



Survey of Likely 2026 General Election Voters

National

August 6 – 7, 2026 | n=1500 | $\pm 2.53\%$

Generic Congressional Ballot

- *Democrats gained a point of the generic congressional ballot* where they lead 49% to 42%, a D+7 margin. Republicans have sunk again to the lowest ballot share this cycle (same as May'26).
 - Income is a huge driver of the shift. Voters earning over \$100,000, about half of likely voters, moved +7 toward Republicans and now sit at R+3, while voters under \$50,000 moved -11 and those from \$50,000 to \$100,000 moved -7.
 - The share who are undecided rose +3 points to 9% with both parties losing ground to indecision and frustration.
 - A quarter of Independents now say they are unsure, up from 18% in July. Indecision also rose +5 among college graduates and +5 among suburban voters.
 - While a smaller group of the electorate, Republican-leaning Independents shifted 15 points off the GOP candidate with all of them landing in the undecided bucket (+15).
- Ranked by Cygnal's custom Turnout Score, the second-likeliest tier of voters (Strong Turnout) is tied 44-44, while the High Turnout voters favor Democrats by 12 points.
- Voters scoring highest on the Cygnal Populism Index battery (Strong Populists) back Republicans by 19 points; the most institutional scorers back Democrats by 38.
 - Indecision runs 11% among both populist groups compared to 6% among the most institutionalist voters, so the midterm's soft ground leans Republican...and populist.

Turnout Is Everything

- *Voter history matters when assessing turnout, but there's more under the hood – especially in a volatile midterm.* The new Cygnal Turnout Score is based on a scientific-backed question battery and scoring mechanism to ascertain behavioral and psychological inputs into turnout likelihood.
- 39% of voters scored High Turnout, the most likely to show up, 29% Strong Turnout, 17% Mid-Turnout, and 15% Turnout Risk.
 - Trump Republicans are the most fired up at 47% High and 31% Strong turnout, for a combined 78% in the top two turnout tiers.
 - Progressive Democrats are right behind, with 46% High and 27% strong for 73% in the top two turnout tiers.
 - Where the risk stands for Republicans is the fact that Traditional Republicans are only 63% in the top two tiers, 21% Mid-Turnout, and a noticeable 16% at Turnout Risk.
- The turnout structure runs against Republicans at the top. The generic ballot is D+12 among High Turnout, R+0 among Strong, D+3 among Mid, and D+12 among At-Risk. The most certain voters in the file are the most Democratic. Republicans' single best tier is Strong Turnout, where the ballot is dead even.
 - The mechanism is Independents, not partisans. High Turnout Independents break D+35. Independents in the other three tiers run D+6, D+11, and D+3. The Democratic advantage at the top of the turnout model is entirely an Independent phenomenon, and it evaporates as propensity drops.

- Republicans also leak loyalty down the tiers in a way Democrats do not. Republican ballot loyalty runs R+90, R+93, R+82, R+70. Democratic loyalty holds at D+96, D+97, D+91, D+91. A low-propensity Republican is a meaningfully softer vote than a low-propensity Democrat.

The Trump Voters Who Slipped: Who They Are and How to Get Them Back

- A quarter of Trump's 2024 coalition is no longer locked in. That's 26% of his voters and 12% of the electorate.
- The group splits three ways. Soft R's still say they'll vote Republican but only probably: 14% of the Trump coalition, 6% of the electorate.
- They are younger, more moderate, less partisan, and less attached to Trump personally than the base, and they are almost exactly as populist.
- Only 11% call themselves strongly Republican, against 61% of the base. 58% say mostly Republican and 34% say Independent. On ideology, 31% are moderates against 11%. Asked what kind of Republican they are, 9% say much more a Trump Republican, against 33% of those who held firm, while 40% pick somewhat more a traditional conservative.
- Turnout history confirms the softness. 33% land in the Turnout Risk tier against 13% of the base.
- They have not switched sides. They have stopped feeling like a side exists worth showing up for. Trump's net favorable with them is +44, compared to +73 among the base. JD Vance runs +64, which is 20 points better than Trump. Republicans in Congress run +41. All still positive. Meanwhile Democrats in Congress are at -69, Schumer at -49, Mamdani at -63.

- They dislike the Democratic Party roughly twice as much as they like the Republican one, and nobody has closed the deal.
 - Asked why they are voting for Congress, 36% choose "I'm frustrated by both parties and haven't decided yet," against 2% of definite GOP voters. Only 16% say they are voting to support Trump.
 - The engagement collapse is intense. 35% care a great deal about the outcome, against 77% for the base. 31% are extremely motivated to vote, against 68%. 24% pay only a little attention to political news, against 15%. Belief that their vote can make a real difference nets +50 against +74.
 - And they have adopted the both-parties-are-the-same frame wholesale. Net agreement that both parties are controlled by the same elites runs +69 against +29 among the base.
- Inflation and economy is the top priority for 29%. Government spending and waste adds 21%. Immigration falls to 18% from 27% for the base. Healthcare and Social Security together pick up 11%, roughly double the base rate.
 - Message testing shows healthcare is the lane for this audience. Two of the top three messages are healthcare, and healthcare is one of the few issues where this group's priority score runs ahead of the base.
 - The messages that fall apart are the senior-coded ones.

- What they say they weigh in a candidate reinforces the point. Record of getting things done runs 48%. Honesty and personal integrity 47%. How a candidate treats other people 18% against 6% for the base. Whether the candidate understands the problems in their daily life 20%. Party and who the candidate will side with drops to 9% from 22 for the base%.
 - They are shopping for competence and decency, not loyalty and combat.
- Stop treating this group as persuasion. Roughly ten points of the electorate here are already leaning Republican or genuinely undecided between the parties, and only two points have actually crossed to the Democrats. The measurable deficits are attention, motivation, and perceived benefit, not ideology.
 - Make the economic case personal and concrete.
 - Drop the immigration lead.
 - Run competence and integrity as the character frame instead of toughness.
 - Put Vance on the stump speaking directly to this group, appealing to turnout.

Who Voters Expect to Win

- *Expectations of who will win changed.* Setting aside their own vote, voters now expect Democrats to win Congress by just 43% to 41%, down from an 11-point Democratic edge in July. That is a 9-point swing toward Republicans in a single month.
 - Independents moved +12, from D+21 to D+9, and moderates moved +16, from D+33 to D+17.

- Voters over \$100,000 moved +13 to dead even, meaning there's an attitude change in favor of Republicans among those higher up the income scale.
- Democrats lost faith in their own party's chances faster than Republicans gained faith in theirs.
- Self-ID'd Democrats moved +11 toward expecting a Republican win and progressive Democrats moved +14, compared to +5 among Republican voters.
- The shift belongs to Republicans who call themselves traditional conservatives, who make up 55% of the party.
 - Traditional conservatives moved +10, from expecting a Republican win by 45 points to 55, while Trump Republicans moved -3. This is the first month the two wings have diverged.

National Mood and Issue Agenda

- *Midterm voters aren't more dower than they have been for a while.* 59% say the country is off on the wrong track versus 37% who say it is headed in the right direction, a 2-point net improvement from July that leaves the mood roughly where it has sat all year.
 - Traditional conservatives dropped 15 points on right direction, from +45 net to +30, while Trump Republicans rose 8 points, from +64 to +72. The two wings now sit 42 points apart.
 - Strong Populists are near even at -4 net wrong track, while the most institutionalist voters sit at -38 net wrong track, a wider spread than the 23 points separating the four turnout tiers.

- Inflation and the economy is the single top priority for Congress among 27% of voters, up +5 points from July and its highest share across the most recent waves. It leads the next issue by 11 points.
 - The rise was broad: Democrats and Independents each +6, Republicans +4, moderates +6, voters under \$50,000 +8, and Southern voters +8.
- Illegal immigration and border security slipped -2 points to 12%, and the entire decline came from Republicans.
 - Trump Republicans naming it fell -8, from 37% to 29%, and conservatives fell -7, while Democrats and Independents held flat. National security picked up +4 among Republicans over the same month.
- Threats to democracy held flat at 16%, with each side moving toward the other.
 - Republicans naming it rose +3 and Trump Republicans rose +5, from 6% to 11%, while Democrats fell -3 and liberals fell -4.
 - Among High Turnout voters, threats to democracy ties inflation at 22%. Among the those most at-risk to not show up to vote, inflation leads it 34% to 8%.
- Inflation leads across all four breaks of the Populism Index, but populist scorers pair it with immigration at 15% and government spending at 13%, while institutionalist scorers pair it with threats to democracy at 19%.

Why Vote? How Motivated? What Qualities?

- *The midterm has become more about Trump than it had been.* A quarter of voters now say they are backing a Democrat for Congress specifically to oppose President Trump, up +4 points, while 20% say they are backing one to support Democratic ideals, down -5.
 - Among Democrats who call themselves traditional rather than progressive, opposing Trump jumped +20 points, from 25% to 45%, while supporting Democratic ideals collapsed -18, from 62% to 44%. Progressive Democrats rose +8 on opposing Trump.
- Republicans made the opposite trade, and again the traditional wing moved while the Trump wing sat still.
 - Backing a Republican to support Republican ideals rose +3 to 22% overall and +5 to 60% among traditional conservatives, while backing one to support Trump fell -3 to 16% overall and -6 to 21% among traditional conservatives.
 - Trump Republicans held flat, with 59% still saying they are voting to support Trump.
 - "Frustrated by both parties and haven't decided yet" held flat at 14%, concentrated among Independents (33%) and the At-Risk Turnout tier (31%) compared to 3% among voters already committed to a candidate.
- Supporting Trump is the leading stated reason for voting among Strong Populists at 26%, while supporting Republican ideals leads the Lean Populist group at 27%.
 - Frustration with both parties reaches 19% among the most populist voters, more than 2x that of the most institutionalist (7%), who are also the most motivated populism-index group at 71%.

Insights & Analysis



- 64% describe themselves as extremely motivated to vote in November, up +1 point, with traditional Democrats closing most of their gap with progressives.
 - Traditional Democrats rose +9 to 72% with progressives sitting at 77%. Voters under 55 fell -4 while voters 55+ rose +4. Black voters fell -8 to 49% extremely motivated.
- Given nine attributes and up to three picks, voters favor what a candidate will do over who a candidate is, 85% to 77%. Specific plans and policy positions leads at 57%, followed by honesty and personal integrity at 49%.
 - Women pick identity attributes more than men, 81% to 74%, choosing honesty 52% to 46% and how a candidate treats other people 25% to 20%. Men pick a candidate's party 18% to 14%.
- Holding party constant changes the gender pattern, which argues against one message for women and another for men.
 - Republican women pick faith and personal values at 31% and record of getting things done at 47%, versus 22% and 39% for Republican men, while Republican men pick party at 24% versus 18% among GOP women.
 - Democratic women pick honesty at 59% compared to 49% for Democratic men, and Democratic men pick toughness at 31%, with Democratic women at 22%.

Political Figures and Party Brands

- *Both parties saw improvement in their net images.* Republicans in Congress are viewed favorably by 41% and unfavorably by 54%, an 8-point improvement in net rating from July and their strongest reading since January.

Insights & Analysis



- The gain came from consolidating Republicans rather than converting anyone. Trump Republicans improved 16 points net, Trump 2024 voters 16, and Republican identifiers 13, while urban voters did not move at all.
- Democrats in Congress sit at 41% favorable to 53% unfavorable, a 5-point net improvement drawn from the left and from lower-income voters rather than from the middle.
 - Liberals improved 13 points net and progressive Democrats 9, while traditional Democrats fell 3. Voters under \$50,000 improved 18 points while voters over \$100,000 fell 2.
- How voters view Trump held at 42% favorable to 55% unfavorable, a 1-point change, and has moved within a 2-point band since May while the two congressional party ratings swung 8 and 5 points this month alone.
- Zohran Mamdani fell 6 points net to 36% favorable and 44% unfavorable, his worst month since being elected, with the damage coming from inside the Democratic coalition.
 - Traditional Democrats fell 19 points net, from +42 to +23, and Independents fell 11 into negative territory, while progressive Democrats rose 6 to +78.
 - Democrats in Congress reach even only among mid-range institutionalist voters, while Republicans in Congress run +17 among the most populist and -36 among the most institutionalist.
- *Republicans have a boogeyman that the most decisive voters hate, yet they aren't making him the centerpiece.* Chuck Schumer sits at 25% favorable to 54% unfavorable, down 5 points net since November.

- The Senate Minority Leader is -35 with swing voters, -21 with Center Independents, -22 with D-Lean Independents, and only +7 with Harris'24 voters.

Cygnal Populism Index

- *Populism is an emotional stance toward power, not a governing philosophy.*
- A new 11-statement battery this wave scored voters on whether elites run both parties, whether ordinary people can learn what is really going on, and whether the public rather than politicians should decide big questions. On a 0 to 100 scale the electorate averages 65 and divides 49% populist to 51% institutionalist.
 - The four groups run 20% strong populist, 29% lean populist, 28% lean institutionalist, and 23% strong institutionalist.
- Populism as measured in the index is not a theory of who should govern. It is a posture toward whoever is currently governing. That is why it travels across party, why it correlates with education rather than ideology, and why it predicts frustration better than it predicts vote choice.
- Populists are not rejecting democratic legitimacy, the courts, or the sincerity of their opponents. They accept all three at the same rate everyone else does. What they reject is expertise, compromise, and the idea that the visible political fight is the real one.
- Populists and institutionalists are not different species. They vote, they care, they follow the news, and they worry about prices. The difference is what they believe about who is on the other side of the transaction.

- Strong Populists pick toughness and willingness to fight at 31% versus 21%, faith and personal values at 22% versus 10%, and specific plans and policy positions at 43% versus 64%. The most populist fifth of the electorate is 21 points less likely than the least populist fifth to say policy positions determine their vote. They are not evaluating platforms.
- The turnout finding cuts against the assumption that populist energy means populist voting. Strong Populists are the weakest voters in the file.
- Three statements draw broad agreement while one splits hard along party lines.
 - 78% agree the people rather than politicians should decide the country's most important questions, 75% trust their own read over the official story from government and media, and 62% agree both parties are controlled by the same elites.
- Agreement that the plain common sense of everyday people beats the opinions of experts splits Republican ballot voters at 69%, twice as strong as Democratic ballot voters at 32%.
- Education and income sort these answers more sharply than party does.
 - 26% of voters without a college degree land in the strongest populist group, 2x that of graduates.
 - 26% of voters under \$50,000 compared to 16% of those over \$100,000. Both political parties clear 60% on the statement about elites controlling both parties.
- These attitudes cut through both parties rather than separating them.

- 35% of Trump Republicans land in the strongest populist group versus 20% of traditional conservatives, and 23% of traditional Democrats versus 9% of progressives. Middle-of-the-road Independents run 38% lean populist.

Views on Expertise in Government

- *There's one area where most voters agree...that all the other voters aren't qualified to make good decisions on policy.* 63% agree most voters do not know enough to make good decisions on difficult policy questions, 45% agree knowledgeable experts would govern better than elected politicians, and voters divide evenly at 39% to 39% on whether complicated problems are best left to experts rather than public opinion.
- Two of those three reverse direction by party, which makes this a story about distrust of everyone rather than about expertise.
 - Republican ballot voters agree at 67% that most voters do not know enough, above Democrats at 59%, then fall behind Democrats 33% to 54% on experts governing better than politicians.
- These questions divide voters by age more than by education, income, or likelihood of voting.
 - Agreement scores 59 among voters age 18 to 29 and 47 among voters 65+, while college graduates and non-graduates sit at 50 and 52. Traditional Democrats score 62, above progressive Democrats at 57.

Individualism vs. Collectivism

- *The far Left are collectivists, and everyone else is willing to take personal responsibility.* 64% say what happens in their life is mostly or entirely up to them and the choices they make, and 32% say it mostly or entirely depends on the community and country around them. The widest split sits inside Independents rather than between the parties.
 - Right-leaning Independents choose their own choices at 84%, double the 42% of left-leaning Independents, a wider gap than the 79% to 51% split between Republican and Democratic ballot voters.
- The absolute version of that answer, that everything in their life is up to them, separates each party's factional wings.
 - 21% of Trump Republicans choose it (+4 over traditional conservatives), as well as 12% of traditional Democrats (+7 over progressive Democrats).
- When someone falls on hard times, half of voters say the person themselves or their family should be primarily responsible, 30% say state, local, or federal government, and 9% say churches, employers, or community organizations.
 - Evangelicals name churches or community groups at 13% while naming the person or their family at 56%. Republican ballot voters name government at 12% compared to 47% of Democratic ballot voters.
 - The government answer splits nearly evenly between state and local at 16% and federal at 14%, but progressive Democrats and left-leaning Independents concentrate federally, at 24% and 29%.

- 41% agree Americans should be willing to give up some of what they want personally if it makes the country better off as a whole, 33% disagree, and 22% take neither side. The elites-and-experts battery divides this more cleanly than party does.
- Strong Populist voters land at -6 net disagree, while Strong Institutionalists voters run +16 net agree.

How Liberals and Conservatives View Each Other

- *There is no love lost between the ideologues in America, but they won't be the ones deciding the midterms.* 65% of conservatives dislike liberals and 66% of liberals dislike conservatives, with 40% and 44% respectively saying they dislike the other side a great deal.
- Faction predicts intense dislike better than ideology alone, by similar margins on both sides.
 - 54% of Trump Republicans dislike liberals a great deal compared to 38% of traditional conservatives, and 48% of progressive Democrats dislike conservatives a great deal compared to 27% of traditional Democrats.
- Intense dislike tracks closely with having already picked a candidate, which makes it a useful marker for who remains reachable.
 - Among conservatives, 45% of committed voters dislike liberals a great deal with 21% of those still undecided or only leaning. Among liberals it runs 46% dislike with 28% undecided or leaning.
 - Moderates, asked which of the two groups they dislike more, come out cool toward both rather than warm toward either.

- 27% dislike both equally and 19% dislike neither, while 25% dislike conservatives more and 18% dislike liberals more.
- Among conservatives, the most institutionalist register 34% intense dislike – 10 points lower than the 44% among Lean Populists. Among liberals that pattern does not hold, with the Strong Institutionalists at 46%.

Digital Ownership and Subscriptions

- *Digital subscription dislike is a unifying rallying cry.* 74% say companies should be required to guarantee continued access to digital products people already paid for, such as movies, books, games, or software. Just 14% of likely voters say they should not. Half the electorate picks the most intense version of yes.
 - This isn't a partisan issue – everyone is aligned. Republicans say yes at 74%, Democrats at 73%, and Independents at 76%, with every Independent faction between 75% and 77%.
- When a company stops supporting a paid digital product, 45% say it should disclose the risk before purchase, 42% want a version that keeps working without company servers, 42% want advance notice, and 41% want a refund. Only 7% say companies owe nothing.
 - Age drives these picks more than party. Letting communities run their own servers reaches 38% among voters 18 to 29 and 33% among those 30 to 44, versus 12% at 65+. An offline version reaches 56% among voters 30 to 44 versus 32% at 65+.

- Things once bought outright, like software, music, movies, or car features, now sold as monthly subscriptions frustrate 85% of voters to some degree, with 53% extremely or very frustrated.
- Independents run hotter than either party. Left-leaning Independents reach 66% extremely or very frustrated and the other two independent factions reach 58% – more in-line with the two parties: 56% of Democratic ballot voters and 48% of Republicans.

Data Centers

- *Dislike of data centers is growing, and not among those closest to them.* 44% expect construction of new AI data centers to have a negative impact on the country against 19% who expect a positive one, a 5-point deterioration in net impact since May. Strongly negative rose 7 points, from 25% to 32%.
 - Republicans crossed from net positive to net negative, removing the one bloc that had been favorable.
 - Republican net impact went from +4 in May to -1, and Trump 2024 voters from 0 to -3.
- Opposition is building among suburban women and in the Midwest rather than among the voters closest to construction.
 - Women fell 12 points net while men did not move. Suburban voters fell 11 and Midwestern voters fell 14. Voters between 30 and 54 fell between 17 and 21 points.
 - Strongly negative rose 12 points among liberals, 13 in the Midwest, 13 among voters 30 to 44, and 10 among women.

Insights & Analysis

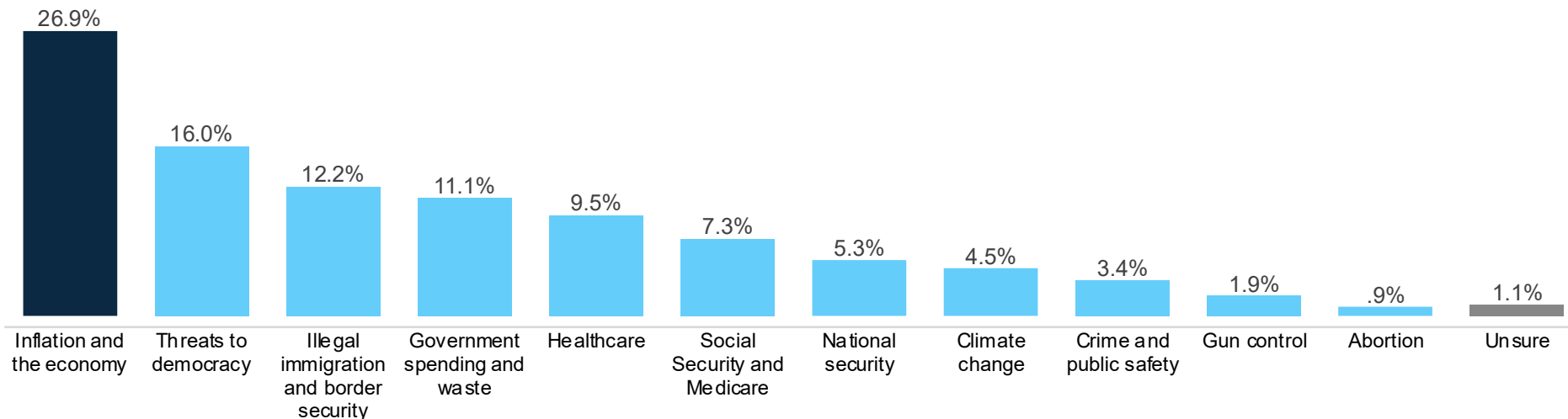


- 67% now report hearing at least a good amount about data center construction, up 17 points since May, with the fastest growth on the right and in rural areas where opposition has not yet followed.
 - Awareness rose 21 points among conservatives, 21 among Trump 2024 voters, and 25 in rural areas, which at 12% of the sample reads as directional.
- 35% now place a data center in their neighborhood, community, or general vicinity, up 9 points, led by women at +11 and voters 55 to 64 at +12.

Latent Class Analysis Voter Segments

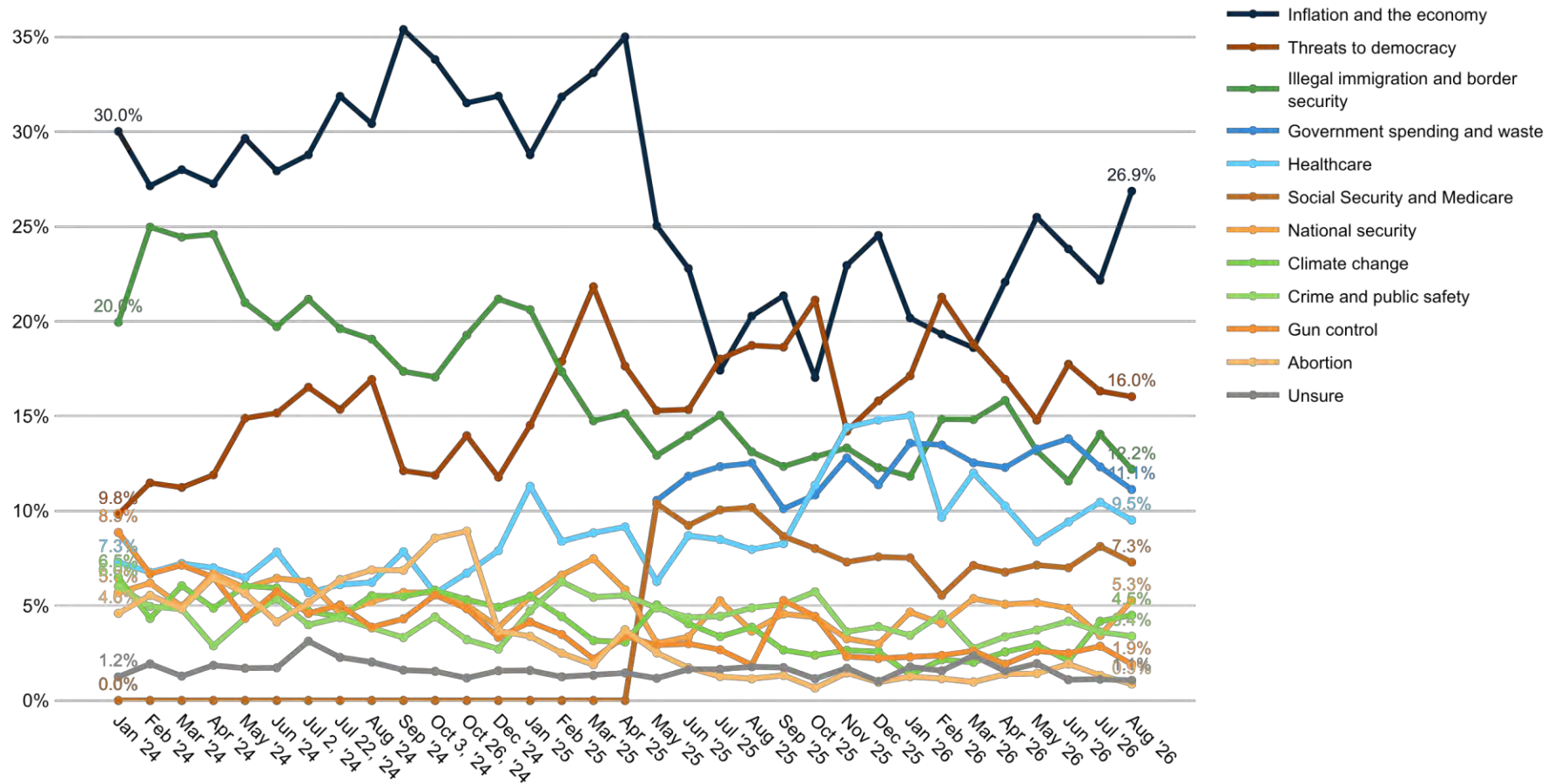
- **Mobilized Democrats**, 43% of the electorate, participate at high rates: 55% voted in all four recent general elections, 48% fall in the top turnout tier, and 78% are extremely motivated.
 - 47% are strongly negative on data centers and 37% are extremely frustrated by subscriptions, so consumer technology framing reaches this group.
- **Consolidated Right**, 39%, scores 69 on the populism index and 44 on views of expertise, and is 37% evangelical compared to 14% or less in the other two segments.
 - It is the one segment not net negative on data centers, and 40% of it reports hearing a good amount about construction, so its position remains movable.
- **Frustrated Middle**, 17%, is defined by disengagement rather than ideology. Only 37% voted in all four recent general elections, and its turnout score of 72 trails the other two segments at 84. 40% name inflation their top priority compared to 27% nationally, and 20% use cable news, so reaching it takes both an economic message and a channel other than broadcast.

Top Priority

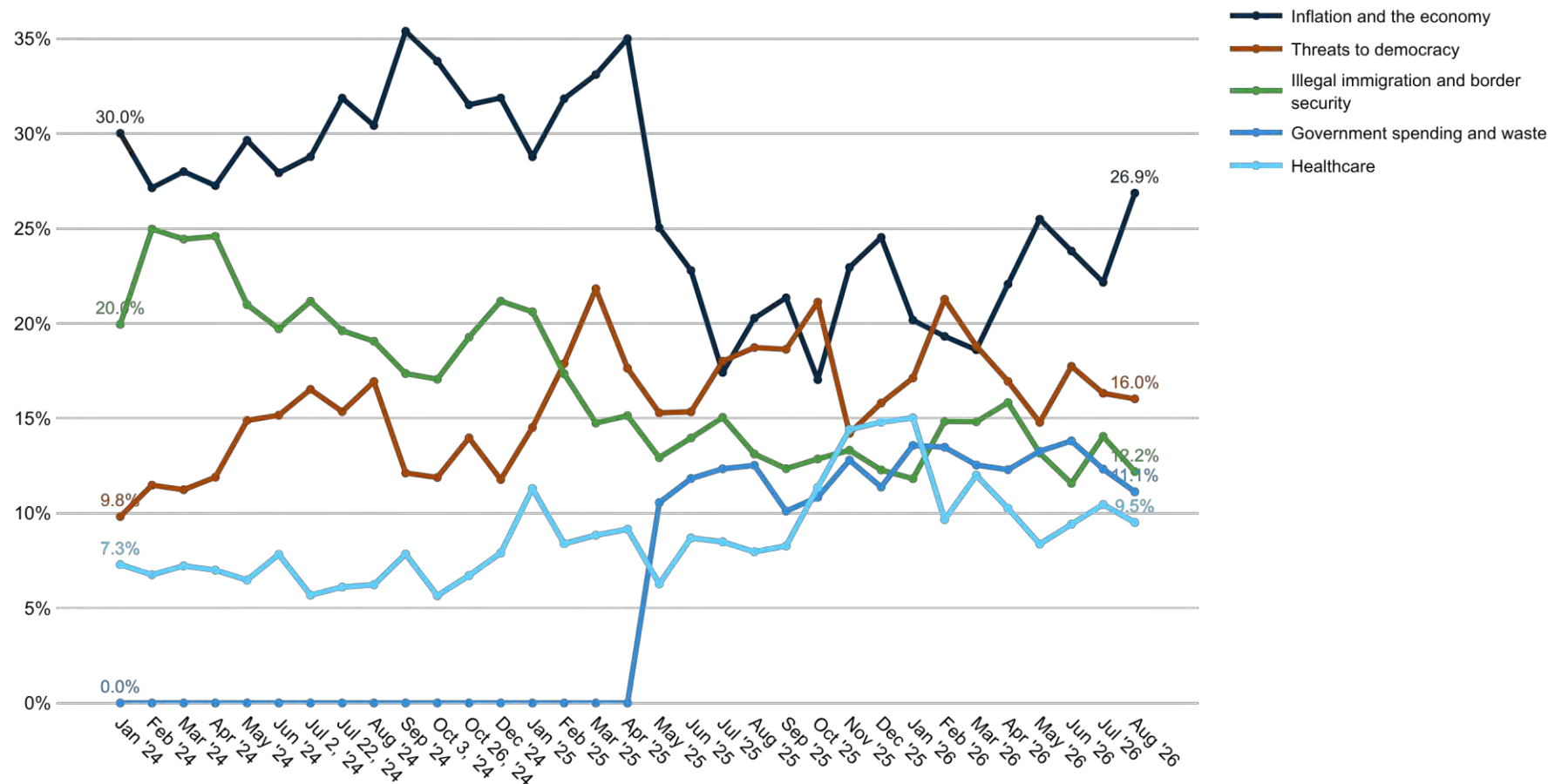


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k income	\$75k-\$125k Inc	\$125k+ income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump 24	Harris 24	0-1 of 4	2 of 4	3 of 4	4 of 4	
Inflation and the economy	27%	32%	23%	29%	23%	28%	24%	29%	26%	25%	24%	26%	33%	18%	26%	29%	32%	28%	31%	27%	30%	27%	26%	26%	34%	27%	26%	29%	31%	25%	23%	27%	23%	30%	27%	32%	29%	25%	
Threats to democracy	16%	12%	23%	14%	15%	17%	12%	14%	22%	12%	17%	18%	14%	11%	8%	7%	16%	26%	16%	28%	14%	13%	19%	17%	8%	18%	17%	15%	12%	8%	26%	19%	9%	24%	9%	12%	16%	19%	
Illegal immigration and border security	12%	6%	11%	14%	18%	14%	19%	9%	7%	14%	15%	13%	8%	29%	20%	27%	5%	0%	3%	2%	9%	12%	16%	13%	5%	12%	13%	11%	9%	26%	4%	9%	25%	2%	12%	14%	13%	12%	
Government spending and waste	11%	7%	10%	12%	16%	14%	14%	9%	8%	15%	12%	12%	6%	11%	21%	19%	11%	8%	7%	4%	8%	10%	14%	11%	8%	11%	13%	9%	13%	18%	5%	10%	17%	5%	10%	11%	10%	12%	
Healthcare	10%	15%	8%	10%	6%	8%	7%	10%	12%	6%	8%	9%	14%	3%	4%	7%	10%	22%	17%	13%	9%	12%	9%	9%	14%	5%	10%	9%	9%	2%	13%	11%	3%	15%	9%	9%	7%	11%	
Social Security and Medicare	7%	5%	11%	2%	11%	7%	6%	10%	6%	10%	9%	7%	6%	6%	3%	9%	3%	9%	9%	11%	6%	3%	7%	9%	7%	6%	9%	9%	6%	14%	7%	6%	7%	8%	3%	6%	9%		
National security	5%	3%	7%	5%	6%	5%	6%	6%	4%	6%	8%	5%	3%	13%	8%	3%	3%	1%	4%	1%	6%	6%	5%	6%	2%	3%	5%	6%	4%	8%	1%	5%	10%	2%	6%	3%	6%	6%	
Climate change	5%	9%	4%	4%	1%	3%	2%	5%	7%	4%	2%	5%	6%	1%	1%	0%	6%	11%	4%	9%	6%	4%	4%	4%	3%	10%	4%	5%	5%	1%	9%	5%	1%	8%	8%	7%	4%	3%	
Crime and public safety	3%	5%	2%	5%	2%	1%	5%	4%	3%	4%	3%	2%	6%	4%	3%	4%	2%	1%	6%	2%	4%	4%	2%	2%	10%	2%	2%	5%	3%	5%	0%	3%	4%	2%	6%	5%	4%	2%	
Gun control	2%	4%	1%	2%	1%	1%	1%	2%	3%	0%	1%	2%	2%	1%	1%	2%	1%	0%	2%	3%	1%	3%	2%	2%	5%	2%	2%	2%	2%	1%	2%	2%	1%	3%	4%	2%	1%	2%	
Abortion	1%	2%	0%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	0%
Unsure	1%	1%	0%	2%	0%	1%	2%	2%	0%	1%	1%	1%	1%	2%	1%	0%	2%	1%	0%	1%	2%	1%	1%	0%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	

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



Trend: Top Priority (At Least ~10%)

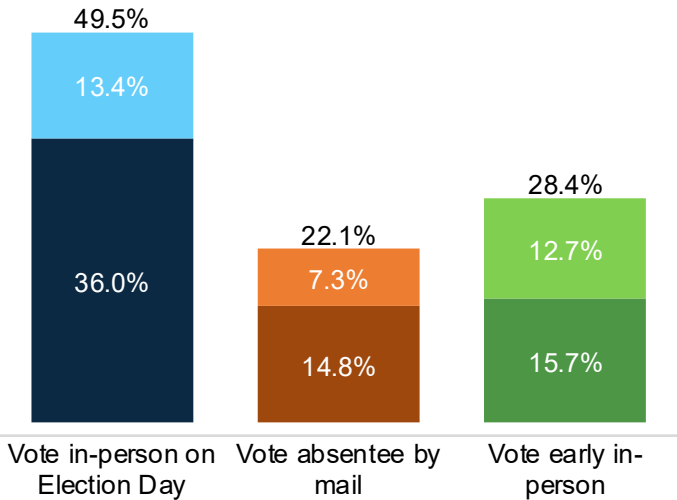


Percent Change: Top Priority (Jul '26 to Aug '26)



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	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		5%	6%	0%	4%	9%	7%	6%	5%	1%	-1%	5%	3%	12%	2%	6%	11%	0%	8%	4%	6%	8%	4%	4%	4%	8%	2%	5%	5%	3%	4%	6%	3%	1%	0%	6%	
Threats to democracy		0%	-2%	2%	2%	-3%	0%	-1%	0%	0%	-4%	1%	1%	-3%	5%	0%	-5%	0%	1%	-4%	-2%	0%	0%	-3%	0%	-6%	1%	-1%	1%	4%	2%	-3%	-2%	0%	6%	-1%	
Illegal immigration and border security		-2%	-2%	-1%	1%	-6%	-2%	-2%	0%	-4%	0%	-3%	-2%	-2%	-8%	-3%	0%	2%	-3%	0%	1%	-5%	-3%	3%	-2%	1%	-2%	-2%	-2%	1%	-5%	1%	3%	-2%	-2%	-3%	
Government spending and waste		-1%	-2%	1%	-2%	-2%	-3%	-1%	-1%	0%	5%	-5%	0%	-4%	-2%	1%	-9%	-7%	3%	0%	0%	-2%	-4%	1%	-3%	2%	-2%	-2%	-1%	-4%	-1%	-1%	-1%	4%	-1%	-2%	
Healthcare		-1%	-1%	-1%	-2%	1%	-1%	0%	-1%	-1%	-2%	-2%	-1%	1%	-3%	0%	7%	3%	-5%	2%	-4%	-1%	1%	-1%	0%	-4%	-6%	-1%	-2%	-1%	0%	-1%	-5%	-2%	-2%	1%	
Social Security and Medicare		-1%	1%	-1%	-3%	0%	1%	-4%	-1%	1%	0%	3%	-2%	-2%	0%	-3%	1%	-1%	-1%	-5%	1%	-1%	-1%	-2%	0%	-3%	-2%	-1%	-1%	0%	-1%	-2%	1%	-4%	-1%	0%	
National security		2%	1%	4%	1%	2%	0%	3%	2%	2%	2%	3%	3%	-1%	7%	1%	-5%	2%	0%	4%	0%	2%	2%	2%	3%	-1%	2%	1%	2%	0%	3%	1%	2%	0%	2%	2%	
Climate change		0%	2%	2%	-3%	0%	-1%	-1%	1%	3%	1%	-1%	1%	0%	-1%	0%	0%	5%	4%	-2%	0%	3%	-1%	-2%	0%	0%	5%	1%	0%	1%	0%	1%	2%	1%	0%	0%	
Crime and public safety		0%	1%	-3%	2%	0%	0%	1%	-2%	0%	-2%	-1%	0%	2%	0%	-2%	-1%	-2%	1%	3%	1%	0%	2%	-1%	0%	5%	-3%	-1%	0%	-2%	-1%	0%	1%	1%	-3%	0%	
Gun control		-1%	-2%	-1%	-1%	0%	0%	-1%	-2%	-1%	-1%	0%	-1%	-2%	-1%	1%	1%	-5%	-4%	-1%	-1%	-4%	1%	1%	-1%	-1%	-2%	0%	-3%	-2%	-1%	-2%	-2%	0%	-2%	-1%	
Abortion		0%	-1%	0%	0%	-1%	-1%	0%	0%	1%	0%	-1%	-1%	-1%	-1%	0%	0%	-2%	-1%	0%	-1%	0%	0%	-1%	0%	-1%	-1%	0%	-1%	-1%	0%	-1%	0%	-2%	0%	2%	-1%
Unsure		0%	-1%	-1%	2%	0%	0%	1%	0%	-1%	-1%	0%	0%	1%	0%	-1%	-1%	2%	-1%	0%	0%	1%	-1%	0%	0%	-1%	3%	0%	0%	1%	0%	0%	1%	1%	0%	-1%	

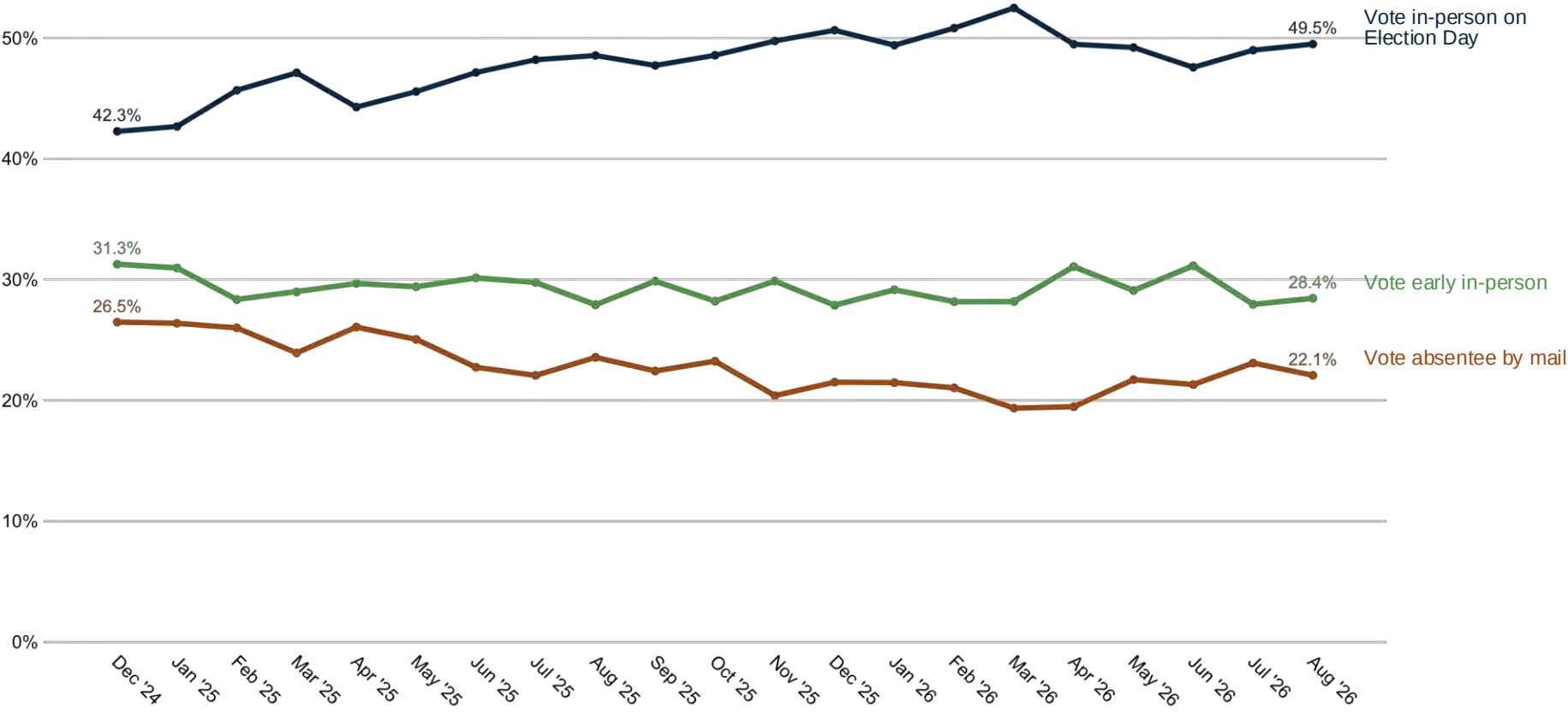
Vote Method



	Overall		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	67%	60%	68%	65%	73%	73%	65%	65%	64%	70%	69%	67%	63%	70%	68%	63%	59%	67%	69%	67%	67%	62%	69%	66%	68%	68%	69%	63%	57%	73%	74%	65%	67%	68%	57%	53%	69%	72%	
Probably vote	33%	40%	32%	35%	27%	27%	35%	35%	36%	30%	31%	33%	37%	30%	32%	37%	41%	33%	31%	33%	33%	38%	31%	34%	32%	31%	37%	43%	27%	26%	35%	33%	32%	43%	47%	31%	28%		
Vote in-person on Election Day	49%	49%	46%	54%	50%	46%	57%	52%	42%	58%	56%	47%	47%	56%	58%	57%	46%	39%	41%	42%	50%	50%	49%	50%	48%	47%	49%	50%	48%	61%	50%	43%	59%	42%	49%	56%	53%	47%	
Vote absentee by mail	22%	18%	29%	17%	22%	23%	17%	22%	27%	17%	19%	25%	21%	14%	12%	13%	27%	36%	30%	29%	25%	19%	20%	23%	16%	21%	22%	23%	24%	8%	34%	27%	13%	30%	22%	18%	24%	23%	
Vote early in-person	28%	32%	24%	29%	28%	31%	26%	27%	30%	25%	25%	28%	32%	30%	30%	30%	27%	25%	28%	29%	25%	31%	31%	27%	36%	32%	29%	27%	29%	31%	16%	30%	28%	27%	29%	26%	23%	31%	
Definitely vote in-person on Election Day	36%	31%	36%	38%	40%	37%	41%	37%	29%	44%	40%	35%	32%	44%	43%	41%	27%	29%	32%	31%	35%	37%	37%	36%	34%	34%	38%	34%	28%	48%	38%	31%	44%	31%	31%	34%	38%	37%	
Probably vote in-person on Election Day	13%	18%	11%	16%	10%	9%	15%	15%	13%	14%	16%	12%	15%	12%	15%	16%	19%	11%	10%	11%	15%	13%	11%	14%	14%	13%	11%	16%	20%	12%	12%	13%	15%	12%	18%	22%	14%	10%	
Definitely vote absentee by mail	15%	11%	19%	12%	17%	19%	10%	12%	19%	11%	15%	16%	13%	9%	9%	10%	16%	23%	24%	19%	16%	10%	16%	16%	10%	11%	16%	14%	15%	6%	25%	18%	9%	21%	10%	9%	16%	17%	
Probably vote absentee by mail	7%	8%	10%	5%	5%	4%	6%	9%	9%	6%	4%	9%	7%	5%	3%	3%	11%	12%	6%	10%	9%	9%	5%	7%	5%	10%	6%	9%	9%	2%	9%	9%	5%	9%	12%	8%	8%	5%	
Definitely vote early in-person	16%	18%	14%	15%	16%	18%	13%	16%	16%	16%	14%	15%	18%	17%	16%	12%	16%	15%	14%	17%	16%	15%	16%	14%	23%	23%	16%	15%	14%	18%	10%	16%	15%	16%	16%	9%	15%	18%	
Probably vote early in-person	13%	14%	11%	14%	12%	13%	13%	11%	14%	10%	11%	13%	14%	13%	14%	18%	10%	9%	15%	12%	9%	16%	15%	13%	13%	9%	13%	12%	15%	13%	5%	14%	13%	11%	12%	17%	8%	13%	

How do you plan to vote in the November 3rd general election for U.S. Senate and U.S. Congress?

Trend: Vote Method

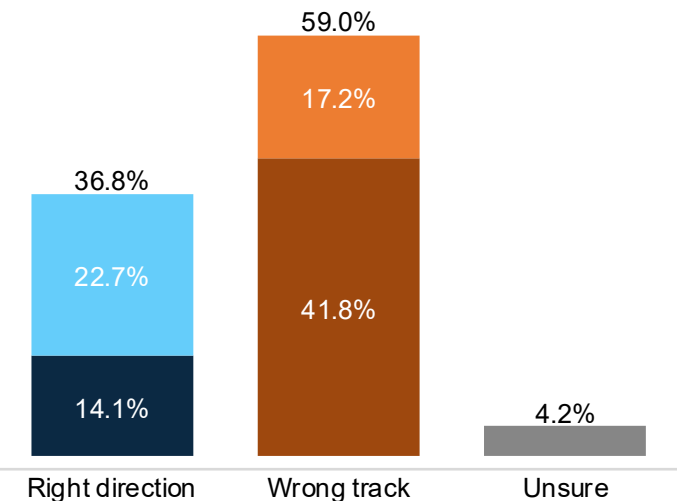


Percent Change: Vote Method (Jul '26 to Aug '26)



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
	Definitely vote	1%	-4%	3%	2%	1%	8%	-4%	3%	-4%	7%	1%	0%	-2%	1%	1%	-11%	3%	9%	1%	0%	4%	-9%	4%	0%	3%	2%	4%	-4%	-1%	1%	1%	2%	-6%	6%	1%
	Probably vote	-1%	4%	-3%	-2%	-1%	-8%	4%	-3%	4%	-7%	-1%	0%	2%	-1%	-1%	11%	-3%	-9%	-1%	0%	-4%	9%	-4%	0%	-3%	-2%	-4%	4%	1%	-1%	-1%	-2%	6%	-6%	-1%
	Vote in-person on Election Day	1%	-2%	2%	3%	-1%	2%	1%	-1%	1%	-1%	1%	1%	0%	-4%	2%	-2%	-11%	0%	-2%	4%	0%	-3%	3%	-1%	5%	2%	-2%	3%	-7%	-1%	3%	-1%	5%	2%	-1%
	Vote absentee by mail	-1%	-2%	3%	-4%	-1%	-3%	-2%	0%	1%	2%	-1%	1%	-6%	3%	-3%	-8%	9%	5%	3%	-6%	0%	1%	-5%	1%	-4%	-4%	2%	-4%	2%	0%	-1%	1%	-4%	1%	-1%
	Vote early in-person	1%	4%	-5%	1%	2%	1%	2%	1%	-2%	0%	0%	-2%	7%	1%	1%	10%	2%	-5%	-2%	2%	-1%	2%	1%	1%	-1%	2%	0%	1%	5%	1%	-1%	1%	-1%	-2%	2%
	Definitely vote in-person on Election Day	1%	-3%	4%	3%	0%	6%	-2%	2%	-1%	1%	0%	3%	-3%	-1%	2%	-6%	-4%	-1%	3%	2%	0%	-2%	5%	0%	2%	3%	1%	2%	-6%	1%	2%	1%	2%	5%	0%
	Probably vote in-person on Election Day	-1%	2%	-3%	0%	-1%	-4%	3%	-3%	2%	-2%	1%	-2%	2%	-3%	0%	5%	-6%	2%	-5%	2%	0%	-1%	-1%	-1%	3%	-1%	-2%	2%	-1%	-2%	1%	-3%	3%	-4%	-1%
	Definitely vote absentee by mail	-2%	-5%	0%	-3%	-1%	0%	-4%	-4%	-1%	2%	0%	-2%	-5%	1%	-3%	-6%	6%	4%	3%	-9%	-1%	-5%	-3%	-1%	-4%	-9%	1%	-7%	2%	-1%	-3%	-5%	-7%	0%	-1%
	Probably vote absentee by mail	1%	2%	3%	-2%	0%	-3%	2%	3%	2%	0%	-1%	3%	-2%	2%	-1%	-2%	3%	1%	0%	3%	1%	6%	-2%	1%	-1%	5%	0%	2%	0%	0%	2%	5%	2%	1%	0%
	Definitely vote early in-person	2%	4%	-1%	2%	2%	2%	2%	4%	-1%	4%	1%	0%	6%	1%	1%	2%	2%	5%	-6%	6%	4%	-2%	2%	1%	5%	8%	2%	2%	3%	1%	2%	5%	-2%	1%	2%
	Probably vote early in-person	-1%	0%	-4%	-1%	0%	-1%	0%	-3%	-1%	-4%	-1%	-2%	1%	0%	0%	8%	0%	-11%	4%	-4%	-5%	4%	-1%	0%	-6%	-6%	-2%	0%	2%	0%	-4%	-4%	1%	-3%	0%

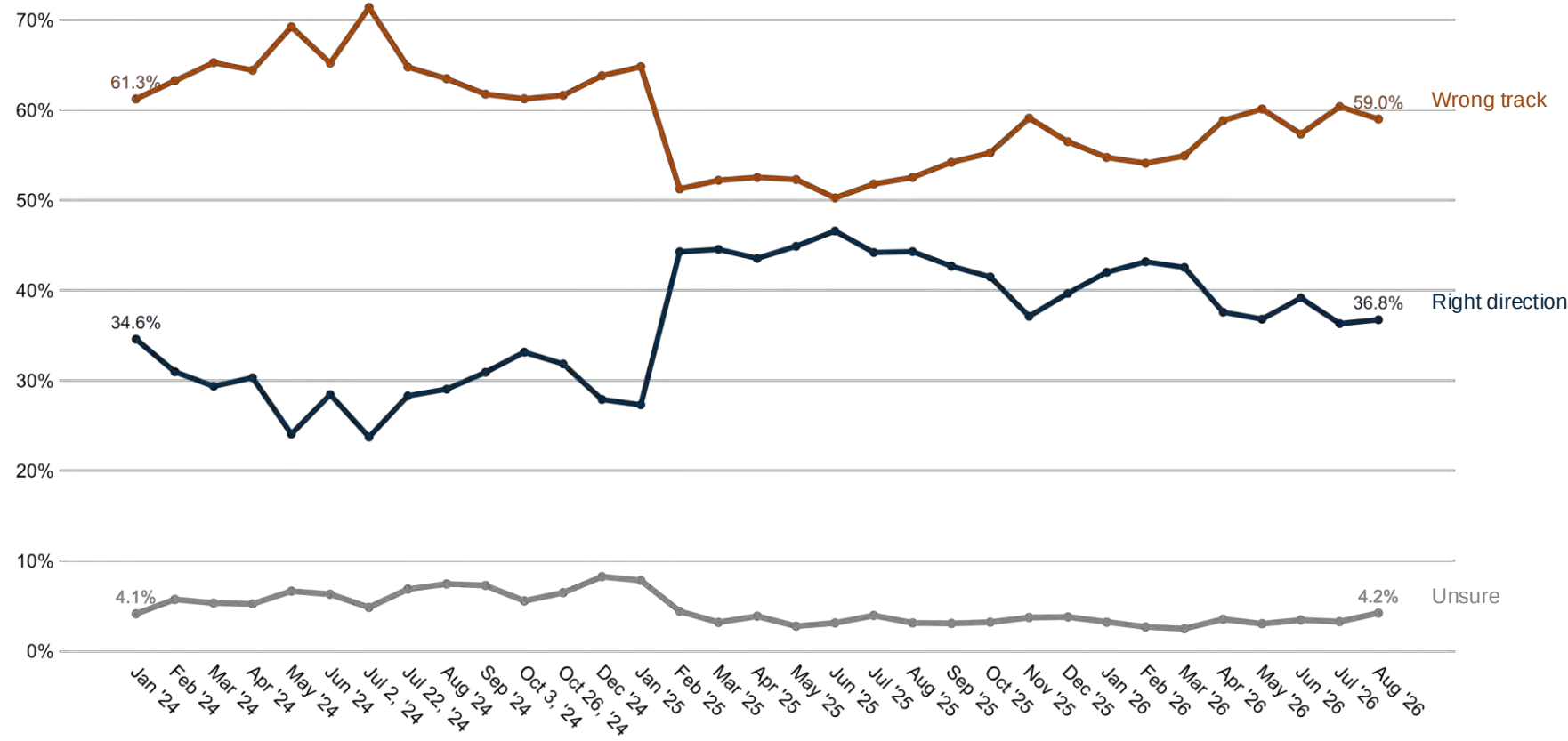
Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	37%	24%	36%	39%	50%	41%	48%	35%	24%	48%	45%	34%	32%	84%	62%	55%	23%	4%	14%	5%	32%	39%	39%	40%	25%	27%	40%	33%	28%	70%	11%	31%	73%	7%	35%	39%	35%	37%
Wrong track	59%	69%	62%	56%	49%	56%	48%	59%	73%	47%	49%	63%	62%	12%	32%	39%	71%	95%	84%	93%	63%	57%	57%	56%	71%	68%	56%	62%	65%	22%	88%	65%	22%	91%	56%	58%	60%	60%
Definitely the right direction	14%	9%	12%	18%	19%	16%	21%	13%	7%	19%	20%	11%	15%	41%	19%	19%	5%	2%	7%	1%	12%	16%	15%	14%	14%	16%	15%	13%	5%	28%	2%	11%	27%	3%	17%	13%	10%	15%
Mostly the right direction	23%	15%	24%	21%	31%	26%	26%	22%	17%	29%	25%	23%	17%	44%	43%	36%	18%	2%	7%	3%	21%	23%	24%	26%	11%	11%	25%	21%	24%	42%	9%	20%	46%	3%	18%	26%	24%	22%
Mostly the wrong track	17%	21%	16%	19%	13%	15%	17%	19%	17%	16%	14%	18%	18%	8%	23%	18%	21%	13%	18%	15%	21%	16%	15%	15%	28%	18%	16%	18%	30%	19%	16%	18%	16%	16%	23%	22%	21%	13%
Definitely the wrong track	42%	47%	46%	37%	36%	41%	32%	40%	55%	32%	35%	45%	44%	4%	9%	20%	50%	82%	66%	78%	42%	41%	42%	41%	43%	50%	40%	44%	35%	3%	71%	47%	6%	75%	32%	36%	39%	47%
Unsure	4%	7%	3%	6%	2%	3%	4%	5%	4%	5%	6%	3%	5%	4%	6%	6%	6%	1%	1%	2%	5%	3%	4%	4%	4%	5%	4%	4%	7%	8%	2%	4%	5%	2%	9%	4%	5%	3%

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

Trend: Country Direction

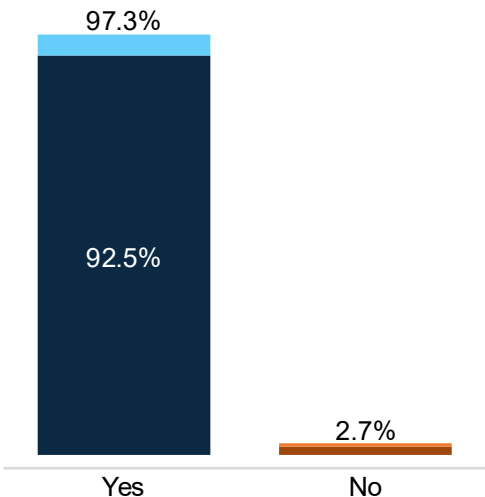


Percent Change: Country Direction (Jul '26 to Aug '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	0%	-5%	4%	2%	0%	4%	0%	2%	-3%	6%	-1%	-2%	4%	3%	-8%	-5%	9%	-1%	4%	1%	-3%	-1%	5%	1%	8%	-4%	-1%	3%	-4%	1%	2%	0%	2%	-1%	1%
Wrong track	-1%	2%	-5%	-4%	2%	-3%	0%	-5%	2%	-8%	-1%	2%	-6%	-5%	7%	8%	-13%	0%	-3%	-3%	2%	1%	-6%	-2%	-8%	3%	0%	-4%	3%	-1%	-3%	-1%	-1%	-2%	-2%
Definitely the right direction	1%	3%	1%	4%	-3%	1%	0%	3%	1%	6%	5%	-2%	3%	5%	-4%	1%	3%	1%	5%	0%	-2%	2%	5%	0%	6%	4%	2%	1%	0%	1%	2%	8%	-3%	-7%	3%
Mostly the right direction	-1%	-8%	3%	-1%	4%	2%	0%	-1%	-5%	1%	-6%	0%	1%	-2%	-4%	-6%	6%	-2%	-1%	1%	-1%	-4%	0%	0%	1%	-8%	-3%	3%	-4%	0%	0%	-8%	6%	6%	-2%
Mostly the wrong track	1%	1%	1%	-1%	4%	1%	3%	2%	0%	0%	-1%	2%	3%	-3%	8%	4%	-2%	-6%	-4%	2%	4%	2%	-2%	-1%	7%	4%	1%	1%	-1%	2%	-1%	3%	5%	3%	-1%
Definitely the wrong track	-3%	1%	-6%	-4%	-2%	-3%	-3%	-7%	3%	-8%	1%	0%	-9%	-2%	-1%	4%	-11%	6%	1%	-5%	-2%	-1%	-4%	-1%	-15%	-1%	-2%	-5%	3%	-3%	-3%	-4%	-5%	-5%	0%
Unsure	1%	3%	1%	2%	-2%	-1%	0%	2%	1%	2%	1%	0%	2%	2%	1%	-3%	4%	1%	-1%	2%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	-2%	2%	1%

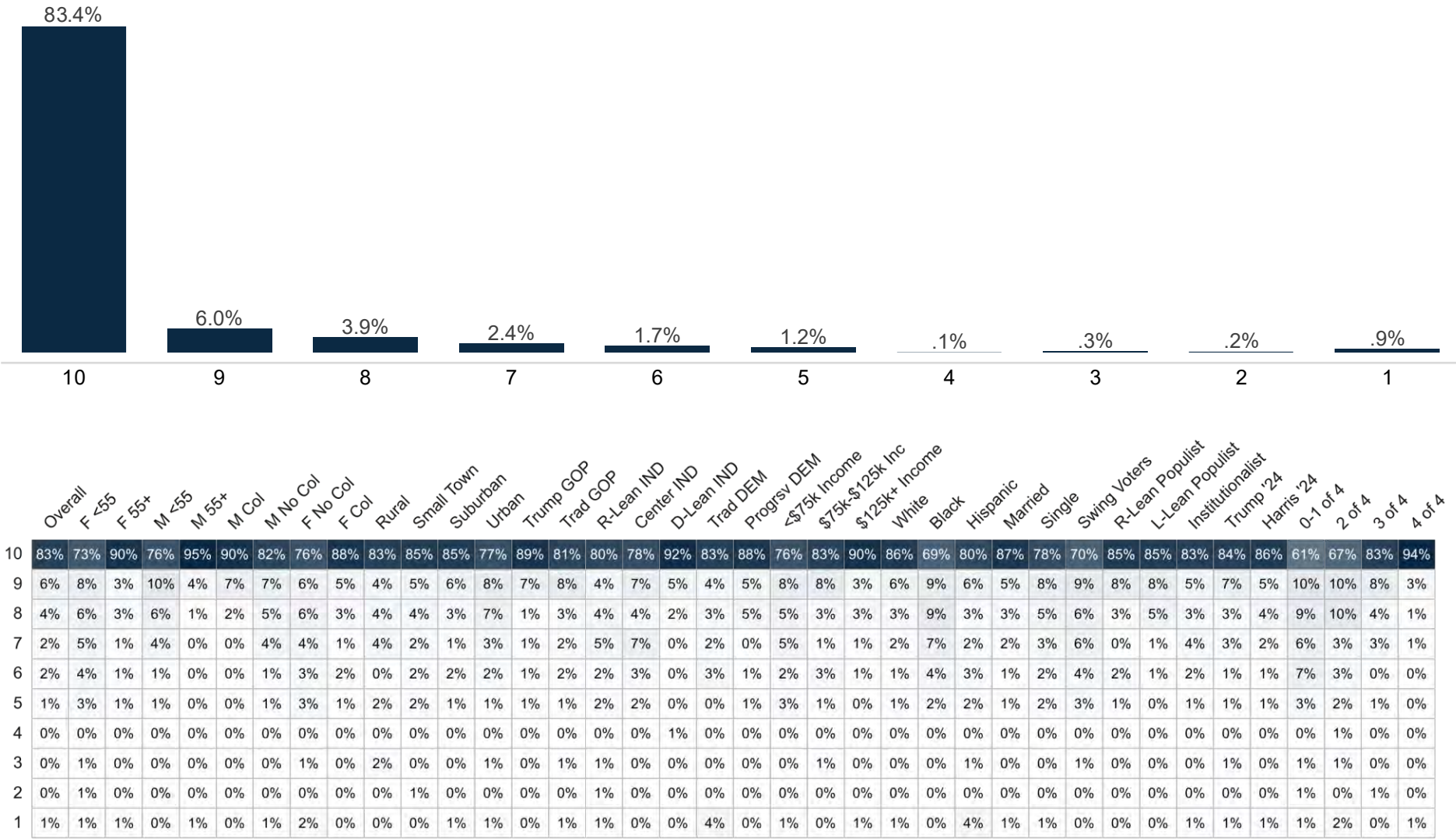
Prior Vote History



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes, I have voted in multiple elections	Yes Total	97%	96%	98%	96%	99%	99%	96%	96%	99%	98%	97%	98%	95%	98%	99%	96%	93%	99%	97%	99%	96%	96%	99%	98%	94%	94%	98%	96%	95%	99%	98%	97%	98%	98%	89%	98%	98%	99%
	No Total	3%	4%	2%	4%	1%	1%	4%	4%	1%	2%	3%	2%	5%	2%	1%	4%	7%	1%	3%	1%	4%	1%	2%	6%	6%	2%	4%	5%	1%	2%	3%	2%	2%	11%	2%	2%	1%	
	Yes, I voted once	5%	9%	2%	8%	1%	1%	7%	8%	3%	6%	6%	4%	7%	2%	7%	6%	3%	1%	8%	5%	9%	3%	2%	3%	11%	10%	3%	7%	8%	5%	5%	4%	4%	4%	23%	5%	2%	1%
	No, but I was not old enough to vote until recently	1%	2%	0%	1%	0%	0%	1%	2%	0%	1%	2%	0%	2%	0%	2%	1%	0%	2%	1%	1%	2%	0%	0%	5%	2%	0%	1%	2%	0%	1%	1%	0%	1%	6%	0%	0%	0%	
No, I have never voted		2%	1%	2%	3%	1%	1%	3%	3%	1%	2%	1%	2%	3%	2%	1%	3%	6%	1%	1%	0%	3%	2%	1%	2%	1%	4%	1%	3%	3%	1%	1%	2%	2%	1%	5%	2%	2%	1%

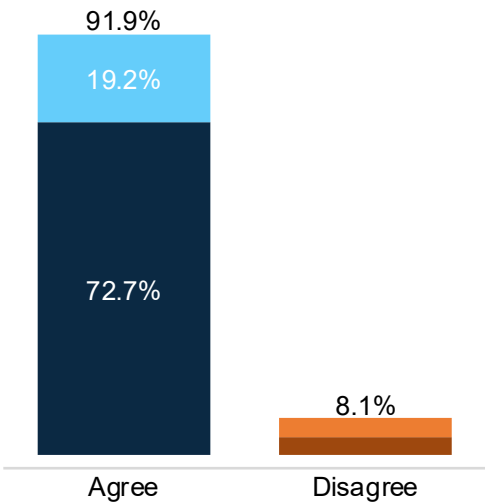
Have you voted in any election before, including local elections, primary elections, or elections in another state?

Vote Likelihood



On a scale from 1 to 10, where 1 means you definitely will NOT vote and 10 means you definitely WILL vote, how likely are you to vote in the November 3rd general election?

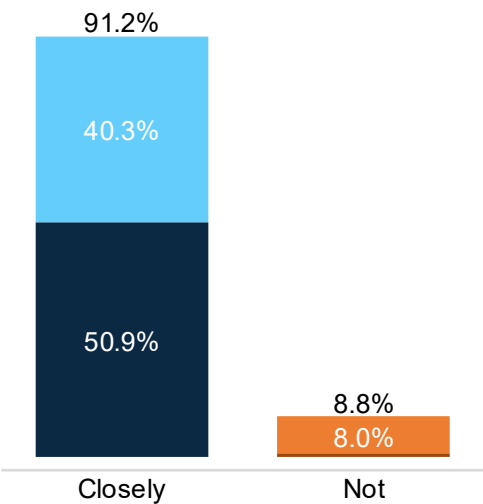
Civic Duty



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree	Total	92%	90%	94%	90%	94%	91%	92%	91%	93%	91%	93%	92%	91%	94%	91%	91%	89%	91%	93%	94%	92%	91%	92%	92%	90%	93%	92%	87%	97%	97%	91%	92%	93%	90%	89%	92%	93%	
Disagree	Total	8%	10%	6%	10%	6%	9%	8%	9%	7%	9%	7%	8%	9%	6%	9%	11%	9%	7%	6%	8%	9%	8%	8%	10%	7%	8%	8%	13%	3%	3%	9%	8%	7%	10%	11%	8%	7%	
Strongly agree		73%	65%	78%	63%	84%	78%	70%	67%	77%	70%	73%	73%	73%	77%	71%	62%	59%	75%	83%	80%	68%	69%	79%	73%	68%	79%	75%	70%	54%	77%	83%	74%	71%	79%	58%	62%	71%	81%
Somewhat agree		19%	25%	16%	26%	10%	13%	22%	24%	16%	21%	20%	19%	18%	17%	20%	29%	31%	16%	10%	14%	24%	22%	13%	19%	22%	14%	17%	23%	33%	20%	14%	17%	20%	14%	32%	27%	21%	13%
Somewhat disagree		4%	7%	3%	6%	1%	4%	3%	6%	4%	5%	3%	4%	5%	2%	5%	4%	6%	5%	5%	3%	4%	5%	4%	4%	5%	5%	3%	8%	1%	2%	5%	4%	4%	6%	7%	4%	3%	
Strongly disagree		4%	3%	3%	4%	5%	5%	4%	4%	3%	4%	4%	4%	3%	5%	4%	5%	4%	4%	2%	4%	4%	4%	4%	4%	5%	2%	4%	4%	5%	2%	2%	4%	4%	3%	4%	5%	4%	4%

How much do you agree or disagree with the following statement: Voting is a civic duty, and I would feel guilty if I did not vote.

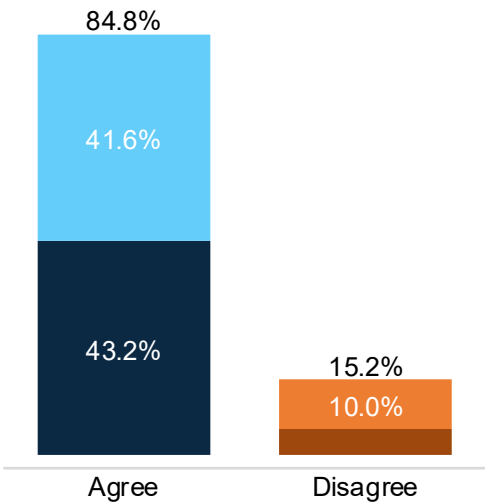
Political Interest



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4	
Closely Total	91%	84%	94%	88%	99%	97%	90%	86%	93%	84%	92%	94%	87%	97%	88%	94%	88%	97%	90%	95%	87%	92%	94%	93%	81%	90%	93%	89%	82%	93%	93%	91%	92%	92%	81%	90%	91%	95%
Not Total	9%	16%	6%	12%	1%	3%	10%	14%	7%	16%	8%	6%	13%	3%	12%	6%	12%	3%	10%	5%	13%	8%	6%	7%	19%	10%	7%	11%	18%	7%	7%	9%	8%	19%	10%	9%	5%	
Very closely	51%	38%	50%	50%	67%	66%	52%	38%	51%	44%	48%	53%	51%	61%	44%	49%	44%	60%	54%	55%	44%	49%	59%	51%	41%	58%	53%	47%	31%	51%	51%	52%	50%	55%	41%	39%	41%	61%
Somewhat closely	40%	47%	44%	37%	31%	31%	38%	48%	43%	40%	44%	41%	35%	36%	45%	45%	44%	37%	36%	39%	43%	43%	35%	41%	40%	32%	39%	42%	51%	42%	43%	39%	42%	38%	40%	50%	50%	34%
Not very closely	8%	14%	5%	12%	1%	3%	9%	12%	6%	13%	7%	6%	12%	3%	10%	5%	12%	2%	9%	5%	12%	7%	6%	7%	16%	10%	7%	10%	16%	5%	5%	9%	8%	7%	17%	9%	9%	5%
Not at all	1%	1%	1%	1%	0%	0%	1%	2%	0%	3%	1%	0%	1%	0%	2%	1%	0%	1%	2%	0%	2%	1%	0%	1%	3%	1%	0%	1%	2%	2%	1%	0%	1%	1%	3%	1%	0%	1%

How closely do you follow political news and current events?

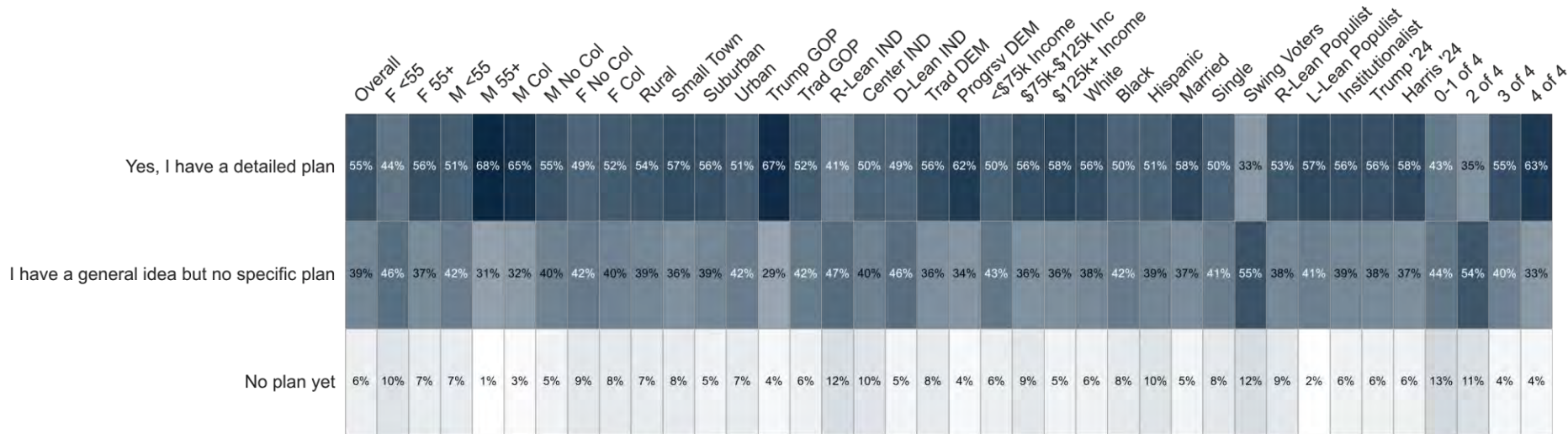
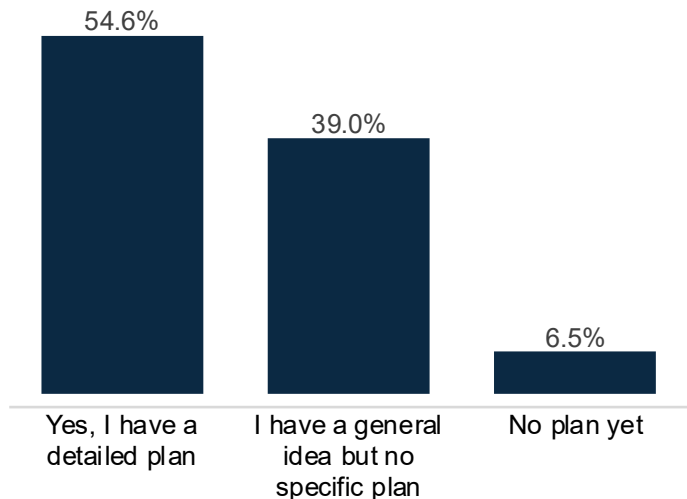
Vote Efficacy



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	85%	82%	90%	77%	90%	82%	85%	85%	87%	82%	83%	85%	87%	89%	81%	77%	85%	72%	90%	90%	86%	85%	82%	84%	93%	83%	84%	86%	77%	86%	89%	86%	84%	87%	84%	75%	84%	88%
Disagree Total	15%	18%	10%	23%	10%	18%	15%	15%	13%	18%	17%	15%	13%	11%	19%	23%	15%	28%	10%	10%	14%	15%	18%	16%	7%	17%	16%	14%	23%	14%	11%	14%	16%	13%	16%	25%	16%	12%
Strongly agree	43%	33%	50%	33%	55%	45%	44%	42%	41%	42%	42%	43%	45%	55%	38%	36%	34%	27%	51%	48%	45%	45%	40%	41%	49%	53%	41%	46%	30%	39%	48%	45%	44%	45%	38%	31%	38%	50%
Somewhat agree	42%	49%	39%	44%	34%	37%	41%	42%	46%	40%	41%	42%	41%	34%	43%	41%	51%	44%	40%	42%	42%	40%	42%	43%	44%	31%	43%	40%	47%	48%	40%	42%	41%	42%	46%	45%	46%	38%
Somewhat disagree	10%	13%	5%	14%	8%	12%	10%	11%	8%	12%	11%	9%	10%	5%	12%	14%	14%	20%	8%	7%	9%	10%	11%	10%	6%	11%	11%	9%	16%	11%	9%	8%	9%	9%	10%	16%	12%	8%
Strongly disagree	5%	5%	5%	9%	3%	6%	5%	5%	5%	6%	6%	6%	3%	6%	7%	9%	2%	8%	1%	3%	5%	5%	6%	6%	1%	6%	5%	5%	7%	3%	2%	6%	6%	4%	6%	9%	4%	5%

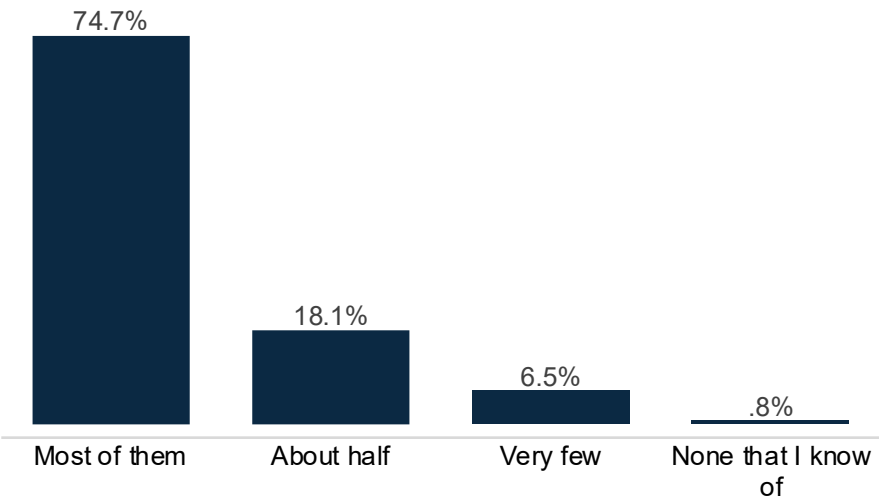
How much do you agree or disagree with the following statement: My vote can make a real difference in the outcome of elections.

Voting Plan



Do you have a specific plan for how you will vote in the November 3rd general election – meaning you know when, where, and how you are casting your ballot?

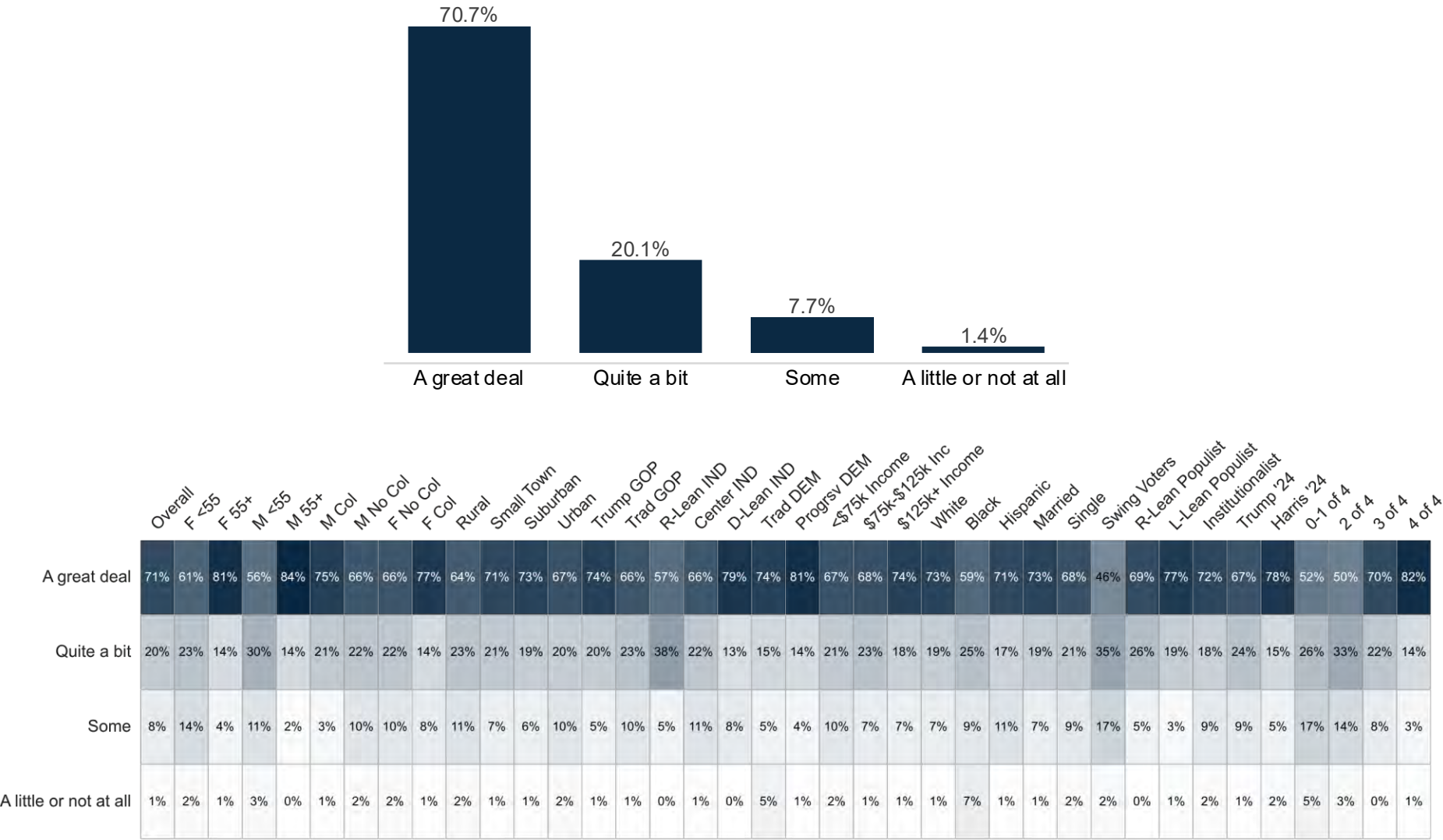
Social Voting Norms



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Most of them	75%	63%	83%	66%	86%	83%	70%	69%	79%	68%	70%	80%	69%	81%	72%	71%	75%	78%	77%	73%	66%	76%	82%	80%	56%	62%	78%	70%	63%	76%	70%	76%	76%	75%	53%	60%	73%	86%
About half	18%	27%	12%	23%	11%	14%	19%	22%	16%	22%	21%	16%	20%	14%	19%	20%	20%	18%	13%	20%	22%	16%	15%	15%	30%	24%	16%	21%	26%	15%	20%	17%	17%	17%	28%	31%	21%	11%
Very few	7%	9%	5%	10%	2%	2%	10%	8%	5%	8%	8%	5%	9%	4%	8%	5%	4%	4%	9%	7%	11%	7%	2%	5%	12%	13%	5%	8%	10%	9%	9%	6%	6%	6%	18%	9%	6%	3%
None that I know of	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	0%	1%	0%	0%	4%	0%	0%	1%	0%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%

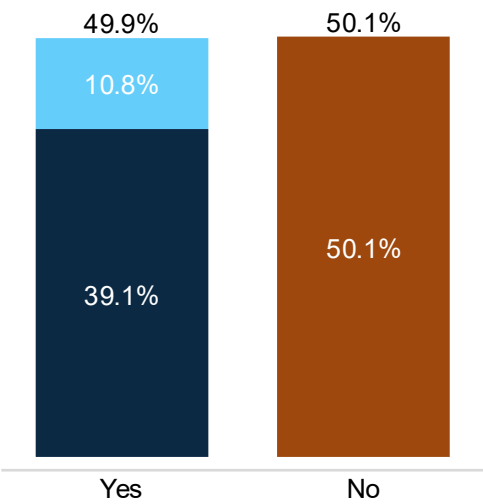
Among your close friends and family, how many of them regularly vote?

Emotional Stakes



How much do you personally care about the outcome of the November 3rd general election?

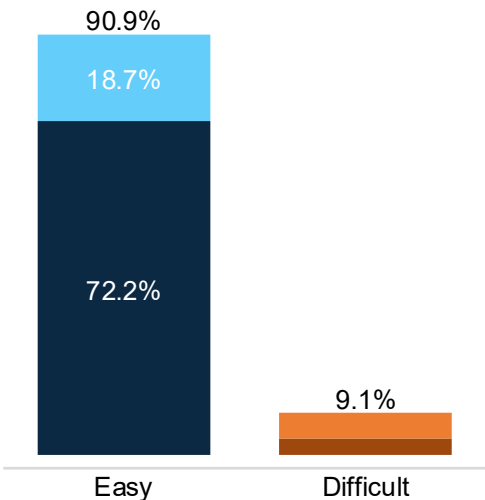
Mobilization Contact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4	
Yes Total	50%	53%	47%	56%	44%	51%	49%	46%	55%	47%	49%	49%	54%	50%	43%	40%	60%	52%	53%	57%	48%	56%	49%	48%	60%	52%	49%	51%	51%	43%	51%	50%	45%	55%	54%	43%	49%	51%
Yes, multiple times	39%	40%	38%	41%	38%	42%	36%	34%	45%	36%	41%	39%	39%	38%	33%	31%	52%	47%	40%	43%	33%	44%	41%	39%	38%	33%	41%	37%	35%	31%	37%	40%	36%	42%	34%	28%	37%	45%
Yes, once	11%	13%	9%	15%	6%	9%	13%	12%	10%	11%	8%	10%	15%	12%	10%	10%	8%	5%	13%	14%	15%	11%	7%	8%	22%	19%	9%	14%	16%	12%	15%	10%	9%	12%	20%	16%	12%	7%
No	50%	47%	53%	44%	56%	49%	51%	54%	45%	53%	51%	51%	46%	50%	57%	60%	40%	48%	47%	43%	52%	44%	51%	52%	40%	48%	51%	49%	49%	57%	49%	50%	55%	45%	46%	57%	51%	49%

Have you been contacted by a campaign, political party, or civic organization encouraging you to vote in the November 3rd general election?

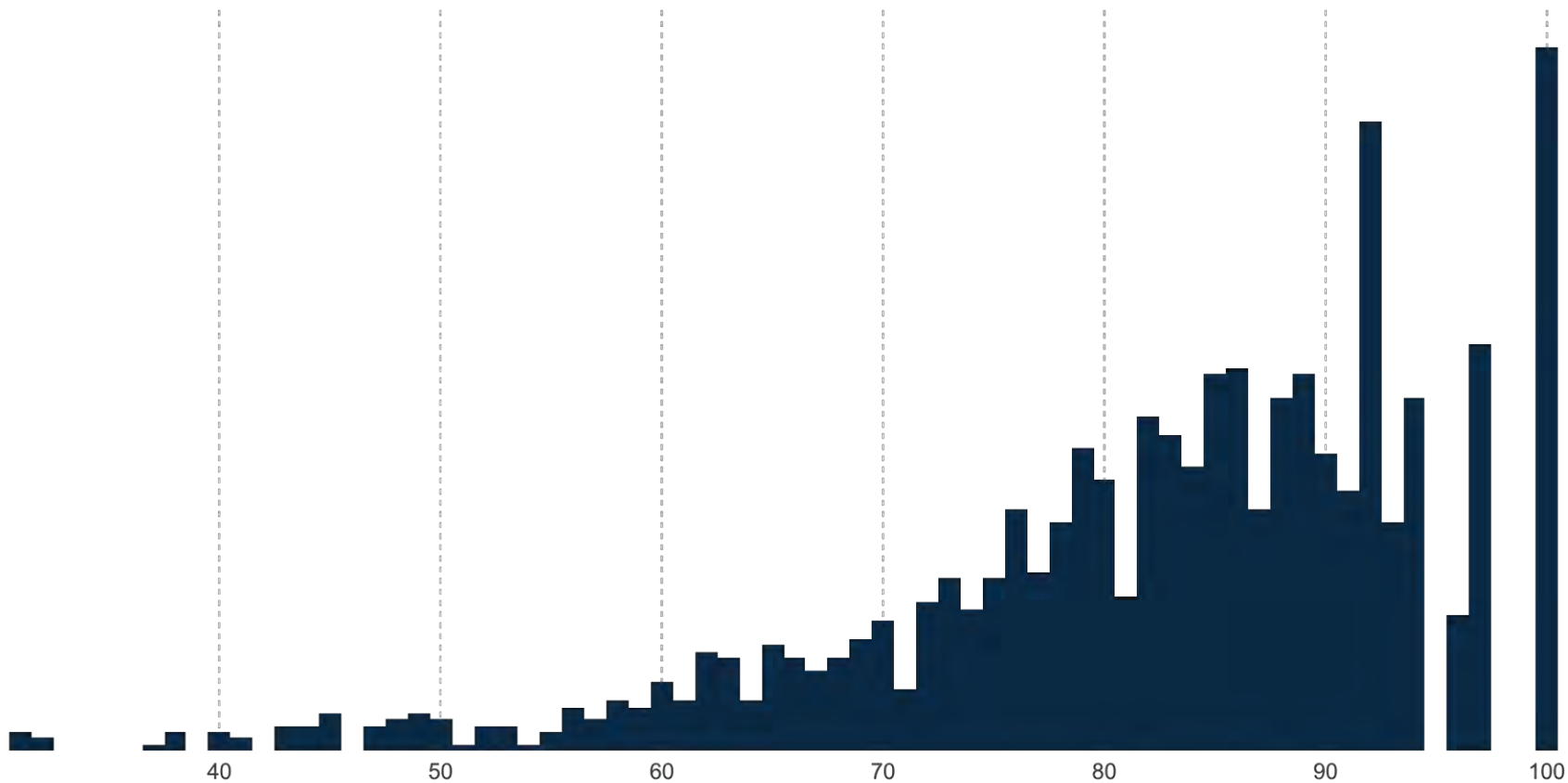
Voting Access



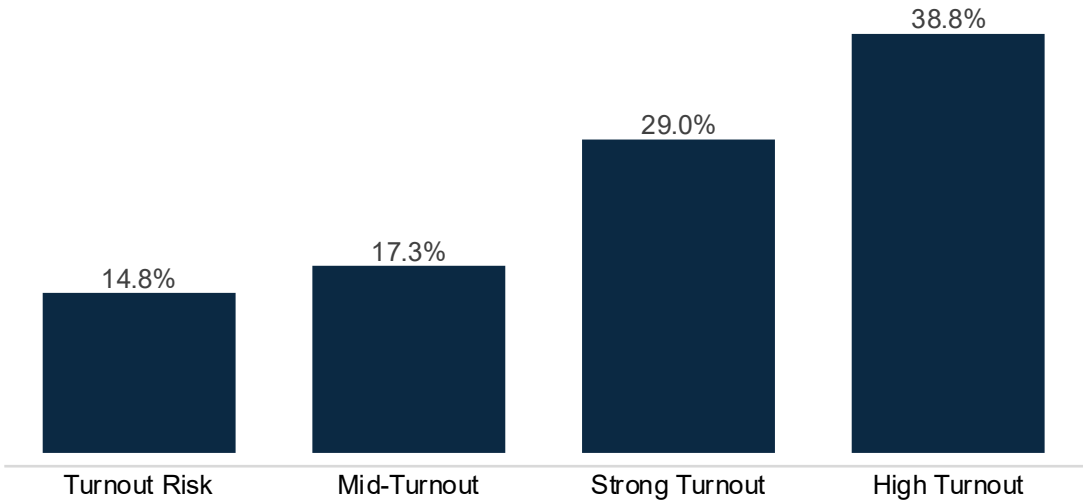
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Easy Total	91%	89%	90%	91%	94%	94%	91%	87%	92%	88%	93%	91%	91%	92%	93%	96%	85%	90%	87%	91%	87%	90%	95%	92%	85%	92%	93%	89%	87%	94%	86%	92%	93%	90%	84%	88%	92%	94%
Difficult Total	9%	11%	10%	9%	6%	6%	9%	13%	8%	12%	7%	9%	9%	8%	7%	4%	15%	10%	13%	9%	13%	10%	5%	8%	15%	8%	7%	11%	13%	6%	14%	8%	7%	10%	16%	12%	8%	6%
Very easy	72%	64%	72%	70%	83%	79%	74%	64%	75%	72%	78%	72%	68%	82%	79%	79%	67%	60%	68%	68%	62%	72%	84%	74%	63%	70%	76%	67%	58%	85%	62%	71%	81%	66%	58%	61%	70%	80%
Somewhat easy	19%	25%	17%	22%	11%	15%	17%	23%	18%	15%	15%	19%	24%	10%	14%	17%	18%	30%	19%	23%	25%	19%	12%	18%	22%	22%	16%	21%	29%	9%	24%	21%	13%	24%	26%	27%	21%	13%
Somewhat difficult	6%	6%	7%	6%	3%	3%	6%	9%	4%	7%	5%	6%	4%	5%	5%	4%	9%	6%	6%	5%	8%	5%	2%	5%	8%	4%	4%	8%	9%	4%	7%	5%	5%	5%	10%	9%	3%	4%
Very difficult	4%	5%	3%	3%	3%	3%	3%	4%	4%	6%	3%	3%	4%	3%	2%	0%	6%	5%	7%	3%	5%	5%	2%	3%	7%	4%	4%	4%	4%	2%	6%	3%	2%	5%	6%	4%	5%	2%

How easy or difficult would it be for you to get to your polling place and vote on Election Day?

Composite Turnout Score Distribution

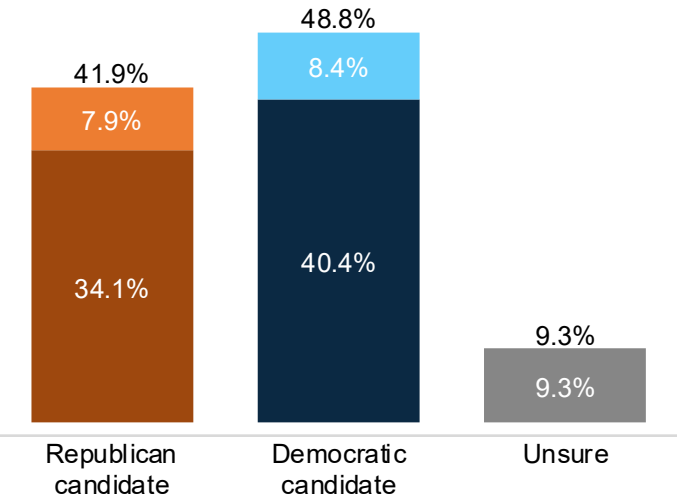


Composite Turnout Score Tiers



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Turnout Risk	15%	26%	10%	21%	3%	6%	17%	22%	12%	21%	14%	12%	20%	7%	16%	21%	22%	9%	16%	8%	22%	15%	9%	12%	25%	18%	12%	19%	31%	10%	12%	15%	13%	13%	32%	30%	13%	6%
Mid-Turnout	17%	19%	18%	22%	11%	14%	19%	20%	16%	17%	20%	18%	14%	15%	21%	17%	15%	24%	15%	18%	19%	15%	17%	19%	19%	15%	20%	22%	18%	17%	17%	17%	16%	20%	27%	19%	13%	
Strong Turnout	29%	27%	30%	26%	33%	32%	27%	28%	29%	26%	27%	32%	26%	31%	29%	33%	28%	29%	30%	27%	28%	30%	30%	31%	24%	23%	31%	27%	30%	37%	28%	27%	32%	26%	24%	21%	36%	30%
High Turnout	39%	29%	42%	32%	53%	47%	38%	30%	43%	36%	40%	39%	40%	47%	34%	29%	35%	38%	39%	46%	32%	40%	45%	40%	33%	40%	42%	35%	17%	35%	43%	41%	38%	45%	24%	22%	32%	50%

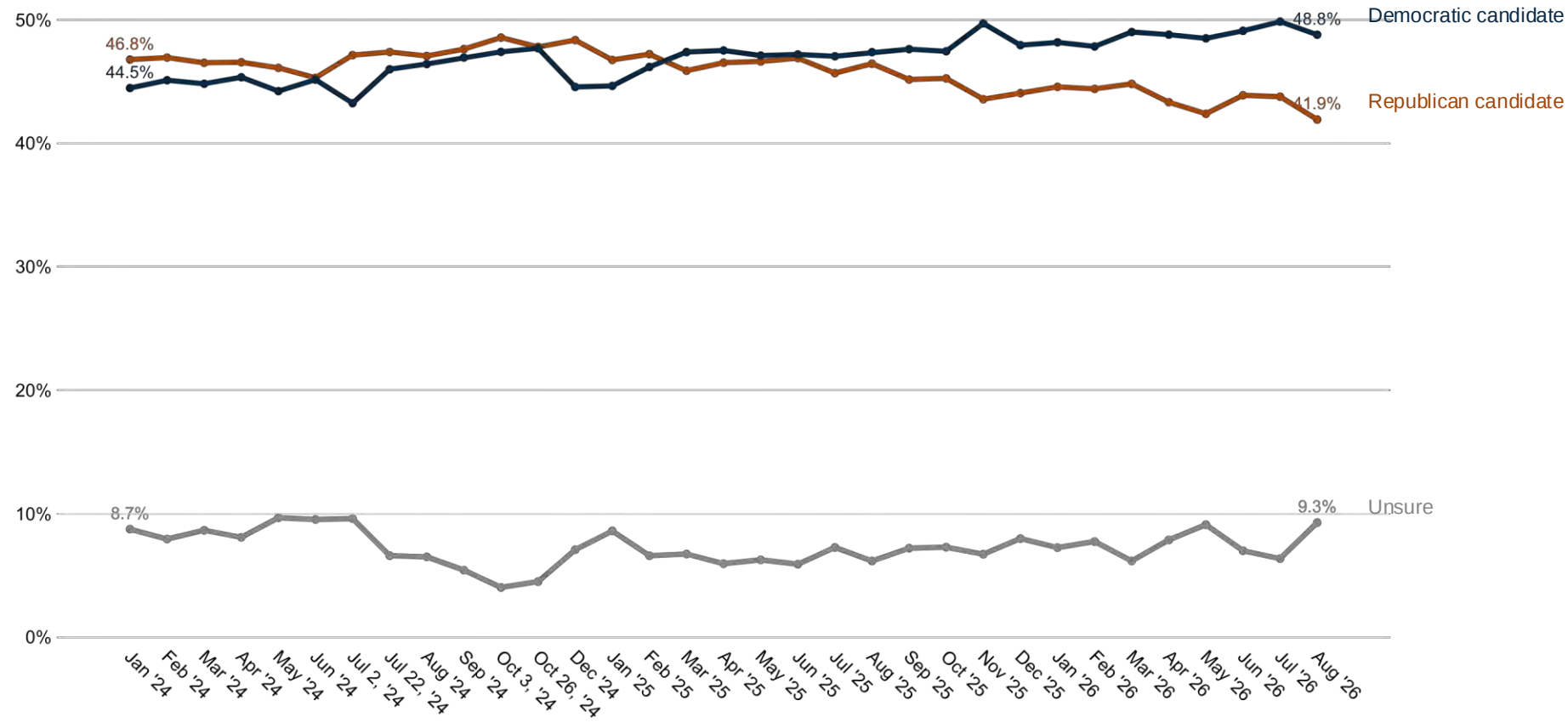
Generic Ballot



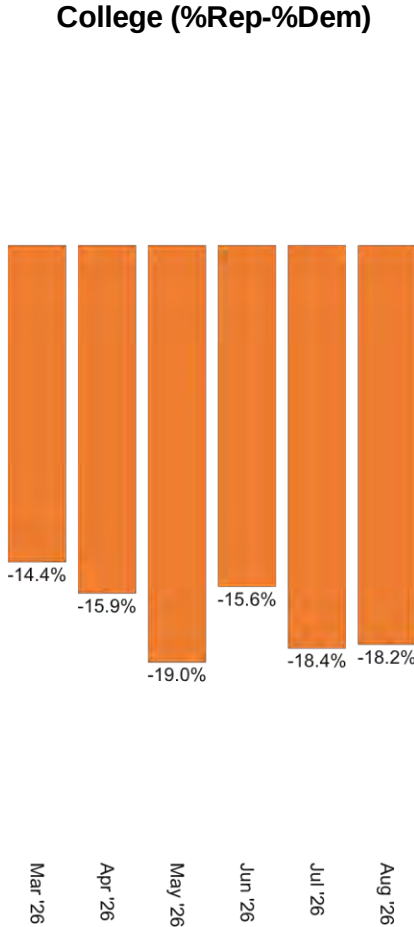
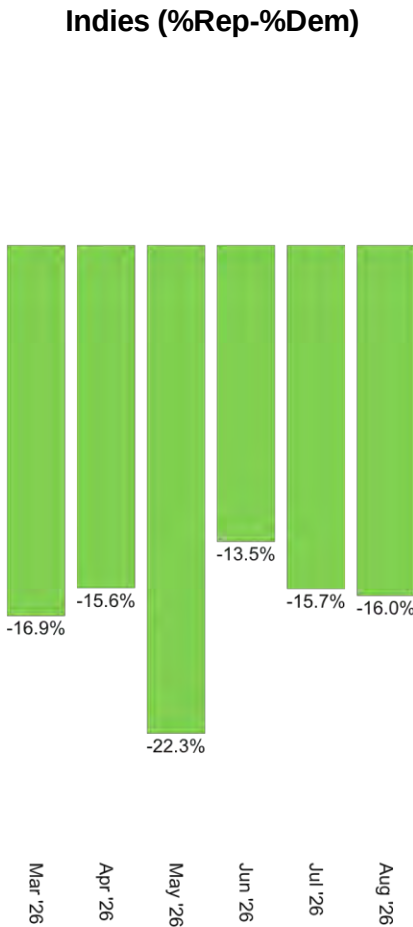
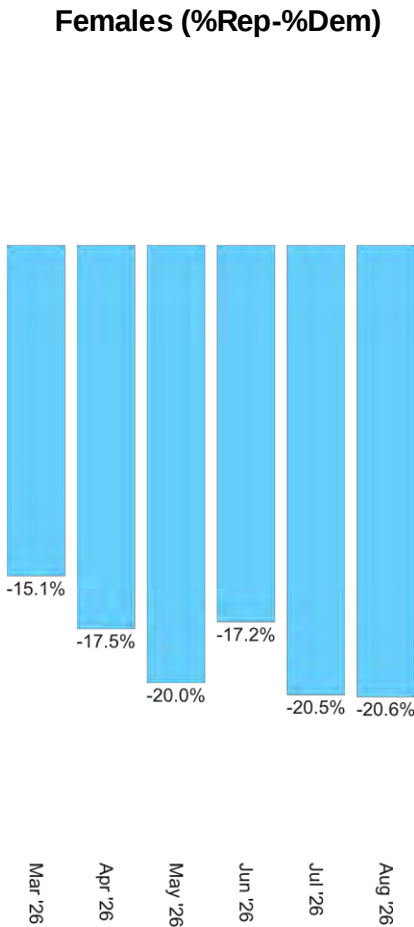
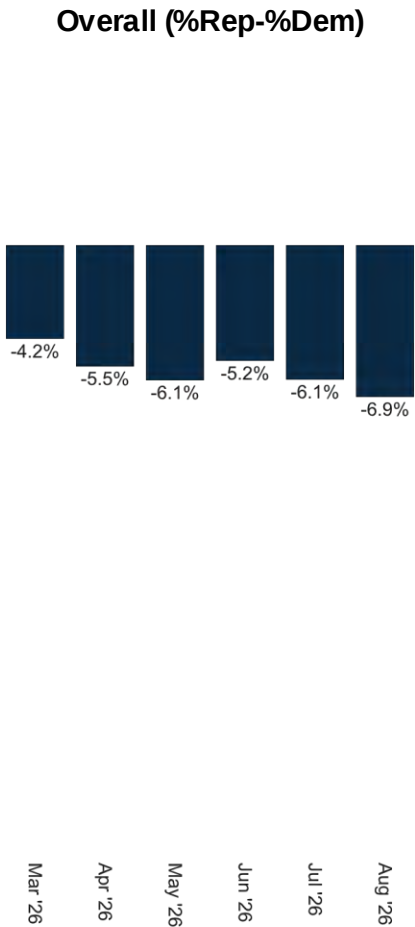
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Income	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	42%	28%	41%	45%	55%	45%	56%	40%	28%	56%	54%	41%	27%	95%	89%	67%	19%	4%	2%	1%	36%	43%	47%	49%	14%	27%	48%	35%	31%	96%	2%	35%	87%	3%	41%	40%	42%	43%
Democratic candidate	49%	60%	51%	44%	38%	47%	36%	51%	61%	38%	39%	48%	64%	3%	6%	14%	48%	87%	97%	97%	57%	45%	45%	43%	78%	63%	43%	56%	33%	2%	96%	59%	4%	93%	48%	48%	46%	50%
Definitely the Republican candidate	34%	19%	36%	35%	47%	37%	46%	33%	22%	46%	44%	34%	20%	87%	73%	44%	8%	3%	1%	1%	28%	35%	40%	40%	8%	24%	39%	28%	0%	84%	2%	28%	74%	1%	26%	30%	36%	37%
Probably the Republican candidate	8%	9%	5%	11%	7%	8%	10%	8%	6%	10%	11%	7%	7%	8%	16%	23%	12%	1%	1%	0%	8%	8%	8%	9%	6%	3%	9%	7%	31%	12%	1%	7%	14%	1%	15%	10%	6%	6%
Probably the Democratic candidate	8%	11%	7%	11%	5%	9%	7%	8%	10%	9%	8%	8%	9%	2%	3%	6%	17%	19%	16%	9%	11%	6%	8%	6%	14%	15%	7%	10%	33%	1%	17%	9%	3%	12%	12%	11%	9%	6%
Definitely the Democratic candidate	40%	49%	44%	34%	33%	39%	28%	44%	51%	29%	31%	40%	55%	1%	3%	8%	31%	68%	81%	88%	46%	39%	37%	36%	63%	47%	36%	45%	0%	1%	80%	51%	1%	81%	36%	37%	38%	44%
Unsure	9%	11%	8%	10%	7%	8%	9%	8%	11%	6%	7%	11%	9%	2%	5%	20%	33%	9%	1%	2%	7%	12%	8%	9%	8%	10%	9%	9%	36%	2%	1%	6%	8%	4%	11%	12%	12%	7%

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?

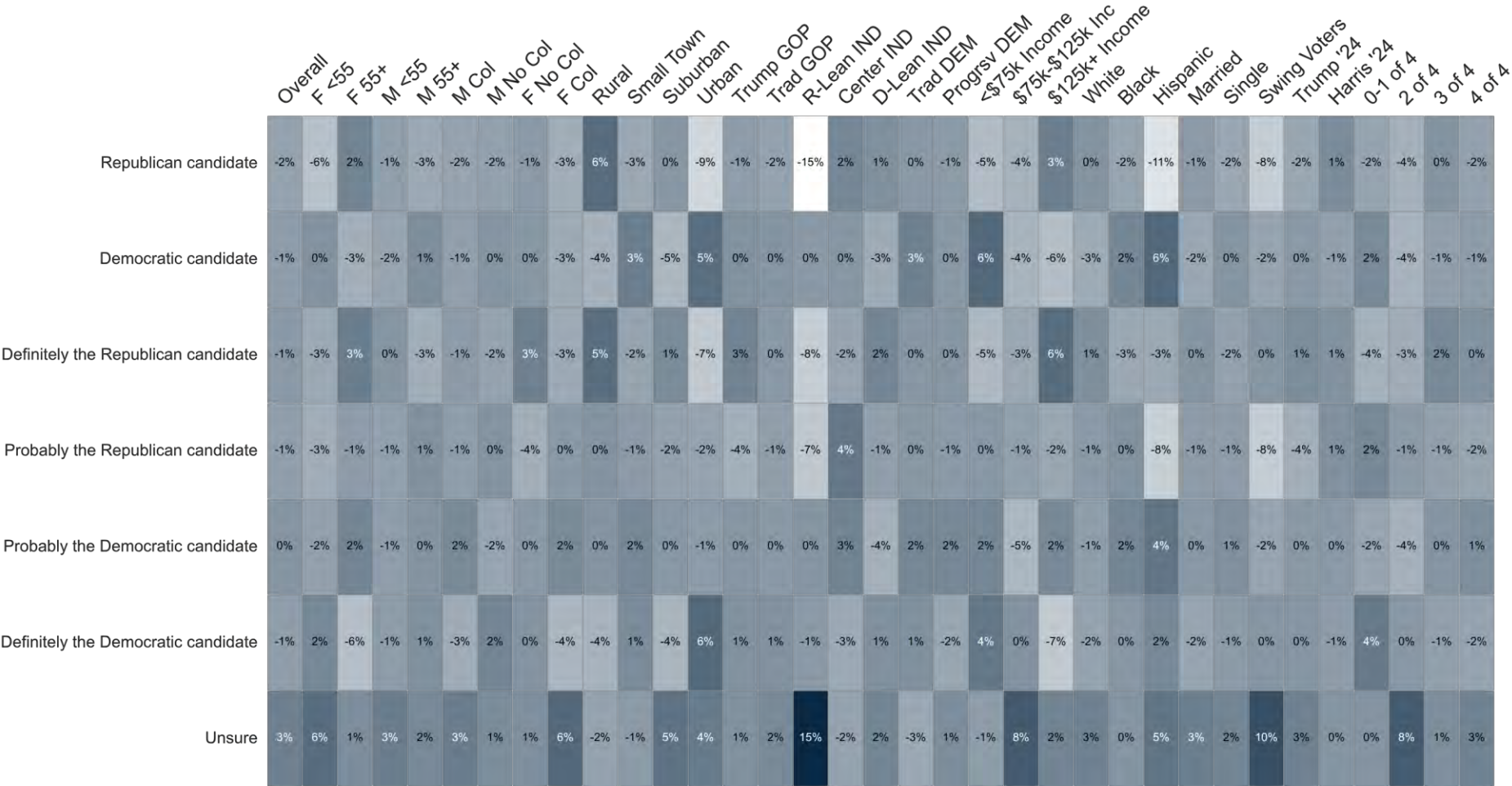
Trend: Generic Ballot



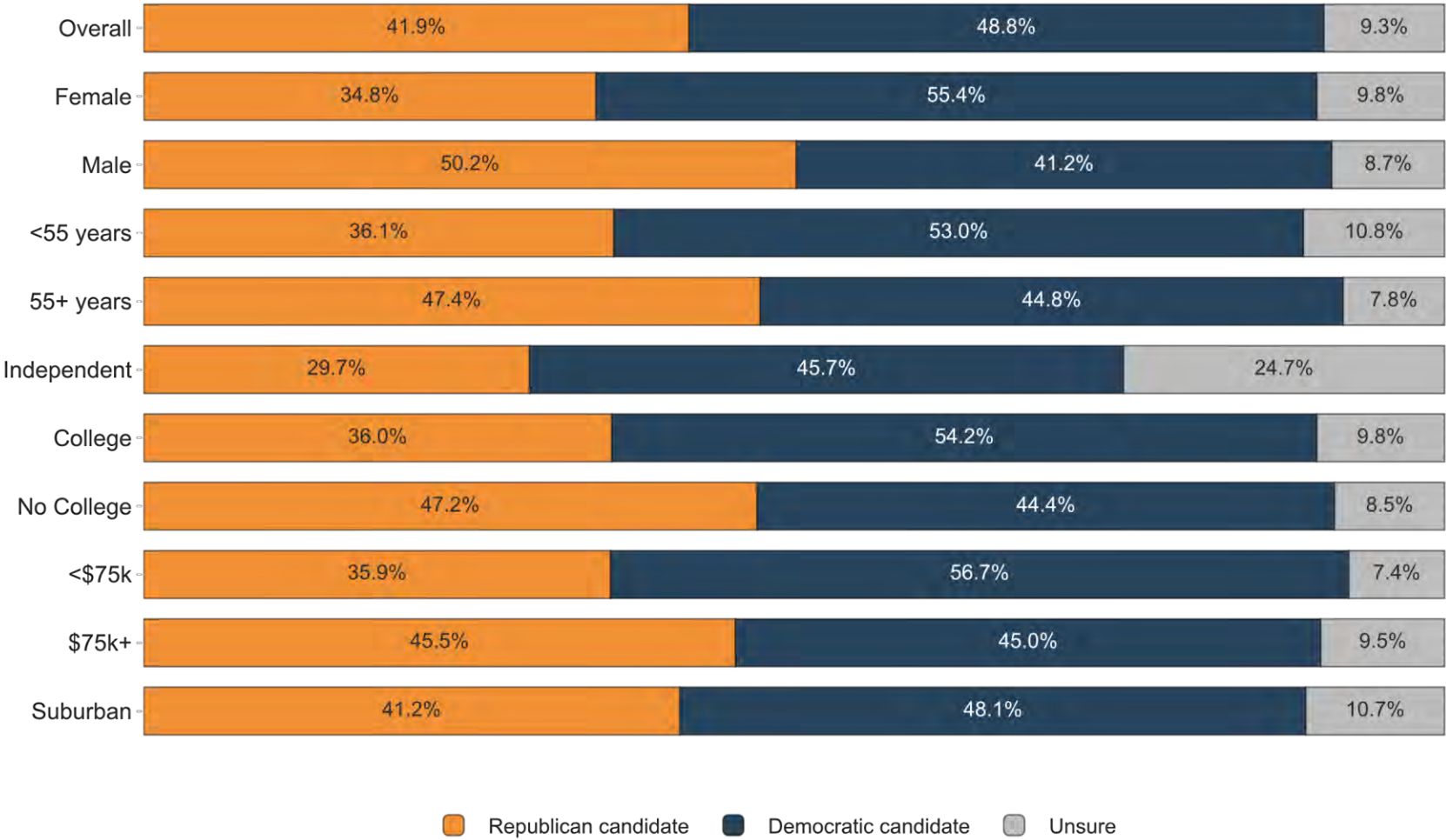
Generic Ballot Movement



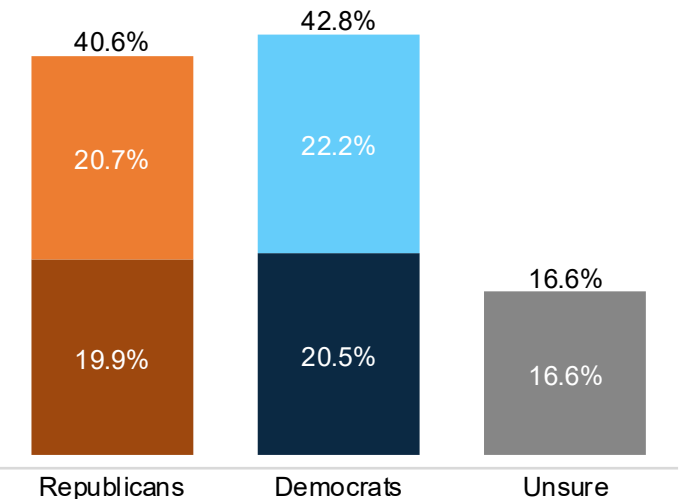
Percent Change: Generic Ballot (Jul '26 to Aug '26)



Generic Ballot by Key Voter Groups



Expected Congressional Winner



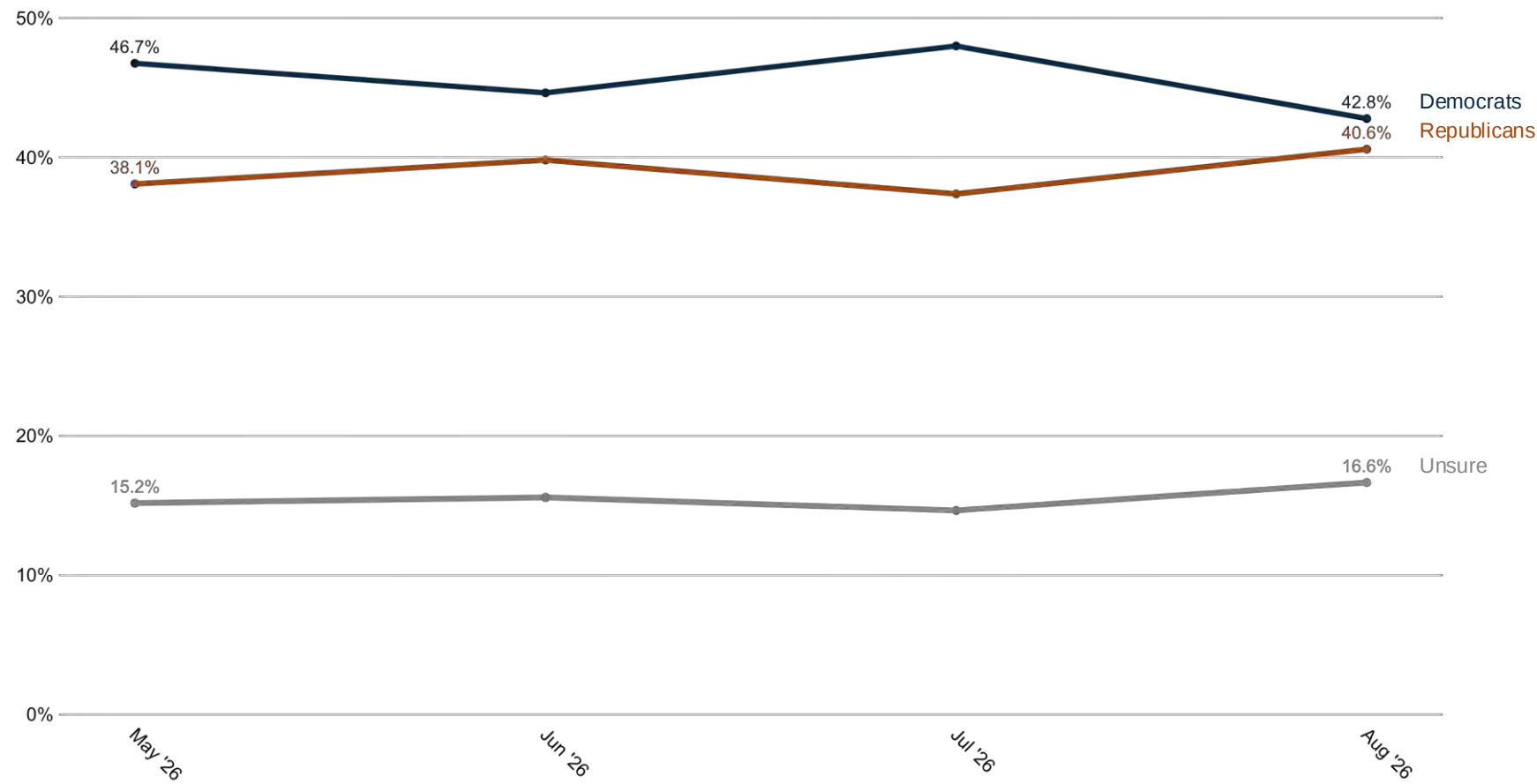
	Overall	F <35	F 35+	M <35	M 35+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	41%	32%	38%	45%	49%	41%	53%	42%	27%	50%	50%	39%	33%	84%	72%	52%	24%	14%	15%	11%	41%	38%	41%	45%	19%	37%	45%	36%	34%	83%	13%	33%	75%	13%	45%	39%	42%	40%
Democrats	43%	49%	41%	41%	39%	46%	35%	42%	49%	33%	34%	44%	51%	9%	17%	25%	41%	56%	80%	75%	46%	43%	42%	38%	66%	52%	39%	47%	32%	8%	77%	52%	11%	74%	35%	41%	41%	46%
Definitely the Republicans	20%	12%	20%	24%	25%	19%	30%	21%	10%	28%	23%	18%	18%	60%	33%	19%	7%	1%	3%	2%	21%	20%	20%	22%	10%	21%	21%	19%	5%	43%	3%	15%	42%	2%	19%	20%	20%	20%
Probably the Republicans	21%	20%	19%	21%	24%	22%	23%	22%	17%	22%	28%	21%	15%	25%	39%	33%	17%	13%	11%	8%	20%	19%	21%	24%	10%	16%	24%	18%	29%	40%	10%	18%	33%	10%	26%	19%	22%	19%
Probably the Democrats	22%	26%	20%	23%	20%	26%	18%	18%	28%	18%	20%	23%	24%	7%	15%	19%	26%	37%	26%	35%	20%	23%	25%	22%	24%	20%	22%	23%	24%	7%	32%	28%	10%	34%	19%	20%	22%	24%
Definitely the Democrats	21%	23%	21%	18%	19%	20%	17%	23%	21%	15%	14%	21%	28%	2%	2%	6%	15%	19%	54%	40%	26%	20%	17%	15%	42%	32%	18%	24%	8%	1%	45%	23%	2%	40%	15%	21%	20%	22%
Unsure	17%	19%	20%	14%	12%	14%	12%	16%	24%	17%	16%	17%	15%	7%	11%	23%	35%	31%	5%	14%	13%	19%	17%	17%	15%	10%	16%	17%	34%	8%	10%	16%	14%	13%	20%	20%	17%	15%

Regardless of how you plan to vote, who do you expect to win the election for U.S. Congress in November – the Republicans or the 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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	-1%	4%	-3%	-1%	-6%	-4%	-3%	2%	-1%	-8%	-4%	-3%	7%	-11%	-17%	-14%	5%	10%	12%	10%	5%	-4%	-6%	-4%	5%	10%	-3%	1%	3%	-13%	11%	-2%	-12%	10%	4%	-1%	0%	-3%
Democrats	-6%	-12%	-9%	-3%	1%	-1%	-1%	-10%	-12%	-5%	-5%	-4%	-12%	6%	10%	11%	-7%	-31%	-17%	-21%	-11%	-2%	-3%	-5%	-12%	-11%	-4%	-9%	-1%	7%	-19%	-8%	7%	-19%	-13%	-7%	-5%	-4%
Definitely the Republicans	-14%	-8%	-16%	-11%	-22%	-18%	-16%	-12%	-12%	-18%	-21%	-16%	-2%	-27%	-40%	-25%	-1%	-2%	2%	2%	-7%	-15%	-20%	-19%	2%	-3%	-18%	-10%	5%	-41%	2%	-13%	-32%	1%	-7%	-10%	-16%	-16%
Probably the Republicans	13%	11%	13%	10%	16%	14%	13%	14%	11%	12%	17%	14%	8%	16%	23%	10%	6%	12%	10%	8%	12%	11%	14%	15%	3%	13%	15%	11%	-2%	28%	9%	11%	20%	9%	11%	9%	16%	13%
Probably the Democrats	14%	15%	14%	12%	15%	17%	11%	11%	18%	9%	12%	15%	15%	5%	12%	13%	9%	18%	10%	26%	10%	16%	17%	16%	9%	5%	15%	13%	-9%	6%	15%	20%	7%	22%	7%	9%	13%	17%
Definitely the Democrats	-20%	-26%	-23%	-15%	-14%	-18%	-11%	-20%	-30%	-14%	-17%	-19%	-27%	1%	-2%	-2%	-16%	-49%	-27%	-47%	-21%	-19%	-20%	-21%	-21%	-15%	-19%	-22%	8%	1%	-34%	-27%	0%	-42%	-20%	-16%	-18%	-22%
Unsure	7%	8%	12%	4%	5%	5%	3%	8%	13%	10%	9%	7%	6%	5%	6%	3%	2%	22%	5%	12%	6%	7%	9%	8%	7%	0%	7%	8%	-2%	6%	8%	10%	6%	9%	9%	8%	5%	8%

Trend: Expected Congressional Winner



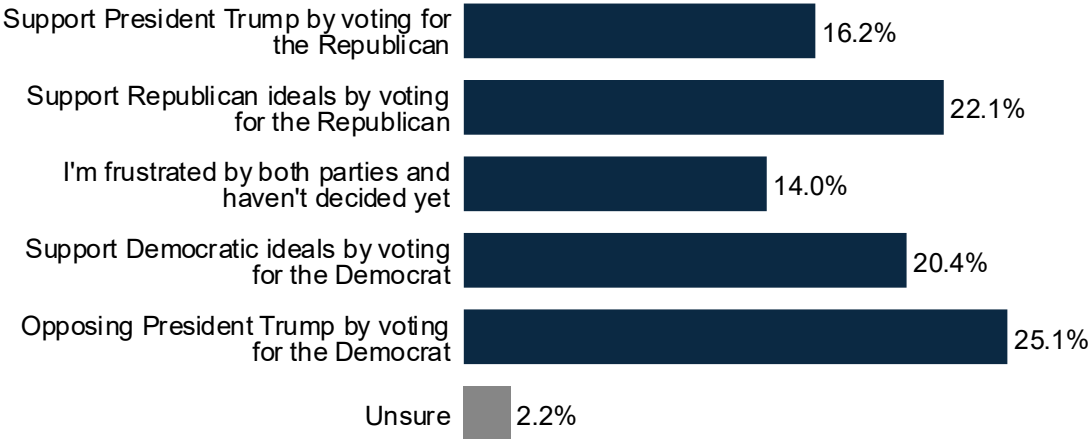
Percent Change: Expected Congressional Winner

(Jul '26 to Aug '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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	3%	-1%	7%	4%	3%	3%	4%	6%	-1%	11%	4%	3%	0%	0%	7%	-2%	6%	4%	6%	4%	2%	-2%	8%	5%	-2%	5%	7%	0%	3%	5%	5%	-1%	-2%	7%	4%
Democrats	-5%	-7%	-7%	-6%	0%	-5%	-2%	-7%	-7%	-12%	-1%	-7%	-1%	2%	-4%	2%	-11%	-19%	-3%	-8%	-1%	-4%	-10%	-6%	0%	-5%	-7%	-3%	-11%	-4%	-5%	-11%	-2%	-3%	-5%
Definitely the Republicans	2%	-2%	1%	6%	4%	3%	8%	1%	-2%	8%	3%	2%	0%	8%	2%	-4%	2%	0%	-3%	2%	-1%	1%	8%	3%	0%	7%	5%	-1%	-1%	5%	2%	0%	-3%	1%	4%
Probably the Republicans	1%	1%	6%	-3%	-1%	0%	-4%	5%	1%	2%	1%	1%	0%	-7%	5%	2%	-4%	3%	4%	2%	3%	-4%	0%	2%	-2%	-2%	2%	0%	4%	0%	3%	0%	1%	5%	0%
Probably the Democrats	-3%	-9%	2%	-6%	-1%	-6%	-2%	-2%	-4%	-6%	0%	-4%	-3%	1%	-3%	1%	-8%	-17%	-2%	-3%	-1%	-3%	-7%	-4%	4%	-7%	-5%	-1%	-11%	-4%	-2%	-6%	-7%	-3%	-2%
Definitely the Democrats	-2%	2%	-9%	0%	1%	1%	0%	-5%	-2%	-6%	-1%	-3%	3%	2%	0%	1%	-3%	-2%	-1%	-5%	0%	0%	-3%	-2%	-4%	2%	-2%	-2%	1%	0%	-3%	-5%	4%	0%	-3%
Unsure	2%	8%	0%	2%	-3%	2%	-2%	1%	7%	1%	-3%	4%	1%	-3%	-4%	0%	5%	16%	-4%	4%	-2%	6%	2%	1%	2%	0%	1%	3%	8%	-2%	1%	11%	4%	-3%	1%

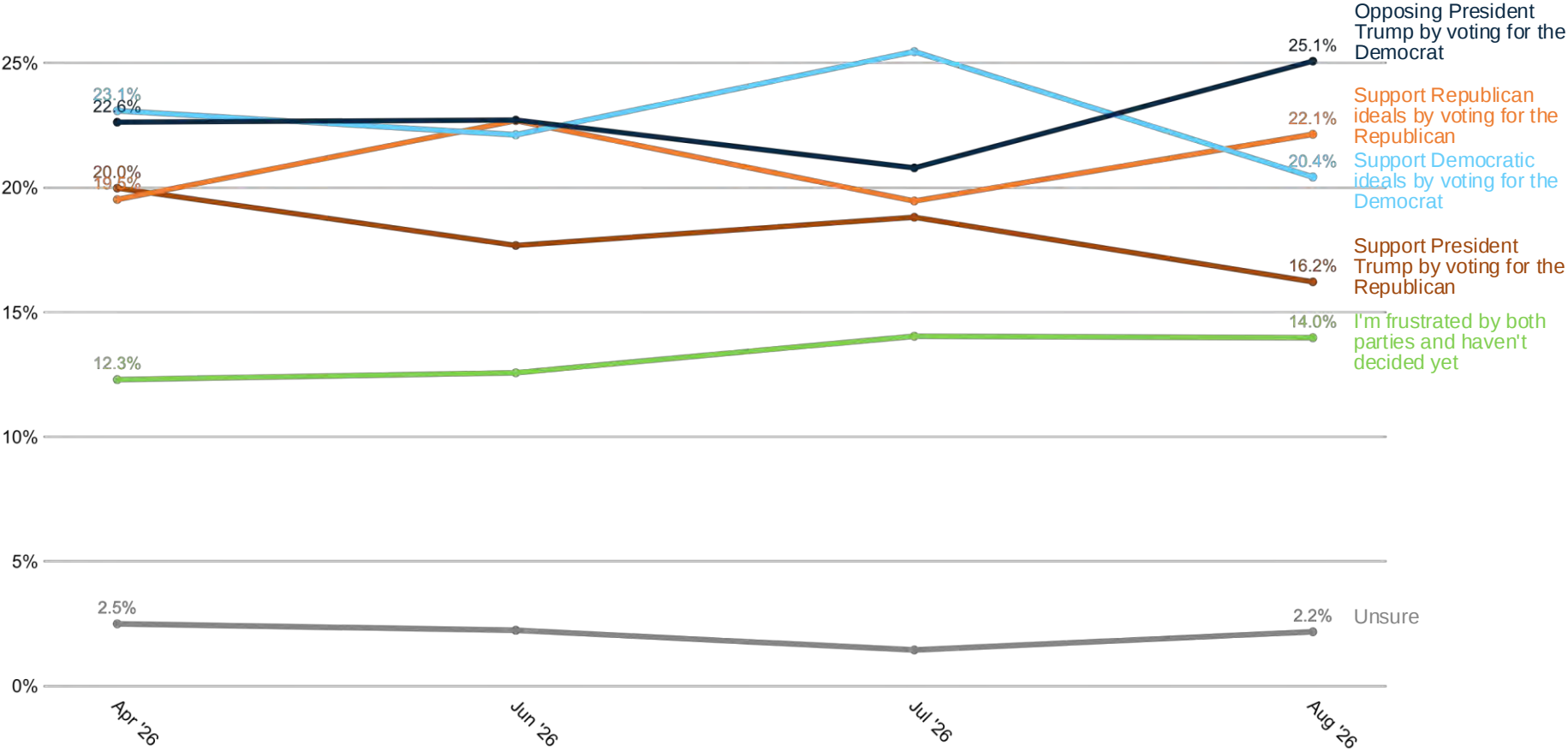
Congressional Vote Driver



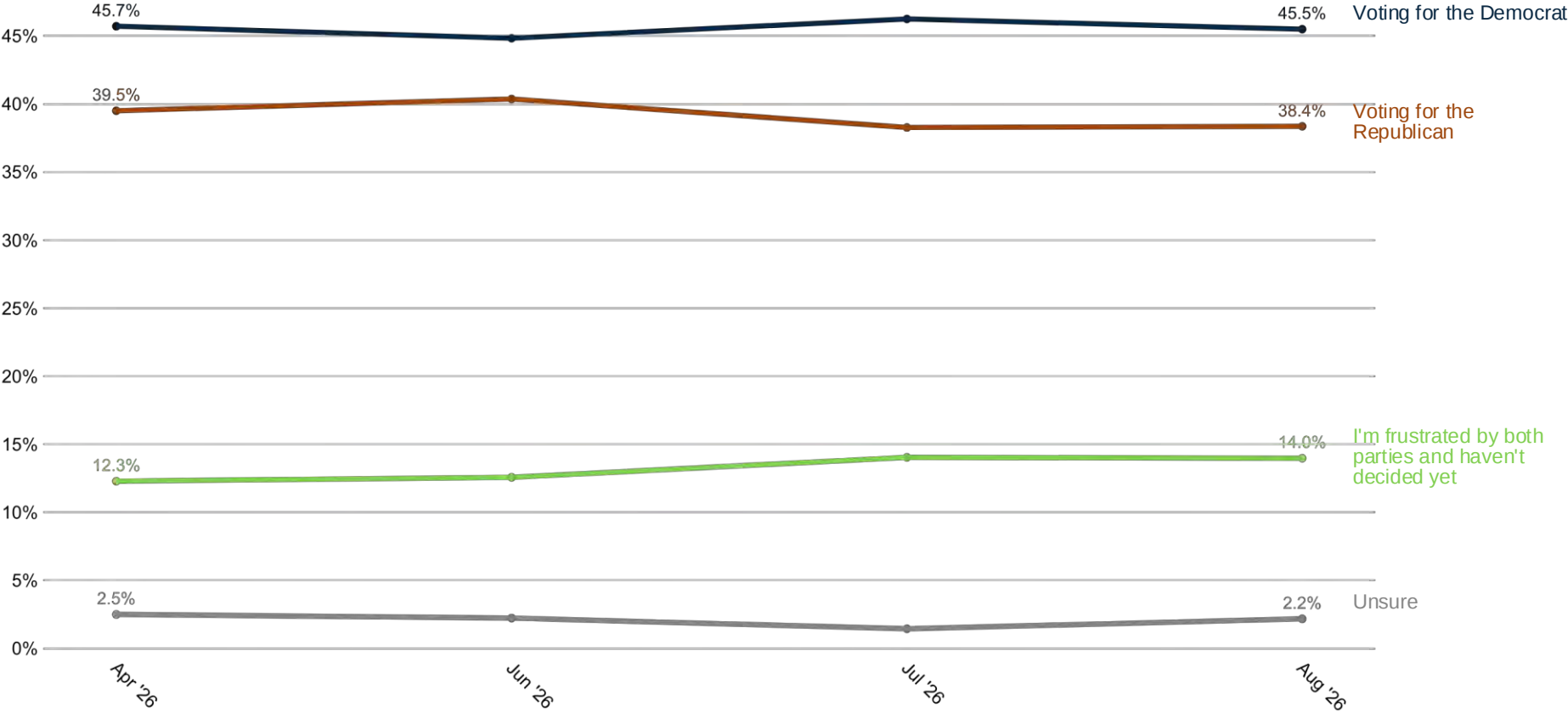
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Voting for the Republican Total	38%	22%	40%	40%	53%	40%	53%	37%	24%	52%	51%	37%	26%	92%	82%	54%	10%	3%	5%	2%	32%	39%	44%	44%	12%	29%	43%	32%	21%	87%	4%	33%	82%	2%	35%	35%	39%	40%
Voting for the Democrat Total	45%	56%	48%	40%	37%	44%	33%	46%	59%	33%	36%	45%	60%	5%	5%	13%	44%	75%	89%	92%	51%	43%	43%	41%	67%	57%	41%	51%	26%	4%	90%	56%	3%	89%	40%	46%	44%	47%
Support President Trump by voting for the Republican	16%	9%	20%	16%	20%	14%	22%	20%	8%	26%	21%	14%	13%	59%	21%	15%	3%	2%	4%	0%	17%	15%	16%	18%	5%	16%	17%	15%	5%	33%	2%	13%	36%	1%	14%	8%	16%	19%
Support Republican ideals by voting for the Republican	22%	13%	19%	24%	33%	26%	31%	17%	15%	26%	30%	22%	13%	33%	60%	39%	7%	1%	0%	2%	15%	25%	27%	26%	6%	13%	26%	17%	15%	64%	2%	20%	46%	1%	20%	27%	23%	21%
I'm frustrated by both parties and haven't decided yet	14%	20%	10%	17%	8%	13%	12%	15%	15%	11%	11%	16%	12%	4%	14%	30%	43%	20%	6%	5%	15%	15%	13%	13%	17%	14%	13%	15%	46%	8%	5%	9%	14%	8%	23%	16%	17%	10%
Support Democratic ideals by voting for the Democrat	20%	28%	22%	20%	11%	17%	15%	20%	31%	20%	18%	18%	27%	2%	2%	5%	14%	32%	44%	44%	25%	18%	19%	18%	35%	24%	18%	24%	12%	1%	51%	26%	2%	40%	16%	22%	19%	22%
Opposing President Trump by voting for the Democrat	25%	28%	26%	20%	25%	27%	18%	26%	28%	13%	18%	27%	32%	3%	3%	8%	30%	43%	45%	48%	26%	25%	24%	23%	32%	33%	23%	28%	14%	3%	39%	30%	1%	49%	24%	24%	25%	26%
Unsure	2%	2%	1%	3%	2%	3%	2%	2%	2%	3%	3%	2%	2%	0%	0%	3%	3%	2%	1%	1%	2%	3%	1%	2%	4%	0%	2%	2%	7%	0%	1%	2%	1%	1%	3%	2%	1%	3%

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?

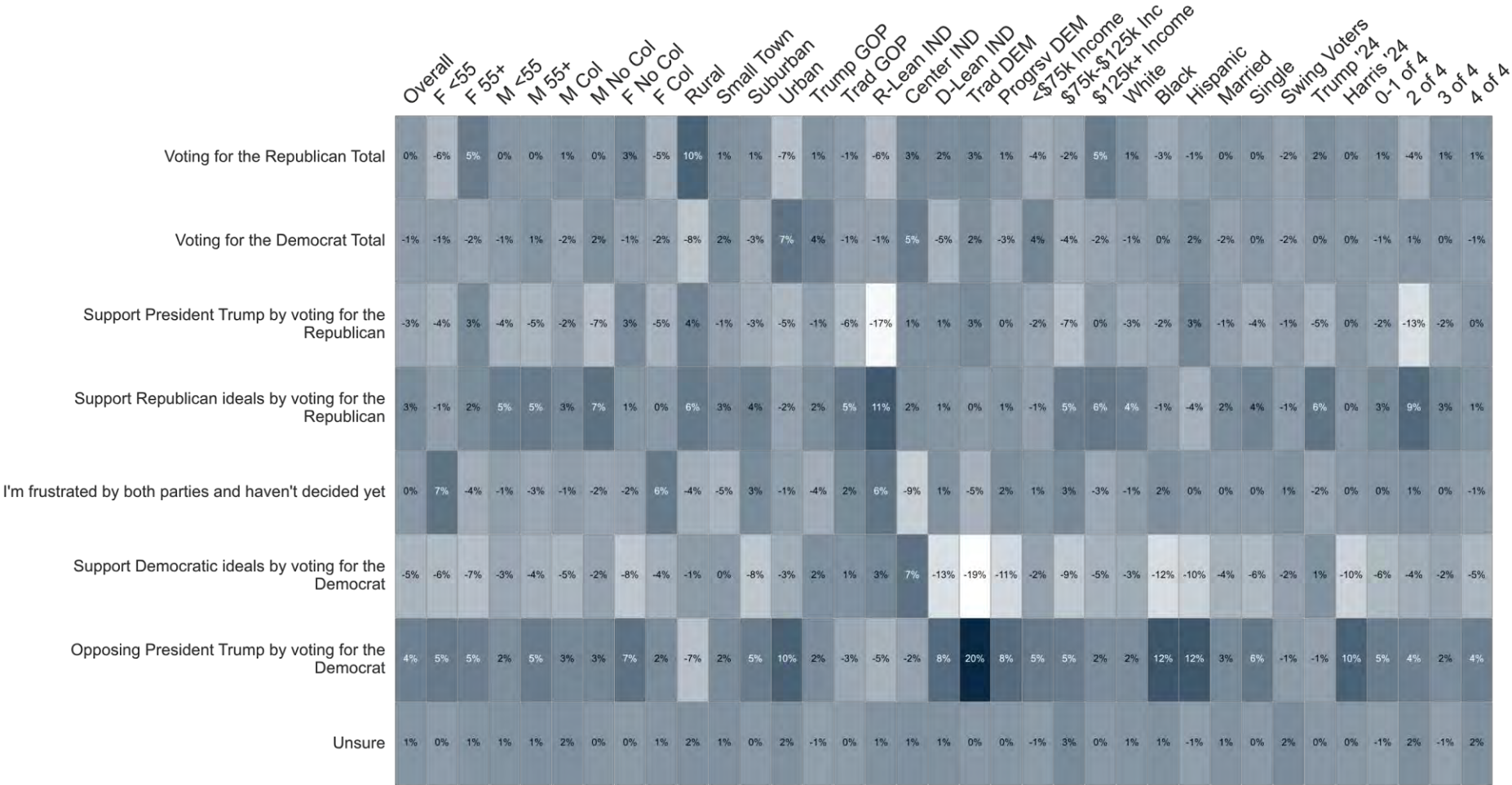
Trend: Congressional Vote Driver



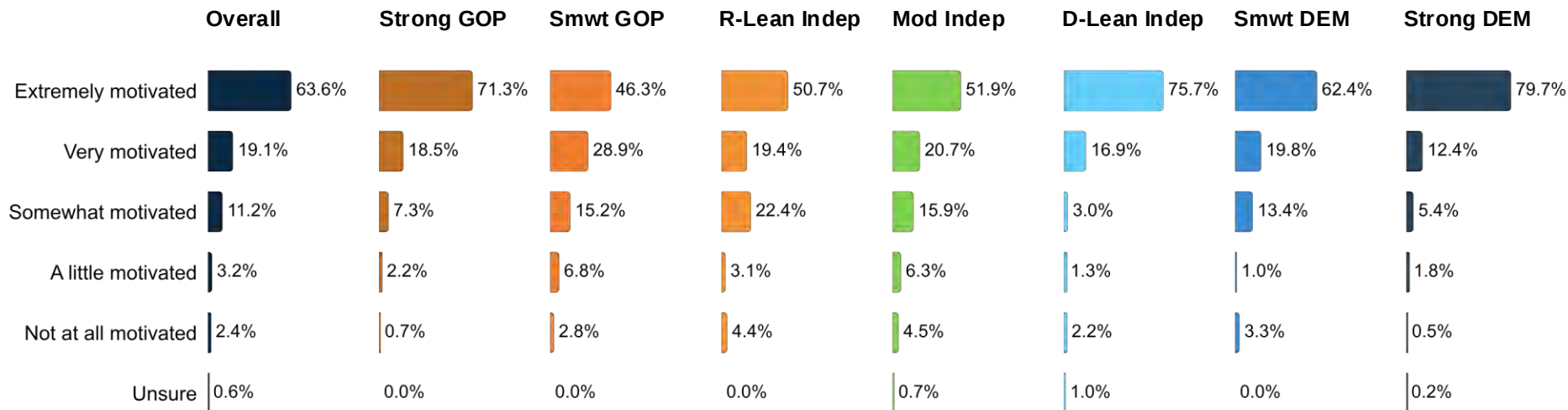
Trend: Congressional Vote Driver (NET)



Percent Change: Congressional Vote Driver (Jul '26 to Aug '26)



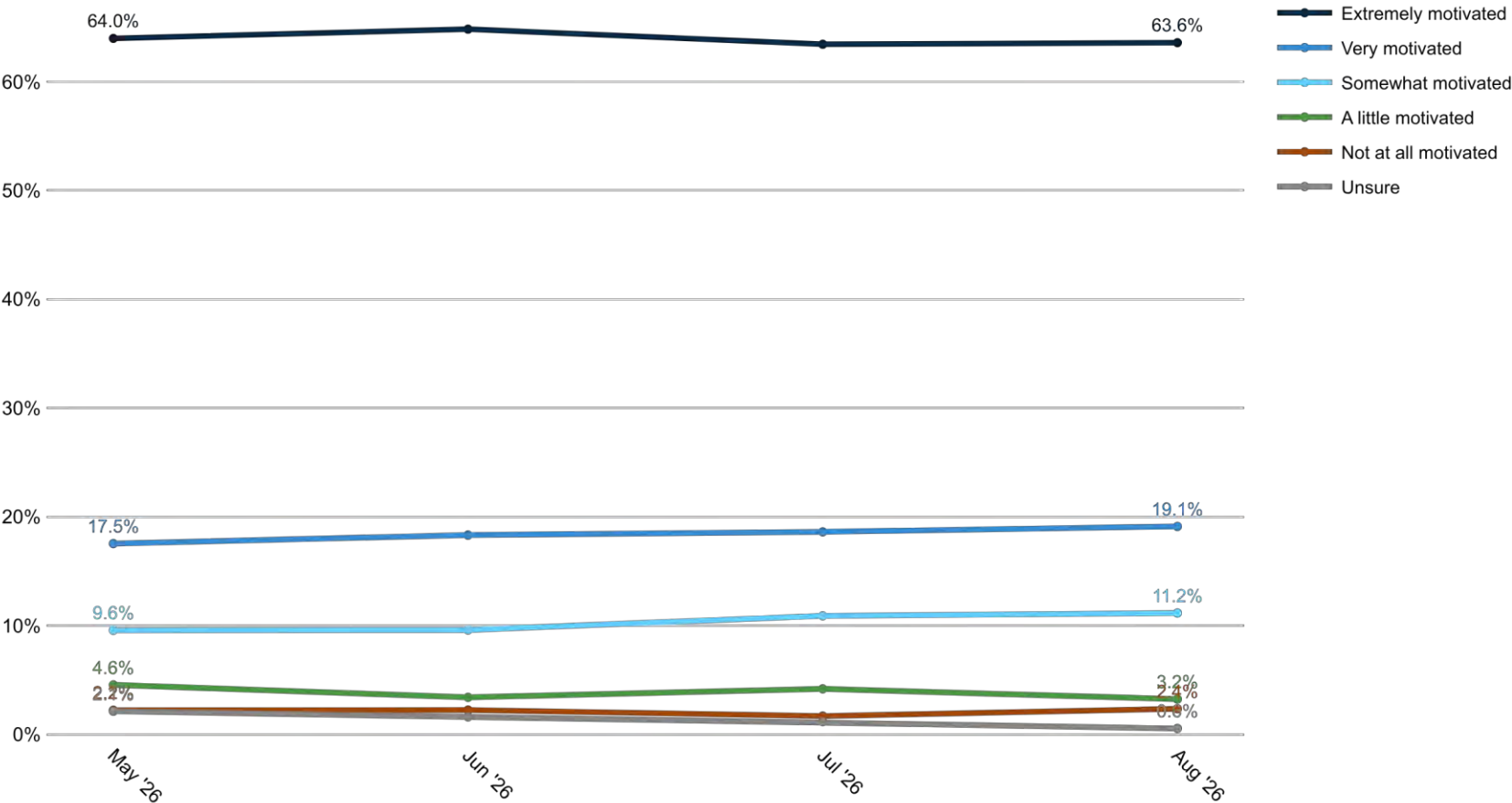
Midterm Turnout Motivation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	64%	53%	69%	56%	76%	73%	59%	57%	66%	59%	59%	66%	64%	69%	55%	51%	52%	76%	72%	77%	55%	63%	73%	67%	49%	60%	66%	60%	35%	55%	68%	68%	58%	73%	45%	46%	58%	76%
Very motivated	19%	19%	19%	19%	19%	18%	20%	19%	20%	22%	23%	19%	15%	22%	24%	19%	21%	17%	14%	15%	21%	20%	17%	19%	18%	24%	19%	20%	28%	26%	21%	17%	23%	15%	18%	23%	23%	17%
Somewhat motivated	11%	17%	7%	17%	4%	5%	15%	14%	9%	12%	12%	9%	15%	5%	15%	22%	16%	3%	11%	6%	16%	11%	6%	9%	23%	11%	9%	14%	22%	15%	10%	9%	12%	9%	20%	20%	14%	5%
A little motivated	3%	5%	2%	5%	1%	3%	4%	4%	2%	5%	3%	3%	3%	2%	5%	3%	6%	1%	4%	0%	4%	3%	3%	3%	6%	2%	3%	3%	7%	3%	1%	4%	4%	2%	7%	7%	3%	1%
Not at all motivated	2%	4%	2%	3%	0%	1%	2%	4%	2%	1%	3%	2%	2%	1%	2%	4%	4%	2%	0%	1%	4%	2%	2%	2%	2%	4%	3%	2%	6%	1%	0%	2%	3%	2%	7%	5%	2%	1%
Unsure	1%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	1%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%

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

Trend: Midterm Turnout Motivation

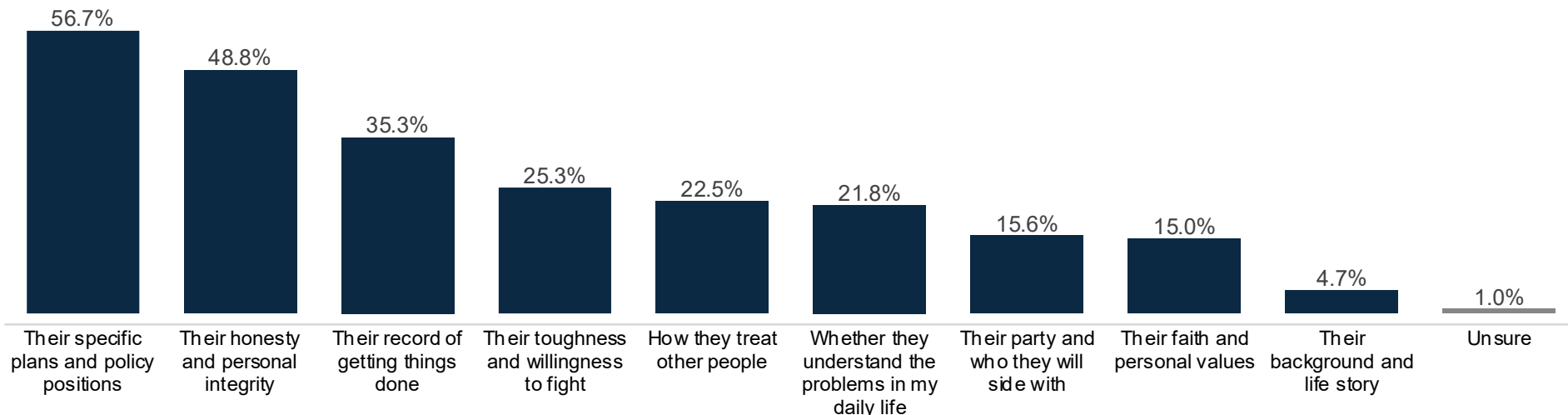


Percent Change: Midterm Turnout Motivation (Jul '26 to Aug '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	0%	-4%	3%	-3%	4%	3%	-2%	2%	-4%	-4%	-3%	1%	2%	4%	-1%	5%	-6%	11%	9%	-2%	0%	-3%	0%	3%	-7%	-5%	-1%	1%	4%	1%	1%	2%	-3%	0%	3%
Very motivated	0%	4%	-2%	0%	0%	1%	0%	-1%	3%	4%	4%	0%	-2%	6%	-1%	-15%	5%	-5%	-4%	5%	0%	3%	0%	-1%	4%	4%	1%	0%	1%	0%	0%	-3%	0%	2%	0%
Somewhat motivated	0%	1%	-1%	4%	-3%	-3%	4%	-2%	3%	2%	1%	-1%	1%	-4%	2%	8%	-1%	-5%	-2%	-1%	1%	0%	0%	-1%	3%	2%	-1%	2%	-2%	-1%	0%	-2%	3%	1%	-1%
A little motivated	-1%	-1%	0%	-1%	-1%	-1%	-1%	0%	-2%	1%	-2%	-1%	-1%	-5%	-1%	1%	3%	-1%	-1%	-2%	-2%	-1%	0%	-1%	0%	-2%	0%	-2%	-3%	-1%	-1%	-1%	-2%	-1%	-1%
Not at all motivated	1%	2%	0%	1%	-1%	1%	0%	1%	1%	-2%	1%	1%	1%	0%	2%	2%	0%	2%	-1%	0%	1%	1%	1%	0%	1%	2%	1%	0%	3%	1%	0%	4%	4%	0%	-1%
Unsure	-1%	-1%	0%	-1%	-1%	-1%	-1%	0%	-1%	-2%	-2%	0%	0%	-1%	0%	-2%	-1%	-2%	0%	0%	-1%	0%	-1%	0%	-1%	0%	0%	-1%	-2%	-1%	0%	0%	-1%	-2%	0%

Candidate Attribute 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	Trump GOP	Trad GOP	R-Lean GOP	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Income	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
What They Will Do	85%	86%	85%	86%	81%	89%	79%	82%	90%	81%	84%	85%	87%	85%	84%	83%	84%	93%	83%	86%	81%	83%	90%	85%	77%	86%	85%	85%	85%	86%	84%	87%	85%	86%	78%	87%	83%	87%
Who They Are	77%	84%	78%	77%	71%	74%	74%	81%	81%	81%	77%	76%	79%	76%	71%	73%	76%	84%	87%	80%	80%	80%	74%	77%	83%	82%	78%	77%	79%	68%	82%	79%	72%	83%	79%	82%	81%	74%
Their specific plans and policy positions	57%	55%	57%	56%	58%	65%	50%	52%	62%	48%	55%	58%	59%	46%	56%	67%	61%	75%	46%	63%	50%	56%	65%	58%	41%	61%	58%	56%	60%	52%	54%	62%	56%	58%	47%	56%	55%	61%
Their record of getting things done	35%	32%	40%	34%	34%	39%	29%	38%	35%	32%	36%	36%	34%	50%	36%	36%	37%	30%	38%	25%	33%	36%	37%	36%	29%	36%	38%	32%	42%	40%	29%	36%	43%	28%	30%	39%	35%	36%
Whether they understand the problems in my daily life	22%	26%	19%	26%	17%	20%	22%	20%	24%	23%	20%	22%	21%	10%	15%	23%	24%	33%	27%	27%	24%	22%	19%	21%	28%	17%	19%	24%	24%	14%	31%	21%	15%	29%	18%	24%	26%	20%
Their honesty and personal integrity	49%	50%	54%	44%	47%	51%	40%	47%	58%	46%	49%	51%	45%	42%	38%	50%	54%	59%	56%	55%	50%	47%	50%	50%	45%	47%	49%	49%	51%	40%	60%	50%	41%	56%	44%	50%	52%	49%
Their background and life story	5%	7%	3%	7%	3%	3%	6%	5%	4%	7%	3%	3%	7%	6%	4%	3%	3%	1%	13%	3%	7%	5%	2%	3%	12%	7%	6%	4%	4%	5%	8%	4%	4%	5%	10%	7%	3%	3%
How they treat other people	22%	33%	16%	26%	15%	18%	22%	22%	27%	19%	15%	24%	27%	11%	12%	10%	20%	38%	30%	35%	23%	23%	23%	21%	32%	22%	23%	21%	27%	8%	26%	26%	10%	34%	26%	31%	24%	19%
Their faith and personal values	15%	16%	15%	17%	11%	9%	19%	21%	10%	24%	18%	12%	14%	28%	25%	16%	9%	3%	10%	4%	18%	14%	11%	15%	18%	12%	16%	14%	14%	27%	8%	12%	25%	7%	22%	19%	13%	13%
Their party and who they will side with	16%	12%	15%	17%	19%	19%	17%	15%	13%	15%	20%	15%	15%	26%	18%	8%	7%	8%	17%	16%	16%	11%	18%	16%	14%	17%	16%	16%	6%	22%	15%	17%	19%	16%	18%	13%	13%	17%
Their toughness and willingness to fight	25%	24%	28%	25%	24%	23%	26%	28%	24%	32%	26%	23%	26%	28%	24%	28%	30%	17%	26%	25%	27%	27%	22%	23%	30%	39%	25%	26%	25%	21%	25%	23%	26%	26%	25%	20%	28%	26%
Unsure	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	0%	0%	0%	1%	0%	1%	1%	1%	1%

Which of the following best determines whether a candidate deserves your vote? Select up to three.

Image Tests

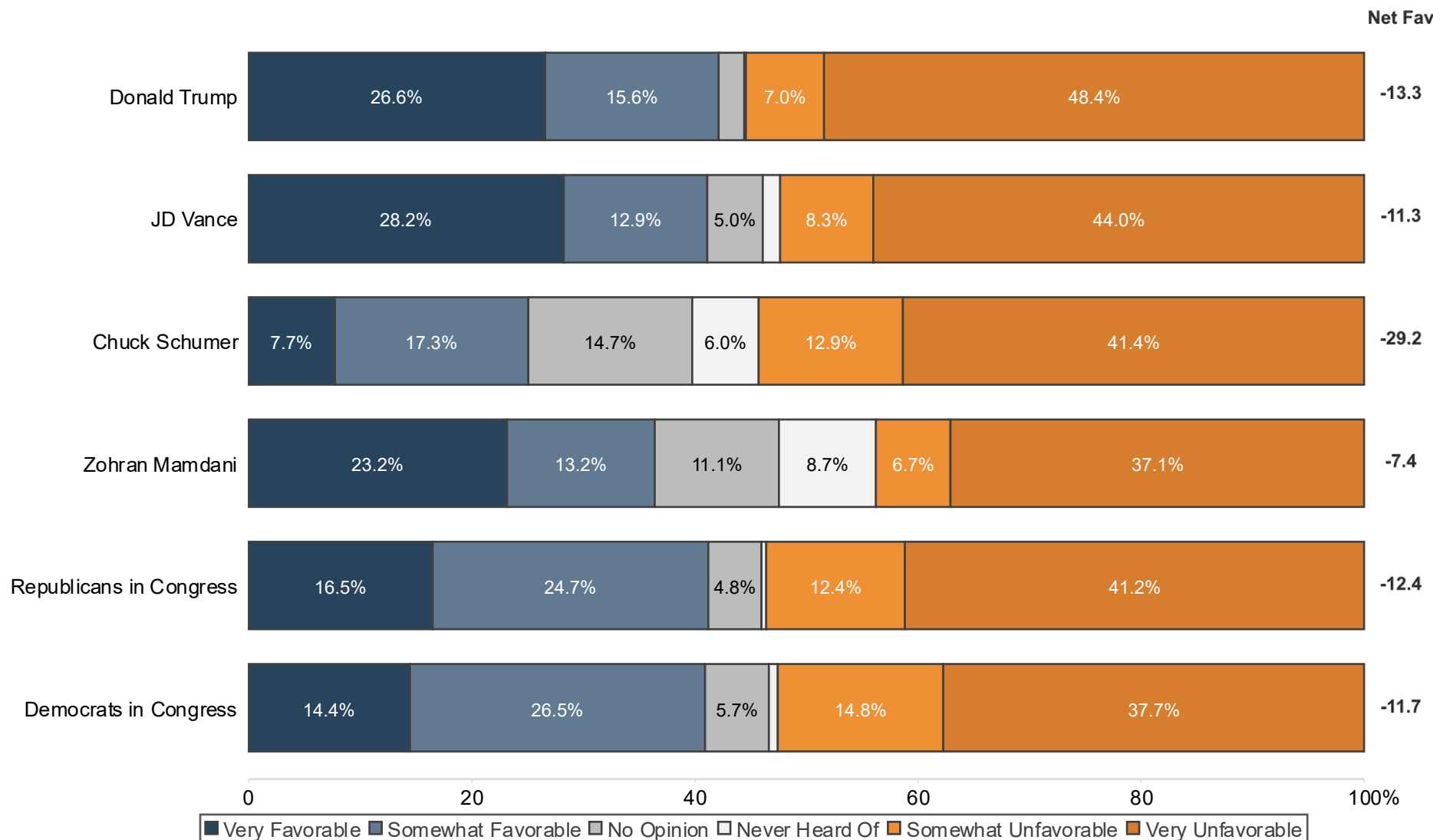


Image Tests Heatmaps



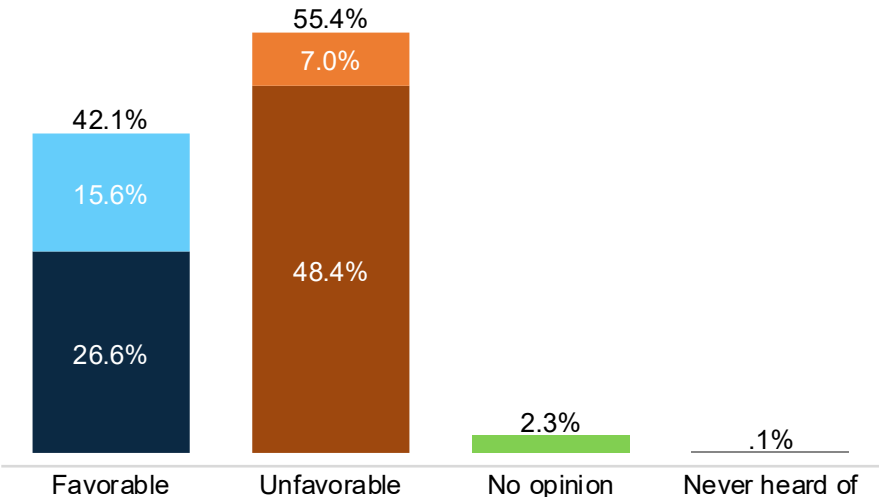
Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	42%	30%	42%	47%	52%	44%	55%	43%	27%	55%	54%	41%	30%	94%	80%	60%	19%	3%	16%	3%	39%	41%	45%	47%	26%	31%	46%	38%	30%	89%	7%	34%	86%	7%	43%	41%	41%	42%
JD Vance	41%	29%	38%	46%	53%	44%	55%	39%	27%	55%	53%	39%	31%	90%	81%	67%	22%	5%	10%	2%	34%	42%	46%	46%	24%	28%	47%	34%	34%	87%	7%	33%	85%	5%	37%	44%	42%	41%
Chuck Schumer	25%	21%	34%	22%	21%	23%	21%	26%	30%	22%	20%	25%	30%	14%	8%	7%	26%	32%	48%	42%	30%	25%	21%	23%	43%	25%	23%	29%	16%	8%	44%	29%	10%	42%	23%	20%	24%	27%
Zohran Mamdani	36%	46%	34%	41%	25%	38%	28%	31%	50%	23%	28%	37%	48%	9%	5%	3%	33%	76%	45%	82%	37%	36%	37%	33%	44%	46%	34%	39%	26%	7%	64%	43%	5%	68%	35%	36%	35%	38%
Republicans in Congress	41%	29%	40%	44%	53%	42%	56%	42%	26%	55%	51%	39%	30%	89%	82%	61%	20%	3%	14%	3%	37%	43%	44%	46%	21%	34%	46%	36%	31%	83%	6%	35%	82%	7%	41%	42%	41%	41%
Democrats in Congress	41%	50%	47%	33%	31%	34%	30%	47%	51%	33%	33%	39%	56%	8%	10%	9%	39%	54%	81%	77%	50%	39%	34%	37%	71%	46%	36%	48%	29%	5%	80%	49%	8%	75%	45%	41%	37%	41%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	55%	67%	56%	51%	46%	55%	42%	55%	70%	43%	42%	58%	66%	6%	18%	37%	79%	96%	81%	96%	59%	54%	54%	52%	69%	66%	52%	60%	64%	9%	92%	64%	13%	92%	52%	56%	57%	56%
JD Vance	52%	62%	55%	47%	44%	53%	38%	53%	66%	37%	41%	56%	60%	8%	14%	29%	67%	92%	79%	95%	57%	51%	50%	49%	62%	62%	47%	59%	52%	11%	86%	61%	10%	90%	48%	48%	49%	56%
Chuck Schumer	54%	40%	47%	61%	72%	67%	66%	40%	48%	54%	62%	57%	42%	75%	78%	83%	47%	54%	23%	37%	44%	55%	64%	60%	23%	42%	60%	46%	51%	81%	27%	52%	77%	35%	40%	47%	56%	60%
Zohran Mamdani	44%	28%	41%	45%	63%	53%	56%	37%	32%	53%	53%	44%	30%	77%	78%	87%	37%	13%	22%	4%	34%	45%	52%	49%	21%	36%	49%	37%	42%	79%	12%	39%	79%	12%	36%	38%	41%	48%
Republicans in Congress	54%	63%	56%	50%	44%	56%	39%	52%	68%	40%	44%	56%	61%	10%	15%	36%	71%	97%	77%	95%	57%	52%	53%	50%	69%	60%	50%	59%	57%	15%	88%	61%	14%	90%	50%	50%	54%	56%
Democrats in Congress	53%	40%	47%	61%	64%	62%	64%	45%	42%	62%	61%	55%	35%	89%	85%	87%	52%	41%	14%	17%	43%	54%	61%	58%	19%	41%	59%	44%	54%	94%	13%	46%	88%	20%	44%	48%	58%	54%

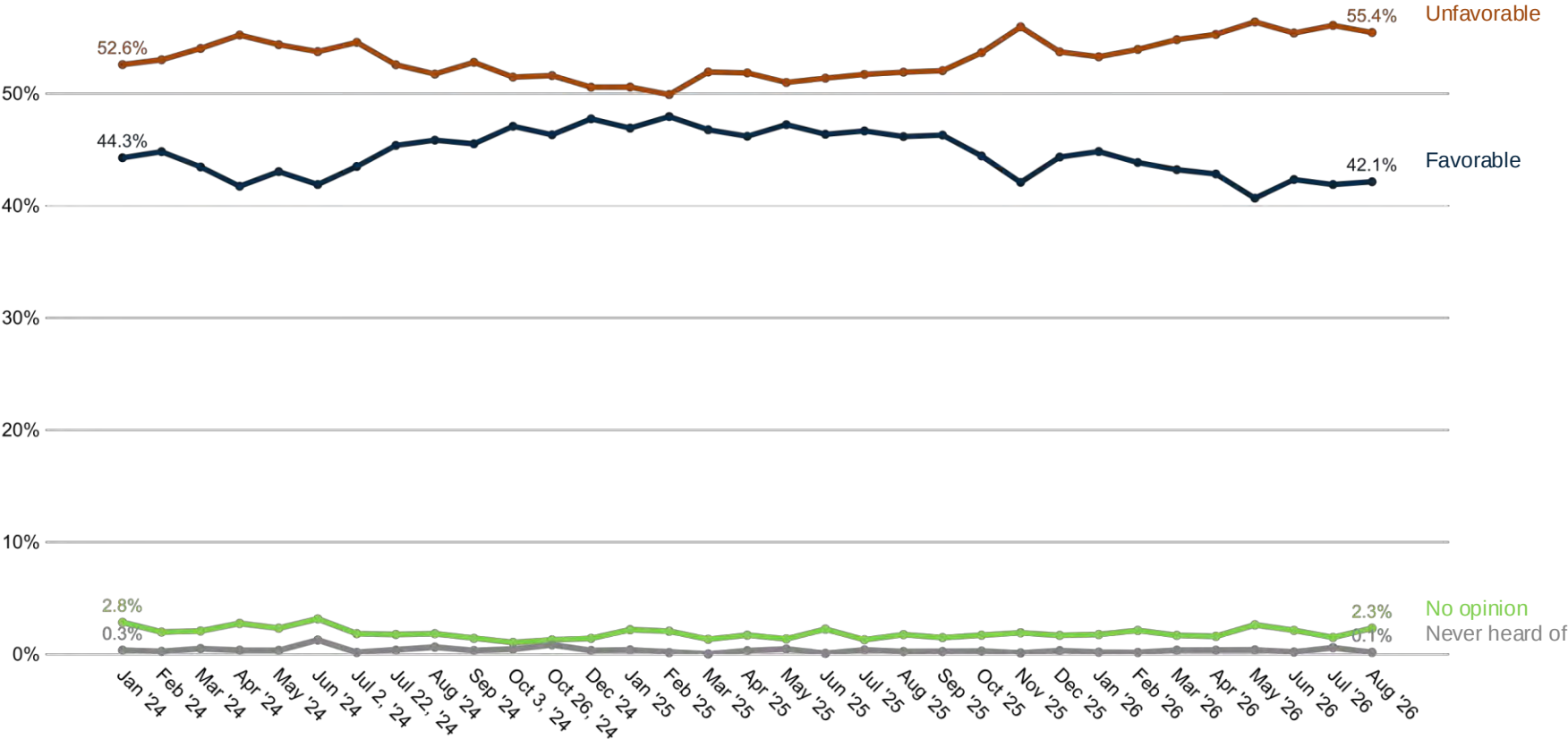
Image: Donald Trump



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	30%	42%	47%	52%	44%	55%	43%	27%	55%	54%	41%	30%	94%	80%	60%	19%	3%	16%	3%	39%	41%	45%	47%	26%	31%	46%	38%	30%	89%	7%	34%	86%	7%	43%	41%	41%	42%
Unfavorable Total	55%	67%	56%	51%	46%	55%	42%	55%	70%	43%	42%	58%	66%	6%	18%	37%	79%	96%	81%	96%	59%	54%	54%	52%	69%	66%	52%	60%	64%	9%	92%	64%	13%	92%	52%	56%	57%	56%
Very Favorable	27%	14%	29%	29%	34%	26%	38%	28%	14%	39%	35%	25%	19%	82%	41%	27%	6%	3%	11%	1%	26%	24%	28%	30%	14%	24%	30%	23%	10%	57%	4%	21%	55%	4%	26%	23%	25%	28%
Somewhat Favorable	16%	15%	12%	17%	18%	18%	17%	15%	12%	16%	19%	16%	12%	12%	39%	33%	12%	0%	5%	2%	13%	17%	17%	17%	12%	8%	16%	15%	20%	32%	3%	13%	31%	2%	17%	18%	17%	14%
Somewhat Unfavorable	7%	9%	5%	11%	3%	6%	8%	6%	8%	9%	3%	7%	8%	3%	8%	15%	17%	4%	5%	4%	6%	7%	8%	6%	10%	10%	8%	6%	18%	7%	4%	8%	8%	5%	10%	12%	8%	4%
Very Unfavorable	48%	58%	51%	40%	43%	49%	34%	48%	63%	34%	39%	51%	58%	3%	9%	23%	62%	93%	76%	92%	53%	47%	46%	46%	59%	57%	44%	54%	46%	3%	89%	56%	5%	88%	42%	45%	49%	52%
No Opinion	2%	3%	2%	2%	2%	1%	3%	2%	3%	2%	4%	1%	4%	0%	2%	3%	2%	1%	2%	1%	2%	4%	1%	1%	5%	2%	2%	2%	5%	2%	0%	2%	2%	1%	5%	3%	2%	1%
Never Heard Of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

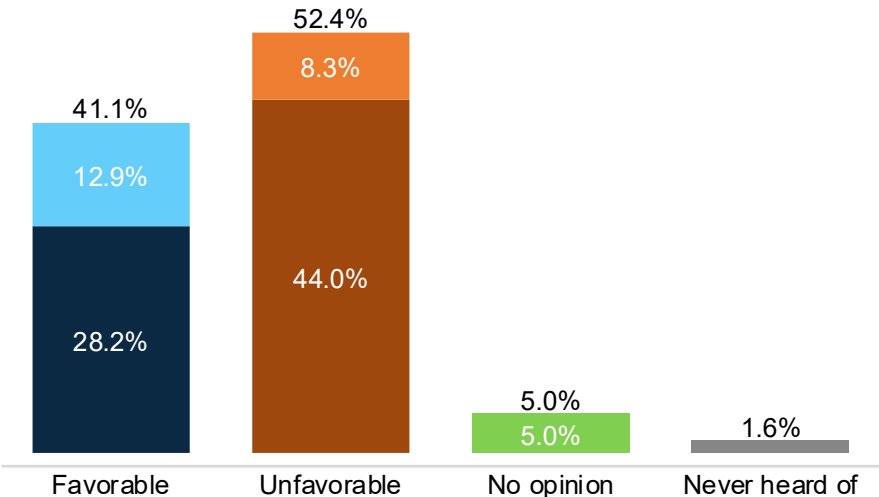
Trend: Donald Trump Image



Percent Change: Donald Trump Image (Jul '26 to Aug '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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	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%	5%	1%	-3%	-1%	0%	4%	-2%	11%	1%	1%	-7%	1%	1%	-11%	-1%	0%	9%	-2%	-2%	-6%	6%	0%	8%	-7%	1%	0%	-8%	1%	3%	1%	-3%	0%	1%
Unfavorable Total	-1%	2%	-6%	0%	2%	2%	0%	-4%	2%	-11%	-2%	0%	5%	0%	-2%	9%	0%	0%	-9%	3%	3%	2%	-5%	-1%	-4%	7%	-2%	1%	7%	-2%	-2%	-2%	2%	0%	-1%
Very Favorable	-2%	-4%	1%	-1%	-5%	-3%	-3%	0%	-4%	9%	-1%	-3%	-8%	2%	-10%	-14%	1%	1%	8%	0%	-3%	-9%	3%	-3%	4%	1%	-1%	-4%	-2%	-5%	2%	2%	-9%	-4%	-1%
Somewhat Favorable	3%	2%	4%	2%	2%	2%	2%	4%	2%	2%	2%	4%	1%	-1%	11%	2%	-2%	-1%	1%	-2%	1%	4%	4%	3%	5%	-7%	2%	4%	-6%	7%	1%	-1%	6%	5%	2%
Somewhat Unfavorable	2%	1%	1%	5%	0%	3%	3%	0%	2%	2%	-3%	2%	5%	1%	0%	9%	7%	-1%	-1%	3%	0%	5%	1%	1%	4%	4%	2%	1%	2%	1%	2%	2%	6%	2%	0%
Very Unfavorable	-2%	2%	-7%	-6%	2%	-1%	-3%	-4%	-1%	-14%	1%	-2%	0%	0%	-2%	0%	-7%	0%	-8%	0%	3%	-3%	-6%	-2%	-8%	2%	-4%	0%	4%	-3%	-5%	-3%	-4%	-2%	-1%
No Opinion	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	2%	0%	2%	0%	1%	2%	1%	1%	0%	0%	-1%	4%	0%	1%	-1%	0%	1%	0%	2%	1%	0%	1%	1%	1%	0%
Never Heard Of	0%	-1%	0%	0%	0%	-1%	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	-1%	0%	-3%	0%	0%	-1%	-1%	0%	0%	-1%	0%	-2%	0%	

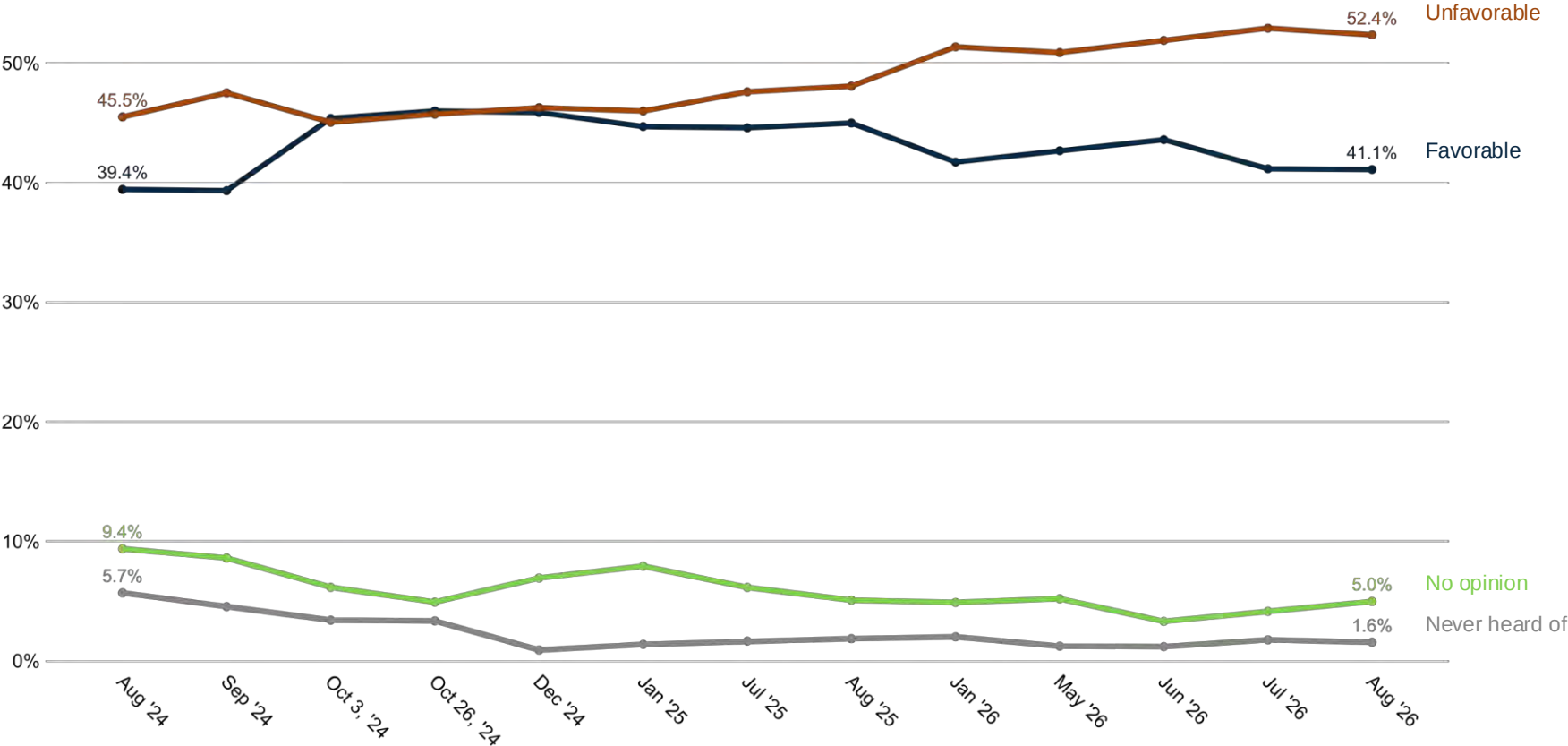
Image: JD Vance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	29%	38%	46%	53%	44%	55%	39%	27%	55%	53%	39%	31%	90%	81%	67%	22%	5%	10%	2%	34%	42%	46%	46%	24%	28%	47%	34%	34%	87%	7%	33%	85%	5%	37%	44%	42%	41%
Unfavorable Total	52%	62%	55%	47%	44%	53%	38%	53%	66%	37%	41%	56%	60%	8%	14%	29%	67%	92%	79%	95%	57%	51%	50%	49%	62%	62%	47%	59%	52%	11%	86%	61%	10%	90%	48%	48%	49%	56%
Very Favorable	28%	17%	28%	28%	41%	30%	39%	27%	17%	39%	40%	26%	18%	74%	55%	35%	9%	3%	5%	1%	22%	29%	33%	32%	10%	23%	33%	23%	12%	63%	3%	23%	61%	2%	25%	23%	28%	31%
Somewhat Favorable	13%	12%	10%	18%	13%	14%	16%	12%	10%	16%	13%	12%	13%	16%	26%	32%	12%	2%	5%	1%	12%	13%	13%	14%	13%	5%	15%	11%	22%	24%	4%	10%	24%	2%	13%	21%	14%	10%
Somewhat Unfavorable	8%	9%	9%	8%	7%	8%	7%	10%	8%	9%	4%	9%	10%	2%	8%	10%	12%	9%	15%	5%	11%	8%	7%	7%	14%	12%	7%	11%	16%	7%	12%	8%	6%	9%	11%	10%	6%	8%
Very Unfavorable	44%	53%	46%	39%	37%	44%	31%	42%	59%	29%	36%	47%	50%	6%	6%	19%	56%	83%	64%	90%	46%	43%	44%	42%	48%	50%	41%	48%	37%	4%	73%	53%	4%	81%	38%	39%	43%	48%
No Opinion	5%	7%	5%	5%	3%	3%	5%	6%	5%	7%	5%	4%	7%	1%	3%	4%	10%	2%	8%	1%	6%	6%	3%	3%	10%	7%	5%	4%	11%	1%	3%	5%	4%	3%	9%	7%	6%	3%
Never Heard Of	2%	2%	2%	2%	0%	1%	2%	2%	1%	0%	1%	2%	3%	2%	0%	1%	1%	3%	1%	3%	1%	1%	1%	1%	4%	3%	0%	3%	2%	1%	4%	1%	1%	2%	5%	0%	2%	0%

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

Trend: JD Vance Image

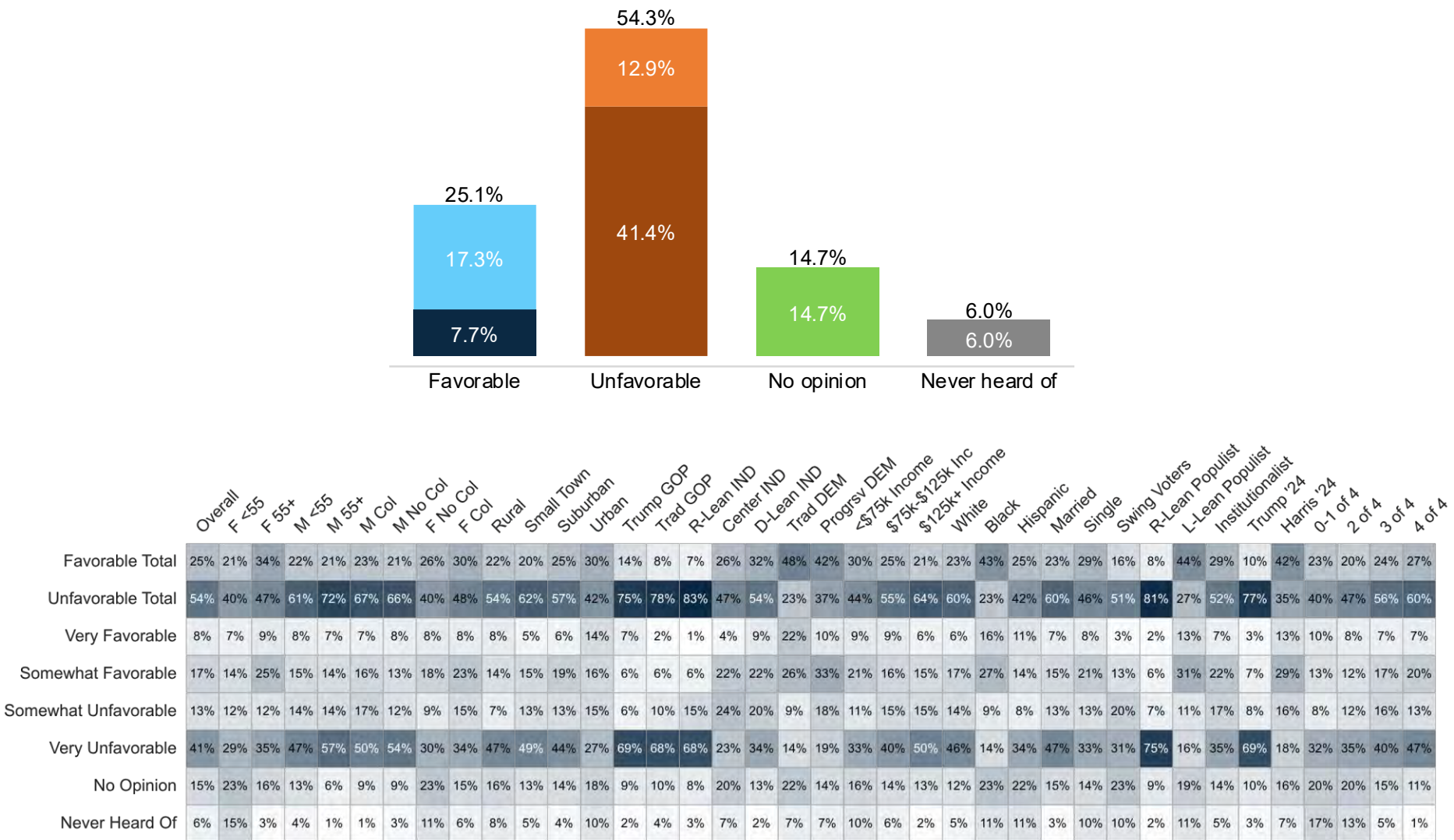


Percent Change: JD Vance Image (Jul '26 to Aug '26)



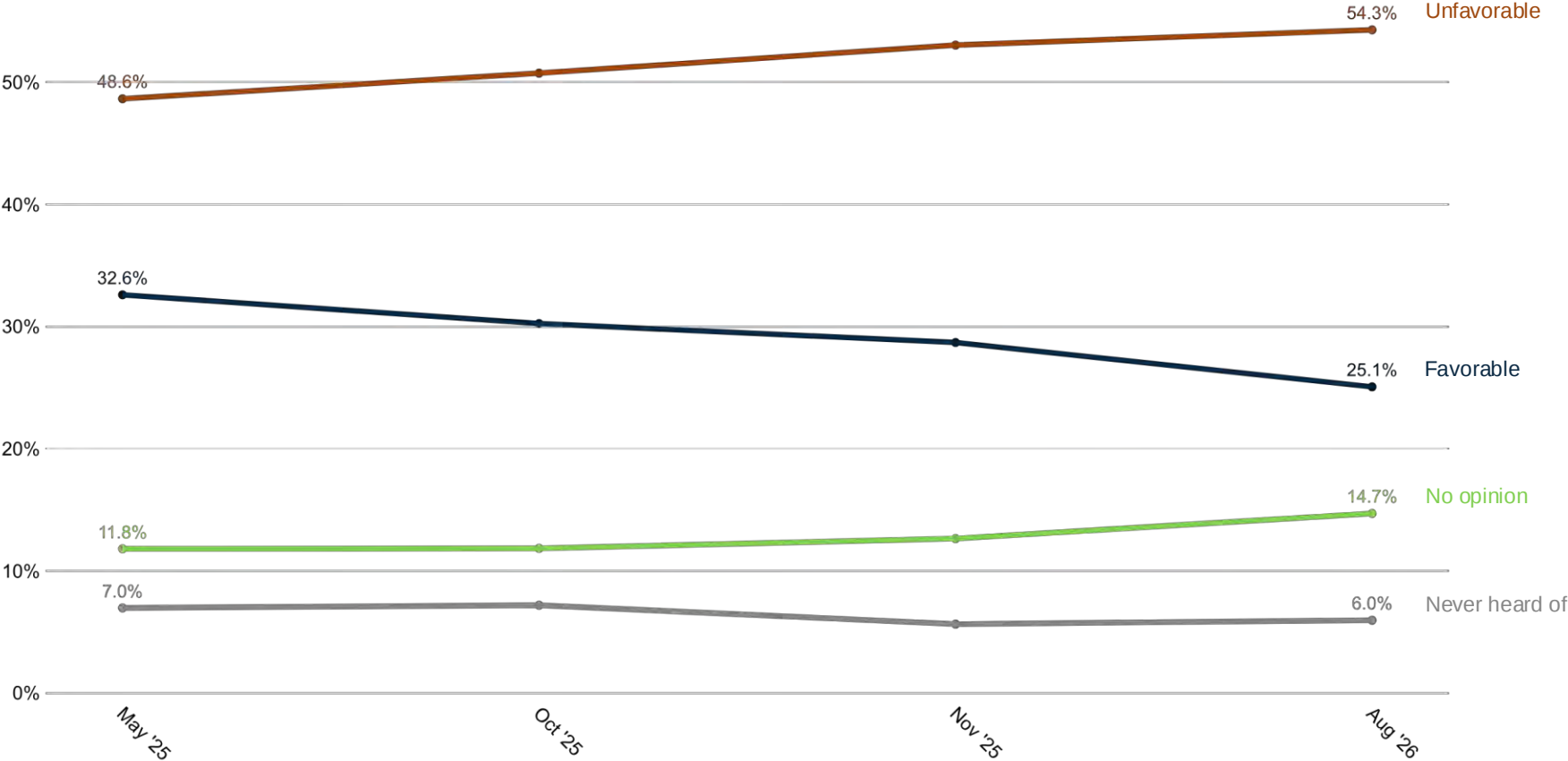
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	0%	-6%	3%	3%	0%	-1%	4%	1%	-4%	12%	2%	-1%	-6%	2%	2%	-2%	3%	2%	0%	-2%	-6%	-3%	8%	1%	7%	-7%	1%	-1%	-5%	2%	1%	-2%	0%	2%	-1%
Unfavorable Total	-1%	7%	-4%	-5%	0%	1%	-6%	2%	1%	-11%	-1%	0%	3%	0%	-4%	4%	-8%	2%	-4%	4%	7%	-1%	-7%	0%	-7%	3%	-3%	2%	4%	-3%	0%	0%	-1%	-3%	1%
Very Favorable	0%	-3%	2%	1%	-1%	-1%	2%	2%	-4%	8%	5%	-2%	-6%	2%	3%	-14%	1%	0%	2%	0%	-4%	-4%	6%	0%	2%	3%	0%	0%	-3%	1%	1%	4%	-9%	-1%	0%
Somewhat Favorable	0%	-2%	1%	3%	0%	1%	2%	-2%	0%	3%	-3%	1%	1%	0%	0%	12%	2%	1%	-1%	-3%	-2%	0%	2%	1%	5%	-10%	1%	-1%	-2%	1%	0%	-7%	10%	3%	-1%
Somewhat Unfavorable	0%	-1%	1%	-5%	3%	-1%	-2%	2%	-1%	1%	-5%	0%	1%	0%	0%	2%	-13%	0%	2%	-2%	3%	-1%	-3%	-1%	-4%	5%	-1%	1%	-3%	-1%	-1%	-5%	5%	-3%	1%
Very Unfavorable	0%	8%	-6%	0%	-3%	1%	-4%	0%	2%	-12%	4%	0%	2%	0%	-5%	2%	5%	3%	-6%	6%	4%	0%	-3%	0%	-3%	-2%	-2%	2%	7%	-2%	1%	5%	-5%	0%	0%
No Opinion	1%	1%	1%	1%	1%	0%	2%	-2%	3%	1%	0%	0%	3%	-2%	1%	-2%	5%	-3%	2%	-1%	0%	4%	-1%	-1%	2%	5%	3%	-2%	0%	0%	-1%	3%	2%	0%	0%
Never Heard Of	0%	-2%	1%	1%	0%	0%	0%	-1%	0%	-2%	-1%	0%	-1%	0%	1%	0%	-1%	0%	2%	0%	-1%	1%	0%	0%	-2%	-1%	-1%	0%	0%	0%	0%	-1%	-2%	1%	0%

Image: Chuck Shumer



Do you have a favorable or unfavorable opinion of Chuck Shumer?

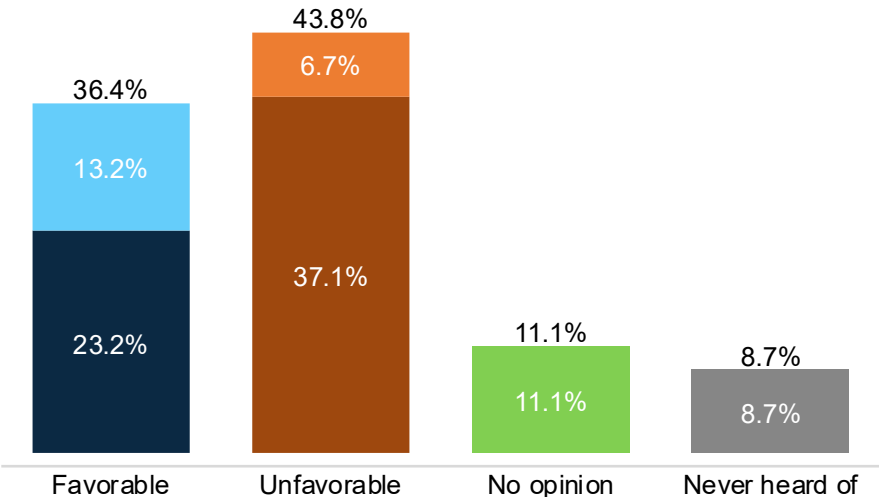
Trend: Chuck Shumer Image



Percent Change: Chuck Shumer Image (Nov '25 to Aug '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-4%	-5%	2%	-2%	-9%	-7%	-4%	0%	-3%	2%	-5%	-6%	2%	-2%	-10%	-5%	2%	3%	-4%	-3%	-8%	1%	-9%	3%	-5%	-3%	-5%
Unfavorable Total	1%	3%	-5%	0%	8%	5%	3%	-2%	-1%	-7%	3%	1%	-1%	-3%	6%	3%	-8%	-8%	-1%	4%	2%	-1%	5%	-8%	2%	3%	3%
Very Favorable	-1%	1%	0%	0%	-6%	-3%	-2%	0%	1%	2%	-3%	1%	1%	-2%	-1%	-2%	-1%	4%	0%	-2%	-3%	0%	-2%	3%	0%	0%	-3%
Somewhat Favorable	-2%	-6%	2%	-2%	-4%	-4%	-2%	-1%	-3%	0%	-2%	-8%	2%	0%	-9%	-3%	3%	-1%	-4%	0%	-5%	1%	-6%	0%	-5%	-3%	-2%
Somewhat Unfavorable	0%	0%	1%	-4%	4%	0%	0%	1%	0%	-3%	-1%	3%	0%	2%	0%	2%	0%	-5%	-2%	2%	3%	1%	-1%	-7%	3%	2%	1%
Very Unfavorable	1%	3%	-6%	4%	4%	6%	3%	-3%	-1%	-4%	4%	-2%	-1%	-6%	6%	1%	-8%	-4%	1%	1%	-1%	-2%	6%	-1%	-1%	1%	2%
No Opinion	2%	3%	3%	1%	1%	1%	0%	3%	3%	4%	2%	3%	-1%	3%	4%	2%	2%	6%	6%	-4%	4%	0%	3%	2%	-3%	3%	3%
Never Heard Of	0%	-1%	1%	1%	0%	1%	1%	-1%	1%	1%	0%	2%	0%	3%	0%	0%	5%	0%	-1%	3%	2%	0%	0%	3%	6%	-3%	-1%

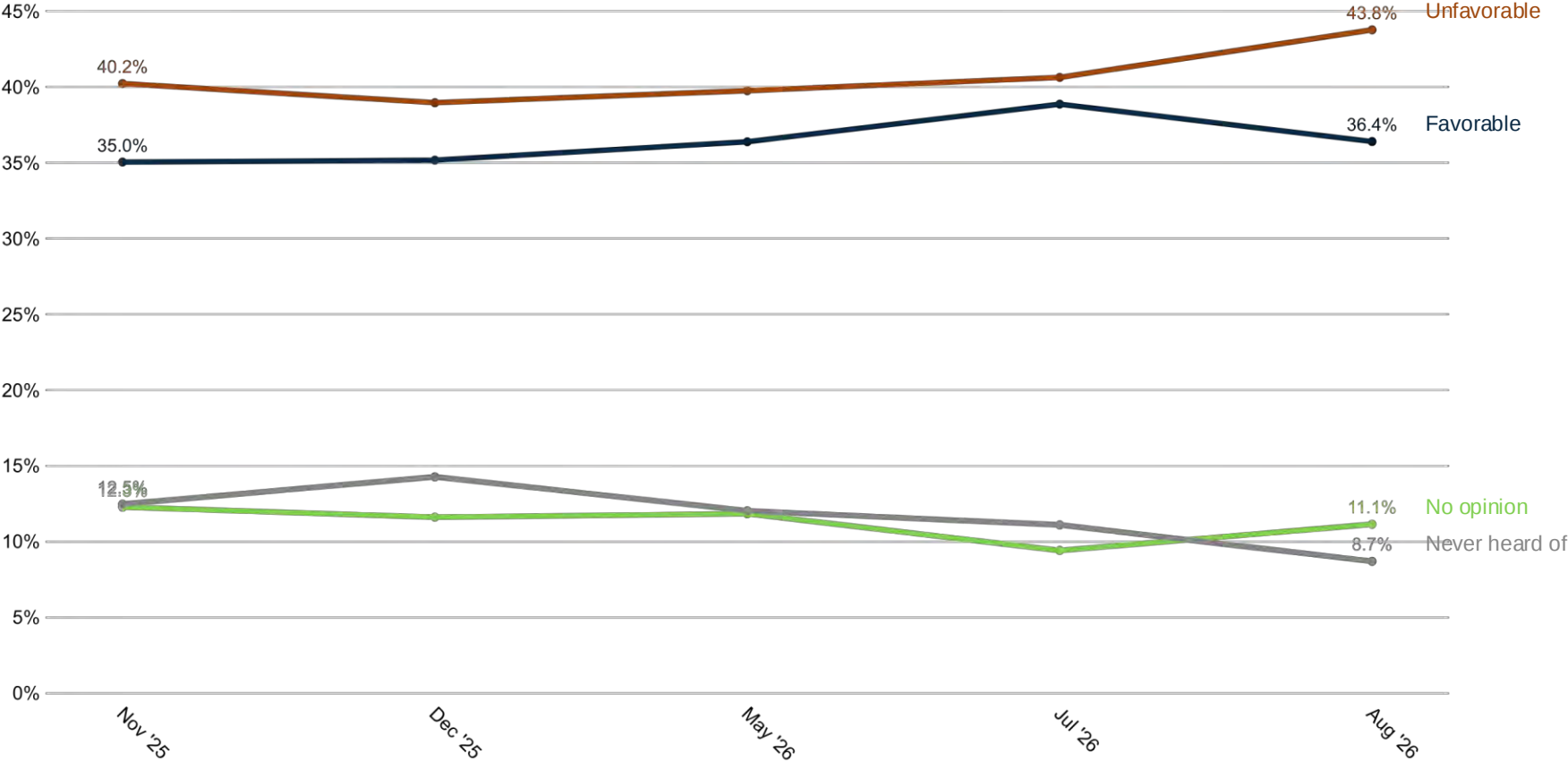
Image: Zohran Mamdani



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	36%	46%	34%	41%	25%	38%	28%	31%	50%	23%	28%	37%	48%	9%	5%	3%	33%	76%	45%	82%	37%	36%	37%	33%	44%	46%	34%	39%	26%	7%	64%	43%	5%	68%	35%	36%	35%	38%
Unfavorable Total	44%	28%	41%	45%	63%	53%	56%	37%	32%	53%	53%	44%	30%	77%	78%	87%	37%	13%	22%	4%	34%	45%	52%	49%	21%	36%	49%	37%	42%	79%	12%	39%	79%	12%	36%	38%	41%	48%
Very Favorable	23%	36%	19%	26%	12%	21%	17%	22%	34%	13%	21%	22%	33%	6%	1%	2%	14%	55%	23%	58%	26%	23%	21%	21%	24%	30%	20%	27%	15%	4%	41%	26%	3%	43%	27%	26%	19%	23%
Somewhat Favorable	13%	10%	15%	15%	13%	17%	11%	10%	16%	10%	7%	15%	15%	3%	4%	1%	19%	21%	23%	24%	11%	13%	16%	13%	20%	16%	14%	12%	11%	4%	23%	17%	3%	25%	8%	10%	16%	14%
Somewhat Unfavorable	7%	7%	5%	8%	7%	8%	8%	6%	5%	7%	8%	5%	9%	4%	8%	16%	13%	6%	8%	3%	6%	8%	6%	6%	12%	4%	6%	8%	12%	4%	5%	9%	7%	6%	8%	6%	7%	6%
Very Unfavorable	37%	21%	36%	37%	55%	45%	48%	31%	26%	46%	45%	39%	21%	73%	71%	70%	23%	7%	15%	1%	28%	37%	46%	42%	9%	33%	43%	30%	31%	74%	7%	30%	73%	6%	29%	32%	35%	42%
No Opinion	11%	12%	15%	8%	8%	6%	10%	16%	11%	8%	11%	12%	11%	7%	7%	4%	19%	8%	19%	8%	15%	10%	8%	9%	19%	13%	10%	12%	18%	5%	12%	10%	7%	11%	14%	11%	13%	9%
Never Heard Of	9%	14%	10%	6%	4%	3%	7%	16%	7%	16%	8%	6%	11%	7%	10%	6%	12%	3%	13%	6%	14%	9%	4%	9%	17%	5%	6%	12%	14%	9%	12%	8%	8%	9%	15%	15%	11%	4%

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

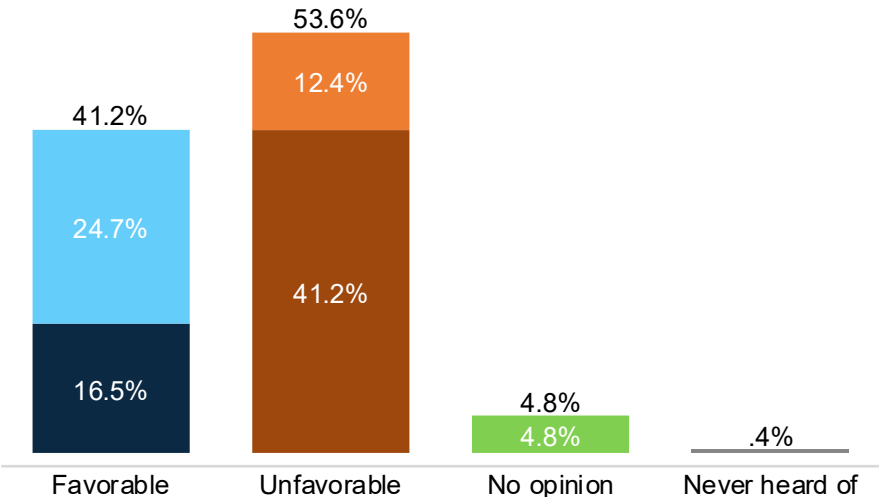
Trend: Zohran Mamdani Image



Percent Change: Zohran Mamdani Image (Jul '26 to Aug '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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-2%	0%	-5%	0%	-4%	-4%	-1%	-2%	-3%	-7%	1%	-4%	0%	2%	-2%	-8%	-8%	3%	-12%	4%	3%	-3%	-9%	-3%	-1%	-2%	-5%	0%	1%	-3%	-2%	-1%	3%	0%	-5%
Unfavorable Total	3%	4%	7%	-2%	3%	2%	-1%	6%	5%	8%	-2%	6%	-1%	4%	7%	5%	4%	1%	8%	-2%	-1%	2%	9%	4%	1%	-2%	4%	2%	-1%	5%	3%	6%	3%	-5%	6%
Very Favorable	0%	4%	-3%	-1%	-1%	-3%	0%	2%	-1%	-6%	5%	-2%	3%	3%	-2%	0%	2%	10%	-3%	-1%	5%	-1%	-5%	-1%	1%	-1%	-3%	3%	4%	-1%	0%	5%	6%	-3%	-1%
Somewhat Favorable	-2%	-4%	-2%	1%	-3%	-2%	-1%	-4%	-2%	-1%	-4%	-2%	-3%	-1%	0%	-7%	-10%	-7%	-9%	5%	-2%	-2%	-4%	-2%	-2%	-1%	-2%	-3%	-4%	-2%	-2%	-6%	-3%	3%	-3%
Somewhat Unfavorable	0%	-1%	1%	-2%	4%	1%	1%	0%	0%	1%	4%	-1%	2%	-1%	1%	7%	3%	1%	0%	-2%	0%	2%	-1%	1%	4%	-5%	1%	0%	-3%	0%	1%	-2%	0%	-2%	2%
Very Unfavorable	3%	5%	6%	0%	-1%	1%	-2%	5%	5%	7%	-6%	7%	-3%	5%	6%	-2%	1%	0%	8%	0%	-1%	-1%	10%	4%	-3%	2%	3%	2%	2%	5%	3%	8%	2%	-3%	4%
No Opinion	2%	2%	0%	3%	1%	1%	3%	1%	1%	-1%	3%	2%	2%	-1%	0%	2%	2%	1%	7%	0%	2%	-1%	2%	1%	2%	4%	2%	1%	4%	1%	0%	3%	-2%	4%	1%
Never Heard Of	-2%	-6%	-2%	0%	0%	1%	-1%	-5%	-4%	0%	-2%	-4%	-2%	-5%	-5%	1%	1%	-4%	-3%	-1%	-5%	2%	-2%	-2%	-1%	1%	-2%	-3%	-4%	-3%	-1%	-8%	-4%	1%	-2%

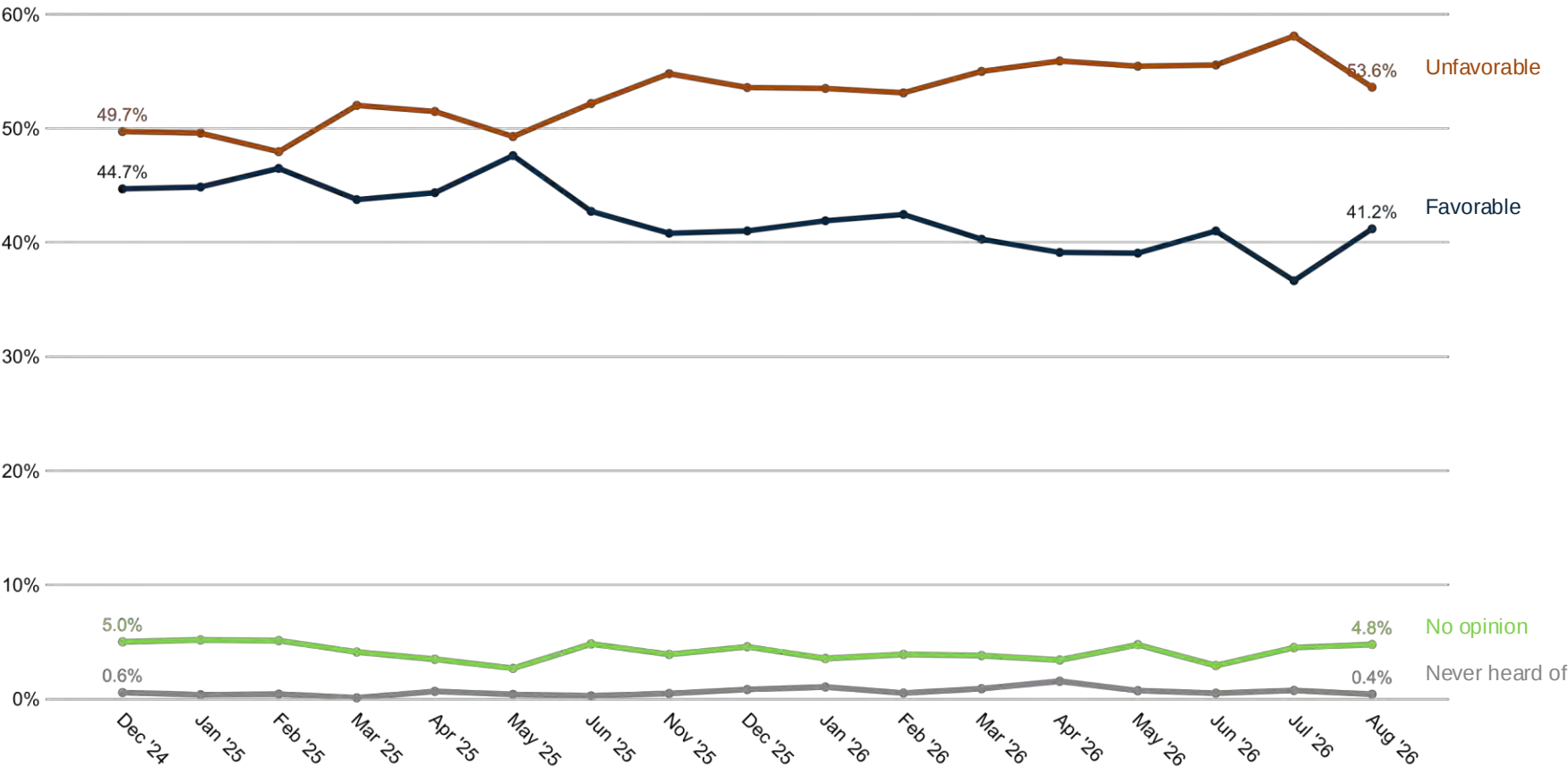
Image: Republicans in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	29%	40%	44%	53%	42%	56%	42%	26%	55%	51%	39%	30%	89%	82%	61%	20%	3%	14%	3%	37%	43%	44%	46%	21%	34%	46%	36%	31%	83%	6%	35%	82%	7%	41%	42%	41%	41%
Unfavorable Total	54%	63%	56%	50%	44%	56%	39%	52%	68%	40%	44%	56%	61%	10%	15%	36%	71%	97%	77%	95%	57%	52%	53%	50%	69%	60%	50%	59%	57%	15%	88%	61%	14%	90%	50%	50%	54%	56%
Very Favorable	16%	9%	16%	20%	22%	14%	27%	15%	10%	27%	21%	15%	12%	44%	34%	13%	2%	0%	5%	0%	15%	15%	18%	18%	10%	14%	19%	13%	6%	32%	1%	16%	34%	2%	13%	18%	17%	17%
Somewhat Favorable	25%	20%	23%	24%	32%	27%	28%	27%	16%	28%	30%	25%	19%	45%	47%	48%	18%	3%	9%	3%	22%	27%	27%	28%	11%	19%	27%	23%	24%	51%	5%	19%	48%	5%	29%	24%	25%	24%
Somewhat Unfavorable	12%	16%	12%	14%	7%	10%	11%	14%	15%	8%	10%	13%	16%	6%	11%	20%	25%	15%	11%	11%	13%	13%	12%	11%	22%	13%	11%	14%	28%	12%	18%	11%	10%	13%	15%	16%	13%	11%
Very Unfavorable	41%	46%	44%	36%	38%	46%	28%	38%	53%	32%	34%	44%	45%	4%	5%	16%	47%	82%	66%	84%	44%	39%	41%	39%	47%	47%	39%	44%	29%	3%	70%	50%	4%	77%	35%	33%	41%	45%
No Opinion	5%	7%	4%	6%	2%	3%	5%	5%	5%	5%	4%	4%	8%	1%	3%	3%	7%	0%	8%	1%	6%	5%	3%	4%	9%	6%	4%	5%	11%	2%	5%	4%	4%	2%	8%	7%	5%	3%
Never Heard Of	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%

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

Trend: Republicans in Congress Image

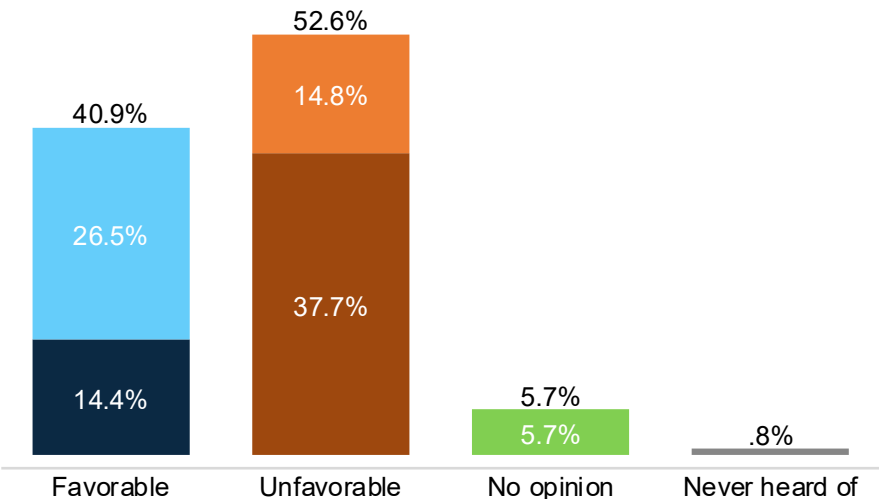


Percent Change: Republicans in Congress Image (Jul '26 to Aug '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	5%	1%	5%	8%	5%	5%	8%	7%	-1%	15%	3%	6%	-2%	9%	5%	9%	0%	-1%	10%	1%	1%	2%	10%	5%	9%	1%	5%	4%	1%	8%	4%	3%	6%	4%	5%
Unfavorable Total	-4%	0%	-3%	-10%	-4%	-6%	-10%	-3%	0%	-15%	-2%	-4%	-2%	-7%	-4%	-12%	1%	3%	-12%	2%	0%	-4%	-8%	-5%	-8%	1%	-6%	-3%	-1%	-8%	-2%	0%	-9%	-3%	-5%
Very Favorable	3%	0%	1%	5%	6%	3%	9%	-1%	1%	13%	5%	3%	-5%	7%	9%	3%	-2%	-2%	3%	-1%	-3%	4%	7%	3%	2%	5%	7%	-2%	1%	7%	1%	-1%	0%	3%	4%
Somewhat Favorable	2%	1%	4%	3%	-1%	2%	-1%	7%	-2%	2%	-2%	3%	2%	2%	-4%	6%	2%	1%	7%	2%	4%	-3%	2%	2%	7%	-4%	-2%	7%	1%	2%	3%	5%	6%	1%	0%
Somewhat Unfavorable	0%	3%	3%	-2%	-3%	-4%	-1%	3%	4%	-5%	-4%	0%	8%	-4%	1%	-4%	9%	0%	-4%	3%	-1%	2%	0%	-1%	10%	1%	0%	1%	4%	-2%	2%	-1%	3%	2%	0%
Very Unfavorable	-5%	-3%	-6%	-8%	-1%	-2%	-8%	-5%	-4%	-10%	3%	-4%	-10%	-2%	-5%	-8%	-8%	3%	-8%	-1%	1%	-6%	-8%	-4%	-18%	-1%	-6%	-4%	-5%	-6%	-4%	1%	-11%	-5%	-4%
No Opinion	0%	0%	-1%	3%	0%	0%	2%	-3%	1%	0%	-1%	-1%	4%	-3%	0%	2%	-2%	-2%	3%	-3%	-1%	2%	-1%	0%	2%	0%	1%	-1%	0%	0%	-1%	-2%	2%	0%	0%
Never Heard Of	0%	0%	-1%	0%	0%	0%	0%	-1%	0%	0%	0%	-1%	0%	0%	0%	1%	1%	0%	-1%	0%	0%	0%	-1%	0%	-2%	-2%	0%	-1%	0%	0%	0%	-1%	0%	-1%	0%

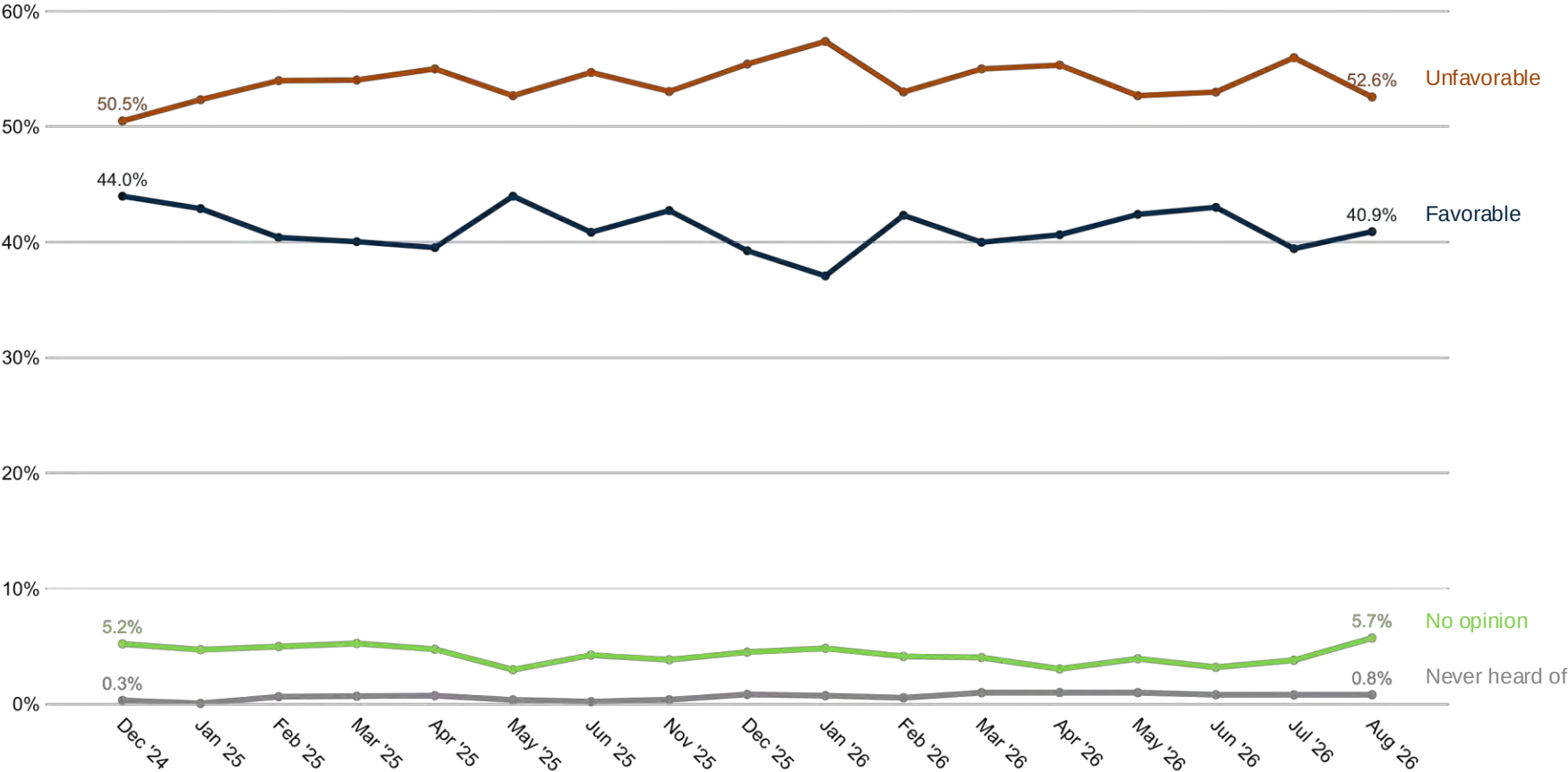
Image: Democrats in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	50%	47%	33%	31%	34%	30%	47%	51%	33%	33%	39%	56%	8%	10%	9%	39%	54%	81%	77%	50%	39%	34%	37%	71%	46%	36%	48%	29%	5%	80%	49%	8%	75%	45%	41%	37%	41%
Unfavorable Total	53%	40%	47%	61%	64%	62%	64%	45%	42%	62%	61%	55%	35%	89%	85%	87%	52%	41%	14%	17%	43%	54%	61%	58%	19%	41%	59%	44%	54%	94%	13%	46%	88%	20%	44%	48%	58%	54%
Very Favorable	14%	17%	19%	11%	10%	10%	11%	19%	16%	16%	12%	12%	23%	4%	2%	2%	10%	8%	43%	25%	20%	12%	10%	11%	34%	25%	12%	18%	5%	0%	34%	14%	2%	29%	17%	17%	13%	13%
Somewhat Favorable	26%	33%	28%	22%	21%	25%	19%	28%	35%	18%	21%	27%	33%	4%	9%	7%	30%	47%	38%	52%	30%	27%	24%	26%	37%	21%	24%	30%	23%	5%	46%	35%	7%	46%	28%	24%	24%	28%
Somewhat Unfavorable	15%	17%	9%	21%	13%	19%	15%	10%	16%	13%	14%	16%	13%	8%	14%	19%	36%	23%	9%	13%	11%	19%	17%	15%	9%	14%	16%	13%	25%	17%	9%	16%	13%	15%	17%	13%	17%	14%
Very Unfavorable	38%	23%	38%	40%	51%	43%	50%	35%	26%	48%	48%	39%	22%	81%	71%	68%	16%	18%	5%	4%	32%	35%	44%	44%	10%	27%	43%	31%	29%	77%	5%	29%	75%	5%	27%	34%	41%	40%
No Opinion	6%	8%	5%	5%	4%	4%	6%	6%	6%	4%	5%	5%	8%	2%	4%	3%	8%	5%	5%	5%	7%	5%	4%	9%	12%	5%	6%	15%	1%	7%	5%	3%	4%	9%	10%	4%	4%	
Never Heard Of	1%	2%	0%	1%	0%	0%	0%	2%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	0%	0%	1%	1%	2%	0%	1%	2%	1%	0%	0%	1%	0%	2%	2%	0%	0%	

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

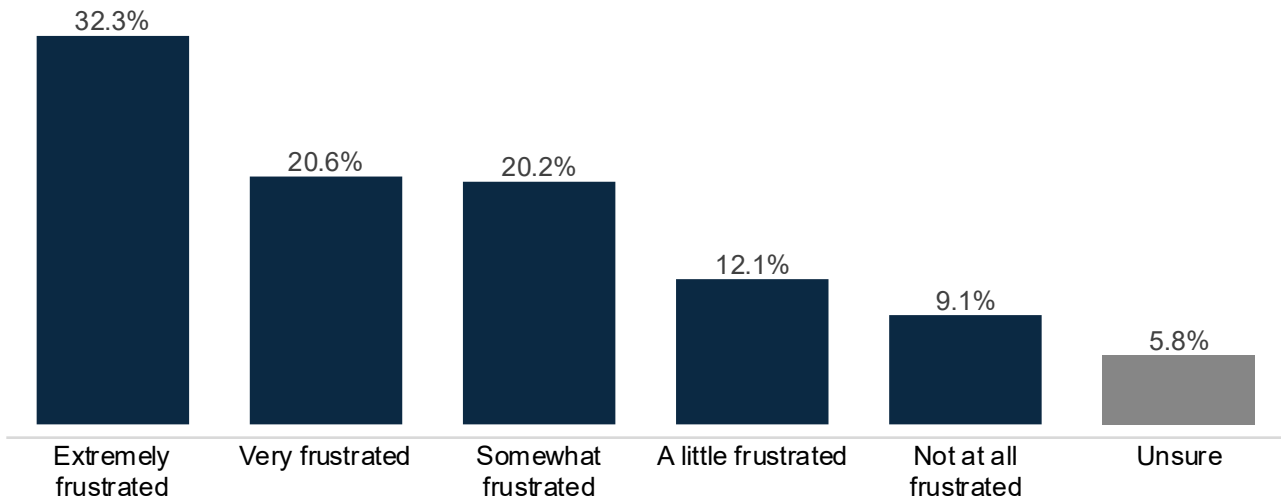
Trend: Democrats in Congress Image



Percent Change: Democrats in Congress Image (Jul '26 to Aug '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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	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%	0%	1%	1%	3%	-1%	2%	2%	-4%	4%	-2%	10%	0%	1%	2%	11%	4%	-3%	2%	8%	-1%	-2%	2%	9%	-4%	-2%	6%	0%	1%	4%	4%	4%	0%	1%
Unfavorable Total	-3%	-6%	-1%	-4%	-3%	-5%	-2%	-3%	-4%	5%	-4%	0%	-15%	0%	-1%	-5%	-7%	-4%	0%	-6%	-8%	-3%	1%	-3%	-8%	-6%	-1%	-7%	-6%	0%	-6%	-3%	-9%	1%	-4%
Very Favorable	0%	0%	0%	0%	0%	3%	-2%	-2%	3%	0%	2%	-3%	7%	1%	-1%	-1%	8%	-2%	-2%	1%	-1%	0%	3%	0%	1%	5%	1%	0%	-3%	-1%	3%	-5%	0%	1%	1%
Somewhat Favorable	1%	4%	0%	0%	2%	0%	2%	4%	-1%	-4%	2%	1%	4%	-2%	2%	3%	3%	5%	0%	1%	9%	-1%	-5%	2%	8%	-9%	-2%	6%	4%	2%	1%	9%	4%	-1%	0%
Somewhat Unfavorable	-3%	-2%	-6%	0%	-3%	-3%	-1%	-4%	-4%	-1%	-3%	-2%	-7%	-4%	-5%	-1%	7%	-9%	0%	-5%	-6%	2%	-5%	-4%	-4%	-1%	-2%	-5%	-2%	-3%	-4%	0%	-10%	-1%	-3%
Very Unfavorable	0%	-4%	5%	-4%	1%	-2%	0%	1%	0%	6%	-1%	2%	-9%	4%	5%	-4%	-14%	6%	1%	-1%	-2%	-6%	5%	1%	-3%	-6%	1%	-2%	-5%	3%	-1%	-3%	1%	3%	-1%
No Opinion	2%	2%	1%	3%	2%	2%	3%	0%	2%	-1%	1%	2%	4%	0%	0%	2%	-4%	0%	3%	3%	0%	5%	2%	1%	0%	9%	3%	1%	5%	0%	1%	-1%	4%	1%	2%
Never Heard Of	0%	1%	0%	0%	0%	0%	-1%	1%	-1%	0%	0%	0%	0%	1%	-1%	0%	1%	0%	0%	1%	1%	0%	-1%	0%	-1%	2%	0%	0%	1%	0%	0%	0%	1%	-3%	0%

Subscription Frustration



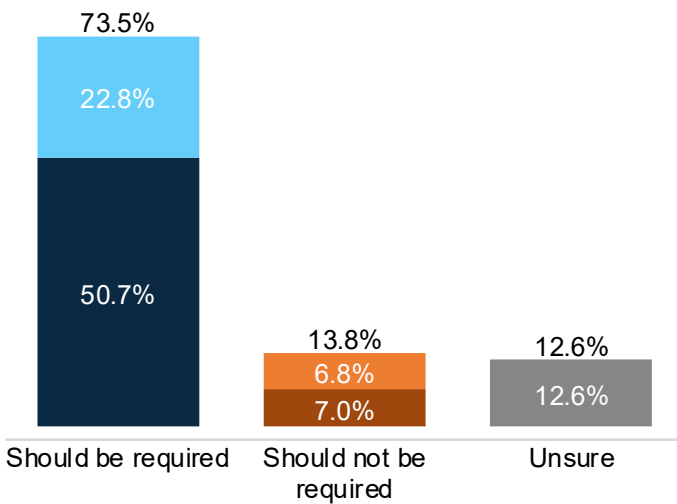
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely frustrated	32%	34%	28%	40%	27%	35%	32%	26%	37%	30%	30%	33%	34%	29%	25%	39%	39%	50%	34%	33%	32%	32%	34%	33%	25%	29%	33%	30%	33%	25%	31%	28%	29%	35%	32%	33%	35%	31%
Very frustrated	21%	19%	22%	18%	24%	17%	24%	21%	20%	26%	23%	20%	18%	19%	22%	19%	19%	15%	21%	23%	21%	21%	19%	19%	26%	24%	20%	22%	22%	21%	16%	23%	21%	21%	20%	18%	17%	23%
Somewhat frustrated	20%	22%	22%	17%	19%	18%	18%	23%	22%	19%	21%	22%	16%	20%	22%	20%	23%	13%	17%	18%	19%	20%	23%	21%	16%	22%	21%	19%	23%	27%	21%	21%	22%	19%	18%	18%	27%	19%
A little frustrated	12%	12%	12%	11%	12%	14%	10%	14%	11%	12%	11%	12%	14%	12%	16%	10%	8%	10%	11%	13%	13%	15%	9%	12%	18%	10%	12%	12%	14%	14%	22%	11%	13%	11%	17%	16%	9%	11%
Not at all frustrated	9%	8%	7%	11%	11%	11%	11%	9%	6%	9%	7%	9%	11%	14%	10%	6%	5%	5%	13%	6%	9%	7%	11%	9%	9%	9%	9%	10%	4%	10%	7%	10%	11%	8%	9%	8%	7%	10%
Unsure	6%	5%	8%	2%	7%	4%	5%	8%	4%	4%	8%	5%	7%	6%	4%	5%	6%	6%	4%	6%	6%	5%	4%	5%	7%	6%	4%	7%	5%	2%	3%	8%	5%	5%	3%	6%	6%	6%

How do you feel that things you used to be able to buy once – like software, music, movies, or features in your car – are now increasingly sold as monthly subscriptions?

Software Ownership Expectation



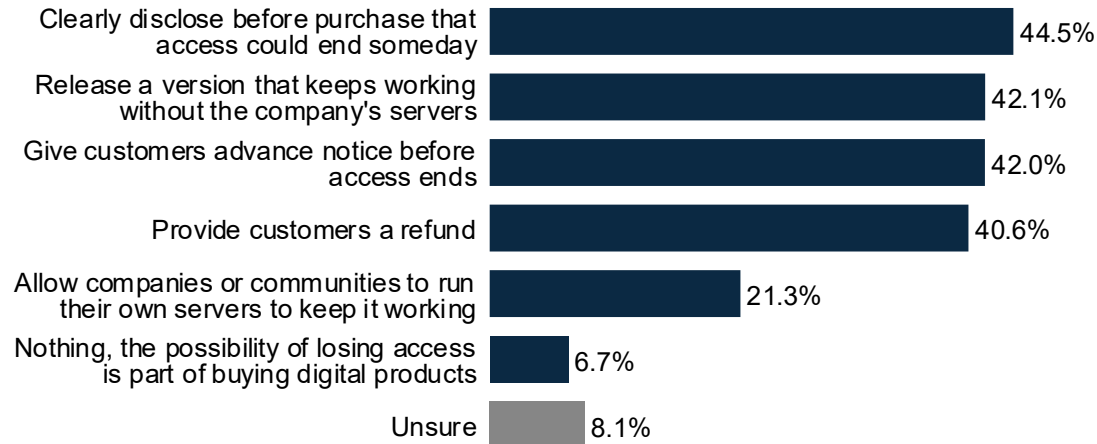
When you click "buy" on a digital movie, book, video game, or piece of software, some say you should keep access to it indefinitely, because you bought a product rather than rented one. Others say digital products depend on ongoing costs like servers, updates, and licensing agreements with other companies, so indefinite access cannot be guaranteed.



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Income	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Should be required	74%	72%	71%	81%	72%	75%	78%	70%	74%	75%	76%	72%	74%	76%	72%	75%	77%	77%	64%	77%	73%	75%	75%	74%	66%	77%	76%	71%	74%	77%	70%	71%	74%	75%	73%	74%	76%	73%
Should not be required	14%	16%	12%	15%	13%	16%	12%	15%	12%	12%	10%	14%	16%	13%	16%	12%	10%	14%	24%	11%	16%	15%	12%	12%	25%	14%	12%	16%	13%	13%	16%	14%	13%	14%	18%	14%	13%	13%
Definitely companies should be required to guarantee continued access	51%	49%	47%	59%	48%	52%	56%	45%	53%	52%	55%	48%	54%	54%	46%	53%	55%	57%	43%	55%	50%	52%	52%	39%	51%	52%	50%	47%	50%	47%	46%	50%	52%	44%	54%	55%	50%	
Probably companies should be required to guarantee continued access	23%	23%	23%	21%	24%	23%	21%	25%	21%	22%	20%	25%	21%	21%	27%	22%	22%	20%	21%	22%	23%	24%	23%	22%	27%	26%	24%	22%	27%	27%	23%	25%	24%	23%	29%	21%	21%	22%
Probably companies should not be required to guarantee continued access	7%	7%	6%	8%	6%	8%	6%	7%	6%	6%	5%	8%	6%	7%	11%	6%	6%	6%	9%	4%	7%	7%	6%	11%	9%	7%	7%	7%	7%	7%	7%	8%	5%	8%	9%	6%	6%	
Definitely companies should not be required to guarantee continued access	7%	9%	5%	7%	7%	8%	6%	8%	5%	7%	5%	6%	10%	6%	5%	3%	9%	15%	7%	9%	8%	5%	6%	14%	5%	5%	9%	6%	6%	9%	7%	5%	9%	10%	6%	8%	6%	
Unsure	13%	12%	18%	5%	15%	9%	10%	15%	14%	13%	14%	13%	10%	12%	12%	13%	13%	9%	12%	12%	11%	10%	13%	13%	9%	8%	12%	13%	12%	10%	15%	14%	13%	11%	8%	11%	11%	15%

Do you think companies should or should not be required to guarantee continued access to digital products people have already paid for?

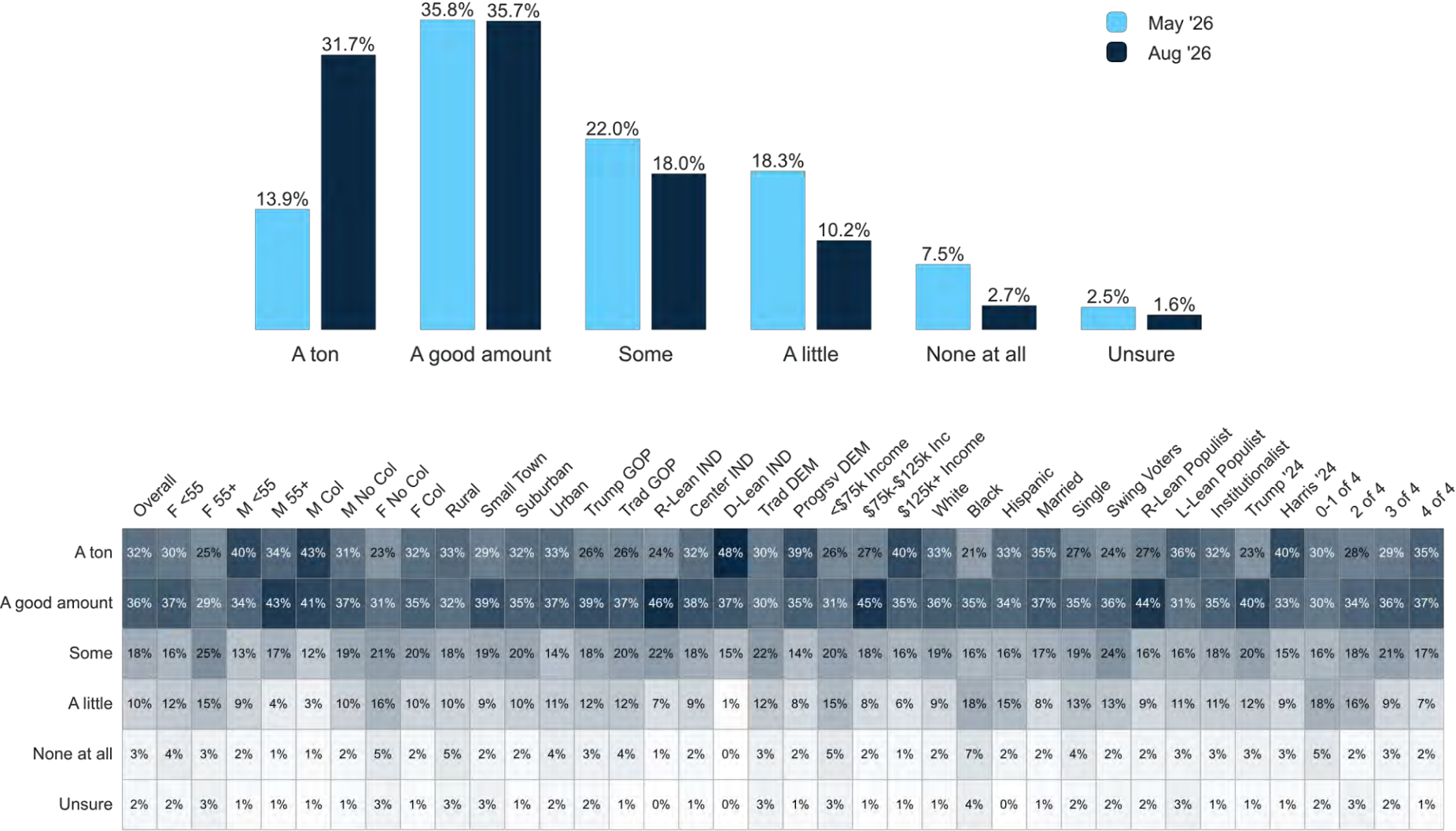
End of Support Obligation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean GOP	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Clearly disclose before purchase that access could end someday	44%	47%	46%	42%	42%	41%	43%	45%	49%	41%	46%	47%	40%	42%	43%	45%	43%	50%	45%	48%	44%	43%	47%	44%	44%	48%	46%	43%	42%	47%	48%	45%	43%	47%	40%	49%	49%	43%
Release a version that keeps working without the company's servers	42%	43%	34%	56%	37%	49%	44%	35%	43%	41%	39%	42%	47%	43%	39%	43%	37%	55%	27%	50%	37%	47%	47%	44%	25%	44%	44%	39%	44%	44%	34%	42%	40%	44%	39%	44%	45%	41%
Give customers advance notice before access ends	42%	45%	42%	43%	38%	38%	43%	45%	41%	39%	40%	41%	48%	40%	40%	42%	45%	51%	34%	48%	42%	40%	44%	42%	40%	46%	40%	44%	42%	43%	32%	46%	39%	45%	40%	53%	42%	40%
Provide customers a refund	41%	50%	33%	48%	32%	35%	45%	42%	42%	39%	42%	40%	42%	39%	35%	47%	48%	47%	45%	42%	44%	38%	39%	39%	44%	50%	39%	42%	40%	36%	39%	39%	37%	44%	42%	52%	42%	37%
Allow companies or communities to run their own servers to keep it working	21%	24%	15%	37%	11%	21%	26%	18%	21%	22%	21%	20%	23%	20%	16%	21%	24%	38%	17%	24%	24%	20%	21%	21%	23%	20%	20%	23%	25%	19%	19%	22%	18%	24%	21%	33%	20%	19%
Nothing, the possibility of losing access is part of buying digital products	7%	9%	2%	11%	5%	6%	10%	6%	5%	7%	4%	5%	13%	10%	8%	5%	2%	2%	13%	4%	8%	8%	6%	5%	15%	6%	6%	8%	5%	10%	8%	4%	9%	6%	14%	7%	6%	5%
Unsure	8%	6%	11%	5%	9%	6%	8%	9%	8%	7%	9%	8%	9%	8%	6%	5%	8%	7%	4%	9%	8%	9%	6%	8%	8%	6%	7%	9%	8%	5%	10%	8%	8%	7%	5%	8%	8%	9%

When a company decides to stop supporting a digital product that people paid for, which one of the following do you think they should have to do? Select all that apply.

Data Center Awareness



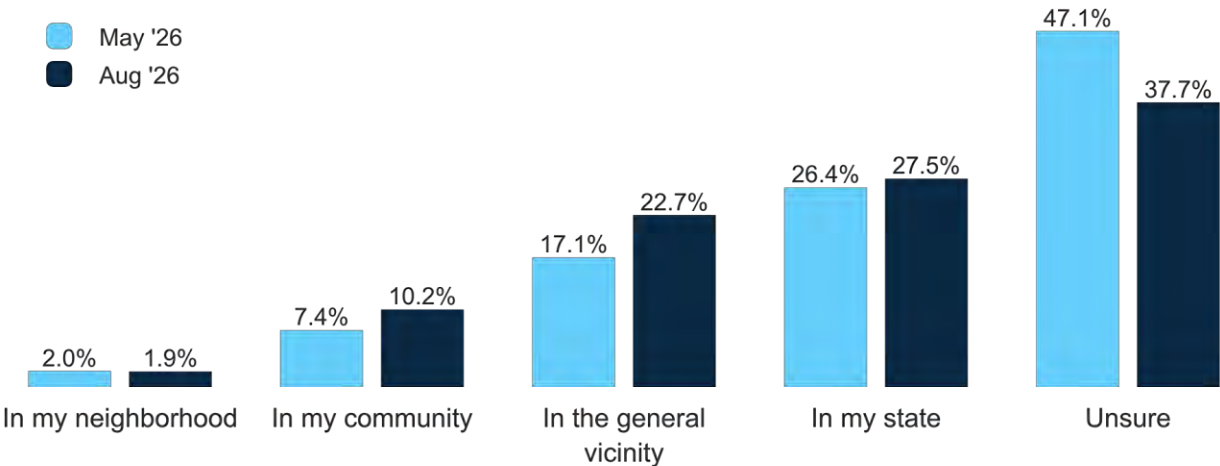
Tech companies like Amazon, Google, Meta, Microsoft, and OpenAI are building large data centers across the country. How much, if at all, have you seen, read, or heard about the construction of new AI data centers?

Percent Change: Data Center Awareness (May '26 to Aug '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	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton	18%	16%	16%	20%	20%	22%	17%	13%	21%	21%	15%	19%	16%	16%	15%	20%	19%	12%	16%	22%	12%	12%	11%	24%	12%	19%	13%	21%
A good amount	0%	3%	-2%	-5%	3%	-3%	0%	4%	-2%	4%	5%	-2%	-1%	1%	3%	-3%	2%	-3%	-6%	-2%	2%	2%	9%	-8%	-4%	-1%	2%	0%
Some	-4%	-7%	-1%	-6%	-3%	-6%	-2%	-1%	-6%	-6%	-2%	-2%	-9%	-1%	-6%	-5%	-4%	-5%	-3%	-3%	-4%	0%	-5%	-4%	-6%	-3%	-2%	-5%
A little	-8%	-7%	-6%	-6%	-14%	-12%	-8%	-6%	-7%	-11%	-8%	-9%	-4%	-7%	-10%	-7%	-10%	-2%	0%	-10%	-5%	-10%	-10%	-6%	3%	-11%	-10%	-10%
None at all	-5%	-5%	-8%	-1%	-5%	-1%	-5%	-8%	-4%	-5%	-7%	-5%	-1%	-7%	-2%	-4%	-5%	-1%	-6%	-6%	-3%	-3%	-4%	-5%	-3%	-7%	-2%	-5%
Unsure	-1%	-2%	1%	-2%	-1%	0%	-2%	-1%	0%	-3%	-1%	0%	0%	-1%	-1%	-1%	-1%	-2%	-2%	-1%	-1%	-1%	-1%	0%	-2%	3%	-1%	-1%

Data Center Proximity



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
In my neighborhood	2%	2%	1%	3%	1%	2%	2%	2%	1%	1%	2%	1%	4%	2%	4%	2%	1%	3%	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	1%	5%	1%	2%	1%
In my community	10%	13%	7%	13%	8%	12%	9%	10%	10%	12%	7%	9%	15%	11%	9%	8%	11%	15%	11%	10%	9%	11%	11%	9%	14%	17%	11%	9%	10%	10%	6%	11%	9%	12%	15%	12%	6%	10%
In the general vicinity	23%	23%	19%	25%	24%	27%	22%	19%	24%	17%	19%	27%	19%	17%	21%	28%	25%	32%	21%	25%	19%	25%	25%	25%	19%	16%	26%	18%	22%	19%	30%	22%	19%	25%	20%	30%	22%	22%
In my state	28%	28%	25%	31%	28%	29%	29%	24%	30%	30%	28%	26%	29%	28%	29%	34%	33%	28%	29%	25%	29%	28%	26%	29%	28%	20%	27%	28%	28%	30%	30%	24%	29%	27%	28%	20%	29%	29%
Unsure	38%	34%	47%	28%	39%	30%	37%	45%	36%	39%	45%	37%	33%	42%	37%	28%	31%	22%	37%	39%	40%	35%	35%	36%	36%	45%	34%	43%	38%	42%	34%	39%	41%	34%	32%	37%	40%	38%

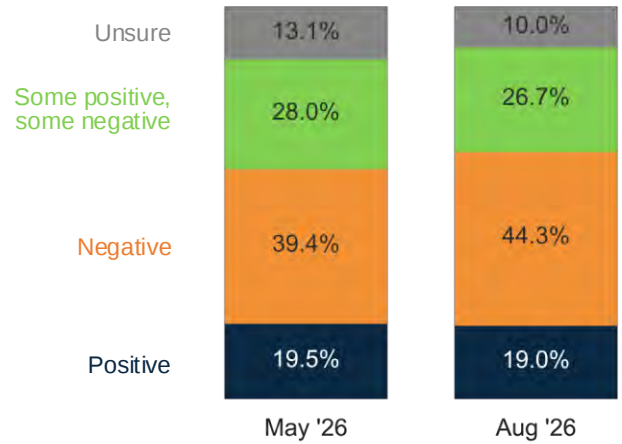
How close to you is the closest data center, as far as you're aware?

Percent Change: Data Center Proximity (May '26 to Aug '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	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
In my neighborhood	0%	-1%	1%	0%	0%	-1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	-3%	0%	1%	-1%	0%	1%	-1%	0%	-3%	1%	0%
In my community	3%	4%	1%	3%	3%	4%	2%	3%	2%	6%	3%	1%	4%	2%	4%	3%	1%	4%	12%	3%	3%	0%	0%	5%	4%	3%	-1%	4%
In the general vicinity	6%	7%	9%	-1%	7%	1%	4%	11%	5%	4%	2%	8%	3%	8%	5%	4%	7%	5%	2%	7%	3%	1%	3%	8%	0%	16%	2%	6%
In my state	1%	2%	-2%	6%	-1%	-1%	5%	-2%	3%	0%	1%	1%	2%	5%	-1%	-2%	2%	6%	-9%	-1%	4%	2%	2%	1%	4%	-6%	4%	1%
Unsure	-9%	-12%	-9%	-8%	-9%	-4%	-11%	-11%	-11%	-10%	-7%	-11%	-8%	-15%	-8%	-6%	-10%	-12%	-5%	-10%	-9%	-2%	-6%	-13%	-8%	-10%	-7%	-11%

Data Center Net Impact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Income	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	19%	14%	13%	22%	28%	29%	23%	16%	11%	19%	18%	17%	24%	36%	26%	23%	8%	8%	22%	7%	17%	18%	22%	19%	26%	17%	22%	16%	17%	27%	15%	19%	28%	11%	26%	18%	16%	18%
Negative Total	44%	59%	43%	41%	33%	33%	40%	46%	57%	46%	43%	47%	39%	30%	32%	42%	40%	65%	44%	63%	45%	49%	40%	46%	27%	46%	43%	45%	43%	35%	56%	42%	31%	57%	38%	40%	46%	47%
Strongly positive	10%	5%	5%	15%	15%	17%	13%	6%	4%	7%	9%	9%	13%	21%	14%	11%	4%	4%	10%	2%	7%	7%	14%	10%	12%	8%	11%	8%	6%	15%	3%	10%	16%	4%	13%	10%	8%	9%
Somewhat positive	9%	9%	8%	7%	14%	12%	10%	9%	7%	12%	9%	8%	12%	15%	12%	13%	4%	5%	11%	5%	10%	11%	8%	9%	13%	9%	11%	8%	11%	12%	12%	9%	12%	7%	12%	8%	9%	9%
Some positive, some negative	27%	20%	28%	30%	29%	34%	26%	26%	22%	26%	26%	27%	26%	24%	32%	27%	42%	21%	26%	21%	25%	26%	29%	26%	33%	27%	26%	29%	30%	31%	20%	29%	29%	25%	25%	31%	29%	25%
Somewhat negative	13%	12%	14%	13%	11%	10%	14%	11%	15%	16%	10%	13%	12%	10%	13%	12%	11%	10%	14%	14%	12%	13%	13%	14%	9%	7%	13%	11%	14%	16%	15%	13%	12%	14%	11%	9%	15%	13%
Strongly negative	32%	47%	29%	28%	22%	23%	27%	34%	42%	30%	33%	34%	27%	19%	19%	29%	29%	56%	30%	49%	34%	36%	27%	32%	17%	39%	30%	34%	29%	19%	42%	29%	20%	43%	27%	32%	31%	34%
Unsure	10%	7%	16%	7%	9%	4%	11%	13%	9%	8%	14%	9%	10%	11%	10%	8%	10%	5%	8%	9%	12%	8%	8%	9%	15%	9%	9%	10%	10%	8%	8%	10%	11%	7%	11%	10%	9%	10%

Overall, do you believe the construction of new data centers in the United States will have a positive or negative impact on the country?

Percent Change: Data Center Net Impact (May '26 to Aug '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	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	-1%	-4%	-1%	-5%	8%	3%	0%	0%	-4%	3%	2%	-2%	-1%	0%	1%	-2%	1%	-1%	-1%	1%	-2%	-3%	1%	-1%	-2%	-1%	-4%	1%
Negative Total	5%	16%	1%	2%	0%	-5%	6%	5%	13%	8%	2%	8%	-2%	5%	9%	2%	6%	-8%	6%	6%	3%	7%	4%	6%	2%	6%	1%	6%
Strongly positive	2%	-1%	1%	1%	8%	6%	3%	2%	-2%	1%	3%	2%	2%	0%	1%	5%	2%	4%	-1%	3%	1%	1%	4%	2%	0%	4%	-1%	3%
Somewhat positive	-3%	-3%	-1%	-6%	0%	-4%	-3%	-2%	-3%	2%	-1%	-4%	-3%	-1%	0%	-7%	-2%	-5%	0%	-2%	-3%	-4%	-3%	-3%	-1%	-5%	-3%	-2%
Some positive, some negative	-1%	-7%	2%	4%	-4%	5%	-4%	-1%	-3%	-3%	-2%	-2%	1%	-2%	-6%	3%	-2%	5%	-2%	-3%	1%	-3%	-1%	-1%	-3%	-3%	4%	-2%
Somewhat negative	-1%	1%	-3%	0%	-3%	-5%	1%	-1%	-1%	1%	-3%	0%	-4%	-1%	-1%	-3%	0%	-2%	-9%	0%	-4%	1%	1%	-3%	-1%	-2%	5%	-3%
Strongly negative	6%	15%	5%	3%	3%	0%	5%	6%	14%	7%	5%	8%	2%	6%	9%	5%	7%	-7%	15%	6%	7%	6%	3%	9%	3%	9%	-3%	9%
Unsure	-3%	-4%	-3%	-2%	-4%	-3%	-2%	-3%	-5%	-8%	-2%	-5%	2%	-3%	-4%	-4%	-5%	5%	-3%	-4%	-2%	-2%	-4%	-4%	3%	-3%	-2%	-5%

Individualism vs Collectivism



What happens in my life is up to me and the choices I make

12.4%

52.0%

64.4%

What happens in my life depends on the community and country around me

8.5%

23.3%

31.8%

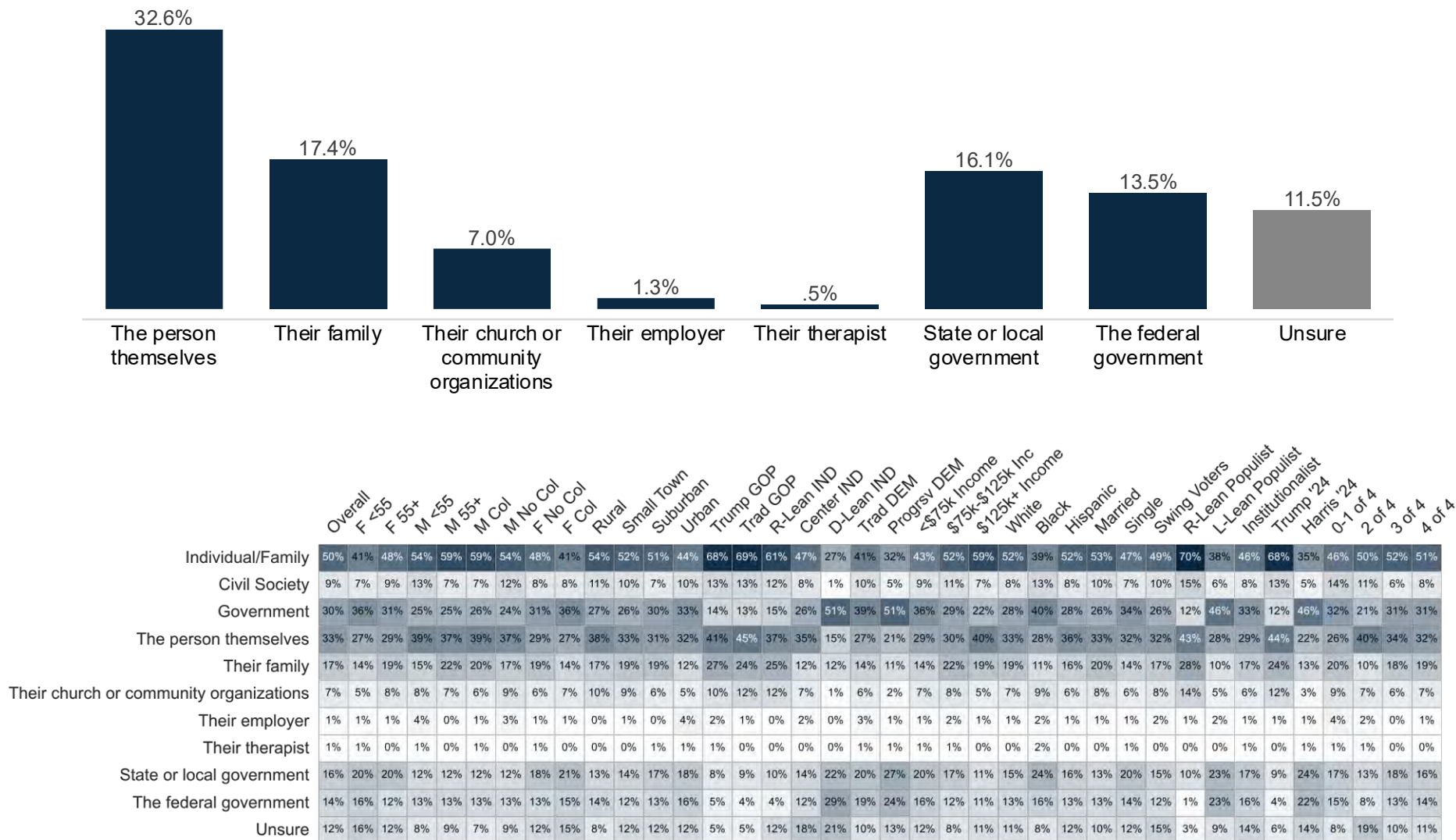
Unsure

3.8%

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
What happens in my life is up to me and the choices I make	64%	56%	65%	66%	72%	67%	71%	62%	60%	63%	71%	66%	58%	73%	79%	84%	74%	42%	57%	47%	60%	63%	70%	65%	58%	66%	65%	64%	67%	84%	52%	61%	80%	50%	68%	65%	65%	63%
What happens in my life depends on the community and country around me	32%	39%	32%	31%	25%	30%	25%	33%	38%	32%	27%	30%	39%	25%	20%	16%	22%	54%	37%	48%	35%	34%	28%	32%	35%	32%	32%	32%	29%	16%	44%	34%	19%	45%	30%	29%	33%	33%
All of what happens in my life is up to me and the choices I make	12%	7%	11%	18%	14%	9%	23%	11%	7%	13%	13%	11%	14%	21%	17%	17%	11%	2%	12%	5%	13%	11%	13%	11%	21%	15%	13%	13%	10%	21%	8%	10%	19%	7%	19%	13%	9%	12%
Most of what happens in my life is up to me and the choices I make	52%	49%	53%	48%	58%	58%	48%	51%	53%	50%	58%	54%	43%	52%	62%	66%	63%	41%	46%	42%	47%	52%	57%	55%	37%	51%	53%	51%	57%	63%	44%	52%	61%	43%	49%	51%	56%	52%
Most of what happens in my life depends on the community and country around me	23%	27%	27%	21%	17%	21%	18%	26%	29%	19%	22%	25%	23%	15%	15%	13%	16%	45%	25%	38%	24%	25%	22%	24%	19%	23%	23%	24%	21%	10%	33%	26%	13%	34%	18%	23%	25%	24%
All of what happens in my life depends on the community and country around me	8%	11%	5%	10%	8%	10%	7%	8%	9%	13%	4%	6%	16%	10%	5%	3%	6%	9%	12%	10%	11%	9%	6%	7%	16%	9%	9%	8%	7%	6%	11%	8%	6%	11%	12%	6%	8%	8%
Unsure	4%	5%	3%	3%	3%	3%	4%	5%	2%	5%	3%	4%	3%	2%	1%	0%	3%	4%	5%	4%	4%	3%	2%	3%	7%	2%	3%	4%	4%	0%	4%	5%	2%	5%	2%	6%	2%	4%

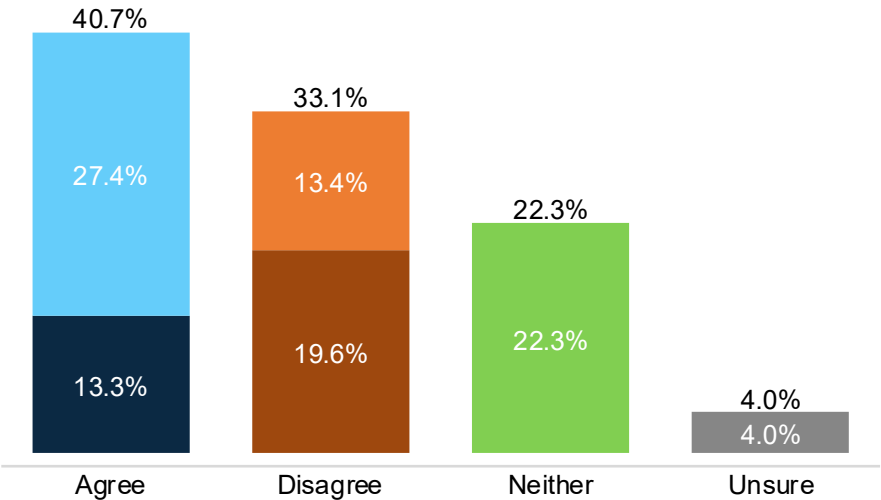
Which of the following comes closer to how you see the world?

Responsibility Focus



When someone falls on hard times, who should be primarily responsible for helping them get back on their feet?

Sacrifice for Common Good



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	41%	46%	33%	44%	41%	49%	36%	37%	43%	35%	38%	37%	54%	39%	36%	31%	39%	55%	43%	51%	39%	41%	43%	41%	42%	38%	42%	40%	39%	39%	45%	44%	35%	49%	43%	44%	41%	39%
Disagree Total	33%	27%	35%	34%	37%	32%	39%	32%	30%	39%	36%	35%	23%	38%	40%	50%	24%	19%	34%	23%	29%	33%	37%	34%	27%	35%	35%	31%	30%	40%	29%	27%	42%	25%	25%	29%	35%	36%
Strongly agree	13%	17%	8%	18%	10%	18%	11%	13%	12%	10%	11%	11%	23%	15%	8%	5%	12%	25%	14%	20%	12%	14%	15%	13%	15%	12%	13%	14%	10%	9%	15%	14%	9%	18%	17%	19%	10%	12%
Somewhat agree	27%	29%	24%	26%	31%	31%	25%	24%	30%	25%	27%	27%	31%	24%	29%	26%	27%	30%	29%	31%	27%	27%	29%	28%	27%	26%	29%	25%	29%	29%	30%	30%	25%	30%	26%	25%	30%	27%
Neither agree nor disagree	22%	22%	27%	20%	20%	17%	22%	24%	25%	22%	22%	24%	19%	19%	22%	19%	37%	20%	21%	19%	26%	23%	17%	21%	31%	22%	20%	25%	27%	18%	18%	25%	21%	22%	28%	22%	21%	21%
Somewhat disagree	13%	11%	15%	13%	14%	15%	13%	14%	12%	15%	12%	13%	14%	10%	19%	22%	5%	9%	15%	11%	13%	13%	15%	14%	15%	12%	14%	13%	14%	15%	9%	13%	16%	11%	15%	13%	15%	13%
Strongly disagree	20%	16%	20%	20%	23%	17%	26%	18%	17%	24%	24%	22%	9%	28%	22%	28%	19%	10%	19%	12%	17%	20%	22%	20%	12%	23%	21%	18%	16%	25%	20%	14%	26%	14%	11%	16%	20%	23%
Unsure	4%	5%	6%	2%	3%	2%	3%	7%	3%	4%	5%	4%	4%	5%	2%	0%	1%	6%	2%	6%	5%	3%	2%	4%	1%	5%	4%	4%	3%	3%	7%	4%	3%	4%	4%	5%	3%	4%

Do you agree or disagree with the following statement: Americans today should be willing to give up some of what they want personally if it makes the country better off as a whole.

Populism Battery Statements



Uniparty Elites: *The Republican and Democratic parties are both controlled by the same elites pulling the strings.*

Truth Is Hidden: *It's almost impossible for ordinary people to find out what's really going on.*

Trust Own Judgment: *I trust my own read on things more than the official story from government and the media.*

Common Sense Over Experts: *The plain common sense of everyday people beats the opinions of experts.*

Direct Democracy: *The people, not the politicians, should decide the country's most important questions.*

People Versus Establishment: *Politics is really a battle between honest, ordinary people and a corrupt establishment.*

Compromise As Selling Out: *Compromise in politics usually means selling out your principles.*

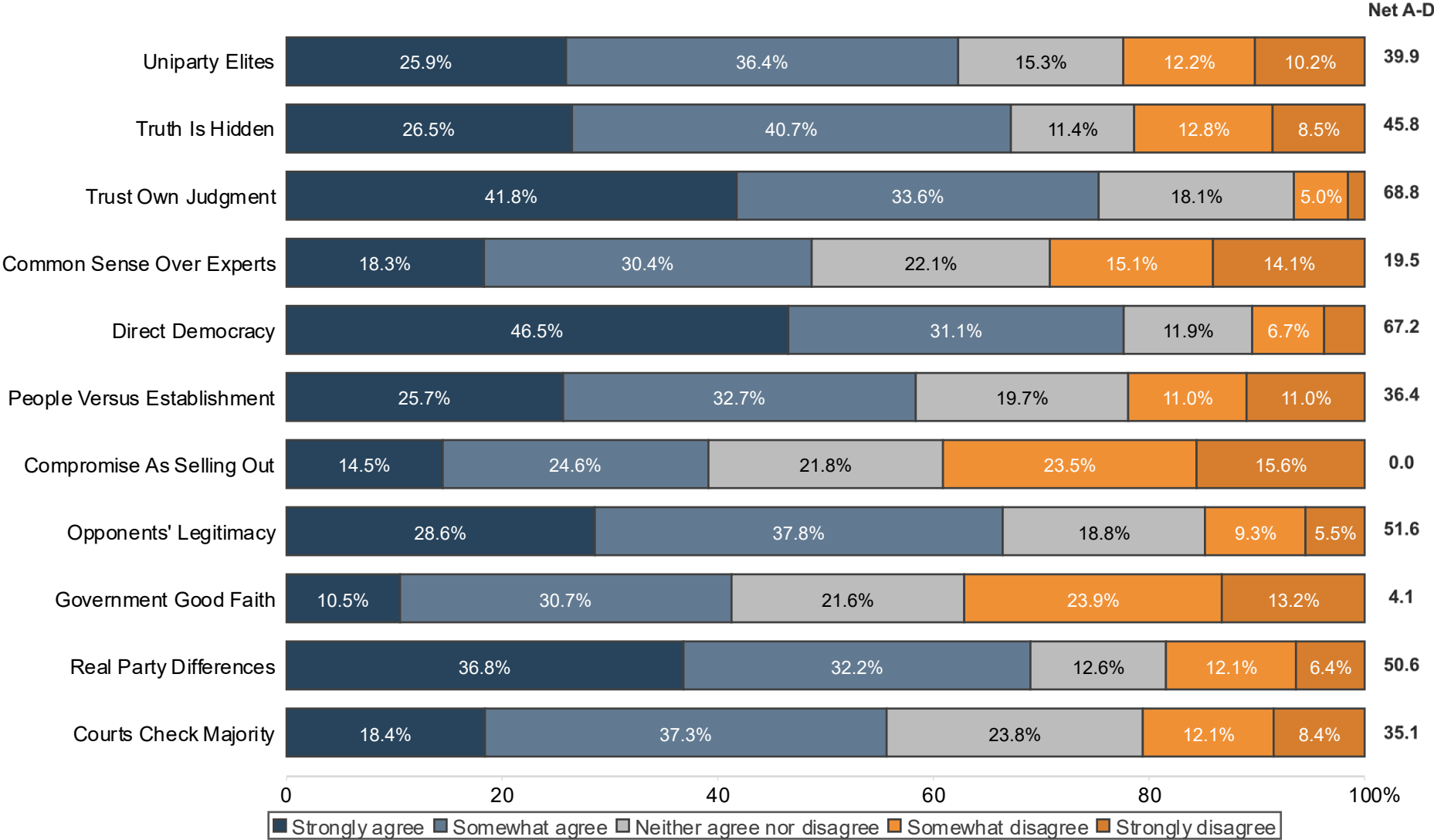
Opponents' Legitimacy: *Even people I strongly disagree with have a legitimate place in our politics.*

Government Good Faith: *Most people who work in government are trying to do the right thing, even when they get it wrong.*

Real Party Differences: *The disagreements between the two parties are real, not just for show.*

Courts Check Majority: *Even when I strongly support what most people want, it's good that courts can slow things down and get it right.*

Populism Battery Statements



The following is a list of statements about politics and government in America. For each one, please indicate whether you agree or disagree with the statement.

Populism Battery Statements Heatmap - Agree



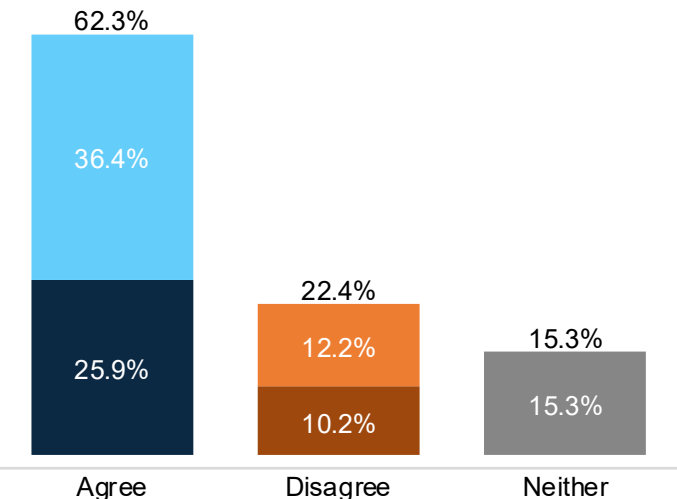
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Uniparty Elites	62%	66%	60%	63%	61%	58%	66%	62%	65%	64%	65%	63%	57%	60%	58%	75%	73%	77%	67%	57%	62%	65%	63%	63%	60%	63%	64%	61%	71%	71%	78%	40%	62%	62%	66%	58%	68%	60%
Truth Is Hidden	67%	67%	73%	62%	65%	58%	69%	68%	74%	70%	73%	67%	61%	72%	67%	73%	62%	76%	75%	59%	69%	68%	65%	69%	57%	71%	69%	65%	71%	80%	88%	47%	70%	64%	63%	70%	70%	67%
Trust Own Judgment	75%	71%	79%	71%	80%	77%	75%	78%	71%	78%	78%	76%	70%	85%	82%	83%	75%	68%	75%	69%	76%	73%	77%	79%	65%	70%	77%	74%	77%	87%	92%	59%	84%	69%	70%	72%	78%	77%
Common Sense Over Experts	49%	42%	54%	47%	53%	45%	54%	57%	37%	59%	52%	47%	44%	77%	64%	56%	47%	23%	46%	25%	52%	52%	44%	49%	47%	53%	52%	46%	46%	79%	53%	25%	69%	31%	53%	43%	51%	48%
Direct Democracy	78%	77%	84%	74%	75%	73%	76%	79%	83%	77%	84%	78%	72%	80%	75%	80%	74%	86%	80%	79%	78%	75%	79%	80%	66%	76%	79%	77%	75%	90%	96%	61%	77%	80%	71%	74%	83%	79%
People Versus Establishment	58%	61%	59%	57%	56%	47%	66%	67%	52%	67%	62%	57%	55%	68%	56%	59%	61%	53%	62%	54%	64%	64%	51%	57%	62%	66%	57%	61%	55%	76%	76%	35%	62%	56%	68%	53%	63%	55%
Compromise As Selling Out	39%	40%	38%	44%	36%	32%	47%	46%	31%	52%	39%	37%	38%	55%	43%	37%	35%	31%	45%	27%	45%	41%	32%	39%	43%	38%	39%	40%	39%	59%	49%	15%	48%	32%	48%	37%	41%	36%
Opponents' Legitimacy	66%	64%	65%	65%	72%	75%	63%	58%	73%	63%	65%	67%	68%	61%	70%	72%	74%	61%	67%	68%	60%	67%	75%	69%	60%	60%	69%	64%	69%	64%	71%	66%	65%	67%	70%	56%	67%	68%
Government Good Faith	41%	35%	40%	45%	46%	51%	40%	38%	38%	37%	36%	41%	48%	43%	33%	39%	42%	39%	48%	46%	39%	47%	41%	41%	47%	37%	41%	41%	37%	36%	41%	45%	37%	46%	46%	37%	38%	43%
Real Party Differences	69%	64%	78%	55%	77%	73%	60%	71%	72%	66%	68%	69%	71%	71%	65%	57%	66%	49%	79%	78%	68%	68%	70%	70%	62%	72%	68%	71%	53%	73%	86%	67%	68%	73%	59%	66%	69%	73%
Courts Check Majority	56%	55%	52%	57%	60%	60%	57%	53%	54%	53%	54%	55%	60%	52%	55%	52%	62%	53%	65%	56%	57%	55%	54%	55%	49%	74%	56%	56%	58%	54%	67%	56%	52%	60%	55%	59%	56%	55%

Populism Battery Statements Heatmap - Disagree



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Uniparty Elites	22%	17%	27%	20%	25%	27%	18%	20%	25%	22%	23%	22%	27%	25%	15%	12%	14%	18%	29%	21%	20%	25%	23%	18%	20%	23%	22%	10%	14%	11%	38%	23%	24%	16%	20%	18%	27%	
Truth Is Hidden	21%	21%	16%	24%	26%	34%	17%	17%	19%	17%	21%	20%	27%	21%	20%	21%	18%	14%	28%	16%	21%	27%	22%	26%	10%	21%	22%	15%	14%	8%	36%	19%	24%	22%	17%	19%	23%	
Trust Own Judgment	7%	7%	5%	9%	6%	7%	8%	4%	8%	6%	7%	7%	6%	4%	3%	6%	3%	14%	7%	10%	6%	8%	6%	6%	9%	6%	5%	8%	4%	4%	0%	11%	3%	9%	7%	5%	9%	6%
Common Sense Over Experts	29%	36%	24%	32%	26%	34%	24%	20%	42%	18%	28%	31%	32%	6%	16%	22%	23%	55%	30%	56%	24%	29%	35%	30%	21%	29%	29%	29%	23%	7%	25%	48%	11%	46%	27%	27%	29%	30%
Direct Democracy	10%	8%	7%	12%	15%	14%	13%	8%	7%	13%	8%	10%	12%	10%	14%	11%	13%	8%	9%	10%	8%	13%	12%	10%	15%	12%	11%	10%	8%	6%	1%	18%	11%	10%	9%	12%	11%	10%
People Versus Establishment	22%	16%	20%	25%	29%	36%	18%	12%	25%	14%	20%	23%	26%	16%	25%	25%	20%	27%	18%	25%	14%	21%	30%	24%	15%	17%	25%	18%	22%	11%	5%	37%	20%	24%	12%	20%	19%	26%
Compromise As Selling Out	39%	37%	36%	37%	48%	53%	32%	28%	46%	25%	38%	41%	43%	25%	39%	35%	48%	45%	33%	50%	30%	38%	50%	40%	29%	40%	42%	36%	37%	26%	23%	60%	32%	46%	29%	35%	42%	42%
Opponents' Legitimacy	15%	15%	12%	17%	14%	13%	19%	15%	12%	18%	19%	13%	14%	17%	15%	11%	9%	20%	14%	16%	17%	13%	14%	15%	14%	16%	14%	16%	11%	18%	13%	15%	15%	15%	10%	20%	17%	13%
Government Good Faith	37%	41%	36%	37%	35%	32%	40%	39%	38%	41%	45%	39%	26%	40%	44%	44%	34%	41%	37%	30%	37%	32%	42%	39%	26%	39%	40%	33%	38%	47%	39%	30%	42%	33%	32%	38%	44%	36%
Real Party Differences	18%	20%	10%	30%	16%	17%	28%	14%	16%	20%	21%	20%	13%	17%	22%	31%	17%	38%	13%	12%	18%	19%	20%	18%	20%	14%	20%	16%	28%	17%	10%	18%	19%	16%	21%	21%	16%	18%
Courts Check Majority	21%	18%	22%	21%	21%	21%	21%	19%	22%	24%	23%	21%	15%	27%	23%	27%	16%	23%	12%	20%	17%	20%	25%	22%	17%	13%	21%	21%	18%	21%	13%	19%	27%	16%	19%	14%	22%	22%

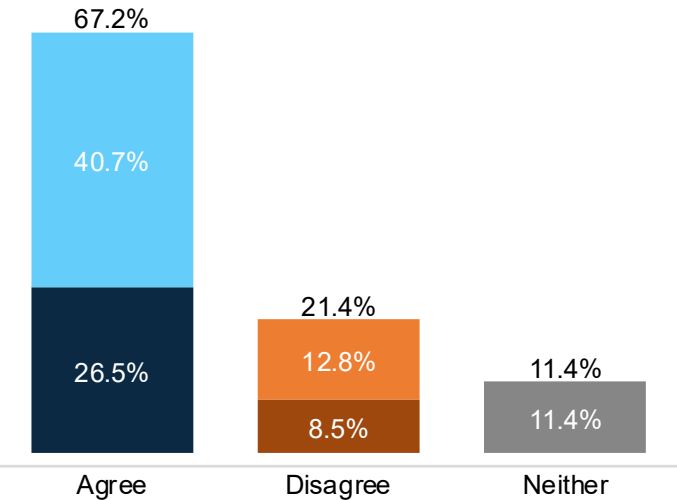
Uniparty Elites



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Neither agree nor disagree	Agree Total	62%	66%	60%	63%	61%	58%	66%	62%	65%	64%	65%	63%	57%	60%	58%	75%	73%	77%	67%	57%	62%	65%	63%	63%	60%	63%	64%	61%	71%	71%	78%	40%	62%	62%	66%	58%	68%	60%
	Disagree Total	22%	17%	27%	20%	25%	27%	18%	20%	25%	22%	23%	22%	27%	25%	15%	12%	14%	18%	29%	21%	20%	25%	23%	18%	20%	23%	22%	10%	14%	11%	38%	23%	24%	16%	20%	18%	27%	
	Strongly agree	26%	33%	18%	33%	20%	22%	31%	27%	25%	27%	23%	26%	27%	25%	22%	47%	31%	37%	24%	21%	27%	28%	24%	25%	26%	30%	26%	26%	35%	17%	24%	9%	27%	23%	29%	30%	28%	23%
	Somewhat agree	36%	33%	41%	30%	40%	36%	35%	35%	40%	37%	41%	38%	29%	35%	36%	28%	41%	41%	42%	37%	35%	38%	38%	38%	34%	33%	37%	36%	36%	54%	54%	32%	35%	39%	37%	28%	41%	37%
	Somewhat disagree	12%	10%	15%	12%	12%	15%	9%	12%	12%	11%	13%	12%	13%	15%	15%	8%	7%	6%	9%	16%	12%	11%	13%	13%	11%	11%	12%	12%	6%	9%	7%	20%	13%	12%	11%	14%	11%	12%
	Strongly disagree	10%	7%	13%	7%	13%	12%	9%	8%	13%	12%	10%	10%	9%	13%	11%	7%	5%	8%	9%	13%	9%	9%	12%	11%	7%	9%	11%	9%	4%	5%	5%	17%	10%	12%	5%	6%	7%	14%

The Republican and Democratic parties are both controlled by the same elites pulling the strings.

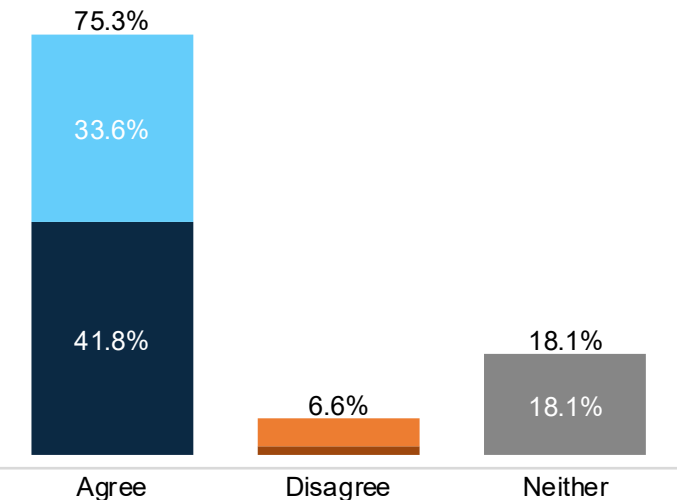
Truth Is Hidden



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	67%	67%	73%	62%	65%	58%	69%	68%	74%	70%	73%	67%	61%	72%	67%	73%	62%	76%	75%	59%	69%	68%	65%	69%	57%	71%	69%	65%	71%	80%	88%	47%	70%	64%	63%	70%	70%	67%
Disagree Total	21%	21%	16%	24%	26%	34%	17%	17%	19%	17%	21%	20%	27%	21%	20%	20%	21%	18%	14%	28%	16%	21%	27%	22%	26%	10%	21%	22%	15%	14%	8%	36%	19%	24%	22%	17%	19%	23%
Strongly agree	26%	26%	28%	28%	23%	22%	30%	29%	24%	30%	30%	26%	24%	36%	24%	32%	26%	30%	31%	18%	30%	24%	24%	27%	27%	26%	28%	25%	29%	22%	29%	8%	29%	23%	30%	26%	31%	24%
Somewhat agree	41%	41%	45%	34%	42%	36%	39%	39%	49%	41%	43%	41%	37%	37%	43%	41%	35%	46%	45%	41%	39%	45%	41%	42%	30%	45%	42%	40%	42%	58%	59%	39%	41%	41%	32%	44%	39%	43%
Neither agree nor disagree	11%	12%	11%	14%	9%	8%	14%	15%	7%	13%	7%	12%	12%	7%	13%	8%	17%	6%	10%	13%	15%	10%	8%	9%	16%	19%	10%	13%	13%	7%	4%	17%	10%	12%	15%	13%	11%	10%
Somewhat disagree	13%	13%	10%	13%	15%	19%	10%	11%	13%	11%	13%	12%	16%	12%	12%	11%	14%	11%	9%	18%	11%	12%	16%	14%	14%	3%	13%	13%	10%	10%	4%	22%	11%	15%	15%	7%	15%	13%
Strongly disagree	9%	7%	6%	10%	11%	15%	7%	6%	6%	6%	8%	8%	11%	9%	8%	9%	7%	7%	5%	10%	6%	9%	11%	8%	13%	7%	8%	9%	5%	4%	3%	14%	8%	9%	7%	10%	4%	11%

It's almost impossible for ordinary people to find out what's really going on.

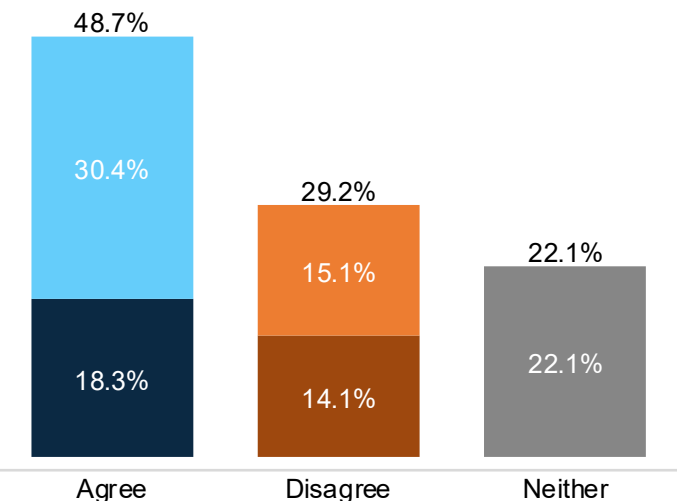
Trust Own Judgment



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	75%	71%	79%	71%	80%	77%	75%	78%	71%	78%	78%	76%	70%	85%	82%	83%	75%	68%	75%	69%	76%	73%	77%	79%	65%	70%	77%	74%	77%	87%	92%	59%	84%	69%	70%	72%	78%	77%
Disagree Total	7%	7%	5%	9%	6%	7%	8%	4%	8%	6%	7%	7%	6%	4%	3%	6%	3%	14%	7%	10%	6%	8%	6%	6%	9%	6%	5%	8%	4%	4%	0%	11%	3%	9%	7%	5%	9%	6%
Strongly agree	42%	39%	37%	45%	48%	45%	47%	42%	33%	48%	46%	42%	34%	54%	47%	56%	41%	34%	38%	33%	38%	39%	46%	43%	32%	42%	44%	39%	40%	57%	43%	22%	51%	33%	44%	36%	45%	42%
Somewhat agree	34%	32%	42%	27%	32%	32%	28%	36%	39%	30%	32%	34%	36%	31%	35%	27%	35%	35%	36%	36%	37%	34%	30%	36%	33%	28%	33%	35%	37%	31%	50%	37%	33%	35%	26%	36%	33%	35%
Neither agree nor disagree	18%	22%	17%	20%	13%	16%	17%	18%	21%	15%	15%	17%	24%	12%	15%	11%	21%	18%	18%	21%	18%	19%	18%	16%	26%	24%	18%	18%	19%	8%	8%	29%	13%	22%	23%	23%	13%	17%
Somewhat disagree	5%	5%	3%	8%	4%	6%	7%	3%	6%	5%	5%	5%	6%	2%	3%	6%	1%	13%	6%	7%	4%	8%	4%	5%	8%	3%	4%	6%	4%	3%	0%	9%	2%	7%	6%	5%	5%	4%
Strongly disagree	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	0%	2%	0%	0%	2%	1%	1%	3%	2%	0%	2%	1%	1%	4%	1%	2%	0%	1%	0%	3%	1%	2%	1%	0%	3%	1%	

I trust my own read on things more than the official story from government and the media.

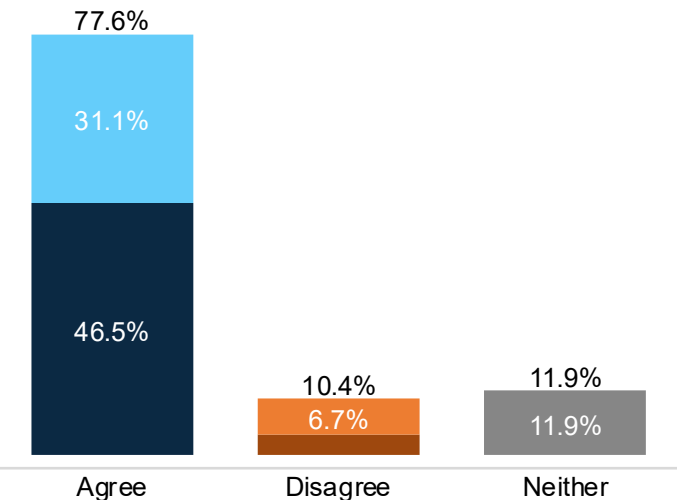
Common Sense Over Experts



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	49%	42%	54%	47%	53%	45%	54%	57%	37%	59%	52%	47%	44%	77%	64%	56%	47%	23%	46%	25%	52%	52%	44%	49%	47%	53%	52%	46%	46%	79%	53%	25%	69%	31%	53%	43%	51%	48%
Disagree Total	29%	36%	24%	32%	26%	34%	24%	20%	42%	18%	28%	31%	32%	6%	16%	22%	23%	55%	30%	56%	24%	29%	35%	30%	21%	29%	29%	23%	7%	25%	48%	11%	46%	27%	27%	29%	30%	
Strongly agree	18%	15%	16%	18%	24%	18%	25%	20%	10%	29%	17%	16%	19%	38%	27%	17%	17%	6%	14%	6%	21%	20%	14%	17%	18%	26%	19%	18%	15%	31%	8%	6%	30%	9%	24%	17%	15%	19%
Somewhat agree	30%	27%	37%	29%	28%	27%	30%	37%	27%	31%	35%	31%	25%	39%	37%	39%	30%	17%	32%	19%	31%	31%	30%	31%	30%	27%	33%	28%	31%	48%	45%	19%	39%	23%	29%	25%	36%	30%
Neither agree nor disagree	22%	22%	23%	21%	22%	20%	22%	23%	21%	23%	20%	22%	24%	17%	20%	23%	29%	22%	23%	19%	24%	20%	21%	21%	32%	18%	19%	25%	31%	14%	22%	28%	19%	22%	20%	30%	19%	22%
Somewhat disagree	15%	17%	13%	13%	17%	19%	11%	12%	20%	10%	16%	16%	14%	5%	12%	16%	15%	25%	15%	23%	13%	17%	16%	16%	11%	17%	14%	17%	14%	7%	13%	24%	9%	21%	12%	12%	17%	16%
Strongly disagree	14%	18%	10%	19%	9%	15%	13%	8%	22%	8%	12%	15%	17%	2%	4%	6%	9%	30%	15%	32%	12%	12%	19%	14%	10%	12%	15%	12%	9%	0%	12%	24%	3%	25%	15%	15%	13%	14%

The plain common sense of everyday people beats the opinions of experts.

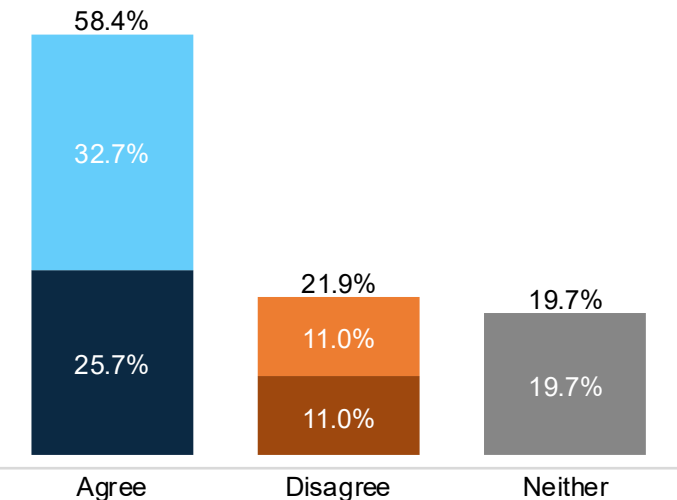
Direct Democracy



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	78%	77%	84%	74%	75%	73%	76%	79%	83%	77%	84%	78%	72%	80%	75%	80%	74%	86%	80%	79%	78%	75%	79%	80%	66%	76%	79%	77%	75%	90%	96%	61%	77%	80%	71%	74%	83%	79%
Disagree Total	10%	8%	7%	12%	15%	14%	13%	8%	7%	13%	8%	10%	12%	10%	14%	11%	13%	8%	9%	10%	8%	13%	12%	10%	15%	12%	11%	10%	8%	6%	1%	18%	11%	10%	9%	12%	11%	10%
Strongly agree	47%	44%	48%	42%	52%	46%	47%	47%	46%	45%	53%	48%	40%	54%	44%	47%	43%	56%	46%	46%	51%	41%	44%	48%	36%	46%	47%	46%	44%	49%	58%	28%	48%	45%	42%	38%	50%	49%
Somewhat agree	31%	32%	35%	32%	24%	27%	28%	32%	37%	32%	31%	31%	32%	26%	31%	32%	32%	30%	34%	33%	27%	33%	35%	32%	31%	30%	32%	30%	31%	42%	38%	33%	29%	35%	30%	36%	32%	30%
Neither agree nor disagree	12%	15%	9%	14%	10%	12%	11%	13%	10%	10%	9%	12%	16%	10%	12%	9%	13%	6%	11%	11%	14%	12%	9%	10%	19%	12%	10%	14%	17%	3%	3%	20%	12%	10%	19%	14%	6%	12%
Somewhat disagree	7%	4%	6%	8%	9%	10%	7%	5%	5%	6%	4%	7%	8%	6%	8%	6%	9%	6%	5%	8%	4%	9%	8%	7%	5%	8%	7%	5%	6%	2%	1%	12%	6%	7%	7%	8%	8%	6%
Strongly disagree	4%	4%	1%	5%	6%	5%	6%	3%	2%	7%	4%	3%	4%	4%	6%	5%	4%	2%	4%	2%	4%	4%	4%	3%	10%	4%	3%	4%	2%	4%	0%	6%	4%	3%	2%	4%	3%	4%

The people, not the politicians, should decide the country's most important questions.

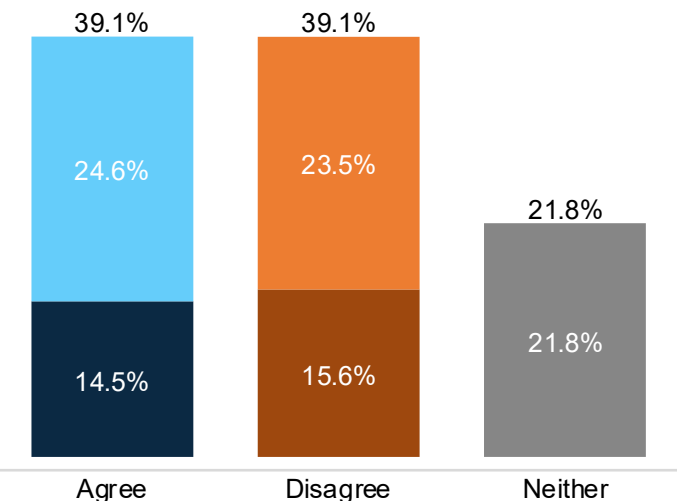
People Versus Establishment



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Neither agree nor disagree	Agree Total	58%	61%	59%	57%	56%	47%	66%	67%	52%	67%	62%	57%	55%	68%	56%	59%	61%	53%	62%	54%	64%	64%	51%	57%	62%	66%	57%	61%	55%	76%	76%	35%	62%	56%	68%	53%	63%	55%
	Disagree Total	22%	16%	20%	25%	29%	36%	18%	12%	25%	14%	20%	23%	26%	16%	25%	25%	20%	27%	18%	25%	14%	21%	30%	24%	15%	17%	25%	18%	22%	11%	5%	37%	20%	24%	12%	20%	19%	26%
	Strongly agree	26%	28%	27%	23%	24%	17%	30%	33%	21%	34%	29%	23%	24%	36%	24%	27%	22%	21%	28%	22%	31%	26%	21%	23%	31%	37%	24%	28%	21%	27%	33%	8%	29%	23%	29%	21%	27%	25%
	Somewhat agree	33%	33%	32%	34%	32%	30%	36%	34%	31%	33%	32%	34%	31%	32%	33%	33%	39%	33%	34%	32%	33%	38%	30%	34%	31%	29%	33%	33%	33%	49%	43%	27%	33%	32%	38%	32%	36%	30%
	Somewhat disagree	11%	8%	12%	13%	11%	17%	7%	8%	13%	6%	11%	12%	11%	10%	11%	13%	7%	11%	11%	14%	6%	11%	16%	12%	8%	8%	13%	9%	13%	6%	3%	19%	10%	12%	7%	8%	10%	13%
	Strongly disagree	11%	8%	7%	12%	18%	19%	11%	4%	12%	8%	9%	11%	15%	6%	14%	12%	13%	16%	7%	11%	8%	10%	14%	12%	6%	9%	12%	9%	9%	5%	2%	19%	9%	12%	5%	12%	9%	13%

Politics is really a battle between honest, ordinary people and a corrupt establishment.

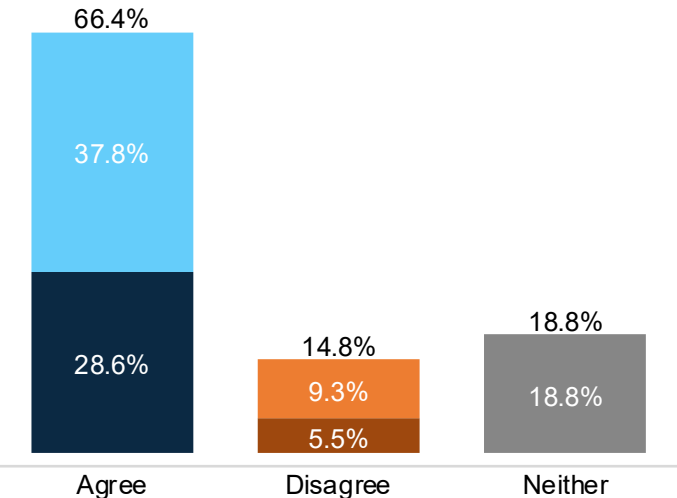
Compromise As Selling Out



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	39%	40%	38%	44%	36%	32%	47%	46%	31%	52%	39%	37%	38%	55%	43%	37%	35%	31%	45%	27%	45%	41%	32%	39%	43%	38%	39%	40%	39%	59%	49%	15%	48%	32%	48%	37%	41%	36%
Disagree Total	39%	37%	36%	37%	48%	53%	32%	28%	46%	25%	38%	41%	43%	25%	39%	35%	48%	45%	33%	50%	30%	38%	50%	40%	29%	40%	42%	36%	37%	26%	23%	60%	32%	46%	29%	35%	42%	42%
Strongly agree	14%	16%	11%	18%	13%	12%	19%	18%	9%	20%	14%	14%	13%	22%	11%	14%	13%	17%	17%	10%	18%	13%	12%	12%	19%	23%	13%	16%	15%	13%	12%	3%	16%	14%	17%	16%	15%	13%
Somewhat agree	25%	23%	27%	26%	22%	20%	28%	28%	22%	32%	26%	23%	25%	33%	32%	24%	21%	14%	28%	18%	27%	28%	20%	26%	25%	15%	25%	24%	24%	46%	37%	13%	32%	18%	31%	20%	26%	24%
Neither agree nor disagree	22%	24%	26%	20%	16%	15%	21%	26%	23%	23%	23%	22%	19%	19%	17%	28%	18%	24%	22%	23%	25%	21%	18%	21%	28%	23%	19%	25%	25%	15%	28%	25%	20%	22%	23%	28%	17%	22%
Somewhat disagree	24%	24%	20%	22%	29%	32%	20%	18%	27%	17%	25%	24%	24%	18%	25%	18%	22%	26%	18%	31%	18%	23%	31%	25%	12%	26%	25%	22%	21%	18%	15%	35%	22%	25%	16%	19%	27%	25%
Strongly disagree	16%	13%	16%	15%	19%	22%	12%	10%	19%	8%	13%	17%	19%	7%	15%	17%	26%	19%	16%	19%	12%	14%	19%	16%	16%	14%	17%	14%	16%	8%	8%	25%	10%	21%	13%	16%	15%	17%

Compromise in politics usually means selling out your principles.

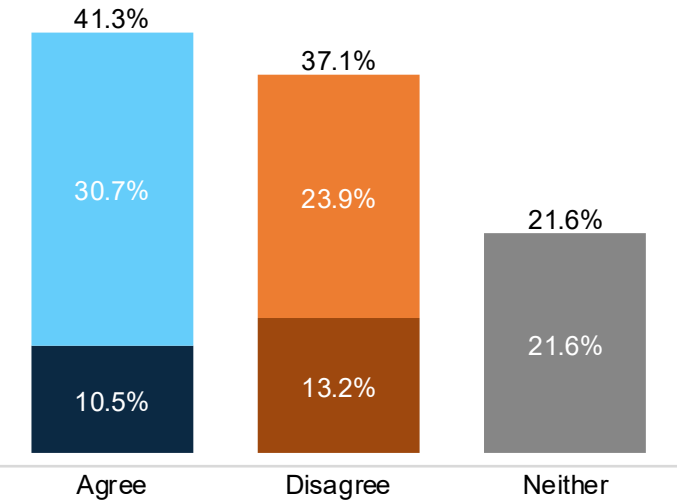
Opponents' Legitimacy



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree	Total	66%	64%	65%	65%	72%	75%	63%	58%	73%	63%	65%	67%	68%	61%	70%	72%	74%	61%	67%	68%	60%	67%	75%	69%	60%	60%	69%	64%	69%	64%	71%	66%	65%	67%	70%	56%	67%	68%
Disagree	Total	15%	15%	12%	17%	14%	13%	19%	15%	12%	18%	19%	13%	14%	17%	15%	11%	9%	20%	14%	16%	17%	13%	14%	15%	14%	16%	14%	16%	11%	18%	13%	15%	15%	15%	10%	20%	17%	13%
Strongly agree		29%	26%	26%	29%	34%	37%	26%	22%	31%	26%	28%	29%	29%	29%	30%	27%	39%	31%	31%	25%	26%	28%	32%	29%	26%	30%	31%	27%	32%	27%	29%	27%	29%	27%	35%	26%	28%	28%
Somewhat agree		38%	38%	39%	36%	38%	38%	37%	36%	42%	37%	37%	38%	38%	32%	40%	45%	35%	30%	36%	43%	33%	39%	43%	40%	34%	29%	39%	38%	37%	37%	42%	39%	37%	40%	35%	30%	39%	40%
Neither agree nor disagree		19%	21%	23%	18%	13%	12%	18%	27%	15%	19%	16%	20%	18%	22%	15%	17%	17%	18%	19%	16%	23%	20%	11%	16%	26%	24%	17%	20%	20%	18%	16%	19%	19%	18%	20%	23%	16%	18%
Somewhat disagree		9%	10%	9%	10%	9%	8%	11%	9%	9%	13%	9%	9%	9%	12%	10%	6%	7%	13%	10%	8%	11%	8%	9%	10%	8%	8%	9%	10%	7%	11%	7%	9%	10%	9%	7%	12%	11%	9%
Strongly disagree		5%	6%	4%	8%	5%	5%	8%	6%	3%	6%	9%	4%	5%	5%	5%	2%	7%	4%	8%	7%	5%	5%	5%	6%	7%	5%	6%	4%	7%	7%	6%	5%	7%	4%	8%	6%	5%	

Even people I strongly disagree with have a legitimate place in our politics.

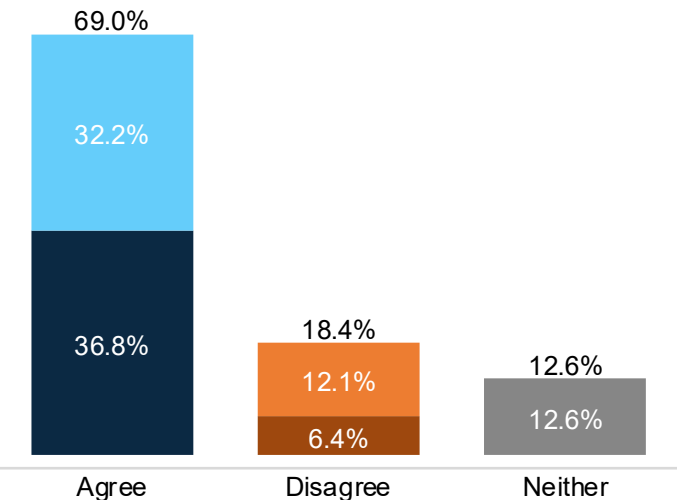
Government Good Faith



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	41%	35%	40%	45%	46%	51%	40%	38%	38%	37%	36%	41%	48%	43%	33%	39%	42%	39%	48%	46%	39%	47%	41%	41%	47%	37%	41%	41%	37%	36%	41%	45%	37%	46%	46%	37%	38%	43%
Disagree Total	37%	41%	36%	37%	35%	32%	40%	39%	38%	41%	45%	39%	26%	40%	44%	44%	34%	41%	37%	30%	37%	32%	42%	39%	26%	39%	40%	33%	38%	47%	39%	30%	42%	33%	32%	38%	44%	36%
Strongly agree	11%	10%	6%	14%	12%	14%	13%	8%	8%	10%	5%	9%	18%	14%	6%	4%	10%	10%	17%	11%	11%	12%	9%	9%	23%	8%	10%	11%	9%	6%	8%	10%	8%	12%	18%	10%	7%	10%
Somewhat agree	31%	25%	34%	30%	34%	37%	27%	29%	30%	27%	31%	32%	30%	29%	28%	35%	31%	30%	31%	35%	28%	35%	31%	32%	24%	29%	31%	30%	29%	31%	33%	35%	29%	34%	28%	26%	30%	33%
Neither agree nor disagree	22%	24%	24%	18%	19%	16%	20%	24%	24%	22%	20%	20%	26%	17%	22%	17%	24%	19%	16%	24%	24%	21%	17%	20%	27%	24%	18%	25%	25%	17%	20%	25%	21%	21%	22%	25%	19%	22%
Somewhat disagree	24%	28%	23%	21%	23%	20%	25%	25%	26%	23%	29%	25%	18%	25%	30%	25%	19%	24%	24%	21%	23%	25%	25%	25%	17%	29%	25%	23%	24%	31%	25%	22%	27%	22%	23%	24%	27%	23%
Strongly disagree	13%	13%	13%	16%	12%	13%	15%	13%	12%	18%	16%	14%	7%	15%	15%	19%	15%	18%	13%	9%	14%	7%	17%	14%	9%	9%	15%	10%	14%	16%	14%	8%	15%	12%	9%	14%	16%	13%

Most people who work in government are trying to do the right thing, even when they get it wrong.

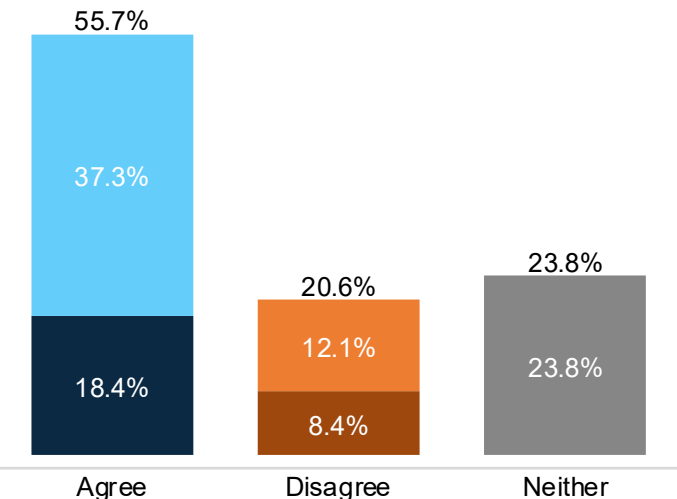
Real Party Differences



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	69%	64%	78%	55%	77%	73%	60%	71%	72%	66%	68%	69%	71%	71%	65%	57%	66%	49%	79%	78%	68%	68%	70%	70%	62%	72%	68%	71%	53%	73%	86%	67%	68%	73%	59%	66%	69%	73%
Disagree Total	18%	20%	10%	30%	16%	17%	28%	14%	16%	20%	21%	20%	13%	17%	22%	31%	17%	38%	13%	12%	18%	19%	20%	18%	20%	14%	20%	16%	28%	17%	10%	18%	19%	16%	21%	21%	16%	18%
Strongly agree	37%	27%	48%	23%	48%	39%	33%	37%	39%	35%	37%	35%	42%	44%	35%	22%	30%	29%	43%	40%	35%	39%	35%	37%	34%	40%	37%	37%	21%	41%	43%	34%	37%	39%	28%	28%	34%	43%
Somewhat agree	32%	37%	30%	32%	29%	34%	27%	34%	34%	31%	30%	34%	29%	27%	30%	35%	36%	20%	36%	38%	33%	29%	35%	33%	28%	32%	31%	34%	31%	32%	43%	32%	31%	35%	31%	38%	35%	30%
Neither agree nor disagree	13%	16%	12%	15%	7%	10%	12%	16%	11%	13%	12%	11%	16%	12%	13%	12%	17%	14%	8%	10%	15%	13%	10%	11%	19%	14%	12%	13%	20%	9%	4%	16%	13%	11%	20%	13%	15%	9%
Somewhat disagree	12%	13%	6%	21%	9%	13%	18%	8%	12%	15%	13%	13%	7%	12%	15%	21%	10%	22%	10%	7%	10%	14%	14%	12%	11%	11%	14%	10%	16%	13%	5%	12%	13%	10%	14%	12%	10%	12%
Strongly disagree	6%	7%	4%	9%	6%	5%	10%	6%	5%	5%	8%	6%	6%	5%	7%	10%	7%	15%	4%	4%	8%	5%	6%	6%	8%	4%	6%	6%	11%	4%	5%	6%	6%	6%	7%	9%	5%	6%

The disagreements between the two parties are real, not just for show.

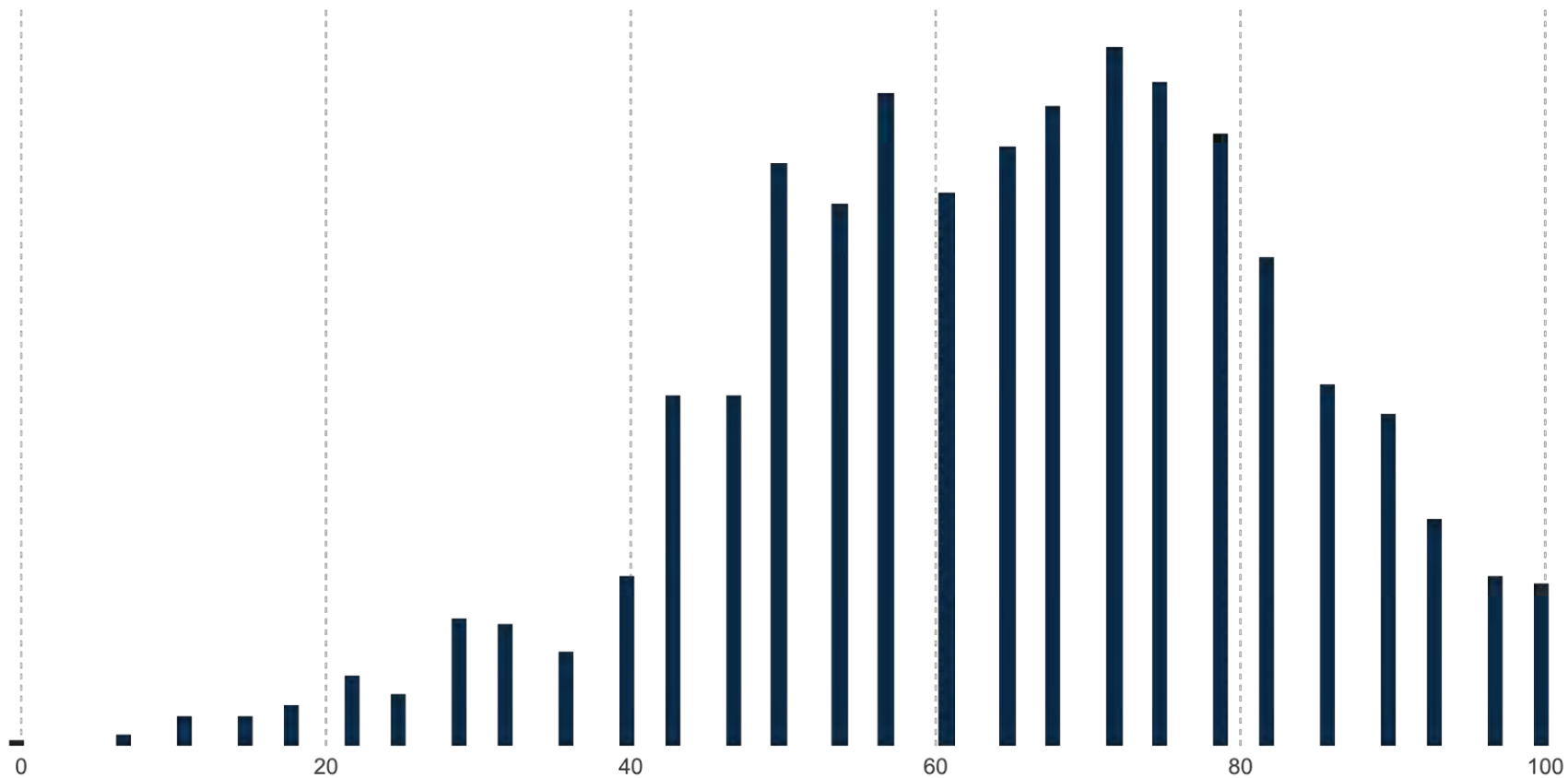
Courts Check Majority



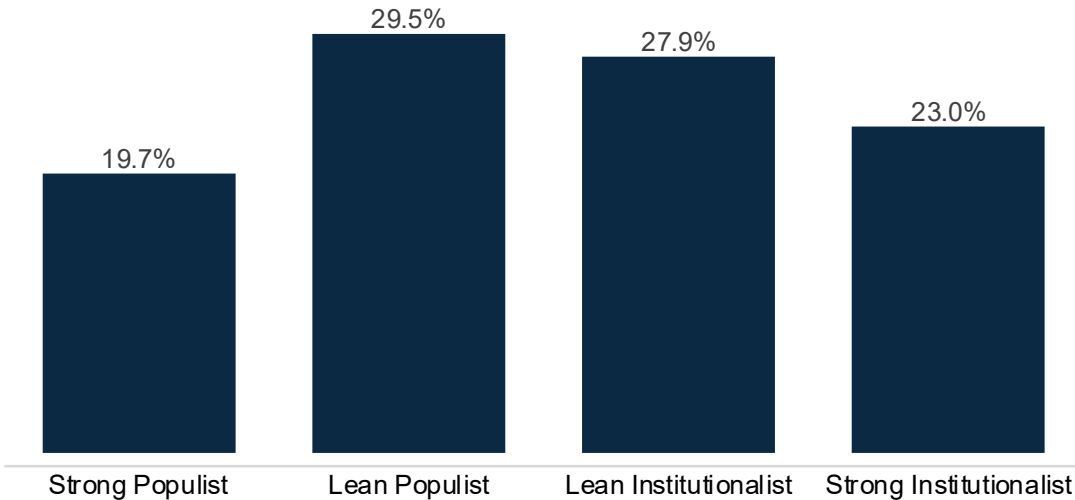
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	56%	55%	52%	57%	60%	60%	57%	53%	54%	53%	54%	55%	60%	52%	55%	52%	62%	53%	65%	56%	57%	55%	54%	55%	49%	74%	56%	56%	58%	54%	67%	56%	52%	60%	55%	59%	56%	55%
Disagree Total	21%	18%	22%	21%	21%	21%	21%	19%	22%	24%	23%	21%	15%	27%	23%	27%	16%	23%	12%	20%	17%	20%	25%	22%	17%	13%	21%	21%	18%	21%	13%	19%	27%	16%	19%	14%	22%	22%
Strongly agree	18%	19%	13%	19%	24%	22%	21%	16%	15%	20%	17%	18%	21%	20%	17%	10%	20%	18%	25%	20%	19%	15%	21%	18%	17%	29%	20%	16%	14%	14%	19%	17%	16%	22%	22%	17%	16%	19%
Somewhat agree	37%	35%	39%	38%	36%	39%	36%	36%	39%	33%	37%	38%	39%	32%	38%	41%	41%	35%	40%	36%	39%	40%	34%	37%	32%	45%	36%	39%	44%	40%	48%	39%	36%	38%	34%	42%	39%	36%
Neither agree nor disagree	24%	27%	26%	23%	19%	19%	22%	28%	24%	23%	23%	24%	25%	20%	22%	22%	22%	24%	23%	25%	26%	24%	21%	23%	35%	13%	24%	24%	24%	25%	20%	25%	21%	24%	25%	26%	22%	23%
Somewhat disagree	12%	11%	14%	12%	11%	11%	12%	12%	14%	14%	13%	13%	8%	17%	11%	21%	13%	12%	5%	12%	8%	15%	15%	13%	7%	9%	12%	12%	12%	12%	4%	12%	16%	10%	11%	9%	13%	13%
Strongly disagree	8%	7%	8%	8%	11%	10%	9%	7%	8%	10%	10%	8%	7%	10%	12%	6%	3%	11%	7%	8%	9%	6%	9%	9%	9%	4%	8%	9%	6%	9%	8%	7%	11%	6%	8%	5%	9%	9%

Even when I strongly support what most people want, it's good that courts can slow things down and get it right.

Populism Index Distribution

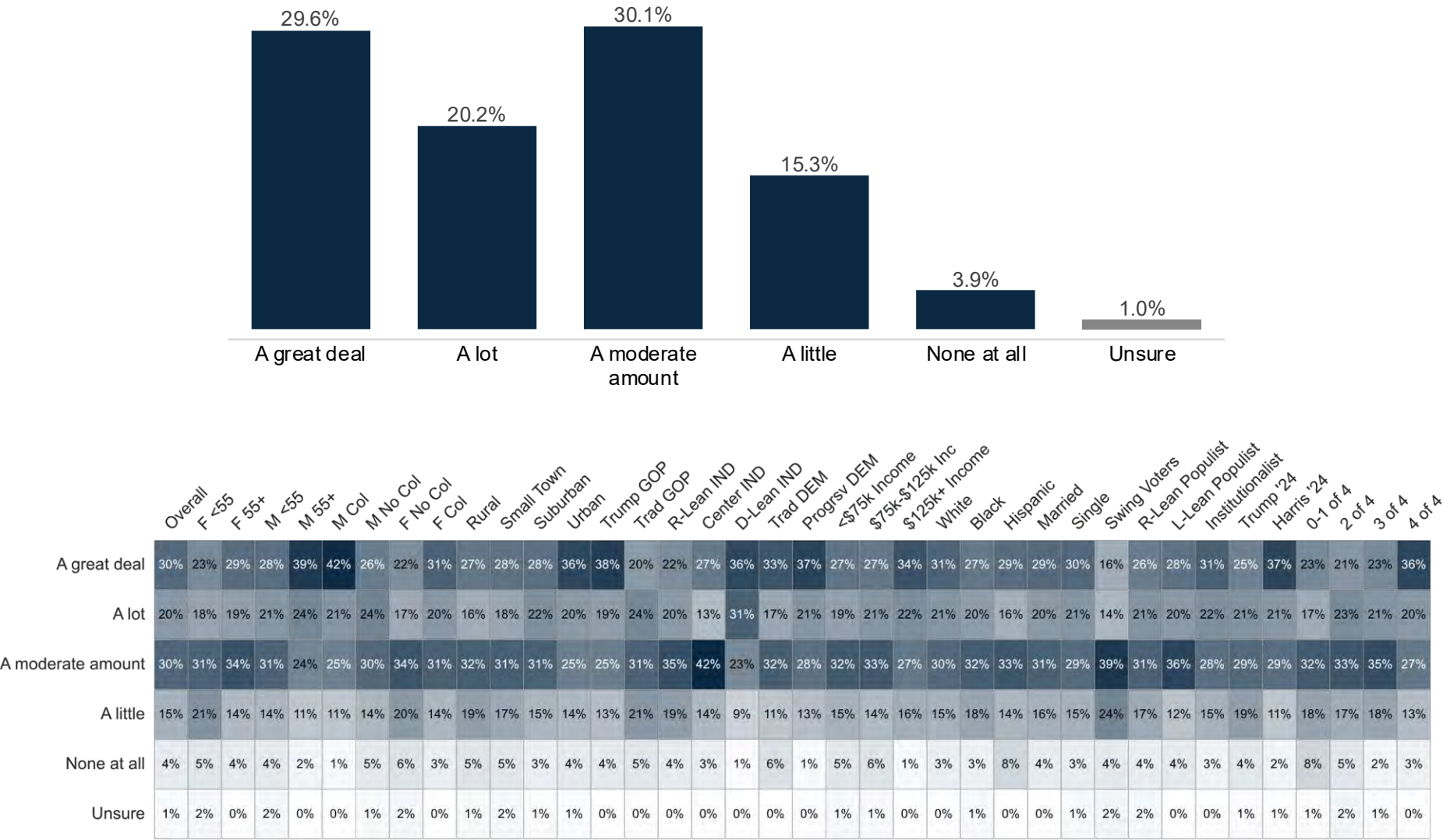


Populist Class



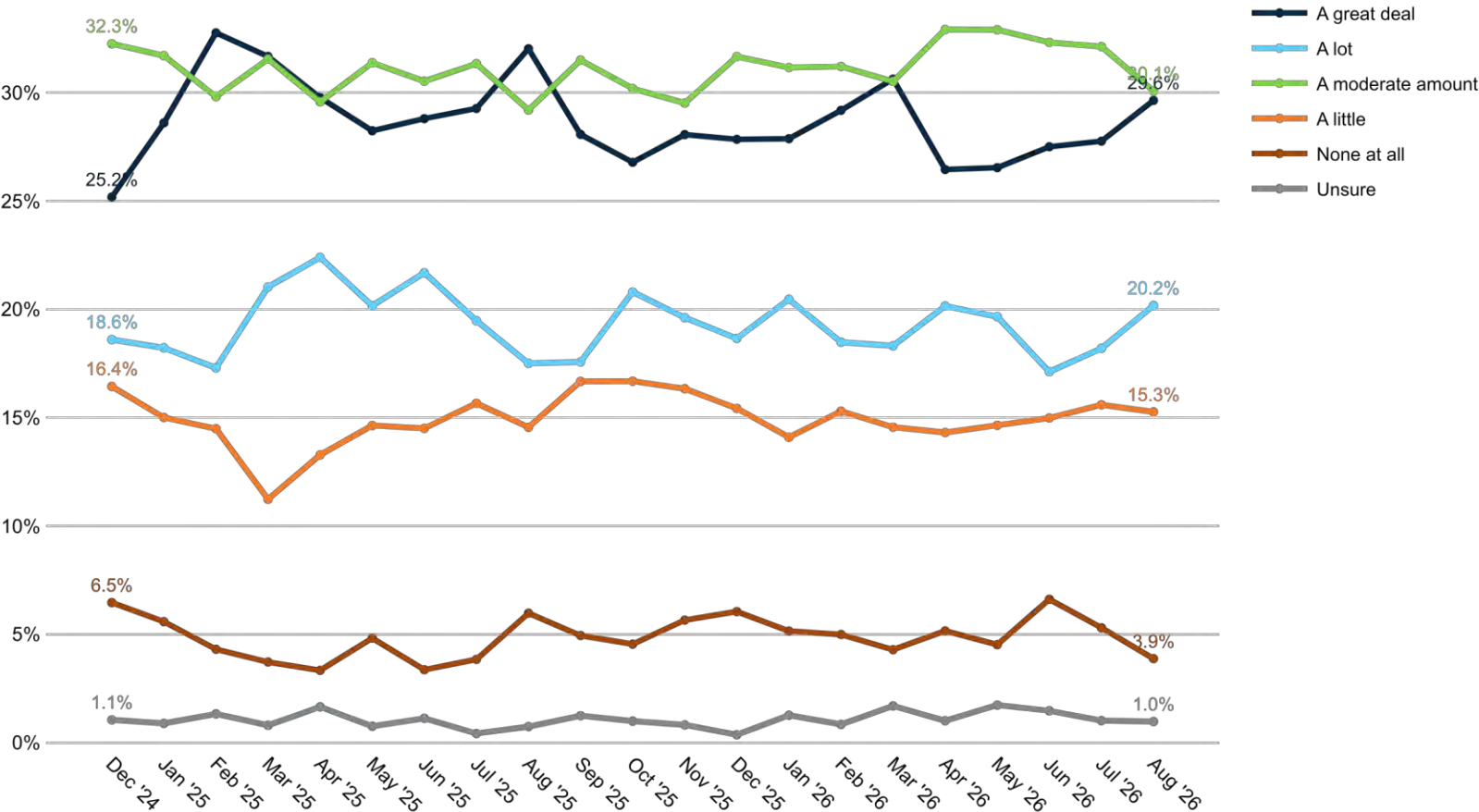
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Strong Populist	20%	20%	18%	22%	18%	14%	26%	26%	12%	27%	21%	18%	19%	35%	20%	25%	16%	13%	23%	9%	26%	18%	15%	19%	20%	23%	19%	21%	22%	26%	14%	27%	17%	23%	17%
Lean Populist	29%	28%	33%	28%	28%	26%	31%	30%	31%	32%	34%	30%	23%	32%	33%	36%	38%	33%	31%	22%	29%	33%	27%	31%	24%	27%	31%	27%	33%	34%	25%	26%	32%	32%	29%
Lean Institutional	28%	29%	31%	23%	28%	26%	25%	28%	32%	25%	27%	29%	27%	19%	29%	24%	23%	30%	25%	35%	26%	29%	30%	27%	30%	33%	27%	29%	28%	26%	31%	26%	29%	27%	29%
Strong Institutional	23%	23%	18%	27%	25%	34%	18%	16%	25%	17%	19%	23%	30%	14%	18%	15%	23%	24%	21%	35%	19%	21%	28%	23%	27%	18%	23%	23%	17%	14%	31%	21%	23%	19%	25%

News Attention



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

Trend: News Attention

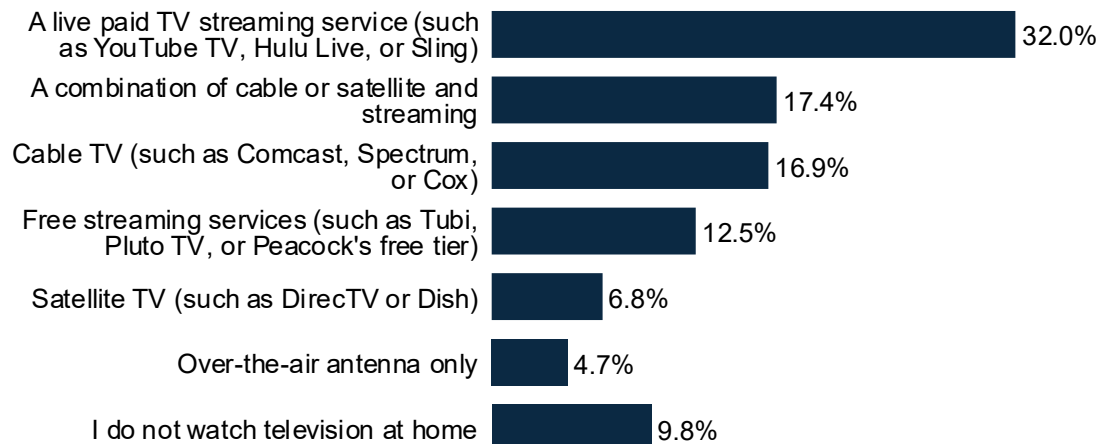


Percent Change: News Attention (Jul '26 to Aug '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A great deal	2%	1%	-2%	2%	7%	8%	0%	-3%	2%	-2%	3%	1%	6%	8%	-1%	4%	7%	10%	2%	-1%	3%	0%	2%	2%	-1%	4%	0%	4%	3%	2%	2%	5%	-3%	0%	4%
A lot	2%	2%	2%	2%	2%	0%	4%	5%	-1%	2%	2%	3%	-1%	2%	7%	6%	-4%	11%	0%	-2%	1%	1%	4%	2%	0%	-1%	2%	2%	0%	5%	1%	3%	9%	1%	1%
A moderate amount	-2%	-8%	3%	0%	-5%	-5%	1%	-2%	-2%	2%	-2%	-3%	-3%	-3%	-4%	-3%	2%	-17%	-3%	2%	-2%	1%	-4%	-2%	-2%	1%	-1%	-3%	-2%	-4%	-3%	-7%	-4%	2%	-2%
A little	0%	3%	-1%	-2%	-1%	-1%	-2%	1%	1%	0%	1%	0%	-2%	-4%	-3%	3%	-1%	-3%	-2%	3%	-1%	-3%	2%	1%	5%	-6%	1%	-1%	0%	-1%	1%	-5%	-1%	2%	0%
None at all	-1%	1%	-2%	-3%	-3%	-2%	-3%	-1%	0%	-2%	-4%	-1%	1%	-1%	0%	-8%	-5%	-2%	2%	-2%	-1%	1%	-4%	-3%	0%	3%	-1%	-2%	-2%	-3%	-1%	3%	-1%	-5%	-2%
Unsure	0%	1%	-1%	1%	-1%	0%	0%	0%	-1%	0%	0%	0%	-1%	-2%	0%	-3%	0%	0%	-1%	0%	0%	0%	0%	0%	-2%	-1%	-1%	0%	0%	0%	0%	0%	-1%	0%	0%

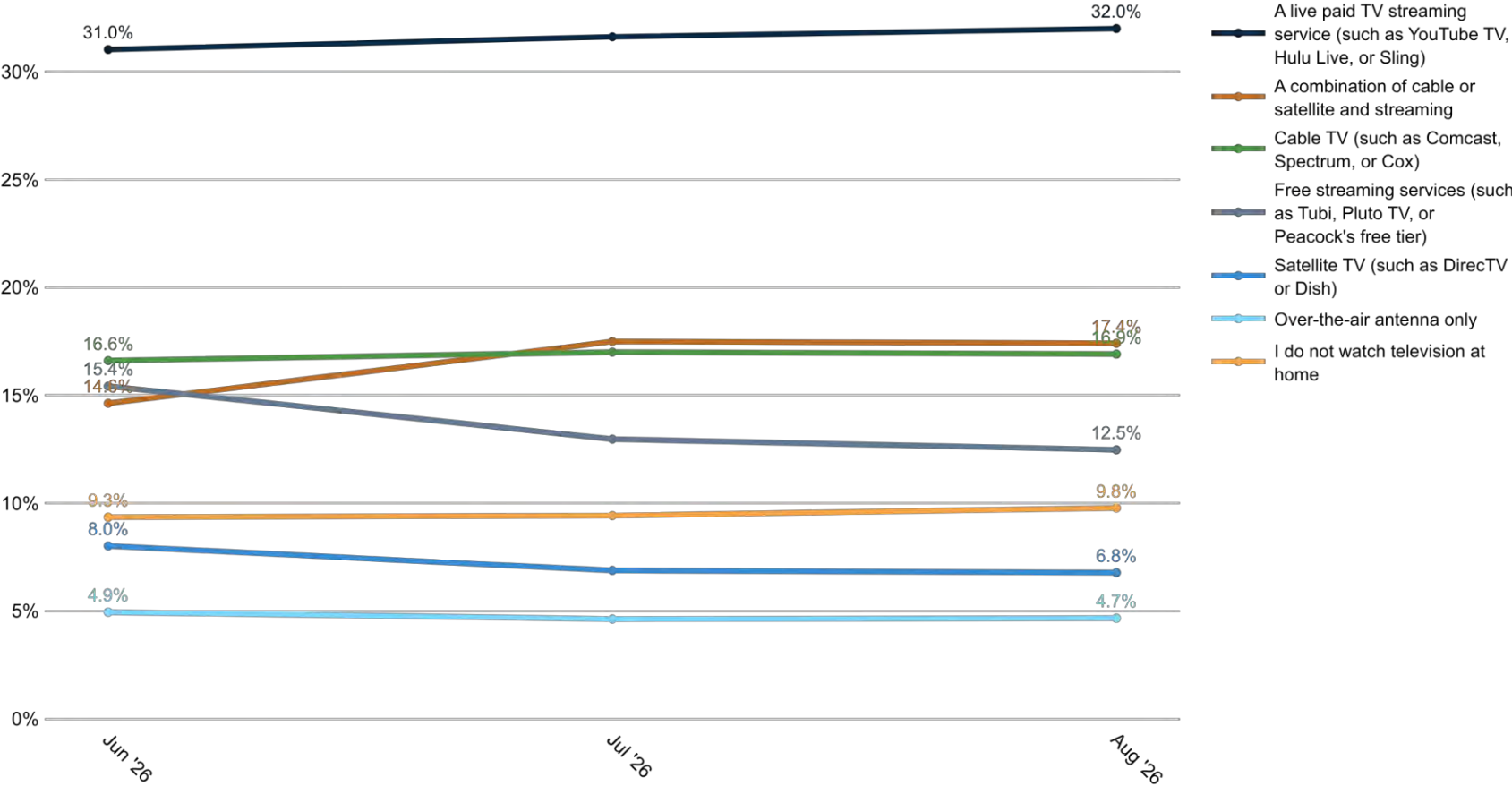
Television Service



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	>\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A live paid TV streaming service (such as YouTube TV, Hulu Live, or Sling)	32%	39%	23%	38%	29%	37%	29%	28%	35%	31%	31%	33%	30%	30%	37%	37%	31%	27%	27%	34%	26%	34%	39%	34%	27%	25%	35%	28%	29%	35%	30%	34%	32%	32%	35%	30%	34%	30%
A combination of cable or satellite and streaming	17%	11%	26%	15%	16%	16%	16%	17%	20%	17%	20%	18%	14%	16%	16%	15%	22%	27%	13%	22%	14%	15%	22%	19%	9%	17%	19%	15%	17%	19%	16%	16%	16%	19%	7%	18%	21%	19%
Cable TV (such as Comcast, Spectrum, or Cox)	17%	10%	20%	12%	26%	20%	18%	14%	16%	11%	18%	18%	18%	21%	18%	10%	13%	11%	23%	14%	18%	16%	16%	17%	20%	18%	15%	19%	14%	19%	19%	18%	20%	16%	10%	14%	13%	21%
Free streaming services (such as Tubi, Pluto TV, or Peacock's free tier)	12%	19%	11%	11%	9%	6%	13%	19%	10%	15%	11%	11%	16%	12%	8%	18%	10%	8%	19%	12%	18%	13%	7%	10%	22%	18%	10%	16%	13%	7%	15%	11%	11%	13%	21%	18%	10%	10%
Satellite TV (such as DirecTV or Dish)	7%	3%	9%	5%	11%	7%	9%	6%	5%	12%	8%	6%	5%	11%	9%	2%	4%	3%	8%	5%	8%	6%	5%	7%	8%	5%	9%	5%	4%	11%	7%	6%	8%	6%	6%	2%	7%	8%
Over-the-air antenna only	5%	5%	6%	2%	5%	3%	4%	7%	4%	5%	4%	4%	6%	4%	4%	6%	10%	3%	8%	2%	7%	4%	3%	4%	8%	7%	4%	6%	7%	3%	5%	4%	4%	4%	6%	2%	4%	5%
I do not watch television at home	10%	13%	5%	18%	4%	11%	10%	8%	9%	9%	9%	9%	12%	7%	7%	11%	10%	21%	3%	11%	10%	11%	9%	10%	6%	11%	8%	11%	16%	7%	7%	10%	9%	10%	13%	15%	11%	7%

Which of the following best describes how you primarily watch television at home?

Trend: Television Service

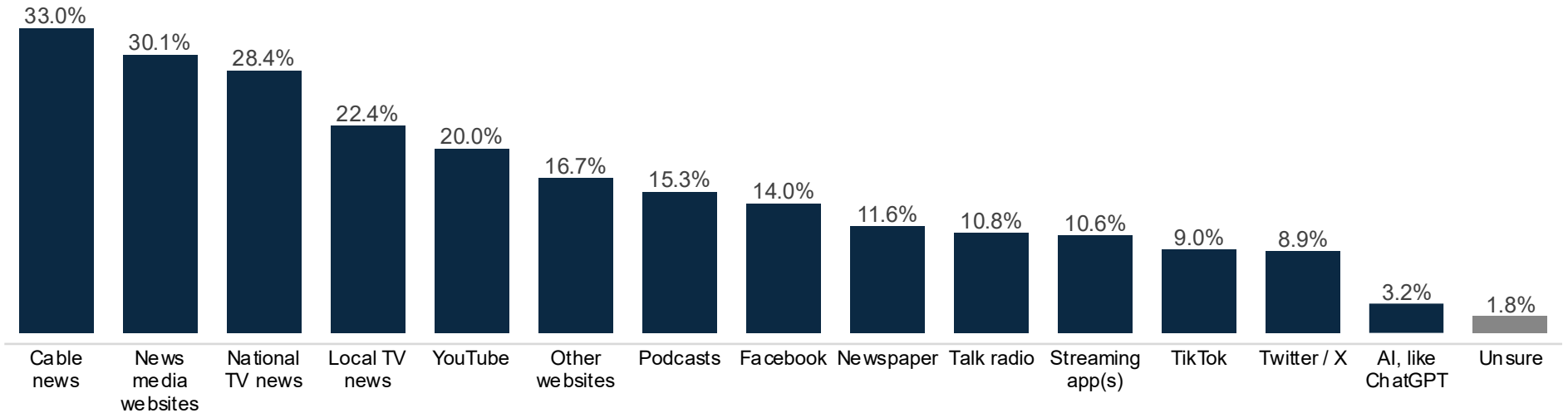


Percent Change: Television Service (Jul '26 to Aug '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A live paid TV streaming service (such as YouTube TV, Hulu Live, or Sling)	0%	0%	-1%	3%	1%	-1%	4%	-1%	0%	-1%	-1%	0%	4%	1%	5%	2%	6%	-14%	0%	-2%	2%	-1%	-1%	0%	3%	-6%	0%	0%	0%	1%	-1%	6%	-5%	6%	-2%
A combination of cable or satellite and streaming	0%	-7%	7%	1%	-1%	1%	-1%	-1%	1%	9%	3%	-1%	-4%	-3%	-1%	4%	-1%	10%	-4%	3%	0%	-4%	2%	3%	-9%	-6%	1%	-1%	1%	-2%	2%	-7%	8%	3%	-1%
Cable TV (such as Comcast, Spectrum, or Cox)	0%	1%	-4%	1%	3%	3%	1%	-3%	-1%	-4%	3%	-1%	2%	2%	1%	-5%	-1%	0%	-1%	1%	0%	-2%	2%	-1%	-2%	6%	-1%	1%	-2%	2%	-2%	-3%	-1%	-1%	2%
Free streaming services (such as Tubi, Pluto TV, or Peacock's free tier)	0%	4%	-1%	-5%	-1%	-4%	-2%	3%	0%	-3%	-2%	0%	-1%	-2%	-4%	7%	-1%	-3%	3%	-1%	-2%	5%	-2%	-1%	3%	0%	-1%	1%	-1%	0%	0%	2%	-4%	-11%	2%
Satellite TV (such as DirecTV or Dish)	0%	0%	-1%	2%	0%	2%	0%	-1%	-1%	1%	1%	-1%	0%	0%	0%	-2%	-5%	-1%	0%	1%	0%	-1%	1%	0%	4%	-1%	1%	-1%	-2%	0%	0%	2%	-2%	2%	0%
Over-the-air antenna only	0%	1%	1%	-2%	0%	-1%	-2%	1%	2%	-2%	-1%	1%	0%	0%	-1%	2%	3%	1%	4%	-2%	0%	1%	-1%	0%	-1%	3%	1%	-1%	1%	0%	0%	-3%	-2%	0%	2%
I do not watch television at home	0%	2%	0%	1%	-2%	0%	-1%	2%	0%	0%	-3%	2%	-1%	3%	0%	-10%	-1%	8%	-2%	1%	1%	2%	-1%	0%	2%	4%	0%	1%	-4%	-1%	1%	3%	4%	2%	-2%

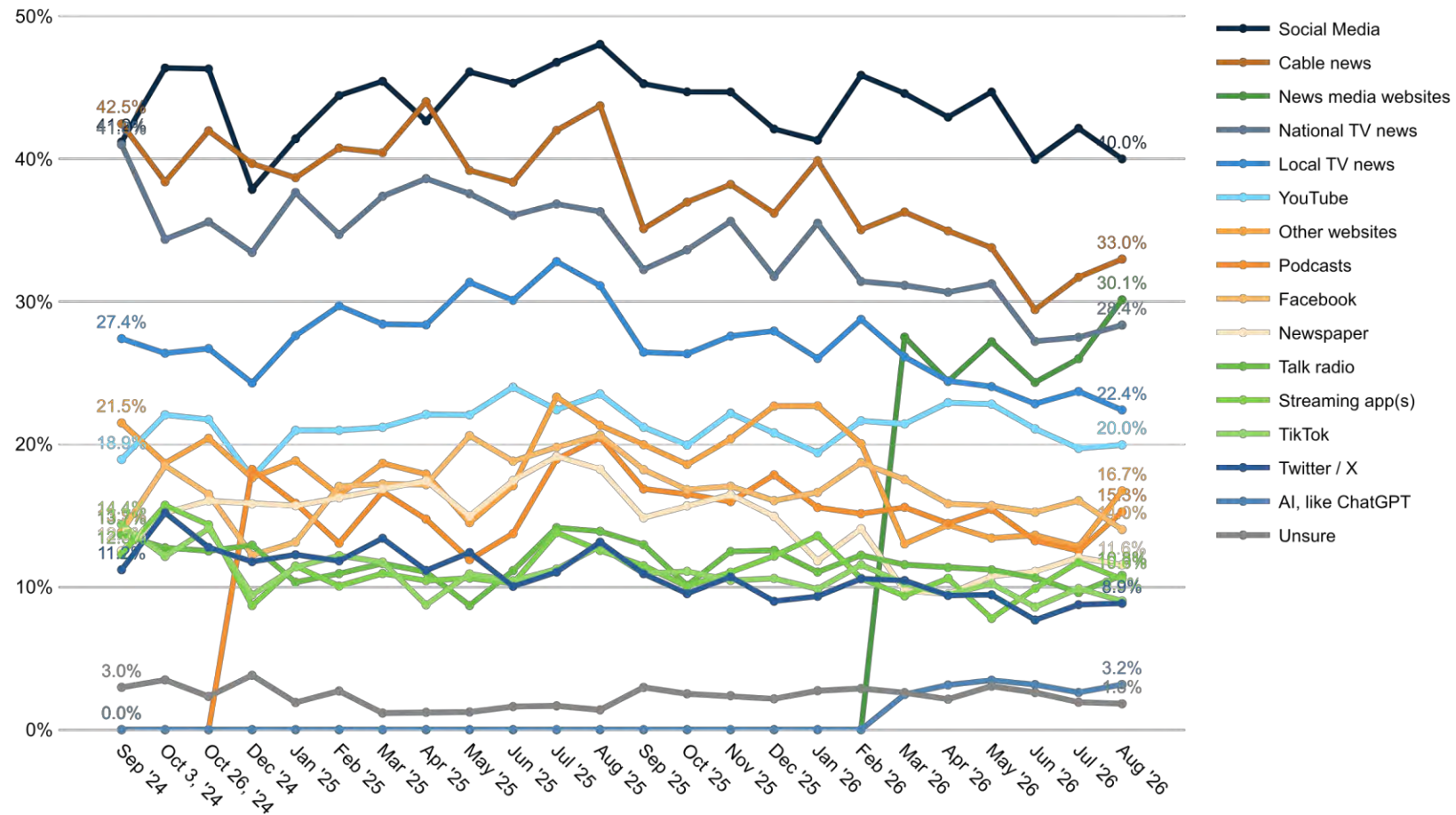
News Source



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	40%	57%	27%	54%	23%	34%	43%	48%	34%	41%	36%	37%	51%	45%	39%	48%	33%	45%	40%	34%	48%	40%	35%	36%	59%	43%	35%	47%	43%	41%	43%	36%	42%	37%	67%	51%	35%	31%
Cable news	33%	21%	45%	17%	47%	36%	29%	32%	36%	27%	41%	36%	23%	39%	40%	28%	27%	18%	37%	30%	30%	32%	35%	35%	25%	34%	34%	32%	24%	39%	30%	34%	38%	30%	19%	22%	36%	39%
News media websites	30%	35%	30%	31%	24%	37%	19%	28%	38%	22%	26%	32%	33%	18%	22%	28%	28%	53%	30%	44%	25%	27%	38%	31%	22%	30%	31%	29%	29%	26%	29%	36%	21%	40%	22%	32%	29%	33%
National TV news	28%	25%	40%	16%	30%	26%	20%	32%	35%	24%	30%	30%	25%	14%	17%	19%	43%	26%	40%	41%	30%	26%	28%	29%	35%	22%	27%	30%	28%	17%	40%	32%	16%	39%	20%	28%	28%	31%
Local TV news	22%	18%	32%	13%	25%	17%	22%	27%	23%	23%	23%	22%	22%	19%	24%	18%	25%	19%	28%	22%	25%	22%	19%	23%	24%	22%	21%	24%	25%	23%	28%	21%	22%	24%	14%	27%	20%	25%
YouTube	20%	22%	15%	31%	12%	15%	28%	21%	16%	18%	16%	20%	24%	22%	18%	21%	17%	28%	21%	16%	24%	21%	16%	18%	35%	18%	17%	24%	19%	22%	19%	16%	20%	19%	31%	26%	19%	15%
Other websites	17%	17%	15%	23%	13%	21%	15%	13%	19%	11%	14%	19%	18%	16%	18%	12%	11%	32%	7%	21%	14%	18%	18%	18%	6%	15%	17%	17%	17%	16%	15%	17%	16%	18%	14%	15%	20%	16%
Podcasts	15%	17%	13%	20%	13%	16%	17%	9%	21%	16%	15%	16%	13%	16%	15%	28%	15%	33%	5%	15%	9%	15%	22%	17%	5%	17%	17%	12%	16%	14%	11%	15%	17%	13%	15%	8%	18%	16%
Facebook	14%	23%	11%	16%	7%	8%	14%	21%	11%	18%	16%	11%	17%	15%	17%	17%	9%	9%	16%	11%	19%	14%	10%	14%	24%	13%	12%	16%	16%	13%	17%	13%	16%	12%	25%	18%	13%	10%
Newspaper	12%	9%	10%	13%	15%	20%	8%	6%	14%	11%	8%	10%	18%	6%	11%	6%	16%	20%	12%	14%	8%	13%	15%	12%	8%	10%	13%	9%	13%	5%	12%	15%	7%	16%	9%	10%	10%	13%
Talk radio	11%	8%	10%	12%	14%	10%	17%	9%	9%	12%	12%	10%	11%	15%	18%	12%	6%	8%	7%	7%	10%	14%	11%	10%	15%	12%	12%	9%	9%	15%	6%	9%	16%	7%	9%	9%	12%	11%
Streaming app(s)	11%	10%	9%	12%	11%	10%	13%	9%	11%	12%	10%	11%	9%	12%	11%	13%	16%	13%	10%	8%	11%	12%	11%	11%	8%	12%	12%	8%	12%	10%	7%	10%	12%	8%	10%	8%	12%	11%
TikTok	9%	21%	2%	11%	2%	5%	7%	16%	7%	11%	6%	6%	17%	10%	6%	6%	4%	7%	13%	11%	14%	8%	6%	7%	22%	11%	6%	13%	9%	4%	11%	9%	7%	10%	22%	13%	6%	5%
Twitter / X	9%	10%	4%	18%	5%	14%	9%	6%	7%	6%	6%	9%	11%	12%	9%	16%	7%	7%	6%	8%	8%	11%	8%	7%	10%	9%	9%	11%	13%	9%	8%	11%	7%	19%	7%	6%	8%	
AI, like ChatGPT	3%	5%	2%	4%	2%	3%	3%	4%	2%	2%	3%	4%	5%	2%	6%	4%	0%	4%	1%	4%	3%	3%	3%	5%	3%	3%	3%	4%	2%	3%	3%	4%	2%	6%	4%	2%	3%	
Unsure	2%	1%	1%	3%	2%	1%	3%	1%	1%	3%	3%	2%	1%	2%	2%	2%	3%	0%	0%	1%	1%	2%	1%	1%	0%	1%	2%	2%	3%	2%	0%	1%	2%	0%	2%	3%	2%	1%

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

Trend: News Source

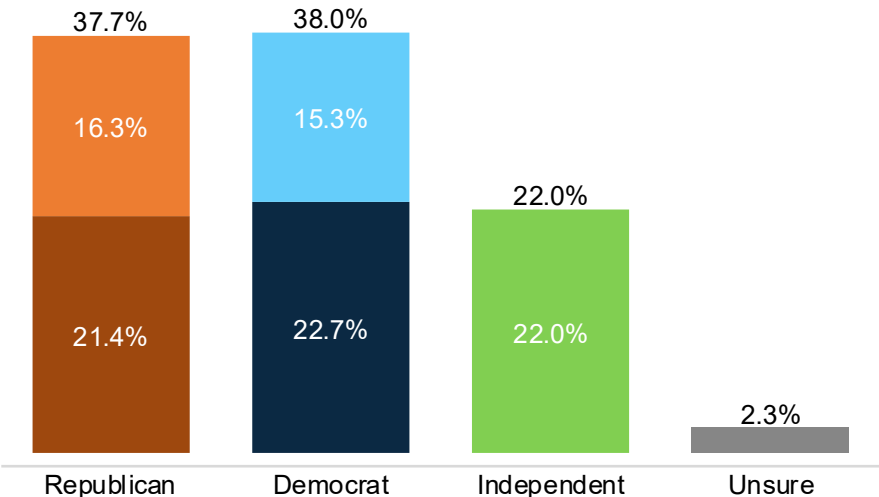


Percent Change: News Source (Jul '26 to Aug '26)



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	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%	0%	-5%	-4%	-5%	-3%	1%	-2%	-4%	-8%	-3%	6%	0%	-6%	12%	4%	4%	1%	-14%	2%	-1%	-7%	-2%	12%	-18%	-3%	-1%	-5%	-2%	-2%	4%	2%	-7%	-4%
	Cable news	1%	0%	10%	-5%	-1%	3%	-8%	6%	3%	0%	9%	3%	-8%	-8%	4%	4%	5%	-8%	5%	4%	3%	-5%	4%	4%	-12%	0%	0%	3%	5%	0%	2%	0%	-7%	16%	1%
News media websites		4%	8%	6%	0%	2%	2%	-1%	8%	6%	2%	5%	2%	9%	-2%	0%	8%	-1%	16%	14%	7%	5%	2%	5%	4%	3%	6%	3%	5%	6%	-1%	10%	-6%	10%	3%	6%
	National TV news	1%	0%	1%	1%	1%	5%	-2%	-1%	2%	-2%	6%	0%	-1%	-1%	-5%	4%	4%	-1%	0%	7%	2%	0%	1%	2%	2%	-8%	-1%	3%	2%	-2%	1%	-3%	4%	1%	1%
	Local TV news	-1%	1%	-4%	0%	-1%	-4%	2%	-4%	1%	-3%	-1%	-3%	2%	-3%	-1%	4%	-11%	-3%	3%	0%	1%	-1%	-4%	-1%	-2%	-3%	-4%	3%	1%	0%	-1%	0%	6%	-3%	-2%
	YouTube	0%	-2%	5%	-3%	0%	-2%	0%	0%	4%	-1%	-1%	2%	-3%	0%	1%	10%	1%	0%	1%	-5%	-2%	6%	1%	1%	8%	-14%	3%	-3%	-6%	2%	0%	-5%	0%	1%	0%
	Other websites	4%	3%	7%	6%	0%	2%	4%	4%	5%	-2%	-2%	6%	7%	8%	5%	-11%	-3%	18%	-3%	6%	2%	9%	1%	3%	1%	12%	3%	6%	3%	3%	5%	7%	6%	4%	2%
	Podcasts	3%	1%	4%	1%	5%	-1%	6%	0%	5%	3%	0%	4%	2%	4%	4%	2%	9%	21%	-2%	-1%	-1%	2%	6%	3%	-4%	6%	4%	0%	4%	5%	0%	3%	-4%	7%	3%
	Facebook	-2%	-1%	-3%	-1%	-2%	-2%	-1%	0%	-4%	-3%	-6%	-3%	3%	-4%	-3%	9%	-1%	-3%	-4%	-6%	1%	-1%	-5%	-3%	11%	-2%	-3%	0%	-2%	-1%	-4%	1%	3%	-4%	-4%
	Newspaper	-1%	0%	-5%	3%	1%	4%	-1%	-3%	-3%	0%	-1%	-2%	2%	-2%	3%	0%	-1%	5%	-7%	-1%	-1%	-1%	0%	-1%	0%	-1%	1%	-3%	1%	1%	-2%	-2%	2%	-2%	0%
	Talk radio	1%	0%	2%	1%	2%	0%	4%	2%	-1%	-1%	4%	0%	3%	3%	4%	0%	0%	-5%	0%	3%	1%	3%	3%	0%	5%	5%	1%	2%	0%	2%	1%	3%	3%	4%	0%
	Streaming app(s)	-1%	-8%	1%	1%	1%	1%	2%	-5%	-2%	0%	0%	-1%	-4%	-1%	-1%	2%	11%	-4%	-2%	-5%	-2%	-2%	1%	0%	-5%	-6%	2%	-5%	-1%	0%	-4%	-2%	-13%	-3%	2%
	TikTok	-1%	-1%	-1%	-1%	0%	0%	-1%	1%	-3%	-3%	-2%	-3%	6%	3%	0%	3%	-2%	-2%	3%	-8%	2%	-1%	-4%	0%	4%	-10%	-1%	-1%	-2%	1%	-2%	4%	-3%	-4%	-2%
	Twitter / X	0%	4%	0%	-2%	-1%	-3%	0%	2%	1%	0%	-4%	0%	2%	-1%	-2%	-6%	2%	5%	3%	0%	1%	-1%	0%	0%	2%	-5%	0%	0%	1%	-3%	3%	10%	-4%	-4%	0%
	AI, like ChatGPT	1%	1%	1%	0%	0%	0%	0%	1%	1%	-3%	1%	1%	0%	2%	-1%	2%	2%	-2%	1%	0%	1%	2%	-1%	1%	-5%	1%	1%	0%	1%	1%	0%	-1%	-1%	1%	1%
	Unsure	0%	0%	0%	0%	0%	0%	-1%	0%	0%	1%	0%	0%	-1%	2%	1%	0%	-7%	0%	0%	0%	-1%	0%	0%	0%	-1%	-1%	0%	0%	-2%	0%	-1%	0%	0%	-2%	0%

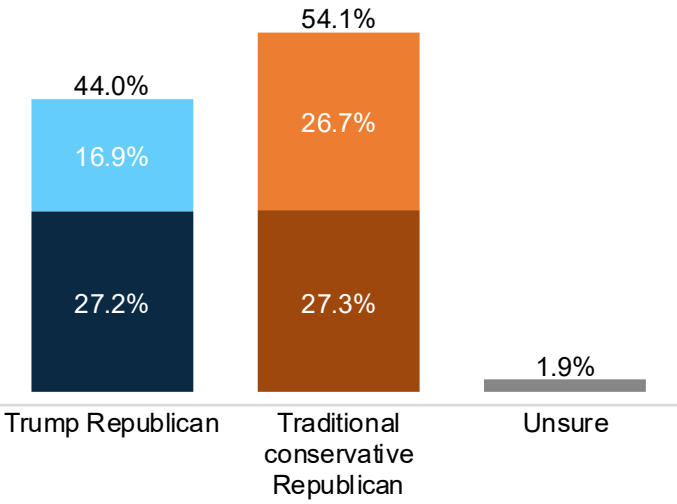
Partisanship by Response



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
	Republican	38%	26%	37%	41%	48%	41%	48%	38%	24%	53%	49%	36%	25%	33%	39%	42%	44%	10%	32%	44%	30%	28%	100%	0%	32%	79%	2%	39%	33%	39%	38%
	Independent	22%	22%	16%	27%	23%	25%	26%	16%	23%	18%	21%	23%	21%	18%	25%	23%	19%	11%	22%	22%	43%	0%	0%	21%	17%	21%	21%	24%	26%	20%	
	Democrat	38%	49%	44%	29%	27%	32%	25%	43%	51%	27%	29%	38%	50%	47%	32%	35%	32%	66%	54%	33%	46%	22%	0%	100%	48%	2%	75%	35%	39%	35%	40%
	Strongly Republican	21%	11%	24%	22%	30%	25%	27%	22%	12%	30%	31%	19%	15%	18%	23%	25%	26%	5%	16%	25%	17%	5%	55%	0%	17%	48%	1%	16%	17%	20%	25%
	Mostly Republican	16%	15%	14%	20%	18%	17%	20%	16%	12%	23%	18%	17%	10%	16%	16%	17%	18%	5%	16%	19%	13%	23%	45%	0%	14%	32%	2%	23%	16%	18%	14%
	Mostly Democratic	15%	19%	18%	14%	9%	13%	10%	19%	19%	14%	12%	15%	19%	20%	14%	12%	13%	26%	22%	13%	19%	16%	0%	45%	19%	2%	28%	17%	16%	13%	16%
	Strongly Democratic	23%	30%	26%	16%	18%	18%	15%	25%	32%	13%	17%	23%	31%	27%	18%	23%	19%	40%	32%	20%	27%	5%	0%	55%	29%	0%	47%	18%	22%	22%	24%
	Unsure	2%	3%	2%	2%	2%	2%	2%	3%	1%	2%	1%	2%	3%	2%	4%	1%	1%	4%	2%	1%	3%	7%	0%	0%	0%	2%	1%	5%	4%	1%	1%

Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

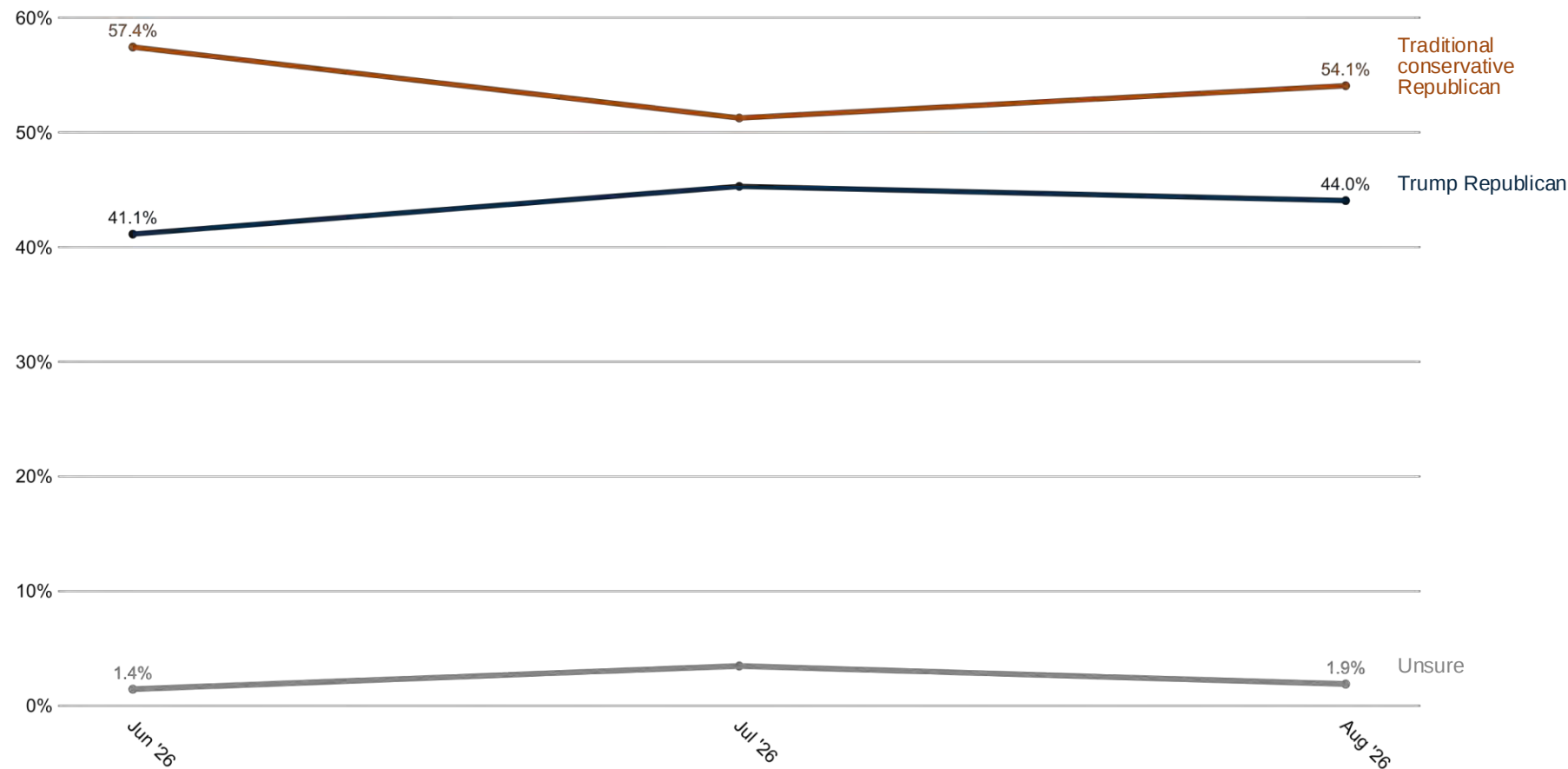
Type of Republican



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	44%	46%	48%	43%	41%	43%	41%	52%	37%	46%	42%	44%	45%	52%	39%	42%	43%	56%	49%	43%	47%	28%	44%	36%	46%	29%	42%	41%	47%	44%
Traditional conservative Republican	54%	51%	51%	54%	59%	55%	57%	46%	60%	53%	57%	54%	52%	48%	58%	55%	55%	44%	51%	56%	51%	68%	55%	62%	52%	71%	57%	57%	48%	55%
Much more a Trump Republican	27%	30%	32%	23%	24%	24%	24%	32%	29%	28%	20%	29%	30%	31%	26%	26%	26%	46%	26%	26%	29%	7%	26%	24%	29%	22%	35%	23%	22%	28%
Somewhat more a Trump Republican	17%	15%	16%	19%	17%	19%	17%	20%	8%	18%	22%	15%	15%	22%	13%	16%	17%	10%	24%	16%	18%	21%	17%	12%	17%	7%	8%	18%	25%	16%
Somewhat more a traditional conservative Republican	27%	23%	31%	20%	31%	20%	31%	25%	33%	24%	29%	27%	24%	28%	24%	26%	28%	9%	24%	25%	29%	40%	30%	28%	26%	28%	25%	29%	25%	27%
Much more a traditional conservative Republican	27%	28%	20%	34%	28%	35%	26%	21%	27%	29%	28%	26%	28%	20%	34%	29%	28%	35%	27%	30%	21%	28%	25%	33%	27%	43%	32%	27%	24%	28%
Unsure	2%	3%	1%	3%	1%	2%	2%	1%	3%	1%	1%	2%	3%	0%	3%	3%	2%	0%	0%	2%	2%	4%	1%	3%	2%	0%	1%	2%	5%	1%

What type of Republican do you more consider yourself?

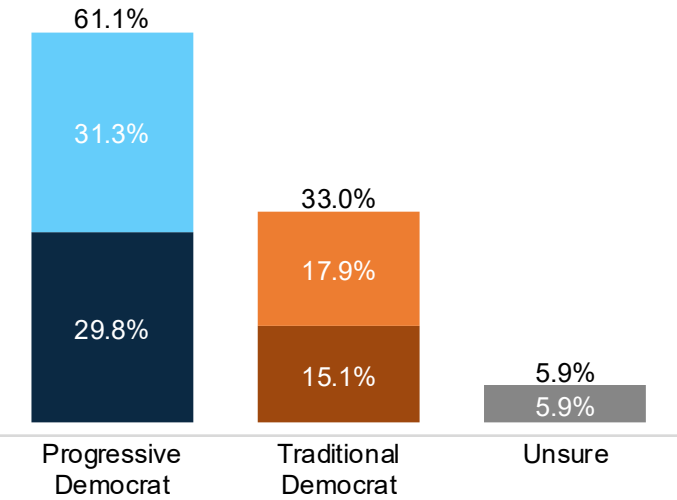
Trend: Type of Republican



Percent Change: Type of Republican (Jul '26 to Aug '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	Trump GOP	Trad GOP	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	-1%	2%	-1%	-4%	-2%	1%	-5%	3%	-6%	-12%	7%	0%	-8%	0%	0%	1%	-2%	-3%	-4%	-19%	27%	1%	-5%	-6%	-2%	12%	5%	-15%	0%	0%
Traditional conservative Republican	3%	-3%	4%	6%	4%	0%	7%	-1%	4%	16%	-4%	2%	7%	0%	0%	2%	2%	3%	5%	25%	-23%	0%	6%	7%	2%	2%	0%	17%	-3%	2%
Much more a Trump Republican	-1%	7%	0%	-7%	-3%	1%	-8%	5%	-1%	-3%	1%	2%	-12%	-1%	0%	-4%	2%	0%	-3%	-3%	11%	2%	-6%	-5%	-1%	15%	15%	-17%	-2%	0%
Somewhat more a Trump Republican	0%	-5%	-1%	3%	1%	0%	4%	-2%	-5%	-9%	6%	-2%	4%	1%	0%	5%	-4%	-2%	-1%	-16%	16%	0%	1%	-1%	0%	-2%	-10%	2%	2%	0%
Somewhat more a traditional conservative Republican	0%	-6%	10%	-6%	2%	-13%	6%	3%	5%	5%	2%	-3%	5%	0%	-2%	11%	-7%	-6%	2%	3%	-8%	-5%	9%	0%	0%	5%	-9%	14%	-4%	1%
Much more a traditional conservative Republican	3%	4%	-6%	12%	2%	13%	1%	-3%	-1%	11%	-6%	5%	2%	0%	2%	-9%	9%	9%	4%	22%	-14%	5%	-3%	6%	3%	-3%	9%	3%	2%	1%
Unsure	-2%	1%	-3%	-2%	-2%	-1%	-3%	-2%	2%	-4%	-2%	-1%	1%	0%	0%	-3%	0%	-1%	-1%	-5%	-5%	-1%	-1%	0%	-1%	-14%	-6%	-2%	3%	-2%

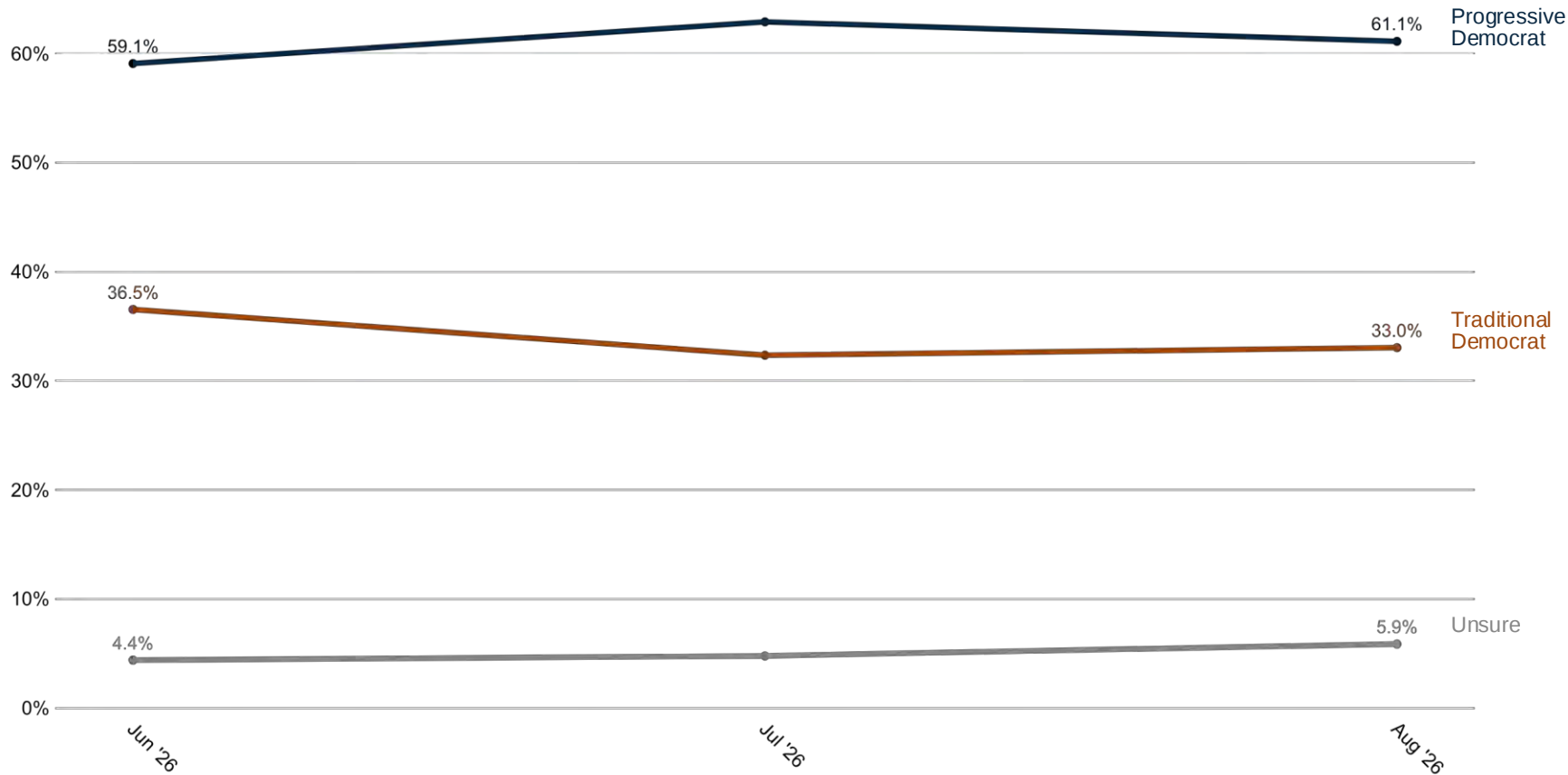
Type of Democrat



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	61%	61%	62%	66%	55%	61%	60%	54%	69%	46%	62%	64%	59%	55%	67%	66%	69%	41%	49%	59%	63%	50%	54%	69%	23%	62%	63%	61%	58%	62%
Traditional Democrat	33%	33%	33%	26%	40%	29%	38%	36%	30%	43%	31%	33%	32%	37%	28%	31%	26%	55%	39%	38%	28%	42%	42%	25%	39%	33%	29%	29%	39%	33%
Much more a progressive Democrat	30%	34%	21%	35%	32%	31%	37%	20%	35%	15%	28%	34%	27%	24%	36%	36%	31%	20%	31%	30%	30%	17%	25%	34%	13%	31%	28%	32%	25%	32%
Somewhat more a progressive Democrat	31%	26%	41%	31%	23%	31%	23%	33%	34%	32%	34%	30%	32%	32%	31%	29%	37%	21%	18%	29%	34%	33%	29%	34%	11%	31%	36%	30%	33%	31%
Somewhat more a traditional Democrat	18%	15%	22%	13%	22%	15%	20%	17%	20%	27%	20%	17%	16%	19%	13%	19%	16%	28%	14%	20%	15%	23%	23%	16%	7%	19%	11%	12%	25%	19%
Much more a traditional Democrat	15%	18%	11%	14%	18%	14%	18%	19%	11%	16%	12%	15%	16%	18%	15%	12%	10%	26%	25%	18%	13%	20%	19%	9%	32%	15%	18%	18%	13%	14%
Unsure	6%	6%	5%	7%	5%	9%	2%	11%	1%	11%	6%	3%	9%	8%	5%	3%	5%	5%	12%	3%	9%	8%	5%	7%	38%	5%	8%	10%	4%	5%

What type of Democrat do you more consider yourself?

Trend: Type of Democrat

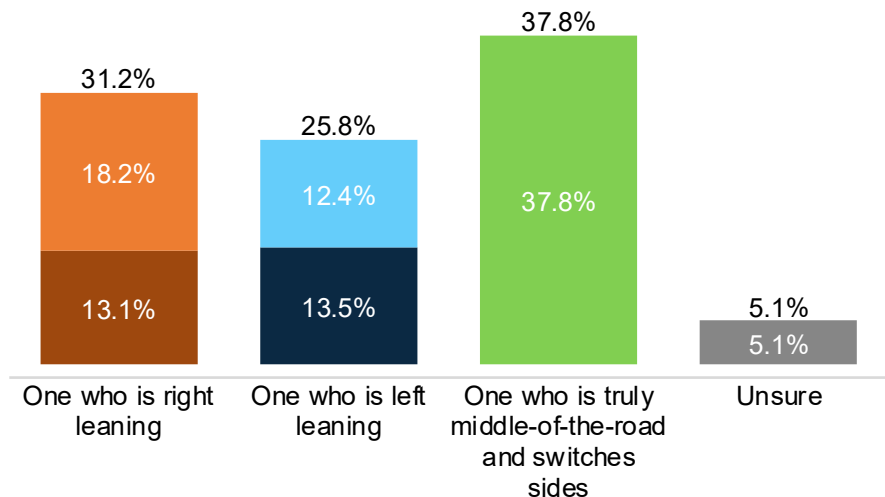


Percent Change: Type of Democrat (Jul '26 to Aug '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	-2%	-8%	7%	-1%	-7%	-10%	2%	0%	-1%	-4%	0%	1%	-8%	0%	0%	-5%	7%	-2%	2%	-5%	-17%	-7%	3%	4%	-36%	-2%	-1%	5%	-2%	-2%
Traditional Democrat	1%	8%	-7%	-4%	7%	4%	-1%	-6%	5%	1%	0%	0%	2%	0%	0%	2%	-8%	2%	-3%	5%	12%	8%	-6%	-6%	9%	1%	-4%	-10%	9%	1%
Much more a progressive Democrat	-6%	-10%	-8%	-7%	9%	-2%	3%	-14%	-4%	-20%	-12%	0%	-11%	0%	-8%	-7%	-3%	-2%	-7%	0%	-9%	-8%	-4%	-3%	-8%	-5%	-7%	-5%	-5%	-5%
Somewhat more a progressive Democrat	4%	3%	15%	7%	-16%	-8%	0%	14%	4%	17%	12%	1%	3%	0%	8%	3%	10%	0%	9%	-5%	-9%	1%	7%	6%	-28%	4%	6%	9%	4%	3%
Somewhat more a traditional Democrat	0%	3%	-2%	-6%	1%	1%	-6%	-7%	8%	9%	-2%	-2%	0%	-2%	0%	2%	-10%	-1%	-3%	8%	0%	2%	-3%	-8%	-9%	1%	-7%	-10%	5%	1%
Much more a traditional Democrat	1%	4%	-5%	2%	6%	3%	5%	1%	-2%	-8%	2%	2%	2%	2%	0%	0%	1%	3%	0%	-3%	12%	6%	-4%	3%	18%	0%	3%	0%	4%	0%
Unsure	1%	0%	0%	5%	0%	6%	-1%	5%	-5%	3%	0%	-2%	6%	0%	0%	2%	1%	0%	1%	0%	5%	-1%	3%	2%	27%	0%	5%	5%	-7%	1%

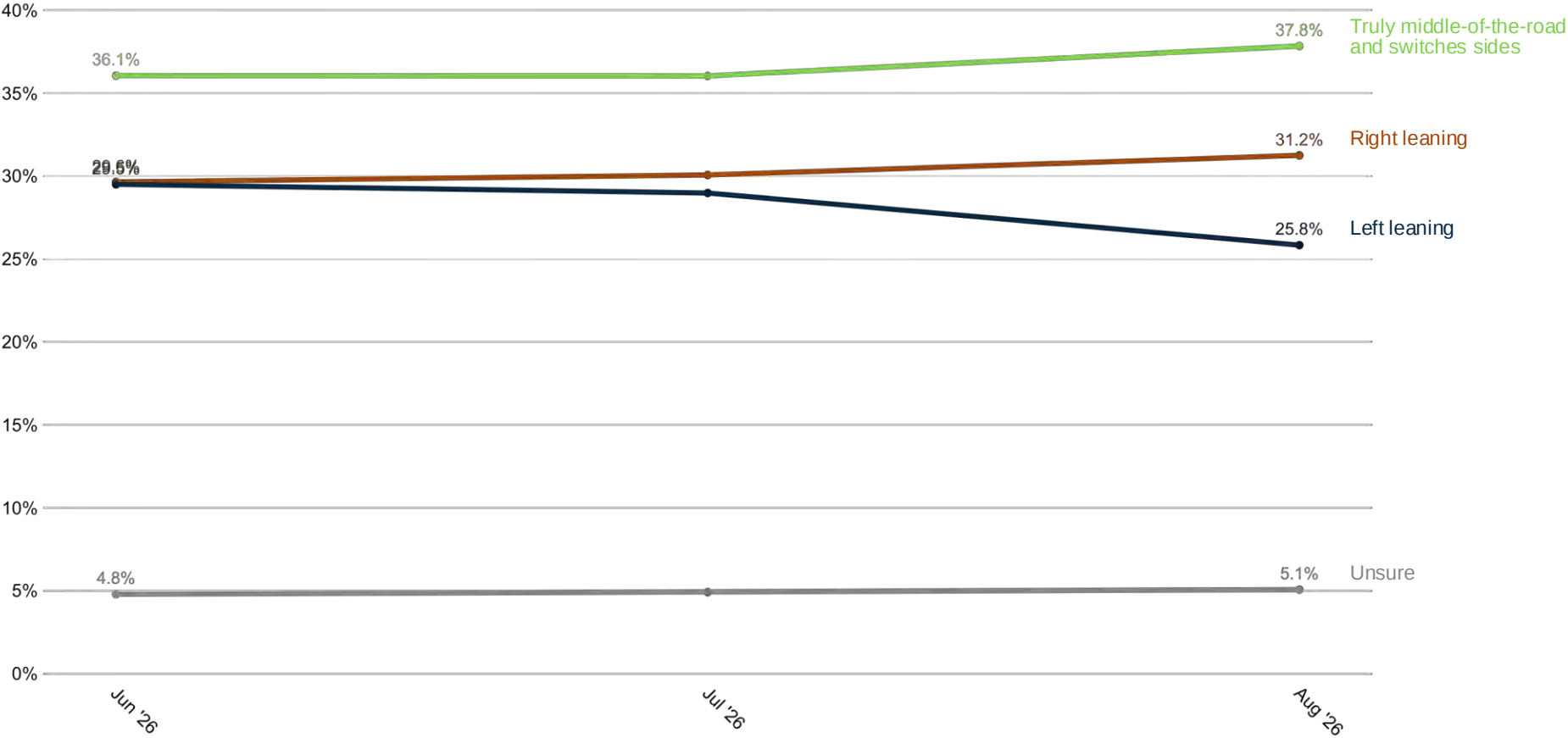
Type of Independent



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	31%	28%	21%	36%	37%	29%	44%	26%	25%	39%	39%	31%	21%	26%	29%	37%	33%	30%	4%	36%	26%	30%	26%	66%	10%	32%	39%	21%	34%
One who is left leaning Total	26%	29%	32%	25%	18%	24%	20%	28%	33%	12%	30%	26%	29%	35%	23%	22%	28%	24%	14%	23%	29%	15%	30%	2%	49%	20%	11%	26%	32%
One who is more right leaning	13%	6%	14%	19%	14%	9%	23%	14%	6%	19%	23%	12%	7%	14%	14%	12%	13%	19%	0%	15%	11%	9%	9%	32%	0%	13%	16%	7%	15%
One who is somewhat right leaning	18%	23%	7%	17%	23%	19%	21%	12%	19%	19%	17%	20%	14%	12%	15%	24%	19%	11%	4%	21%	15%	21%	17%	34%	10%	19%	24%	13%	19%
One who is truly middle-of-the-road and switch...	38%	34%	44%	31%	44%	47%	28%	42%	37%	43%	22%	39%	44%	34%	38%	41%	36%	35%	74%	37%	39%	47%	37%	28%	38%	41%	42%	51%	29%
One who is somewhat left leaning	12%	7%	20%	10%	15%	14%	11%	9%	16%	7%	13%	12%	17%	15%	8%	14%	15%	16%	0%	12%	14%	7%	17%	2%	25%	4%	8%	10%	17%
One who is more left leaning	13%	22%	12%	16%	3%	10%	9%	19%	17%	5%	17%	14%	12%	19%	15%	8%	13%	9%	14%	12%	15%	8%	13%	0%	24%	16%	2%	16%	15%
Unsure	5%	8%	3%	8%	1%	0%	9%	5%	5%	6%	9%	4%	6%	5%	10%	0%	4%	10%	8%	4%	5%	8%	6%	4%	3%	7%	8%	3%	5%

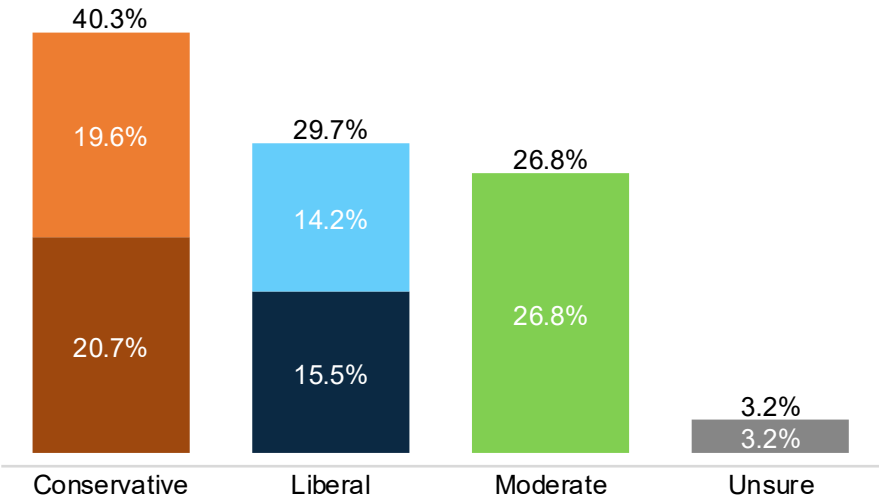
What type of Independent do you more consider yourself?

Trend: Type of Independent



Percent Change: Type of Independent (Jul '26 to Aug '26)

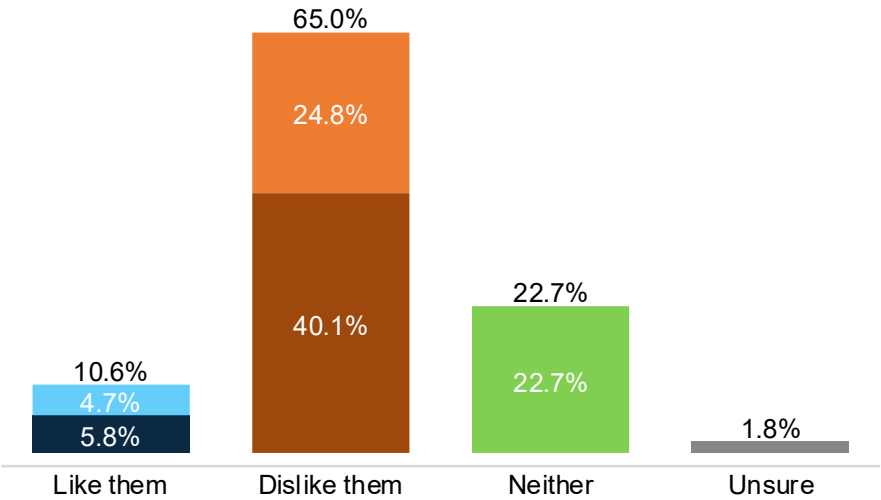
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	R-Lean IND	D-Lean IND	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	1%	8%	-6%	10%	-10%	-8%	9%	4%	-1%	7%	-8%	3%	2%	0%	0%	1%	-6%	7%	-1%	19%	-14%	3%	-1%	3%	4%	4%	7%	18%	-10%	0%
One who is left leaning Total	-3%	-12%	9%	-13%	3%	-1%	-10%	2%	-4%	-9%	8%	-4%	-7%	0%	0%	5%	-9%	-5%	-1%	-16%	3%	-3%	-4%	-6%	-1%	-1%	-18%	-22%	4%	5%
One who is more right leaning	0%	-1%	-4%	9%	-4%	-3%	8%	-2%	-4%	7%	-4%	2%	-5%	-3%	0%	-3%	0%	4%	-1%	7%	-4%	2%	-3%	3%	2%	0%	-2%	4%	-5%	1%
One who is somewhat right leaning	2%	9%	-2%	2%	-5%	-5%	1%	5%	3%	1%	-3%	1%	7%	3%	0%	3%	-7%	2%	0%	11%	-10%	1%	2%	0%	2%	5%	9%	14%	-5%	-1%
One who is truly middle-of-the-road and switches sides	2%	2%	2%	-2%	8%	10%	-4%	0%	3%	2%	-4%	1%	6%	0%	0%	-4%	7%	4%	2%	3%	14%	-1%	4%	1%	-3%	-2%	7%	5%	11%	-7%
One who is somewhat left leaning	0%	-9%	9%	-5%	5%	3%	-3%	2%	-5%	-6%	-1%	-1%	4%	0%	4%	7%	-6%	-4%	3%	-13%	-2%	0%	0%	-2%	1%	5%	-13%	2%	-2%	4%
One who is more left leaning	-3%	-3%	1%	-8%	-2%	-3%	-8%	0%	2%	-3%	8%	-3%	-11%	0%	-4%	-2%	-3%	-1%	-4%	-3%	6%	-3%	-3%	-4%	-1%	-6%	-5%	-24%	6%	0%
Unsure	0%	2%	-6%	5%	-1%	-1%	5%	-6%	2%	-1%	4%	0%	-1%	0%	0%	-1%	9%	-6%	0%	-5%	-4%	1%	1%	2%	-1%	-2%	3%	-1%	-5%	1%



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Conservative	40%	27%	38%	44%	54%	45%	53%	39%	26%	55%	50%	40%	25%	83%	83%	70%	16%	6%	13%	3%	35%	42%	44%	44%	23%	36%	46%	33%	34%	86%	8%	33%	77%	7%	38%	40%	37%	42%
Liberal	30%	41%	30%	29%	19%	28%	19%	27%	45%	16%	23%	31%	40%	4%	4%	3%	8%	61%	38%	79%	30%	30%	30%	29%	29%	35%	27%	33%	17%	3%	59%	38%	3%	58%	27%	29%	26%	32%
Very conservative	21%	13%	18%	24%	30%	22%	31%	17%	13%	31%	26%	20%	13%	50%	45%	29%	1%	0%	7%	0%	18%	22%	23%	23%	13%	18%	24%	17%	11%	44%	2%	17%	43%	2%	20%	18%	15%	24%
Somewhat conservative	20%	15%	20%	20%	24%	22%	22%	21%	13%	25%	24%	20%	12%	33%	38%	41%	15%	6%	6%	2%	17%	20%	21%	22%	10%	18%	22%	16%	23%	42%	5%	16%	34%	6%	19%	22%	22%	19%
Moderate	27%	28%	29%	24%	26%	26%	24%	30%	27%	26%	23%	27%	30%	12%	13%	27%	75%	32%	46%	18%	31%	25%	24%	25%	42%	27%	25%	29%	42%	10%	31%	26%	18%	32%	31%	25%	34%	23%
Somewhat liberal	14%	14%	20%	11%	10%	13%	9%	13%	22%	8%	11%	15%	17%	1%	3%	3%	7%	29%	23%	33%	13%	14%	15%	14%	15%	13%	14%	15%	11%	1%	29%	18%	2%	28%	10%	11%	14%	16%
Very liberal	15%	26%	10%	17%	9%	15%	10%	13%	23%	8%	12%	15%	22%	2%	1%	1%	1%	31%	15%	46%	17%	16%	16%	14%	13%	21%	13%	18%	6%	1%	30%	20%	1%	31%	17%	19%	12%	16%
Unsure	3%	4%	4%	4%	2%	1%	3%	5%	2%	2%	4%	2%	5%	2%	0%	0%	1%	2%	2%	1%	4%	3%	1%	2%	6%	2%	2%	5%	7%	1%	2%	3%	2%	3%	3%	6%	3%	2%

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

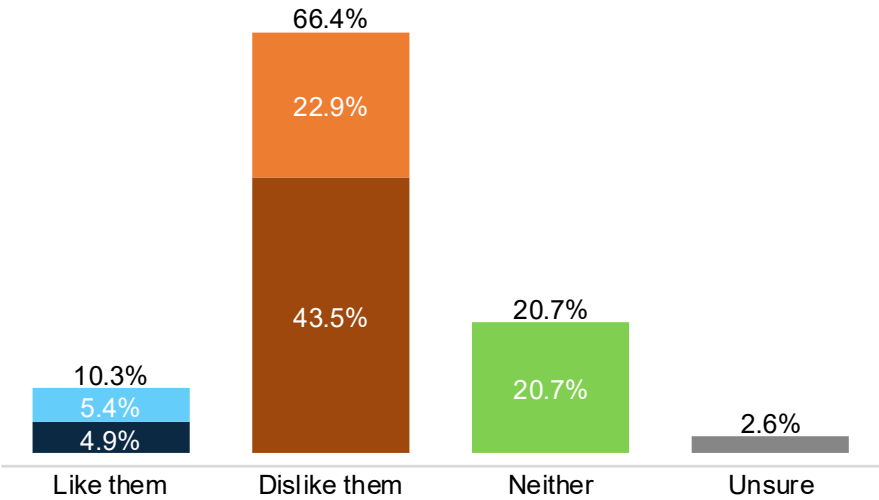
*Conservative Views of Liberals



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Like them Total	11%	17%	5%	20%	4%	11%	11%	10%	11%	7%	7%	9%	28%	11%	9%	10%	27%	0%	18%	24%	10%	11%	11%	10%	37%	3%	11%	10%	13%	7%	23%	11%	8%	31%	24%	18%	11%	5%
Dislike them Total	65%	61%	60%	64%	71%	68%	69%	61%	60%	67%	71%	66%	50%	76%	67%	68%	24%	35%	19%	17%	65%	64%	67%	68%	32%	66%	64%	68%	55%	74%	20%	60%	71%	21%	59%	54%	68%	69%
Like them a great deal	6%	9%	0%	14%	2%	6%	8%	5%	2%	3%	3%	4%	22%	9%	3%	5%	2%	0%	14%	7%	7%	6%	6%	4%	27%	3%	5%	7%	3%	6%	23%	4%	4%	18%	19%	13%	2%	2%
Like them some	5%	8%	5%	6%	2%	5%	3%	5%	9%	4%	5%	5%	6%	2%	5%	6%	25%	0%	4%	17%	3%	5%	5%	5%	11%	0%	6%	3%	10%	1%	0%	8%	4%	13%	5%	5%	10%	3%
Neither like nor dislike them	23%	19%	33%	15%	23%	20%	18%	26%	30%	25%	20%	25%	17%	13%	23%	21%	43%	40%	54%	59%	22%	22%	22%	21%	26%	31%	25%	18%	28%	19%	57%	25%	20%	41%	17%	25%	20%	24%
Dislike them some	25%	32%	17%	24%	28%	25%	27%	22%	24%	23%	28%	23%	29%	21%	29%	31%	14%	35%	11%	0%	26%	24%	26%	25%	14%	24%	25%	24%	35%	25%	16%	27%	25%	11%	30%	33%	22%	22%
Dislike them a great deal	40%	30%	43%	40%	43%	43%	42%	39%	36%	45%	43%	42%	22%	54%	38%	37%	10%	0%	8%	17%	39%	40%	41%	43%	18%	42%	38%	44%	21%	49%	4%	33%	46%	10%	29%	20%	45%	46%
Unsure	2%	3%	1%	1%	2%	1%	2%	3%	0%	2%	2%	1%	5%	0%	1%	1%	6%	26%	9%	0%	4%	2%	0%	2%	4%	0%	0%	4%	3%	0%	0%	3%	1%	6%	0%	3%	1%	2%

Thinking about liberals in America today, how much do you like or dislike them?
*Served only to Conservatives

*Liberal Views of Conservatives

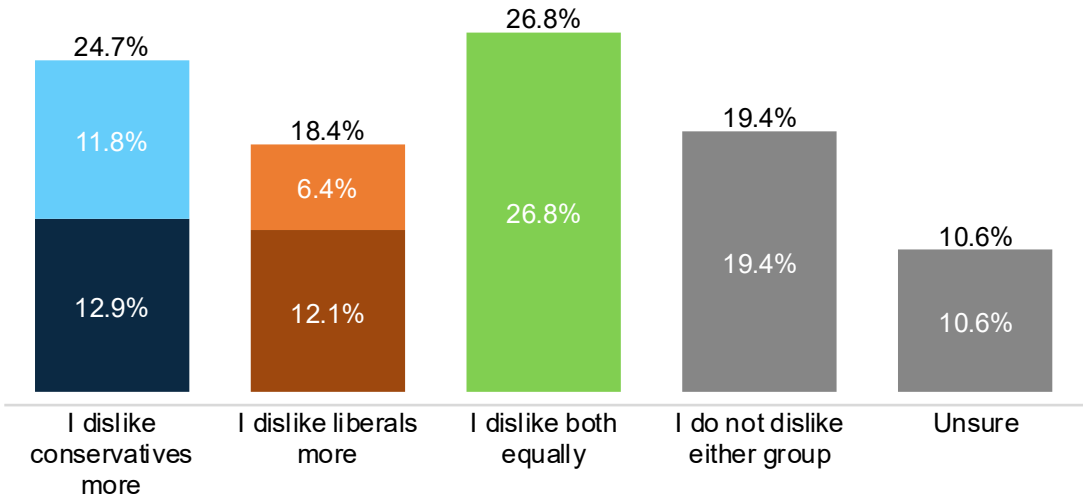


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k Income	\$75k-\$125k	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutional	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Like them Total	10%	13%	4%	15%	6%	10%	15%	11%	8%	15%	5%	7%	18%	40%	35%	63%	8%	3%	23%	6%	11%	14%	8%	6%	41%	11%	8%	13%	7%	38%	7%	8%	45%	9%	23%	11%	9%	7%
Dislike them Total	66%	69%	64%	66%	67%	70%	60%	64%	68%	68%	72%	68%	60%	10%	7%	21%	58%	78%	59%	71%	65%	65%	70%	69%	43%	66%	65%	67%	56%	0%	72%	66%	9%	70%	49%	74%	67%	69%
Like them a great deal	5%	8%	0%	8%	3%	4%	8%	7%	2%	9%	2%	2%	11%	40%	14%	30%	8%	1%	18%	0%	7%	6%	3%	2%	21%	9%	4%	7%	3%	23%	3%	2%	27%	4%	19%	7%	1%	3%
Like them some	5%	6%	4%	8%	3%	5%	7%	4%	6%	6%	3%	5%	7%	0%	21%	33%	0%	2%	5%	6%	5%	9%	4%	4%	19%	3%	5%	6%	4%	15%	4%	7%	18%	5%	4%	4%	8%	5%
Neither like nor dislike them	21%	17%	25%	17%	27%	19%	23%	20%	21%	17%	23%	20%	21%	49%	47%	16%	34%	16%	14%	21%	20%	20%	22%	23%	16%	17%	24%	18%	36%	62%	17%	23%	46%	18%	26%	14%	15%	23%
Dislike them some	23%	27%	22%	19%	19%	23%	14%	25%	25%	21%	28%	24%	19%	10%	0%	21%	23%	23%	32%	23%	25%	21%	22%	24%	21%	21%	22%	23%	28%	0%	32%	23%	9%	24%	22%	23%	18%	25%
Dislike them a great deal	44%	41%	42%	47%	48%	47%	46%	40%	42%	47%	44%	44%	41%	0%	7%	0%	35%	55%	27%	48%	40%	44%	47%	45%	22%	44%	43%	43%	28%	0%	40%	43%	0%	46%	27%	51%	49%	44%
Unsure	3%	1%	6%	2%	0%	1%	2%	5%	3%	0%	0%	4%	1%	0%	11%	0%	0%	3%	4%	2%	4%	1%	1%	2%	0%	6%	3%	3%	2%	0%	3%	3%	0%	3%	2%	0%	9%	1%

Thinking about conservatives in America today, how much do you like or dislike them?

*Served only to Liberals

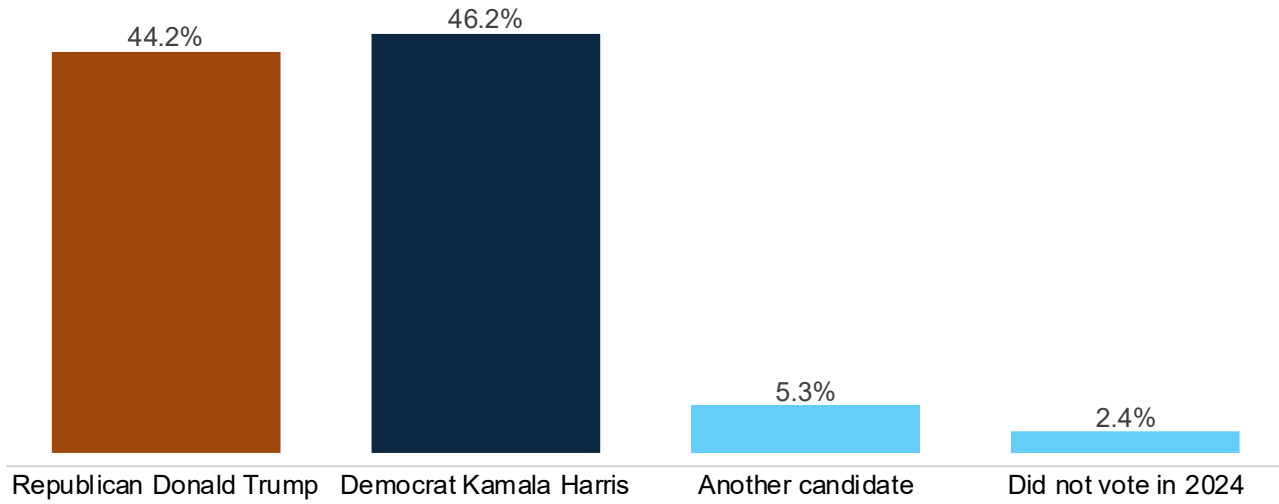
*Moderate Dislike Comparison



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
I dislike conservatives more Total	25%	23%	21%	18%	37%	32%	25%	15%	32%	20%	22%	28%	21%	0%	2%	8%	24%	54%	32%	39%	21%	27%	26%	25%	16%	39%	23%	25%	12%	0%	35%	23%	4%	40%	16%	22%	22%	29%
I dislike liberals more Total	18%	14%	17%	18%	26%	21%	23%	17%	14%	21%	17%	20%	14%	66%	29%	48%	16%	7%	9%	3%	12%	20%	27%	22%	5%	12%	24%	12%	18%	51%	9%	17%	47%	5%	9%	22%	25%	17%
I dislike conservatives much more	13%	12%	5%	11%	25%	22%	15%	6%	12%	9%	14%	15%	10%	0%	0%	4%	18%	27%	18%	14%	9%	16%	14%	12%	6%	28%	12%	12%	4%	0%	14%	12%	1%	21%	10%	10%	12%	15%
I dislike conservatives somewhat more	12%	11%	16%	7%	12%	9%	10%	9%	20%	11%	9%	13%	11%	0%	2%	5%	6%	27%	14%	24%	12%	11%	12%	13%	10%	11%	11%	13%	8%	0%	20%	12%	3%	19%	7%	12%	10%	14%
I dislike both equally	27%	25%	24%	43%	18%	26%	34%	26%	23%	27%	27%	26%	29%	10%	27%	29%	37%	18%	31%	20%	29%	22%	29%	24%	37%	24%	27%	27%	37%	8%	27%	24%	28%	24%	37%	29%	23%	25%
I dislike liberals somewhat more	6%	5%	5%	7%	9%	9%	6%	7%	3%	7%	9%	4%	9%	13%	13%	21%	9%	0%	1%	2%	5%	11%	6%	7%	5%	2%	8%	5%	8%	5%	3%	8%	15%	2%	3%	11%	9%	5%
I dislike liberals much more	12%	9%	12%	11%	17%	12%	17%	10%	11%	14%	9%	15%	6%	53%	16%	27%	7%	7%	8%	1%	7%	9%	21%	15%	0%	10%	16%	7%	10%	46%	6%	10%	32%	2%	6%	11%	16%	12%
I do not dislike either group	19%	20%	26%	15%	14%	19%	10%	26%	20%	18%	25%	19%	18%	16%	30%	6%	19%	13%	14%	27%	23%	21%	15%	20%	22%	16%	19%	21%	23%	31%	22%	21%	14%	20%	17%	14%	19%	22%
Unsure	11%	18%	12%	7%	5%	3%	8%	16%	12%	13%	9%	8%	17%	9%	13%	9%	4%	8%	13%	11%	15%	10%	4%	8%	19%	8%	7%	15%	10%	9%	8%	14%	8%	11%	20%	12%	10%	7%

Thinking about conservatives and liberals in America today, which do you dislike more?
 *served only to Moderates

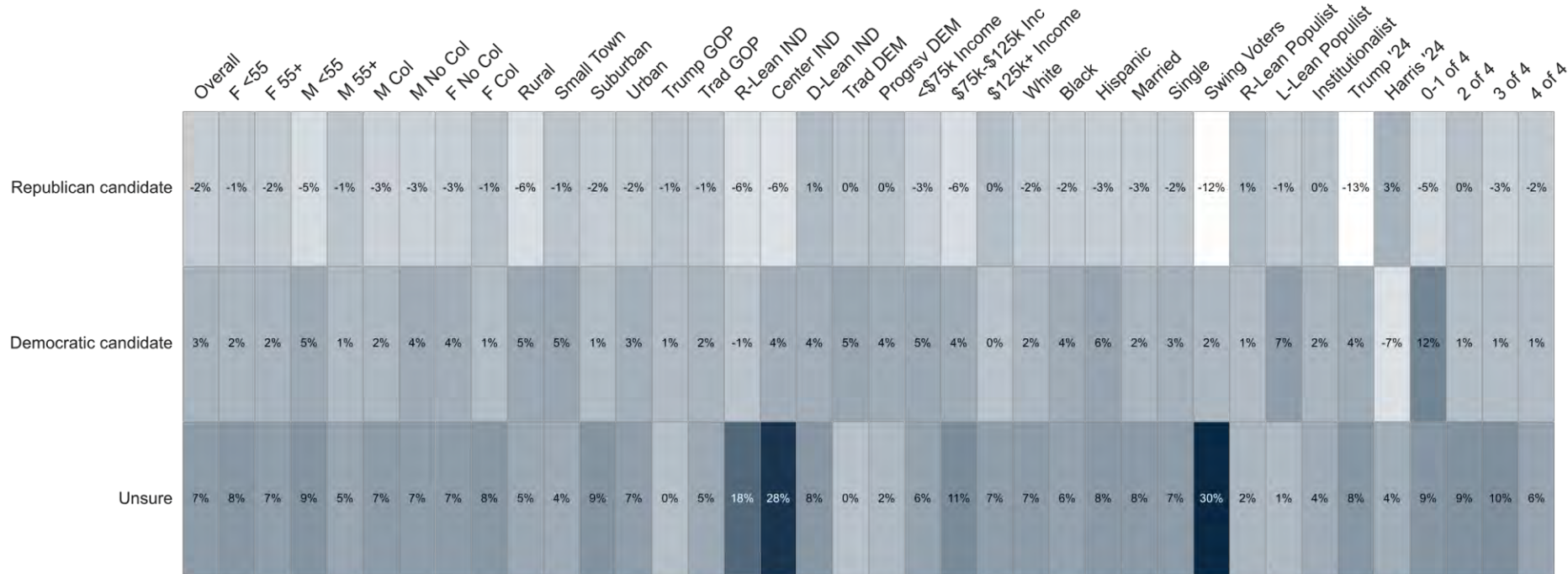
2024 Retro Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k Income	\$75k-\$125k Inc	\$125k+ Income	White	Black	Hispanic	Married	Single	Swing Voters	R-Lean Populist	L-Lean Populist	Institutionalist	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	44%	29%	43%	51%	56%	48%	59%	43%	28%	61%	55%	43%	29%	96%	90%	72%	26%	3%	3%	1%	39%	48%	47%	51%	17%	29%	50%	37%	43%	95%	4%	35%	46%	40%	45%	45%
Democrat Kamala Harris	46%	58%	48%	40%	37%	45%	31%	48%	60%	33%	33%	47%	60%	2%	4%	14%	44%	83%	92%	93%	52%	41%	45%	41%	74%	57%	41%	53%	31%	1%	89%	57%	36%	47%	45%	49%
Another candidate	5%	4%	6%	6%	5%	5%	6%	4%	6%	3%	5%	5%	6%	0%	2%	10%	19%	12%	4%	4%	6%	6%	5%	5%	5%	5%	6%	15%	2%	6%	4%	5%	6%	6%	5%	
Did not vote in 2024	2%	5%	1%	3%	1%	1%	2%	4%	2%	1%	4%	2%	2%	1%	3%	1%	6%	1%	1%	2%	2%	3%	2%	2%	3%	6%	2%	3%	5%	2%	1%	2%	11%	4%	1%	0%

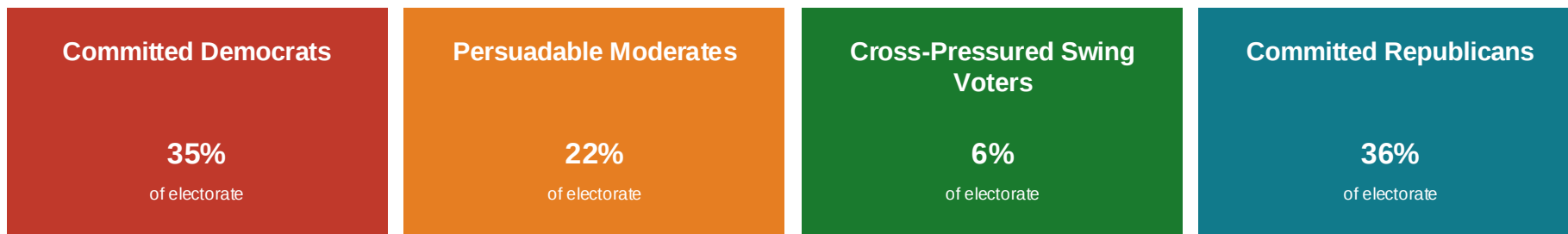
Thinking back, who did you vote for in the 2024 election for President?

Percent Change: 2024 Retro Ballot to Generic Ballot



August 2026 National Electorate

Latent class analysis on the full public question set and demographics · side-by-side segment profiles · ordered most Democratic to most Republican



◀ Democrat

Republican ▶

Ballot & Electoral Fundamentals



% within each segment

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

TOP PRIORITY

Inflation and the economy	29%	36%	18%	20%
Threats to democracy	29%	8%	6%	10%
Illegal immigration and border security	0%	4%	11%	29%
Government spending and waste	3%	11%	10%	19%
Healthcare	17%	8%	20%	1%
Social Security and Medicare	8%	11%	9%	5%
National security	1%	5%	3%	10%
Climate change	9%	4%	7%	—
Crime and public safety	1%	5%	11%	3%
Gun control	2%	5%	2%	0%
Abortion	1%	1%	—	1%
Unsure	1%	2%	2%	1%

PARTY IDENTIFICATION

Republican	1%	17%	52%	83%
Independent	26%	29%	8%	16%
Democratic	72%	45%	41%	0%

IDEOLOGY

Conservative	4%	22%	49%	86%
Moderate	29%	51%	13%	12%
Liberal	66%	17%	37%	1%

GENERIC CONGRESSIONAL BALLOT

Republican Candidate	0%	20%	49%	94%
Democratic Candidate	96%	53%	51%	0%
Unsure	4%	27%	0%	5%

Ballot & Electoral Fundamentals (cont.)



% within each segment

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

EXPECTED CONGRESSIONAL WINNER

Republicans	11%	25%	53%	78%
Democrats	75%	43%	47%	10%
Unsure	15%	32%	0%	12%

RIGHT DIRECTION / WRONG TRACK

Right Direction	0%	17%	70%	78%
Wrong Track	99%	72%	29%	18%

VOTE METHOD

Vote In-Person On Election Day	40%	46%	50%	61%
Vote Absentee By Mail	33%	27%	8%	10%
Vote Early In-Person	26%	28%	42%	28%

CONGRESSIONAL VOTE DRIVER

Support Trump via GOP vote	—	3%	28%	38%
Support GOP ideals via GOP vote	—	8%	21%	53%
Frustrated, haven't decided	8%	35%	4%	9%
Support Dem ideals via Dem vote	39%	24%	22%	—
Oppose Trump via Dem vote	53%	22%	25%	—
Unsure	1%	8%	—	1%

MIDTERM TURNOUT MOTIVATION

Extremely motivated	86%	25%	67%	65%
Very motivated	11%	25%	14%	24%
Somewhat motivated	1%	33%	10%	8%
A little motivated	1%	8%	8%	2%
Not at all motivated	0%	8%	1%	1%
Unsure	0%	2%	—	—

Ballot & Electoral Fundamentals (cont. 2), What Determines a Vote

% within each segment



Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

2024 PRESIDENTIAL VOTE

Republican Donald Trump	0%	27%	52%	96%
Democrat Kamala Harris	92%	47%	46%	1%
Another candidate	6%	12%	—	1%
Did not vote in 2024	1%	7%	2%	2%
Unsure	0%	7%	—	1%

CANDIDATE ATTRIBUTE PRIORITY

Specific plans & policy positions	64%	49%	24%	60%
Honesty & personal integrity	59%	53%	27%	40%
Record of getting things done	25%	40%	28%	44%
Toughness & willingness to fight	25%	24%	22%	27%
How they treat other people	35%	27%	36%	5%
Understands my daily-life problems	28%	26%	23%	12%
Party & who they side with	15%	6%	27%	20%
Faith & personal values	1%	18%	29%	24%
Background & life story	2%	7%	25%	2%
Unsure	0%	3%	0%	1%

Favorability Ratings



Favorable/Unfavorable are NET rollups, matching the toplines

	Committed Democrats 35%	Persuadable Moderates 22%	Cross-Pressured Swing Voters 6%	Committed Republicans 36%
DONALD TRUMP				
Favorable	1%	18%	68%	93%
Unfavorable	98%	74%	31%	7%
No Opinion	0%	8%	1%	1%
Never Heard Of	0%	1%	0%	0%
JD VANCE				
Favorable	0%	19%	63%	91%
Unfavorable	100%	59%	27%	7%
No Opinion	0%	18%	3%	2%
Never Heard Of	0%	5%	6%	0%
CHUCK SCHUMER				
Favorable	44%	19%	66%	3%
Unfavorable	43%	27%	21%	88%
No Opinion	10%	35%	10%	8%
Never Heard Of	3%	20%	2%	1%
ZOHRAN MAMDANI				
Favorable	79%	22%	49%	2%
Unfavorable	11%	24%	35%	90%
No Opinion	8%	28%	9%	4%
Never Heard Of	2%	26%	7%	5%
REPUBLICANS IN CONGRESS				
Favorable	0%	21%	73%	88%
Unfavorable	99%	60%	24%	11%
No Opinion	0%	17%	3%	2%
Never Heard Of	0%	2%	0%	0%

Favorability Ratings (cont.), Subscriptions & Digital Ownership



Favorable/Unfavorable are NET rollups, matching the topline

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

DEMOCRATS IN CONGRESS

Favorable	70%	52%	68%	1%
Unfavorable	27%	29%	27%	97%
No Opinion	3%	17%	2%	2%
Never Heard Of	0%	2%	3%	0%

SUBSCRIPTION FRUSTRATION

Extremely frustrated	41%	22%	26%	31%
Very frustrated	22%	18%	23%	21%
Somewhat frustrated	16%	28%	11%	21%
A little frustrated	9%	17%	18%	11%
Not at all frustrated	7%	6%	22%	10%
Unsure	5%	9%	—	6%

SOFTWARE OWNERSHIP EXPECTATION

Should Guarantee Access	81%	68%	58%	74%
Should Not Guarantee Access	8%	15%	41%	13%

END-OF-SUPPORT OBLIGATIONS (SELECT ALL)

Disclose before purchase access could end	48%	42%	39%	43%
Release version working w/o servers	50%	31%	39%	41%
Give advance notice before access ends	45%	44%	35%	39%
Provide a refund	43%	42%	41%	37%
Allow community-run servers	27%	17%	30%	17%
Nothing required	2%	7%	43%	5%
Unsure	7%	12%	0%	8%

AI Data Centers



% within each segment

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

DATA CENTER AWARENESS

A ton	48%	13%	34%	27%
A good amount	34%	30%	38%	41%
Some	13%	25%	5%	21%
A little	4%	21%	18%	8%
None at all	1%	5%	5%	2%
Unsure	0%	5%	—	1%

DATA CENTER PROXIMITY

In my neighborhood	1%	2%	14%	1%
In my community	11%	8%	29%	7%
In the general vicinity	26%	21%	14%	22%
In my state	29%	24%	35%	27%
Unsure	34%	45%	9%	42%

DATA CENTER NET IMPACT

Positive	4%	14%	76%	26%
Some positive, some negative	19%	38%	10%	30%
Negative	69%	34%	14%	33%

% within each segment

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

INDIVIDUALISM VS. COLLECTIVISM

Self-Determination	48%	62%	61%	82%
Community/Country Dependent	47%	31%	39%	17%

RESPONSIBILITY WHEN SOMEONE FALLS ON HARD TIMES

The person themselves	17%	37%	25%	47%
Their family	11%	14%	21%	25%
Their church or community organizations	2%	6%	10%	12%
Their employer	0%	2%	12%	—
Their therapist	0%	0%	5%	0%
State or local government	26%	14%	16%	8%
The federal government	26%	13%	9%	2%
Unsure	17%	15%	1%	6%

SACRIFICE FOR COMMON GOOD

Agree	50%	30%	77%	31%
Neither	19%	36%	8%	20%
Disagree	26%	28%	14%	46%

Populism Battery and Technocrat Battery



Each row is the NET Agree share with the statement, matching the toplines

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

AGREE WITH EACH STATEMENT

Parties both controlled by same elites	63%	61%	78%	59%
Impossible for ordinary people to know truth	65%	63%	73%	72%
Trust own read over official story	70%	65%	77%	86%
Common sense beats expert opinion	24%	43%	78%	71%
People, not politicians, should decide	82%	69%	81%	79%
Politics is honest people vs. corrupt establishment	54%	56%	80%	60%
Compromise means selling out principles	27%	36%	75%	46%
Even those I disagree with belong in politics	68%	62%	78%	67%
Most in govt trying to do right thing	45%	36%	80%	34%
Party disagreements are real, not for show	74%	55%	78%	72%
Good that courts can slow down popular will	58%	56%	81%	49%

AGREE WITH EACH STATEMENT

Complicated problems best left to experts	47%	28%	85%	30%
Most voters don't know enough for policy	62%	52%	82%	68%
Country better governed by experts	53%	44%	86%	29%

Media Consumption



% within each segment; Social Media is a NET of TikTok/Facebook/Twitter/YouTube

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

NEWS ATTENTION

A great deal	44%	7%	50%	27%
A lot	22%	12%	20%	23%
A moderate amount	26%	43%	13%	29%
A little	6%	28%	15%	16%
None at all	1%	8%	2%	4%
Unsure	0%	3%	—	0%

PRIMARY TV SERVICE

Cable TV (Comcast, Spectrum, Cox)	18%	12%	16%	19%
Satellite TV (DirecTV, Dish)	6%	4%	17%	8%
Free streaming (Tubi, Pluto TV, Peacock)	7%	22%	24%	10%
Live paid streaming (YouTube TV, Hulu, Sling)	32%	30%	26%	34%
Combination of cable/satellite & streaming	21%	15%	5%	18%
Over-the-air antenna only	3%	8%	10%	3%
I do not watch television at home	13%	9%	2%	8%

Media Consumption (cont.)



% within each segment; Social Media is a NET of TikTok/Facebook/Twitter/YouTube

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

PRIMARY NEWS SOURCES (SELECT UP TO THREE)

National broadcast TV	41%	33%	12%	15%
Local broadcast TV	23%	25%	17%	21%
Cable news	34%	21%	13%	43%
Streaming app(s)	8%	11%	17%	12%
Social Media	28%	51%	80%	37%
TikTok	6%	16%	31%	4%
Facebook	5%	26%	32%	12%
Twitter/X	6%	7%	14%	12%
YouTube	15%	26%	42%	17%
Newspaper	19%	7%	13%	7%
Talk radio	5%	7%	17%	17%
Podcasts	18%	9%	6%	18%
News media websites	46%	23%	10%	23%
AI (ChatGPT)	1%	5%	11%	3%
Other websites	22%	11%	8%	17%
Unsure	1%	3%	0%	3%

Demographics



% within each segment

	Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
	35%	22%	6%	36%
GENDER				
Female	59%	66%	44%	43%
Male	41%	34%	56%	57%
AGE				
Under 55	47%	61%	90%	35%
18 - 29	8%	19%	37%	3%
30 - 44	23%	21%	45%	14%
45 - 54	16%	21%	8%	18%
55 and Over	54%	38%	10%	65%
55 - 64	21%	20%	8%	26%
65+	33%	18%	2%	39%
EDUCATION				
No degree	37%	65%	71%	55%
Some high school	0%	1%	3%	1%
High school diploma/GED	5%	19%	39%	12%
Technical Certification	3%	7%	7%	7%
Some college or Associate's Degree	29%	38%	22%	35%
At least College	63%	35%	28%	44%
Four-year undergraduate or Bachelor's Degree	32%	20%	13%	28%
Graduate degree or further	31%	15%	15%	16%
RACE/ETHNICITY				
White or Caucasian	72%	56%	39%	85%
Asian or Pacific Islander	1%	2%	3%	1%
Black or African American	9%	22%	43%	0%
Hispanic or Latino	11%	15%	16%	7%
Other	5%	3%	—	4%
Unsure	2%	2%	—	2%

Demographics (cont.)



% within each segment

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

HOUSEHOLD INCOME

Less than \$25,000	7%	19%	11%	4%
\$25,000 - \$49,999	10%	18%	17%	10%
\$50,000 - \$74,999	15%	17%	28%	12%
\$75,000 - \$99,999	11%	10%	15%	10%
\$100,000 - \$124,999	12%	9%	5%	13%
\$125,000 - \$149,999	11%	8%	8%	12%
\$150,000 - \$249,999	17%	9%	4%	20%
\$250,000+	10%	3%	12%	10%
Unsure	5%	7%	—	7%

MARITAL STATUS

Single	26%	36%	47%	9%
Married	55%	42%	45%	67%
Divorced	10%	13%	4%	14%
Widowed	6%	4%	3%	7%
Separated	1%	2%	—	3%
Unsure	2%	2%	—	0%

COMMUNITY TYPE

Rural	7%	12%	14%	15%
Small town	14%	13%	4%	22%
Suburban	57%	46%	26%	54%
Urban	22%	29%	56%	9%

Demographics (cont. 2), Populist Class & Turnout Tier



% within each segment

Committed Democrats	Persuadable Moderates	Cross-Pressured Swing Voters	Committed Republicans
35%	22%	6%	36%

2024 PRESIDENTIAL VOTE

Republican Donald Trump	0%	27%	52%	96%
Democrat Kamala Harris	92%	47%	46%	1%
Another candidate	6%	12%	—	1%
Did not vote in 2024	1%	7%	2%	2%
Unsure	0%	7%	—	1%

SPECIFIC VOTER HISTORY (SELECT ALL THAT APPLY)

2018 Congressional Midterm	81%	36%	42%	76%
2020 Presidential	92%	75%	64%	96%
2022 Congressional Midterm	88%	52%	37%	81%
2024 Presidential	98%	82%	69%	97%

POPULIST CLASS

Strong Populist	11%	18%	52%	24%
Lean Populist	24%	30%	22%	35%
Lean Institutional	30%	31%	12%	27%
Strong Institutional	34%	22%	14%	14%

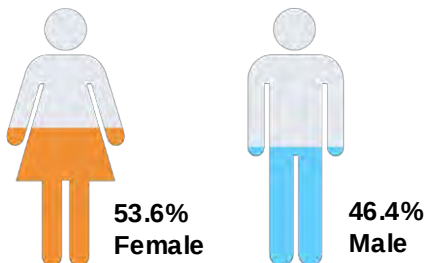
TURNOUT TIER

High Turnout	55%	6%	51%	41%
Strong Turnout	27%	24%	22%	35%
Mid-Turnout	15%	24%	15%	16%
Turnout Risk	3%	46%	13%	7%

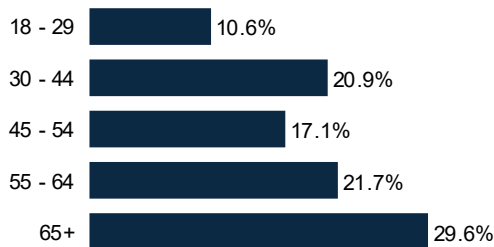
Demographics



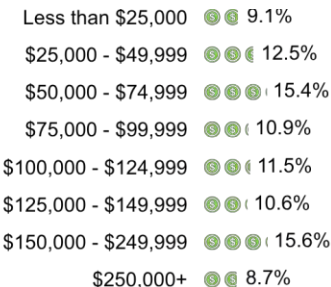
Sex



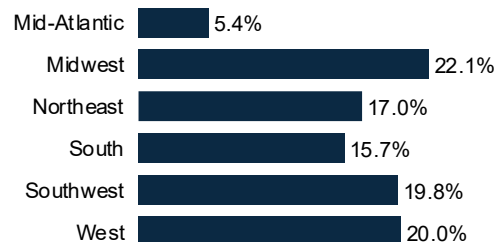
Age Range



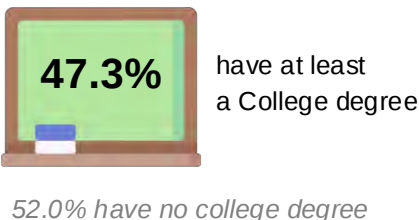
Household Income



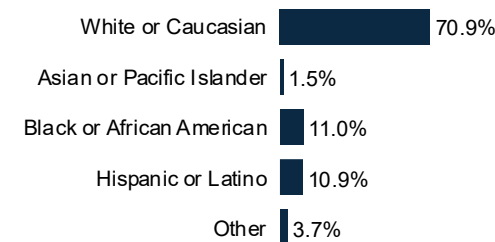
Geo - Region



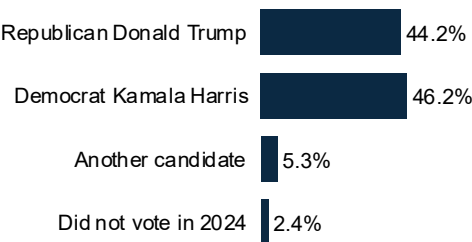
Education



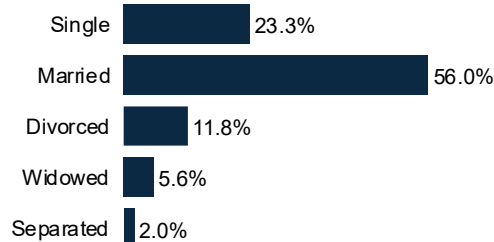
Race/Ethnicity



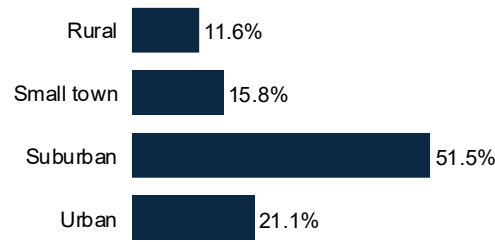
2024 Retro Ballot



Marital Status



Community Type



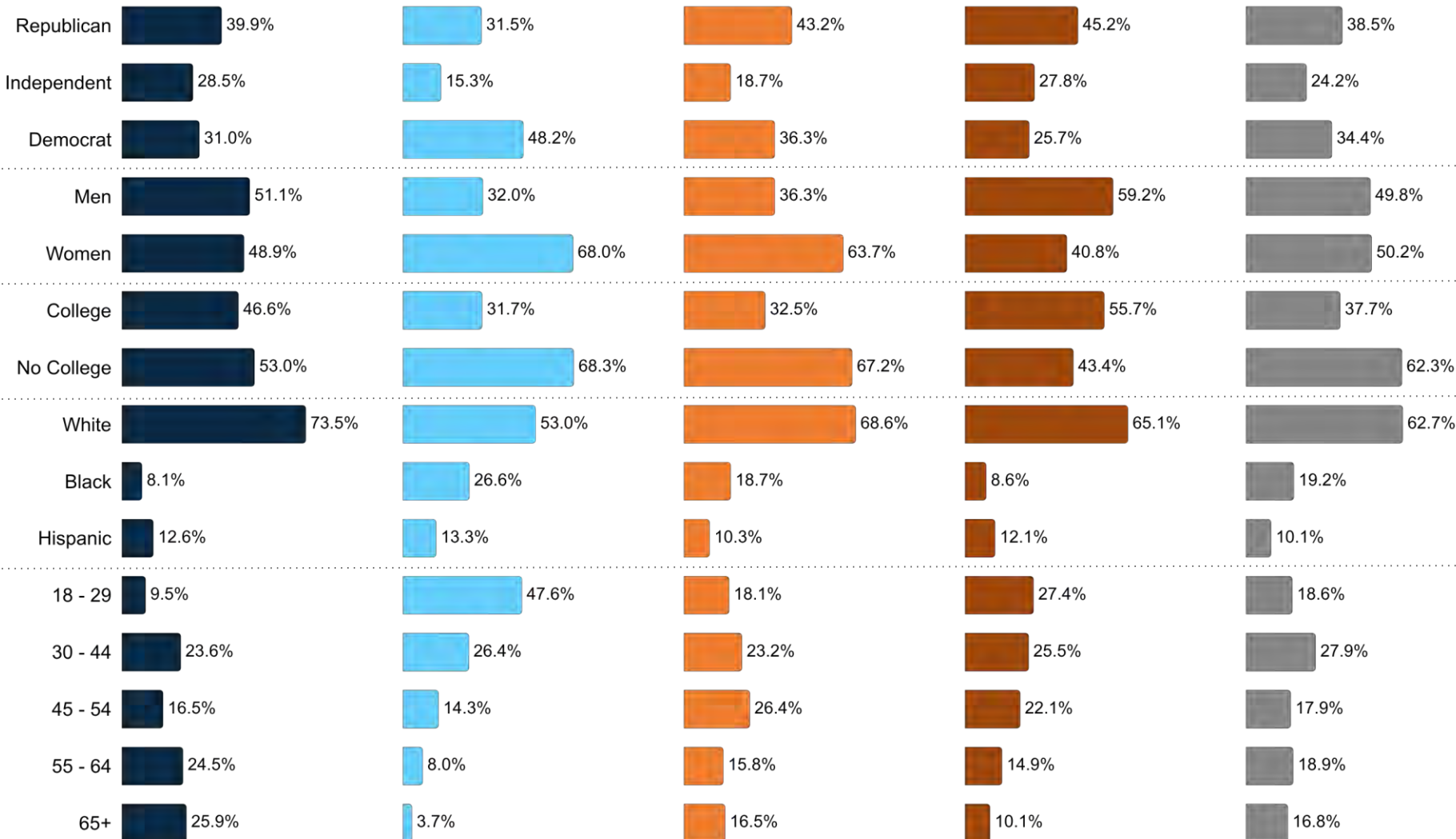
Streaming app(s)

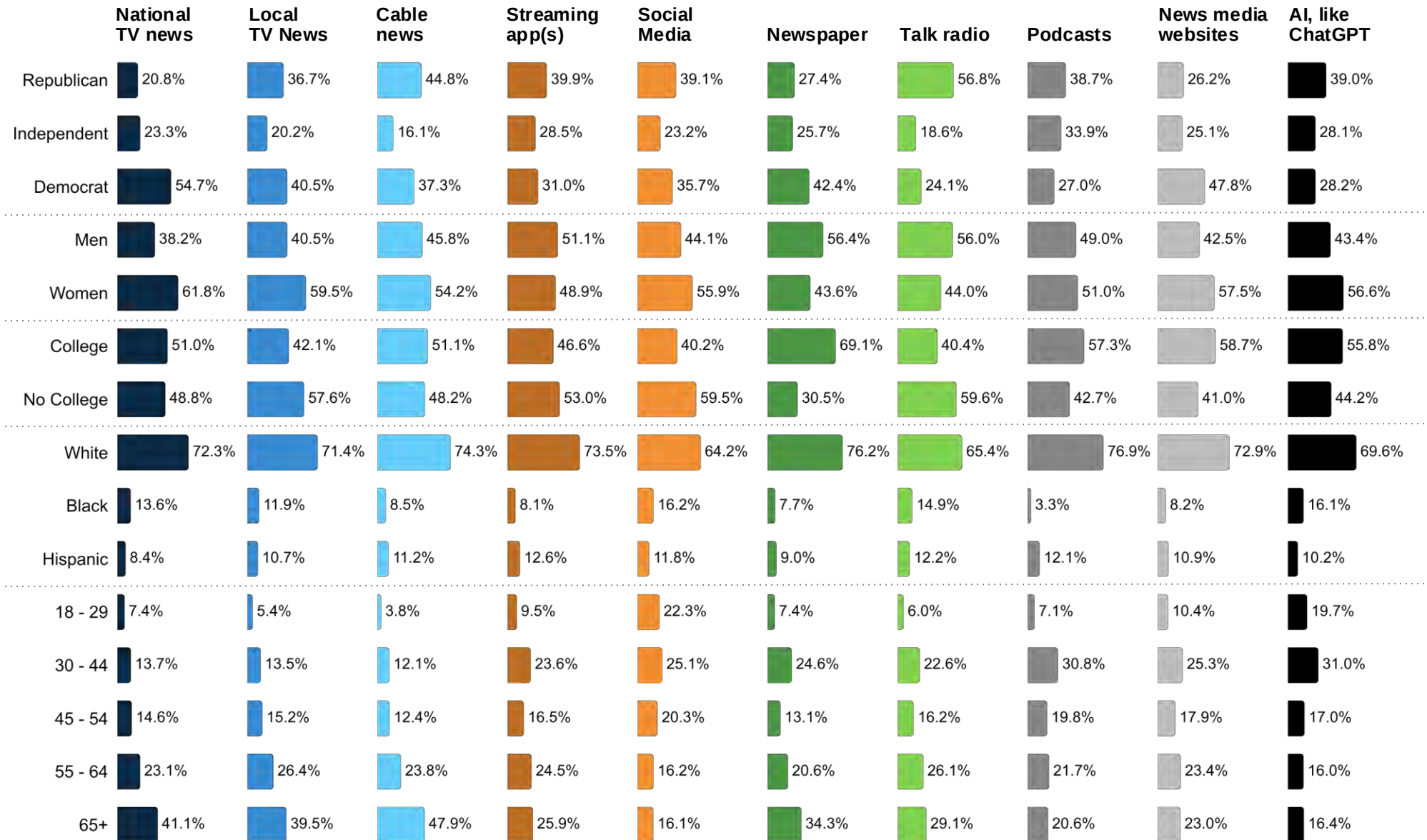
TikTok

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	42%	39%	35%	42%	38%	82%	77%	87%	57%	47%	43%	55%	53%	38%	32%	24%	31%	24%	29%	15%	41%	36%	37%	51%	32%	41%	42%	58%
Cable news	38%	30%	25%	38%	29%	16%	0%	15%	29%	15%	14%	22%	13%	34%	40%	29%	34%	58%	47%	51%	27%	41%	36%	23%	36%	33%	36%	26%
News media websites	21%	38%	29%	20%	39%	11%	26%	44%	28%	41%	43%	22%	34%	39%	21%	37%	46%	19%	30%	25%	22%	26%	32%	33%	38%	24%	31%	23%
National TV news	16%	39%	28%	17%	37%	5%	22%	29%	14%	17%	26%	11%	25%	37%	15%	44%	42%	22%	38%	59%	24%	30%	30%	25%	30%	28%	35%	25%
Local TV news	22%	23%	23%	22%	24%	8%	4%	15%	17%	18%	10%	17%	19%	23%	28%	30%	25%	26%	23%	38%	23%	23%	22%	22%	21%	24%	16%	26%
YouTube	21%	20%	14%	21%	19%	39%	44%	25%	34%	27%	22%	21%	22%	20%	18%	12%	18%	9%	17%	10%	18%	16%	20%	24%	14%	22%	26%	29%
Other websites	17%	18%	13%	16%	18%	13%	25%	14%	14%	20%	26%	24%	19%	21%	20%	11%	17%	17%	12%	6%	11%	14%	19%	18%	19%	17%	18%	7%
Podcasts	16%	13%	24%	15%	15%	16%	24%	2%	16%	36%	22%	24%	19%	12%	18%	21%	10%	10%	19%	7%	16%	15%	16%	13%	20%	13%	12%	10%
Facebook	14%	13%	15%	15%	13%	38%	15%	21%	20%	12%	14%	21%	20%	25%	10%	7%	11%	11%	8%	4%	18%	16%	11%	17%	11%	16%	7%	24%
Newspaper	8%	15%	12%	7%	15%	6%	9%	3%	12%	11%	18%	7%	6%	12%	9%	21%	9%	8%	18%	17%	11%	8%	10%	18%	19%	6%	11%	7%
Talk radio	16%	7%	9%	16%	7%	16%	0%	4%	12%	6%	16%	8%	18%	7%	22%	9%	5%	19%	8%	3%	12%	12%	10%	11%	9%	11%	9%	15%
Streaming app(s)	11%	8%	17%	13%	9%	14%	20%	3%	12%	12%	12%	9%	17%	6%	11%	16%	11%	11%	8%	8%	12%	10%	11%	9%	11%	10%	8%	12%
TikTok	6%	11%	8%	7%	10%	24%	22%	53%	16%	8%	10%	7%	9%	8%	4%	0%	4%	2%	2%	0%	11%	6%	6%	17%	6%	8%	7%	21%
Twitter / X	12%	6%	10%	12%	7%	22%	33%	21%	8%	11%	13%	19%	15%	2%	10%	7%	1%	6%	3%	0%	6%	6%	9%	11%	9%	7%	11%	8%
AI, like ChatGPT	4%	2%	4%	4%	2%	7%	5%	6%	6%	4%	3%	5%	4%	1%	3%	6%	0%	1%	2%	3%	2%	2%	3%	4%	3%	3%	5%	3%
Unsure	2%	1%	4%	2%	1%	3%	0%	0%	2%	4%	1%	1%	5%	0%	2%	0%	1%	3%	0%	0%	3%	3%	2%	1%	1%	2%	1%	0%