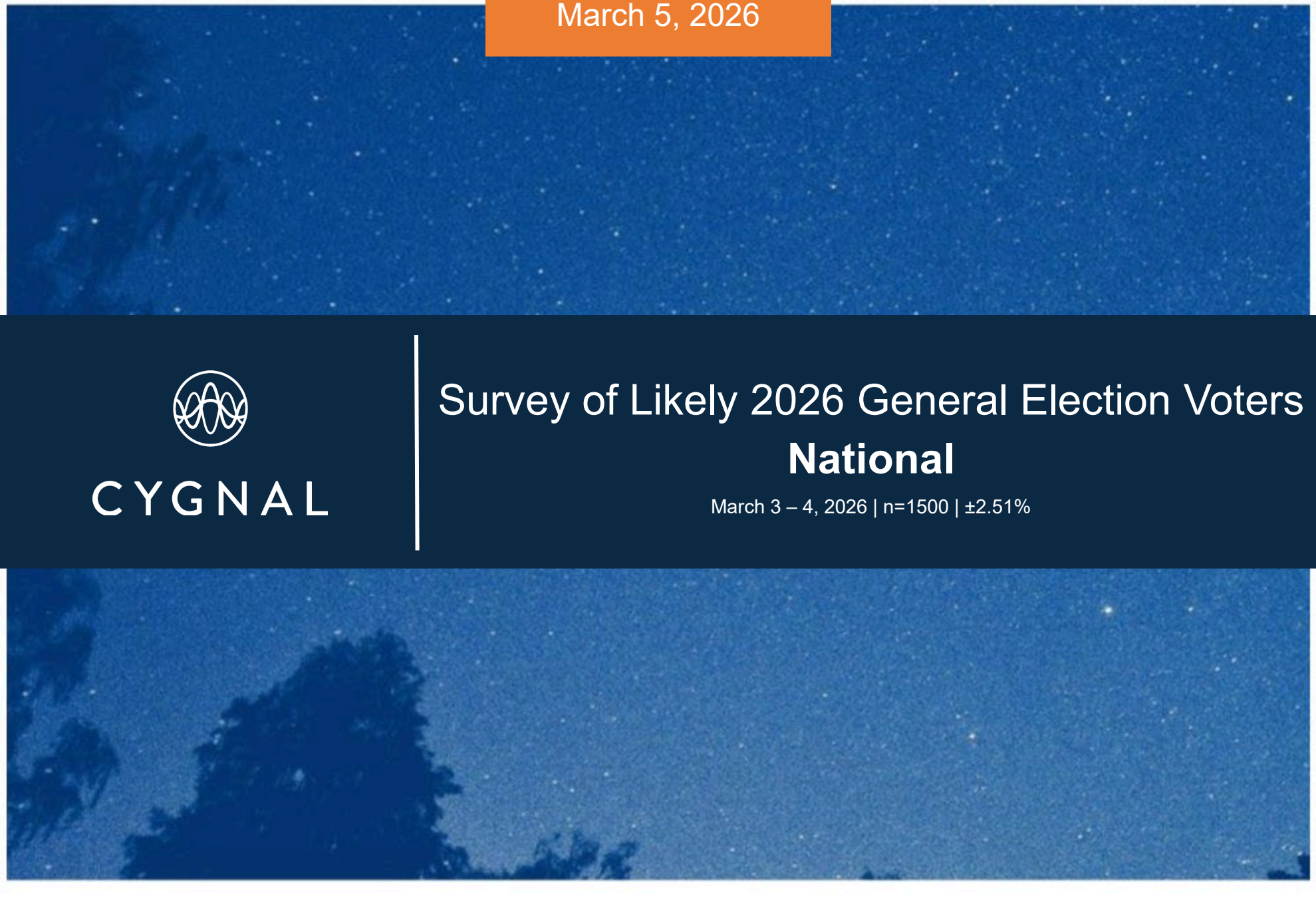
March 5, 2026



CYGNAL

Survey of Likely 2026 General Election Voters

National

March 3 – 4, 2026 | n=1500 | ±2.51%

Insights & Analysis

- **<u>The Electoral Landscape</u>**
  - **Democrats lead the generic (49–45)**. This marks their best result since Nov, but shy of the 6-point lead then. The GOP also had their best month in ballot share (45%) since Oct.
    - Swing voters moved from R+12 to R+1, driven by a smaller swing electorate and increased intensity sorting; Feb swing voters chose sides and went left over the month.
      - Republicans hardened existing support. *Definitely Republican* intent rose across nearly every subgroup, while Democratic intensity showed mixed movement: gains among **college** women (+5) and voters over 55 (+5), with declines among **non-college men (-8), urban voters (-9), Blacks (-5), and Hispanics (-7).**
    - **18-29 year olds** break (64–31) Democratic on the generic ballot, but they view Democrats net-unfavorably by a 4-point margin. They are **voting Democratic while being deeply pessimistic about the direction either party has produced**.
    - **Non-college men break** 57% GOP / 38% Dem (+5 net since Feb ’26). College women are the mirror image at 60% Dem / 35% GOP (-4 net).
    - Democrats did particularly well with **suburban women**, who swung D+12 from February.
    - The biggest shifts toward Republicans are being driven by **non-college men**, **men under 55** and two traditionally Democratic-leaning groups: **Hispanic voters** (+6 net) and **urban voters** (+7 net).
    - Among **Independent** voters, a group that shifted **+5 net overall toward a generic Republican**, it’s mostly **men under 55** and **college-educated men**.

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Insights & Analysis

- 93% of Democrats say wrong track vs. 84% of Republicans who say right direction. **Independents are +9 net more positive on the direction of the country** than last month.

- **Issue Priorities**
  - Inflation and threats to democracy are tied as the top priority (19% each).
  - Immigration surged 3 points since January, now the third-highest priority nationally.
  - **Young voters prioritize healthcare at 18%** — tied with the economy.
    - That is a dramatically different issue profile than older voters (-7 on healthcare comparatively) and signals that healthcare, not border security, is an issue that can reach the rising generation.

- **Party Messaging & Trust**
  - **Republicans hold a clear advantage on vision.** Only 11% of voters say Democrats have a clear, compelling vision for the country, (**27% for Republicans**).
    - Independents: 6% of say Democrats have a clear vision; 17% who say Republicans do.
    - Independents who say Democrats are out-of-touch or mostly focused on opposing Trump (17% of the electorate) break Republican 48-35, despite being unfavorable of Trump (-6); a critical persuasion opportunity re: Democratic vision/leadership failures.
  - **Neither party has a strong trust advantage**. 44% of voters don't trust Republicans in Congress at all to address issues facing Americans. For Democrats, it's 41%.

Insights & Analysis

- **Republicans** (12%) **edge out by a 4-point margin in "a ton" of trust among perfect voters** who have voted in 4 of the last 4 general elections vs. Democrats (8%).

- Voters view **news media outlets and journalists** playing **more of a gatekeeper role** (selectively choosing what information gets shared) **instead of watchdog role** (investigating and calling out misconduct) by a 26-point margin (57-31).
  - **Republicans under age 30 push that to 83%** — the highest of any subgroup.
  - Still, nearly 4-in-10 Democrats see media acting as a gatekeeper.

- **<u>Violence Against Government – Part 2</u>**
  - Voters continue **reject the idea** that it's okay to **go beyond peaceful protest in response to raids conducted by ICE** by a 44-point margin.
    - **Young, liberal women** continue to be the group of violence: 60% agree it's acceptable.

- **<u>DOGE & Spending</u>**
  - DOGE's efforts to cut spending have **71% support overall** — including **Democrats** supporting it by +9 net, and +44 net among independents.
    - Even **moderates strongly support DOGE cuts by a 46-point margin**.
  - When voters learn **Democrats voted against spending cuts**, the *generic ballot narrows* to a tie (46-46) after a net 4-point boost for the Republican.
    - **Among moderates, the ballot moves +6 net points** towards the generic Republican. **+9 net shift among swing voters –** nearly negating the 11-point shift toward Dems on the generic ballot from February to March.

Insights & Analysis

- **SAVE Act**
  - **Americans broadly support the *SAVE Act*** by a 20-point margin (58 – 38).
    - Support is strong among Independents (+15). Even among Democrats, 24% support the common-sense legislation, making opposition narrower than on most issues.
    - **Hispanic voters are +9 net in support of the *SAVE Act***, cutting directly against the Democratic assumption that Hispanic voters oppose election integrity measures.
- **The Bipartisan Populist Surge Against Corporate America**
  - **Only 20% of voters have some trust in corporations to act in the best interest of Americans**.
    - **Republicans are the "most" trusting group** in the survey at 31%.
    - **Rural voters**, despite their Republican lean, trust corporations at just 15%.
    - The "not at all" **intensity is most concentrated among younger voters**: 18–29-year-olds at 63. Older voters are nearly as distrustful in total (78%).
    - **51% of high-income voters** ($200k+) **have no trust in corporations**, which should unsettle any company who assumes affluence correlates with goodwill.
  - *Corporate profit-motive skepticism* has no meaningful floor anywhere in the electorate. **86% say corporations are looking out for their own profits** while just 10% say because it's good for the country.
    - The range across all subgroups is roughly 79% to 94%.
    - 80% of Republicans say that corporations look out for their own profits.

Insights & Analysis

    - These are the voters, and legislators, corporations typically count as allies, and even they don't trust corporate stated motives.
- 89% believe **health insurers deny legitimate medical claims** to boost profits.
    - **Younger college-educated voters** are the most intense subgroup on this question: 94% yes. The **wealthiest voters** are +4 more “yes” than lower-income voters.
- 81% say **pharmaceutical companies price drugs to maximize shareholder returns**, not fund research. Just 14% think high prices are used to fund research or develop new medicine.
    - Affluent voters have **a harsher verdict on pharma than lower-income voters**.
    - Companies pitching pharma on "our customers trust us" have the wrong theory of who their customers are and what they believe.
- Voters **support federal caps on credit card interest rates** by a 69-point margin. This is the single **most broadly popular policy** in the entire survey.
    - **Women are the core of this coalition**.
    - **Married women support credit card rate caps at 86%** — the highest of any gender-marital subgroup, and 7 points above married men (79%). Married women are also **among the most contested voters in the electorate** (R+4 on the generic ballot).
- 82% of voters are **uncomfortable with tech companies collecting their personal data**.
- **College women are 7 points more uncomfortable with tech data collection** than college men (87% vs. 80%) and **6 points more likely to distrust corporations** generally.

Insights & Analysis

- **57% say regulations are necessary to protect consumers and workers**; 34% say they create unnecessary burdens that raise prices and slow the economy.
  - The business community has spent decades **arguing regulations hurt growth**.
- **68% say energy companies are taking advantage of consumers** to increase profits.
  - Republicans say gouging at 62% vs. Democrats at 73%.
- But on health insurance denials (93% women vs. 90% men) and pharma prices (tied 83%), the gap disappears. It is **concentrated in tech, finance, and energy, not healthcare**.
  - For companies in those sectors, college-educated women are the demographic most actively driving the trust deficit.
- **Rural voters distrust corporations at 83%**, 9 points higher than urban voters, despite being the most Republican-leaning geographic segment. Rural voters are simultaneously the most likely to back GOP candidates, support DOGE, and distrust large corporations.
  - Companies representing industries with rural footprints need to understand that their **political friendliness in rural areas has not translated into consumer trust**.
- **Middle-income voters** ($50k-$125k) – the broadest income band, representing the **core of the consumer economy** – register 87% on corporate profit motives, 89% on health insurer denials, 81% on pharma, 84% on credit card rate cap support, and 83% on tech data discomfort.

- **<u>The American Dream</u>**
  - Voters now say the **American Dream** is still alive by a 6-point margin **51–45. That's a +14 net positive swing** since August, driven by Republicans, Hispanics, and women 55+.

Insights & Analysis

- **Independents** who consider themselves **moderate or conservative are +23 net points** more likely to view the Dream as alive vs. +1 among liberal Independents.
- **Hispanic voters overall shifted +29 net more** likely to view the American Dream as alive than they were in August 2025.
- Voters who heard Trump's 2026 State of the Union Address believe the Dream is alive by a 12-point margin – 2x the topline margin.

- **<u>Financial Struggles</u>**
  - 36% of voters say they are **just getting by or struggling to make ends meet** + a 40% plurality who say they're doing okay but **having to be careful**. Just a quarter of voters say they are living comfortably.
    - **Non-college women are the most financially distressed** gender-education group: Nearly half (46%) are just getting by or struggling to make ends meet.
    - This is a group that also shifted -4 net against the GOP on the generic ballot — making them a genuine persuasion target on economic messaging.
    - 48% of those who do not believe the American Dream is alive are just getting by or struggling to make ends meet.
  - **Voters say if they got an extra $1,000, they'd use it to cover something they were already planning**, proving psychology that people take much more action to protect against loss than seek out potential future gain.
- **<u>AI & Technology</u>**
  - Voters are pessimistic about what AI's impact on society but believe the U.S. must lead.

Insights & Analysis

- They want to win the race even if they're worried about the destination. A majority of Americans (55%) believe **AI** will have a net *negative impact* on society, while 67% say U.S. leadership in AI development is important.

- **AI pessimism is greatest among younger voters and college women.**
  - The **most pessimistic age group on AI is those aged 18-29** (-42 net) – the generation most exposed to the technology and skeptical of its consequences.

- **America's History & Place in the World**
  - Voters overall view the **U.S. as a force for good by a 17-point margin**.
    - Only 33% of Black voters and 37% of 18–29-year-olds say the U.S. is a force for good in the world, compared to 61% of White voters and 60% of older voters.
  - However, voters believe there is **much for Americans to celebrate**, after 250 years as a nation, by a nearly 2:1 margin (63 – 35).
    - Americans who believe the nation has much to celebrate are bullish about the future. Among the 35% who say America does *not* have much to celebrate, **94% say the country is on the wrong track**.
    - Voters who are grinding in the workforce are **14 points less likely to see something to celebrate vs. those who don't work** (but reap the benefits of those who do).

- **Iran & Foreign Policy**
  - **50% support U.S. military strikes against Iran** (44% opposed) and are **uncertain but open about its future.**
    - Republicans overwhelmingly support strikes (87%). Even 15% of Democrats support the strikes, a higher number than the 9% of Republicans who oppose.

Insights & Analysis

- 89% of Democratic **women under 45** oppose the strikes, but Independent women of the same age support them by a 9-point margin, with swing voters over-indexing by +7 net.

- Only 49% are **extremely or very concerned about Iran developing a nuclear weapon**, with 22% not concerned at all.
- 42% say **Iran's best days are ahead of it**, but it's a softly held opinion with 31% uncertain.
- 57% of American voters are extremely or very confident in the readiness and strength of the U.S. military.
- Voters are **confused on Cuba**; only 37% see it as an enemy and 9% as an ally.
  - **Hispanic voters view it more as an enemy by a mere24 points**.

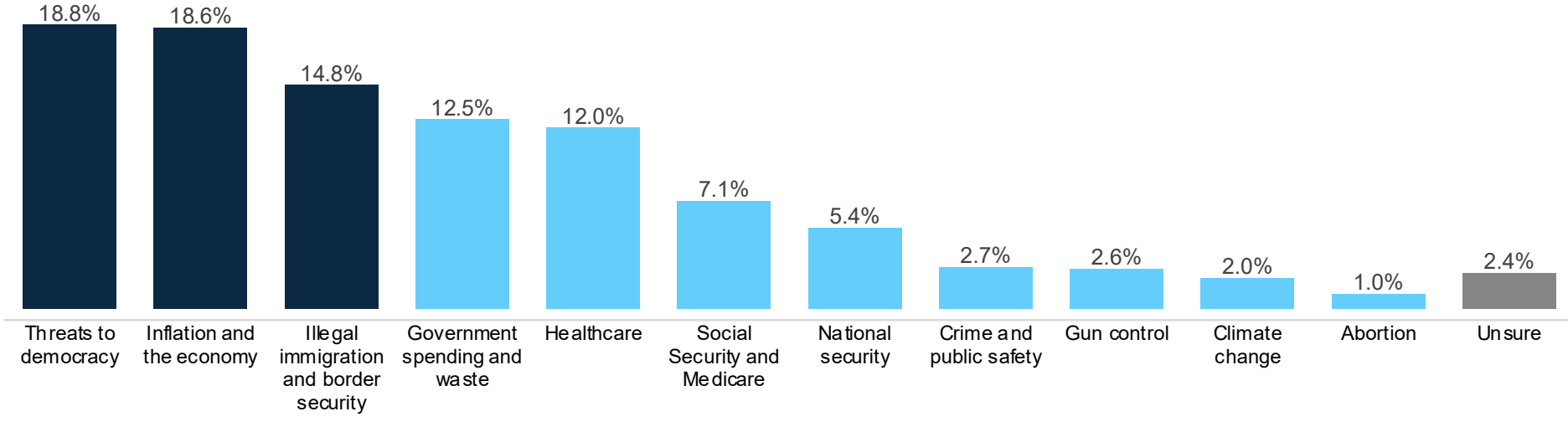
- **State of the Union Viewership & Impact**
  - **How voters encountered the speech drove reactions.** Those who **encountered it directly**, watching live (40%), viewed it **net-positively by a 14-point margin**.
    - By contrast, voters who saw, read, or heard (SRH'd) about the speech *secondhand*—through news coverage or commentary (35% news, 22% discussion, 22% print/online)—were much more *negative* (55% negative vs. just 23% positive).
    - The lopsided negative reaction is both a **reflection of how the media filters Trump and of how viewers chose to engage the SOTU**: Republicans were more likely to engage directly with the speech, while Democrats were more likely to consume commentary – reinforcing pre-existing partisan beliefs rather than changing minds .

Insights & Analysis

- Among those who **SRH'd the SOTU at all**, the generic ballot sits at 48-48 tie with 5% undecided. Those who weren't exposed are D+34, proving self-selection.
- Just **34% of voters under 55 say they watched it live** and another 12% say they didn't watch it at all, while **half of older voters** say they watched it live.

- Voters who get their political news mainly on broadcast TV viewed the speech net-negatively by a 32-point margin, but **cable TV viewers were split** (39 – 39).
  - Voters relying on **Facebook, podcasts, talk radio, or YouTube** – mediums Trump owned during the 2024 presidential campaign – viewed the speech **net-negatively by a 5-point margin**. These voters **self-identify 11 points more Republican than Democrat**, suggesting these mediums **need more direct engagement from the President**. It's time for Trump to get back on the podcast circuit.

Top Priority



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Threats to democracy	19%	21%	20%	18%	16%	22%	12%	16%	26%	13%	22%	18%	4%	21%	33%	17%	20%	21%	19%	19%	20%	15%	18%	20%	12%	4%	34%	24%	14%	14%	19%	21%
Inflation and the economy	19%	22%	14%	21%	18%	21%	19%	18%	18%	17%	19%	21%	16%	22%	20%	20%	18%	19%	18%	26%	21%	22%	17%	21%	23%	15%	21%	31%	20%	24%	18%	17%
Illegal immigration and border security	15%	7%	18%	14%	21%	14%	21%	14%	11%	17%	14%	14%	29%	11%	3%	13%	16%	15%	17%	5%	15%	15%	17%	12%	9%	29%	2%	5%	13%	14%	11%	17%
Government spending and waste	13%	10%	9%	15%	17%	16%	16%	11%	8%	14%	12%	11%	18%	15%	5%	9%	15%	14%	12%	8%	17%	13%	15%	9%	15%	19%	6%	0%	14%	11%	15%	12%
Healthcare	12%	16%	12%	13%	7%	11%	8%	14%	15%	11%	13%	10%	8%	12%	15%	13%	10%	12%	12%	11%	12%	14%	11%	13%	13%	8%	15%	12%	10%	12%	18%	11%
Social Security and Medicare	7%	5%	11%	3%	9%	4%	8%	10%	6%	7%	6%	9%	6%	5%	9%	10%	7%	4%	7%	13%	4%	4%	7%	8%	8%	6%	8%	7%	9%	5%	5%	8%
National security	5%	3%	8%	4%	6%	5%	4%	6%	6%	7%	4%	5%	10%	3%	2%	5%	5%	6%	6%	3%	1%	3%	6%	4%	6%	10%	1%	10%	3%	5%	5%	6%
Crime and public safety	3%	4%	1%	4%	3%	2%	4%	2%	2%	4%	3%	2%	4%	3%	2%	3%	2%	3%	3%	3%	2%	3%	2%	4%	4%	4%	2%	6%	3%	3%	3%	2%
Gun control	3%	6%	2%	2%	1%	2%	1%	4%	3%	3%	2%	4%	1%	1%	5%	3%	3%	3%	2%	7%	6%	4%	2%	3%	3%	1%	4%	0%	5%	5%	1%	2%
Climate change	2%	3%	1%	2%	1%	3%	1%	2%	3%	1%	2%	4%	1%	2%	3%	2%	3%	2%	2%	3%	0%	1%	1%	3%	2%	1%	3%	0%	3%	2%	0%	2%
Abortion	1%	2%	0%	1%	1%	0%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	4%	2%	2%	1%	0%
Unsure	2%	2%	3%	3%	2%	1%	3%	3%	1%	4%	2%	1%	2%	4%	1%	3%	2%	2%	2%	1%	2%	4%	2%	2%	4%	2%	2%	2%	4%	3%	4%	1%

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

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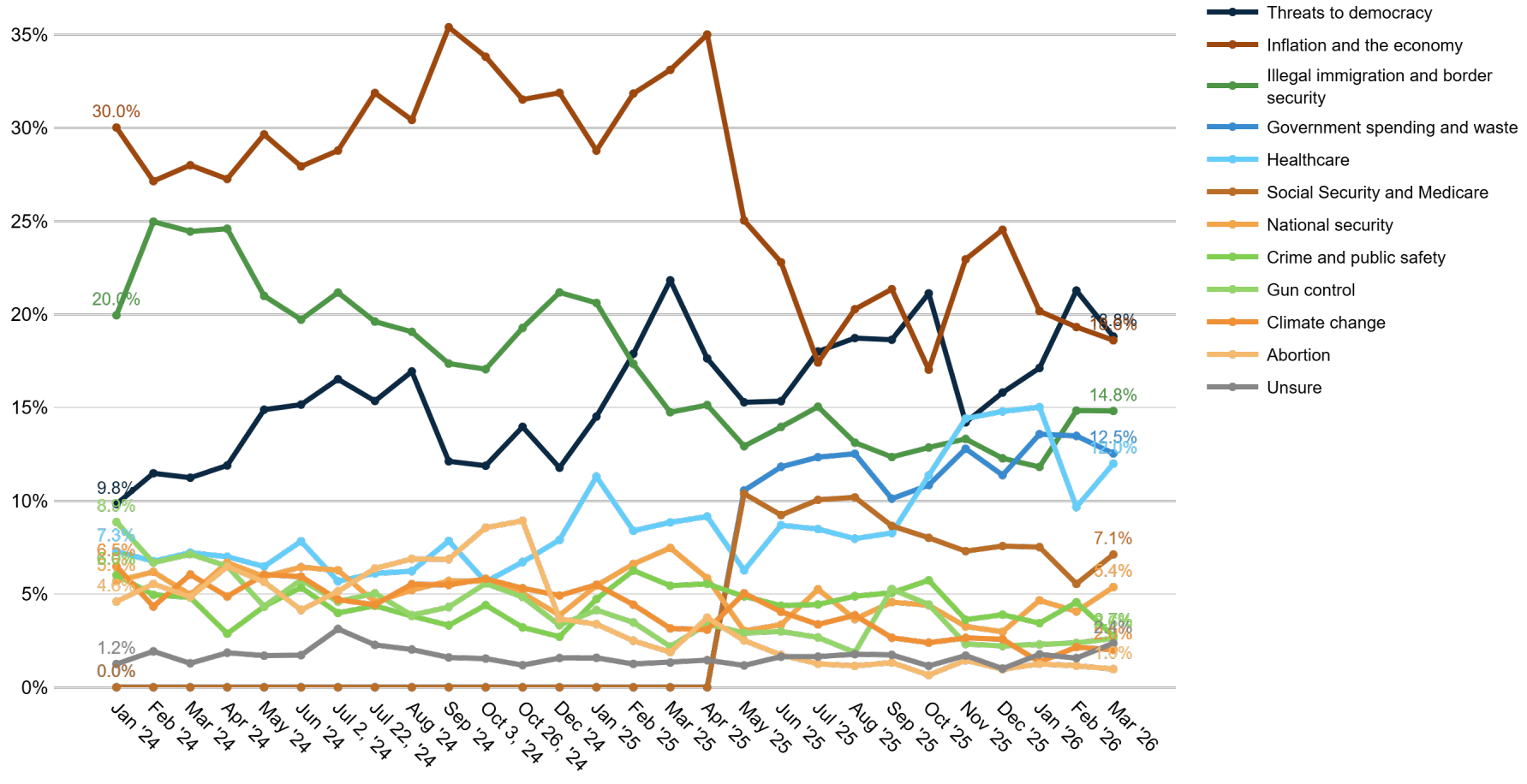
Trend: Top Priority



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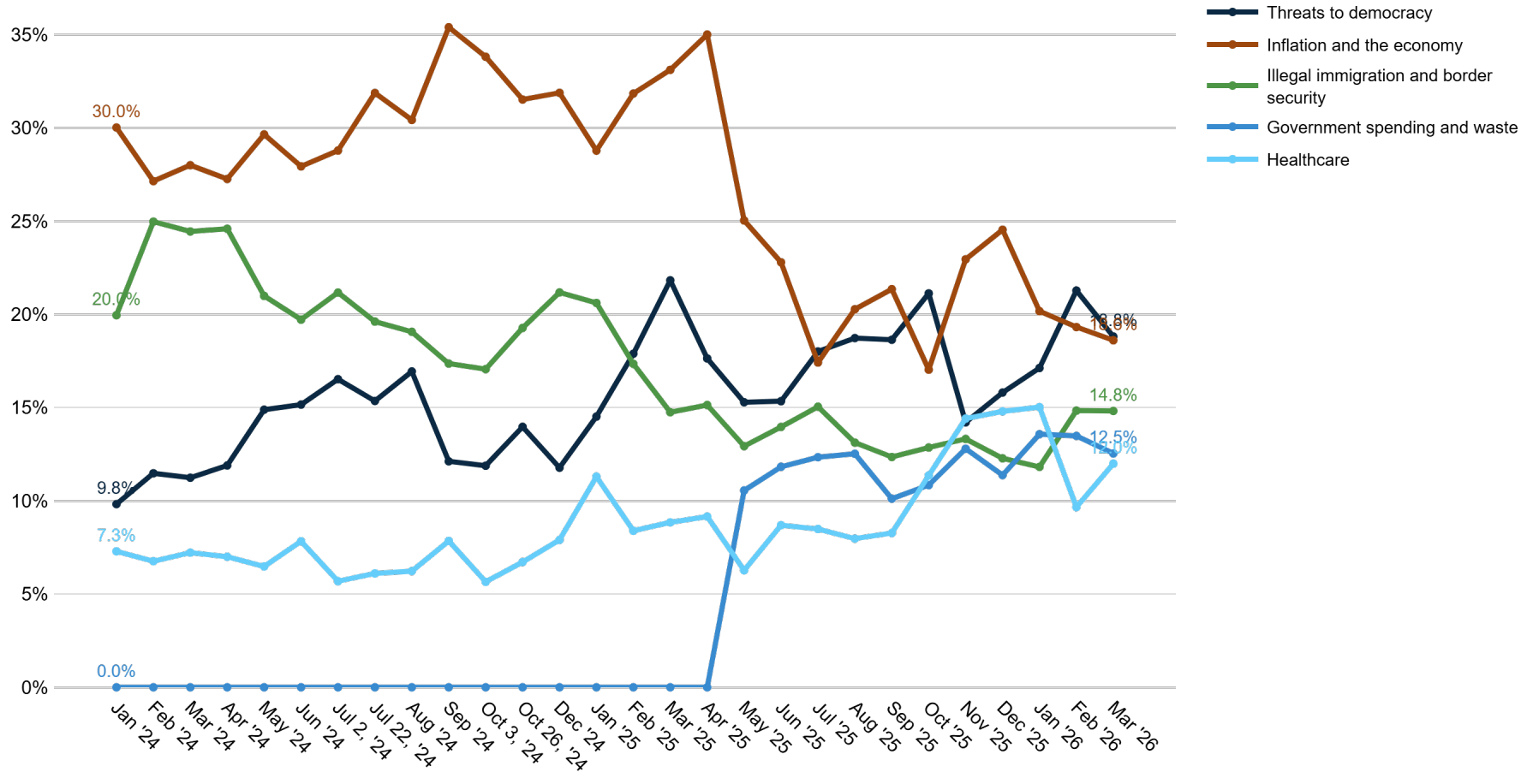
Trend: Top Priority (At Least 10%)



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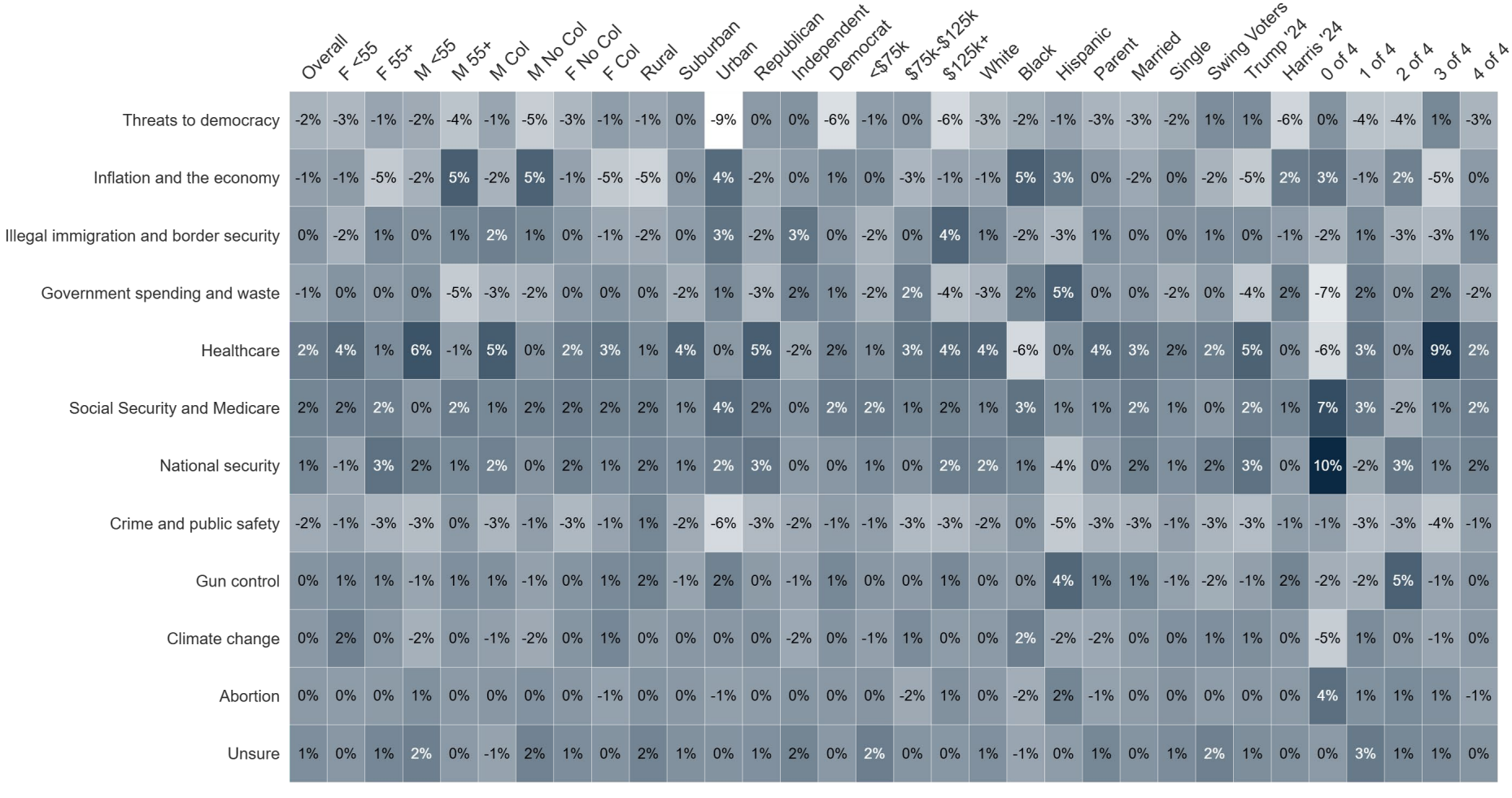
Percent Change: Top Priority (Feb '26 to Mar '26)



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Threats to democracy	-2%	-3%	-1%	-2%	-4%	-1%	-5%	-3%	-1%	-1%	0%	-9%	0%	0%	-6%	-1%	0%	-6%	-3%	-2%	-1%	-3%	-3%	-2%	1%	1%	-6%	0%	-4%	-4%	1%	-3%
Inflation and the economy	-1%	-1%	-5%	-2%	5%	-2%	5%	-1%	-5%	-5%	0%	4%	-2%	0%	1%	0%	-3%	-1%	-1%	5%	3%	0%	-2%	0%	-2%	-5%	2%	3%	-1%	2%	-5%	0%
Illegal immigration and border security	0%	-2%	1%	0%	1%	2%	1%	0%	-1%	-2%	0%	3%	-2%	3%	0%	-2%	0%	4%	1%	-2%	-3%	1%	0%	0%	1%	0%	-1%	-2%	1%	-3%	-3%	1%
Government spending and waste	-1%	0%	0%	0%	-5%	-3%	-2%	0%	0%	0%	-2%	1%	-3%	2%	1%	-2%	2%	-4%	-3%	2%	5%	0%	0%	-2%	0%	-4%	2%	-7%	2%	0%	2%	-2%
Healthcare	2%	4%	1%	6%	-1%	5%	0%	2%	3%	1%	4%	0%	5%	-2%	2%	1%	3%	4%	4%	-6%	0%	4%	3%	2%	2%	5%	0%	-6%	3%	0%	9%	2%
Social Security and Medicare	2%	2%	2%	0%	2%	1%	2%	2%	2%	2%	1%	4%	2%	0%	2%	2%	1%	2%	1%	3%	1%	1%	2%	1%	0%	2%	1%	7%	3%	-2%	1%	2%
National security	1%	-1%	3%	2%	1%	2%	0%	2%	1%	2%	1%	2%	3%	0%	0%	1%	0%	2%	2%	1%	-4%	0%	2%	1%	2%	3%	0%	10%	-2%	3%	1%	2%
Crime and public safety	-2%	-1%	-3%	-3%	0%	-3%	-1%	-3%	-1%	1%	-2%	-6%	-3%	-2%	-1%	-1%	-3%	-3%	-2%	0%	-5%	-3%	-3%	-1%	-3%	-3%	-1%	-1%	-3%	-3%	-4%	-1%
Gun control	0%	1%	1%	-1%	1%	1%	-1%	0%	1%	2%	-1%	2%	0%	-1%	1%	0%	0%	1%	0%	0%	4%	1%	1%	-1%	-2%	-1%	2%	-2%	-2%	5%	-1%	0%
Climate change	0%	2%	0%	-2%	0%	-1%	-2%	0%	1%	0%	0%	0%	0%	-2%	0%	-1%	1%	0%	0%	2%	-2%	-2%	0%	0%	1%	1%	0%	-5%	1%	0%	-1%	0%
Abortion	0%	0%	0%	1%	0%	0%	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	0%	-2%	1%	0%	-2%	2%	-1%	0%	0%	0%	0%	0%	4%	1%	1%	1%	-1%
Unsure	1%	0%	1%	2%	0%	-1%	2%	1%	0%	2%	1%	0%	1%	2%	0%	2%	0%	0%	1%	-1%	0%	1%	0%	1%	2%	1%	0%	0%	3%	1%	1%	0%

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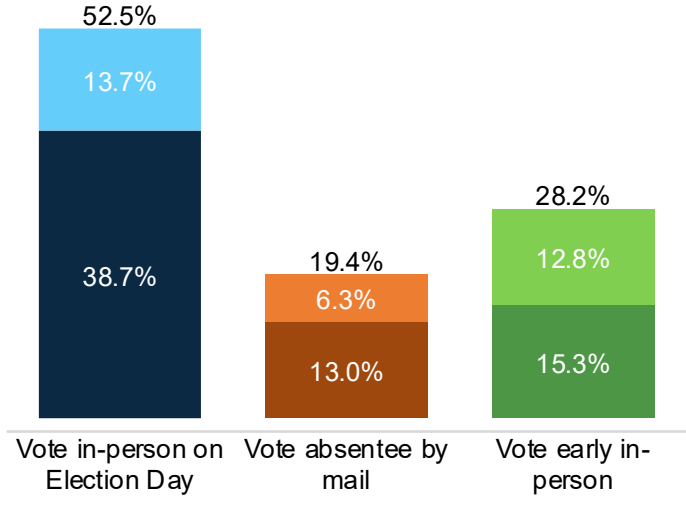
Vote Method



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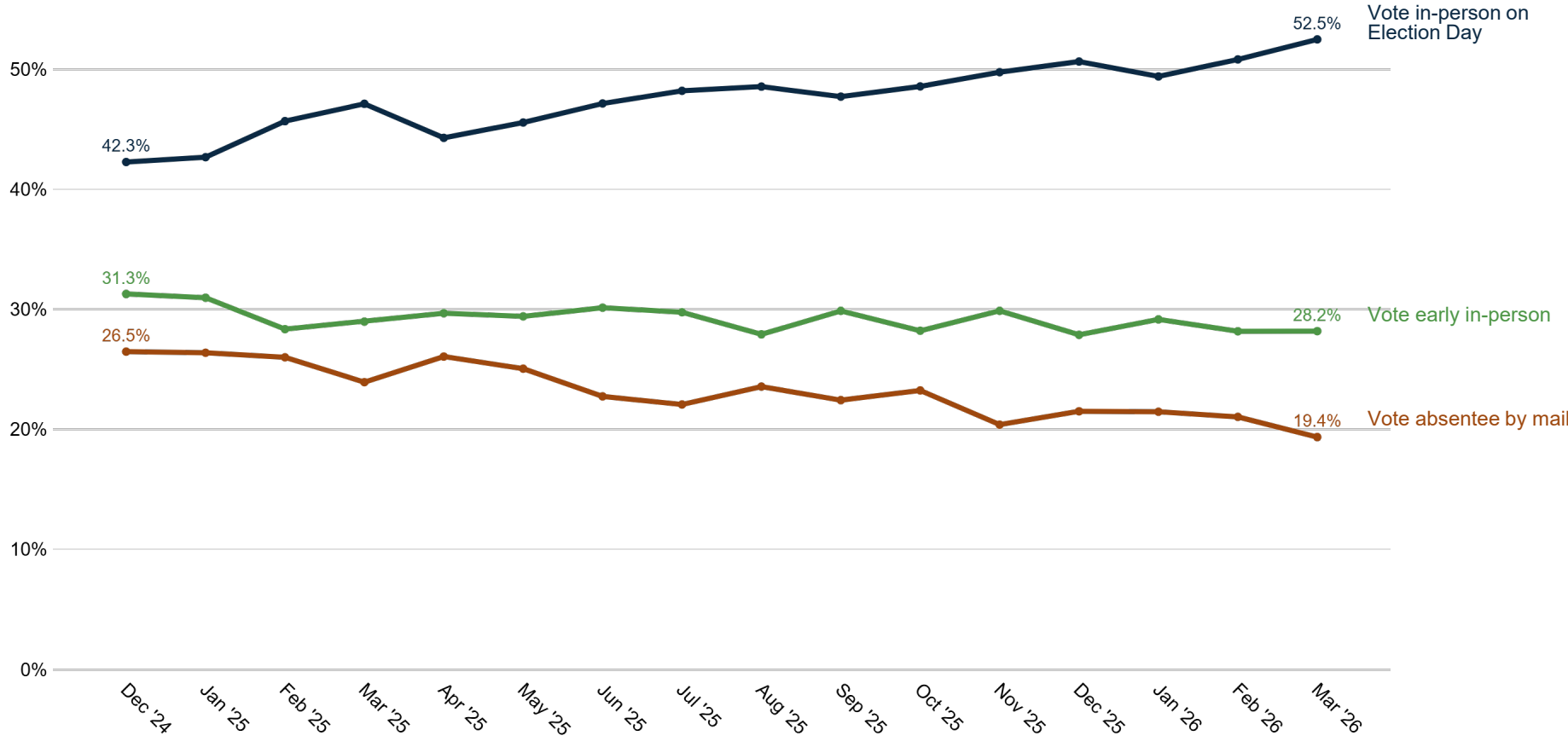
Definitely vote	67%	63%	68%	68%	70%	69%	70%	63%	69%	65%	69%	64%	68%	67%	67%	65%	72%	68%	67%	66%	67%	70%	70%	63%	60%	68%	68%	46%	61%	59%	63%	72%
Probably vote	33%	37%	32%	32%	30%	31%	30%	37%	31%	35%	31%	36%	32%	33%	33%	35%	28%	32%	33%	34%	33%	30%	30%	37%	40%	32%	32%	54%	39%	41%	37%	28%
Vote in-person on Election Day	52%	52%	52%	55%	51%	46%	59%	53%	51%	61%	49%	49%	63%	52%	42%	51%	55%	50%	55%	44%	43%	55%	56%	48%	53%	63%	43%	42%	53%	59%	58%	49%
Vote absentee by mail	19%	22%	23%	14%	18%	20%	13%	22%	22%	14%	21%	21%	10%	21%	28%	22%	16%	19%	20%	13%	21%	14%	15%	24%	23%	10%	28%	23%	18%	18%	16%	20%
Vote early in-person	28%	26%	25%	31%	31%	34%	28%	25%	26%	25%	29%	30%	27%	27%	30%	26%	29%	30%	25%	42%	36%	31%	29%	27%	25%	26%	29%	35%	29%	23%	26%	30%
Definitely vote in-person on Election Day	39%	36%	39%	41%	40%	34%	47%	36%	39%	45%	37%	34%	47%	40%	29%	36%	42%	40%	40%	34%	35%	45%	43%	33%	34%	47%	32%	16%	35%	41%	42%	39%
Probably vote in-person on Election Day	14%	16%	13%	14%	11%	12%	12%	17%	12%	17%	12%	15%	16%	12%	13%	16%	13%	10%	15%	11%	7%	10%	12%	16%	18%	16%	11%	26%	18%	19%	16%	11%
Definitely vote absentee by mail	13%	14%	17%	9%	12%	14%	7%	14%	16%	9%	15%	14%	7%	11%	21%	15%	11%	12%	13%	10%	13%	10%	11%	15%	13%	7%	20%	2%	10%	10%	11%	15%
Probably vote absentee by mail	6%	8%	6%	5%	6%	6%	5%	7%	7%	5%	7%	7%	4%	10%	7%	7%	5%	7%	6%	3%	8%	4%	4%	9%	9%	4%	8%	20%	8%	9%	5%	5%
Definitely vote early in-person	15%	13%	13%	18%	18%	21%	15%	12%	14%	11%	17%	16%	14%	15%	16%	14%	18%	16%	14%	22%	19%	15%	16%	15%	12%	14%	16%	28%	15%	9%	10%	18%
Probably vote early in-person	13%	13%	12%	13%	13%	13%	13%	13%	12%	13%	12%	14%	13%	12%	14%	13%	11%	15%	11%	20%	18%	16%	13%	12%	13%	13%	13%	7%	14%	13%	16%	12%

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

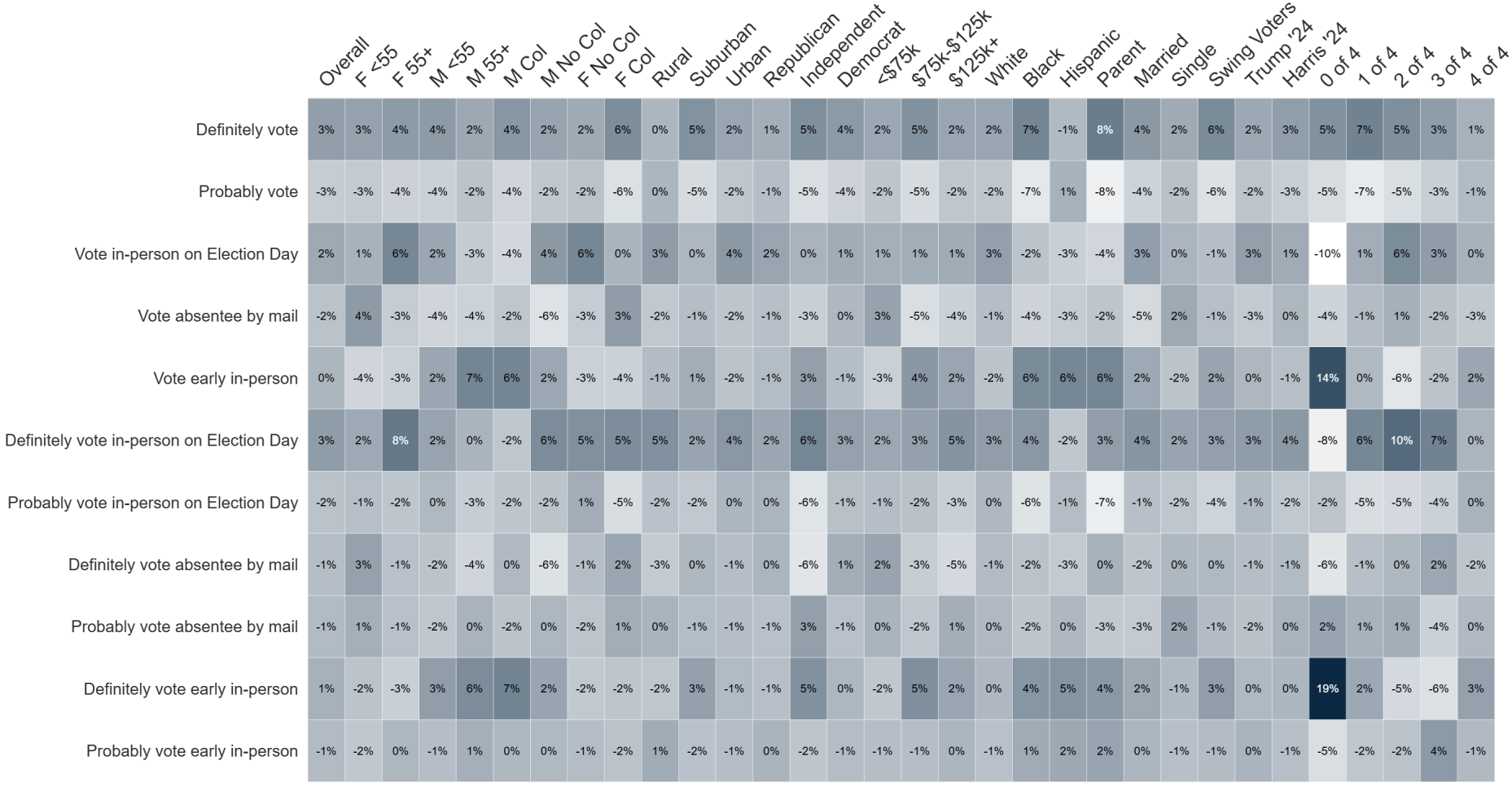
CYGNAL

Trend: Vote Method



CYGNAL

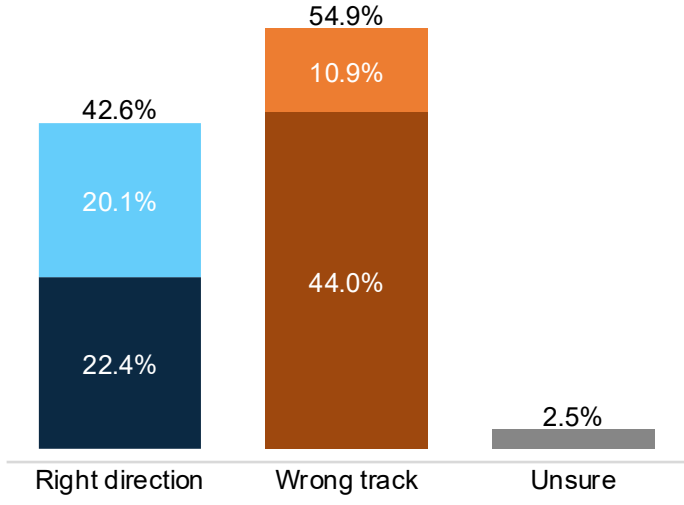
Percent Change: Vote Method (Feb '26 to Mar '26)



	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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	3%	3%	4%	4%	2%	4%	2%	2%	6%	0%	5%	2%	1%	5%	4%	2%	5%	2%	2%	7%	-1%	8%	4%	2%	6%	2%	3%	5%	7%	5%	3%	1%
Probably vote	-3%	-3%	-4%	-4%	-2%	-4%	-2%	-2%	-6%	0%	-5%	-2%	-1%	-5%	-4%	-2%	-5%	-2%	-2%	-7%	1%	-8%	-4%	-2%	-6%	-2%	-3%	-5%	-7%	-5%	-3%	-1%
Vote in-person on Election Day	2%	1%	6%	2%	-3%	-4%	4%	6%	0%	3%	0%	4%	2%	0%	1%	1%	1%	1%	3%	-2%	-3%	-4%	3%	0%	-1%	3%	1%	-10%	1%	6%	3%	0%
Vote absentee by mail	-2%	4%	-3%	-4%	-4%	-2%	-6%	-3%	3%	-2%	-1%	-2%	-1%	-3%	0%	3%	-5%	-4%	-1%	-4%	-3%	-2%	-5%	2%	-1%	-3%	0%	-4%	-1%	1%	-2%	-3%
Vote early in-person	0%	-4%	-3%	2%	7%	6%	2%	-3%	-4%	-1%	1%	-2%	-1%	3%	-1%	-3%	4%	2%	-2%	6%	6%	6%	2%	-2%	2%	0%	-1%	14%	0%	-6%	-2%	2%
Definitely vote in-person on Election Day	3%	2%	8%	2%	0%	-2%	6%	5%	5%	5%	2%	4%	2%	6%	3%	2%	3%	5%	3%	4%	-2%	3%	4%	2%	3%	3%	4%	-8%	6%	10%	7%	0%
Probably vote in-person on Election Day	-2%	-1%	-2%	0%	-3%	-2%	-2%	1%	-5%	-2%	-2%	0%	0%	-6%	-1%	-1%	-2%	-3%	0%	-6%	-1%	-7%	-1%	-2%	-4%	-1%	-2%	-2%	-5%	-5%	-4%	0%
Definitely vote absentee by mail	-1%	3%	-1%	-2%	-4%	0%	-6%	-1%	2%	-3%	0%	-1%	0%	-6%	1%	2%	-3%	-5%	-1%	-2%	-3%	0%	-2%	0%	0%	-1%	-1%	-6%	-1%	0%	2%	-2%
Probably vote absentee by mail	-1%	1%	-1%	-2%	0%	-2%	0%	-2%	1%	0%	-1%	-1%	-1%	3%	-1%	0%	-2%	1%	0%	-2%	0%	-3%	-3%	2%	-1%	-2%	0%	2%	1%	1%	-4%	0%
Definitely vote early in-person	1%	-2%	-3%	3%	6%	7%	2%	-2%	-2%	-2%	3%	-1%	-1%	5%	0%	-2%	5%	2%	0%	4%	5%	4%	2%	-1%	3%	0%	0%	19%	2%	-5%	-6%	3%
Probably vote early in-person	-1%	-2%	0%	-1%	1%	0%	0%	-1%	-2%	1%	-2%	-1%	0%	-2%	-1%	-1%	-1%	0%	-1%	1%	2%	2%	0%	-1%	-1%	0%	-1%	-5%	-2%	-2%	4%	-1%

CYGNAL

Country Direction

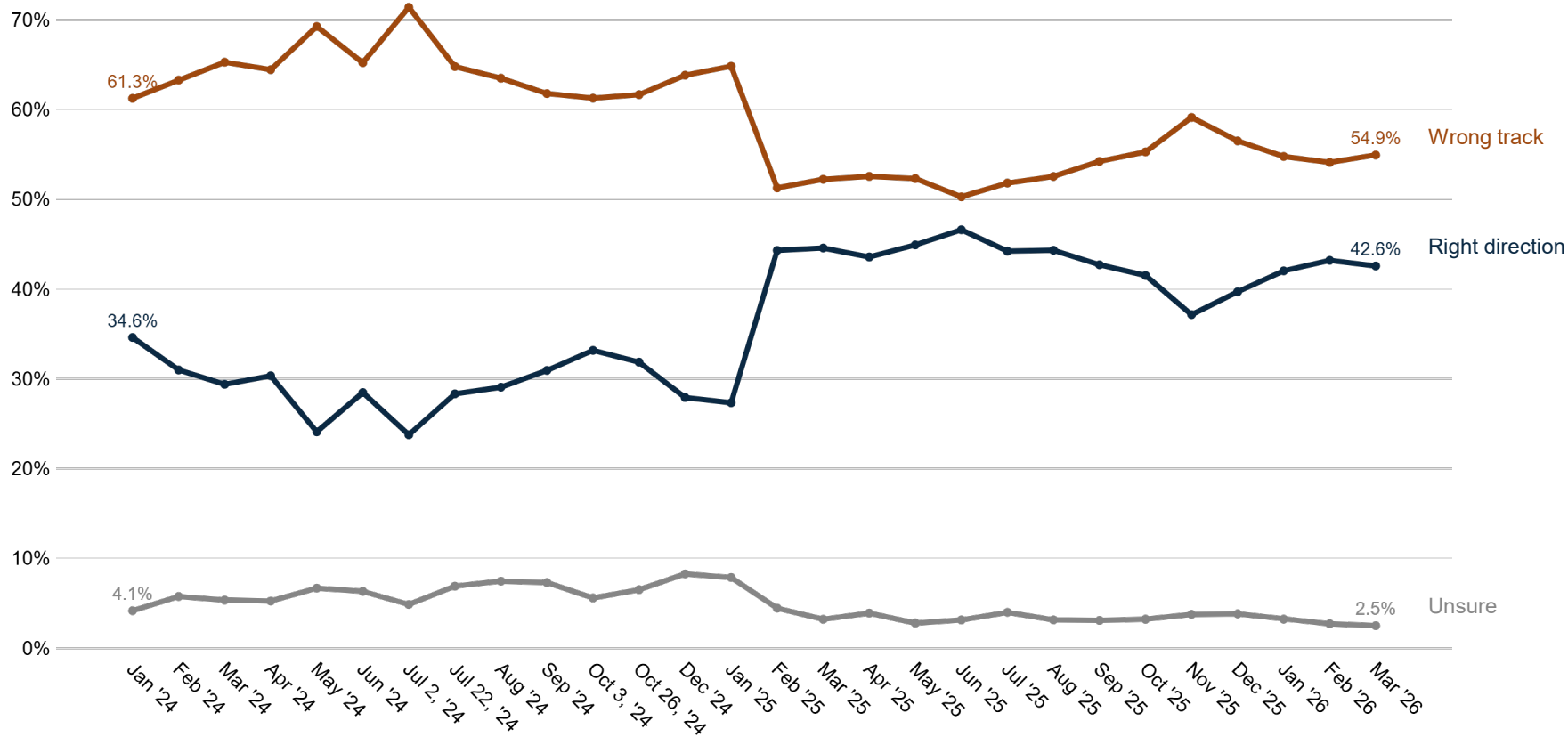


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	43%	31%	44%	44%	52%	41%	55%	41%	33%	54%	40%	34%	84%	32%	6%	35%	50%	43%	47%	22%	35%	47%	49%	34%	36%	83%	5%	37%	44%	39%	43%	43%
Wrong track	55%	67%	52%	54%	46%	57%	44%	56%	64%	42%	58%	65%	13%	65%	93%	62%	48%	55%	51%	75%	63%	50%	48%	63%	59%	13%	94%	63%	52%	58%	53%	55%
Definitely the right direction	22%	14%	24%	19%	34%	22%	32%	21%	16%	27%	21%	21%	48%	14%	2%	16%	28%	24%	25%	9%	21%	22%	28%	16%	7%	46%	2%	9%	21%	19%	19%	25%
Mostly the right direction	20%	17%	20%	25%	19%	19%	23%	20%	18%	27%	19%	13%	36%	18%	4%	19%	21%	19%	22%	13%	14%	25%	21%	18%	29%	37%	3%	28%	23%	20%	23%	18%
Mostly the wrong track	11%	12%	8%	14%	11%	13%	12%	10%	10%	9%	10%	15%	8%	13%	13%	13%	10%	10%	10%	15%	16%	13%	9%	12%	26%	8%	12%	12%	15%	14%	9%	10%
Definitely the wrong track	44%	55%	44%	40%	35%	45%	32%	46%	54%	32%	47%	51%	5%	52%	81%	49%	38%	45%	41%	60%	47%	37%	39%	51%	33%	5%	82%	51%	37%	44%	44%	46%
Unsure	2%	3%	4%	2%	2%	2%	1%	3%	3%	4%	2%	1%	3%	4%	1%	3%	3%	2%	2%	3%	2%	2%	3%	2%	6%	4%	1%	0%	3%	3%	4%	2%

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

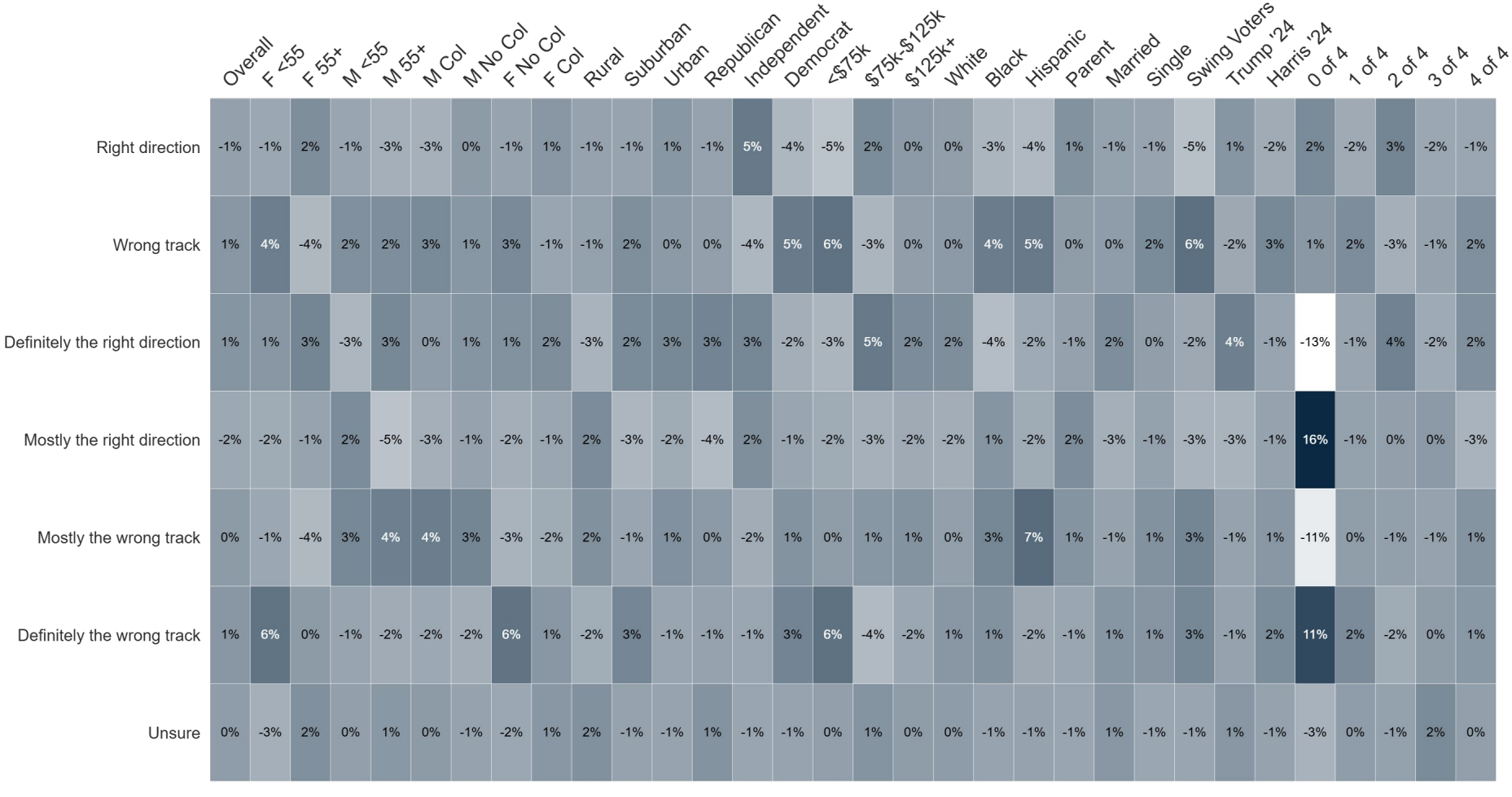
CYGNAL

Trend: Country Direction



CYGNAL

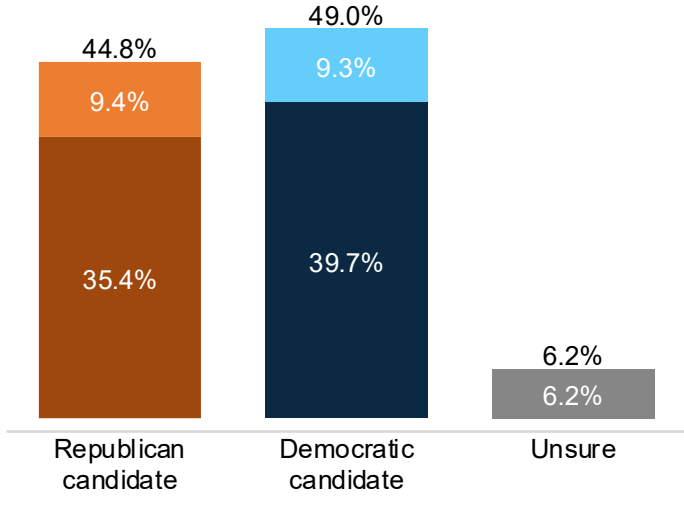
Percent Change: Country Direction (Feb '26 to Mar '26)



	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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	-1%	-1%	2%	-1%	-3%	-3%	0%	-1%	1%	-1%	-1%	1%	-1%	5%	-4%	-5%	2%	0%	0%	-3%	-4%	1%	-1%	-1%	-5%	1%	-2%	2%	-2%	3%	-2%	-1%
Wrong track	1%	4%	-4%	2%	2%	3%	1%	3%	-1%	-1%	2%	0%	0%	-4%	5%	6%	-3%	0%	0%	4%	5%	0%	0%	2%	6%	-2%	3%	1%	2%	-3%	-1%	2%
Definitely the right direction	1%	1%	3%	-3%	3%	0%	1%	1%	2%	-3%	2%	3%	3%	3%	-2%	-3%	5%	2%	2%	-4%	-2%	-1%	2%	0%	-2%	4%	-1%	-13%	-1%	4%	-2%	2%
Mostly the right direction	-2%	-2%	-1%	2%	-5%	-3%	-1%	-2%	-1%	2%	-3%	-2%	-4%	2%	-1%	-2%	-3%	-2%	-2%	1%	-2%	2%	-3%	-1%	-3%	-3%	-1%	16%	-1%	0%	0%	-3%
Mostly the wrong track	0%	-1%	-4%	3%	4%	4%	3%	-3%	-2%	2%	-1%	1%	0%	-2%	1%	0%	1%	1%	0%	3%	7%	1%	-1%	1%	3%	-1%	1%	-11%	0%	-1%	-1%	1%
Definitely the wrong track	1%	6%	0%	-1%	-2%	-2%	-2%	6%	1%	-2%	3%	-1%	-1%	-1%	3%	6%	-4%	-2%	1%	1%	-2%	-1%	1%	1%	3%	-1%	2%	11%	2%	-2%	0%	1%
Unsure	0%	-3%	2%	0%	1%	0%	-1%	-2%	1%	2%	-1%	-1%	1%	-1%	-1%	0%	1%	0%	0%	-1%	-1%	-1%	1%	-1%	-1%	1%	-1%	-3%	0%	-1%	2%	0%

CYGNAL

Generic Ballot

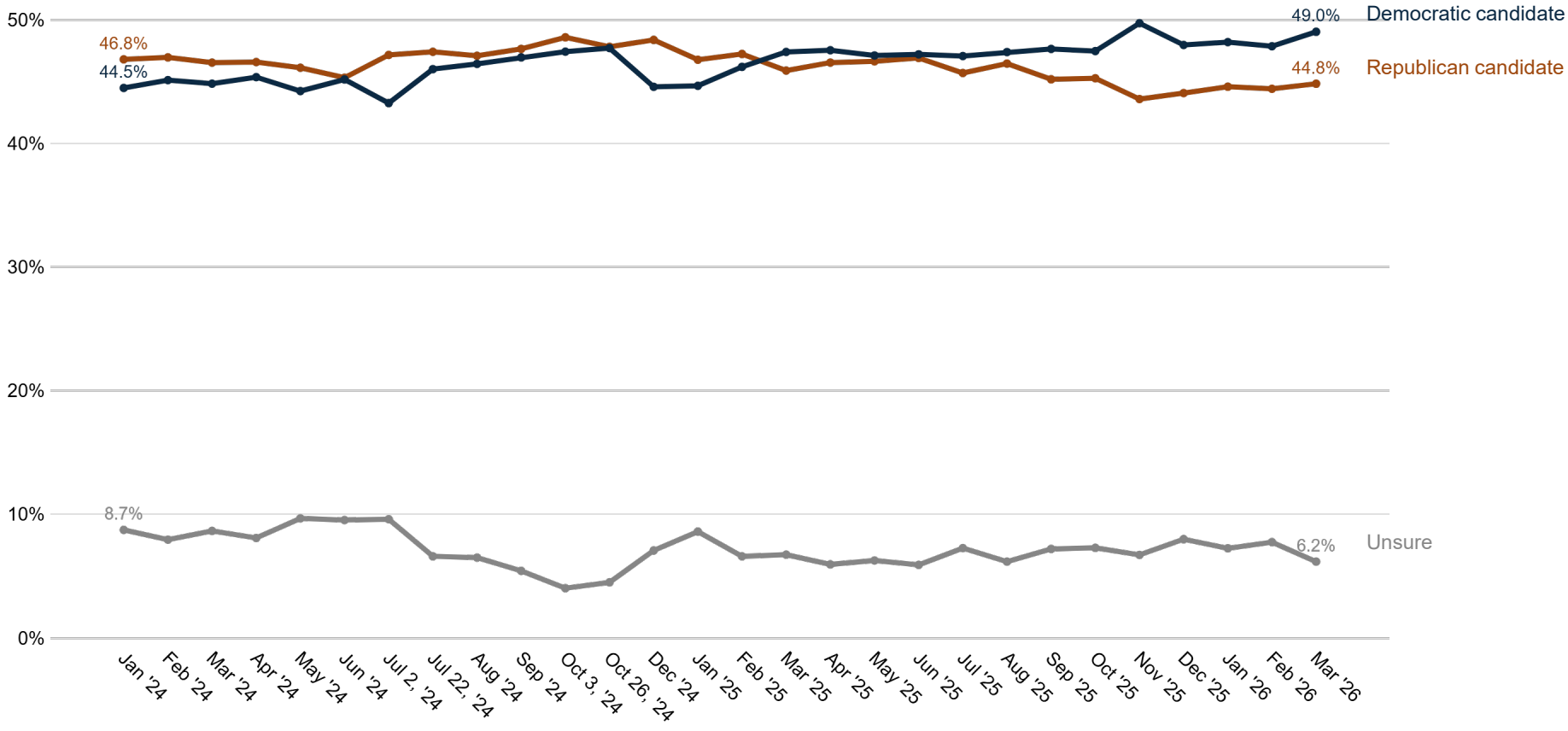


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	45%	32%	46%	47%	56%	46%	57%	42%	35%	56%	42%	37%	92%	34%	3%	37%	52%	47%	51%	14%	42%	48%	53%	35%	38%	90%	3%	29%	44%	43%	44%	46%
Democratic candidate	49%	61%	47%	47%	40%	50%	38%	50%	60%	34%	53%	58%	5%	51%	96%	56%	43%	49%	44%	79%	54%	45%	42%	58%	37%	4%	93%	62%	50%	51%	44%	49%
Definitely the Republican candidate	35%	23%	38%	34%	48%	36%	46%	34%	26%	46%	33%	28%	78%	21%	1%	29%	42%	38%	41%	9%	31%	36%	43%	26%	0%	74%	1%	15%	31%	36%	34%	38%
Probably the Republican candidate	9%	9%	8%	13%	8%	10%	11%	8%	9%	10%	9%	9%	14%	13%	2%	8%	10%	9%	10%	4%	11%	12%	9%	9%	38%	16%	2%	14%	13%	7%	11%	9%
Probably the Democratic candidate	9%	10%	6%	15%	6%	9%	13%	9%	7%	8%	8%	14%	2%	16%	12%	14%	5%	8%	8%	20%	10%	11%	6%	13%	37%	2%	14%	23%	15%	12%	10%	6%
Definitely the Democratic candidate	40%	51%	41%	31%	34%	41%	25%	41%	53%	27%	45%	44%	2%	35%	84%	42%	38%	41%	36%	59%	44%	34%	36%	45%	0%	2%	79%	40%	34%	40%	34%	42%
Unsure	6%	7%	7%	7%	4%	5%	5%	8%	5%	10%	5%	5%	3%	15%	2%	7%	5%	4%	6%	8%	5%	7%	6%	7%	25%	6%	4%	8%	6%	6%	11%	5%

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

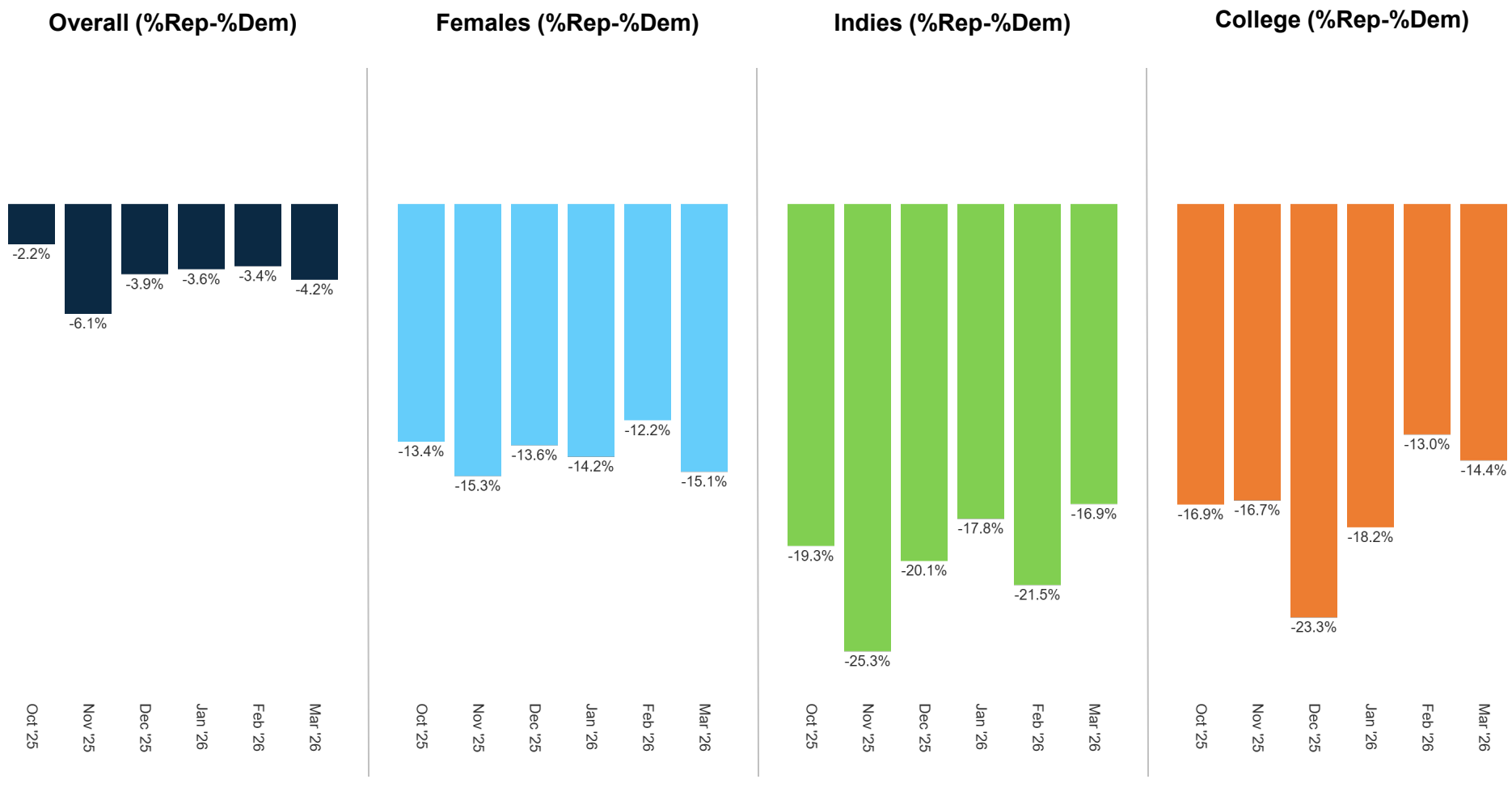
CYGNAL

Trend: Generic Ballot



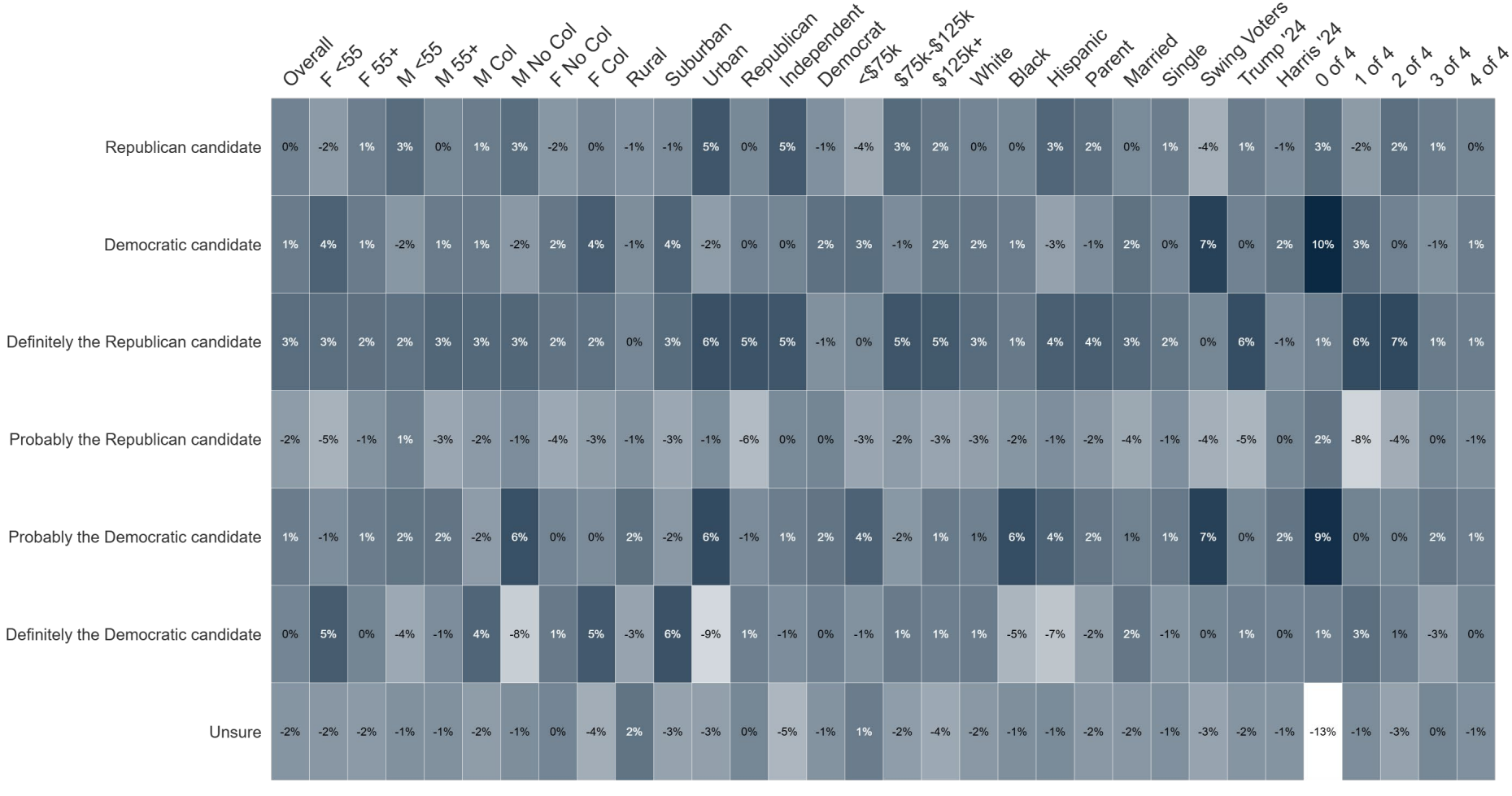
CYGNAL

Generic Ballot Movement



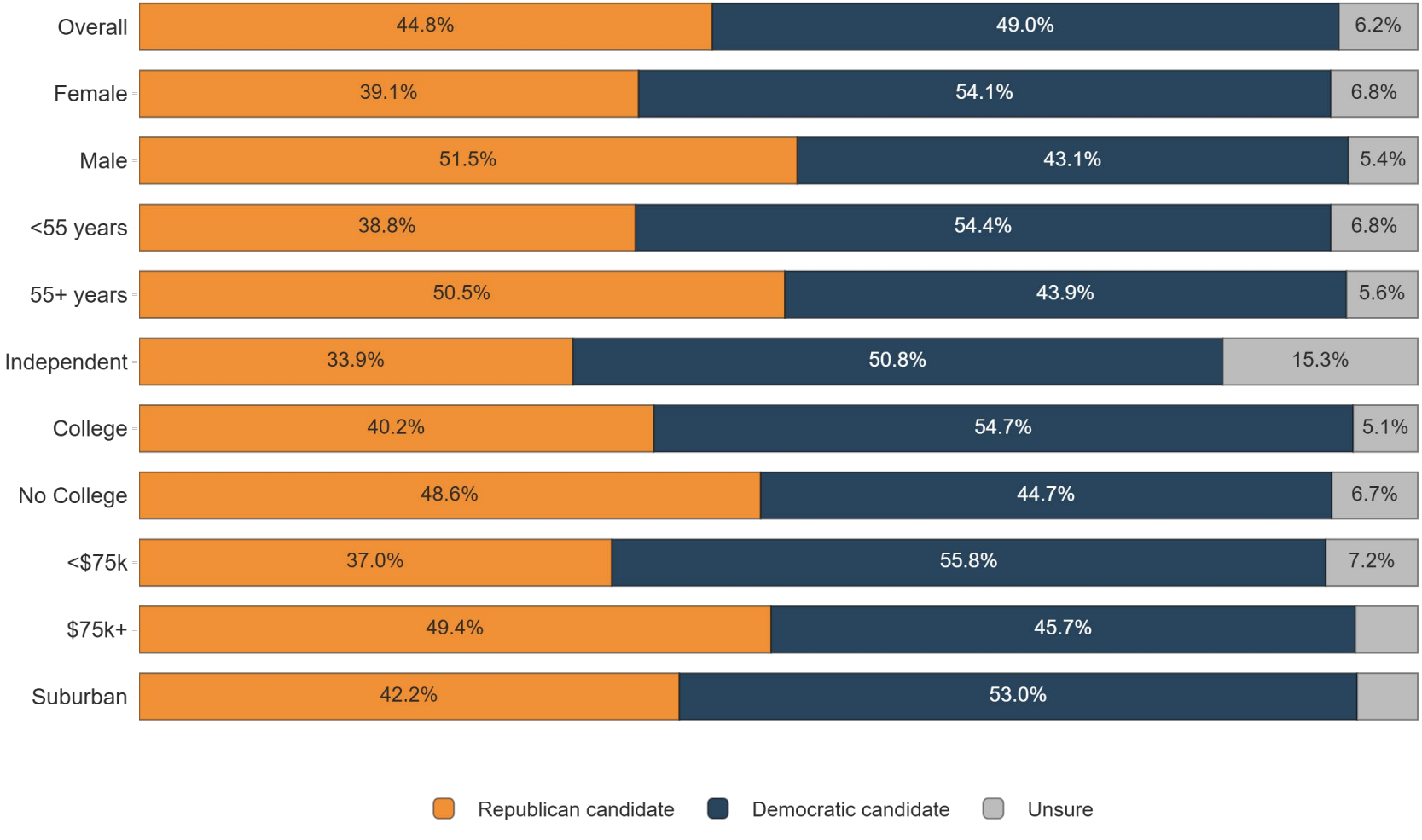
CYGNAL

Percent Change: Generic Ballot (Feb '26 to Mar '26)



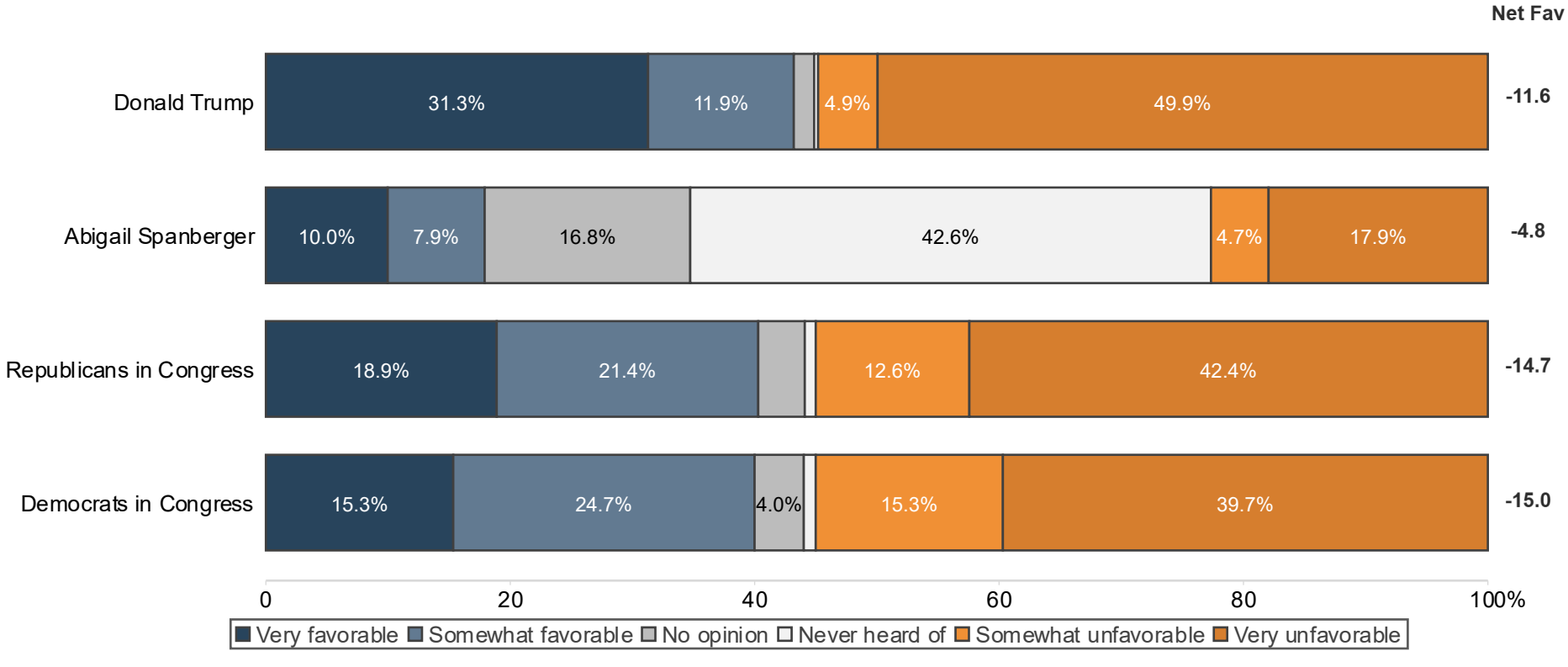
CYGNAL

Generic Ballot by Key Voter Groups



CYGNAL

Image Tests

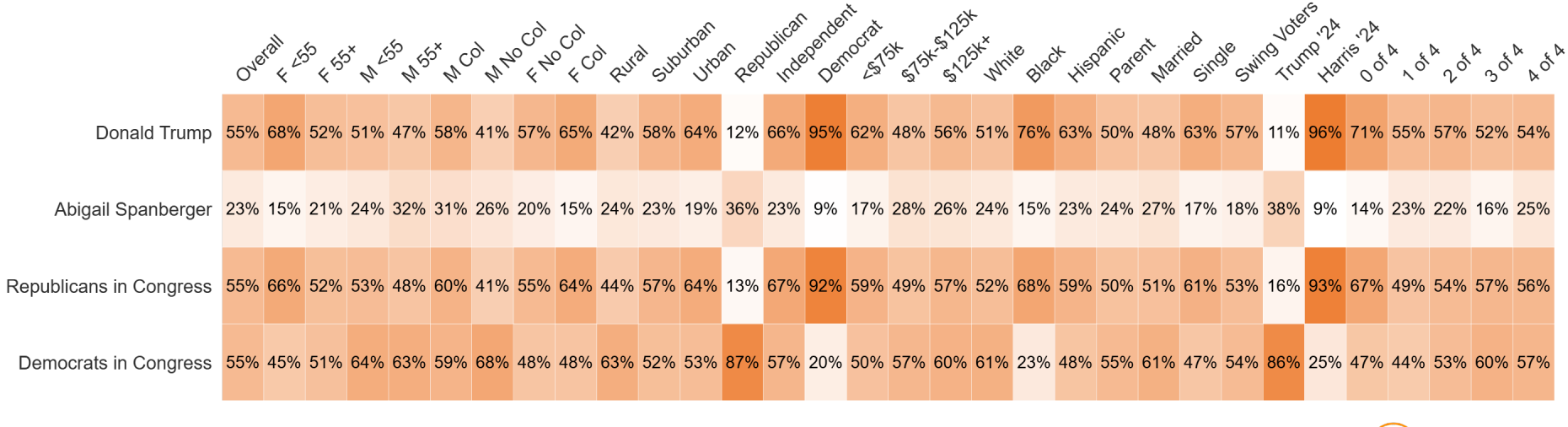


CYGNAL

Image Tests Heatmaps

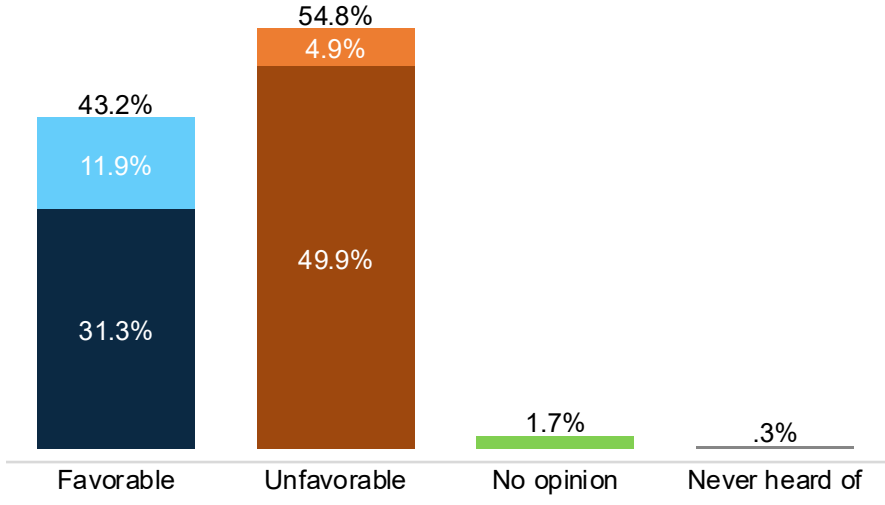
Favorable

Unfavorable



CYGNAL

Image: Donald Trump

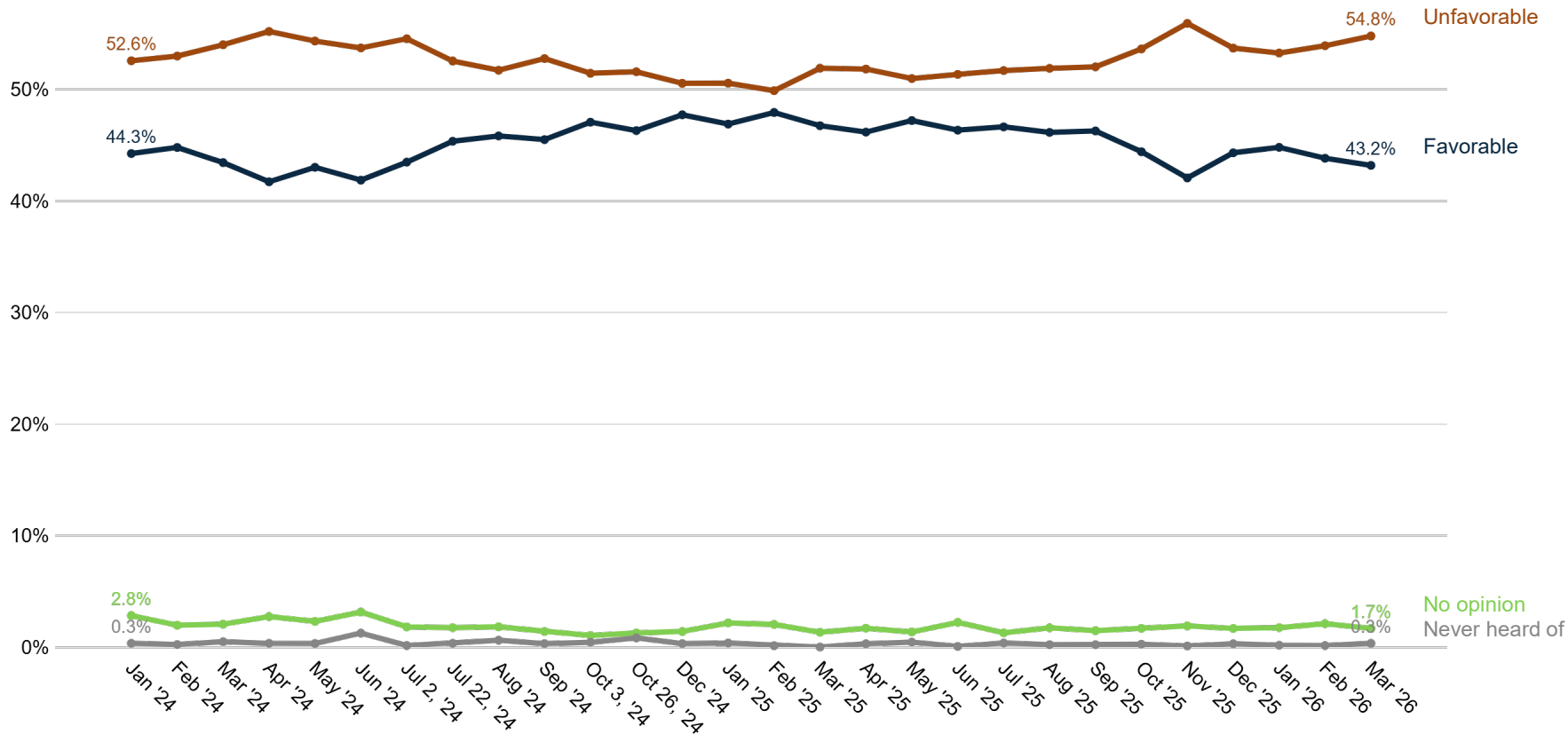


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	29%	45%	48%	52%	41%	58%	41%	33%	56%	40%	33%	87%	32%	4%	36%	51%	44%	48%	18%	36%	47%	50%	34%	37%	87%	3%	22%	41%	42%	45%	44%
Unfavorable Total	55%	68%	52%	51%	47%	58%	41%	57%	65%	42%	58%	64%	12%	66%	95%	62%	48%	56%	51%	76%	63%	50%	48%	63%	57%	11%	96%	71%	55%	57%	52%	54%
Very favorable	31%	20%	34%	30%	42%	28%	44%	31%	22%	38%	30%	26%	68%	19%	2%	26%	38%	30%	35%	12%	28%	32%	37%	25%	15%	65%	2%	11%	29%	32%	30%	32%
Somewhat favorable	12%	10%	11%	18%	10%	13%	13%	9%	11%	18%	11%	7%	19%	13%	2%	10%	13%	14%	13%	6%	8%	15%	13%	10%	22%	22%	1%	10%	12%	10%	14%	12%
Somewhat unfavorable	5%	6%	3%	6%	5%	6%	5%	5%	4%	4%	5%	4%	4%	9%	3%	6%	5%	4%	5%	7%	5%	7%	4%	5%	14%	5%	3%	6%	10%	4%	7%	3%
Very unfavorable	50%	62%	50%	45%	42%	52%	36%	52%	61%	37%	53%	60%	7%	57%	92%	56%	43%	52%	46%	69%	58%	43%	44%	58%	43%	6%	93%	65%	45%	53%	45%	51%
No opinion	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	5%	1%	2%	2%	2%	5%	1%	1%	8%	3%	1%	3%	1%
Never heard of	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%

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

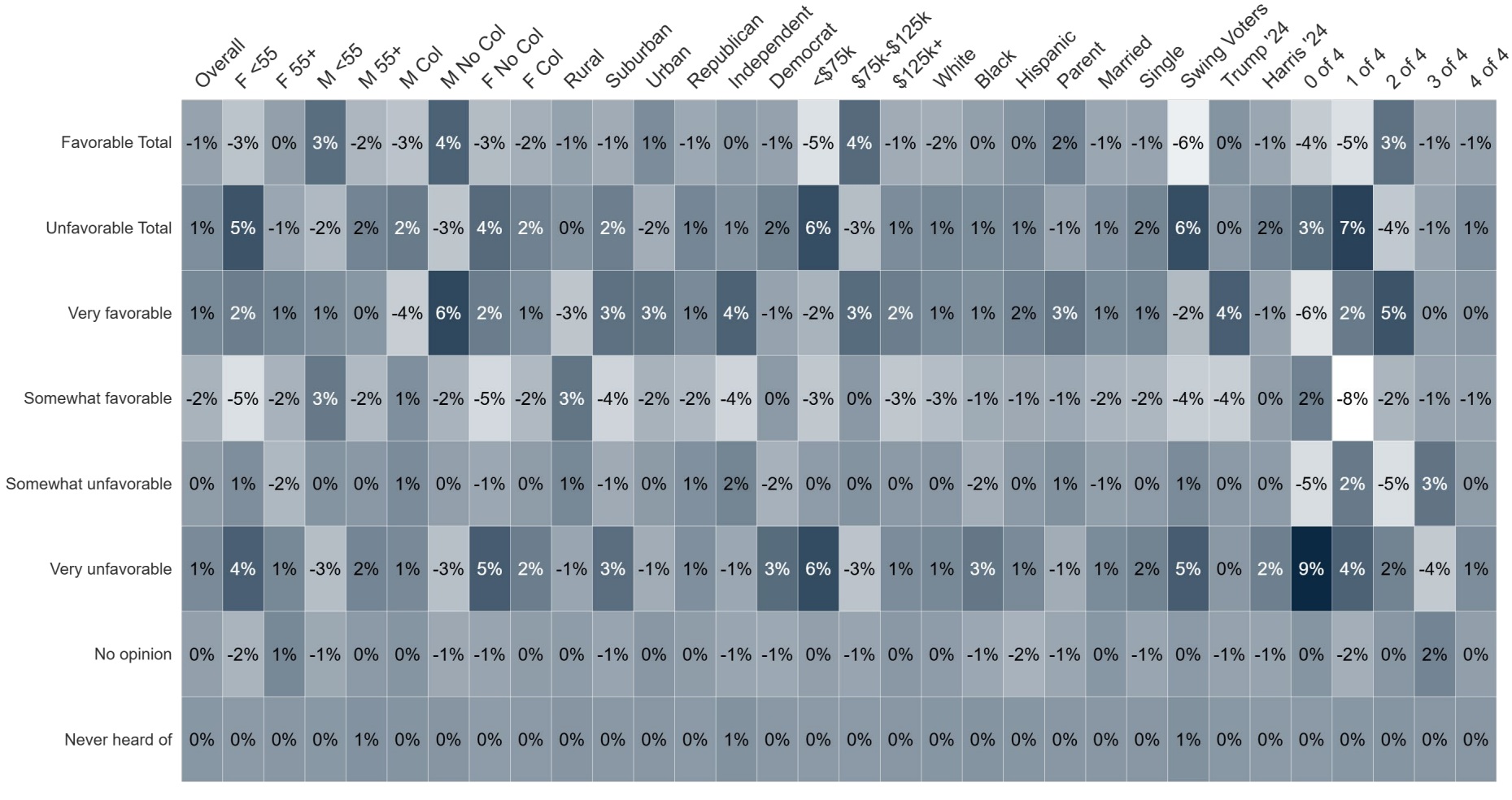
CYGNAL

Trend: Donald Trump Image



CYGNAL

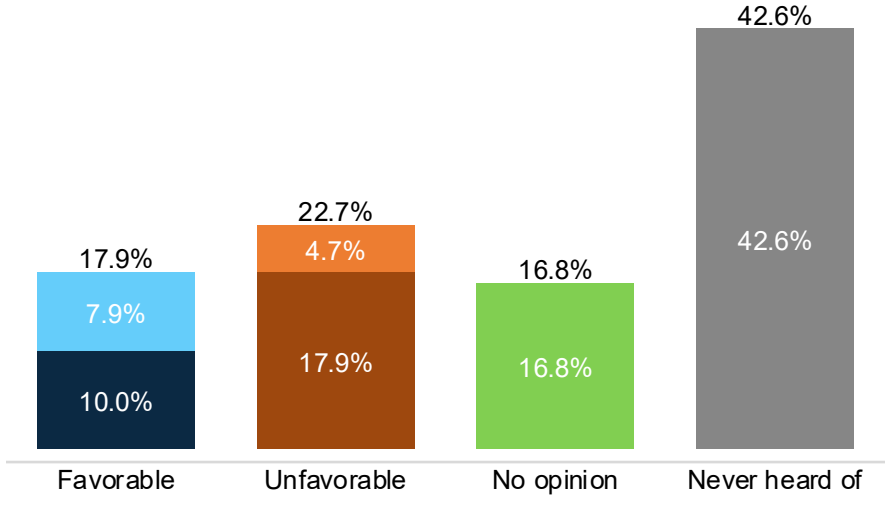
Percent Change: Donald Trump Image (Feb '26 to Mar '26)



	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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-1%	-3%	0%	3%	-2%	-3%	4%	-3%	-2%	-1%	-1%	1%	-1%	0%	-1%	-5%	4%	-1%	-2%	0%	0%	2%	-1%	-1%	-6%	0%	-1%	-4%	-5%	3%	-1%	-1%
Unfavorable Total	1%	5%	-1%	-2%	2%	2%	-3%	4%	2%	0%	2%	-2%	1%	1%	2%	6%	-3%	1%	1%	1%	1%	-1%	1%	2%	6%	0%	2%	3%	7%	-4%	-1%	1%
Very favorable	1%	2%	1%	1%	0%	-4%	6%	2%	1%	-3%	3%	3%	1%	4%	-1%	-2%	3%	2%	1%	1%	2%	3%	1%	1%	-2%	4%	-1%	-6%	2%	5%	0%	0%
Somewhat favorable	-2%	-5%	-2%	3%	-2%	1%	-2%	-5%	-2%	3%	-4%	-2%	-2%	-4%	0%	-3%	0%	-3%	-3%	-1%	-1%	-1%	-2%	-2%	-4%	-4%	0%	2%	-8%	-2%	-1%	-1%
Somewhat unfavorable	0%	1%	-2%	0%	0%	1%	0%	-1%	0%	1%	-1%	0%	1%	2%	-2%	0%	0%	0%	0%	-2%	0%	1%	-1%	0%	1%	0%	0%	-5%	2%	-5%	3%	0%
Very unfavorable	1%	4%	1%	-3%	2%	1%	-3%	5%	2%	-1%	3%	-1%	1%	-1%	3%	6%	-3%	1%	1%	3%	1%	-1%	1%	2%	5%	0%	2%	9%	4%	2%	-4%	1%
No opinion	0%	-2%	1%	-1%	0%	0%	-1%	-1%	0%	0%	-1%	0%	0%	-1%	-1%	0%	-1%	0%	0%	-1%	-2%	-1%	0%	-1%	0%	-1%	-1%	0%	-2%	0%	2%	0%
Never heard of	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

CYGNAL

Image: Abigail Spanberger

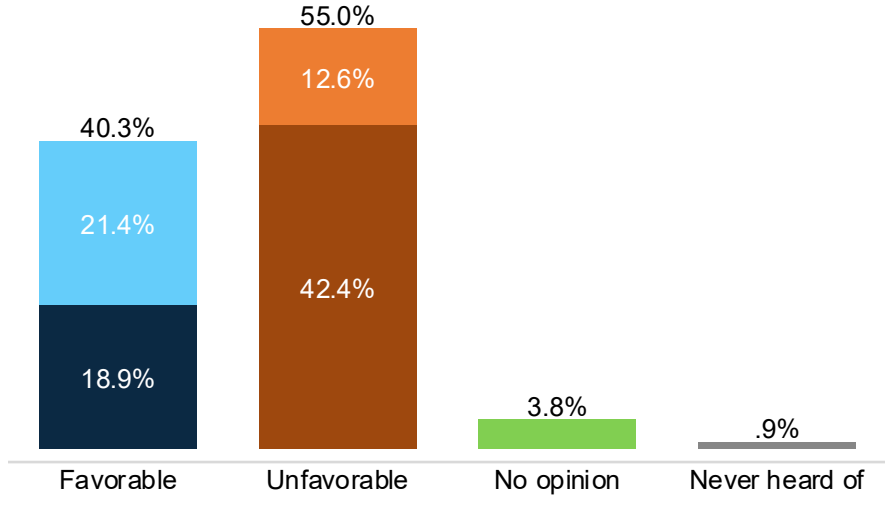


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	18%	20%	16%	22%	14%	19%	17%	13%	25%	13%	19%	21%	8%	19%	28%	18%	17%	20%	16%	29%	21%	20%	17%	19%	15%	7%	29%	24%	20%	16%	12%	19%
Unfavorable Total	23%	15%	21%	24%	32%	31%	26%	20%	15%	24%	23%	19%	36%	23%	9%	17%	28%	26%	24%	15%	23%	24%	27%	17%	18%	38%	9%	14%	23%	22%	16%	25%
Very favorable	10%	9%	12%	11%	8%	11%	8%	6%	16%	8%	12%	8%	4%	9%	18%	8%	11%	11%	9%	17%	13%	11%	10%	10%	5%	3%	17%	14%	10%	7%	7%	11%
Somewhat favorable	8%	11%	4%	11%	6%	9%	9%	6%	9%	5%	8%	12%	4%	10%	10%	9%	5%	9%	7%	12%	8%	9%	7%	9%	10%	3%	12%	10%	10%	9%	5%	8%
Somewhat unfavorable	5%	6%	2%	8%	3%	7%	4%	5%	3%	2%	4%	9%	5%	4%	5%	5%	5%	5%	4%	9%	5%	9%	4%	5%	9%	4%	5%	4%	9%	9%	1%	4%
Very unfavorable	18%	9%	19%	16%	28%	23%	22%	16%	12%	22%	19%	11%	31%	18%	4%	12%	23%	21%	19%	6%	18%	15%	23%	11%	9%	34%	4%	9%	14%	14%	14%	21%
No opinion	17%	12%	19%	18%	19%	19%	18%	17%	14%	15%	16%	21%	15%	14%	20%	18%	17%	15%	16%	19%	19%	15%	16%	18%	17%	15%	19%	15%	18%	15%	17%	17%
Never heard of	43%	53%	44%	36%	36%	32%	40%	50%	46%	47%	42%	39%	42%	45%	42%	47%	39%	38%	44%	37%	37%	41%	40%	46%	50%	40%	44%	48%	39%	47%	55%	39%

Do you have a favorable or unfavorable opinion of Abigail Spanberger?

CYGNAL

Image: Republicans in Congress

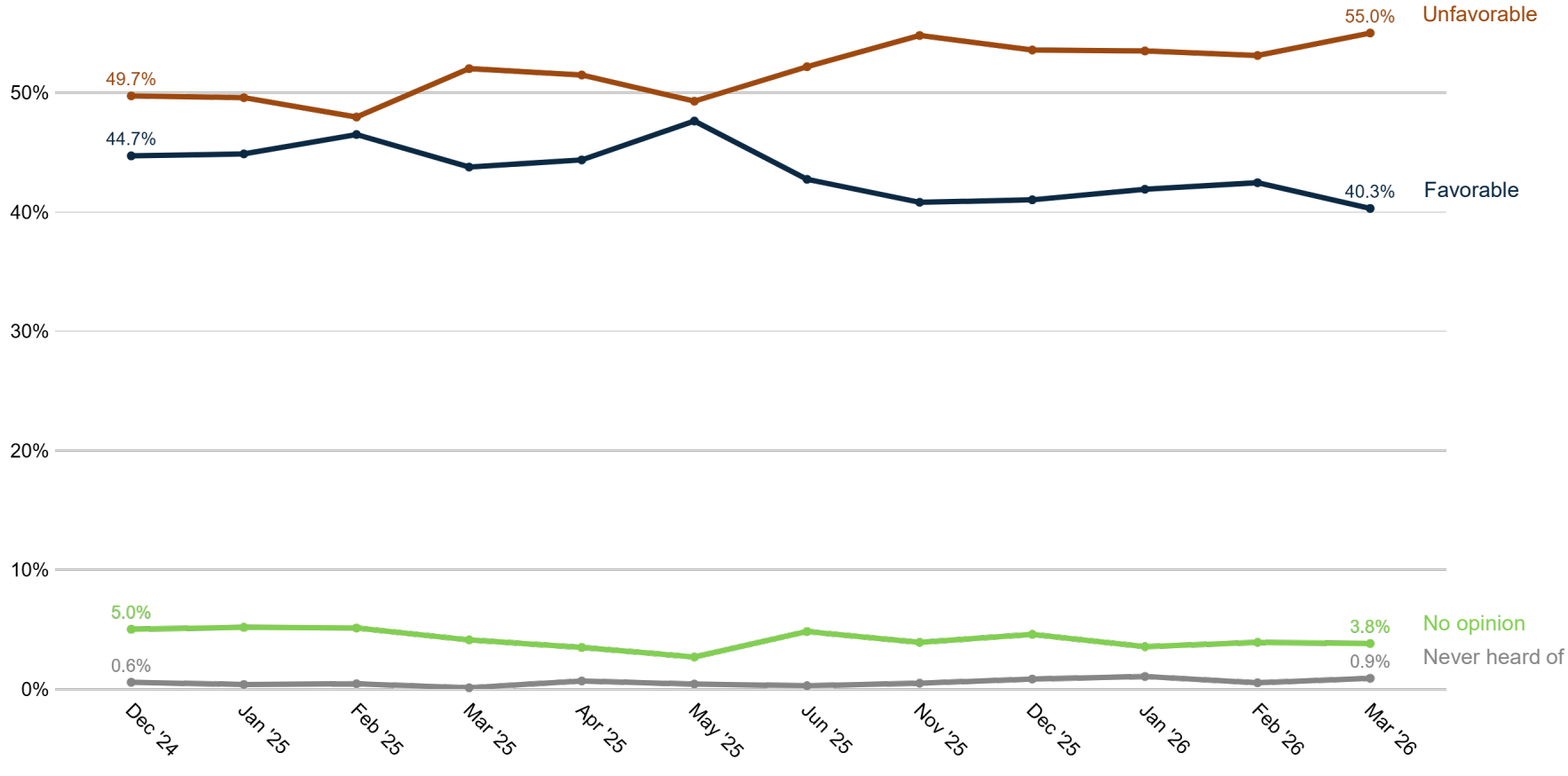


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	30%	43%	42%	47%	36%	55%	38%	34%	50%	39%	31%	84%	26%	5%	34%	46%	41%	44%	22%	37%	45%	46%	33%	35%	80%	3%	23%	42%	40%	39%	41%
Unfavorable Total	55%	66%	52%	53%	48%	60%	41%	55%	64%	44%	57%	64%	13%	67%	92%	59%	49%	57%	52%	68%	59%	50%	51%	61%	53%	16%	93%	67%	49%	54%	57%	56%
Very favorable	19%	15%	20%	19%	22%	12%	29%	19%	15%	25%	16%	18%	43%	7%	1%	16%	21%	19%	21%	8%	20%	22%	22%	15%	9%	39%	1%	6%	21%	15%	22%	19%
Somewhat favorable	21%	15%	23%	23%	26%	23%	26%	19%	19%	25%	23%	14%	40%	19%	3%	18%	25%	22%	23%	14%	17%	23%	24%	18%	26%	41%	2%	18%	21%	25%	17%	22%
Somewhat unfavorable	13%	12%	13%	14%	12%	13%	12%	15%	9%	14%	11%	13%	9%	19%	11%	13%	12%	12%	12%	12%	13%	14%	12%	14%	26%	11%	13%	8%	16%	10%	17%	11%
Very unfavorable	42%	54%	39%	39%	36%	47%	29%	40%	55%	30%	46%	51%	4%	48%	80%	46%	37%	45%	40%	56%	46%	35%	39%	47%	27%	5%	80%	59%	32%	43%	40%	45%
No opinion	4%	3%	5%	4%	4%	5%	3%	6%	2%	5%	3%	4%	2%	5%	3%	5%	4%	1%	3%	8%	3%	4%	3%	5%	10%	3%	3%	9%	7%	4%	3%	3%
Never heard of	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	1%	2%	0%	1%	0%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	2%	1%	0%

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

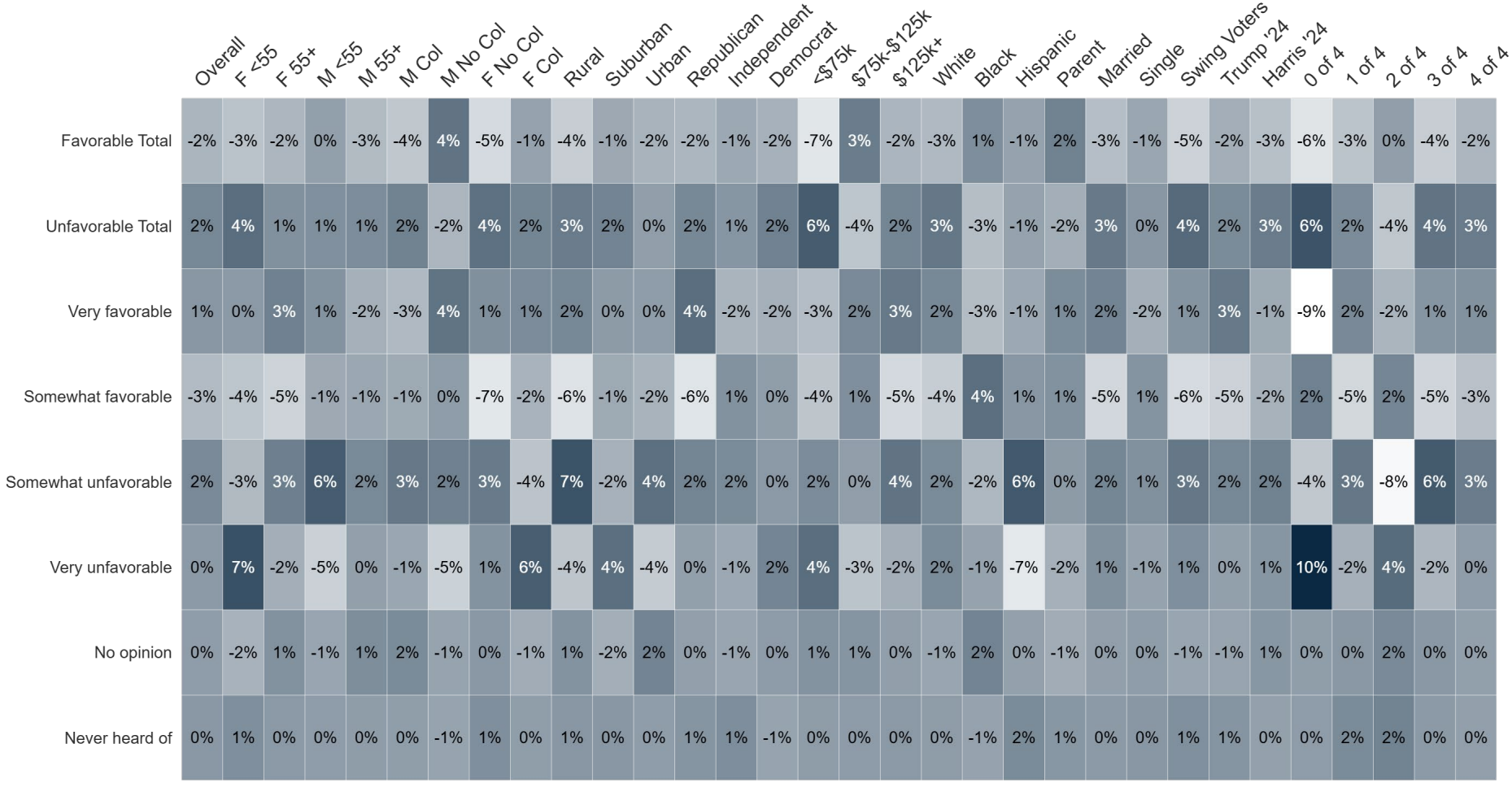
CYGNAL

Trend: Republicans in Congress Image



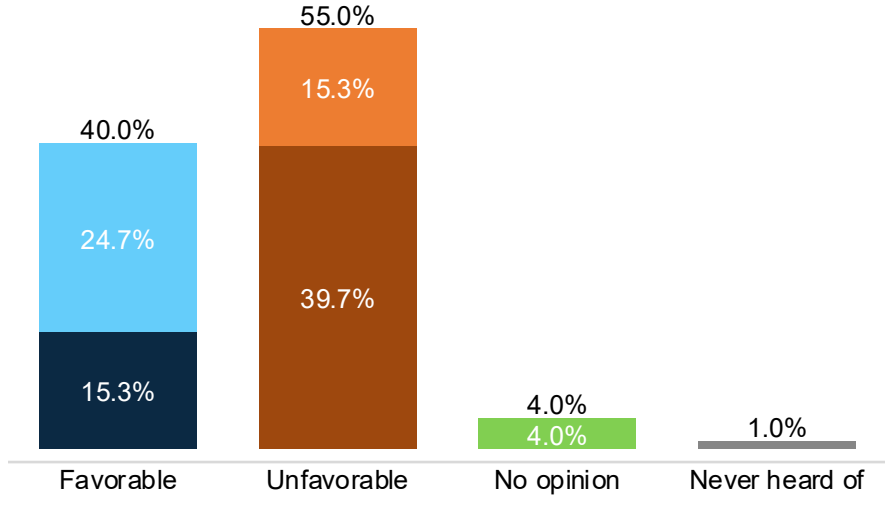
CYGNAL

Percent Change: Republicans in Congress Image (Feb '26 to Mar '26)



CYGNAL

Image: Democrats in Congress

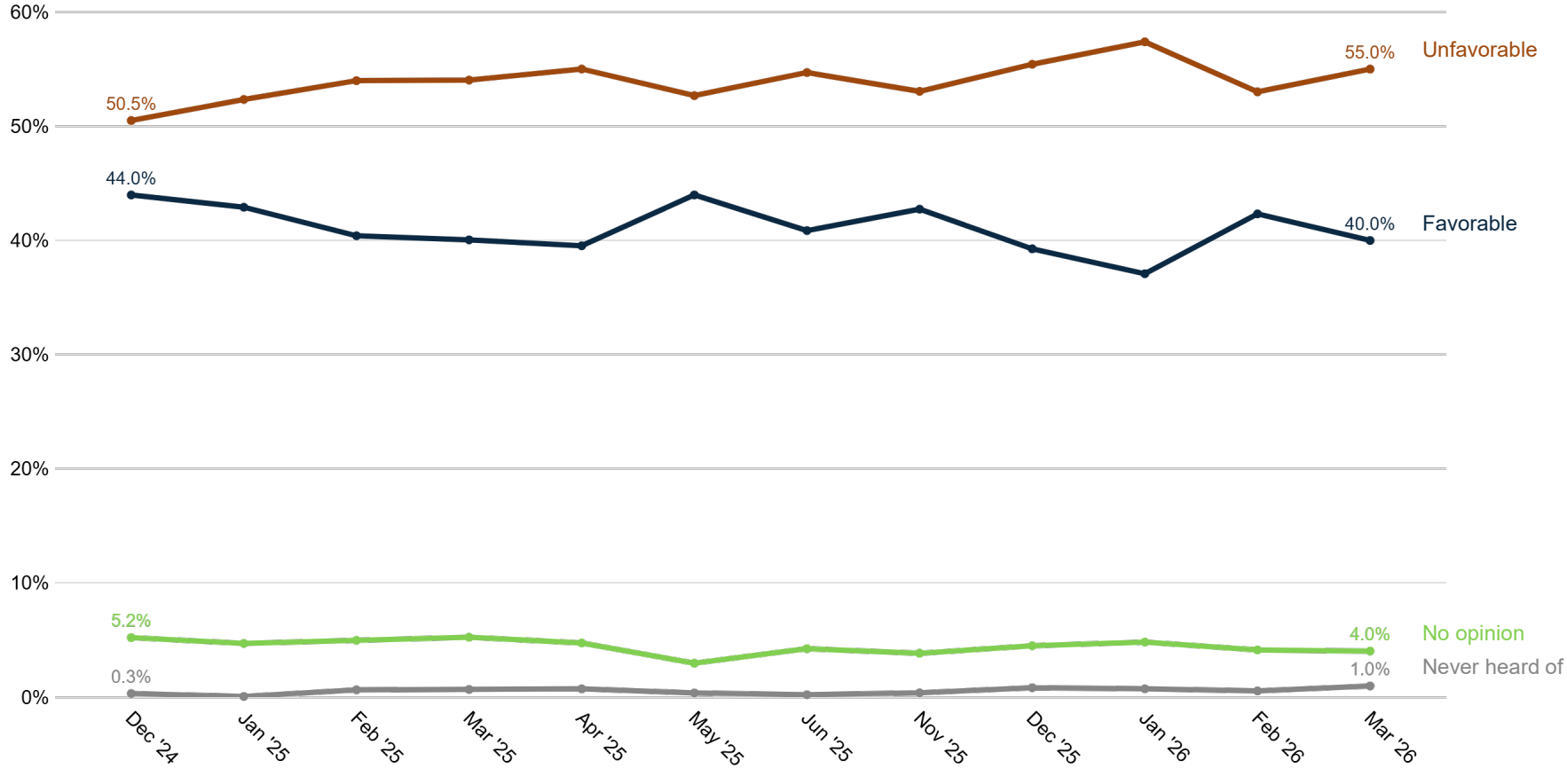


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	51%	42%	33%	33%	38%	29%	45%	49%	30%	44%	42%	8%	35%	78%	44%	39%	39%	35%	70%	45%	40%	34%	48%	34%	7%	73%	51%	50%	40%	33%	39%
Unfavorable Total	55%	45%	51%	64%	63%	59%	68%	48%	48%	63%	52%	53%	87%	57%	20%	50%	57%	60%	61%	23%	48%	55%	61%	47%	54%	86%	25%	47%	44%	53%	60%	57%
Very favorable	15%	17%	20%	11%	13%	12%	12%	20%	17%	11%	17%	18%	4%	8%	33%	18%	16%	11%	12%	33%	20%	16%	12%	20%	10%	3%	28%	29%	18%	13%	11%	16%
Somewhat favorable	25%	34%	23%	22%	20%	26%	17%	25%	32%	19%	28%	25%	5%	27%	45%	26%	23%	27%	23%	36%	25%	24%	23%	27%	24%	4%	45%	22%	32%	27%	22%	23%
Somewhat unfavorable	15%	20%	11%	19%	11%	16%	14%	13%	18%	14%	15%	19%	11%	23%	15%	18%	11%	17%	17%	12%	10%	16%	14%	16%	27%	11%	17%	26%	13%	17%	18%	14%
Very unfavorable	40%	25%	39%	44%	52%	42%	53%	34%	30%	49%	37%	34%	76%	34%	6%	32%	45%	43%	45%	11%	38%	39%	47%	30%	27%	75%	7%	21%	31%	37%	42%	43%
No opinion	4%	3%	6%	3%	3%	4%	3%	6%	3%	5%	3%	5%	4%	7%	1%	5%	4%	1%	4%	7%	5%	4%	4%	5%	11%	5%	2%	3%	5%	4%	6%	3%
Never heard of	1%	1%	1%	0%	1%	0%	0%	2%	0%	2%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	2%	1%	1%	1%	2%	1%	0%	0%	1%	3%	1%	1%

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

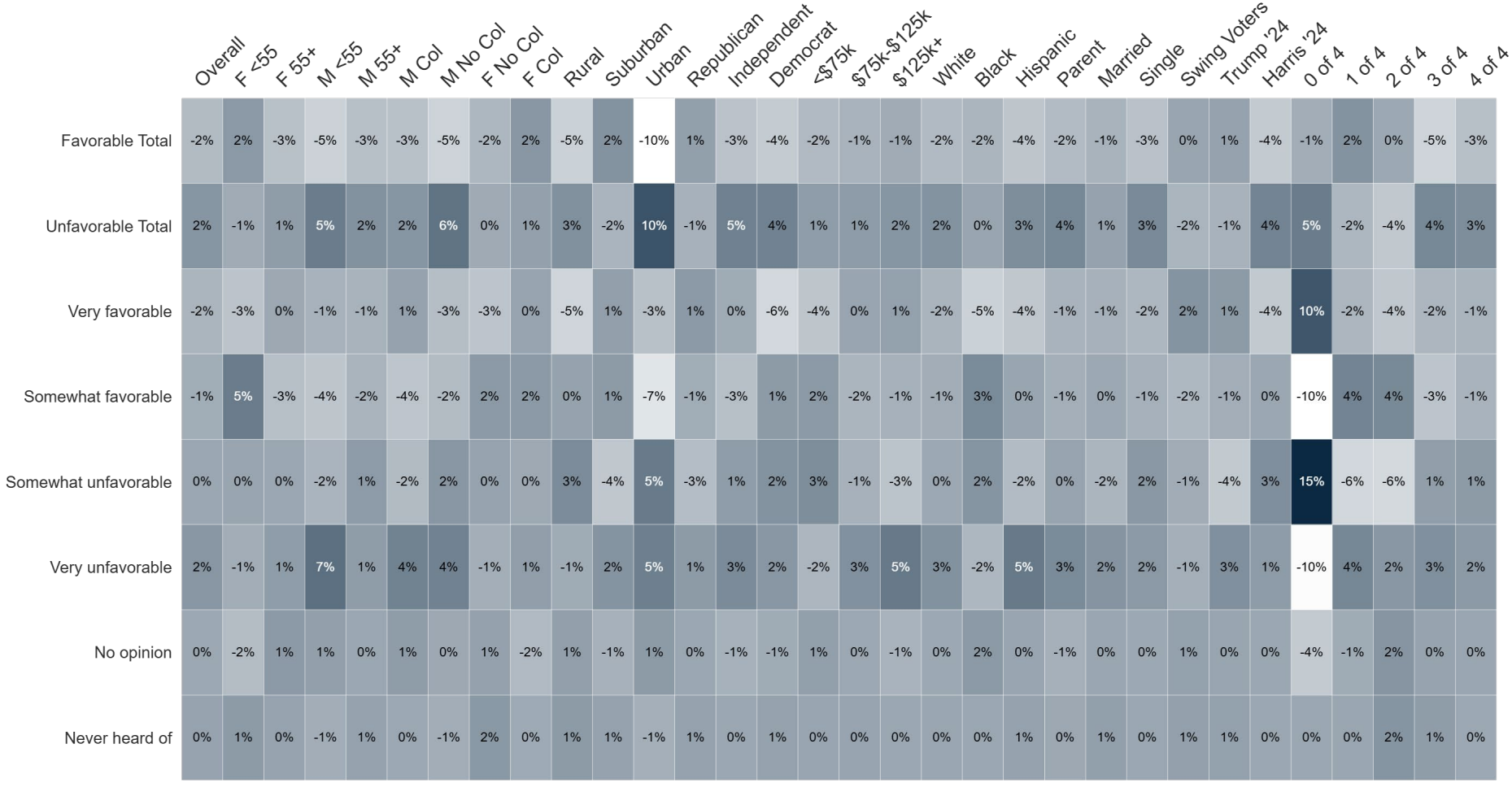
CYGNAL

Trend: Democrats in Congress Image



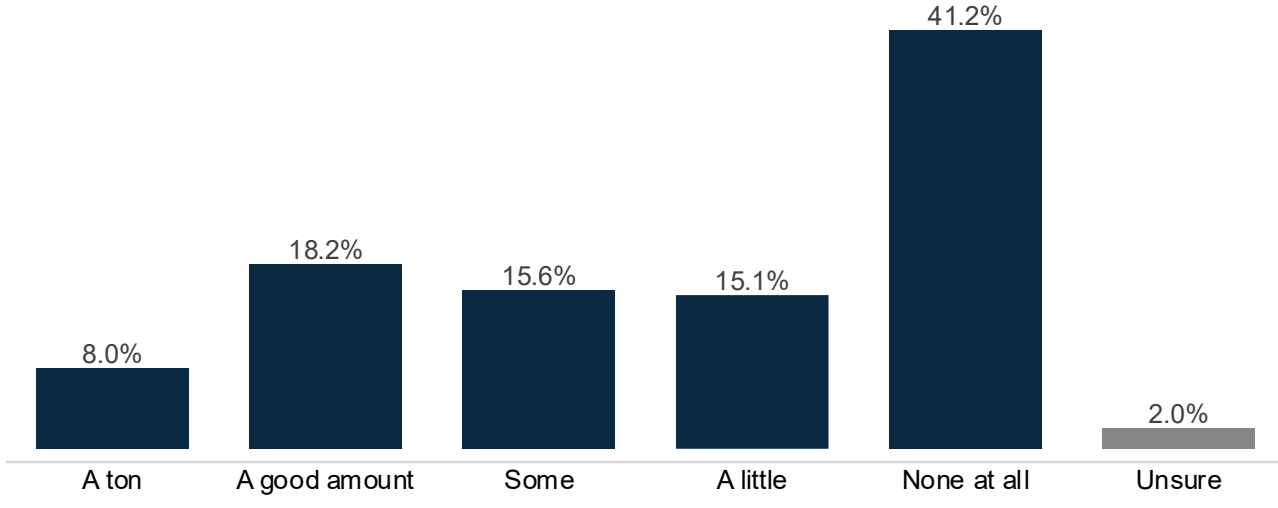
CYGNAL

Percent Change: Democrats in Congress Image (Feb '26 to Mar '26)



CYGNAL

Trust in House Democrats

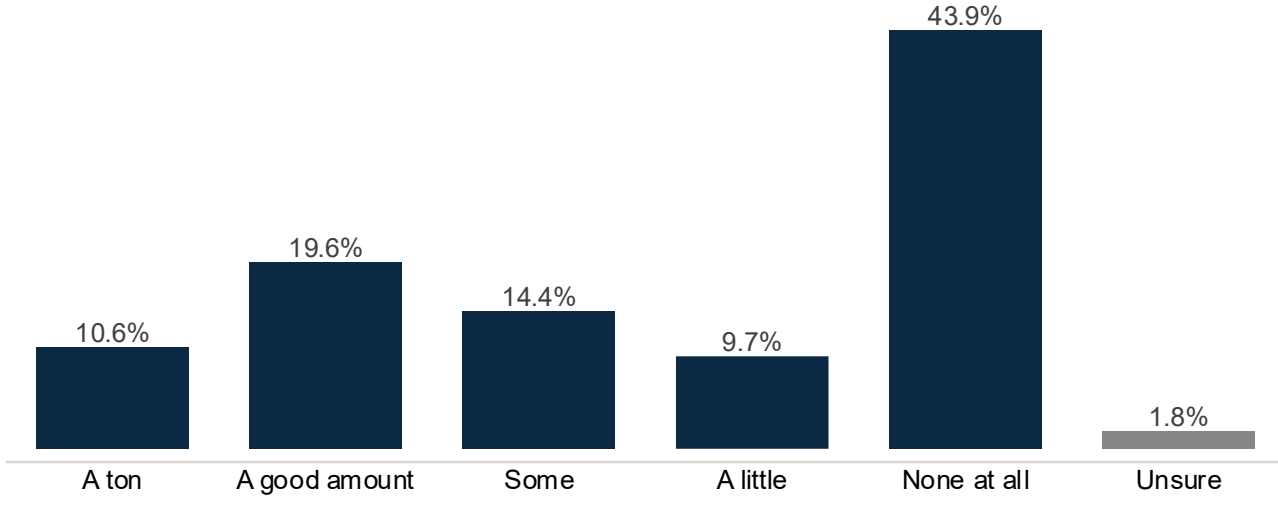


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A ton	8%	9%	9%	5%	8%	6%	7%	10%	8%	4%	9%	10%	2%	3%	18%	9%	9%	6%	6%	12%	13%	7%	7%	10%	2%	2%	14%	15%	7%	10%	5%	8%
A good amount	18%	20%	20%	14%	17%	20%	12%	19%	22%	12%	21%	20%	5%	14%	35%	19%	19%	17%	17%	33%	13%	18%	16%	21%	14%	4%	33%	13%	21%	15%	15%	19%
Some	16%	21%	15%	15%	10%	12%	14%	16%	21%	13%	16%	19%	5%	19%	25%	17%	14%	16%	14%	25%	17%	16%	14%	18%	20%	4%	27%	21%	22%	14%	14%	14%
A little	15%	21%	9%	20%	11%	17%	13%	13%	17%	15%	14%	18%	12%	21%	15%	19%	10%	16%	14%	15%	16%	17%	13%	17%	26%	11%	17%	24%	16%	17%	21%	13%
None at all	41%	26%	43%	45%	53%	44%	53%	37%	31%	54%	39%	30%	75%	42%	6%	32%	47%	45%	47%	11%	36%	41%	50%	30%	33%	77%	7%	24%	32%	40%	43%	44%
Unsure	2%	2%	4%	1%	1%	1%	0%	5%	1%	3%	1%	2%	1%	2%	2%	3%	1%	1%	2%	4%	4%	1%	1%	3%	6%	2%	1%	3%	2%	4%	2%	2%

How much do you trust Democrats in Congress to address the issues facing Americans today?

CYGNAL

Trust in House GOP

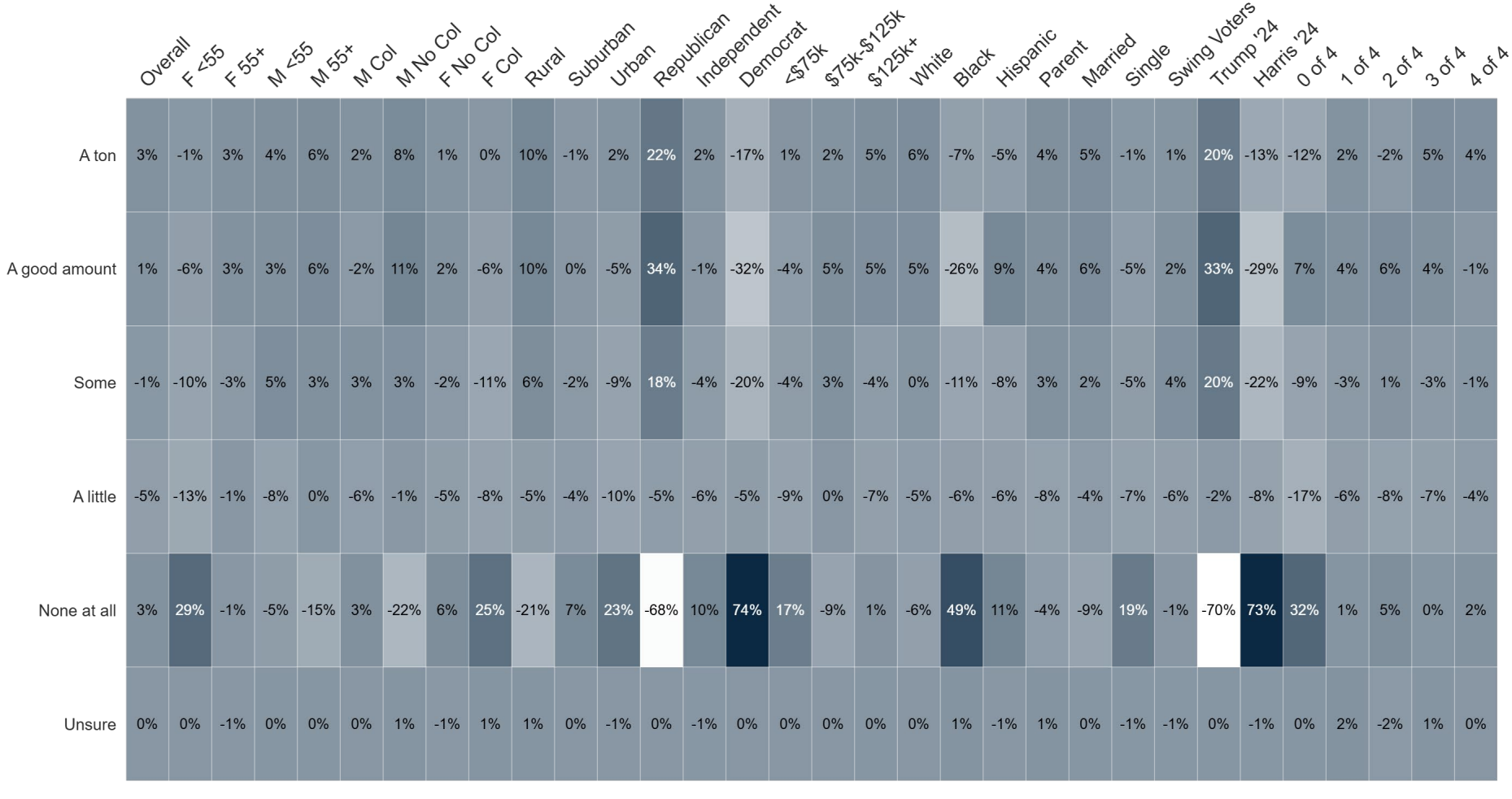


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A ton	11%	8%	12%	9%	14%	8%	15%	12%	8%	14%	9%	11%	24%	5%	1%	10%	11%	11%	12%	5%	9%	11%	12%	9%	3%	22%	1%	4%	9%	8%	10%	12%
A good amount	20%	15%	23%	17%	23%	18%	24%	21%	17%	22%	20%	15%	39%	13%	4%	15%	24%	22%	21%	7%	23%	22%	22%	17%	16%	37%	4%	19%	24%	21%	19%	18%
Some	14%	12%	13%	21%	13%	15%	17%	13%	10%	18%	14%	10%	22%	15%	5%	13%	17%	12%	15%	15%	10%	19%	15%	13%	24%	24%	5%	12%	19%	16%	12%	14%
A little	10%	8%	8%	12%	11%	11%	12%	8%	8%	10%	10%	8%	7%	14%	9%	10%	10%	10%	10%	9%	9%	9%	10%	10%	19%	9%	9%	6%	11%	9%	14%	9%
None at all	44%	55%	42%	40%	38%	47%	31%	42%	56%	33%	46%	53%	7%	52%	79%	49%	38%	46%	41%	60%	47%	37%	40%	49%	32%	6%	81%	56%	33%	45%	43%	46%
Unsure	2%	2%	3%	1%	1%	1%	1%	4%	1%	4%	1%	1%	1%	2%	1%	3%	1%	0%	1%	5%	3%	2%	1%	3%	5%	2%	1%	3%	4%	2%	2%	1%

How much do you trust Republicans in Congress to address the issues facing Americans today?

CYGNAL

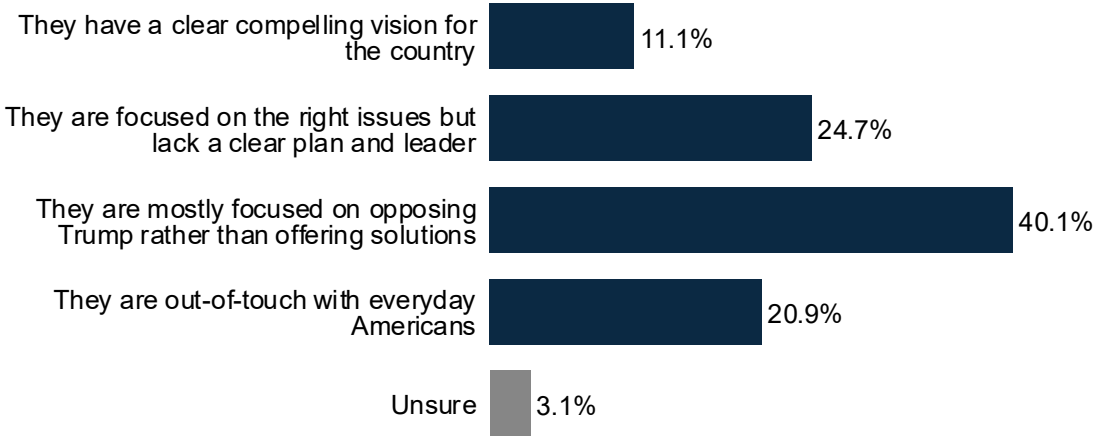
Percent Change: Trust in House Democrats to GOP



	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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A ton	3%	-1%	3%	4%	6%	2%	8%	1%	0%	10%	-1%	2%	22%	2%	-17%	1%	2%	5%	6%	-7%	-5%	4%	5%	-1%	1%	20%	-13%	-12%	2%	-2%	5%	4%
A good amount	1%	-6%	3%	3%	6%	-2%	11%	2%	-6%	10%	0%	-5%	34%	-1%	-32%	-4%	5%	5%	5%	-26%	9%	4%	6%	-5%	2%	33%	-29%	7%	4%	6%	4%	-1%
Some	-1%	-10%	-3%	5%	3%	3%	3%	-2%	-11%	6%	-2%	-9%	18%	-4%	-20%	-4%	3%	-4%	0%	-11%	-8%	3%	2%	-5%	4%	20%	-22%	-9%	-3%	1%	-3%	-1%
A little	-5%	-13%	-1%	-8%	0%	-6%	-1%	-5%	-8%	-5%	-4%	-10%	-5%	-6%	-5%	-9%	0%	-7%	-5%	-6%	-6%	-8%	-4%	-7%	-6%	-2%	-8%	-17%	-6%	-8%	-7%	-4%
None at all	3%	29%	-1%	-5%	-15%	3%	-22%	6%	25%	-21%	7%	23%	-68%	10%	74%	17%	-9%	1%	-6%	49%	11%	-4%	-9%	19%	-1%	-70%	73%	32%	1%	5%	0%	2%
Unsure	0%	0%	-1%	0%	0%	0%	1%	-1%	1%	1%	0%	-1%	0%	-1%	0%	0%	0%	0%	0%	1%	-1%	1%	0%	-1%	-1%	0%	-1%	0%	2%	-2%	1%	0%

CYGNAL

Democratic Party Message

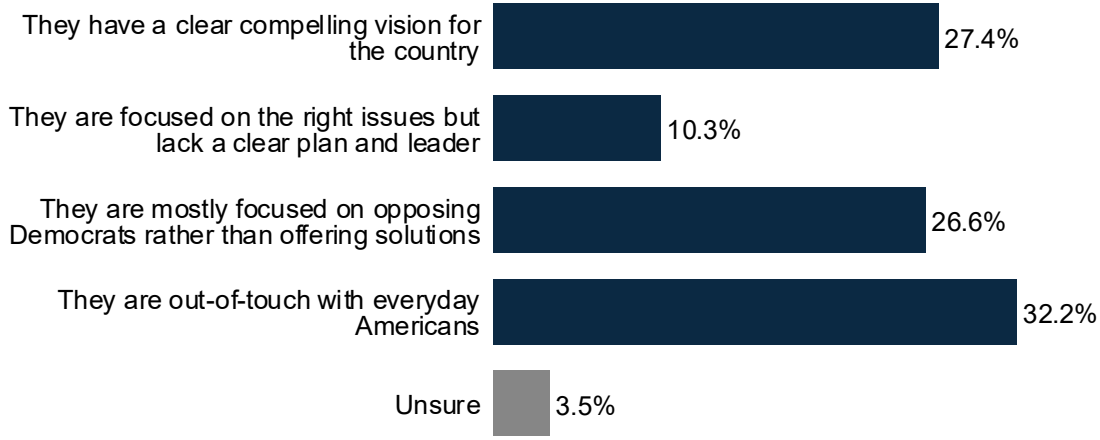


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
They have a clear compelling vision for the country	11%	15%	12%	8%	9%	7%	10%	17%	10%	8%	11%	15%	2%	5%	25%	15%	10%	8%	8%	26%	15%	13%	8%	15%	9%	2%	20%	9%	17%	14%	7%	10%
They are focused on the right issues but lack a clear plan and leader	25%	30%	29%	20%	19%	25%	14%	23%	37%	18%	29%	24%	4%	25%	47%	23%	25%	28%	25%	32%	22%	22%	23%	27%	16%	3%	46%	32%	23%	18%	21%	28%
They are mostly focused on opposing Trump rather than offering solutions	40%	33%	41%	40%	47%	42%	45%	38%	36%	45%	40%	35%	62%	42%	16%	37%	42%	43%	43%	20%	44%	38%	43%	36%	45%	63%	19%	29%	34%	43%	46%	40%
They are out-of-touch with everyday Americans	21%	18%	14%	30%	24%	24%	29%	16%	14%	27%	17%	22%	29%	25%	9%	21%	21%	20%	22%	16%	15%	24%	23%	19%	23%	28%	13%	19%	21%	22%	21%	21%
Unsure	3%	5%	4%	2%	1%	2%	2%	6%	3%	2%	3%	4%	3%	4%	2%	4%	3%	1%	3%	7%	4%	3%	3%	4%	7%	3%	2%	12%	5%	3%	5%	2%

Which of the following best describes the Democratic Party's message today?

CYGNAL

Republican Party Message

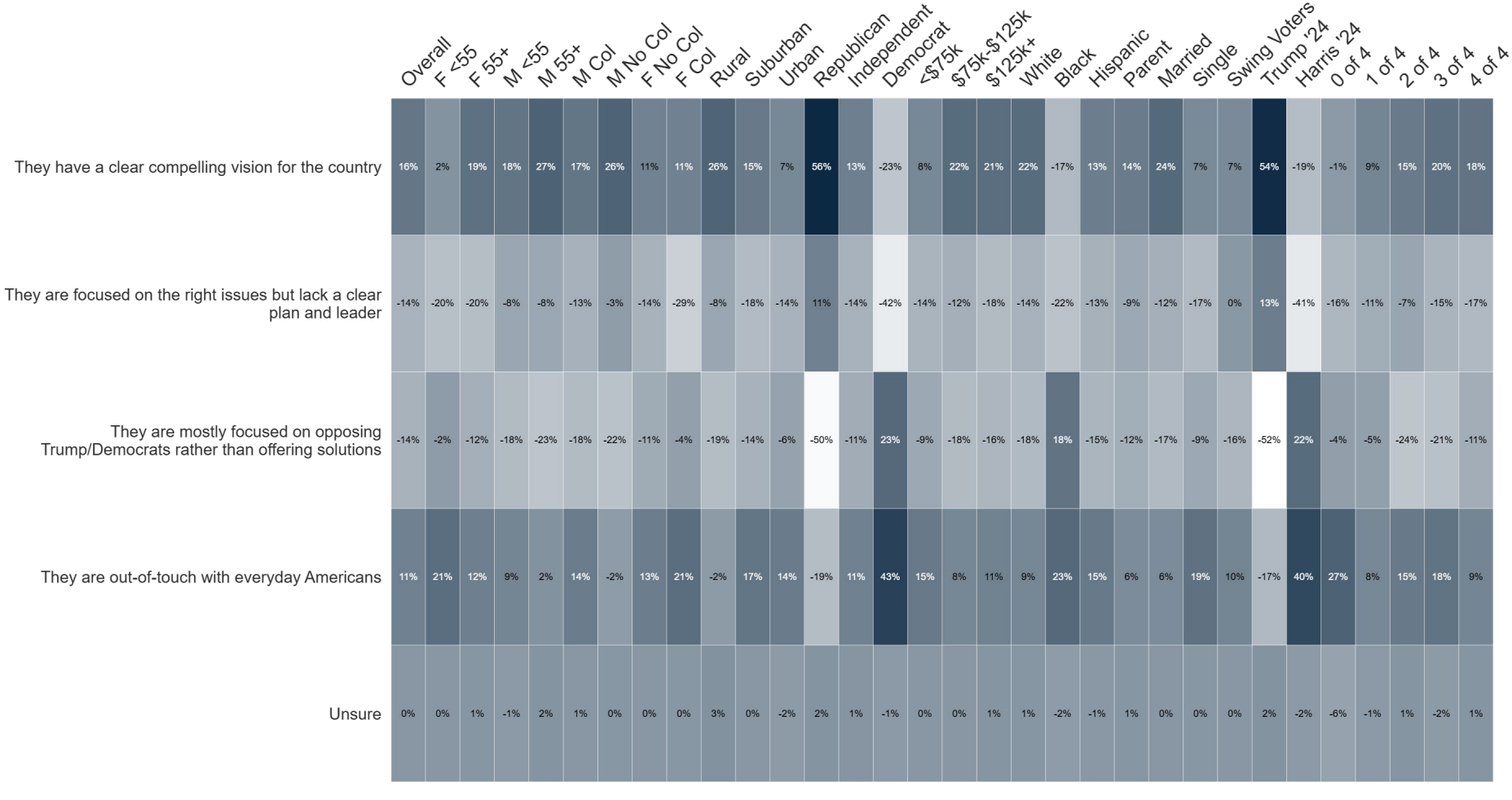


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
They have a clear compelling vision for the country	27%	17%	32%	25%	36%	24%	37%	27%	21%	34%	26%	22%	58%	17%	1%	23%	32%	29%	30%	9%	28%	27%	32%	22%	15%	57%	2%	8%	26%	28%	27%	28%
They are focused on the right issues but lack a clear plan and leader	10%	9%	9%	13%	11%	12%	11%	10%	9%	10%	10%	11%	15%	11%	5%	9%	13%	10%	11%	10%	9%	13%	11%	9%	16%	17%	4%	15%	12%	11%	7%	11%
They are mostly focused on opposing Democrats rather than offering solutions	27%	30%	29%	22%	24%	24%	23%	28%	32%	25%	26%	29%	12%	31%	39%	28%	24%	27%	25%	38%	29%	26%	26%	28%	29%	11%	41%	25%	30%	20%	25%	28%
They are out-of-touch with everyday Americans	32%	39%	26%	38%	27%	38%	27%	29%	36%	25%	34%	37%	10%	36%	53%	36%	29%	31%	31%	39%	31%	30%	28%	37%	33%	11%	52%	46%	28%	37%	39%	30%
Unsure	3%	4%	5%	1%	3%	2%	2%	6%	3%	5%	3%	2%	5%	5%	1%	4%	3%	2%	3%	5%	3%	4%	3%	4%	7%	5%	1%	6%	4%	4%	3%	3%

Which of the following best describes the Republican Party's message today?

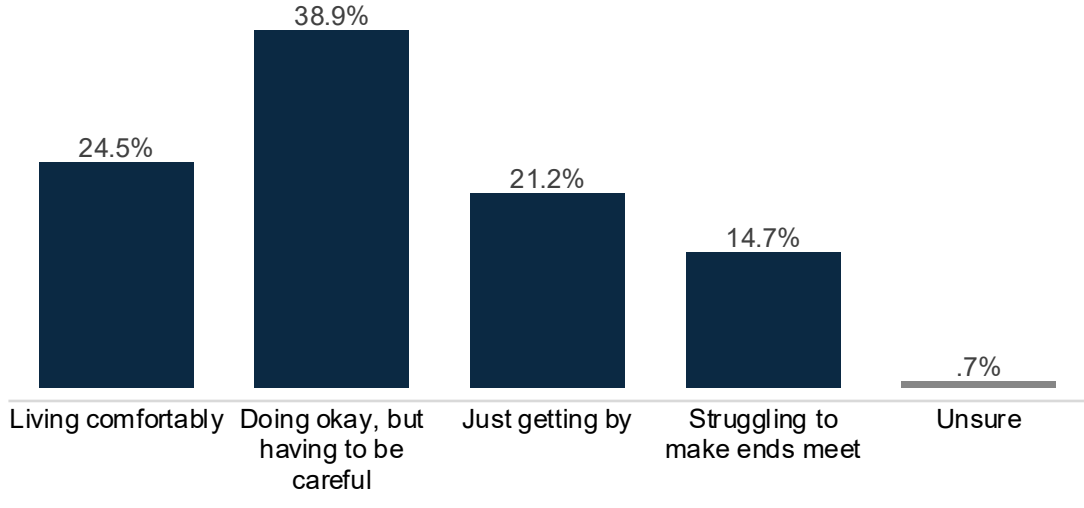
CYGNAL

Percent Change: Democratic to Republican Party Message



CYGNAL

Family Financial Situation

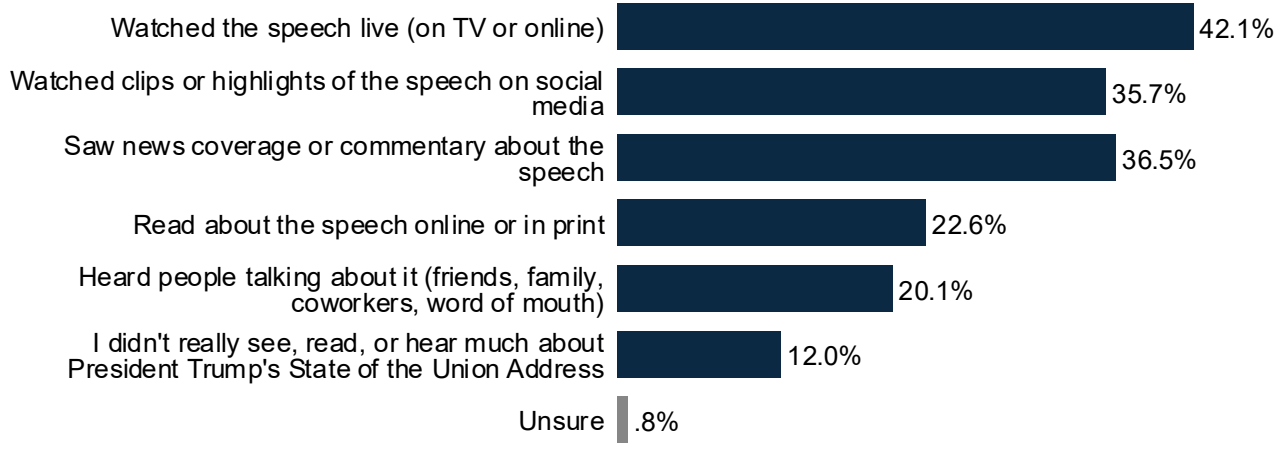


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Living comfortably	24%	16%	26%	22%	34%	36%	21%	16%	28%	21%	28%	21%	32%	20%	20%	11%	24%	47%	29%	11%	18%	20%	31%	17%	19%	30%	21%	16%	19%	19%	17%	29%
Doing okay, but having to be careful	39%	39%	41%	36%	40%	37%	40%	36%	44%	40%	40%	35%	40%	37%	39%	33%	49%	36%	40%	33%	35%	38%	41%	36%	38%	39%	41%	33%	34%	36%	38%	41%
Just getting by	21%	21%	20%	28%	17%	18%	25%	24%	16%	24%	18%	25%	17%	26%	23%	29%	19%	12%	18%	33%	26%	23%	18%	25%	26%	18%	23%	33%	23%	26%	28%	17%
Struggling to make ends meet	15%	23%	13%	14%	9%	8%	15%	22%	12%	15%	13%	18%	11%	17%	17%	27%	8%	4%	13%	23%	22%	18%	9%	22%	16%	12%	16%	19%	24%	18%	16%	11%
Unsure	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%

How would you describe your family's current financial situation?

CYGNAL

SOTU SRH Source

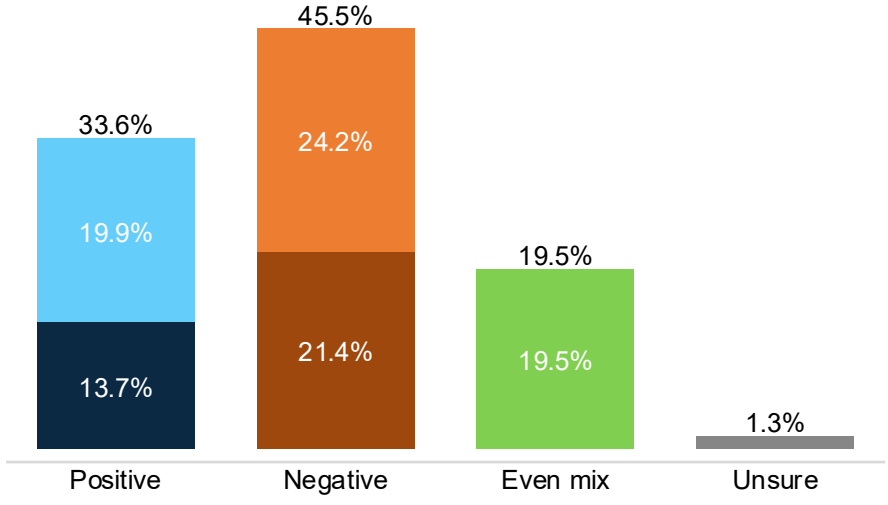


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Watched the speech live (on TV or online)	42%	29%	49%	40%	51%	44%	46%	42%	35%	47%	41%	39%	56%	40%	29%	38%	43%	45%	43%	32%	47%	39%	46%	38%	35%	56%	30%	23%	38%	41%	45%	44%
Watched clips or highlights of the speech on social media	36%	43%	26%	48%	28%	41%	35%	32%	36%	30%	37%	40%	34%	35%	37%	35%	39%	35%	36%	36%	36%	37%	34%	38%	36%	35%	38%	38%	38%	35%	34%	36%
Saw news coverage or commentary about the speech	36%	39%	33%	42%	33%	47%	28%	32%	41%	27%	39%	43%	31%	36%	43%	35%	36%	38%	37%	37%	38%	34%	35%	39%	36%	31%	42%	43%	36%	35%	34%	37%
Read about the speech online or in print	23%	23%	18%	33%	17%	31%	20%	16%	26%	17%	25%	24%	17%	25%	27%	20%	24%	27%	24%	20%	20%	23%	21%	24%	20%	17%	28%	17%	25%	27%	20%	22%
Heard people talking about it (friends, family, coworkers, word of mouth)	20%	29%	14%	27%	12%	21%	18%	21%	22%	14%	21%	26%	17%	19%	24%	21%	19%	21%	21%	20%	16%	23%	17%	24%	20%	17%	23%	32%	22%	21%	18%	19%
I didn't really see, read, or hear much about President Trump's State of the Union Address	12%	15%	11%	10%	11%	8%	14%	16%	10%	14%	10%	13%	8%	15%	14%	16%	9%	9%	10%	20%	10%	13%	11%	14%	17%	8%	14%	16%	11%	16%	16%	10%
Unsure	1%	1%	1%	1%	0%	0%	1%	2%	0%	2%	0%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	4%	2%	1%	0%	0%

If at all, where did you see, read, or hear anything about President Trump's recent State of the Union Address? Select as many as apply.

CYGNAL

SOTU SRH Description

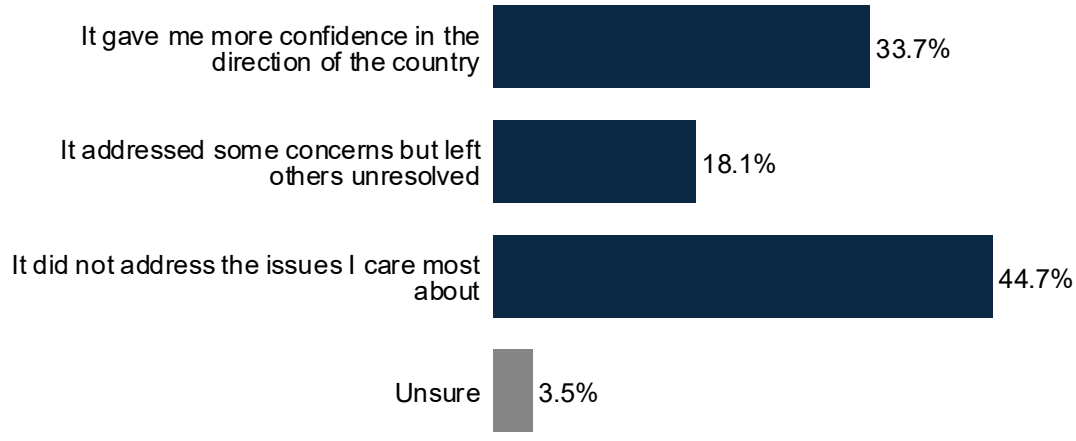


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	34%	20%	37%	31%	46%	29%	48%	35%	23%	43%	31%	28%	68%	23%	2%	30%	38%	32%	36%	18%	28%	35%	38%	28%	24%	65%	2%	18%	35%	30%	35%	34%
Negative Total	46%	54%	44%	42%	42%	51%	34%	44%	54%	35%	48%	53%	9%	53%	84%	49%	43%	46%	43%	60%	50%	39%	41%	51%	38%	10%	84%	72%	35%	47%	47%	47%
All positive	14%	8%	17%	11%	19%	9%	22%	16%	9%	18%	12%	12%	29%	8%	0%	14%	14%	12%	15%	9%	10%	15%	15%	12%	4%	27%	1%	4%	13%	12%	13%	15%
Mostly positive	20%	13%	20%	20%	27%	20%	26%	19%	14%	25%	19%	16%	38%	15%	2%	16%	24%	20%	21%	9%	18%	20%	23%	16%	20%	38%	1%	14%	22%	18%	22%	19%
Even mix of positive and negative	19%	24%	18%	26%	10%	19%	16%	20%	22%	20%	20%	18%	22%	23%	13%	19%	18%	21%	20%	20%	19%	24%	19%	19%	35%	24%	13%	10%	27%	21%	17%	18%
Mostly negative	24%	22%	24%	25%	26%	30%	21%	18%	29%	20%	25%	27%	7%	32%	39%	23%	25%	27%	24%	31%	24%	22%	23%	26%	28%	8%	41%	33%	18%	24%	28%	25%
All negative	21%	32%	20%	17%	16%	21%	13%	25%	26%	15%	23%	26%	1%	22%	45%	26%	19%	19%	19%	29%	26%	17%	18%	25%	10%	1%	43%	40%	18%	23%	19%	22%
Unsure	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	2%	1%	1%	1%	2%	3%	2%	1%	2%	3%	1%	1%	0%	3%	2%	1%	1%

Was the information you saw, read, or heard about President Trump's recent State of the Union Address positive or negative?

CYGNAL

SOTU SRH Reaction

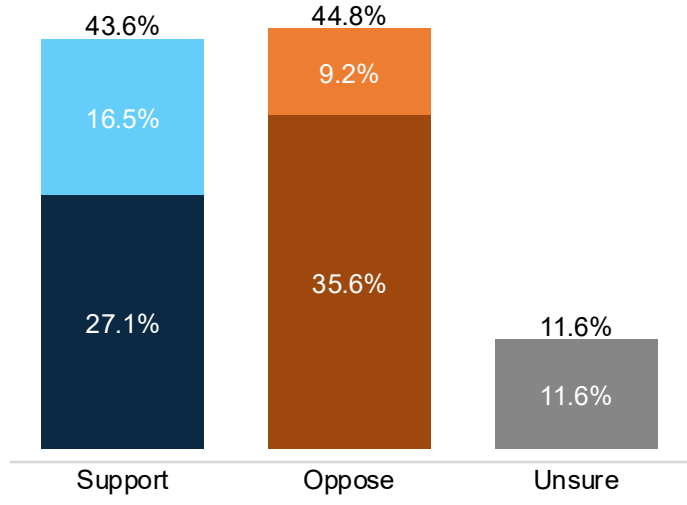


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
It gave me more confidence in the direction of the country	34%	20%	38%	31%	46%	30%	48%	34%	24%	41%	32%	30%	67%	24%	3%	27%	38%	36%	37%	13%	34%	33%	39%	27%	20%	66%	3%	15%	29%	33%	32%	36%
It addressed some concerns but left others unresolved	18%	18%	17%	26%	13%	19%	18%	18%	15%	23%	16%	17%	23%	21%	10%	21%	19%	13%	18%	23%	11%	25%	17%	20%	36%	25%	9%	30%	30%	21%	17%	14%
It did not address the issues I care most about	45%	56%	43%	41%	38%	49%	31%	43%	56%	33%	48%	50%	6%	53%	84%	48%	40%	48%	42%	59%	48%	37%	41%	49%	37%	6%	85%	46%	37%	41%	47%	47%
Unsure	4%	6%	2%	2%	3%	2%	3%	4%	4%	3%	4%	3%	4%	2%	3%	4%	3%	2%	3%	5%	6%	4%	3%	4%	7%	3%	3%	9%	4%	5%	4%	3%

After seeing, reading, or hearing about President Trump's State of the Union Address, which best describes your reaction?

CYGNAL

Replace Income Tax with Tariffs

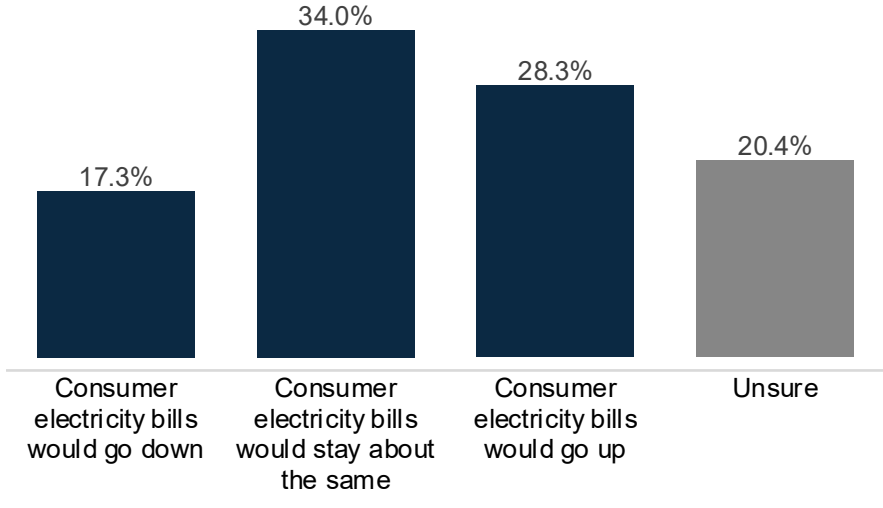


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	44%	30%	44%	48%	54%	42%	60%	43%	30%	51%	43%	36%	79%	40%	9%	38%	51%	43%	48%	23%	39%	51%	48%	37%	41%	81%	9%	21%	44%	44%	45%	44%
Oppose Total	45%	55%	41%	44%	38%	50%	33%	42%	55%	35%	47%	51%	11%	50%	78%	47%	41%	48%	41%	60%	51%	39%	42%	49%	40%	9%	80%	62%	44%	42%	41%	46%
Strongly support	27%	15%	29%	32%	34%	26%	40%	26%	17%	35%	24%	23%	56%	20%	2%	24%	30%	29%	30%	8%	29%	30%	31%	22%	16%	54%	2%	12%	26%	27%	26%	28%
Somewhat support	17%	15%	16%	16%	19%	16%	19%	17%	14%	16%	18%	13%	23%	20%	7%	15%	21%	15%	18%	14%	11%	21%	17%	16%	25%	27%	6%	9%	18%	17%	19%	16%
Somewhat oppose	9%	12%	6%	11%	8%	10%	9%	10%	8%	9%	9%	10%	6%	10%	11%	9%	11%	10%	9%	13%	12%	11%	9%	10%	18%	5%	12%	3%	16%	7%	10%	8%
Strongly oppose	36%	44%	35%	33%	31%	40%	24%	32%	48%	26%	39%	41%	4%	40%	67%	38%	30%	38%	33%	47%	39%	28%	33%	39%	22%	3%	68%	59%	29%	35%	31%	38%
Unsure	12%	15%	15%	8%	8%	8%	7%	15%	14%	14%	10%	13%	10%	10%	13%	15%	8%	9%	11%	17%	9%	10%	10%	14%	19%	10%	11%	16%	12%	14%	14%	10%

President Trump in his recent State of the Union address suggested that tariff revenue from other countries could eventually replace the federal income tax. Do you support or oppose using tariff revenue to replace the federal income tax?

CYGNAL

Trump Data Center Proposal

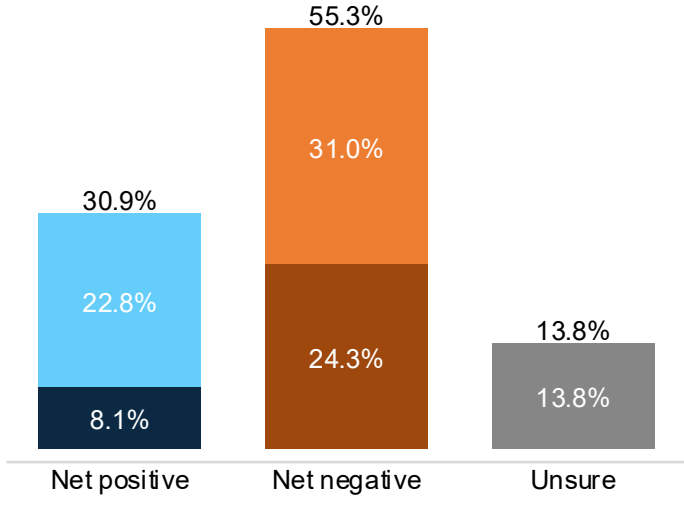


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Consumer electricity bills would go down	17%	13%	19%	18%	19%	15%	23%	19%	13%	21%	16%	16%	29%	14%	7%	17%	19%	17%	18%	11%	16%	18%	17%	18%	13%	28%	7%	18%	20%	19%	14%	17%
Consumer electricity bills would stay about the same	34%	36%	29%	35%	37%	40%	32%	28%	37%	33%	34%	35%	38%	33%	31%	30%	33%	40%	36%	28%	32%	37%	35%	33%	39%	37%	31%	33%	31%	33%	40%	33%
Consumer electricity bills would go up	28%	30%	27%	30%	26%	30%	27%	27%	30%	24%	30%	29%	13%	34%	41%	31%	28%	26%	27%	39%	31%	24%	28%	28%	27%	14%	43%	28%	30%	27%	23%	30%
Unsure	20%	21%	25%	17%	18%	16%	18%	25%	21%	22%	20%	20%	20%	19%	21%	22%	20%	17%	19%	22%	21%	21%	20%	21%	21%	21%	18%	21%	18%	21%	24%	20%

Some large tech companies, including Amazon, Google, Meta, Microsoft, xAI, Oracle, and OpenAI, followed a Trump Administration directive to commit to pay for the full cost of the electricity used by their AI data centers. That way consumers don't foot the bill. What impact do you believe this directive will have on you?

CYGNAL

AI Net Positive or Net Negative

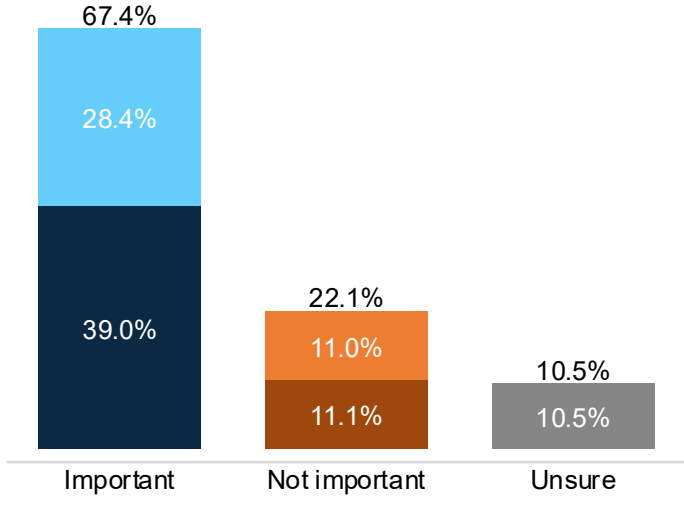


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Net positive	31%	28%	21%	37%	40%	41%	36%	25%	24%	27%	33%	30%	40%	28%	24%	27%	36%	34%	32%	34%	27%	35%	33%	28%	30%	39%	24%	25%	41%	30%	31%	28%
Net negative	55%	63%	58%	54%	45%	49%	50%	58%	63%	57%	54%	56%	44%	59%	66%	59%	51%	55%	55%	52%	58%	52%	54%	56%	56%	44%	66%	66%	48%	58%	56%	56%
Definitely net positive	8%	6%	5%	12%	10%	14%	9%	7%	4%	8%	8%	9%	10%	7%	7%	9%	9%	8%	8%	10%	7%	9%	8%	8%	9%	10%	6%	10%	9%	10%	7%	7%
Probably net positive	23%	22%	16%	25%	30%	28%	27%	18%	20%	19%	26%	21%	30%	21%	17%	18%	27%	26%	24%	24%	20%	26%	25%	20%	21%	29%	17%	14%	32%	21%	24%	21%
Probably net negative	31%	32%	35%	30%	26%	27%	29%	31%	36%	32%	31%	29%	29%	28%	35%	30%	31%	33%	32%	32%	28%	31%	32%	29%	34%	29%	34%	37%	25%	29%	29%	33%
Definitely net negative	24%	31%	23%	24%	19%	22%	21%	27%	26%	25%	23%	27%	14%	31%	30%	29%	20%	22%	23%	21%	29%	21%	22%	27%	22%	15%	31%	30%	23%	29%	27%	23%
Unsure	14%	9%	21%	9%	15%	10%	14%	17%	13%	16%	13%	14%	16%	13%	11%	14%	14%	11%	13%	13%	15%	13%	13%	15%	14%	17%	11%	9%	11%	12%	13%	16%

Overall, do you believe artificial intelligence (AI) will have a net positive impact or a net negative impact on society over the next 10 years?

CYGNAL

Importance of U.S. Leading AI

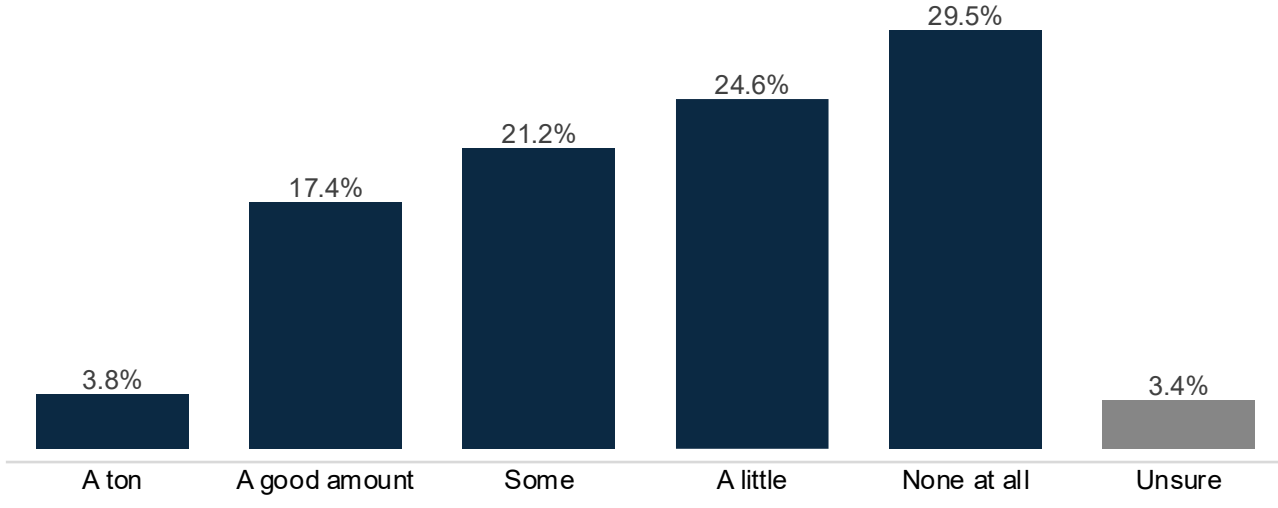


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Important Total	67%	53%	67%	70%	81%	76%	74%	57%	66%	66%	70%	62%	78%	63%	59%	59%	72%	78%	70%	58%	65%	70%	72%	61%	62%	78%	60%	52%	63%	64%	68%	70%
Not important Total	22%	36%	16%	26%	9%	18%	18%	26%	25%	20%	22%	26%	12%	28%	29%	28%	19%	15%	21%	25%	26%	21%	18%	27%	25%	13%	29%	38%	30%	28%	20%	18%
Very important	39%	24%	38%	42%	54%	52%	43%	29%	34%	38%	40%	37%	52%	40%	25%	30%	42%	50%	42%	25%	36%	40%	44%	33%	30%	54%	26%	38%	33%	38%	37%	41%
Somewhat important	28%	30%	28%	28%	28%	25%	31%	27%	31%	28%	30%	26%	26%	23%	35%	29%	29%	28%	28%	33%	29%	30%	28%	29%	32%	23%	34%	15%	30%	26%	31%	29%
Not too important	11%	16%	8%	14%	6%	9%	11%	11%	13%	9%	12%	12%	7%	14%	14%	12%	11%	8%	11%	12%	8%	10%	9%	14%	16%	7%	14%	27%	15%	11%	11%	9%
Not at all important	11%	20%	9%	13%	3%	9%	7%	16%	12%	11%	10%	14%	5%	14%	16%	16%	8%	7%	9%	14%	18%	10%	9%	13%	9%	5%	15%	12%	15%	17%	9%	9%
Unsure	10%	10%	17%	4%	9%	6%	8%	17%	10%	14%	8%	11%	10%	9%	11%	13%	9%	6%	10%	16%	10%	9%	10%	12%	14%	10%	10%	9%	7%	8%	12%	12%

How important is it for the U.S. to lead the world in artificial intelligence (AI) development?

CYGNAL

Trump Rx Awareness

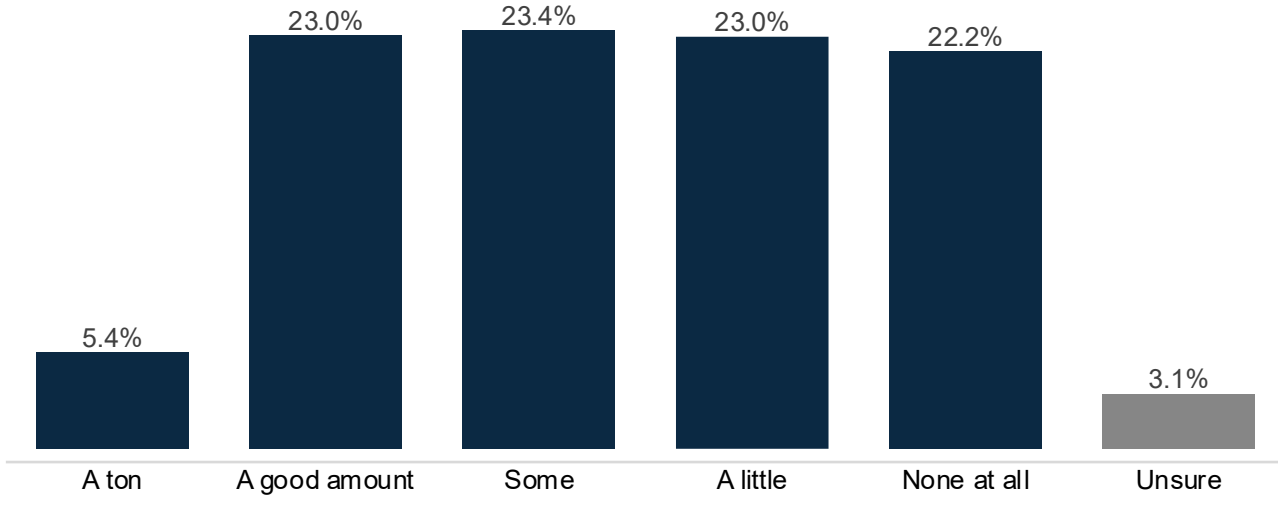


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A ton	4%	2%	4%	5%	5%	5%	4%	4%	2%	4%	3%	5%	6%	4%	2%	4%	5%	4%	4%	4%	4%	6%	4%	3%	2%	5%	3%	0%	3%	4%	3%	4%
A good amount	17%	14%	16%	23%	18%	22%	20%	14%	16%	16%	18%	18%	23%	17%	13%	15%	17%	19%	18%	13%	19%	19%	18%	16%	15%	21%	15%	9%	21%	19%	18%	16%
Some	21%	13%	25%	18%	28%	23%	23%	15%	25%	20%	22%	21%	26%	17%	19%	16%	22%	26%	23%	11%	17%	18%	24%	18%	18%	26%	18%	30%	20%	16%	17%	24%
A little	25%	28%	23%	26%	22%	25%	22%	24%	27%	24%	27%	20%	22%	28%	26%	24%	27%	26%	24%	28%	28%	25%	23%	27%	24%	24%	26%	24%	21%	26%	24%	25%
None at all	30%	38%	28%	25%	26%	23%	29%	36%	29%	31%	28%	32%	20%	31%	38%	38%	26%	23%	28%	39%	25%	29%	28%	32%	35%	20%	37%	27%	29%	30%	35%	28%
Unsure	3%	5%	3%	3%	2%	2%	2%	7%	1%	5%	3%	3%	3%	3%	3%	4%	3%	2%	2%	4%	7%	4%	3%	4%	6%	4%	2%	10%	5%	4%	4%	3%

How much, if at all, have you seen, read, or heard about TrumpRx.gov, a federal website that provides Americans access to discounted name brand prescription drugs?

CYGNAL

Trump Accounts Awareness

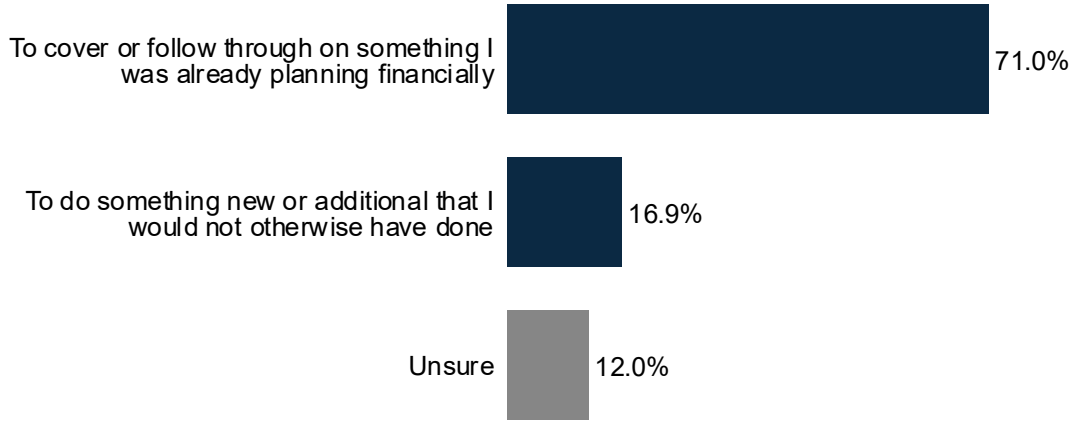


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A ton	5%	4%	5%	8%	6%	7%	7%	4%	4%	6%	5%	6%	9%	4%	3%	4%	8%	5%	5%	4%	8%	7%	6%	4%	4%	9%	3%	0%	6%	6%	3%	6%
A good amount	23%	17%	22%	28%	26%	28%	27%	18%	22%	22%	24%	22%	33%	23%	13%	18%	23%	31%	25%	17%	23%	25%	25%	21%	18%	33%	14%	15%	24%	23%	28%	22%
Some	23%	22%	22%	25%	24%	27%	22%	19%	25%	22%	23%	25%	24%	21%	25%	22%	24%	23%	25%	20%	19%	22%	24%	22%	23%	24%	24%	30%	27%	19%	16%	25%
A little	23%	25%	21%	22%	24%	21%	24%	23%	24%	24%	24%	18%	17%	27%	27%	24%	23%	23%	23%	24%	21%	25%	23%	24%	26%	18%	28%	6%	20%	22%	26%	24%
None at all	22%	28%	27%	15%	17%	16%	17%	30%	24%	22%	21%	26%	15%	22%	30%	29%	19%	17%	20%	30%	25%	18%	19%	25%	23%	14%	28%	46%	18%	27%	22%	21%
Unsure	3%	4%	3%	2%	2%	1%	3%	5%	2%	4%	3%	2%	2%	3%	3%	3%	2%	2%	2%	6%	5%	3%	2%	4%	6%	3%	3%	4%	5%	4%	5%	2%

How much, if at all, have you seen, read, or heard about Trump Accounts, government-created, tax-advantaged investment accounts for children?

CYGNAL

Substitution vs. Expansion

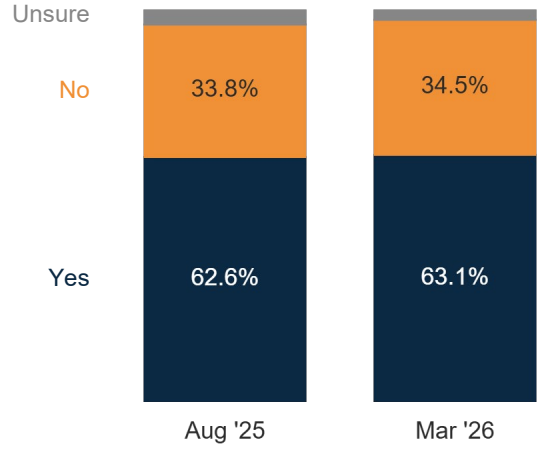


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
To cover or follow through on something I was already planning financially	71%	78%	67%	75%	64%	72%	67%	69%	78%	69%	72%	72%	67%	73%	75%	70%	74%	73%	71%	73%	71%	72%	69%	74%	64%	67%	77%	76%	65%	74%	77%	71%
To do something new or additional that I would not otherwise have done	17%	15%	15%	20%	18%	17%	21%	16%	14%	17%	17%	18%	20%	15%	14%	17%	15%	18%	17%	18%	16%	20%	16%	17%	20%	22%	12%	17%	25%	18%	14%	15%
Unsure	12%	7%	17%	5%	18%	11%	12%	15%	9%	14%	12%	10%	13%	12%	11%	13%	11%	9%	12%	9%	14%	8%	14%	9%	16%	12%	11%	7%	10%	9%	9%	14%

If you had an extra $1,000 today, how would you most likely use it?

CYGNAL

250th Anniversary Celebrate

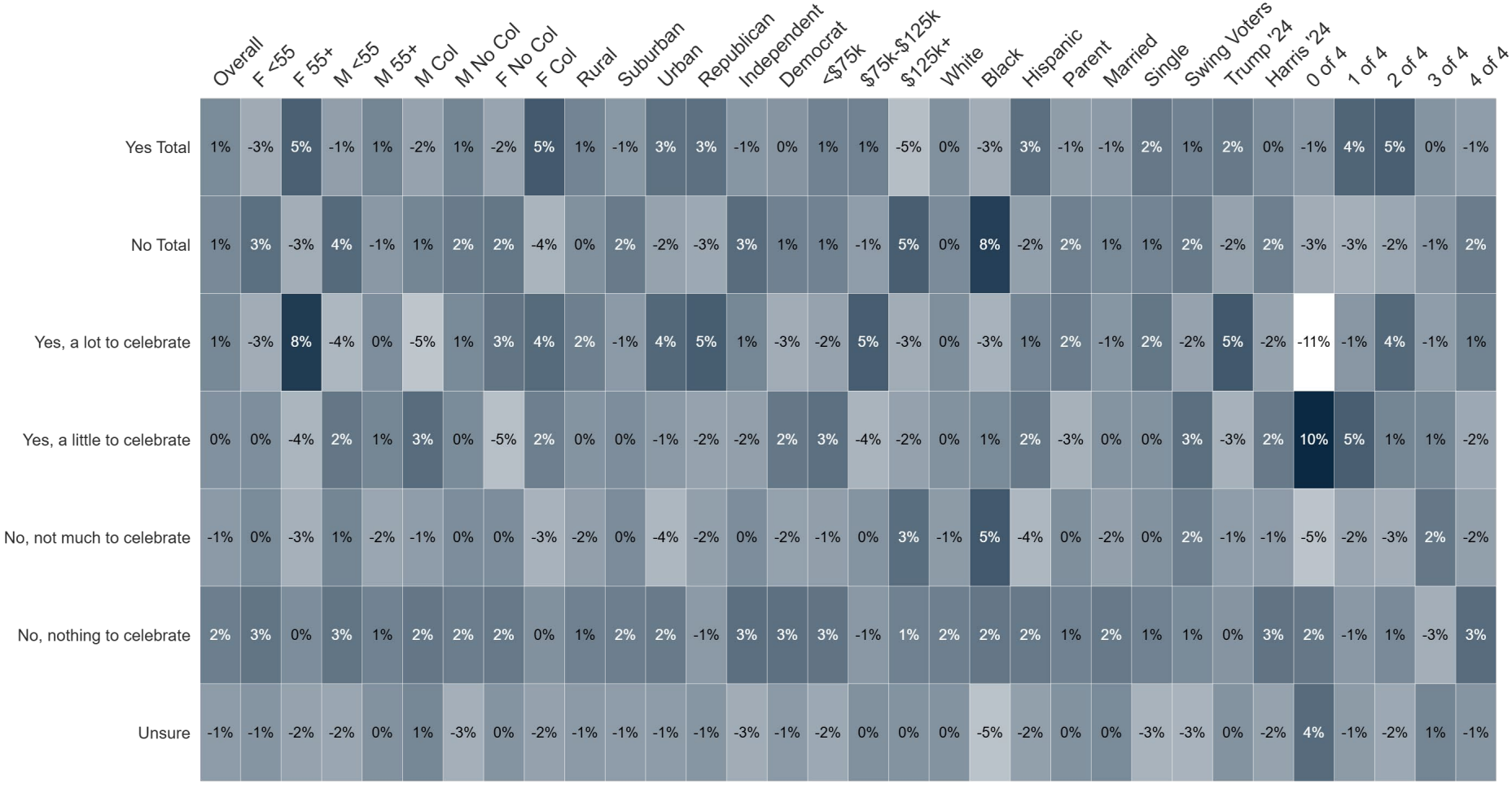


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	63%	47%	65%	65%	77%	68%	74%	57%	54%	71%	62%	56%	92%	56%	37%	57%	68%	66%	67%	43%	57%	64%	69%	56%	66%	90%	38%	50%	64%	62%	62%	64%
No Total	34%	49%	33%	34%	21%	30%	25%	38%	44%	27%	36%	40%	7%	42%	60%	40%	31%	33%	31%	53%	39%	33%	29%	42%	30%	8%	60%	46%	32%	37%	35%	34%
Yes, a lot to celebrate	42%	25%	47%	42%	56%	44%	53%	37%	35%	51%	41%	33%	74%	35%	12%	33%	48%	47%	46%	20%	33%	41%	50%	33%	34%	74%	13%	29%	36%	37%	42%	46%
Yes, a little to celebrate	21%	22%	18%	23%	22%	24%	21%	20%	19%	20%	20%	23%	18%	21%	25%	24%	20%	18%	21%	23%	24%	23%	19%	23%	33%	16%	25%	21%	29%	26%	20%	18%
No, not much to celebrate	22%	29%	21%	24%	14%	21%	17%	24%	26%	16%	24%	24%	6%	27%	37%	25%	20%	23%	21%	34%	23%	22%	18%	28%	22%	6%	38%	27%	21%	24%	24%	21%
No, nothing to celebrate	12%	20%	11%	10%	7%	9%	8%	14%	17%	10%	12%	16%	1%	15%	23%	15%	10%	10%	10%	19%	17%	11%	11%	14%	8%	1%	22%	19%	12%	12%	11%	13%
Unsure	2%	4%	3%	0%	2%	1%	1%	5%	2%	2%	2%	4%	1%	2%	3%	3%	1%	1%	2%	5%	3%	3%	2%	3%	4%	2%	2%	4%	3%	1%	3%	2%

As the United States approaches its 250th anniversary this year, do you believe there is much for Americans to celebrate?

CYGNAL

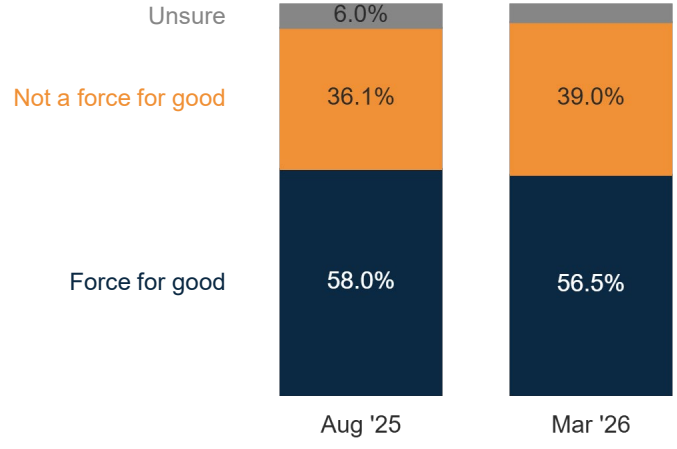
Percent Change: 250th Anniversary Celebrate (Aug '25 to Mar '26)



	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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	1%	-3%	5%	-1%	1%	-2%	1%	-2%	5%	1%	-1%	3%	3%	-1%	0%	1%	1%	-5%	0%	-3%	3%	-1%	-1%	2%	1%	2%	0%	-1%	4%	5%	0%	-1%
No Total	1%	3%	-3%	4%	-1%	1%	2%	2%	-4%	0%	2%	-2%	-3%	3%	1%	1%	-1%	5%	0%	8%	-2%	2%	1%	1%	2%	-2%	2%	-3%	-3%	-2%	-1%	2%
Yes, a lot to celebrate	1%	-3%	8%	-4%	0%	-5%	1%	3%	4%	2%	-1%	4%	5%	1%	-3%	-2%	5%	-3%	0%	-3%	1%	2%	-1%	2%	-2%	5%	-2%	-11%	-1%	4%	-1%	1%
Yes, a little to celebrate	0%	0%	-4%	2%	1%	3%	0%	-5%	2%	0%	0%	-1%	-2%	-2%	2%	3%	-4%	-2%	0%	1%	2%	-3%	0%	0%	3%	-3%	2%	10%	5%	1%	1%	-2%
No, not much to celebrate	-1%	0%	-3%	1%	-2%	-1%	0%	0%	-3%	-2%	0%	-4%	-2%	0%	-2%	-1%	0%	3%	-1%	5%	-4%	0%	-2%	0%	2%	-1%	-1%	-5%	-2%	-3%	2%	-2%
No, nothing to celebrate	2%	3%	0%	3%	1%	2%	2%	2%	0%	1%	2%	2%	-1%	3%	3%	3%	-1%	1%	2%	2%	2%	1%	2%	1%	1%	0%	3%	2%	-1%	1%	-3%	3%
Unsure	-1%	-1%	-2%	-2%	0%	1%	-3%	0%	-2%	-1%	-1%	-1%	-1%	-3%	-1%	-2%	0%	0%	0%	-5%	-2%	0%	0%	-3%	-3%	0%	-2%	4%	-1%	-2%	1%	-1%

CYGNAL

USA a Force for Good

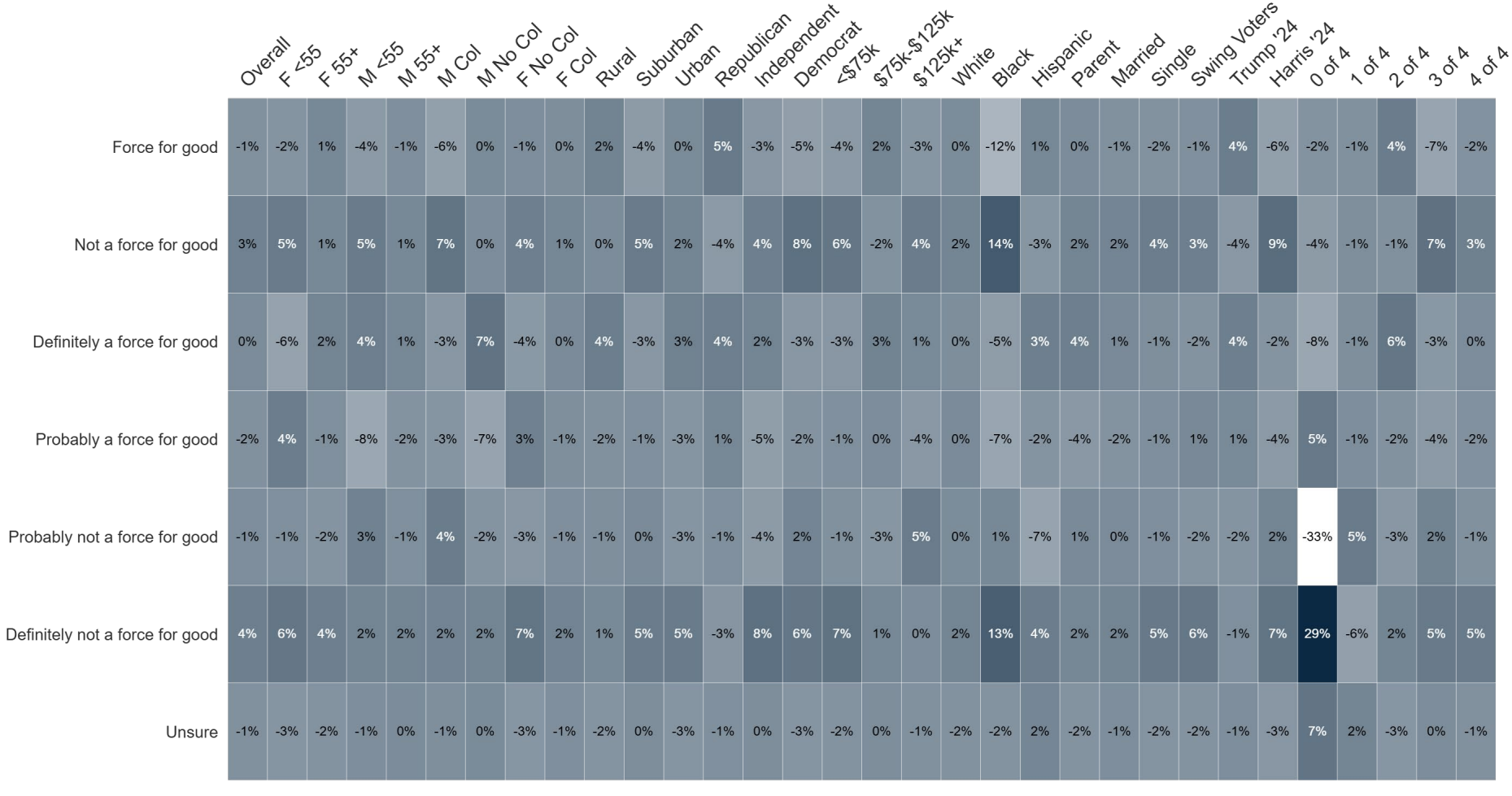


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Force for good	56%	42%	58%	56%	70%	59%	67%	54%	46%	67%	54%	49%	91%	47%	26%	50%	61%	60%	61%	33%	51%	57%	62%	49%	58%	91%	25%	47%	55%	59%	54%	57%
Not a force for good	39%	53%	35%	41%	26%	38%	29%	40%	48%	29%	42%	46%	7%	47%	69%	45%	35%	37%	35%	57%	42%	39%	34%	45%	33%	6%	70%	42%	39%	36%	41%	39%
Definitely a force for good	36%	20%	39%	36%	50%	37%	49%	32%	28%	45%	34%	30%	69%	28%	8%	30%	38%	41%	40%	13%	33%	35%	42%	28%	24%	69%	7%	23%	29%	35%	36%	39%
Probably a force for good	20%	22%	19%	20%	20%	22%	19%	23%	18%	22%	20%	20%	22%	19%	18%	20%	23%	19%	21%	20%	18%	22%	20%	21%	34%	22%	18%	24%	26%	24%	18%	19%
Probably not a force for good	18%	22%	16%	21%	13%	20%	15%	17%	21%	14%	20%	19%	5%	19%	32%	19%	16%	20%	17%	25%	17%	20%	17%	20%	18%	4%	32%	8%	23%	14%	18%	18%
Definitely not a force for good	21%	31%	19%	20%	13%	19%	14%	23%	28%	15%	22%	27%	2%	28%	37%	25%	19%	18%	18%	32%	25%	19%	17%	25%	15%	2%	38%	34%	16%	22%	24%	21%
Unsure	5%	5%	6%	3%	3%	3%	4%	6%	6%	4%	5%	5%	2%	6%	5%	5%	4%	3%	3%	10%	7%	4%	3%	6%	9%	3%	5%	11%	6%	5%	5%	4%

After 250 years as a nation, do you believe the United States continues to be a force for good in the world?

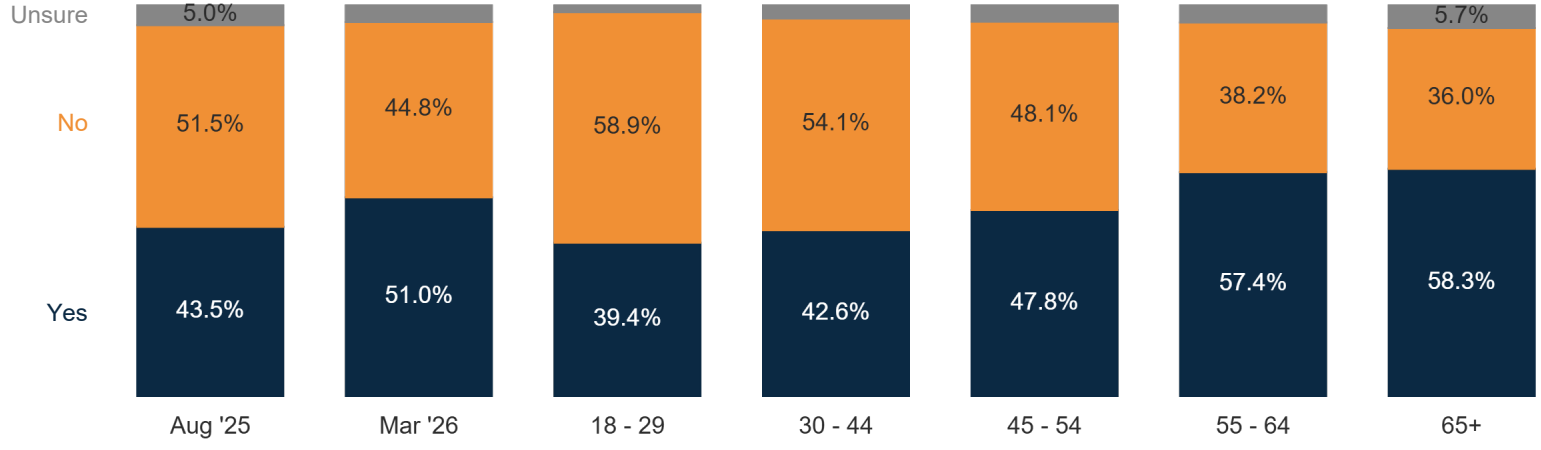
CYGNAL

Percent Change: USA a Force for Good (Aug '25 to Mar '26)



CYGNAL

American Dream Alive

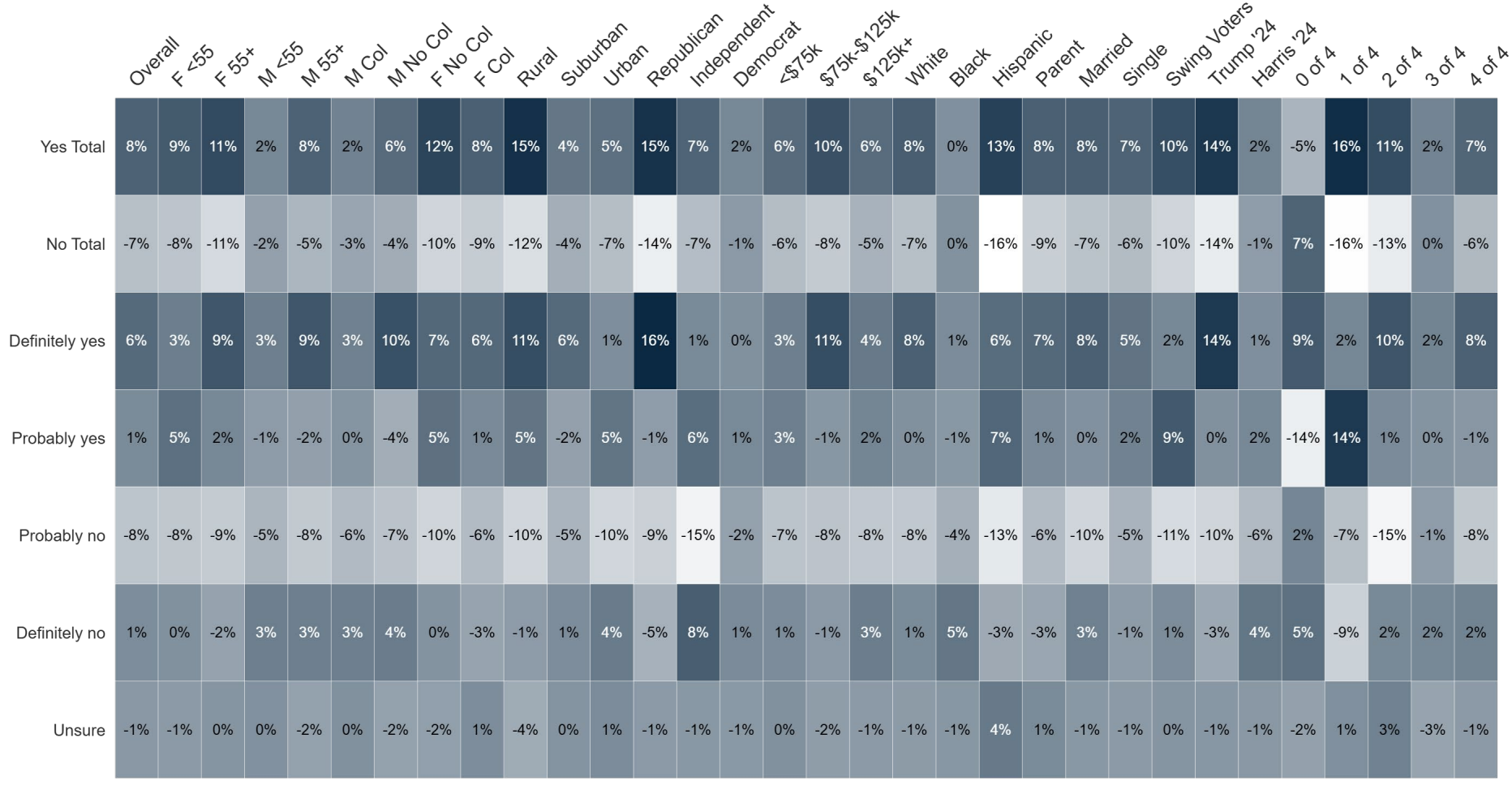


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	51%	39%	51%	50%	66%	55%	60%	47%	42%	61%	49%	43%	84%	41%	23%	44%	54%	57%	55%	32%	47%	52%	58%	43%	50%	82%	23%	30%	53%	49%	47%	53%
No Total	45%	57%	43%	48%	30%	42%	37%	46%	54%	37%	46%	52%	13%	55%	71%	50%	42%	41%	41%	61%	47%	43%	38%	53%	45%	15%	72%	64%	43%	44%	50%	43%
Definitely yes	26%	17%	26%	25%	36%	26%	35%	23%	20%	32%	25%	19%	50%	17%	6%	20%	28%	29%	28%	14%	25%	27%	31%	20%	18%	48%	7%	9%	24%	26%	19%	28%
Probably yes	25%	22%	25%	24%	31%	28%	26%	25%	22%	28%	24%	24%	33%	24%	17%	24%	26%	28%	27%	18%	21%	25%	27%	23%	32%	34%	17%	21%	30%	23%	28%	24%
Probably no	20%	19%	22%	20%	17%	21%	16%	17%	26%	16%	21%	20%	8%	20%	31%	19%	18%	22%	19%	25%	15%	19%	18%	21%	22%	8%	30%	24%	20%	15%	21%	20%
Definitely no	25%	38%	21%	28%	13%	21%	20%	30%	28%	21%	25%	32%	5%	35%	40%	32%	23%	19%	22%	36%	32%	23%	20%	32%	22%	6%	42%	40%	23%	29%	29%	23%
Unsure	4%	4%	6%	2%	4%	3%	3%	6%	4%	2%	5%	5%	3%	4%	5%	6%	4%	2%	4%	7%	6%	5%	4%	4%	6%	4%	4%	6%	4%	7%	3%	4%

Do you believe the American Dream is still alive today?

CYGNAL

Percent Change: American Dream Alive (Aug '25 to Mar '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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	8%	9%	11%	2%	8%	2%	6%	12%	8%	15%	4%	5%	15%	7%	2%	6%	10%	6%	8%	0%	13%	8%	8%	7%	10%	14%	2%	-5%	16%	11%	2%	7%
No Total	-7%	-8%	-11%	-2%	-5%	-3%	-4%	-10%	-9%	-12%	-4%	-7%	-14%	-7%	-1%	-6%	-8%	-5%	-7%	0%	-16%	-9%	-7%	-6%	-10%	-14%	-1%	7%	-16%	-13%	0%	-6%
Definitely yes	6%	3%	9%	3%	9%	3%	10%	7%	6%	11%	6%	1%	16%	1%	0%	3%	11%	4%	8%	1%	6%	7%	8%	5%	2%	14%	1%	9%	2%	10%	2%	8%
Probably yes	1%	5%	2%	-1%	-2%	0%	-4%	5%	1%	5%	-2%	5%	-1%	6%	1%	3%	-1%	2%	0%	-1%	7%	1%	0%	2%	9%	0%	2%	-14%	14%	1%	0%	-1%
Probably no	-8%	-8%	-9%	-5%	-8%	-6%	-7%	-10%	-6%	-10%	-5%	-10%	-9%	-15%	-2%	-7%	-8%	-8%	-8%	-4%	-13%	-6%	-10%	-5%	-11%	-10%	-6%	2%	-7%	-15%	-1%	-8%
Definitely no	1%	0%	-2%	3%	3%	3%	4%	0%	-3%	-1%	1%	4%	-5%	8%	1%	1%	-1%	3%	1%	5%	-3%	-3%	3%	-1%	1%	-3%	4%	5%	-9%	2%	2%	2%
Unsure	-1%	-1%	0%	0%	-2%	0%	-2%	-2%	1%	-4%	0%	1%	-1%	-1%	-1%	0%	-2%	-1%	-1%	-1%	4%	1%	-1%	-1%	0%	-1%	-1%	-2%	1%	3%	-3%	-1%

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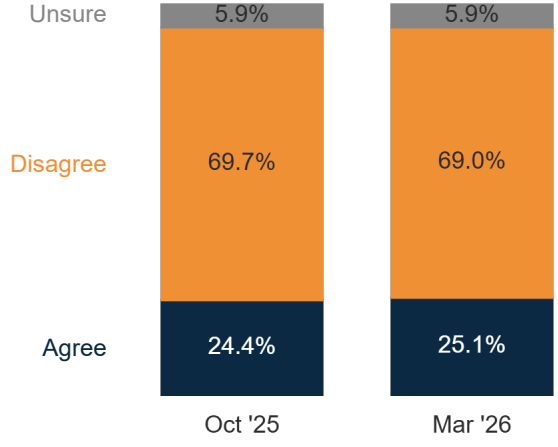
Action Against Gov't Acceptance

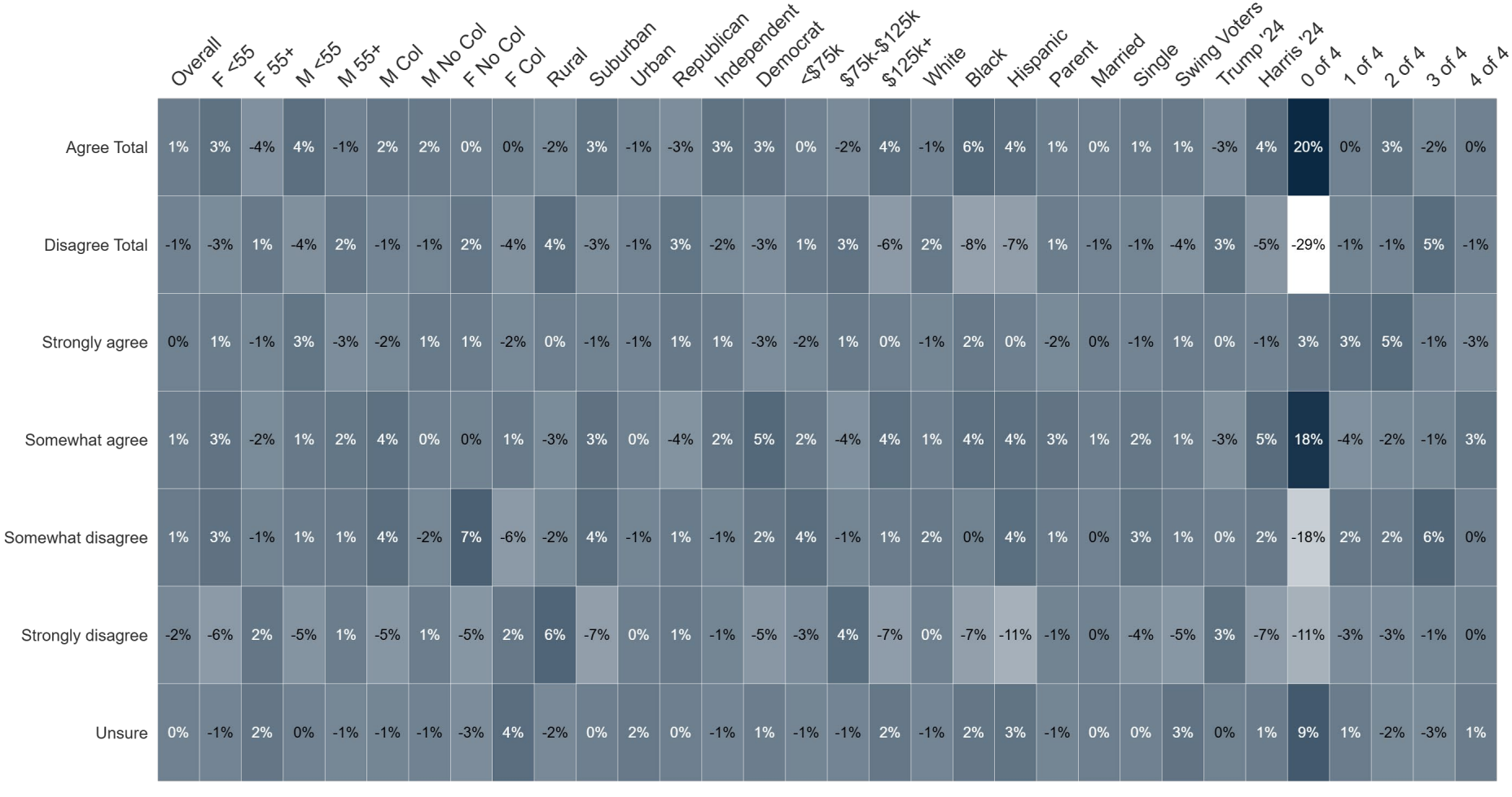


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	25%	37%	15%	34%	15%	26%	23%	24%	28%	20%	26%	30%	14%	25%	38%	28%	23%	26%	23%	33%	26%	30%	22%	29%	24%	12%	38%	30%	33%	29%	24%	22%
Disagree Total	69%	55%	78%	62%	81%	69%	74%	70%	63%	76%	69%	61%	83%	69%	54%	66%	72%	70%	72%	57%	66%	65%	72%	65%	67%	85%	54%	57%	59%	64%	73%	73%
Strongly agree	10%	16%	5%	15%	5%	9%	11%	11%	10%	9%	10%	12%	8%	11%	13%	13%	9%	9%	9%	13%	10%	11%	9%	12%	8%	7%	14%	9%	16%	14%	12%	7%
Somewhat agree	15%	21%	10%	19%	10%	17%	12%	13%	17%	11%	16%	18%	6%	14%	25%	15%	13%	17%	14%	20%	16%	18%	14%	16%	16%	6%	24%	21%	17%	15%	12%	15%
Somewhat disagree	16%	18%	17%	13%	14%	16%	11%	20%	16%	11%	18%	17%	9%	17%	23%	17%	15%	16%	15%	23%	17%	15%	13%	18%	19%	8%	22%	14%	19%	14%	18%	15%
Strongly disagree	53%	36%	60%	50%	67%	53%	63%	50%	47%	65%	51%	44%	74%	53%	31%	49%	58%	53%	57%	34%	49%	49%	59%	46%	48%	77%	32%	44%	40%	50%	55%	58%
Unsure	6%	8%	8%	4%	3%	5%	3%	6%	9%	4%	6%	10%	3%	6%	8%	6%	5%	5%	5%	10%	8%	6%	5%	7%	9%	3%	8%	13%	8%	7%	3%	5%

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

CYGNAL

Percent Change: Action Against Gov't Acceptance (Oct '25 to Mar '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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	1%	3%	-4%	4%	-1%	2%	2%	0%	0%	-2%	3%	-1%	-3%	3%	3%	0%	-2%	4%	-1%	6%	4%	1%	0%	1%	1%	-3%	4%	20%	0%	3%	-2%	0%
Disagree Total	-1%	-3%	1%	-4%	2%	-1%	-1%	2%	-4%	4%	-3%	-1%	3%	-2%	-3%	1%	3%	-6%	2%	-8%	-7%	1%	-1%	-1%	-4%	3%	-5%	-29%	-1%	-1%	5%	-1%
Strongly agree	0%	1%	-1%	3%	-3%	-2%	1%	1%	-2%	0%	-1%	-1%	1%	1%	-3%	-2%	1%	0%	-1%	2%	0%	-2%	0%	-1%	1%	0%	-1%	3%	3%	5%	-1%	-3%
Somewhat agree	1%	3%	-2%	1%	2%	4%	0%	0%	1%	-3%	3%	0%	-4%	2%	5%	2%	-4%	4%	1%	4%	4%	3%	1%	2%	1%	-3%	5%	18%	-4%	-2%	-1%	3%
Somewhat disagree	1%	3%	-1%	1%	1%	4%	-2%	7%	-6%	-2%	4%	-1%	1%	-1%	2%	4%	-1%	1%	2%	0%	4%	1%	0%	3%	1%	0%	2%	-18%	2%	2%	6%	0%
Strongly disagree	-2%	-6%	2%	-5%	1%	-5%	1%	-5%	2%	6%	-7%	0%	1%	-1%	-5%	-3%	4%	-7%	0%	-7%	-11%	-1%	0%	-4%	-5%	3%	-7%	-11%	-3%	-3%	-1%	0%
Unsure	0%	-1%	2%	0%	-1%	-1%	-1%	-3%	4%	-2%	0%	2%	0%	-1%	1%	-1%	-1%	2%	-1%	2%	3%	-1%	0%	0%	3%	0%	1%	9%	1%	-2%	-3%	1%

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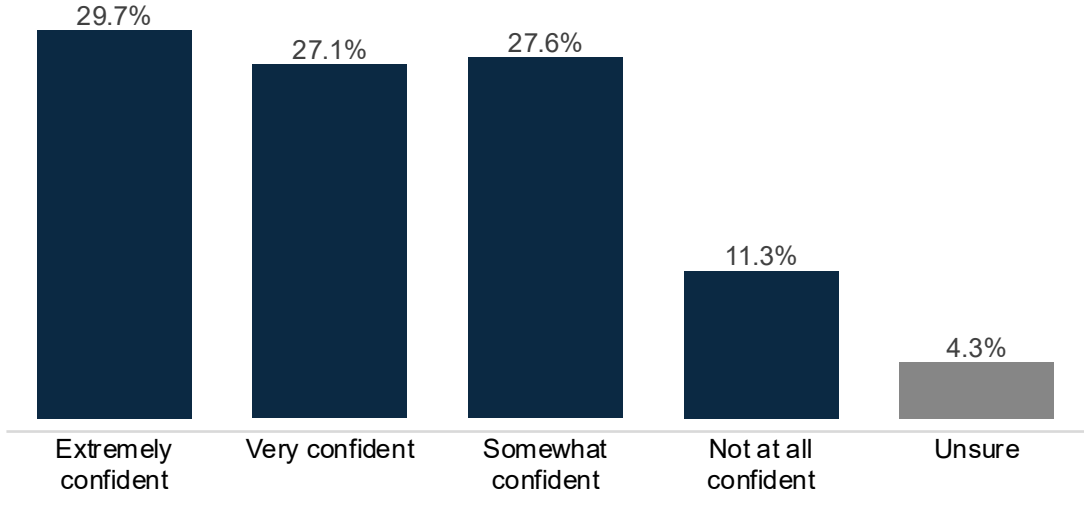
Military Readiness & Strength

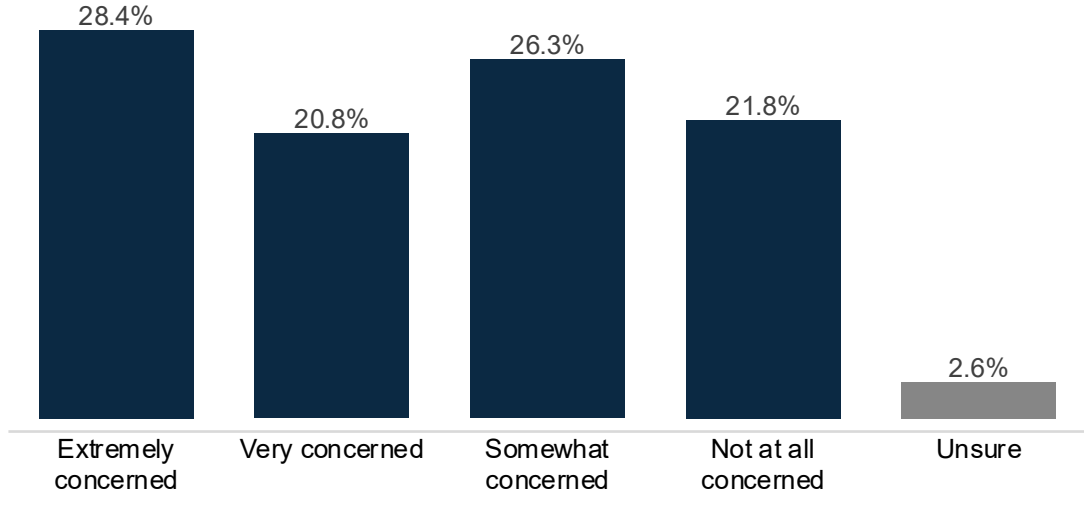


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Extremely confident	30%	20%	30%	32%	39%	29%	43%	27%	23%	34%	29%	25%	55%	19%	10%	25%	34%	31%	33%	19%	26%	28%	34%	24%	19%	51%	10%	30%	30%	27%	29%	30%
Very confident	27%	27%	24%	29%	28%	30%	26%	26%	25%	29%	27%	25%	30%	29%	23%	28%	26%	27%	27%	24%	31%	29%	27%	27%	36%	32%	22%	21%	31%	30%	26%	26%
Somewhat confident	28%	29%	31%	26%	24%	27%	22%	30%	30%	25%	28%	31%	12%	31%	41%	28%	28%	28%	28%	35%	24%	28%	26%	30%	31%	14%	41%	22%	25%	28%	29%	28%
Not at all confident	11%	16%	10%	12%	7%	11%	8%	9%	18%	9%	13%	11%	2%	17%	18%	13%	9%	10%	9%	14%	15%	10%	10%	13%	10%	1%	21%	21%	10%	11%	11%	12%
Unsure	4%	8%	5%	2%	3%	3%	2%	8%	4%	3%	4%	7%	1%	3%	8%	6%	3%	3%	3%	8%	5%	5%	3%	6%	5%	2%	6%	6%	5%	4%	5%	4%

How confident are you in the current readiness and strength of the U.S. military?

CYGNAL

Iran Nuclear Threat

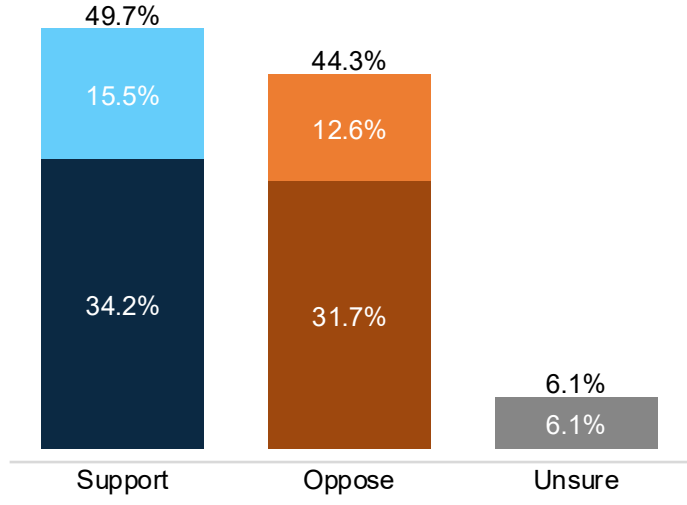


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Extremely concerned	28%	24%	35%	20%	34%	23%	32%	33%	24%	35%	27%	23%	41%	23%	19%	29%	25%	30%	29%	23%	34%	24%	30%	26%	22%	42%	17%	32%	23%	30%	28%	29%
Very concerned	21%	17%	24%	19%	23%	20%	23%	24%	17%	20%	20%	24%	27%	19%	16%	22%	24%	15%	21%	25%	16%	20%	21%	21%	25%	27%	15%	6%	27%	22%	18%	20%
Somewhat concerned	26%	27%	29%	26%	23%	26%	22%	23%	34%	24%	28%	25%	21%	26%	31%	23%	28%	30%	28%	24%	20%	28%	26%	27%	28%	21%	32%	29%	26%	22%	26%	27%
Not at all concerned	22%	27%	10%	33%	18%	29%	22%	15%	22%	17%	23%	24%	9%	31%	30%	22%	22%	23%	20%	24%	25%	24%	22%	22%	22%	10%	33%	24%	21%	21%	25%	22%
Unsure	3%	5%	3%	1%	1%	1%	1%	5%	3%	3%	2%	4%	1%	2%	5%	4%	1%	2%	2%	4%	5%	3%	2%	3%	2%	1%	4%	8%	3%	4%	3%	2%

How concerned are you about Iran developing a nuclear weapon?

CYGNAL

Military Action Against Iran

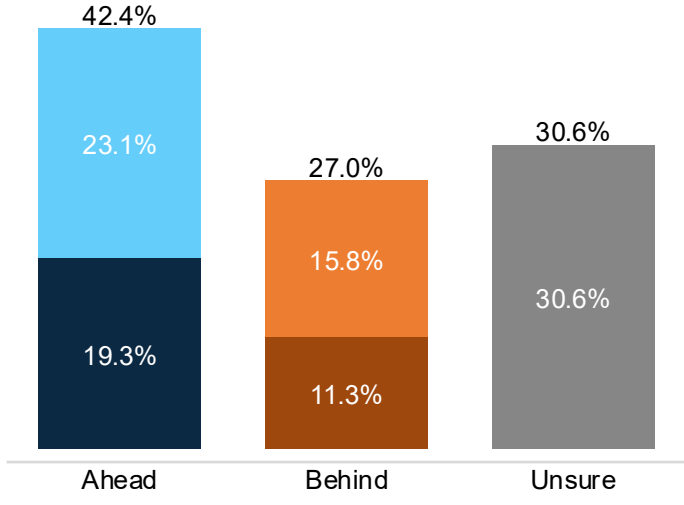


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	50%	31%	53%	53%	63%	50%	66%	47%	37%	60%	47%	43%	87%	41%	15%	44%	55%	51%	55%	25%	43%	52%	56%	42%	52%	87%	14%	40%	54%	46%	47%	50%
Oppose Total	44%	60%	37%	45%	34%	47%	33%	42%	56%	34%	48%	49%	9%	52%	78%	48%	42%	45%	40%	65%	50%	42%	40%	51%	39%	8%	79%	48%	41%	44%	48%	44%
Strongly support	34%	18%	38%	31%	51%	34%	49%	32%	23%	42%	33%	27%	68%	25%	5%	29%	37%	37%	38%	13%	28%	31%	40%	27%	24%	66%	6%	21%	31%	34%	32%	36%
Somewhat support	15%	13%	15%	22%	12%	16%	16%	15%	14%	18%	14%	16%	20%	16%	10%	15%	18%	14%	16%	12%	15%	21%	16%	15%	27%	21%	9%	18%	23%	12%	15%	14%
Somewhat oppose	13%	16%	9%	14%	11%	14%	12%	14%	11%	11%	14%	12%	6%	13%	19%	14%	12%	13%	12%	21%	13%	15%	11%	15%	19%	5%	19%	14%	14%	16%	15%	11%
Strongly oppose	32%	44%	29%	31%	23%	34%	21%	28%	45%	23%	34%	37%	3%	39%	58%	34%	30%	32%	28%	45%	37%	27%	29%	36%	20%	3%	60%	34%	27%	28%	32%	34%
Unsure	6%	9%	9%	2%	3%	3%	2%	11%	7%	6%	5%	8%	4%	7%	7%	8%	3%	4%	6%	10%	7%	7%	5%	7%	10%	4%	6%	12%	6%	10%	5%	5%

The U.S. military began strikes within Iran in coalition with Israel, taking out Iran's leadership and beginning destruction of its offensive weapons. Do you support or oppose U.S. military strikes against Iran?

CYGNAL

Iran's Future

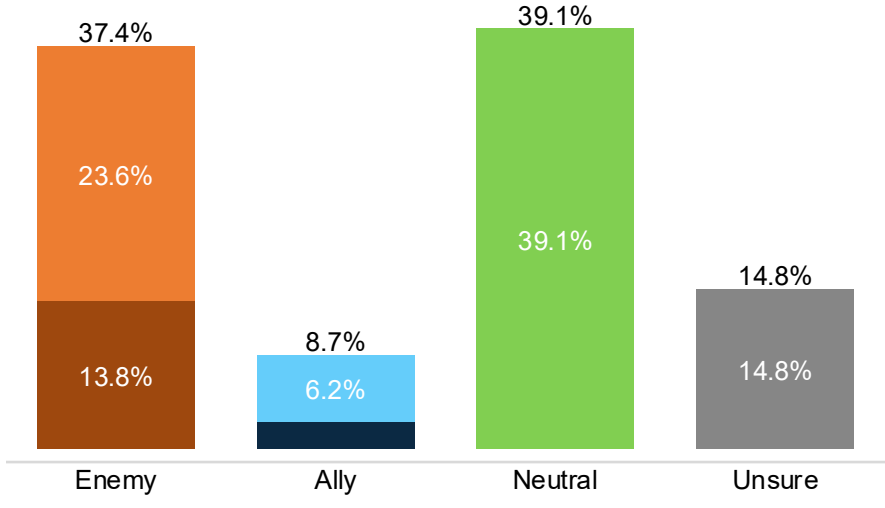


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Ahead	42%	33%	35%	47%	57%	50%	55%	36%	31%	48%	39%	43%	63%	37%	25%	37%	46%	46%	45%	26%	42%	45%	45%	39%	40%	61%	26%	30%	40%	41%	47%	42%
Behind	27%	27%	29%	27%	24%	24%	28%	29%	27%	27%	26%	29%	24%	27%	31%	31%	27%	24%	26%	33%	32%	28%	25%	29%	27%	24%	30%	35%	32%	28%	21%	27%
Definitely ahead	19%	12%	18%	22%	25%	22%	27%	18%	11%	22%	19%	16%	32%	19%	6%	16%	21%	20%	21%	10%	19%	20%	22%	16%	13%	33%	7%	12%	18%	15%	24%	20%
Probably ahead	23%	21%	16%	25%	31%	28%	28%	17%	20%	26%	20%	27%	31%	18%	18%	21%	25%	25%	24%	17%	23%	25%	23%	23%	27%	28%	19%	18%	23%	27%	23%	23%
Probably behind	16%	17%	16%	16%	14%	15%	15%	18%	16%	14%	16%	17%	11%	17%	20%	18%	18%	13%	15%	21%	20%	17%	14%	18%	18%	12%	20%	17%	21%	17%	12%	15%
Definitely behind	11%	10%	13%	11%	11%	9%	14%	11%	11%	12%	10%	12%	13%	10%	10%	13%	10%	11%	11%	11%	12%	10%	11%	12%	9%	12%	10%	18%	12%	12%	9%	11%
Unsure	31%	40%	36%	26%	19%	26%	17%	35%	41%	25%	34%	28%	13%	36%	45%	32%	27%	30%	29%	41%	25%	28%	30%	31%	33%	15%	45%	35%	27%	30%	32%	31%

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

CYGNAL

U.S.-Cuba Relations

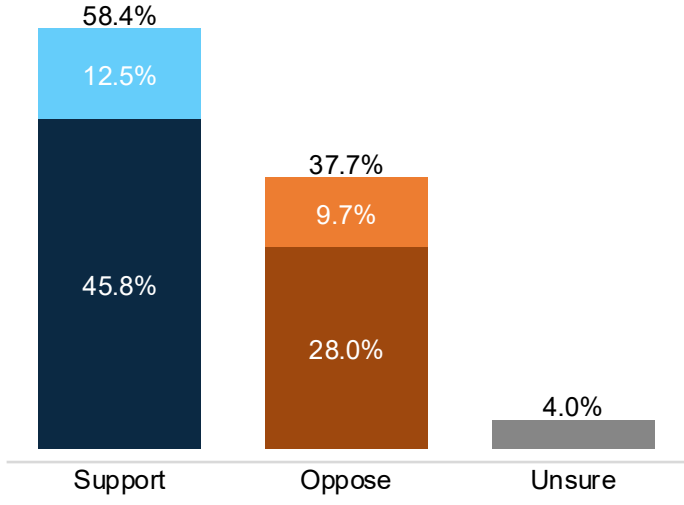


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Enemy	37%	21%	41%	39%	50%	41%	46%	32%	31%	43%	37%	32%	57%	35%	18%	32%	41%	41%	41%	16%	34%	36%	41%	33%	32%	59%	17%	20%	38%	34%	36%	39%
Ally	9%	11%	7%	11%	6%	8%	8%	8%	11%	9%	8%	11%	5%	9%	13%	12%	8%	5%	8%	13%	10%	10%	8%	10%	9%	5%	12%	29%	11%	8%	7%	8%
Definitely an enemy	14%	7%	12%	17%	21%	15%	23%	10%	8%	15%	13%	15%	25%	11%	4%	12%	15%	14%	15%	6%	16%	13%	14%	13%	7%	25%	4%	13%	17%	12%	11%	14%
Probably an enemy	24%	15%	29%	22%	28%	26%	23%	22%	23%	27%	24%	18%	32%	24%	14%	20%	26%	27%	27%	10%	17%	22%	27%	20%	25%	34%	13%	7%	21%	22%	25%	25%
Neutral	39%	43%	34%	42%	38%	42%	39%	36%	41%	33%	42%	40%	25%	44%	51%	40%	38%	42%	38%	45%	39%	38%	38%	41%	42%	25%	54%	37%	36%	38%	40%	40%
Probably an ally	6%	7%	6%	7%	5%	5%	7%	6%	7%	6%	5%	10%	4%	5%	9%	8%	6%	4%	6%	11%	4%	8%	5%	7%	6%	4%	8%	24%	9%	6%	3%	6%
Definitely an ally	3%	5%	1%	4%	1%	3%	2%	2%	3%	3%	3%	2%	1%	4%	4%	4%	2%	1%	2%	2%	7%	3%	2%	3%	3%	1%	4%	5%	2%	2%	4%	2%
Unsure	15%	24%	18%	9%	6%	8%	7%	24%	17%	16%	14%	16%	12%	12%	18%	16%	13%	12%	13%	26%	17%	15%	14%	16%	17%	12%	17%	14%	16%	19%	17%	13%

Do you consider the nation of Cuba to be an enemy, ally, or neutral?

CYGNAL

SAVE Act

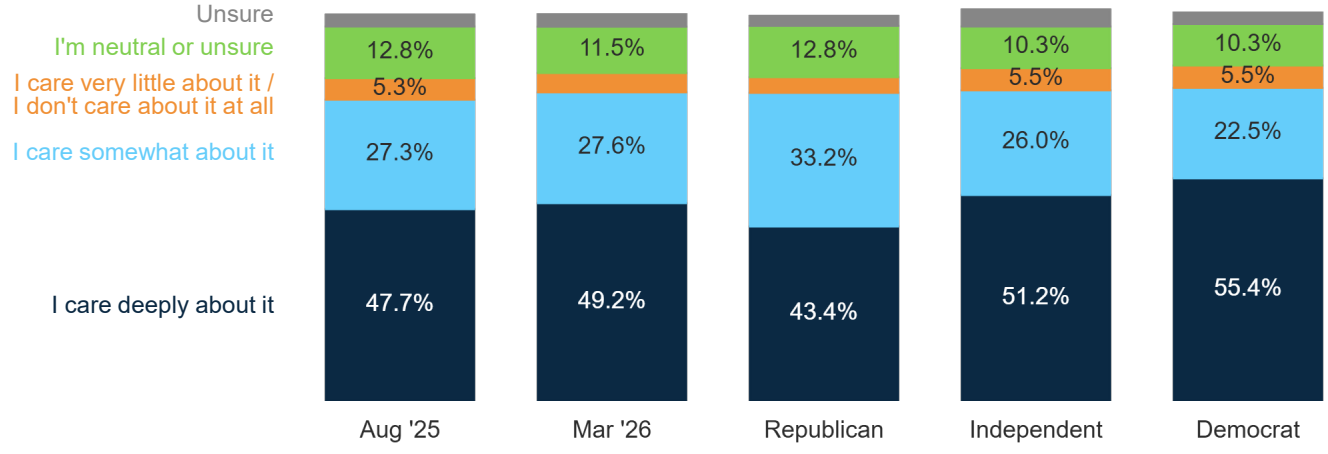


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	58%	44%	62%	59%	69%	57%	70%	59%	46%	72%	53%	53%	92%	56%	24%	54%	63%	58%	63%	39%	50%	61%	63%	52%	65%	93%	24%	50%	58%	59%	62%	58%
Oppose Total	38%	50%	34%	38%	29%	41%	27%	35%	50%	25%	43%	40%	6%	41%	70%	42%	32%	39%	35%	53%	41%	36%	33%	43%	29%	5%	71%	44%	37%	34%	33%	40%
Strongly support	46%	30%	49%	47%	58%	46%	58%	44%	34%	60%	42%	36%	83%	42%	8%	39%	50%	48%	51%	18%	35%	47%	53%	37%	42%	85%	9%	37%	38%	46%	52%	47%
Somewhat support	13%	14%	14%	12%	11%	11%	11%	15%	12%	12%	11%	17%	8%	14%	16%	15%	13%	10%	11%	21%	15%	15%	10%	15%	24%	9%	15%	13%	20%	13%	10%	11%
Somewhat oppose	10%	13%	8%	11%	7%	10%	8%	13%	7%	6%	10%	13%	3%	9%	17%	14%	7%	8%	8%	18%	12%	12%	7%	13%	12%	3%	17%	10%	14%	12%	8%	8%
Strongly oppose	28%	37%	26%	27%	22%	31%	19%	22%	42%	19%	33%	27%	2%	32%	53%	28%	25%	31%	27%	35%	29%	24%	26%	30%	16%	2%	54%	34%	23%	22%	25%	32%
Unsure	4%	6%	4%	3%	3%	2%	3%	6%	4%	3%	4%	7%	3%	3%	6%	5%	5%	2%	2%	8%	9%	3%	3%	5%	6%	2%	5%	6%	5%	7%	4%	3%

Congress is considering legislation known as the SAVE Act, which would require voters to provide proof of U.S. citizenship when registering to vote in federal elections. Do you support or oppose this proposal?

CYGNAL

Care about Redistricting

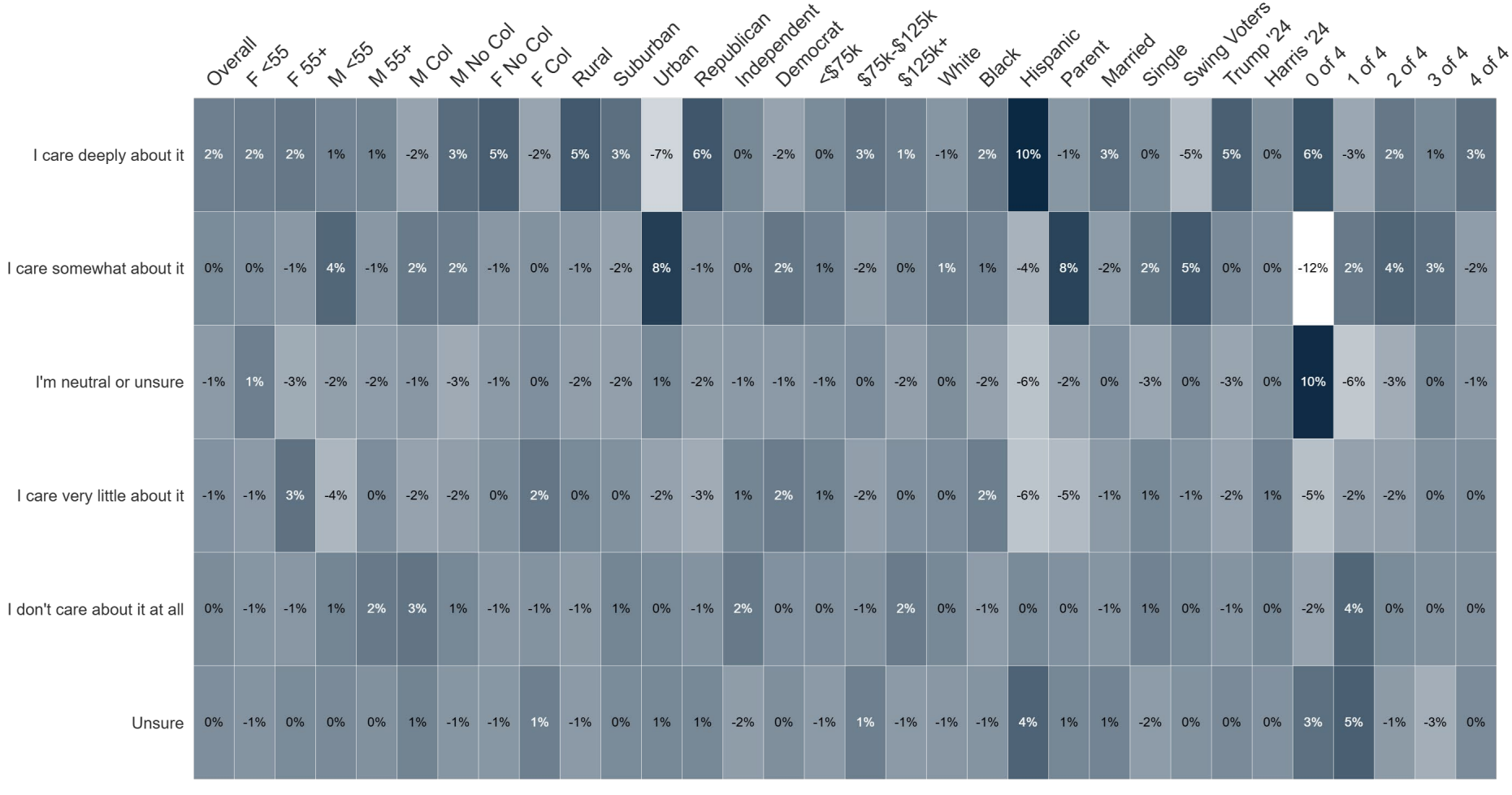


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
I care deeply about it	49%	42%	53%	45%	57%	56%	47%	42%	53%	48%	53%	43%	43%	51%	55%	43%	51%	57%	49%	45%	49%	43%	54%	43%	31%	43%	58%	26%	35%	40%	45%	57%
I care somewhat about it	28%	29%	25%	31%	26%	28%	29%	26%	29%	27%	27%	29%	33%	26%	23%	26%	29%	29%	29%	21%	27%	33%	29%	26%	35%	33%	22%	23%	25%	29%	31%	27%
I'm neutral or unsure	12%	15%	11%	12%	8%	7%	11%	17%	8%	12%	10%	14%	13%	10%	10%	16%	11%	6%	11%	15%	9%	12%	9%	15%	19%	13%	10%	20%	18%	14%	14%	8%
I care very little about it	5%	5%	5%	6%	4%	4%	5%	5%	5%	5%	4%	6%	4%	6%	6%	7%	3%	4%	5%	11%	2%	4%	3%	7%	7%	4%	5%	14%	9%	7%	4%	3%
I don't care about it at all	3%	3%	2%	4%	4%	3%	4%	3%	2%	3%	3%	3%	2%	4%	3%	4%	2%	3%	3%	4%	5%	4%	3%	4%	3%	3%	3%	5%	6%	5%	4%	2%
Unsure	4%	6%	5%	3%	2%	1%	3%	6%	4%	5%	3%	5%	4%	3%	3%	4%	4%	1%	3%	4%	8%	3%	3%	5%	5%	4%	3%	12%	7%	6%	2%	3%

Redistricting is the process of redrawing the boundaries of electoral districts to reflect changes in population and ensure fair representation. How much do you care about the process of congressional redistricting, which determines how district lines are drawn for elections?

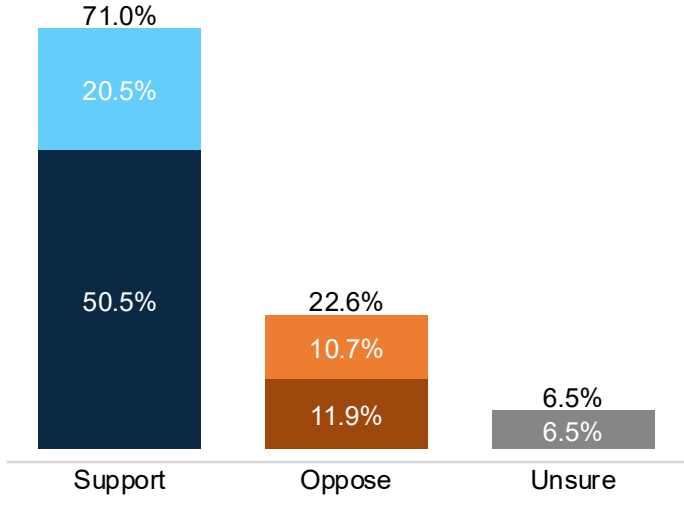
CYGNAL

Percent Change: Care about Redistricting (Aug '25 to Mar '26)



CYGNAL

DOGE Spending Cuts Support

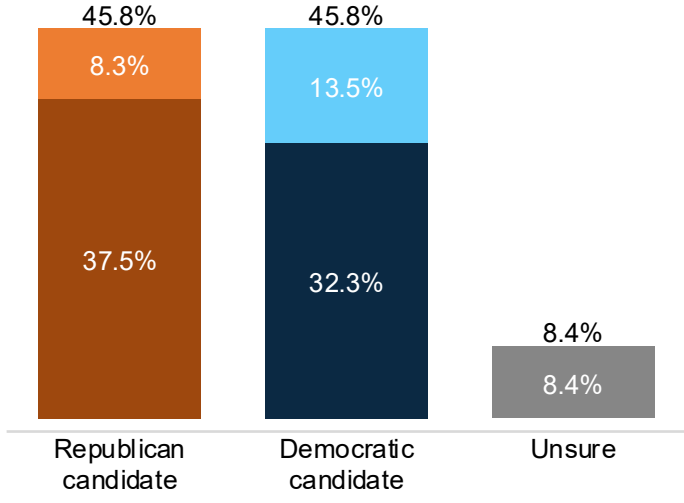


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	71%	58%	77%	70%	79%	68%	81%	70%	65%	79%	69%	65%	93%	69%	49%	67%	74%	73%	75%	55%	65%	73%	76%	65%	77%	94%	49%	53%	69%	70%	75%	72%
Oppose Total	23%	30%	18%	25%	19%	28%	16%	20%	28%	15%	24%	27%	5%	25%	40%	24%	22%	23%	21%	33%	22%	20%	20%	26%	17%	4%	41%	38%	21%	21%	18%	24%
Strongly support	50%	35%	54%	51%	63%	51%	63%	49%	39%	62%	48%	43%	82%	47%	21%	44%	56%	53%	55%	27%	47%	50%	57%	42%	45%	82%	21%	27%	42%	49%	53%	53%
Somewhat support	20%	23%	23%	19%	16%	17%	17%	21%	26%	18%	21%	22%	11%	22%	28%	23%	19%	20%	20%	28%	18%	23%	18%	23%	31%	12%	28%	26%	27%	21%	22%	18%
Somewhat oppose	11%	16%	9%	11%	7%	10%	8%	14%	10%	9%	10%	15%	3%	11%	19%	13%	11%	8%	9%	18%	12%	9%	7%	15%	10%	3%	19%	30%	14%	12%	6%	10%
Strongly oppose	12%	14%	9%	14%	12%	18%	8%	6%	18%	6%	15%	12%	2%	15%	21%	11%	11%	15%	11%	15%	10%	11%	13%	11%	7%	1%	22%	8%	7%	9%	12%	14%
Unsure	6%	13%	5%	5%	2%	4%	4%	10%	7%	5%	6%	8%	2%	6%	11%	9%	4%	4%	4%	12%	13%	7%	4%	9%	6%	2%	10%	9%	10%	9%	7%	5%

The Department of Government Efficiency has identified billions of dollars in wasteful federal spending to cut. Do you support or oppose efforts to reduce government waste and cut federal spending?

CYGNAL

Dems Against Cuts Generic Ballot

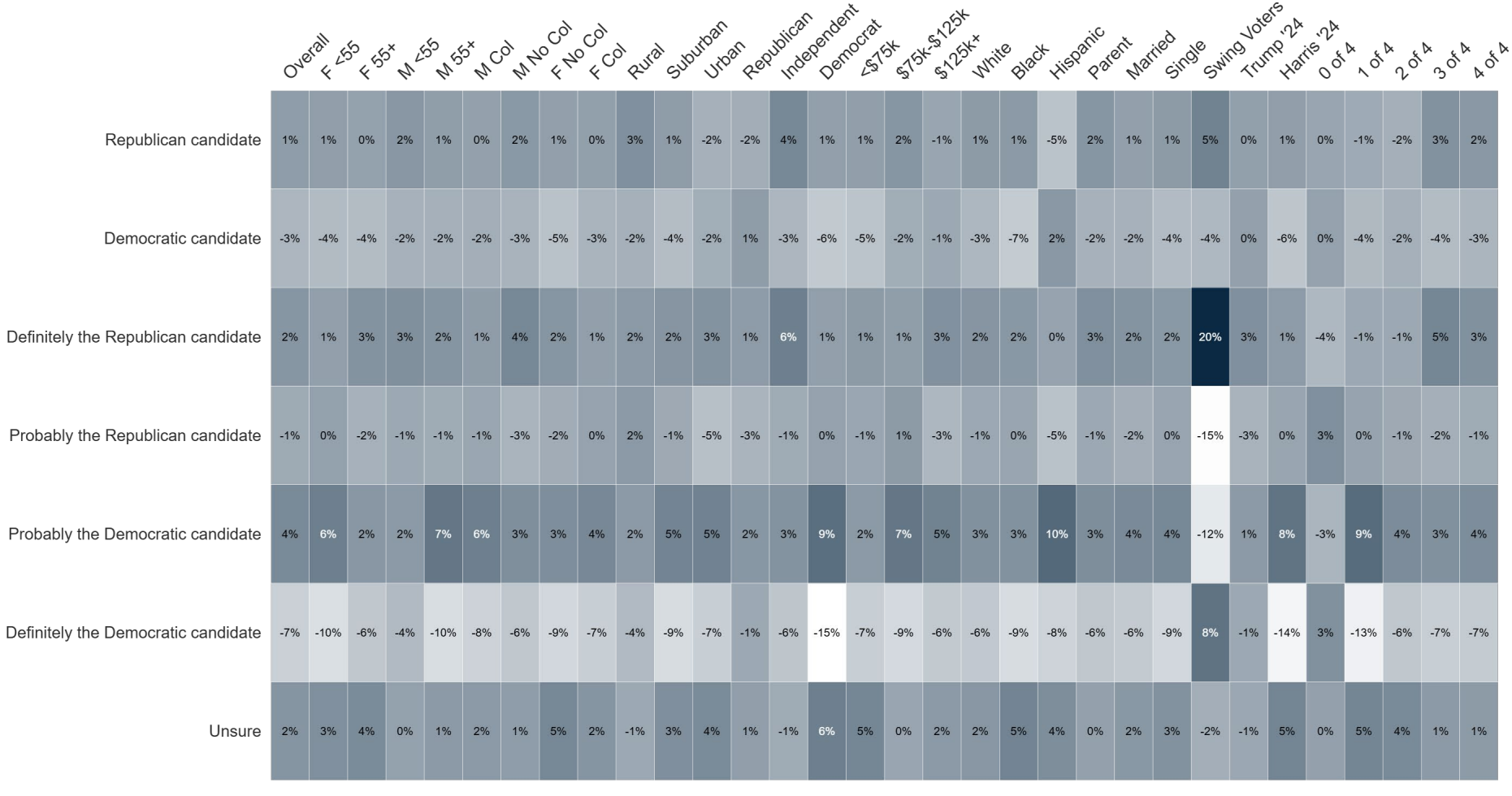


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	46%	33%	46%	49%	57%	46%	59%	43%	36%	59%	43%	35%	91%	38%	3%	38%	54%	47%	52%	15%	36%	50%	53%	36%	43%	90%	4%	29%	43%	41%	47%	48%
Democratic candidate	46%	57%	43%	44%	38%	48%	35%	45%	57%	32%	49%	56%	5%	48%	89%	50%	41%	48%	40%	72%	55%	42%	39%	54%	34%	5%	87%	62%	46%	49%	40%	46%
Definitely the Republican candidate	38%	23%	40%	37%	51%	36%	51%	36%	27%	47%	35%	30%	79%	27%	1%	30%	43%	41%	43%	11%	30%	39%	46%	27%	20%	77%	2%	12%	30%	35%	39%	41%
Probably the Republican candidate	8%	9%	6%	12%	6%	9%	8%	7%	9%	11%	8%	5%	11%	11%	2%	8%	11%	6%	9%	4%	6%	11%	8%	9%	23%	13%	2%	17%	12%	6%	9%	7%
Probably the Democratic candidate	13%	16%	8%	17%	13%	15%	16%	12%	11%	9%	13%	20%	4%	18%	21%	16%	12%	13%	11%	23%	20%	15%	10%	18%	26%	4%	22%	20%	24%	15%	13%	10%
Definitely the Democratic candidate	32%	41%	35%	27%	24%	33%	19%	33%	45%	23%	36%	37%	1%	29%	69%	35%	29%	34%	30%	49%	36%	28%	29%	37%	8%	1%	65%	43%	22%	34%	27%	36%
Unsure	8%	10%	11%	7%	6%	6%	6%	12%	8%	9%	8%	9%	4%	14%	7%	12%	5%	6%	8%	13%	8%	7%	7%	10%	23%	5%	9%	9%	11%	10%	13%	6%

Democrats in Congress have largely voted against cutting wasteful government spending. Knowing this, would you vote for the Republican or Democratic candidate for U.S. Congress?

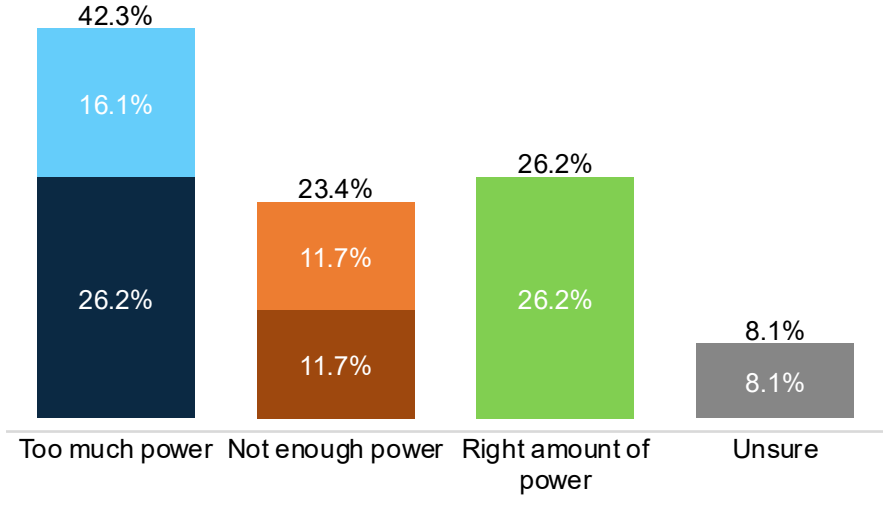
CYGNAL

Percent Change: Generic Ballot to Dems Against Cuts Generic Ballot



CYGNAL

Federal Judicial Power over Other Branches

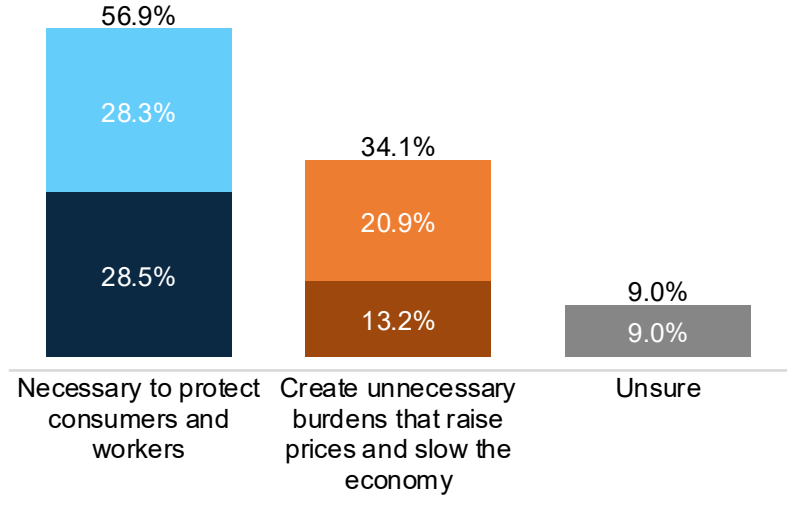


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Too much power	42%	28%	44%	45%	53%	42%	57%	42%	29%	52%	39%	38%	75%	36%	13%	38%	46%	41%	46%	28%	36%	44%	47%	37%	36%	75%	12%	18%	47%	42%	38%	43%
Not enough power	23%	26%	23%	22%	22%	26%	19%	22%	29%	18%	26%	24%	4%	27%	42%	24%	21%	26%	22%	32%	25%	20%	21%	26%	16%	3%	43%	22%	23%	21%	24%	24%
Definitely too much power	26%	13%	31%	23%	39%	27%	35%	27%	15%	34%	23%	23%	51%	20%	5%	24%	28%	26%	28%	14%	24%	22%	31%	20%	12%	50%	5%	9%	26%	26%	24%	27%
Probably too much power	16%	15%	14%	22%	14%	15%	21%	15%	14%	17%	16%	15%	25%	16%	7%	15%	18%	15%	18%	14%	12%	22%	16%	17%	24%	26%	7%	9%	21%	16%	14%	16%
Right amount of power	26%	33%	24%	27%	21%	30%	19%	24%	33%	23%	27%	29%	15%	31%	36%	27%	25%	29%	26%	30%	27%	28%	25%	28%	36%	15%	37%	37%	20%	27%	26%	27%
Probably not enough power	12%	12%	11%	11%	13%	13%	11%	11%	13%	8%	13%	13%	2%	13%	21%	12%	12%	12%	11%	17%	12%	8%	11%	13%	10%	2%	21%	13%	16%	9%	12%	11%
Definitely not enough power	12%	14%	12%	11%	10%	13%	8%	11%	16%	11%	13%	11%	2%	14%	21%	12%	9%	14%	11%	15%	12%	12%	11%	13%	6%	1%	22%	10%	7%	12%	12%	13%
Unsure	8%	13%	9%	6%	4%	3%	6%	12%	9%	7%	8%	9%	6%	7%	9%	10%	8%	4%	6%	10%	13%	8%	7%	10%	12%	7%	8%	23%	10%	10%	12%	6%

Federal judges have issued orders blocking the President's executive orders on immigration, spending cuts, and other policies. Do you believe unelected federal judges have too much power, the right amount, or not enough power to override the decisions of an elected president and Congress?

CYGNAL

Government Regulations on Businesses

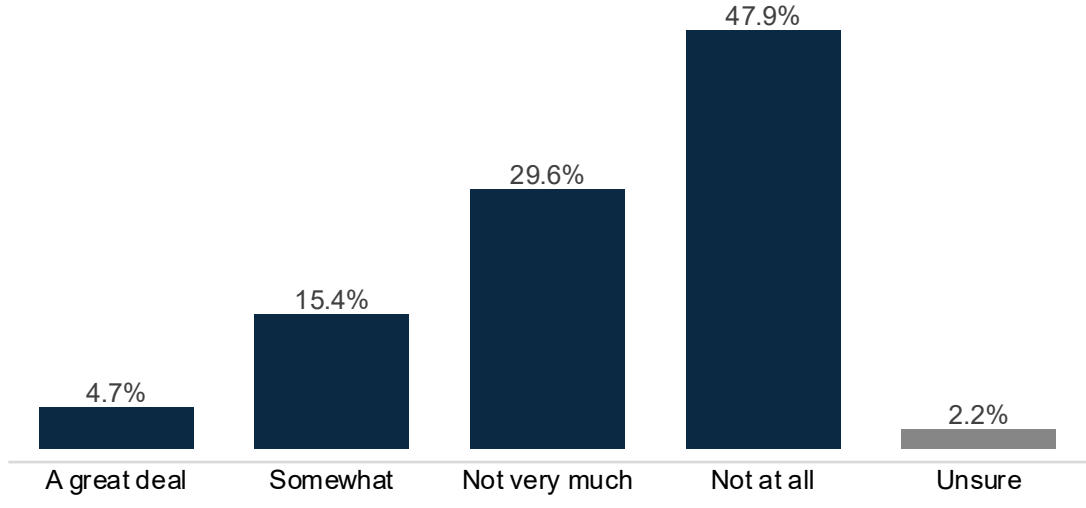


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Necessary to protect consumers and workers	57%	58%	58%	60%	52%	61%	52%	51%	66%	54%	60%	55%	44%	57%	70%	57%	56%	60%	59%	54%	53%	53%	55%	59%	56%	42%	72%	46%	54%	57%	50%	60%
Create unnecessary burdens that raise prices and slow the economy	34%	29%	32%	34%	41%	35%	41%	34%	28%	37%	32%	36%	48%	35%	21%	32%	36%	35%	33%	34%	37%	35%	36%	31%	34%	49%	20%	42%	36%	34%	36%	33%
Definitely necessary to protect consumers and workers	29%	27%	30%	32%	24%	34%	23%	24%	34%	25%	30%	30%	15%	28%	44%	29%	27%	31%	29%	30%	29%	25%	28%	29%	19%	13%	44%	28%	23%	28%	25%	31%
Probably necessary to protect consumers and workers	28%	31%	28%	28%	27%	27%	28%	27%	31%	28%	30%	25%	30%	30%	26%	28%	29%	29%	30%	24%	23%	28%	27%	30%	37%	28%	28%	18%	31%	28%	24%	29%
Probably create unnecessary burdens that raise prices and slow the economy	21%	17%	21%	23%	23%	21%	26%	20%	17%	21%	21%	20%	31%	21%	10%	20%	23%	21%	21%	17%	21%	24%	23%	19%	24%	33%	10%	30%	24%	20%	22%	20%
Definitely create unnecessary burdens that raise prices and slow the economy	13%	13%	11%	11%	18%	15%	15%	14%	10%	15%	11%	16%	16%	14%	10%	12%	13%	14%	12%	17%	16%	11%	14%	12%	10%	17%	10%	12%	12%	15%	15%	13%
Unsure	9%	13%	10%	6%	7%	4%	7%	15%	7%	10%	8%	10%	8%	8%	9%	11%	8%	5%	8%	11%	11%	12%	9%	9%	10%	9%	8%	12%	11%	9%	14%	7%

Do you think government regulations on businesses are generally necessary to protect consumers and workers, or do they create unnecessary burdens that raise prices and slow the economy?

CYGNAL

Trust in Corporate Intentions

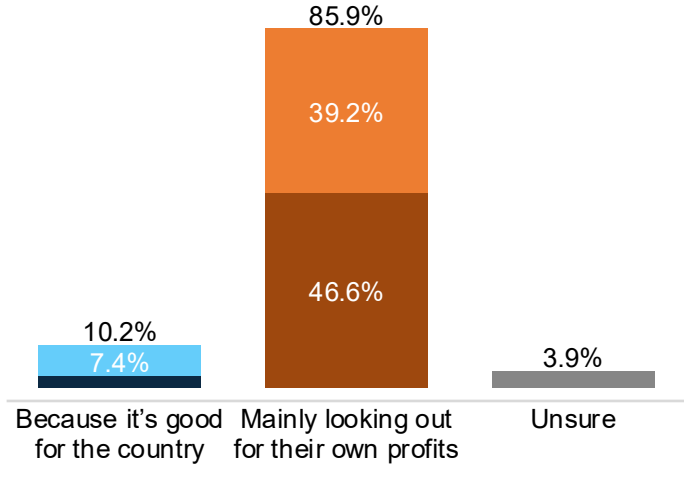


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	5%	4%	3%	10%	3%	6%	6%	5%	2%	4%	5%	7%	7%	3%	4%	6%	5%	3%	3%	10%	9%	6%	3%	7%	5%	6%	3%	7%	12%	6%	4%	3%
Somewhat	15%	13%	16%	12%	21%	17%	17%	14%	15%	11%	17%	16%	24%	10%	10%	14%	16%	17%	17%	13%	15%	14%	17%	14%	19%	23%	8%	6%	16%	15%	12%	17%
Not very much	30%	25%	37%	21%	35%	28%	30%	33%	28%	34%	29%	26%	36%	23%	28%	28%	32%	31%	32%	25%	22%	29%	33%	26%	26%	36%	25%	23%	31%	28%	18%	33%
Not at all	48%	56%	42%	56%	39%	48%	45%	44%	54%	49%	48%	48%	30%	63%	56%	49%	44%	48%	47%	48%	50%	49%	46%	51%	46%	32%	62%	58%	38%	50%	63%	46%
Unsure	2%	3%	3%	1%	2%	1%	2%	4%	2%	2%	2%	3%	2%	1%	2%	3%	1%	2%	1%	5%	5%	1%	2%	3%	3%	2%	1%	6%	3%	2%	3%	2%

How much do you trust large corporations to act in the best interests of ordinary Americans?

CYGNAL

Corporate Motives

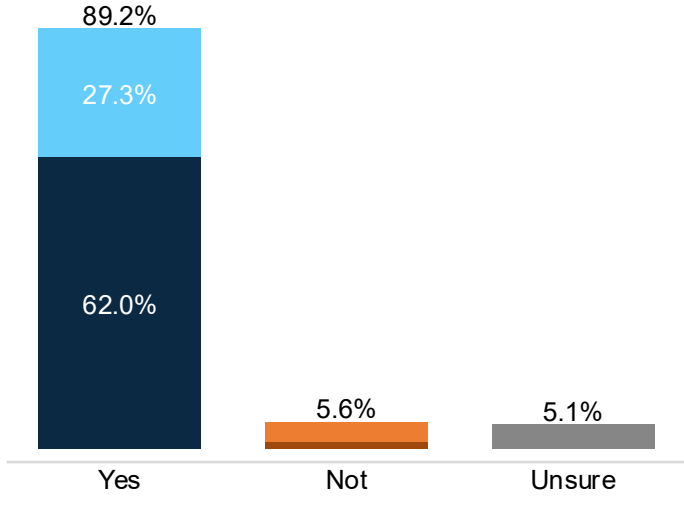


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Because it's good for the country	10%	10%	10%	12%	9%	9%	12%	13%	7%	9%	10%	13%	16%	6%	8%	12%	10%	9%	9%	13%	15%	13%	9%	12%	12%	14%	6%	3%	18%	11%	9%	8%
Mainly looking out for their own profits	86%	86%	85%	87%	86%	87%	86%	82%	90%	88%	86%	83%	80%	92%	89%	84%	87%	88%	87%	83%	80%	84%	87%	84%	84%	81%	91%	85%	78%	85%	89%	88%
Definitely because it's good for the country	3%	3%	3%	4%	1%	2%	4%	4%	1%	2%	3%	4%	4%	1%	3%	4%	3%	2%	2%	5%	4%	4%	2%	4%	3%	4%	2%	0%	8%	3%	3%	1%
Probably because it's good for the country	7%	7%	7%	7%	8%	7%	9%	9%	5%	7%	7%	9%	12%	4%	5%	8%	7%	7%	7%	8%	11%	9%	7%	8%	9%	10%	5%	3%	10%	8%	6%	7%
Probably mainly looking out for their own profits	39%	34%	40%	34%	49%	39%	45%	36%	39%	41%	39%	38%	50%	34%	32%	37%	43%	39%	42%	35%	32%	38%	41%	37%	41%	50%	30%	31%	38%	38%	32%	42%
Definitely mainly looking out for their own profits	47%	51%	46%	53%	37%	48%	41%	45%	51%	47%	47%	45%	30%	59%	57%	47%	44%	48%	45%	48%	48%	46%	46%	47%	43%	31%	61%	54%	40%	47%	57%	46%
Unsure	4%	4%	5%	1%	5%	4%	2%	6%	4%	3%	5%	3%	4%	2%	4%	4%	3%	4%	3%	4%	5%	2%	4%	3%	4%	5%	3%	13%	4%	3%	2%	4%

When a large company says it supports a policy because it's good for the country, do you believe them, or do you think they are mainly looking out for their own profits?

CYGNAL

Health Insurance Claims Denials for Profit

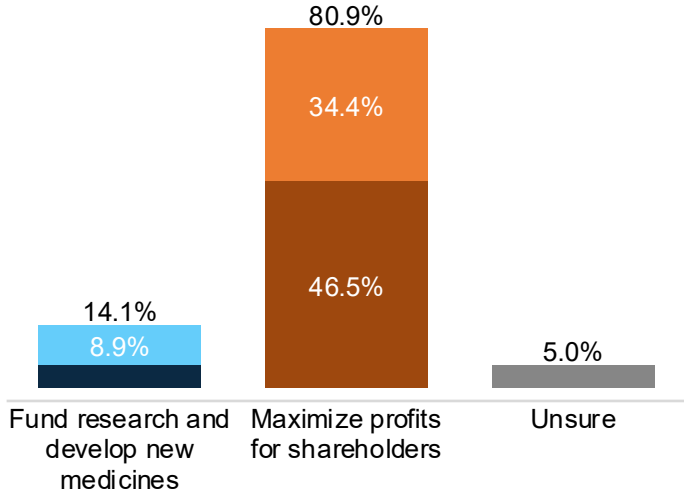


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	89%	91%	86%	93%	88%	90%	91%	84%	93%	90%	90%	87%	90%	92%	87%	89%	88%	90%	90%	82%	89%	91%	90%	89%	86%	89%	91%	80%	84%	93%	91%	90%
Not Total	6%	4%	6%	5%	7%	6%	6%	7%	3%	5%	6%	7%	4%	4%	8%	6%	6%	6%	5%	8%	7%	5%	6%	6%	8%	5%	6%	14%	9%	5%	2%	5%
Definitely yes	62%	68%	56%	69%	55%	63%	60%	57%	68%	65%	62%	59%	57%	68%	63%	59%	61%	65%	62%	52%	66%	66%	65%	59%	52%	57%	67%	61%	51%	67%	67%	62%
Probably yes	27%	23%	30%	24%	33%	27%	31%	27%	25%	25%	28%	28%	33%	24%	24%	30%	27%	25%	28%	30%	24%	24%	25%	30%	34%	32%	23%	19%	33%	26%	23%	27%
Probably not	4%	3%	4%	4%	5%	5%	4%	5%	2%	3%	4%	5%	3%	3%	5%	4%	5%	4%	4%	6%	5%	4%	4%	4%	6%	4%	4%	12%	6%	2%	2%	4%
Definitely not	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	3%	2%	1%	2%	1%	3%	2%	1%	2%	1%	1%	1%	2%	2%	3%	3%	0%	1%
Unsure	5%	5%	8%	2%	5%	4%	4%	9%	4%	5%	5%	6%	6%	4%	5%	5%	6%	4%	5%	10%	4%	4%	5%	6%	6%	7%	3%	6%	7%	2%	8%	5%

Do you think health insurance companies deny legitimate medical claims to increase their profits?

CYGNAL

Pharma Prices Purpose

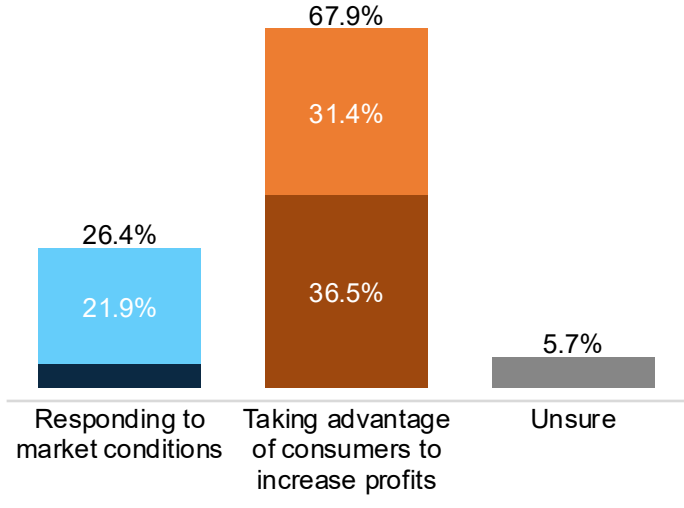


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Fund research and develop new medicines	14%	15%	14%	17%	11%	14%	15%	16%	12%	12%	15%	14%	17%	10%	14%	15%	16%	12%	13%	21%	14%	20%	13%	15%	20%	17%	12%	12%	27%	19%	11%	10%
Maximize profits for shareholders	81%	79%	80%	81%	85%	83%	82%	76%	83%	82%	80%	81%	78%	86%	81%	79%	80%	85%	83%	73%	76%	75%	82%	79%	74%	78%	84%	73%	68%	76%	85%	85%
Definitely to fund research and develop new medicines	5%	6%	4%	8%	3%	5%	6%	7%	3%	5%	5%	5%	6%	4%	5%	6%	6%	4%	4%	11%	6%	10%	5%	6%	6%	6%	4%	0%	12%	6%	4%	4%
Probably to fund research and develop new medicines	9%	9%	9%	9%	8%	9%	9%	9%	9%	7%	10%	9%	11%	6%	9%	10%	10%	7%	9%	9%	9%	10%	8%	9%	14%	10%	8%	12%	15%	13%	7%	7%
Probably to maximize profits for shareholders	34%	29%	34%	32%	43%	37%	40%	30%	33%	36%	34%	35%	38%	31%	33%	32%	37%	38%	38%	32%	22%	29%	36%	32%	37%	38%	32%	32%	30%	30%	30%	38%
Definitely to maximize profits for shareholders	47%	50%	46%	48%	42%	46%	42%	46%	50%	46%	47%	46%	40%	55%	48%	47%	43%	47%	45%	41%	53%	46%	46%	47%	37%	40%	52%	41%	38%	46%	54%	47%
Unsure	5%	7%	6%	2%	4%	3%	3%	8%	5%	6%	5%	5%	5%	4%	5%	6%	5%	3%	4%	7%	10%	4%	4%	6%	6%	5%	4%	15%	5%	5%	4%	5%

Do you think pharmaceutical companies charge high prices for drugs primarily to fund research and develop new medicines, or primarily to maximize profits for shareholders?

CYGNAL

Energy Company Price Increase Reason

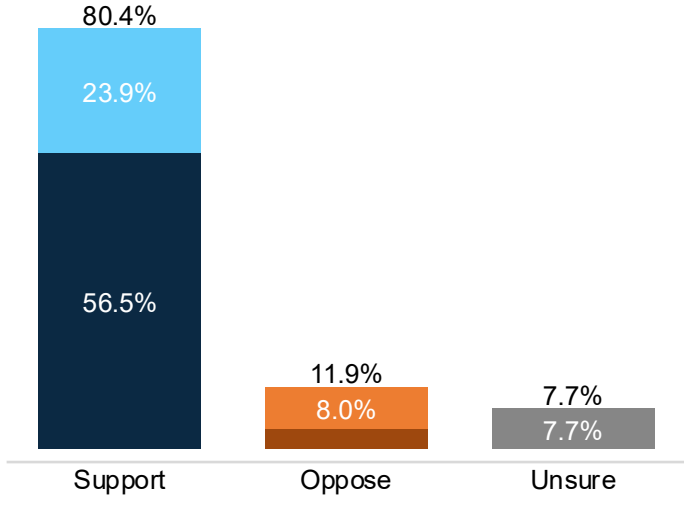


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Responding to market conditions	26%	23%	23%	30%	30%	33%	28%	21%	26%	24%	27%	28%	33%	24%	22%	26%	26%	28%	28%	24%	22%	28%	27%	25%	33%	31%	22%	24%	35%	26%	25%	25%
Taking advantage of consumers to increase profits	68%	70%	69%	66%	65%	62%	68%	70%	69%	69%	68%	65%	62%	71%	73%	67%	68%	69%	67%	66%	71%	68%	68%	67%	60%	63%	73%	61%	61%	67%	68%	70%
Definitely responding to market conditions	5%	4%	3%	6%	5%	5%	6%	4%	3%	6%	4%	5%	6%	3%	4%	5%	4%	4%	4%	8%	3%	6%	4%	5%	5%	6%	3%	0%	11%	4%	4%	3%
Probably responding to market conditions	22%	19%	20%	24%	25%	28%	22%	17%	23%	18%	24%	23%	27%	21%	18%	21%	22%	24%	24%	17%	19%	22%	23%	21%	28%	25%	19%	24%	24%	22%	21%	21%
Probably taking advantage of consumers to increase profits	31%	30%	33%	30%	34%	31%	33%	30%	33%	31%	33%	29%	32%	30%	32%	28%	33%	35%	33%	29%	29%	31%	32%	31%	34%	32%	31%	27%	34%	24%	27%	34%
Definitely taking advantage of consumers to increase profits	36%	41%	36%	36%	32%	31%	35%	40%	36%	38%	36%	36%	30%	41%	40%	38%	35%	34%	34%	38%	42%	37%	37%	36%	26%	31%	42%	34%	28%	43%	41%	36%
Unsure	6%	6%	8%	4%	4%	4%	4%	9%	5%	7%	4%	7%	5%	5%	6%	7%	5%	3%	5%	9%	7%	4%	4%	8%	7%	6%	5%	15%	4%	7%	7%	5%

When energy prices rise, do you think energy companies are responding to market conditions or taking advantage of consumers to increase profits?

CYGNAL

Credit Card Rate Caps

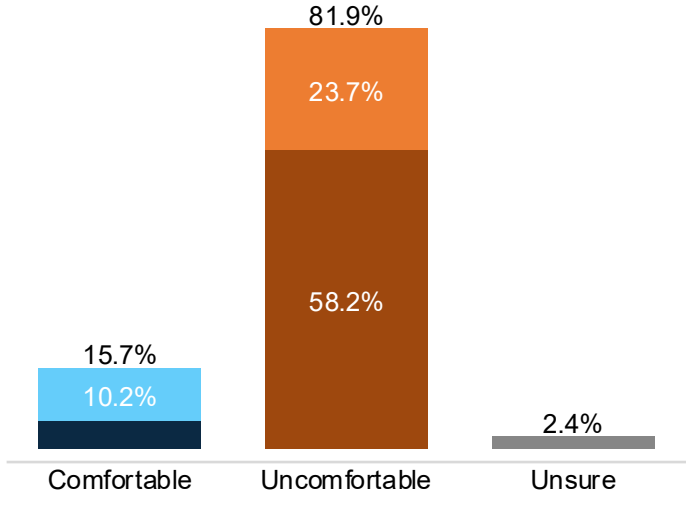


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	80%	77%	86%	75%	82%	75%	83%	79%	85%	83%	81%	76%	85%	80%	77%	78%	85%	80%	83%	74%	74%	79%	82%	78%	75%	83%	80%	65%	71%	77%	82%	84%
Oppose Total	12%	13%	7%	16%	13%	17%	12%	10%	9%	11%	12%	14%	10%	13%	13%	11%	11%	15%	10%	17%	17%	14%	11%	12%	15%	11%	12%	24%	18%	12%	10%	10%
Strongly support	57%	57%	64%	49%	54%	45%	58%	62%	59%	59%	58%	50%	61%	56%	53%	55%	61%	56%	59%	48%	56%	57%	59%	54%	47%	59%	56%	41%	46%	55%	59%	59%
Somewhat support	24%	20%	22%	26%	28%	30%	25%	17%	26%	24%	23%	26%	24%	24%	24%	24%	24%	24%	25%	25%	18%	22%	23%	24%	28%	23%	25%	24%	25%	22%	23%	25%
Somewhat oppose	8%	10%	4%	11%	8%	10%	9%	7%	7%	6%	8%	9%	7%	11%	7%	7%	8%	10%	7%	11%	10%	10%	8%	8%	12%	8%	7%	13%	13%	9%	8%	6%
Strongly oppose	4%	3%	3%	5%	5%	7%	3%	4%	2%	4%	4%	4%	3%	3%	6%	4%	3%	5%	3%	6%	7%	5%	4%	4%	3%	3%	5%	11%	4%	3%	2%	4%
Unsure	8%	10%	7%	9%	5%	8%	5%	10%	7%	6%	8%	10%	5%	7%	9%	10%	5%	5%	7%	9%	9%	6%	6%	10%	10%	6%	8%	11%	12%	11%	8%	6%

Do you support or oppose the federal government placing caps on credit card interest rates charged by banks?

CYGNAL

Tech Companies Data Collection

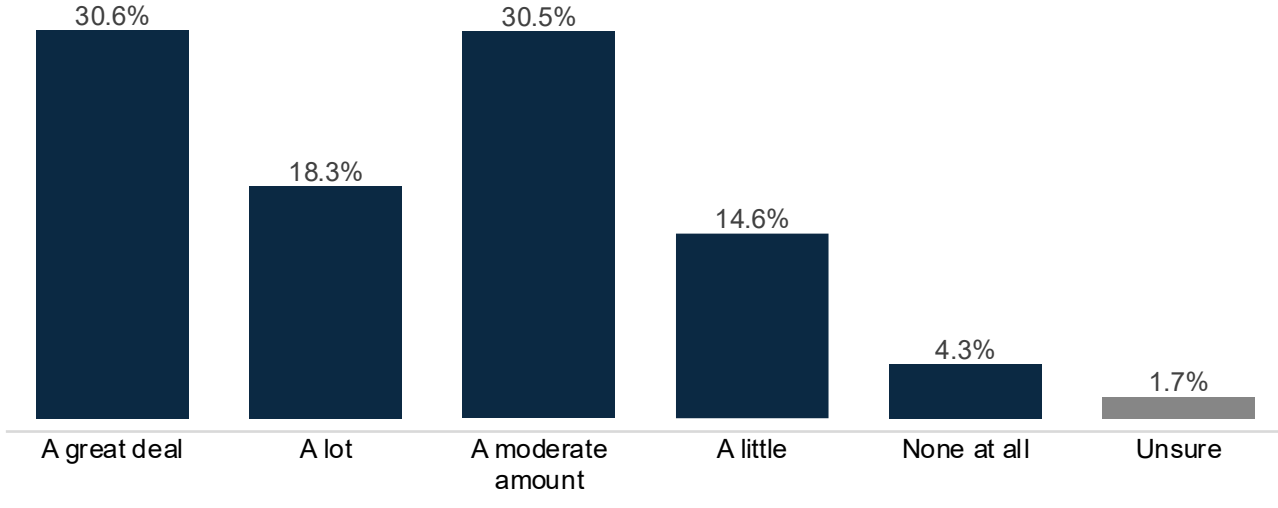


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Comfortable Total	16%	17%	11%	22%	14%	19%	17%	16%	12%	13%	16%	19%	18%	10%	17%	17%	16%	16%	15%	26%	17%	20%	14%	18%	22%	16%	15%	36%	29%	16%	9%	13%
Uncomfortable Total	82%	79%	86%	77%	84%	80%	81%	80%	87%	85%	82%	78%	80%	88%	81%	79%	83%	83%	84%	69%	77%	76%	84%	79%	76%	81%	84%	60%	68%	80%	88%	85%
Very comfortable	5%	6%	4%	9%	4%	8%	5%	6%	3%	6%	6%	4%	8%	3%	5%	5%	7%	6%	5%	10%	2%	7%	5%	6%	6%	6%	5%	9%	10%	5%	4%	5%
Somewhat comfortable	10%	11%	8%	13%	10%	10%	13%	10%	9%	7%	10%	15%	10%	8%	12%	12%	9%	10%	9%	16%	14%	13%	9%	12%	15%	10%	10%	27%	19%	11%	6%	8%
Somewhat uncomfortable	24%	27%	24%	24%	19%	24%	20%	26%	24%	22%	26%	21%	25%	23%	23%	21%	28%	23%	26%	16%	20%	24%	26%	22%	23%	26%	23%	18%	24%	21%	21%	26%
Very uncomfortable	58%	52%	63%	53%	65%	56%	61%	53%	62%	63%	56%	58%	55%	65%	57%	59%	55%	59%	58%	53%	56%	52%	58%	58%	52%	56%	61%	43%	44%	60%	67%	60%
Unsure	2%	4%	2%	1%	2%	2%	1%	5%	1%	2%	2%	3%	2%	2%	2%	3%	1%	2%	1%	5%	7%	4%	2%	3%	3%	2%	2%	4%	3%	3%	2%	2%

How comfortable are you with technology companies collecting and using your personal data to improve their products and services?

CYGNAL

News Attention

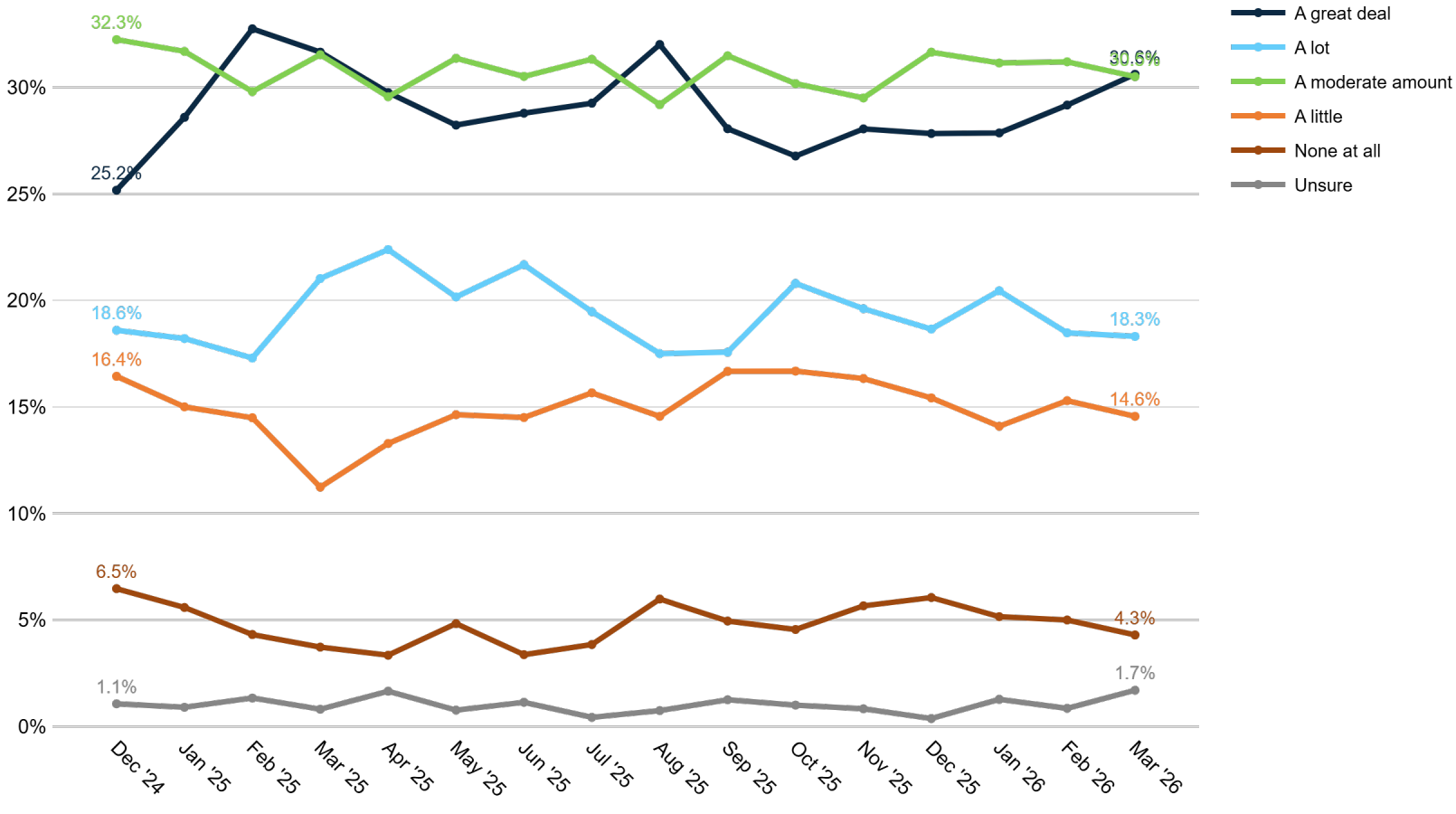


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
A great deal	31%	22%	33%	32%	36%	41%	27%	22%	34%	28%	33%	29%	30%	33%	31%	25%	33%	37%	32%	26%	31%	27%	33%	27%	18%	30%	33%	24%	17%	32%	24%	36%
A lot	18%	20%	16%	18%	20%	21%	17%	17%	18%	16%	20%	18%	18%	16%	21%	18%	18%	19%	19%	16%	19%	18%	18%	18%	18%	17%	20%	16%	19%	15%	22%	18%
A moderate amount	31%	36%	31%	30%	25%	23%	32%	33%	34%	29%	30%	33%	29%	30%	32%	33%	29%	29%	30%	32%	30%	36%	30%	32%	37%	29%	32%	41%	40%	28%	29%	29%
A little	15%	18%	13%	14%	13%	10%	16%	20%	10%	17%	14%	14%	15%	15%	13%	17%	14%	11%	14%	20%	16%	13%	12%	18%	20%	16%	13%	11%	16%	19%	17%	13%
None at all	4%	3%	5%	4%	6%	3%	6%	5%	3%	8%	3%	3%	6%	6%	2%	4%	5%	2%	4%	2%	3%	5%	5%	3%	4%	6%	2%	4%	3%	5%	6%	4%
Unsure	2%	2%	2%	1%	1%	1%	1%	3%	1%	1%	1%	4%	2%	1%	2%	3%	1%	1%	1%	3%	2%	2%	2%	2%	2%	2%	1%	4%	4%	2%	2%	1%

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

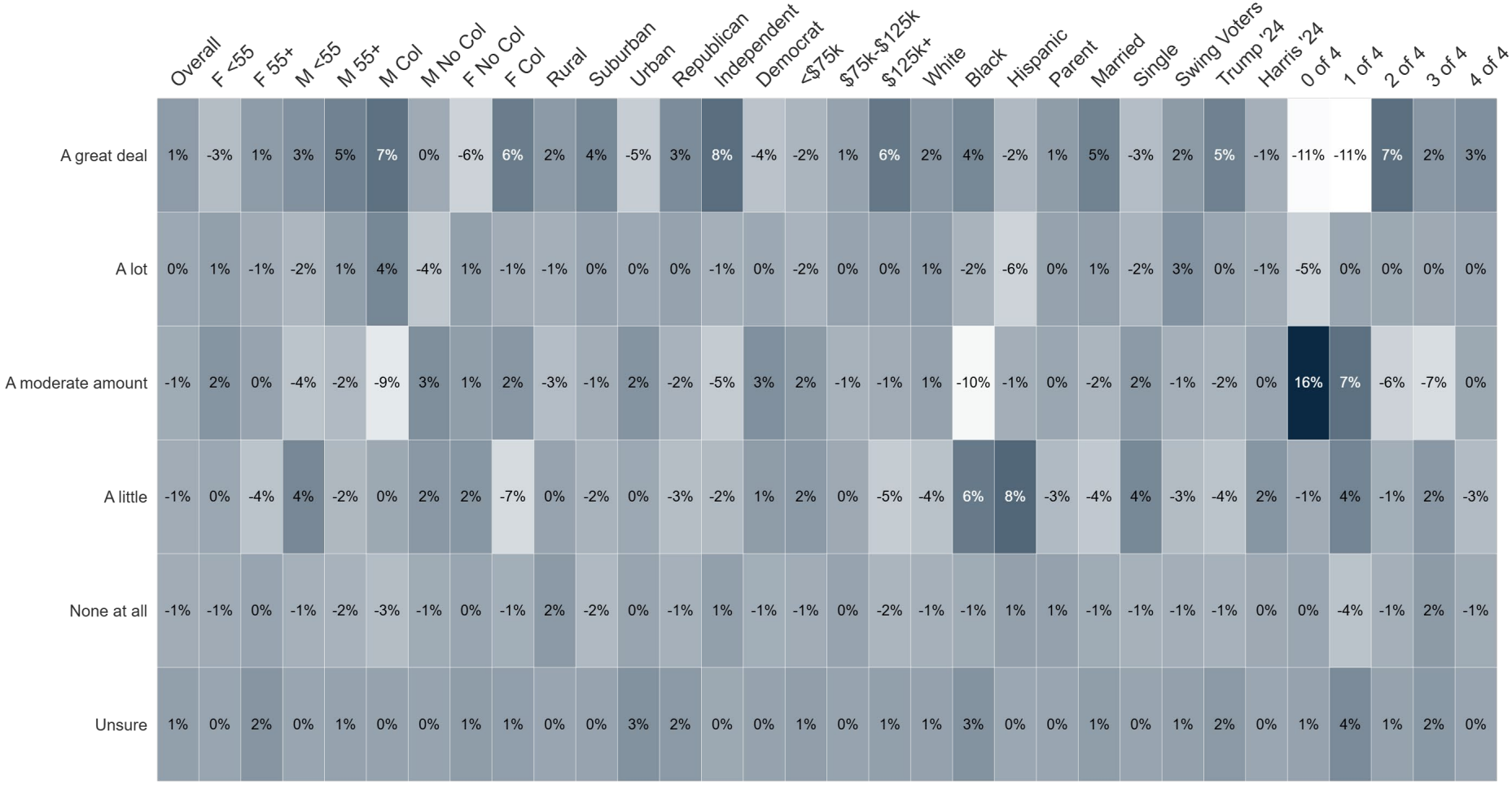
CYGNAL

Trend: News Attention



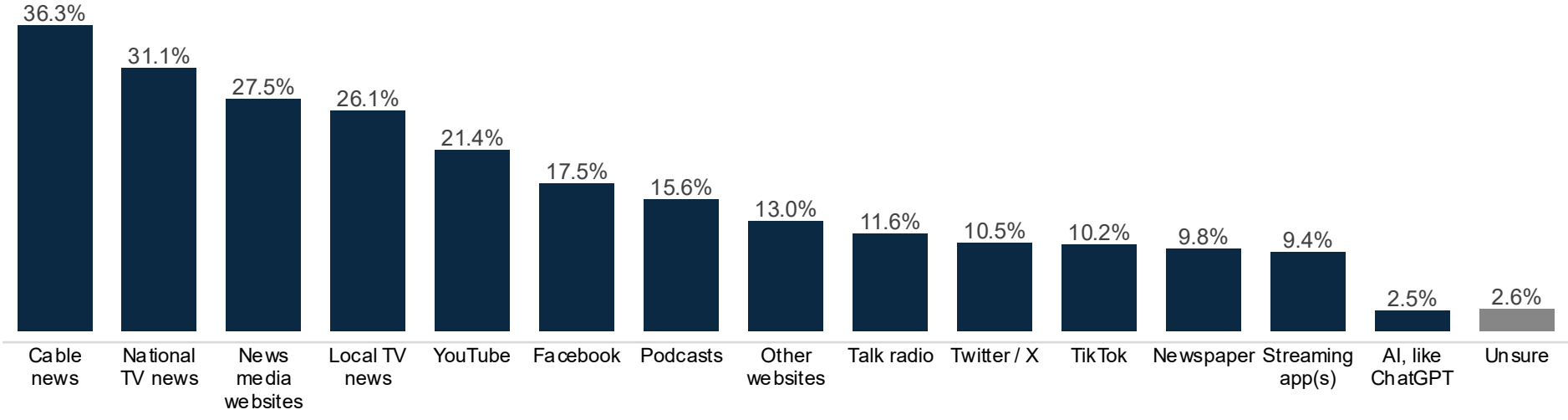
CYGNAL

Percent Change: News Attention (Feb '26 to Mar '26)



CYGNAL

News Source

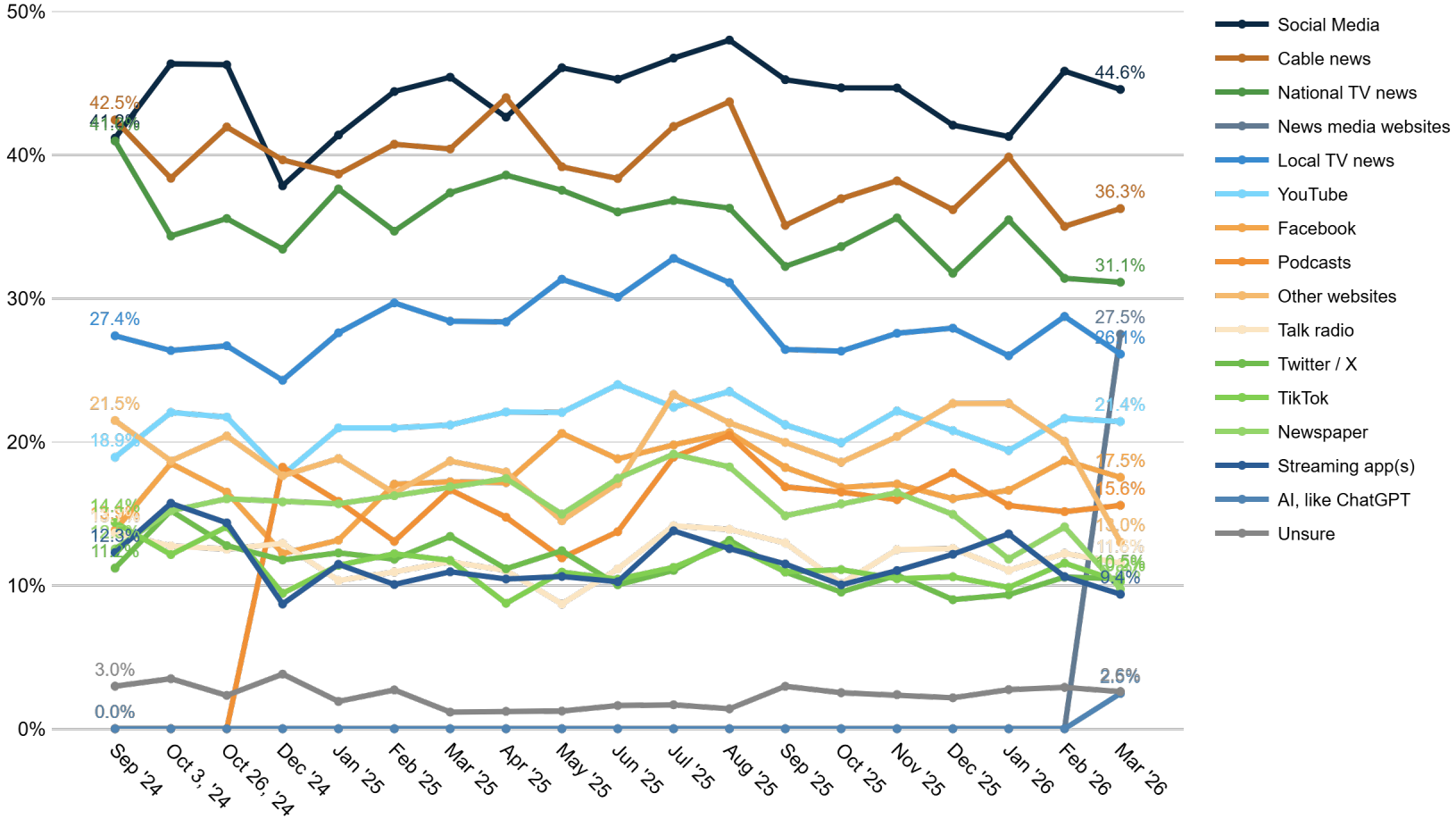


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	45%	59%	27%	64%	31%	47%	48%	49%	35%	40%	46%	46%	47%	44%	42%	50%	46%	38%	43%	53%	48%	59%	40%	50%	48%	48%	40%	79%	68%	46%	44%	37%
Cable news	36%	24%	44%	23%	53%	42%	34%	31%	39%	37%	37%	33%	43%	31%	32%	29%	40%	42%	38%	30%	34%	26%	40%	32%	27%	42%	33%	18%	21%	32%	31%	43%
National TV news	31%	26%	45%	19%	33%	26%	26%	35%	37%	32%	31%	30%	19%	32%	43%	35%	27%	29%	31%	42%	27%	23%	29%	34%	36%	20%	42%	24%	19%	34%	35%	33%
News media websites	28%	31%	25%	30%	24%	34%	21%	25%	31%	24%	28%	31%	22%	30%	32%	25%	25%	35%	29%	20%	23%	27%	28%	27%	22%	21%	34%	22%	27%	28%	30%	27%
Local TV news	26%	21%	36%	18%	28%	23%	23%	31%	25%	25%	26%	27%	23%	25%	30%	26%	26%	26%	26%	29%	22%	18%	26%	27%	29%	22%	31%	18%	13%	29%	26%	29%
YouTube	21%	24%	12%	38%	14%	28%	25%	20%	14%	18%	22%	23%	21%	24%	20%	26%	21%	16%	19%	31%	28%	30%	18%	26%	27%	22%	20%	49%	40%	22%	19%	16%
Facebook	18%	26%	11%	22%	11%	13%	20%	22%	14%	19%	17%	16%	21%	13%	17%	21%	16%	15%	18%	21%	20%	26%	15%	21%	21%	19%	16%	26%	25%	17%	15%	16%
Podcasts	16%	16%	12%	23%	11%	20%	15%	11%	19%	13%	16%	17%	16%	19%	14%	13%	17%	19%	16%	8%	19%	19%	18%	12%	15%	17%	14%	13%	14%	13%	16%	16%
Other websites	13%	14%	11%	17%	10%	14%	13%	12%	14%	13%	13%	13%	12%	19%	11%	12%	13%	13%	14%	8%	13%	13%	14%	12%	13%	12%	14%	13%	10%	12%	12%	14%
Talk radio	12%	10%	12%	10%	14%	11%	12%	12%	10%	14%	12%	8%	16%	12%	6%	9%	11%	13%	12%	7%	12%	12%	13%	9%	10%	17%	7%	10%	11%	9%	9%	13%
Twitter / X	10%	10%	6%	19%	9%	15%	13%	8%	8%	7%	11%	13%	14%	11%	6%	9%	14%	8%	10%	13%	10%	12%	10%	11%	9%	15%	6%	15%	17%	8%	15%	8%
TikTok	10%	24%	3%	10%	3%	5%	8%	17%	9%	9%	10%	12%	9%	10%	12%	12%	11%	7%	9%	18%	12%	14%	8%	13%	11%	9%	11%	20%	19%	12%	10%	7%
Newspaper	10%	7%	11%	9%	12%	13%	9%	5%	14%	8%	10%	11%	7%	10%	13%	6%	10%	14%	10%	10%	9%	8%	10%	9%	10%	8%	12%	9%	7%	5%	6%	13%
Streaming app(s)	9%	8%	11%	10%	9%	8%	11%	9%	10%	11%	9%	8%	11%	9%	8%	10%	11%	7%	10%	9%	10%	10%	8%	11%	10%	10%	8%	17%	8%	11%	8%	9%
AI, like ChatGPT	2%	4%	1%	4%	2%	3%	2%	3%	2%	1%	3%	4%	2%	2%	3%	3%	3%	3%	2%	5%	4%	4%	3%	2%	3%	2%	3%	8%	8%	1%	1%	2%
Unsure	3%	2%	3%	3%	2%	2%	2%	3%	2%	5%	2%	1%	2%	3%	2%	3%	3%	2%	2%	1%	3%	3%	3%	2%	4%	3%	1%	0%	3%	5%	4%	2%

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

CYGNAL

Trend: News Source



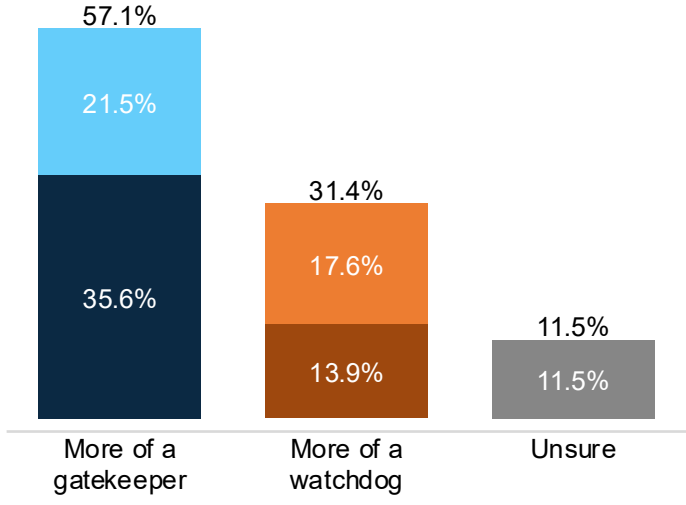
CYGNAL

Percent Change: News Source (Feb '26 to Mar '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	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	-1%	0%	-8%	3%	0%	6%	0%	-1%	-8%	-5%	1%	-2%	1%	0%	-5%	-2%	1%	-2%	-1%	-1%	2%	3%	-1%	-2%	-1%	-1%	-4%	2%	11%	-13%	-4%	-1%
Cable news	1%	1%	-2%	1%	6%	7%	-1%	-4%	4%	0%	0%	6%	-1%	1%	2%	-3%	2%	4%	1%	-2%	3%	-3%	1%	2%	0%	-1%	3%	2%	-5%	1%	1%	2%
National TV news	0%	-5%	2%	-3%	4%	-3%	4%	1%	-3%	4%	-2%	-2%	-3%	0%	1%	2%	-1%	-1%	0%	4%	-5%	-7%	0%	-1%	4%	0%	-1%	2%	-7%	0%	5%	-1%
News media websites	28%	31%	25%	30%	24%	34%	21%	25%	31%	24%	28%	31%	22%	30%	32%	25%	25%	35%	29%	20%	23%	27%	28%	27%	22%	21%	34%	22%	27%	28%	30%	27%
Local TV news	-3%	1%	-2%	-2%	-7%	-7%	-3%	0%	-2%	-6%	-2%	2%	-3%	-4%	-2%	-2%	-3%	-2%	-3%	-1%	-8%	-4%	-3%	-2%	-1%	-4%	-2%	0%	-5%	4%	-1%	-5%
YouTube	0%	-2%	-1%	3%	-1%	7%	-3%	-3%	-1%	1%	2%	-6%	1%	1%	-3%	0%	0%	0%	0%	1%	2%	5%	1%	-2%	4%	2%	-3%	4%	11%	-5%	-6%	0%
Facebook	-1%	-1%	-7%	5%	-1%	-1%	6%	-2%	-6%	-5%	1%	-2%	-1%	1%	-3%	-1%	-3%	2%	-1%	-6%	6%	3%	-2%	0%	1%	-2%	-1%	4%	0%	-9%	-4%	1%
Podcasts	0%	-2%	-1%	4%	1%	5%	1%	-2%	-1%	1%	-1%	2%	1%	0%	1%	0%	-1%	2%	0%	1%	3%	2%	1%	-1%	1%	0%	0%	5%	-3%	1%	-3%	2%
Other websites	-7%	-7%	-4%	-7%	-12%	-13%	-6%	-5%	-5%	-6%	-6%	-10%	-7%	-2%	-10%	-5%	-9%	-10%	-6%	-2%	-13%	-9%	-7%	-6%	-6%	-7%	-8%	-9%	-9%	-8%	-11%	-5%
Talk radio	-1%	-2%	2%	-3%	-1%	-2%	-2%	0%	1%	2%	-1%	-4%	1%	2%	-4%	-1%	-2%	-2%	0%	-4%	-3%	-2%	0%	-1%	-2%	3%	-3%	-3%	0%	-1%	-2%	0%
Twitter / X	0%	-2%	2%	-3%	2%	1%	-1%	2%	-2%	-1%	-1%	2%	0%	0%	-1%	-1%	5%	-6%	0%	1%	-2%	-3%	0%	0%	-4%	1%	-1%	8%	0%	-3%	4%	-1%
TikTok	-1%	-1%	-1%	-4%	1%	-1%	-2%	3%	-6%	-2%	-1%	-1%	2%	-2%	-4%	-2%	0%	-3%	-1%	0%	-5%	-1%	-1%	-2%	-3%	0%	-3%	-19%	-1%	-4%	-3%	1%
Newspaper	-4%	-7%	0%	-8%	-3%	-10%	-2%	-1%	-5%	-2%	-4%	-8%	-1%	-7%	-6%	-4%	-2%	-7%	-4%	-4%	-5%	-5%	-3%	-5%	-2%	1%	-9%	-10%	-5%	-2%	-4%	-5%
Streaming app(s)	-1%	-6%	1%	0%	0%	-2%	1%	-4%	0%	-1%	-1%	-4%	1%	-3%	-2%	-1%	-1%	-2%	0%	0%	-5%	-4%	-2%	0%	-4%	0%	-2%	1%	-2%	0%	-5%	0%
AI, like ChatGPT	2%	4%	1%	4%	2%	3%	2%	3%	2%	1%	3%	4%	2%	2%	3%	3%	3%	3%	2%	5%	4%	4%	3%	2%	3%	2%	3%	8%	8%	1%	1%	2%
Unsure	0%	0%	1%	-1%	-1%	-1%	-2%	0%	0%	1%	-1%	-2%	-1%	0%	0%	1%	-1%	-1%	0%	-1%	2%	0%	-1%	0%	0%	-1%	0%	0%	0%	2%	0%	-1%

CYGNAL

Media Role Perception

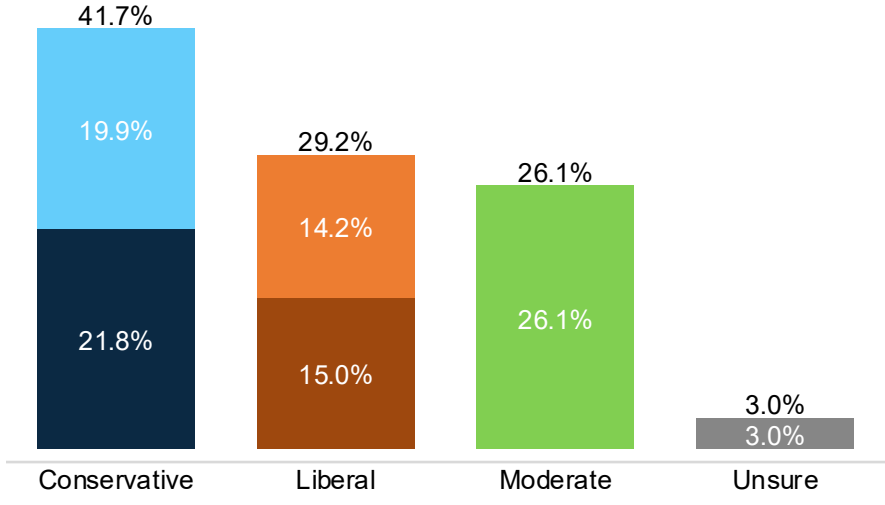


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
More of a gatekeeper	57%	56%	51%	63%	59%	60%	62%	55%	52%	63%	55%	53%	74%	59%	38%	53%	58%	61%	61%	42%	51%	61%	61%	53%	58%	74%	39%	53%	57%	62%	65%	54%
More of a watchdog	31%	32%	35%	30%	29%	31%	28%	28%	40%	25%	33%	36%	16%	31%	50%	33%	33%	33%	29%	43%	35%	29%	29%	34%	29%	14%	50%	30%	32%	28%	23%	34%
Much more of a gatekeeper	36%	30%	33%	41%	40%	36%	44%	32%	30%	44%	34%	30%	53%	37%	16%	30%	42%	35%	39%	21%	28%	39%	40%	30%	31%	55%	17%	28%	32%	38%	39%	35%
Somewhat more of a gatekeeper	21%	26%	19%	22%	19%	23%	18%	23%	22%	20%	22%	23%	21%	23%	21%	23%	16%	26%	22%	20%	22%	23%	20%	23%	27%	20%	22%	25%	25%	24%	26%	19%
Somewhat more of a watchdog	18%	18%	17%	18%	18%	19%	17%	15%	21%	15%	18%	22%	9%	17%	28%	18%	19%	18%	16%	24%	21%	16%	15%	21%	20%	9%	27%	14%	24%	14%	12%	18%
Much more of a watchdog	14%	14%	18%	12%	12%	12%	11%	13%	20%	11%	15%	14%	7%	13%	22%	14%	14%	15%	13%	19%	14%	13%	14%	14%	9%	6%	23%	16%	8%	14%	10%	16%
Unsure	11%	12%	14%	7%	12%	9%	10%	17%	8%	12%	12%	11%	10%	10%	13%	15%	9%	6%	10%	15%	14%	9%	10%	13%	14%	11%	11%	17%	11%	10%	13%	11%

When you think about the role news media outlets and journalists play in informing the public, do you view them as more of a gatekeeper, selectively choosing what information gets shared, or more of a watchdog, investigating and calling out misconduct?

CYGNAL

Ideology

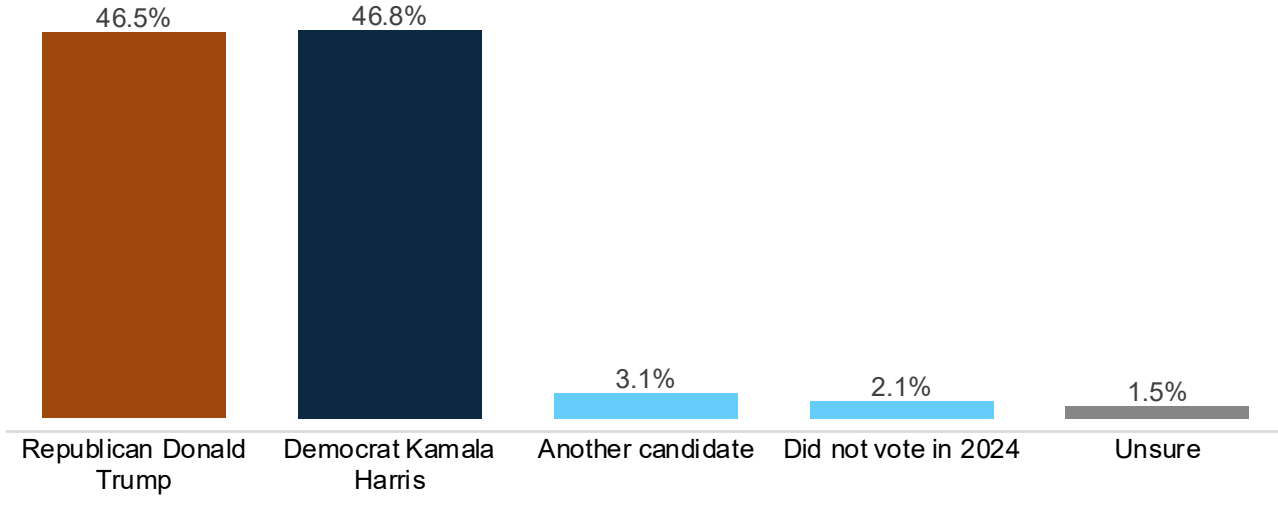


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Conservative	42%	28%	41%	43%	56%	43%	56%	37%	32%	54%	38%	36%	83%	29%	7%	34%	47%	45%	46%	20%	33%	44%	49%	32%	34%	77%	9%	12%	36%	39%	41%	45%
Liberal	29%	44%	25%	30%	17%	28%	19%	28%	42%	18%	33%	35%	2%	24%	63%	33%	27%	28%	28%	32%	35%	27%	24%	36%	18%	3%	56%	53%	25%	31%	27%	30%
Very conservative	22%	13%	22%	21%	32%	20%	33%	20%	16%	32%	18%	19%	49%	10%	2%	19%	23%	23%	25%	9%	16%	23%	27%	16%	9%	44%	2%	2%	19%	18%	21%	24%
Somewhat conservative	20%	15%	19%	22%	24%	23%	23%	17%	17%	22%	20%	18%	35%	19%	5%	15%	23%	22%	22%	12%	17%	21%	23%	17%	25%	33%	7%	9%	17%	21%	21%	21%
Moderate	26%	25%	30%	25%	25%	27%	22%	30%	24%	24%	28%	25%	13%	43%	28%	28%	24%	26%	23%	37%	29%	27%	24%	28%	42%	18%	32%	31%	35%	27%	27%	23%
Somewhat liberal	14%	17%	16%	13%	10%	14%	9%	14%	20%	8%	18%	13%	1%	13%	29%	15%	16%	13%	15%	15%	13%	12%	13%	15%	10%	2%	27%	26%	14%	15%	12%	14%
Very liberal	15%	27%	9%	17%	7%	15%	9%	14%	22%	10%	15%	22%	1%	12%	33%	19%	11%	14%	13%	17%	21%	15%	10%	21%	8%	1%	29%	27%	11%	16%	15%	15%
Unsure	3%	4%	4%	2%	2%	2%	3%	5%	1%	4%	2%	3%	2%	4%	2%	4%	2%	2%	2%	10%	3%	3%	3%	3%	6%	2%	3%	4%	4%	3%	5%	2%

And thinking about your views toward politics and government, would you say you are…

CYGNAL

2024 Retro Ballot

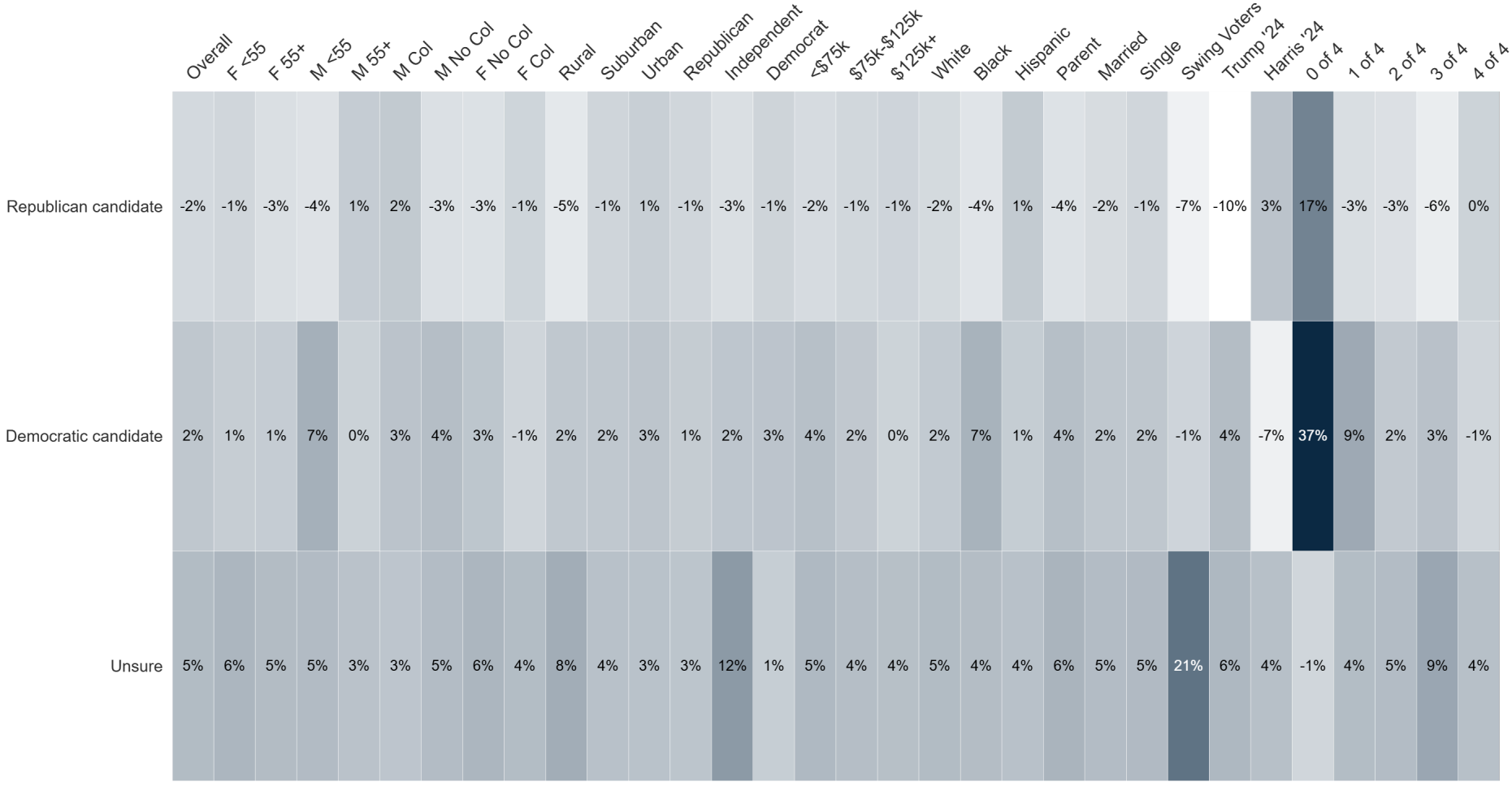


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	47%	33%	49%	51%	55%	44%	60%	46%	36%	61%	43%	37%	93%	37%	3%	39%	53%	48%	52%	18%	40%	52%	55%	36%	45%	12%	47%	46%	50%	47%
Democrat Kamala Harris	47%	60%	46%	39%	40%	47%	34%	48%	60%	32%	51%	56%	3%	48%	93%	52%	41%	49%	42%	72%	53%	41%	40%	56%	38%	25%	41%	50%	41%	50%
Another candidate	3%	3%	2%	5%	3%	5%	3%	3%	2%	4%	3%	3%	2%	8%	1%	4%	3%	2%	3%	4%	3%	4%	3%	3%	9%	3%	5%	2%	6%	2%
Did not vote in 2024	2%	2%	1%	4%	2%	2%	3%	2%	1%	1%	2%	3%	1%	4%	2%	3%	2%	1%	2%	3%	3%	2%	1%	3%	4%	51%	6%	1%	1%	0%
Unsure	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	0%	3%	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	4%	9%	2%	1%	2%	1%

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

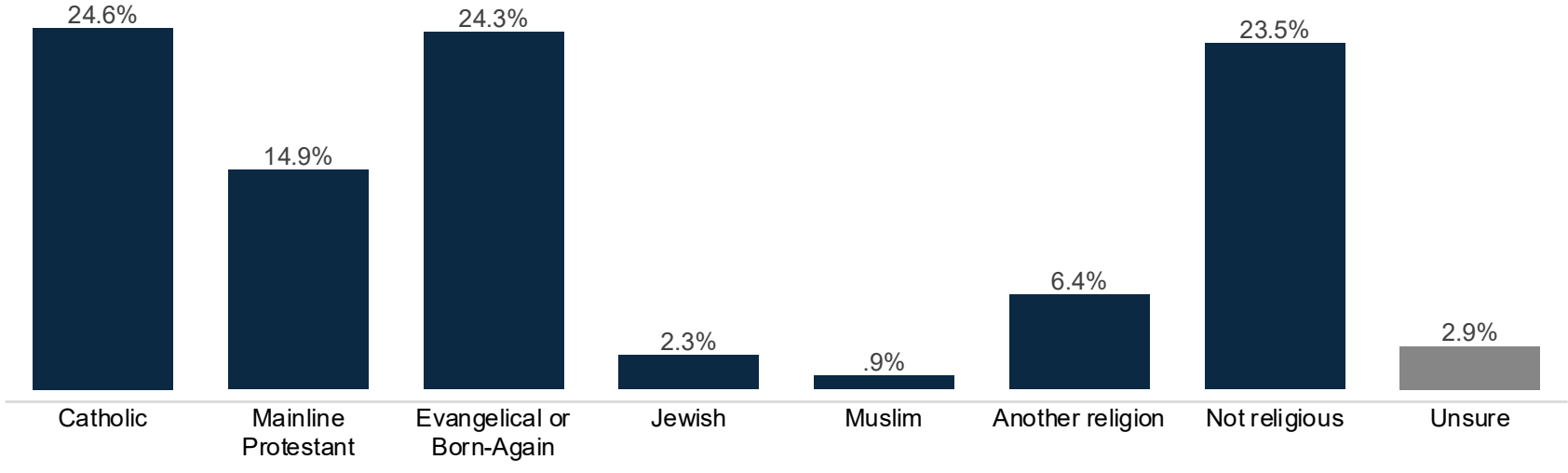
CYGNAL

Percent Change: 2024 Retro Ballot to Generic Ballot



CYGNAL

Religion

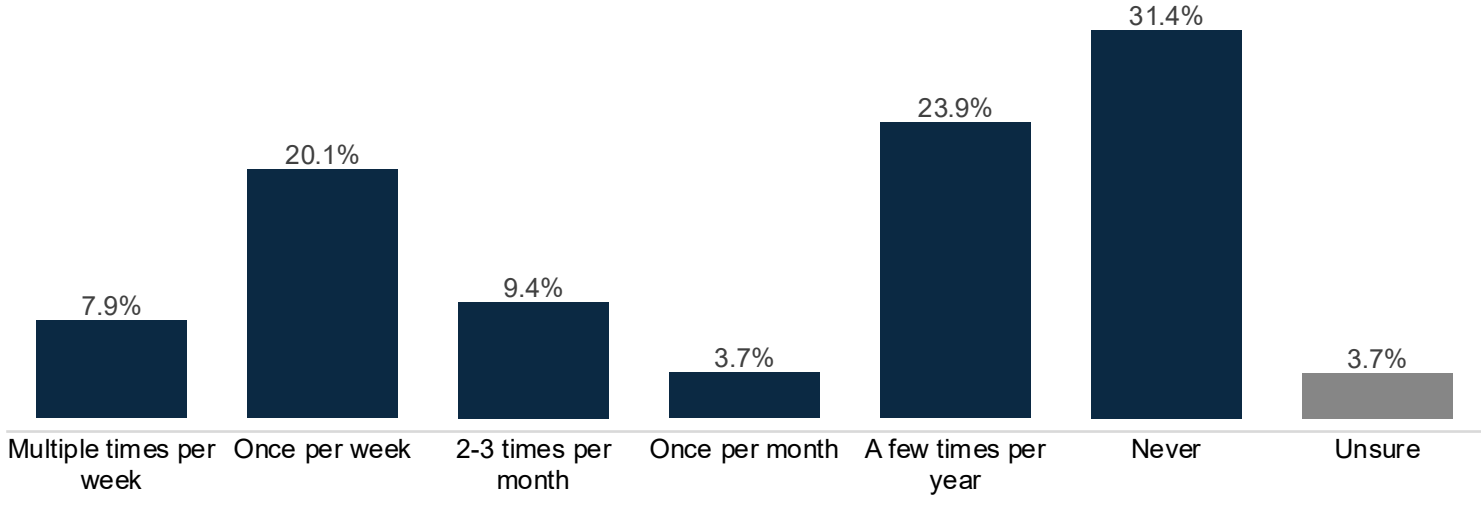


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Catholic	25%	22%	28%	23%	25%	24%	24%	26%	24%	22%	25%	26%	29%	21%	23%	23%	26%	26%	24%	9%	45%	24%	24%	25%	27%	28%	22%	21%	27%	23%	25%	25%
Mainline Protestant	15%	8%	19%	10%	22%	15%	17%	14%	14%	18%	14%	12%	17%	12%	15%	13%	16%	15%	18%	11%	5%	12%	17%	12%	16%	16%	15%	7%	12%	13%	8%	18%
Evangelical or Born-Again	24%	22%	25%	26%	25%	23%	28%	23%	24%	33%	20%	23%	36%	20%	15%	26%	25%	21%	22%	43%	23%	28%	26%	21%	22%	35%	14%	25%	21%	31%	23%	24%
Jewish	2%	1%	2%	4%	3%	5%	2%	0%	3%	1%	2%	4%	2%	2%	3%	2%	2%	3%	3%	3%	0%	2%	2%	2%	3%	2%	3%	4%	3%	2%	1%	2%
Muslim	1%	1%	0%	2%	0%	1%	1%	1%	0%	0%	0%	3%	1%	1%	2%	2%	0%	1%	0%	5%	1%	2%	0%	2%	2%	1%	1%	0%	5%	0%	1%	0%
Another religion	6%	8%	7%	5%	5%	6%	5%	10%	5%	6%	7%	5%	6%	8%	6%	7%	6%	7%	6%	6%	5%	6%	7%	6%	7%	5%	7%	3%	7%	7%	7%	6%
Not religious	24%	32%	17%	27%	18%	23%	21%	21%	28%	17%	27%	22%	8%	33%	34%	24%	22%	25%	25%	18%	19%	23%	20%	27%	20%	11%	36%	36%	23%	20%	32%	22%
Unsure	3%	5%	2%	3%	2%	2%	2%	5%	2%	2%	3%	4%	3%	2%	3%	4%	2%	1%	2%	4%	3%	3%	2%	4%	3%	3%	3%	4%	3%	5%	3%	2%

If you have one, what is your religious affiliation?

CYGNAL

Religious Service Attendance

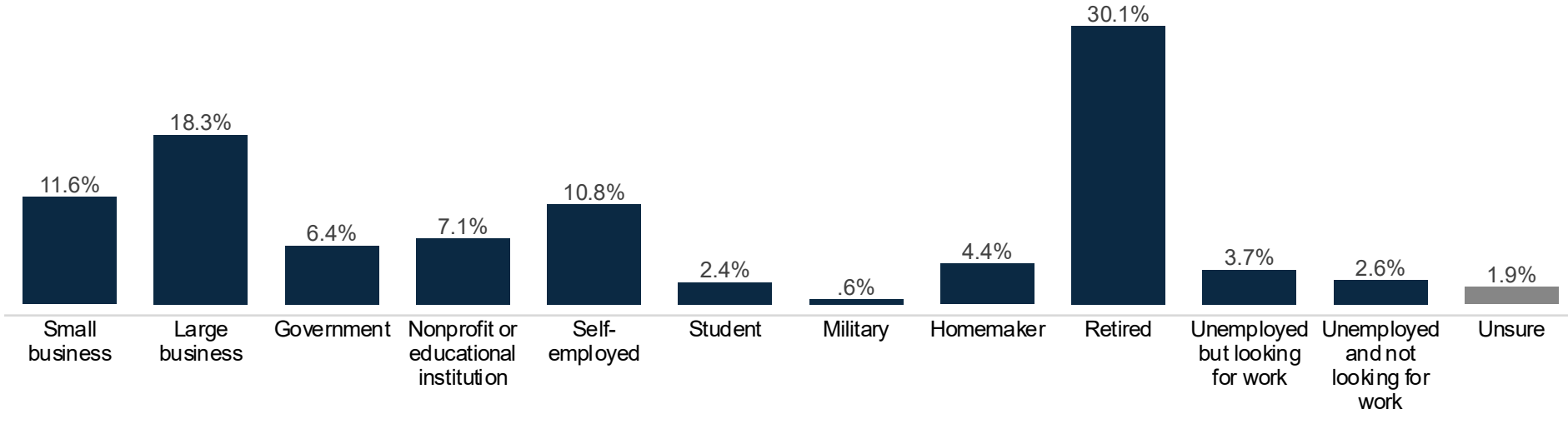


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Regular Church	28%	22%	34%	24%	32%	31%	25%	25%	33%	34%	25%	28%	38%	27%	19%	26%	31%	29%	27%	28%	31%	28%	33%	22%	30%	36%	20%	27%	22%	25%	25%	31%
Monthly Church	13%	14%	10%	19%	10%	17%	12%	13%	11%	13%	13%	15%	18%	11%	10%	12%	13%	16%	13%	18%	15%	19%	13%	13%	16%	17%	9%	11%	20%	18%	15%	10%
Rarely/Never Church	55%	61%	52%	55%	54%	50%	58%	58%	54%	49%	59%	53%	40%	60%	68%	58%	54%	54%	57%	49%	52%	51%	50%	62%	51%	43%	67%	59%	55%	54%	57%	55%
Multiple times per week	8%	6%	8%	9%	8%	8%	8%	6%	9%	11%	6%	8%	11%	6%	5%	8%	10%	6%	6%	11%	13%	10%	9%	7%	8%	11%	5%	7%	10%	7%	6%	8%
Once per week	20%	16%	25%	15%	23%	22%	17%	19%	24%	23%	19%	20%	26%	21%	14%	18%	21%	23%	21%	17%	19%	18%	24%	15%	22%	25%	15%	19%	12%	18%	18%	23%
2-3 times per month	9%	9%	8%	14%	8%	11%	11%	9%	7%	10%	9%	9%	12%	9%	6%	9%	10%	10%	9%	14%	8%	13%	10%	9%	11%	12%	7%	9%	12%	14%	12%	7%
Once per month	4%	5%	2%	5%	3%	6%	2%	4%	4%	2%	3%	6%	5%	2%	4%	3%	3%	6%	3%	4%	7%	6%	4%	4%	5%	5%	3%	2%	8%	3%	3%	3%
A few times per year	24%	23%	25%	22%	25%	23%	26%	25%	23%	23%	25%	24%	23%	22%	27%	26%	24%	22%	23%	30%	26%	24%	23%	25%	24%	23%	25%	11%	22%	21%	24%	26%
Never	31%	38%	27%	33%	28%	27%	32%	33%	31%	26%	35%	30%	17%	38%	41%	32%	30%	32%	34%	19%	26%	27%	27%	37%	27%	20%	43%	48%	33%	34%	33%	30%
Unsure	4%	3%	5%	3%	4%	3%	4%	5%	2%	5%	3%	4%	4%	3%	3%	4%	2%	2%	3%	4%	2%	2%	4%	3%	3%	4%	3%	4%	3%	3%	4%	4%

How often do you attend religious services?

CYGNAL

Employment



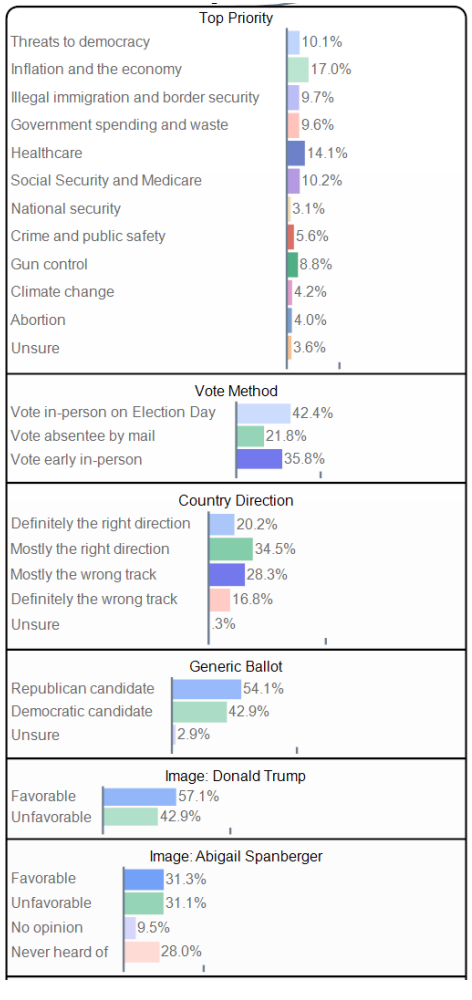
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Employed	57%	76%	30%	88%	39%	69%	57%	48%	58%	51%	61%	58%	54%	65%	55%	47%	64%	68%	55%	62%	67%	76%	56%	60%	65%	57%	57%	78%	68%	60%	63%	52%
Unemployed/Retired	41%	22%	68%	10%	60%	30%	41%	50%	40%	46%	39%	40%	45%	33%	42%	50%	35%	32%	44%	33%	31%	23%	43%	38%	33%	42%	41%	22%	30%	37%	34%	47%
Small business	12%	13%	6%	22%	8%	17%	12%	11%	7%	12%	13%	9%	11%	17%	9%	11%	13%	11%	12%	8%	13%	15%	11%	12%	12%	12%	10%	11%	9%	13%	17%	10%
Large business	18%	23%	9%	30%	13%	22%	22%	13%	20%	16%	19%	19%	17%	19%	19%	13%	25%	22%	18%	20%	23%	25%	20%	17%	20%	17%	19%	23%	23%	23%	19%	16%
Government	6%	7%	4%	12%	3%	8%	7%	4%	7%	7%	6%	7%	8%	4%	6%	4%	6%	11%	5%	12%	11%	11%	7%	6%	9%	7%	6%	8%	9%	3%	7%	6%
Nonprofit or educational institution	7%	13%	5%	7%	3%	8%	3%	4%	14%	4%	9%	7%	5%	8%	9%	5%	8%	9%	7%	6%	10%	10%	7%	8%	8%	6%	8%	3%	5%	6%	7%	8%
Self-employed	11%	14%	6%	12%	11%	13%	11%	11%	9%	10%	11%	11%	12%	15%	7%	10%	10%	12%	11%	11%	7%	12%	11%	11%	13%	12%	10%	13%	13%	10%	9%	11%
Student	2%	6%	0%	3%	0%	1%	2%	4%	2%	1%	2%	4%	1%	2%	4%	4%	1%	1%	2%	4%	3%	1%	0%	5%	2%	1%	3%	19%	8%	5%	1%	0%
Military	1%	1%	0%	2%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	2%	0%
Homemaker	4%	12%	4%	1%	0%	0%	1%	9%	6%	6%	4%	4%	5%	5%	4%	6%	3%	4%	5%	1%	6%	10%	6%	2%	4%	5%	4%	3%	2%	7%	6%	4%
Retired	30%	1%	59%	2%	55%	27%	31%	32%	29%	34%	30%	26%	35%	23%	30%	32%	30%	25%	34%	19%	17%	7%	34%	26%	21%	32%	30%	17%	15%	21%	23%	38%
Unemployed but looking for work	4%	5%	1%	6%	2%	2%	6%	4%	3%	3%	3%	7%	2%	3%	5%	7%	1%	2%	3%	10%	5%	5%	2%	6%	4%	3%	5%	2%	8%	5%	3%	3%
Unemployed and not looking for work	3%	4%	3%	2%	2%	1%	3%	4%	1%	4%	2%	3%	2%	2%	4%	5%	1%	1%	3%	3%	3%	2%	2%	4%	4%	2%	3%	0%	5%	4%	2%	2%
Unsure	2%	2%	2%	2%	1%	1%	1%	2%	2%	3%	1%	3%	1%	2%	2%	2%	1%	1%	1%	5%	2%	1%	1%	2%	2%	1%	2%	0%	1%	3%	3%	1%

Which of the following options best describes where you are currently employed?

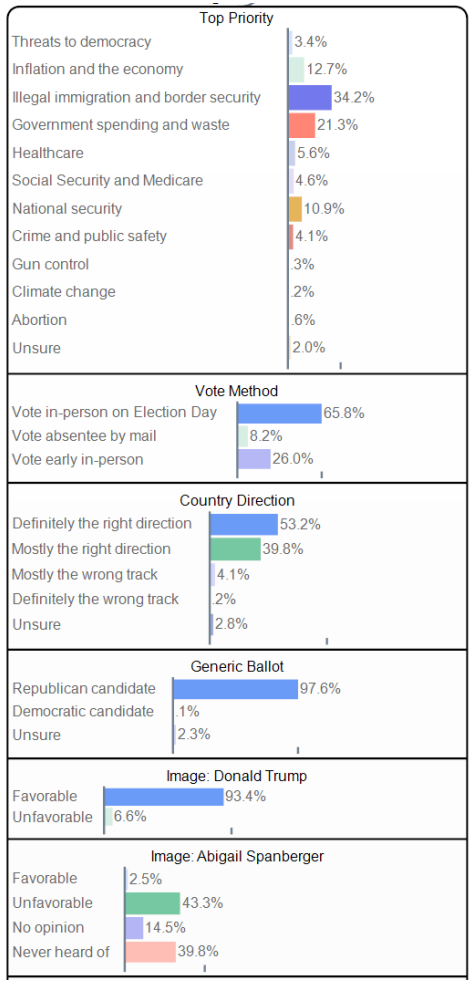
CYGNAL

Segmentation Analysis:

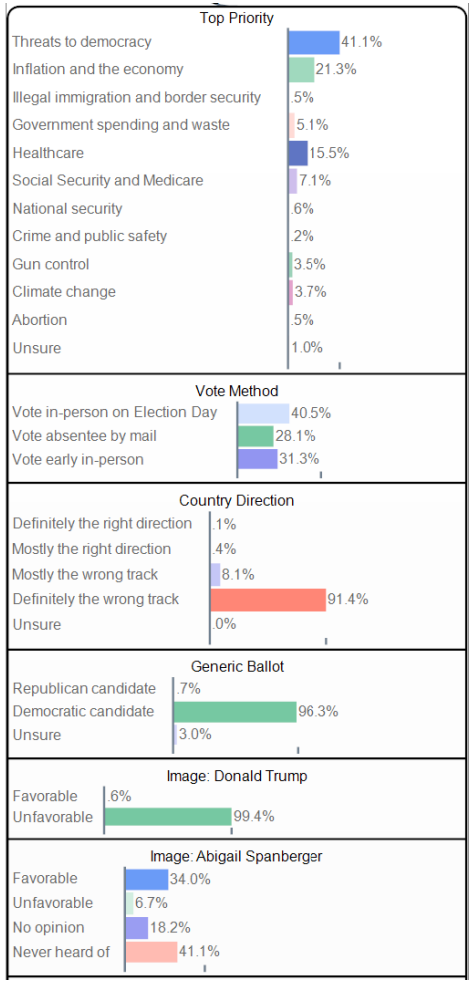
Young Voters (10%)



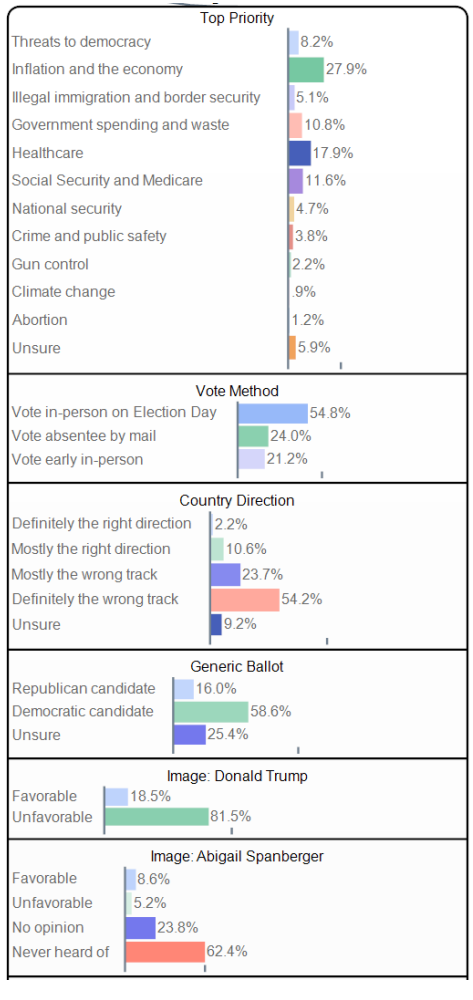
Conservatives (38%)



Liberals (37%)



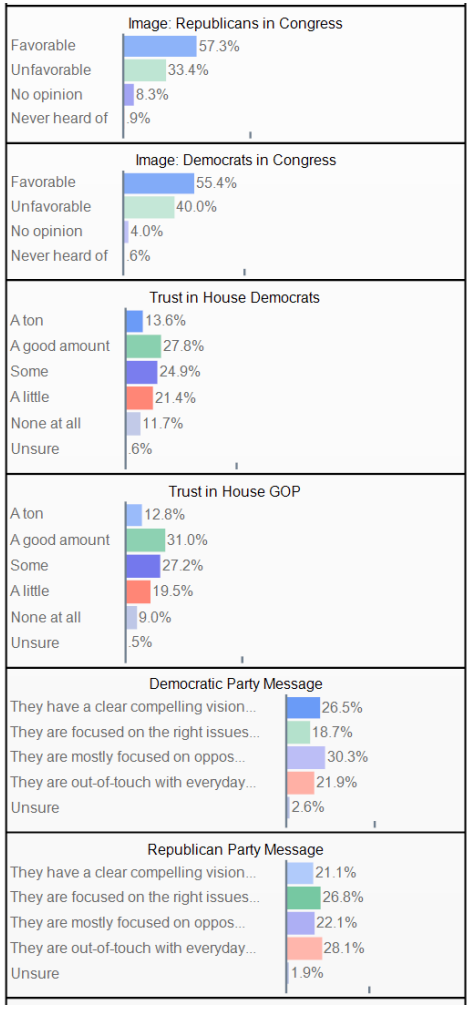
Moderates (15%)



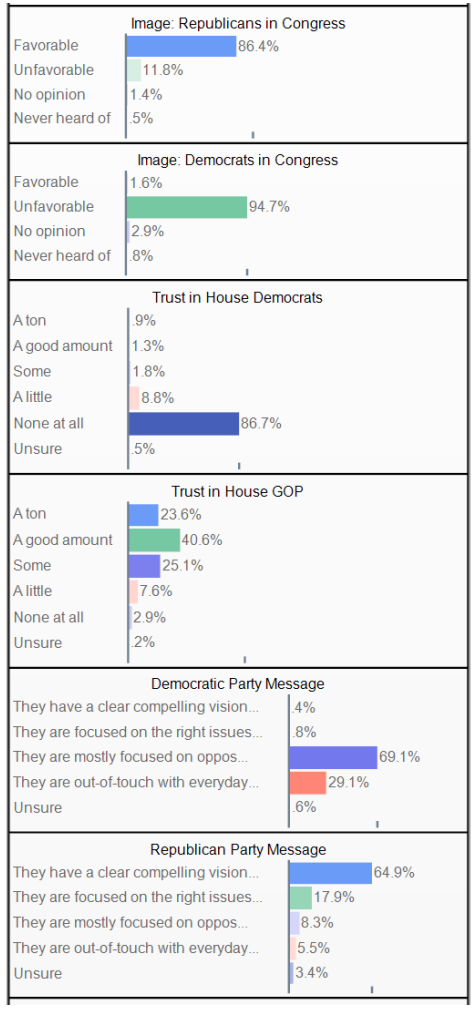
CYGNAL

Segmentation Analysis:

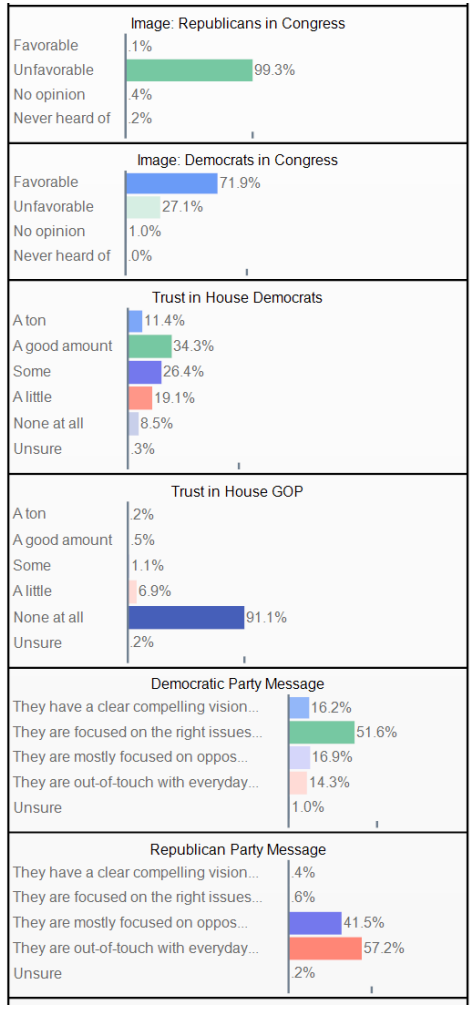
Young Voters (10%)



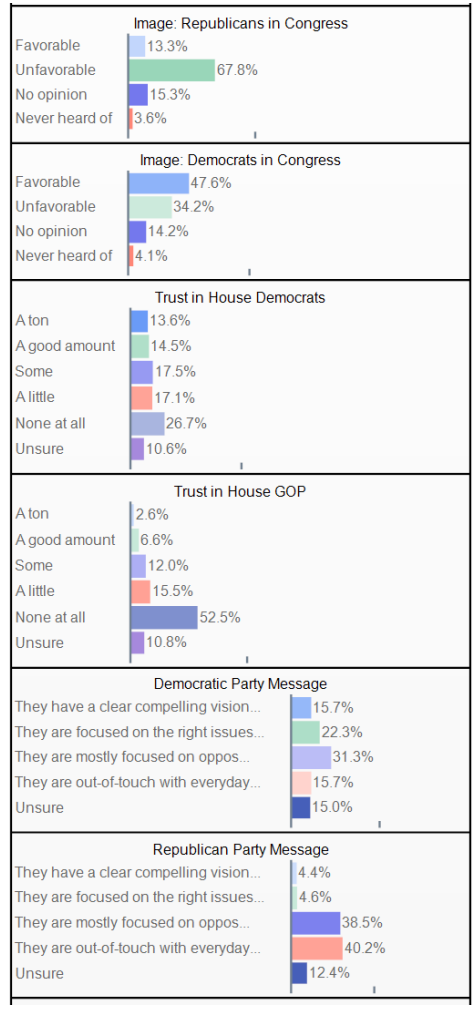
Conservatives (38%)



Liberals (37%)



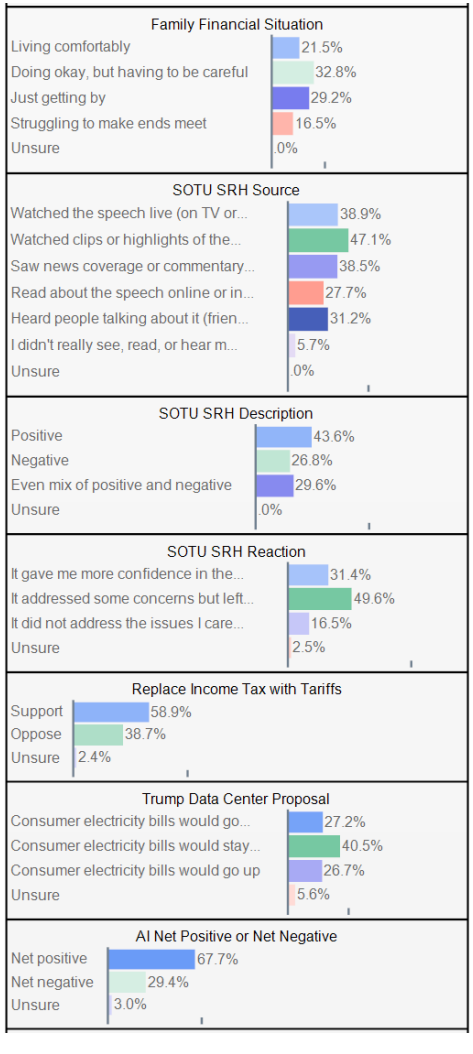
Moderates (15%)



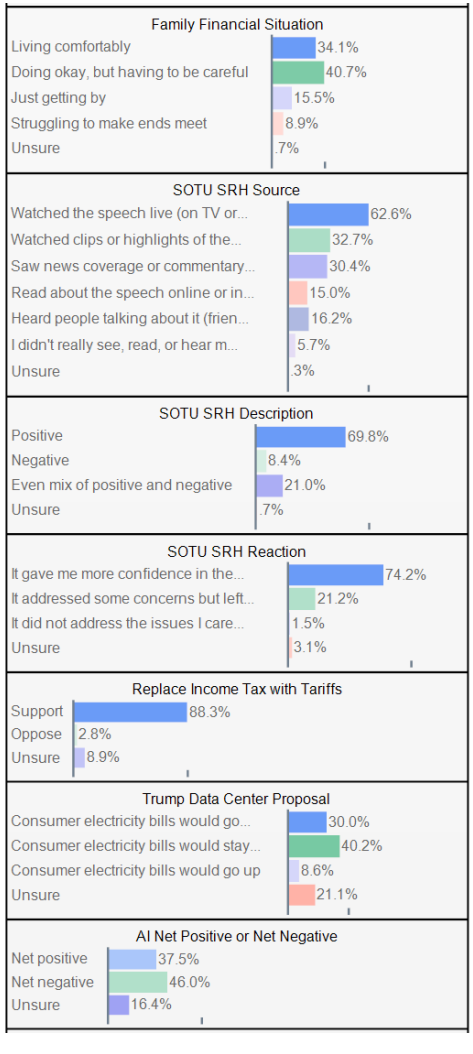
CYGNAL

Segmentation Analysis:

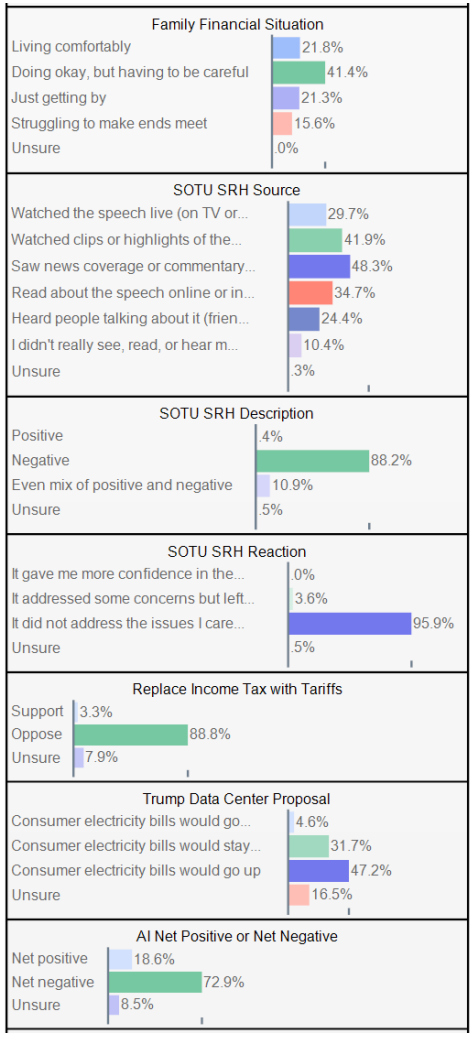
Young Voters (10%)



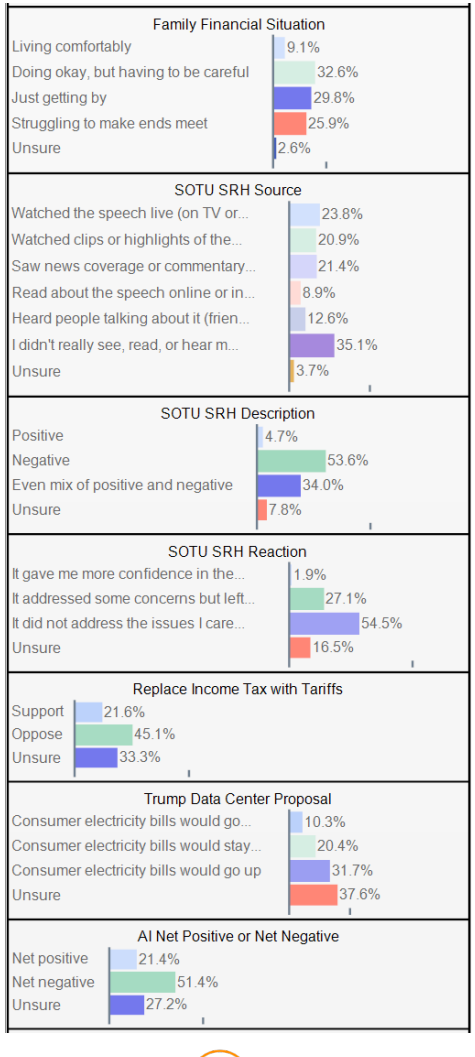
Conservatives (38%)



Liberals (37%)



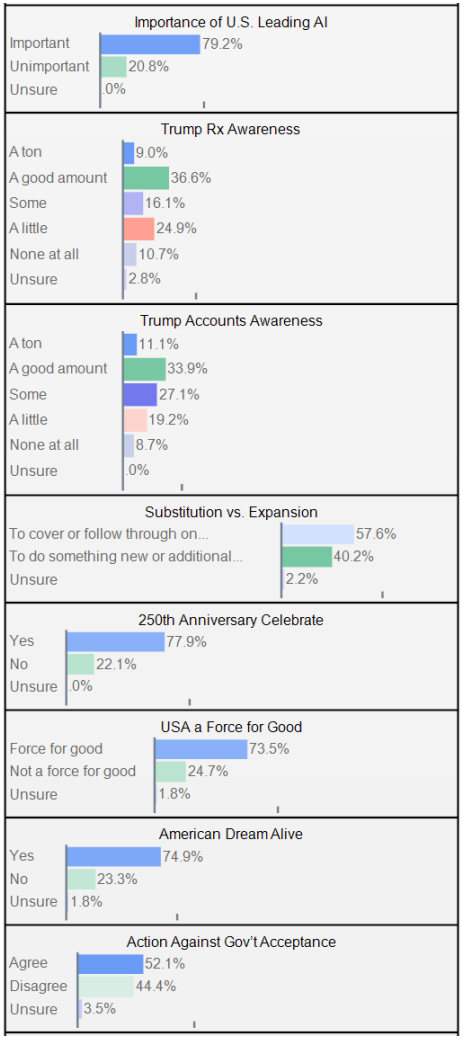
Moderates (15%)



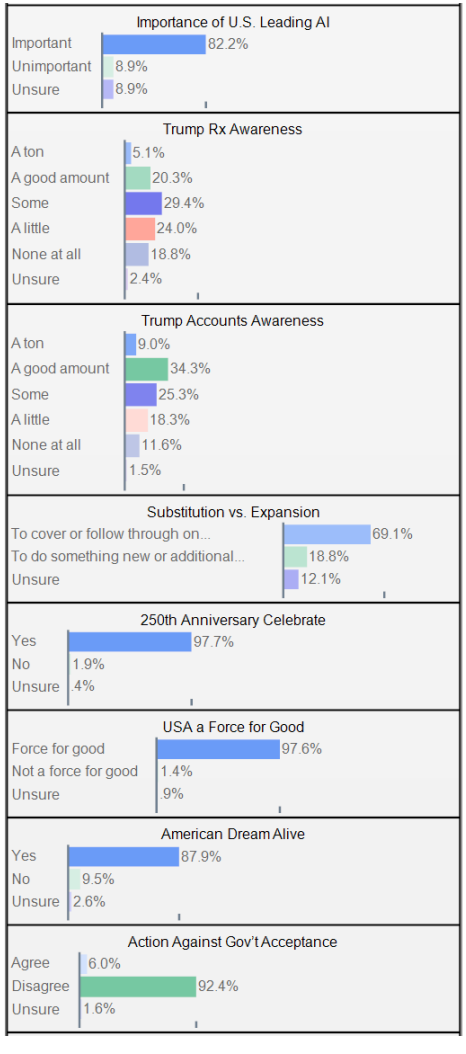
CYGNAL

Segmentation Analysis:

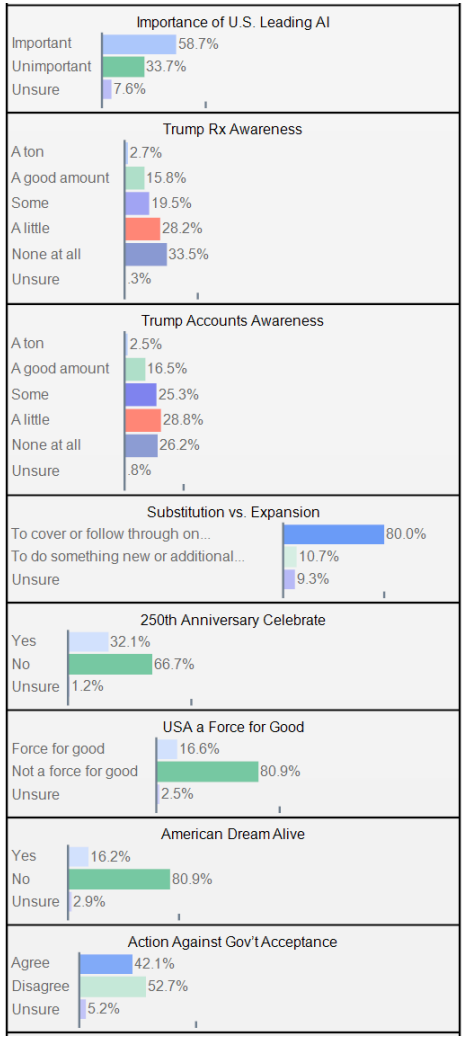
Young Voters (10%)



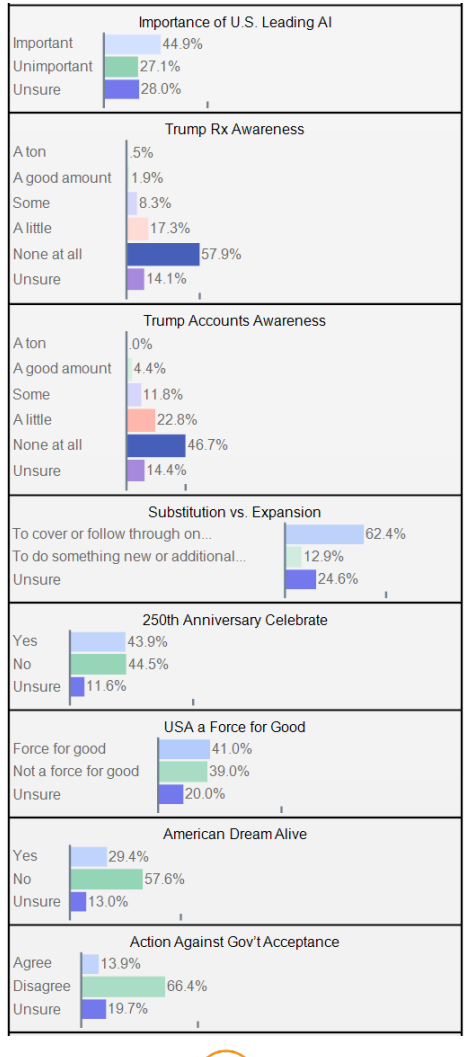
Conservatives (38%)



Liberals (37%)



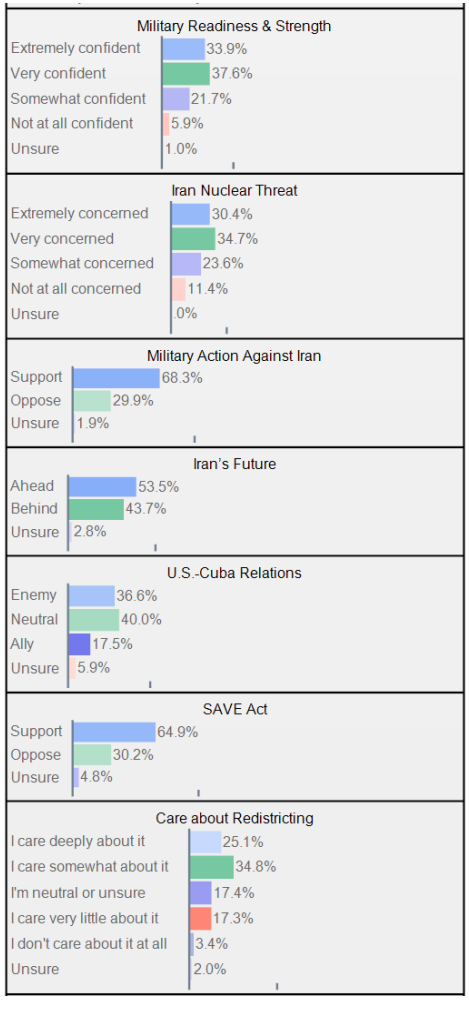
Moderates (15%)



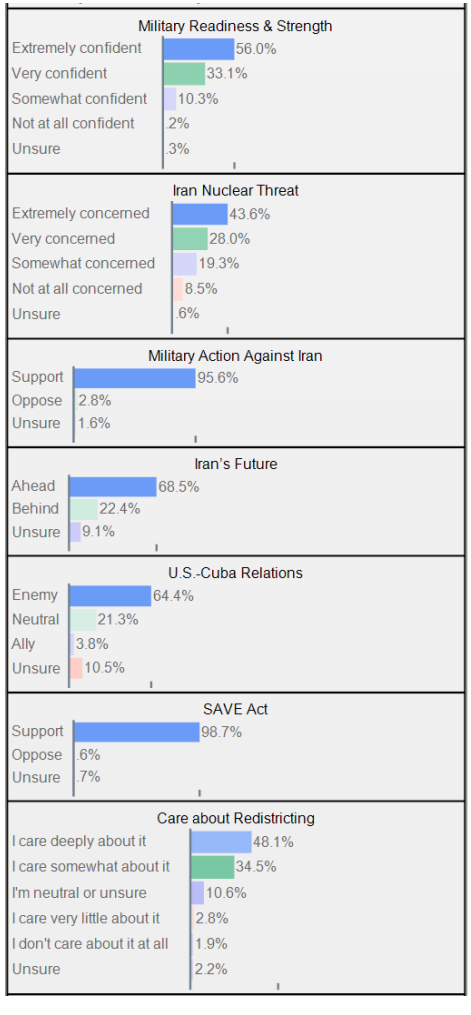
CYGNAL

Segmentation Analysis:

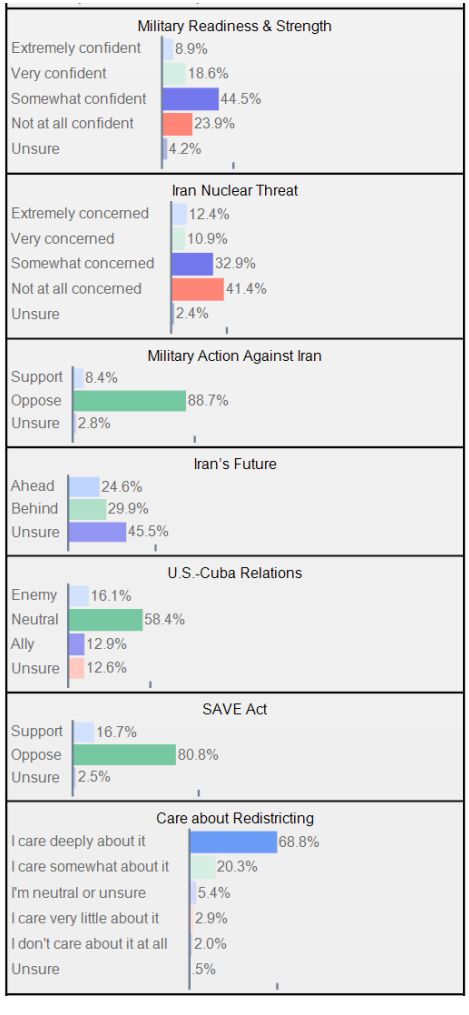
Young Voters (10%)



Conservatives (38%)



Liberals (37%)



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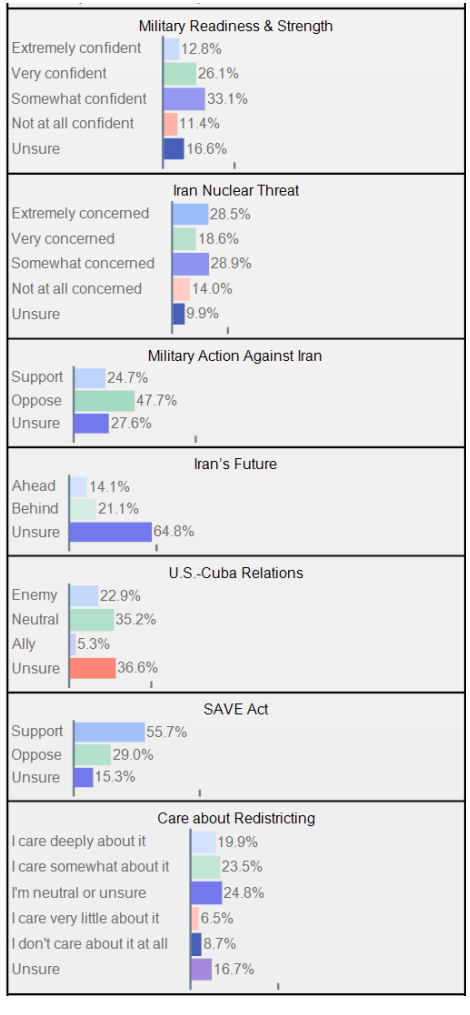
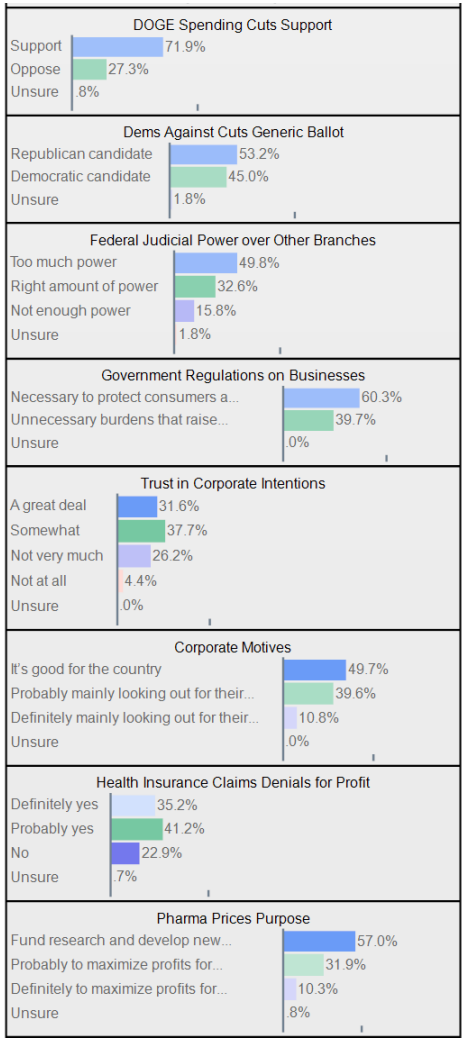


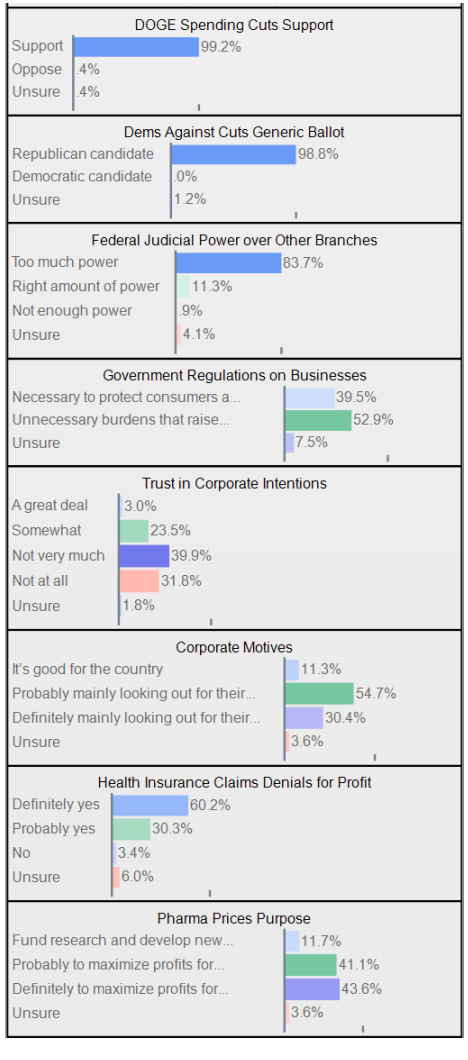
CYGNAL

Segmentation Analysis:

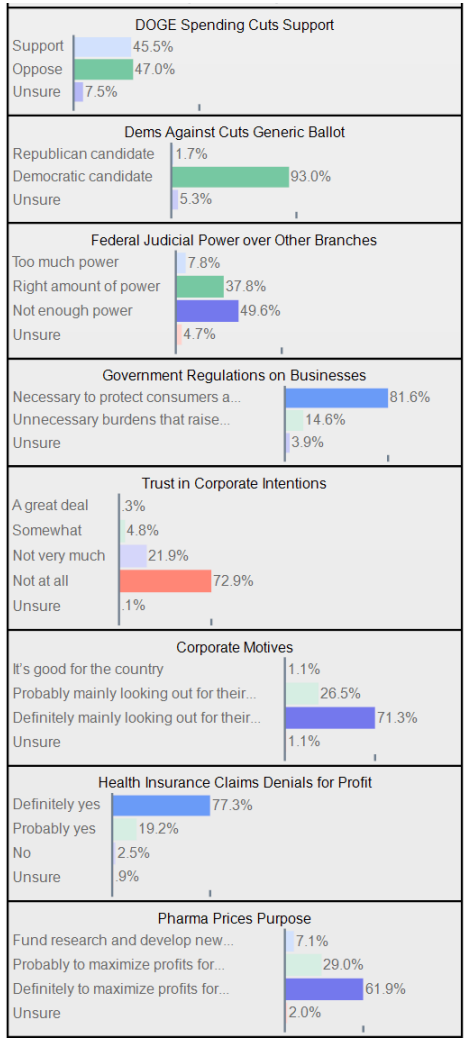
Young Voters (10%)



Conservatives (38%)



Liberals (37%)



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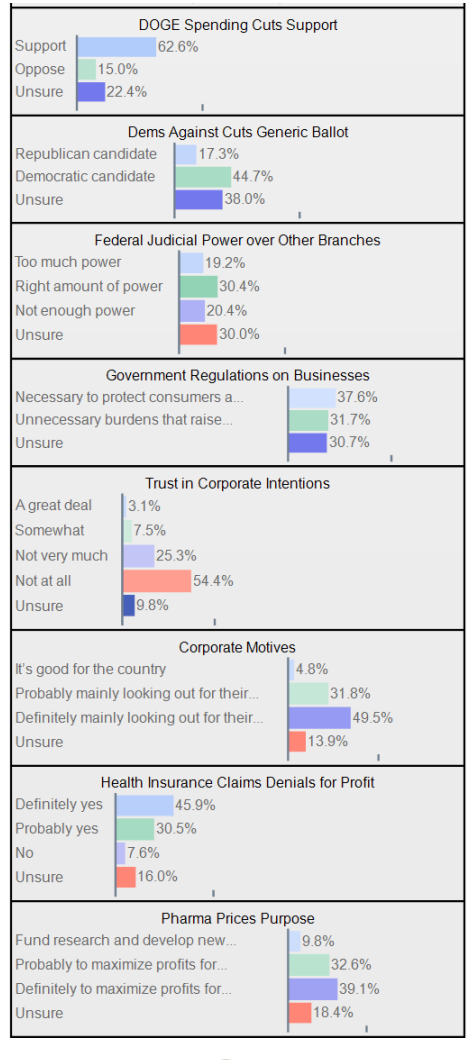
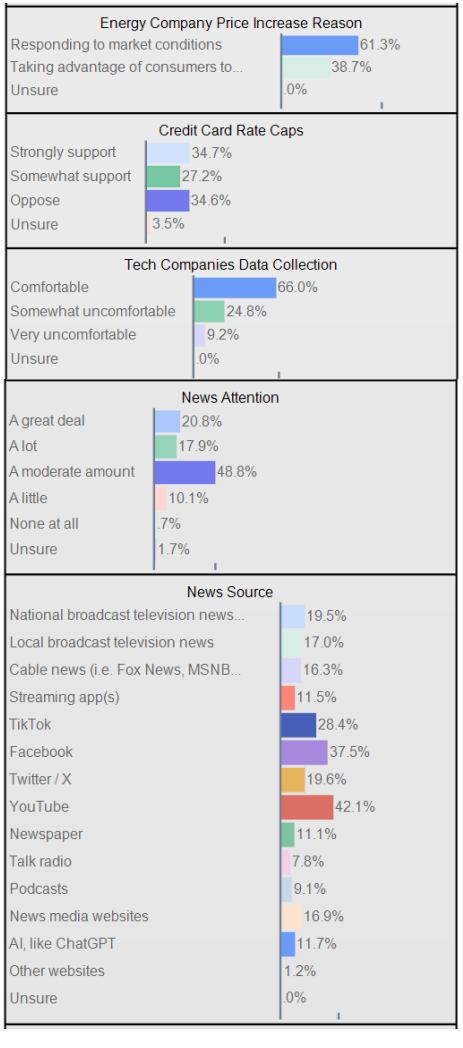


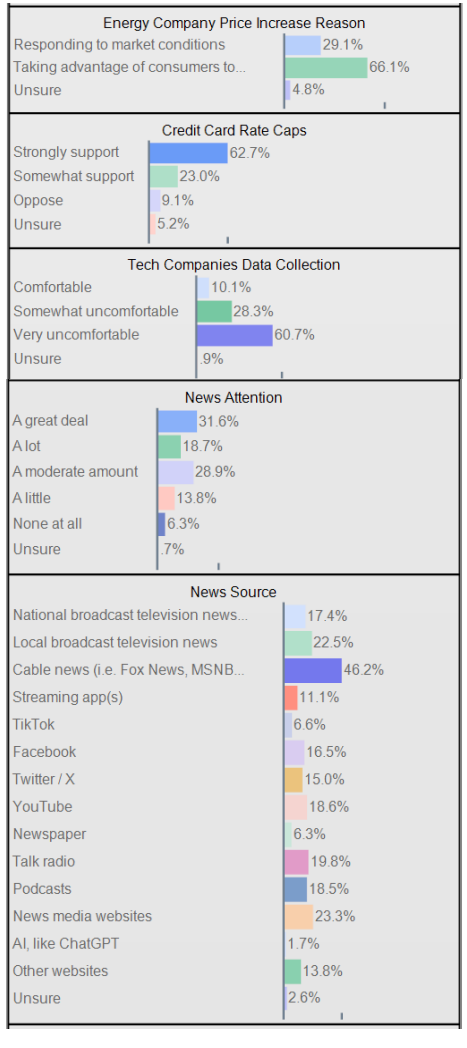
CYGNAL

Segmentation Analysis:

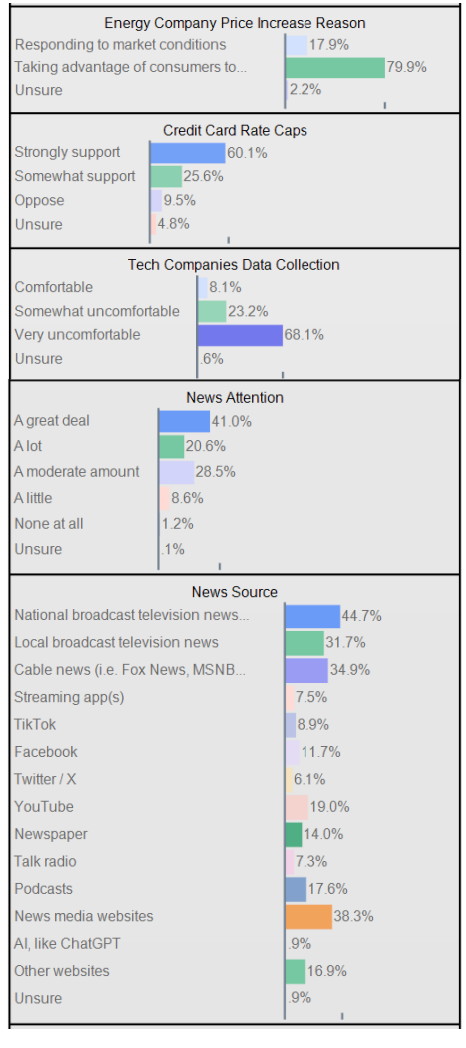
Young Voters (10%)



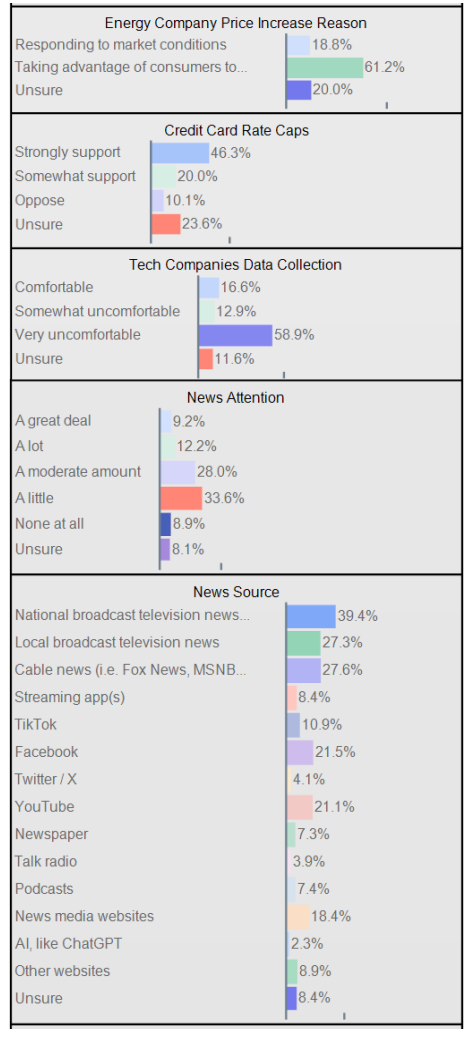
Conservatives (38%)



Liberals (37%)



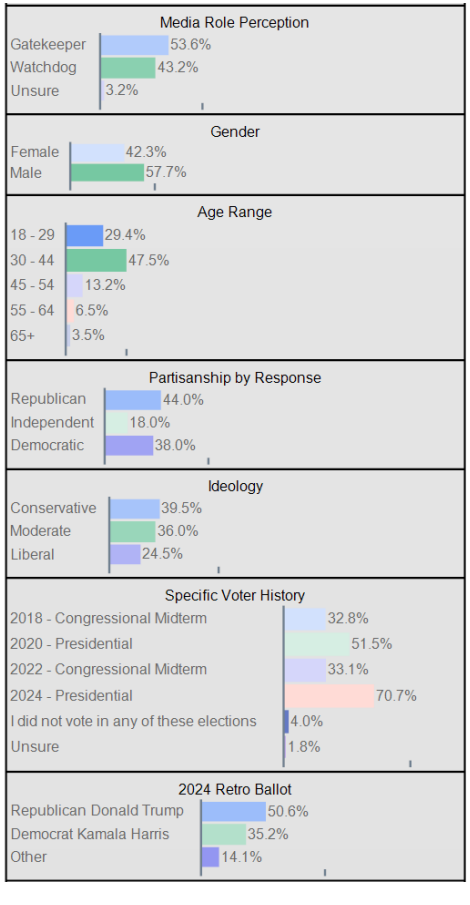
Moderates (15%)



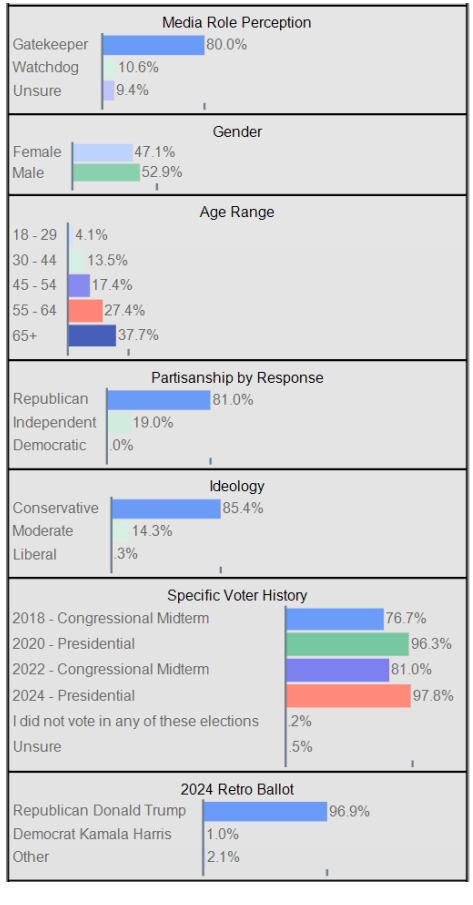
CYGNAL

Segmentation Analysis:

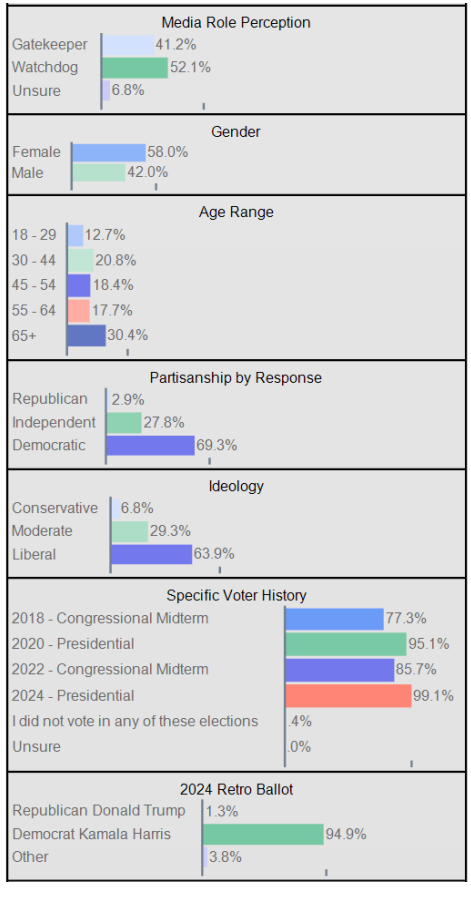
Young Voters (10%)



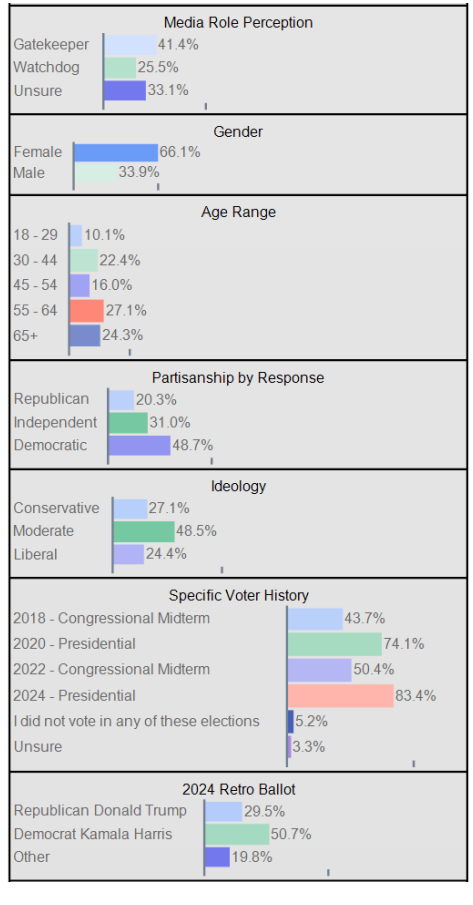
Conservatives (38%)



Liberals (37%)



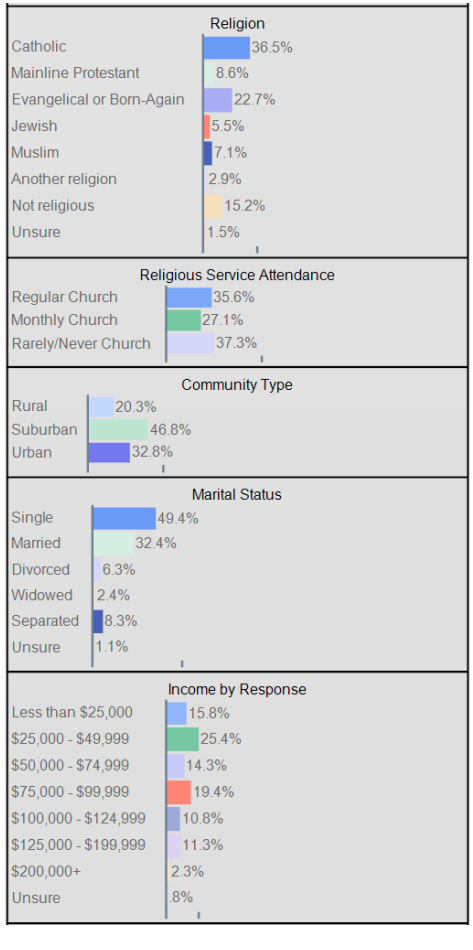
Moderates (15%)



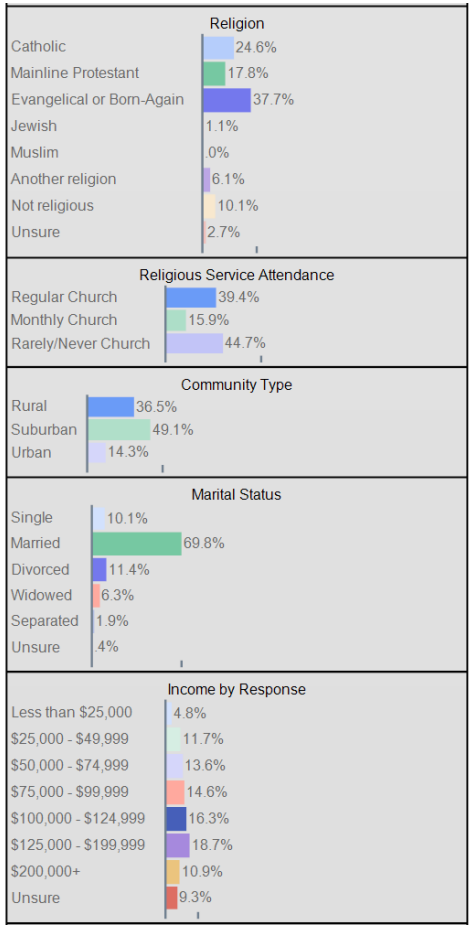
CYGNAL

Segmentation Analysis:

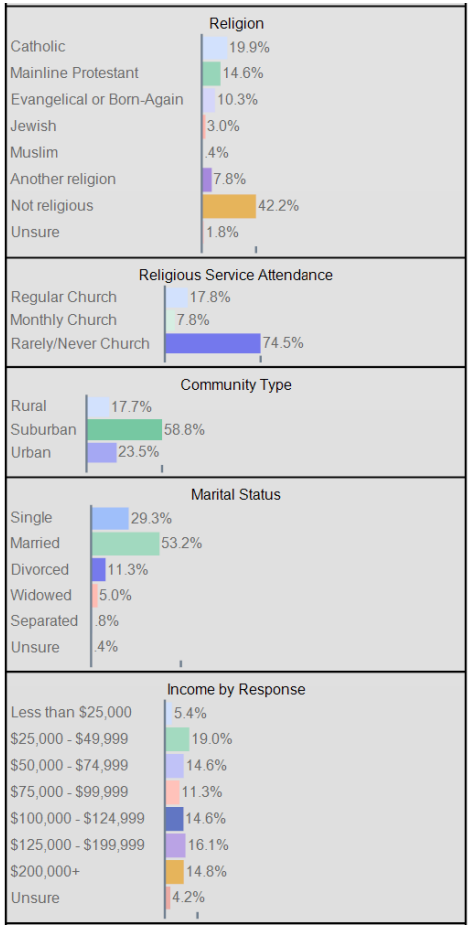
Young Voters (10%)



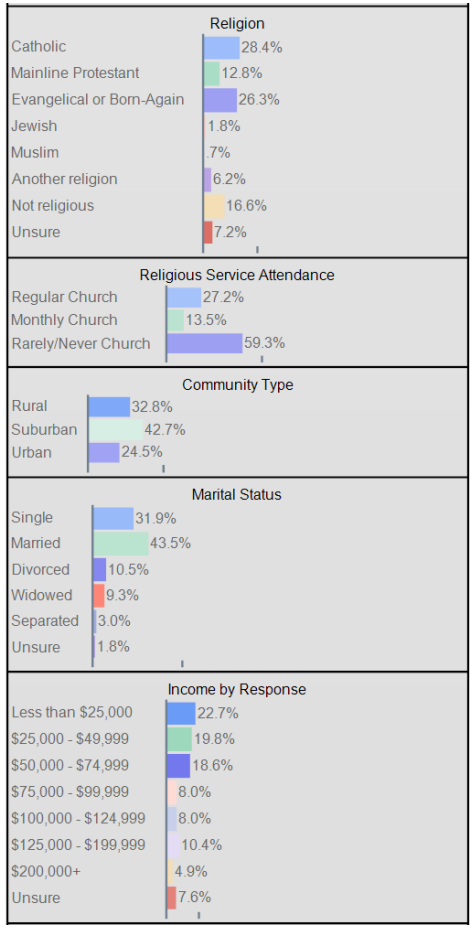
Conservatives (38%)



Liberals (37%)



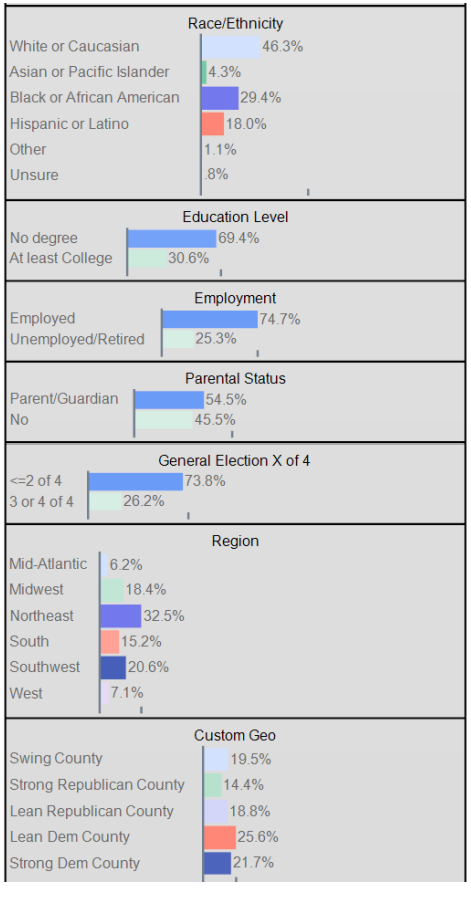
Moderates (15%)



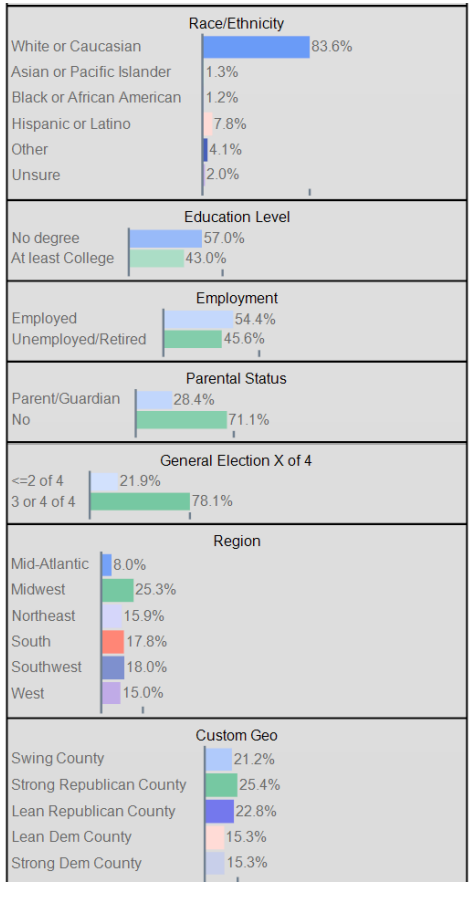
CYGNAL

Segmentation Analysis:

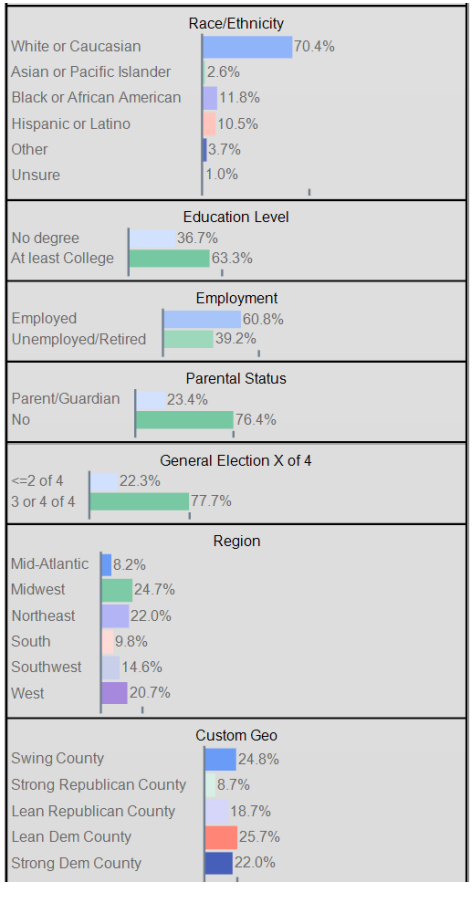
Young Voters (10%)



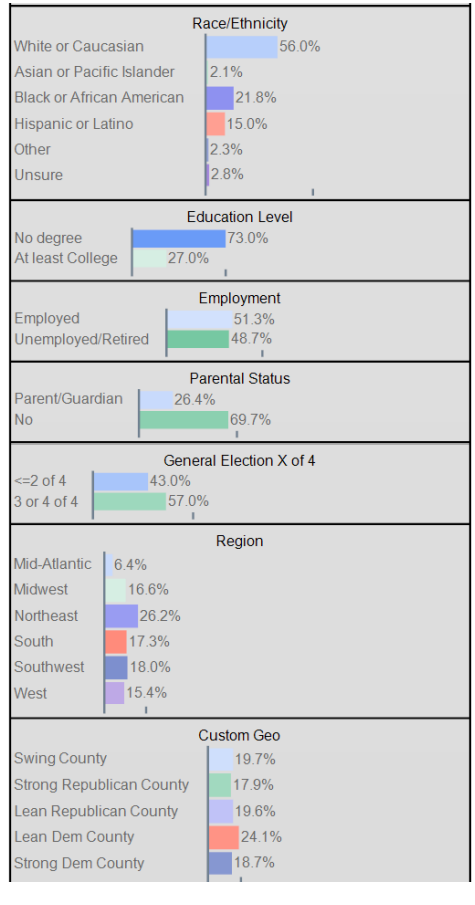
Conservatives (38%)



Liberals (37%)



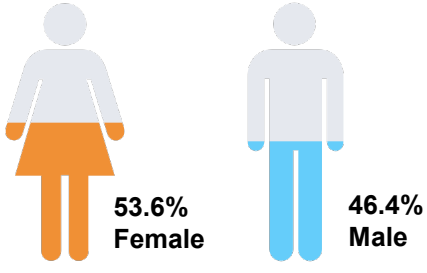
Moderates (15%)



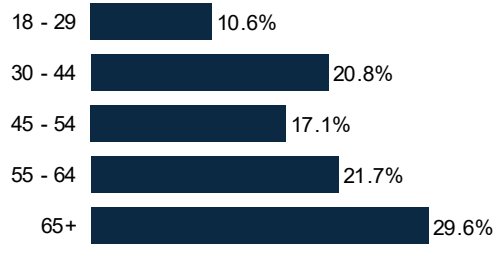
CYGNAL

Demographics

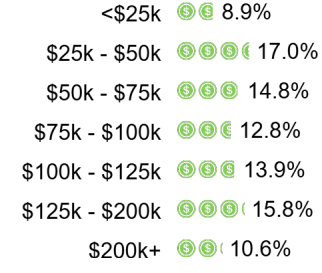
Sex



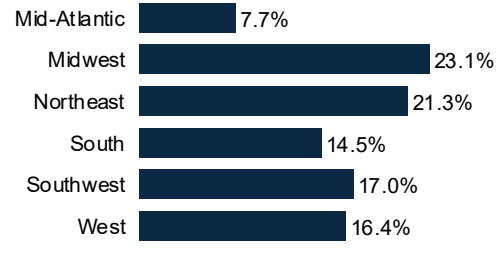
Age Range



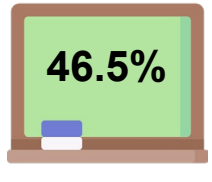
Household Income



Geo - Region



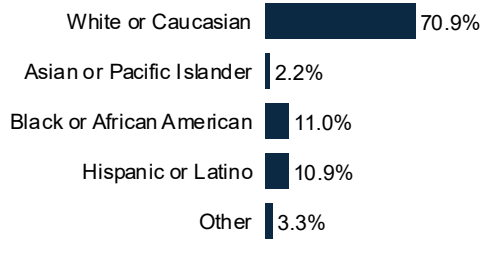
Education



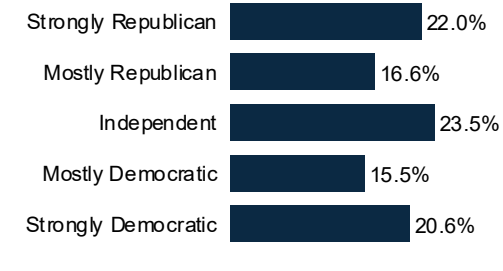
have at least a College degree

52.5% have no college degree

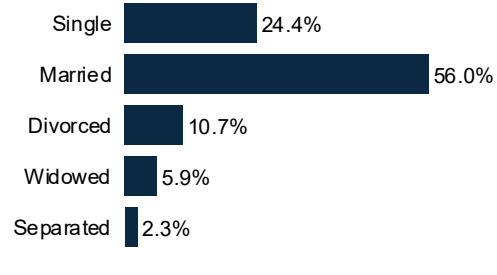
Race/Ethnicity



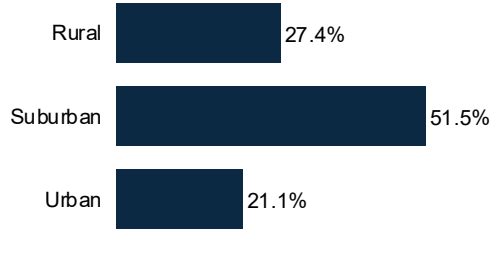
Partisanship



Marital Status

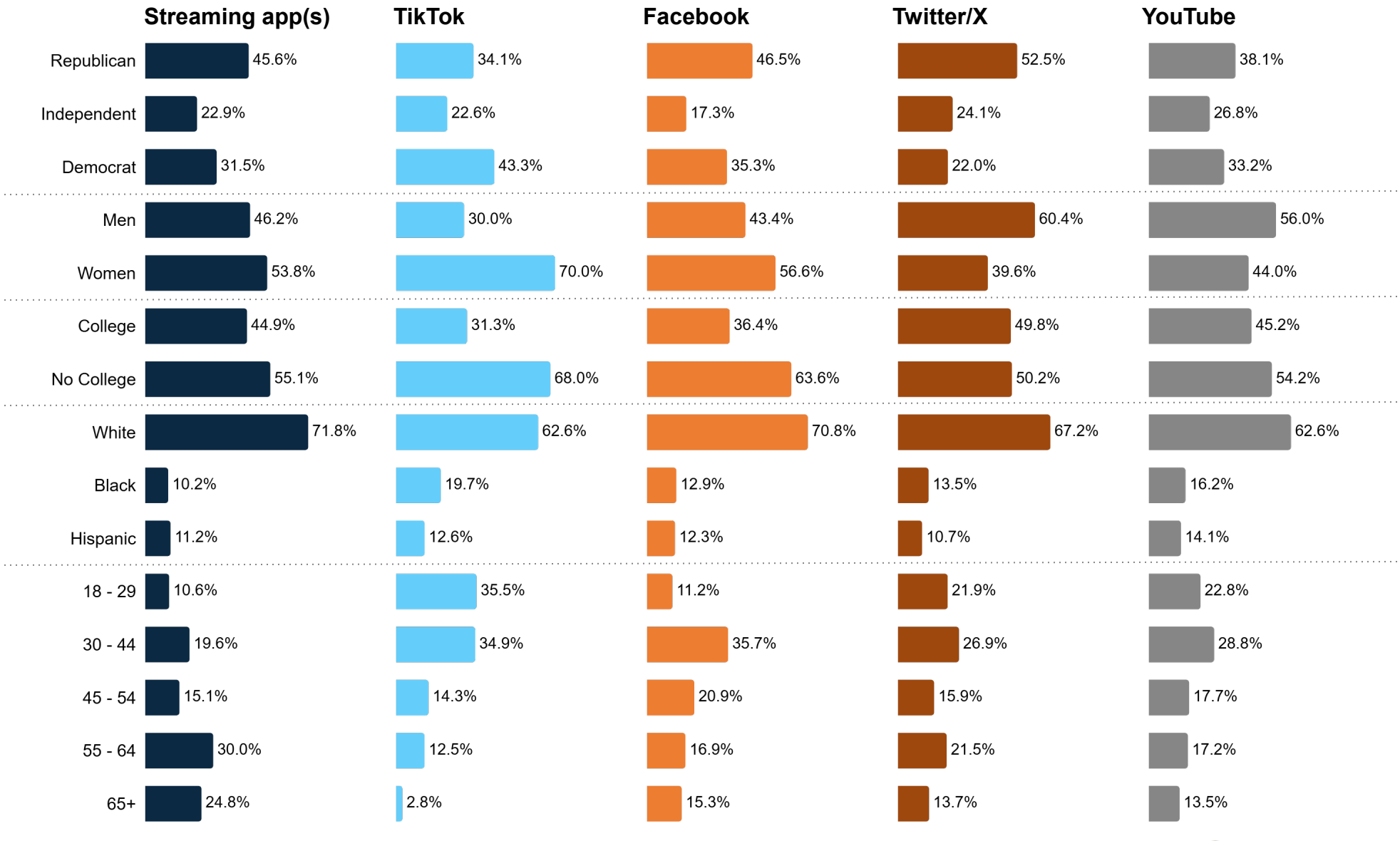


Community Type

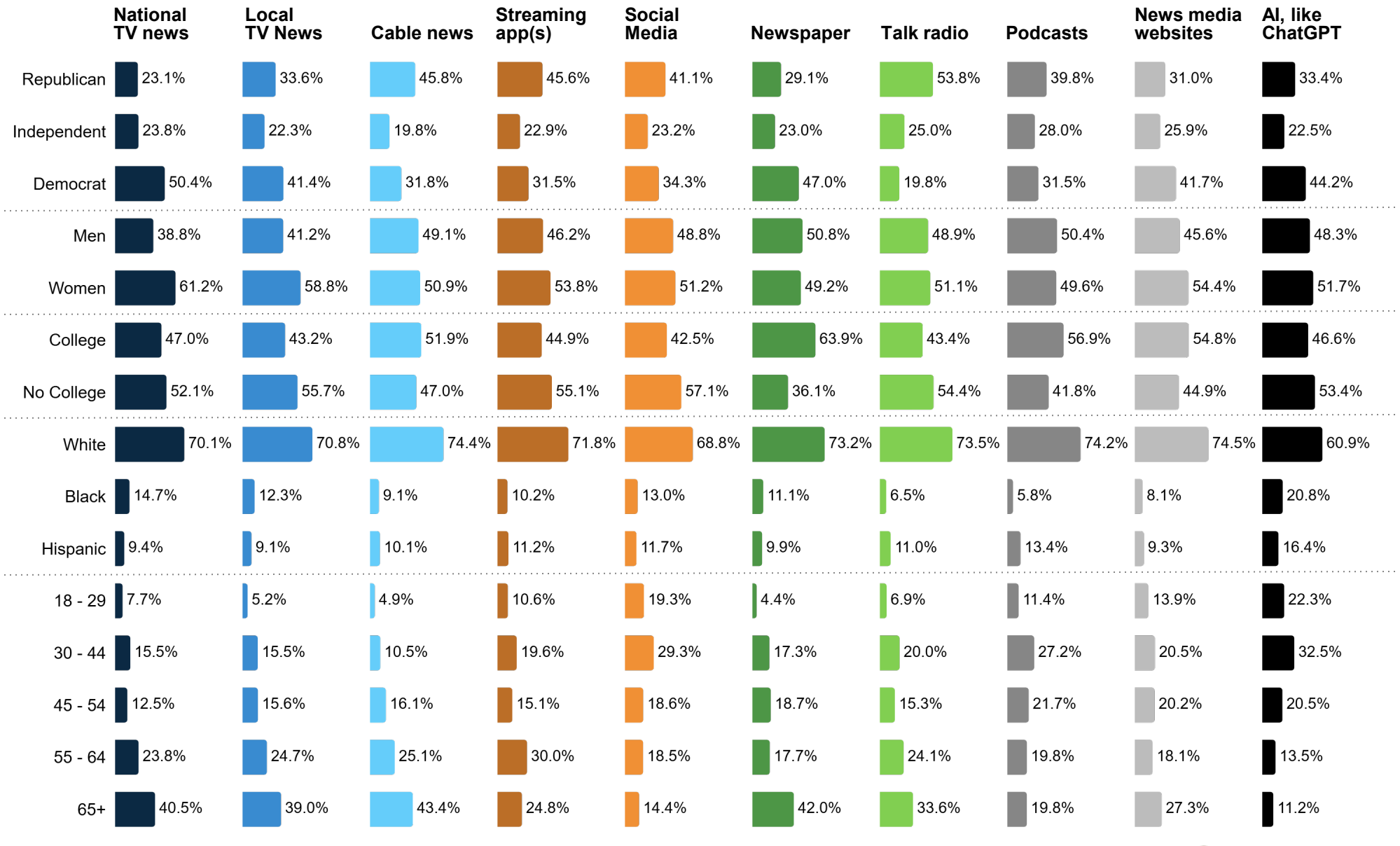


Mar '26 sample size: 1500

CYGNAL


Streaming app(s)
TikTok
Facebook
Twitter/X
YouTube
Republican
45.6%
34.1%
46.5%
52.5%
38.1%
Independent
22.9%
22.6%
17.3%
24.1%
26.8%
Democrat
31.5%
43.3%
35.3%
22.0%
33.2%
Men
46.2%
30.0%
43.4%
60.4%
56.0%
Women
53.8%
70.0%
56.6%
39.6%
44.0%
College
44.9%
31.3%
36.4%
49.8%
45.2%
No College
55.1%
68.0%
63.6%
50.2%
54.2%
White
71.8%
62.6%
70.8%
67.2%
62.6%
Black
10.2%
19.7%
12.9%
13.5%
16.2%
Hispanic
11.2%
12.6%
12.3%
10.7%
14.1%
18 - 29
10.6%
35.5%
11.2%
21.9%
22.8%
30 - 44
19.6%
34.9%
35.7%
26.9%
28.8%
45 - 54
15.1%
14.3%
20.9%
15.9%
17.7%
55 - 64
30.0%
12.5%
16.9%
21.5%
17.2%
65+
24.8%
2.8%
15.3%
13.7%
13.5%

CYGNAL


National TV news
Local TV News
Cable news
Streaming app(s)
Social Media
Newspaper
Talk radio
Podcasts
News media websites
AI, like ChatGPT
Republican 23.1% 33.6% 45.8% 45.6% 41.1% 29.1% 53.8% 39.8% 31.0% 33.4%
Independent 23.8% 22.3% 19.8% 22.9% 23.2% 23.0% 25.0% 28.0% 25.9% 22.5%
Democrat 50.4% 41.4% 31.8% 31.5% 34.3% 47.0% 19.8% 31.5% 41.7% 44.2%
Men 38.8% 41.2% 49.1% 46.2% 48.8% 50.8% 48.9% 50.4% 45.6% 48.3%
Women 61.2% 58.8% 50.9% 53.8% 51.2% 49.2% 51.1% 49.6% 54.4% 51.7%
College 47.0% 43.2% 51.9% 44.9% 42.5% 63.9% 43.4% 56.9% 54.8% 46.6%
No College 52.1% 55.7% 47.0% 55.1% 57.1% 36.1% 54.4% 41.8% 44.9% 53.4%
White 70.1% 70.8% 74.4% 71.8% 68.8% 73.2% 73.5% 74.2% 74.5% 60.9%
Black 14.7% 12.3% 9.1% 10.2% 13.0% 11.1% 6.5% 5.8% 8.1% 20.8%
Hispanic 9.4% 9.1% 10.1% 11.2% 11.7% 9.9% 11.0% 13.4% 9.3% 16.4%
18 - 29 7.7% 5.2% 4.9% 10.6% 19.3% 4.4% 6.9% 11.4% 13.9% 22.3%
30 - 44 15.5% 15.5% 10.5% 19.6% 29.3% 17.3% 20.0% 27.2% 20.5% 32.5%
45 - 54 12.5% 15.6% 16.1% 15.1% 18.6% 18.7% 15.3% 21.7% 20.2% 20.5%
55 - 64 23.8% 24.7% 25.1% 30.0% 18.5% 17.7% 24.1% 19.8% 18.1% 13.5%
65+ 40.5% 39.0% 43.4% 24.8% 14.4% 42.0% 33.6% 19.8% 27.3% 11.2%

CYGNAL

	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	48%	42%	40%	47%	43%	90%	77%	78%	69%	53%	67%	60%	41%	39%	44%	33%	32%	25%	27%	15%	40%	46%	46%	39%	47%	46%	55%
Cable news	42%	33%	21%	42%	33%	18%	14%	15%	20%	17%	16%	38%	32%	29%	48%	39%	34%	57%	45%	53%	37%	37%	33%	43%	34%	34%	29%
National TV news	17%	43%	38%	17%	42%	14%	18%	28%	11%	24%	30%	9%	31%	33%	23%	36%	49%	25%	44%	63%	32%	31%	30%	29%	33%	41%	28%
News media websites	21%	34%	24%	21%	33%	16%	38%	48%	18%	23%	36%	33%	37%	28%	19%	28%	24%	22%	29%	28%	24%	28%	31%	34%	24%	24%	24%
Local TV news	21%	30%	32%	20%	30%	11%	7%	14%	14%	27%	16%	23%	20%	27%	27%	31%	36%	26%	32%	46%	25%	26%	27%	23%	29%	27%	25%
YouTube	22%	21%	18%	22%	21%	50%	51%	38%	40%	20%	29%	24%	24%	16%	17%	19%	17%	8%	18%	7%	18%	22%	23%	19%	19%	26%	32%
Facebook	19%	16%	18%	19%	16%	30%	24%	10%	37%	20%	33%	30%	8%	23%	17%	9%	11%	11%	7%	8%	19%	17%	16%	14%	21%	16%	22%
Podcasts	17%	14%	13%	18%	14%	20%	19%	15%	25%	18%	19%	20%	23%	17%	14%	19%	12%	11%	15%	8%	13%	16%	17%	20%	12%	16%	12%
Other websites	12%	13%	16%	12%	14%	10%	27%	10%	9%	27%	14%	13%	18%	14%	10%	13%	8%	14%	10%	9%	13%	13%	13%	15%	13%	14%	9%
Talk radio	17%	6%	9%	18%	7%	6%	8%	8%	14%	13%	9%	14%	10%	6%	19%	12%	4%	18%	16%	5%	14%	12%	8%	11%	13%	9%	9%
Twitter / X	16%	6%	4%	16%	7%	32%	10%	23%	18%	16%	9%	15%	12%	2%	16%	7%	4%	7%	7%	0%	7%	11%	13%	11%	9%	13%	12%
TikTok	9%	12%	7%	9%	11%	37%	27%	39%	18%	15%	19%	9%	6%	11%	7%	6%	5%	1%	2%	0%	9%	10%	12%	6%	12%	12%	18%
Newspaper	8%	12%	6%	8%	11%	3%	6%	4%	7%	13%	6%	4%	14%	16%	5%	6%	13%	12%	8%	20%	8%	10%	11%	14%	6%	12%	7%
Streaming app(s)	11%	8%	9%	11%	8%	15%	10%	6%	9%	11%	8%	11%	5%	7%	15%	11%	12%	8%	9%	7%	11%	9%	8%	10%	10%	6%	11%
AI, like ChatGPT	3%	2%	0%	2%	3%	3%	1%	9%	5%	4%	3%	5%	1%	2%	1%	2%	3%	0%	3%	0%	1%	3%	4%	2%	2%	5%	3%
Unsure	3%	2%	8%	3%	2%	0%	1%	2%	1%	7%	0%	2%	2%	4%	3%	1%	4%	2%	4%	1%	5%	2%	1%	2%	3%	2%	1%

CYGNAL

Generic Ballot Margins (%Rep - %Dem)

	Mar '26	Feb '26	Jan '26	% Trump '24
Strong Republican County	34%	37%	29%	48%
Lean Republican County	4%	12%	7%	19%
Swing County	-5%	-2%	-8%	0%
Lean Dem County	-28%	-17%	-10%	-17%
Strong Dem County	-19%	-45%	-36%	-43%

CYGNAL