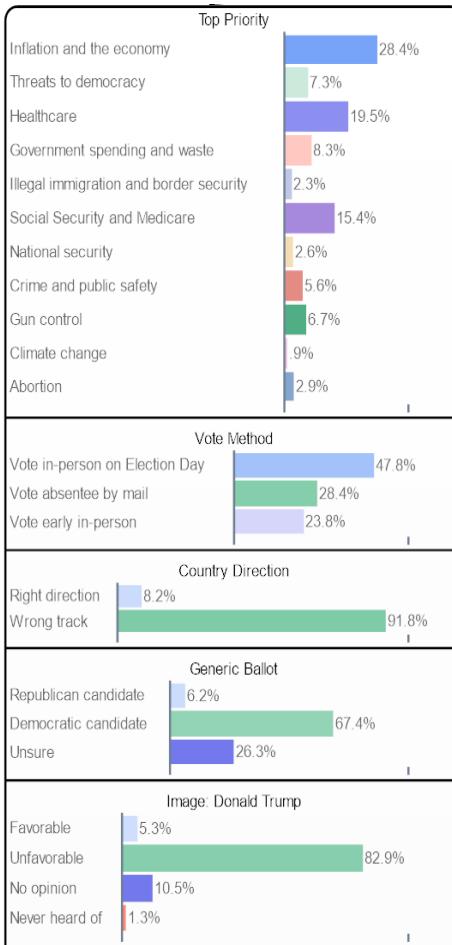
Old GOPs (30%)



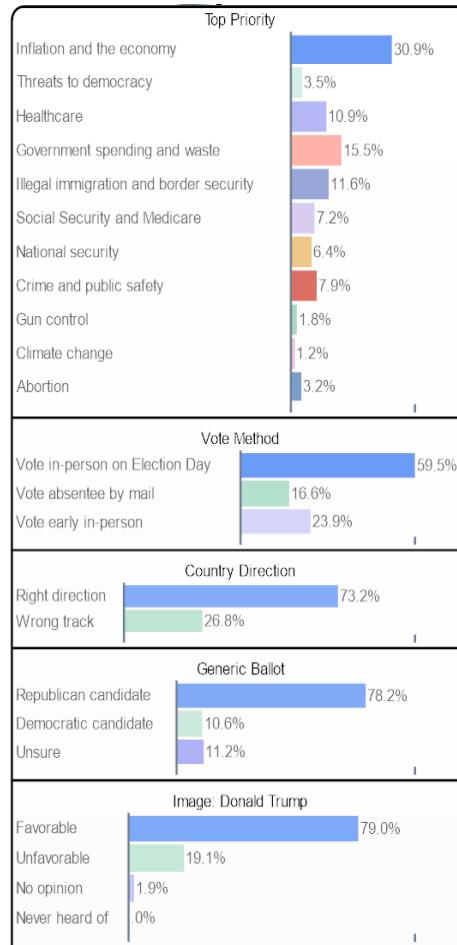
Old Dems (39%)



Young Dems (13%)

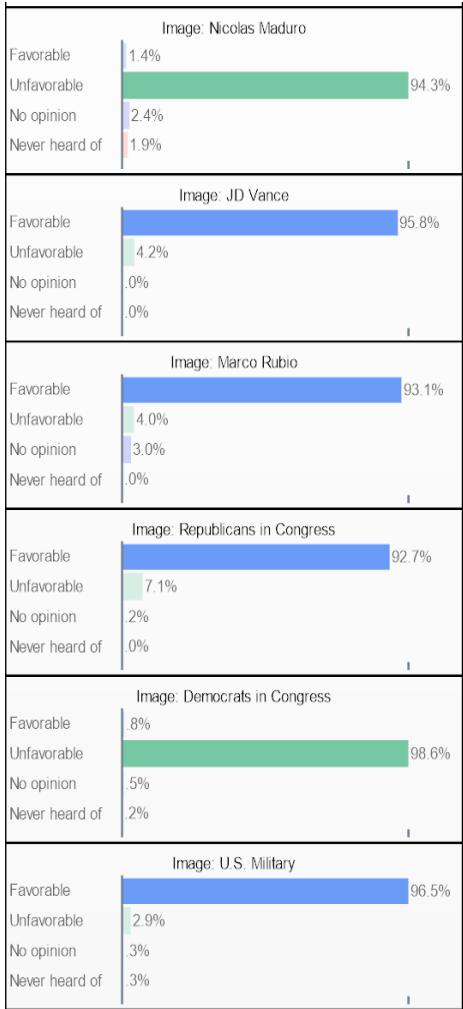


Young GOPs (19%)

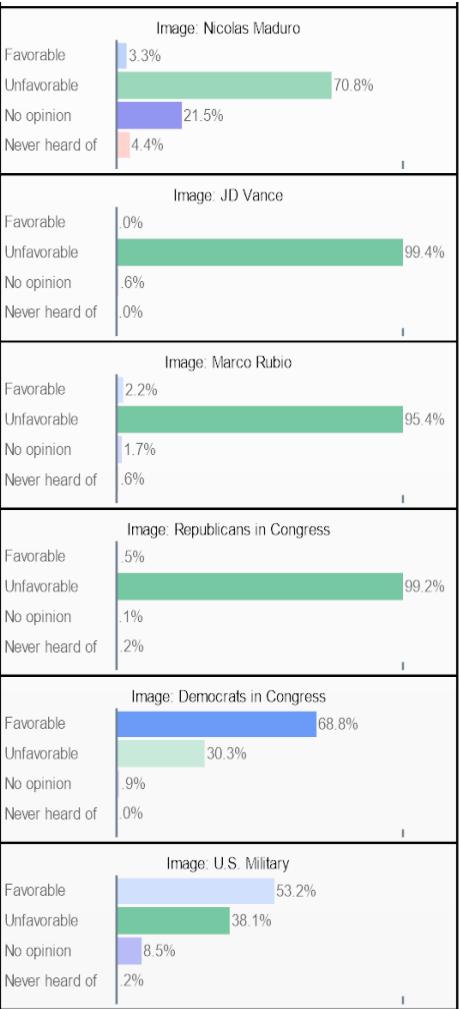


Segmentation Analysis:

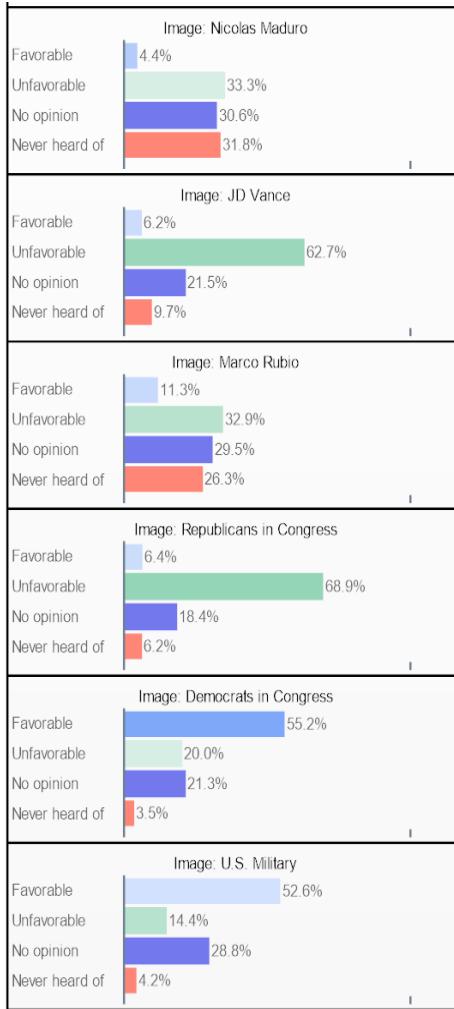
Old GOPs (30%)



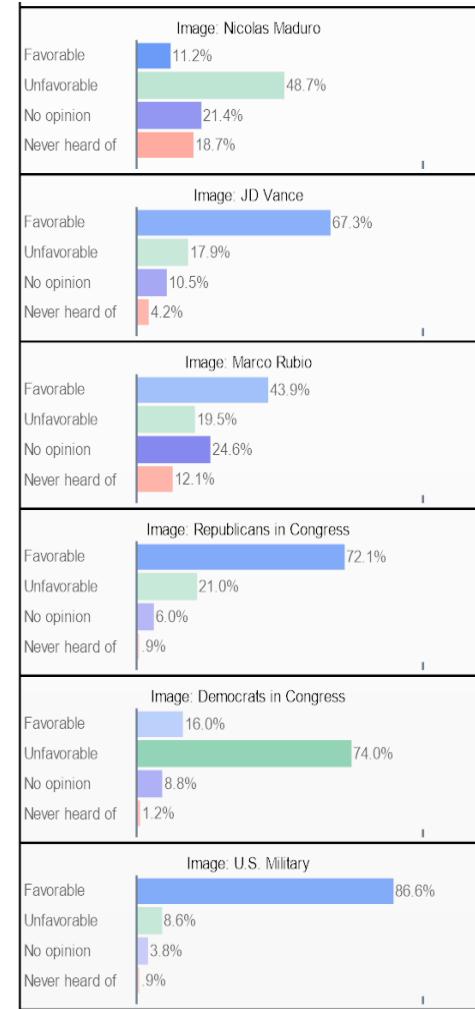
Old Dems (39%)



Young Dems (13%)

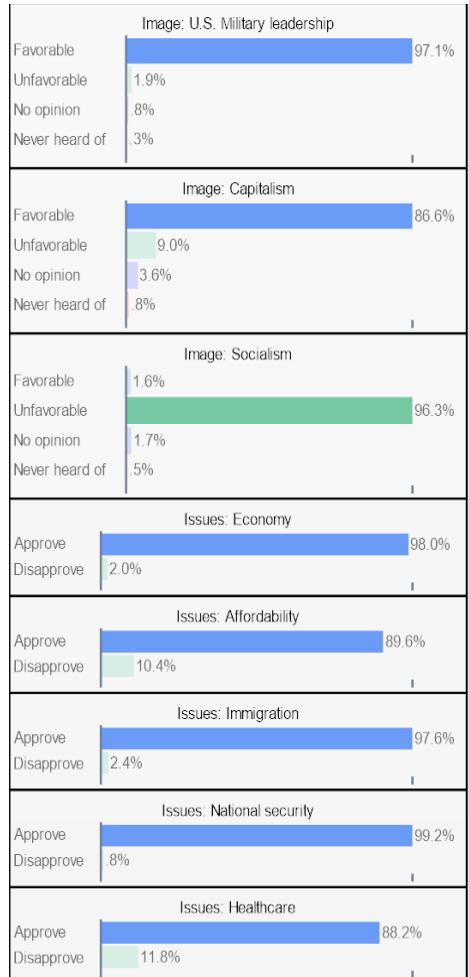


Young GOPs (19%)

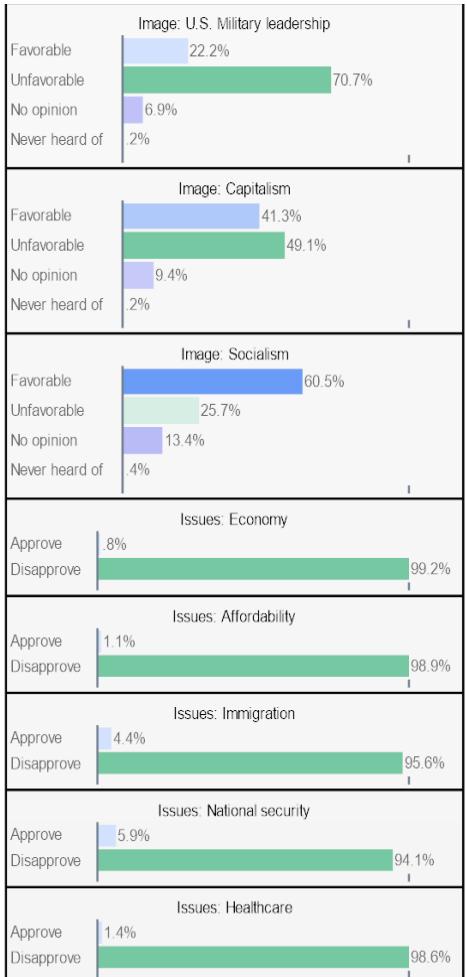


Segmentation Analysis:

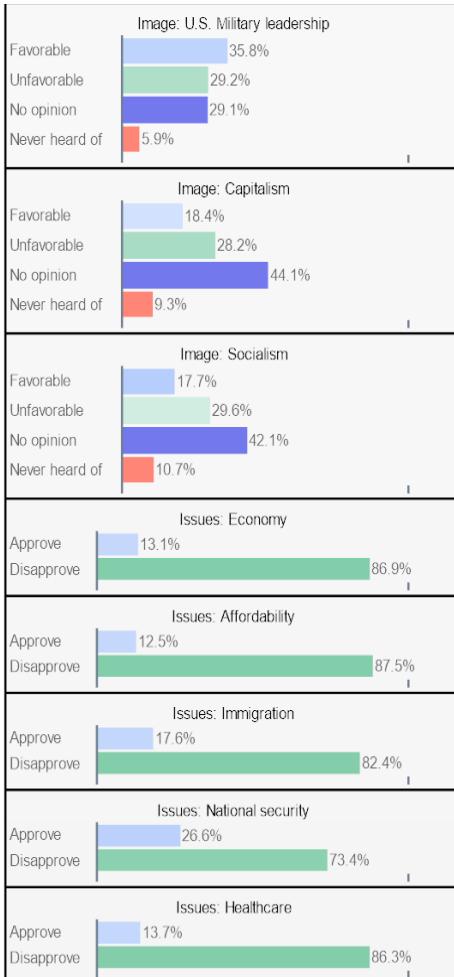
Old GOPs (30%)



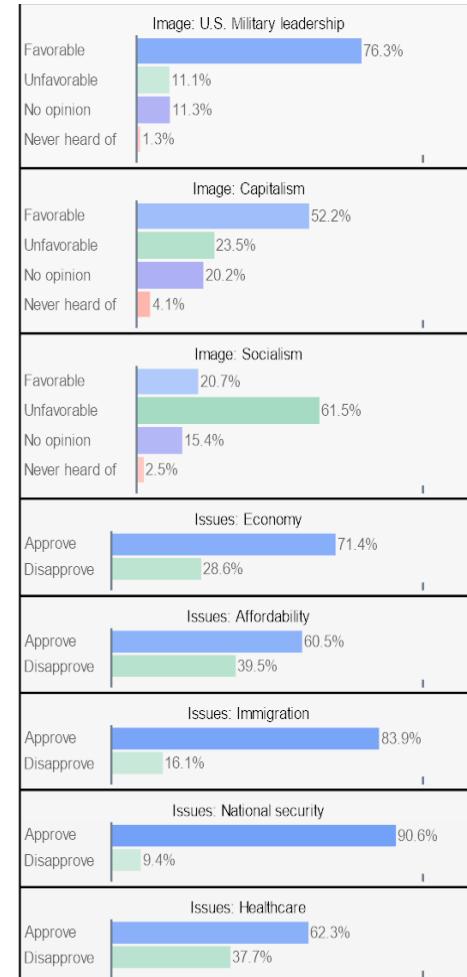
Old Dems (39%)



Young Dems (13%)

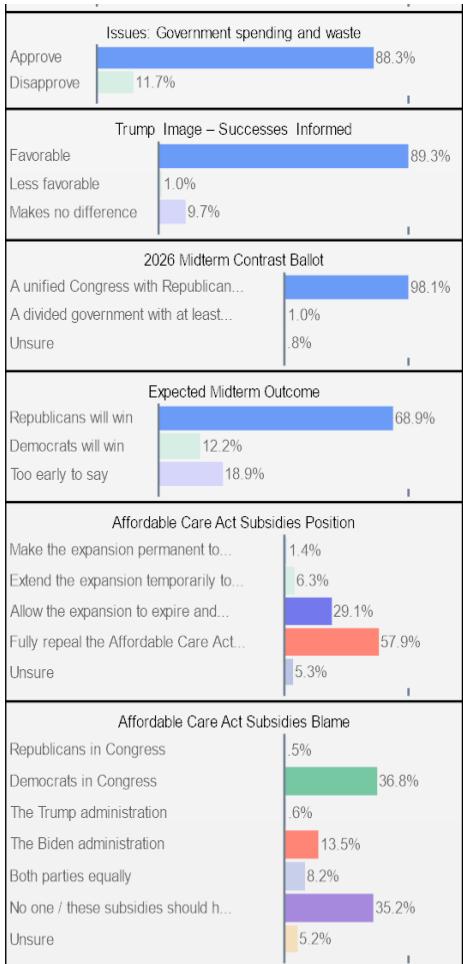


Young GOPs (19%)

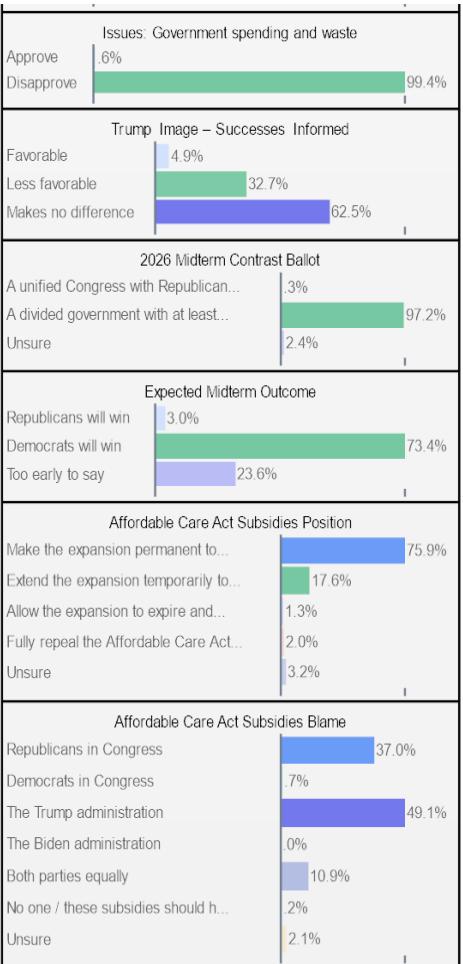


Segmentation Analysis:

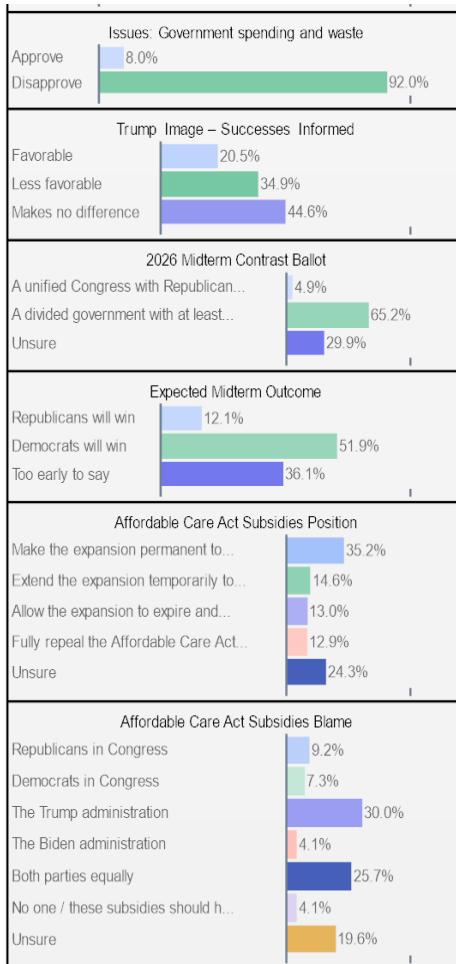
Old GOPs (30%)



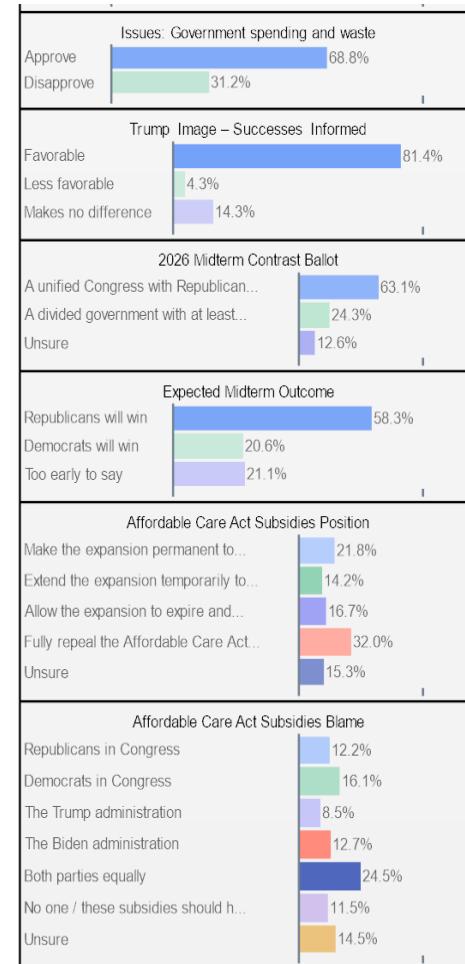
Old Dems (39%)



Young Dems (13%)

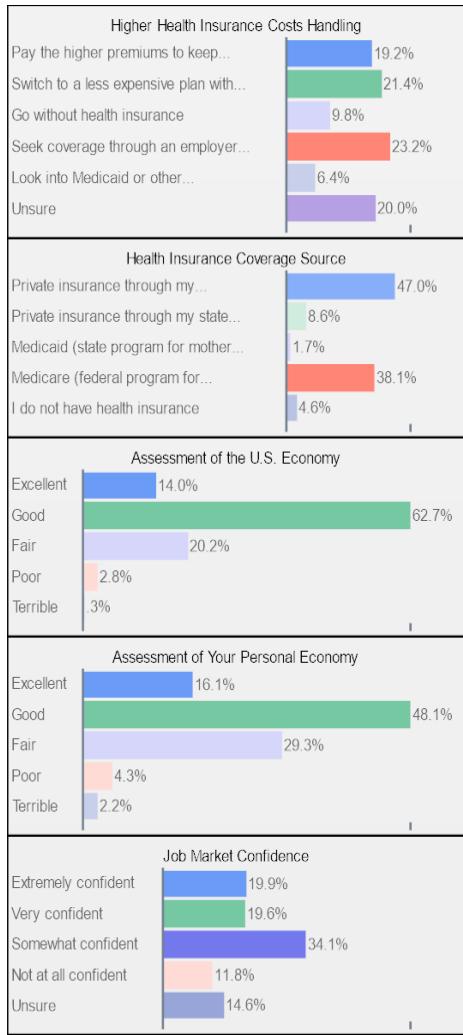


Young GOPs (19%)

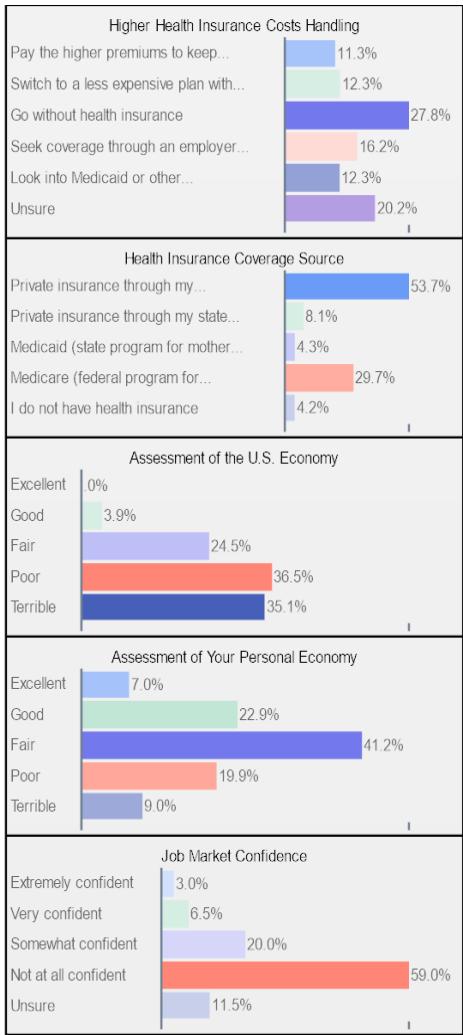


Segmentation Analysis:

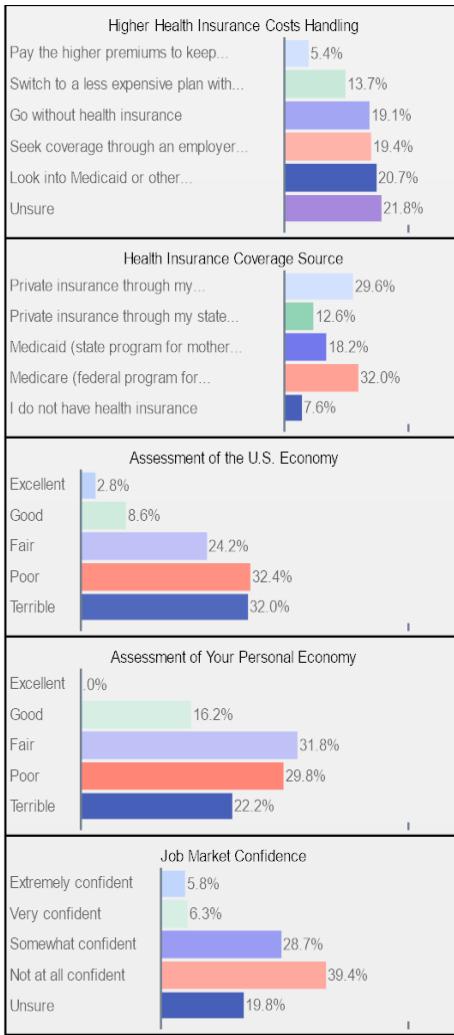
Old GOPs (30%)



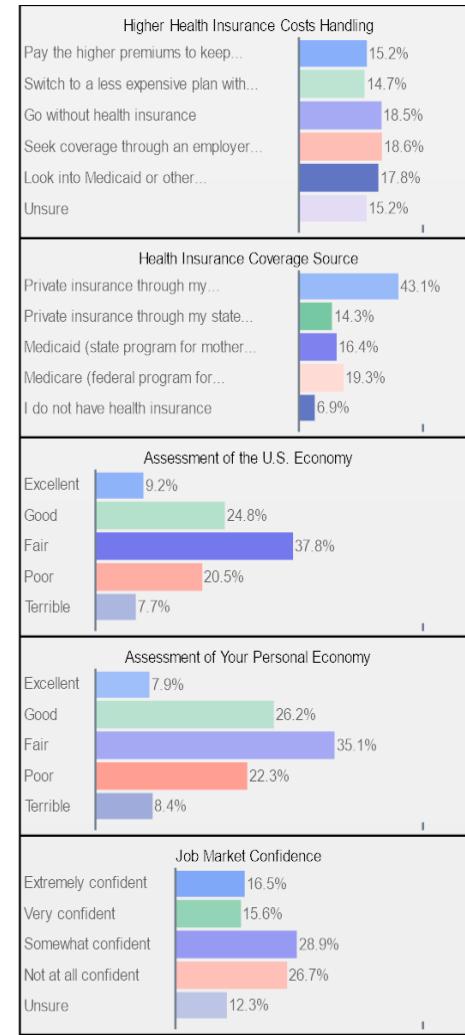
Old Dems (39%)



Young Dems (13%)

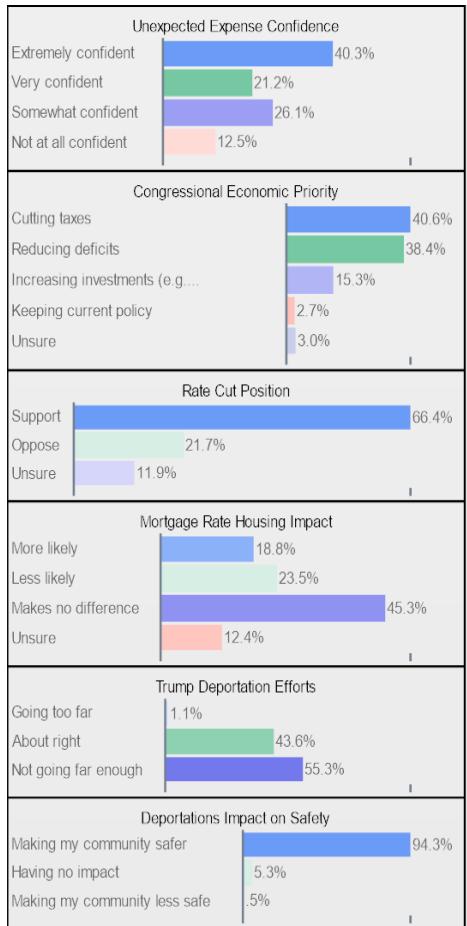


Young GOPs (19%)

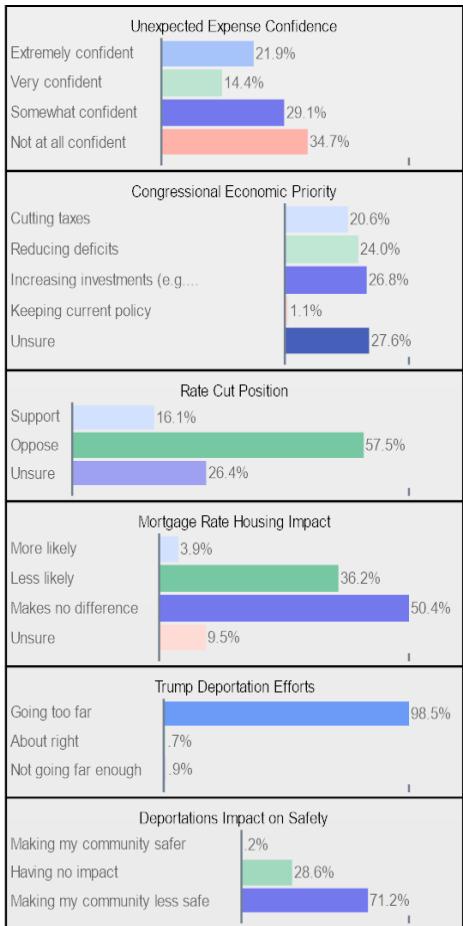


Segmentation Analysis:

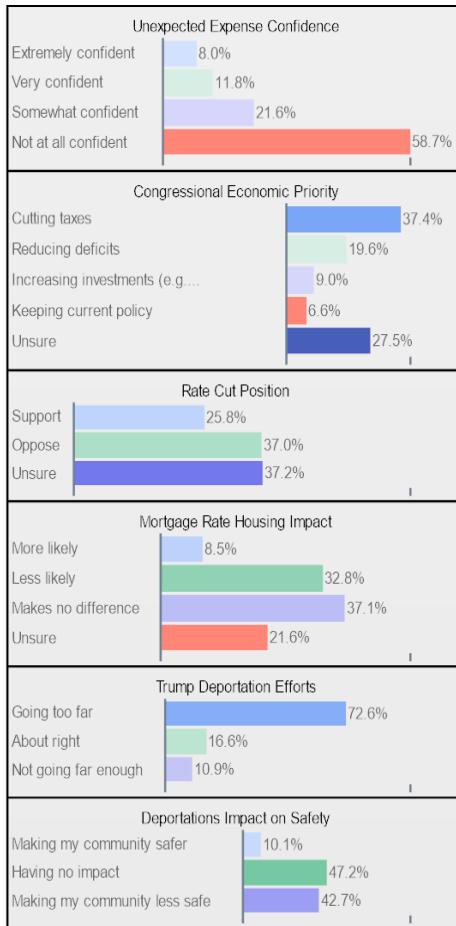
Old GOPs (30%)



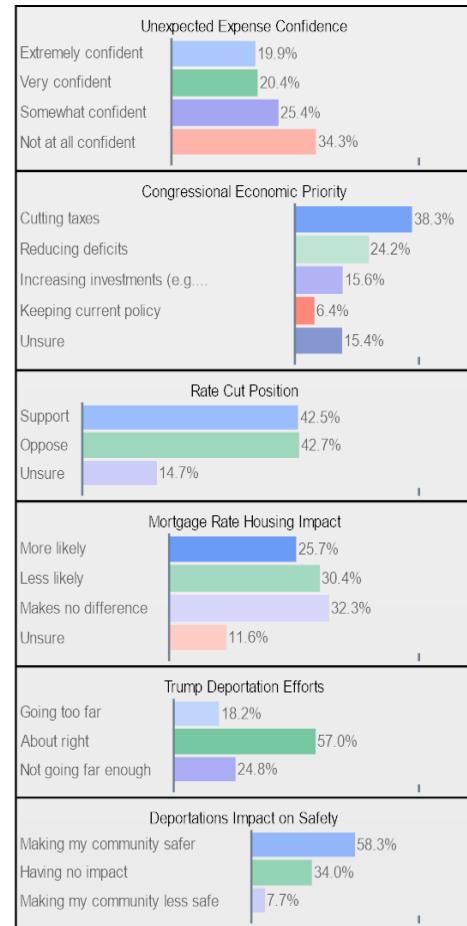
Old Dems (39%)



Young Dems (13%)

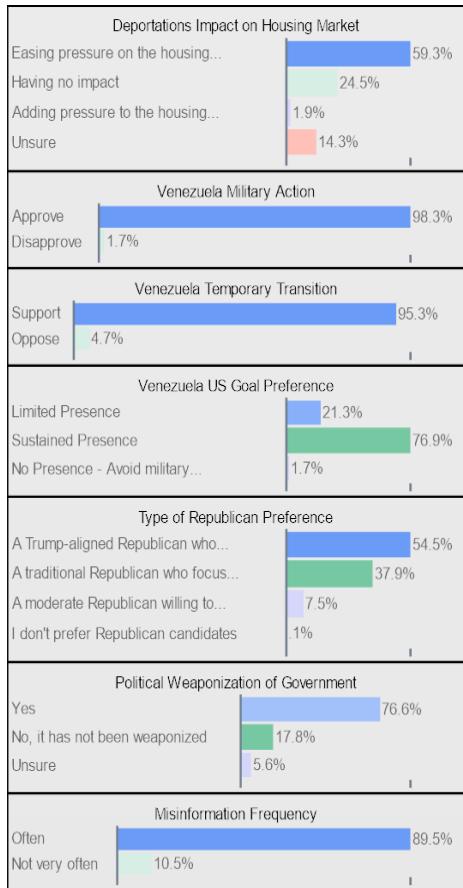


Young GOPs (19%)

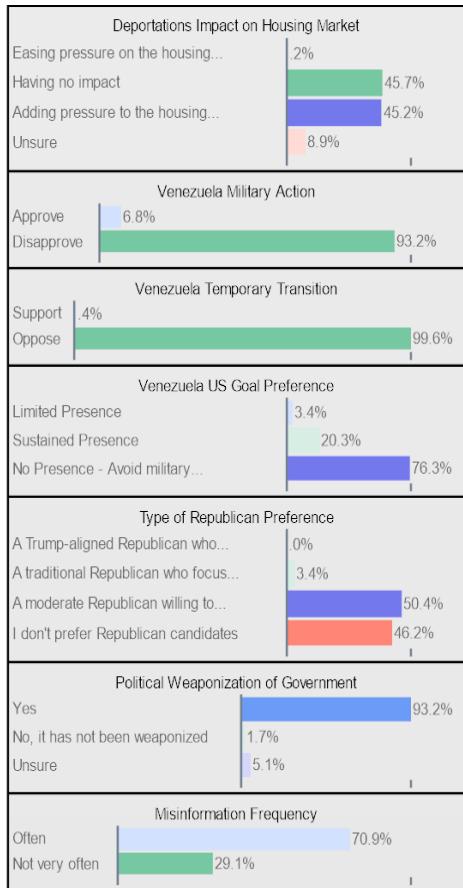


Segmentation Analysis:

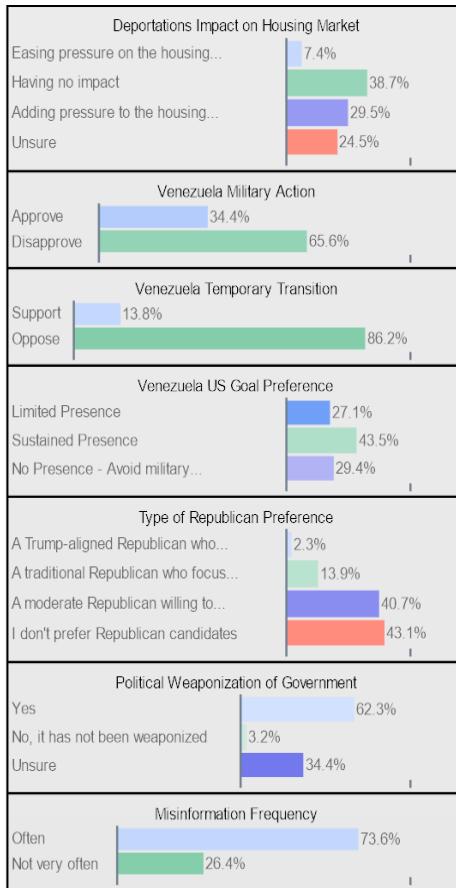
Old GOPs (30%)



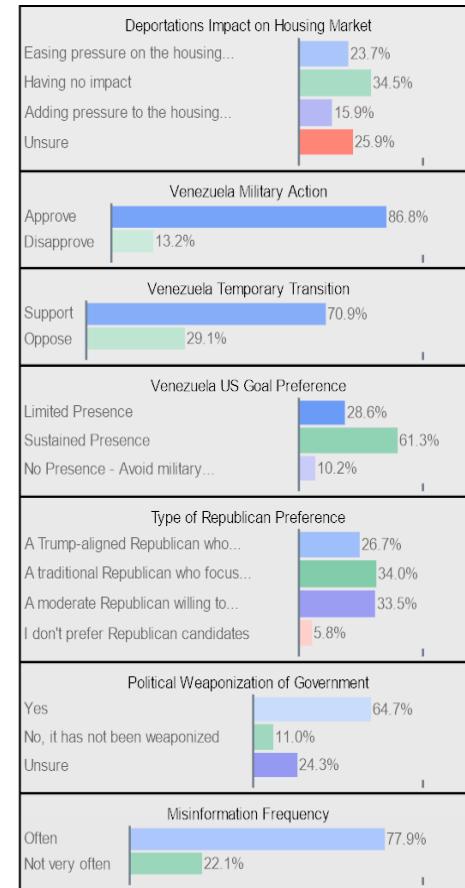
Old Dems (39%)



Young Dems (13%)

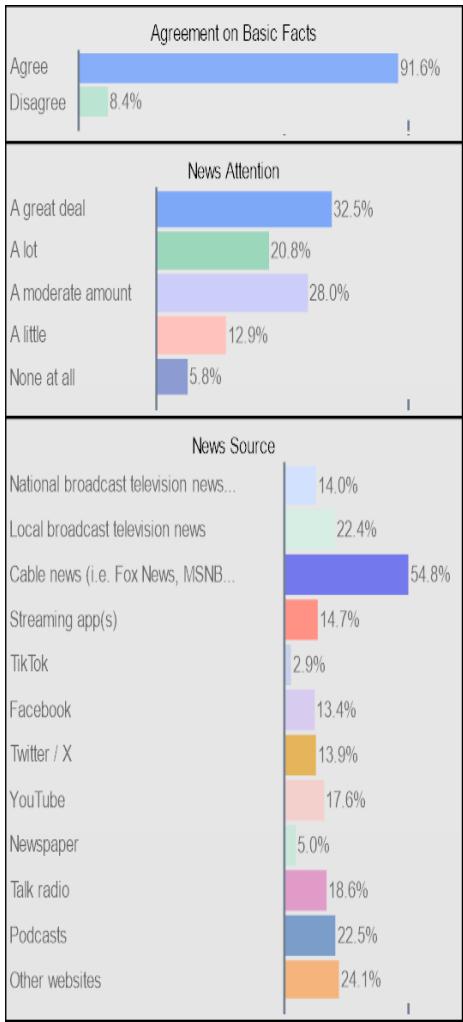


Young GOPs (19%)

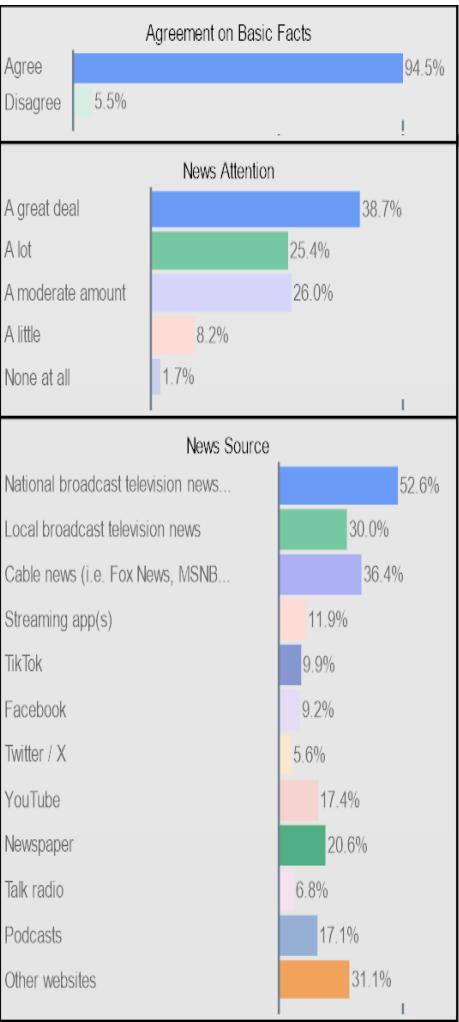


Segmentation Analysis:

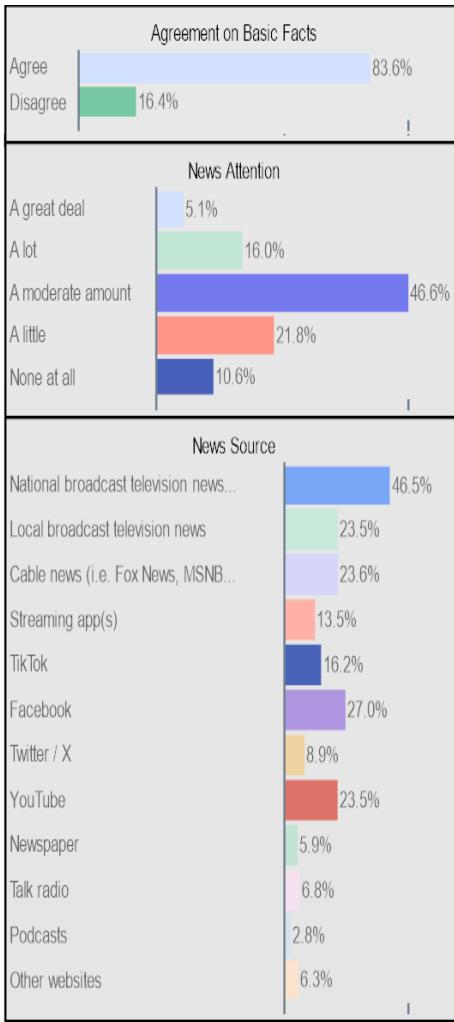
Old GOPs (30%)



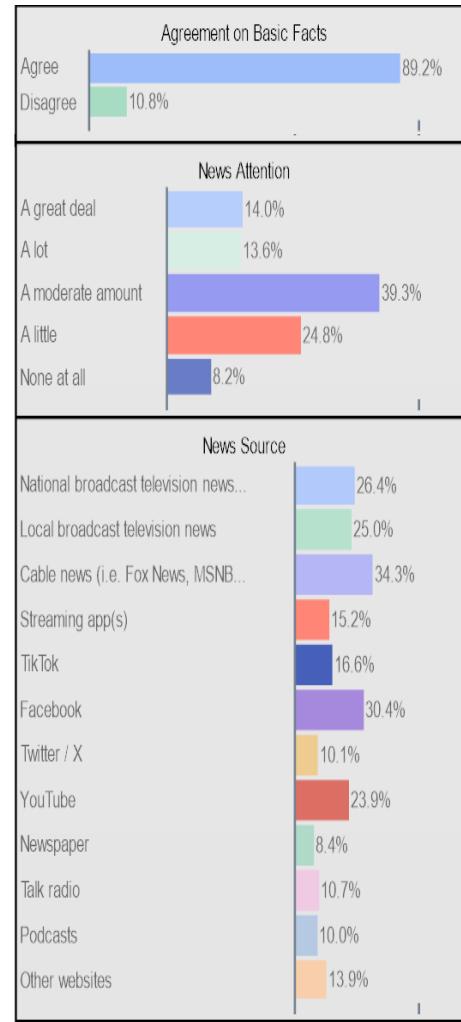
Old Dems (39%)



Young Dems (13%)

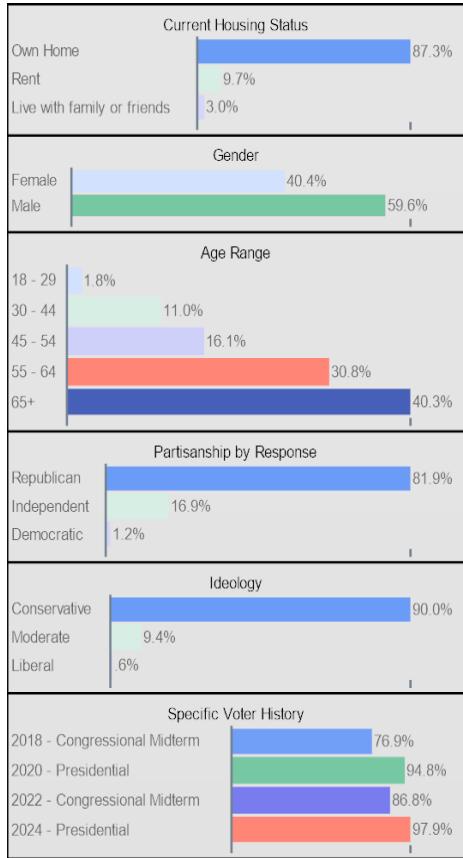


Young GOPs (19%)

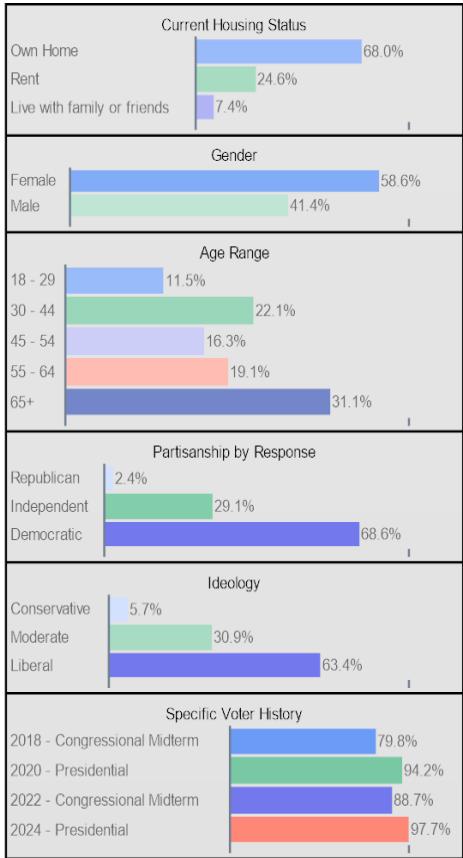


Segmentation Analysis:

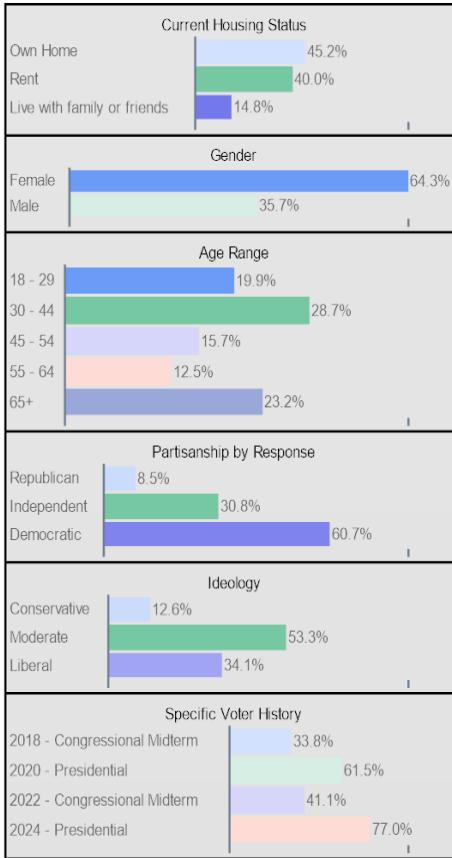
Old GOPs (30%)



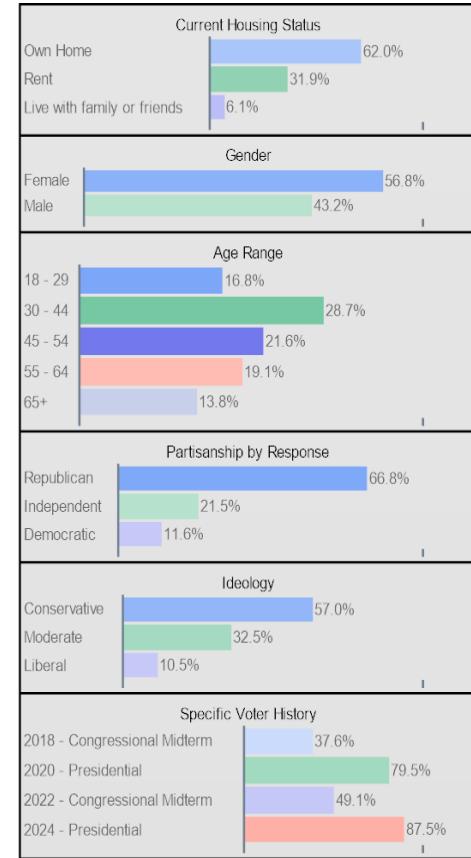
Old Dems (39%)



Young Dems (13%)

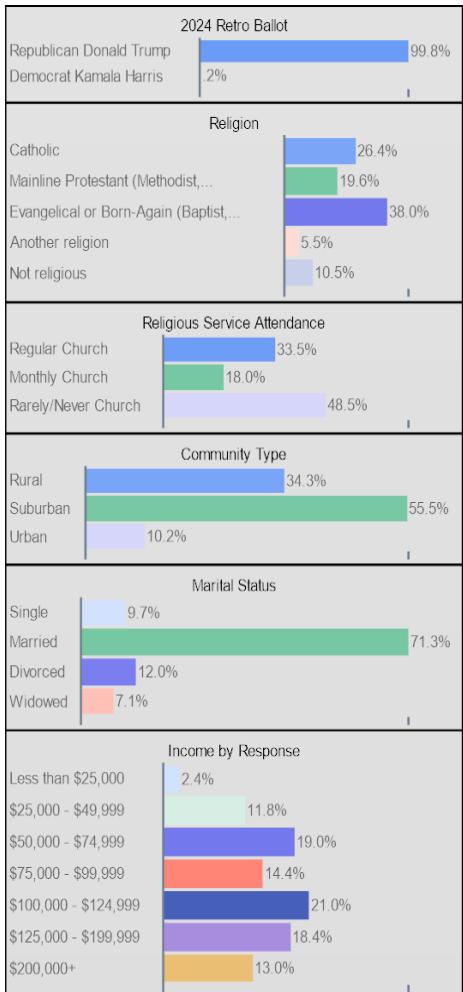


Young GOPs (19%)

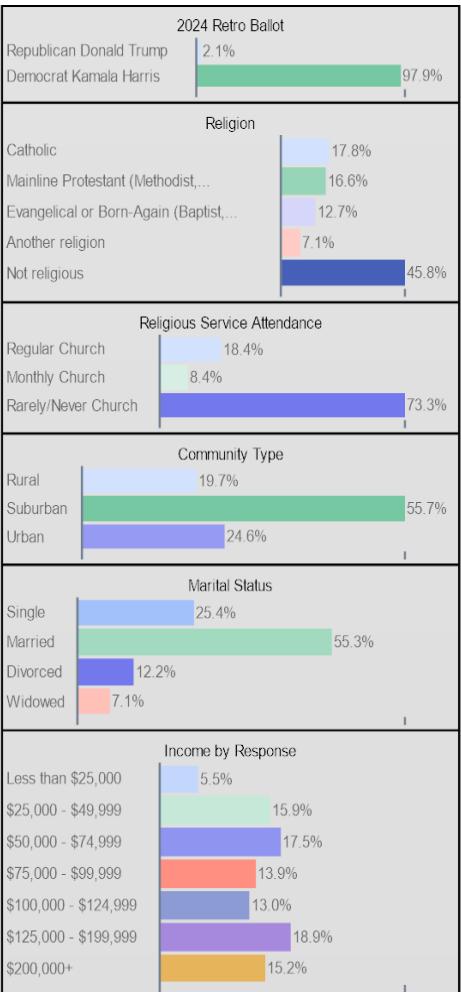


Segmentation Analysis:

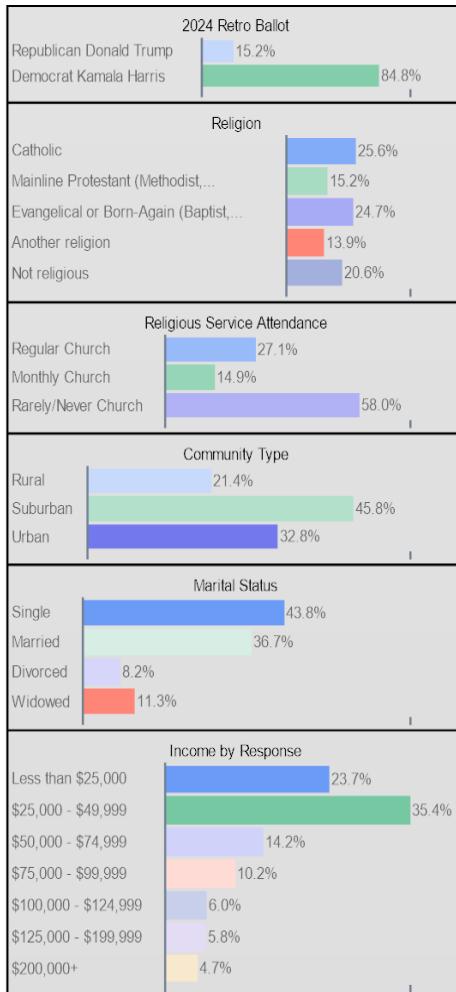
Old GOPs (30%)



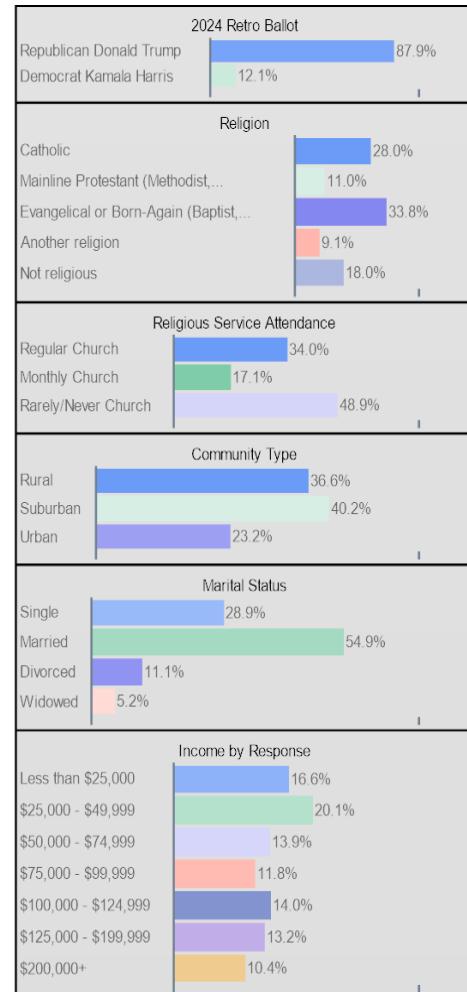
Old Dems (39%)



Young Dems (13%)

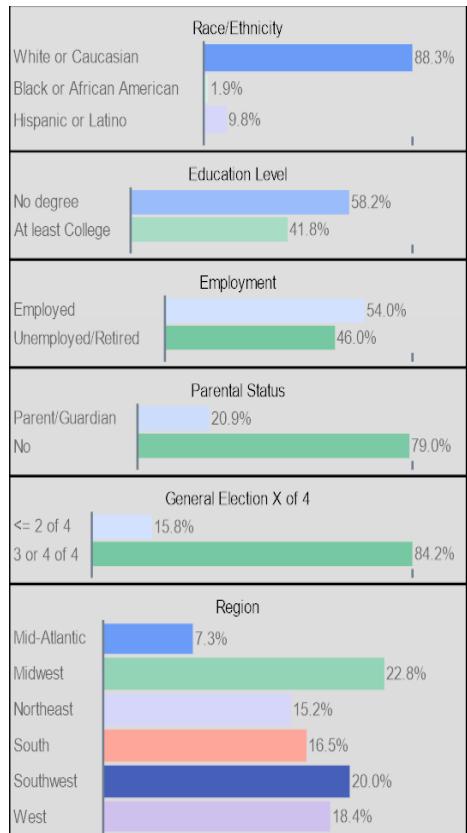


Young GOPs (19%)

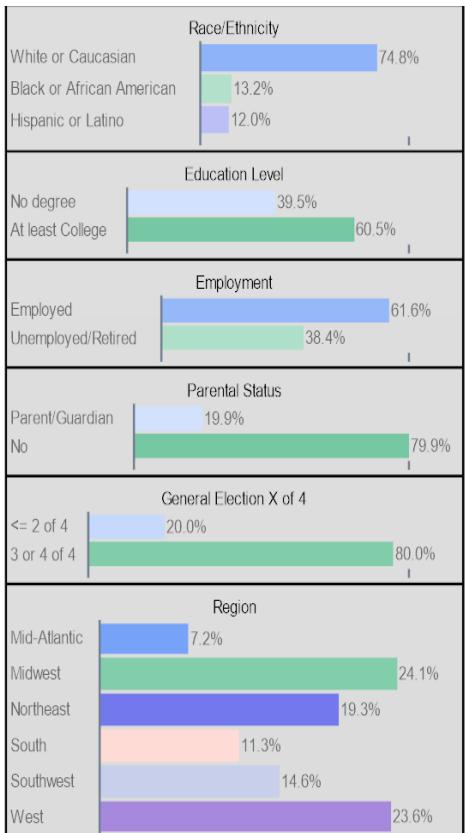


Segmentation Analysis:

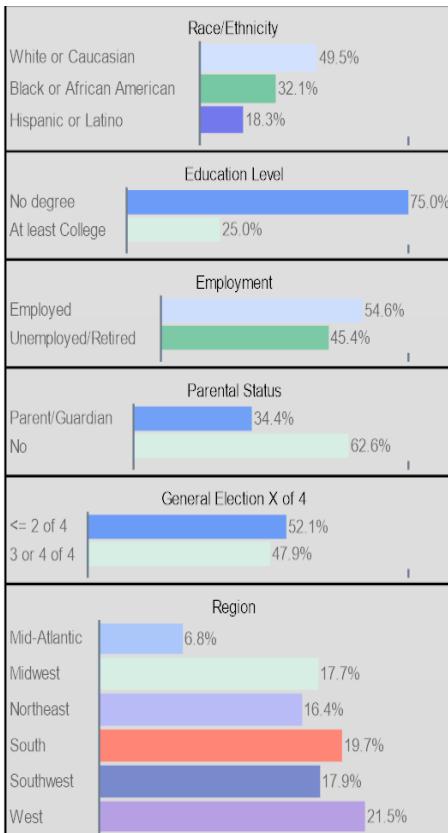
Old GOPs (30%)



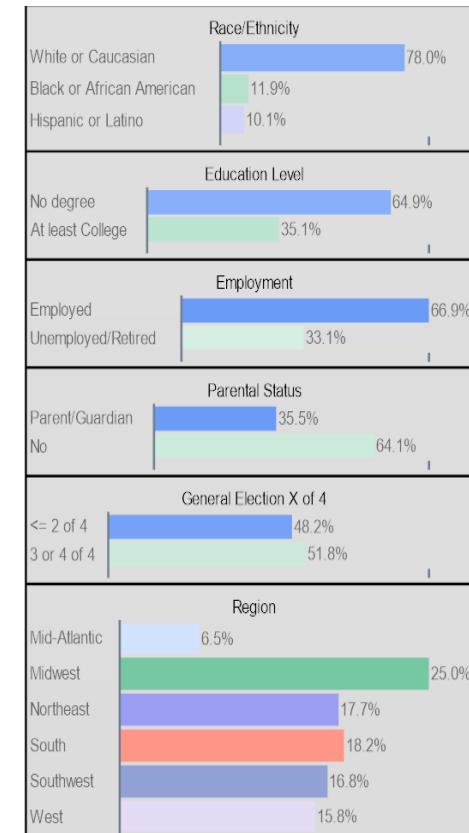
Old Dems (39%)



Young Dems (13%)

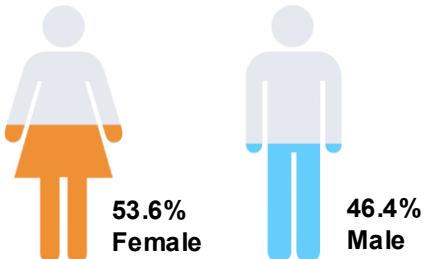


Young GOPs (19%)

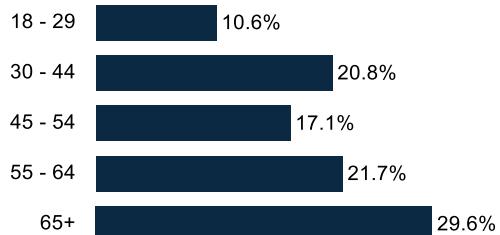


Demographics

Sex



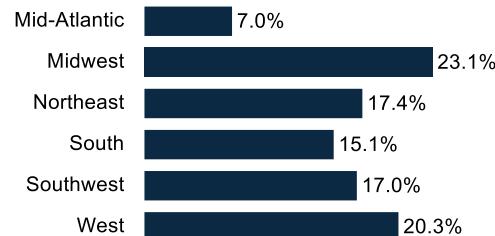
Age Range



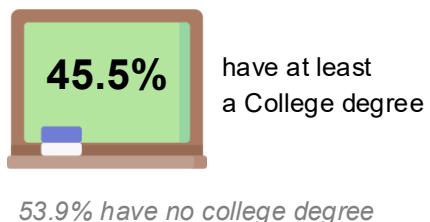
Household Income



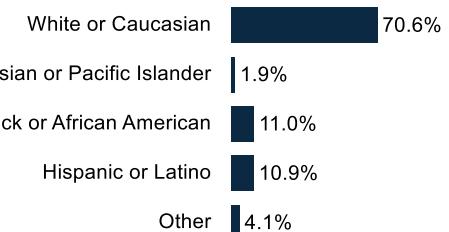
Geo - Region



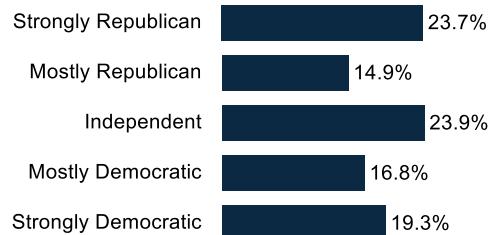
Education



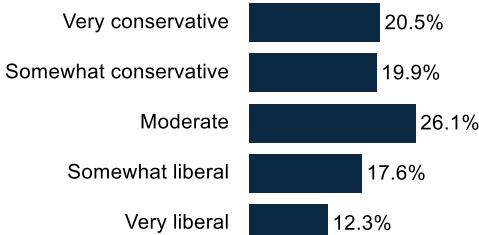
Race/Ethnicity



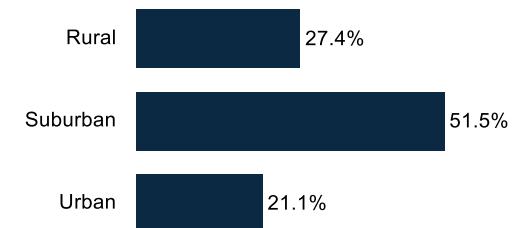
Partisanship



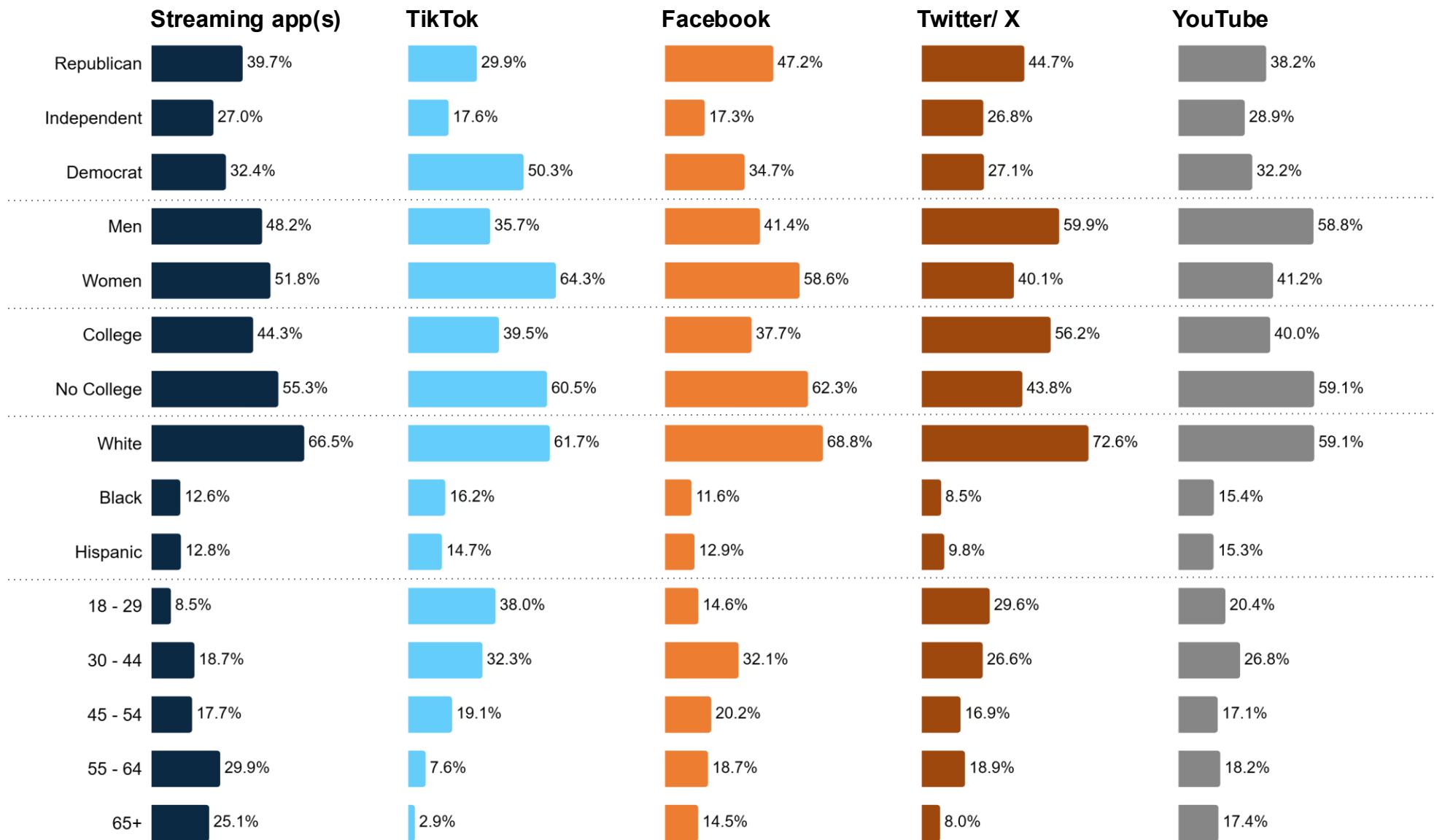
Ideology

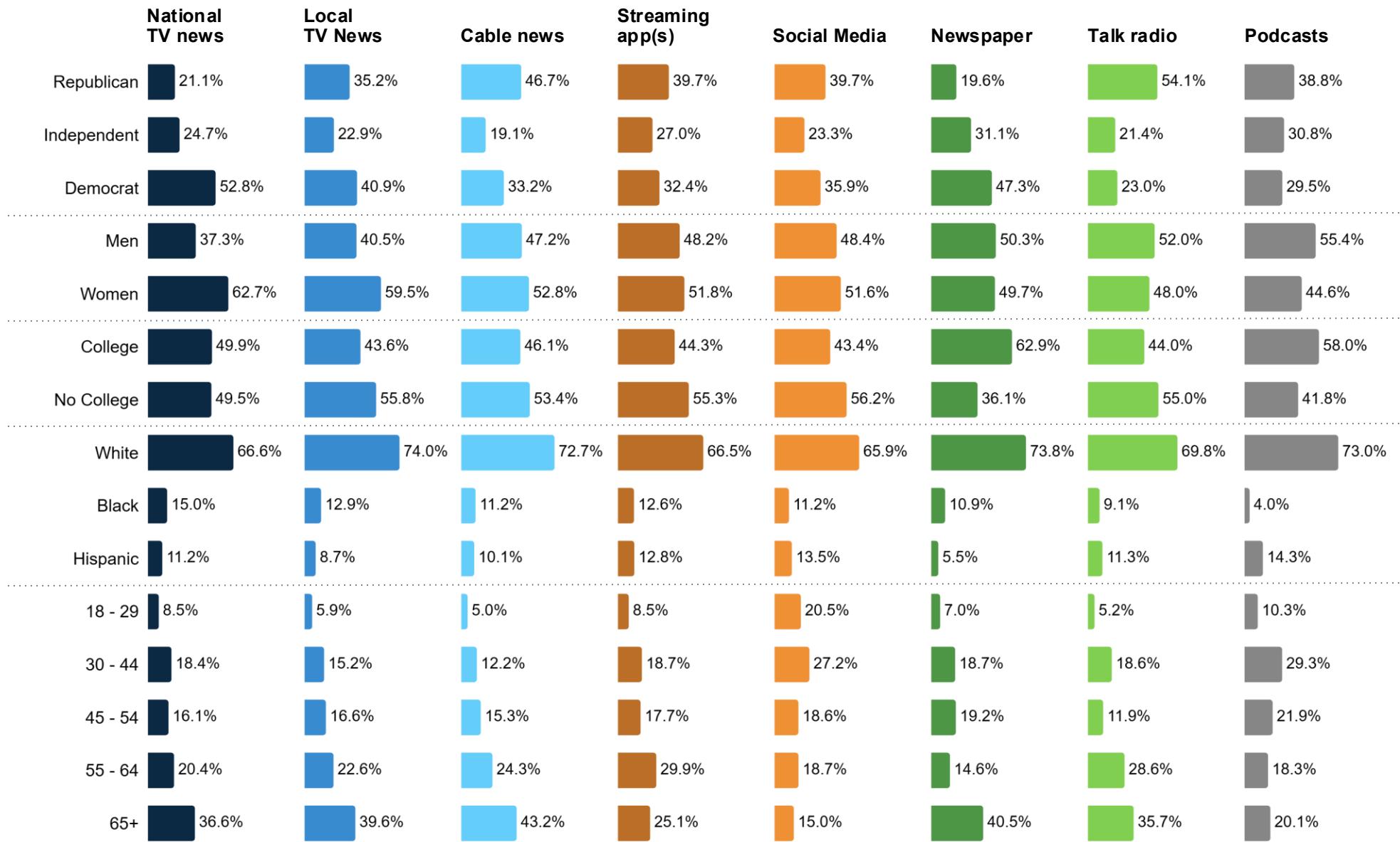


Community Type



Total sample size: 1500





	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	43%	40%	37%	44%	39%	79%	78%	82%	64%	48%	51%	53%	42%	38%	37%	35%	34%	23%	21%	18%	36%	42%	47%	39%	39%	43%	53%
Cable news	49%	34%	22%	48%	34%	30%	14%	16%	32%	16%	21%	44%	30%	31%	47%	41%	43%	64%	47%	59%	39%	40%	40%	40%	42%	42%	35%
National TV news	18%	50%	44%	19%	50%	12%	31%	35%	20%	32%	38%	19%	36%	50%	17%	43%	53%	23%	39%	72%	31%	36%	41%	36%	31%	46%	38%
Local TV news	23%	29%	23%	24%	28%	16%	6%	18%	11%	21%	24%	27%	26%	23%	24%	31%	31%	30%	31%	42%	25%	26%	27%	25%	29%	26%	24%
Other websites	20%	25%	27%	20%	26%	20%	27%	31%	17%	34%	27%	22%	40%	28%	20%	21%	22%	17%	29%	10%	19%	25%	21%	28%	21%	15%	16%
YouTube	19%	19%	21%	20%	18%	50%	43%	30%	29%	31%	20%	20%	24%	15%	15%	17%	18%	11%	13%	10%	13%	20%	25%	16%	16%	23%	32%
Facebook	20%	14%	13%	19%	14%	36%	19%	19%	34%	23%	22%	30%	4%	19%	14%	13%	16%	10%	6%	8%	18%	16%	17%	14%	19%	15%	22%
Podcasts	18%	14%	13%	18%	14%	17%	22%	10%	21%	25%	21%	15%	25%	23%	16%	13%	8%	12%	17%	5%	13%	19%	11%	21%	12%	14%	12%
Streaming app(s)	14%	13%	15%	15%	12%	12%	10%	11%	10%	16%	12%	12%	12%	17%	19%	22%	15%	13%	15%	9%	15%	14%	12%	13%	13%	16%	16%
Newspaper	6%	17%	11%	5%	17%	1%	14%	6%	4%	10%	16%	6%	14%	21%	4%	13%	11%	10%	23%	20%	10%	11%	16%	17%	8%	11%	7%
Talk radio	16%	6%	11%	16%	7%	8%	4%	5%	12%	13%	7%	10%	7%	5%	21%	11%	6%	17%	10%	10%	12%	11%	9%	11%	11%	9%	11%
TikTok	8%	12%	7%	7%	12%	28%	29%	41%	18%	5%	20%	12%	13%	6%	2%	2%	8%	1%	0%	2%	11%	8%	12%	8%	9%	10%	16%
Twitter / X	12%	7%	7%	12%	7%	16%	25%	30%	16%	14%	8%	14%	10%	3%	11%	10%	2%	5%	2%	0%	6%	10%	13%	12%	8%	11%	7%
Unsure	3%	1%	6%	3%	2%	4%	0%	0%	7%	6%	0%	5%	1%	0%	1%	5%	0%	3%	2%	3%	4%	2%	3%	1%	4%	1%	2%