



CYGNAL

Survey of Likely 2026 General Election Voters

National

May 5 – 6, 2026 | n=1500 | $\pm 2.53\%$

Candidate/Issue Standing and Key Toplines

- The political environment is breaking against Republicans across every fundamental measure, and the May NVT shows a 6-point Dem generic ballot lead, a -23 net country direction, and Trump at -15 net favorable, the worst it has been since at least September 2022. The trend across Feb, March, April, and May is consistent: every macro indicator has moved against the in-party – YET their generic ballot is holding better than the fundamentals around them, showing how the Democrats aren't yet defined...good or bad.
 - Country direction collapsed 12 net points in three months, from -11 in Feb to -23 in May. "Definitely right direction" specifically fell from 22% to 15%.
 - The marriage gap is the sharpest cleavage in the generic data: married men +22 GOP, single women -55 Dem. Women overall break Dem by 20, men break GOP by 10.
- Generic ballot moved from 44R – 48D in Feb to 42.4R – 48.5D in May, a 2-point GOP ballot share loss with Democrats flat. The lost GOP margin went to undecided, not to Democrats.
 - The \$75K–\$125K income (-15 points, from +9 in March to -6 in May) and independent 55+ voters (-21 points, from -5 to -26) are the two groups that track almost perfectly across all three metrics – they are the consistent problem segment.
 - Urban voters also dropped 13 points since March, though they were already badly negative. Suburban voters improved by +7 points (from -11 to -4). The 30–54 cohort moved from -11 to -5.
 - Voters in the \$125K+ income band flipped on the generic ballot with Republicans leading (R+3) for the first time since October 2025.

- The GOP base is showing the deepest erosion, not the swing universe. Across multiple measures, Strong and Mostly Republican voters are the fastest-moving group in the wrong direction.
 - Strong Republican country-direction net dropped 24 points in two months (+85 in March to +61 in May). Mostly Republicans dropped 15 points (+53 to +38) over the same period.
 - Mostly Republicans dropped 11 net points on Trump (+57 March to +46 May) and 9 points on Republicans in Congress (+55 to +46). Their party loyalty on the ballot held, but their mood collapsed.
 - Conservative men dropped 30 points on the RDWT net — from +71 in February to +41. White conservative non-college voters fell 27 points, from +70 to +43. These are Trump's most loyal voters, and they are rapidly losing confidence in the direction of the country.
 - Voters 55-64, a likely turnout cohort, dropped from +2 RD to -22 WT (-24 net points on country direction in two months) and 6 net points on Trump favorability since March.
 - Independent 55+ voters fell 27 points on RDWT (to -46), rural women dropped 19 points (flipping from +2 to -17), and the \$75K–\$125K income band fell 26 points. Trump's own 2024 voters dropped 22 points on RDWT.
- Inflation reclaimed top-issue status in May at 26%, up 7 points from March, while threats to democracy fell from 19 to 15. The issue oxygen migrated almost one-for-one from democracy to inflation across three months.
 - Voters 30-44 jumped 11 points on inflation (21 to 32). Independents jumped 7 (22 to 29) and dropped 9 on threats to democracy (21 to 12).

- Strong Democrats themselves jumped 9 points on inflation (19 to 28). This is now a unanimous-issue environment across party lines, not a Democratic-coded frame.
- Among Republicans, immigration is still top issue at 27%, but it dropped 2 points from March as inflation rose 6 points.
- Trump's image has seen the steepest drops concentrated in the soft-base middle.
 - The single largest collapse in Trump's image is among \$75K–\$125K households – a 25-point swing from +3 in March to -22 in May. This is the middle-income band that encompasses a huge share of working professionals and two-income households.
 - The groups where Trump's image is actually improving: Hispanics (+10) and \$125K+ households (+9). These are the groups keeping his overall net from falling faster.
 - Some-college voters dropped 12 points (-1 to -13). White, non-college voters slipped -8 net. Voters 55-64 dropped 6 (-2 to -8). Mostly Republicans dropped 11.
- Republicans in Congress favorability has bled 5 net points since February while Democrats in Congress held entirely flat. The two parties were tied at -11 each in February; in May, the GOP caucus trails the Dem caucus by 5.
 - Strong Dems consolidated 9 net points around their congressional caucus from March to May (+64 to +73). Independents softened on Dems in Congress by 2 points.
 - Republicans in Congress are at a 16-point net deficit in May, the worst since December 2024.

- 47% expect Democrats to win Congress in November against 38% expecting Republicans. Mostly Republican voters split 70-15 on expected GOP win, far below their 89% generic ballot support. Expectations are starting to bake-in across the entire electorate, including the GOP's own coalition.
 - 25% say "definitely the Democrats" against 19% saying "definitely the Republicans." The intensity gap on expectations matches the intensity gap on motivation, where Strong Dems (76%) outpace Strong Republicans (72%) on extreme motivation.
- 20% of the entire 2024 Trump coalition report somewhat-motivated, a-little-motivated, not-at-all-motivated, or unsure on midterm turnout. Compared to Harris voters at 13% low-motivation, the GOP's reactivation gap is 7 points larger than the Democrats'.
 - The low-motivation Trump '24 voter is distinguishable on demographics: 31% are 30-44 years old (vs 21% of all Trump voters), 26% are 45-54 (vs 19%), 27% are single (vs 16%), 55% are suburban, 16% are urban.
 - 39% report doing okay-but-careful, 29% report just-getting-by, 16% report struggling. Two-thirds of low-motivation Trump voters are in the financial-stress middle of the income distribution.
 - Priority 1: Trump '24 voters 30-54 with inconsistent vote history. The largest single targetable bloc. Voted Trump in 2024, currently break +69 to +82 GOP on the generic ballot, but post 28-32% low-motivation rates.
 - Priority 2: Married Men 30-54 with no degree. Married men 30-44 break +4 GOP but only 73% motivated (9 points below average). Married men 45-54 break +20 GOP at 73% motivated. Male no-degree voters break +17 GOP at 79% motivated.

- Priority 3: Hispanic Men. Break +3 GOP on the generic ballot at 86% motivated — already engaged but persuadable. The full Hispanic Trump favorability shift in the trend data (+10 net points over three months) suggests this group is actively moving GOP.
- 15% say unsure on the expected winner. Combined with the 9% generic-ballot undecided, roughly a quarter of the electorate is genuinely unsettled either on outcome or vote choice. This is a larger persuadable universe than topline numbers suggest.
- The Congressional Vote Driver question reveals the GOP's structural problem: only 19% of voters frame their GOP vote as supporting Trump and another 20% frame it as supporting Republican ideals. On the Democratic side, 24% frame their vote as opposing Trump and 22% as supporting Democratic ideals.
 - The Trump-opposition vote (24%) is now the single largest driver of any party's congressional vote, beating Trump-support (19%) by 5 points.
 - Among Strong Republicans, 58% say they're voting GOP to support Trump. Among Mostly Republicans, only 24% say so – they're voting on Republican ideals (53%) instead.
 - The GOP coalition is half-Trump, half-ideological, and the ideological half is also the half showing the steepest country-direction and Trump-fav erosion in the trend data.
- 13% are frustrated with both parties and undecided. Among independents, 31% say so — the single largest answer in that subgroup.
 - Independents are not pro-Democrat; they are anti-both-parties, with the cost-of-living ranking at 65% as their preferred GOP priority signaling exactly what could move them.

- The April-to-May trend on vote drivers shows small but consistent movement: Trump-driven GOP voting fell 1 point (20 to 19), Trump-opposing Dem voting rose 1 (23 to 24), and "frustrated with both parties" rose 1 (12 to 13). Every directional shift in the two-wave window favors Democrats or rejects both parties.
 - On the same window, "support Republican ideals" stayed flat at 20%. The ideological GOP vote is holding while the Trump-personal GOP vote is leaking.
 - This matches the broader pattern in the trend data where Mostly Republicans hold their ballot intent (+4 GOP shift March to May) but soften on Trump's image (-11 net).

Cost of Living and Economic Policy

- 47% say their personal finances are worse than a year ago, against just 23% who say better and 29% about the same. The "worse" number includes 21% saying "a lot worse," meaning one in five voters reports a significant decline in their personal financial situation under the new administration.
 - Independents are 54% worse / 18% better, a 36-point gap. Mostly Democrats break 62% worse / 15% better. Even among Mostly Republicans, 28% say worse against 34% better, a much narrower margin than expected for an in-party cohort.
 - Voters 55-64 are the worst-feeling cohort at 52% worse / 19% better. This is the same cohort that dropped 24 net points on country direction and 14 on Trump favorability in the trend data. Their current financial experience is driving their political mood.
- The family financial situation question shows the bottom hardening: "struggling to make ends meet" rose from 15% in March to 17% in May, while "living comfortably" fell from 25% to 22%.

- 37% say their family is "just getting by" or "struggling to make ends meet," and this 37% breaks Dem by 19 to 22 points on the generic ballot. The bottom of the income-experience distribution is now solidly Democratic territory.
- Among voters living comfortably, the GOP leads +19 on the generic ballot. Among voters struggling, Democrats lead by 22. The 41-point swing across the financial-situation gradient is one of the largest splits in the survey.
- The financial-situation question also tracks tightly with the country-direction collapse: voters "doing okay but careful" lost 14 net points on country direction in two months, and "just getting by" lost 10. The middle of the financial distribution is moving fastest in the wrong direction.
- Democrats now hold a 4-point trust edge on handling cost of living and inflation, 42 to 38, a small margin sitting on top of a structural problem: the voters who most need help trust Democrats more.
 - Voters struggling to make ends meet break Dem +21 on cost-of-living trust. Voters living comfortably break GOP +23. The pattern says the party trusted to fix the economy is the one trusted by people who don't need fixing.
 - Independents say "neither party" almost as often (35) as they pick Democrats (38). One-third of the swing universe rejects both parties as economic managers.
- Tax-the-rich is the modal favored economic solution at 32%, beating cutting wasteful spending at 25% and dwarfing tariffs at 7%. The plurality position in the country is a left-leaning policy ideals.

- Among independents, tax-the-rich leads 40 to 27. This is not a fringe position; it is the most popular answer in the swing universe.
- Tariffs land last among Republicans too at just 13%. The president's signature economic tool has no constituency outside his base, and even his base prefers spending cuts and keeping tax cuts.
- Energy production support is +50 net overall and runs above-water with every party subgroup, but only 13% of voters cite it as the best path to lower costs. The policy is broadly popular as a goal but not credible as a cost-fix.
 - Among voters struggling to make ends meet, energy support is +35 net — lower than the overall +50, but still strongly positive. The policy holds up under economic stress better than most GOP positions.
- Trust in capitalism (56%) trails trust in the free market (62%) and barely beats trust in socialism (34%). Among voters 18-29, socialism beats capitalism 55 to 38. Among Strong Democrats, socialism beats capitalism 61 to 39.
 - The Democratic coalition is now majority pro-socialism by self-rating. Among Very Liberal voters, 75% trust socialism and 30% trust communism.

Political Violence, Immigration, and the Wedge Ballot

- Violence concern is high at 64% extremely-or-very concerned, but blame skews against Republicans 45 to 39, and the pattern has held for nearly a year. The June '25, October '25, and May '26 toplines show GOP blame at 43, 46, 45 while Democratic blame stays fixed at 39 each time.

- Independents blame Republicans 47 to 26, a 21-point gap among the most persuadable subgroup.
- Women blame Republicans 50 to 32; men blame Democrats 47 to 39. The gender split on violence blame mirrors the gender split on the generic ballot.
- Amplifying this issue is bad math for the GOP: it activates the Dem coalition more than it persuades anyone in the middle.
- Trump's immigration approval at -8 net outperforms his overall image (-15), and ICE personnel protection draws +12 net support. Immigration enforcement is the only issue terrain where Republicans currently hold ground with persuadable voters.
 - But the ICE coalition fractures predictably: women split 0, voters 18-29 oppose by 29, Hispanic voters narrowly oppose, graduate-degree voters oppose by 7.
 - Strong Democrats oppose ICE penalties by 60 net. Pushing this issue mobilizes the Dem base as much as it activates the GOP base...but it is a turnout tool for low-propensity Republican voters.
- The single most powerful finding in the survey is the criminal-illegals wedge ballot: GOP -7 on the generic ballot becomes GOP +18 when the question specifies a Democrat opposing deportation of convicted criminal illegals. A massive 25-point net swing.
 - Independents swing 40 points (-23 to +17). Soft Democrats swing 56 points (-87 to -31). Hispanic voters swing 24 points from -13 to +11.

- Even graduate-degree voters swing 33 points and women swing 27, despite being the GOP's worst overall demographic groups. There is no demographic where this frame loses ground.
- Voters 45-54 swing 30 points, suburban voters swing 25, and voters "doing okay but careful" or "just getting by" swing 26-28 points. These are the largest targetable persuadable blocs in the survey.
- Persuadable audiences for the criminal-illegals frame, identified by net swing magnitude:
 - Suburban voters at a +25 swing – the largest single targetable bloc, 52% of the electorate.
 - Voters 45-54 at +30 – the GOP's strongest age-by-shift cohort and a midterm-likely turnout group.
 - Hispanic voters at +24 – newly competitive on this frame, especially given the parallel +10 trend on Trump favorability over three months.
 - Voters "doing okay but careful" or "just getting by" at +26 to +28 – a 60% bloc reachable through commercial financial data overlays.

Internal Party Perceptions and Base Management

- 47% say Democrats are too far left, 49% say Republicans are too far right. Both parties sit roughly the same distance from the median voter's perception.
 - Among independents, 50 say Dems too left, 58 say GOP too right.

- 31% of Mostly Republicans say their own party is too far right. That's a soft-flank warning that compounds the broader GOP-base erosion in the trend data.
- When asked what Republicans in Congress should prioritize, the GOP base wants kitchen-table focus, not culture war. Mostly Republicans pick lowering cost of living (48%), then waste-and-fraud (32%), then border (29%). "Pushing back against the radical left" gets just 7%.
 - Independents who weighed in chose lowering cost of living 65% of the time. The persuadable middle and the soft GOP base want the same thing.

2028 Republican Primary Read

- Vance has lost 7 net points over Year 1 of the administration (-1 in Jan '25 to -8 in May '26), with the slide accelerating after summer '25.
 - Voters 18-29 collapsed 33 net points (-6 to -39). This is the single largest negative shift on any GOP figure tested over the year.
 - Independents dropped 25 net points (-8 to -33). Vance is now in deeper independent-deficit territory than Trump's 2024 campaign baseline.
 - Black voters dropped 17 net points (-30 to -47); graduate-degree voters dropped 13 (-21 to -34); women dropped 11 (-9 to -20). The pattern is consistent across hostile audiences: opposition is hardening, not softening.
 - Strong Republicans are the only group where Vance gained ground: +77 in Jan '25, +87 in May '26, a 10-point base-consolidation gain. But this comes at the cost of crossover appeal.

- Compare Trump and Vance among Strong Republicans: Trump 94 fav / 78 very-fav vs Vance 92 fav / 78 very-fav. They are functionally tied with the GOP base, meaning Vance has fully inherited Trump's base equity.
- Among independents, Vance sits at -33 net, 7 points better than Trump at -40. Among moderates, Vance is -33 vs Trump -41.
- Vance is marginally less polarizing than Trump with “the middle”, but his trajectory is sharply negative (-25 net points among independents over Year 1) while Trump's is roughly flat among the same group.
- Marco Rubio is the only Trump-orbit figure with positive momentum, recovering 6 net points from January's -8 to May's -2.
 - Rubio sat at -1 net in July '25, dipped to -8 in January, and recovered to -2 by May. The 6-point net recovery from January is not a base rally; it's a softening among voters who don't like him.
 - Mostly Democrats moved 15 net points toward Rubio in four months, from -63 in January to -48 in May. Strong Democrats moved 5 (-73 to -68).
 - Very Liberals moved 18 net points (-85 to -67); Somewhat Liberals moved 9 (-71 to -62); Moderates moved 10 (-31 to -21). The further left a voter sits, the more they softened to the positive on Rubio.
 - Female voters moved 11 net points (-20 to -9); male voters moved -2. The gender pattern on Rubio is the inverse of the gender pattern on Trump and Vance.

- Pete Buttigieg is the most general-election-tested Democrat in the field. He runs +5 net overall, +12 with independents, +22 with moderates. AOC, Mamdani, and Newsom all run negative or marginal with the broader electorate.
 - Among Democrats, the primary order is AOC (+65), Buttigieg (+56), Mamdani (+55), Newsom (+50). Among Strong Democrats specifically, AOC widens to +72 and Mamdani jumps to +65, while Buttigieg holds at +58 and Newsom at +55. AOC owns the activist-base lane.
- Mamdani's image has been frozen for six months: -5 net in November, -4 in December, -4 in May, with awareness ticking up only modestly – he's not the attack target the GOP thinks he is. AOC is locked in at -1 net for over a year. Newsom has slipped 4 net points since September.
 - Mamdani's Jewish-voter image collapsed: +14 in November to -15 in December, holding at -15 in May. The 29-point net drop with Jewish voters is the single largest negative subgroup shift on any candidate.
- AOC's Strong Dem base consolidated +12 net points over the year (+60 to +72), with very-favorable rising from 53% to 54% and unfavorable shrinking. The Democratic base is locking in around her.
 - Among 18-29 voters, she's at +36 net — beating every other contender among young voters except Mamdani (+37). Among Black voters, she's at +34. Among Hispanic voters, +7.
 - Graduate-degree voters moved 14 net points toward her over the year (+10 to +24). This is the most positive movement in any subgroup on any contender across the trend data.

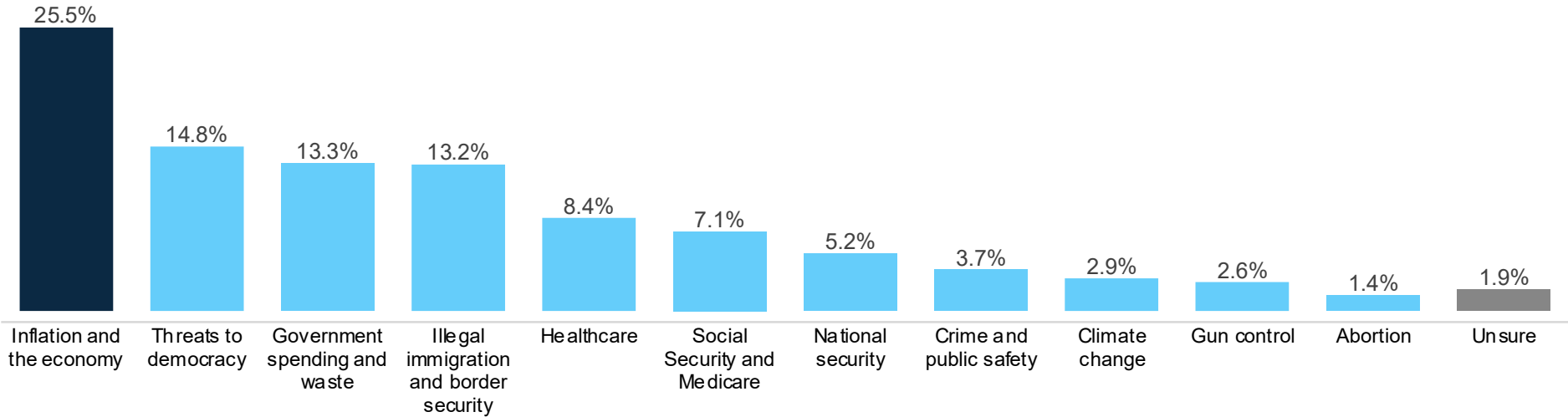
- The Ideology breakdown is striking: Very Liberal +78, Somewhat Liberal +72, Moderate +11, Somewhat Conservative -61, Very Conservative -73. Her 11-point net positive among moderates is real but masked by intense conservative opposition.
- Republicans are losing the Swing segment by 9 points net despite having positive Trump favorables there, because 36% of that segment won't commit, and the path to closing that gap runs through economic credibility, not culture war intensity.
 - **Committed Democrats** (32%) are gone. Every single one of them is voting Democrat, disapproves of Trump completely, and cites "threats to democracy" alongside the economy as their top issue. It's the only segment where that framing holds that much weight. The fact that 43% are struggling financially and 73% say things are worse than a year ago doesn't help Republicans at all because the blame runs in one direction. Don't spend a dollar here.
 - **Anti-Trump Independents** (7%) are similarly unreachable despite being nominally independent. Their opposition to Trump is near-total (net -96) and their economic pain is the worst of any segment (51% struggling, 64% say finances are worse). They're young (52% under 35), the most racially diverse cluster, and just 5% trust Republicans on cost of living. The frustration with both parties is real (32% say so), but it won't translate to Republican votes when Trump's personal brand is the wall. The one thing worth noting: 32% are still "unsure" on the ballot, which means they haven't fully committed to Democrats either. Persuasion is nearly impossible here, but depressing their Democratic turnout is theoretically in play.
 - **Soft Opposition** (14%) is where Republicans are leaving the most votes on the table. This is the segment with the highest mismatch between its ideological flexibility and its current

ballot behavior. Only 44% identify as Democrat. Forty-four percent are moderate or conservative. A third approve of Trump's immigration handling. Twenty-eight percent call themselves frustrated and undecided. But just 17% are voting Republican. The Trump personal brand (-84 net) is doing almost all the damage here. These voters aren't ideologically lost, they just won't cross for Trump. A candidate running on Republican ideals without the Trump baggage could move this segment. The economy is their top issue at 34%, 53% say finances are worse, and they only trust Republicans at 17% on cost of living, meaning credibility on prices is the entry point.

- **Swing Voters** (12%) are the actual battleground. They're the only segment where both parties are essentially tied in the favorability ratings (+25 Trump, +11 R Congress, +9 D Congress). They trust Republicans more on cost of living (40% to 28%). Their personal finances are split almost evenly between better and worse. And 36% are genuinely undecided. The warning flags: 55% are female and 50% are under 35. These are the groups where Republicans are structurally losing ground. Spending and fiscal discipline (13%) is their third-ranked priority behind economy (25%) and border (10%), which gives Republicans a genuine message lane.
- **Engaged Republicans** (11%) are reliable but restless. They're voting Republican regardless, but 49% are doing it for Republican ideals rather than Trump personally, the inverse of the MAGA Base. Their top concerns are spending/waste (24%) and border (21%), which reflects institutional Republican priorities. The concern here isn't losing their vote, it's that 32% say their finances are worse than a year ago and 42% trust neither party on costs. If congressional Republicans don't produce on economic delivery, this segment's motivation erodes even if their ballot doesn't.

- **MAGA Base** (24%) is the floor and the ceiling. Fully committed, economically satisfied (74% comfortable, 42% better off), and entirely Trump-personality driven (55% say they're voting Republican to support Trump personally). Their top issue is border security (37%) by a wide margin, which is where the party has the most cohesion. But this is the oldest cluster (64% over 55) and the most demographically narrow. The gap in size between the MAGA Base (24%) and Engaged Republicans (11%) reveals a structural vulnerability: the Republican coalition right now depends more on Trump's personal brand than on party loyalty. If Trump becomes a liability, the MAGA Base stays, but the broader coalition shrinks.

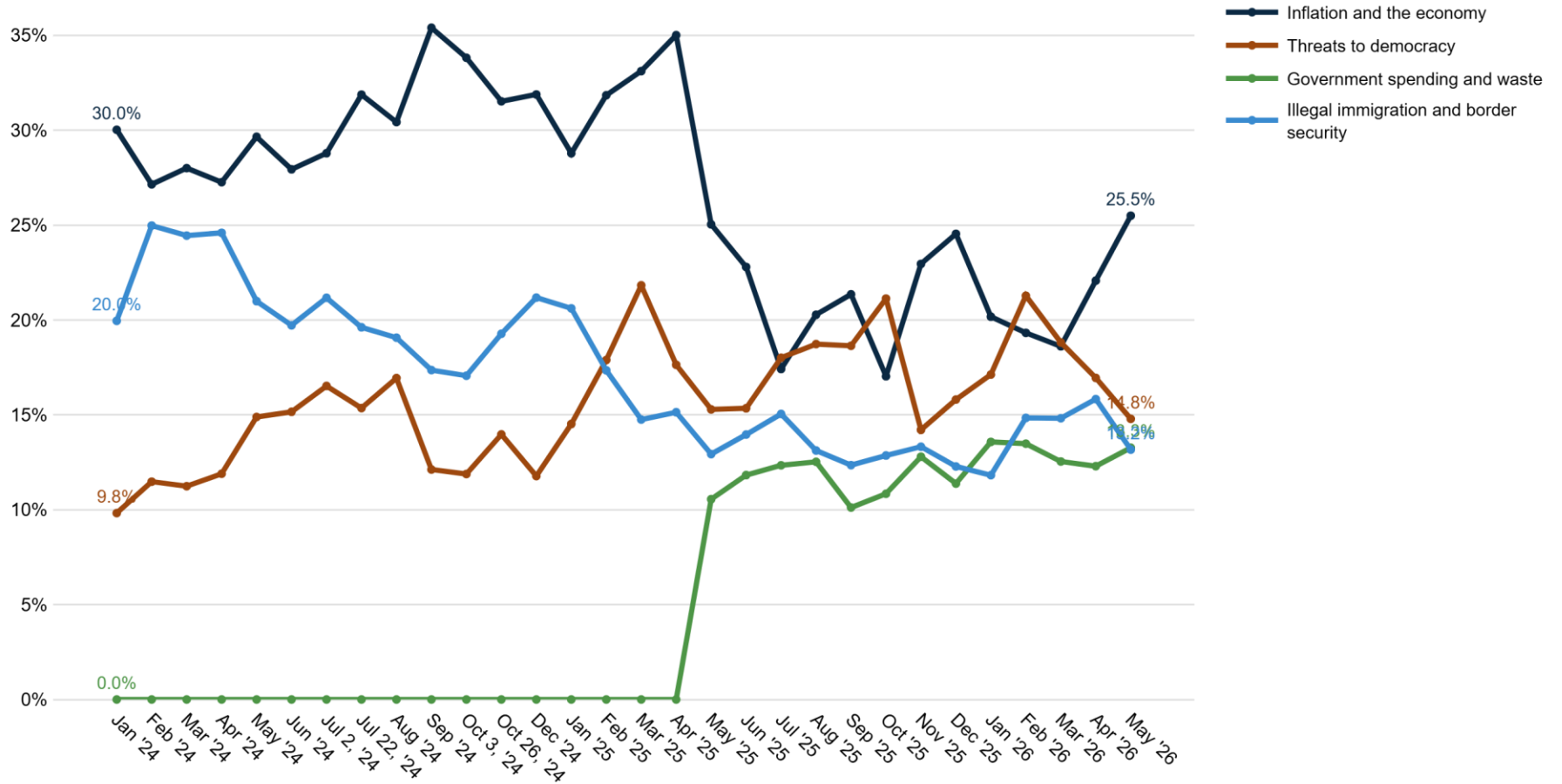
Top Priority



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Inflation and the economy | 25% | 32% | 26% | 26% | 18% | 23% | 21% | 28% | 30% | 24% | 22% | 27% | 25% | 22% | 29% | 27% | 28% | 25% | 25% | 26% | 31% | 22% | 30% | 23% | 29% | 31% | 21% | 30% | 23% | 30% | 27% | 25% |
| Threats to democracy | 15% | 15% | 19% | 10% | 13% | 14% | 10% | 13% | 23% | 16% | 14% | 14% | 17% | 3% | 12% | 28% | 13% | 16% | 15% | 15% | 17% | 15% | 10% | 15% | 15% | 8% | 3% | 27% | 14% | 13% | 12% | 16% |
| Government spending and waste | 13% | 10% | 9% | 15% | 19% | 16% | 18% | 10% | 10% | 18% | 18% | 13% | 9% | 19% | 16% | 6% | 9% | 16% | 17% | 13% | 8% | 17% | 13% | 16% | 10% | 14% | 21% | 6% | 10% | 13% | 18% | 13% |
| Illegal immigration and border security | 13% | 9% | 12% | 12% | 20% | 14% | 19% | 13% | 7% | 12% | 16% | 14% | 8% | 27% | 11% | 1% | 11% | 15% | 14% | 14% | 6% | 15% | 13% | 16% | 9% | 7% | 27% | 1% | 10% | 10% | 17% | 14% |
| Healthcare | 8% | 12% | 8% | 7% | 6% | 7% | 6% | 10% | 11% | 7% | 8% | 8% | 9% | 3% | 10% | 12% | 9% | 10% | 6% | 8% | 9% | 10% | 10% | 8% | 9% | 10% | 4% | 12% | 9% | 8% | 11% | 8% |
| Social Security and Medicare | 7% | 4% | 9% | 5% | 10% | 6% | 9% | 8% | 6% | 9% | 6% | 7% | 8% | 6% | 7% | 8% | 11% | 5% | 4% | 8% | 9% | 3% | 5% | 7% | 7% | 9% | 6% | 8% | 5% | 10% | 5% | 8% |
| National security | 5% | 3% | 6% | 6% | 6% | 6% | 6% | 4% | 5% | 5% | 5% | 5% | 5% | 9% | 4% | 2% | 5% | 4% | 7% | 5% | 4% | 4% | 5% | 6% | 4% | 6% | 9% | 2% | 5% | 4% | 2% | 6% |
| Crime and public safety | 4% | 4% | 4% | 4% | 2% | 2% | 4% | 5% | 3% | 3% | 3% | 4% | 5% | 5% | 3% | 2% | 5% | 3% | 4% | 3% | 7% | 4% | 4% | 3% | 4% | 4% | 5% | 2% | 7% | 4% | 3% | 3% |
| Climate change | 3% | 3% | 1% | 6% | 3% | 5% | 4% | 2% | 2% | 3% | 2% | 3% | 4% | 1% | 4% | 5% | 3% | 2% | 4% | 3% | 1% | 3% | 2% | 2% | 5% | 2% | 1% | 5% | 5% | 4% | 2% | 2% |
| Gun control | 3% | 4% | 2% | 3% | 0% | 2% | 2% | 4% | 3% | 1% | 1% | 2% | 6% | 1% | 4% | 3% | 4% | 2% | 2% | 2% | 5% | 1% | 4% | 2% | 3% | 4% | 2% | 3% | 7% | 2% | 1% | 2% |
| Abortion | 1% | 2% | 0% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 0% | 1% | 2% | 1% | 2% | 1% | 1% | 3% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 1% | 1% |
| Unsure | 2% | 1% | 3% | 2% | 1% | 3% | 1% | 3% | 1% | 2% | 2% | 1% | 3% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 2% | |

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

Trend: Top Priority (At Least 10%)



Percent Change: Top Priority (Apr '26 to May '26)



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

Top Priority: Inflation and the Economy (1 of 2)



OPEN END ANALYSIS

Inflation is the loudest single signal in the entire dataset, and the verbatim text reveals why: economic pain is the only theme respondents describe as personally experienced rather than politically observed. The language is somatic, not ideological. "I can't afford to eat," "I'm almost homeless," "choice between fuel or food," "a widow living on social security that can't afford staying in my home." Words like "struggle," "survive," "afford," "barely," and "paycheck to paycheck" appear across all 384 responses with high frequency.

The pain is bipartisan, but the blame attribution is not. Strongly Republican respondents tend to indict Biden retrospectively or describe the pain without naming a culprit. Strongly Democratic respondents name Trump, tariffs, the Iran war, and billionaires explicitly. Independents split, but a meaningful share of Independent moderates name the current administration as the cause. For a Republican congressional cycle, this is the warning siren: the issue most voters care about is the issue where the party in power gets blamed by default once the pain doesn't subside.

The data points to defining the cause concretely (whose policies, what costs, what changed) rather than promising abstract optimism. Voters in pain don't want "things are looking up" — multiple respondents call out broken promises ("Prices aren't going down like we were promised"). Tone needs to acknowledge the pain first; relief language will land better than aspirational language.

IN THEIR OWN WORDS

"We can't buy food, gas, pay utilities at all. Basic needs shouldn't be this much of a struggle. Paying rent causes anxiety."

— Mostly Republican, Very conservative, Female, 45 - 54, Some college or Associate's Degree

"I think inflation and the weak economy are a real problem because everything costs more, but people aren't making more. Folks are working hard and still struggling just to cover basics like food, rent, and bills. It feels like the economy keeps moving,"

— Independent, Moderate, Male, 45 - 54, Some college or Associate's Degree

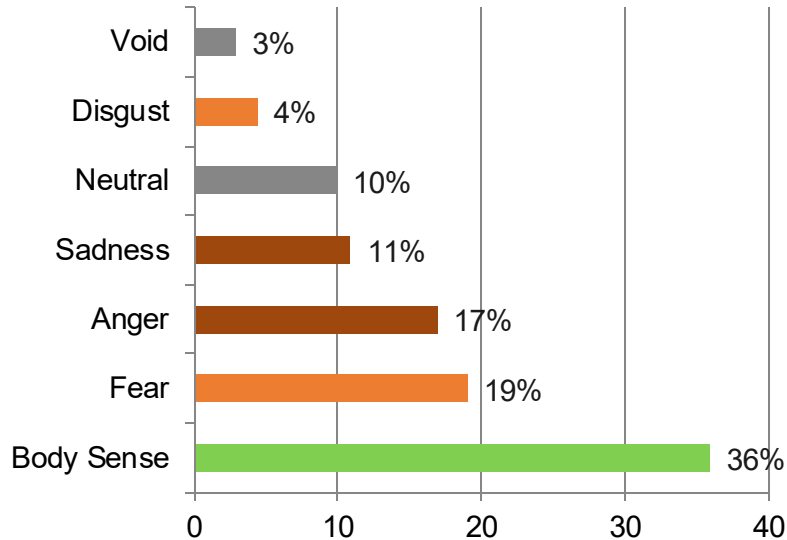
"The current administration has upset the delicate balance of international trade and diplomatic order worldwide. This has resulted in nothing short of political chaos and financial uncertainty for all American citizens regarding everyday life and the future"

— Independent, Moderate, Male, 65+, Some college or Associate's Degree

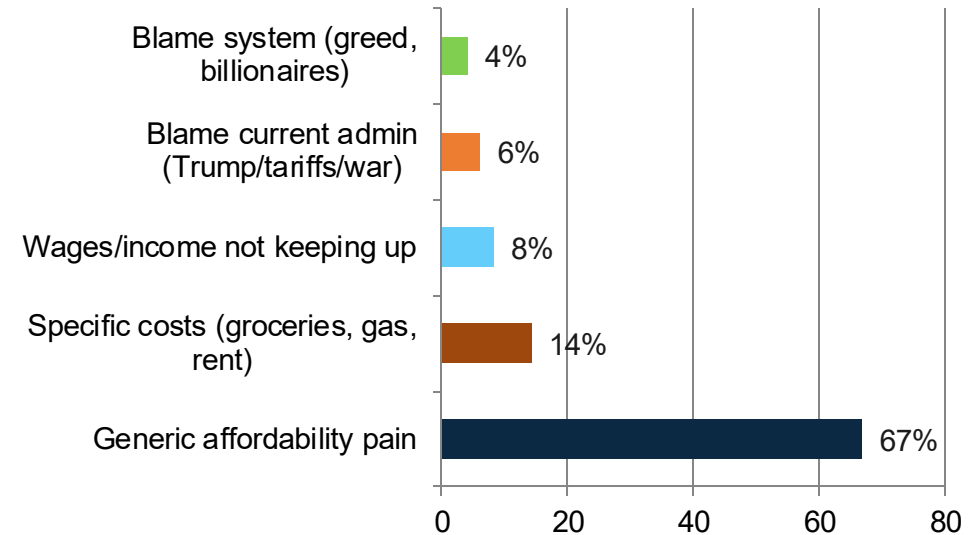
Top Priority: Inflation and the Economy (2 of 2)



PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Body Sense: Pain, Exhaustion, Hunger/Need

Fear: Insecurity, Anxiety, Dread

Anger: Frustration, Resentment, Indignation

Sadness: Disappointment, Despair, Grief

Disgust: Moral Disgust, Loathing

WHAT THIS MEANS

Body Sense (somatic pain) is the dominant emotion at 36%. Voters describe inflation as something happening to their bodies and households, not their politics. Republican messaging needs to validate the felt pain before pivoting to cause and remedy. Optimistic framing without acknowledgment will read as out-of-touch. Among Democrats, the language already names Trump and tariffs as the cause, so abstract "strong economy" rebuttals will not move them. Among Independents, fear and exhaustion dominate — these are persuadables most likely to be moved by a credible plan to reduce specific costs (gas, groceries, rent) on a visible timeline.

Top Priority: Threats to Democracy (1 of 2)



OPEN END ANALYSIS

Threats to Democracy is, in this dataset, almost exclusively a Democratic mobilization signal. Roughly 85% of the 231 respondents identify as Democratic or liberal-leaning Independent. A small Republican subset (~15%) frames the term inversely — radical left, sharia, immigration as cultural threat — but they are heavily outnumbered by Democrats describing the Trump administration itself as the threat.

The Democratic verbatim text is unusually consistent in vocabulary: "checks and balances," "constitution," "fascism," "authoritarian," "dictator," "king," "erode," "dismantle." These voters are receiving and repeating a shared frame, not generating independent reactions. The homogeneity itself is the story: the Democratic base has organized around a single rhetorical frame that links every other issue (rights, voting, courts, executive overreach) under one banner.

The strategic implication is that this issue is unlikely to be moved through direct engagement. Arguing facts to a respondent who writes "None of the other issues matter if our democracy falls" is fighting on terrain they have already conceded. The more useful inference is what this issue tells us about turnout: voters this animated about democracy are essentially guaranteed to vote in 2026. The cleanest GOP angle is documenting the asymmetry in how the two parties' bases define the term, not arguing about who threatens it.

IN THEIR OWN WORDS

"I am a mixed race Black/Mexican gay woman. Everything about me is something our current administration hates and is actively trying to suppress our voices and our rights. Preserving our democracy is the most important issue."

— **Strongly Democratic, Very liberal, Female, 30 - 44, Four-year undergraduate or Bachelor's Degree**

"My family fought and shed blood in service to this nation to fight fascism and to preserve our democracy. / I refuse to allow corruption and greed to demolish it."

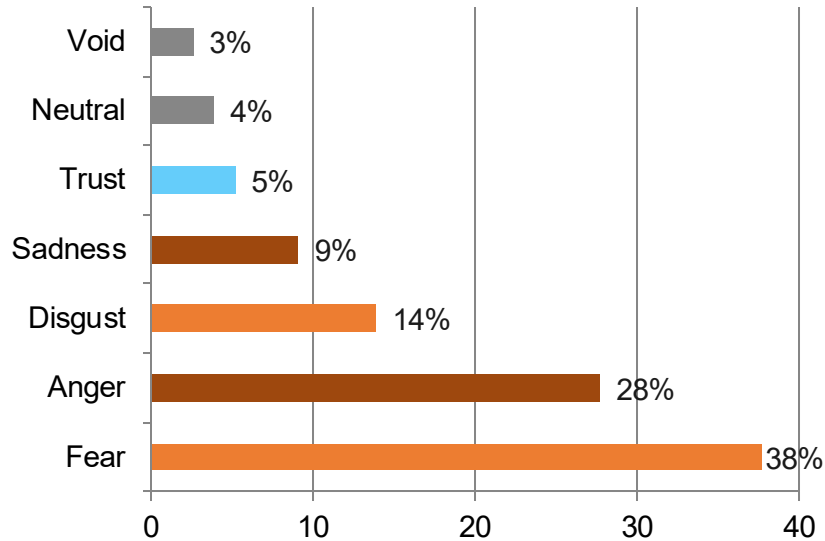
— **Independent, Somewhat liberal, Female, 65+, Four-year undergraduate or Bachelor's Degree**

"I want the Muslim invasion stopped and no Burga's or sharia crap anywhere in the US"

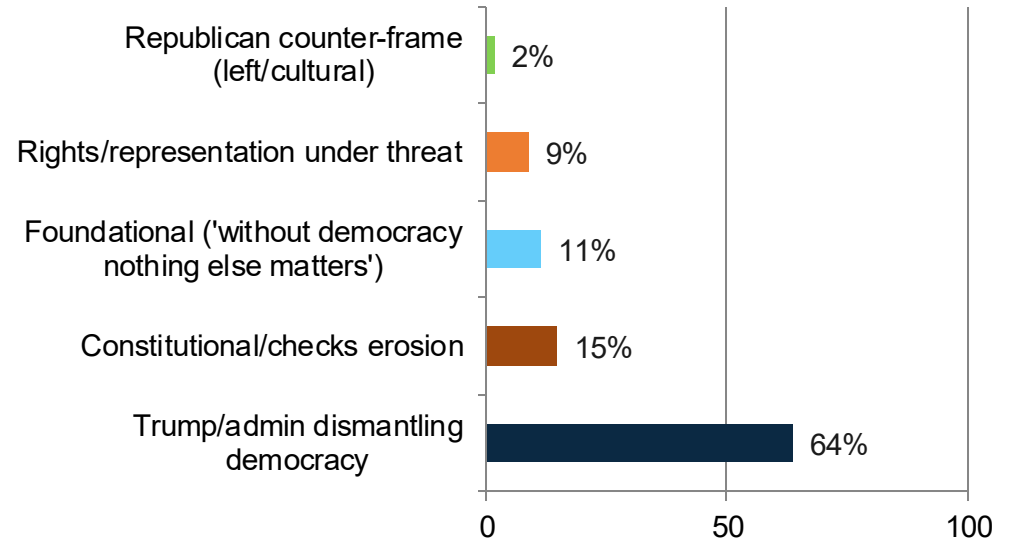
— **Strongly Republican, Very conservative, Female, 65+, Four-year undergraduate or Bachelor's Degree**

Top Priority: Threats to Democracy (2 of 2)

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Fear: Dread, Terror, Anxiety

Anger: Indignation, Rage, Contempt

Disgust: Moral Disgust, Loathing, Revulsion

Sadness: Grief, Despair, Disillusionment

Trust: Loyalty, Devotion

WHAT THIS MEANS

Fear and Anger together account for 65% of responses — this is the most emotionally activated subset in the entire poll. Terror-grade language ("the end of," "never been worse," "single greatest threat") signals these voters are not persuadable via policy argument; they have already decided the stakes are existential. For Republican campaigns, this means the issue should not be engaged head-on. The strategic value is recognizing that ~15% of the Threats to Democracy bucket comes from Republicans defining the term inversely — that asymmetry, more than the dominant Democratic narrative, is the earned-media surface to work.

Top Priority: Gov't Spending & Waste (1 of 2)



OPEN END ANALYSIS

Government Spending and Waste is the most populist-coded issue in the dataset and the one with the strongest cross-partisan crossover potential. Republicans dominate the bucket, but a meaningful share of Independents and even some Democrats land here through different doors — and they are angry about the same specific things: the "ballroom" (a recurring shorthand for excess), foreign aid, the Iran war, congressional self-enrichment, the national debt, fraud and abuse.

For Republican respondents the frame is classic small-government: the country is going bankrupt, taxpayers are being robbed, fraud is rampant. For Independents and a Democratic minority, the frame inverts: spending is wasteful when it goes to wars, billionaires, ICE, Israel, or a ballroom — but they want the money redirected toward healthcare and social security, not eliminated. Same diagnosis, opposite prescription. The two coalitions are aligned on outrage about the same symbols, not on policy.

A message that defines waste in concrete terms — particular projects, particular dollar figures, particular bad actors — has the broadest possible coalition. The risk is that abstract "cut spending" rhetoric loses the persuadable middle, who want specific cuts to specific things, not smaller government in general. The middle is also notably hostile to the war in Iran on cost grounds, which the GOP coalition needs to address rather than ignore.

IN THEIR OWN WORDS

*"The government is Just. Spending. Too. Much. Money. I have been warned about the National Debt my whole life. As if there was something I could do about it. But Congress can. They don't but they can. But this accursed spending is ****unsustainable****"*

— Strongly Republican, Very conservative, Male, 55 - 64, Four-year undergraduate or Bachelor's Degree

"They spend money on dumb shit but can't be bothered to help the voters with health insurance or cost of living. They have 25 BILLION for some stupid war in the gulf but can't find a dime for health insurance or drug costs, 400 million for a ball room?"

— Independent, Moderate, Male, 45 - 54, Graduate degree or further

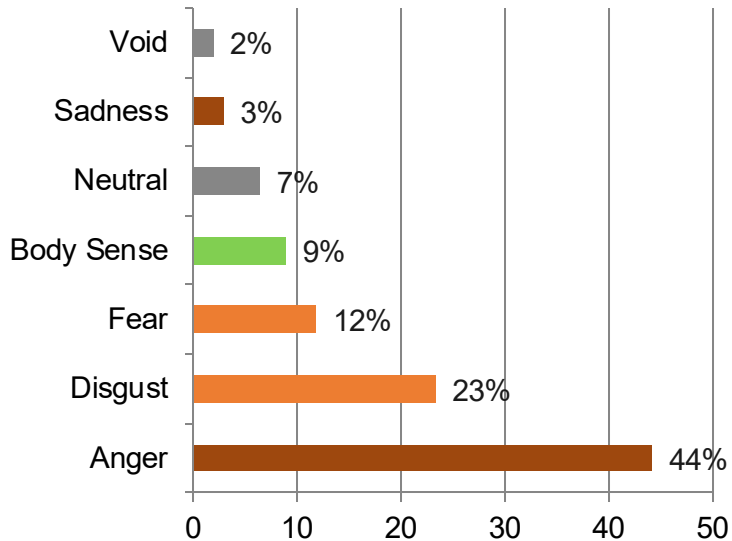
"Paying taxes for shit I don't care about. Stop throwing money as Israel for existing while simultaneously funding their genocide. Stop the fraud in congress. I don't pay taxes to attack Iran willy-nilly."

— Independent, Somewhat liberal, Male, 18 - 29, Technical Certification

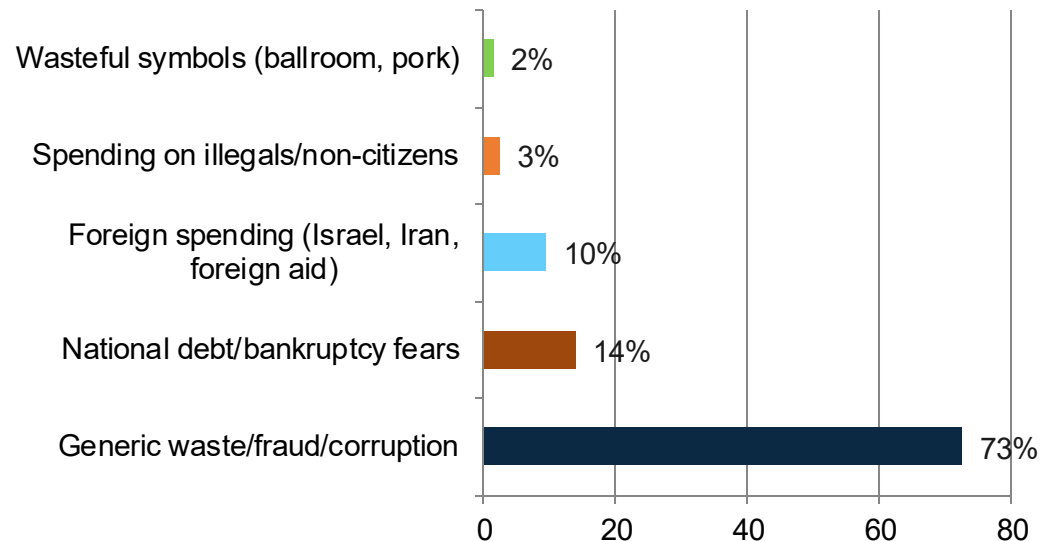
Top Priority: Gov't Spending & Waste (2 of 2)



PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Anger: Indignation, Resentment, Contempt

Disgust: Moral Disgust, Revulsion, Disdain

Fear: Dread, Anxiety

Body Sense: Exhaustion, Pain

Sadness: Disappointment, Disillusionment

WHAT THIS MEANS

Anger and Disgust together hit 68% — the highest combined moral-outrage signal in the dataset. This is a base-energizing issue with a moralistic edge, and the moral disgust language ("corrupt," "shameful," "theft," "stealing from us") gives Republican messaging a populist register that lands across partisan lines. The opportunity is to define the targets concretely (the ballroom, the Iran war, foreign aid, congressional perks) rather than in abstract anti-government terms. Concrete villains move the persuadable middle; ideology does not.

Top Priority: Immigration & Border (1 of 2)



OPEN END ANALYSIS

Illegal Immigration is the most heavily Republican-coded issue in the dataset — roughly 80% of respondents are Republican, with conservative Independents making up most of the rest. The intensity of language separates this issue: respondents reach for visceral, often violent imagery in ways they don't on any other priority. "Killing," "raping," "murdering," "infiltrating," "invasion" appear with notable frequency. This is the most affectively charged subset in the poll.

Three sub-frames coexist. First, crime and personal safety: respondents recount specific incidents and project them onto the population at large. Second, economic burden: illegals draining welfare, taking jobs, getting benefits Americans don't get. Third, foundational/cultural: "if you don't have borders you don't have a country," loss of language, refusal to assimilate, voting integrity, Europe as a cautionary tale. Most respondents touch more than one; the foundational frame is the most common closing line.

This issue is the closest thing to a fully consolidated coalition: consistent vocabulary, high emotional register, and a widely shared policy preference (mass deportation, ICE empowerment, end of sanctuary cities, Biden-era reversal). The risk to monitor is the small but extant share of Republican respondents whose language goes past mainstream policy preference into dehumanization. Messaging should center mainstream concerns about safety and lawful order — by far the more common framing — not the extremist edge.

IN THEIR OWN WORDS

"I was involved in a motorcycle crash due to an immigrant from Africa attempting an illegal U-turn on E470 at 4am. No license, no insurance, she left me laying in a ditch dying. She was convicted and given probation, driving classes and community service"

— Strongly Republican, Somewhat conservative, Male, 55 - 64, Four-year undergraduate or Bachelor's Degree

"Because illegals are taking advantage of America's privileges & a lot of illegal criminal aliens are stealing, hurting, & killing Americans. I'm NOT against immigration, I'm just against ILLEAGAL IMMIGRATION. COME HERE THE RIGHT WAY-PLEASE!!!! IF YOU WA"

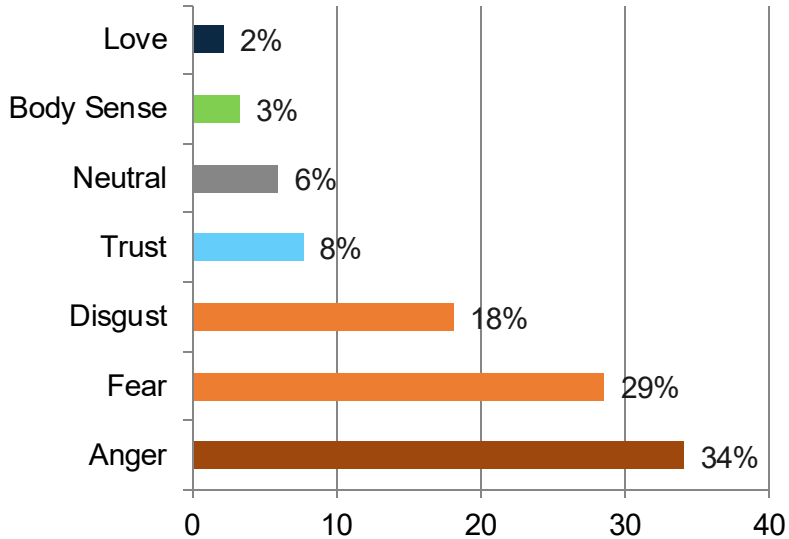
— Strongly Republican, Very conservative, Female, 65+, Some college or Associate's Degree

"Without secure borders, proof of citizenship, and only-citizens-vote, America will no longer exist as we know it. Democracy, prosperity, safety, freedom, etc will be no more. Look at sanctuary cities and states for proof."

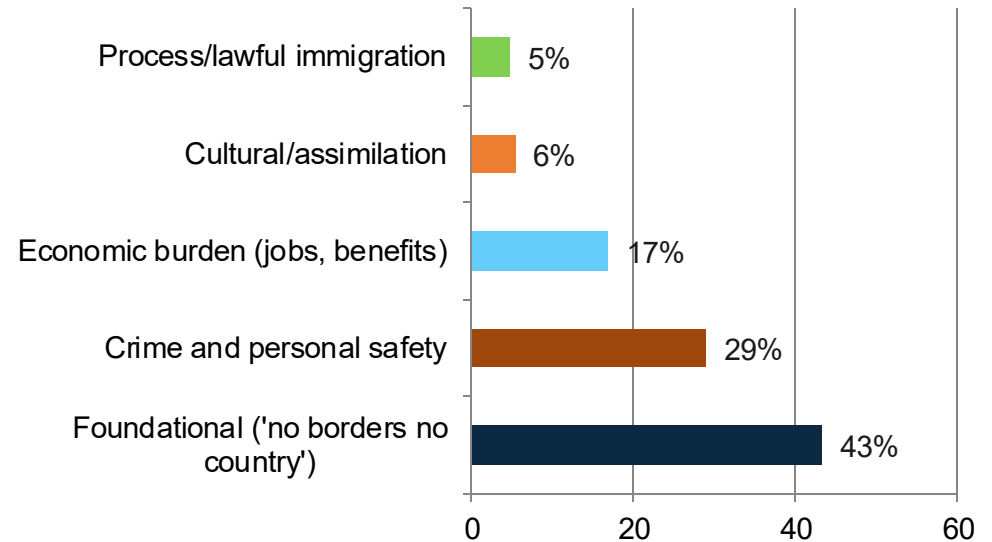
— Mostly Republican, Very conservative, Male, 30 - 44, Four-year undergraduate or Bachelor's Degree

Top Priority: Immigration & Border (2 of 2)

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Anger: Indignation, Resentment, Rage

Fear: Terror, Dread, Insecurity

Disgust: Loathing, Revulsion, Moral Disgust

Trust: Loyalty, Approval

Love: Patriotism

WHAT THIS MEANS

Anger plus Fear plus Disgust account for 81% — by far the highest "threat" emotion concentration in the dataset. Terror-grade and rage-grade secondaries are common, indicating these voters experience immigration as personally menacing rather than abstractly concerning. For Republican messaging, this is the issue with the most coalition-cohesion and the most mobilization energy. The strategic risk is over-leveraging: policy specificity (border enforcement, ICE empowerment, deportation of criminals) sustains the energy. Generalized cultural-grievance language attracts the extremist edge of the bucket and creates earned-media liabilities.

Top Priority: Healthcare (1 of 2)



OPEN END ANALYSIS

Healthcare in this poll is heavily Democratic-coded but with substantive cross-partisan agreement on the basic diagnosis: healthcare in the United States is unaffordable, opaque, and broken. Roughly 60% of the 127 respondents are Democrats or liberal-leaning Independents; the remaining 40% includes a meaningful Republican share who are not arguing a different problem — they are arguing the same problem with different policy preferences attached.

The cross-partisan consensus is striking. Republicans on healthcare write almost identical pain language to Democrats: "insurance is the biggest scam," "premiums and deductibles cost more than the procedures," "barely scraping by even on a good salary." Where they diverge is the policy frame. Democrats overwhelmingly cite universal healthcare or single-payer as the solution and frame it as a basic right. Republicans frame the problem as cost or insurance industry abuse, but rarely call for government takeover.

Target the components of the system that anger respondents across the spectrum — insurance industry middlemen (PBMs, denials, prior authorization), drug costs, and the link between healthcare costs and inflation. Rhetoric attacking specific bad actors in the healthcare supply chain will land with both Republican and Democratic respondents. Defending the existing private insurance status quo will not.

IN THEIR OWN WORDS

"Insurance is the biggest scam in the US with out of pocket premiums and deductibles costing more than the actual procedures at a cash rate. Forcing small businesses and individuals to go without insurance. And then, when you dont have insurance, the ca"

— Mostly Republican, Somewhat conservative, Female, 55 - 64, Some college or Associate's Degree

"Healthcare (which is tied to social security and Medicaid/Medicare) is precarious for many if not most Americans and Trump is doing his damndest to make the situation even worse in his useless crusade against "fraud" that doesn't exist. Nobody should be"

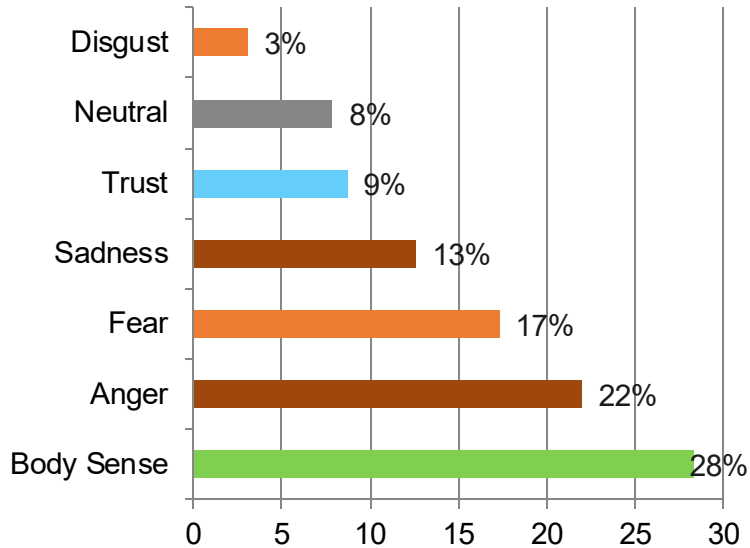
— Strongly Democratic, Somewhat liberal, Female, 30 - 44, Some college or Associate's Degree

"Greedy politicians and insurance profits stand in the way of national healthcare, which has been proven superior in every country it's been instituted."

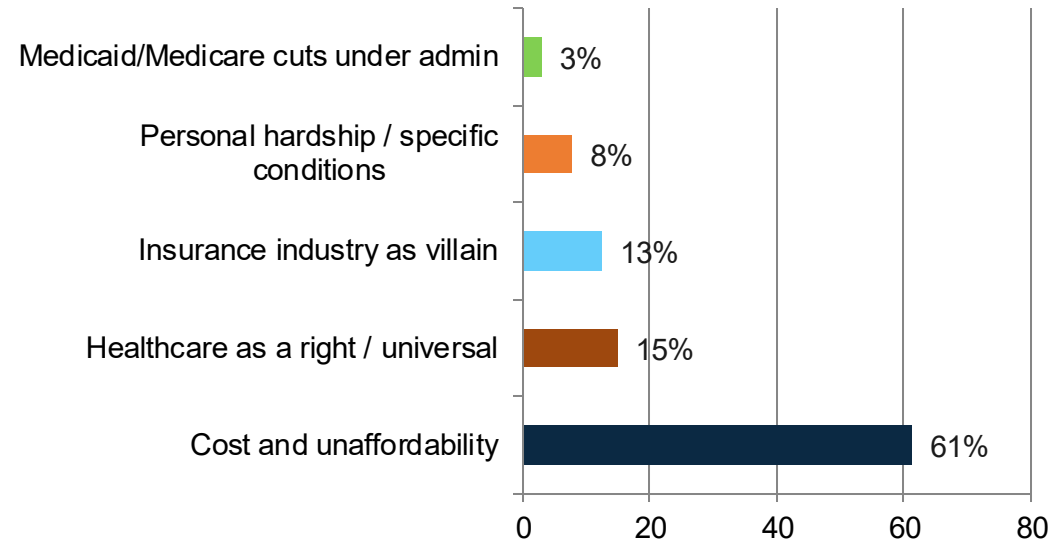
— Independent, Moderate, Male, 55 - 64, Some college or Associate's Degree

Top Priority: Healthcare (2 of 2)

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Body Sense: Pain, Hunger/Need, Exhaustion

Anger: Frustration, Indignation, Resentment

Fear: Insecurity, Anxiety, Dread

Sadness: Despair, Disappointment

Trust: Reliance, Approval

WHAT THIS MEANS

Body Sense leads at 28% — respondents describe healthcare as physical and financial pain experienced personally, just as with inflation. Anger at insurance and the healthcare-industrial complex is the second strongest signal. The crossover with cost-of-living is the strongest available message bridge: voters experience healthcare costs as part of inflation, not as a separate issue. Republican messaging that targets insurance companies, PBMs, and drug pricing — the middlemen rather than the system — has the broadest cross-partisan appeal in this subset. Defending the status quo is electorally expensive.

Top Priority: Social Security & Medicare (1 of 2)



OPEN END ANALYSIS

Social Security and Medicare in this poll is overwhelmingly a 65+ issue — the demographic skew is the most extreme of any bucket. Of the 111 respondents, roughly 70% are 65+, and most of the remainder are 55-64 voters worried about whether the program will exist when they retire. This is also one of the few issues with genuinely cross-partisan engagement: the partisan split is roughly 50/50 D/R, with Independents adding another quarter.

The verbatim language reveals two compatible frames. Republican seniors emphasize ownership and broken promises: "I paid into it," "the government took our money," "social security was promised us, not a slush fund." Democratic seniors emphasize threat: "Trump wants to take it," "we're drowning in expenses," "my only source of income." What unifies both is fear of personal economic collapse — specific monthly arithmetic about Medicare premiums consuming a quarter of the check, COLA increases not keeping up.

For the GOP, Social Security is electorally radioactive to touch directly but politically valuable to defend explicitly. Senior Republican voters want reassurance, not reform. The party's most strategic move is to treat the program as a paid-for benefit being eroded by inflation and government mismanagement — a frame both Republican and Democratic respondents already accept. The risk is any rhetoric — even technical talk about long-term solvency — that lets Democrats say Republicans want to cut.

IN THEIR OWN WORDS

"Because I'm a senior and I get so tired of them threatening Social Security and Medicare when Lyndon Johnson, the government, took our money out of Social Security years ago and never put it back. They waste all the money!!"

— Strongly Republican, Very conservative, Female, 65+, Technical Certification

"We seniors are drowning in expenses beyond our control. We worked our whole lives and now are in danger of sinking further into poverty."

— Mostly Democratic, Somewhat liberal, Female, 65+, Some college or Associate's Degree

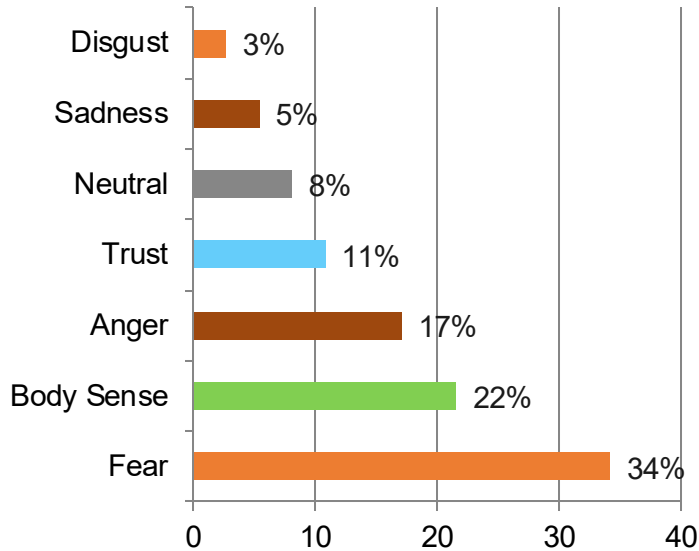
"So many elderly have been cut off from care and benefits due to the greed of this administration. There needs to be an increase of care and benefits for those on Medicare and Medicaid due to the rise of inflation, not taken away to make the rich profit."

— Independent, Somewhat liberal, Male, 45 - 54, Some college or Associate's Degree

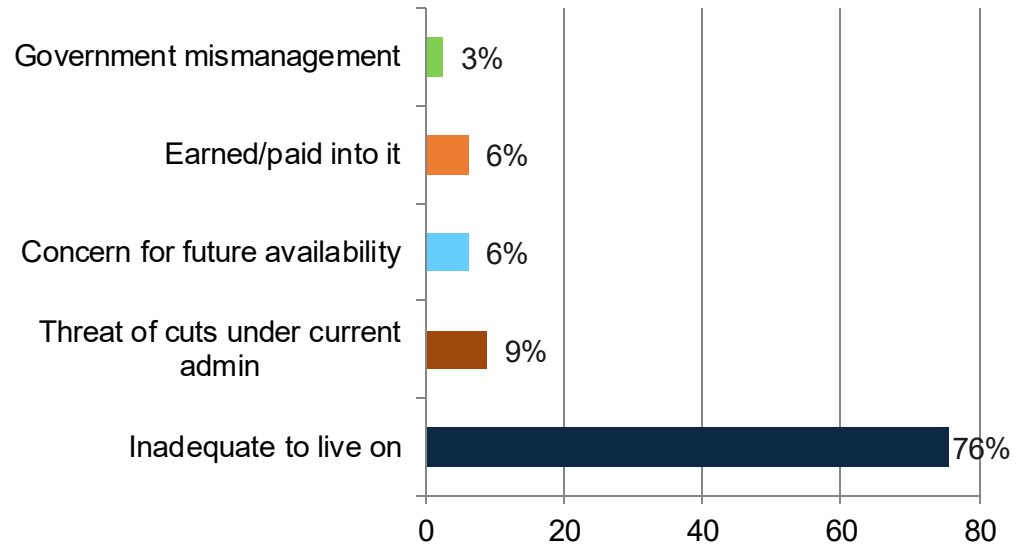
Top Priority: Social Security & Medicare (2 of 2)



PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Fear: Insecurity, Dread, Anxiety

Body Sense: Pain, Exhaustion, Hunger/Need

Anger: Resentment, Indignation, Frustration

Trust: Reliance, Loyalty

Sadness: Despair, Grief

WHAT THIS MEANS

Fear leads at 34%, with Insecurity as the dominant secondary — these voters are afraid of losing what they have, not afraid of an abstract threat. The combination of Fear and Body Sense (56%) maps to a population describing personal financial precarity in concrete monthly terms. For Republican messaging, the safest and most powerful frame is defense of an earned benefit being eroded by inflation. The most damaging frame any Republican can stumble into is anything that sounds like reform, restructuring, means-testing, or solvency — all of which voters in this bucket interpret as cuts.

Top Priority: National Security (1 of 2)



OPEN END ANALYSIS

National Security is the smallest of the seven priority buckets but the most ideologically homogeneous. Roughly 80% of the 76 respondents are Republican or Republican-leaning Independent, and the verbatim language is dominated by a single foundational logic: if the country isn't safe, nothing else matters. Variations of this exact sentence appear in roughly 30% of responses, written independently.

What respondents mean by national security is broader than foreign policy. The concept is consistently used as an umbrella that absorbs border security, immigration, foreign threats, the Iran war, terrorism, voter integrity, and even cultural change. A meaningful share of respondents are reaching for a category that captures "protect what we have from outside threats writ large" rather than narrow defense policy. The Iran war is mentioned often as both a justification (we need to project strength) and a worry (we need to de-escalate).

The persuadable surface is small. A few moderate Republicans and Independents in this bucket signal anxiety about the cost of foreign engagement and an isolationist preference. The strategic implication is that the GOP can hold this constituency on hawkish posture but should match it with explicit assurance that domestic issues are not being neglected — a balance several respondents implicitly demanded.

IN THEIR OWN WORDS

"Because I don't want to die. Seriously because if the US is compromised the rest of the world doesn't stand a chance"

— **Strongly Republican, Very conservative, Female, 45 - 54, Four-year undergraduate or Bachelor's Degree**

"America needs to be kept safe. Many have lost their lives keeping her safe. If we are not free the other issues won't matter."

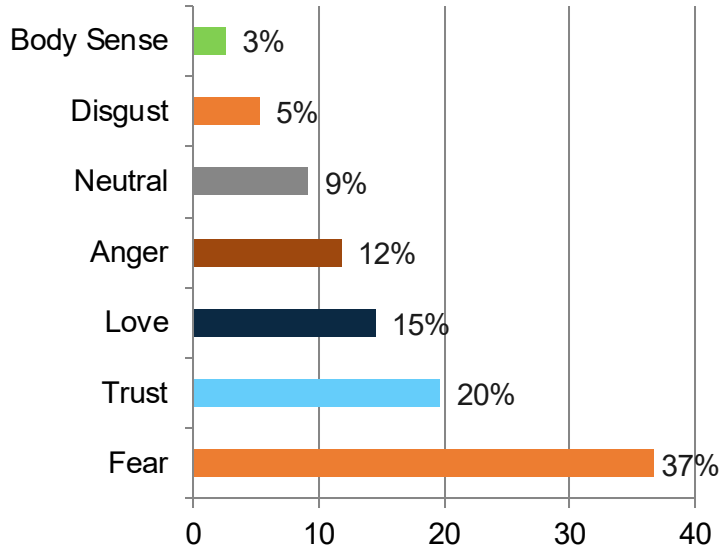
— **Mostly Republican, Unsure, Female, 55 - 64, High school diploma/GED**

"Freedom from danger or threat underpins safety on Maslow's hierarchy of needs."

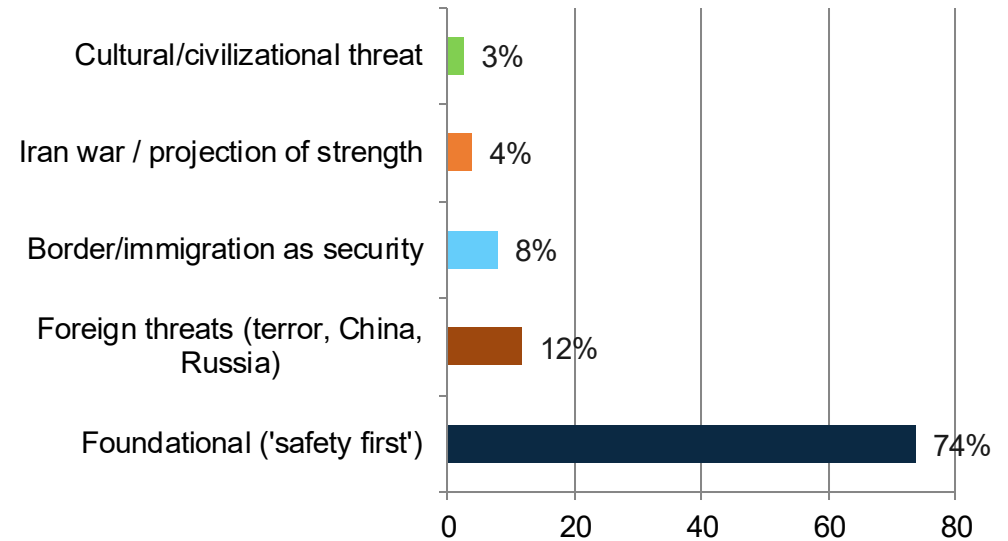
— **Strongly Republican, Very conservative, Male, 65+, Some college or Associate's Degree**

Top Priority: National Security (2 of 2)

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Fear: Terror, Dread, Anxiety

Trust: Loyalty, Confidence, Reliance

Love: Patriotism, Devotion

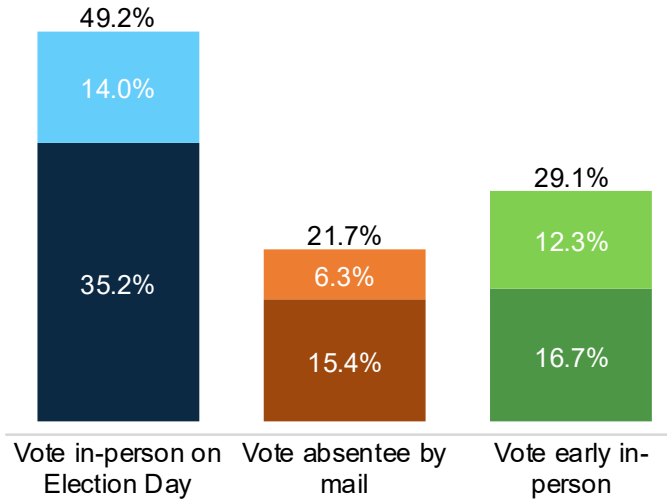
Anger: Indignation, Contempt

Disgust: Revulsion, Loathing

WHAT THIS MEANS

Fear leads but with Trust and Love (Patriotism) as strong secondaries — a uniquely Republican combination of threat recognition paired with national pride. This is the affective signature of the GOP's most ideologically aligned constituency. Messaging that pairs concrete threat recognition (foreign powers, terrorism, border) with strength imagery (military, projection, Reagan-style "peace through strength") will hit these voters cleanly. The risk is small: a minority within the bucket signals war-cost anxiety, and pure interventionist posture without a domestic-protection counterweight will lose them.

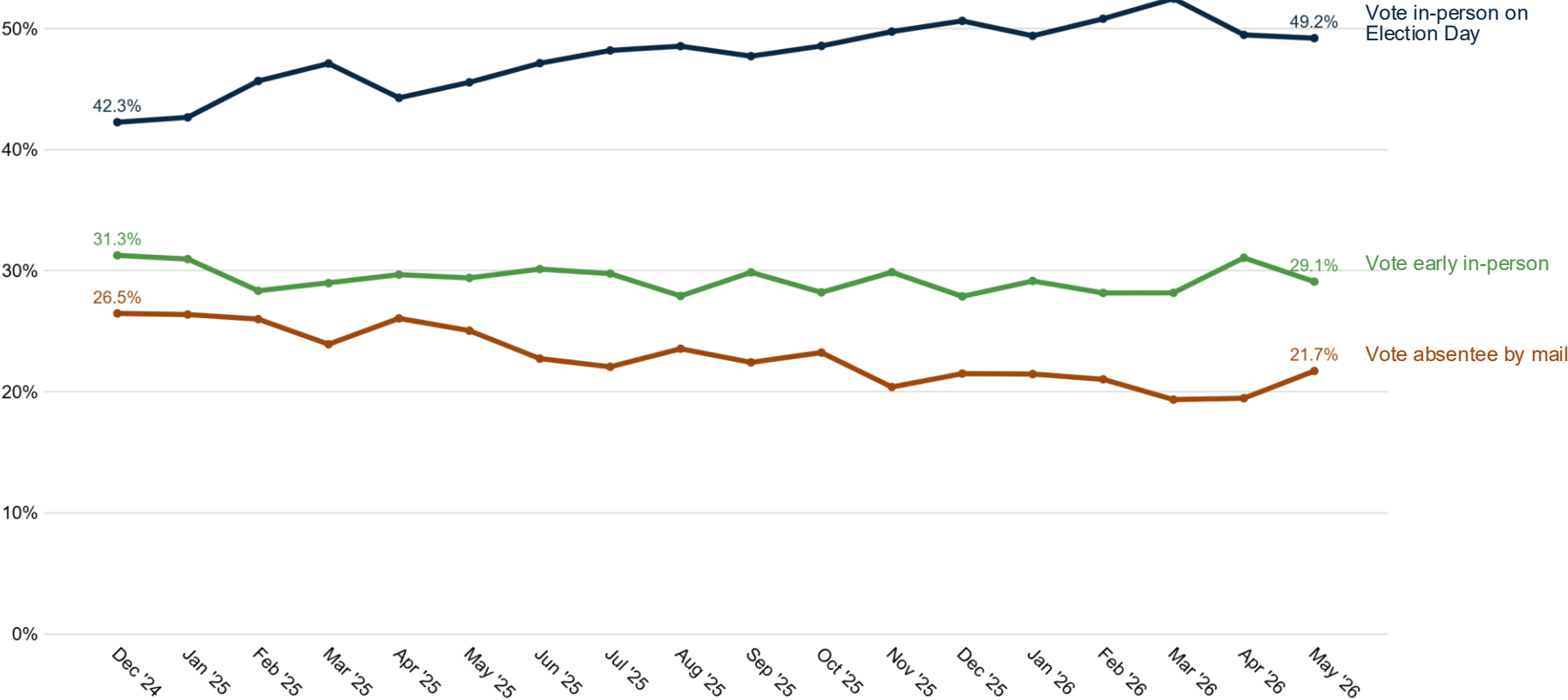
Vote Method



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Definitely vote | 67% | 63% | 69% | 65% | 72% | 68% | 69% | 65% | 68% | 68% | 69% | 68% | 65% | 70% | 64% | 66% | 67% | 64% | 70% | 66% | 71% | 66% | 67% | 70% | 63% | 60% | 70% | 68% | 62% | 58% | 64% | 73% |
| Probably vote | 33% | 37% | 31% | 35% | 28% | 32% | 31% | 35% | 32% | 31% | 32% | 35% | 30% | 36% | 34% | 33% | 36% | 30% | 34% | 29% | 34% | 33% | 30% | 37% | 40% | 30% | 32% | 38% | 42% | 36% | 27% | |
| Vote in-person on Election Day | 49% | 50% | 45% | 50% | 53% | 45% | 57% | 50% | 44% | 58% | 59% | 46% | 45% | 60% | 49% | 38% | 51% | 48% | 48% | 51% | 48% | 40% | 54% | 51% | 47% | 55% | 60% | 39% | 47% | 53% | 51% | 48% |
| Vote absentee by mail | 22% | 22% | 28% | 16% | 19% | 20% | 16% | 23% | 28% | 17% | 17% | 24% | 23% | 11% | 22% | 33% | 26% | 19% | 18% | 22% | 17% | 19% | 16% | 18% | 26% | 19% | 11% | 32% | 22% | 18% | 17% | 24% |
| Vote early in-person | 29% | 28% | 27% | 34% | 28% | 36% | 27% | 27% | 28% | 25% | 24% | 30% | 32% | 29% | 29% | 29% | 24% | 33% | 34% | 27% | 35% | 41% | 30% | 31% | 27% | 25% | 29% | 29% | 31% | 28% | 31% | 28% |
| Definitely vote in-person on Election Day | 35% | 35% | 32% | 35% | 39% | 31% | 42% | 35% | 32% | 40% | 42% | 33% | 32% | 45% | 34% | 25% | 35% | 33% | 36% | 35% | 37% | 28% | 40% | 38% | 31% | 36% | 45% | 27% | 30% | 31% | 36% | 38% |
| Probably vote in-person on Election Day | 14% | 15% | 13% | 15% | 14% | 14% | 15% | 15% | 13% | 17% | 17% | 13% | 13% | 15% | 15% | 13% | 16% | 15% | 12% | 15% | 11% | 12% | 14% | 13% | 16% | 19% | 15% | 12% | 17% | 22% | 15% | 11% |
| Definitely vote absentee by mail | 15% | 14% | 20% | 11% | 15% | 15% | 12% | 15% | 20% | 13% | 12% | 17% | 15% | 9% | 14% | 23% | 19% | 14% | 12% | 15% | 14% | 15% | 10% | 14% | 18% | 12% | 8% | 23% | 15% | 10% | 13% | 18% |
| Probably vote absentee by mail | 6% | 8% | 8% | 5% | 4% | 5% | 4% | 8% | 8% | 5% | 6% | 6% | 7% | 2% | 8% | 10% | 7% | 5% | 6% | 7% | 2% | 4% | 6% | 5% | 9% | 8% | 3% | 9% | 7% | 8% | 4% | 6% |
| Definitely vote early in-person | 17% | 14% | 17% | 19% | 18% | 23% | 15% | 15% | 16% | 15% | 15% | 17% | 18% | 16% | 15% | 18% | 14% | 17% | 22% | 15% | 20% | 22% | 17% | 18% | 15% | 13% | 16% | 18% | 18% | 17% | 14% | 17% |
| Probably vote early in-person | 12% | 14% | 10% | 15% | 10% | 13% | 12% | 12% | 12% | 10% | 9% | 13% | 15% | 12% | 14% | 12% | 10% | 16% | 12% | 11% | 15% | 18% | 13% | 13% | 12% | 12% | 12% | 12% | 13% | 12% | 17% | 11% |

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

Trend: Vote Method

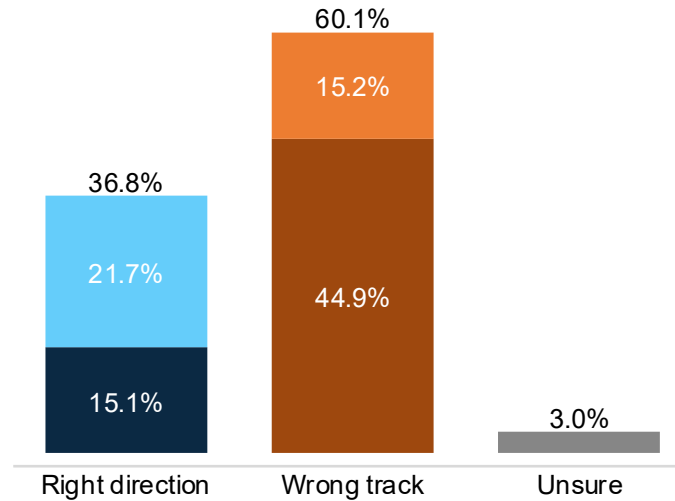


Percent Change: Vote Method (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Definitely vote | 2% | 1% | 4% | -4% | 5% | -2% | 4% | 0% | 6% | 6% | 3% | 2% | -2% | 6% | -2% | -2% | 3% | -1% | 2% | 0% | 5% | 4% | 4% | 4% | -2% | 0% | 4% | 0% | 5% | -3% | -3% | 4% |
| Probably vote | -2% | -1% | -4% | 4% | -5% | 2% | -4% | 0% | -6% | -6% | -3% | -2% | 2% | -6% | 2% | 2% | -3% | 1% | -2% | 0% | -5% | -4% | -4% | -4% | 2% | 0% | -4% | 0% | -5% | 3% | 3% | -4% |
| Vote in-person on Election Day | 0% | -3% | 1% | -7% | 7% | -9% | 9% | -2% | 0% | -2% | 3% | 0% | -3% | 5% | -4% | -3% | 1% | -1% | -3% | -1% | 3% | -1% | 0% | 2% | -4% | 6% | 2% | -2% | -4% | 2% | -7% | 2% |
| Vote absentee by mail | 2% | 3% | 4% | 3% | -1% | 3% | -1% | 3% | 4% | 3% | 1% | 3% | 1% | 2% | -1% | 5% | 6% | -1% | -1% | 3% | 1% | -1% | 0% | -1% | 6% | -1% | 3% | 2% | 5% | 5% | -2% | 2% |
| Vote early in-person | -2% | 0% | -5% | 4% | -6% | 6% | -8% | -1% | -4% | -1% | -4% | -3% | 2% | -6% | 5% | -2% | -7% | 3% | 4% | -2% | -4% | 2% | 0% | -2% | -2% | -4% | -5% | 0% | -1% | -6% | 9% | -4% |
| Definitely vote in-person on Election Day | 0% | 0% | 2% | -9% | 6% | -10% | 7% | -2% | 4% | -3% | 3% | 1% | -2% | 4% | -4% | -2% | 0% | -2% | 1% | -1% | 3% | -3% | 3% | 4% | -5% | 3% | 1% | -1% | -2% | -3% | -4% | 3% |
| Probably vote in-person on Election Day | 0% | -2% | -1% | 2% | 1% | 2% | 0% | -4% | 1% | 1% | -1% | 0% | 1% | 0% | -1% | 1% | 1% | -3% | 0% | -1% | 2% | -4% | -2% | 2% | 3% | 1% | -1% | -2% | 5% | -2% | -1% | |
| Definitely vote absentee by mail | 2% | 2% | 4% | 3% | 0% | 3% | 1% | 1% | 5% | 3% | 1% | 3% | 1% | 4% | -2% | 3% | 6% | 2% | -3% | 2% | 5% | 5% | 0% | 1% | 4% | -1% | 4% | 1% | 7% | 0% | 1% | 2% |
| Probably vote absentee by mail | 0% | 1% | 0% | 0% | -1% | 1% | -2% | 2% | -1% | 0% | 0% | 0% | -2% | 1% | 2% | 1% | -3% | 1% | 1% | -4% | -6% | 0% | -1% | 2% | 0% | -1% | 1% | -2% | 4% | -2% | 0% | |
| Definitely vote early in-person | -1% | -1% | -2% | 1% | -1% | 5% | -4% | 0% | -3% | 5% | 0% | -2% | -1% | -2% | 3% | -2% | -3% | 0% | 4% | 0% | -3% | 3% | 1% | -1% | -1% | -1% | -1% | 0% | 0% | 0% | 1% | -2% |
| Probably vote early in-person | -1% | 1% | -3% | 2% | -5% | 1% | -4% | -1% | -1% | -7% | -4% | -1% | 3% | -4% | 2% | 1% | -4% | 3% | 0% | -1% | 0% | 0% | -1% | -1% | -3% | -3% | 0% | -2% | -6% | 8% | -2% | |

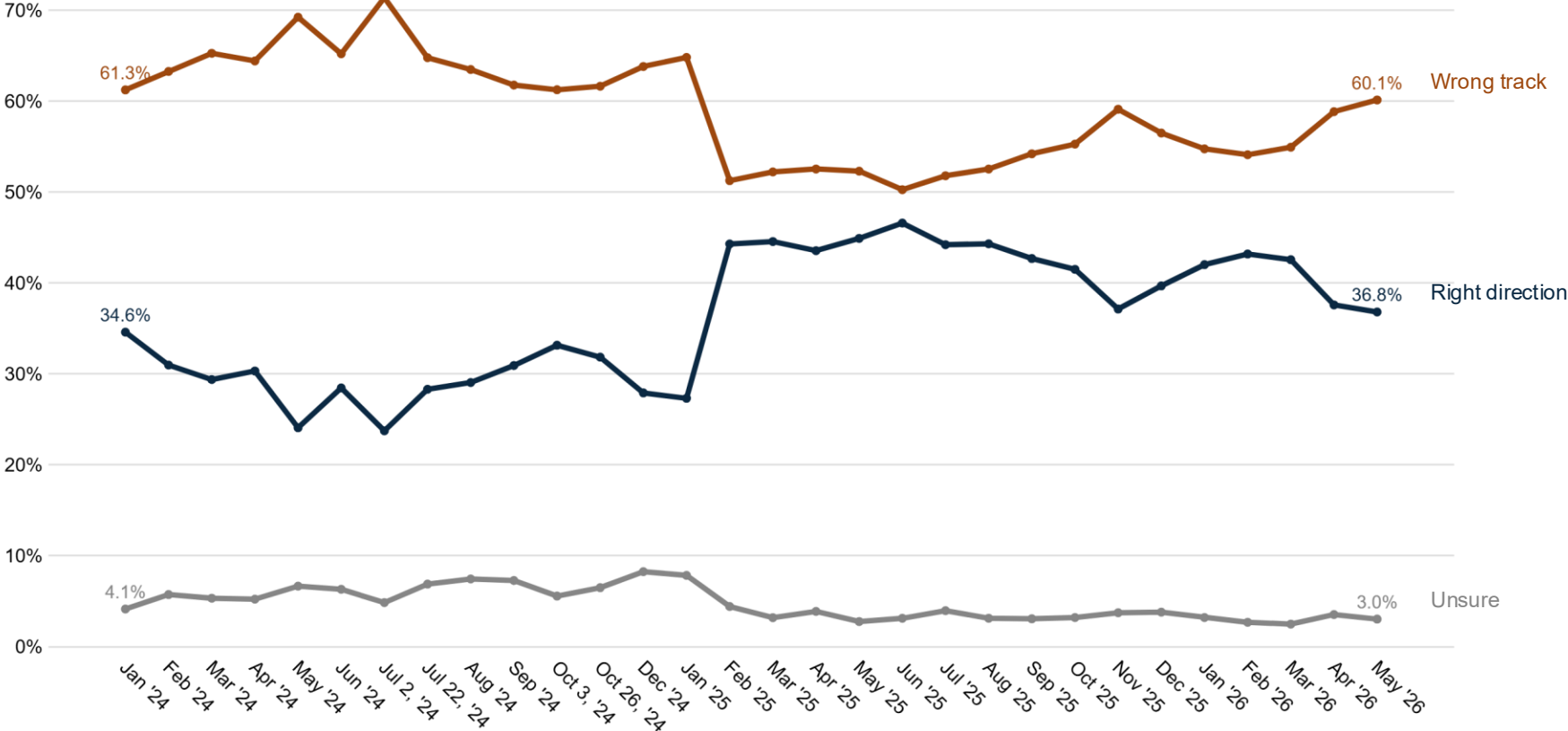
Country Direction



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Right direction | 37% | 27% | 34% | 42% | 45% | 42% | 45% | 36% | 25% | 44% | 43% | 36% | 31% | 74% | 25% | 8% | 32% | 36% | 44% | 39% | 22% | 34% | 44% | 44% | 27% | 34% | 72% | 6% | 36% | 35% | 34% | 38% |
| Wrong track | 60% | 69% | 63% | 55% | 52% | 55% | 52% | 60% | 73% | 54% | 52% | 61% | 68% | 22% | 70% | 91% | 64% | 61% | 54% | 58% | 75% | 62% | 53% | 53% | 70% | 60% | 24% | 93% | 61% | 62% | 61% | 59% |
| Definitely the right direction | 15% | 10% | 13% | 17% | 21% | 18% | 20% | 13% | 10% | 20% | 16% | 14% | 14% | 33% | 7% | 3% | 13% | 14% | 18% | 15% | 11% | 17% | 17% | 20% | 9% | 6% | 30% | 2% | 15% | 11% | 15% | 16% |
| Mostly the right direction | 22% | 17% | 21% | 25% | 24% | 24% | 25% | 23% | 15% | 24% | 27% | 22% | 16% | 41% | 19% | 4% | 19% | 22% | 25% | 24% | 11% | 18% | 27% | 25% | 18% | 28% | 42% | 4% | 21% | 24% | 20% | 22% |
| Mostly the wrong track | 15% | 17% | 15% | 16% | 13% | 14% | 15% | 16% | 16% | 18% | 11% | 15% | 17% | 13% | 17% | 16% | 18% | 13% | 14% | 15% | 16% | 15% | 14% | 15% | 16% | 25% | 13% | 16% | 16% | 21% | 16% | 13% |
| Definitely the wrong track | 45% | 52% | 48% | 39% | 39% | 42% | 38% | 44% | 57% | 36% | 41% | 46% | 51% | 9% | 53% | 76% | 46% | 48% | 40% | 43% | 59% | 48% | 39% | 38% | 54% | 35% | 11% | 77% | 45% | 41% | 45% | 46% |
| Unsure | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 4% | 2% | 3% | 6% | 3% | 2% | 4% | 4% | 1% | 3% | 2% | 2% | 3% | 3% | 4% | 3% | 3% | 6% | 5% | 1% | 3% | 3% | 4% | 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

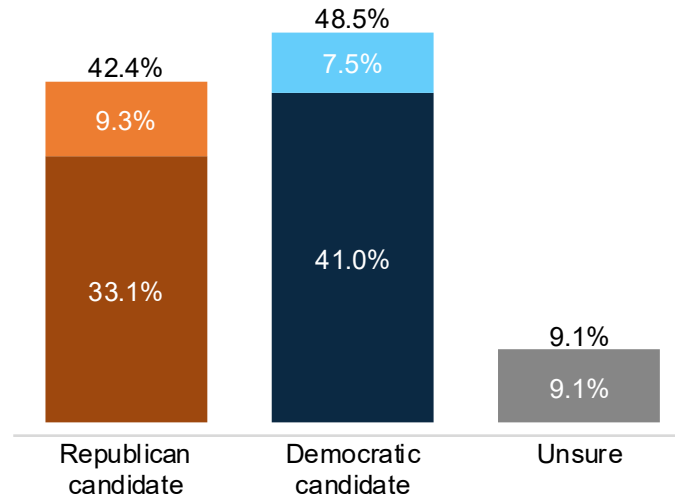


Percent Change: Country Direction (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Right direction | -1% | 3% | -5% | 4% | -4% | 1% | -1% | 0% | -4% | -8% | 1% | -1% | 2% | -2% | -4% | 3% | -4% | -1% | 6% | -3% | 5% | 5% | 7% | 0% | -3% | 3% | -3% | 2% | 5% | -1% | -10% | 0% |
| Wrong track | 1% | -3% | 6% | -2% | 3% | 0% | 2% | -1% | 6% | 10% | -2% | 2% | -1% | 2% | 4% | -3% | 4% | 2% | -4% | 4% | -6% | -6% | -8% | 0% | 4% | -2% | 4% | -2% | -4% | 3% | 9% | 0% |
| Definitely the right direction | -1% | 1% | -7% | 0% | 0% | 2% | -1% | -5% | 0% | -4% | -3% | -3% | 4% | -3% | -4% | 2% | -3% | -3% | 5% | -3% | 2% | 6% | 2% | 0% | -4% | -1% | -4% | 1% | 3% | -4% | -9% | 0% |
| Mostly the right direction | 1% | 1% | 2% | 4% | -4% | -1% | 0% | 6% | -3% | -4% | 4% | 2% | -2% | 1% | 0% | 1% | -1% | 3% | 1% | 0% | 3% | -1% | 5% | 0% | 1% | 4% | 0% | 2% | 2% | 3% | -1% | 0% |
| Mostly the wrong track | 2% | -3% | 5% | 2% | 5% | 4% | 2% | -2% | 4% | 6% | -1% | 4% | -3% | 4% | -3% | 3% | 0% | 1% | 5% | 4% | -5% | -2% | -6% | 4% | 0% | -3% | 3% | 2% | -7% | 8% | 5% | 2% |
| Definitely the wrong track | -1% | -1% | 2% | -3% | -1% | -5% | 0% | 0% | 2% | 4% | -1% | -3% | 1% | -2% | 6% | -5% | 3% | 1% | -9% | 0% | -2% | -4% | -2% | -4% | 4% | 1% | 1% | -4% | 3% | -5% | 4% | -2% |
| Unsure | -1% | 0% | -1% | -2% | 1% | -1% | -1% | 1% | -2% | -2% | 1% | -1% | -1% | -1% | 0% | 0% | 0% | -1% | -1% | -1% | 2% | 1% | 1% | 0% | -1% | -1% | -1% | 0% | -1% | -2% | 1% | 0% |

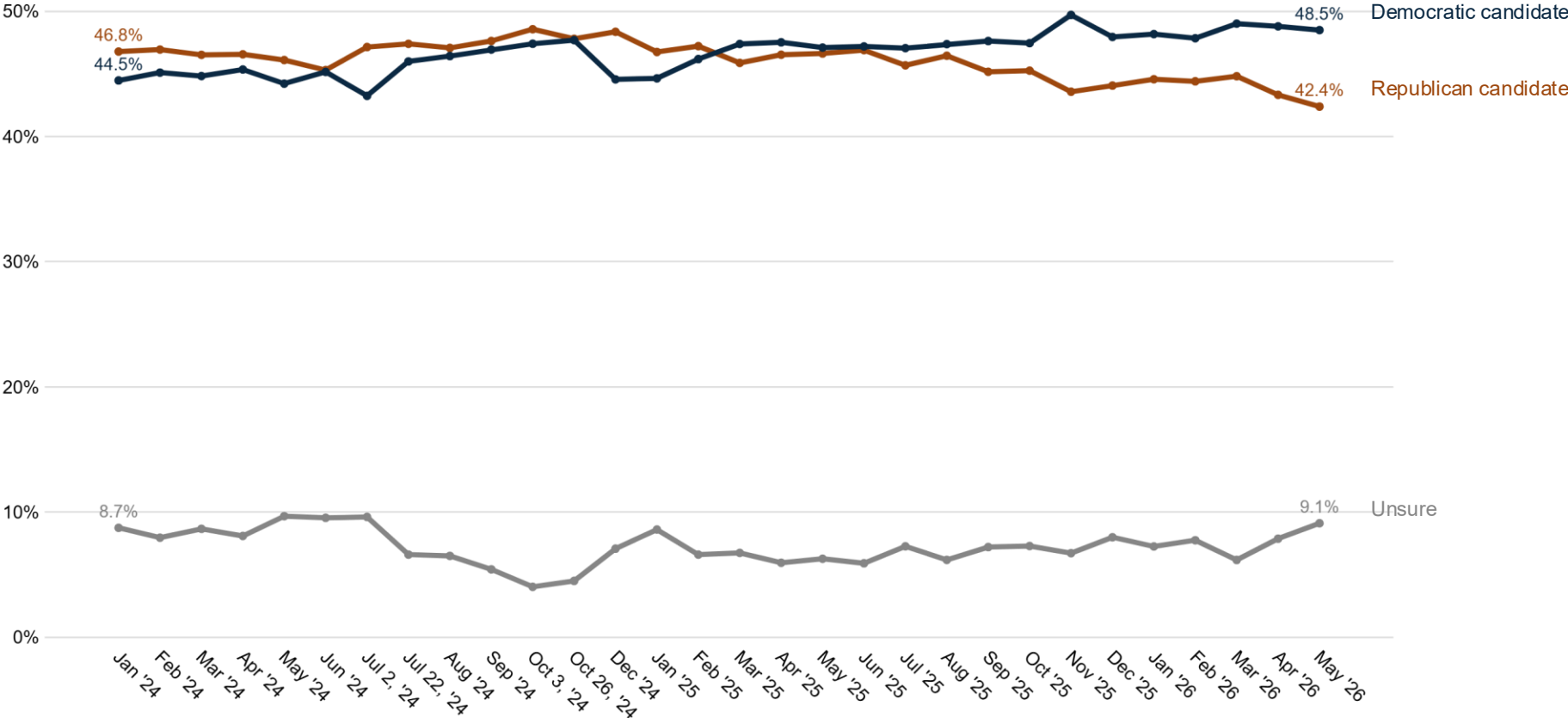
Generic Ballot



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-------------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republican candidate | 42% | 32% | 40% | 45% | 55% | 46% | 53% | 42% | 29% | 53% | 48% | 44% | 28% | 94% | 25% | 2% | 40% | 42% | 47% | 48% | 16% | 38% | 48% | 51% | 32% | 36% | 86% | 2% | 38% | 42% | 41% | 44% |
| Democratic candidate | 49% | 59% | 53% | 43% | 37% | 45% | 36% | 49% | 64% | 38% | 39% | 48% | 63% | 3% | 48% | 95% | 52% | 48% | 44% | 45% | 75% | 51% | 43% | 41% | 58% | 29% | 5% | 92% | 52% | 46% | 48% | 48% |
| Definitely the Republican candidate | 33% | 21% | 35% | 32% | 45% | 34% | 43% | 33% | 22% | 43% | 38% | 35% | 20% | 78% | 13% | 1% | 31% | 33% | 37% | 37% | 10% | 32% | 33% | 40% | 25% | 0% | 70% | 1% | 25% | 33% | 30% | 36% |
| Probably the Republican candidate | 9% | 11% | 5% | 13% | 9% | 12% | 10% | 9% | 7% | 10% | 10% | 9% | 8% | 16% | 12% | 1% | 8% | 9% | 10% | 10% | 6% | 5% | 15% | 11% | 7% | 36% | 17% | 2% | 13% | 9% | 11% | 8% |
| Probably the Democratic candidate | 8% | 11% | 5% | 10% | 4% | 7% | 6% | 8% | 9% | 9% | 4% | 6% | 12% | 2% | 12% | 10% | 8% | 6% | 8% | 7% | 12% | 8% | 8% | 6% | 10% | 29% | 3% | 11% | 14% | 8% | 9% | 5% |
| Definitely the Democratic candidate | 41% | 48% | 48% | 33% | 34% | 38% | 30% | 41% | 56% | 30% | 35% | 42% | 51% | 1% | 35% | 85% | 44% | 42% | 35% | 38% | 63% | 42% | 34% | 35% | 48% | 0% | 2% | 81% | 38% | 38% | 39% | 43% |
| Unsure | 9% | 9% | 7% | 13% | 8% | 10% | 10% | 9% | 7% | 9% | 13% | 8% | 9% | 3% | 27% | 2% | 8% | 10% | 9% | 7% | 9% | 11% | 9% | 8% | 10% | 35% | 9% | 5% | 10% | 12% | 11% | 8% |

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?

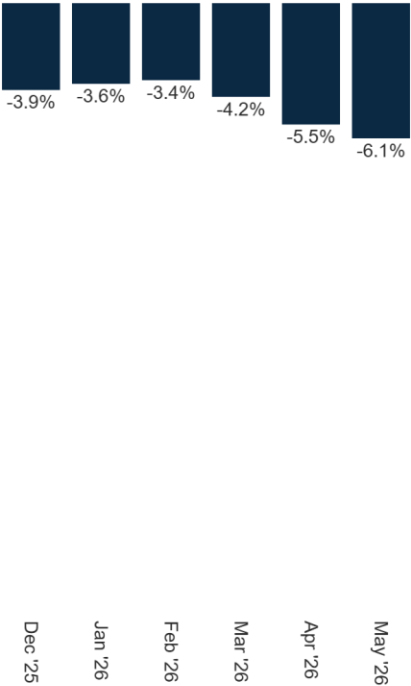
Trend: Generic Ballot



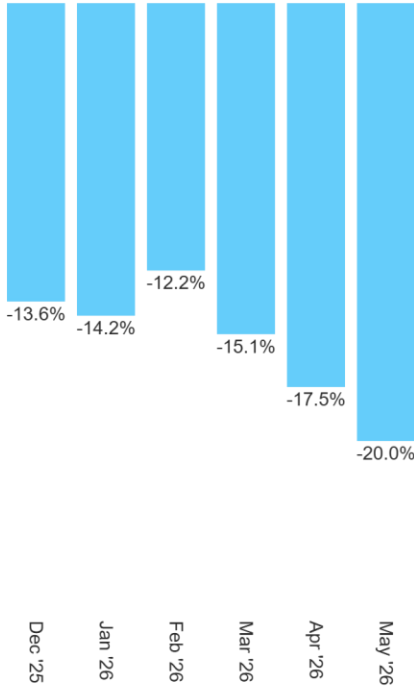
Generic Ballot Movement



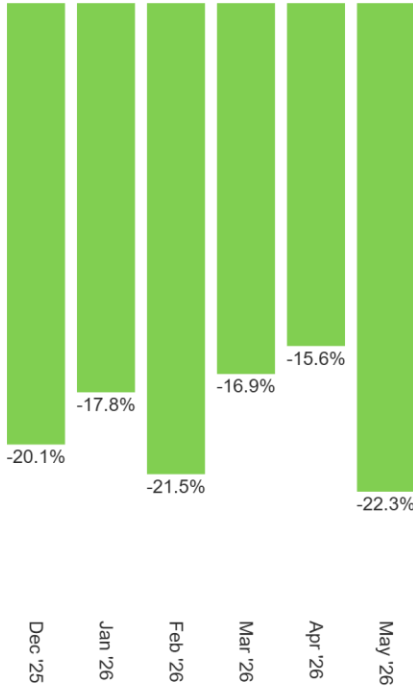
Overall (%Rep-%Dem)



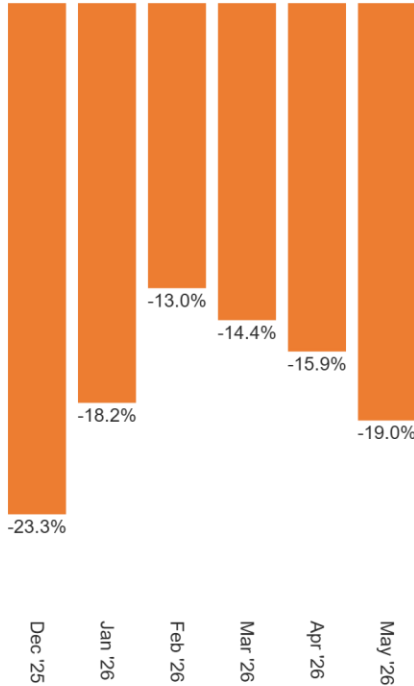
Females (%Rep-%Dem)



Indies (%Rep-%Dem)



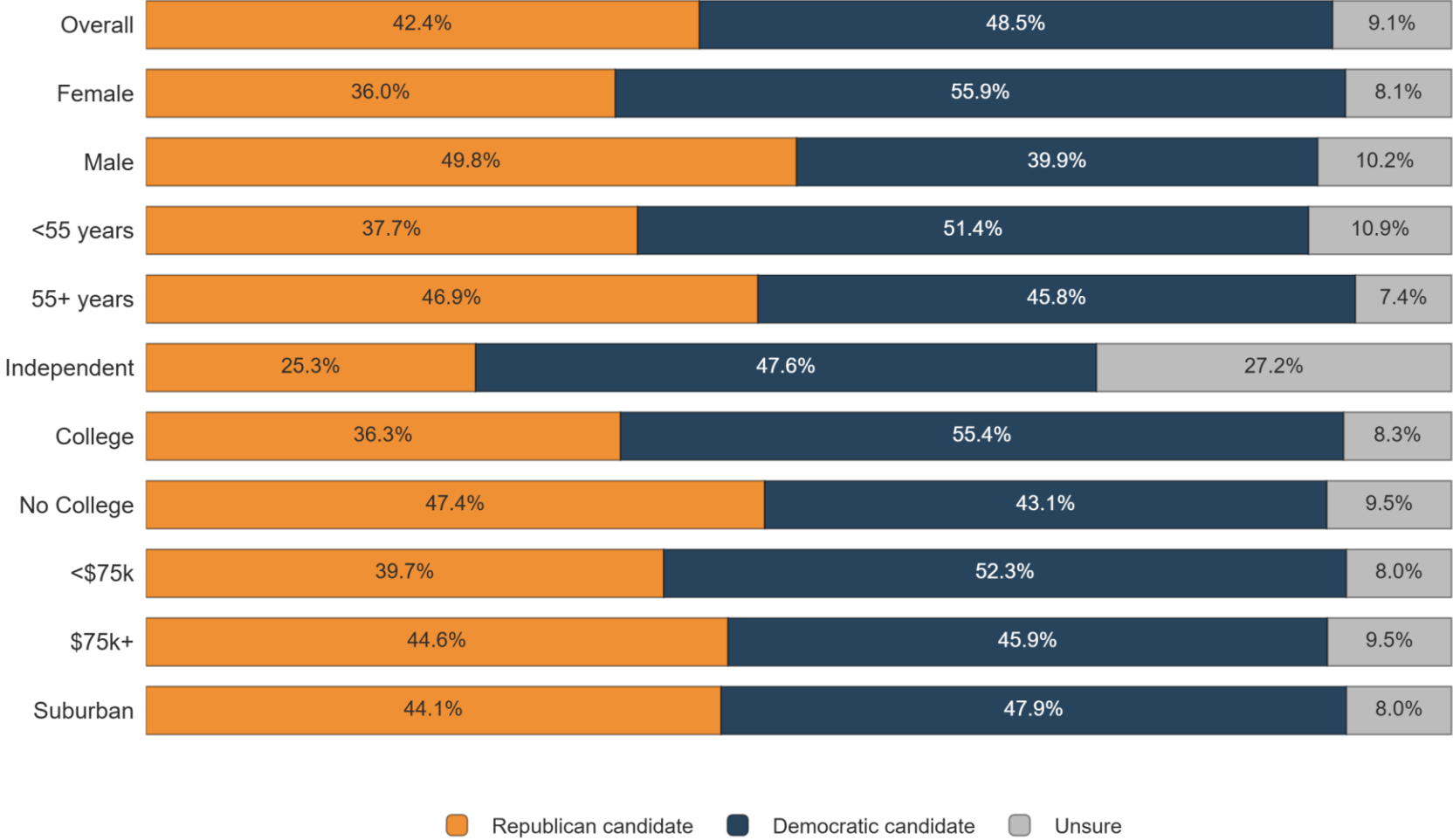
College (%Rep-%Dem)



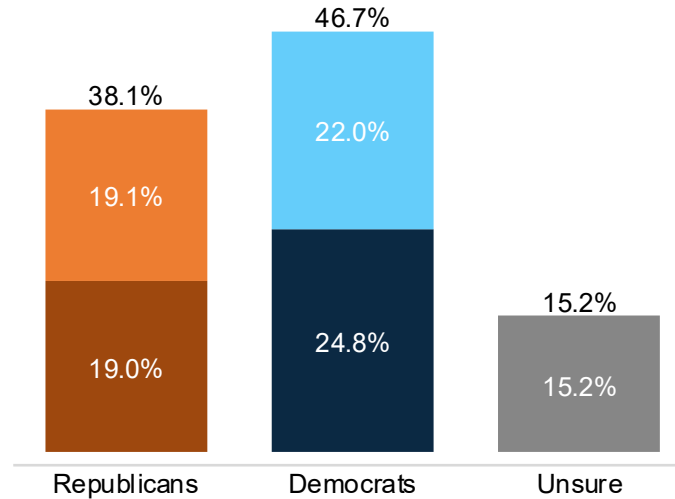
Percent Change: Generic Ballot (Apr '26 to May '26)

| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-------------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republican candidate | -1% | 2% | -5% | -3% | 3% | -1% | 0% | 0% | -4% | -7% | 1% | 2% | -5% | 2% | -6% | -1% | -3% | 0% | 3% | -3% | 1% | 6% | 6% | 1% | -4% | -2% | 0% | 0% | 1% | -7% | -7% | 2% |
| Democratic candidate | 0% | -2% | 4% | -1% | -2% | -1% | -1% | 1% | 1% | 8% | -1% | -4% | 4% | -2% | 1% | 0% | 4% | -2% | -7% | 2% | -4% | -5% | -5% | -3% | 4% | -4% | -1% | -1% | 0% | 3% | 6% | -3% |
| Definitely the Republican candidate | 0% | 2% | -2% | -3% | 2% | -2% | 0% | 2% | -2% | -1% | 2% | 2% | -5% | 3% | -6% | 0% | -1% | -2% | 6% | -2% | 1% | 9% | 5% | 2% | -2% | 0% | 1% | 0% | 0% | -5% | -7% | 3% |
| Probably the Republican candidate | -1% | -1% | -3% | 0% | 1% | 1% | 0% | -2% | -1% | -6% | -1% | 0% | 0% | -1% | 0% | -1% | -3% | 2% | -3% | -1% | -1% | -3% | 1% | 0% | -2% | -2% | -1% | 0% | 1% | -2% | 0% | -1% |
| Probably the Democratic candidate | -1% | -3% | -1% | 1% | -2% | -2% | 1% | 0% | -5% | 3% | -5% | -3% | 3% | -1% | -4% | 0% | -1% | -3% | 1% | -1% | -2% | -5% | -4% | -2% | -1% | -4% | 0% | -3% | -1% | -1% | 0% | -2% |
| Definitely the Democratic candidate | 1% | 1% | 5% | -2% | -1% | 0% | -2% | 1% | 6% | 6% | 4% | -1% | 2% | -2% | 4% | 0% | 5% | 2% | -7% | 3% | -1% | 0% | -2% | -2% | 5% | 0% | -1% | 2% | 1% | 4% | 6% | 0% |
| Unsure | 1% | 0% | 1% | 4% | 0% | 2% | 2% | -1% | 2% | -1% | 1% | 2% | 1% | 0% | 5% | 1% | 0% | 2% | 3% | 1% | 3% | -1% | -1% | 2% | 0% | 6% | 1% | 1% | -1% | 4% | 1% | 1% |

Generic Ballot by Key Voter Groups



Expected Congressional Winner



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republicans | 38% | 28% | 38% | 38% | 48% | 40% | 47% | 39% | 27% | 47% | 46% | 38% | 29% | 79% | 23% | 7% | 37% | 37% | 41% | 43% | 15% | 36% | 39% | 45% | 30% | 30% | 72% | 7% | 38% | 38% | 37% | 38% |
| Democrats | 47% | 53% | 47% | 45% | 41% | 48% | 39% | 44% | 57% | 36% | 38% | 47% | 57% | 11% | 49% | 82% | 48% | 47% | 45% | 43% | 68% | 50% | 43% | 42% | 53% | 38% | 13% | 80% | 46% | 46% | 46% | 48% |
| Definitely the Republicans | 19% | 13% | 21% | 18% | 24% | 17% | 24% | 22% | 12% | 25% | 23% | 18% | 14% | 45% | 5% | 2% | 19% | 20% | 18% | 21% | 6% | 23% | 19% | 23% | 14% | 2% | 39% | 1% | 18% | 18% | 17% | 20% |
| Probably the Republicans | 19% | 16% | 17% | 20% | 25% | 22% | 22% | 18% | 15% | 22% | 23% | 19% | 15% | 34% | 17% | 6% | 18% | 17% | 23% | 22% | 9% | 13% | 21% | 22% | 16% | 28% | 33% | 6% | 19% | 20% | 20% | 19% |
| Probably the Democrats | 22% | 23% | 19% | 24% | 22% | 26% | 20% | 17% | 26% | 17% | 21% | 23% | 23% | 10% | 30% | 29% | 21% | 22% | 25% | 22% | 21% | 22% | 19% | 22% | 22% | 28% | 11% | 32% | 21% | 20% | 21% | 23% |
| Definitely the Democrats | 25% | 30% | 28% | 22% | 18% | 22% | 19% | 27% | 31% | 19% | 18% | 24% | 35% | 1% | 19% | 52% | 28% | 25% | 20% | 21% | 47% | 28% | 24% | 20% | 31% | 10% | 2% | 48% | 25% | 26% | 25% | 24% |
| Unsure | 15% | 19% | 14% | 16% | 11% | 12% | 14% | 17% | 16% | 17% | 16% | 15% | 14% | 10% | 28% | 11% | 15% | 16% | 14% | 14% | 16% | 15% | 18% | 14% | 17% | 31% | 15% | 13% | 16% | 16% | 17% | 14% |

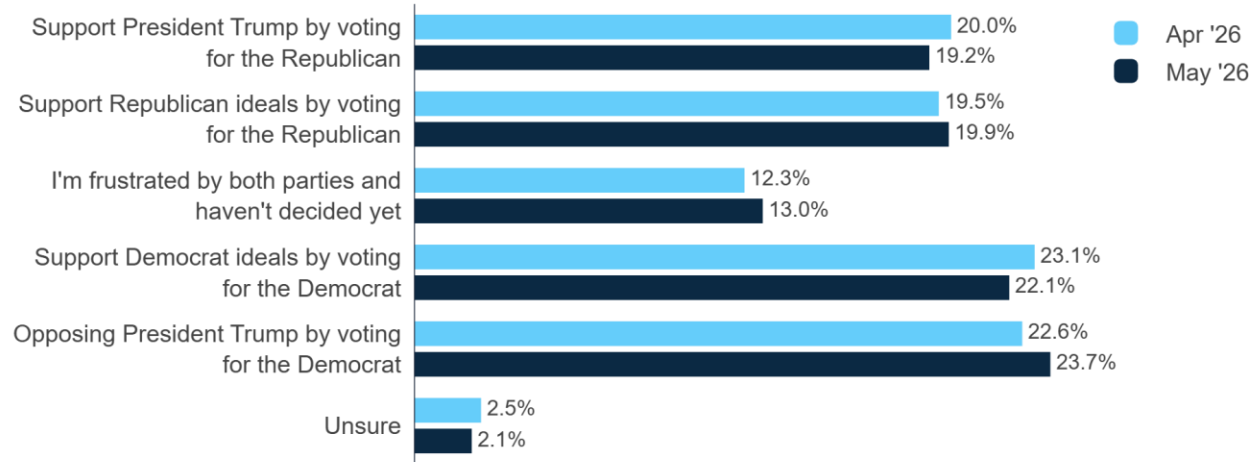
Who do you expect to win the election for U.S. Congress in November - the Republicans or Democrats?

Percent Change: Generic Ballot to Expected Congressional Winner



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republicans | -4% | -3% | -2% | -6% | -6% | -6% | -7% | -3% | -2% | -6% | -2% | -6% | 1% | -15% | -3% | 5% | -3% | -5% | -6% | -5% | -1% | -2% | -9% | -6% | -2% | -6% | -14% | 5% | 0% | -4% | -4% | -6% |
| Democrats | -2% | -6% | -6% | 3% | 3% | 3% | 3% | -5% | -7% | -2% | -1% | 0% | -5% | 8% | 1% | -14% | -4% | -1% | 1% | -2% | -6% | -1% | 0% | 1% | -5% | 9% | 8% | -12% | -6% | 0% | -2% | -1% |
| Definitely the Republicans | -14% | -9% | -13% | -14% | -22% | -17% | -19% | -12% | -10% | -18% | -15% | -16% | -6% | -33% | -8% | 0% | -12% | -13% | -18% | -17% | -4% | -9% | -14% | -17% | -11% | 2% | -30% | 0% | -6% | -15% | -13% | -16% |
| Probably the Republicans | 10% | 5% | 11% | 7% | 15% | 11% | 12% | 9% | 8% | 12% | 12% | 10% | 6% | 18% | 5% | 4% | 9% | 8% | 12% | 12% | 4% | 7% | 6% | 11% | 9% | -8% | 16% | 4% | 6% | 11% | 9% | 11% |
| Probably the Democrats | 14% | 12% | 14% | 14% | 18% | 19% | 14% | 9% | 17% | 9% | 16% | 17% | 11% | 8% | 18% | 19% | 12% | 16% | 17% | 15% | 9% | 13% | 10% | 16% | 12% | -1% | 8% | 21% | 7% | 12% | 12% | 18% |
| Definitely the Democrats | -16% | -18% | -20% | -11% | -15% | -16% | -11% | -14% | -24% | -10% | -17% | -17% | -16% | 0% | -16% | -33% | -16% | -17% | -15% | -17% | -16% | -15% | -11% | -16% | -17% | 10% | 0% | -33% | -13% | -12% | -14% | -19% |
| Unsure | 6% | 9% | 7% | 4% | 3% | 3% | 4% | 7% | 9% | 8% | 3% | 7% | 5% | 6% | 1% | 9% | 7% | 6% | 5% | 7% | 7% | 3% | 9% | 5% | 7% | -4% | 6% | 8% | 7% | 4% | 6% | 6% |

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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Voting for the Republican Total | 39% | 27% | 38% | 42% | 51% | 44% | 49% | 37% | 27% | 48% | 44% | 41% | 27% | 87% | 21% | 3% | 36% | 38% | 45% | 44% | 16% | 34% | 43% | 48% | 28% | 27% | 80% | 2% | 37% | 38% | 37% | 40% |
| Voting for the Democrat Total | 46% | 56% | 50% | 38% | 37% | 41% | 35% | 44% | 64% | 36% | 37% | 45% | 59% | 3% | 42% | 91% | 48% | 46% | 42% | 43% | 68% | 49% | 39% | 39% | 55% | 26% | 3% | 89% | 44% | 42% | 44% | 48% |
| Support President Trump by voting for the Republican | 19% | 10% | 18% | 22% | 27% | 19% | 30% | 18% | 10% | 25% | 21% | 19% | 16% | 44% | 7% | 2% | 19% | 18% | 20% | 21% | 8% | 20% | 21% | 22% | 15% | 6% | 40% | 1% | 19% | 19% | 16% | 20% |
| Support Republican ideals by voting for the Republican | 20% | 16% | 20% | 20% | 24% | 25% | 19% | 19% | 17% | 23% | 23% | 22% | 11% | 43% | 14% | 1% | 17% | 20% | 25% | 23% | 8% | 14% | 22% | 26% | 13% | 21% | 40% | 1% | 19% | 19% | 21% | 20% |
| I'm frustrated by both parties and haven't decided yet | 13% | 14% | 10% | 17% | 11% | 14% | 14% | 15% | 9% | 13% | 16% | 12% | 12% | 9% | 31% | 5% | 13% | 13% | 13% | 12% | 13% | 14% | 16% | 12% | 14% | 41% | 15% | 8% | 14% | 16% | 17% | 10% |
| Support Democrat ideals by voting for the Democrat | 22% | 26% | 28% | 18% | 15% | 20% | 15% | 24% | 30% | 15% | 17% | 22% | 29% | 1% | 15% | 48% | 24% | 22% | 19% | 21% | 37% | 25% | 19% | 20% | 24% | 12% | 1% | 44% | 21% | 20% | 20% | 24% |
| Opposing President Trump by voting for the Democrat | 24% | 30% | 23% | 19% | 21% | 21% | 20% | 20% | 34% | 20% | 20% | 23% | 30% | 2% | 28% | 43% | 25% | 24% | 22% | 22% | 31% | 24% | 20% | 19% | 30% | 14% | 2% | 45% | 23% | 22% | 24% | 24% |
| Unsure | 2% | 3% | 2% | 3% | 1% | 1% | 2% | 4% | 1% | 3% | 3% | 2% | 2% | 1% | 5% | 1% | 3% | 2% | 1% | 1% | 3% | 3% | 2% | 1% | 3% | 6% | 2% | 1% | 4% | 4% | 2% | 1% |

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?

Percent Change: Congressional Vote Driver (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Voting for the Republican Total | 0% | -2% | -3% | 2% | 1% | 5% | -2% | -3% | -2% | -8% | 1% | 2% | -4% | 1% | -3% | 1% | -3% | -1% | 6% | -2% | 1% | 6% | 5% | 2% | -4% | -2% | 0% | 0% | 5% | -5% | -6% | 0% |
| Voting for the Democrat Total | 0% | 2% | 3% | -4% | -1% | -2% | -2% | -1% | 6% | 8% | -1% | -3% | 4% | -2% | 2% | -1% | 3% | -1% | -5% | 1% | -3% | -5% | -6% | -2% | 3% | 2% | -1% | 0% | -3% | 2% | 4% | 0% |
| Support President Trump by voting for the Republican | -1% | -2% | -5% | 2% | 2% | 0% | 4% | -3% | -3% | -8% | 0% | -1% | 3% | 1% | -6% | 1% | -2% | -3% | 5% | -1% | 0% | 4% | 4% | 0% | -1% | -1% | -1% | 0% | 1% | -5% | -4% | 0% |
| Support Republican ideals by voting for the Republican | 0% | 0% | 2% | 0% | -1% | 5% | -6% | 1% | 1% | 0% | 1% | 3% | -6% | 0% | 3% | 0% | -1% | 2% | 0% | -1% | 1% | 2% | 1% | 3% | -3% | -1% | 1% | 0% | 4% | -1% | -2% | 0% |
| I'm frustrated by both parties and haven't decided yet | 1% | 0% | 0% | 2% | 1% | -2% | 5% | 3% | -3% | -1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 3% | 1% | 1% | 2% | 2% | 0% | -1% | 1% | 1% | 0% |
| Support Democrat ideals by voting for the Democrat | -1% | -2% | 0% | 1% | -2% | 1% | -2% | -1% | -1% | 3% | -2% | -1% | -1% | 1% | 3% | -6% | -1% | 1% | -3% | 0% | -2% | -1% | -3% | 1% | -3% | 3% | 0% | -2% | -1% | 1% | 3% | -2% |
| Opposing President Trump by voting for the Democrat | 1% | 4% | 3% | -5% | 1% | -3% | -1% | 0% | 7% | 5% | 1% | -1% | 5% | -3% | 0% | 5% | 4% | -1% | -2% | 1% | 0% | -4% | -3% | -3% | 6% | -1% | -1% | 2% | -1% | 1% | 2% | 1% |
| Unsure | 0% | -1% | 0% | 1% | -2% | -1% | -1% | 0% | -1% | 0% | 1% | -1% | -1% | 0% | 0% | 0% | -1% | 1% | -1% | 0% | 2% | -3% | -2% | -1% | 0% | -2% | 0% | 0% | -1% | 2% | 0% | -1% |

Image Tests

Net Fav

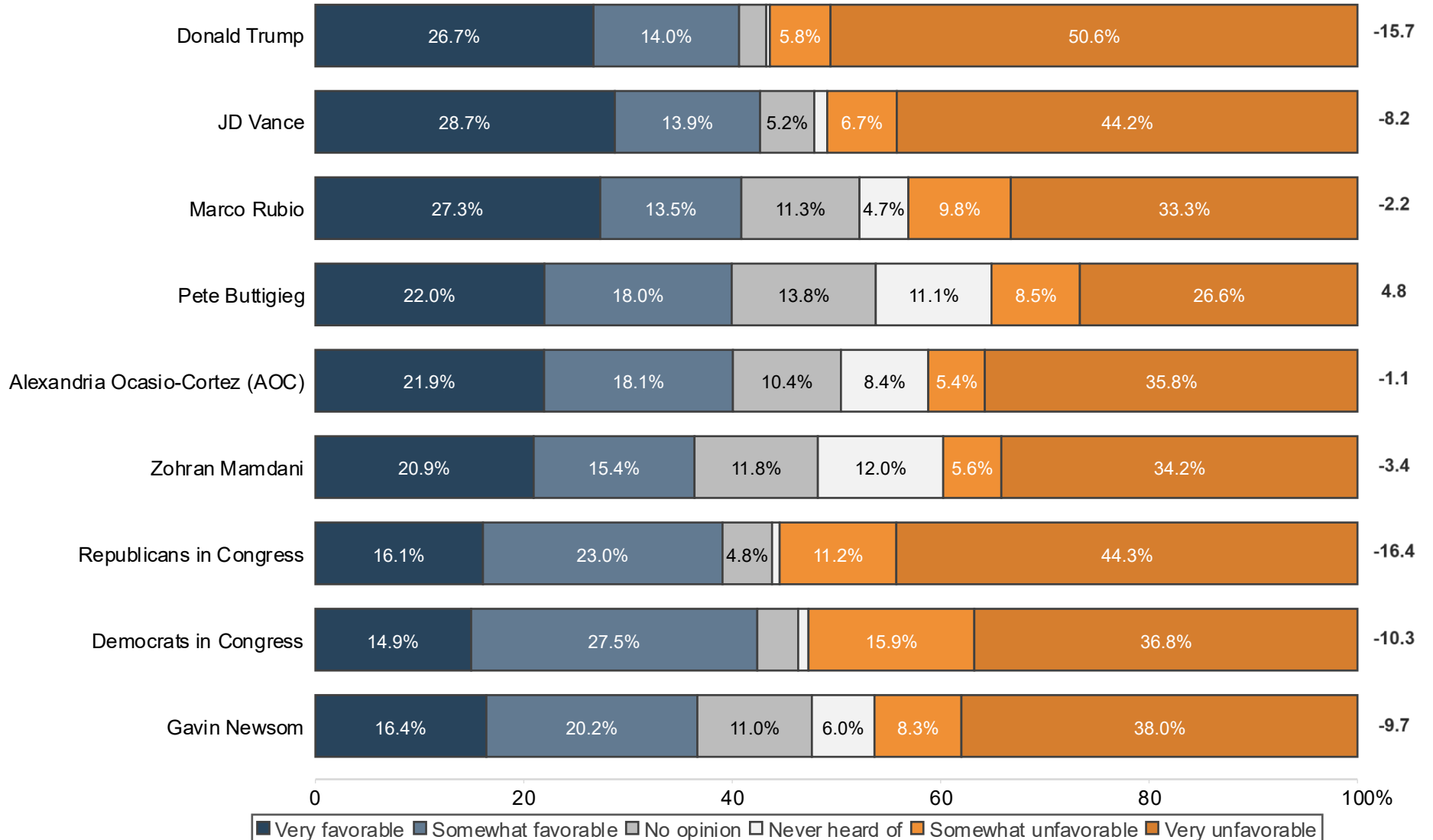


Image Tests Heatmaps



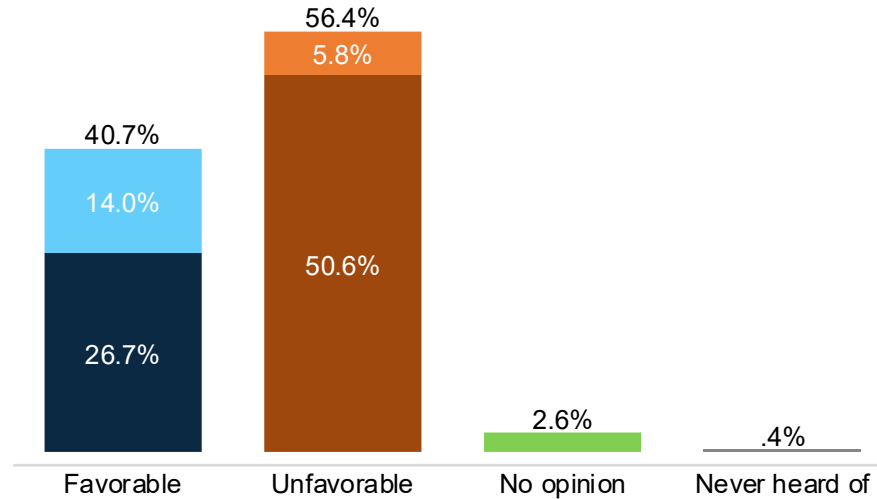
Favorable

| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Donald Trump | 41% | 29% | 39% | 44% | 52% | 45% | 51% | 40% | 27% | 50% | 46% | 41% | 31% | 85% | 27% | 5% | 38% | 38% | 47% | 45% | 16% | 40% | 46% | 48% | 31% | 33% | 82% | 4% | 39% | 41% | 40% | 41% |
| JD Vance | 43% | 32% | 41% | 48% | 52% | 46% | 53% | 42% | 29% | 51% | 50% | 44% | 31% | 86% | 29% | 8% | 40% | 41% | 49% | 47% | 19% | 42% | 48% | 50% | 33% | 39% | 84% | 6% | 39% | 45% | 44% | 43% |
| Marco Rubio | 41% | 26% | 44% | 41% | 54% | 47% | 48% | 39% | 30% | 46% | 45% | 43% | 29% | 78% | 29% | 11% | 36% | 40% | 49% | 45% | 19% | 40% | 41% | 49% | 31% | 36% | 74% | 10% | 34% | 36% | 42% | 44% |
| Pete Buttigieg | 40% | 43% | 43% | 37% | 36% | 43% | 32% | 37% | 51% | 31% | 29% | 41% | 50% | 12% | 42% | 68% | 37% | 40% | 43% | 42% | 35% | 38% | 38% | 38% | 43% | 32% | 13% | 69% | 40% | 32% | 38% | 43% |
| Alexandria Ocasio-Cortez (AOC) | 40% | 51% | 37% | 41% | 31% | 43% | 30% | 35% | 54% | 32% | 32% | 38% | 55% | 8% | 37% | 74% | 40% | 43% | 39% | 38% | 49% | 48% | 41% | 36% | 45% | 30% | 9% | 72% | 45% | 36% | 38% | 41% |
| Zohran Mamdani | 36% | 45% | 35% | 37% | 28% | 39% | 27% | 30% | 52% | 25% | 27% | 37% | 49% | 9% | 34% | 65% | 35% | 41% | 35% | 34% | 42% | 47% | 35% | 33% | 41% | 27% | 10% | 64% | 41% | 35% | 33% | 37% |
| Republicans in Congress | 39% | 30% | 38% | 42% | 47% | 38% | 50% | 39% | 28% | 48% | 47% | 39% | 28% | 82% | 24% | 6% | 37% | 39% | 43% | 43% | 16% | 36% | 44% | 46% | 31% | 35% | 78% | 4% | 37% | 40% | 38% | 40% |
| Democrats in Congress | 42% | 49% | 51% | 35% | 32% | 35% | 31% | 46% | 56% | 35% | 34% | 42% | 53% | 8% | 36% | 81% | 47% | 43% | 36% | 39% | 73% | 43% | 38% | 36% | 51% | 32% | 9% | 77% | 47% | 42% | 37% | 43% |
| Gavin Newsom | 37% | 39% | 43% | 31% | 32% | 39% | 26% | 36% | 47% | 32% | 29% | 36% | 46% | 8% | 35% | 67% | 36% | 39% | 35% | 35% | 45% | 41% | 35% | 33% | 42% | 26% | 9% | 65% | 35% | 33% | 34% | 39% |

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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Donald Trump | 56% | 67% | 59% | 51% | 46% | 53% | 45% | 56% | 71% | 47% | 49% | 56% | 67% | 13% | 67% | 94% | 59% | 60% | 50% | 53% | 80% | 57% | 50% | 49% | 66% | 58% | 15% | 95% | 56% | 56% | 57% | 57% |
| JD Vance | 51% | 56% | 55% | 48% | 43% | 51% | 41% | 47% | 66% | 39% | 42% | 52% | 62% | 9% | 62% | 86% | 50% | 55% | 49% | 48% | 66% | 51% | 43% | 45% | 58% | 48% | 11% | 89% | 48% | 46% | 51% | 53% |
| Marco Rubio | 43% | 44% | 43% | 45% | 40% | 45% | 40% | 35% | 54% | 33% | 39% | 44% | 50% | 8% | 54% | 72% | 40% | 47% | 44% | 42% | 51% | 46% | 38% | 39% | 49% | 39% | 12% | 75% | 37% | 39% | 41% | 47% |
| Pete Buttigieg | 35% | 22% | 32% | 38% | 51% | 44% | 45% | 28% | 26% | 40% | 41% | 38% | 21% | 62% | 30% | 12% | 30% | 37% | 41% | 36% | 22% | 39% | 32% | 41% | 28% | 34% | 60% | 11% | 26% | 27% | 36% | 40% |
| Alexandria Ocasio-Cortez (AOC) | 41% | 24% | 39% | 48% | 57% | 48% | 56% | 33% | 30% | 47% | 50% | 44% | 25% | 74% | 41% | 9% | 34% | 44% | 48% | 45% | 15% | 41% | 40% | 49% | 31% | 42% | 74% | 10% | 28% | 37% | 48% | 45% |
| Zohran Mamdani | 40% | 24% | 37% | 45% | 55% | 49% | 51% | 33% | 28% | 45% | 49% | 42% | 25% | 70% | 41% | 10% | 32% | 42% | 48% | 43% | 21% | 36% | 39% | 48% | 29% | 41% | 70% | 11% | 29% | 35% | 43% | 44% |
| Republicans in Congress | 55% | 62% | 57% | 52% | 50% | 59% | 45% | 51% | 69% | 45% | 47% | 57% | 65% | 15% | 66% | 90% | 55% | 58% | 54% | 52% | 72% | 60% | 49% | 50% | 63% | 51% | 17% | 92% | 52% | 52% | 59% | 57% |
| Democrats in Congress | 53% | 43% | 45% | 59% | 66% | 62% | 64% | 46% | 42% | 59% | 61% | 54% | 41% | 90% | 53% | 16% | 47% | 54% | 61% | 58% | 20% | 50% | 55% | 60% | 43% | 55% | 87% | 20% | 42% | 53% | 59% | 54% |
| Gavin Newsom | 46% | 34% | 41% | 56% | 58% | 54% | 59% | 37% | 37% | 50% | 51% | 49% | 35% | 76% | 46% | 17% | 41% | 48% | 53% | 49% | 23% | 49% | 44% | 53% | 38% | 50% | 75% | 19% | 43% | 44% | 49% | 48% |

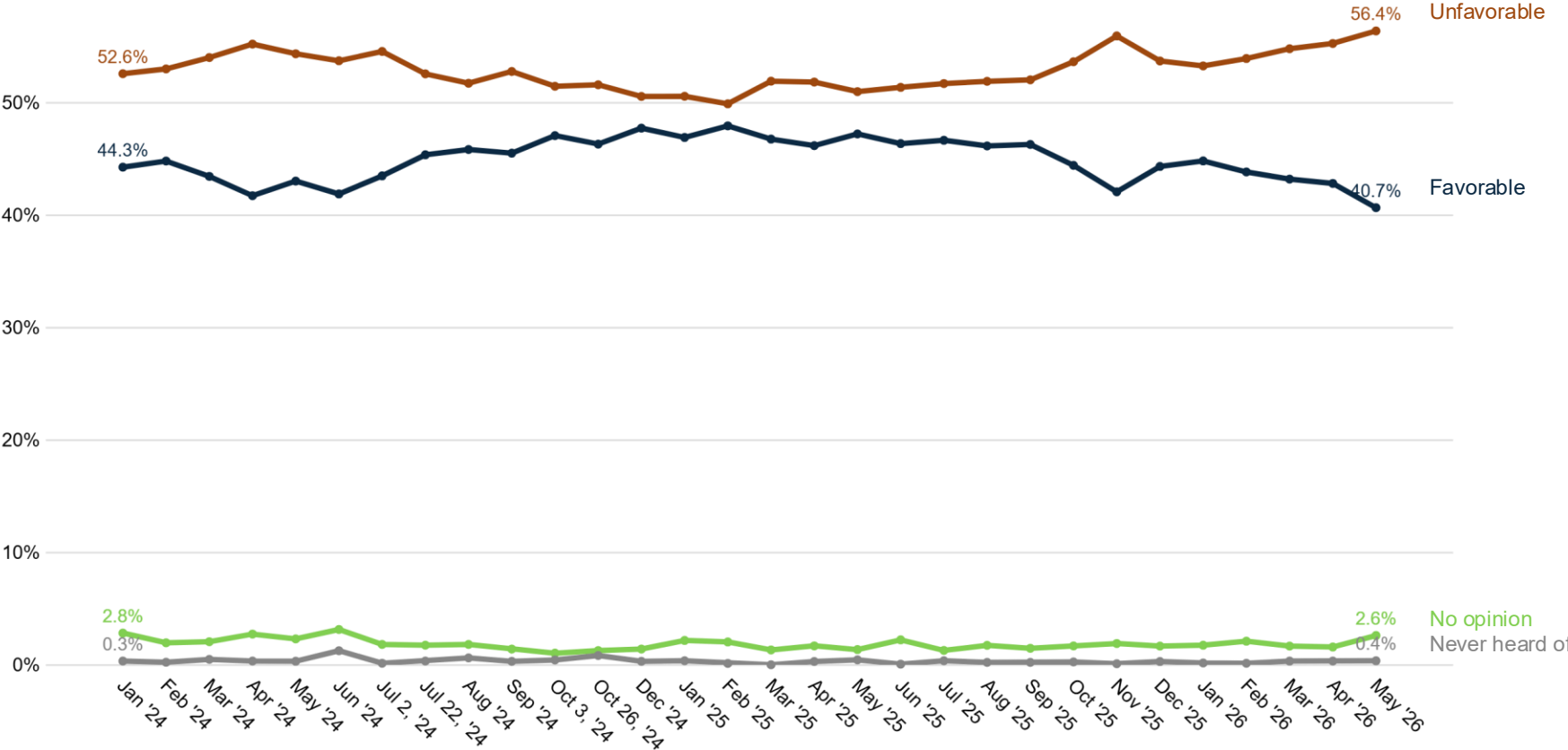
Image: Donald Trump



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 41% | 29% | 39% | 44% | 52% | 45% | 51% | 40% | 27% | 50% | 46% | 41% | 31% | 85% | 27% | 5% | 38% | 38% | 47% | 45% | 16% | 40% | 46% | 48% | 31% | 33% | 82% | 4% | 39% | 41% | 40% | 41% |
| Unfavorable Total | 56% | 67% | 59% | 51% | 46% | 53% | 45% | 56% | 71% | 47% | 49% | 56% | 67% | 13% | 67% | 94% | 59% | 60% | 50% | 53% | 80% | 57% | 50% | 49% | 66% | 58% | 15% | 95% | 56% | 56% | 57% | 57% |
| Very favorable | 27% | 15% | 29% | 27% | 37% | 26% | 37% | 25% | 18% | 36% | 35% | 25% | 21% | 61% | 11% | 2% | 26% | 26% | 28% | 29% | 9% | 29% | 27% | 32% | 20% | 12% | 55% | 2% | 25% | 24% | 26% | 28% |
| Somewhat favorable | 14% | 14% | 10% | 17% | 15% | 18% | 15% | 14% | 9% | 14% | 11% | 16% | 10% | 24% | 15% | 3% | 12% | 12% | 19% | 16% | 7% | 11% | 19% | 16% | 11% | 21% | 27% | 2% | 14% | 17% | 15% | 13% |
| Somewhat unfavorable | 6% | 7% | 4% | 7% | 6% | 5% | 7% | 7% | 4% | 6% | 6% | 6% | 5% | 6% | 9% | 3% | 7% | 7% | 4% | 6% | 9% | 4% | 7% | 6% | 6% | 15% | 8% | 3% | 7% | 8% | 6% | 5% |
| Very unfavorable | 51% | 60% | 55% | 45% | 41% | 48% | 39% | 49% | 67% | 41% | 43% | 50% | 62% | 7% | 58% | 90% | 52% | 53% | 46% | 47% | 71% | 53% | 43% | 43% | 61% | 44% | 7% | 92% | 49% | 48% | 50% | 52% |
| No opinion | 3% | 4% | 1% | 3% | 2% | 2% | 3% | 4% | 2% | 3% | 4% | 3% | 1% | 1% | 6% | 1% | 3% | 2% | 3% | 2% | 3% | 3% | 4% | 2% | 2% | 8% | 3% | 1% | 4% | 2% | 2% | 2% |
| Never heard of | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% |

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

Trend: Donald Trump Image

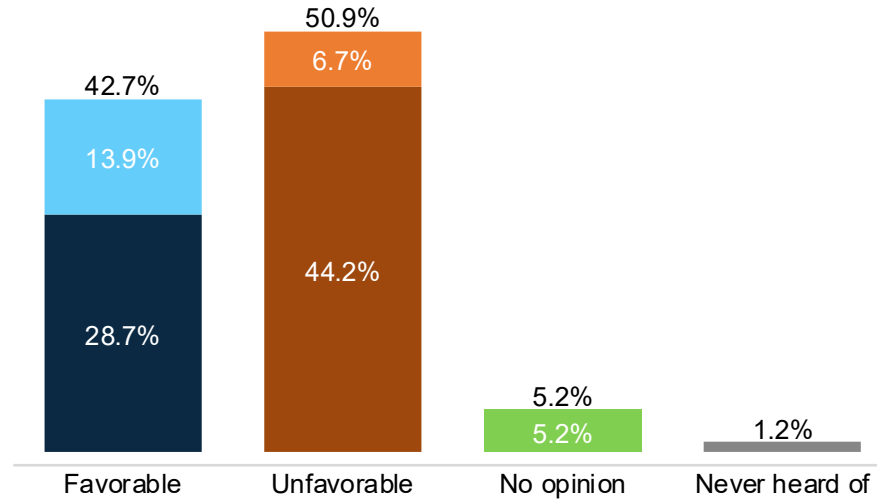


Percent Change: Donald Trump Image (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | -2% | -2% | -4% | -1% | -1% | 0% | -2% | -2% | -5% | -7% | -6% | -1% | -1% | 1% | -9% | -1% | -5% | -4% | 5% | -3% | -1% | 6% | 4% | 0% | -5% | -6% | -3% | 0% | 3% | -6% | -10% | -1% |
| Unfavorable Total | 1% | 0% | 4% | -1% | 1% | 0% | 1% | 0% | 5% | 7% | 2% | -1% | 2% | -2% | 6% | 0% | 4% | 4% | -7% | 3% | 0% | -7% | -6% | -2% | 5% | 3% | 1% | 0% | -4% | 5% | 8% | 0% |
| Very favorable | -3% | -3% | -5% | -1% | -2% | -1% | -1% | -4% | -4% | -8% | 0% | -4% | 0% | -3% | -4% | -1% | -6% | -5% | 5% | -5% | -2% | 8% | 1% | -1% | -5% | -3% | -4% | 0% | 2% | -8% | -7% | -2% |
| Somewhat favorable | 0% | 1% | 1% | -1% | 1% | 1% | -1% | 2% | -1% | 1% | -6% | 3% | -1% | 4% | -5% | 1% | 0% | 1% | 1% | 1% | 1% | -2% | 3% | 1% | 0% | -3% | 1% | 1% | 1% | 2% | -4% | 1% |
| Somewhat unfavorable | 0% | 2% | -1% | 0% | 1% | -1% | 1% | 1% | 0% | -2% | 2% | 2% | -2% | 0% | 0% | 1% | 1% | 1% | -1% | 0% | 2% | 0% | 1% | 2% | -1% | 2% | 1% | 0% | -1% | 2% | 2% | 0% |
| Very unfavorable | 1% | -2% | 5% | 0% | 0% | 1% | 0% | -1% | 4% | 9% | 0% | -2% | 3% | -2% | 5% | 0% | 3% | 3% | -6% | 3% | -2% | -8% | -7% | -3% | 6% | 1% | 0% | 0% | -3% | 3% | 6% | 0% |
| No opinion | 1% | 1% | 0% | 3% | 0% | 0% | 3% | 1% | 0% | 1% | 3% | 1% | -1% | 0% | 3% | 0% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 0% | 3% | 2% | 0% | 1% | 1% | 2% | 1% |
| Never heard of | 0% | 0% | 0% | -1% | 0% | 0% | -1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

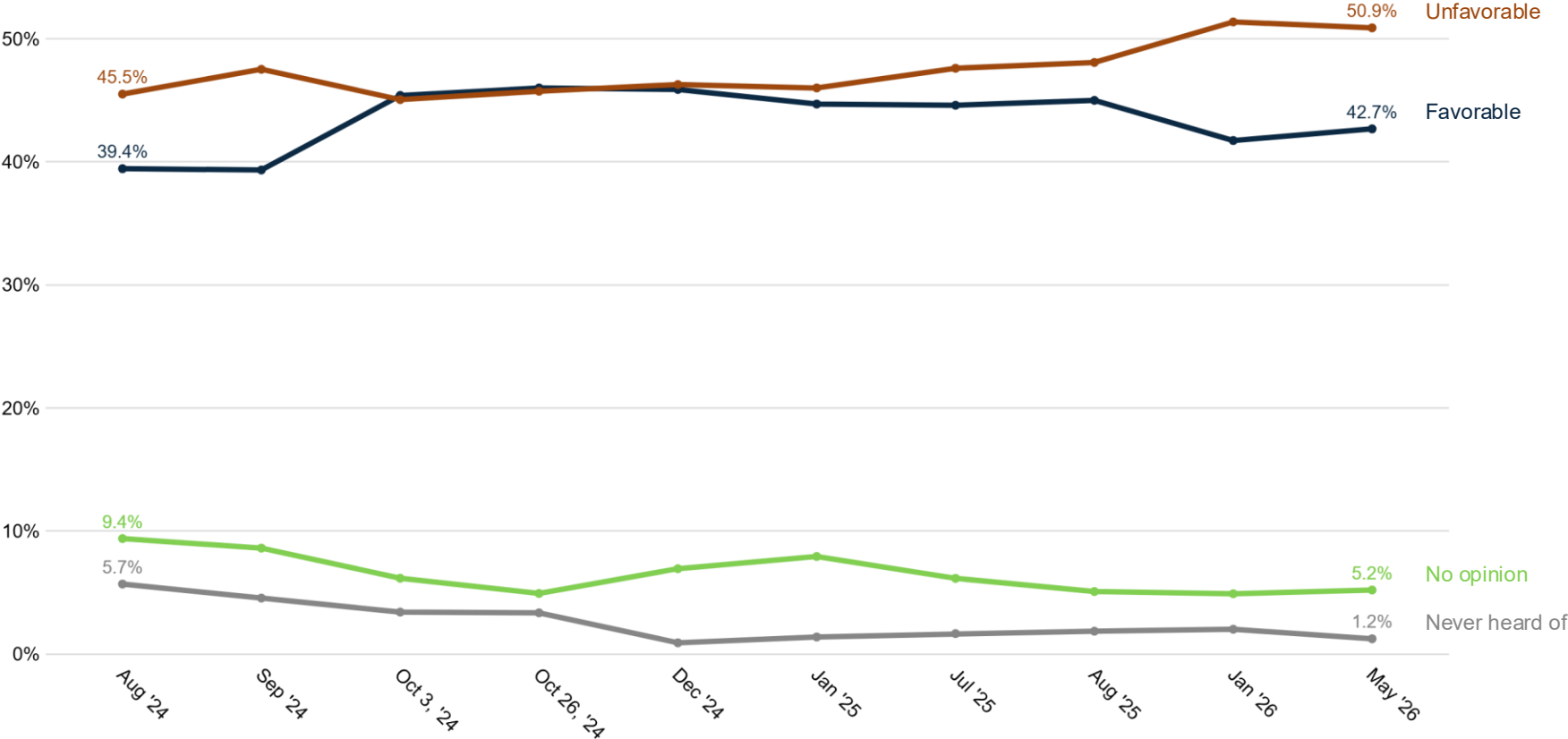
Image: JD Vance



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 43% | 32% | 41% | 48% | 52% | 46% | 53% | 42% | 29% | 51% | 50% | 44% | 31% | 86% | 29% | 8% | 40% | 41% | 49% | 47% | 19% | 42% | 48% | 50% | 33% | 39% | 84% | 6% | 39% | 45% | 44% | 43% |
| Unfavorable Total | 51% | 56% | 55% | 48% | 43% | 51% | 41% | 47% | 66% | 39% | 42% | 52% | 62% | 9% | 62% | 86% | 50% | 55% | 49% | 48% | 66% | 51% | 43% | 45% | 58% | 48% | 11% | 89% | 48% | 46% | 51% | 53% |
| Very favorable | 29% | 18% | 31% | 30% | 37% | 29% | 37% | 29% | 20% | 39% | 36% | 29% | 17% | 65% | 13% | 3% | 28% | 28% | 31% | 32% | 8% | 30% | 29% | 35% | 21% | 15% | 59% | 2% | 25% | 29% | 30% | 30% |
| Somewhat favorable | 14% | 14% | 9% | 18% | 15% | 17% | 16% | 14% | 10% | 12% | 13% | 15% | 13% | 22% | 16% | 5% | 13% | 13% | 18% | 15% | 11% | 13% | 19% | 15% | 13% | 24% | 24% | 4% | 14% | 17% | 14% | 13% |
| Somewhat unfavorable | 7% | 7% | 6% | 9% | 5% | 8% | 6% | 6% | 7% | 6% | 6% | 7% | 7% | 5% | 10% | 6% | 6% | 7% | 8% | 7% | 4% | 4% | 7% | 7% | 6% | 17% | 5% | 6% | 6% | 8% | 7% | 7% |
| Very unfavorable | 44% | 49% | 49% | 39% | 38% | 44% | 35% | 41% | 59% | 33% | 37% | 45% | 54% | 4% | 52% | 80% | 44% | 48% | 40% | 42% | 61% | 47% | 35% | 38% | 52% | 31% | 6% | 82% | 43% | 38% | 44% | 47% |
| No opinion | 5% | 8% | 4% | 4% | 5% | 2% | 6% | 8% | 4% | 7% | 7% | 4% | 7% | 4% | 8% | 4% | 7% | 4% | 2% | 4% | 11% | 4% | 7% | 4% | 6% | 10% | 5% | 4% | 9% | 8% | 4% | 3% |
| Never heard of | 1% | 4% | 1% | 0% | 0% | 0% | 0% | 3% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 0% | 0% | 1% | 3% | 2% | 2% | 1% | 2% | 3% | 1% | 1% | 3% | 1% | 1% | 0% |

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

Trend: JD Vance Image

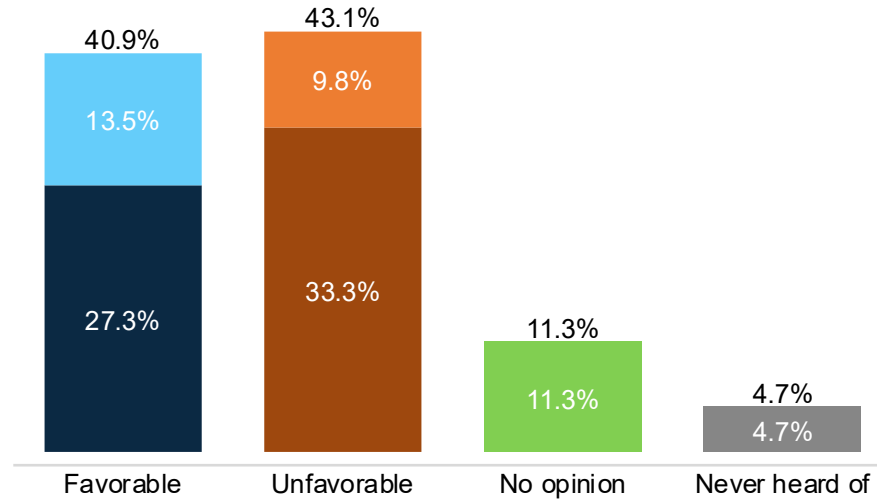


Percent Change: JD Vance Image (Jan '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 1% | 2% | -1% | 8% | -4% | 2% | 1% | 1% | 0% | -1% | 2% | 3% | 4% | -4% | 2% | 2% | -9% | 9% | 0% | 2% | 8% | 5% | 3% | -2% | 3% | 0% | 3% | 6% | 2% | 1% | -1% |
| Unfavorable Total | 0% | -3% | 3% | -5% | 3% | -2% | 1% | 0% | -1% | -2% | -1% | 1% | -3% | 1% | -1% | -1% | 9% | -9% | 0% | 0% | -8% | -4% | -3% | 3% | -4% | 0% | -3% | -5% | 3% | 1% | 0% |
| Very favorable | -2% | -2% | -1% | 2% | -7% | -3% | -3% | -2% | -1% | -2% | -1% | -3% | 0% | -6% | 0% | 2% | -10% | 2% | -3% | -3% | 4% | -2% | 0% | -5% | -2% | -4% | 0% | 0% | 3% | 0% | -4% |
| Somewhat favorable | 3% | 4% | 0% | 6% | 2% | 5% | 4% | 3% | 1% | 1% | 2% | 6% | 4% | 2% | 2% | 0% | 2% | 7% | 3% | 4% | 5% | 7% | 3% | 3% | 5% | 4% | 3% | 6% | -1% | 1% | 3% |
| Somewhat unfavorable | 0% | -1% | 0% | 0% | 2% | 2% | 0% | 0% | -1% | -2% | 1% | 2% | 0% | 2% | 0% | -1% | 3% | 0% | 0% | -4% | 0% | 0% | 1% | 0% | 3% | 0% | 0% | -7% | 1% | 3% | 2% |
| Very unfavorable | -1% | -3% | 2% | -5% | 1% | -4% | 0% | 0% | 0% | 1% | -3% | -1% | -2% | -1% | -1% | 0% | 6% | -9% | 0% | 4% | -8% | -4% | -4% | 3% | -7% | 0% | -3% | 2% | 2% | -2% | -2% |
| No opinion | 0% | 2% | 0% | -2% | 2% | 0% | 0% | 1% | 1% | 2% | 0% | -1% | 0% | 3% | 0% | 0% | 0% | 1% | 1% | 1% | -3% | 1% | 0% | 1% | 2% | 0% | 0% | -1% | -1% | 0% | 1% |
| Never heard of | -1% | -1% | -1% | -1% | 0% | 0% | -1% | -2% | 0% | 1% | 0% | -3% | -1% | -1% | -1% | -1% | 0% | 0% | -1% | -3% | 2% | -2% | 0% | -1% | -1% | -1% | 0% | 0% | -4% | -1% | 0% |

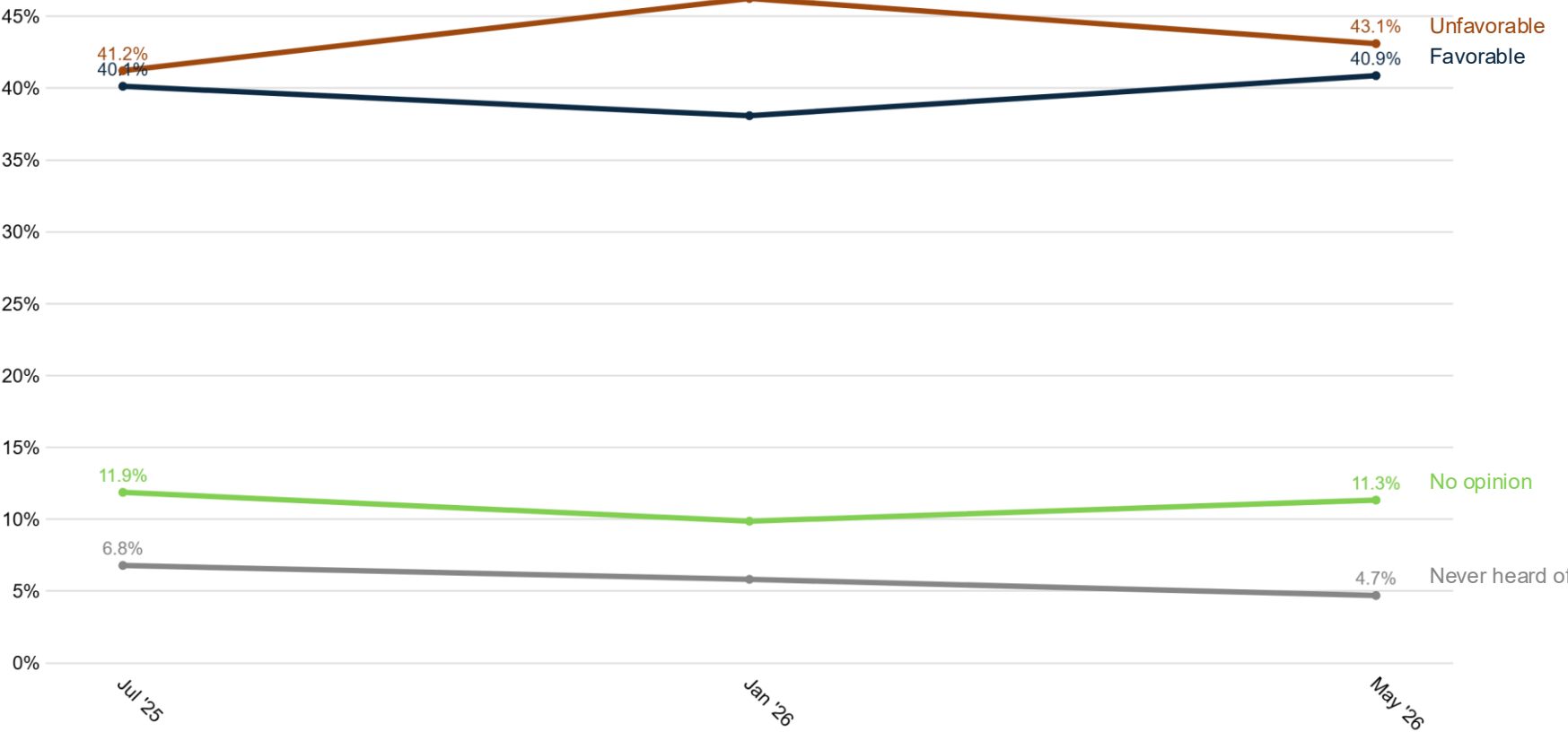
Image: Marco Rubio



| | Overall | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Rural | Small Town | Suburban | Urban | Republican | Independent | Democrat | <\$75k | \$75k-\$125k | \$125k+ | White | Black | Hispanic | Parent | Married | Single | Swing Voters | Trump '24 | Harris '24 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 41% | 26% | 44% | 41% | 54% | 47% | 48% | 39% | 30% | 46% | 45% | 43% | 29% | 78% | 29% | 11% | 36% | 40% | 49% | 45% | 19% | 40% | 41% | 49% | 31% | 36% | 74% | 10% | 34% | 36% | 42% | 44% |
| Unfavorable Total | 43% | 44% | 43% | 45% | 40% | 45% | 40% | 35% | 54% | 33% | 39% | 44% | 50% | 8% | 54% | 72% | 40% | 47% | 44% | 42% | 51% | 46% | 38% | 39% | 49% | 39% | 12% | 75% | 37% | 39% | 41% | 47% |
| Very favorable | 27% | 14% | 31% | 25% | 40% | 30% | 35% | 25% | 19% | 34% | 29% | 30% | 15% | 60% | 15% | 3% | 24% | 26% | 33% | 30% | 10% | 29% | 25% | 34% | 19% | 14% | 55% | 3% | 22% | 22% | 31% | 30% |
| Somewhat favorable | 14% | 12% | 13% | 16% | 13% | 18% | 12% | 14% | 11% | 12% | 16% | 13% | 13% | 18% | 14% | 8% | 12% | 14% | 16% | 15% | 8% | 12% | 16% | 15% | 12% | 22% | 20% | 7% | 12% | 14% | 12% | 14% |
| Somewhat unfavorable | 10% | 9% | 7% | 14% | 10% | 12% | 11% | 6% | 10% | 9% | 9% | 9% | 14% | 5% | 15% | 12% | 8% | 13% | 11% | 10% | 11% | 10% | 11% | 10% | 10% | 19% | 6% | 13% | 9% | 12% | 9% | 10% |
| Very unfavorable | 33% | 35% | 36% | 31% | 31% | 33% | 29% | 28% | 44% | 25% | 30% | 35% | 37% | 4% | 38% | 60% | 32% | 35% | 33% | 32% | 39% | 35% | 27% | 29% | 39% | 21% | 5% | 61% | 28% | 26% | 32% | 37% |
| No opinion | 11% | 20% | 11% | 9% | 5% | 5% | 8% | 18% | 12% | 14% | 13% | 9% | 13% | 9% | 14% | 11% | 16% | 9% | 6% | 10% | 18% | 8% | 15% | 9% | 14% | 18% | 10% | 11% | 20% | 17% | 13% | 6% |
| Never heard of | 5% | 10% | 2% | 5% | 2% | 2% | 4% | 8% | 4% | 6% | 4% | 3% | 8% | 4% | 3% | 6% | 8% | 4% | 1% | 3% | 13% | 6% | 6% | 3% | 7% | 7% | 4% | 4% | 10% | 7% | 3% | 2% |

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

Trend: Marco Rubio Image

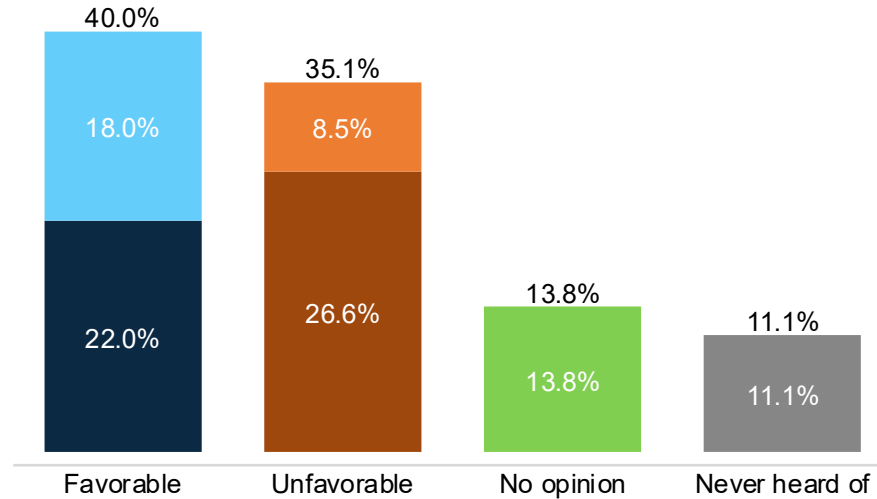


Percent Change: Marco Rubio Image (Jan '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 3% | 6% | 5% | 4% | -4% | 2% | -2% | 7% | 3% | 2% | 4% | 1% | 5% | 1% | 3% | 2% | -5% | 11% | 3% | -2% | 8% | 5% | 6% | -1% | 5% | 1% | 4% | 3% | 4% | 5% | 3% |
| Unfavorable Total | -3% | -9% | -3% | -2% | 3% | -4% | 5% | -6% | -6% | -3% | -5% | -3% | -2% | -5% | -5% | -4% | 5% | -9% | -2% | -6% | -4% | -3% | -5% | 0% | -6% | 0% | -6% | -2% | -1% | -8% | -2% |
| Very favorable | -1% | 3% | 2% | 0% | -9% | -7% | -3% | 2% | 2% | 2% | 1% | -7% | 2% | -3% | -1% | 0% | -7% | 3% | -2% | -2% | 2% | -2% | 1% | -4% | -1% | -2% | 0% | 3% | 3% | 5% | -4% |
| Somewhat favorable | 4% | 3% | 3% | 3% | 5% | 9% | 1% | 5% | 1% | 0% | 3% | 8% | 3% | 4% | 4% | 3% | 2% | 8% | 4% | -1% | 6% | 6% | 4% | 3% | 5% | 3% | 4% | 0% | 1% | 0% | 7% |
| Somewhat unfavorable | -1% | -4% | -4% | 0% | 3% | 0% | 3% | -2% | -5% | -2% | -3% | 3% | -2% | -1% | -1% | -4% | 3% | -2% | -2% | -2% | 2% | 1% | 0% | -3% | -2% | 0% | -2% | -4% | -1% | -4% | 0% |
| Very unfavorable | -2% | -5% | 0% | -3% | 0% | -4% | 2% | -4% | -1% | -1% | -2% | -7% | 0% | -4% | -3% | -1% | 2% | -7% | 0% | -4% | -6% | -4% | -5% | 3% | -5% | 0% | -4% | 1% | 0% | -4% | -2% |
| No opinion | 1% | 6% | 1% | -1% | 0% | 0% | -1% | 3% | 4% | 1% | 2% | 2% | -2% | 5% | 2% | 4% | 0% | -1% | 1% | 7% | 0% | 1% | 0% | 3% | 3% | -1% | 3% | 2% | 2% | 5% | 0% |
| Never heard of | -1% | -2% | -3% | 0% | 1% | 2% | -1% | -4% | 0% | 0% | -1% | 0% | -1% | 0% | -1% | -2% | 0% | -1% | -1% | 2% | -4% | -3% | -1% | -2% | -1% | 0% | -1% | -3% | -5% | -2% | 0% |

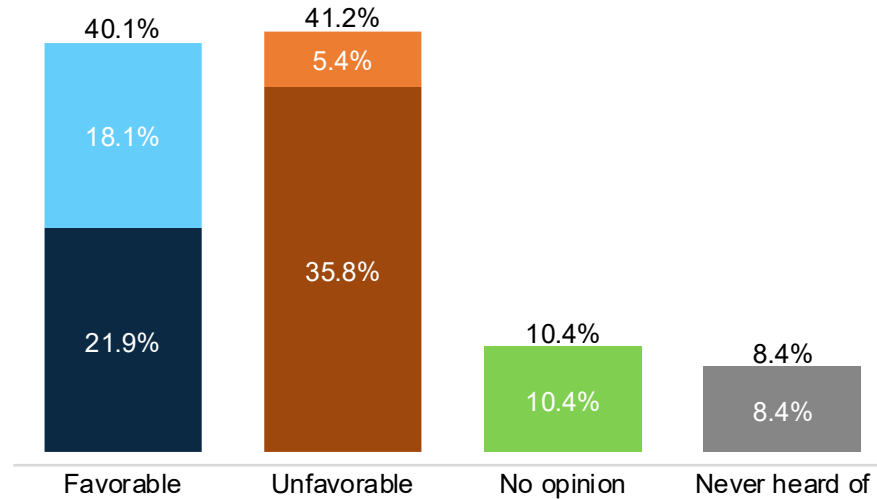
Image: Pete Buttigieg



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 40% | 43% | 43% | 37% | 36% | 43% | 32% | 37% | 51% | 31% | 29% | 41% | 50% | 12% | 42% | 68% | 37% | 40% | 43% | 42% | 35% | 38% | 38% | 38% | 43% | 32% | 13% | 69% | 40% | 32% | 38% | 43% |
| Unfavorable Total | 35% | 22% | 32% | 38% | 51% | 44% | 45% | 28% | 26% | 40% | 41% | 38% | 21% | 62% | 30% | 12% | 30% | 37% | 41% | 36% | 22% | 39% | 32% | 41% | 28% | 34% | 60% | 11% | 26% | 27% | 36% | 40% |
| Very favorable | 22% | 19% | 31% | 16% | 20% | 20% | 16% | 20% | 32% | 19% | 17% | 24% | 23% | 4% | 18% | 43% | 21% | 23% | 21% | 25% | 16% | 19% | 17% | 21% | 23% | 10% | 4% | 42% | 19% | 15% | 17% | 27% |
| Somewhat favorable | 18% | 24% | 12% | 22% | 16% | 23% | 15% | 17% | 19% | 12% | 12% | 17% | 27% | 8% | 23% | 25% | 17% | 17% | 22% | 17% | 19% | 21% | 17% | 20% | 21% | 10% | 27% | 21% | 17% | 21% | 17% | |
| Somewhat unfavorable | 8% | 8% | 7% | 12% | 7% | 11% | 9% | 8% | 7% | 7% | 9% | 9% | 7% | 10% | 11% | 6% | 9% | 8% | 8% | 8% | 13% | 9% | 10% | 8% | 10% | 14% | 10% | 6% | 9% | 8% | 8% | 9% |
| Very unfavorable | 27% | 14% | 25% | 26% | 43% | 33% | 36% | 20% | 19% | 33% | 32% | 29% | 14% | 52% | 19% | 6% | 21% | 29% | 33% | 28% | 9% | 30% | 23% | 33% | 19% | 19% | 50% | 5% | 17% | 19% | 29% | 31% |
| No opinion | 14% | 17% | 14% | 15% | 9% | 9% | 15% | 18% | 12% | 13% | 15% | 13% | 15% | 13% | 18% | 12% | 16% | 12% | 11% | 12% | 23% | 14% | 16% | 13% | 15% | 19% | 13% | 12% | 19% | 19% | 17% | 9% |
| Never heard of | 11% | 18% | 11% | 10% | 5% | 5% | 9% | 18% | 11% | 16% | 15% | 8% | 13% | 13% | 11% | 9% | 16% | 11% | 5% | 10% | 19% | 8% | 14% | 8% | 15% | 15% | 13% | 8% | 16% | 21% | 9% | 7% |

Do you have a favorable or unfavorable opinion of Pete Buttigieg?

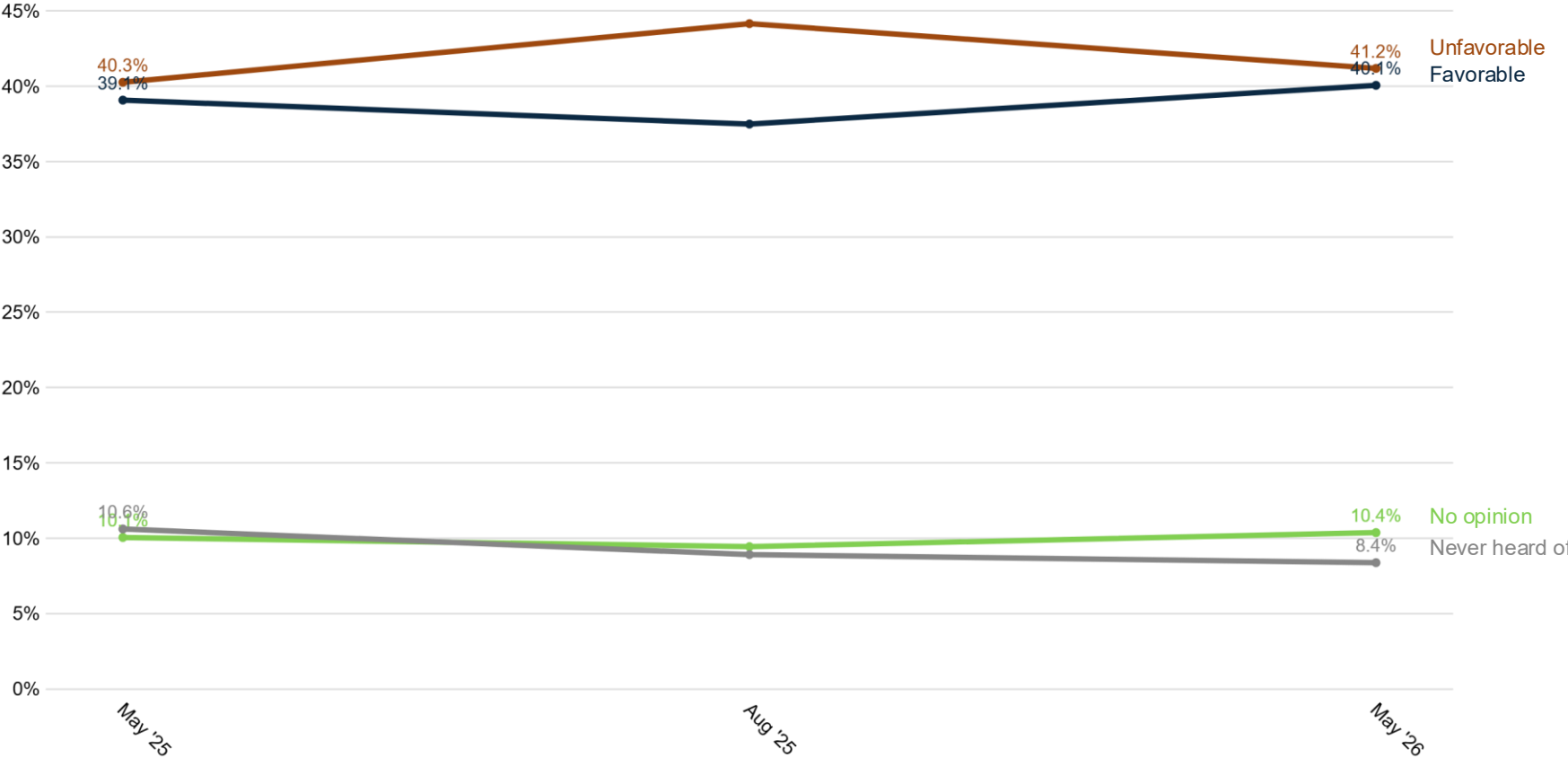
Image: Alexandria Ocasio-Cortez (AOC)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 40% | 51% | 37% | 41% | 31% | 43% | 30% | 35% | 54% | 32% | 32% | 38% | 55% | 8% | 37% | 74% | 40% | 43% | 39% | 38% | 49% | 48% | 41% | 36% | 45% | 30% | 9% | 72% | 45% | 36% | 38% | 41% |
| Unfavorable Total | 41% | 24% | 39% | 48% | 57% | 48% | 56% | 33% | 30% | 47% | 50% | 44% | 25% | 74% | 41% | 9% | 34% | 44% | 48% | 45% | 15% | 41% | 40% | 49% | 31% | 42% | 74% | 10% | 28% | 37% | 48% | 45% |
| Very favorable | 22% | 32% | 19% | 18% | 18% | 20% | 17% | 21% | 30% | 16% | 17% | 22% | 30% | 3% | 18% | 43% | 23% | 22% | 20% | 20% | 28% | 28% | 22% | 19% | 26% | 11% | 3% | 41% | 23% | 19% | 24% | 22% |
| Somewhat favorable | 18% | 19% | 18% | 22% | 13% | 22% | 13% | 14% | 24% | 16% | 14% | 17% | 25% | 5% | 19% | 30% | 17% | 21% | 19% | 17% | 22% | 19% | 19% | 17% | 19% | 6% | 31% | 22% | 17% | 14% | 19% | |
| Somewhat unfavorable | 5% | 5% | 2% | 10% | 5% | 7% | 8% | 2% | 5% | 5% | 6% | 5% | 5% | 5% | 7% | 4% | 5% | 5% | 7% | 5% | 7% | 5% | 8% | 5% | 6% | 10% | 5% | 5% | 4% | 6% | 8% | 5% |
| Very unfavorable | 36% | 19% | 37% | 38% | 52% | 41% | 48% | 31% | 25% | 41% | 45% | 39% | 19% | 69% | 34% | 5% | 29% | 39% | 42% | 40% | 8% | 36% | 32% | 44% | 25% | 32% | 69% | 5% | 25% | 31% | 40% | 39% |
| No opinion | 10% | 12% | 14% | 7% | 7% | 7% | 7% | 18% | 8% | 9% | 9% | 11% | 10% | 8% | 15% | 9% | 13% | 7% | 9% | 9% | 17% | 8% | 11% | 9% | 11% | 16% | 8% | 10% | 13% | 10% | 9% | 10% |
| Never heard of | 8% | 13% | 9% | 4% | 6% | 2% | 7% | 14% | 8% | 13% | 9% | 7% | 10% | 9% | 7% | 8% | 13% | 7% | 3% | 8% | 19% | 3% | 8% | 6% | 12% | 12% | 9% | 7% | 13% | 17% | 5% | 5% |

Do you have a favorable or unfavorable opinion of Alexandria Ocasio-Cortez (AOC)?

Trend: Alexandria Ocasio-Cortez (AOC) Image

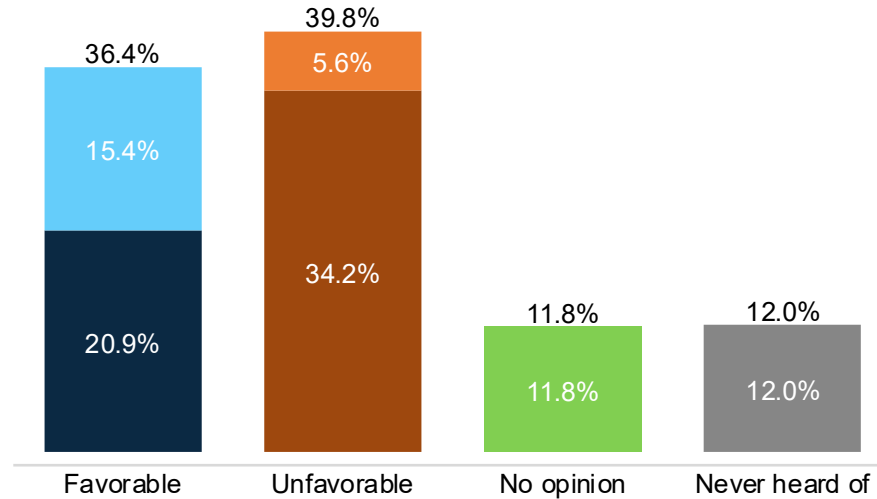


Percent Change: Alexandria Ocasio-Cortez (AOC) Image (Aug '25 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 3% | 6% | 1% | 1% | 2% | 0% | 4% | 6% | -1% | 4% | 1% | 4% | -1% | -3% | 5% | 3% | 2% | 1% | 3% | 5% | -3% | 3% | 2% | 4% | 1% | 1% | 3% | 6% | -6% | 6% | 2% |
| Unfavorable Total | -3% | -5% | -4% | 2% | -4% | -1% | -1% | -7% | -2% | -4% | -3% | -4% | -1% | 0% | -2% | -4% | -1% | -4% | -6% | -4% | 15% | -3% | -4% | -1% | -1% | -2% | -2% | -3% | 3% | -1% | -4% |
| Very favorable | 0% | 3% | -2% | -2% | 2% | -1% | 1% | 2% | -2% | 0% | 1% | -2% | -1% | -1% | 0% | 1% | -1% | -1% | 1% | 1% | -1% | 3% | 1% | 0% | -1% | 0% | -1% | 2% | -4% | 4% | 0% |
| Somewhat favorable | 2% | 3% | 4% | 4% | -1% | 1% | 2% | 4% | 1% | 4% | 1% | 5% | 0% | -2% | 5% | 2% | 4% | 2% | 3% | 4% | -2% | 0% | 2% | 3% | 2% | 1% | 4% | 5% | -2% | 2% | 3% |
| Somewhat unfavorable | -1% | -1% | -2% | 0% | -1% | 0% | 0% | -3% | -1% | -1% | -1% | -3% | -1% | -2% | -1% | -1% | 0% | -1% | 0% | -3% | 0% | -1% | -2% | 0% | -2% | 0% | -2% | -7% | -1% | 1% | 0% |
| Very unfavorable | -2% | -4% | -2% | 2% | -4% | -1% | -1% | -4% | -2% | -3% | -3% | -1% | 0% | 2% | -2% | -3% | -1% | -3% | -5% | -1% | 15% | -1% | -2% | -1% | 1% | -2% | -1% | 4% | 4% | -2% | -4% |
| No opinion | 1% | 1% | 3% | -1% | 1% | 1% | -2% | 3% | 1% | -2% | 2% | 1% | 0% | 3% | 0% | 2% | -1% | 1% | 2% | -1% | -7% | 1% | 2% | -1% | 2% | 0% | 0% | -2% | 2% | 0% | 2% |
| Never heard of | -1% | -2% | 0% | -3% | 2% | 0% | -1% | -3% | 2% | 2% | 0% | -1% | 2% | 0% | -3% | 0% | -1% | 2% | 0% | 0% | -5% | -2% | 0% | -1% | -2% | 1% | -1% | -1% | 1% | -5% | 0% |

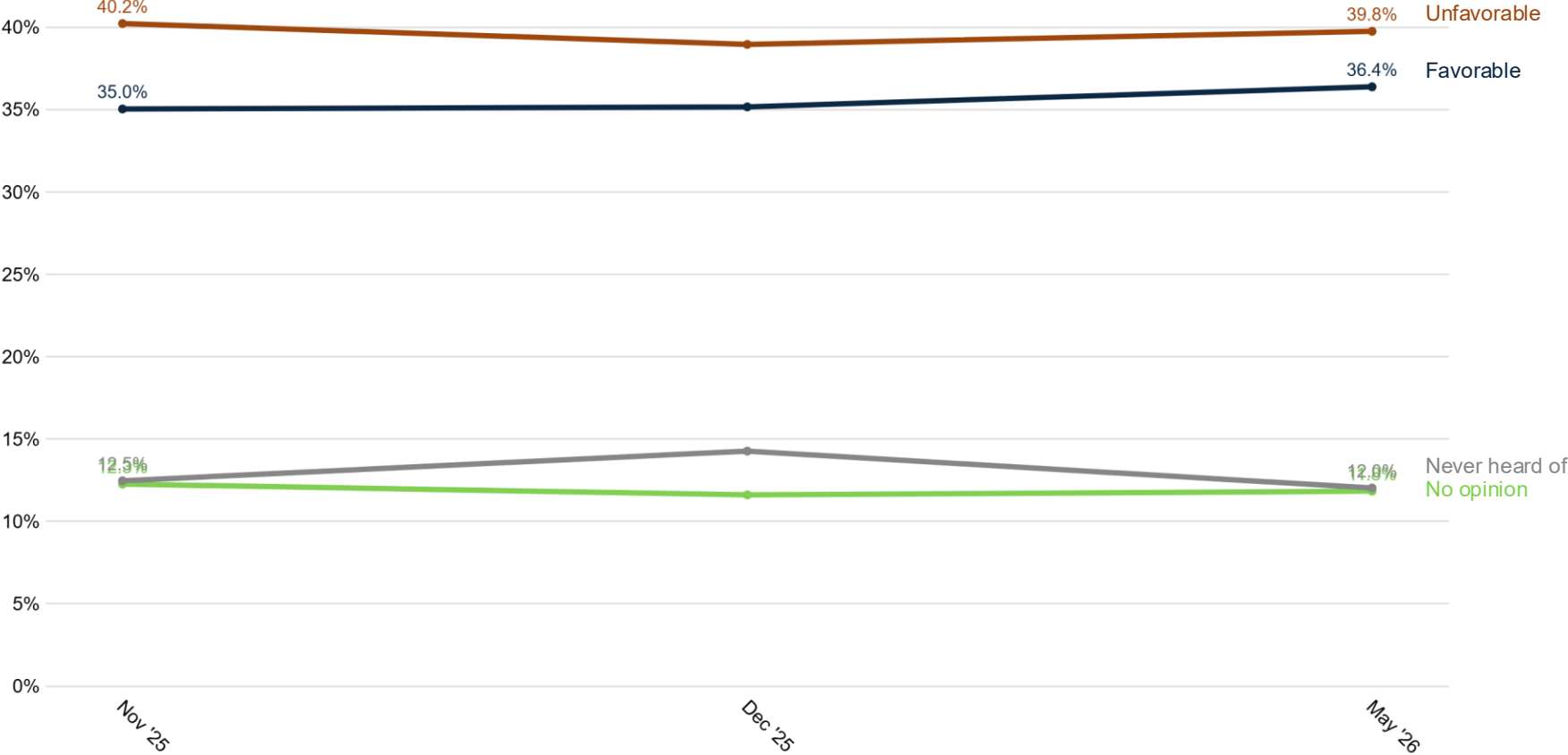
Image: Zohran Mamdani



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 36% | 45% | 35% | 37% | 28% | 39% | 27% | 30% | 52% | 25% | 27% | 37% | 49% | 9% | 34% | 65% | 35% | 41% | 35% | 34% | 42% | 47% | 35% | 33% | 41% | 27% | 10% | 64% | 41% | 35% | 33% | 37% |
| Unfavorable Total | 40% | 24% | 37% | 45% | 55% | 49% | 51% | 33% | 28% | 45% | 49% | 42% | 25% | 70% | 41% | 10% | 32% | 42% | 48% | 43% | 21% | 36% | 39% | 48% | 29% | 41% | 70% | 11% | 29% | 35% | 43% | 44% |
| Very favorable | 21% | 31% | 19% | 21% | 13% | 21% | 13% | 17% | 33% | 13% | 19% | 21% | 26% | 3% | 17% | 41% | 19% | 24% | 21% | 20% | 21% | 27% | 19% | 19% | 24% | 12% | 3% | 39% | 22% | 16% | 23% | 22% |
| Somewhat favorable | 15% | 14% | 16% | 16% | 15% | 18% | 14% | 13% | 18% | 12% | 8% | 15% | 23% | 6% | 16% | 25% | 15% | 18% | 14% | 14% | 21% | 19% | 16% | 14% | 17% | 14% | 7% | 25% | 19% | 19% | 11% | 15% |
| Somewhat unfavorable | 6% | 5% | 3% | 9% | 5% | 10% | 5% | 3% | 5% | 7% | 7% | 5% | 6% | 3% | 8% | 6% | 5% | 5% | 8% | 6% | 7% | 4% | 6% | 6% | 5% | 11% | 4% | 6% | 5% | 7% | 8% | 5% |
| Very unfavorable | 34% | 19% | 34% | 36% | 50% | 39% | 46% | 29% | 23% | 39% | 42% | 37% | 19% | 67% | 32% | 3% | 28% | 37% | 40% | 37% | 14% | 32% | 33% | 42% | 24% | 30% | 66% | 5% | 24% | 28% | 35% | 39% |
| No opinion | 12% | 13% | 13% | 12% | 9% | 7% | 13% | 16% | 9% | 13% | 10% | 11% | 14% | 9% | 17% | 12% | 14% | 9% | 11% | 12% | 15% | 10% | 14% | 11% | 12% | 16% | 9% | 13% | 15% | 14% | 12% | 10% |
| Never heard of | 12% | 18% | 15% | 6% | 8% | 5% | 9% | 21% | 11% | 17% | 14% | 11% | 12% | 12% | 9% | 13% | 19% | 7% | 7% | 11% | 22% | 7% | 12% | 8% | 17% | 16% | 11% | 12% | 15% | 17% | 12% | 9% |

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

Trend: Zohran Mamdani Image

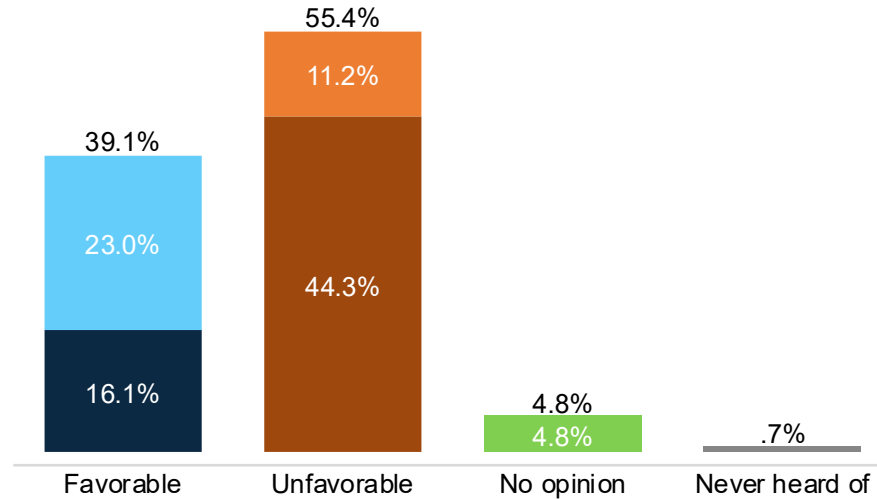


Percent Change: Zohran Mamdani Image (Dec '25 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 1% | 4% | 3% | -3% | 0% | -4% | 2% | 5% | 0% | 1% | -2% | 8% | 3% | -3% | -1% | 3% | 5% | -7% | 1% | 1% | 10% | 1% | -1% | 4% | 1% | 3% | -1% | 2% | 1% | 0% | 1% |
| Unfavorable Total | 1% | 1% | -2% | 4% | 1% | 7% | -1% | -2% | 0% | -3% | 3% | -2% | -1% | 6% | 2% | 1% | 1% | 4% | -2% | 8% | 7% | 1% | 3% | -2% | 11% | -1% | 2% | -1% | 5% | 3% | 0% |
| Very favorable | 1% | 3% | 2% | -3% | 1% | 0% | -1% | 4% | 0% | 1% | -2% | 3% | 1% | -1% | 0% | 0% | 2% | -2% | 1% | 1% | 2% | 1% | 1% | 1% | 3% | 1% | 0% | -3% | -1% | 3% | 2% |
| Somewhat favorable | 0% | 1% | 1% | 0% | -1% | -4% | 3% | 1% | 1% | 0% | 0% | 5% | 2% | -1% | 0% | 2% | 3% | -4% | -1% | 0% | 8% | 1% | -1% | 3% | -2% | 3% | -1% | 5% | 2% | -2% | 0% |
| Somewhat unfavorable | -1% | -1% | -2% | 2% | -2% | 2% | -2% | -3% | 0% | 1% | -2% | 0% | -4% | 0% | 2% | -1% | -3% | 2% | -1% | -1% | 0% | -4% | -1% | -1% | 2% | -3% | 1% | -2% | 1% | 3% | -2% |
| Very unfavorable | 2% | 2% | -1% | 2% | 4% | 5% | 1% | 1% | 1% | -3% | 5% | -2% | 2% | 6% | 0% | 1% | 4% | 2% | -1% | 9% | 7% | 5% | 4% | -1% | 9% | 2% | 1% | 1% | 4% | 0% | 2% |
| No opinion | 0% | 2% | -2% | 3% | -2% | -3% | 3% | 1% | -1% | 0% | 0% | 3% | 1% | 1% | -1% | 0% | -2% | 2% | 1% | -4% | -4% | 4% | 0% | 1% | -3% | 1% | 0% | 5% | 1% | -1% | -1% |
| Never heard of | -2% | -7% | 1% | -4% | 0% | 0% | -3% | -4% | 0% | 2% | -1% | -10% | -2% | -5% | -1% | -3% | -5% | 1% | 0% | -6% | -13% | -6% | -2% | -2% | -8% | -3% | -1% | -6% | -7% | -3% | 1% |

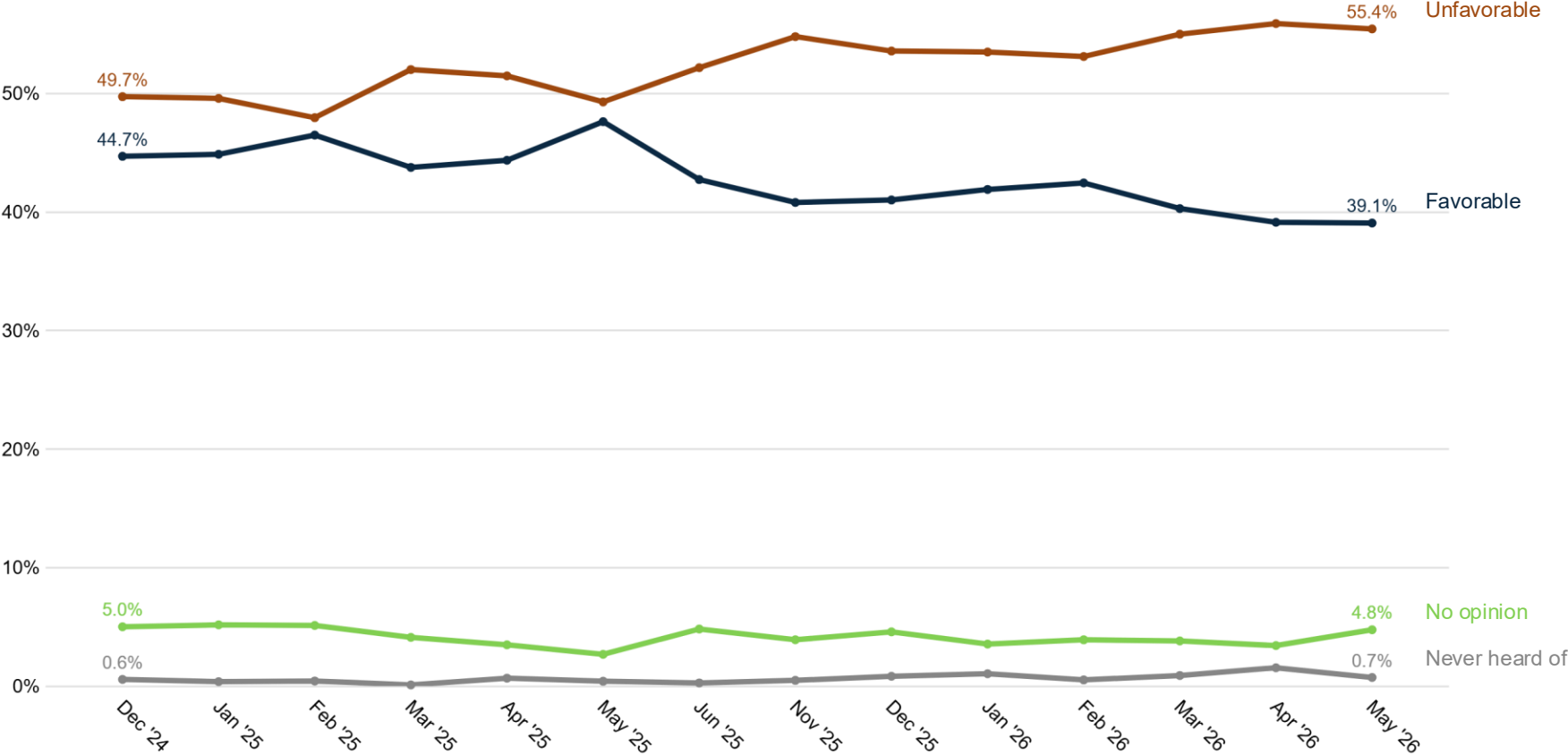
Image: Republicans in Congress



| | Overall | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | Rural | Small Town | Suburban | Urban | Republican | Independent | Democrat | <\$75k | \$75k-\$125k | \$125k+ | White | Black | Hispanic | Parent | Married | Single | Swing Voters | Trump '24 | Harris '24 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 39% | 30% | 38% | 42% | 47% | 38% | 50% | 39% | 28% | 48% | 47% | 39% | 28% | 82% | 24% | 6% | 37% | 39% | 43% | 43% | 16% | 36% | 44% | 46% | 31% | 35% | 78% | 4% | 37% | 40% | 38% | 40% |
| Unfavorable Total | 55% | 62% | 57% | 52% | 50% | 59% | 45% | 51% | 69% | 45% | 47% | 57% | 65% | 15% | 66% | 90% | 55% | 58% | 54% | 52% | 72% | 60% | 49% | 50% | 63% | 51% | 17% | 92% | 52% | 52% | 59% | 57% |
| Very favorable | 16% | 12% | 17% | 16% | 20% | 13% | 22% | 16% | 13% | 21% | 16% | 13% | 13% | 39% | 3% | 2% | 17% | 16% | 15% | 18% | 8% | 18% | 17% | 19% | 13% | 8% | 32% | 2% | 19% | 18% | 12% | 16% |
| Somewhat favorable | 23% | 18% | 21% | 27% | 27% | 25% | 29% | 23% | 15% | 27% | 31% | 23% | 15% | 44% | 21% | 4% | 20% | 23% | 28% | 26% | 7% | 18% | 26% | 27% | 18% | 27% | 46% | 2% | 18% | 22% | 25% | 24% |
| Somewhat unfavorable | 11% | 13% | 8% | 13% | 11% | 15% | 10% | 11% | 11% | 11% | 9% | 11% | 12% | 10% | 15% | 9% | 12% | 10% | 13% | 11% | 12% | 9% | 12% | 10% | 12% | 23% | 11% | 10% | 13% | 12% | 13% | 10% |
| Very unfavorable | 44% | 49% | 49% | 39% | 39% | 44% | 35% | 41% | 58% | 34% | 37% | 45% | 53% | 5% | 51% | 80% | 44% | 48% | 42% | 41% | 60% | 50% | 37% | 39% | 51% | 29% | 6% | 82% | 38% | 40% | 46% | 47% |
| No opinion | 5% | 6% | 5% | 5% | 3% | 3% | 4% | 8% | 2% | 6% | 5% | 4% | 5% | 2% | 8% | 4% | 7% | 3% | 2% | 4% | 10% | 4% | 6% | 4% | 5% | 12% | 4% | 3% | 10% | 7% | 3% | 3% |
| Never heard of | 1% | 2% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 2% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 2% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 2% | 1% | 1% | 0% |

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

Trend: Republicans in Congress Image

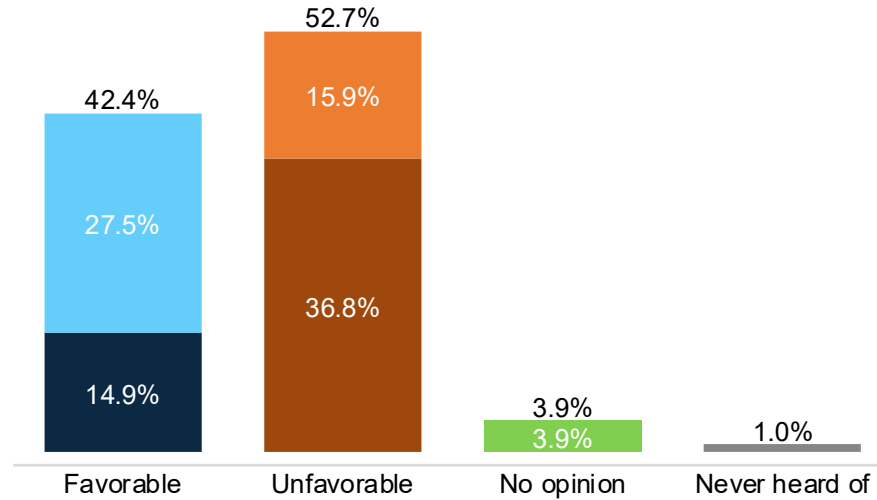


Percent Change: Republicans in Congress Image (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 0% | -2% | -4% | 5% | 2% | 1% | 5% | -2% | -4% | -6% | 2% | 2% | -4% | 3% | -3% | -1% | -4% | 1% | 7% | -1% | -2% | 6% | 6% | 2% | -2% | 0% | 3% | -2% | -1% | 0% | -8% | 2% |
| Unfavorable Total | 0% | 1% | 4% | -5% | -3% | -2% | -5% | 1% | 4% | 5% | -3% | -3% | 5% | -4% | 1% | 2% | 4% | 0% | -8% | -1% | 0% | -3% | -8% | -3% | 3% | -2% | -4% | 2% | 1% | -4% | 7% | -2% |
| Very favorable | 1% | 0% | -1% | 0% | 3% | 0% | 3% | -1% | 1% | -3% | 1% | 2% | -2% | 4% | -3% | 0% | -2% | 1% | 5% | 0% | -2% | 7% | 3% | 3% | -2% | 0% | 2% | -1% | 0% | 2% | -4% | 2% |
| Somewhat favorable | -1% | -2% | -4% | 5% | -1% | 2% | 2% | -1% | -5% | -3% | 2% | 0% | -2% | 0% | 1% | -1% | -2% | 0% | 2% | -1% | -1% | -1% | 3% | -1% | -1% | 0% | 1% | -1% | -1% | -1% | -4% | 1% |
| Somewhat unfavorable | -2% | 2% | -1% | -5% | -4% | -2% | -6% | 0% | 1% | -1% | -2% | -3% | 2% | -2% | -2% | -1% | -1% | -3% | -2% | -2% | 2% | -4% | -3% | -2% | -2% | -3% | -3% | 0% | -3% | -6% | 3% | -2% |
| Very unfavorable | 1% | -1% | 4% | -1% | 2% | 0% | 2% | 1% | 3% | 6% | -1% | 0% | 3% | -3% | 4% | 3% | 4% | 3% | -6% | 2% | -2% | 1% | -5% | -2% | 5% | 1% | -1% | 3% | 4% | 2% | 5% | 0% |
| No opinion | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 0% | 2% | 0% | 2% | 1% | 1% | 2% | 1% | 2% | -1% | 2% | 2% | 3% | 0% | 1% | 2% | 0% | 4% | 2% | 0% | 1% | 5% | 0% | 1% |
| Never heard of | -1% | 0% | -1% | -1% | -1% | -1% | -1% | -2% | 0% | 0% | 0% | -1% | -2% | 0% | -1% | -1% | -2% | 0% | 0% | 0% | -1% | -2% | 0% | -1% | -2% | -1% | -1% | -1% | -1% | -1% | 0% | -1% |

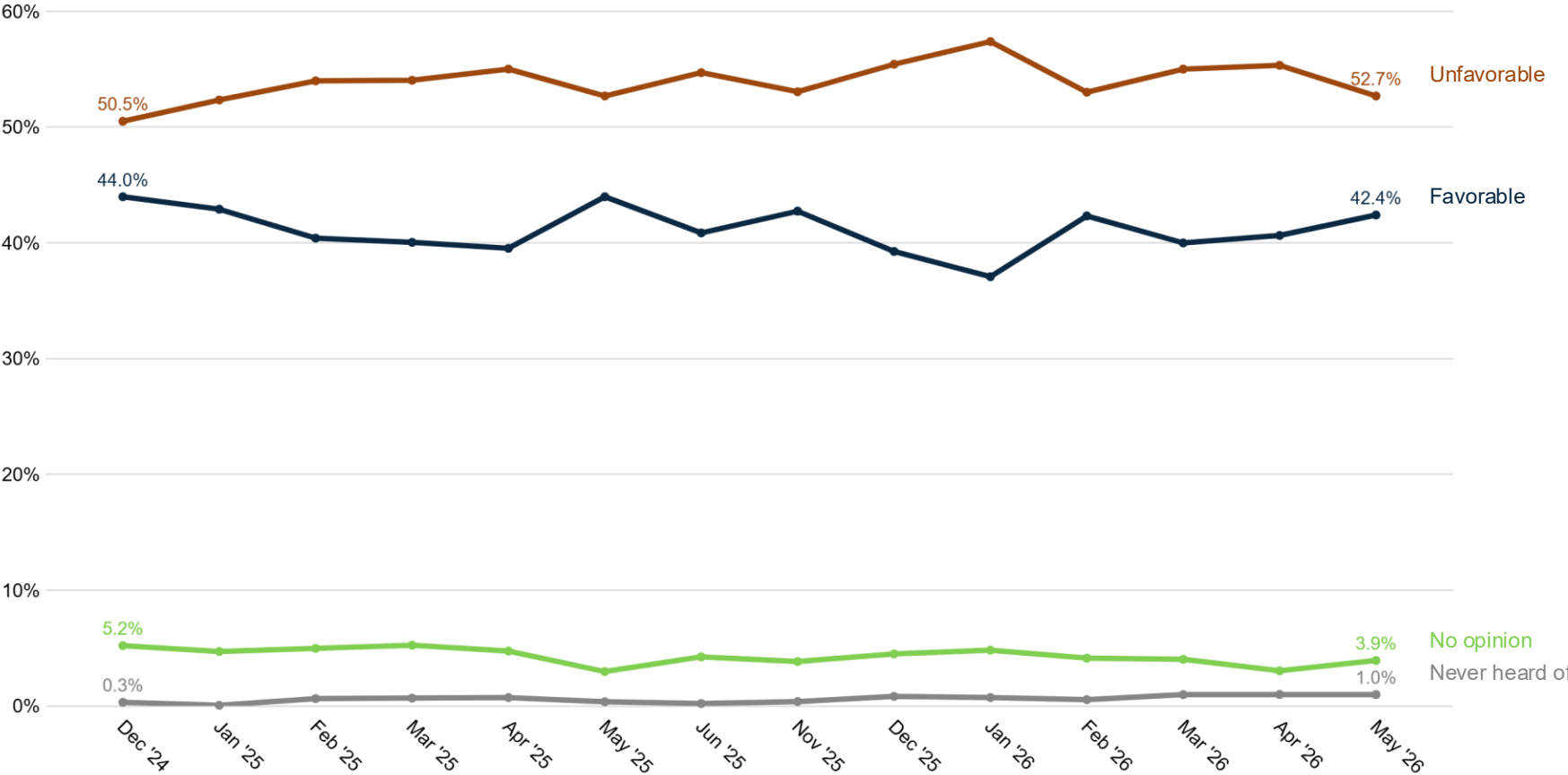
Image: Democrats in Congress



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 42% | 49% | 51% | 35% | 32% | 35% | 31% | 46% | 56% | 35% | 34% | 42% | 53% | 8% | 36% | 81% | 47% | 43% | 36% | 39% | 73% | 43% | 38% | 36% | 51% | 32% | 9% | 77% | 47% | 42% | 37% | 43% |
| Unfavorable Total | 53% | 43% | 45% | 59% | 66% | 62% | 64% | 46% | 42% | 59% | 61% | 54% | 41% | 90% | 53% | 16% | 47% | 54% | 61% | 58% | 20% | 50% | 55% | 60% | 43% | 55% | 87% | 20% | 42% | 53% | 59% | 54% |
| Very favorable | 15% | 15% | 19% | 13% | 12% | 11% | 14% | 17% | 17% | 15% | 17% | 13% | 19% | 2% | 8% | 32% | 17% | 14% | 12% | 12% | 37% | 20% | 14% | 12% | 19% | 6% | 2% | 28% | 18% | 14% | 14% | 15% |
| Somewhat favorable | 27% | 34% | 33% | 22% | 19% | 24% | 18% | 30% | 38% | 21% | 17% | 29% | 34% | 6% | 28% | 49% | 30% | 29% | 24% | 27% | 36% | 23% | 24% | 24% | 32% | 26% | 7% | 48% | 29% | 28% | 22% | 28% |
| Somewhat unfavorable | 16% | 19% | 12% | 19% | 15% | 19% | 15% | 12% | 18% | 12% | 17% | 16% | 17% | 15% | 23% | 13% | 14% | 17% | 19% | 17% | 8% | 15% | 16% | 15% | 17% | 25% | 15% | 16% | 14% | 18% | 20% | 15% |
| Very unfavorable | 37% | 24% | 33% | 40% | 51% | 43% | 49% | 33% | 24% | 47% | 44% | 38% | 24% | 75% | 31% | 3% | 33% | 37% | 42% | 41% | 12% | 35% | 39% | 45% | 27% | 30% | 71% | 4% | 28% | 35% | 39% | 39% |
| No opinion | 4% | 6% | 3% | 5% | 2% | 2% | 4% | 7% | 2% | 4% | 4% | 4% | 4% | 1% | 9% | 2% | 5% | 3% | 3% | 3% | 7% | 6% | 6% | 3% | 5% | 10% | 3% | 2% | 8% | 4% | 3% | 3% |
| Never heard of | 1% | 1% | 0% | 2% | 0% | 1% | 1% | 1% | 0% | 2% | 1% | 0% | 2% | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 3% | 0% | 1% | 0% | |

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

Trend: Democrats in Congress Image

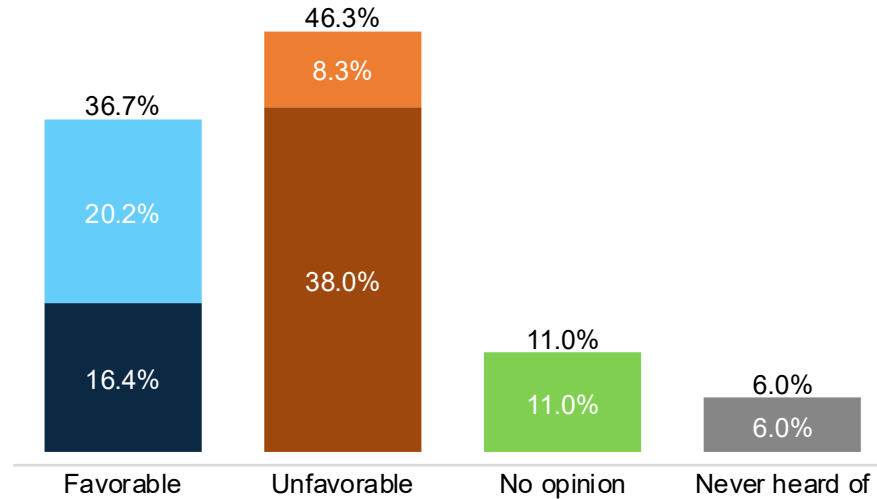


Percent Change: Democrats in Congress Image (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 2% | -1% | 8% | 2% | -2% | 0% | 0% | 2% | 5% | 8% | -1% | 0% | 4% | 0% | 5% | 1% | 4% | 3% | -4% | 2% | 5% | -1% | -5% | 0% | 5% | 4% | 0% | 3% | -1% | 4% | 4% | 2% |
| Unfavorable Total | -3% | 1% | -8% | -5% | 2% | -1% | -2% | -2% | -5% | -6% | 0% | -1% | -6% | 2% | -9% | -2% | -3% | -5% | 2% | -3% | -6% | 1% | 3% | -1% | -5% | -6% | 0% | -3% | -3% | -3% | -3% | -3% |
| Very favorable | 0% | -4% | 2% | -1% | 1% | 0% | 0% | -3% | 2% | 4% | 4% | -2% | -3% | -1% | 2% | -2% | -4% | 0% | 3% | 0% | -3% | 4% | -2% | 0% | 0% | -1% | -2% | 1% | -3% | -1% | 3% | 0% |
| Somewhat favorable | 2% | 3% | 6% | 3% | -4% | 0% | 0% | 6% | 4% | 4% | -5% | 2% | 7% | 0% | 3% | 3% | 8% | 3% | -7% | 2% | 8% | -5% | -3% | 0% | 5% | 5% | 2% | 2% | 3% | 5% | 1% | 2% |
| Somewhat unfavorable | -1% | 0% | -3% | -2% | 2% | 0% | 0% | -3% | -1% | -5% | 4% | -1% | -3% | 0% | -3% | 0% | -3% | -1% | 1% | 0% | -7% | -2% | -1% | 1% | -3% | -4% | 1% | -1% | -2% | 3% | 0% | -2% |
| Very unfavorable | -2% | 2% | -5% | -4% | 0% | -1% | -2% | 0% | -5% | -2% | -4% | -1% | -3% | 2% | -6% | -1% | -1% | -3% | 1% | -3% | 1% | 3% | 3% | -2% | -2% | -3% | -1% | -2% | 0% | -6% | -4% | -1% |
| No opinion | 1% | 1% | 1% | 2% | 0% | 0% | 1% | 1% | 0% | -2% | 1% | 2% | 0% | -1% | 5% | 0% | 0% | 1% | 2% | 1% | 3% | 1% | 3% | 2% | 0% | 2% | 1% | 0% | 2% | 0% | 1% | 1% |
| Never heard of | 0% | -1% | 0% | 1% | 0% | 1% | 1% | -2% | 0% | 0% | 1% | -1% | 1% | 0% | -2% | 1% | 0% | 0% | 0% | 0% | -2% | -1% | -1% | 0% | 0% | 0% | -1% | 0% | 1% | -1% | -1% | 0% |

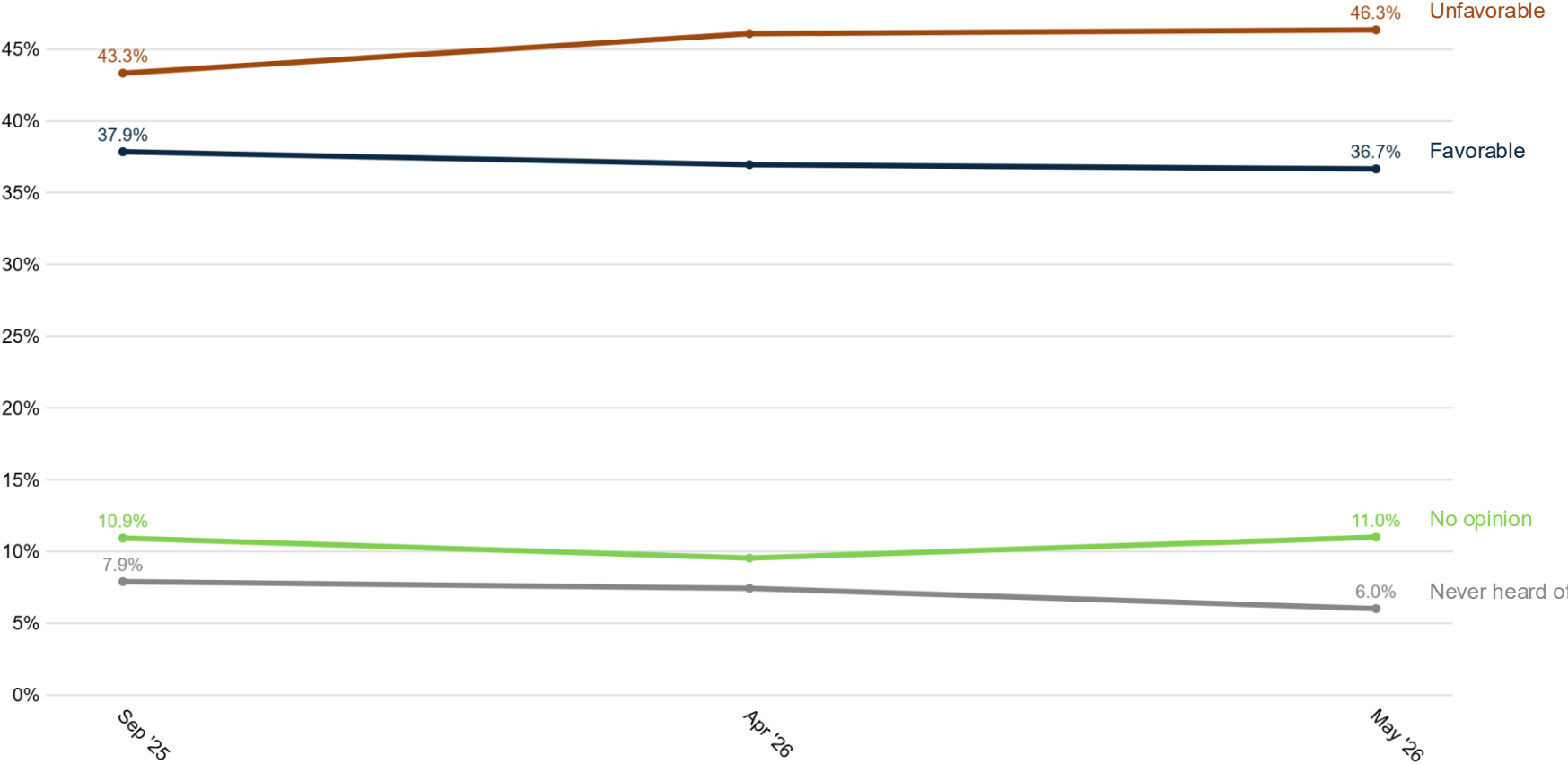
Image: Gavin Newsom



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 37% | 39% | 43% | 31% | 32% | 39% | 26% | 36% | 47% | 32% | 29% | 36% | 46% | 8% | 35% | 67% | 36% | 39% | 35% | 35% | 45% | 41% | 35% | 33% | 42% | 26% | 9% | 65% | 35% | 33% | 34% | 39% |
| Unfavorable Total | 46% | 34% | 41% | 56% | 58% | 54% | 59% | 37% | 37% | 50% | 51% | 49% | 35% | 76% | 46% | 17% | 41% | 48% | 53% | 49% | 23% | 49% | 44% | 53% | 38% | 50% | 75% | 19% | 43% | 44% | 49% | 48% |
| Very favorable | 16% | 16% | 20% | 13% | 16% | 16% | 13% | 17% | 19% | 15% | 16% | 16% | 18% | 3% | 14% | 31% | 18% | 17% | 13% | 15% | 23% | 21% | 15% | 15% | 18% | 9% | 3% | 31% | 12% | 17% | 17% | 18% |
| Somewhat favorable | 20% | 23% | 23% | 19% | 16% | 23% | 13% | 19% | 28% | 17% | 13% | 20% | 28% | 5% | 21% | 36% | 18% | 22% | 22% | 20% | 22% | 21% | 21% | 18% | 23% | 17% | 6% | 35% | 23% | 16% | 17% | 22% |
| Somewhat unfavorable | 8% | 10% | 6% | 14% | 5% | 11% | 7% | 5% | 11% | 6% | 5% | 9% | 12% | 5% | 12% | 10% | 9% | 6% | 9% | 8% | 11% | 10% | 8% | 7% | 10% | 15% | 5% | 11% | 12% | 10% | 12% | 6% |
| Very unfavorable | 38% | 24% | 35% | 42% | 53% | 43% | 52% | 32% | 26% | 44% | 46% | 40% | 23% | 71% | 34% | 8% | 32% | 42% | 44% | 42% | 13% | 39% | 36% | 46% | 28% | 35% | 71% | 7% | 31% | 34% | 37% | 42% |
| No opinion | 11% | 14% | 11% | 9% | 9% | 6% | 11% | 17% | 8% | 10% | 14% | 10% | 12% | 10% | 12% | 10% | 13% | 8% | 9% | 10% | 20% | 5% | 13% | 10% | 11% | 15% | 9% | 11% | 13% | 11% | 13% | 9% |
| Never heard of | 6% | 12% | 5% | 4% | 2% | 1% | 4% | 10% | 8% | 8% | 7% | 5% | 7% | 6% | 7% | 5% | 9% | 5% | 2% | 6% | 11% | 4% | 8% | 4% | 9% | 9% | 6% | 5% | 9% | 12% | 4% | 4% |

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

Trend: Gavin Newsom Image

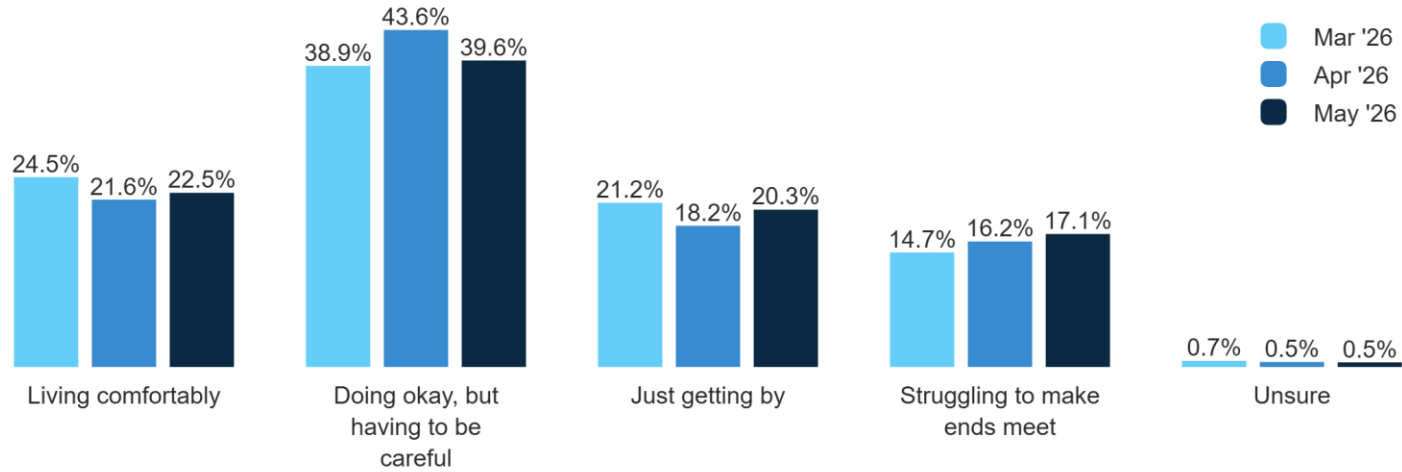


Percent Change: Gavin Newsom Image (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Favorable Total | 0% | -1% | 2% | 1% | -3% | 5% | -6% | 3% | -1% | 3% | -2% | -4% | 8% | -3% | 2% | 0% | 2% | 3% | -7% | -1% | 2% | 4% | -2% | -3% | 3% | 3% | 0% | 0% | 0% | 2% | 1% | -1% |
| Unfavorable Total | 0% | 0% | 0% | 1% | 1% | -5% | 6% | -1% | 0% | -1% | 0% | 2% | -4% | 2% | -3% | 1% | 3% | -6% | 5% | 0% | -7% | 5% | -2% | 1% | 0% | 0% | 1% | 0% | 6% | -4% | -3% | 1% |
| Very favorable | 0% | -3% | 2% | 0% | 1% | 3% | -2% | 1% | -2% | -1% | 3% | 0% | -2% | -1% | 2% | 0% | 3% | 0% | -4% | -1% | 3% | 4% | -1% | 0% | 0% | 3% | -1% | 1% | -4% | 3% | 4% | 0% |
| Somewhat favorable | 0% | 2% | 0% | 1% | -4% | 1% | -4% | 2% | 0% | 4% | -5% | -4% | 9% | -1% | 1% | 0% | 0% | 3% | -3% | 1% | -1% | 0% | -2% | -3% | 3% | 0% | 1% | -1% | 4% | -1% | -3% | -1% |
| Somewhat unfavorable | 1% | 0% | 1% | 2% | -1% | 1% | 1% | 0% | 1% | 2% | -3% | 1% | 1% | 0% | 3% | 0% | 2% | -4% | 2% | 0% | -1% | 0% | -2% | 1% | 1% | 2% | 1% | 1% | -1% | 1% | 6% | 0% |
| Very unfavorable | 0% | 0% | -2% | -2% | 2% | -6% | 5% | 0% | -1% | -3% | 3% | 1% | -4% | 2% | -6% | 1% | 1% | -2% | 2% | 0% | -6% | 5% | 0% | 0% | -1% | -2% | 0% | -1% | 7% | -5% | -9% | 1% |
| No opinion | 1% | 3% | -1% | 2% | 2% | 1% | 2% | 2% | 0% | -2% | 4% | 2% | 0% | 2% | 1% | 1% | -2% | 2% | 3% | 1% | 5% | -2% | 3% | 3% | -2% | 1% | 1% | 1% | -1% | -1% | 6% | 1% |
| Never heard of | -1% | -1% | -1% | -3% | 0% | -1% | -2% | -4% | 2% | 0% | -2% | 0% | -4% | -1% | 0% | -2% | -3% | 1% | -1% | 0% | -1% | -6% | 1% | -1% | -2% | -3% | -2% | -1% | -5% | 3% | -4% | -1% |

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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--------------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Living comfortably | 22% | 19% | 21% | 26% | 25% | 35% | 18% | 15% | 25% | 18% | 23% | 22% | 25% | 30% | 18% | 18% | 12% | 19% | 43% | 25% | 20% | 13% | 24% | 27% | 17% | 19% | 28% | 17% | 20% | 18% | 22% | 24% |
| Doing okay, but having to be careful | 40% | 37% | 39% | 35% | 48% | 45% | 40% | 32% | 44% | 43% | 40% | 40% | 36% | 39% | 40% | 40% | 31% | 47% | 44% | 39% | 27% | 51% | 37% | 47% | 30% | 37% | 40% | 39% | 41% | 35% | 35% | 42% |
| Just getting by | 20% | 23% | 21% | 24% | 13% | 11% | 24% | 25% | 18% | 20% | 21% | 21% | 19% | 16% | 25% | 22% | 28% | 20% | 7% | 19% | 26% | 22% | 20% | 15% | 28% | 24% | 17% | 23% | 20% | 28% | 21% | 18% |
| Struggling to make ends meet | 17% | 22% | 18% | 15% | 13% | 9% | 18% | 26% | 12% | 19% | 16% | 17% | 18% | 15% | 16% | 20% | 28% | 13% | 6% | 17% | 26% | 13% | 19% | 11% | 25% | 18% | 15% | 20% | 18% | 19% | 22% | 15% |
| Unsure | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | |

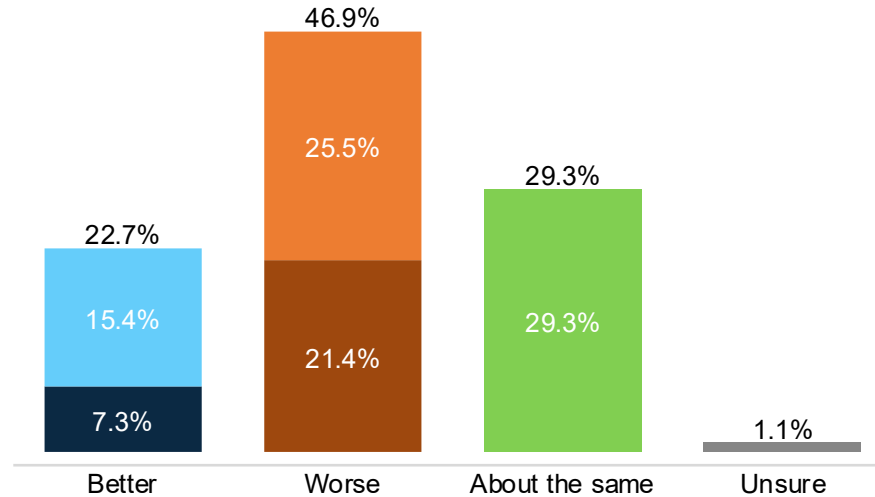
How would you describe your family's current financial situation?

Percent Change: Family Financial Situation (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--------------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Living comfortably | 1% | 2% | 2% | 5% | -6% | 1% | 1% | 4% | 0% | -5% | 4% | -2% | 8% | 2% | -3% | 1% | 1% | 1% | 5% | 1% | 5% | 0% | 5% | -1% | 3% | 4% | 2% | 0% | 9% | -4% | 6% | -2% |
| Doing okay, but having to be careful | -4% | 2% | -9% | -9% | 1% | -1% | -7% | -9% | 2% | 10% | -5% | -8% | -2% | -5% | -2% | -5% | -3% | -7% | -1% | -4% | -15% | 7% | -1% | 0% | -10% | -3% | -3% | -6% | 4% | -5% | -12% | -4% |
| Just getting by | 2% | 0% | 4% | 3% | 1% | 1% | 2% | 4% | -1% | -3% | -1% | 6% | -1% | 1% | 3% | 3% | 3% | 3% | -4% | 2% | 4% | -5% | -2% | -1% | 7% | 0% | 0% | 5% | -8% | 12% | -1% | 3% |
| Struggling to make ends meet | 1% | -4% | 3% | 1% | 4% | -1% | 4% | 0% | -1% | -1% | 1% | 3% | -4% | 2% | 1% | 0% | 0% | 2% | 1% | 1% | 6% | 0% | -1% | 2% | 0% | -1% | 2% | 1% | -5% | -3% | 7% | 2% |
| Unsure | 0% | -1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | -1% | 0% | 0% | 0% | -1% | 1% | -1% | 0% | 1% | -1% | -1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | -1% | 0% |

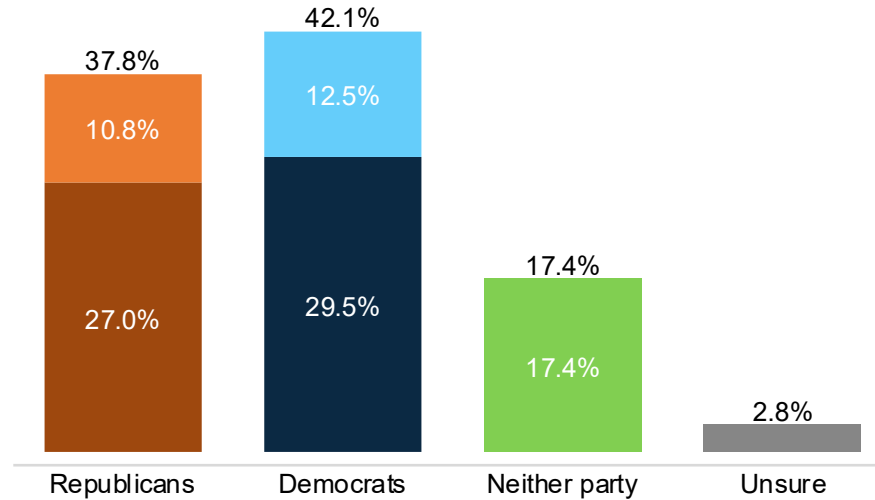
Year Over Year Finances



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-----------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Better Total | 23% | 21% | 16% | 31% | 25% | 30% | 27% | 19% | 18% | 25% | 24% | 21% | 24% | 36% | 18% | 12% | 18% | 24% | 30% | 23% | 20% | 27% | 29% | 25% | 20% | 22% | 36% | 10% | 28% | 24% | 23% | 21% |
| Worse Total | 47% | 49% | 54% | 41% | 42% | 37% | 45% | 51% | 52% | 43% | 45% | 48% | 49% | 24% | 54% | 64% | 53% | 49% | 36% | 46% | 57% | 45% | 42% | 42% | 54% | 48% | 26% | 67% | 42% | 47% | 49% | 48% |
| A lot better | 7% | 6% | 6% | 11% | 7% | 11% | 7% | 7% | 4% | 9% | 7% | 6% | 10% | 12% | 5% | 4% | 6% | 7% | 11% | 7% | 8% | 10% | 10% | 8% | 6% | 4% | 12% | 3% | 11% | 6% | 7% | 6% |
| A little better | 15% | 15% | 10% | 21% | 17% | 18% | 20% | 11% | 13% | 16% | 18% | 15% | 14% | 24% | 14% | 8% | 12% | 17% | 20% | 16% | 12% | 17% | 19% | 17% | 13% | 18% | 24% | 7% | 16% | 17% | 16% | 15% |
| About the same | 29% | 30% | 28% | 26% | 33% | 33% | 27% | 29% | 29% | 30% | 29% | 31% | 26% | 39% | 25% | 22% | 28% | 27% | 33% | 30% | 20% | 28% | 28% | 32% | 25% | 27% | 37% | 22% | 28% | 29% | 27% | 30% |
| A little worse | 26% | 25% | 30% | 22% | 25% | 22% | 24% | 24% | 31% | 24% | 23% | 27% | 25% | 15% | 25% | 36% | 25% | 29% | 22% | 27% | 22% | 25% | 21% | 24% | 28% | 25% | 16% | 35% | 22% | 26% | 20% | 28% |
| A lot worse | 21% | 24% | 24% | 19% | 17% | 16% | 21% | 27% | 21% | 20% | 22% | 21% | 24% | 9% | 29% | 28% | 27% | 20% | 13% | 20% | 35% | 20% | 18% | 18% | 26% | 23% | 10% | 31% | 20% | 21% | 28% | 20% |
| Unsure | 1% | 0% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 0% | 2% | 1% | 1% | 0% | 1% | 1% | 3% | 0% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |

Compared to one year ago, would you say your personal financial situation today is better, worse, or about the same?

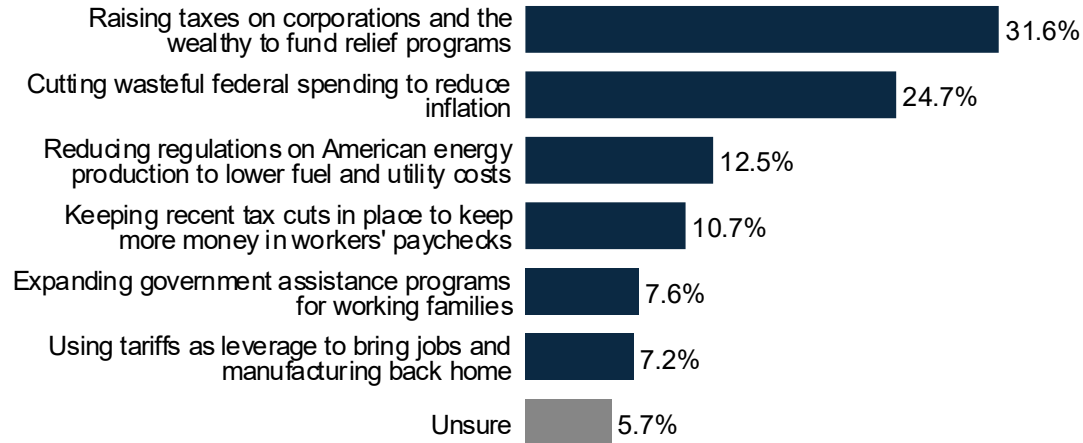
Party Trust on Cost of Living



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republicans | 38% | 27% | 35% | 40% | 51% | 42% | 49% | 34% | 28% | 45% | 44% | 40% | 25% | 80% | 24% | 5% | 35% | 37% | 43% | 42% | 18% | 35% | 43% | 46% | 28% | 31% | 74% | 4% | 33% | 35% | 35% | 41% |
| Democrats | 42% | 50% | 47% | 38% | 32% | 39% | 32% | 44% | 54% | 36% | 33% | 41% | 56% | 3% | 38% | 84% | 46% | 42% | 36% | 38% | 69% | 43% | 38% | 35% | 52% | 29% | 5% | 80% | 46% | 39% | 41% | 42% |
| Definitely Republicans | 27% | 18% | 27% | 25% | 39% | 28% | 36% | 25% | 19% | 31% | 31% | 28% | 18% | 63% | 10% | 3% | 23% | 29% | 31% | 31% | 8% | 25% | 27% | 33% | 19% | 10% | 55% | 2% | 17% | 24% | 29% | 30% |
| Probably Republicans | 11% | 10% | 8% | 15% | 12% | 14% | 13% | 9% | 8% | 14% | 12% | 12% | 6% | 17% | 14% | 2% | 12% | 8% | 12% | 11% | 10% | 10% | 16% | 12% | 9% | 21% | 19% | 2% | 16% | 11% | 6% | 10% |
| Probably Democrats | 13% | 15% | 12% | 14% | 9% | 12% | 11% | 12% | 15% | 10% | 8% | 13% | 17% | 3% | 15% | 21% | 12% | 15% | 11% | 11% | 21% | 14% | 12% | 11% | 15% | 18% | 3% | 22% | 14% | 14% | 12% | 12% |
| Definitely Democrats | 30% | 35% | 35% | 24% | 22% | 27% | 21% | 32% | 38% | 26% | 25% | 28% | 39% | 0% | 23% | 63% | 34% | 27% | 25% | 27% | 48% | 29% | 26% | 24% | 37% | 11% | 1% | 59% | 32% | 25% | 29% | 30% |
| Neither party | 17% | 19% | 14% | 21% | 16% | 19% | 17% | 17% | 17% | 16% | 21% | 17% | 17% | 14% | 35% | 9% | 15% | 18% | 20% | 18% | 9% | 18% | 16% | 17% | 17% | 33% | 19% | 14% | 16% | 23% | 22% | 15% |
| Unsure | 3% | 4% | 4% | 1% | 2% | 0% | 2% | 5% | 2% | 3% | 2% | 3% | 3% | 2% | 3% | 2% | 4% | 2% | 1% | 2% | 4% | 4% | 2% | 2% | 4% | 7% | 2% | 2% | 5% | 3% | 2% | 2% |

When it comes to addressing the cost of living and inflation, which party do you trust more to control rising costs?

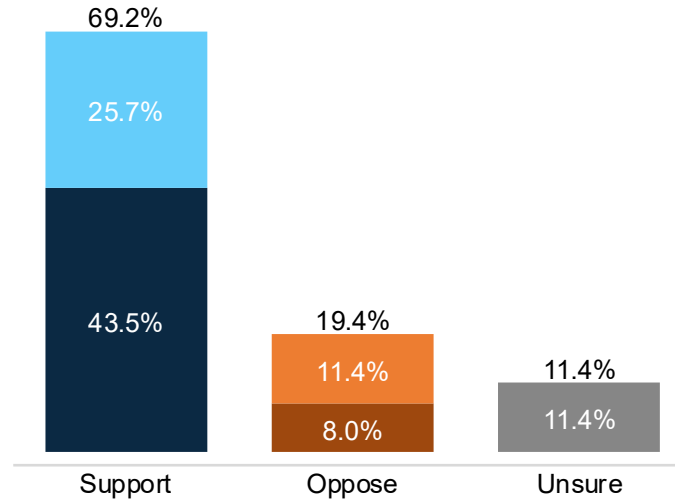
Best Economic Solution



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Raising taxes on corporations and the wealthy to fund relief programs | 32% | 35% | 34% | 29% | 27% | 32% | 25% | 26% | 44% | 22% | 28% | 31% | 42% | 5% | 40% | 53% | 32% | 33% | 30% | 31% | 31% | 34% | 27% | 29% | 36% | 24% | 5% | 57% | 31% | 29% | 33% | 32% |
| Cutting wasteful federal spending to reduce inflation | 25% | 20% | 26% | 21% | 32% | 25% | 28% | 22% | 24% | 32% | 28% | 25% | 17% | 34% | 27% | 14% | 21% | 25% | 31% | 25% | 19% | 24% | 21% | 27% | 22% | 27% | 35% | 15% | 21% | 25% | 26% | 26% |
| Reducing regulations on American energy production to lower fuel and utility costs | 13% | 11% | 9% | 17% | 13% | 14% | 16% | 12% | 8% | 13% | 11% | 13% | 12% | 20% | 9% | 8% | 13% | 11% | 14% | 13% | 14% | 11% | 15% | 13% | 11% | 14% | 19% | 6% | 10% | 13% | 12% | 13% |
| Keeping recent tax cuts in place to keep more money in workers' paychecks | 11% | 11% | 10% | 13% | 10% | 12% | 10% | 11% | 10% | 10% | 11% | 12% | 8% | 19% | 7% | 5% | 10% | 13% | 10% | 11% | 6% | 13% | 12% | 11% | 10% | 11% | 17% | 5% | 14% | 13% | 6% | 10% |
| Expanding government assistance programs for working families | 8% | 11% | 7% | 9% | 3% | 7% | 6% | 10% | 8% | 6% | 4% | 8% | 11% | 4% | 6% | 12% | 10% | 7% | 5% | 7% | 15% | 5% | 12% | 6% | 10% | 8% | 4% | 11% | 11% | 9% | 6% | 7% |
| Using tariffs as leverage to bring jobs and manufacturing back home | 7% | 6% | 6% | 6% | 11% | 6% | 11% | 7% | 4% | 9% | 10% | 7% | 5% | 13% | 4% | 3% | 7% | 8% | 7% | 7% | 6% | 10% | 9% | 8% | 6% | 6% | 13% | 2% | 7% | 6% | 10% | 7% |
| Unsure | 6% | 6% | 8% | 4% | 4% | 3% | 5% | 10% | 3% | 8% | 8% | 5% | 5% | 5% | 7% | 5% | 7% | 4% | 4% | 6% | 9% | 4% | 5% | 5% | 6% | 9% | 6% | 4% | 6% | 5% | 7% | 5% |

Which of the following do you believe would do the most to lower costs for American families?

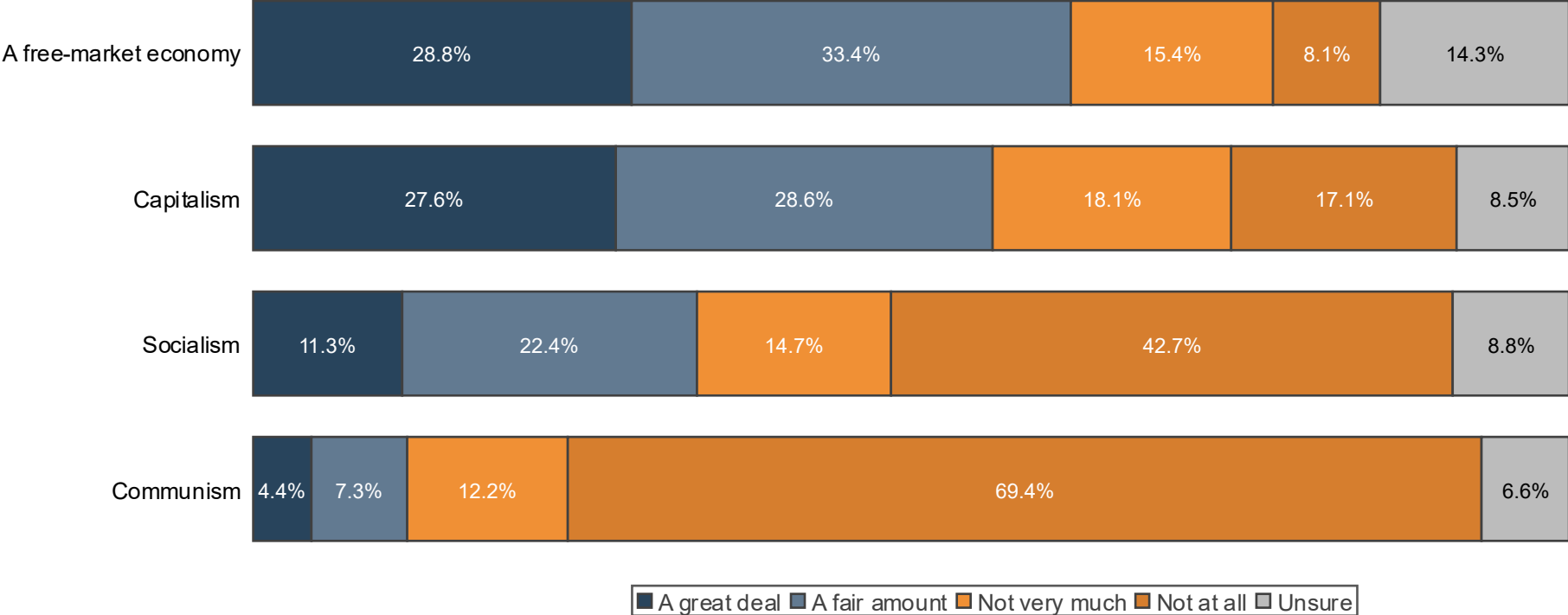
Energy Production Position



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Support Total | 69% | 52% | 66% | 78% | 83% | 78% | 82% | 61% | 57% | 74% | 75% | 69% | 62% | 90% | 68% | 50% | 68% | 69% | 73% | 72% | 58% | 65% | 70% | 74% | 64% | 73% | 89% | 51% | 63% | 72% | 73% | 69% |
| Oppose Total | 19% | 31% | 19% | 14% | 12% | 15% | 12% | 20% | 30% | 16% | 15% | 20% | 24% | 6% | 16% | 35% | 19% | 20% | 20% | 19% | 22% | 21% | 21% | 18% | 22% | 17% | 6% | 32% | 24% | 16% | 16% | 20% |
| Strongly support | 43% | 27% | 41% | 49% | 59% | 51% | 57% | 37% | 31% | 52% | 53% | 42% | 36% | 72% | 40% | 18% | 40% | 43% | 49% | 47% | 23% | 39% | 46% | 49% | 36% | 41% | 70% | 19% | 38% | 41% | 46% | 46% |
| Somewhat support | 26% | 26% | 25% | 30% | 23% | 28% | 25% | 24% | 27% | 22% | 22% | 27% | 26% | 18% | 28% | 32% | 28% | 26% | 24% | 25% | 35% | 26% | 24% | 24% | 28% | 32% | 19% | 32% | 26% | 31% | 27% | 24% |
| Somewhat oppose | 11% | 21% | 10% | 8% | 6% | 8% | 7% | 10% | 21% | 10% | 7% | 12% | 14% | 3% | 11% | 20% | 11% | 11% | 13% | 11% | 11% | 12% | 13% | 11% | 13% | 12% | 4% | 19% | 14% | 8% | 8% | 12% |
| Strongly oppose | 8% | 9% | 10% | 7% | 6% | 7% | 5% | 10% | 9% | 7% | 8% | 8% | 9% | 3% | 6% | 15% | 8% | 9% | 7% | 7% | 10% | 9% | 8% | 7% | 9% | 5% | 3% | 13% | 10% | 8% | 8% | 7% |
| Unsure | 11% | 17% | 15% | 8% | 5% | 7% | 6% | 18% | 13% | 10% | 11% | 11% | 14% | 5% | 16% | 15% | 14% | 11% | 6% | 10% | 20% | 14% | 9% | 9% | 14% | 10% | 5% | 17% | 13% | 12% | 11% | 11% |

Do you support or oppose increasing American energy production, including domestic oil, natural gas, and nuclear power, to lower costs and reduce reliance on foreign sources?

Trust in Economic Systems



How much do you trust each of the following economic systems to deliver good outcomes for the greatest number of Americans?

Trust in Economic Systems Heatmaps



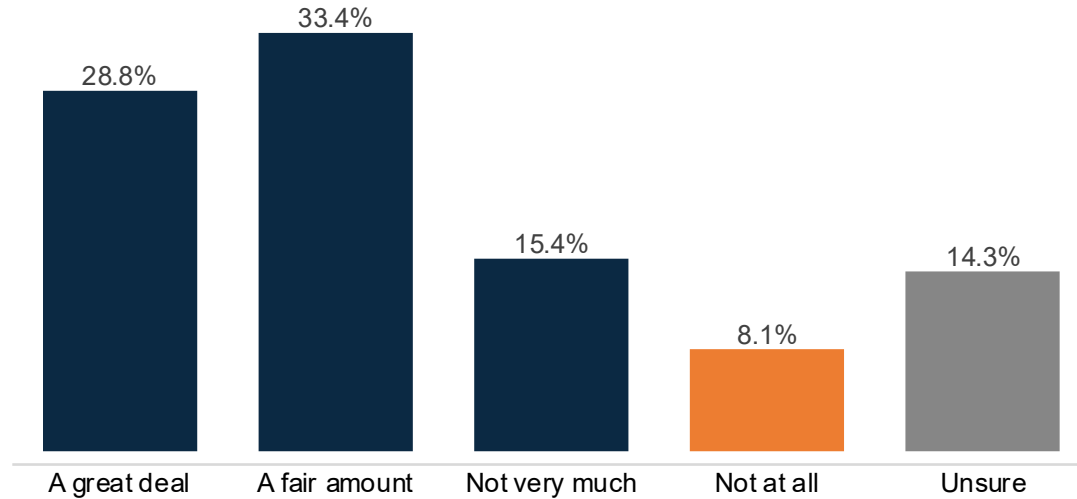
A great deal / A fair amount

| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| A free-market economy | 62% | 51% | 56% | 66% | 78% | 74% | 70% | 49% | 59% | 60% | 67% | 64% | 55% | 72% | 60% | 54% | 56% | 61% | 73% | 63% | 55% | 63% | 66% | 69% | 54% | 65% | 74% | 53% | 59% | 57% | 60% | 65% |
| Capitalism | 56% | 39% | 51% | 61% | 76% | 69% | 69% | 41% | 50% | 60% | 63% | 57% | 47% | 74% | 53% | 42% | 49% | 59% | 66% | 58% | 42% | 61% | 59% | 64% | 46% | 57% | 76% | 39% | 46% | 55% | 55% | 60% |
| Socialism | 34% | 44% | 27% | 40% | 23% | 38% | 26% | 30% | 42% | 28% | 23% | 33% | 46% | 11% | 32% | 58% | 34% | 36% | 32% | 32% | 44% | 36% | 38% | 30% | 39% | 28% | 12% | 55% | 44% | 31% | 33% | 32% |
| Communism | 12% | 19% | 4% | 23% | 2% | 14% | 10% | 13% | 10% | 11% | 5% | 10% | 22% | 8% | 9% | 17% | 14% | 11% | 11% | 10% | 23% | 13% | 18% | 9% | 15% | 15% | 8% | 15% | 24% | 15% | 10% | 7% |

Not very much / Not 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| A free-market economy | 24% | 31% | 19% | 27% | 16% | 22% | 21% | 25% | 25% | 25% | 15% | 22% | 33% | 16% | 26% | 30% | 25% | 27% | 19% | 22% | 24% | 27% | 23% | 21% | 27% | 23% | 15% | 30% | 26% | 26% | 24% | 22% |
| Capitalism | 35% | 50% | 34% | 34% | 21% | 29% | 27% | 41% | 43% | 31% | 28% | 35% | 44% | 18% | 39% | 49% | 39% | 35% | 30% | 34% | 44% | 32% | 35% | 30% | 42% | 36% | 17% | 52% | 44% | 34% | 38% | 32% |
| Socialism | 57% | 43% | 61% | 54% | 72% | 58% | 69% | 55% | 49% | 62% | 68% | 59% | 44% | 85% | 59% | 30% | 53% | 57% | 64% | 60% | 39% | 55% | 55% | 64% | 49% | 62% | 83% | 33% | 47% | 58% | 59% | 60% |
| Communism | 82% | 68% | 91% | 72% | 95% | 83% | 85% | 77% | 83% | 82% | 89% | 85% | 69% | 88% | 84% | 74% | 76% | 85% | 86% | 84% | 60% | 83% | 76% | 87% | 75% | 78% | 88% | 76% | 67% | 80% | 85% | 86% |

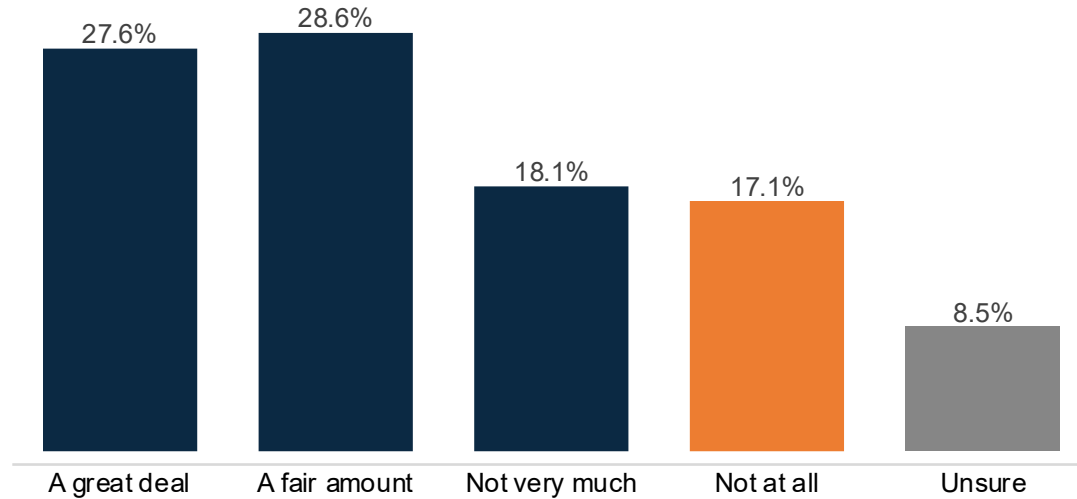
Trust in Economic Systems: A Free-Market Economy



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| A great deal | 29% | 17% | 23% | 30% | 46% | 43% | 35% | 18% | 23% | 31% | 32% | 29% | 24% | 45% | 26% | 15% | 23% | 27% | 39% | 30% | 17% | 26% | 32% | 36% | 20% | 24% | 45% | 14% | 26% | 26% | 26% | 31% |
| A fair amount | 33% | 34% | 33% | 36% | 31% | 31% | 35% | 31% | 36% | 29% | 35% | 35% | 31% | 27% | 34% | 39% | 33% | 34% | 35% | 33% | 38% | 37% | 33% | 33% | 35% | 41% | 28% | 39% | 34% | 31% | 34% | 34% |
| Not very much | 15% | 20% | 13% | 16% | 12% | 14% | 14% | 16% | 17% | 17% | 9% | 15% | 21% | 9% | 16% | 21% | 15% | 18% | 13% | 15% | 16% | 18% | 15% | 14% | 17% | 18% | 9% | 21% | 14% | 14% | 16% | 16% |
| Not at all | 8% | 11% | 6% | 11% | 5% | 8% | 8% | 9% | 8% | 8% | 6% | 7% | 12% | 6% | 10% | 9% | 10% | 9% | 6% | 8% | 7% | 10% | 8% | 6% | 10% | 5% | 6% | 10% | 12% | 11% | 8% | 6% |
| Unsure | 14% | 17% | 25% | 7% | 6% | 4% | 8% | 26% | 16% | 15% | 18% | 14% | 12% | 12% | 13% | 17% | 19% | 12% | 8% | 15% | 21% | 10% | 11% | 11% | 18% | 12% | 11% | 17% | 14% | 17% | 16% | 13% |

How much do you trust each of the following economic systems to deliver good outcomes for the greatest number of Americans? - A free-market economy

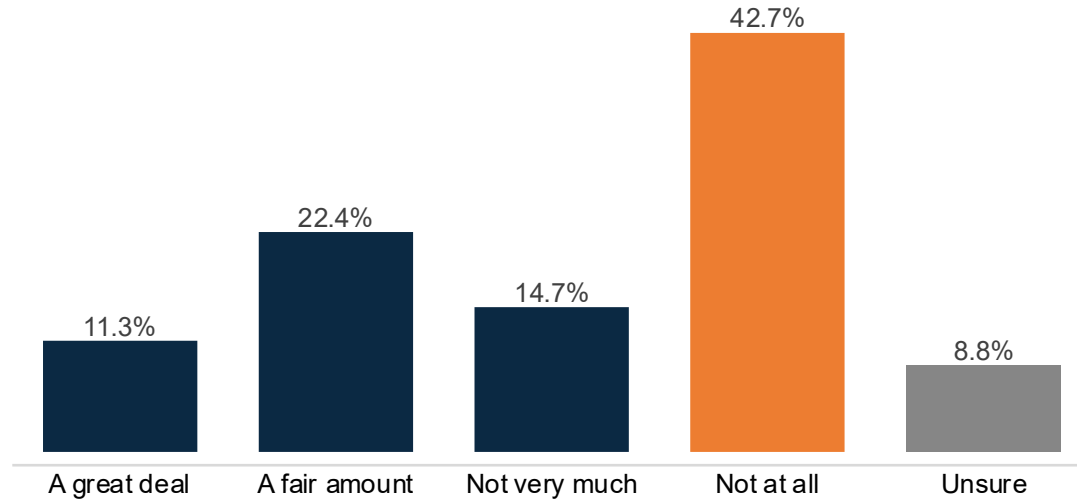
Trust in Economic Systems: Capitalism



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| A great deal | 28% | 15% | 25% | 30% | 42% | 40% | 33% | 19% | 22% | 30% | 33% | 28% | 20% | 47% | 23% | 12% | 21% | 27% | 38% | 29% | 13% | 30% | 29% | 35% | 18% | 21% | 48% | 10% | 24% | 24% | 24% | 31% |
| A fair amount | 29% | 24% | 26% | 31% | 34% | 29% | 36% | 22% | 29% | 31% | 30% | 29% | 27% | 27% | 30% | 30% | 29% | 32% | 28% | 28% | 28% | 31% | 30% | 30% | 28% | 36% | 28% | 30% | 22% | 31% | 31% | 29% |
| Not very much | 18% | 24% | 19% | 19% | 11% | 15% | 15% | 19% | 24% | 16% | 13% | 18% | 23% | 8% | 20% | 27% | 18% | 20% | 17% | 17% | 25% | 15% | 16% | 16% | 21% | 18% | 8% | 28% | 24% | 16% | 17% | 17% |
| Not at all | 17% | 27% | 16% | 15% | 10% | 14% | 12% | 22% | 20% | 15% | 15% | 16% | 22% | 10% | 20% | 22% | 21% | 15% | 13% | 17% | 19% | 17% | 19% | 14% | 21% | 18% | 9% | 24% | 20% | 18% | 20% | 15% |
| Unsure | 9% | 10% | 15% | 5% | 3% | 3% | 4% | 18% | 6% | 9% | 10% | 8% | 8% | 7% | 8% | 10% | 12% | 7% | 4% | 8% | 15% | 7% | 5% | 6% | 12% | 7% | 7% | 9% | 10% | 11% | 7% | 8% |

How much do you trust each of the following economic systems to deliver good outcomes for the greatest number of Americans? - Capitalism

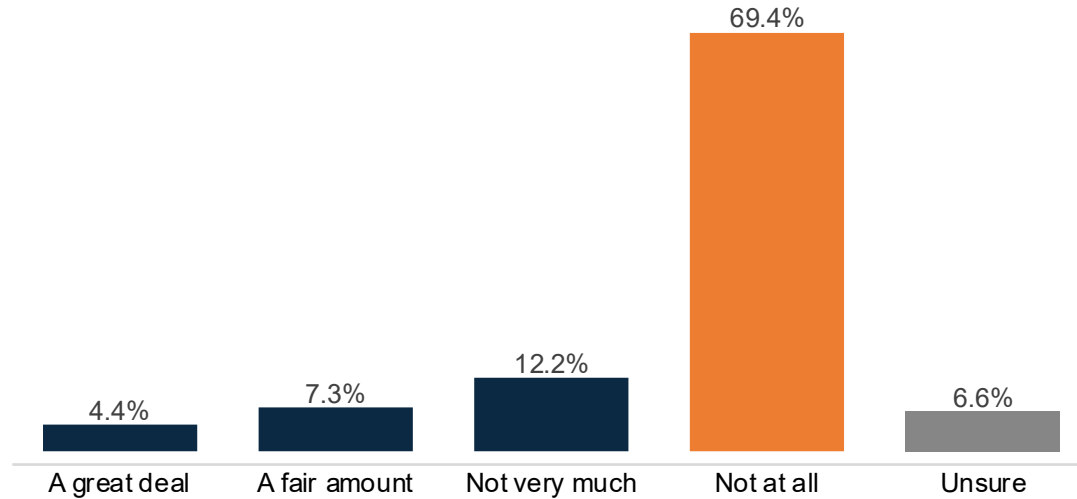
Trust in Economic Systems: Socialism



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| A great deal | 11% | 17% | 7% | 17% | 5% | 13% | 8% | 12% | 13% | 7% | 6% | 11% | 19% | 4% | 11% | 19% | 12% | 11% | 11% | 11% | 15% | 11% | 14% | 8% | 15% | 8% | 5% | 18% | 18% | 9% | 14% | 9% |
| A fair amount | 22% | 27% | 20% | 24% | 19% | 25% | 18% | 18% | 30% | 20% | 17% | 23% | 27% | 7% | 21% | 39% | 22% | 25% | 21% | 21% | 28% | 25% | 24% | 21% | 24% | 20% | 7% | 38% | 25% | 22% | 19% | 23% |
| Not very much | 15% | 15% | 18% | 13% | 13% | 12% | 14% | 18% | 15% | 13% | 14% | 15% | 15% | 11% | 16% | 18% | 18% | 13% | 14% | 14% | 21% | 14% | 15% | 13% | 18% | 21% | 11% | 18% | 17% | 18% | 14% | 13% |
| Not at all | 43% | 28% | 43% | 41% | 60% | 46% | 55% | 37% | 34% | 50% | 55% | 43% | 28% | 74% | 43% | 12% | 35% | 44% | 50% | 46% | 17% | 41% | 41% | 52% | 31% | 41% | 72% | 15% | 30% | 39% | 45% | 47% |
| Unsure | 9% | 13% | 12% | 5% | 4% | 4% | 5% | 15% | 9% | 10% | 8% | 8% | 11% | 5% | 9% | 12% | 13% | 7% | 4% | 7% | 17% | 9% | 7% | 6% | 12% | 11% | 5% | 12% | 10% | 12% | 8% | 8% |

How much do you trust each of the following economic systems to deliver good outcomes for the greatest number of Americans? - Socialism

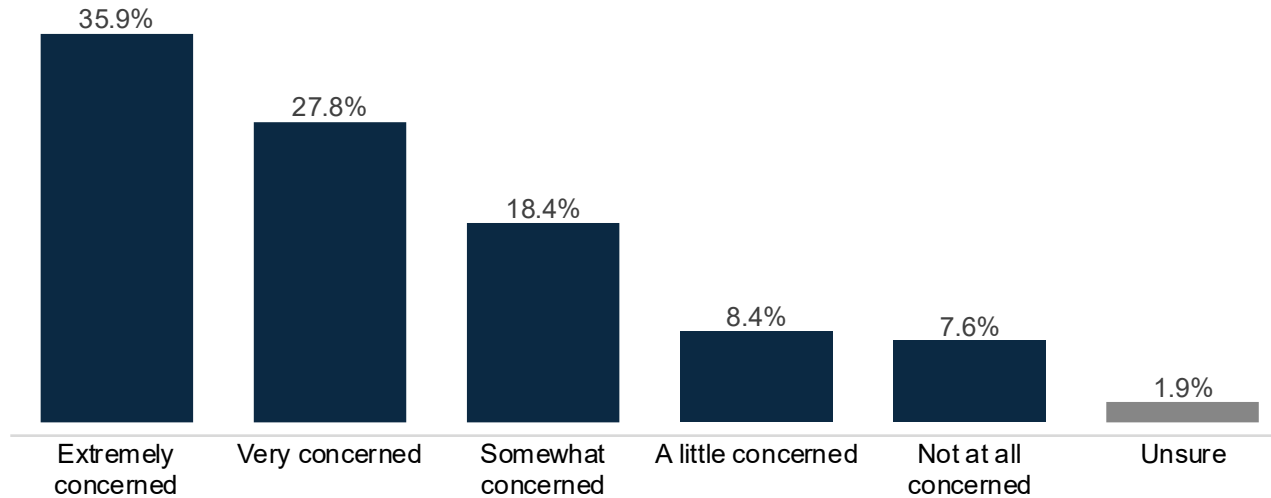
Trust in Economic Systems: Communism



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| A great deal | 4% | 7% | 1% | 10% | 1% | 6% | 5% | 4% | 2% | 4% | 2% | 4% | 8% | 4% | 4% | 5% | 5% | 4% | 4% | 4% | 10% | 7% | 8% | 3% | 6% | 6% | 3% | 6% | 10% | 4% | 4% | 3% |
| A fair amount | 7% | 13% | 3% | 12% | 1% | 9% | 5% | 8% | 7% | 7% | 3% | 6% | 14% | 5% | 5% | 11% | 9% | 7% | 6% | 7% | 13% | 6% | 11% | 6% | 9% | 9% | 5% | 9% | 14% | 10% | 6% | 5% |
| Not very much | 12% | 17% | 10% | 13% | 9% | 11% | 11% | 11% | 16% | 11% | 9% | 13% | 13% | 6% | 13% | 17% | 14% | 13% | 9% | 11% | 20% | 14% | 14% | 9% | 17% | 14% | 7% | 17% | 15% | 13% | 13% | 11% |
| Not at all | 69% | 51% | 81% | 59% | 86% | 71% | 75% | 66% | 67% | 70% | 80% | 72% | 56% | 82% | 71% | 57% | 62% | 72% | 77% | 73% | 40% | 69% | 62% | 78% | 58% | 64% | 82% | 59% | 52% | 67% | 71% | 76% |
| Unsure | 7% | 13% | 6% | 5% | 2% | 3% | 4% | 11% | 7% | 8% | 6% | 6% | 9% | 3% | 7% | 9% | 10% | 4% | 3% | 6% | 17% | 5% | 6% | 4% | 10% | 7% | 3% | 9% | 9% | 6% | 6% | 6% |

How much do you trust each of the following economic systems to deliver good outcomes for the greatest number of Americans? - Communism

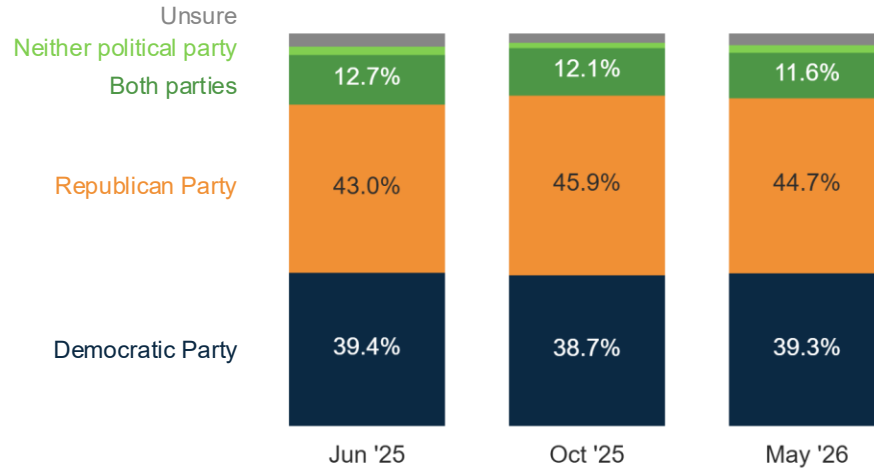
Political Violence Concern



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Extremely concerned | 36% | 28% | 45% | 28% | 42% | 34% | 36% | 38% | 35% | 39% | 36% | 37% | 31% | 49% | 29% | 27% | 33% | 35% | 39% | 38% | 25% | 34% | 32% | 41% | 29% | 26% | 48% | 26% | 32% | 33% | 33% | 39% |
| Very concerned | 28% | 26% | 31% | 22% | 32% | 30% | 25% | 26% | 31% | 28% | 31% | 28% | 26% | 29% | 25% | 29% | 27% | 26% | 31% | 28% | 24% | 32% | 26% | 30% | 25% | 26% | 27% | 28% | 23% | 25% | 25% | 31% |
| Somewhat concerned | 18% | 22% | 14% | 25% | 14% | 19% | 20% | 18% | 17% | 17% | 14% | 18% | 25% | 13% | 22% | 22% | 20% | 21% | 16% | 18% | 20% | 19% | 20% | 14% | 24% | 26% | 15% | 22% | 24% | 24% | 16% | 16% |
| A little concerned | 8% | 12% | 5% | 11% | 6% | 10% | 8% | 7% | 10% | 8% | 9% | 8% | 8% | 6% | 8% | 11% | 9% | 9% | 7% | 8% | 14% | 6% | 12% | 8% | 10% | 11% | 6% | 11% | 12% | 10% | 9% | 7% |
| Not at all concerned | 8% | 9% | 4% | 11% | 6% | 7% | 10% | 8% | 6% | 6% | 10% | 7% | 8% | 2% | 13% | 9% | 8% | 8% | 7% | 7% | 11% | 8% | 8% | 6% | 10% | 8% | 3% | 11% | 7% | 7% | 14% | 6% |
| Unsure | 2% | 3% | 1% | 2% | 0% | 1% | 1% | 3% | 1% | 2% | 2% | 2% | 1% | 1% | 3% | 2% | 3% | 1% | 0% | 1% | 6% | 1% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | 1% |

How concerned are you about the increase in political violence in the United States, including assassination attempts on public officials and attacks on government personnel?

Political Rhetoric Responsibility



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Democratic Party | 39% | 30% | 34% | 42% | 52% | 43% | 51% | 36% | 28% | 46% | 45% | 41% | 27% | 75% | 26% | 12% | 33% | 43% | 44% | 42% | 21% | 40% | 41% | 47% | 30% | 35% | 73% | 9% | 37% | 43% | 41% | 39% |
| Republican Party | 45% | 49% | 51% | 40% | 37% | 42% | 36% | 44% | 58% | 40% | 35% | 45% | 53% | 13% | 47% | 76% | 48% | 42% | 42% | 43% | 59% | 44% | 39% | 40% | 51% | 29% | 11% | 78% | 40% | 36% | 43% | 49% |
| Definitely the Democratic Party | 33% | 23% | 31% | 34% | 45% | 34% | 44% | 32% | 21% | 42% | 39% | 34% | 21% | 67% | 19% | 8% | 28% | 36% | 37% | 35% | 15% | 35% | 33% | 40% | 24% | 21% | 63% | 6% | 27% | 35% | 35% | 34% |
| Probably the Democratic Party | 6% | 8% | 3% | 8% | 7% | 8% | 7% | 4% | 7% | 4% | 6% | 7% | 7% | 8% | 7% | 4% | 5% | 7% | 8% | 7% | 6% | 6% | 8% | 7% | 6% | 13% | 10% | 3% | 10% | 8% | 6% | 5% |
| Both parties | 12% | 15% | 9% | 14% | 9% | 13% | 10% | 13% | 11% | 8% | 14% | 10% | 16% | 10% | 20% | 8% | 13% | 11% | 11% | 11% | 15% | 11% | 17% | 10% | 13% | 27% | 12% | 10% | 16% | 14% | 12% | 9% |
| Probably the Republican Party | 7% | 9% | 7% | 8% | 6% | 6% | 7% | 8% | 9% | 9% | 3% | 8% | 9% | 5% | 8% | 10% | 8% | 6% | 7% | 8% | 9% | 4% | 8% | 7% | 8% | 10% | 4% | 11% | 7% | 6% | 5% | 8% |
| Definitely the Republican Party | 37% | 40% | 43% | 32% | 32% | 36% | 29% | 36% | 49% | 32% | 32% | 37% | 45% | 8% | 38% | 66% | 40% | 36% | 35% | 35% | 50% | 40% | 32% | 32% | 44% | 19% | 7% | 67% | 33% | 31% | 38% | 40% |
| Neither political party | 2% | 3% | 2% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 4% | 2% | 1% | 3% | 2% | 2% | 2% |
| Unsure | 2% | 2% | 4% | 2% | 1% | 1% | 2% | 4% | 2% | 3% | 4% | 2% | 1% | 1% | 4% | 2% | 3% | 2% | 1% | 2% | 4% | 2% | 1% | 2% | 3% | 5% | 2% | 2% | 3% | 4% | 3% | 1% |

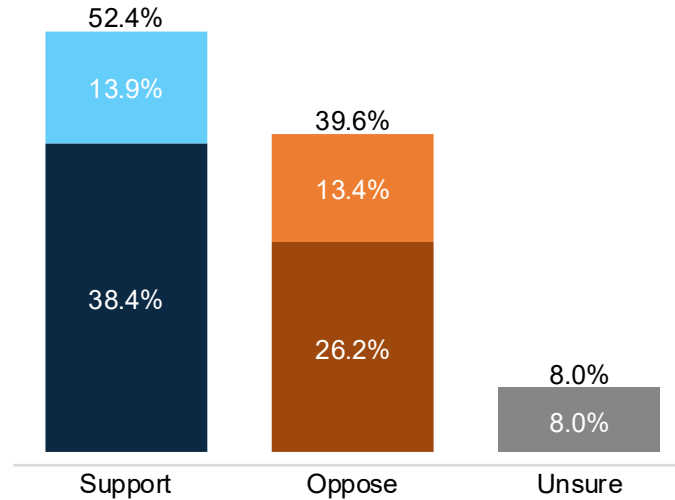
Which political party do you believe has contributed more to or has caused more political violence over the last year?

Percent Change: Political Rhetoric Responsibility (Oct '25 to May '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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Democratic Party | 1% | 5% | -3% | -3% | 3% | 4% | -2% | -3% | 4% | -3% | 3% | 0% | -1% | 0% | 6% | -4% | 5% | 3% | -1% | 7% | 4% | 1% | 1% | -1% | 5% | -3% | 5% | 4% | 0% | 2% | 0% |
| Republican Party | -1% | -4% | 3% | -2% | -3% | -7% | 2% | 2% | -2% | 5% | -1% | -6% | 0% | -1% | -7% | 3% | -4% | -5% | 1% | -10% | -2% | -4% | -2% | 0% | 0% | 0% | -4% | -2% | 0% | -4% | 0% |
| Definitely the Democratic Party | -1% | 2% | -3% | -5% | 1% | 0% | -4% | -3% | 1% | -1% | 0% | -3% | -2% | -2% | 4% | -4% | 2% | 0% | -4% | 6% | 3% | -2% | -1% | -2% | 0% | -6% | 4% | 1% | -2% | 1% | -2% |
| Probably the Democratic Party | 2% | 3% | -1% | 3% | 3% | 4% | 2% | -1% | 3% | -2% | 3% | 3% | 1% | 2% | 2% | 1% | 2% | 3% | 2% | 1% | 1% | 3% | 2% | 1% | 4% | 2% | 1% | 3% | 3% | 1% | 1% |
| Both parties | -1% | -1% | -3% | 4% | -2% | 1% | 1% | 0% | -4% | -5% | -3% | 6% | 0% | -2% | 1% | -1% | -1% | 1% | -1% | 5% | -5% | 5% | -1% | 1% | -5% | 2% | -1% | -2% | -1% | 0% | -1% |
| Probably the Republican Party | 3% | 0% | 4% | 2% | 3% | 1% | 4% | 3% | 1% | 6% | 4% | 0% | 1% | 2% | 5% | 3% | 2% | 2% | 4% | -2% | 1% | 0% | 3% | 2% | 1% | 0% | 4% | -1% | -2% | 1% | 5% |
| Definitely the Republican Party | -4% | -5% | -1% | -4% | -5% | -8% | -2% | -2% | -4% | -1% | -5% | -6% | 0% | -3% | -11% | 1% | -7% | -7% | -3% | -8% | -3% | -4% | -4% | -2% | -1% | 0% | -9% | -1% | 2% | -4% | -5% |
| Neither political party | 1% | 1% | 1% | 0% | 0% | 1% | -1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 1% | -1% | 1% | 1% | -3% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | -1% | -1% | 1% |
| Unsure | 1% | -1% | 2% | 1% | 1% | 1% | 1% | 1% | 0% | 2% | 0% | -1% | 0% | 3% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 2% | 0% | |

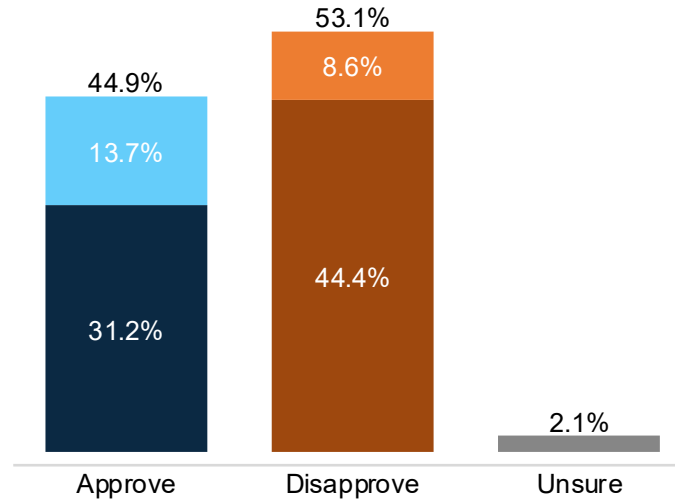
ICE Personnel Protection



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Support Total | 52% | 39% | 52% | 58% | 63% | 58% | 63% | 50% | 39% | 58% | 59% | 55% | 38% | 90% | 48% | 19% | 49% | 52% | 59% | 57% | 28% | 46% | 57% | 61% | 41% | 58% | 89% | 18% | 47% | 57% | 56% | 52% |
| Oppose Total | 40% | 54% | 36% | 35% | 33% | 35% | 33% | 37% | 53% | 32% | 33% | 38% | 52% | 8% | 40% | 71% | 40% | 43% | 37% | 36% | 57% | 49% | 37% | 32% | 49% | 30% | 8% | 70% | 47% | 35% | 36% | 40% |
| Strongly support | 38% | 24% | 38% | 42% | 51% | 45% | 48% | 36% | 26% | 44% | 47% | 40% | 25% | 75% | 31% | 7% | 34% | 36% | 46% | 42% | 13% | 39% | 42% | 48% | 25% | 33% | 74% | 6% | 32% | 39% | 42% | 40% |
| Somewhat support | 14% | 14% | 14% | 16% | 12% | 13% | 14% | 14% | 13% | 14% | 12% | 15% | 13% | 15% | 17% | 11% | 14% | 16% | 12% | 15% | 15% | 7% | 15% | 12% | 16% | 25% | 15% | 12% | 15% | 18% | 14% | 12% |
| Somewhat oppose | 13% | 17% | 14% | 9% | 13% | 12% | 10% | 12% | 19% | 11% | 8% | 11% | 24% | 4% | 13% | 23% | 12% | 16% | 13% | 12% | 20% | 16% | 13% | 12% | 16% | 13% | 4% | 22% | 17% | 13% | 10% | 14% |
| Strongly oppose | 26% | 36% | 23% | 25% | 20% | 23% | 22% | 26% | 34% | 21% | 25% | 27% | 29% | 4% | 28% | 48% | 28% | 27% | 23% | 23% | 38% | 33% | 24% | 21% | 34% | 18% | 4% | 48% | 30% | 21% | 26% | 26% |
| Unsure | 8% | 8% | 12% | 8% | 4% | 7% | 4% | 12% | 8% | 10% | 8% | 7% | 10% | 2% | 12% | 10% | 11% | 6% | 5% | 7% | 14% | 5% | 6% | 7% | 9% | 12% | 3% | 11% | 7% | 8% | 8% | 8% |

Last year, attacks and assaults on Immigration and Customs Enforcement (ICE) officers increased by more than 1,000%. Do you support or oppose stronger federal penalties for those who assault or attack ICE personnel and federal law enforcement?

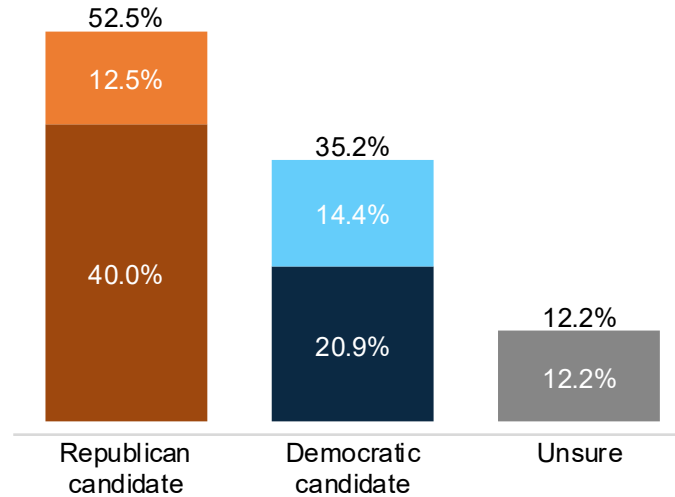
Illegal Immigration Approval



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Approve Total | 45% | 34% | 42% | 50% | 55% | 47% | 57% | 44% | 32% | 56% | 52% | 46% | 31% | 87% | 35% | 9% | 41% | 45% | 51% | 49% | 25% | 39% | 52% | 52% | 35% | 44% | 86% | 7% | 43% | 48% | 47% | 44% |
| Disapprove Total | 53% | 63% | 56% | 48% | 44% | 51% | 41% | 54% | 66% | 41% | 45% | 53% | 67% | 12% | 60% | 89% | 56% | 54% | 48% | 49% | 71% | 60% | 46% | 46% | 63% | 49% | 12% | 92% | 52% | 51% | 51% | 55% |
| Strongly approve | 31% | 21% | 31% | 32% | 42% | 32% | 41% | 30% | 21% | 43% | 37% | 31% | 20% | 67% | 18% | 4% | 30% | 30% | 34% | 34% | 13% | 29% | 34% | 37% | 24% | 15% | 64% | 2% | 28% | 28% | 31% | 33% |
| Somewhat approve | 14% | 13% | 12% | 18% | 13% | 15% | 15% | 14% | 11% | 13% | 15% | 15% | 11% | 20% | 17% | 6% | 11% | 15% | 17% | 15% | 12% | 10% | 19% | 16% | 11% | 29% | 22% | 5% | 15% | 20% | 16% | 11% |
| Somewhat disapprove | 9% | 9% | 7% | 11% | 9% | 12% | 8% | 9% | 6% | 9% | 7% | 8% | 10% | 9% | 10% | 8% | 9% | 9% | 8% | 8% | 13% | 8% | 9% | 9% | 9% | 17% | 8% | 7% | 11% | 10% | 9% | 7% |
| Strongly disapprove | 44% | 54% | 50% | 37% | 35% | 39% | 33% | 45% | 61% | 32% | 38% | 44% | 57% | 3% | 51% | 82% | 47% | 45% | 40% | 41% | 58% | 52% | 37% | 37% | 54% | 32% | 4% | 84% | 41% | 41% | 42% | 47% |
| Unsure | 2% | 3% | 2% | 3% | 1% | 1% | 2% | 3% | 1% | 3% | 3% | 2% | 3% | 1% | 5% | 1% | 3% | 1% | 1% | 2% | 5% | 1% | 2% | 2% | 2% | 7% | 2% | 1% | 6% | 1% | 3% | 1% |

Do you approve or disapprove of the way the Trump administration is handling illegal immigration?

Generic Ballot - Criminal Illegals Deportation



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-------------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republican candidate | 53% | 42% | 52% | 56% | 62% | 56% | 62% | 52% | 41% | 61% | 57% | 37% | 94% | 48% | 14% | 48% | 54% | 59% | 57% | 29% | 48% | 55% | 61% | 43% | 59% | 92% | 16% | 47% | 56% | 53% | 53% | |
| Democratic candidate | 35% | 45% | 36% | 33% | 26% | 33% | 27% | 36% | 45% | 27% | 30% | 34% | 47% | 3% | 31% | 70% | 39% | 36% | 31% | 32% | 53% | 37% | 33% | 28% | 44% | 22% | 4% | 67% | 40% | 31% | 33% | 36% |
| Definitely the Republican candidate | 40% | 25% | 40% | 41% | 55% | 44% | 52% | 39% | 25% | 51% | 48% | 41% | 25% | 83% | 30% | 4% | 36% | 42% | 45% | 45% | 13% | 37% | 42% | 48% | 30% | 33% | 80% | 3% | 30% | 41% | 40% | 43% |
| Probably the Republican candidate | 12% | 16% | 12% | 15% | 7% | 12% | 10% | 12% | 16% | 9% | 10% | 14% | 12% | 12% | 18% | 10% | 12% | 13% | 14% | 12% | 16% | 11% | 13% | 13% | 12% | 26% | 12% | 13% | 17% | 15% | 13% | 10% |
| Probably the Democratic candidate | 14% | 17% | 14% | 12% | 13% | 13% | 12% | 13% | 19% | 14% | 11% | 14% | 17% | 2% | 16% | 26% | 16% | 16% | 12% | 13% | 26% | 13% | 14% | 12% | 18% | 14% | 3% | 26% | 16% | 14% | 9% | 15% |
| Definitely the Democratic candidate | 21% | 28% | 21% | 21% | 13% | 19% | 15% | 23% | 27% | 14% | 19% | 20% | 30% | 1% | 15% | 45% | 23% | 20% | 19% | 19% | 27% | 24% | 20% | 17% | 26% | 8% | 2% | 40% | 24% | 17% | 24% | 20% |
| Unsure | 12% | 13% | 13% | 12% | 11% | 11% | 12% | 13% | 12% | 12% | 11% | 16% | 3% | 21% | 15% | 13% | 10% | 10% | 11% | 18% | 15% | 11% | 11% | 13% | 19% | 4% | 17% | 12% | 13% | 13% | 11% | |

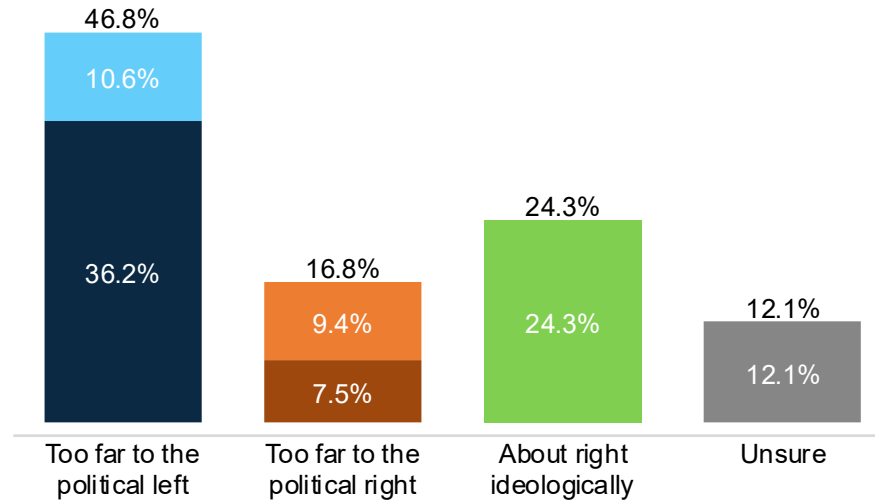
If a Democratic candidate for Congress opposed efforts to identify, arrest, and deport illegal immigrants who have been convicted of crimes in the United States, and the Republican candidate supported efforts to deport criminal illegals, who would you vote for in the upcoming midterm election?

Percent Change: Generic Ballot to Generic Ballot - Criminal Illegals Deportation



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-------------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republican candidate | 10% | 10% | 12% | 11% | 8% | 11% | 8% | 10% | 12% | 8% | 9% | 11% | 9% | 1% | 23% | 12% | 9% | 12% | 12% | 9% | 14% | 11% | 7% | 10% | 11% | 24% | 6% | 14% | 9% | 14% | 12% | 9% |
| Democratic candidate | -13% | -14% | -17% | -10% | -11% | -12% | -9% | -13% | -19% | -11% | -9% | -14% | -16% | 0% | -17% | -25% | -14% | -12% | -13% | -13% | -22% | -14% | -9% | -13% | -14% | -7% | 0% | -26% | -12% | -15% | -15% | -13% |
| Definitely the Republican candidate | 7% | 4% | 5% | 9% | 10% | 10% | 9% | 6% | 3% | 9% | 10% | 6% | 5% | 5% | 17% | 3% | 5% | 9% | 8% | 8% | 3% | 5% | 9% | 8% | 5% | 33% | 10% | 3% | 5% | 8% | 10% | 7% |
| Probably the Republican candidate | 3% | 6% | 6% | 2% | -2% | 1% | -1% | 3% | 9% | -1% | -1% | 5% | 4% | -4% | 6% | 9% | 4% | 3% | 3% | 2% | 10% | 6% | -2% | 2% | 5% | -10% | -5% | 11% | 4% | 6% | 2% | 2% |
| Probably the Democratic candidate | 7% | 6% | 9% | 2% | 10% | 6% | 6% | 5% | 10% | 5% | 7% | 8% | 5% | 0% | 4% | 15% | 8% | 9% | 4% | 6% | 14% | 5% | 5% | 6% | 8% | -15% | 0% | 15% | 2% | 6% | 0% | 10% |
| Definitely the Democratic candidate | -20% | -20% | -26% | -12% | -21% | -19% | -15% | -18% | -29% | -16% | -16% | -22% | -21% | 0% | -20% | -40% | -21% | -21% | -17% | -19% | -36% | -19% | -15% | -19% | -22% | 8% | 0% | -40% | -14% | -22% | -15% | -23% |
| Unsure | 3% | 4% | 6% | -1% | 4% | 2% | 1% | 3% | 6% | 3% | 0% | 3% | 7% | -1% | -6% | 13% | 5% | 0% | 1% | 4% | 8% | 3% | 2% | 3% | 4% | -17% | -5% | 12% | 2% | 1% | 2% | 4% |

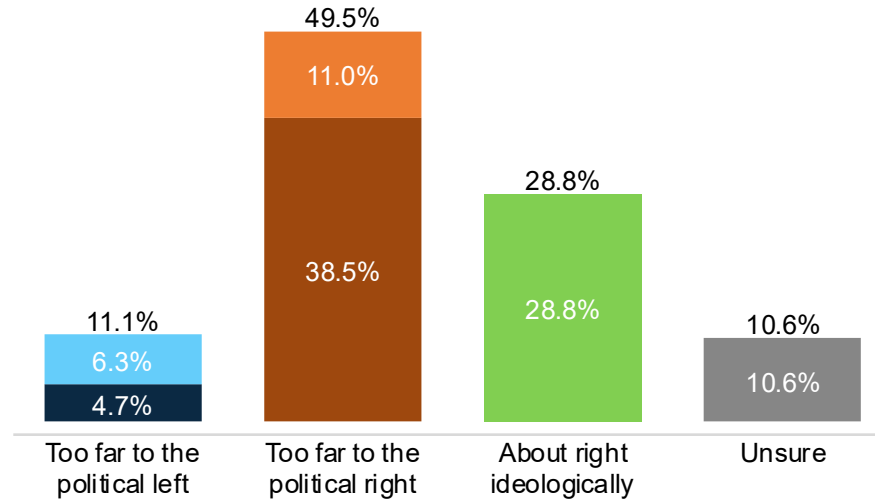
Democratic Party Ideological Direction



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Too far to the political left Total | 47% | 34% | 42% | 51% | 62% | 56% | 56% | 40% | 37% | 52% | 54% | 49% | 32% | 75% | 50% | 18% | 38% | 50% | 58% | 50% | 23% | 49% | 49% | 55% | 36% | 47% | 74% | 21% | 40% | 43% | 51% | 49% |
| Too far to the political right Total | 17% | 23% | 12% | 22% | 11% | 15% | 18% | 17% | 18% | 14% | 12% | 16% | 25% | 11% | 16% | 23% | 19% | 18% | 14% | 17% | 19% | 17% | 18% | 14% | 20% | 17% | 11% | 23% | 27% | 20% | 16% | 13% |
| Much too far to the political left | 36% | 21% | 34% | 41% | 50% | 45% | 47% | 30% | 25% | 45% | 44% | 38% | 21% | 70% | 34% | 5% | 28% | 40% | 45% | 40% | 9% | 37% | 37% | 45% | 26% | 33% | 69% | 5% | 26% | 35% | 42% | 39% |
| Somewhat too far to the political left | 11% | 13% | 9% | 9% | 11% | 12% | 9% | 10% | 12% | 7% | 10% | 12% | 11% | 5% | 16% | 13% | 10% | 11% | 13% | 10% | 14% | 13% | 12% | 11% | 10% | 14% | 5% | 16% | 14% | 8% | 9% | 11% |
| About right ideologically | 24% | 26% | 31% | 19% | 20% | 22% | 17% | 24% | 34% | 20% | 20% | 24% | 30% | 6% | 18% | 47% | 26% | 25% | 20% | 22% | 41% | 22% | 22% | 21% | 28% | 16% | 5% | 44% | 21% | 20% | 22% | 27% |
| Somewhat too far to the political right | 9% | 14% | 6% | 12% | 5% | 9% | 8% | 9% | 11% | 10% | 5% | 8% | 16% | 4% | 9% | 15% | 10% | 9% | 10% | 9% | 14% | 9% | 12% | 8% | 12% | 11% | 4% | 15% | 18% | 9% | 7% | 7% |
| Much too far to the political right | 7% | 9% | 6% | 10% | 5% | 6% | 9% | 8% | 6% | 4% | 7% | 8% | 9% | 7% | 7% | 8% | 9% | 9% | 5% | 8% | 5% | 8% | 6% | 7% | 9% | 6% | 7% | 8% | 9% | 11% | 8% | 6% |
| Unsure | 12% | 16% | 15% | 9% | 7% | 6% | 9% | 19% | 12% | 13% | 15% | 11% | 13% | 8% | 16% | 12% | 17% | 7% | 7% | 10% | 18% | 11% | 11% | 9% | 16% | 20% | 10% | 13% | 13% | 17% | 12% | 10% |

Thinking about the Democratic Party's current ideology, would you say the Democratic Party today is...

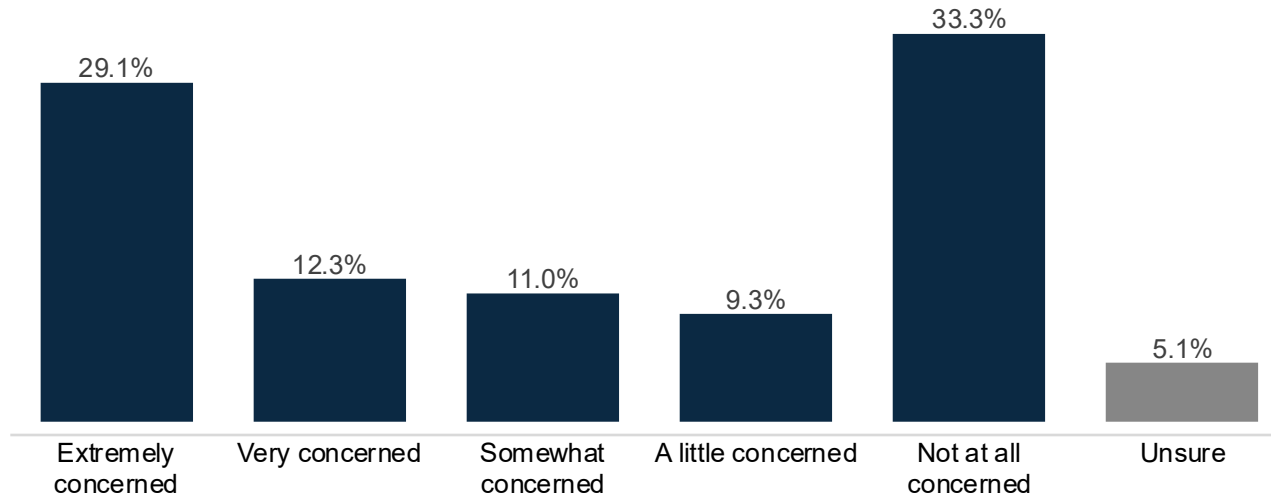
Republican Party Ideological Direction



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Too far to the political left Total | 11% | 12% | 8% | 14% | 12% | 11% | 14% | 11% | 9% | 14% | 12% | 10% | 11% | 12% | 11% | 11% | 12% | 11% | 10% | 10% | 16% | 9% | 14% | 10% | 13% | 11% | 13% | 9% | 14% | 10% | 12% | 10% |
| Too far to the political right Total | 49% | 54% | 47% | 52% | 45% | 55% | 43% | 42% | 61% | 38% | 42% | 49% | 63% | 21% | 58% | 73% | 46% | 54% | 52% | 49% | 50% | 56% | 48% | 48% | 52% | 47% | 21% | 77% | 46% | 46% | 49% | 52% |
| Much too far to the political left | 5% | 6% | 5% | 4% | 4% | 3% | 5% | 7% | 4% | 6% | 5% | 4% | 5% | 3% | 4% | 7% | 7% | 4% | 3% | 3% | 11% | 5% | 6% | 4% | 6% | 3% | 3% | 6% | 7% | 6% | 5% | 4% |
| Somewhat too far to the political left | 6% | 5% | 3% | 10% | 7% | 8% | 9% | 4% | 5% | 8% | 6% | 6% | 6% | 9% | 6% | 3% | 6% | 7% | 7% | 7% | 6% | 4% | 8% | 6% | 7% | 8% | 10% | 3% | 7% | 4% | 7% | 7% |
| About right ideologically | 29% | 20% | 33% | 25% | 38% | 30% | 33% | 31% | 21% | 37% | 34% | 31% | 15% | 60% | 17% | 5% | 26% | 28% | 33% | 32% | 14% | 24% | 28% | 35% | 20% | 22% | 57% | 5% | 27% | 30% | 30% | 29% |
| Somewhat too far to the political right | 11% | 12% | 8% | 13% | 11% | 11% | 13% | 11% | 9% | 10% | 10% | 11% | 13% | 14% | 12% | 7% | 11% | 11% | 12% | 11% | 13% | 11% | 14% | 12% | 9% | 19% | 13% | 8% | 12% | 12% | 10% | 11% |
| Much too far to the political right | 39% | 42% | 39% | 39% | 34% | 44% | 31% | 31% | 52% | 28% | 32% | 38% | 50% | 7% | 46% | 66% | 35% | 42% | 40% | 39% | 37% | 45% | 33% | 36% | 42% | 28% | 7% | 69% | 35% | 33% | 39% | 42% |
| Unsure | 11% | 15% | 12% | 10% | 5% | 5% | 9% | 17% | 9% | 12% | 13% | 9% | 12% | 7% | 14% | 11% | 16% | 7% | 5% | 8% | 20% | 11% | 10% | 7% | 15% | 19% | 10% | 9% | 13% | 14% | 9% | 9% |

Thinking about the Republican Party's current ideology, would you say the Republican Party today is...

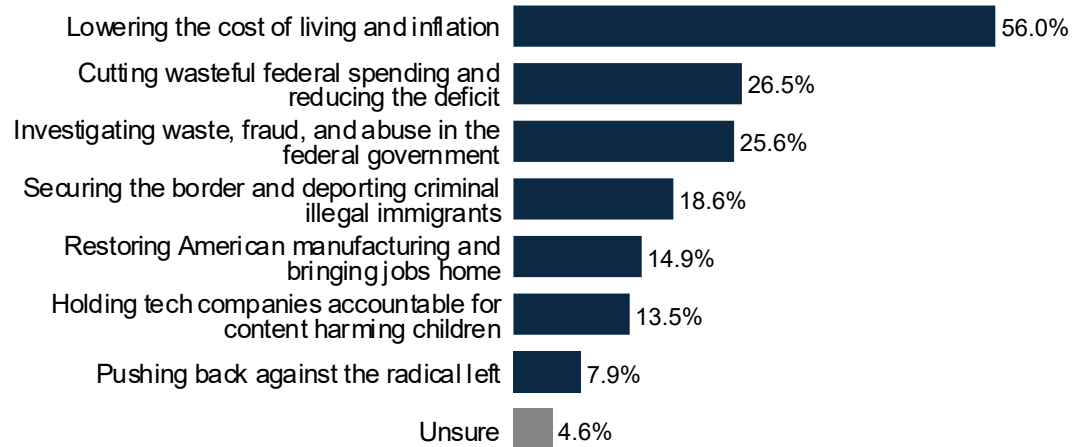
Socialism in Democratic Party



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Extremely concerned | 29% | 18% | 28% | 28% | 44% | 33% | 38% | 24% | 22% | 34% | 36% | 29% | 20% | 59% | 21% | 4% | 23% | 30% | 37% | 32% | 9% | 31% | 27% | 36% | 20% | 21% | 57% | 3% | 24% | 27% | 29% | 32% |
| Very concerned | 12% | 11% | 11% | 16% | 12% | 12% | 16% | 14% | 8% | 14% | 10% | 13% | 12% | 19% | 10% | 8% | 13% | 12% | 12% | 12% | 16% | 10% | 17% | 14% | 10% | 17% | 18% | 7% | 16% | 15% | 12% | 10% |
| Somewhat concerned | 11% | 14% | 10% | 12% | 9% | 11% | 9% | 13% | 10% | 11% | 11% | 12% | 9% | 11% | 11% | 12% | 13% | 10% | 11% | 10% | 15% | 12% | 14% | 9% | 13% | 19% | 11% | 10% | 12% | 16% | 11% | 9% |
| A little concerned | 9% | 11% | 10% | 10% | 5% | 8% | 8% | 10% | 12% | 12% | 6% | 9% | 10% | 6% | 10% | 12% | 11% | 9% | 8% | 8% | 16% | 9% | 11% | 9% | 10% | 13% | 6% | 13% | 11% | 12% | 6% | 9% |
| Not at all concerned | 33% | 38% | 36% | 30% | 29% | 34% | 25% | 29% | 46% | 23% | 29% | 33% | 42% | 3% | 41% | 59% | 33% | 36% | 30% | 33% | 33% | 35% | 27% | 28% | 40% | 21% | 4% | 62% | 32% | 25% | 36% | 35% |
| Unsure | 5% | 8% | 6% | 5% | 2% | 3% | 3% | 11% | 2% | 6% | 8% | 4% | 6% | 3% | 7% | 4% | 7% | 3% | 2% | 4% | 11% | 4% | 4% | 4% | 7% | 9% | 4% | 5% | 5% | 5% | 5% | 5% |

Some prominent Democratic elected officials, including New York City Mayor Zohran Mamdani and Senator Bernie Sanders, identify themselves as democratic socialists. How concerned are you about the influence of socialism within the Democratic Party?

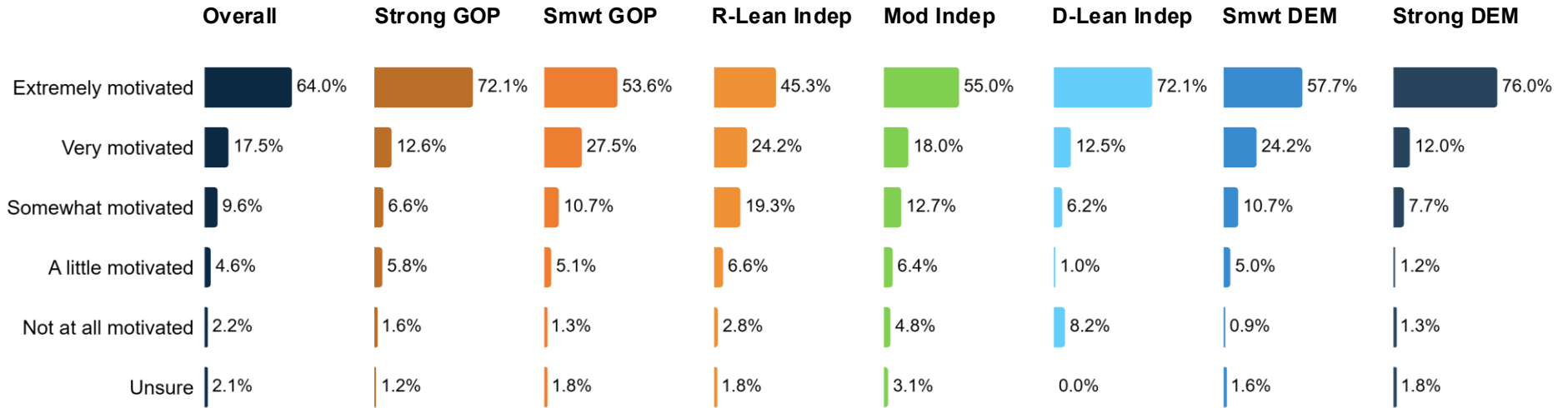
Republican Party Voter Priorities



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Lowering the cost of living and inflation | 56% | 63% | 60% | 49% | 50% | 51% | 50% | 57% | 66% | 49% | 51% | 57% | 61% | 40% | 65% | 67% | 55% | 57% | 58% | 57% | 55% | 56% | 56% | 54% | 59% | 56% | 40% | 72% | 51% | 57% | 61% | 56% |
| Cutting wasteful federal spending and reducing the deficit | 27% | 25% | 24% | 28% | 30% | 32% | 28% | 20% | 29% | 19% | 28% | 29% | 25% | 24% | 30% | 27% | 23% | 27% | 31% | 27% | 23% | 30% | 27% | 27% | 26% | 27% | 25% | 27% | 21% | 29% | 27% | 28% |
| Investigating waste, fraud, and abuse in the federal government | 26% | 26% | 24% | 25% | 27% | 23% | 28% | 23% | 27% | 31% | 31% | 23% | 25% | 30% | 27% | 20% | 24% | 29% | 24% | 24% | 22% | 31% | 25% | 26% | 25% | 26% | 31% | 20% | 27% | 28% | 24% | 25% |
| Securing the border and deporting criminal illegal immigrants | 19% | 12% | 19% | 19% | 25% | 23% | 21% | 21% | 10% | 21% | 20% | 20% | 14% | 36% | 13% | 5% | 18% | 19% | 18% | 20% | 10% | 19% | 21% | 21% | 15% | 17% | 35% | 4% | 21% | 17% | 20% | 18% |
| Restoring American manufacturing and bringing jobs home | 15% | 16% | 14% | 14% | 15% | 12% | 17% | 16% | 14% | 19% | 16% | 13% | 16% | 18% | 13% | 13% | 15% | 15% | 14% | 14% | 22% | 10% | 17% | 15% | 15% | 16% | 18% | 12% | 12% | 18% | 14% | 14% |
| Holding tech companies accountable for content harming children | 14% | 19% | 11% | 18% | 6% | 12% | 11% | 12% | 18% | 9% | 12% | 13% | 19% | 7% | 15% | 19% | 13% | 14% | 14% | 12% | 18% | 16% | 18% | 14% | 13% | 13% | 8% | 20% | 19% | 17% | 12% | 11% |
| Pushing back against the radical left | 8% | 7% | 8% | 8% | 9% | 7% | 10% | 8% | 6% | 11% | 7% | 8% | 7% | 14% | 5% | 3% | 8% | 6% | 10% | 9% | 6% | 6% | 7% | 9% | 7% | 7% | 13% | 3% | 5% | 8% | 5% | 9% |
| Unsure | 5% | 5% | 5% | 7% | 2% | 5% | 4% | 7% | 2% | 6% | 5% | 4% | 5% | 3% | 4% | 6% | 7% | 3% | 1% | 4% | 8% | 5% | 3% | 3% | 7% | 5% | 3% | 5% | 6% | 2% | 5% | 4% |

Which of the following do you most want Republicans in Congress to prioritize between now and the November election? Select up to two.

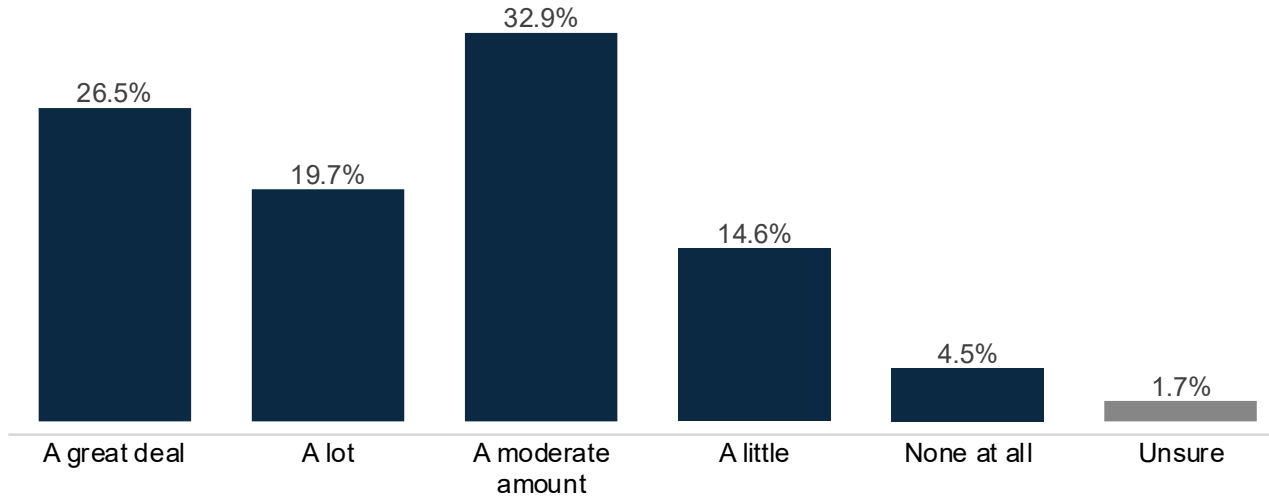
Midterm Turnout Motivation



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Extremely motivated | 64% | 57% | 72% | 51% | 75% | 65% | 61% | 60% | 70% | 66% | 65% | 65% | 59% | 65% | 56% | 69% | 56% | 67% | 72% | 66% | 52% | 64% | 56% | 69% | 58% | 38% | 61% | 70% | 51% | 46% | 56% | 75% |
| Very motivated | 18% | 15% | 18% | 22% | 16% | 20% | 18% | 17% | 16% | 14% | 19% | 16% | 21% | 19% | 18% | 17% | 20% | 16% | 16% | 17% | 21% | 18% | 21% | 17% | 18% | 25% | 18% | 17% | 18% | 25% | 22% | 15% |
| Somewhat motivated | 10% | 14% | 6% | 13% | 5% | 7% | 10% | 11% | 9% | 9% | 9% | 9% | 11% | 8% | 13% | 9% | 13% | 10% | 6% | 9% | 13% | 10% | 13% | 8% | 12% | 18% | 11% | 7% | 17% | 16% | 11% | 5% |
| A little motivated | 5% | 7% | 1% | 8% | 3% | 4% | 6% | 5% | 3% | 4% | 4% | 6% | 3% | 6% | 5% | 3% | 5% | 4% | 5% | 4% | 4% | 6% | 4% | 4% | 6% | 10% | 5% | 3% | 7% | 8% | 5% | 3% |
| Not at all motivated | 2% | 3% | 1% | 4% | 1% | 2% | 3% | 2% | 1% | 3% | 1% | 2% | 4% | 1% | 5% | 1% | 3% | 3% | 1% | 2% | 4% | 2% | 3% | 2% | 3% | 4% | 2% | 2% | 3% | 5% | 3% | 1% |
| Unsure | 2% | 4% | 2% | 2% | 1% | 1% | 1% | 4% | 1% | 4% | 2% | 1% | 2% | 1% | 2% | 2% | 4% | 0% | 0% | 2% | 5% | 1% | 2% | 1% | 3% | 5% | 2% | 1% | 4% | 0% | 3% | 1% |

How motivated are you to vote in the November midterm elections?

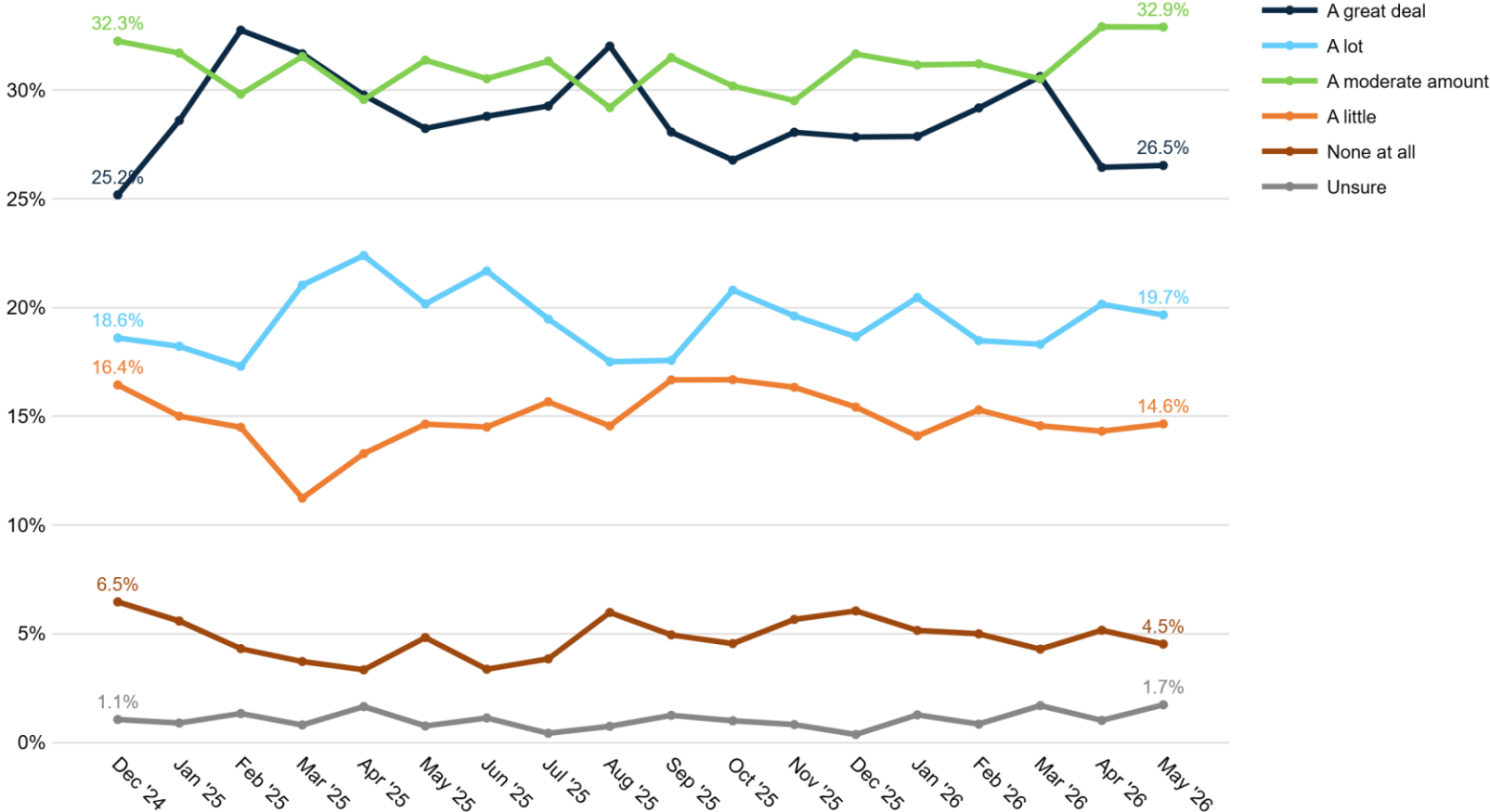
News Attention



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| A great deal | 27% | 21% | 29% | 23% | 33% | 31% | 25% | 23% | 28% | 31% | 23% | 25% | 31% | 25% | 24% | 30% | 24% | 26% | 32% | 27% | 19% | 29% | 20% | 26% | 27% | 15% | 24% | 30% | 27% | 19% | 22% | 30% |
| A lot | 20% | 20% | 18% | 23% | 18% | 22% | 19% | 16% | 23% | 16% | 17% | 21% | 21% | 19% | 15% | 25% | 16% | 21% | 22% | 20% | 19% | 18% | 24% | 22% | 17% | 15% | 18% | 22% | 15% | 20% | 19% | 22% |
| A moderate amount | 33% | 36% | 32% | 32% | 31% | 30% | 33% | 36% | 32% | 29% | 32% | 34% | 33% | 34% | 34% | 31% | 36% | 32% | 30% | 32% | 39% | 38% | 35% | 32% | 34% | 37% | 34% | 32% | 35% | 35% | 36% | 31% |
| A little | 15% | 16% | 15% | 16% | 12% | 13% | 15% | 16% | 15% | 15% | 20% | 15% | 10% | 17% | 20% | 9% | 15% | 17% | 12% | 16% | 11% | 9% | 15% | 15% | 14% | 23% | 19% | 10% | 16% | 17% | 17% | 13% |
| None at all | 5% | 4% | 4% | 4% | 6% | 3% | 6% | 5% | 3% | 5% | 6% | 5% | 3% | 5% | 5% | 4% | 5% | 5% | 3% | 4% | 5% | 4% | 5% | 4% | 5% | 6% | 5% | 4% | 5% | 8% | 5% | 3% |
| Unsure | 2% | 3% | 1% | 3% | 0% | 1% | 2% | 3% | 1% | 3% | 2% | 1% | 2% | 1% | 3% | 1% | 3% | 0% | 1% | 1% | 6% | 1% | 1% | 1% | 3% | 4% | 1% | 1% | 2% | 1% | 3% | 1% |

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

Trend: News Attention

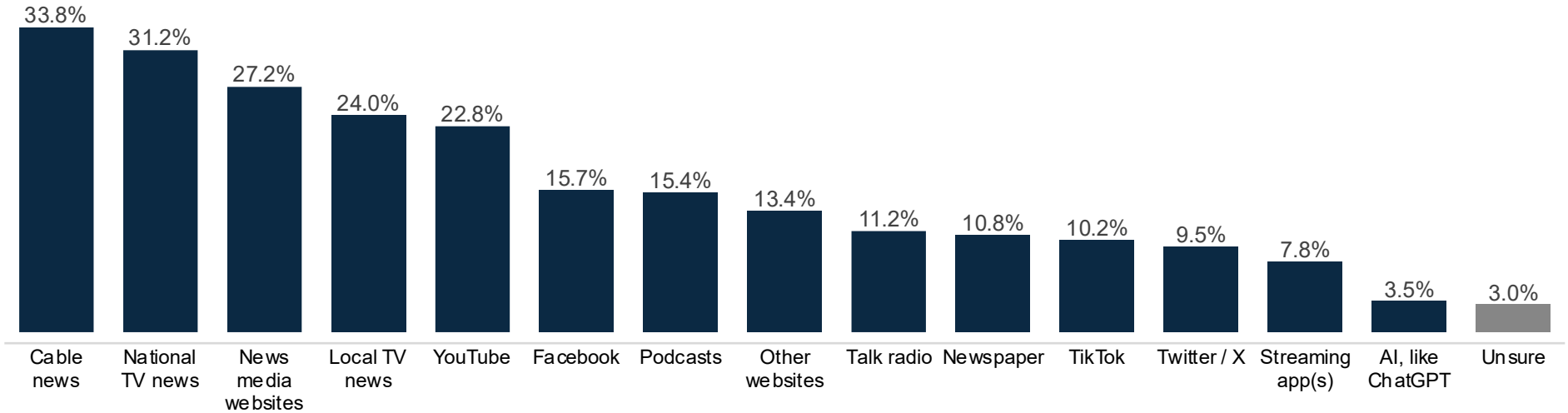


Percent Change: News Attention (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 | |
|-------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|----|
| A great deal | 0% | 2% | 1% | -4% | 1% | -2% | 0% | 2% | 1% | 11% | -1% | -5% | 8% | 1% | -1% | 1% | 2% | -1% | 0% | -1% | -9% | 10% | -6% | -1% | 2% | 0% | 0% | 0% | 0% | 5% | -4% | 0% | 0% |
| A lot | 0% | 4% | -4% | 1% | -3% | -3% | 0% | -3% | 3% | -4% | -2% | 0% | 1% | 0% | -2% | 1% | -3% | -3% | 2% | -2% | 5% | -1% | 3% | 1% | -1% | -3% | -2% | 1% | -3% | 1% | -4% | 1% | |
| A moderate amount | 0% | -4% | 1% | 0% | 3% | 2% | 1% | 1% | -4% | 0% | -4% | 2% | -3% | 2% | -5% | -1% | 1% | 2% | -2% | 1% | 1% | 4% | 0% | -1% | 0% | -4% | 0% | 0% | 0% | -3% | 2% | 0% | |
| A little | 0% | -2% | 1% | 4% | -1% | 4% | 0% | -1% | -1% | -5% | 5% | 2% | -4% | -1% | 7% | -2% | 0% | 0% | 1% | 1% | 0% | -7% | 2% | 3% | -3% | 5% | 4% | -2% | 2% | 2% | 2% | -1% | |
| None at all | -1% | -1% | 0% | -3% | 1% | -1% | -1% | -1% | 0% | -5% | 0% | 1% | -2% | -2% | 1% | 1% | -1% | 1% | -2% | 0% | -1% | -4% | 0% | -1% | 0% | 0% | -2% | 1% | -3% | 3% | -3% | 0% | |
| Unsure | 1% | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 2% | 2% | 0% | 0% | 0% | 1% | 1% | 2% | 0% | 1% | 1% | 4% | -1% | 1% | 0% | 1% | 2% | 0% | 0% | 0% | 0% | 1% | 3% | 0% |

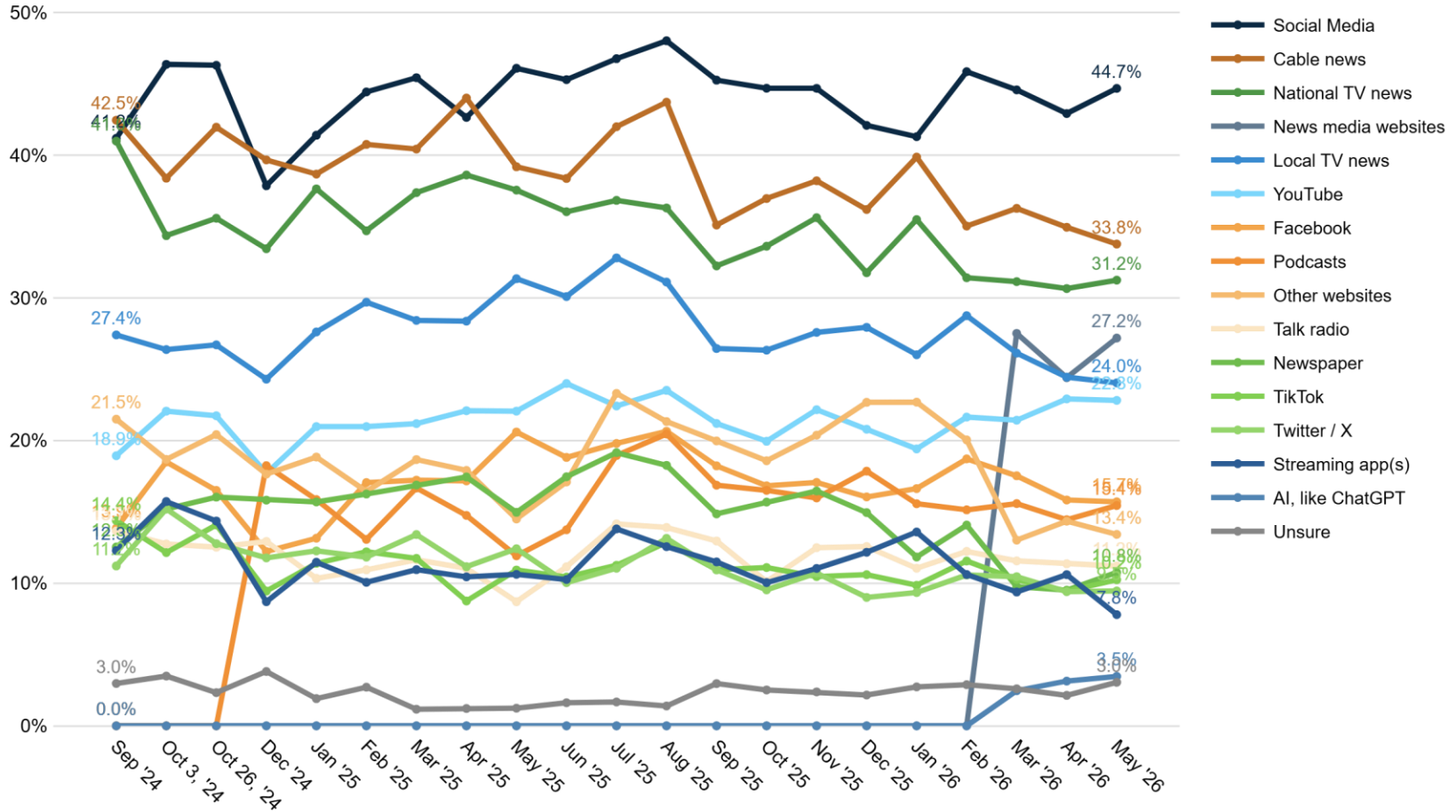
News Source



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Social Media | 45% | 58% | 31% | 62% | 30% | 43% | 47% | 48% | 39% | 42% | 38% | 44% | 52% | 45% | 47% | 43% | 48% | 45% | 42% | 43% | 48% | 52% | 58% | 41% | 50% | 48% | 47% | 42% | 54% | 53% | 52% | 38% |
| Cable news | 34% | 24% | 40% | 24% | 46% | 31% | 39% | 32% | 33% | 35% | 34% | 35% | 30% | 43% | 27% | 30% | 33% | 31% | 37% | 35% | 31% | 33% | 30% | 39% | 28% | 25% | 40% | 30% | 20% | 36% | 31% | 38% |
| National TV news | 31% | 26% | 42% | 20% | 35% | 31% | 25% | 32% | 36% | 29% | 28% | 32% | 34% | 21% | 32% | 41% | 31% | 34% | 29% | 31% | 42% | 30% | 22% | 30% | 32% | 31% | 21% | 43% | 21% | 31% | 29% | 36% |
| News media websites | 27% | 31% | 27% | 22% | 27% | 31% | 20% | 24% | 35% | 27% | 27% | 26% | 30% | 20% | 32% | 32% | 25% | 27% | 30% | 28% | 21% | 26% | 29% | 27% | 27% | 24% | 21% | 33% | 25% | 24% | 28% | 29% |
| Local TV news | 24% | 21% | 36% | 12% | 25% | 16% | 21% | 31% | 26% | 27% | 24% | 25% | 20% | 25% | 26% | 23% | 25% | 23% | 23% | 25% | 22% | 25% | 17% | 26% | 22% | 27% | 24% | 25% | 17% | 22% | 20% | 28% |
| YouTube | 23% | 24% | 15% | 37% | 17% | 23% | 29% | 22% | 16% | 23% | 18% | 21% | 31% | 21% | 24% | 24% | 25% | 22% | 20% | 22% | 27% | 27% | 26% | 19% | 27% | 23% | 22% | 23% | 28% | 25% | 27% | 19% |
| Facebook | 16% | 23% | 13% | 15% | 12% | 11% | 16% | 21% | 14% | 20% | 16% | 14% | 16% | 19% | 14% | 14% | 20% | 14% | 14% | 17% | 17% | 15% | 22% | 14% | 18% | 18% | 19% | 13% | 20% | 21% | 13% | 14% |
| Podcasts | 15% | 17% | 11% | 23% | 12% | 19% | 16% | 13% | 15% | 18% | 14% | 16% | 13% | 15% | 18% | 14% | 12% | 18% | 18% | 16% | 12% | 14% | 21% | 16% | 15% | 15% | 16% | 15% | 20% | 11% | 15% | 15% |
| Other websites | 13% | 14% | 9% | 18% | 14% | 17% | 15% | 9% | 14% | 10% | 16% | 14% | 12% | 12% | 16% | 13% | 11% | 16% | 15% | 13% | 7% | 17% | 13% | 13% | 14% | 13% | 14% | 12% | 14% | 14% | 14% | |
| Talk radio | 11% | 7% | 10% | 13% | 16% | 13% | 15% | 8% | 8% | 15% | 10% | 12% | 9% | 17% | 11% | 5% | 8% | 13% | 13% | 11% | 8% | 12% | 12% | 13% | 8% | 12% | 18% | 6% | 10% | 6% | 13% | 13% |
| Newspaper | 11% | 10% | 14% | 4% | 14% | 9% | 10% | 9% | 16% | 11% | 7% | 10% | 15% | 6% | 10% | 16% | 10% | 12% | 12% | 11% | 11% | 12% | 7% | 11% | 10% | 8% | 6% | 16% | 5% | 11% | 8% | 13% |
| TikTok | 10% | 23% | 5% | 11% | 1% | 7% | 6% | 14% | 13% | 8% | 9% | 10% | 14% | 8% | 12% | 12% | 12% | 11% | 7% | 8% | 17% | 16% | 15% | 8% | 13% | 14% | 7% | 12% | 17% | 16% | 15% | 5% |
| Twitter / X | 9% | 10% | 3% | 22% | 4% | 13% | 13% | 5% | 7% | 6% | 7% | 11% | 11% | 13% | 11% | 6% | 6% | 10% | 15% | 9% | 9% | 12% | 16% | 10% | 9% | 11% | 14% | 6% | 9% | 11% | 11% | 9% |
| Streaming app(s) | 8% | 10% | 9% | 6% | 5% | 8% | 4% | 11% | 8% | 7% | 9% | 8% | 7% | 8% | 8% | 8% | 10% | 8% | 5% | 8% | 9% | 7% | 11% | 7% | 9% | 12% | 9% | 7% | 10% | 5% | 9% | 7% |
| AI, like ChatGPT | 3% | 4% | 1% | 7% | 2% | 6% | 3% | 2% | 3% | 3% | 1% | 3% | 5% | 4% | 3% | 4% | 3% | 4% | 3% | 3% | 8% | 2% | 7% | 3% | 4% | 5% | 3% | 3% | 7% | 3% | 4% | 2% |
| Unsure | 3% | 3% | 2% | 5% | 3% | 4% | 3% | 3% | 1% | 5% | 3% | 3% | 2% | 3% | 4% | 2% | 3% | 2% | 2% | 3% | 4% | 3% | 3% | 3% | 3% | 5% | 3% | 2% | 3% | 3% | 4% | 2% |

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

Trend: News Source

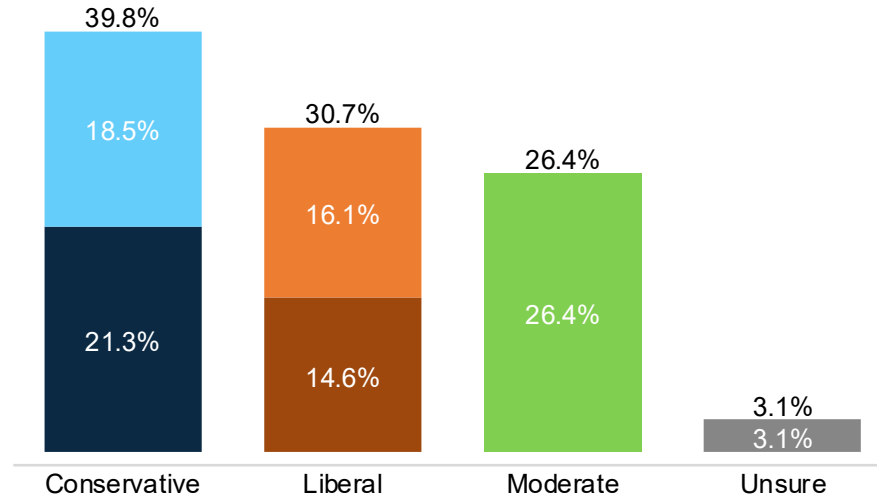


Percent Change: News Source (Apr '26 to May '26)



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Social Media | 2% | 1% | 5% | 3% | -2% | 4% | -4% | 3% | 3% | -1% | -4% | 3% | 5% | 3% | 3% | 0% | -3% | 6% | 6% | 5% | -8% | 0% | 4% | 2% | 1% | 3% | 3% | 0% | -7% | 1% | 6% | 3% |
| Cable news | -1% | 3% | -5% | 0% | -2% | -6% | 4% | 0% | -2% | 1% | -4% | -2% | 2% | 0% | -4% | 0% | 3% | -8% | 0% | -3% | 1% | 6% | 3% | -1% | -2% | -3% | -2% | 0% | -3% | 5% | -2% | -2% |
| National TV news | 1% | -2% | -1% | 3% | 3% | 6% | 1% | -1% | -1% | 0% | -2% | 0% | 5% | -1% | 4% | 0% | 0% | 1% | 0% | 0% | 4% | 2% | -1% | 0% | 1% | 3% | 0% | 2% | -5% | 0% | 6% | 2% |
| News media websites | 3% | 3% | 2% | -3% | 8% | 2% | 4% | 0% | 6% | 4% | 3% | 0% | 8% | 1% | 6% | 2% | 4% | 3% | 1% | 3% | -2% | 1% | 3% | 4% | 2% | 0% | 4% | 3% | 2% | 2% | 2% | 3% |
| Local TV news | 0% | 5% | 3% | -6% | -4% | -5% | -6% | 0% | 8% | 3% | 0% | -1% | -1% | 1% | 4% | -5% | -2% | -1% | 3% | 0% | -9% | 4% | 0% | 2% | -4% | -1% | 1% | -2% | -1% | -4% | -3% | 2% |
| YouTube | 0% | -4% | 3% | 2% | -1% | 2% | -2% | -2% | 1% | 2% | -4% | -2% | 6% | -1% | 0% | 1% | -4% | 2% | 4% | 2% | -9% | -3% | -2% | 1% | -1% | 0% | -2% | 0% | -7% | -1% | 2% | 1% |
| Facebook | 0% | -1% | 1% | -3% | 2% | -2% | 1% | -1% | 1% | 1% | -1% | 1% | -3% | 4% | -1% | -4% | -2% | 0% | 3% | 2% | -9% | -2% | -3% | 0% | 0% | -1% | 5% | -4% | -1% | -2% | 2% | 0% |
| Podcasts | 1% | 0% | 1% | 6% | -3% | 4% | -2% | 2% | 0% | 4% | 0% | 1% | -1% | 0% | 1% | 2% | 1% | 3% | -1% | 0% | 3% | 1% | 3% | 0% | 3% | 2% | 0% | 1% | 8% | 0% | 3% | -1% |
| Other websites | -1% | -1% | 0% | 1% | -3% | -3% | 1% | 1% | -2% | -1% | 2% | 1% | -6% | 1% | -5% | 0% | 0% | 1% | -2% | 0% | 1% | -4% | -3% | -3% | 2% | 1% | 0% | -2% | 5% | 2% | -6% | -2% |
| Talk radio | 0% | -1% | -1% | 0% | 1% | -2% | 2% | 0% | -2% | 2% | 1% | -1% | -1% | 1% | 1% | -2% | -1% | -1% | -1% | 1% | 0% | -1% | 0% | -1% | 2% | 1% | -1% | 2% | 0% | 2% | -1% | |
| Newspaper | 1% | 4% | 4% | -3% | -1% | -6% | 2% | 4% | 4% | 5% | -2% | 0% | 4% | -1% | 2% | 3% | 4% | 2% | -2% | 0% | 4% | 7% | 1% | 1% | 2% | -1% | 0% | 3% | 0% | 0% | 2% | 2% |
| TikTok | 1% | 2% | 1% | 0% | 0% | 3% | -3% | 2% | 1% | -1% | 1% | 0% | 4% | 2% | 1% | 0% | -1% | 4% | 0% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | -6% | 5% | 4% | 0% |
| Twitter / X | 0% | 2% | -1% | 3% | -4% | -2% | 1% | 1% | 0% | -3% | 0% | 0% | 1% | 0% | 1% | 0% | -2% | 1% | 2% | 0% | 4% | 2% | 3% | 1% | 0% | 1% | -1% | 1% | -1% | 2% | -1% | 0% |
| Streaming app(s) | -3% | -3% | -2% | -4% | -2% | -1% | -5% | -1% | -4% | -6% | -1% | -3% | -1% | -2% | -3% | -3% | -1% | -3% | -6% | -3% | -5% | -2% | -1% | -4% | -1% | -2% | -2% | -5% | -2% | -5% | -2% | -3% |
| AI, like ChatGPT | 0% | 0% | 1% | 0% | 1% | 0% | 1% | -1% | 1% | 1% | -1% | 0% | 1% | 1% | -2% | 1% | 0% | 1% | 0% | 0% | 5% | -3% | 1% | 1% | 0% | -1% | 0% | 1% | 2% | -3% | 2% | 0% |
| Unsure | 1% | 0% | 0% | 2% | 1% | 2% | 2% | 1% | -1% | 3% | 1% | 1% | -1% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 3% | 0% | 0% | 1% | 2% | 0% | 1% | 1% | 2% | 0% | 0% | |

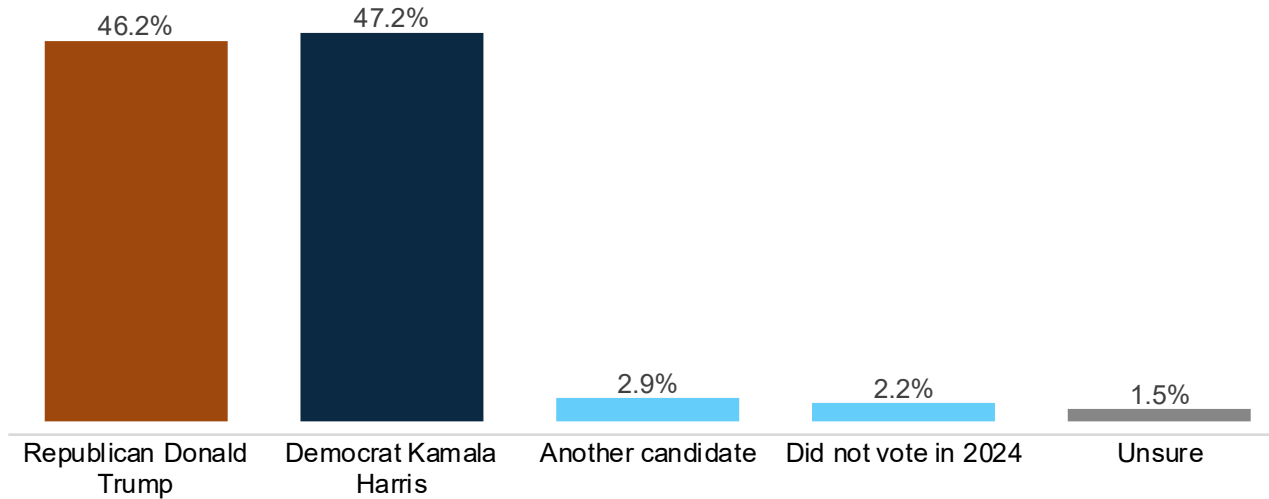
Ideology



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Conservative | 40% | 26% | 39% | 43% | 52% | 45% | 50% | 36% | 28% | 49% | 44% | 41% | 29% | 80% | 26% | 9% | 37% | 39% | 44% | 43% | 20% | 37% | 38% | 47% | 30% | 37% | 74% | 8% | 36% | 39% | 36% | 42% |
| Liberal | 31% | 40% | 32% | 30% | 19% | 31% | 19% | 30% | 43% | 19% | 24% | 32% | 39% | 3% | 26% | 61% | 32% | 33% | 26% | 31% | 32% | 31% | 26% | 25% | 38% | 15% | 4% | 58% | 33% | 29% | 33% | 30% |
| Very conservative | 21% | 13% | 21% | 21% | 31% | 25% | 27% | 21% | 12% | 31% | 24% | 21% | 15% | 48% | 7% | 4% | 22% | 20% | 22% | 24% | 11% | 19% | 20% | 26% | 16% | 9% | 42% | 3% | 20% | 21% | 16% | 24% |
| Somewhat conservative | 18% | 13% | 18% | 22% | 21% | 20% | 23% | 15% | 16% | 18% | 20% | 20% | 14% | 33% | 19% | 4% | 16% | 18% | 22% | 20% | 10% | 18% | 18% | 21% | 15% | 27% | 32% | 5% | 16% | 18% | 20% | 19% |
| Moderate | 26% | 29% | 25% | 24% | 27% | 22% | 28% | 27% | 27% | 29% | 27% | 25% | 29% | 15% | 44% | 28% | 27% | 26% | 28% | 23% | 41% | 29% | 33% | 25% | 28% | 42% | 19% | 31% | 27% | 27% | 28% | 25% |
| Somewhat liberal | 16% | 17% | 20% | 13% | 13% | 16% | 10% | 15% | 23% | 10% | 14% | 16% | 20% | 1% | 16% | 31% | 15% | 18% | 16% | 16% | 14% | 17% | 12% | 15% | 18% | 10% | 2% | 31% | 15% | 17% | 13% | 17% |
| Very liberal | 15% | 23% | 12% | 17% | 7% | 14% | 9% | 15% | 20% | 9% | 10% | 15% | 19% | 2% | 10% | 30% | 17% | 15% | 11% | 15% | 18% | 14% | 14% | 10% | 20% | 5% | 2% | 27% | 18% | 12% | 20% | 13% |
| Unsure | 3% | 5% | 3% | 2% | 2% | 2% | 2% | 6% | 2% | 4% | 5% | 3% | 2% | 2% | 4% | 2% | 4% | 1% | 1% | 2% | 7% | 4% | 2% | 2% | 4% | 6% | 3% | 2% | 3% | 5% | 3% | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|-------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|----------|--------|--------|--------|
| Republican Donald Trump | 46% | 35% | 44% | 52% | 56% | 48% | 59% | 46% | 32% | 57% | 54% | 48% | 30% | 95% | 36% | 4% | 42% | 47% | 51% | 52% | 14% | 45% | 53% | 55% | 35% | 50% | 43% | 50% | 47% | 46% |
| Democrat Kamala Harris | 47% | 57% | 52% | 39% | 39% | 43% | 35% | 46% | 64% | 36% | 37% | 47% | 61% | 3% | 48% | 92% | 50% | 48% | 43% | 43% | 80% | 47% | 41% | 40% | 56% | 33% | 43% | 44% | 45% | 50% |
| Another candidate | 3% | 2% | 1% | 4% | 4% | 6% | 3% | 1% | 2% | 3% | 3% | 2% | 4% | 1% | 9% | 1% | 2% | 2% | 5% | 3% | 1% | 2% | 4% | 3% | 3% | 8% | 3% | 3% | 4% | 3% |
| Did not vote in 2024 | 2% | 4% | 2% | 3% | 0% | 1% | 2% | 4% | 1% | 2% | 3% | 1% | 4% | 1% | 5% | 2% | 4% | 2% | 1% | 2% | 3% | 4% | 3% | 1% | 4% | 4% | 9% | 2% | 2% | 0% |
| Unsure | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 1% | 0% | 2% | 0% | 2% | 1% | 0% | 1% | 2% | 3% | 0% | 1% | 2% | 4% | 2% | 1% | 2% | 1% |

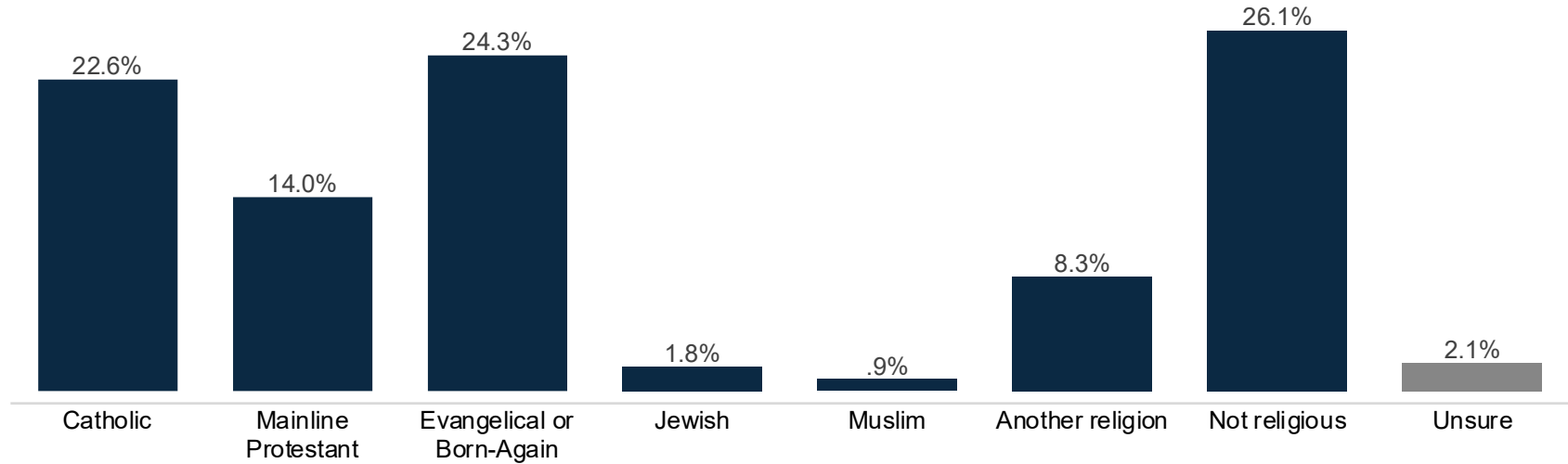
Thinking back, who did you vote for in the 2024 election for President?

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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|----------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Republican candidate | -4% | -3% | -4% | -7% | -1% | -2% | -5% | -4% | -3% | -4% | -6% | -4% | -2% | -1% | -10% | -2% | -3% | -5% | -4% | -4% | 2% | -7% | -4% | -5% | -3% | -14% | -14% | 2% | -5% | -8% | -6% | -2% |
| Democratic candidate | 1% | 2% | 1% | 4% | -1% | 2% | 1% | 3% | 0% | 3% | 2% | 1% | 1% | 0% | -1% | 3% | 2% | 0% | 0% | 2% | -5% | 4% | 2% | 1% | 2% | -4% | 5% | -8% | 9% | 2% | 3% | -2% |
| Unsure | 8% | 8% | 6% | 11% | 7% | 8% | 9% | 7% | 6% | 7% | 10% | 7% | 8% | 3% | 25% | 2% | 6% | 9% | 9% | 7% | 7% | 9% | 9% | 7% | 8% | 31% | 9% | 5% | 8% | 11% | 9% | 6% |

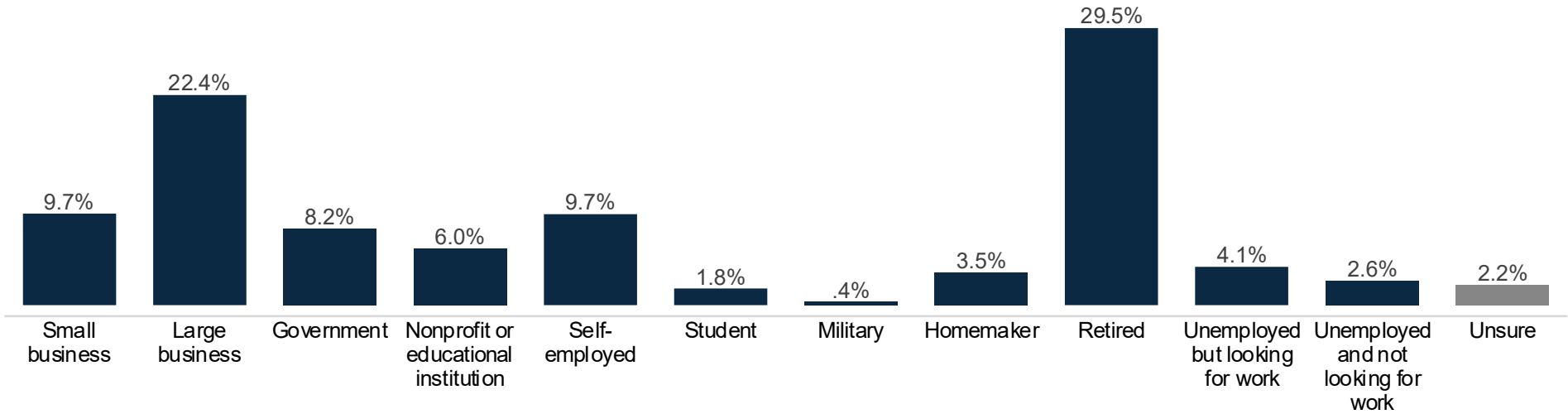
Religion



| | 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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Catholic | 23% | 20% | 23% | 19% | 27% | 28% | 20% | 20% | 23% | 19% | 18% | 25% | 23% | 24% | 20% | 23% | 19% | 24% | 26% | 21% | 7% | 48% | 21% | 24% | 21% | 25% | 26% | 20% | 19% | 21% | 20% | 25% |
| Mainline Protestant | 14% | 10% | 23% | 8% | 14% | 13% | 9% | 15% | 19% | 16% | 16% | 13% | 13% | 17% | 13% | 12% | 12% | 17% | 15% | 17% | 11% | 2% | 10% | 16% | 12% | 13% | 16% | 13% | 9% | 13% | 13% | 16% |
| Evangelical or Born-Again | 24% | 23% | 24% | 22% | 27% | 20% | 29% | 30% | 17% | 33% | 29% | 23% | 20% | 34% | 23% | 15% | 28% | 22% | 22% | 23% | 44% | 17% | 26% | 26% | 22% | 25% | 32% | 17% | 26% | 22% | 26% | 24% |
| Jewish | 2% | 2% | 1% | 3% | 1% | 3% | 1% | 0% | 4% | 0% | 0% | 2% | 4% | 2% | 1% | 2% | 1% | 1% | 4% | 2% | 0% | 4% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 3% | 2% | 2% |
| Muslim | 1% | 1% | 0% | 2% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 1% | |
| Another religion | 8% | 11% | 7% | 9% | 6% | 7% | 8% | 9% | 8% | 8% | 7% | 8% | 9% | 8% | 8% | 9% | 11% | 6% | 6% | 7% | 14% | 6% | 11% | 8% | 9% | 9% | 8% | 8% | 9% | 10% | 10% | 7% |
| Not religious | 26% | 30% | 19% | 34% | 23% | 27% | 29% | 22% | 26% | 20% | 24% | 27% | 29% | 12% | 32% | 37% | 26% | 27% | 25% | 29% | 20% | 21% | 25% | 22% | 32% | 21% | 14% | 38% | 31% | 26% | 28% | 24% |
| Unsure | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 3% | 4% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 1% | 4% | 2% | 2% | 3% | 2% | 2% | 2% | |

If you have one, what is your religious affiliation?

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 | 0-1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|--------------------------------------|---------|-------|-------|-------|-------|-------|----------|----------|-------|-------|------------|----------|-------|------------|-------------|----------|--------|--------------|---------|-------|-------|----------|--------|---------|--------|--------------|-----------|------------|----------|--------|--------|--------|
| Employed | 58% | 77% | 33% | 87% | 40% | 72% | 56% | 50% | 60% | 48% | 50% | 59% | 69% | 53% | 66% | 58% | 48% | 62% | 74% | 56% | 65% | 64% | 79% | 57% | 60% | 68% | 57% | 58% | 67% | 59% | 65% | 53% |
| Unemployed/Retired | 40% | 21% | 66% | 9% | 58% | 26% | 41% | 48% | 40% | 48% | 48% | 40% | 28% | 45% | 31% | 40% | 50% | 37% | 25% | 42% | 30% | 35% | 19% | 42% | 37% | 28% | 41% | 40% | 30% | 36% | 33% | 45% |
| Small business | 10% | 12% | 6% | 15% | 6% | 10% | 11% | 10% | 8% | 11% | 10% | 10% | 9% | 12% | 12% | 6% | 8% | 10% | 12% | 10% | 7% | 10% | 13% | 10% | 9% | 11% | 13% | 6% | 10% | 8% | 12% | 10% |
| Large business | 22% | 29% | 10% | 38% | 15% | 29% | 24% | 18% | 21% | 14% | 17% | 23% | 29% | 18% | 27% | 23% | 16% | 27% | 29% | 21% | 24% | 30% | 30% | 22% | 23% | 27% | 20% | 24% | 24% | 27% | 25% | 20% |
| Government | 8% | 11% | 4% | 13% | 7% | 12% | 7% | 6% | 9% | 7% | 5% | 8% | 10% | 7% | 10% | 9% | 6% | 9% | 11% | 7% | 15% | 9% | 12% | 7% | 9% | 12% | 8% | 9% | 8% | 6% | 14% | 7% |
| Nonprofit or educational institution | 6% | 10% | 7% | 4% | 3% | 7% | 2% | 4% | 13% | 6% | 3% | 6% | 7% | 4% | 6% | 9% | 4% | 7% | 9% | 6% | 5% | 5% | 7% | 6% | 6% | 6% | 3% | 9% | 4% | 7% | 4% | 7% |
| Self-employed | 10% | 11% | 6% | 13% | 9% | 12% | 11% | 10% | 7% | 9% | 12% | 9% | 10% | 11% | 9% | 9% | 9% | 8% | 12% | 10% | 11% | 7% | 14% | 10% | 10% | 10% | 12% | 8% | 12% | 11% | 9% | 9% |
| Student | 2% | 4% | 0% | 3% | 0% | 1% | 2% | 3% | 1% | 1% | 1% | 2% | 3% | 1% | 2% | 2% | 3% | 0% | 1% | 2% | 3% | 2% | 1% | 1% | 3% | 3% | 1% | 2% | 8% | 1% | 0% | 1% |
| Military | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 2% | 0% | 0% | 0% |
| Homemaker | 4% | 9% | 4% | 0% | 0% | 0% | 0% | 8% | 5% | 4% | 2% | 5% | 2% | 4% | 4% | 3% | 3% | 4% | 3% | 4% | 2% | 4% | 8% | 5% | 1% | 3% | 4% | 3% | 4% | 8% | 3% | 2% |
| Retired | 29% | 1% | 57% | 2% | 55% | 23% | 34% | 31% | 29% | 36% | 40% | 30% | 18% | 35% | 20% | 30% | 35% | 29% | 19% | 33% | 15% | 23% | 5% | 33% | 25% | 19% | 32% | 29% | 16% | 19% | 23% | 38% |
| Unemployed but looking for work | 4% | 8% | 2% | 5% | 2% | 2% | 5% | 5% | 4% | 5% | 3% | 3% | 7% | 3% | 5% | 4% | 7% | 2% | 2% | 3% | 10% | 4% | 5% | 2% | 7% | 5% | 3% | 5% | 7% | 4% | 5% | 3% |
| Unemployed and not looking for work | 3% | 3% | 3% | 2% | 2% | 1% | 3% | 5% | 2% | 4% | 3% | 2% | 2% | 3% | 2% | 3% | 4% | 1% | 2% | 2% | 3% | 4% | 2% | 2% | 3% | 1% | 2% | 3% | 4% | 4% | 2% | 2% |
| Unsure | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 1% | 5% | 3% | 1% | 3% | 2% | 3% | 2% | 2% | 1% | 1% | 2% | 4% | 1% | 2% | 1% | 3% | 4% | 2% | 2% | 3% | 5% | 2% | 1% |

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

Ballot & Electoral Fundamentals



Generic ballot · vote motivation · right direction/wrong track · expected winner · midterm motivation

| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|---|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
| GENERIC BALLOT FOR CONGRESS | | | | | | |
| Vote Republican | 0% | 5% | 16% | 39% | 100% | 100% |
| Vote Democrat | 100% | 63% | 60% | 30% | 0% | 0% |
| Unsure | 0% | 32% | 24% | 31% | 0% | 0% |
| VOTE MOTIVATION (BALLOT1) | | | | | | |
| Support Trump personally (vote R) | 0% | 0% | 3% | 14% | 35% | 55% |
| Support Republican ideals (vote R) | 0% | 4% | 12% | 20% | 48% | 43% |
| Frustrated with both / undecided | 1% | 32% | 28% | 36% | 16% | 2% |
| Support Democratic ideals (vote D) | 47% | 21% | 28% | 15% | 0% | 0% |
| Oppose Trump personally (vote D) | 51% | 39% | 25% | 8% | 0% | 0% |
| RIGHT DIRECTION / WRONG TRACK | | | | | | |
| Right Direction | 0% | 0% | 19% | 54% | 67% | 85% |
| Wrong Track | 100% | 100% | 75% | 39% | 26% | 12% |
| EXPECTED WINNER & MIDTERM MOTIVATION | | | | | | |
| Expect Republicans to win Congress | 4% | 7% | 17% | 39% | 77% | 86% |
| Expect Democrats to win Congress | 84% | 68% | 58% | 37% | 10% | 6% |
| High midterm motivation (Ext + Very) | 92% | 74% | 63% | 61% | 79% | 91% |

Favorability Ratings – Part 1

Net favorable = favorable minus unfavorable



| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|---------------------------------------|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
| DONALD TRUMP | | | | | | |
| Favorable | 0% | 0% | 0% | 61% | 89% | 98% |
| Unfavorable | 100% | 96% | 84% | 36% | 11% | 2% |
| Net Favorable | -100% | -96% | -84% | +25% | +78% | +96% |
| JD VANCE | | | | | | |
| Favorable | 2% | 5% | 15% | 60% | 84% | 97% |
| Unfavorable | 96% | 86% | 67% | 27% | 8% | 1% |
| Net Favorable | -94% | -81% | -52% | +33% | +76% | +96% |
| MARCO RUBIO | | | | | | |
| Favorable | 4% | 8% | 29% | 49% | 71% | 90% |
| Unfavorable | 85% | 68% | 42% | 24% | 8% | 4% |
| Net Favorable | -81% | -60% | -13% | +25% | +63% | +86% |
| PETE BUTTIGIEG | | | | | | |
| Favorable | 73% | 48% | 39% | 37% | 14% | 7% |
| Unfavorable | 10% | 22% | 25% | 28% | 49% | 76% |
| Net Favorable | +63% | +26% | +14% | +9% | -35% | -69% |
| ALEXANDRIA OCASIO-CORTEZ (AOC) | | | | | | |
| Favorable | 80% | 58% | 35% | 36% | 6% | 2% |
| Unfavorable | 7% | 20% | 30% | 39% | 67% | 89% |
| Net Favorable | +73% | +38% | +5% | -3% | -61% | -87% |

Favorability Ratings – Part 2

Net favorable = favorable minus unfavorable



| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|--------------------------------|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
| ZOHRAN MAMDANI | | | | | | |
| Favorable | 72% | 50% | 26% | 33% | 12% | 3% |
| Unfavorable | 7% | 17% | 33% | 38% | 61% | 86% |
| Net Favorable | +65% | +33% | -7% | -5% | -49% | -83% |
| REPUBLICANS IN CONGRESS | | | | | | |
| Favorable | 0% | 3% | 16% | 48% | 82% | 91% |
| Unfavorable | 100% | 89% | 64% | 37% | 16% | 8% |
| Net Favorable | -100% | -86% | -48% | +11% | +66% | +83% |
| DEMOCRATS IN CONGRESS | | | | | | |
| Favorable | 78% | 60% | 49% | 49% | 4% | 0% |
| Unfavorable | 20% | 35% | 35% | 40% | 92% | 100% |
| Net Favorable | +58% | +25% | +14% | +9% | -88% | -100% |
| GAVIN NEWSOM | | | | | | |
| Favorable | 71% | 45% | 37% | 34% | 10% | 2% |
| Unfavorable | 16% | 34% | 37% | 43% | 66% | 89% |
| Net Favorable | +55% | +11% | 0% | -9% | -56% | -87% |

Economic Sentiment



Family finances · personal vs. year ago · party trust on costs · best solution · economic systems trust

| Committed Democrats | Anti-Trump Independents | Soft Opposition | Swing Voters | Engaged Republicans | MAGA Base |
|---------------------|-------------------------|-----------------|--------------|---------------------|-----------|
| 32% | 7% | 14% | 12% | 11% | 24% |

FAMILY FINANCIAL SITUATION

| | | | | | | |
|-------------------------|-----|-----|-----|-----|-----|-----|
| Comfortable / Doing OK | 57% | 48% | 60% | 65% | 62% | 74% |
| Struggling / Getting By | 43% | 51% | 38% | 35% | 38% | 26% |

PERSONAL FINANCES VS. ONE YEAR AGO

| | | | | | | |
|----------------|-----|-----|-----|-----|-----|-----|
| Better off | 6% | 17% | 17% | 38% | 24% | 42% |
| About the same | 20% | 18% | 27% | 25% | 44% | 41% |
| Worse off | 73% | 64% | 53% | 34% | 32% | 16% |

PARTY TRUST ON COST OF LIVING

| | | | | | | |
|-------------------|-----|-----|-----|-----|-----|-----|
| Trust Republicans | 3% | 5% | 17% | 40% | 53% | 99% |
| Trust Democrats | 84% | 57% | 52% | 28% | 3% | 0% |
| Neither party | 12% | 32% | 25% | 26% | 42% | 0% |

BEST SOLUTION TO LOWER COSTS (SINGLE CHOICE)

| | | | | | | |
|-------------------------------------|-----|-----|-----|-----|-----|-----|
| Keep recent tax cuts | 3% | 7% | 13% | 11% | 16% | 19% |
| Cut wasteful federal spending | 14% | 16% | 24% | 26% | 39% | 35% |
| Tariffs / bring jobs home | 1% | 1% | 3% | 11% | 8% | 18% |
| Reduce regs / lower energy costs | 3% | 9% | 12% | 18% | 15% | 22% |
| Raise taxes on corporations/wealthy | 66% | 51% | 24% | 17% | 5% | 2% |
| Expand government assistance | 9% | 11% | 12% | 8% | 7% | 2% |

ECONOMIC SYSTEMS — % WHO TRUST TO DELIVER GOOD OUTCOMES

| | | | | | | |
|---------------------|-----|-----|-----|-----|-----|-----|
| Free-market economy | 50% | 46% | 64% | 67% | 73% | 75% |
| Capitalism | 36% | 31% | 53% | 68% | 69% | 82% |
| Socialism | 60% | 46% | 33% | 31% | 15% | 5% |
| Communism | 11% | 17% | 13% | 29% | 10% | 4% |

Policy Positions & Messaging

Energy production · ICE enforcement · political violence · party ideology · immigration ballot



| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|

SUPPORT INCREASING US ENERGY PRODUCTION (OIL, GAS, NUCLEAR)

| | | | | | | |
|---------|-----|-----|-----|-----|-----|-----|
| Support | 46% | 57% | 66% | 77% | 86% | 95% |
| Oppose | 35% | 29% | 16% | 19% | 9% | 2% |

CRIMINALIZE ATTACKS ON ICE OFFICERS

| | | | | | | |
|---------|-----|-----|-----|-----|-----|-----|
| Support | 10% | 18% | 49% | 72% | 87% | 97% |
| Oppose | 81% | 71% | 33% | 20% | 9% | 2% |

CONCERN ABOUT RISE IN POLITICAL VIOLENCE (INCL. ASSASSINATION ATTEMPTS)

| | | | | | | |
|---------------------------------|-----|-----|-----|-----|-----|-----|
| Extremely / Very concerned | 55% | 51% | 48% | 55% | 73% | 87% |
| A little / Not at all concerned | 22% | 28% | 20% | 17% | 8% | 6% |

CONCERN: DEM OFFICIALS CALLED ICE "GESTAPO"

| | | | | | | |
|---------------------------------|-----|-----|-----|-----|-----|-----|
| Extremely / Very concerned | 6% | 10% | 30% | 46% | 65% | 91% |
| A little / Not at all concerned | 85% | 71% | 36% | 23% | 15% | 3% |

WHO CAUSED MORE POLITICAL VIOLENCE OVER THE PAST YEAR?

| | | | | | | |
|--------------------|-----|-----|-----|-----|-----|-----|
| Blame Democrats | 4% | 5% | 23% | 43% | 73% | 89% |
| Blame Both Equally | 6% | 21% | 25% | 24% | 12% | 3% |
| Blame Republicans | 88% | 67% | 41% | 23% | 10% | 8% |

ICE ENFORCEMENT BALLOT QUESTION

| | | | | | | |
|---|-----|-----|-----|-----|-----|-----|
| Vote Republican (support ICE enforcement) | 9% | 22% | 44% | 64% | 95% | 99% |
| Vote Democrat (oppose ICE enforcement) | 73% | 49% | 35% | 25% | 2% | 0% |

PARTY IDEOLOGY PERCEPTION

| | | | | | | |
|---------------------------------------|-----|-----|-----|-----|-----|-----|
| Democrats too far to the left | 16% | 24% | 40% | 49% | 66% | 89% |
| Republicans about right ideologically | 2% | 4% | 12% | 30% | 52% | 71% |

Top Priority



Which one issue should be the highest priority for the country? (single choice)

| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|

ALL ISSUES

| Issue | Committed Democrats | Anti-Trump Independents | Soft Opposition | Swing Voters | Engaged Republicans | MAGA Base |
|---------------------------------|---------------------|-------------------------|-----------------|--------------|---------------------|-----------|
| Inflation and the economy | 30% | 35% | 34% | 25% | 21% | 15% |
| Threats to democracy | 33% | 21% | 9% | 5% | 1% | 3% |
| Immigration and border security | 0% | 0% | 5% | 10% | 21% | 37% |
| Government spending and waste | 6% | 9% | 10% | 12% | 24% | 22% |
| Healthcare | 12% | 14% | 10% | 9% | 5% | 2% |
| Social Security and Medicare | 8% | 2% | 10% | 10% | 8% | 4% |
| National security | 0% | 2% | 6% | 6% | 9% | 10% |
| Crime and public safety | 1% | 1% | 4% | 9% | 5% | 5% |
| Abortion | 1% | 0% | 2% | 2% | 2% | 2% |
| Climate change | 6% | 2% | 3% | 3% | 0% | 0% |
| Gun control | 1% | 8% | 5% | 5% | 1% | 0% |
| Unsure | 2% | 4% | 2% | 4% | 2% | 1% |

Top Priority



Which one issue should be the highest priority for the country? (single choice)

| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|

ALL ISSUES

| Issue | Committed Democrats | Anti-Trump Independents | Soft Opposition | Swing Voters | Engaged Republicans | MAGA Base |
|---------------------------------|---------------------|-------------------------|-----------------|--------------|---------------------|-----------|
| Inflation and the economy | 30% | 35% | 34% | 25% | 21% | 15% |
| Threats to democracy | 33% | 21% | 9% | 5% | 1% | 3% |
| Immigration and border security | 0% | 0% | 5% | 10% | 21% | 37% |
| Government spending and waste | 6% | 9% | 10% | 12% | 24% | 22% |
| Healthcare | 12% | 14% | 10% | 9% | 5% | 2% |
| Social Security and Medicare | 8% | 2% | 10% | 10% | 8% | 4% |
| National security | 0% | 2% | 6% | 6% | 9% | 10% |
| Crime and public safety | 1% | 1% | 4% | 9% | 5% | 5% |
| Abortion | 1% | 0% | 2% | 2% | 2% | 2% |
| Climate change | 6% | 2% | 3% | 3% | 0% | 0% |
| Gun control | 1% | 8% | 5% | 5% | 1% | 0% |
| Unsure | 2% | 4% | 2% | 4% | 2% | 1% |

What Voters Want Republicans to Prioritize



Multi-select: which of the following should Republicans in Congress focus on? (select all that apply)

| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|

REPUBLICAN VOTER PRIORITIES

| | Committed Democrats | Anti-Trump Independents | Soft Opposition | Swing Voters | Engaged Republicans | MAGA Base |
|---|---------------------|-------------------------|-----------------|--------------|---------------------|-----------|
| Lower cost of living / inflation | 76% | 73% | 60% | 40% | 43% | 36% |
| Secure the border / deport criminal illegals | 1% | 3% | 10% | 27% | 34% | 40% |
| Cut wasteful spending / reduce the deficit | 27% | 30% | 29% | 25% | 26% | 25% |
| Investigate waste, fraud, and abuse in government | 20% | 20% | 21% | 28% | 32% | 33% |
| Push back on the radical left | 2% | 0% | 7% | 6% | 9% | 19% |
| Restore manufacturing / bring jobs home | 10% | 14% | 12% | 19% | 25% | 17% |
| Hold tech companies accountable for child harm | 21% | 21% | 15% | 10% | 9% | 5% |

Demographics – Part 1

Party identification · ideology · gender · age · race & ethnicity



| Committed Democrats | Anti-Trump Independents | Soft Opposition | Swing Voters | Engaged Republicans | MAGA Base |
|---------------------|-------------------------|-----------------|--------------|---------------------|-----------|
| 32% | 7% | 14% | 12% | 11% | 24% |

PARTY IDENTIFICATION (SELF-REPORTED)

| | | | | | | |
|--------------------------------|-----|-----|-----|-----|-----|-----|
| Republican (strongly + mostly) | 1% | 6% | 18% | 37% | 76% | 91% |
| Independent | 20% | 46% | 35% | 35% | 21% | 8% |
| Democrat (mostly + strongly) | 79% | 43% | 44% | 25% | 2% | 1% |

IDEOLOGY (SELF-REPORTED)

| | | | | | | |
|--------------------------------|-----|-----|-----|-----|-----|-----|
| Conservative (very + somewhat) | 4% | 13% | 27% | 43% | 67% | 89% |
| Moderate | 27% | 37% | 44% | 36% | 26% | 8% |
| Liberal (somewhat + very) | 68% | 42% | 22% | 18% | 3% | 2% |

GENDER

| | | | | | | |
|--------|-----|-----|-----|-----|-----|-----|
| Male | 63% | 66% | 52% | 45% | 53% | 43% |
| Female | 37% | 34% | 48% | 55% | 47% | 57% |

AGE

| | | | | | | |
|--------------|-----|-----|-----|-----|-----|-----|
| Under 35 | 32% | 52% | 34% | 50% | 30% | 15% |
| 35 to 54 | 14% | 17% | 21% | 14% | 16% | 21% |
| 55 and older | 54% | 32% | 45% | 36% | 54% | 64% |

RACE / ETHNICITY

| | | | | | | |
|----------|-----|-----|-----|-----|-----|-----|
| White | 69% | 50% | 65% | 65% | 83% | 78% |
| Black | 14% | 18% | 17% | 16% | 4% | 3% |
| Hispanic | 12% | 17% | 8% | 10% | 8% | 12% |

Demographics – Part 2

Education · income · community type · news attention



| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|

EDUCATION

| | | | | | | |
|--------------------------|-----|-----|-----|-----|-----|-----|
| College degree or higher | 57% | 54% | 62% | 56% | 56% | 59% |
| No college degree | 15% | 24% | 19% | 27% | 28% | 26% |

HOUSEHOLD INCOME

| | | | | | | |
|-----------------|-----|-----|-----|-----|-----|-----|
| Under \$75K | 40% | 48% | 40% | 46% | 39% | 36% |
| \$75K to \$125K | 29% | 28% | 27% | 24% | 28% | 27% |
| Over \$125K | 25% | 18% | 29% | 26% | 28% | 31% |

COMMUNITY TYPE

| | | | | | | |
|------------|-----|-----|-----|-----|-----|-----|
| Rural | 8% | 13% | 14% | 12% | 15% | 15% |
| Small town | 14% | 11% | 14% | 17% | 16% | 18% |
| Suburban | 53% | 49% | 49% | 43% | 53% | 55% |
| Urban | 26% | 26% | 23% | 28% | 16% | 11% |

NEWS ATTENTION

| | | | | | | |
|-------------------------------------|-----|-----|-----|-----|-----|-----|
| High attention (great deal / a lot) | 60% | 38% | 32% | 34% | 30% | 51% |
| Moderate amount of attention | 28% | 38% | 34% | 37% | 42% | 32% |
| Low attention (a little / none) | 12% | 22% | 27% | 26% | 29% | 16% |

Demographics – Part 3

News sources



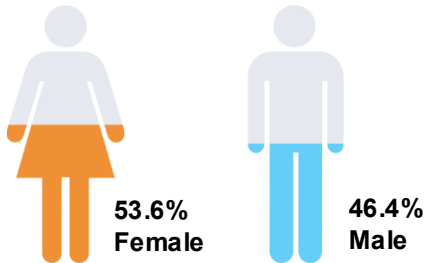
| | Committed Democrats 32% | Anti-Trump Independents 7% | Soft Opposition 14% | Swing Voters 12% | Engaged Republicans 11% | MAGA Base 24% |
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|
|--|----------------------------|-------------------------------|------------------------|---------------------|----------------------------|------------------|

PRIMARY NEWS SOURCES (SELECT UP TO THREE)

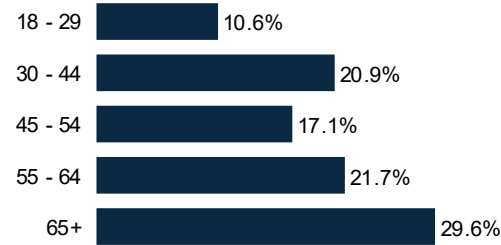
| | Committed Democrats | Anti-Trump Independents | Soft Opposition | Swing Voters | Engaged Republicans | MAGA Base |
|-------------------------------------|---------------------|-------------------------|-----------------|--------------|---------------------|-----------|
| National broadcast TV (NBC/ABC/CBS) | 43% | 38% | 36% | 25% | 28% | 16% |
| Local broadcast television | 25% | 21% | 24% | 23% | 31% | 22% |
| Cable news (Fox News, MSNBC, CNN) | 29% | 22% | 27% | 30% | 32% | 50% |
| YouTube | 23% | 21% | 25% | 27% | 19% | 20% |
| Facebook | 11% | 13% | 16% | 19% | 21% | 18% |
| Twitter / X | 4% | 7% | 12% | 13% | 10% | 13% |
| TikTok | 11% | 15% | 14% | 10% | 7% | 7% |
| Talk radio | 4% | 5% | 7% | 17% | 18% | 19% |
| Podcasts | 16% | 16% | 9% | 13% | 14% | 19% |
| News media websites | 35% | 42% | 21% | 19% | 20% | 23% |

Demographics

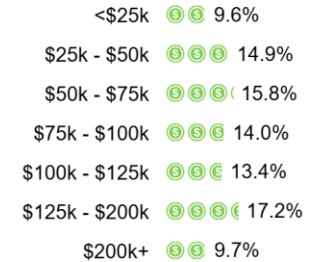
Sex



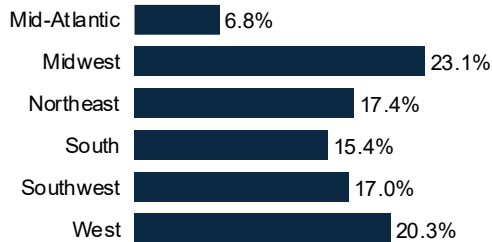
Age Range



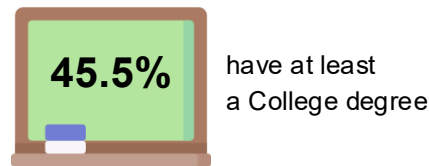
Household Income



Geo - Region

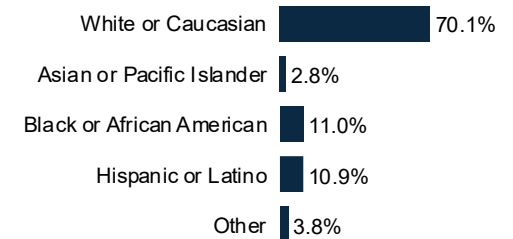


Education

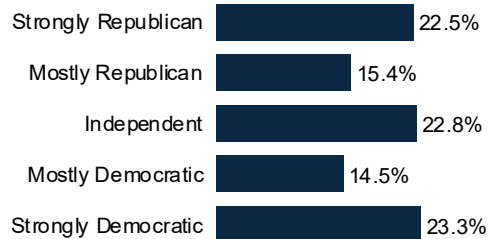


54.0% have no college degree

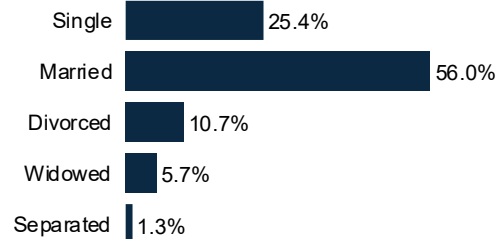
Race/Ethnicity



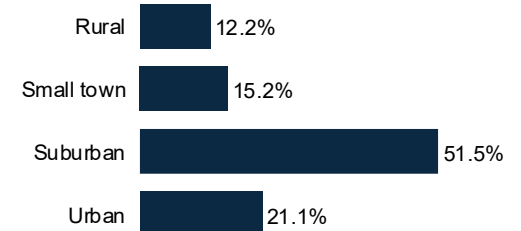
Partisanship



Marital Status



Community Type



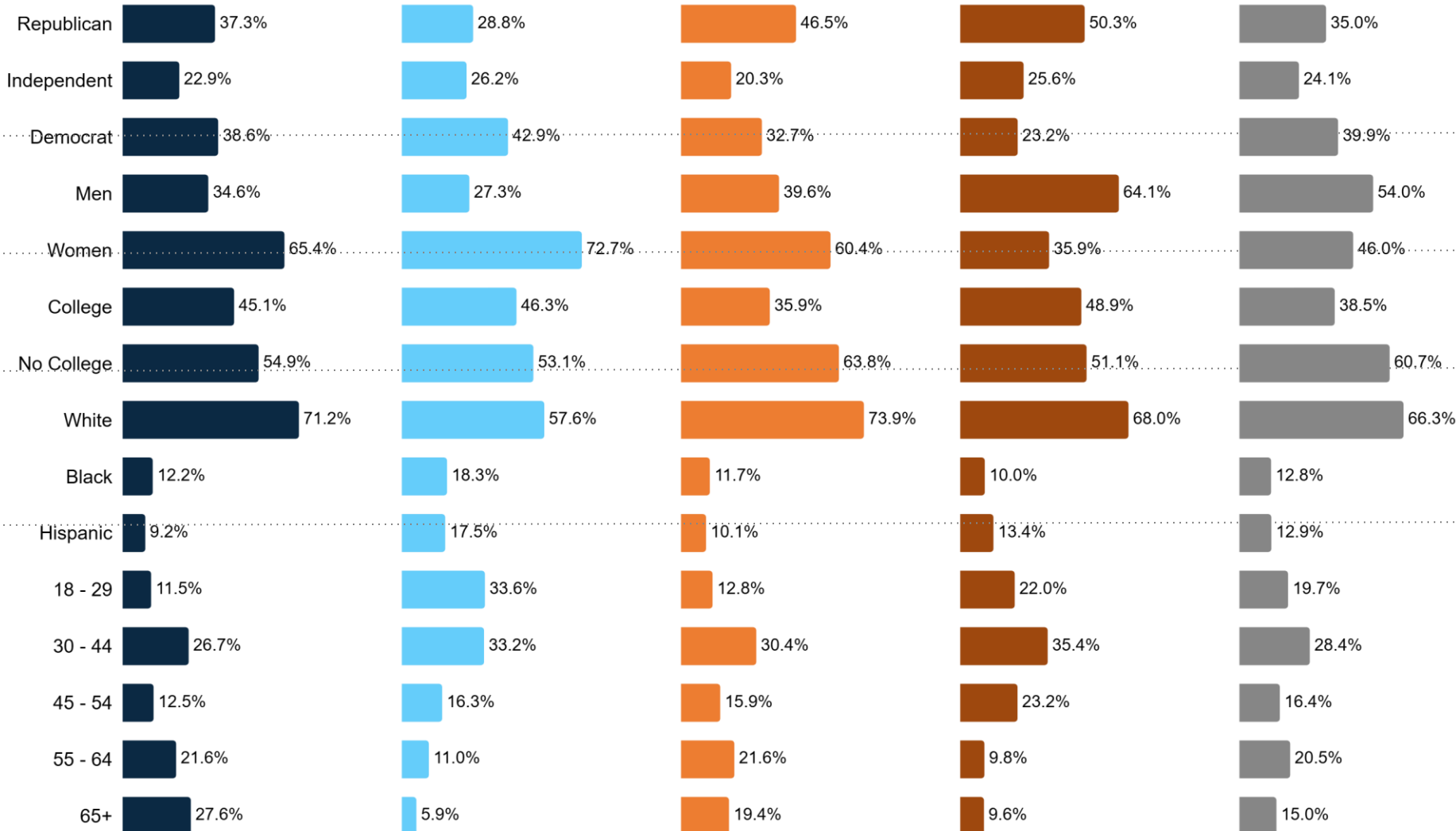
Streaming app(s)

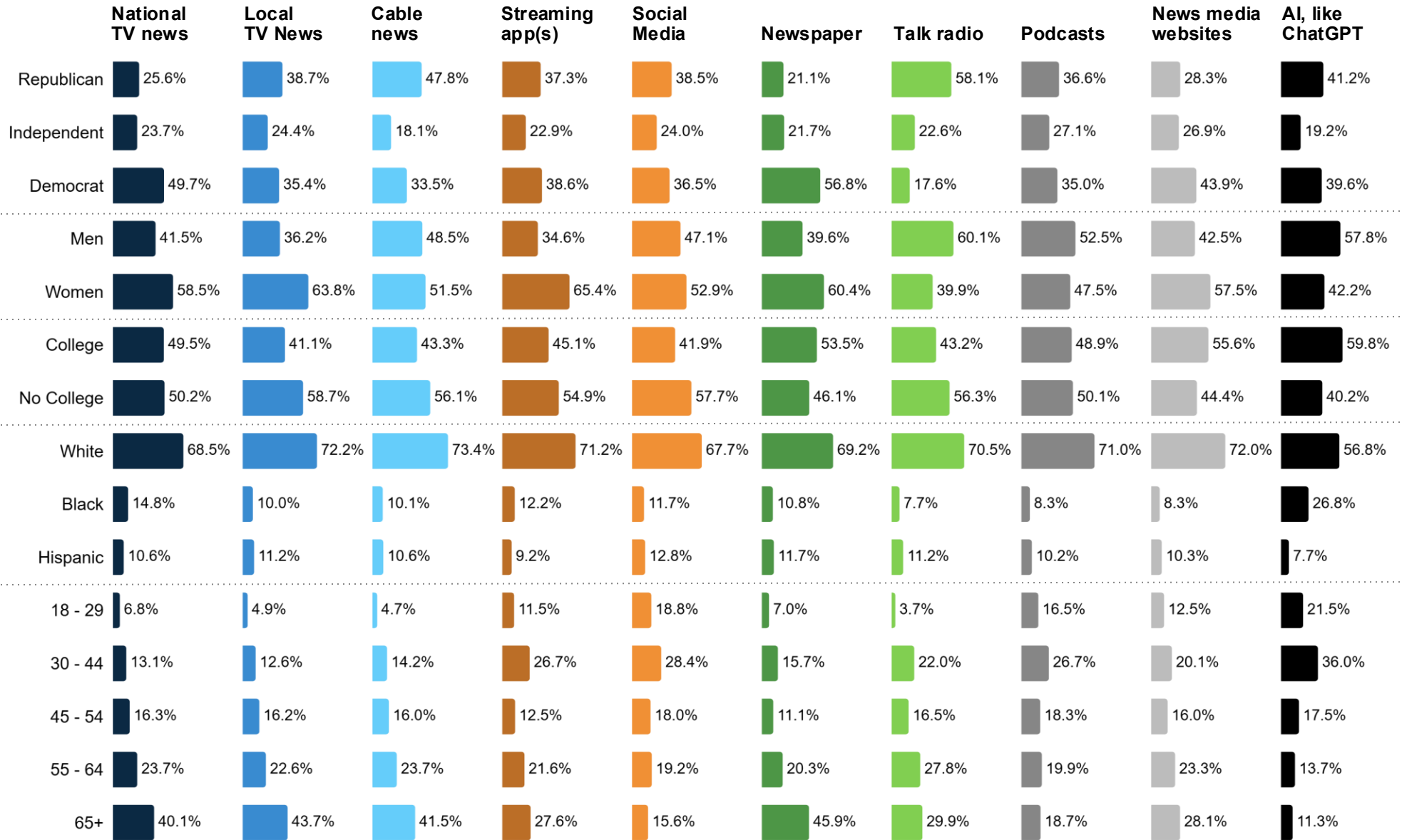
TikTok

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 | 47% | 43% | 43% | 48% | 42% | 86% | 74% | 80% | 67% | 61% | 56% | 58% | 48% | 34% | 44% | 39% | 35% | 24% | 20% | 25% | 42% | 38% | 44% | 52% | 38% | 48% | 52% | 49% |
| Cable news | 41% | 29% | 24% | 42% | 29% | 20% | 10% | 16% | 30% | 16% | 23% | 37% | 27% | 30% | 45% | 32% | 32% | 54% | 44% | 40% | 35% | 34% | 35% | 30% | 34% | 37% | 29% | 31% |
| National TV news | 20% | 41% | 33% | 19% | 40% | 15% | 17% | 25% | 15% | 20% | 24% | 16% | 36% | 41% | 21% | 38% | 47% | 28% | 48% | 58% | 29% | 28% | 32% | 34% | 34% | 28% | 35% | 35% |
| News media websites | 23% | 33% | 20% | 21% | 32% | 9% | 36% | 38% | 17% | 36% | 27% | 21% | 27% | 30% | 26% | 33% | 31% | 20% | 29% | 32% | 27% | 27% | 26% | 30% | 35% | 22% | 27% | 20% |
| Local TV news | 24% | 24% | 26% | 24% | 24% | 22% | 8% | 10% | 17% | 17% | 10% | 20% | 21% | 28% | 17% | 32% | 28% | 35% | 45% | 32% | 27% | 24% | 25% | 20% | 21% | 28% | 21% | 23% |
| YouTube | 22% | 23% | 24% | 23% | 22% | 44% | 38% | 42% | 38% | 31% | 28% | 22% | 27% | 19% | 20% | 21% | 25% | 11% | 7% | 14% | 23% | 18% | 21% | 31% | 17% | 25% | 25% | 28% |
| Facebook | 19% | 13% | 11% | 19% | 13% | 26% | 18% | 18% | 33% | 16% | 21% | 18% | 12% | 12% | 18% | 15% | 13% | 13% | 9% | 8% | 20% | 16% | 14% | 16% | 13% | 20% | 14% | 16% |
| Podcasts | 17% | 14% | 17% | 17% | 15% | 32% | 17% | 26% | 18% | 24% | 18% | 19% | 21% | 10% | 18% | 13% | 9% | 7% | 15% | 11% | 18% | 14% | 16% | 13% | 17% | 14% | 15% | 13% |
| Other websites | 13% | 13% | 18% | 11% | 15% | 8% | 26% | 21% | 10% | 14% | 15% | 14% | 15% | 25% | 12% | 16% | 9% | 13% | 14% | 5% | 10% | 16% | 14% | 12% | 16% | 11% | 15% | 11% |
| Talk radio | 18% | 6% | 10% | 18% | 7% | 3% | 5% | 2% | 16% | 10% | 10% | 15% | 15% | 3% | 21% | 14% | 6% | 18% | 9% | 4% | 15% | 10% | 12% | 9% | 12% | 11% | 6% | 11% |
| Newspaper | 6% | 15% | 10% | 6% | 14% | 1% | 5% | 10% | 1% | 8% | 14% | 5% | 7% | 9% | 5% | 12% | 14% | 10% | 16% | 25% | 11% | 7% | 10% | 15% | 13% | 9% | 13% | 10% |
| TikTok | 8% | 13% | 9% | 7% | 12% | 39% | 32% | 31% | 13% | 17% | 18% | 10% | 11% | 9% | 7% | 5% | 3% | 1% | 1% | 4% | 8% | 9% | 10% | 14% | 8% | 9% | 19% | 13% |
| Twitter / X | 13% | 6% | 10% | 13% | 7% | 27% | 15% | 19% | 17% | 21% | 13% | 24% | 11% | 1% | 8% | 4% | 0% | 6% | 3% | 0% | 6% | 7% | 11% | 11% | 10% | 9% | 11% | 10% |
| Streaming app(s) | 8% | 7% | 10% | 8% | 8% | 7% | 10% | 8% | 11% | 11% | 10% | 4% | 8% | 6% | 10% | 7% | 6% | 7% | 4% | 9% | 7% | 9% | 8% | 7% | 7% | 9% | 10% | 6% |
| AI, like ChatGPT | 4% | 3% | 2% | 4% | 3% | 19% | 5% | 4% | 6% | 4% | 7% | 3% | 2% | 5% | 2% | 1% | 3% | 2% | 2% | 1% | 3% | 1% | 3% | 5% | 5% | 1% | 4% | 6% |
| Unsure | 3% | 2% | 8% | 3% | 3% | 3% | 2% | 0% | 5% | 4% | 3% | 2% | 5% | 2% | 2% | 4% | 4% | 2% | 2% | 1% | 5% | 3% | 3% | 2% | 2% | 3% | 2% | 4% |

Generic Ballot Margins (%Rep - %Dem)



| | May '26 | Apr '26 | Mar '26 | % Trump '24 |
|--------------------------|---------|---------|---------|-------------|
| Strong Republican County | 22% | 28% | 34% | 48% |
| Lean Republican County | 11% | 2% | 4% | 19% |
| Swing County | -5% | -1% | -5% | 0% |
| Lean Dem County | -18% | -23% | -28% | -17% |
| Strong Dem County | -30% | -25% | -19% | -43% |