



Survey of Likely 2026 General Election Voters

National

September 1 – 2, 2026 | n=1500 | $\pm 2.53\%$

Shifts in the Political Environment

- Democrats lead the generic ballot 51% to 42% (D+9). Since Inauguration Day, Republicans have fallen -5 points, while Democrats climbed +5.
 - Intensity moved with it. *Definitely* Democratic reached 43%, a 32-month high, and *definitely* Republican fell to 32%, a 32-month low.
- The consequential driver is a reversal of one side of the “Diploma Divide”. **Non-college voters now back Democrats 48% to 45%**, the first Democratic lead among non-college voters since before the presidential election.
 - That group sat at Republican +17 in September 2025, so this is a 20-point swing among a group that Republicans have been relying on to win elections for more multiple cycles. Women without a degree moved from even in January to Democratic +17 in September.
 - Strong movement of non-college women away from Republicans started noticeably in February and significantly accelerated this summer. It tracks with their stark growth in dislike of Trump.
 - Non-college men are now only R+12 on the generic and have also soured on the President but much less than their female counterparts.
- Income is also playing a role. Going back to the presidential race and comparing it to now, voters earning under \$25,000 have fallen 38, from R+2 to D+36, and the \$50,000 to \$75,000 group fell 23. Under \$125,000 went from R+4 in October 2024 to D+14 now, an 18-point shift.

- Based on the data, *Republicans must focus on voters making less than \$125,000 and sell them an economic message that resonates.*
- Voters 18 to 29 fell 32 points, from D+11 to D+43. Women dropped 12, from D+9 to D+21. Hispanic voters fell 16. Black voters shed 23. The Trump coalition of 2024 is no more.
- Much of the softness comes from hesitancy on the Right. **Trump '24 voters are R+83** on the generic, while Harris '24 back Democrats more strongly at D+94 – that's 11-point better than Republicans are holding Trump '24 voters.
 - Trump-to-Democratic defectors are 2% of the electorate and Harris-to-Republican defectors 1%. The 10% who sat out 2024 break Democratic 44% to 24% (D+20).
- **Independents** account into the political environment change, too. They went from D+4 in the presidential to **D+24 now**, a 20-point swing in a bloc that is 23% of the electorate.
- Trump's image fell to 39 fav, 58 unfav (-19 net fav), his unhealthiest reading we've ever recorded and 6 net points drop since just last month. **Trump's decline is also entirely downscale.** Under \$50,000, he has gone from -5 in January 2024 to -32 now.
- Democrats lead at every voter-frequency tier, which removes the Republican structural advantage that defined midterms under Joe Biden. **Among four-of-four voters** (58% of the electorate), **Democrats lead by 8 points.**
 - **76% of Harris '24 voters are extremely motivated versus 59% of Trump '24 voters.** Traditional conservative Republicans are lowest among major blocs at 54% and right-leaning Independents at 46%.

- The **images of both congressional parties are underwater** but **Democrats improved, +10 net fav since July '26**, compared to Republicans at 39 fav, 57 unfav, essentially unchanged from July (+3). The 11-point congressional image gap is the widest Democratic edge in over two years.
- Half (49%) of voters now expect Democrats to take Congress over just 37% who predict a GOP victory. That +12 net expectation exceeds the ballot margin by 3 points in favor of Democrats.
- Inflation holds as the top priority again at 27% with no issue within double digits. Threats to democracy sits at 15% having fallen 3 points in salience since June, government spending 13%, and immigration 13%.

The Emotions Behind This Electorate

- The emotional baseline of the midterms is almost uniformly negative. **88% report at least one negative emotion, only 25% report any positive one**, and 73% report negatives with no positive at all.
 - **Disgust leads at 63%, then anger 46%**, exhaustion 40%, sadness 33%, and fear 29%. Hope is at an abysmal 17% and trust a measly 7%.
- The negativity is asymmetric, and it favors Democrats. Democratic-ballot voters report anger at 58% and disgust at 71%, +25 points and +18 points over Republicans. Academic research has proven that *anger is the number one driver of turnout*.
 - Republican-ballot voters are the only bloc feeling positive with 27% hope and 20% optimism. That is comfort, not urgency, and comfort does not produce midterm turnout.

- **Angry voters are 72% extremely motivated compared to 59% of everyone else**, and they break Democratic 64% to 30%.
- Breaking anger into components shows **outrage at current events leads at 61%** and bitterness that the country is disappearing follows at 54%.
- **The two partisan coalitions are angry in opposite ways** and cannot be reached with the same message. Harris '24 voters skew outrage 70% over bitterness 49%, while Trump '24 voters flip it, bitterness 67% to outrage 49%.
 - Outrage is present-tense and mobilizes around specific current events. Bitterness is retrospective, nostalgic and mobilizes around loss.
- **Swing voters are angry at the system, not at the other side.** Among angry swing voters, disgust at how the whole system works hits 55% (+11 over locked voters) and frustration that nothing ever changes 38% (+8 over locked voters). Contempt for the other side collapses to 8% compared to 21%.
 - Undecideds go further: 31% cite betrayal by people or a party they trusted more than 2:1 that of locked voters.
- Swing and undecided voters are also the only groups showing detachment rather than heat. Indifference runs 10% in both – 6 points higher than locked voters, and undecideds report any positive emotion at just 17% (-8 under topline).
- Fear is heavily gendered and concentrated among older women, at 36% of women against 20% of men, rising to 41% among women 55 and over.

The Trump Defectors

- **Of Trump 2024 voters, 88% are still voting Republican**, 7% are undecided and 5% have gone Democratic. The **12% who left** are 55% Independent, 44% moderate, 41% somewhat or very conservative, and 54% say they are frustrated by both parties and have not decided.
- Trump is at -12 with them and Republicans in Congress at -8, but Democrats in Congress are at -27. They dislike the Democratic alternative more than the Republican one and are voting against them anyway.
- Looking at their verbatims reveals what has them defecting:
 - **Foreign wars and foreign influence**: 15%; framed as a broken America First promise.
 - **Cost of living**: 18%; framed as the people who promised lower prices did not deliver.
 - **Both parties have failed**: 14%; framed as calls to clean out the whole government.
 - **Abuse of power and elites**: 20%; framed as authoritarianism and billionaires and corporate power, and politicians making money in office.
- The defectors who went Democratic carry economic-populist language. The defectors parked in undecided carry almost none of it; they are talking like people who feel promised-and-not-delivered and are tired.
- Keep in mind that every defector figure here is directional due to sample size. What makes it worth acting on is that the betrayal emotion, the cost theme and the foreign-war theme all

separate from loyalists in the same direction and by wide margins, and the closed-ended profile agrees with the open-ends.

Socialism and What is Driving It

- **Socialism is now an acceptable political identity for a full third of the electorate.** Favorability reached 33%, up from 30% in January, 17% of voters self-identify as socialist, and 36% qualify as socialist-curious.
- **Age and assets** are a driving factor. Socialist self-identification runs 29% among voters under 45 compared to 11% at 65 and over. Socialist-curious hits 48% under 45, 51% of renters, and 51% of priced-out aspiring buyers.
 - The bloc breaks 84% to 13% Democratic and composition is broader than the label implies: 65% Democratic, 21% Independent, 13% Republican, 59% female, and 51% hold a college degree.
- The label is almost entirely hollow. **61% of self-identified socialists score in the bottom tier of actually knowing what socialism is** compared to 14% of self-identified capitalists.
 - **Only 26% of self-identified socialists say limited private ownership is part of socialism**, and 25% say government ownership of banking. Just 11% name both, compared to 53% of capitalists.
 - What they call socialism is the anti-corporate, welfare state: government health insurance 74%, Social Security and Medicare 72%, higher taxes on billionaires 70%, a higher minimum wage 64%.

- Among the lowest knowledge tier the confusion is universal. 96% call government health insurance socialism and 92% call Social Security and Medicare socialism, while only 25% identify limited private ownership.
- This is more of a base phenomenon, than a swing phenomenon, which limits how much of the electorate it currently moves. 39% of locked voters are Socialist-Curious versus just 26% among swing voters and 14% among undecideds.
 - **Voters who know what socialism is are less drawn to it.** Swing voters score 38% correct and undecideds 42% compared to 27% of definitely-Democratic or definitely-Republican voters.
- On what drives them to socialism, 58% cite basics like health care and housing as a right, 51% corporate power over politics, 41% billionaire wealth, 35% health care costs, and 31% cost of living.
 - Generic Republican voters differ from Democratic-ballot voters on almost every option, and the largest gap in the battery is on corporate power, at 9% among Republicans compared 57% Dem (n=70, directional).
 - Healthcare and housing as basic rights is 36% among generic Republican voters versus 62% among Democratic-ballot ones, and "billionaires have too much" is 22% compared to 44%.
 - Three options run the other direction. "Capitalism has not worked out for me personally" is 18% among Republicans (+13 over Dems), "people I trust and respect support it" is 17% (+15), and "I will never be able to afford a home" is 15% (+11).

- Being priced out of a home is directly associated with socialist self-identification. **Priced-out aspiring buyers self-identify as socialist at 36% - 3x the rate of everyone else** and register socialist-curious at 51% versus 32%. Self-identification as a socialist is triple the topline.
 - Within voters 18 to 44, priced-out self-identification is 22 points over everyone else. Within 45 to 64 it is 28% to 9%. Age does not explain it.
 - Within party it holds and roughly triples in all three: Democrats 54% versus 23%, independents 28% versus 10%, Republicans 14% versus 3%.
 - Within income it holds at every level and is strongest in the middle, at 44% for priced-out households between \$75k and \$125k against 12% of their peers. This is not poverty.
- Self-identification climbs with how blocked they feel: 19% among those who expect to buy soon, 33% among those who cannot afford one now, and 39% among those who never expect to.
 - Voluntary renters break the pattern entirely at 16%, statistically indistinguishable from homeowners at 11%. **Renting does not radicalize anyone. Wanting to own and being unable to does.**
- The catch is that these voters do not name housing as the reason they're drawn to socialism, so it operates as a background condition rather than a stated grievance.
 - Among priced-out socialist-curious voters only 9% cite never being able to afford a home. They cite basics as a right 64%, corporate power 47%, billionaire wealth 36%, and cost of living 34%.

- The dominant transmission channel is elected officials, not social media, which reframes where the label is spreading from.
 - 50% of socialist-curious voters encountered positive socialism from a candidate or officeholder, ahead of online creators at 39% and friends or family at 38%.
 - The channel splits by age. Creators reach 55% of curious voters under 45 compared to 20% at 65 and over, and school settings 40% compared to 21%.
- Economic systems outperform the political parties on image, so this is not a repudiation of markets. **The free market is +42 net fav and capitalism +27, while socialism still sits underwater at -19.**
- Socialist-curious voters are also the angriest and most fearful segment at 54% anger and 36% fear, +12 and +11 over everyone else.

Energy, Data Centers, and the New Politics of Power – Round 2

- Electric bills strain 57% of households with 26% calling it a major strain. The topline is flat from May, but the intensity shifted, with both tails growing.
- **Major strain rose to 26% from 22% while "not a strain" rose to 19% from 14%. Generic ballot undecideds report the highest major strain in the survey at 31%.**
- Voters blame utility companies, not AI, and the villain slot is unclaimed by either party. **Utility profit-seeking as a reason for increase prices leads at 46%, up sharply from May (+8).**

- Aging grids, AI and data centers, and state government all tie at 29%. Blame is partisan in opposite directions: Republicans blame state government at 43%, Democrats blame AI at 35%.
- **Data centers are net negative by 2:1 (44-22)** with 26% calling the impact mixed. Awareness is high at 61%, but 38% still do not know where the nearest one is.
 - This is a gender story more than a party one. **31% of men see a positive national impact compared to 14% of women**, and 51% of women call it negative.
- Trump's Ratepayer Protection Pledge is still not landing nor believed. Awareness rose only to 20% from 15% in May, and 68% are not confident companies will honor it, identical to May.
 - **Even Trump '24 voters split 41% confident to 52% not.** Among undecideds, 55% have heard nothing about the pledge at all and 74% are not confident.
- **Mandating that AI data centers pay their own grid costs is the broadest position in the survey at 85% support**, 65% strongly, with only 9% opposed.
 - It is strong across every major partisan group: 87% of Republicans, 83% of Democrats, 81% of swing voters, 82% of undecideds, and 89% of four-of-four voters.
- Confidence in state utility regulators is collapsing alongside it at 26% confident to 66% not (-4 net since May), and it is worse among the election deciders at 69% of swing voters and 74% of undecideds.
- Support for nuclear energy rose to 61% from 56% in May, but it is a gender question rather than a partisan one. Men support new nuclear at 79% and women at 45%, a 34-point gap.

- Solar leads the energy source expansion priorities at 56%, then grid modernization 46%, wind 43%, and nuclear 41%. Grid modernization is still the only genuinely bipartisan pick at 46% Democratic and 47% Republican.
 - 94% named at least one source, but the median picked only 3 of 8, and just 6% of voters picked 6 or more options, so the all-of-the-above coalition campaigns assume exists, doesn't really.

Crime and ALPRs

- **Support for police use of automatic license plate readers collapsed, from +18 net support in July to -3 now, a 21-point shift in two months.**
- In July it was a broadly bipartisan winner, with Democrats at 56% support and Republicans at 61%. Democrats now sit at 38% and Republicans at 56%.
 - Democratic net support fell 37 points, from +19 to -18, compared to a 12-point decline among Republicans. Independents dropped 15 points to -13.
 - **Seniors were the strongest supporters and gave up the most ground among age groups, falling from +49 net to +16, a 33-point drop.** Voters under 45 started underwater at -7 and are now further so at -20. Every age group moved against it.
 - Women moved twice as much as men at -27 net, while men only fell -14 net. The gender gap on this item closed to nothing.
- Voters did not change their minds about what automated license plate readers are appropriately used for. They changed their minds about whether police should have them.

- Every perceived benefit held nearly flat. Amber Alerts went 69% to 67%, stolen vehicles 61% to 58%, solving crimes 61% to 57%, and immigration enforcement 29% to 28%.
- "None of the above" rose only from 13% to 15%, and the mean number of endorsed uses fell just from 2.7 to 2.5. The use-case consensus still exists.
- Outstanding warrants was the only use to erode meaningfully, from 48% to 43%, and it fell most among Democrats (41% to 33%) and voters under 45 (40% to 32%).
- Immigration enforcement remains the wedge, and it did not move at all. It splits 54% of Republican-ballot voters against 8% of Democrats, and 52% of conservatives against 6% of liberals.
- **The pattern points to a trust shock rather than a policy shift.** Support for the tool dropped 21 net points while approval of its applications dropped 1 to 5 points, which is what happens when confidence falls, not the use case.

The Voter Reachability Index

- **The Cygnal Reachability Index is a new 0 to 100 composite we built this month to answer a question the voter file can't:** whether paid communication can physically reach them and to what degree. Scores sort into four tiers: 14% Saturated, 64% Reachable, 22% Hard to Reach.
- It runs on three dimensions. Opportunity (40% weight) comes from total daily media hours plus the daytime and evening setting items, and measures how much exposure time a voter has. Breadth (30%) counts how many of seven weekly media channels a voter uses at least

a few times a week. Permeability (30%) checks voters' ad-avoidance practices plus the posture in which they seek out political content, and measures resistance once they've been reached.

- The **electorate averages 61 overall, with Opportunity at 62, Breadth at 62, and Permeability lowest at 57**. Resistance, not exposure time or channel variety, is the binding constraint.
 - Voters have the time and the channels. The average voter is active on 4 of the top 7 weekly media channels, and 72% are mostly at home in the evening. What they lack is willingness to receive.
- The **Hard to Reach fifth is defined by refusal behavior on the ad-avoidance checklist rather than by low media use**.
 - Among that tier, 64% throw out political mail unopened (+20 over topline), 55% delete political texts unread (+17), 91% do not answer unknown numbers (+10), and 40% run an ad blocker (+8).
 - On the political content posture item, 23% of them actively avoid political content and only 16% seek it out. Electorate-wide those figures are 9% and 30%.
- Saturated voters are the mirror image. 48% seek political content out on purpose and none actively avoid it.
 - They are less willing to discard the cheapest channels: 20% throw out political mail and 18% delete political texts, roughly a third of the Hard-to-Reach rates.

Insights & Analysis

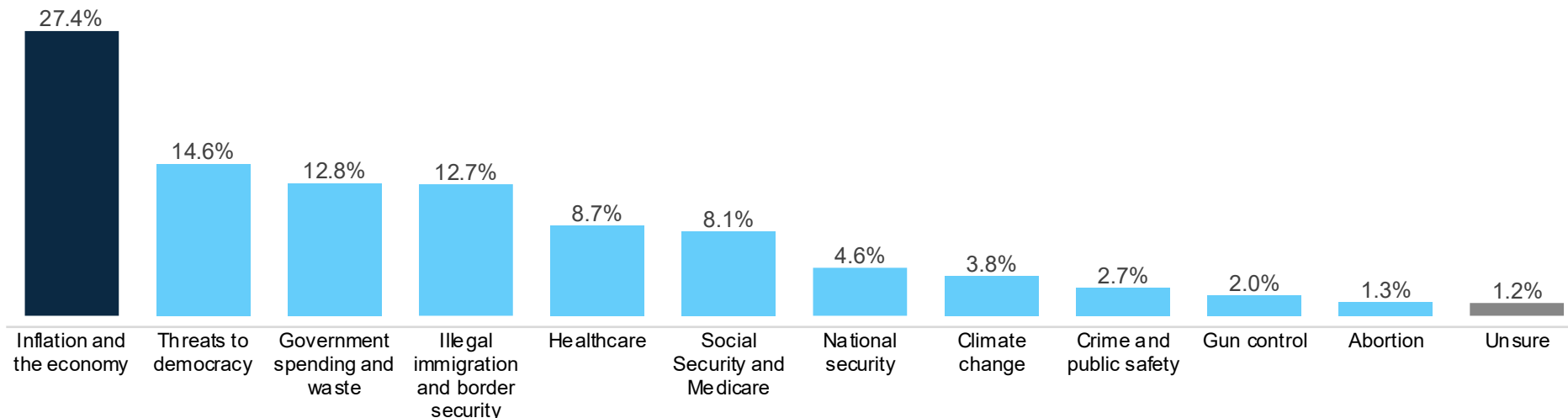


- The **average index by party is 63 Democratic, 60 Republican, 59 independent**. Gender is 61 and 61, education 60 and 61, and income 61, 61, and 62 across the three brackets.
 - Only age separates, and modestly, at 63 for voters under 45 against 58 at 65 and over. That gap comes from Breadth (68 versus 55), not Permeability, so older voters use fewer channels rather than resisting more.
 - **Soft Republicans consume less media, not different media.**
- **Swing and undecided voters are the least reachable**, which is the worst possible pairing for a persuasion budget. Undecideds post the lowest Permeability of any group at 50, are 25% Hard to Reach, and 19% of them actively avoid political content on the posture item, more than double the topline.
- Three additional flags identify cases the composite score hides, and one is a direct budget warning. **7% of voters are flagged *Expensive to reach***. That rises to 13% among undecideds.
- **6% are *Single Channel***. They skew old at 9% of voters 65 and over and rural at 8%, and they are winnable if you find the one channel. Only 1% are Truly Unreachable.
 - On the seven-channel weekly matrix, video and live television are the only mass channels that still reach **the Hard-to-Reach tier**. They're **58% are active on streaming television, 57% on short online video, and 55% on live television**. Nothing else clears half.

Latent Class Analysis Voter Segments

- ***The Furious Democratic Wall*** (38%) votes Democratic 100%, rates Trump 1% favorable, and is 90% extremely motivated. It is the largest and most mobilized bloc in the electorate.
 - They skew towards college-educated women, 67% four-of-four general election voters, 67% homeowners, suburban and urban. Anger 65%, disgust 77%, and 67% socialist-curious.
- ***The Trump-Anchored Republican Wall*** (28%) votes Republican 99%, rates Trump 96% favorable, says right direction 88%, and is 77% extremely motivated. It is the only segment with positive emotional affect.
 - 66% age 55 and over, 83% homeowners, 71% married, 89% white, 69% four-of-four voters. Immigration is its top priority at 33%.
- ***Reluctant Republicans*** (17%) vote Republican 82% but only 25% are extremely motivated and 37% say they are frustrated by both parties. Trump favorability is 65% here against 96% in the GOP Wall.
 - 46% traditional conservatives, 18% right-leaning independents, 93% Trump '24 voters, but only 41% four-of-four and 42% paying little or no news attention.
- ***Detached Cost-of-Living Voters*** (18%) break Democratic 68% with 29% still undecided, but only 29% are extremely motivated. This is the largest genuinely available bloc in the survey.
 - 65% female, 44% women without a degree, 56% under \$75k, 34% renters, 39% single, 30% Black, 39% four-of-four voters. Inflation is their top priority at 38%.

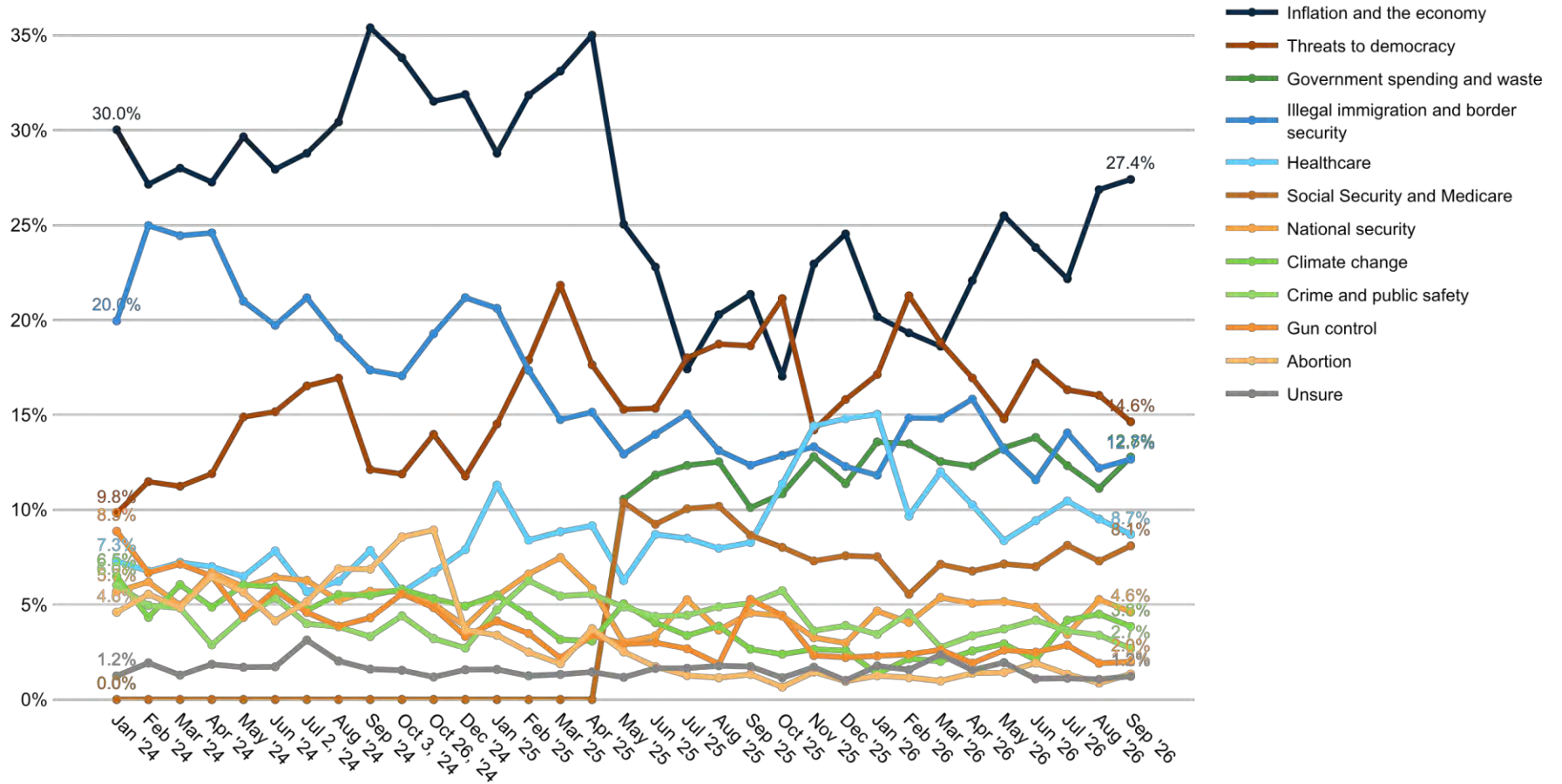
Top Priority



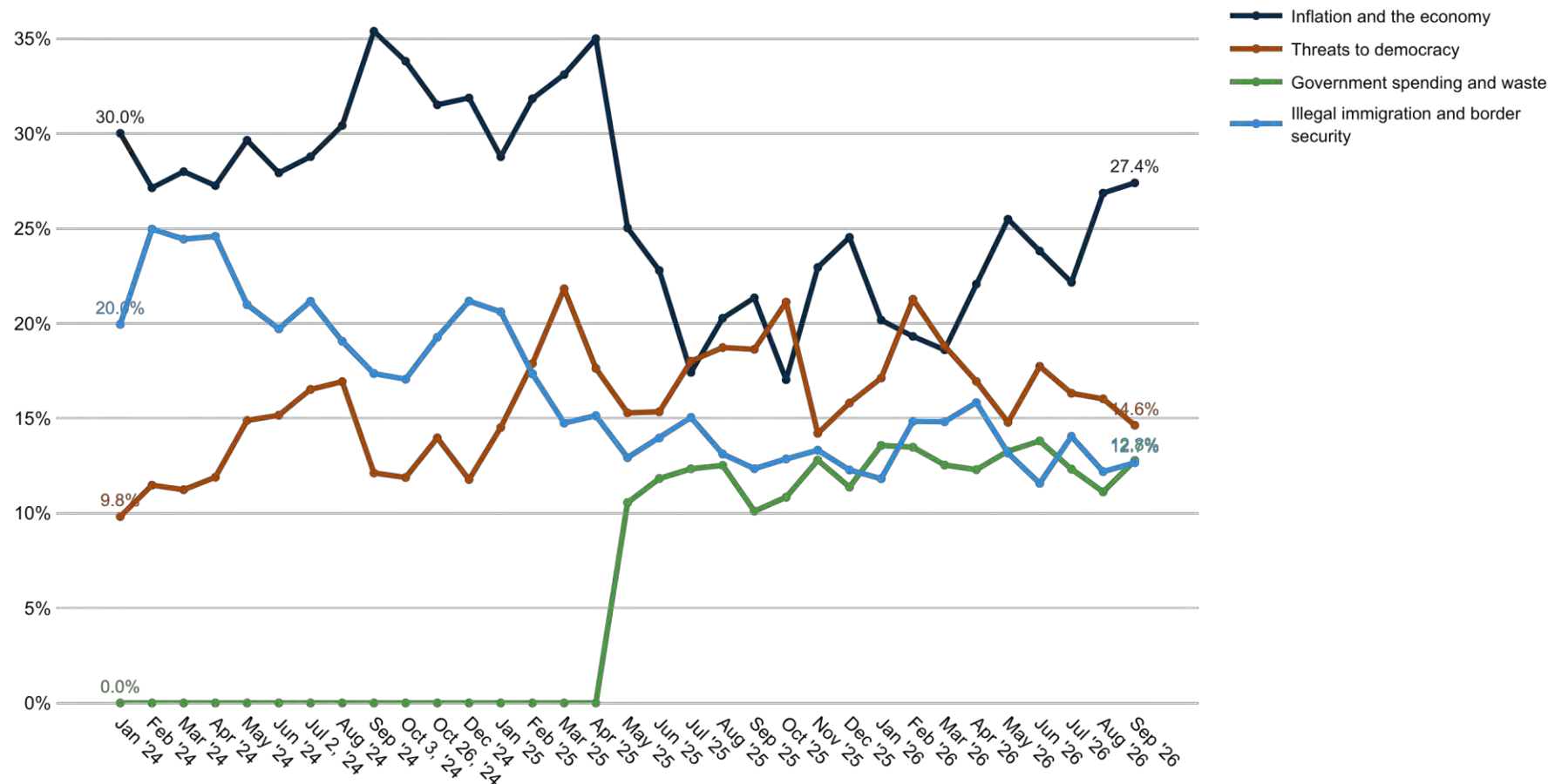
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	27%	34%	24%	30%	22%	26%	26%	28%	30%	27%	21%	28%	30%	19%	21%	21%	33%	31%	37%	31%	27%	29%	27%	25%	34%	41%	27%	30%	27%	28%	27%	28%	32%	29%	21%	33%	27%	36%	28%	26%
Threats to democracy	15%	9%	22%	11%	17%	17%	11%	12%	20%	14%	16%	15%	13%	9%	7%	5%	13%	31%	18%	23%	14%	13%	16%	15%	14%	6%	22%	13%	16%	14%	16%	13%	10%	7%	8%	23%	8%	7%	16%	18%
Government spending and waste	13%	9%	12%	12%	18%	14%	16%	11%	10%	19%	14%	12%	11%	19%	19%	26%	13%	7%	7%	5%	10%	15%	15%	14%	7%	10%	7%	7%	14%	13%	13%	12%	11%	15%	19%	6%	14%	9%	16%	12%
Illegal immigration and border security	13%	8%	11%	16%	16%	16%	16%	10%	9%	11%	17%	14%	8%	32%	22%	28%	5%	3%	1%	1%	10%	16%	14%	16%	3%	5%	2%	11%	12%	16%	14%	10%	10%	11%	27%	1%	6%	14%	8%	16%
Healthcare	9%	13%	6%	12%	4%	9%	7%	9%	10%	5%	8%	9%	10%	3%	4%	1%	12%	11%	10%	14%	8%	9%	9%	8%	10%	14%	15%	9%	9%	7%	8%	11%	10%	9%	4%	12%	17%	9%	6%	7%
Social Security and Medicare	8%	6%	13%	2%	11%	5%	8%	13%	6%	10%	10%	7%	8%	6%	6%	5%	11%	5%	12%	10%	11%	6%	6%	7%	12%	9%	9%	9%	8%	9%	8%	9%	6%	9%	6%	10%	6%	5%	10%	9%
National security	5%	3%	5%	4%	6%	4%	6%	4%	4%	6%	6%	4%	4%	5%	10%	7%	5%	0%	1%	1%	5%	4%	4%	5%	4%	1%	2%	6%	5%	4%	5%	3%	4%	6%	8%	1%	4%	7%	5%	4%
Climate change	4%	7%	2%	4%	3%	4%	3%	4%	5%	2%	5%	4%	5%	1%	1%	3%	0%	7%	6%	8%	6%	2%	3%	4%	2%	3%	7%	5%	4%	4%	4%	3%	6%	4%	1%	6%	5%	4%	4%	3%
Crime and public safety	3%	3%	3%	3%	2%	2%	3%	4%	2%	3%	1%	3%	4%	4%	6%	1%	3%	0%	3%	0%	3%	2%	3%	2%	5%	4%	3%	3%	3%	2%	2%	3%	3%	3%	4%	1%	5%	2%	3%	2%
Gun control	2%	4%	1%	2%	0%	1%	1%	2%	3%	1%	1%	2%	4%	0%	0%	1%	1%	1%	2%	6%	3%	1%	2%	1%	5%	4%	4%	2%	2%	2%	2%	3%	3%	1%	0%	3%	5%	4%	2%	1%
Abortion	1%	3%	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%	2%	1%	2%	0%	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	4%	1%	1%	1%	3%	3%	3%	2%	1%	2%	2%	0%	1%
Unsure	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	2%	2%	1%	0%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	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%)

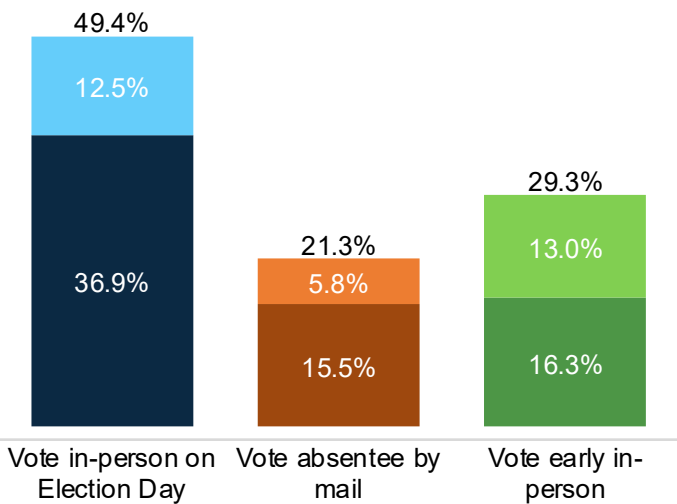


Percent Change: Top Priority (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	1%	2%	1%	1%	-1%	-2%	1%	-1%	3%	2%	-3%	3%	-3%	1%	-6%	-8%	1%	3%	6%	4%	-2%	1%	2%	-1%	0%	13%	-2%	-2%	3%	0%	4%	-1%	1%
Threats to democracy	-1%	-3%	-1%	-3%	2%	0%	0%	-2%	-2%	2%	-1%	-3%	-1%	-2%	-1%	-3%	5%	2%	-5%	0%	0%	-3%	-2%	6%	-12%	-5%	-1%	-1%	-1%	-5%	-1%	-1%	
Government spending and waste	2%	3%	2%	0%	2%	0%	1%	3%	2%	4%	2%	0%	4%	7%	-1%	7%	2%	-1%	0%	0%	2%	5%	1%	3%	-1%	-1%	3%	2%	1%	4%	-1%	6%	0%
Illegal immigration and border security	0%	2%	1%	2%	-3%	2%	-3%	1%	2%	-3%	2%	1%	-1%	3%	2%	1%	0%	3%	-1%	-1%	0%	4%	-3%	2%	-2%	-7%	1%	2%	-1%	-6%	0%	-5%	4%
Healthcare	-1%	-1%	-2%	2%	-2%	1%	0%	-1%	-2%	-1%	1%	0%	-4%	1%	1%	-6%	2%	-10%	-7%	0%	0%	-3%	1%	-1%	-4%	9%	0%	1%	-3%	8%	-1%	-1%	-4%
Social Security and Medicare	1%	1%	2%	0%	0%	-2%	2%	3%	0%	0%	1%	1%	2%	-1%	0%	3%	2%	2%	2%	1%	0%	0%	3%	0%	3%	2%	0%	0%	2%	-1%	1%	3%	0%
National security	-1%	0%	-2%	-1%	0%	-1%	0%	-1%	0%	0%	-2%	-1%	1%	-7%	2%	4%	1%	-1%	-3%	0%	0%	-2%	0%	-1%	2%	-2%	2%	-2%	0%	-1%	5%	-1%	-1%
Climate change	-1%	-2%	-2%	0%	1%	1%	1%	-1%	-2%	-2%	3%	-1%	-1%	0%	0%	3%	-6%	-4%	2%	0%	0%	-2%	-1%	0%	-1%	-7%	-1%	-1%	-1%	-3%	-3%	0%	0%
Crime and public safety	-1%	-2%	0%	-1%	0%	1%	-3%	0%	-1%	-1%	-3%	0%	-1%	-1%	3%	-3%	2%	-1%	-3%	-2%	-1%	-2%	1%	0%	-5%	1%	0%	0%	-1%	-1%	-3%	0%	0%
Gun control	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	-1%	2%	-1%	-1%	0%	1%	-1%	3%	2%	-2%	-1%	0%	0%	0%	3%	-1%	0%	1%	1%	1%	0%	0%
Abortion	0%	1%	1%	0%	0%	0%	0%	2%	-1%	-1%	1%	0%	2%	1%	1%	0%	-1%	1%	1%	0%	1%	0%	0%	0%	1%	2%	2%	0%	0%	1%	1%	-2%	0%
Unsure	0%	-1%	0%	0%	1%	1%	1%	-1%	0%	0%	0%	0%	1%	-1%	1%	1%	0%	1%	1%	-1%	-1%	1%	1%	0%	1%	-1%	-1%	0%	0%	-1%	-1%	1%	1%

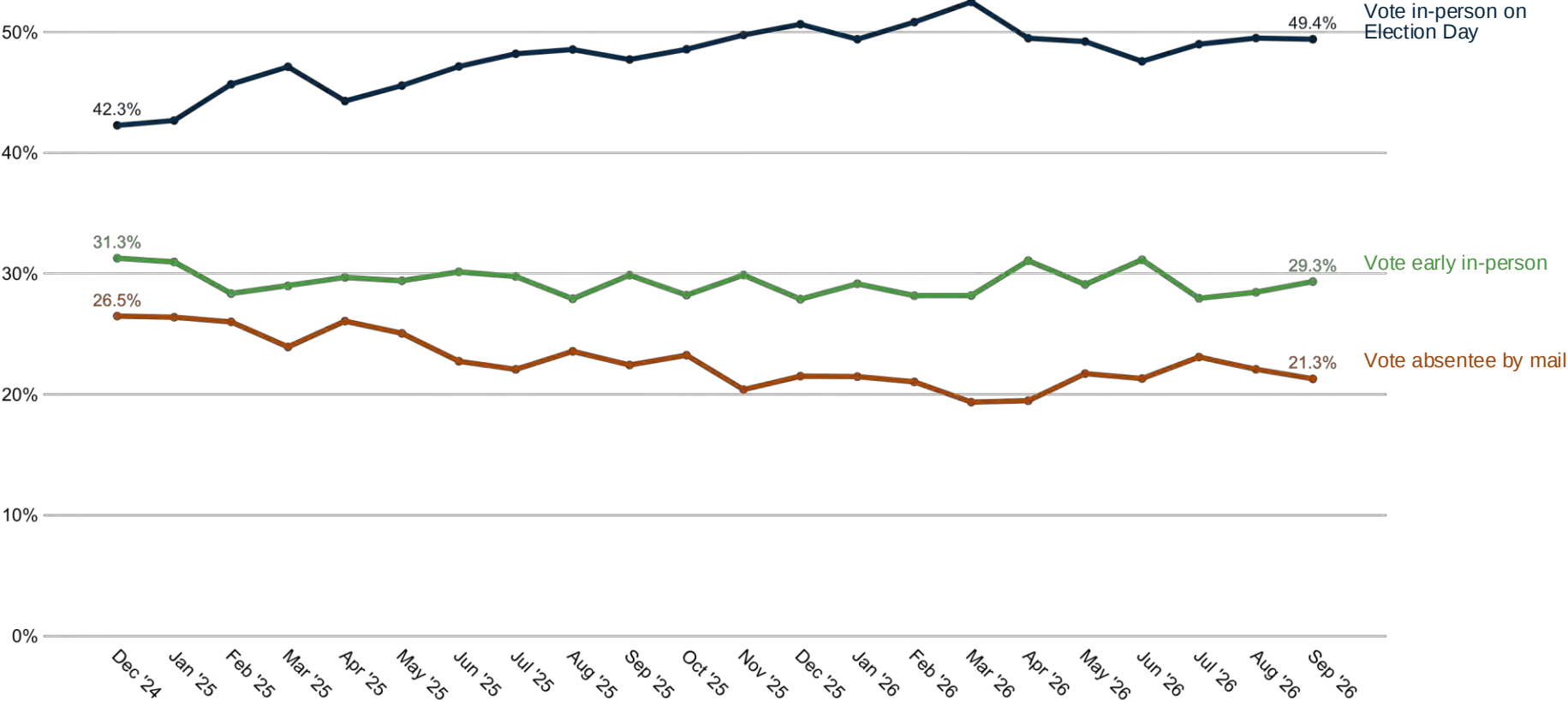
Vote Method



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean GOP	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Voter	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	69%	62%	75%	65%	72%	68%	69%	68%	70%	64%	69%	68%	73%	71%	69%	64%	64%	60%	72%	69%	65%	69%	73%	68%	67%	72%	65%	73%	68%	69%	71%	67%	65%	62%	69%	72%	59%	66%	63%	74%
Probably vote	31%	38%	25%	35%	28%	32%	31%	32%	30%	36%	31%	32%	27%	29%	31%	36%	36%	40%	28%	31%	35%	31%	27%	32%	33%	28%	35%	27%	32%	31%	29%	33%	35%	38%	31%	28%	41%	34%	37%	26%
Vote in-person on Election Day	49%	50%	46%	52%	50%	49%	54%	53%	42%	57%	54%	46%	51%	57%	59%	66%	49%	50%	41%	36%	49%	52%	47%	51%	44%	44%	39%	49%	49%	51%	50%	48%	46%	52%	60%	39%	50%	58%	53%	47%
Vote absentee by mail	21%	20%	27%	17%	20%	19%	18%	25%	22%	13%	21%	23%	23%	11%	14%	7%	23%	22%	29%	34%	24%	18%	21%	21%	19%	28%	28%	18%	22%	22%	20%	24%	25%	20%	11%	31%	24%	19%	13%	23%
Vote early in-person	29%	31%	26%	31%	30%	32%	28%	22%	36%	30%	25%	32%	26%	32%	27%	27%	28%	28%	31%	30%	27%	30%	32%	29%	37%	28%	32%	33%	29%	27%	30%	28%	29%	27%	30%	30%	26%	23%	34%	30%
Definitely vote in-person on Election Day	37%	35%	37%	37%	39%	36%	40%	39%	32%	41%	43%	34%	38%	46%	45%	46%	34%	33%	28%	28%	34%	40%	38%	38%	31%	35%	28%	38%	36%	40%	39%	33%	32%	35%	46%	30%	32%	42%	35%	38%
Probably vote in-person on Election Day	12%	15%	9%	15%	10%	12%	13%	14%	10%	16%	11%	12%	12%	11%	14%	20%	15%	18%	12%	8%	15%	13%	10%	13%	12%	9%	11%	11%	13%	12%	11%	15%	14%	18%	13%	9%	18%	17%	18%	9%
Definitely vote absentee by mail	16%	12%	22%	11%	15%	14%	13%	17%	18%	9%	13%	17%	18%	7%	9%	5%	16%	13%	25%	24%	16%	13%	17%	15%	13%	24%	19%	14%	16%	16%	15%	16%	16%	13%	7%	25%	12%	13%	10%	19%
Probably vote absentee by mail	6%	8%	5%	6%	5%	5%	5%	8%	4%	4%	8%	6%	6%	4%	5%	2%	7%	9%	4%	10%	8%	5%	4%	6%	7%	4%	9%	4%	6%	6%	5%	8%	9%	8%	4%	7%	12%	6%	3%	4%
Definitely vote early in-person	16%	15%	16%	17%	17%	18%	16%	12%	20%	14%	13%	17%	17%	18%	15%	12%	14%	15%	19%	17%	15%	16%	19%	16%	23%	13%	17%	21%	16%	14%	17%	18%	17%	15%	16%	18%	15%	11%	17%	17%
Probably vote early in-person	13%	15%	10%	14%	13%	15%	12%	10%	15%	16%	12%	14%	9%	14%	12%	14%	15%	13%	11%	13%	12%	13%	14%	13%	14%	14%	15%	12%	13%	13%	14%	10%	12%	12%	14%	12%	11%	11%	16%	13%

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

Trend: Vote Method

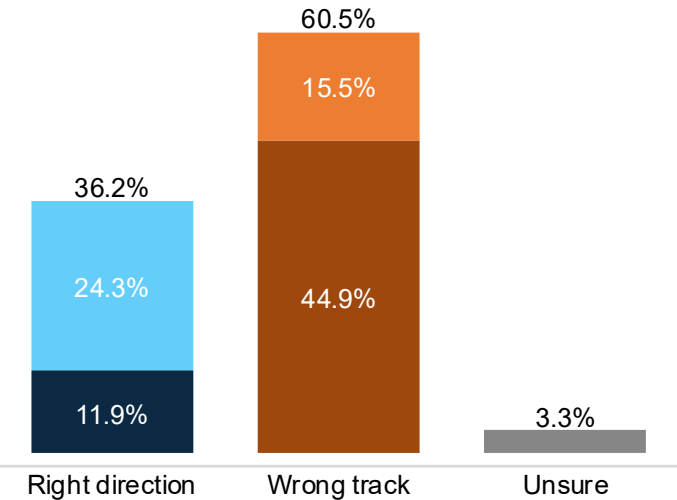


Percent Change: Vote Method (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	2%	2%	7%	0%	-1%	-5%	4%	2%	7%	-7%	0%	1%	10%	2%	1%	1%	5%	-7%	3%	2%	-2%	7%	4%	2%	0%	4%	5%	2%	4%	2%	13%	-7%	2%
Probably vote	-2%	-2%	-7%	0%	1%	5%	-4%	-2%	-7%	7%	0%	-1%	-10%	-2%	-1%	-1%	-5%	7%	-3%	-2%	2%	-7%	-4%	-2%	0%	-4%	-5%	-2%	-4%	-2%	-13%	7%	-2%
Vote in-person on Election Day	0%	1%	0%	-1%	0%	3%	-3%	1%	0%	-1%	-2%	-1%	3%	1%	1%	9%	3%	11%	-1%	-6%	-1%	2%	-1%	1%	-4%	-3%	5%	1%	-3%	1%	2%	0%	0%
Vote absentee by mail	-1%	1%	-2%	0%	-2%	-4%	1%	4%	-6%	-4%	2%	-2%	3%	-3%	2%	-6%	-4%	-14%	-1%	5%	-1%	-1%	0%	-3%	4%	7%	-3%	-2%	1%	2%	1%	-11%	1%
Vote early in-person	1%	-2%	2%	2%	2%	1%	2%	-5%	5%	5%	0%	3%	-6%	2%	-3%	-3%	2%	3%	2%	1%	2%	-1%	1%	1%	1%	-4%	-1%	1%	2%	-3%	-3%	10%	-1%
Definitely vote in-person on Election Day	1%	4%	1%	-1%	-1%	-1%	-1%	2%	4%	-3%	3%	-1%	6%	2%	2%	6%	7%	4%	-4%	-3%	-1%	2%	0%	2%	-3%	0%	7%	2%	-1%	1%	7%	-3%	1%
Probably vote in-person on Election Day	-1%	-3%	-1%	0%	1%	3%	-2%	-1%	-4%	2%	-5%	0%	-3%	-1%	-1%	4%	-5%	7%	3%	-3%	0%	0%	-2%	-1%	-2%	-3%	-2%	-1%	-3%	0%	-5%	3%	-1%
Definitely vote absentee by mail	1%	1%	3%	-1%	-1%	-4%	2%	5%	-1%	-2%	-2%	1%	4%	-2%	0%	-5%	0%	-11%	1%	5%	0%	3%	1%	-1%	2%	13%	-2%	-1%	3%	2%	3%	-6%	2%
Probably vote absentee by mail	-2%	0%	-5%	0%	-1%	0%	-1%	-1%	-4%	-2%	3%	-3%	-2%	-2%	2%	-1%	-4%	-3%	-2%	0%	-1%	-4%	-1%	-1%	1%	-6%	-1%	-1%	-2%	0%	-2%	-4%	-1%
Definitely vote early in-person	1%	-3%	2%	2%	1%	0%	3%	-4%	4%	-1%	-1%	2%	-1%	1%	-1%	1%	-3%	0%	6%	0%	-1%	1%	2%	2%	0%	-10%	1%	1%	1%	-2%	3%	2%	0%
Probably vote early in-person	0%	1%	-1%	-1%	1%	1%	-1%	0%	1%	6%	1%	1%	-6%	1%	-2%	-4%	4%	3%	-3%	2%	3%	-3%	-1%	0%	1%	5%	-2%	0%	1%	-2%	-6%	8%	0%

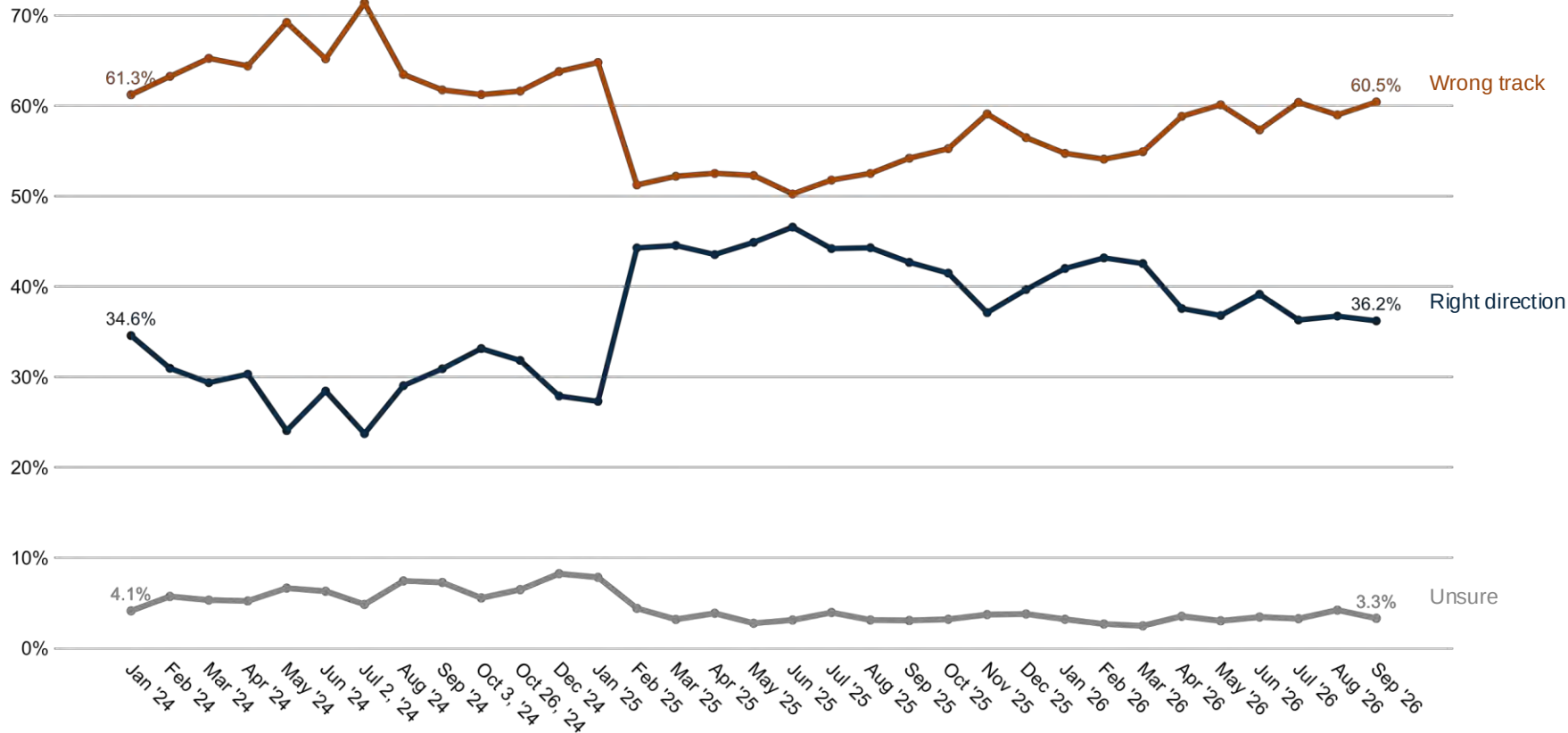
Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	36%	27%	35%	37%	47%	39%	46%	32%	30%	51%	42%	34%	30%	86%	66%	45%	24%	4%	13%	3%	32%	40%	38%	41%	19%	29%	15%	33%	36%	39%	41%	26%	22%	34%	72%	5%	35%	38%	33%	37%
Wrong track	60%	68%	63%	59%	51%	60%	50%	63%	68%	48%	54%	63%	66%	12%	29%	50%	73%	96%	85%	95%	65%	57%	60%	55%	77%	71%	84%	64%	61%	58%	56%	68%	73%	59%	23%	93%	61%	57%	65%	60%
Definitely the right direction	12%	7%	11%	14%	16%	14%	16%	10%	8%	18%	15%	11%	9%	36%	17%	15%	4%	0%	4%	1%	10%	12%	15%	13%	9%	8%	5%	14%	11%	12%	14%	7%	5%	6%	24%	2%	10%	11%	10%	13%
Mostly the right direction	24%	20%	23%	23%	31%	25%	30%	22%	21%	33%	27%	23%	21%	50%	48%	31%	20%	4%	8%	1%	22%	28%	23%	28%	10%	20%	10%	19%	25%	27%	27%	19%	17%	28%	48%	4%	25%	28%	23%	24%
Mostly the wrong track	16%	21%	12%	19%	11%	18%	12%	18%	14%	12%	11%	16%	20%	6%	16%	29%	19%	19%	16%	15%	18%	11%	15%	14%	20%	21%	14%	21%	16%	11%	12%	23%	20%	27%	13%	16%	25%	18%	18%	11%
Definitely the wrong track	45%	47%	51%	39%	41%	42%	38%	46%	54%	36%	43%	47%	46%	5%	13%	22%	54%	77%	69%	80%	46%	45%	45%	42%	57%	50%	69%	42%	45%	47%	44%	46%	53%	32%	10%	78%	36%	39%	47%	49%
Unsure	3%	5%	3%	4%	2%	2%	4%	5%	2%	1%	4%	3%	4%	2%	5%	4%	3%	0%	2%	2%	4%	3%	2%	3%	4%	1%	1%	4%	3%	3%	2%	6%	5%	7%	5%	2%	4%	5%	2%	3%

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

Trend: Country Direction

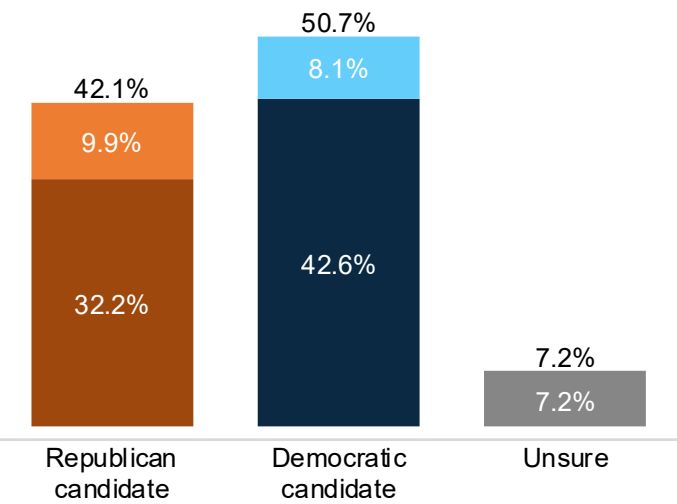


Percent Change: Country Direction (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	-1%	3%	-1%	-2%	-2%	-3%	-2%	-4%	6%	3%	-2%	0%	-2%	2%	4%	-9%	1%	0%	-2%	-2%	-1%	0%	-1%	1%	-6%	1%	5%	-1%	-1%	0%	0%	-1%	0%
Wrong track	1%	-1%	1%	3%	3%	4%	2%	4%	-5%	1%	4%	0%	4%	0%	-3%	11%	2%	1%	1%	2%	2%	0%	3%	0%	5%	3%	-5%	1%	2%	5%	-1%	4%	0%
Definitely the right direction	-2%	-2%	0%	-4%	-3%	-2%	-5%	-4%	2%	-1%	-5%	0%	-6%	-5%	-2%	-4%	-1%	-2%	-3%	0%	-2%	-4%	-1%	0%	-5%	-8%	1%	-3%	-2%	-7%	-2%	-1%	-2%
Mostly the right direction	2%	5%	-1%	2%	0%	-1%	4%	0%	5%	4%	3%	0%	4%	7%	6%	-5%	1%	3%	1%	-2%	1%	5%	0%	1%	-1%	9%	4%	2%	0%	7%	2%	-1%	1%
Mostly the wrong track	-2%	-1%	-4%	0%	-2%	3%	-4%	-2%	-3%	-3%	-3%	-2%	2%	-1%	-7%	10%	-2%	6%	-2%	0%	-2%	-4%	1%	-1%	-8%	3%	-2%	-3%	0%	2%	-4%	-3%	-1%
Definitely the wrong track	3%	0%	5%	3%	5%	1%	6%	6%	-2%	4%	8%	2%	2%	1%	4%	1%	4%	-5%	3%	2%	4%	4%	2%	1%	14%	0%	-3%	4%	2%	3%	3%	7%	2%
Unsure	-1%	-2%	0%	-1%	0%	-1%	0%	-1%	-2%	-3%	-2%	0%	-2%	-2%	-1%	-2%	-3%	-1%	1%	0%	-1%	0%	-2%	-1%	1%	-4%	0%	0%	-1%	-5%	1%	-3%	0%

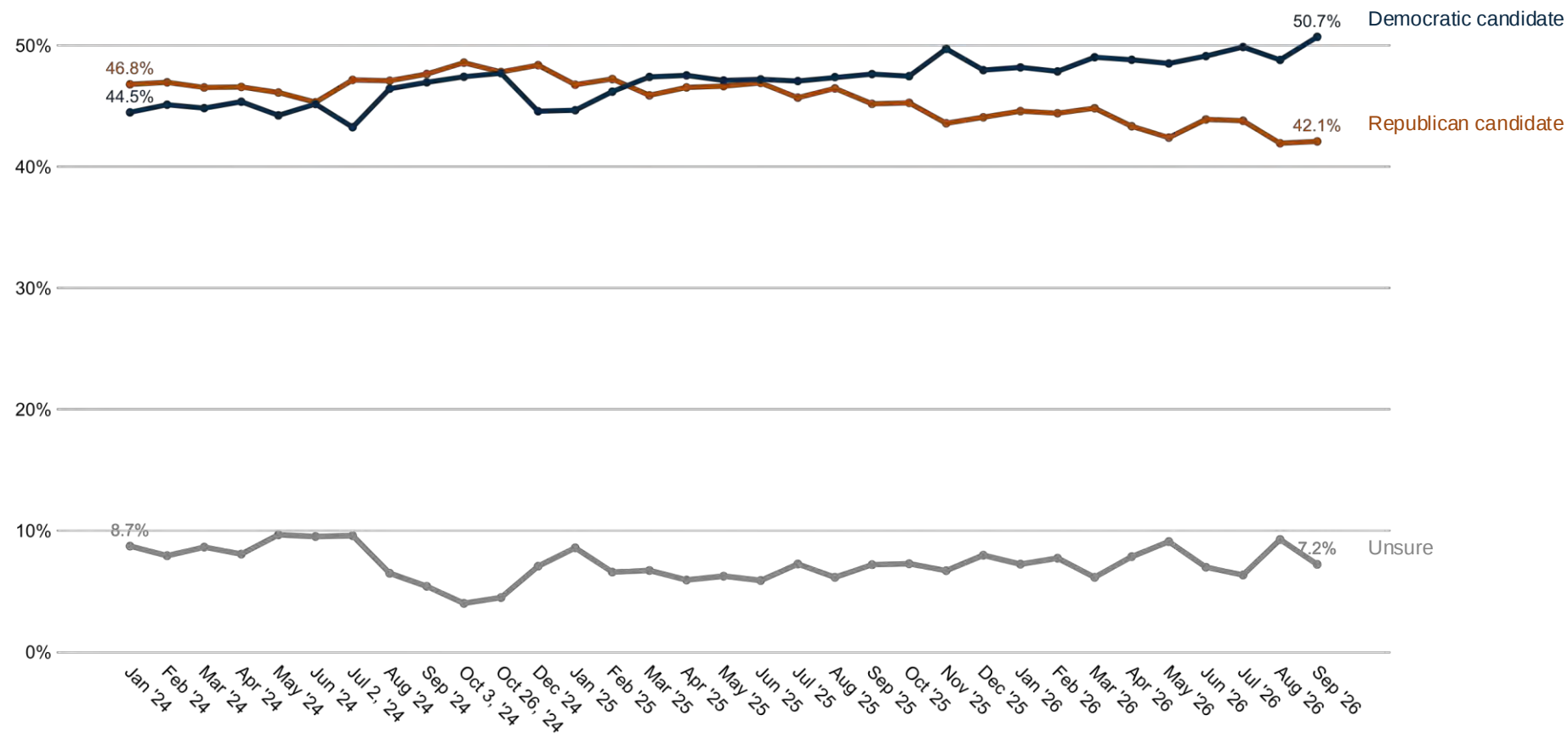
Generic Ballot



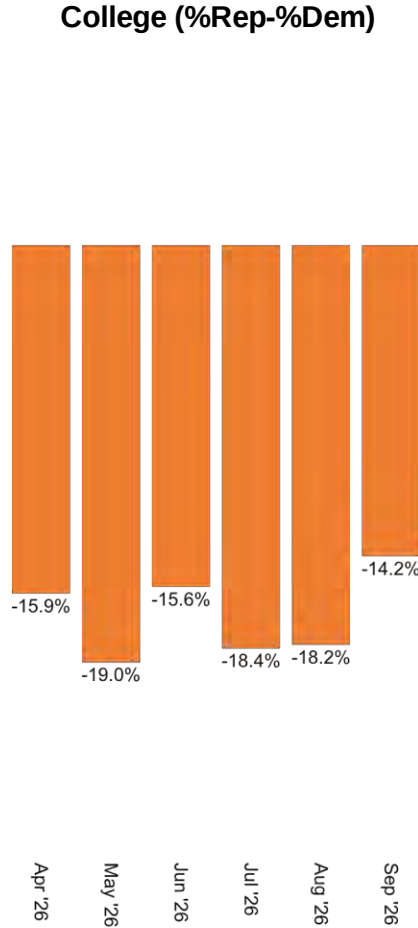
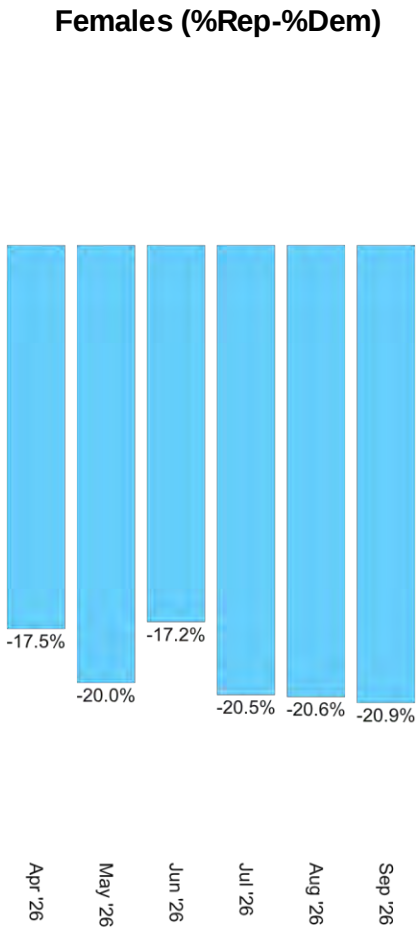
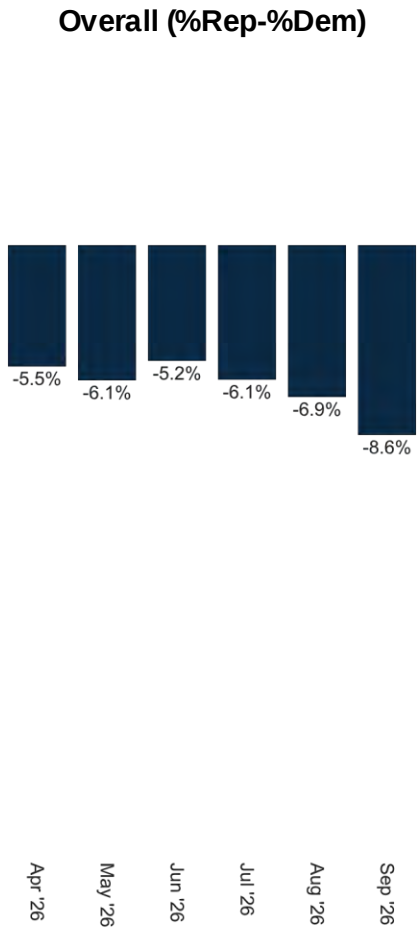
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	42%	29%	43%	43%	54%	45%	53%	38%	34%	58%	49%	41%	30%	98%	89%	65%	22%	4%	4%	0%	35%	47%	45%	50%	14%	29%	13%	37%	41%	47%	46%	33%	31%	39%	88%	2%	42%	44%	38%	43%
Democratic candidate	51%	63%	52%	47%	39%	46%	40%	55%	60%	33%	43%	52%	63%	1%	6%	10%	57%	84%	94%	99%	57%	49%	47%	44%	79%	61%	84%	58%	51%	45%	46%	62%	63%	32%	5%	96%	49%	49%	52%	51%
Definitely the Republican candidate	32%	20%	35%	28%	46%	33%	42%	29%	25%	44%	43%	31%	21%	89%	67%	36%	9%	2%	2%	0%	27%	35%	34%	38%	7%	23%	8%	28%	32%	36%	37%	21%	19%	0%	69%	1%	26%	31%	29%	35%
Probably the Republican candidate	10%	10%	8%	15%	8%	12%	11%	9%	9%	13%	6%	11%	9%	10%	22%	29%	13%	2%	2%	0%	8%	11%	11%	12%	6%	6%	5%	8%	10%	11%	9%	12%	12%	39%	19%	1%	16%	13%	9%	8%
Probably the Democratic candidate	8%	13%	5%	9%	5%	6%	8%	9%	8%	6%	8%	8%	10%	1%	2%	4%	26%	20%	11%	8%	10%	7%	6%	7%	11%	10%	11%	11%	7%	9%	6%	11%	11%	32%	3%	11%	15%	10%	9%	6%
Definitely the Democratic candidate	43%	50%	47%	38%	34%	40%	32%	45%	52%	27%	35%	44%	53%	1%	5%	7%	31%	64%	84%	91%	47%	42%	41%	38%	68%	52%	74%	47%	44%	36%	39%	51%	51%	0%	3%	85%	34%	39%	44%	45%
Unsure	7%	8%	5%	10%	7%	10%	7%	7%	5%	9%	8%	7%	6%	0%	5%	25%	21%	13%	2%	1%	8%	5%	8%	6%	7%	9%	3%	5%	7%	9%	8%	5%	7%	29%	6%	3%	9%	7%	10%	6%

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

Trend: Generic Ballot



Generic Ballot Movement

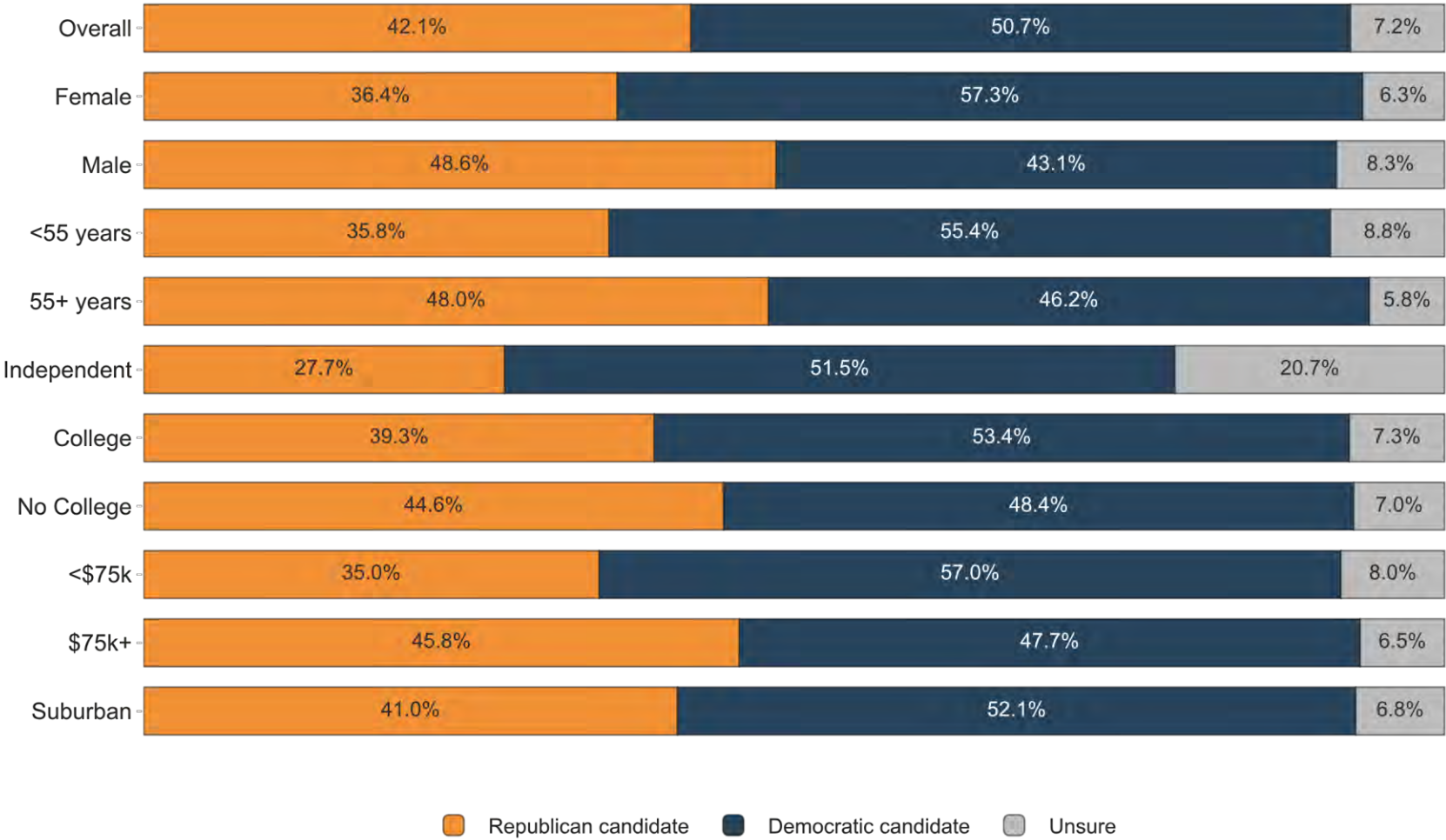


Percent Change: Generic Ballot (Aug '26 to Sep '26)

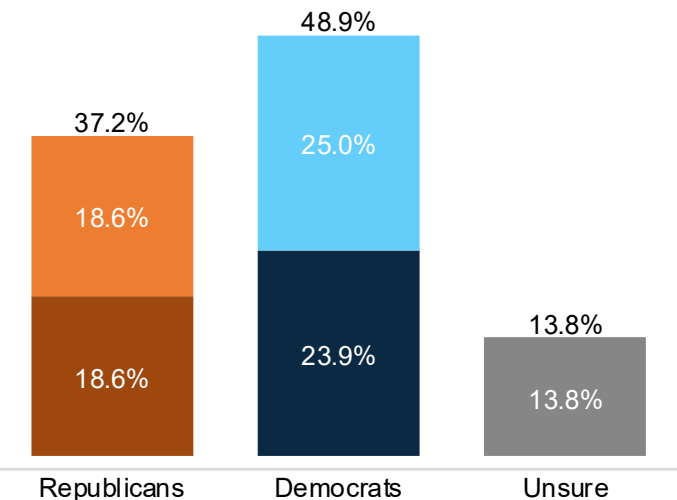


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	0%	1%	2%	-2%	-1%	0%	-3%	-2%	6%	2%	-5%	0%	4%	3%	0%	-2%	3%	0%	1%	0%	-1%	4%	-2%	1%	-1%	2%	8%	1%	-1%	0%	4%	-4%	0%
Democratic candidate	2%	2%	1%	2%	1%	-1%	5%	4%	-1%	-5%	4%	4%	-1%	-2%	0%	-3%	9%	-3%	-2%	2%	0%	4%	2%	2%	1%	-2%	-1%	1%	2%	1%	1%	6%	1%
Definitely the Republican candidate	-2%	1%	-1%	-6%	-1%	-4%	-4%	-3%	4%	-1%	0%	-4%	1%	2%	-5%	-8%	1%	-1%	1%	-1%	-1%	0%	-5%	-2%	-1%	0%	0%	-4%	-1%	-1%	1%	-7%	-2%
Probably the Republican candidate	2%	1%	3%	4%	1%	4%	1%	1%	3%	4%	-5%	4%	2%	1%	6%	7%	1%	1%	0%	0%	0%	4%	3%	3%	0%	3%	8%	5%	0%	1%	3%	3%	2%
Probably the Democratic candidate	0%	1%	-1%	-2%	0%	-2%	1%	2%	-2%	-3%	0%	0%	1%	-1%	-1%	-2%	9%	1%	-6%	-1%	0%	1%	-2%	0%	-3%	-6%	-1%	0%	-1%	3%	-1%	0%	-1%
Definitely the Democratic candidate	2%	1%	3%	4%	1%	1%	4%	2%	1%	-2%	4%	4%	-1%	0%	1%	-1%	0%	-4%	3%	3%	1%	3%	4%	1%	4%	4%	0%	1%	3%	-2%	2%	6%	2%
Unsure	-2%	-4%	-3%	0%	0%	1%	-2%	-1%	-6%	3%	1%	-4%	-3%	-1%	0%	5%	-12%	4%	1%	-1%	1%	-8%	0%	-3%	-1%	-1%	-8%	-2%	-1%	-1%	-5%	-2%	-1%

Generic Ballot by Key Voter Groups



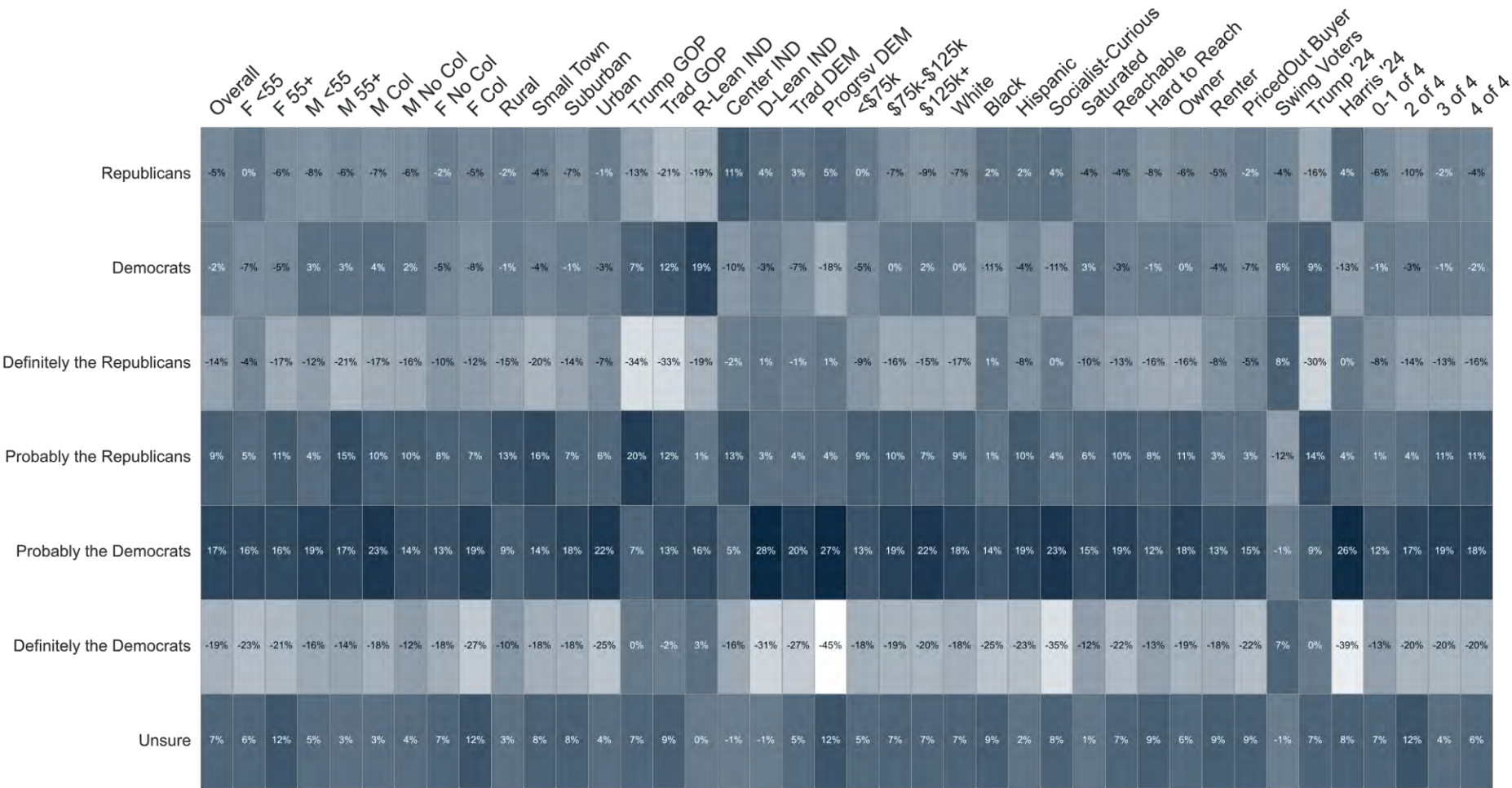
Expected Congressional Winner



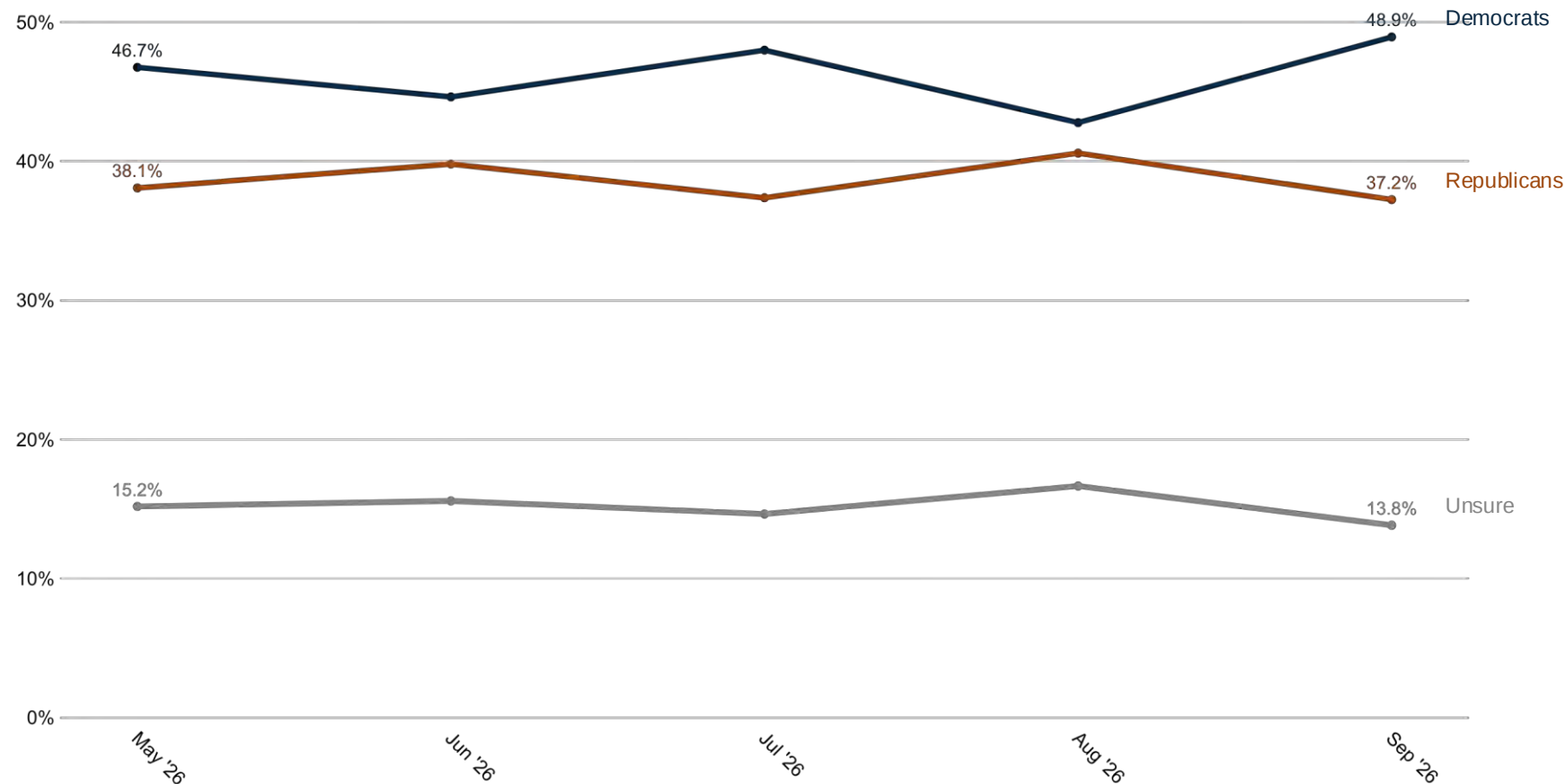
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	37%	30%	37%	35%	48%	37%	46%	36%	30%	56%	46%	34%	29%	85%	69%	46%	33%	8%	6%	6%	35%	40%	36%	43%	15%	31%	16%	33%	38%	38%	41%	28%	29%	35%	72%	6%	35%	35%	36%	39%
Democrats	49%	56%	47%	50%	42%	50%	43%	50%	53%	32%	38%	51%	61%	8%	18%	29%	47%	80%	87%	81%	52%	48%	49%	44%	68%	57%	73%	61%	48%	44%	45%	58%	56%	38%	14%	83%	49%	46%	51%	49%
Definitely the Republicans	19%	16%	18%	16%	25%	16%	25%	20%	14%	30%	23%	16%	14%	55%	34%	17%	7%	3%	1%	1%	18%	19%	19%	22%	8%	15%	7%	18%	18%	20%	21%	13%	14%	8%	39%	1%	18%	18%	16%	20%
Probably the Republicans	19%	14%	19%	19%	23%	21%	21%	16%	16%	26%	22%	17%	15%	30%	34%	30%	26%	5%	6%	5%	17%	21%	18%	21%	8%	16%	9%	15%	20%	19%	20%	15%	15%	27%	33%	5%	17%	17%	20%	19%
Probably the Democrats	25%	28%	21%	28%	22%	29%	22%	22%	28%	15%	22%	26%	32%	7%	15%	20%	31%	48%	31%	36%	23%	26%	28%	25%	25%	28%	34%	26%	26%	21%	25%	25%	27%	31%	11%	37%	27%	27%	28%	24%
Definitely the Democrats	24%	28%	26%	22%	20%	21%	20%	28%	25%	17%	17%	26%	28%	1%	3%	10%	16%	33%	56%	45%	29%	22%	21%	19%	43%	29%	39%	35%	22%	23%	21%	33%	29%	7%	3%	46%	21%	20%	24%	26%
Unsure	14%	14%	17%	15%	10%	13%	11%	14%	18%	12%	16%	15%	10%	7%	14%	24%	20%	12%	7%	13%	13%	12%	15%	13%	16%	11%	11%	6%	14%	18%	14%	15%	15%	27%	14%	11%	16%	19%	13%	12%

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

Percent Change: Generic Ballot to Expected Congressional Winner



Trend: Expected Congressional Winner

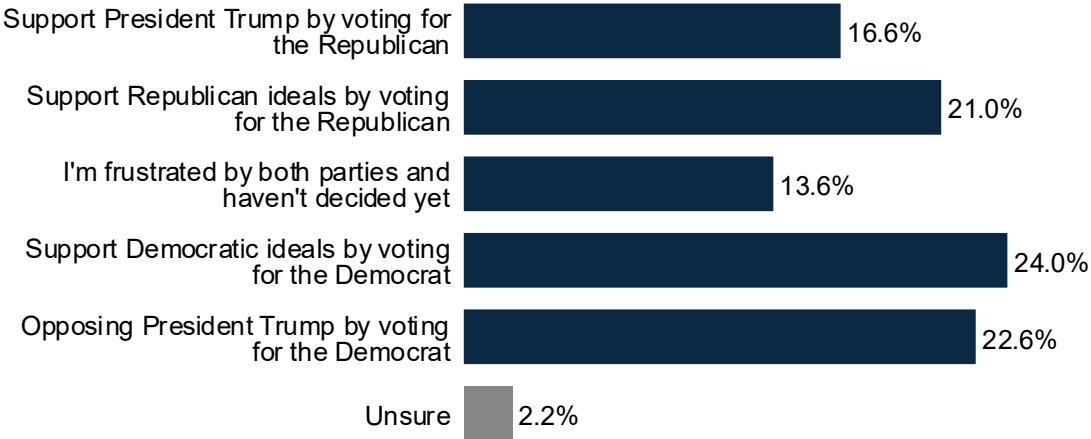


Percent Change: Expected Congressional Winner (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	-3%	-2%	-2%	-10%	-1%	-4%	-7%	-6%	3%	6%	-5%	-5%	-4%	0%	-4%	-6%	9%	-6%	-8%	-5%	-6%	2%	-5%	-2%	-4%	-6%	1%	-3%	-7%	-10%	-4%	-6%	-1%
Democrats	6%	7%	6%	9%	3%	4%	8%	8%	4%	-2%	5%	7%	9%	0%	1%	5%	6%	25%	7%	6%	6%	6%	7%	6%	2%	5%	6%	3%	9%	14%	5%	10%	4%
Definitely the Republicans	-1%	4%	-2%	-8%	0%	-3%	-5%	-1%	4%	2%	1%	-2%	-4%	-5%	2%	-3%	1%	2%	-3%	-1%	-3%	0%	-1%	0%	-2%	-5%	3%	-2%	-1%	-1%	-2%	-4%	-1%
Probably the Republicans	-2%	-6%	0%	-2%	-1%	-1%	-2%	-5%	-1%	4%	-5%	-3%	0%	5%	-5%	-3%	8%	-7%	-6%	-4%	-3%	2%	-4%	-2%	-2%	-1%	-2%	0%	-5%	-9%	-2%	-2%	0%
Probably the Democrats	3%	3%	1%	5%	2%	3%	4%	4%	-1%	-4%	2%	2%	8%	1%	0%	1%	5%	11%	5%	0%	3%	3%	3%	2%	1%	8%	6%	2%	3%	8%	7%	6%	0%
Definitely the Democrats	3%	4%	4%	4%	1%	1%	3%	4%	4%	2%	3%	5%	1%	-1%	1%	4%	1%	14%	3%	5%	3%	2%	4%	4%	1%	-3%	-1%	1%	6%	6%	-2%	4%	4%
Unsure	-3%	-5%	-4%	1%	-2%	-1%	-1%	-2%	-7%	-5%	0%	-2%	-5%	0%	2%	1%	-15%	-19%	1%	-1%	0%	-7%	-2%	-4%	1%	1%	-7%	0%	-2%	-4%	-1%	-4%	-3%

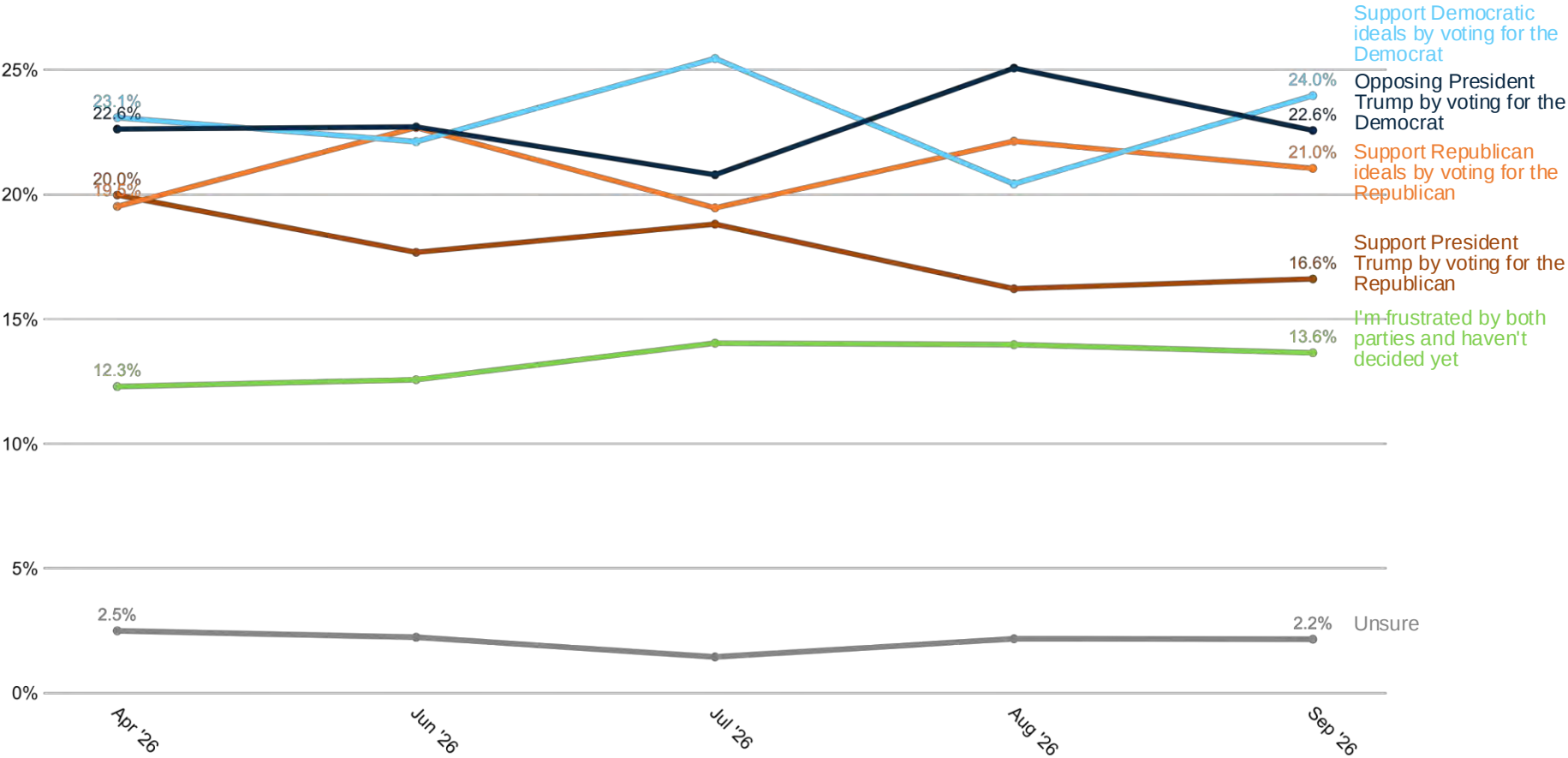
Congressional Vote Driver



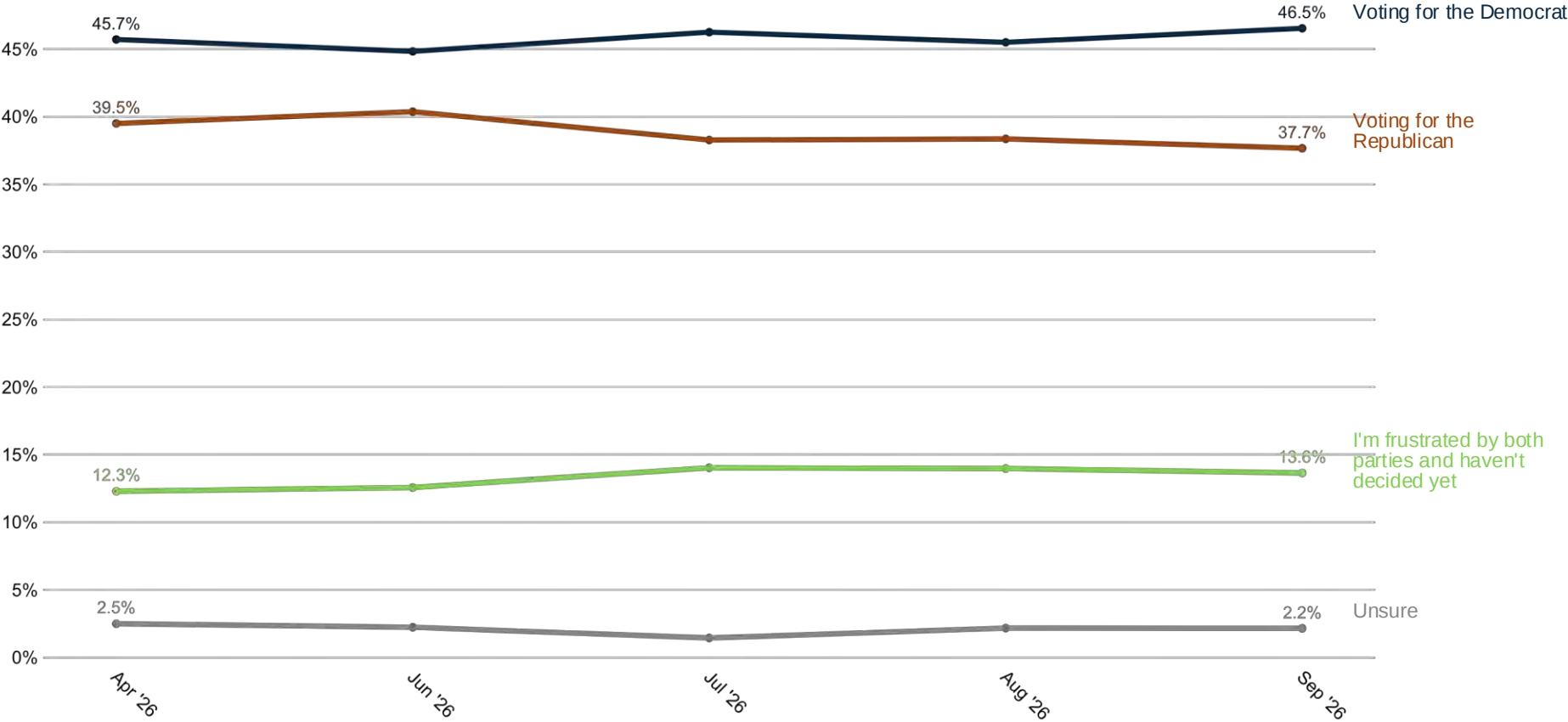
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean GOP	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Voting for the Republican Total	38%	25%	38%	38%	50%	40%	48%	33%	31%	52%	46%	36%	27%	97%	79%	48%	13%	2%	2%	2%	32%	42%	40%	45%	12%	28%	12%	32%	37%	41%	43%	25%	26%	27%	81%	1%	34%	38%	33%	40%
Voting for the Democrat Total	47%	56%	48%	43%	38%	44%	37%	50%	54%	30%	38%	48%	59%	1%	7%	10%	44%	78%	90%	92%	52%	44%	45%	41%	71%	56%	80%	53%	48%	39%	42%	58%	58%	24%	4%	90%	43%	41%	48%	49%
Support President Trump by voting for the Republican	17%	11%	18%	15%	22%	15%	22%	18%	12%	22%	21%	16%	10%	58%	21%	21%	10%	0%	1%	1%	17%	18%	16%	20%	7%	10%	6%	17%	15%	20%	20%	10%	8%	8%	36%	0%	13%	19%	13%	18%
Support Republican ideals by voting for the Republican	21%	14%	20%	23%	28%	25%	26%	15%	19%	30%	25%	20%	16%	38%	57%	27%	3%	2%	1%	1%	15%	24%	24%	25%	5%	18%	6%	16%	22%	21%	23%	16%	19%	19%	44%	1%	21%	18%	20%	22%
I'm frustrated by both parties and haven't decided yet	14%	14%	13%	18%	10%	14%	14%	14%	12%	14%	13%	15%	11%	2%	13%	41%	40%	20%	6%	6%	14%	13%	14%	13%	14%	14%	7%	13%	13%	16%	13%	14%	14%	43%	14%	7%	19%	18%	18%	10%
Support Democratic ideals by voting for the Democrat	24%	31%	28%	19%	16%	19%	16%	29%	31%	13%	18%	24%	35%	1%	1%	4%	15%	28%	55%	52%	31%	22%	19%	19%	45%	29%	44%	33%	24%	18%	20%	34%	34%	12%	2%	48%	23%	20%	24%	25%
Opposing President Trump by voting for the Democrat	23%	26%	19%	24%	22%	26%	21%	21%	23%	16%	21%	24%	24%	0%	5%	6%	29%	50%	35%	40%	21%	22%	25%	21%	25%	27%	36%	20%	24%	21%	22%	23%	24%	12%	2%	42%	20%	21%	24%	24%
Unsure	2%	4%	2%	1%	2%	2%	1%	3%	3%	4%	2%	2%	2%	0%	2%	2%	3%	1%	1%	1%	2%	1%	2%	2%	4%	2%	1%	2%	2%	3%	2%	2%	2%	7%	1%	1%	4%	4%	1%	1%

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

Trend: Congressional Vote Driver



Trend: Congressional Vote Driver (NET)

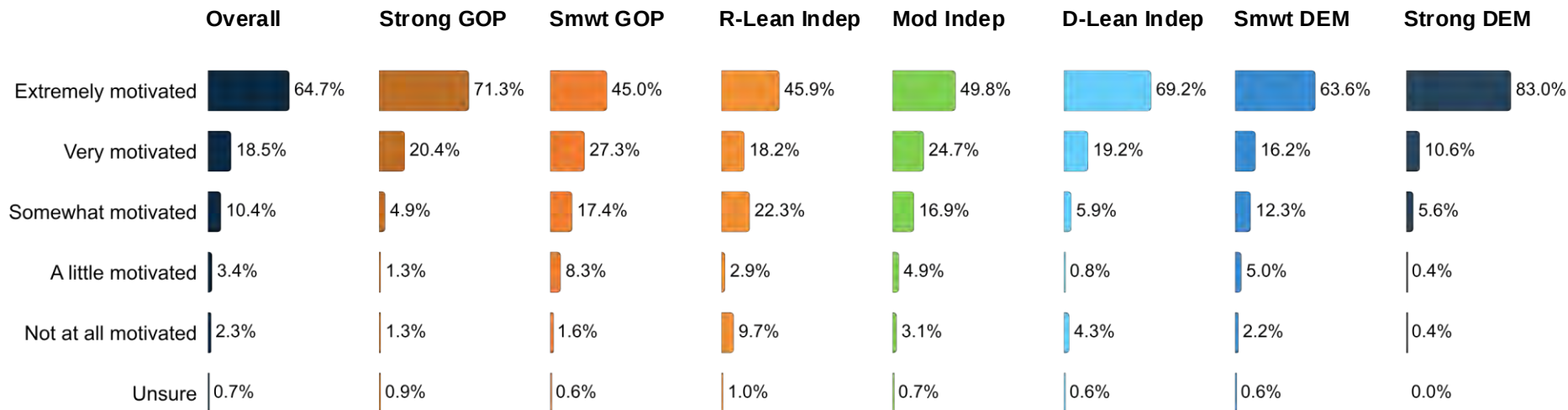


Percent Change: Congressional Vote Driver (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Voting for the Republican Total	-1%	4%	-1%	-2%	-3%	0%	-5%	-4%	7%	0%	-4%	0%	1%	5%	-3%	-6%	4%	-1%	-2%	0%	0%	2%	-4%	0%	0%	-2%	6%	-1%	-1%	0%	2%	-6%	0%
Voting for the Democrat Total	1%	1%	-1%	3%	2%	0%	4%	4%	-5%	-4%	3%	2%	0%	-4%	2%	-3%	0%	3%	2%	0%	1%	1%	2%	0%	3%	-1%	-2%	1%	1%	3%	-5%	4%	1%
Support President Trump by voting for the Republican	0%	3%	-2%	-1%	2%	1%	0%	-2%	3%	-4%	1%	2%	-2%	0%	0%	6%	8%	-2%	-4%	1%	0%	3%	0%	2%	2%	-6%	2%	1%	-1%	-2%	11%	-3%	-1%
Support Republican ideals by voting for the Republican	-1%	1%	1%	-1%	-5%	-1%	-5%	-2%	4%	4%	-5%	-3%	3%	5%	-3%	-13%	-4%	1%	1%	-1%	0%	-1%	-4%	-1%	-2%	5%	4%	-2%	0%	1%	-9%	-3%	1%
I'm frustrated by both parties and haven't decided yet	0%	-6%	2%	1%	2%	1%	1%	-1%	-3%	3%	2%	-2%	-1%	-2%	-1%	11%	-3%	0%	0%	1%	-1%	-1%	1%	0%	-4%	0%	-4%	0%	-1%	-4%	2%	1%	1%
Support Democratic ideals by voting for the Democrat	4%	3%	7%	-1%	5%	2%	2%	9%	0%	-7%	0%	5%	8%	-1%	0%	-1%	1%	-4%	11%	8%	6%	4%	0%	1%	10%	5%	0%	0%	8%	7%	-2%	5%	3%
Opposing President Trump by voting for the Democrat	-3%	-2%	-7%	4%	-3%	-2%	3%	-5%	-5%	3%	3%	-3%	-8%	-3%	2%	-2%	-1%	7%	-10%	-8%	-5%	-3%	2%	-1%	-7%	-6%	-2%	1%	-6%	-4%	-3%	-1%	-2%
Unsure	0%	2%	0%	-2%	-1%	-1%	0%	1%	1%	1%	-1%	0%	0%	0%	2%	-1%	-1%	-1%	1%	0%	1%	-2%	1%	0%	0%	2%	0%	0%	0%	1%	1%	1%	-1%

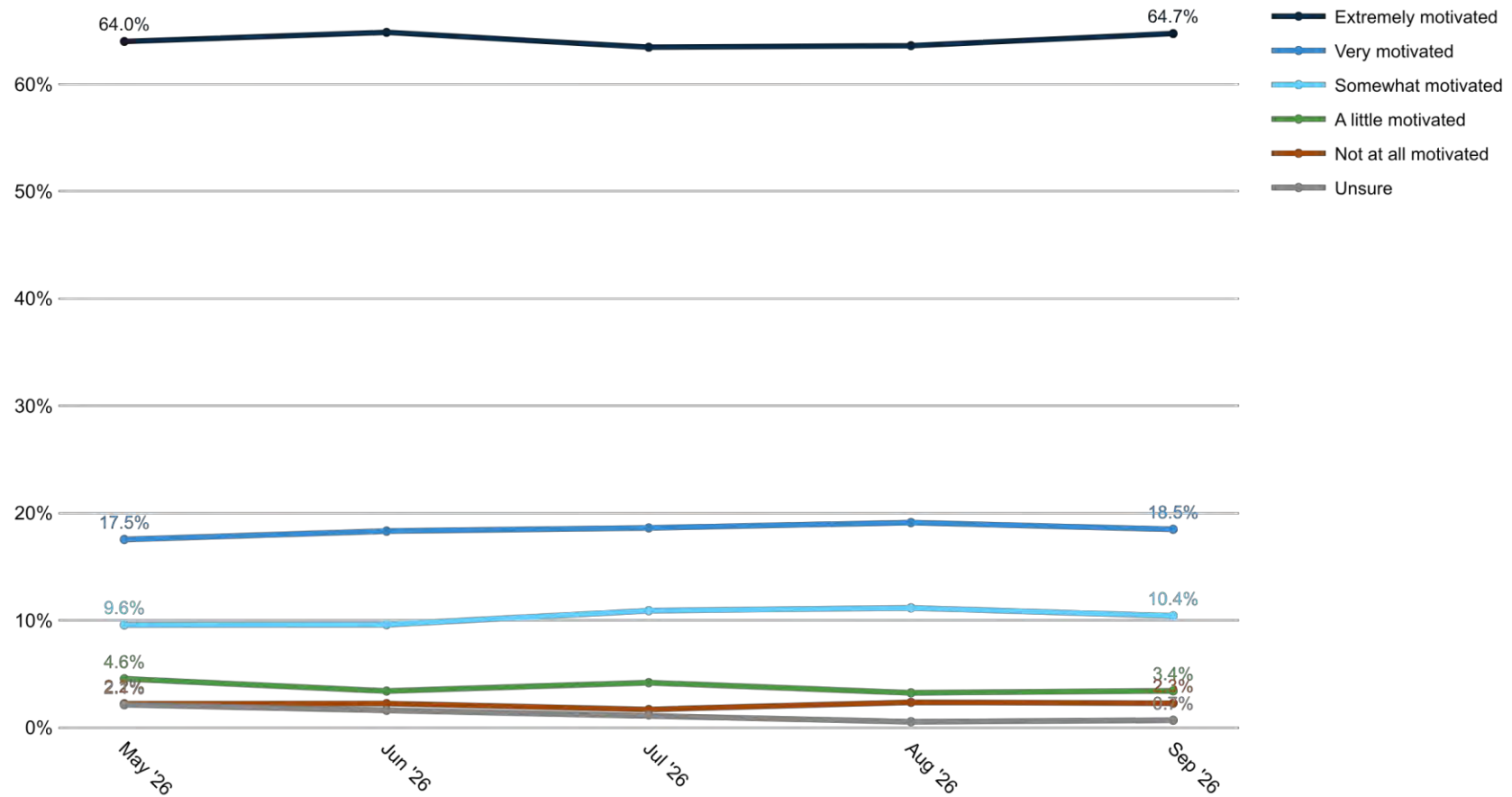
Midterm Turnout Motivation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	65%	54%	75%	58%	71%	70%	60%	58%	72%	65%	65%	66%	60%	71%	54%	46%	50%	69%	66%	82%	57%	68%	71%	66%	56%	64%	73%	67%	67%	57%	70%	53%	53%	33%	59%	76%	43%	44%	65%	75%
Very motivated	18%	20%	15%	19%	21%	18%	22%	18%	16%	15%	19%	19%	19%	20%	26%	18%	25%	19%	19%	9%	19%	17%	18%	19%	20%	13%	14%	17%	18%	22%	18%	19%	16%	25%	22%	13%	21%	27%	17%	16%
Somewhat motivated	10%	17%	6%	14%	5%	7%	12%	14%	8%	14%	10%	9%	14%	5%	13%	22%	17%	6%	12%	5%	15%	9%	6%	8%	15%	15%	8%	9%	10%	12%	8%	17%	18%	25%	12%	7%	25%	16%	12%	5%
A little motivated	3%	6%	2%	4%	1%	2%	3%	5%	3%	3%	3%	3%	4%	2%	5%	3%	5%	1%	2%	2%	4%	4%	2%	3%	6%	3%	3%	4%	3%	4%	2%	8%	8%	8%	4%	2%	8%	8%	2%	2%
Not at all motivated	2%	2%	2%	4%	1%	2%	2%	3%	1%	3%	2%	2%	2%	1%	2%	10%	3%	4%	1%	1%	3%	1%	1%	2%	3%	3%	2%	2%	2%	4%	2%	2%	3%	6%	2%	1%	3%	2%	3%	2%
Unsure	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	2%	1%	0%	1%	3%	0%	0%

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

Trend: Midterm Turnout Motivation



Percent Change: Midterm Turnout Motivation (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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	1%	1%	5%	2%	-4%	-3%	1%	1%	6%	6%	6%	0%	-3%	2%	0%	-5%	-2%	-7%	-5%	5%	3%	5%	-1%	0%	6%	4%	-2%	0%	3%	-3%	-2%	7%	-1%
Very motivated	-1%	1%	-5%	1%	2%	1%	2%	0%	-5%	-7%	-4%	0%	4%	-2%	2%	-1%	4%	2%	6%	-6%	-2%	-4%	1%	1%	2%	-11%	-3%	-1%	-2%	3%	4%	-6%	0%
Somewhat motivated	-1%	-1%	-1%	-2%	1%	2%	-3%	0%	-2%	2%	-2%	-1%	-2%	0%	-2%	0%	1%	3%	1%	-1%	-1%	-2%	0%	-1%	-7%	5%	3%	0%	-2%	5%	-3%	-2%	0%
A little motivated	0%	1%	0%	-2%	0%	-1%	-1%	1%	2%	-3%	0%	0%	1%	0%	0%	0%	-1%	0%	-2%	2%	1%	1%	-1%	0%	0%	1%	1%	0%	1%	1%	1%	0%	0%
Not at all motivated	0%	-2%	1%	0%	1%	1%	0%	0%	-1%	2%	-1%	0%	0%	-1%	0%	5%	-1%	2%	0%	0%	0%	-1%	0%	0%	1%	0%	0%	0%	-1%	-4%	-3%	1%	1%
Unsure	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	1%	1%	0%	0%	-2%	3%	0%	0%

Image Tests

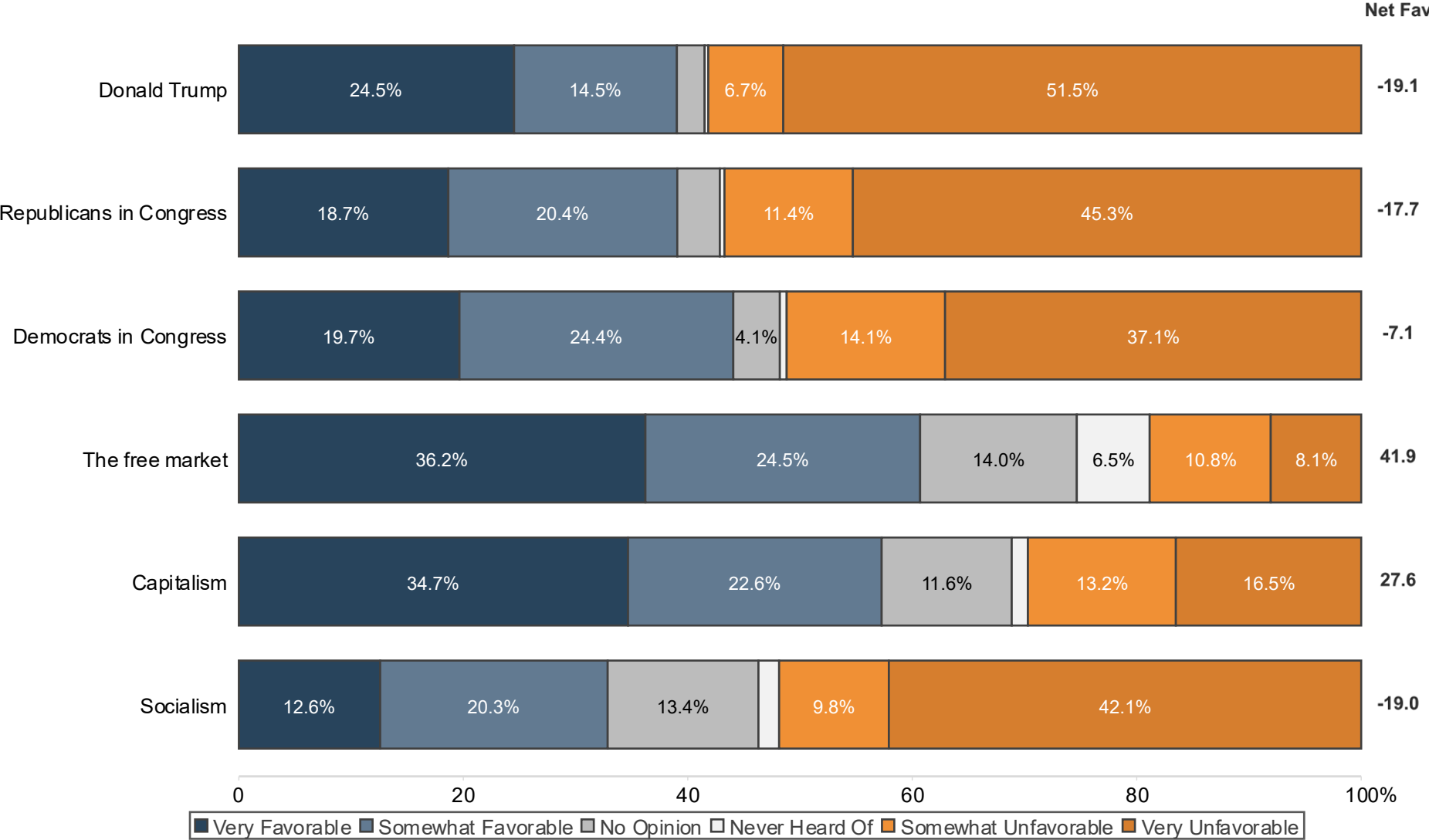


Image Tests Heatmaps

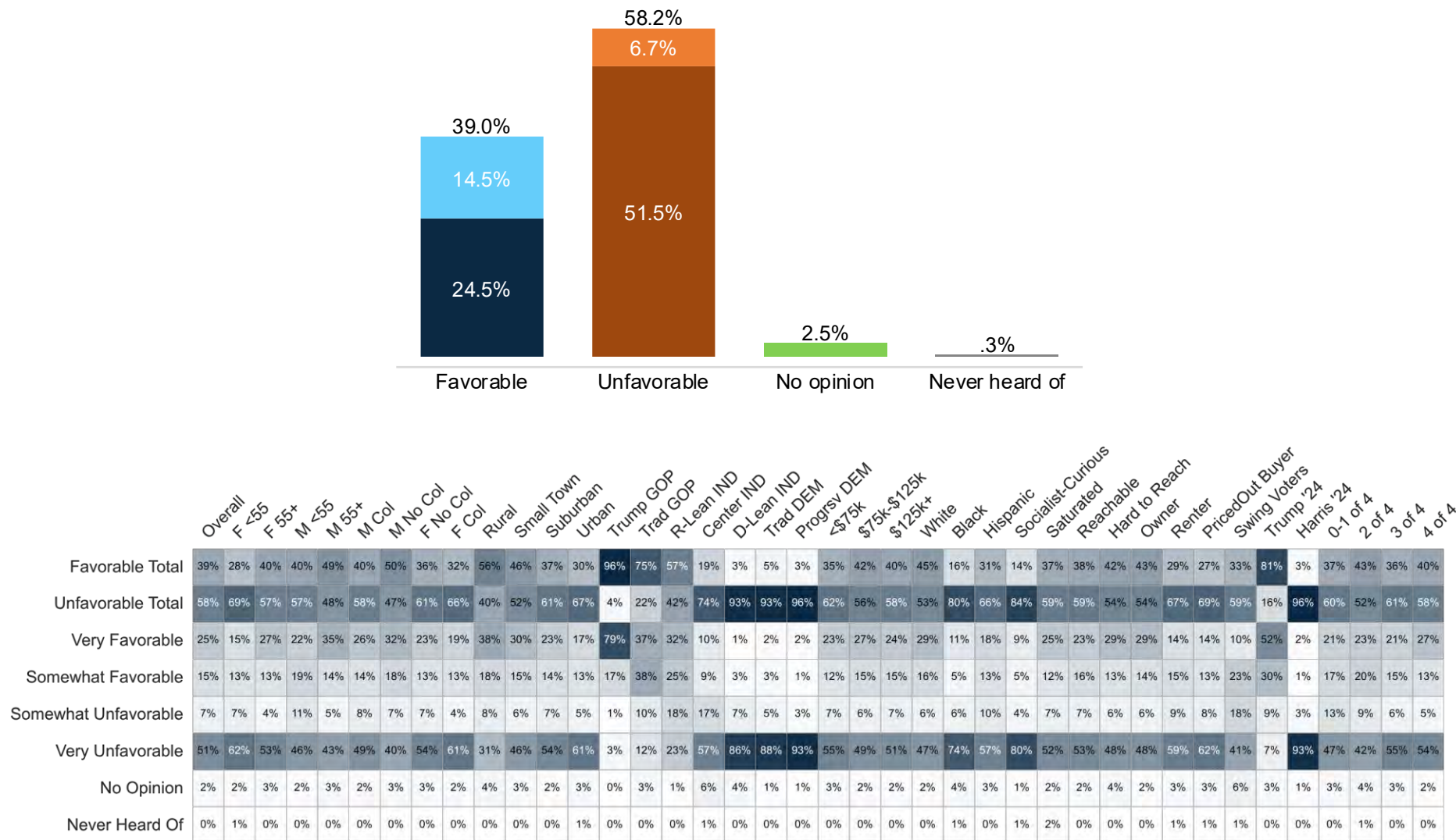
Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	39%	28%	40%	40%	49%	40%	50%	36%	32%	56%	46%	37%	30%	96%	75%	57%	19%	3%	5%	3%	35%	42%	40%	45%	16%	31%	14%	37%	38%	42%	43%	29%	27%	33%	81%	3%	37%	43%	36%	40%
Republicans in Congress	39%	29%	39%	40%	50%	41%	49%	36%	31%	52%	46%	37%	31%	89%	77%	52%	25%	6%	8%	3%	35%	44%	39%	44%	19%	33%	16%	37%	39%	40%	43%	31%	28%	37%	79%	5%	36%	45%	36%	40%
Democrats in Congress	44%	55%	50%	35%	34%	36%	33%	52%	53%	30%	35%	45%	57%	5%	7%	9%	47%	57%	83%	84%	50%	43%	40%	37%	71%	58%	73%	52%	44%	39%	41%	53%	50%	31%	8%	81%	44%	46%	42%	44%
The free market	61%	42%	57%	68%	78%	75%	71%	46%	55%	61%	62%	62%	57%	73%	72%	84%	53%	50%	65%	44%	53%	60%	70%	63%	53%	55%	52%	58%	60%	63%	65%	51%	47%	58%	72%	52%	55%	47%	62%	65%
Capitalism	57%	34%	53%	67%	78%	77%	70%	37%	51%	60%	61%	59%	48%	79%	78%	81%	51%	43%	45%	36%	46%	59%	69%	63%	35%	52%	44%	59%	56%	61%	65%	41%	38%	55%	77%	42%	49%	50%	51%	63%
Socialism	33%	42%	29%	36%	25%	34%	26%	32%	39%	21%	26%	33%	43%	11%	10%	5%	23%	64%	40%	68%	36%	34%	30%	30%	39%	41%	91%	45%	35%	20%	29%	43%	43%	22%	10%	57%	37%	33%	31%	32%

Unfavorable

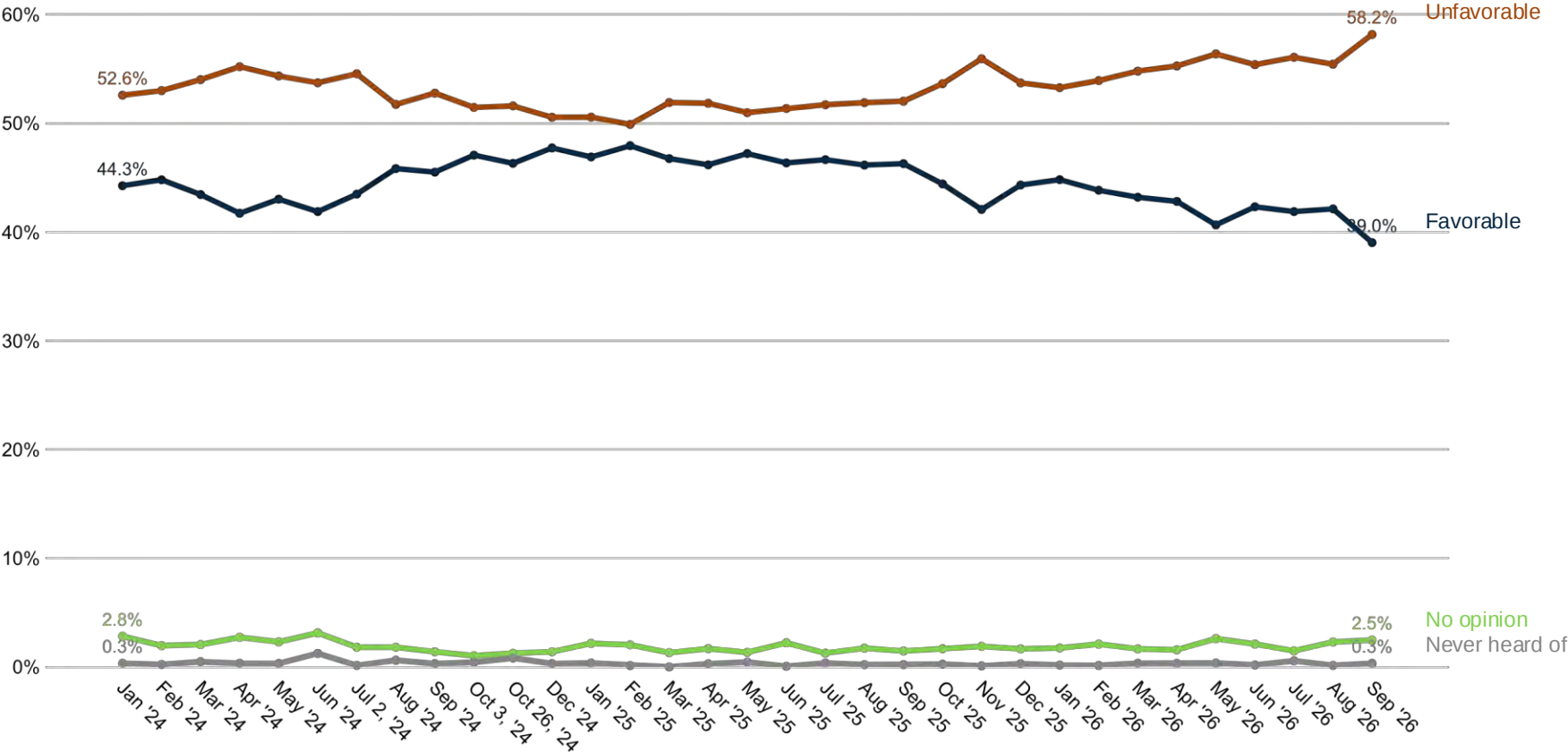
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	58%	69%	57%	57%	48%	58%	47%	61%	66%	40%	52%	61%	67%	4%	22%	42%	74%	93%	93%	96%	62%	56%	58%	53%	80%	66%	84%	59%	59%	54%	54%	67%	69%	59%	16%	96%	60%	52%	61%	58%
Republicans in Congress	57%	64%	58%	57%	47%	57%	47%	57%	66%	42%	50%	59%	66%	10%	20%	37%	66%	93%	89%	95%	60%	53%	58%	53%	73%	63%	81%	59%	57%	54%	54%	63%	66%	52%	17%	94%	54%	48%	59%	59%
Democrats in Congress	51%	39%	47%	59%	62%	61%	61%	42%	43%	65%	59%	51%	38%	92%	89%	81%	42%	41%	13%	14%	43%	55%	56%	59%	21%	37%	23%	42%	52%	54%	55%	41%	44%	58%	88%	17%	46%	48%	50%	54%
The free market	19%	25%	16%	20%	14%	18%	16%	18%	24%	15%	17%	20%	21%	11%	13%	6%	24%	31%	14%	32%	19%	22%	17%	18%	18%	22%	30%	23%	20%	14%	17%	23%	24%	16%	12%	26%	22%	20%	17%	18%
Capitalism	30%	46%	32%	25%	14%	19%	20%	40%	37%	25%	26%	29%	36%	11%	14%	10%	32%	51%	35%	52%	33%	31%	25%	27%	42%	33%	49%	34%	31%	23%	25%	43%	44%	26%	14%	44%	30%	31%	36%	28%
Socialism	52%	36%	54%	53%	65%	58%	61%	42%	49%	62%	60%	53%	38%	82%	83%	85%	47%	24%	40%	14%	42%	55%	59%	58%	35%	38%	4%	47%	50%	59%	58%	40%	36%	57%	82%	23%	43%	44%	52%	56%

Image: Donald Trump



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

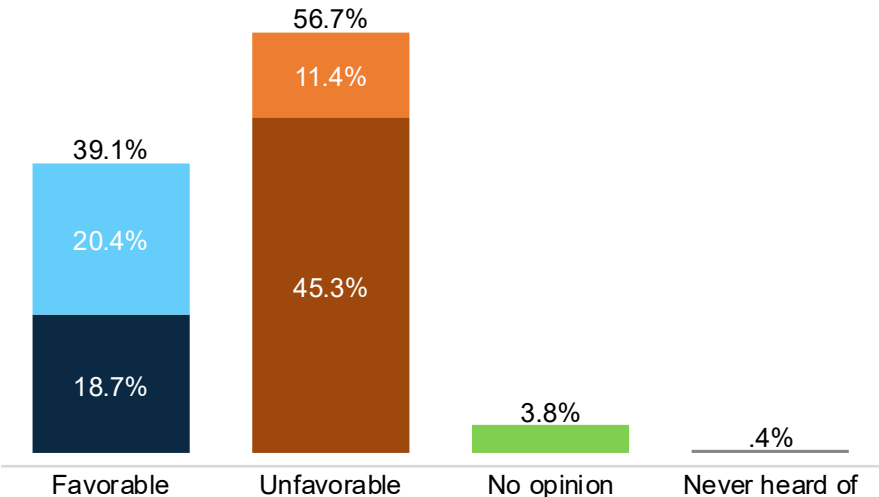
Trend: Donald Trump Image



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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-3%	-2%	-2%	-6%	-3%	-4%	-5%	-7%	5%	2%	-8%	-4%	-1%	2%	-5%	-3%	0%	0%	-11%	0%	-4%	1%	-5%	-2%	-10%	0%	3%	-4%	-4%	-6%	2%	-5%	-3%
Unfavorable Total	3%	2%	1%	6%	2%	3%	5%	7%	-5%	-3%	10%	3%	1%	-2%	4%	4%	-5%	-3%	12%	0%	3%	1%	4%	1%	10%	0%	-5%	3%	4%	8%	-5%	4%	2%
Very Favorable	-2%	0%	-2%	-7%	0%	0%	-6%	-5%	5%	-1%	-5%	-2%	-2%	-3%	-4%	5%	3%	-3%	-9%	1%	-3%	3%	-3%	-1%	-3%	-6%	0%	-3%	-2%	-6%	0%	-4%	-1%
Somewhat Favorable	-1%	-2%	1%	1%	-4%	-4%	1%	-2%	1%	2%	-3%	-2%	1%	4%	-1%	-8%	-3%	3%	-2%	-1%	-1%	-2%	-2%	-1%	-7%	6%	4%	-1%	-1%	0%	2%	-2%	-1%
Somewhat Unfavorable	0%	-2%	-1%	0%	1%	2%	-1%	1%	-4%	0%	3%	0%	-3%	-2%	1%	3%	0%	4%	0%	-1%	1%	-1%	-1%	0%	-4%	0%	0%	1%	-1%	3%	-3%	-2%	0%
Very Unfavorable	3%	4%	2%	6%	0%	1%	6%	6%	-1%	-3%	7%	3%	4%	0%	3%	1%	-5%	-7%	13%	1%	2%	2%	5%	1%	15%	0%	-5%	3%	5%	5%	-2%	7%	2%
No Opinion	0%	-1%	0%	0%	1%	1%	0%	0%	0%	2%	-2%	1%	-1%	0%	1%	-1%	4%	3%	-1%	0%	1%	-2%	1%	1%	-1%	1%	1%	1%	0%	-2%	1%	1%	0%
Never Heard Of	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	

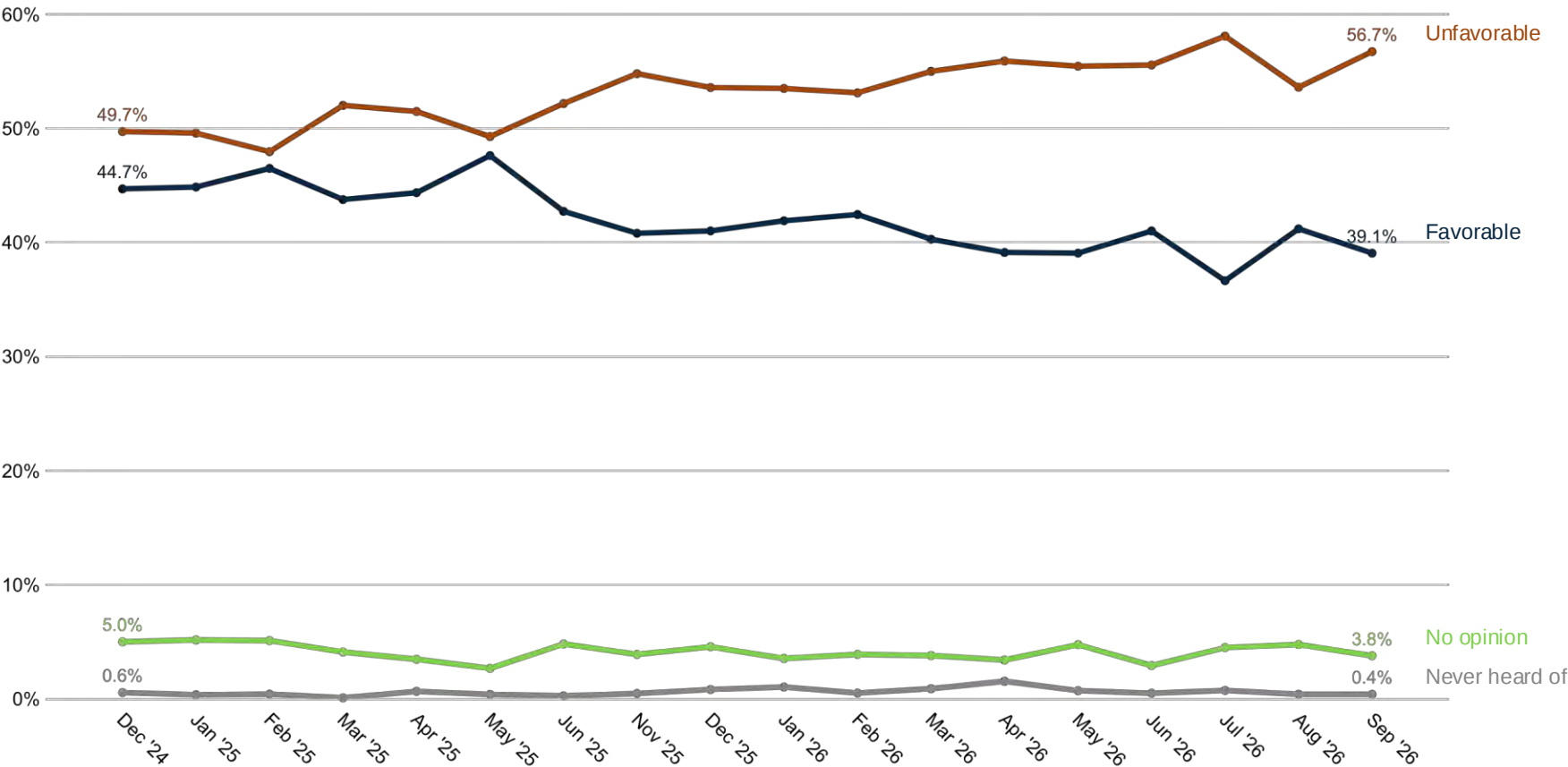
Image: Republicans in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	39%	29%	39%	40%	50%	41%	49%	36%	31%	52%	46%	37%	31%	89%	77%	52%	25%	6%	8%	3%	35%	44%	39%	44%	19%	33%	16%	37%	39%	40%	43%	31%	28%	37%	79%	5%	36%	45%	36%	40%
Unfavorable Total	57%	64%	58%	57%	47%	57%	47%	57%	66%	42%	50%	59%	66%	10%	20%	37%	66%	93%	89%	95%	60%	53%	58%	53%	73%	63%	81%	59%	57%	54%	54%	63%	66%	52%	17%	94%	54%	48%	59%	59%
Very Favorable	19%	15%	20%	16%	23%	16%	23%	20%	15%	26%	24%	18%	14%	54%	35%	14%	4%	3%	4%	1%	18%	21%	18%	22%	9%	15%	9%	19%	18%	21%	20%	16%	11%	8%	38%	3%	19%	19%	17%	19%
Somewhat Favorable	20%	14%	18%	24%	27%	24%	27%	17%	15%	26%	23%	20%	17%	35%	42%	38%	21%	2%	4%	1%	17%	23%	21%	23%	10%	17%	7%	18%	22%	19%	23%	16%	16%	29%	42%	2%	17%	26%	19%	21%
Somewhat Unfavorable	11%	13%	9%	15%	9%	12%	12%	10%	12%	11%	10%	11%	14%	6%	13%	21%	20%	10%	13%	8%	12%	9%	13%	12%	8%	13%	8%	11%	11%	12%	10%	15%	15%	25%	11%	9%	20%	15%	10%	9%
Very Unfavorable	45%	51%	48%	42%	39%	45%	35%	46%	54%	32%	40%	48%	52%	4%	8%	16%	46%	83%	76%	87%	48%	44%	45%	41%	65%	50%	73%	47%	46%	41%	44%	48%	51%	27%	6%	84%	34%	33%	49%	50%
No Opinion	4%	6%	3%	3%	2%	2%	4%	6%	3%	6%	4%	4%	3%	1%	3%	11%	9%	1%	2%	2%	5%	3%	2%	3%	8%	4%	2%	3%	3%	6%	3%	5%	5%	11%	3%	2%	10%	5%	5%	2%
Never Heard Of	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	2%	0%	0%

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

Trend: Republicans in Congress Image



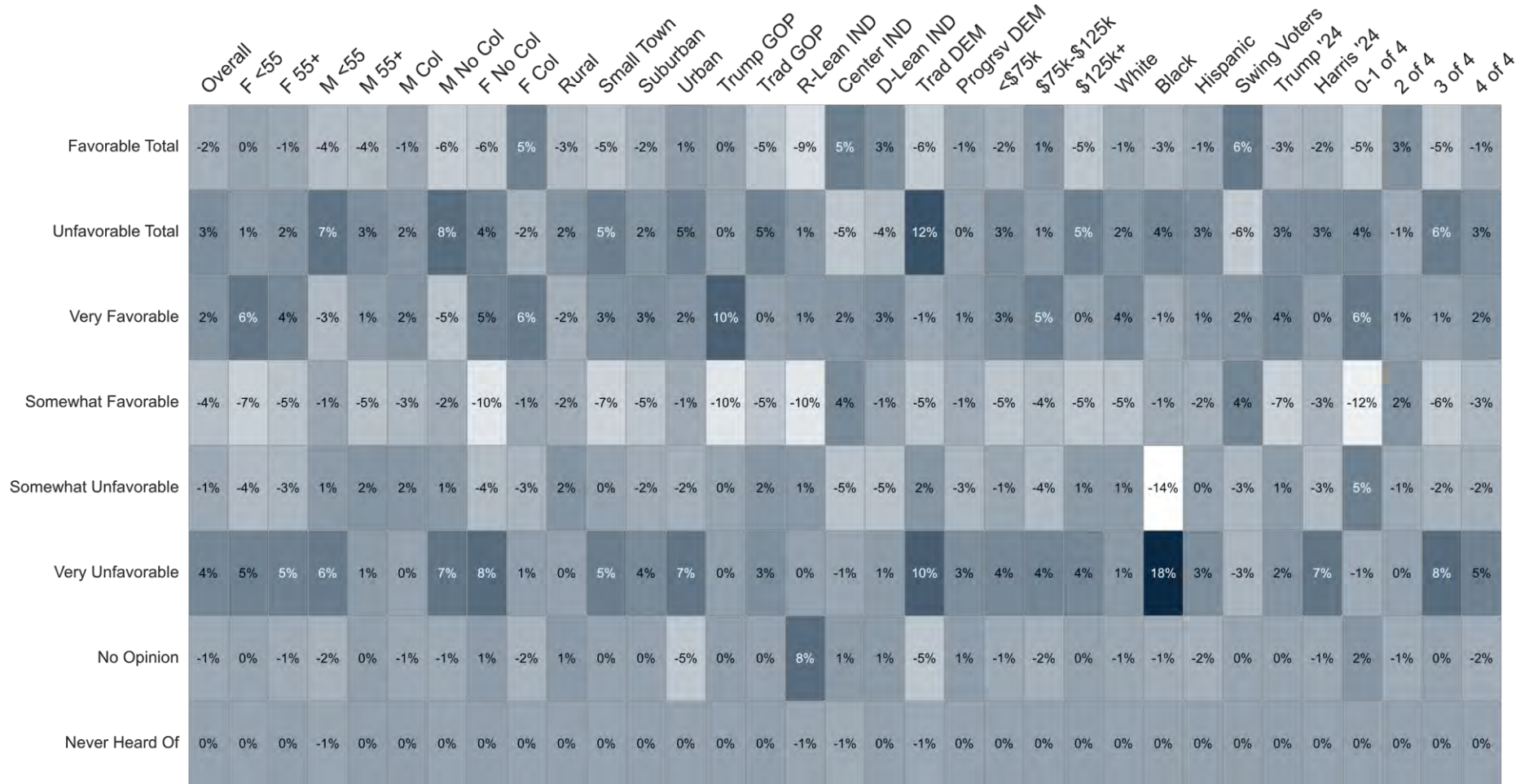
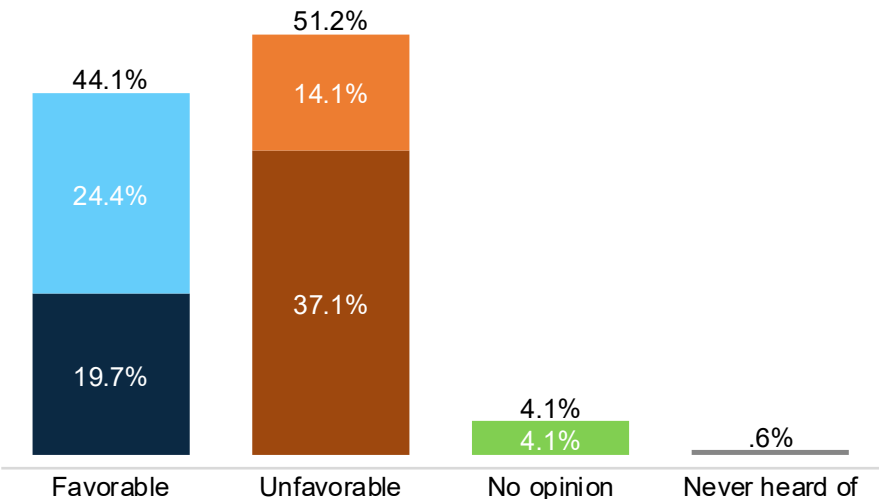


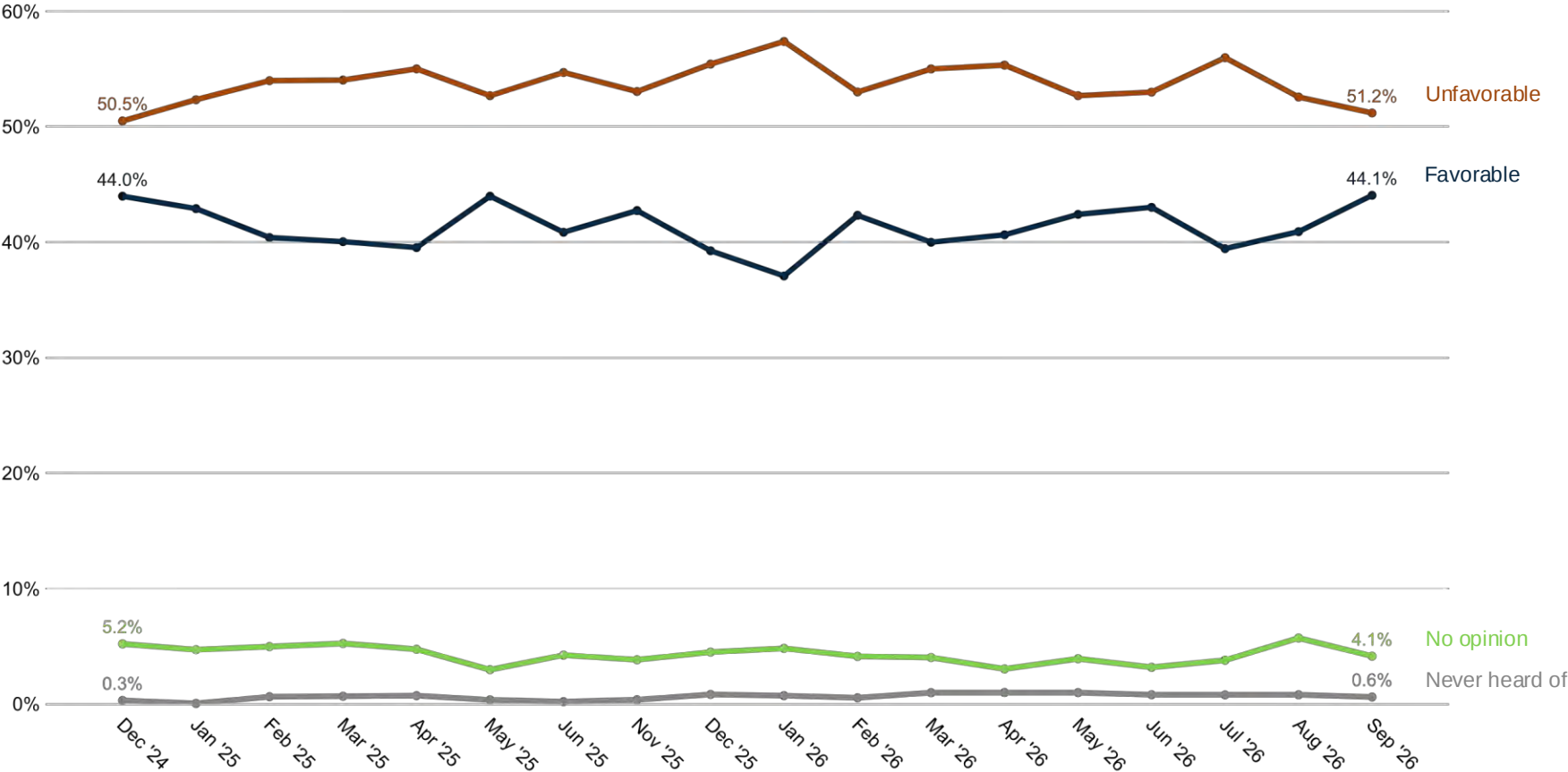
Image: Democrats in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	Priced Out Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	55%	50%	35%	34%	36%	33%	52%	53%	30%	35%	45%	57%	5%	7%	9%	47%	57%	83%	84%	50%	43%	40%	37%	71%	58%	73%	52%	44%	39%	41%	53%	50%	31%	8%	81%	44%	46%	42%	44%
Unfavorable Total	51%	39%	47%	59%	62%	61%	61%	42%	43%	65%	59%	51%	38%	92%	89%	81%	42%	41%	13%	14%	43%	55%	56%	59%	21%	37%	23%	42%	52%	54%	55%	41%	44%	58%	88%	17%	46%	48%	50%	54%
Very Favorable	20%	25%	24%	14%	14%	12%	16%	27%	21%	17%	15%	19%	26%	2%	2%	5%	13%	16%	46%	40%	27%	18%	14%	15%	39%	31%	34%	27%	19%	19%	17%	28%	23%	8%	3%	37%	18%	19%	18%	21%
Somewhat Favorable	24%	31%	25%	21%	20%	24%	17%	24%	32%	12%	20%	26%	31%	3%	5%	4%	34%	41%	37%	43%	23%	26%	26%	23%	32%	26%	39%	25%	26%	21%	24%	25%	27%	23%	5%	43%	26%	28%	25%	24%
Somewhat Unfavorable	14%	15%	12%	19%	11%	17%	13%	13%	14%	12%	12%	14%	16%	6%	19%	23%	23%	27%	7%	11%	12%	15%	16%	16%	7%	9%	15%	12%	14%	15%	14%	15%	18%	27%	14%	12%	18%	16%	17%	12%
Very Unfavorable	37%	24%	35%	40%	51%	44%	48%	30%	29%	53%	47%	37%	22%	86%	70%	58%	19%	14%	7%	3%	31%	40%	40%	43%	14%	28%	8%	30%	38%	39%	41%	26%	26%	31%	74%	5%	28%	32%	34%	42%
No Opinion	4%	5%	3%	6%	4%	3%	6%	4%	3%	4%	5%	4%	4%	3%	3%	8%	11%	2%	3%	1%	6%	2%	3%	3%	7%	6%	3%	5%	3%	6%	4%	5%	5%	10%	4%	2%	9%	4%	7%	2%
Never Heard Of	1%	1%	1%	0%	0%	0%	0%	2%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	2%	0%	0%	

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

Trend: Democrats in Congress Image

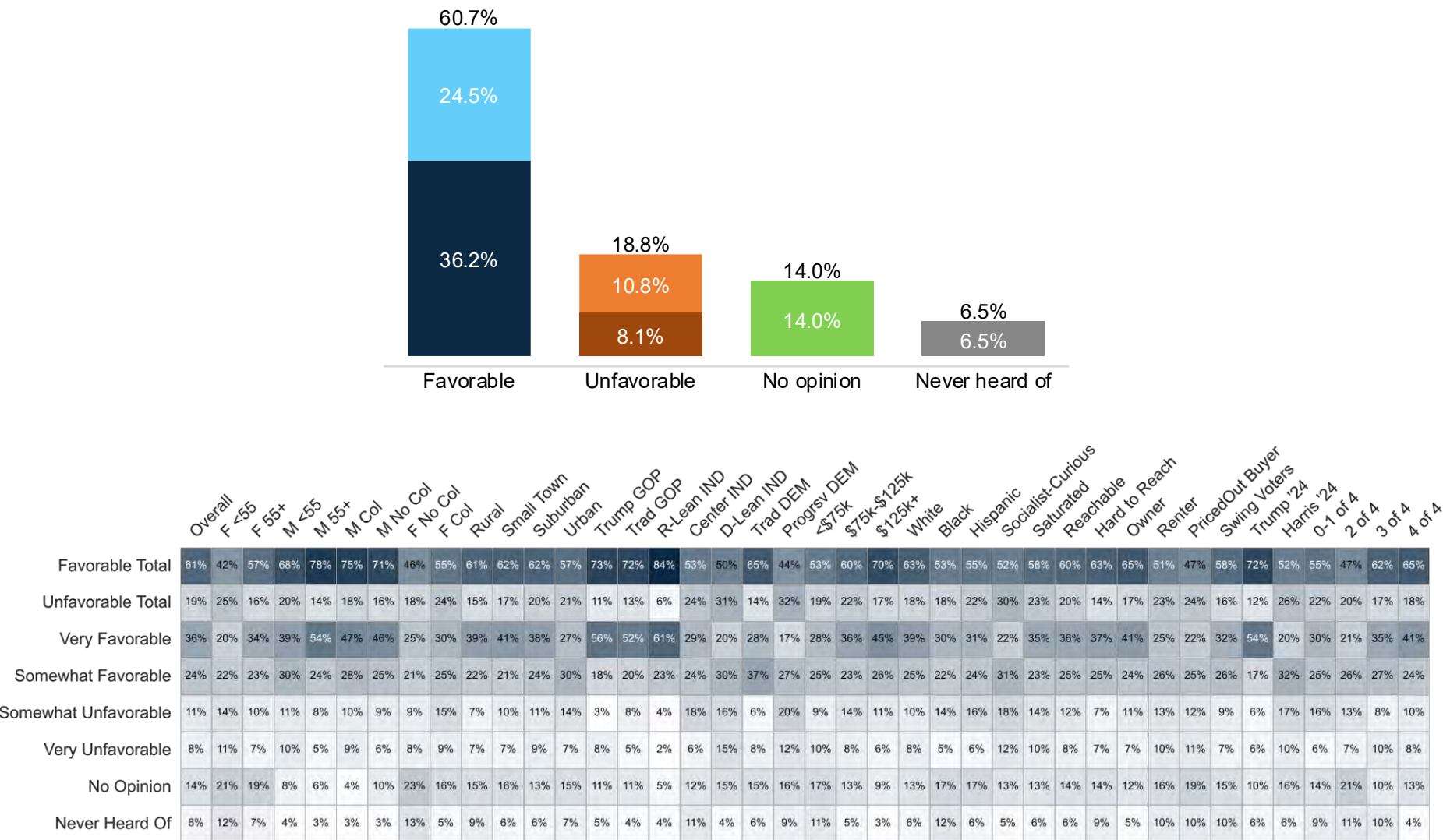


Percent Change: Democrats in Congress Image (Aug '26 to Sep '26)



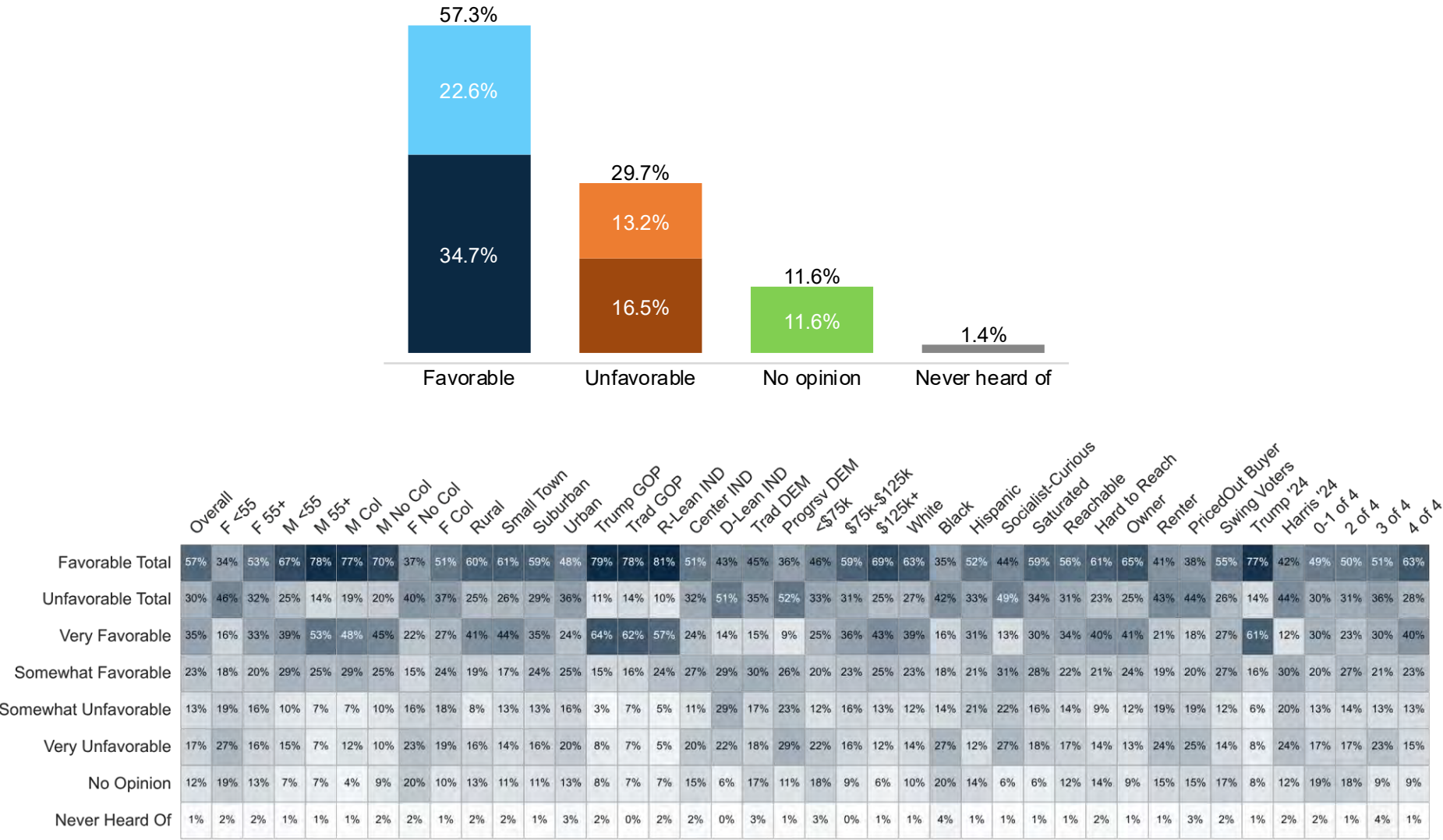
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	3%	5%	2%	2%	3%	2%	3%	4%	2%	-4%	2%	6%	1%	-3%	-3%	0%	8%	3%	2%	7%	0%	4%	6%	0%	0%	12%	2%	0%	5%	-1%	6%	5%	3%
Unfavorable Total	-1%	-1%	0%	-2%	-2%	-1%	-3%	-3%	1%	3%	-2%	-4%	3%	3%	4%	-6%	-10%	0%	0%	-3%	0%	1%	-6%	0%	2%	-4%	4%	0%	-3%	2%	1%	-8%	-1%
Very Favorable	5%	8%	5%	3%	4%	3%	5%	8%	5%	2%	3%	7%	4%	-2%	1%	3%	4%	8%	3%	16%	7%	5%	4%	4%	5%	7%	2%	1%	8%	1%	2%	4%	7%
Somewhat Favorable	-2%	-3%	-3%	-1%	-1%	-1%	-2%	-3%	-2%	-5%	-1%	-2%	-2%	0%	-4%	-3%	4%	-5%	-1%	-9%	-7%	-1%	2%	-4%	-5%	5%	0%	-2%	-3%	-2%	4%	1%	-4%
Somewhat Unfavorable	-1%	-2%	2%	-2%	-2%	-2%	-1%	2%	-2%	-1%	-2%	-2%	3%	-2%	6%	4%	-13%	3%	-2%	-2%	2%	-4%	-1%	1%	-2%	-5%	2%	1%	-3%	1%	3%	-1%	-2%
Very Unfavorable	-1%	1%	-3%	0%	0%	1%	-2%	-5%	3%	5%	-1%	-2%	0%	5%	-1%	-9%	3%	-3%	2%	-1%	-2%	5%	-4%	-1%	4%	1%	1%	-1%	-1%	1%	-3%	-7%	1%
No Opinion	-2%	-3%	-3%	0%	0%	-1%	0%	-2%	-3%	0%	0%	-1%	-4%	1%	-1%	5%	3%	-3%	-2%	-3%	0%	-5%	-1%	-1%	-2%	-6%	-4%	1%	-2%	0%	-6%	2%	-2%
Never Heard Of	0%	-1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	0%	1%	0%	-1%	0%	1%	0%	-1%	-2%	-1%	-1%	0%	-1%	0%	0%	0%

Image: The Free Market



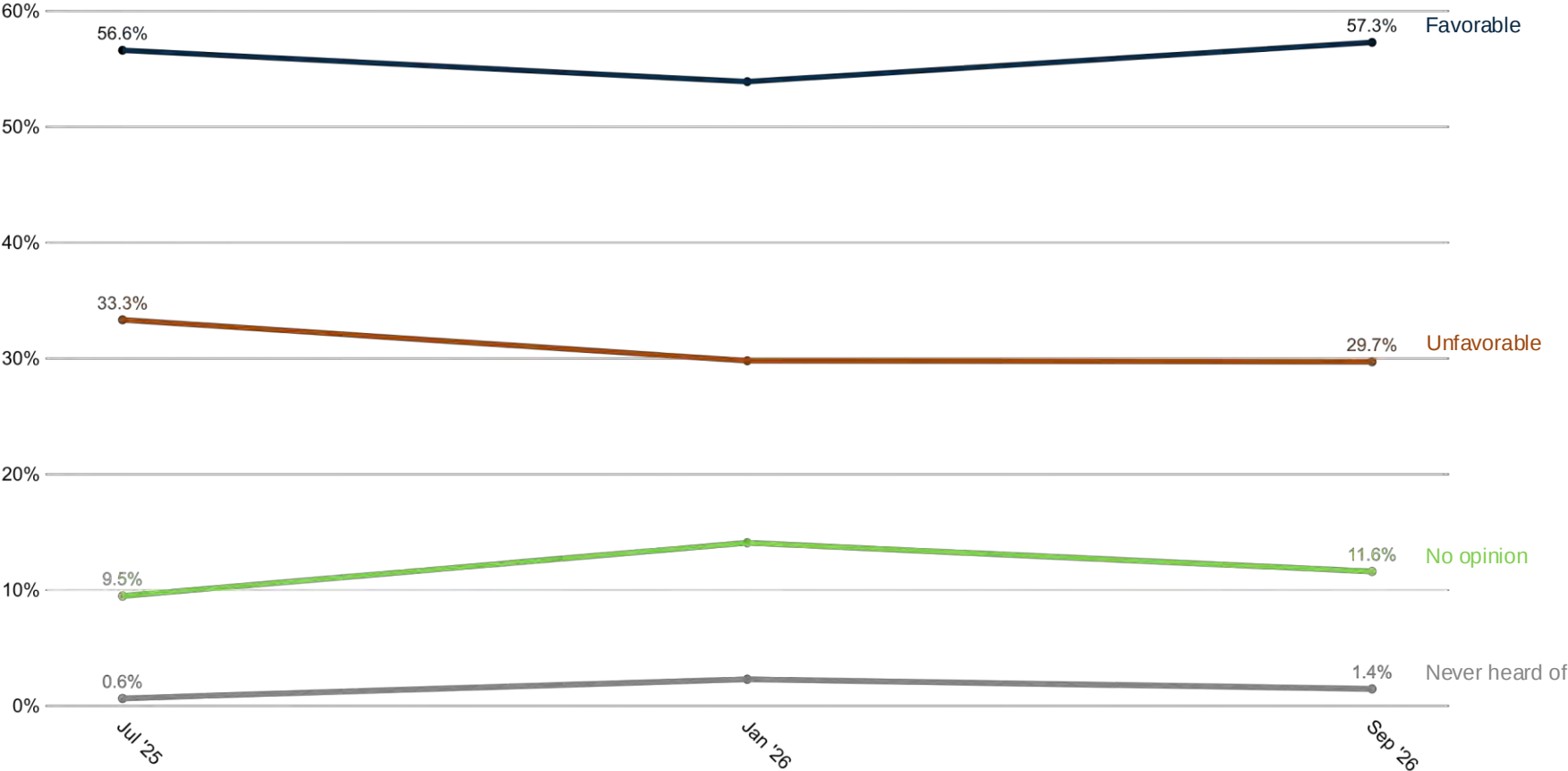
Do you have a favorable or unfavorable opinion of the free market?

Image: Capitalism



Do you have a favorable or unfavorable opinion of capitalism?

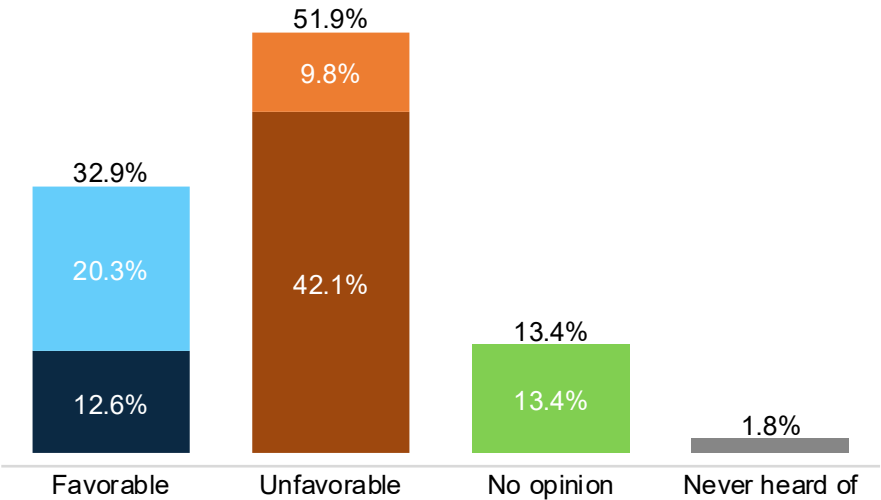
Trend: Capitalism Image



Percent Change: Capitalism Image (Jan '26 to Sep '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	3%	3%	4%	5%	1%	1%	4%	3%	4%	6%	3%	2%	3%	1%	4%	5%	-8%	13%	3%	5%	5%	9%	3%	-2%	3%
Unfavorable Total	0%	-2%	2%	0%	0%	1%	-1%	1%	-2%	-3%	0%	3%	-1%	3%	0%	-2%	12%	-4%	-3%	-2%	0%	-7%	0%	6%	0%
Very Favorable	2%	2%	4%	5%	-3%	2%	-1%	3%	3%	6%	0%	-1%	1%	-4%	5%	3%	-1%	3%	1%	4%	1%	5%	-2%	0%	2%
Somewhat Favorable	2%	2%	0%	1%	4%	-2%	6%	0%	2%	-1%	3%	3%	2%	5%	-1%	1%	-7%	9%	1%	1%	4%	5%	5%	-2%	1%
Somewhat Unfavorable	0%	-2%	4%	-2%	0%	-4%	1%	1%	1%	-3%	-1%	3%	-2%	2%	1%	-2%	2%	8%	-1%	0%	-1%	-4%	0%	1%	1%
Very Unfavorable	0%	0%	-2%	2%	-1%	5%	-2%	1%	-3%	0%	1%	0%	0%	1%	-1%	-1%	10%	-13%	-1%	-2%	1%	-4%	0%	5%	-1%
No Opinion	-2%	0%	-5%	-4%	-1%	-2%	-3%	-2%	-3%	-1%	-1%	-5%	0%	-3%	-4%	-2%	-4%	-7%	1%	-2%	-4%	0%	0%	-7%	-2%
Never Heard Of	-1%	-1%	-1%	-1%	0%	0%	-1%	-2%	0%	-1%	-1%	0%	-1%	-1%	0%	-1%	0%	-1%	-1%	-1%	0%	-2%	-3%	2%	-1%

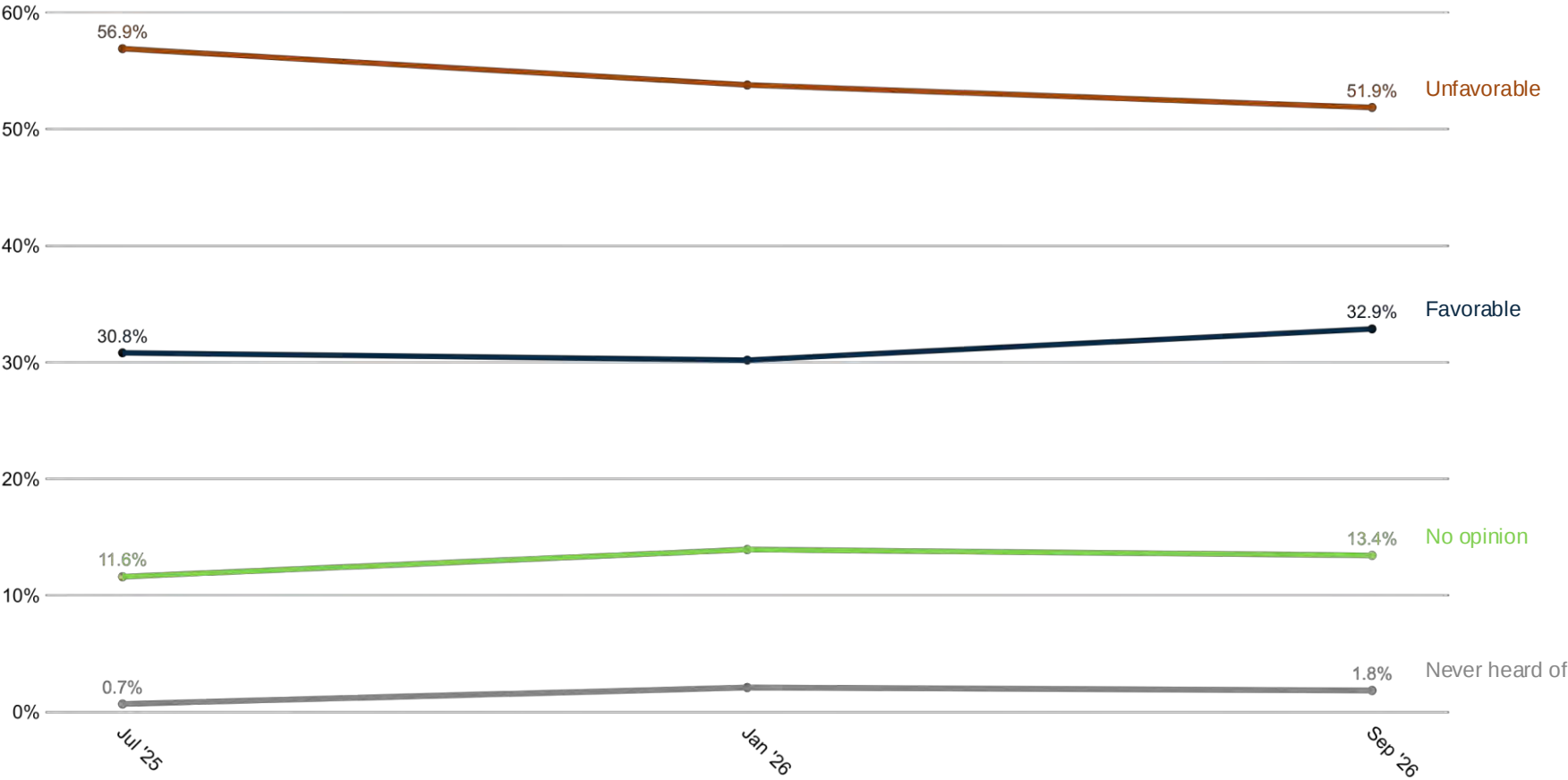
Image: Socialism



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	33%	42%	29%	36%	25%	34%	26%	32%	39%	21%	26%	33%	43%	11%	10%	5%	23%	64%	40%	68%	36%	34%	30%	30%	39%	41%	91%	45%	35%	20%	29%	43%	43%	22%	10%	57%	37%	33%	31%	32%
Unfavorable Total	52%	36%	54%	53%	65%	58%	61%	42%	49%	62%	60%	53%	38%	82%	83%	85%	47%	24%	40%	14%	42%	55%	59%	58%	35%	38%	4%	47%	50%	59%	58%	40%	36%	57%	82%	23%	43%	44%	52%	56%
Very Favorable	13%	20%	9%	16%	6%	12%	10%	13%	16%	8%	8%	14%	15%	7%	3%	3%	3%	22%	11%	31%	15%	11%	11%	19%	15%	35%	21%	13%	7%	9%	21%	21%	7%	4%	22%	13%	14%	17%	11%	
Somewhat Favorable	20%	23%	20%	19%	19%	23%	16%	19%	24%	13%	18%	19%	28%	4%	8%	2%	20%	41%	29%	38%	21%	23%	19%	19%	21%	26%	56%	24%	22%	14%	20%	22%	22%	15%	6%	35%	24%	20%	14%	21%
Somewhat Unfavorable	10%	13%	9%	11%	6%	9%	8%	9%	12%	7%	8%	10%	13%	2%	7%	1%	17%	17%	24%	7%	11%	8%	11%	10%	14%	5%	3%	13%	9%	9%	10%	12%	11%	14%	5%	14%	13%	9%	15%	8%
Very Unfavorable	42%	23%	46%	42%	59%	49%	53%	33%	37%	55%	52%	43%	25%	80%	76%	84%	30%	7%	16%	7%	31%	47%	48%	48%	21%	32%	1%	33%	41%	50%	49%	29%	25%	43%	78%	9%	30%	35%	38%	48%
No Opinion	13%	17%	15%	10%	10%	8%	12%	22%	9%	15%	13%	12%	16%	6%	6%	8%	25%	12%	18%	15%	19%	10%	10%	11%	22%	20%	4%	5%	14%	18%	12%	14%	17%	17%	7%	18%	17%	18%	16%	11%
Never Heard Of	2%	4%	2%	1%	0%	0%	1%	4%	2%	2%	1%	2%	3%	1%	1%	2%	4%	0%	1%	3%	3%	2%	1%	1%	3%	1%	1%	3%	1%	3%	1%	2%	4%	3%	1%	2%	3%	5%	1%	1%

Do you have a favorable or unfavorable opinion of socialism?

Trend: Socialism Image

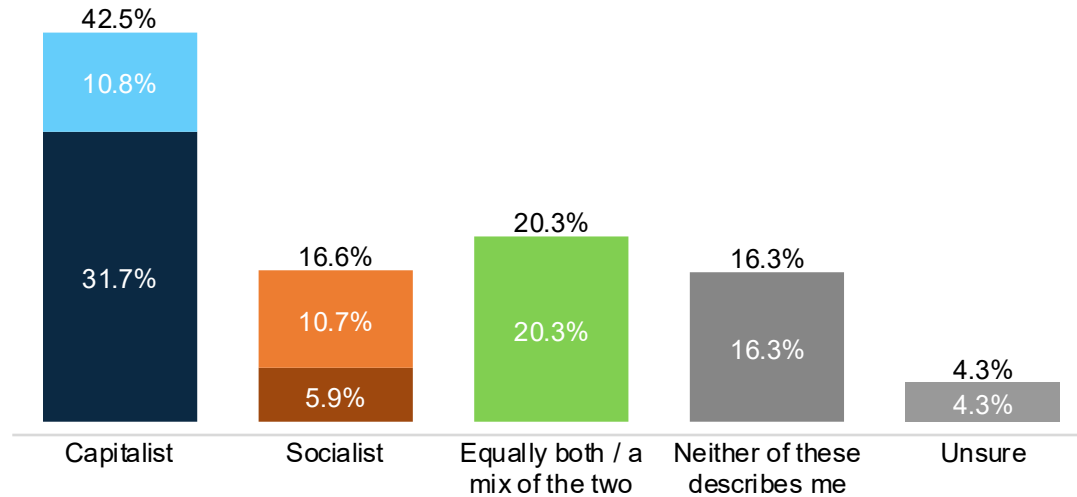


Percent Change: Socialism Image (Jan '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	3%	1%	2%	3%	5%	4%	3%	5%	-3%	-3%	3%	5%	4%	6%	1%	1%	-3%	15%	-4%	2%	5%	4%	6%	2%	1%
Unfavorable Total	-2%	-2%	0%	-2%	-4%	-3%	-3%	-7%	5%	1%	-2%	-4%	-4%	-6%	1%	-1%	1%	-12%	1%	-1%	-3%	1%	-6%	-4%	-1%
Very Favorable	2%	2%	1%	2%	2%	3%	0%	4%	-1%	2%	3%	-2%	2%	1%	3%	1%	4%	3%	-2%	1%	3%	-1%	3%	6%	1%
Somewhat Favorable	1%	-1%	1%	1%	3%	1%	3%	2%	-2%	-5%	0%	7%	2%	5%	-1%	1%	-8%	12%	-2%	2%	1%	5%	3%	-4%	0%
Somewhat Unfavorable	-1%	1%	0%	-4%	0%	-2%	-2%	-1%	2%	-2%	-1%	1%	0%	-3%	0%	0%	-1%	-9%	-4%	-2%	0%	-1%	-3%	2%	-1%
Very Unfavorable	-1%	-3%	1%	2%	-4%	-1%	-1%	-6%	4%	3%	-1%	-5%	-4%	-3%	1%	-1%	2%	-3%	5%	1%	-3%	1%	-3%	-6%	0%
No Opinion	0%	1%	-2%	0%	-1%	-1%	1%	2%	-4%	2%	-1%	-1%	2%	-1%	-2%	-1%	5%	-1%	2%	-1%	0%	-4%	0%	4%	0%
Never Heard Of	0%	0%	0%	-1%	-1%	0%	-1%	-1%	2%	0%	0%	0%	-1%	1%	-1%	0%	-2%	-2%	1%	0%	-1%	-1%	1%	-2%	0%

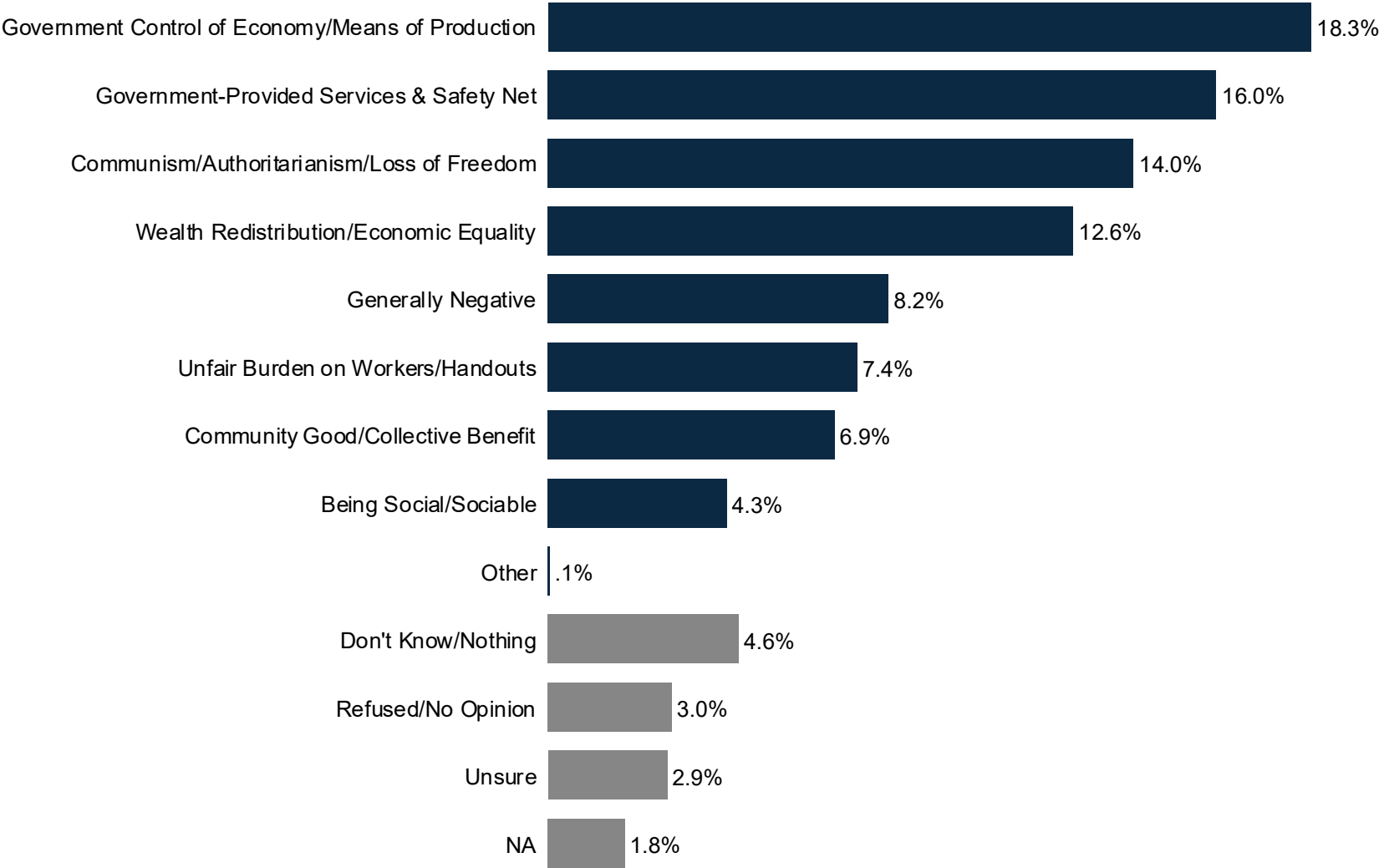
Economic System Self-ID



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Capitalist	43%	22%	41%	47%	62%	58%	52%	25%	39%	50%	51%	45%	27%	76%	73%	75%	35%	16%	25%	9%	29%	45%	53%	48%	17%	35%	8%	37%	42%	48%	50%	24%	23%	43%	72%	16%	33%	33%	41%	48%
Socialist	17%	29%	14%	17%	5%	11%	11%	21%	22%	12%	11%	17%	23%	5%	3%	4%	9%	29%	12%	41%	21%	18%	13%	15%	26%	18%	46%	26%	17%	11%	11%	30%	36%	10%	4%	28%	22%	16%	20%	14%
A capitalist	32%	14%	33%	33%	49%	45%	38%	19%	28%	39%	40%	33%	18%	65%	64%	59%	20%	6%	7%	3%	20%	35%	40%	37%	6%	26%	2%	24%	32%	37%	38%	17%	17%	29%	61%	5%	22%	21%	30%	37%
More capitalist than socialist	11%	8%	8%	14%	13%	14%	13%	6%	11%	11%	10%	12%	8%	11%	9%	16%	15%	10%	18%	6%	9%	10%	14%	11%	11%	9%	6%	13%	10%	12%	13%	7%	6%	14%	11%	11%	11%	12%	11%	10%
Equally both / a mix of the two	20%	24%	19%	21%	17%	20%	18%	21%	22%	18%	15%	20%	26%	5%	10%	6%	29%	35%	35%	31%	20%	21%	20%	19%	27%	24%	34%	21%	22%	16%	20%	21%	20%	23%	8%	33%	23%	23%	17%	19%
More socialist than capitalist	11%	18%	11%	10%	4%	6%	7%	13%	15%	8%	7%	11%	14%	4%	3%	2%	8%	16%	5%	28%	11%	11%	10%	10%	19%	10%	30%	16%	11%	7%	7%	19%	22%	7%	4%	18%	16%	9%	10%	10%
A socialist	6%	12%	3%	8%	1%	5%	4%	8%	7%	4%	4%	6%	8%	1%	1%	2%	2%	12%	7%	13%	9%	6%	3%	5%	7%	8%	16%	10%	6%	4%	3%	12%	14%	3%	1%	11%	6%	7%	9%	4%
Neither of these describes me	16%	19%	21%	11%	13%	9%	15%	25%	15%	15%	19%	15%	18%	9%	11%	14%	24%	17%	22%	15%	22%	14%	12%	14%	22%	22%	10%	14%	15%	21%	15%	19%	16%	20%	11%	18%	17%	19%	20%	15%
Unsure	4%	6%	5%	3%	3%	2%	4%	8%	2%	5%	5%	3%	6%	4%	3%	1%	3%	3%	6%	4%	8%	3%	2%	4%	8%	3%	2%	2%	5%	4%	3%	5%	5%	4%	4%	4%	4%	9%	3%	4%

When it comes to the economy, which of the follow most closely describes you?

Socialism Definition Unaided



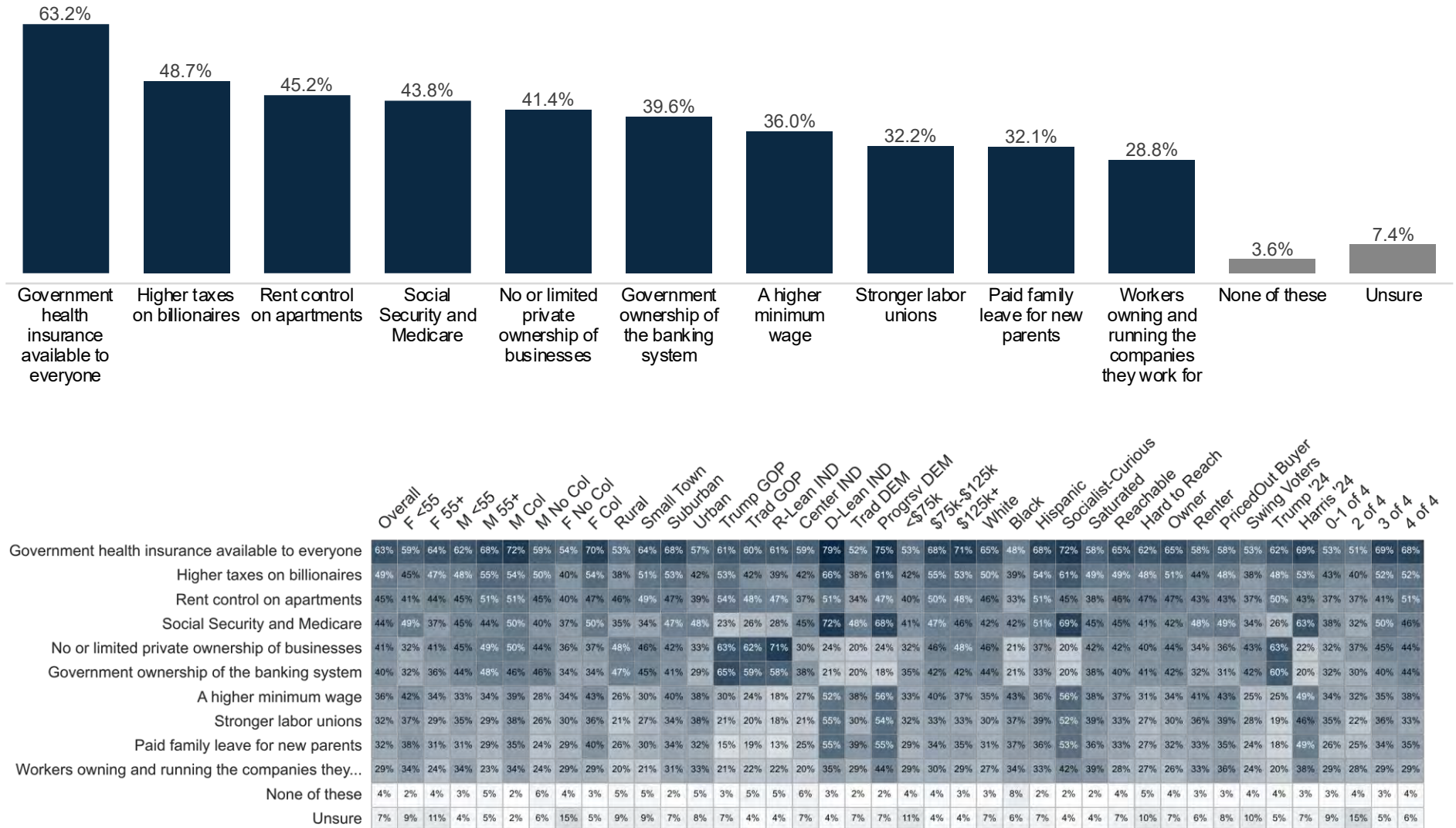
In your own words, what does “socialism” mean to you?

Socialism Definition Unaided

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist	Saturated	Curious	Reachable	Hard to Reach	Owner	Renter	Priced Out	Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Government Control of Economy/Means of Production	18%	18%	16%	23%	16%	24%	15%	16%	19%	18%	16%	18%	22%	23%	18%	25%	15%	13%	16%	18%	15%	20%	22%	19%	12%	20%	15%	21%	18%	17%	18%	17%	18%	19%	19%	18%	19%	17%	19%	18%		
Government-Provided Services & Safety Net	16%	16%	17%	16%	15%	17%	14%	11%	23%	7%	14%	18%	18%	2%	3%	3%	20%	37%	25%	30%	14%	19%	17%	16%	13%	17%	32%	14%	18%	12%	16%	17%	16%	12%	5%	27%	11%	12%	13%	19%		
Communism/Authoritarianism/Loss of Freedom	14%	6%	16%	10%	23%	15%	20%	12%	11%	16%	18%	14%	9%	29%	25%	34%	9%	1%	3%	2%	12%	14%	16%	15%	8%	12%	1%	10%	14%	17%	17%	8%	6%	12%	27%	2%	8%	13%	15%	16%		
Wealth Redistribution/Economic Equality	13%	15%	12%	12%	12%	13%	10%	13%	14%	10%	13%	13%	12%	5%	7%	5%	15%	20%	12%	22%	13%	14%	12%	12%	12%	17%	20%	16%	13%	10%	12%	14%	16%	12%	6%	19%	11%	13%	18%	12%		
Generally Negative	8%	5%	8%	11%	9%	9%	12%	7%	6%	12%	12%	8%	5%	14%	15%	12%	9%	9%	2%	2%	8%	7%	9%	9%	4%	7%	2%	4%	8%	9%	9%	6%	6%	8%	14%	3%	6%	7%	7%	9%		
Unfair Burden on Workers/Handouts	7%	4%	8%	8%	10%	8%	10%	6%	7%	10%	8%	8%	4%	16%	14%	13%	4%	3%	3%	0%	5%	9%	8%	9%	1%	6%	1%	4%	7%	10%	9%	6%	4%	8%	14%	1%	4%	4%	6%	9%		
Community Good/Collective Benefit	7%	7%	9%	7%	5%	5%	7%	7%	10%	5%	5%	6%	11%	2%	4%	1%	3%	6%	11%	13%	8%	7%	6%	6%	10%	11%	11%	10%	6%	8%	7%	7%	8%	5%	3%	12%	6%	9%	5%	7%		
Being Social/Sociable	4%	9%	2%	5%	1%	2%	4%	8%	3%	6%	4%	4%	5%	2%	4%	4%	7%	2%	5%	4%	7%	3%	3%	3%	16%	2%	7%	12%	4%	2%	3%	8%	10%	8%	3%	5%	12%	5%	4%	2%		
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
Don't Know/Nothing	5%	7%	4%	3%	3%	3%	3%	8%	3%	9%	4%	4%	4%	2%	3%	2%	8%	3%	10%	4%	9%	2%	2%	4%	10%	2%	5%	6%	5%	4%	3%	8%	5%	6%	3%	5%	10%	7%	6%	3%		
Refused/No Opinion	3%	3%	4%	2%	3%	2%	3%	4%	3%	4%	3%	2%	4%	1%	3%	0%	7%	2%	4%	2%	4%	2%	1%	2%	7%	2%	2%	2%	3%	5%	3%	4%	4%	4%	2%	3%	4%	5%	4%	2%		
Unsure	3%	6%	3%	1%	1%	1%	2%	7%	2%	3%	2%	3%	3%	4%	2%	2%	2%	0%	5%	2%	4%	2%	2%	3%	4%	2%	1%	2%	3%	2%	2%	4%	4%	3%	3%	3%	4%	7%	2%	2%		
NA	2%	3%	1%	2%	1%	2%	1%	3%	1%	1%	2%	2%	2%	0%	2%	0%	2%	4%	4%	1%	2%	1%	2%	2%	3%	2%	2%	1%	1%	3%	1%	3%	2%	4%	1%	2%	5%	2%	2%	1%		

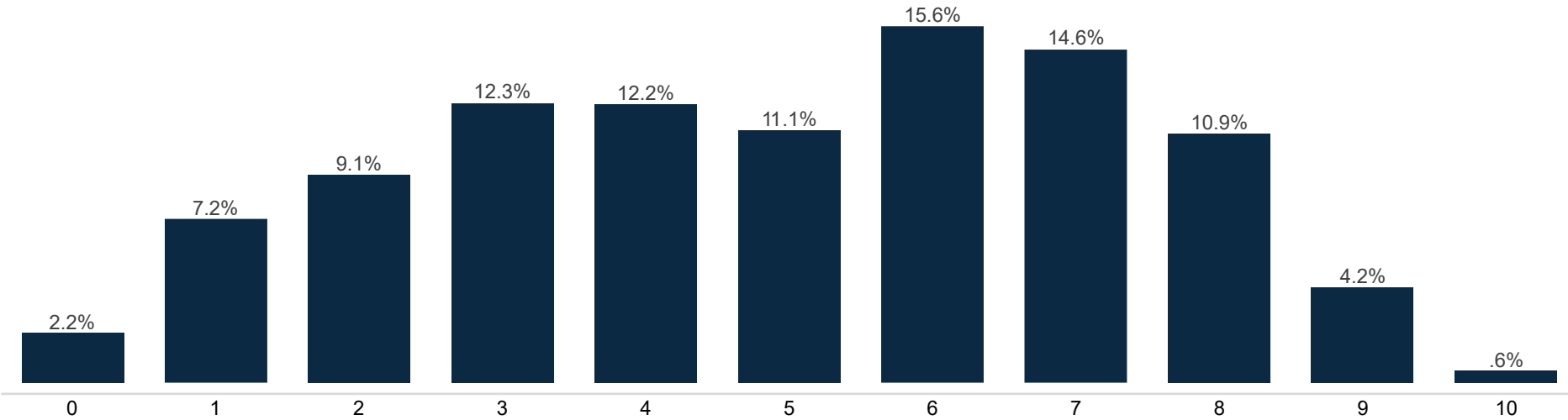
In your own words, what does "socialism" mean to you?

Socialism Definition Aided



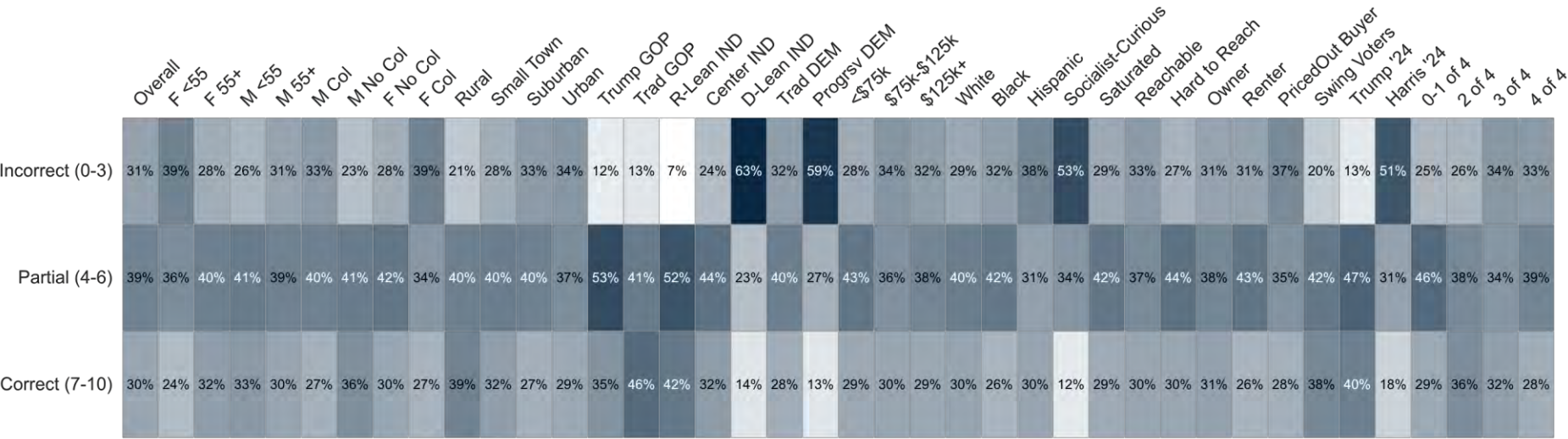
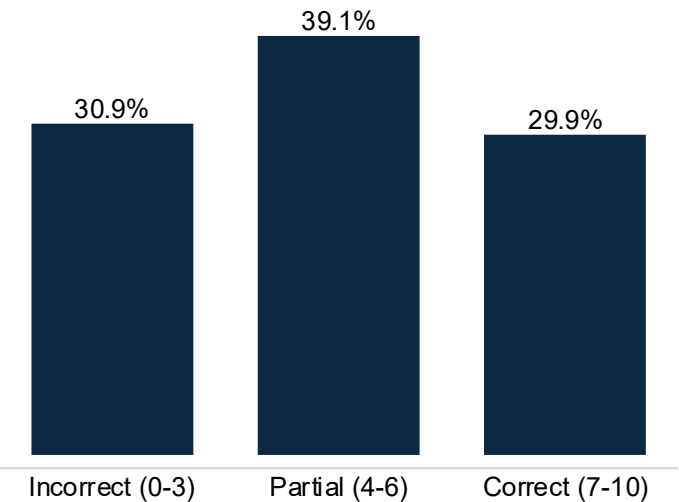
As you understand it, which of the following are part of socialism? Select all that apply.

Socialism Knowledge Index

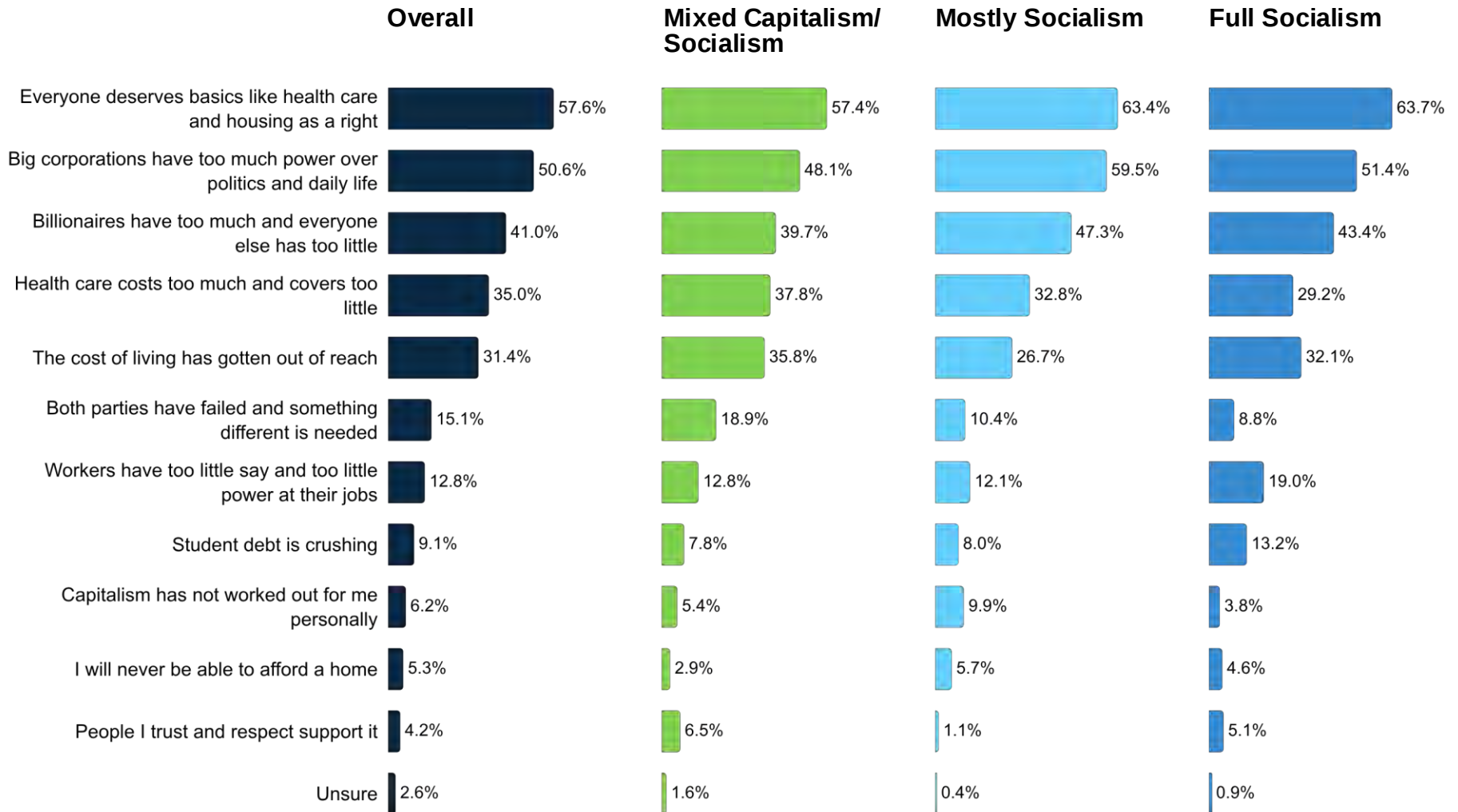


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
0	2%	3%	2%	2%	2%	3%	1%	2%	3%	2%	3%	2%	4%	0%	0%	0%	1%	6%	2%	5%	3%	2%	2%	2%	2%	1%	5%	0%	3%	2%	2%	3%	3%	1%	0%	4%	2%	1%	3%	2%
1	7%	6%	10%	7%	5%	8%	5%	6%	10%	4%	7%	8%	8%	0%	1%	0%	3%	17%	6%	19%	5%	8%	9%	6%	8%	15%	15%	6%	8%	6%	7%	7%	9%	3%	0%	15%	5%	8%	8%	8%
2	9%	12%	8%	9%	7%	10%	7%	8%	12%	5%	6%	11%	9%	1%	3%	2%	5%	23%	12%	18%	7%	11%	11%	9%	9%	11%	17%	7%	11%	5%	9%	10%	13%	7%	3%	15%	11%	4%	11%	9%
3	12%	18%	9%	7%	15%	12%	10%	12%	14%	11%	12%	12%	14%	11%	9%	4%	15%	17%	11%	16%	14%	14%	10%	13%	13%	12%	17%	16%	11%	13%	13%	11%	12%	9%	10%	16%	8%	13%	12%	14%
4	12%	8%	15%	14%	12%	13%	14%	10%	13%	9%	11%	14%	10%	13%	10%	10%	18%	10%	14%	12%	11%	12%	14%	12%	10%	15%	14%	12%	12%	14%	12%	13%	10%	11%	12%	13%	12%	9%	11%	13%
5	11%	12%	12%	10%	11%	11%	10%	13%	10%	12%	11%	11%	11%	18%	12%	8%	10%	7%	12%	8%	11%	11%	11%	12%	11%	6%	11%	13%	11%	9%	11%	11%	9%	12%	14%	9%	12%	13%	10%	11%
6	16%	16%	14%	17%	16%	16%	18%	19%	11%	19%	18%	14%	15%	22%	19%	33%	15%	7%	15%	7%	20%	13%	13%	16%	20%	9%	10%	17%	14%	20%	15%	19%	16%	19%	21%	9%	22%	15%	13%	14%
7	15%	10%	17%	15%	16%	12%	19%	15%	12%	16%	16%	14%	15%	16%	22%	21%	17%	5%	16%	7%	15%	16%	12%	14%	18%	16%	8%	12%	14%	18%	16%	13%	10%	17%	19%	9%	15%	15%	14%	14%
8	11%	11%	11%	13%	9%	11%	10%	11%	11%	17%	10%	10%	10%	13%	17%	14%	11%	5%	10%	4%	10%	10%	12%	12%	7%	11%	4%	14%	11%	9%	11%	10%	12%	16%	14%	7%	12%	15%	13%	9%
9	4%	3%	4%	6%	5%	4%	7%	3%	3%	6%	5%	4%	4%	6%	6%	7%	4%	4%	2%	2%	4%	4%	5%	5%	1%	3%	1%	2%	5%	4%	4%	3%	5%	5%	6%	2%	3%	6%	5%	4%
10	1%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	0%	2%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%

Socialism Knowledge Index



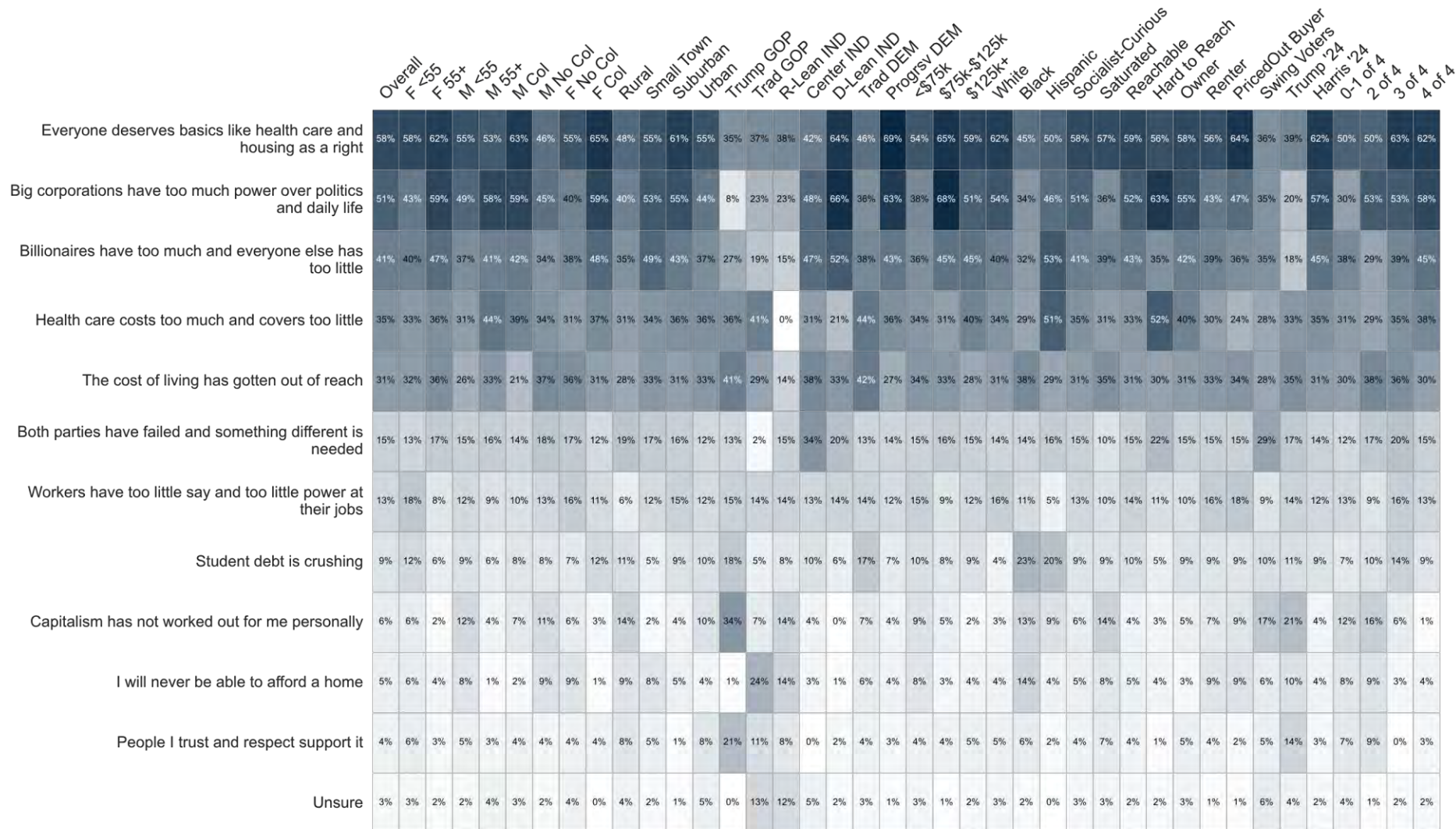
What Draws You to Socialism



Which of the following best explain why socialism appeals to you? Select up to three.

*Served only to socialist or socialist-favorable respondents

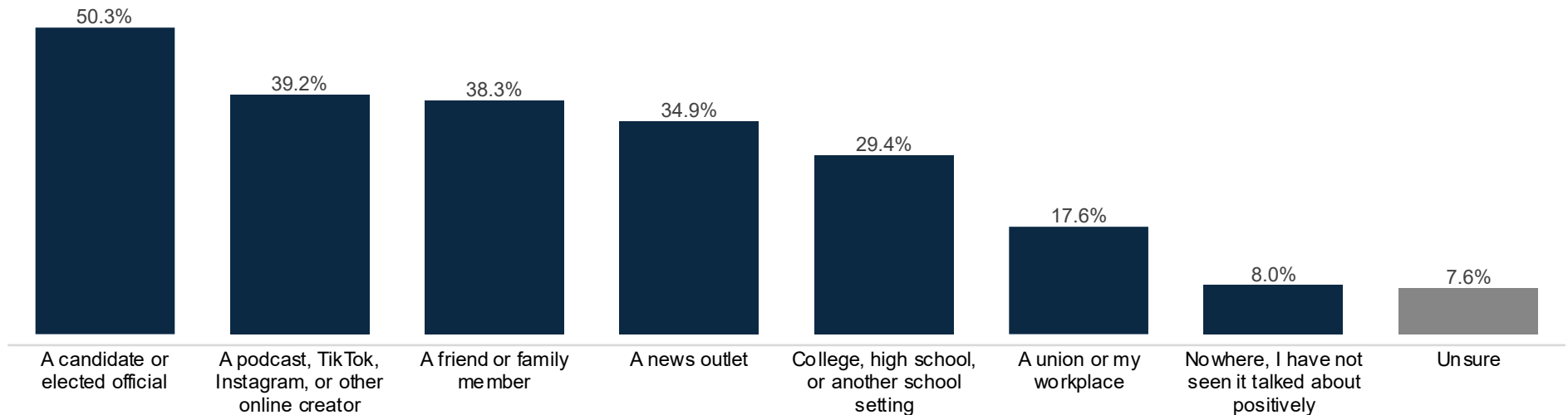
What Draws You to Socialism



Which of the following best explain why socialism appeals to you? Select up to three.

*Served only to socialist or socialist-favorable respondents

Where You Encountered Socialism



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A candidate or elected official	50%	52%	49%	53%	45%	53%	45%	40%	62%	44%	56%	53%	44%	43%	39%	26%	37%	62%	34%	60%	45%	55%	54%	52%	40%	54%	50%	49%	53%	41%	53%	47%	54%	34%	37%	54%	39%	42%	57%	55%
A podcast, TikTok, Instagram, or other online creator	39%	56%	23%	41%	26%	40%	30%	41%	43%	35%	44%	40%	37%	40%	44%	14%	29%	55%	27%	42%	38%	44%	40%	41%	40%	42%	39%	60%	36%	28%	36%	45%	46%	42%	44%	40%	39%	43%	49%	37%
A friend or family member	38%	39%	34%	43%	36%	51%	27%	36%	38%	30%	43%	36%	43%	36%	33%	43%	20%	44%	36%	43%	35%	41%	41%	43%	27%	34%	38%	39%	38%	39%	40%	38%	38%	32%	35%	39%	41%	30%	43%	39%
A news outlet	35%	32%	38%	33%	38%	43%	26%	34%	35%	29%	38%	36%	34%	25%	22%	15%	39%	40%	29%	39%	31%	37%	38%	40%	30%	21%	35%	39%	35%	30%	37%	32%	31%	31%	23%	37%	29%	29%	36%	38%
College, high school, or another school setting	29%	37%	12%	37%	27%	43%	21%	23%	31%	23%	25%	29%	33%	20%	46%	15%	31%	28%	16%	34%	25%	30%	35%	27%	23%	48%	29%	31%	29%	31%	27%	33%	34%	29%	31%	29%	39%	21%	33%	26%
A union or my workplace	18%	18%	9%	28%	14%	27%	17%	15%	14%	21%	15%	17%	19%	11%	18%	43%	20%	23%	16%	18%	17%	16%	20%	17%	20%	18%	18%	25%	16%	17%	18%	18%	16%	20%	14%	18%	19%	16%	26%	16%
Nowhere, I have not seen it talked about positively	8%	4%	14%	2%	15%	7%	9%	10%	7%	12%	12%	7%	8%	9%	8%	8%	9%	3%	16%	6%	7%	8%	6%	8%	7%	12%	8%	4%	8%	11%	9%	6%	3%	10%	7%	8%	5%	8%	6%	10%
Unsure	8%	6%	10%	6%	9%	3%	11%	8%	8%	4%	6%	7%	11%	0%	11%	12%	6%	6%	6%	8%	9%	6%	6%	8%	7%	2%	8%	4%	8%	9%	8%	7%	8%	9%	5%	8%	5%	8%	6%	9%

Where, if anywhere, have you seen socialism or democratic socialism talked about in a positive way? Select all that apply.

*Served only to socialist or socialist-favorable respondents

Political Emotion (1 of 2)



STRATEGIC ANALYSIS

Anger is the plurality emotion at 35%, followed by Disgust at 19% and Fear at 11%. Positive emotions combined reach 5%: Joy 3%, Trust 2%, Love under 1%. One in twenty voters volunteers a positive word for American politics.

The convergence is the finding. Anger ranges from 31% to 41% across all seven partisan types, and Disgust from 11% to 26%. There is no partisan type whose modal emotional response is anything but negative, including Trump Republicans, whose party holds the presidency, the House and the Senate. Winning has not produced satisfaction. Where the types diverge is the target, not the feeling. Corruption and self-dealing is named by 24% of lean-left Independents and 21% of progressive Democrats against 9% of Republicans of either type. Division and polarization runs the opposite way, 25% of lean-right Independents and 17% of Trump Republicans against 6% of traditional Democrats. Trump and his administration draws 18% to 21% on the left and 4% to 9% among Republicans. Same emotion, different villain.

Twenty-two percent answered with a bare emotion word and named no target at all: frustrated, disgusted, broken, terrible, sad. That share is highest among traditional Democrats (30%) and traditional Republicans (23%). Free-floating negative affect with nothing attached to it is the most persuadable emotional state in this file, because the voter has not yet assigned it a cause.

IN THEIR OWN WORDS

"Broken. The system is broken and the elites keep getting more rich. We need term limits and reform on funding sources."

— Independent, Somewhat conservative, Female, 30 - 44, Graduate degree or further

"Corrupted. The current state of politics in America is the politicians in Washington are out for themselves."

— Independent, Moderate, Male, 65+, Four-year undergraduate or Bachelor's Degree

"Non functional. Republicans need to get on the same page with a strong hopeful message"

— Mostly Republican, Somewhat conservative, Male, 65+, Four-year undergraduate or Bachelor's Degree

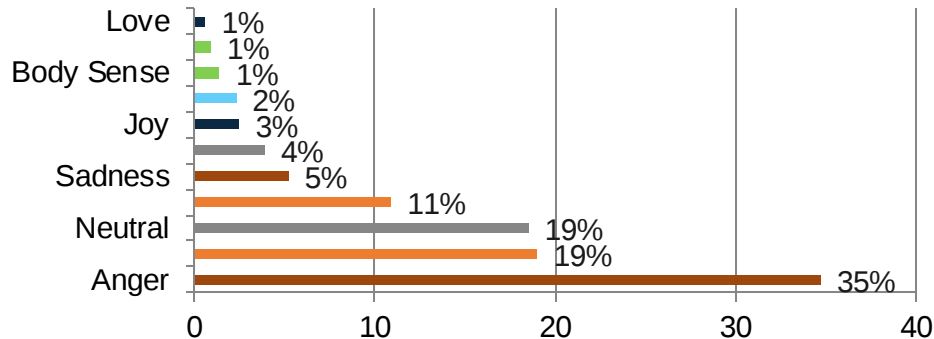
"They are all for themselves.. they don't care about the people only themselves"

— Strongly Democratic, Moderate, Female, 45 - 54, High school diploma/GED

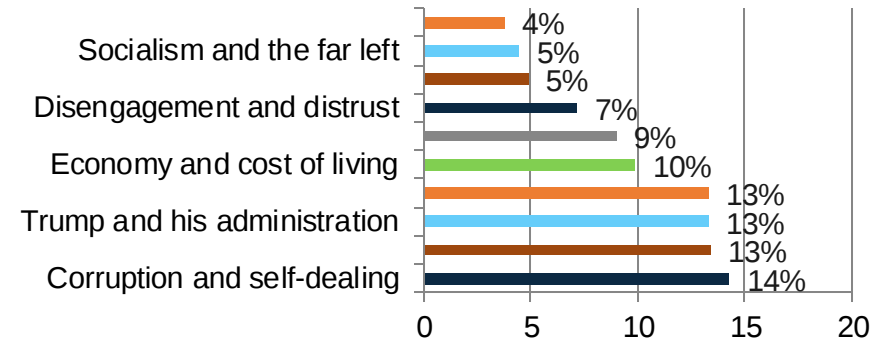
When you think about politics in America right now, what is the first word that describes how you feel, and why do you feel that way?

Political Emotion (2 of 2)

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Anger: Frustration, Contempt, Indignation

Disgust: Moral Disgust, Revulsion

Fear: Anxiety, Terror, Panic

Sadness: Melancholy, Disappointment

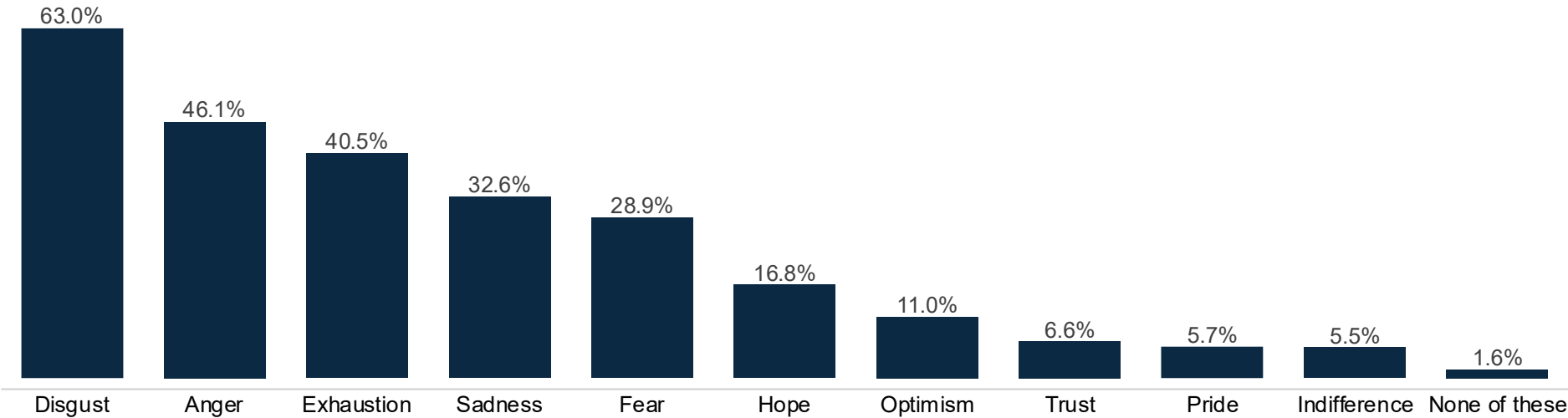
Void: Disillusionment, Hopelessness

WHAT THIS MEANS

Within Anger the secondaries run Frustration (62% of coded cases), Contempt (18%) and Indignation (10%). Within Disgust, Moral Disgust (67%) and Revulsion (36%). Within Fear, Anxiety (61%) and Terror (29%). The dominant texture is frustration at blocked outcomes and moral revulsion at self-dealing, not partisan hatred. A message that validates the anger and then names one specific, credible target beats a message that argues about which side is worse. The movable pool is the 22% with unattached anger plus the 18% coded Neutral. Campaigns competing to sound angriest are fighting over voters who are already angry at them.

When you think about politics in America right now, what is the first word that describes how you feel, and why do you feel that way?

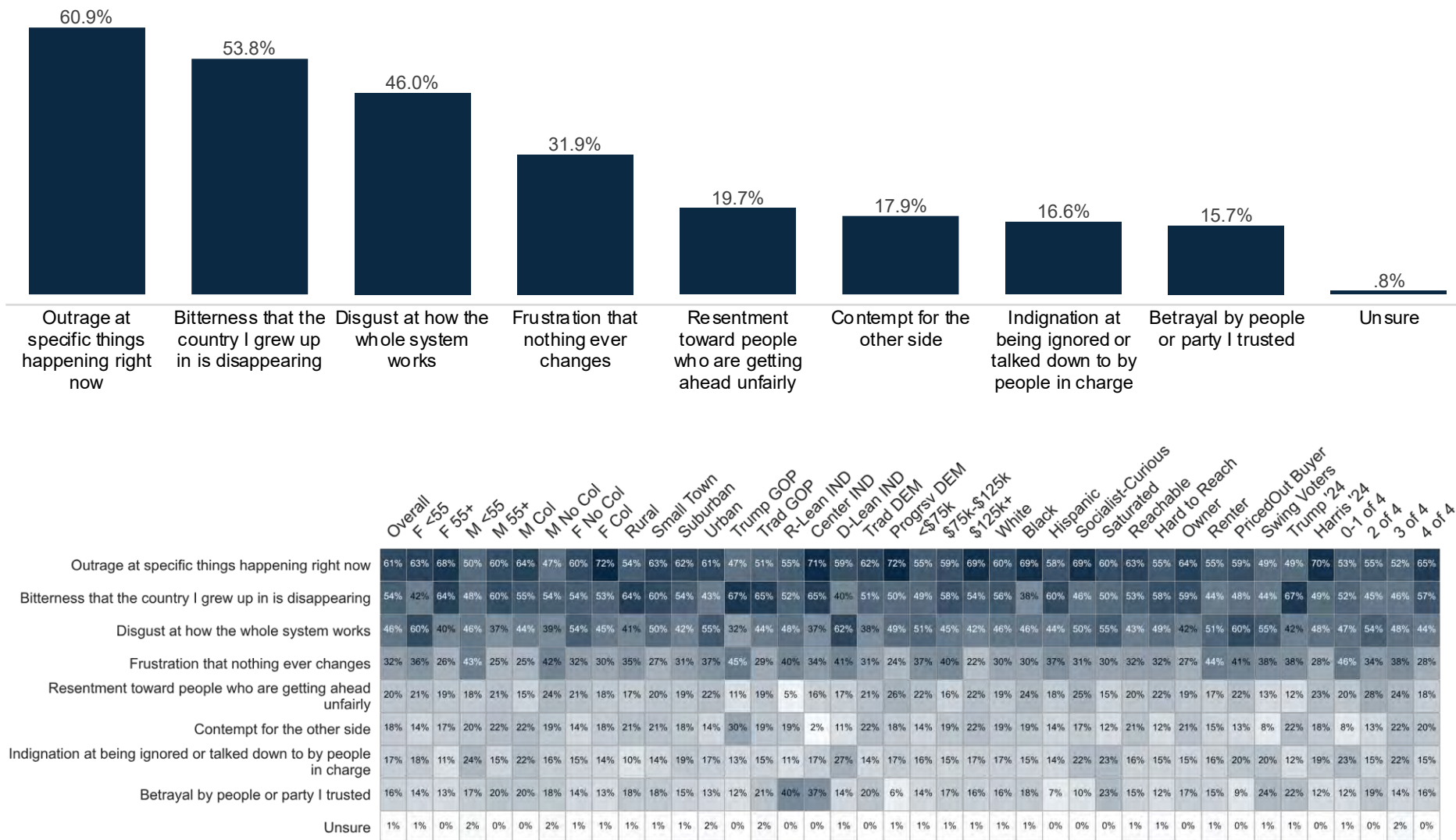
Primary Emotion



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Disgust	63%	58%	68%	55%	70%	61%	64%	59%	67%	64%	68%	64%	56%	47%	58%	61%	66%	77%	69%	68%	60%	64%	66%	64%	57%	63%	64%	49%	65%	67%	66%	54%	56%	60%	53%	72%	48%	60%	66%	67%
Anger	46%	48%	48%	42%	46%	44%	45%	48%	48%	44%	45%	48%	44%	30%	37%	40%	40%	68%	49%	62%	45%	48%	47%	47%	37%	52%	54%	42%	48%	44%	45%	47%	48%	39%	33%	59%	37%	39%	44%	51%
Exhaustion	40%	47%	29%	51%	36%	44%	43%	36%	41%	34%	39%	43%	40%	30%	39%	50%	44%	50%	39%	45%	35%	40%	47%	40%	41%	40%	44%	42%	41%	39%	39%	44%	49%	41%	36%	45%	45%	36%	44%	40%
Sadness	33%	26%	38%	28%	38%	36%	31%	31%	33%	32%	31%	32%	35%	29%	28%	26%	41%	35%	37%	36%	30%	31%	38%	33%	30%	30%	33%	26%	33%	36%	34%	33%	30%	34%	31%	35%	25%	31%	26%	37%
Fear	29%	31%	41%	22%	19%	21%	19%	36%	38%	30%	30%	27%	33%	21%	22%	16%	32%	30%	34%	40%	34%	26%	26%	28%	30%	30%	36%	31%	29%	27%	28%	31%	34%	26%	21%	36%	28%	28%	28%	29%
Hope	17%	12%	18%	20%	18%	18%	19%	17%	13%	17%	17%	17%	17%	33%	23%	19%	9%	5%	14%	9%	16%	18%	16%	18%	15%	16%	14%	24%	15%	17%	17%	16%	14%	27%	9%	18%	20%	18%	16%	
Optimism	11%	9%	9%	13%	13%	12%	15%	8%	10%	11%	11%	11%	11%	24%	16%	13%	8%	1%	5%	5%	10%	15%	9%	12%	11%	7%	8%	19%	10%	10%	12%	9%	8%	9%	19%	4%	11%	18%	7%	11%
Trust	7%	8%	5%	8%	5%	8%	5%	9%	4%	7%	5%	5%	13%	18%	8%	4%	3%	2%	5%	3%	7%	6%	7%	6%	12%	7%	9%	12%	7%	3%	6%	8%	4%	6%	10%	4%	13%	8%	8%	4%
Pride	6%	5%	5%	8%	5%	8%	6%	6%	4%	4%	4%	5%	9%	12%	9%	10%	4%	0%	3%	2%	7%	5%	5%	5%	10%	5%	4%	11%	5%	4%	5%	5%	4%	6%	9%	2%	9%	8%	5%	4%
Indifference	6%	6%	5%	6%	5%	4%	6%	8%	3%	6%	8%	5%	5%	5%	6%	9%	10%	1%	6%	2%	7%	5%	3%	4%	10%	7%	4%	4%	6%	6%	5%	5%	5%	10%	6%	4%	9%	7%	6%	4%
None of these	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	0%	1%	3%	1%	2%	1%	2%	2%	1%	2%	0%	2%	2%

Which emotions do you feel about politics in America today? Select up to three.

Anger Sub-Emotion



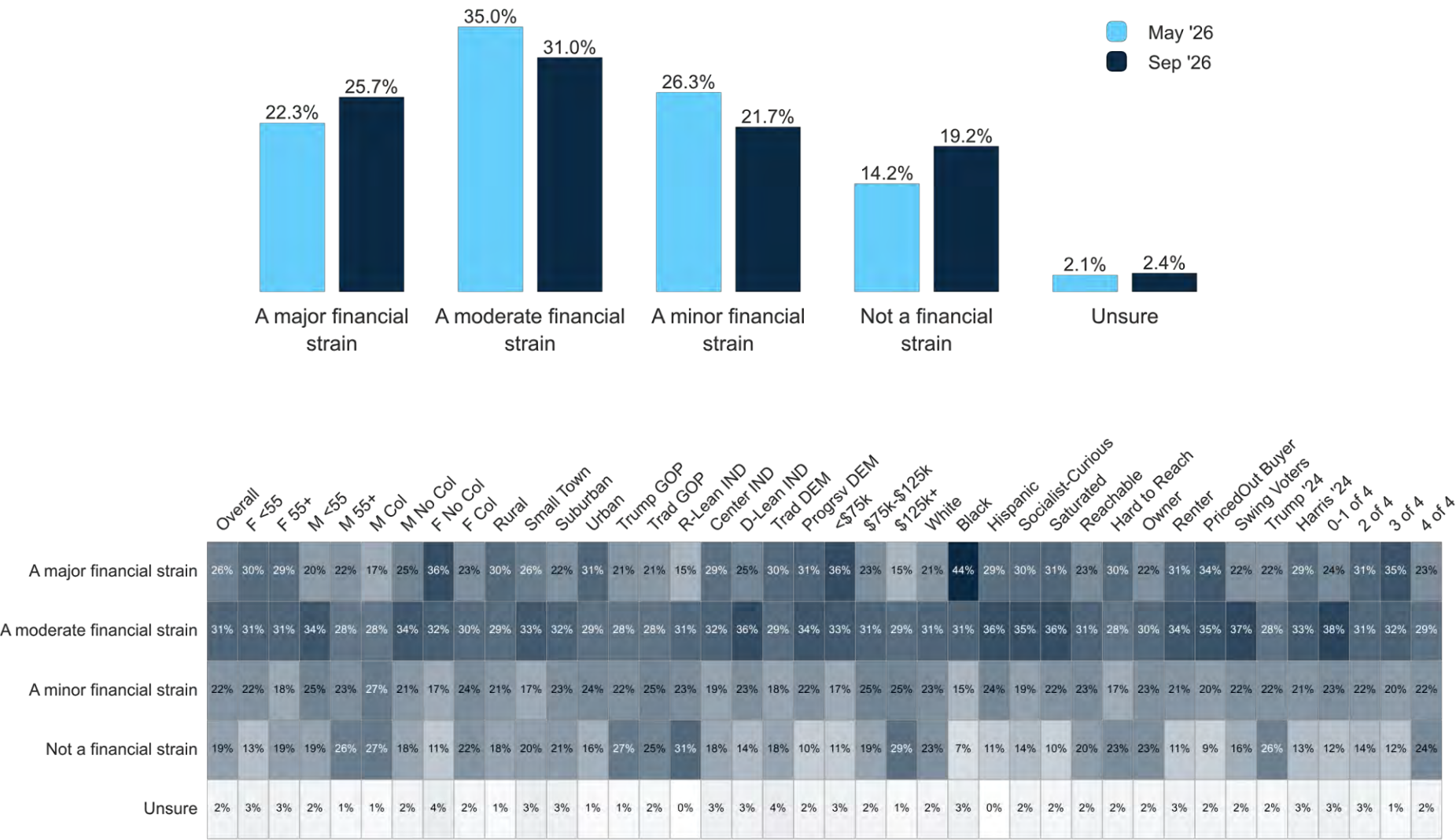
Which of the following describe the kind of anger you feel? Select up to three.

*Served only to respondents selecting Anger as a Primary Emotion

Anger Target and Reason

Who or what are you most angry at in country right now, and why?
**Served only to respondents selecting Anger as their Primary Emotion*

Electric Bill Burden

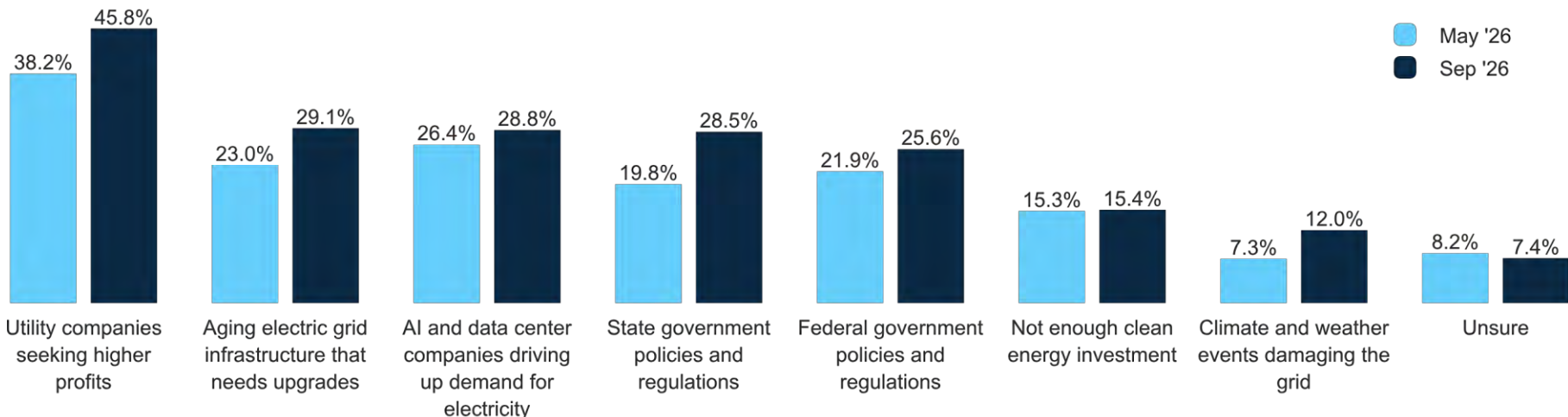


Over the past year, how would you describe the impact of your electric bill on your family's budget?

Percent Change: Electric Bill Burden (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A major financial strain	3%	5%	5%	0%	3%	2%	2%	7%	3%	6%	3%	2%	6%	9%	1%	-2%	3%	7%	0%	2%	3%	3%	2%	10%	11%	1%
A moderate financial strain	-4%	-3%	-4%	-4%	-6%	-7%	-3%	-1%	-6%	-9%	-3%	-2%	-6%	0%	-6%	-6%	-4%	-1%	-2%	-1%	-3%	-6%	3%	-4%	-2%	-7%
A minor financial strain	-5%	-6%	-4%	-5%	-3%	-5%	-4%	-7%	-3%	-1%	-4%	-7%	-3%	-9%	-1%	-2%	-5%	-5%	2%	-5%	-7%	-2%	-3%	-10%	-7%	-3%
Not a financial strain	5%	3%	2%	10%	6%	10%	5%	0%	5%	5%	3%	6%	5%	0%	5%	10%	6%	0%	0%	7%	7%	4%	0%	3%	-2%	8%
Unsure	0%	0%	1%	-1%	1%	0%	0%	0%	1%	-2%	1%	2%	-2%	-1%	1%	0%	0%	-1%	0%	-3%	0%	1%	-2%	2%	-1%	1%

Electric Cost Blame



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist	Saturated	Reachable	Hard to Reach	Owner	Renter	Priced Out	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4	
Utility companies seeking higher profits	46%	43%	50%	44%	46%	39%	51%	48%	45%	45%	49%	45%	46%	47%	47%	40%	47%	42%	46%	47%	44%	47%	44%	48%	56%	45%	40%	46%	48%	47%	43%	49%	41%	47%	46%	38%	44%	47%	49%	
Aging electric grid infrastructure that needs...	29%	21%	31%	28%	37%	37%	29%	24%	28%	35%	27%	30%	25%	41%	35%	38%	26%	25%	26%	18%	25%	29%	33%	31%	22%	23%	21%	24%	31%	27%	32%	23%	22%	29%	36%	23%	25%	27%	24%	32%
AI and data center companies driving up dema...	29%	38%	25%	33%	19%	31%	21%	30%	33%	29%	27%	30%	28%	18%	24%	30%	34%	39%	26%	39%	28%	31%	28%	29%	29%	25%	39%	35%	31%	20%	26%	32%	39%	32%	21%	36%	30%	28%	32%	28%
State government policies and regulations	29%	24%	26%	30%	35%	29%	36%	27%	23%	32%	30%	28%	28%	42%	37%	39%	28%	18%	21%	15%	28%	31%	28%	29%	25%	32%	16%	34%	26%	33%	30%	24%	25%	29%	41%	17%	30%	25%	31%	28%
Federal government policies and regulations	26%	24%	25%	26%	28%	30%	24%	26%	23%	26%	25%	25%	27%	25%	26%	27%	29%	22%	26%	25%	24%	26%	26%	25%	31%	22%	27%	31%	25%	25%	27%	23%	21%	27%	26%	24%	28%	25%	28%	25%
Not enough clean energy investment	15%	17%	16%	15%	13%	13%	15%	15%	18%	11%	11%	18%	15%	6%	8%	3%	11%	27%	17%	30%	17%	13%	16%	15%	15%	15%	28%	13%	16%	16%	14%	19%	19%	12%	6%	25%	16%	17%	15%	15%
Climate and weather events damaging the grid	12%	16%	11%	13%	9%	11%	10%	13%	14%	13%	12%	9%	20%	9%	9%	6%	10%	15%	20%	14%	15%	10%	11%	11%	18%	15%	17%	13%	13%	9%	10%	19%	17%	13%	8%	16%	20%	12%	7%	11%
Unsure	7%	9%	8%	6%	6%	5%	7%	9%	8%	5%	10%	8%	6%	6%	7%	8%	8%	6%	8%	8%	8%	8%	5%	8%	6%	6%	4%	5%	6%	11%	7%	8%	5%	9%	7%	6%	6%	11%	8%	6%

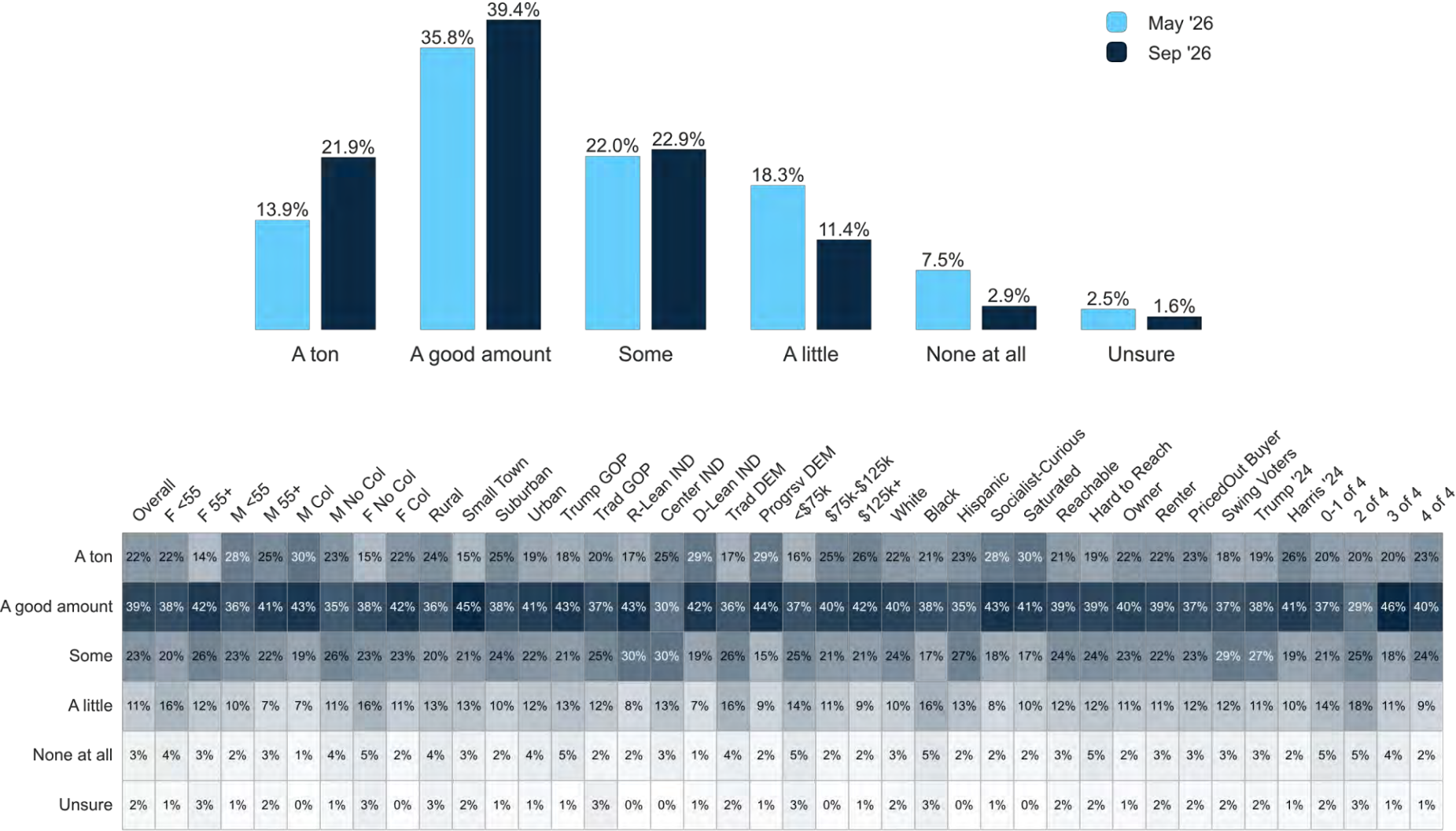
Who or what do you believe is most responsible for rising electric bills? Pick two options.

Percent Change: Electric Cost Blame (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Utility companies seeking higher profits	8%	1%	10%	5%	14%	7%	13%	4%	7%	7%	13%	7%	5%	4%	7%	12%	5%	15%	17%	2%	10%	6%	1%	5%	7%	11%
Aging electric grid infrastructure that needs upgrades	6%	2%	7%	7%	8%	11%	5%	5%	4%	10%	3%	6%	7%	5%	4%	8%	7%	1%	1%	5%	9%	4%	2%	6%	2%	8%
AI and data center companies driving up demand for electricity	2%	13%	1%	-2%	-2%	0%	-5%	6%	7%	7%	1%	4%	-4%	4%	3%	0%	2%	7%	-2%	6%	1%	4%	4%	4%	3%	2%
State government policies and regulations	9%	4%	11%	9%	10%	7%	13%	8%	8%	17%	9%	6%	10%	12%	8%	5%	10%	5%	7%	9%	10%	7%	15%	6%	12%	7%
Federal government policies and regulations	4%	0%	4%	5%	6%	9%	2%	4%	0%	3%	2%	3%	6%	1%	7%	3%	4%	6%	-5%	6%	5%	1%	4%	4%	3%	4%
Not enough clean energy investment	0%	1%	2%	0%	-2%	-5%	2%	5%	-2%	-1%	0%	2%	-2%	5%	-8%	1%	-1%	-4%	6%	-1%	1%	0%	3%	3%	0%	-1%
Climate and weather events damaging the grid	5%	5%	5%	5%	4%	3%	6%	5%	5%	3%	8%	2%	10%	6%	3%	5%	4%	7%	6%	5%	3%	6%	12%	1%	1%	4%
Unsure	-1%	0%	-4%	1%	1%	-1%	2%	-4%	0%	-5%	1%	0%	-1%	-4%	5%	-2%	-1%	-2%	1%	-2%	-1%	0%	-3%	2%	1%	-1%

Data Center Awareness



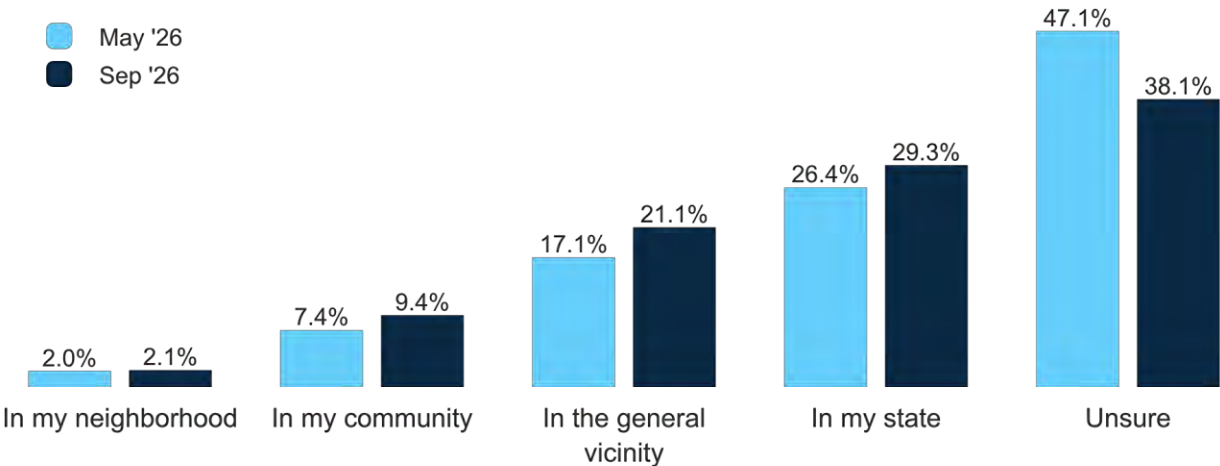
Tech companies like Amazon, Google, Meta, Microsoft, and OpenAI are building large data centers across the country. How much, if at all, have you seen, read, or heard about the construction of new AI data centers?

Percent Change: Data Center Awareness (May '26 to 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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton	8%	9%	6%	7%	11%	9%	8%	4%	11%	12%	2%	11%	2%	6%	14%	6%	7%	12%	7%	7%	7%	10%	3%	12%	4%	10%
A good amount	4%	4%	11%	-3%	1%	-1%	-2%	10%	5%	8%	11%	1%	3%	7%	-2%	4%	5%	-1%	-4%	3%	7%	1%	3%	-5%	11%	3%
Some	1%	-3%	1%	4%	2%	2%	5%	1%	-4%	-3%	0%	2%	0%	4%	-3%	-1%	1%	-3%	8%	5%	2%	0%	-1%	4%	-4%	2%
A little	-7%	-3%	-9%	-5%	-11%	-9%	-7%	-6%	-6%	-8%	-4%	-9%	-3%	-8%	-7%	-5%	-8%	-3%	-2%	-11%	-11%	-5%	-1%	-8%	-9%	-8%
None at all	-5%	-5%	-9%	0%	-3%	-1%	-3%	-9%	-5%	-6%	-7%	-5%	-1%	-7%	-1%	-4%	-5%	-2%	-6%	-2%	-4%	-6%	-3%	-4%	-1%	-6%
Unsure	-1%	-2%	0%	-2%	0%	-1%	-2%	0%	-1%	-3%	-2%	0%	-1%	-1%	-1%	-1%	-1%	-2%	-2%	-2%	-1%	0%	-2%	3%	-1%	-1%

Data Center Proximity



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4	
In my neighborhood	2%	4%	2%	2%	1%	1%	1%	3%	2%	4%	2%	2%	2%	1%	3%	2%	2%	1%	3%	2%	3%	1%	2%	2%	3%	1%	4%	5%	2%	1%	1%	4%	2%	2%	2%	2%	4%	2%	1%	2%	
In my community	9%	14%	3%	14%	6%	10%	10%	9%	8%	8%	8%	9%	12%	7%	8%	10%	13%	11%	11%	10%	11%	9%	10%	9%	12%	14%	14%	14%	9%	7%	9%	12%	10%	12%	7%	10%	17%	7%	11%	7%	
In the general vicinity	21%	22%	18%	24%	21%	28%	18%	16%	24%	21%	16%	24%	18%	21%	23%	25%	21%	22%	12%	25%	16%	24%	26%	22%	19%	17%	23%	26%	21%	18%	22%	20%	22%	22%	21%	21%	21%	21%	19%	22%	
In my state	29%	27%	33%	29%	28%	30%	27%	28%	32%	29%	34%	29%	27%	33%	27%	27%	27%	39%	32%	28%	30%	29%	29%	30%	31%	23%	30%	34%	29%	28%	30%	27%	29%	27%	30%	31%	22%	29%	30%	32%	
Unsure	38%	34%	43%	31%	44%	30%	44%	43%	34%	38%	40%	36%	41%	38%	39%	37%	37%	28%	42%	35%	41%	37%	33%	37%	35%	45%	29%	22%	38%	46%	38%	36%	36%	36%	36%	39%	36%	35%	41%	39%	38%

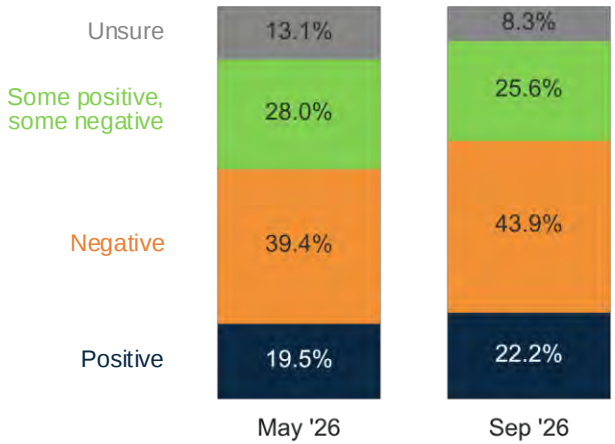
How close to you is the closest data center, as far as you're aware?

Percent Change: Data Center Proximity (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
In my neighborhood	0%	0%	1%	-1%	0%	-1%	-1%	1%	1%	3%	1%	0%	-2%	0%	0%	1%	1%	-3%	-1%	0%	1%	-1%	-1%	-2%	1%	1%
In my community	2%	6%	-3%	4%	1%	3%	2%	3%	0%	3%	4%	2%	1%	4%	1%	1%	1%	2%	9%	3%	-1%	3%	6%	-1%	4%	1%
In the general vicinity	4%	6%	7%	-2%	4%	2%	-1%	8%	5%	7%	-1%	6%	1%	4%	4%	4%	4%	5%	3%	1%	5%	3%	0%	7%	-1%	6%
In my state	3%	1%	7%	4%	0%	0%	3%	2%	6%	-1%	7%	4%	0%	6%	0%	1%	3%	9%	-6%	1%	3%	5%	-1%	2%	4%	4%
Unsure	-9%	-12%	-13%	-5%	-4%	-4%	-4%	-14%	-13%	-12%	-11%	-11%	0%	-14%	-5%	-8%	-9%	-13%	-4%	-5%	-8%	-11%	-5%	-6%	-8%	-11%

Data Center Net Impact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	22%	14%	15%	29%	34%	34%	29%	13%	17%	22%	19%	21%	27%	40%	34%	34%	14%	14%	17%	7%	17%	21%	29%	23%	22%	18%	16%	31%	21%	20%	25%	19%	14%	24%	36%	9%	25%	23%	21%	22%
Negative Total	44%	55%	47%	41%	30%	38%	33%	49%	54%	44%	42%	45%	42%	20%	31%	28%	50%	65%	43%	68%	45%	47%	41%	43%	45%	44%	59%	46%	44%	44%	42%	48%	52%	38%	26%	61%	35%	41%	49%	46%
Strongly positive	10%	4%	6%	11%	20%	17%	15%	4%	6%	10%	9%	10%	12%	23%	16%	19%	4%	5%	4%	2%	6%	11%	13%	11%	10%	6%	6%	12%	10%	11%	12%	6%	5%	7%	19%	3%	6%	9%	7%	12%
Somewhat positive	12%	10%	9%	17%	13%	17%	13%	9%	11%	12%	10%	12%	15%	17%	18%	16%	10%	9%	13%	5%	11%	10%	16%	13%	11%	12%	10%	19%	12%	10%	13%	13%	9%	17%	17%	6%	19%	14%	14%	10%
Some positive, some negative	26%	24%	27%	25%	26%	23%	29%	27%	24%	24%	26%	27%	24%	32%	25%	31%	29%	18%	30%	20%	28%	23%	25%	25%	24%	29%	21%	21%	27%	25%	25%	27%	28%	27%	28%	23%	33%	26%	21%	24%
Somewhat negative	15%	15%	17%	13%	15%	14%	14%	16%	15%	18%	11%	15%	15%	10%	13%	7%	16%	25%	17%	17%	15%	14%	16%	15%	17%	13%	17%	14%	16%	13%	16%	13%	10%	13%	10%	19%	10%	18%	17%	15%
Strongly negative	29%	40%	31%	29%	15%	24%	19%	33%	38%	26%	31%	30%	27%	10%	18%	21%	34%	40%	26%	50%	30%	33%	24%	28%	27%	31%	43%	32%	28%	31%	26%	35%	41%	25%	16%	42%	25%	24%	33%	31%
Unsure	8%	7%	11%	4%	11%	5%	9%	12%	5%	9%	13%	7%	8%	8%	10%	7%	6%	3%	10%	6%	10%	10%	5%	8%	10%	8%	4%	2%	8%	10%	8%	6%	6%	10%	9%	7%	7%	9%	9%	8%

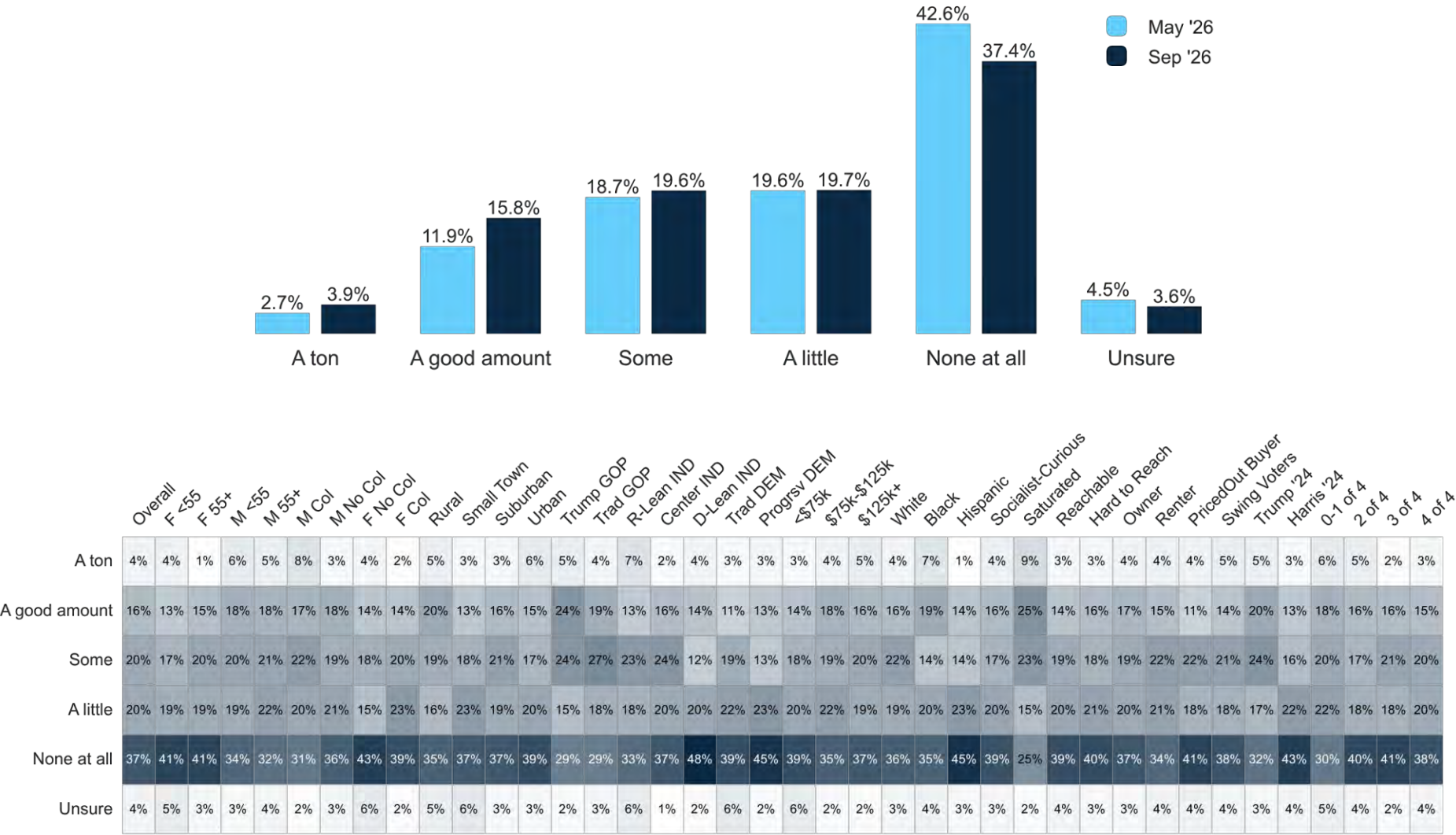
Overall, do you believe the construction of new data centers in the United States will have a positive or negative impact on the country?

Percent Change: Data Center Net Impact (May '26 to 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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	3%	-4%	1%	2%	13%	8%	7%	-3%	1%	7%	4%	2%	1%	0%	4%	5%	5%	-5%	0%	5%	9%	-3%	-3%	4%	1%	5%
Negative Total	4%	12%	6%	3%	-4%	0%	-1%	8%	9%	6%	1%	7%	1%	5%	7%	3%	3%	10%	3%	2%	-1%	10%	-1%	7%	5%	5%
Strongly positive	3%	-2%	1%	-3%	14%	6%	5%	0%	0%	4%	4%	3%	1%	-1%	5%	3%	4%	2%	-3%	2%	7%	0%	-8%	3%	-1%	6%
Somewhat positive	0%	-2%	0%	4%	-1%	2%	1%	-3%	1%	3%	0%	0%	0%	0%	-1%	1%	2%	-7%	3%	3%	2%	-3%	5%	1%	2%	-2%
Some positive, some negative	-2%	-3%	1%	0%	-7%	-6%	-1%	-1%	-2%	-5%	-2%	-2%	-2%	1%	-9%	-1%	-3%	-4%	0%	-5%	-2%	-2%	5%	-8%	-4%	-3%
Somewhat negative	1%	4%	0%	-1%	1%	-2%	1%	4%	-1%	2%	-2%	3%	-2%	2%	0%	1%	0%	6%	-3%	0%	0%	1%	-2%	7%	6%	-1%
Strongly negative	4%	8%	6%	3%	-4%	2%	-3%	4%	10%	4%	2%	4%	3%	3%	6%	2%	3%	3%	7%	2%	-1%	9%	1%	1%	-2%	6%
Unsure	-5%	-5%	-8%	-4%	-2%	-2%	-4%	-5%	-9%	-7%	-3%	-7%	0%	-5%	-2%	-7%	-6%	0%	-3%	-2%	-5%	-5%	-1%	-3%	-1%	-7%

Ratepayer Pledge Awareness



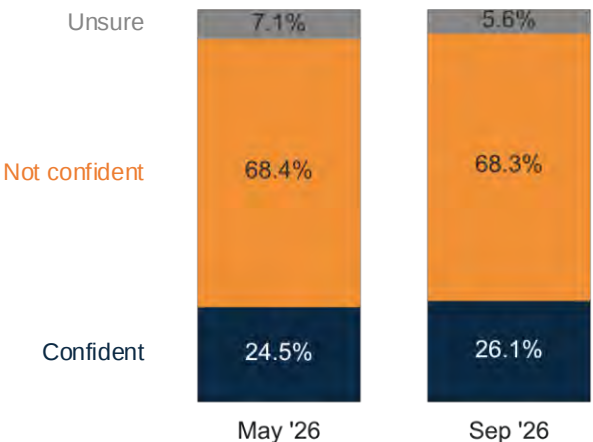
Earlier this year, President Trump announced a "Ratepayer Protection Pledge," in which major tech companies including Microsoft, Meta, OpenAI, and Amazon publicly committed to pay for the electricity their data centers use and to fund the necessary grid upgrades, so that costs would not be passed on to residential customers. How much, if at all, have you seen, read, or heard about this pledge?

Percent Change: Ratepayer Pledge Awareness (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton	1%	3%	0%	-1%	3%	3%	-1%	3%	0%	1%	1%	2%	1%	1%	0%	2%	1%	4%	-2%	4%	1%	1%	1%	2%	0%	1%
A good amount	4%	0%	8%	1%	6%	1%	6%	3%	5%	7%	4%	5%	0%	4%	6%	3%	5%	2%	2%	0%	7%	3%	2%	3%	5%	5%
Some	1%	2%	3%	0%	-2%	4%	-5%	2%	3%	-2%	-1%	3%	-1%	0%	-1%	1%	2%	-2%	-3%	4%	2%	0%	1%	6%	-1%	0%
A little	0%	2%	-1%	1%	-2%	-3%	2%	-3%	4%	-6%	5%	-1%	2%	2%	2%	-2%	0%	5%	3%	-3%	-5%	5%	1%	-7%	0%	1%
None at all	-5%	-6%	-8%	0%	-6%	-5%	-1%	-5%	-10%	2%	-10%	-8%	1%	-6%	-6%	-4%	-8%	-8%	4%	-3%	-2%	-8%	-4%	-5%	-2%	-6%
Unsure	-1%	-1%	-2%	0%	0%	0%	0%	0%	-2%	-2%	1%	-1%	-2%	-1%	-1%	-1%	0%	-2%	-4%	-1%	-1%	0%	-1%	0%	-2%	-1%

Ratepayer Pledge Effectiveness



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4	
Confident Total	26%	24%	20%	33%	30%	32%	31%	23%	20%	29%	23%	24%	32%	50%	37%	41%	16%	7%	19%	12%	24%	25%	29%	27%	31%	19%	18%	36%	26%	22%	26%	25%	21%	27%	41%	11%	33%	32%	20%	24%
Not confident Total	68%	69%	75%	63%	65%	63%	64%	69%	76%	65%	73%	69%	64%	45%	57%	53%	80%	91%	73%	85%	67%	71%	68%	68%	62%	74%	79%	62%	69%	71%	69%	68%	74%	66%	52%	84%	61%	62%	72%	71%
Very confident	7%	6%	3%	10%	9%	10%	8%	4%	4%	5%	8%	5%	11%	12%	10%	12%	3%	1%	4%	3%	5%	6%	9%	7%	9%	2%	6%	14%	5%	6%	7%	6%	4%	6%	11%	2%	10%	7%	4%	6%
Somewhat confident	19%	18%	17%	23%	21%	22%	22%	19%	16%	24%	15%	19%	21%	38%	27%	29%	13%	6%	15%	9%	20%	19%	20%	20%	22%	17%	12%	22%	20%	16%	19%	20%	17%	21%	30%	9%	22%	25%	16%	18%
Not very confident	24%	21%	28%	22%	27%	22%	26%	28%	20%	24%	25%	24%	25%	24%	25%	21%	34%	20%	29%	19%	27%	24%	22%	25%	19%	27%	20%	20%	25%	26%	24%	24%	29%	26%	26%	23%	25%	25%	22%	25%
Not at all confident	44%	48%	47%	41%	38%	41%	38%	40%	56%	41%	48%	45%	39%	21%	31%	32%	46%	71%	45%	66%	41%	47%	46%	43%	44%	47%	59%	42%	44%	45%	44%	44%	45%	40%	26%	61%	36%	37%	50%	46%
Unsure	6%	8%	5%	4%	6%	5%	5%	8%	4%	6%	4%	6%	4%	5%	6%	7%	4%	2%	8%	3%	8%	5%	3%	5%	6%	7%	3%	3%	5%	7%	5%	7%	5%	7%	7%	4%	7%	6%	8%	5%

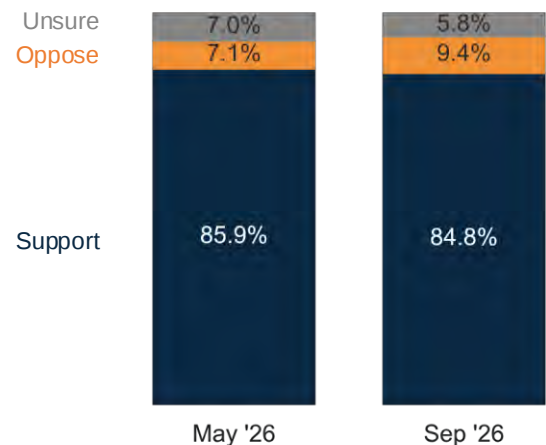
How confident are you that tech companies will actually follow through on their voluntary commitment to pay for the cost of powering their data centers, without passing those costs on to ordinary electric customers?

Percent Change: Ratepayer Pledge Effectiveness (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Confident Total	2%	0%	0%	1%	5%	1%	5%	1%	0%	4%	3%	-1%	7%	1%	0%	4%	3%	4%	-8%	3%	4%	-1%	3%	2%	0%	2%
Not confident Total	0%	0%	3%	1%	-5%	-2%	-3%	2%	2%	0%	1%	1%	-5%	1%	0%	-1%	-2%	0%	7%	-1%	-3%	2%	-2%	1%	-1%	0%
Very confident	0%	-2%	-1%	-3%	5%	1%	1%	-3%	0%	-1%	5%	-1%	-2%	-2%	-1%	3%	1%	-4%	-7%	-1%	1%	-2%	-3%	0%	-1%	1%
Somewhat confident	2%	3%	1%	4%	0%	0%	3%	4%	0%	4%	-1%	0%	8%	3%	1%	1%	2%	7%	-1%	4%	3%	1%	6%	2%	1%	1%
Not very confident	-4%	-9%	-2%	-1%	-3%	-4%	0%	0%	-12%	-6%	-6%	-3%	-2%	-2%	-4%	-5%	-6%	-3%	1%	-5%	-6%	-2%	-3%	0%	-5%	-5%
Not at all confident	4%	9%	5%	2%	-2%	2%	-2%	2%	13%	6%	7%	5%	-3%	3%	4%	4%	4%	3%	6%	4%	3%	4%	1%	1%	4%	4%
Unsure	-1%	-1%	-3%	-2%	1%	1%	-2%	-3%	-1%	-4%	-5%	0%	-2%	-2%	0%	-2%	-1%	-4%	1%	-2%	-1%	-1%	-2%	-3%	1%	-1%

Mandatory Data Center Cost Law



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	85%	76%	89%	83%	90%	87%	87%	77%	89%	82%	85%	86%	83%	89%	85%	89%	84%	88%	77%	87%	78%	86%	90%	87%	72%	85%	86%	82%	85%	87%	88%	78%	79%	81%	87%	85%	73%	83%	85%	89%
Oppose Total	9%	15%	5%	13%	5%	8%	10%	14%	5%	11%	9%	8%	12%	7%	9%	6%	10%	8%	17%	8%	14%	9%	6%	8%	21%	9%	11%	15%	9%	7%	6%	16%	14%	12%	8%	9%	21%	13%	7%	6%
Strongly support	65%	57%	72%	59%	70%	65%	65%	60%	71%	61%	72%	67%	57%	61%	62%	60%	62%	76%	61%	74%	59%	70%	66%	67%	52%	66%	69%	61%	66%	66%	68%	57%	60%	53%	61%	72%	50%	63%	67%	70%
Somewhat support	20%	19%	17%	24%	20%	23%	22%	17%	19%	21%	13%	19%	26%	28%	24%	29%	22%	12%	16%	14%	19%	17%	24%	20%	20%	19%	17%	21%	19%	21%	20%	21%	19%	28%	26%	13%	22%	20%	19%	19%
Somewhat oppose	6%	10%	3%	7%	3%	5%	5%	9%	3%	5%	5%	5%	7%	5%	6%	3%	8%	6%	7%	4%	8%	6%	3%	5%	11%	7%	6%	9%	6%	3%	3%	11%	8%	8%	6%	5%	15%	8%	4%	3%
Strongly oppose	4%	5%	3%	6%	2%	3%	4%	5%	2%	5%	3%	3%	5%	2%	3%	2%	2%	9%	4%	5%	3%	3%	3%	10%	2%	4%	6%	3%	4%	3%	6%	5%	3%	3%	4%	6%	4%	3%	3%	
Unsure	6%	9%	6%	4%	4%	5%	4%	8%	6%	8%	6%	6%	5%	4%	6%	5%	6%	5%	7%	4%	8%	4%	4%	6%	7%	5%	4%	3%	6%	6%	5%	6%	7%	7%	5%	6%	6%	4%	8%	5%

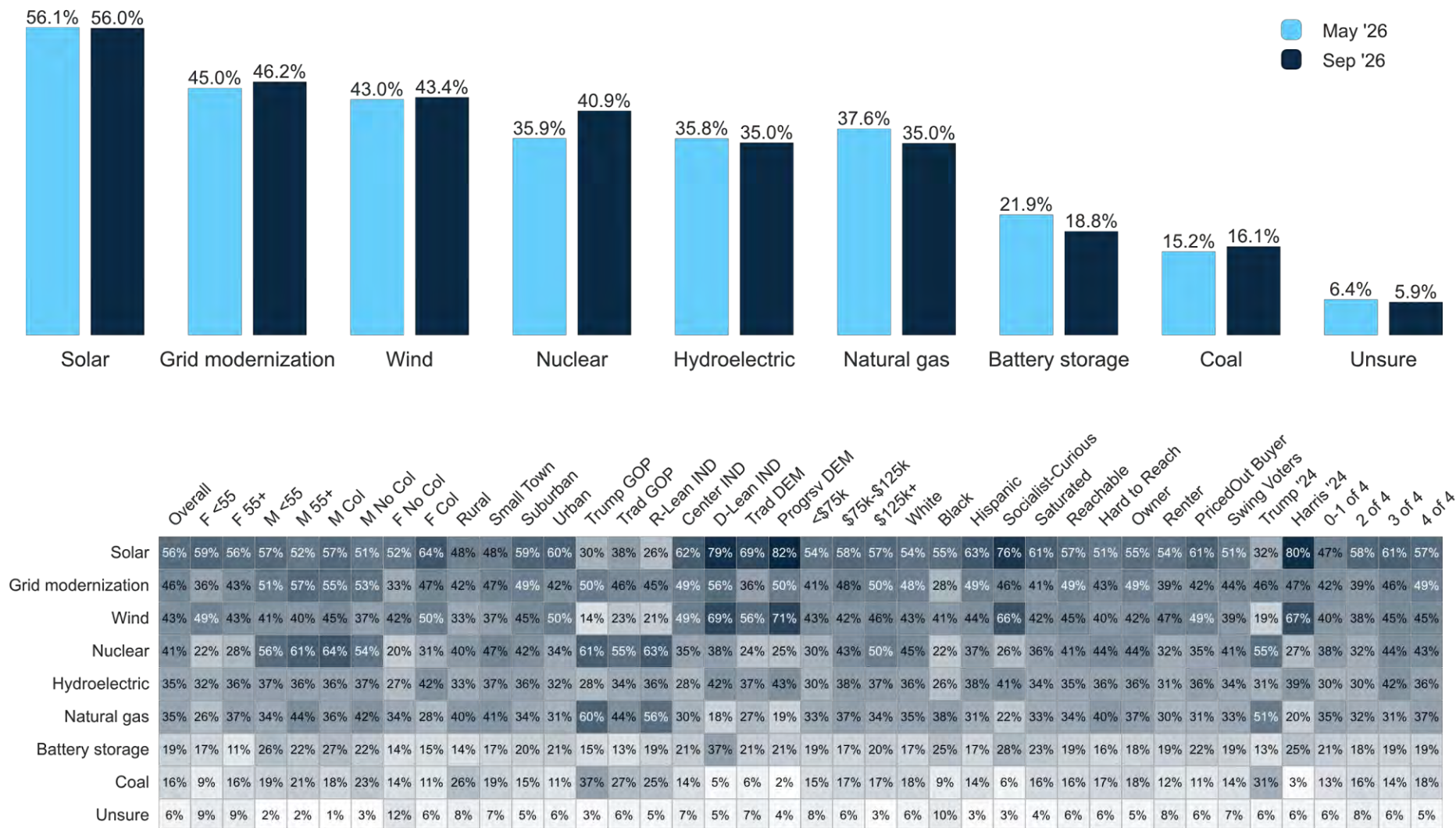
Some states are considering laws that would require AI data centers to pay for the full cost of new power plants and grid upgrades needed to serve them, rather than relying on voluntary pledges. Do you support or oppose laws that would require AI data centers to pay these costs?

Percent Change: Mandatory Data Center Cost Law (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-1%	-4%	0%	0%	0%	1%	-1%	-5%	0%	-4%	-2%	0%	-1%	-2%	-2%	0%	-2%	0%	-3%	-1%	1%	-3%	-6%	1%	-3%	-1%
Oppose Total	2%	4%	2%	2%	2%	0%	3%	7%	-2%	5%	5%	1%	1%	4%	3%	2%	2%	3%	2%	4%	2%	2%	6%	5%	3%	1%
Strongly support	2%	2%	1%	0%	4%	7%	-1%	-3%	7%	-2%	9%	3%	-5%	-3%	6%	3%	2%	2%	-1%	-1%	0%	5%	0%	5%	-2%	2%
Somewhat support	-3%	-7%	-1%	0%	-4%	-5%	0%	-1%	-6%	-1%	-12%	-4%	4%	1%	-7%	-4%	-3%	-2%	-3%	-1%	1%	-7%	-7%	-4%	0%	-3%
Somewhat oppose	2%	4%	0%	0%	1%	0%	2%	4%	0%	2%	3%	2%	0%	3%	2%	0%	2%	1%	3%	3%	2%	1%	8%	2%	2%	-1%
Strongly oppose	1%	0%	1%	2%	0%	0%	2%	2%	-1%	3%	2%	-1%	2%	1%	1%	1%	1%	2%	-1%	1%	0%	1%	-2%	2%	1%	2%
Unsure	-1%	1%	-1%	-2%	-2%	-1%	-3%	-2%	1%	-1%	-3%	-1%	0%	-2%	-1%	-1%	0%	-3%	1%	-2%	-3%	1%	1%	-6%	0%	0%

Energy Source Expansion Priority

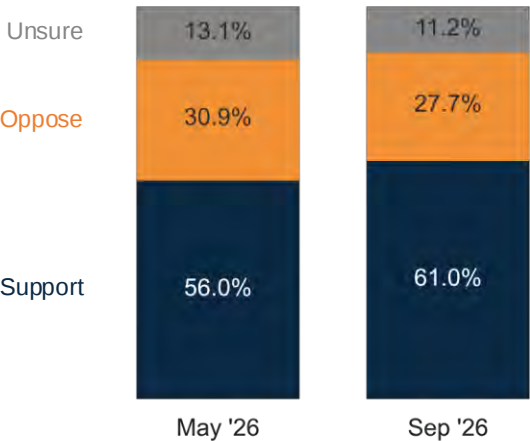


To meet the growing demand for electricity, which of the following sources of energy do you most want to see expanded in the United States? Pick as many as apply.

Percent Change: Energy Source Expansion Priority (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Solar	0%	-2%	-4%	4%	3%	0%	5%	-2%	-4%	3%	-2%	2%	-4%	-2%	3%	0%	-2%	-3%	2%	-1%	-2%	2%	-7%	3%	7%	-1%
Grid modernization	1%	-6%	2%	10%	1%	6%	4%	-4%	0%	-1%	5%	4%	-7%	2%	1%	-1%	2%	-10%	9%	1%	4%	-2%	-1%	1%	3%	1%
Wind	0%	1%	-6%	7%	0%	-1%	6%	1%	-6%	-1%	-3%	2%	0%	1%	-2%	3%	-1%	3%	-1%	2%	0%	1%	-3%	-1%	8%	0%
Nuclear	5%	1%	8%	1%	9%	6%	4%	2%	9%	2%	7%	6%	2%	4%	2%	5%	8%	-1%	2%	4%	9%	2%	2%	3%	6%	5%
Hydroelectric	-1%	1%	-1%	1%	-5%	-8%	2%	-1%	1%	-4%	4%	1%	-8%	-3%	2%	-1%	-1%	-7%	6%	0%	0%	0%	-3%	-1%	4%	-1%
Natural gas	-3%	-9%	-1%	-3%	3%	-3%	3%	-7%	-3%	-5%	4%	-3%	-4%	-6%	0%	-3%	-1%	-5%	-6%	-6%	0%	-6%	-4%	-2%	-9%	-1%
Battery storage	-3%	-4%	-5%	-3%	0%	-3%	0%	-5%	-4%	-6%	0%	-1%	-8%	-3%	-3%	-4%	-5%	3%	-3%	-2%	-4%	-2%	-11%	4%	2%	-4%
Coal	1%	-3%	4%	0%	3%	3%	1%	-2%	3%	5%	-1%	1%	0%	-1%	0%	4%	2%	-2%	-2%	0%	4%	-2%	-6%	3%	1%	2%
Unsure	0%	0%	0%	-3%	0%	-1%	-1%	0%	0%	0%	-2%	-1%	1%	0%	1%	-2%	-1%	2%	-1%	0%	-2%	1%	0%	-2%	-2%	0%

Nuclear Power Position



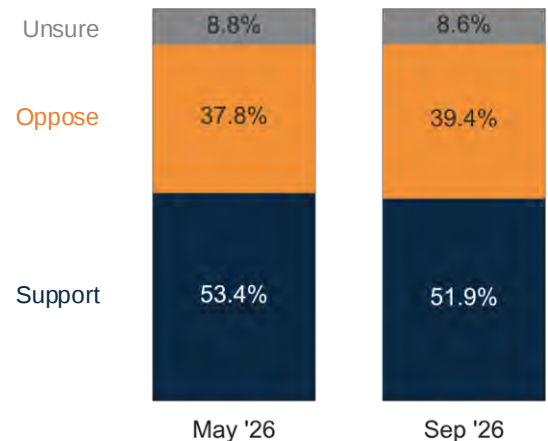
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist	Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	61%	46%	45%	78%	80%	82%	76%	42%	49%	61%	62%	63%	56%	80%	77%	75%	55%	56%	48%	46%	52%	64%	69%	64%	49%	61%	51%	63%	61%	60%	64%	57%	54%	61%	77%	48%	59%	60%	64%	61%	
Oppose Total	28%	37%	39%	16%	16%	14%	17%	41%	35%	32%	26%	25%	33%	13%	16%	19%	33%	35%	39%	39%	36%	26%	20%	27%	39%	23%	37%	31%	27%	28%	26%	32%	34%	28%	16%	38%	32%	30%	23%	28%	
Strongly support	31%	17%	17%	45%	49%	51%	44%	14%	20%	31%	35%	31%	28%	53%	48%	54%	21%	25%	16%	12%	22%	33%	38%	33%	18%	31%	16%	31%	31%	30%	35%	22%	19%	28%	49%	15%	28%	27%	30%	33%	
Somewhat support	30%	29%	29%	33%	31%	32%	32%	28%	30%	30%	27%	32%	28%	27%	29%	21%	34%	32%	32%	34%	30%	30%	32%	31%	30%	30%	34%	31%	30%	29%	29%	35%	34%	33%	28%	33%	31%	33%	33%	28%	
Somewhat oppose	14%	19%	17%	10%	10%	9%	11%	20%	16%	15%	11%	14%	16%	8%	10%	9%	17%	21%	19%	18%	18%	14%	11%	14%	21%	11%	20%	15%	15%	12%	14%	17%	18%	18%	10%	18%	19%	14%	10%	14%	
Strongly oppose	13%	18%	22%	6%	6%	5%	7%	21%	19%	17%	15%	11%	16%	5%	6%	11%	16%	14%	21%	21%	18%	12%	9%	12%	18%	12%	18%	16%	12%	16%	12%	15%	16%	10%	6%	20%	12%	16%	13%	13%	
Unsure	11%	17%	16%	6%	4%	3%	6%	17%	16%	7%	13%	12%	11%	6%	7%	6%	12%	9%	13%	15%	12%	10%	10%	10%	12%	16%	12%	6%	12%	12%	11%	11%	12%	12%	7%	14%	9%	9%	14%	11%	

Do you support or oppose building new nuclear power plants in the United States to meet rising electricity demand?

Percent Change: Nuclear Power Position (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	5%	7%	5%	3%	6%	4%	4%	2%	10%	2%	1%	7%	4%	3%	6%	6%	5%	8%	6%	5%	7%	5%	2%	4%	11%	4%
Oppose Total	-3%	-5%	-2%	-2%	-4%	-3%	-3%	3%	-10%	5%	1%	-7%	-1%	1%	-5%	-6%	-2%	-4%	-11%	-2%	-3%	-5%	0%	2%	-10%	-3%
Strongly support	2%	2%	3%	-2%	7%	5%	1%	-1%	6%	4%	1%	3%	3%	0%	4%	2%	3%	2%	3%	4%	6%	0%	-2%	4%	-1%	5%
Somewhat support	3%	5%	2%	5%	-2%	0%	3%	3%	4%	-2%	1%	5%	1%	3%	1%	4%	2%	6%	2%	1%	1%	6%	4%	1%	13%	0%
Somewhat oppose	-1%	-1%	-5%	1%	1%	-1%	2%	1%	-8%	2%	0%	-4%	3%	4%	-3%	-5%	-2%	4%	-6%	1%	0%	-3%	6%	1%	-6%	-3%
Strongly oppose	-2%	-3%	3%	-3%	-5%	-2%	-5%	2%	-2%	3%	0%	-3%	-4%	-3%	-2%	-1%	-1%	-8%	-4%	-3%	-2%	-2%	-6%	1%	-4%	0%
Unsure	-2%	-2%	-3%	-1%	-1%	-2%	0%	-5%	0%	-7%	-2%	0%	-3%	-4%	-1%	-1%	-3%	-4%	5%	-3%	-5%	0%	-1%	-6%	-1%	-1%

Willing to Pay for Grid Modernization



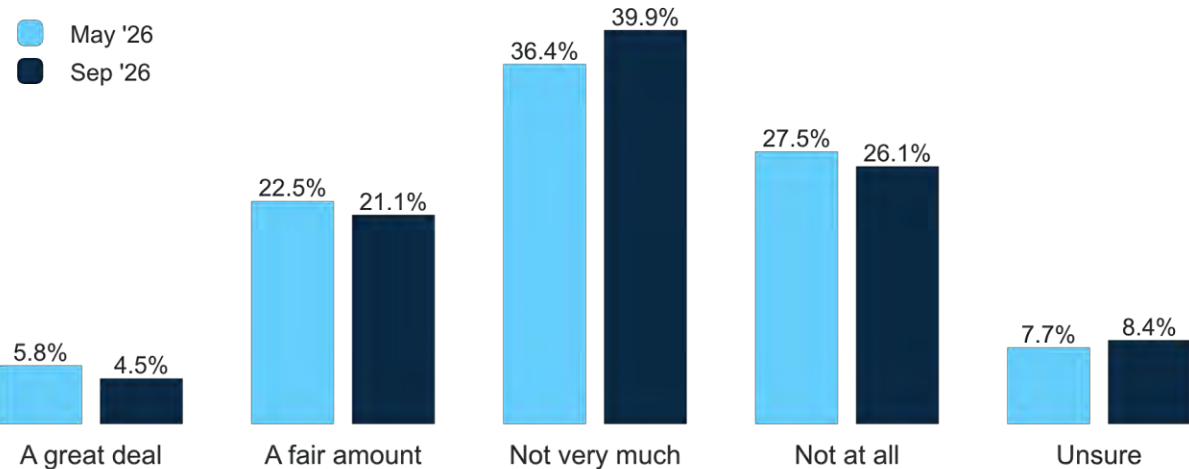
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean GOP	Center IND	D-Lean IND	Trad DEM	Progresv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	52%	47%	47%	57%	59%	62%	54%	42%	53%	42%	48%	55%	53%	55%	53%	48%	44%	48%	52%	58%	45%	55%	58%	55%	41%	50%	58%	59%	53%	44%	53%	49%	53%	49%	52%	54%	53%	51%	48%	53%
Oppose Total	39%	43%	42%	38%	34%	33%	39%	45%	39%	49%	42%	38%	37%	38%	39%	42%	49%	41%	39%	36%	43%	39%	35%	35%	53%	45%	37%	39%	37%	46%	39%	41%	38%	43%	40%	38%	38%	39%	42%	39%
Strongly support	16%	15%	10%	20%	18%	21%	17%	9%	17%	17%	16%	15%	16%	18%	17%	18%	15%	15%	13%	16%	12%	16%	20%	17%	9%	14%	19%	21%	16%	12%	16%	14%	14%	13%	16%	15%	18%	12%	19%	15%
Somewhat support	36%	31%	37%	37%	41%	41%	37%	33%	36%	25%	32%	40%	37%	37%	36%	29%	29%	32%	39%	42%	33%	40%	38%	38%	32%	35%	39%	38%	38%	32%	37%	36%	39%	36%	36%	39%	35%	39%	30%	38%
Somewhat oppose	16%	18%	15%	18%	13%	15%	15%	17%	15%	17%	15%	16%	15%	13%	17%	15%	17%	22%	15%	16%	18%	15%	15%	15%	21%	18%	18%	17%	16%	14%	14%	22%	19%	19%	15%	16%	17%	17%	16%	15%
Strongly oppose	24%	25%	28%	20%	21%	18%	23%	28%	24%	32%	27%	22%	21%	25%	22%	26%	32%	19%	24%	21%	26%	24%	20%	20%	32%	27%	19%	22%	21%	32%	25%	19%	19%	24%	25%	22%	21%	22%	25%	25%
Unsure	9%	11%	10%	6%	7%	5%	7%	13%	8%	9%	9%	8%	10%	6%	8%	11%	7%	12%	9%	6%	11%	6%	7%	9%	6%	5%	6%	2%	9%	10%	8%	10%	9%	8%	8%	8%	8%	10%	10%	8%

Would you support or oppose paying a small monthly increase on your electric bill, around \$5 to \$10 per month, if it funded modernizing and strengthening the local electric grid?

Percent Change: Willing to Pay for Grid Modernization (May '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	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-1%	-4%	-2%	-4%	4%	0%	0%	-1%	-5%	-5%	-1%	-3%	4%	-3%	-2%	2%	-2%	-4%	5%	-2%	-1%	-1%	-5%	-2%	-1%	-1%
Oppose Total	2%	5%	1%	6%	-6%	2%	-1%	0%	6%	6%	2%	3%	-4%	1%	4%	0%	0%	9%	-1%	4%	0%	2%	5%	-1%	2%	2%
Strongly support	-1%	0%	-2%	-3%	3%	0%	0%	-4%	2%	4%	4%	-3%	0%	-2%	-1%	2%	0%	-7%	0%	-2%	-2%	-1%	-4%	-4%	5%	-1%
Somewhat support	-1%	-4%	0%	-1%	2%	0%	0%	4%	-8%	-10%	-5%	1%	4%	-1%	-1%	0%	-2%	2%	5%	0%	1%	-1%	-1%	2%	-6%	0%
Somewhat oppose	1%	1%	0%	6%	-3%	1%	1%	0%	2%	3%	3%	1%	-3%	2%	2%	1%	1%	4%	1%	1%	0%	2%	-1%	2%	4%	1%
Strongly oppose	1%	4%	1%	0%	-2%	1%	-2%	1%	4%	3%	-1%	2%	-2%	0%	2%	-1%	-1%	5%	-2%	2%	0%	0%	5%	-3%	-1%	1%
Unsure	0%	-1%	1%	-2%	1%	-2%	1%	0%	0%	-1%	-2%	0%	1%	2%	-2%	-2%	1%	-5%	-4%	-2%	1%	-1%	0%	3%	-1%	-1%

State Regulator Confidence

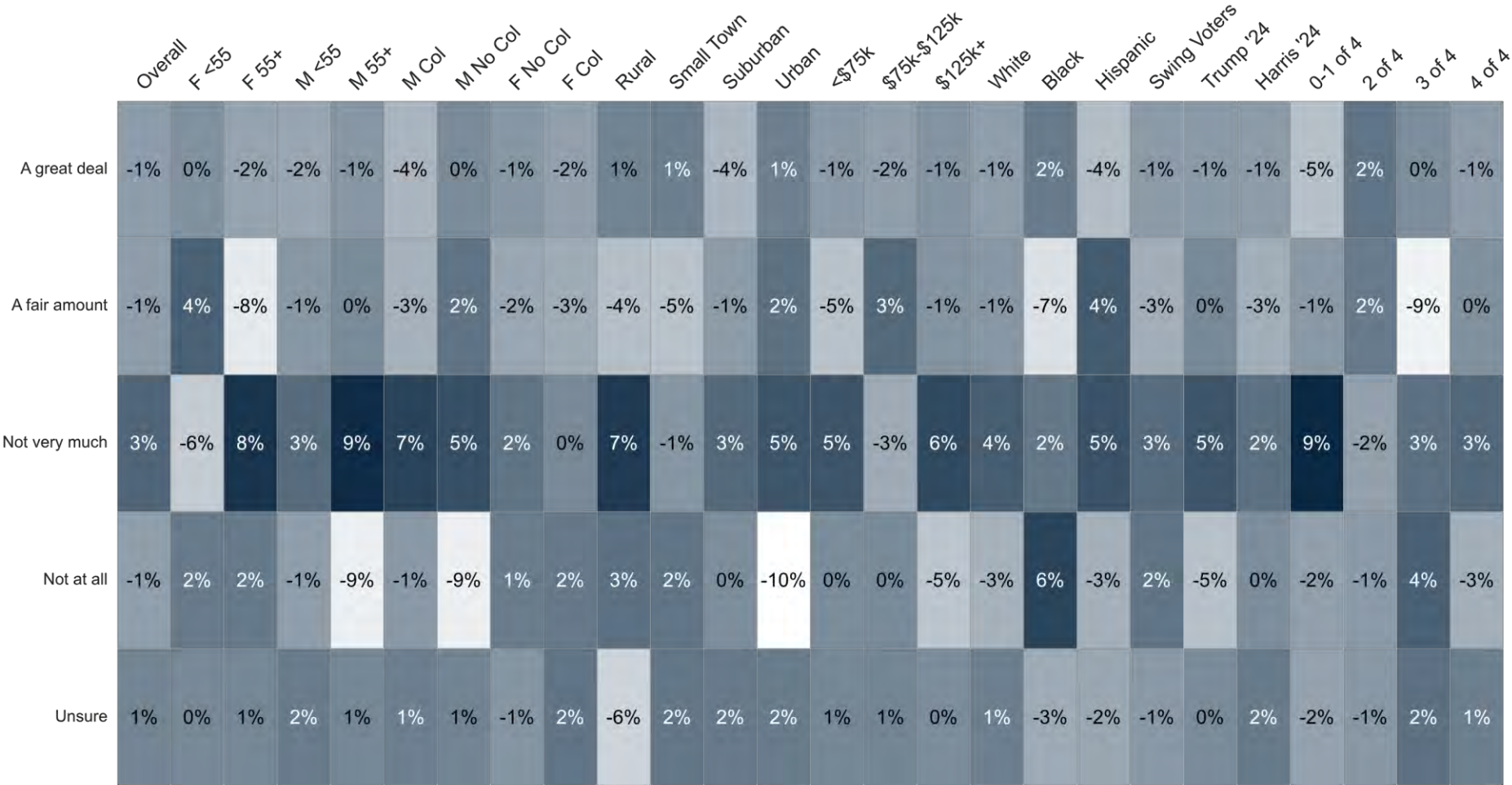


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A great deal	5%	6%	2%	7%	3%	4%	6%	5%	3%	6%	4%	3%	9%	8%	5%	3%	3%	1%	6%	3%	5%	4%	5%	4%	11%	2%	6%	8%	4%	4%	5%	4%	2%	3%	6%	3%	7%	6%	3%	4%
A fair amount	21%	26%	16%	21%	21%	21%	21%	21%	21%	17%	16%	22%	27%	26%	22%	18%	19%	13%	25%	21%	21%	24%	19%	20%	25%	26%	25%	29%	21%	17%	19%	28%	26%	20%	22%	21%	26%	25%	17%	20%
Not very much	40%	28%	45%	41%	46%	44%	44%	35%	38%	41%	39%	41%	37%	35%	46%	43%	37%	38%	36%	42%	38%	38%	43%	42%	30%	42%	37%	30%	43%	40%	43%	35%	36%	41%	41%	40%	40%	35%	36%	42%
Not at all	26%	28%	27%	24%	24%	24%	24%	27%	28%	32%	30%	27%	18%	25%	20%	26%	37%	43%	23%	24%	26%	26%	27%	25%	28%	25%	25%	26%	24%	33%	26%	24%	26%	27%	25%	27%	19%	25%	35%	26%
Unsure	8%	11%	10%	6%	5%	6%	5%	12%	10%	4%	12%	8%	9%	6%	7%	10%	4%	6%	10%	10%	10%	7%	6%	9%	6%	5%	7%	7%	9%	6%	7%	9%	9%	8%	6%	9%	8%	8%	9%	8%

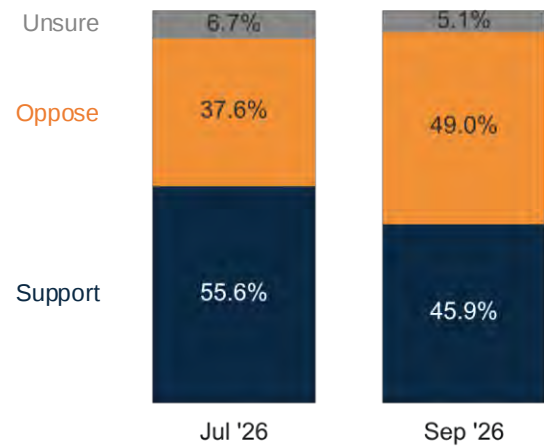
How much confidence do you have in your state's public utility commission or regulators to oversee electric utilities and protect consumers?

Percent Change: State Regulator Confidence

(May '26 to Sep '26)



ALPR Support



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump Voters	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	46%	38%	54%	40%	52%	44%	48%	47%	45%	48%	50%	44%	47%	59%	54%	43%	55%	27%	49%	32%	44%	50%	44%	46%	48%	46%	37%	43%	46%	48%	48%	41%	40%	46%	56%	36%	46%	51%	41%	46%
Oppose Total	49%	55%	40%	58%	45%	54%	49%	45%	50%	48%	43%	52%	48%	38%	42%	54%	41%	69%	46%	62%	49%	46%	53%	49%	45%	53%	59%	55%	49%	47%	48%	54%	55%	47%	40%	59%	50%	44%	54%	49%
Strongly support	18%	14%	21%	16%	22%	20%	18%	19%	16%	23%	23%	15%	20%	28%	24%	19%	22%	10%	16%	10%	18%	18%	18%	18%	22%	14%	15%	20%	17%	21%	19%	16%	12%	17%	25%	11%	16%	21%	21%	18%
Somewhat support	28%	24%	32%	24%	30%	24%	29%	28%	29%	25%	28%	28%	27%	30%	30%	23%	33%	17%	33%	22%	26%	32%	26%	28%	27%	32%	23%	22%	29%	27%	29%	25%	28%	29%	31%	24%	30%	30%	21%	28%
Somewhat oppose	17%	19%	17%	17%	16%	18%	16%	17%	19%	16%	14%	17%	23%	16%	19%	12%	14%	27%	19%	17%	19%	15%	19%	18%	16%	16%	21%	16%	19%	14%	17%	19%	17%	17%	16%	20%	23%	14%	15%	18%
Strongly oppose	32%	36%	23%	40%	29%	36%	33%	28%	31%	33%	29%	35%	25%	22%	23%	42%	27%	42%	27%	45%	30%	31%	34%	31%	29%	37%	38%	39%	29%	33%	30%	35%	38%	30%	25%	39%	27%	30%	39%	32%
Unsure	5%	7%	7%	3%	3%	2%	4%	8%	5%	4%	6%	5%	5%	4%	3%	4%	4%	4%	5%	6%	7%	4%	4%	5%	7%	1%	4%	2%	5%	5%	5%	5%	5%	7%	3%	6%	4%	5%	5%	5%

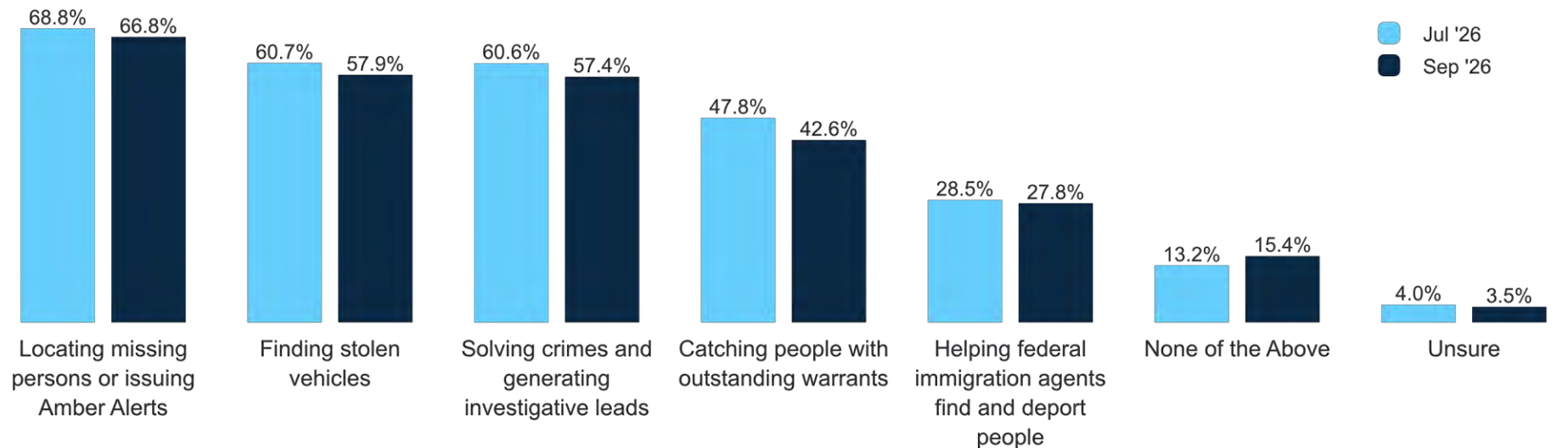
Automatic license plate readers are cameras placed along roads that photograph the license plate of passing cars and alert law enforcement if the vehicle has been involved in a crime or is being driven by a missing person. Do you support or oppose the use of these cameras by police in your community?

Percent Change: ALPR Support (Jul '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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-10%	-11%	-13%	-2%	-12%	-8%	-7%	-14%	-10%	-11%	-6%	-12%	-6%	-2%	-8%	-10%	3%	-11%	-18%	-16%	-15%	-3%	-10%	-10%	-9%	-9%	-6%	-4%	-17%	-5%	-4%	-10%	-12%
Oppose Total	11%	13%	16%	2%	12%	9%	6%	16%	13%	13%	5%	14%	10%	7%	9%	12%	-4%	15%	22%	17%	16%	6%	11%	12%	13%	12%	5%	6%	18%	8%	8%	9%	14%
Strongly support	-7%	-2%	-13%	1%	-11%	-3%	-7%	-11%	-5%	-2%	-5%	-10%	-3%	-3%	-12%	-4%	3%	-4%	-10%	-5%	-11%	-4%	-3%	-8%	2%	-10%	-1%	-8%	-6%	-5%	-7%	2%	-9%
Somewhat support	-3%	-9%	0%	-3%	-1%	-5%	0%	-3%	-5%	-9%	-1%	-3%	-3%	2%	4%	-6%	-1%	-7%	-8%	-11%	-4%	1%	-7%	-2%	-11%	0%	-5%	5%	-11%	0%	3%	-12%	-3%
Somewhat oppose	3%	3%	5%	-1%	4%	2%	2%	6%	1%	2%	2%	1%	9%	0%	7%	-3%	5%	13%	6%	-3%	7%	-4%	5%	4%	-1%	2%	1%	3%	4%	9%	-4%	-3%	4%
Strongly oppose	8%	11%	12%	3%	8%	7%	4%	11%	12%	10%	3%	13%	1%	6%	1%	14%	-9%	2%	15%	20%	9%	10%	6%	8%	13%	10%	4%	4%	14%	0%	13%	11%	9%
Unsure	-2%	-3%	-3%	0%	0%	-1%	1%	-2%	-3%	-1%	1%	-1%	-4%	-5%	0%	-2%	1%	-4%	-3%	-1%	-1%	-3%	-1%	-2%	-4%	-3%	1%	-3%	-1%	-4%	-4%	1%	-2%

ALPR Use Perceptions



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Locating missing persons or issuing Amber Alerts	67%	63%	77%	53%	72%	61%	65%	70%	70%	66%	73%	66%	64%	71%	70%	63%	71%	70%	66%	62%	65%	68%	68%	68%	60%	67%	60%	81%	69%	67%	70%	57%	60%	62%	69%	66%	51%	64%	70%	71%
Finding stolen vehicles	58%	50%	67%	49%	64%	55%	59%	56%	62%	54%	59%	59%	57%	67%	62%	53%	64%	57%	66%	46%	55%	61%	59%	60%	53%	51%	50%	50%	60%	58%	60%	51%	51%	57%	62%	54%	46%	61%	56%	61%
Solving crimes and generating investigative leads	57%	48%	69%	50%	61%	53%	59%	58%	60%	59%	59%	57%	56%	69%	63%	50%	60%	51%	57%	48%	56%	59%	57%	58%	55%	57%	47%	51%	59%	60%	60%	49%	49%	53%	65%	50%	43%	60%	59%	61%
Catching people with outstanding warrants	43%	37%	49%	36%	47%	40%	44%	43%	43%	44%	43%	44%	39%	54%	56%	44%	44%	28%	48%	25%	40%	45%	44%	45%	35%	41%	30%	37%	43%	45%	46%	34%	31%	42%	53%	33%	34%	42%	39%	46%
Helping federal immigration agents find and deport people	28%	23%	28%	26%	35%	27%	34%	28%	22%	34%	33%	27%	23%	63%	46%	38%	23%	6%	11%	6%	24%	32%	28%	31%	21%	14%	14%	32%	26%	30%	30%	22%	20%	24%	52%	7%	24%	28%	25%	30%
None of the Above	15%	15%	8%	25%	15%	21%	18%	9%	15%	20%	15%	16%	11%	11%	23%	13%	21%	9%	22%	12%	18%	16%	16%	7%	18%	19%	12%	15%	18%	15%	17%	18%	14%	13%	18%	14%	14%	19%	15%	
Unsure	3%	2%	4%	2%	4%	3%	4%	4%	3%	3%	4%	3%	4%	3%	5%	2%	1%	1%	3%	1%	4%	3%	2%	3%	2%	5%	2%	2%	3%	4%	4%	2%	2%	7%	4%	2%	4%	2%	3%	3%

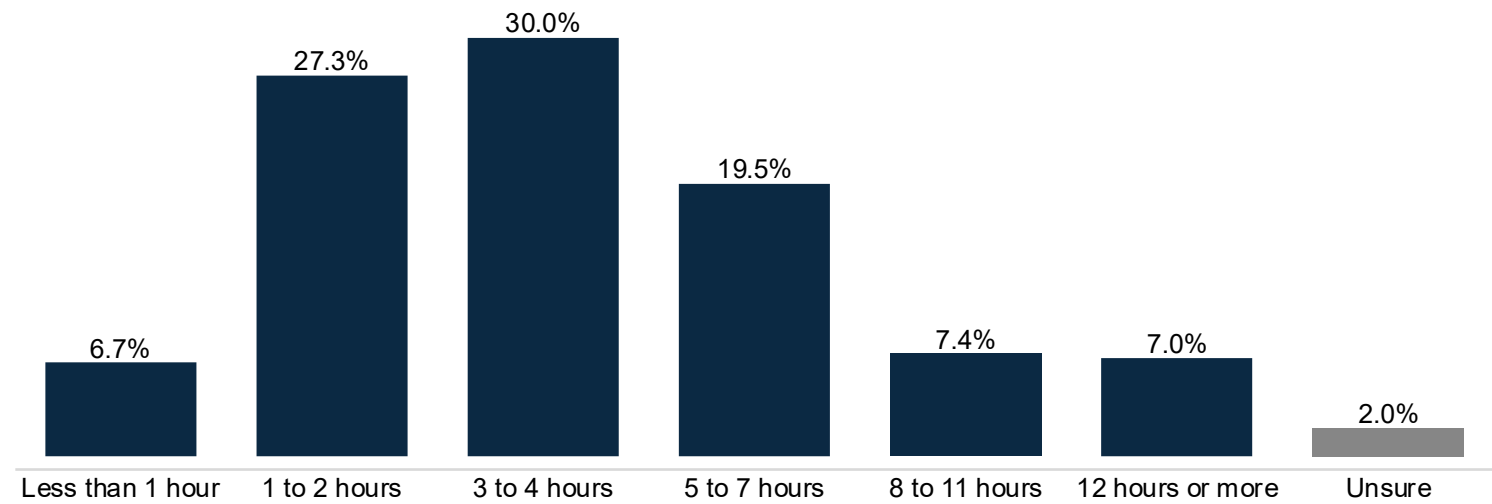
Which of the following do you believe are appropriate uses for automatic license plate readers? Select all that apply.

Percent Change: ALPR Use Perceptions (Jul '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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Locating missing persons or issuing Amber Alerts	-2%	-6%	-1%	-4%	3%	0%	0%	0%	-9%	-2%	6%	-4%	-4%	3%	-1%	-8%	9%	7%	-6%	-9%	-5%	1%	0%	-1%	-4%	-1%	-2%	1%	-5%	-6%	-10%	-1%	1%
Finding stolen vehicles	-3%	-5%	0%	-4%	-2%	-7%	0%	-3%	-2%	-6%	-2%	0%	-7%	7%	1%	-12%	10%	3%	-1%	-14%	-4%	0%	-3%	-2%	-1%	-9%	0%	1%	-8%	-6%	-2%	-4%	-1%
Solving crimes and generating investigative leads	-3%	-9%	-2%	6%	-6%	-2%	1%	-7%	-4%	-5%	0%	-4%	-3%	2%	-2%	-15%	3%	4%	-8%	-6%	-6%	-3%	0%	-2%	-6%	-6%	-4%	0%	-8%	-8%	-3%	0%	-2%
Catching people with outstanding warrants	-5%	-5%	-1%	-7%	-8%	-10%	-4%	-3%	-3%	-8%	-4%	-4%	-8%	-3%	-2%	-10%	4%	-9%	2%	-12%	-7%	-5%	-2%	-4%	-6%	-6%	-5%	-2%	-8%	-10%	-11%	-7%	-2%
Helping federal immigration agents find and deport people	-1%	0%	2%	-3%	-4%	-6%	0%	2%	1%	1%	-3%	0%	-2%	1%	-4%	-14%	14%	-1%	2%	1%	-4%	3%	1%	0%	7%	-8%	1%	-1%	0%	-5%	-4%	-4%	2%
None of the Above	2%	3%	1%	2%	3%	2%	2%	0%	5%	9%	1%	3%	-2%	2%	0%	7%	-10%	1%	4%	7%	3%	4%	0%	2%	1%	5%	-1%	1%	4%	4%	2%	5%	1%
Unsure	0%	-4%	0%	1%	1%	1%	1%	-3%	0%	-1%	-2%	0%	-1%	0%	1%	-1%	-1%	-3%	0%	-3%	-1%	0%	0%	0%	-2%	-2%	3%	1%	-1%	-1%	-2%	0%	-1%

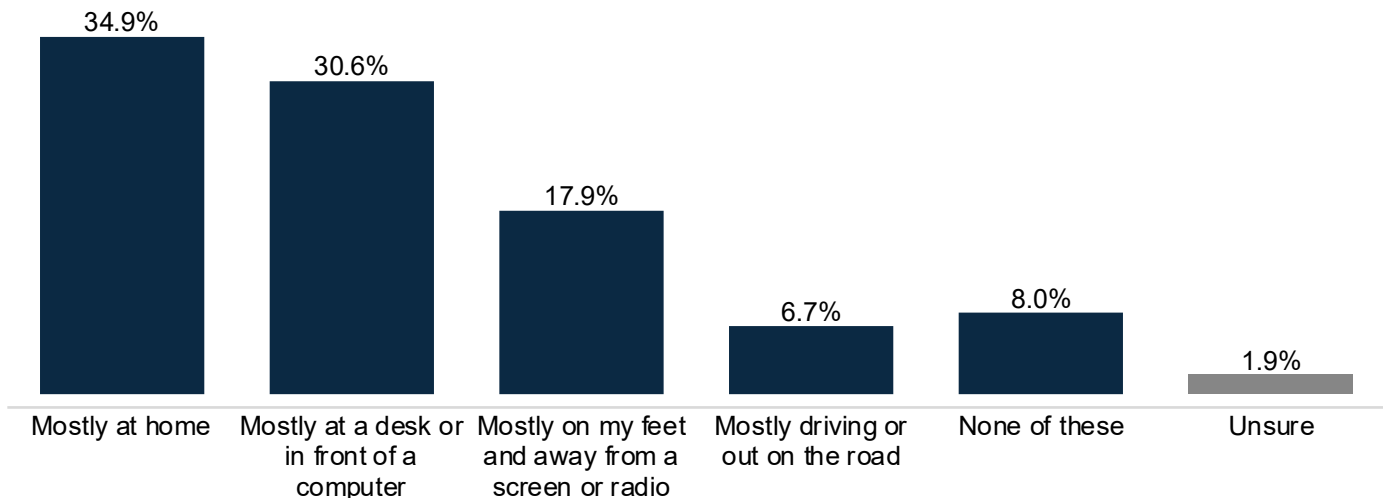
Daily Media Hours



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Less than 1 hour	7%	6%	5%	6%	10%	6%	10%	4%	7%	10%	7%	6%	7%	9%	5%	11%	8%	2%	7%	4%	7%	6%	7%	6%	5%	5%	6%	0%	5%	16%	7%	6%	5%	7%	8%	6%	7%	6%	7%	7%
1 to 2 hours	27%	19%	30%	26%	35%	30%	31%	20%	30%	24%	27%	31%	21%	25%	29%	30%	30%	29%	26%	27%	22%	31%	31%	29%	19%	29%	22%	7%	28%	40%	31%	17%	19%	26%	28%	27%	17%	24%	28%	31%
3 to 4 hours	30%	31%	34%	26%	28%	28%	27%	30%	35%	29%	36%	27%	34%	30%	30%	27%	25%	32%	32%	34%	29%	32%	29%	30%	39%	23%	33%	14%	34%	30%	29%	32%	30%	28%	30%	32%	32%	29%	30%	30%
5 to 7 hours	20%	25%	17%	25%	12%	17%	19%	22%	20%	16%	18%	20%	20%	19%	18%	16%	24%	26%	18%	19%	22%	18%	19%	18%	20%	31%	22%	40%	19%	8%	17%	27%	28%	23%	18%	20%	25%	20%	17%	18%
8 to 11 hours	7%	9%	5%	9%	7%	10%	5%	11%	3%	9%	5%	7%	9%	7%	7%	8%	8%	5%	8%	8%	8%	6%	8%	12%	5%	8%	19%	6%	2%	8%	6%	7%	8%	7%	7%	8%	9%	8%	7%	
12 hours or more	7%	9%	5%	7%	7%	7%	10%	4%	8%	6%	7%	6%	9%	8%	5%	4%	6%	7%	7%	10%	4%	7%	8%	3%	6%	7%	17%	7%	2%	6%	10%	10%	5%	7%	6%	8%	11%	7%	6%	
Unsure	2%	2%	3%	1%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%

On a typical weekday, roughly how many total hours do you spend watching, listening to, reading, or scrolling anything at all, including while you are doing something else?

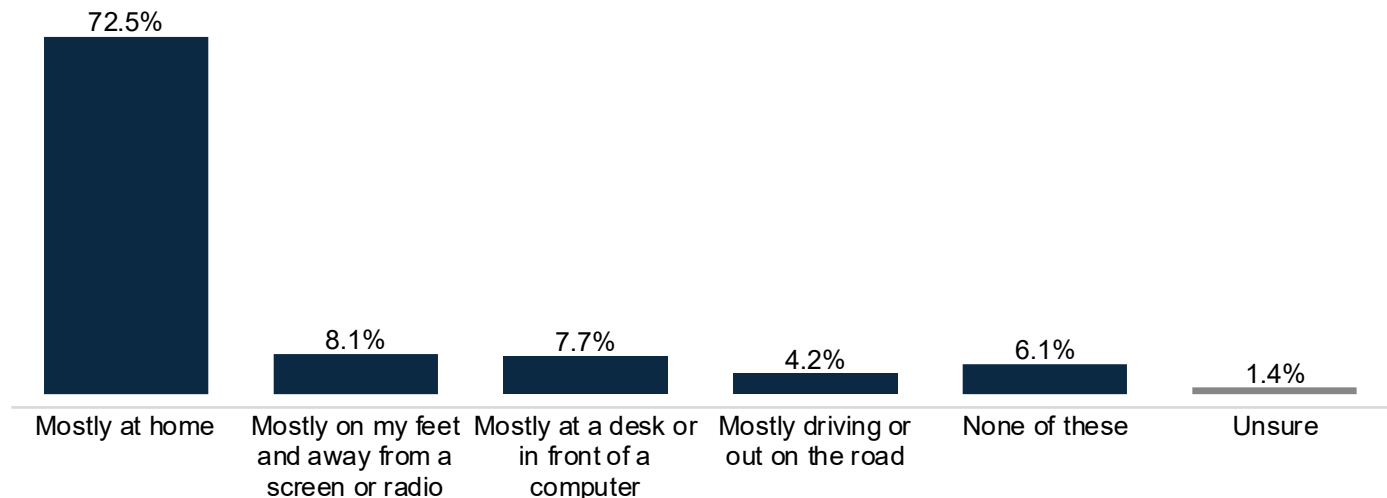
Daytime Media Access



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Mostly at home	35%	29%	48%	18%	41%	29%	32%	45%	32%	37%	39%	34%	34%	37%	35%	29%	39%	30%	34%	33%	44%	34%	24%	36%	37%	29%	34%	43%	39%	20%	37%	30%	31%	32%	36%	34%	30%	34%	33%	37%
Mostly at a desk or in front of a computer	31%	39%	18%	45%	21%	41%	26%	21%	37%	22%	21%	36%	29%	24%	28%	32%	32%	33%	32%	39%	19%	33%	45%	29%	28%	40%	35%	47%	34%	11%	31%	33%	34%	30%	28%	35%	30%	31%	33%	30%
Mostly on my feet and away from a screen or radio	18%	16%	18%	21%	17%	14%	24%	16%	17%	19%	24%	16%	18%	23%	20%	17%	15%	25%	13%	15%	21%	20%	15%	18%	16%	18%	17%	2%	14%	39%	17%	20%	23%	19%	19%	16%	24%	25%	14%	16%
Mostly driving or out on the road	7%	9%	5%	5%	7%	6%	7%	8%	6%	10%	5%	6%	8%	8%	6%	6%	4%	2%	11%	6%	7%	7%	6%	6%	10%	7%	7%	5%	7%	5%	6%	10%	6%	7%	7%	7%	5%	9%	6%	
None of these	8%	4%	9%	7%	12%	9%	10%	7%	6%	9%	8%	7%	9%	7%	9%	11%	10%	9%	7%	6%	7%	6%	8%	8%	5%	5%	6%	0%	5%	23%	8%	7%	5%	10%	8%	7%	5%	3%	9%	10%
Unsure	2%	3%	2%	2%	1%	1%	2%	2%	2%	3%	2%	1%	2%	1%	2%	4%	1%	1%	3%	1%	2%	1%	2%	3%	1%	1%	3%	1%	2%	2%	1%	1%	3%	2%	2%	4%	1%	3%	1%	

Which of the following best describes what your typical weekday looks like from morning until early evening?

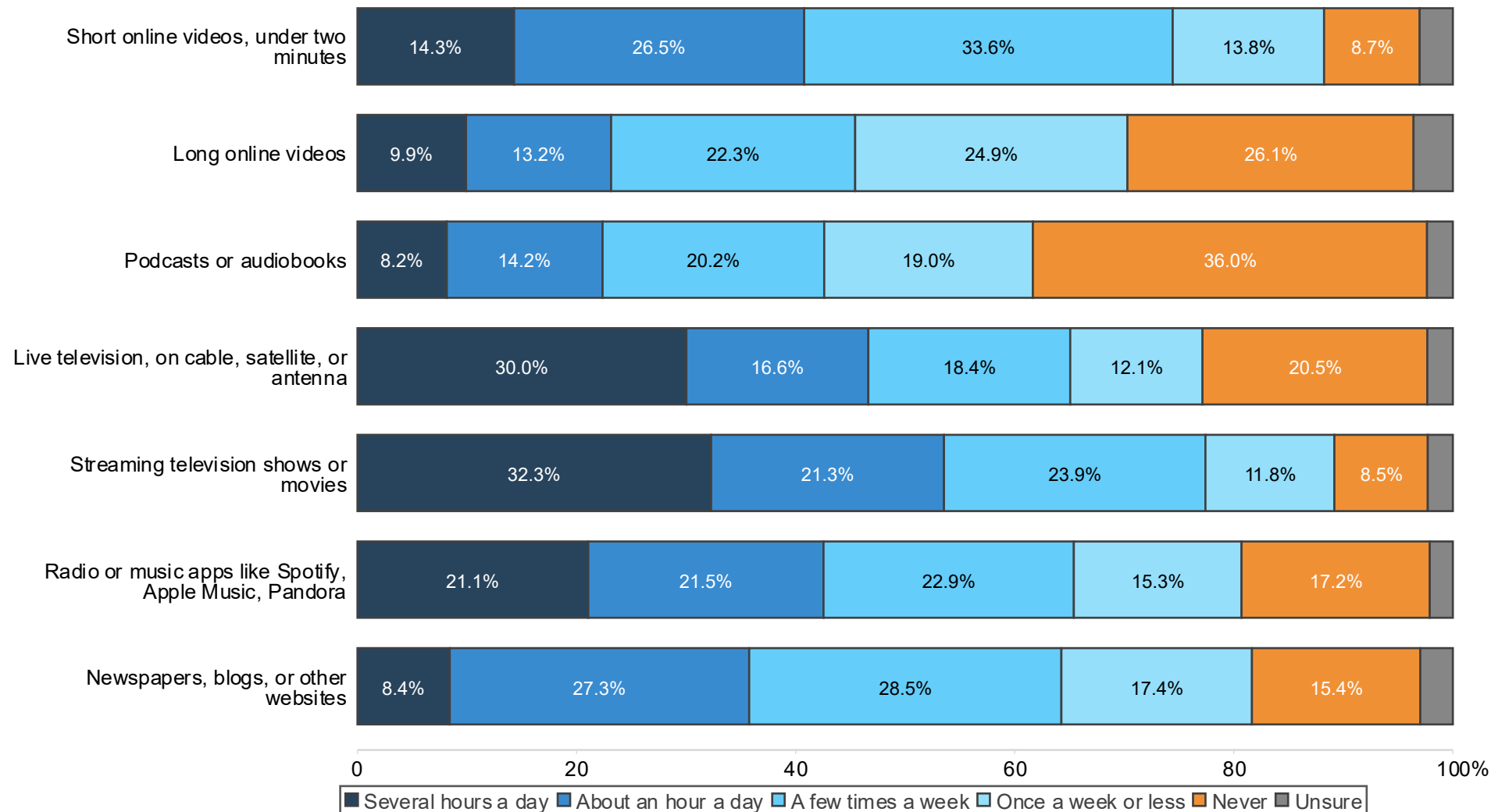
Evening Media Access



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean GOP	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Mostly at home	72%	68%	82%	64%	74%	73%	67%	72%	78%	70%	77%	75%	64%	73%	74%	69%	75%	70%	68%	75%	68%	77%	74%	75%	65%	73%	70%	73%	79%	55%	74%	69%	73%	66%	71%	74%	57%	70%	74%	77%
Mostly on my feet and away from a screen or radio	8%	12%	5%	9%	7%	8%	9%	7%	9%	9%	9%	7%	11%	10%	8%	11%	9%	6%	5%	9%	9%	6%	9%	8%	7%	7%	8%	0%	6%	20%	8%	11%	9%	10%	9%	7%	15%	9%	5%	6%
Mostly at a desk or in front of a computer	8%	10%	4%	11%	7%	8%	9%	8%	5%	6%	6%	8%	9%	7%	9%	4%	5%	14%	11%	6%	9%	8%	8%	7%	13%	6%	10%	22%	7%	1%	7%	9%	9%	8%	8%	8%	11%	9%	7%	7%
Mostly driving or out on the road	4%	5%	2%	9%	2%	5%	5%	4%	2%	4%	1%	4%	8%	5%	4%	2%	3%	4%	8%	3%	7%	3%	3%	3%	8%	8%	6%	3%	5%	3%	4%	5%	5%	7%	5%	4%	10%	5%	5%	2%
None of these	6%	3%	7%	6%	9%	5%	10%	6%	3%	7%	7%	6%	6%	4%	5%	11%	7%	6%	6%	6%	7%	6%	5%	6%	6%	5%	5%	1%	3%	20%	6%	6%	3%	7%	6%	6%	3%	5%	8%	7%
Unsure	1%	2%	1%	1%	1%	1%	1%	2%	2%	4%	0%	1%	1%	1%	1%	2%	1%	0%	2%	0%	1%	0%	1%	1%	2%	0%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	3%	1%	1%

Which of the following best describes what your typical weekday looks like in the evenings after work or after dinner?

Media Time Spent

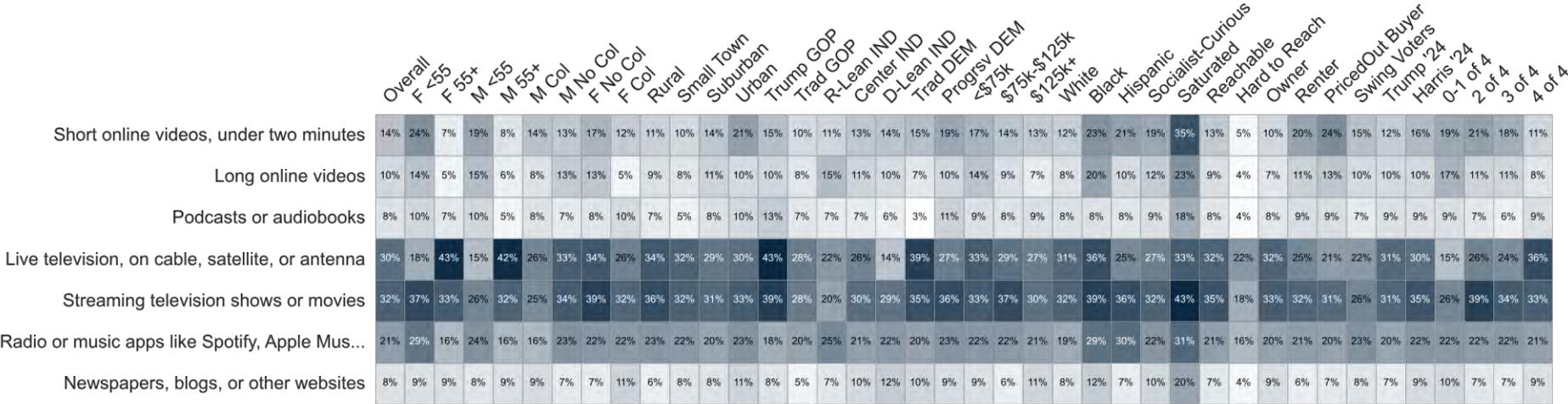


For each of the following, please indicate how much time you spend for each in a typical week?

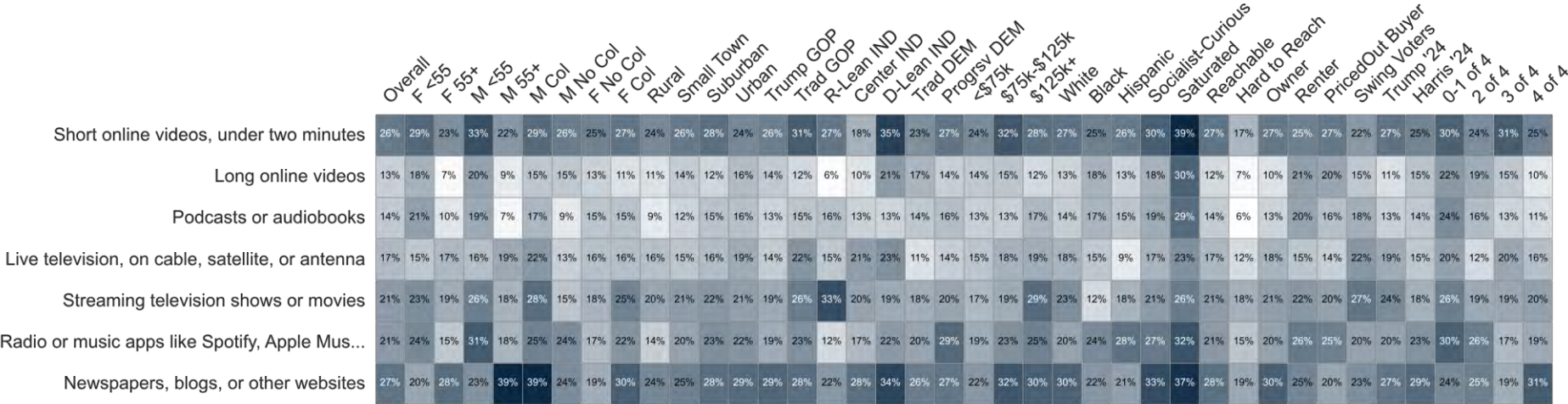
Media Time Spent Heatmaps (1/3)



Several hours a day

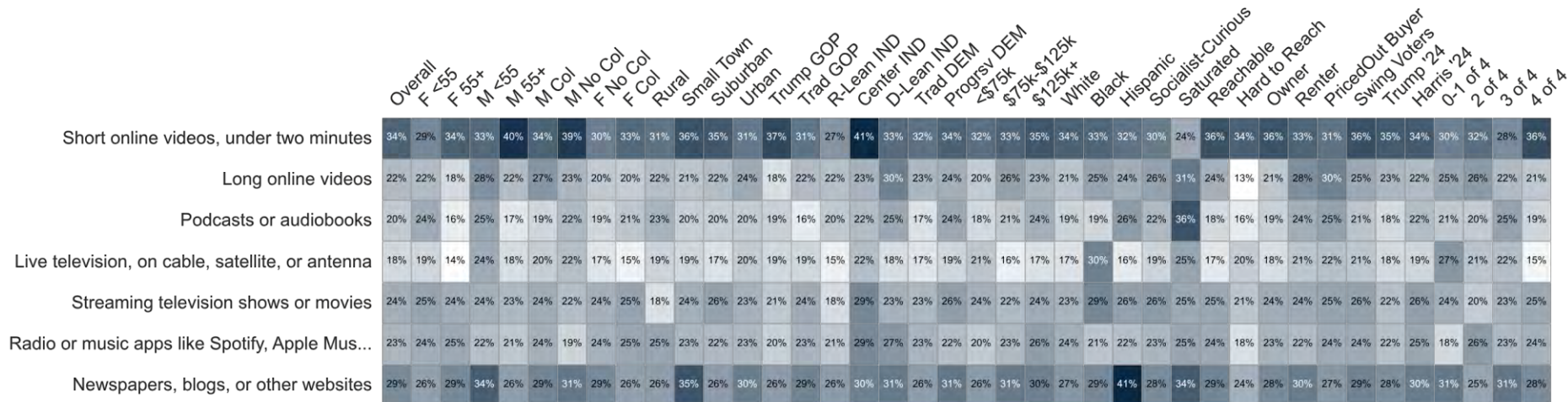


About an hour a day

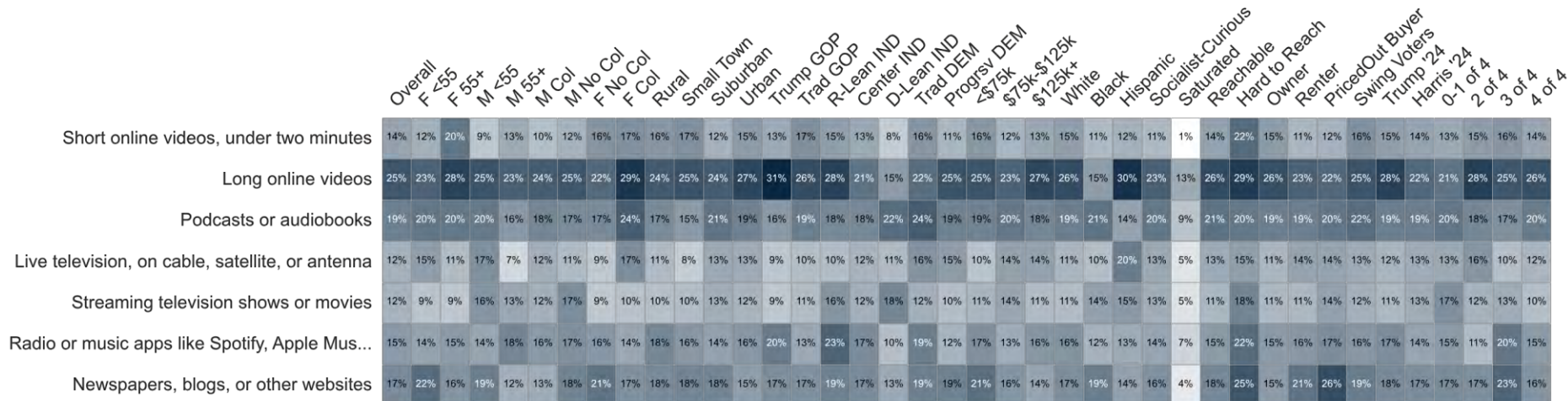


Media Time Spent Heatmaps (2/3)

A few times a week



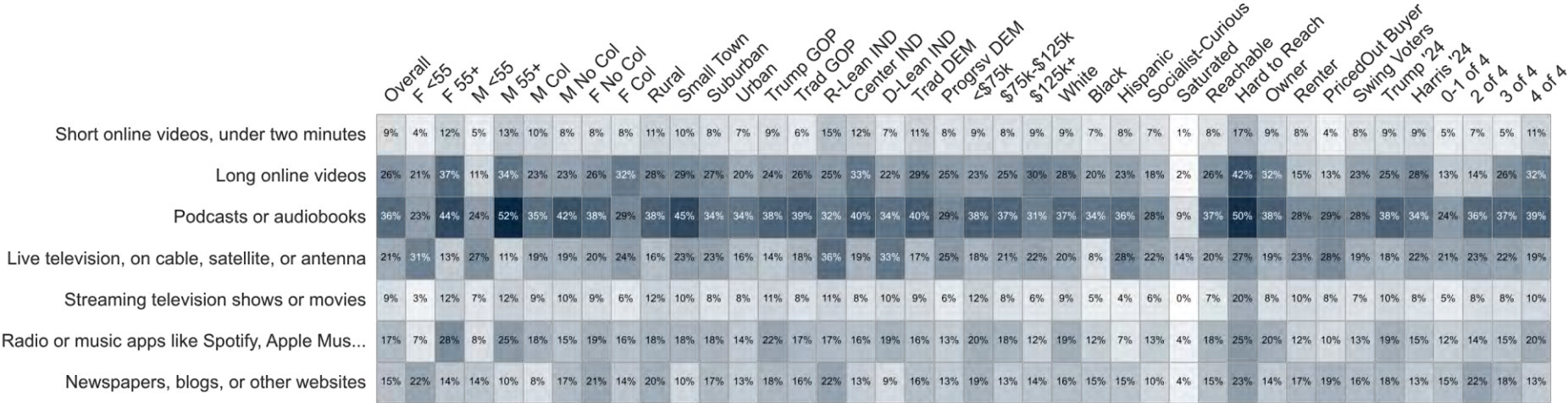
Once a week or less



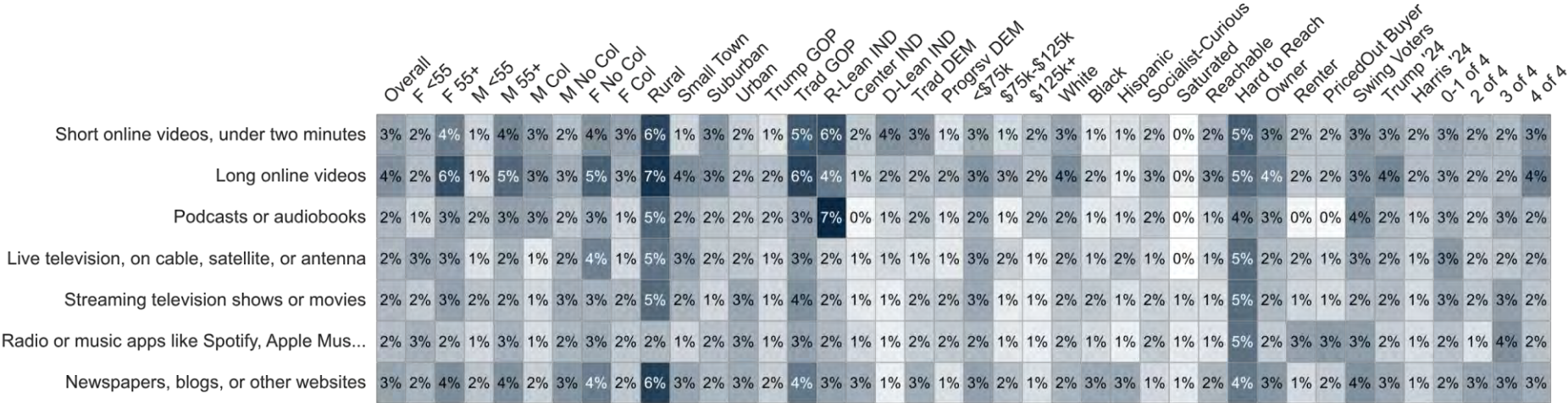
Media Time Spent Heatmaps (3/3)



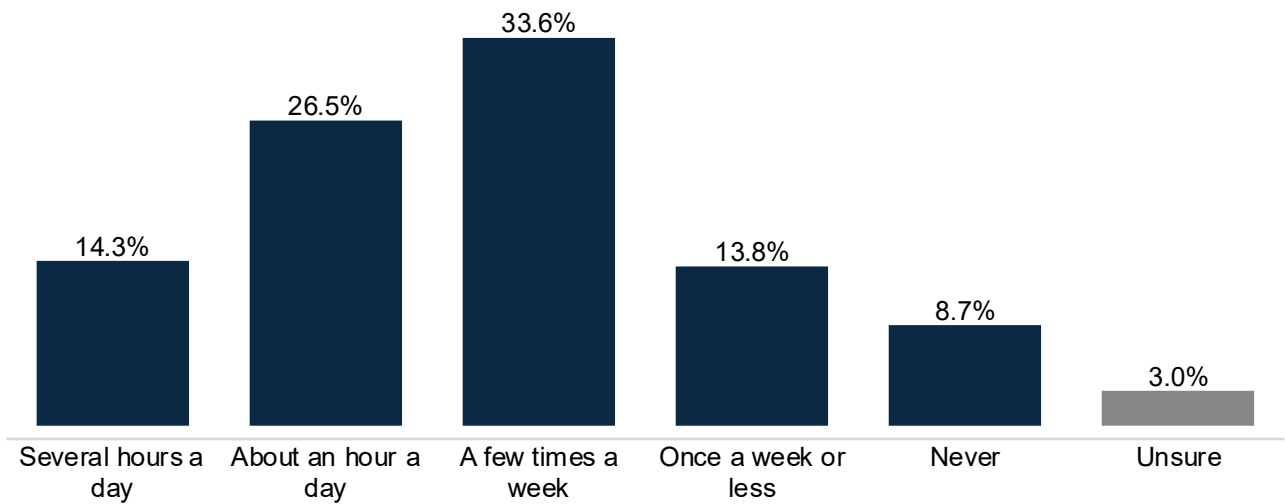
Never



Unsure



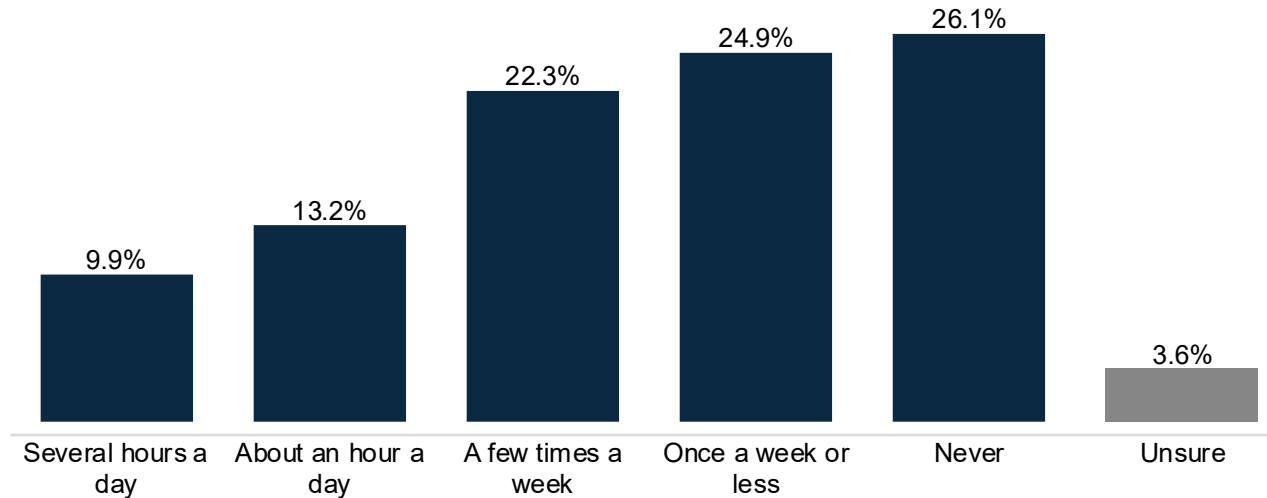
Media Time Spent: Short Online Videos, Under Two Minutes



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Several hours a day	14%	24%	7%	19%	8%	14%	13%	17%	12%	11%	10%	14%	21%	15%	10%	11%	13%	14%	15%	19%	17%	14%	13%	12%	23%	21%	19%	35%	13%	5%	10%	20%	24%	15%	12%	16%	19%	21%	18%	11%
About an hour a day	26%	29%	23%	33%	22%	29%	26%	25%	27%	24%	26%	28%	24%	26%	31%	27%	18%	35%	23%	27%	24%	32%	28%	27%	25%	26%	30%	39%	27%	17%	27%	25%	27%	22%	27%	25%	30%	24%	31%	25%
A few times a week	34%	29%	34%	33%	40%	34%	39%	30%	33%	31%	36%	35%	31%	37%	31%	27%	41%	33%	32%	34%	32%	33%	35%	34%	33%	32%	30%	24%	36%	34%	36%	33%	31%	36%	35%	34%	30%	32%	28%	36%
Once a week or less	14%	12%	20%	9%	13%	10%	12%	16%	17%	16%	17%	12%	15%	13%	17%	15%	13%	8%	16%	11%	16%	12%	13%	15%	11%	12%	11%	1%	14%	22%	15%	11%	12%	16%	15%	14%	13%	15%	16%	14%
Never	9%	4%	12%	5%	13%	10%	8%	8%	8%	11%	10%	8%	7%	9%	6%	15%	12%	7%	11%	8%	9%	8%	9%	9%	7%	8%	7%	1%	8%	17%	9%	8%	4%	8%	9%	9%	5%	7%	5%	11%
Unsure	3%	2%	4%	1%	4%	3%	2%	4%	3%	6%	1%	3%	2%	1%	5%	6%	2%	4%	3%	1%	3%	1%	2%	3%	1%	1%	2%	0%	2%	5%	3%	2%	2%	3%	3%	2%	3%	2%	2%	3%

For each of the following, please indicate how much time you spend for each in a typical week? Short online videos, under two minutes

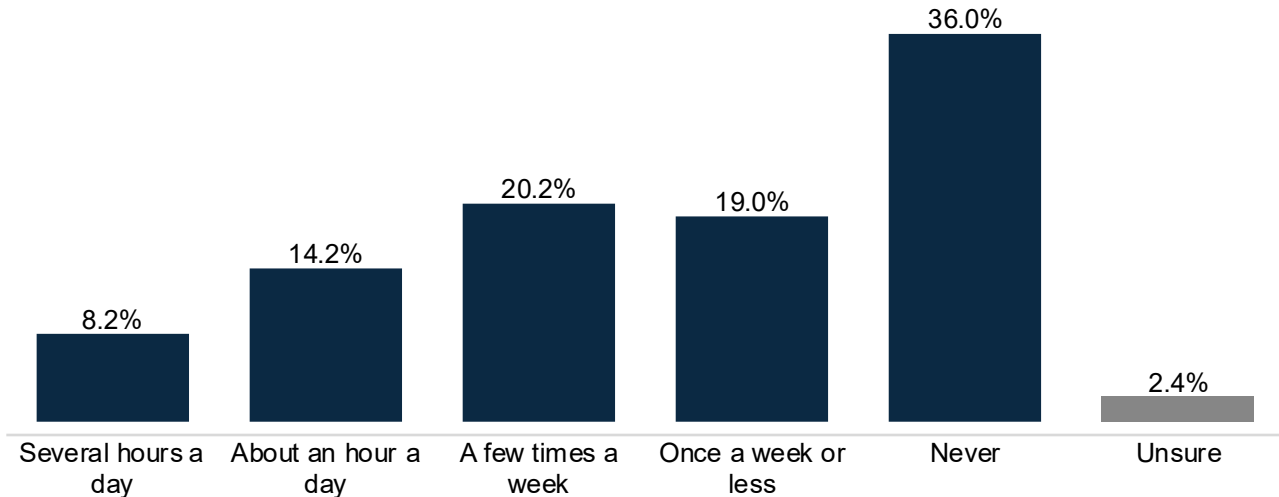
Media Time Spent: Long Online Videos



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Several hours a day	10%	14%	5%	15%	6%	8%	13%	13%	5%	9%	8%	11%	10%	10%	8%	15%	11%	10%	7%	10%	14%	9%	7%	8%	20%	10%	12%	23%	9%	4%	7%	11%	13%	10%	10%	10%	17%	11%	11%	8%
About an hour a day	13%	18%	7%	20%	9%	15%	15%	13%	11%	11%	14%	12%	16%	14%	12%	6%	10%	21%	17%	14%	14%	15%	12%	13%	18%	13%	18%	30%	12%	7%	10%	21%	20%	15%	11%	15%	22%	19%	15%	10%
A few times a week	22%	22%	18%	28%	22%	27%	23%	20%	20%	22%	21%	22%	24%	18%	22%	22%	23%	30%	23%	24%	20%	26%	23%	21%	25%	24%	26%	31%	24%	13%	21%	28%	30%	25%	23%	22%	25%	26%	22%	21%
Once a week or less	25%	23%	28%	25%	23%	24%	25%	22%	29%	24%	25%	24%	27%	31%	26%	28%	21%	15%	22%	25%	25%	23%	27%	26%	15%	30%	23%	13%	26%	29%	26%	23%	22%	25%	28%	22%	21%	28%	25%	26%
Never	26%	21%	37%	11%	34%	23%	23%	26%	32%	28%	29%	27%	20%	24%	26%	25%	33%	22%	29%	25%	23%	25%	30%	28%	20%	23%	18%	2%	26%	42%	32%	15%	13%	23%	25%	28%	13%	14%	26%	32%
Unsure	4%	2%	6%	1%	5%	3%	3%	5%	3%	7%	4%	3%	2%	2%	6%	4%	1%	2%	2%	2%	3%	3%	2%	4%	2%	1%	3%	0%	3%	5%	4%	2%	2%	3%	4%	2%	3%	2%	2%	4%

For each of the following, please indicate how much time you spend for each in a typical week? Long online videos

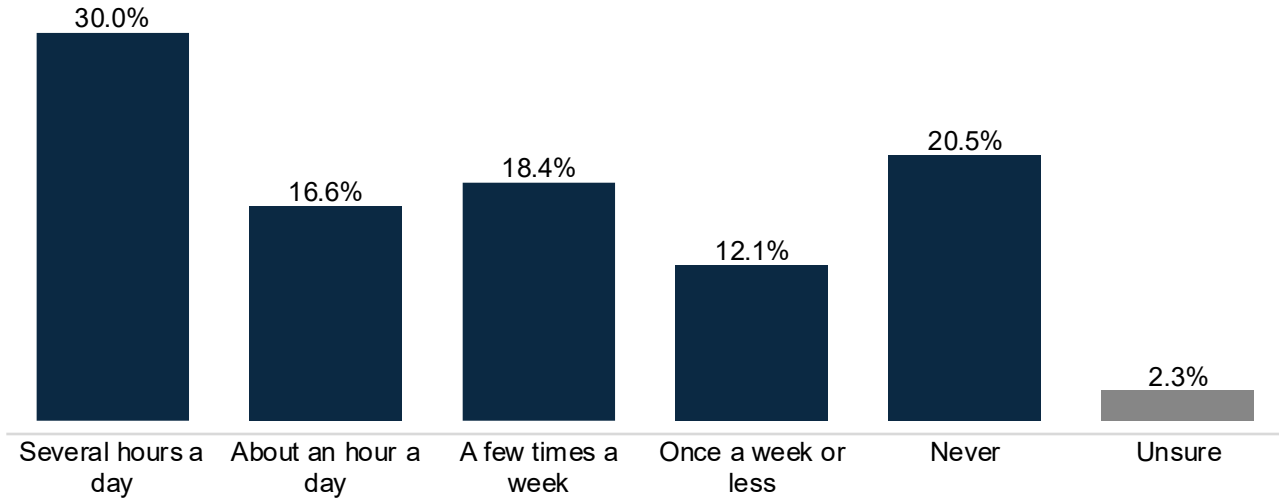
Media Time Spent: Podcasts or Audiobooks



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Several hours a day	8%	10%	7%	10%	5%	8%	7%	8%	10%	7%	5%	8%	10%	13%	7%	7%	7%	6%	3%	11%	9%	8%	9%	8%	8%	8%	9%	18%	8%	4%	8%	9%	9%	7%	9%	9%	9%	9%	7%	6%	9%
About an hour a day	14%	21%	10%	19%	7%	17%	9%	15%	15%	9%	12%	15%	16%	13%	15%	16%	13%	14%	16%	13%	13%	17%	14%	17%	15%	19%	29%	14%	6%	13%	20%	16%	18%	13%	14%	24%	16%	13%	11%		
A few times a week	20%	24%	16%	25%	17%	19%	22%	19%	21%	23%	20%	20%	20%	19%	16%	20%	22%	25%	17%	24%	18%	21%	24%	19%	19%	26%	22%	36%	18%	16%	19%	24%	25%	21%	18%	22%	21%	20%	25%	19%	
Once a week or less	19%	20%	20%	20%	16%	18%	17%	17%	24%	17%	15%	21%	19%	16%	19%	18%	18%	22%	24%	19%	19%	20%	18%	19%	21%	14%	20%	9%	21%	20%	19%	19%	20%	22%	19%	19%	20%	18%	17%	20%	
Never	36%	23%	44%	24%	52%	35%	42%	38%	29%	38%	45%	34%	34%	38%	39%	32%	40%	34%	40%	29%	38%	37%	31%	37%	34%	36%	28%	9%	37%	50%	38%	28%	29%	28%	38%	34%	24%	36%	37%	39%	
Unsure	2%	1%	3%	2%	3%	3%	2%	3%	1%	5%	2%	2%	2%	2%	3%	7%	0%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	0%	1%	4%	3%	0%	0%	4%	2%	1%	3%	2%	3%	2%	

For each of the following, please indicate how much time you spend for each in a typical week? Podcasts or audiobooks

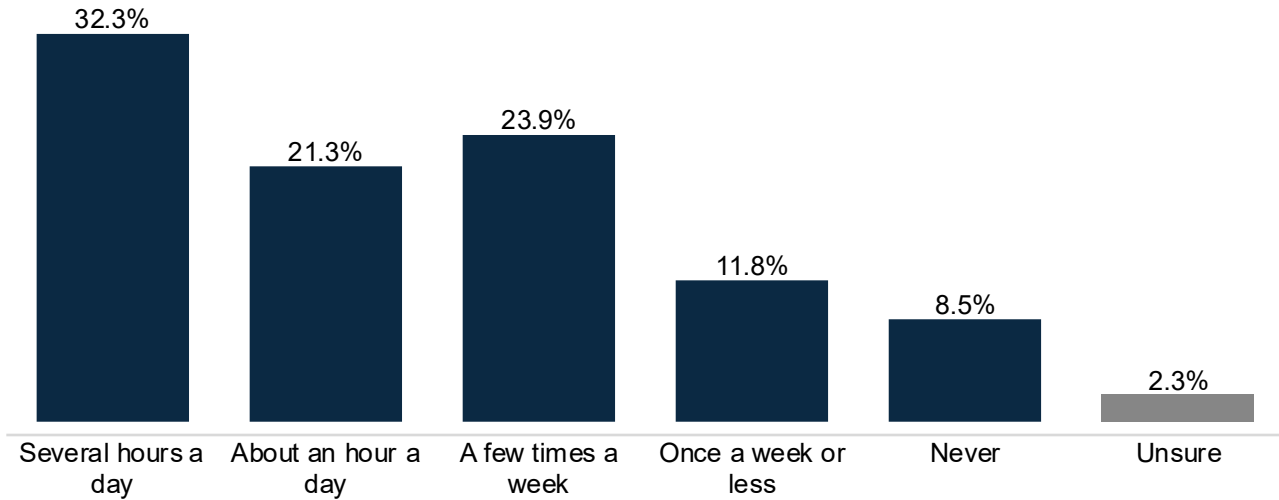
Media Time Spent: Live Television, on Cable, Satellite, or Antenna



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Several hours a day	30%	18%	43%	15%	42%	26%	33%	34%	26%	34%	32%	29%	30%	43%	28%	22%	26%	14%	39%	27%	33%	29%	27%	31%	36%	25%	27%	33%	32%	22%	32%	25%	21%	22%	31%	30%	15%	26%	24%	36%
About an hour a day	17%	15%	17%	16%	19%	22%	13%	16%	16%	16%	15%	16%	19%	14%	22%	15%	21%	23%	11%	14%	15%	18%	19%	18%	15%	9%	17%	23%	17%	12%	18%	15%	14%	22%	19%	15%	20%	12%	20%	16%
A few times a week	18%	19%	14%	24%	18%	20%	22%	17%	15%	19%	19%	17%	20%	19%	19%	15%	22%	18%	17%	19%	21%	16%	17%	17%	30%	16%	19%	25%	17%	20%	18%	21%	22%	21%	18%	19%	27%	21%	22%	15%
Once a week or less	12%	15%	11%	17%	7%	12%	11%	9%	17%	11%	8%	13%	13%	9%	10%	10%	12%	11%	16%	15%	10%	14%	14%	11%	10%	20%	13%	5%	13%	15%	11%	14%	14%	13%	12%	13%	13%	16%	10%	12%
Never	21%	31%	13%	27%	11%	19%	19%	20%	24%	16%	23%	23%	16%	14%	18%	36%	19%	33%	17%	25%	18%	21%	22%	20%	8%	28%	22%	14%	20%	27%	19%	23%	28%	19%	18%	22%	21%	23%	22%	19%
Unsure	2%	3%	3%	1%	2%	1%	2%	4%	1%	5%	3%	2%	2%	1%	3%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%	2%	1%	0%	1%	5%	2%	2%	1%	3%	2%	1%	3%	2%	2%	2%

For each of the following, please indicate how much time you spend for each in a typical week? Live television, on cable, satellite, or antenna

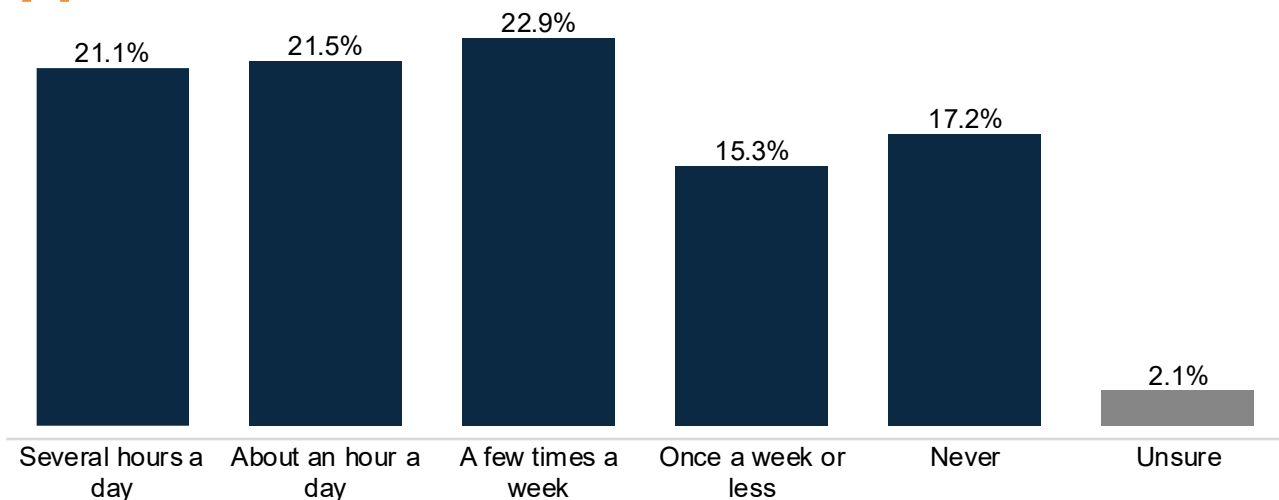
Media Time Spent: Streaming Television Shows or Movies



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Several hours a day	32%	37%	33%	26%	32%	25%	34%	39%	32%	36%	32%	31%	33%	39%	28%	20%	30%	29%	35%	36%	33%	37%	30%	32%	39%	36%	32%	43%	35%	18%	33%	32%	31%	26%	31%	35%	26%	39%	34%	33%
About an hour a day	21%	23%	19%	26%	18%	28%	15%	18%	25%	20%	21%	22%	21%	19%	26%	33%	20%	19%	18%	20%	17%	19%	29%	23%	12%	18%	21%	26%	21%	18%	21%	22%	20%	27%	24%	18%	26%	19%	19%	20%
A few times a week	24%	25%	24%	24%	23%	24%	22%	24%	25%	18%	24%	26%	23%	21%	24%	18%	29%	23%	23%	26%	24%	22%	24%	23%	29%	26%	26%	25%	25%	21%	24%	24%	25%	26%	22%	26%	24%	20%	23%	25%
Once a week or less	12%	9%	9%	16%	13%	12%	17%	9%	10%	10%	10%	13%	12%	9%	11%	16%	12%	18%	12%	10%	11%	14%	11%	11%	14%	15%	13%	5%	11%	18%	11%	11%	14%	12%	11%	13%	17%	12%	13%	10%
Never	9%	3%	12%	7%	12%	9%	10%	9%	6%	12%	10%	8%	8%	11%	8%	11%	8%	10%	9%	6%	12%	8%	6%	9%	5%	4%	6%	0%	7%	20%	8%	10%	8%	7%	10%	8%	5%	8%	8%	10%
Unsure	2%	2%	3%	2%	2%	1%	3%	3%	2%	5%	2%	1%	3%	1%	4%	2%	1%	1%	2%	2%	3%	1%	1%	2%	2%	1%	2%	1%	1%	5%	2%	1%	1%	2%	2%	1%	3%	2%	3%	2%

For each of the following, please indicate how much time you spend for each in a typical week? Streaming television shows or movies

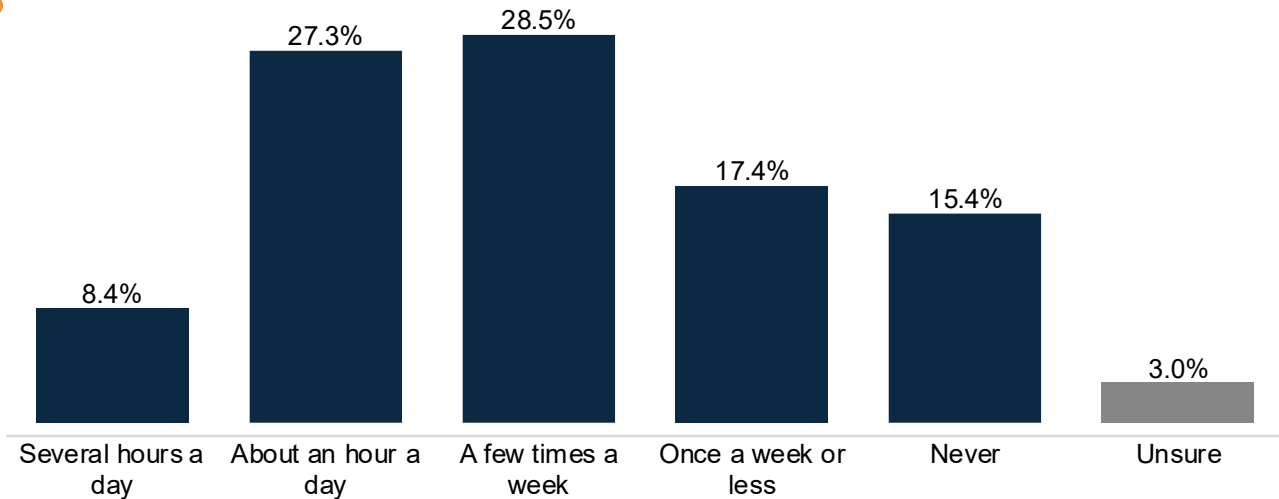
Media Time Spent: Radio or Music Apps Like Spotify, Apple Music, Pandora



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4	
Several hours a day	21%	29%	16%	24%	16%	16%	23%	22%	22%	23%	22%	20%	23%	18%	20%	25%	21%	22%	20%	23%	22%	22%	21%	19%	29%	30%	22%	31%	21%	16%	20%	21%	20%	23%	20%	22%	22%	22%	22%	22%	21%
About an hour a day	21%	24%	15%	31%	18%	25%	24%	17%	22%	14%	20%	23%	22%	19%	23%	12%	17%	22%	20%	29%	19%	23%	25%	20%	24%	28%	27%	32%	21%	15%	20%	26%	25%	20%	20%	23%	30%	26%	17%	19%	
A few times a week	23%	24%	25%	22%	21%	24%	19%	24%	25%	25%	23%	22%	23%	20%	23%	21%	29%	27%	23%	22%	20%	23%	26%	24%	21%	22%	23%	25%	24%	18%	23%	22%	24%	24%	22%	25%	18%	26%	23%	24%	
Once a week or less	15%	14%	15%	14%	18%	16%	17%	16%	14%	18%	16%	14%	16%	20%	13%	23%	17%	10%	19%	12%	17%	13%	16%	16%	12%	13%	14%	7%	15%	22%	15%	16%	17%	16%	17%	14%	15%	11%	20%	15%	
Never	17%	7%	28%	8%	25%	18%	15%	19%	16%	18%	18%	18%	14%	22%	17%	17%	16%	19%	16%	13%	20%	18%	12%	19%	12%	7%	13%	4%	18%	25%	20%	12%	10%	13%	19%	15%	12%	14%	15%	20%	
Unsure	2%	3%	2%	1%	3%	1%	2%	3%	2%	2%	1%	2%	3%	1%	3%	2%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	5%	2%	3%	3%	3%	2%	1%	2%	1%	4%	2%	

For each of the following, please indicate how much time you spend for each in a typical week? Radio or music apps like Spotify, Apple Music, Pandora

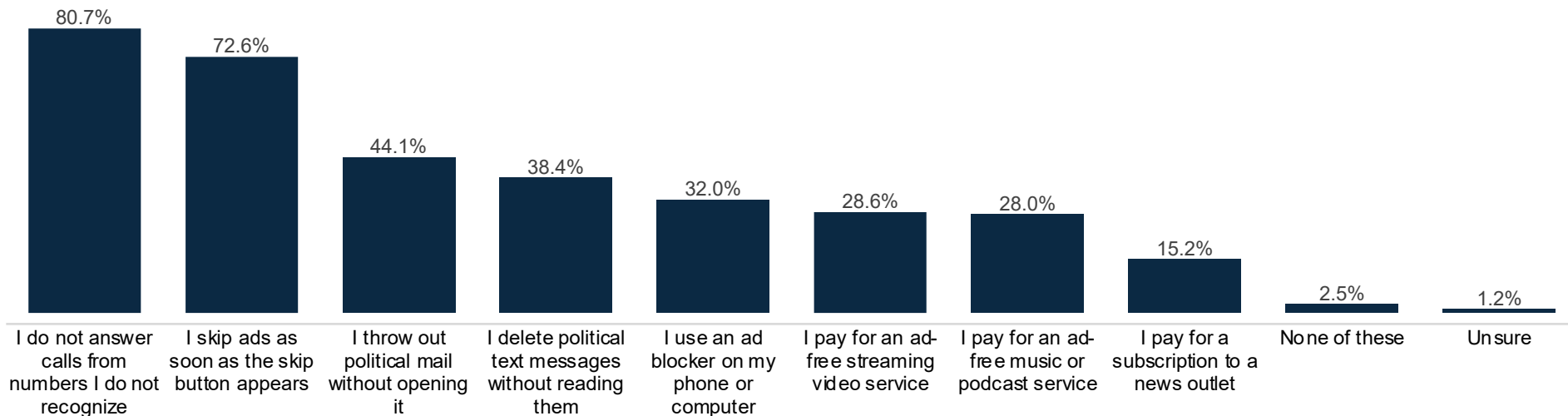
Media Time Spent: Newspapers, Blogs, or Other Websites



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Several hours a day	8%	9%	9%	8%	9%	9%	7%	7%	11%	6%	8%	8%	11%	8%	5%	7%	10%	12%	10%	9%	9%	6%	11%	8%	12%	7%	10%	20%	7%	4%	9%	6%	7%	8%	7%	9%	10%	7%	7%	9%
About an hour a day	27%	20%	28%	23%	39%	39%	24%	19%	30%	24%	25%	28%	29%	29%	28%	22%	28%	34%	26%	27%	22%	32%	30%	30%	22%	21%	33%	37%	28%	19%	30%	25%	20%	23%	27%	29%	24%	25%	19%	31%
A few times a week	29%	26%	29%	34%	26%	29%	31%	29%	26%	26%	35%	26%	30%	26%	29%	26%	30%	31%	26%	31%	26%	31%	30%	27%	29%	41%	28%	34%	29%	24%	28%	30%	27%	29%	28%	30%	31%	25%	31%	28%
Once a week or less	17%	22%	16%	19%	12%	13%	18%	21%	17%	18%	18%	15%	17%	17%	19%	17%	13%	19%	19%	21%	16%	14%	17%	19%	14%	16%	4%	18%	25%	15%	21%	26%	19%	18%	17%	17%	17%	23%	16%	
Never	15%	22%	14%	14%	10%	8%	17%	21%	14%	20%	10%	17%	13%	18%	16%	22%	13%	9%	16%	13%	19%	13%	14%	16%	15%	15%	10%	4%	15%	23%	14%	17%	19%	16%	18%	13%	15%	22%	18%	13%
Unsure	3%	2%	4%	2%	4%	2%	3%	4%	2%	6%	3%	2%	3%	2%	4%	3%	3%	1%	3%	1%	3%	2%	1%	2%	3%	3%	1%	1%	2%	4%	3%	1%	2%	4%	3%	1%	2%	3%	3%	3%

For each of the following, please indicate how much time you spend for each in a typical week? Newspapers, blogs, or other websites

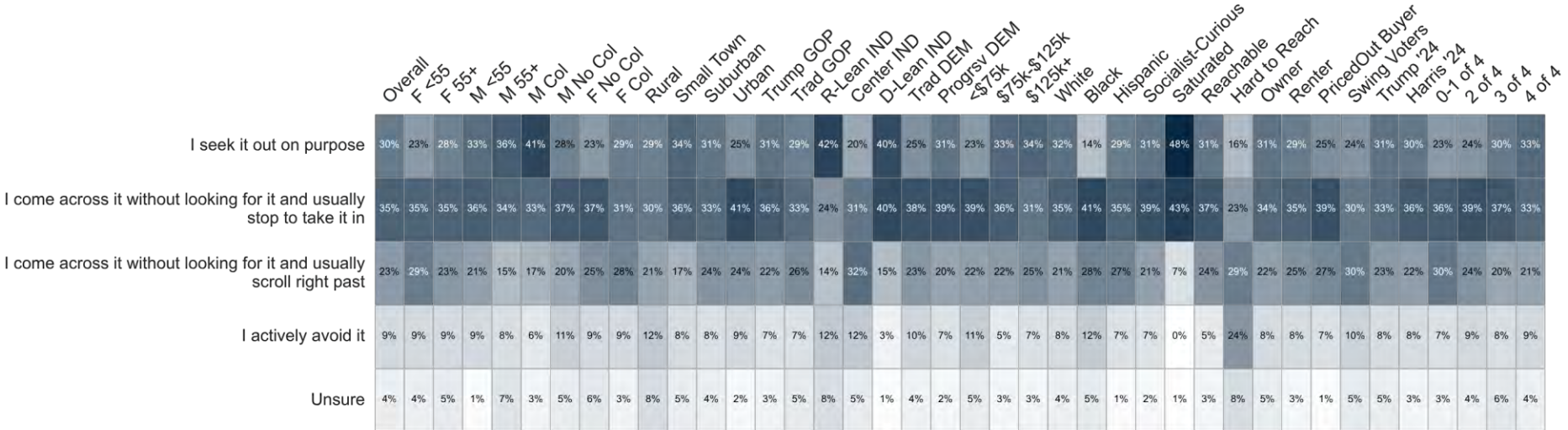
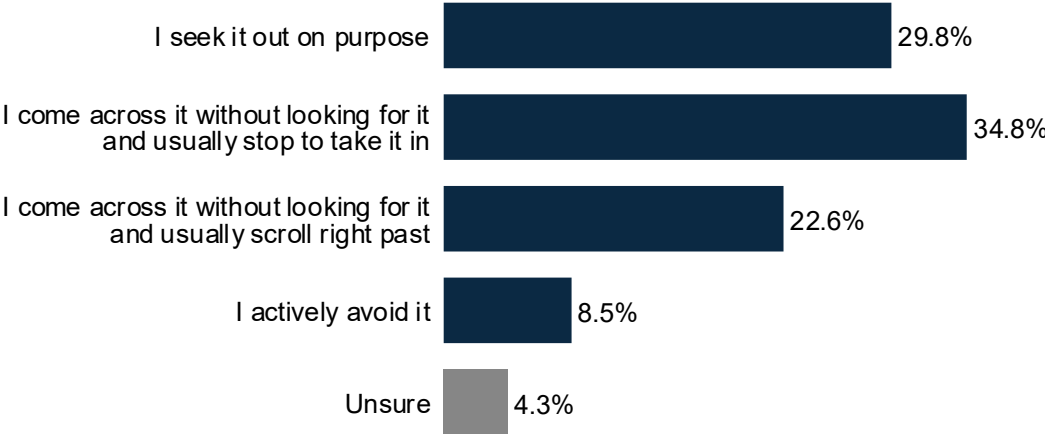
Ad Exposure and Avoidance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean GOP	Center IND	D-Lean IND	Trad IND	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Voter	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
I do not answer calls from numbers I do not...	81%	76%	89%	71%	85%	79%	78%	80%	86%	77%	84%	84%	72%	83%	80%	81%	80%	80%	81%	78%	80%	84%	82%	71%	86%	73%	67%	81%	91%	84%	74%	75%	74%	82%	82%	66%	72%	83%	87%	
I skip ads as soon as the skip button appears	73%	70%	71%	75%	75%	77%	72%	65%	78%	71%	76%	74%	67%	73%	78%	76%	75%	76%	63%	74%	66%	73%	81%	75%	52%	82%	68%	58%	74%	80%	75%	66%	72%	71%	76%	72%	66%	68%	77%	75%
I throw out political mail without opening it	44%	37%	48%	44%	47%	50%	42%	39%	47%	43%	46%	49%	31%	47%	52%	48%	54%	51%	38%	36%	37%	45%	53%	49%	24%	34%	37%	20%	43%	65%	48%	34%	37%	46%	50%	40%	33%	39%	41%	49%
I delete political text messages without reading them	38%	35%	45%	32%	40%	39%	34%	35%	45%	38%	42%	42%	28%	40%	47%	40%	45%	36%	34%	32%	33%	38%	45%	41%	30%	26%	31%	18%	37%	55%	42%	30%	29%	43%	43%	35%	26%	37%	36%	43%
I use an ad blocker on my phone or computer	32%	31%	22%	38%	40%	41%	37%	22%	31%	31%	32%	33%	29%	37%	35%	36%	30%	48%	18%	31%	26%	34%	38%	33%	26%	33%	31%	22%	32%	40%	34%	28%	34%	32%	34%	30%	30%	29%	35%	33%
I pay for an ad-free streaming video service	29%	36%	21%	37%	22%	29%	29%	24%	34%	22%	25%	31%	29%	24%	30%	31%	25%	32%	23%	37%	22%	29%	37%	29%	24%	34%	32%	21%	30%	31%	27%	32%	37%	28%	28%	31%	32%	26%	30%	28%
I pay for an ad-free music or podcast service	28%	37%	17%	40%	19%	32%	27%	24%	30%	22%	27%	29%	30%	20%	27%	32%	28%	37%	25%	35%	22%	30%	35%	27%	26%	39%	33%	26%	29%	26%	26%	31%	36%	33%	25%	32%	32%	28%	28%	27%
I pay for a subscription to a news outlet	15%	13%	17%	14%	17%	21%	10%	8%	24%	12%	13%	14%	21%	17%	13%	10%	10%	22%	19%	17%	11%	13%	22%	17%	12%	12%	20%	19%	15%	13%	17%	13%	8%	14%	13%	19%	14%	8%	10%	18%
None of these	2%	3%	3%	2%	1%	3%	1%	4%	2%	3%	2%	2%	3%	1%	2%	2%	2%	3%	3%	3%	3%	1%	2%	5%	3%	3%	4%	2%	2%	3%	2%	2%	2%	2%	3%	1%	3%	5%	2%	
Unsure	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	0%	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%	

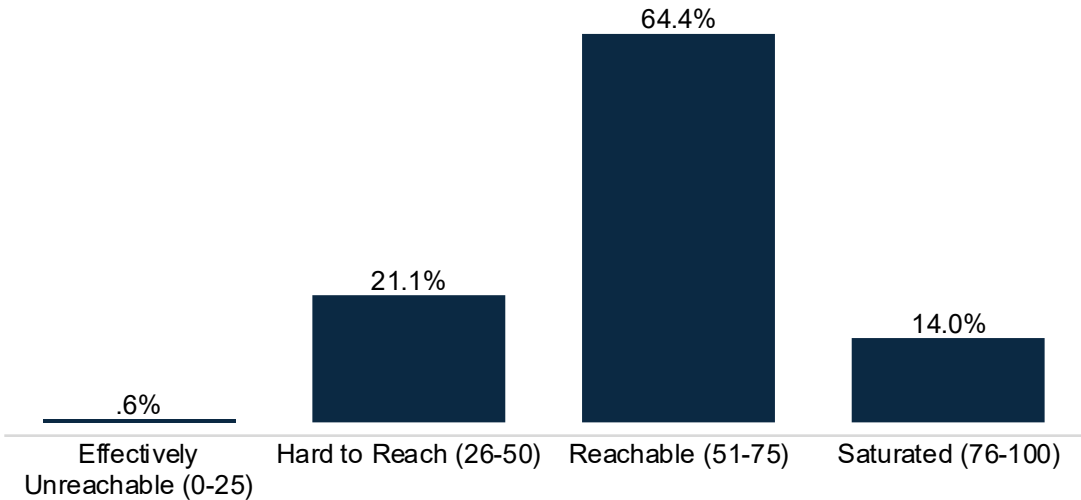
Which of the following apply to you? Select all that apply.

Political Content Posture



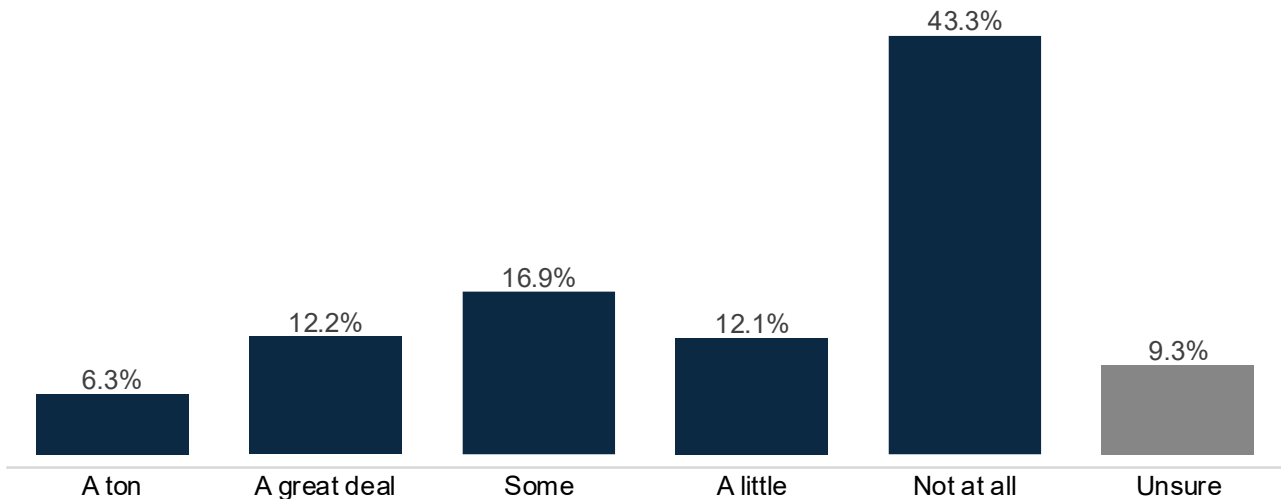
Which of the following best describes how political content reaches you?

Reachability Index



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Effectively Unreachable (0-25)	1%	0%	1%	1%	1%	0%	1%	0%	1%	2%	1%	0%	1%	0%	1%	2%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%
Hard to Reach (26-50)	21%	16%	24%	19%	25%	18%	26%	19%	22%	23%	25%	20%	19%	21%	24%	26%	28%	15%	19%	17%	20%	19%	21%	21%	17%	21%	13%	23%	16%	18%	24%	23%	19%	19%	17%	19%	23%
Reachable (51-75)	64%	62%	68%	62%	65%	66%	61%	64%	66%	64%	63%	65%	63%	64%	64%	59%	59%	73%	66%	64%	64%	65%	65%	65%	61%	63%	67%	64%	64%	64%	62%	64%	66%	61%	68%	63%	65%
Saturated (76-100)	14%	21%	8%	19%	9%	15%	12%	17%	12%	11%	11%	14%	17%	14%	11%	13%	12%	11%	15%	18%	14%	15%	13%	13%	22%	16%	19%	12%	19%	18%	14%	12%	15%	19%	15%	17%	12%

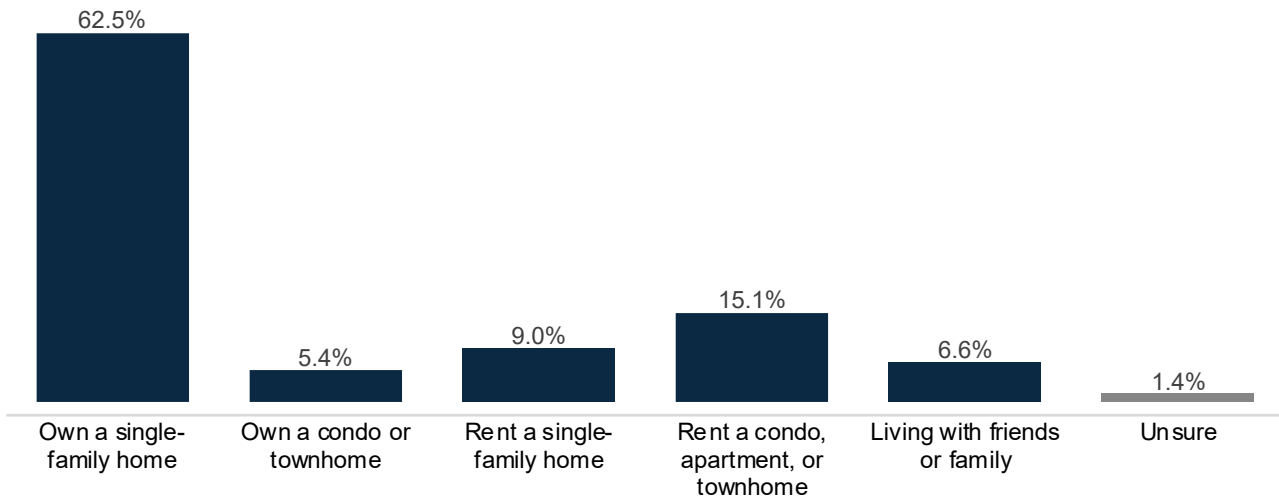
Diesel Price Impact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Serious Impact	18%	21%	13%	23%	18%	18%	23%	19%	14%	24%	18%	18%	17%	21%	20%	15%	16%	21%	18%	17%	19%	18%	18%	18%	19%	21%	23%	28%	17%	16%	17%	22%	22%	20%	20%	18%	24%	20%	31%	14%
Some Impact	29%	32%	25%	34%	25%	29%	30%	29%	28%	31%	31%	27%	31%	27%	33%	30%	32%	35%	28%	31%	33%	25%	29%	32%	29%	33%	29%	30%	28%	27%	36%	37%	32%	27%	31%	38%	28%	25%	27%	
A ton	6%	6%	3%	11%	6%	7%	10%	6%	3%	7%	7%	6%	5%	5%	8%	7%	3%	9%	5%	5%	7%	6%	6%	5%	7%	8%	9%	6%	6%	6%	6%	8%	7%	7%	6%	8%	8%	10%	4%	
A great deal	12%	14%	10%	12%	12%	10%	14%	13%	12%	16%	11%	12%	12%	16%	11%	8%	12%	12%	13%	12%	12%	13%	12%	14%	14%	14%	20%	11%	10%	11%	15%	14%	13%	13%	12%	16%	11%	20%	10%	
Some	17%	19%	15%	19%	14%	15%	18%	18%	16%	20%	18%	15%	18%	14%	15%	23%	19%	17%	24%	15%	20%	17%	14%	17%	19%	19%	19%	15%	18%	16%	15%	21%	22%	19%	15%	18%	20%	17%	15%	16%
A little	12%	13%	10%	15%	11%	14%	12%	11%	12%	11%	13%	12%	13%	13%	12%	11%	11%	16%	10%	13%	12%	16%	11%	13%	13%	10%	13%	14%	12%	12%	12%	14%	16%	13%	12%	13%	18%	11%	9%	11%
Not at all	43%	37%	52%	35%	48%	47%	38%	43%	46%	40%	39%	46%	42%	46%	42%	44%	37%	42%	45%	42%	39%	48%	45%	37%	40%	36%	34%	44%	48%	47%	34%	32%	38%	45%	43%	31%	43%	35%	49%	
Unsure	9%	11%	10%	8%	8%	6%	9%	10%	11%	5%	12%	9%	10%	6%	8%	10%	11%	9%	6%	10%	8%	8%	8%	12%	9%	9%	9%	9%	8%	9%	9%	9%	9%	8%	8%	7%	9%	9%	9%	

How much are the prices of diesel personally impacting you financially?

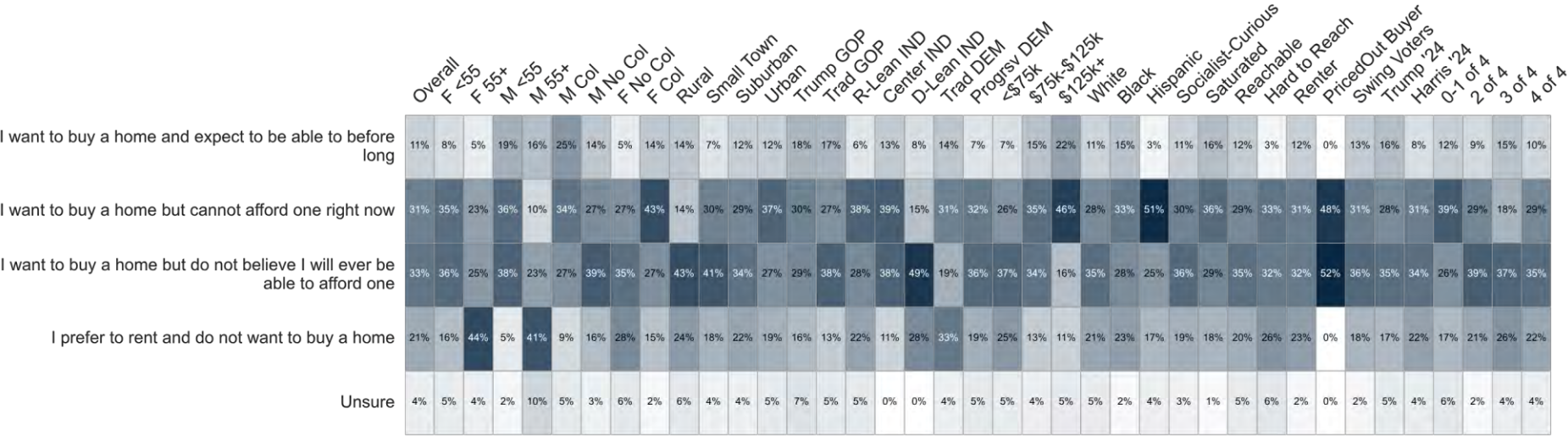
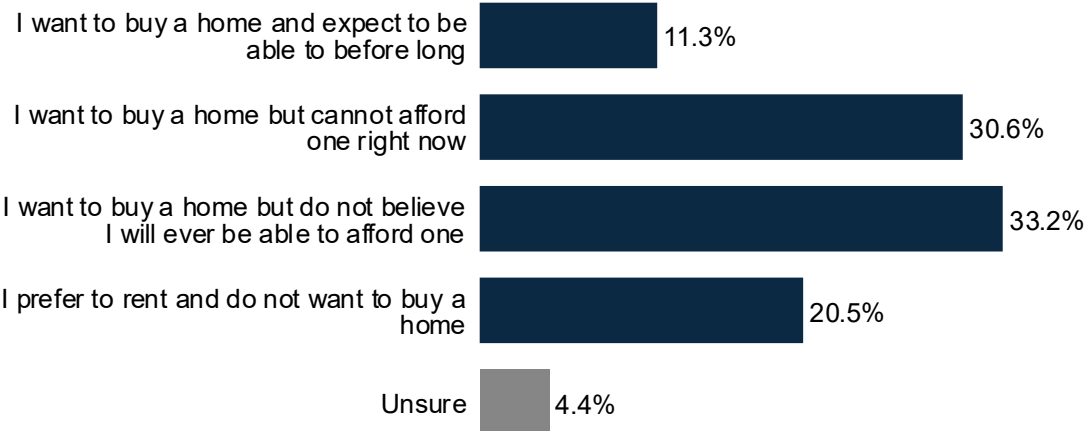
Living Situation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	PricedOut Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Owner	68%	47%	76%	60%	89%	80%	69%	49%	78%	76%	72%	72%	50%	77%	76%	70%	69%	62%	62%	60%	45%	76%	85%	73%	45%	62%	57%	60%	68%	74%	0%	64%	75%	63%	42%	56%	60%	80%
Renter	24%	38%	19%	29%	10%	15%	23%	37%	18%	17%	19%	20%	42%	16%	17%	21%	26%	25%	31%	31%	40%	20%	12%	21%	43%	27%	34%	34%	24%	19%	78%	27%	19%	28%	42%	36%	29%	15%
Own a single-family home	62%	42%	70%	55%	82%	73%	65%	44%	72%	74%	68%	65%	45%	74%	70%	65%	67%	59%	56%	52%	40%	71%	79%	68%	42%	55%	51%	54%	62%	68%	0%	59%	71%	57%	35%	51%	54%	75%
Own a condo or townhome	5%	5%	6%	5%	6%	7%	4%	5%	6%	2%	4%	7%	5%	3%	7%	6%	3%	3%	6%	8%	5%	5%	6%	5%	3%	7%	6%	6%	5%	5%	0%	5%	5%	6%	7%	4%	6%	5%
Rent a single-family home	9%	13%	7%	13%	3%	5%	11%	15%	4%	11%	8%	8%	12%	7%	8%	7%	10%	14%	8%	10%	15%	6%	6%	7%	21%	10%	13%	13%	9%	7%	29%	13%	9%	9%	20%	12%	9%	5%
Rent a condo, apartment, or townhome	15%	26%	12%	16%	7%	10%	12%	22%	14%	6%	11%	12%	30%	9%	9%	14%	17%	11%	23%	21%	26%	14%	6%	14%	22%	17%	21%	20%	15%	12%	49%	14%	10%	19%	23%	24%	20%	10%
Living with friends or family	7%	13%	3%	10%	1%	4%	6%	12%	4%	6%	6%	7%	6%	5%	6%	8%	3%	12%	6%	8%	12%	3%	3%	5%	10%	9%	8%	6%	7%	7%	22%	7%	5%	8%	15%	5%	8%	4%
Unsure	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	3%	1%	2%	1%	0%	0%	1%	1%	1%	2%	2%	0%	0%	1%	2%	2%	1%	1%	1%	1%	0%	2%	1%	1%	1%	3%	3%	1%

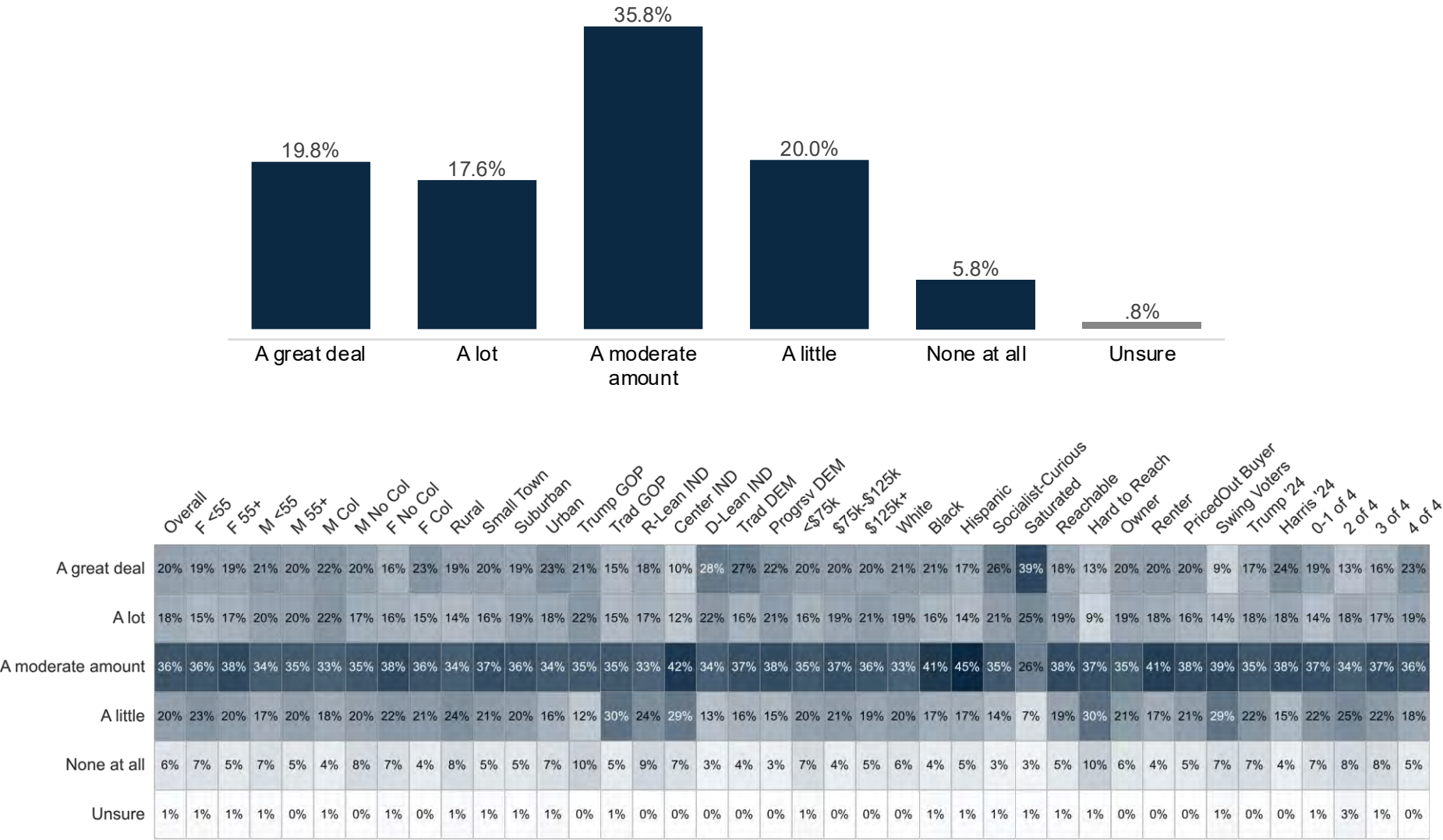
Which of the following best describes your primary residence?

Aspiring Homebuyer



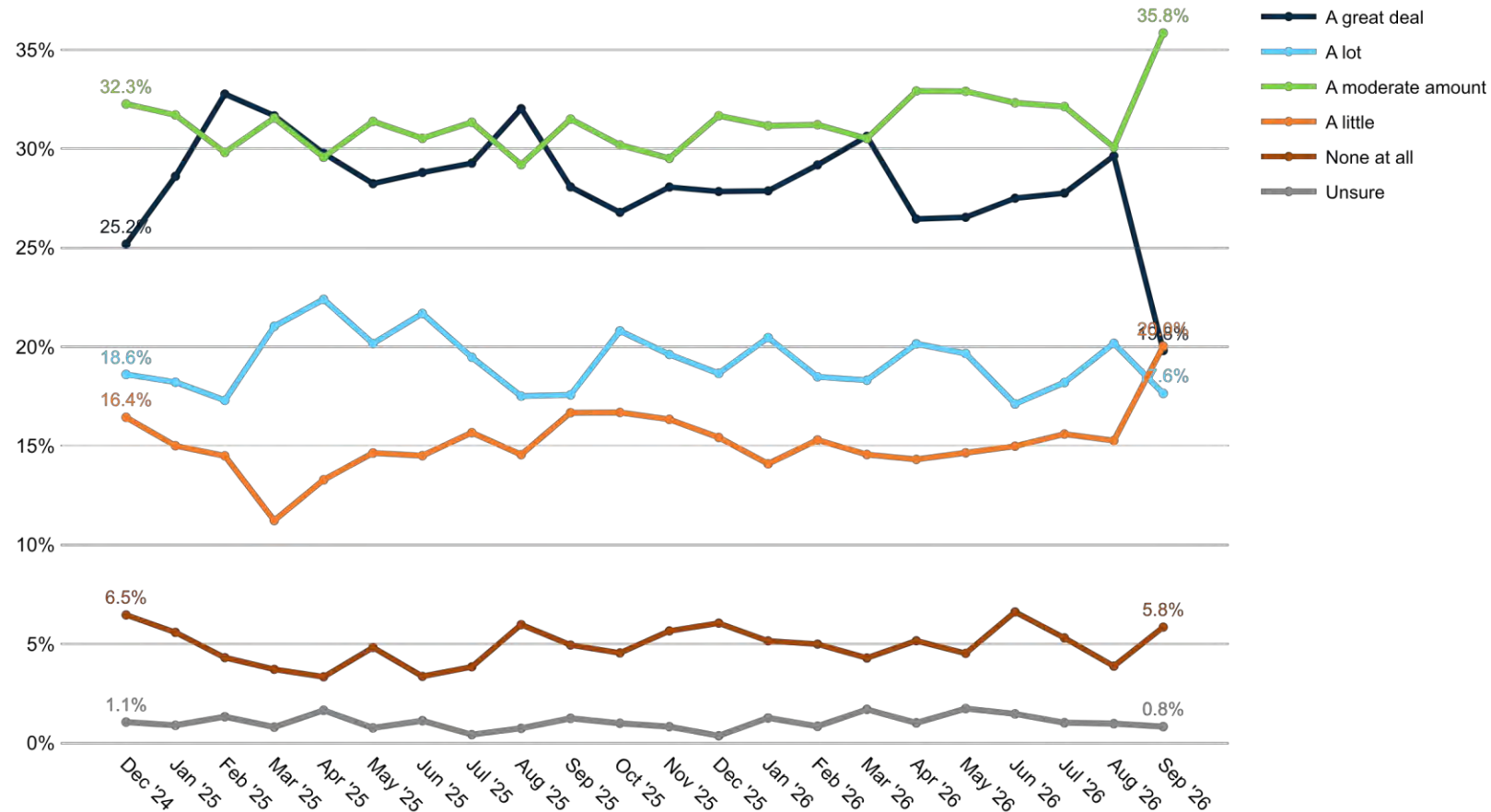
Which of the following best describes your situation when it comes to owning a home?
 *Served only to respondents who do not own their primary residence

News Attention



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

Trend: News Attention

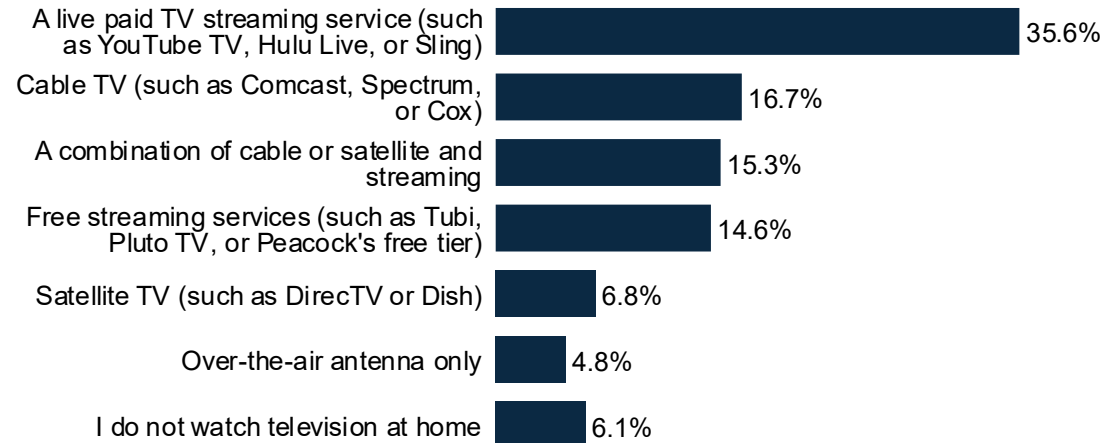


Percent Change: News Attention (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A great deal	-10%	-4%	-10%	-7%	-19%	-20%	-6%	-6%	-8%	-8%	-8%	-10%	-13%	-17%	-5%	-5%	-16%	-8%	-7%	-15%	-7%	-7%	-14%	-10%	-6%	-12%	-7%	-8%	-13%	-4%	-8%	-7%	-14%
A lot	-3%	-3%	-2%	-1%	-4%	2%	-7%	0%	-5%	-2%	-1%	-3%	-2%	3%	-9%	-3%	-1%	-10%	-1%	0%	-2%	-2%	-1%	-2%	-4%	-1%	0%	-4%	-2%	-3%	-5%	-4%	-1%
A moderate amount	6%	5%	4%	3%	11%	8%	5%	5%	5%	2%	6%	5%	9%	9%	4%	-2%	0%	11%	5%	10%	3%	5%	9%	4%	10%	12%	-1%	6%	9%	5%	1%	2%	9%
A little	5%	1%	7%	3%	8%	6%	5%	2%	7%	5%	4%	6%	3%	-1%	10%	5%	14%	5%	5%	3%	4%	7%	3%	5%	-1%	3%	5%	3%	4%	4%	8%	4%	5%
None at all	2%	2%	1%	2%	3%	3%	3%	1%	1%	2%	1%	2%	3%	6%	0%	5%	4%	2%	-2%	2%	3%	-2%	4%	3%	1%	-3%	3%	3%	1%	-1%	3%	6%	2%
Unsure	0%	-1%	0%	0%	0%	1%	-1%	-1%	0%	0%	-1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%

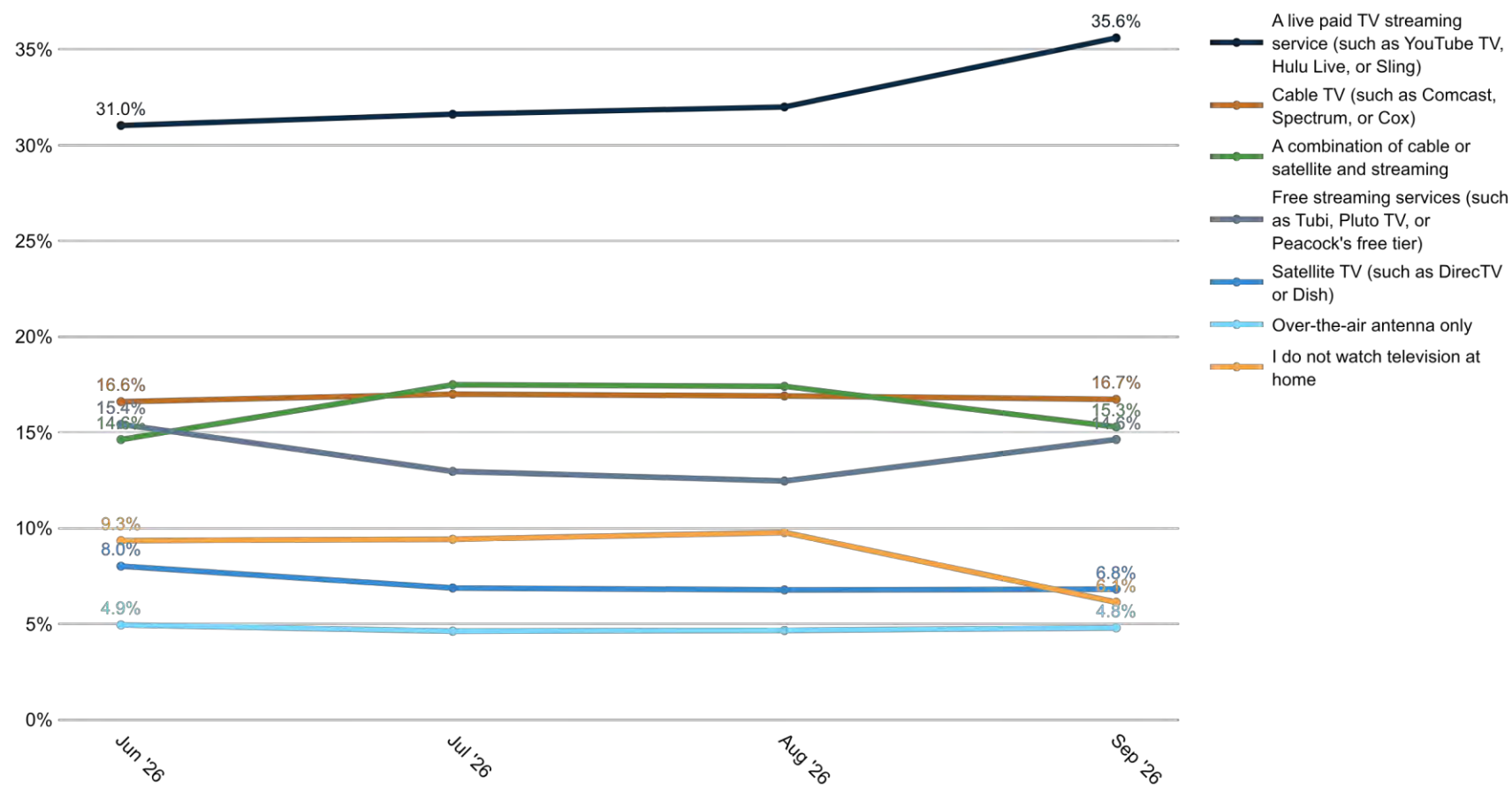
Television Service



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A live paid TV streaming service (such as YouTube TV, Hulu Live, or Sling)	36%	38%	30%	46%	30%	38%	39%	32%	36%	27%	34%	37%	38%	33%	36%	37%	37%	40%	28%	41%	29%	35%	43%	35%	33%	47%	39%	40%	36%	32%	37%	32%	35%	38%	35%	37%	43%	32%	41%	33%
Cable TV (such as Comcast, Spectrum, or Cox)	17%	10%	23%	8%	25%	19%	15%	16%	17%	16%	14%	18%	17%	19%	14%	15%	9%	22%	15%	17%	17%	16%	18%	18%	10%	15%	15%	17%	18%	18%	16%	11%	15%	18%	16%	13%	12%	14%	19%	
A combination of cable or satellite and streaming	15%	14%	15%	15%	17%	18%	14%	10%	20%	15%	16%	15%	16%	15%	14%	14%	21%	16%	14%	12%	16%	18%	14%	13%	19%	17%	16%	15%	15%	16%	13%	15%	16%	14%	16%	11%	13%	14%	17%	
Free streaming services (such as Tubi, Pluto TV, or Peacock's free tier)	15%	25%	12%	11%	11%	7%	14%	24%	12%	16%	17%	15%	12%	14%	15%	10%	17%	14%	20%	17%	8%	13%	25%	10%	13%	16%	15%	14%	11%	23%	22%	15%	15%	14%	19%	22%	12%	12%		
Satellite TV (such as DirecTV or Dish)	7%	3%	11%	5%	8%	5%	8%	8%	7%	14%	7%	6%	5%	10%	8%	8%	4%	4%	7%	5%	7%	7%	6%	8%	3%	6%	5%	8%	7%	6%	8%	3%	4%	6%	9%	4%	4%	8%	7%	7%
Over-the-air antenna only	5%	3%	6%	4%	6%	5%	5%	5%	4%	5%	4%	4%	6%	5%	4%	2%	8%	3%	7%	4%	8%	3%	3%	5%	6%	3%	6%	4%	4%	7%	4%	6%	5%	4%	5%	4%	4%	4%	5%	
I do not watch television at home	6%	8%	3%	10%	3%	9%	5%	5%	6%	6%	8%	6%	6%	4%	3%	10%	7%	14%	4%	6%	6%	6%	6%	7%	1%	4%	6%	2%	6%	10%	5%	7%	8%	6%	5%	7%	7%	9%	7%	5%

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

Trend: Television Service

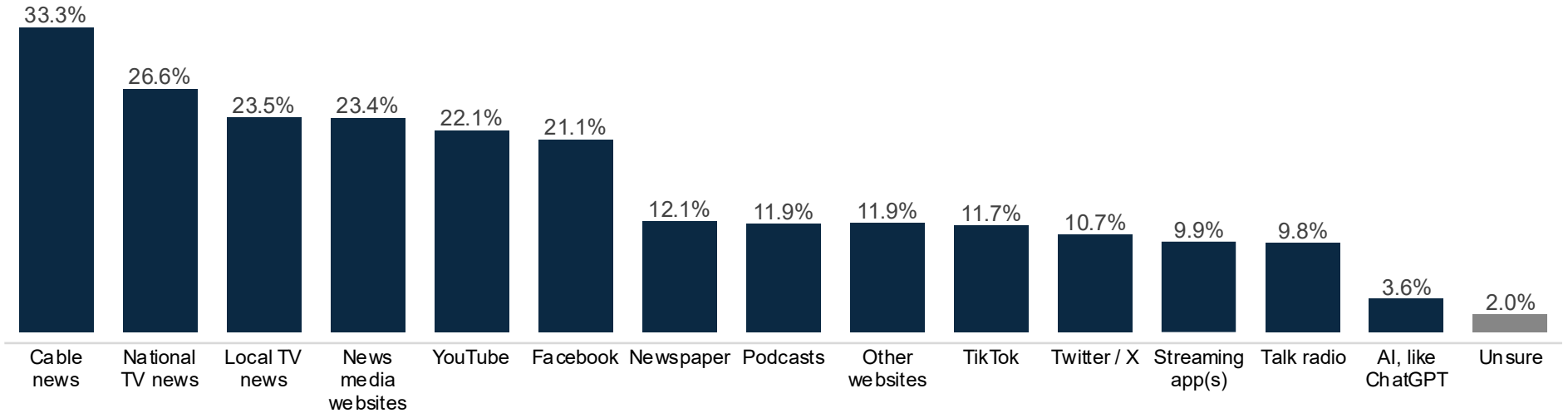


Percent Change: Television Service (Aug '26 to Sep '26)



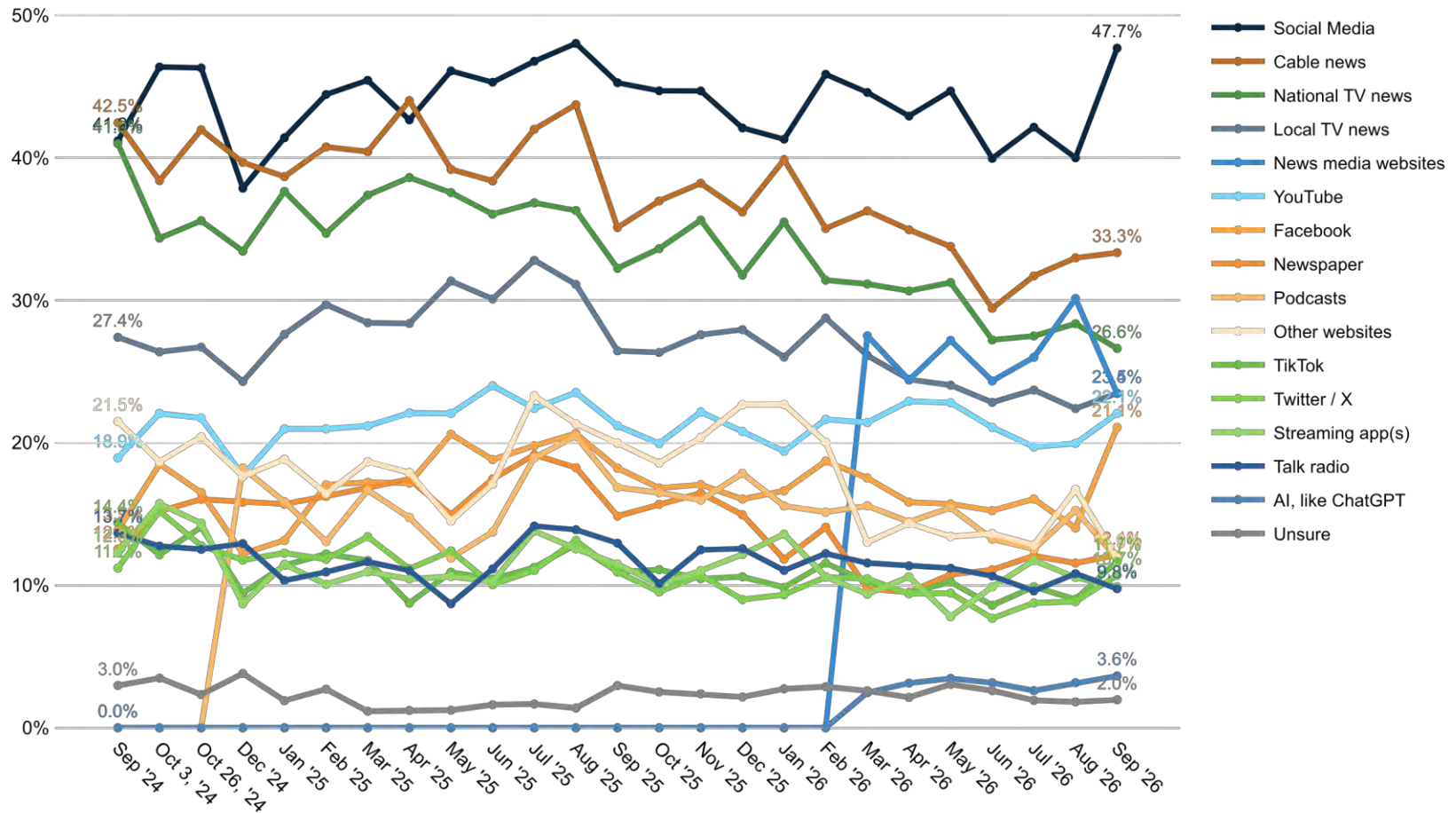
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A live paid TV streaming service (such as YouTube TV, Hulu Live, or Sling)	4%	-2%	6%	9%	1%	1%	9%	5%	0%	-4%	3%	4%	8%	3%	-2%	0%	6%	12%	1%	7%	4%	1%	4%	1%	6%	22%	9%	3%	5%	7%	2%	7%	3%
Cable TV (such as Comcast, Spectrum, or Cox)	0%	0%	3%	-4%	-1%	0%	-3%	2%	1%	5%	-3%	0%	-1%	-2%	1%	4%	2%	-2%	-2%	1%	-1%	0%	0%	1%	-1%	-7%	0%	-1%	0%	3%	-2%	1%	-2%
A combination of cable or satellite and streaming	-2%	3%	-11%	0%	1%	1%	-2%	-7%	-1%	-1%	-4%	-3%	2%	-1%	0%	-1%	-8%	-6%	3%	-7%	-2%	1%	-4%	-5%	4%	2%	-2%	-2%	-3%	4%	-6%	-7%	-1%
Free streaming services (such as Tubi, Pluto TV, or Peacock's free tier)	2%	6%	1%	0%	2%	1%	1%	4%	2%	1%	6%	4%	-4%	2%	6%	-4%	6%	2%	-2%	3%	2%	4%	1%	3%	3%	-7%	2%	4%	1%	-3%	5%	2%	3%
Satellite TV (such as DirecTV or Dish)	0%	0%	3%	0%	-3%	-2%	-1%	1%	2%	2%	-1%	0%	0%	-1%	-1%	6%	-1%	0%	-1%	0%	0%	0%	1%	1%	-5%	1%	2%	1%	-1%	-2%	6%	0%	-1%
Over-the-air antenna only	0%	-2%	0%	2%	1%	2%	1%	-2%	0%	1%	0%	0%	0%	2%	-1%	-4%	-2%	0%	-1%	2%	1%	-1%	0%	1%	-2%	-4%	-3%	0%	1%	-3%	2%	1%	0%
I do not watch television at home	-4%	-5%	-2%	-7%	-1%	-3%	-5%	-3%	-3%	-4%	-1%	-4%	-6%	-3%	-4%	-1%	-3%	-6%	1%	-5%	-4%	-6%	-3%	-3%	-5%	-7%	-10%	-4%	-3%	-7%	-7%	-4%	-2%

News Source



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	48%	65%	32%	66%	29%	45%	50%	55%	40%	48%	42%	49%	47%	52%	42%	49%	48%	44%	48%	50%	55%	48%	42%	47%	58%	45%	53%	65%	47%	38%	41%	59%	65%	51%	49%	46%	64%	56%	50%	41%
Cable news	33%	21%	42%	22%	48%	34%	36%	28%	37%	37%	36%	32%	33%	49%	37%	25%	25%	24%	34%	29%	30%	36%	36%	34%	27%	39%	28%	29%	35%	31%	37%	26%	25%	26%	40%	30%	22%	30%	33%	38%
National TV news	27%	20%	36%	19%	30%	23%	26%	30%	26%	23%	25%	27%	29%	12%	26%	15%	33%	29%	43%	28%	28%	25%	27%	26%	29%	31%	31%	29%	27%	23%	27%	24%	25%	26%	20%	34%	19%	26%	27%	29%
Local TV news	23%	17%	31%	15%	30%	21%	25%	25%	23%	27%	22%	23%	25%	19%	25%	17%	31%	20%	29%	22%	25%	21%	24%	23%	27%	26%	22%	23%	24%	22%	24%	23%	21%	22%	21%	26%	14%	24%	22%	26%
News media websites	23%	24%	23%	23%	24%	29%	19%	20%	28%	21%	26%	23%	25%	20%	21%	22%	23%	36%	21%	29%	18%	21%	33%	25%	17%	21%	27%	19%	25%	21%	25%	22%	22%	18%	20%	28%	19%	14%	23%	27%
YouTube	22%	26%	12%	36%	15%	23%	28%	23%	15%	21%	18%	23%	23%	20%	20%	25%	23%	23%	18%	26%	25%	25%	17%	21%	31%	21%	27%	32%	22%	16%	19%	25%	29%	22%	21%	22%	32%	31%	25%	17%
Facebook	21%	32%	20%	21%	11%	15%	16%	31%	20%	26%	18%	21%	21%	27%	19%	13%	25%	12%	26%	18%	27%	21%	16%	22%	28%	12%	23%	26%	22%	16%	18%	28%	25%	22%	21%	20%	24%	27%	21%	19%
Newspaper	12%	8%	15%	10%	15%	19%	7%	7%	17%	10%	9%	13%	14%	9%	12%	12%	17%	15%	12%	14%	10%	9%	17%	14%	8%	9%	14%	16%	12%	11%	14%	10%	9%	14%	11%	14%	11%	11%	6%	14%
Podcasts	12%	14%	9%	19%	6%	14%	10%	8%	15%	11%	12%	12%	11%	10%	9%	18%	8%	13%	7%	19%	9%	14%	14%	12%	9%	15%	13%	20%	11%	9%	11%	17%	17%	11%	10%	14%	13%	10%	11%	12%
Other websites	12%	10%	9%	17%	12%	17%	13%	6%	13%	8%	15%	12%	11%	11%	10%	16%	16%	23%	6%	13%	8%	14%	12%	12%	6%	10%	14%	6%	13%	13%	12%	11%	12%	13%	10%	13%	10%	12%	15%	12%
TikTok	12%	27%	2%	16%	3%	7%	11%	15%	13%	11%	8%	11%	16%	7%	6%	11%	13%	18%	15%	16%	15%	12%	9%	9%	22%	17%	17%	21%	11%	7%	7%	19%	25%	15%	8%	14%	24%	16%	12%	7%
Twitter / X	11%	12%	4%	21%	7%	13%	14%	8%	8%	6%	10%	12%	11%	15%	13%	20%	6%	9%	8%	8%	11%	9%	11%	10%	11%	12%	9%	15%	10%	10%	10%	12%	15%	14%	15%	7%	14%	11%	11%	10%
Streaming app(s)	10%	12%	9%	11%	8%	10%	9%	11%	10%	11%	9%	11%	7%	9%	9%	10%	11%	8%	12%	8%	11%	12%	10%	12%	13%	8%	10%	11%	8%	10%	8%	7%	9%	9%	11%	11%	8%	14%	9%	
Talk radio	10%	7%	9%	9%	14%	12%	11%	7%	9%	8%	12%	10%	10%	14%	13%	16%	8%	7%	3%	8%	7%	12%	12%	10%	9%	8%	7%	8%	9%	12%	11%	9%	10%	10%	14%	6%	5%	6%	9%	12%
AI, like ChatGPT	4%	6%	1%	5%	2%	5%	3%	4%	3%	4%	2%	3%	7%	5%	4%	1%	6%	1%	5%	3%	4%	5%	3%	3%	7%	2%	5%	7%	3%	3%	3%	5%	4%	4%	4%	3%	6%	4%	1%	3%
Unsure	2%	3%	2%	2%	2%	1%	2%	2%	1%	2%	3%	2%	1%	1%	2%	3%	1%	3%	1%	1%	2%	1%	1%	2%	0%	3%	1%	0%	1%	4%	2%	1%	1%	2%	2%	1%	3%	3%	2%	2%

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

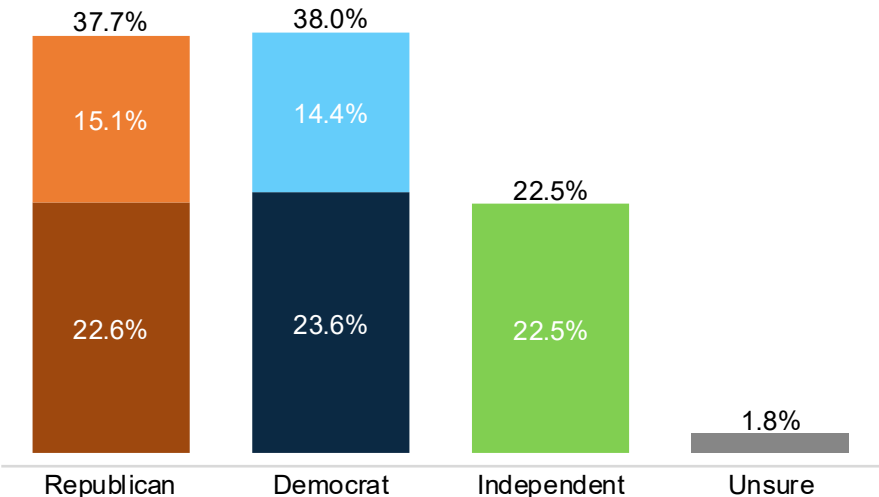


Percent Change: News Source (Aug '26 to Sep '26)



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	8%	8%	5%	12%	7%	12%	7%	8%	5%	8%	6%	13%	-3%	8%	4%	1%	15%	0%	7%	15%	7%	9%	8%	11%	-1%	2%	8%	7%	9%	-3%	5%	15%	10%
Cable news	0%	0%	-3%	5%	1%	-2%	7%	-4%	1%	10%	-5%	-4%	10%	10%	-3%	-3%	-3%	6%	-3%	-1%	0%	4%	0%	0%	2%	5%	2%	2%	0%	4%	8%	-3%	-1%
National TV news	-2%	-5%	-4%	3%	0%	-3%	5%	-1%	-8%	-1%	-6%	-3%	4%	-2%	9%	-4%	-10%	3%	2%	-13%	-3%	0%	-1%	-2%	-6%	10%	-2%	4%	-5%	-1%	-2%	-2%	-2%
Local TV news	1%	-1%	-1%	2%	5%	4%	2%	-2%	1%	4%	-2%	1%	2%	-1%	1%	-1%	6%	1%	1%	0%	0%	-2%	4%	0%	3%	4%	-3%	0%	1%	1%	-3%	2%	2%
News media websites	-7%	-10%	-7%	-8%	0%	-8%	0%	-8%	-10%	-1%	-1%	-9%	-8%	2%	-2%	-5%	-5%	-17%	-10%	-15%	-7%	-6%	-5%	-6%	-5%	-9%	-11%	-1%	-11%	-3%	-18%	-6%	-6%
YouTube	2%	4%	-3%	5%	3%	8%	0%	2%	-2%	3%	2%	3%	-1%	-3%	2%	4%	5%	-6%	-3%	10%	1%	4%	1%	3%	-4%	2%	3%	1%	3%	1%	5%	7%	2%
Facebook	7%	9%	9%	5%	4%	7%	2%	10%	9%	8%	2%	10%	4%	12%	2%	-4%	16%	3%	11%	7%	8%	6%	7%	9%	4%	-1%	6%	5%	8%	-1%	9%	8%	8%
Newspaper	1%	-1%	5%	-2%	0%	-1%	-1%	1%	4%	-1%	2%	3%	-4%	4%	1%	6%	0%	-5%	0%	0%	2%	-4%	3%	1%	0%	-1%	0%	4%	-2%	1%	1%	-4%	1%
Podcasts	-3%	-3%	-3%	-1%	-6%	-2%	-6%	-1%	-5%	-5%	-3%	-4%	-2%	-6%	-6%	-10%	-7%	-20%	1%	4%	0%	-1%	-8%	-4%	4%	-2%	-6%	-7%	1%	-2%	2%	-7%	-4%
Other websites	-5%	-6%	-6%	-6%	-1%	-4%	-2%	-7%	-6%	-2%	2%	-6%	-7%	-6%	-9%	4%	5%	-9%	-1%	-8%	-5%	-5%	-6%	-6%	0%	-5%	-4%	-6%	-5%	-4%	-3%	-5%	-5%
TikTok	3%	5%	0%	5%	1%	2%	4%	-1%	6%	0%	1%	5%	-1%	-4%	0%	4%	9%	11%	2%	5%	2%	4%	3%	3%	0%	6%	6%	0%	4%	3%	3%	5%	2%
Twitter / X	2%	2%	1%	3%	2%	0%	5%	2%	1%	0%	4%	2%	0%	3%	3%	4%	-1%	2%	1%	3%	3%	1%	0%	2%	4%	2%	3%	4%	0%	-5%	4%	5%	2%
Streaming app(s)	-1%	3%	-1%	-1%	-4%	-1%	-4%	2%	0%	-1%	0%	0%	-2%	-3%	-2%	-3%	-6%	-1%	-2%	4%	-3%	-1%	2%	-1%	4%	0%	-3%	-3%	3%	1%	1%	3%	-2%
Talk radio	-1%	-1%	-1%	-3%	0%	3%	-6%	-2%	0%	-4%	0%	0%	-1%	-1%	-5%	3%	2%	-1%	-3%	1%	-3%	-2%	0%	0%	-6%	-4%	1%	-2%	-1%	-3%	-3%	-3%	0%
AI, like ChatGPT	0%	1%	-1%	2%	0%	1%	1%	1%	-1%	2%	0%	-1%	2%	0%	3%	-5%	1%	1%	0%	1%	0%	1%	0%	0%	2%	-1%	0%	0%	1%	1%	0%	-1%	1%
Unsure	0%	1%	0%	-1%	0%	0%	0%	1%	0%	-1%	0%	0%	1%	-2%	0%	1%	-2%	3%	0%	0%	1%	0%	-1%	0%	0%	2%	-1%	0%	1%	1%	0%	1%	0%

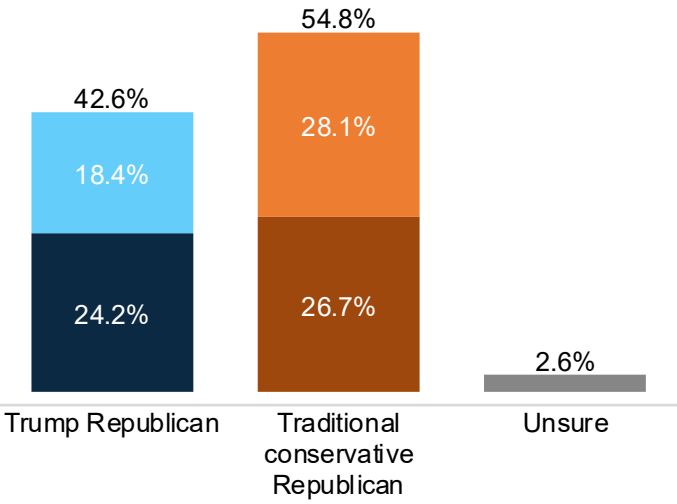
Partisanship by Response



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Voter	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican	38%	26%	39%	37%	49%	42%	45%	34%	32%	52%	47%	36%	27%	31%	43%	40%	46%	9%	24%	13%	34%	38%	40%	42%	28%	27%	32%	78%	3%	34%	41%	34%	39%
Independent	23%	21%	17%	28%	25%	25%	28%	21%	16%	24%	19%	25%	20%	24%	18%	24%	22%	24%	20%	21%	20%	22%	26%	22%	24%	27%	46%	18%	21%	30%	19%	24%	21%
Democrat	38%	50%	43%	34%	24%	31%	26%	42%	51%	22%	32%	38%	52%	43%	38%	35%	32%	66%	50%	65%	46%	39%	32%	34%	48%	46%	17%	3%	75%	33%	36%	40%	39%
Strongly Republican	23%	16%	26%	19%	30%	25%	24%	21%	21%	34%	26%	22%	14%	19%	25%	25%	28%	6%	12%	7%	24%	22%	25%	27%	15%	12%	6%	49%	1%	18%	22%	19%	25%
Mostly Republican	15%	10%	13%	19%	19%	16%	21%	13%	11%	18%	21%	13%	13%	12%	18%	15%	18%	3%	12%	6%	10%	16%	15%	16%	13%	15%	26%	29%	2%	16%	19%	16%	14%
Mostly Democratic	14%	17%	13%	16%	11%	15%	13%	13%	18%	9%	13%	15%	17%	15%	15%	14%	12%	26%	18%	21%	17%	14%	14%	14%	15%	16%	15%	2%	26%	15%	17%	17%	13%
Strongly Democratic	24%	32%	30%	17%	13%	16%	13%	29%	33%	13%	19%	23%	35%	28%	23%	20%	20%	40%	33%	44%	29%	25%	18%	20%	33%	30%	2%	0%	49%	18%	20%	23%	26%
Unsure	2%	3%	1%	1%	1%	2%	0%	3%	1%	3%	2%	2%	1%	2%	1%	1%	1%	1%	6%	1%	0%	2%	3%	2%	1%	0%	5%	1%	1%	3%	3%	2%	1%

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

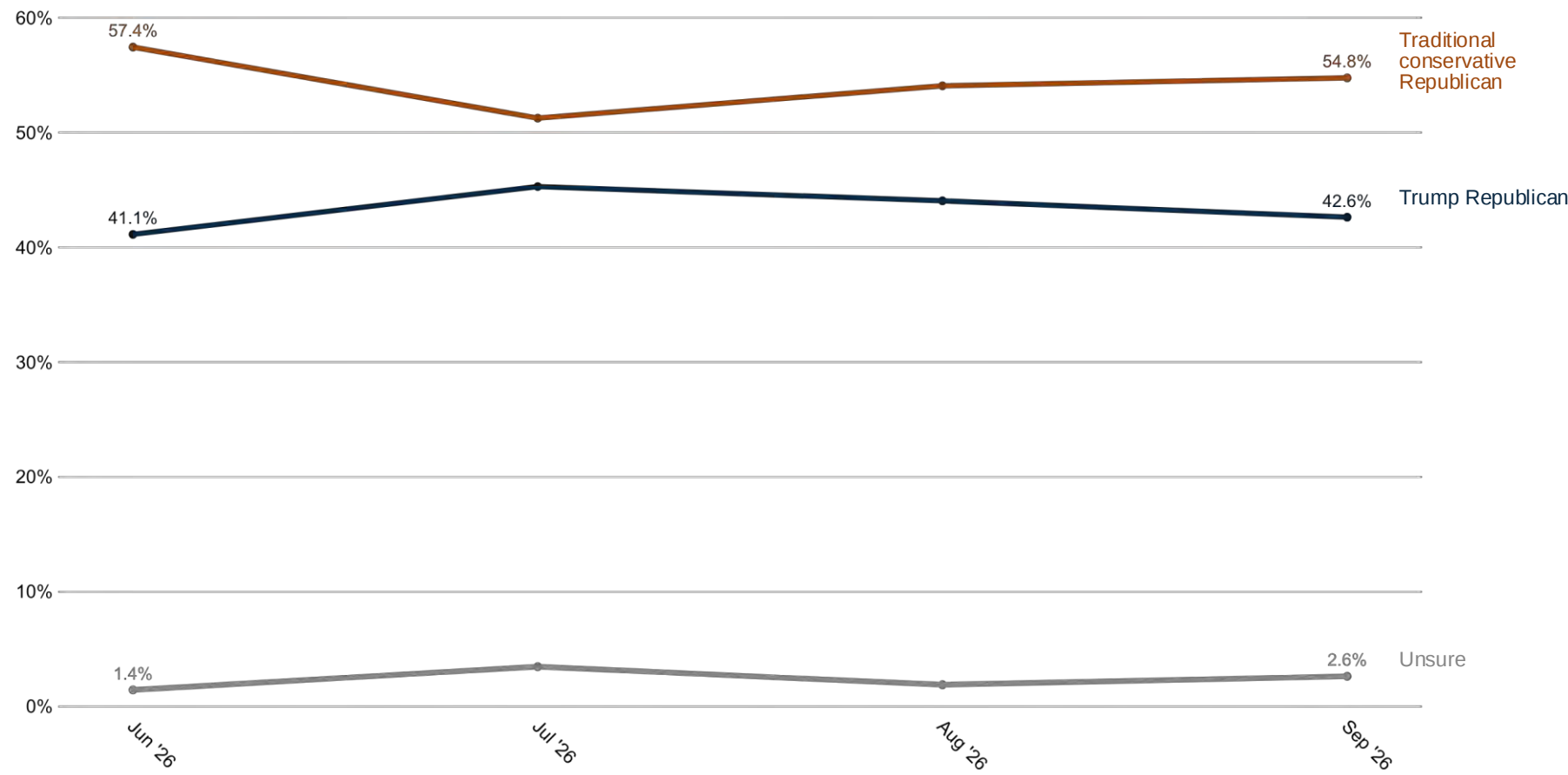
Type of Republican



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	Priced Out Buyer	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	43%	41%	46%	37%	45%	38%	45%	46%	42%	45%	46%	40%	45%	46%	44%	40%	42%	61%	42%	45%	48%	43%	40%	43%	40%	38%	21%	45%	9%	33%	43%	42%	45%
Traditional conservative Republican	55%	55%	50%	61%	55%	61%	54%	47%	57%	51%	52%	57%	54%	51%	54%	58%	55%	39%	58%	50%	49%	55%	58%	55%	54%	59%	72%	53%	89%	62%	48%	57%	54%
Much more a Trump Republican	24%	25%	24%	24%	24%	26%	22%	25%	23%	29%	24%	19%	37%	30%	19%	26%	24%	40%	30%	31%	29%	23%	25%	26%	20%	18%	7%	25%	5%	17%	22%	23%	27%
Somewhat more a Trump Republican	18%	15%	23%	13%	21%	12%	22%	21%	18%	16%	22%	21%	8%	16%	25%	14%	19%	22%	12%	14%	19%	20%	15%	18%	19%	20%	15%	20%	4%	16%	21%	19%	19%
Somewhat more a traditional conservative Republican	28%	34%	28%	30%	23%	25%	26%	28%	33%	28%	26%	28%	30%	28%	26%	29%	28%	12%	38%	30%	21%	28%	31%	26%	33%	40%	48%	28%	27%	28%	30%	26%	28%
Much more a traditional conservative Republican	27%	21%	21%	31%	32%	36%	28%	19%	24%	23%	26%	29%	24%	22%	28%	30%	27%	27%	20%	20%	28%	27%	27%	29%	22%	19%	24%	24%	62%	35%	18%	30%	26%
Unsure	3%	4%	4%	2%	1%	1%	1%	7%	1%	4%	2%	3%	1%	3%	3%	1%	3%	0%	0%	5%	4%	3%	2%	2%	6%	3%	6%	2%	2%	5%	9%	1%	1%

What type of Republican do you more consider yourself?

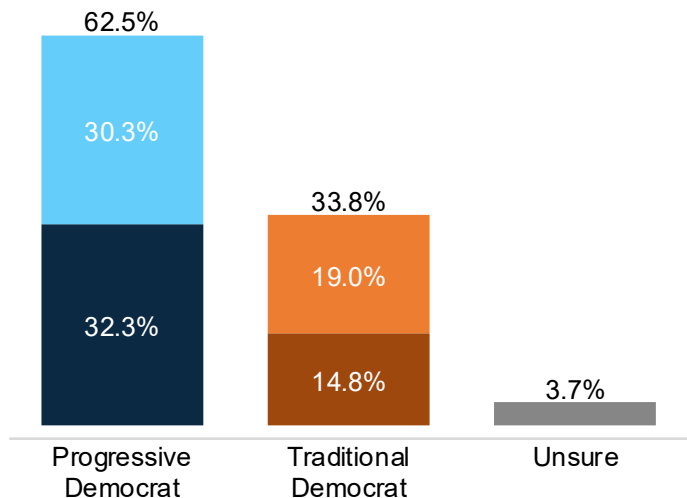
Trend: Type of Republican



Percent Change: Type of Republican (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	Trump GOP	Trad GOP	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	-1%	-5%	-1%	-6%	4%	-5%	4%	-6%	5%	-1%	4%	-4%	-1%	0%	0%	-7%	5%	-2%	-1%	5%	-7%	-6%	0%	-20%	-9%	2%	-5%	1%
Traditional conservative Republican	1%	4%	-2%	7%	-4%	6%	-3%	1%	-3%	-2%	-5%	3%	2%	0%	0%	3%	-4%	3%	0%	-5%	7%	4%	0%	18%	6%	-9%	9%	-1%
Much more a Trump Republican	-3%	-5%	-8%	1%	0%	2%	-2%	-7%	-6%	1%	3%	-10%	7%	-5%	0%	-1%	-7%	0%	-3%	-6%	4%	0%	-3%	-17%	-17%	-1%	1%	-2%
Somewhat more a Trump Republican	2%	0%	7%	-7%	4%	-8%	6%	1%	11%	-2%	1%	6%	-8%	5%	0%	-6%	12%	-2%	2%	11%	-12%	-6%	3%	-3%	8%	4%	-6%	3%
Somewhat more a traditional conservative Republican	1%	12%	-3%	10%	-8%	6%	-5%	3%	0%	4%	-2%	1%	6%	0%	2%	0%	2%	3%	0%	2%	14%	7%	2%	-1%	3%	0%	2%	1%
Much more a traditional conservative Republican	-1%	-7%	1%	-3%	4%	0%	2%	-2%	-3%	-6%	-2%	3%	-4%	0%	-2%	3%	-7%	0%	0%	-8%	-7%	-4%	-2%	18%	3%	-9%	7%	-2%
Unsure	1%	1%	3%	-1%	0%	-1%	-1%	5%	-2%	3%	1%	1%	-1%	0%	0%	3%	-1%	-1%	1%	0%	0%	3%	0%	2%	4%	6%	-4%	0%

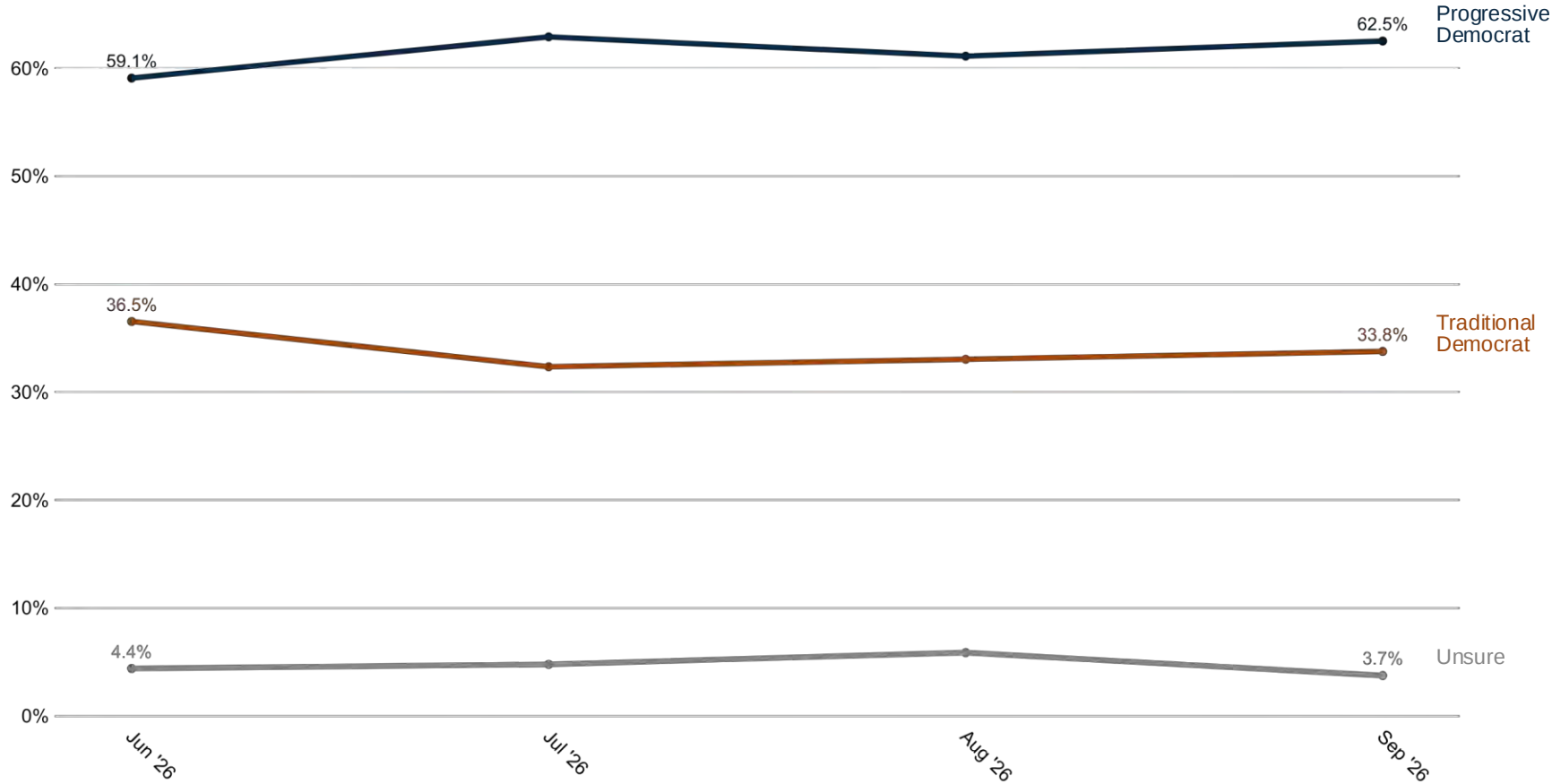
Type of Democrat



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	63%	67%	60%	66%	52%	68%	52%	54%	73%	50%	59%	64%	64%	57%	66%	67%	64%	50%	70%	74%	69%	62%	61%	62%	63%	70%	52%	49%	63%	62%	74%	61%	61%
Traditional Democrat	34%	30%	35%	31%	45%	29%	45%	37%	27%	47%	36%	32%	32%	38%	30%	32%	33%	44%	27%	25%	30%	34%	35%	35%	34%	26%	43%	49%	33%	34%	22%	37%	35%
Much more a progressive Democrat	32%	44%	20%	41%	19%	36%	26%	29%	36%	19%	25%	32%	39%	29%	38%	32%	31%	27%	40%	41%	40%	31%	28%	26%	40%	51%	17%	10%	34%	42%	34%	36%	29%
Somewhat more a progressive Democrat	30%	23%	40%	26%	33%	32%	26%	26%	36%	31%	34%	32%	25%	28%	29%	35%	33%	23%	30%	33%	29%	30%	32%	35%	23%	19%	35%	40%	30%	20%	39%	24%	32%
Somewhat more a traditional Democrat	19%	15%	22%	15%	26%	12%	28%	23%	14%	24%	27%	19%	14%	23%	15%	17%	19%	21%	14%	14%	17%	18%	25%	19%	20%	18%	32%	15%	19%	17%	16%	28%	18%
Much more a traditional Democrat	15%	14%	12%	16%	19%	17%	17%	14%	13%	22%	9%	13%	19%	15%	15%	15%	14%	23%	14%	11%	13%	16%	11%	16%	15%	8%	11%	33%	15%	17%	6%	9%	17%
Unsure	4%	3%	5%	3%	3%	3%	3%	8%	0%	3%	5%	3%	4%	5%	4%	1%	3%	5%	2%	1%	1%	4%	4%	3%	3%	4%	5%	2%	3%	4%	4%	3%	3%

What type of Democrat do you more consider yourself?

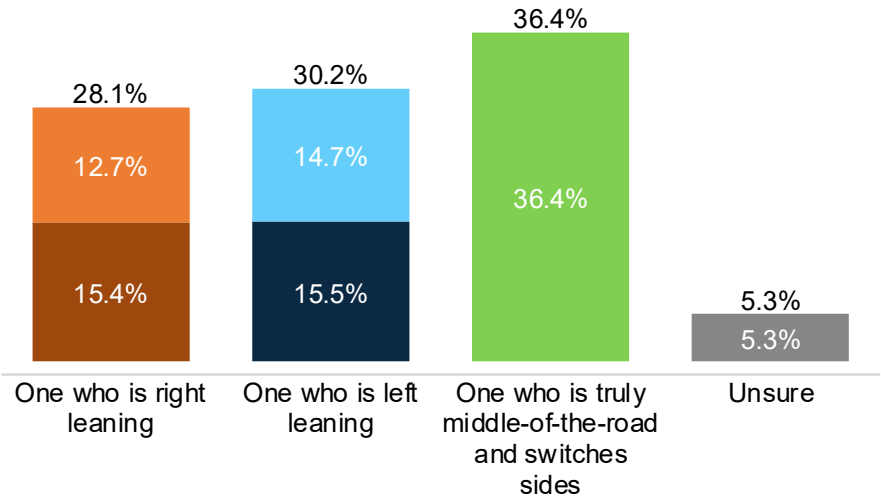
Trend: Type of Democrat



Percent Change: Type of Democrat (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	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	1%	7%	-2%	0%	-3%	6%	-8%	1%	4%	3%	-3%	0%	5%	0%	0%	1%	-1%	1%	-5%	10%	21%	2%	26%	2%	-1%	12%	3%	-1%
Traditional Democrat	1%	-4%	2%	4%	5%	0%	7%	2%	-3%	4%	4%	0%	1%	0%	0%	1%	2%	1%	7%	-10%	-12%	1%	10%	0%	5%	-7%	-2%	3%
Much more a progressive Democrat	2%	10%	-1%	5%	-13%	6%	-11%	8%	1%	4%	-3%	-2%	12%	0%	3%	6%	2%	-4%	-1%	7%	9%	-1%	-3%	3%	15%	3%	11%	-3%
Somewhat more a progressive Democrat	-1%	-3%	-1%	-5%	10%	1%	3%	-8%	3%	-1%	0%	2%	-8%	0%	-3%	-4%	-2%	5%	-4%	2%	12%	3%	29%	-1%	-16%	10%	-8%	2%
Somewhat more a traditional Democrat	1%	0%	1%	2%	4%	-3%	8%	6%	-5%	-2%	7%	2%	-2%	2%	0%	4%	2%	-1%	3%	-7%	0%	10%	8%	0%	6%	4%	3%	0%
Much more a traditional Democrat	0%	-4%	1%	2%	1%	3%	-1%	-4%	2%	6%	-3%	-2%	3%	-2%	0%	-3%	0%	3%	4%	-4%	-12%	-9%	2%	0%	-1%	-11%	-5%	3%
Unsure	-2%	-3%	0%	-4%	-2%	-6%	1%	-2%	-1%	-7%	-1%	0%	-5%	0%	0%	-2%	-1%	-2%	-2%	1%	-9%	-3%	-36%	-2%	-4%	-5%	-1%	-2%

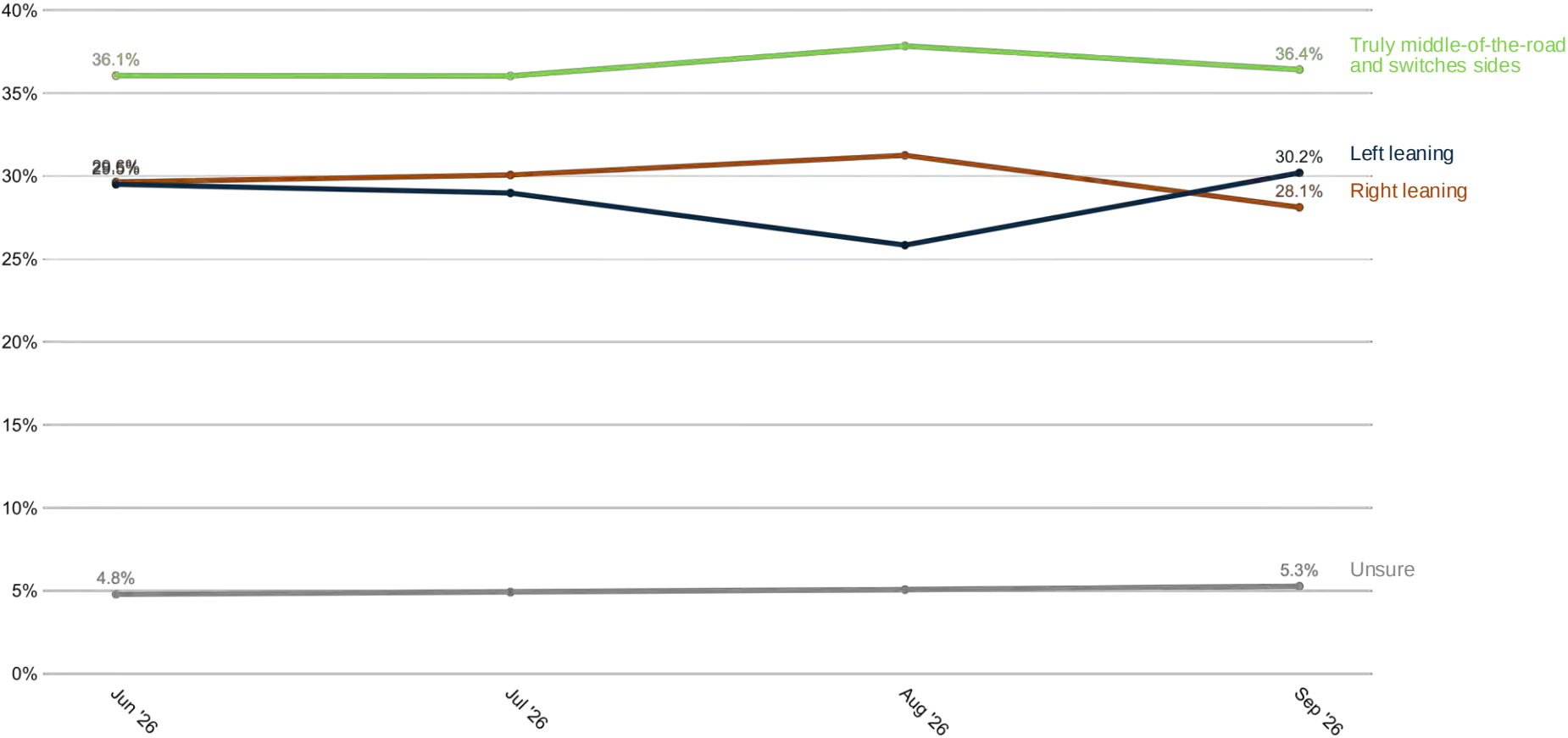
Type of Independent



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Voter	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	28%	20%	26%	37%	28%	32%	33%	24%	22%	43%	32%	25%	25%	27%	18%	33%	30%	20%	31%	6%	30%	26%	32%	30%	24%	23%	31%	56%	5%	27%	28%	30%	28%
One who is left leaning Total	30%	32%	27%	29%	32%	32%	29%	28%	34%	11%	35%	34%	30%	27%	36%	33%	32%	23%	38%	58%	29%	35%	19%	28%	29%	30%	20%	6%	56%	21%	31%	36%	32%
One who is more right leaning	15%	11%	12%	19%	18%	13%	24%	13%	9%	25%	24%	13%	11%	17%	6%	19%	17%	5%	24%	3%	13%	15%	17%	18%	10%	12%	15%	35%	2%	8%	15%	20%	17%
One who is somewhat right leaning	13%	9%	13%	17%	10%	19%	10%	11%	12%	18%	8%	12%	14%	10%	12%	14%	14%	15%	7%	3%	17%	11%	15%	12%	13%	11%	17%	22%	2%	19%	13%	10%	11%
One who is truly middle-of-the-road and switch...	36%	40%	41%	31%	35%	33%	33%	38%	44%	39%	29%	38%	35%	37%	40%	34%	33%	54%	25%	31%	37%	34%	42%	38%	38%	35%	42%	34%	34%	40%	33%	33%	37%
One who is somewhat left leaning	15%	14%	13%	14%	18%	19%	13%	14%	13%	4%	19%	17%	13%	9%	22%	19%	16%	10%	16%	22%	7%	19%	9%	16%	12%	10%	12%	5%	27%	13%	14%	19%	14%
One who is more left leaning	15%	19%	14%	15%	14%	13%	16%	14%	21%	7%	16%	17%	17%	18%	14%	14%	16%	14%	22%	36%	22%	16%	11%	12%	17%	20%	8%	1%	30%	9%	16%	16%	18%
Unsure	5%	7%	6%	4%	5%	3%	5%	10%	1%	8%	4%	3%	10%	9%	6%	1%	5%	2%	7%	5%	4%	5%	7%	4%	9%	11%	6%	3%	5%	12%	9%	2%	3%

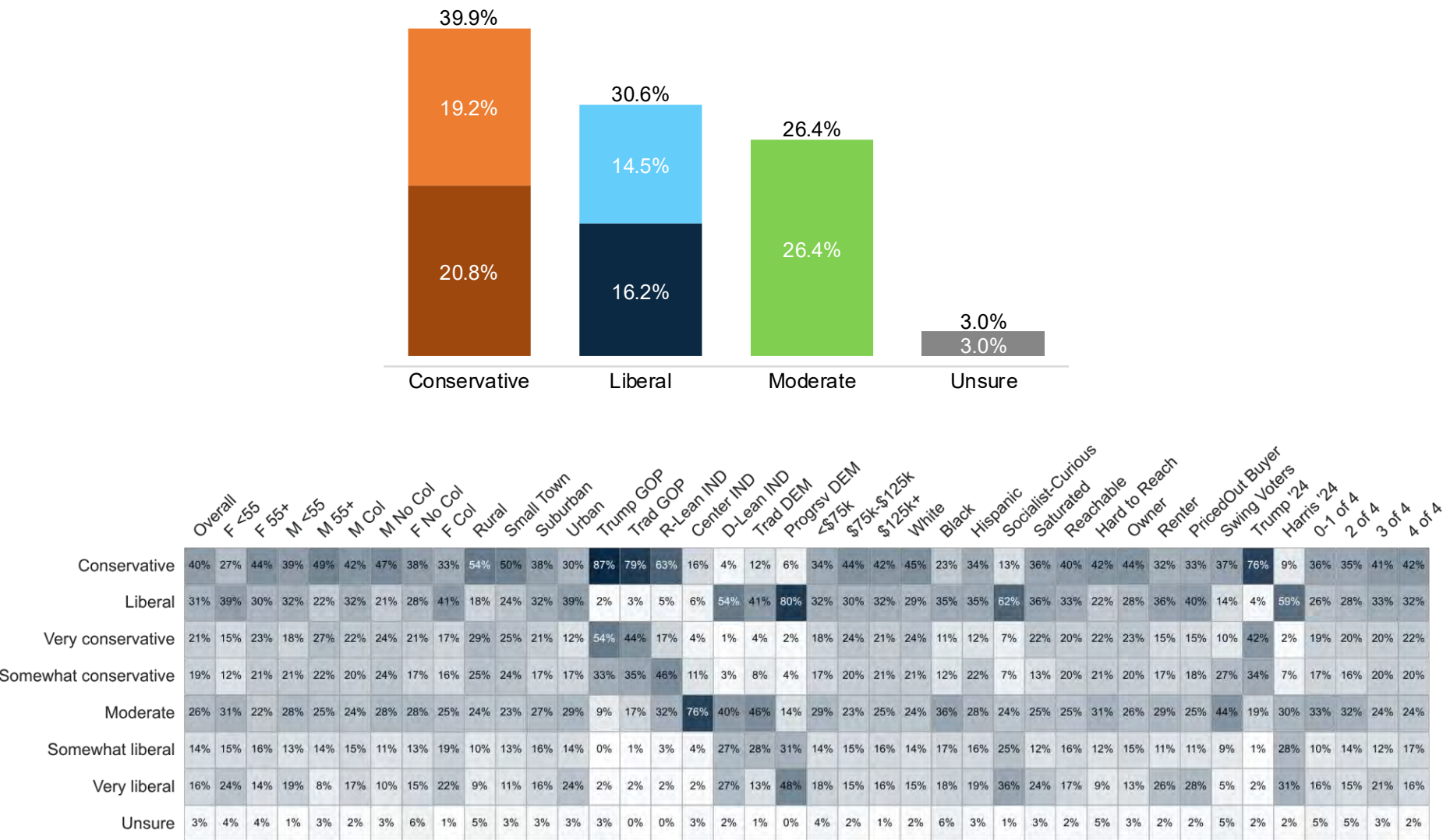
What type of Independent do you more consider yourself?

Trend: Type of Independent



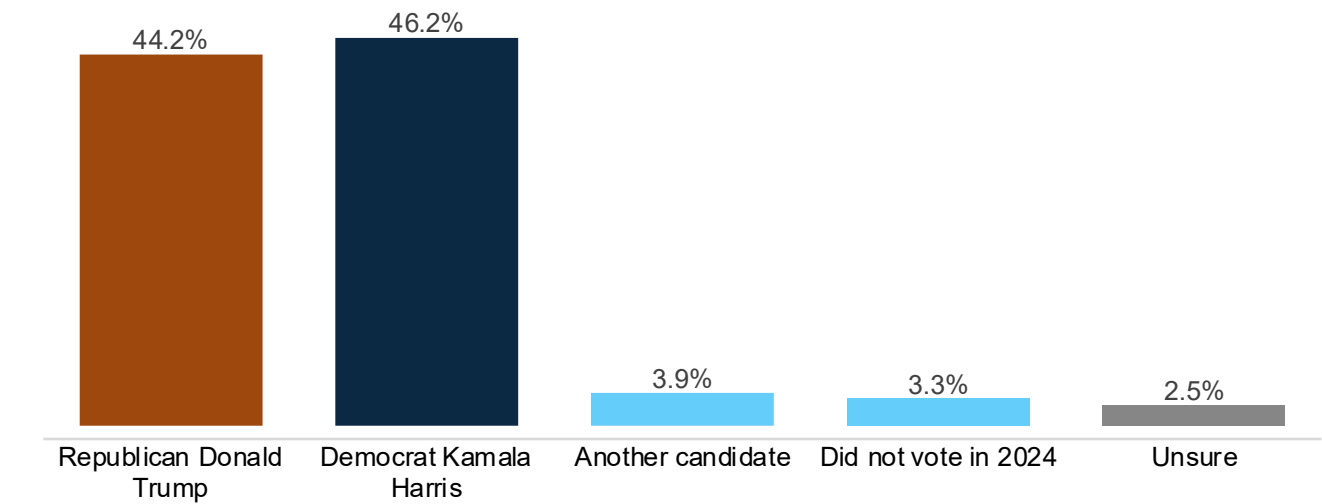
Percent Change: Type of Independent (Aug '26 to Sep '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	R-Lean IND	D-Lean IND	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	-3%	-8%	5%	1%	-9%	3%	-11%	-2%	-4%	4%	-7%	-6%	3%	0%	0%	1%	-11%	-4%	-2%	-10%	27%	1%	-10%	-5%	-4%	-12%	9%	-6%
One who is left leaning Total	4%	3%	-5%	4%	14%	8%	9%	0%	1%	-2%	5%	8%	1%	0%	0%	-8%	12%	11%	4%	-1%	23%	5%	4%	7%	1%	20%	10%	0%
One who is more right leaning	2%	5%	-2%	1%	4%	3%	1%	-1%	4%	6%	2%	1%	4%	13%	0%	3%	-8%	7%	3%	-14%	24%	5%	3%	2%	-5%	-1%	13%	3%
One who is somewhat right leaning	-5%	-13%	6%	0%	-13%	0%	-11%	-1%	-7%	-2%	-9%	-7%	-1%	-13%	0%	-2%	-2%	-10%	-6%	4%	3%	-4%	-12%	-7%	1%	-11%	-4%	-8%
One who is truly middle-of-the-road and switches sides	-1%	5%	-3%	0%	-9%	-14%	6%	-3%	7%	-5%	7%	-1%	-9%	0%	0%	3%	2%	-8%	-3%	19%	-49%	-5%	6%	-4%	-1%	-9%	-18%	7%
One who is somewhat left leaning	2%	6%	-7%	5%	3%	5%	2%	5%	-3%	-3%	6%	5%	-4%	0%	1%	-6%	13%	5%	1%	-6%	16%	5%	3%	2%	9%	6%	9%	-3%
One who is more left leaning	2%	-3%	2%	-1%	11%	3%	7%	-5%	4%	2%	-2%	3%	5%	0%	-1%	-1%	-1%	6%	2%	5%	8%	0%	1%	6%	-8%	14%	1%	3%
Unsure	0%	-1%	3%	-4%	4%	3%	-4%	6%	-4%	2%	-5%	0%	4%	0%	0%	4%	-4%	1%	1%	-8%	-1%	-2%	0%	2%	4%	1%	-1%	-2%



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

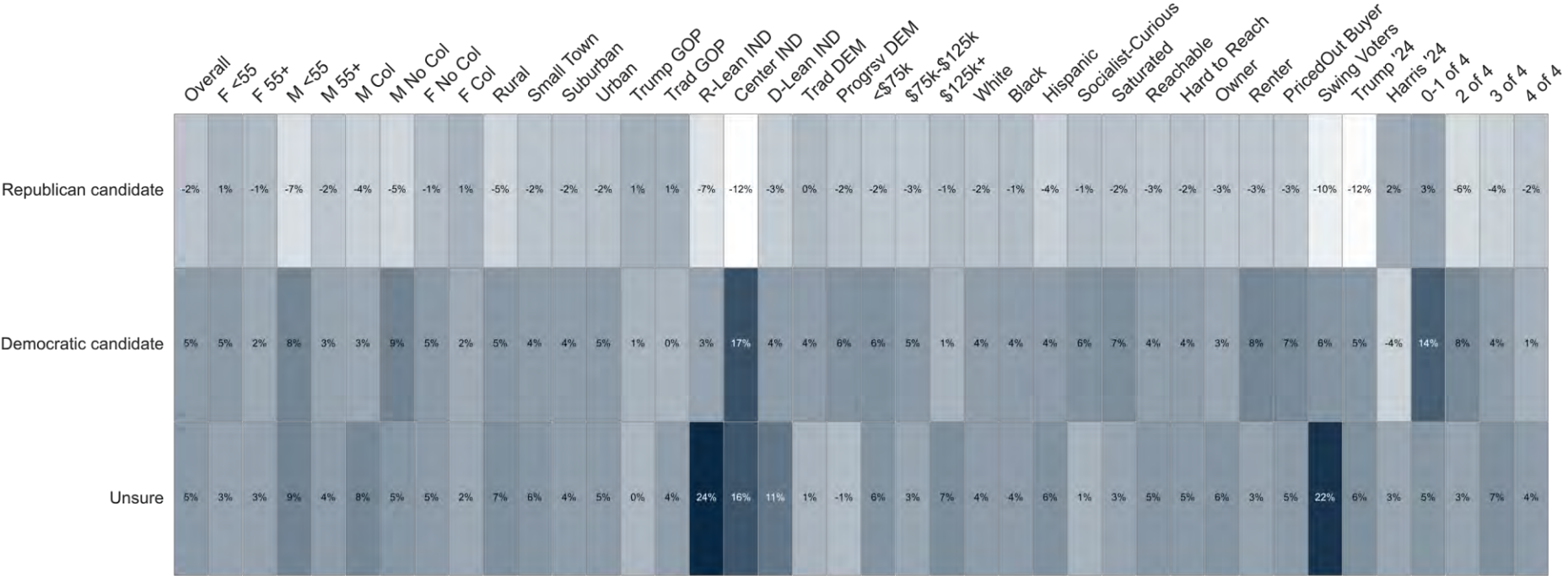
2024 Retro Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Socialist-Curious	Saturated	Reachable	Hard to Reach	Owner	Renter	PricedOut	Swing Buyer	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	44%	29%	44%	50%	56%	49%	58%	39%	34%	63%	51%	43%	32%	97%	88%	72%	34%	7%	4%	2%	37%	49%	46%	52%	15%	33%	14%	39%	44%	48%	49%	35%	34%	49%	39%	50%	42%	45%
Democrat Kamala Harris	46%	58%	50%	39%	36%	43%	32%	50%	58%	28%	38%	48%	58%	1%	6%	7%	40%	79%	90%	93%	51%	44%	46%	40%	75%	57%	78%	51%	47%	40%	43%	54%	55%	26%	35%	41%	48%	50%
Another candidate	4%	3%	2%	7%	4%	4%	7%	3%	2%	3%	5%	4%	4%	0%	4%	11%	12%	5%	4%	2%	6%	2%	4%	4%	3%	2%	3%	7%	3%	4%	3%	4%	4%	12%	9%	3%	4%	3%
Did not vote in 2024	3%	5%	3%	3%	1%	3%	2%	6%	3%	3%	3%	3%	4%	2%	2%	9%	8%	7%	1%	2%	4%	3%	3%	3%	4%	4%	3%	1%	3%	4%	2%	5%	6%	6%	14%	2%	3%	0%
Unsure	2%	5%	1%	1%	2%	2%	2%	2%	3%	3%	3%	3%	2%	0%	1%	1%	5%	2%	1%	1%	2%	2%	1%	1%	3%	3%	2%	2%	2%	4%	2%	2%	2%	7%	4%	3%	3%	1%

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

Percent Change: 2024 Retro Ballot to Generic Ballot



Priority, Vote Method & Ballot Direction

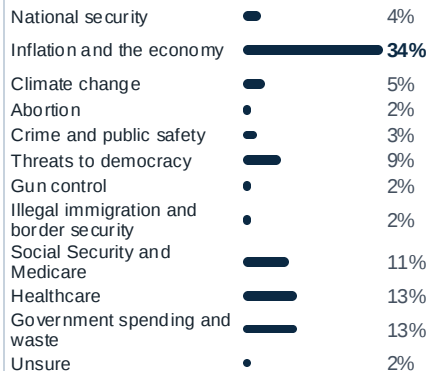


% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

TOP PRIORITY



VOTE METHOD



COUNTRY DIRECTION



GENERIC BALLOT



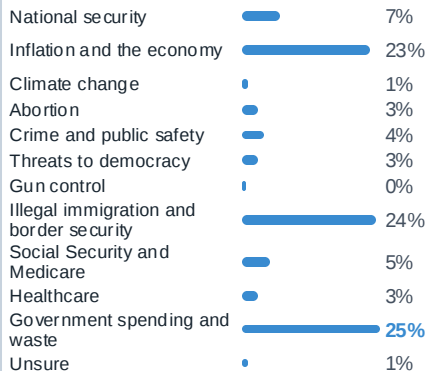
EXPECTED CONGRESSIONAL WINNER



Soft Republicans

19%

TOP PRIORITY



VOTE METHOD



COUNTRY DIRECTION



GENERIC BALLOT



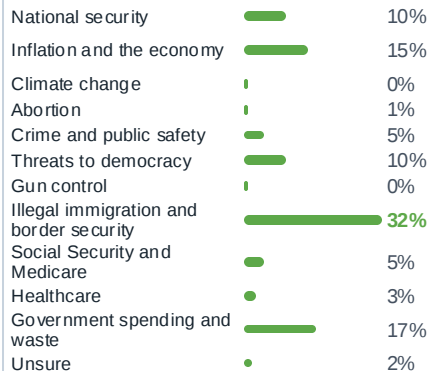
EXPECTED CONGRESSIONAL WINNER



Committed Trump Republicans

24%

TOP PRIORITY



VOTE METHOD



COUNTRY DIRECTION



GENERIC BALLOT



EXPECTED CONGRESSIONAL WINNER



Committed Democrats

41%

TOP PRIORITY



VOTE METHOD



COUNTRY DIRECTION



GENERIC BALLOT



EXPECTED CONGRESSIONAL WINNER



Vote Driver, Motivation & Key Images (1/2)

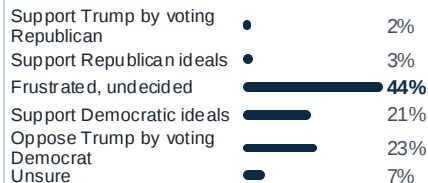


% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

CONGRESSIONAL VOTE DRIVER



MIDTERM TURNOUT MOTIVATION



TRUMP IMAGE



REPUBLICANS IN CONGRESS IMAGE



DEMOCRATS IN CONGRESS IMAGE



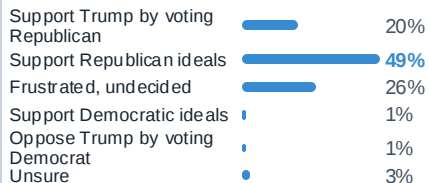
THE FREE MARKET IMAGE



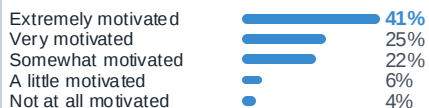
Soft Republicans

19%

CONGRESSIONAL VOTE DRIVER



MIDTERM TURNOUT MOTIVATION



TRUMP IMAGE



REPUBLICANS IN CONGRESS IMAGE



DEMOCRATS IN CONGRESS IMAGE



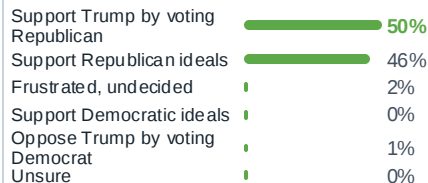
THE FREE MARKET IMAGE



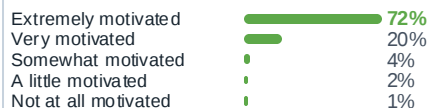
Committed Trump Republicans

24%

CONGRESSIONAL VOTE DRIVER



MIDTERM TURNOUT MOTIVATION



TRUMP IMAGE



REPUBLICANS IN CONGRESS IMAGE



DEMOCRATS IN CONGRESS IMAGE



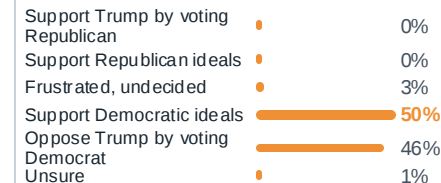
THE FREE MARKET IMAGE



Committed Democrats

41%

CONGRESSIONAL VOTE DRIVER



MIDTERM TURNOUT MOTIVATION



TRUMP IMAGE



REPUBLICANS IN CONGRESS IMAGE



DEMOCRATS IN CONGRESS IMAGE



THE FREE MARKET IMAGE



Key Images (2/2) & Economic Self-ID

% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

CAPITALISM IMAGE



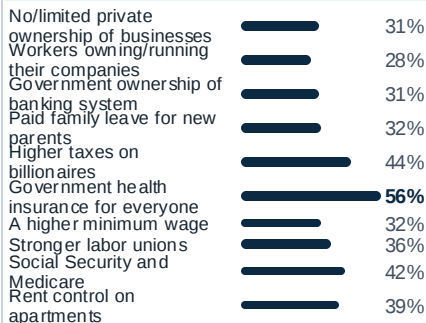
SOCIALISM IMAGE



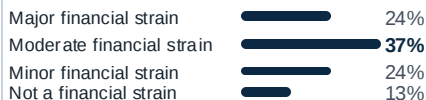
ECONOMIC SYSTEM SELF-ID



SOCIALISM DEFINITION (AIDED)



ELECTRIC BILL BURDEN



Soft Republicans

19%

CAPITALISM IMAGE



SOCIALISM IMAGE



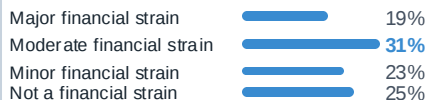
ECONOMIC SYSTEM SELF-ID



SOCIALISM DEFINITION (AIDED)



ELECTRIC BILL BURDEN



Committed Trump Republicans

24%

CAPITALISM IMAGE



SOCIALISM IMAGE



ECONOMIC SYSTEM SELF-ID



SOCIALISM DEFINITION (AIDED)



ELECTRIC BILL BURDEN



Committed Democrats

41%

CAPITALISM IMAGE



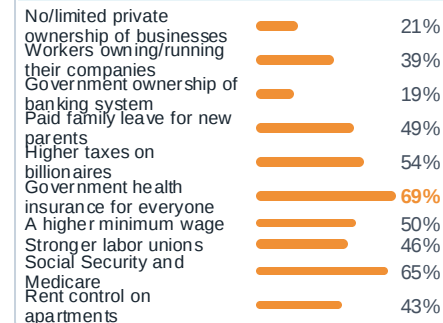
SOCIALISM IMAGE



ECONOMIC SYSTEM SELF-ID



SOCIALISM DEFINITION (AIDED)



ELECTRIC BILL BURDEN



Electric Costs & Data Centers (1/2)



% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

Soft Republicans

19%

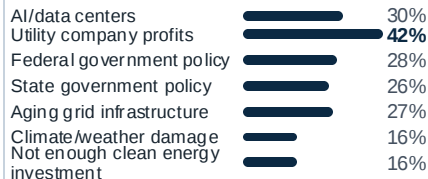
Committed Trump Republicans

24%

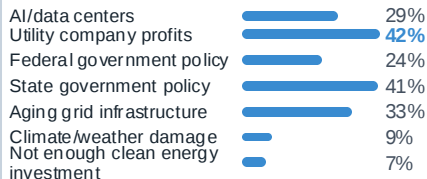
Committed Democrats

41%

ELECTRIC COST BLAME (PICK TWO)



ELECTRIC COST BLAME (PICK TWO)



ELECTRIC COST BLAME (PICK TWO)



ELECTRIC COST BLAME (PICK TWO)



DATA CENTER AWARENESS



DATA CENTER AWARENESS



DATA CENTER AWARENESS



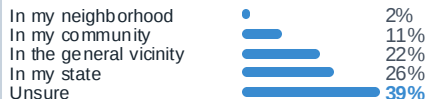
DATA CENTER AWARENESS



DATA CENTER PROXIMITY



DATA CENTER PROXIMITY



DATA CENTER PROXIMITY



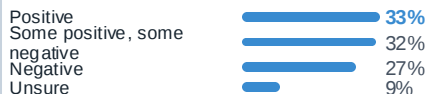
DATA CENTER PROXIMITY



DATA CENTER NET IMPACT



DATA CENTER NET IMPACT



DATA CENTER NET IMPACT



DATA CENTER NET IMPACT



RATEPAYER PLEDGE AWARENESS



RATEPAYER PLEDGE AWARENESS



RATEPAYER PLEDGE AWARENESS



RATEPAYER PLEDGE AWARENESS



RATEPAYER PLEDGE EFFECTIVENESS



RATEPAYER PLEDGE EFFECTIVENESS



RATEPAYER PLEDGE EFFECTIVENESS



RATEPAYER PLEDGE EFFECTIVENESS



Data Centers (2/2) & Energy Policy



% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

MANDATORY DATA CENTER COST LAW



ENERGY SOURCE EXPANSION PRIORITY



NUCLEAR POWER POSITION



WILLING TO PAY FOR GRID MODERNIZATION



STATE REGULATOR CONFIDENCE



ALPR SUPPORT



Soft Republicans

19%

MANDATORY DATA CENTER COST LAW



ENERGY SOURCE EXPANSION PRIORITY



NUCLEAR POWER POSITION



WILLING TO PAY FOR GRID MODERNIZATION



STATE REGULATOR CONFIDENCE



ALPR SUPPORT



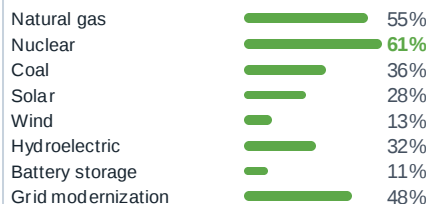
Committed Trump Republicans

24%

MANDATORY DATA CENTER COST LAW



ENERGY SOURCE EXPANSION PRIORITY



NUCLEAR POWER POSITION



WILLING TO PAY FOR GRID MODERNIZATION



STATE REGULATOR CONFIDENCE



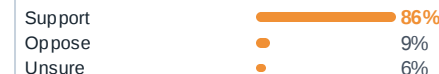
ALPR SUPPORT



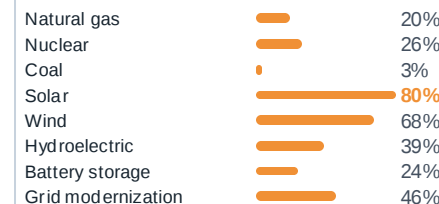
Committed Democrats

41%

MANDATORY DATA CENTER COST LAW



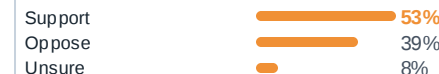
ENERGY SOURCE EXPANSION PRIORITY



NUCLEAR POWER POSITION



WILLING TO PAY FOR GRID MODERNIZATION



STATE REGULATOR CONFIDENCE



ALPR SUPPORT



ALPR & Media Habits (1/2)

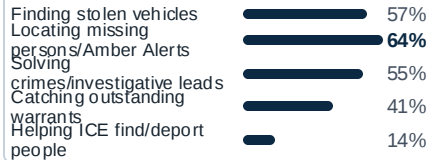


% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

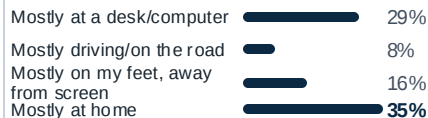
ALPR USE PERCEPTIONS



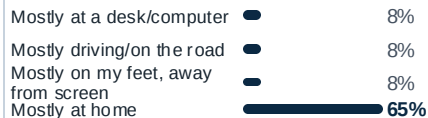
DAILY MEDIA HOURS



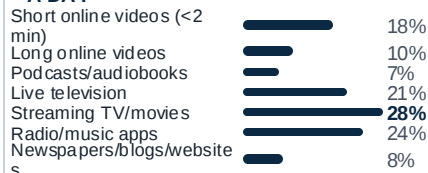
DAYTIME MEDIA ACCESS



EVENING MEDIA ACCESS



WEEKLY TIME SPENT: SEVERAL HOURS A DAY



Soft Republicans

19%

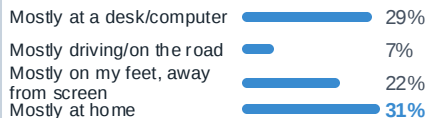
ALPR USE PERCEPTIONS



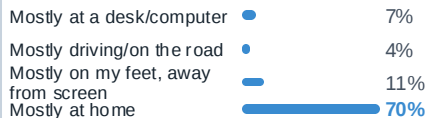
DAILY MEDIA HOURS



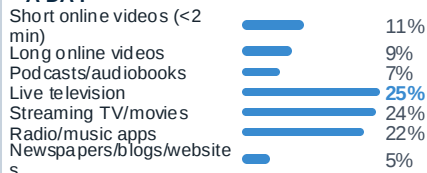
DAYTIME MEDIA ACCESS



EVENING MEDIA ACCESS



WEEKLY TIME SPENT: SEVERAL HOURS A DAY



Committed Trump Republicans

24%

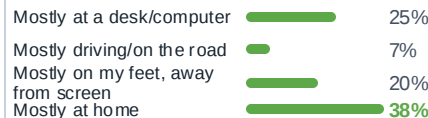
ALPR USE PERCEPTIONS



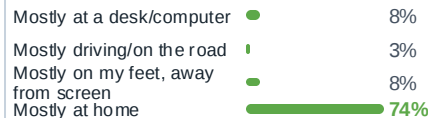
DAILY MEDIA HOURS



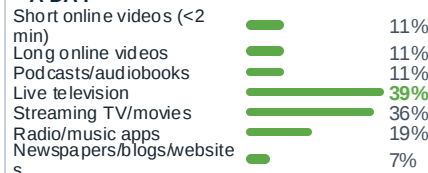
DAYTIME MEDIA ACCESS



EVENING MEDIA ACCESS



WEEKLY TIME SPENT: SEVERAL HOURS A DAY



Committed Democrats

41%

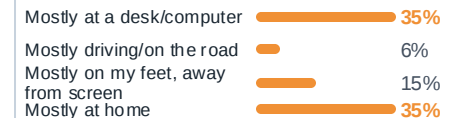
ALPR USE PERCEPTIONS



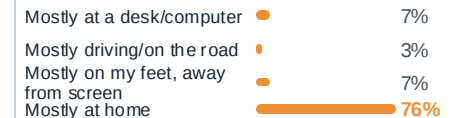
DAILY MEDIA HOURS



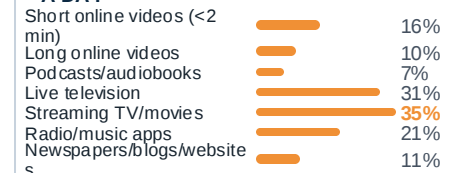
DAYTIME MEDIA ACCESS



EVENING MEDIA ACCESS



WEEKLY TIME SPENT: SEVERAL HOURS A DAY



Media Habits (2/2), Diesel & Housing



% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

Soft Republicans

19%

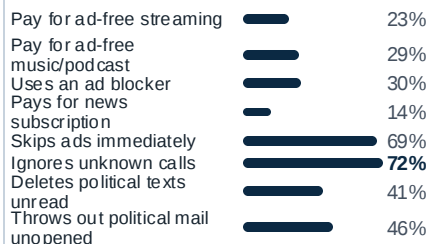
Committed Trump Republicans

24%

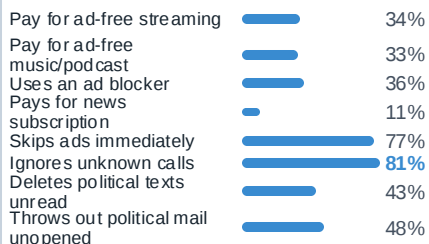
Committed Democrats

41%

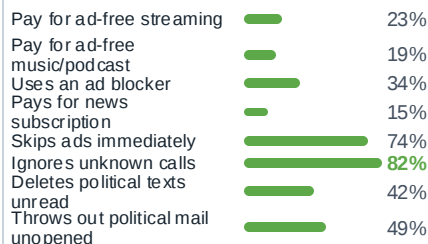
AD EXPOSURE AND AVOIDANCE



AD EXPOSURE AND AVOIDANCE



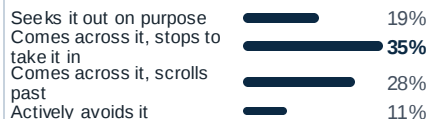
AD EXPOSURE AND AVOIDANCE



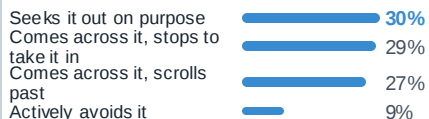
AD EXPOSURE AND AVOIDANCE



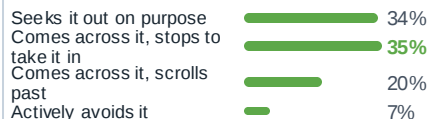
POLITICAL CONTENT POSTURE



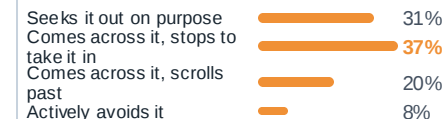
POLITICAL CONTENT POSTURE



POLITICAL CONTENT POSTURE



POLITICAL CONTENT POSTURE



DIESEL PRICE IMPACT



DIESEL PRICE IMPACT



DIESEL PRICE IMPACT



DIESEL PRICE IMPACT



LIVING SITUATION



LIVING SITUATION



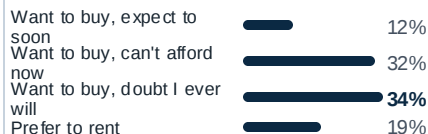
LIVING SITUATION



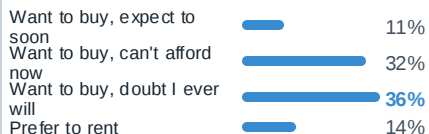
LIVING SITUATION



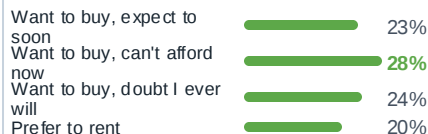
ASPIRING HOMEBUYER



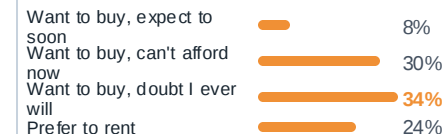
ASPIRING HOMEBUYER



ASPIRING HOMEBUYER



ASPIRING HOMEBUYER



News Consumption & Party ID (1/2)



% within each segment · bars scaled to each segment's own highest value per box

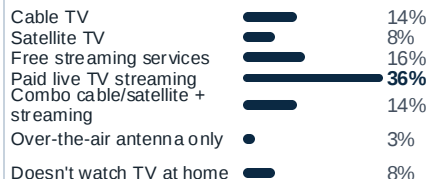
Wrong-Track Independents

16%

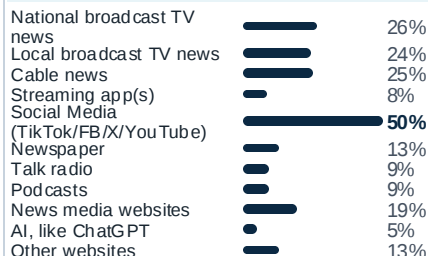
NEWS ATTENTION



TELEVISION SERVICE



NEWS SOURCE



PARTISANSHIP



TYPE OF REPUBLICAN



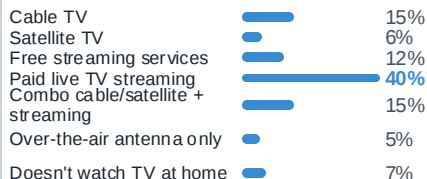
Soft Republicans

19%

NEWS ATTENTION



TELEVISION SERVICE



NEWS SOURCE



PARTISANSHIP



TYPE OF REPUBLICAN



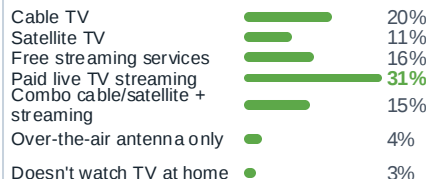
Committed Trump Republicans

24%

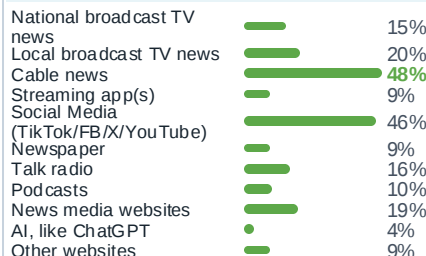
NEWS ATTENTION



TELEVISION SERVICE



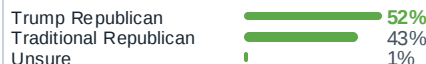
NEWS SOURCE



PARTISANSHIP



TYPE OF REPUBLICAN



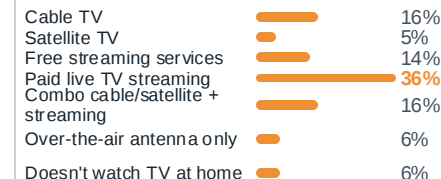
Committed Democrats

41%

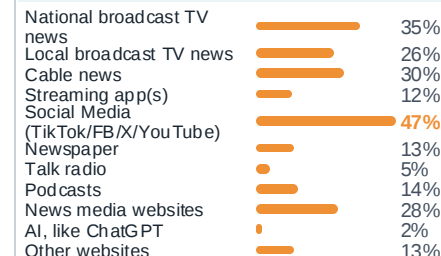
NEWS ATTENTION



TELEVISION SERVICE



NEWS SOURCE



PARTISANSHIP



TYPE OF REPUBLICAN



Party Type & Core Demos

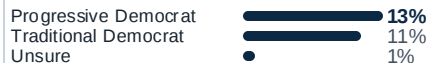


% within each segment · bars scaled to each segment's own highest value per box

Wrong-Track Independents

16%

TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



GENDER



AGE RANGE



IDEOLOGY



VOTER HISTORY



MARITAL STATUS



Soft Republicans

19%

TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



GENDER



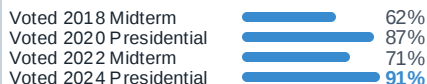
AGE RANGE



IDEOLOGY



VOTER HISTORY



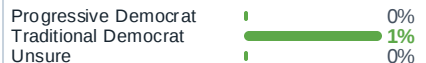
MARITAL STATUS



Committed Trump Republicans

24%

TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



GENDER



AGE RANGE



IDEOLOGY



VOTER HISTORY



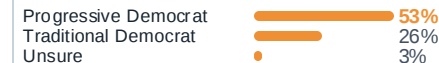
MARITAL STATUS



Committed Democrats

41%

TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



GENDER



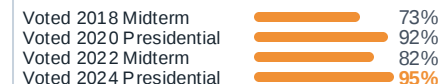
AGE RANGE



IDEOLOGY



VOTER HISTORY



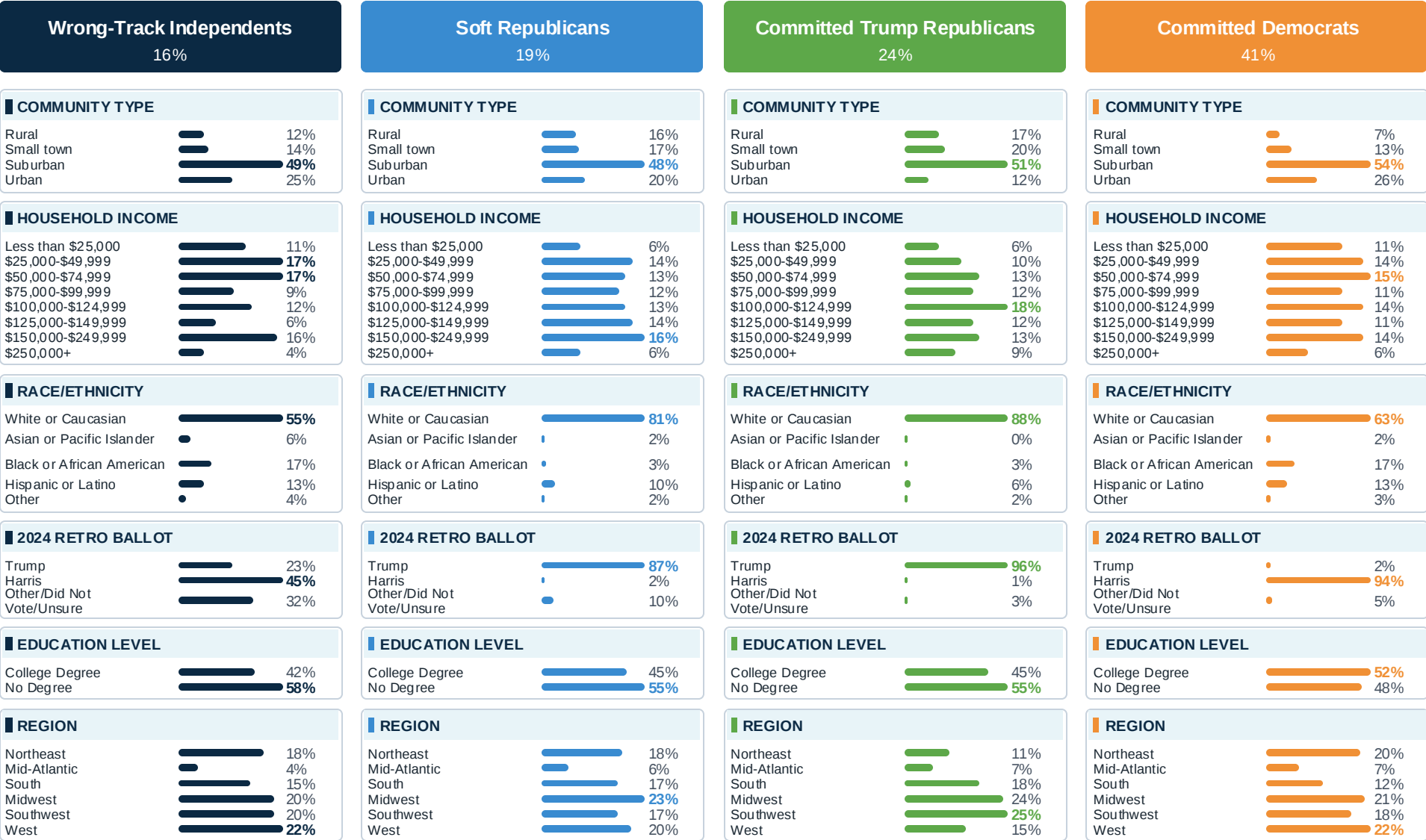
MARITAL STATUS



Demographics (2/2)



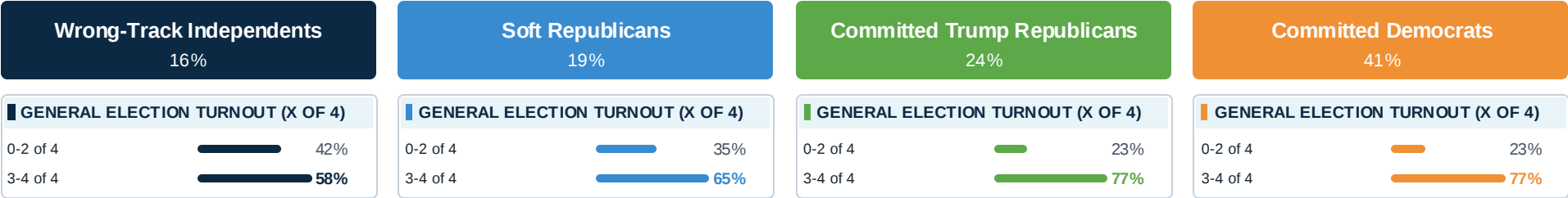
% within each segment · bars scaled to each segment's own highest value per box



Geography



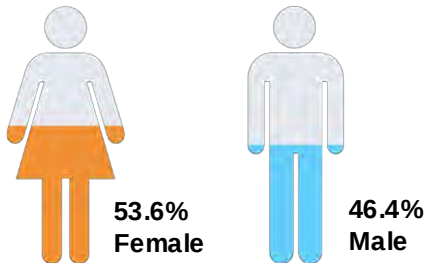
% within each segment · bars scaled to each segment's own highest value per box



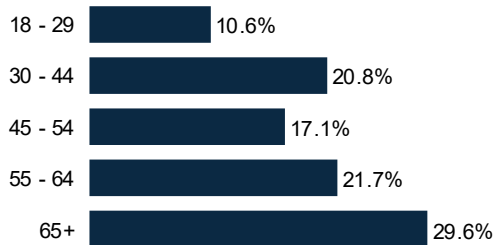
Demographics



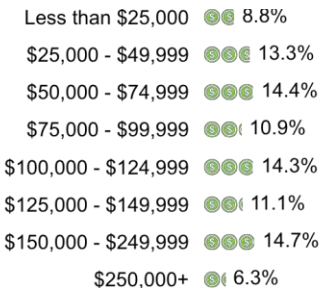
Sex



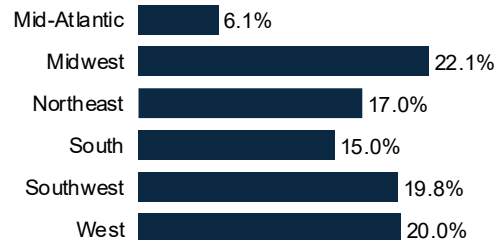
Age Range



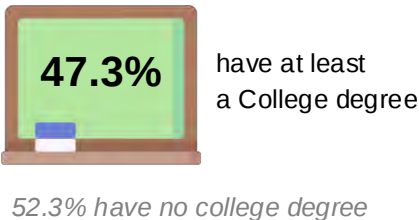
Household Income



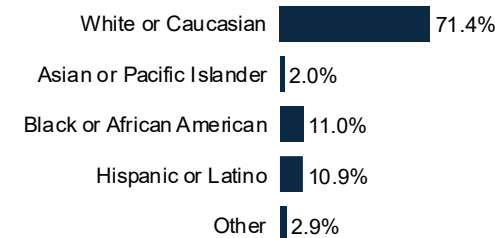
Geo - Region



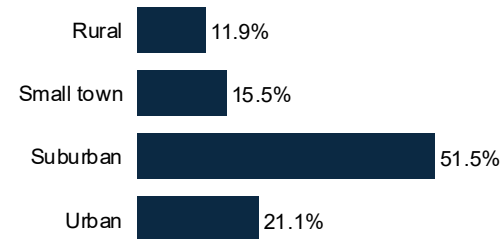
Education



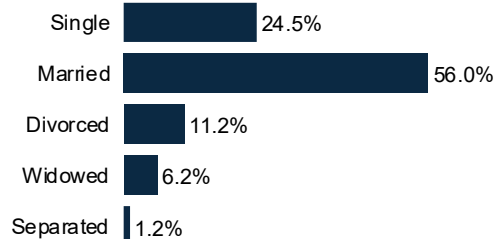
Race/Ethnicity



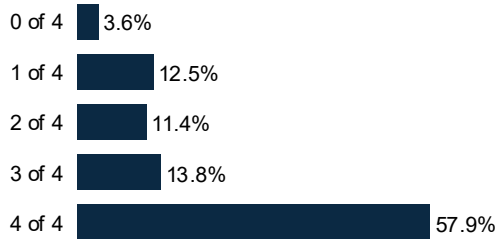
Community Type



Marital Status



General Election X of 4



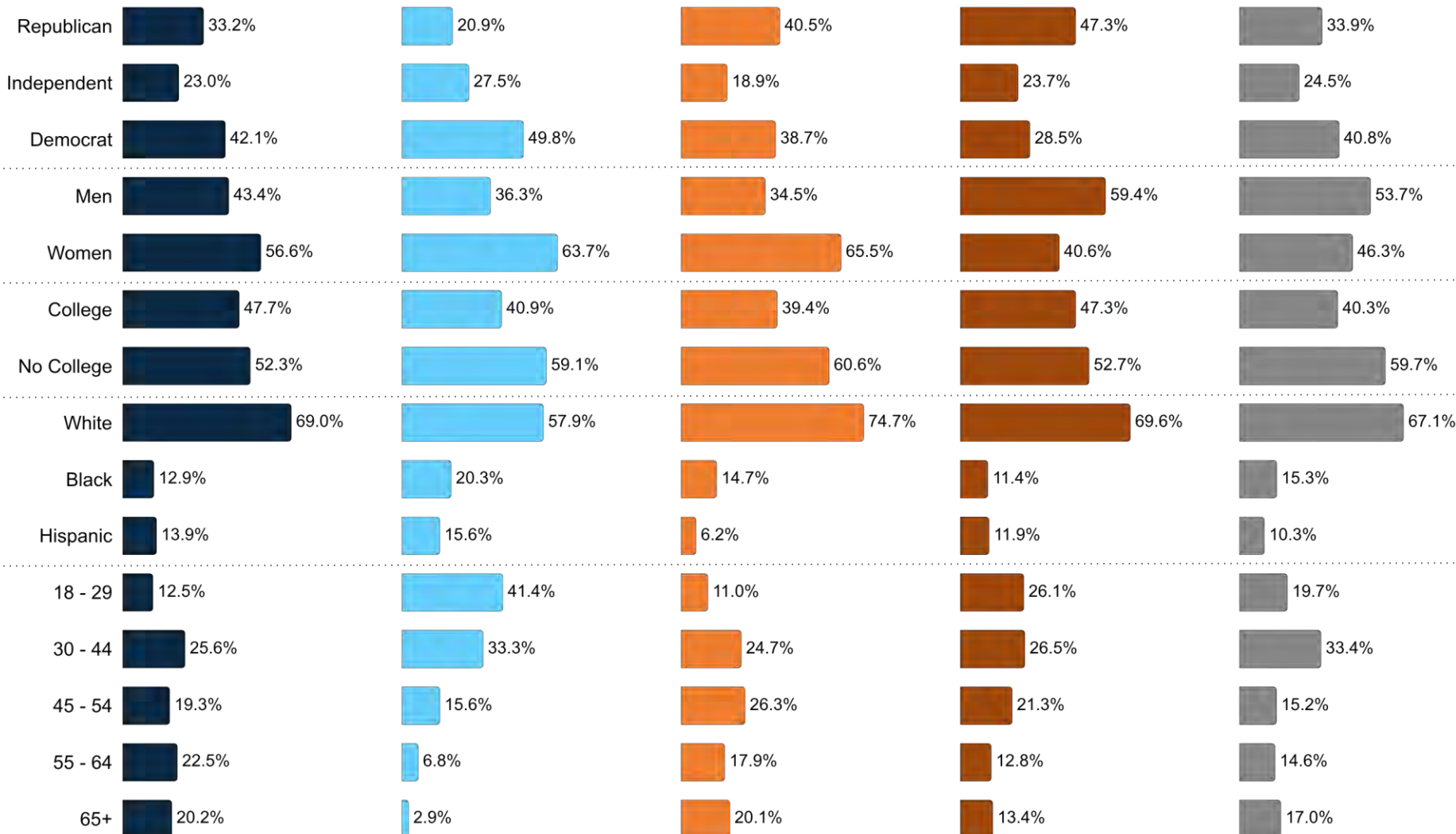
Streaming app(s)

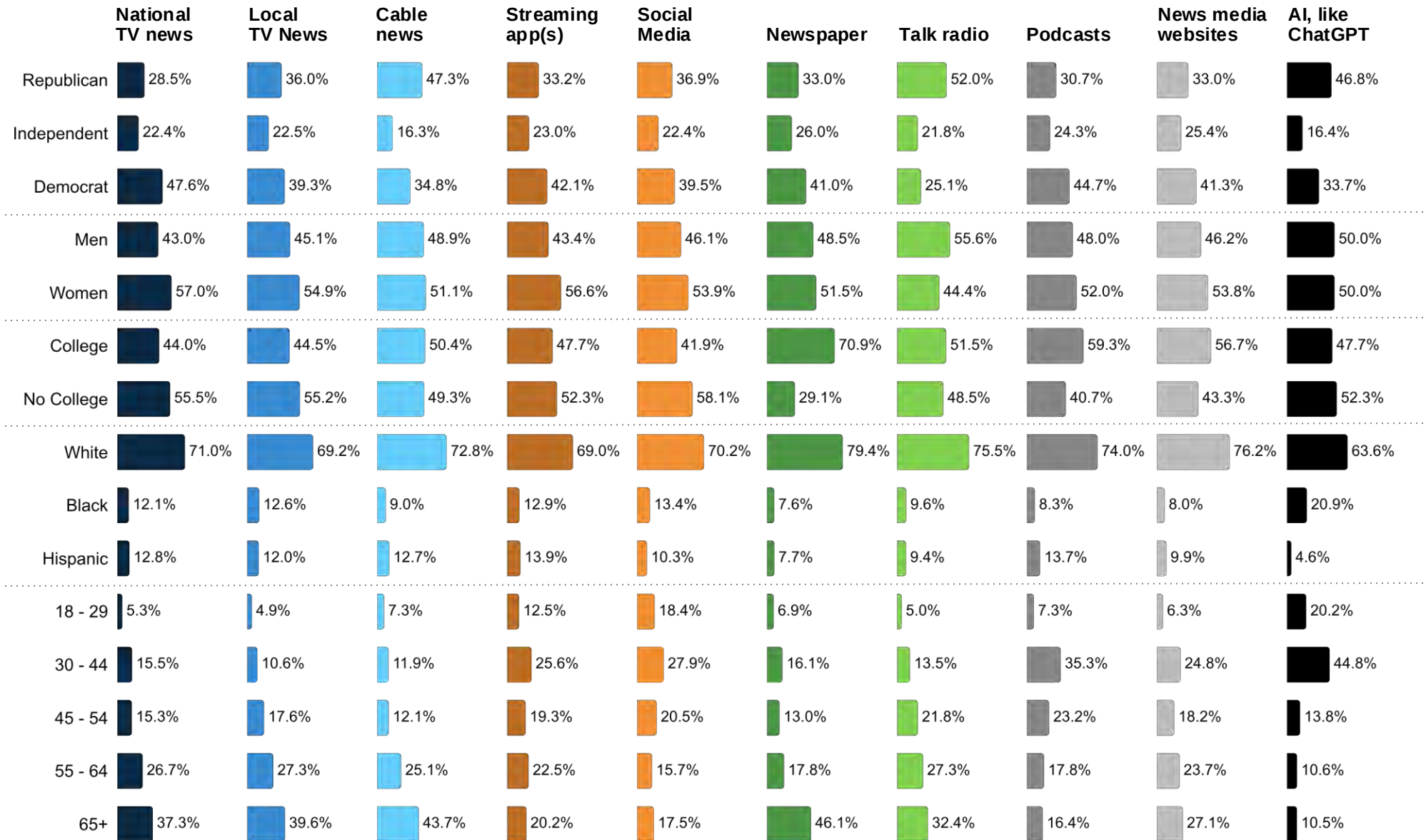
TikTok

Facebook

Twitter/X

YouTube





	GB GOP	GB Dem	GB Undec	Trump Fav	Trump Unfav	GOP 18 - 29	Indep 18 - 29	Dem 18 - 29	GOP 30 - 44	Indep 30 - 44	Dem 30 - 44	GOP 45 - 54	Indep 45 - 54	Dem 45 - 54	GOP 55 - 64	Indep 55 - 64	Dem 55 - 64	GOP 65+	Indep 65+	Dem 65+	Rural	Small Town	Suburban	Urban	White College	White Non-Coll	Minority College	Minority Non-Coll
Social Media	48%	48%	44%	48%	48%	80%	81%	87%	67%	61%	65%	65%	52%	51%	36%	37%	33%	29%	26%	28%	48%	42%	49%	47%	42%	52%	47%	57%
Cable news	40%	29%	22%	42%	28%	33%	18%	22%	28%	14%	15%	28%	18%	21%	43%	31%	38%	56%	34%	49%	37%	36%	32%	33%	37%	31%	32%	32%
National TV news	18%	33%	27%	18%	33%	8%	11%	17%	13%	20%	24%	15%	19%	36%	27%	38%	37%	23%	36%	46%	23%	25%	27%	29%	26%	27%	25%	31%
Local TV news	21%	26%	25%	21%	25%	5%	5%	16%	11%	8%	14%	22%	30%	22%	26%	37%	29%	28%	31%	36%	27%	22%	23%	25%	21%	24%	26%	26%
News media websites	21%	26%	21%	20%	26%	15%	13%	14%	18%	37%	30%	18%	24%	35%	26%	27%	26%	20%	24%	22%	21%	26%	23%	25%	29%	21%	25%	16%
YouTube	21%	23%	19%	21%	23%	43%	43%	40%	32%	40%	36%	17%	24%	20%	18%	11%	14%	12%	11%	14%	21%	18%	23%	23%	19%	23%	22%	30%
Facebook	22%	20%	23%	22%	20%	31%	15%	22%	30%	21%	24%	40%	21%	29%	18%	16%	19%	12%	15%	16%	26%	18%	21%	21%	19%	25%	14%	23%
Newspaper	11%	14%	11%	10%	13%	6%	8%	9%	9%	8%	11%	11%	10%	8%	9%	14%	10%	14%	24%	23%	10%	9%	13%	14%	20%	7%	13%	7%
Podcasts	10%	13%	11%	10%	13%	10%	6%	8%	18%	22%	21%	12%	20%	20%	6%	8%	16%	7%	7%	5%	11%	12%	12%	11%	15%	9%	15%	10%
Other websites	10%	13%	13%	9%	14%	4%	22%	7%	10%	18%	17%	13%	17%	14%	11%	24%	6%	9%	12%	9%	8%	15%	12%	11%	15%	10%	11%	6%
TikTok	7%	16%	13%	8%	14%	35%	42%	53%	9%	23%	23%	11%	13%	7%	2%	5%	5%	0%	2%	2%	11%	8%	11%	16%	8%	11%	20%	19%
Twitter / X	14%	8%	11%	14%	9%	21%	28%	29%	21%	9%	12%	20%	18%	5%	8%	10%	2%	9%	3%	0%	6%	10%	12%	11%	11%	10%	12%	12%
Streaming app(s)	9%	11%	11%	8%	11%	13%	8%	13%	11%	13%	13%	10%	12%	12%	7%	12%	12%	7%	6%	7%	11%	9%	11%	7%	10%	9%	9%	14%
Talk radio	14%	6%	11%	15%	6%	6%	11%	1%	7%	5%	7%	15%	8%	12%	18%	12%	6%	14%	11%	6%	8%	12%	10%	10%	11%	10%	10%	7%
AI, like ChatGPT	4%	3%	2%	5%	3%	13%	0%	7%	13%	6%	6%	3%	4%	2%	2%	0%	2%	2%	2%	1%	4%	2%	3%	7%	4%	3%	4%	6%
Unsure	2%	2%	5%	2%	2%	0%	2%	0%	2%	2%	3%	2%	2%	1%	3%	2%	0%	1%	4%	1%	2%	3%	2%	1%	1%	3%	1%	1%