



Survey of Likely 2026 General Election Voters

National

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

The Ballot and the Electorate (vs. September)

- Democrats lead the generic ballot 52% to 43%, holding D+9 for a second month with the highest Democratic share this cycle. Undecideds dropped to 6%, and they broke leftward.
 - Independents moved from D+24 in September to D+28 as their undecided share fell from 21% to 14%. The Independent movement is nearly all Center Independents. D48→62 since July. Right-Lean Independents have slipped R81→66.
 - The gender gap widened to 30 points. Women moved from D+21 to D+23, while men held at R+7.
 - Non-college voters held steady at D+2 (D+3 in September), while college graduates moved from D+14 to D+17, and voters under 55 from D+19 to D+22.
 - February (R+1) was the last time this cycle the GOP held an edge on the generic ballot.
- Undecided voters are disengaged, not torn: only 26% are high news attention (vs 45% overall), 56% highly motivated (vs 83%), 44% say their vote matters (vs 64%), and 67% are frustrated with both parties. 59% Ind, 53% moderate. Trump image of 18/69. Top issues: inflation 31, gov't spending 17. Media sources: free streaming 24% vs 14% overall, YouTube 29% vs 23%, cable news 20% vs 32%.
- Asked what mix of control voters want in DC, they split 42% to 38% between full Democratic and full Republican control, with 10% preferring divided government. Independents favor a Democratic sweep 43-27.

- Swing voters break the other way. 30% prefer full Republican control, 23% full Democratic control, 20% a split, and 28% are unsure. Their ballot lean is softer than it looks.
- Swing voters, the soft partisans and undecideds, are 23% of the electorate. 67% say the economy is getting worse, 40% are frustrated with both parties, and only 40% are extremely motivated – a challenging mix for the incumbent party.
- Double Haters (of both parties) (18% of voters) vote D+29 (31R-60D-9U). They are 78% Trump unfav and 72% want a check on him. Their profile is upscale: 42% Ind, 56% \$100k+, 57% college, 56% men. The R-ballot third are fiscal voters (spending 25, inflation 41) and 87% stay R on a break.
- Voters now expect a Democratic Congress by 15 points (51-36), up from D+12 in September and D+2 in August. Swing voters expect Democrats to win by 16, up from 2 in August, and Republicans are now -7 net.
 - Fatalist Republicans (Trump/GOP voters who expect a Dem win) are 9% of voters (about 1 in 5 on the R side). Only 71% vote GOP (vs 97%), 49% definitely R, 31% say their vote matters nationally, and only 46% extremely motivated. Inflation is their top issue at 45% (vs 22%). They are a huge turnout risk and need a believable pocketbook message.
- Democrats hold a 10-point enthusiasm edge, 74% extremely motivated to 64% of Republicans. Trump Republicans (74%) are 7 points less motivated than Progressive Democrats; traditional conservative Republicans trail at 58%.

- Asked what is driving their vote, opposing Trump is the largest single vote driver at 25% (+2 since April), while voting to support Trump is down 4 points.
- Vote driver by ballot strength: Soft Rs vote for Republican ideals (47%), not Trump (13%). Soft Ds: oppose Trump 38%, frustrated 33% at everyone. Undecideds: 67% frustrated.
- Trump's image held at -19 net for a second month after being -13 in August. Republicans in Congress gained +2 to -16, while Democrats in Congress slipped -4 to -11, shrinking the Democratic brand edge from 11 points to 5.
 - Comparing back to March, Trump's image (fav/unfav) has fallen among Rs +75→+67, women -23→-34, age 18-29 -40→-61, moderates -40→-52, Hispanics -27→-41, and undecideds -29→-51.
 - In February, Trump's net image was just -2, but it has been on a largely steady decline since.
- Chuck Schumer is a growing weak spot for the Democrats at -33 net fav, down 12 since October 2025. His net among Democrats fell from +13 in August to +6, while Mamdani sits at +58 net fav from Democrats (only -7 overall).
 - Schumer works as a villain with Double Haters (74% unfav), Right-Lean Indeps (75%), and soft Rs (65%), but not with undecideds or soft Dems. Mamdani works with the base (79% R unfav) and Right-Lean Inds (75%).

How the Environment Compares to October 2022 and 2024

- The generic ballot (D+9) has moved 11 points toward Democrats since October 2022 and October 2024, both 49 R – 47 D. The largest driver is the absence of Biden as President and Trump's voters cooling on him a year and a half into his second term.
- Among those who backed Trump in the presidential, favorability fell from 92% in October 2024 to 83%, and very favorable from 69% to 54%. Their congressional vote slipped from 96-3 Republican to 90-5.
 - That erosion moves the national margin about 4 points. Third-party presidential voters and 2024 non-voters breaking Democratic add about 4 more. Another 3 points come from fewer voters claiming Trump at all: 47% said they were voting for him in October 2024, but 44% now say they voted for him.
- The souring is sharpest at the edges of his coalition, not the core base. Trump-voting Independents fell from R+82 to R+57, moderates from R+79 to R+61, and voters under 55 from R+89 to R+75.
 - Core Republicans and conservatives cooled in intensity more than loyalty, which means GOP candidates are likely to have a turnout issue this cycle.
 - This is exacerbated by a slide in the Trump-type share of Republicans, 45% to 42% since July (inside noise overall), with real drops among Republicans under \$50K (60 to 41), ages 18-44 (49 to 35), and 65+ (50 to 39). Traditional Republicans are now 56% of Republicans, up from 51%. Very favorable fell 14 points among Republican Trump voters and 16 among conservatives, yet their ballot support sits at 96% (-3) and 94% (-5).

- The swing is almost entirely female. Women went from D+4 in 2022 and D+9 in 2024 to D+23, while men sat at R+7, R+12, and R+7.
 - Since 2024, women under 55 moved from D+13 to D+35, and men under 55 flipped from R+8 to D+7. Men 55+ went the other way, from R+18 to R+21.
 - Non-college women moved from R+5 in both October 2022 and 2024 to D+16. Moderate women went from D+23 in 2022 to D+50, and Black women from D+55 in 2024 to D+79.
- The national mood is actually better than either prior October (37% right direction – 60% wrong track now, 33-64 in 2022, 33-61 in 2024), but wrong-track voters have completely flipped on the generic ballot from R+45 in 2024 to D+67.
 - Partisans swapped places as the party in power flipped: Republicans saying right direction jumped from 11% to 76% since Biden's final year in 2024, Democrats fell from 61% to 8% as Trump took over. Independents are sourer than they've been in either prior October at 24 - 72.
- Trump's image fell from 47 fav, 51 unfav in October 2024 to 39 fav, 58 unfav, a -15 net slide. Most of it came from voters under 55 (-23 net); voters 55+ slipped 9 points net, from 51-48 to 46-52.
 - Independents went from -21 to -39, women under 55 from -19 to -46, and moderates from -33 to -52. Men 55+ held steady, from 55-44 to 56-42.

- Trump's 2024 coalition has frayed more than defected. 93% of his voters would choose him again, 3% would switch to Harris, and 3% are unsure. His share fell from 47% to 44%; Harris held at 50%.
 - The voters who pulled the Trump lever and now would vote for Harris or are undecided (3% of electorate) are 55% Independent, inflation is their top issue by a whopping 57%, 88% say the economy is worse, 74% want a check on Trump, and 66% expect a D win.
 - Independents moved from Harris +3 in October 2024 to Harris +22 (33-55), with 12% now undecided.
- Voters feel powerless compared to 2024. Those saying their vote makes a big difference nationally fell from 43% to 26%: Democrats 50% to 26%, Republicans 45% to 33%, Independents 33% to 16%, and under-55 voters 37% to 19%.
 - Republicans got more establishment-minded once in power. Those preferring traditional candidates rose from 17% to 25% since 2024, while shake-up voters fell from 17% to 10%. Reform-minded candidates gained overall, 24% to 28%.

Economy and the Ad Wars, Then and Now

- Inflation jumped +5 to 32% as Congress's top priority this month, +10 since July. Voters under 55 rank it first at 40% versus 26% of those 55+.
 - The issue agenda flipped by party. Inflation sits at 32%, near October 2024 (34%) and below 2022 (41%), but Democrats now prioritize it over Republicans 36% to 27%, reversing 2024's 25% to 42%.

- Republicans drove it. Traditional Republicans rose from 21% to 32%, as did ages 30-44 (35% to 45%) and 65+ (17% to 26%). Republicans naming inflation still vote 90% R, but their Trump unfavorability rose from 17% to 26%.
- Abortion collapsed as a priority, from 13% in 2022 and 9% in 2024 to 2%; among Democrats, from 21% to 1%. Republican focus on immigration fell from 31% to 23% since 2024.
 - 59% say the economy is getting worse, nearly matching October 2022 (61%), but the partisans swapped places: Democrats moved -51 points worse, Republicans +61 better.
- Total gas pain barely moved since 2022 (66% to 68% hurting), but rising-and-hurting jumped up 14 points. Republicans feeling hurt fell -28 and Democrats rose +28. Gas is up for 82% of Independents, a number that was only 57% in 2022.
- 2024 was an immigration and abortion ad cycle (63% and 54% ad recall). 2026 is a gas (44%) and Iran war (33%) cycle, with immigration down to 28% and abortion to 5%.
 - This year's ads reach every partisan group about equally: gas recall is 43% among Democrats, 46% among Republicans, and 44% among Independents, with Iran war at 33/34/32. In 2024, immigration recall split 71% Republican to 55% Democratic.
 - Inflation ad recall shows the same partisan flip as the economy, falling -15 among Republicans (58% to 43%) and rising +3 among Democrats (47% to 50%).
 - Abortion recall collapsed hardest where it was strongest: Democrats -51 (57% to 6%) and women -52 (58% to 6%). The top Democratic message of 2024 has nearly vanished.

- Healthcare is the one topic gaining with Democrats, +5 to 17% overall, led by women (21% versus 12% of men) and Democrats (21%). Transgender ads rose +4 to 15%, led by Republicans at 18%.
- Price ads dominate what persuadable voters recall: 57% of probably-D voters and 54% of Center Independents recall inflation ads, and 52% of probably-R voters recall gas ads. Government spending, a top issue for soft Republican-side voters, isn't on the ad list.
- Ads are breaking through less. Voters recall 2.1 topics on average versus 2.7 in 2024, and unsure tripled from 3% to 10%. Some of that is a midterm carrying less advertising than a presidential year.

The Trump Distance Test

- When a Republican “publicly disagreed with President Trump on a topic or issue”, the generic ballot tightens from D+9 to essentially tied (45-44-11), a 10-point net gain for the GOP, though most movers go to undecided rather than to the Republican.
 - Independents shift from D+28 to D+4 and swing voters from D+4 to R+18. Men under 55 flip from D+7 to R+7, and college men from D+1 to R+12.
- The cost with GOP voters is real but small. Trump Republicans' GOP share dips from 96% to 91%, and 10% of Trump-favorable voters go unsure. Traditional Republicans slip 4 points on the congressional ballot. Meanwhile, 29% of soft Democrats cross over to Republicans.

- The Iran war is where voters most want Republicans to break with Trump (36%), followed by corruption (26%), tariffs (24%), and healthcare (23%). Iran leads among swing voters at 42%.
 - Only 46% of Republicans say their members should stand with Trump on everything. 55% of traditional conservatives name at least one break issue, led by Iran at 21%. 64% of Trump Republicans name none.
 - Iran is also where a break pays off most. Voters who name it move from D+56 to D+35 when a Republican disagrees with Trump
 - Tariffs are the second-best break. Tariff voters shift from D+45 to D+25, while breaks on corruption (D+52 to D+39) and healthcare (D+57 to D+43) move voters about half as much.
- A second tightening test was also conducted asking what would happen if a “socialist Democrat” was running, and it ties the ballot 45-45-10. 9% move on each test and 5% on both. Most movers go undecided, not Republican (break: 5R/4U; socialist: 3R/6U). Dem voters hold 83% on both.
- Movers are 45% Independent, 50-55% moderate, about 60% women, 65-67% Harris voters, about 90% Trump unfav. Not really a group that’s clamouring to vote GOP.
- Voters want a check on Trump’s administration over a rubber stamp by a 20-point margin (36-56). Independents prefer a check 68-23, swing voters 61-24, and 25% of traditional conservative Republicans agree.
 - 16% of GOP-ballot voters want a check on the President.

- 10% want a check on Trump but aren't voting Democratic (7% R, 3% undecided). They are 55% Republican, 69% Trump 2024 voters, and 53% conservative, with inflation (37%) and spending (16%) on top. Lukewarm Republicans, not Democrats in waiting.

What Can Republicans Do to Turn This Around?

- **Lead with price empathy and plan, not Trump.** Inflation is the issue that moved (27% to 32%), and it moved among Republicans. Soft Republicans vote for Republican ideals (47%), not for Trump (13%). Traditional Republicans (21% of voters) are the most at-risk Republican group: 73% definitely R and inflation up 12 points among them since July.
- **Be willing to show independence on Iran and tariffs.** Those two breaks draw the most interest from the 9% who tighten the ballot and from the check-but-not-D voters (10% of voters, 69% voted Trump), and they cost little with Trump Republicans (10% and 9%). Immigration, deportations, and healthcare breaks mainly appeal to locked-in Democrats.
- **Fix the fatalism.** 9% of voters are Trump voters or GOP voters who expect to lose, and only 31% of them think their vote matters nationally. "A big difference" nationally fell from 43% to 26% since Oct 2024. A message about why their vote counts reaches the group that will otherwise stay home or go soft.
- **Reach Right-Lean and Center Independents as balance voters.** They are strategic voters (41% and 37%), so a check-and-balance frame fits. Right-Lean Independents are slipping (R 81% to 66% since July, small cell). Center Independents are mostly gone (D 62%), so spend there only if the budget allows.

- **Use Schumer and Mamdani for the base and soft Republicans**, not for undecideds. Undecideds and soft Democrats mostly do not know Schumer (31% and 32%).
- **Buy the right mix of media.** Undecideds and the drifting Trump voters live on free streaming, YouTube, and websites. Double Haters over-index on podcasts. Cable news reaches the base (Trump Republicans 41%, Traditional Republicans 40%), not the swing.
- **Do not lean on an economy-is-better message.** Independents are as negative as in 2022 (69% worse), and gas pain now lands on the party in power: voters hurt by rising gas vote D+32 now, against R+39 in 2022.

Latent Class Analysis Voter Segments

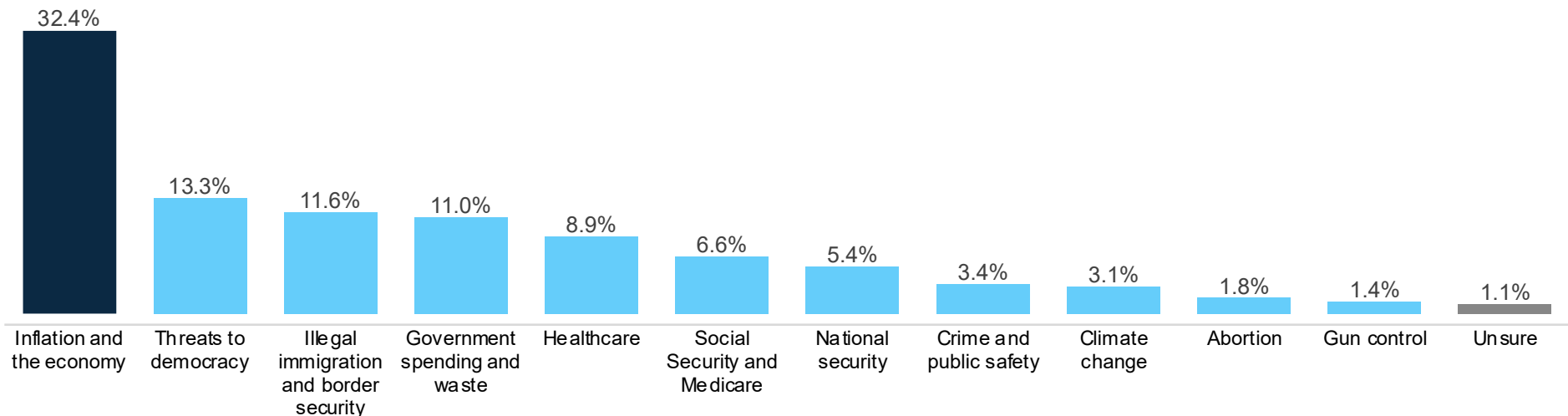
- **Trump Republicans** (26%): 99% Republican, 95% favorable to Trump, and 87% right direction. Immigration (33%) tops their priorities, and 59% want Republicans to stand with Trump on everything.
 - 65% are 55+, 86% white, and 72% married. 53% live in rural areas or small towns.
- **Soft Republicans** (18%): 88% Republican, but only 74% favorable to Trump. They vote on Republican ideals (55%) over Trump (13%), and 15% aren't very motivated, the GOP's turnout risk.
 - 57% are men, 37% call themselves independents, and 30% are moderates.
- **True Swing/Independents** (16%): 67% Democratic with 27% undecided. A Trump-breaking Republican moves them from D+61 to D+17, and 46% want a break on the Iran war.

Insights & Analysis



- 62% are under 55, 21% Black, and 58% moderate. 44% voted in two or fewer of the last four generals.
- **Committed Democrats** (40%): unanimous Democratic ballot and 96% motivated. Opposing Trump (49%) edges Democratic ideals (46%) as their vote reason, yet they split 41-40 on Schumer.
 - 64% are women, 65% liberal, and 53% college-educated.

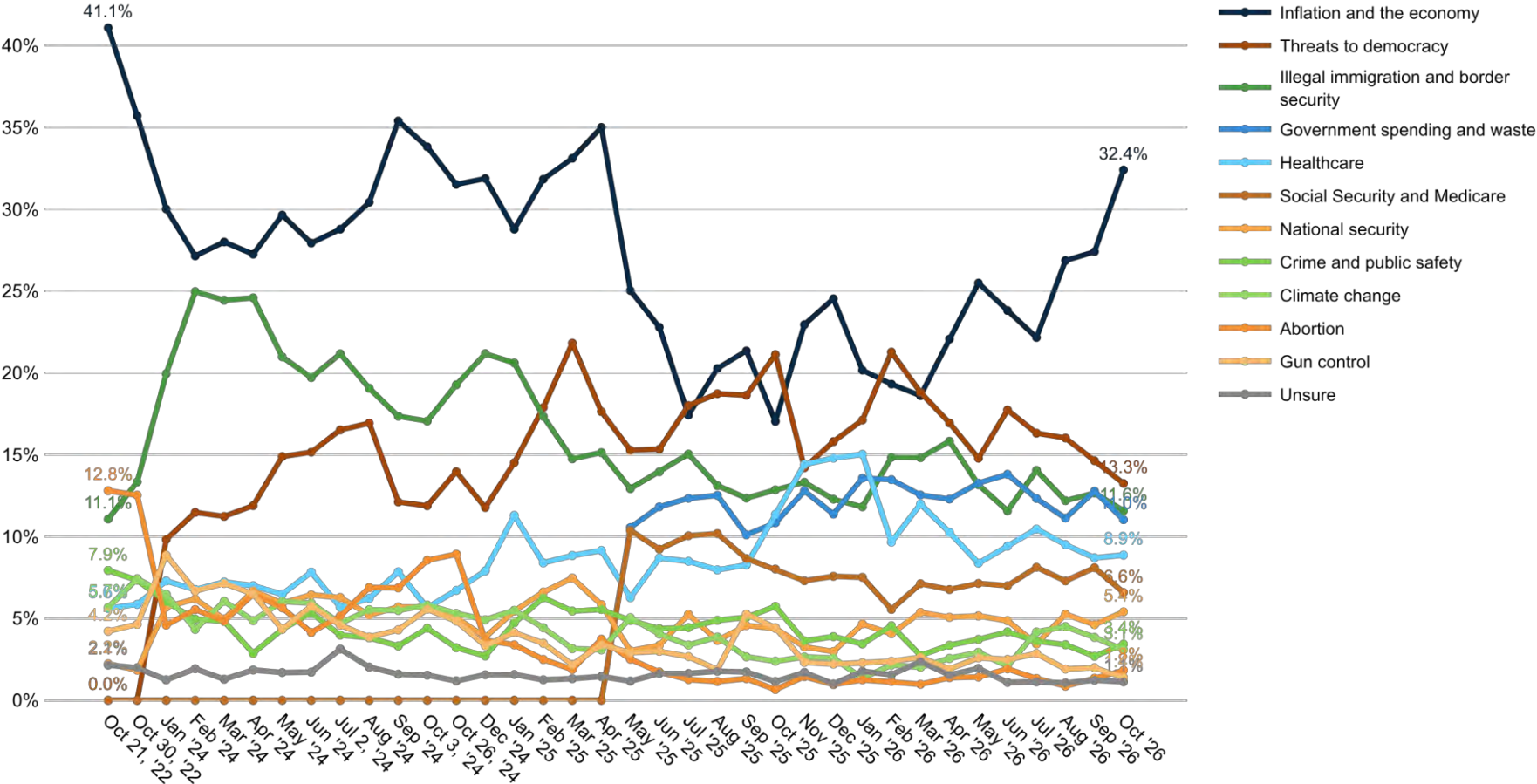
Top Priority



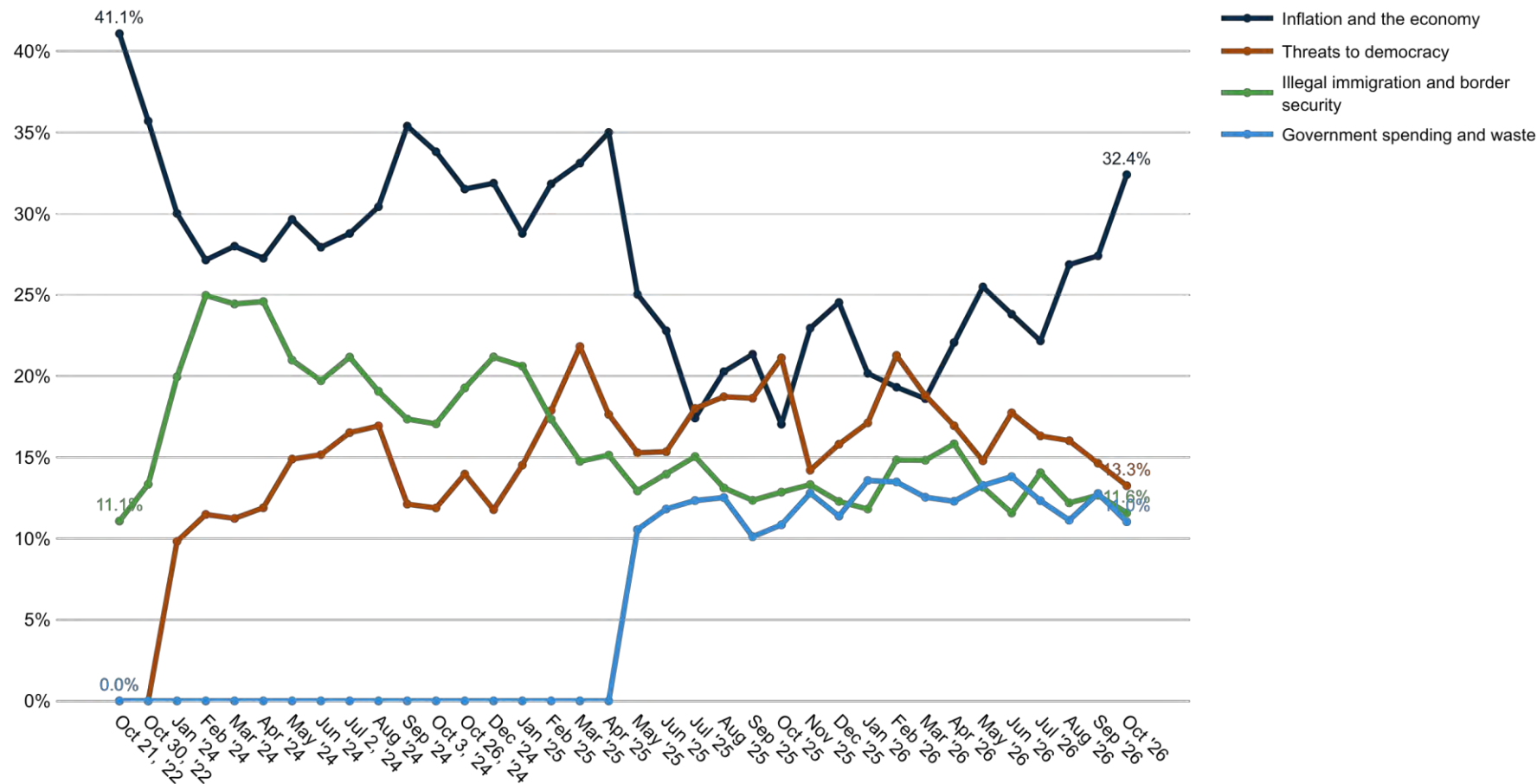
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	32%	39%	29%	40%	22%	35%	28%	34%	33%	33%	29%	34%	33%	21%	32%	34%	39%	34%	37%	35%	33%	36%	30%	31%	34%	34%	39%	34%	32%	38%	27%	36%	24%	32%	34%	33%	42%	35%	29%
Threats to democracy	13%	11%	18%	10%	14%	13%	11%	10%	20%	10%	12%	16%	12%	6%	5%	4%	15%	26%	15%	25%	10%	13%	16%	13%	11%	14%	11%	12%	14%	8%	4%	23%	14%	9%	18%	8%	5%	14%	17%
Illegal immigration and border security	12%	8%	10%	13%	17%	14%	16%	10%	8%	13%	14%	11%	8%	32%	17%	20%	5%	0%	2%	2%	10%	11%	13%	13%	4%	16%	12%	13%	10%	5%	24%	2%	11%	14%	9%	10%	7%	16%	12%
Government spending and waste	11%	7%	9%	13%	16%	13%	15%	10%	6%	11%	13%	9%	13%	12%	15%	23%	12%	7%	9%	4%	10%	12%	11%	13%	7%	9%	10%	11%	11%	13%	17%	5%	4%	13%	10%	8%	11%	11%	12%
Healthcare	9%	13%	9%	7%	6%	7%	6%	10%	12%	9%	7%	9%	11%	3%	7%	2%	8%	12%	11%	15%	9%	9%	10%	8%	13%	14%	10%	9%	9%	10%	4%	13%	9%	9%	9%	15%	12%	6%	7%
Social Security and Medicare	7%	4%	10%	3%	8%	3%	8%	10%	4%	7%	8%	6%	4%	6%	4%	3%	9%	4%	12%	6%	10%	5%	4%	6%	12%	6%	5%	4%	9%	8%	5%	8%	19%	6%	6%	7%	7%	3%	7%
National security	5%	3%	6%	4%	8%	5%	7%	5%	5%	7%	7%	5%	3%	12%	9%	6%	3%	2%	3%	1%	3%	6%	7%	7%	1%	1%	3%	6%	5%	3%	10%	2%	2%	6%	5%	3%	5%	5%	6%
Crime and public safety	3%	4%	2%	4%	4%	5%	3%	4%	1%	3%	2%	3%	8%	5%	2%	6%	5%	1%	2%	3%	5%	2%	3%	2%	10%	4%	3%	4%	3%	4%	4%	3%	2%	4%	3%	5%	2%	3%	4%
Climate change	3%	4%	3%	3%	2%	3%	3%	1%	6%	3%	2%	2%	6%	2%	0%	2%	3%	12%	1%	6%	4%	3%	3%	4%	2%	1%	3%	3%	3%	4%	1%	5%	1%	3%	3%	5%	3%	1%	3%
Abortion	2%	5%	1%	0%	1%	1%	1%	4%	2%	3%	2%	1%	1%	2%	5%	1%	1%	1%	2%	0%	3%	1%	1%	1%	2%	0%	3%	2%	2%	3%	2%	1%	6%	2%	1%	4%	2%	1%	1%
Gun control	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	0%	1%	0%	1%	1%	3%	2%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%	0%	2%	3%	1%	1%	2%	2%	2%	1%
Unsure	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	3%	1%	0%	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%)

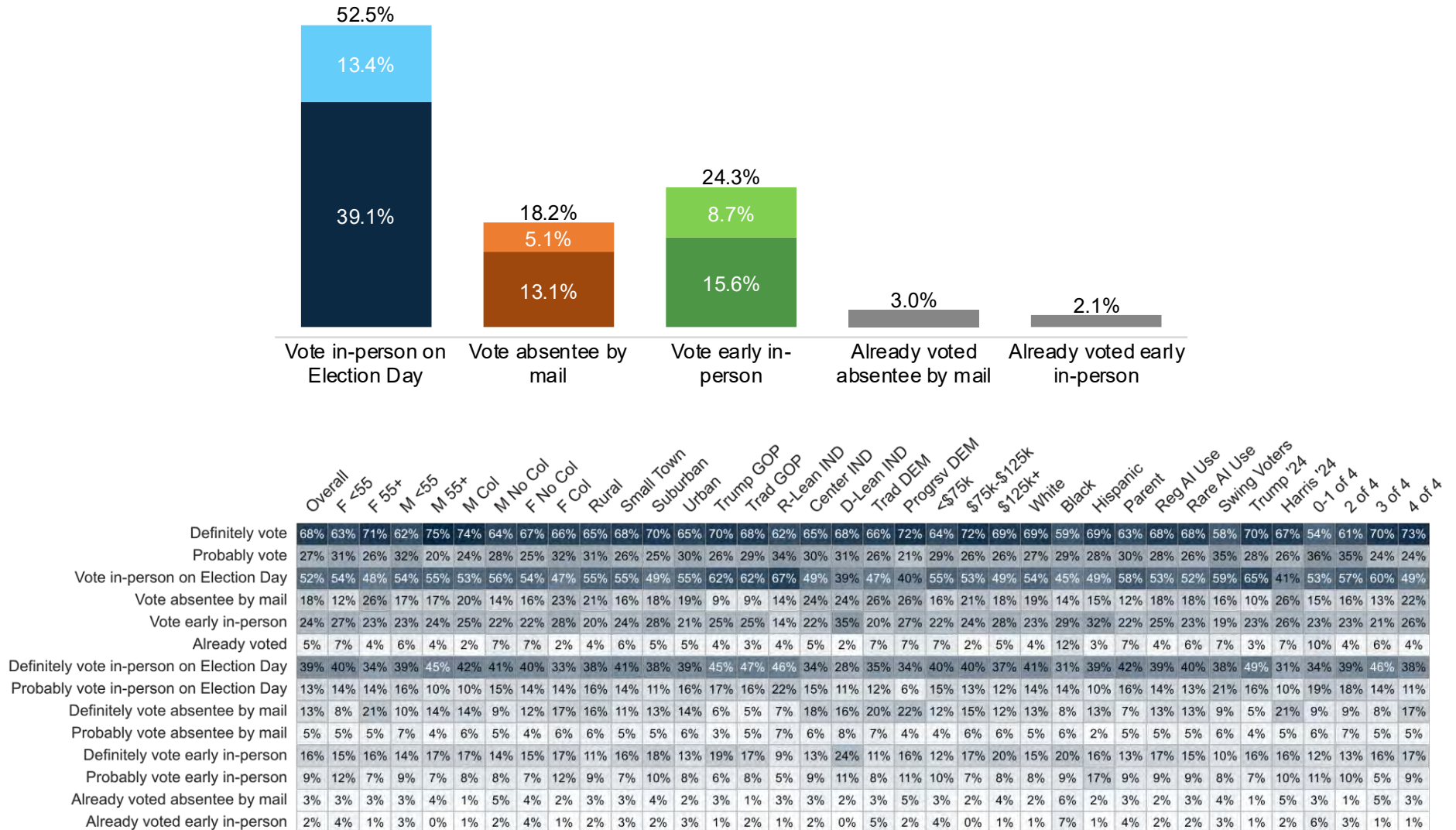


Percent Change: Top Priority (Sep '26 to Oct '26)



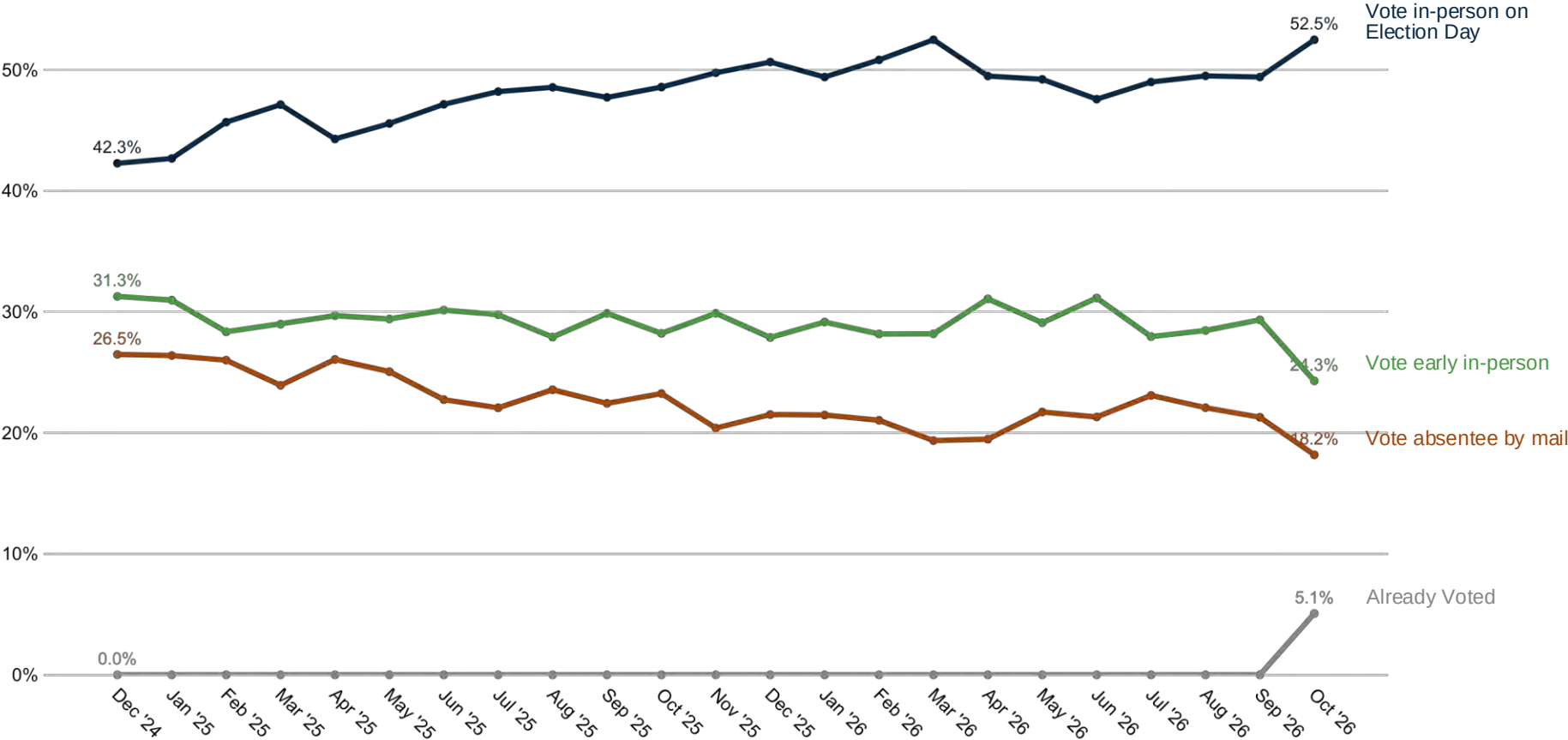
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	5%	5%	5%	10%	-1%	9%	2%	6%	4%	6%	8%	6%	3%	2%	11%	13%	6%	3%	0%	3%	6%	7%	3%	6%	0%	-7%	9%	7%	3%	4%	7%	6%	6%	7%	3%
Threats to democracy	-1%	2%	-4%	-1%	-3%	-4%	-1%	-2%	0%	-4%	-3%	1%	-1%	-3%	-1%	-2%	1%	-6%	-3%	1%	-3%	0%	0%	-2%	-3%	8%	0%	-4%	-1%	-2%	0%	0%	-2%	-1%	-1%
Illegal immigration and border security	-1%	0%	-2%	-4%	1%	-3%	0%	0%	-2%	2%	-3%	-3%	0%	0%	-5%	-7%	-1%	-3%	1%	2%	1%	-4%	-1%	-3%	1%	11%	-5%	-3%	1%	-2%	-1%	4%	-7%	8%	-4%
Government spending and waste	-2%	-3%	-3%	1%	-1%	-1%	0%	-1%	-5%	-9%	-1%	-3%	2%	-7%	-4%	-4%	-2%	0%	2%	-1%	0%	-3%	-3%	-1%	0%	-1%	-2%	-2%	-1%	-1%	-2%	-6%	2%	-5%	0%
Healthcare	0%	0%	3%	-5%	2%	-2%	-1%	1%	2%	4%	-1%	0%	1%	-1%	2%	1%	-4%	1%	1%	2%	1%	-1%	0%	0%	3%	0%	1%	0%	0%	0%	0%	-2%	3%	0%	0%
Social Security and Medicare	-2%	-2%	-2%	1%	-2%	-2%	0%	-3%	-2%	-3%	-2%	-1%	-4%	0%	-2%	-3%	-2%	0%	1%	-4%	-1%	0%	-2%	-2%	0%	-2%	-1%	-1%	-2%	-1%	-3%	1%	3%	-6%	-1%
National security	1%	0%	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	-1%	7%	-1%	-1%	-2%	2%	2%	0%	-2%	3%	3%	2%	-3%	-1%	-3%	2%	1%	1%	1%	-1%	-3%	0%	2%
Crime and public safety	1%	1%	-1%	1%	2%	2%	0%	1%	0%	0%	2%	0%	3%	1%	-4%	5%	1%	1%	0%	3%	2%	0%	0%	0%	5%	1%	0%	0%	2%	1%	1%	0%	-1%	0%	2%
Climate change	-1%	-3%	1%	-1%	0%	-1%	0%	-3%	1%	2%	-2%	-1%	1%	1%	-1%	-1%	3%	5%	-5%	-2%	-2%	1%	0%	-1%	0%	-2%	-1%	1%	-2%	0%	-1%	0%	-1%	-3%	0%
Abortion	0%	2%	0%	0%	0%	1%	-1%	1%	1%	2%	1%	0%	-1%	0%	3%	1%	0%	0%	1%	-1%	1%	0%	0%	0%	0%	-2%	0%	0%	0%	1%	0%	2%	1%	1%	0%
Gun control	-1%	-2%	1%	-1%	0%	-1%	0%	-1%	-1%	0%	0%	0%	-3%	0%	1%	-1%	0%	0%	1%	-4%	-2%	0%	0%	0%	-2%	-3%	1%	0%	-1%	-1%	-1%	-2%	-1%	0%	0%
Unsure	0%	0%	1%	-2%	0%	0%	-1%	0%	1%	0%	1%	-1%	-1%	0%	0%	-1%	-1%	-2%	0%	1%	0%	0%	0%	0%	-1%	-2%	0%	0%	0%	1%	-1%	0%	0%	0%	0%

Vote Method



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

Trend: Vote Method

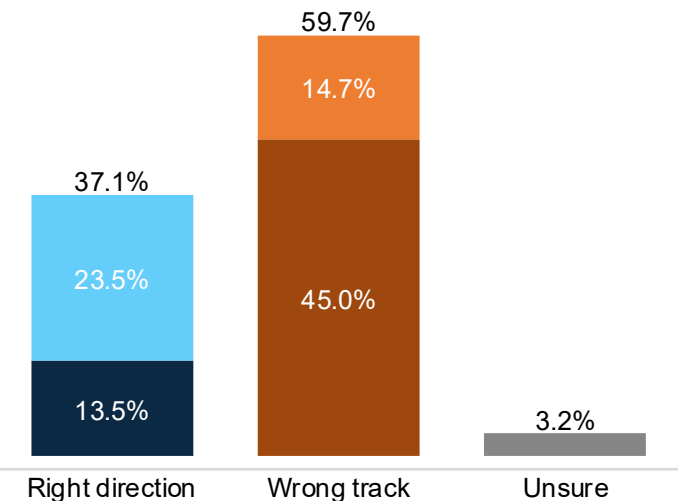


Percent Change: Vote Method (Sep '26 to Oct '26)



	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	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	-1%	1%	-5%	-3%	4%	5%	-5%	0%	-4%	2%	-1%	2%	-8%	-1%	-1%	-2%	1%	7%	-6%	3%	-1%	3%	-4%	1%	-8%	-4%	-5%	0%	-4%	0%	5%	-5%	-5%	8%	-1%
Probably vote	-4%	-7%	1%	-3%	-8%	-8%	-2%	-7%	2%	-6%	-5%	-7%	3%	-3%	-2%	-3%	-6%	-9%	-1%	-10%	-6%	-5%	-1%	-5%	-4%	0%	-2%	-3%	-3%	0%	-5%	-5%	1%	-13%	-2%
Vote in-person on Election Day	3%	4%	1%	2%	5%	4%	2%	1%	4%	-2%	1%	3%	5%	5%	3%	1%	0%	-11%	6%	4%	6%	1%	2%	4%	1%	5%	6%	5%	2%	0%	0%	3%	-1%	7%	2%
Vote absentee by mail	-3%	-8%	-2%	0%	-3%	1%	-4%	-9%	1%	9%	-5%	-5%	-4%	-2%	-5%	7%	1%	2%	-3%	-8%	-9%	3%	-3%	-2%	-6%	-13%	-5%	-1%	-5%	0%	1%	-9%	-3%	0%	-1%
Vote early in-person	-5%	-4%	-3%	-8%	-6%	-7%	-6%	0%	-8%	-10%	-2%	-4%	-5%	-7%	-1%	-12%	-6%	8%	-11%	-4%	-4%	-6%	-4%	-5%	-8%	5%	-9%	-7%	-4%	0%	-1%	-3%	0%	-12%	-5%
Already voted	5%	7%	4%	6%	4%	2%	7%	7%	2%	4%	6%	5%	5%	4%	3%	4%	5%	2%	7%	7%	7%	2%	5%	4%	12%	3%	7%	3%	7%	0%	0%	10%	4%	6%	-4%
Definitely vote in-person on Election Day	2%	5%	-3%	2%	6%	6%	0%	1%	0%	-2%	-2%	5%	1%	-1%	2%	0%	0%	-4%	7%	6%	6%	0%	0%	3%	0%	5%	3%	3%	1%	0%	0%	2%	-2%	10%	0%
Probably vote in-person on Election Day	1%	-1%	4%	0%	-1%	-2%	2%	0%	4%	0%	2%	-1%	4%	6%	2%	2%	0%	-7%	-1%	-2%	0%	0%	2%	1%	2%	0%	3%	3%	1%	0%	0%	1%	1%	-4%	2%
Definitely vote absentee by mail	-2%	-4%	-2%	-2%	-2%	0%	-3%	-5%	-1%	7%	-2%	-4%	-4%	-1%	-5%	2%	2%	3%	-5%	-2%	-4%	2%	-5%	-1%	-5%	-11%	-3%	-2%	-4%	0%	0%	-3%	-3%	-1%	-1%
Probably vote absentee by mail	-1%	-3%	0%	1%	-1%	1%	0%	-4%	2%	2%	-2%	-1%	0%	-1%	0%	5%	-1%	-1%	3%	-6%	-5%	1%	2%	-1%	-1%	-2%	-1%	1%	-2%	0%	1%	-6%	0%	1%	0%
Definitely vote early in-person	-1%	-1%	0%	-3%	0%	-1%	-2%	3%	-4%	-3%	3%	1%	-5%	1%	2%	-3%	-1%	9%	-8%	-1%	-3%	1%	1%	-1%	-3%	3%	-4%	0%	-2%	0%	4%	-3%	1%	-1%	0%
Probably vote early in-person	-4%	-3%	-3%	-5%	-6%	-6%	-4%	-3%	-4%	-7%	-5%	-5%	-1%	-8%	-4%	-9%	-6%	-1%	-3%	-3%	-2%	-7%	-5%	-5%	-5%	2%	-4%	-6%	-2%	0%	-5%	0%	-1%	-11%	-4%
Already voted absentee by mail	3%	3%	3%	3%	4%	1%	5%	4%	2%	3%	3%	4%	2%	3%	1%	3%	3%	2%	3%	5%	3%	2%	4%	2%	6%	2%	4%	1%	5%	0%	0%	3%	1%	5%	3%
Already voted early in-person	2%	4%	1%	3%	0%	1%	2%	4%	1%	2%	3%	2%	3%	1%	2%	1%	2%	0%	5%	2%	4%	0%	1%	1%	7%	1%	3%	1%	2%	0%	0%	6%	3%	1%	1%

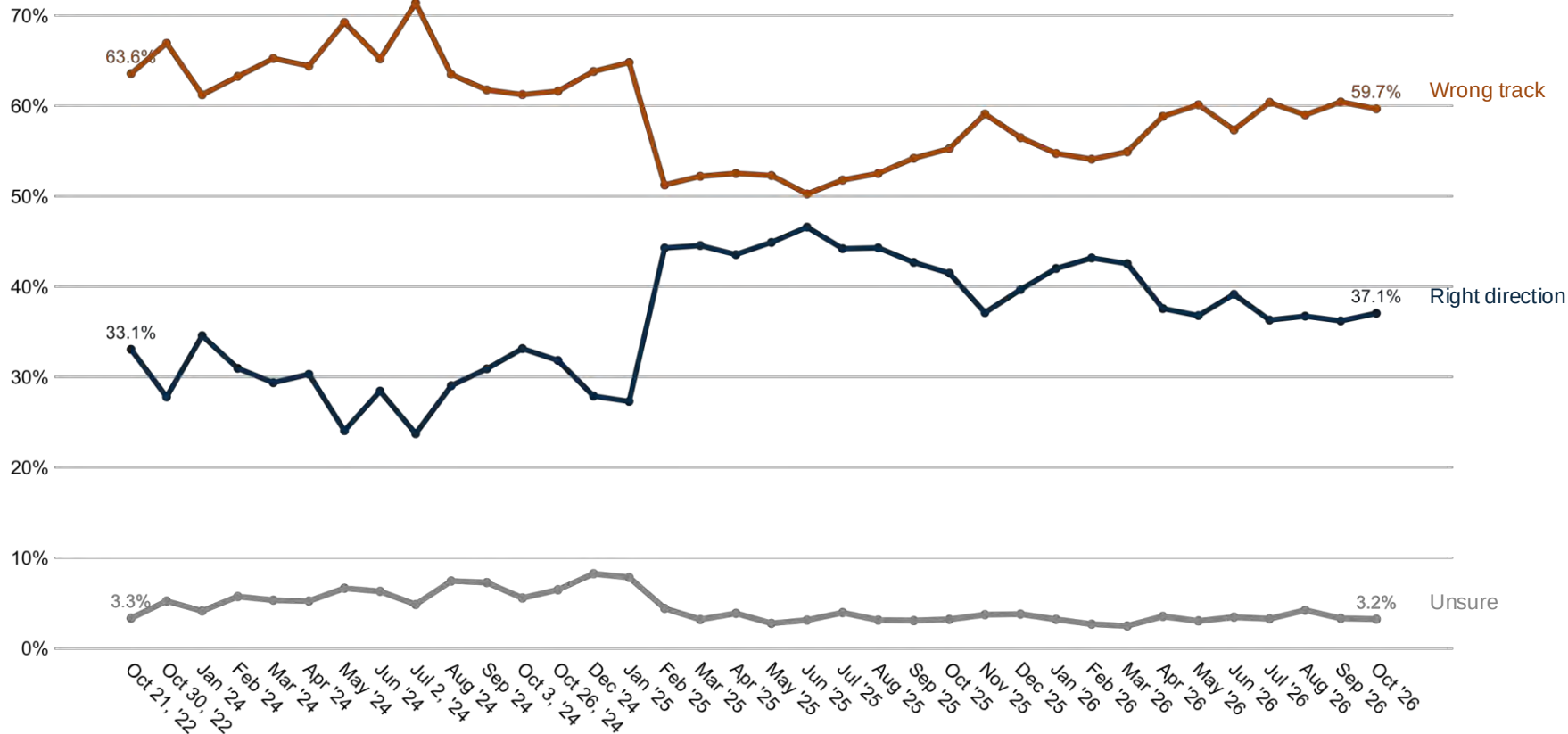
Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4	
Right direction	37%	22%	36%	40%	52%	41%	52%	32%	26%	41%	46%	35%	25%	88%	67%	53%	18%	2%	10%	6%	32%	39%	40%	42%	19%	32%	36%	41%	34%	27%	74%	6%	39%	41%	32%	34%	32%	37%	40%
Wrong track	60%	74%	61%	57%	45%	56%	45%	64%	72%	55%	51%	63%	71%	9%	28%	40%	80%	97%	90%	92%	66%	56%	57%	54%	81%	67%	62%	56%	63%	67%	21%	93%	59%	55%	66%	64%	65%	59%	57%
Definitely the right direction	14%	8%	14%	11%	22%	11%	22%	13%	9%	14%	16%	13%	11%	43%	19%	16%	2%	0%	5%	3%	13%	13%	14%	14%	9%	16%	12%	16%	12%	5%	26%	3%	26%	15%	11%	10%	13%	16%	14%
Mostly the right direction	24%	14%	22%	30%	30%	30%	30%	19%	18%	27%	29%	22%	15%	45%	48%	36%	16%	2%	5%	4%	19%	26%	26%	28%	10%	15%	24%	25%	22%	22%	48%	3%	13%	26%	21%	24%	18%	20%	26%
Mostly the wrong track	15%	19%	12%	19%	9%	16%	11%	16%	15%	12%	13%	15%	20%	6%	16%	17%	23%	9%	27%	10%	18%	12%	14%	12%	26%	16%	20%	16%	14%	32%	12%	15%	12%	16%	13%	20%	18%	18%	11%
Definitely the wrong track	45%	54%	50%	38%	36%	40%	34%	48%	57%	43%	37%	48%	50%	4%	12%	23%	57%	88%	63%	82%	48%	45%	43%	43%	55%	51%	42%	40%	50%	34%	10%	77%	47%	38%	53%	43%	47%	41%	46%
Unsure	3%	5%	2%	3%	3%	3%	2%	4%	2%	4%	4%	2%	4%	2%	5%	7%	2%	1%	0%	1%	2%	5%	3%	4%	0%	1%	2%	3%	3%	6%	5%	1%	2%	5%	2%	3%	3%	4%	3%

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

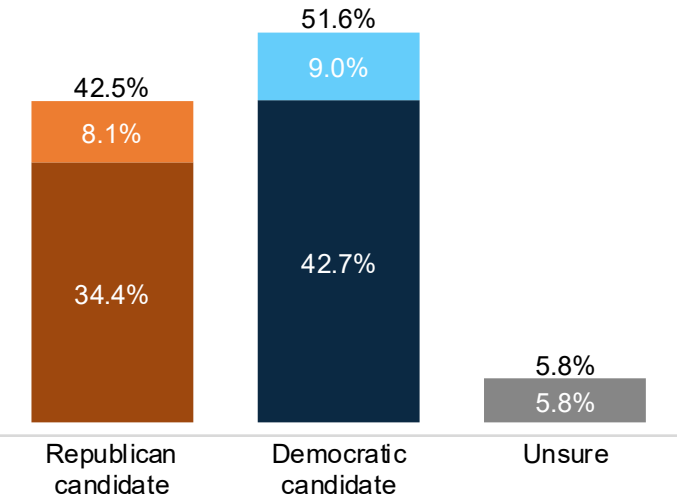
Trend: Country Direction



Percent Change: Country Direction (Sep '26 to Oct '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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	1%	-5%	1%	3%	5%	2%	6%	0%	-4%	-9%	3%	1%	-5%	2%	2%	7%	-6%	-3%	-3%	4%	0%	-1%	2%	1%	0%	3%	-7%	2%	1%	-1%	2%	-1%	-7%	3%	3%
Wrong track	-1%	5%	-1%	-2%	-6%	-4%	-5%	1%	4%	7%	-3%	0%	5%	-2%	-2%	-10%	7%	2%	5%	-3%	2%	-1%	-3%	-1%	4%	-4%	7%	-2%	-1%	1%	-1%	2%	8%	-5%	-3%
Definitely the right direction	2%	1%	3%	-3%	6%	-3%	6%	3%	0%	-4%	1%	2%	1%	7%	2%	2%	-2%	0%	1%	1%	3%	2%	-1%	1%	0%	8%	0%	2%	2%	1%	1%	0%	2%	6%	1%
Mostly the right direction	-1%	-6%	-1%	6%	-1%	5%	0%	-3%	-4%	-6%	2%	-1%	-6%	-5%	0%	5%	-3%	-3%	-3%	2%	-3%	-2%	3%	0%	-1%	-5%	-6%	0%	-1%	-2%	1%	-1%	-9%	-3%	2%
Mostly the wrong track	-1%	-2%	0%	-1%	-2%	-1%	-1%	-1%	1%	0%	2%	-1%	0%	-1%	0%	-12%	4%	-10%	11%	-5%	0%	0%	-1%	-2%	6%	-5%	5%	-2%	-1%	-1%	0%	-5%	0%	0%	-1%
Definitely the wrong track	0%	7%	-1%	-2%	-5%	-2%	-4%	2%	3%	7%	-5%	1%	5%	-1%	-2%	1%	2%	11%	-6%	2%	2%	-1%	-2%	1%	-2%	1%	3%	0%	0%	2%	0%	8%	8%	-5%	-2%
Unsure	0%	0%	0%	-1%	1%	1%	-2%	-1%	0%	3%	0%	-1%	0%	0%	0%	3%	-1%	1%	-2%	-1%	-2%	1%	1%	0%	-4%	1%	-1%	0%	0%	1%	-1%	-1%	-1%	2%	0%

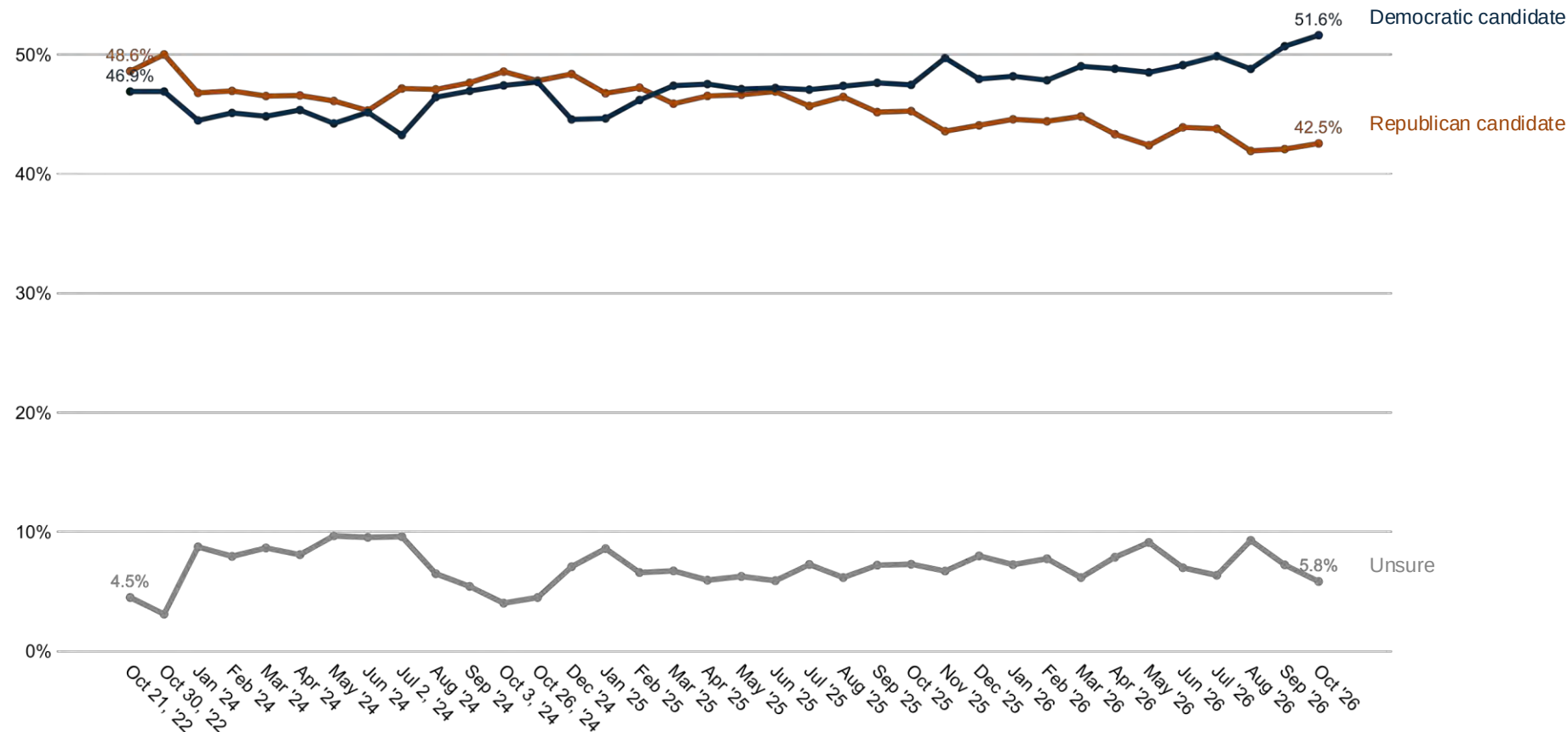
Generic Ballot



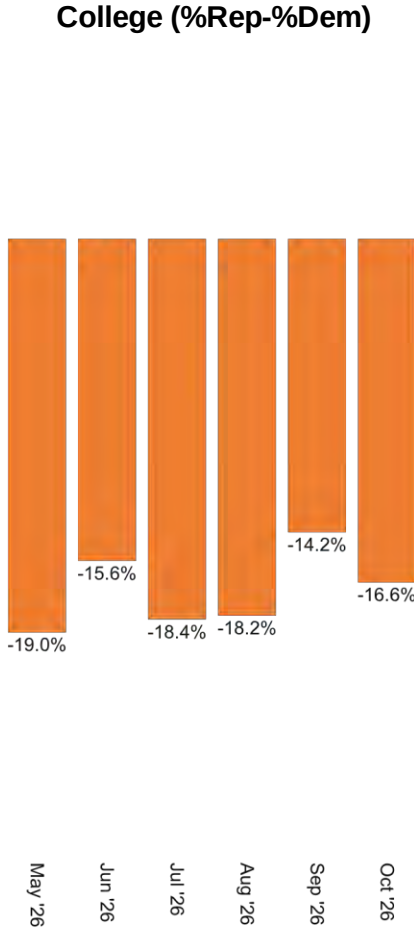
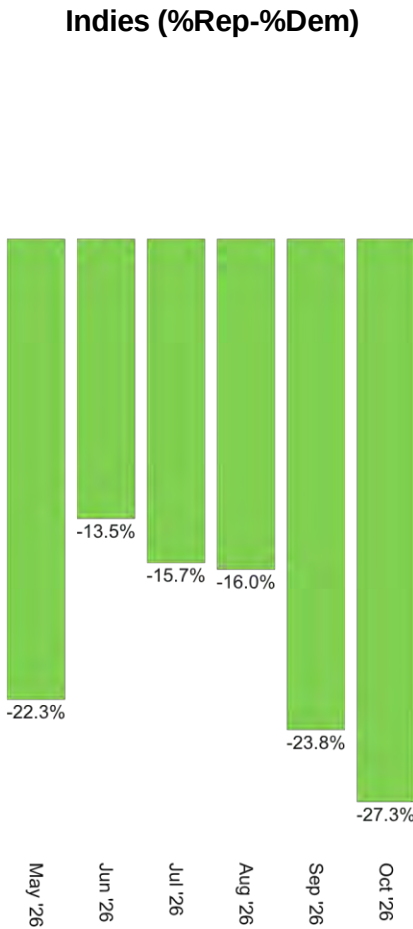
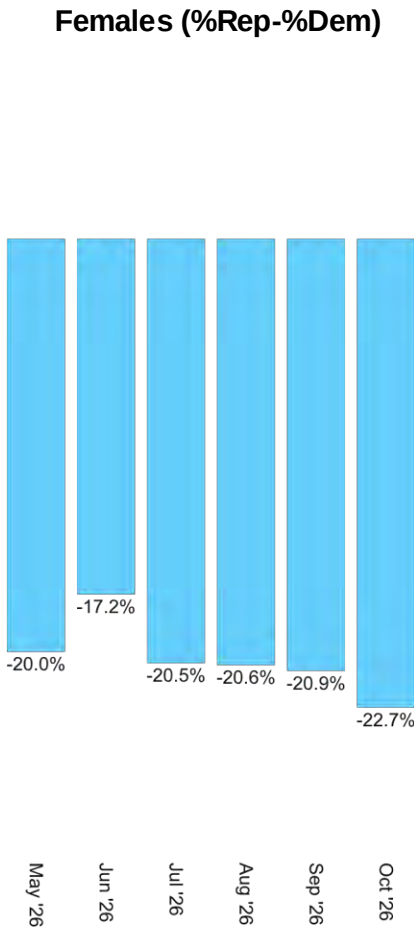
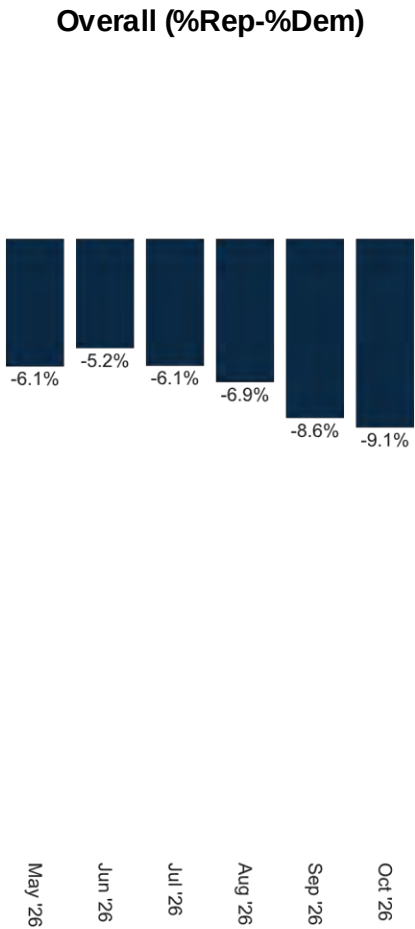
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	43%	29%	43%	42%	58%	46%	54%	39%	32%	52%	53%	38%	29%	96%	92%	66%	21%	2%	1%	1%	36%	45%	46%	51%	12%	32%	41%	46%	39%	35%	90%	2%	26%	51%	34%	29%	41%	45%	46%
Democratic candidate	52%	64%	53%	49%	37%	47%	39%	55%	63%	42%	41%	57%	64%	3%	6%	21%	62%	93%	97%	98%	58%	49%	49%	44%	84%	62%	52%	49%	55%	39%	5%	95%	68%	42%	61%	64%	52%	48%	50%
Definitely the Republican candidate	34%	21%	33%	34%	51%	38%	47%	31%	23%	43%	42%	31%	23%	89%	73%	47%	11%	2%	1%	0%	29%	36%	37%	43%	8%	26%	31%	36%	33%	0%	75%	1%	15%	41%	28%	21%	28%	36%	39%
Probably the Republican candidate	8%	8%	9%	9%	6%	8%	7%	8%	9%	9%	11%	7%	6%	8%	19%	19%	10%	0%	0%	1%	7%	9%	9%	9%	3%	7%	9%	10%	7%	35%	15%	1%	10%	9%	6%	8%	12%	9%	7%
Probably the Democratic candidate	9%	10%	8%	13%	5%	9%	9%	9%	9%	7%	8%	10%	9%	2%	3%	11%	25%	19%	12%	7%	11%	8%	8%	8%	20%	8%	11%	9%	9%	39%	4%	12%	16%	9%	8%	18%	10%	7%	7%
Definitely the Democratic candidate	43%	54%	46%	36%	33%	38%	30%	46%	54%	35%	33%	47%	55%	1%	3%	10%	37%	74%	85%	91%	47%	41%	41%	36%	63%	54%	41%	40%	46%	0%	2%	83%	53%	33%	53%	46%	42%	40%	43%
Unsure	6%	6%	4%	8%	5%	6%	7%	6%	4%	6%	6%	5%	7%	0%	2%	13%	18%	5%	3%	1%	6%	6%	5%	5%	5%	5%	7%	5%	6%	25%	4%	3%	6%	7%	5%	7%	7%	7%	4%

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

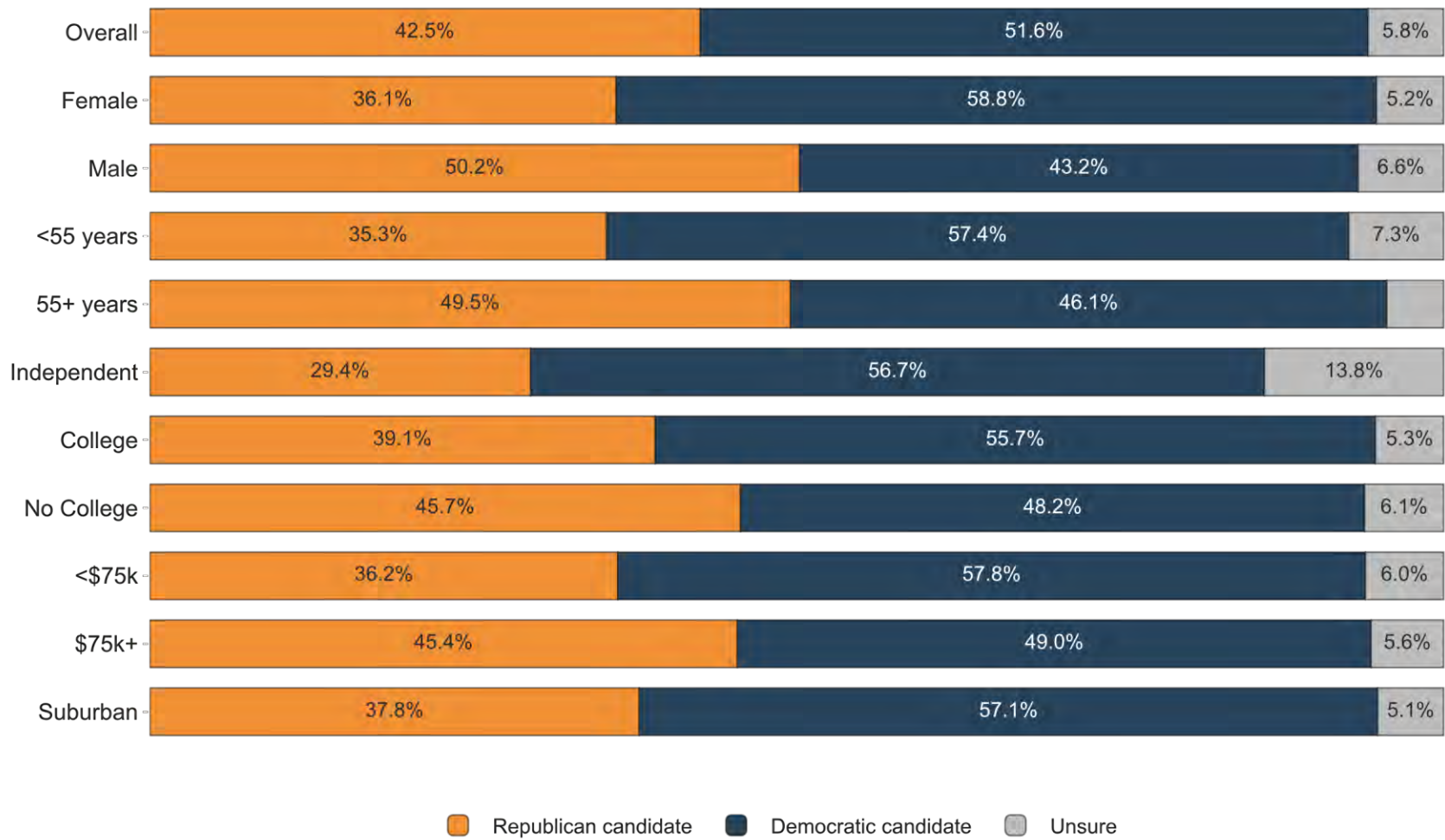


Percent Change: Generic Ballot (Sep '26 to Oct '26)

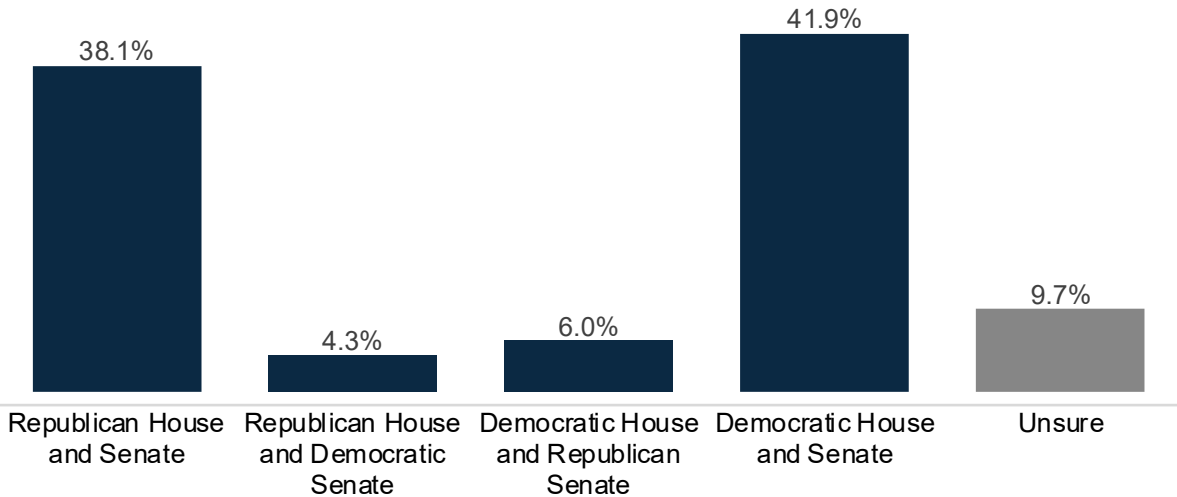


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	0%	0%	0%	-1%	4%	2%	1%	1%	-2%	-6%	4%	-3%	-2%	-2%	3%	1%	-1%	-2%	-3%	1%	1%	-2%	1%	1%	-2%	3%	-4%	2%	0%	0%	1%	-13%	-4%	7%	-3%
Democratic candidate	1%	2%	1%	2%	-2%	1%	-1%	0%	3%	9%	-2%	5%	1%	2%	0%	10%	5%	10%	2%	-1%	1%	0%	2%	-1%	5%	1%	7%	0%	-1%	3%	-1%	14%	3%	-5%	-2%
Definitely the Republican candidate	2%	1%	-1%	5%	6%	5%	6%	2%	-2%	-2%	-2%	0%	2%	0%	6%	12%	2%	0%	-1%	0%	2%	1%	3%	4%	1%	2%	0%	6%	0%	2%	3%	-4%	-3%	7%	4%
Probably the Republican candidate	-2%	-2%	1%	-6%	-1%	-3%	-4%	-1%	0%	-5%	5%	-4%	-4%	-2%	-3%	-10%	-3%	-2%	-2%	0%	-1%	-3%	-2%	-3%	-3%	1%	-4%	-4%	0%	-2%	-3%	-8%	-1%	0%	-1%
Probably the Democratic candidate	1%	-2%	2%	4%	-1%	3%	1%	0%	1%	1%	0%	2%	-1%	2%	2%	8%	-1%	-1%	1%	-1%	1%	1%	2%	1%	9%	-1%	7%	1%	1%	4%	-3%	3%	0%	-1%	1%
Definitely the Democratic candidate	0%	4%	-1%	-2%	-1%	-1%	-2%	0%	2%	8%	-2%	3%	2%	0%	-2%	3%	6%	11%	1%	1%	0%	0%	0%	-2%	-4%	2%	0%	-1%	-2%	0%	2%	12%	3%	-3%	-3%
Unsure	-1%	-1%	-1%	-2%	-2%	-3%	0%	-1%	-1%	-3%	-2%	-2%	1%	0%	-3%	-12%	-4%	-7%	1%	0%	-2%	2%	-3%	-1%	-3%	-4%	-3%	-2%	1%	-3%	0%	-2%	1%	-2%	-2%

Generic Ballot by Key Voter Groups



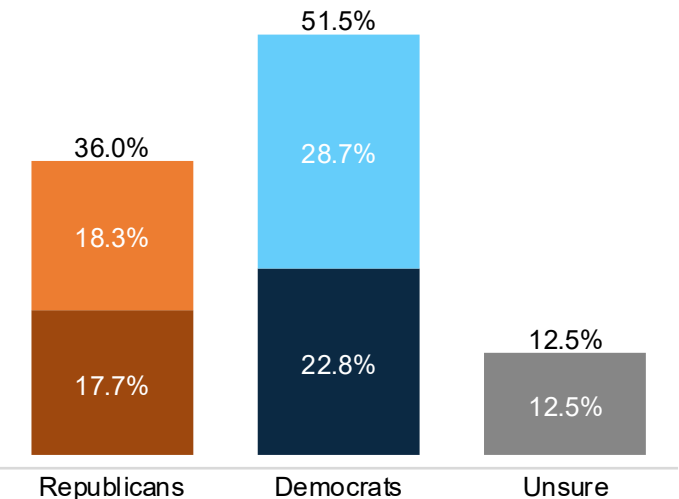
DC Control Preference



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4	
Republican House and Senate	38%	24%	37%	38%	56%	42%	52%	32%	29%	47%	45%	35%	26%	90%	80%	63%	17%	2%	0%	0%	31%	41%	42%	46%	10%	28%	35%	41%	36%	30%	81%	2%	21%	46%	31%	24%	32%	41%	42%
Republican House and Democratic Senate	4%	4%	4%	6%	3%	4%	5%	5%	3%	4%	6%	4%	5%	5%	6%	5%	6%	1%	1%	3%	6%	3%	3%	5%	6%	3%	5%	5%	4%	7%	6%	2%	6%	4%	4%	6%	4%	5%	4%
Democratic House and Republican Senate	6%	8%	5%	7%	3%	6%	4%	6%	7%	4%	5%	8%	5%	3%	2%	5%	13%	4%	9%	6%	6%	7%	5%	5%	11%	7%	7%	6%	6%	13%	3%	7%	12%	5%	6%	13%	6%	5%	4%
Democratic House and Senate	42%	51%	44%	39%	33%	40%	32%	44%	51%	36%	32%	45%	56%	0%	4%	14%	42%	79%	81%	84%	47%	38%	41%	36%	64%	51%	43%	38%	46%	23%	3%	81%	55%	33%	51%	43%	41%	40%	43%
Unsure	10%	13%	10%	11%	4%	8%	8%	12%	10%	8%	13%	9%	8%	1%	7%	13%	21%	13%	8%	7%	10%	10%	9%	9%	10%	11%	9%	10%	9%	28%	8%	7%	6%	12%	7%	14%	16%	9%	7%

Out of the following options, what mix of control or full control by one party or the other in Washington, DC, do you believe is best for America right now?

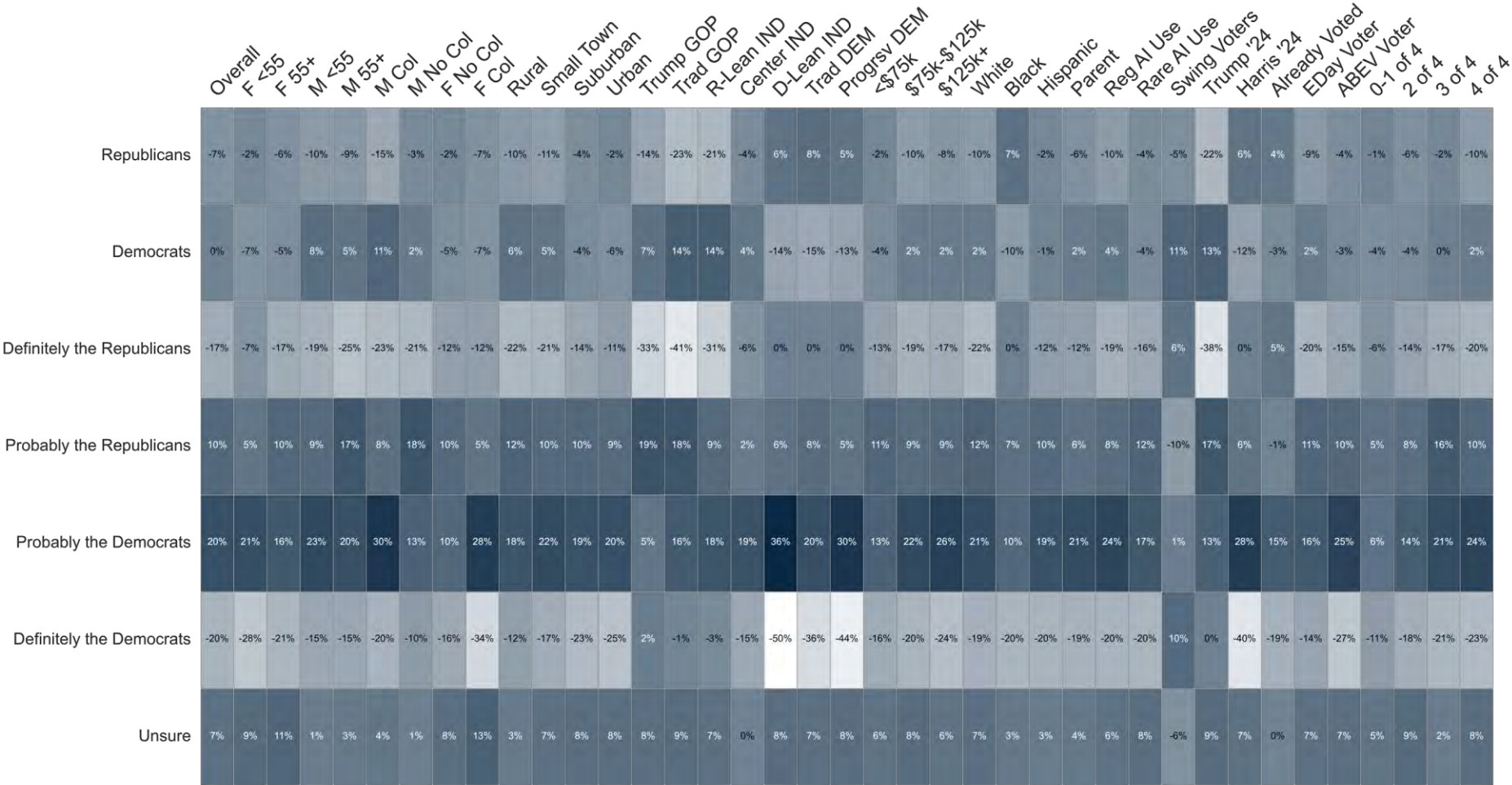
Expected Congressional Winner



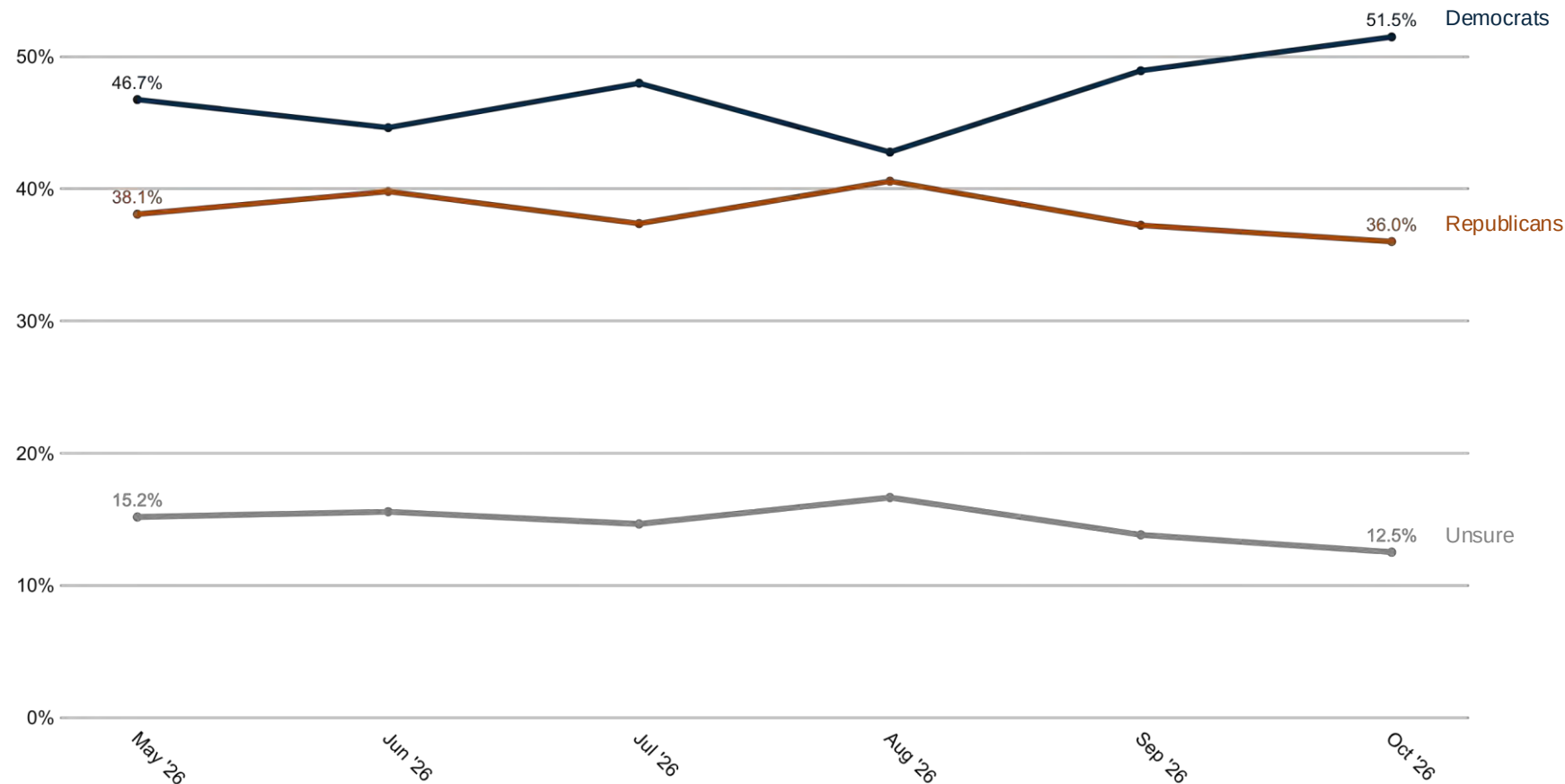
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	36%	27%	36%	33%	49%	31%	51%	37%	26%	42%	42%	34%	27%	82%	69%	45%	17%	8%	9%	6%	34%	34%	38%	42%	18%	30%	35%	36%	35%	31%	68%	8%	30%	42%	30%	28%	35%	43%	36%
Democrats	51%	57%	49%	57%	43%	58%	42%	50%	56%	49%	45%	54%	58%	10%	20%	35%	66%	79%	81%	85%	54%	51%	51%	46%	74%	62%	55%	53%	51%	50%	18%	82%	65%	45%	58%	59%	49%	48%	52%
Definitely the Republicans	18%	14%	17%	15%	26%	15%	26%	19%	11%	21%	21%	17%	12%	56%	32%	17%	5%	2%	0%	0%	16%	17%	19%	20%	8%	14%	19%	18%	17%	6%	37%	1%	20%	21%	14%	15%	15%	18%	19%
Probably the Republicans	18%	13%	20%	18%	23%	16%	25%	18%	15%	21%	21%	17%	15%	26%	37%	28%	12%	6%	8%	6%	18%	17%	19%	21%	10%	16%	15%	18%	18%	25%	32%	6%	9%	21%	16%	13%	20%	25%	17%
Probably the Democrats	29%	31%	24%	36%	25%	39%	22%	20%	36%	25%	30%	30%	29%	7%	19%	29%	44%	55%	32%	37%	24%	30%	34%	29%	31%	27%	33%	33%	26%	40%	17%	39%	31%	25%	32%	24%	24%	28%	31%
Definitely the Democrats	23%	26%	25%	21%	18%	19%	20%	30%	20%	24%	16%	24%	29%	3%	2%	6%	22%	24%	49%	48%	30%	21%	17%	17%	43%	34%	22%	20%	26%	10%	2%	43%	34%	19%	26%	35%	24%	20%	20%
Unsure	13%	16%	15%	10%	8%	11%	7%	13%	18%	9%	13%	13%	15%	8%	11%	20%	17%	13%	10%	9%	12%	15%	11%	12%	8%	8%	11%	11%	13%	19%	13%	10%	5%	14%	12%	13%	16%	9%	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

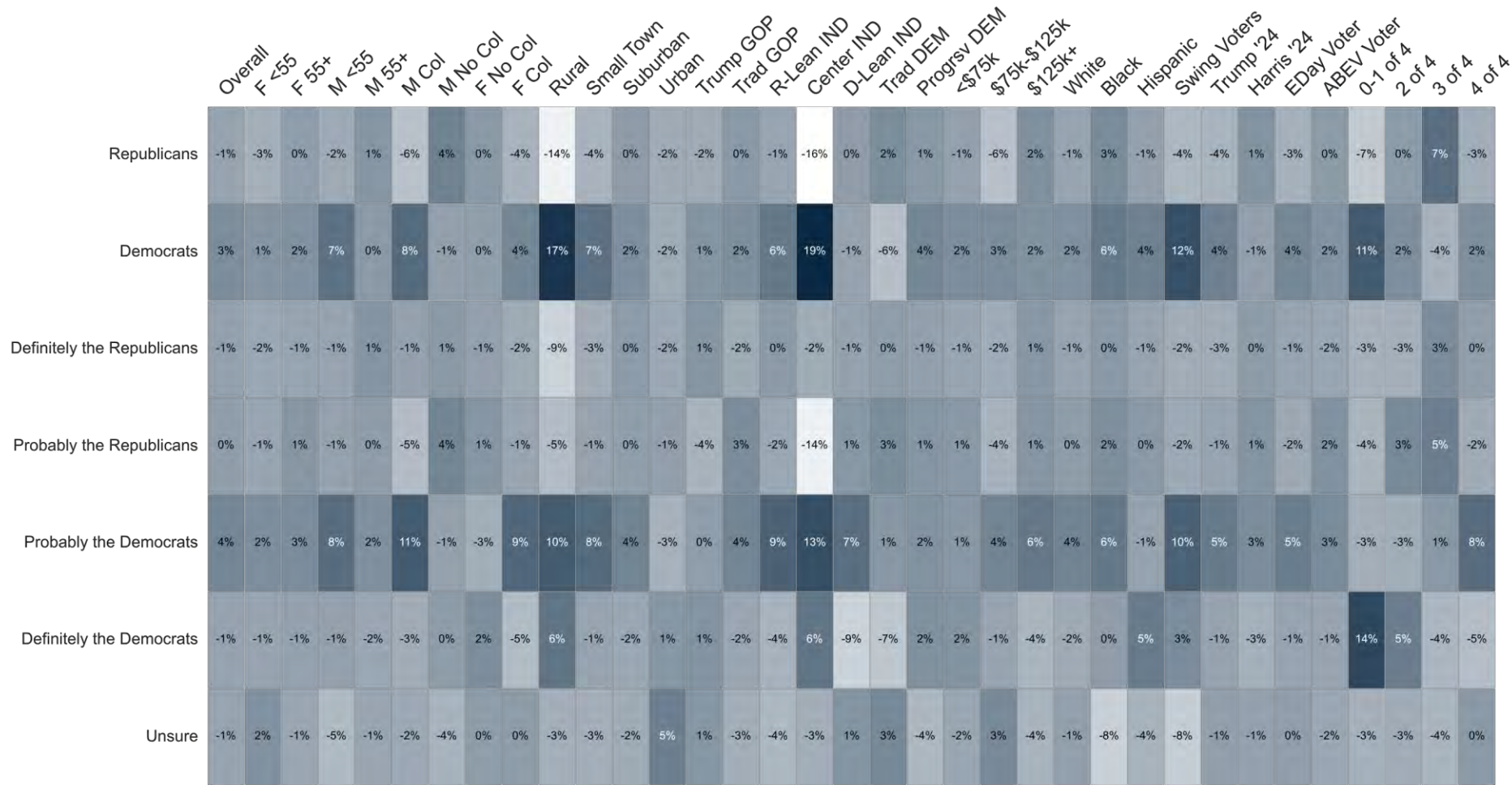


Trend: Expected Congressional Winner

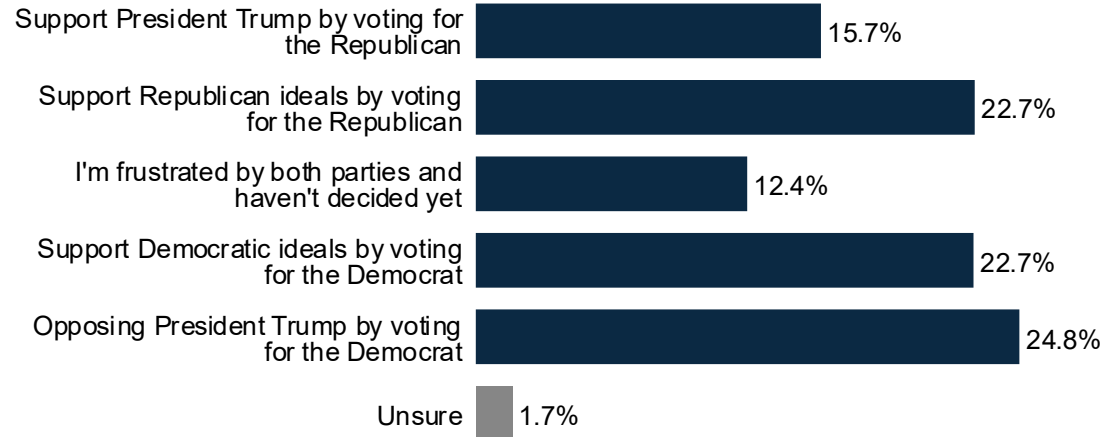


Percent Change: Expected Congressional Winner

(Sep '26 to Oct '26)



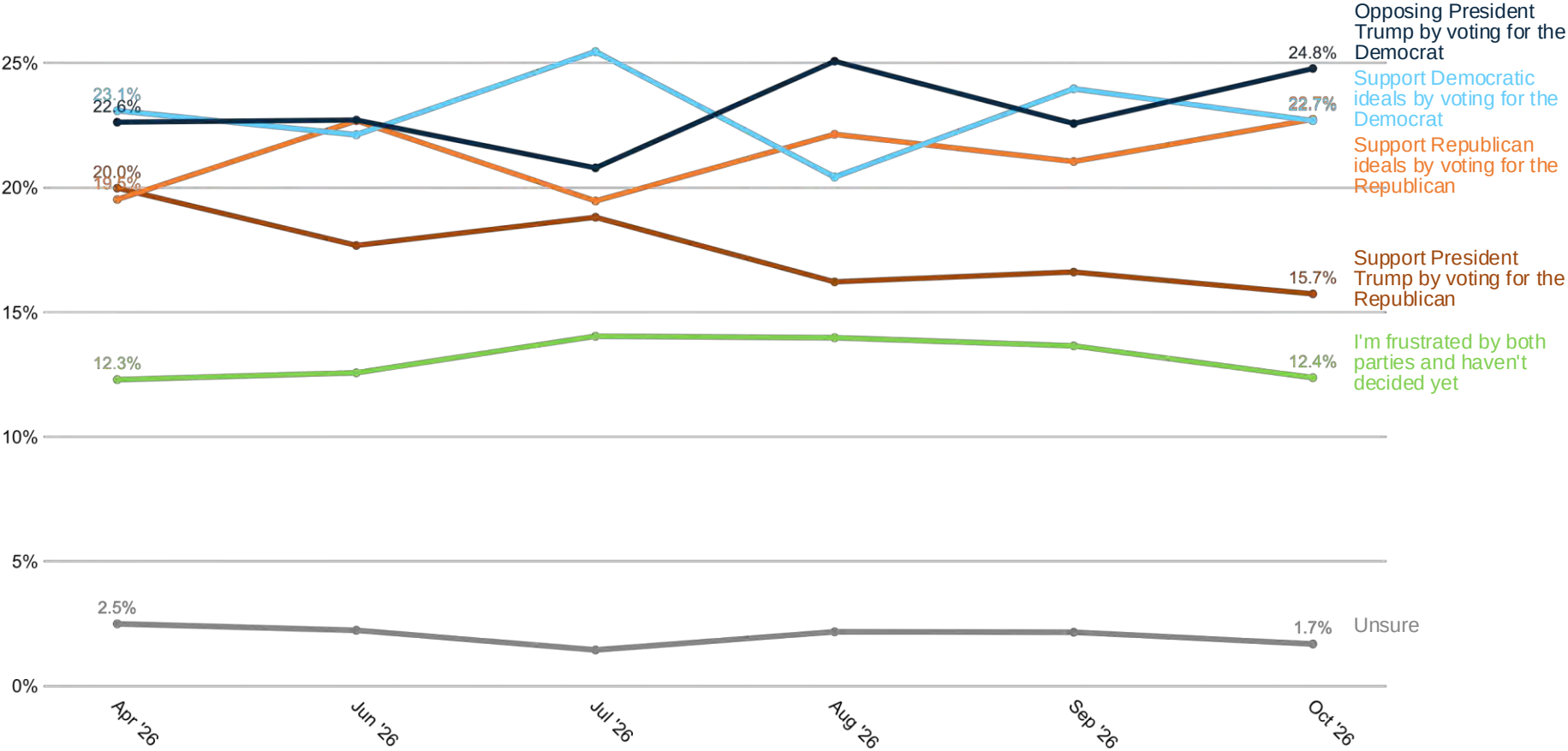
Congressional Vote Driver



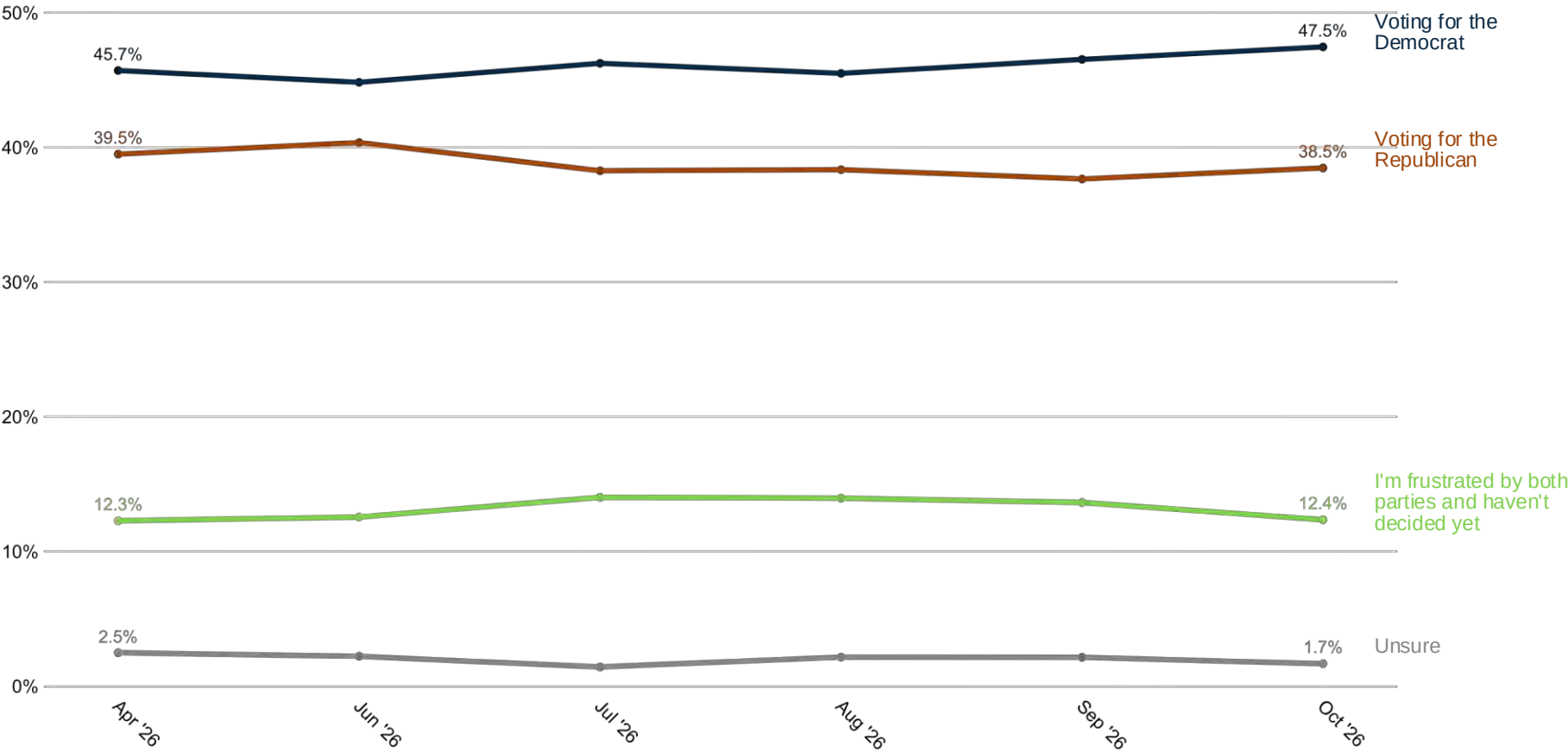
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Voting for the Republican Total	38%	25%	38%	38%	55%	42%	51%	34%	29%	46%	47%	36%	25%	94%	83%	54%	13%	2%	1%	1%	32%	40%	43%	47%	11%	26%	37%	41%	36%	24%	82%	2%	27%	46%	31%	26%	34%	42%	42%
Voting for the Democrat Total	47%	58%	51%	42%	36%	42%	37%	50%	60%	41%	37%	52%	59%	1%	6%	17%	53%	83%	92%	93%	52%	46%	46%	40%	73%	61%	47%	45%	50%	30%	3%	90%	61%	38%	58%	53%	50%	44%	47%
Support President Trump by voting for the Republican	16%	8%	15%	15%	26%	17%	24%	15%	8%	20%	19%	14%	11%	80%	20%	20%	4%	0%	1%	0%	14%	17%	16%	19%	8%	13%	14%	18%	14%	6%	34%	1%	18%	18%	12%	13%	16%	15%	17%
Support Republican ideals by voting for the Republican	23%	16%	23%	23%	30%	26%	27%	18%	21%	26%	28%	22%	15%	34%	62%	35%	9%	2%	0%	1%	18%	23%	27%	28%	3%	14%	23%	23%	22%	18%	48%	1%	9%	28%	19%	13%	18%	27%	25%
I'm frustrated by both parties and haven't decided yet	12%	13%	10%	19%	8%	15%	12%	12%	10%	11%	14%	12%	12%	5%	10%	28%	33%	15%	6%	5%	13%	13%	11%	12%	13%	7%	14%	12%	13%	40%	13%	7%	10%	15%	9%	15%	15%	12%	11%
Support Democratic ideals by voting for the Democrat	23%	34%	25%	19%	11%	13%	17%	27%	32%	14%	19%	24%	34%	1%	2%	7%	15%	26%	48%	51%	26%	23%	21%	16%	50%	34%	26%	20%	26%	13%	1%	44%	35%	18%	28%	32%	17%	23%	22%
Opposing President Trump by voting for the Democrat	25%	25%	26%	23%	25%	29%	20%	23%	28%	27%	18%	28%	26%	0%	4%	11%	37%	57%	45%	41%	26%	24%	25%	24%	23%	27%	21%	25%	25%	17%	2%	46%	26%	20%	30%	21%	32%	21%	25%
Unsure	2%	4%	1%	1%	1%	1%	0%	4%	1%	2%	2%	1%	3%	0%	1%	0%	2%	0%	1%	2%	3%	1%	0%	1%	3%	6%	2%	2%	1%	6%	2%	0%	2%	1%	2%	5%	2%	2%	0%

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)

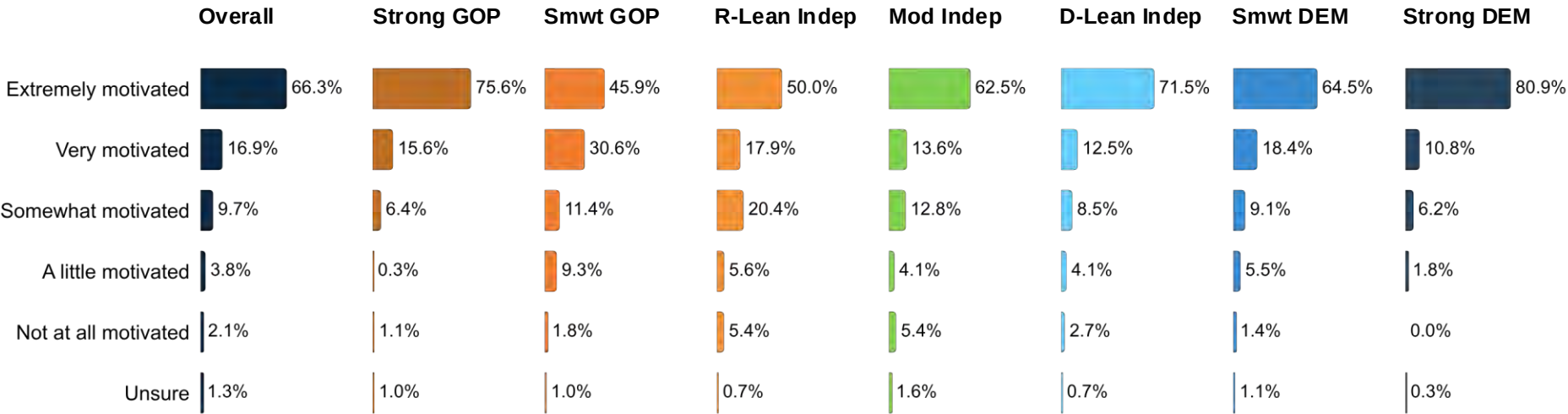


Percent Change: Congressional Vote Driver (Sep '26 to Oct '26)



	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	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Voting for the Republican Total	1%	-1%	0%	0%	5%	2%	3%	1%	-2%	-7%	1%	-1%	-2%	-3%	4%	7%	-1%	1%	-1%	-1%	0%	-2%	4%	2%	-1%	-1%	-3%	1%	1%	1%	0%	-8%	-4%	9%	2%
Voting for the Democrat Total	1%	2%	3%	0%	-2%	-2%	0%	0%	6%	11%	-1%	4%	0%	0%	-1%	7%	8%	5%	2%	1%	0%	3%	1%	-1%	3%	4%	6%	-1%	0%	2%	1%	10%	9%	-3%	-2%
Support President Trump by voting for the Republican	-1%	-3%	-3%	0%	4%	2%	2%	-2%	-4%	-3%	-2%	-2%	0%	0%	-1%	-1%	-6%	0%	0%	-1%	-3%	0%	0%	-1%	1%	3%	-2%	-3%	1%	-2%	-1%	0%	-4%	1%	-1%
Support Republican ideals by voting for the Republican	2%	2%	3%	0%	2%	0%	1%	3%	2%	-4%	3%	2%	-2%	-4%	5%	8%	5%	1%	-1%	0%	3%	-1%	4%	3%	-2%	-4%	-1%	4%	0%	2%	1%	-8%	0%	8%	3%
I'm frustrated by both parties and haven't decided yet	-1%	-1%	-3%	1%	-2%	1%	-2%	-2%	-2%	-2%	1%	-3%	1%	3%	-3%	-12%	-7%	-5%	0%	-1%	0%	-1%	-3%	-1%	-1%	-6%	-2%	-1%	0%	-1%	-2%	-4%	-3%	-6%	0%
Support Democratic ideals by voting for the Democrat	-1%	3%	-4%	0%	-5%	-5%	1%	-2%	1%	1%	2%	0%	-1%	1%	0%	3%	0%	-1%	-7%	0%	-5%	1%	2%	-3%	5%	5%	1%	0%	-4%	0%	-2%	9%	-3%	-1%	-3%
Opposing President Trump by voting for the Democrat	2%	-1%	7%	-1%	3%	3%	-1%	1%	5%	10%	-3%	4%	1%	0%	-1%	5%	8%	7%	9%	1%	4%	2%	-1%	3%	-2%	0%	4%	0%	4%	2%	3%	1%	11%	-3%	2%
Unsure	0%	0%	0%	-1%	-1%	-1%	-1%	1%	-2%	-2%	0%	-1%	1%	0%	0%	-2%	-1%	-1%	-1%	1%	1%	0%	-2%	-1%	0%	3%	-1%	0%	-1%	-1%	0%	2%	-2%	0%	-1%

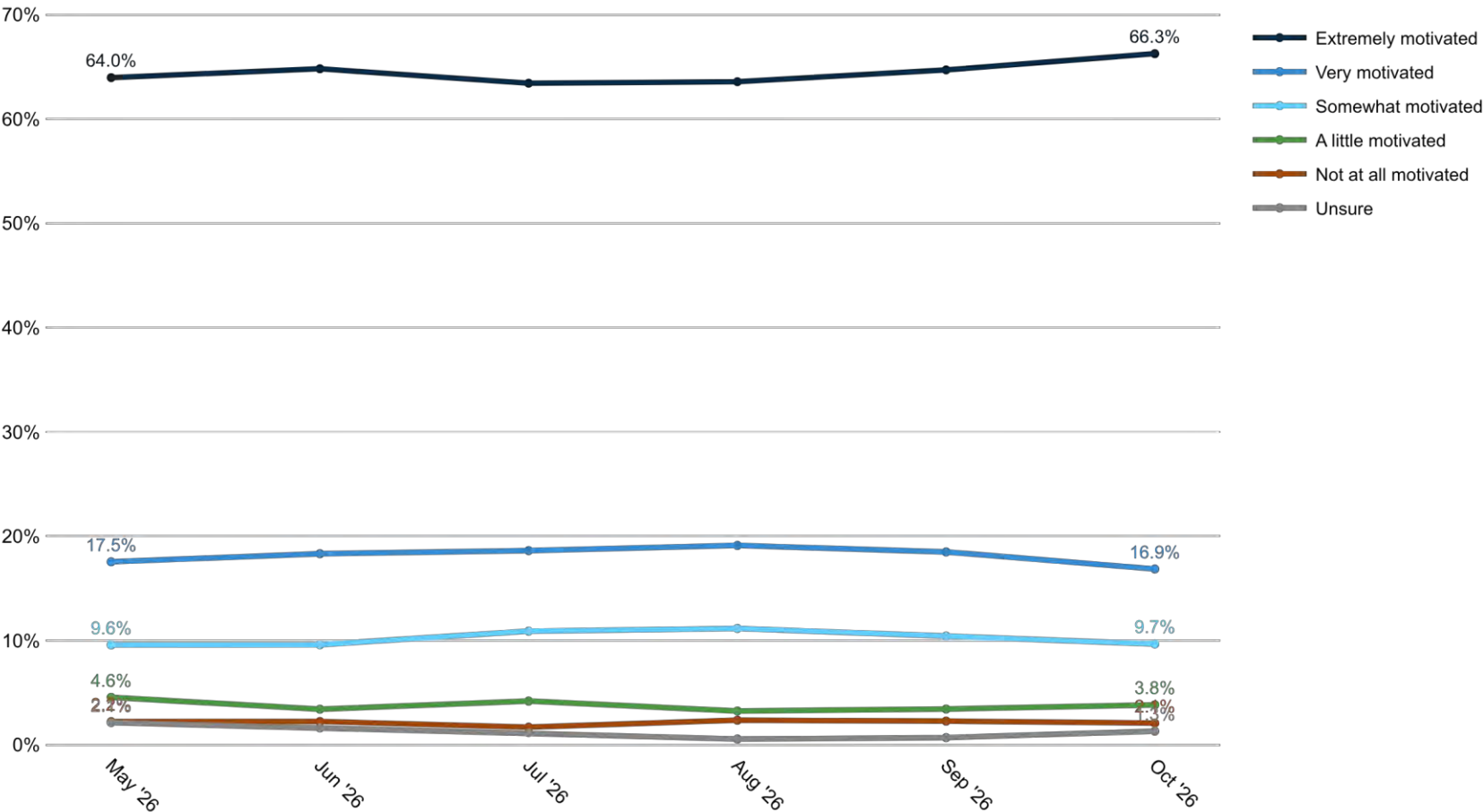
Midterm Turnout Motivation



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	66%	60%	75%	56%	73%	69%	61%	63%	73%	64%	71%	66%	62%	74%	58%	50%	62%	72%	62%	81%	59%	68%	72%	69%	52%	66%	60%	66%	67%	40%	62%	75%	67%	62%	72%	45%	52%	67%	76%
Very motivated	17%	14%	14%	20%	20%	19%	21%	16%	13%	18%	15%	17%	16%	18%	24%	18%	14%	13%	20%	11%	18%	16%	16%	18%	24%	11%	17%	16%	17%	24%	20%	13%	13%	19%	15%	20%	18%	17%	16%
Somewhat motivated	10%	14%	6%	14%	4%	9%	9%	11%	9%	8%	8%	11%	12%	6%	10%	20%	13%	8%	12%	4%	12%	8%	9%	8%	15%	11%	14%	11%	9%	20%	10%	8%	11%	10%	9%	18%	15%	12%	5%
A little motivated	4%	6%	2%	5%	2%	2%	5%	5%	3%	4%	3%	4%	4%	0%	6%	6%	4%	4%	5%	2%	5%	6%	1%	3%	3%	7%	6%	4%	4%	7%	4%	3%	1%	5%	3%	9%	8%	3%	1%
Not at all motivated	2%	2%	1%	4%	1%	1%	3%	2%	2%	3%	2%	1%	5%	1%	2%	5%	5%	3%	1%	0%	2%	2%	2%	2%	2%	4%	2%	2%	2%	5%	2%	1%	2%	3%	1%	3%	4%	1%	2%
Unsure	1%	3%	1%	1%	0%	0%	1%	3%	1%	2%	1%	1%	1%	1%	1%	2%	1%	0%	1%	3%	0%	0%	1%	4%	2%	1%	1%	1%	1%	4%	1%	0%	6%	1%	1%	4%	2%	1%	0%

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

Trend: Midterm Turnout Motivation



Percent Change: Midterm Turnout Motivation (Sep '26 to Oct '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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	2%	6%	1%	-2%	1%	-2%	1%	5%	1%	0%	6%	0%	2%	3%	3%	4%	13%	2%	-5%	0%	2%	-1%	1%	3%	-3%	1%	6%	4%	-2%	1%	4%	3%	9%	1%	1%
Very motivated	-2%	-5%	-1%	1%	-1%	1%	-1%	-3%	-3%	4%	-4%	-1%	-3%	-2%	-2%	0%	-11%	-7%	1%	1%	-1%	-1%	-2%	-2%	4%	-2%	-1%	-2%	0%	-1%	-2%	-1%	-9%	0%	-1%
Somewhat motivated	-1%	-2%	1%	0%	-2%	2%	-3%	-3%	2%	-6%	-2%	2%	-2%	1%	-3%	-2%	-4%	3%	0%	-1%	-3%	-1%	3%	-1%	-1%	-4%	-5%	-2%	1%	-2%	0%	-7%	-1%	0%	0%
A little motivated	0%	0%	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	0%	-2%	0%	3%	-1%	3%	3%	0%	1%	2%	-1%	0%	-3%	4%	-1%	0%	1%	3%	-2%	1%	0%	0%	0%
Not at all motivated	0%	0%	-1%	0%	0%	-1%	1%	-1%	0%	0%	-1%	-1%	3%	0%	0%	-4%	2%	-2%	1%	-1%	-1%	1%	0%	0%	-1%	1%	-1%	0%	0%	0%	0%	0%	2%	-2%	0%
Unsure	1%	2%	0%	0%	0%	0%	2%	0%	2%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	3%	-1%	0%	0%	4%	1%	2%	0%	0%	0%	1%	4%	-1%	1%	0%	

Image Tests

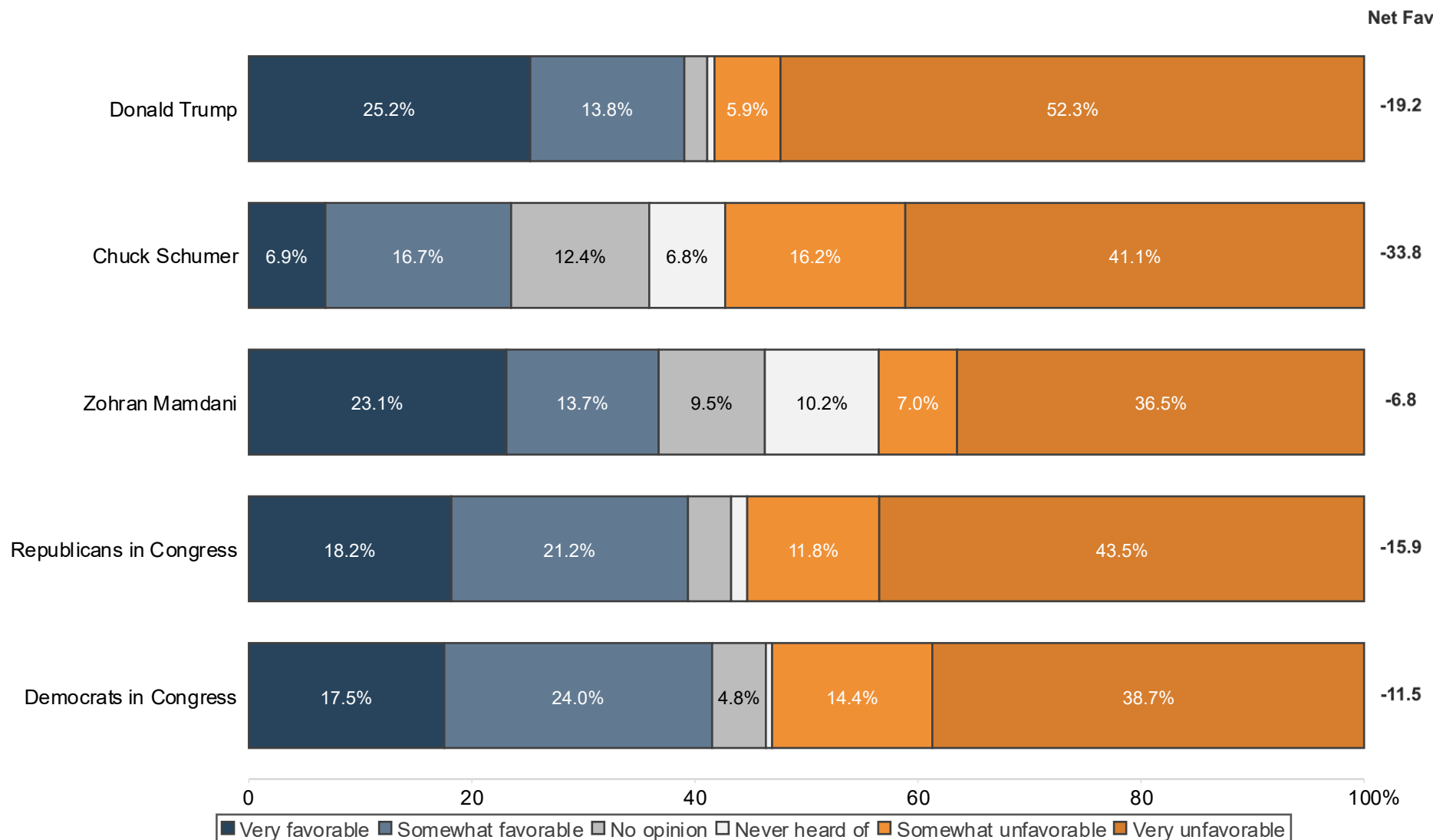


Image Tests Heatmaps

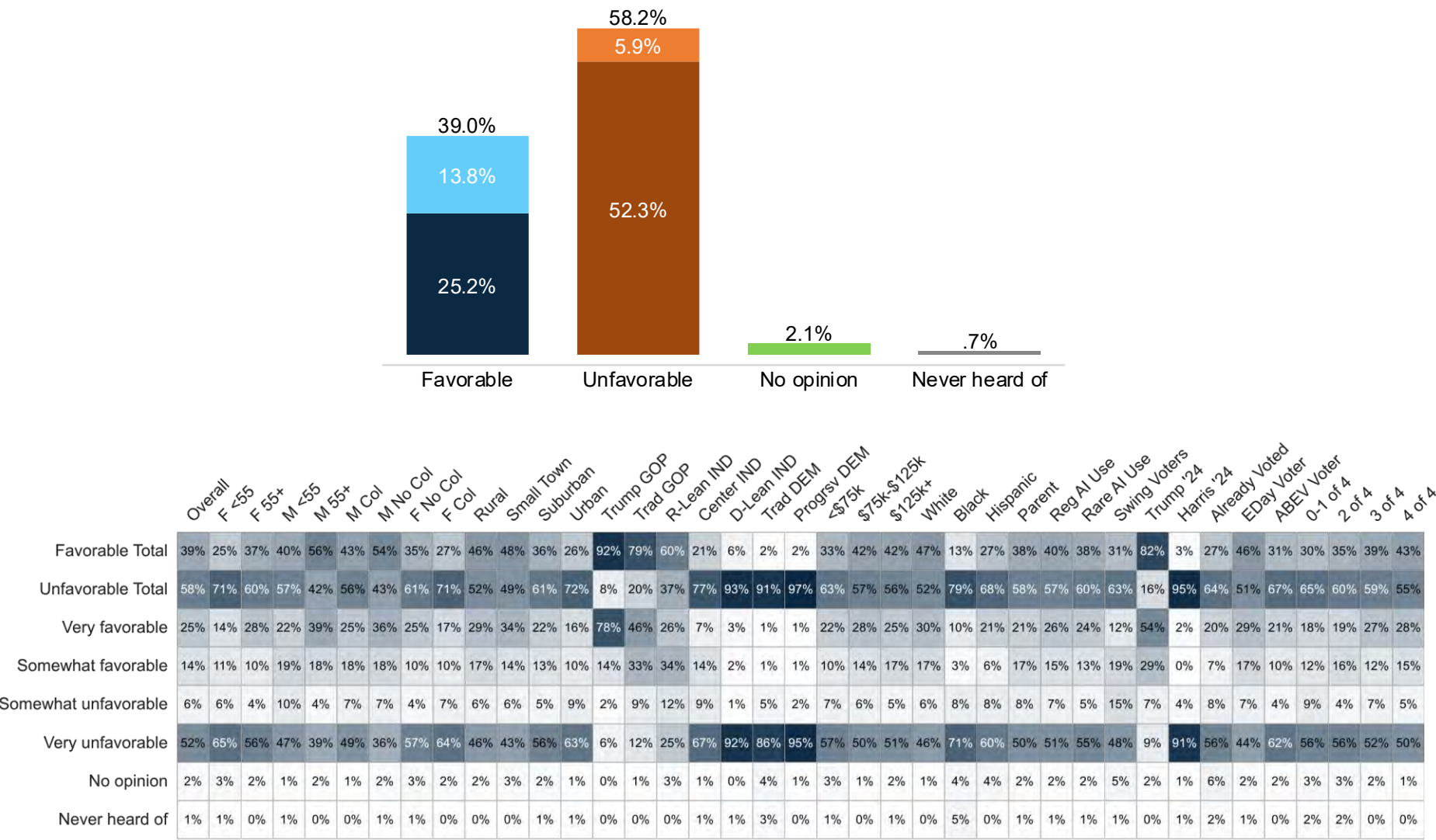
Favorable

	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	39%	25%	37%	40%	56%	43%	54%	35%	27%	46%	48%	36%	26%	92%	79%	60%	21%	6%	2%	2%	33%	42%	42%	47%	13%	27%	38%	40%	38%	31%	82%	3%	27%	46%	31%	30%	35%	39%	43%
Chuck Schumer	24%	19%	32%	19%	23%	22%	21%	21%	30%	23%	17%	25%	30%	9%	8%	9%	28%	23%	46%	39%	24%	26%	22%	21%	35%	26%	23%	23%	24%	20%	8%	41%	33%	19%	29%	26%	20%	18%	26%
Zohran Mamdani	37%	45%	36%	40%	25%	40%	25%	34%	49%	27%	31%	40%	49%	8%	5%	13%	32%	82%	48%	80%	36%	39%	38%	34%	42%	41%	39%	36%	38%	22%	7%	66%	54%	29%	45%	41%	34%	33%	38%
Republicans in Congress	39%	27%	41%	38%	54%	40%	52%	37%	29%	45%	49%	36%	28%	88%	80%	55%	20%	4%	6%	4%	37%	40%	39%	46%	19%	30%	38%	41%	38%	34%	80%	5%	38%	46%	31%	33%	37%	40%	42%
Democrats in Congress	42%	51%	47%	35%	31%	35%	31%	47%	52%	37%	33%	44%	53%	6%	5%	16%	43%	63%	81%	82%	49%	40%	36%	35%	67%	49%	43%	40%	43%	32%	7%	77%	60%	36%	46%	52%	43%	39%	39%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	58%	71%	60%	57%	42%	56%	43%	61%	71%	52%	49%	61%	72%	8%	20%	37%	77%	93%	91%	97%	63%	57%	56%	52%	79%	68%	58%	57%	60%	63%	16%	95%	64%	51%	67%	65%	60%	59%	55%
Chuck Schumer	57%	44%	52%	67%	70%	73%	64%	47%	49%	58%	64%	56%	49%	82%	74%	75%	54%	56%	24%	43%	47%	61%	65%	64%	36%	46%	54%	60%	55%	50%	78%	39%	42%	62%	53%	38%	48%	59%	64%
Zohran Mamdani	44%	27%	42%	48%	61%	53%	56%	34%	35%	51%	52%	40%	33%	82%	75%	75%	40%	4%	17%	7%	34%	48%	50%	50%	17%	39%	41%	47%	40%	46%	78%	13%	23%	51%	37%	29%	34%	47%	49%
Republicans in Congress	55%	64%	54%	59%	44%	58%	45%	53%	66%	52%	46%	59%	64%	12%	15%	41%	72%	93%	85%	94%	54%	57%	58%	50%	69%	61%	55%	55%	56%	52%	17%	90%	50%	47%	66%	53%	56%	55%	56%
Democrats in Congress	53%	42%	47%	61%	66%	62%	65%	45%	43%	58%	60%	52%	41%	93%	87%	80%	50%	35%	16%	16%	43%	56%	61%	60%	26%	45%	51%	57%	50%	53%	89%	20%	26%	58%	50%	37%	50%	55%	58%

Image: Donald Trump



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

Trend: Donald Trump Image

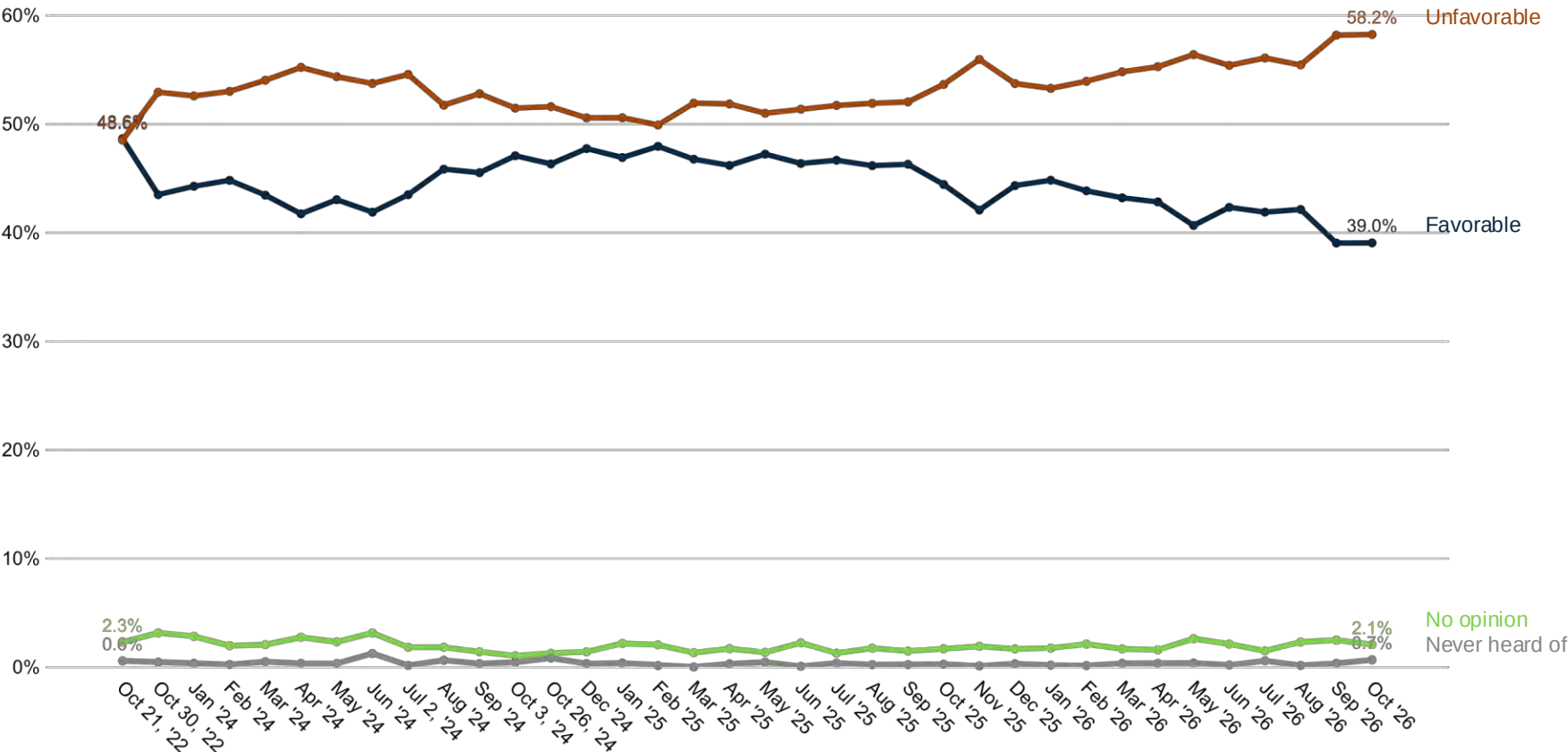
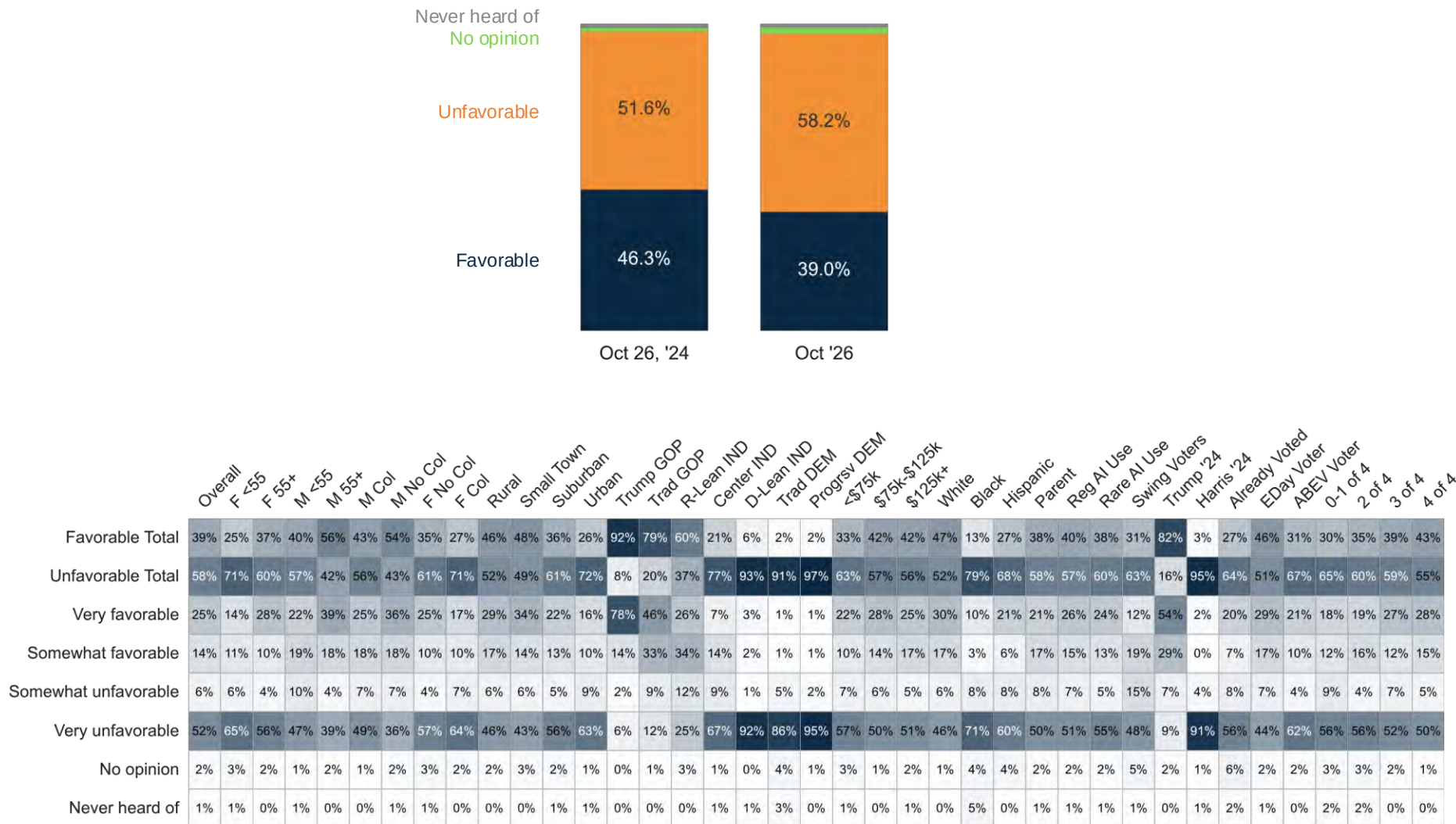


Image: Donald Trump (Oct 26, '24 to Oct '26)



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

Percent Change: Donald Trump Image (Oct 26, '24 to Oct '26)

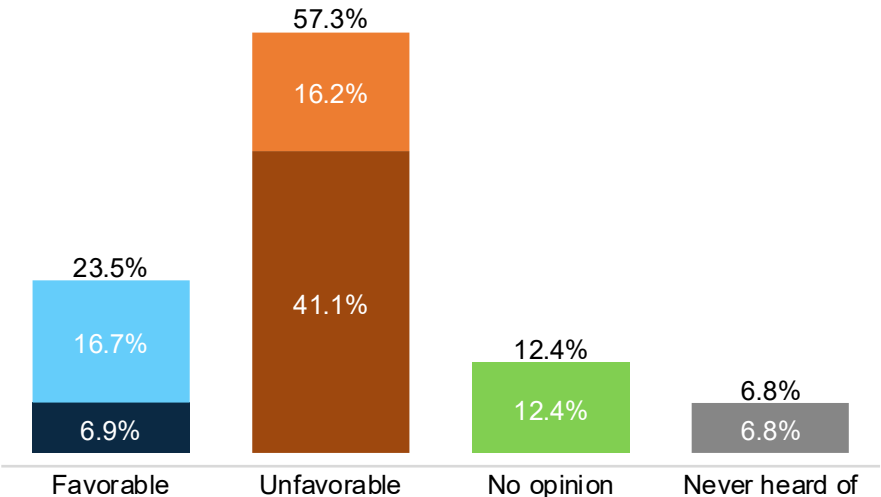


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-7%	-18%	-5%	-11%	6%	-1%	-3%	-11%	-10%	-13%	-8%	-10%	-10%	-8%	-7%	-5%	-9%	-7%	-7%	-26%	-16%	-14%	-3%
Unfavorable Total	7%	17%	4%	10%	-5%	2%	1%	10%	10%	14%	6%	9%	9%	8%	6%	4%	5%	7%	8%	22%	14%	14%	3%
Very favorable	-9%	-17%	-5%	-14%	-1%	-5%	-7%	-12%	-8%	-18%	-9%	-7%	-10%	-9%	-11%	-9%	-4%	-6%	-4%	-23%	-23%	-11%	-6%
Somewhat favorable	2%	-1%	0%	3%	6%	4%	5%	1%	-2%	6%	1%	-3%	0%	1%	4%	4%	-5%	-1%	-3%	-3%	7%	-2%	3%
Somewhat unfavorable	1%	2%	1%	2%	0%	0%	1%	-2%	4%	2%	0%	1%	0%	1%	2%	1%	0%	4%	2%	9%	-1%	3%	2%
Very unfavorable	6%	15%	4%	8%	-5%	2%	0%	12%	5%	12%	6%	8%	8%	7%	4%	3%	5%	3%	6%	14%	15%	10%	1%
No opinion	1%	2%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	2%	0%	0%	1%	1%	3%	0%	2%	2%	0%	0%
Never heard of	0%	0%	0%	0%	-1%	-1%	0%	0%	0%	-2%	0%	1%	-1%	0%	0%	0%	3%	-3%	-1%	1%	0%	0%	0%

Percent Change: Donald Trump Image (Sep '26 to Oct '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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	0%	-3%	-3%	0%	7%	3%	4%	-1%	-5%	-10%	2%	-1%	-4%	-4%	4%	3%	2%	2%	-4%	-1%	-2%	0%	2%	2%	-3%	-4%	-2%	1%	0%	-1%	0%	-7%	-8%	3%	3%
Unfavorable Total	0%	2%	3%	0%	-5%	-1%	-4%	0%	5%	12%	-3%	0%	5%	4%	-2%	-4%	3%	0%	-2%	1%	1%	1%	-3%	-1%	-1%	2%	4%	0%	-1%	2%	0%	6%	9%	-2%	-3%
Very favorable	1%	-1%	1%	0%	4%	-1%	4%	2%	-2%	-9%	4%	-1%	-1%	-1%	9%	-6%	-2%	3%	-2%	-1%	-1%	2%	1%	1%	-1%	3%	2%	2%	1%	1%	0%	-2%	-4%	6%	1%
Somewhat favorable	-1%	-2%	-3%	0%	4%	4%	0%	-3%	-3%	0%	-1%	-1%	-3%	-2%	-5%	9%	5%	0%	-2%	-1%	-2%	-1%	2%	1%	-2%	-7%	-4%	-1%	-1%	-2%	0%	-5%	-4%	-3%	2%
Somewhat unfavorable	-1%	-1%	0%	-1%	-1%	-1%	0%	-3%	2%	-3%	0%	-2%	3%	2%	-1%	-6%	-7%	-6%	0%	-1%	0%	0%	-2%	-1%	2%	-2%	-3%	-2%	0%	1%	-3%	-4%	-5%	1%	0%
Very unfavorable	1%	3%	3%	1%	-4%	0%	-3%	3%	3%	15%	-3%	2%	1%	2%	-1%	1%	10%	6%	-2%	2%	2%	1%	0%	-1%	-3%	4%	7%	2%	-2%	1%	2%	9%	14%	-3%	-3%
No opinion	0%	1%	-1%	0%	-2%	-2%	-1%	0%	0%	-3%	0%	0%	-2%	0%	-2%	1%	-5%	-4%	3%	0%	1%	-1%	0%	-1%	0%	2%	-2%	-1%	0%	-2%	0%	0%	-1%	-1%	0%
Never heard of	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%	4%	0%	0%	0%	1%	0%	0%	2%	1%	0%	0%

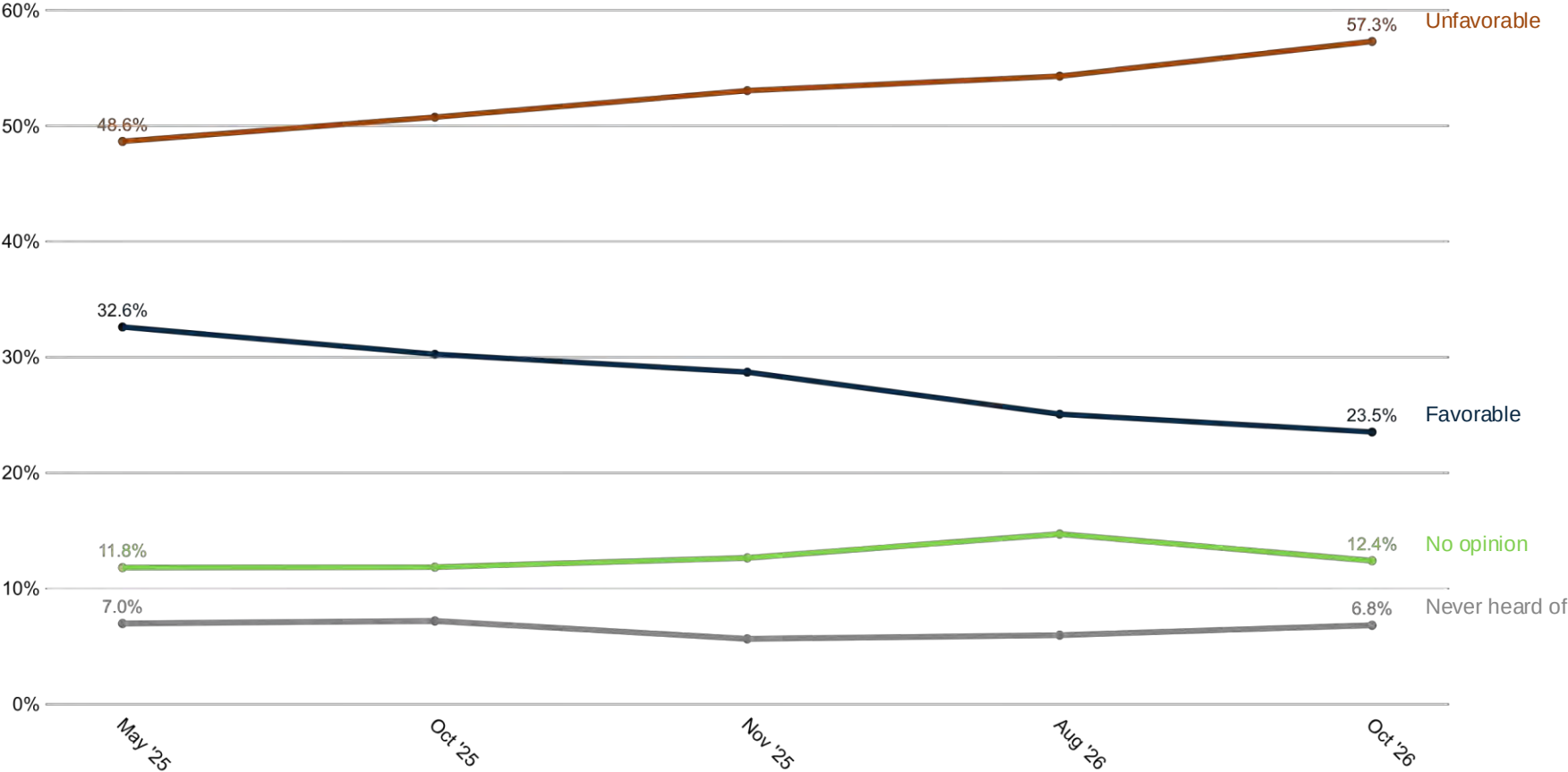
Image: Chuck Schumer



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	24%	19%	32%	19%	23%	22%	21%	21%	30%	23%	17%	25%	30%	9%	8%	9%	28%	23%	46%	39%	24%	26%	22%	21%	35%	26%	23%	23%	24%	20%	8%	41%	33%	19%	29%	26%	20%	18%	26%
Unfavorable Total	57%	44%	52%	67%	70%	73%	64%	47%	49%	58%	64%	56%	49%	82%	74%	75%	54%	56%	24%	43%	47%	61%	65%	64%	36%	46%	54%	60%	55%	50%	78%	39%	42%	62%	53%	38%	48%	59%	64%
Very favorable	7%	6%	10%	6%	5%	4%	7%	8%	8%	7%	3%	7%	12%	5%	2%	2%	6%	5%	16%	10%	8%	8%	4%	5%	17%	9%	6%	7%	7%	5%	3%	11%	16%	7%	6%	11%	6%	8%	6%
Somewhat favorable	17%	13%	22%	13%	17%	17%	13%	14%	23%	17%	14%	17%	18%	4%	6%	7%	22%	19%	30%	29%	16%	19%	18%	17%	18%	16%	17%	16%	17%	15%	4%	29%	17%	12%	22%	15%	14%	10%	20%
Somewhat unfavorable	16%	20%	14%	21%	10%	20%	11%	13%	21%	12%	15%	19%	16%	5%	10%	8%	20%	31%	15%	27%	15%	16%	19%	15%	18%	18%	20%	18%	14%	17%	8%	23%	27%	15%	16%	18%	20%	14%	16%
Very unfavorable	41%	24%	38%	46%	60%	53%	53%	34%	27%	47%	48%	38%	34%	77%	64%	67%	34%	25%	9%	16%	32%	45%	46%	48%	18%	29%	34%	42%	40%	34%	70%	15%	15%	47%	37%	21%	29%	45%	49%
No opinion	12%	20%	13%	9%	6%	5%	10%	17%	16%	11%	13%	12%	13%	7%	12%	10%	11%	12%	19%	11%	18%	7%	10%	11%	11%	15%	15%	11%	13%	16%	10%	14%	16%	11%	14%	15%	17%	18%	8%
Never heard of	7%	18%	3%	5%	0%	0%	5%	15%	5%	7%	6%	7%	7%	2%	6%	5%	6%	8%	10%	7%	11%	5%	3%	4%	18%	13%	8%	5%	8%	14%	5%	7%	9%	8%	4%	20%	15%	4%	2%

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

Trend: Chuck Schumer Image

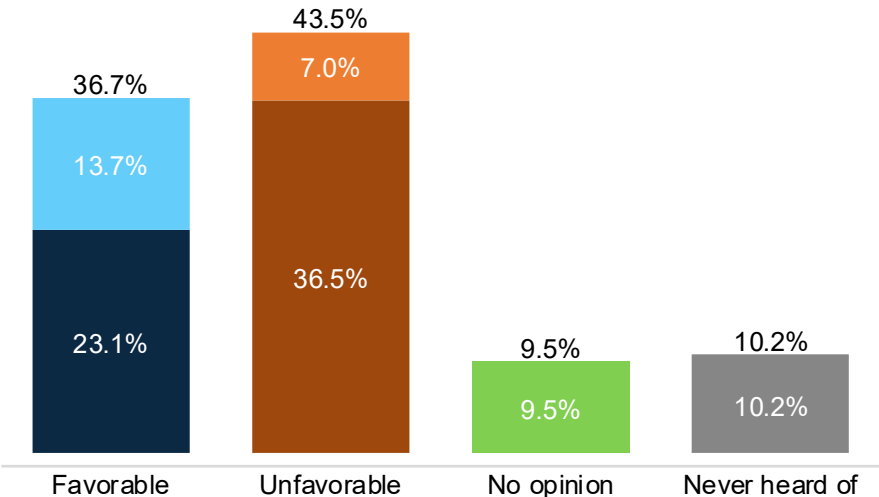


Percent Change: Chuck Schumer Image (Aug '26 to Oct '26)



	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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-2%	-2%	-2%	-3%	1%	-1%	0%	-5%	0%	1%	-3%	-1%	0%	-5%	0%	3%	2%	-8%	-2%	-3%	-6%	1%	1%	-2%	-8%	0%	5%	-2%	-2%	-2%	-1%	3%	0%	-5%	-2%
Unfavorable Total	3%	4%	5%	5%	-1%	6%	-2%	7%	1%	4%	2%	-1%	8%	7%	-3%	-8%	7%	2%	2%	7%	3%	6%	1%	3%	13%	5%	-1%	2%	4%	4%	3%	-1%	2%	3%	4%
Very favorable	-1%	-1%	0%	-1%	-2%	-3%	0%	-1%	0%	-2%	-2%	1%	-2%	-3%	0%	2%	2%	-5%	-6%	0%	-1%	-1%	-2%	-2%	1%	-2%	3%	0%	-2%	0%	-2%	1%	-2%	1%	-2%
Somewhat favorable	-1%	-1%	-3%	-2%	3%	1%	0%	-4%	0%	3%	-1%	-2%	2%	-2%	0%	1%	1%	-4%	4%	-4%	-5%	2%	3%	0%	-9%	2%	2%	-2%	0%	-2%	1%	2%	2%	-7%	0%
Somewhat unfavorable	3%	8%	2%	7%	-4%	4%	-1%	3%	7%	5%	3%	5%	1%	-1%	0%	-7%	-4%	12%	6%	9%	4%	1%	4%	1%	9%	10%	-3%	0%	7%	4%	1%	10%	8%	-2%	2%
Very unfavorable	0%	-5%	3%	-1%	3%	3%	-1%	4%	-6%	0%	-1%	-6%	7%	7%	-4%	-1%	11%	-10%	-5%	-2%	-1%	5%	-4%	2%	4%	-5%	2%	1%	-3%	0%	2%	-11%	-6%	5%	2%
No opinion	-2%	-4%	-2%	-4%	0%	-4%	1%	-6%	1%	-5%	0%	-2%	-4%	-2%	1%	3%	-9%	0%	-3%	-3%	2%	-6%	-3%	-1%	-12%	-6%	-7%	-1%	-3%	-4%	-1%	-5%	-3%	3%	-3%
Never heard of	1%	2%	0%	1%	0%	-1%	2%	3%	-1%	-1%	1%	3%	-3%	0%	2%	3%	0%	7%	3%	0%	1%	-1%	1%	-1%	7%	1%	3%	1%	0%	2%	-1%	3%	1%	0%	0%

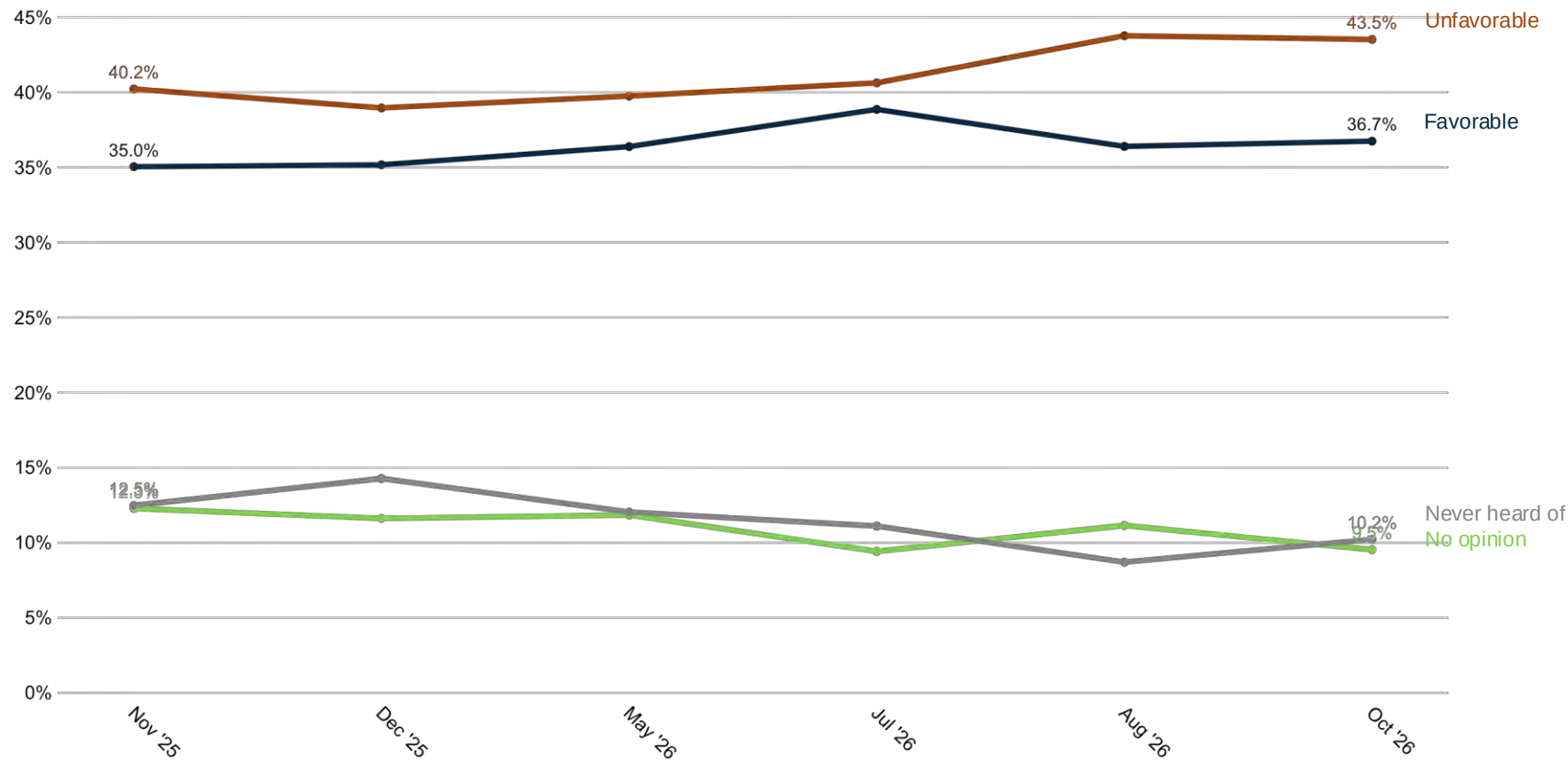
Image: Zohran Mamdani



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	45%	36%	40%	25%	40%	25%	34%	49%	27%	31%	40%	49%	8%	5%	13%	32%	82%	48%	80%	36%	39%	38%	34%	42%	41%	39%	36%	38%	22%	7%	66%	54%	29%	45%	41%	34%	33%	38%
Unfavorable Total	44%	27%	42%	48%	61%	53%	56%	34%	35%	51%	52%	40%	33%	82%	75%	75%	40%	4%	17%	7%	34%	48%	50%	50%	17%	39%	41%	47%	40%	46%	78%	13%	23%	51%	37%	29%	34%	47%	49%
Very favorable	23%	31%	21%	26%	14%	26%	14%	21%	31%	19%	20%	24%	30%	5%	2%	6%	12%	64%	21%	58%	22%	26%	24%	21%	27%	27%	26%	22%	25%	10%	4%	42%	37%	19%	27%	25%	19%	23%	24%
Somewhat favorable	14%	14%	15%	14%	11%	14%	11%	12%	18%	8%	11%	15%	19%	3%	4%	7%	20%	18%	27%	21%	14%	13%	14%	13%	15%	15%	13%	15%	13%	13%	3%	24%	17%	10%	18%	16%	15%	10%	14%
Somewhat unfavorable	7%	6%	6%	11%	6%	10%	7%	5%	6%	9%	6%	7%	6%	3%	9%	11%	11%	3%	11%	3%	5%	8%	9%	8%	7%	5%	8%	8%	6%	14%	7%	7%	8%	8%	6%	7%	8%	6%	7%
Very unfavorable	36%	21%	36%	37%	54%	43%	49%	28%	29%	42%	45%	33%	27%	80%	66%	63%	29%	1%	6%	4%	29%	40%	41%	43%	9%	33%	33%	39%	34%	32%	72%	6%	15%	43%	31%	21%	26%	41%	42%
No opinion	10%	12%	11%	6%	9%	5%	9%	13%	9%	12%	7%	10%	9%	3%	6%	7%	18%	8%	22%	6%	13%	8%	7%	7%	19%	10%	10%	8%	10%	11%	5%	13%	12%	8%	11%	10%	16%	9%	8%
Never heard of	10%	16%	11%	6%	6%	2%	10%	19%	7%	10%	10%	11%	10%	7%	13%	6%	9%	7%	14%	8%	17%	5%	5%	9%	22%	10%	10%	8%	12%	21%	10%	9%	11%	12%	7%	20%	16%	11%	6%

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

Trend: Zohran Mamdani Image

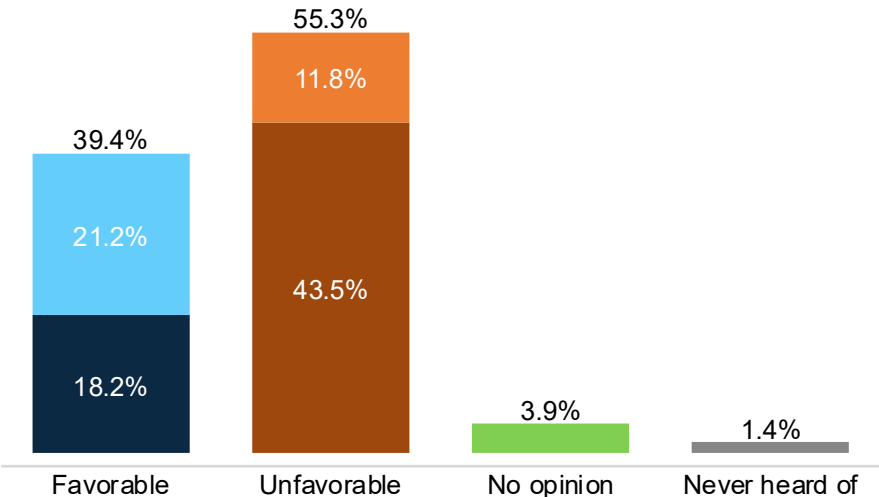


Percent Change: Zohran Mamdani Image (Aug '26 to Oct '26)



	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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	0%	-1%	2%	-1%	0%	3%	-3%	2%	-1%	4%	3%	2%	1%	-2%	0%	10%	-1%	5%	2%	-2%	-1%	2%	2%	0%	-2%	-5%	-4%	1%	-2%	-1%	2%	7%	-2%	-2%	0%
Unfavorable Total	0%	-1%	0%	3%	-2%	0%	0%	-4%	3%	-1%	-2%	-5%	2%	5%	-3%	-12%	3%	-9%	-6%	3%	0%	2%	-2%	2%	-4%	3%	4%	-1%	0%	0%	0%	-8%	-4%	6%	0%
Very favorable	0%	-5%	2%	0%	2%	5%	-3%	0%	-2%	5%	-1%	3%	-4%	-2%	1%	4%	-1%	9%	-2%	1%	-4%	3%	3%	0%	3%	-3%	-5%	1%	-1%	-2%	1%	-2%	-7%	4%	1%
Somewhat favorable	0%	4%	0%	-1%	-2%	-3%	0%	3%	1%	-2%	5%	0%	5%	0%	-1%	5%	1%	-3%	4%	-3%	3%	0%	-2%	1%	-4%	-1%	2%	0%	-1%	1%	1%	8%	5%	-6%	-1%
Somewhat unfavorable	0%	-1%	1%	3%	-1%	2%	0%	-1%	1%	2%	-2%	2%	-3%	-1%	1%	-5%	-3%	-2%	3%	0%	-1%	0%	2%	1%	-5%	2%	2%	0%	1%	1%	-1%	0%	1%	-1%	0%
Very unfavorable	-1%	0%	-1%	0%	-1%	-2%	1%	-3%	2%	-3%	1%	-6%	5%	6%	-4%	-7%	6%	-6%	-9%	3%	0%	3%	-5%	0%	0%	1%	1%	-1%	0%	-1%	1%	-7%	-5%	6%	0%
No opinion	-2%	0%	-4%	-3%	1%	-2%	-1%	-2%	-1%	4%	-3%	-3%	-1%	-5%	-1%	3%	0%	-1%	3%	-2%	-2%	-1%	-1%	-2%	0%	-3%	-7%	-3%	2%	-2%	-1%	-4%	5%	-4%	-2%
Never heard of	2%	2%	2%	0%	2%	-1%	3%	4%	0%	-7%	1%	5%	-2%	1%	3%	0%	-2%	4%	1%	2%	3%	-4%	2%	0%	5%	5%	7%	2%	0%	3%	-1%	5%	1%	1%	1%

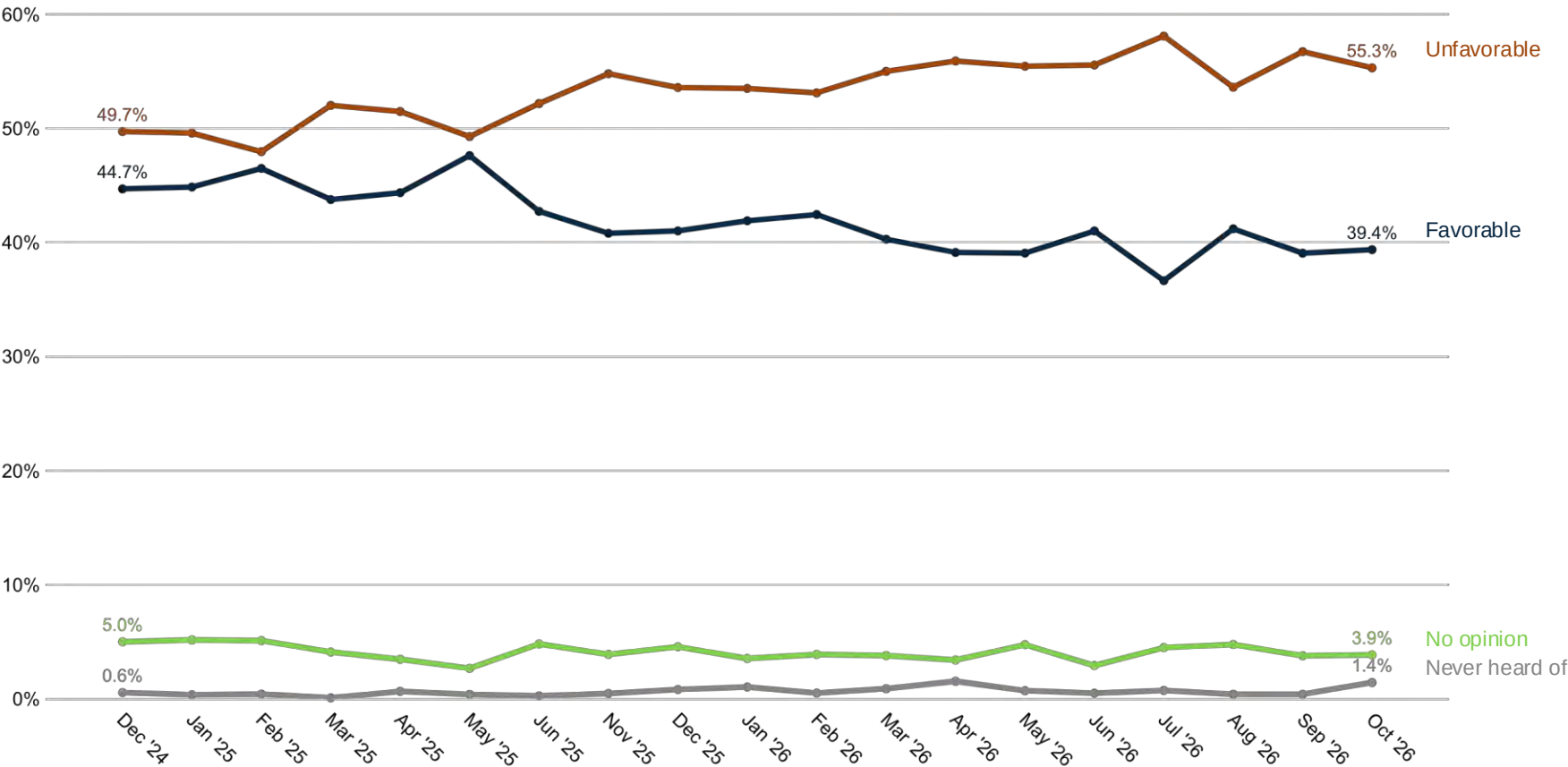
Image: Republicans in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	39%	27%	41%	38%	54%	40%	52%	37%	29%	45%	49%	36%	28%	88%	80%	55%	20%	4%	6%	4%	37%	40%	39%	46%	19%	30%	38%	41%	38%	34%	80%	5%	38%	46%	31%	33%	37%	40%	42%
Unfavorable Total	55%	64%	54%	59%	44%	58%	45%	53%	66%	52%	46%	59%	64%	12%	15%	41%	72%	93%	85%	94%	54%	57%	58%	50%	69%	61%	55%	55%	56%	52%	17%	90%	50%	47%	66%	53%	56%	55%	56%
Very favorable	18%	13%	18%	15%	27%	14%	28%	20%	11%	22%	22%	16%	13%	54%	31%	20%	6%	2%	3%	2%	19%	17%	16%	20%	11%	20%	17%	18%	18%	8%	36%	3%	27%	22%	13%	17%	17%	19%	18%
Somewhat favorable	21%	14%	22%	22%	27%	26%	24%	18%	19%	23%	27%	20%	15%	34%	49%	34%	14%	2%	3%	2%	19%	23%	23%	26%	9%	10%	22%	22%	20%	26%	43%	2%	12%	24%	18%	16%	20%	21%	23%
Somewhat unfavorable	12%	13%	8%	18%	9%	14%	12%	11%	10%	12%	9%	12%	15%	6%	9%	20%	19%	17%	13%	10%	12%	12%	12%	10%	19%	12%	14%	14%	10%	23%	10%	12%	7%	14%	10%	11%	14%	15%	10%
Very unfavorable	43%	50%	46%	41%	35%	44%	32%	42%	55%	39%	37%	47%	49%	6%	6%	20%	53%	76%	71%	83%	42%	45%	46%	40%	51%	49%	42%	41%	46%	28%	7%	78%	43%	34%	56%	42%	42%	40%	46%
No opinion	4%	7%	4%	3%	2%	2%	3%	7%	3%	3%	4%	4%	6%	1%	2%	5%	6%	2%	7%	1%	7%	2%	1%	3%	6%	7%	3%	2%	5%	11%	3%	3%	8%	5%	2%	9%	4%	5%	2%
Never heard of	1%	3%	2%	1%	0%	0%	0%	3%	2%	0%	1%	2%	2%	0%	2%	0%	3%	2%	2%	1%	2%	0%	2%	0%	5%	2%	3%	2%	1%	3%	1%	2%	4%	2%	1%	5%	3%	0%	1%

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

Trend: Republicans in Congress Image

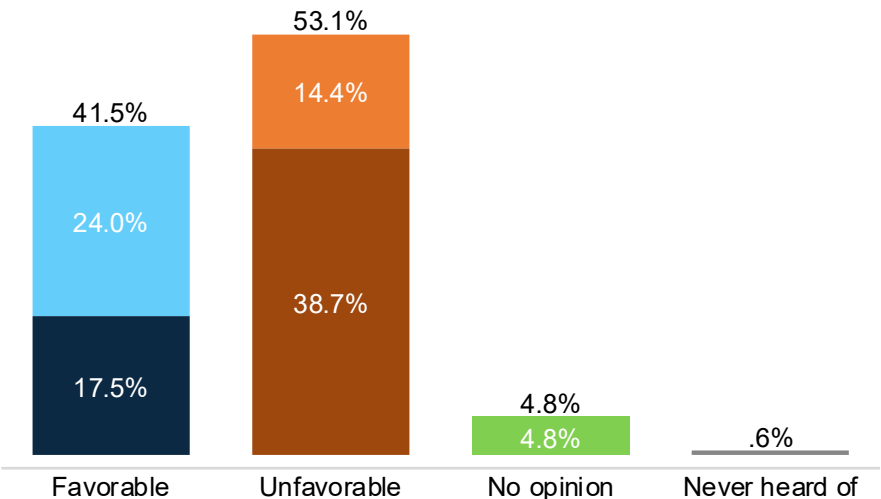


Percent Change: Republicans in Congress (Sep '26 to Oct '26)



	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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	0%	-2%	2%	-2%	4%	-1%	3%	1%	-1%	-7%	3%	-1%	-4%	-1%	4%	3%	-6%	-2%	-2%	1%	2%	-4%	0%	2%	1%	-3%	-3%	0%	1%	-1%	0%	-3%	-8%	4%	2%
Unfavorable Total	-1%	0%	-4%	2%	-3%	1%	-2%	-4%	-1%	10%	-4%	0%	-2%	2%	-5%	4%	6%	0%	-5%	-1%	-6%	4%	-1%	-2%	-4%	-2%	0%	0%	-4%	0%	0%	-1%	8%	-4%	-3%
Very favorable	-1%	-3%	-2%	-1%	4%	-3%	6%	0%	-5%	-3%	-1%	-1%	-1%	0%	-4%	6%	2%	-1%	-1%	1%	0%	-3%	-1%	-1%	2%	5%	0%	-1%	0%	0%	-3%	-1%	-1%	2%	0%
Somewhat favorable	1%	0%	4%	-2%	0%	2%	-3%	1%	3%	-3%	4%	0%	-2%	-1%	7%	-3%	-7%	-1%	-1%	0%	2%	0%	2%	4%	-1%	-7%	-2%	2%	1%	-1%	3%	-1%	-6%	2%	3%
Somewhat unfavorable	0%	1%	-2%	2%	0%	2%	0%	1%	-2%	2%	-1%	1%	1%	0%	-4%	-1%	-1%	7%	0%	2%	0%	3%	-1%	-2%	11%	0%	-2%	-1%	3%	3%	-2%	-8%	-1%	5%	1%
Very unfavorable	-2%	-1%	-2%	0%	-4%	-1%	-2%	-4%	1%	8%	-3%	-1%	-2%	2%	-1%	5%	7%	-7%	-5%	-3%	-6%	1%	0%	-1%	-14%	-2%	2%	1%	-6%	-3%	2%	8%	9%	-9%	-4%
No opinion	0%	0%	1%	0%	-1%	0%	-1%	1%	0%	-3%	0%	0%	3%	-1%	0%	-6%	-3%	0%	4%	-1%	2%	-1%	-1%	0%	-2%	3%	1%	-1%	1%	0%	0%	-1%	-2%	1%	0%
Never heard of	1%	3%	1%	1%	0%	0%	0%	2%	2%	0%	1%	1%	2%	0%	2%	0%	3%	2%	2%	0%	2%	0%	1%	0%	5%	2%	2%	0%	2%	2%	0%	5%	1%	0%	1%

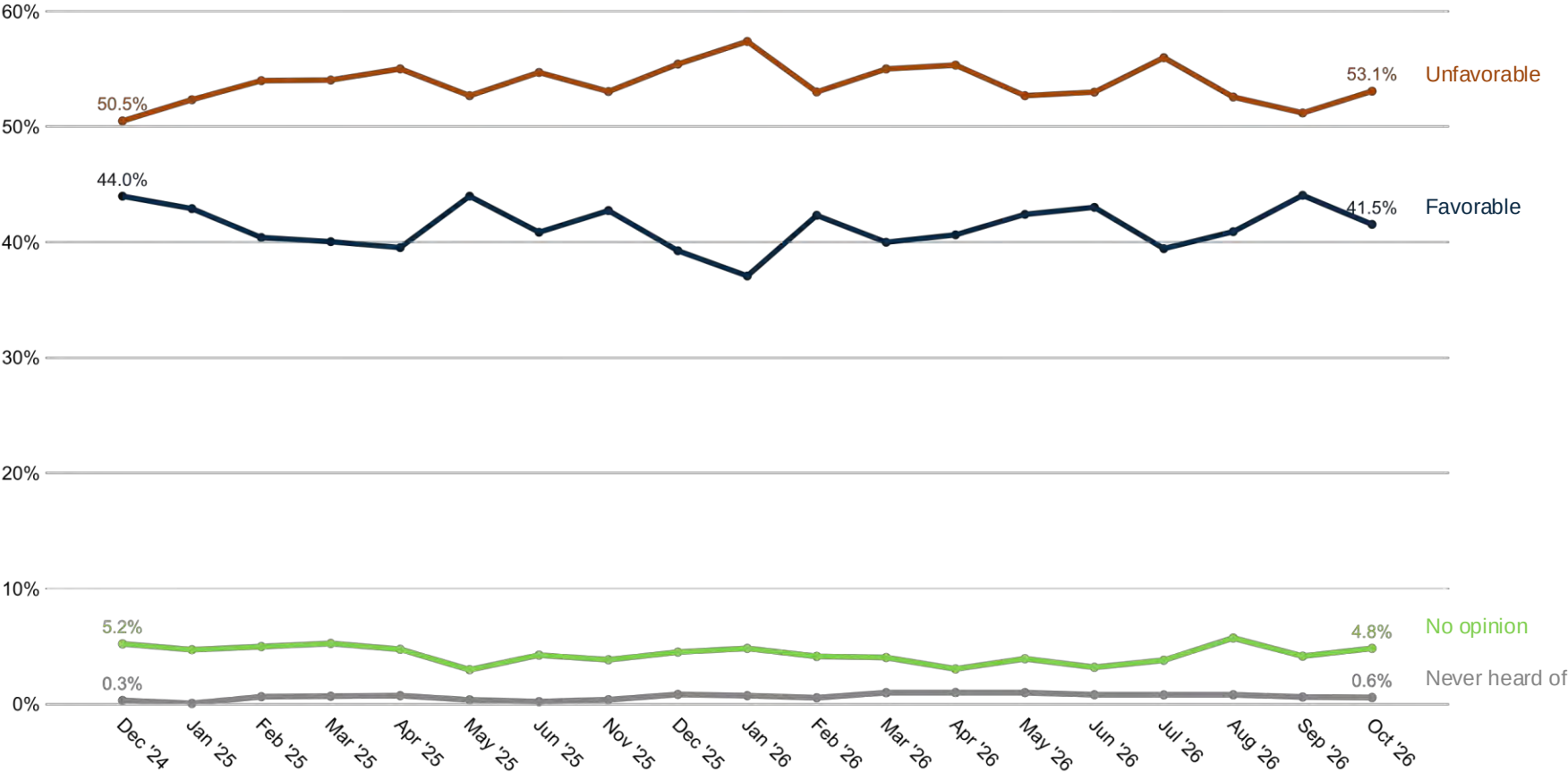
Image: Democrats in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	51%	47%	35%	31%	35%	31%	47%	52%	37%	33%	44%	53%	6%	5%	16%	43%	63%	81%	82%	49%	40%	36%	35%	67%	49%	43%	40%	43%	32%	7%	77%	60%	36%	46%	52%	43%	39%	39%
Unfavorable Total	53%	42%	47%	61%	66%	62%	65%	45%	43%	58%	60%	52%	41%	93%	87%	80%	50%	35%	16%	16%	43%	56%	61%	60%	26%	45%	51%	57%	50%	53%	89%	20%	26%	58%	50%	37%	50%	55%	58%
Very favorable	18%	21%	23%	11%	13%	10%	14%	24%	20%	17%	13%	18%	24%	3%	3%	5%	11%	16%	45%	33%	25%	15%	11%	13%	40%	24%	19%	15%	20%	9%	3%	32%	28%	16%	18%	24%	18%	17%	16%
Somewhat favorable	24%	29%	24%	24%	18%	25%	17%	23%	31%	20%	20%	27%	28%	3%	3%	11%	31%	47%	36%	49%	24%	25%	26%	22%	27%	25%	24%	25%	23%	23%	3%	44%	32%	20%	28%	28%	25%	22%	23%
Somewhat unfavorable	14%	17%	12%	18%	11%	17%	12%	17%	17%	11%	14%	16%	15%	7%	16%	15%	22%	29%	11%	12%	12%	14%	18%	14%	17%	10%	15%	16%	14%	24%	12%	14%	13%	13%	16%	14%	18%	12%	14%
Very unfavorable	39%	25%	35%	43%	55%	45%	53%	33%	26%	47%	46%	36%	26%	86%	72%	65%	28%	6%	5%	4%	31%	43%	43%	46%	10%	34%	37%	41%	36%	28%	77%	6%	14%	45%	34%	23%	32%	43%	43%
No opinion	5%	7%	5%	4%	3%	2%	4%	8%	4%	4%	7%	4%	5%	1%	6%	4%	7%	1%	3%	3%	8%	3%	3%	4%	6%	6%	4%	3%	6%	13%	4%	3%	13%	5%	3%	10%	6%	5%	3%
Never heard of	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	2%	0%	2%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	2%	1%	0%	0%	1%	1%	1%	1%	0%	0%

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

Trend: Democrats in Congress Image

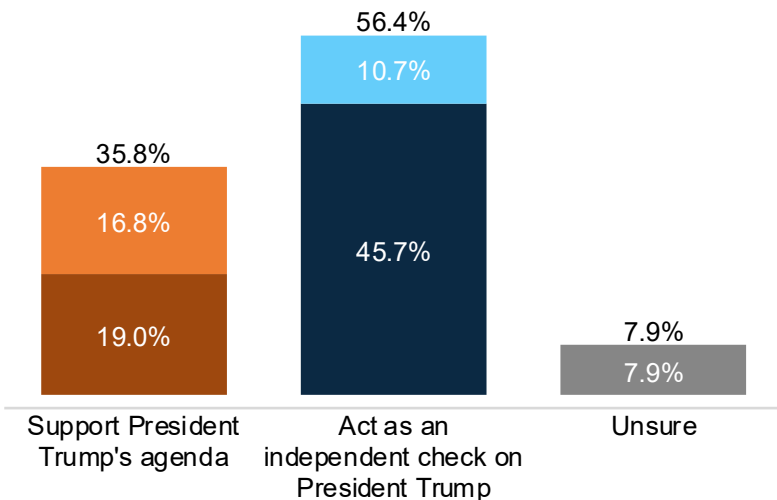


Percent Change: Democrats in Congress Image (Sep '26 to Oct '26)



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

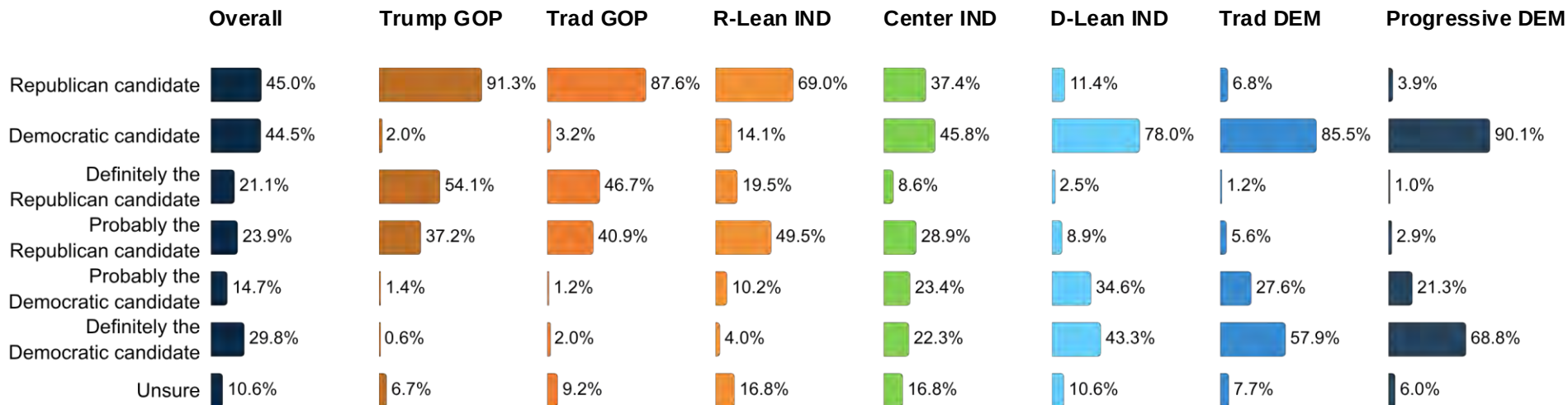
Role of Congressman Toward Trump



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4	
Support President Trump's agenda	36%	23%	34%	35%	53%	39%	49%	31%	26%	43%	43%	33%	22%	90%	70%	54%	15%	2%	5%	2%	30%	37%	39%	43%	15%	21%	35%	40%	32%	24%	74%	3%	25%	42%	29%	29%	29%	37%	39%
Act as an independent check on President Trump	56%	65%	59%	58%	42%	57%	44%	55%	70%	51%	49%	58%	68%	10%	25%	40%	75%	93%	80%	93%	58%	57%	58%	53%	62%	66%	56%	55%	58%	61%	20%	89%	57%	49%	66%	55%	61%	55%	56%
Definitely support President Trump's agenda	19%	12%	17%	16%	32%	21%	27%	17%	12%	20%	25%	18%	12%	63%	32%	18%	3%	1%	3%	1%	16%	22%	19%	22%	11%	15%	19%	21%	17%	5%	40%	2%	18%	21%	16%	14%	14%	20%	21%
Mostly support President Trump's agenda	17%	11%	17%	19%	21%	18%	22%	14%	14%	23%	18%	16%	10%	27%	38%	36%	12%	1%	2%	1%	14%	15%	21%	21%	4%	6%	16%	19%	15%	19%	34%	1%	6%	21%	13%	15%	15%	17%	18%
Mostly act as an independent check on President Trump	11%	12%	8%	16%	8%	12%	12%	11%	8%	10%	12%	9%	13%	6%	13%	18%	18%	7%	11%	7%	14%	9%	10%	11%	11%	11%	14%	12%	10%	25%	11%	9%	14%	11%	10%	11%	15%	12%	9%
Definitely act as an independent check on President Trump	46%	53%	51%	42%	34%	45%	32%	43%	62%	41%	37%	49%	55%	4%	12%	22%	56%	86%	69%	86%	44%	47%	48%	42%	51%	55%	42%	43%	49%	35%	8%	81%	43%	38%	56%	44%	46%	43%	47%
Unsure	8%	12%	7%	7%	5%	4%	7%	14%	4%	6%	7%	8%	10%	0%	5%	6%	10%	5%	15%	5%	12%	7%	3%	4%	23%	13%	9%	4%	10%	15%	6%	7%	18%	9%	5%	16%	10%	8%	5%

Are you voting to elect a member of Congress who supports President Trump's agenda or act as an independent check on President Trump?

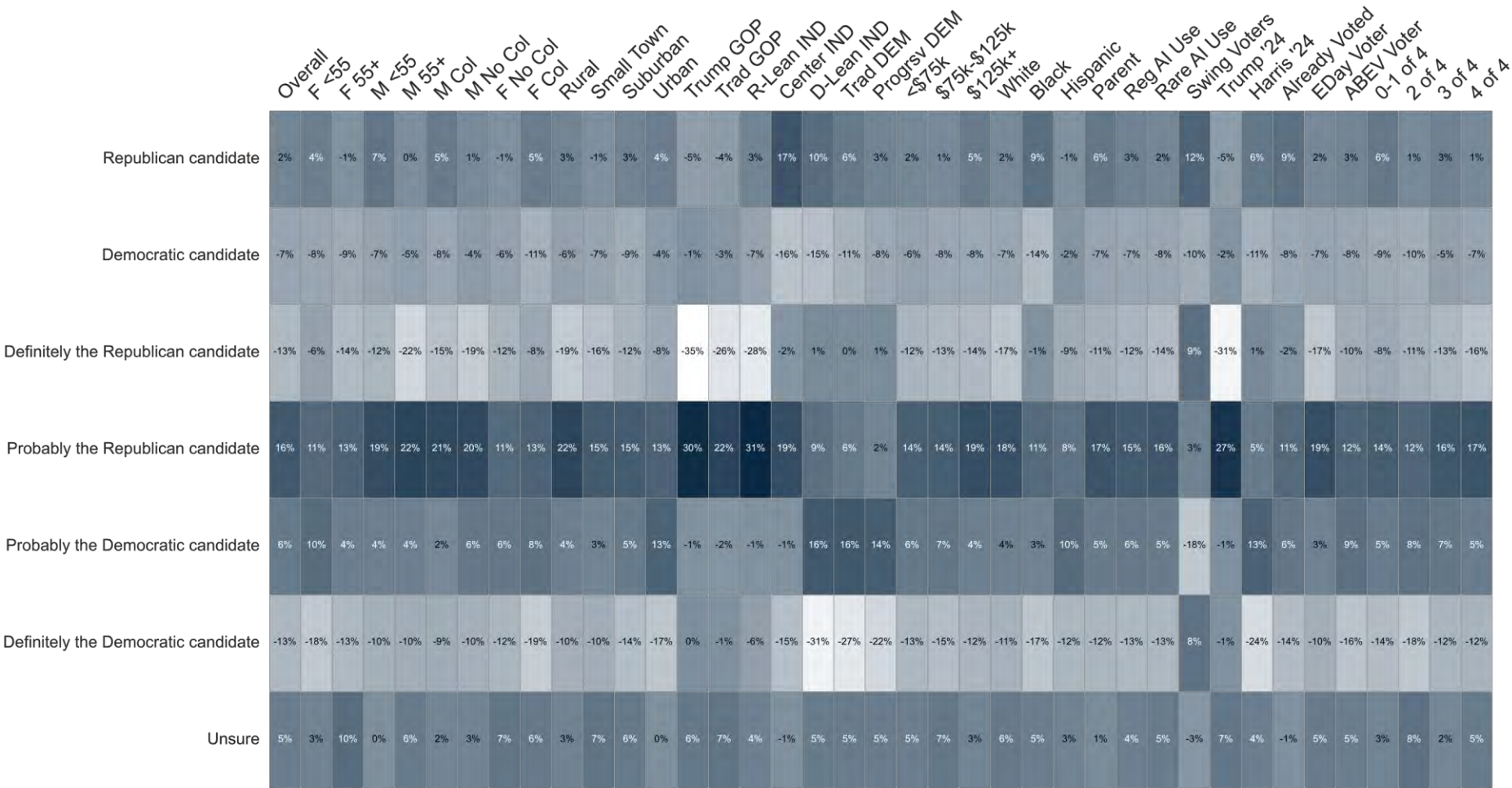
Effect of Republican Break from Trump



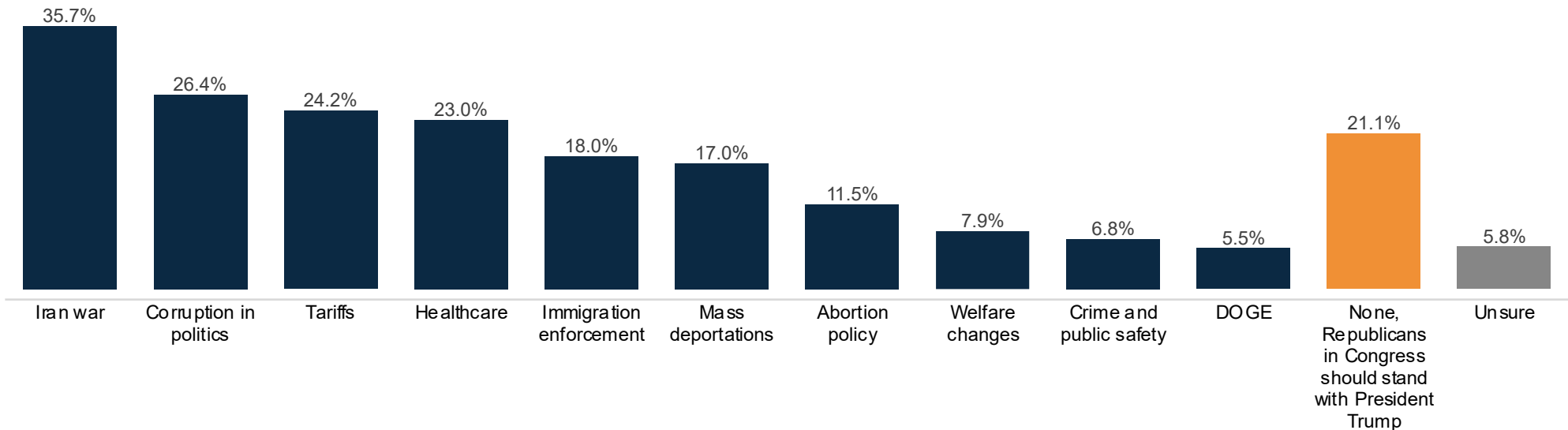
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	Q-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	45%	34%	42%	50%	58%	52%	55%	38%	37%	55%	53%	41%	33%	91%	88%	69%	37%	11%	7%	4%	38%	46%	51%	53%	21%	32%	47%	50%	41%	48%	86%	8%	34%	52%	37%	35%	42%	48%	47%
Democratic candidate	44%	57%	45%	43%	32%	40%	35%	49%	53%	36%	34%	48%	60%	2%	3%	14%	46%	78%	86%	90%	51%	41%	41%	36%	70%	60%	45%	41%	48%	30%	3%	84%	61%	36%	53%	55%	43%	42%	43%
Definitely the Republican candidate	21%	15%	20%	22%	29%	23%	28%	19%	15%	24%	26%	19%	15%	54%	47%	19%	9%	2%	1%	1%	17%	23%	23%	26%	7%	17%	20%	24%	19%	9%	44%	2%	13%	24%	19%	13%	18%	23%	24%
Probably the Republican candidate	24%	19%	22%	28%	28%	29%	27%	19%	22%	30%	26%	22%	18%	37%	41%	50%	29%	9%	6%	3%	21%	23%	28%	27%	14%	15%	27%	25%	23%	39%	42%	6%	21%	28%	19%	22%	24%	25%	24%
Probably the Democratic candidate	15%	21%	12%	17%	9%	11%	15%	15%	17%	11%	11%	16%	22%	1%	1%	10%	23%	35%	28%	21%	17%	15%	12%	11%	24%	18%	17%	15%	14%	21%	3%	25%	22%	13%	16%	23%	18%	14%	12%
Definitely the Democratic candidate	30%	36%	33%	26%	23%	29%	20%	34%	35%	25%	23%	32%	38%	1%	2%	4%	22%	43%	58%	69%	34%	27%	29%	25%	46%	42%	29%	27%	33%	8%	1%	59%	39%	23%	37%	32%	25%	28%	31%
Unsure	11%	9%	14%	8%	10%	9%	9%	13%	10%	9%	14%	11%	7%	7%	9%	17%	17%	11%	8%	6%	11%	13%	8%	11%	9%	8%	7%	9%	11%	23%	11%	8%	5%	12%	9%	10%	15%	9%	10%

If the Republican candidate for Congress in your district publicly disagreed with President Trump on a topic or issue, how would you vote in the race for U.S. Congress?

Percent Change: Generic Ballot to Effect of Republican Break from Trump



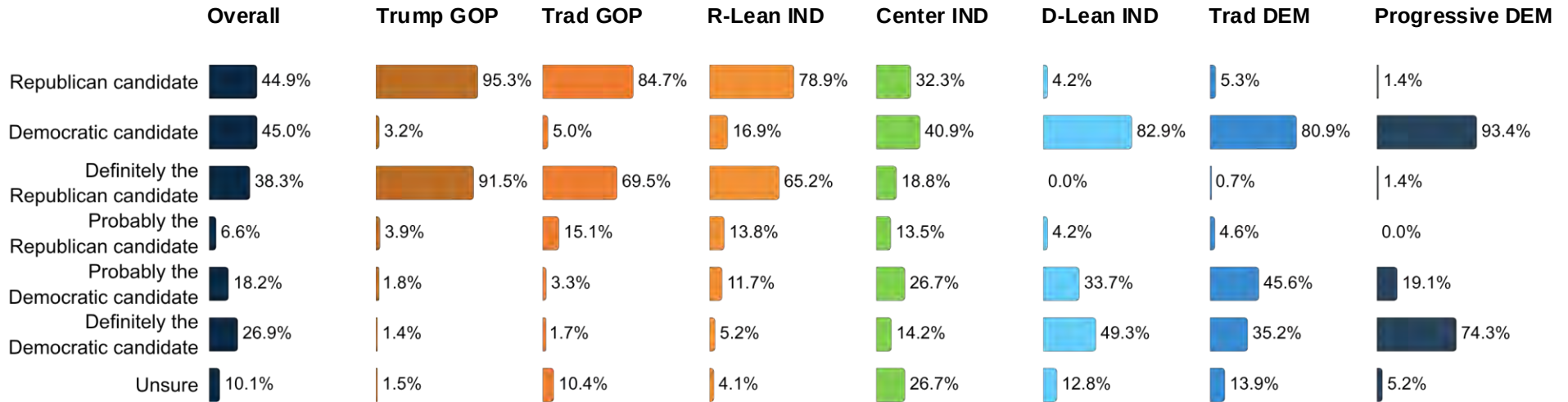
Where Republicans Should Break



	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	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Iran war	36%	31%	39%	42%	30%	43%	29%	28%	45%	33%	32%	38%	39%	10%	21%	31%	51%	60%	43%	53%	30%	39%	42%	34%	35%	35%	34%	36%	35%	42%	18%	50%	29%	32%	41%	33%	33%	34%	39%
Corruption in politics	26%	24%	30%	30%	21%	27%	25%	27%	27%	27%	24%	27%	27%	9%	15%	25%	35%	44%	34%	38%	24%	28%	28%	26%	23%	30%	24%	26%	27%	29%	14%	38%	23%	24%	30%	22%	29%	27%	27%
Tariffs	24%	21%	23%	31%	23%	32%	22%	19%	26%	21%	19%	27%	27%	9%	16%	24%	39%	30%	38%	26%	23%	24%	26%	24%	23%	17%	25%	28%	22%	28%	15%	32%	16%	23%	27%	23%	28%	24%	24%
Healthcare	23%	31%	25%	19%	15%	17%	17%	29%	27%	22%	21%	22%	30%	7%	15%	9%	28%	38%	28%	36%	30%	22%	17%	20%	40%	23%	26%	21%	25%	23%	11%	33%	23%	22%	25%	26%	30%	23%	20%
Immigration enforcement	18%	24%	16%	21%	11%	19%	13%	20%	20%	17%	18%	16%	23%	12%	9%	9%	19%	33%	23%	28%	19%	16%	19%	16%	19%	27%	21%	16%	19%	13%	11%	26%	30%	15%	20%	17%	23%	16%	17%
Mass deportations	17%	22%	18%	15%	11%	17%	10%	17%	23%	16%	17%	17%	18%	6%	6%	9%	18%	35%	24%	30%	15%	17%	19%	16%	14%	22%	18%	17%	18%	15%	7%	27%	6%	16%	19%	16%	18%	17%	17%
Abortion policy	11%	21%	10%	9%	6%	8%	7%	13%	17%	13%	8%	10%	18%	2%	10%	5%	10%	14%	15%	20%	12%	10%	12%	11%	14%	8%	14%	13%	11%	13%	5%	17%	12%	10%	14%	19%	15%	11%	9%
Welfare changes	8%	14%	5%	8%	4%	6%	6%	11%	9%	7%	8%	7%	11%	3%	8%	6%	10%	7%	10%	8%	12%	6%	5%	7%	14%	9%	12%	8%	8%	13%	5%	9%	18%	9%	6%	11%	13%	13%	4%
Crime and public safety	7%	10%	5%	9%	2%	4%	7%	10%	5%	5%	9%	7%	6%	6%	6%	4%	11%	0%	10%	7%	12%	4%	4%	5%	18%	8%	9%	7%	6%	11%	6%	7%	22%	6%	6%	13%	11%	6%	4%
DOGE	6%	7%	5%	6%	5%	7%	3%	6%	6%	4%	5%	5%	9%	3%	2%	7%	7%	6%	7%	8%	5%	5%	7%	5%	10%	4%	6%	7%	5%	7%	4%	6%	5%	5%	6%	4%	5%	6%	6%
None, Republicans in Congress should stand with...	21%	10%	21%	17%	37%	21%	34%	17%	14%	22%	29%	20%	11%	64%	35%	24%	8%	2%	3%	2%	18%	23%	21%	26%	8%	13%	16%	23%	20%	8%	43%	3%	17%	25%	17%	12%	14%	22%	26%
Unsure	6%	6%	7%	4%	6%	5%	5%	8%	4%	7%	4%	7%	5%	5%	10%	11%	4%	1%	2%	2%	5%	7%	5%	5%	4%	8%	5%	5%	6%	8%	9%	2%	4%	7%	5%	7%	4%	6%	6%

Which issues would you most want a Republican running for U.S. Congress to break with President Trump on? Select up to three.

Effect of Socialist Support by a Democrat



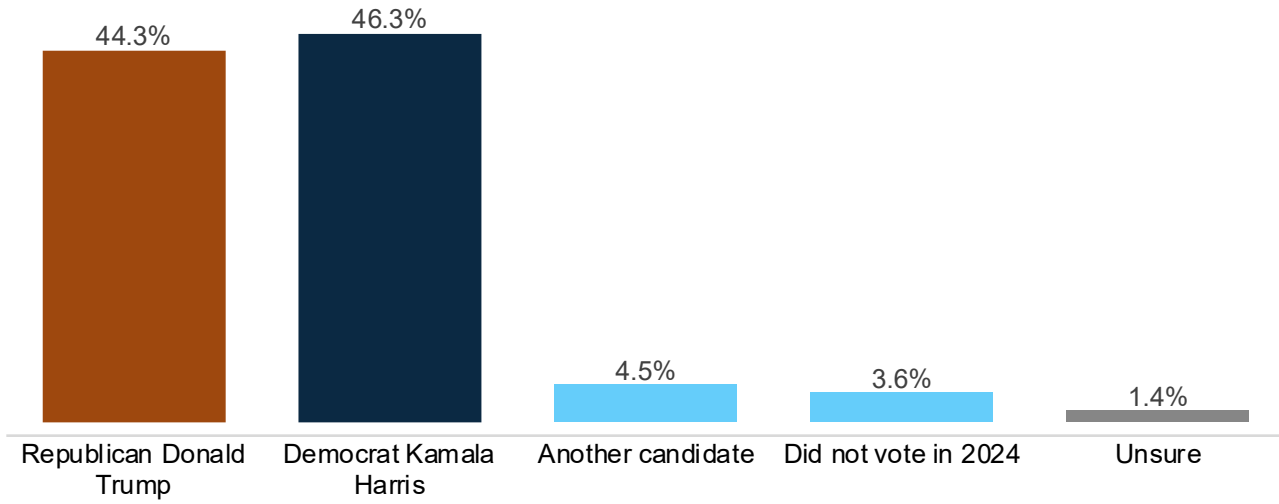
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	45%	29%	43%	49%	61%	52%	59%	37%	35%	54%	54%	41%	32%	94%	89%	79%	32%	4%	4%	2%	36%	49%	50%	55%	12%	34%	44%	49%	41%	48%	91%	4%	27%	54%	36%	30%	40%	49%	49%
Democratic candidate	45%	58%	45%	43%	32%	41%	33%	50%	54%	37%	36%	49%	57%	4%	4%	17%	41%	83%	80%	93%	53%	40%	42%	38%	73%	56%	48%	42%	48%	31%	4%	85%	67%	36%	54%	58%	46%	40%	43%
Definitely the Republican candidate	38%	23%	39%	38%	56%	45%	49%	32%	30%	46%	46%	35%	26%	87%	80%	65%	19%	0%	1%	1%	28%	43%	44%	47%	8%	29%	36%	42%	35%	29%	81%	2%	21%	46%	31%	22%	30%	43%	44%
Probably the Republican candidate	7%	6%	4%	11%	6%	7%	9%	5%	5%	7%	8%	6%	6%	7%	9%	14%	14%	4%	3%	1%	8%	6%	6%	8%	5%	4%	8%	7%	6%	19%	10%	2%	6%	8%	5%	8%	10%	6%	6%
Probably the Democratic candidate	18%	21%	18%	20%	13%	18%	16%	17%	23%	14%	15%	20%	22%	3%	2%	12%	27%	34%	37%	26%	19%	16%	18%	15%	28%	23%	21%	19%	17%	22%	3%	31%	30%	14%	22%	26%	20%	17%	16%
Definitely the Democratic candidate	27%	37%	27%	23%	19%	24%	18%	34%	31%	22%	21%	29%	35%	1%	2%	5%	14%	49%	43%	67%	34%	24%	24%	23%	46%	32%	27%	23%	30%	9%	1%	53%	37%	21%	32%	32%	26%	24%	27%
Unsure	10%	13%	12%	8%	7%	6%	8%	13%	12%	10%	10%	10%	11%	2%	7%	4%	27%	13%	16%	5%	11%	11%	8%	8%	14%	11%	8%	9%	11%	21%	5%	11%	6%	11%	10%	13%	14%	11%	8%

If the Democratic candidate for Congress in your district was supportive of socialist policies, how would you vote in the race for U.S. Congress?

Percent Change: Generic Ballot to Effect of Socialist Support by a 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	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rate AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	2%	0%	0%	7%	4%	6%	5%	-2%	2%	2%	1%	3%	3%	-2%	-3%	13%	12%	3%	4%	1%	0%	4%	4%	3%	1%	1%	3%	3%	2%	13%	1%	2%	2%	3%	2%	1%	0%	4%	3%
Democratic candidate	-7%	-6%	-8%	-6%	-5%	-6%	-6%	-5%	-10%	-6%	-5%	-8%	-7%	0%	-2%	-4%	-21%	-10%	-17%	-5%	-4%	-9%	-7%	-6%	-11%	-6%	-5%	-6%	-7%	-8%	-1%	-10%	-2%	-7%	-7%	-6%	-6%	-7%	-7%
Definitely the Republican candidate	4%	1%	5%	4%	4%	7%	2%	0%	6%	4%	4%	4%	3%	-1%	7%	18%	8%	-2%	0%	1%	-1%	7%	7%	4%	-1%	3%	4%	6%	2%	29%	6%	1%	5%	5%	3%	1%	2%	7%	4%
Probably the Republican candidate	-1%	-2%	-5%	2%	-1%	-1%	3%	-3%	-4%	-2%	-3%	-1%	0%	-1%	-10%	-5%	4%	4%	3%	1%	1%	-3%	-3%	-1%	1%	-2%	-1%	-3%	0%	-16%	-5%	2%	-4%	-2%	-1%	0%	-2%	-3%	-1%
Probably the Democratic candidate	9%	10%	11%	7%	9%	9%	7%	8%	14%	8%	7%	10%	13%	1%	-1%	1%	2%	15%	26%	19%	8%	9%	10%	7%	7%	15%	10%	10%	8%	-17%	0%	19%	14%	5%	14%	8%	10%	10%	9%
Definitely the Democratic candidate	-16%	-16%	-19%	-13%	-14%	-15%	-13%	-12%	-23%	-13%	-12%	-17%	-20%	0%	0%	-4%	-23%	-25%	-42%	-24%	-13%	-17%	-18%	-13%	-18%	-22%	-14%	-17%	-15%	9%	-1%	-30%	-16%	-12%	-21%	-14%	-17%	-17%	-16%
Unsure	4%	7%	8%	-1%	2%	0%	1%	7%	8%	4%	4%	5%	4%	2%	5%	-9%	9%	8%	13%	4%	5%	4%	3%	3%	10%	5%	1%	3%	5%	-5%	1%	8%	0%	4%	5%	5%	7%	4%	4%

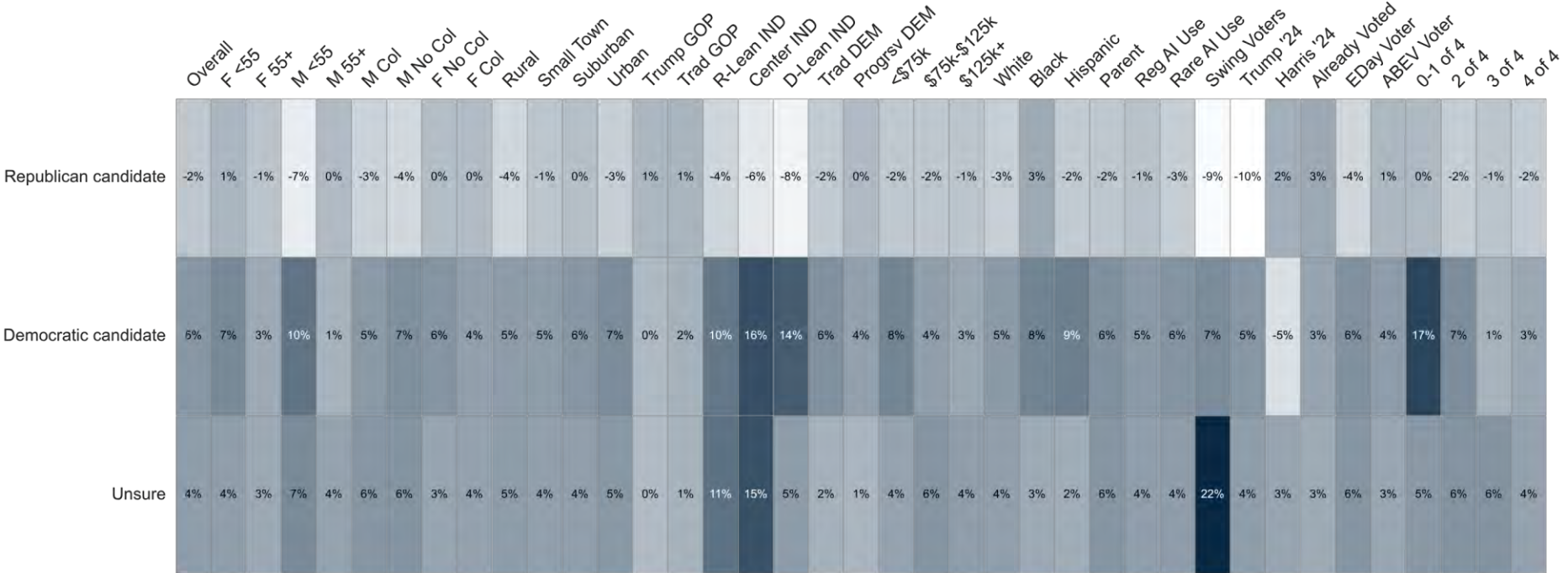
2024 Retro Ballot



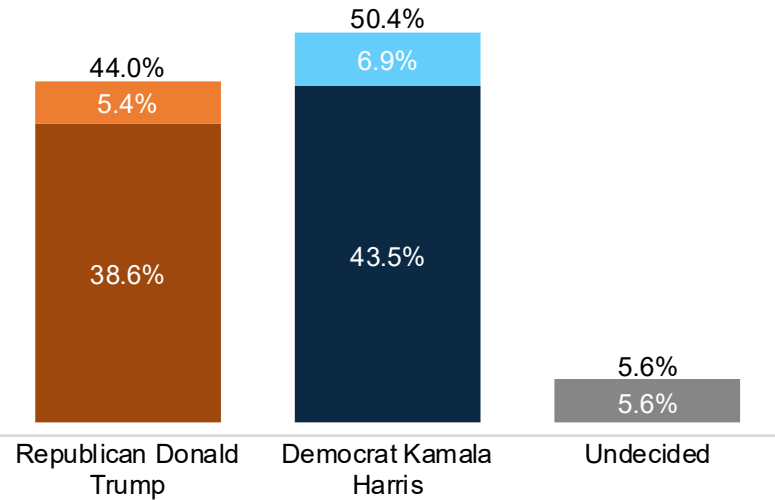
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	44%	28%	44%	50%	58%	50%	58%	39%	33%	56%	54%	38%	32%	96%	91%	70%	27%	10%	3%	1%	38%	46%	47%	54%	9%	35%	42%	47%	42%	45%	23%	55%	34%	29%	43%	46%	48%
Democrat Kamala Harris	46%	57%	51%	39%	36%	42%	33%	49%	59%	38%	36%	52%	57%	3%	5%	11%	46%	79%	90%	94%	50%	45%	46%	39%	76%	53%	46%	44%	49%	32%	65%	36%	57%	46%	45%	46%	47%
Another candidate	5%	6%	3%	6%	4%	5%	4%	4%	4%	4%	4%	5%	4%	1%	2%	10%	16%	7%	2%	2%	5%	6%	4%	4%	8%	3%	7%	4%	5%	13%	6%	3%	6%	5%	7%	4%	4%
Did not vote in 2024	4%	7%	1%	5%	1%	2%	4%	5%	3%	2%	3%	4%	5%	1%	2%	7%	9%	3%	4%	3%	5%	3%	2%	2%	5%	6%	4%	4%	3%	6%	3%	5%	2%	18%	3%	1%	0%
Unsure	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	0%	1%	2%	2%	1%	1%	0%	2%	1%	1%	1%	2%	3%	1%	1%	1%	4%	3%	1%	1%	2%	1%	2%	1%	

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

Percent Change: 2024 Retro Ballot to Generic Ballot



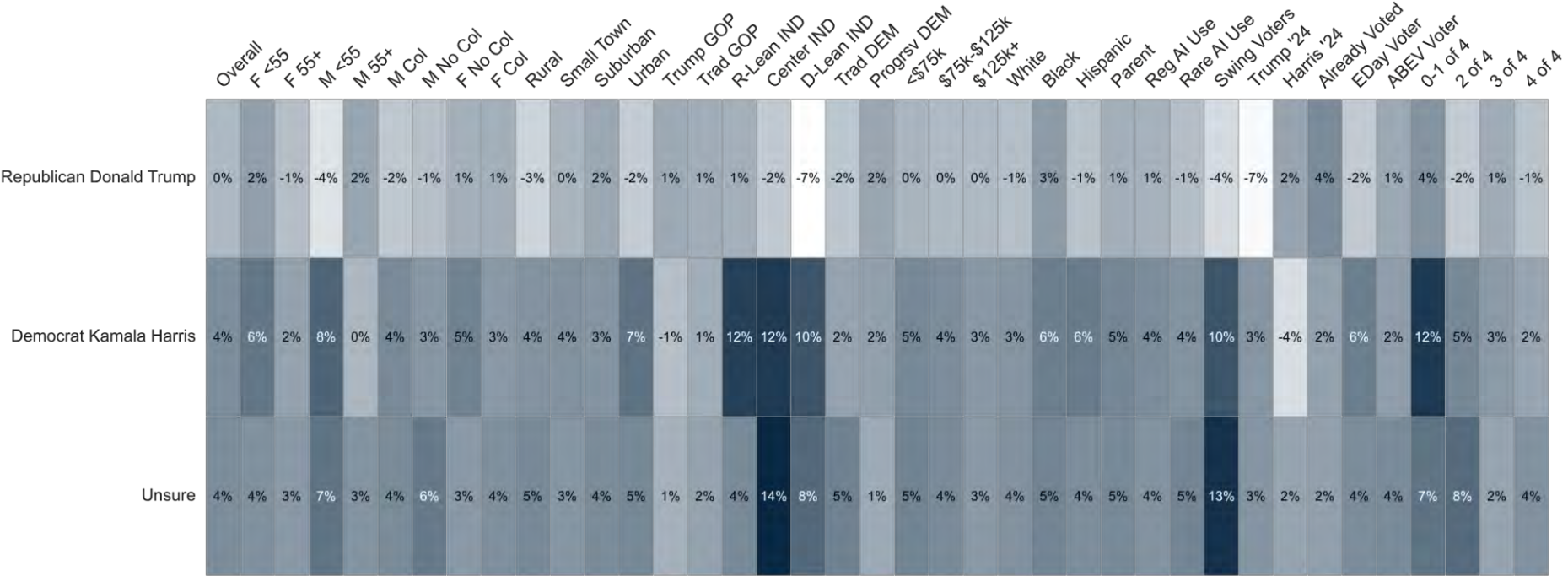
2024 Presidential Ballot Re-Ask



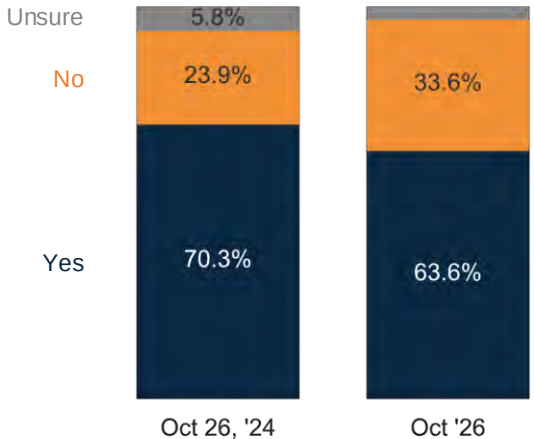
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	44%	31%	43%	45%	59%	48%	57%	40%	33%	53%	55%	40%	30%	97%	92%	71%	25%	2%	1%	2%	38%	46%	47%	53%	12%	33%	43%	48%	41%	41%	93%	2%	27%	53%	35%	32%	41%	47%	47%
Democrat Kamala Harris	50%	63%	53%	47%	36%	47%	36%	55%	62%	41%	40%	55%	64%	2%	5%	23%	58%	89%	92%	96%	54%	49%	49%	42%	81%	59%	51%	48%	53%	42%	3%	96%	67%	42%	59%	59%	50%	49%	49%
Definitely Republican Donald Trump	39%	24%	38%	37%	57%	44%	51%	35%	27%	46%	48%	35%	25%	94%	79%	62%	17%	2%	1%	1%	32%	41%	41%	48%	7%	28%	34%	40%	38%	25%	84%	1%	22%	46%	31%	21%	33%	41%	44%
Probably Republican Donald Trump	5%	7%	5%	8%	2%	4%	6%	5%	6%	7%	7%	4%	5%	3%	13%	9%	8%	1%	0%	2%	6%	5%	6%	6%	5%	6%	9%	8%	4%	16%	10%	0%	5%	7%	4%	11%	8%	6%	3%
Definitely Democrat Kamala Harris	43%	55%	48%	36%	33%	40%	29%	47%	57%	36%	32%	48%	56%	2%	4%	14%	38%	83%	83%	89%	45%	42%	45%	38%	66%	47%	42%	40%	47%	25%	2%	87%	46%	35%	53%	44%	43%	41%	44%
Probably Democrat Kamala Harris	7%	8%	5%	11%	3%	7%	7%	8%	5%	5%	8%	7%	7%	1%	2%	9%	21%	6%	9%	7%	9%	7%	4%	4%	15%	12%	9%	8%	6%	16%	1%	9%	21%	7%	6%	15%	7%	8%	4%
Undecided	6%	6%	4%	8%	5%	5%	7%	5%	5%	6%	5%	6%	6%	1%	3%	7%	16%	8%	6%	1%	8%	5%	4%	5%	7%	7%	6%	4%	6%	17%	3%	2%	6%	5%	6%	9%	9%	3%	4%

If you got to vote again in the 2024 general election for President, knowing what you know today, who would you vote for?

Percent Change: 2024 Retro Ballot to 2024 Presidential Ballot Re-Ask



Vote Difference Country



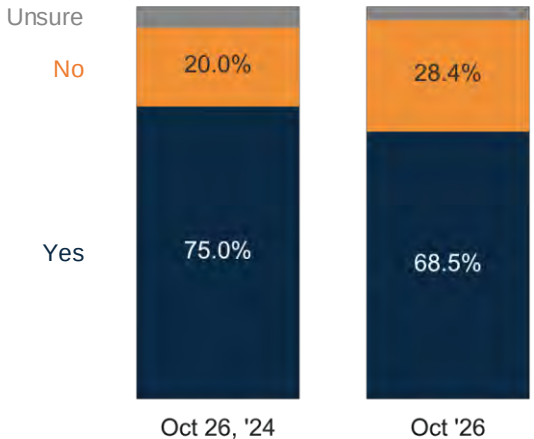
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	64%	56%	71%	50%	77%	61%	65%	68%	60%	63%	66%	64%	60%	77%	64%	56%	47%	55%	65%	71%	66%	64%	60%	65%	65%	63%	59%	60%	66%	50%	65%	66%	73%	61%	65%	59%	55%	62%	68%
No Total	34%	40%	25%	49%	22%	37%	33%	27%	38%	34%	31%	34%	37%	21%	33%	41%	50%	42%	34%	28%	30%	33%	38%	32%	31%	34%	38%	38%	31%	44%	32%	33%	22%	36%	32%	36%	41%	36%	30%
Yes, a big difference	26%	20%	33%	19%	32%	23%	28%	31%	22%	24%	27%	26%	27%	46%	25%	14%	19%	10%	29%	25%	28%	24%	25%	24%	33%	32%	26%	26%	26%	16%	29%	24%	39%	26%	25%	23%	25%	26%	28%
Yes, some difference	37%	36%	38%	31%	44%	38%	37%	37%	38%	38%	39%	38%	33%	31%	39%	42%	28%	44%	36%	46%	38%	40%	36%	41%	32%	32%	33%	34%	40%	34%	36%	41%	34%	35%	41%	35%	31%	37%	40%
No, not much difference	23%	24%	19%	33%	16%	27%	21%	17%	26%	22%	23%	21%	28%	13%	22%	25%	33%	31%	24%	19%	20%	22%	26%	23%	19%	22%	26%	26%	21%	31%	20%	24%	13%	23%	23%	20%	27%	24%	22%
No, no difference at all	11%	16%	6%	16%	6%	10%	12%	10%	11%	12%	8%	13%	10%	8%	11%	16%	17%	12%	10%	8%	10%	11%	12%	10%	12%	12%	12%	12%	10%	13%	12%	9%	10%	13%	8%	15%	14%	12%	8%
Unsure	3%	4%	4%	2%	2%	1%	2%	5%	3%	3%	4%	3%	2%	2%	3%	3%	3%	2%	1%	4%	2%	2%	3%	4%	3%	3%	2%	3%	6%	3%	2%	4%	3%	3%	6%	4%	2%	2%	

Do you feel that your vote makes a difference in the country as a whole?

Percent Change: Vote Difference Country (Oct '24 to Oct '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	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	-7%	-9%	-9%	-14%	2%	-7%	-3%	-7%	-9%	-8%	-7%	-9%	-8%	-5%	-6%	-4%	-19%	-12%	-10%	0%	-7%	-3%	-4%
No Total	10%	12%	10%	19%	0%	10%	8%	9%	10%	11%	9%	12%	8%	9%	10%	6%	21%	13%	14%	11%	7%	4%	7%
Yes, a big difference	-17%	-18%	-24%	-17%	-13%	-15%	-13%	-17%	-23%	-20%	-16%	-17%	-18%	-20%	-15%	-18%	-26%	-15%	-10%	-17%	-8%	-8%	-18%
Yes, some difference	11%	9%	14%	3%	16%	8%	10%	10%	14%	12%	10%	8%	10%	14%	9%	14%	7%	3%	0%	16%	1%	4%	14%
No, not much difference	6%	5%	8%	15%	-1%	11%	3%	4%	6%	7%	4%	11%	6%	5%	7%	4%	12%	7%	14%	2%	7%	5%	6%
No, no difference at all	3%	8%	2%	4%	1%	-1%	5%	5%	4%	5%	5%	1%	2%	4%	4%	2%	8%	6%	0%	9%	0%	-1%	2%
Unsure	-3%	-3%	0%	-5%	-2%	-3%	-5%	-2%	-1%	-4%	-3%	-3%	-1%	-4%	-5%	-3%	-2%	-1%	-5%	-10%	-1%	-1%	-3%

Vote Difference Community



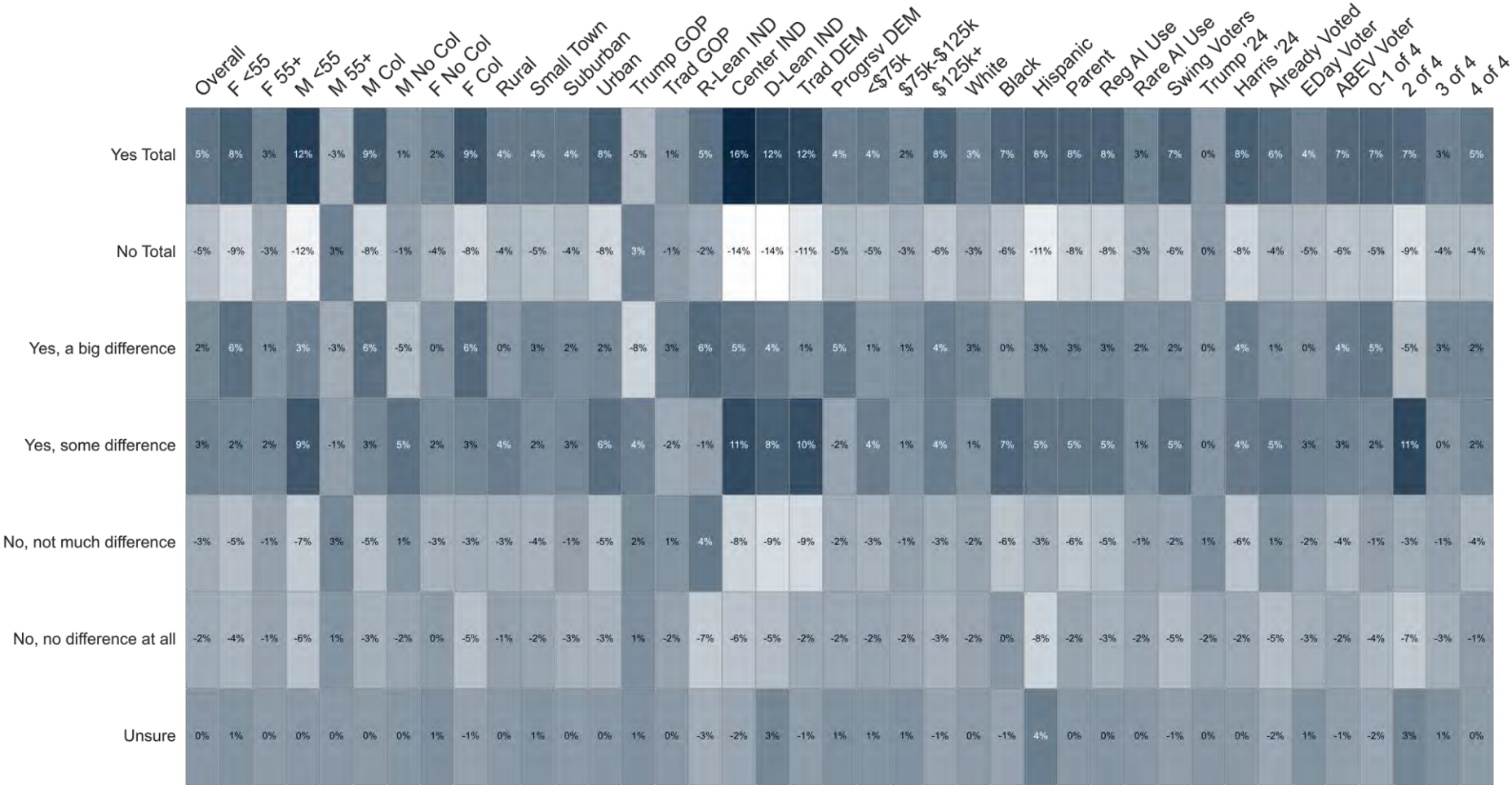
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	69%	64%	74%	62%	73%	70%	66%	70%	69%	67%	70%	68%	69%	72%	65%	61%	63%	66%	76%	75%	70%	66%	68%	68%	72%	71%	67%	68%	69%	58%	65%	74%	80%	65%	72%	66%	62%	65%	72%
No Total	28%	31%	22%	36%	25%	29%	32%	24%	30%	30%	25%	29%	29%	24%	32%	39%	36%	28%	23%	23%	25%	30%	32%	29%	26%	22%	30%	30%	27%	38%	32%	25%	18%	32%	26%	30%	31%	32%	26%
Yes, a big difference	28%	25%	34%	22%	30%	29%	23%	31%	28%	24%	30%	28%	30%	38%	28%	21%	24%	14%	30%	30%	29%	25%	29%	27%	32%	34%	29%	29%	28%	18%	29%	28%	40%	26%	28%	28%	20%	28%	30%
Yes, some difference	41%	39%	40%	40%	44%	41%	43%	39%	40%	42%	41%	40%	39%	34%	37%	40%	39%	52%	47%	44%	42%	41%	39%	42%	39%	36%	38%	39%	42%	40%	36%	45%	39%	38%	44%	38%	42%	37%	42%
No, not much difference	20%	19%	18%	26%	18%	22%	22%	14%	24%	19%	19%	20%	23%	15%	23%	30%	25%	21%	15%	17%	16%	21%	24%	21%	13%	18%	20%	21%	19%	29%	22%	18%	13%	22%	19%	19%	24%	22%	18%
No, no difference at all	8%	12%	4%	10%	7%	7%	10%	10%	6%	11%	6%	9%	6%	9%	9%	9%	11%	7%	7%	6%	8%	9%	8%	8%	13%	4%	11%	9%	8%	8%	10%	7%	5%	10%	7%	11%	7%	9%	8%
Unsure	3%	5%	4%	2%	2%	1%	2%	6%	2%	3%	4%	2%	2%	4%	3%	0%	2%	6%	1%	2%	5%	4%	0%	3%	2%	7%	3%	2%	3%	5%	3%	2%	2%	4%	2%	4%	7%	3%	2%

Do you feel that your vote makes a difference specifically in your community?

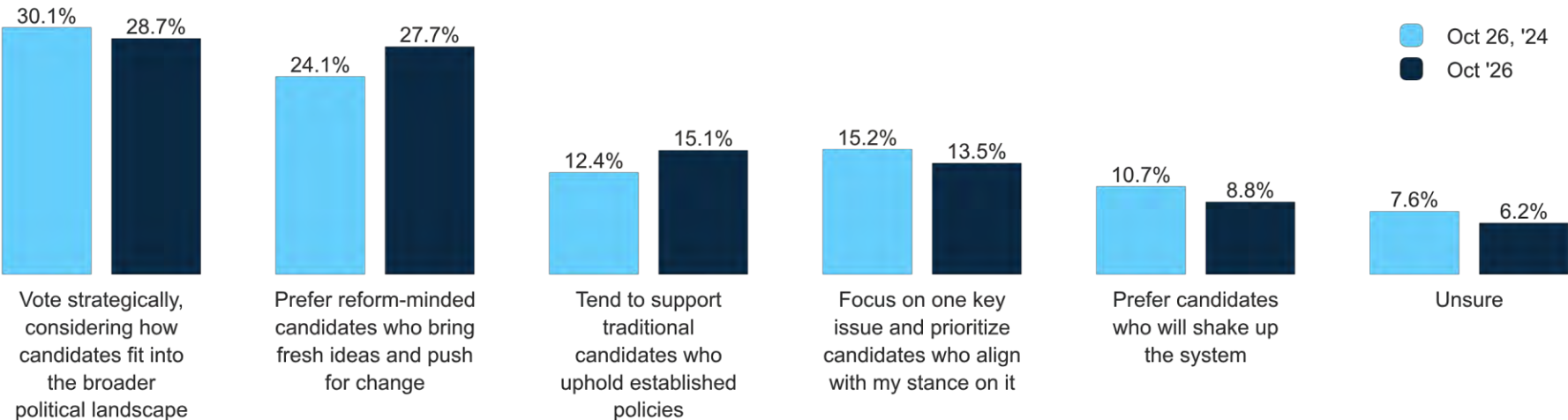
Percent Change: Vote Difference Community (Oct '24 to Oct '26)

	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	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	-6%	-9%	-4%	-8%	-7%	-4%	-9%	-6%	-6%	-8%	-7%	-6%	-5%	-11%	-5%	-6%	-13%	-7%	-7%	-4%	-2%	1%	-5%
No Total	8%	10%	5%	12%	9%	8%	12%	5%	9%	10%	9%	9%	5%	12%	10%	8%	17%	6%	12%	10%	-3%	1%	8%
Yes, a big difference	-17%	-15%	-24%	-14%	-20%	-13%	-19%	-16%	-20%	-26%	-15%	-14%	-16%	-21%	-17%	-17%	-26%	-14%	-11%	-11%	-18%	-3%	-21%
Yes, some difference	11%	5%	20%	6%	14%	9%	10%	11%	14%	17%	9%	8%	11%	10%	13%	12%	12%	7%	5%	7%	16%	4%	16%
No, not much difference	6%	4%	4%	10%	6%	9%	7%	0%	8%	5%	5%	9%	2%	9%	8%	6%	5%	6%	11%	3%	1%	2%	5%
No, no difference at all	3%	6%	0%	3%	3%	-1%	6%	4%	1%	5%	4%	0%	4%	3%	2%	1%	11%	1%	1%	7%	-3%	-1%	3%
Unsure	-2%	-1%	-1%	-4%	-3%	-4%	-3%	1%	-2%	-2%	-2%	-3%	0%	-1%	-5%	-2%	-3%	0%	-5%	-6%	5%	-2%	-3%

Percent Change: Vote Difference Country to Vote Difference Community



Voting Style



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4	
Vote strategically, considering how candidates fit into the broader political landscape	29%	28%	27%	31%	30%	38%	23%	21%	35%	29%	28%	29%	30%	30%	26%	41%	37%	29%	25%	27%	23%	32%	33%	31%	26%	18%	32%	32%	27%	31%	29%	28%	20%	28%	30%	23%	29%	27%	31%
Prefer reform-minded candidates who bring fresh ideas and push for change	28%	30%	28%	27%	26%	25%	28%	28%	30%	30%	26%	26%	31%	11%	15%	20%	28%	54%	32%	44%	28%	28%	29%	26%	30%	32%	26%	27%	29%	26%	15%	41%	27%	26%	29%	28%	27%	26%	29%
Tend to support traditional candidates who uphold established policies	15%	11%	21%	8%	20%	11%	17%	20%	12%	16%	18%	14%	12%	21%	29%	10%	7%	4%	17%	7%	17%	15%	12%	16%	12%	16%	11%	12%	17%	11%	22%	9%	17%	16%	13%	9%	17%	14%	16%
Focus on one key issue and prioritize candidates who align with my stance on it	14%	17%	9%	18%	11%	15%	14%	11%	14%	10%	13%	16%	13%	12%	17%	12%	14%	6%	16%	13%	15%	13%	13%	12%	18%	18%	16%	14%	13%	14%	14%	12%	12%	14%	14%	22%	12%	16%	11%
Prefer candidates who will shake up the system	9%	10%	7%	10%	9%	8%	11%	11%	5%	8%	9%	10%	7%	16%	6%	12%	10%	5%	5%	8%	10%	6%	8%	9%	9%	7%	10%	10%	8%	10%	11%	7%	19%	9%	8%	9%	6%	10%	9%
Unsure	6%	4%	8%	7%	5%	4%	7%	9%	4%	8%	6%	5%	7%	10%	7%	5%	4%	3%	5%	2%	7%	6%	5%	6%	5%	8%	5%	5%	7%	9%	8%	3%	6%	7%	6%	9%	9%	7%	4%

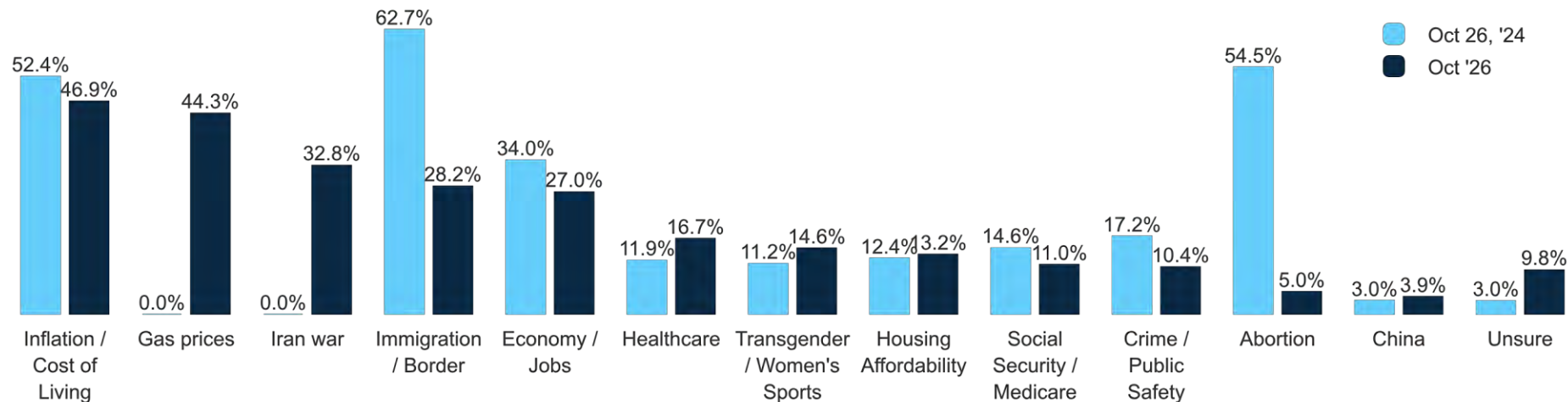
Which of the following best describes your voting style as it relates to the type of candidate?

Percent Change: Voting Style (Oct '24 to Oct '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	0-1 of 4	2 of 4	3 of 4	4 of 4
Vote strategically, considering how candidates fit into the broader political landscape	-1%	1%	-3%	-3%	-1%	-4%	-3%	-1%	0%	1%	-2%	-1%	-4%	2%	-1%	-1%	6%	-16%	7%	-8%	3%	-6%	-3%
Prefer reform-minded candidates who bring fresh ideas and push for change	4%	5%	0%	5%	5%	3%	7%	2%	3%	6%	2%	7%	2%	6%	6%	4%	-1%	4%	4%	-3%	-6%	4%	3%
Tend to support traditional candidates who uphold established policies	3%	4%	5%	-4%	4%	0%	1%	8%	1%	1%	2%	2%	3%	3%	2%	3%	-5%	8%	-2%	1%	4%	6%	4%
Focus on one key issue and prioritize candidates who align with my stance on it	-2%	-3%	-3%	2%	-1%	5%	-3%	-6%	0%	-5%	1%	-5%	-1%	-4%	0%	-3%	2%	2%	-2%	5%	-4%	2%	0%
Prefer candidates who will shake up the system	-2%	0%	-1%	-1%	-6%	-3%	-4%	2%	-4%	-3%	-2%	-2%	2%	-6%	-4%	-3%	2%	3%	-1%	2%	-1%	-6%	-3%
Unsure	-1%	-7%	2%	0%	-1%	-1%	1%	-4%	0%	0%	-2%	-2%	-2%	0%	-2%	0%	-3%	-1%	-5%	3%	3%	-1%	-1%

Election Ad Topics Recall



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation / Cost of Living	47%	41%	56%	44%	46%	51%	39%	47%	51%	49%	48%	48%	42%	43%	42%	43%	54%	60%	47%	50%	44%	50%	47%	48%	44%	37%	44%	49%	46%	51%	42%	51%	43%	45%	49%	41%	40%	49%	50%
Gas prices	44%	40%	48%	38%	51%	42%	47%	46%	42%	49%	44%	45%	37%	42%	49%	42%	50%	39%	47%	41%	43%	43%	45%	46%	34%	42%	45%	40%	48%	45%	45%	45%	46%	45%	44%	35%	43%	47%	46%
Iran war	33%	24%	33%	35%	41%	36%	40%	28%	29%	33%	32%	33%	34%	37%	31%	32%	35%	30%	30%	33%	29%	37%	33%	34%	28%	31%	27%	31%	34%	32%	32%	34%	25%	35%	31%	23%	31%	34%	36%
Immigration / Border	28%	34%	22%	30%	28%	30%	27%	24%	32%	21%	29%	28%	35%	33%	28%	21%	27%	30%	25%	31%	27%	28%	32%	26%	25%	39%	29%	28%	28%	24%	30%	27%	23%	31%	26%	27%	29%	30%	28%
Economy / Jobs	27%	27%	24%	32%	25%	35%	22%	25%	27%	23%	28%	27%	29%	23%	28%	26%	31%	27%	28%	30%	26%	30%	28%	27%	26%	35%	28%	30%	25%	27%	25%	28%	30%	24%	30%	28%	30%	20%	28%
Healthcare	17%	21%	21%	12%	11%	11%	11%	23%	19%	18%	16%	17%	14%	12%	17%	13%	14%	13%	21%	21%	21%	14%	13%	16%	26%	14%	20%	16%	17%	15%	13%	20%	14%	17%	17%	16%	21%	16%	16%
Transgender / Women's Sports	15%	16%	12%	14%	17%	14%	17%	12%	16%	14%	17%	13%	15%	20%	17%	17%	14%	17%	11%	12%	14%	17%	14%	16%	16%	11%	15%	15%	14%	14%	18%	12%	9%	16%	14%	16%	13%	17%	14%
Housing Affordability	13%	13%	12%	16%	13%	19%	10%	13%	11%	15%	11%	13%	16%	16%	13%	13%	12%	13%	12%	12%	13%	15%	12%	16%	15%	14%	15%	12%	13%	14%	13%	18%	12%	14%	15%	11%	13%	14%	
Social Security / Medicare	11%	10%	14%	7%	12%	7%	12%	14%	10%	11%	13%	11%	9%	10%	11%	4%	8%	6%	13%	15%	16%	9%	6%	10%	15%	10%	8%	8%	13%	13%	9%	14%	19%	10%	11%	11%	14%	8%	11%
Crime / Public Safety	10%	10%	12%	10%	9%	10%	10%	12%	10%	10%	10%	11%	12%	15%	11%	11%	8%	4%	9%	11%	10%	10%	10%	17%	8%	9%	10%	10%	9%	11%	9%	8%	11%	10%	12%	10%	11%	10%	
Abortion	5%	8%	4%	6%	2%	3%	5%	5%	7%	5%	4%	6%	5%	2%	7%	1%	4%	3%	6%	5%	6%	5%	5%	6%	5%	7%	6%	5%	5%	4%	6%	7%	6%	4%	7%	3%	7%	4%	
China	4%	2%	5%	4%	6%	5%	5%	4%	3%	4%	5%	4%	3%	7%	5%	2%	2%	3%	4%	3%	5%	4%	2%	4%	4%	2%	3%	2%	5%	3%	5%	3%	0%	4%	4%	3%	4%	3%	4%
Unsure	10%	10%	8%	11%	10%	9%	12%	10%	9%	11%	10%	9%	10%	10%	9%	17%	9%	13%	6%	6%	8%	9%	13%	11%	6%	10%	9%	11%	9%	10%	12%	7%	11%	10%	9%	9%	11%	10%	9%

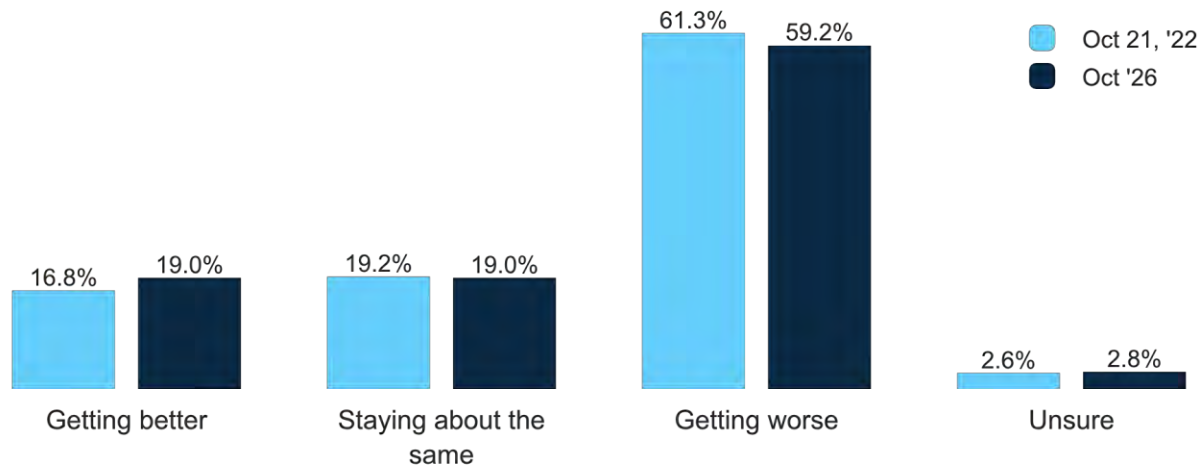
Thinking about the election advertising you saw, read, or heard in the last few weeks, what are the top three topics you recall seeing most? Select up to three.

Percent Change: Election Ad Topics Recall (Oct '24 to Oct '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	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation / Cost of Living	-5%	-8%	1%	-10%	-7%	1%	-17%	-5%	-1%	-8%	-4%	-7%	-7%	-2%	-7%	-5%	-2%	-22%	3%	-18%	-15%	-3%	-4%
Gas prices	44%	40%	48%	38%	51%	42%	47%	46%	42%	49%	45%	37%	43%	43%	45%	46%	34%	42%	45%	35%	43%	47%	46%
Iran war	33%	24%	33%	35%	41%	36%	40%	28%	29%	33%	33%	34%	29%	37%	33%	34%	28%	31%	32%	23%	31%	34%	36%
Immigration / Border	-35%	-16%	-51%	-30%	-46%	-40%	-36%	-31%	-35%	-46%	-36%	-19%	-27%	-41%	-38%	-42%	-17%	-15%	-28%	-42%	-48%	-44%	-48%
Economy / Jobs	-7%	-5%	-4%	-8%	-12%	-4%	-15%	-1%	-9%	-9%	-7%	-6%	-6%	-4%	-10%	-7%	-6%	0%	-8%	-8%	-13%	-14%	-2%
Healthcare	5%	6%	11%	-2%	4%	1%	1%	8%	9%	7%	8%	-4%	7%	2%	4%	6%	-1%	3%	3%	8%	15%	6%	9%
Transgender / Women's Sports	3%	5%	4%	0%	6%	-1%	6%	3%	5%	3%	1%	6%	3%	6%	1%	3%	9%	4%	5%	5%	-3%	4%	1%
Housing Affordability	1%	-3%	-1%	4%	7%	12%	-2%	-6%	2%	6%	1%	-2%	-5%	2%	8%	3%	-6%	-4%	-2%	0%	3%	2%	6%
Social Security / Medicare	-4%	-5%	-6%	-1%	-4%	-7%	3%	-6%	-3%	-2%	-4%	-8%	-2%	-4%	-5%	-3%	-3%	-2%	-2%	3%	2%	-4%	-2%
Crime / Public Safety	-7%	-6%	-3%	-9%	-11%	-10%	-10%	-4%	-5%	-6%	-6%	-9%	-5%	-8%	-8%	-7%	1%	-9%	-7%	-5%	-3%	-2%	-9%
Abortion	-49%	-48%	-58%	-40%	-52%	-50%	-42%	-52%	-54%	-48%	-52%	-43%	-45%	-57%	-49%	-53%	-39%	-43%	-39%	-43%	-53%	-56%	-58%
China	1%	0%	4%	-1%	1%	1%	-1%	2%	2%	0%	1%	-1%	2%	1%	0%	1%	2%	-3%	-2%	0%	0%	1%	2%
Unsure	7%	5%	6%	9%	8%	6%	10%	7%	4%	7%	7%	7%	5%	7%	9%	8%	4%	6%	5%	4%	9%	8%	7%

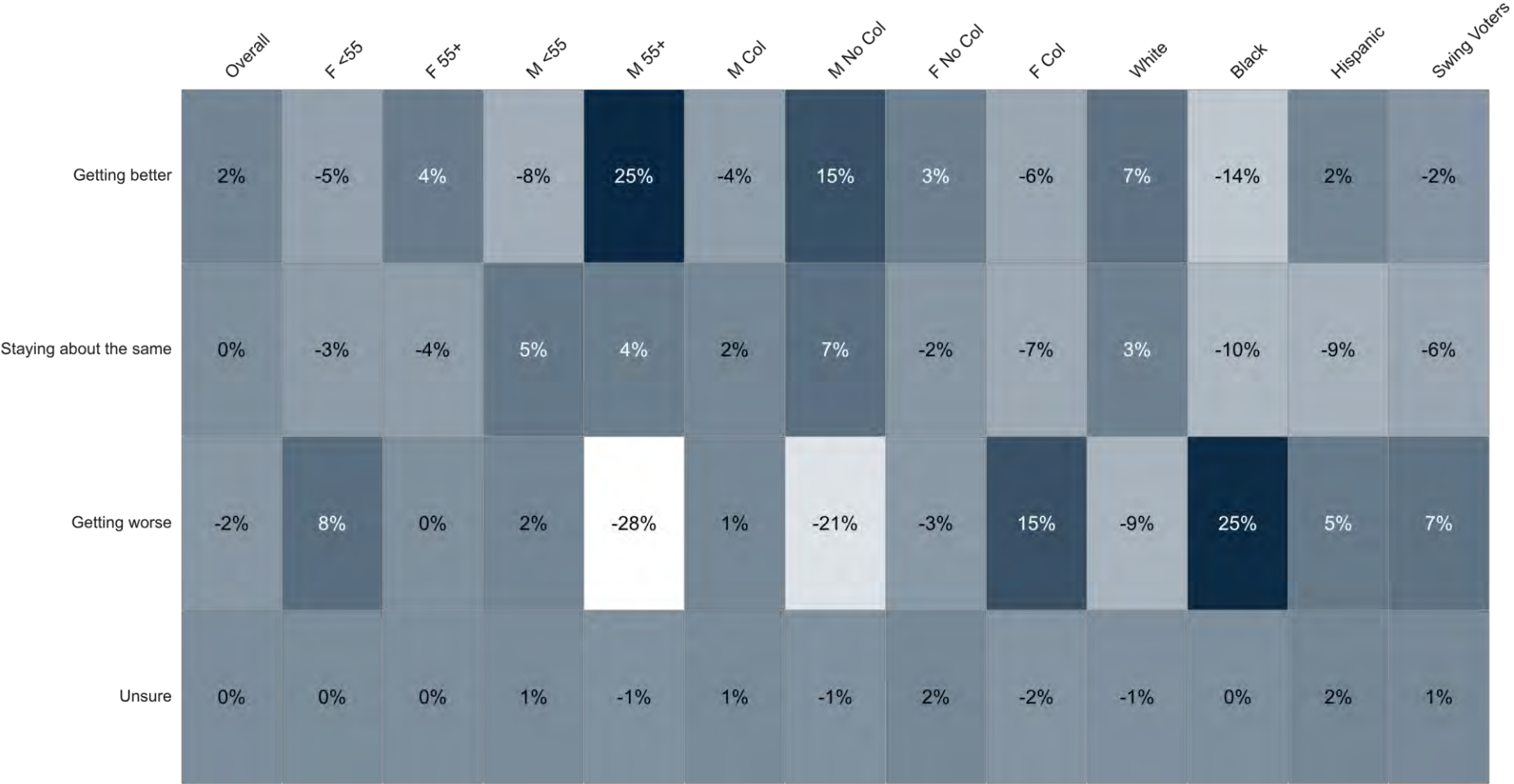
Economy Direction



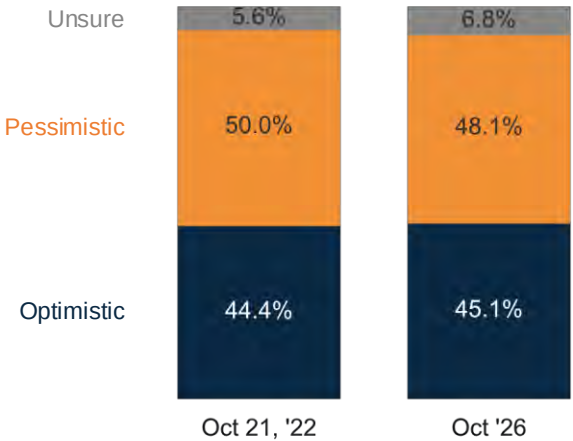
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Getting better	19%	8%	15%	18%	37%	25%	30%	14%	10%	22%	24%	15%	17%	54%	32%	28%	7%	0%	3%	2%	15%	19%	23%	22%	10%	16%	13%	23%	16%	9%	38%	3%	21%	21%	17%	14%	14%	21%	21%
Staying about the same	19%	18%	16%	23%	20%	19%	25%	18%	15%	22%	19%	18%	17%	32%	32%	28%	16%	2%	12%	7%	17%	21%	20%	21%	17%	13%	25%	21%	18%	19%	32%	8%	18%	21%	17%	22%	16%	21%	18%
Getting worse	59%	70%	65%	56%	42%	54%	44%	64%	72%	52%	55%	63%	63%	13%	33%	39%	75%	96%	83%	91%	65%	57%	56%	55%	69%	67%	60%	55%	63%	67%	26%	87%	60%	55%	64%	61%	67%	56%	58%
Unsure	3%	4%	4%	3%	1%	2%	2%	5%	2%	4%	1%	3%	3%	1%	3%	4%	2%	2%	3%	0%	4%	3%	1%	2%	4%	4%	2%	1%	3%	5%	3%	2%	1%	3%	3%	3%	3%	2%	2%

Do you believe the economy is getting better, worse, or staying about the same?

Percent Change: Economy Direction (Oct '22 to Oct '26)



Personal Financial Direction



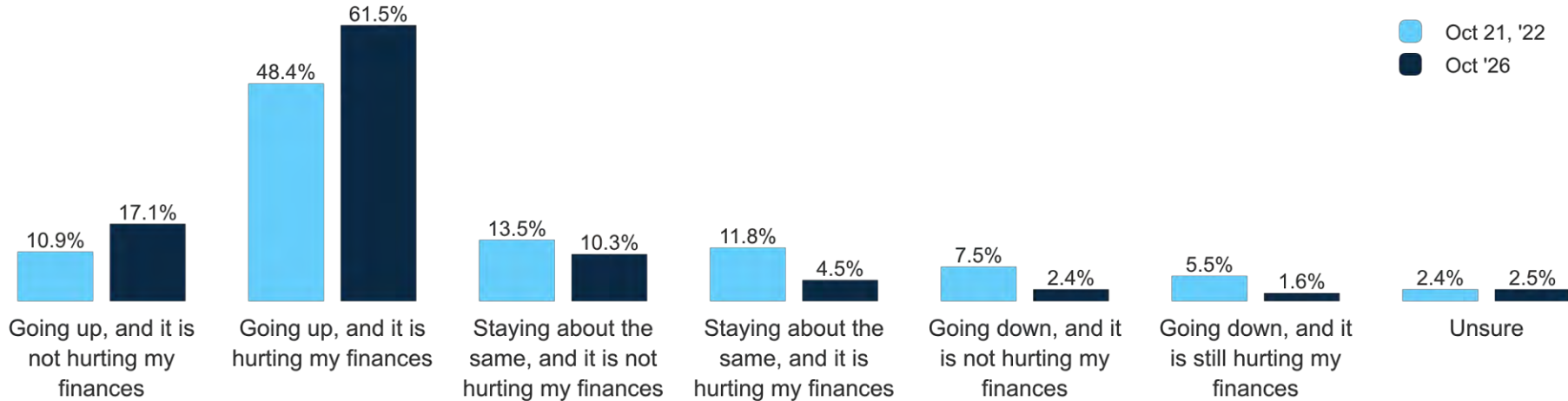
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Optimistic Total	45%	36%	41%	44%	61%	53%	53%	39%	38%	46%	47%	45%	42%	75%	63%	59%	36%	20%	34%	22%	39%	44%	52%	47%	47%	38%	42%	49%	42%	38%	66%	26%	46%	48%	41%	47%	36%	47%	46%
Pessimistic Total	48%	56%	51%	51%	33%	43%	40%	51%	55%	47%	44%	50%	50%	19%	32%	36%	58%	74%	58%	73%	53%	50%	44%	48%	42%	56%	51%	46%	51%	50%	28%	67%	42%	45%	53%	45%	55%	47%	48%
Very optimistic	18%	14%	14%	20%	25%	23%	23%	14%	14%	20%	17%	19%	16%	40%	27%	20%	13%	0%	10%	7%	15%	16%	23%	18%	21%	15%	18%	24%	14%	9%	29%	8%	27%	19%	16%	18%	16%	21%	18%
Somewhat optimistic	27%	22%	27%	24%	36%	31%	30%	25%	25%	26%	30%	26%	26%	35%	36%	39%	23%	20%	24%	15%	23%	28%	29%	29%	27%	23%	24%	26%	28%	29%	37%	18%	18%	29%	25%	29%	21%	27%	28%
Somewhat pessimistic	27%	29%	32%	27%	17%	25%	19%	26%	36%	24%	25%	29%	27%	12%	21%	20%	32%	38%	33%	39%	26%	26%	28%	28%	16%	24%	29%	23%	30%	32%	17%	36%	24%	23%	31%	23%	30%	23%	29%
Very pessimistic	21%	27%	19%	24%	15%	18%	21%	26%	19%	23%	20%	21%	23%	7%	11%	16%	26%	36%	25%	35%	26%	24%	15%	20%	25%	32%	22%	22%	21%	18%	11%	31%	18%	22%	22%	22%	25%	24%	19%
Unsure	7%	8%	8%	5%	6%	4%	7%	10%	6%	7%	8%	6%	8%	6%	5%	5%	6%	6%	8%	5%	9%	6%	4%	5%	11%	6%	6%	5%	8%	12%	6%	7%	12%	7%	6%	9%	9%	6%	6%

How optimistic or pessimistic are you about your personal financial outlook for the next few months?

Percent Change: Personal Financial Direction (Oct '22 to Oct '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	White	Black	Hispanic	Swing Voters
Optimistic Total	1%	-7%	0%	-5%	22%	3%	10%	-3%	-6%	6%	-19%	-8%	-7%
Pessimistic Total	-2%	7%	-3%	4%	-23%	-5%	-11%	1%	4%	-7%	13%	8%	3%
Very optimistic	2%	0%	2%	-2%	15%	1%	8%	1%	0%	4%	-7%	2%	-3%
Somewhat optimistic	-2%	-8%	-2%	-3%	6%	3%	2%	-4%	-5%	3%	-11%	-10%	-3%
Somewhat pessimistic	0%	2%	3%	2%	-11%	-1%	-8%	-1%	7%	-1%	-2%	-2%	1%
Very pessimistic	-2%	4%	-6%	2%	-11%	-4%	-3%	2%	-2%	-6%	14%	10%	2%
Unsure	1%	1%	2%	1%	1%	1%	1%	2%	2%	0%	6%	0%	4%

Gas Price Impact



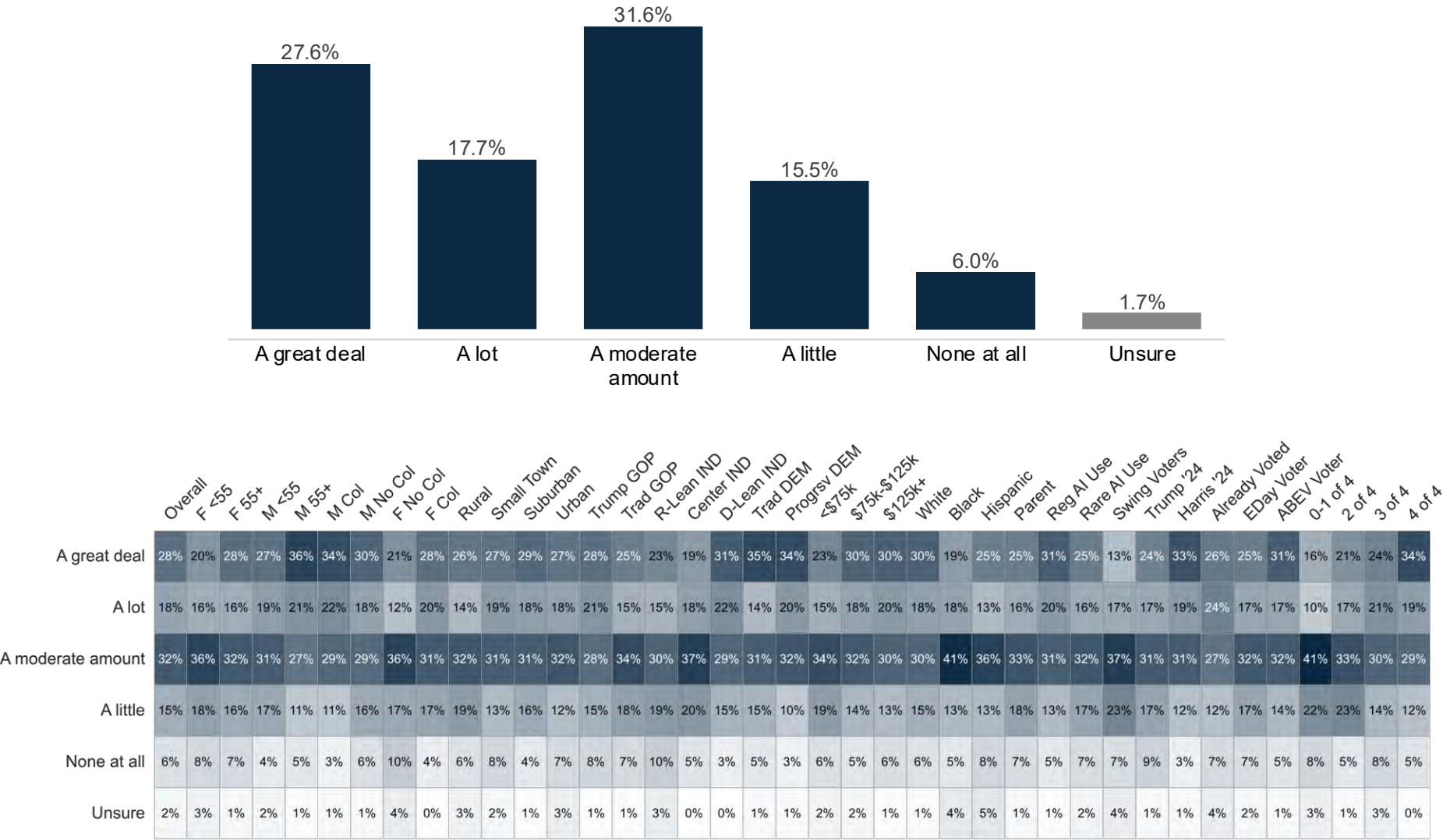
		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEVoter	0-1 of 4	2 of 4	3 of 4	4 of 4
	Not Hurting	30%	24%	25%	35%	39%	43%	31%	21%	28%	29%	30%	31%	27%	53%	39%	36%	21%	14%	22%	19%	22%	26%	42%	31%	31%	23%	26%	36%	25%	22%	43%	19%	24%	30%	30%	34%	22%	30%	31%
	Hurting	68%	74%	72%	63%	60%	55%	67%	75%	71%	69%	68%	67%	68%	44%	61%	63%	76%	86%	75%	79%	74%	72%	57%	67%	64%	74%	72%	62%	73%	74%	55%	79%	72%	67%	68%	61%	76%	68%	67%
Going up, and it is not hurting my finances		17%	15%	14%	20%	21%	27%	14%	9%	21%	14%	16%	19%	18%	24%	20%	19%	12%	13%	16%	15%	11%	14%	28%	18%	17%	11%	16%	22%	13%	12%	21%	15%	15%	16%	19%	16%	11%	16%	20%
Going up, and it is hurting my finances		62%	69%	66%	56%	53%	51%	57%	67%	67%	62%	61%	62%	60%	38%	52%	54%	69%	84%	68%	77%	66%	66%	53%	61%	56%	71%	66%	58%	66%	67%	47%	74%	62%	63%	60%	53%	68%	62%	62%
Staying about the same, and it is not hurting my finances		10%	7%	9%	11%	15%	13%	14%	9%	7%	13%	11%	10%	7%	22%	16%	14%	6%	1%	6%	3%	9%	9%	12%	11%	10%	11%	8%	11%	9%	8%	18%	4%	8%	12%	9%	15%	10%	11%	9%
Staying about the same, and it is hurting my finances		5%	3%	5%	6%	4%	3%	7%	5%	3%	5%	5%	3%	7%	5%	6%	8%	5%	2%	5%	2%	6%	3%	4%	5%	5%	2%	4%	2%	6%	4%	6%	3%	7%	4%	5%	5%	6%	5%	4%
Going down, and it is not hurting my finances		2%	1%	2%	4%	3%	4%	3%	3%	0%	2%	2%	3%	2%	6%	3%	3%	3%	0%	1%	1%	3%	2%	2%	2%	4%	1%	2%	3%	2%	2%	4%	1%	1%	3%	2%	3%	1%	4%	2%
Going down, and it is still hurting my finances		2%	2%	1%	1%	3%	0%	3%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	0%	2%	1%	2%	3%	0%	1%	3%	1%	2%	2%	1%	3%	2%	1%	2%	1%	2%	3%	2%	1%	1%
Unsure		2%	2%	3%	3%	2%	2%	4%	1%	2%	2%	2%	4%	3%	1%	2%	3%	0%	3%	1%	4%	2%	1%	2%	5%	3%	1%	2%	2%	4%	2%	2%	4%	2%	2%	5%	2%	2%	2%	

What are gas prices doing in your area, and what impact are they having on you?

Percent Change: Gas Price Impact (Oct '22 to Oct '26)

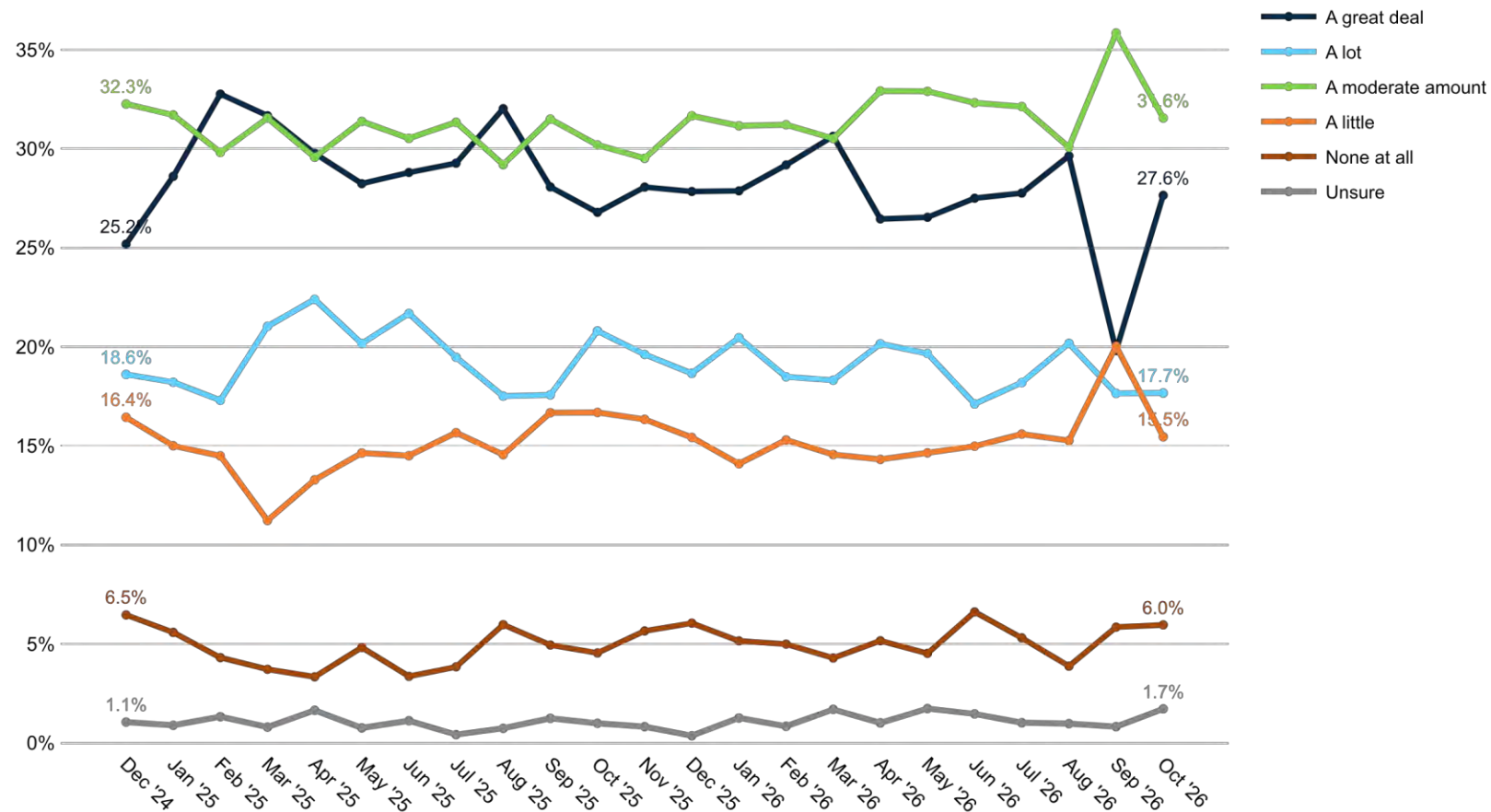
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	White	Black	Hispanic	Swing Voters
Not Hurting	-2%	-6%	-10%	1%	6%	5%	2%	-5%	-11%	0%	-10%	-8%	-8%
Hurting	2%	6%	10%	-3%	-5%	-6%	-3%	5%	12%	0%	8%	7%	7%
Going up, and it is not hurting my finances	6%	6%	4%	7%	8%	12%	3%	1%	10%	7%	3%	1%	2%
Going up, and it is hurting my finances	13%	21%	19%	8%	1%	7%	3%	17%	25%	10%	21%	22%	22%
Staying about the same, and it is not hurting my finances	-3%	-6%	-8%	-2%	3%	-2%	2%	-2%	-12%	-2%	-7%	-2%	-3%
Staying about the same, and it is hurting my finances	-7%	-11%	-6%	-5%	-4%	-8%	-3%	-8%	-10%	-7%	-8%	-12%	-11%
Going down, and it is not hurting my finances	-5%	-6%	-6%	-4%	-5%	-6%	-3%	-4%	-8%	-5%	-7%	-6%	-6%
Going down, and it is still hurting my finances	-4%	-4%	-3%	-5%	-1%	-5%	-3%	-4%	-3%	-4%	-5%	-4%	-4%
Unsure	0%	-1%	0%	2%	-1%	1%	0%	0%	-1%	0%	2%	1%	1%

News Attention



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

Trend: News Attention

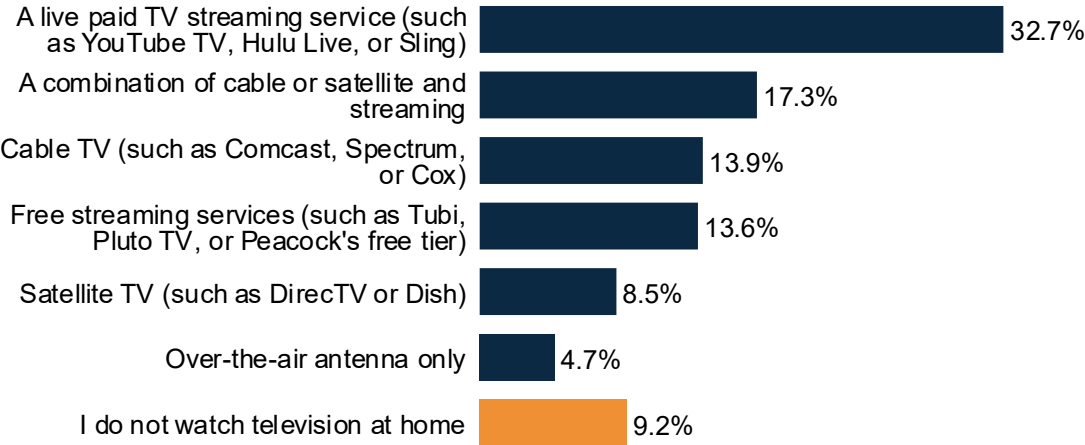


Percent Change: News Attention (Sep '26 to Oct '26)



	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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4	
A great deal	8%	1%	9%	6%	16%	12%	10%	5%	5%	7%	7%	10%	4%	6%	10%	5%	9%	3%	8%	12%	3%	10%	11%	9%	-2%	8%	3%	7%	9%	7%	10%	-4%	8%	8%	12%	
A lot	0%	1%	-1%	-1%	1%	0%	1%	-4%	5%	-1%	3%	0%	0%	-1%	0%	-2%	6%	0%	-3%	-1%	-1%	-1%	-1%	-1%	2%	-1%	3%	-1%	1%	-1%	0%	-4%	-1%	5%	0%	
A moderate amount	-4%	0%	-7%	-3%	-8%	-4%	-7%	-2%	-5%	-2%	-6%	-5%	-2%	-7%	-1%	-3%	-5%	-5%	-6%	-5%	-1%	-5%	-6%	-4%	-1%	-9%	-1%	-4%	-7%	-4%	-4%	4%	-1%	-7%	-7%	
A little	-5%	-5%	-4%	0%	-9%	-7%	-3%	-5%	-4%	-5%	-8%	-4%	-4%	3%	-12%	-4%	-9%	1%	-2%	-5%	-1%	-7%	-6%	-5%	-4%	-4%	-6%	-5%	-3%	-2%	-7%	0%	-2%	-7%	-6%	
None at all	0%	1%	2%	-3%	0%	-1%	-2%	3%	-1%	-2%	3%	-1%	0%	-2%	3%	1%	-1%	0%	1%	-1%	-1%	1%	1%	0%	1%	3%	-1%	1%	-1%	-1%	-1%	0%	1%	-4%	0%	1%
Unsure	1%	2%	1%	1%	0%	1%	1%	3%	0%	2%	1%	0%	2%	1%	0%	3%	0%	0%	1%	1%	1%	2%	1%	0%	3%	4%	2%	1%	1%	1%	1%	2%	-1%	2%	0%	

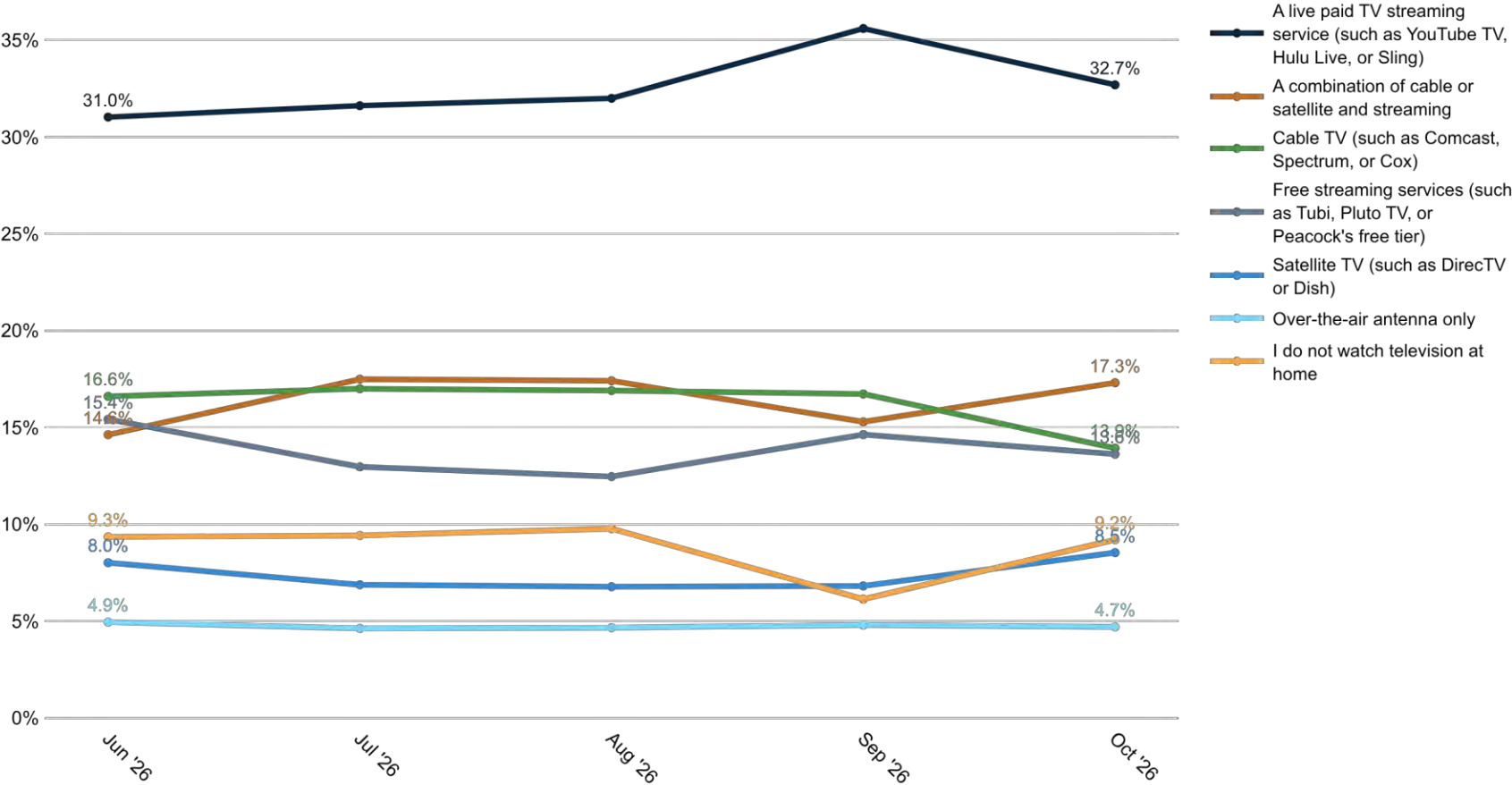
Television Service



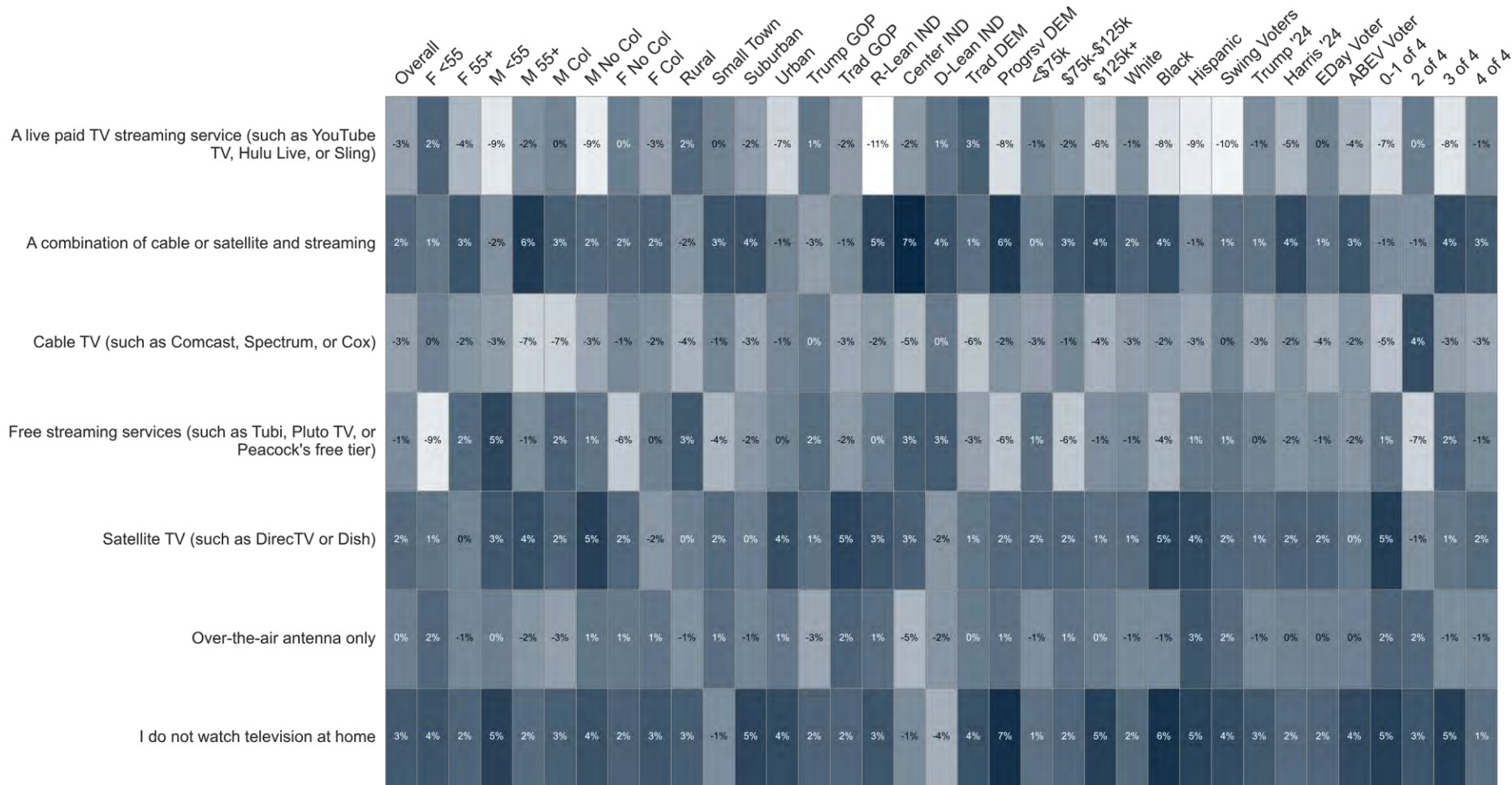
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	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)	33%	40%	25%	38%	28%	37%	30%	32%	33%	29%	33%	35%	31%	34%	33%	27%	35%	40%	31%	34%	29%	34%	38%	34%	25%	38%	42%	38%	29%	29%	34%	32%	20%	34%	32%	35%	32%	33%	32%
A combination of cable or satellite and streaming	17%	15%	18%	13%	23%	20%	16%	12%	22%	14%	19%	18%	16%	12%	14%	19%	21%	25%	17%	20%	13%	19%	22%	16%	17%	18%	14%	16%	18%	17%	14%	20%	17%	16%	19%	10%	11%	18%	20%
Cable TV (such as Comcast, Spectrum, or Cox)	14%	9%	21%	6%	18%	12%	12%	16%	15%	12%	14%	14%	16%	19%	16%	12%	10%	9%	16%	13%	14%	16%	12%	15%	16%	7%	7%	12%	16%	14%	15%	14%	16%	13%	15%	8%	17%	12%	16%
Free streaming services (such as Tubi, Pluto TV, or Peacock's free tier)	14%	16%	13%	15%	10%	10%	15%	17%	11%	19%	12%	13%	12%	16%	12%	15%	18%	13%	14%	9%	22%	11%	7%	13%	21%	11%	15%	13%	14%	16%	14%	12%	19%	14%	12%	20%	16%	14%	11%
Satellite TV (such as DirecTV or Dish)	9%	3%	11%	8%	12%	7%	13%	10%	5%	14%	9%	6%	9%	11%	13%	11%	6%	2%	8%	7%	9%	9%	7%	9%	8%	10%	8%	7%	10%	8%	11%	7%	13%	9%	7%	9%	6%	7%	9%
Over-the-air antenna only	5%	5%	5%	4%	4%	2%	6%	6%	4%	4%	6%	4%	7%	2%	6%	4%	3%	1%	7%	6%	6%	4%	3%	4%	5%	6%	6%	3%	6%	5%	4%	5%	8%	5%	4%	6%	6%	3%	4%
I do not watch television at home	9%	11%	6%	15%	5%	11%	9%	7%	9%	8%	7%	11%	10%	6%	6%	13%	6%	11%	8%	12%	7%	8%	11%	9%	7%	9%	9%	11%	7%	11%	8%	9%	8%	9%	10%	12%	12%	12%	6%

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

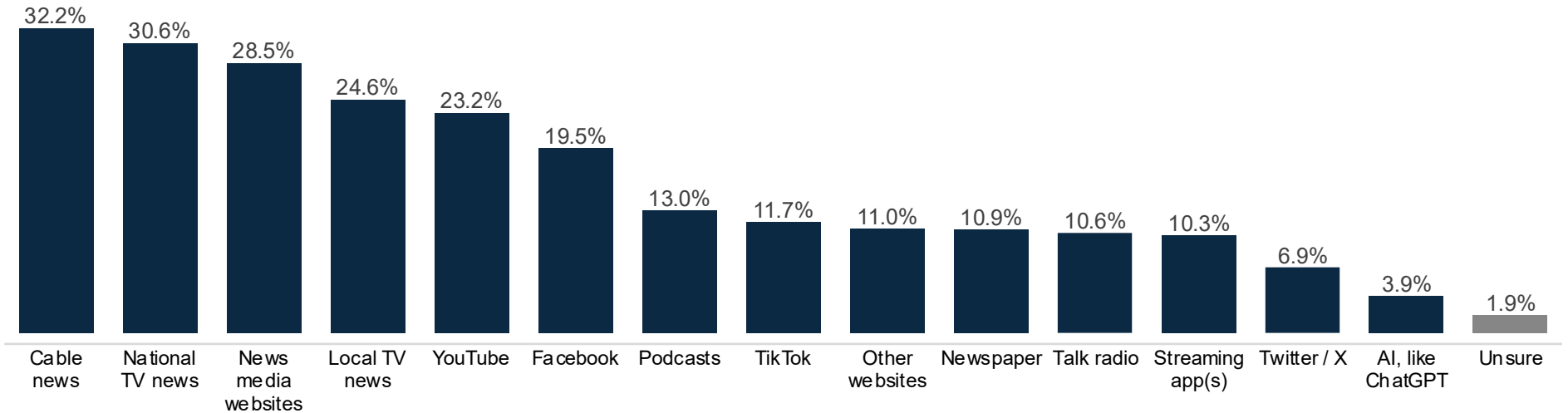
Trend: Television Service



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



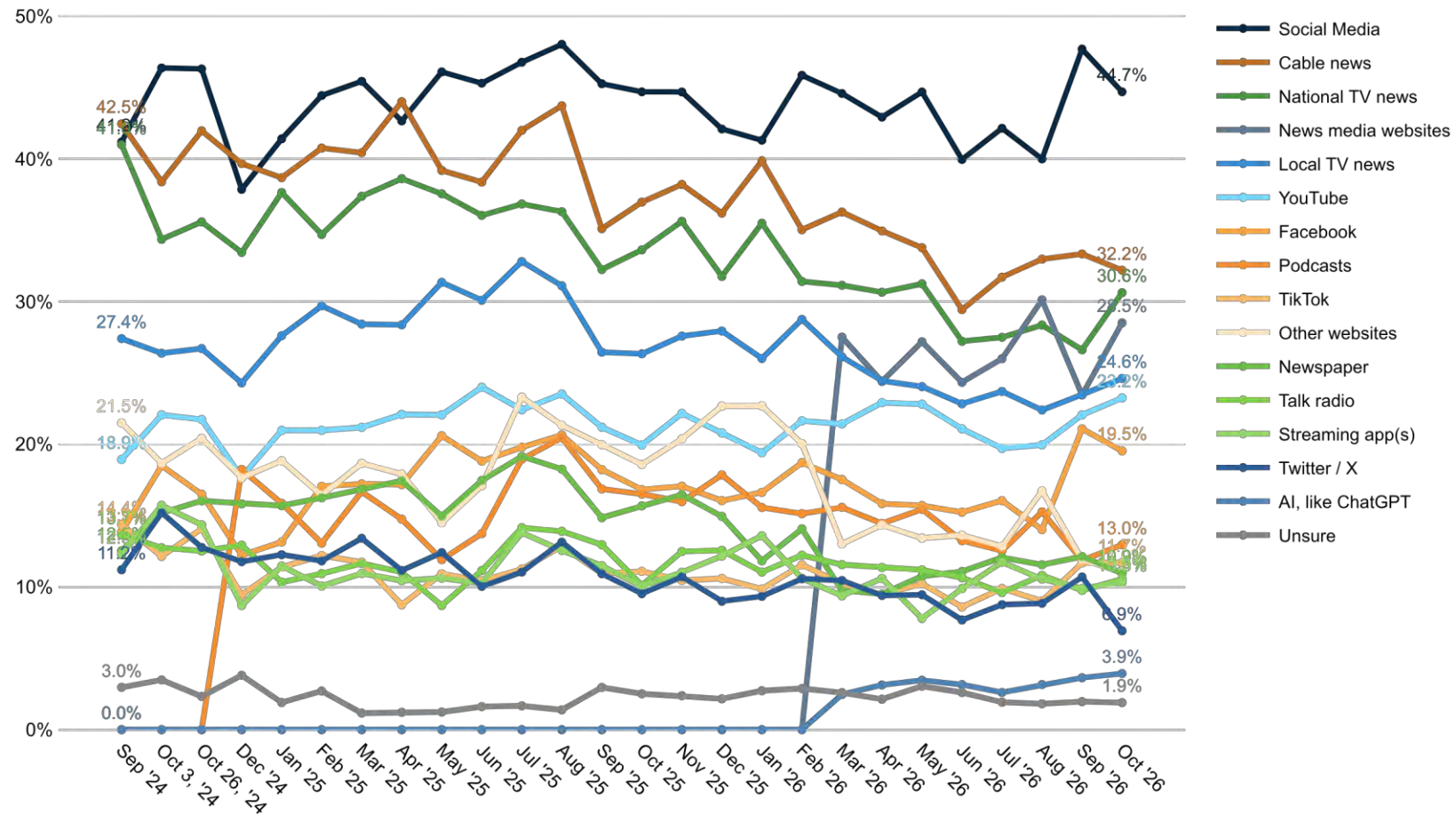
News Source



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	45%	58%	32%	60%	31%	42%	49%	48%	40%	45%	43%	44%	50%	50%	45%	50%	41%	45%	43%	42%	50%	45%	40%	40%	66%	54%	56%	49%	42%	48%	47%	41%	51%	49%	39%	65%	55%	45%	36%
Cable news	32%	19%	40%	22%	47%	33%	36%	28%	32%	31%	36%	35%	21%	41%	40%	28%	28%	19%	39%	26%	29%	33%	33%	35%	26%	27%	23%	31%	33%	27%	38%	29%	26%	30%	35%	21%	23%	27%	40%
National TV news	31%	27%	41%	20%	33%	26%	26%	34%	35%	27%	30%	32%	32%	18%	28%	18%	38%	35%	38%	38%	33%	33%	27%	30%	36%	29%	25%	27%	34%	34%	22%	38%	32%	29%	32%	19%	34%	27%	34%
News media websites	29%	31%	26%	31%	26%	36%	21%	23%	35%	27%	28%	29%	28%	17%	24%	28%	32%	30%	29%	40%	22%	30%	36%	31%	17%	21%	28%	32%	26%	25%	21%	35%	20%	26%	32%	20%	24%	27%	33%
Local TV news	25%	19%	33%	16%	29%	19%	25%	27%	25%	30%	27%	23%	19%	20%	25%	20%	31%	29%	30%	23%	24%	26%	22%	25%	23%	25%	18%	21%	27%	24%	22%	28%	12%	23%	28%	18%	22%	20%	29%
YouTube	23%	27%	13%	36%	19%	24%	31%	21%	18%	20%	18%	26%	28%	22%	18%	34%	23%	27%	21%	27%	27%	23%	19%	19%	39%	23%	28%	26%	22%	28%	21%	24%	37%	24%	20%	39%	22%	23%	19%
Facebook	20%	27%	18%	20%	12%	14%	19%	26%	18%	21%	21%	19%	16%	24%	26%	16%	19%	15%	18%	15%	24%	17%	18%	18%	27%	20%	29%	19%	20%	21%	23%	15%	25%	22%	16%	26%	26%	20%	15%
Podcasts	13%	17%	10%	17%	9%	16%	9%	11%	16%	12%	13%	13%	14%	15%	10%	23%	10%	17%	7%	16%	8%	15%	16%	15%	7%	11%	15%	17%	10%	13%	13%	13%	13%	14%	12%	7%	14%	14%	14%
TikTok	12%	27%	5%	13%	2%	5%	9%	17%	14%	13%	9%	12%	15%	10%	12%	6%	11%	11%	15%	12%	17%	10%	8%	9%	28%	21%	18%	12%	11%	14%	11%	12%	12%	13%	10%	28%	17%	13%	5%
Other websites	11%	11%	8%	14%	11%	16%	10%	8%	12%	9%	13%	11%	11%	6%	18%	13%	12%	11%	13%	9%	11%	14%	11%	6%	5%	12%	13%	9%	9%	10%	12%	14%	10%	12%	9%	14%	13%	10%	
Newspaper	11%	6%	15%	8%	15%	16%	7%	8%	13%	7%	11%	11%	14%	6%	10%	10%	12%	17%	12%	14%	8%	11%	14%	12%	10%	10%	10%	11%	11%	11%	9%	13%	15%	10%	11%	5%	10%	8%	14%
Talk radio	11%	8%	11%	11%	13%	13%	11%	8%	11%	13%	10%	11%	7%	16%	17%	13%	10%	10%	5%	5%	7%	13%	14%	12%	8%	9%	10%	13%	9%	9%	16%	6%	6%	11%	11%	7%	9%	10%	12%
Streaming app(s)	10%	13%	8%	10%	11%	11%	10%	13%	7%	11%	9%	11%	10%	15%	8%	9%	12%	10%	7%	11%	10%	8%	12%	10%	13%	7%	10%	11%	10%	9%	11%	10%	11%	10%	10%	13%	8%	15%	9%
Twitter / X	7%	8%	3%	15%	4%	11%	7%	5%	5%	6%	7%	5%	12%	12%	6%	12%	4%	3%	4%	7%	6%	10%	7%	6%	10%	8%	10%	10%	4%	7%	9%	6%	7%	8%	5%	9%	12%	6%	6%
AI, like ChatGPT	4%	7%	1%	8%	1%	5%	4%	5%	2%	2%	1%	5%	8%	6%	3%	3%	3%	6%	3%	6%	3%	3%	3%	3%	8%	8%	5%	7%	2%	3%	4%	4%	4%	4%	11%	6%	4%	1%	
Unsure	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	3%	2%	1%	3%	2%	1%	1%	1%	4%	1%

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

Trend: News Source

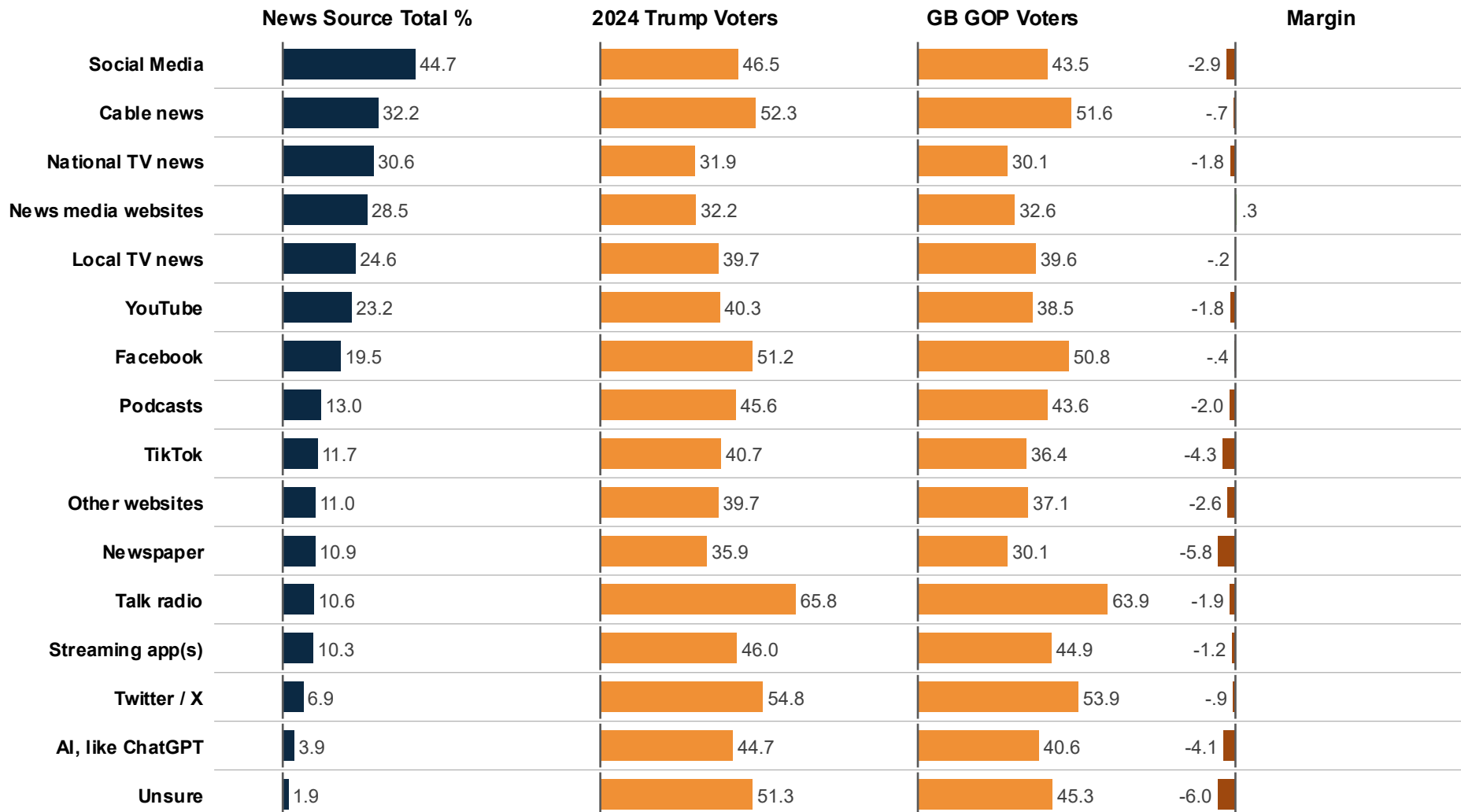


Percent Change: News Source (Sep '26 to Oct '26)

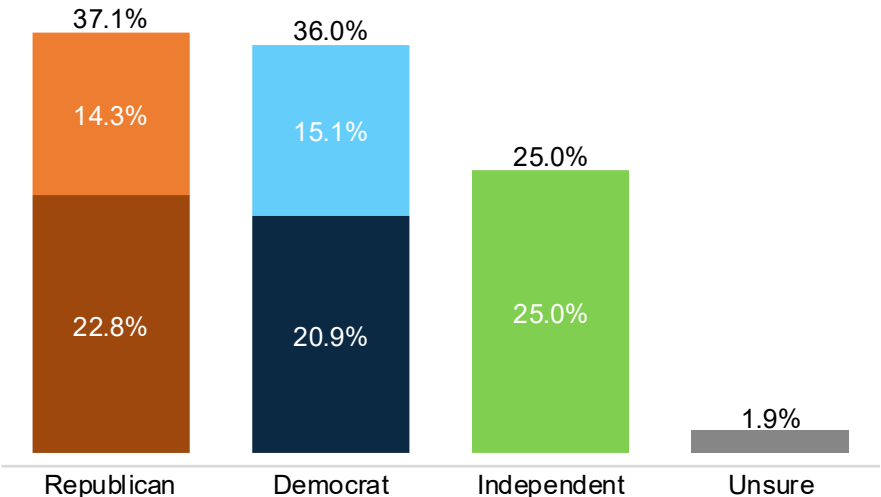


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4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

News Source Performance



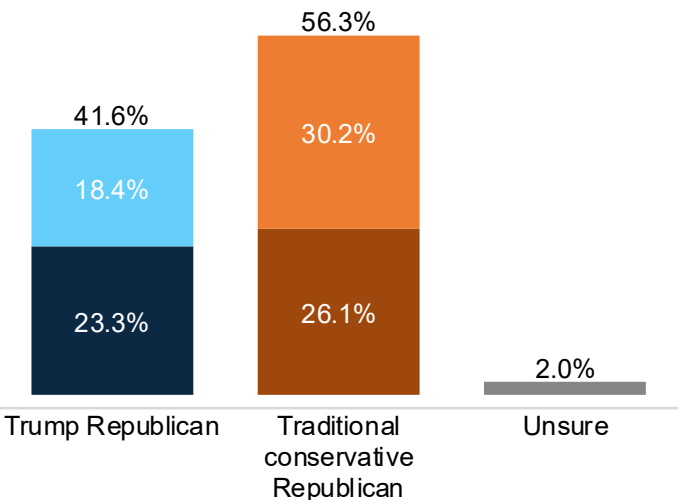
Partisanship by Response



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican	37%	28%	39%	34%	49%	39%	44%	37%	30%	45%	47%	33%	24%	33%	40%	38%	46%	10%	26%	36%	40%	34%	31%	78%	3%	25%	44%	29%	26%	39%	40%	39%
Independent	25%	23%	18%	35%	25%	30%	30%	18%	23%	24%	26%	26%	23%	23%	27%	26%	24%	23%	27%	26%	28%	22%	46%	20%	23%	19%	24%	26%	26%	23%	25%	25%
Democrat	36%	46%	40%	29%	26%	31%	25%	42%	45%	30%	25%	40%	50%	42%	31%	34%	29%	63%	46%	34%	31%	41%	17%	1%	72%	53%	29%	42%	46%	36%	32%	35%
Strongly Republican	23%	15%	25%	21%	31%	23%	29%	22%	18%	25%	29%	22%	14%	20%	25%	23%	29%	7%	16%	19%	24%	22%	6%	50%	1%	12%	26%	20%	15%	20%	22%	26%
Mostly Republican	14%	13%	14%	13%	18%	16%	15%	14%	12%	20%	18%	12%	10%	12%	15%	16%	18%	3%	10%	17%	17%	12%	25%	28%	2%	13%	18%	10%	11%	19%	18%	13%
Mostly Democratic	15%	18%	15%	15%	11%	16%	10%	18%	16%	13%	10%	16%	24%	16%	15%	14%	11%	25%	23%	15%	13%	16%	14%	1%	30%	19%	13%	17%	22%	18%	12%	14%
Strongly Democratic	21%	28%	25%	14%	15%	15%	15%	24%	29%	17%	15%	24%	26%	26%	17%	20%	18%	37%	23%	19%	17%	24%	3%	1%	42%	34%	16%	26%	24%	18%	20%	21%
Unsure	2%	3%	3%	1%	1%	0%	1%	3%	2%	1%	2%	2%	3%	2%	2%	1%	1%	5%	1%	3%	1%	2%	6%	1%	2%	2%	2%	2%	3%	2%	4%	1%

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

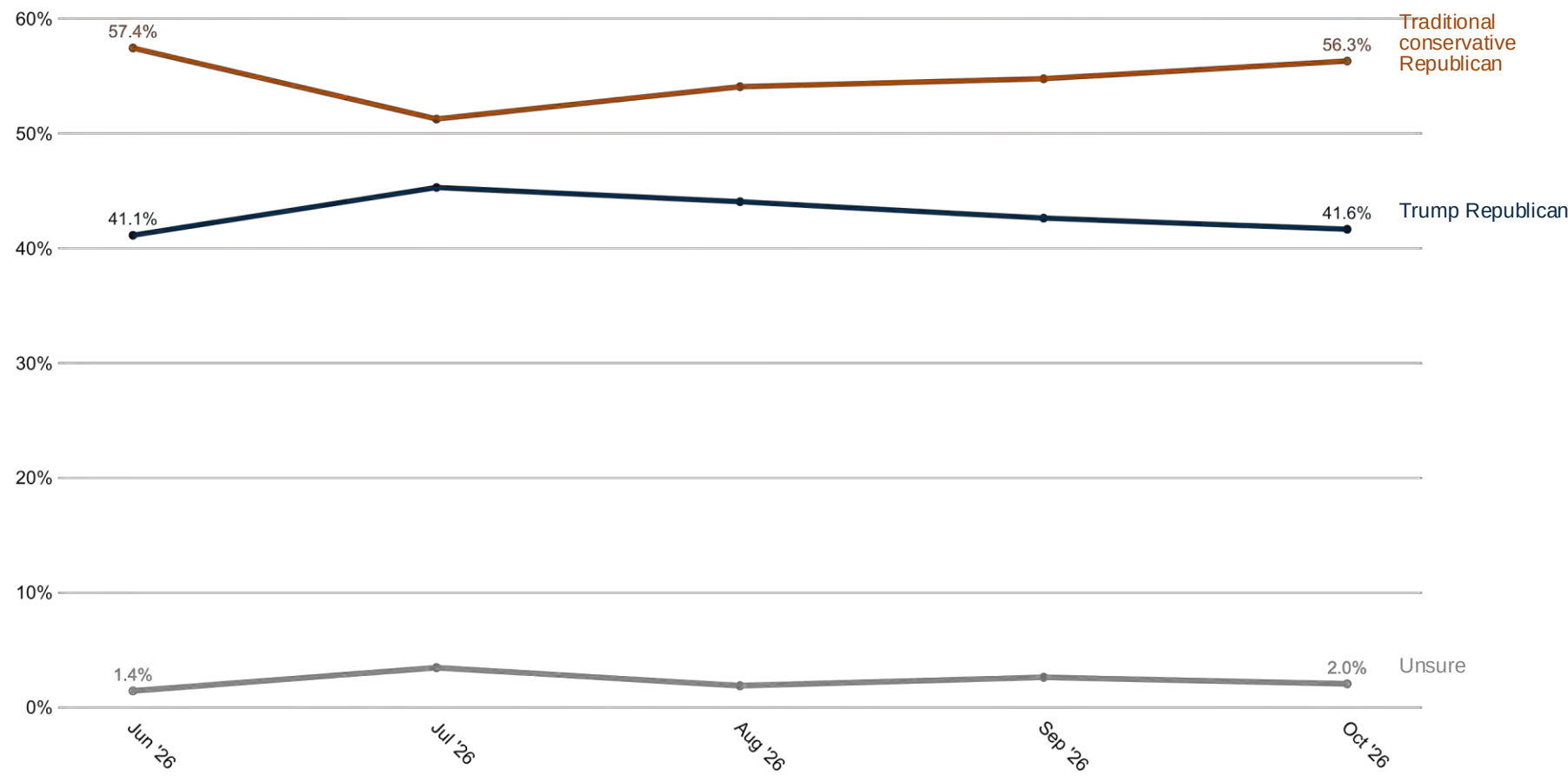
Type of Republican



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	42%	32%	43%	46%	44%	35%	53%	43%	33%	43%	40%	43%	41%	43%	44%	39%	43%	49%	33%	42%	46%	37%	23%	43%	33%	47%	41%	42%	36%	43%	52%	39%
Traditional conservative Republican	56%	68%	57%	45%	56%	57%	46%	57%	67%	56%	57%	56%	56%	57%	53%	59%	55%	51%	63%	55%	52%	61%	72%	55%	67%	53%	56%	58%	64%	53%	44%	60%
Much more a Trump Republican	23%	20%	26%	28%	20%	21%	25%	25%	22%	26%	20%	22%	30%	23%	24%	23%	23%	49%	18%	20%	29%	18%	9%	24%	6%	24%	24%	21%	25%	23%	28%	21%
Somewhat more a Trump Republican	18%	12%	17%	18%	24%	14%	28%	18%	11%	17%	20%	20%	11%	20%	20%	16%	20%	0%	15%	22%	17%	20%	14%	19%	26%	22%	17%	21%	10%	20%	24%	17%
Somewhat more a traditional conservative Republican	30%	37%	30%	25%	30%	31%	25%	27%	40%	32%	31%	28%	33%	30%	30%	33%	30%	20%	25%	34%	27%	33%	46%	29%	33%	30%	31%	28%	39%	21%	25%	33%
Much more a traditional conservative Republican	26%	32%	27%	20%	26%	26%	21%	30%	27%	23%	26%	29%	23%	27%	23%	26%	26%	30%	37%	22%	24%	28%	25%	26%	34%	23%	24%	29%	26%	31%	19%	27%
Unsure	2%	0%	0%	9%	1%	8%	1%	0%	0%	1%	3%	1%	3%	0%	3%	2%	2%	0%	4%	3%	3%	1%	5%	2%	0%	0%	3%	1%	0%	4%	4%	1%

What type of Republican do you more consider yourself?

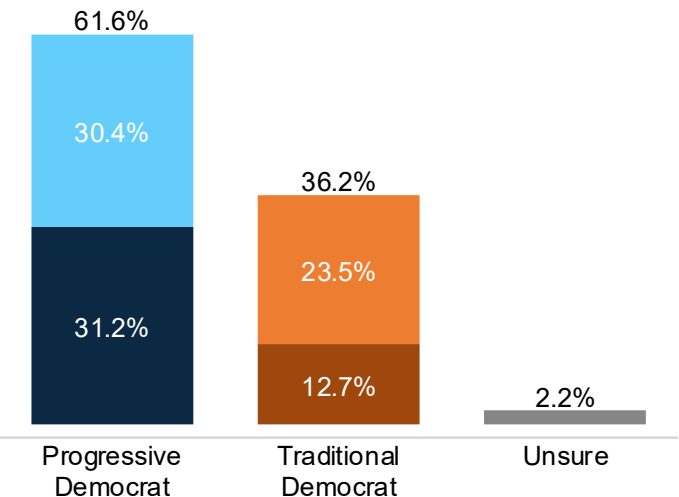
Trend: Type of Republican



Percent Change: Type of Republican (Sep '26 to Oct '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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	-1%	-9%	-3%	10%	-1%	-3%	8%	-3%	-9%	-3%	-6%	3%	-4%	0%	0%	-3%	0%	-2%	1%	-12%	-9%	1%	-2%	24%	-1%	-2%	3%	0%	10%	-7%
Traditional conservative Republican	2%	13%	7%	-16%	1%	-4%	-8%	10%	10%	5%	5%	-1%	1%	0%	0%	6%	-1%	1%	0%	12%	5%	0%	2%	-22%	0%	4%	2%	4%	-13%	6%
Much more a Trump Republican	-1%	-6%	2%	4%	-4%	-5%	2%	0%	-2%	-3%	-3%	4%	-7%	-1%	0%	-7%	5%	-3%	-1%	10%	-12%	2%	-1%	2%	1%	-4%	8%	2%	5%	-5%
Somewhat more a Trump Republican	0%	-3%	-6%	6%	3%	3%	6%	-3%	-8%	1%	-3%	-1%	3%	1%	0%	4%	-5%	2%	2%	-22%	3%	-1%	-1%	22%	-1%	2%	-5%	-2%	5%	-1%
Somewhat more a traditional conservative Republican	2%	2%	1%	-5%	7%	6%	-1%	-1%	7%	4%	5%	0%	3%	0%	2%	1%	4%	4%	2%	9%	-12%	-1%	1%	6%	1%	3%	11%	-8%	-2%	5%
Much more a traditional conservative Republican	-1%	11%	6%	-12%	-6%	-10%	-7%	11%	4%	1%	0%	-1%	-1%	0%	-2%	5%	-5%	-4%	-2%	3%	17%	1%	2%	-27%	-1%	1%	-9%	13%	-11%	1%
Unsure	-1%	-4%	-4%	6%	0%	6%	-1%	-7%	-1%	-2%	1%	-2%	2%	0%	0%	-3%	0%	1%	-1%	0%	4%	-1%	0%	-2%	0%	-2%	-5%	-4%	3%	0%

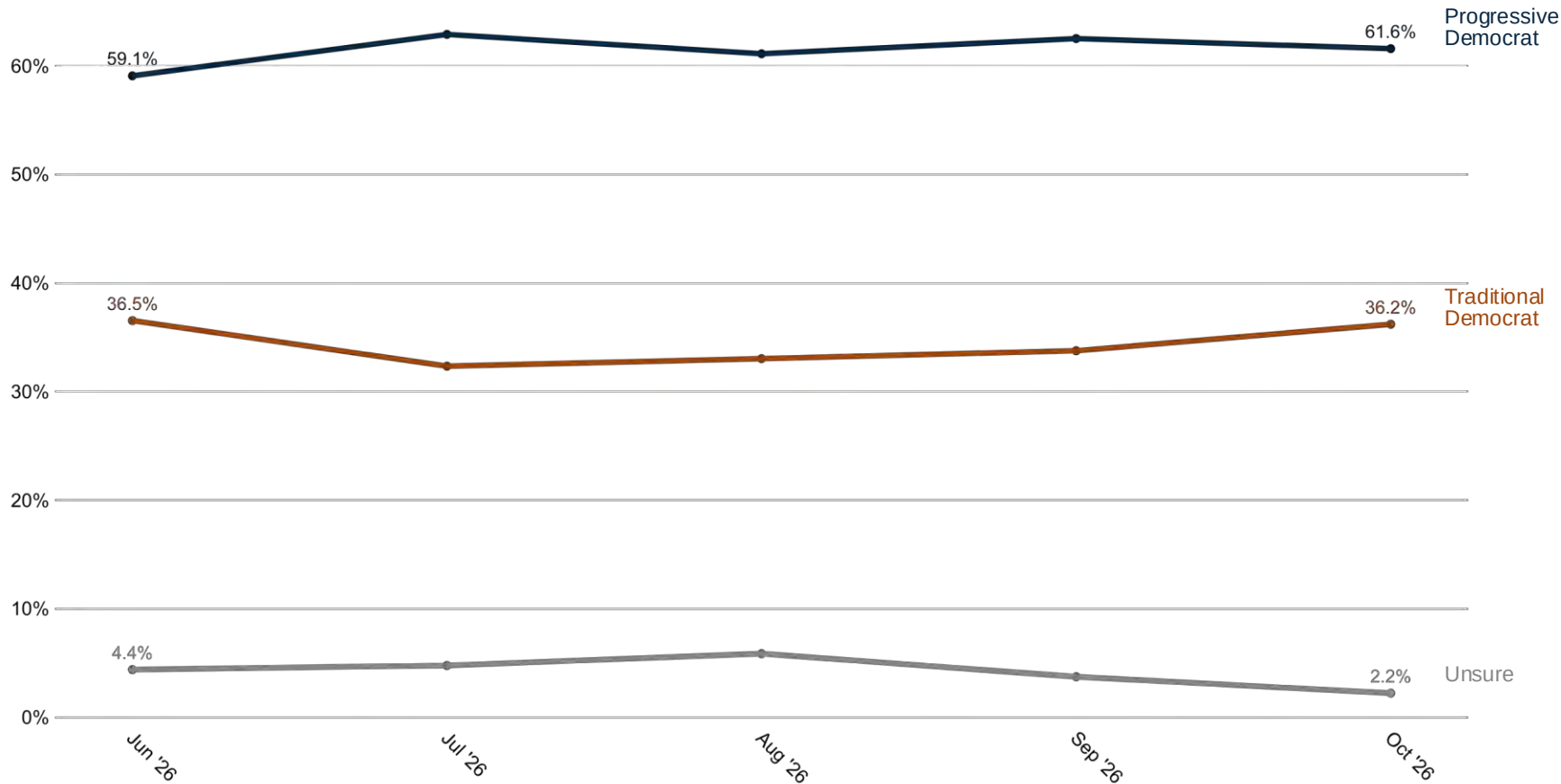
Type of Democrat



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	E Day Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	62%	67%	56%	67%	54%	64%	57%	55%	70%	54%	66%	60%	65%	59%	65%	66%	68%	57%	54%	65%	60%	62%	47%	28%	63%	61%	58%	65%	58%	50%	63%	66%
Traditional Democrat	36%	31%	40%	32%	45%	35%	42%	40%	29%	45%	34%	37%	32%	39%	34%	33%	31%	39%	46%	34%	38%	35%	47%	68%	35%	35%	40%	33%	39%	48%	33%	33%
Much more a progressive Democrat	31%	42%	18%	41%	23%	35%	29%	29%	32%	28%	36%	26%	39%	32%	32%	31%	30%	32%	30%	33%	32%	31%	15%	19%	31%	40%	30%	31%	31%	24%	41%	30%
Somewhat more a progressive Democrat	30%	25%	38%	26%	31%	29%	28%	26%	38%	26%	31%	34%	26%	27%	33%	35%	38%	24%	24%	32%	29%	31%	32%	9%	31%	21%	28%	34%	26%	25%	23%	36%
Somewhat more a traditional Democrat	24%	18%	28%	22%	29%	24%	26%	27%	19%	27%	24%	25%	19%	24%	23%	23%	20%	21%	33%	23%	25%	23%	37%	31%	23%	27%	25%	21%	32%	28%	20%	20%
Much more a traditional Democrat	13%	12%	12%	11%	17%	11%	16%	14%	10%	18%	10%	12%	13%	15%	11%	11%	11%	19%	13%	12%	13%	12%	10%	37%	12%	8%	15%	12%	7%	19%	13%	13%
Unsure	2%	2%	4%	1%	1%	1%	1%	5%	1%	1%	0%	3%	3%	2%	2%	1%	2%	4%	0%	1%	1%	3%	5%	3%	2%	4%	2%	2%	3%	3%	4%	1%

What type of Democrat do you more consider yourself?

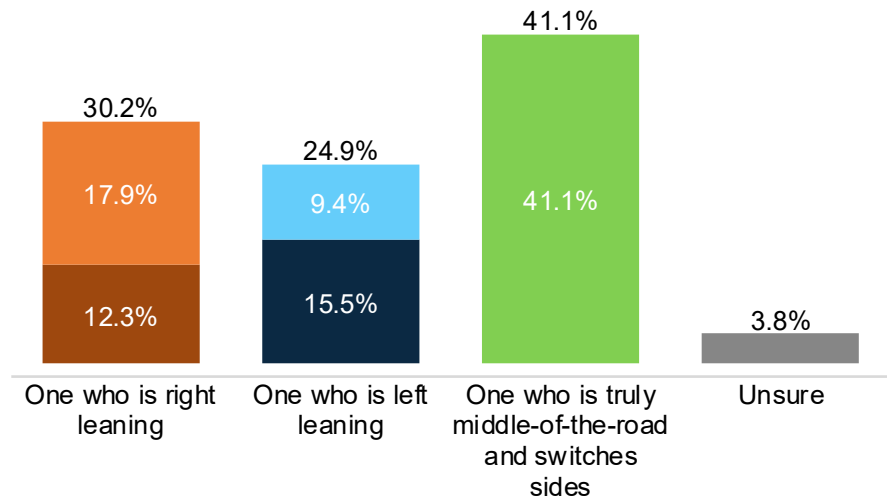
Trend: Type of Democrat



Percent Change: Type of Democrat (Sep '26 to Oct '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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	-1%	0%	-4%	1%	2%	-4%	5%	0%	-3%	4%	7%	-4%	1%	0%	0%	2%	-2%	-1%	4%	6%	-16%	-5%	-21%	-1%	-2%	1%	-5%	-24%	3%	4%
Traditional Democrat	2%	1%	5%	2%	0%	6%	-3%	3%	2%	-2%	-2%	4%	0%	0%	0%	4%	1%	-2%	-5%	18%	4%	20%	2%	3%	1%	5%	25%	-4%	-2%	
Much more a progressive Democrat	-1%	-2%	-2%	0%	4%	-1%	3%	0%	-4%	9%	11%	-5%	0%	0%	-1%	3%	-6%	-2%	0%	5%	-10%	-2%	9%	-3%	-4%	0%	-11%	-10%	4%	1%
Somewhat more a progressive Democrat	0%	2%	-2%	1%	-2%	-3%	2%	0%	1%	-5%	-3%	2%	1%	0%	1%	-1%	4%	1%	4%	1%	-6%	-3%	-31%	2%	1%	1%	6%	-14%	-2%	3%
Somewhat more a traditional Democrat	5%	3%	5%	7%	2%	12%	-2%	4%	4%	2%	-3%	6%	5%	9%	0%	1%	9%	5%	1%	-1%	19%	5%	16%	4%	6%	3%	15%	12%	-8%	2%
Much more a traditional Democrat	-2%	-2%	0%	-5%	-2%	-5%	-1%	-1%	-2%	-4%	1%	-1%	-6%	-9%	0%	0%	-4%	-4%	-3%	-4%	-1%	-1%	4%	-2%	-3%	-2%	-10%	13%	4%	-4%
Unsure	-2%	-1%	-1%	-2%	-3%	-3%	-2%	-3%	1%	-2%	-5%	0%	-1%	0%	0%	-3%	-2%	0%	-2%	-2%	-2%	0%	1%	-1%	-1%	-2%	-1%	-2%	1%	-2%

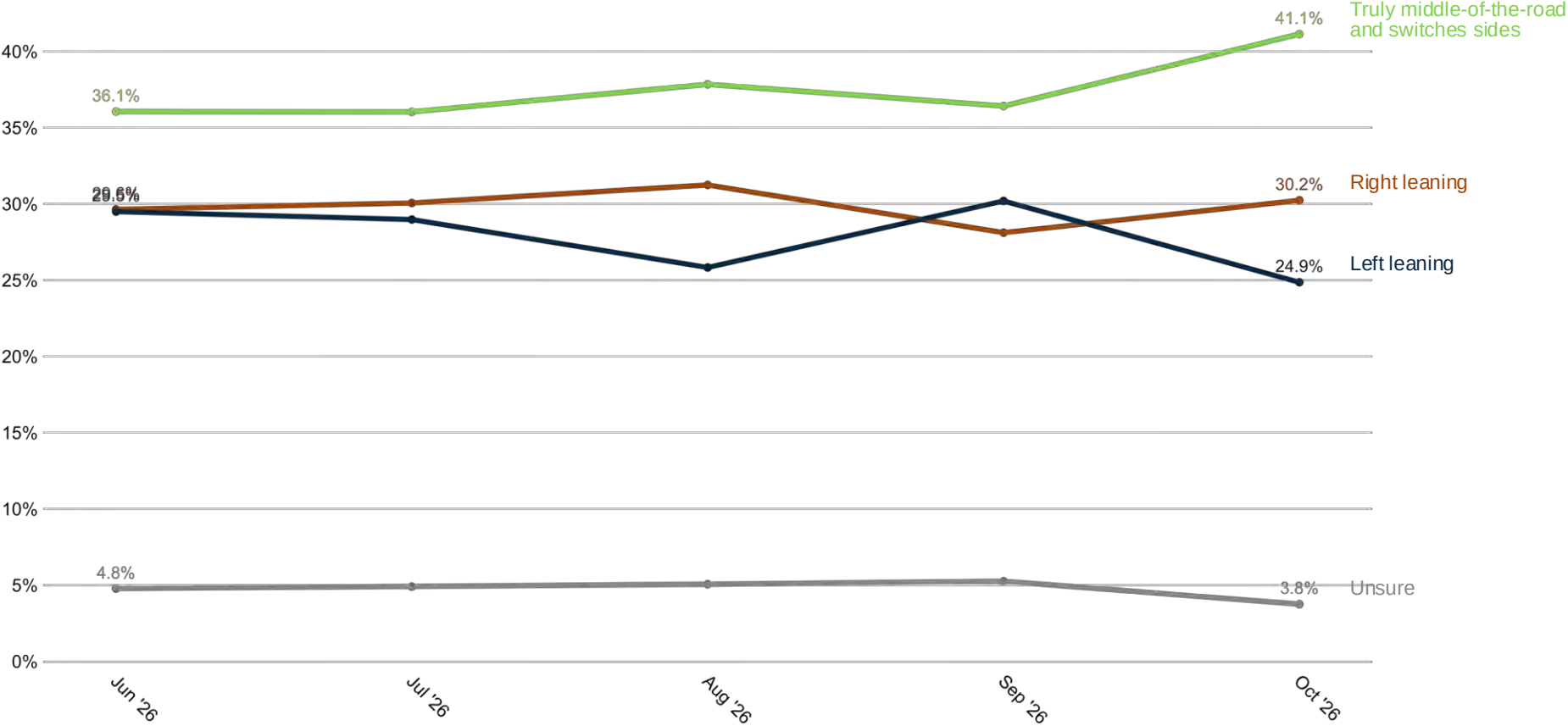
Type of Independent



	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	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	30%	20%	21%	37%	40%	42%	33%	21%	19%	33%	31%	29%	29%	23%	29%	34%	32%	15%	29%	31%	35%	27%	31%	60%	8%	31%	40%	19%	24%	17%	41%	32%
One who is left leaning Total	25%	39%	25%	22%	15%	24%	15%	23%	41%	26%	25%	23%	29%	23%	25%	26%	27%	27%	19%	23%	26%	24%	14%	7%	46%	11%	19%	33%	16%	39%	18%	27%
One who is more right leaning	12%	10%	15%	13%	12%	11%	14%	12%	11%	17%	9%	13%	13%	15%	6%	13%	12%	3%	13%	12%	14%	11%	9%	29%	2%	7%	16%	8%	11%	6%	18%	12%
One who is somewhat right leaning	18%	11%	6%	23%	28%	31%	20%	9%	8%	16%	22%	16%	17%	8%	23%	21%	20%	11%	16%	19%	20%	16%	22%	31%	5%	25%	23%	11%	14%	11%	23%	20%
One who is truly middle-of-the-road and switch...	41%	31%	55%	42%	39%	33%	49%	44%	40%	37%	43%	43%	38%	44%	44%	40%	39%	43%	49%	41%	38%	45%	51%	32%	44%	53%	39%	42%	50%	39%	40%	39%
One who is somewhat left leaning	9%	13%	12%	5%	9%	10%	4%	10%	15%	6%	13%	8%	10%	8%	6%	13%	9%	6%	11%	6%	10%	9%	6%	3%	18%	0%	9%	11%	3%	15%	7%	11%
One who is more left leaning	15%	26%	12%	16%	6%	14%	11%	14%	26%	20%	11%	15%	20%	15%	19%	14%	17%	21%	9%	17%	16%	14%	8%	4%	28%	11%	10%	22%	13%	25%	11%	16%
Unsure	4%	10%	0%	0%	6%	2%	3%	11%	0%	5%	2%	5%	3%	9%	2%	0%	2%	15%	3%	4%	1%	4%	4%	2%	3%	5%	2%	6%	10%	5%	1%	2%

What type of Independent do you more consider yourself?

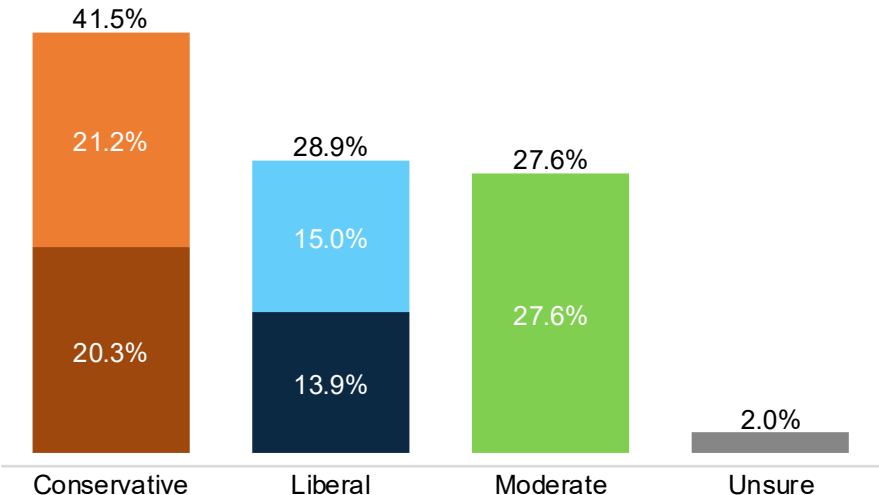
Trend: Type of Independent



Percent Change: Type of Independent (Sep '26 to Oct '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	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	2%	0%	-5%	0%	12%	10%	0%	-2%	-2%	-10%	-1%	4%	5%	0%	0%	-4%	11%	1%	2%	-5%	-2%	0%	4%	3%	6%	-2%	-3%	-11%	11%	4%
One who is left leaning Total	-5%	6%	-3%	-7%	-16%	-8%	-14%	-4%	7%	15%	-10%	-11%	-1%	0%	0%	-4%	-11%	-6%	-5%	4%	-19%	-6%	1%	-11%	-9%	0%	-6%	8%	-18%	-5%
One who is more right leaning	-3%	-1%	3%	-6%	-6%	-2%	-10%	-1%	2%	-9%	-16%	0%	2%	-14%	0%	-2%	0%	-6%	-4%	-1%	-11%	-6%	-6%	0%	-5%	0%	3%	-9%	-3%	-5%
One who is somewhat right leaning	5%	1%	-7%	6%	18%	12%	10%	-1%	-4%	-1%	14%	4%	3%	14%	0%	-1%	11%	7%	6%	-4%	10%	6%	10%	3%	11%	-2%	-6%	-2%	13%	9%
One who is truly middle-of-the-road and switches sides	5%	-9%	13%	11%	4%	0%	16%	6%	-4%	-2%	14%	5%	3%	0%	0%	7%	4%	6%	6%	-11%	24%	9%	-3%	10%	6%	2%	10%	6%	8%	2%
One who is somewhat left leaning	-5%	-1%	-1%	-9%	-9%	-9%	-9%	-4%	2%	2%	-6%	-8%	-4%	0%	-11%	-1%	-16%	-6%	-7%	-4%	-5%	-6%	-3%	-8%	-5%	-5%	-10%	0%	-12%	-3%
One who is more left leaning	0%	7%	-2%	1%	-8%	0%	-5%	0%	5%	13%	-4%	-2%	3%	0%	11%	-3%	5%	-1%	2%	8%	-13%	0%	4%	-2%	-4%	5%	4%	8%	-6%	-2%
Unsure	-2%	3%	-6%	-4%	1%	-2%	-2%	1%	-1%	-3%	-2%	2%	-7%	0%	0%	0%	-4%	-1%	-2%	13%	-4%	-3%	-2%	-2%	-3%	0%	-2%	-4%	0%	-1%



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Reg AI Use	Rare AI Use	Swing Voters	Trump '24	Harris '24	Already Voted	EDay Voter	ABEV Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Conservative	42%	30%	42%	41%	55%	45%	51%	40%	30%	50%	48%	38%	32%	86%	83%	60%	19%	2%	14%	6%	37%	45%	42%	48%	22%	36%	40%	45%	39%	37%	79%	9%	23%	50%	33%	29%	41%	46%	44%
Liberal	29%	43%	26%	27%	17%	28%	16%	30%	40%	21%	20%	33%	40%	3%	3%	2%	7%	62%	37%	77%	30%	28%	30%	27%	39%	27%	31%	28%	30%	14%	2%	55%	43%	23%	35%	36%	24%	28%	29%
Very conservative	20%	14%	20%	22%	27%	22%	26%	19%	15%	24%	23%	19%	14%	50%	45%	18%	1%	0%	8%	3%	18%	23%	21%	24%	12%	14%	20%	22%	20%	11%	41%	3%	8%	25%	16%	16%	16%	18%	24%
Somewhat conservative	21%	15%	22%	19%	29%	23%	25%	21%	15%	26%	25%	18%	18%	36%	39%	42%	17%	2%	6%	4%	19%	22%	22%	24%	10%	22%	20%	24%	19%	26%	38%	6%	15%	25%	17%	13%	26%	28%	20%
Moderate	28%	25%	30%	30%	25%	26%	30%	26%	30%	25%	30%	27%	27%	10%	13%	35%	71%	36%	48%	16%	30%	25%	27%	23%	35%	36%	27%	26%	29%	45%	17%	34%	32%	25%	30%	33%	31%	24%	26%
Somewhat liberal	15%	18%	17%	11%	13%	16%	7%	15%	21%	12%	9%	19%	17%	2%	3%	2%	7%	30%	28%	33%	13%	15%	18%	14%	20%	11%	14%	16%	14%	9%	2%	28%	21%	13%	16%	16%	11%	15%	16%
Very liberal	14%	25%	9%	16%	5%	12%	9%	16%	18%	9%	11%	14%	22%	2%	0%	0%	0%	32%	10%	44%	17%	13%	12%	12%	20%	16%	17%	12%	16%	5%	0%	27%	22%	10%	18%	19%	13%	12%	13%
Unsure	2%	2%	2%	2%	2%	1%	3%	3%	1%	4%	2%	2%	1%	1%	0%	2%	3%	0%	1%	0%	3%	2%	0%	2%	3%	1%	2%	1%	2%	5%	1%	1%	3%	2%	2%	2%	3%	3%	1%

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

Priority, Vote Method, Direction & Ballot



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

Trump Republicans

26%

Soft Republicans

18%

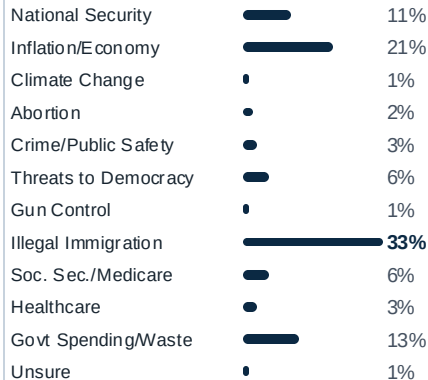
True Swing/Independents

16%

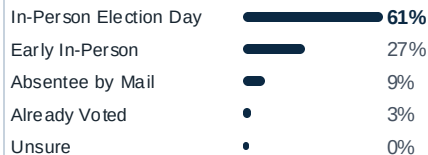
Committed Democrats

40%

TOP PRIORITY



VOTE METHOD



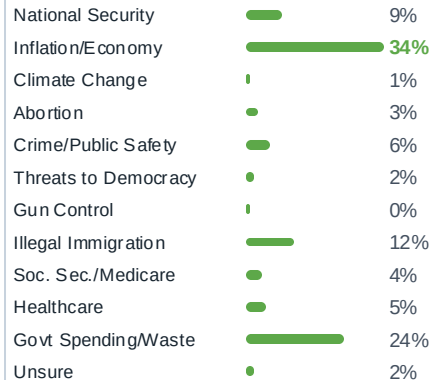
STATE DIRECTION



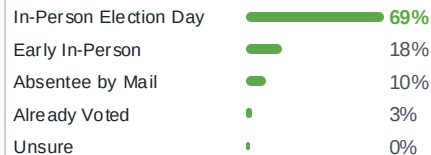
GENERIC BALLOT (U.S. CONGRESS)



TOP PRIORITY



VOTE METHOD



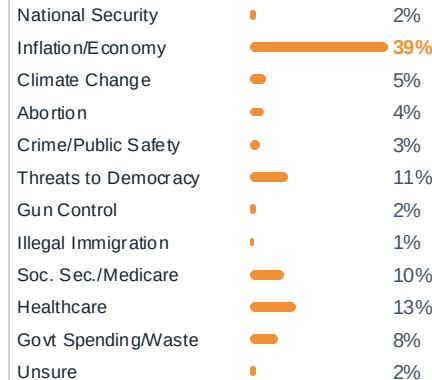
STATE DIRECTION



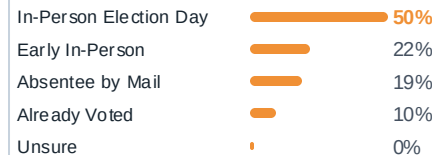
GENERIC BALLOT (U.S. CONGRESS)



TOP PRIORITY



VOTE METHOD



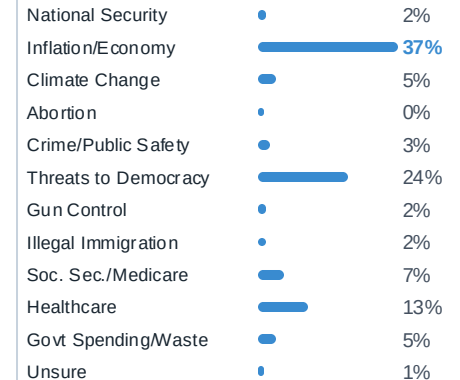
STATE DIRECTION



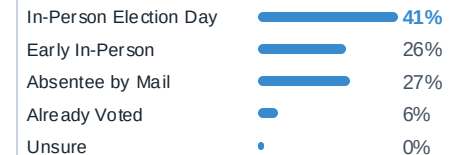
GENERIC BALLOT (U.S. CONGRESS)



TOP PRIORITY



VOTE METHOD



STATE DIRECTION



GENERIC BALLOT (U.S. CONGRESS)



Control, Winner, Vote Reason & Image I



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

Trump Republicans

26%

Soft Republicans

18%

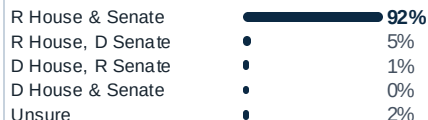
True Swing/Independents

16%

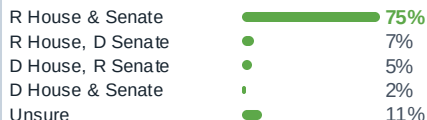
Committed Democrats

40%

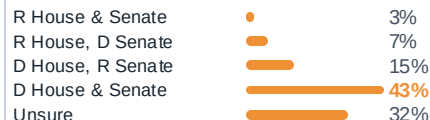
PREFERRED CONTROL OF CONGRESS



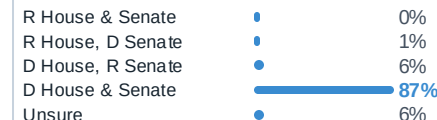
PREFERRED CONTROL OF CONGRESS



PREFERRED CONTROL OF CONGRESS



PREFERRED CONTROL OF CONGRESS



EXPECTED CONGRESSIONAL WINNER



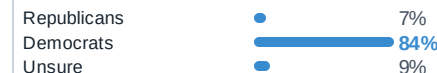
EXPECTED CONGRESSIONAL WINNER



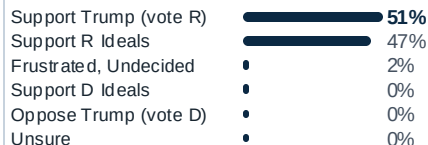
EXPECTED CONGRESSIONAL WINNER



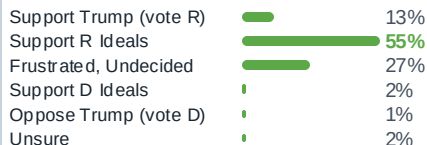
EXPECTED CONGRESSIONAL WINNER



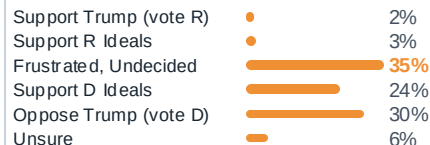
REASON FOR CONGRESSIONAL VOTE



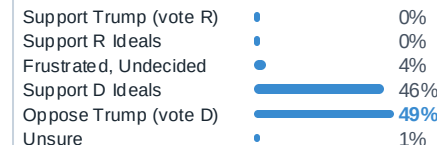
REASON FOR CONGRESSIONAL VOTE



REASON FOR CONGRESSIONAL VOTE



REASON FOR CONGRESSIONAL VOTE



MIDTERM TURNOUT MOTIVATION



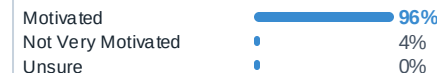
MIDTERM TURNOUT MOTIVATION



MIDTERM TURNOUT MOTIVATION



MIDTERM TURNOUT MOTIVATION



DONALD TRUMP



DONALD TRUMP



DONALD TRUMP



DONALD TRUMP



CHUCK SCHUMER



CHUCK SCHUMER



CHUCK SCHUMER



CHUCK SCHUMER



Image II & Congressman's Role

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

Trump Republicans

26%

Soft Republicans

18%

True Swing/Independents

16%

Committed Democrats

40%

ZOHRAN MAMDANI



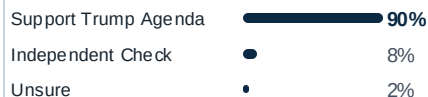
REPUBLICANS IN CONGRESS



DEMOCRATS IN CONGRESS



ROLE OF CONGRESSMAN RE: TRUMP



BALLOT IF R DISAGREES W/ TRUMP



ZOHRAN MAMDANI



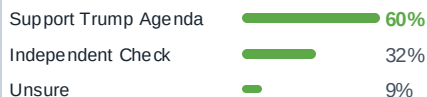
REPUBLICANS IN CONGRESS



DEMOCRATS IN CONGRESS



ROLE OF CONGRESSMAN RE: TRUMP



BALLOT IF R DISAGREES W/ TRUMP



ZOHRAN MAMDANI



REPUBLICANS IN CONGRESS



DEMOCRATS IN CONGRESS



ROLE OF CONGRESSMAN RE: TRUMP



BALLOT IF R DISAGREES W/ TRUMP



ZOHRAN MAMDANI



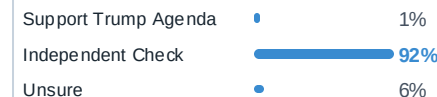
REPUBLICANS IN CONGRESS



DEMOCRATS IN CONGRESS



ROLE OF CONGRESSMAN RE: TRUMP



BALLOT IF R DISAGREES W/ TRUMP



Hypothetical Ballots & 2024 Vote



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



Vote Efficacy, Style, Ad Recall & Economy



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

Trump Republicans

26%

Soft Republicans

18%

True Swing/Independents

16%

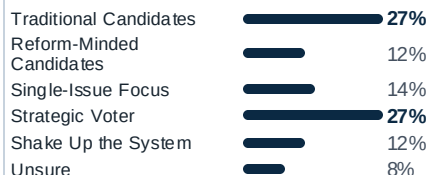
Committed Democrats

40%

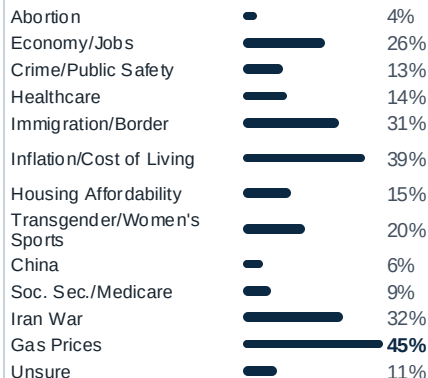
VOTE MAKES A DIFFERENCE (LOCAL)



VOTING STYLE



AD TOPICS RECALLED (TOP 3)



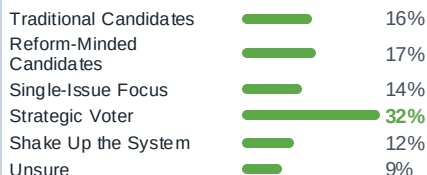
ECONOMY DIRECTION



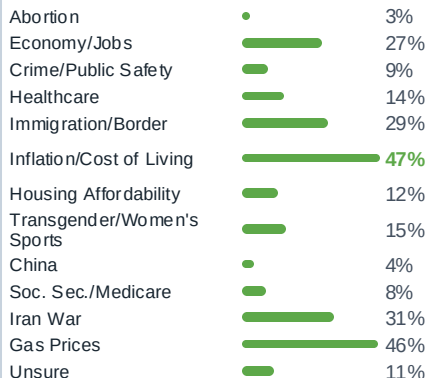
VOTE MAKES A DIFFERENCE (LOCAL)



VOTING STYLE



AD TOPICS RECALLED (TOP 3)



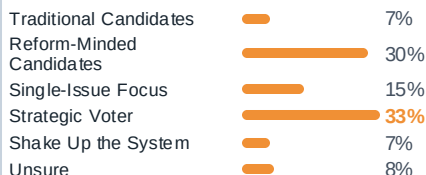
ECONOMY DIRECTION



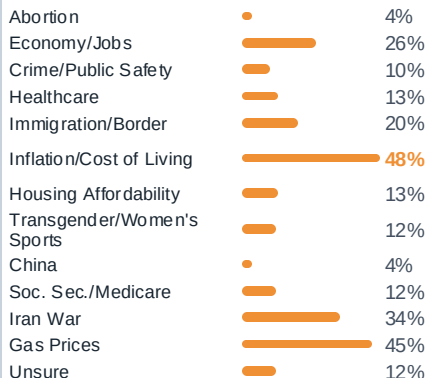
VOTE MAKES A DIFFERENCE (LOCAL)



VOTING STYLE



AD TOPICS RECALLED (TOP 3)



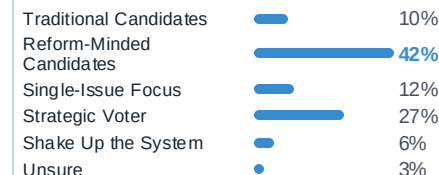
ECONOMY DIRECTION



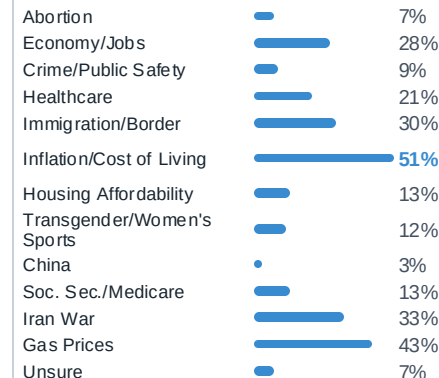
VOTE MAKES A DIFFERENCE (LOCAL)



VOTING STYLE



AD TOPICS RECALLED (TOP 3)



ECONOMY DIRECTION



Finances, Gas Prices & News Habits I



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

Trump Republicans

26%

Soft Republicans

18%

True Swing/Independents

16%

Committed Democrats

40%

PERSONAL FINANCIAL OUTLOOK



PERSONAL FINANCIAL OUTLOOK



PERSONAL FINANCIAL OUTLOOK



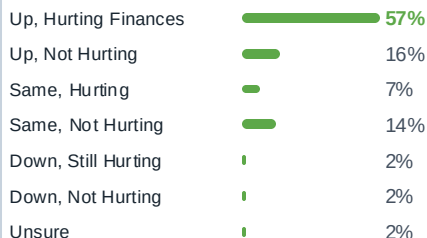
PERSONAL FINANCIAL OUTLOOK



GAS PRICE IMPACT



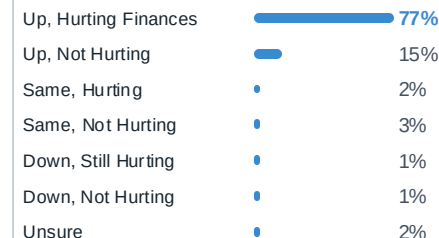
GAS PRICE IMPACT



GAS PRICE IMPACT



GAS PRICE IMPACT



NEWS ATTENTION



NEWS ATTENTION



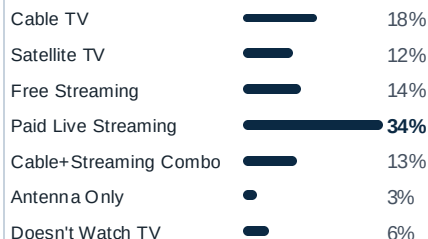
NEWS ATTENTION



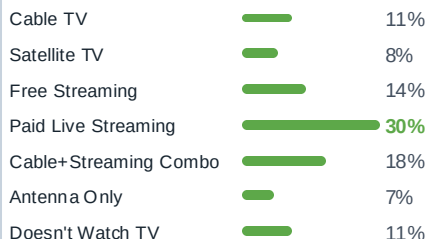
NEWS ATTENTION



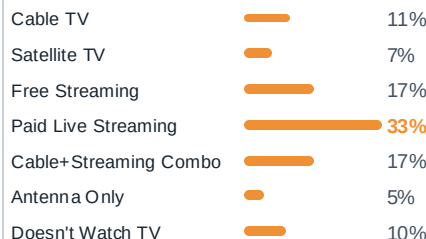
TELEVISION SERVICE



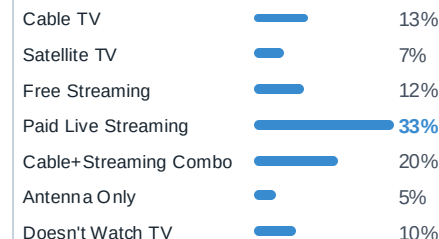
TELEVISION SERVICE



TELEVISION SERVICE



TELEVISION SERVICE



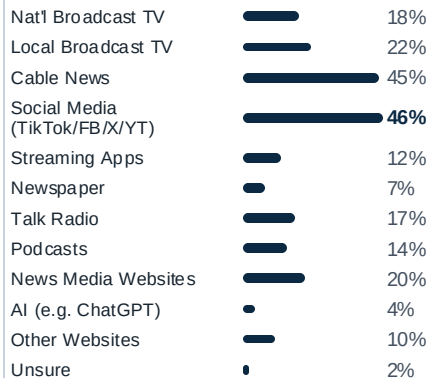
News Source & Partisanship Type

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

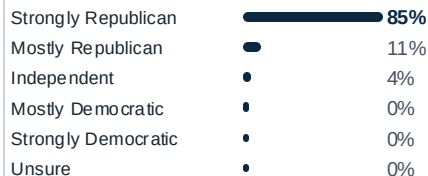
Trump Republicans

26%

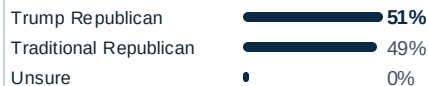
NEWS SOURCE (TOP 3)



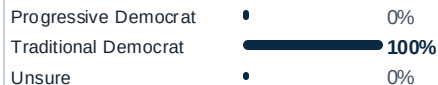
PARTISANSHIP



TYPE OF REPUBLICAN



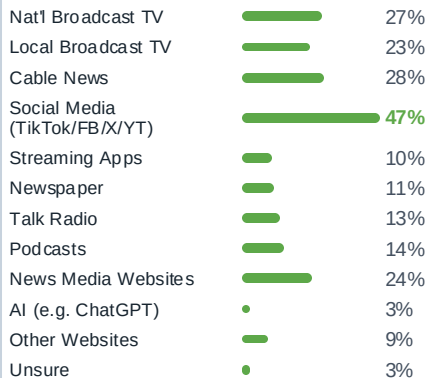
TYPE OF DEMOCRAT



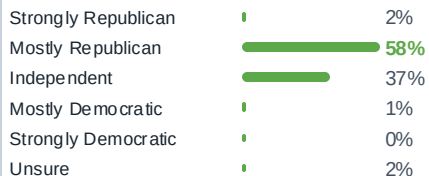
Soft Republicans

18%

NEWS SOURCE (TOP 3)



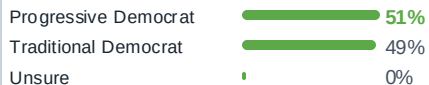
PARTISANSHIP



TYPE OF REPUBLICAN



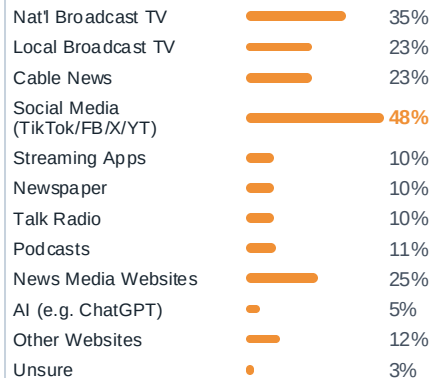
TYPE OF DEMOCRAT



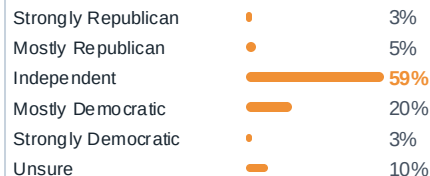
True Swing/Independents

16%

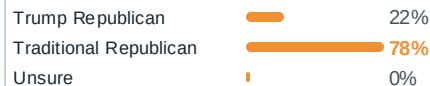
NEWS SOURCE (TOP 3)



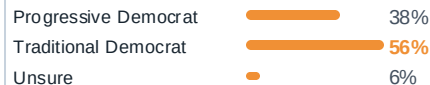
PARTISANSHIP



TYPE OF REPUBLICAN



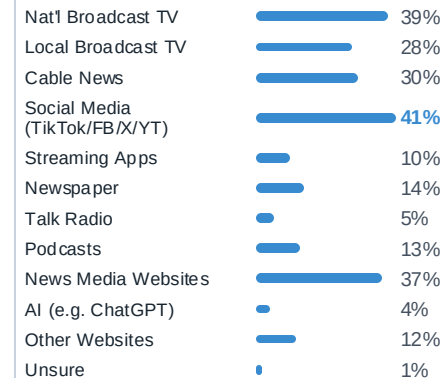
TYPE OF DEMOCRAT



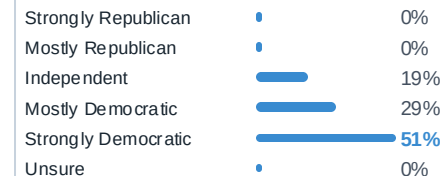
Committed Democrats

40%

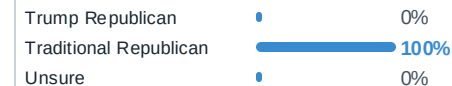
NEWS SOURCE (TOP 3)



PARTISANSHIP



TYPE OF REPUBLICAN



TYPE OF DEMOCRAT



Independents & Core Demos

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

Trump Republicans

26%

TYPE OF INDEPENDENT



GENDER



AGE RANGE



IDEOLOGY



Soft Republicans

18%

TYPE OF INDEPENDENT



GENDER



AGE RANGE



IDEOLOGY



True Swing/Independents

16%

TYPE OF INDEPENDENT



GENDER



AGE RANGE



IDEOLOGY



Committed Democrats

40%

TYPE OF INDEPENDENT



GENDER



AGE RANGE



IDEOLOGY



Voter History & Household I



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

Trump Republicans

26%

Soft Republicans

18%

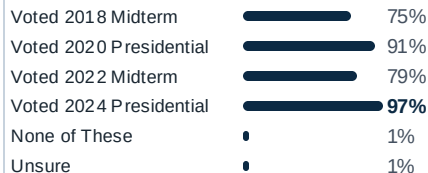
True Swing/Independents

16%

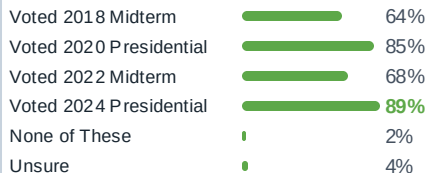
Committed Democrats

40%

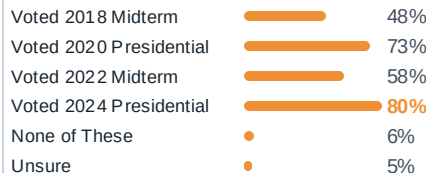
SPECIFIC VOTER HISTORY



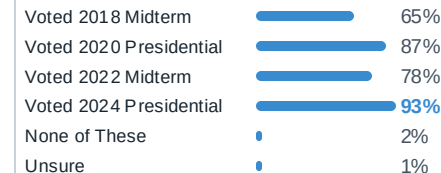
SPECIFIC VOTER HISTORY



SPECIFIC VOTER HISTORY



SPECIFIC VOTER HISTORY



MARITAL STATUS



MARITAL STATUS



MARITAL STATUS



MARITAL STATUS



COMMUNITY TYPE



COMMUNITY TYPE



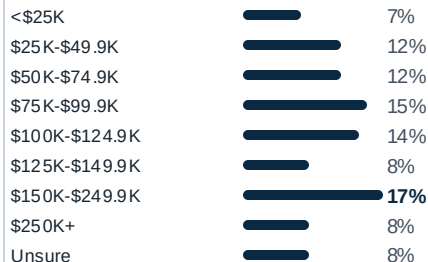
COMMUNITY TYPE



COMMUNITY TYPE



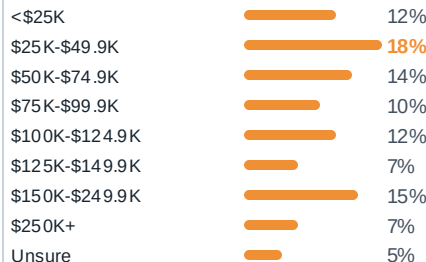
INCOME



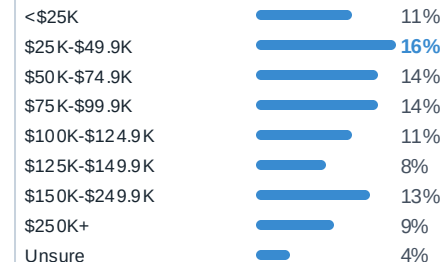
INCOME



INCOME



INCOME



Race, Education, Geography & Turnout

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

Trump Republicans

26%

Soft Republicans

18%

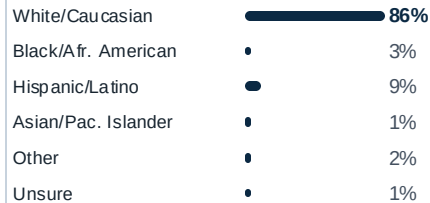
True Swing/Independents

16%

Committed Democrats

40%

RACE/ETHNICITY



EDUCATION



PARENTAL STATUS



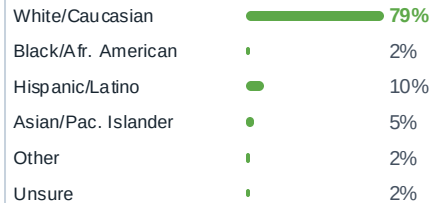
GEO GROUPING



GENERAL ELECTION X OF 4



RACE/ETHNICITY



EDUCATION



PARENTAL STATUS



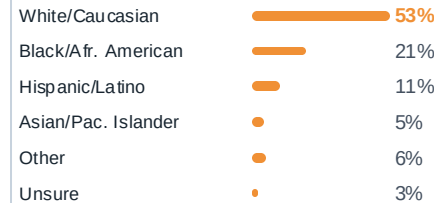
GEO GROUPING



GENERAL ELECTION X OF 4



RACE/ETHNICITY



EDUCATION



PARENTAL STATUS



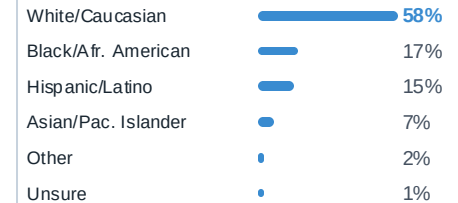
GEO GROUPING



GENERAL ELECTION X OF 4



RACE/ETHNICITY



EDUCATION



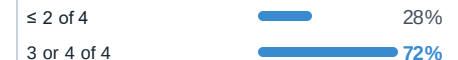
PARENTAL STATUS



GEO GROUPING



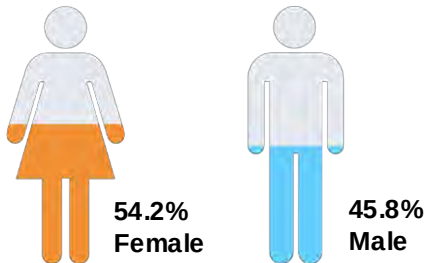
GENERAL ELECTION X OF 4



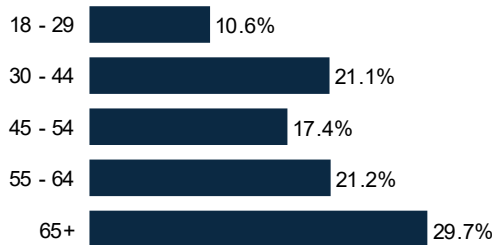
Demographics



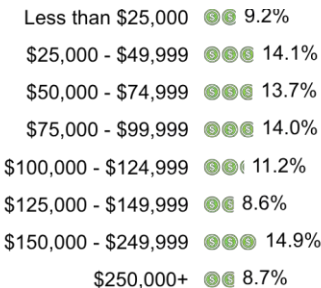
Sex



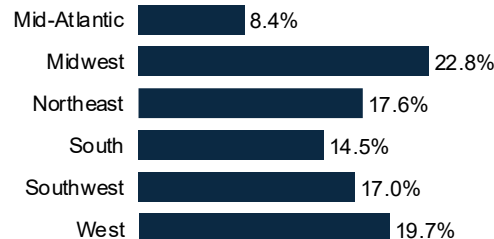
Age Range



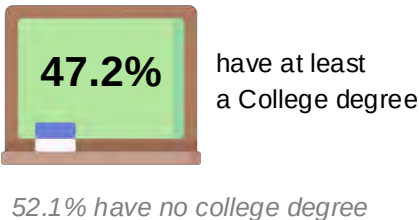
Household Income



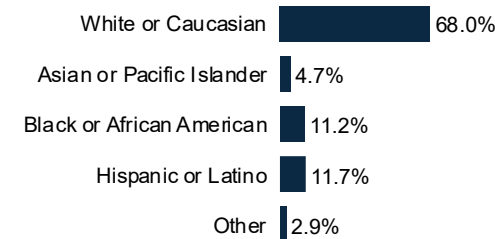
Geo - Region



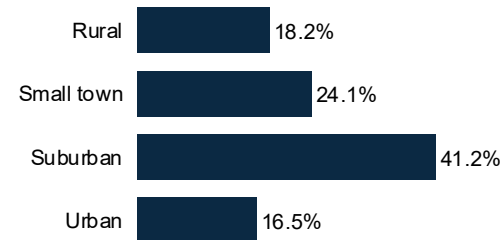
Education



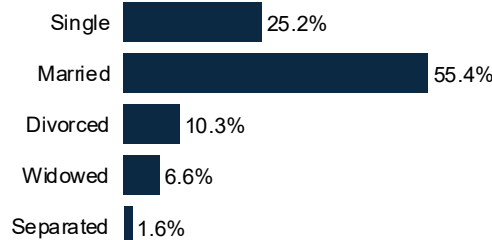
Race/Ethnicity



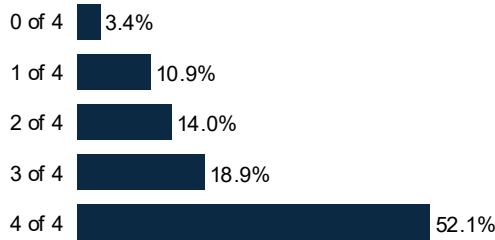
Community Type



Marital Status



General Election X of 4



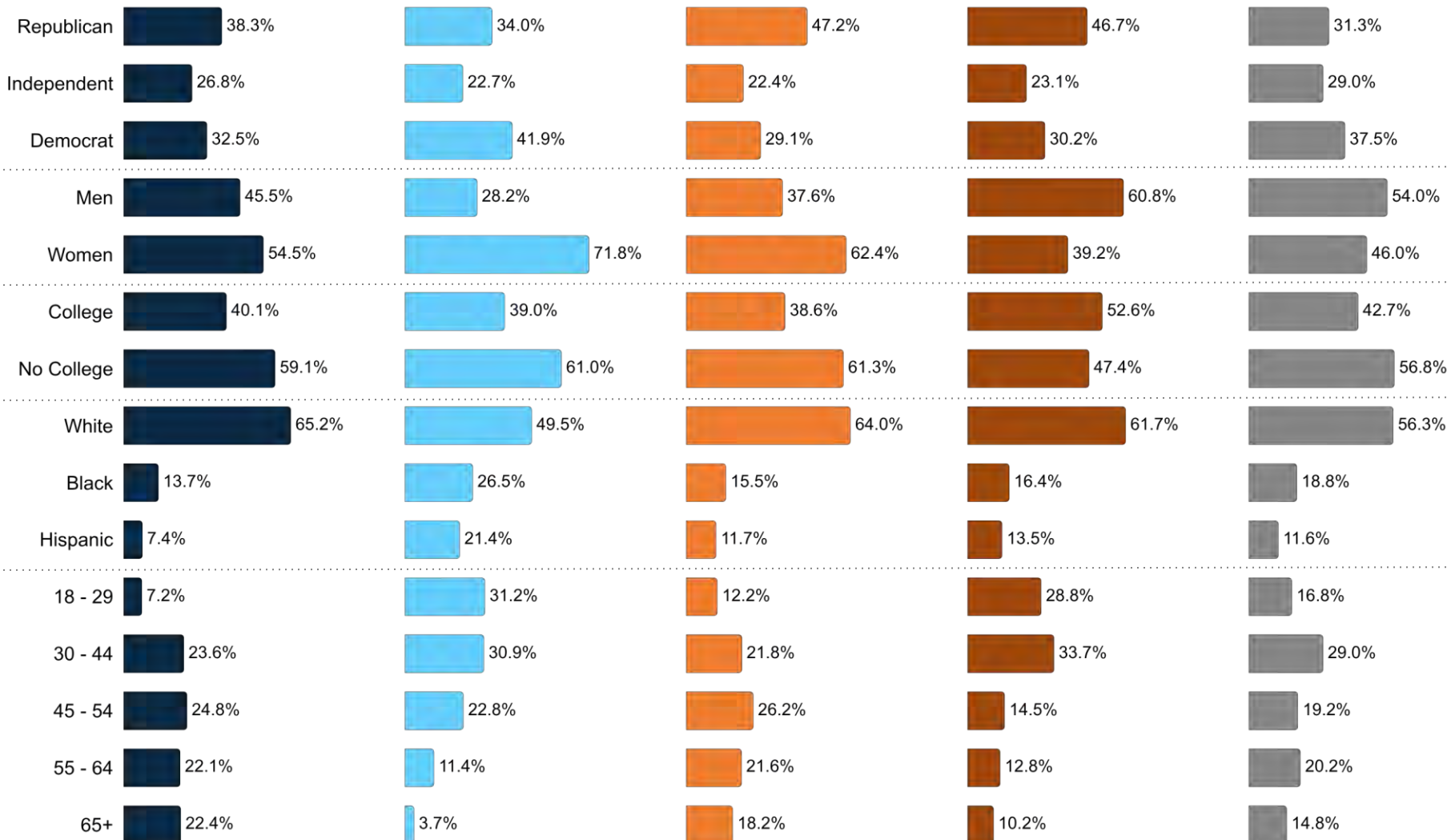
Streaming app(s)

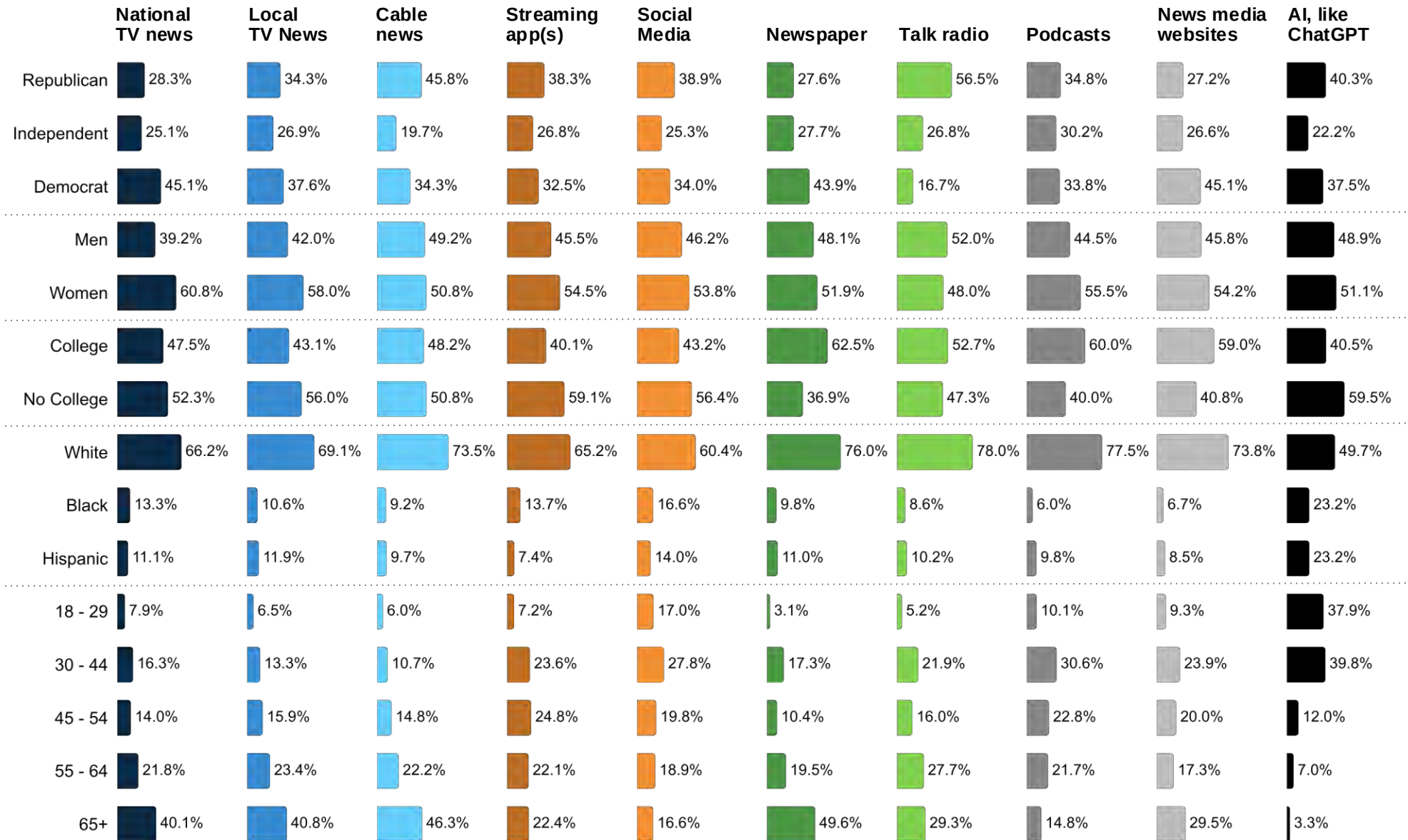
TikTok

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	46%	43%	54%	47%	43%	76%	75%	68%	68%	60%	52%	60%	40%	51%	44%	44%	32%	26%	26%	24%	45%	43%	44%	50%	39%	41%	51%	64%
Cable news	39%	28%	20%	40%	27%	19%	28%	15%	27%	13%	12%	32%	29%	23%	42%	18%	35%	53%	40%	55%	31%	36%	35%	21%	34%	35%	30%	24%
National TV news	22%	38%	28%	20%	38%	11%	18%	32%	18%	23%	27%	16%	30%	29%	27%	30%	41%	29%	44%	54%	27%	30%	32%	32%	28%	31%	38%	28%
News media websites	22%	34%	28%	21%	34%	3%	37%	32%	21%	22%	49%	24%	40%	36%	16%	24%	35%	27%	33%	28%	27%	28%	29%	28%	35%	27%	39%	13%
Local TV news	23%	27%	17%	22%	27%	7%	23%	17%	18%	20%	11%	21%	22%	26%	24%	34%	28%	29%	33%	41%	30%	27%	23%	19%	21%	29%	26%	23%
YouTube	21%	24%	29%	22%	24%	25%	46%	37%	32%	34%	31%	25%	22%	29%	21%	35%	16%	9%	12%	15%	20%	18%	26%	28%	19%	20%	29%	36%
Facebook	23%	16%	19%	24%	16%	35%	31%	13%	32%	18%	14%	36%	21%	31%	24%	15%	18%	14%	11%	10%	21%	21%	19%	16%	16%	21%	17%	28%
Podcasts	13%	13%	12%	12%	14%	16%	17%	9%	17%	19%	20%	18%	20%	14%	11%	19%	12%	7%	5%	6%	12%	13%	13%	14%	18%	11%	11%	6%
TikTok	10%	13%	16%	10%	12%	30%	28%	39%	18%	18%	16%	19%	11%	17%	8%	1%	7%	1%	3%	1%	13%	9%	12%	15%	8%	9%	16%	25%
Other websites	10%	12%	11%	10%	12%	6%	11%	18%	7%	21%	16%	10%	11%	10%	8%	10%	13%	8%	13%	7%	9%	13%	11%	11%	13%	9%	13%	7%
Newspaper	8%	14%	10%	9%	12%	3%	4%	3%	6%	8%	12%	0%	12%	8%	8%	10%	14%	15%	21%	22%	7%	11%	11%	14%	18%	6%	5%	11%
Talk radio	16%	6%	8%	17%	6%	20%	0%	1%	13%	13%	8%	14%	11%	5%	17%	19%	7%	18%	8%	4%	13%	10%	11%	7%	13%	11%	8%	6%
Streaming app(s)	11%	10%	14%	12%	10%	8%	6%	8%	6%	11%	16%	14%	15%	15%	14%	11%	5%	10%	9%	4%	11%	9%	11%	10%	9%	11%	7%	13%
Twitter / X	9%	5%	8%	8%	6%	18%	16%	22%	15%	9%	10%	11%	4%	1%	7%	5%	0%	4%	3%	0%	6%	7%	5%	12%	7%	5%	7%	9%
AI, like ChatGPT	4%	4%	2%	4%	4%	20%	12%	13%	9%	7%	7%	4%	2%	2%	2%	0%	1%	1%	1%	0%	2%	1%	5%	8%	4%	2%	3%	10%
Unsure	2%	1%	8%	2%	2%	5%	0%	0%	1%	1%	1%	2%	1%	0%	4%	1%	2%	1%	1%	1%	2%	3%	1%	2%	1%	2%	1%	1%