



Survey of Likely 2026 General Election Voters

National

August 25 – 27, 2026 | n=1500 | $\pm 2.53\%$

The Political Backdrop

- American voters are in a sour mood heading into the November midterm election. 63% say the country is off track compared to just 35% right direction, and 59% feel foreign policy is on the wrong track.
 - The gap is totally partisan. 71% of Republicans say right direction versus 24% of independents and 5% of Democrats, so national mood functions as a referendum on the administration.
- Democrats lead the congressional ballot 51% to 42% (D+9), but that margin widens when asking who voters expect to win (D+14), which can be an even greater indicator of where the ballot is headed.
 - Self-identified Independents break D+33 with 19% undecided, and Trump's image is -40 net fav with them.
- Economic stress is the top issue on the minds of voters. 28% name inflation and the economy as the top priority for Congress, ahead of threats to democracy at 15% and government spending at 14%.
 - Priorities diverge by coalition. Among Republicans, immigration at 26% leads. For Democrats it's inflation at 33% and threats to democracy at 25%.
- Swing voters, the 26% soft or undecided on the generic congressional ballot, are the most economically driven group in the electorate. 35% name inflation first and only 26% see the country headed the right direction.

- They are not ideological about trade. They oppose the current tariffs 61% to 37% while backing the move of production out of China at 71%.

The Tariff Verdict

- Trump's tariffs are strongly opposed by American midterm voters. 57% oppose (-16 net oppose), and 62% say they are hurting the American economy (-37 net hurt).
 - Opposition is deepest among college-educated women at 71% hurting, urban voters at 70%, voters in Western states at 70%, and Independents at 71% - all Democratic leaning groups.
 - The supportive coalition is soft. Only 20% strongly support the tariffs, while 43% strongly oppose them, a 23-point intensity deficit.
- The damage registers personally, which is what makes it durable. 55% say they are worse off economically since the tariffs took effect, compared to just 18% better off and 22% no change.
 - Women report more harm than men, 60% to 49%, but there's almost no gap across income tiers. Households below \$75k report 57% worse off, just 3 points above \$125k+ households.
- The core promise has not landed. 58% say tariffs have not brought manufacturing jobs back, and only 13% believe a lot of jobs returned.
 - The doubt reaches inside the GOP base. 31% of self-identified Republicans call the tariffs harmful, 23% say they are personally worse off, and 23% say no jobs came back.

- Support is concentrated in a specific heavily-right-leaning profile: 77% of Republicans, 76% of conservatives, 54% of men without a degree, 51% in small towns, and 50% in rural areas.
 - The mirror image is equally sharp. Tariff support falls to 31% among college-educated women, 30% among urban voters, and 32% in the West.

What American Voters Will Absorb

- Market volatility is a weaker constraint on American trade policy than conventional wisdom assumes. 56% would accept a year of turbulence for stronger long-term growth, 34% would not.
 - Tolerance is unevenly distributed. Men run 66% comfortable, 20 points higher than women. College-educated men reach 71%, and \$125k+ households land 13 points higher than <\$75k households.
- Volatility is mostly a spectator sport for this electorate. 31% notice it without effect and 11% do not notice at all, while barely a quarter (27%) say it changes how they invest or spend.
 - Even among \$125k households, only 27% say volatility changes their behavior, which limits how much market pain converts into political pressure.
- Price is the binding constraint instead. A 28% plurality would pay nothing extra for an American-made version of a \$100 imported good, and only 16% would pay an extra \$25 or more.
 - That gap explains the tariff verdict. Voters endorse American manufacturing in principle, then decline to fund it the moment a specific dollar figure appears.

- There is a clear 12-point gap among those who would lower tariffs on Chinese goods to reduce prices (54%) versus those who would keep them high for jobs (36%).

Engagement in Principle Versus Practice

- American voters want a smaller global footprint. 45% say less involved in world affairs, 26% more involved, and 25% about as involved as the country is now.
 - The retreat is loudest on the left and among the young. 55% of Democrats, 57% of liberals, 54% of voters under 55, and 63% of generic ballot undecideds want less involvement.
 - Republicans (44%) are the status quo party here and want involvement to stay exactly where it is 4x more than Democrats (9%) and 2x more than independents (19%).
- That preference does not survive contact with specifics. Voters wanting less involvement still back a larger Indo-Pacific naval presence by a 31-point margin and 69% back moving manufacturing out of China.
 - 63% of the same group calls Asia-Pacific alliances extremely or very important, only 6 points below the 69% national figure.
- Voters also understand that American choices carry abroad. 57% say the November result will affect people in other countries a ton or a great deal, especially Democrats (73%).
 - 63% of college graduates say a ton or a great deal against 52% without a degree, and Republicans at 45% are the least likely to see spillover.

- The engagement voters want America to keep is regional rather than universal. 70% support a larger Indo-Pacific presence and 68% call Asia-Pacific alliances important, while only 42% back continued military aid to Israel.
 - Ukraine aid still holds at 64% support. Continued strikes on Iran's nuclear program split 46% support to 48% opposed.

How Far Americans Will Go on China

- Appetite for economic confrontation is broad. American voters are willing to sanction Chinese companies by a 30-point margin, +12 net support on limiting Chinese technology firms operating in America, and 73% support moving supply chain out of China into Southeast Asia.
 - Sanctions willingness runs 83% among Republicans, 55% among independents, and 42% among Democrats (-2 net) – a clear wedge issue within the Democratic party.
- Cost warnings do not soften that resolve. In the split sample, adding market disruption moved sanctions willingness only -2 points, and adding a consumer cost clause moved tech limits +5 points, from 50% to 55%.
 - Ballot undecideds moved +13 points toward tech limits under the cost clause, among the largest positive shifts.
- The one lever that reverses opinion is China's benefit. Acceptance of American investment in China fell from 47% to 36%, a net -18-point swing, when the question noted it strengthens China's economy.

- The drop is steepest among the groups most open to begin with. Democrats fell -25 net points, college-educated men -25, and voters under 55 -28.
- The decoupling coalition is real but bounded. 39% want economic separation from China versus 53% who want to stay connected, and voters worry America's posture towards China is too weak versus too aggressive by 9 points (39 – 48).
 - Separation is mostly a Republican position (58% decouple). Just 22% of Democrats, and 34% believe the U.S. should separate economically from China.

Southeast Asia and the Supply Chain Shift

- Relocating production from China into Southeast Asia is the most broadly supported trade position in the survey, backed 73% to 13% with 15% unsure.
 - It clears partisanship entirely: 79% of Republicans, 75% of independents, 66% of Democrats, and 77% of tariff supporters alongside 70% of tariff opponents.
 - Support rises with education, 79% among college graduates and peaks at 82% among college-educated men but is still supported by two-thirds of non-college voters (67%).
- Voters accept the dependence swap it implies. 52% say trading China dependence for Southeast Asian dependence makes them more comfortable, 11% less comfortable, 26% no difference.
 - Comfort splits hard by gender and education. Men run 64% more comfortable versus 42% of women, and college-educated men reach 70% (17 points over college-educated women).

- Half the electorate already reads the region as rising. 49% say Southeast Asia is becoming more important to America's economic future, 30% about the same, 10% less important.
 - This is the rare question with no partisan split at all: Republicans 50%, independents 49%, Democrats 48%.
 - The gap is informational instead. 58% of college graduates say more important compared to 41% without a degree, falling to 36% among women without a degree.
- Semiconductor supply is the concrete anchor under all of it. 82% say reliable American access to Asian-made semiconductors is important, and 56% call it extremely or very important.
 - Salience tracks income and education. 65% of college graduates and 64% of \$125k households call it extremely or very important, compared to just 49% of non-college voters and 47% of households below \$75k.

Reshoring vs. Friend-Shoring

- Given a direct choice, voters pick home. 54% prioritize American manufacturing even at higher cost, 13 points over those who prefer allied countries if that keeps costs lower.
 - The split is partisan at the extremes. 72% of Republicans and 74% of conservatives choose home, but just 37% of Democrats and 37% of liberals say the same.
- The more useful divide is generational. Voters under 55 break 50% to 45% toward allied countries, while those 55 and over break 63% to 33% toward home.

- Under 45 is where friend-shoring wins outright. 52% of 18 to 29 year olds and 53% of 30- to 44-year-olds prefer allied countries, against 32% of voters 65 and older.
- Geography reinforces it. Rural voters choose home 63% to 33%, while urban voters split 45% to 47% in favor of allied countries.
- The distinction dissolves once China is named. 75% of the home-first group and 74% of the allied-country group both support moving production out of China into Southeast Asia.
 - Framing matters more than position. In the abstract the two options divide the electorate; framed as an exit from China they combine into a supermajority above 70%.
- Trade nationalism splits the electorate harder than tariff support. 50% say leaders should focus only on the effect on Americans, just 3 points ahead of voters who would consider other countries.
 - That instinct is strongest among men without a degree at 61% Americans-only and weakest among college-educated women at 41%.

How Americans See Asian Partners

- The partner hierarchy is set by familiarity, not by policy. Japan reads as a dependable ten-year partner at 65%, Australia 56%, South Korea 52%, Taiwan 45%, the Philippines 38%.
 - Relationship preferences follow basically the same order. 63% want both closer economic and military ties with Japan, 59% South Korea, 57% Australia, 55% Taiwan, and 46% the Philippines.

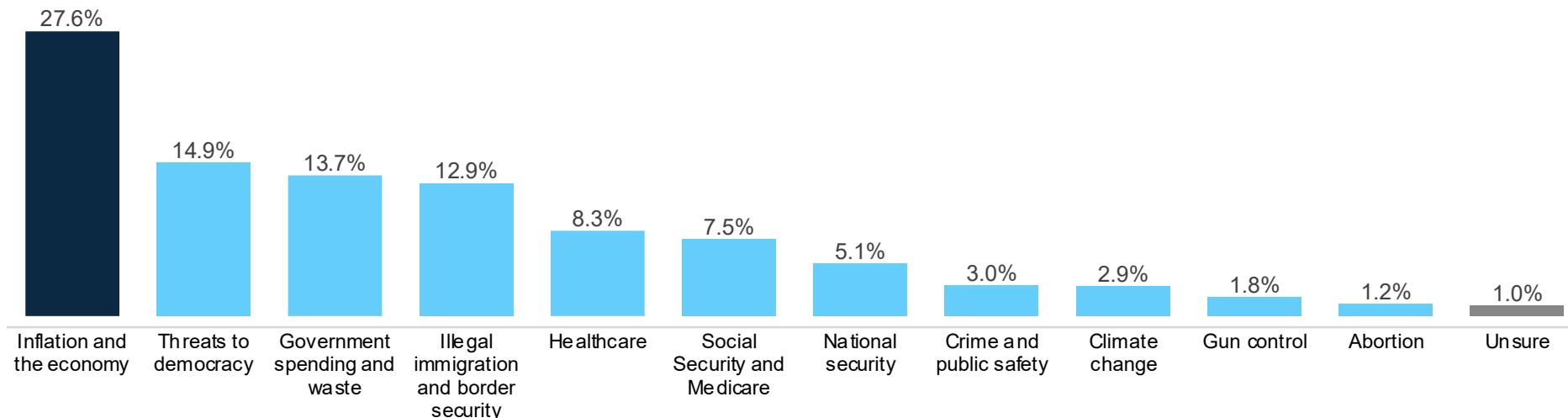
- Lower scores for Southeast Asian economies reflect unformed opinion rather than rejection. 29% answer unsure on Malaysia and 26% on Indonesia, the highest of any countries tested.
 - Rejection is rare. Only 17% want no closer relationship with Malaysia or Indonesia, compared to 54% and 56% who want closer economic ties, military ties, or both.
 - Vietnam sits between the tiers at 26% dependable, 65% wanting closer ties of some kind, and 18% unsure.
- Knowledge, not partisanship, drives these numbers. College graduates rate Japan dependable at 72%, +14 over those without a degree, South Korea 60% to 44%, Australia 65% to 47%.
 - Women trail men on every country. Japan reads dependable to 77% of men but 53% of women, South Korea 64% to 41%, and 19% of women answer unsure against 6% of men.
- China is the only country where voters actively refuse a relationship. 40% want neither closer economic nor closer military ties, and just 18% call China a dependable ten-year partner.
 - Younger voters are the exception. 30% under 30 name China dependable, twice as many as older voters, and 26% of 18- to 29-year-olds say China is not a threat at all.

Asia's Salience Problem

- Concern about China does not translate into priority. 22% name Asia as the region mattering most to the American economy, well behind Canada and Mexico at 35%.

- Asia salience is an elite trait in this electorate. 28% of college graduates and 30% of \$125k households named Asia, compared to 16% without a degree, 18% of voters earning less than \$125k and 12% of rural voters.
- China and Taiwan rank last among foreign policy priorities at 16%, behind Iran and the Middle East at 31%, no foreign focus at all at 28%, and Russia and Ukraine at 17%.
- The gap is not complacency. China is expected to be more economically competitive than the U.S. in ten years by a 5-point margin.
 - Pessimism is strongest where China concern is weakest. 63% of Democrats and 58% of independents expect China to win, while 28% of Republicans are more optimistic about the U.S.
- Voters are also split on method. 42% would deal with China directly and 41% would build closer ties with other Asian countries to counterbalance it, with 9% saying do not counter at all.
 - The counterbalance strategy is the informed voter's answer. 51% of college graduates and 59% of college-educated men choose it, while just 33% of non-college voters and 27% of women without a degree pick it.

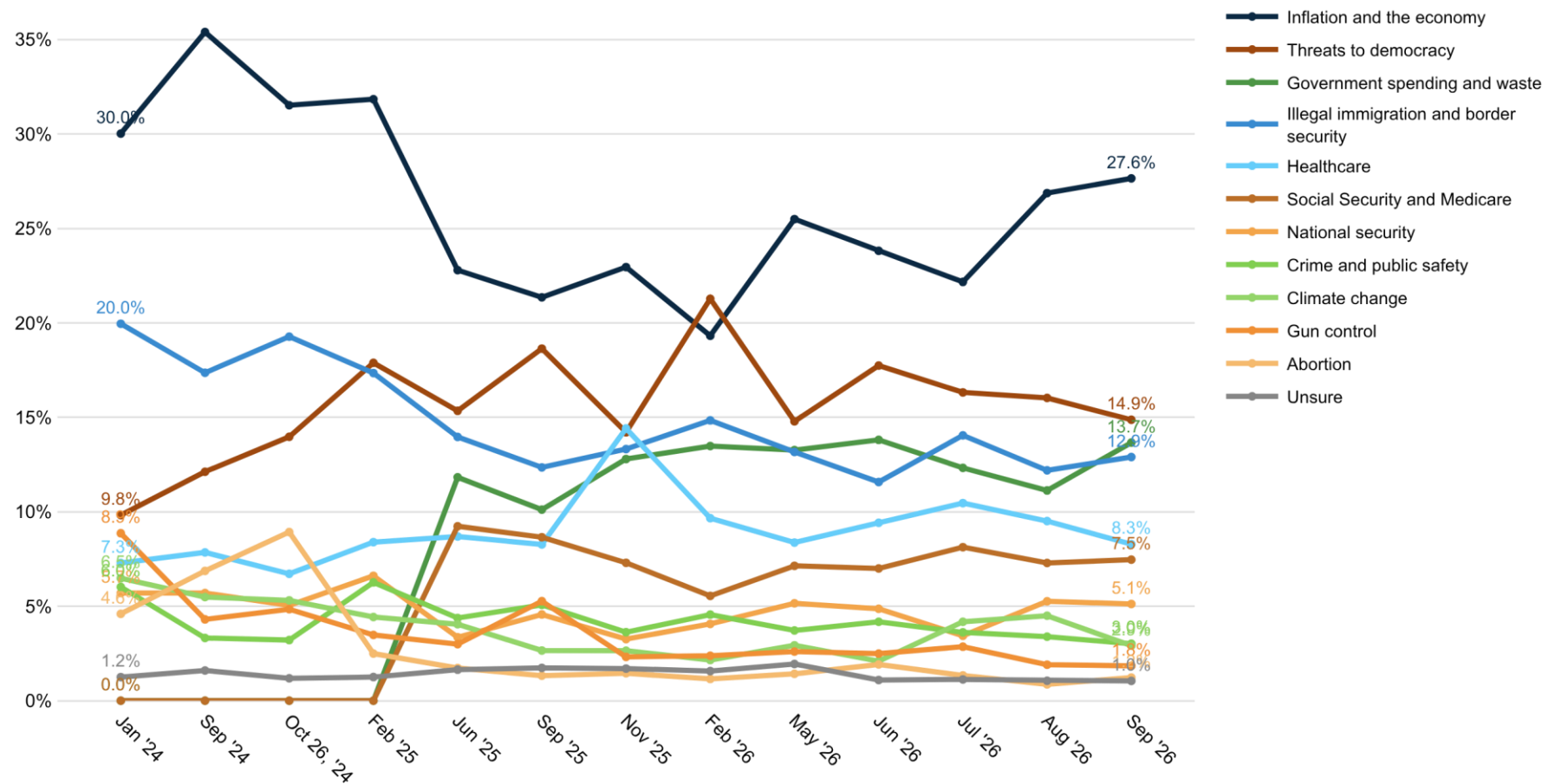
Top Priority



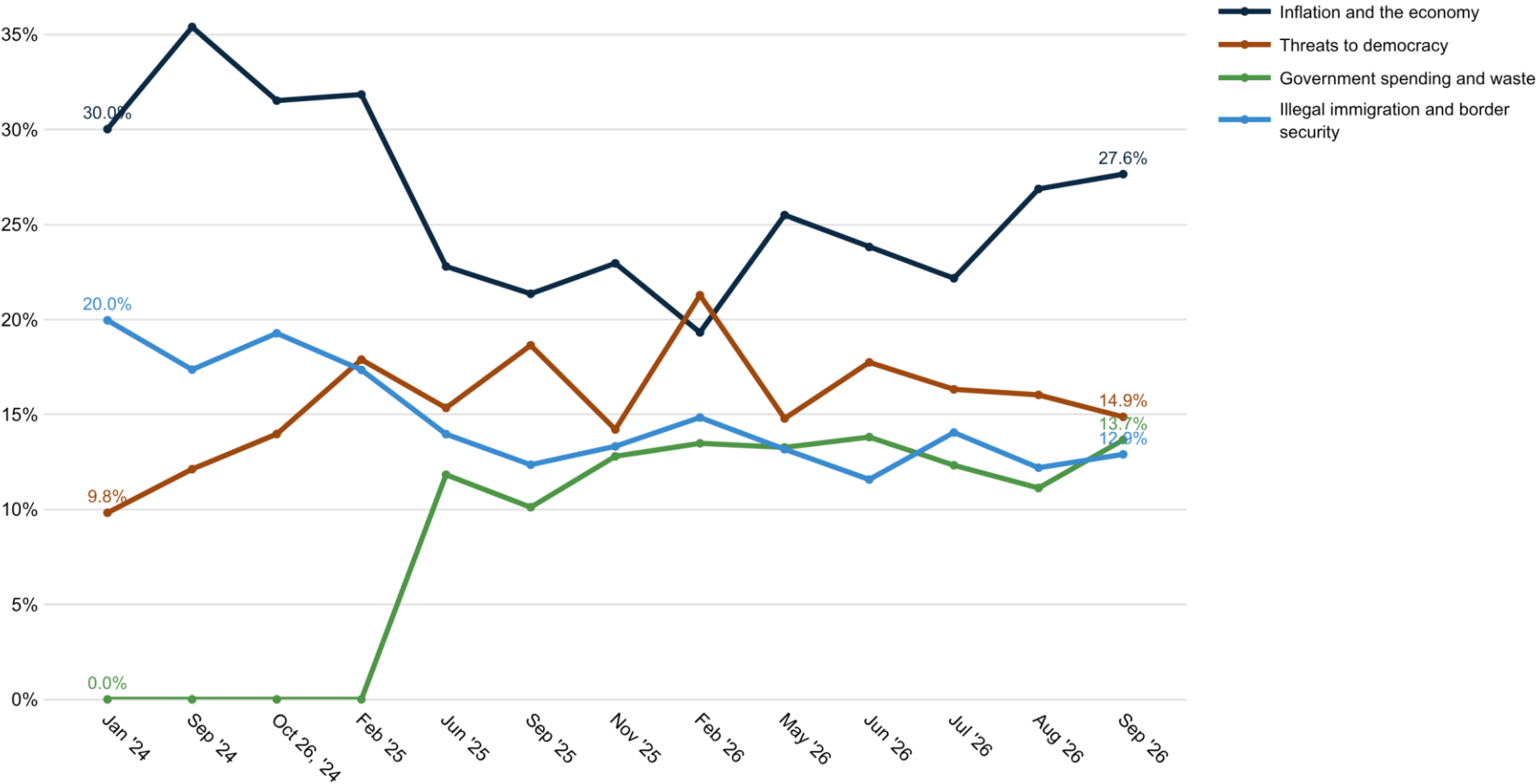
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	28%	33%	24%	33%	21%	26%	28%	30%	26%	22%	24%	29%	30%	19%	32%	33%	18%	35%	33%	29%	28%	25%	20%	33%	35%	28%	29%	31%	26%
Threats to democracy	15%	15%	20%	12%	12%	15%	9%	13%	24%	8%	16%	14%	19%	7%	12%	25%	7%	14%	26%	13%	18%	15%	6%	24%	6%	8%	13%	16%	17%
Government spending and waste	14%	9%	12%	11%	22%	20%	14%	12%	10%	17%	13%	14%	13%	20%	14%	7%	20%	12%	6%	11%	13%	17%	19%	7%	17%	12%	8%	14%	15%
Illegal immigration and border security	13%	8%	13%	16%	14%	15%	16%	12%	10%	18%	15%	13%	9%	26%	11%	2%	27%	7%	1%	10%	12%	17%	28%	1%	9%	9%	17%	12%	14%
Healthcare	8%	14%	7%	7%	6%	6%	7%	10%	10%	8%	8%	8%	9%	4%	7%	14%	3%	9%	15%	10%	7%	8%	3%	14%	5%	12%	11%	6%	7%
Social Security and Medicare	7%	4%	10%	4%	12%	7%	8%	10%	4%	9%	8%	7%	7%	5%	10%	8%	6%	9%	7%	9%	8%	6%	6%	9%	10%	9%	6%	5%	8%
National security	5%	4%	7%	4%	6%	3%	7%	4%	6%	6%	8%	5%	2%	9%	4%	1%	10%	4%	0%	5%	6%	5%	10%	1%	4%	6%	6%	5%	5%
Crime and public safety	3%	5%	2%	3%	2%	2%	3%	4%	3%	5%	3%	3%	3%	2%	4%	3%	4%	1%	4%	3%	2%	3%	3%	3%	5%	5%	5%	4%	2%
Climate change	3%	3%	2%	6%	1%	3%	4%	2%	3%	3%	1%	4%	2%	1%	5%	3%	0%	3%	6%	3%	1%	4%	1%	4%	4%	5%	2%	2%	3%
Gun control	2%	4%	1%	1%	1%	1%	1%	2%	3%	3%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	1%
Abortion	1%	1%	1%	2%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%	2%	0%	1%	2%	1%	0%	2%	1%	1%	2%	1%	1%	1%	1%
Unsure	1%	1%	1%	1%	1%	2%	0%	1%	1%	0%	0%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%

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

Trend: Top Priority



Trend: Top Priority (At Least 10%)

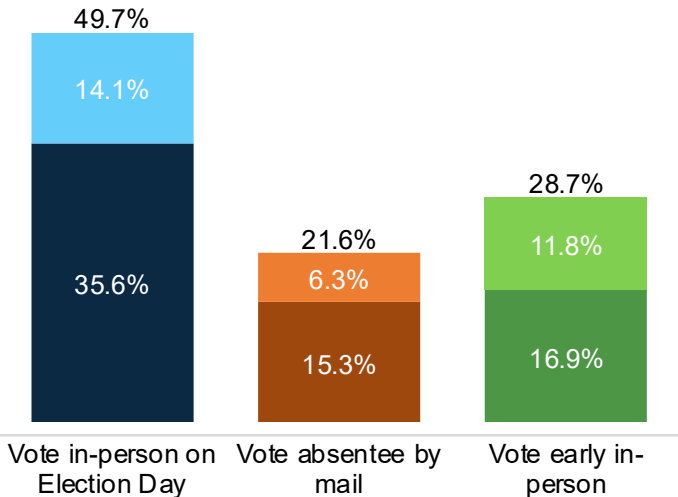


Percent Change: Top Priority (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	1%	1%	1%	4%	-2%	-2%	4%	1%	0%	-3%	0%	3%	-3%	-5%	2%	3%	-5%	0%	8%	0%	1%	-1%	-4%	3%	4%	1%	-3%	2%	2%
Threats to democracy	-1%	3%	-3%	-2%	-3%	-2%	-3%	-1%	2%	-4%	-1%	-3%	6%	-2%	-3%	1%	-3%	0%	0%	-1%	4%	-4%	-2%	0%	-6%	-1%	1%	-1%	-2%
Government spending and waste	3%	3%	2%	-1%	6%	6%	0%	3%	2%	1%	1%	2%	6%	4%	1%	2%	3%	4%	1%	2%	3%	3%	2%	2%	4%	2%	-3%	4%	3%
Illegal immigration and border security	1%	2%	2%	2%	-4%	1%	-3%	2%	3%	4%	0%	0%	1%	2%	0%	0%	3%	0%	-1%	1%	0%	1%	3%	-1%	0%	-3%	3%	-1%	2%
Healthcare	-1%	-1%	-1%	-3%	0%	-2%	-1%	0%	-2%	1%	0%	-1%	-5%	0%	-5%	0%	-1%	-1%	-2%	2%	-5%	-1%	-1%	-2%	-3%	3%	2%	-1%	-4%
Social Security and Medicare	0%	-1%	0%	2%	1%	0%	2%	0%	-2%	0%	-1%	0%	1%	-1%	5%	-1%	0%	-1%	1%	-3%	2%	3%	0%	1%	0%	2%	3%	-2%	-1%
National security	0%	0%	0%	-1%	0%	-2%	1%	-2%	2%	-1%	0%	0%	-1%	0%	2%	-1%	1%	1%	-1%	0%	0%	0%	0%	0%	0%	0%	4%	-1%	-1%
Crime and public safety	0%	0%	0%	-2%	0%	1%	-2%	0%	0%	1%	0%	0%	-3%	-1%	0%	1%	-1%	0%	-1%	0%	-1%	0%	-1%	0%	2%	-1%	0%	1%	0%
Climate change	-2%	-6%	-1%	2%	0%	0%	2%	-3%	-5%	-1%	0%	-1%	-4%	1%	0%	-4%	0%	-2%	-4%	-3%	-3%	0%	0%	-4%	-1%	-3%	-5%	-2%	-1%
Gun control	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%	-1%	1%	1%	0%	0%	1%	0%	-1%	2%	-2%	0%	1%	0%	0%	0%	-1%	1%	0%
Abortion	0%	-1%	0%	2%	0%	1%	1%	0%	-1%	-1%	1%	0%	1%	1%	0%	0%	1%	-1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	-1%	1%
Unsure	0%	-1%	1%	-1%	1%	1%	-1%	-1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	-1%	0%	0%	0%	0%	1%	0%	-1%	-2%	-1%	0%	0%

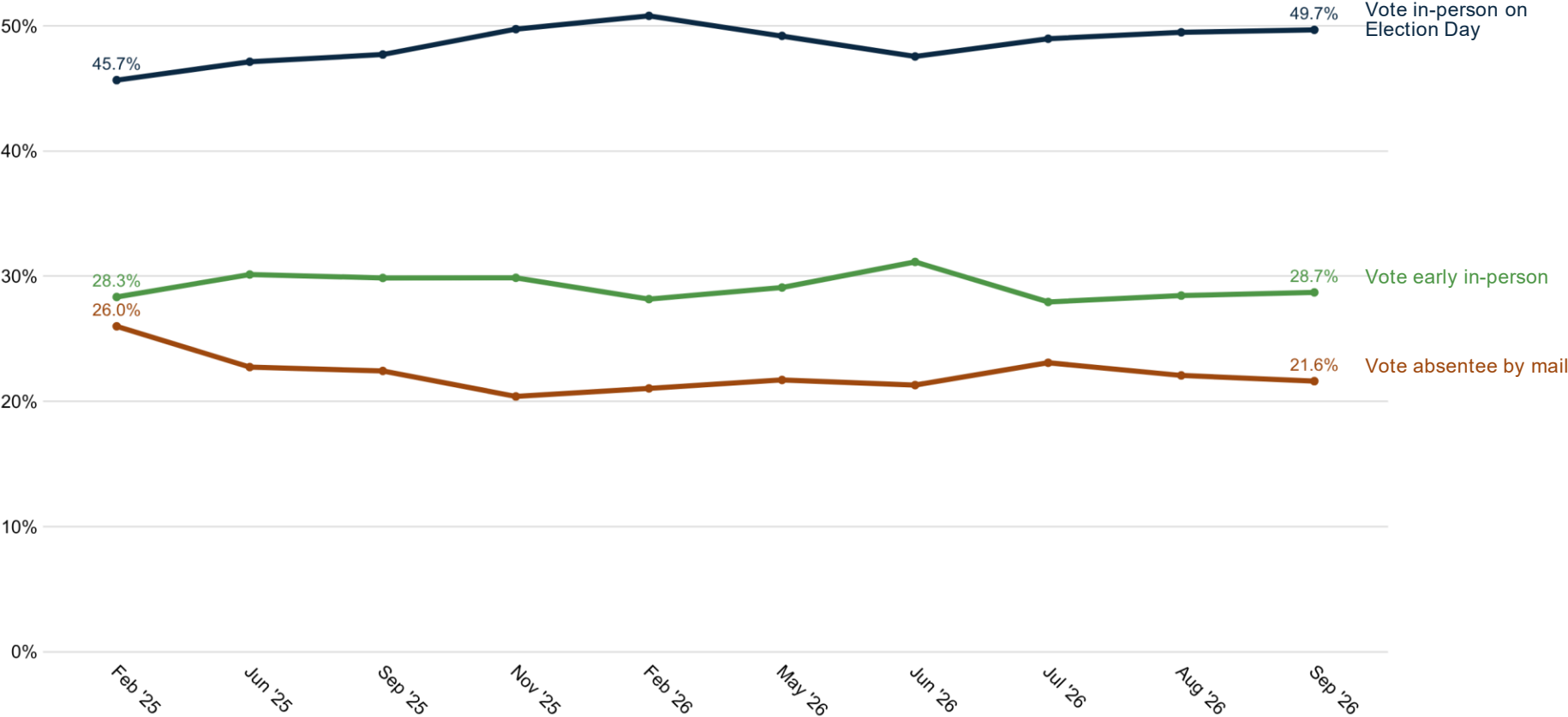
Vote Method



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	68%	66%	73%	63%	69%	66%	65%	69%	70%	70%	67%	68%	65%	69%	65%	69%	70%	66%	67%	66%	68%	68%	68%	61%	56%	64%	66%	73%	
Probably vote	32%	34%	27%	37%	31%	34%	35%	31%	30%	30%	33%	32%	35%	31%	35%	31%	30%	34%	33%	34%	32%	32%	32%	39%	44%	36%	34%	27%	
Vote in-person on Election Day	50%	54%	46%	55%	45%	45%	55%	52%	46%	54%	58%	47%	48%	58%	49%	42%	56%	49%	43%	52%	50%	48%	60%	41%	53%	52%	65%	52%	45%
Vote absentee by mail	22%	19%	27%	15%	25%	23%	17%	20%	27%	14%	15%	24%	25%	13%	24%	28%	15%	22%	30%	20%	21%	22%	13%	29%	20%	16%	15%	17%	26%
Vote early in-person	29%	27%	27%	30%	30%	32%	28%	28%	27%	32%	27%	29%	27%	29%	27%	29%	29%	29%	27%	28%	29%	30%	26%	30%	27%	32%	20%	31%	29%
Definitely vote in-person on Election Day	36%	38%	35%	36%	33%	33%	36%	41%	31%	43%	44%	32%	34%	43%	31%	31%	42%	34%	29%	38%	36%	33%	44%	29%	35%	30%	47%	35%	35%
Probably vote in-person on Election Day	14%	16%	10%	19%	12%	11%	19%	12%	15%	11%	14%	15%	14%	15%	18%	11%	14%	15%	14%	14%	15%	15%	16%	12%	18%	22%	18%	17%	10%
Definitely vote absentee by mail	15%	13%	20%	10%	18%	16%	12%	13%	21%	11%	10%	17%	17%	8%	18%	21%	10%	15%	22%	14%	16%	16%	9%	22%	13%	11%	5%	14%	20%
Probably vote absentee by mail	6%	6%	7%	5%	7%	7%	4%	7%	6%	3%	5%	7%	7%	5%	6%	7%	5%	7%	8%	7%	5%	6%	5%	8%	7%	5%	10%	3%	7%
Definitely vote early in-person	17%	15%	18%	17%	17%	18%	16%	16%	18%	17%	13%	19%	14%	18%	15%	17%	17%	16%	16%	15%	17%	19%	16%	18%	14%	15%	11%	17%	18%
Probably vote early in-person	12%	12%	9%	13%	13%	15%	12%	12%	9%	15%	14%	10%	13%	12%	11%	12%	12%	12%	12%	13%	12%	11%	12%	13%	17%	9%	14%	10%	

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

Trend: Vote Method

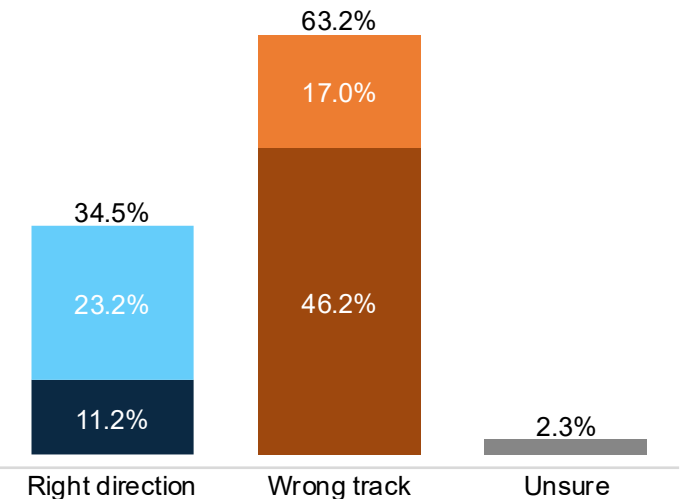


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Probably vote	-1%	-5%	-5%	2%	4%	7%	0%	-4%	-6%	0%	1%	-2%	-2%	0%	-4%	-1%	-2%	1%	0%	1%	-6%	1%	-1%	0%	-4%	1%	-11%	3%	-1%
Vote in-person on Election Day	0%	5%	-1%	1%	-5%	-1%	-2%	0%	4%	-4%	2%	0%	1%	0%	1%	0%	-2%	5%	-2%	2%	0%	0%	2%	-1%	5%	3%	8%	-1%	-1%
Vote absentee by mail	0%	0%	-2%	-3%	2%	0%	0%	-1%	-1%	-3%	-4%	-1%	4%	0%	-1%	-1%	3%	-6%	1%	-5%	2%	2%	0%	-1%	-3%	-7%	-2%	-7%	4%
Vote early in-person	0%	-5%	3%	1%	2%	1%	2%	1%	-4%	6%	2%	1%	-6%	0%	-1%	1%	-1%	1%	1%	3%	-2%	-1%	-2%	2%	-2%	3%	-6%	8%	-2%
Definitely vote in-person on Election Day	0%	7%	-1%	-2%	-7%	-3%	-5%	3%	3%	-1%	4%	-3%	2%	-1%	0%	0%	-2%	3%	-2%	3%	-2%	-4%	0%	-1%	6%	-1%	13%	-3%	-2%
Probably vote in-person on Election Day	1%	-2%	0%	4%	2%	2%	3%	-3%	2%	-3%	-2%	3%	-1%	1%	1%	0%	1%	1%	1%	-2%	2%	4%	2%	0%	-1%	4%	-4%	2%	1%
Definitely vote absentee by mail	1%	2%	1%	-2%	1%	-3%	2%	1%	2%	0%	-4%	1%	4%	-1%	3%	0%	2%	-3%	2%	-3%	6%	0%	0%	0%	-2%	1%	-4%	-2%	2%
Probably vote absentee by mail	-1%	-1%	-3%	0%	1%	3%	-2%	-3%	-2%	-2%	0%	-2%	0%	1%	-3%	-2%	1%	-3%	-1%	-2%	-4%	1%	0%	-2%	-1%	-8%	2%	-5%	1%
Definitely vote early in-person	1%	-3%	4%	2%	1%	0%	3%	0%	1%	1%	-1%	4%	-4%	1%	1%	1%	2%	-1%	0%	-2%	2%	2%	1%	1%	0%	-1%	3%	2%	1%
Probably vote early in-person	-1%	-2%	-1%	-1%	1%	1%	-2%	1%	-5%	5%	3%	-3%	-1%	-2%	-1%	0%	-3%	2%	1%	4%	-4%	-4%	-3%	1%	-2%	5%	-9%	6%	-3%

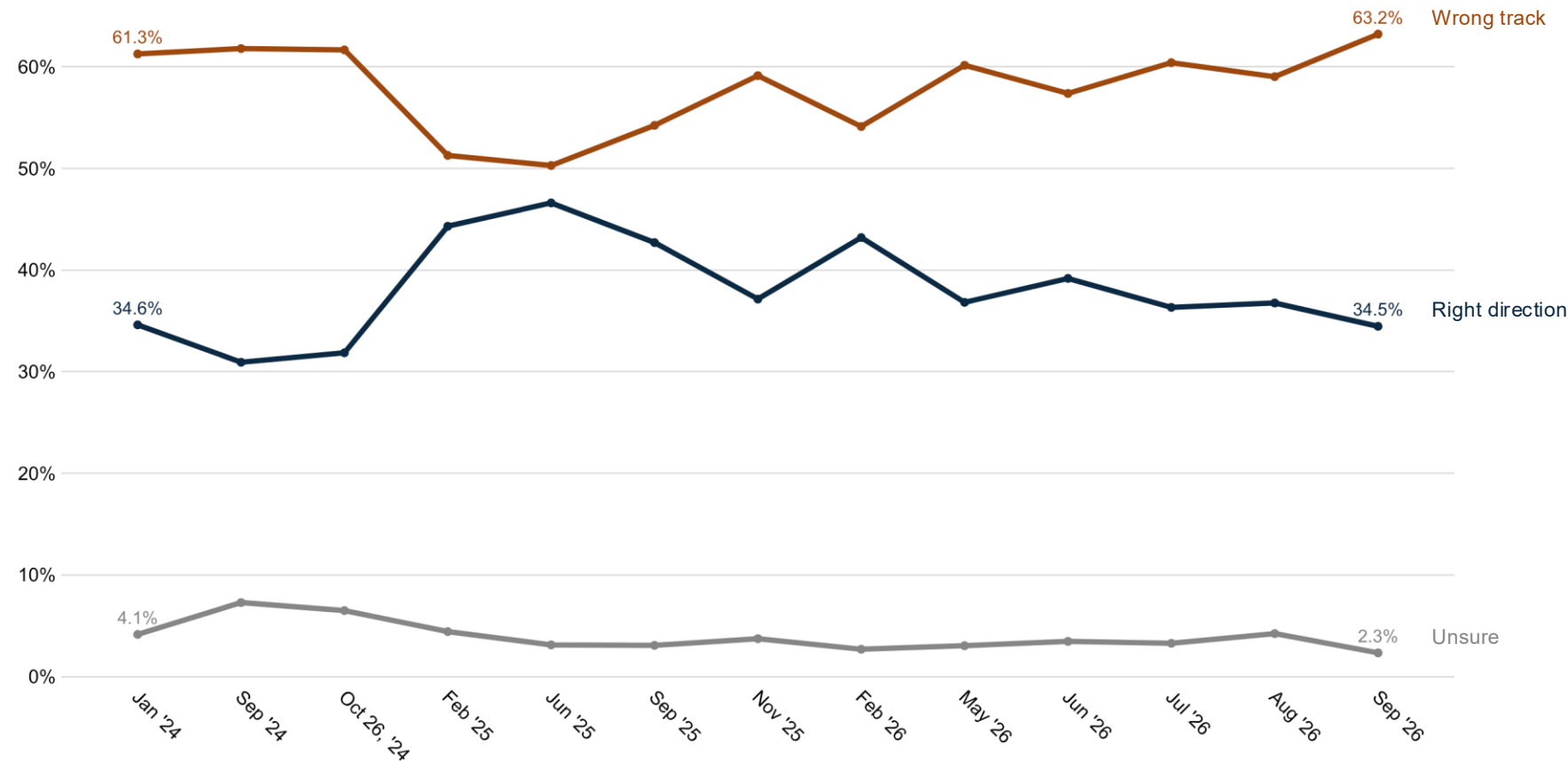
U.S. Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	34%	20%	36%	37%	46%	37%	46%	29%	27%	44%	40%	34%	26%	71%	24%	5%	71%	17%	3%	29%	35%	39%	70%	4%	26%	32%	30%	30%	38%
Wrong track	63%	78%	60%	62%	52%	60%	53%	68%	71%	52%	55%	64%	73%	25%	74%	94%	25%	80%	96%	67%	63%	59%	26%	96%	70%	65%	67%	69%	60%
Definitely the right direction	11%	5%	12%	13%	16%	14%	15%	9%	8%	15%	18%	10%	8%	25%	6%	1%	23%	6%	1%	9%	11%	13%	24%	1%	4%	10%	12%	10%	12%
Mostly the right direction	23%	15%	25%	24%	30%	24%	31%	20%	19%	29%	22%	24%	18%	46%	18%	4%	48%	11%	3%	21%	24%	26%	46%	3%	22%	22%	17%	19%	26%
Mostly the wrong track	17%	26%	11%	16%	15%	15%	16%	22%	15%	14%	16%	16%	21%	16%	21%	16%	13%	26%	14%	21%	18%	13%	16%	16%	35%	25%	32%	19%	11%
Definitely the wrong track	46%	52%	49%	46%	37%	46%	37%	46%	56%	38%	40%	48%	52%	10%	53%	78%	12%	54%	82%	47%	45%	46%	10%	80%	35%	41%	35%	50%	49%
Unsure	2%	2%	3%	1%	2%	2%	1%	3%	2%	4%	4%	2%	1%	3%	2%	2%	3%	3%	0%	3%	2%	2%	4%	1%	4%	3%	3%	1%	2%

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

Trend: U.S. Country Direction

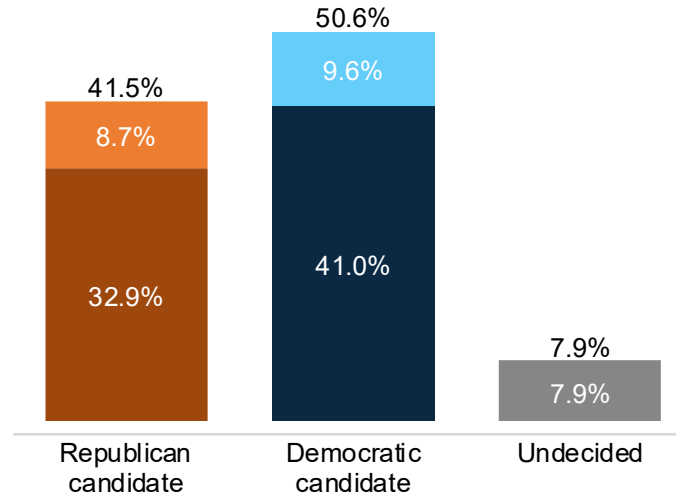


Percent Change: U.S. Country Direction (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	-2%	-5%	1%	-2%	-4%	-4%	-2%	-6%	3%	-4%	-4%	1%	-6%	0%	-5%	-3%	3%	-6%	-4%	-3%	-4%	0%	-3%	-3%	-3%	-3%	-9%	-5%	0%
Wrong track	4%	9%	-1%	6%	3%	5%	5%	8%	-2%	5%	6%	1%	10%	2%	8%	4%	-2%	9%	5%	4%	6%	2%	4%	4%	6%	9%	9%	9%	1%
Definitely the right direction	-3%	-4%	0%	-5%	-3%	-2%	-6%	-5%	1%	-4%	-2%	-1%	-7%	-4%	-3%	-3%	-4%	-1%	-4%	-3%	-5%	-2%	-3%	-3%	-1%	-7%	0%	0%	-3%
Mostly the right direction	1%	0%	1%	3%	-1%	-2%	4%	-2%	2%	0%	-2%	2%	1%	4%	-2%	-1%	7%	-5%	0%	0%	0%	2%	0%	0%	-2%	4%	-8%	-5%	4%
Mostly the wrong track	0%	5%	-4%	-3%	2%	-1%	-1%	2%	-3%	-1%	2%	-2%	3%	-2%	3%	0%	-3%	3%	1%	0%	3%	-1%	0%	0%	6%	1%	10%	-2%	-2%
Definitely the wrong track	4%	5%	3%	9%	1%	5%	5%	6%	1%	7%	4%	2%	8%	3%	5%	5%	1%	6%	4%	5%	3%	4%	4%	4%	0%	8%	-1%	11%	2%
Unsure	-2%	-5%	1%	-4%	1%	-1%	-3%	-2%	-2%	-1%	-1%	-1%	-4%	-2%	-3%	-1%	-1%	-3%	-1%	-1%	-2%	-3%	-1%	-2%	-3%	-6%	0%	-4%	-1%

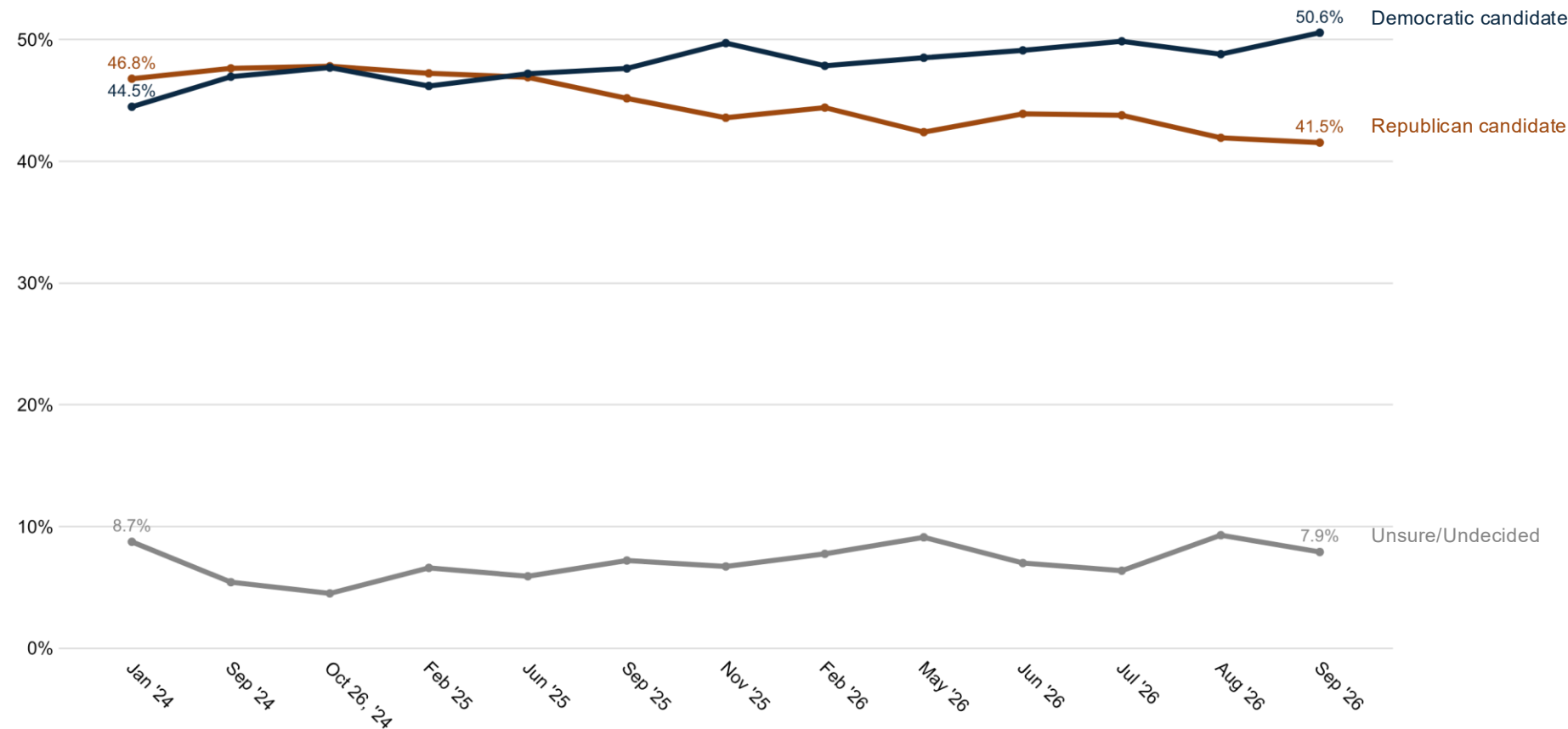
Generic Congressional Ballot



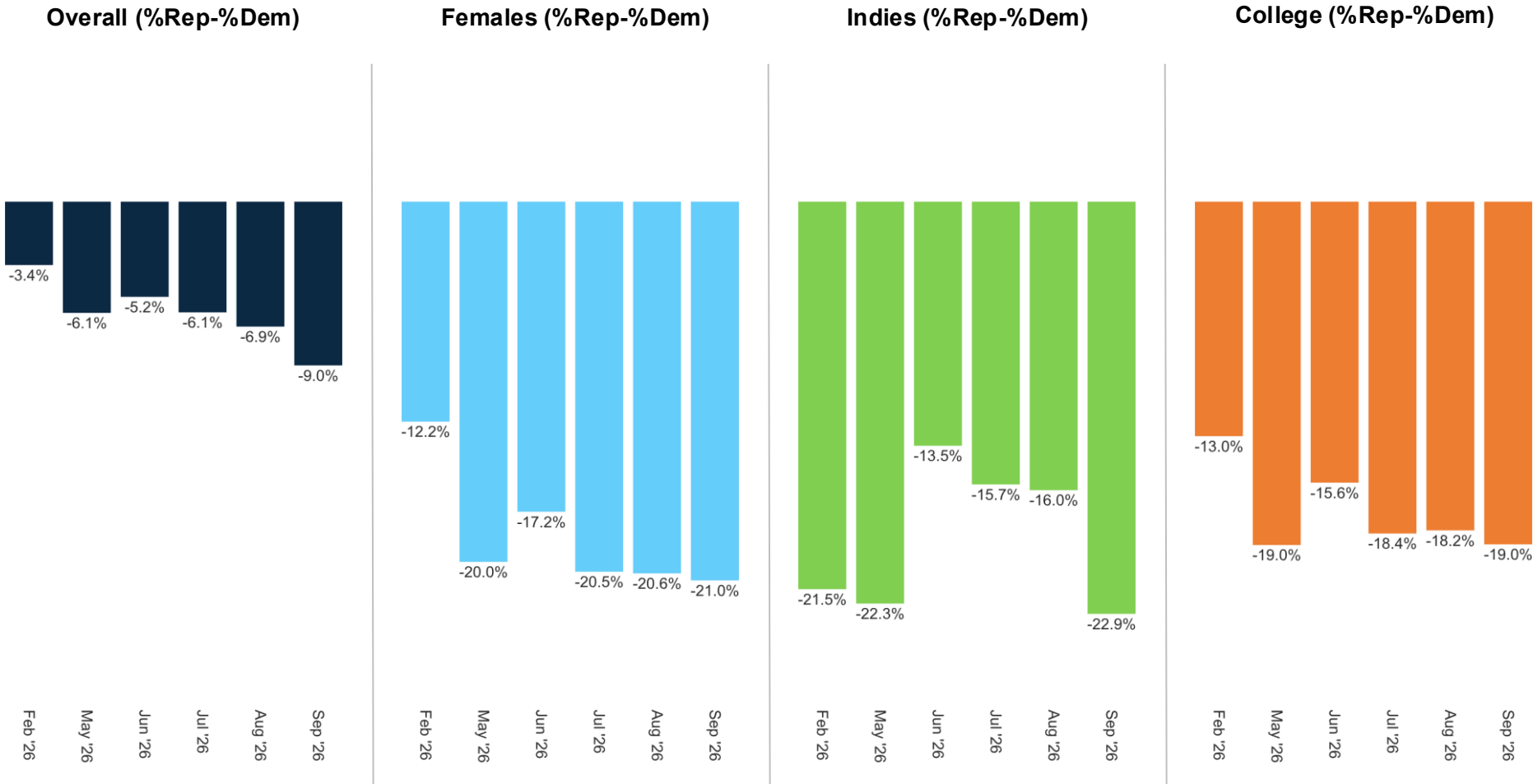
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	42%	28%	41%	45%	54%	43%	56%	37%	31%	51%	54%	41%	28%	90%	29%	2%	86%	22%	4%	38%	43%	44%	87%	2%	33%	34%	45%	39%	44%
Democratic candidate	51%	60%	51%	48%	41%	51%	39%	51%	61%	41%	41%	50%	64%	7%	52%	95%	10%	62%	93%	54%	48%	49%	6%	93%	37%	54%	46%	53%	50%
Definitely the Republican candidate	33%	21%	33%	34%	44%	35%	43%	30%	24%	41%	42%	33%	21%	75%	16%	1%	71%	13%	2%	29%	34%	36%	71%	1%	0%	26%	32%	30%	36%
Probably the Republican candidate	9%	6%	8%	11%	10%	8%	13%	7%	7%	10%	11%	9%	6%	14%	13%	1%	14%	9%	1%	10%	9%	8%	16%	1%	33%	8%	13%	9%	8%
Probably the Democratic candidate	10%	13%	6%	12%	8%	8%	12%	10%	9%	12%	6%	9%	12%	4%	15%	12%	4%	17%	11%	11%	10%	8%	4%	12%	37%	20%	9%	11%	6%
Definitely the Democratic candidate	41%	47%	45%	37%	33%	43%	27%	41%	52%	28%	34%	41%	52%	3%	37%	83%	6%	45%	82%	43%	37%	42%	2%	81%	0%	33%	37%	42%	44%
Undecided	8%	12%	8%	7%	5%	6%	5%	11%	8%	8%	6%	8%	9%	4%	19%	3%	4%	16%	4%	7%	9%	7%	7%	5%	30%	12%	9%	8%	6%

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

Trend: Generic Congressional Ballot



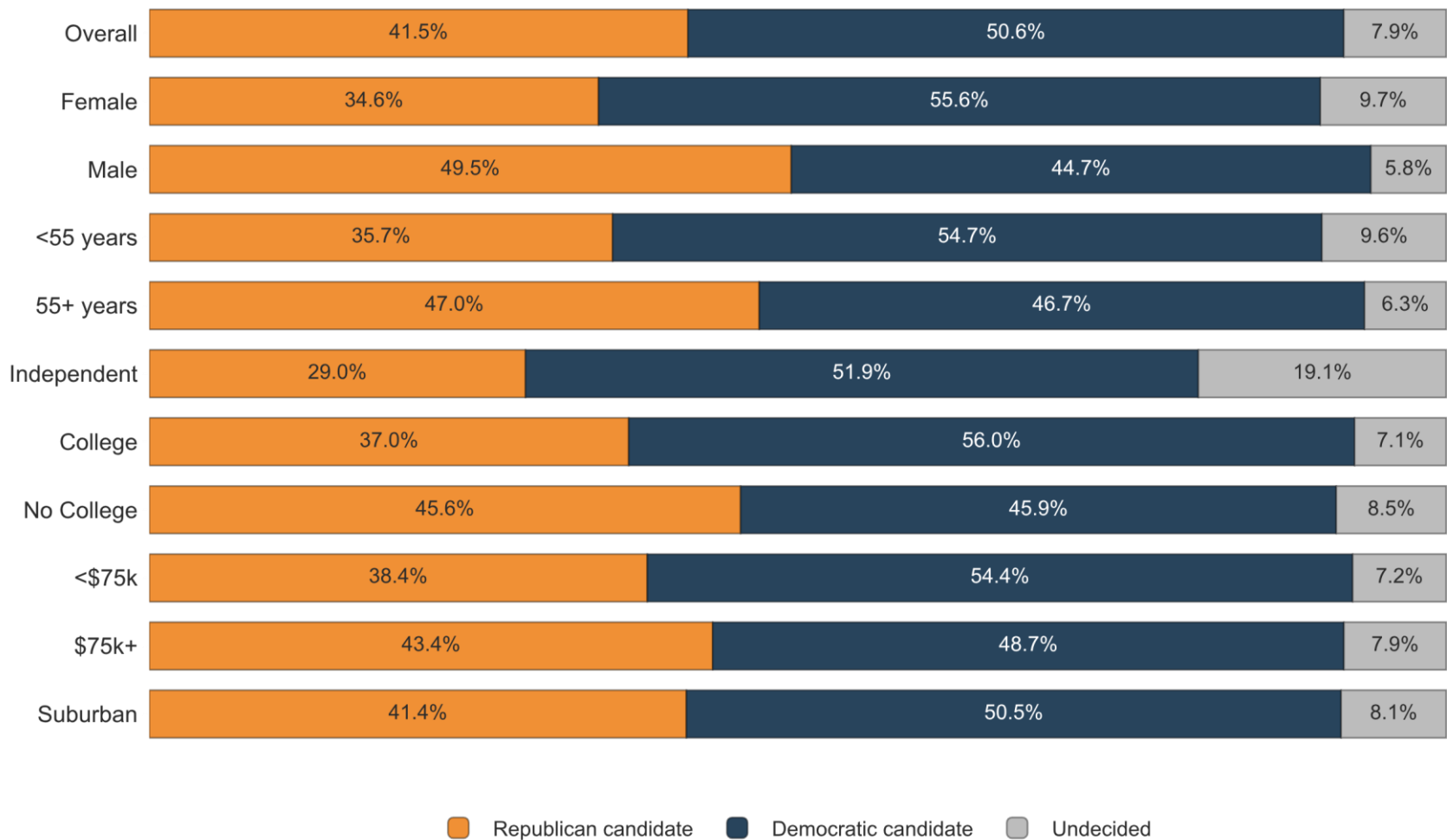
Generic Congressional Ballot Movement



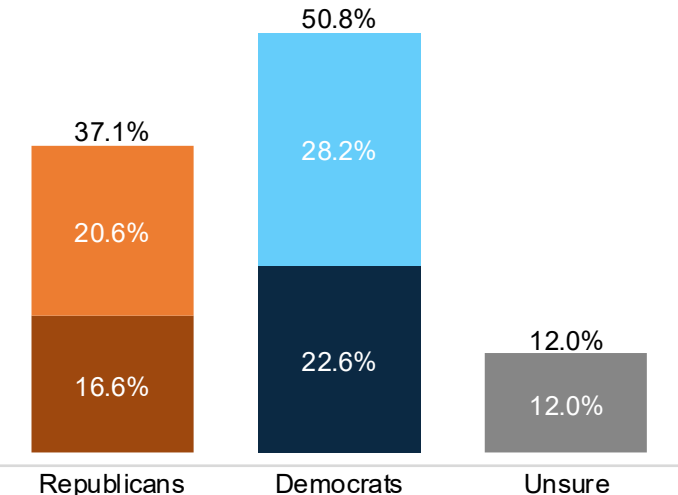
Percent Change: Generic Congressional Ballot (Aug '26 to Sep '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	0%	0%	0%	0%	-1%	-2%	0%	-3%	3%	-5%	-1%	0%	1%	-2%	-1%	0%	2%	-2%	-1%	3%	0%	-4%	0%	-1%	2%	-7%	4%	-3%	1%
Democratic candidate	2%	0%	1%	4%	3%	4%	3%	0%	0%	3%	2%	2%	0%	2%	6%	-2%	0%	1%	1%	-2%	3%	4%	2%	0%	4%	5%	-1%	7%	0%
Definitely the Republican candidate	-1%	2%	-2%	-1%	-3%	-2%	-3%	-2%	3%	-5%	-1%	-2%	2%	-4%	-1%	0%	0%	-1%	-1%	1%	-1%	-4%	-3%	0%	0%	0%	2%	-6%	-1%
Probably the Republican candidate	1%	-2%	3%	1%	2%	0%	4%	-1%	1%	0%	0%	2%	-1%	1%	1%	0%	2%	-1%	1%	2%	1%	0%	2%	0%	2%	-7%	3%	3%	2%
Probably the Democratic candidate	1%	2%	0%	1%	3%	-1%	4%	3%	-2%	3%	-1%	1%	3%	2%	1%	0%	1%	2%	1%	1%	4%	0%	1%	0%	4%	8%	-2%	2%	0%
Definitely the Democratic candidate	1%	-2%	1%	3%	0%	5%	-1%	-3%	2%	-1%	3%	1%	-3%	0%	5%	-2%	-1%	-1%	0%	-3%	-1%	5%	1%	0%	0%	-3%	0%	4%	0%
Undecided	-1%	1%	-1%	-3%	-2%	-2%	-3%	3%	-3%	2%	-1%	-3%	-1%	0%	-6%	1%	-2%	1%	0%	0%	-3%	-1%	-2%	1%	-6%	1%	-3%	-4%	-1%

Generic Congressional Ballot by Key Voter Groups



Expected Congressional Winner



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	37%	28%	38%	37%	46%	38%	44%	36%	30%	46%	50%	35%	28%	74%	28%	7%	67%	27%	8%	33%	39%	40%	72%	7%	32%	35%	45%	35%	37%
Democrats	51%	55%	49%	53%	45%	52%	47%	48%	58%	42%	42%	51%	62%	15%	56%	84%	20%	61%	81%	54%	48%	50%	16%	83%	50%	52%	42%	55%	52%
Definitely the Republicans	17%	12%	17%	16%	22%	16%	22%	17%	10%	27%	23%	14%	13%	37%	8%	1%	34%	9%	1%	16%	18%	17%	36%	0%	6%	16%	15%	17%	17%
Probably the Republicans	21%	17%	22%	21%	24%	22%	22%	19%	20%	19%	26%	21%	15%	36%	20%	6%	33%	18%	7%	18%	21%	24%	36%	6%	26%	19%	29%	18%	20%
Probably the Democrats	28%	30%	22%	34%	29%	34%	29%	20%	32%	26%	20%	28%	36%	13%	37%	38%	15%	36%	39%	26%	25%	33%	13%	41%	43%	28%	24%	33%	28%
Definitely the Democrats	23%	26%	27%	20%	16%	18%	18%	27%	26%	16%	21%	23%	26%	2%	19%	46%	5%	25%	42%	28%	22%	17%	2%	43%	7%	23%	18%	22%	23%
Unsure	12%	17%	12%	10%	9%	10%	9%	16%	12%	12%	9%	14%	11%	11%	16%	9%	12%	12%	10%	13%	14%	9%	13%	10%	19%	14%	13%	11%	11%

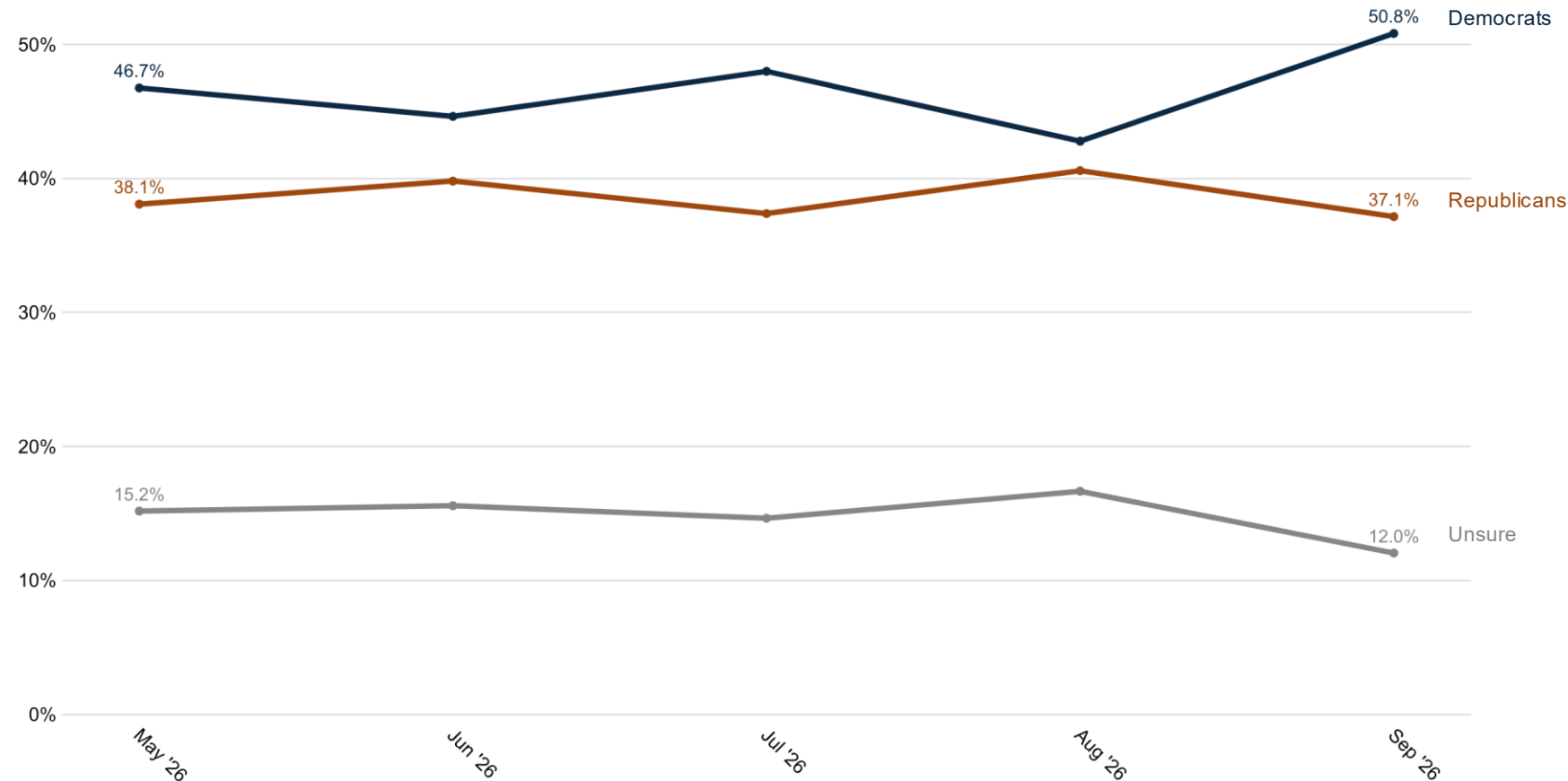
Regardless of how you plan to vote, who do you expect to win the election for U.S. Congress in November – the Republicans or the Democrats?

Percent Change: Generic Congressional Ballot to Expected Congressional Winner



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	-4%	0%	-3%	-8%	-8%	-5%	-11%	-1%	-1%	-5%	-4%	-6%	0%	-16%	-1%	5%	-18%	6%	5%	-5%	-4%	-3%	-15%	5%	-2%	0%	0%	-4%	-7%
Democrats	0%	-5%	-2%	5%	4%	1%	8%	-4%	-3%	1%	1%	1%	-2%	8%	4%	-11%	10%	-1%	-11%	0%	0%	1%	9%	-10%	13%	-2%	-4%	2%	1%
Definitely the Republicans	-16%	-10%	-17%	-18%	-22%	-19%	-20%	-13%	-14%	-14%	-19%	-19%	-9%	-38%	-9%	0%	-37%	-4%	-1%	-13%	-17%	-19%	-36%	0%	6%	-10%	-16%	-13%	-19%
Probably the Republicans	12%	10%	14%	9%	14%	15%	9%	12%	13%	9%	15%	13%	9%	22%	8%	5%	19%	9%	6%	8%	12%	16%	20%	5%	-7%	11%	16%	9%	12%
Probably the Democrats	19%	17%	16%	22%	21%	26%	17%	10%	23%	13%	14%	19%	24%	9%	23%	26%	11%	19%	28%	15%	15%	25%	9%	28%	6%	8%	15%	22%	22%
Definitely the Democrats	-18%	-22%	-18%	-17%	-17%	-25%	-9%	-14%	-27%	-12%	-13%	-18%	-26%	0%	-19%	-37%	-1%	-21%	-40%	-15%	-15%	-25%	0%	-38%	7%	-10%	-19%	-20%	-21%
Unsure	4%	5%	5%	3%	4%	4%	4%	5%	4%	4%	3%	6%	2%	8%	-3%	6%	8%	-4%	7%	6%	4%	3%	6%	5%	-11%	2%	4%	2%	5%

Trend: Expected Congressional Winner



Percent Change: Expected Congressional Winner (Aug '26 to Sep '26)



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
	Republicans	-3%	-4%	0%	-8%	-3%	-2%	-8%	-6%	4%	-4%	-1%	-3%	-5%	-4%	-2%	-5%	-2%	-2%	-5%	-8%	0%	-1%	-3%	-6%	-3%	-10%	6%	-7%	-3%
	Democrats	8%	6%	8%	12%	6%	6%	12%	6%	8%	8%	8%	7%	10%	2%	17%	8%	1%	14%	9%	8%	5%	8%	5%	9%	18%	17%	1%	13%	6%
Definitely the Republicans		-3%	0%	-3%	-8%	-3%	-3%	-8%	-3%	1%	-1%	1%	-4%	-5%	-7%	-1%	-2%	-6%	1%	-3%	-5%	-2%	-3%	-6%	-2%	0%	-3%	-4%	-3%	-3%
	Probably the Republicans	0%	-4%	3%	0%	0%	1%	-1%	-3%	3%	-3%	-1%	1%	0%	3%	-1%	-4%	4%	-3%	-3%	-3%	2%	2%	3%	-4%	-3%	-7%	10%	-4%	1%
Probably the Democrats		6%	4%	2%	10%	9%	8%	11%	2%	4%	7%	0%	5%	12%	2%	12%	6%	2%	11%	6%	6%	3%	8%	4%	6%	19%	9%	4%	11%	5%
	Definitely the Democrats	2%	2%	6%	2%	-3%	-2%	1%	4%	5%	1%	7%	2%	-2%	0%	5%	2%	-1%	2%	2%	2%	2%	0%	1%	3%	-1%	8%	-3%	2%	1%
	Unsure	-5%	-3%	-8%	-4%	-3%	-4%	-3%	0%	-12%	-4%	-7%	-4%	-5%	1%	-15%	-3%	1%	-11%	-3%	0%	-5%	-7%	-1%	-3%	-15%	-6%	-6%	-6%	-3%

Image Tests

Net Fav

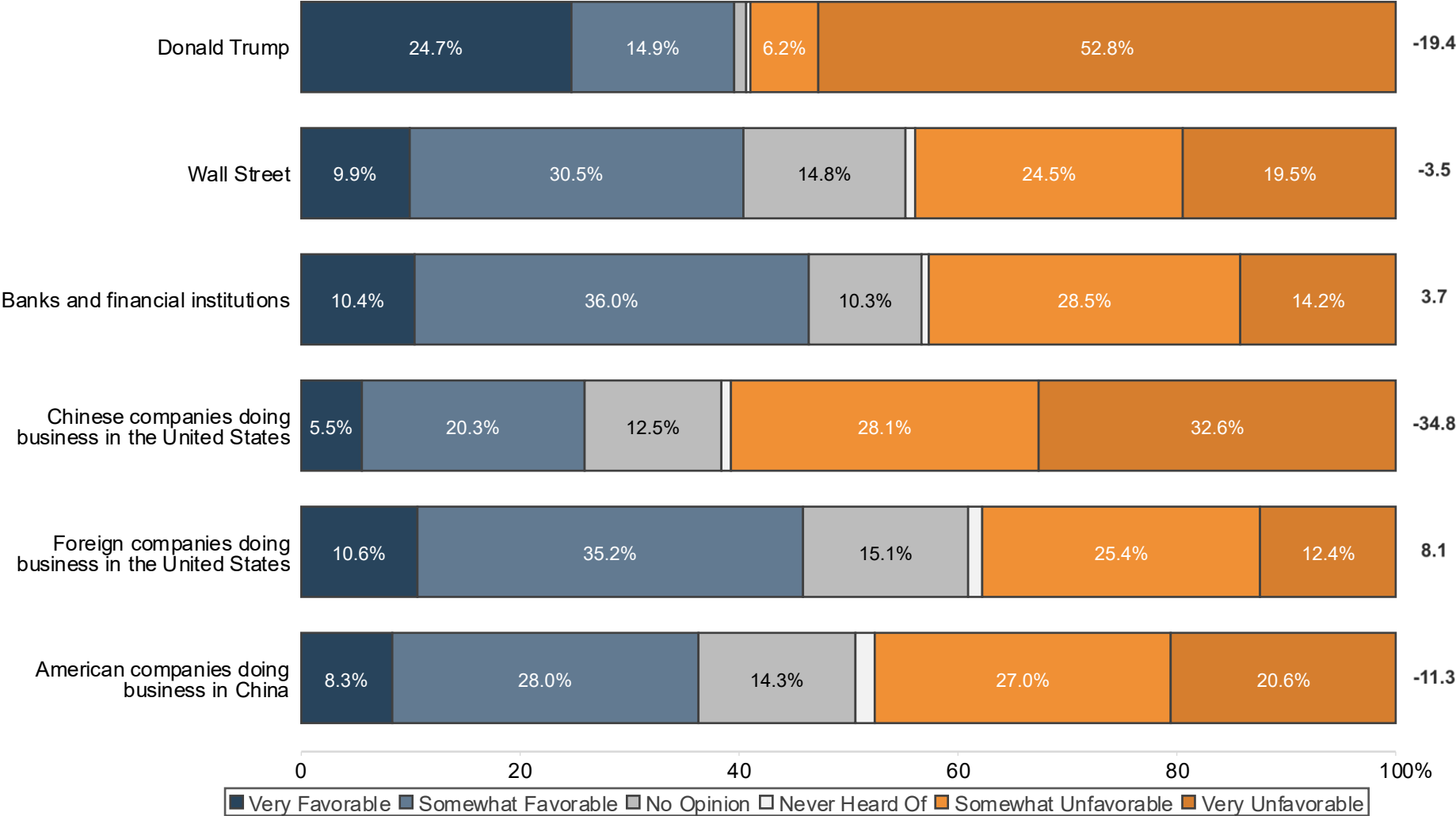


Image Tests Heatmaps

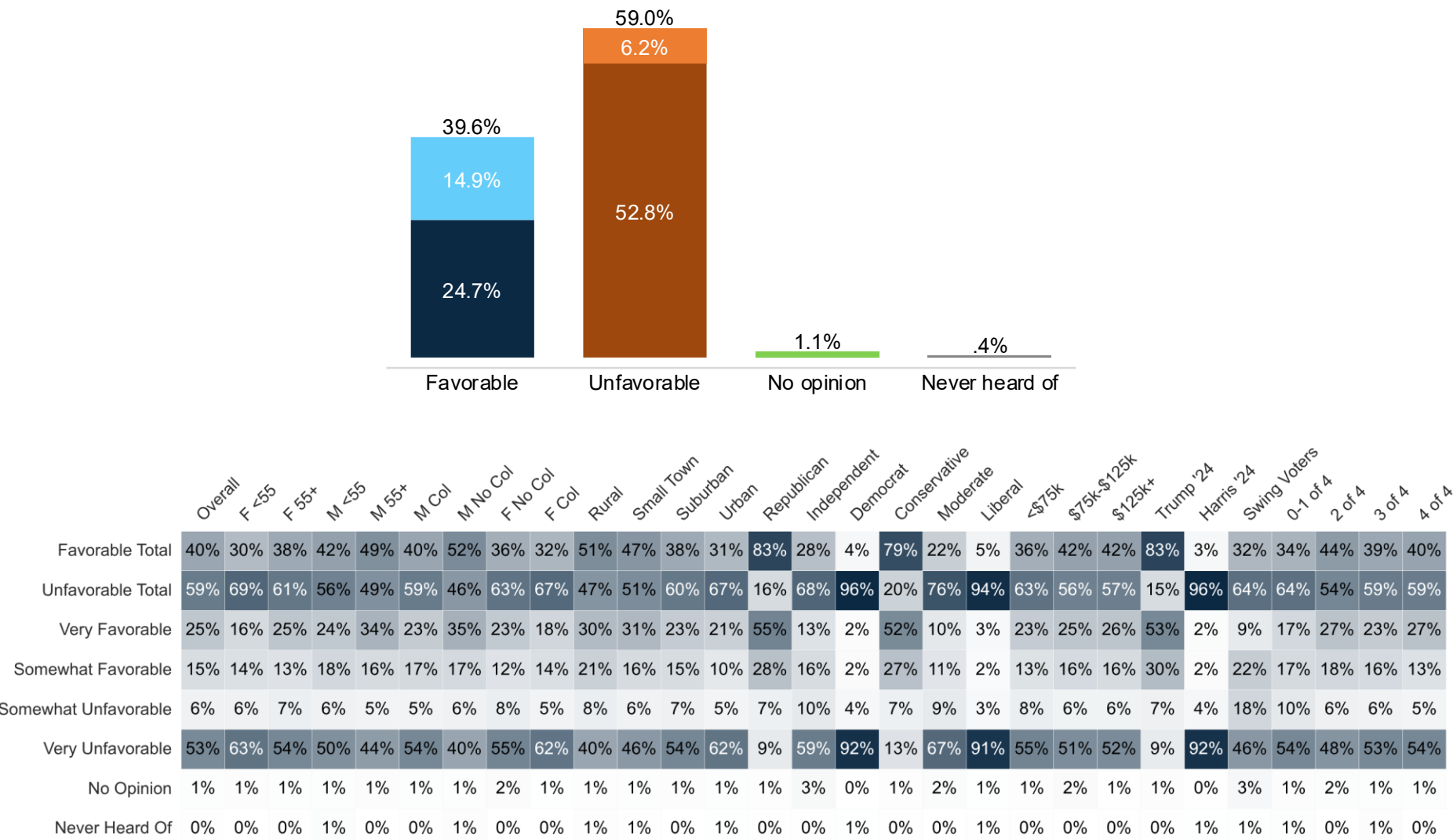
Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	40%	30%	38%	42%	49%	40%	52%	36%	32%	51%	47%	38%	31%	83%	28%	4%	79%	22%	5%	36%	42%	42%	83%	3%	32%	34%	44%	39%	40%
Wall Street	40%	30%	46%	37%	48%	46%	39%	38%	39%	43%	41%	41%	36%	54%	38%	29%	52%	40%	26%	36%	38%	46%	54%	29%	39%	38%	32%	37%	44%
Banks and financial institutions	46%	42%	54%	40%	47%	46%	41%	51%	46%	47%	45%	48%	44%	55%	40%	42%	52%	48%	38%	48%	47%	45%	51%	42%	47%	53%	49%	42%	45%
Chinese companies doing business in the United States	26%	36%	21%	25%	21%	22%	24%	34%	22%	26%	21%	25%	32%	15%	28%	35%	15%	30%	36%	31%	26%	21%	16%	32%	30%	39%	28%	23%	22%
Foreign companies doing business in the United States	46%	46%	42%	49%	48%	50%	45%	44%	44%	42%	40%	48%	46%	42%	47%	50%	41%	46%	52%	45%	43%	49%	40%	50%	42%	54%	41%	44%	45%
American companies doing business in China	36%	45%	29%	36%	36%	38%	35%	39%	34%	33%	32%	35%	43%	32%	39%	39%	30%	40%	41%	38%	36%	36%	32%	39%	40%	45%	45%	33%	32%

Unfavorable

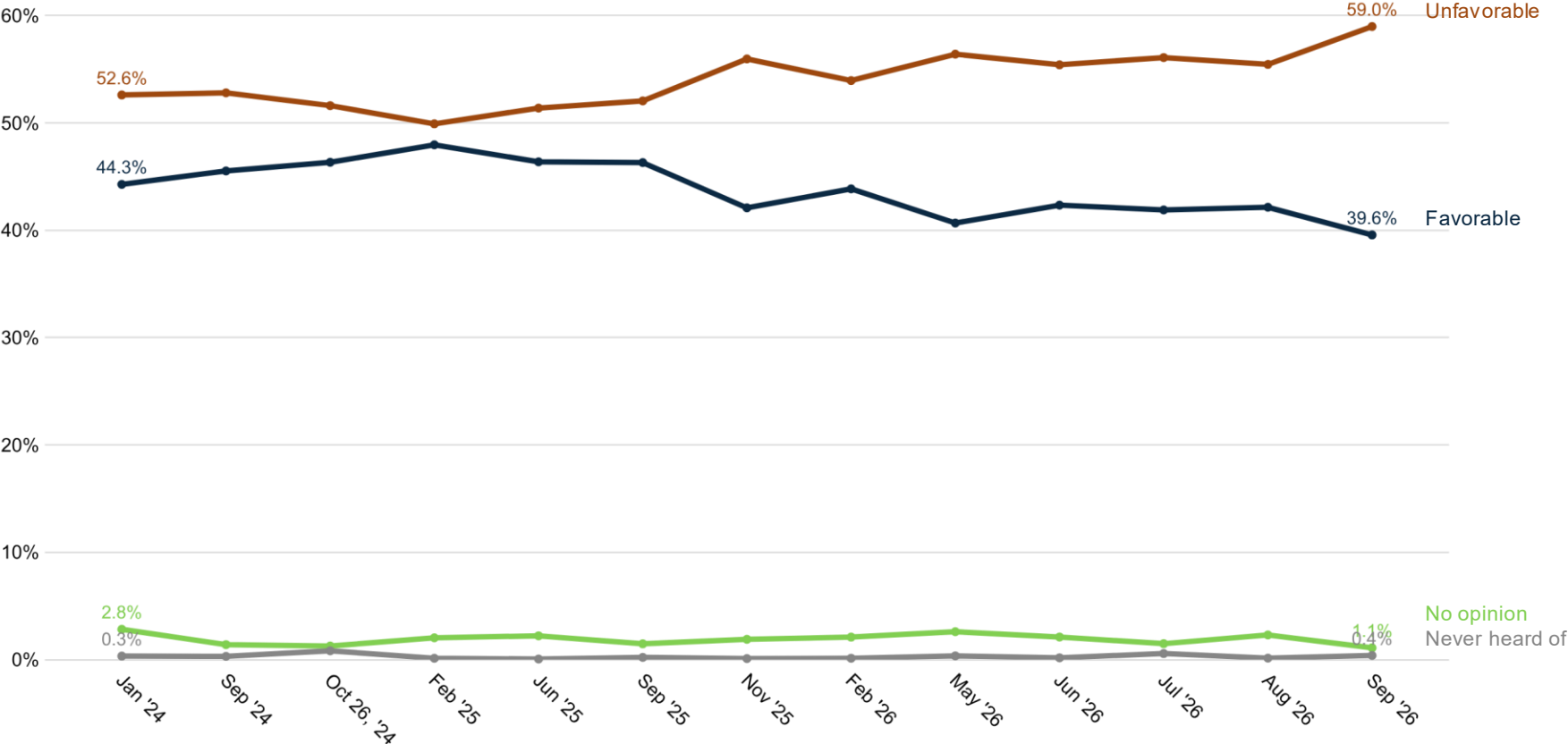
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	59%	69%	61%	56%	49%	59%	46%	63%	67%	47%	51%	60%	67%	16%	68%	96%	20%	76%	94%	63%	56%	57%	15%	96%	64%	64%	54%	59%	59%
Wall Street	44%	43%	38%	55%	41%	46%	50%	36%	45%	39%	43%	44%	46%	30%	47%	56%	33%	39%	63%	44%	46%	43%	31%	56%	39%	39%	45%	46%	44%
Banks and financial institutions	43%	42%	34%	53%	44%	47%	50%	34%	43%	40%	40%	43%	45%	33%	50%	48%	35%	40%	55%	40%	42%	46%	37%	49%	40%	35%	42%	48%	44%
Chinese companies doing business in the United States	61%	45%	68%	60%	70%	67%	63%	53%	62%	64%	68%	62%	50%	79%	59%	45%	78%	56%	44%	54%	60%	67%	77%	48%	56%	45%	58%	59%	66%
Foreign companies doing business in the United States	38%	30%	43%	37%	41%	37%	42%	39%	34%	47%	48%	35%	32%	49%	38%	26%	49%	36%	26%	36%	44%	35%	50%	27%	40%	25%	44%	37%	41%
American companies doing business in China	48%	37%	57%	48%	48%	46%	50%	47%	47%	54%	55%	48%	37%	58%	44%	40%	58%	40%	41%	47%	48%	47%	58%	39%	42%	38%	39%	48%	53%

Image: Donald Trump



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

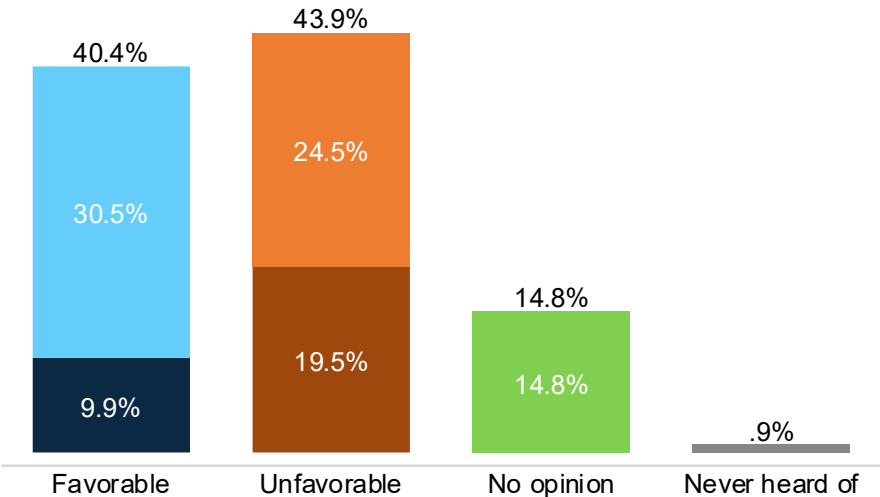
Trend: Donald Trump Image



Percent Change: Donald Trump Image (Aug '26 to Sep '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-3%	0%	-3%	-5%	-3%	-4%	-3%	-7%	5%	-4%	-7%	-2%	1%	-3%	1%	-4%	0%	-4%	-3%	-3%	0%	-3%	-3%	-3%	2%	-9%	4%	-2%	-2%
Unfavorable Total	4%	2%	4%	5%	3%	4%	4%	8%	-3%	4%	9%	2%	1%	4%	-1%	5%	1%	4%	4%	4%	2%	3%	3%	3%	0%	12%	-2%	2%	3%
Very Favorable	-2%	2%	-4%	-5%	-1%	-3%	-3%	-4%	4%	-9%	-4%	-2%	2%	-3%	1%	-3%	-1%	-1%	-3%	-3%	1%	-2%	-2%	-2%	-1%	-9%	4%	-2%	-1%
Somewhat Favorable	-1%	-2%	0%	0%	-2%	-1%	0%	-3%	2%	5%	-3%	-1%	-1%	0%	0%	-1%	1%	-3%	-1%	0%	-1%	-1%	-1%	-1%	3%	0%	0%	0%	-1%
Somewhat Unfavorable	-1%	-3%	2%	-5%	2%	-1%	-2%	2%	-3%	-1%	3%	-1%	-3%	1%	-3%	-1%	-1%	-3%	1%	1%	-2%	-3%	-1%	-1%	0%	0%	-5%	-2%	1%
Very Unfavorable	4%	5%	2%	10%	1%	5%	6%	6%	-1%	6%	6%	3%	4%	3%	2%	6%	2%	7%	3%	2%	4%	6%	4%	4%	0%	12%	3%	5%	2%
No Opinion	-1%	-2%	-1%	-1%	-1%	0%	-1%	-1%	-2%	-2%	-3%	0%	-3%	0%	0%	-1%	-1%	0%	-1%	-1%	-2%	0%	0%	-1%	-2%	-3%	-1%	-1%	-1%
Never Heard Of	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%

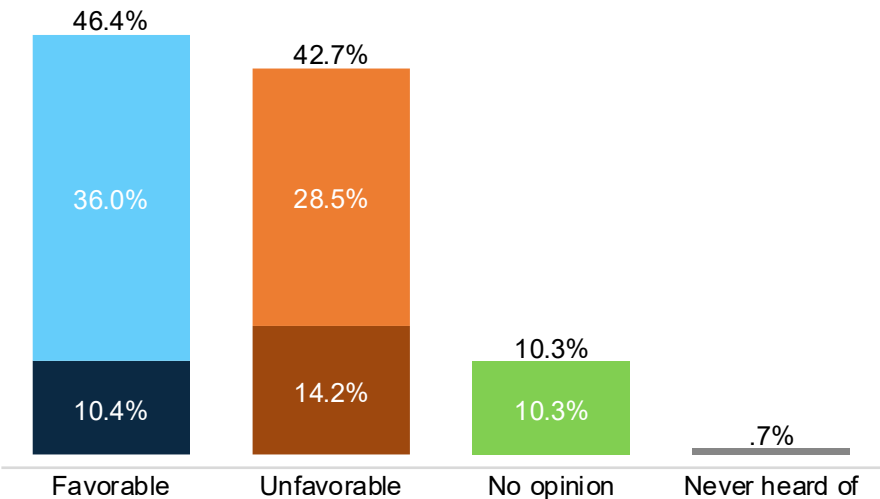
Image: Wall Street



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	30%	46%	37%	48%	46%	39%	38%	39%	43%	41%	41%	36%	54%	38%	29%	52%	40%	26%	36%	38%	46%	54%	29%	39%	38%	32%	37%	44%
Unfavorable Total	44%	43%	38%	55%	41%	46%	50%	36%	45%	39%	43%	44%	46%	30%	47%	56%	33%	39%	63%	44%	46%	43%	31%	56%	39%	39%	45%	46%	44%
Very Favorable	10%	6%	10%	12%	12%	10%	14%	9%	7%	14%	9%	9%	10%	16%	6%	6%	15%	9%	5%	9%	9%	11%	16%	5%	8%	13%	8%	10%	10%
Somewhat Favorable	30%	24%	37%	25%	36%	35%	25%	29%	32%	29%	31%	32%	26%	38%	32%	23%	38%	31%	21%	27%	29%	35%	38%	24%	31%	25%	25%	28%	34%
Somewhat Unfavorable	24%	22%	24%	26%	26%	25%	27%	21%	25%	24%	25%	24%	24%	19%	27%	30%	20%	25%	29%	25%	26%	24%	19%	30%	27%	21%	32%	21%	25%
Very Unfavorable	19%	21%	14%	29%	15%	21%	23%	15%	20%	15%	18%	20%	22%	12%	20%	26%	12%	13%	34%	19%	21%	19%	12%	26%	12%	18%	13%	25%	20%
No Opinion	15%	25%	15%	7%	10%	9%	9%	23%	15%	17%	16%	13%	17%	15%	14%	15%	14%	20%	10%	17%	16%	11%	14%	15%	20%	21%	22%	15%	11%
Never Heard Of	1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	0%	0%	1%	1%	1%	2%	1%	1%	0%

Do you have a favorable or unfavorable opinion of Wall Street?

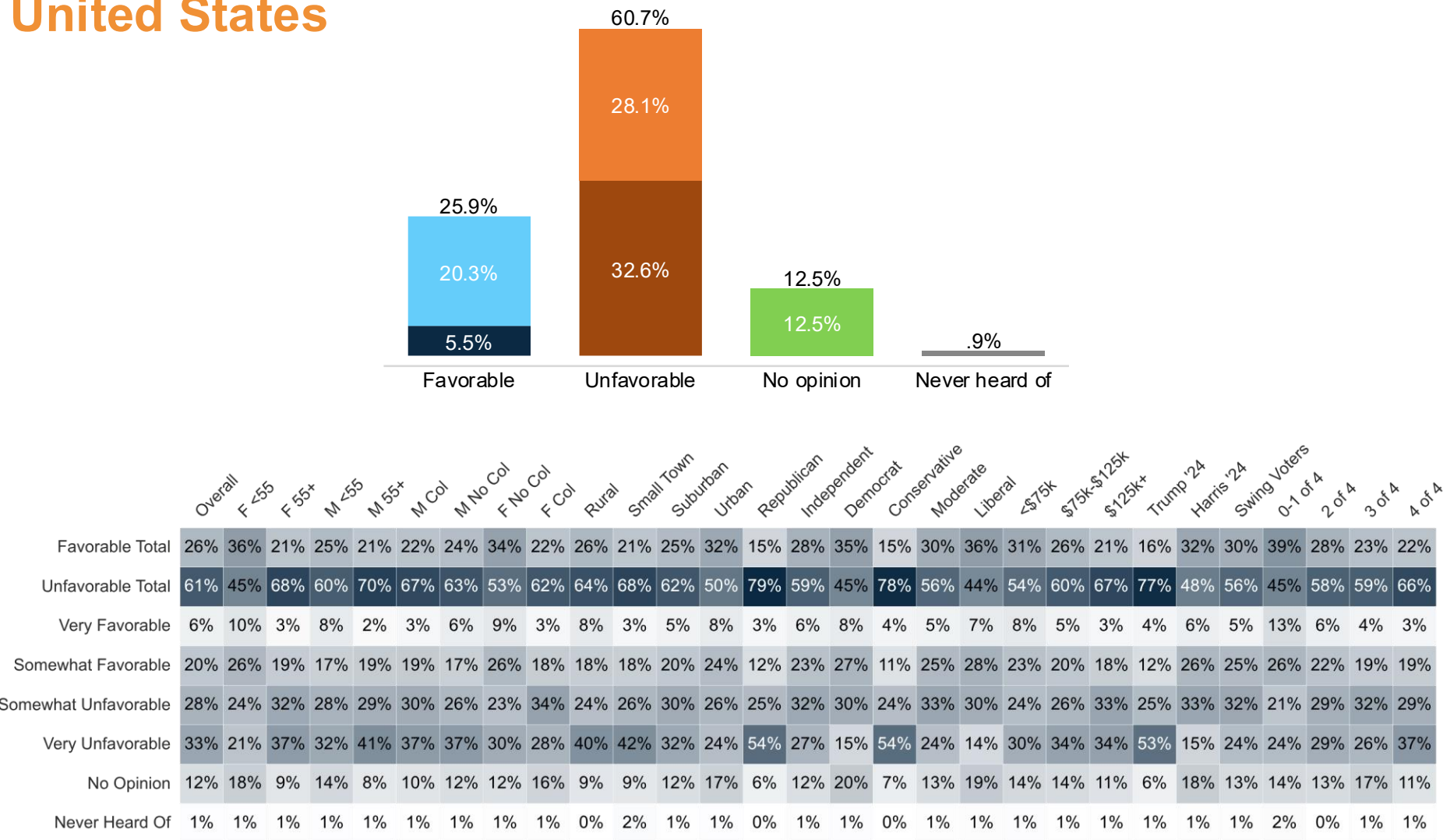
Image: Banks and Financial Institutions



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	46%	42%	54%	40%	47%	46%	41%	51%	46%	47%	45%	48%	44%	55%	40%	42%	52%	48%	38%	48%	47%	45%	51%	42%	47%	53%	49%	42%	45%
Unfavorable Total	43%	42%	34%	53%	44%	47%	50%	34%	43%	40%	40%	43%	45%	33%	50%	48%	35%	40%	55%	40%	42%	46%	37%	49%	40%	35%	42%	48%	44%
Very Favorable	10%	11%	10%	12%	9%	9%	12%	13%	7%	14%	10%	9%	11%	12%	6%	10%	11%	11%	8%	13%	10%	9%	12%	9%	10%	16%	11%	9%	9%
Somewhat Favorable	36%	32%	45%	28%	38%	38%	29%	37%	39%	33%	36%	38%	32%	43%	34%	31%	40%	37%	31%	35%	37%	36%	39%	33%	37%	37%	38%	33%	36%
Somewhat Unfavorable	28%	29%	24%	30%	31%	31%	31%	24%	30%	26%	23%	30%	29%	21%	33%	33%	24%	28%	34%	26%	29%	31%	25%	32%	28%	24%	29%	34%	28%
Very Unfavorable	14%	13%	9%	23%	12%	17%	19%	10%	13%	14%	17%	13%	16%	12%	18%	15%	11%	12%	20%	14%	13%	15%	13%	16%	12%	11%	13%	14%	15%
No Opinion	10%	14%	11%	6%	9%	6%	8%	15%	11%	13%	13%	9%	11%	11%	10%	10%	12%	12%	6%	10%	11%	8%	11%	9%	11%	10%	9%	9%	11%
Never Heard Of	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	2%	0%	0%	0%

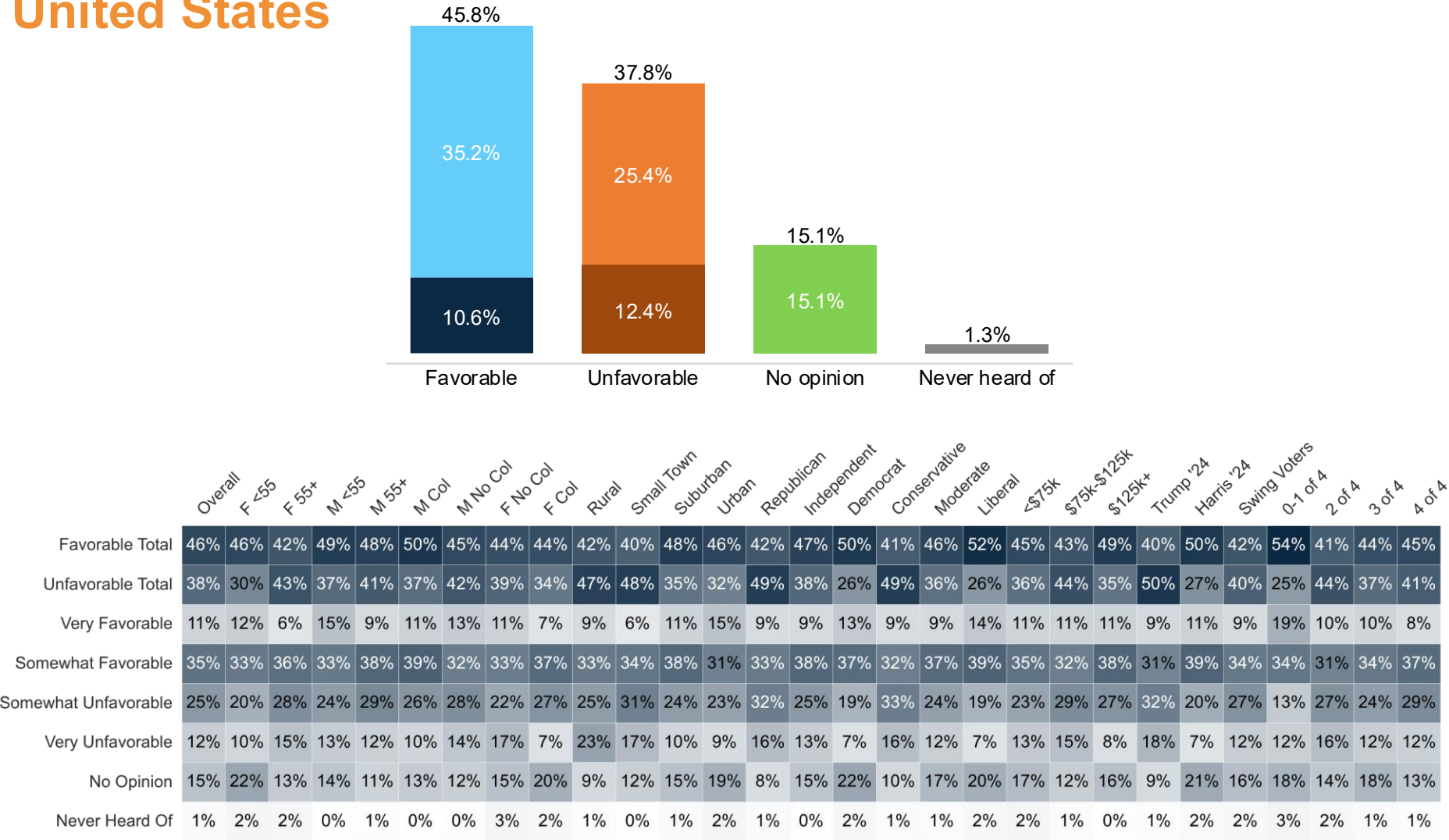
Do you have a favorable or unfavorable opinion of banks and financial institutions?

Image: Chinese Companies Doing Business in the United States



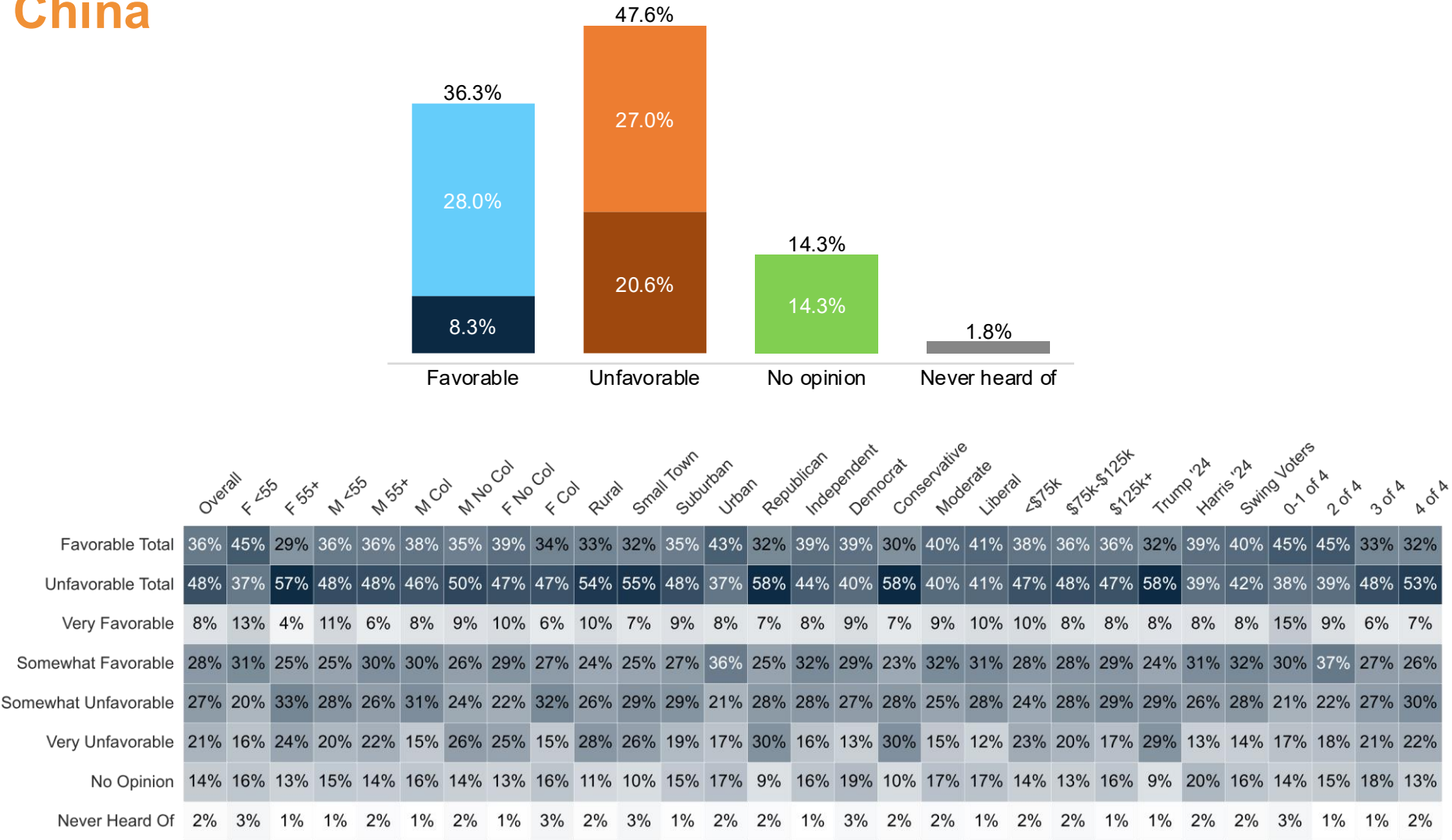
Do you have a favorable or unfavorable opinion of Chinese companies doing business in the United States?

Image: Foreign Companies Doing Business in the United States



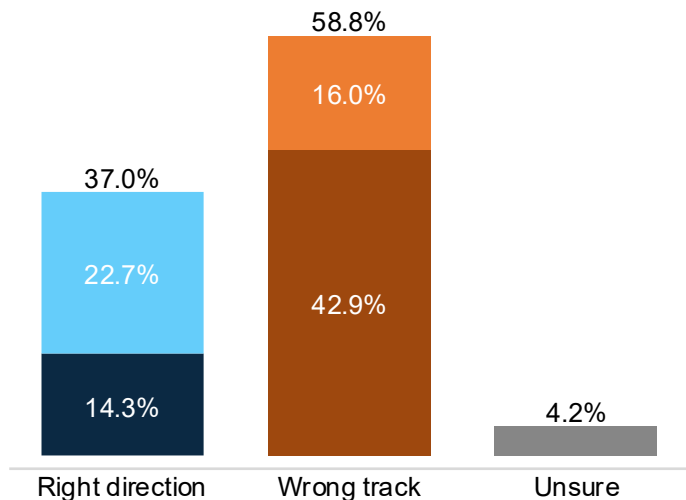
Do you have a favorable or unfavorable opinion of foreign companies doing business in the United States?

Image: American Companies Doing Business in China



Do you have a favorable or unfavorable opinion of American companies doing business in China?

U.S. Foreign Policy Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	37%	23%	37%	40%	49%	39%	50%	32%	29%	44%	47%	37%	25%	76%	26%	5%	73%	23%	4%	32%	40%	40%	76%	3%	30%	30%	39%	33%	39%
Wrong track	59%	69%	58%	58%	49%	60%	47%	60%	68%	50%	49%	60%	69%	20%	71%	91%	23%	72%	94%	61%	57%	58%	20%	94%	62%	62%	58%	61%	58%
Definitely the right direction	14%	9%	14%	17%	19%	16%	20%	13%	10%	14%	17%	14%	12%	30%	8%	2%	29%	7%	1%	11%	13%	19%	31%	1%	5%	13%	16%	11%	15%
Mostly the right direction	23%	14%	23%	23%	31%	23%	30%	19%	19%	29%	30%	23%	13%	46%	17%	3%	44%	15%	3%	21%	27%	21%	45%	3%	25%	17%	24%	22%	25%
Mostly the wrong track	16%	24%	12%	15%	13%	13%	15%	22%	13%	16%	14%	15%	19%	12%	18%	19%	12%	22%	16%	21%	16%	11%	13%	17%	30%	26%	24%	14%	12%
Definitely the wrong track	43%	45%	47%	42%	36%	47%	31%	38%	55%	33%	35%	45%	50%	8%	53%	72%	11%	50%	78%	39%	41%	47%	7%	77%	32%	36%	34%	47%	46%
Unsure	4%	8%	5%	3%	2%	1%	3%	8%	3%	7%	4%	3%	6%	4%	3%	4%	4%	5%	2%	7%	3%	2%	5%	3%	8%	8%	3%	6%	3%

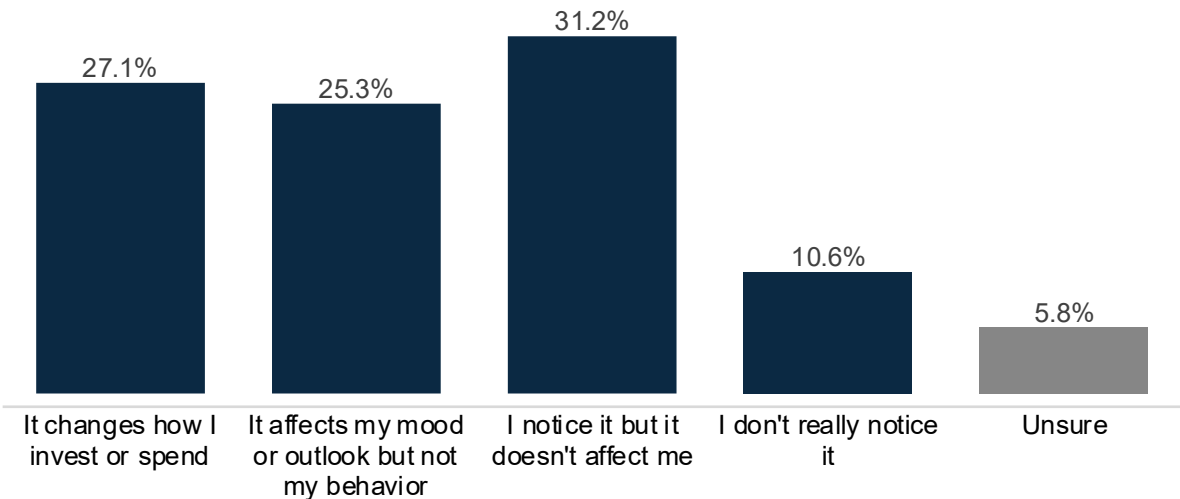
Do you believe America's foreign policy is headed in the right direction or off on the wrong track?

Percent Change: U.S. Country Direction to U.S. Foreign Policy Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	3%	4%	1%	3%	3%	2%	4%	3%	2%	0%	7%	3%	0%	5%	2%	0%	2%	6%	1%	3%	5%	1%	5%	0%	4%	-2%	10%	3%	2%
Wrong track	-4%	-9%	-2%	-4%	-2%	-1%	-6%	-8%	-3%	-3%	-6%	-4%	-4%	-6%	-3%	-3%	-3%	-8%	-3%	-7%	-6%	-1%	-7%	-2%	-8%	-3%	-10%	-8%	-2%
Definitely the right direction	3%	4%	2%	3%	3%	2%	5%	4%	2%	0%	-1%	5%	5%	5%	3%	1%	6%	2%	0%	3%	2%	5%	6%	0%	1%	3%	3%	1%	3%
Mostly the right direction	-1%	0%	-1%	-1%	0%	0%	0%	-1%	0%	0%	8%	-2%	-5%	0%	-1%	-1%	-4%	4%	0%	0%	3%	-5%	-1%	-1%	3%	-6%	6%	2%	-1%
Mostly the wrong track	-1%	-2%	0%	-1%	-2%	-2%	-1%	0%	-2%	2%	-1%	-1%	-2%	-4%	-3%	3%	-1%	-4%	2%	1%	-2%	-2%	-3%	1%	-5%	2%	-8%	-5%	1%
Definitely the wrong track	-3%	-7%	-2%	-3%	-1%	1%	-5%	-8%	-1%	-5%	-5%	-3%	-2%	-2%	0%	-6%	-2%	-4%	-4%	-7%	-4%	1%	-3%	-3%	-3%	-5%	-1%	-3%	-3%
Unsure	2%	5%	1%	1%	-1%	-1%	2%	5%	1%	3%	0%	1%	4%	1%	1%	3%	1%	2%	2%	4%	1%	0%	1%	2%	4%	5%	0%	5%	0%

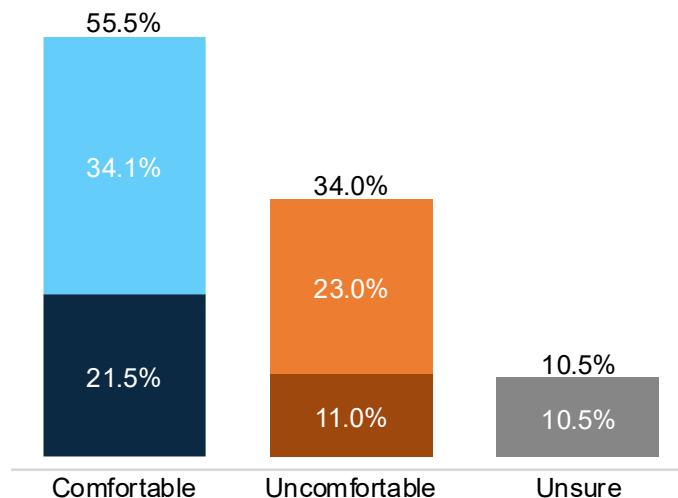
Market Volatility Saliience



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
It changes how I invest or spend	27%	31%	27%	27%	22%	24%	25%	31%	27%	32%	24%	27%	28%	23%	28%	30%	24%	29%	28%	26%	28%	27%	24%	30%	23%	33%	22%	26%	27%
It affects my mood or outlook but not my behavior	25%	20%	28%	25%	28%	29%	25%	19%	31%	15%	25%	29%	22%	26%	22%	26%	25%	25%	27%	21%	25%	30%	24%	27%	26%	21%	27%	23%	27%
I notice it but it doesn't affect me	31%	25%	28%	34%	38%	39%	34%	25%	29%	33%	29%	31%	32%	35%	34%	27%	35%	30%	28%	29%	29%	36%	35%	28%	32%	27%	31%	35%	32%
I don't really notice it	11%	15%	10%	10%	8%	7%	11%	15%	8%	15%	14%	9%	11%	11%	12%	10%	11%	11%	10%	15%	10%	6%	11%	8%	12%	12%	13%	9%	10%
Unsure	6%	9%	7%	4%	3%	1%	5%	10%	5%	5%	8%	5%	6%	5%	4%	7%	5%	6%	6%	8%	7%	2%	5%	6%	6%	8%	7%	7%	5%

When there is volatility in the stock market, how much does it affect your personal financial confidence or decisions?

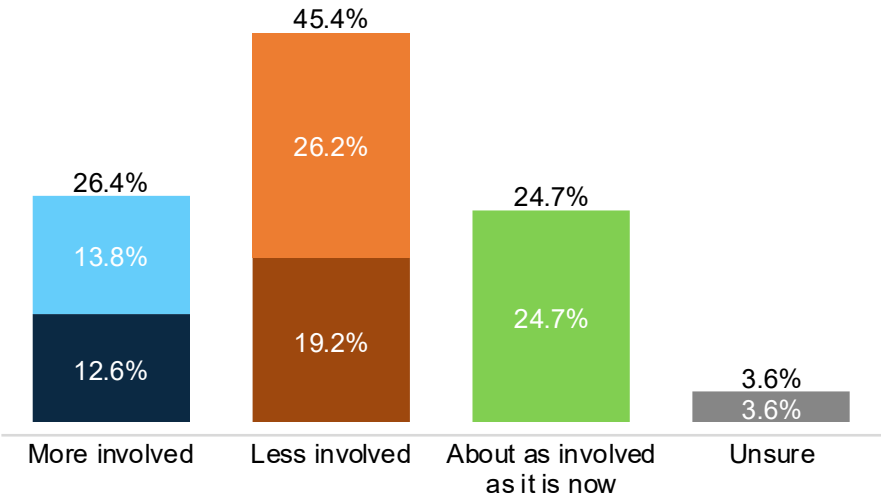
Market Volatility Tolerance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Comfortable Total	56%	44%	48%	68%	65%	71%	62%	43%	50%	53%	56%	57%	52%	71%	52%	43%	70%	46%	46%	50%	55%	63%	72%	42%	51%	55%	57%	60%	54%
Uncomfortable Total	34%	39%	42%	23%	29%	25%	28%	41%	41%	38%	35%	32%	35%	22%	37%	44%	23%	40%	42%	36%	34%	31%	21%	46%	38%	33%	36%	28%	36%
Very comfortable	21%	13%	16%	32%	28%	34%	26%	12%	17%	17%	18%	22%	25%	30%	18%	16%	30%	13%	19%	18%	20%	28%	30%	15%	16%	19%	20%	24%	22%
Somewhat comfortable	34%	31%	32%	35%	38%	37%	36%	31%	33%	36%	38%	35%	28%	41%	35%	27%	40%	33%	27%	33%	35%	35%	41%	27%	35%	36%	37%	36%	32%
Somewhat uncomfortable	23%	28%	28%	15%	19%	16%	18%	29%	28%	25%	22%	22%	26%	15%	27%	29%	15%	29%	28%	24%	26%	20%	15%	30%	29%	26%	26%	18%	23%
Very uncomfortable	11%	11%	14%	8%	9%	8%	9%	12%	13%	13%	13%	11%	9%	7%	10%	15%	8%	11%	15%	12%	8%	11%	7%	16%	8%	7%	10%	10%	13%
Unsure	10%	16%	10%	9%	6%	5%	10%	16%	9%	9%	9%	10%	12%	7%	11%	13%	7%	14%	12%	14%	11%	6%	7%	12%	12%	13%	7%	12%	10%

Suppose policies you support caused significant stock market volatility for a year but promised stronger economic growth over the long term. How comfortable would you be with that trade-off?

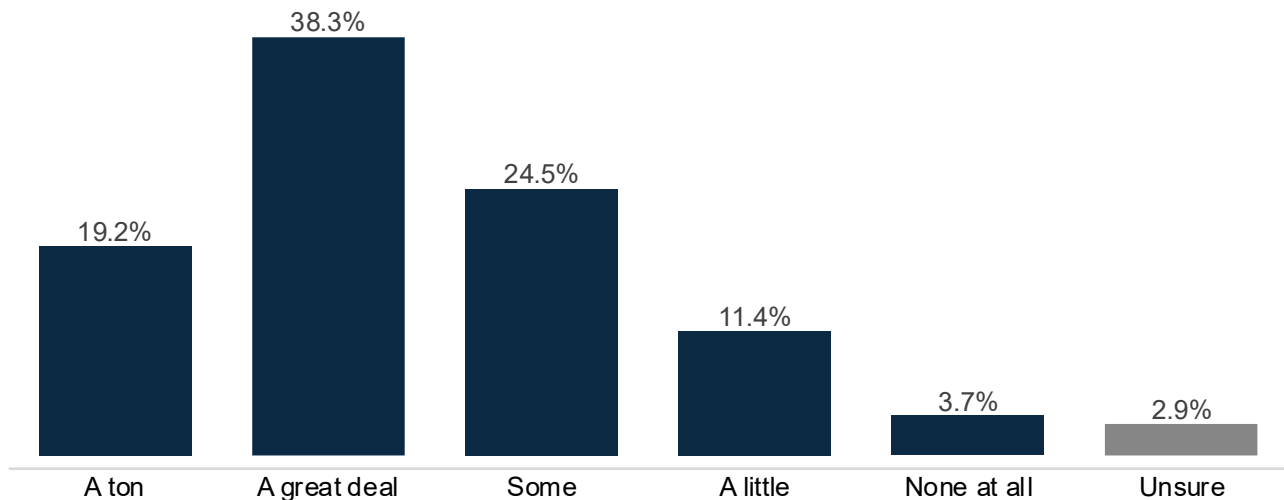
World Involvement



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
More involved Total	26%	24%	28%	27%	28%	29%	25%	27%	24%	24%	24%	26%	31%	23%	26%	30%	21%	29%	32%	28%	29%	24%	20%	33%	19%	28%	24%	24%	27%
Less involved Total	45%	50%	41%	54%	38%	44%	47%	43%	49%	44%	39%	46%	49%	31%	52%	55%	35%	47%	57%	44%	46%	46%	36%	53%	54%	48%	46%	53%	43%
Much more involved	13%	10%	14%	13%	13%	15%	11%	13%	11%	10%	11%	13%	14%	13%	10%	14%	11%	13%	15%	14%	14%	10%	11%	15%	7%	11%	13%	12%	13%
Somewhat more involved	14%	13%	14%	13%	15%	14%	14%	14%	13%	14%	14%	13%	17%	10%	16%	17%	10%	16%	17%	14%	15%	13%	10%	19%	12%	17%	11%	12%	14%
About as involved as it is now	25%	21%	27%	18%	32%	25%	26%	25%	23%	28%	33%	24%	18%	44%	19%	9%	42%	21%	6%	23%	23%	28%	42%	9%	24%	22%	26%	20%	26%
Somewhat less involved	26%	27%	24%	29%	25%	26%	28%	26%	26%	29%	24%	26%	29%	22%	29%	28%	24%	28%	27%	27%	25%	27%	25%	27%	34%	29%	27%	28%	25%
Much less involved	19%	22%	17%	24%	13%	18%	19%	17%	23%	15%	16%	21%	20%	9%	24%	26%	11%	19%	30%	17%	21%	19%	11%	26%	20%	18%	19%	25%	18%
Unsure	4%	5%	4%	2%	2%	2%	2%	5%	5%	5%	4%	3%	3%	2%	3%	5%	2%	4%	5%	5%	2%	3%	2%	5%	3%	3%	4%	3%	4%

Should the United States be more involved, less involved, or about as involved in world affairs as it is now?

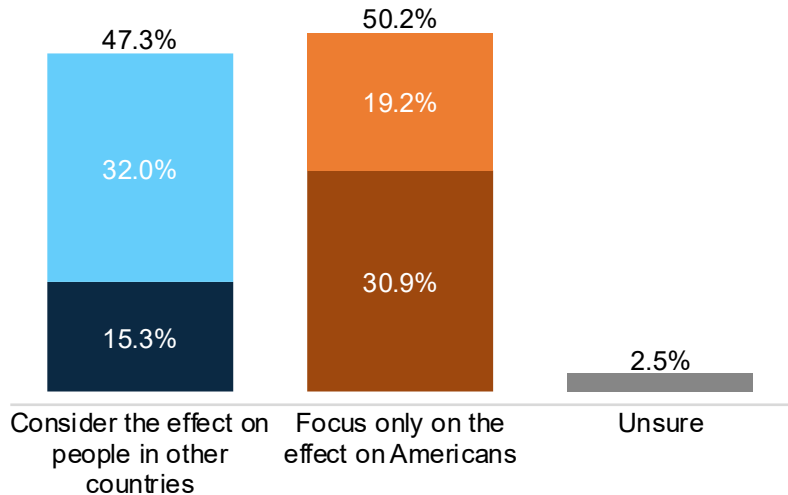
Global Impact of US Election



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton	19%	24%	17%	22%	14%	20%	16%	20%	21%	14%	16%	20%	22%	10%	19%	29%	10%	17%	34%	19%	19%	19%	11%	28%	11%	14%	26%	20%	19%
A great deal	38%	34%	40%	36%	43%	42%	37%	32%	44%	36%	41%	39%	35%	35%	36%	44%	34%	40%	42%	34%	38%	42%	33%	45%	33%	37%	33%	38%	41%
Some	24%	22%	29%	23%	24%	22%	24%	28%	23%	24%	27%	24%	25%	30%	27%	16%	30%	24%	16%	28%	25%	21%	30%	17%	35%	25%	27%	24%	24%
A little	11%	12%	7%	15%	13%	12%	16%	10%	8%	17%	8%	11%	11%	17%	12%	6%	16%	12%	4%	10%	13%	11%	17%	6%	15%	16%	9%	12%	11%
None at all	4%	3%	4%	4%	4%	3%	5%	5%	1%	4%	5%	3%	4%	5%	4%	2%	5%	3%	2%	5%	2%	3%	5%	2%	3%	6%	2%	2%	4%
Unsure	3%	5%	3%	1%	2%	1%	2%	5%	3%	5%	2%	3%	2%	3%	3%	3%	4%	3%	1%	3%	3%	2%	4%	2%	3%	2%	3%	5%	2%

How much do you believe the choices American voters make this November affect the lives of people living in other countries?

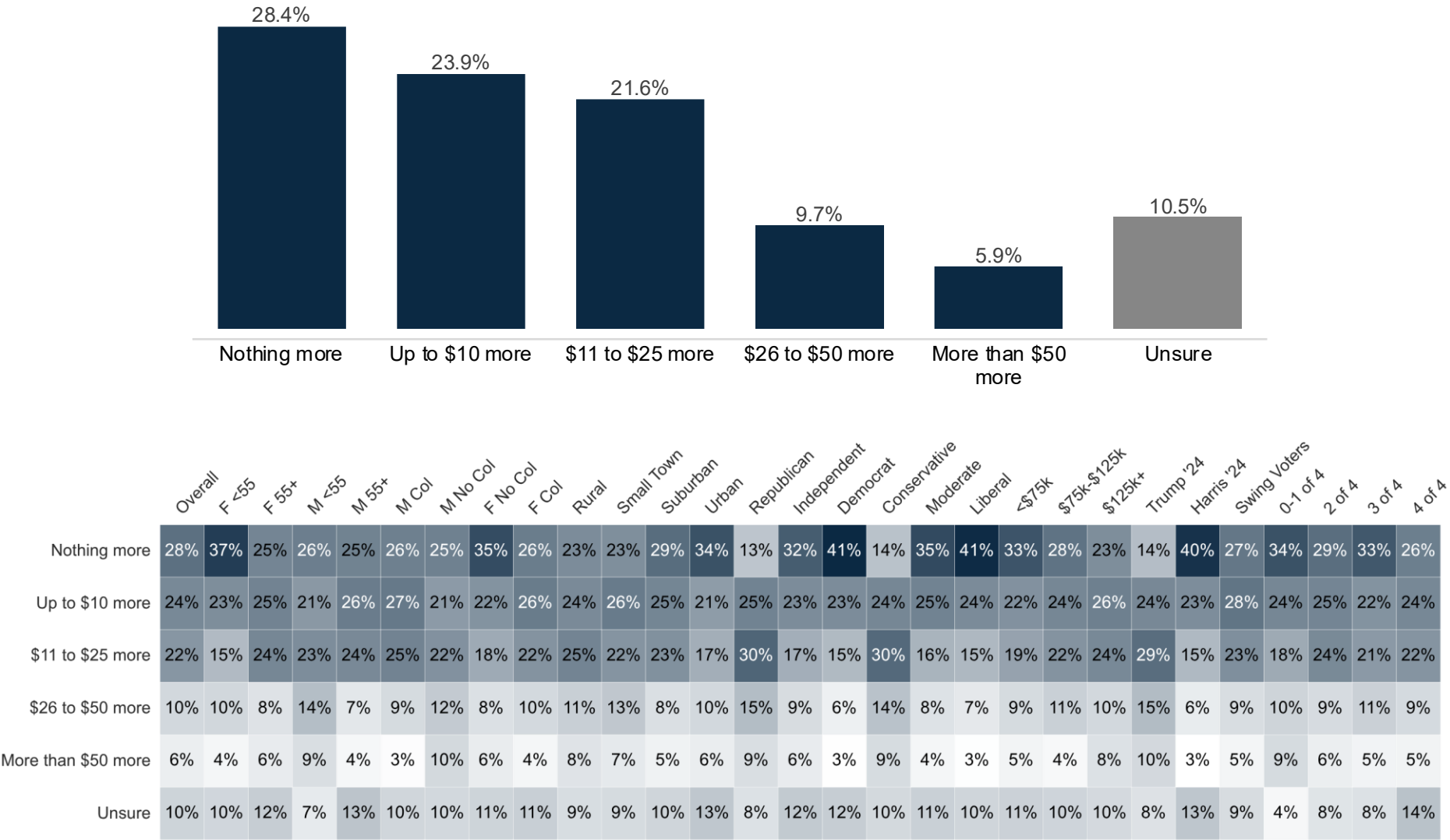
Trade Policy Scope



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Consider the effect on people in other countries	47%	51%	51%	41%	45%	48%	38%	46%	57%	44%	46%	46%	52%	27%	49%	67%	25%	51%	73%	49%	49%	45%	24%	68%	40%	44%	45%	44%	49%
Focus only on the effect on Americans	50%	44%	46%	59%	53%	51%	61%	49%	41%	51%	52%	52%	45%	72%	49%	28%	73%	45%	25%	48%	49%	53%	74%	28%	56%	52%	54%	52%	48%
Strongly consider the effect on people in other countries	15%	19%	17%	14%	11%	15%	9%	18%	18%	14%	17%	13%	21%	5%	15%	25%	5%	15%	29%	16%	16%	14%	5%	25%	9%	16%	12%	17%	16%
Somewhat consider the effect on people in other countries	32%	32%	34%	27%	34%	32%	29%	29%	38%	30%	29%	33%	32%	21%	34%	42%	21%	36%	43%	33%	33%	31%	20%	43%	32%	29%	33%	28%	34%
Somewhat focus only on the effect on Americans	19%	20%	20%	19%	18%	17%	20%	19%	20%	16%	17%	20%	20%	22%	18%	17%	20%	22%	16%	19%	20%	19%	22%	16%	30%	21%	23%	20%	18%
Strongly focus only on the effect on Americans	31%	24%	27%	40%	35%	34%	41%	29%	20%	35%	35%	31%	24%	50%	30%	11%	53%	23%	9%	30%	29%	34%	53%	11%	26%	31%	32%	32%	31%
Unsure	3%	5%	3%	0%	2%	1%	1%	5%	3%	5%	2%	2%	3%	1%	2%	4%	1%	4%	2%	3%	3%	2%	1%	4%	3%	4%	1%	3%	2%

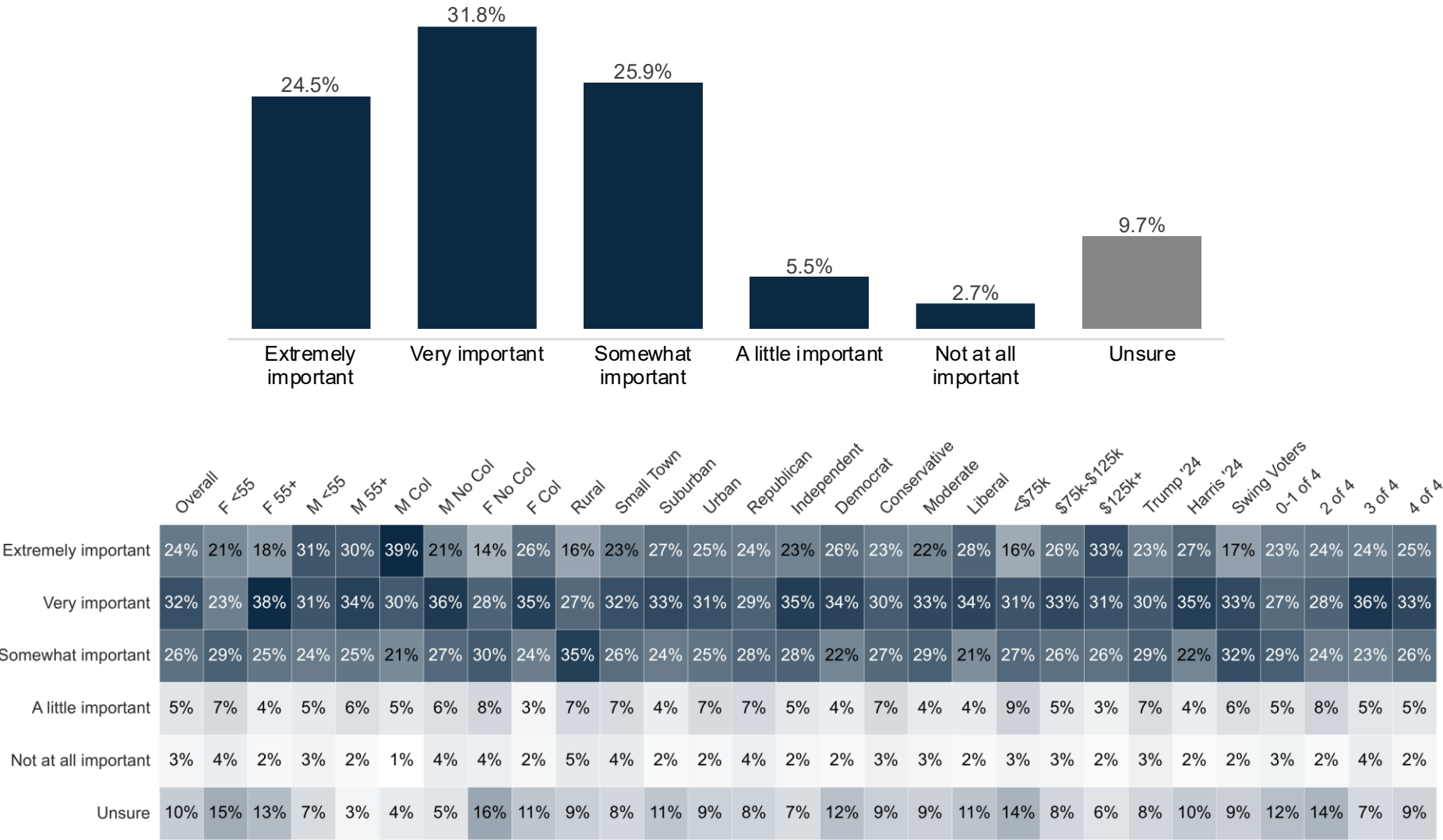
When making trade policy, should American leaders consider the effect on people in other countries, or focus only on the effect on Americans?

Made in America Premium



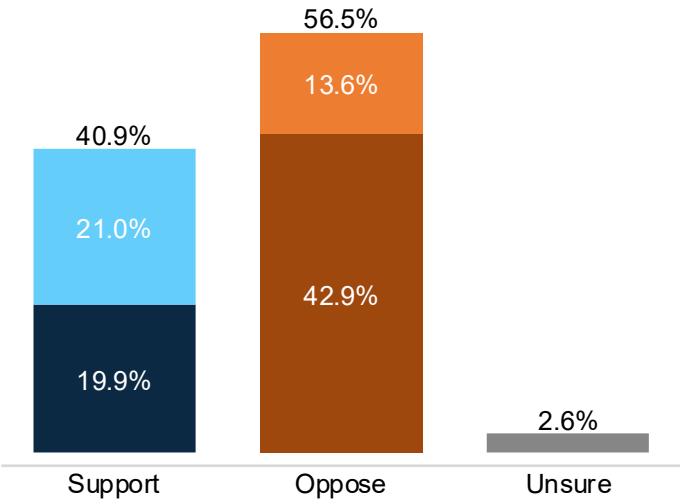
Imagine two identical products, one made in America and one imported, and the imported one costs \$100. How much more, if anything, would you be willing to pay for the American-made one?

Semiconductor Access



How important is it that American businesses have reliable access to semiconductors and other critical components made in Asia, even if that means keeping complicated international supply chains?

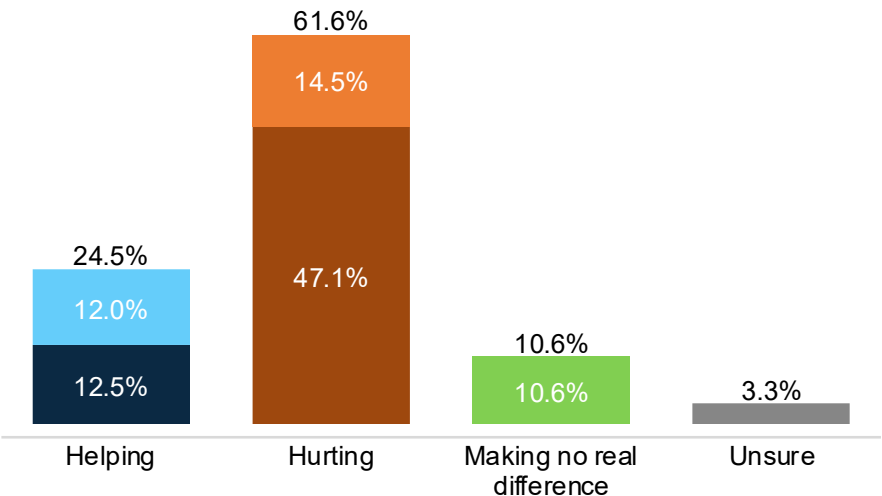
Tariff Position



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	41%	31%	40%	43%	51%	41%	54%	39%	31%	50%	51%	41%	30%	77%	33%	11%	76%	28%	8%	40%	39%	44%	78%	9%	37%	43%	42%	37%	41%
Oppose Total	57%	64%	58%	56%	48%	59%	45%	57%	65%	47%	47%	57%	68%	20%	65%	87%	22%	68%	91%	57%	58%	55%	19%	89%	61%	54%	54%	60%	57%
Strongly support	20%	11%	20%	20%	29%	23%	27%	16%	16%	28%	25%	19%	15%	43%	12%	2%	42%	8%	2%	17%	18%	24%	42%	2%	8%	17%	18%	19%	21%
Somewhat support	21%	20%	20%	23%	22%	18%	27%	23%	15%	21%	26%	22%	15%	34%	22%	9%	33%	20%	6%	23%	21%	20%	36%	7%	28%	27%	24%	19%	19%
Somewhat oppose	14%	18%	13%	12%	12%	10%	13%	18%	12%	15%	11%	13%	17%	11%	18%	13%	11%	21%	10%	15%	17%	10%	11%	12%	28%	18%	17%	14%	11%
Strongly oppose	43%	46%	45%	44%	36%	48%	32%	39%	53%	31%	35%	44%	51%	9%	47%	74%	11%	47%	81%	42%	41%	45%	8%	77%	32%	35%	36%	45%	47%
Unsure	3%	5%	2%	2%	1%	1%	1%	4%	3%	4%	3%	2%	2%	3%	2%	2%	3%	3%	1%	4%	3%	1%	3%	2%	3%	3%	4%	3%	2%

Do you support or oppose the tariffs currently in place on goods imported into the United States?

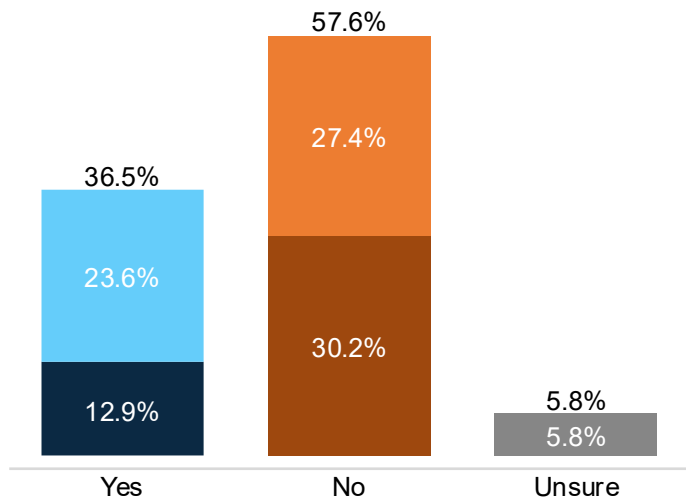
Tariff Economic Effect



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Helping Total	24%	19%	21%	26%	34%	27%	32%	20%	19%	30%	30%	24%	18%	50%	16%	5%	49%	12%	4%	23%	26%	26%	50%	3%	16%	23%	21%	22%	26%
Hurting Total	62%	65%	67%	57%	56%	63%	50%	62%	71%	55%	56%	62%	70%	31%	71%	86%	33%	72%	90%	61%	63%	60%	30%	89%	61%	56%	59%	61%	64%
Helping a lot	13%	7%	11%	13%	19%	16%	16%	10%	8%	16%	14%	13%	9%	27%	7%	2%	26%	4%	2%	10%	11%	15%	26%	1%	5%	10%	11%	13%	13%
Helping a little	12%	11%	9%	13%	15%	12%	16%	10%	11%	14%	16%	12%	9%	23%	9%	3%	23%	8%	3%	12%	14%	11%	24%	2%	12%	12%	11%	9%	13%
Making no real difference	11%	12%	9%	14%	8%	8%	14%	14%	6%	12%	10%	11%	10%	13%	12%	7%	13%	14%	5%	13%	8%	11%	15%	6%	19%	19%	14%	12%	7%
Hurting a little	14%	14%	15%	13%	15%	14%	15%	16%	13%	21%	15%	13%	14%	20%	18%	7%	19%	18%	7%	16%	16%	12%	20%	8%	22%	15%	19%	12%	14%
Hurting a lot	47%	50%	52%	44%	41%	50%	35%	46%	58%	34%	40%	48%	56%	12%	54%	79%	14%	54%	83%	45%	47%	48%	9%	82%	39%	41%	40%	49%	50%
Unsure	3%	4%	4%	3%	2%	1%	3%	4%	5%	3%	5%	3%	2%	6%	1%	2%	5%	2%	1%	3%	4%	3%	5%	2%	3%	2%	6%	4%	3%

Do you believe the tariffs currently in place are helping the American economy, hurting the American economy, or making no real difference?

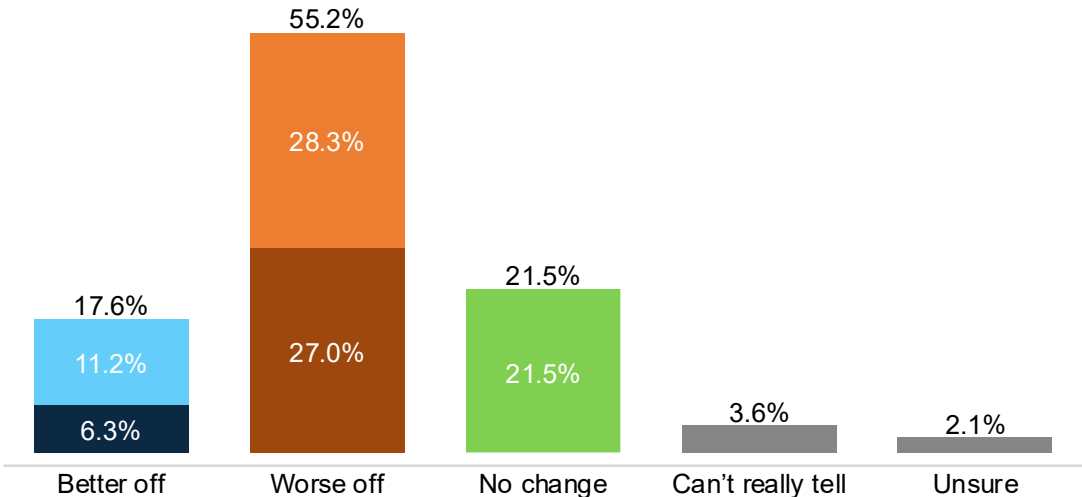
Tariff Manufacturing Jobs



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	37%	30%	35%	34%	48%	36%	46%	36%	28%	42%	42%	36%	30%	70%	27%	10%	68%	25%	6%	36%	38%	36%	69%	9%	32%	38%	32%	34%	38%
No Total	58%	62%	61%	59%	48%	59%	47%	57%	67%	51%	50%	58%	66%	23%	67%	86%	24%	69%	91%	58%	54%	59%	23%	88%	62%	56%	59%	59%	58%
Yes, a lot of jobs	13%	8%	12%	13%	20%	15%	17%	12%	8%	16%	15%	13%	10%	27%	8%	2%	26%	6%	2%	11%	12%	14%	27%	1%	5%	11%	12%	13%	14%
Yes, some jobs	24%	22%	22%	21%	28%	21%	29%	24%	20%	26%	27%	23%	20%	43%	19%	8%	42%	19%	5%	25%	25%	23%	42%	7%	26%	26%	20%	21%	24%
No, not really	27%	30%	29%	27%	23%	25%	25%	29%	30%	25%	24%	26%	33%	18%	33%	32%	18%	37%	32%	29%	27%	27%	19%	33%	42%	33%	30%	24%	26%
No, none at all	30%	32%	32%	32%	24%	34%	22%	28%	37%	25%	25%	32%	33%	5%	34%	54%	6%	33%	59%	30%	28%	33%	4%	55%	20%	24%	28%	35%	32%
Unsure	6%	8%	5%	7%	4%	4%	7%	7%	5%	7%	8%	5%	4%	7%	6%	4%	8%	6%	3%	6%	8%	4%	8%	3%	6%	6%	10%	7%	4%

Do you believe tariffs have brought manufacturing jobs back to the United States?

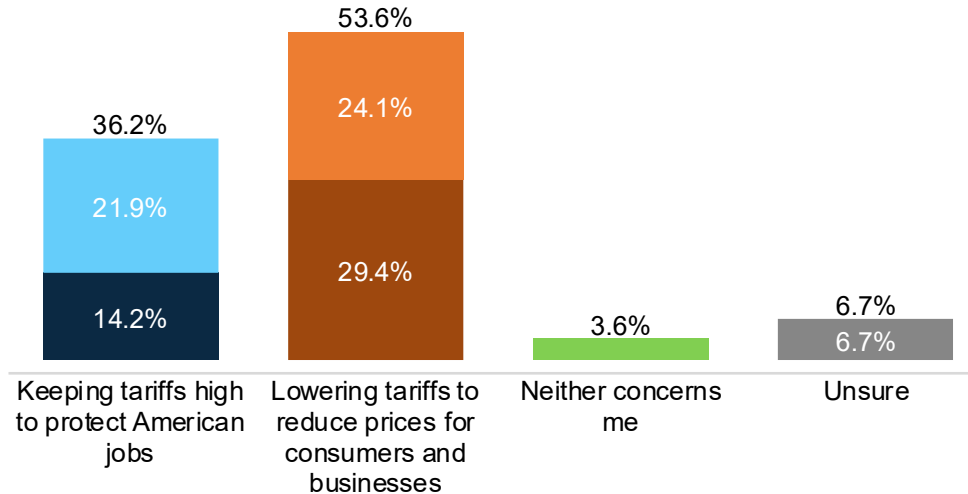
Tariff Personal Impact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Better off Total	18%	13%	13%	22%	23%	23%	23%	14%	12%	22%	21%	17%	15%	34%	11%	6%	32%	10%	6%	17%	17%	19%	33%	6%	14%	24%	13%	14%	18%
Worse off Total	55%	62%	58%	51%	48%	53%	46%	59%	62%	50%	48%	57%	59%	23%	67%	81%	25%	65%	85%	57%	55%	54%	23%	84%	55%	49%	60%	55%	56%
Much better off	6%	4%	5%	11%	7%	9%	8%	5%	3%	6%	6%	6%	7%	13%	3%	2%	12%	3%	3%	5%	7%	7%	13%	2%	2%	9%	5%	5%	6%
Somewhat better off	11%	10%	8%	12%	16%	14%	14%	9%	9%	16%	14%	10%	8%	21%	7%	5%	20%	8%	3%	11%	10%	12%	20%	4%	12%	15%	8%	9%	11%
No change	22%	17%	22%	23%	25%	21%	27%	19%	20%	22%	23%	22%	20%	36%	19%	8%	35%	19%	6%	21%	20%	23%	36%	7%	23%	20%	22%	25%	20%
Somewhat worse off	28%	29%	29%	22%	31%	29%	25%	29%	31%	24%	25%	29%	31%	16%	38%	34%	18%	37%	35%	26%	30%	30%	17%	37%	36%	25%	34%	25%	29%
Much worse off	27%	33%	29%	29%	17%	24%	21%	31%	31%	26%	22%	28%	28%	7%	29%	46%	8%	28%	50%	31%	25%	24%	6%	47%	19%	24%	26%	30%	28%
Can't really tell	4%	4%	5%	2%	3%	2%	3%	6%	3%	4%	6%	2%	5%	5%	2%	3%	6%	3%	1%	4%	5%	2%	6%	2%	5%	5%	2%	3%	4%
Unsure	2%	4%	2%	1%	1%	1%	1%	2%	4%	2%	3%	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%

Do you feel personally better off or worse off economically than you were before the current tariffs took effect?

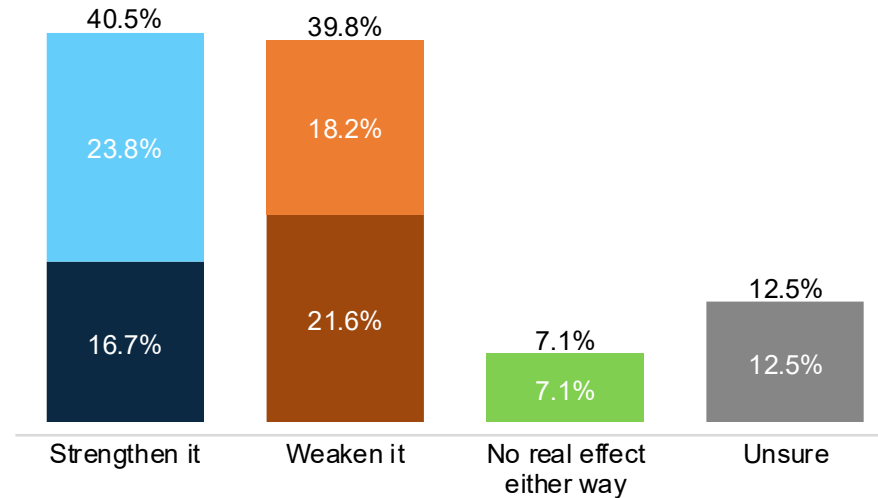
Tariff Tradeoff



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Keeping tariffs high to protect American jobs	36%	23%	35%	39%	49%	42%	47%	31%	27%	48%	42%	36%	27%	68%	28%	9%	66%	24%	8%	35%	36%	39%	70%	7%	32%	36%	37%	29%	38%
Lowering tariffs to reduce prices for consumers and businesses	54%	60%	57%	53%	44%	51%	46%	55%	63%	43%	49%	54%	63%	22%	62%	80%	24%	61%	85%	55%	56%	50%	22%	83%	55%	51%	53%	60%	53%
Definitely keeping tariffs high to protect American jobs	14%	8%	12%	18%	20%	19%	19%	13%	6%	23%	17%	12%	14%	29%	10%	2%	28%	7%	3%	13%	18%	13%	28%	2%	6%	12%	14%	15%	15%
Probably keeping tariffs high to protect American jobs	22%	15%	22%	22%	29%	23%	28%	18%	20%	26%	25%	24%	13%	39%	18%	7%	38%	18%	5%	21%	18%	26%	41%	5%	26%	24%	22%	14%	23%
Probably lowering tariffs to reduce prices for consumers and businesses	24%	25%	26%	22%	24%	23%	24%	24%	26%	18%	23%	24%	27%	15%	29%	30%	16%	31%	28%	25%	26%	23%	16%	32%	34%	25%	23%	24%	24%
Definitely lowering tariffs to reduce prices for consumers and businesses	29%	35%	31%	31%	20%	28%	23%	30%	36%	25%	25%	29%	35%	7%	33%	50%	8%	30%	56%	30%	31%	27%	6%	51%	21%	26%	30%	36%	29%
Neither concerns me	4%	6%	2%	4%	2%	3%	3%	5%	3%	3%	4%	3%	4%	3%	4%	3%	3%	6%	1%	3%	3%	4%	3%	3%	5%	7%	3%	5%	2%
Unsure	7%	11%	6%	4%	5%	5%	3%	10%	8%	6%	5%	7%	7%	7%	5%	7%	6%	8%	6%	7%	5%	7%	6%	6%	8%	7%	7%	6%	7%

Thinking about tariffs on imported goods from China, which concerns you more right now?

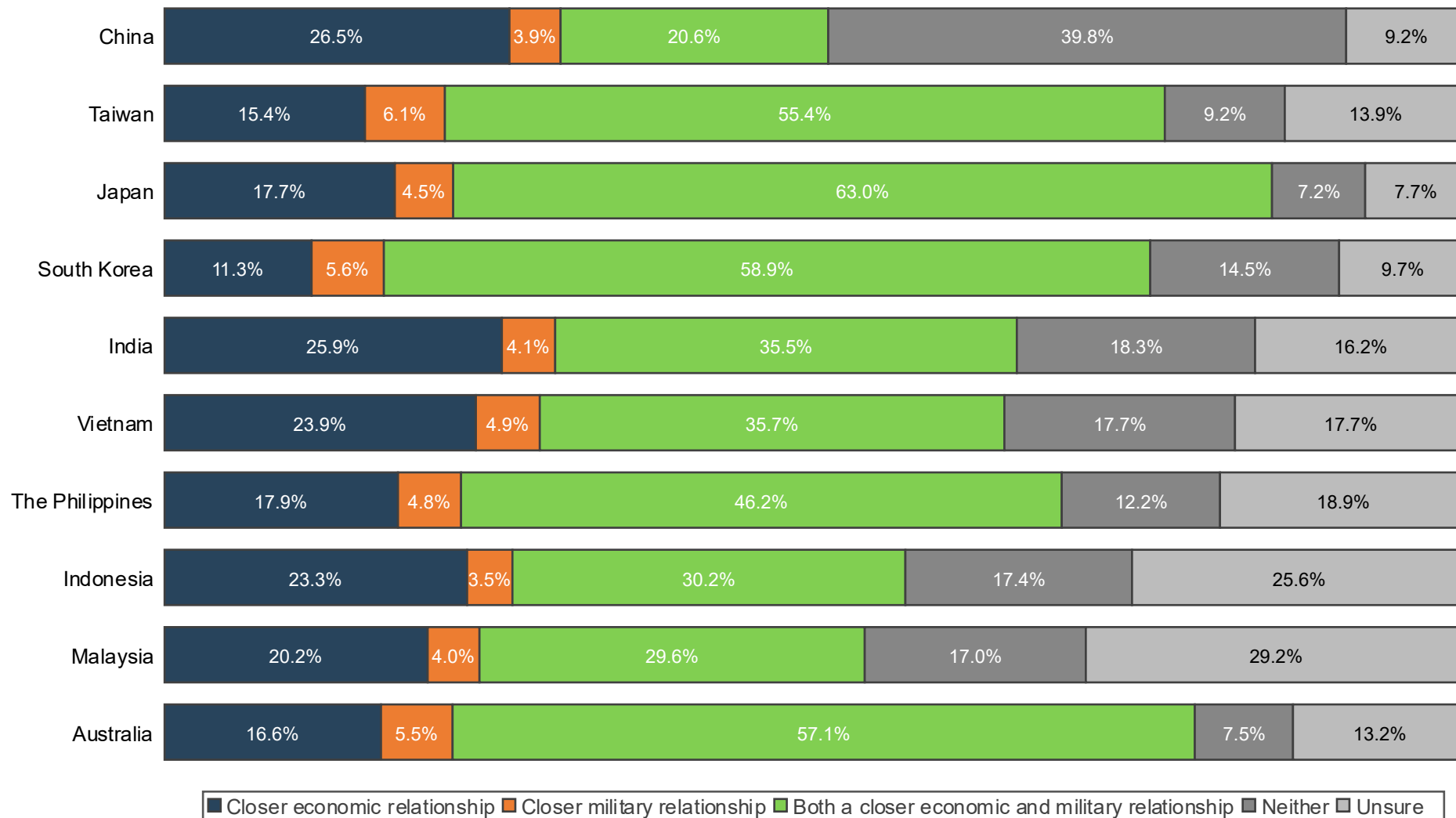
Protectionism Long-Term



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Strengthen it Total	41%	32%	39%	45%	47%	40%	52%	40%	30%	50%	46%	41%	30%	69%	31%	18%	70%	28%	15%	40%	41%	41%	70%	15%	36%	41%	39%	40%	41%
Weaken it Total	40%	39%	40%	39%	41%	49%	31%	30%	51%	30%	33%	41%	48%	16%	47%	60%	16%	44%	67%	32%	43%	46%	13%	65%	38%	31%	37%	42%	42%
Strengthen it a lot	17%	13%	13%	20%	22%	17%	25%	17%	8%	23%	19%	16%	13%	31%	12%	5%	32%	9%	4%	14%	16%	20%	32%	4%	7%	17%	17%	16%	17%
Strengthen it somewhat	24%	20%	26%	25%	24%	22%	27%	23%	22%	27%	27%	25%	17%	38%	19%	13%	37%	19%	11%	26%	25%	21%	38%	11%	28%	24%	22%	24%	24%
No real effect either way	7%	11%	5%	7%	6%	3%	10%	10%	6%	8%	9%	5%	10%	6%	8%	7%	5%	14%	4%	10%	6%	6%	8%	6%	12%	15%	10%	5%	5%
Weaken it somewhat	18%	18%	19%	16%	20%	18%	17%	17%	20%	20%	14%	19%	19%	11%	21%	23%	12%	22%	24%	16%	21%	18%	10%	24%	26%	15%	22%	17%	19%
Weaken it a lot	22%	21%	21%	23%	22%	30%	14%	13%	31%	10%	19%	22%	28%	4%	26%	37%	4%	22%	43%	16%	21%	28%	3%	41%	12%	16%	16%	26%	24%
Unsure	13%	18%	16%	9%	7%	8%	7%	20%	13%	12%	12%	13%	12%	9%	13%	15%	10%	14%	15%	17%	11%	8%	10%	14%	15%	13%	14%	13%	12%

If the United States became more protectionist on trade over the next few years, do you think that would strengthen or weaken the American economy over time?

America's Relationships with Other Countries



Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither.

Closer Economic Relationship

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
China	27%	26%	20%	31%	32%	35%	28%	17%	29%	21%	19%	29%	29%	17%	28%	36%	15%	27%	41%	25%	28%	28%	15%	38%	26%	26%	24%	28%	27%
Taiwan	15%	21%	11%	19%	12%	13%	17%	14%	17%	18%	13%	14%	20%	12%	16%	19%	11%	13%	22%	16%	14%	16%	14%	18%	15%	18%	15%	18%	14%
Japan	18%	21%	16%	19%	15%	16%	18%	17%	20%	17%	20%	15%	22%	15%	18%	20%	13%	16%	24%	17%	18%	19%	14%	21%	18%	17%	17%	20%	18%
South Korea	11%	17%	5%	15%	8%	12%	12%	11%	11%	10%	11%	10%	15%	12%	9%	12%	11%	8%	15%	11%	9%	14%	11%	12%	12%	16%	7%	11%	11%
India	26%	28%	22%	27%	27%	32%	22%	20%	32%	25%	22%	27%	27%	21%	25%	31%	20%	25%	34%	23%	27%	29%	20%	34%	21%	21%	21%	23%	29%
Vietnam	24%	22%	19%	26%	30%	32%	25%	15%	26%	17%	23%	24%	28%	18%	26%	28%	19%	19%	35%	19%	27%	28%	20%	30%	21%	20%	21%	23%	26%
The Philippines	18%	20%	14%	24%	14%	20%	18%	15%	20%	17%	17%	17%	21%	14%	18%	22%	13%	15%	27%	18%	18%	19%	13%	23%	17%	19%	13%	17%	19%
Indonesia	23%	22%	18%	29%	26%	30%	25%	16%	24%	22%	21%	22%	28%	20%	24%	27%	20%	18%	33%	21%	23%	25%	20%	29%	23%	23%	19%	24%	25%
Malaysia	20%	19%	16%	25%	21%	26%	20%	15%	21%	17%	17%	20%	26%	16%	24%	23%	17%	16%	29%	19%	19%	22%	17%	24%	20%	20%	17%	22%	21%
Australia	17%	19%	14%	19%	15%	15%	18%	15%	18%	12%	17%	15%	22%	15%	17%	19%	14%	14%	23%	17%	16%	18%	14%	20%	16%	18%	13%	15%	17%

Closer Military Relationship

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
China	4%	5%	3%	6%	2%	3%	6%	6%	1%	6%	5%	4%	3%	4%	4%	3%	5%	4%	3%	4%	5%	4%	6%	2%	7%	6%	6%	5%	2%
Taiwan	6%	4%	7%	10%	4%	5%	9%	8%	3%	7%	6%	5%	8%	9%	5%	4%	8%	6%	4%	7%	5%	6%	8%	5%	5%	9%	6%	4%	6%
Japan	4%	7%	3%	6%	2%	1%	7%	7%	2%	6%	4%	4%	6%	6%	3%	4%	5%	5%	4%	6%	4%	3%	6%	3%	6%	7%	6%	4%	4%
South Korea	6%	6%	5%	7%	4%	3%	8%	7%	4%	9%	6%	4%	8%	6%	4%	6%	6%	3%	6%	7%	6%	4%	7%	5%	5%	6%	4%	4%	6%
India	4%	6%	2%	4%	4%	3%	5%	6%	2%	5%	3%	4%	4%	5%	3%	3%	5%	3%	4%	5%	3%	4%	5%	3%	4%	5%	3%	5%	4%
Vietnam	5%	7%	3%	7%	3%	2%	8%	7%	3%	10%	4%	4%	6%	7%	2%	4%	5%	6%	4%	7%	4%	5%	7%	4%	7%	9%	7%	4%	3%
The Philippines	5%	6%	4%	4%	5%	4%	5%	7%	3%	5%	5%	5%	5%	7%	3%	4%	7%	2%	4%	7%	4%	4%	7%	3%	4%	7%	5%	5%	4%
Indonesia	3%	6%	2%	4%	2%	2%	4%	5%	3%	5%	5%	2%	5%	4%	3%	3%	4%	4%	3%	5%	3%	3%	4%	2%	4%	8%	6%	1%	2%
Malaysia	4%	6%	3%	4%	2%	1%	6%	7%	1%	4%	2%	4%	4%	5%	4%	3%	4%	5%	2%	6%	4%	2%	6%	2%	6%	7%	9%	2%	3%
Australia	6%	7%	3%	8%	4%	5%	8%	6%	3%	9%	6%	4%	6%	8%	2%	4%	7%	5%	5%	7%	4%	5%	7%	4%	5%	8%	4%	7%	5%

Both a Closer Economic and Military Relationship



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
China	21%	31%	22%	17%	11%	10%	18%	31%	21%	18%	22%	20%	22%	16%	21%	25%	14%	29%	22%	28%	18%	15%	16%	23%	24%	32%	27%	20%	16%
Taiwan	55%	37%	59%	53%	73%	69%	58%	42%	56%	49%	58%	60%	45%	58%	59%	51%	61%	53%	51%	48%	61%	59%	57%	55%	54%	43%	45%	56%	61%
Japan	63%	45%	65%	64%	79%	78%	66%	48%	65%	56%	62%	67%	56%	67%	69%	56%	69%	62%	58%	54%	67%	68%	67%	61%	60%	54%	57%	63%	67%
South Korea	59%	41%	61%	62%	73%	73%	62%	42%	63%	47%	57%	64%	55%	58%	67%	56%	59%	61%	58%	50%	64%	64%	56%	61%	56%	50%	58%	58%	62%
India	35%	23%	43%	32%	44%	40%	36%	31%	36%	28%	37%	39%	30%	39%	34%	33%	37%	38%	30%	31%	40%	35%	37%	34%	36%	32%	35%	39%	36%
Vietnam	36%	30%	41%	34%	38%	38%	34%	34%	37%	26%	38%	39%	31%	38%	36%	33%	38%	37%	33%	33%	38%	36%	38%	34%	34%	37%	28%	34%	38%
The Philippines	46%	31%	52%	38%	64%	53%	49%	40%	44%	45%	47%	49%	39%	51%	49%	40%	51%	51%	36%	40%	52%	47%	49%	43%	45%	39%	44%	46%	49%
Indonesia	30%	21%	36%	30%	34%	35%	30%	27%	30%	26%	28%	33%	28%	32%	32%	28%	31%	33%	27%	28%	31%	32%	30%	29%	30%	31%	23%	29%	32%
Malaysia	30%	21%	30%	29%	39%	37%	32%	24%	28%	27%	30%	32%	26%	31%	29%	29%	30%	31%	28%	27%	33%	29%	29%	30%	28%	26%	22%	31%	32%
Australia	57%	40%	63%	55%	71%	71%	55%	47%	58%	50%	55%	60%	54%	56%	62%	55%	58%	59%	56%	49%	64%	58%	57%	59%	54%	44%	59%	60%	60%

Neither Closer Economic Nor Military Relationship



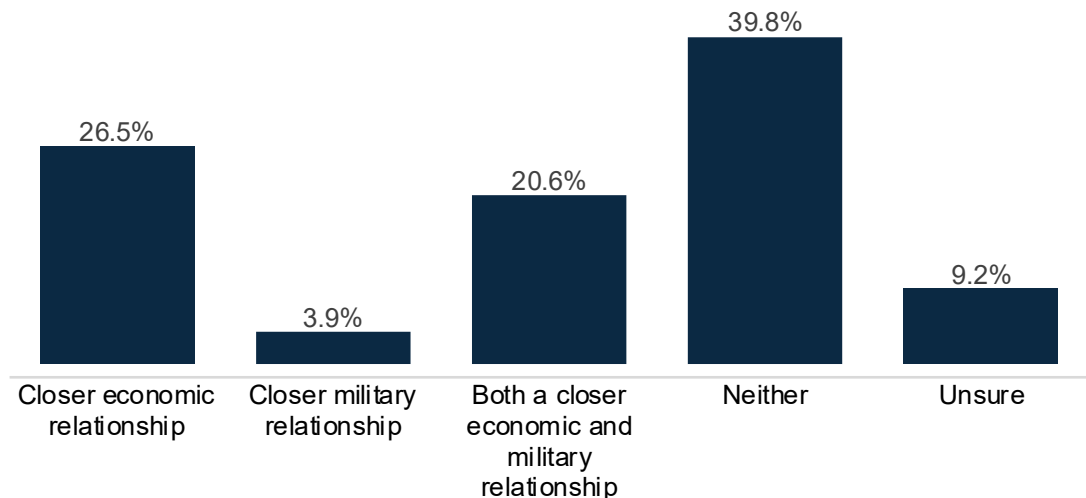
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
China	40%	28%	44%	39%	49%	45%	43%	36%	37%	44%	47%	39%	35%	57%	36%	26%	59%	28%	26%	34%	40%	45%	56%	25%	33%	27%	33%	34%	47%
Taiwan	9%	14%	8%	8%	6%	6%	9%	13%	8%	12%	9%	8%	11%	10%	10%	8%	9%	13%	7%	11%	9%	8%	10%	8%	13%	12%	12%	9%	8%
Japan	7%	12%	8%	6%	2%	3%	6%	13%	6%	9%	7%	7%	7%	7%	5%	9%	6%	8%	7%	11%	5%	5%	6%	7%	7%	12%	8%	6%	6%
South Korea	15%	19%	17%	11%	11%	7%	14%	25%	10%	23%	16%	13%	13%	14%	12%	16%	15%	18%	11%	20%	12%	11%	15%	13%	16%	16%	16%	14%	14%
India	18%	20%	15%	25%	15%	16%	24%	20%	13%	26%	21%	16%	19%	21%	22%	14%	23%	17%	14%	20%	17%	19%	22%	13%	19%	24%	23%	17%	16%
Vietnam	18%	17%	16%	19%	19%	16%	22%	19%	12%	21%	17%	17%	18%	21%	21%	13%	22%	19%	11%	19%	17%	18%	22%	13%	19%	19%	19%	18%	17%
The Philippines	12%	16%	9%	16%	9%	11%	14%	15%	9%	14%	10%	12%	12%	14%	13%	10%	13%	14%	10%	14%	9%	14%	15%	10%	14%	17%	12%	12%	11%
Indonesia	17%	18%	15%	18%	18%	16%	20%	20%	13%	16%	18%	19%	14%	21%	18%	14%	20%	19%	13%	18%	17%	19%	22%	13%	17%	18%	19%	17%	17%
Malaysia	17%	16%	14%	21%	18%	17%	21%	18%	12%	22%	19%	16%	14%	21%	17%	13%	21%	17%	12%	19%	14%	18%	22%	12%	18%	16%	17%	17%	17%
Australia	8%	9%	6%	10%	5%	4%	11%	8%	6%	11%	9%	7%	7%	8%	8%	7%	9%	9%	5%	9%	6%	7%	9%	5%	9%	10%	7%	7%	7%

America's Relationships: Unsure



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
China	9%	11%	12%	8%	6%	7%	7%	10%	12%	11%	7%	9%	11%	6%	11%	11%	7%	12%	9%	10%	9%	8%	7%	11%	10%	9%	9%	13%	8%
Taiwan	14%	25%	15%	10%	5%	7%	7%	23%	16%	14%	13%	13%	16%	11%	11%	18%	12%	14%	16%	18%	12%	12%	11%	15%	14%	18%	22%	13%	11%
Japan	8%	15%	8%	4%	2%	3%	3%	16%	7%	11%	7%	7%	8%	6%	6%	10%	6%	9%	7%	11%	6%	5%	7%	8%	9%	11%	12%	8%	5%
South Korea	10%	16%	12%	6%	4%	5%	5%	15%	12%	11%	10%	9%	9%	10%	8%	10%	9%	9%	10%	12%	8%	7%	11%	9%	10%	11%	15%	12%	7%
India	16%	22%	18%	13%	10%	10%	12%	23%	17%	17%	17%	14%	21%	13%	17%	19%	15%	17%	18%	21%	13%	13%	15%	16%	20%	18%	19%	15%	15%
Vietnam	18%	25%	22%	13%	10%	12%	11%	24%	21%	25%	18%	16%	18%	15%	14%	21%	16%	19%	18%	23%	14%	14%	14%	19%	20%	16%	25%	21%	15%
The Philippines	19%	27%	21%	18%	8%	11%	15%	24%	24%	18%	20%	17%	23%	14%	17%	24%	16%	18%	24%	22%	18%	16%	16%	21%	20%	18%	26%	20%	17%
Indonesia	26%	33%	29%	20%	20%	18%	22%	31%	30%	32%	27%	24%	25%	24%	24%	28%	25%	26%	25%	28%	26%	22%	24%	26%	26%	21%	33%	29%	24%
Malaysia	29%	38%	37%	21%	19%	19%	21%	36%	38%	30%	32%	28%	30%	28%	25%	32%	28%	31%	30%	29%	29%	28%	26%	31%	28%	31%	35%	28%	27%
Australia	13%	24%	14%	8%	5%	5%	8%	23%	14%	17%	13%	14%	11%	12%	11%	15%	13%	14%	12%	17%	10%	12%	13%	12%	15%	20%	17%	10%	11%

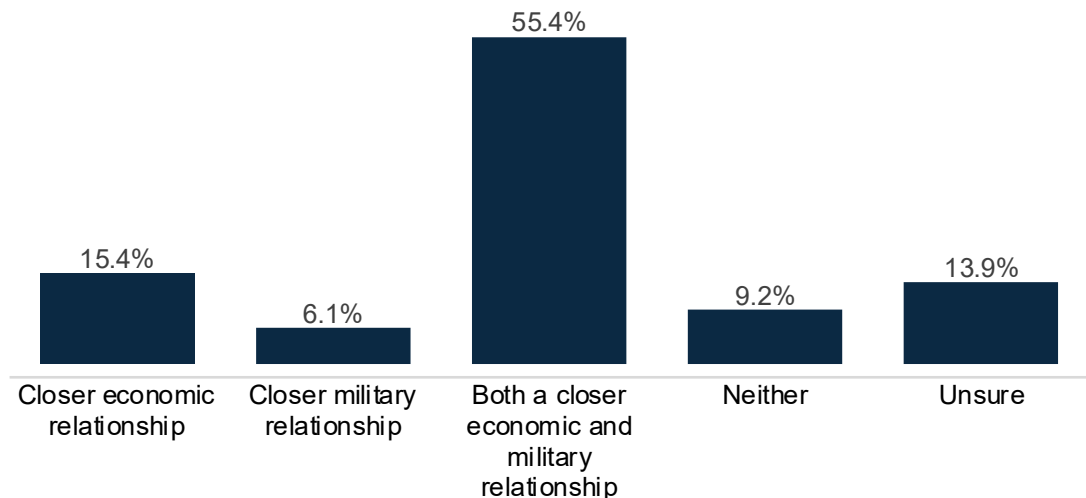
America's Relationship with China



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	27%	26%	20%	31%	32%	35%	28%	17%	29%	21%	19%	29%	29%	17%	28%	36%	15%	27%	41%	25%	28%	28%	15%	38%	26%	26%	24%	28%	27%
Closer military relationship	4%	5%	3%	6%	2%	3%	6%	6%	1%	6%	5%	4%	3%	4%	4%	3%	5%	4%	3%	4%	5%	4%	6%	2%	7%	6%	6%	5%	2%
Both a closer economic and military relationship	21%	31%	22%	17%	11%	10%	18%	31%	21%	18%	22%	20%	22%	16%	21%	25%	14%	29%	22%	28%	18%	15%	16%	23%	24%	32%	27%	20%	16%
Neither	40%	28%	44%	39%	49%	45%	43%	36%	37%	44%	47%	39%	35%	57%	36%	26%	59%	28%	26%	34%	40%	45%	56%	25%	33%	27%	33%	34%	47%
Unsure	9%	11%	12%	8%	6%	7%	7%	10%	12%	11%	7%	9%	11%	6%	11%	11%	7%	12%	9%	10%	9%	8%	7%	11%	10%	9%	9%	13%	8%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: China

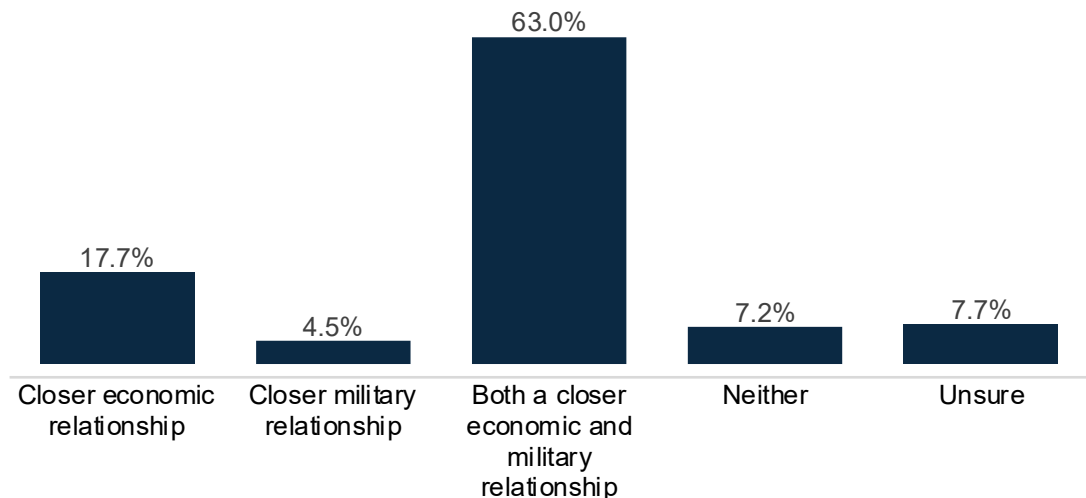
America's Relationship with Taiwan



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	15%	21%	11%	19%	12%	13%	17%	14%	17%	18%	13%	14%	20%	12%	16%	19%	11%	13%	22%	16%	14%	16%	14%	18%	15%	18%	15%	18%	14%
Closer military relationship	6%	4%	7%	10%	4%	5%	9%	8%	3%	7%	6%	5%	8%	9%	5%	4%	8%	6%	4%	7%	5%	6%	8%	5%	5%	9%	6%	4%	6%
Both a closer economic and military relationship	55%	37%	59%	53%	73%	69%	58%	42%	56%	49%	58%	60%	45%	58%	59%	51%	61%	53%	51%	48%	61%	59%	57%	55%	54%	43%	45%	56%	61%
Neither	9%	14%	8%	8%	6%	6%	9%	13%	8%	12%	9%	8%	11%	10%	10%	8%	9%	13%	7%	11%	9%	8%	10%	8%	13%	12%	12%	9%	8%
Unsure	14%	25%	15%	10%	5%	7%	7%	23%	16%	14%	13%	13%	16%	11%	11%	18%	12%	14%	16%	18%	12%	12%	11%	15%	14%	18%	22%	13%	11%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: Taiwan

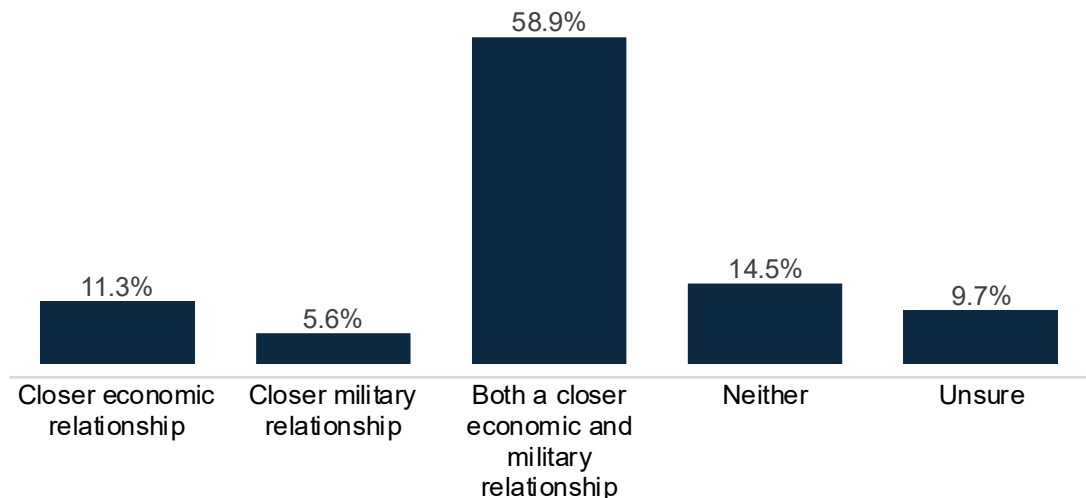
America's Relationship with Japan



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	18%	21%	16%	19%	15%	16%	18%	17%	20%	17%	20%	15%	22%	15%	18%	20%	13%	16%	24%	17%	18%	19%	14%	21%	18%	17%	17%	20%	18%
Closer military relationship	4%	7%	3%	6%	2%	1%	7%	7%	2%	6%	4%	4%	6%	6%	3%	4%	5%	5%	4%	6%	4%	3%	6%	3%	6%	7%	6%	4%	4%
Both a closer economic and military relationship	63%	45%	65%	64%	79%	78%	66%	48%	65%	56%	62%	67%	56%	67%	69%	56%	69%	62%	58%	54%	67%	68%	67%	61%	60%	54%	57%	63%	67%
Neither	7%	12%	8%	6%	2%	3%	6%	13%	6%	9%	7%	7%	7%	7%	5%	9%	6%	8%	7%	11%	5%	5%	6%	7%	7%	12%	8%	6%	6%
Unsure	8%	15%	8%	4%	2%	3%	3%	16%	7%	11%	7%	7%	8%	6%	6%	10%	6%	9%	7%	11%	6%	5%	7%	8%	9%	11%	12%	8%	5%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: Japan

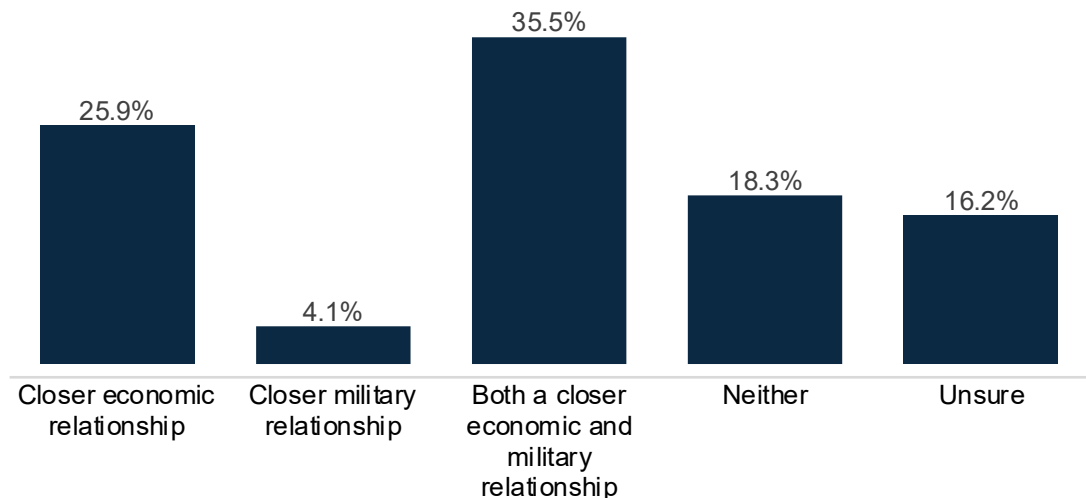
America's Relationship with South Korea



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	11%	17%	5%	15%	8%	12%	12%	11%	11%	10%	11%	10%	15%	12%	9%	12%	11%	8%	15%	11%	9%	14%	11%	12%	12%	16%	7%	11%	11%
Closer military relationship	6%	6%	5%	7%	4%	3%	8%	7%	4%	9%	6%	4%	8%	6%	4%	6%	6%	3%	6%	7%	6%	4%	7%	5%	5%	6%	4%	4%	6%
Both a closer economic and military relationship	59%	41%	61%	62%	73%	73%	62%	42%	63%	47%	57%	64%	55%	58%	67%	56%	59%	61%	58%	50%	64%	64%	56%	61%	56%	50%	58%	58%	62%
Neither	15%	19%	17%	11%	11%	7%	14%	25%	10%	23%	16%	13%	13%	14%	12%	16%	15%	18%	11%	20%	12%	11%	15%	13%	16%	16%	16%	14%	14%
Unsure	10%	16%	12%	6%	4%	5%	5%	15%	12%	11%	10%	9%	9%	10%	8%	10%	9%	9%	10%	12%	8%	7%	11%	9%	10%	11%	15%	12%	7%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: South Korea

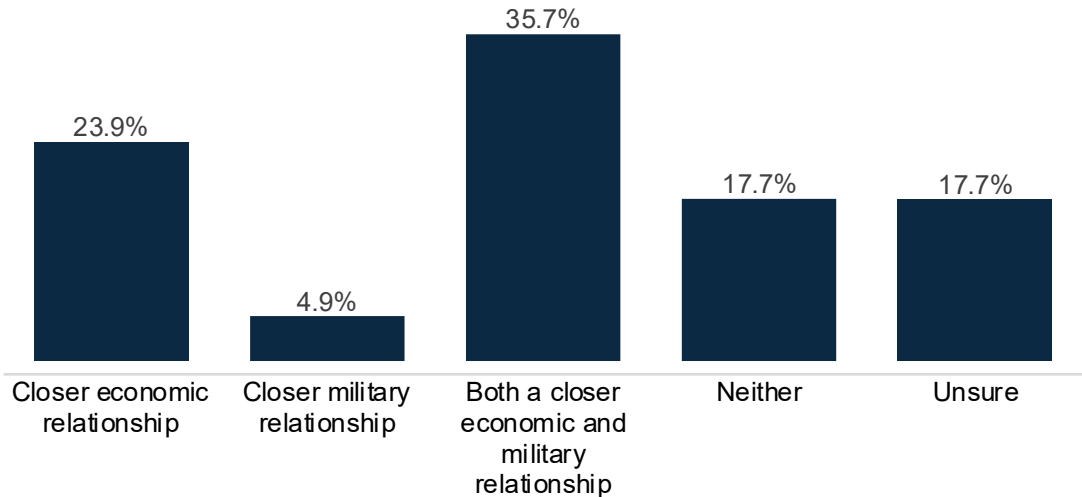
America's Relationship with India



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	26%	28%	22%	27%	27%	32%	22%	20%	32%	25%	22%	27%	27%	21%	25%	31%	20%	25%	34%	23%	27%	29%	20%	34%	21%	21%	21%	23%	29%
Closer military relationship	4%	6%	2%	4%	4%	3%	5%	6%	2%	5%	3%	4%	4%	5%	3%	3%	5%	3%	4%	5%	3%	4%	5%	3%	4%	5%	3%	5%	4%
Both a closer economic and military relationship	35%	23%	43%	32%	44%	40%	36%	31%	36%	28%	37%	39%	30%	39%	34%	33%	37%	38%	30%	31%	40%	35%	37%	34%	36%	32%	35%	39%	36%
Neither	18%	20%	15%	25%	15%	16%	24%	20%	13%	26%	21%	16%	19%	21%	22%	14%	23%	17%	14%	20%	17%	19%	22%	13%	19%	24%	23%	17%	16%
Unsure	16%	22%	18%	13%	10%	10%	12%	23%	17%	17%	17%	14%	21%	13%	17%	19%	15%	17%	18%	21%	13%	13%	15%	16%	20%	18%	19%	15%	15%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: India

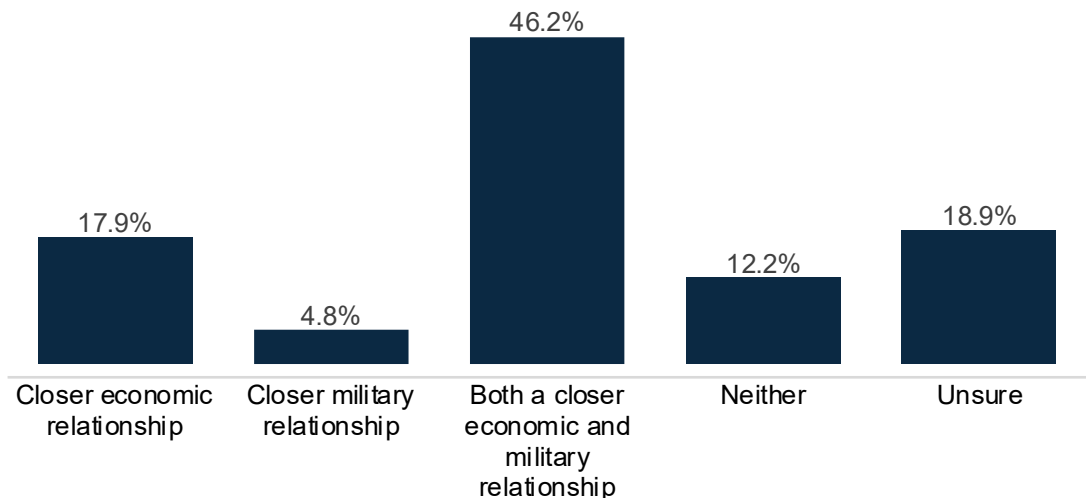
America's Relationship with Vietnam



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	24%	22%	19%	26%	30%	32%	25%	15%	26%	17%	23%	24%	28%	18%	26%	28%	19%	19%	35%	19%	27%	28%	20%	30%	21%	20%	21%	23%	26%
Closer military relationship	5%	7%	3%	7%	3%	2%	8%	7%	3%	10%	4%	4%	6%	7%	2%	4%	5%	6%	4%	7%	4%	5%	7%	4%	7%	9%	7%	4%	3%
Both a closer economic and military relationship	36%	30%	41%	34%	38%	38%	34%	34%	37%	26%	38%	39%	31%	38%	36%	33%	38%	37%	33%	33%	38%	36%	38%	34%	34%	37%	28%	34%	38%
Neither	18%	17%	16%	19%	19%	16%	22%	19%	12%	21%	17%	17%	18%	21%	21%	13%	22%	19%	11%	19%	17%	18%	22%	13%	19%	19%	19%	18%	17%
Unsure	18%	25%	22%	13%	10%	12%	11%	24%	21%	25%	18%	16%	18%	15%	14%	21%	16%	19%	18%	23%	14%	14%	14%	19%	20%	16%	25%	21%	15%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: Vietnam

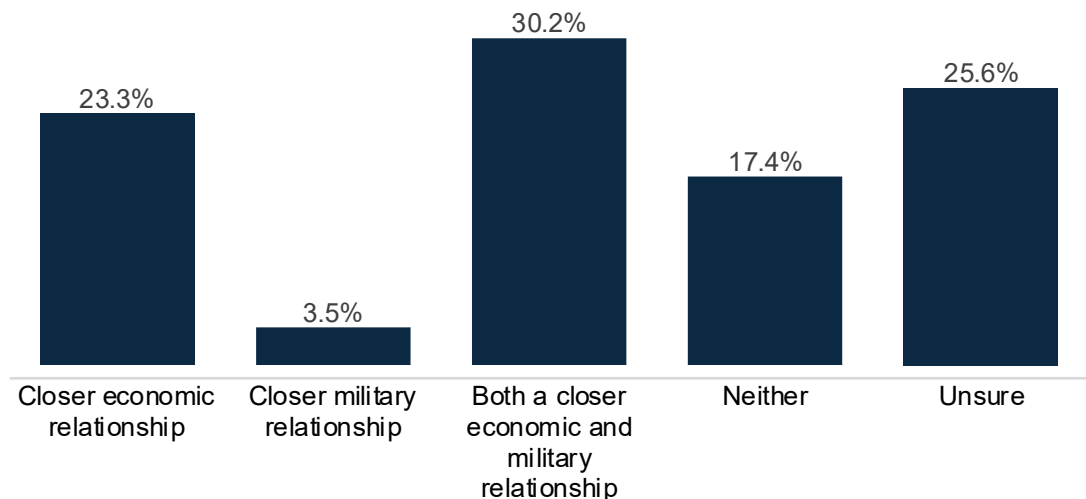
America's Relationship with The Philippines



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	18%	20%	14%	24%	14%	20%	18%	15%	20%	17%	17%	17%	21%	14%	18%	22%	13%	15%	27%	18%	18%	19%	13%	23%	17%	19%	13%	17%	19%
Closer military relationship	5%	6%	4%	4%	5%	4%	5%	7%	3%	5%	5%	5%	5%	7%	3%	4%	7%	2%	4%	7%	4%	4%	7%	3%	4%	7%	5%	5%	4%
Both a closer economic and military relationship	46%	31%	52%	38%	64%	53%	49%	40%	44%	45%	47%	49%	39%	51%	49%	40%	51%	51%	36%	40%	52%	47%	49%	43%	45%	39%	44%	46%	49%
Neither	12%	16%	9%	16%	9%	11%	14%	15%	9%	14%	10%	12%	12%	14%	13%	10%	13%	14%	10%	14%	9%	14%	15%	10%	14%	17%	12%	12%	11%
Unsure	19%	27%	21%	18%	8%	11%	15%	24%	24%	18%	20%	17%	23%	14%	17%	24%	16%	18%	24%	22%	18%	16%	16%	21%	20%	18%	26%	20%	17%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: The Philippines

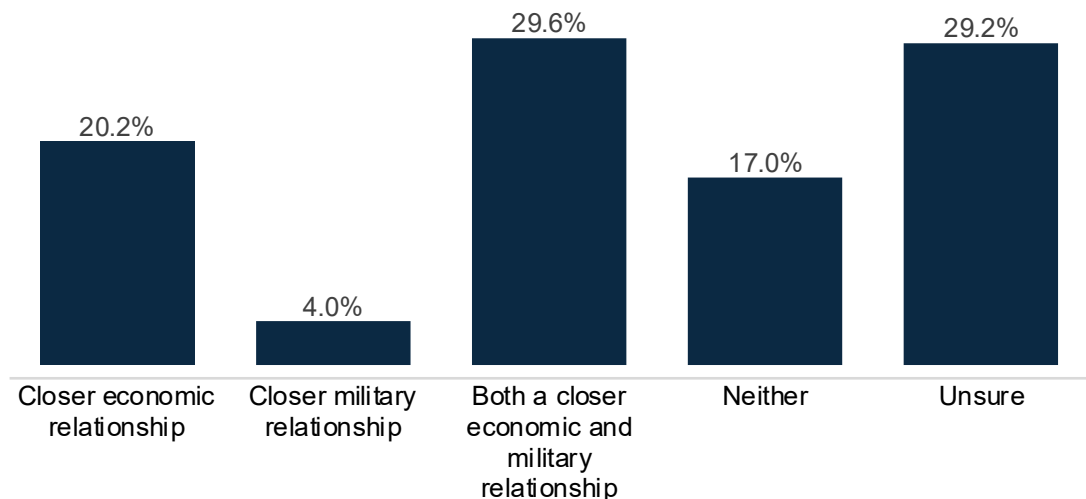
America's Relationship with Indonesia



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	23%	22%	18%	29%	26%	30%	25%	16%	24%	22%	21%	22%	28%	20%	24%	27%	20%	18%	33%	21%	23%	25%	20%	29%	23%	23%	19%	24%	25%
Closer military relationship	3%	6%	2%	4%	2%	2%	4%	5%	3%	5%	5%	2%	5%	4%	3%	3%	4%	4%	3%	5%	3%	3%	4%	2%	4%	8%	6%	1%	2%
Both a closer economic and military relationship	30%	21%	36%	30%	34%	35%	30%	27%	30%	26%	28%	33%	28%	32%	32%	28%	31%	33%	27%	28%	31%	32%	30%	29%	30%	31%	23%	29%	32%
Neither	17%	18%	15%	18%	18%	16%	20%	20%	13%	16%	18%	19%	14%	21%	18%	14%	20%	19%	13%	18%	17%	19%	22%	13%	17%	18%	19%	17%	17%
Unsure	26%	33%	29%	20%	20%	18%	22%	31%	30%	32%	27%	24%	25%	24%	24%	28%	25%	26%	25%	28%	26%	22%	24%	26%	26%	21%	33%	29%	24%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: Indonesia

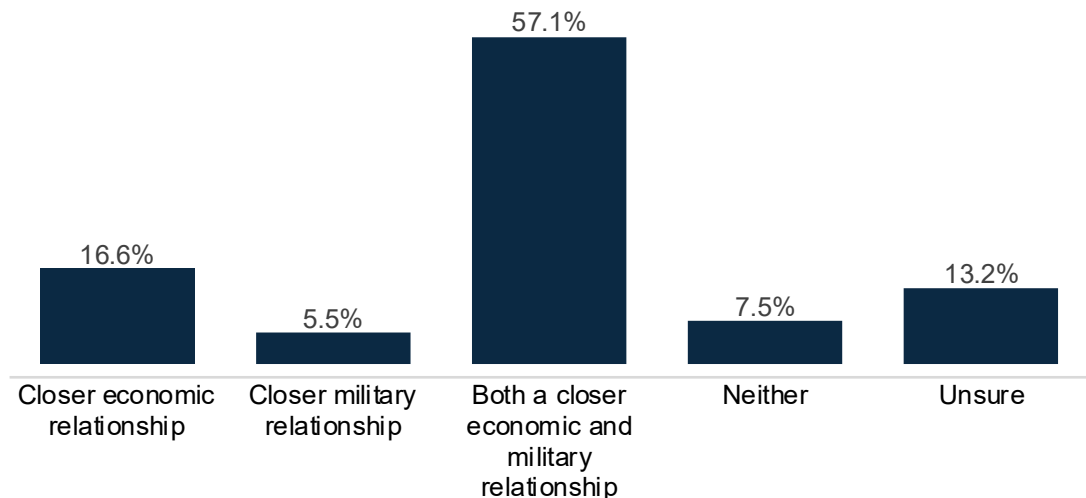
America's Relationship with Malaysia



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	20%	19%	16%	25%	21%	26%	20%	15%	21%	17%	17%	20%	26%	16%	24%	23%	17%	16%	29%	19%	19%	22%	17%	24%	20%	20%	17%	22%	21%
Closer military relationship	4%	6%	3%	4%	2%	1%	6%	7%	1%	4%	2%	4%	4%	5%	4%	3%	4%	5%	2%	6%	4%	2%	6%	2%	6%	7%	9%	2%	3%
Both a closer economic and military relationship	30%	21%	30%	29%	39%	37%	32%	24%	28%	27%	30%	32%	26%	31%	29%	29%	30%	31%	28%	27%	33%	29%	29%	30%	28%	26%	22%	31%	32%
Neither	17%	16%	14%	21%	18%	17%	21%	18%	12%	22%	19%	16%	14%	21%	17%	13%	21%	17%	12%	19%	14%	18%	22%	12%	18%	16%	17%	17%	17%
Unsure	29%	38%	37%	21%	19%	19%	21%	36%	38%	30%	32%	28%	30%	28%	25%	32%	28%	31%	30%	29%	29%	28%	26%	31%	28%	31%	35%	28%	27%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: Malaysia

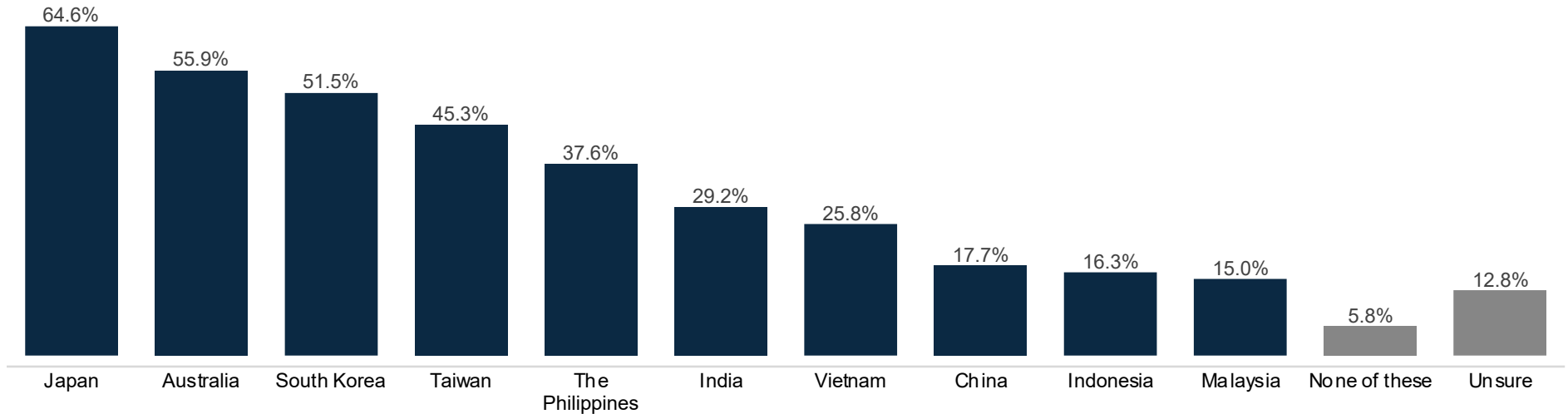
America's Relationship with Australia



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Closer economic relationship	17%	19%	14%	19%	15%	15%	18%	15%	18%	12%	17%	15%	22%	15%	17%	19%	14%	14%	23%	17%	16%	18%	14%	20%	16%	18%	13%	15%	17%
Closer military relationship	6%	7%	3%	8%	4%	5%	8%	6%	3%	9%	6%	4%	6%	8%	2%	4%	7%	5%	5%	7%	4%	5%	7%	4%	5%	8%	4%	7%	5%
Both a closer economic and military relationship	57%	40%	63%	55%	71%	71%	55%	47%	58%	50%	55%	60%	54%	56%	62%	55%	58%	59%	56%	49%	64%	58%	57%	59%	54%	44%	59%	60%	60%
Neither	8%	9%	6%	10%	5%	4%	11%	8%	6%	11%	9%	7%	7%	8%	8%	7%	9%	9%	5%	9%	6%	7%	9%	5%	9%	10%	7%	7%	7%
Unsure	13%	24%	14%	8%	5%	5%	8%	23%	14%	17%	13%	14%	11%	12%	11%	15%	13%	14%	12%	17%	10%	12%	13%	12%	15%	20%	17%	10%	11%

Now thinking about America's relationships with other countries. For each country, please indicate whether the United States should have a closer economic relationship, a closer military relationship, both, or neither: Australia

Dependable Partner



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Japan	65%	47%	60%	74%	81%	84%	70%	48%	60%	57%	65%	69%	57%	70%	68%	57%	71%	62%	59%	54%	67%	73%	71%	60%	62%	55%	57%	63%	70%
Australia	56%	40%	56%	60%	70%	75%	54%	42%	56%	47%	59%	59%	49%	60%	60%	50%	61%	54%	53%	45%	63%	61%	59%	55%	54%	41%	51%	55%	62%
South Korea	51%	36%	45%	60%	68%	70%	58%	33%	50%	38%	55%	54%	50%	51%	56%	50%	53%	49%	53%	40%	56%	58%	50%	54%	47%	44%	46%	51%	55%
Taiwan	45%	30%	45%	45%	63%	59%	49%	31%	45%	39%	47%	48%	41%	49%	50%	39%	52%	39%	42%	34%	53%	50%	50%	43%	42%	33%	33%	50%	51%
The Philippines	38%	24%	40%	33%	54%	47%	40%	32%	33%	33%	43%	39%	33%	39%	41%	35%	40%	38%	35%	33%	38%	40%	40%	36%	34%	30%	29%	40%	41%
India	29%	26%	30%	27%	34%	33%	28%	25%	32%	23%	28%	32%	26%	29%	29%	29%	30%	28%	30%	25%	32%	30%	30%	30%	26%	28%	18%	37%	30%
Vietnam	26%	17%	27%	27%	32%	31%	29%	18%	27%	19%	30%	28%	20%	27%	24%	26%	29%	21%	27%	18%	30%	28%	27%	26%	21%	19%	22%	27%	29%
China	18%	28%	14%	21%	7%	10%	17%	27%	14%	20%	16%	17%	21%	12%	16%	25%	12%	18%	23%	23%	19%	12%	13%	21%	22%	29%	21%	22%	13%
Indonesia	16%	14%	15%	18%	19%	22%	15%	15%	15%	11%	19%	17%	14%	17%	17%	16%	16%	13%	19%	15%	19%	15%	16%	17%	14%	16%	12%	20%	17%
Malaysia	15%	13%	14%	16%	19%	20%	14%	11%	16%	13%	16%	15%	16%	14%	17%	15%	14%	12%	19%	13%	17%	14%	12%	17%	12%	15%	12%	16%	16%
None of these	6%	9%	5%	4%	4%	3%	5%	9%	5%	8%	5%	5%	7%	5%	6%	7%	5%	6%	8%	9%	5%	3%	4%	6%	7%	9%	6%	4%	5%
Unsure	13%	18%	20%	6%	6%	5%	7%	18%	21%	11%	12%	12%	16%	9%	12%	17%	8%	15%	16%	14%	9%	13%	8%	17%	11%	11%	17%	11%	13%

Which of these countries do you think would still be a dependable partner to the United States ten years from now? Select all that apply.

Decouple or Integrate



The U.S. should separate its economy from China, even if that leads to higher costs and market volatility

14.3%

24.3%

38.6%

The U.S. should stay closely connected to China's economy to support American business and investment

16.9%

35.8%

52.7%

Unsure

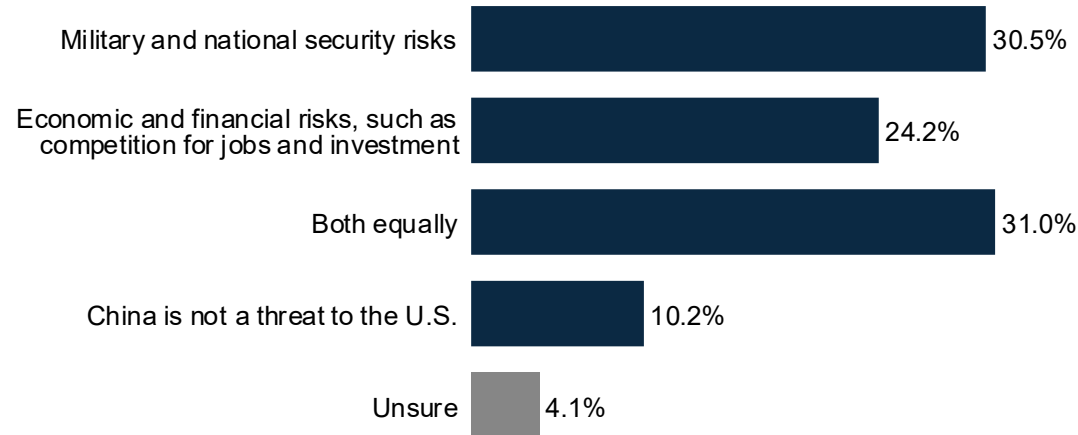
8.6%

8.6%

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
The U.S. should separate its economy from China, even if that leads to higher costs and market volatility	39%	29%	38%	46%	43%	46%	43%	34%	33%	50%	43%	39%	30%	58%	35%	22%	60%	28%	22%	34%	40%	42%	58%	21%	34%	32%	42%	39%	40%
The U.S. should stay closely connected to China's economy to support American business and investment	53%	60%	51%	50%	50%	50%	50%	53%	57%	42%	47%	53%	62%	35%	58%	67%	34%	63%	69%	54%	52%	54%	35%	69%	57%	58%	51%	53%	51%
Definitely the U.S. should separate its economy from China, even if that leads to higher costs and market...	14%	11%	11%	21%	15%	19%	17%	12%	10%	19%	18%	13%	13%	26%	9%	5%	25%	9%	6%	13%	14%	16%	26%	4%	8%	12%	13%	15%	15%
Probably the U.S. should separate its economy from China, even if that leads to higher costs and market...	24%	18%	27%	24%	28%	27%	26%	22%	23%	31%	25%	26%	17%	32%	26%	16%	35%	19%	16%	21%	26%	26%	32%	17%	26%	20%	28%	24%	25%
Probably the U.S. should stay closely connected to China's economy to support American business and...	36%	35%	37%	33%	38%	38%	33%	33%	41%	28%	36%	35%	41%	27%	39%	42%	25%	44%	43%	36%	36%	37%	27%	45%	43%	31%	34%	36%	38%
Definitely the U.S. should stay closely connected to China's economy to support American business and...	17%	25%	13%	17%	12%	12%	17%	21%	17%	14%	11%	18%	21%	8%	19%	25%	9%	19%	26%	18%	16%	17%	9%	23%	14%	27%	17%	17%	14%
Unsure	9%	11%	12%	4%	7%	4%	7%	13%	9%	8%	10%	8%	9%	7%	7%	11%	6%	9%	9%	12%	8%	4%	7%	10%	9%	10%	7%	8%	9%

Do you believe the United States should try to decouple its economy from China, even if that leads to higher costs and market volatility, or should it remain closely integrated to support business and investment?

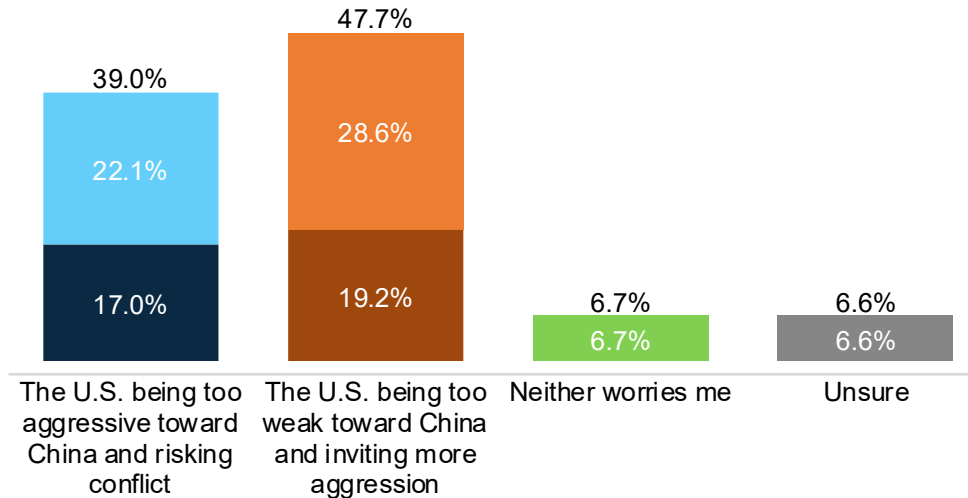
Bigger China Threat



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Military and national security risks	30%	24%	33%	27%	38%	32%	33%	24%	33%	28%	37%	32%	23%	35%	29%	28%	36%	28%	25%	26%	33%	32%	35%	28%	28%	22%	27%	32%	34%
Economic and financial risks, such as competition for jobs and investment	24%	23%	23%	25%	25%	25%	26%	23%	24%	22%	25%	23%	29%	21%	27%	26%	21%	28%	25%	27%	22%	24%	22%	27%	28%	22%	23%	31%	24%
Both equally	31%	28%	35%	29%	31%	31%	30%	32%	32%	37%	28%	32%	28%	37%	29%	26%	35%	33%	23%	30%	32%	32%	37%	26%	29%	31%	31%	22%	33%
China is not a threat to the U.S.	10%	18%	6%	13%	3%	8%	8%	16%	8%	9%	8%	9%	16%	4%	13%	15%	4%	7%	21%	12%	10%	9%	4%	14%	10%	20%	13%	11%	7%
Unsure	4%	7%	2%	5%	2%	4%	3%	5%	4%	4%	3%	4%	5%	4%	2%	6%	3%	3%	6%	5%	3%	4%	3%	5%	5%	5%	5%	4%	3%

Which do you see as the bigger threat to the United States from China today?

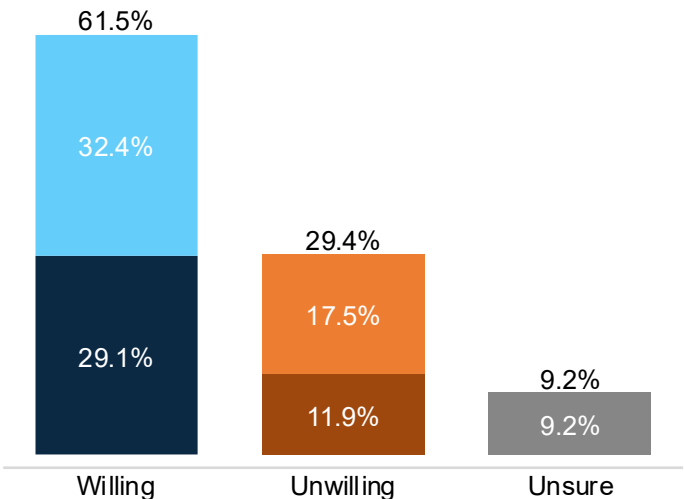
China Aggressive or Weak



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
The U.S. being too aggressive toward China and risking conflict	39%	56%	35%	40%	24%	32%	32%	49%	41%	33%	32%	39%	49%	17%	44%	58%	16%	44%	63%	46%	37%	35%	17%	57%	42%	51%	45%	46%	32%
The U.S. being too weak toward China and inviting more aggression	48%	32%	48%	50%	63%	57%	56%	37%	44%	52%	53%	49%	39%	69%	44%	29%	70%	41%	26%	42%	49%	51%	70%	30%	45%	40%	39%	45%	53%
Definitely the U.S. being too aggressive toward China and risking conflict	17%	30%	12%	17%	9%	13%	12%	23%	17%	18%	12%	15%	25%	5%	19%	28%	5%	19%	30%	22%	16%	13%	5%	25%	13%	29%	18%	20%	13%
Probably the U.S. being too aggressive toward China and risking conflict	22%	26%	24%	23%	15%	18%	20%	26%	24%	15%	19%	24%	24%	13%	24%	30%	11%	26%	33%	24%	21%	22%	11%	32%	29%	22%	27%	26%	20%
Probably the U.S. being too weak toward China and inviting more aggression	29%	18%	28%	28%	41%	36%	34%	20%	26%	30%	31%	30%	21%	41%	28%	17%	42%	25%	15%	26%	30%	29%	41%	18%	32%	27%	21%	29%	31%
Definitely the U.S. being too weak toward China and inviting more aggression	19%	14%	20%	21%	22%	21%	22%	16%	18%	22%	22%	18%	18%	28%	16%	12%	28%	16%	11%	16%	20%	22%	28%	12%	13%	14%	19%	16%	22%
Neither worries me	7%	6%	7%	8%	6%	7%	7%	5%	7%	7%	8%	7%	6%	8%	7%	5%	8%	8%	4%	5%	6%	9%	8%	6%	7%	6%	10%	4%	7%
Unsure	7%	6%	10%	3%	7%	5%	4%	9%	7%	7%	8%	6%	7%	6%	5%	8%	5%	7%	7%	7%	7%	4%	6%	7%	6%	3%	5%	5%	8%

Which worries you more?

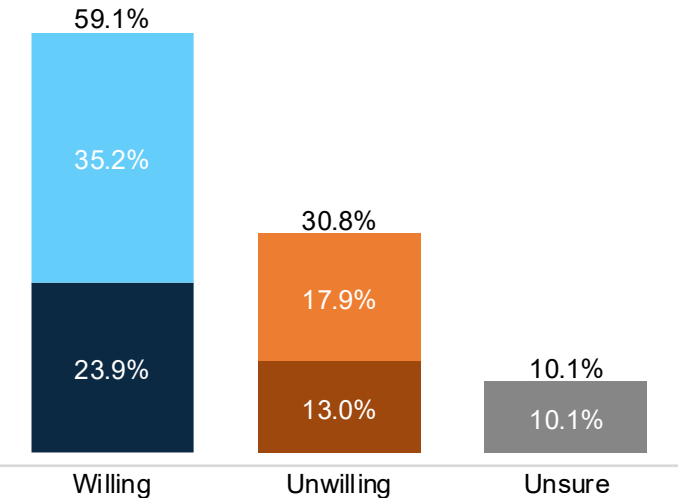
A: China Sanctions Willingness



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Willing Total	61%	49%	62%	64%	72%	66%	71%	57%	54%	67%	72%	60%	52%	84%	51%	46%	83%	53%	41%	60%	61%	63%	84%	45%	58%	49%	61%	62%	66%
Unwilling Total	29%	34%	27%	33%	24%	30%	26%	27%	35%	29%	20%	30%	37%	13%	39%	40%	13%	35%	47%	27%	33%	30%	12%	44%	31%	36%	29%	32%	26%
Very willing	29%	19%	30%	31%	37%	34%	35%	25%	24%	35%	40%	26%	24%	51%	20%	13%	50%	16%	14%	26%	28%	33%	50%	12%	18%	21%	34%	27%	31%
Somewhat willing	32%	30%	33%	33%	34%	32%	36%	32%	30%	32%	32%	34%	28%	33%	31%	33%	33%	37%	28%	35%	33%	30%	33%	33%	39%	28%	27%	35%	35%
Somewhat unwilling	18%	19%	18%	19%	14%	17%	16%	14%	25%	19%	11%	17%	23%	8%	24%	23%	6%	27%	25%	17%	17%	19%	6%	29%	22%	20%	22%	16%	16%
Very unwilling	12%	14%	9%	14%	10%	13%	10%	13%	10%	10%	8%	12%	15%	4%	15%	17%	6%	9%	22%	10%	16%	11%	6%	15%	9%	16%	7%	16%	11%
Unsure	9%	18%	10%	3%	4%	4%	3%	16%	12%	5%	8%	10%	11%	3%	10%	13%	5%	12%	11%	13%	6%	7%	4%	11%	12%	15%	10%	6%	8%

How willing are you for the United States to place sanctions or investment restrictions on Chinese companies?

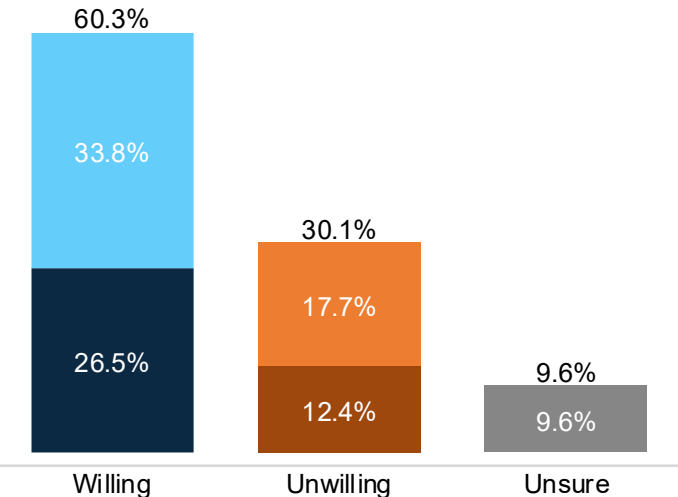
B: China Sanctions Willingness



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Willing Total	59%	45%	62%	60%	71%	63%	67%	57%	50%	66%	64%	58%	55%	81%	59%	37%	83%	51%	38%	57%	55%	66%	81%	39%	59%	56%	57%	50%	62%
Unwilling Total	31%	39%	26%	32%	26%	31%	28%	29%	36%	28%	27%	32%	33%	13%	33%	48%	13%	36%	48%	31%	32%	28%	14%	47%	31%	33%	32%	35%	29%
Very willing	24%	19%	18%	26%	35%	30%	30%	20%	17%	27%	26%	24%	20%	42%	20%	8%	44%	14%	8%	23%	20%	28%	43%	8%	16%	12%	20%	19%	29%
Somewhat willing	35%	26%	44%	34%	36%	33%	37%	37%	33%	39%	38%	34%	35%	39%	39%	29%	39%	36%	30%	33%	35%	38%	39%	31%	43%	44%	37%	31%	33%
Somewhat unwilling	18%	25%	14%	17%	15%	15%	18%	18%	20%	11%	14%	20%	19%	7%	19%	29%	5%	25%	27%	19%	22%	14%	8%	28%	23%	21%	23%	20%	16%
Very unwilling	13%	14%	12%	15%	11%	16%	10%	10%	16%	16%	13%	12%	15%	7%	14%	19%	7%	11%	21%	13%	10%	14%	5%	19%	8%	12%	9%	15%	14%
Unsure	10%	16%	11%	8%	3%	6%	5%	14%	14%	6%	9%	10%	12%	5%	8%	15%	4%	13%	14%	12%	13%	6%	5%	14%	11%	11%	11%	15%	8%

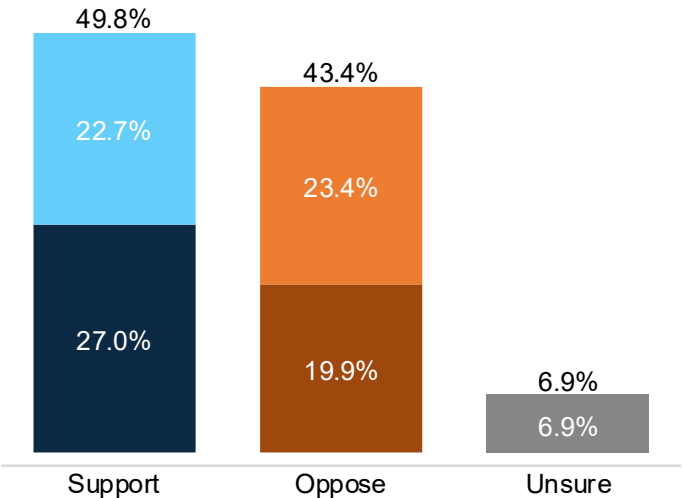
How willing are you for the United States to place sanctions or investment restrictions on Chinese companies, even if it disrupts American markets in the short term?

A/B: China Sanctions Willingness



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Willing Total	60%	47%	62%	62%	71%	64%	69%	57%	52%	66%	69%	59%	54%	83%	55%	42%	83%	52%	40%	58%	58%	65%	82%	42%	58%	52%	59%	56%	64%
Unwilling Total	30%	36%	27%	32%	25%	31%	27%	28%	35%	28%	23%	31%	35%	13%	36%	44%	13%	36%	48%	29%	33%	29%	13%	45%	31%	35%	31%	34%	28%
Very willing	26%	19%	24%	28%	36%	32%	32%	22%	20%	30%	34%	25%	22%	46%	20%	10%	47%	15%	11%	24%	24%	31%	46%	10%	17%	17%	27%	23%	30%
Somewhat willing	34%	28%	39%	34%	35%	32%	37%	35%	32%	36%	35%	34%	31%	36%	34%	31%	36%	37%	29%	34%	34%	34%	36%	32%	41%	36%	32%	33%	34%
Somewhat unwilling	18%	22%	16%	18%	15%	16%	17%	16%	22%	14%	13%	19%	21%	7%	22%	26%	6%	26%	26%	18%	19%	16%	7%	28%	22%	20%	23%	18%	16%
Very unwilling	12%	14%	11%	15%	11%	15%	10%	12%	13%	14%	10%	12%	15%	6%	14%	18%	7%	10%	22%	11%	14%	12%	6%	17%	8%	14%	8%	16%	12%
Unsure	10%	17%	11%	5%	4%	5%	4%	15%	13%	6%	9%	10%	11%	4%	9%	14%	4%	13%	13%	12%	9%	6%	5%	13%	11%	13%	10%	11%	8%

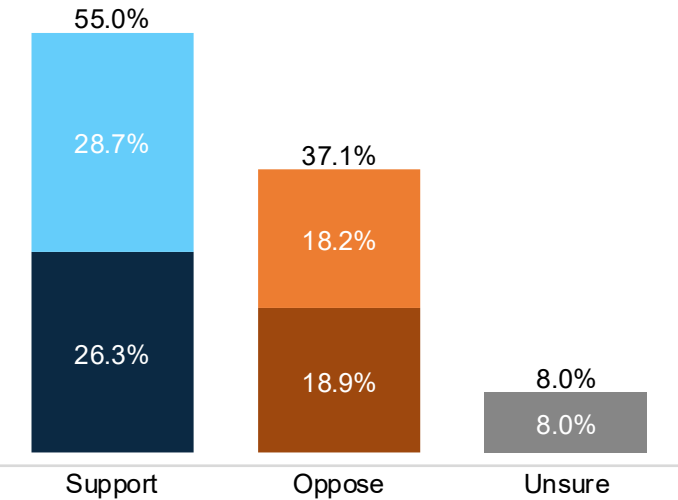
A: China Tech Limits



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	50%	47%	42%	60%	52%	59%	53%	45%	43%	49%	52%	49%	50%	63%	43%	40%	58%	42%	46%	50%	47%	54%	59%	39%	49%	56%	51%	51%	47%
Oppose Total	43%	40%	51%	36%	46%	37%	45%	45%	47%	44%	43%	45%	41%	33%	49%	50%	39%	49%	44%	41%	44%	44%	38%	50%	40%	40%	36%	42%	47%
Strongly support	27%	17%	27%	32%	33%	39%	26%	20%	25%	26%	31%	27%	25%	41%	24%	14%	42%	18%	17%	20%	24%	36%	40%	15%	16%	26%	21%	23%	30%
Somewhat support	23%	30%	15%	28%	18%	20%	27%	25%	18%	22%	22%	22%	25%	22%	19%	26%	17%	24%	29%	29%	22%	18%	19%	24%	33%	29%	30%	28%	18%
Somewhat oppose	23%	27%	26%	18%	23%	22%	19%	28%	25%	20%	23%	24%	25%	9%	28%	34%	13%	34%	28%	22%	25%	24%	13%	34%	24%	29%	19%	17%	24%
Strongly oppose	20%	13%	25%	18%	23%	15%	26%	17%	22%	24%	20%	21%	16%	24%	22%	15%	26%	15%	16%	19%	19%	19%	25%	16%	16%	12%	17%	25%	22%
Unsure	7%	13%	7%	4%	2%	4%	3%	10%	10%	7%	5%	7%	9%	3%	8%	10%	3%	9%	10%	9%	9%	3%	3%	11%	11%	4%	13%	8%	6%

Do you support or oppose limits on Chinese technology companies operating in America, such as social media or telecommunications firms?

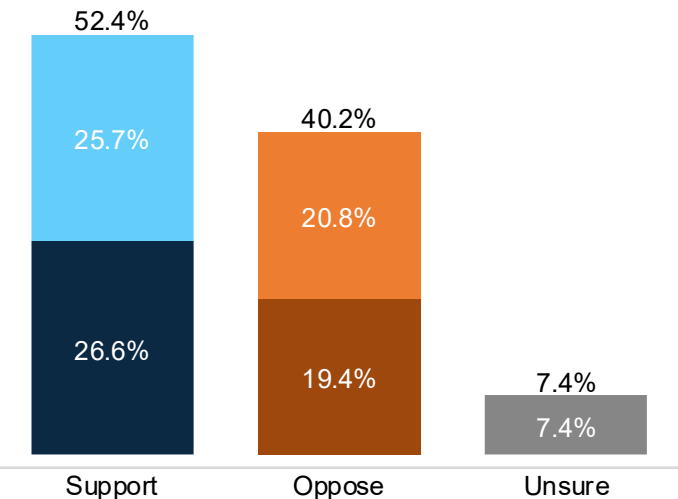
B: China Tech Limits



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	55%	50%	51%	59%	61%	65%	54%	49%	52%	47%	54%	59%	48%	68%	51%	44%	62%	55%	45%	47%	60%	60%	65%	45%	61%	51%	53%	60%	55%
Oppose Total	37%	38%	41%	32%	36%	27%	42%	42%	37%	48%	38%	33%	42%	29%	41%	43%	34%	35%	43%	45%	32%	33%	31%	44%	32%	38%	40%	33%	38%
Strongly support	26%	22%	23%	27%	35%	37%	25%	21%	23%	29%	30%	28%	16%	42%	23%	12%	39%	25%	12%	21%	29%	29%	42%	13%	22%	20%	21%	27%	29%
Somewhat support	29%	29%	28%	32%	26%	29%	29%	28%	29%	18%	24%	31%	32%	25%	28%	33%	23%	30%	33%	26%	30%	31%	23%	32%	39%	31%	33%	33%	26%
Somewhat oppose	18%	18%	21%	15%	18%	14%	19%	18%	20%	19%	18%	16%	23%	8%	24%	25%	10%	25%	22%	22%	15%	17%	11%	26%	19%	21%	22%	18%	17%
Strongly oppose	19%	19%	21%	17%	18%	12%	23%	24%	16%	29%	20%	17%	18%	21%	16%	18%	24%	10%	20%	22%	16%	17%	20%	18%	12%	18%	17%	15%	21%
Unsure	8%	12%	8%	9%	3%	8%	3%	9%	11%	5%	8%	8%	10%	3%	8%	12%	3%	10%	12%	8%	9%	6%	4%	11%	7%	11%	7%	7%	8%

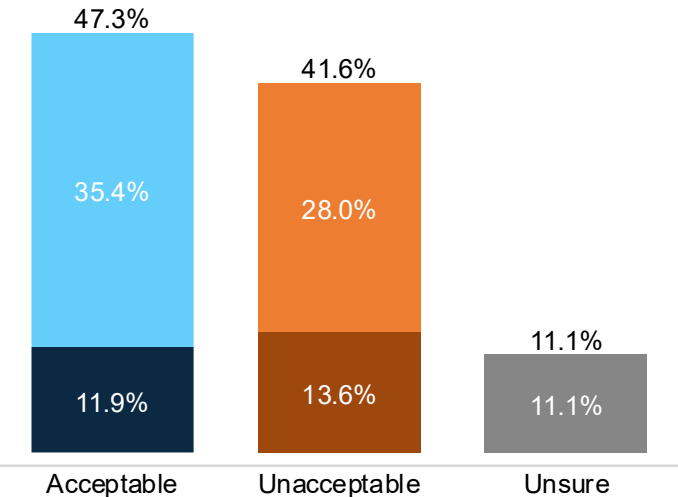
Do you support or oppose limits on Chinese technology companies operating in America, such as social media or telecommunications firms, even if those limits reduce consumer choice or raise costs?

A/B: China Tech Limits



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	52%	49%	46%	60%	56%	62%	53%	47%	48%	48%	53%	54%	49%	66%	47%	42%	60%	48%	46%	48%	53%	57%	62%	42%	55%	54%	52%	56%	51%
Oppose Total	40%	39%	46%	34%	41%	32%	43%	43%	41%	46%	40%	39%	41%	31%	45%	46%	37%	42%	43%	43%	38%	38%	35%	47%	36%	39%	38%	37%	42%
Strongly support	27%	19%	25%	30%	34%	38%	26%	20%	24%	28%	30%	28%	21%	42%	24%	13%	40%	21%	14%	21%	27%	32%	41%	14%	19%	24%	21%	25%	29%
Somewhat support	26%	30%	21%	30%	22%	24%	28%	26%	24%	20%	23%	27%	29%	24%	23%	29%	20%	27%	31%	28%	26%	25%	21%	28%	36%	30%	31%	30%	22%
Somewhat oppose	21%	23%	23%	16%	20%	18%	19%	23%	22%	19%	21%	20%	24%	9%	26%	30%	12%	29%	25%	22%	20%	20%	12%	30%	22%	25%	21%	17%	20%
Strongly oppose	19%	16%	23%	18%	21%	13%	25%	20%	19%	27%	20%	19%	17%	22%	19%	17%	25%	13%	18%	21%	18%	18%	23%	17%	14%	14%	17%	19%	22%
Unsure	7%	13%	8%	6%	3%	6%	3%	10%	10%	6%	6%	7%	10%	3%	8%	11%	3%	10%	11%	9%	9%	4%	4%	11%	9%	7%	10%	7%	7%

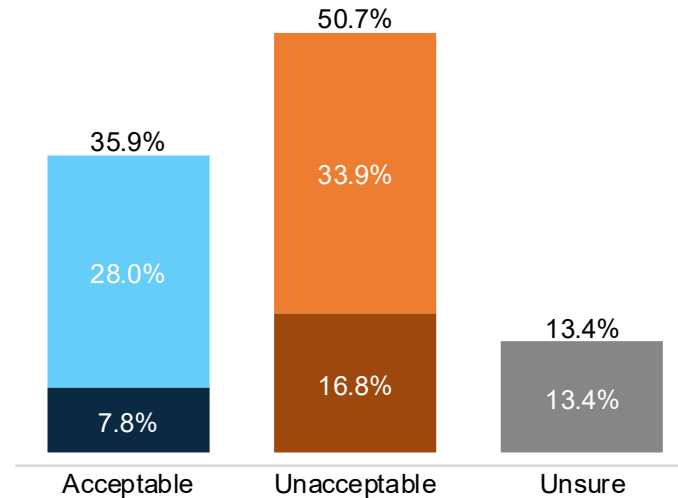
A: Investing in China



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Acceptable Total	47%	57%	34%	56%	42%	51%	47%	43%	49%	37%	32%	49%	59%	31%	47%	62%	32%	48%	65%	49%	50%	46%	31%	61%	46%	59%	49%	54%	42%
Unacceptable Total	42%	25%	56%	38%	49%	42%	46%	40%	40%	55%	55%	41%	27%	59%	43%	25%	58%	38%	24%	36%	39%	47%	58%	28%	42%	27%	38%	37%	47%
Completely acceptable	12%	17%	7%	15%	8%	8%	15%	11%	14%	5%	5%	12%	20%	8%	16%	13%	7%	11%	18%	12%	14%	11%	7%	14%	9%	22%	8%	15%	9%
Mostly acceptable	35%	40%	26%	41%	34%	42%	32%	33%	34%	32%	27%	37%	39%	23%	30%	48%	25%	38%	46%	37%	36%	36%	24%	47%	36%	38%	41%	39%	32%
Mostly unacceptable	28%	15%	36%	23%	39%	33%	29%	22%	29%	41%	37%	28%	15%	38%	32%	17%	36%	30%	15%	24%	27%	32%	37%	20%	36%	19%	24%	23%	33%
Completely unacceptable	14%	10%	20%	15%	10%	9%	17%	18%	11%	14%	18%	13%	12%	21%	11%	8%	23%	7%	9%	13%	12%	15%	22%	8%	6%	9%	14%	14%	15%
Unsure	11%	18%	11%	6%	9%	7%	7%	17%	12%	8%	13%	10%	14%	9%	11%	13%	9%	14%	11%	15%	11%	6%	11%	11%	12%	13%	12%	9%	11%

How acceptable is it for American companies to keep investing in China?

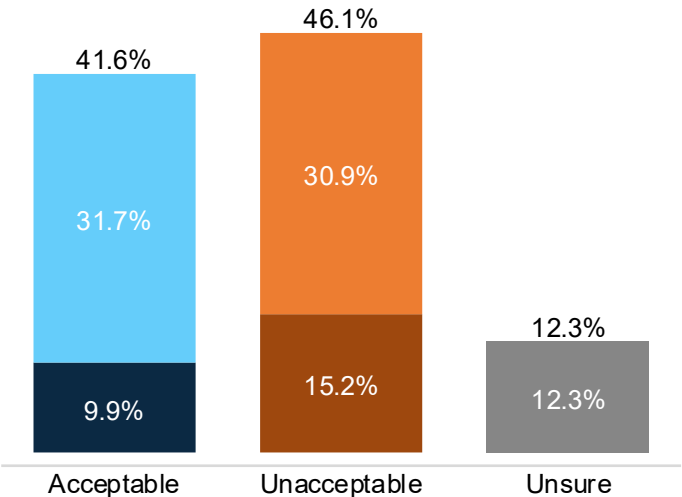
B: Investing in China



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Acceptable Total	36%	42%	28%	40%	35%	35%	40%	33%	37%	35%	36%	37%	34%	25%	42%	46%	23%	38%	52%	34%	37%	36%	24%	46%	39%	47%	30%	42%	32%
Unacceptable Total	51%	38%	59%	49%	55%	51%	53%	53%	44%	59%	52%	49%	50%	68%	45%	34%	70%	44%	32%	51%	47%	54%	67%	36%	48%	36%	58%	42%	56%
Completely acceptable	8%	8%	5%	11%	9%	6%	13%	7%	6%	6%	8%	8%	9%	5%	9%	10%	7%	5%	12%	7%	10%	7%	5%	9%	7%	12%	9%	10%	6%
Mostly acceptable	28%	34%	24%	29%	26%	29%	27%	26%	31%	29%	29%	29%	25%	20%	33%	36%	17%	32%	40%	27%	27%	29%	19%	37%	32%	34%	21%	32%	26%
Mostly unacceptable	34%	28%	39%	29%	37%	34%	33%	37%	31%	31%	27%	36%	36%	43%	33%	25%	43%	32%	25%	35%	32%	36%	40%	28%	35%	27%	36%	28%	37%
Completely unacceptable	17%	10%	20%	19%	18%	18%	20%	16%	14%	28%	25%	13%	14%	25%	13%	9%	27%	12%	7%	16%	16%	18%	27%	8%	13%	10%	22%	14%	19%
Unsure	13%	20%	13%	11%	9%	14%	7%	14%	19%	6%	12%	15%	16%	7%	13%	21%	7%	18%	16%	15%	15%	10%	8%	18%	13%	17%	13%	17%	11%

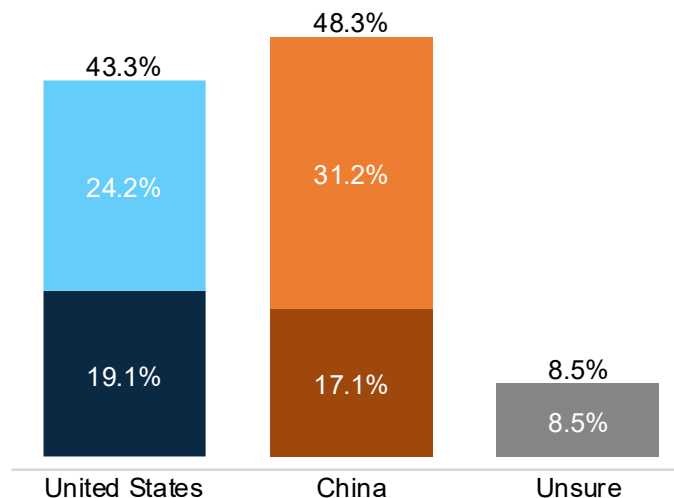
How acceptable is it for American companies to keep investing in China, even if it increases their profits and stock prices, but also strengthens China's economy?

A/B: Investing in China



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Acceptable Total	42%	50%	31%	48%	39%	44%	43%	38%	43%	36%	34%	43%	47%	28%	44%	54%	28%	43%	58%	41%	44%	42%	27%	54%	42%	53%	41%	48%	37%
Unacceptable Total	46%	31%	57%	43%	52%	46%	50%	47%	42%	57%	54%	45%	37%	64%	44%	29%	64%	41%	28%	44%	43%	50%	63%	32%	45%	32%	47%	39%	52%
Completely acceptable	10%	13%	6%	13%	8%	7%	14%	9%	10%	6%	6%	10%	15%	7%	13%	12%	7%	8%	15%	9%	12%	9%	6%	12%	8%	17%	8%	13%	8%
Mostly acceptable	32%	37%	25%	35%	30%	36%	29%	29%	33%	31%	28%	33%	33%	21%	32%	42%	21%	35%	43%	32%	31%	33%	21%	42%	34%	36%	32%	36%	29%
Mostly unacceptable	31%	21%	38%	26%	38%	34%	31%	30%	30%	36%	32%	32%	25%	41%	32%	21%	39%	31%	20%	29%	30%	34%	39%	24%	35%	23%	29%	26%	35%
Completely unacceptable	15%	10%	20%	17%	14%	13%	18%	17%	12%	21%	21%	13%	12%	23%	12%	9%	25%	9%	8%	14%	14%	16%	24%	8%	10%	9%	18%	14%	17%
Unsure	12%	19%	12%	9%	9%	10%	7%	15%	15%	7%	12%	12%	15%	8%	12%	16%	8%	16%	14%	15%	13%	8%	9%	14%	13%	15%	12%	13%	11%

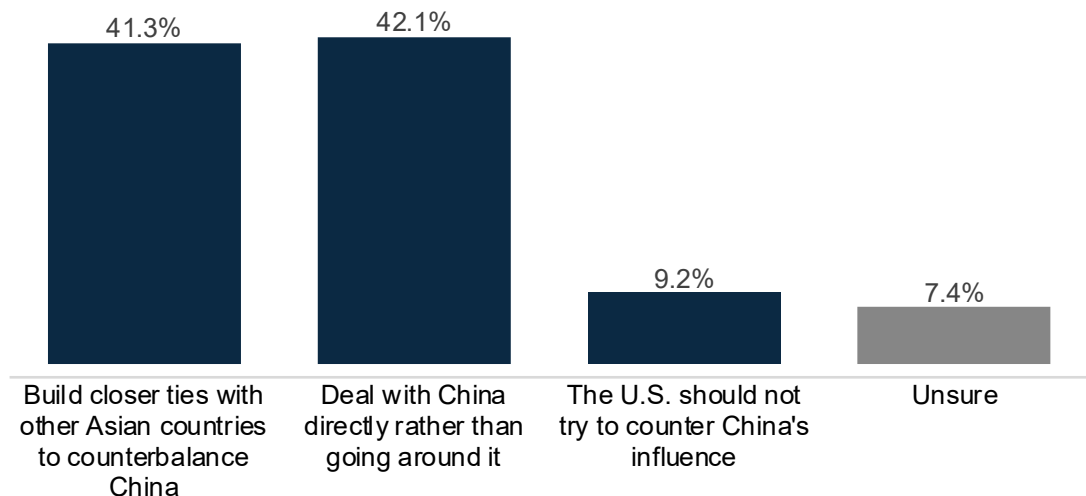
US v China Competitiveness in the Future



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
United States	43%	29%	44%	49%	52%	48%	53%	41%	32%	44%	48%	44%	37%	65%	34%	27%	68%	31%	22%	41%	44%	46%	63%	26%	41%	42%	42%	42%	44%
China	48%	58%	46%	45%	43%	45%	43%	47%	58%	46%	45%	47%	55%	28%	58%	63%	26%	58%	69%	47%	47%	50%	29%	66%	50%	48%	51%	51%	47%
Definitely the United States	19%	9%	19%	27%	23%	23%	27%	17%	10%	20%	24%	18%	17%	33%	15%	8%	35%	10%	7%	17%	17%	22%	34%	7%	12%	17%	19%	17%	20%
Probably the United States	24%	21%	25%	22%	29%	25%	26%	24%	22%	24%	25%	26%	20%	32%	19%	19%	33%	21%	15%	24%	27%	23%	30%	19%	29%	24%	23%	25%	24%
Probably China	31%	34%	30%	28%	33%	33%	28%	26%	39%	25%	31%	30%	38%	22%	36%	38%	20%	40%	39%	29%	32%	33%	22%	40%	35%	31%	38%	30%	30%
Definitely China	17%	24%	16%	17%	11%	13%	15%	20%	19%	21%	13%	17%	17%	6%	22%	25%	6%	18%	30%	19%	15%	16%	7%	26%	16%	18%	13%	21%	17%
Unsure	8%	13%	10%	6%	4%	7%	4%	13%	10%	10%	7%	9%	8%	7%	8%	10%	6%	11%	9%	12%	9%	5%	7%	8%	9%	10%	7%	6%	9%

Over the next ten years, which country do you think will be more economically competitive, thinking about jobs, innovation, and living standards – the United States or China?

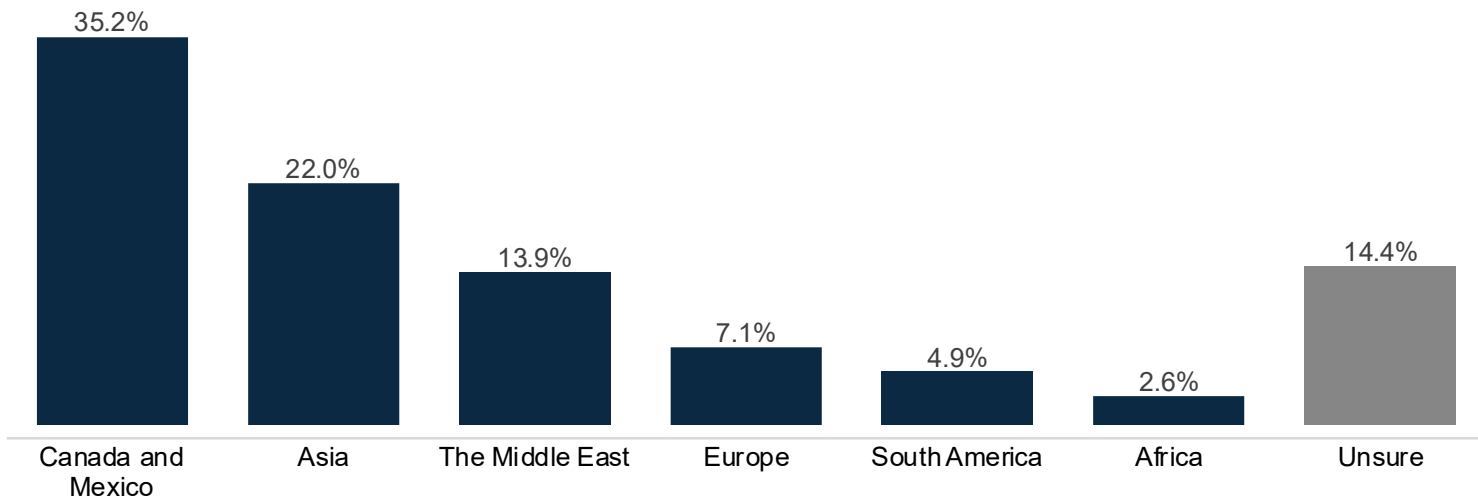
China Strategy



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Build closer ties with other Asian countries to counterbalance China	41%	30%	39%	47%	51%	59%	39%	27%	43%	40%	42%	42%	41%	41%	43%	41%	44%	38%	42%	30%	44%	50%	41%	43%	35%	32%	33%	45%	45%
Deal with China directly rather than going around it	42%	45%	45%	37%	41%	35%	44%	47%	42%	43%	44%	42%	41%	47%	39%	39%	45%	44%	36%	47%	42%	38%	45%	40%	45%	41%	47%	42%	41%
The U.S. should not try to counter China's influence	9%	16%	6%	12%	3%	4%	10%	15%	6%	11%	7%	9%	11%	7%	11%	11%	7%	9%	12%	13%	9%	6%	8%	8%	10%	20%	13%	9%	5%
Unsure	7%	10%	9%	3%	6%	2%	7%	10%	9%	6%	7%	8%	7%	5%	7%	9%	5%	9%	9%	9%	5%	5%	6%	9%	9%	7%	6%	4%	8%

Which comes closer to your view on how the United States should respond to China's influence?

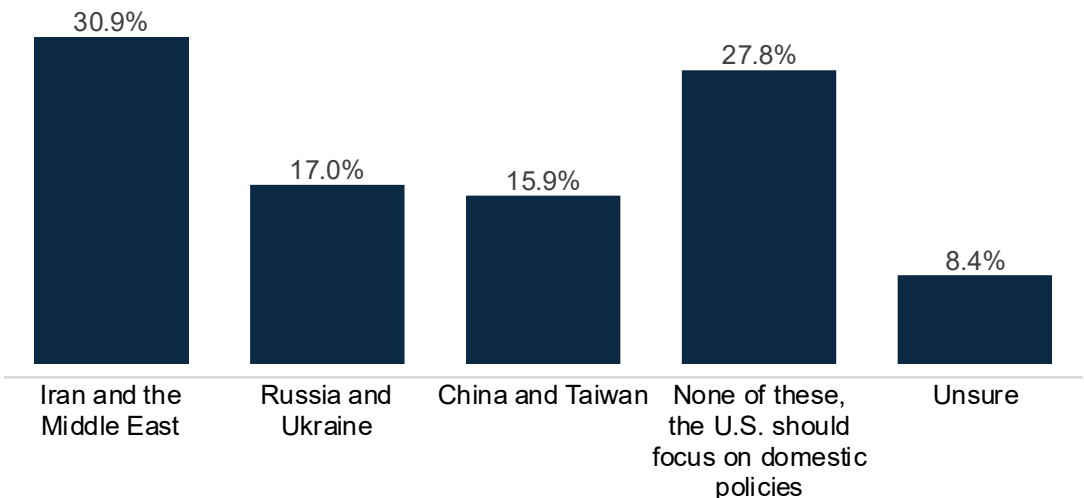
Region Matters Most



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Canada and Mexico	35%	25%	38%	36%	42%	39%	39%	32%	33%	37%	32%	36%	35%	26%	41%	41%	29%	40%	38%	34%	41%	31%	27%	44%	36%	29%	34%	34%	38%
Asia	22%	24%	16%	26%	22%	30%	19%	15%	26%	12%	21%	25%	21%	22%	21%	22%	18%	25%	17%	19%	30%	22%	22%	20%	17%	17%	27%	23%	
The Middle East	14%	14%	14%	12%	15%	12%	15%	15%	13%	16%	17%	13%	12%	20%	10%	10%	19%	10%	11%	15%	14%	12%	19%	9%	11%	12%	19%	16%	13%
Europe	7%	9%	7%	6%	6%	6%	6%	9%	7%	7%	9%	6%	7%	7%	9%	6%	7%	8%	6%	7%	7%	7%	8%	7%	9%	9%	8%	5%	7%
South America	5%	6%	3%	7%	4%	4%	7%	5%	3%	8%	4%	4%	6%	7%	4%	3%	6%	4%	4%	5%	5%	5%	7%	3%	8%	10%	5%	3%	3%
Africa	3%	3%	2%	6%	1%	3%	4%	2%	2%	3%	2%	2%	5%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	2%	2%	6%	2%	2%	2%
Unsure	14%	19%	20%	7%	11%	6%	12%	22%	15%	16%	16%	14%	13%	15%	12%	15%	14%	15%	14%	19%	11%	11%	15%	13%	14%	18%	15%	13%	14%

Which part of the world do you believe matters most to the American economy over the next ten years?

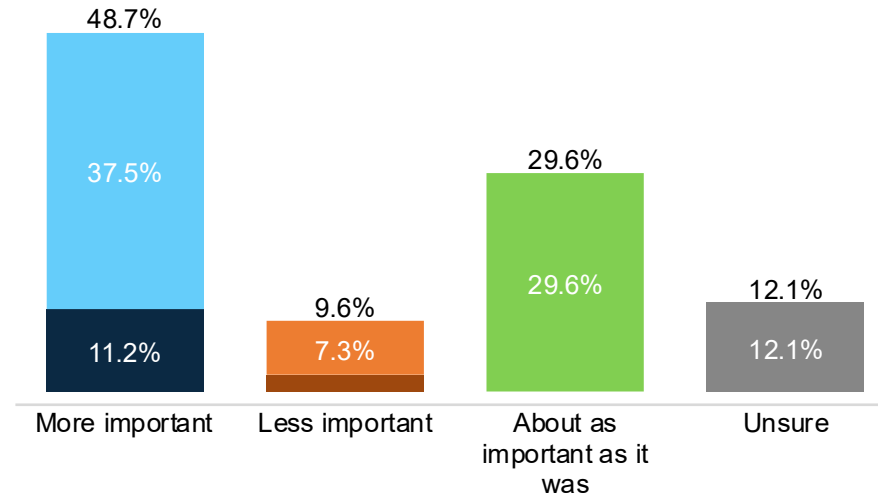
Foreign Policy Priority



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Iran and the Middle East	31%	26%	32%	26%	39%	30%	36%	28%	31%	29%	34%	32%	28%	44%	26%	21%	44%	24%	22%	28%	34%	33%	42%	21%	23%	25%	29%	31%	33%
Russia and Ukraine	17%	14%	18%	20%	16%	23%	13%	12%	21%	14%	15%	17%	19%	8%	23%	23%	7%	25%	24%	14%	18%	20%	8%	28%	18%	15%	17%	17%	18%
China and Taiwan	16%	15%	12%	19%	19%	21%	16%	16%	11%	16%	15%	17%	15%	19%	11%	16%	18%	17%	14%	15%	15%	18%	17%	15%	17%	20%	17%	17%	14%
None of these, the U.S. should focus on domestic policies	28%	33%	26%	32%	20%	22%	30%	33%	25%	32%	28%	27%	29%	22%	31%	31%	25%	26%	31%	31%	27%	24%	25%	28%	32%	34%	27%	29%	26%
Unsure	8%	12%	11%	4%	6%	4%	5%	12%	12%	8%	9%	8%	9%	7%	8%	9%	6%	9%	9%	12%	7%	5%	7%	9%	10%	6%	11%	7%	9%

Which of the following should be the highest foreign policy priority for the United States?

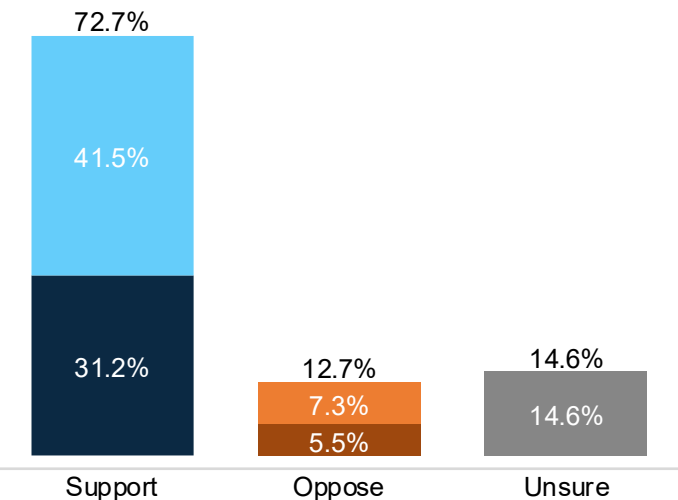
Southeast Asia Importance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
More important Total	49%	43%	42%	53%	58%	64%	47%	36%	51%	42%	48%	52%	45%	50%	49%	48%	51%	43%	52%	41%	51%	54%	48%	48%	48%	54%	45%	51%	48%
Less important Total	10%	11%	10%	9%	8%	7%	10%	13%	7%	12%	11%	9%	9%	10%	11%	9%	9%	11%	9%	13%	9%	7%	10%	10%	8%	13%	10%	9%	9%
Much more important	11%	6%	7%	21%	13%	19%	15%	6%	7%	10%	6%	12%	14%	11%	11%	11%	10%	12%	10%	10%	12%	11%	11%	8%	12%	10%	14%	11%	
Somewhat more important	37%	37%	36%	33%	45%	46%	32%	30%	44%	32%	42%	40%	30%	39%	38%	37%	40%	33%	40%	31%	41%	42%	37%	36%	40%	42%	35%	36%	37%
About as important as it was	30%	27%	36%	28%	28%	24%	32%	34%	29%	35%	29%	28%	32%	30%	28%	30%	30%	33%	26%	32%	28%	29%	30%	30%	30%	23%	25%	29%	32%
Somewhat less important	7%	8%	8%	6%	7%	5%	8%	10%	5%	10%	9%	7%	6%	8%	9%	6%	7%	9%	7%	10%	6%	6%	8%	7%	7%	9%	7%	7%	7%
Much less important	2%	4%	2%	2%	2%	1%	3%	3%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	3%	3%	1%	2%	3%	1%	4%	3%	2%	2%	
Unsure	12%	19%	12%	10%	6%	5%	10%	17%	13%	12%	12%	11%	15%	10%	12%	13%	10%	13%	13%	13%	12%	10%	12%	13%	14%	11%	20%	11%	11%

Do you think Southeast Asia, including countries like Vietnam, Malaysia, Thailand, Indonesia, Philippines, and more, is becoming more important, less important, or about as important to America's economic future as it was a few years ago?

Supply Chain Shift



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	73%	63%	73%	71%	83%	82%	74%	62%	76%	72%	76%	74%	68%	79%	75%	66%	78%	72%	68%	65%	78%	77%	79%	69%	71%	65%	65%	75%	76%
Oppose Total	13%	19%	9%	16%	7%	9%	14%	18%	9%	15%	12%	12%	14%	12%	11%	13%	13%	12%	13%	18%	8%	11%	13%	12%	13%	21%	17%	10%	10%
Strongly support	31%	19%	27%	38%	43%	47%	35%	21%	25%	25%	37%	33%	26%	41%	29%	23%	42%	25%	23%	23%	31%	39%	42%	23%	25%	28%	22%	30%	35%
Somewhat support	41%	45%	46%	33%	40%	35%	39%	41%	51%	47%	39%	41%	42%	38%	46%	43%	36%	46%	45%	42%	46%	38%	38%	46%	45%	37%	44%	45%	42%
Somewhat oppose	7%	12%	6%	8%	3%	4%	7%	11%	6%	9%	6%	6%	10%	7%	8%	7%	8%	7%	11%	4%	6%	7%	7%	10%	15%	8%	5%	5%	
Strongly oppose	5%	6%	4%	8%	4%	5%	7%	6%	3%	6%	6%	6%	4%	6%	3%	6%	6%	4%	5%	7%	4%	5%	6%	6%	3%	6%	9%	5%	4%
Unsure	15%	18%	17%	13%	9%	10%	12%	20%	15%	12%	12%	14%	18%	9%	14%	21%	9%	16%	19%	17%	14%	12%	8%	19%	16%	14%	17%	15%	14%

Do you support or oppose American companies moving manufacturing out of China and into Southeast Asian countries to diversify supply chains?

Reshore or Friend-shore



Encouraging American companies to manufacture at home, even if costs are higher

23.6%

30.3%

53.9%

Encouraging American companies to manufacture in friendly countries if that keeps costs lower

15.8%

25.4%

41.2%

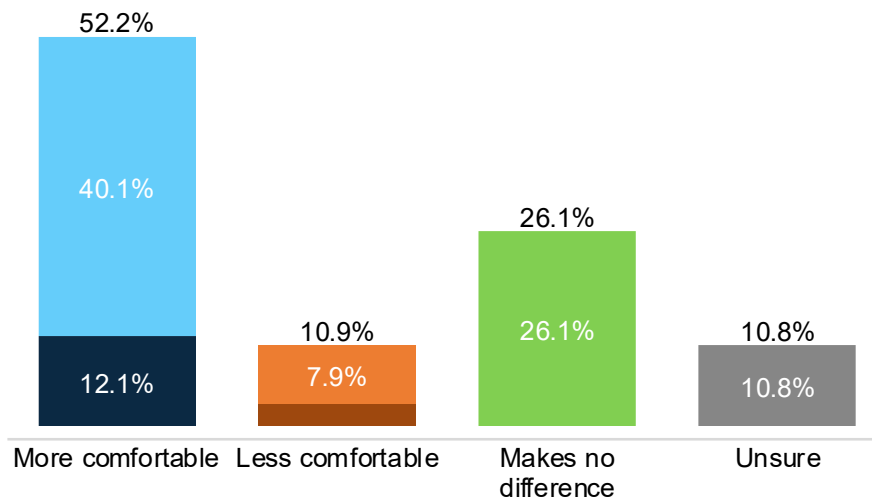
Unsure

4.9%

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Encouraging American companies to manufacture at home, even if costs are higher	54%	38%	61%	52%	64%	54%	63%	50%	50%	63%	60%	54%	45%	72%	52%	37%	74%	46%	37%	52%	51%	58%	71%	40%	49%	42%	50%	55%	58%
Encouraging American companies to manufacture in friendly countries if that keeps costs lower	41%	55%	35%	44%	32%	42%	34%	45%	44%	33%	37%	42%	47%	26%	41%	55%	24%	48%	56%	43%	45%	37%	27%	52%	45%	53%	45%	42%	37%
Definitely encouraging American companies to manufacture at home, even if costs are higher	24%	15%	25%	26%	29%	23%	33%	21%	18%	31%	28%	23%	18%	38%	20%	12%	39%	18%	10%	20%	21%	29%	38%	12%	20%	16%	23%	26%	26%
Probably encouraging American companies to manufacture at home, even if costs are higher	30%	23%	36%	26%	35%	31%	30%	28%	32%	33%	32%	30%	28%	35%	32%	26%	35%	28%	27%	32%	30%	29%	33%	29%	29%	26%	27%	29%	33%
Probably encouraging American companies to manufacture in friendly countries if that keeps cost...	25%	36%	23%	24%	18%	23%	20%	28%	31%	20%	21%	27%	28%	14%	26%	35%	14%	30%	35%	26%	27%	24%	15%	34%	29%	30%	28%	24%	24%
Definitely encouraging American companies to manufacture in friendly countries if that keeps cost...	16%	19%	11%	20%	14%	19%	14%	17%	13%	13%	16%	15%	19%	12%	16%	20%	10%	18%	21%	17%	18%	13%	12%	18%	16%	23%	16%	18%	13%
Unsure	5%	7%	4%	4%	4%	4%	3%	6%	6%	4%	3%	4%	8%	1%	6%	7%	2%	6%	7%	5%	4%	5%	2%	7%	6%	5%	6%	3%	5%

Which should be the higher priority for the United States?

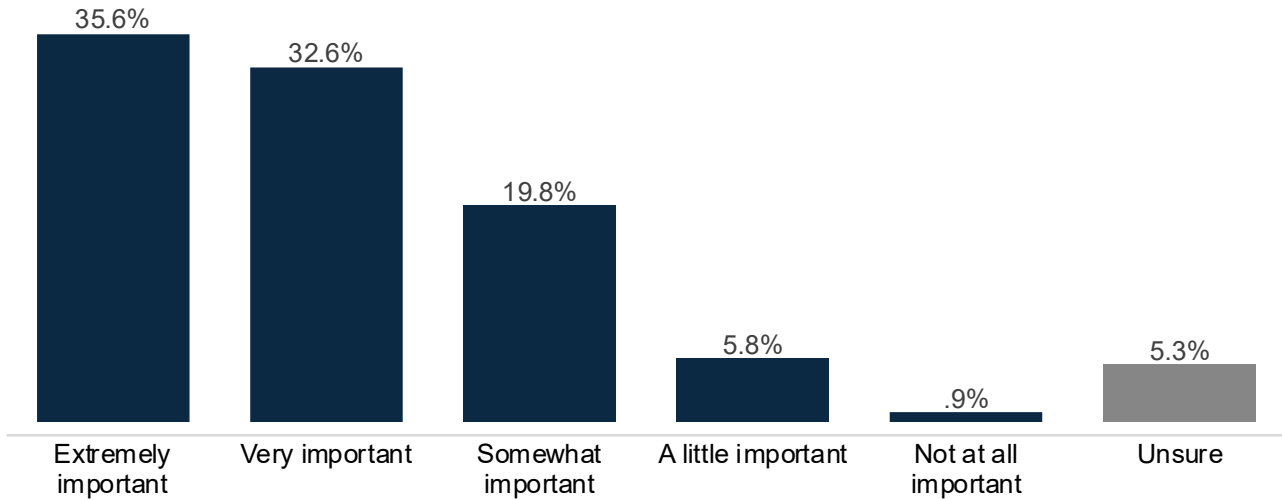
China Dependence Tradeoff



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
More comfortable Total	52%	36%	48%	57%	70%	70%	58%	34%	53%	51%	50%	53%	52%	63%	49%	44%	65%	44%	44%	42%	56%	60%	61%	46%	47%	45%	43%	55%	56%
Less comfortable Total	11%	16%	11%	11%	5%	4%	11%	18%	8%	14%	11%	10%	10%	10%	10%	12%	8%	13%	12%	15%	7%	9%	11%	11%	15%	19%	10%	11%	9%
Much more comfortable	12%	5%	8%	20%	16%	21%	15%	8%	6%	12%	13%	11%	13%	18%	9%	9%	17%	8%	10%	9%	13%	14%	16%	9%	5%	11%	10%	14%	12%
Somewhat more comfortable	40%	30%	40%	36%	54%	49%	43%	26%	47%	39%	38%	42%	38%	45%	41%	36%	48%	35%	35%	34%	43%	45%	45%	37%	42%	34%	33%	41%	44%
Makes no difference	26%	33%	27%	26%	18%	20%	23%	32%	28%	25%	25%	26%	27%	17%	31%	31%	17%	30%	34%	29%	26%	24%	19%	32%	25%	27%	32%	26%	24%
Somewhat less comfortable	8%	11%	8%	7%	4%	4%	7%	12%	6%	10%	8%	8%	7%	7%	9%	8%	6%	9%	9%	10%	6%	6%	8%	8%	12%	13%	8%	7%	6%
Much less comfortable	3%	5%	3%	3%	0%	0%	3%	6%	2%	4%	3%	3%	3%	3%	2%	4%	2%	4%	3%	5%	1%	3%	3%	3%	3%	6%	2%	4%	2%
Unsure	11%	15%	13%	7%	7%	5%	9%	16%	11%	9%	13%	10%	11%	10%	9%	12%	9%	14%	10%	13%	12%	7%	10%	11%	13%	9%	15%	8%	11%

If a U.S. policy reduced America's dependence on China but increased its dependence on Southeast Asian countries, would that make you more comfortable, less comfortable, or would it make no difference?

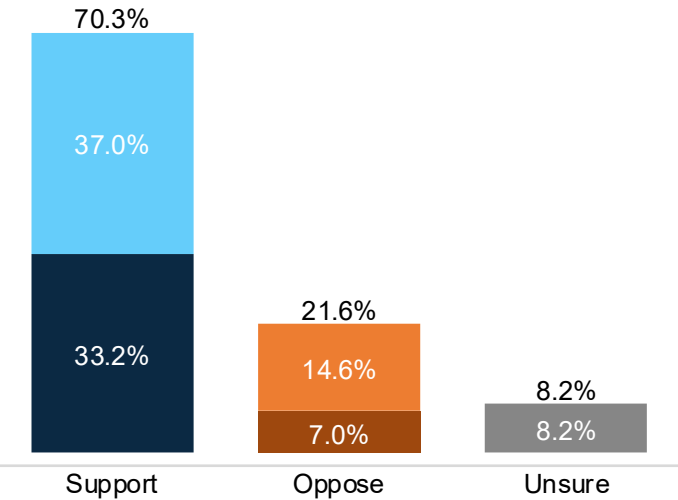
Asia-Pacific Alliances



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely important	36%	24%	35%	38%	47%	49%	37%	25%	35%	30%	34%	39%	32%	39%	35%	33%	40%	32%	33%	27%	36%	42%	37%	36%	24%	25%	28%	33%	41%
Very important	33%	30%	37%	27%	36%	30%	33%	30%	38%	34%	38%	32%	29%	33%	30%	34%	34%	28%	35%	34%	37%	29%	34%	32%	31%	29%	31%	37%	33%
Somewhat important	20%	26%	20%	21%	13%	13%	20%	27%	17%	23%	19%	18%	24%	18%	23%	19%	18%	23%	19%	26%	17%	18%	19%	19%	26%	29%	23%	19%	17%
A little important	6%	9%	3%	9%	2%	5%	6%	8%	4%	7%	3%	6%	7%	5%	5%	6%	4%	7%	7%	7%	5%	5%	6%	5%	11%	12%	7%	6%	4%
Not at all important	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	
Unsure	5%	10%	5%	4%	2%	2%	3%	8%	6%	5%	4%	5%	6%	3%	5%	7%	3%	8%	5%	5%	4%	5%	4%	7%	6%	5%	11%	4%	4%

How important is it that the United States maintain strong military and diplomatic relationships with countries in the Asia-Pacific region other than China, such as Japan, South Korea, the Philippines, Singapore, and Australia?

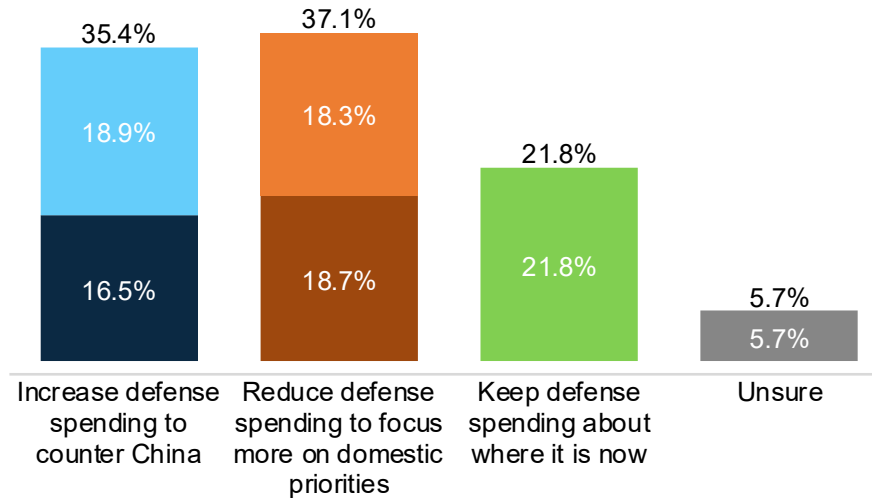
Indo-Pacific Presence



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	70%	48%	77%	71%	86%	77%	81%	61%	65%	70%	79%	70%	63%	88%	67%	54%	90%	64%	51%	65%	73%	73%	86%	57%	68%	58%	61%	70%	76%
Oppose Total	22%	38%	14%	24%	9%	19%	14%	26%	26%	23%	13%	22%	27%	9%	23%	34%	8%	22%	39%	24%	19%	21%	10%	32%	21%	30%	25%	23%	18%
Strongly support	33%	15%	38%	36%	45%	40%	42%	26%	28%	37%	41%	33%	25%	53%	28%	17%	52%	27%	15%	28%	37%	35%	49%	20%	27%	23%	31%	32%	37%
Somewhat support	37%	33%	39%	35%	41%	37%	40%	36%	37%	33%	38%	37%	38%	35%	40%	37%	38%	38%	36%	37%	36%	39%	36%	38%	41%	36%	30%	37%	39%
Somewhat oppose	15%	27%	10%	14%	7%	13%	7%	19%	17%	15%	7%	16%	17%	6%	16%	22%	5%	18%	24%	16%	13%	15%	7%	21%	14%	21%	19%	15%	12%
Strongly oppose	7%	12%	4%	10%	3%	5%	7%	7%	9%	8%	6%	6%	11%	2%	7%	12%	2%	4%	15%	8%	6%	6%	2%	11%	7%	9%	6%	8%	6%
Unsure	8%	14%	9%	5%	4%	5%	5%	13%	9%	7%	7%	8%	10%	3%	9%	12%	3%	14%	10%	11%	7%	6%	4%	11%	11%	11%	14%	7%	6%

Do you support or oppose a larger U.S. naval and military presence in the Indo-Pacific to protect trade routes and deter Chinese aggression?

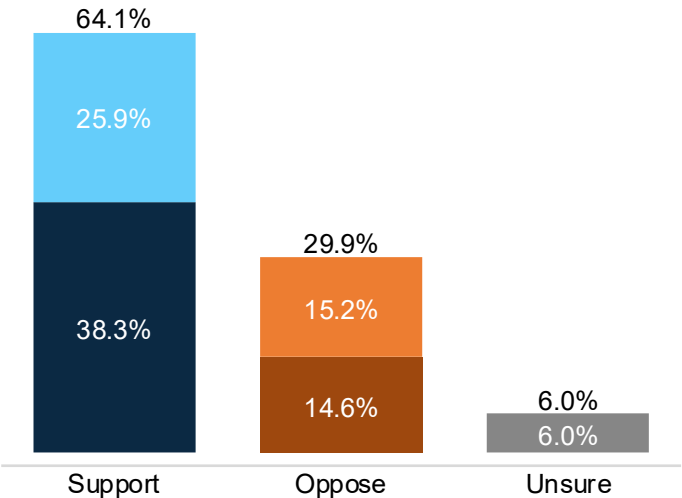
Defense Spending



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Increase defense spending to counter China Total	35%	21%	37%	33%	51%	41%	44%	30%	28%	40%	43%	36%	24%	62%	28%	14%	60%	28%	11%	32%	34%	41%	60%	13%	34%	32%	33%	31%	38%
Reduce defense spending to focus more on domestic priorities Total	37%	47%	32%	41%	29%	37%	33%	33%	46%	32%	31%	37%	46%	10%	45%	59%	12%	39%	67%	37%	37%	37%	12%	61%	32%	39%	34%	44%	35%
Significantly increase defense spending to counter China	16%	7%	15%	17%	28%	22%	23%	12%	10%	17%	21%	17%	12%	32%	12%	4%	30%	11%	4%	13%	18%	18%	30%	4%	10%	9%	15%	18%	19%
Somewhat increase defense spending to counter China	19%	14%	23%	16%	23%	19%	21%	19%	18%	23%	22%	20%	12%	30%	15%	11%	30%	17%	7%	18%	15%	23%	30%	9%	23%	23%	18%	13%	19%
Keep defense spending about where it is now	22%	24%	24%	21%	18%	20%	20%	26%	20%	22%	22%	22%	22%	25%	23%	18%	25%	25%	16%	24%	24%	19%	25%	19%	28%	22%	25%	21%	22%
Somewhat reduce defense spending to focus more on domestic priorities	18%	19%	18%	17%	19%	18%	18%	17%	21%	16%	17%	19%	20%	6%	25%	27%	7%	24%	28%	18%	19%	18%	7%	28%	20%	22%	18%	24%	16%
Significantly reduce defense spending to focus more on domestic priorities	19%	28%	14%	24%	10%	19%	15%	17%	25%	17%	13%	18%	26%	4%	20%	33%	5%	15%	39%	19%	18%	19%	5%	32%	12%	18%	16%	20%	19%
Unsure	6%	9%	7%	4%	2%	3%	3%	10%	5%	6%	4%	5%	8%	3%	4%	8%	3%	7%	7%	7%	5%	3%	3%	6%	7%	7%	8%	5%	5%

Thinking about American defense spending, which of the following comes closest to your view?

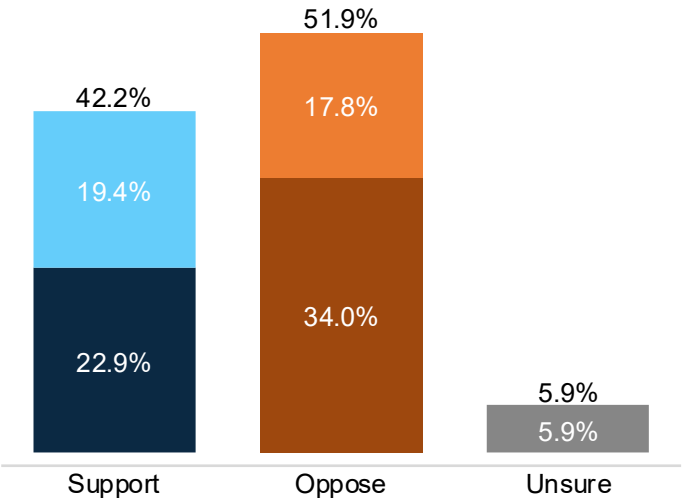
Ukraine Aid



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	64%	58%	68%	56%	74%	75%	56%	55%	73%	47%	61%	67%	69%	51%	64%	79%	50%	66%	82%	59%	65%	69%	48%	83%	55%	51%	61%	60%	70%
Oppose Total	30%	32%	27%	39%	22%	23%	37%	36%	22%	46%	33%	28%	24%	45%	29%	15%	45%	26%	14%	32%	29%	28%	46%	12%	38%	38%	32%	34%	26%
Strongly support	38%	28%	42%	38%	46%	51%	34%	28%	44%	27%	35%	40%	41%	21%	43%	54%	20%	43%	60%	34%	40%	41%	18%	60%	30%	24%	31%	34%	45%
Somewhat support	26%	30%	27%	19%	28%	24%	23%	28%	29%	20%	26%	26%	27%	30%	21%	24%	30%	23%	23%	26%	25%	28%	29%	22%	25%	27%	30%	27%	25%
Somewhat oppose	15%	17%	15%	16%	13%	9%	20%	20%	10%	25%	18%	14%	11%	23%	12%	10%	20%	14%	9%	19%	16%	12%	21%	8%	22%	21%	21%	15%	12%
Strongly oppose	15%	15%	12%	23%	9%	14%	17%	15%	12%	21%	15%	13%	14%	22%	17%	5%	24%	11%	5%	13%	14%	16%	25%	4%	16%	17%	11%	19%	13%
Unsure	6%	10%	5%	5%	4%	2%	6%	9%	5%	6%	5%	6%	7%	5%	7%	7%	5%	8%	4%	9%	6%	3%	6%	5%	7%	11%	6%	5%	4%

Do you support or oppose continued U.S. military aid to Ukraine?

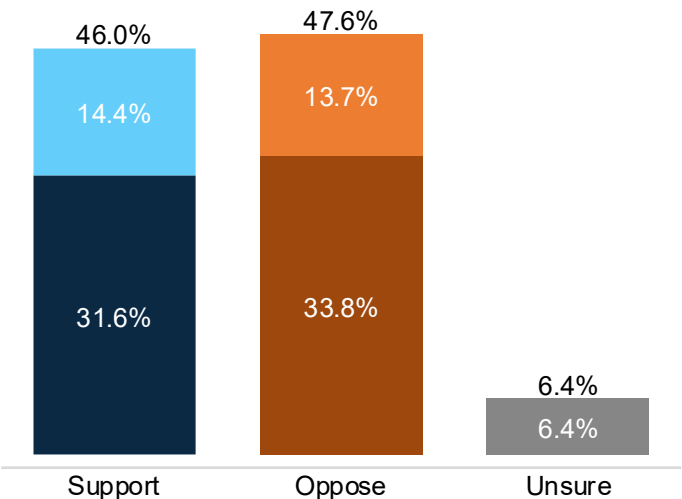
Israel Aid



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	42%	31%	48%	31%	59%	44%	47%	41%	37%	47%	53%	41%	33%	68%	32%	23%	67%	35%	17%	40%	45%	42%	64%	22%	41%	35%	38%	40%	46%
Oppose Total	52%	58%	48%	66%	36%	53%	49%	49%	59%	49%	43%	52%	60%	29%	62%	70%	30%	54%	78%	52%	49%	56%	31%	73%	49%	54%	55%	56%	50%
Strongly support	23%	13%	24%	16%	40%	30%	27%	19%	17%	24%	32%	21%	18%	44%	16%	6%	43%	14%	5%	22%	25%	22%	41%	7%	17%	17%	20%	18%	26%
Somewhat support	19%	18%	24%	16%	19%	15%	20%	22%	19%	23%	21%	20%	14%	24%	16%	17%	24%	21%	12%	18%	20%	20%	23%	16%	25%	18%	18%	22%	19%
Somewhat oppose	18%	17%	21%	18%	15%	18%	15%	20%	18%	23%	18%	16%	20%	12%	23%	21%	13%	24%	19%	18%	17%	19%	12%	23%	23%	22%	23%	14%	17%
Strongly oppose	34%	42%	27%	48%	20%	35%	34%	29%	41%	25%	25%	36%	40%	16%	39%	49%	17%	30%	59%	33%	32%	36%	19%	50%	26%	32%	32%	42%	33%
Unsure	6%	11%	4%	3%	5%	3%	4%	10%	5%	4%	3%	6%	7%	4%	6%	7%	3%	11%	4%	9%	6%	3%	5%	5%	10%	11%	7%	4%	4%

Do you support or oppose continued U.S. military aid to Israel?

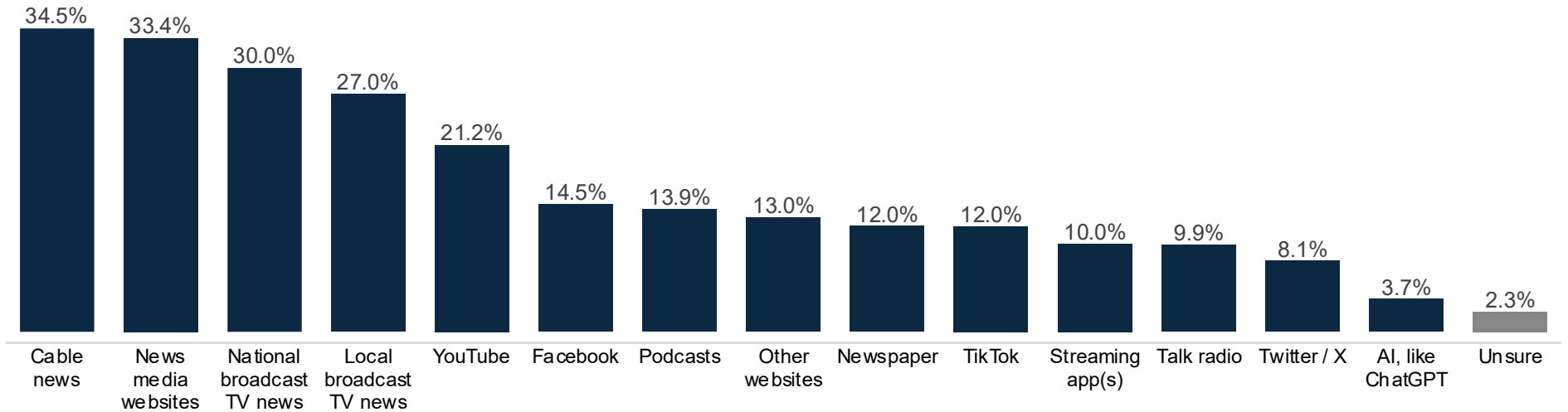
Iran Nuclear Program



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	46%	29%	52%	41%	62%	49%	56%	44%	37%	56%	58%	46%	32%	83%	38%	14%	81%	36%	12%	42%	50%	47%	80%	16%	48%	38%	44%	43%	50%
Oppose Total	48%	58%	41%	56%	35%	48%	42%	43%	58%	38%	39%	47%	61%	14%	56%	76%	17%	53%	82%	48%	45%	49%	16%	77%	45%	53%	46%	54%	45%
Strongly support	32%	16%	31%	29%	52%	39%	44%	25%	21%	38%	41%	31%	22%	64%	22%	5%	63%	18%	4%	26%	38%	33%	62%	5%	24%	23%	31%	28%	35%
Somewhat support	14%	13%	21%	12%	10%	10%	12%	19%	16%	18%	16%	15%	10%	19%	15%	9%	18%	17%	8%	16%	13%	15%	18%	11%	24%	15%	13%	15%	14%
Somewhat oppose	14%	18%	10%	18%	9%	12%	15%	14%	14%	11%	10%	12%	22%	7%	15%	20%	8%	17%	18%	15%	14%	12%	7%	20%	16%	20%	19%	16%	10%
Strongly oppose	34%	40%	31%	39%	26%	37%	28%	29%	43%	27%	29%	35%	39%	7%	41%	56%	8%	36%	65%	33%	31%	37%	9%	57%	29%	33%	27%	38%	35%
Unsure	6%	13%	7%	2%	3%	3%	2%	13%	6%	6%	3%	7%	8%	3%	6%	9%	2%	12%	6%	10%	5%	3%	4%	7%	8%	9%	10%	4%	5%

Do you support or oppose continued U.S. military strikes against Iran's nuclear program?

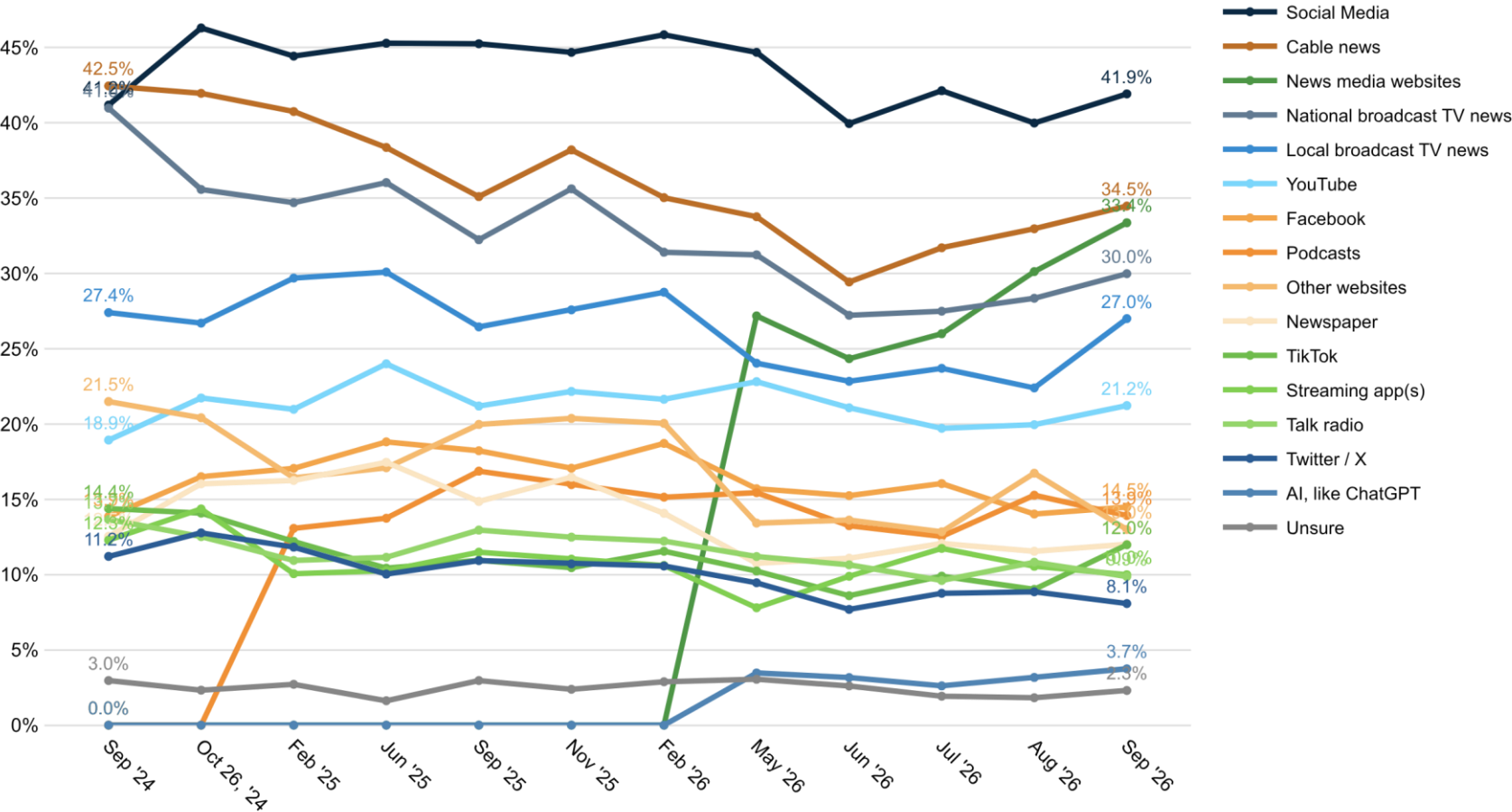
News Source



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
	Social Media	42%	58%	28%	60%	25%	34%	50%	50%	33%	44%	35%	42%	46%	43%	39%	42%	43%	42%	40%	53%	37%	37%	46%	37%	51%	65%	47%	44%	33%
	Cable news	34%	24%	42%	20%	51%	39%	33%	28%	39%	28%	37%	37%	29%	40%	34%	30%	42%	33%	27%	27%	37%	38%	39%	33%	28%	25%	30%	29%	40%
National broadcast TV news	News media websites	33%	36%	31%	37%	30%	39%	28%	29%	39%	34%	30%	33%	35%	28%	32%	40%	28%	32%	42%	27%	34%	40%	28%	39%	27%	25%	34%	36%	35%
	Local broadcast TV news	30%	24%	42%	22%	31%	30%	23%	28%	39%	23%	29%	31%	31%	24%	30%	36%	23%	35%	34%	28%	32%	28%	21%	40%	29%	19%	32%	30%	33%
	YouTube	21%	25%	13%	37%	12%	20%	28%	23%	14%	21%	17%	21%	26%	19%	24%	22%	20%	24%	20%	27%	19%	19%	22%	20%	26%	34%	29%	20%	16%
	Facebook	14%	22%	13%	13%	9%	7%	15%	22%	12%	20%	14%	13%	16%	16%	12%	13%	16%	15%	12%	23%	13%	8%	16%	12%	19%	22%	15%	13%	12%
	Podcasts	14%	15%	10%	24%	8%	18%	13%	9%	17%	14%	13%	16%	10%	17%	14%	11%	17%	11%	14%	8%	14%	20%	17%	11%	15%	19%	16%	14%	12%
	Other websites	13%	8%	11%	19%	15%	17%	17%	7%	13%	15%	12%	11%	18%	12%	16%	12%	13%	11%	15%	10%	15%	15%	13%	14%	12%	11%	10%	13%	14%
	Newspaper	12%	11%	12%	11%	14%	18%	8%	8%	15%	5%	11%	12%	17%	8%	15%	14%	9%	13%	15%	9%	11%	15%	8%	16%	12%	9%	7%	14%	13%
	TikTok	12%	27%	5%	13%	3%	3%	13%	20%	10%	15%	6%	12%	14%	9%	9%	16%	7%	12%	17%	18%	13%	7%	9%	13%	16%	26%	15%	13%	7%
	Streaming app(s)	10%	15%	9%	7%	8%	7%	8%	13%	10%	13%	11%	9%	9%	9%	12%	10%	9%	10%	12%	13%	9%	8%	9%	11%	11%	12%	13%	13%	8%
	Talk radio	10%	6%	10%	9%	15%	13%	12%	7%	8%	7%	12%	10%	9%	15%	9%	5%	16%	5%	6%	9%	9%	12%	14%	6%	9%	6%	6%	8%	12%
	Twitter / X	8%	7%	4%	17%	5%	9%	12%	5%	7%	6%	6%	9%	8%	11%	8%	5%	11%	7%	6%	8%	8%	10%	12%	5%	8%	14%	4%	11%	7%
	AI, like ChatGPT	4%	7%	2%	5%	1%	4%	3%	5%	3%	2%	3%	4%	5%	3%	3%	5%	2%	6%	5%	5%	3%	3%	4%	4%	6%	10%	7%	3%	1%
	Unsure	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	4%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	1%	2%	1%	3%	4%	2%

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

Trend: News Source



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

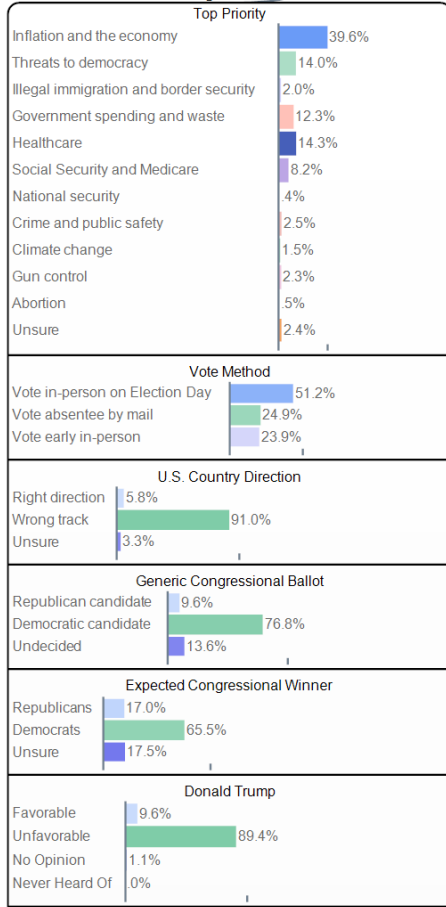


		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	<\$75k	\$75k-\$125k	\$125k+	Trump '24	Harris '24	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
National broadcast TV news	Social Media	2%	1%	0%	5%	2%	0%	7%	2%	-2%	3%	-1%	6%	-5%	2%	-3%	4%	2%	4%	-1%	5%	-3%	2%	4%	0%	8%	-2%	-4%	9%	2%
	Cable news	2%	2%	-3%	3%	4%	3%	4%	-3%	3%	1%	-4%	1%	6%	1%	10%	-3%	3%	1%	0%	-3%	5%	3%	2%	2%	4%	7%	7%	-7%	1%
	News media websites	3%	1%	1%	5%	6%	3%	9%	1%	1%	12%	4%	1%	3%	7%	-2%	2%	5%	7%	-4%	2%	7%	1%	7%	-1%	-2%	4%	2%	7%	2%
	National broadcast TV news	2%	-1%	1%	5%	1%	4%	3%	-3%	4%	-1%	-1%	1%	6%	8%	0%	-4%	8%	-5%	-2%	-2%	7%	0%	5%	1%	2%	-1%	4%	1%	2%
	Local broadcast TV news	5%	4%	4%	5%	6%	8%	2%	4%	4%	0%	3%	7%	2%	4%	5%	5%	4%	5%	6%	-1%	5%	9%	3%	5%	0%	9%	-4%	3%	6%
	YouTube	1%	2%	-2%	6%	-1%	4%	1%	2%	-3%	2%	1%	1%	2%	-1%	2%	4%	-1%	4%	1%	2%	-2%	2%	2%	1%	6%	3%	3%	1%	0%
	Facebook	0%	-1%	2%	-2%	2%	-1%	1%	0%	1%	2%	-2%	1%	-1%	0%	0%	2%	-3%	2%	4%	-2%	-2%	1%	0%	4%	-3%	-2%	0%	2%	
	Podcasts	-1%	-2%	-3%	4%	-4%	2%	-3%	-1%	-4%	-2%	-2%	0%	-3%	1%	-10%	1%	-1%	0%	-3%	-1%	0%	-2%	0%	-2%	-1%	4%	8%	-4%	-4%
	Other websites	-4%	-8%	-4%	-4%	2%	-4%	2%	-6%	-6%	4%	-2%	-8%	0%	-6%	0%	-4%	-3%	-4%	-4%	-4%	-3%	-2%	-3%	-4%	-5%	-3%	-5%	-7%	-2%
	Newspaper	0%	2%	2%	-1%	-1%	-2%	0%	2%	1%	-6%	4%	1%	-1%	0%	2%	1%	1%	1%	-2%	1%	-2%	1%	1%	0%	-1%	-1%	-3%	4%	0%
Streaming app(s)	TikTok	3%	6%	2%	2%	1%	-2%	5%	5%	3%	4%	-1%	6%	-2%	2%	3%	5%	0%	3%	6%	4%	5%	0%	2%	3%	7%	4%	2%	6%	2%
	Streaming app(s)	-1%	5%	0%	-4%	-4%	-3%	-5%	4%	0%	0%	2%	-2%	0%	-2%	-2%	1%	-3%	-2%	3%	3%	-3%	-3%	-3%	3%	-1%	2%	6%	1%	-3%
	Talk radio	-1%	-3%	0%	-3%	1%	3%	-4%	-2%	-1%	-5%	0%	0%	-2%	-1%	0%	-1%	0%	-3%	-1%	-1%	-5%	1%	-1%	-1%	0%	-3%	-3%	-4%	1%
	Twitter / X	-1%	-3%	1%	-1%	0%	-4%	3%	-1%	-1%	0%	0%	0%	-4%	0%	-3%	-1%	0%	3%	-4%	0%	-1%	-1%	1%	-2%	-2%	-6%	-4%	5%	-1%
	AI, like ChatGPT	1%	2%	0%	1%	-1%	0%	0%	2%	-1%	0%	1%	1%	0%	0%	-1%	3%	-1%	3%	2%	1%	0%	1%	-1%	2%	1%	4%	3%	1%	-1%
	Unsure	0%	1%	1%	-1%	1%	0%	0%	1%	1%	-2%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	0%	0%	1%	-1%	-1%	0%	3%	1%

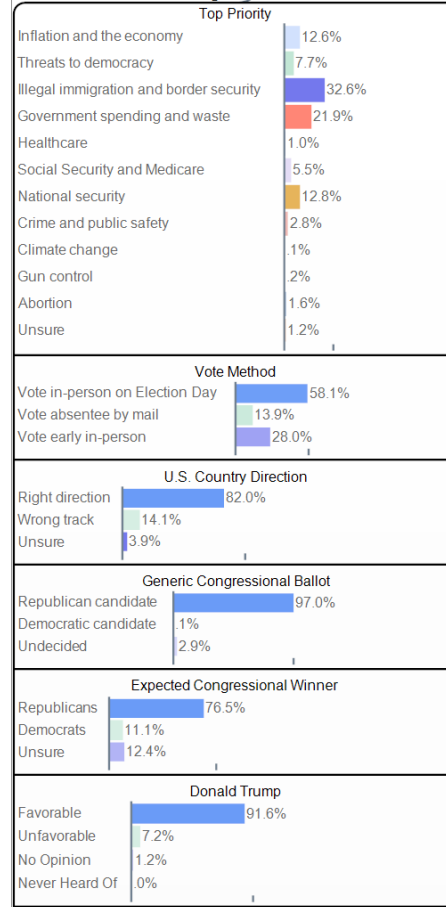
Segmentation Analysis



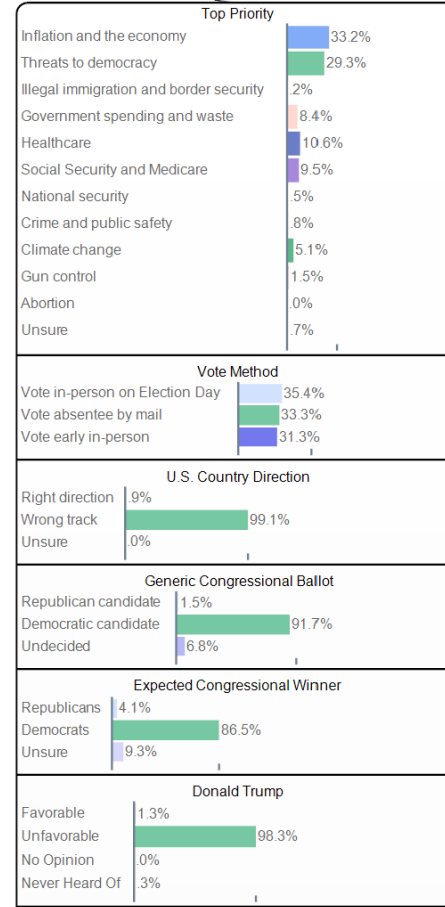
Young Dems (16%)



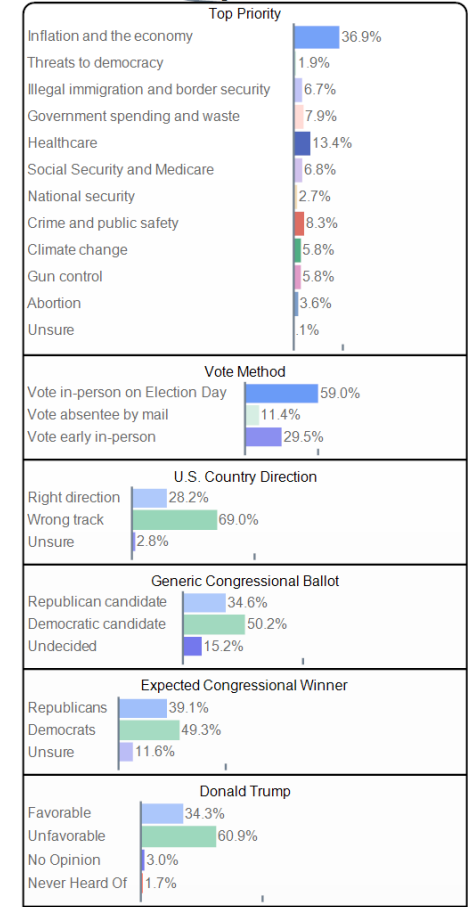
GOP Base (35%)



Old Dems (33%)



Low Propensity Voters (16%)



Segmentation Analysis

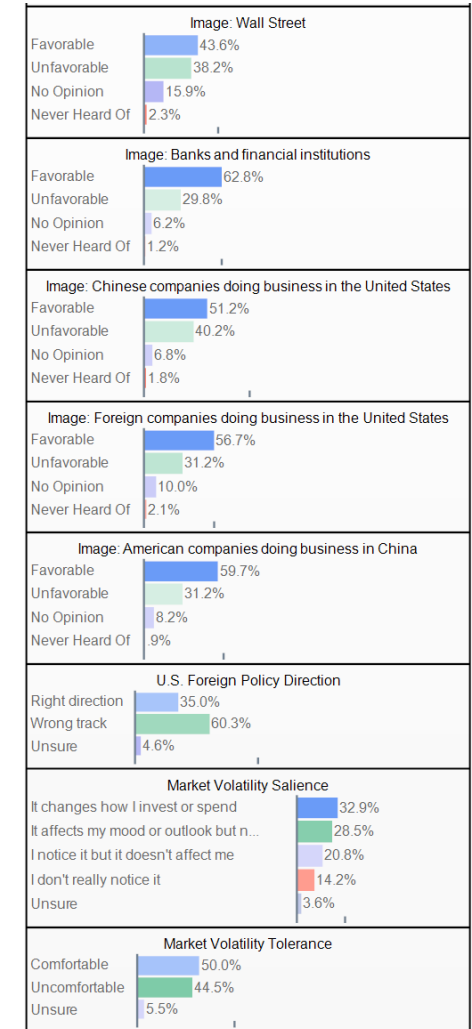
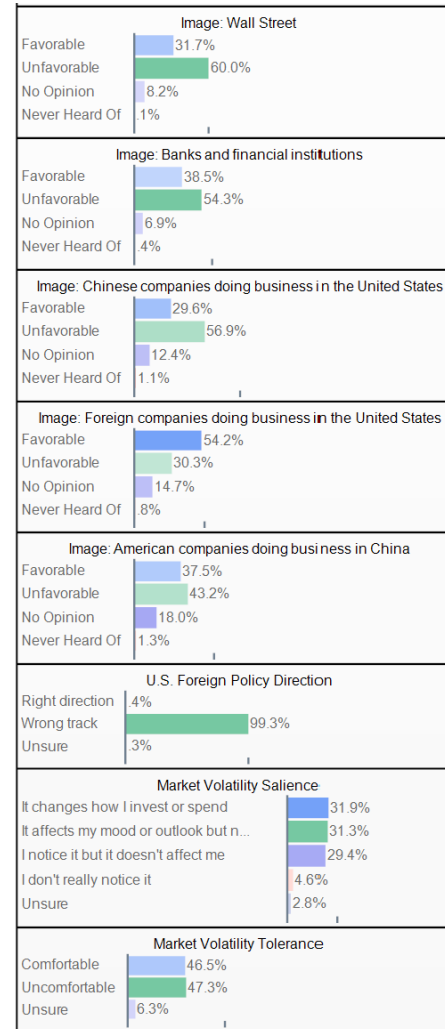
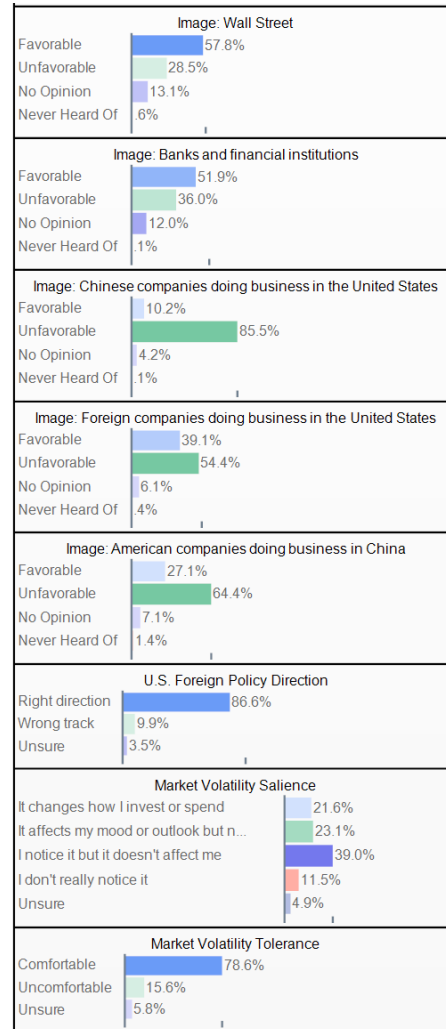
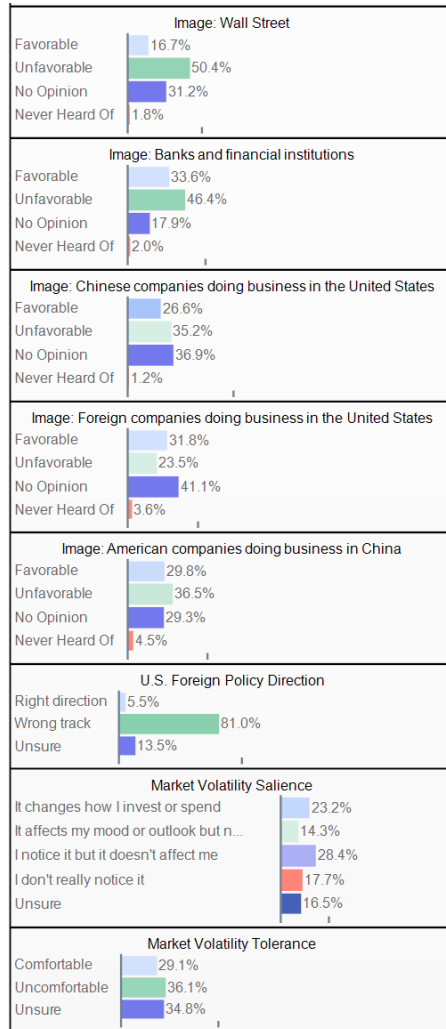


Young Dems (16%)

GOP Base (35%)

Old Dems (33%)

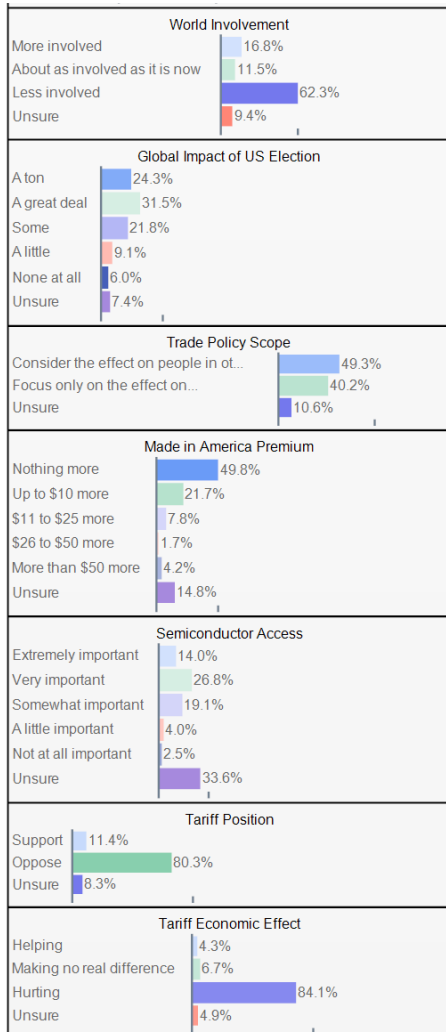
Low Propensity Voters (16%)



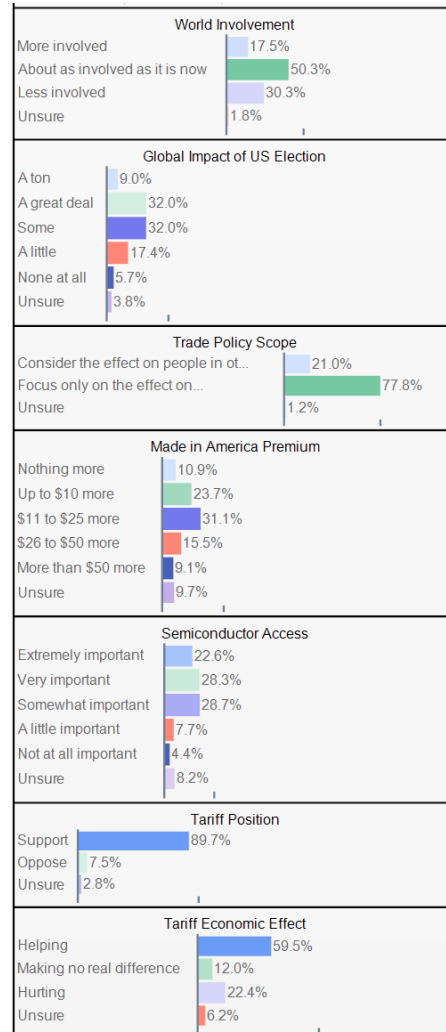
Segmentation Analysis



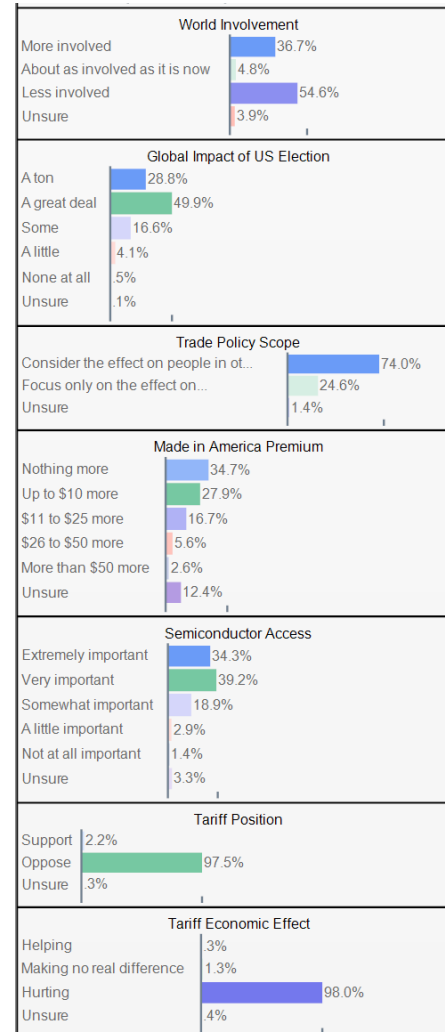
Young Dems (16%)



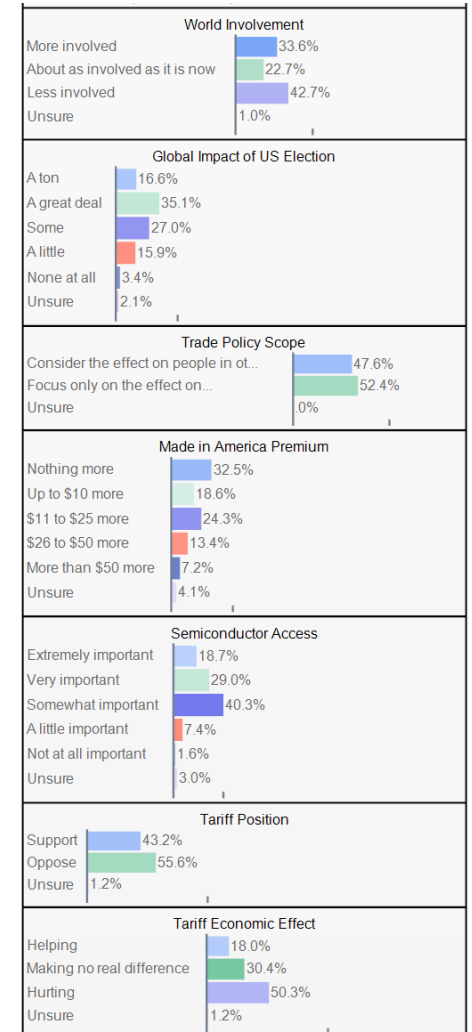
GOP Base (35%)



Old Dems (33%)



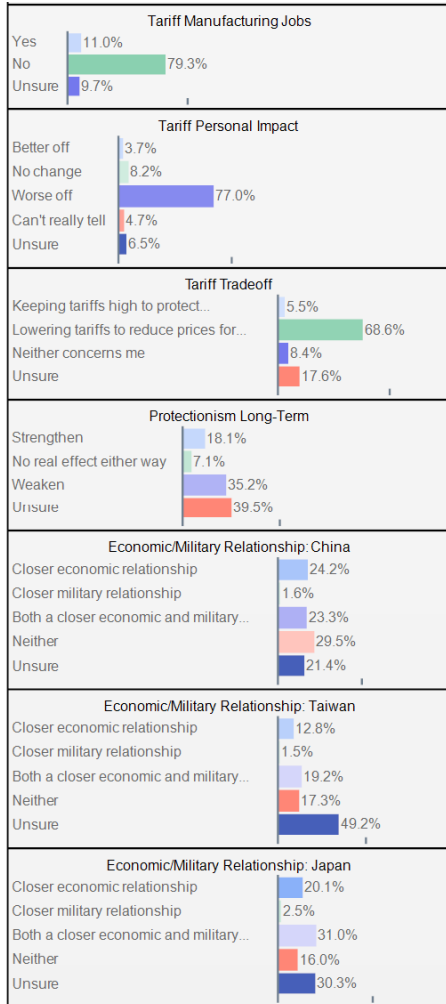
Low Propensity Voters (16%)



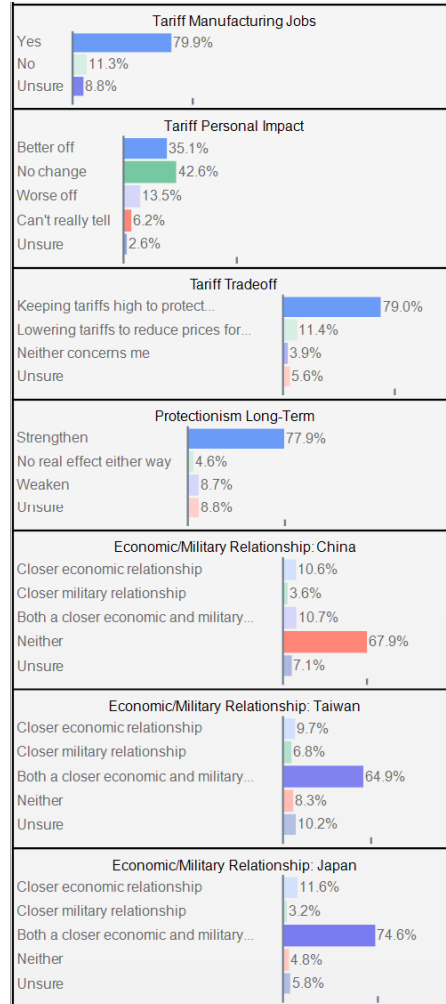
Segmentation Analysis



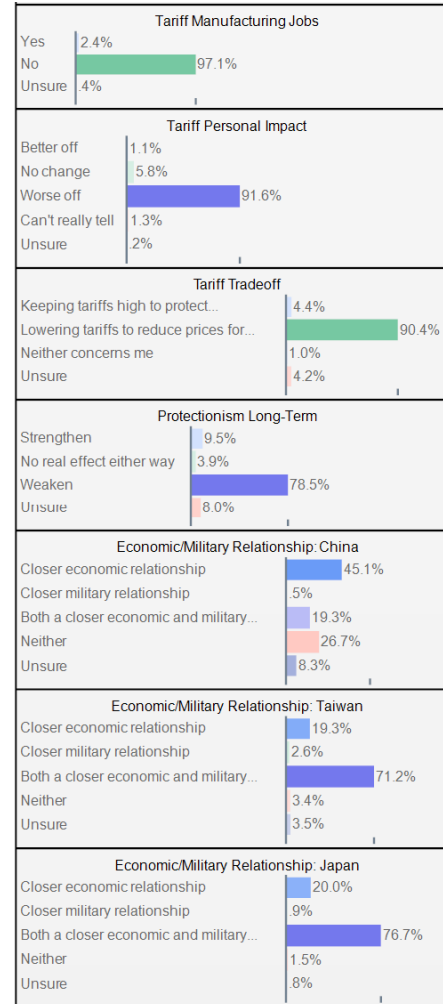
Young Dems (16%)



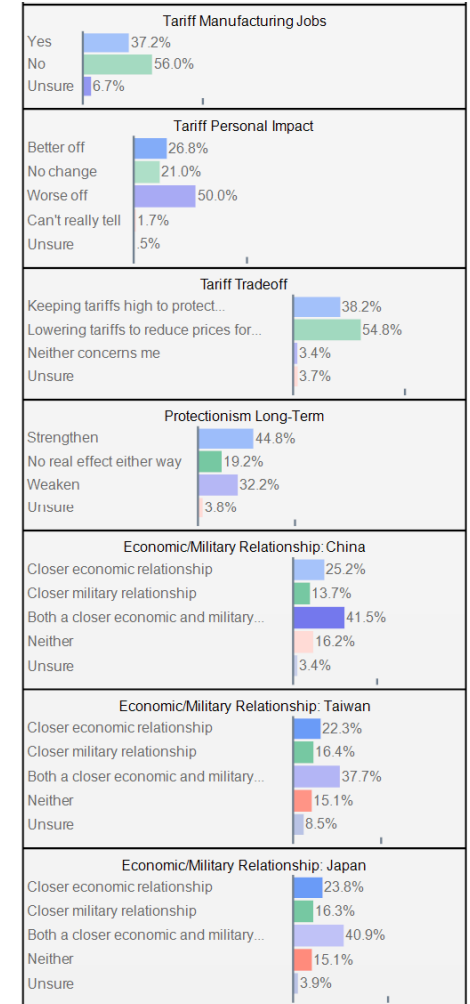
GOP Base (35%)



Old Dems (33%)



Low Propensity Voters (16%)



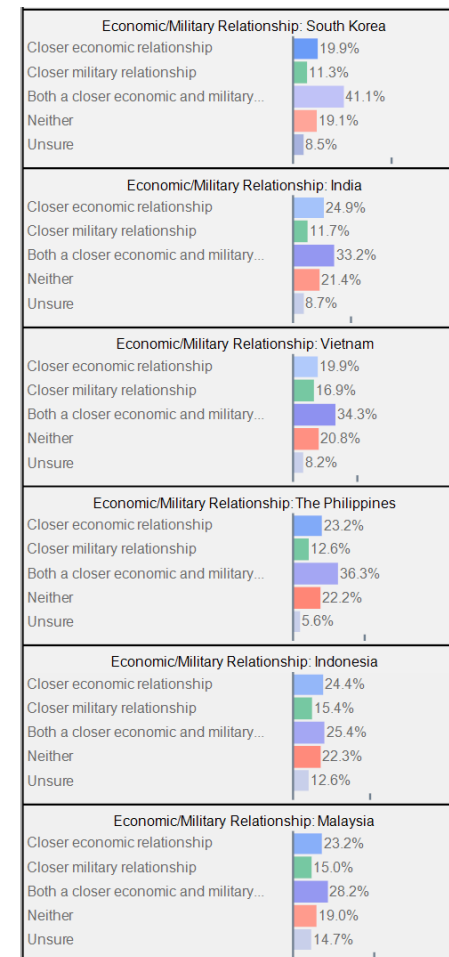
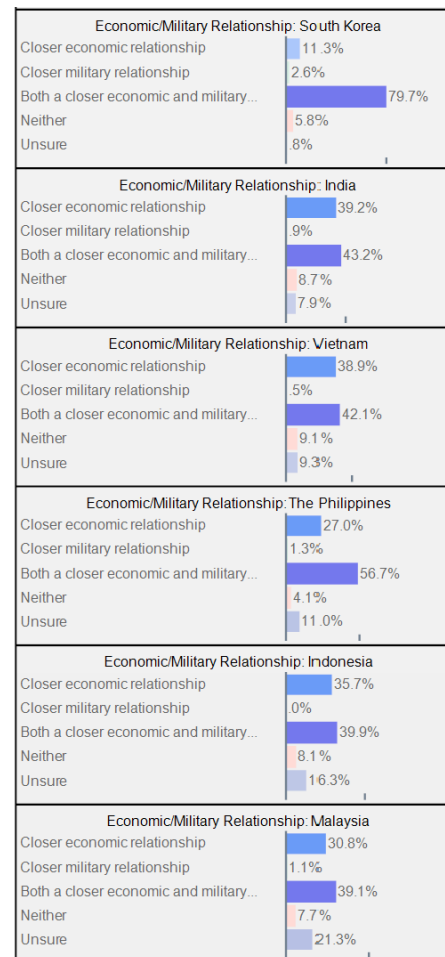
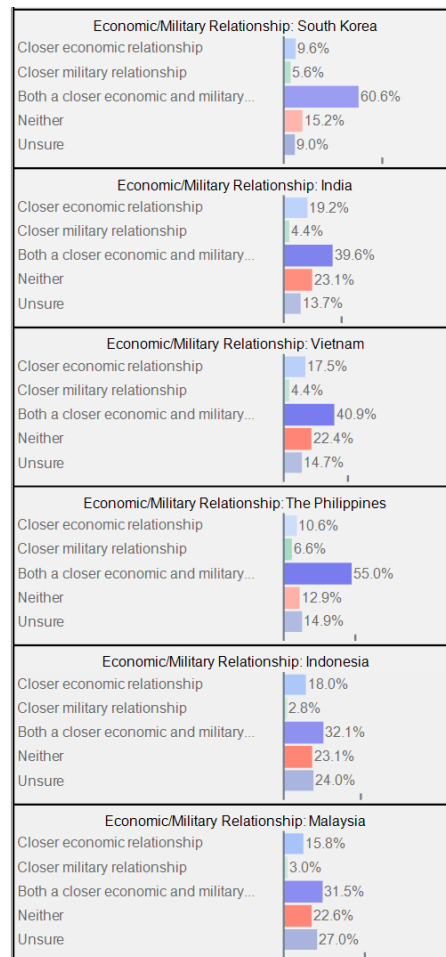
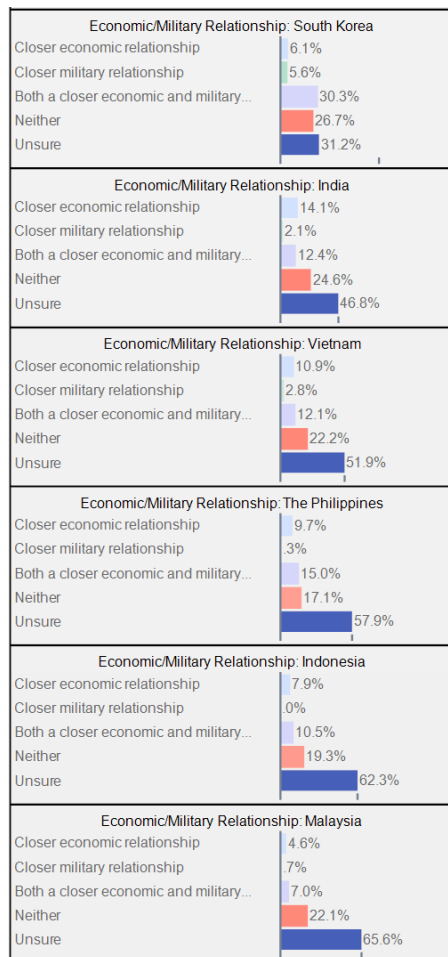
Segmentation Analysis

Young Dems (16%)

GOP Base (35%)

Old Dems (33%)

Low Propensity Voters (16%)



Segmentation Analysis

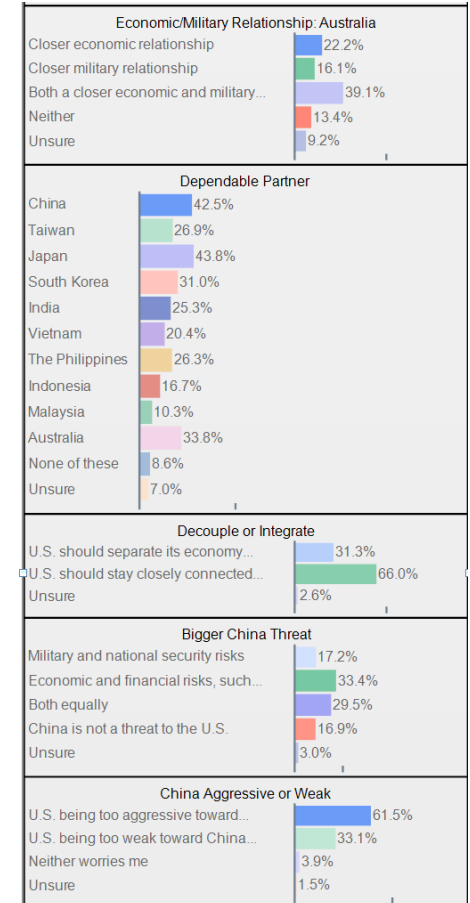
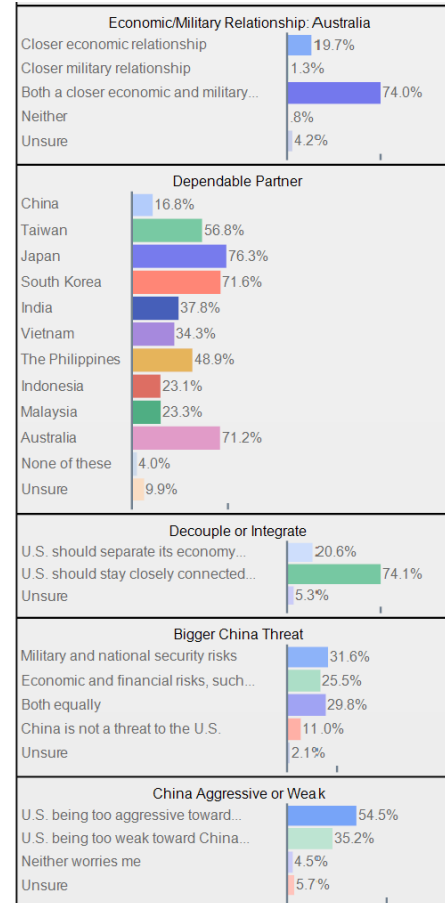
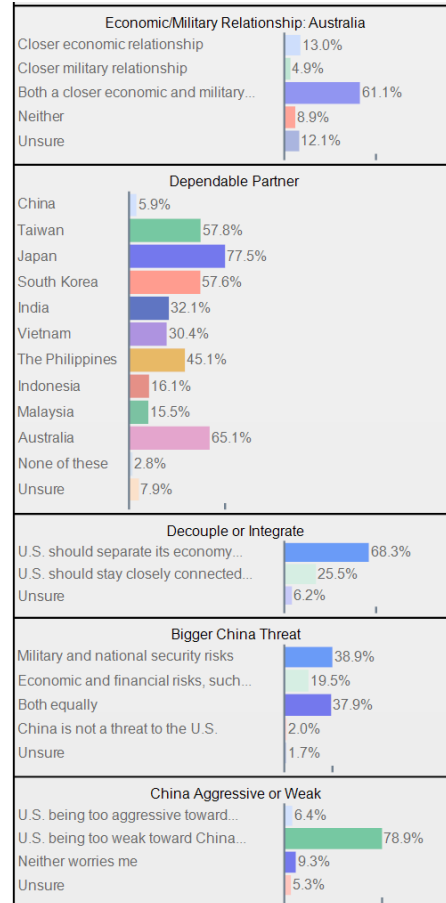
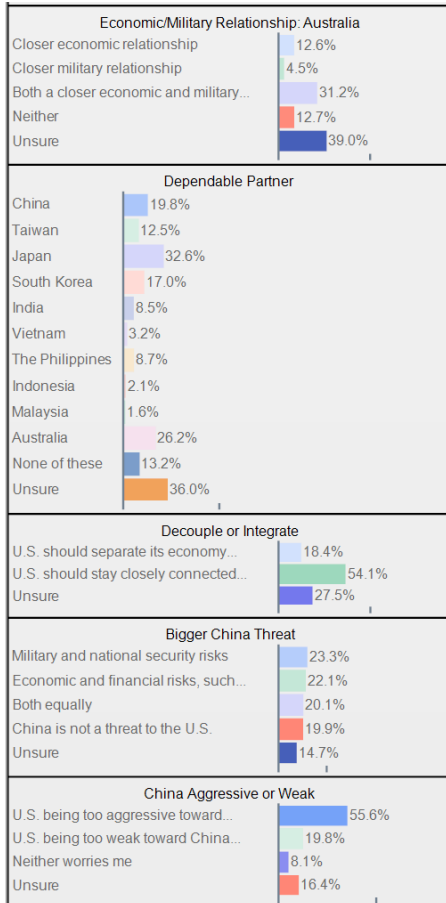


Young Dems (16%)

GOP Base (35%)

Old Dems (33%)

Low Propensity Voters (16%)



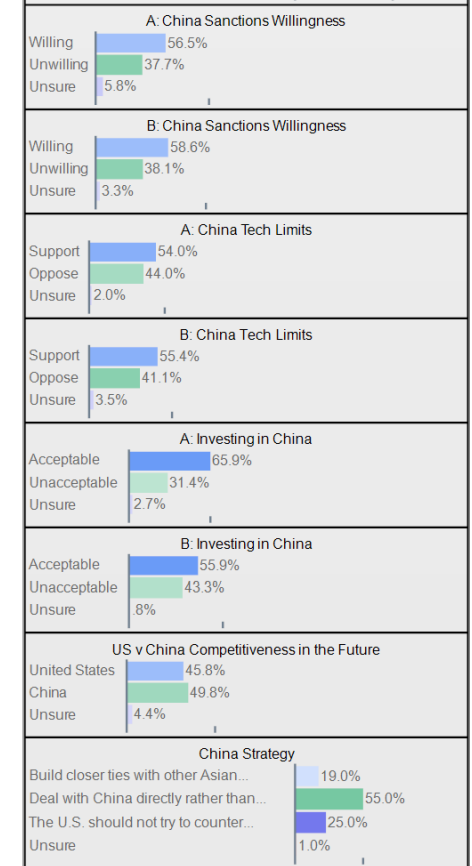
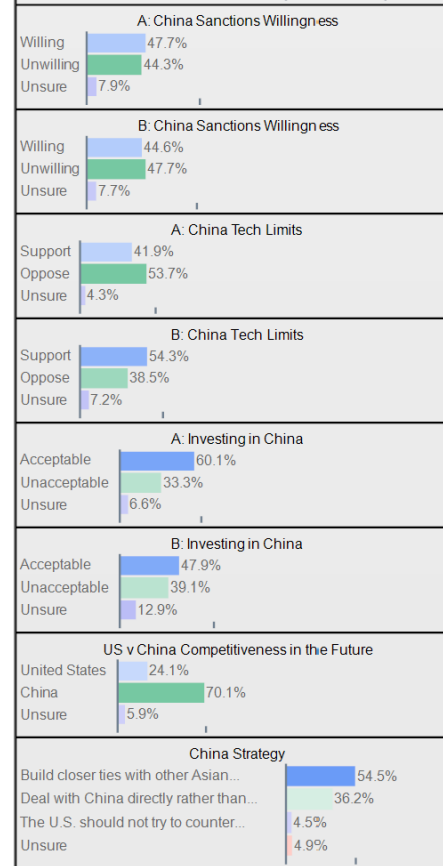
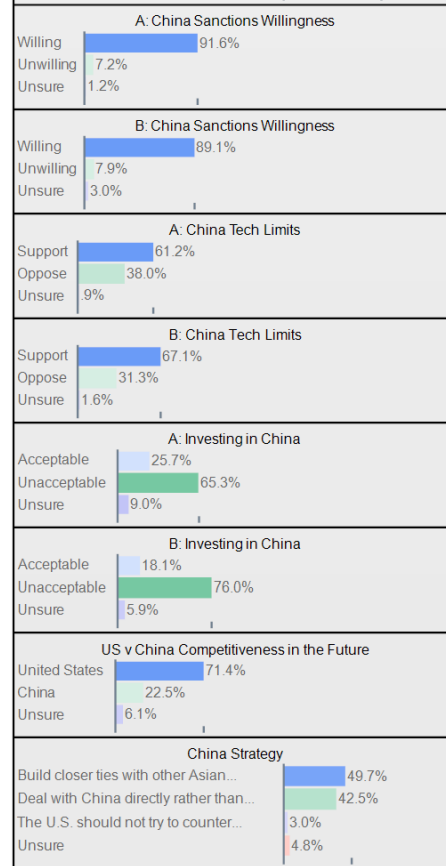
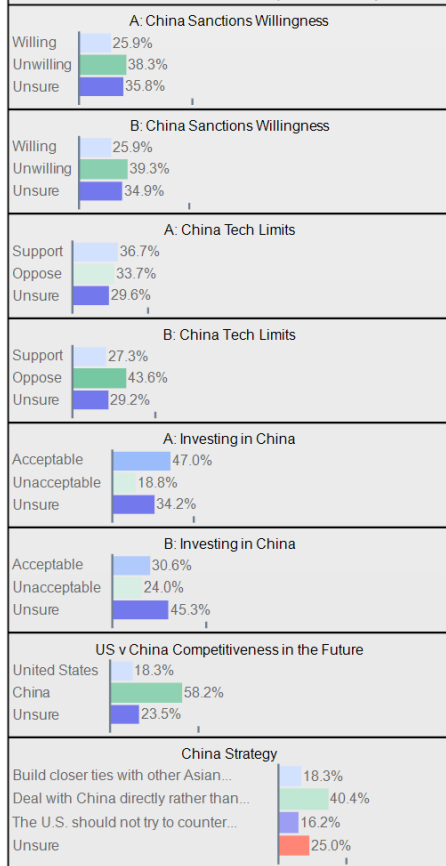
Segmentation Analysis

Young Dems (16%)

GOP Base (35%)

Old Dems (33%)

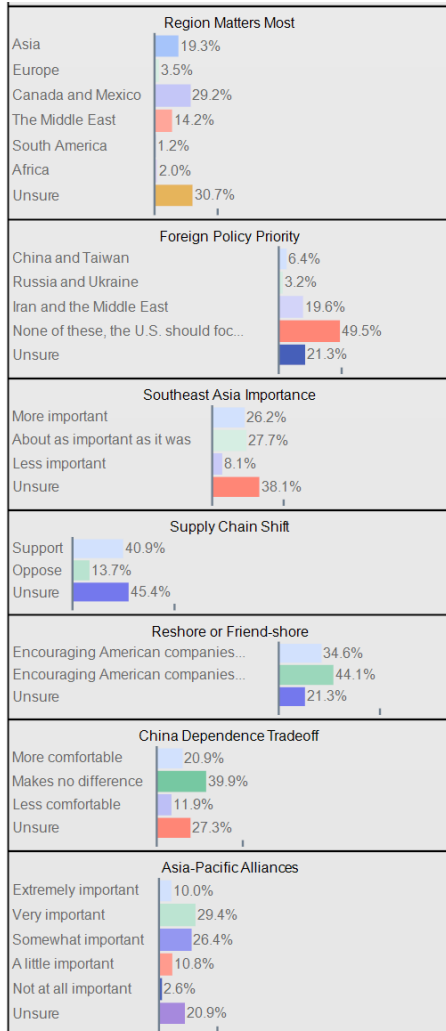
Low Propensity Voters (16%)



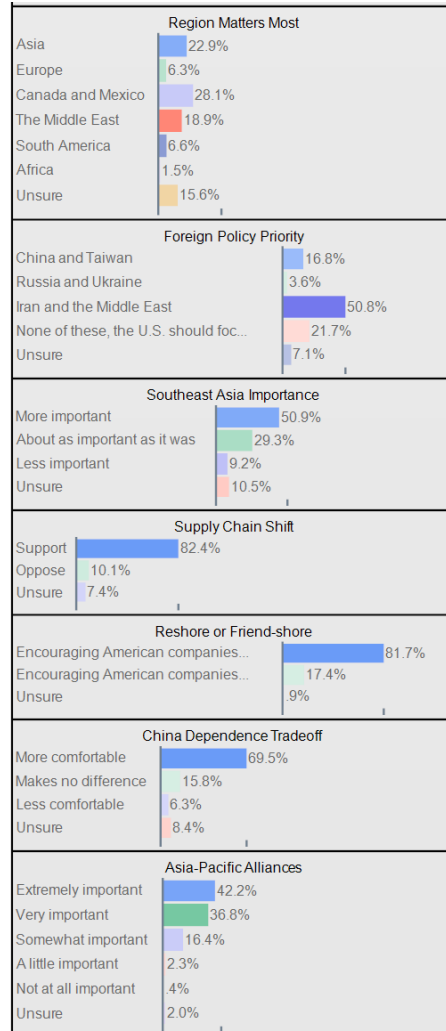
Segmentation Analysis



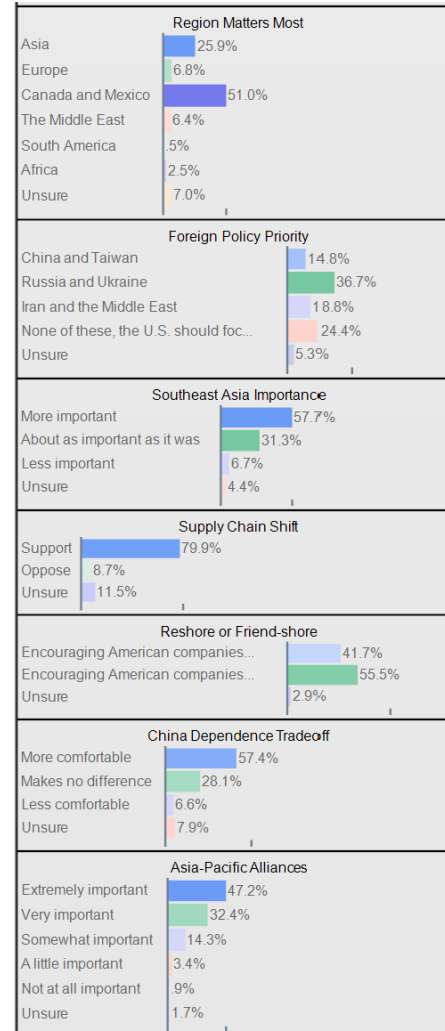
Young Dems (16%)



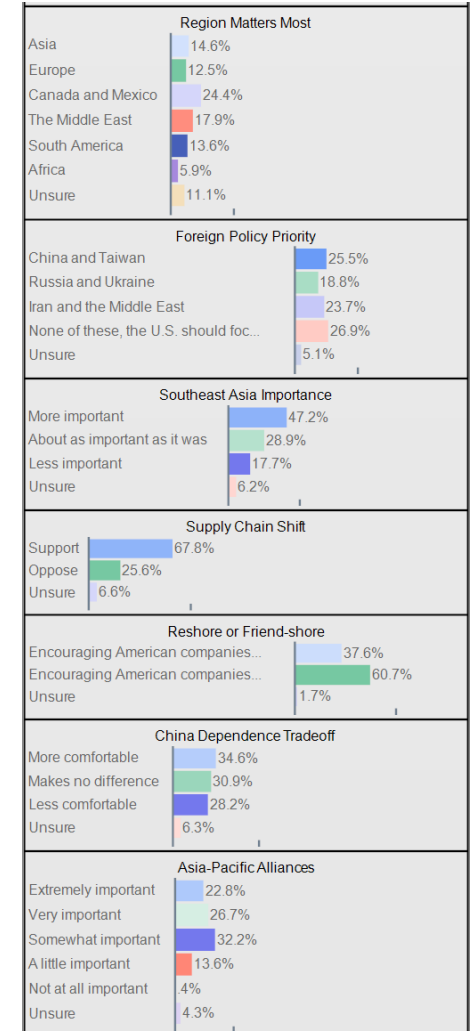
GOP Base (35%)



Old Dems (33%)



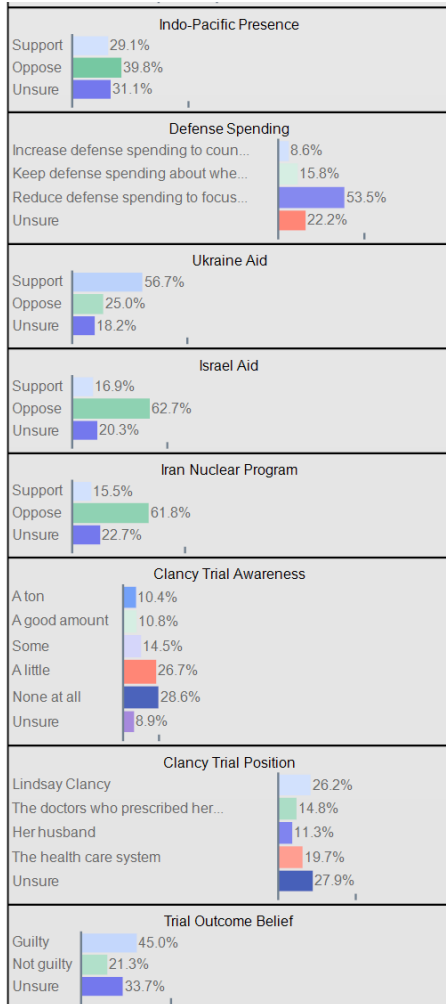
Low Propensity Voters (16%)



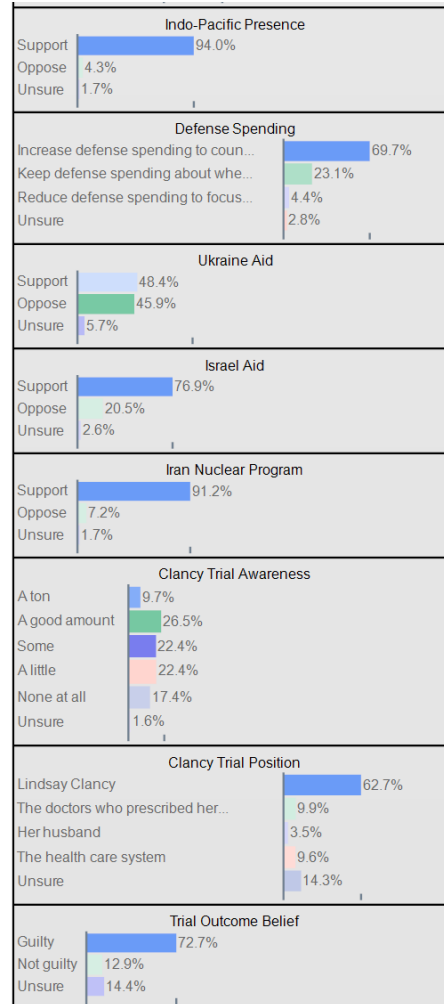
Segmentation Analysis



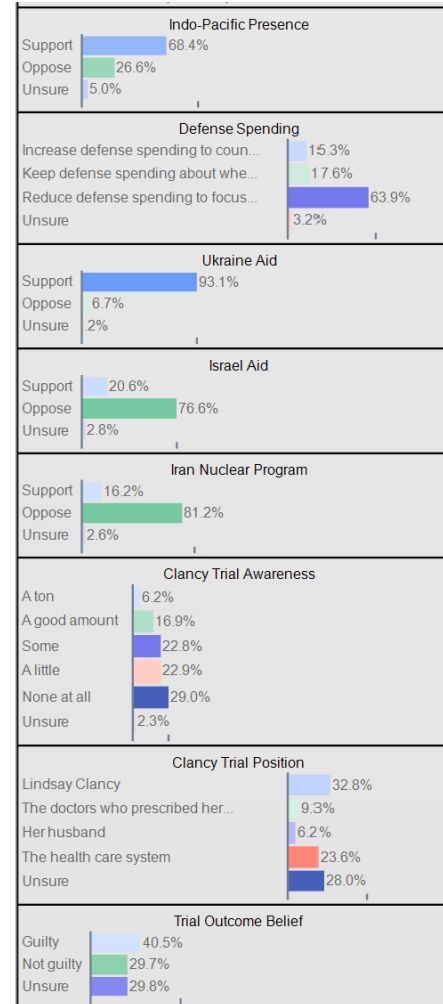
Young Dems (16%)



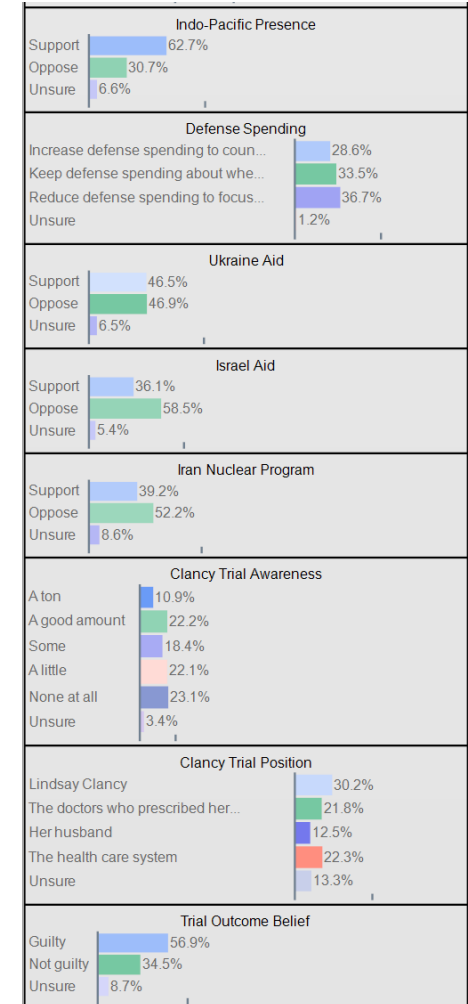
GOP Base (35%)



Old Dems (33%)



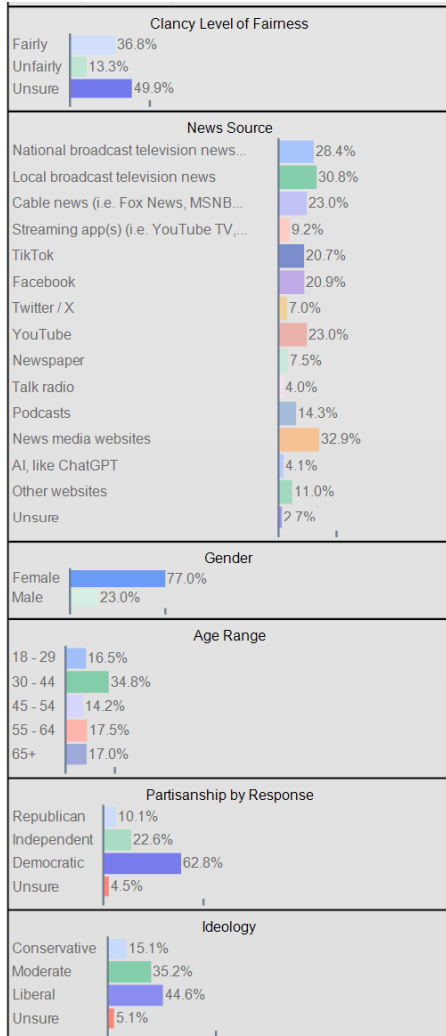
Low Propensity Voters (16%)



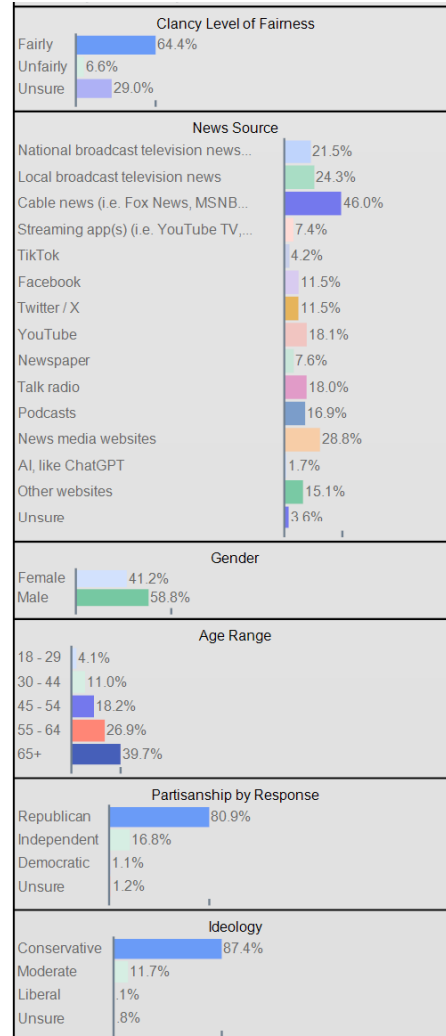
Segmentation Analysis



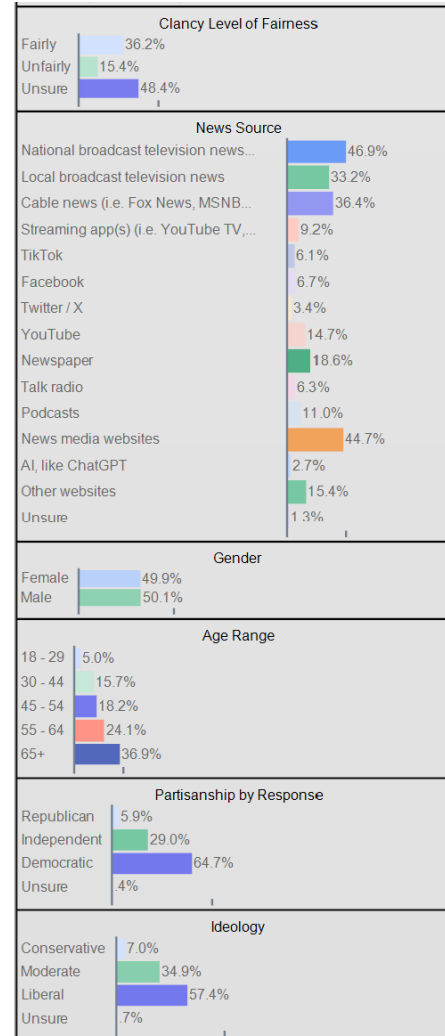
Young Dems (16%)



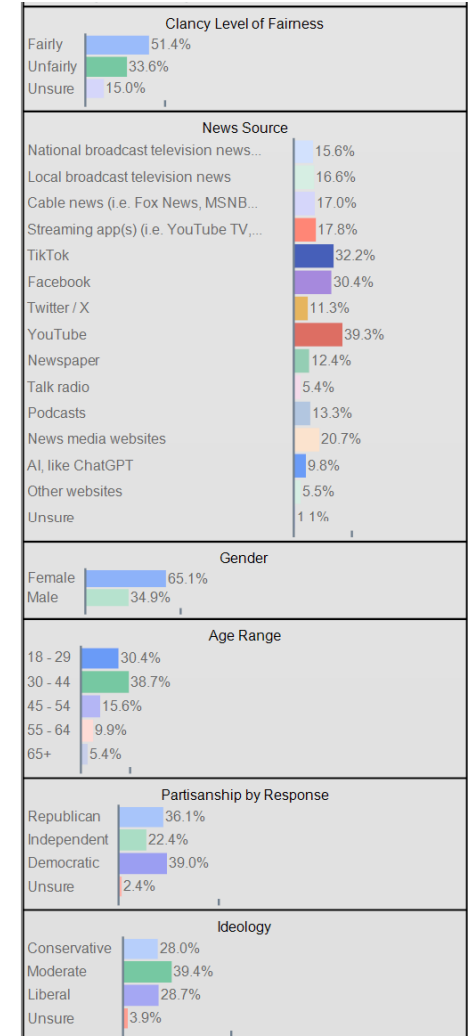
GOP Base (35%)



Old Dems (33%)



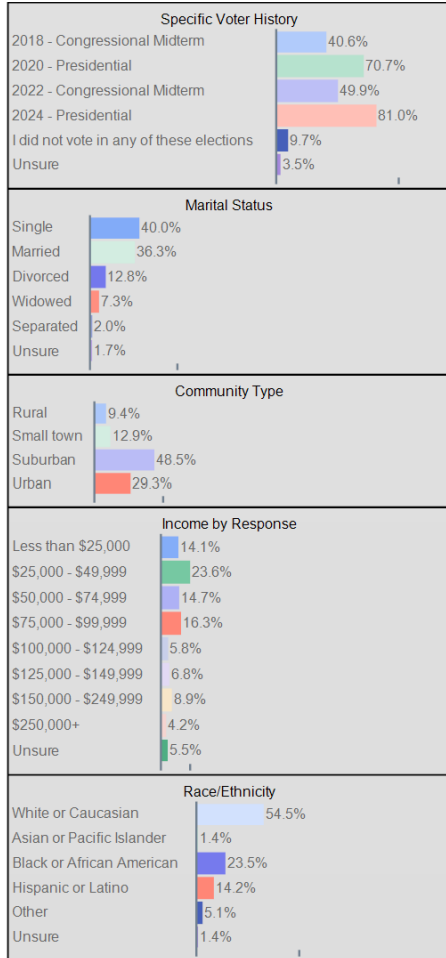
Low Propensity Voters (16%)



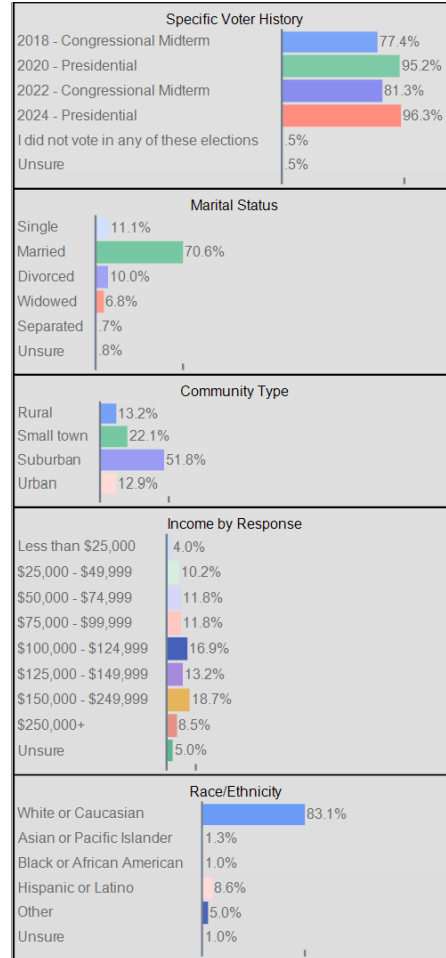
Segmentation Analysis



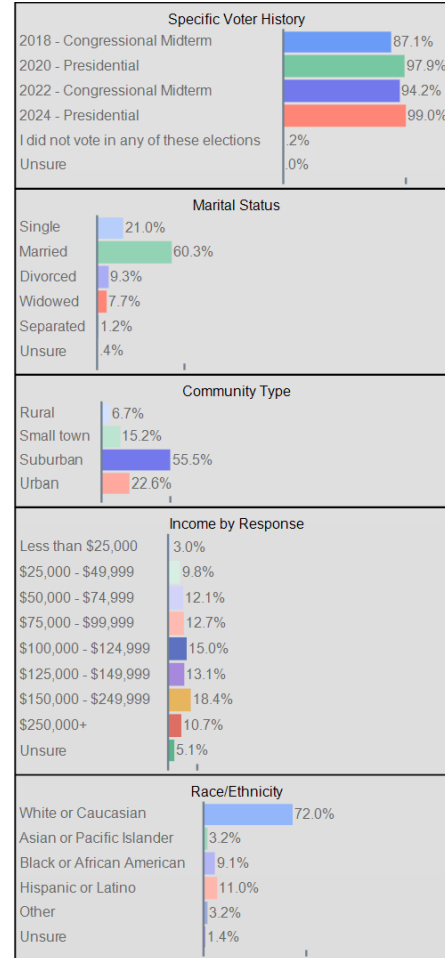
Young Dems (16%)



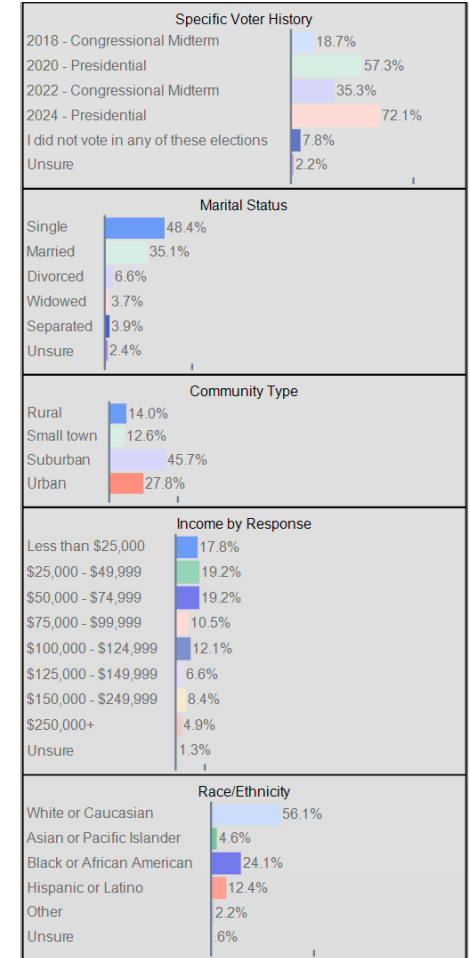
GOP Base (35%)



Old Dems (33%)



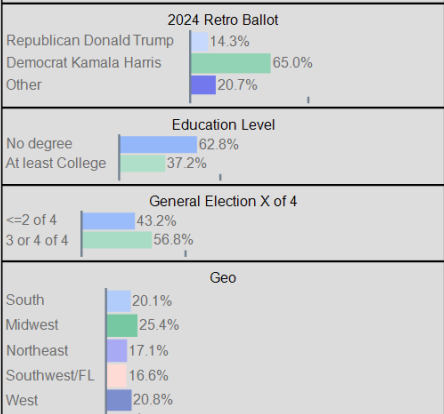
Low Propensity Voters (16%)



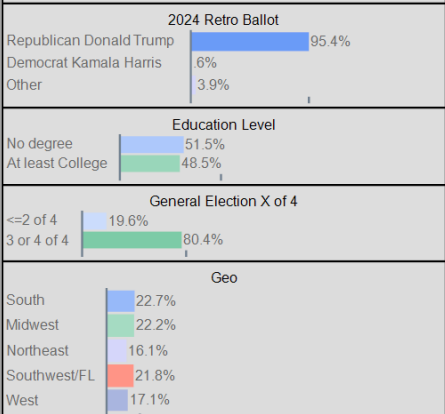
Segmentation Analysis



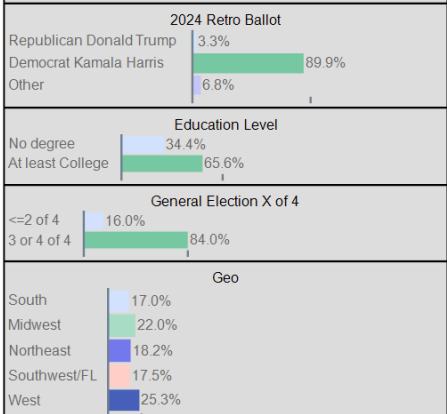
Young Dems (16%)



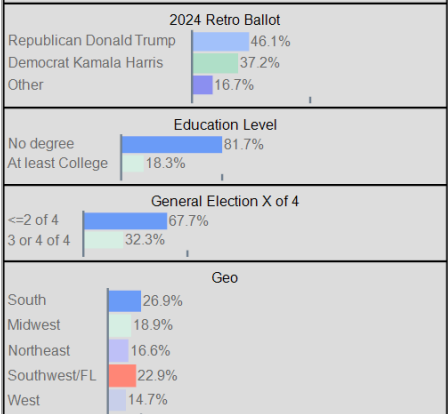
GOP Base (35%)



Old Dems (33%)



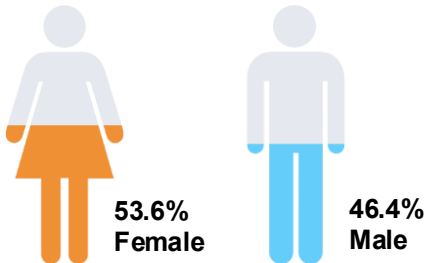
Low Propensity Voters (16%)



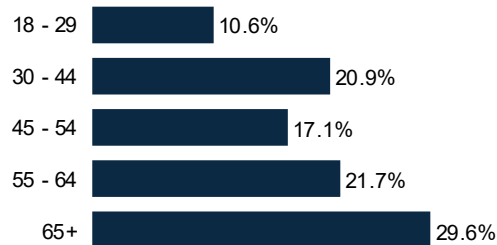
Demographics



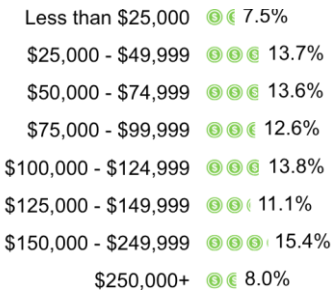
Sex



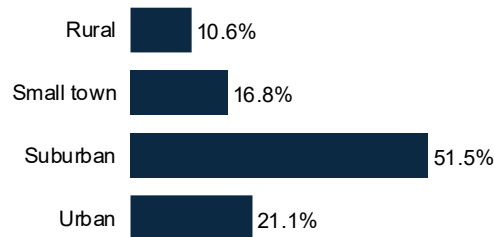
Age Range



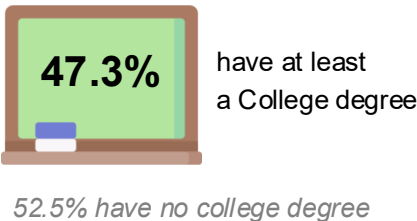
Household Income



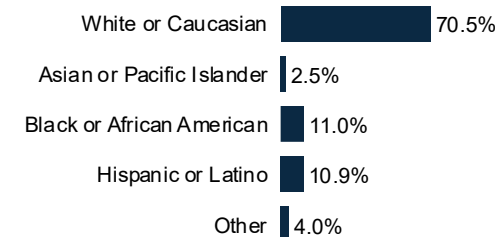
Community Type



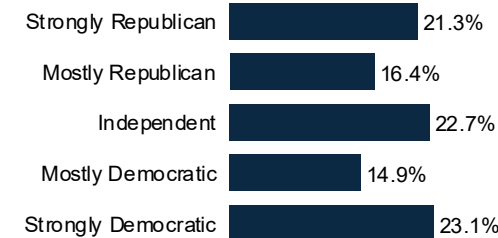
Education



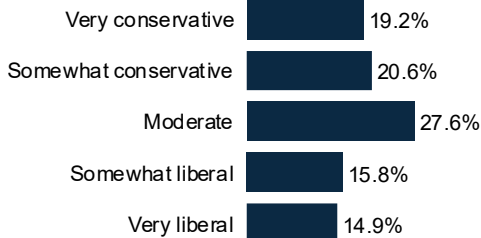
Race/Ethnicity



Partisanship



Ideology



General Election X of 4

