

April 4, 2026



CYGNAL

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

April 2 – 3, 2026 | n=1500 |  $\pm 2.53\%$

## Insights & Analysis

- Country direction saw a huge -9 net drop since last month. The right direction number fell 5 points in a single month, from 43% in March to 38% in April, while wrong track climbed to 59%, up 4 points.
  - "Mostly Republican" voters saw right direction collapse 13 points (74% to 61%). That's the soft base getting nervous. Their ballot didn't move much yet (84% still voting R), but the mood erosion could be a leading indicator.
  - Younger voters (18-29) are at -50 net wrong track, with nearly half saying "definitely wrong track." Even voters 65+ moved 5 points net negative since March.
- Democrats lead by +6 on the generic congressional ballot. Republicans slipped 2 points from March (when they stood at 45%), while Democrats held flat at 49%. The undecided bloc grew 2 points to 8% – soft Republicans who were leaning are pulling back.
  - Rural voters shifted 9 net points towards Republicans and voters earning less than \$75k annually shifted +13 net, while middle-class voters shifted -17 net against the GOP.
  - The biggest negative shifts came from: Boomers who went from R+13 on the generic ballot to R+2, a 12-point collapse; Millennials who went from D+14 to D+29; Hispanics who shifted 12 points toward Democrats (from D+12 to D+24); and upper-middle income voters (\$75K-\$125K) who represent maybe the most actionable problem, swinging 25 points toward Democrats (from R+7 to D+18).
- On vote motivation, voters of both parties are evenly split between being Trump-driven (20 R – 23 D) and ideology-driven (20 R – 23 D). 12% say they're frustrated with both parties and haven't really decided.
- These 12% are predominantly independent (56%), moderate (47%) voters who are financially stressed, overwhelmingly blame both parties equally for serving corporate interests (55%), and care most about inflation and government waste rather than

## Insights & Analysis

immigration; nearly half voted Trump in 2024. They think Democrats have no real alternative (54% say Dems are just opposing Trump), but they're not sold on Republicans either; 37% are unsure on the generic ballot, making them the single most persuadable bloc in the electorate if either party gives them an affirmative economic reason to show up.

- Overall, 47% of voters support the Iran military strikes and 48% oppose, a statistical dead heat that masks a massive partisan gulf. Net opposition has grown 7 points: from March to April, support slipped 3 points while opposition rose 4 points.
  - 82% of Republican voters support the strikes (64% strongly). 83% of Democratic voters oppose them (64% strongly). The war has become the single most polarizing issue in the survey.
  - Swing voters break 48% support / 43% oppose, but they are moving in the wrong direction for the administration each month (-8 net).
  - Men with no college degree, a core GOP constituency, have shifted -15 net points against supporting the strikes in Iran. Middle-income voters moved even more at -19 net.
- The economic frame of the war is where it becomes politically precarious. 52% say the economic impact on American families is already too high, outweighing the 28% who call higher gas prices a short-term cost of a necessary operation.
  - Only 11% of voters expect the conflict to end within a month. 27% expect it to last more than a year, the single largest group. Sustained economic cost expectations are already baked in.
  - Voters' definition of "winning" rejects maximalism: reopening the Strait of Hormuz and restoring energy stability (46%) and achieving a stable ceasefire with international inspections (45%) rank as the top success definitions. Only 34% say regime change.

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- The electoral math on Iran is stark. 36% say an ongoing war with elevated gas prices would make them more likely to vote Democratic in November, double the 18% who say more likely to vote Republican.
  - Among Republicans, only 38% say it reinforces their Republican vote, while 10% would move toward Democrats. Among base Democrats, 62% say the war pushes them more toward voting Democratic for Congress.
  - The 37% who say it would not change their vote includes a significant portion of soft partisans who could still be moved if the war and economic pain persist through fall.
- Inflation and the economy overtook threats to democracy as the top priority issue, rising 3 points to 22%, while democracy concerns fell 2 points to 17%.
  - Even among Democratic voters, the economy jumped +7 points as the top priority, crowding out their traditional democracy-first framing.
  - Immigration and border security moved +4 points for Republicans and remains their top choice, while government spending and waste stayed in second at 18% overall.
- Family finances are quietly deteriorating. The share saying they're "doing okay but having to be careful" rose 5 points month-over-month (39% to 44%), while "living comfortably" slipped 3 points to 22%.
  - Grocery and food prices are the #1 personal financial strain (29%), followed by taxes (17%), housing costs (16%), healthcare and prescriptions (14%), and utilities (11%). Gas is just 8%, suggesting voters haven't yet felt the impact of the war but are anticipating it.
  - Lower-income voters (\$0-\$75k) are 54% struggling or just getting by, compared to 16% among \$125k+ households, but even high earners are feeling the "cautious" pull (-8 living comfortably since March).

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- 34% of voters say they are not willing to accept higher consumer prices under any circumstances, even for long-term economic gains. This is the single most common response to the price tradeoff question by a 10-point margin.
  - Among Democrats, half reject any price increases. Among Republicans, only 15% are at that hard "no" level, while 39% say "as long as it takes." The partisan split on price tolerance is one of the sharpest divides in the survey.
- Asked which party looks out for the working class, voters split nearly in half: 48% say Democrats, 42% say Republicans, 10% unsure (D+6, mirroring the generic ballot). The Republican realignment narrative is real within the party and is stronger with swing voters than the overall topline suggests (+2 net GOP).
  - Republican voters overwhelmingly (85%) say their party is the working-class party. Democratic voters overwhelmingly (91%) say theirs is. The battle is being fought entirely among people not yet in either camp.
  - Among all generic ballot undecided voters, nearly half (48%) also can't identify which party is the working-class party, with Republicans and Democrats roughly tied at 28% and 24%. But among the working-class undecided voters specifically, Democrats lead Republicans 31% to 20% on that question, meaning the voters Republicans most need to win are already drifting toward seeing Democrats as their party.
- The corporate identity question cuts against the GOP. 33% say Republicans still primarily serve corporate interests, and another 32% say both parties equally serve corporations. Only 13% believe Republicans have always served working people more than corporations.
  - Among Republicans, 34% say both parties primarily serve corporate interests, deep cynicism within the base about whose side Washington is on. Just 27% of Republican voters believe the GOP has always served working people over corporations.

## Insights & Analysis

- 61% of Democrats say Republicans primarily serve corporate interests, while 21% of Democrats say both parties do.
- Democrats have a credibility gap on their economic alternative. 45% of voters say the party is mostly just opposing Trump without offering a real alternative economic plan, including 11% of Democrats themselves.
  - Only 21% say Democrats have a clear and better economic vision. 25% say they've identified the problems correctly but haven't offered convincing solutions.
  - Among the Frustrated Swing Democrat segment (17% of the electorate), only 24% say Democrats have a clear vision, while 33% say they've diagnosed the problem without the cure.
- 42% of all voters say wealthy donors and political insiders have benefited most from Washington's decisions, the top response by a 2-to-1 margin over the next answer (large corporations at 20%). Only 7% say working and middle-class Americans have benefited.
  - This view is not partisan: 52% of Democrats, 42% of Independents, and 33% of Republicans say wealthy donors and insiders are Washington's chief beneficiaries. The populist anti-establishment sentiment spans the entire electorate.
  - Among Republican voters specifically, 24% say "no one, Washington has failed everyone," the highest of any party, reflecting a particularly bitter kind of cynicism.
- Concern about billionaire influence in politics is extraordinary in its breadth. 52% are extremely concerned and 19% are very concerned, a combined 71% at the top two levels.
  - 88% of Democrats are extremely or very concerned. 71% of Independents. And 55% of Republican voters are extremely or very concerned.

## Insights & Analysis

- Even in the MAGA Core segment (27% of the electorate), 52% are very or extremely concerned about billionaire influence, confirming this as a genuinely populist cross-partisan anxiety.
- Federal spending dissatisfaction has reached crisis levels. 61% are very dissatisfied with how their federal tax dollars are spent, the single most common response by far. Combined dissatisfied: 79%.
  - Senator Rand Paul's Penny Plan, a 4% annual spending growth cap, draws 63% support (28% strong, 35% somewhat) with only 14% opposed. The fiscal reformer lane is wide open and bipartisan.
  - 55% of voters say the national debt concerns them, 25% as a top concern, 30% worried but feeling powerless. The debt ranks below current economic urgency for 36% but is never far from mind.
- 70% of voters are very or extremely concerned about content children can access online, including 43% extremely concerned.
  - There's a massive gender divide here with women 49% extremely concerned, 13 points more than male voters.
  - Support for requiring age verification to access adult content online stands at 81% (60% strongly) with only 16% opposed. One of the highest-support policy proposals in the entire survey.
  - 76% support the federal government setting rules for what content tech companies may show to minors (43% strongly), with only 17% opposed.
- Big Tech regulation has majority support across the board. 69% want some form of government action to limit tech giants' market dominance – 38% because their size and power already harm competition, 31% if there's clear evidence of illegal behavior.

## Insights & Analysis

- Only 25% oppose any government action. This is a 69% – 25% policy environment and is massive, untapped terrain by either party.
- The tech regulation issue connects directly to the broader billionaire and corporate capture anxiety. Voters don't distinguish sharply between "big tech bad" and "billionaires bad," they see them as the same threat in different packaging.
- 67% of voters say state leaders should work with Trump to arrest and deport criminal illegal immigrants, 49% definitely, 18% probably. Only 22% say states should make deportation harder.
  - The bipartisan character of that enforcement majority is the headline: 46% of Democratic voters support state cooperation with deportation, including 19% who say "definitely." Nearly half of Democrats are on the administration's side on criminal deportation.
- On birthright citizenship, the electorate splits cleanly along partisan lines. 56% of all voters support maintaining birthright citizenship (43% strongly), while 38% oppose it.
  - 86% of Democrats back birthright citizenship. 68% of Republicans oppose it. But a quarter of Republican voters support it (12% strongly), meaningful internal GOP dissent on a marquee MAGA policy.
  - Voter anxiety about immigration mostly targets illegal entry, not legal pathways. 33% want more legal immigrants, 31% want about the same, and only 27% want fewer.
- Trump's image is essentially unchanged from March: 43% favorable versus 55% unfavorable, net -12. The Iran war and economic anxiety have not yet moved his personal brand on the topline.
  - Among Republicans, Trump is viewed -6 net less favorably at the same time that Independents (+7 net) and Democrats (+3 net) are more positive.

## Insights & Analysis

- The divergence between stable personal ratings and declining "right direction" confidence is the key tension: voters still like (or dislike) Trump as much as they did last month, but fewer believe the direction he's taking the country is working.
- Republicans in Congress are quietly losing ground with a 3-point drop in very favorable ratings in a single month.
  - Their overall favorable is 39% versus 56% unfavorable (net -17) is worse than either Trump or Democrats in Congress.
  - Democrats in Congress land at 40% favorable / 56% unfavorable (net -15), unchanged from March. Neither party in Congress is carrying positive brand equity into the midterm cycle.
- Small businesses are the most trusted institution in America: 62% trust them a lot or a ton (21% a ton). The U.S. Military ranks second at 58% high trust (30% a ton). State and local law enforcement is at 38%.
  - Congress sits at the bottom of the trust hierarchy: 42% express no trust in Congress at all, the worst of any institution tested, with just 7% expressing high trust.
  - The news media (39% no trust, 12% high trust), banks and Wall Street (32% no trust, 10% high trust), and technology companies (28% no trust, 11% high trust) all land in the institutional basement alongside Congress.
  - Any argument requiring voters to trust Washington, the media, big banks, or big tech is starting from a deeply hostile baseline.
- The Latent Class Analysis was conducted on all April survey respondents.

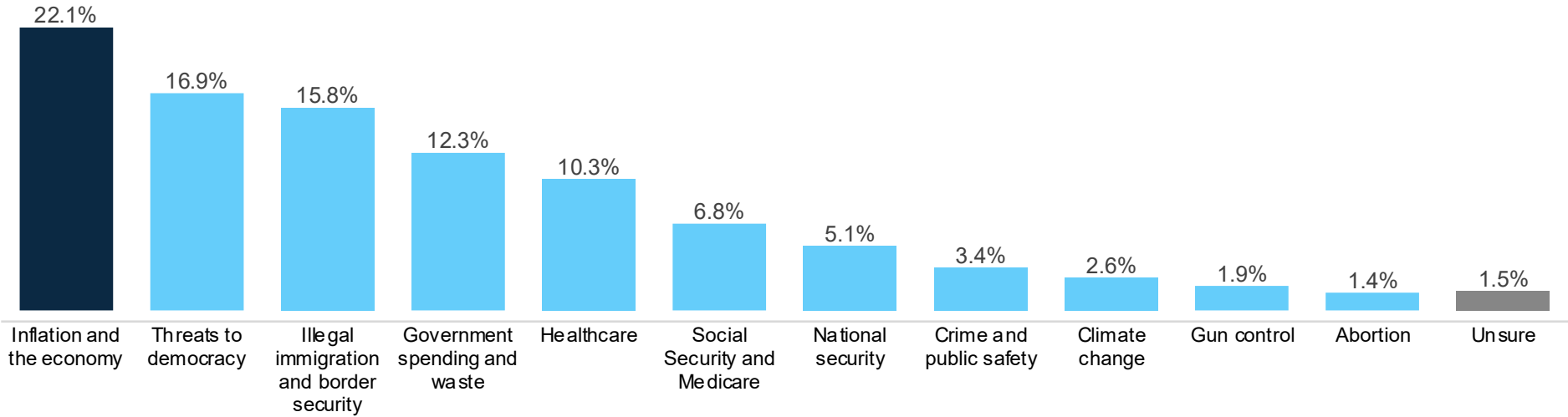
## Insights & Analysis

- **ANTI-TRUMP DEMOCRATS (38%)** The largest segment and the core of the Democratic coalition. 75% Democratic by party, 59% female, 56% suburban, liberal to very liberal (36% very liberal, 29% somewhat liberal). 99% voting Democratic for Congress.
  - Their top issue is threats to democracy (38%), followed by the economy (25%) and healthcare (16%). Held together by opposition to the current administration rather than a single economic grievance.
  - 43% want Democrats to offer a clearer economic vision beyond opposition, signaling that even this committed base is hungry for an affirmative agenda. 30% are 65+, concentrated in suburbs, and historically reliable in midterm turnout cycles.
- **FRUSTRATED SWING DEMOCRATS (17%)**: Lean Democratic (63% plan to vote Dem for Congress) but with a 27% undecided rate three times the survey average. Predominantly female (63%), suburban (48%), ideologically moderate (49%).
  - Their top issues are the economy (32%), healthcare (16%), and government spending (13%), not threats to democracy. This is a group being pulled by bread-and-butter concerns, not constitutional anxiety.
  - Only 24% say Democrats have a clear economic vision. 33% say Democrats have identified the problems but not the solutions. 52% oppose the Iran war, but 16% are still unsure, meaning they haven't fully landed on a position yet.
- **SOFT REPUBLICANS (18%)**: Support Republican congressional candidates at 82%, but the elevated "probably Republican" rate (46% probably vs. 36% definitely) shows softness. Ideologically mixed: 38% somewhat conservative, 29% moderate.
  - Their 73% support for Iran strikes includes only 34% strongly, compared to 88% strongly in the MAGA Core, less ideologically committed to the war and therefore more exposed to economic pain arguments.

## Insights & Analysis

- 68% say Democrats are just opposing Trump without a real alternative, confirming Republican alignment. But their moderate ideology, economic focus, and lower partisan intensity mean a sustained cost-of-living narrative could peel away a fraction.
- MAGA CORE (27%): The most ideologically homogeneous segment: 82% Republican, 55% very conservative, 34% somewhat conservative. 98% voting Republican for Congress (96% definitively). Older (42% are 65+, 27% are 55-64).
  - Immigration is their dominant issue by a landslide: 46% cite illegal immigration and border security as the top priority. Trump's favorability in this segment is near-total: 86% very favorable, 14% somewhat favorable.
  - The one surprise: 52% are very or extremely concerned about billionaire influence in politics, confirming the populist anti-establishment anxiety cuts even into Trump's firmest supporters and represents a potential internal pressure point on billionaire-aligned policy decisions.

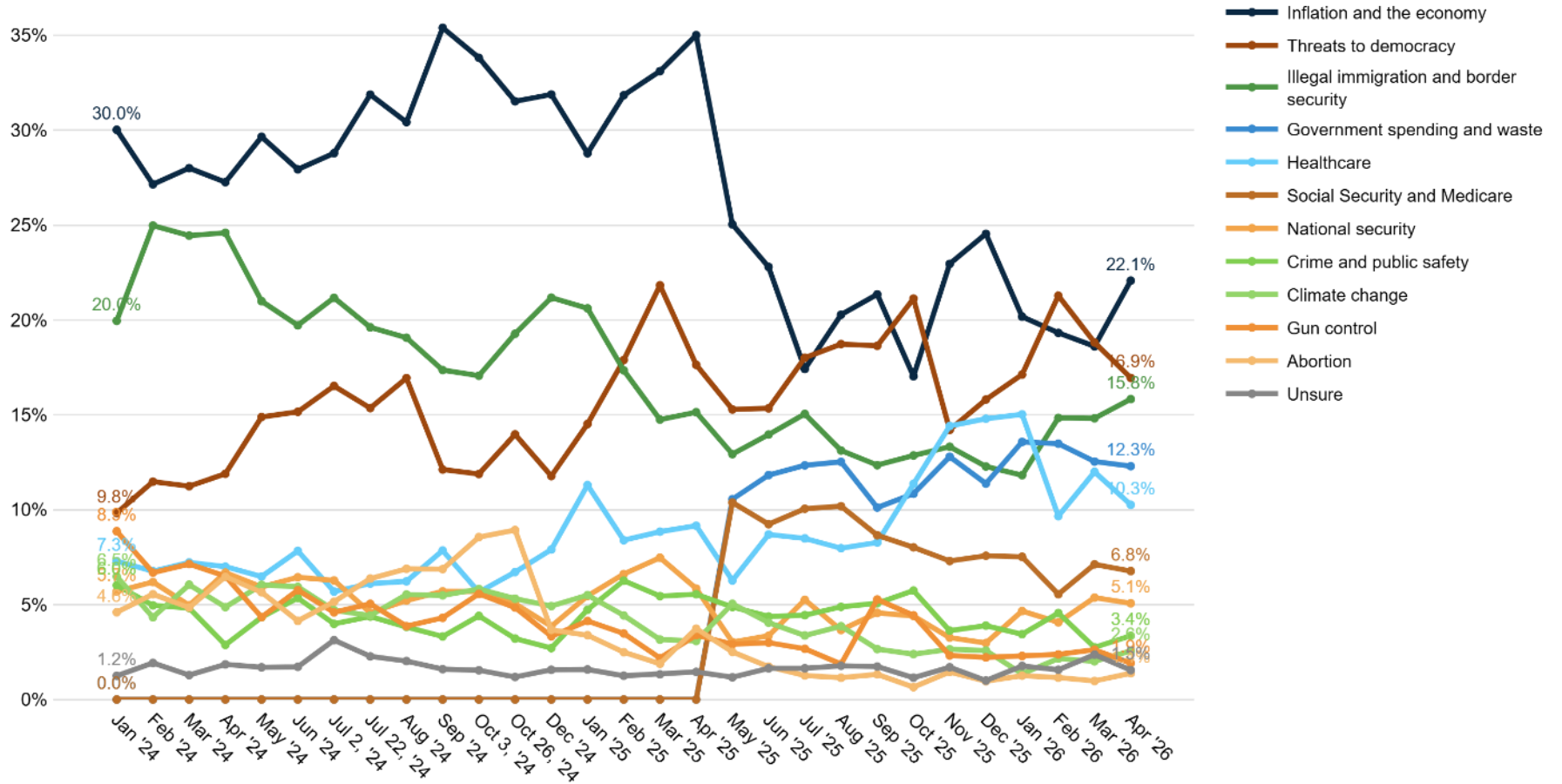
# Top Priority



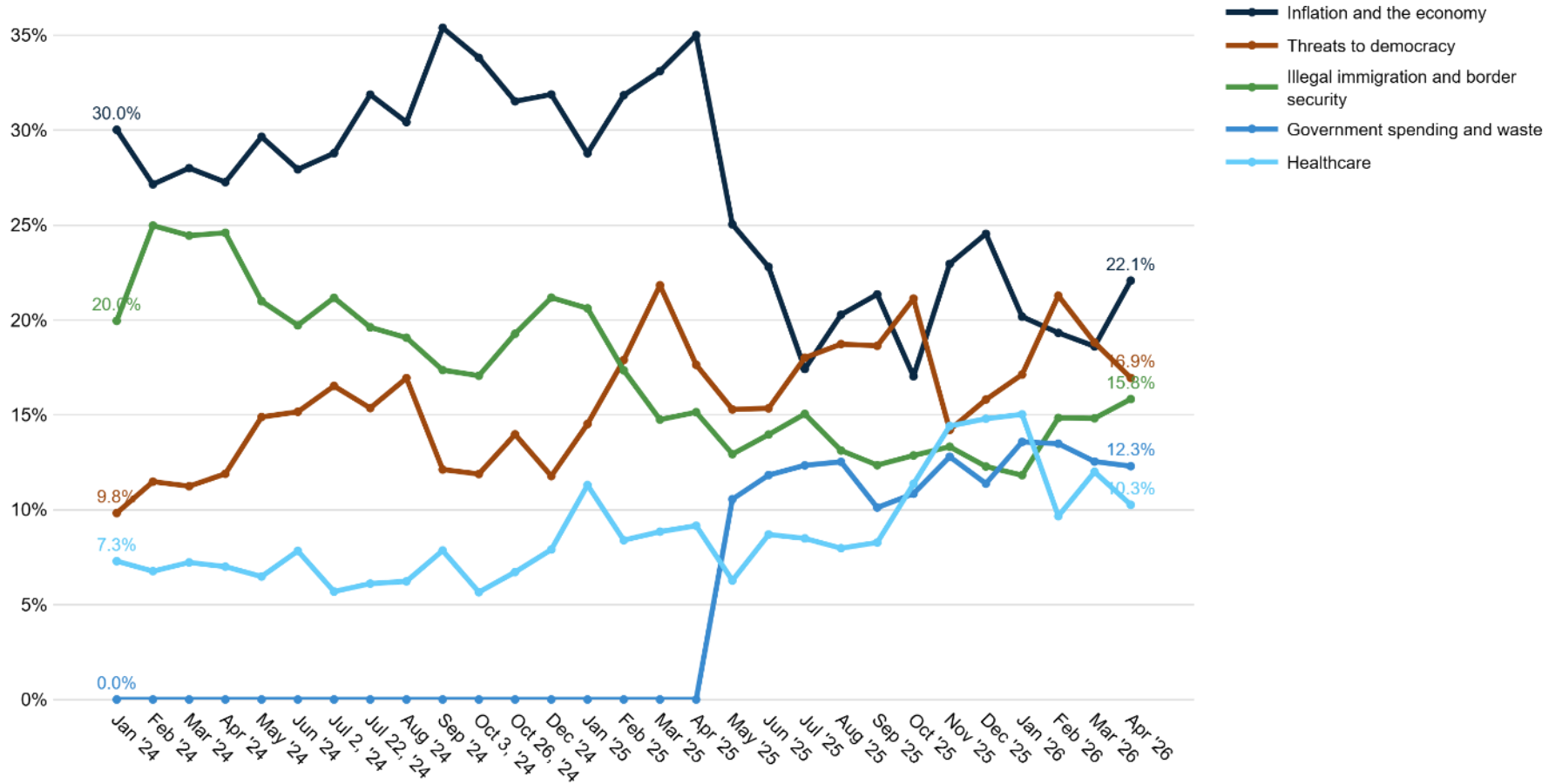
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	22%	29%	20%	23%	16%	20%	19%	27%	22%	22%	21%	22%	23%	17%	22%	27%	25%	20%	21%	21%	23%	28%	27%	20%	24%	28%	19%	25%	29%	26%	28%	23%	19%
Threats to democracy	17%	16%	21%	16%	13%	17%	13%	15%	23%	10%	15%	19%	17%	4%	20%	29%	15%	17%	19%	17%	18%	18%	12%	16%	19%	9%	3%	32%	3%	9%	17%	17%	19%
Illegal immigration and border security	16%	8%	17%	15%	24%	16%	22%	15%	10%	21%	19%	17%	9%	33%	12%	1%	12%	18%	17%	18%	4%	9%	14%	21%	10%	9%	32%	1%	0%	12%	16%	20%	16%
Government spending and waste	12%	9%	10%	15%	15%	16%	15%	9%	11%	15%	11%	12%	12%	18%	14%	5%	9%	14%	16%	13%	8%	11%	11%	13%	11%	17%	18%	5%	5%	9%	11%	15%	13%
Healthcare	10%	15%	8%	11%	8%	9%	9%	11%	12%	7%	8%	10%	15%	3%	12%	16%	12%	9%	9%	9%	19%	12%	13%	9%	12%	11%	4%	16%	12%	13%	8%	8%	11%
Social Security and Medicare	7%	3%	9%	3%	11%	6%	9%	7%	5%	9%	8%	6%	5%	4%	5%	11%	8%	6%	5%	6%	11%	7%	5%	6%	7%	7%	4%	9%	11%	11%	4%	2%	7%
National security	5%	4%	6%	5%	5%	6%	4%	5%	6%	4%	6%	4%	6%	9%	5%	1%	6%	4%	5%	6%	3%	5%	5%	5%	5%	6%	9%	1%	4%	4%	6%	4%	5%
Crime and public safety	3%	4%	3%	3%	3%	3%	3%	4%	3%	5%	2%	3%	4%	4%	3%	2%	3%	4%	3%	3%	9%	2%	4%	3%	4%	4%	2%	0%	5%	3%	4%	3%	
Climate change	3%	4%	1%	4%	1%	4%	2%	2%	3%	1%	4%	2%	4%	1%	3%	4%	3%	3%	3%	3%	1%	4%	2%	2%	3%	3%	1%	4%	20%	3%	2%	3%	2%
Gun control	2%	4%	1%	1%	1%	1%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	1%	3%	2%	3%	2%	2%	3%	2%	2%	8%	4%	2%	1%	1%
Abortion	1%	2%	1%	2%	0%	1%	1%	2%	2%	0%	2%	1%	2%	2%	0%	1%	2%	1%	1%	1%	1%	0%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	
Unsure	2%	2%	2%	1%	2%	1%	2%	2%	2%	3%	2%	1%	1%	2%	1%	1%	2%	1%	0%	2%	1%	1%	2%	1%	2%	1%	5%	2%	2%	2%	2%	1%	

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

# Trend: Top Priority



# Trend: Top Priority (At Least 10%)



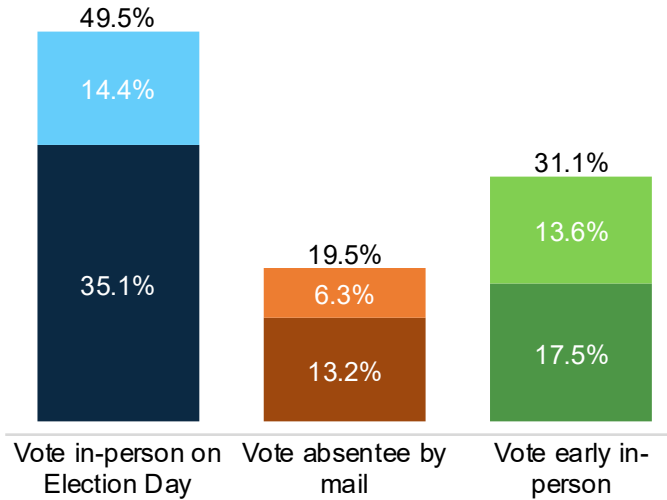
# Percent Change: Top Priority (Mar '26 to Apr '26)

	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
Inflation and the economy	3%	8%	6%	2%	-2%	-1%	0%	9%	4%	5%	3%	2%	2%	0%	7%	5%	2%	2%	4%	-4%	7%	5%	3%	3%	4%	3%	3%	-2%	6%	4%	4%	3%
Threats to democracy	-2%	-5%	1%	-2%	-2%	-5%	1%	0%	-4%	-3%	-3%	0%	0%	-1%	-4%	-2%	-3%	-2%	-2%	-1%	-2%	-4%	-3%	-1%	-3%	-1%	-2%	-21%	-4%	3%	-2%	-2%
Illegal immigration and border security	1%	1%	-1%	2%	2%	2%	1%	0%	-1%	4%	3%	-5%	4%	1%	-1%	-1%	2%	2%	1%	-1%	-6%	-1%	3%	-2%	-1%	4%	-2%	-5%	-1%	1%	10%	0%
Government spending and waste	0%	0%	1%	0%	-1%	0%	-1%	-2%	2%	1%	0%	2%	0%	-1%	-1%	0%	0%	2%	0%	0%	-5%	-1%	-2%	2%	2%	-1%	0%	5%	-5%	-1%	0%	1%
Healthcare	-2%	-1%	-5%	-2%	1%	-2%	1%	-3%	-3%	-5%	-3%	4%	-5%	0%	1%	-1%	-1%	-3%	-3%	8%	0%	-1%	-2%	-2%	-2%	-4%	1%	0%	3%	-4%	-10%	0%
Social Security and Medicare	0%	-2%	-2%	0%	2%	1%	1%	-3%	0%	2%	0%	-3%	-2%	-1%	1%	-2%	-1%	1%	-1%	-2%	3%	1%	-1%	0%	-1%	-2%	1%	5%	1%	-1%	-3%	0%
National security	0%	1%	-2%	1%	-1%	1%	0%	-2%	0%	-3%	0%	1%	-1%	2%	0%	1%	-1%	-1%	0%	0%	4%	2%	-1%	1%	0%	-1%	0%	-6%	1%	2%	-1%	-1%
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Climate change	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	-1%	0%	2%	0%	0%	0%	1%	1%	-3%	4%	1%	1%	0%	1%	0%	1%	20%	1%	0%	3%	0%
Gun control	-1%	-2%	0%	-1%	0%	-1%	0%	-2%	0%	-1%	0%	-1%	1%	1%	-3%	0%	-1%	-2%	0%	-4%	-3%	-1%	-1%	-1%	0%	1%	-2%	8%	-1%	-4%	0%	0%
Abortion	0%	0%	1%	1%	0%	1%	0%	0%	1%	-1%	1%	0%	1%	-1%	0%	0%	1%	1%	1%	-1%	1%	0%	0%	1%	1%	0%	-1%	0%	0%	0%	0%	1%
Unsure	-1%	0%	-1%	-3%	0%	0%	-2%	-1%	0%	-1%	-1%	0%	0%	-3%	0%	-1%	0%	-1%	0%	0%	-1%	-1%	0%	-1%	-2%	-1%	-1%	2%	-3%	-1%	-2%	0%

# | Top Priority Open-End

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

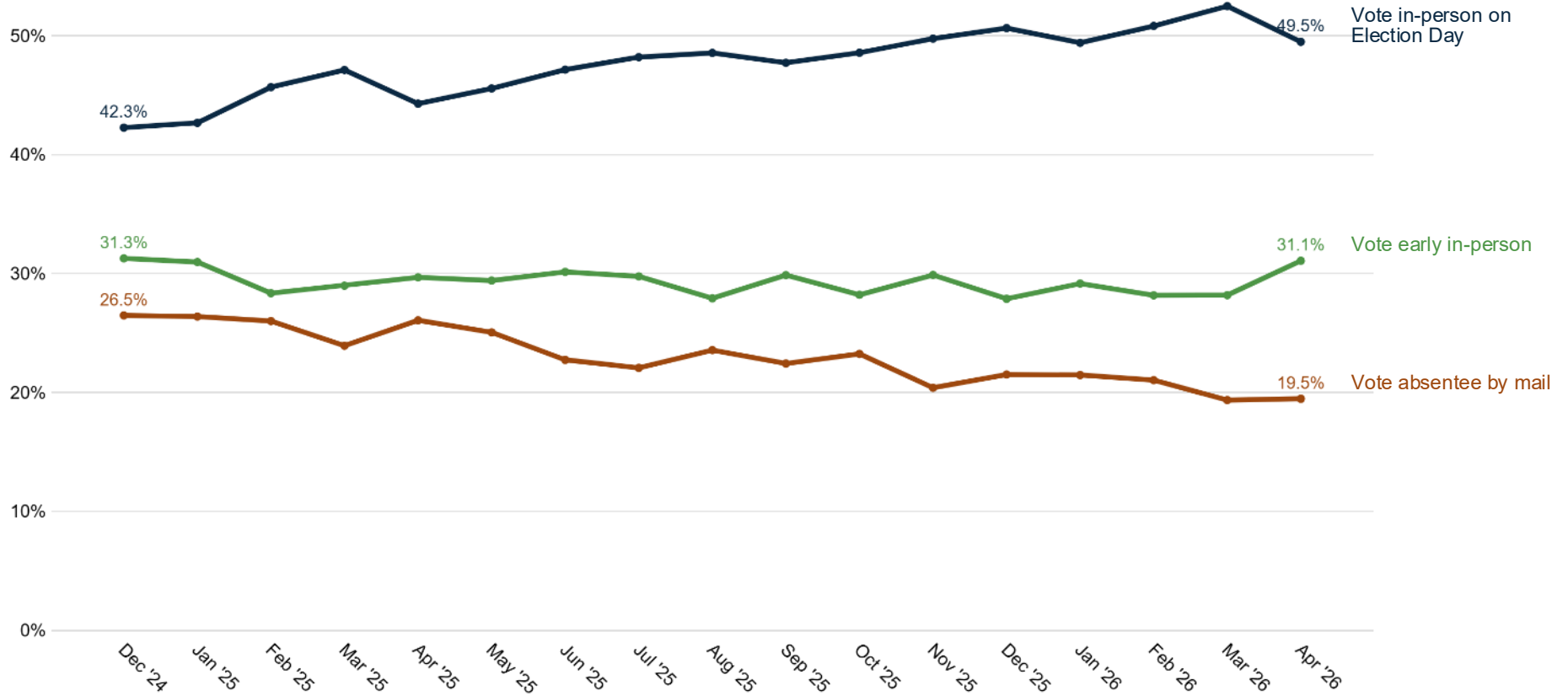
# Vote Method



	Overall	F <35	F 35+	M <35	M 35+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	66%	62%	65%	68%	67%	70%	65%	65%	62%	62%	66%	66%	67%	64%	66%	68%	64%	65%	68%	66%	66%	62%	63%	67%	65%	60%	66%	67%	45%	59%	61%	67%	69%
Probably vote	34%	38%	35%	32%	33%	30%	35%	35%	38%	38%	34%	34%	33%	36%	34%	32%	36%	35%	32%	34%	34%	38%	37%	33%	35%	40%	34%	33%	55%	41%	39%	33%	31%
Vote in-person on Election Day	49%	53%	44%	57%	45%	54%	48%	52%	44%	59%	55%	46%	48%	55%	53%	41%	49%	49%	51%	51%	45%	42%	54%	49%	51%	50%	58%	41%	51%	51%	52%	58%	46%
Vote absentee by mail	19%	19%	24%	13%	20%	17%	17%	20%	24%	14%	16%	21%	22%	9%	23%	28%	19%	20%	19%	20%	16%	20%	16%	19%	20%	21%	9%	30%	22%	16%	14%	19%	22%
Vote early in-person	31%	28%	31%	30%	34%	29%	35%	28%	32%	26%	29%	33%	30%	35%	24%	31%	31%	30%	30%	29%	39%	38%	29%	32%	29%	29%	33%	29%	26%	33%	34%	23%	32%
Definitely vote in-person on Election Day	35%	35%	30%	44%	33%	41%	35%	37%	28%	43%	39%	33%	34%	41%	38%	28%	35%	35%	36%	36%	33%	32%	37%	34%	36%	33%	44%	28%	21%	34%	34%	40%	34%
Probably vote in-person on Election Day	14%	17%	14%	13%	13%	13%	12%	15%	17%	17%	16%	14%	14%	15%	15%	14%	15%	14%	15%	15%	12%	10%	18%	14%	14%	17%	14%	13%	30%	17%	17%	18%	12%
Definitely vote absentee by mail	13%	12%	17%	8%	15%	12%	11%	14%	15%	9%	11%	14%	15%	5%	16%	20%	13%	13%	14%	14%	9%	10%	10%	13%	13%	13%	4%	22%	7%	8%	10%	13%	16%
Probably vote absentee by mail	6%	7%	8%	5%	5%	5%	6%	6%	9%	5%	5%	6%	7%	4%	7%	8%	7%	8%	5%	6%	6%	10%	6%	6%	7%	8%	4%	8%	15%	8%	4%	6%	6%
Definitely vote early in-person	18%	14%	19%	17%	19%	18%	18%	15%	20%	10%	16%	19%	19%	18%	12%	20%	17%	17%	18%	16%	23%	20%	16%	19%	15%	14%	18%	18%	17%	17%	17%	13%	19%
Probably vote early in-person	14%	14%	12%	13%	15%	12%	17%	14%	12%	16%	13%	14%	12%	17%	12%	11%	14%	13%	12%	13%	16%	19%	13%	13%	14%	15%	16%	11%	9%	16%	17%	9%	13%

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

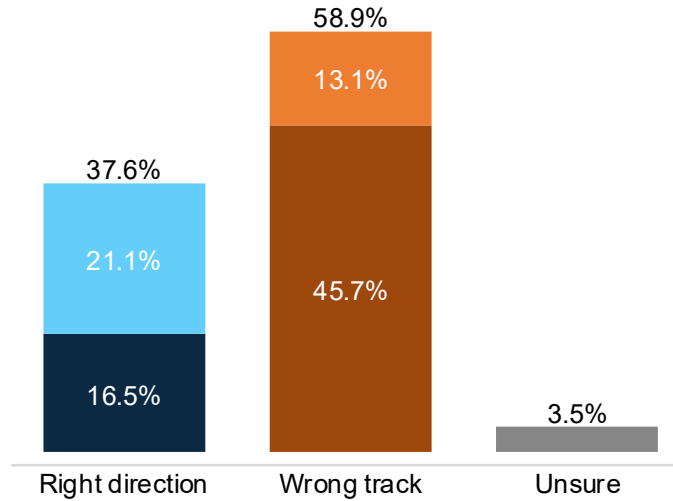
# Trend: Vote Method



# Percent Change: Vote Method (Mar '26 to Apr '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	-1%	-1%	-3%	0%	-2%	1%	-4%	2%	-7%	-3%	-3%	3%	-3%	-1%	1%	0%	-6%	0%	-1%	0%	-5%	-7%	-4%	2%	1%	-2%	-1%	-1%	-2%	2%	4%	-3%
Probably vote	1%	1%	3%	0%	2%	-1%	4%	-2%	7%	3%	3%	-3%	3%	1%	-1%	0%	6%	0%	1%	0%	5%	7%	4%	-2%	-1%	2%	1%	1%	2%	-2%	-4%	3%
Vote in-person on Election Day	-3%	0%	-8%	1%	-5%	8%	-11%	-1%	-7%	-2%	-3%	-1%	-7%	1%	0%	-2%	-6%	0%	-4%	1%	-1%	0%	-7%	2%	-3%	-5%	-2%	9%	-2%	-7%	0%	-3%
Vote absentee by mail	0%	-2%	2%	-1%	2%	-3%	4%	-2%	1%	0%	-1%	1%	-1%	2%	0%	-3%	5%	0%	0%	3%	-1%	2%	3%	-4%	-2%	-2%	2%	-1%	-2%	-4%	3%	1%
Vote early in-person	3%	2%	6%	-1%	3%	-5%	7%	3%	5%	2%	4%	0%	8%	-3%	1%	5%	1%	0%	4%	-3%	2%	-2%	3%	2%	5%	7%	0%	-8%	4%	12%	-3%	2%
Definitely vote in-person on Election Day	-4%	-1%	-9%	3%	-7%	7%	-11%	0%	-11%	-2%	-5%	-1%	-6%	-2%	-1%	-1%	-7%	-4%	-4%	0%	-4%	-8%	-9%	3%	-1%	-4%	-4%	5%	-1%	-6%	-2%	-4%
Probably vote in-person on Election Day	1%	1%	1%	-1%	2%	1%	0%	-2%	5%	0%	2%	-1%	-1%	4%	1%	-1%	1%	5%	0%	1%	3%	8%	2%	-1%	-2%	-2%	2%	4%	-1%	-1%	2%	1%
Definitely vote absentee by mail	0%	-1%	0%	-2%	3%	-2%	4%	-1%	0%	0%	-1%	1%	-2%	5%	-1%	-2%	2%	2%	1%	-1%	-3%	0%	2%	-2%	-1%	-2%	2%	4%	-2%	0%	2%	0%
Probably vote absentee by mail	0%	-1%	2%	1%	-1%	-1%	0%	-1%	2%	0%	0%	0%	1%	-3%	1%	0%	3%	-2%	-1%	3%	2%	2%	2%	-2%	-1%	0%	0%	-5%	0%	-5%	2%	1%
Definitely vote early in-person	2%	1%	6%	-1%	2%	-4%	3%	3%	5%	-1%	2%	2%	4%	-3%	4%	3%	-1%	2%	2%	1%	1%	1%	3%	0%	3%	4%	1%	-11%	2%	8%	4%	1%
Probably vote early in-person	1%	1%	0%	0%	2%	-1%	4%	0%	0%	3%	2%	-2%	4%	0%	-3%	2%	2%	-2%	2%	-5%	1%	-3%	0%	1%	2%	3%	-2%	2%	3%	4%	-7%	1%

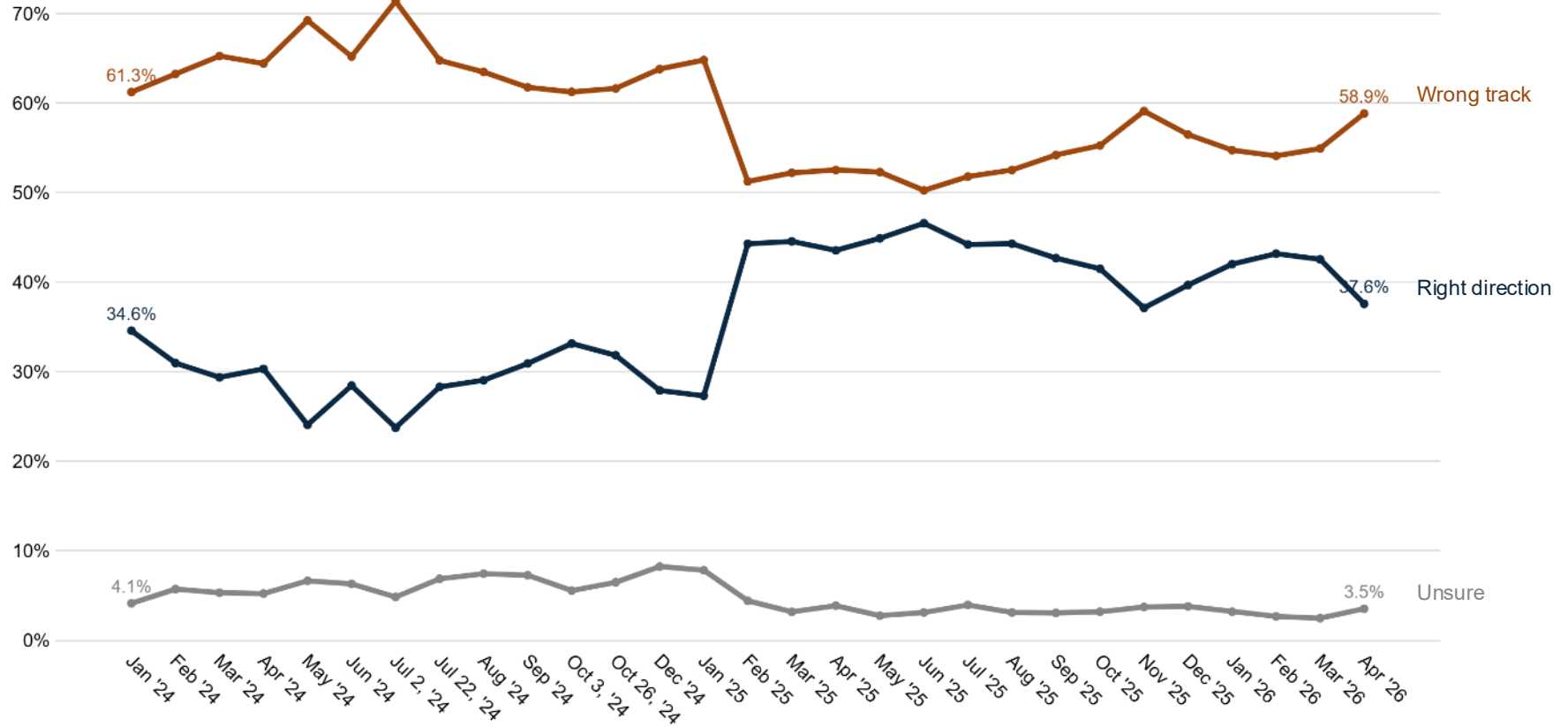
# Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	38%	25%	40%	38%	49%	41%	46%	35%	29%	52%	42%	37%	29%	75%	29%	5%	36%	37%	38%	42%	17%	29%	36%	44%	30%	31%	75%	4%	15%	33%	36%	44%	38%
Wrong track	59%	72%	57%	57%	49%	56%	50%	61%	67%	44%	54%	60%	69%	20%	67%	94%	61%	59%	58%	54%	81%	68%	61%	53%	66%	62%	20%	95%	82%	62%	59%	52%	59%
Definitely the right direction	17%	8%	20%	17%	21%	16%	21%	18%	10%	24%	19%	17%	10%	35%	10%	2%	16%	18%	14%	18%	9%	11%	15%	19%	13%	7%	34%	1%	6%	13%	15%	23%	16%
Mostly the right direction	21%	16%	19%	21%	28%	25%	25%	17%	18%	27%	23%	20%	18%	40%	19%	3%	20%	19%	24%	24%	8%	18%	21%	25%	17%	24%	41%	2%	10%	20%	21%	21%	22%
Mostly the wrong track	13%	19%	11%	14%	8%	9%	13%	18%	12%	12%	12%	11%	19%	9%	20%	13%	18%	12%	9%	12%	21%	17%	19%	11%	16%	27%	10%	14%	33%	22%	13%	11%	11%
Definitely the wrong track	46%	53%	46%	43%	41%	46%	37%	43%	56%	32%	41%	48%	50%	11%	47%	81%	43%	47%	49%	42%	61%	52%	41%	42%	50%	34%	10%	82%	49%	40%	46%	41%	48%
Unsure	4%	3%	4%	5%	2%	3%	4%	3%	4%	4%	4%	4%	2%	5%	4%	1%	3%	4%	4%	4%	1%	2%	3%	3%	4%	7%	5%	1%	3%	4%	5%	3%	3%

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

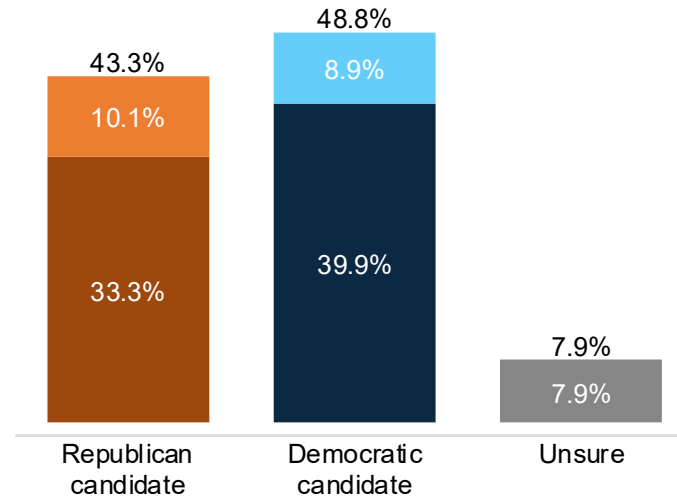
# Trend: Country Direction



# Percent Change: Country Direction (Mar '26 to Apr '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	-5%	-6%	-4%	-6%	-3%	0%	-9%	-6%	-4%	-2%	-3%	-5%	-9%	-3%	-1%	1%	-13%	-5%	-5%	-4%	-5%	-11%	-5%	-4%	-5%	-8%	-2%	-22%	-11%	-3%	2%	-5%
Wrong track	4%	5%	4%	3%	3%	-1%	6%	5%	4%	2%	2%	4%	7%	2%	1%	-1%	11%	3%	3%	7%	5%	10%	5%	3%	3%	7%	1%	19%	10%	2%	-1%	4%
Definitely the right direction	-6%	-5%	-3%	-3%	-13%	-5%	-11%	-3%	-5%	-3%	-4%	-10%	-13%	-3%	0%	0%	-11%	-10%	-7%	0%	-10%	-7%	-8%	-3%	0%	-12%	-1%	-3%	-7%	-4%	4%	-9%
Mostly the right direction	1%	-1%	-1%	-3%	10%	5%	2%	-2%	1%	0%	1%	5%	4%	1%	-1%	2%	-2%	5%	2%	-4%	4%	-4%	3%	-2%	-5%	4%	-1%	-18%	-4%	1%	-2%	4%
Mostly the wrong track	2%	8%	3%	0%	-2%	-3%	1%	8%	2%	3%	1%	5%	1%	7%	0%	5%	2%	-1%	1%	6%	1%	6%	2%	4%	2%	2%	1%	21%	7%	-1%	2%	1%
Definitely the wrong track	2%	-2%	2%	3%	5%	2%	6%	-3%	1%	-1%	1%	-1%	6%	-5%	0%	-6%	9%	4%	2%	1%	4%	4%	3%	-1%	1%	5%	0%	-2%	3%	2%	-3%	3%
Unsure	1%	1%	0%	3%	0%	2%	3%	0%	1%	0%	1%	2%	2%	1%	1%	0%	1%	2%	2%	-2%	0%	0%	0%	2%	2%	1%	1%	3%	1%	1%	-1%	1%

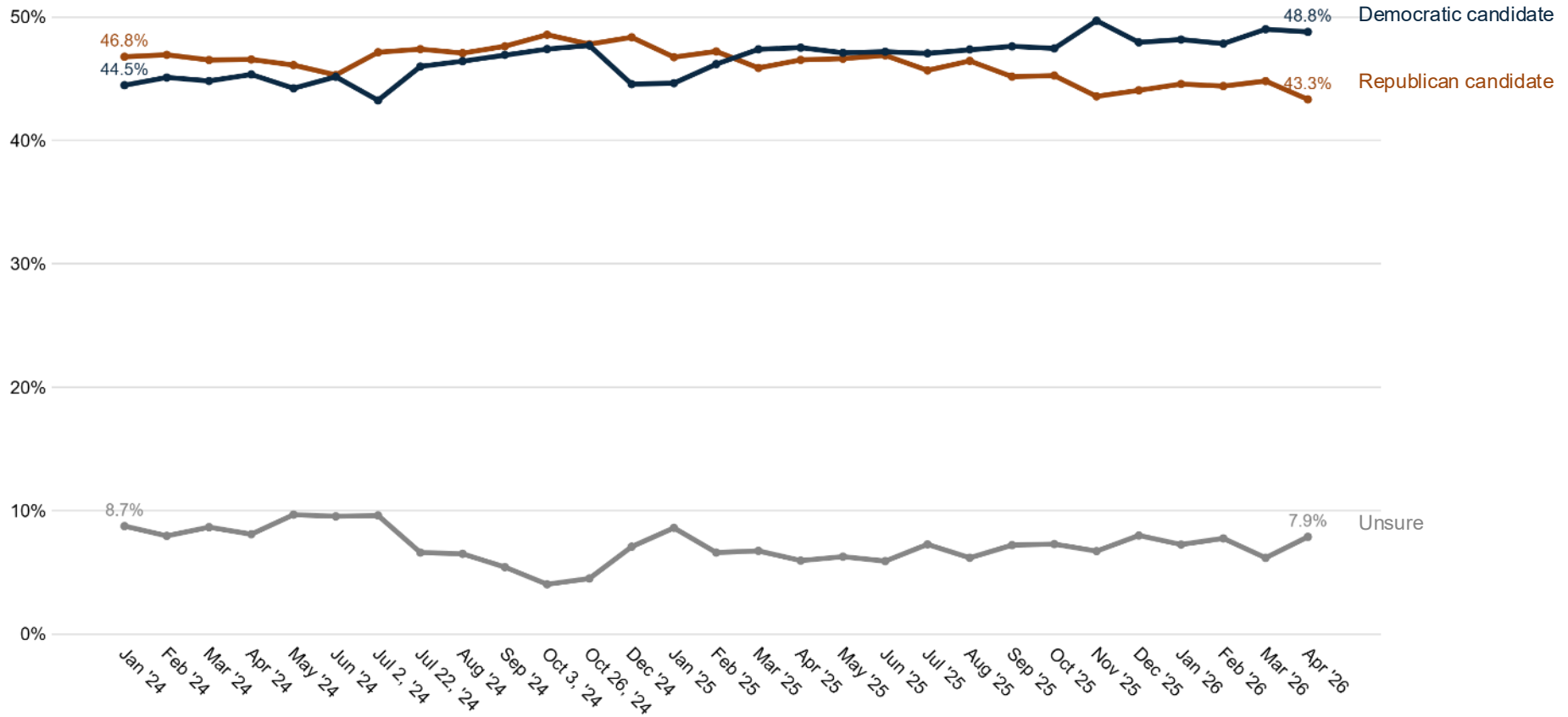
# Generic Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	43%	30%	45%	48%	52%	46%	54%	42%	32%	60%	48%	42%	33%	91%	31%	3%	43%	42%	44%	50%	15%	32%	42%	49%	36%	38%	87%	3%	27%	39%	49%	48%	42%
Democratic candidate	49%	61%	49%	43%	40%	46%	38%	48%	63%	30%	41%	52%	58%	6%	47%	95%	49%	50%	50%	43%	78%	56%	48%	45%	54%	33%	5%	93%	50%	52%	43%	42%	51%
Definitely the Republican candidate	33%	19%	36%	35%	44%	36%	43%	31%	24%	44%	36%	33%	25%	75%	19%	1%	32%	35%	31%	39%	9%	23%	28%	38%	27%	0%	69%	1%	15%	26%	38%	38%	34%
Probably the Republican candidate	10%	11%	8%	13%	8%	11%	11%	11%	8%	16%	11%	9%	8%	17%	12%	2%	11%	7%	13%	11%	7%	8%	14%	11%	9%	38%	18%	2%	12%	13%	11%	10%	9%
Probably the Democratic candidate	9%	15%	7%	8%	5%	8%	5%	8%	13%	6%	9%	9%	9%	2%	16%	10%	9%	10%	8%	8%	14%	13%	12%	7%	11%	33%	3%	14%	20%	14%	8%	9%	7%
Definitely the Democratic candidate	40%	46%	43%	35%	35%	37%	32%	40%	49%	24%	31%	42%	49%	3%	31%	85%	39%	40%	43%	36%	64%	42%	36%	37%	44%	0%	3%	79%	30%	38%	34%	33%	44%
Unsure	8%	9%	6%	9%	8%	8%	9%	10%	5%	10%	12%	6%	8%	3%	22%	2%	8%	8%	6%	6%	6%	13%	10%	6%	10%	29%	8%	4%	24%	9%	8%	10%	6%

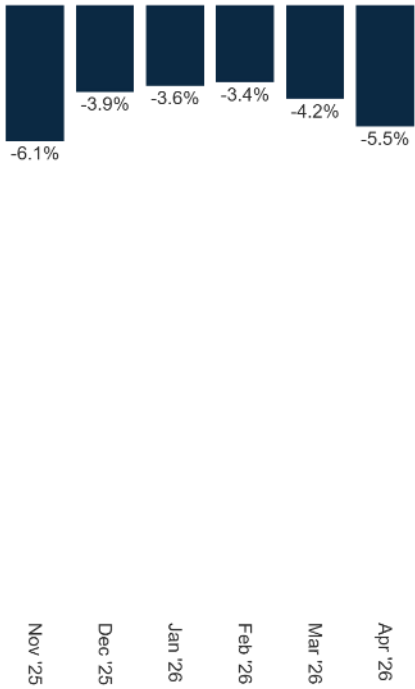
If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

# Trend: Generic Ballot

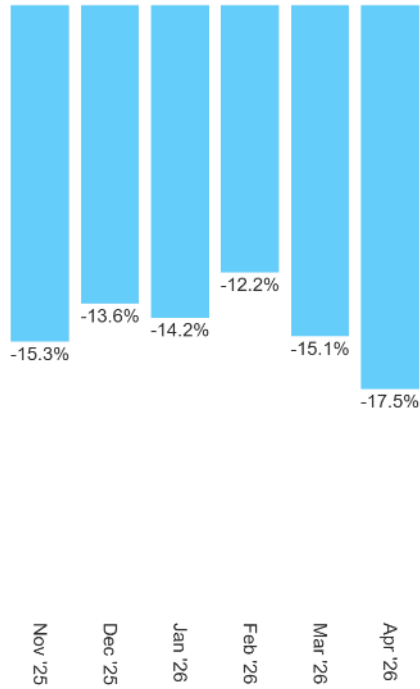


# Generic Ballot Movement

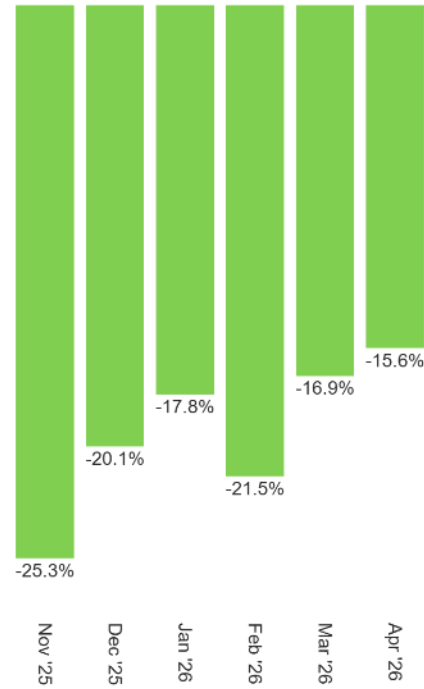
### Overall (%Rep-%Dem)



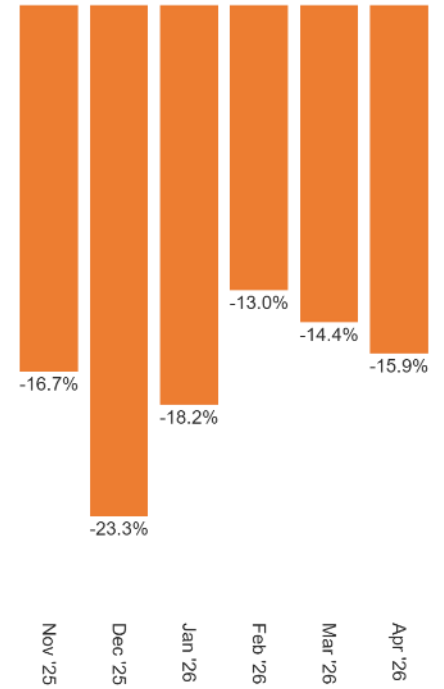
### Females (%Rep-%Dem)



### Indies (%Rep-%Dem)



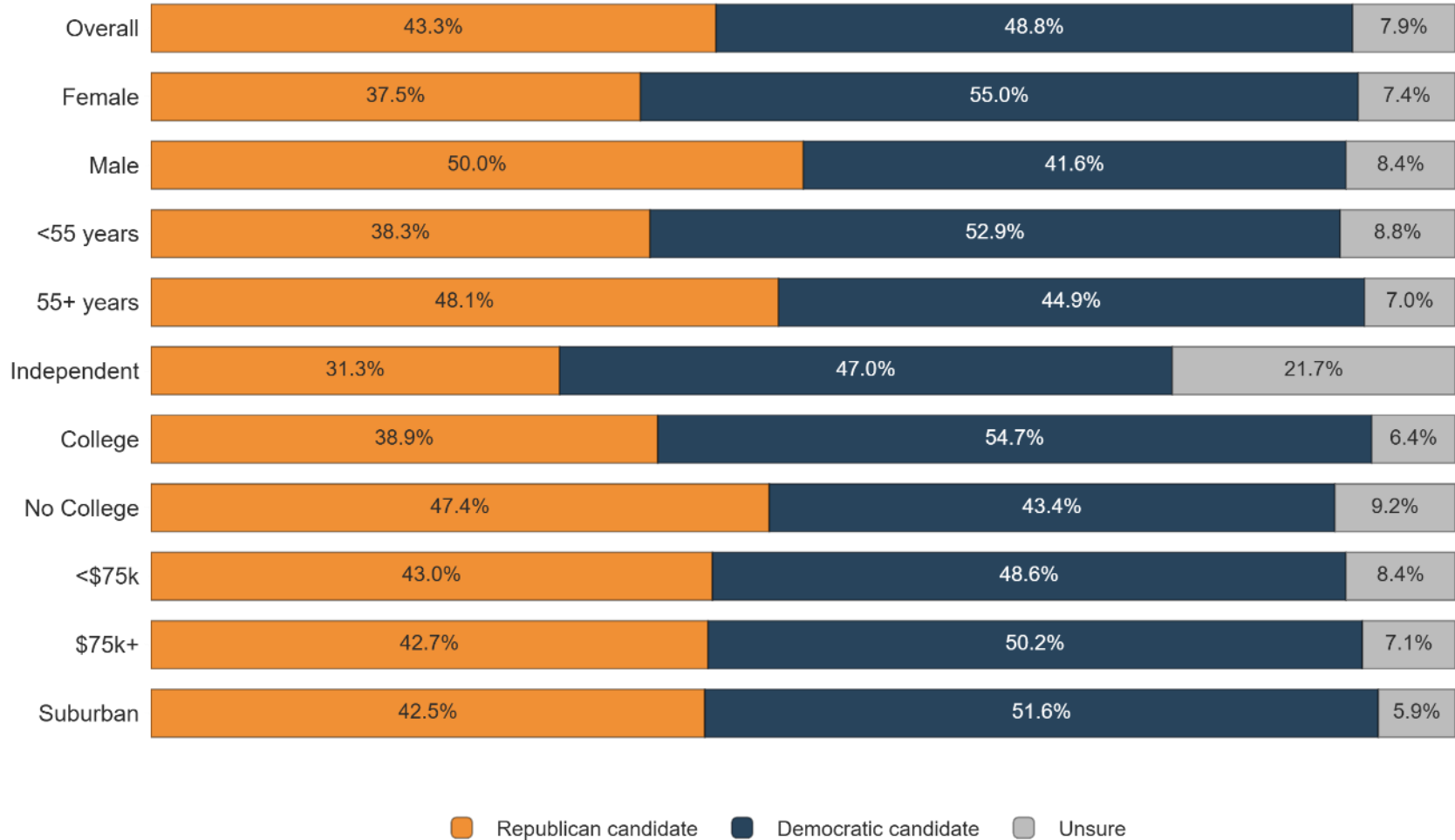
### College (%Rep-%Dem)



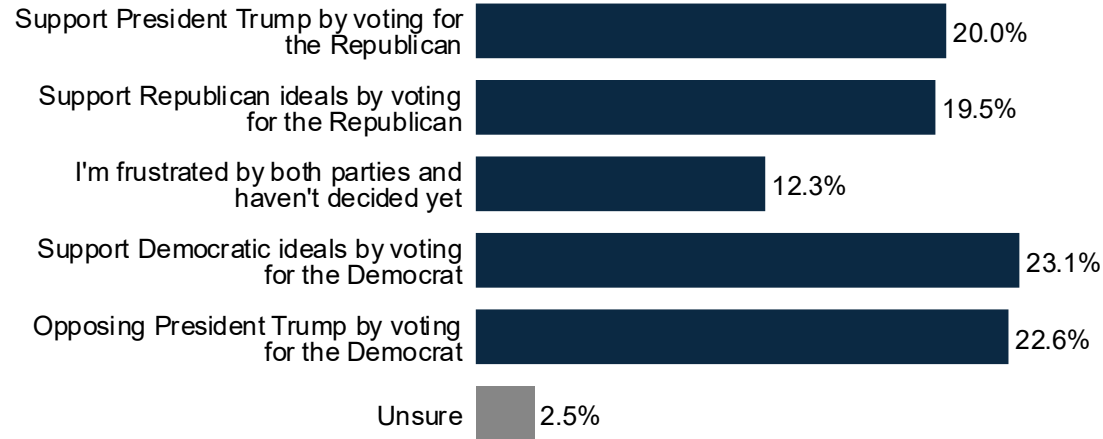
# Percent Change: Generic Ballot (Mar '26 to Apr '26)

	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
Republican candidate	-1%	-2%	-1%	1%	-4%	1%	-3%	0%	-3%	4%	0%	-4%	-1%	-3%	1%	6%	-10%	-3%	0%	2%	-10%	-6%	-3%	1%	0%	-3%	0%	-3%	-5%	6%	4%	-4%
Democratic candidate	0%	0%	2%	-3%	0%	-4%	0%	-2%	3%	-5%	-1%	0%	1%	-4%	-1%	-7%	7%	2%	0%	0%	2%	3%	3%	-4%	-4%	1%	0%	-13%	2%	-9%	-2%	3%
Definitely the Republican candidate	-2%	-4%	-1%	1%	-5%	0%	-3%	-3%	-2%	-2%	0%	-2%	-3%	-2%	0%	3%	-8%	-7%	-2%	0%	-7%	-8%	-5%	1%	0%	-5%	0%	0%	-5%	3%	4%	-4%
Probably the Republican candidate	1%	2%	0%	0%	1%	1%	0%	3%	-1%	6%	0%	-1%	2%	0%	0%	3%	-3%	3%	1%	2%	-3%	2%	2%	-1%	0%	2%	-1%	-2%	0%	4%	0%	0%
Probably the Democratic candidate	0%	5%	1%	-7%	-1%	0%	-7%	-1%	6%	-2%	1%	-5%	0%	1%	-2%	-5%	5%	0%	0%	-6%	3%	1%	1%	-2%	-4%	0%	0%	-3%	-1%	-3%	-1%	1%
Definitely the Democratic candidate	0%	-5%	1%	4%	1%	-3%	7%	-1%	-3%	-2%	-3%	5%	1%	-5%	1%	-3%	2%	2%	0%	5%	-1%	3%	1%	-2%	0%	1%	0%	-10%	4%	-5%	-1%	2%
Unsure	2%	2%	-1%	2%	4%	3%	3%	2%	0%	0%	1%	3%	0%	6%	0%	1%	3%	2%	1%	-1%	8%	3%	1%	3%	5%	3%	0%	15%	3%	2%	-2%	1%

# Generic Ballot by Key Voter Groups



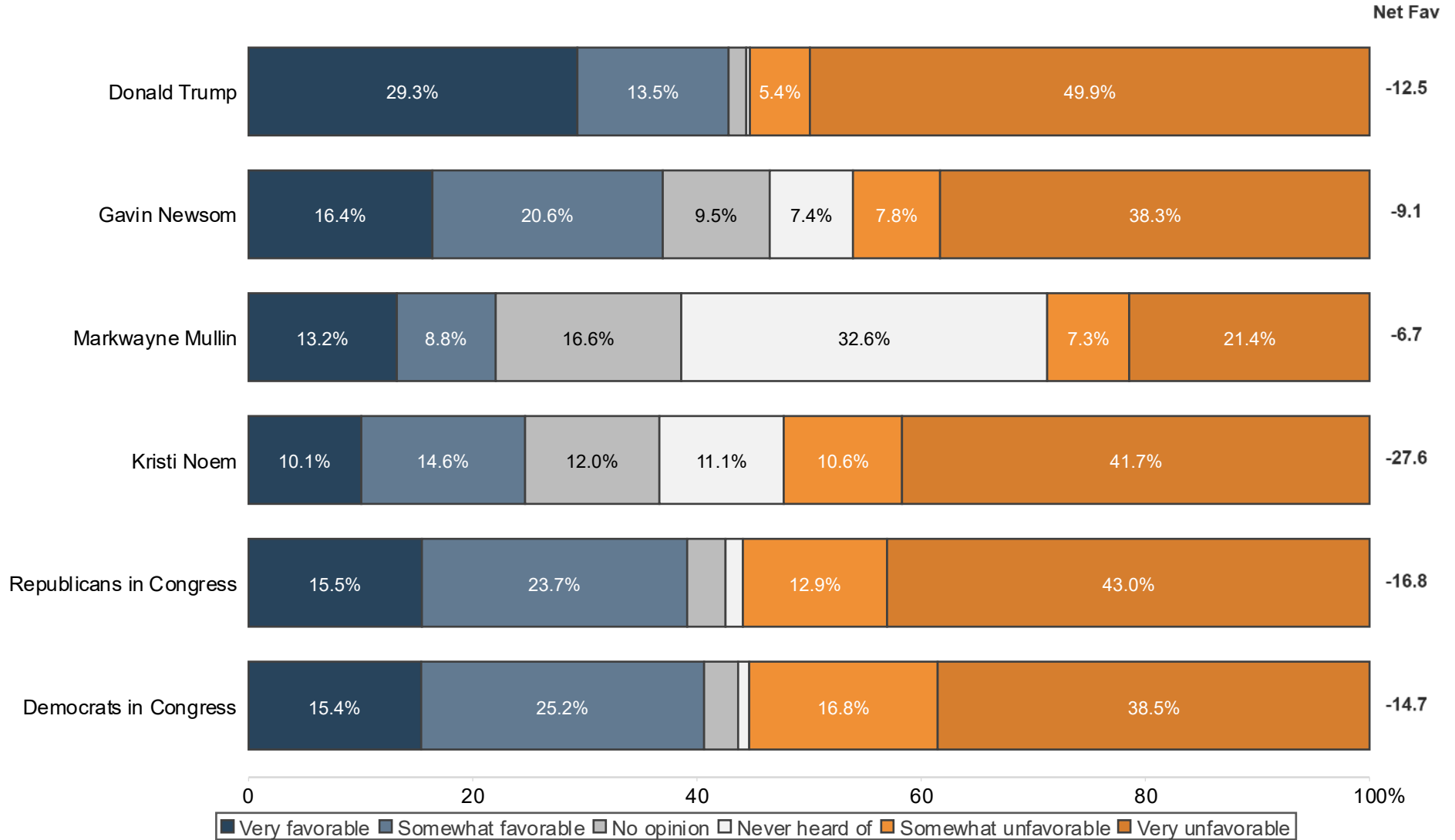
# Congressional Vote Driver



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Voting for the Republican Total	40%	28%	41%	40%	50%	39%	51%	39%	29%	56%	43%	38%	30%	86%	25%	2%	39%	39%	39%	46%	15%	27%	38%	46%	32%	29%	81%	2%	12%	35%	43%	43%	40%
Voting for the Democrat Total	46%	54%	48%	42%	38%	43%	37%	45%	58%	27%	39%	48%	55%	5%	40%	92%	46%	47%	47%	41%	71%	54%	45%	41%	51%	25%	4%	89%	50%	47%	40%	39%	48%
Support President Trump by voting for the Republican	20%	12%	23%	21%	25%	19%	26%	21%	13%	33%	21%	20%	13%	44%	13%	1%	21%	21%	15%	22%	8%	16%	18%	23%	17%	7%	42%	1%	6%	19%	23%	20%	20%
Support Republican ideals by voting for the Republican	20%	16%	18%	20%	25%	20%	25%	18%	16%	23%	22%	19%	18%	43%	12%	1%	17%	18%	25%	24%	7%	11%	20%	23%	15%	22%	39%	1%	6%	16%	20%	23%	20%
I'm frustrated by both parties and haven't decided yet	12%	14%	10%	15%	10%	16%	9%	12%	12%	14%	16%	11%	11%	7%	30%	5%	12%	13%	13%	11%	13%	13%	11%	13%	38%	13%	8%	23%	14%	15%	16%	10%	
Support Democratic ideals by voting for the Democrat	23%	28%	28%	18%	17%	19%	16%	25%	31%	12%	19%	24%	30%	1%	12%	54%	25%	22%	23%	20%	39%	26%	22%	20%	27%	9%	1%	46%	20%	23%	19%	17%	25%
Opposing President Trump by voting for the Democrat	23%	26%	20%	24%	20%	24%	21%	20%	26%	15%	20%	24%	25%	4%	28%	38%	21%	25%	24%	21%	31%	28%	23%	22%	24%	15%	3%	42%	30%	24%	20%	22%	23%
Unsure	2%	4%	1%	3%	2%	2%	3%	3%	1%	3%	2%	2%	4%	1%	5%	1%	3%	2%	1%	1%	1%	6%	4%	2%	3%	8%	2%	1%	15%	4%	2%	2%	2%

Thinking about your vote for U.S. Congress, which of the following most closely matches the reason you are voting for either the Democrat or the Republican?

# Image Tests



# Image Tests Heatmaps

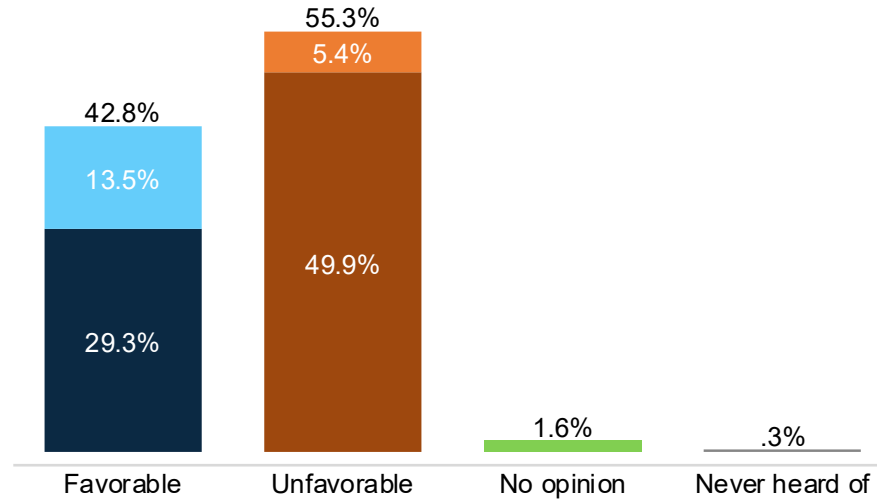
## Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Donald Trump	43%	31%	43%	46%	53%	45%	53%	42%	32%	57%	52%	41%	32%	84%	35%	6%	43%	43%	42%	48%	17%	34%	41%	48%	36%	40%	85%	4%	25%	38%	47%	51%	42%
Gavin Newsom	37%	41%	40%	31%	35%	34%	32%	34%	48%	29%	31%	40%	38%	11%	32%	67%	34%	36%	43%	36%	43%	38%	37%	36%	38%	23%	9%	66%	26%	36%	31%	32%	40%
Markwayne Mullin	22%	14%	21%	22%	32%	24%	30%	18%	17%	24%	25%	22%	20%	40%	18%	7%	19%	22%	24%	25%	14%	16%	22%	25%	18%	17%	40%	6%	14%	24%	15%	26%	23%
Kristi Noem	25%	16%	24%	23%	36%	26%	33%	23%	18%	31%	25%	25%	20%	48%	17%	7%	23%	29%	22%	27%	13%	19%	24%	29%	20%	18%	45%	6%	11%	26%	17%	30%	25%
Republicans in Congress	39%	31%	43%	37%	45%	36%	45%	41%	33%	54%	44%	37%	32%	79%	27%	7%	41%	38%	36%	44%	18%	30%	37%	44%	33%	35%	75%	6%	25%	40%	40%	45%	38%
Democrats in Congress	41%	51%	43%	33%	34%	35%	31%	44%	50%	27%	35%	42%	49%	9%	31%	80%	43%	39%	40%	36%	67%	44%	43%	36%	46%	28%	9%	73%	49%	47%	39%	33%	41%

## Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Donald Trump	55%	67%	56%	52%	45%	53%	45%	56%	66%	40%	47%	57%	65%	15%	61%	93%	55%	56%	57%	50%	80%	64%	56%	51%	61%	55%	14%	95%	71%	59%	51%	49%	57%
Gavin Newsom	46%	34%	41%	55%	56%	59%	53%	38%	37%	51%	50%	47%	39%	74%	49%	16%	38%	54%	49%	49%	30%	44%	46%	52%	39%	50%	74%	18%	31%	38%	48%	52%	47%
Markwayne Mullin	29%	26%	30%	31%	27%	34%	24%	22%	35%	21%	28%	32%	26%	11%	32%	45%	24%	31%	35%	29%	33%	30%	27%	29%	28%	24%	9%	48%	28%	23%	28%	23%	32%
Kristi Noem	52%	53%	55%	53%	48%	59%	42%	45%	64%	38%	50%	55%	54%	25%	59%	77%	45%	51%	63%	51%	59%	57%	51%	53%	52%	46%	24%	80%	54%	43%	48%	48%	57%
Republicans in Congress	56%	61%	53%	57%	52%	61%	49%	51%	65%	40%	50%	59%	61%	19%	65%	88%	51%	58%	63%	53%	71%	63%	56%	53%	60%	53%	21%	90%	59%	49%	56%	51%	59%
Democrats in Congress	55%	42%	53%	64%	65%	63%	66%	48%	47%	65%	61%	55%	47%	88%	62%	18%	50%	59%	58%	61%	26%	49%	52%	61%	48%	61%	87%	23%	38%	46%	56%	63%	57%

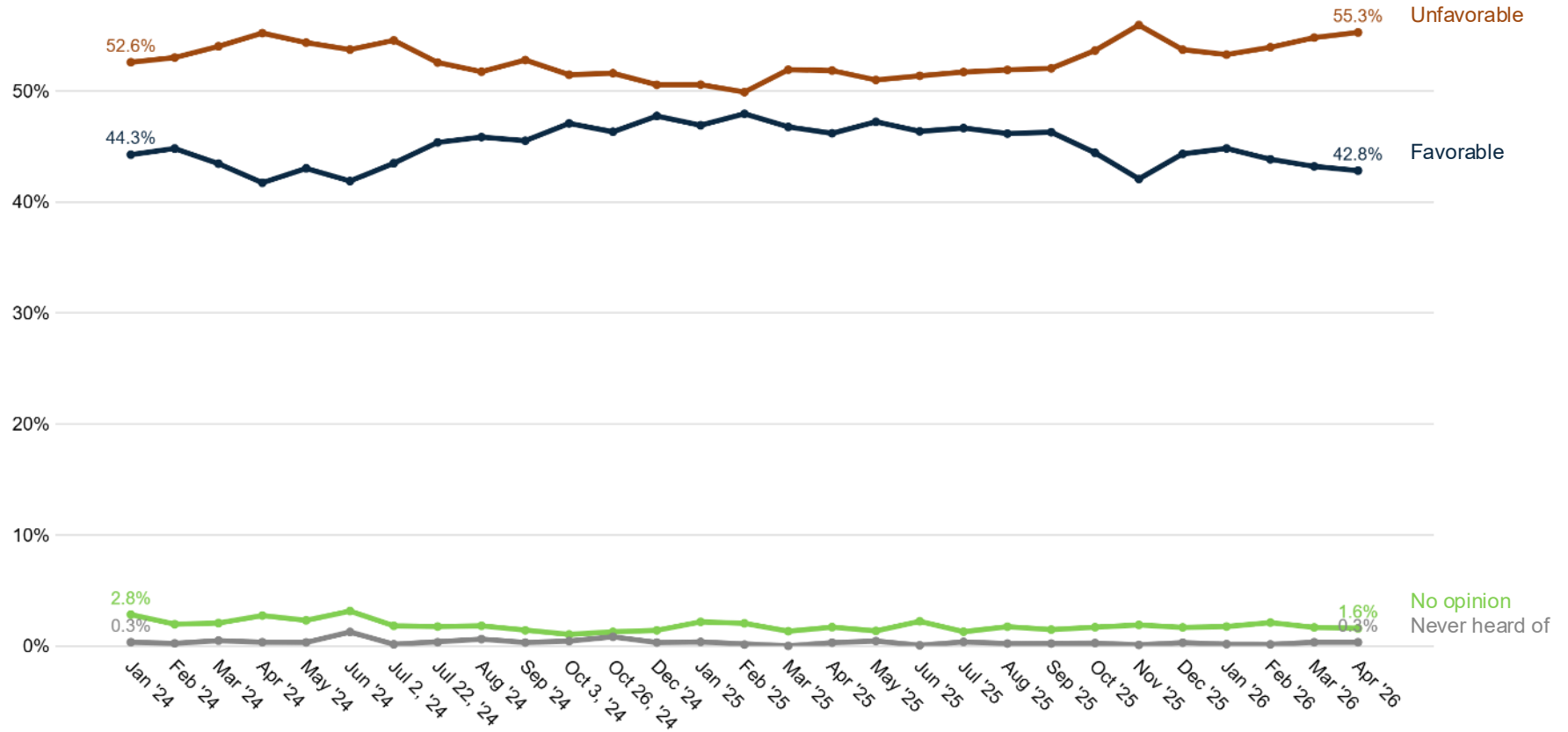
# Image: Donald Trump



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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%	31%	43%	46%	53%	45%	53%	42%	32%	57%	52%	41%	32%	84%	35%	6%	43%	43%	42%	48%	17%	34%	41%	48%	36%	40%	85%	4%	25%	38%	47%	51%	42%
Unfavorable Total	55%	67%	56%	52%	45%	53%	45%	56%	66%	40%	47%	57%	65%	15%	61%	93%	55%	56%	57%	50%	80%	64%	56%	51%	61%	55%	14%	95%	71%	59%	51%	49%	57%
Very favorable	29%	18%	34%	28%	38%	27%	38%	29%	22%	44%	34%	28%	21%	64%	15%	3%	32%	31%	23%	34%	11%	21%	26%	33%	25%	15%	59%	2%	18%	23%	32%	32%	30%
Somewhat favorable	13%	13%	9%	18%	14%	17%	15%	12%	10%	13%	17%	13%	11%	20%	20%	2%	12%	11%	19%	14%	6%	13%	16%	15%	11%	25%	26%	1%	6%	15%	15%	18%	12%
Somewhat unfavorable	5%	5%	5%	7%	5%	6%	6%	6%	4%	8%	4%	5%	6%	6%	9%	2%	6%	6%	5%	6%	7%	3%	6%	4%	7%	12%	7%	3%	5%	8%	6%	5%	4%
Very unfavorable	50%	62%	51%	45%	40%	47%	39%	50%	63%	32%	42%	52%	59%	9%	52%	91%	49%	50%	52%	45%	73%	61%	50%	46%	54%	43%	7%	92%	66%	50%	45%	44%	52%
No opinion	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	3%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	5%	1%	1%	4%	3%	2%	0%	1%
Never heard of	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%

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

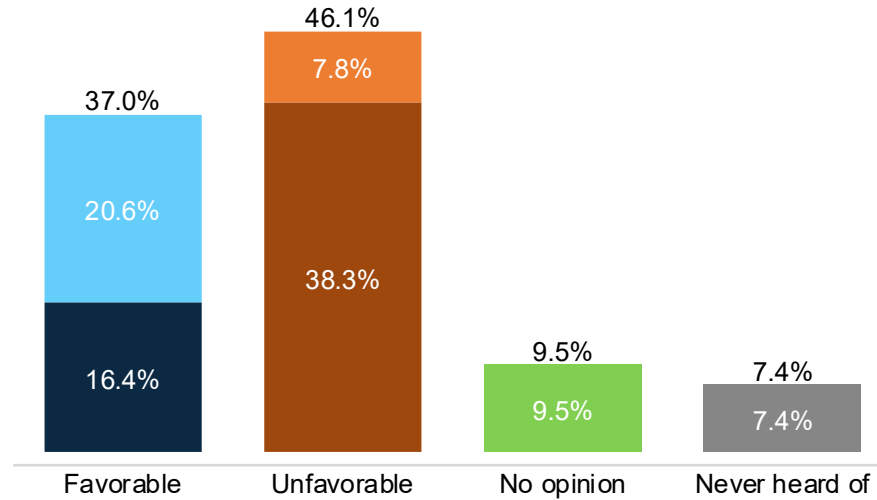
# Trend: Donald Trump Image



# Percent Change: Donald Trump Image (Mar '26 to Apr '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	0%	1%	-2%	-2%	1%	4%	-4%	1%	-1%	1%	1%	-1%	-3%	3%	2%	7%	-8%	-2%	0%	-1%	-2%	-6%	-2%	1%	3%	-2%	1%	3%	-3%	5%	6%	-3%
Unfavorable Total	0%	-2%	3%	1%	-1%	-4%	4%	0%	1%	-1%	-1%	1%	3%	-4%	-1%	-8%	8%	2%	0%	3%	1%	6%	2%	-2%	-2%	2%	-1%	0%	4%	-6%	-3%	3%
Very favorable	-2%	-2%	0%	-2%	-3%	-1%	-6%	-2%	0%	6%	-2%	-5%	-4%	-3%	2%	5%	-7%	-7%	-1%	-1%	-7%	-7%	-4%	0%	0%	-6%	1%	7%	-6%	0%	2%	-3%
Somewhat favorable	2%	3%	-1%	0%	5%	5%	2%	3%	-1%	-5%	3%	4%	1%	7%	0%	2%	-1%	5%	2%	1%	5%	1%	2%	1%	3%	4%	0%	-4%	3%	5%	4%	0%
Somewhat unfavorable	0%	-2%	2%	1%	0%	1%	1%	1%	-1%	4%	-1%	2%	2%	0%	0%	0%	1%	1%	1%	-1%	-1%	-1%	0%	2%	-2%	2%	-1%	-1%	-1%	2%	-2%	1%
Very unfavorable	0%	0%	1%	0%	-1%	-5%	3%	-1%	2%	-5%	0%	-1%	2%	-4%	-1%	-7%	7%	1%	-1%	4%	3%	7%	2%	-3%	0%	1%	0%	1%	5%	-8%	-1%	1%
No opinion	0%	1%	-1%	-1%	1%	1%	-1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	-3%	1%	0%	0%	0%	0%	0%	0%	-3%	-1%	1%	-2%	0%
Never heard of	0%	0%	0%	1%	-1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	-1%	0%	0%	0%	1%	0%	0%	0%

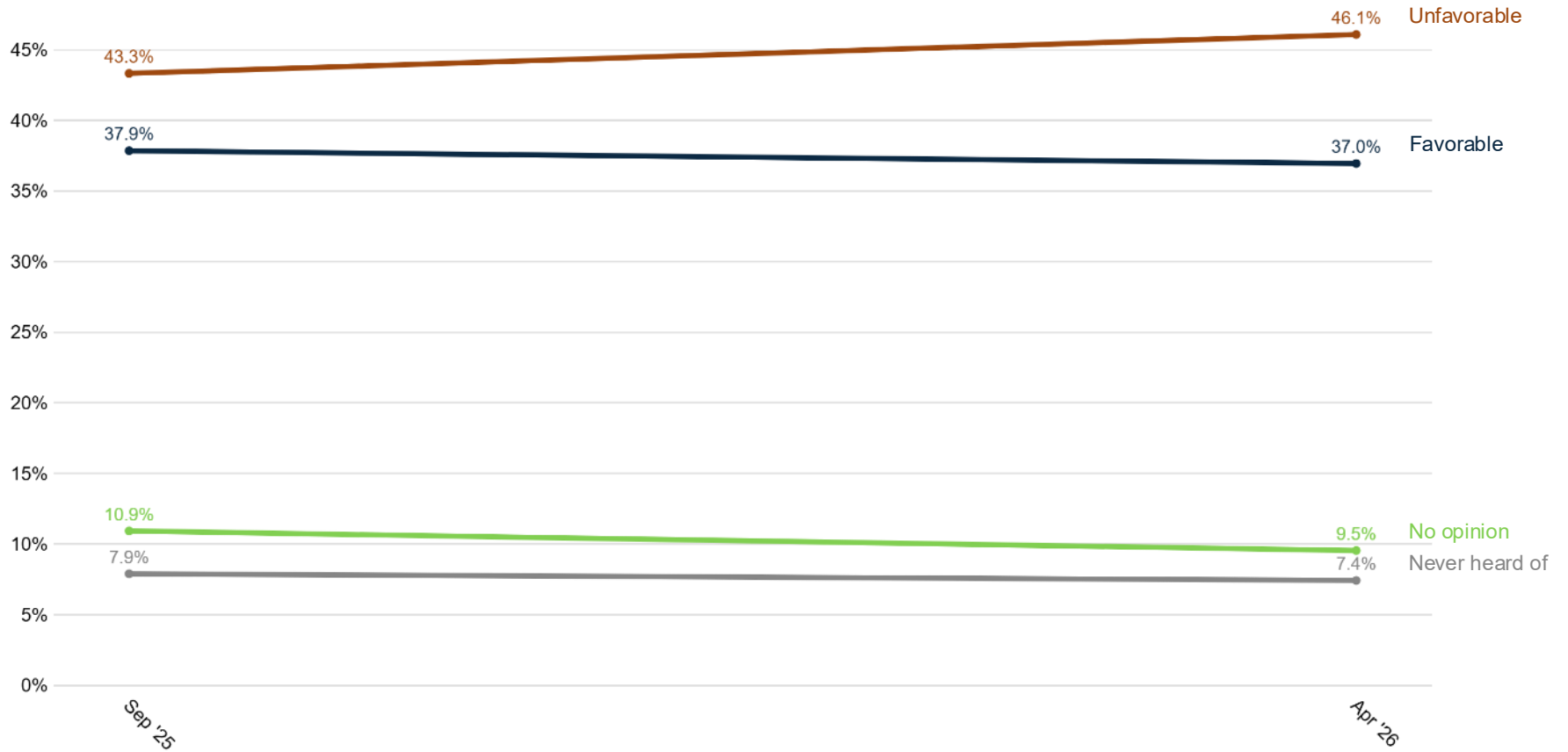
# Image: Gavin Newsom



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	37%	41%	40%	31%	35%	34%	32%	34%	48%	29%	31%	40%	38%	11%	32%	67%	34%	36%	43%	36%	43%	38%	37%	36%	38%	23%	9%	66%	26%	36%	31%	32%	40%
Unfavorable Total	46%	34%	41%	55%	56%	59%	53%	38%	37%	51%	50%	47%	39%	74%	49%	16%	38%	54%	49%	49%	30%	44%	46%	52%	39%	50%	74%	18%	31%	38%	48%	52%	47%
Very favorable	16%	20%	17%	13%	15%	13%	15%	17%	21%	16%	13%	16%	20%	5%	12%	31%	16%	17%	17%	16%	20%	17%	15%	15%	18%	6%	5%	29%	13%	16%	14%	13%	18%
Somewhat favorable	21%	21%	23%	18%	20%	21%	16%	17%	27%	13%	18%	24%	18%	6%	20%	36%	19%	19%	25%	20%	23%	21%	22%	21%	20%	17%	5%	36%	13%	20%	17%	20%	22%
Somewhat unfavorable	8%	10%	4%	11%	5%	10%	7%	5%	10%	4%	7%	7%	11%	5%	9%	10%	8%	10%	7%	7%	12%	9%	10%	6%	10%	13%	4%	10%	14%	13%	9%	6%	6%
Very unfavorable	38%	24%	37%	44%	51%	49%	46%	33%	28%	47%	43%	39%	27%	69%	40%	7%	30%	44%	42%	42%	19%	34%	36%	46%	29%	37%	70%	8%	17%	25%	39%	46%	41%
No opinion	10%	12%	12%	7%	7%	5%	9%	14%	9%	12%	10%	8%	12%	8%	11%	9%	15%	6%	6%	9%	15%	8%	10%	7%	13%	14%	8%	10%	19%	13%	12%	7%	8%
Never heard of	7%	13%	7%	7%	2%	2%	6%	14%	6%	9%	9%	5%	11%	7%	7%	7%	13%	4%	3%	6%	12%	11%	7%	5%	10%	13%	8%	6%	24%	13%	8%	8%	5%

Do you have a favorable or unfavorable opinion of Gavin Newsom?

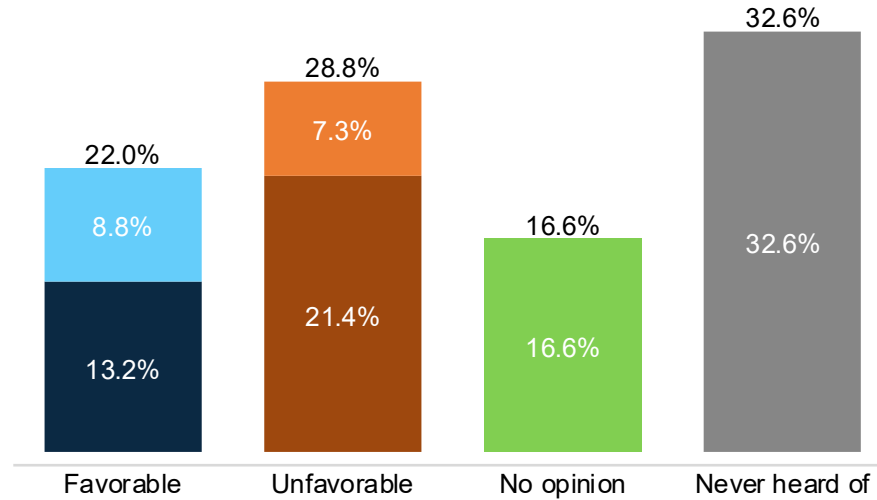
# Trend: Gavin Newsom Image



# Percent Change: Gavin Newsom Image (Sep '25 to Apr '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%	1%	4%	-8%	-2%	-15%	3%	9%	-5%	4%	0%	-10%	5%	-8%	-5%	3%	-3%	-4%	2%	-5%	-12%	0%	1%	-3%	-6%	4%	-7%	15%	-4%	5%	-4%	-1%
Unfavorable Total	3%	4%	-3%	9%	2%	13%	-2%	-5%	7%	-1%	4%	4%	1%	8%	4%	-3%	10%	4%	1%	10%	6%	5%	3%	3%	9%	0%	6%	-24%	8%	3%	10%	1%
Very favorable	-6%	-4%	-7%	-4%	-8%	-11%	-2%	1%	-13%	-3%	-8%	-4%	2%	-8%	-15%	-3%	-4%	-10%	-3%	-8%	-21%	-5%	-6%	-5%	-6%	2%	-15%	5%	-5%	-1%	-7%	-7%
Somewhat favorable	5%	5%	12%	-4%	6%	-4%	5%	8%	8%	7%	7%	-6%	3%	0%	9%	6%	1%	6%	5%	3%	9%	5%	7%	3%	0%	2%	8%	10%	1%	7%	3%	6%
Somewhat unfavorable	0%	3%	-3%	2%	1%	2%	0%	-2%	2%	-1%	-1%	3%	-1%	-2%	3%	-1%	4%	-1%	-1%	7%	4%	1%	-1%	2%	1%	-2%	3%	-5%	6%	-2%	-2%	0%
Very unfavorable	2%	2%	0%	7%	1%	11%	-2%	-2%	5%	0%	5%	1%	2%	11%	1%	-2%	6%	5%	2%	3%	1%	4%	4%	1%	8%	2%	2%	-19%	2%	5%	12%	1%
No opinion	-1%	-2%	-1%	-3%	1%	1%	-2%	-4%	0%	-2%	-2%	2%	-4%	0%	1%	-1%	-4%	0%	-2%	-3%	2%	-3%	-2%	0%	-4%	-4%	1%	3%	0%	-4%	-4%	0%
Never heard of	0%	-3%	0%	2%	-1%	1%	1%	0%	-3%	-2%	-2%	3%	-2%	0%	1%	1%	-3%	0%	-1%	-3%	5%	-2%	-1%	0%	1%	0%	0%	6%	-3%	-4%	-2%	1%

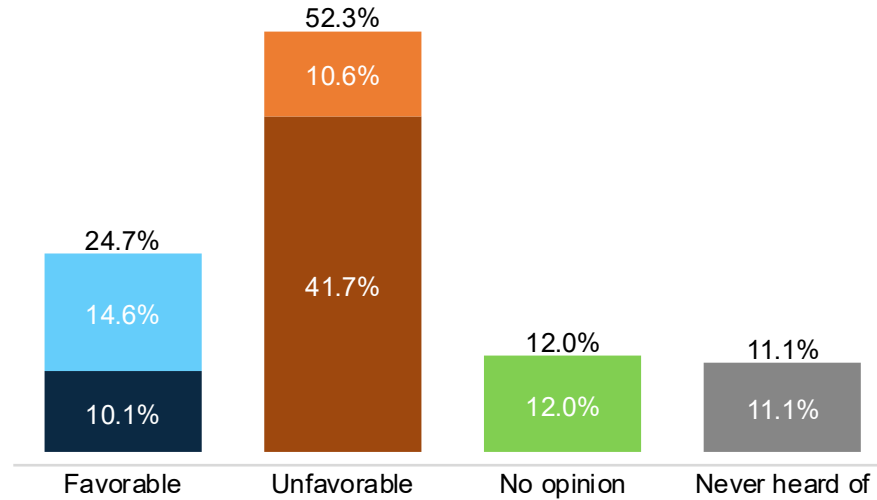
# Image: Markwayne Mullin



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	22%	14%	21%	22%	32%	24%	30%	18%	17%	24%	25%	22%	20%	40%	18%	7%	19%	22%	24%	25%	14%	16%	22%	25%	18%	17%	40%	6%	14%	24%	15%	26%	23%
Unfavorable Total	29%	26%	30%	31%	27%	34%	24%	22%	35%	21%	28%	32%	26%	11%	32%	45%	24%	31%	35%	29%	33%	30%	27%	29%	28%	9%	48%	28%	23%	28%	23%	32%	
Very favorable	13%	7%	14%	10%	23%	14%	19%	10%	11%	15%	16%	13%	11%	27%	8%	2%	12%	13%	13%	15%	6%	9%	11%	16%	10%	5%	26%	2%	5%	13%	7%	15%	15%
Somewhat favorable	9%	8%	7%	11%	10%	10%	11%	8%	7%	9%	9%	9%	8%	12%	10%	5%	8%	8%	11%	9%	8%	7%	11%	10%	8%	11%	14%	4%	9%	11%	8%	11%	8%
Somewhat unfavorable	7%	7%	6%	10%	7%	11%	6%	5%	8%	5%	8%	8%	6%	5%	10%	8%	6%	10%	8%	8%	11%	4%	7%	6%	9%	10%	5%	10%	8%	7%	10%	7%	7%
Very unfavorable	21%	20%	24%	21%	21%	23%	18%	18%	27%	16%	19%	24%	20%	6%	22%	37%	18%	21%	27%	21%	23%	26%	21%	23%	19%	14%	5%	38%	21%	15%	18%	16%	25%
No opinion	17%	15%	18%	16%	16%	16%	17%	18%	15%	18%	17%	17%	14%	19%	16%	14%	18%	17%	15%	16%	19%	14%	17%	18%	15%	21%	19%	14%	15%	18%	15%	16%	17%
Never heard of	33%	44%	31%	31%	24%	26%	29%	42%	33%	37%	30%	30%	40%	30%	34%	34%	39%	30%	26%	30%	35%	40%	34%	28%	39%	39%	32%	32%	43%	35%	42%	36%	28%

Do you have a favorable or unfavorable opinion of Markwayne Mullin?

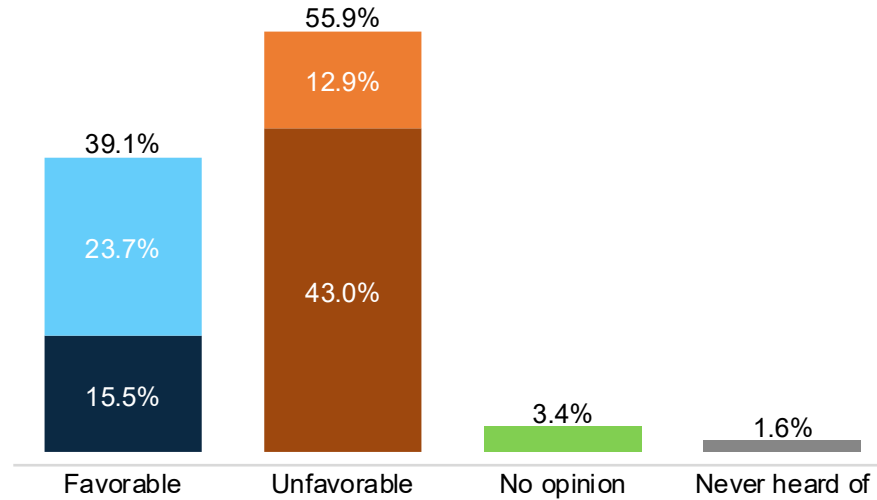
# Image: Kristi Noem



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	25%	16%	24%	23%	36%	26%	33%	23%	18%	31%	25%	25%	20%	48%	17%	7%	23%	29%	22%	27%	13%	19%	24%	29%	20%	18%	45%	6%	11%	26%	17%	30%	25%
Unfavorable Total	52%	53%	55%	53%	48%	59%	42%	45%	64%	38%	50%	55%	54%	25%	59%	77%	45%	51%	63%	51%	59%	57%	51%	53%	52%	46%	24%	80%	54%	43%	48%	48%	57%
Very favorable	10%	7%	9%	10%	15%	12%	13%	11%	5%	11%	10%	11%	8%	20%	6%	3%	11%	13%	7%	10%	7%	11%	12%	12%	8%	5%	18%	3%	2%	11%	6%	12%	11%
Somewhat favorable	15%	10%	14%	14%	21%	14%	20%	12%	12%	20%	16%	14%	12%	28%	11%	3%	13%	16%	15%	17%	7%	8%	12%	17%	12%	13%	27%	2%	9%	15%	11%	19%	15%
Somewhat unfavorable	11%	9%	11%	13%	9%	14%	9%	11%	8%	8%	10%	10%	13%	16%	12%	4%	12%	8%	11%	12%	8%	7%	12%	11%	11%	15%	17%	3%	9%	12%	14%	9%	9%
Very unfavorable	42%	44%	44%	39%	38%	45%	33%	34%	56%	30%	40%	45%	41%	9%	47%	72%	33%	44%	52%	39%	51%	50%	39%	42%	41%	31%	7%	77%	45%	31%	33%	39%	47%
No opinion	12%	11%	12%	14%	11%	10%	14%	13%	9%	16%	13%	11%	10%	17%	12%	6%	13%	11%	11%	12%	13%	11%	13%	11%	13%	19%	18%	6%	8%	13%	19%	11%	10%
Never heard of	11%	19%	9%	10%	6%	5%	10%	19%	9%	14%	12%	8%	15%	10%	12%	10%	18%	9%	4%	10%	15%	13%	12%	8%	15%	17%	12%	8%	26%	18%	16%	10%	8%

Do you have a favorable or unfavorable opinion of Kristi Noem?

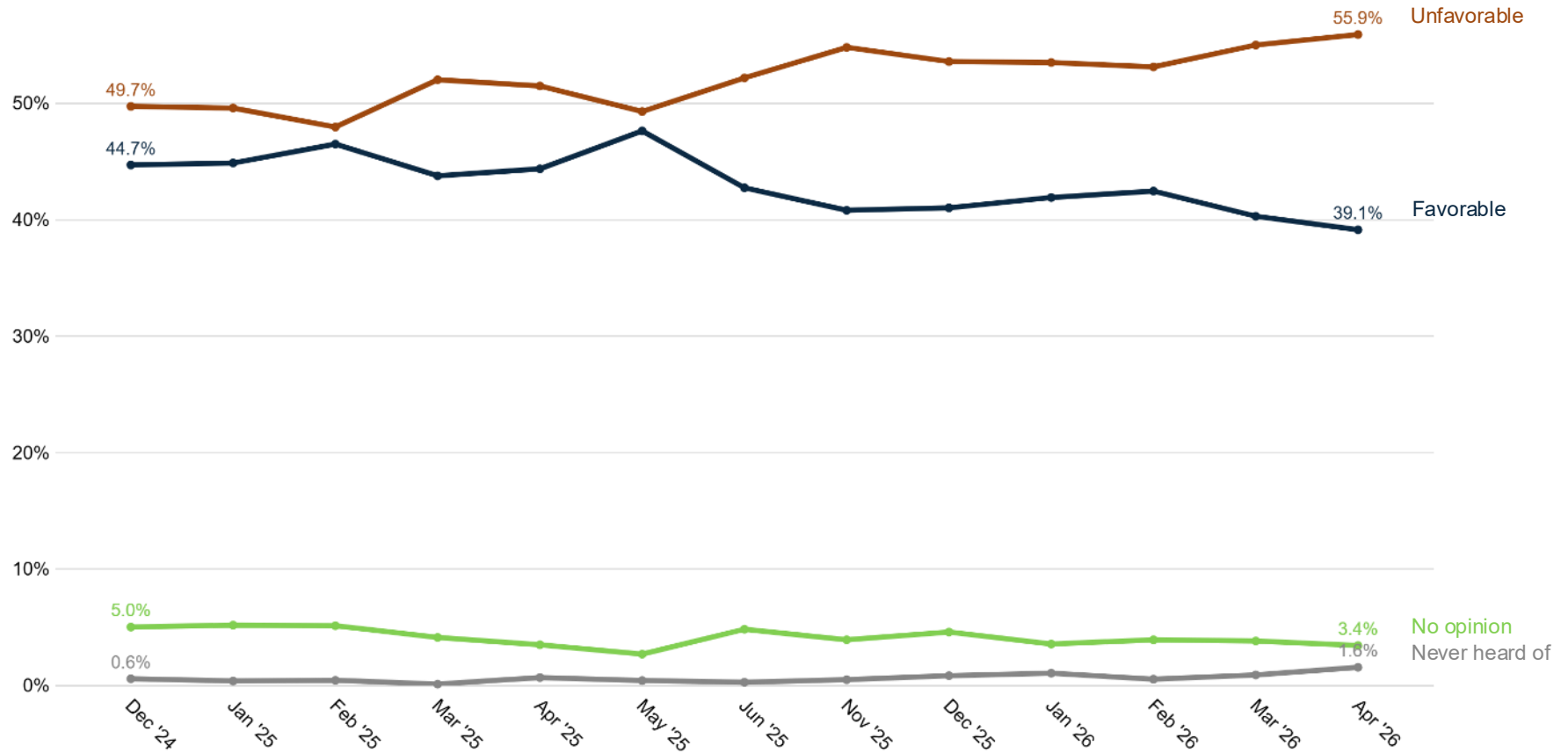
# Image: Republicans in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	39%	31%	43%	37%	45%	36%	45%	41%	33%	54%	44%	37%	32%	79%	27%	7%	41%	38%	36%	44%	18%	30%	37%	44%	33%	35%	75%	6%	25%	40%	40%	45%	38%
Unfavorable Total	56%	61%	53%	57%	52%	61%	49%	51%	65%	40%	50%	59%	61%	19%	65%	88%	51%	58%	63%	53%	71%	63%	56%	53%	60%	53%	21%	90%	59%	49%	56%	51%	59%
Very favorable	15%	12%	18%	15%	17%	13%	19%	17%	12%	24%	15%	14%	15%	35%	6%	2%	19%	15%	10%	17%	10%	11%	14%	16%	15%	8%	30%	2%	20%	19%	16%	16%	14%
Somewhat favorable	24%	20%	25%	22%	28%	23%	26%	24%	21%	30%	29%	23%	17%	44%	21%	5%	22%	23%	26%	27%	8%	19%	23%	28%	18%	27%	45%	3%	5%	21%	24%	29%	24%
Somewhat unfavorable	13%	11%	9%	18%	15%	17%	16%	11%	9%	12%	11%	14%	11%	12%	17%	11%	12%	14%	15%	14%	9%	14%	15%	12%	14%	26%	14%	11%	12%	17%	18%	10%	12%
Very unfavorable	43%	50%	44%	40%	37%	44%	33%	40%	55%	28%	38%	45%	50%	8%	47%	77%	39%	44%	48%	39%	62%	49%	41%	41%	46%	27%	7%	79%	47%	33%	38%	41%	48%
No opinion	3%	5%	3%	4%	2%	2%	4%	5%	2%	4%	5%	2%	5%	1%	6%	3%	5%	4%	1%	2%	7%	4%	5%	2%	5%	8%	2%	3%	16%	7%	2%	2%	2%
Never heard of	2%	2%	1%	2%	1%	1%	2%	3%	0%	2%	1%	1%	3%	0%	2%	2%	3%	0%	0%	1%	4%	2%	1%	1%	2%	3%	1%	2%	0%	4%	2%	2%	1%

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

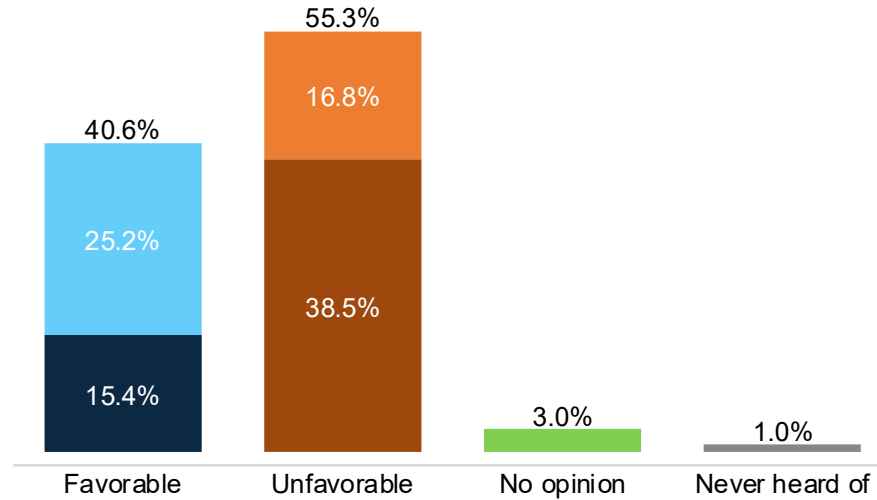
# Trend: Republicans in Congress Image



# Percent Change: Republicans in Congress Image (Mar '26 to Apr '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%	2%	0%	-5%	-2%	1%	-10%	3%	-1%	3%	-2%	1%	-5%	1%	2%	7%	-9%	-5%	0%	-4%	-6%	-8%	-2%	0%	0%	-5%	3%	1%	-3%	0%	6%	-3%
Unfavorable Total	1%	-5%	1%	4%	4%	1%	8%	-4%	0%	-4%	2%	-4%	6%	-2%	-3%	-8%	9%	6%	0%	3%	4%	7%	2%	-1%	0%	5%	-4%	-9%	1%	2%	-6%	3%
Very favorable	-3%	-3%	-2%	-4%	-4%	1%	-10%	-2%	-3%	-1%	-2%	-2%	-8%	-1%	0%	3%	-7%	-9%	-4%	1%	-9%	-8%	-6%	0%	-1%	-10%	1%	14%	-2%	1%	-6%	-5%
Somewhat favorable	2%	5%	3%	-1%	2%	0%	1%	6%	2%	5%	1%	3%	4%	2%	2%	4%	-2%	4%	4%	-6%	3%	0%	4%	0%	1%	4%	1%	-12%	0%	-1%	13%	2%
Somewhat unfavorable	0%	-1%	-4%	4%	3%	4%	4%	-4%	0%	-2%	3%	-2%	3%	-1%	0%	-1%	2%	3%	1%	-3%	1%	1%	0%	1%	0%	3%	-3%	3%	0%	7%	-7%	1%
Very unfavorable	1%	-4%	5%	0%	1%	-3%	4%	0%	0%	-2%	-1%	-1%	3%	-1%	-3%	-7%	7%	3%	-1%	6%	3%	6%	2%	-1%	0%	2%	-1%	-12%	0%	-5%	1%	3%
No opinion	0%	2%	-2%	0%	-2%	-3%	0%	0%	1%	0%	-1%	1%	-1%	0%	0%	-1%	0%	-1%	-1%	-1%	2%	1%	-1%	-1%	-2%	-1%	0%	7%	0%	-2%	-1%	-1%
Never heard of	1%	1%	0%	2%	0%	1%	2%	1%	0%	1%	0%	2%	0%	1%	1%	2%	0%	0%	0%	3%	0%	0%	1%	2%	1%	1%	0%	2%	0%	0%	0%	1%

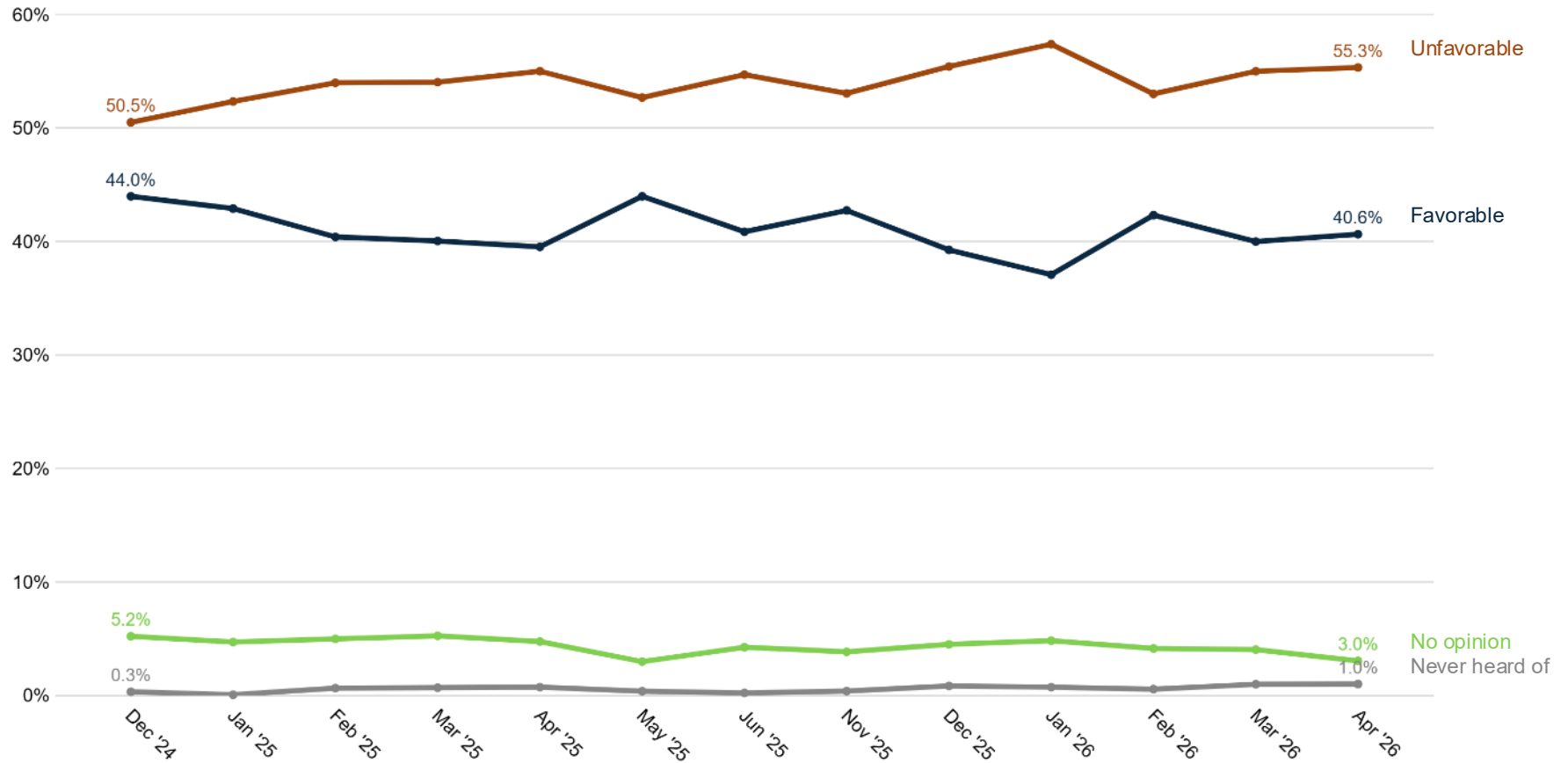
# Image: Democrats in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	41%	51%	43%	33%	34%	35%	31%	44%	50%	27%	35%	42%	49%	9%	31%	80%	43%	39%	40%	36%	67%	44%	43%	36%	46%	28%	9%	73%	49%	47%	39%	33%	41%
Unfavorable Total	55%	42%	53%	64%	65%	63%	66%	48%	47%	65%	61%	55%	47%	88%	62%	18%	50%	59%	58%	61%	26%	49%	52%	61%	48%	61%	87%	23%	38%	46%	56%	63%	57%
Very favorable	15%	20%	16%	14%	11%	12%	13%	20%	16%	10%	13%	15%	22%	3%	6%	34%	22%	14%	9%	11%	39%	16%	16%	13%	19%	7%	4%	27%	30%	20%	15%	12%	15%
Somewhat favorable	25%	31%	27%	19%	23%	24%	18%	24%	34%	17%	22%	27%	27%	5%	25%	46%	21%	26%	31%	25%	28%	28%	27%	24%	27%	21%	5%	46%	19%	27%	24%	21%	26%
Somewhat unfavorable	17%	19%	15%	20%	13%	19%	15%	15%	19%	16%	13%	17%	20%	15%	25%	13%	17%	18%	18%	17%	15%	17%	17%	15%	19%	29%	15%	17%	24%	16%	15%	20%	17%
Very unfavorable	39%	23%	38%	44%	51%	44%	51%	33%	28%	48%	48%	38%	27%	73%	37%	4%	33%	40%	41%	44%	11%	32%	35%	46%	29%	32%	73%	6%	15%	30%	41%	43%	40%
No opinion	3%	5%	3%	3%	1%	2%	2%	5%	2%	6%	3%	2%	4%	2%	5%	2%	5%	1%	1%	2%	4%	5%	3%	2%	5%	7%	2%	3%	9%	5%	4%	2%	2%
Never heard of	1%	2%	1%	1%	0%	0%	1%	3%	0%	2%	1%	0%	1%	3%	0%	2%	1%	0%	1%	3%	2%	2%	1%	1%	3%	1%	0%	4%	2%	1%	2%	0%	

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

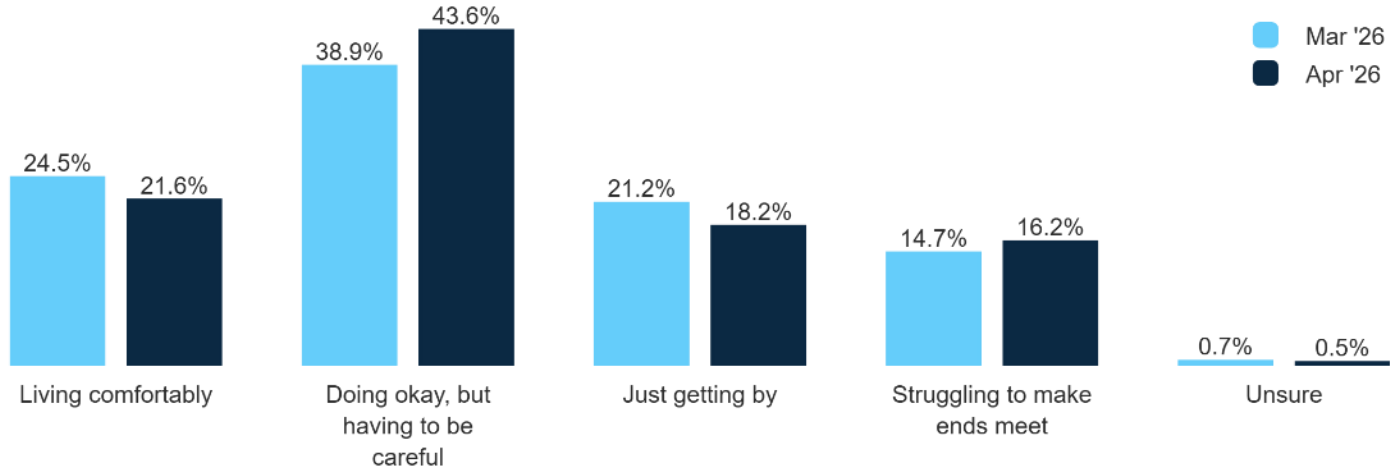
# Trend: Democrats in Congress Image



# Percent Change: Democrats in Congress Image (Mar '26 to Apr '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%	0%	1%	0%	1%	-2%	3%	-1%	2%	-3%	-2%	7%	0%	-4%	2%	-1%	1%	1%	2%	-2%	-1%	3%	2%	-1%	-5%	2%	0%	-2%	-3%	-1%	0%	2%
Unfavorable Total	0%	-3%	2%	0%	2%	4%	-2%	0%	-1%	2%	3%	-6%	1%	5%	-2%	0%	2%	-1%	0%	3%	1%	-3%	0%	1%	7%	1%	-1%	-8%	2%	2%	3%	0%
Very favorable	0%	3%	-3%	3%	-2%	-1%	1%	0%	-1%	-1%	-2%	4%	0%	-2%	1%	3%	-2%	-3%	0%	6%	-4%	0%	1%	-1%	-3%	1%	-1%	2%	1%	2%	0%	-1%
Somewhat favorable	1%	-3%	5%	-3%	3%	-2%	1%	-1%	2%	-2%	-1%	3%	1%	-2%	1%	-4%	3%	4%	2%	-8%	3%	3%	1%	0%	-3%	0%	1%	-3%	-5%	-3%	0%	3%
Somewhat unfavorable	1%	-1%	3%	1%	3%	3%	1%	2%	1%	3%	2%	1%	3%	2%	-1%	-1%	7%	1%	1%	3%	7%	1%	1%	3%	2%	3%	0%	-2%	3%	-2%	2%	2%
Very unfavorable	-1%	-2%	-1%	0%	-1%	2%	-3%	-1%	-2%	-1%	1%	-7%	-2%	2%	-1%	1%	-5%	-3%	-1%	0%	-6%	-4%	-1%	-2%	5%	-3%	-1%	-6%	-1%	4%	1%	-3%
No opinion	-1%	2%	-3%	-1%	-2%	-2%	-1%	0%	-1%	1%	-1%	-1%	-1%	-2%	1%	0%	-3%	0%	-2%	-3%	0%	-1%	-2%	0%	-3%	-3%	1%	6%	0%	0%	-4%	-2%
Never heard of	0%	1%	0%	0%	-1%	0%	0%	1%	0%	0%	0%	0%	0%	2%	-1%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	4%	1%	-1%	1%	0%

# Family Financial Situation



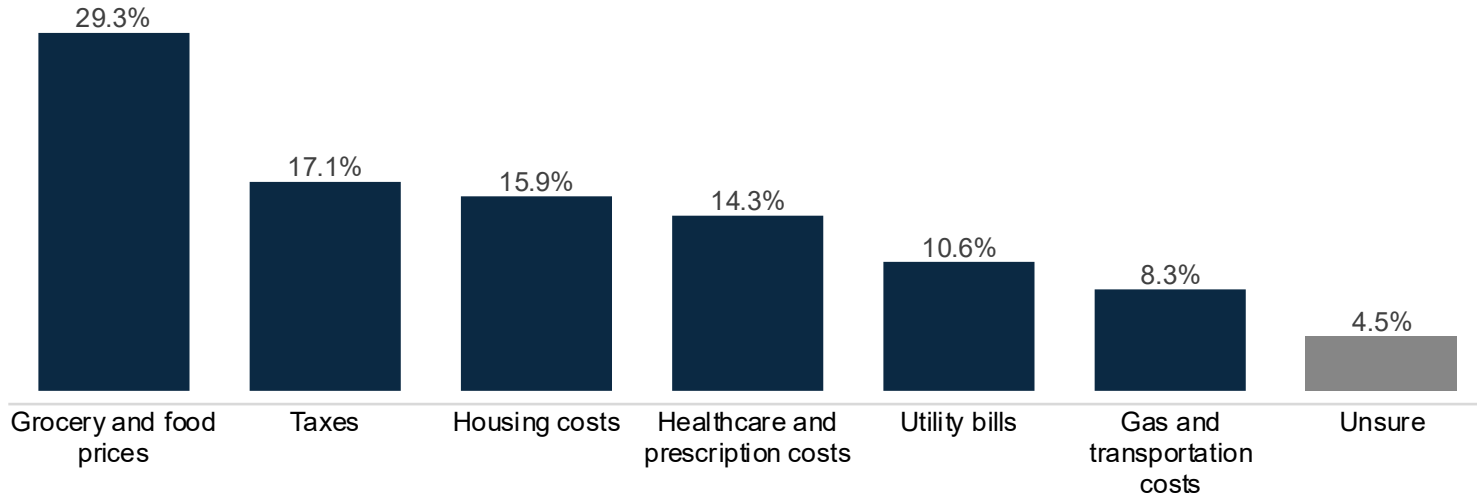
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Living comfortably	22%	16%	19%	21%	31%	35%	17%	11%	26%	23%	19%	24%	17%	28%	21%	16%	11%	18%	39%	24%	15%	14%	19%	28%	14%	15%	27%	18%	10%	11%	22%	16%	26%
Doing okay, but having to be careful	44%	35%	48%	44%	48%	45%	47%	41%	42%	33%	45%	48%	39%	44%	42%	45%	35%	53%	45%	44%	42%	44%	38%	47%	40%	40%	43%	45%	33%	38%	40%	47%	46%
Just getting by	18%	23%	17%	21%	12%	10%	22%	21%	19%	23%	22%	15%	21%	15%	21%	19%	25%	17%	11%	16%	22%	27%	22%	16%	21%	24%	17%	18%	24%	29%	15%	22%	15%
Struggling to make ends meet	16%	25%	15%	14%	9%	9%	14%	26%	14%	20%	15%	13%	22%	13%	15%	20%	29%	11%	5%	15%	20%	13%	21%	9%	25%	19%	12%	19%	30%	21%	22%	15%	13%
Unsure	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%	1%	0%	1%	0%	1%	0%	1%	2%	1%	0%	1%	1%	0%	1%	4%	1%	1%	1%	0%

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

# Percent Change: Family Financial Situation (Mar '26 to Apr '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
Living comfortably	-3%	0%	-6%	-1%	-3%	-2%	-4%	-5%	-2%	2%	-4%	-4%	-4%	1%	-4%	1%	-6%	-8%	-5%	4%	-4%	-1%	-3%	-3%	-4%	-3%	-4%	-6%	-8%	2%	-1%	-3%
Doing okay, but having to be careful	5%	-4%	7%	8%	8%	9%	8%	5%	-2%	-7%	7%	4%	4%	5%	5%	1%	5%	9%	4%	10%	9%	0%	5%	4%	2%	5%	4%	0%	4%	4%	9%	4%
Just getting by	-3%	2%	-3%	-7%	-5%	-8%	-3%	-3%	3%	-1%	-3%	-5%	-2%	-4%	-4%	-4%	-1%	-1%	-1%	-11%	2%	-2%	-2%	-4%	-1%	-1%	-5%	-9%	6%	-11%	-6%	-3%
Struggling to make ends meet	1%	2%	3%	0%	1%	1%	-1%	4%	2%	5%	0%	4%	2%	-2%	2%	2%	3%	0%	3%	-2%	-9%	3%	0%	3%	3%	0%	4%	11%	-3%	4%	-1%	2%
Unsure	0%	0%	0%	0%	0%	0%	0%	0%	-1%	1%	-1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	-1%	0%	0%	-1%	0%	4%	0%	1%	-1%	-1%

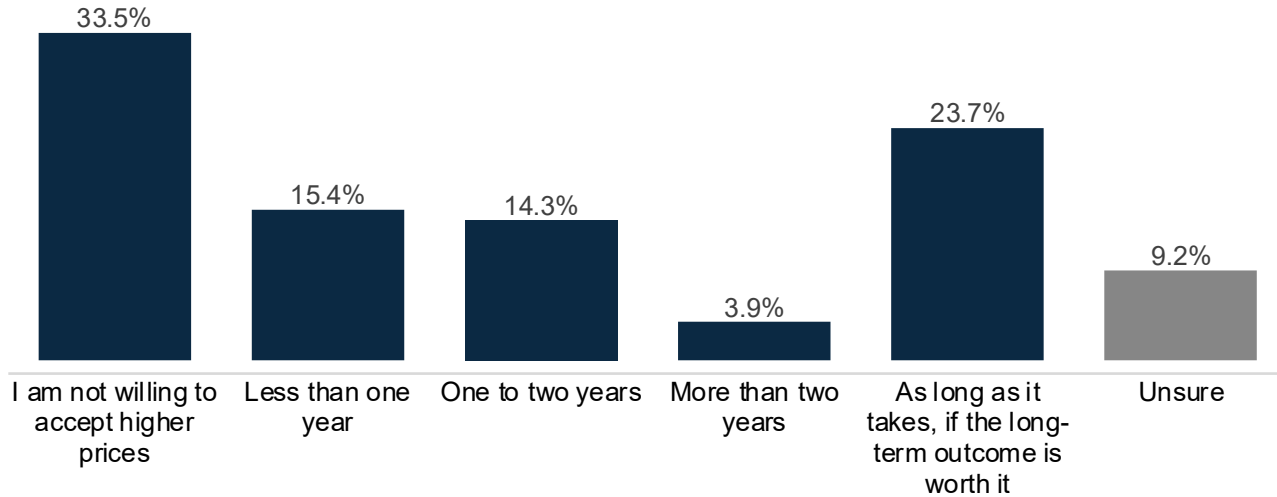
# Personal Cost Concerns



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Grocery and food prices	29%	34%	30%	28%	25%	24%	28%	35%	28%	33%	32%	28%	28%	24%	31%	35%	31%	26%	29%	33%	30%	28%	28%	32%	28%	23%	36%	18%	28%	26%	30%	31%	
Taxes	17%	7%	18%	20%	24%	26%	18%	9%	17%	12%	15%	21%	12%	28%	16%	7%	8%	16%	28%	18%	10%	13%	15%	22%	10%	17%	28%	8%	8%	8%	14%	21%	19%
Housing costs	16%	21%	13%	19%	11%	15%	15%	19%	15%	11%	14%	15%	22%	14%	17%	17%	20%	15%	12%	14%	19%	18%	18%	11%	21%	17%	15%	16%	31%	22%	21%	18%	12%
Healthcare and prescription costs	14%	11%	16%	14%	17%	17%	14%	11%	16%	12%	14%	14%	17%	12%	15%	16%	14%	16%	14%	16%	13%	9%	13%	16%	12%	15%	12%	17%	17%	11%	12%	12%	16%
Utility bills	11%	13%	13%	8%	7%	7%	8%	15%	10%	12%	13%	9%	11%	12%	10%	10%	13%	9%	9%	10%	14%	11%	15%	11%	10%	10%	11%	10%	17%	11%	14%	9%	10%
Gas and transportation costs	8%	10%	6%	9%	9%	6%	12%	7%	9%	13%	8%	9%	5%	6%	7%	11%	9%	10%	6%	8%	10%	14%	9%	8%	9%	9%	6%	9%	6%	16%	8%	7%	7%
Unsure	4%	3%	4%	3%	7%	5%	5%	3%	5%	6%	4%	4%	5%	5%	4%	4%	4%	4%	5%	5%	2%	4%	2%	5%	4%	4%	5%	4%	4%	2%	5%	3%	5%

Which of the following has put the most financial strain on you and your family over the past year?

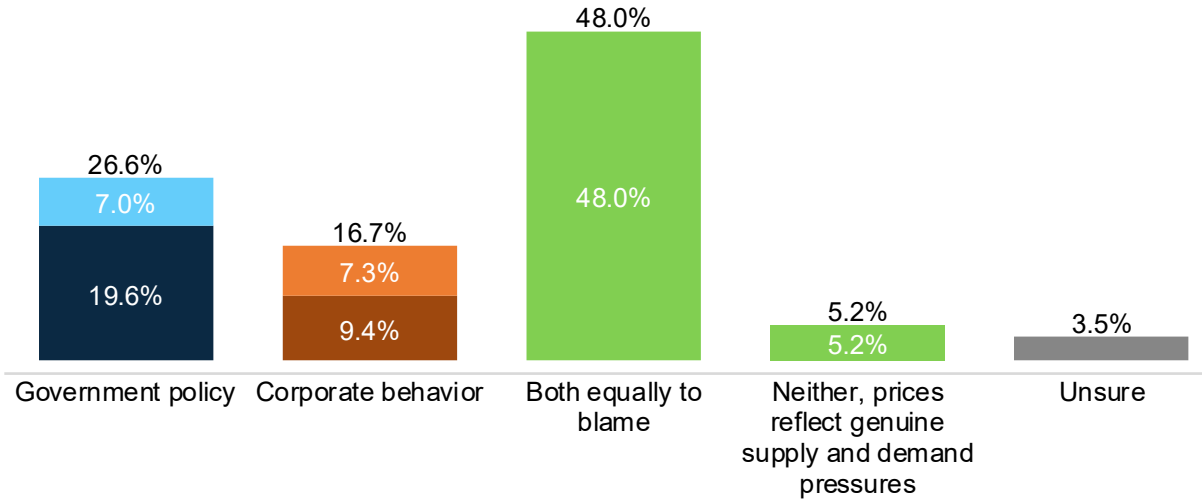
# Price Tradeoff



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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 am not willing to accept higher prices	33%	37%	37%	29%	29%	30%	29%	37%	36%	33%	33%	32%	37%	15%	37%	50%	35%	35%	30%	31%	42%	38%	33%	32%	35%	33%	16%	50%	37%	25%	37%	31%	35%
Less than one year	15%	15%	16%	14%	16%	13%	17%	14%	18%	13%	17%	17%	12%	18%	12%	14%	17%	12%	16%	17%	12%	14%	13%	15%	16%	15%	17%	14%	5%	20%	18%	10%	15%
One to two years	14%	14%	11%	15%	17%	19%	14%	13%	13%	12%	13%	16%	12%	18%	16%	10%	13%	13%	19%	15%	11%	14%	16%	15%	13%	17%	18%	10%	13%	15%	15%	15%	14%
More than two years	4%	7%	2%	5%	3%	5%	2%	5%	4%	2%	4%	3%	6%	4%	5%	4%	4%	5%	4%	4%	6%	4%	7%	4%	4%	7%	4%	3%	10%	6%	2%	4%	4%
As long as it takes, if the long-term outcome is worth it	24%	15%	22%	32%	27%	28%	30%	21%	17%	31%	23%	23%	23%	39%	19%	12%	20%	26%	26%	25%	20%	22%	26%	21%	16%	38%	11%	23%	24%	20%	28%	24%	
Unsure	9%	12%	11%	5%	7%	5%	8%	11%	13%	11%	11%	8%	9%	6%	11%	11%	11%	8%	5%	9%	9%	10%	8%	8%	11%	12%	7%	11%	13%	9%	8%	12%	9%

How long would you be willing to accept higher consumer prices if the result is a stronger domestic economy, more jobs, and higher pay?

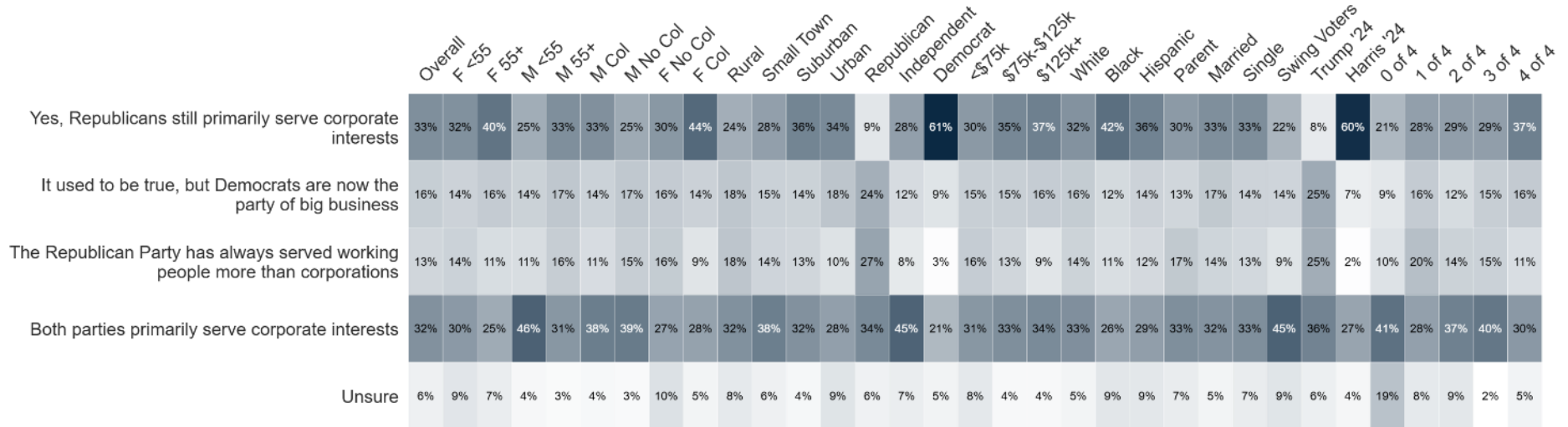
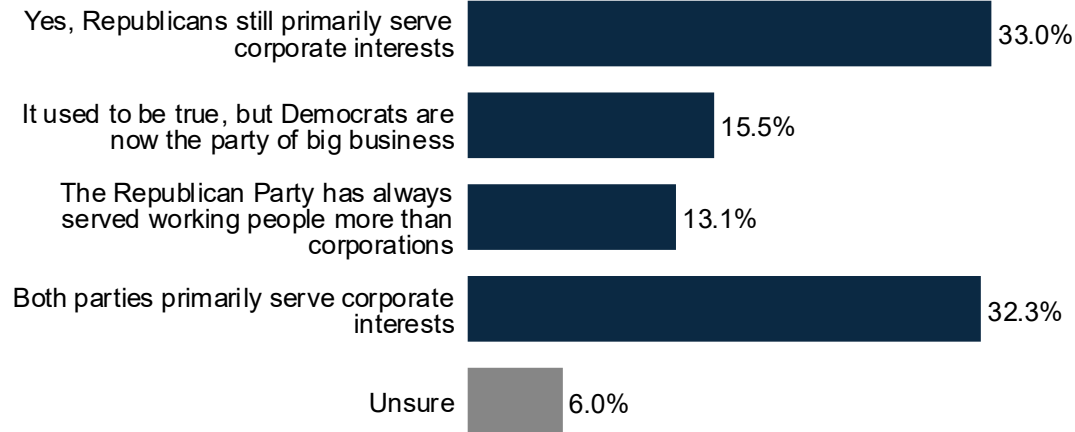
# Driver of High Prices



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Government policy	27%	24%	26%	31%	25%	32%	25%	25%	26%	22%	24%	26%	32%	24%	27%	30%	25%	27%	31%	25%	33%	29%	32%	29%	24%	24%	24%	30%	23%	36%	23%	24%	26%
Corporate behavior	17%	15%	17%	21%	14%	16%	19%	17%	16%	20%	18%	15%	19%	21%	16%	14%	18%	19%	13%	17%	15%	19%	18%	16%	18%	20%	14%	16%	18%	20%	18%	15%	
Definitely government policy	20%	17%	20%	24%	17%	22%	19%	19%	18%	17%	17%	20%	23%	16%	21%	23%	18%	21%	23%	18%	26%	25%	23%	22%	16%	15%	17%	23%	20%	23%	16%	20%	20%
Probably government policy	7%	7%	6%	7%	8%	9%	6%	6%	8%	5%	6%	7%	10%	8%	6%	7%	6%	8%	7%	8%	3%	9%	7%	7%	9%	7%	7%	3%	13%	7%	4%	6%	
Both equally to blame	48%	51%	48%	42%	50%	44%	48%	48%	52%	48%	51%	49%	42%	41%	51%	52%	48%	46%	49%	49%	44%	46%	43%	47%	49%	51%	43%	53%	54%	39%	47%	49%	50%
Probably corporate behavior	7%	7%	7%	10%	6%	8%	8%	8%	6%	9%	8%	6%	10%	11%	7%	4%	8%	7%	7%	8%	6%	7%	7%	6%	9%	7%	10%	4%	4%	8%	8%	9%	6%
Definitely corporate behavior	9%	8%	11%	11%	7%	8%	11%	9%	10%	11%	10%	9%	8%	10%	9%	10%	9%	12%	7%	9%	9%	12%	11%	10%	9%	8%	10%	9%	12%	10%	12%	9%	9%
Neither, prices reflect genuine supply and demand pressures	5%	4%	5%	4%	8%	7%	5%	5%	4%	5%	4%	6%	3%	10%	3%	2%	4%	6%	5%	6%	5%	1%	5%	6%	4%	4%	9%	2%	0%	3%	5%	6%	6%
Unsure	3%	5%	4%	1%	3%	2%	3%	6%	3%	4%	3%	3%	4%	4%	3%	2%	5%	2%	1%	3%	3%	5%	2%	5%	4%	5%	2%	7%	5%	5%	2%	3%	

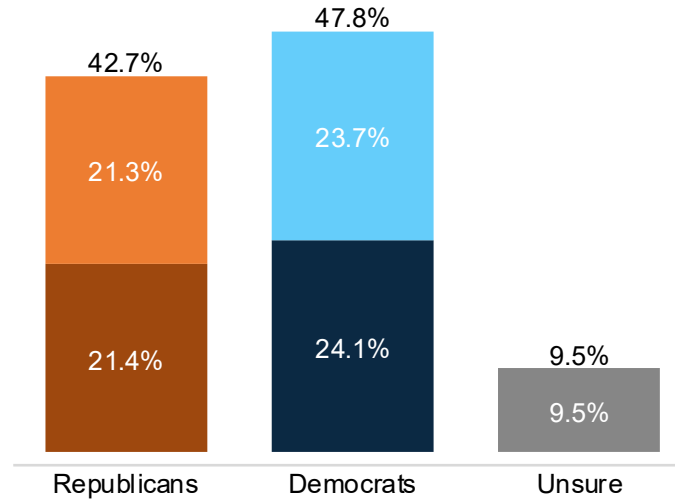
Some say prices are high because of government policy failures. Others say it's because large companies are charging more than necessary to boost profits. Do you believe government policy failures or corporate behavior are more to blame for high prices?

# Corporations and the GOP



Historically, the Republican Party has been described as the party of big business. Do you think that is still true today?

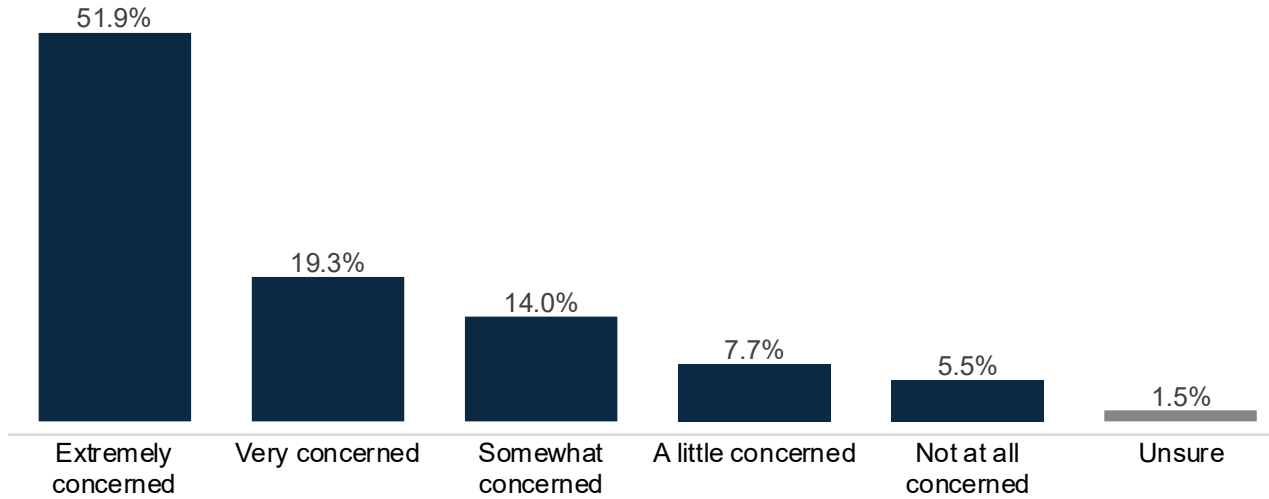
# Party of the Working Class



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Republicans	43%	30%	43%	47%	52%	45%	54%	42%	31%	56%	50%	41%	34%	85%	35%	5%	43%	43%	41%	48%	18%	37%	42%	48%	36%	38%	84%	4%	23%	42%	42%	47%	43%
Democrats	48%	58%	48%	42%	42%	46%	38%	47%	60%	32%	38%	52%	54%	8%	45%	91%	47%	48%	51%	43%	75%	52%	49%	43%	54%	36%	7%	90%	49%	46%	45%	42%	50%
Definitely Republicans	21%	14%	23%	20%	30%	23%	26%	20%	16%	29%	21%	22%	15%	48%	13%	1%	20%	22%	21%	24%	10%	15%	20%	25%	17%	9%	44%	1%	6%	15%	21%	24%	23%
More so Republicans	21%	16%	20%	27%	22%	22%	28%	22%	15%	27%	29%	19%	19%	38%	22%	4%	23%	21%	20%	24%	8%	22%	22%	23%	19%	29%	40%	3%	17%	27%	20%	23%	20%
More so Democrats	24%	32%	20%	22%	20%	22%	20%	21%	31%	17%	21%	25%	27%	5%	30%	39%	22%	23%	28%	22%	30%	25%	26%	21%	28%	29%	5%	42%	35%	25%	22%	23%	24%
Definitely Democrats	24%	26%	28%	19%	22%	24%	18%	25%	29%	15%	18%	27%	27%	3%	15%	52%	25%	25%	23%	21%	45%	27%	23%	23%	26%	8%	2%	47%	14%	21%	24%	19%	27%
Unsure	10%	12%	9%	11%	6%	9%	8%	11%	9%	12%	12%	7%	12%	7%	20%	5%	11%	9%	8%	9%	7%	11%	10%	9%	10%	25%	9%	6%	27%	12%	13%	11%	7%

Which party do you consider to be the party that looks out for the working class?

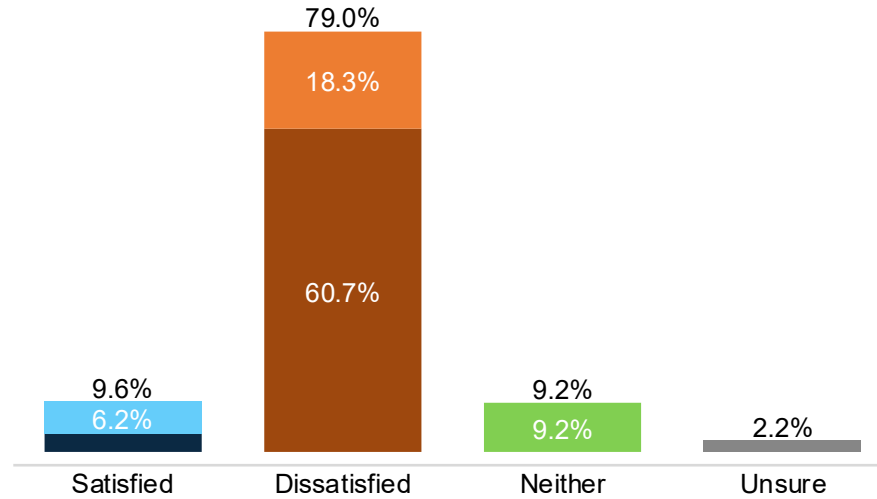
# Wealthy Influence Concern



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	52%	54%	56%	48%	49%	52%	45%	51%	59%	47%	51%	52%	56%	31%	54%	72%	48%	55%	56%	51%	54%	58%	47%	52%	52%	40%	29%	75%	55%	49%	46%	50%	55%
Very concerned	19%	16%	19%	18%	24%	19%	23%	19%	16%	22%	19%	19%	18%	24%	17%	16%	20%	20%	16%	20%	18%	17%	16%	19%	20%	23%	23%	15%	16%	17%	19%	23%	19%
Somewhat concerned	14%	15%	14%	14%	13%	12%	15%	15%	14%	16%	14%	14%	14%	22%	12%	7%	15%	11%	15%	15%	11%	15%	17%	15%	13%	17%	23%	5%	6%	16%	17%	13%	13%
A little concerned	8%	9%	6%	11%	6%	8%	8%	9%	5%	5%	8%	8%	8%	11%	9%	3%	9%	7%	7%	8%	9%	5%	12%	7%	9%	13%	12%	3%	18%	11%	10%	7%	6%
Not at all concerned	6%	4%	4%	8%	7%	8%	7%	4%	4%	8%	6%	6%	3%	9%	6%	2%	5%	5%	6%	6%	6%	2%	7%	6%	5%	4%	10%	1%	0%	5%	6%	5%	6%
Unsure	1%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	0%	3%	2%	0%	1%	2%	3%	1%	1%	2%	3%	2%	0%	6%	2%	2%	1%	1%	

How concerned are you about billionaires using their wealth to influence American politics and government policy, regardless of which party they support?

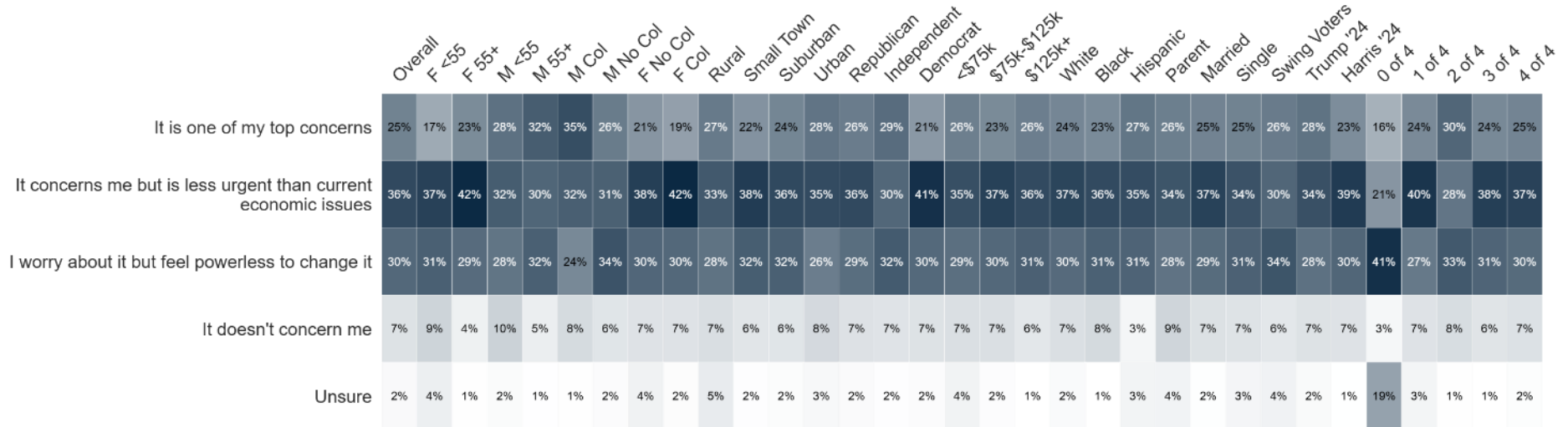
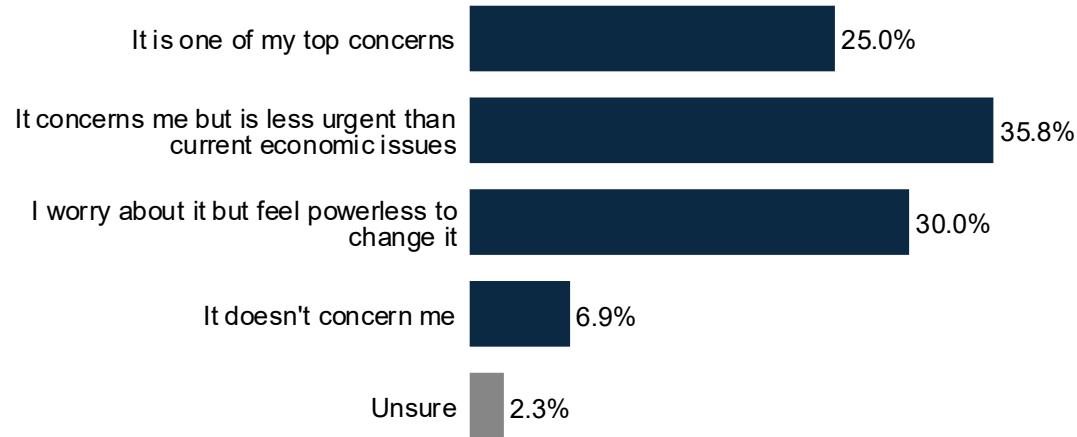
# Satisfaction with Government Spending



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Satisfied Total	10%	9%	8%	14%	8%	9%	12%	12%	5%	14%	10%	8%	12%	16%	8%	5%	13%	12%	5%	8%	18%	13%	12%	9%	11%	8%	15%	5%	15%	17%	8%	11%	7%
Dissatisfied Total	79%	71%	82%	78%	85%	86%	77%	70%	84%	72%	80%	82%	75%	70%	85%	85%	72%	79%	88%	81%	65%	77%	74%	81%	76%	74%	72%	87%	63%	65%	79%	79%	84%
Very satisfied	3%	4%	3%	5%	3%	2%	5%	4%	2%	6%	3%	2%	5%	5%	2%	2%	5%	4%	1%	2%	10%	3%	5%	3%	4%	2%	5%	2%	3%	9%	2%	4%	2%
Somewhat satisfied	6%	5%	5%	9%	5%	7%	7%	7%	3%	8%	7%	5%	7%	10%	6%	2%	8%	7%	4%	6%	8%	10%	7%	6%	6%	6%	10%	2%	13%	8%	6%	6%	5%
Neither satisfied nor dissatisfied	9%	16%	7%	8%	6%	5%	8%	14%	9%	12%	8%	8%	11%	12%	5%	9%	12%	8%	7%	9%	13%	6%	12%	8%	10%	14%	11%	7%	12%	15%	12%	6%	8%
Somewhat dissatisfied	18%	16%	17%	15%	25%	23%	18%	15%	18%	17%	20%	17%	20%	23%	18%	14%	18%	16%	21%	20%	10%	16%	18%	19%	18%	23%	22%	13%	20%	14%	22%	21%	18%
Very dissatisfied	61%	56%	64%	62%	60%	63%	60%	55%	66%	55%	60%	65%	54%	47%	67%	72%	53%	63%	67%	61%	55%	61%	56%	62%	58%	51%	50%	74%	44%	51%	57%	58%	66%
Unsure	2%	3%	3%	1%	1%	0%	2%	5%	1%	3%	2%	2%	3%	2%	2%	1%	3%	1%	1%	2%	3%	4%	2%	2%	3%	4%	2%	1%	10%	4%	1%	4%	1%

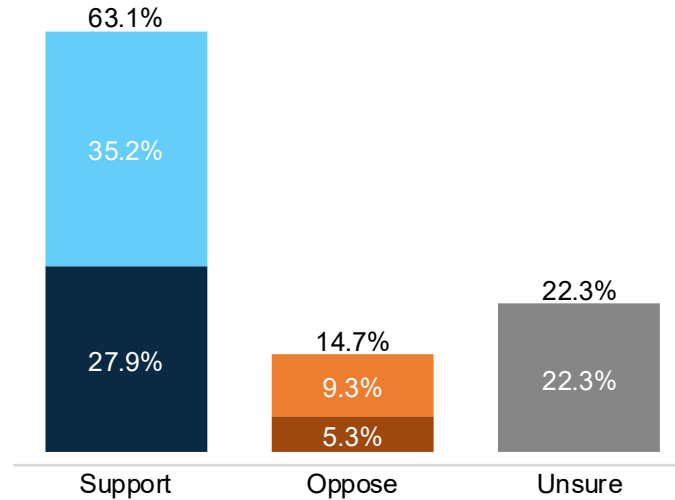
Thinking about how your federal tax dollars are used by the government, how satisfied are you with how that money is being spent?

# Debt Concern



The national debt has grown under every recent president, including Trump, Biden, Obama, and Bush. How much does the national debt personally concern you when you think about the future?

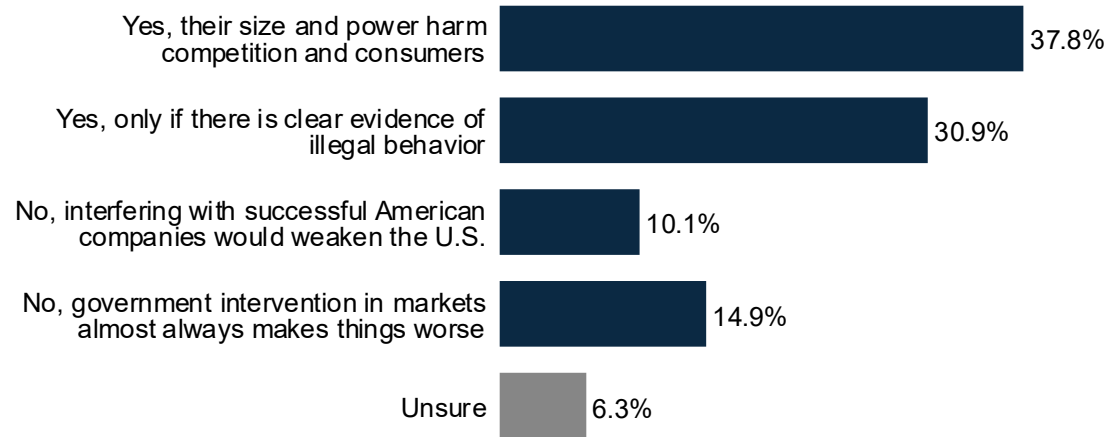
# Paul Penny Plan to Cut Debt



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	63%	55%	61%	63%	74%	71%	67%	56%	60%	68%	65%	64%	55%	75%	61%	53%	57%	63%	72%	65%	56%	59%	63%	66%	59%	62%	74%	54%	48%	56%	62%	62%	66%
Oppose Total	15%	17%	10%	21%	12%	15%	16%	14%	13%	10%	14%	13%	22%	11%	15%	18%	17%	9%	14%	17%	20%	18%	13%	16%	18%	11%	18%	23%	22%	14%	13%	13%	
Strongly support	28%	19%	24%	32%	39%	38%	34%	20%	22%	33%	27%	30%	22%	39%	28%	17%	24%	27%	35%	29%	20%	23%	27%	31%	24%	25%	38%	19%	17%	27%	28%	28%	29%
Somewhat support	35%	37%	38%	31%	35%	33%	33%	36%	38%	36%	38%	35%	34%	36%	33%	37%	33%	36%	37%	36%	36%	36%	36%	35%	37%	35%	36%	31%	29%	33%	34%	38%	
Somewhat oppose	9%	12%	7%	10%	8%	8%	10%	10%	10%	5%	10%	9%	13%	8%	9%	10%	11%	10%	6%	9%	9%	11%	12%	8%	11%	13%	8%	10%	19%	16%	10%	8%	8%
Strongly oppose	5%	5%	2%	11%	4%	8%	7%	4%	3%	4%	5%	4%	9%	3%	6%	7%	5%	7%	4%	5%	7%	9%	5%	5%	5%	5%	3%	7%	4%	7%	5%	6%	5%
Unsure	22%	28%	29%	16%	14%	14%	17%	30%	27%	22%	21%	23%	23%	14%	24%	29%	26%	20%	19%	21%	28%	21%	19%	20%	25%	21%	15%	28%	29%	22%	24%	25%	21%

Thinking about proposals to reduce the national debt, would you support or oppose a plan that limits federal spending growth to no more than 4% per year so that spending grows more slowly than the economy over time?

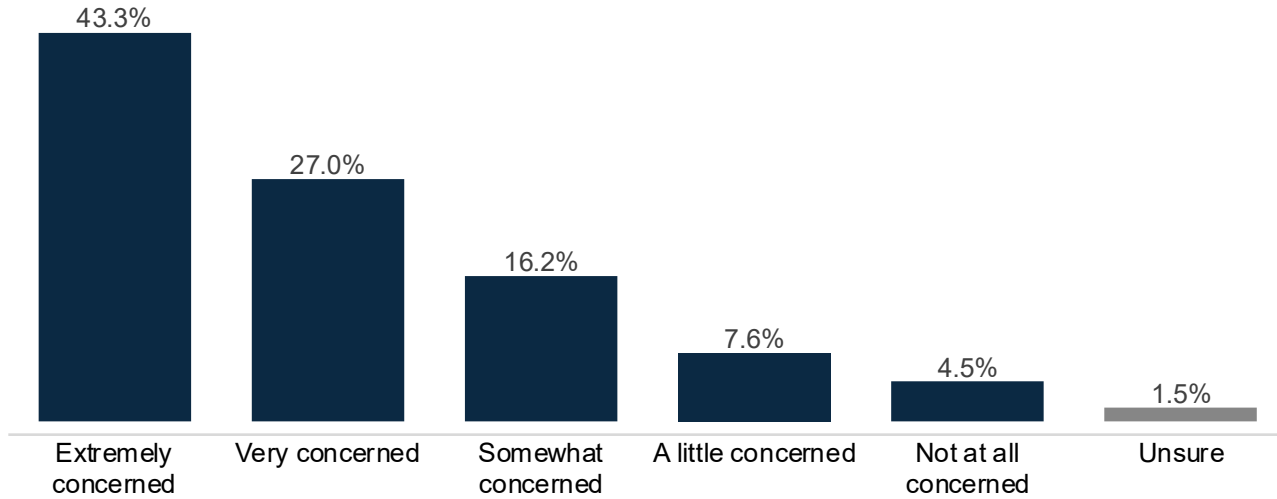
# Big Tech and Market Power



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	69%	66%	72%	69%	69%	70%	68%	64%	74%	61%	68%	71%	68%	62%	68%	77%	66%	73%	70%	70%	67%	69%	68%	69%	61%	60%	78%	67%	65%	66%	72%	70%	
No Total	25%	26%	21%	27%	27%	27%	27%	26%	20%	32%	25%	24%	23%	31%	25%	18%	24%	24%	27%	24%	29%	24%	27%	23%	30%	32%	18%	17%	28%	28%	22%	24%	
Yes, their size and power harm competition and consumers	38%	40%	38%	38%	35%	41%	33%	35%	43%	34%	33%	38%	43%	27%	38%	50%	35%	40%	39%	39%	32%	39%	34%	37%	38%	27%	26%	50%	36%	33%	37%	43%	38%
Yes, only if there is clear evidence of illegal behavior	31%	26%	34%	31%	34%	30%	35%	29%	31%	27%	35%	33%	25%	35%	30%	28%	30%	33%	31%	31%	35%	30%	33%	32%	30%	34%	34%	28%	30%	32%	28%	29%	32%
No, interfering with successful American companies would weaken the U.S.	10%	12%	7%	11%	11%	10%	12%	11%	9%	11%	11%	9%	11%	13%	8%	8%	12%	8%	10%	10%	12%	9%	11%	11%	10%	12%	13%	7%	9%	14%	10%	10%	9%
No, government intervention in markets almost always makes things worse	15%	14%	13%	16%	17%	17%	15%	15%	12%	21%	14%	15%	12%	18%	17%	10%	12%	16%	18%	14%	17%	14%	16%	16%	14%	19%	19%	10%	8%	13%	18%	12%	15%
Unsure	6%	8%	8%	5%	4%	3%	5%	10%	6%	7%	7%	5%	8%	7%	7%	5%	10%	3%	3%	6%	5%	7%	6%	5%	8%	9%	8%	4%	16%	8%	6%	6%	6%

Companies like Google, Amazon, Meta, and Apple have become dominant in their industries. Do you think the federal government should take a more active role in limiting their market power and preventing monopolies?

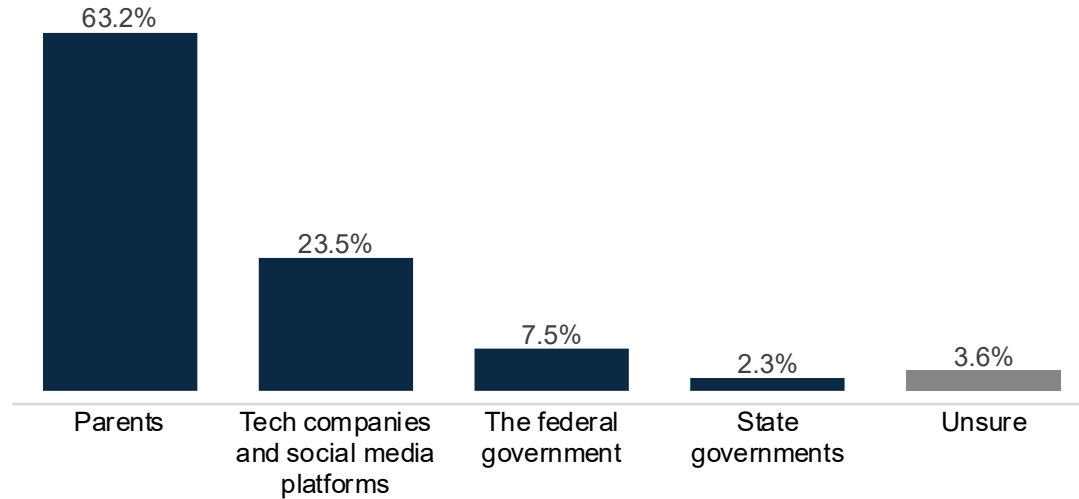
# Online Content Concern



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	43%	45%	53%	32%	40%	37%	36%	50%	49%	50%	45%	42%	40%	47%	40%	41%	45%	48%	36%	42%	46%	50%	45%	44%	43%	41%	47%	40%	45%	44%	45%	43%	43%
Very concerned	27%	23%	27%	23%	34%	28%	30%	24%	26%	26%	25%	28%	27%	28%	28%	25%	24%	30%	27%	27%	31%	24%	22%	26%	29%	28%	29%	25%	21%	22%	28%	30%	28%
Somewhat concerned	16%	18%	12%	21%	14%	17%	18%	14%	16%	10%	18%	17%	16%	13%	17%	19%	16%	14%	20%	16%	14%	15%	20%	17%	14%	17%	12%	21%	22%	21%	12%	12%	17%
A little concerned	8%	7%	4%	12%	7%	11%	8%	6%	6%	6%	5%	9%	7%	7%	6%	9%	7%	5%	10%	9%	6%	4%	8%	7%	8%	7%	6%	10%	2%	6%	10%	8%	8%
Not at all concerned	4%	4%	2%	9%	4%	6%	6%	3%	3%	5%	4%	4%	7%	5%	6%	3%	5%	3%	5%	5%	2%	4%	4%	5%	4%	4%	5%	4%	4%	5%	4%	6%	4%
Unsure	2%	2%	1%	2%	1%	1%	2%	2%	1%	3%	2%	1%	2%	1%	2%	1%	3%	0%	1%	1%	1%	3%	1%	1%	2%	3%	1%	1%	5%	2%	1%	1%	1%

How concerned are you about the type of content children can access on the internet today?

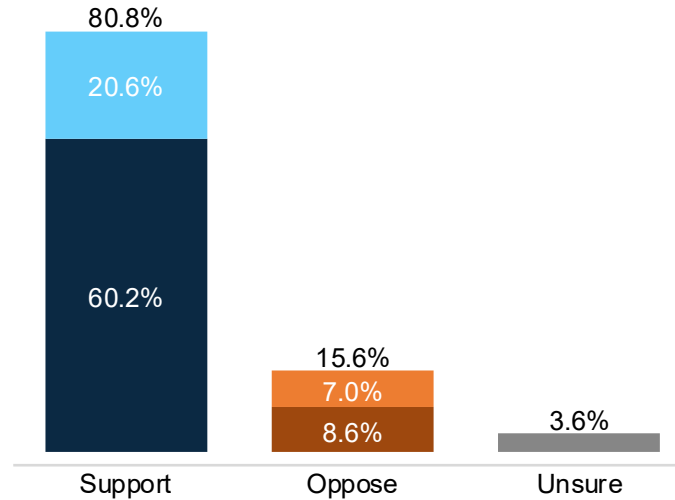
# Responsibility for Online Protections



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Parents	63%	53%	63%	67%	70%	68%	69%	64%	52%	68%	62%	65%	56%	70%	64%	57%	60%	63%	68%	64%	58%	64%	59%	69%	56%	59%	70%	57%	44%	55%	62%	69%	65%
Tech companies and social media platforms	23%	28%	27%	20%	18%	19%	20%	24%	30%	17%	25%	22%	30%	20%	23%	27%	25%	23%	22%	23%	22%	25%	26%	21%	26%	25%	20%	27%	21%	28%	24%	19%	23%
The federal government	7%	10%	6%	8%	6%	7%	8%	6%	10%	8%	7%	7%	9%	6%	6%	10%	8%	9%	6%	7%	12%	7%	8%	6%	10%	8%	5%	9%	22%	7%	12%	6%	6%
State governments	2%	3%	1%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	6%	2%	4%	1%	3%	2%	2%	2%	5%	4%	2%	1%	2%	
Unsure	4%	6%	3%	2%	3%	3%	2%	3%	6%	4%	4%	4%	2%	2%	5%	4%	4%	3%	3%	4%	3%	2%	3%	3%	4%	5%	2%	5%	7%	5%	1%	5%	3%

Who do you think should have the most responsibility to limit children's exposure to harmful content online?

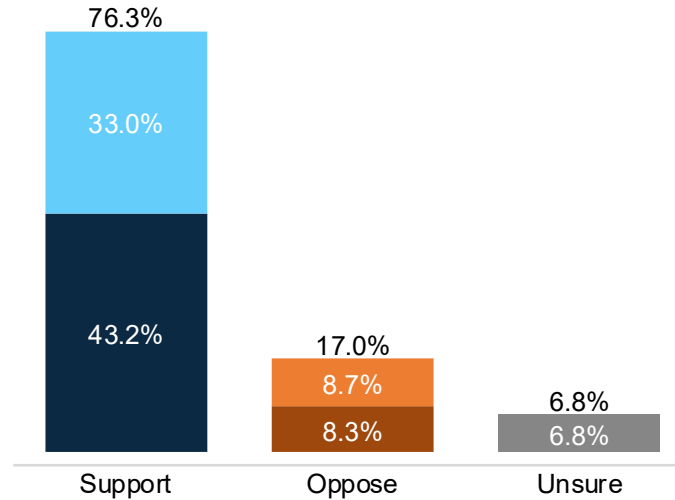
# Online Content Restrictions



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	81%	79%	97%	60%	84%	72%	72%	86%	90%	83%	86%	81%	77%	88%	73%	78%	79%	83%	80%	82%	75%	79%	76%	82%	79%	77%	85%	78%	65%	75%	83%	76%	84%
Oppose Total	16%	17%	2%	34%	12%	24%	23%	9%	9%	14%	11%	16%	18%	9%	22%	18%	16%	14%	17%	15%	21%	17%	20%	14%	17%	19%	12%	18%	27%	21%	16%	18%	13%
Strongly support	60%	59%	79%	38%	61%	52%	49%	71%	67%	69%	62%	58%	59%	68%	55%	55%	59%	64%	57%	62%	56%	60%	54%	62%	58%	56%	67%	55%	48%	50%	68%	55%	63%
Somewhat support	21%	20%	18%	22%	23%	21%	24%	15%	23%	14%	24%	22%	18%	20%	18%	23%	20%	20%	23%	20%	19%	19%	22%	20%	21%	21%	19%	22%	17%	25%	15%	21%	21%
Somewhat oppose	7%	9%	1%	14%	5%	11%	8%	6%	4%	8%	4%	7%	8%	3%	11%	9%	9%	6%	6%	7%	9%	8%	10%	6%	9%	11%	5%	8%	15%	14%	7%	6%	5%
Strongly oppose	9%	9%	1%	20%	7%	12%	14%	4%	5%	7%	7%	9%	10%	6%	11%	10%	8%	8%	11%	8%	12%	9%	10%	9%	8%	8%	7%	10%	12%	7%	9%	12%	8%
Unsure	4%	4%	2%	6%	4%	4%	5%	4%	1%	3%	3%	3%	6%	3%	5%	3%	5%	2%	3%	3%	4%	4%	4%	3%	4%	3%	3%	4%	8%	4%	1%	6%	3%

Would you support or oppose requiring age verification to access adult content online, even if it made some websites harder to use?

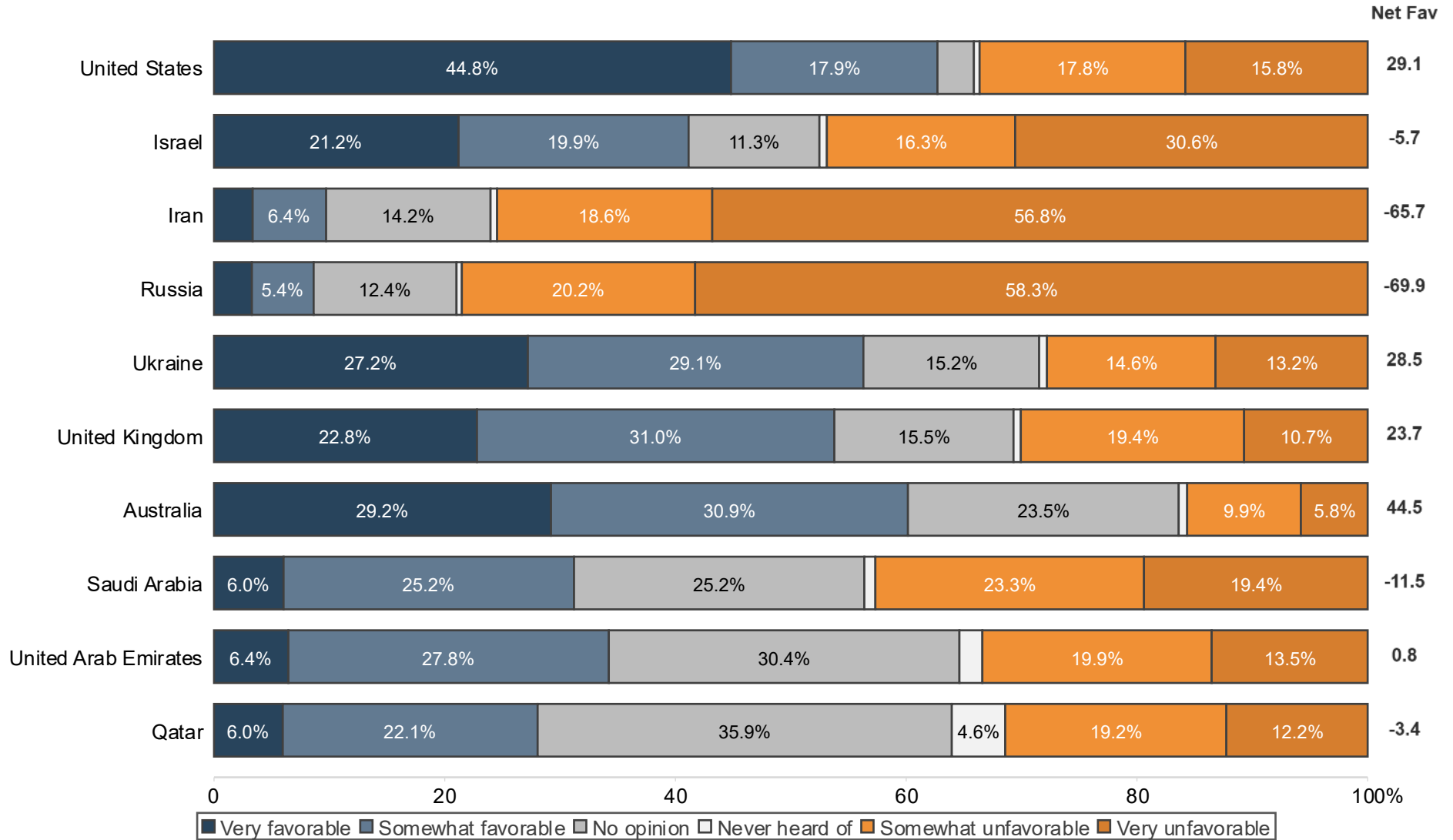
# Government Regulation of Content



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	76%	78%	80%	69%	76%	75%	71%	77%	82%	77%	74%	76%	79%	78%	76%	75%	76%	79%	75%	76%	77%	78%	77%	78%	74%	75%	79%	76%	67%	70%	78%	76%	78%
Oppose Total	17%	15%	12%	23%	18%	19%	22%	15%	12%	17%	17%	18%	14%	14%	18%	19%	17%	14%	19%	16%	19%	17%	18%	15%	19%	17%	14%	18%	28%	21%	14%	19%	16%
Strongly support	43%	47%	51%	30%	42%	39%	35%	51%	48%	44%	43%	42%	47%	48%	35%	44%	45%	45%	39%	42%	50%	43%	42%	45%	41%	36%	47%	40%	42%	39%	48%	43%	44%
Somewhat support	33%	31%	29%	39%	34%	37%	36%	26%	35%	33%	31%	34%	33%	30%	41%	32%	31%	34%	36%	35%	27%	35%	35%	33%	33%	39%	31%	36%	25%	31%	30%	33%	35%
Somewhat oppose	9%	9%	5%	11%	10%	9%	12%	8%	6%	7%	8%	10%	7%	7%	9%	11%	10%	8%	9%	8%	12%	7%	10%	7%	11%	10%	6%	10%	18%	11%	6%	8%	8%
Strongly oppose	8%	6%	7%	13%	8%	10%	10%	7%	6%	10%	9%	8%	7%	7%	9%	9%	8%	6%	10%	8%	6%	10%	8%	8%	8%	7%	8%	9%	9%	10%	8%	10%	7%
Unsure	7%	6%	8%	7%	5%	6%	7%	8%	5%	6%	9%	6%	7%	8%	6%	5%	7%	7%	6%	7%	4%	5%	5%	7%	7%	8%	7%	6%	5%	9%	8%	5%	6%

Do you support or oppose the federal government setting rules for what content tech companies are allowed to show to minors?

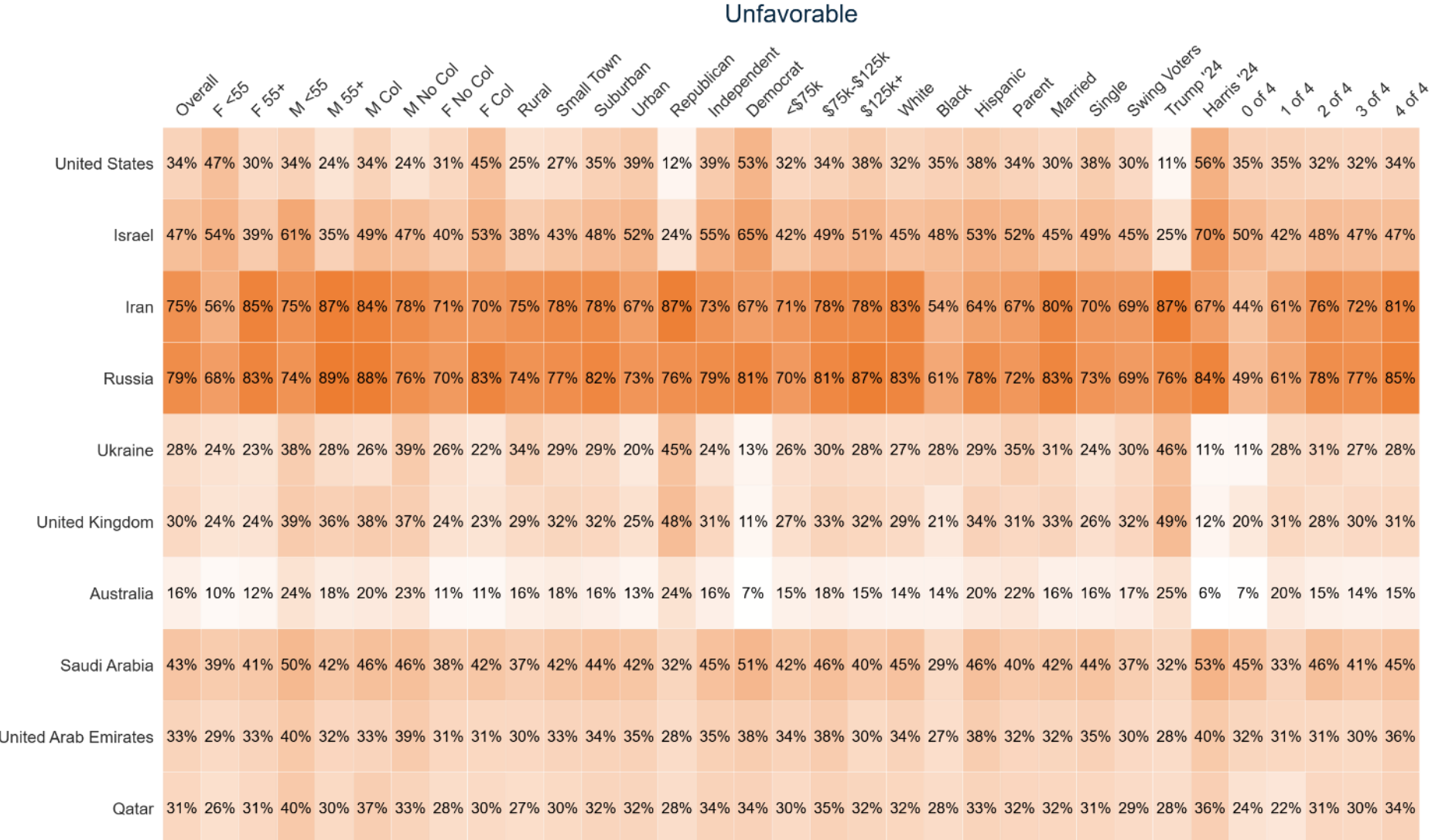
# Countries' Image Tests



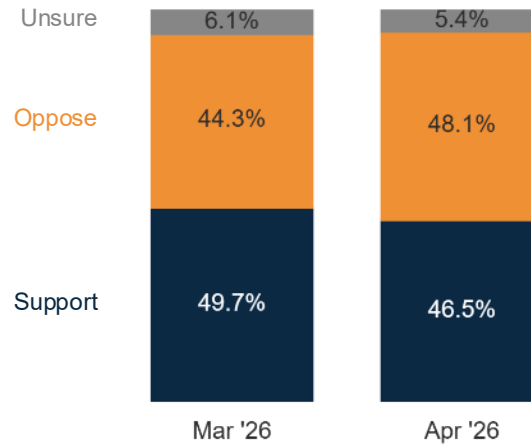
# Countries' Image Tests Heatmap - Favorable



# Countries' Image Tests Heatmap - Unfavorable



# Military Action Against Iran



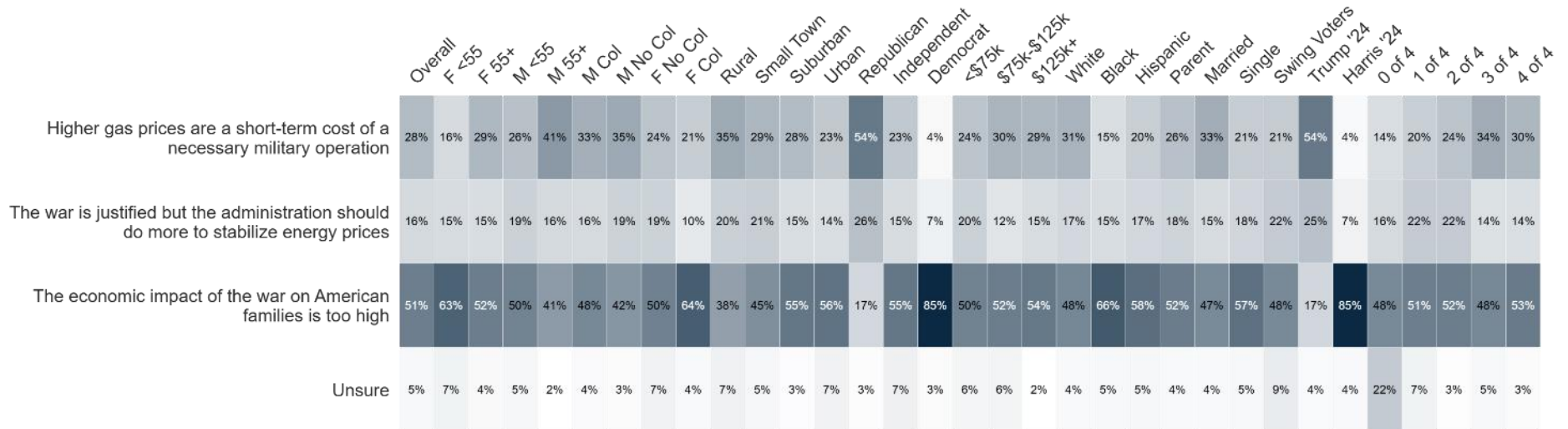
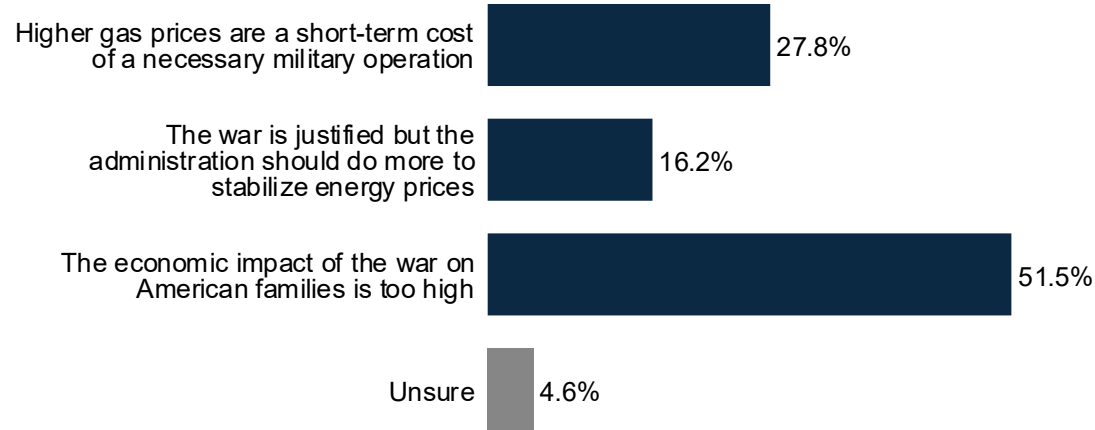
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	46%	33%	48%	47%	60%	50%	57%	46%	34%	56%	54%	45%	38%	82%	43%	12%	46%	45%	46%	51%	23%	43%	46%	52%	40%	48%	83%	11%	17%	46%	51%	50%	46%
Oppose Total	48%	59%	47%	48%	37%	48%	38%	46%	60%	37%	42%	51%	53%	14%	49%	83%	46%	50%	52%	45%	71%	50%	51%	44%	53%	43%	13%	83%	55%	47%	42%	46%	50%
Strongly support	32%	17%	35%	27%	48%	36%	39%	32%	21%	46%	40%	31%	21%	64%	24%	4%	30%	34%	29%	36%	12%	23%	25%	37%	25%	22%	62%	4%	14%	22%	31%	36%	34%
Somewhat support	15%	15%	12%	20%	12%	14%	18%	14%	14%	10%	15%	15%	18%	19%	19%	8%	16%	12%	17%	15%	11%	20%	20%	15%	15%	26%	21%	7%	3%	25%	19%	13%	12%
Somewhat oppose	12%	16%	11%	13%	11%	14%	10%	14%	12%	11%	11%	13%	14%	6%	12%	19%	15%	13%	9%	11%	21%	11%	14%	10%	16%	18%	6%	18%	20%	15%	11%	12%	12%
Strongly oppose	36%	44%	36%	36%	27%	34%	29%	32%	48%	25%	31%	38%	39%	8%	37%	64%	31%	37%	42%	33%	50%	39%	37%	34%	37%	25%	7%	65%	34%	32%	32%	34%	38%
Unsure	5%	8%	6%	5%	3%	2%	5%	8%	5%	7%	4%	4%	9%	3%	8%	5%	8%	4%	2%	4%	6%	7%	3%	4%	7%	10%	4%	5%	29%	7%	7%	5%	4%

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

# Percent Change: Military Action Against Iran (Mar '26 to Apr '26)

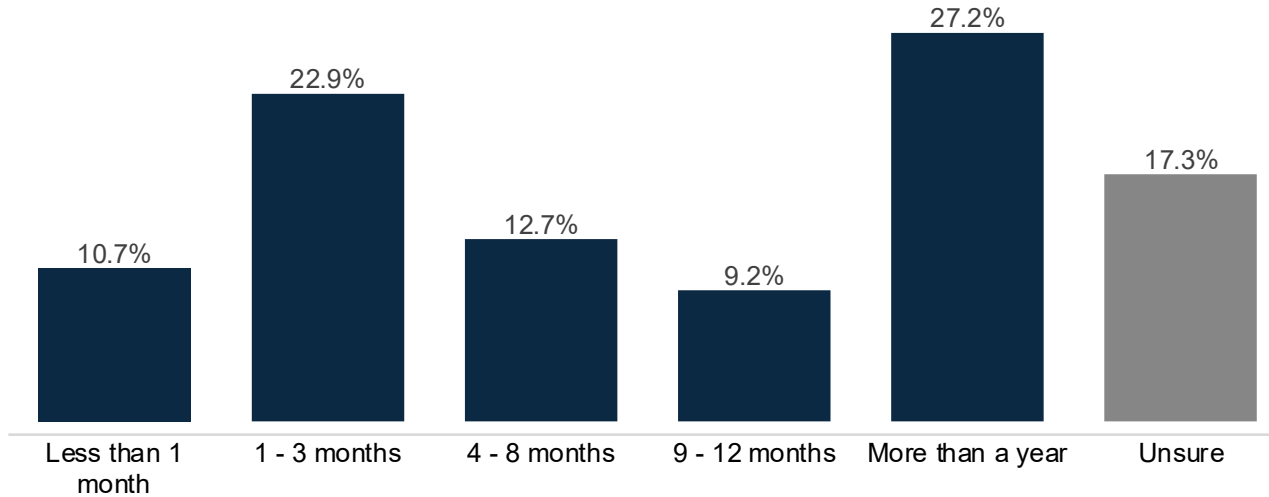
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	≤\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-3%	2%	-6%	-6%	-3%	1%	-9%	-1%	-3%	-3%	-2%	-5%	-5%	2%	-3%	2%	-10%	-4%	-4%	-2%	1%	-6%	-4%	-2%	-4%	-4%	-3%	-23%	-7%	5%	2%	-5%
Oppose Total	4%	-1%	9%	3%	3%	0%	6%	4%	4%	3%	3%	4%	5%	-3%	5%	-2%	9%	7%	5%	5%	0%	9%	5%	2%	4%	4%	4%	6%	6%	-2%	-2%	6%
Strongly support	-2%	0%	-2%	-5%	-3%	2%	-11%	0%	-2%	4%	-2%	-7%	-4%	-1%	-1%	2%	-4%	-7%	-2%	-1%	-5%	-5%	-3%	-2%	-3%	-4%	-2%	-7%	-9%	-2%	4%	-2%
Somewhat support	-1%	2%	-3%	-1%	-1%	-2%	2%	-1%	0%	-8%	1%	2%	-1%	3%	-2%	1%	-6%	3%	-1%	0%	6%	-1%	-1%	1%	-1%	0%	-1%	-16%	2%	7%	-2%	-2%
Somewhat oppose	0%	-1%	2%	-2%	0%	0%	-2%	1%	1%	0%	-1%	2%	1%	-1%	0%	2%	1%	-4%	0%	0%	-2%	-1%	-1%	0%	-1%	1%	-1%	6%	1%	-5%	-4%	2%
Strongly oppose	4%	0%	7%	5%	4%	0%	8%	3%	3%	3%	3%	2%	5%	-2%	5%	-4%	8%	11%	5%	5%	1%	10%	5%	2%	5%	3%	5%	0%	5%	4%	2%	4%
Unsure	-1%	-1%	-4%	3%	0%	-1%	3%	-3%	-1%	1%	-1%	1%	0%	1%	-2%	0%	1%	-2%	-1%	-3%	0%	-3%	-1%	-1%	0%	0%	-1%	17%	1%	-3%	-1%	-1%

# Gas Prices and Iran War



Gas prices rose sharply after U.S. military operations against Iran began. Which of the following best reflects your view?

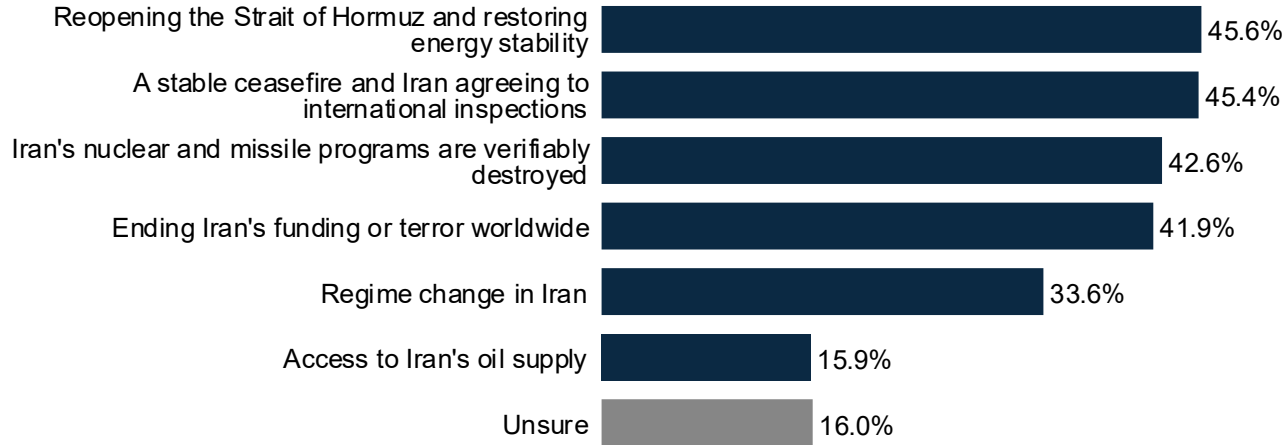
# Iran War Duration Expectation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Less than 1 month	11%	7%	11%	9%	16%	12%	14%	10%	8%	19%	11%	9%	10%	18%	10%	5%	11%	12%	9%	12%	6%	4%	10%	13%	8%	7%	17%	5%	2%	7%	11%	13%	11%
1 - 3 months	23%	14%	23%	25%	30%	29%	26%	19%	19%	20%	24%	24%	20%	38%	18%	11%	19%	24%	25%	26%	12%	21%	21%	26%	19%	18%	38%	9%	15%	21%	23%	22%	24%
4 - 8 months	13%	16%	10%	12%	13%	13%	13%	13%	13%	12%	12%	13%	13%	14%	12%	12%	14%	11%	15%	12%	18%	15%	16%	12%	14%	17%	14%	11%	26%	19%	10%	14%	11%
9 - 12 months	9%	11%	8%	10%	8%	9%	8%	10%	9%	9%	10%	8%	12%	10%	8%	10%	11%	7%	10%	8%	12%	12%	10%	8%	11%	11%	9%	9%	8%	10%	12%	8%	9%
More than a year	27%	30%	24%	34%	22%	30%	26%	24%	30%	25%	24%	29%	28%	11%	34%	40%	24%	30%	28%	28%	28%	26%	29%	27%	27%	26%	13%	42%	18%	28%	25%	25%	28%
Unsure	17%	22%	24%	10%	12%	8%	13%	25%	20%	16%	19%	17%	18%	9%	20%	23%	22%	15%	13%	14%	24%	23%	14%	14%	21%	21%	10%	23%	31%	16%	18%	17%	17%

How much longer do you expect the U.S. military conflict with Iran to last?

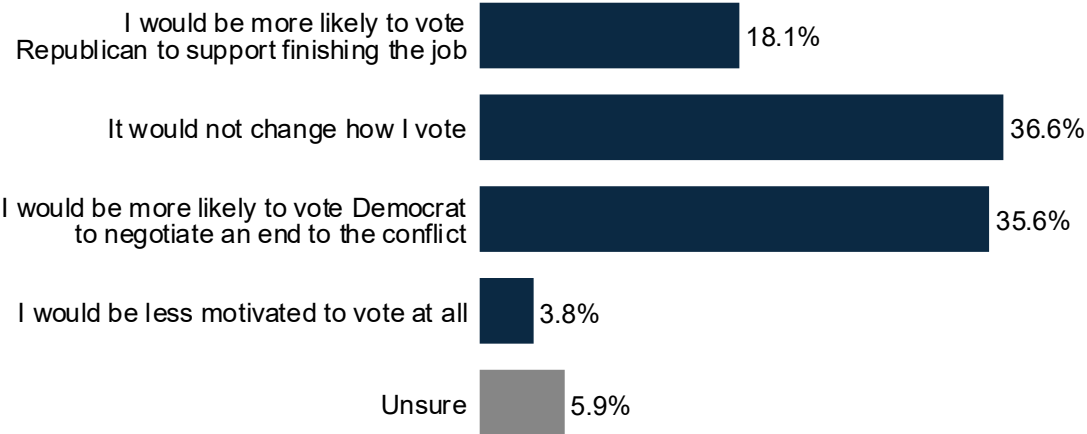
# Winning Iran War Conditions



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Reopening the Strait of Hormuz and restoring energy stability	46%	36%	49%	43%	54%	52%	45%	39%	47%	43%	46%	49%	38%	49%	45%	44%	42%	45%	51%	47%	31%	50%	40%	50%	40%	39%	49%	43%	29%	39%	39%	51%	49%
A stable ceasefire and Iran agreeing to international inspections	45%	40%	49%	44%	48%	46%	46%	42%	47%	44%	47%	46%	43%	45%	43%	48%	44%	44%	49%	47%	39%	42%	41%	45%	45%	41%	44%	48%	27%	45%	40%	47%	47%
Iran's nuclear and missile programs are verifiably destroyed	43%	31%	47%	42%	50%	48%	47%	42%	37%	46%	44%	45%	34%	62%	38%	28%	43%	41%	43%	45%	31%	40%	39%	45%	40%	38%	60%	27%	18%	37%	39%	45%	45%
Ending Iran's funding or terror worldwide	42%	30%	46%	41%	51%	47%	46%	42%	34%	46%	44%	45%	31%	61%	36%	27%	42%	42%	41%	45%	27%	40%	39%	45%	39%	40%	61%	25%	22%	32%	44%	43%	45%
Regime change in Iran	34%	25%	35%	36%	40%	40%	36%	31%	29%	36%	36%	34%	29%	48%	31%	21%	33%	32%	36%	35%	19%	37%	34%	35%	31%	31%	49%	20%	15%	32%	33%	35%	35%
Access to Iran's oil supply	16%	17%	16%	16%	14%	13%	17%	20%	13%	15%	14%	16%	18%	21%	14%	12%	21%	14%	11%	16%	18%	18%	17%	14%	18%	14%	22%	11%	20%	22%	17%	18%	14%
Unsure	16%	23%	15%	16%	9%	12%	12%	21%	17%	16%	15%	14%	21%	7%	19%	22%	18%	16%	13%	13%	27%	19%	16%	15%	17%	17%	8%	23%	40%	17%	17%	17%	14%

In your view, what would "winning" the Iran conflict actually look like? Select all that apply.

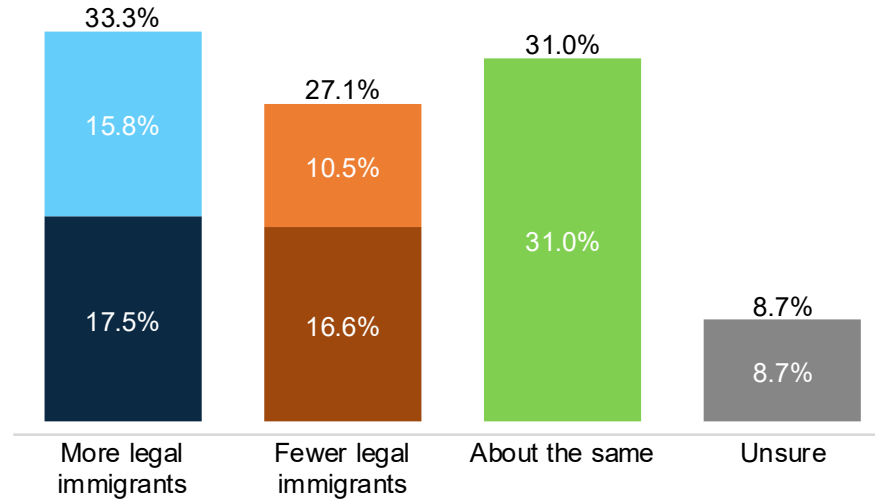
# War Impact on 2026 Vote



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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 would be more likely to vote Republican to support finishing the job	18%	11%	21%	14%	27%	18%	22%	19%	13%	32%	21%	17%	12%	38%	14%	1%	18%	20%	16%	20%	6%	13%	12%	21%	14%	11%	38%	1%	6%	13%	19%	20%	19%
It would not change how I vote	37%	34%	36%	39%	38%	44%	34%	34%	36%	32%	37%	37%	38%	42%	36%	32%	33%	37%	42%	40%	27%	32%	38%	38%	35%	37%	43%	30%	28%	30%	34%	35%	40%
I would be more likely to vote Democrat to negotiate an end to the conflict	36%	42%	36%	33%	31%	30%	34%	34%	45%	22%	33%	38%	40%	10%	36%	62%	35%	36%	37%	31%	57%	44%	38%	34%	38%	33%	7%	64%	33%	42%	32%	35%	36%
I would be less motivated to vote at all	4%	5%	2%	6%	2%	2%	6%	4%	2%	4%	5%	4%	4%	4%	6%	2%	5%	3%	1%	3%	6%	4%	6%	3%	5%	7%	5%	3%	14%	7%	6%	3%	2%
Unsure	6%	8%	5%	8%	2%	6%	5%	9%	3%	10%	4%	5%	7%	7%	9%	2%	8%	4%	4%	5%	4%	6%	6%	4%	8%	13%	7%	3%	19%	9%	9%	8%	3%

If the Iran conflict is still ongoing and gas prices remain elevated by November, how would that affect your vote for Congress?

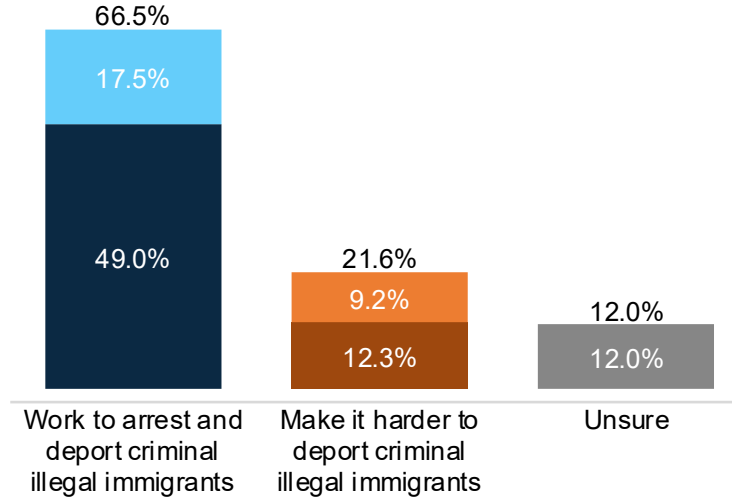
# Legal Immigration and Economy



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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 legal immigrants Total	33%	35%	24%	37%	38%	47%	29%	23%	37%	27%	29%	35%	34%	19%	38%	45%	29%	31%	44%	33%	29%	41%	33%	34%	32%	30%	18%	48%	20%	30%	34%	33%	35%
Fewer legal immigrants Total	27%	20%	29%	29%	31%	24%	36%	29%	20%	36%	30%	26%	23%	47%	21%	12%	29%	30%	19%	29%	24%	19%	26%	29%	25%	26%	45%	10%	25%	27%	27%	28%	27%
Many more legal immigrants	17%	22%	10%	23%	16%	23%	17%	12%	19%	13%	14%	18%	20%	6%	19%	28%	16%	17%	21%	16%	19%	22%	18%	16%	20%	13%	6%	29%	20%	17%	19%	16%	18%
Somewhat more legal immigrants	16%	13%	15%	14%	22%	24%	12%	10%	18%	14%	15%	17%	14%	13%	19%	17%	12%	14%	23%	17%	10%	19%	15%	18%	12%	17%	13%	19%	0%	12%	15%	18%	17%
About the same	31%	34%	36%	28%	25%	22%	30%	37%	34%	28%	32%	31%	32%	29%	32%	32%	32%	33%	28%	31%	35%	29%	34%	30%	33%	33%	30%	31%	38%	35%	31%	31%	30%
Somewhat fewer legal immigrants	10%	8%	12%	10%	12%	9%	13%	10%	9%	10%	11%	10%	12%	15%	10%	7%	11%	13%	7%	11%	11%	9%	10%	11%	11%	13%	15%	6%	9%	11%	9%	11%	11%
Many fewer legal immigrants	17%	12%	17%	19%	18%	15%	23%	18%	11%	26%	19%	16%	11%	32%	11%	5%	18%	17%	13%	18%	12%	11%	16%	19%	14%	13%	30%	4%	16%	16%	17%	16%	17%
Unsure	9%	11%	11%	6%	6%	7%	5%	12%	9%	8%	9%	8%	11%	6%	9%	10%	11%	5%	8%	7%	13%	11%	7%	7%	10%	11%	7%	11%	17%	8%	8%	8%	8%

Thinking specifically about legal immigration, not illegal border crossings, do you think the U.S. economy needs more, fewer, or about the same number of new legal immigrants?

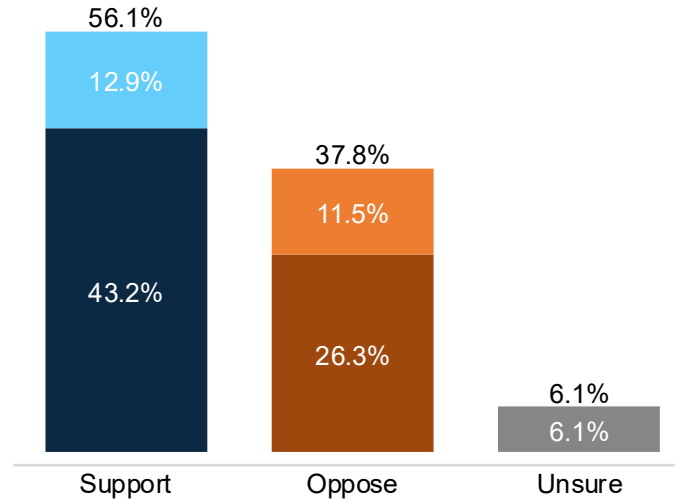
# State Immigration Enforcements



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Work to arrest and deport criminal illegal immigrants	66%	48%	73%	63%	83%	72%	74%	65%	57%	76%	72%	66%	57%	89%	64%	46%	64%	67%	70%	70%	61%	56%	61%	72%	60%	67%	90%	44%	42%	55%	69%	67%	70%
Make it harder to deport criminal illegal immigrants	22%	34%	15%	28%	10%	19%	19%	21%	27%	17%	19%	22%	25%	7%	24%	35%	23%	21%	21%	20%	22%	28%	29%	18%	26%	21%	7%	36%	21%	30%	18%	25%	20%
Definitely work to arrest and deport criminal illegal immigrants	49%	31%	51%	48%	66%	56%	59%	48%	35%	60%	52%	48%	42%	80%	48%	19%	47%	48%	51%	52%	39%	42%	46%	56%	41%	47%	82%	18%	32%	35%	53%	50%	52%
Probably work to arrest and deport criminal illegal immigrants	17%	17%	21%	15%	16%	16%	15%	17%	22%	16%	20%	18%	15%	10%	16%	27%	17%	19%	19%	18%	22%	14%	15%	16%	19%	21%	8%	26%	10%	20%	16%	17%	18%
Probably make it harder to deport criminal illegal immigrants	9%	16%	6%	11%	4%	7%	8%	9%	12%	6%	8%	10%	9%	4%	10%	14%	11%	9%	8%	8%	14%	14%	16%	7%	12%	14%	4%	14%	10%	18%	8%	10%	7%
Definitely make it harder to deport criminal illegal immigrants	12%	18%	9%	17%	5%	12%	11%	12%	15%	11%	11%	11%	18%	3%	14%	21%	12%	12%	13%	12%	9%	15%	13%	11%	14%	7%	3%	22%	11%	12%	10%	15%	12%
Unsure	12%	18%	13%	9%	8%	9%	7%	14%	16%	7%	9%	12%	17%	3%	12%	19%	13%	12%	9%	9%	17%	16%	10%	10%	15%	11%	3%	20%	37%	15%	13%	8%	10%

Do you think state leaders should work with President Trump to help arrest and deport criminal illegal immigrants or oppose Trump and make it harder to deport criminal illegal immigrants?

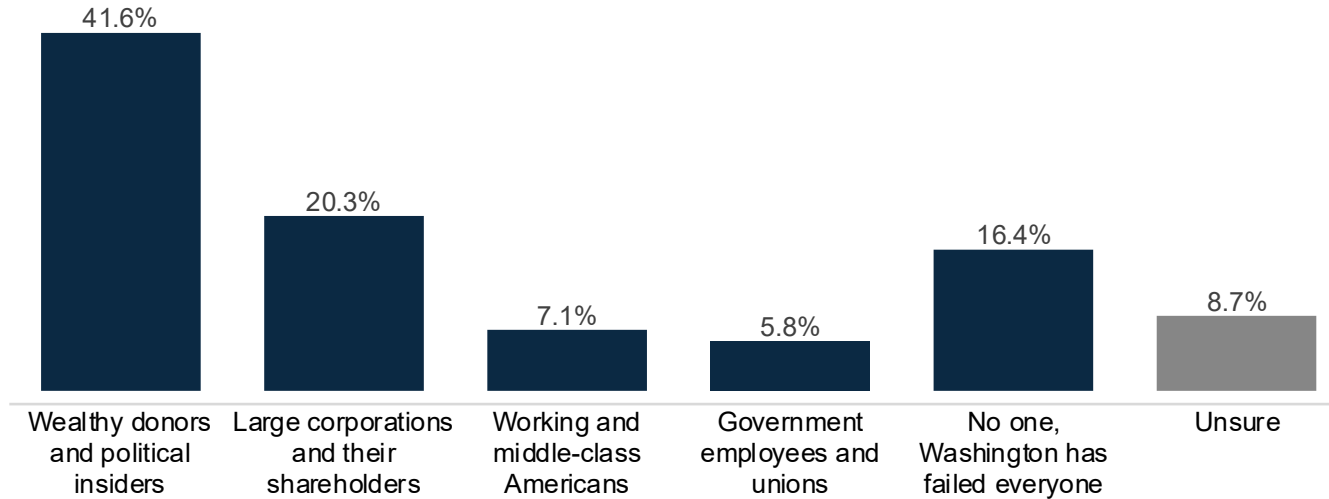
# Birthright Citizenship



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	56%	67%	53%	59%	45%	55%	48%	55%	65%	46%	49%	59%	60%	25%	59%	86%	57%	55%	58%	53%	67%	68%	59%	51%	62%	55%	27%	85%	70%	55%	55%	55%	57%
Oppose Total	38%	25%	38%	38%	51%	41%	49%	35%	29%	47%	44%	36%	32%	68%	33%	11%	35%	40%	36%	41%	25%	26%	35%	43%	31%	35%	66%	11%	18%	35%	38%	40%	39%
Strongly support	43%	52%	42%	43%	35%	41%	37%	41%	53%	29%	37%	46%	48%	12%	46%	73%	42%	44%	45%	40%	52%	55%	41%	39%	49%	33%	13%	74%	49%	38%	40%	38%	47%
Somewhat support	13%	15%	12%	15%	10%	14%	12%	14%	12%	16%	12%	13%	11%	13%	14%	13%	14%	12%	13%	13%	15%	13%	18%	12%	14%	22%	14%	11%	21%	17%	15%	17%	10%
Somewhat oppose	11%	14%	11%	10%	11%	10%	12%	13%	11%	14%	14%	9%	13%	16%	11%	7%	12%	12%	10%	11%	12%	12%	13%	12%	11%	17%	15%	7%	7%	16%	12%	10%	10%
Strongly oppose	26%	11%	28%	28%	40%	31%	37%	22%	18%	33%	30%	27%	18%	52%	22%	4%	23%	28%	26%	30%	13%	14%	23%	31%	20%	19%	51%	4%	11%	19%	25%	30%	28%
Unsure	6%	8%	8%	3%	4%	5%	3%	10%	6%	7%	6%	5%	9%	7%	7%	4%	8%	5%	5%	6%	8%	6%	5%	6%	6%	9%	8%	4%	12%	10%	7%	5%	4%

Do you support or oppose granting automatic U.S. citizenship to anyone born on American soil, regardless of their parents' immigration status?

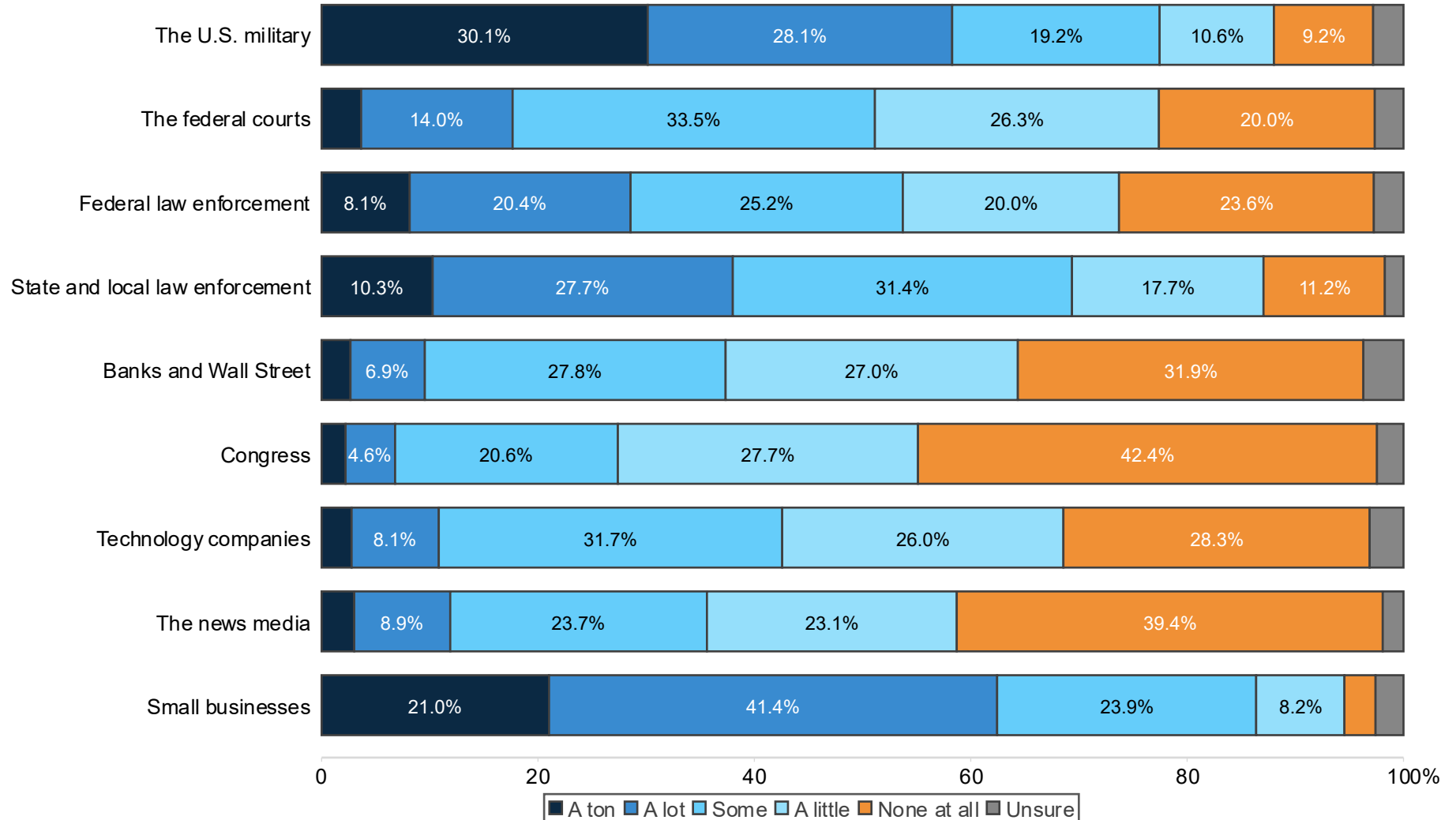
# Washington Beneficiaries



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
Wealthy donors and political insiders	42%	33%	51%	38%	45%	44%	38%	36%	49%	37%	42%	45%	36%	33%	42%	52%	38%	37%	50%	41%	39%	43%	36%	44%	39%	35%	31%	53%	29%	28%	38%	43%	46%
Large corporations and their shareholders	20%	31%	13%	23%	14%	18%	19%	22%	22%	15%	19%	20%	26%	11%	25%	26%	20%	24%	19%	20%	26%	23%	24%	17%	24%	23%	13%	28%	17%	23%	20%	19%	20%
Working and middle-class Americans	7%	7%	5%	8%	8%	7%	9%	7%	5%	7%	6%	7%	7%	11%	6%	4%	9%	8%	5%	7%	3%	9%	12%	7%	8%	8%	12%	3%	0%	12%	6%	9%	6%
Government employees and unions	6%	6%	5%	7%	5%	6%	6%	5%	6%	6%	7%	5%	8%	10%	5%	2%	6%	6%	6%	6%	9%	2%	8%	6%	5%	6%	10%	2%	12%	9%	7%	6%	4%
No one, Washington has failed everyone	16%	12%	16%	18%	20%	18%	20%	15%	13%	24%	18%	16%	13%	24%	15%	10%	15%	18%	16%	18%	13%	11%	13%	17%	16%	17%	23%	10%	19%	16%	21%	15%	16%
Unsure	9%	11%	9%	7%	8%	7%	8%	14%	5%	11%	8%	7%	11%	12%	7%	5%	12%	7%	5%	8%	10%	12%	7%	8%	9%	10%	12%	4%	23%	13%	8%	7%	7%

When you think about the decisions made in Washington over the past few years, across both parties, which group do you believe has benefitted the most?

# Trust in Institutions



The following is a list of institutions. For each one, please rate your level of trust in each.

# Trust in Institutions Heatmaps (1/4)

A ton

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	30%	19%	35%	27%	40%	34%	32%	34%	20%	38%	33%	32%	20%	50%	24%	14%	28%	30%	32%	34%	21%	22%	26%	34%	25%	24%	49%	12%	19%	25%	27%	34%	32%
The federal courts	4%	6%	2%	5%	2%	4%	4%	4%	3%	4%	3%	4%	3%	6%	2%	3%	4%	4%	4%	4%	6%	2%	5%	3%	5%	6%	5%	3%	5%	10%	3%	3%	3%
Federal law enforcement	8%	6%	9%	8%	9%	8%	9%	10%	5%	11%	9%	8%	6%	15%	6%	2%	9%	8%	7%	10%	5%	5%	6%	8%	9%	5%	15%	2%	11%	8%	9%	8%	8%
State and local law enforcement	10%	9%	11%	10%	11%	10%	11%	14%	6%	13%	10%	11%	8%	17%	7%	5%	11%	10%	11%	12%	7%	4%	9%	11%	10%	10%	16%	5%	10%	10%	10%	9%	11%
Banks and Wall Street	3%	4%	2%	2%	3%	2%	2%	4%	1%	2%	3%	3%	3%	4%	2%	2%	3%	4%	1%	3%	4%	3%	3%	2%	4%	3%	3%	2%	7%	6%	4%	2%	2%
Congress	2%	2%	1%	4%	2%	3%	3%	2%	1%	3%	1%	2%	3%	3%	1%	2%	2%	3%	1%	2%	3%	2%	3%	2%	3%	2%	3%	2%	5%	6%	1%	3%	1%
Technology companies	3%	4%	0%	4%	2%	3%	3%	4%	1%	3%	2%	2%	5%	3%	2%	3%	4%	3%	1%	2%	5%	3%	4%	2%	3%	3%	2%	9%	6%	3%	2%	2%	
The news media	3%	5%	2%	3%	2%	3%	2%	4%	3%	4%	2%	3%	4%	2%	2%	5%	4%	4%	2%	3%	5%	1%	4%	2%	4%	2%	2%	4%	2%	7%	3%	3%	2%
Small businesses	21%	18%	19%	27%	21%	23%	25%	22%	15%	26%	19%	21%	19%	25%	21%	18%	20%	22%	22%	23%	17%	11%	22%	23%	19%	20%	25%	17%	13%	19%	22%	16%	23%

A lot

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	28%	20%	33%	25%	34%	28%	32%	27%	27%	29%	29%	28%	28%	33%	25%	26%	28%	27%	29%	31%	20%	25%	25%	31%	25%	32%	31%	26%	21%	24%	29%	26%	30%
The federal courts	14%	11%	17%	12%	15%	16%	12%	14%	14%	15%	15%	12%	17%	13%	12%	16%	15%	12%	16%	15%	13%	6%	12%	14%	14%	17%	12%	16%	14%	14%	16%	11%	14%
Federal law enforcement	20%	14%	21%	20%	27%	22%	25%	20%	15%	25%	23%	20%	17%	35%	18%	7%	18%	21%	22%	22%	12%	18%	19%	24%	17%	21%	35%	7%	10%	21%	18%	21%	21%
State and local law enforcement	28%	20%	35%	22%	34%	28%	28%	28%	27%	35%	31%	26%	25%	35%	24%	23%	25%	29%	29%	33%	13%	15%	24%	31%	24%	29%	33%	23%	22%	26%	20%	27%	30%
Banks and Wall Street	7%	6%	7%	5%	8%	8%	6%	8%	6%	7%	7%	7%	7%	9%	6%	5%	8%	5%	7%	7%	9%	5%	8%	7%	6%	8%	9%	4%	12%	7%	7%	5%	7%
Congress	5%	7%	3%	6%	2%	3%	5%	5%	5%	4%	3%	4%	7%	5%	3%	5%	8%	2%	3%	4%	10%	4%	6%	3%	7%	9%	5%	4%	9%	11%	5%	2%	3%
Technology companies	8%	9%	5%	10%	8%	9%	9%	8%	6%	9%	7%	8%	10%	10%	5%	7%	8%	8%	7%	7%	11%	8%	9%	8%	9%	10%	11%	5%	5%	14%	8%	5%	7%
The news media	9%	7%	12%	8%	7%	9%	7%	9%	11%	7%	10%	8%	11%	5%	7%	14%	10%	8%	9%	9%	13%	9%	10%	8%	10%	8%	4%	14%	10%	14%	5%	4%	10%
Small businesses	41%	35%	48%	37%	45%	43%	39%	37%	48%	42%	48%	40%	39%	42%	43%	40%	39%	43%	43%	44%	26%	44%	35%	44%	38%	38%	43%	41%	34%	29%	36%	46%	45%

# Trust in Institutions Heatmaps (2/4)

## Some

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	19%	24%	18%	19%	15%	18%	16%	20%	23%	15%	19%	19%	23%	9%	26%	26%	19%	21%	20%	16%	32%	25%	23%	17%	22%	25%	11%	26%	28%	20%	19%	19%	19%
The federal courts	33%	30%	36%	33%	34%	33%	34%	33%	34%	33%	30%	36%	31%	32%	33%	36%	31%	34%	37%	33%	33%	43%	35%	36%	31%	30%	31%	36%	33%	25%	33%	35%	36%
Federal law enforcement	25%	21%	27%	24%	29%	29%	24%	21%	28%	25%	24%	27%	22%	28%	23%	24%	26%	21%	27%	25%	28%	23%	26%	27%	23%	29%	27%	23%	23%	20%	31%	25%	25%
State and local law enforcement	31%	31%	32%	33%	30%	32%	31%	29%	35%	27%	33%	32%	30%	27%	32%	35%	31%	32%	33%	29%	38%	38%	35%	32%	30%	32%	28%	34%	30%	31%	38%	30%	31%
Banks and Wall Street	28%	19%	34%	23%	35%	30%	29%	27%	27%	30%	27%	28%	27%	34%	24%	24%	27%	26%	31%	30%	27%	24%	25%	29%	26%	29%	31%	25%	23%	23%	24%	27%	31%
Congress	21%	19%	27%	15%	20%	17%	19%	25%	21%	25%	19%	21%	19%	26%	11%	21%	25%	18%	18%	21%	22%	25%	20%	20%	22%	15%	24%	18%	26%	21%	22%	17%	21%
Technology companies	32%	21%	38%	25%	42%	33%	34%	31%	30%	36%	33%	32%	28%	39%	31%	26%	33%	30%	31%	33%	32%	28%	28%	34%	30%	32%	38%	26%	25%	26%	34%	31%	33%
The news media	24%	22%	29%	19%	24%	23%	20%	25%	27%	20%	20%	25%	26%	12%	23%	36%	24%	22%	25%	23%	29%	23%	21%	23%	25%	23%	11%	37%	28%	22%	23%	21%	25%
Small businesses	24%	25%	24%	24%	23%	24%	22%	25%	24%	21%	24%	25%	23%	23%	23%	26%	24%	22%	25%	23%	31%	26%	24%	22%	27%	25%	22%	25%	36%	29%	29%	26%	21%

## A little

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	11%	17%	8%	12%	5%	10%	8%	9%	16%	9%	9%	11%	12%	4%	11%	17%	11%	11%	10%	13%	8%	14%	9%	12%	8%	4%	17%	7%	14%	12%	9%	10%	
The federal courts	26%	25%	27%	27%	26%	29%	25%	24%	29%	24%	25%	27%	25%	27%	29%	24%	25%	28%	26%	28%	23%	22%	26%	27%	26%	24%	29%	23%	20%	21%	23%	32%	27%
Federal law enforcement	20%	26%	20%	15%	18%	16%	17%	23%	22%	16%	19%	21%	21%	13%	21%	27%	22%	19%	19%	20%	24%	23%	24%	19%	22%	22%	13%	26%	30%	21%	19%	20%	20%
State and local law enforcement	18%	21%	14%	19%	16%	20%	15%	15%	21%	13%	12%	20%	20%	12%	20%	22%	18%	16%	18%	16%	18%	24%	19%	16%	21%	16%	14%	21%	16%	16%	17%	23%	17%
Banks and Wall Street	27%	25%	31%	24%	28%	26%	25%	26%	30%	24%	27%	28%	27%	26%	29%	27%	25%	29%	29%	29%	28%	23%	26%	28%	27%	28%	27%	28%	21%	30%	25%	27%	27%
Congress	28%	27%	31%	22%	30%	30%	24%	27%	31%	28%	25%	27%	30%	29%	26%	29%	25%	27%	32%	30%	27%	16%	26%	28%	27%	27%	27%	29%	28%	18%	24%	34%	30%
Technology companies	26%	26%	29%	25%	24%	28%	22%	23%	32%	21%	26%	28%	24%	25%	24%	30%	24%	26%	30%	28%	23%	20%	29%	26%	25%	27%	24%	28%	23%	23%	20%	29%	28%
The news media	23%	28%	23%	22%	19%	23%	19%	25%	27%	20%	22%	23%	27%	22%	20%	26%	23%	25%	24%	24%	25%	24%	25%	22%	25%	25%	21%	25%	24%	22%	27%	26%	22%
Small businesses	8%	13%	5%	7%	6%	6%	8%	9%	10%	6%	5%	9%	9%	5%	9%	11%	10%	7%	8%	6%	17%	11%	13%	7%	10%	11%	5%	10%	11%	12%	9%	8%	7%

# Trust in Institutions Heatmaps (3/4)

## A ton / A lot

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	58%	38%	68%	53%	74%	63%	65%	60%	46%	67%	63%	59%	48%	83%	49%	39%	56%	57%	61%	64%	41%	47%	51%	65%	49%	56%	80%	38%	40%	49%	56%	60%	62%
The federal courts	18%	17%	19%	18%	17%	20%	15%	18%	18%	19%	18%	16%	21%	19%	14%	19%	19%	16%	20%	19%	19%	8%	17%	17%	18%	24%	16%	19%	18%	24%	19%	14%	17%
Federal law enforcement	29%	20%	30%	28%	37%	30%	34%	30%	21%	36%	32%	28%	24%	50%	24%	9%	27%	29%	30%	32%	17%	23%	25%	31%	25%	27%	50%	8%	21%	29%	27%	29%	29%
State and local law enforcement	38%	29%	45%	32%	45%	38%	39%	41%	33%	49%	42%	36%	33%	53%	31%	28%	36%	39%	40%	45%	20%	18%	33%	42%	33%	39%	49%	28%	32%	36%	30%	37%	41%
Banks and Wall Street	10%	10%	9%	8%	11%	10%	8%	12%	7%	9%	10%	9%	10%	13%	8%	7%	12%	8%	8%	9%	13%	8%	10%	9%	10%	11%	12%	7%	19%	13%	11%	7%	9%
Congress	7%	9%	3%	11%	4%	6%	8%	7%	6%	7%	5%	6%	10%	8%	5%	7%	10%	6%	4%	6%	13%	5%	9%	5%	9%	11%	8%	5%	14%	17%	6%	5%	4%
Technology companies	11%	13%	6%	14%	11%	12%	13%	12%	7%	11%	9%	10%	15%	14%	7%	10%	12%	11%	8%	10%	16%	11%	14%	10%	12%	12%	14%	8%	14%	20%	11%	7%	9%
The news media	12%	12%	14%	11%	10%	12%	9%	13%	14%	11%	12%	11%	14%	7%	9%	19%	14%	12%	10%	12%	18%	11%	13%	10%	14%	10%	6%	18%	12%	21%	8%	7%	12%
Small businesses	62%	53%	67%	64%	66%	66%	64%	58%	63%	68%	67%	62%	57%	67%	64%	57%	58%	66%	65%	67%	43%	55%	57%	67%	57%	59%	68%	59%	47%	48%	58%	62%	68%

## Some / A little

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	30%	41%	26%	32%	20%	27%	24%	30%	38%	24%	28%	29%	35%	13%	37%	43%	30%	31%	31%	27%	45%	33%	37%	26%	35%	33%	15%	43%	35%	34%	31%	28%	29%
The federal courts	60%	56%	63%	59%	61%	62%	58%	57%	63%	57%	56%	63%	56%	59%	61%	60%	56%	62%	63%	61%	56%	65%	62%	63%	57%	54%	60%	60%	54%	45%	55%	67%	63%
Federal law enforcement	45%	46%	47%	39%	48%	45%	42%	44%	50%	41%	43%	47%	44%	41%	44%	51%	48%	40%	46%	44%	51%	46%	50%	45%	45%	52%	40%	49%	54%	42%	49%	45%	45%
State and local law enforcement	49%	52%	46%	52%	46%	52%	46%	44%	56%	40%	45%	52%	50%	40%	52%	57%	49%	48%	50%	45%	56%	61%	54%	48%	51%	48%	42%	55%	46%	47%	55%	53%	48%
Banks and Wall Street	55%	44%	65%	47%	62%	56%	53%	53%	58%	54%	54%	56%	53%	60%	54%	52%	52%	55%	60%	58%	55%	47%	51%	57%	53%	57%	58%	53%	45%	53%	49%	53%	58%
Congress	48%	46%	57%	38%	51%	46%	43%	52%	52%	53%	44%	48%	48%	55%	37%	49%	50%	45%	50%	51%	48%	41%	46%	48%	49%	42%	50%	47%	54%	39%	46%	51%	50%
Technology companies	58%	47%	67%	50%	66%	61%	56%	54%	61%	57%	59%	60%	52%	64%	54%	56%	57%	56%	62%	61%	56%	48%	57%	60%	55%	60%	62%	54%	48%	49%	54%	60%	61%
The news media	47%	50%	52%	41%	43%	46%	39%	49%	54%	40%	42%	47%	53%	34%	43%	63%	47%	46%	49%	46%	54%	47%	46%	45%	50%	48%	32%	62%	52%	44%	51%	47%	46%
Small businesses	32%	39%	29%	31%	29%	31%	30%	33%	34%	27%	29%	34%	33%	28%	32%	36%	34%	29%	32%	29%	48%	37%	37%	29%	37%	36%	27%	36%	47%	41%	38%	34%	28%

# Trust in Institutions Heatmaps (4/4)

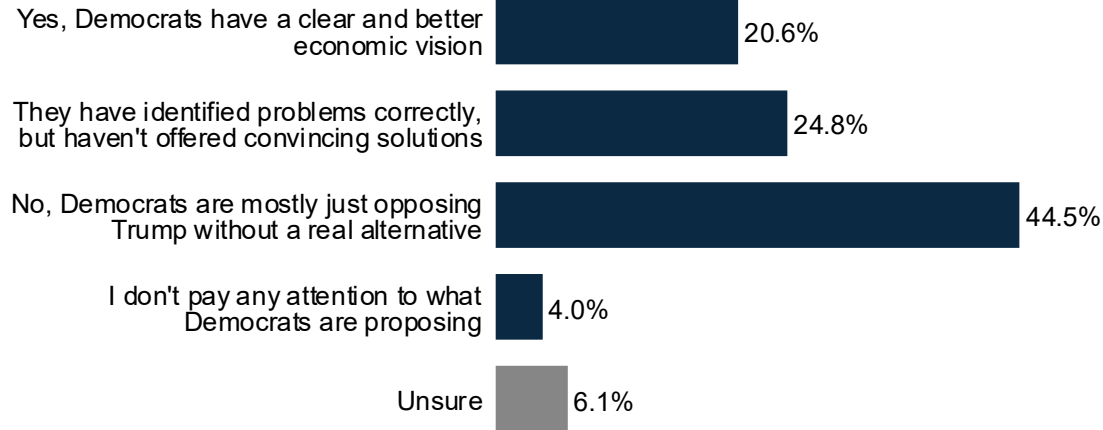
## None at all

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	9%	17%	4%	13%	4%	8%	8%	7%	14%	7%	7%	9%	12%	2%	12%	14%	11%	9%	8%	7%	9%	17%	10%	7%	12%	7%	3%	16%	16%	11%	11%	11%	8%
The federal courts	20%	24%	15%	22%	20%	17%	25%	20%	18%	21%	23%	19%	20%	20%	23%	17%	22%	20%	16%	18%	20%	22%	20%	19%	21%	18%	21%	19%	25%	26%	25%	18%	18%
Federal law enforcement	24%	30%	20%	31%	14%	23%	23%	21%	28%	20%	23%	22%	29%	8%	29%	36%	21%	28%	23%	22%	26%	28%	23%	21%	26%	17%	8%	39%	21%	25%	24%	25%	23%
State and local law enforcement	11%	16%	7%	14%	8%	9%	13%	12%	10%	9%	13%	10%	13%	7%	15%	13%	13%	11%	9%	9%	19%	18%	12%	9%	14%	11%	7%	15%	19%	14%	15%	10%	10%
Banks and Wall Street	32%	38%	23%	42%	26%	32%	36%	29%	32%	32%	34%	32%	31%	24%	37%	36%	31%	33%	31%	30%	28%	37%	36%	31%	33%	27%	27%	37%	29%	26%	39%	36%	31%
Congress	42%	40%	37%	50%	45%	47%	47%	36%	41%	37%	49%	44%	38%	35%	56%	41%	36%	47%	45%	42%	34%	50%	42%	45%	39%	43%	39%	45%	29%	37%	47%	43%	43%
Technology companies	28%	35%	23%	34%	22%	26%	30%	28%	29%	29%	28%	28%	28%	20%	36%	31%	27%	31%	28%	27%	22%	36%	28%	27%	29%	24%	22%	34%	31%	27%	32%	31%	27%
The news media	39%	34%	33%	46%	46%	41%	50%	35%	32%	48%	44%	40%	29%	58%	47%	16%	37%	41%	41%	41%	24%	37%	39%	44%	33%	39%	60%	18%	32%	30%	41%	44%	41%
Small businesses	3%	3%	2%	4%	3%	2%	4%	4%	1%	3%	2%	2%	6%	3%	2%	3%	4%	4%	0%	3%	4%	5%	4%	2%	4%	2%	3%	3%	1%	6%	3%	4%	2%

## Unsure

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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
The U.S. military	3%	4%	2%	3%	2%	2%	3%	3%	2%	2%	3%	2%	4%	2%	1%	4%	4%	3%	1%	2%	5%	4%	2%	2%	4%	3%	2%	3%	9%	7%	2%	1%	2%
The federal courts	3%	4%	3%	2%	2%	2%	2%	4%	2%	3%	4%	2%	3%	2%	1%	4%	3%	2%	1%	2%	5%	4%	1%	2%	4%	4%	2%	3%	3%	6%	1%	1%	2%
Federal law enforcement	3%	4%	3%	2%	1%	2%	2%	5%	2%	2%	2%	3%	4%	2%	3%	4%	4%	2%	1%	2%	5%	3%	2%	2%	3%	4%	1%	3%	4%	4%	0%	1%	3%
State and local law enforcement	2%	3%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	3%	1%	1%	2%	2%	2%	1%	1%	4%	3%	1%	1%	2%	2%	1%	2%	3%	4%	0%	0%	2%
Banks and Wall Street	4%	7%	4%	3%	1%	2%	2%	7%	3%	5%	3%	3%	5%	3%	2%	5%	5%	3%	1%	3%	4%	8%	3%	3%	4%	5%	3%	4%	8%	9%	1%	4%	2%
Congress	2%	5%	3%	2%	1%	1%	2%	5%	2%	3%	2%	2%	4%	2%	2%	3%	4%	2%	0%	2%	5%	4%	2%	2%	3%	4%	2%	2%	3%	7%	1%	1%	2%
Technology companies	3%	4%	5%	1%	2%	2%	2%	6%	2%	3%	4%	2%	5%	2%	3%	4%	4%	2%	2%	2%	6%	4%	2%	3%	3%	4%	3%	3%	7%	4%	2%	2%	3%
The news media	2%	3%	2%	2%	1%	1%	2%	3%	1%	1%	2%	1%	4%	1%	2%	2%	3%	1%	0%	1%	4%	5%	1%	1%	3%	3%	2%	2%	3%	5%	0%	1%	1%
Small businesses	3%	5%	2%	1%	2%	2%	2%	4%	2%	2%	2%	3%	4%	2%	2%	4%	3%	2%	2%	2%	5%	3%	2%	3%	2%	3%	2%	3%	4%	5%	1%	1%	2%

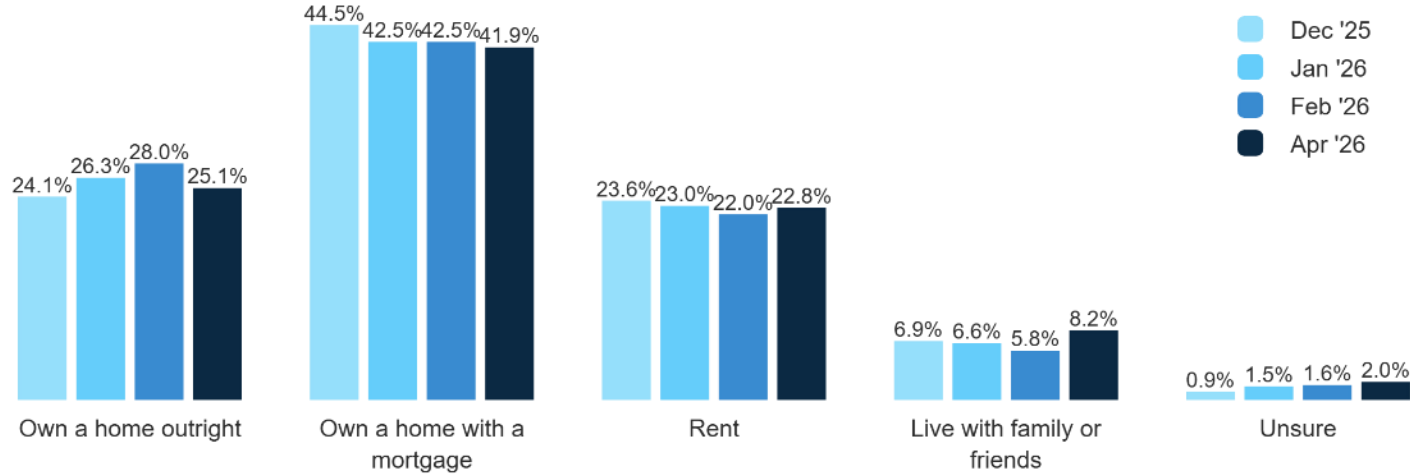
# Democratic Alternative



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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, Democrats have a clear and better economic vision	21%	27%	20%	19%	16%	17%	17%	24%	23%	14%	14%	22%	26%	4%	16%	42%	23%	21%	19%	17%	40%	23%	23%	19%	23%	9%	4%	39%	21%	24%	20%	16%	21%
They have identified problems correctly, but haven't offered convincing solutions	25%	29%	25%	25%	21%	25%	21%	22%	31%	18%	22%	25%	30%	8%	27%	40%	24%	22%	28%	24%	34%	27%	24%	22%	28%	27%	8%	42%	25%	27%	24%	22%	25%
No, Democrats are mostly just opposing Trump without a real alternative	44%	30%	46%	47%	56%	49%	54%	40%	37%	55%	54%	44%	32%	78%	45%	11%	39%	50%	46%	50%	16%	38%	42%	51%	36%	50%	78%	12%	28%	36%	43%	52%	46%
I don't pay any attention to what Democrats are proposing	4%	5%	2%	5%	4%	5%	4%	5%	2%	5%	5%	3%	4%	7%	5%	1%	5%	3%	3%	5%	1%	3%	5%	4%	4%	4%	7%	1%	13%	6%	6%	3%	3%
Unsure	6%	10%	6%	5%	3%	4%	4%	9%	7%	8%	6%	5%	7%	3%	8%	7%	9%	4%	4%	5%	9%	8%	6%	5%	8%	11%	4%	7%	12%	8%	8%	6%	4%

Do you believe the Democratic Party has offered a clear and credible alternative economic plan to what Republicans are doing?

# Current Housing Status



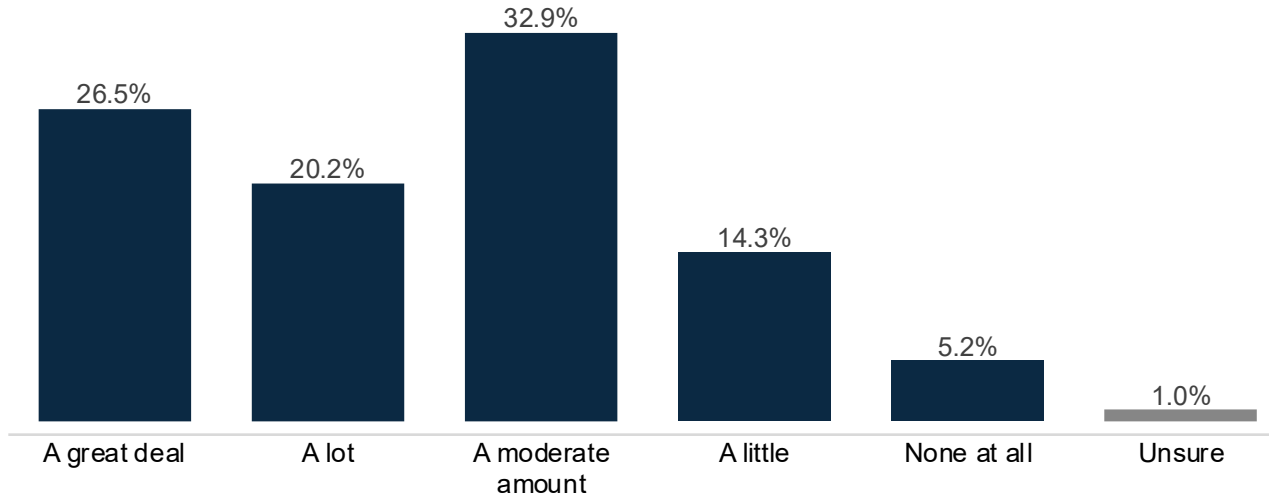
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Own a home Total	67%	50%	77%	61%	80%	79%	63%	59%	69%	77%	74%	71%	47%	75%	69%	59%	47%	75%	88%	72%	54%	59%	68%	85%	44%	64%	73%	63%	19%	45%	59%	66%	77%
Own a home outright	25%	12%	36%	13%	38%	30%	22%	25%	23%	33%	29%	24%	21%	30%	24%	22%	22%	27%	25%	28%	19%	17%	13%	29%	20%	23%	28%	23%	7%	16%	20%	23%	30%
Own a home with a mortgage	42%	38%	40%	48%	42%	49%	41%	33%	46%	44%	45%	47%	26%	45%	45%	37%	25%	48%	62%	44%	35%	41%	55%	56%	25%	42%	45%	40%	12%	29%	39%	43%	47%
Rent	23%	36%	16%	24%	15%	15%	24%	28%	23%	13%	16%	19%	42%	16%	22%	29%	36%	18%	10%	19%	34%	27%	26%	11%	37%	25%	18%	27%	46%	38%	30%	22%	17%
Live with family or friends	8%	11%	6%	12%	3%	5%	11%	10%	7%	7%	9%	8%	7%	7%	7%	10%	14%	5%	2%	7%	10%	11%	5%	2%	16%	8%	7%	9%	24%	13%	10%	11%	5%
Unsure	2%	3%	1%	2%	2%	1%	2%	3%	0%	2%	1%	2%	4%	2%	2%	2%	3%	2%	0%	1%	2%	3%	1%	1%	3%	3%	2%	2%	10%	4%	1%	1%	1%

What is the current status of your housing situation?

# Percent Change: Current Housing Status (Feb '26 to Apr '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
Own a home Total	-4%	-4%	-2%	-6%	-3%	-3%	-6%	0%	-6%	1%	-3%	-9%	-6%	2%	-4%	-7%	-2%	-2%	-3%	3%	-4%	-6%	-2%	-6%	-3%	-5%	-2%	-19%	-7%	2%	-4%	-3%
Own a home outright	-3%	-6%	-1%	-4%	-1%	-1%	-5%	1%	-8%	-4%	-2%	0%	-5%	-1%	-2%	-5%	0%	-2%	-4%	1%	0%	-8%	-3%	-3%	-3%	-3%	-2%	-17%	-5%	-1%	2%	-4%
Own a home with a mortgage	-1%	2%	-2%	-2%	-1%	-3%	-1%	-1%	2%	5%	-1%	-9%	-1%	3%	-2%	-2%	-2%	1%	1%	2%	-4%	2%	1%	-3%	0%	-1%	0%	-2%	-2%	3%	-6%	0%
Rent	1%	1%	-1%	3%	2%	1%	4%	-5%	5%	-3%	0%	6%	1%	0%	1%	0%	0%	2%	1%	-3%	-2%	6%	1%	0%	2%	1%	0%	6%	3%	0%	-1%	1%
Live with family or friends	2%	3%	4%	3%	0%	2%	2%	4%	2%	2%	2%	2%	3%	-2%	4%	6%	1%	0%	2%	1%	5%	2%	0%	6%	1%	2%	2%	5%	2%	1%	5%	2%
Unsure	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	2%	0%	0%	1%	1%	0%	0%	-2%	1%	-2%	1%	0%	1%	1%	0%	8%	2%	-3%	1%	0%

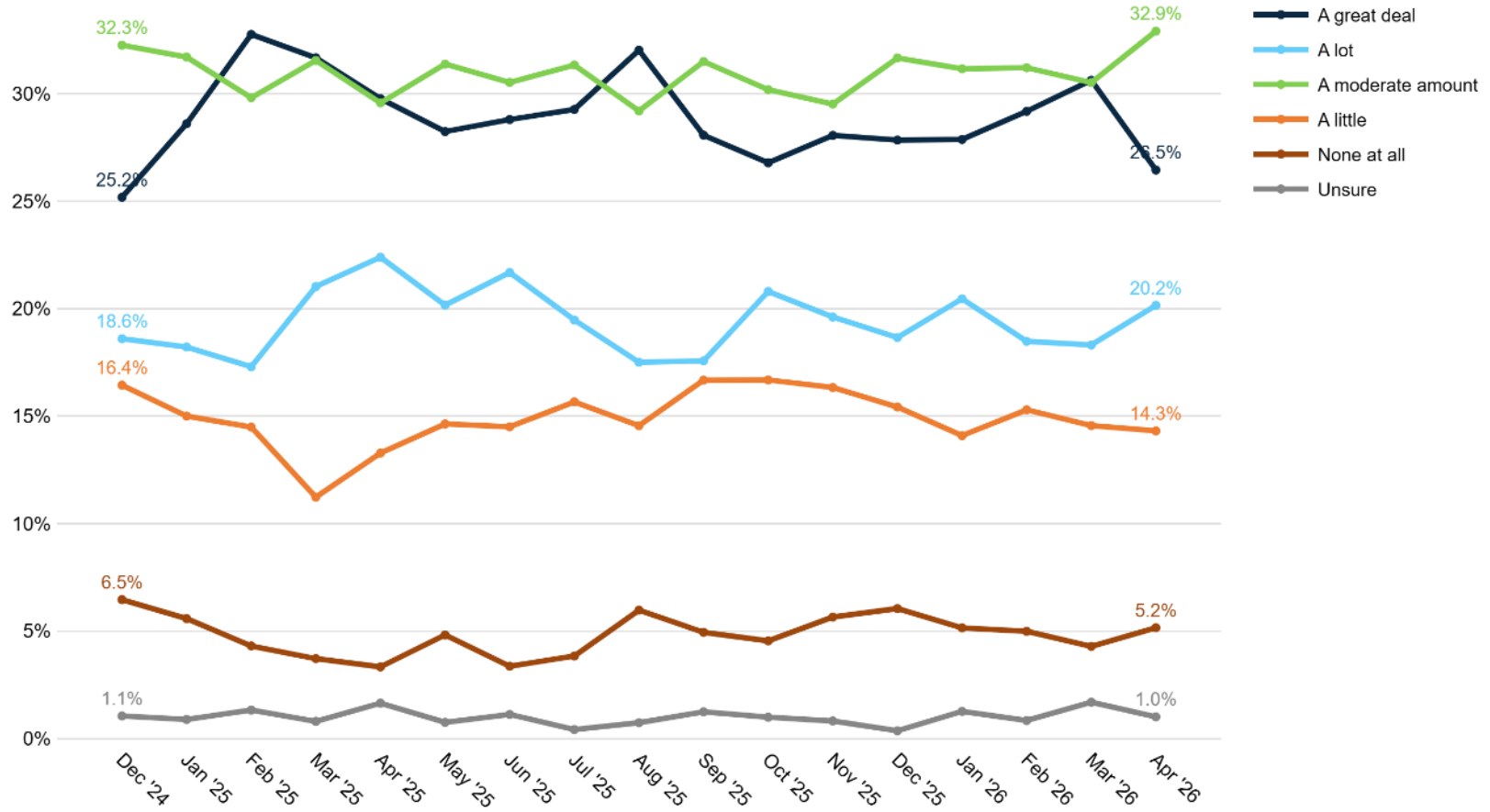
# News Attention



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	26%	20%	28%	27%	32%	33%	26%	22%	26%	20%	24%	30%	23%	25%	25%	29%	23%	27%	32%	28%	28%	19%	27%	28%	24%	15%	24%	30%	13%	23%	23%	22%	30%
A lot	20%	15%	23%	21%	21%	25%	19%	18%	20%	20%	19%	21%	20%	19%	17%	24%	19%	24%	20%	21%	14%	20%	20%	21%	19%	18%	20%	22%	18%	18%	19%	23%	20%
A moderate amount	33%	40%	31%	32%	28%	28%	32%	35%	35%	29%	36%	32%	36%	32%	39%	31%	35%	30%	32%	31%	38%	34%	35%	33%	34%	41%	34%	33%	39%	35%	38%	34%	31%
A little	14%	18%	15%	11%	13%	9%	15%	17%	15%	20%	15%	13%	14%	18%	12%	12%	15%	17%	11%	15%	12%	17%	13%	13%	17%	19%	15%	12%	21%	13%	15%	14%	14%
None at all	5%	5%	4%	7%	5%	5%	7%	6%	3%	10%	6%	4%	5%	6%	5%	3%	6%	3%	5%	5%	6%	8%	5%	5%	5%	6%	7%	3%	6%	9%	5%	8%	4%
Unsure	1%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	1%	2%	1%	2%	0%	0%	0%	2%	2%	0%	0%	2%	2%	1%	1%	2%	2%	0%	0%	1%

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

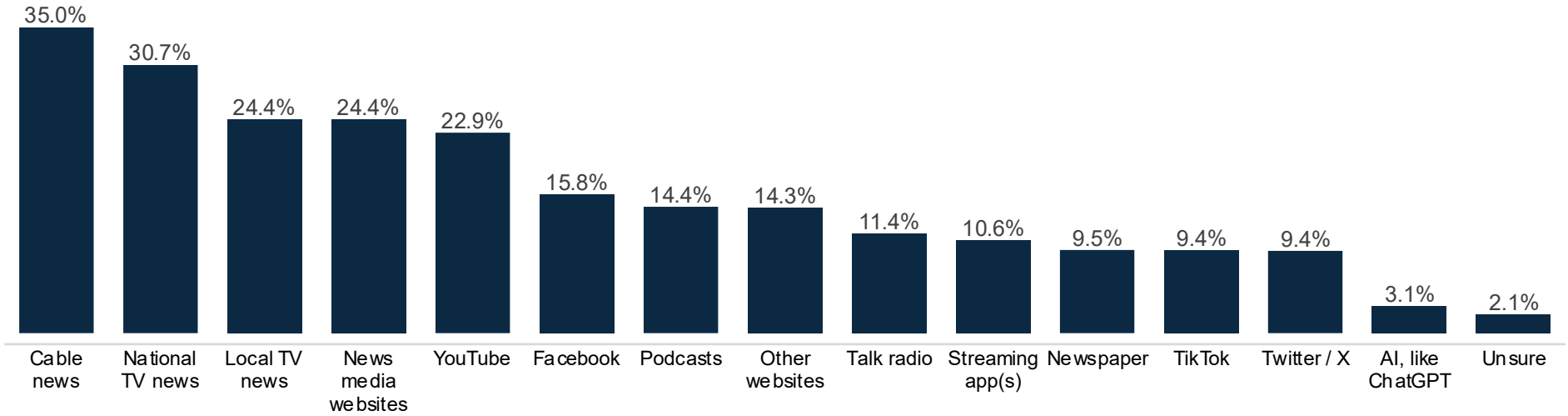
# Trend: News Attention



# Percent Change: News Attention (Mar '26 to Apr '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
A great deal	-4%	-2%	-5%	-5%	-4%	-8%	-1%	0%	-8%	-8%	-2%	-6%	-5%	-7%	-2%	-2%	-6%	-5%	-4%	2%	-12%	-1%	-5%	-3%	-4%	-5%	-3%	-11%	6%	-9%	-2%	-6%
A lot	2%	-4%	7%	3%	2%	3%	1%	1%	2%	4%	1%	3%	1%	1%	3%	1%	5%	1%	2%	-2%	1%	3%	3%	1%	-1%	2%	2%	1%	-1%	4%	1%	2%
A moderate amount	2%	4%	0%	2%	4%	5%	0%	2%	2%	0%	2%	2%	2%	9%	-1%	2%	1%	3%	1%	6%	5%	-1%	3%	2%	4%	4%	1%	-2%	-6%	10%	4%	2%
A little	0%	0%	1%	-2%	-1%	-2%	-1%	-3%	5%	3%	-1%	0%	2%	-2%	-1%	-2%	3%	0%	1%	-9%	1%	0%	1%	-2%	-1%	-1%	-1%	11%	-4%	-4%	-3%	2%
None at all	1%	3%	-1%	3%	0%	2%	1%	1%	1%	2%	1%	2%	1%	-2%	1%	2%	-2%	3%	0%	4%	5%	1%	0%	2%	2%	0%	1%	1%	5%	0%	2%	0%
Unsure	-1%	-1%	-2%	0%	0%	0%	0%	-2%	-1%	0%	0%	-2%	-1%	1%	-1%	-1%	-1%	-1%	-1%	-2%	0%	-1%	-1%	0%	0%	-1%	0%	-1%	-2%	-2%	-2%	0%

# News Source

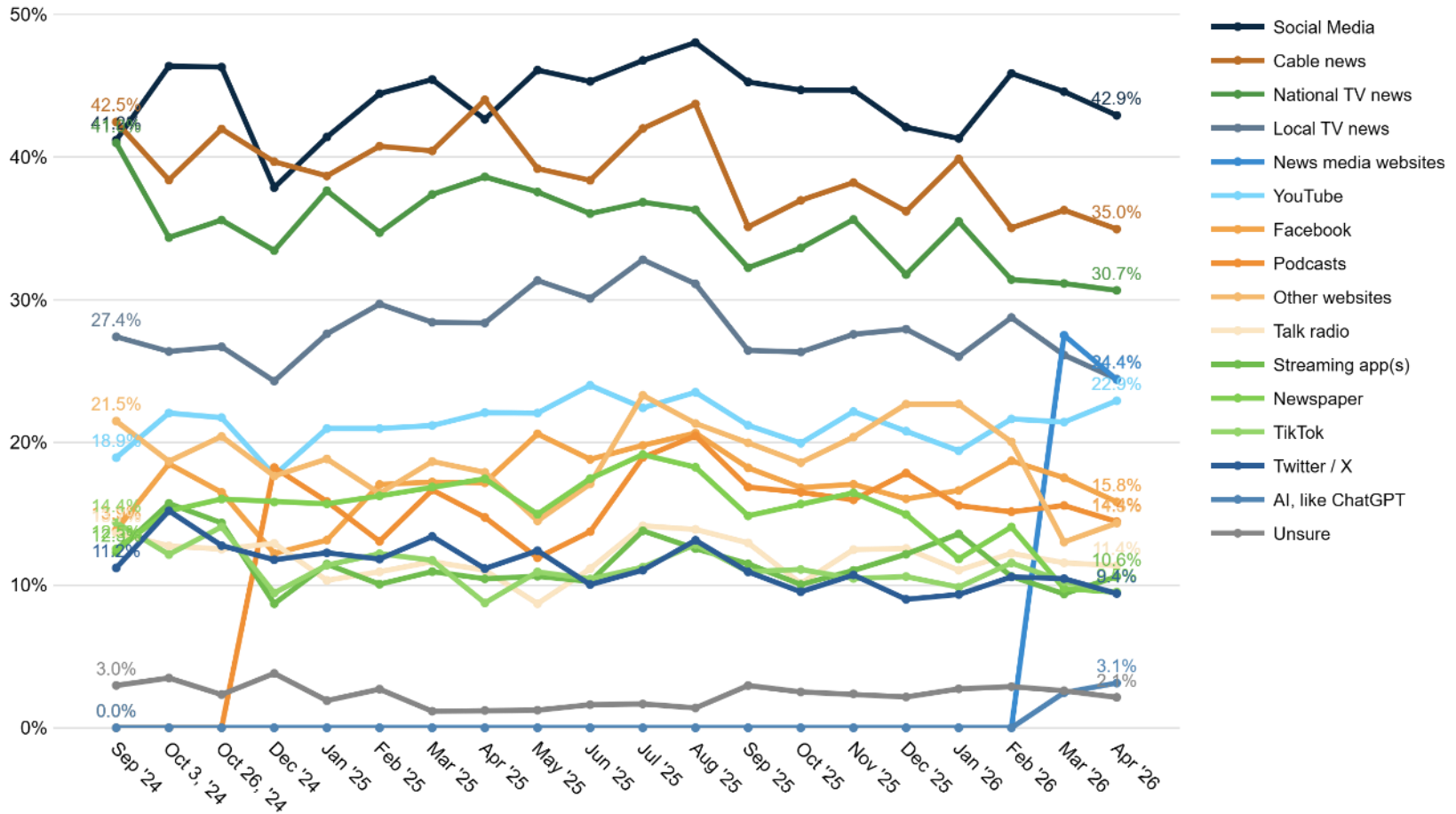


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	43%	57%	26%	59%	32%	40%	51%	46%	36%	43%	42%	47%	42%	44%	43%	50%	39%	37%	38%	56%	53%	55%	38%	49%	45%	43%	42%	30%	12%	24%	31%	34%	35%
Cable news	35%	21%	46%	24%	48%	38%	35%	32%	35%	34%	38%	37%	28%	43%	31%	30%	39%	37%	38%	30%	27%	27%	39%	30%	28%	42%	30%	12%	24%	31%	34%	40%	
National TV news	31%	28%	43%	18%	32%	26%	25%	34%	37%	29%	30%	32%	29%	22%	28%	41%	31%	34%	29%	31%	38%	28%	22%	30%	32%	28%	20%	41%	32%	26%	31%	23%	34%
Local TV news	24%	16%	33%	18%	30%	21%	27%	30%	18%	24%	24%	26%	21%	24%	27%	27%	24%	20%	24%	31%	21%	18%	24%	26%	27%	23%	27%	8%	20%	26%	24%	26%	
News media websites	24%	28%	25%	26%	19%	29%	16%	24%	29%	22%	24%	26%	23%	19%	25%	30%	21%	25%	30%	25%	23%	25%	26%	24%	25%	24%	18%	30%	30%	22%	21%	26%	25%
YouTube	23%	28%	12%	35%	18%	21%	31%	25%	15%	21%	21%	23%	24%	22%	24%	23%	29%	20%	16%	19%	36%	30%	28%	19%	28%	23%	23%	23%	27%	36%	26%	25%	18%
Facebook	16%	24%	12%	18%	10%	13%	15%	22%	13%	19%	17%	13%	19%	15%	14%	17%	22%	14%	11%	15%	26%	17%	25%	14%	18%	19%	14%	17%	31%	20%	23%	11%	13%
Podcasts	14%	17%	9%	17%	16%	15%	18%	11%	15%	14%	14%	15%	14%	15%	17%	12%	10%	15%	19%	15%	9%	14%	18%	16%	13%	13%	17%	13%	19%	11%	11%	12%	17%
Other websites	14%	15%	9%	17%	17%	20%	14%	8%	16%	12%	14%	13%	18%	12%	21%	13%	10%	16%	17%	14%	6%	22%	16%	16%	12%	12%	14%	4%	8%	12%	20%	16%	
Talk radio	11%	7%	11%	13%	15%	15%	13%	8%	11%	13%	9%	12%	11%	16%	10%	7%	9%	14%	13%	13%	7%	11%	13%	13%	9%	11%	17%	6%	7%	8%	6%	10%	14%
Streaming app(s)	11%	13%	11%	10%	8%	9%	9%	12%	12%	13%	9%	12%	7%	10%	11%	10%	12%	11%	11%	14%	8%	13%	11%	10%	13%	10%	11%	23%	11%	10%	11%	10%	
Newspaper	10%	6%	10%	7%	15%	15%	7%	5%	12%	6%	9%	10%	10%	7%	8%	13%	7%	10%	14%	11%	6%	5%	6%	11%	8%	8%	6%	13%	5%	5%	11%	6%	11%
TikTok	9%	21%	4%	11%	1%	4%	9%	12%	12%	9%	8%	10%	10%	6%	10%	12%	8%	7%	6%	16%	16%	13%	7%	12%	12%	6%	12%	30%	22%	11%	11%	5%	
Twitter / X	9%	8%	4%	19%	8%	16%	12%	4%	8%	9%	7%	10%	10%	13%	10%	6%	7%	9%	13%	9%	5%	9%	12%	10%	9%	10%	14%	4%	9%	10%	10%	13%	8%
AI, like ChatGPT	3%	5%	1%	7%	1%	6%	2%	3%	3%	2%	2%	3%	4%	2%	3%	3%	3%	4%	3%	4%	6%	6%	2%	4%	6%	4%	2%	8%	5%	5%	2%	2%	
Unsure	2%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	3%	2%	2%	3%	3%	1%	1%	3%	1%	4%	2%	

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



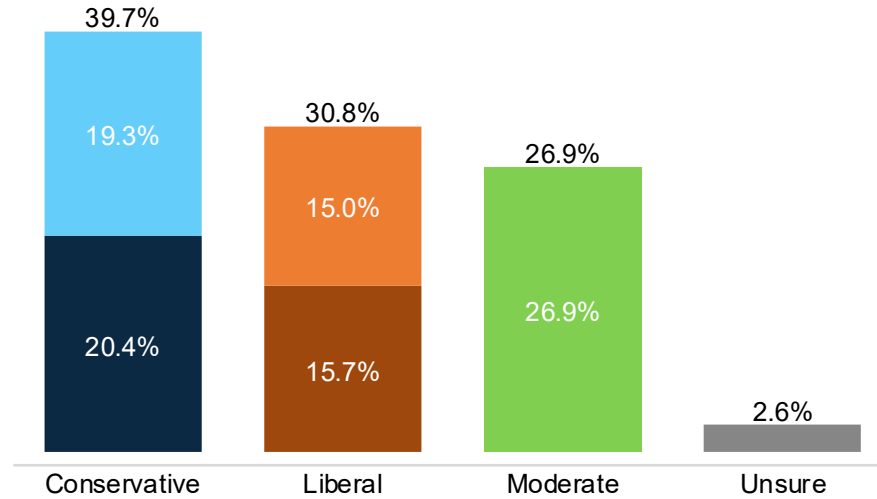
# Trend: News Source



# Percent Change: News Source (Mar '26 to Apr '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	-2%	-3%	0%	-5%	1%	-7%	3%	-3%	2%	3%	-5%	0%	-5%	0%	1%	-7%	-1%	-5%	3%	5%	-4%	-2%	-1%	-3%	-4%	1%	-11%	-8%	5%	2%	-3%	
Cable news	-1%	-3%	1%	2%	-5%	-5%	1%	1%	-4%	-2%	0%	-5%	0%	0%	-2%	1%	0%	-5%	0%	-1%	-7%	1%	-1%	-2%	0%	0%	-3%	-5%	3%	-1%	3%	-3%
National TV news	0%	1%	-2%	-1%	0%	0%	-1%	-1%	1%	-3%	1%	-1%	3%	-4%	-2%	-4%	6%	-1%	0%	-4%	2%	0%	1%	-2%	-8%	0%	-1%	8%	7%	-3%	-12%	1%
Local TV news	-2%	-5%	-3%	0%	2%	-2%	4%	-1%	-7%	-1%	0%	-6%	1%	-3%	-3%	1%	-2%	-6%	-2%	2%	-1%	0%	-2%	-1%	-1%	1%	-4%	-9%	7%	-2%	-2%	-3%
News media websites	-3%	-3%	0%	-5%	-5%	-5%	-5%	-1%	-2%	-1%	-3%	-8%	-3%	-5%	-2%	-4%	-1%	-5%	-4%	2%	2%	-2%	-4%	-2%	2%	-4%	-4%	8%	-5%	-7%	-4%	-2%
YouTube	1%	4%	1%	-3%	3%	-7%	7%	5%	1%	3%	1%	1%	1%	0%	3%	3%	-1%	0%	0%	4%	2%	-2%	1%	3%	-4%	1%	4%	-22%	-4%	4%	5%	2%
Facebook	-2%	-3%	1%	-4%	-1%	0%	-5%	0%	-1%	-1%	-4%	4%	-6%	2%	0%	0%	-2%	-4%	-3%	5%	-3%	-1%	-1%	-2%	-2%	-5%	2%	5%	-5%	5%	-4%	-2%
Podcasts	-1%	0%	-3%	-6%	4%	-5%	3%	1%	-4%	1%	-1%	-3%	-1%	-2%	-2%	-2%	0%	-1%	1%	-5%	-1%	-2%	0%	-3%	-1%	-1%	5%	-3%	-2%	-4%	0%	
Other websites	1%	1%	-2%	1%	6%	6%	1%	-4%	3%	-1%	0%	6%	0%	3%	2%	-2%	3%	4%	0%	-2%	9%	3%	2%	0%	-1%	1%	1%	-8%	-2%	0%	8%	2%
Talk radio	0%	-2%	-1%	3%	1%	4%	1%	-4%	1%	-1%	0%	3%	0%	-2%	1%	0%	3%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	-3%	-3%	-3%	1%	1%
Streaming app(s)	1%	5%	0%	0%	-1%	1%	-2%	4%	2%	2%	2%	-1%	-1%	2%	3%	1%	1%	4%	1%	5%	-1%	3%	2%	-1%	4%	0%	3%	6%	3%	-1%	3%	1%
Newspaper	0%	-1%	-1%	-2%	3%	2%	-1%	0%	-2%	-2%	0%	-1%	0%	-1%	0%	0%	0%	0%	1%	-3%	-4%	-2%	1%	-1%	-1%	-2%	2%	-4%	-2%	6%	1%	-1%
TikTok	-1%	-3%	1%	1%	-2%	-1%	0%	-5%	4%	0%	-1%	-2%	-3%	0%	-1%	0%	-4%	1%	-3%	-2%	4%	-1%	-1%	-1%	1%	-3%	1%	10%	3%	-1%	1%	-3%
Twitter / X	-1%	-2%	-2%	0%	-1%	1%	-1%	-3%	0%	2%	-1%	-4%	-1%	-1%	-2%	-5%	5%	-1%	-8%	-1%	1%	0%	-2%	0%	-1%	-2%	-6%	-7%	2%	-2%	0%	
AI, like ChatGPT	1%	1%	0%	3%	-1%	3%	0%	0%	1%	1%	1%	1%	1%	2%	-1%	0%	1%	1%	1%	-1%	2%	2%	0%	2%	3%	1%	-1%	0%	-4%	4%	1%	0%
Unsure	0%	1%	-1%	0%	-1%	0%	-1%	0%	0%	-3%	0%	1%	0%	-1%	-1%	-1%	1%	-1%	1%	-1%	-1%	0%	0%	0%	-1%	0%	0%	1%	0%	-4%	0%	0%

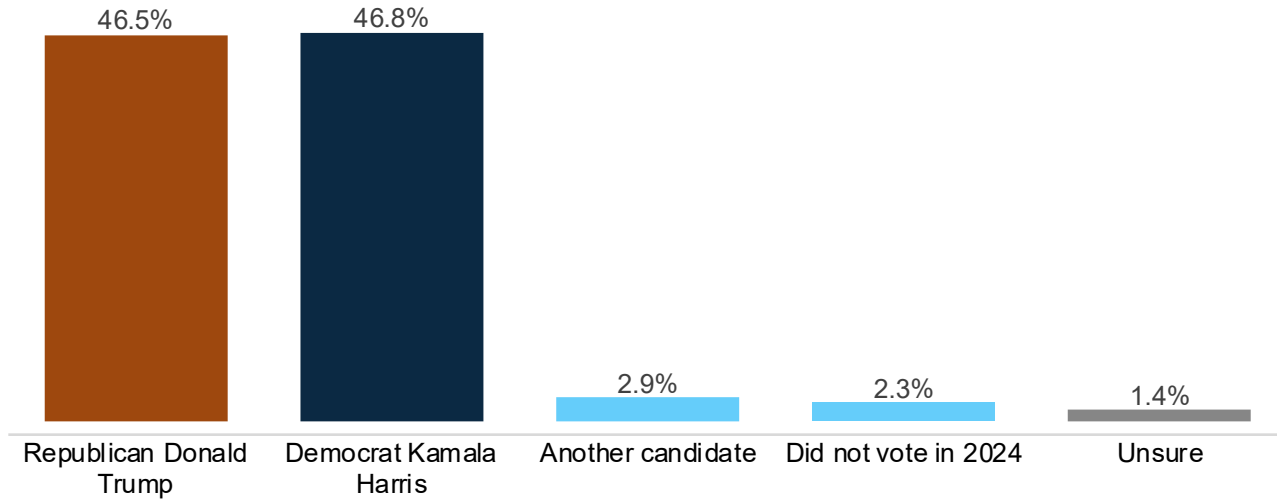
# Ideology



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	40%	24%	42%	42%	52%	44%	50%	37%	30%	52%	45%	39%	30%	81%	28%	6%	36%	41%	41%	45%	17%	33%	39%	48%	30%	38%	76%	6%	21%	36%	35%	45%	42%
Liberal	31%	45%	27%	32%	18%	30%	20%	30%	43%	20%	22%	33%	38%	4%	26%	62%	30%	32%	32%	31%	33%	32%	26%	37%	18%	4%	59%	32%	30%	28%	32%	31%	
Very conservative	20%	11%	22%	21%	28%	22%	26%	20%	14%	28%	21%	21%	15%	46%	8%	2%	20%	23%	16%	23%	11%	15%	21%	24%	15%	13%	41%	2%	10%	19%	16%	23%	22%
Somewhat conservative	19%	13%	20%	21%	25%	22%	24%	17%	16%	24%	24%	19%	14%	35%	19%	4%	16%	18%	25%	22%	6%	18%	18%	23%	14%	25%	35%	4%	11%	17%	19%	22%	20%
Moderate	27%	28%	28%	22%	29%	24%	27%	29%	26%	26%	29%	26%	29%	14%	44%	29%	29%	26%	25%	23%	43%	30%	28%	24%	30%	39%	19%	33%	35%	31%	34%	20%	25%
Somewhat liberal	15%	17%	17%	14%	12%	16%	10%	15%	20%	11%	13%	16%	17%	3%	13%	29%	14%	16%	16%	16%	15%	12%	15%	13%	17%	12%	2%	28%	12%	15%	14%	17%	15%
Very liberal	16%	28%	10%	19%	6%	14%	10%	15%	23%	9%	9%	17%	20%	1%	13%	33%	16%	15%	16%	15%	19%	20%	16%	13%	20%	6%	1%	31%	20%	15%	14%	14%	16%
Unsure	3%	3%	2%	4%	1%	1%	3%	4%	1%	2%	4%	2%	4%	1%	3%	3%	4%	2%	2%	1%	6%	5%	2%	2%	3%	5%	2%	2%	12%	3%	3%	4%	2%

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

# 2024 Retro Ballot



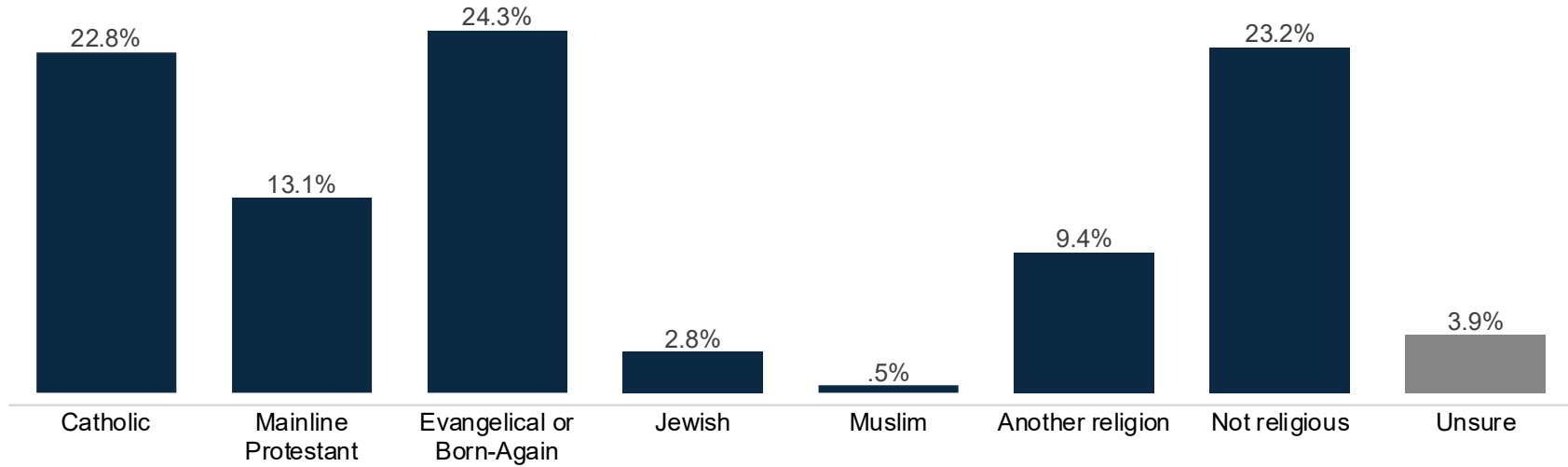
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	47%	33%	47%	52%	56%	50%	58%	46%	34%	66%	53%	45%	35%	93%	40%	3%	45%	46%	49%	53%	15%	37%	46%	53%	39%	49%	9%	42%	52%	55%	46%
Democrat Kamala Harris	47%	59%	49%	38%	39%	43%	35%	46%	62%	28%	38%	50%	56%	4%	46%	92%	48%	48%	47%	41%	79%	53%	47%	42%	53%	35%	27%	47%	41%	39%	51%
Another candidate	3%	3%	1%	6%	2%	5%	4%	2%	1%	2%	4%	3%	3%	1%	9%	1%	2%	4%	3%	3%	4%	3%	4%	3%	3%	8%	5%	5%	4%	3%	2%
Did not vote in 2024	2%	4%	2%	2%	1%	0%	3%	5%	1%	2%	4%	1%	4%	1%	3%	3%	4%	1%	1%	2%	2%	4%	2%	1%	4%	4%	55%	4%	2%	1%	0%
Unsure	1%	2%	1%	2%	2%	2%	1%	1%	1%	3%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	0%	3%	1%	1%	2%	4%	4%	2%	2%	2%	1%

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

# Percent Change: 2024 Retro Ballot to Generic Ballot

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	-3%	-3%	-3%	-4%	-3%	-4%	-4%	-4%	-1%	-6%	-5%	-3%	-1%	-2%	-9%	0%	-2%	-4%	-5%	-3%	1%	-5%	-4%	-4%	-3%	-12%	-13%	3%	18%	-3%	-2%	-7%	-3%
Democratic candidate	2%	2%	0%	5%	1%	2%	3%	2%	0%	2%	2%	2%	1%	1%	3%	1%	2%	3%	2%	0%	3%	1%	3%	1%	-1%	5%	-7%	22%	5%	2%	4%	0%	
Unsure	6%	7%	5%	7%	6%	6%	7%	9%	3%	8%	11%	5%	7%	2%	19%	1%	7%	7%	5%	6%	6%	10%	9%	5%	8%	25%	8%	4%	20%	7%	6%	8%	5%

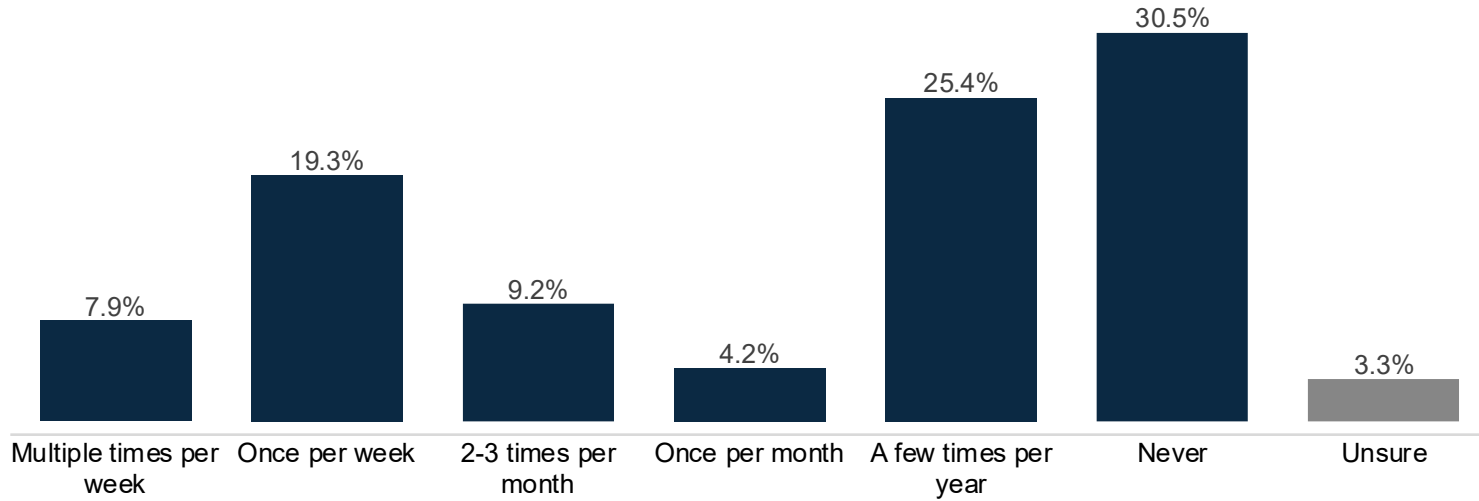
# Religion



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	23%	22%	19%	25%	26%	26%	26%	20%	21%	16%	21%	24%	24%	23%	21%	23%	22%	23%	24%	22%	10%	47%	21%	22%	24%	27%	26%	19%	24%	25%	25%	25%	21%
Mainline Protestant	13%	9%	21%	8%	15%	13%	10%	14%	16%	17%	18%	12%	10%	17%	11%	10%	13%	14%	13%	17%	6%	1%	9%	14%	12%	12%	15%	12%	5%	8%	14%	10%	15%
Evangelical or Born-Again	24%	20%	32%	23%	22%	19%	25%	29%	22%	37%	27%	23%	20%	36%	21%	15%	28%	24%	18%	22%	43%	19%	28%	26%	22%	24%	35%	14%	24%	26%	23%	24%	25%
Jewish	3%	2%	2%	2%	5%	5%	2%	1%	3%	0%	3%	3%	2%	3%	2%	4%	2%	2%	4%	4%	0%	0%	2%	3%	2%	2%	2%	4%	0%	4%	1%	2%	3%
Muslim	1%	2%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%
Another religion	9%	13%	9%	7%	9%	6%	10%	13%	8%	9%	7%	10%	10%	8%	10%	11%	11%	11%	7%	8%	17%	7%	13%	9%	10%	11%	7%	11%	8%	14%	8%	10%	9%
Not religious	23%	29%	14%	29%	21%	28%	22%	17%	27%	17%	21%	23%	28%	10%	29%	33%	19%	23%	31%	24%	18%	22%	24%	22%	25%	17%	10%	35%	27%	19%	24%	23%	24%
Unsure	4%	4%	4%	5%	2%	3%	4%	4%	3%	3%	3%	4%	5%	4%	5%	3%	5%	3%	2%	2%	6%	4%	2%	3%	4%	5%	3%	4%	12%	5%	5%	5%	2%

If you have one, what is your religious affiliation?

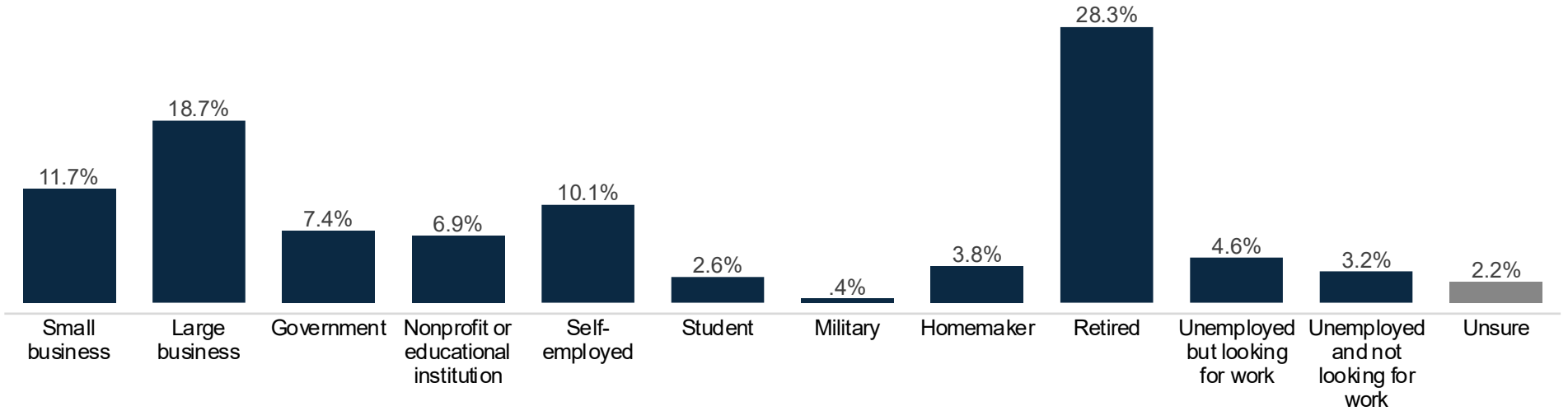
# Religious Service Attendance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	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	27%	22%	33%	26%	27%	26%	27%	30%	25%	34%	29%	27%	23%	37%	25%	19%	27%	31%	24%	27%	35%	24%	32%	31%	23%	30%	36%	19%	31%	28%	22%	23%	30%
Monthly Church	13%	13%	13%	15%	12%	15%	12%	14%	13%	13%	15%	14%	12%	15%	11%	13%	14%	15%	13%	12%	20%	9%	16%	13%	15%	18%	15%	11%	17%	20%	14%	12%	12%
Rarely/Never Church	56%	60%	52%	55%	57%	57%	56%	51%	60%	50%	50%	57%	60%	45%	59%	66%	56%	52%	61%	59%	41%	61%	49%	53%	60%	47%	46%	67%	48%	47%	61%	59%	57%
Multiple times per week	8%	8%	9%	7%	7%	7%	6%	11%	7%	11%	8%	7%	7%	11%	6%	7%	9%	8%	6%	7%	18%	8%	11%	8%	8%	10%	10%	6%	12%	11%	7%	9%	7%
Once per week	19%	14%	23%	19%	20%	19%	21%	20%	19%	23%	21%	19%	16%	26%	19%	12%	18%	22%	18%	20%	18%	17%	21%	23%	15%	21%	26%	13%	19%	17%	15%	14%	23%
2-3 times per month	9%	10%	9%	10%	8%	9%	9%	10%	9%	11%	9%	10%	7%	11%	8%	8%	10%	10%	8%	8%	15%	6%	11%	8%	10%	12%	11%	7%	9%	12%	10%	9%	8%
Once per month	4%	3%	4%	5%	4%	6%	3%	3%	4%	2%	6%	4%	5%	4%	3%	5%	4%	4%	4%	4%	5%	4%	5%	4%	4%	5%	4%	4%	8%	8%	4%	2%	3%
A few times per year	25%	21%	27%	24%	30%	25%	29%	21%	28%	21%	25%	27%	25%	25%	26%	27%	22%	28%	26%	24%	30%	21%	25%	26%	23%	25%	27%	10%	23%	23%	28%	27%	
Never	31%	39%	25%	31%	27%	32%	27%	30%	33%	29%	25%	31%	35%	20%	33%	40%	29%	30%	33%	33%	17%	31%	28%	28%	34%	24%	21%	40%	38%	24%	38%	31%	30%
Unsure	3%	5%	2%	3%	4%	3%	4%	5%	1%	4%	6%	2%	4%	3%	5%	2%	3%	3%	3%	2%	3%	5%	3%	4%	3%	5%	3%	3%	4%	5%	3%	6%	2%

How often do you attend religious services?

# Employment

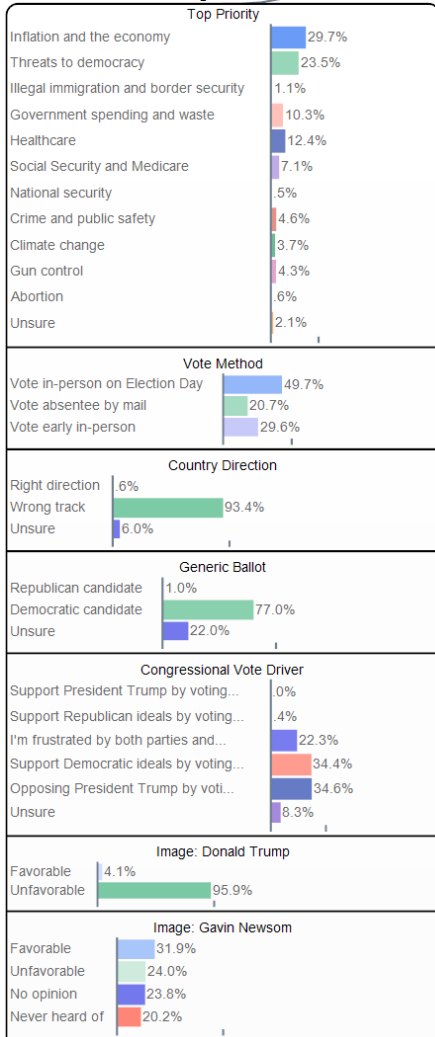


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Married	Single	Swing Voters	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Employed	58%	73%	30%	89%	44%	66%	67%	43%	60%	48%	55%	60%	61%	54%	62%	59%	49%	59%	77%	56%	62%	69%	78%	57%	59%	67%	56%	58%	65%	72%	58%	60%	54%
Unemployed/Retired	40%	25%	69%	8%	54%	32%	31%	55%	39%	49%	44%	38%	36%	43%	37%	40%	49%	40%	22%	43%	34%	30%	20%	41%	39%	29%	41%	40%	22%	26%	41%	37%	45%
Small business	12%	12%	7%	18%	11%	13%	15%	10%	9%	10%	12%	12%	11%	13%	14%	9%	10%	12%	15%	12%	6%	10%	14%	12%	12%	13%	14%	10%	6%	15%	12%	13%	11%
Large business	19%	21%	9%	34%	12%	25%	21%	14%	17%	14%	14%	22%	16%	19%	19%	18%	13%	18%	31%	19%	19%	18%	26%	19%	19%	21%	18%	20%	17%	19%	22%	19%	18%
Government	7%	11%	3%	11%	6%	6%	10%	4%	10%	7%	9%	7%	9%	7%	8%	6%	10%	9%	6%	11%	17%	12%	7%	7%	9%	7%	8%	7%	9%	5%	7%	8%	
Nonprofit or educational institution	7%	11%	5%	7%	5%	9%	3%	3%	14%	7%	6%	7%	8%	5%	7%	9%	5%	7%	11%	6%	8%	11%	10%	8%	6%	8%	5%	9%	6%	6%	9%	8%	7%
Self-employed	10%	11%	5%	14%	11%	13%	13%	8%	7%	8%	10%	9%	14%	9%	11%	10%	10%	10%	10%	10%	12%	8%	13%	11%	9%	11%	11%	8%	14%	11%	9%	9%	10%
Student	3%	6%	0%	4%	0%	0%	4%	3%	3%	2%	3%	2%	4%	1%	2%	4%	5%	1%	0%	2%	5%	6%	2%	0%	6%	3%	1%	4%	16%	10%	2%	3%	0%
Military	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	2%	0%	0%	0%	0%
Homemaker	4%	8%	4%	2%	1%	0%	2%	8%	4%	2%	6%	3%	5%	4%	4%	3%	5%	2%	4%	4%	2%	4%	9%	5%	3%	4%	5%	3%	4%	3%	6%	6%	3%
Retired	28%	1%	59%	1%	49%	28%	23%	32%	29%	37%	32%	29%	19%	32%	23%	29%	30%	33%	16%	32%	24%	16%	4%	32%	25%	16%	29%	29%	9%	10%	23%	24%	36%
Unemployed but looking for work	5%	10%	2%	5%	2%	2%	4%	8%	3%	6%	5%	3%	8%	4%	6%	4%	8%	3%	1%	4%	6%	5%	5%	3%	7%	5%	4%	5%	4%	8%	6%	5%	3%
Unemployed and not looking for work	3%	6%	3%	1%	3%	1%	3%	6%	3%	3%	2%	3%	4%	2%	3%	4%	5%	2%	1%	3%	2%	4%	2%	2%	5%	4%	3%	3%	4%	4%	6%	2%	2%
Unsure	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	1%	2%	3%	2%	1%	2%	1%	1%	1%	4%	1%	3%	2%	2%	2%	4%	3%	1%	13%	2%	1%	3%	2%

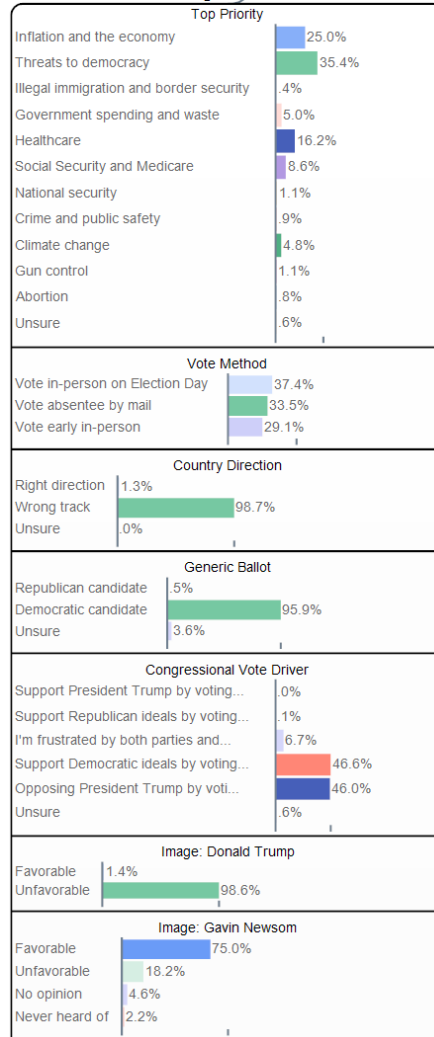
Which of the following options best describes where you are currently employed?

# Segmentation Analysis:

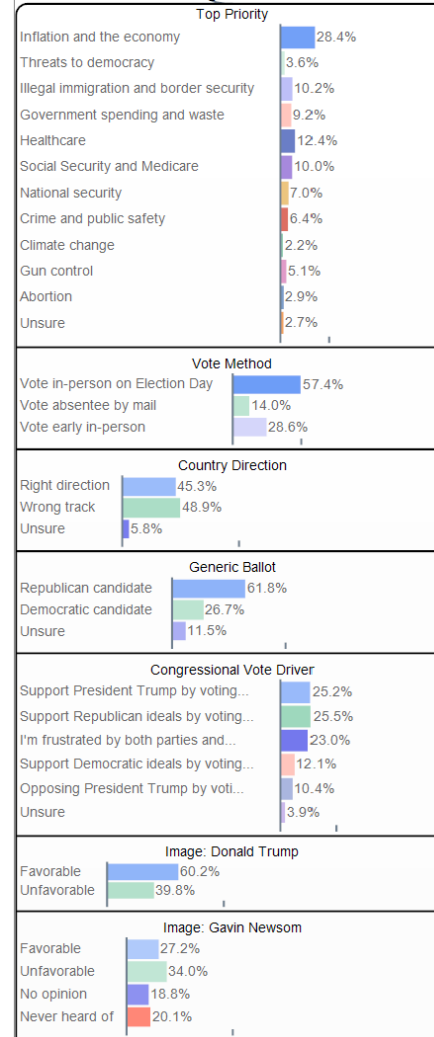
## Young Dems (13%)



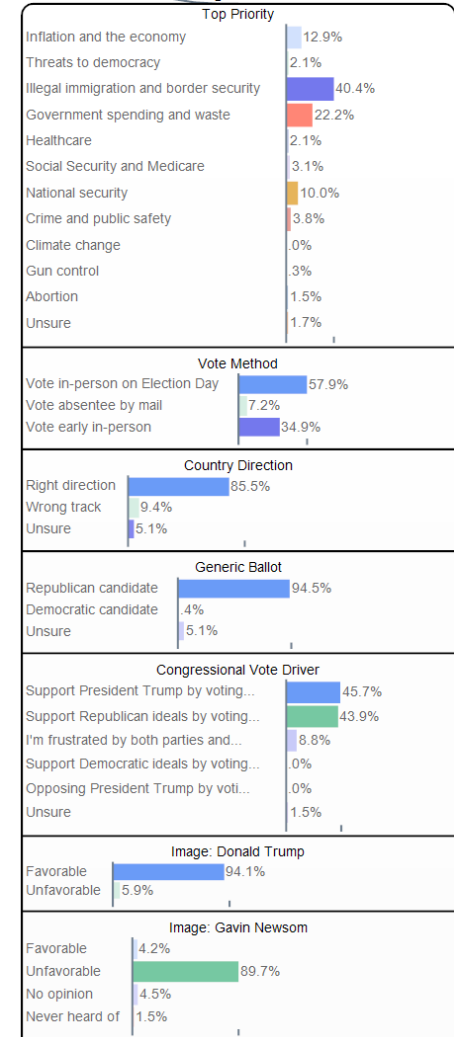
## Old Dems (36%)



## Young GOPs (17%)



## Old GOPs (34%)



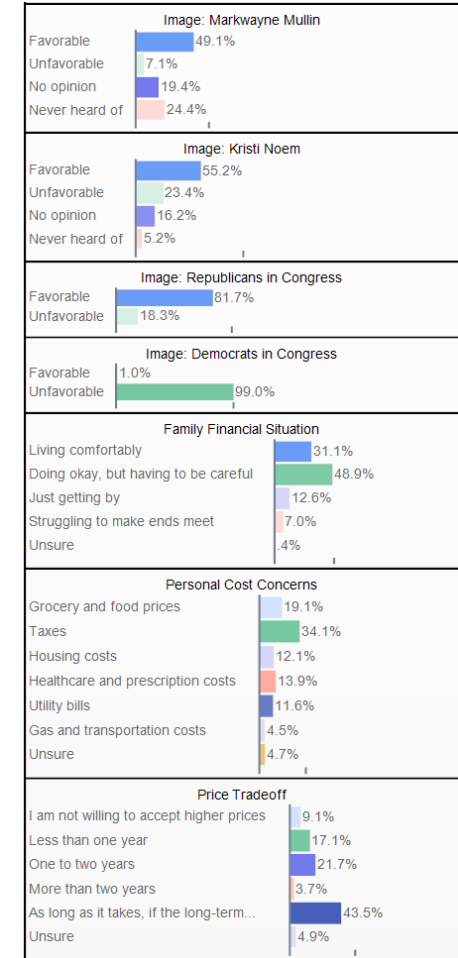
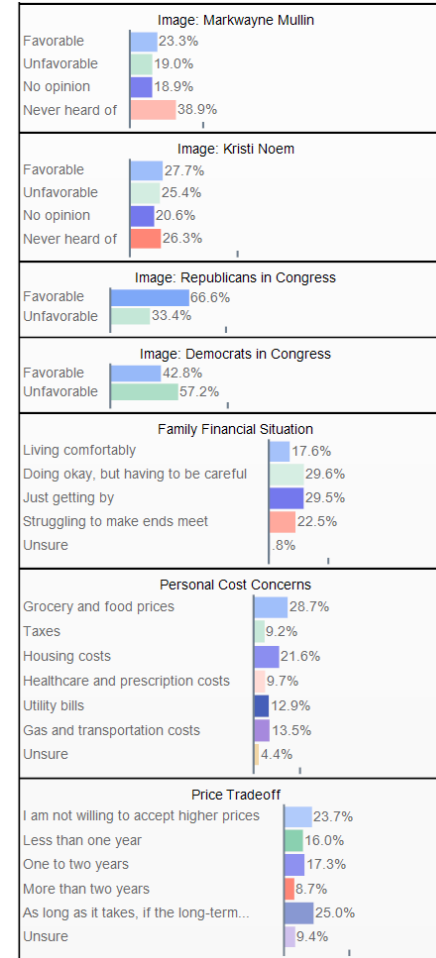
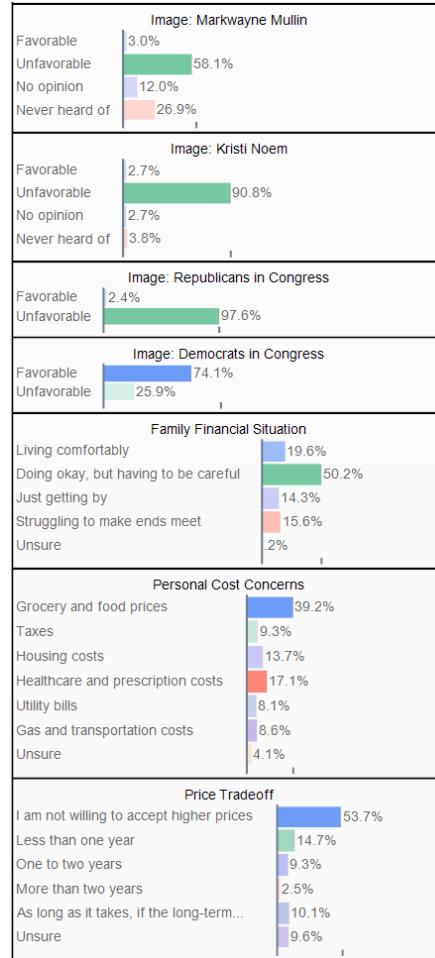
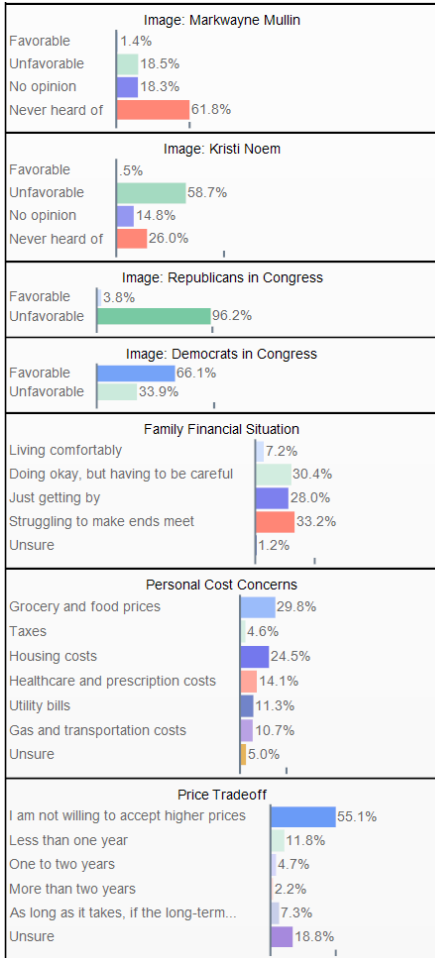
# Segmentation Analysis:

## Young Dems (13%)

## Old Dems (36%)

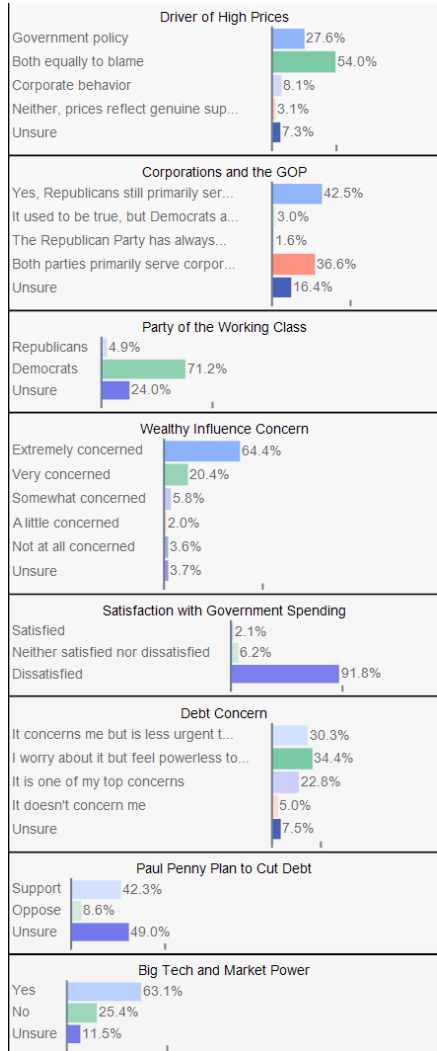
## Young GOPs (17%)

## Old GOPs (34%)

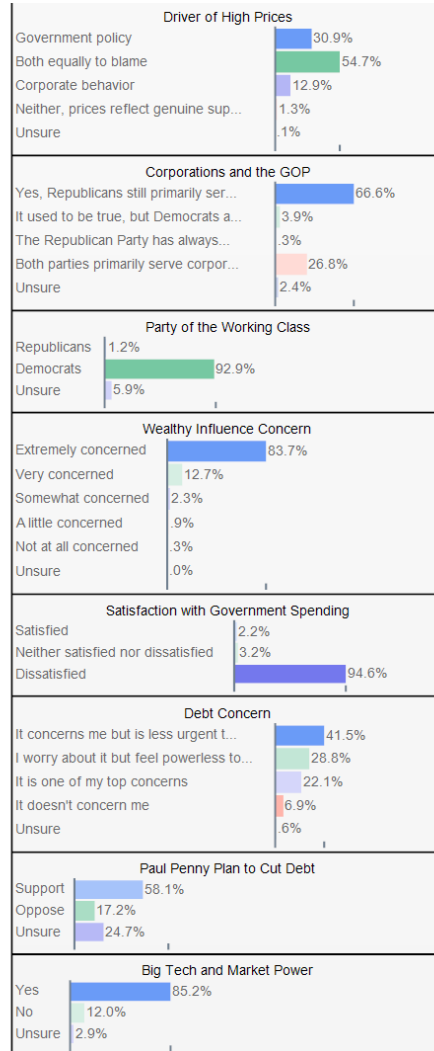


# Segmentation Analysis:

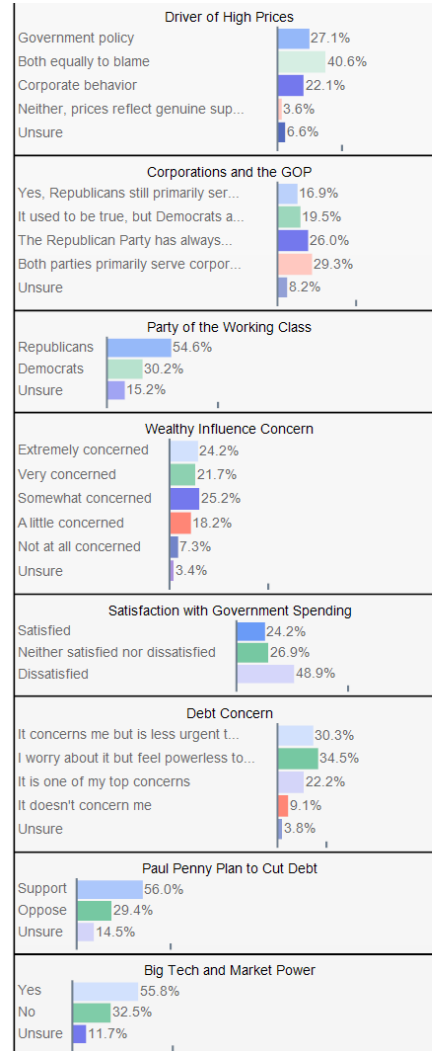
## Young Dems (13%)



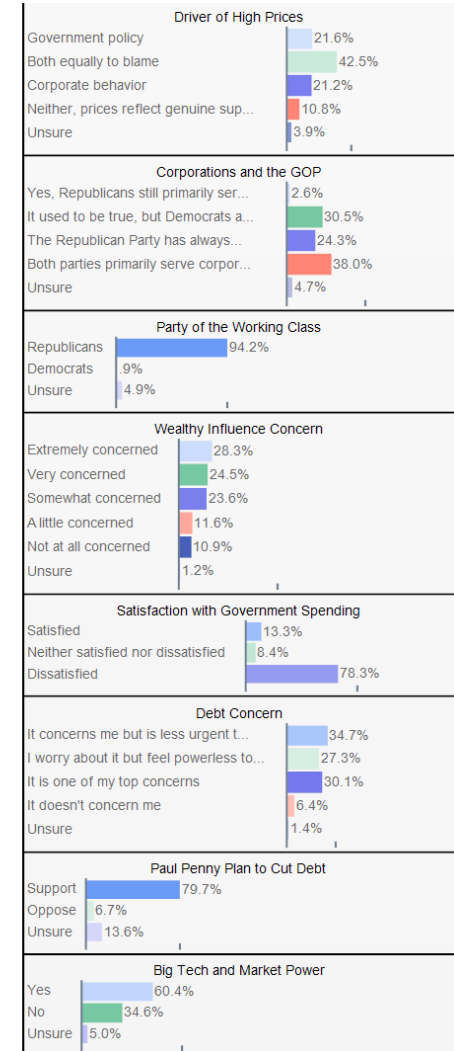
## Old Dems (36%)



## Young GOPs (17%)

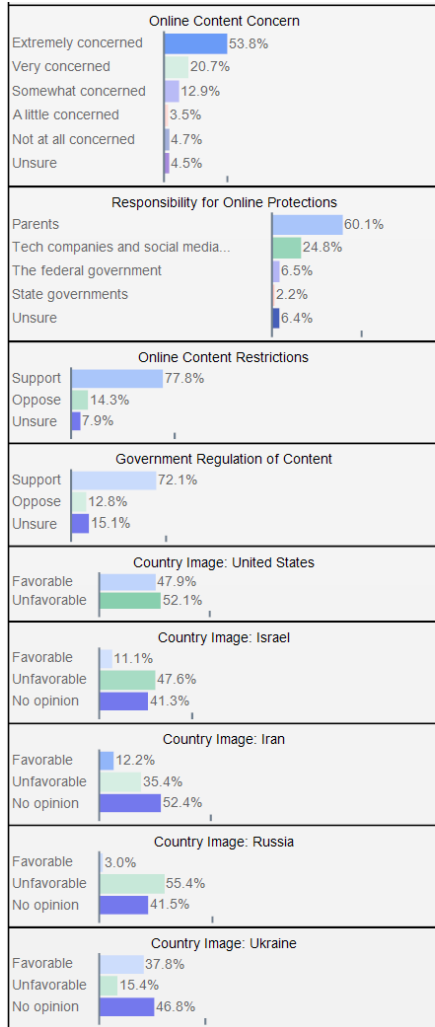


## Old GOPs (34%)

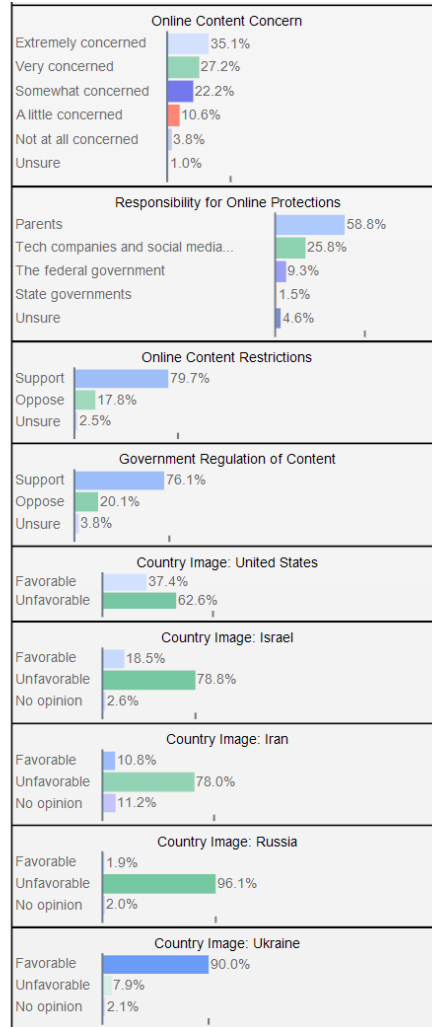


# Segmentation Analysis:

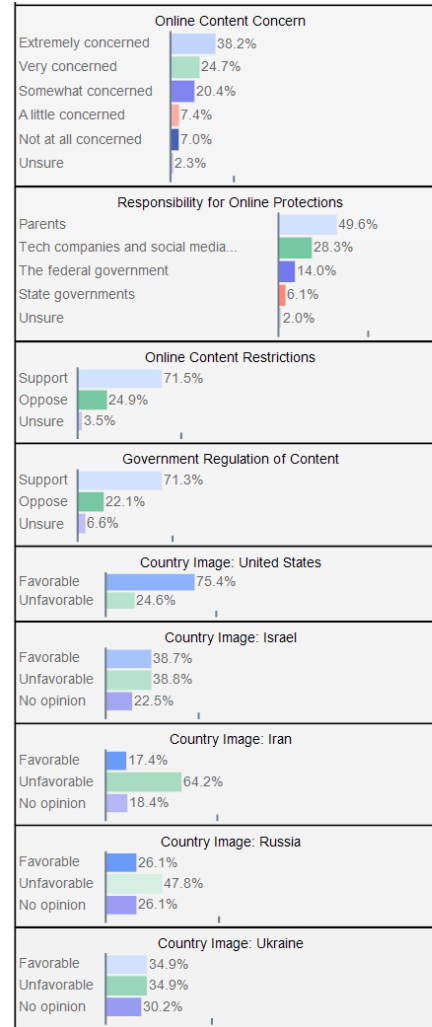
## Young Dems (13%)



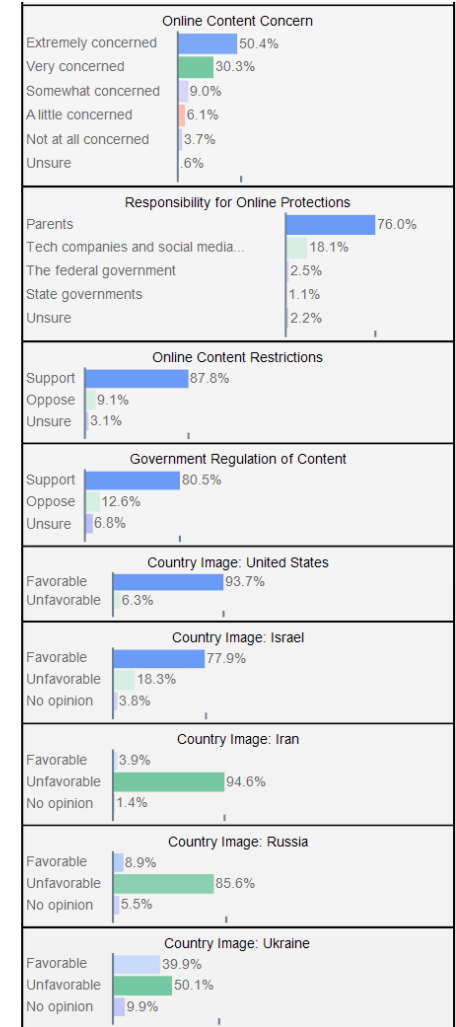
## Old Dems (36%)



## Young GOPs (17%)



## Old GOPs (34%)



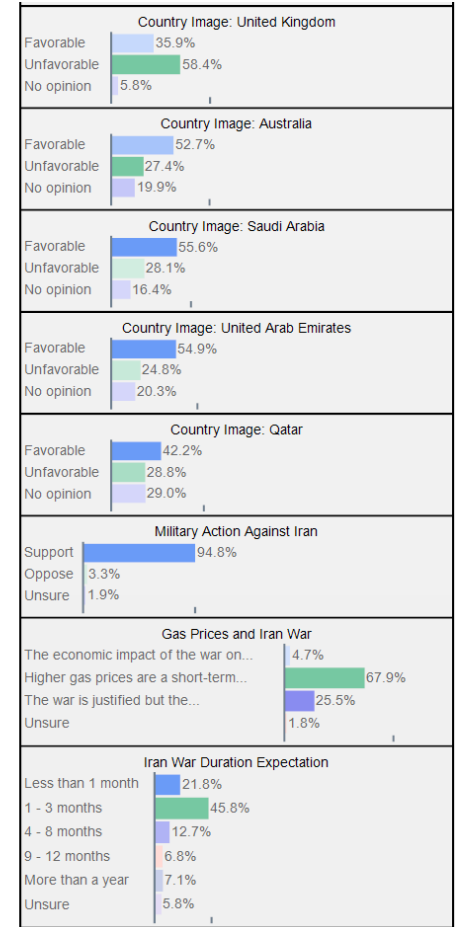
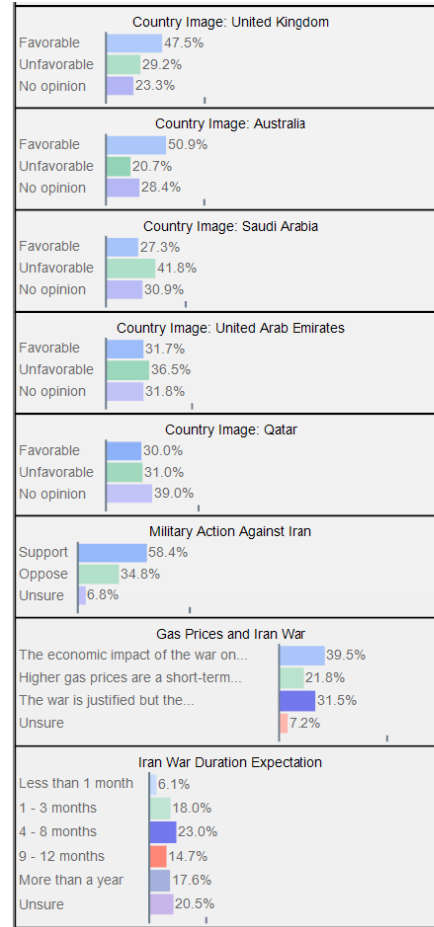
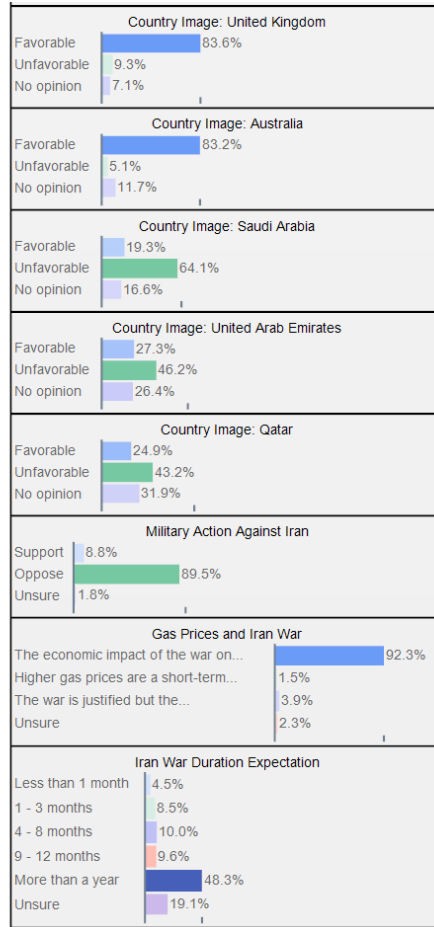
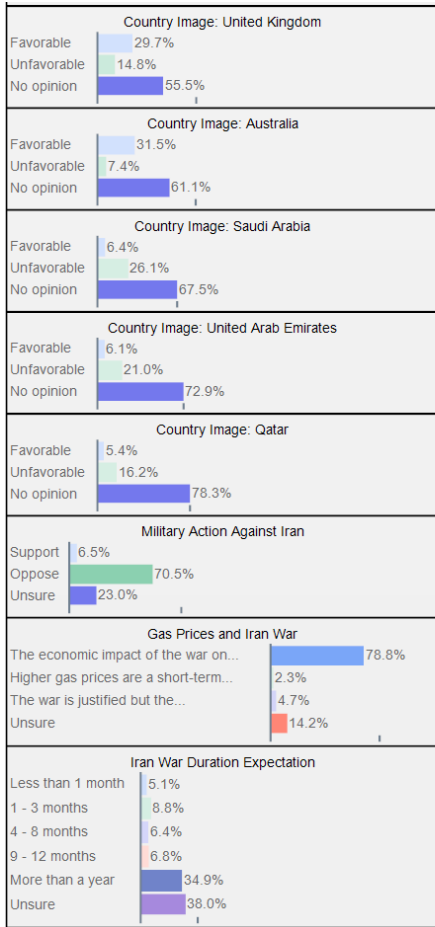
# Segmentation Analysis:

## Young Dems (13%)

## Old Dems (36%)

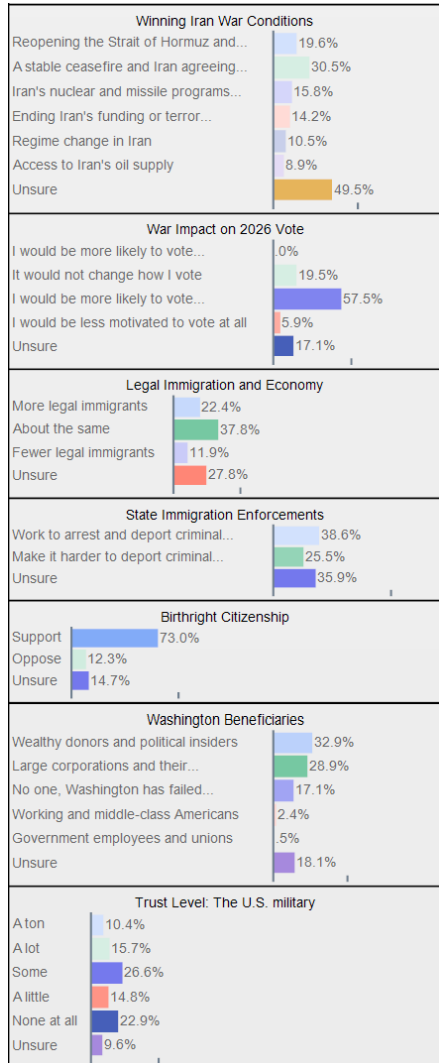
## Young GOPs (17%)

## Old GOPs (34%)

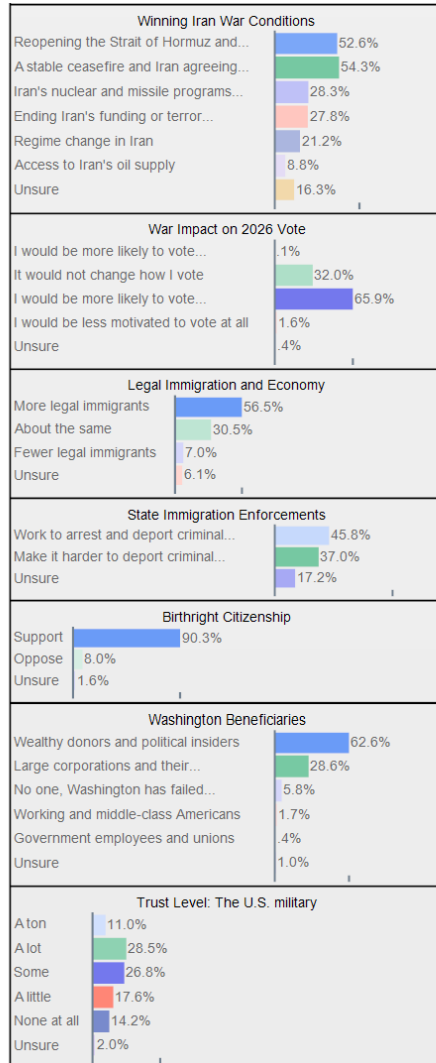


# Segmentation Analysis:

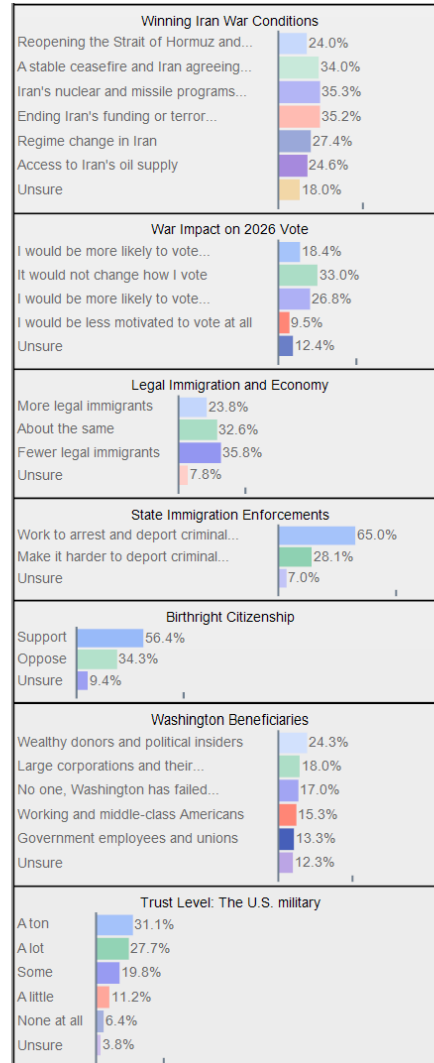
## Young Dems (13%)



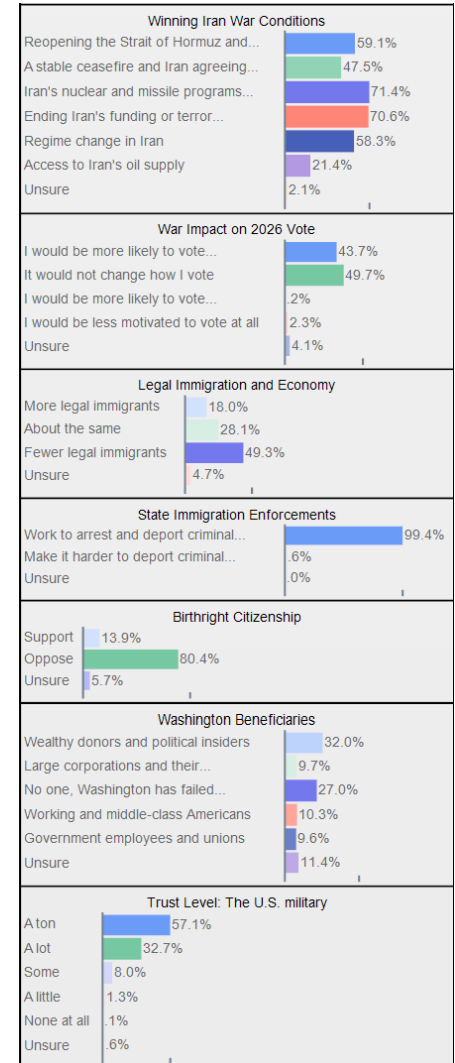
## Old Dems (36%)



## Young GOPs (17%)



## Old GOPs (34%)



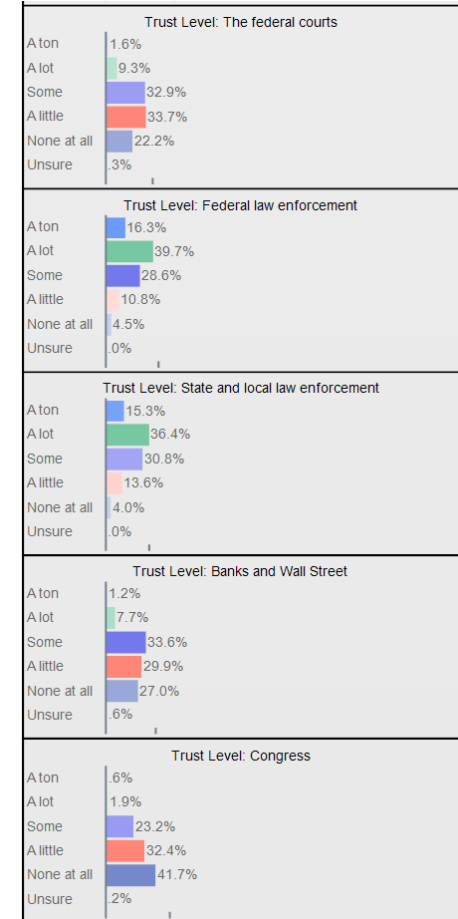
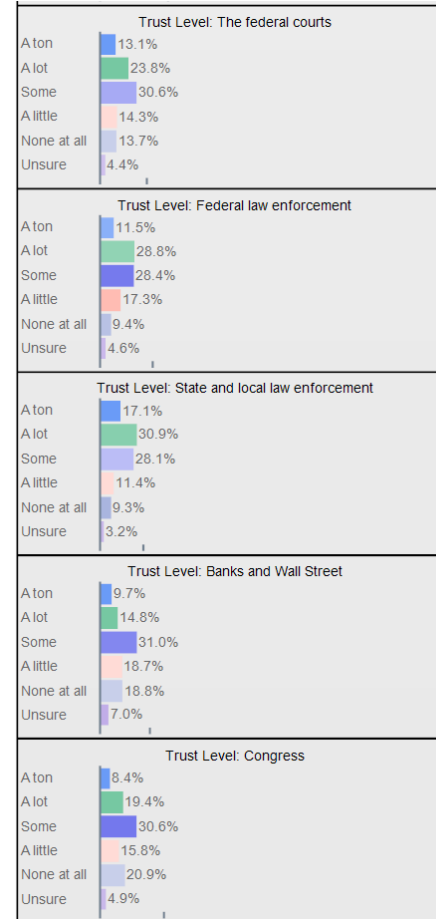
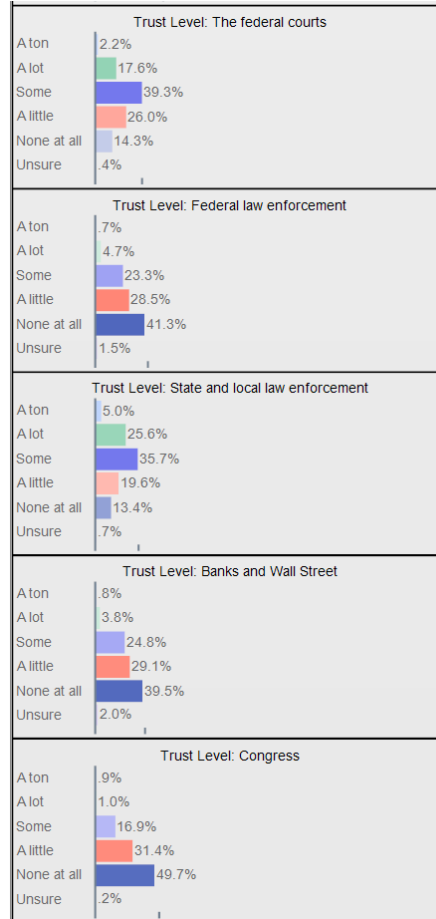
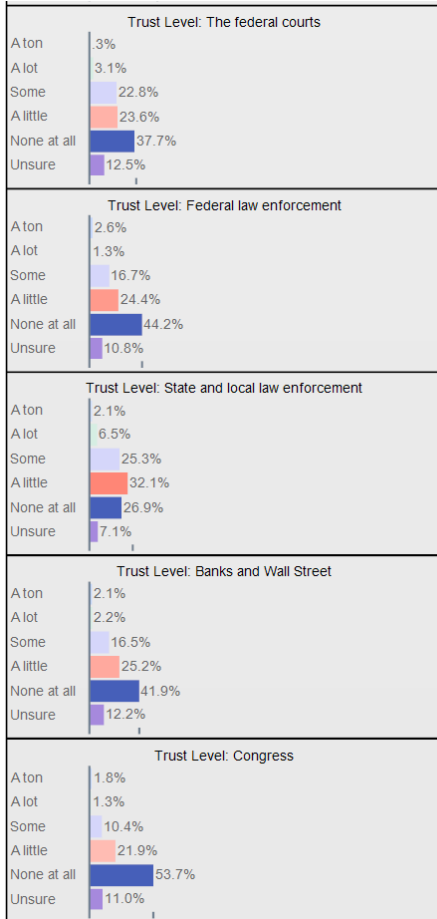
# Segmentation Analysis:

## Young Dems (13%)

## Old Dems (36%)

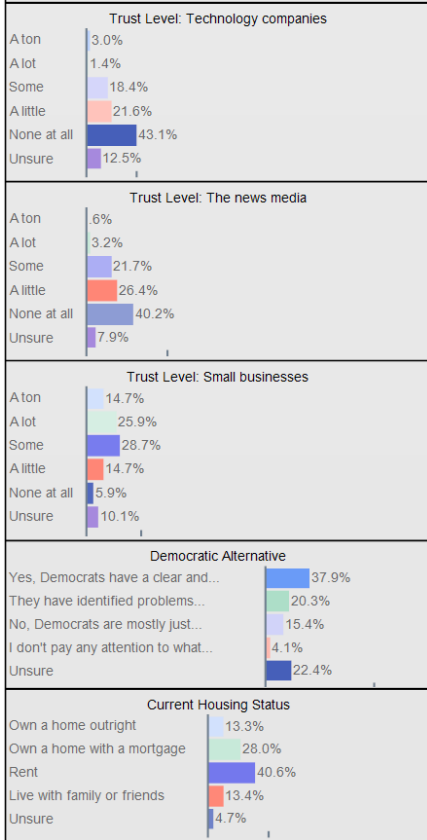
## Young GOPs (17%)

## Old GOPs (34%)

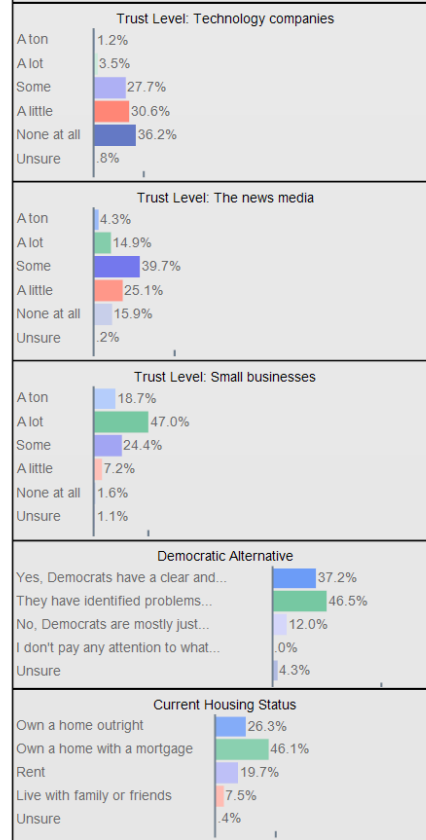


# Segmentation Analysis:

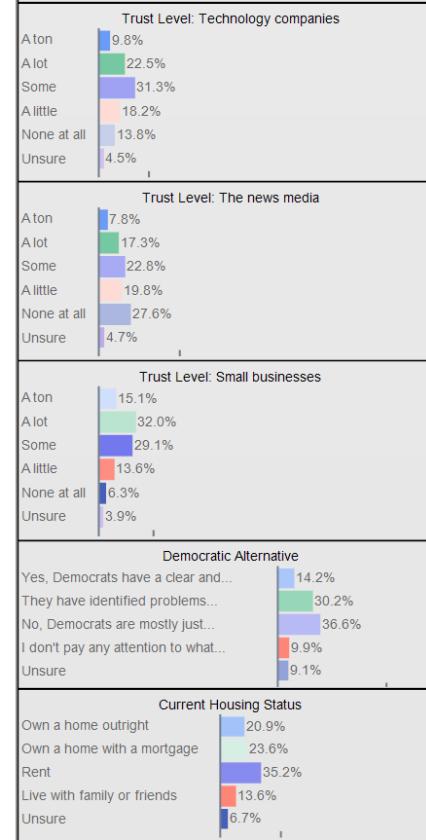
## Young Dems (13%)



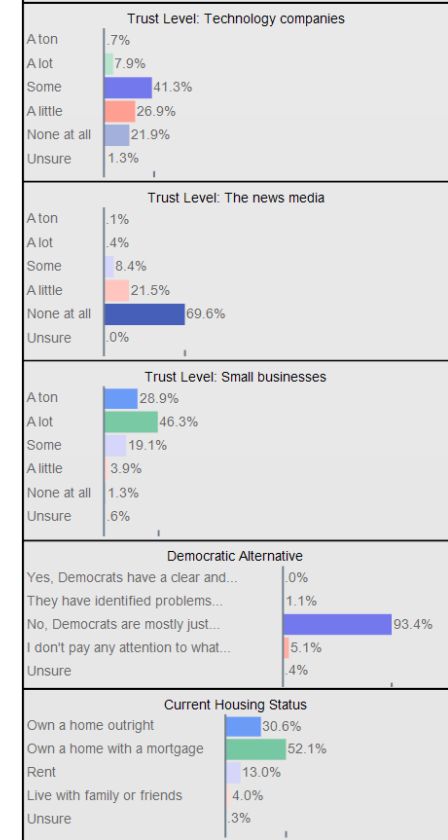
## Old Dems (36%)



## Young GOPs (17%)

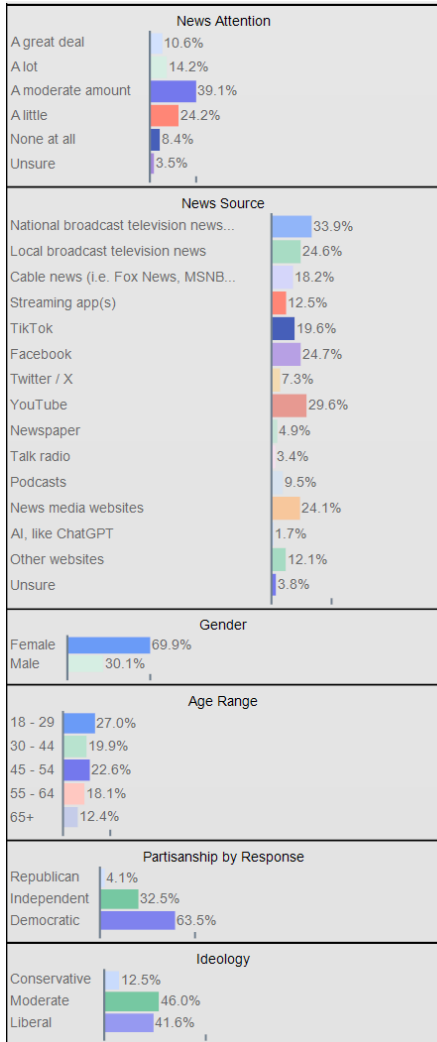


## Old GOPs (34%)

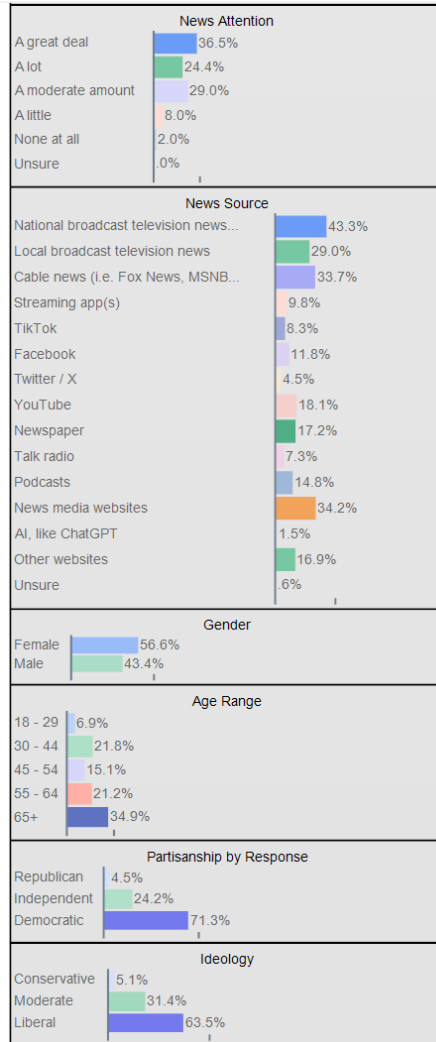


# Segmentation Analysis:

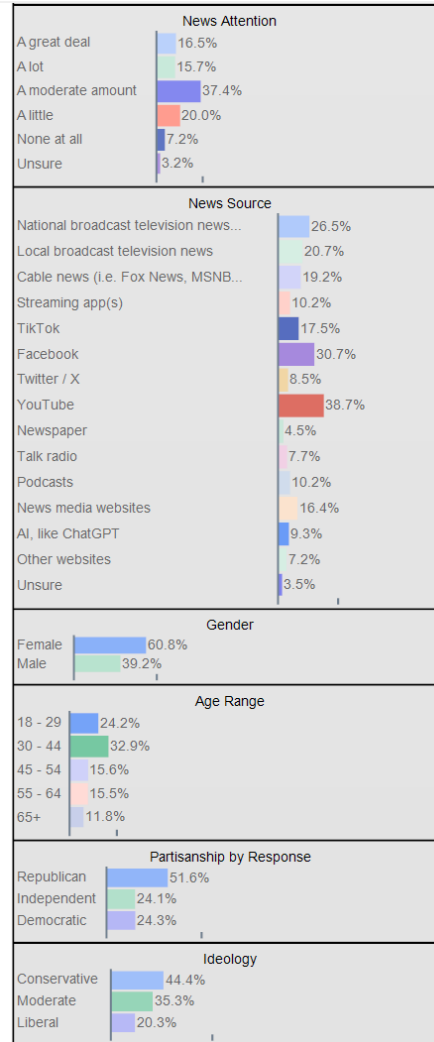
## Young Dems (13%)



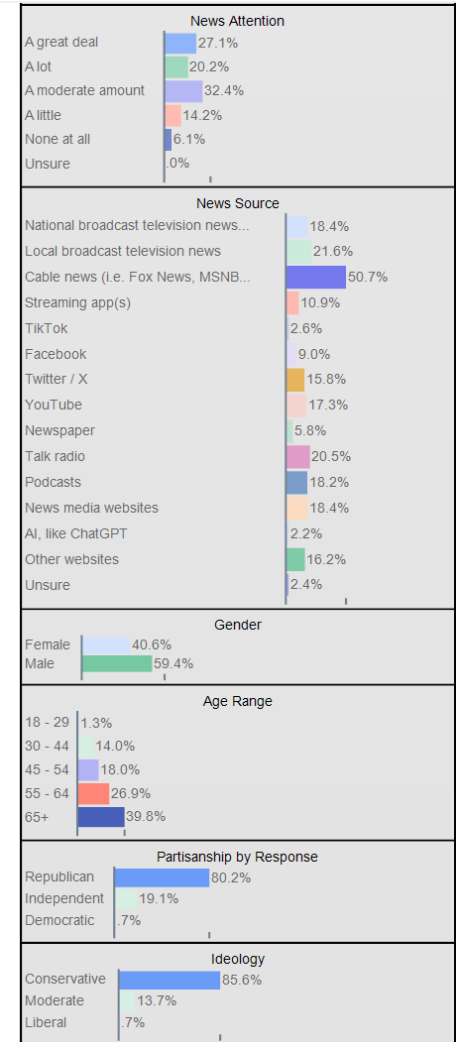
## Old Dems (36%)



## Young GOPs (17%)



## Old GOPs (34%)



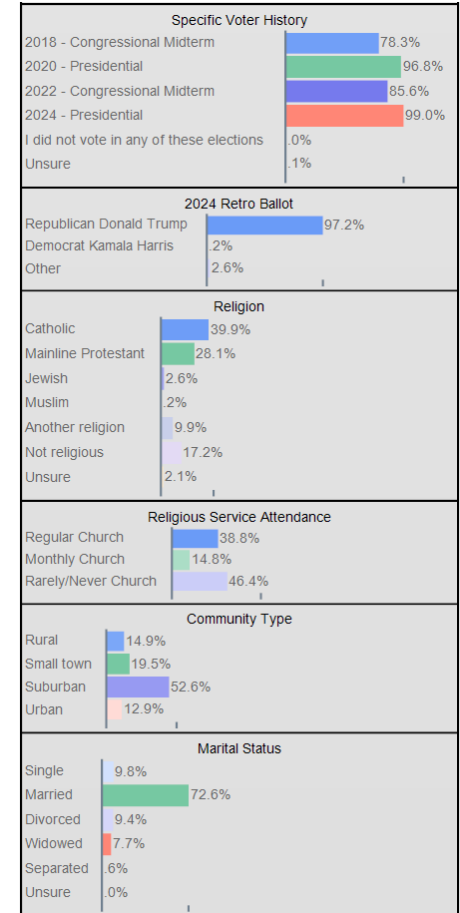
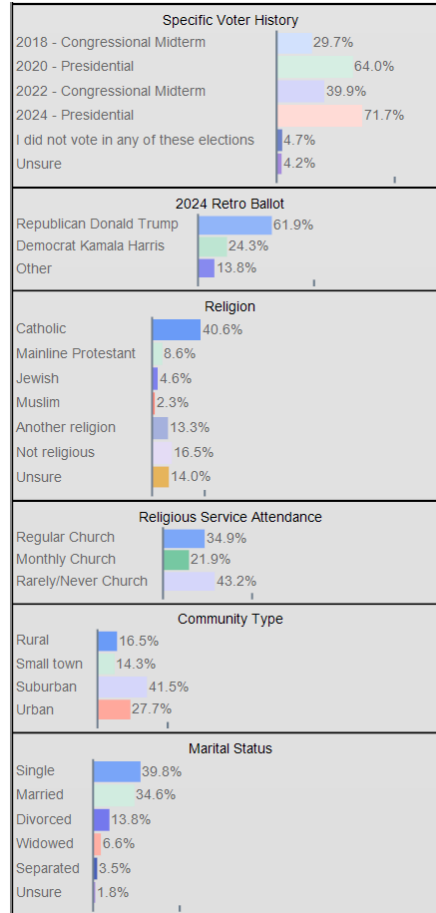
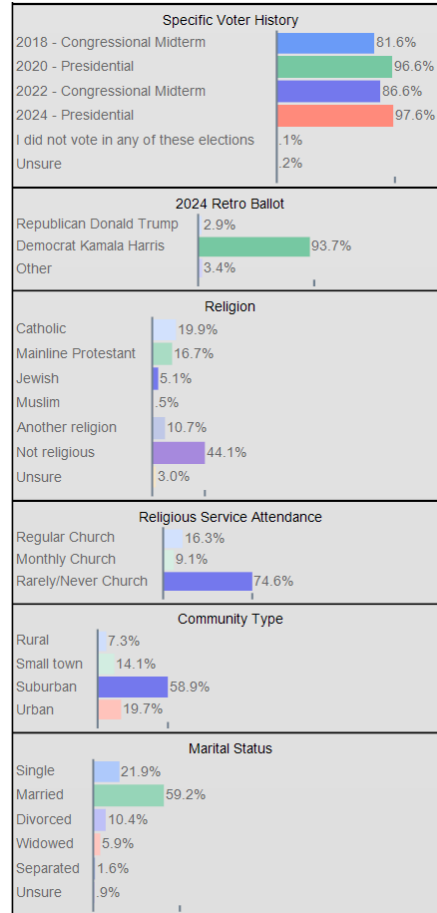
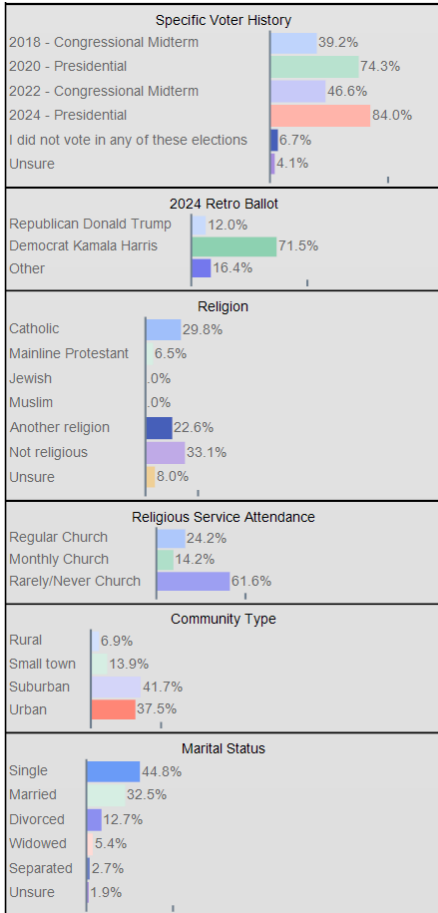
# Segmentation Analysis:

## Young Dems (13%)

## Old Dems (36%)

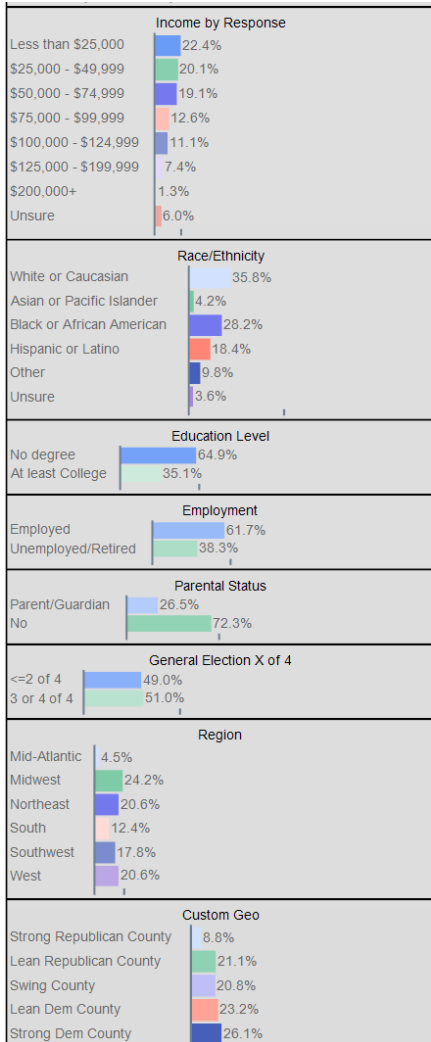
## Young GOPs (17%)

## Old GOPs (34%)

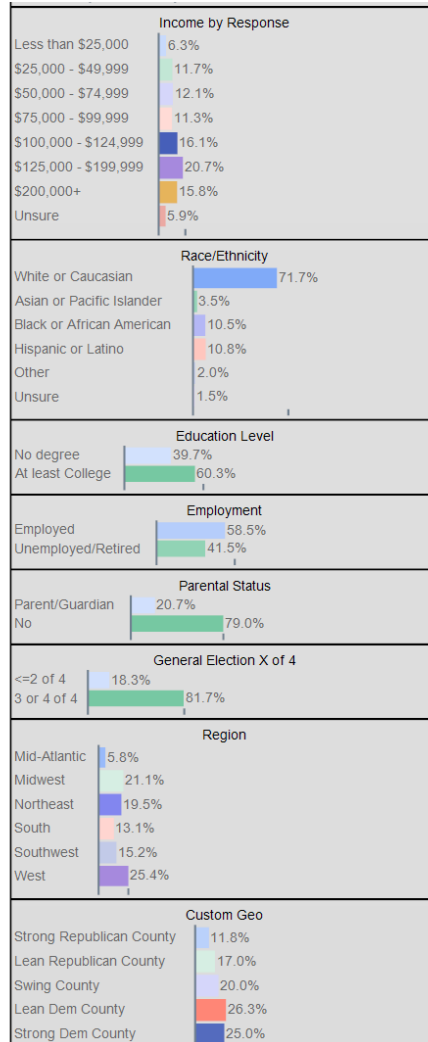


# Segmentation Analysis:

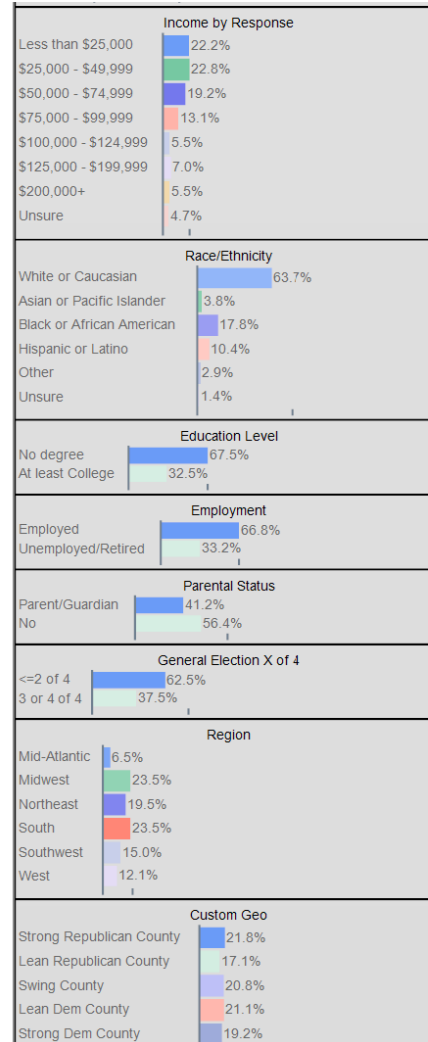
## Young Dems (13%)



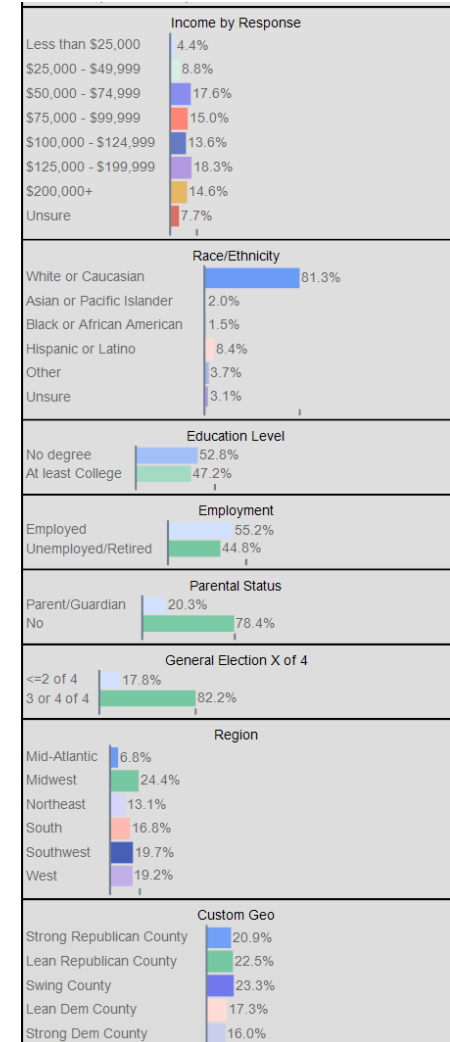
## Old Dems (36%)



## Young GOPs (17%)

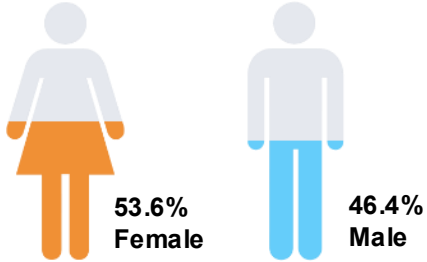


## Old GOPs (34%)

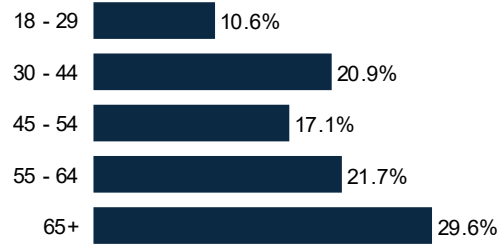


# Demographics

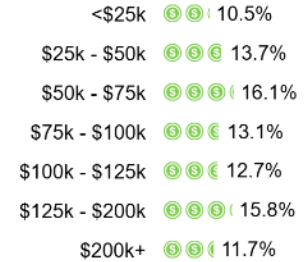
## Sex



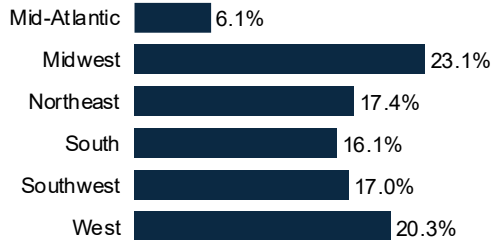
## Age Range



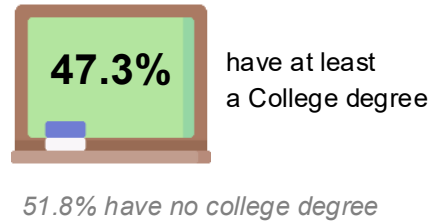
## Household Income



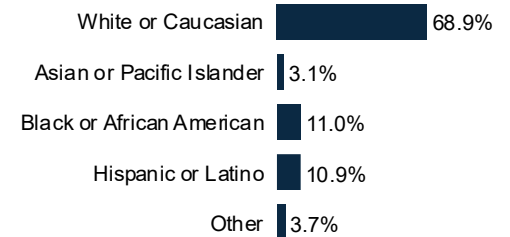
## Geo - Region



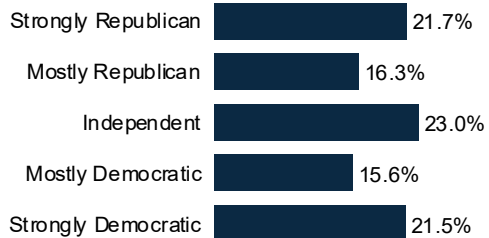
## Education



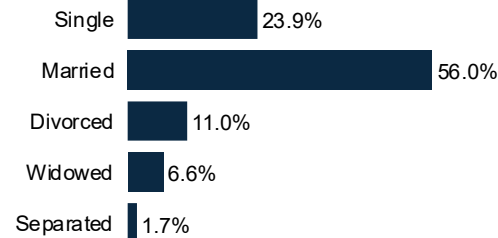
## Race/Ethnicity



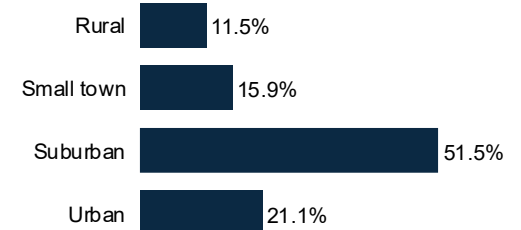
## Partisanship



## Marital Status



## Community Type



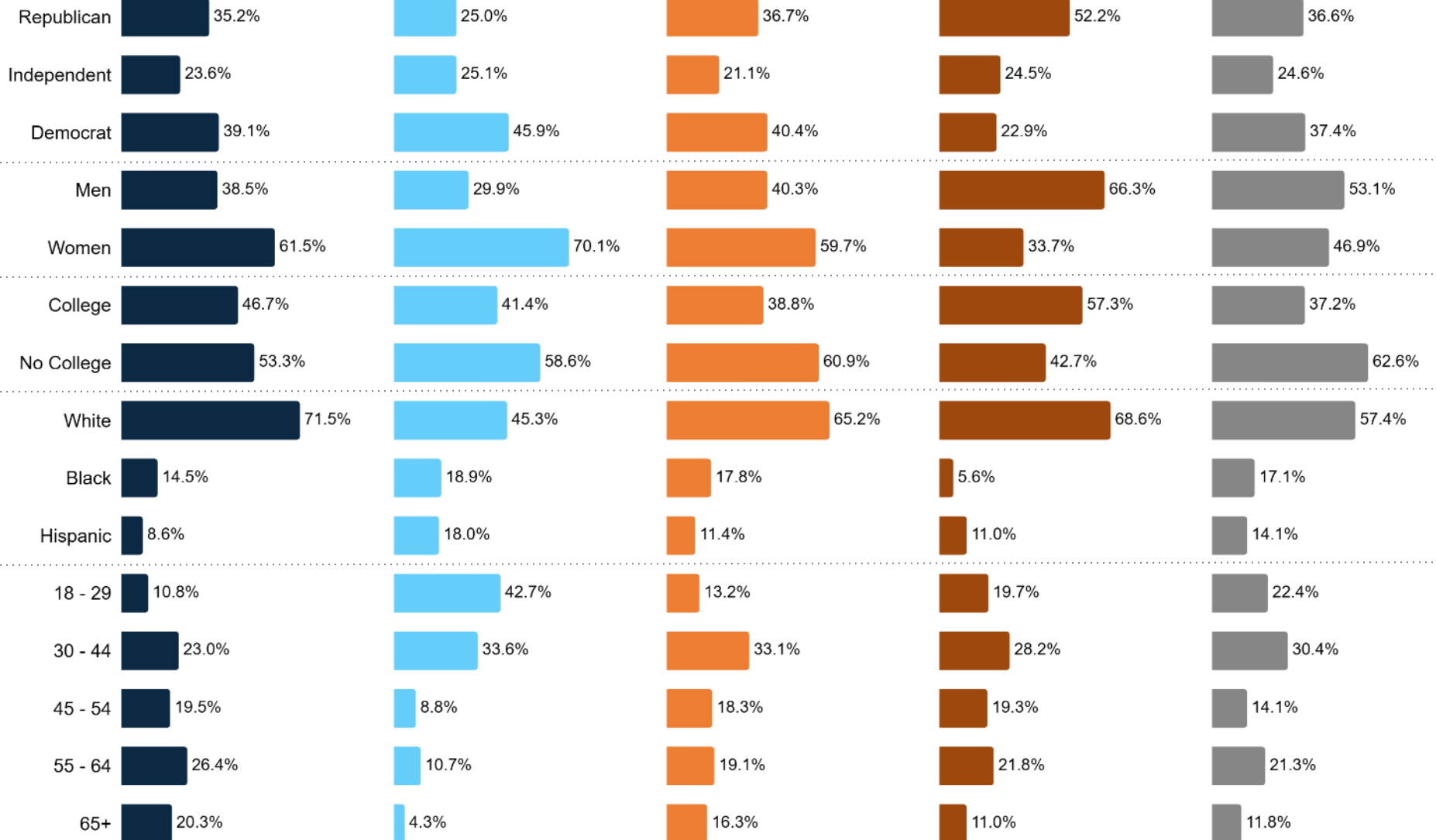
### Streaming app(s)

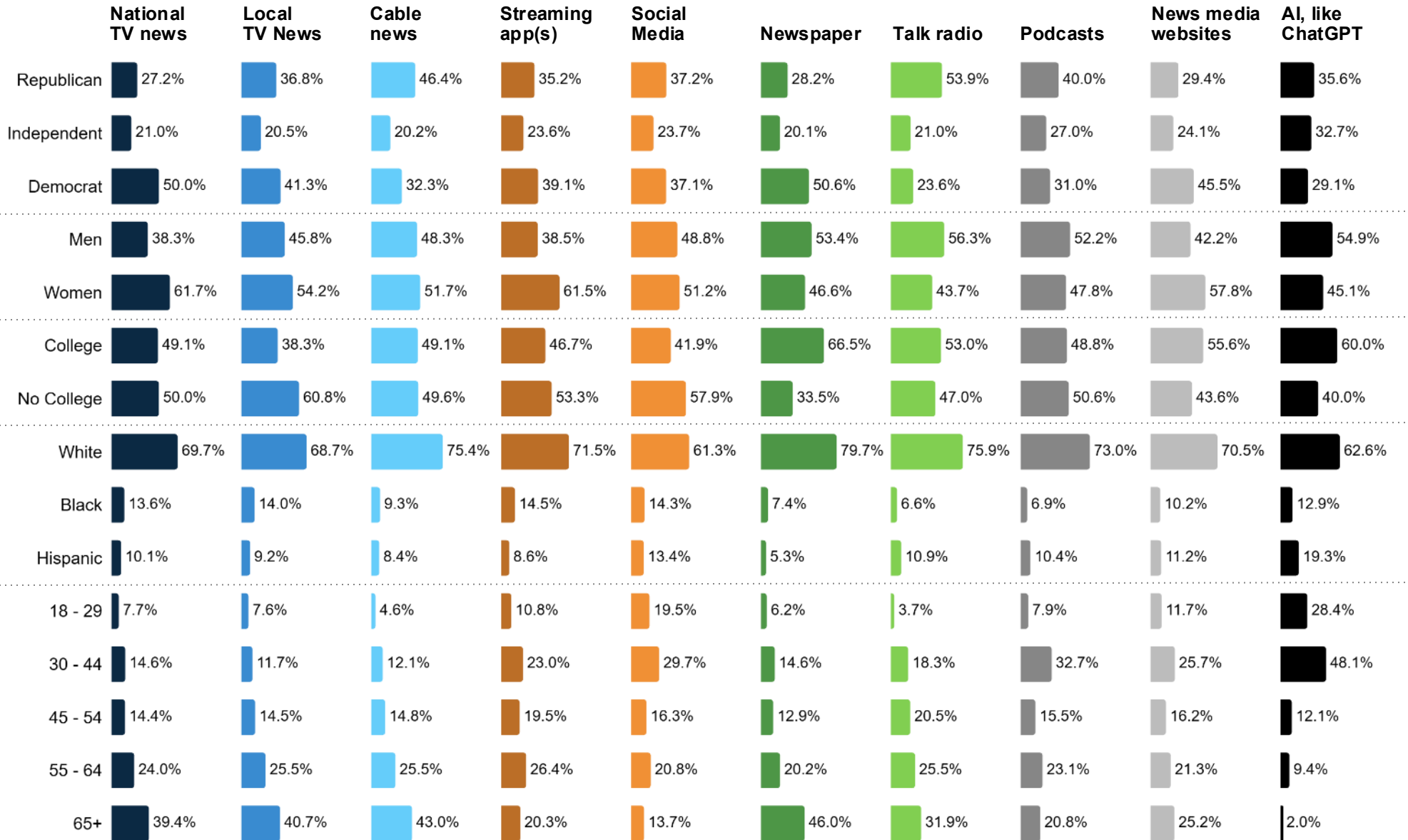
### TikTok

### Facebook

### Twitter/X

### YouTube





	GB GOP	GB Dem	GB Undec	Trump Fav	Trump Unfav	GOP 18 - 29	Indep 18 - 29	Dem 18 - 29	GOP 30 - 44	Indep 30 - 44	Dem 30 - 44	GOP 45 - 54	Indep 45 - 54	Dem 45 - 54	GOP 55 - 64	Indep 55 - 64	Dem 55 - 64	GOP 65+	Indep 65+	Dem 65+	Rural	Small Town	Suburban	Urban	White College	White Non-Coll	Minority College	Minority Non-Coll
Social Media	44%	43%	38%	43%	43%	70%	85%	80%	71%	62%	52%	46%	38%	39%	40%	36%	43%	24%	16%	17%	43%	42%	42%	47%	32%	44%	53%	59%
Cable news	43%	29%	30%	44%	29%	24%	8%	15%	29%	13%	19%	38%	30%	21%	46%	44%	35%	52%	51%	49%	34%	38%	37%	28%	39%	38%	30%	25%
National TV news	20%	40%	34%	20%	39%	17%	10%	28%	23%	19%	22%	18%	24%	37%	22%	32%	49%	24%	47%	60%	29%	30%	32%	29%	31%	31%	36%	29%
Local TV news	21%	26%	29%	22%	27%	32%	15%	15%	16%	9%	14%	17%	21%	25%	24%	30%	33%	29%	32%	41%	24%	24%	26%	21%	20%	29%	19%	30%
News media websites	17%	31%	21%	17%	31%	9%	25%	35%	26%	25%	39%	15%	32%	28%	21%	24%	27%	17%	23%	24%	22%	24%	26%	23%	29%	21%	27%	21%
YouTube	23%	23%	18%	23%	23%	53%	58%	43%	36%	34%	31%	25%	22%	11%	19%	18%	29%	11%	5%	9%	21%	21%	23%	24%	16%	23%	26%	42%
Facebook	15%	16%	17%	15%	17%	32%	16%	16%	27%	25%	24%	19%	10%	21%	9%	14%	19%	10%	6%	9%	19%	17%	13%	19%	11%	19%	22%	19%
Podcasts	17%	14%	7%	17%	13%	9%	15%	8%	21%	23%	24%	17%	16%	6%	17%	14%	15%	11%	14%	7%	14%	14%	15%	14%	16%	15%	14%	12%
Other websites	14%	15%	14%	13%	15%	5%	21%	17%	12%	19%	14%	10%	32%	19%	14%	16%	8%	12%	20%	10%	12%	14%	13%	18%	19%	9%	17%	11%
Talk radio	17%	7%	8%	18%	6%	8%	1%	4%	8%	12%	10%	20%	8%	10%	16%	16%	8%	19%	10%	4%	13%	9%	12%	11%	15%	11%	6%	9%
Streaming app(s)	11%	12%	3%	11%	10%	5%	15%	10%	7%	11%	16%	11%	11%	15%	14%	14%	11%	8%	6%	7%	13%	9%	12%	7%	10%	12%	13%	10%
Newspaper	5%	13%	10%	5%	13%	10%	2%	4%	6%	5%	10%	3%	7%	13%	6%	9%	13%	10%	16%	20%	6%	9%	10%	10%	16%	7%	7%	6%
TikTok	7%	12%	11%	6%	12%	32%	44%	39%	13%	15%	16%	5%	1%	7%	4%	3%	5%	2%	2%	1%	9%	8%	10%	10%	5%	7%	15%	18%
Twitter / X	14%	6%	6%	14%	6%	4%	23%	20%	25%	11%	4%	13%	11%	8%	17%	7%	3%	6%	5%	0%	9%	7%	10%	10%	11%	8%	13%	7%
AI, like ChatGPT	3%	3%	2%	3%	3%	15%	7%	7%	5%	10%	6%	4%	3%	0%	2%	3%	0%	0%	0%	0%	2%	2%	3%	4%	3%	3%	8%	2%
Unsure	2%	1%	6%	3%	1%	0%	1%	1%	1%	3%	1%	4%	5%	2%	1%	0%	1%	4%	2%	0%	1%	2%	2%	2%	2%	1%	0%	3%

# Generic Ballot Margins (%Rep - %Dem)

	Apr '26	Mar '26	Feb '26	% Trump '24
Strong Republican County	28%	34%	37%	48%
Lean Republican County	2%	4%	12%	19%
Swing County	-1%	-5%	-2%	0%
Lean Dem County	-23%	-28%	-17%	-17%
Strong Dem County	-25%	-19%	-45%	-43%