



Survey of Likely 2026 General Election Voters

National

October 23 – 24, 2026 | n=1500 | $\pm 2.53\%$

State of the Midterms

- The macro political environment hasn't changed much since earlier this month. Democrats lead the generic ballot 51% to 43% (D+8), and every survey since August has landed within a point of that.
 - Women under 55 back Democrats by 29 points (62-33), and men 55 and over back Republicans by 16 (56-40). Women 55 and over lean Democratic by 7, men under 55 by 11.
- The Democrat enthusiasm we've been warning about is not a polling anomaly. It can be seen in the early vote returns across the country and those who already voted in this NVT say they backed Democrats by a 2:1 margin (63-35, D+28) while being D+21 on the retro, while those yet to vote split 46 - 47 (D+1) and are R+5 on the retro.
 - The early electorate skews older. Of voters 65 and over, 36% have voted, compared with 30% of voters aged 55 to 64, 21% to 23% of voters 30 to 54, and 19% of voters 18 to 29.
 - 80% of Democrats call themselves extremely motivated to vote, versus 67% of Republicans – a 13-point motivation delta.
 - Motivation falls to 47% among voters under 30 and 37% among swing voters.
 - Traditional conservative Republicans sit at 63%, 10 points behind Trump Republicans.

- Republicans are a little less locked in than Democrats. 77% of Republicans are definitely Republican, and 14% are only probably. Democrats are 91% definite. One in 10 Independents is still unsure.
- Voters call the country's direction no worse than they did at this point in 2024 and better than in 2022, yet the ballot is worse than both years. The difference is Trump.
 - His net favorable is 12 points lower than in Oct 2024 and 8 lower than in Oct 2022, and the committed vote shows it: definite Republicans fell from 41% in 2024 to 34%, while definite Democrats rose from 41% to 45%.
- The GOP base is less settled than early this month. Republicans saying wrong track rose from 20% to 26%, and traditional conservative Republicans fell from R+86 to R+76 on the generic.
- Republicans need a big Election Day. Nearly half of Republican voters (48%) plan to vote on November 3rd, compared with 29% of Democratic voters. Democrats have already banked votes equal to 17% of the electorate, compared to Republicans at just 10%.
 - Election Day makes up 53% of the votes still to be cast, and Republicans lead those voters by +15 points. Every other vote method favors Democrats, from early in-person (+11) to mail (+32).
 - Half of non-college men (48%) and rural voters (51%) plan to vote that day, and Republicans carry those groups by 9 and 22 points.

- Swing voters are back with Republicans. Among voters who haven't cast a ballot, soft Republicans lead soft Democrats R+13, after trailing -2 in early October. That's a 15-point net swing, bigger than September's R+7 edge.

Issues

- Republicans have lost ground on five of six trust issues since February. Cost of living moved the most, from a 1-point Republican edge to a 12-point Democratic lead (48-36). Immigration held at R+12 to R+11.
 - Soft Republicans' trust in the GOP fell from 76% to 58%, and men under 55 moved from R+2 to D+19.
 - Voters earning \$50K-\$100K swung 22 points (R+4 to D+18). Men 55 and over moved the least, 8 points.
- Trust on who will best manage the economy moved from R+3 to D+6. Voters aged 45 to 54 swung 17 points, and middle-income voters 19.
- Immigration held at R+11 overall, but swing voters moved toward Republicans, from R+30 to R+41. Hispanic voters went the other way, from R+1 to D+11.
- Crime narrowed from R+13 to R+7, led by voters earning \$50K to \$100K (R+19 to even), Black voters (D+36 to D+54), and Hispanic voters (R+4 to D+11). Swing voters held at R+37.
- Wasteful spending fell from R+12 to R+4, with voters 65 and over moving from R+20 to R+8. Republicans who trust neither party on spending doubled, from 7% to 14%.

- Foreign affairs moved from R+1 to D+5. Black voters swung 19 points; men 55 and over were the only gender-age group to move toward Republicans (R+18 to R+20).

Images

- Trump's image among those yet-to-vote improved from -18 in early October to -12 now. Swing voters went from -33 to -16.
 - Women yet-to-vote drive more of the movement here. Women 55 and over went from -23 to -4, and women under 55 from -45 to -30.
 - Men under 55 keep souring (-16 to -19), and non-college men fell from +12 to +0. The under-55 gender gap shrank from 29 points to 11.
- Congressional Republicans improved from -17 to -5 among voters still to vote, and to even with swing voters (from -20). Men 55 and over jumped from +10 to +24.
 - Congressional Democrats slipped from -14 to -15 overall, and fell from -23 to -36 with swing voters. Women 55 and over went from -1 to -11.
- The “voting to oppose Trump” motivation is narrower among voters still to vote, +7, versus +10 in the full sample. Men under 55 sit at +13.
- Mike Johnson sits at 31% to 44% and Hakeem Jeffries at 30% to 41%. More than 40% of swing voters can't rate either.

Campaign Communications Environment

- Of voters, 85% recall at least one campaign contact in the past two weeks, led by texts (67%) and mail (47%). Only 10% recall a door knock.
 - Early voters recall more of everything: texts (77% to 64%), mail (56% to 44%), and door knocks (14% to 8%). Either campaigns chased those votes harder than everyone else or engaged voters remember more.
- Soft Republicans recall less campaign contact than other swing voters. Of soft Republicans, 53% recall a text, against 67% of soft Democrats and undecideds combined, and 17% recall no contact at all, against 10%.
 - The gaps hold across methods. Door knocks run 7% to 13%, email 23% to 36%, and automated calls 20% to 31%.
- Voters split evenly on which party they recall hearing about (26% each), but they remember contact about Democratic campaigns (+13 net) more warmly than contact about Republicans (+6).
 - Women under 55 recall contact about Democrats over Republicans 32% to 22%, and voters 18 to 29 recall it 37% to 25%. Men 55 and over recall Republican contact 29% to 22%.
 - Swing voters recall Republican contact more (22% to 15%), but 40% remember it as mostly negative.

- Traditional Republicans recall positive GOP outreach at -20 points below Trump Republicans (28% vs. 48%).
- Cost of living still leads the type of ads voters recall most at 48%, but is down 4 points since October 2024. Immigration recall is sliced in half compared to the presidential from 63% to 31%, and abortion from 54% to 6%. Gas prices (45%) and the Iran war (31%) are new to the list.
- Since early October, voters recall more immigration ads on the Republican side and fewer on the Democratic side. Republicans recall immigration ads at 41%, up from 30%; Democrats at 22%, down from 29%.
 - Swing voters recall fewer cost-of-living ads (51% to 42%) and more immigration ads (24% to 30%), in step with their move toward Republicans on immigration trust.
 - Housing affordability ad recall doubled among voters under 30 (11% to 25%).

Election Confidence

- Asked what concerns them most about the upcoming election voters are split with 33% picking eligible voters being blocked or intimidated at the polls, 28% picking ineligible people casting ballots, and 23% picking ballot tampering during the count.
 - Fear of blocked voters peaks among Black voters (45%) and voters 18 to 29 (41%). Fear of ineligible voters peaks among rural voters (41%) and men 55 and over (39%). Swing voters spread across the three, and 17% name none.

- Committed partisans are the least willing to accept the results as legitimate if their party loses Congress. Voters *definitely* backing one party would accept 54-31, while swing voters would accept 69-14.
 - Trump Republicans (38%), non-college women (33%), and Black voters (33%) reject a loss at the highest rates. College men reject at the lowest rate, 21%.
 - Voters who expect a definite win are the most likely to reject a loss: 42% of those certain Republicans win, and 38% of those certain Democrats win.
- Asked when they expect to know which party won Congress, two-thirds (66%) say by the day after the election: 32% expect it on election night and 34% the next day. Only 9% expect it to take more than a week.
 - Republicans expect a faster result. Of Republicans, 40% expect a winner on election night vs 29% of Democrats. That rises to 51% among voters certain Republicans will win, and 43% among voters most worried about ineligible people voting.
 - Western voters expect the slowest count, with 23% expecting a result on election night and 13% expecting it to take more than a week. Voters under 30 also lean slow, with 15% expecting more than a week.

After the Election

- If Democrats win the House, voters want them to start with prices. Asked to pick two priorities, 35% choose lowering gas and energy prices, 31% ending the Iran war, and 23% working with Trump on shared priorities. Investigations (20%) and impeachment (18%) rank lower.

- Among Democrats, 46% pick ending the Iran war, 35% investigations, 32% impeachment, and 26% gas prices. Traditional Democrats back impeachment (32%) as much as progressives (33%).
- Gas prices top the list for swing voters (51%), rural voters (42%), and moderates (41%). Only 10% of swing voters pick investigations, and 10% pick impeachment.
- If Republicans lose Congress, Trump takes the most blame (35%), followed by high prices and the cost of living (20%) and voter fraud or unfair elections (10%).
 - College-educated Republicans spread the blame across Trump (19%), voter fraud (18%), and prices (17%). Non-college Republicans point to fraud (25%), with only 11% naming Trump.
- 10% of Trump voters aren't with the Republican on the generic ballot (6% to the Dem and 4% to undecided). These voters 51% want Democrats to lower gas and energy prices and 38% to end the Iran war.
 - Only 17% choose investigations and 8% impeachment. That is less than half the rate of Democrats overall (35% and 32%).
 - If the GOP loses, these lost Trump voters blame the President as the top blame target (37%), prices are next (21%), and the Iran war is third (18%).
- Nearly half of voters (47%) say Trump should have little or no influence over the party after a loss, and 37% say none at all. Another 30% want him to keep a ton or a great deal of influence, including 54% of Republicans.

- Age is a big divide inside the GOP with younger Republicans wanting less Trump influence after a loss. Of Republicans under 45, 41% want him to keep heavy influence, compared to 54% of those 45-to-64 and 64% of those 65+.
- On where the party should go once Trump leaves office, voters divide into three nearly equal camps: a third (32%) want to keep Trump's policies, with or without his style, 31% want a traditional conservative direction, and 29% want the party to move to the center.
 - Republicans want to keep the Trump policies: 35% would continue Trump's policies and style, and 30% would keep the policies with a different style. Another 29% want to change course, 19% toward traditional conservatism and 10% toward the center.

Latent Class Analysis Voter Segments

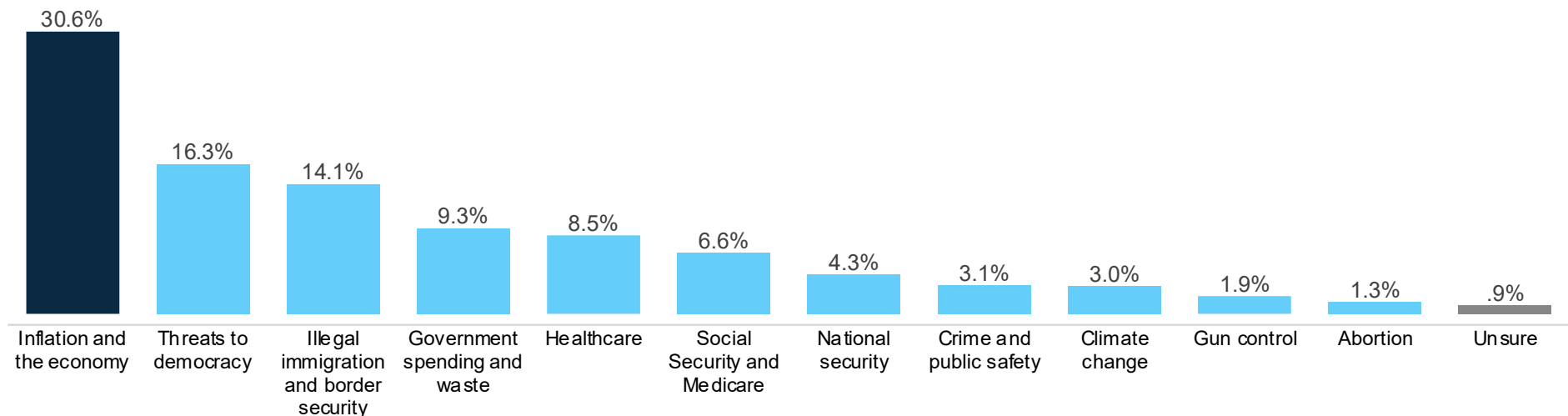
- **Trump Loyalists** (23%): Hardcore Republicans (95%) who view Trump very favorably (78%) and rank immigration first (41%). They vote reliably: 79% are extremely motivated, and 55% voted in all four recent general elections.
 - Older, white, and rural. Of this segment, 65% are 55 or over, 83% are white, 51% are white without a college degree, and 26% are rural. Another 23% live in the South, and 65% are married. College women make up only 15%.
 - They plan to vote on Election Day (46%) and get news from cable (40%) and talk radio (14%) over national broadcast (15%). If Republicans lose, 38% would reject the result.
- **Policy-First Republicans** (18%): Republicans who vote on policy more than loyalty to Trump. They're 63% hard and 34% soft Republican, 59% vote on Republican ideals, and 36% call themselves Independents. Half (50%) are extremely motivated.

- Affluent married parents. Of this segment, 13% earn \$250K or more (8% overall), 67% are married, and 35% have children at home. Their gender and age mix matches the electorate, and 31% call themselves moderate.
- They pay the least attention to political news: 16% follow none (9% overall). Of this segment, 82% haven't voted, 51% plan to vote on Election Day, and 51% want a Democratic House to work with Trump.
- **Frustrated Middle** (14%): Disaffected voters who lean Democratic, 50% to 15%, with 35% undecided. In 2024 they split 34% Harris, 32% Trump, and 24% third party or no vote. Of this segment, 82% say wrong track and 49% name inflation as their top priority.
 - Younger men in small towns. Men under 55 make up 33%, voters under 30 17%, small-town voters 29%, singles 30%, and voters earning under \$25K 13%. Only 39% voted in all four elections, against 52% overall.
 - You reach them through national broadcast news (35%) and TikTok (15%) more than cable (25%). They plan to vote on Election Day (43%), and 13% would reject a loss, the lowest of any segment.
- **Democratic Coalition** (44%): Hard Democrats (94%), 80% extremely motivated, who drive the early vote: 35% have already voted, 19% by mail. Threats to democracy rank first for 29%, and 51% call themselves progressive.
 - Female, college-educated, and diverse. Women make up 62% and college women 32%. Black voters are 19%, Hispanic voters 14%, urban voters 25%, and singles 30%. Only 24% are white without a degree.

Insights & Analysis

- They follow news most closely: 34% pay a great deal of attention, through national broadcast (39%), news websites (35%), and newspapers (16%). They want the House to end the Iran war (47%) and investigate Trump (35%).

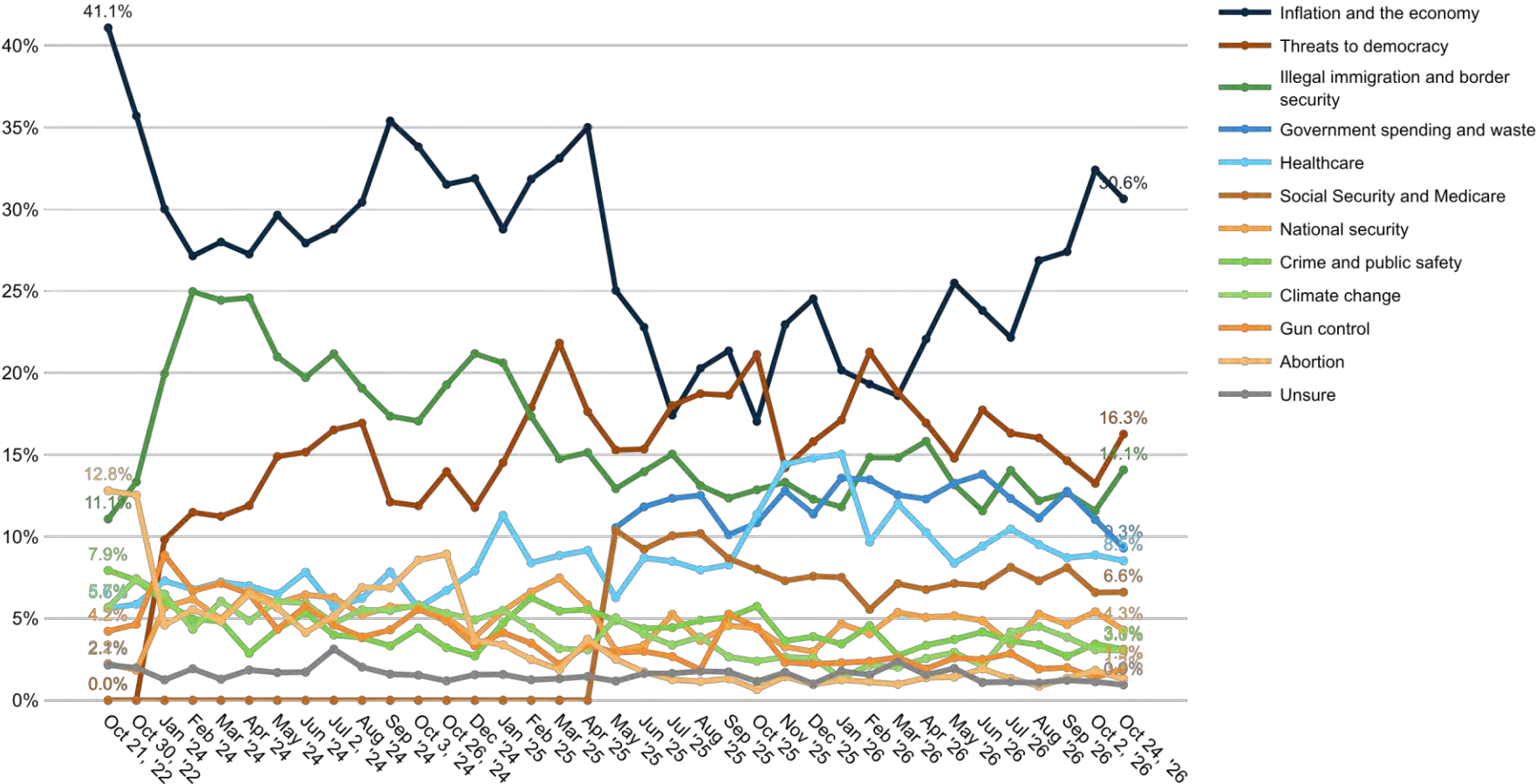
Top Priority



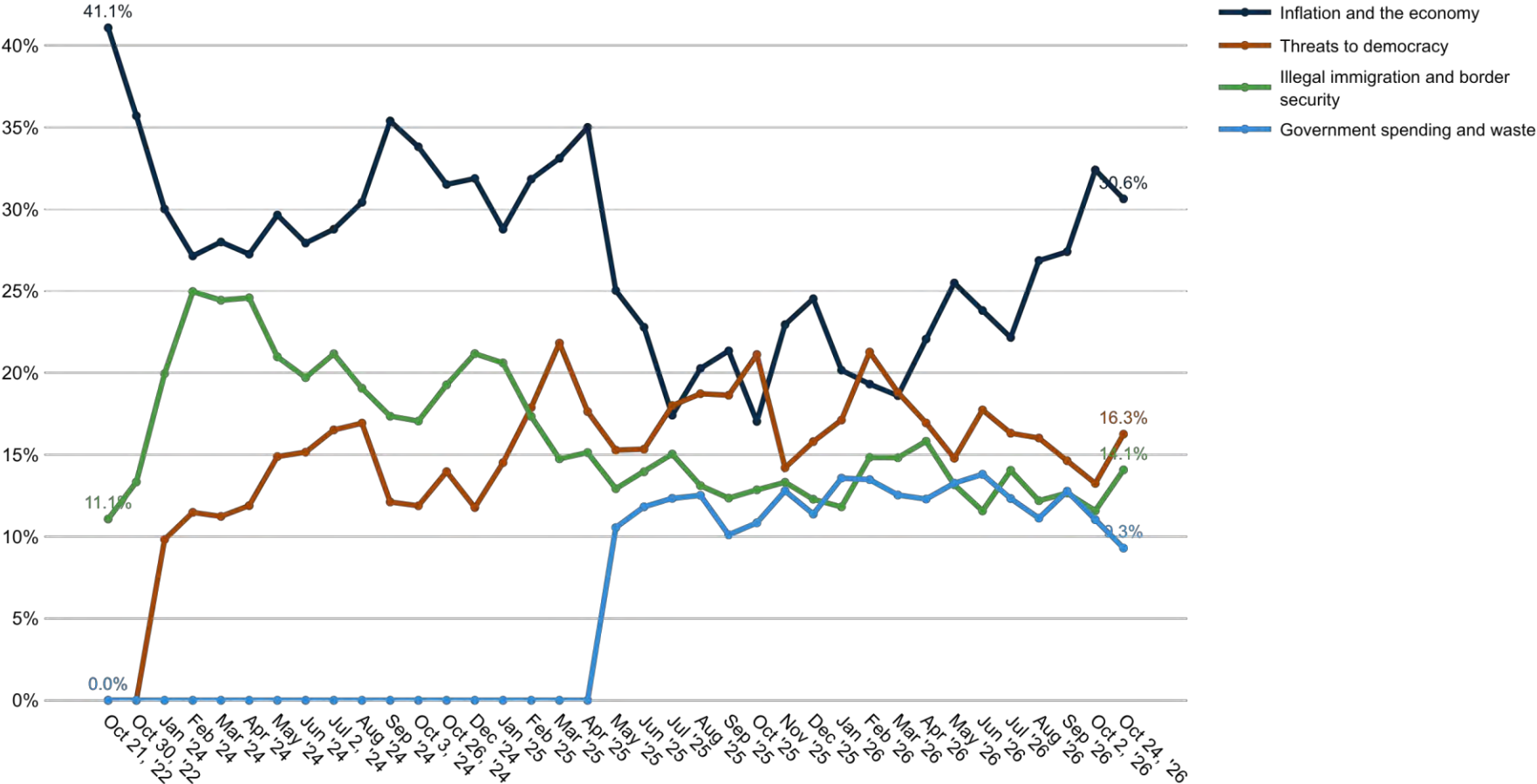
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	31%	35%	27%	39%	22%	34%	27%	32%	30%	30%	25%	33%	32%	20%	28%	22%	44%	27%	37%	33%	30%	31%	33%	29%	35%	36%	38%	42%	28%	38%	25%	35%	29%	30%	32%	32%	29%	36%	29%
Threats to democracy	16%	17%	18%	12%	18%	17%	14%	14%	22%	10%	19%	17%	19%	5%	6%	7%	14%	37%	16%	32%	13%	19%	17%	16%	18%	17%	11%	10%	18%	11%	5%	28%	19%	19%	12%	15%	14%	13%	18%
Illegal immigration and border security	14%	9%	15%	13%	20%	12%	21%	14%	9%	19%	16%	13%	8%	37%	24%	29%	4%	1%	0%	0%	11%	14%	16%	16%	4%	13%	11%	8%	14%	13%	30%	1%	13%	10%	19%	13%	14%	14%	14%
Government spending and waste	9%	6%	7%	10%	14%	15%	9%	7%	7%	13%	10%	9%	7%	12%	16%	16%	15%	4%	2%	3%	7%	8%	12%	11%	5%	3%	12%	14%	9%	12%	15%	4%	9%	8%	11%	7%	7%	8%	11%
Healthcare	9%	13%	9%	8%	4%	4%	8%	10%	11%	8%	7%	9%	9%	3%	6%	4%	9%	15%	14%	11%	12%	8%	6%	8%	12%	10%	8%	7%	9%	9%	4%	12%	8%	9%	8%	11%	6%	9%	8%
Social Security and Medicare	7%	4%	9%	3%	10%	4%	8%	8%	5%	7%	9%	6%	5%	5%	3%	7%	9%	4%	16%	6%	9%	7%	2%	6%	13%	5%	3%	6%	7%	5%	5%	9%	8%	7%	5%	6%	7%	7%	7%
National security	4%	1%	7%	3%	6%	6%	4%	5%	3%	4%	4%	5%	2%	8%	8%	8%	1%	1%	2%	1%	4%	3%	6%	5%	3%	4%	2%	4%	4%	3%	8%	1%	5%	3%	5%	2%	7%	3%	5%
Crime and public safety	3%	4%	2%	4%	3%	3%	4%	4%	2%	3%	3%	2%	5%	6%	4%	5%	4%	0%	2%	2%	4%	3%	2%	2%	6%	5%	4%	3%	3%	3%	5%	2%	2%	4%	3%	6%	5%	1%	3%
Climate change	3%	5%	2%	4%	2%	2%	3%	2%	5%	2%	1%	3%	6%	2%	1%	0%	0%	7%	4%	6%	4%	3%	2%	3%	1%	3%	3%	2%	3%	2%	1%	5%	5%	3%	1%	3%	3%	4%	3%
Gun control	2%	4%	1%	2%	0%	2%	1%	2%	3%	1%	4%	1%	2%	1%	0%	1%	1%	1%	4%	4%	2%	2%	1%	2%	2%	3%	4%	1%	2%	2%	1%	3%	1%	3%	2%	3%	5%	1%	1%
Abortion	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	0%	1%	3%	1%	3%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%
Unsure	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	2%	0%	1%	0%	0%	3%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	3%	1%	1%	

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

Trend: Top Priority



Trend: Top Priority (At Least ~10%)

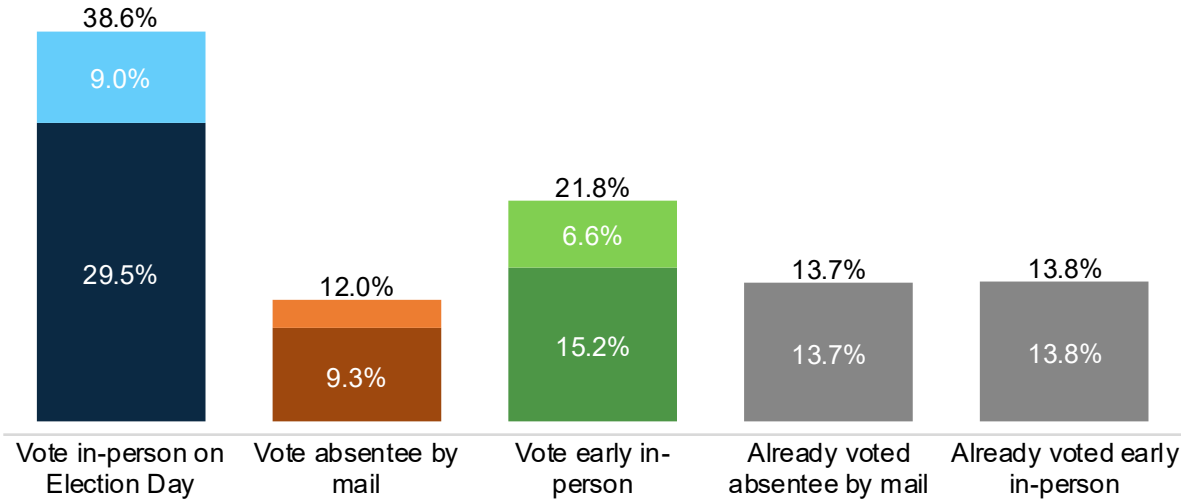


Percent Change: Top Priority (Oct 2 to 24, '26)



	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	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	-2%	-4%	-2%	-1%	0%	-1%	-1%	-2%	-3%	-3%	-3%	-1%	-1%	-1%	-4%	-12%	5%	-7%	0%	-1%	-4%	-5%	3%	-2%	2%	3%	-1%	4%	-2%	-2%	5%	-4%	0%	-1%	-13%	2%	0%
Threats to democracy	3%	6%	0%	2%	-4%	4%	3%	4%	-2%	0%	6%	1%	6%	-1%	1%	4%	-1%	12%	1%	7%	3%	6%	1%	2%	6%	3%	-0%	3%	1%	5%	4%	1%	3%	7%	9%	-1%	2%
Illegal immigration and border security	2%	1%	5%	0%	4%	-2%	5%	4%	1%	6%	2%	2%	0%	6%	7%	8%	-1%	1%	-2%	-2%	1%	3%	4%	4%	0%	-4%	0%	2%	6%	-1%	2%	2%	4%	3%	7%	-2%	3%
Government spending and waste	-2%	0%	-2%	-3%	-2%	2%	-6%	-3%	1%	2%	-3%	0%	-6%	0%	1%	-7%	3%	-2%	-7%	-1%	-3%	-3%	0%	-2%	-2%	-7%	2%	1%	-3%	-1%	5%	-1%	-2%	0%	-4%	-3%	-1%
Healthcare	0%	0%	0%	1%	-2%	-4%	2%	0%	0%	-1%	0%	0%	-1%	0%	-1%	2%	1%	3%	3%	-4%	2%	-1%	-4%	0%	-1%	-4%	-2%	-3%	-1%	0%	-1%	1%	-1%	-4%	-6%	3%	1%
Social Security and Medicare	0%	0%	-1%	0%	2%	2%	0%	-2%	1%	0%	0%	0%	1%	-1%	-1%	5%	0%	-1%	4%	0%	-1%	2%	-1%	0%	0%	-1%	-1%	-2%	0%	1%	-11%	1%	0%	-1%	0%	3%	-1%
National security	-1%	-2%	1%	-1%	-2%	1%	-4%	0%	-2%	-2%	-3%	0%	-1%	-4%	-1%	1%	-2%	-1%	-1%	0%	1%	-3%	-1%	-2%	1%	3%	-1%	0%	-2%	-1%	3%	-2%	-1%	-1%	2%	-2%	-1%
Crime and public safety	0%	-1%	1%	0%	-1%	-2%	1%	-1%	1%	1%	1%	-1%	-2%	1%	1%	-1%	-1%	-1%	-1%	-1%	1%	0%	0%	-3%	1%	1%	-1%	1%	-1%	0%	1%	-1%	1%	3%	-2%	-1%	
Climate change	0%	1%	-1%	1%	-1%	-1%	0%	1%	-1%	-1%	-1%	1%	0%	0%	1%	-2%	-3%	-5%	2%	0%	0%	0%	0%	-1%	2%	0%	-1%	0%	0%	4%	0%	-2%	-1%	0%	3%	-1%	
Gun control	1%	2%	-1%	1%	0%	1%	0%	1%	1%	0%	3%	-1%	1%	1%	-1%	1%	-1%	-1%	1%	2%	1%	1%	-1%	1%	-1%	2%	2%	-1%	0%	1%	-2%	1%	1%	0%	3%	-1%	0%
Abortion	-1%	-3%	0%	1%	0%	0%	1%	-2%	-1%	-1%	-2%	-1%	2%	0%	-2%	0%	0%	0%	-2%	1%	-1%	0%	0%	0%	-1%	1%	-2%	-2%	0%	0%	-5%	0%	-1%	-2%	-2%	1%	0%
Unsure	0%	0%	-1%	1%	-1%	0%	-1%	-1%	0%	0%	-1%	0%	2%	-1%	-1%	0%	-1%	3%	0%	0%	0%	0%	-1%	0%	-1%	1%	1%	-1%	-1%	0%	-3%	1%	-1%	-1%	2%	0%	0%

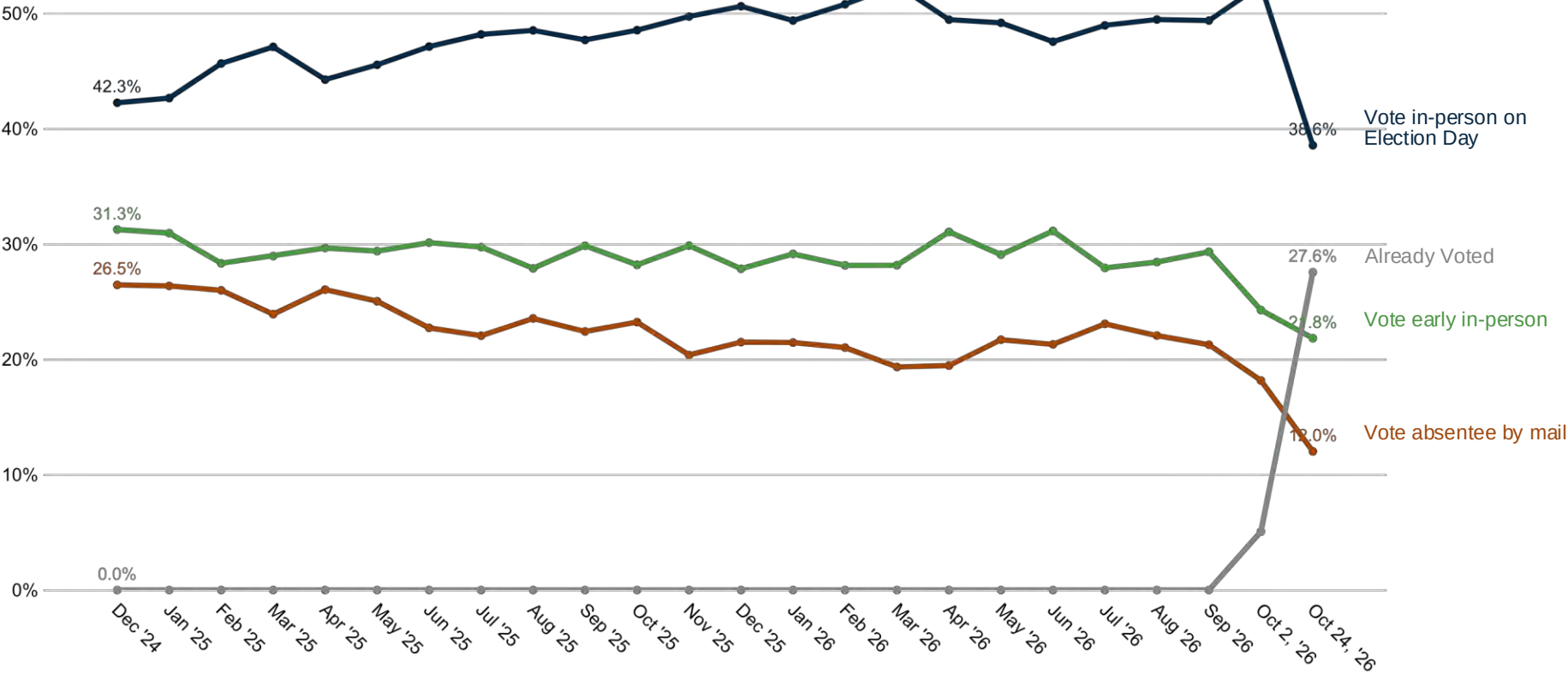
Vote Method



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	54%	56%	51%	58%	52%	56%	54%	53%	54%	57%	51%	54%	55%	62%	59%	54%	49%	49%	49%	54%	54%	54%	55%	49%	51%	61%	49%	54%	53%	59%	51%	51%	51%	59%	54%	
Probably vote	18%	22%	15%	21%	15%	14%	22%	21%	16%	21%	22%	15%	18%	14%	20%	24%	29%	11%	14%	14%	20%	19%	15%	18%	20%	21%	20%	35%	15%	29%	19%	15%	31%	32%	16%	12%
Vote in-person on Election Day	39%	40%	32%	43%	41%	36%	48%	40%	30%	51%	39%	35%	35%	42%	49%	48%	43%	29%	30%	28%	40%	36%	38%	41%	35%	32%	41%	49%	35%	47%	46%	31%	39%	48%	45%	34%
Vote absentee by mail	12%	16%	13%	12%	7%	9%	10%	14%	15%	8%	12%	12%	16%	11%	8%	10%	16%	17%	10%	16%	14%	14%	9%	10%	11%	17%	15%	16%	12%	13%	9%	14%	17%	14%	11%	10%
Vote early in-person	22%	23%	22%	24%	20%	26%	18%	20%	24%	19%	22%	22%	23%	22%	23%	20%	18%	14%	22%	24%	20%	23%	23%	22%	23%	22%	25%	19%	22%	22%	22%	21%	25%	22%	19%	22%
Already voted	28%	22%	34%	21%	33%	30%	24%	26%	31%	22%	27%	31%	27%	24%	21%	21%	22%	40%	37%	32%	26%	27%	31%	27%	30%	29%	19%	16%	31%	18%	23%	34%	19%	17%	25%	34%
Definitely vote in-person on Election Day	30%	29%	25%	33%	32%	29%	35%	29%	25%	37%	29%	27%	29%	37%	38%	33%	27%	23%	22%	24%	30%	27%	31%	32%	24%	23%	33%	27%	29%	30%	37%	24%	25%	30%	36%	29%
Probably vote in-person on Election Day	9%	11%	6%	10%	9%	6%	12%	12%	5%	14%	10%	8%	6%	6%	10%	16%	16%	6%	9%	4%	10%	9%	7%	8%	11%	10%	8%	22%	6%	17%	9%	6%	14%	18%	9%	5%
Definitely vote absentee by mail	9%	11%	10%	9%	6%	8%	7%	10%	11%	6%	9%	10%	11%	7%	6%	6%	12%	16%	9%	13%	10%	11%	8%	9%	11%	11%	11%	9%	10%	6%	12%	11%	9%	9%	9%	
Probably vote absentee by mail	3%	5%	3%	3%	1%	1%	3%	4%	4%	2%	3%	2%	4%	5%	2%	4%	4%	1%	1%	3%	4%	3%	1%	2%	2%	6%	4%	5%	3%	3%	2%	7%	5%	2%	1%	
Definitely vote early in-person	15%	16%	15%	15%	14%	18%	11%	14%	18%	14%	13%	17%	15%	18%	15%	16%	9%	9%	18%	17%	14%	16%	16%	15%	16%	17%	17%	11%	16%	14%	16%	15%	15%	13%	14%	16%
Probably vote early in-person	7%	6%	6%	9%	6%	8%	7%	6%	7%	5%	9%	5%	7%	4%	8%	4%	9%	5%	4%	7%	6%	7%	7%	7%	7%	5%	8%	8%	6%	8%	6%	6%	10%	9%	5%	6%
Already voted absentee by mail	14%	12%	18%	9%	16%	16%	9%	15%	15%	7%	12%	17%	15%	10%	8%	9%	15%	22%	19%	17%	13%	13%	16%	14%	9%	13%	8%	10%	15%	11%	10%	18%	11%	7%	14%	16%
Already voted early in-person	14%	10%	16%	12%	17%	14%	15%	11%	15%	15%	14%	14%	11%	14%	12%	12%	7%	17%	18%	16%	13%	14%	15%	13%	22%	16%	11%	6%	16%	8%	13%	16%	8%	10%	12%	18%

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

Trend: Vote Method

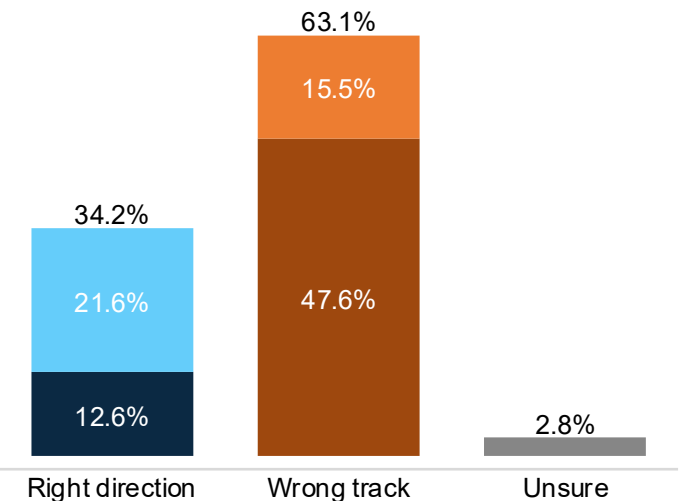


Percent Change: Vote Method (Oct 2 to 24, '26)



		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	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4	
Voter Intent	Definitely vote	-14%	-7%	-20%	-5%	-23%	-18%	-11%	-14%	-12%	-8%	-17%	-16%	-10%	-8%	-9%	-8%	-16%	-19%	-18%	-18%	-10%	-18%	-15%	-14%	-10%	-18%	-1%	-8%	-11%	-16%	0%	5%	2%	-4%	-10%	-12%	-19%	
	Probably vote	-9%	-8%	-11%	-11%	-5%	-10%	-6%	-4%	-16%	-9%	-4%	-10%	-12%	-12%	-8%	-10%	-1%	-19%	-12%	-7%	-8%	-7%	-11%	-9%	-8%	-7%	-11%	-1%	-9%	-11%	0%	-5%	-2%	-6%	-3%	-8%	-12%	
	Vote in-person on Election Day	-14%	-14%	-16%	-11%	-14%	-17%	-8%	-14%	-17%	-4%	-16%	-14%	-20%	-20%	-14%	-19%	-6%	-10%	-17%	-12%	-15%	-17%	-12%	-14%	-10%	-17%	-17%	-10%	-19%	-10%	0%	0%	0%	-14%	-10%	-15%	-15%	
	Vote absentee by mail	-6%	4%	-13%	-5%	-11%	-11%	-4%	-2%	-8%	-13%	-4%	-6%	-4%	3%	-1%	-4%	-8%	-7%	-16%	-10%	-1%	-7%	-9%	-8%	-2%	2%	2%	1%	-1%	-12%	0%	-7%	0%	3%	-2%	-2%	-11%	
	Vote early in-person	-2%	-4%	-2%	0%	-4%	1%	-4%	-2%	-4%	-1%	-1%	-6%	2%	-3%	-3%	6%	-3%	-21%	3%	-2%	-2%	-1%	-5%	-1%	-6%	-11%	3%	0%	-1%	-5%	0%	7%	0%	2%	-1%	-3%	-4%	
Voter Status		Already voted	22%	15%	31%	15%	29%	28%	17%	18%	28%	18%	21%	25%	22%	20%	17%	17%	17%	38%	30%	25%	18%	25%	26%	23%	18%	25%	12%	9%	20%	27%	0%	0%	0%	9%	13%	20%	30%
Voter Intent		Definitely vote in-person on Election Day	-10%	-11%	-8%	-5%	-13%	-13%	-5%	-11%	-8%	-1%	-12%	-11%	-10%	-9%	-8%	-13%	-7%	-5%	-14%	-10%	-10%	-13%	-7%	-9%	-7%	-16%	-8%	-11%	-12%	-7%	0%	0%	2%	-9%	-10%	-10%	-10%
Voter Intent		Probably vote in-person on Election Day	-4%	-3%	-7%	-6%	-1%	-4%	-3%	-3%	-9%	-3%	-4%	-3%	-10%	-11%	-5%	-6%	1%	-5%	-3%	-2%	-4%	-4%	-5%	-5%	-3%	0%	-8%	1%	-7%	-4%	0%	0%	-2%	-5%	0%	-5%	-5%
Voter Intent		Definitely vote absentee by mail	-4%	4%	-11%	-1%	-7%	-6%	-2%	-2%	-5%	-10%	-1%	-3%	-2%	1%	2%	-1%	-6%	1%	-11%	-9%	-2%	-4%	-4%	-5%	1%	-2%	3%	2%	1%	-9%	0%	-4%	0%	2%	-1%	1%	-8%
Voter Intent		Probably vote absentee by mail	-2%	0%	-3%	-4%	-3%	-5%	-2%	0%	-2%	-3%	-3%	-2%	-1%	2%	-3%	-3%	-2%	-7%	-6%	-1%	1%	-3%	-5%	-3%	-4%	4%	-1%	-1%	-1%	-3%	0%	-4%	0%	1%	-2%	-3%	-3%
Voter Intent		Definitely vote early in-person	0%	1%	-1%	1%	-3%	1%	-3%	0%	1%	3%	-3%	-1%	3%	0%	-3%	7%	-3%	-14%	6%	1%	2%	-1%	-4%	0%	-4%	1%	4%	0%	0%	-1%	0%	8%	0%	3%	0%	-3%	-1%
Voter Intent		Probably vote early in-person	-2%	-6%	-1%	-1%	-1%	-1%	-1%	-2%	-5%	-3%	2%	-4%	-1%	-2%	0%	-1%	0%	-7%	-4%	-4%	-5%	1%	-1%	-1%	-2%	-11%	-1%	0%	-1%	-4%	0%	-1%	0%	-1%	-1%	0%	-3%
Voter Status		Already voted absentee by mail	11%	9%	15%	6%	12%	14%	4%	11%	14%	4%	9%	13%	14%	7%	7%	7%	12%	21%	17%	11%	10%	11%	12%	12%	3%	10%	5%	6%	9%	14%	-9%	0%	0%	8%	6%	9%	14%
Voter Status		Already voted early in-person	12%	6%	15%	9%	17%	13%	12%	7%	14%	14%	12%	12%	9%	13%	10%	11%	6%	17%	14%	14%	9%	13%	14%	11%	15%	15%	7%	3%	11%	13%	9%	0%	0%	2%	7%	11%	17%

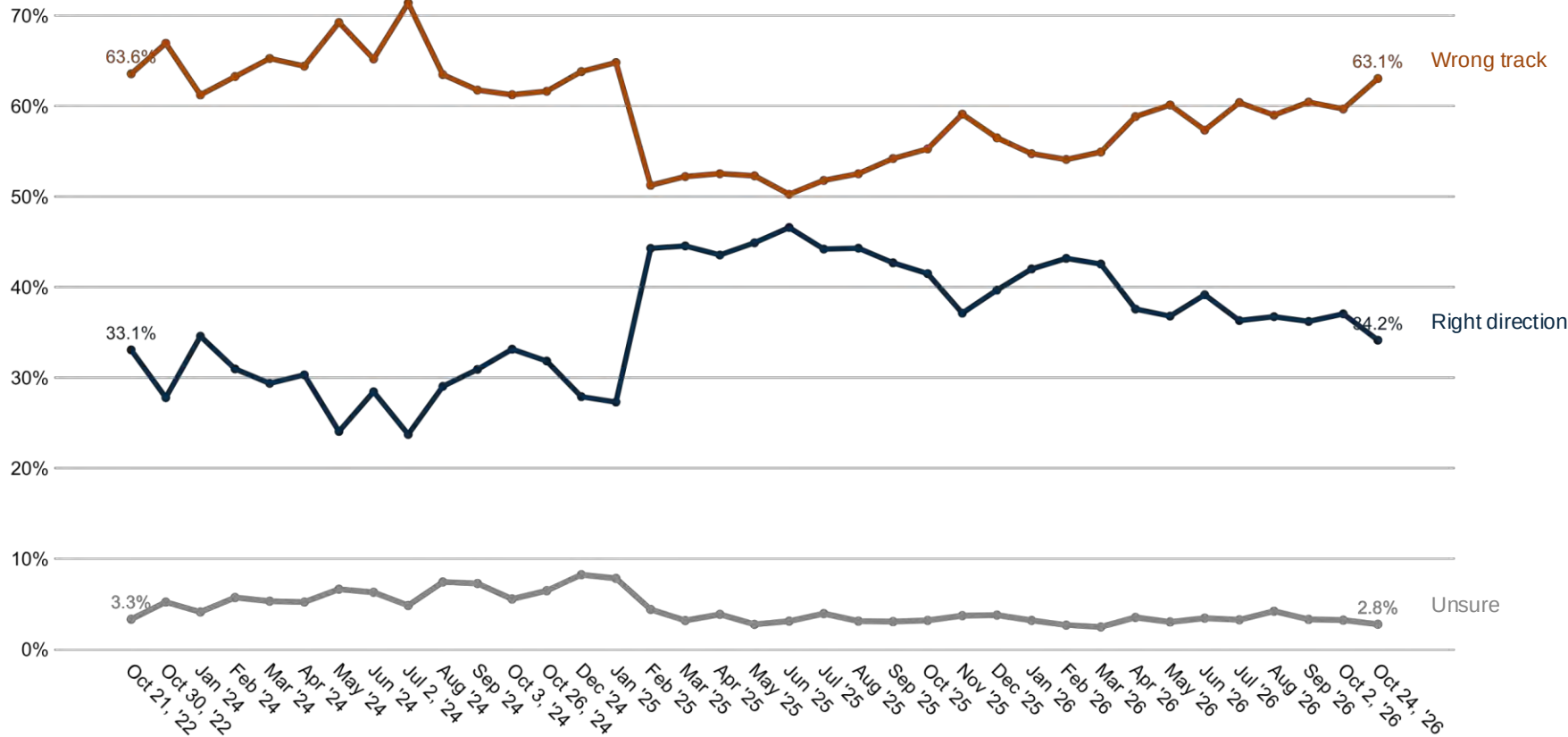
Country Direction



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	34%	23%	36%	30%	49%	33%	45%	33%	26%	48%	35%	31%	27%	82%	62%	52%	18%	3%	6%	3%	30%	35%	38%	39%	18%	27%	33%	28%	35%	31%	70%	4%	28%	30%	42%	34%	34%	31%	36%
Wrong track	63%	73%	62%	69%	48%	65%	52%	64%	72%	49%	63%	66%	70%	15%	34%	44%	76%	97%	91%	97%	67%	63%	59%	58%	81%	68%	64%	66%	63%	64%	26%	95%	69%	68%	54%	64%	62%	68%	61%
Definitely the right direction	13%	8%	16%	7%	18%	9%	17%	14%	10%	15%	15%	11%	11%	44%	17%	11%	3%	0%	2%	1%	13%	12%	12%	14%	8%	15%	10%	5%	15%	8%	26%	1%	12%	10%	15%	10%	14%	11%	14%
Mostly the right direction	22%	15%	20%	23%	30%	24%	29%	19%	16%	33%	20%	20%	17%	39%	45%	40%	14%	3%	4%	1%	17%	23%	26%	26%	10%	13%	23%	23%	20%	23%	44%	2%	17%	19%	27%	24%	20%	20%	22%
Mostly the wrong track	15%	19%	11%	21%	12%	17%	15%	16%	14%	13%	16%	14%	20%	10%	18%	23%	25%	7%	15%	13%	18%	17%	13%	15%	19%	16%	22%	31%	12%	25%	16%	13%	11%	17%	17%	22%	16%	13%	14%
Definitely the wrong track	48%	54%	50%	48%	37%	48%	37%	47%	58%	36%	47%	52%	49%	5%	16%	21%	51%	90%	76%	84%	50%	46%	46%	43%	62%	52%	42%	35%	51%	39%	11%	82%	58%	51%	37%	42%	46%	55%	48%
Unsure	3%	4%	2%	1%	3%	2%	3%	4%	2%	3%	2%	3%	3%	3%	4%	4%	6%	0%	3%	1%	3%	3%	3%	3%	2%	4%	3%	5%	2%	5%	4%	1%	3%	2%	3%	2%	4%	1%	3%

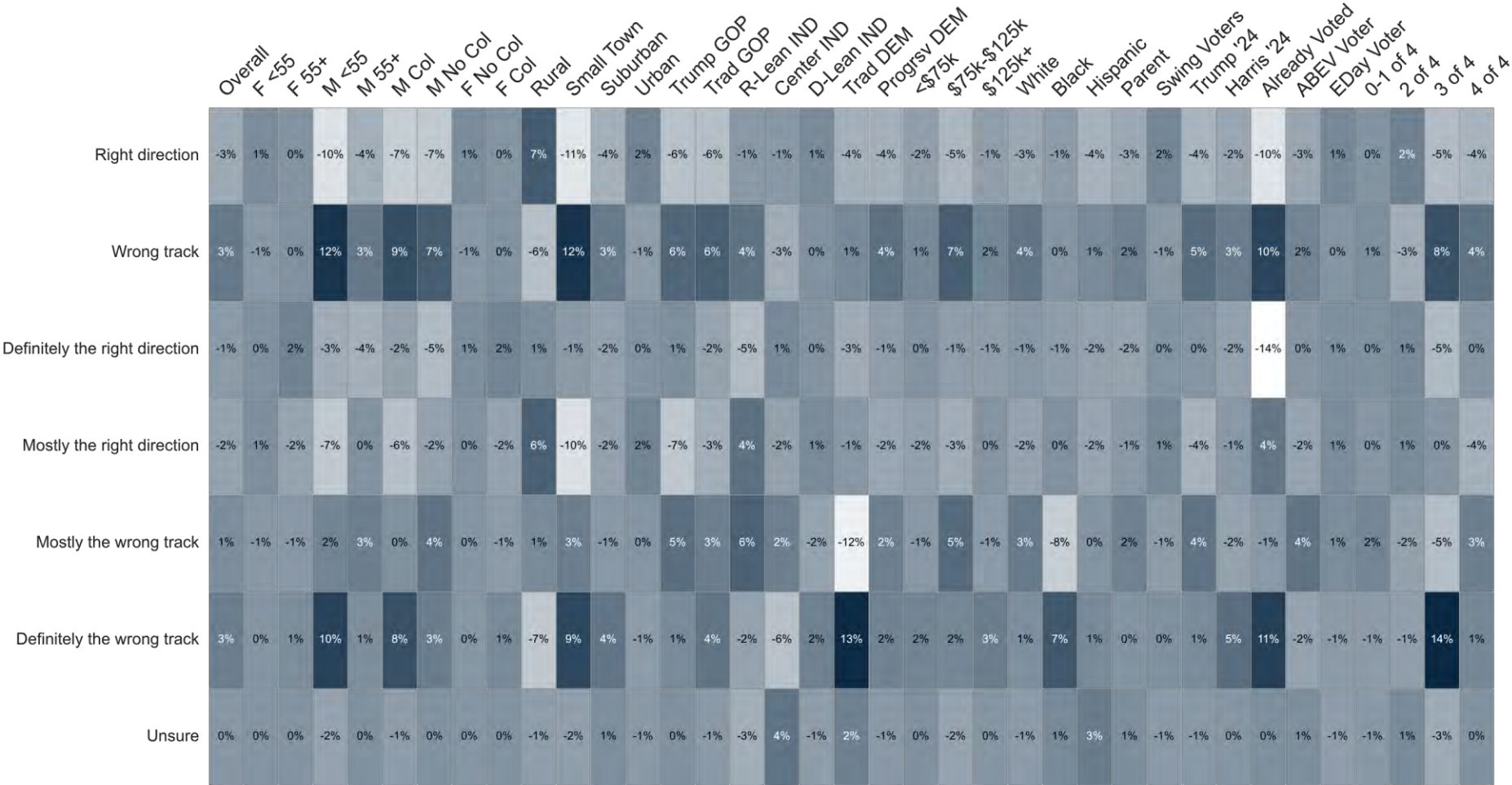
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

Trend: Country Direction

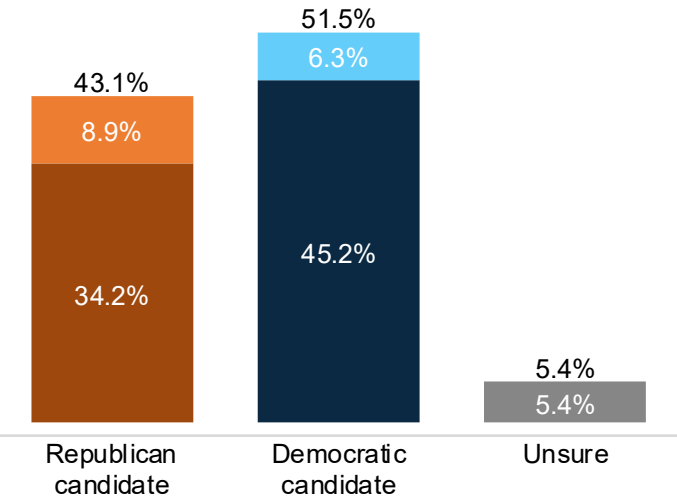


Percent Change: Country Direction

(Oct 2 to 24, '26)



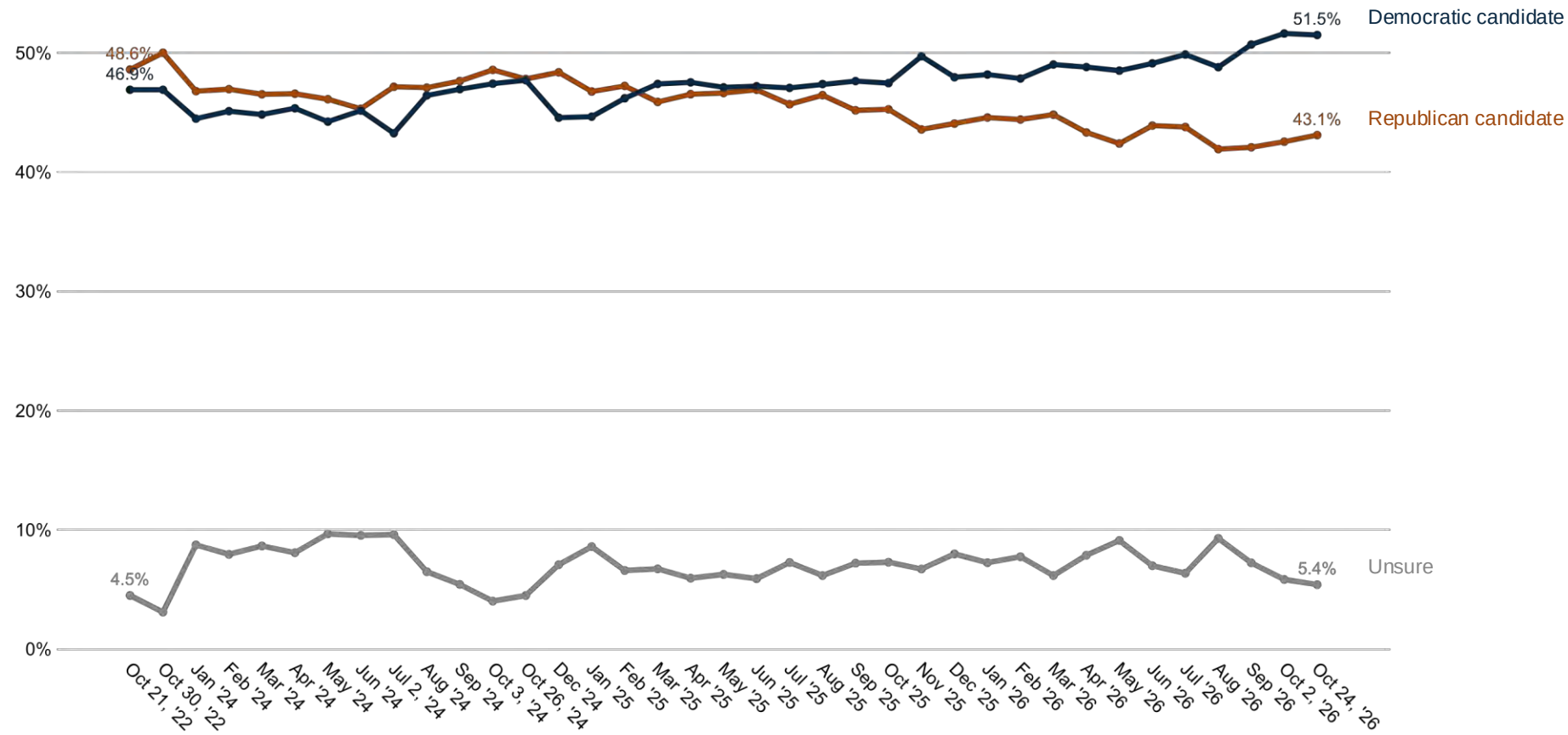
Generic Ballot



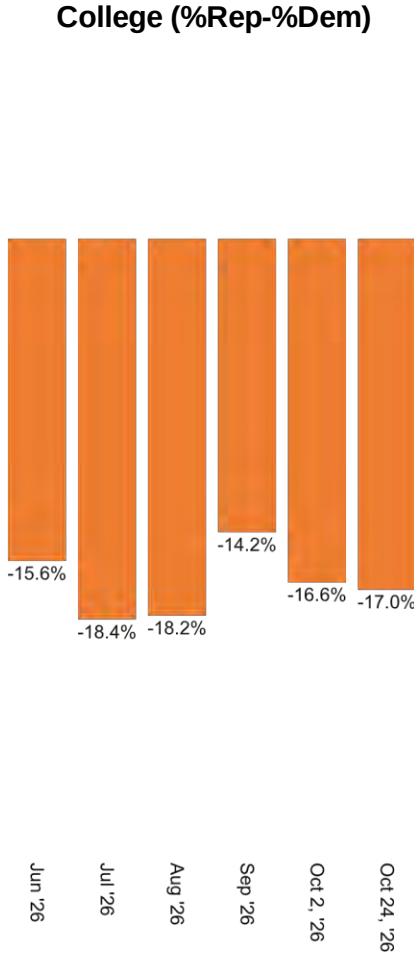
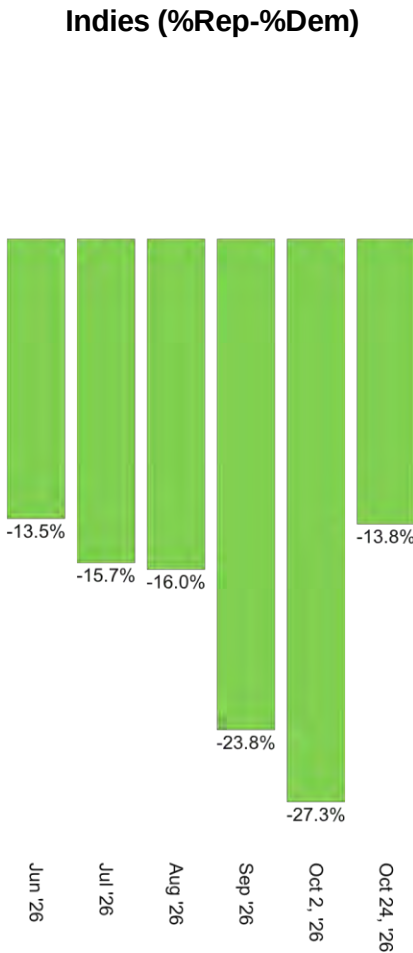
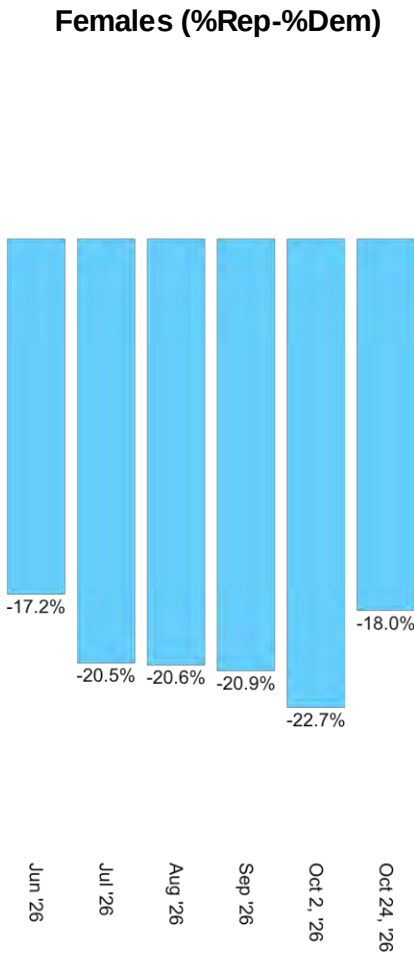
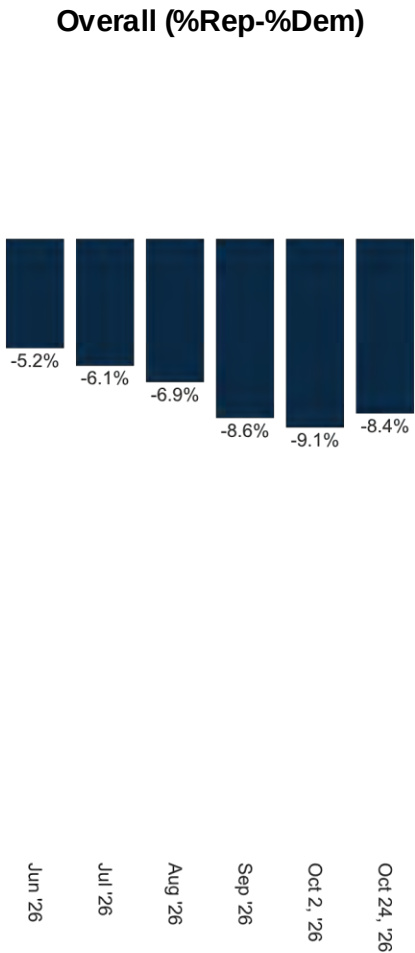
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Voters	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	43%	33%	44%	40%	56%	45%	51%	44%	33%	58%	48%	41%	30%	98%	86%	73%	29%	8%	1%	0%	38%	44%	48%	51%	14%	34%	45%	43%	42%	47%	90%	2%	35%	38%	54%	41%	50%	39%	44%
Democratic candidate	51%	62%	51%	51%	40%	49%	42%	52%	62%	36%	47%	54%	63%	2%	10%	18%	53%	89%	96%	100%	58%	49%	46%	44%	82%	63%	49%	31%	56%	38%	6%	95%	63%	56%	39%	52%	42%	54%	53%
Definitely the Republican candidate	34%	22%	39%	28%	50%	38%	39%	34%	26%	47%	38%	32%	23%	85%	72%	46%	14%	4%	1%	0%	28%	36%	39%	41%	7%	29%	32%	0%	37%	25%	74%	1%	30%	30%	41%	28%	37%	31%	37%
Probably the Republican candidate	9%	12%	5%	13%	6%	7%	12%	9%	7%	11%	8%	9%	8%	13%	14%	27%	15%	4%	0%	0%	10%	8%	9%	10%	7%	5%	13%	43%	4%	22%	16%	2%	5%	7%	13%	13%	13%	8%	6%
Probably the Democratic candidate	6%	10%	3%	7%	5%	6%	5%	8%	5%	5%	5%	6%	8%	0%	5%	4%	14%	17%	6%	6%	8%	5%	5%	5%	10%	6%	8%	31%	4%	12%	2%	8%	4%	8%	6%	10%	8%	6%	5%
Definitely the Democratic candidate	45%	52%	48%	44%	35%	42%	37%	44%	57%	31%	42%	48%	55%	1%	6%	14%	39%	72%	90%	93%	50%	43%	41%	39%	72%	58%	41%	0%	52%	26%	4%	87%	59%	48%	33%	41%	35%	48%	48%
Unsure	5%	4%	5%	8%	4%	6%	6%	4%	5%	6%	7%	4%	6%	1%	4%	9%	19%	3%	3%	0%	4%	7%	6%	5%	5%	2%	7%	26%	2%	15%	4%	3%	3%	6%	7%	7%	8%	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

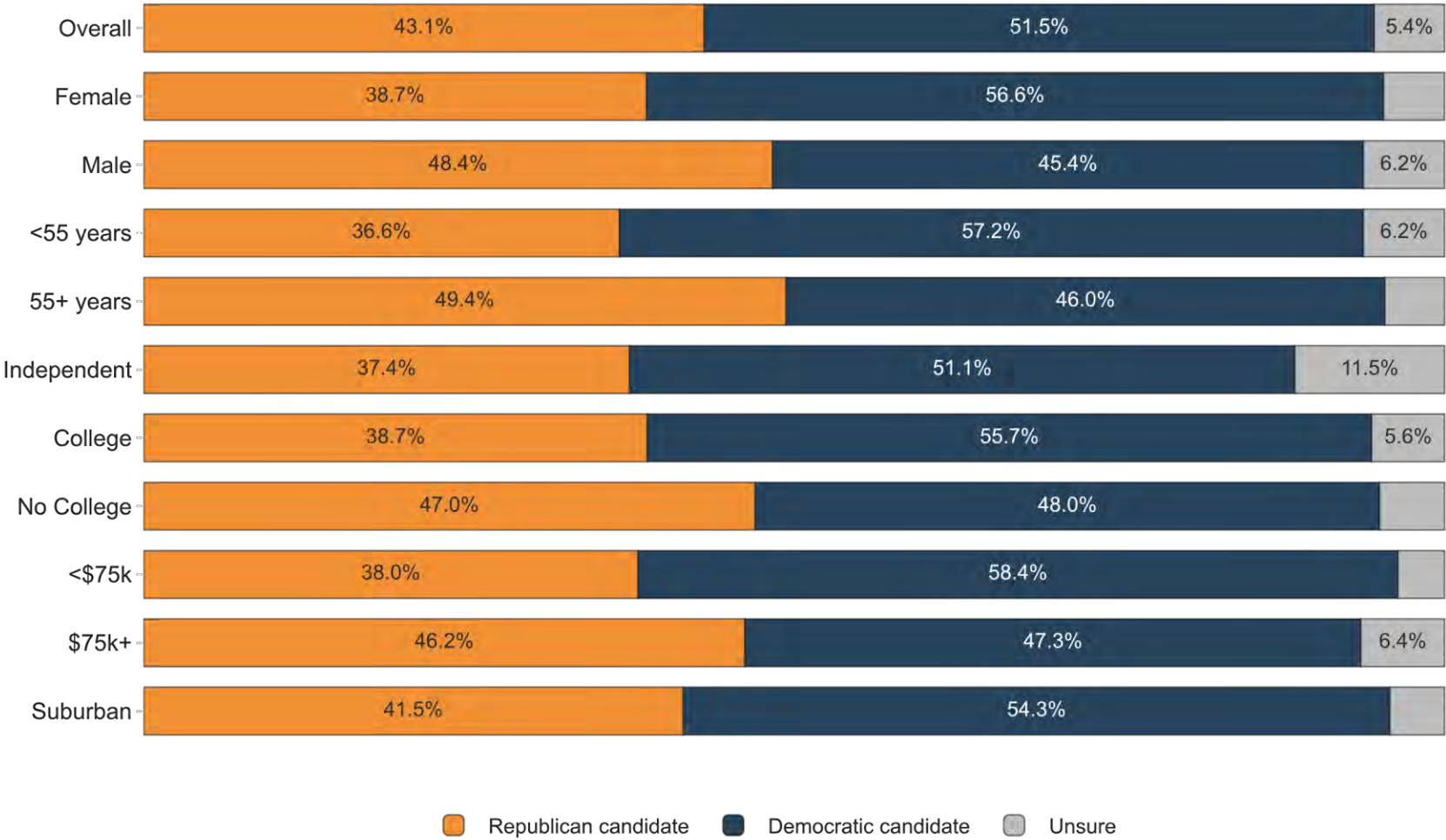


Percent Change: Generic Ballot (Oct 2 to 24, '26)



	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	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	1%	4%	1%	-2%	-2%	-1%	-3%	5%	0%	6%	-7%	4%	2%	1%	-6%	7%	8%	6%	0%	-1%	2%	-1%	2%	0%	2%	2%	4%	8%	0%	1%	9%	3%	3%	12%	9%	-6%	-2%
Democratic candidate	0%	-2%	-2%	2%	2%	1%	3%	-3%	-1%	-6%	7%	-3%	-1%	-2%	4%	-3%	-9%	-4%	-1%	2%	1%	0%	-3%	0%	-2%	1%	-4%	-9%	1%	0%	-6%	-5%	-3%	-12%	-10%	6%	3%
Definitely the Republican candidate	0%	0%	5%	-6%	-2%	0%	-8%	3%	2%	4%	-3%	1%	0%	-4%	0%	-1%	3%	2%	0%	0%	-1%	1%	2%	-1%	-2%	4%	0%	0%	-1%	0%	14%	2%	0%	7%	8%	-5%	-2%
Probably the Republican candidate	1%	4%	-4%	4%	0%	-1%	5%	2%	-2%	2%	-4%	2%	2%	6%	-5%	8%	5%	4%	0%	-1%	3%	-1%	0%	1%	4%	-2%	4%	8%	1%	1%	-5%	1%	4%	5%	1%	-1%	-1%
Probably the Democratic candidate	-3%	0%	-4%	-6%	0%	-3%	-4%	-1%	-4%	-2%	-3%	-4%	-1%	-2%	1%	-7%	-10%	-3%	-5%	0%	-3%	-3%	-3%	-2%	-10%	-2%	-3%	-9%	-1%	-4%	-12%	1%	-3%	-8%	-2%	-1%	-2%
Definitely the Democratic candidate	3%	-2%	2%	8%	2%	4%	7%	-2%	3%	-4%	9%	1%	0%	0%	3%	4%	2%	-2%	4%	2%	4%	2%	0%	3%	8%	4%	0%	0%	2%	4%	6%	-5%	0%	-4%	-8%	8%	5%
Unsure	0%	-2%	1%	0%	-1%	0%	0%	-2%	1%	0%	0%	-1%	-1%	0%	1%	-4%	1%	-2%	1%	-1%	-2%	1%	1%	0%	0%	-3%	0%	1%	0%	-1%	-3%	1%	0%	0%	1%	0%	-1%

Generic Ballot by Key Voter Groups



Generic Ballot & Retro '24 Ballot x Partisanship

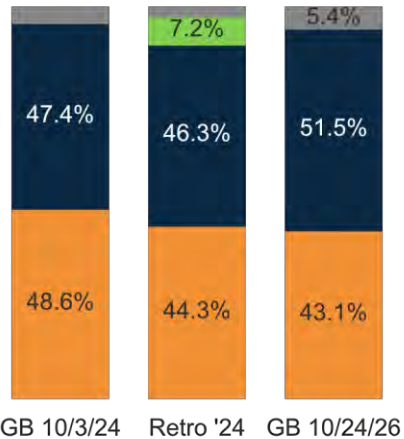


Overall

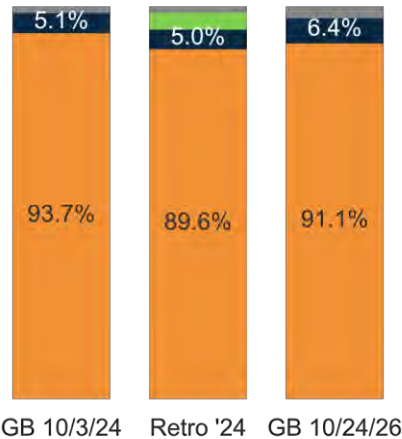
Unsure
Another
candidate / Did
not vote in 2024

Democratic
candidate

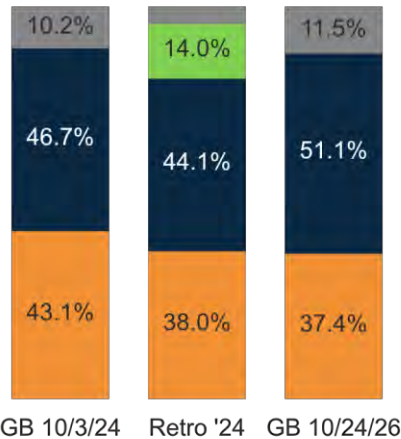
Republican
candidate



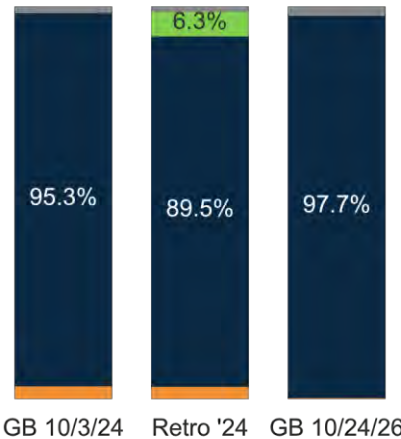
Republican



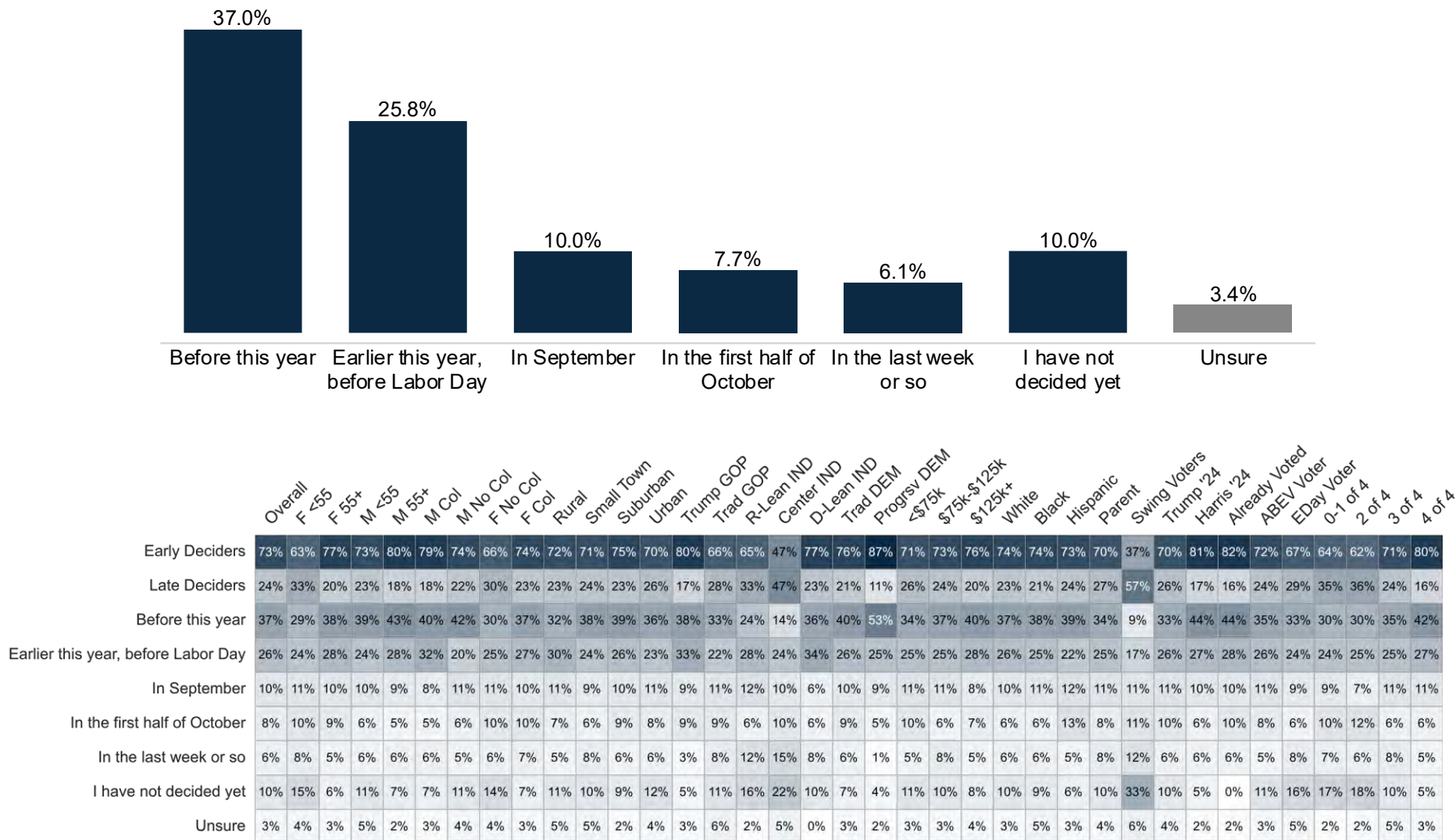
Independent



Democrat



Decision Timing

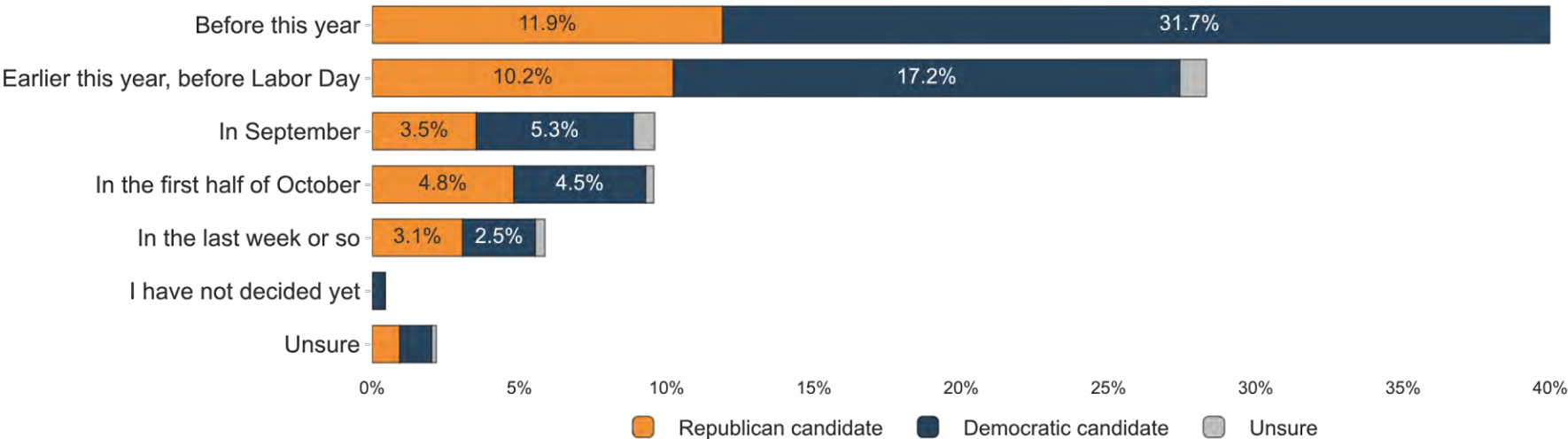


When did you make your final decision about who to vote for in the election for U.S. Congress?

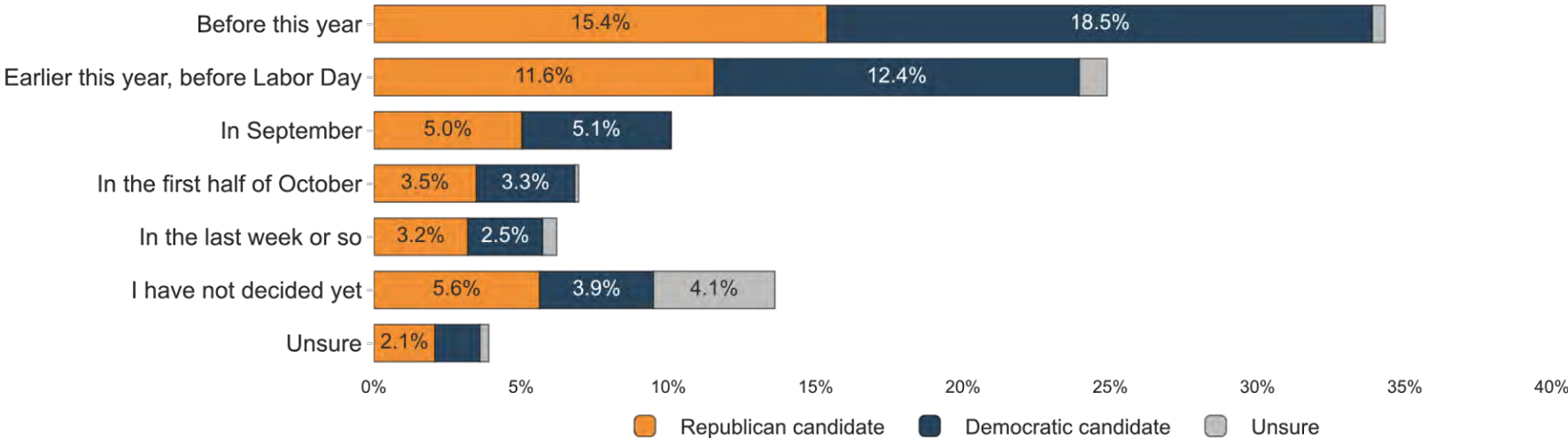
Generic Ballot by Decision Timing



Already Voted



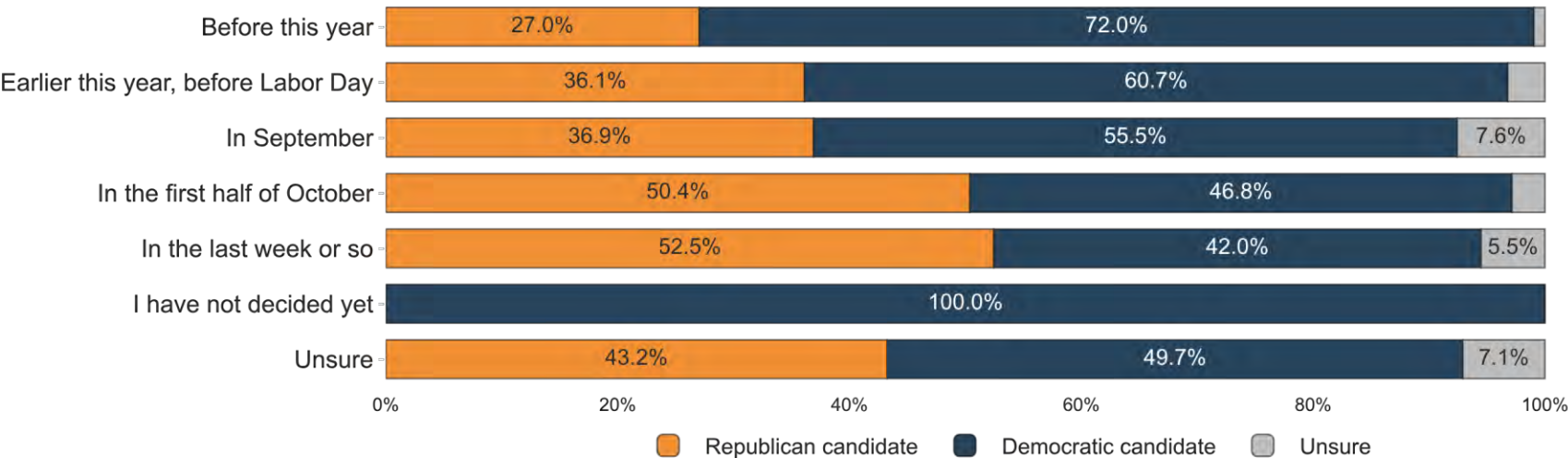
Not Yet Voted



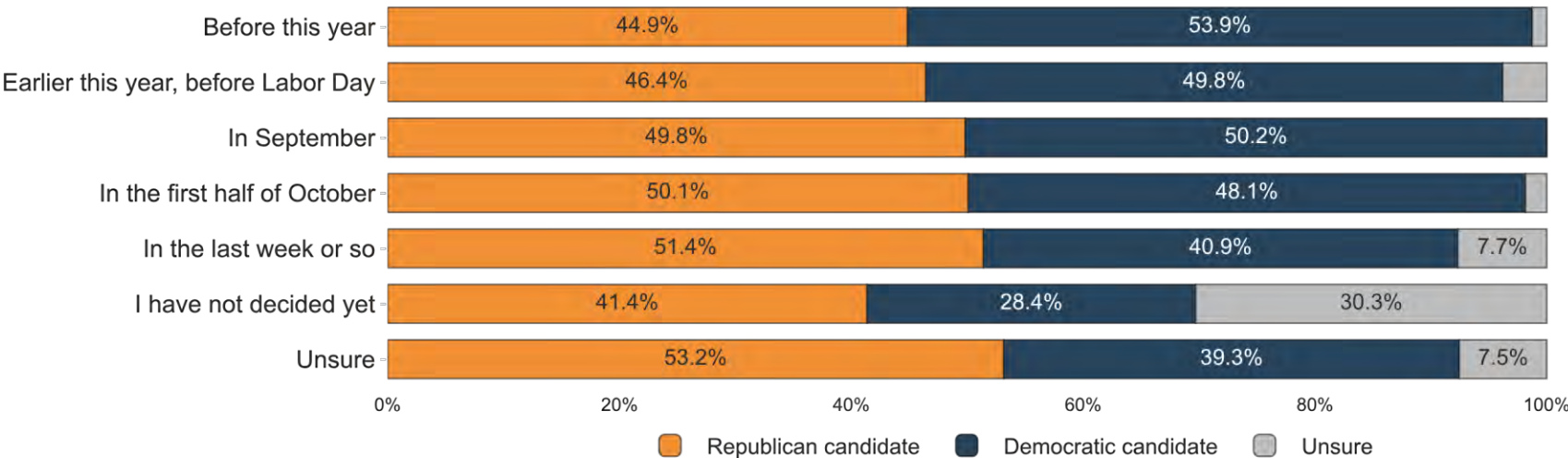
Generic Ballot by Decision Timing



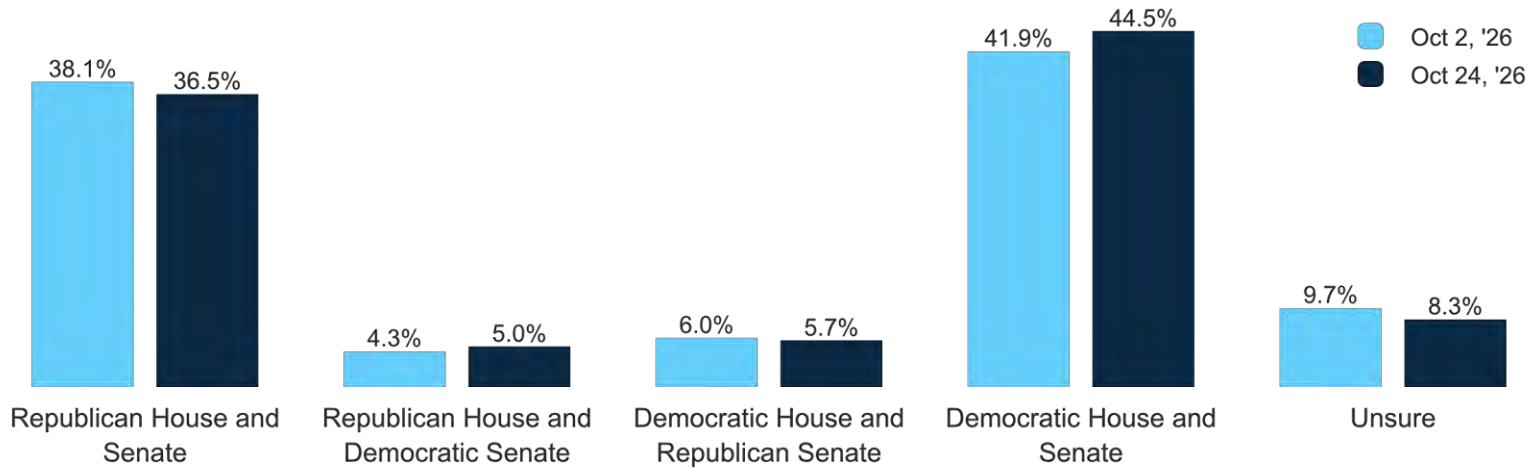
Already Voted



Not Yet Voted



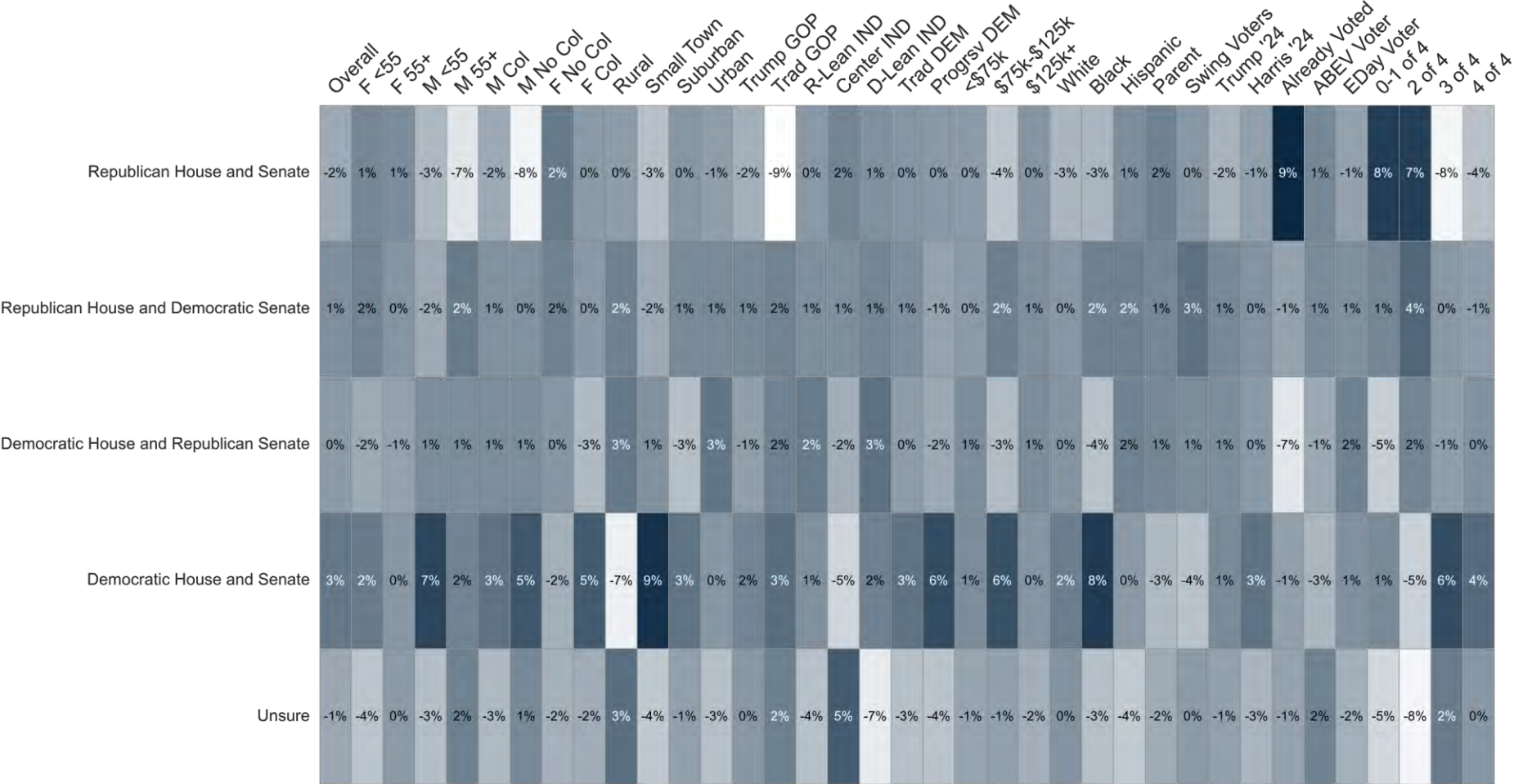
DC Control Preference



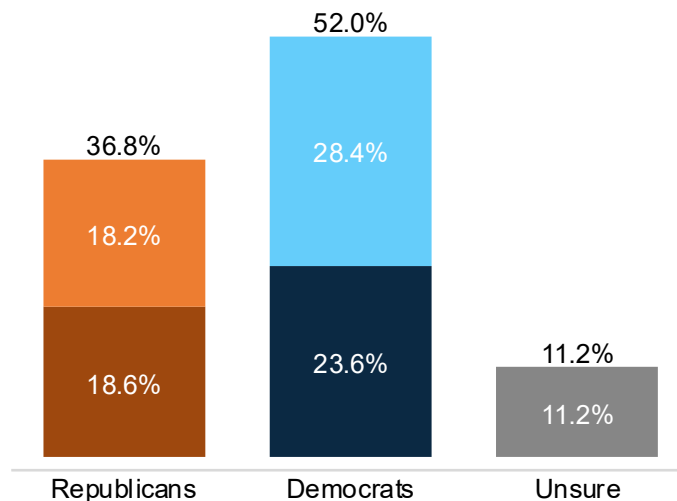
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican House and Senate	37%	25%	38%	35%	50%	40%	44%	35%	28%	47%	41%	35%	25%	88%	71%	62%	19%	3%	1%	0%	30%	37%	42%	44%	7%	29%	37%	30%	37%	35%	79%	1%	30%	32%	45%	32%	40%	33%	39%
Republican House and Democratic Senate	5%	6%	4%	4%	6%	5%	5%	7%	3%	6%	4%	5%	6%	7%	8%	6%	7%	3%	2%	2%	6%	5%	4%	5%	8%	5%	6%	10%	4%	8%	7%	3%	5%	5%	5%	7%	8%	5%	3%
Democratic House and Republican Senate	6%	7%	4%	8%	4%	7%	5%	7%	4%	7%	5%	4%	8%	2%	4%	8%	11%	7%	9%	5%	7%	4%	6%	5%	8%	9%	9%	14%	4%	11%	3%	7%	5%	5%	7%	9%	8%	5%	5%
Democratic House and Senate	44%	53%	44%	45%	35%	43%	37%	42%	56%	29%	41%	47%	56%	2%	7%	14%	37%	81%	84%	90%	48%	44%	41%	38%	71%	50%	40%	19%	51%	28%	4%	84%	55%	49%	34%	44%	36%	46%	46%
Unsure	8%	9%	10%	8%	6%	5%	9%	10%	8%	12%	9%	8%	5%	1%	9%	10%	26%	6%	5%	3%	9%	10%	7%	9%	6%	7%	8%	27%	4%	18%	7%	5%	5%	9%	10%	9%	8%	12%	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?

Percent Change: DC Control Preference (Oct 2 to 24, '26)



Expected Congressional Winner



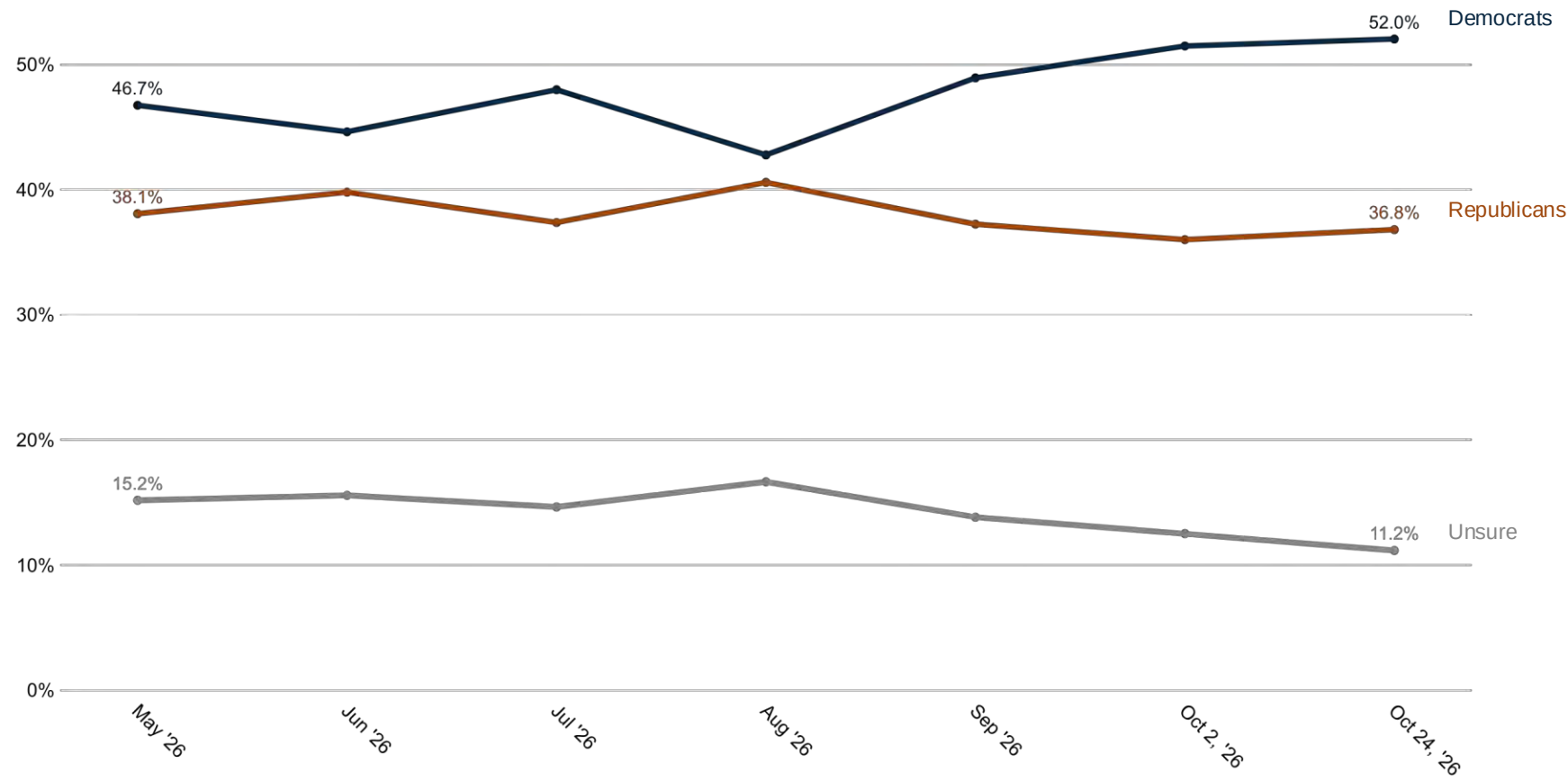
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	37%	32%	38%	32%	46%	35%	43%	39%	30%	49%	38%	34%	31%	87%	65%	45%	24%	10%	5%	6%	36%	37%	36%	42%	17%	30%	40%	38%	36%	40%	72%	6%	29%	34%	44%	41%	44%	33%	35%
Democrats	52%	56%	50%	58%	45%	57%	47%	49%	57%	36%	52%	54%	61%	9%	23%	42%	54%	73%	87%	87%	54%	51%	52%	47%	75%	59%	51%	43%	56%	43%	18%	84%	62%	55%	43%	51%	43%	56%	53%
Definitely the Republicans	19%	13%	21%	14%	27%	17%	24%	22%	11%	23%	19%	18%	16%	58%	34%	13%	7%	0%	0%	1%	19%	17%	18%	21%	5%	20%	17%	7%	20%	16%	40%	1%	15%	15%	24%	17%	26%	17%	18%
Probably the Republicans	18%	20%	17%	17%	19%	18%	19%	17%	19%	26%	19%	16%	15%	29%	31%	31%	17%	10%	5%	5%	17%	20%	18%	21%	12%	11%	23%	31%	17%	24%	32%	6%	14%	19%	21%	23%	18%	16%	17%
Probably the Democrats	28%	27%	25%	37%	26%	38%	26%	20%	33%	17%	29%	32%	30%	8%	20%	33%	29%	51%	33%	39%	23%	31%	34%	29%	24%	23%	30%	35%	29%	27%	15%	39%	34%	31%	22%	30%	24%	26%	30%
Definitely the Democrats	24%	29%	25%	21%	19%	19%	20%	29%	24%	19%	23%	23%	31%	0%	3%	9%	25%	22%	54%	48%	31%	20%	18%	18%	51%	35%	22%	8%	26%	16%	2%	45%	27%	24%	21%	21%	20%	29%	23%
Unsure	11%	12%	13%	10%	9%	8%	10%	12%	13%	15%	10%	12%	8%	4%	12%	13%	22%	17%	8%	7%	10%	12%	12%	12%	8%	11%	9%	19%	8%	18%	10%	10%	9%	11%	13%	8%	12%	11%	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

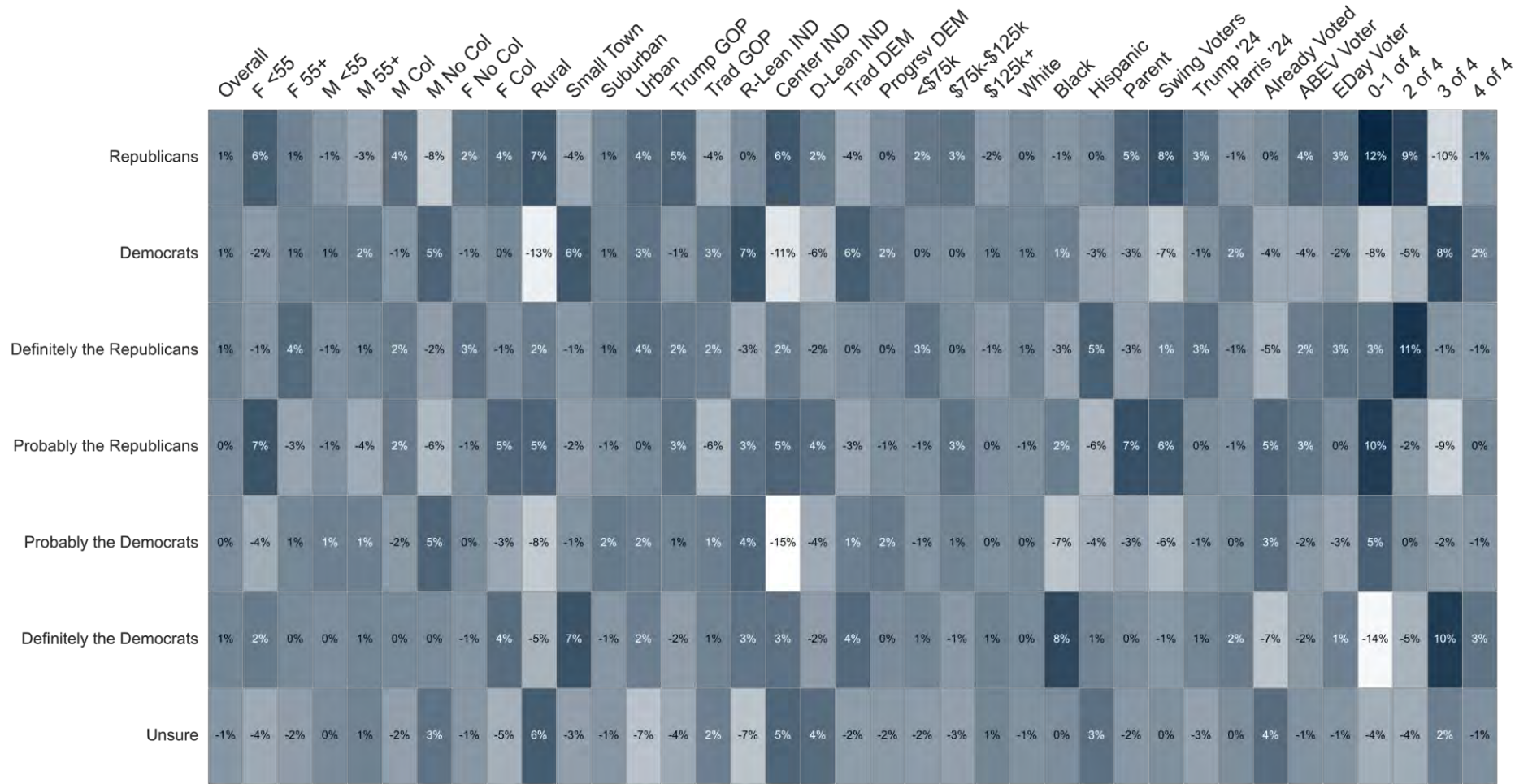
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	-6%	-1%	-6%	-9%	-10%	-10%	-9%	-5%	-3%	-9%	-8%	-7%	0%	-10%	-21%	-28%	-5%	2%	4%	6%	-2%	-7%	-11%	-9%	4%	-4%	-5%	-5%	-5%	-7%	-18%	4%	-5%	-4%	-9%	-1%	-5%	-6%	-9%
Democrats	1%	-7%	-2%	7%	5%	8%	4%	-3%	-5%	0%	4%	0%	-2%	7%	13%	24%	1%	-16%	-9%	-13%	-5%	2%	5%	3%	-7%	-5%	3%	12%	-1%	4%	12%	-11%	-1%	-2%	4%	-1%	1%	2%	0%
Definitely the Republicans	-16%	-9%	-17%	-13%	-23%	-21%	-16%	-12%	-15%	-24%	-19%	-14%	-7%	-27%	-38%	-33%	-7%	-4%	-1%	0%	-9%	-20%	-21%	-20%	-1%	-10%	-15%	7%	-17%	-9%	-33%	0%	-14%	-15%	-17%	-11%	-11%	-13%	-20%
Probably the Republicans	9%	8%	11%	5%	13%	11%	7%	8%	12%	15%	11%	7%	7%	16%	17%	5%	2%	6%	5%	5%	7%	13%	10%	11%	5%	6%	10%	-12%	12%	2%	15%	4%	9%	12%	8%	10%	5%	7%	11%
Probably the Democrats	22%	17%	21%	31%	21%	31%	21%	11%	28%	12%	23%	25%	22%	8%	16%	30%	15%	35%	27%	33%	14%	26%	28%	24%	14%	17%	22%	4%	25%	15%	13%	32%	30%	22%	16%	19%	16%	21%	25%
Definitely the Democrats	-22%	-24%	-23%	-23%	-16%	-23%	-17%	-15%	-33%	-12%	-19%	-26%	-24%	-1%	-3%	-5%	-14%	-51%	-36%	-46%	-19%	-24%	-23%	-21%	-20%	-22%	-19%	8%	-26%	-10%	-1%	-42%	-31%	-24%	-13%	-20%	-15%	-19%	-25%
Unsure	6%	8%	8%	1%	5%	2%	4%	8%	8%	9%	4%	7%	2%	4%	9%	4%	4%	14%	5%	7%	6%	5%	6%	7%	3%	9%	2%	-7%	6%	3%	6%	7%	6%	5%	6%	2%	4%	4%	8%

Trend: Expected Congressional Winner

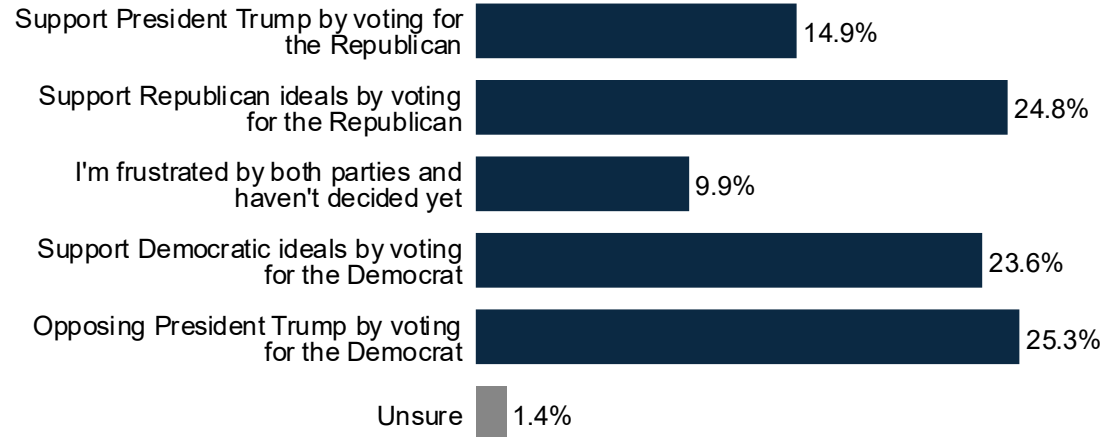


Percent Change: Expected Congressional Winner

(Oct 2 to 24, '26)



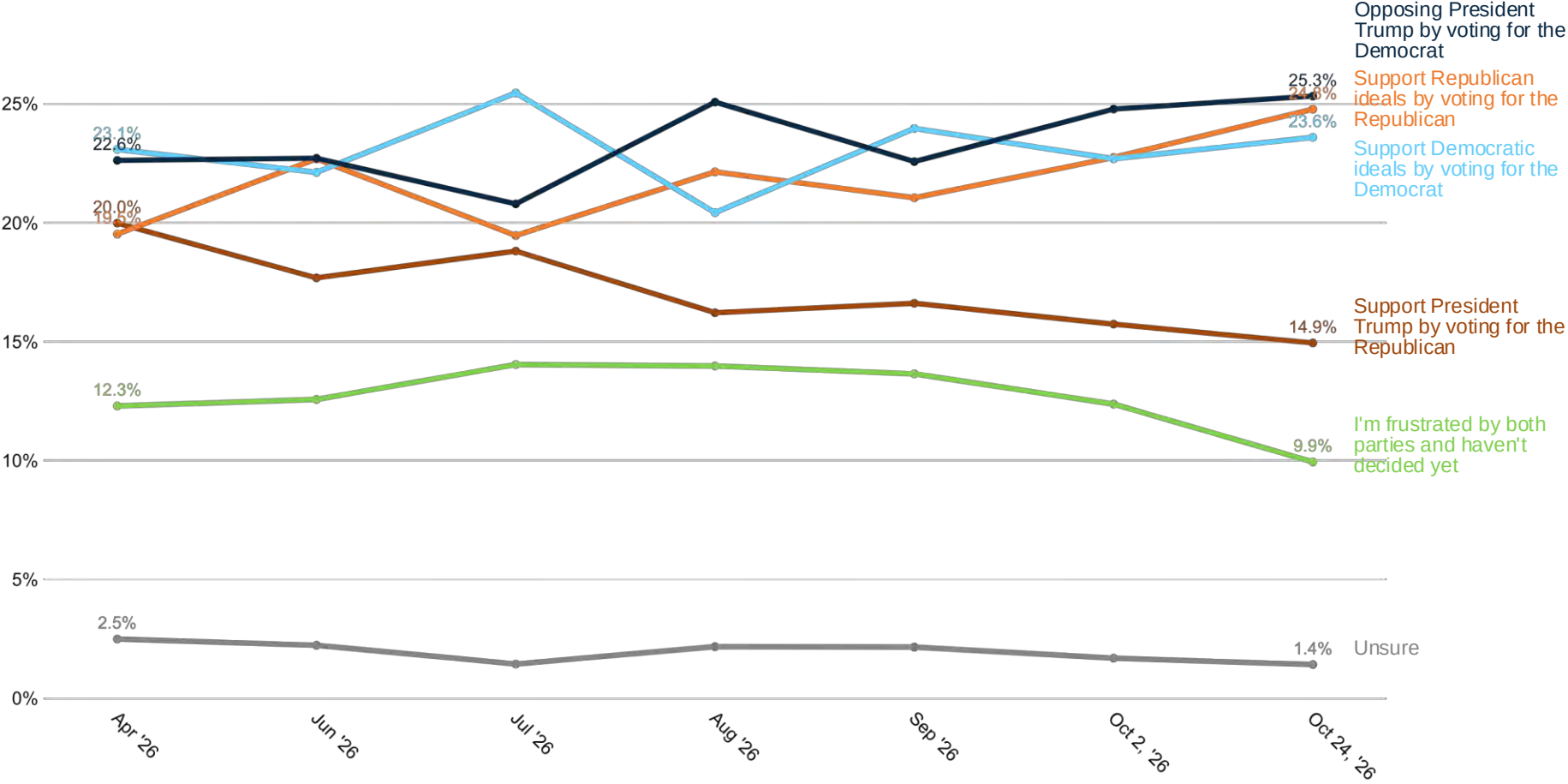
Congressional Vote Driver



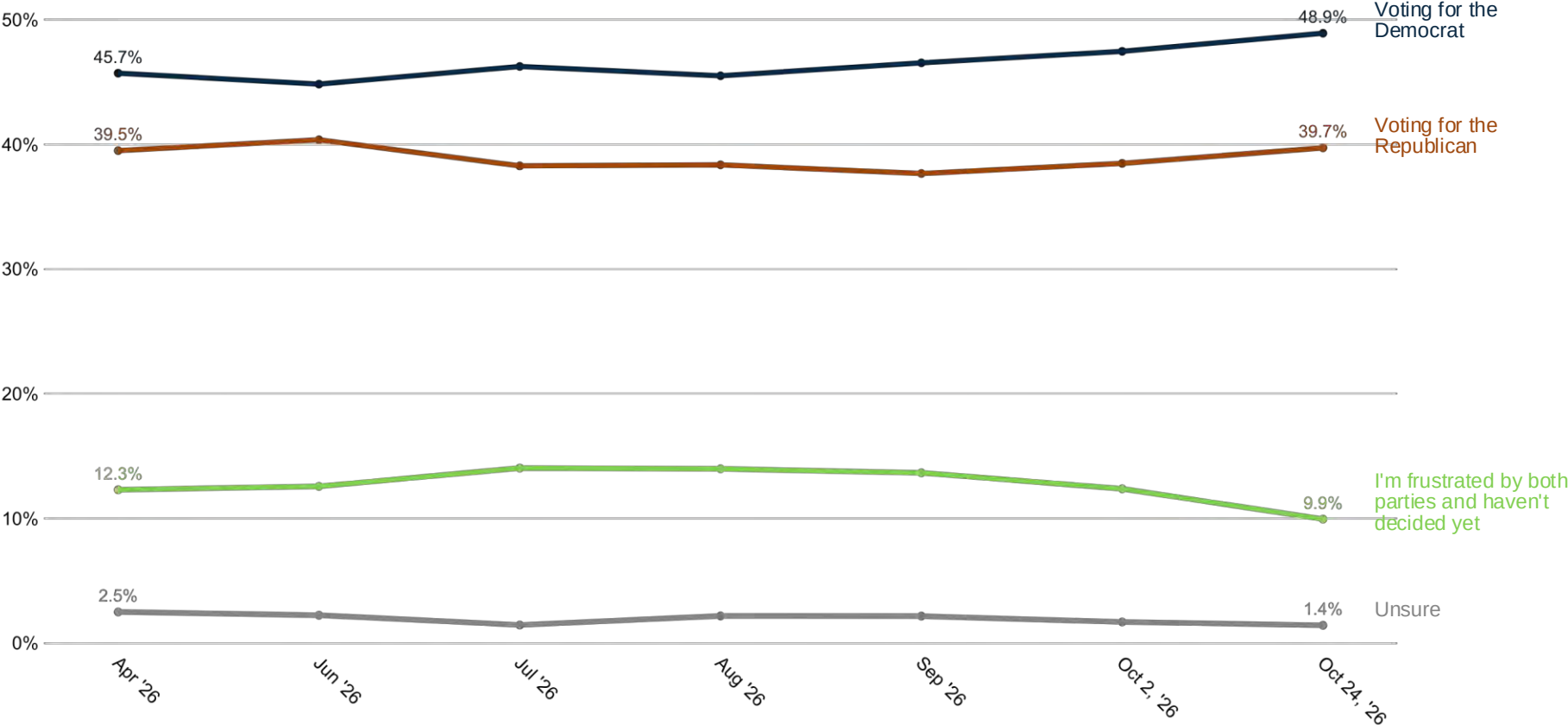
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Voting for the Republican Total	40%	28%	41%	36%	55%	43%	49%	38%	31%	54%	42%	38%	27%	95%	80%	59%	18%	3%	2%	2%	34%	41%	46%	47%	12%	32%	40%	32%	40%	38%	84%	3%	33%	36%	48%	37%	48%	36%	40%
Voting for the Democrat Total	49%	59%	49%	49%	37%	45%	40%	48%	61%	33%	47%	50%	62%	2%	8%	18%	44%	87%	93%	97%	55%	47%	44%	42%	80%	60%	47%	24%	55%	31%	5%	93%	62%	51%	38%	47%	40%	50%	52%
Support President Trump by voting for the Republican	15%	11%	17%	9%	23%	11%	21%	17%	10%	18%	17%	13%	13%	52%	21%	15%	9%	0%	1%	0%	15%	14%	16%	18%	5%	10%	15%	7%	17%	11%	33%	0%	14%	12%	18%	12%	18%	12%	16%
Support Republican ideals by voting for the Republican	25%	17%	24%	27%	32%	31%	28%	20%	21%	36%	25%	25%	14%	43%	58%	44%	9%	3%	1%	1%	19%	27%	30%	28%	8%	22%	25%	25%	24%	27%	51%	2%	19%	24%	29%	25%	30%	24%	24%
I'm frustrated by both parties and haven't decided yet	10%	11%	7%	14%	7%	10%	11%	10%	8%	10%	10%	11%	9%	2%	11%	19%	35%	10%	5%	1%	10%	11%	9%	10%	5%	6%	13%	38%	4%	27%	9%	4%	3%	12%	13%	14%	9%	13%	8%
Support Democratic ideals by voting for the Democrat	24%	34%	21%	25%	14%	19%	20%	24%	31%	16%	23%	22%	35%	1%	1%	5%	11%	24%	49%	55%	29%	25%	17%	19%	48%	31%	25%	10%	27%	14%	2%	45%	29%	26%	17%	24%	18%	21%	26%
Opposing President Trump by voting for the Democrat	25%	25%	28%	24%	23%	27%	20%	24%	30%	17%	24%	28%	28%	1%	7%	13%	33%	63%	44%	42%	25%	22%	27%	23%	32%	29%	21%	14%	29%	17%	3%	48%	33%	25%	20%	23%	21%	29%	26%
Unsure	1%	2%	2%	1%	1%	0%	0%	4%	0%	3%	1%	1%	1%	0%	1%	4%	3%	0%	0%	0%	2%	1%	0%	1%	2%	2%	1%	6%	1%	4%	1%	1%	2%	1%	2%	2%	4%	1%	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?

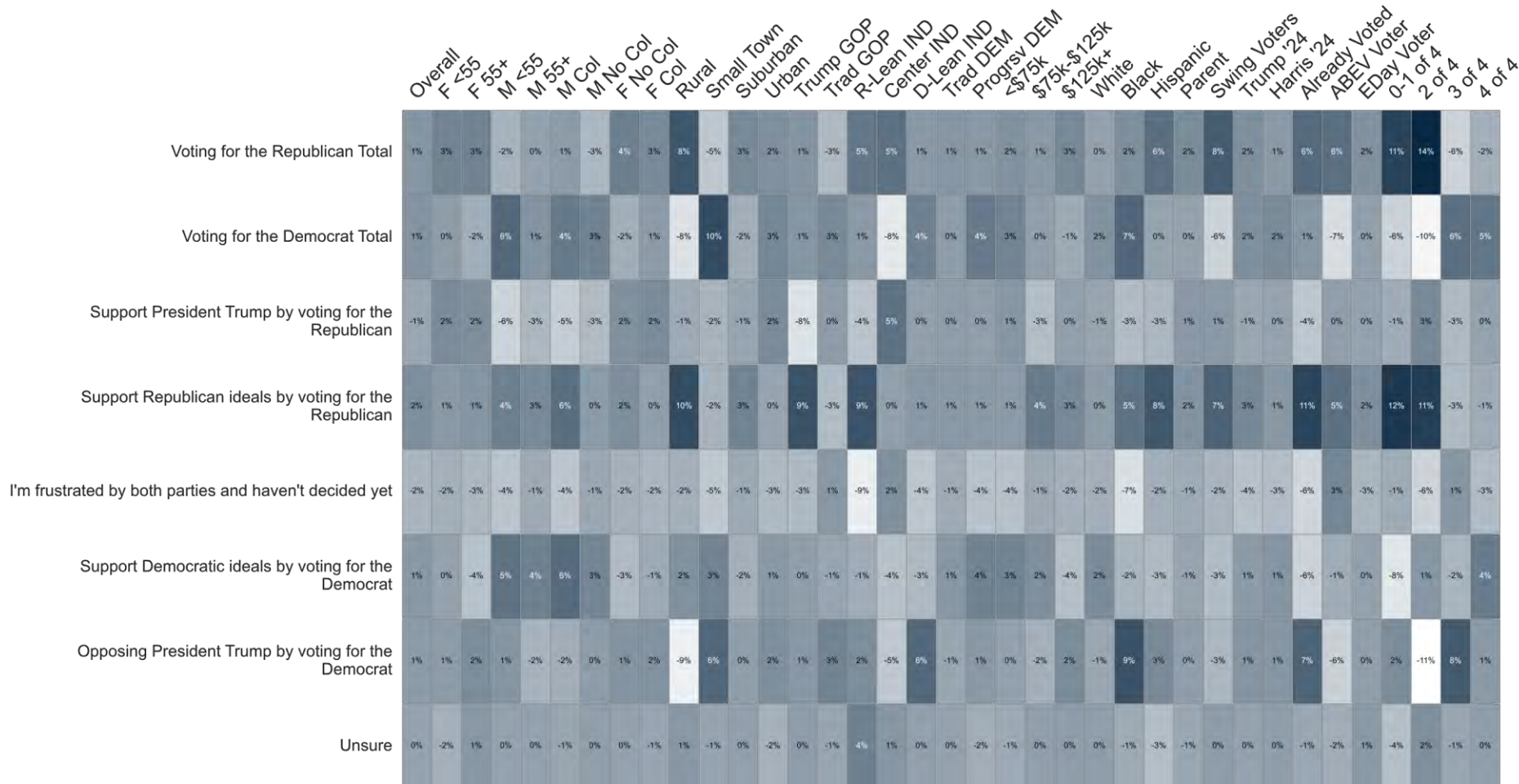
Trend: Congressional Vote Driver



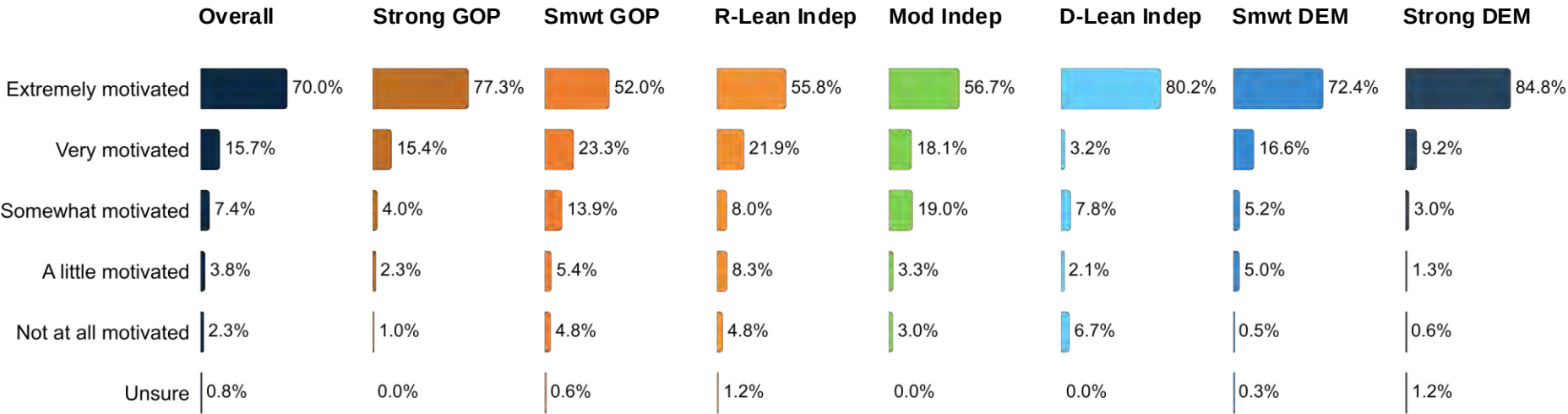
Trend: Congressional Vote Driver (NET)



Percent Change: Congressional Vote Driver (Oct 2 to 24, '26)



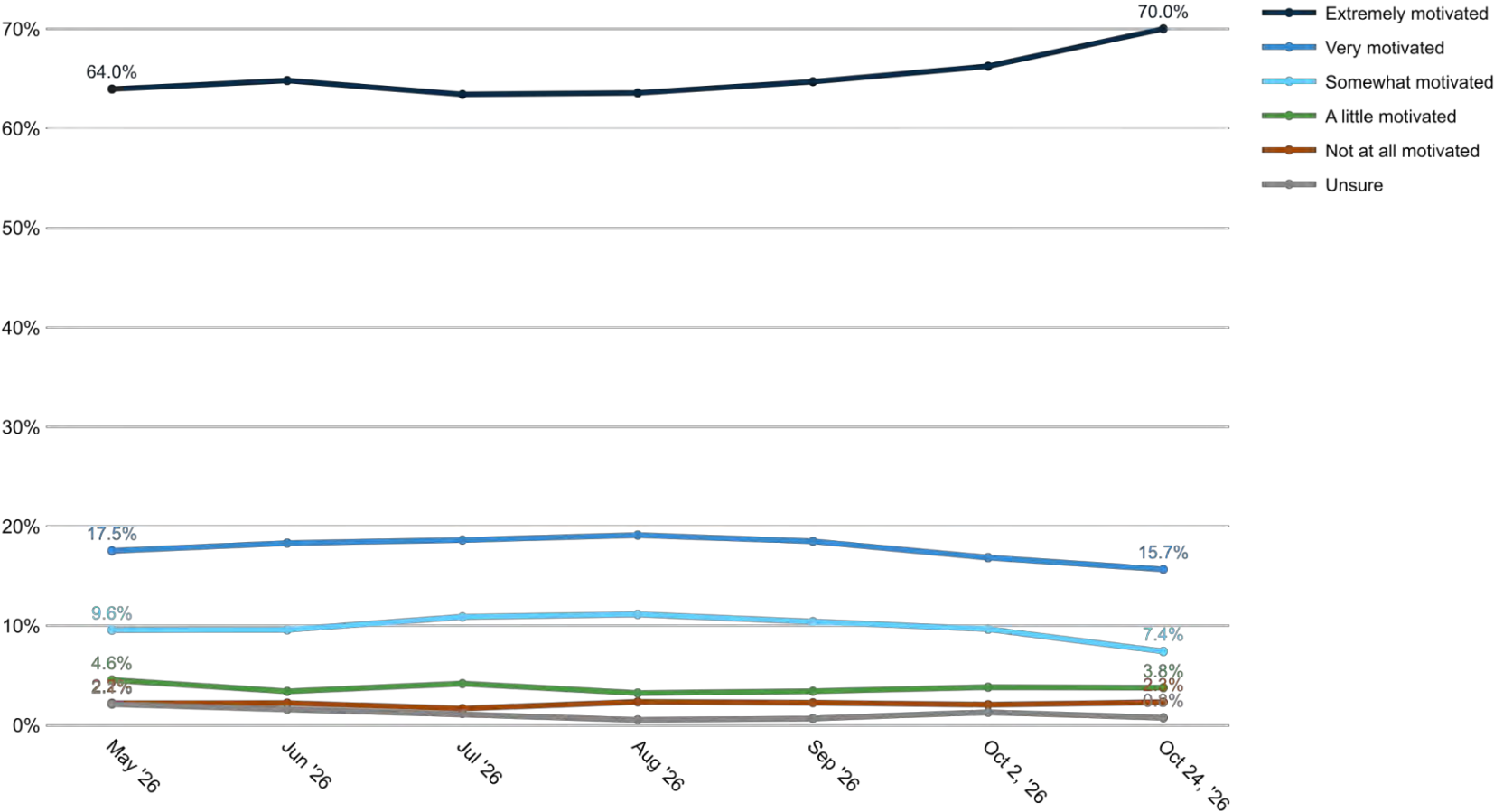
Midterm Turnout Motivation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	70%	62%	78%	63%	76%	74%	67%	64%	78%	66%	74%	71%	67%	73%	63%	56%	57%	80%	77%	82%	64%	70%	77%	72%	64%	73%	65%	37%	78%	48%	66%	80%	83%	67%	63%	50%	60%	67%	81%
Very motivated	16%	16%	16%	16%	15%	16%	15%	17%	15%	15%	15%	15%	17%	17%	20%	22%	18%	3%	13%	11%	17%	16%	13%	15%	20%	16%	19%	23%	15%	18%	18%	11%	11%	17%	17%	25%	16%	17%	13%
Somewhat motivated	7%	11%	4%	10%	5%	4%	11%	10%	4%	11%	5%	8%	7%	5%	9%	8%	19%	8%	4%	3%	10%	5%	6%	8%	5%	6%	8%	19%	4%	18%	9%	5%	3%	8%	10%	14%	11%	7%	4%
A little motivated	4%	8%	1%	4%	2%	2%	4%	6%	2%	6%	3%	3%	4%	4%	3%	8%	3%	2%	4%	2%	5%	5%	2%	3%	6%	3%	5%	9%	2%	8%	4%	3%	1%	4%	5%	7%	10%	4%	1%
Not at all motivated	2%	3%	0%	5%	1%	4%	3%	2%	1%	1%	2%	2%	4%	1%	4%	5%	3%	7%	1%	1%	2%	3%	3%	2%	1%	1%	3%	8%	1%	6%	2%	0%	1%	2%	3%	4%	2%	4%	1%
Unsure	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	2%	0%	0%	0%	4%	0%	1%	3%	0%	2%	0%	1%	0%	1%	1%	1%	1%	1%	0%

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

Trend: Midterm Turnout Motivation



Percent Change: Midterm Turnout Motivation (Oct 2 to 24, '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	Progsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely motivated	4%	2%	3%	7%	3%	5%	6%	0%	5%	2%	3%	5%	4%	-1%	6%	6%	-6%	9%	16%	1%	5%	3%	5%	2%	11%	7%	5%	-3%	4%	5%	16%	-5%	1%	4%	8%	0%	5%
Very motivated	-1%	2%	2%	-4%	-5%	-4%	-6%	1%	2%	-3%	0%	-2%	1%	-1%	-4%	4%	4%	-9%	-7%	1%	-1%	0%	-3%	-3%	-3%	5%	2%	-1%	-2%	-2%	-2%	3%	-2%	5%	-2%	0%	-3%
Somewhat motivated	-2%	-4%	-2%	-4%	1%	-4%	1%	-1%	-5%	3%	-3%	-3%	-5%	-1%	-1%	-12%	6%	-1%	-8%	-1%	-2%	-3%	-3%	0%	-10%	-5%	-6%	0%	-2%	-3%	-8%	0%	0%	-4%	-4%	-5%	-1%
A little motivated	0%	1%	-1%	-1%	0%	0%	0%	1%	-1%	2%	-1%	0%	-1%	3%	-2%	3%	-1%	-2%	0%	0%	0%	-1%	0%	0%	3%	-4%	-1%	2%	0%	0%	1%	2%	0%	-2%	1%	1%	0%
Not at all motivated	0%	1%	-1%	2%	0%	2%	-1%	0%	-1%	-2%	0%	1%	0%	0%	2%	-1%	-2%	4%	-1%	0%	-1%	0%	1%	1%	-1%	-2%	1%	3%	0%	0%	-1%	1%	0%	1%	-2%	3%	-1%
Unsure	-1%	-2%	-1%	1%	0%	0%	0%	-2%	-1%	-1%	0%	-1%	0%	-1%	-1%	0%	-2%	-1%	0%	0%	-2%	0%	0%	0%	-1%	-1%	-1%	-1%	-1%	0%	-6%	-1%	1%	-3%	-1%	0%	0%

Image Tests

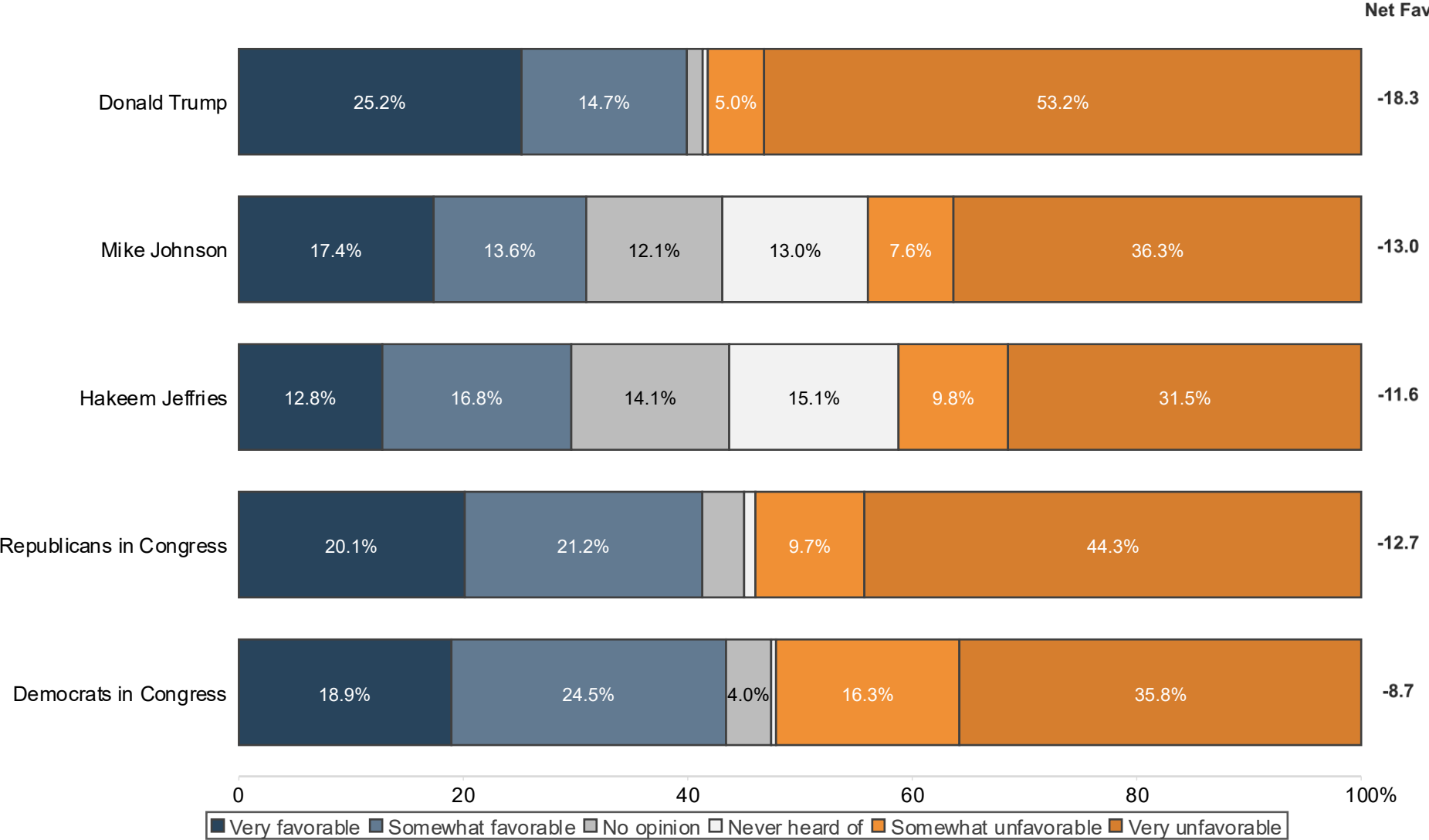


Image Tests Heatmaps

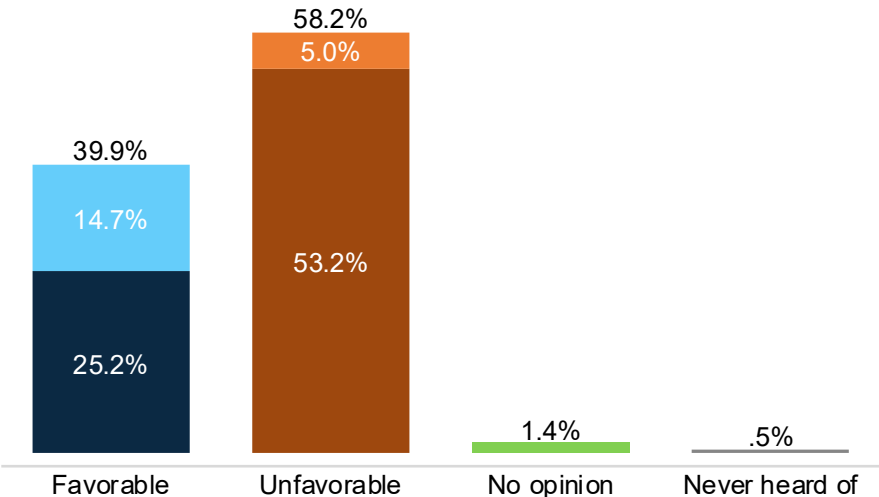
Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	E Day Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	40%	30%	42%	36%	51%	41%	46%	40%	32%	53%	40%	39%	30%	94%	75%	58%	26%	7%	5%	1%	36%	40%	45%	47%	13%	33%	41%	39%	39%	42%	83%	3%	31%	37%	49%	40%	49%	35%	40%
Mike Johnson	31%	22%	32%	27%	44%	37%	35%	28%	25%	37%	34%	30%	24%	71%	53%	46%	20%	3%	9%	5%	27%	29%	37%	34%	19%	30%	30%	24%	32%	26%	61%	6%	28%	27%	37%	29%	29%	25%	34%
Hakeem Jeffries	30%	30%	37%	24%	26%	26%	24%	27%	42%	24%	29%	30%	35%	8%	8%	7%	28%	49%	61%	50%	31%	30%	28%	27%	48%	31%	28%	17%	35%	16%	8%	52%	40%	28%	23%	20%	21%	27%	36%
Republicans in Congress	41%	33%	43%	35%	54%	42%	48%	43%	32%	54%	42%	40%	31%	94%	78%	56%	26%	7%	6%	3%	38%	41%	44%	47%	16%	35%	42%	43%	40%	45%	84%	4%	33%	37%	51%	41%	52%	38%	40%
Democrats in Congress	43%	54%	47%	38%	32%	35%	36%	48%	53%	34%	40%	43%	56%	10%	10%	9%	45%	60%	90%	78%	51%	41%	38%	37%	77%	53%	45%	27%	47%	32%	9%	78%	53%	46%	35%	42%	36%	45%	45%

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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	E Day Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	58%	68%	56%	61%	48%	57%	52%	57%	67%	44%	58%	60%	66%	6%	24%	38%	73%	93%	91%	98%	62%	59%	54%	52%	83%	64%	57%	57%	60%	55%	15%	96%	67%	62%	49%	57%	50%	62%	59%
Mike Johnson	44%	39%	43%	51%	43%	53%	41%	34%	50%	30%	45%	45%	52%	11%	20%	30%	37%	87%	65%	75%	42%	45%	45%	42%	52%	43%	42%	34%	49%	33%	14%	74%	53%	48%	33%	37%	32%	46%	49%
Hakeem Jeffries	41%	25%	37%	50%	57%	59%	48%	31%	31%	43%	41%	41%	39%	72%	60%	67%	28%	32%	11%	23%	34%	40%	50%	45%	22%	39%	39%	36%	43%	38%	64%	20%	36%	43%	44%	41%	34%	40%	44%
Republicans in Congress	54%	60%	53%	60%	43%	56%	46%	51%	63%	37%	53%	56%	65%	5%	17%	42%	63%	93%	86%	93%	56%	54%	53%	49%	75%	57%	53%	46%	58%	45%	13%	91%	64%	58%	43%	52%	41%	56%	58%
Democrats in Congress	52%	39%	50%	58%	65%	64%	59%	45%	44%	57%	56%	53%	43%	88%	84%	86%	43%	40%	9%	21%	43%	55%	59%	58%	21%	40%	49%	62%	51%	58%	86%	19%	45%	50%	59%	52%	57%	50%	52%

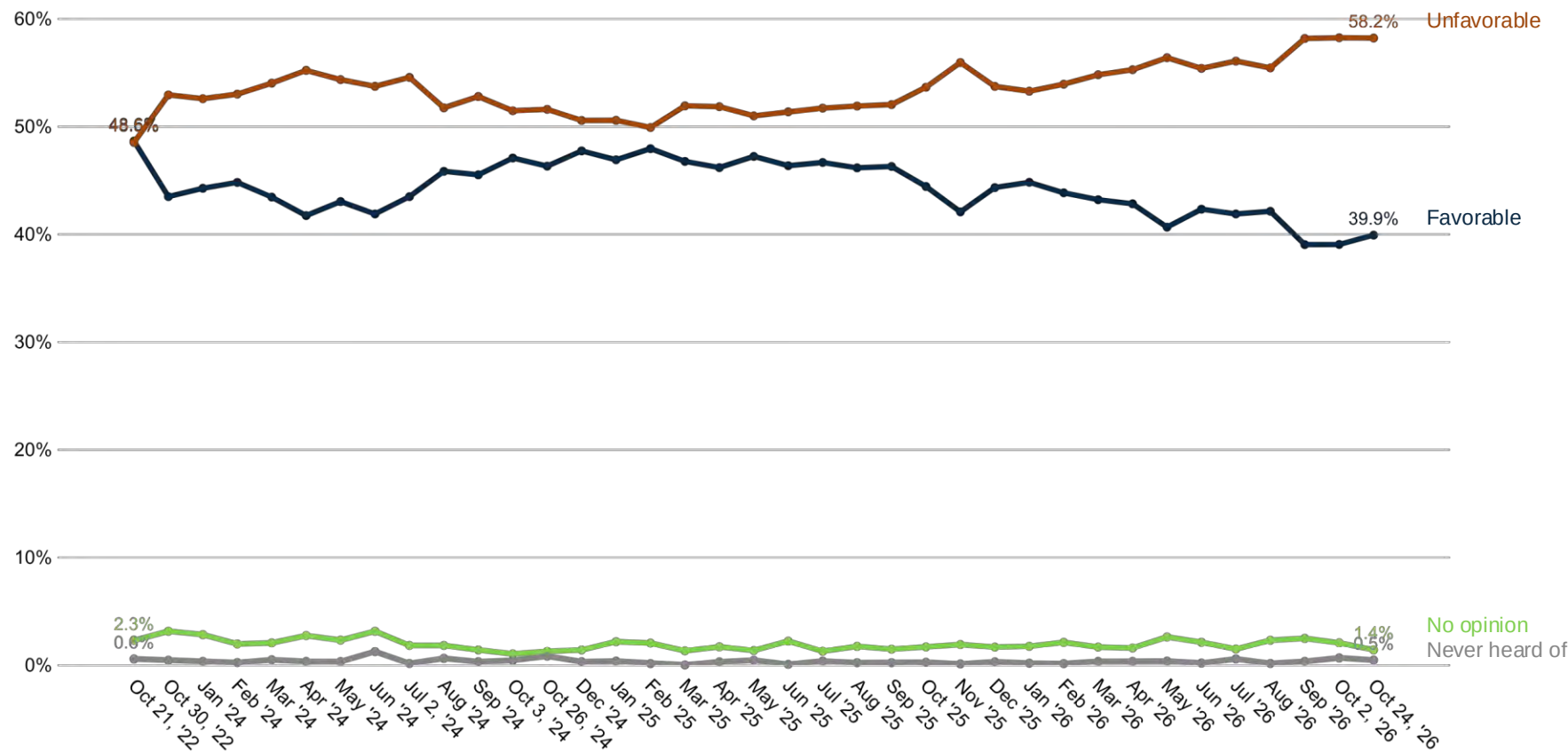
Image: Donald Trump



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4	
Favorable Total	40%	30%	42%	36%	51%	41%	46%	40%	32%	53%	40%	39%	30%	94%	75%	58%	26%	7%	5%	1%	36%	40%	45%	47%	13%	33%	41%	39%	39%	42%	83%	3%	31%	37%	49%	40%	49%	35%	40%	
Unfavorable Total	58%	68%	56%	61%	48%	57%	52%	57%	67%	44%	58%	60%	66%	6%	24%	38%	73%	93%	91%	98%	62%	59%	54%	52%	83%	64%	57%	57%	60%	55%	15%	96%	67%	62%	49%	57%	50%	62%	59%	
Very favorable	25%	17%	29%	19%	35%	24%	31%	27%	19%	33%	26%	23%	21%	80%	43%	19%	9%	3%	4%	1%	24%	27%	25%	29%	8%	21%	23%	12%	27%	19%	54%	2%	20%	24%	30%	21%	32%	24%	26%	
Somewhat favorable	15%	13%	13%	17%	16%	17%	16%	13%	13%	20%	13%	16%	10%	15%	33%	40%	17%	3%	2%	0%	12%	13%	20%	18%	5%	12%	17%	27%	11%	23%	29%	1%	11%	13%	19%	18%	17%	11%	14%	
Somewhat unfavorable	5%	6%	2%	6%	6%	6%	5%	5%	4%	6%	7%	4%	4%	1%	7%	9%	14%	1%	2%	2%	5%	7%	4%	4%	5%	4%	7%	14%	3%	10%	6%	2%	3%	4%	7%	5%	6%	5%	5%	
Very unfavorable	53%	61%	53%	55%	42%	51%	47%	52%	64%	38%	51%	56%	62%	4%	17%	29%	59%	92%	89%	95%	57%	52%	50%	47%	78%	60%	50%	43%	56%	46%	9%	94%	64%	57%	42%	52%	43%	57%	54%	
No opinion	1%	2%	1%	2%	1%	1%	1%	3%	1%	3%	2%	0%	2%	0%	1%	4%	0%	0%	3%	1%	2%	1%	1%	1%	3%	3%	2%	3%	1%	2%	2%	1%	1%	1%	2%	3%	1%	2%	1%	
Never heard of	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%

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

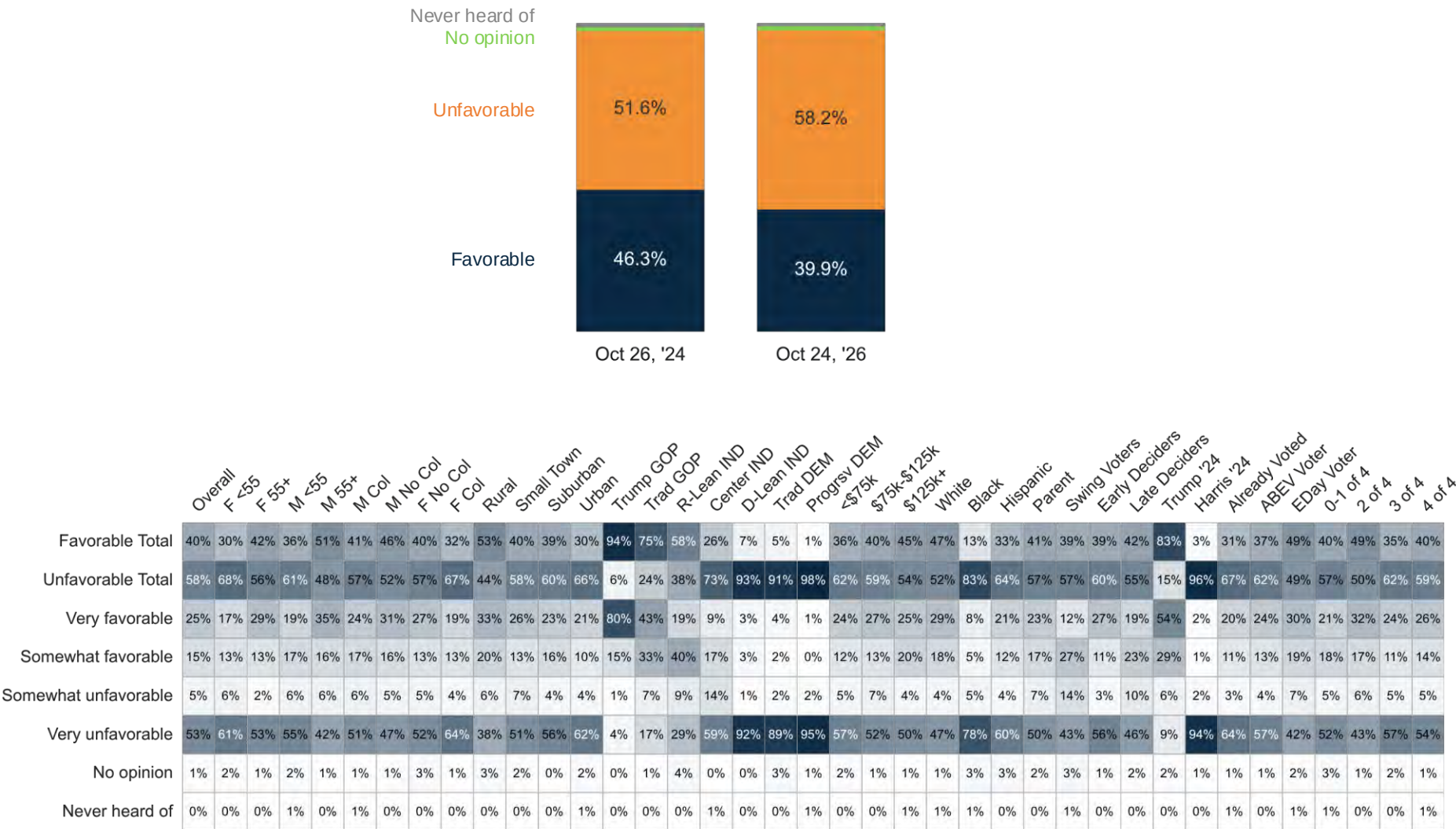
Trend: Donald Trump Image



Percent Change: Donald Trump Image (Oct 2 to 24, '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	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	1%	6%	5%	-4%	-5%	-2%	-8%	5%	5%	6%	-9%	4%	5%	2%	-3%	-2%	4%	1%	3%	-1%	3%	-3%	3%	0%	0%	6%	3%	8%	0%	0%	4%	6%	2%	10%	15%	-4%	-3%
Unfavorable Total	0%	-3%	-5%	3%	6%	1%	9%	-4%	-3%	-8%	9%	-1%	-5%	-2%	3%	1%	-4%	0%	0%	1%	-1%	2%	-2%	0%	5%	-4%	-1%	-6%	-1%	2%	3%	-5%	-2%	-8%	-11%	3%	4%
Very favorable	0%	3%	2%	-2%	-3%	-1%	-5%	3%	2%	4%	-7%	1%	5%	2%	-3%	-8%	2%	0%	3%	-1%	1%	-1%	0%	-1%	-1%	0%	2%	0%	0%	0%	-1%	3%	1%	3%	13%	-3%	-3%
Somewhat favorable	1%	2%	3%	-2%	-1%	-1%	-3%	3%	3%	2%	-1%	2%	0%	1%	-1%	6%	2%	1%	0%	0%	2%	-2%	2%	1%	2%	6%	1%	8%	1%	0%	4%	3%	1%	7%	1%	0%	-1%
Somewhat unfavorable	-1%	0%	-2%	-5%	2%	-1%	-2%	1%	-3%	0%	1%	-1%	-4%	-1%	-1%	-3%	4%	0%	-3%	0%	-2%	0%	-1%	-1%	-3%	-4%	-1%	-1%	-1%	-1%	-5%	0%	0%	-4%	2%	-2%	0%
Very unfavorable	1%	-3%	-3%	8%	3%	1%	10%	-6%	0%	-8%	8%	0%	-1%	-1%	5%	4%	-8%	0%	2%	0%	1%	2%	-1%	2%	8%	0%	0%	-5%	0%	3%	7%	-5%	-2%	-4%	-13%	5%	4%
No opinion	-1%	-1%	0%	0%	-1%	0%	-1%	0%	-2%	1%	-1%	-2%	1%	0%	0%	1%	-1%	0%	-1%	0%	-1%	0%	-1%	0%	-1%	-1%	0%	-2%	0%	-1%	-5%	0%	0%	0%	-2%	1%	-1%
Never heard of	0%	-1%	0%	0%	0%	1%	0%	-1%	0%	0%	0%	-1%	0%	0%	0%	0%	0%	-1%	-2%	1%	0%	0%	0%	0%	-4%	0%	-1%	0%	0%	-1%	-2%	0%	0%	-1%	-2%	0%	0%

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

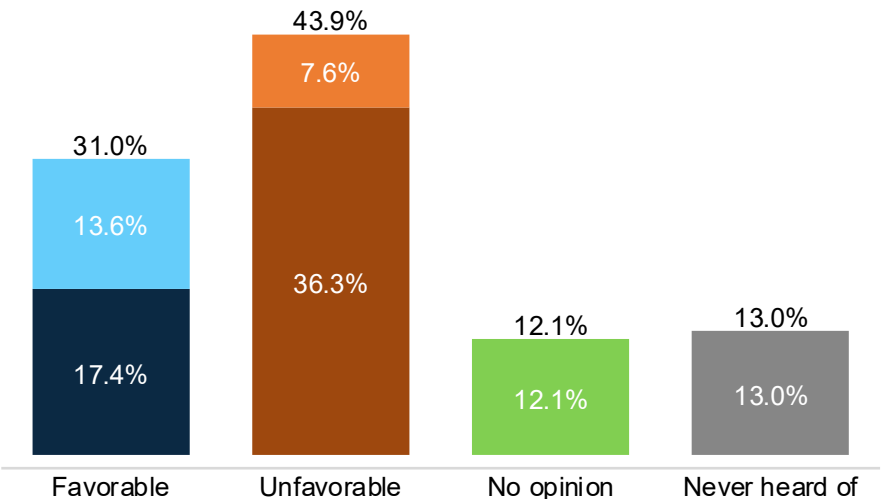


Do you have a favorable or unfavorable opinion of Donald Trump?

Percent Change: Donald Trump Image (Oct 26, '24 to Oct 24, '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	-6%	-12%	0%	-15%	1%	-3%	-10%	-6%	-5%	-6%	-4%	-5%	-7%	-10%	-4%	-5%	-9%	-1%	1%	-16%	-1%	-18%	-7%
Unfavorable Total	7%	13%	0%	13%	1%	3%	10%	6%	6%	7%	5%	4%	7%	10%	4%	4%	9%	3%	2%	14%	3%	17%	7%
Very favorable	-9%	-14%	-4%	-16%	-4%	-6%	-12%	-9%	-6%	-14%	-8%	-2%	-8%	-10%	-10%	-10%	-6%	-6%	-4%	-20%	-10%	-15%	-9%
Somewhat favorable	3%	1%	4%	1%	5%	3%	2%	4%	1%	8%	4%	-3%	1%	-1%	7%	5%	-4%	5%	5%	4%	8%	-3%	2%
Somewhat unfavorable	0%	2%	-1%	-3%	3%	0%	0%	0%	1%	3%	-1%	-4%	-2%	1%	1%	0%	-3%	0%	1%	4%	1%	1%	2%
Very unfavorable	7%	11%	1%	16%	-2%	3%	10%	6%	5%	4%	6%	7%	9%	8%	3%	5%	13%	3%	1%	10%	2%	15%	5%
No opinion	0%	0%	0%	2%	-1%	0%	1%	1%	-1%	1%	-1%	1%	1%	0%	-1%	0%	1%	2%	-2%	2%	0%	0%	-1%
Never heard of	0%	-1%	0%	0%	-1%	0%	0%	-1%	0%	-2%	0%	1%	-1%	0%	0%	0%	-1%	-3%	-1%	0%	-2%	0%	0%

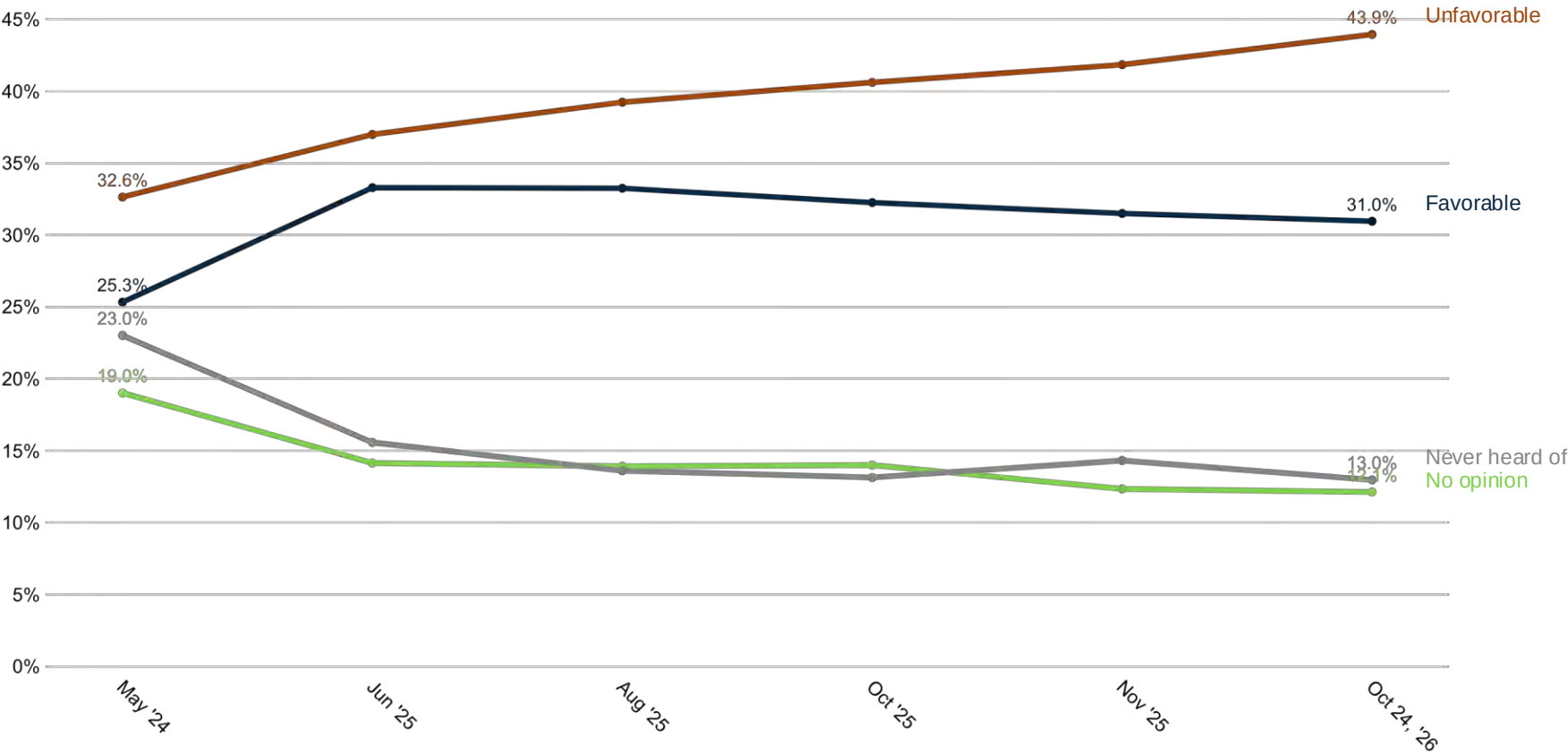
Image: Mike Johnson



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	31%	22%	32%	27%	44%	37%	35%	28%	25%	37%	34%	30%	24%	71%	53%	46%	20%	3%	9%	5%	27%	29%	37%	34%	19%	30%	30%	24%	32%	26%	61%	6%	28%	27%	37%	29%	29%	25%	34%
Unfavorable Total	44%	39%	43%	51%	43%	53%	41%	34%	50%	30%	45%	45%	52%	11%	20%	30%	37%	87%	65%	75%	42%	45%	45%	42%	52%	43%	42%	34%	49%	33%	14%	74%	53%	48%	33%	37%	32%	46%	49%
Very favorable	17%	12%	20%	11%	27%	21%	18%	18%	14%	23%	18%	18%	9%	53%	28%	14%	5%	1%	4%	2%	17%	15%	19%	19%	9%	13%	12%	7%	19%	11%	35%	3%	18%	14%	20%	17%	18%	14%	19%
Somewhat favorable	14%	10%	12%	17%	17%	16%	17%	10%	12%	14%	16%	12%	15%	18%	25%	31%	14%	2%	5%	3%	10%	14%	18%	14%	10%	17%	18%	16%	13%	16%	26%	3%	10%	13%	17%	13%	11%	11%	16%
Somewhat unfavorable	8%	7%	5%	12%	7%	10%	9%	7%	5%	7%	10%	5%	10%	5%	9%	16%	8%	9%	7%	5%	8%	6%	8%	8%	8%	6%	9%	15%	7%	12%	8%	7%	6%	7%	9%	12%	8%	7%	7%
Very unfavorable	36%	32%	39%	39%	36%	43%	32%	27%	45%	23%	35%	40%	42%	6%	11%	14%	29%	78%	58%	69%	34%	39%	37%	34%	45%	36%	32%	19%	42%	21%	6%	67%	48%	41%	24%	25%	24%	39%	42%
No opinion	12%	15%	13%	11%	9%	6%	14%	17%	10%	16%	10%	11%	13%	8%	15%	16%	22%	6%	12%	7%	15%	13%	7%	12%	11%	13%	13%	22%	9%	18%	14%	9%	7%	12%	16%	15%	19%	14%	8%
Never heard of	13%	24%	12%	11%	4%	4%	10%	21%	14%	16%	11%	14%	12%	10%	12%	8%	22%	5%	14%	13%	15%	13%	11%	12%	17%	14%	15%	21%	9%	22%	12%	10%	12%	13%	14%	19%	20%	14%	9%

Do you have a favorable or unfavorable opinion of Mike Johnson?

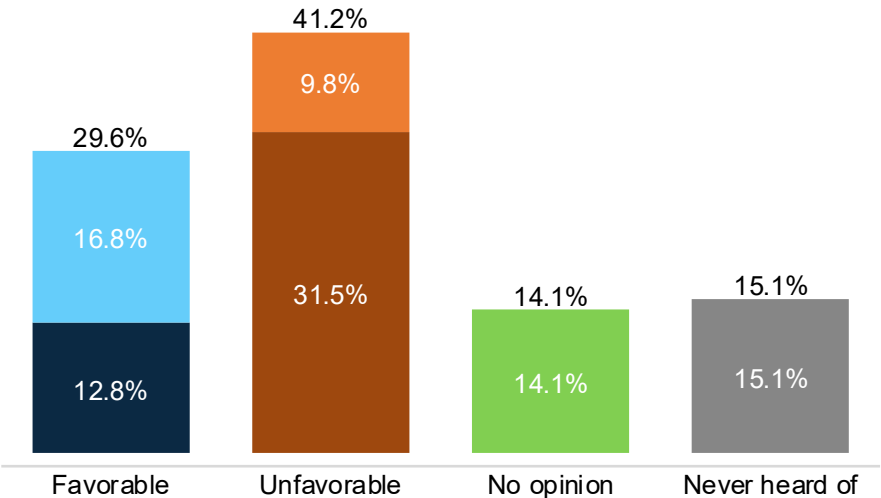
Trend: Mike Johnson Image



Percent Change: Mike Johnson Image (Nov '25 to Oct 24, '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-1%	4%	1%	-7%	-1%	-2%	-6%	3%	1%	0%	-2%	0%	0%	-7%	4%	0%	-2%	2%	-1%	1%	1%	2%	-1%	-2%	7%	1%	-2%
Unfavorable Total	2%	1%	1%	6%	1%	4%	3%	3%	-2%	-3%	2%	3%	6%	2%	-3%	0%	8%	6%	-3%	0%	4%	0%	-2%	3%	-1%	2%	2%
Very favorable	1%	3%	-2%	-2%	3%	5%	-3%	2%	-1%	3%	2%	-3%	3%	-5%	2%	1%	0%	2%	-1%	2%	1%	1%	-1%	2%	6%	2%	-1%
Somewhat favorable	-1%	1%	2%	-5%	-4%	-6%	-3%	1%	2%	-3%	-3%	3%	-3%	-2%	2%	-1%	-2%	0%	-1%	-1%	0%	0%	0%	-4%	1%	-1%	-1%
Somewhat unfavorable	0%	-2%	-2%	2%	3%	3%	2%	0%	-5%	0%	-2%	1%	1%	-1%	0%	1%	-3%	-2%	1%	0%	0%	0%	2%	2%	1%	-2%	0%
Very unfavorable	2%	2%	4%	4%	-2%	1%	1%	3%	3%	-3%	4%	2%	5%	3%	-3%	-1%	11%	9%	-4%	0%	4%	0%	-3%	1%	-2%	4%	2%
No opinion	0%	-2%	-2%	0%	3%	1%	2%	-2%	-1%	2%	-1%	2%	0%	1%	-2%	0%	-4%	0%	4%	1%	-1%	-1%	4%	1%	-3%	2%	-1%
Never heard of	-1%	-3%	0%	1%	-3%	-4%	1%	-4%	1%	1%	1%	-5%	-6%	3%	1%	0%	-1%	-8%	0%	-2%	-4%	0%	-2%	-1%	-3%	-5%	0%

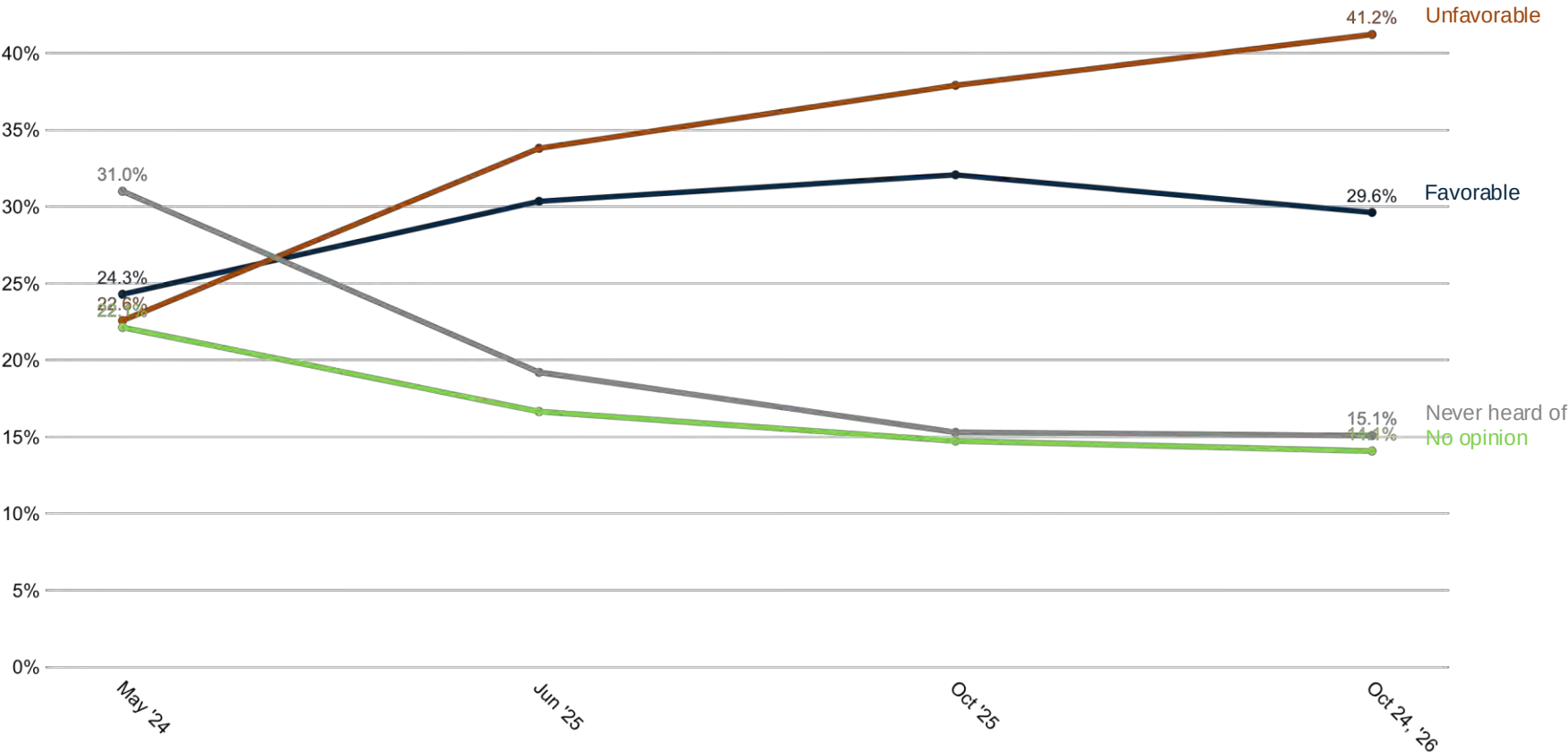
Image: Hakeem Jeffries



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	30%	30%	37%	24%	26%	26%	24%	27%	42%	24%	29%	30%	35%	8%	8%	7%	28%	49%	61%	50%	31%	30%	28%	27%	48%	31%	28%	17%	35%	16%	8%	52%	40%	28%	23%	20%	21%	27%	36%
Unfavorable Total	41%	25%	37%	50%	57%	59%	48%	31%	31%	43%	41%	41%	39%	72%	60%	67%	28%	32%	11%	23%	34%	40%	50%	45%	22%	39%	39%	36%	43%	38%	64%	20%	36%	43%	44%	41%	34%	40%	44%
Very favorable	13%	12%	17%	8%	14%	10%	11%	14%	15%	11%	14%	13%	13%	5%	2%	2%	8%	9%	34%	23%	14%	15%	9%	10%	25%	16%	11%	4%	15%	6%	3%	24%	18%	12%	10%	9%	9%	14%	15%
Somewhat favorable	17%	18%	20%	16%	12%	16%	13%	13%	26%	13%	15%	17%	22%	3%	6%	5%	20%	40%	27%	28%	17%	15%	18%	17%	24%	15%	17%	13%	19%	10%	5%	28%	22%	16%	13%	11%	12%	13%	21%
Somewhat unfavorable	10%	10%	5%	16%	9%	17%	8%	7%	8%	7%	10%	9%	14%	5%	10%	11%	13%	21%	5%	12%	8%	11%	11%	10%	10%	8%	12%	13%	9%	11%	7%	11%	8%	11%	10%	14%	8%	10%	9%
Very unfavorable	31%	15%	32%	34%	47%	42%	40%	24%	23%	37%	31%	32%	26%	67%	50%	56%	15%	12%	6%	12%	26%	30%	40%	35%	13%	31%	27%	23%	33%	27%	57%	9%	28%	31%	34%	27%	27%	30%	35%
No opinion	14%	17%	16%	11%	11%	7%	16%	19%	14%	16%	16%	12%	15%	10%	15%	16%	22%	12%	14%	11%	17%	15%	9%	14%	15%	14%	14%	24%	11%	20%	13%	15%	10%	15%	17%	17%	19%	15%	11%
Never heard of	15%	27%	11%	15%	6%	8%	12%	23%	14%	17%	14%	16%	12%	10%	16%	10%	22%	6%	14%	16%	18%	15%	13%	14%	14%	16%	18%	23%	12%	26%	15%	13%	14%	15%	16%	22%	26%	18%	9%

Do you have a favorable or unfavorable opinion of Hakeem Jeffries?

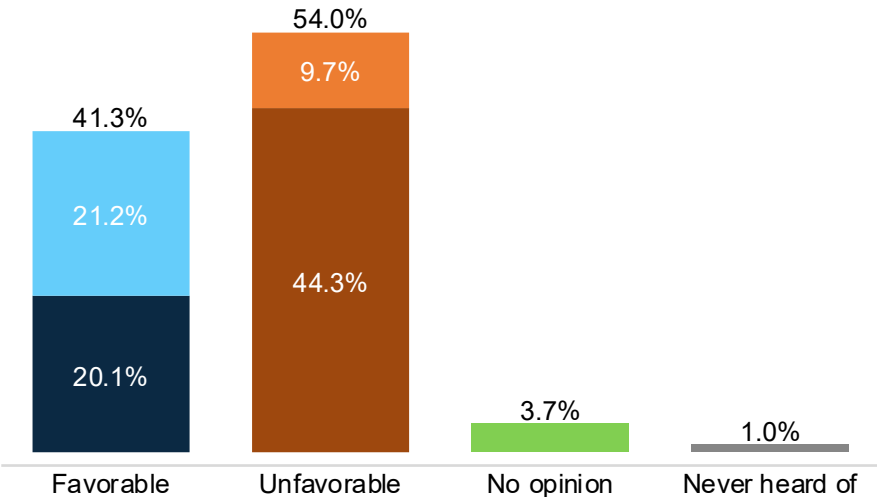
Trend: Hakeem Jeffries Image



Percent Change: Hakeem Jeffries Image (Oct '25 to Oct 24, '26)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Swing Voters	Trump '24	Harris '24	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-2%	1%	-2%	-2%	-7%	-12%	0%	-3%	2%	1%	-3%	-8%	1%	-6%	-4%	-2%	-5%	1%	-3%	1%	-8%	-9%	-3%	-8%	0%	1%	-2%
Unfavorable Total	3%	2%	4%	2%	6%	10%	-2%	4%	2%	2%	3%	8%	0%	3%	8%	3%	5%	-2%	3%	1%	7%	7%	4%	14%	-8%	2%	4%
Very favorable	-2%	0%	-5%	-1%	-3%	-3%	-1%	-4%	-1%	0%	-2%	-5%	-2%	-2%	-2%	-2%	-6%	2%	-1%	1%	-5%	-6%	-1%	-5%	2%	3%	-3%
Somewhat favorable	0%	1%	3%	-2%	-5%	-8%	1%	1%	3%	2%	0%	-3%	3%	-3%	-1%	0%	1%	0%	-2%	0%	-3%	-3%	-2%	-3%	-2%	-2%	2%
Somewhat unfavorable	2%	2%	-1%	4%	2%	7%	-1%	4%	-3%	0%	3%	2%	2%	3%	2%	1%	4%	0%	1%	0%	5%	3%	3%	9%	0%	2%	1%
Very unfavorable	1%	0%	4%	-2%	3%	3%	-1%	0%	5%	2%	0%	7%	-2%	1%	6%	2%	2%	-2%	2%	2%	2%	4%	1%	5%	-8%	0%	4%
No opinion	-1%	-2%	-2%	0%	1%	-2%	4%	-2%	-1%	-1%	-2%	1%	1%	1%	-5%	-1%	3%	1%	2%	-2%	2%	1%	1%	0%	5%	-1%	-3%
Never heard of	0%	-2%	1%	0%	1%	3%	-2%	1%	-3%	-2%	2%	-1%	-1%	1%	1%	0%	-3%	0%	-3%	0%	-1%	2%	-1%	-7%	3%	-2%	0%

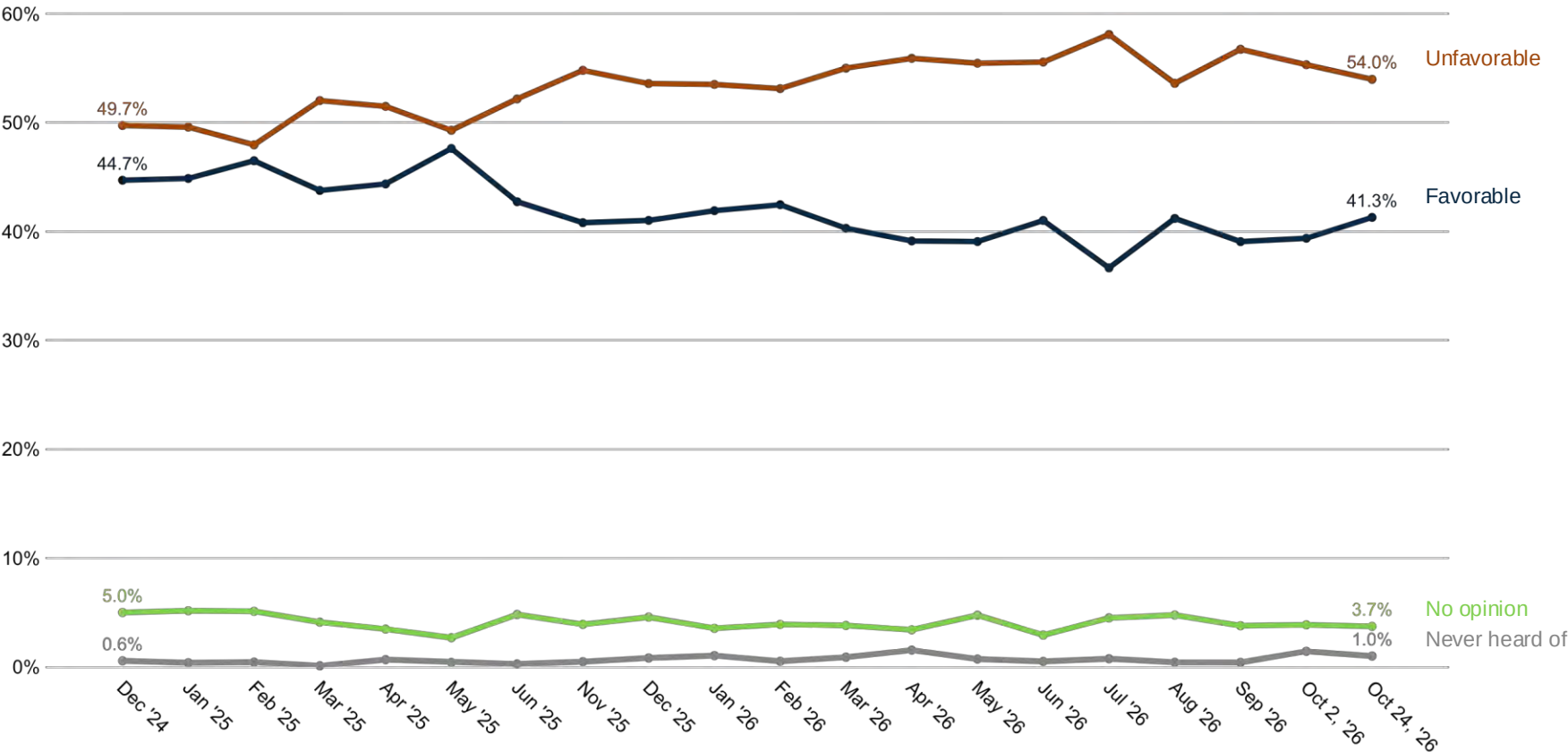
Image: Republicans in Congress



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	33%	43%	35%	54%	42%	48%	43%	32%	54%	42%	40%	31%	94%	78%	56%	26%	7%	6%	3%	38%	41%	44%	47%	16%	35%	42%	43%	40%	45%	84%	4%	33%	37%	51%	41%	52%	38%	40%
Unfavorable Total	54%	60%	53%	60%	43%	56%	46%	51%	63%	37%	53%	56%	65%	5%	17%	42%	63%	93%	86%	93%	56%	54%	53%	49%	75%	57%	53%	46%	58%	45%	13%	91%	64%	58%	43%	52%	41%	56%	58%
Very favorable	20%	18%	20%	15%	28%	17%	26%	24%	13%	25%	20%	19%	18%	56%	40%	13%	9%	1%	1%	2%	21%	16%	21%	22%	9%	18%	20%	10%	22%	16%	42%	2%	17%	16%	26%	24%	25%	19%	18%
Somewhat favorable	21%	15%	23%	20%	27%	25%	22%	19%	20%	29%	22%	21%	14%	38%	39%	43%	17%	6%	5%	1%	17%	25%	23%	25%	8%	17%	22%	34%	18%	30%	42%	3%	16%	21%	25%	16%	27%	19%	22%
Somewhat unfavorable	10%	11%	9%	12%	7%	10%	9%	10%	9%	9%	11%	10%	9%	3%	8%	26%	22%	8%	10%	7%	9%	11%	10%	10%	9%	9%	11%	19%	8%	14%	9%	9%	10%	10%	9%	14%	8%	6%	10%
Very unfavorable	44%	49%	44%	48%	35%	46%	38%	41%	54%	28%	41%	47%	57%	2%	10%	16%	41%	85%	76%	87%	46%	43%	43%	40%	66%	48%	42%	27%	49%	31%	5%	82%	54%	49%	34%	38%	33%	50%	48%
No opinion	4%	6%	2%	5%	2%	2%	5%	5%	3%	8%	4%	2%	3%	0%	3%	1%	11%	0%	5%	3%	5%	4%	2%	3%	8%	4%	5%	8%	2%	8%	2%	4%	3%	4%	4%	6%	5%	5%	2%
Never heard of	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	2%	0%	1%	1%	1%	1%	1%	3%	0%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%

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

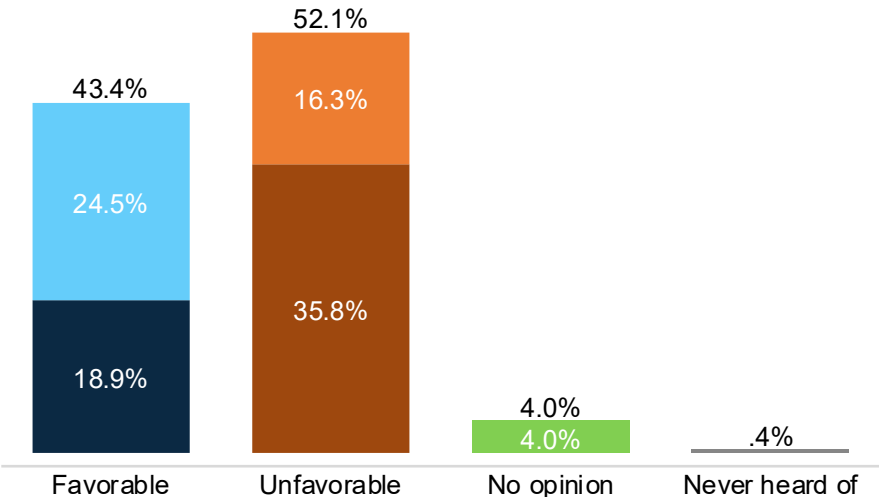
Trend: Republicans in Congress Image



Percent Change: Republicans in Congress (Oct 2 to 24, '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	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	2%	7%	2%	-3%	0%	2%	-4%	6%	3%	8%	-7%	5%	4%	7%	-2%	1%	6%	3%	0%	-1%	1%	1%	5%	1%	-3%	5%	4%	10%	4%	-1%	-6%	7%	5%	8%	15%	-2%	-2%
Unfavorable Total	-1%	-4%	-1%	1%	-1%	-2%	2%	-2%	-2%	-15%	7%	-3%	1%	-7%	2%	1%	-9%	0%	2%	0%	2%	-3%	-5%	-1%	5%	-4%	-3%	-6%	-4%	2%	14%	-8%	-4%	-1%	-15%	1%	2%
Very favorable	2%	5%	2%	0%	1%	3%	-2%	4%	2%	2%	-2%	3%	5%	2%	9%	-7%	3%	-2%	-2%	0%	3%	-1%	-5%	2%	-2%	-2%	3%	2%	5%	-1%	-10%	4%	4%	7%	8%	0%	0%
Somewhat favorable	0%	2%	1%	-2%	-1%	-1%	-2%	1%	1%	6%	-5%	1%	-1%	4%	-11%	8%	3%	5%	2%	0%	-2%	2%	0%	-2%	-1%	7%	1%	7%	-2%	0%	4%	3%	1%	0%	7%	-1%	-2%
Somewhat unfavorable	-2%	-3%	1%	-6%	-2%	-4%	-3%	-1%	-1%	-4%	2%	-2%	-6%	-2%	-1%	5%	2%	-8%	-3%	-4%	-3%	-1%	-2%	0%	-10%	-4%	-2%	-4%	-1%	-2%	3%	-1%	-4%	3%	-6%	-9%	0%
Very unfavorable	1%	-1%	-2%	7%	0%	2%	5%	-1%	-2%	-11%	5%	0%	7%	-4%	3%	-4%	-12%	8%	5%	3%	5%	-2%	-2%	0%	15%	0%	0%	-1%	-2%	4%	11%	-7%	0%	-3%	-10%	10%	2%
No opinion	0%	-1%	-1%	2%	0%	0%	2%	-2%	0%	5%	0%	-1%	-3%	-1%	0%	-4%	6%	-2%	-2%	2%	-2%	2%	1%	0%	2%	-3%	1%	-3%	0%	1%	-5%	1%	0%	-3%	1%	0%	0%
Never heard of	0%	-2%	0%	0%	1%	0%	1%	-1%	-1%	1%	-1%	-1%	-2%	1%	0%	1%	-3%	-2%	0%	0%	-1%	1%	-1%	0%	-5%	2%	-2%	-1%	0%	-1%	-3%	0%	0%	-4%	-1%	1%	0%

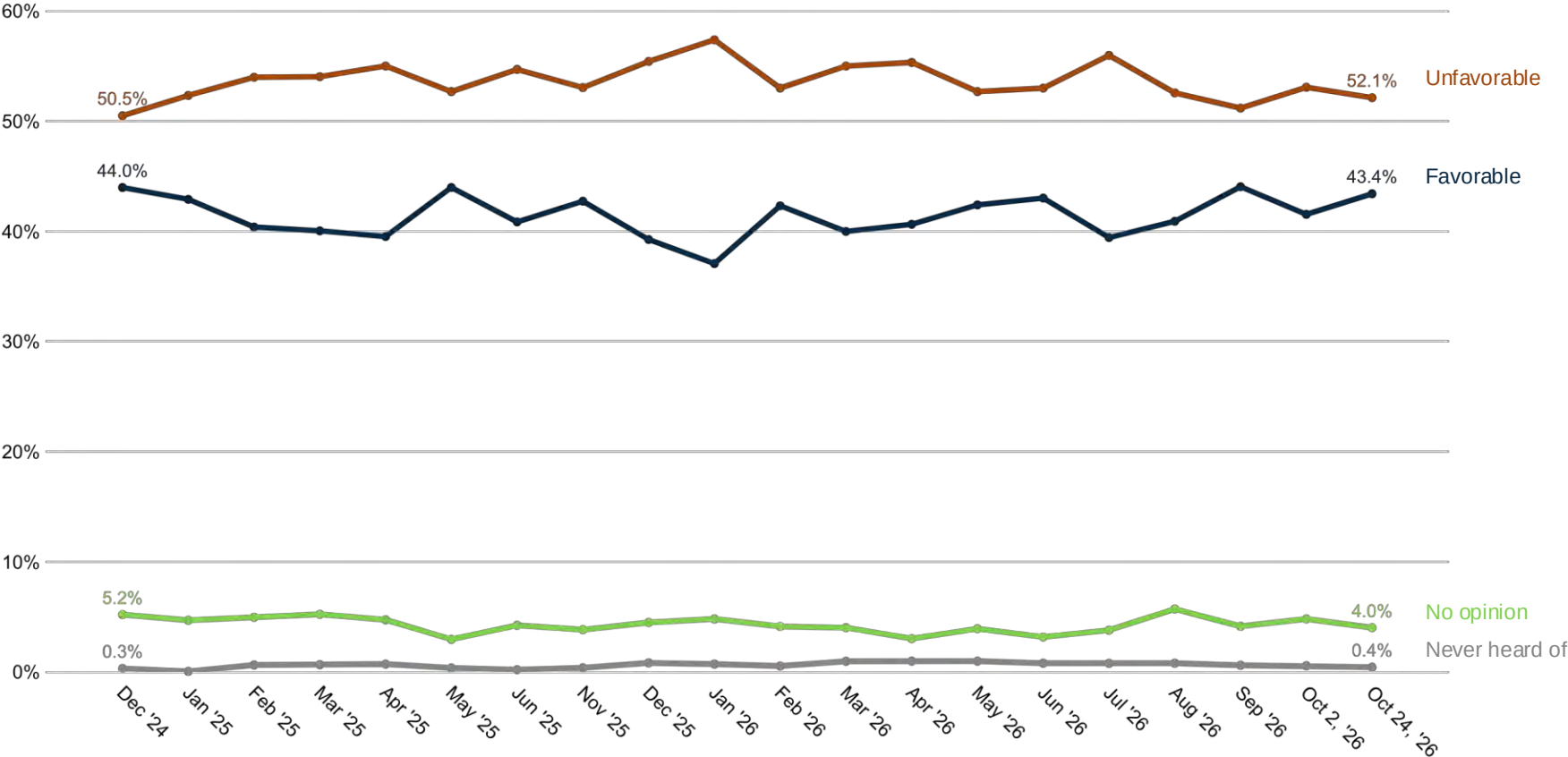
Image: Democrats in Congress

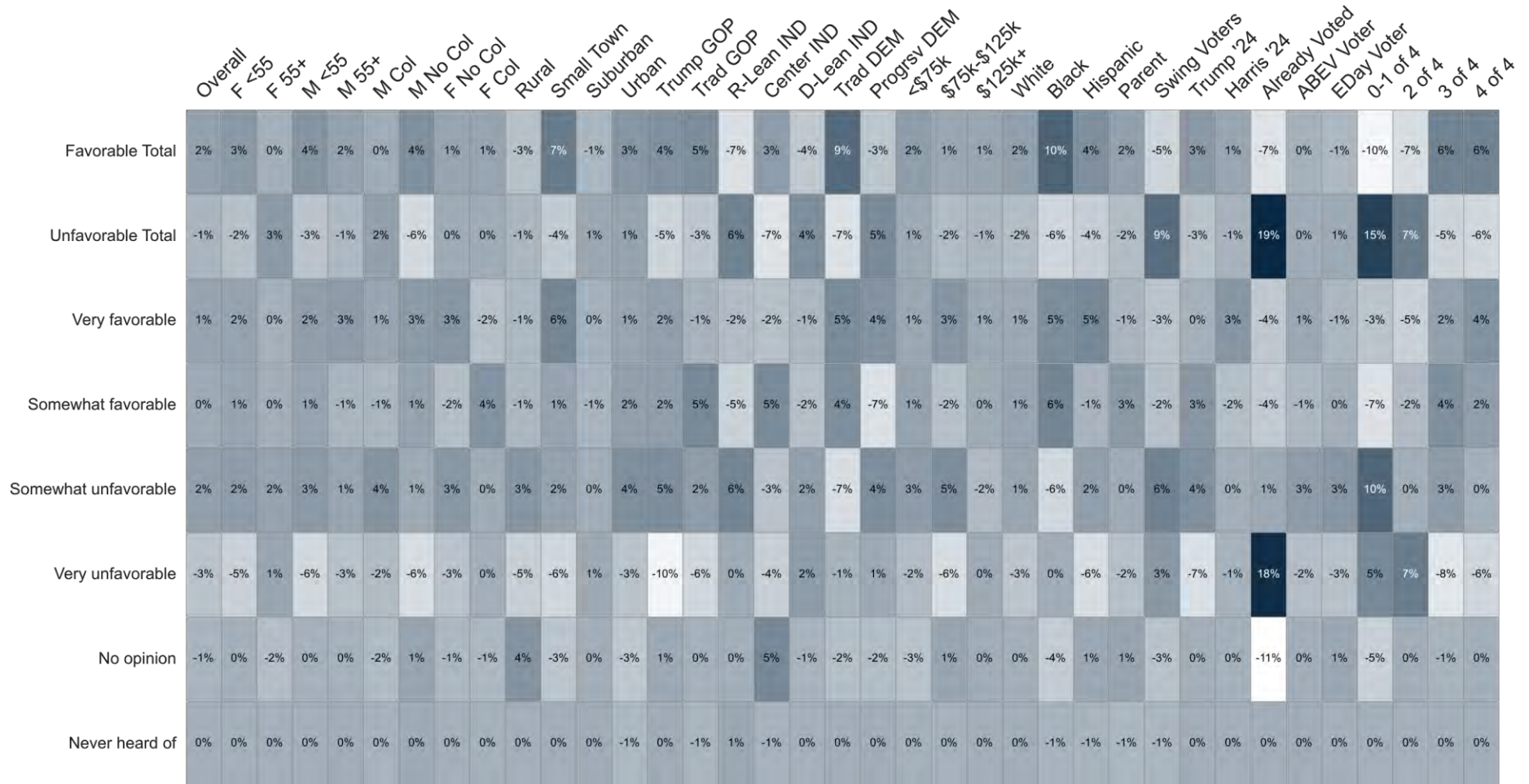


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	54%	47%	38%	32%	35%	36%	48%	53%	34%	40%	43%	56%	10%	10%	9%	45%	60%	90%	78%	51%	41%	38%	37%	77%	53%	45%	27%	47%	32%	9%	78%	53%	46%	35%	42%	36%	45%	45%
Unfavorable Total	52%	39%	50%	58%	65%	64%	59%	45%	44%	57%	56%	53%	43%	88%	84%	86%	43%	40%	9%	21%	43%	55%	59%	58%	21%	40%	49%	62%	51%	58%	86%	19%	45%	50%	59%	52%	57%	50%	52%
Very favorable	19%	23%	23%	13%	15%	11%	17%	27%	18%	16%	19%	17%	25%	5%	2%	3%	9%	15%	50%	37%	26%	19%	11%	14%	45%	29%	18%	6%	21%	13%	3%	36%	25%	19%	15%	21%	13%	19%	20%
Somewhat favorable	24%	31%	24%	25%	17%	24%	19%	21%	35%	19%	21%	26%	30%	5%	8%	6%	36%	45%	40%	41%	26%	22%	26%	24%	32%	24%	27%	21%	26%	19%	6%	42%	28%	27%	20%	21%	23%	26%	25%
Somewhat unfavorable	16%	19%	14%	21%	12%	20%	12%	15%	18%	15%	15%	16%	20%	11%	18%	21%	19%	31%	4%	16%	14%	18%	16%	15%	11%	12%	15%	30%	14%	23%	16%	14%	13%	18%	17%	24%	18%	14%	14%
Very unfavorable	36%	20%	36%	37%	53%	43%	47%	30%	26%	42%	40%	37%	23%	77%	66%	66%	23%	8%	4%	4%	29%	36%	43%	43%	10%	28%	34%	31%	36%	35%	70%	5%	32%	32%	42%	28%	39%	36%	38%
No opinion	4%	7%	3%	3%	3%	1%	5%	7%	3%	8%	4%	4%	1%	2%	5%	4%	12%	0%	1%	1%	5%	4%	3%	4%	2%	7%	5%	11%	2%	8%	4%	2%	2%	3%	6%	5%	6%	4%	3%
Never heard of	0%	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%

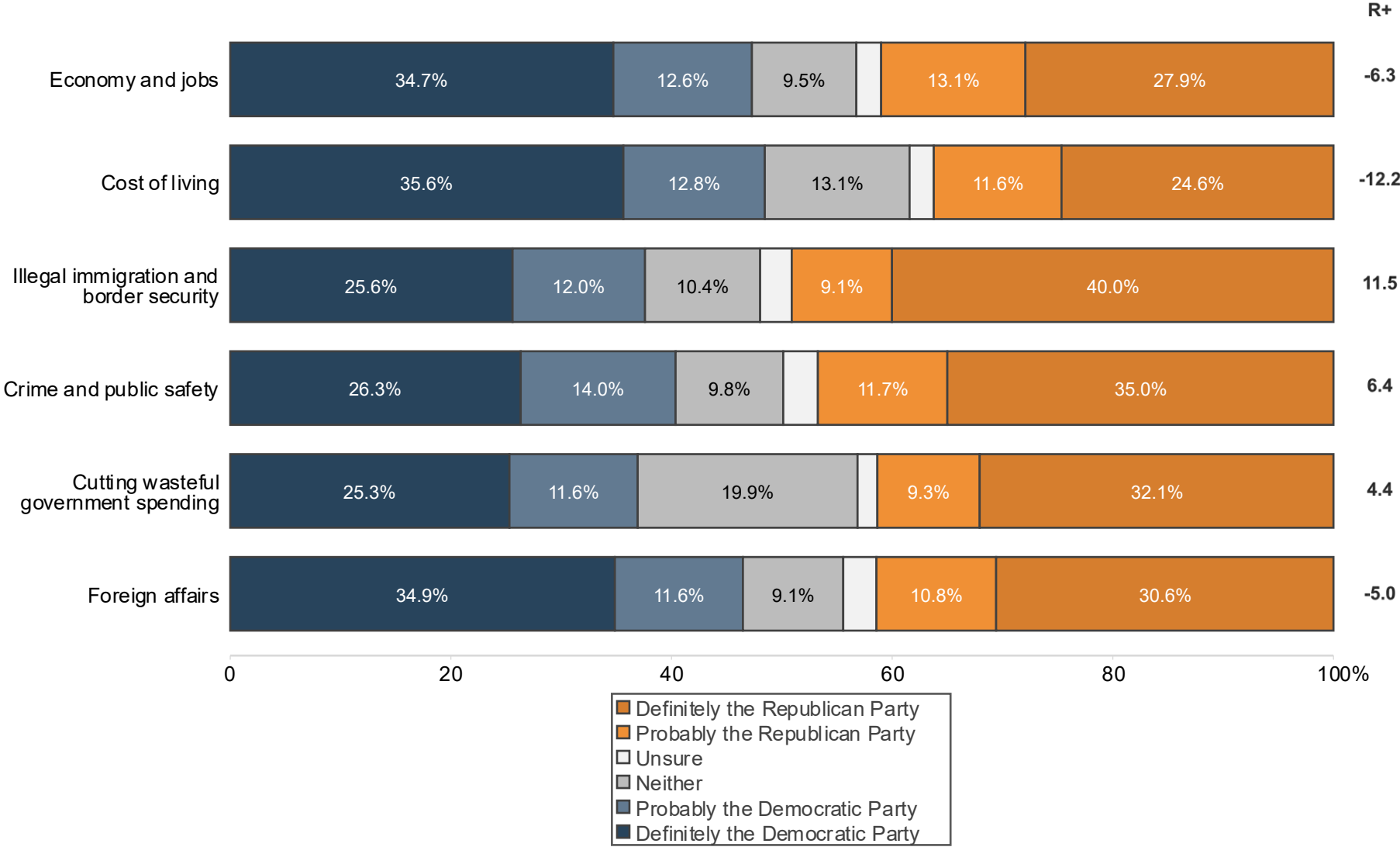
Do you have a favorable or unfavorable opinion of Democrats in Congress?

Trend: Democrats in Congress Image





Trusted Party



Please indicate which party you trust more to handle each of the following issues.

Trusted Party Heatmaps



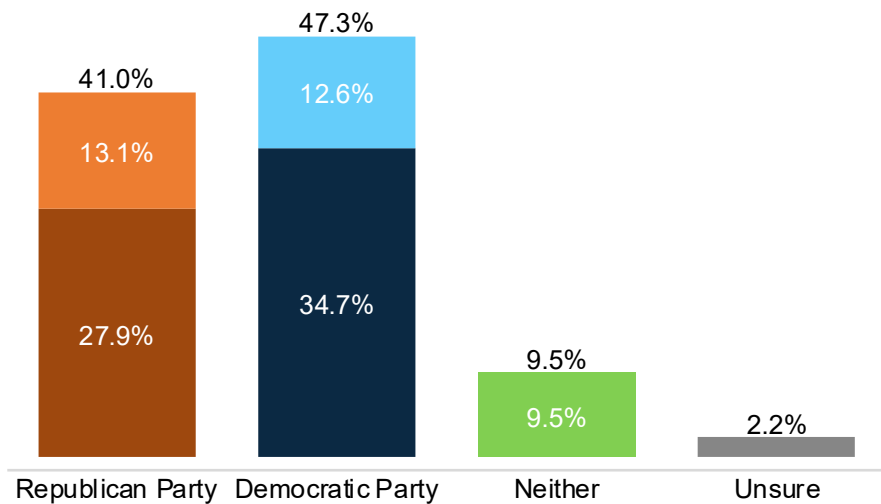
Republican Party

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	41%	29%	41%	40%	54%	45%	49%	38%	33%	49%	44%	41%	30%	94%	77%	61%	30%	8%	5%	1%	35%	41%	48%	47%	16%	35%	43%	40%	40%	44%	84%	4%	34%	38%	48%	40%	46%	36%	42%
Cost of living	36%	27%	39%	29%	50%	38%	42%	37%	29%	46%	38%	36%	26%	88%	69%	55%	22%	3%	4%	0%	32%	36%	41%	43%	13%	29%	35%	30%	36%	36%	77%	2%	29%	32%	45%	32%	41%	35%	37%
Illegal immigration and border security	49%	38%	48%	49%	63%	54%	59%	47%	38%	61%	52%	47%	40%	98%	88%	77%	45%	10%	15%	5%	43%	51%	53%	56%	23%	40%	53%	58%	47%	56%	92%	10%	40%	46%	59%	47%	60%	45%	49%
Crime and public safety	47%	35%	45%	48%	61%	54%	55%	43%	36%	58%	49%	46%	36%	95%	87%	74%	38%	11%	9%	4%	40%	47%	54%	54%	17%	40%	50%	54%	45%	53%	90%	7%	38%	41%	58%	47%	55%	42%	47%
Cutting wasteful government spending	41%	32%	42%	39%	54%	42%	50%	39%	35%	52%	42%	40%	33%	93%	73%	63%	32%	10%	9%	3%	37%	44%	46%	47%	15%	39%	45%	40%	40%	44%	82%	5%	34%	39%	48%	43%	47%	39%	41%
Foreign affairs	41%	31%	42%	38%	56%	44%	50%	40%	33%	53%	43%	40%	32%	96%	78%	66%	29%	3%	6%	2%	37%	43%	45%	48%	14%	37%	43%	40%	41%	43%	85%	3%	34%	37%	50%	44%	45%	38%	41%

Democratic Party

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	47%	57%	48%	46%	37%	44%	40%	47%	58%	37%	45%	48%	58%	3%	9%	21%	45%	72%	88%	94%	54%	45%	42%	41%	79%	56%	45%	26%	53%	32%	5%	88%	58%	50%	37%	46%	41%	50%	48%
Cost of living	48%	59%	48%	48%	37%	45%	40%	47%	60%	38%	45%	49%	62%	3%	12%	20%	48%	74%	90%	92%	55%	47%	43%	42%	79%	57%	49%	31%	54%	36%	8%	88%	58%	50%	40%	48%	45%	48%	50%
Illegal immigration and border security	38%	48%	40%	34%	26%	32%	28%	41%	48%	25%	35%	39%	49%	1%	7%	10%	26%	53%	75%	82%	43%	35%	33%	32%	63%	51%	35%	17%	43%	23%	3%	73%	47%	38%	31%	35%	32%	38%	40%
Crime and public safety	40%	49%	44%	36%	30%	35%	31%	42%	52%	28%	36%	42%	53%	4%	6%	11%	33%	64%	79%	84%	47%	36%	36%	34%	71%	51%	38%	17%	46%	27%	5%	77%	51%	41%	31%	37%	32%	41%	43%
Cutting wasteful government spending	37%	47%	40%	32%	27%	30%	29%	42%	46%	25%	34%	38%	48%	2%	6%	11%	29%	48%	75%	78%	44%	34%	31%	30%	68%	47%	35%	17%	43%	22%	4%	71%	45%	39%	29%	36%	32%	35%	39%
Foreign affairs	46%	56%	47%	45%	36%	44%	37%	46%	59%	33%	41%	49%	58%	2%	10%	16%	47%	81%	88%	90%	50%	44%	45%	41%	77%	52%	46%	27%	52%	33%	6%	87%	56%	48%	38%	43%	40%	47%	49%

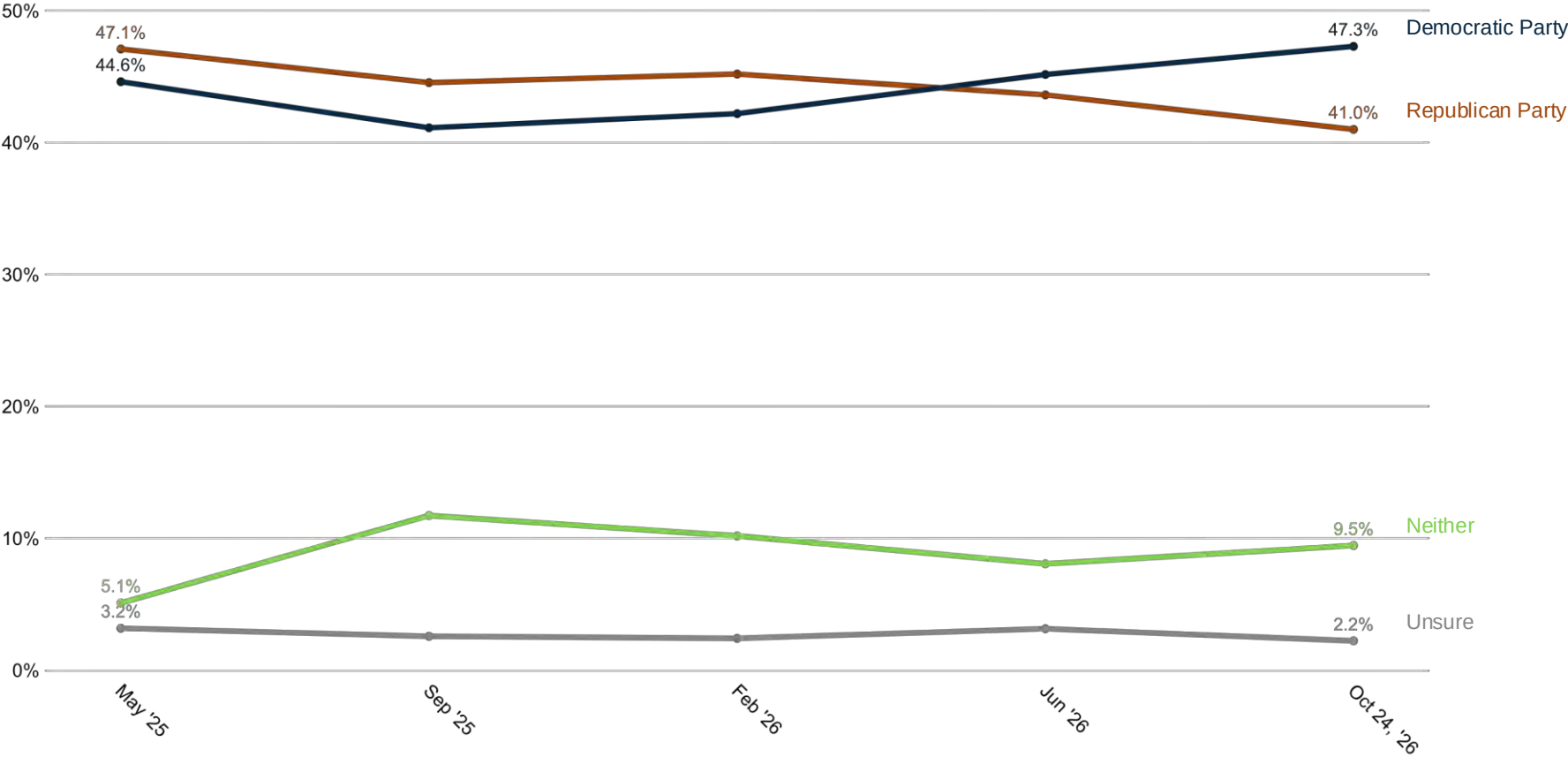
Trusted Party on Economy and Jobs



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
	Republican Party	41%	29%	41%	40%	54%	45%	49%	38%	33%	49%	44%	41%	30%	94%	77%	61%	30%	8%	5%	1%	35%	41%	48%	47%	16%	35%	43%	40%	40%	44%	84%	4%	34%	38%	48%	40%	46%	36%	42%
	Democratic Party	47%	57%	48%	46%	37%	44%	40%	47%	58%	37%	45%	48%	58%	3%	9%	21%	45%	72%	88%	94%	54%	45%	42%	41%	79%	56%	45%	26%	53%	32%	5%	88%	58%	50%	37%	46%	41%	50%	48%
	Definitely the Republican Party	28%	19%	30%	23%	40%	32%	32%	29%	19%	36%	29%	27%	22%	76%	54%	35%	10%	2%	3%	0%	25%	26%	33%	33%	8%	24%	26%	9%	30%	21%	60%	1%	24%	24%	34%	24%	33%	26%	29%
	Probably the Republican Party	13%	11%	11%	17%	14%	14%	18%	9%	13%	13%	14%	14%	9%	18%	22%	25%	20%	6%	2%	1%	10%	16%	15%	14%	8%	11%	17%	31%	10%	23%	23%	3%	10%	14%	15%	16%	13%	10%	12%
	Probably the Democratic Party	13%	15%	12%	13%	9%	11%	12%	12%	16%	13%	13%	12%	15%	3%	5%	13%	23%	16%	18%	18%	15%	11%	11%	11%	17%	13%	13%	19%	12%	13%	4%	19%	12%	15%	11%	15%	15%	14%	11%
	Definitely the Democratic Party	35%	42%	36%	33%	28%	33%	28%	36%	42%	24%	32%	36%	44%	0%	4%	8%	22%	56%	70%	76%	38%	33%	32%	29%	63%	43%	32%	8%	41%	18%	2%	68%	46%	35%	26%	31%	26%	37%	38%
	Neither	9%	11%	9%	12%	7%	10%	8%	12%	7%	11%	8%	9%	10%	3%	13%	17%	17%	18%	5%	4%	9%	12%	8%	10%	3%	5%	10%	28%	6%	19%	9%	7%	6%	9%	12%	12%	9%	11%	8%
	Unsure	2%	3%	2%	2%	2%	1%	3%	3%	2%	3%	3%	2%	1%	0%	2%	1%	8%	2%	2%	1%	3%	2%	2%	2%	2%	4%	2%	6%	1%	5%	2%	2%	1%	2%	3%	2%	3%	3%	2%

Please indicate which party you trust more to handle the following issue: Economy and Jobs

Trend: Trusted Party on Economy and Jobs

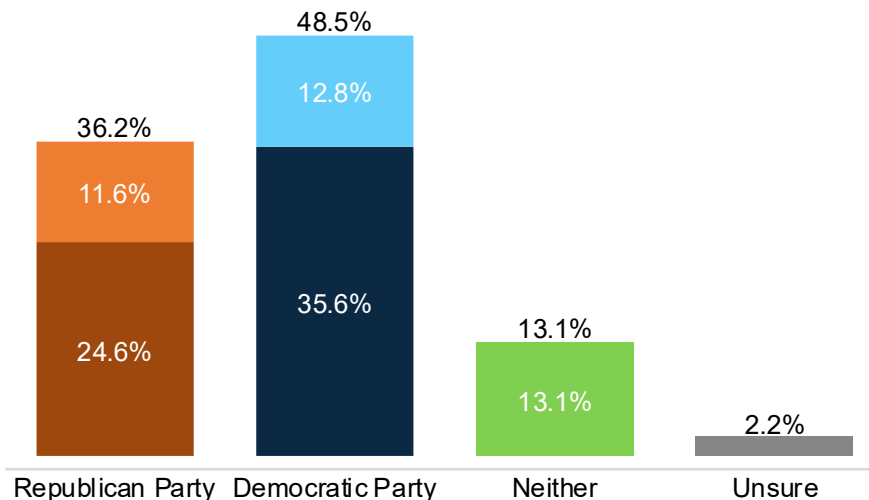


Percent Change: Trusted Party on Economy and Jobs (Jun '26 to Oct 24, '26)



	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	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-3%	-4%	0%	-4%	-2%	-1%	-5%	-3%	-2%	-4%	-11%	-1%	-2%	0%	-13%	-11%	3%	4%	0%	0%	-3%	-5%	0%	-2%	-1%	-3%	2%	-4%	1%	1%	-2%	6%	3%	-14%	-3%
Democratic Party	2%	4%	1%	3%	0%	1%	2%	1%	5%	3%	11%	1%	3%	0%	5%	13%	-2%	-6%	2%	1%	3%	4%	0%	1%	7%	9%	-7%	2%	1%	-1%	-1%	-7%	4%	9%	2%
Definitely the Republican Party	-3%	-3%	-2%	-6%	-1%	1%	-7%	-1%	-5%	-7%	-9%	-4%	1%	-1%	-11%	-12%	0%	0%	2%	-1%	0%	-6%	-4%	-3%	0%	1%	-3%	-4%	0%	-3%	-1%	4%	7%	-8%	-5%
Probably the Republican Party	1%	-1%	3%	2%	-1%	-2%	2%	-1%	4%	3%	-2%	2%	-4%	1%	-3%	2%	3%	4%	-2%	1%	-3%	1%	4%	1%	-2%	-4%	6%	0%	1%	4%	-1%	2%	-4%	-6%	3%
Probably the Democratic Party	1%	4%	1%	2%	-2%	-2%	1%	3%	1%	3%	2%	0%	1%	0%	3%	7%	-4%	-13%	-3%	5%	3%	-1%	0%	1%	-5%	3%	-3%	1%	0%	2%	0%	-2%	3%	2%	1%
Definitely the Democratic Party	1%	0%	0%	2%	3%	3%	1%	-2%	4%	0%	9%	1%	2%	0%	2%	7%	1%	7%	5%	-4%	0%	4%	0%	0%	12%	6%	-4%	1%	1%	-4%	-2%	-5%	1%	7%	1%
Neither	1%	1%	0%	3%	2%	1%	3%	4%	-3%	1%	0%	2%	0%	1%	9%	0%	-2%	2%	-1%	0%	2%	3%	0%	2%	-4%	-4%	7%	3%	-1%	1%	5%	4%	-1%	5%	0%
Unsure	-1%	-1%	-1%	-2%	0%	-1%	-1%	-2%	0%	-1%	0%	-2%	-1%	-1%	-1%	-3%	2%	0%	-2%	-1%	-1%	-2%	0%	-1%	-2%	-1%	-2%	0%	-1%	0%	-1%	-2%	-6%	0%	0%

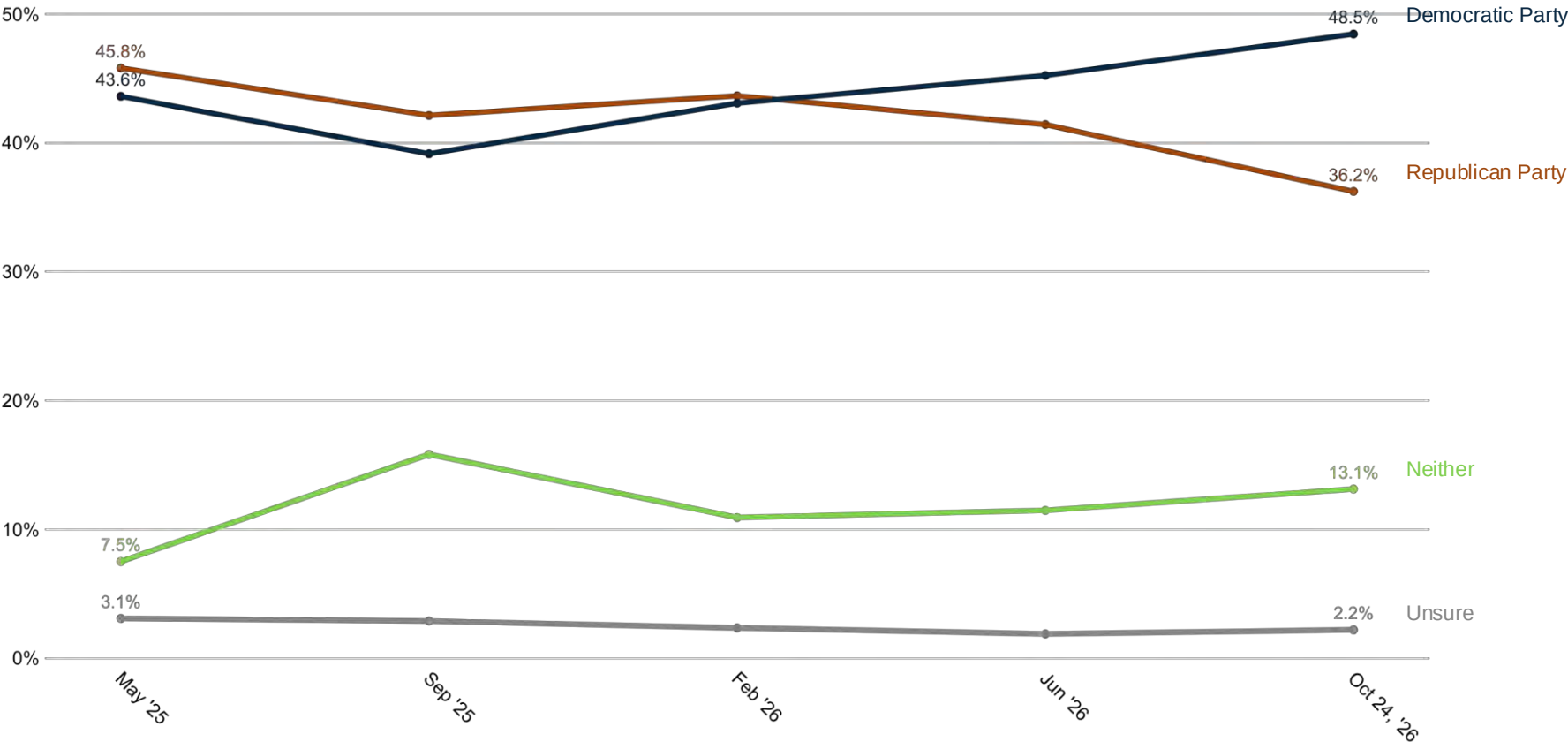
Trusted Party on Cost of Living



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
	Republican Party	36%	27%	39%	29%	50%	38%	42%	37%	29%	46%	38%	36%	26%	88%	69%	55%	22%	3%	4%	0%	32%	36%	41%	43%	13%	29%	35%	30%	36%	36%	77%	2%	29%	32%	45%	32%	41%	35%	37%
	Democratic Party	48%	59%	48%	48%	37%	45%	40%	47%	60%	38%	45%	49%	62%	3%	12%	20%	48%	74%	90%	92%	55%	47%	43%	42%	79%	57%	49%	31%	54%	36%	8%	88%	58%	50%	40%	48%	45%	48%	50%
	Definitely the Republican Party	25%	18%	28%	19%	34%	25%	27%	27%	19%	31%	27%	24%	18%	71%	44%	30%	9%	3%	1%	0%	22%	24%	28%	29%	8%	17%	20%	11%	27%	19%	53%	1%	21%	22%	30%	19%	26%	23%	27%
	Probably the Republican Party	12%	9%	10%	11%	17%	12%	15%	10%	10%	15%	12%	12%	8%	17%	25%	25%	13%	0%	3%	0%	10%	12%	14%	14%	5%	12%	15%	19%	10%	17%	24%	1%	9%	11%	15%	13%	15%	12%	10%
	Probably the Democratic Party	13%	14%	11%	18%	9%	13%	13%	9%	17%	13%	11%	12%	16%	1%	7%	11%	24%	24%	16%	17%	14%	12%	13%	12%	18%	11%	15%	19%	12%	16%	5%	19%	16%	13%	11%	15%	17%	11%	12%
	Definitely the Democratic Party	36%	45%	36%	31%	29%	32%	27%	39%	43%	25%	34%	36%	46%	1%	5%	9%	25%	50%	74%	75%	41%	35%	30%	30%	61%	46%	34%	12%	42%	20%	3%	69%	43%	38%	29%	32%	28%	37%	38%
	Neither	13%	11%	11%	21%	10%	16%	16%	12%	9%	13%	15%	13%	11%	8%	17%	23%	23%	22%	4%	7%	11%	16%	13%	13%	5%	11%	14%	33%	9%	24%	13%	8%	10%	15%	14%	19%	12%	15%	11%
	Unsure	2%	2%	3%	1%	2%	1%	2%	4%	2%	4%	2%	2%	1%	1%	2%	2%	6%	1%	2%	1%	2%	2%	2%	2%	2%	3%	2%	5%	1%	4%	2%	2%	2%	3%	2%	2%	2%	2%	2%

Please indicate which party you trust more to handle the following issue: Cost of Living

Trend: Trusted Party on Cost of Living

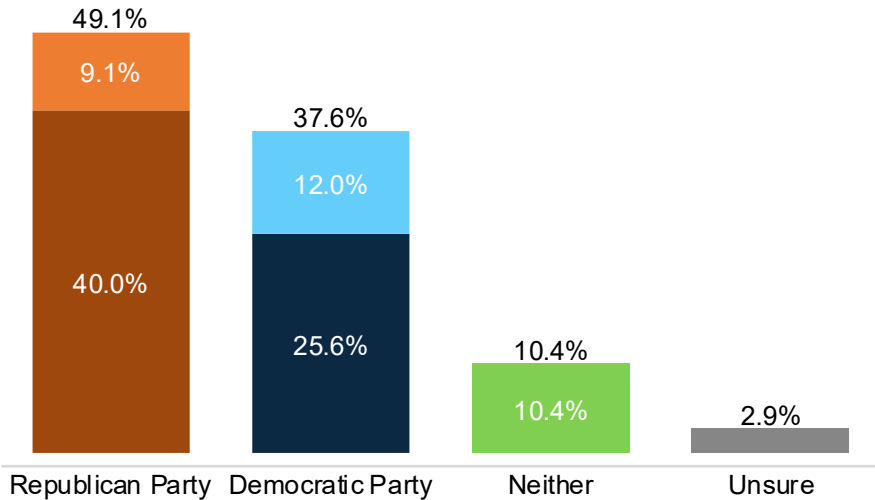


Percent Change: Trusted Party on Cost of Living (Jun '26 to Oct 24, '26)



	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	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-5%	-4%	-3%	-10%	-4%	-3%	-10%	-4%	-4%	-7%	-14%	-5%	-2%	-6%	-15%	-7%	-3%	0%	0%	-2%	-4%	-9%	-3%	-4%	-5%	-6%	-2%	-6%	-2%	-4%	-3%	-2%	4%	-11%	-6%
Democratic Party	3%	6%	1%	3%	2%	3%	3%	1%	8%	4%	11%	2%	4%	0%	6%	11%	2%	1%	5%	0%	3%	5%	2%	2%	12%	7%	-5%	2%	3%	0%	0%	-4%	0%	7%	5%
Definitely the Republican Party	-5%	-2%	-3%	-8%	-6%	-3%	-10%	-4%	-2%	-9%	-10%	-5%	-1%	-4%	-16%	-16%	1%	1%	-1%	0%	-3%	-5%	-6%	-4%	-1%	-10%	-2%	-8%	0%	-4%	-4%	2%	1%	-10%	-6%
Probably the Republican Party	0%	-2%	0%	-2%	2%	1%	0%	0%	-2%	2%	-4%	0%	-1%	-2%	0%	8%	-4%	-1%	0%	-1%	-1%	-4%	3%	0%	-3%	4%	0%	2%	-1%	0%	1%	-3%	2%	-1%	0%
Probably the Democratic Party	1%	0%	0%	3%	-1%	1%	2%	-2%	2%	4%	2%	0%	0%	0%	2%	4%	1%	-2%	-3%	1%	2%	0%	0%	1%	-4%	0%	-5%	0%	-1%	0%	-1%	-2%	1%	2%	1%
Definitely the Democratic Party	3%	6%	1%	-1%	3%	2%	1%	3%	6%	0%	10%	2%	4%	0%	4%	7%	1%	3%	7%	-1%	1%	5%	2%	0%	15%	7%	0%	1%	4%	0%	1%	-2%	-1%	5%	4%
Neither	2%	-1%	1%	7%	0%	0%	6%	3%	-4%	2%	3%	2%	-1%	5%	9%	-5%	0%	0%	-5%	1%	2%	4%	0%	1%	-7%	0%	8%	3%	-2%	3%	2%	8%	-3%	5%	0%
Unsure	0%	-2%	2%	0%	1%	0%	1%	0%	0%	1%	-1%	1%	-1%	1%	0%	1%	1%	-1%	0%	1%	-1%	0%	2%	1%	0%	0%	-1%	1%	0%	0%	1%	-2%	0%	-1%	1%

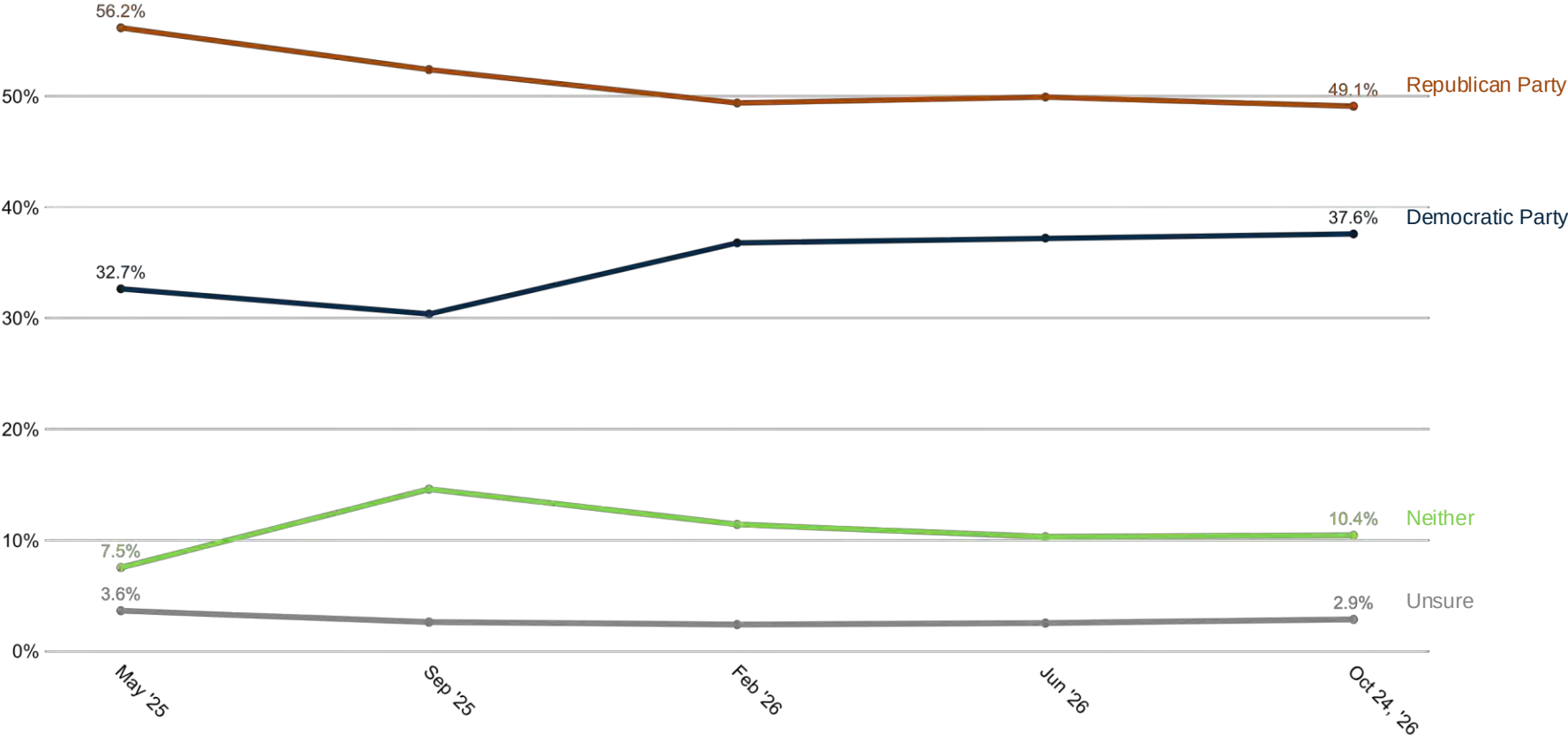
Trusted Party on Illegal Immigration and Border Security



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	49%	38%	48%	49%	63%	54%	59%	47%	38%	61%	52%	47%	40%	98%	88%	77%	45%	10%	15%	5%	43%	51%	53%	56%	23%	40%	53%	58%	47%	56%	92%	10%	40%	46%	59%	47%	60%	45%	49%
Democratic Party	38%	48%	40%	34%	26%	32%	28%	41%	48%	25%	35%	39%	49%	1%	7%	10%	26%	53%	75%	82%	43%	35%	33%	32%	63%	51%	35%	17%	43%	23%	3%	73%	47%	38%	31%	35%	32%	38%	40%
Definitely the Republican Party	40%	29%	42%	37%	54%	44%	47%	39%	30%	51%	44%	39%	29%	91%	75%	65%	25%	3%	8%	1%	34%	42%	45%	46%	14%	35%	40%	35%	40%	42%	81%	4%	35%	35%	48%	35%	48%	38%	41%
Probably the Republican Party	9%	9%	7%	12%	9%	10%	12%	7%	8%	10%	8%	9%	11%	7%	12%	12%	20%	7%	8%	4%	9%	9%	8%	10%	9%	4%	12%	23%	7%	15%	11%	7%	5%	11%	10%	12%	12%	7%	8%
Probably the Democratic Party	12%	13%	14%	12%	9%	14%	7%	10%	17%	7%	11%	12%	18%	0%	4%	6%	13%	21%	22%	21%	12%	12%	12%	10%	18%	16%	10%	10%	13%	9%	1%	22%	15%	12%	9%	14%	8%	11%	13%
Definitely the Democratic Party	26%	35%	27%	22%	17%	18%	21%	31%	30%	18%	24%	27%	31%	0%	3%	4%	12%	32%	53%	61%	31%	23%	21%	22%	45%	35%	26%	7%	29%	15%	2%	50%	31%	26%	21%	22%	24%	26%	27%
Neither	10%	11%	8%	14%	9%	13%	10%	9%	11%	11%	10%	11%	9%	1%	4%	12%	23%	31%	8%	10%	10%	11%	11%	9%	9%	7%	9%	20%	9%	15%	4%	13%	11%	13%	8%	13%	5%	15%	9%
Unsure	3%	4%	3%	3%	2%	1%	4%	3%	3%	3%	3%	3%	2%	1%	2%	1%	7%	6%	2%	2%	4%	2%	3%	3%	5%	2%	3%	5%	2%	6%	2%	4%	2%	4%	3%	4%	3%	2%	2%

Please indicate which party you trust more to handle the following issue: Illegal Immigration and Border Security

Trend: Trusted Party on Illegal Immigration and Border Security

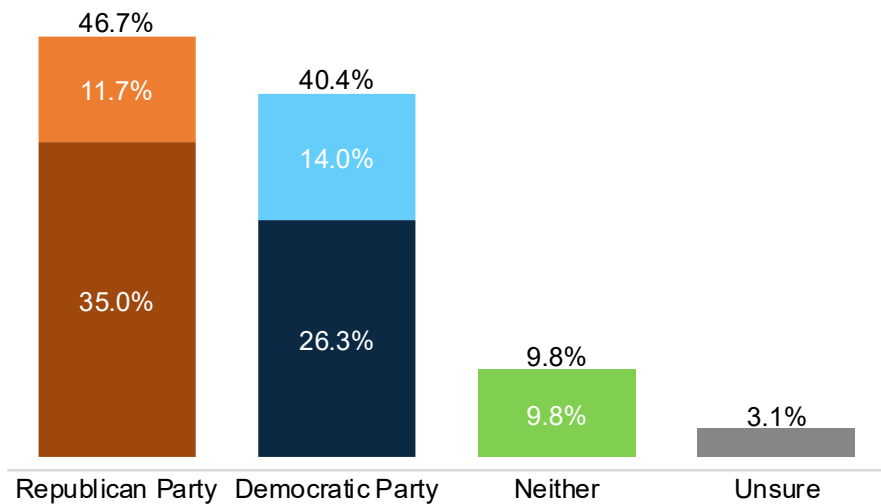


Percent Change: Trusted Party on Illegal Immigration and Border Security (Jun '26 to Oct 24, '26)



	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	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-1%	1%	0%	0%	-3%	1%	-3%	1%	-1%	1%	-9%	-3%	3%	2%	-4%	-3%	-6%	-3%	0%	0%	0%	-2%	0%	1%	-3%	-2%	5%	-1%	0%	2%	2%	7%	10%	-11%	-1%
Democratic Party	0%	1%	1%	-3%	2%	1%	-2%	3%	0%	-3%	9%	1%	-1%	-2%	4%	1%	3%	0%	5%	-1%	1%	-1%	1%	-1%	5%	5%	-6%	0%	2%	-3%	-2%	-10%	-4%	7%	2%
Definitely the Republican Party	-1%	2%	-1%	-1%	-2%	2%	-4%	1%	-1%	1%	-9%	-2%	3%	3%	-9%	0%	1%	-2%	0%	0%	-2%	1%	-1%	0%	0%	0%	5%	-1%	0%	-1%	2%	4%	11%	-6%	-2%
Probably the Republican Party	0%	-1%	1%	1%	-1%	-1%	1%	0%	0%	0%	0%	0%	1%	-1%	4%	-3%	-6%	-1%	0%	0%	1%	-3%	0%	1%	-3%	-2%	0%	0%	0%	3%	0%	3%	-2%	-5%	1%
Probably the Democratic Party	2%	2%	1%	2%	2%	5%	-1%	2%	1%	0%	4%	1%	5%	0%	2%	0%	0%	4%	6%	2%	3%	0%	2%	1%	0%	2%	-6%	0%	4%	1%	0%	-2%	-4%	3%	3%
Definitely the Democratic Party	-1%	-1%	0%	-5%	0%	-5%	0%	1%	-1%	-3%	6%	0%	-6%	-2%	2%	0%	3%	-4%	-1%	-3%	-2%	-1%	-1%	-2%	5%	3%	0%	0%	-2%	-4%	-2%	-8%	0%	4%	-1%
Neither	0%	-2%	-1%	2%	1%	-1%	4%	-1%	-2%	3%	0%	0%	0%	0%	1%	0%	0%	-4%	0%	0%	3%	-1%	-1%	-1%	-2%	3%	0%	-2%	0%	0%	0%	0%	-4%	4%	-1%
Unsure	0%	0%	0%	1%	0%	0%	1%	-3%	3%	0%	0%	1%	-2%	0%	1%	1%	3%	2%	-2%	0%	0%	1%	0%	1%	-2%	-1%	-2%	1%	0%	1%	1%	2%	-2%	1%	0%

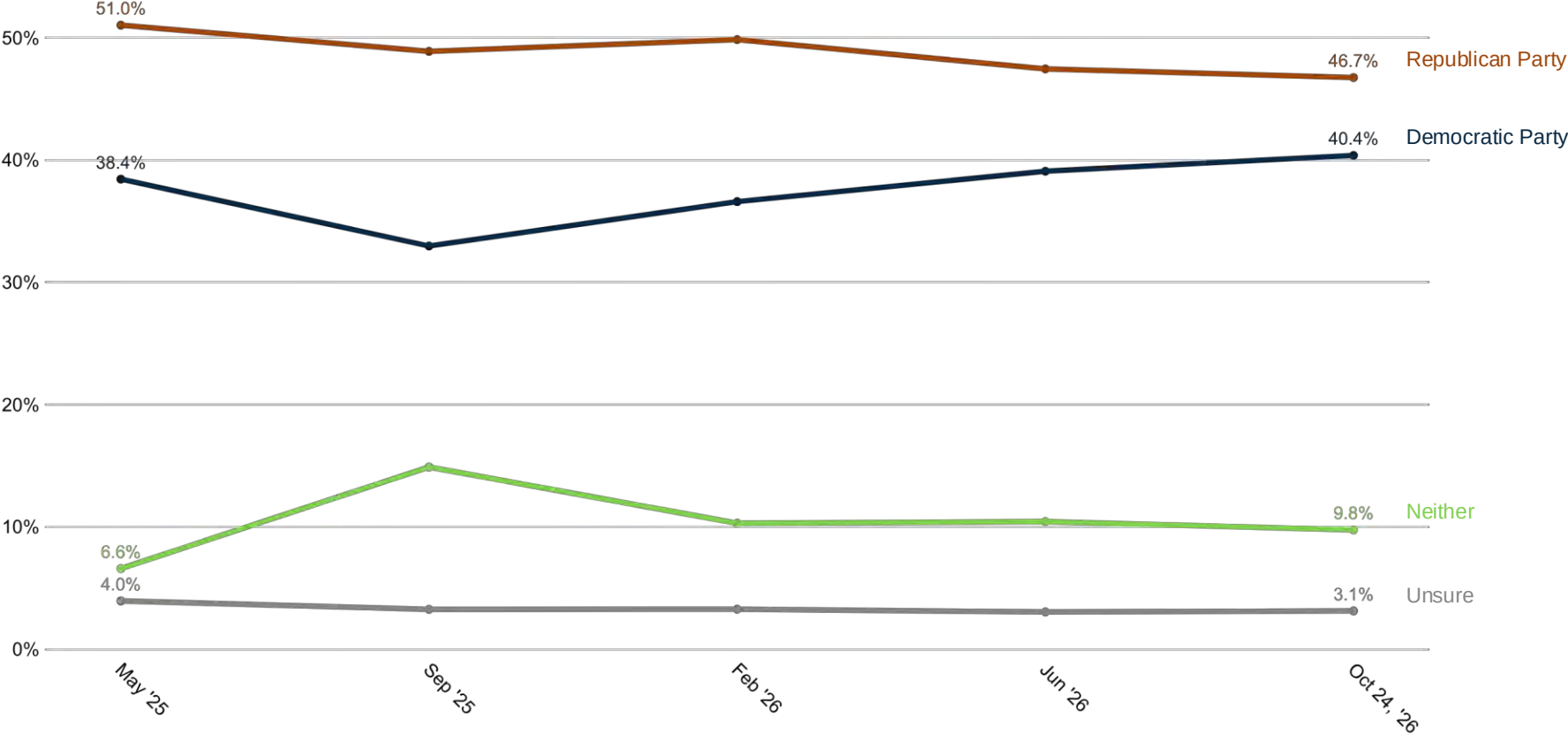
Trusted Party on Crime and Public Safety



		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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
	Republican Party	47%	35%	45%	48%	61%	54%	55%	43%	36%	58%	49%	46%	36%	95%	87%	74%	38%	11%	9%	4%	40%	47%	54%	54%	17%	40%	50%	54%	45%	53%	90%	7%	38%	41%	58%	47%	55%	42%	47%
	Democratic Party	40%	49%	44%	36%	30%	35%	31%	42%	52%	28%	36%	42%	53%	4%	6%	11%	33%	64%	79%	84%	47%	36%	36%	34%	71%	51%	38%	17%	46%	27%	5%	77%	51%	41%	31%	37%	32%	41%	43%
	Definitely the Republican Party	35%	23%	38%	31%	49%	39%	42%	33%	27%	46%	37%	35%	24%	83%	66%	57%	19%	2%	6%	1%	29%	35%	42%	41%	11%	30%	33%	23%	37%	30%	74%	2%	30%	31%	42%	29%	37%	34%	37%
	Probably the Republican Party	12%	11%	8%	17%	12%	16%	13%	10%	9%	12%	12%	12%	11%	12%	21%	18%	18%	9%	4%	4%	11%	12%	12%	12%	6%	10%	17%	31%	8%	23%	17%	5%	8%	10%	16%	18%	17%	8%	9%
	Probably the Democratic Party	14%	17%	16%	12%	10%	13%	10%	12%	21%	12%	10%	15%	19%	4%	3%	5%	22%	28%	21%	26%	16%	12%	14%	11%	24%	16%	14%	11%	15%	13%	2%	25%	19%	15%	9%	14%	12%	13%	15%
	Definitely the Democratic Party	26%	33%	28%	24%	19%	22%	21%	30%	31%	17%	26%	27%	34%	0%	3%	6%	11%	37%	58%	58%	31%	24%	23%	23%	47%	35%	23%	5%	31%	14%	2%	52%	33%	26%	22%	22%	20%	28%	28%
	Neither	10%	12%	7%	13%	8%	9%	12%	10%	8%	9%	12%	10%	9%	1%	5%	10%	22%	23%	7%	10%	8%	14%	8%	9%	9%	6%	9%	21%	7%	14%	4%	12%	9%	13%	7%	12%	9%	14%	8%
	Unsure	3%	4%	4%	2%	2%	2%	5%	3%	5%	4%	2%	3%	0%	2%	4%	7%	2%	4%	2%	5%	3%	2%	3%	3%	2%	3%	8%	2%	5%	1%	3%	2%	4%	3%	4%	4%	3%	2%	

Please indicate which party you trust more to handle the following issue: Crime and Public Safety

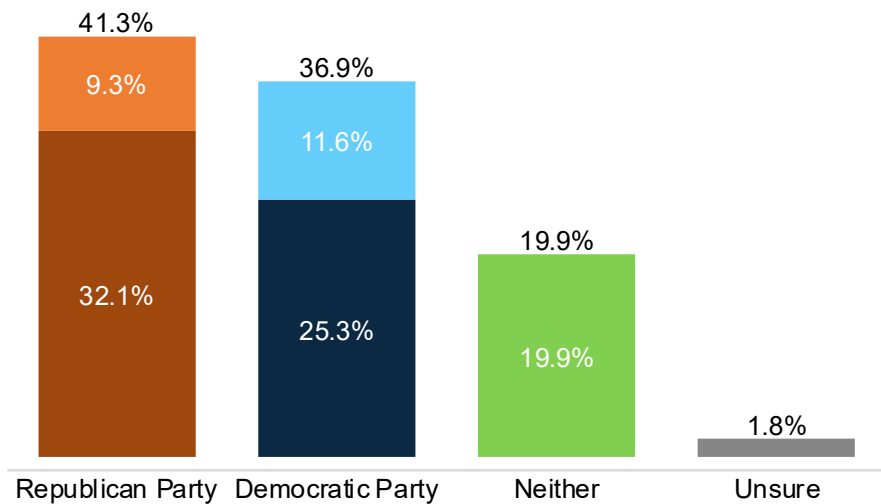
Trend: Trusted Party on Crime and Public Safety



Percent Change: Trusted Party on Crime and Public Safety (Jun '26 to Oct 24, '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	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-1%	-1%	1%	-3%	1%	3%	-5%	-1%	0%	-1%	-8%	0%	-1%	-1%	-5%	-3%	-1%	5%	-2%	0%	1%	-4%	2%	1%	-7%	0%	7%	-1%	0%	2%	2%	8%	8%	-11%	-1%
Democratic Party	1%	0%	2%	1%	2%	1%	1%	0%	4%	2%	9%	0%	4%	2%	3%	4%	3%	10%	6%	-4%	0%	0%	3%	0%	9%	5%	-6%	2%	2%	-3%	-1%	-10%	-6%	7%	4%
Definitely the Republican Party	-2%	-1%	-1%	-5%	-2%	0%	-6%	-2%	0%	0%	-10%	-3%	0%	-3%	-10%	0%	-2%	-1%	3%	0%	0%	-4%	-2%	-1%	1%	-5%	0%	-3%	0%	-1%	-1%	3%	5%	-8%	-2%
Probably the Republican Party	2%	0%	2%	2%	2%	3%	1%	2%	0%	0%	2%	3%	-1%	2%	6%	-2%	0%	6%	-5%	0%	1%	-1%	4%	1%	-8%	5%	7%	2%	0%	3%	2%	5%	3%	-3%	1%
Probably the Democratic Party	3%	3%	5%	4%	1%	3%	2%	2%	6%	5%	1%	4%	4%	2%	1%	1%	10%	10%	4%	6%	4%	0%	6%	2%	5%	6%	-3%	2%	6%	3%	0%	-3%	0%	5%	5%
Definitely the Democratic Party	-2%	-3%	-3%	-3%	1%	-2%	-1%	-3%	-2%	-2%	8%	-4%	-1%	-1%	2%	3%	-7%	0%	2%	-10%	-4%	0%	-3%	-2%	4%	-1%	-2%	0%	-4%	-6%	-2%	-7%	-5%	2%	-1%
Neither	-1%	0%	-3%	2%	-2%	-3%	3%	0%	-3%	-2%	0%	0%	-3%	0%	2%	-4%	-1%	-10%	-6%	3%	-1%	4%	-4%	-1%	-2%	-5%	-1%	-1%	-2%	0%	0%	1%	-2%	5%	-2%
Unsure	0%	0%	0%	0%	0%	-1%	0%	1%	-1%	0%	0%	0%	1%	-1%	0%	3%	-1%	-4%	2%	1%	0%	0%	-1%	0%	-1%	-1%	0%	0%	0%	1%	0%	1%	0%	0%	-1%

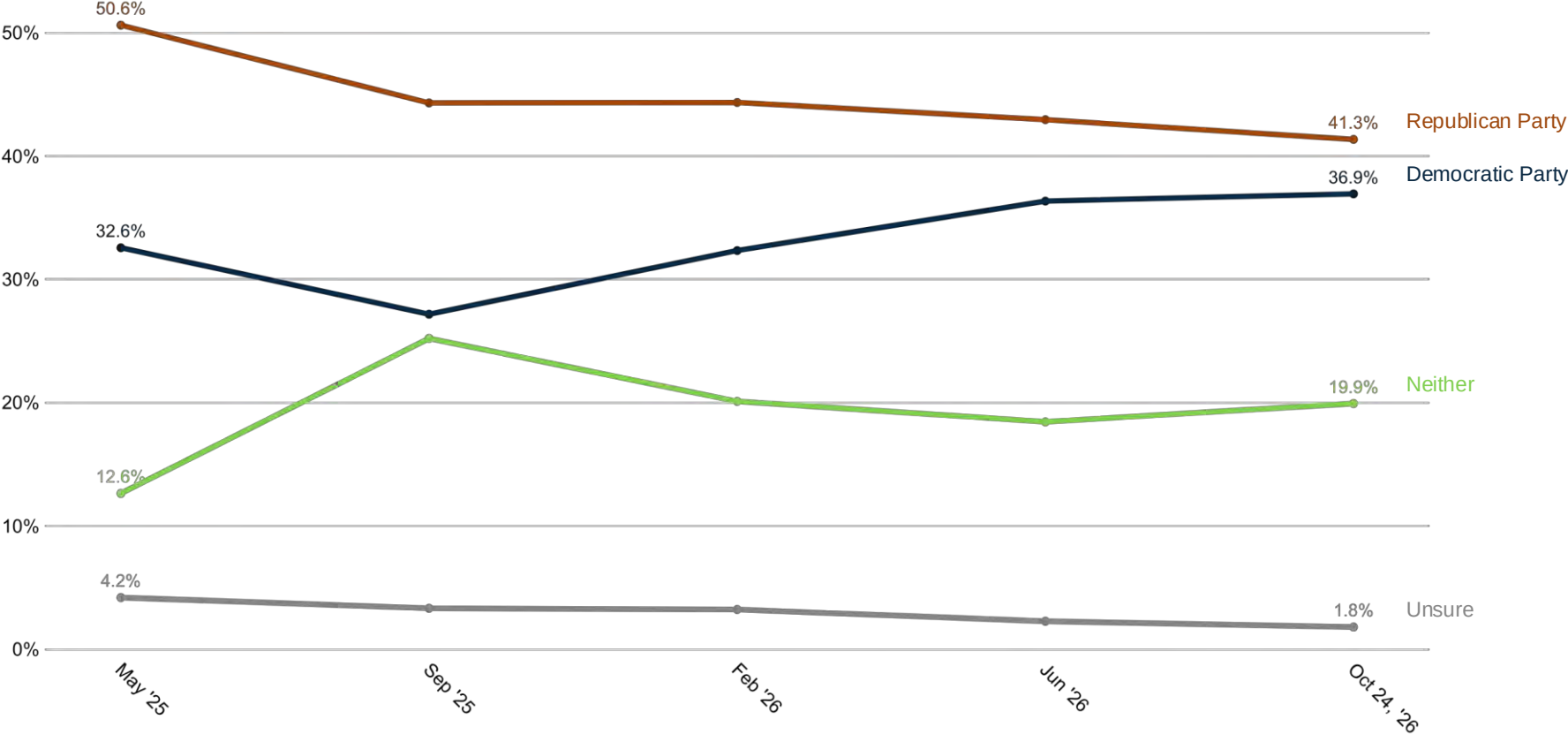
Trusted Party on Cutting Wasteful Government Spending



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
How likely are you to vote for the Republican Party?	Republican Party	41%	32%	42%	39%	54%	42%	50%	39%	35%	52%	42%	40%	33%	93%	73%	63%	32%	10%	9%	3%	37%	44%	46%	47%	15%	39%	45%	40%	40%	44%	82%	5%	34%	39%	48%	43%	47%	39%	41%
	Democratic Party	37%	47%	40%	32%	27%	30%	29%	42%	46%	25%	34%	38%	48%	2%	6%	11%	29%	48%	75%	78%	44%	34%	31%	30%	68%	47%	35%	17%	43%	22%	4%	71%	45%	39%	29%	36%	32%	35%	39%
	Definitely the Republican Party	32%	23%	35%	27%	45%	33%	38%	32%	25%	41%	33%	32%	24%	84%	55%	49%	20%	5%	4%	1%	27%	34%	37%	38%	11%	26%	31%	20%	33%	28%	68%	2%	27%	30%	38%	28%	34%	34%	33%
	Probably the Republican Party	9%	9%	8%	12%	9%	9%	12%	7%	10%	11%	10%	8%	9%	9%	19%	14%	12%	5%	4%	2%	9%	10%	9%	9%	4%	13%	13%	20%	7%	16%	15%	4%	7%	9%	11%	14%	12%	5%	8%
	Probably the Democratic Party	12%	15%	14%	9%	8%	10%	8%	10%	18%	7%	12%	11%	16%	2%	4%	7%	17%	17%	17%	21%	12%	11%	11%	11%	15%	12%	12%	10%	13%	10%	2%	21%	13%	14%	8%	14%	12%	9%	12%
	Definitely the Democratic Party	25%	33%	26%	22%	19%	20%	21%	31%	27%	18%	23%	27%	31%	0%	2%	4%	12%	30%	58%	57%	31%	24%	20%	20%	53%	35%	23%	7%	30%	12%	1%	50%	33%	24%	21%	22%	21%	26%	27%
	Neither	20%	18%	16%	28%	19%	28%	19%	17%	18%	21%	22%	20%	17%	5%	19%	25%	34%	41%	15%	18%	17%	21%	21%	21%	13%	12%	19%	38%	16%	30%	13%	22%	19%	21%	20%	19%	18%	25%	19%
	Unsure	2%	3%	2%	2%	0%	0%	2%	3%	2%	1%	1%	2%	2%	0%	1%	1%	4%	2%	2%	1%	3%	1%	2%	2%	4%	2%	2%	5%	1%	4%	1%	2%	1%	1%	2%	2%	3%	1%	1%

Please indicate which party you trust more to handle the following issue: Cutting Wasteful Government Spending

Trend: Trusted Party on Cutting Wasteful Government Spending

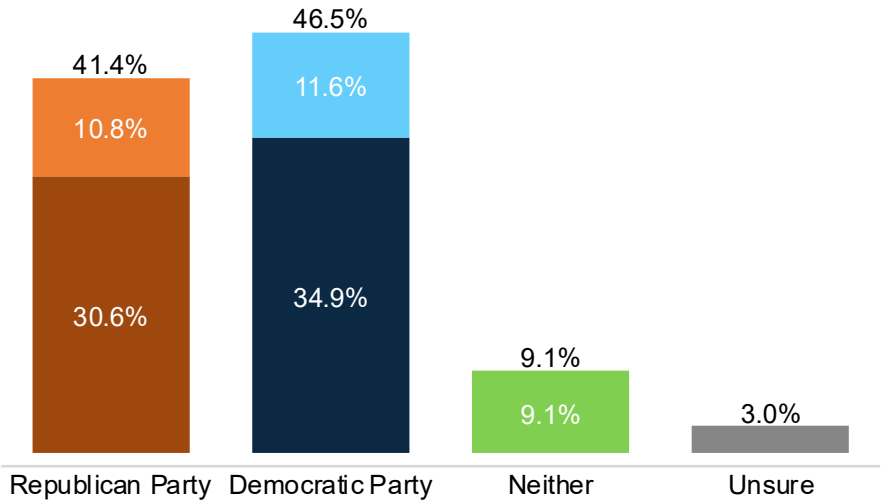


Percent Change: Trusted Party on Cutting Wasteful Government Spending (Jun '26 to Oct 24, '26)



	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	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-2%	-1%	1%	-4%	-2%	-3%	-2%	-2%	1%	0%	-12%	-3%	4%	2%	-11%	-4%	7%	3%	0%	-1%	-2%	-3%	1%	-1%	-7%	2%	1%	0%	-1%	2%	-1%	4%	7%	-8%	-3%
Democratic Party	1%	2%	0%	-2%	2%	0%	-1%	1%	2%	-2%	12%	-1%	2%	-2%	2%	6%	1%	0%	6%	-3%	-1%	0%	2%	-1%	12%	3%	-6%	0%	2%	-2%	-2%	-8%	-6%	0%	4%
Definitely the Republican Party	-2%	0%	-1%	-3%	-4%	-1%	-5%	-2%	0%	-3%	-11%	-1%	2%	3%	-14%	-2%	6%	2%	2%	-1%	-2%	-1%	-2%	-1%	2%	-2%	0%	-2%	0%	2%	-2%	5%	5%	-4%	-4%
Probably the Republican Party	0%	-2%	2%	-2%	2%	-3%	3%	-1%	1%	3%	-1%	-1%	2%	-1%	3%	-1%	1%	1%	-1%	0%	0%	-2%	2%	0%	-9%	4%	0%	2%	0%	1%	1%	-1%	2%	-4%	1%
Probably the Democratic Party	3%	4%	4%	-1%	2%	2%	0%	4%	6%	-1%	6%	3%	2%	-1%	1%	3%	3%	3%	4%	6%	2%	1%	4%	3%	0%	5%	-4%	0%	5%	5%	0%	0%	-4%	1%	5%
Definitely the Democratic Party	-2%	-2%	-4%	-1%	0%	-2%	0%	-3%	-3%	-1%	6%	-4%	0%	-1%	1%	3%	-2%	-3%	2%	-9%	-3%	-2%	-2%	-4%	12%	-2%	-2%	0%	-4%	-7%	-2%	-7%	-2%	-1%	-1%
Neither	1%	0%	-1%	6%	1%	4%	3%	3%	-3%	3%	1%	3%	-4%	1%	9%	-2%	-8%	-1%	-6%	3%	4%	4%	-3%	2%	-4%	-2%	6%	0%	0%	1%	3%	4%	0%	9%	-1%
Unsure	0%	-1%	0%	0%	-1%	-1%	0%	-1%	0%	-1%	-1%	1%	-2%	0%	0%	0%	-2%	-1%	1%	-1%	-1%	0%	0%	-1%	-2%	-1%	0%	-1%	-1%	0%	0%	-1%	-1%	0%	

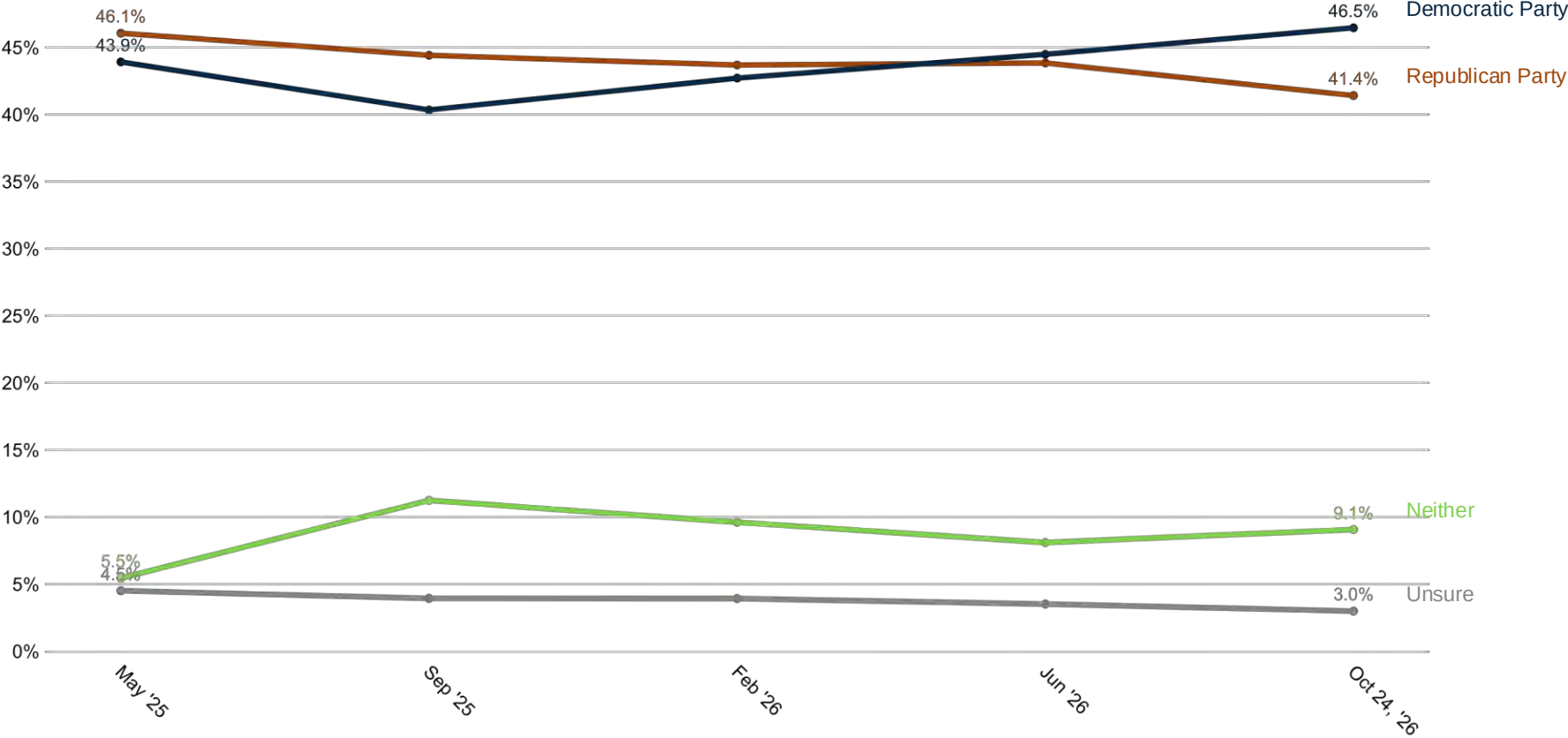
Trusted Party on Foreign Affairs



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	41%	31%	42%	38%	56%	44%	50%	40%	33%	53%	43%	40%	32%	96%	78%	66%	29%	3%	6%	2%	37%	43%	45%	48%	14%	37%	43%	40%	41%	43%	85%	3%	34%	37%	50%	44%	45%	38%	41%
Democratic Party	46%	56%	47%	45%	36%	44%	37%	46%	59%	33%	41%	49%	58%	2%	10%	16%	47%	81%	88%	90%	50%	44%	45%	41%	77%	52%	46%	27%	52%	33%	6%	87%	56%	48%	38%	43%	40%	47%	49%
Definitely the Republican Party	31%	20%	34%	26%	43%	34%	35%	31%	23%	43%	32%	30%	21%	81%	58%	44%	15%	2%	2%	0%	27%	32%	34%	37%	7%	25%	27%	16%	34%	23%	66%	1%	27%	28%	36%	27%	31%	30%	33%
Probably the Republican Party	11%	11%	8%	12%	13%	10%	15%	9%	10%	11%	11%	11%	12%	14%	20%	22%	14%	1%	4%	2%	10%	11%	11%	11%	7%	12%	16%	24%	7%	21%	19%	2%	7%	9%	15%	16%	15%	8%	9%
Probably the Democratic Party	12%	15%	12%	12%	8%	11%	9%	10%	17%	10%	10%	12%	15%	2%	5%	8%	25%	23%	15%	14%	13%	10%	12%	11%	20%	6%	16%	18%	11%	13%	4%	19%	12%	13%	10%	14%	13%	11%	11%
Definitely the Democratic Party	35%	41%	36%	33%	29%	33%	28%	36%	42%	23%	32%	37%	43%	0%	4%	8%	22%	58%	73%	75%	37%	33%	33%	30%	56%	46%	30%	9%	40%	20%	2%	68%	45%	35%	28%	29%	27%	36%	38%
Neither	9%	8%	7%	15%	6%	11%	10%	10%	6%	10%	12%	8%	8%	2%	9%	17%	18%	16%	2%	7%	9%	12%	7%	8%	6%	6%	8%	26%	6%	17%	6%	7%	7%	11%	8%	9%	12%	13%	7%
Unsure	3%	5%	3%	3%	1%	1%	2%	5%	2%	4%	4%	3%	2%	1%	3%	2%	6%	0%	4%	2%	4%	2%	3%	3%	3%	6%	3%	7%	2%	7%	2%	3%	2%	3%	3%	4%	3%	1%	3%

Please indicate which party you trust more to handle the following issue: Foreign Affairs

Trend: Trusted Party on Foreign Affairs

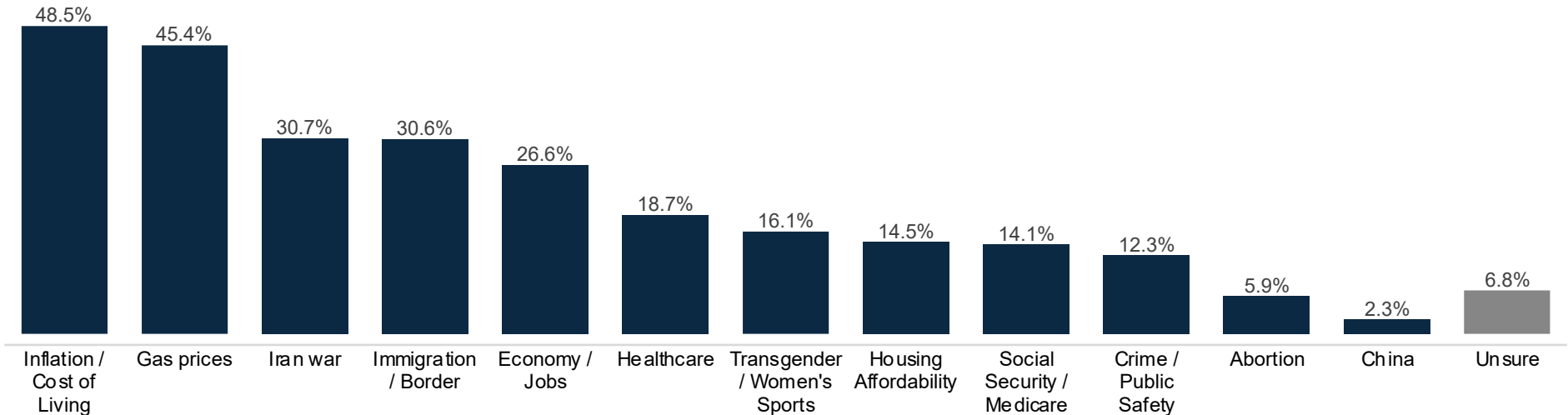


Percent Change: Trusted Party on Foreign Affairs (Jun '26 to Oct 24, '26)



	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	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Party	-2%	-1%	0%	-7%	-1%	-2%	-5%	-3%	1%	-1%	-11%	-3%	1%	0%	-10%	0%	-2%	-1%	0%	-1%	-1%	-5%	-2%	-2%	-3%	1%	1%	-2%	-1%	0%	-1%	7%	2%	-11%	-3%
Democratic Party	2%	3%	2%	1%	2%	2%	0%	1%	5%	1%	9%	3%	3%	0%	5%	9%	5%	5%	6%	-3%	1%	2%	3%	3%	10%	-5%	-3%	2%	2%	-3%	1%	-7%	-2%	6%	4%
Definitely the Republican Party	-3%	-1%	-2%	-3%	-6%	1%	-9%	-1%	-2%	-2%	-9%	-5%	0%	2%	-11%	-4%	0%	-1%	-1%	-1%	-1%	-2%	-4%	-2%	1%	-2%	0%	-3%	-1%	-3%	-1%	7%	5%	-8%	-5%
Probably the Republican Party	1%	0%	1%	-4%	5%	-3%	4%	-1%	3%	0%	-2%	1%	1%	-1%	1%	3%	-2%	0%	1%	0%	1%	-3%	2%	0%	-4%	3%	1%	1%	0%	3%	0%	0%	-3%	-3%	2%
Probably the Democratic Party	1%	3%	2%	0%	0%	1%	-1%	1%	4%	1%	-1%	3%	0%	0%	2%	3%	6%	4%	0%	0%	1%	1%	3%	3%	-5%	-5%	0%	2%	1%	3%	0%	2%	-1%	1%	2%
Definitely the Democratic Party	1%	1%	-1%	1%	1%	1%	1%	0%	1%	1%	9%	-1%	3%	-1%	3%	6%	-1%	1%	6%	-3%	0%	1%	0%	0%	15%	0%	-3%	0%	1%	-6%	1%	-9%	-1%	5%	2%
Neither	1%	-2%	0%	7%	0%	0%	6%	2%	-5%	1%	3%	1%	-2%	0%	4%	-8%	0%	-1%	-5%	3%	1%	4%	-2%	0%	-2%	1%	5%	0%	0%	3%	0%	-2%	4%	6%	-1%
Unsure	-1%	0%	-1%	-1%	0%	0%	-1%	-1%	-1%	-1%	0%	0%	-2%	0%	1%	-1%	-3%	-3%	-1%	1%	-1%	-1%	1%	0%	-5%	3%	-3%	0%	-1%	0%	0%	1%	-4%	-1%	0%

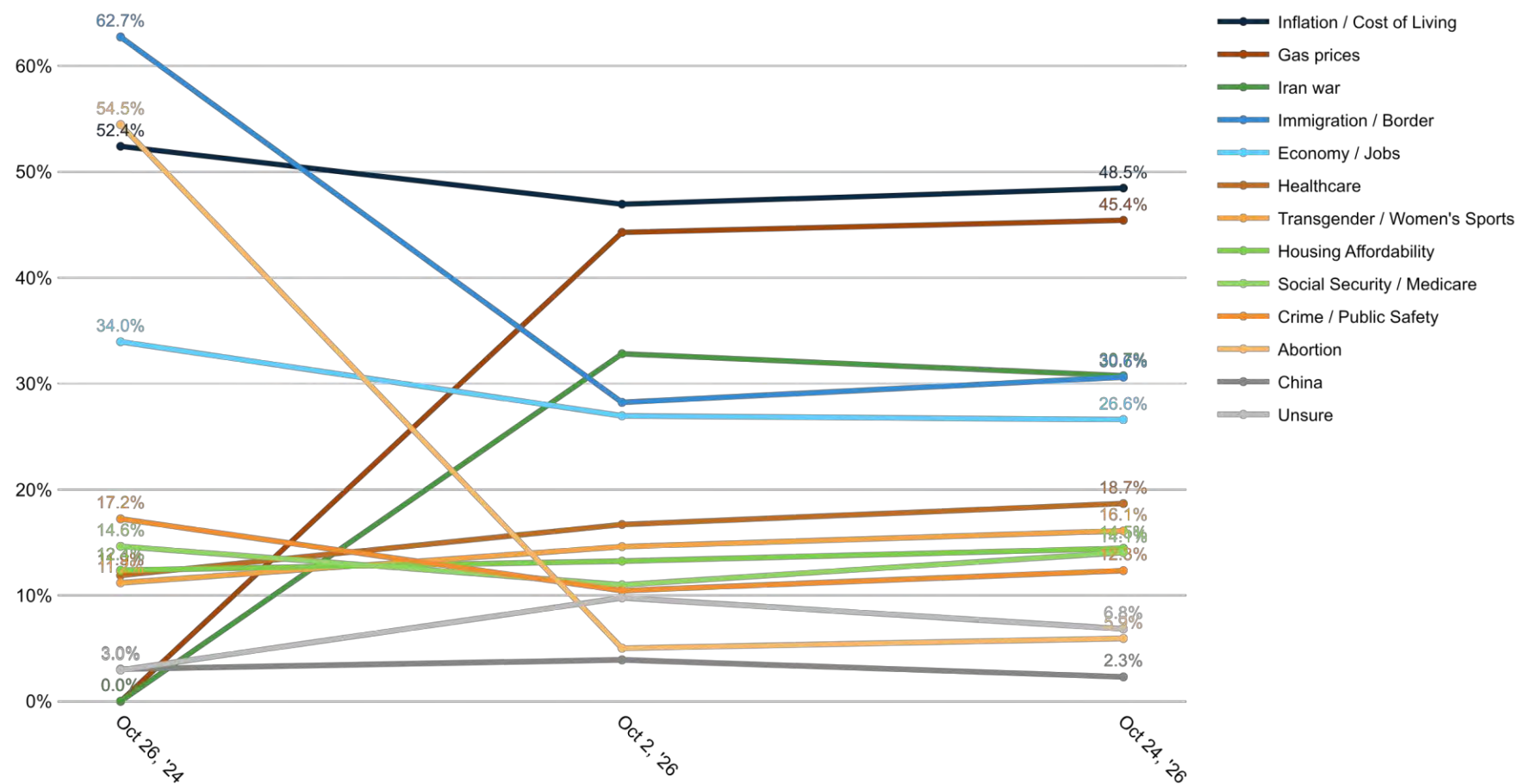
Election Ad Topics Recall



	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	Progsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation / Cost of Living	48%	46%	50%	46%	52%	54%	45%	49%	46%	42%	47%	49%	56%	39%	46%	48%	48%	58%	50%	56%	48%	48%	50%	48%	46%	53%	46%	42%	50%	45%	43%	55%	52%	47%	47%	43%	48%	44%	53%
Gas prices	45%	37%	48%	44%	53%	48%	50%	44%	42%	49%	48%	46%	39%	46%	44%	42%	47%	47%	49%	45%	46%	52%	41%	45%	47%	49%	42%	45%	46%	45%	46%	45%	52%	42%	44%	40%	46%	47%	46%
Iran war	31%	19%	32%	31%	42%	39%	34%	25%	28%	32%	30%	32%	28%	32%	24%	31%	30%	38%	35%	32%	29%	31%	33%	31%	30%	23%	28%	31%	33%	25%	27%	35%	34%	27%	31%	24%	30%	35%	32%
Immigration / Border	31%	31%	32%	27%	33%	27%	32%	34%	28%	36%	31%	31%	24%	42%	41%	29%	24%	25%	21%	23%	30%	29%	32%	31%	19%	41%	30%	30%	30%	32%	38%	23%	29%	27%	35%	30%	29%	37%	29%
Economy / Jobs	27%	27%	24%	33%	23%	29%	27%	24%	28%	25%	27%	24%	32%	21%	27%	30%	25%	23%	27%	29%	27%	25%	28%	26%	31%	25%	29%	28%	25%	32%	26%	28%	24%	27%	28%	29%	32%	26%	25%
Healthcare	19%	23%	17%	20%	15%	16%	18%	21%	19%	19%	17%	18%	22%	15%	15%	13%	16%	19%	26%	22%	23%	16%	15%	16%	31%	20%	19%	17%	19%	16%	15%	23%	17%	20%	18%	20%	18%	20%	17%
Transgender / Women's Sports	16%	16%	16%	18%	14%	17%	15%	14%	19%	18%	15%	16%	16%	14%	20%	17%	11%	21%	9%	17%	10%	20%	21%	19%	6%	13%	18%	12%	17%	13%	17%	15%	20%	15%	14%	16%	15%	15%	17%
Housing Affordability	14%	19%	12%	16%	10%	15%	12%	16%	15%	8%	18%	15%	15%	15%	14%	17%	17%	10%	17%	15%	18%	13%	12%	12%	18%	22%	16%	17%	14%	17%	15%	14%	11%	17%	15%	19%	16%	13%	13%
Social Security / Medicare	14%	14%	21%	7%	12%	6%	13%	21%	14%	16%	15%	13%	13%	16%	12%	12%	11%	15%	22%	12%	20%	13%	8%	14%	19%	8%	10%	15%	14%	15%	13%	15%	15%	13%	14%	11%	18%	13%	14%
Crime / Public Safety	12%	11%	13%	11%	14%	11%	14%	12%	13%	15%	8%	13%	13%	17%	17%	14%	10%	8%	11%	8%	11%	12%	12%	12%	14%	11%	12%	13%	12%	13%	17%	9%	12%	14%	11%	14%	8%	12%	13%
Abortion	6%	12%	4%	6%	2%	5%	3%	9%	6%	8%	6%	5%	5%	3%	8%	7%	8%	8%	4%	6%	6%	6%	5%	7%	6%	4%	10%	8%	6%	6%	6%	5%	4%	7%	7%	7%	6%	6%	5%
China	2%	2%	3%	3%	2%	3%	3%	2%	2%	1%	2%	3%	4%	5%	2%	3%	3%	1%	2%	1%	2%	2%	3%	3%	2%	2%	3%	4%	2%	2%	3%	1%	2%	2%	3%	4%	2%	0%	3%
Unsure	7%	8%	6%	7%	6%	7%	7%	5%	9%	5%	7%	8%	6%	6%	6%	8%	10%	6%	3%	8%	4%	7%	9%	8%	4%	3%	6%	8%	6%	8%	7%	6%	5%	7%	8%	5%	7%	7%	7%

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.

Trend: Election Ad Topics Recall

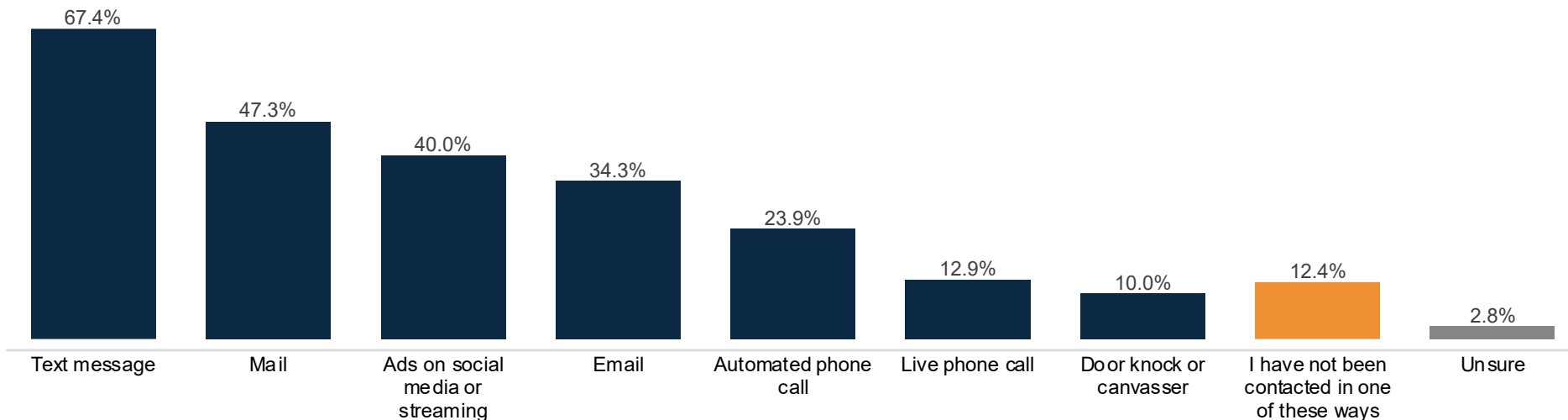


Percent Change: Election Ad Topics Recall (Oct 2, '26 to Oct 24, '26)



	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	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation / Cost of Living	2%	-4%	-6%	2%	6%	3%	6%	2%	-4%	-7%	-1%	1%	14%	-5%	5%	5%	-6%	-3%	3%	6%	4%	-2%	3%	0%	2%	16%	2%	-10%	1%	5%	9%	-2%	1%	2%	8%	-5%	3%
Gas prices	1%	-2%	0%	6%	2%	6%	2%	-2%	0%	0%	4%	1%	2%	4%	-5%	0%	-3%	8%	3%	3%	3%	9%	-3%	0%	13%	7%	-3%	0%	1%	1%	6%	-2%	-1%	5%	3%	0%	0%
Iran war	-2%	-5%	0%	-3%	0%	3%	-6%	-3%	-1%	0%	-2%	-1%	-6%	-5%	-6%	-1%	-4%	8%	5%	-2%	0%	-5%	0%	-3%	2%	-8%	1%	-1%	-5%	2%	9%	-4%	-3%	1%	-1%	1%	-4%
Immigration / Border	2%	-2%	9%	-3%	5%	-3%	5%	10%	-4%	16%	2%	3%	-11%	9%	13%	8%	-2%	-5%	-4%	-9%	2%	1%	0%	5%	-5%	2%	1%	6%	8%	-4%	6%	2%	4%	3%	1%	8%	1%
Economy / Jobs	0%	0%	0%	0%	-2%	-6%	4%	-1%	1%	2%	-1%	-3%	3%	-2%	-1%	4%	-5%	-4%	-1%	0%	1%	-5%	0%	-1%	5%	-10%	1%	1%	0%	0%	-6%	-3%	3%	1%	3%	6%	-3%
Healthcare	2%	2%	-4%	7%	4%	5%	6%	-1%	-1%	0%	1%	0%	9%	2%	-1%	0%	2%	6%	5%	0%	2%	2%	3%	0%	5%	6%	0%	2%	1%	3%	3%	3%	1%	4%	-2%	4%	1%
Transgender / Women's Sports	1%	0%	4%	4%	-3%	3%	-2%	2%	3%	4%	-2%	3%	0%	-5%	3%	-1%	-3%	4%	-2%	5%	-4%	3%	7%	3%	-10%	2%	3%	-2%	-1%	3%	11%	2%	-2%	0%	2%	-2%	3%
Housing Affordability	1%	6%	1%	0%	-3%	-4%	1%	3%	4%	-7%	7%	2%	0%	-1%	1%	4%	5%	-3%	4%	3%	6%	0%	-3%	1%	2%	6%	1%	4%	2%	1%	-7%	3%	2%	4%	5%	0%	0%
Social Security / Medicare	3%	4%	6%	1%	0%	-1%	1%	6%	4%	4%	2%	3%	4%	6%	1%	8%	2%	9%	9%	-3%	4%	4%	2%	4%	4%	-2%	3%	2%	4%	1%	-4%	2%	4%	0%	4%	6%	3%
Crime / Public Safety	2%	1%	1%	1%	5%	1%	4%	0%	3%	5%	-1%	3%	1%	2%	6%	3%	3%	4%	2%	-2%	0%	2%	2%	2%	-3%	3%	2%	3%	6%	0%	4%	4%	0%	2%	-1%	1%	3%
Abortion	1%	4%	0%	0%	0%	2%	-1%	4%	-1%	4%	2%	0%	0%	1%	1%	6%	4%	4%	-2%	0%	0%	2%	1%	2%	0%	-1%	3%	3%	2%	-1%	-2%	2%	1%	0%	3%	-1%	1%
China	-2%	0%	-2%	0%	-4%	-2%	-2%	-2%	-1%	-3%	-3%	-1%	1%	-2%	-3%	1%	1%	-2%	-2%	-2%	-3%	-3%	1%	-1%	-3%	0%	0%	0%	-2%	-2%	2%	-2%	-2%	1%	-2%	-3%	-2%
Unsure	-3%	-2%	-3%	-3%	-4%	-2%	-5%	-5%	1%	-6%	-2%	-2%	-4%	-4%	-3%	-9%	1%	-7%	-2%	1%	-3%	-2%	-4%	-3%	-2%	-7%	-3%	-2%	-5%	-1%	-6%	-2%	-2%	-4%	-3%	-4%	-2%

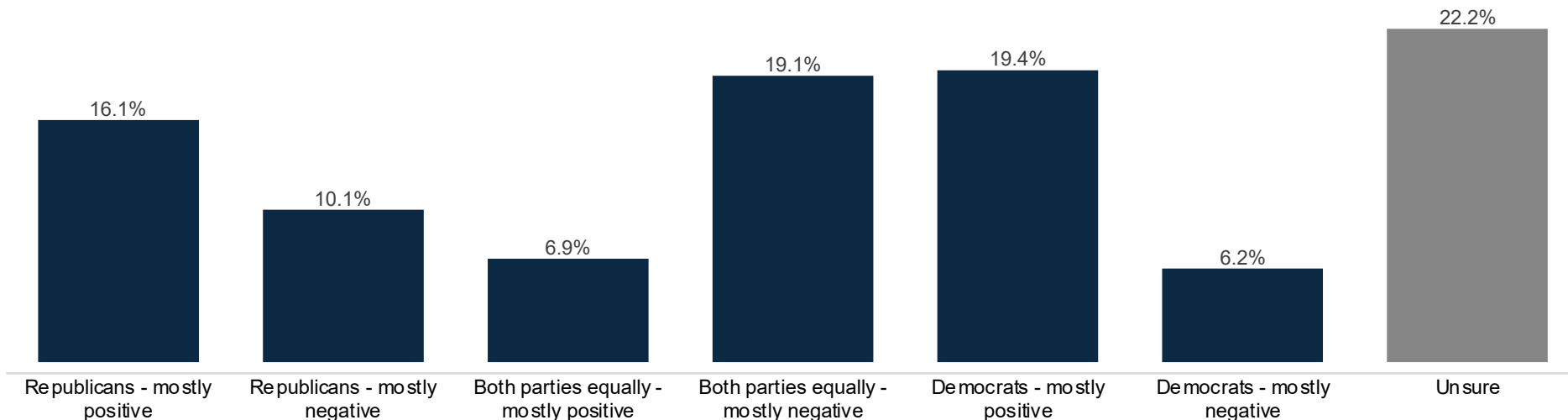
Campaign Contact



		Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
I have been contacted in one of these ways	Text message	67%	60%	74%	65%	71%	77%	59%	61%	75%	59%	71%	71%	63%	67%	66%	70%	64%	76%	67%	69%	57%	71%	76%	68%	53%	71%	65%	61%	69%	64%	66%	70%	77%	67%	60%	55%	65%	74%	71%
	Mail	47%	39%	53%	43%	54%	54%	43%	43%	50%	45%	49%	50%	42%	48%	47%	44%	46%	52%	50%	48%	41%	48%	53%	50%	40%	45%	46%	41%	50%	41%	46%	50%	56%	46%	42%	37%	34%	45%	55%
	Ads on social media or streaming	40%	42%	37%	40%	41%	44%	37%	35%	44%	37%	42%	41%	38%	38%	40%	39%	32%	49%	33%	46%	37%	41%	44%	41%	36%	41%	43%	33%	42%	36%	38%	43%	48%	38%	36%	38%	31%	39%	44%
	Email	34%	28%	35%	35%	40%	40%	33%	28%	37%	27%	35%	36%	36%	37%	31%	29%	26%	39%	36%	39%	30%	37%	39%	34%	28%	41%	34%	30%	37%	26%	32%	37%	43%	34%	29%	30%	30%	38%	36%
	Automated phone call	24%	20%	23%	24%	29%	28%	25%	21%	23%	26%	24%	24%	21%	25%	28%	34%	20%	29%	15%	21%	21%	23%	28%	25%	19%	17%	24%	27%	23%	27%	27%	21%	27%	24%	21%	23%	22%	26%	24%
I have not been contacted in one of these ways	Live phone call	13%	15%	11%	14%	11%	13%	12%	13%	14%	13%	12%	12%	16%	11%	12%	20%	19%	12%	11%	12%	12%	13%	15%	11%	17%	15%	15%	16%	13%	13%	13%	13%	15%	12%	13%	16%	15%	16%	11%
	Door knock or canvasser	10%	11%	8%	11%	10%	13%	7%	8%	12%	4%	9%	11%	12%	4%	9%	14%	13%	14%	11%	11%	9%	8%	12%	9%	11%	19%	11%	10%	10%	11%	6%	14%	14%	9%	8%	12%	9%	7%	11%
	Unsure	3%	3%	2%	4%	2%	4%	3%	2%	3%	4%	3%	2%	3%	2%	4%	2%	2%	1%	4%	1%	3%	3%	2%	2%	2%	4%	4%	3%	3%	3%	4%	2%	1%	3%	4%	2%	4%	2%	3%

In the past two weeks, have you been contacted by a political campaign or party in any of the following ways? Select all that apply.

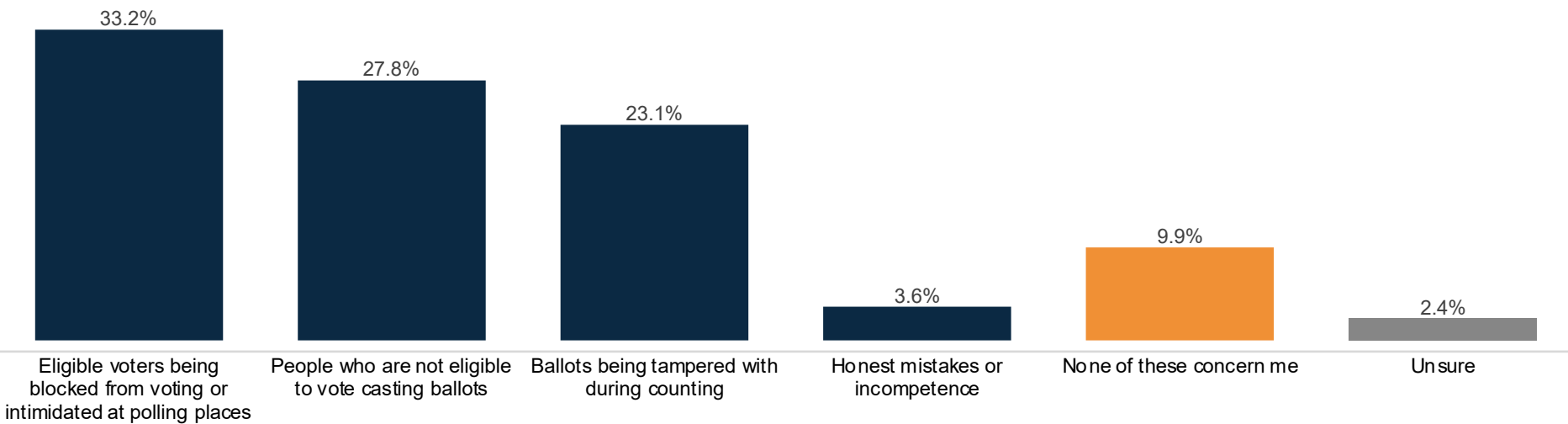
Campaign Contact Party



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republicans	26%	22%	26%	29%	29%	33%	25%	26%	22%	28%	25%	28%	22%	50%	36%	24%	17%	19%	12%	17%	27%	24%	27%	30%	11%	25%	28%	22%	28%	23%	37%	17%	29%	23%	27%	19%	36%	26%	26%
Both parties equally	26%	22%	24%	26%	32%	25%	33%	24%	23%	29%	29%	25%	23%	22%	28%	29%	36%	29%	28%	20%	26%	23%	29%	25%	25%	28%	25%	34%	25%	31%	27%	23%	25%	27%	26%	25%	22%	27%	27%
Democrats	26%	32%	25%	23%	22%	22%	23%	26%	30%	22%	22%	24%	39%	12%	13%	19%	14%	34%	43%	42%	30%	26%	21%	21%	54%	30%	24%	15%	28%	18%	13%	38%	28%	28%	22%	34%	15%	26%	26%
Republicans - mostly positive	16%	13%	16%	17%	19%	20%	16%	17%	11%	18%	16%	17%	13%	48%	28%	14%	7%	2%	0%	2%	16%	16%	17%	18%	3%	15%	21%	12%	17%	14%	33%	2%	16%	14%	18%	9%	25%	17%	16%
Republicans - mostly negative	10%	9%	10%	13%	9%	13%	9%	9%	11%	9%	10%	11%	9%	2%	7%	9%	11%	17%	12%	15%	12%	9%	11%	11%	8%	9%	8%	10%	11%	9%	4%	15%	13%	9%	9%	10%	11%	9%	11%
Both parties equally - mostly positive	7%	8%	7%	5%	8%	4%	9%	9%	6%	9%	9%	5%	6%	10%	6%	5%	8%	2%	12%	4%	8%	6%	7%	6%	8%	8%	7%	8%	7%	8%	8%	5%	6%	7%	8%	9%	6%	7%	6%
Both parties equally - mostly negative	19%	14%	18%	22%	24%	21%	24%	15%	17%	20%	20%	20%	17%	12%	22%	24%	28%	28%	16%	16%	17%	18%	22%	19%	16%	19%	18%	27%	18%	23%	19%	18%	19%	20%	18%	16%	16%	20%	20%
Democrats - mostly positive	19%	29%	20%	16%	12%	15%	13%	22%	25%	15%	14%	18%	34%	4%	3%	2%	11%	32%	38%	40%	25%	18%	14%	14%	49%	26%	19%	12%	21%	14%	3%	35%	22%	22%	15%	24%	12%	21%	19%
Democrats - mostly negative	6%	3%	5%	7%	10%	7%	10%	4%	5%	7%	8%	6%	4%	8%	10%	17%	3%	3%	4%	2%	5%	8%	7%	7%	4%	4%	6%	3%	7%	5%	11%	3%	6%	6%	7%	9%	3%	5%	7%
Unsure	22%	24%	25%	21%	18%	20%	19%	24%	25%	22%	24%	24%	17%	16%	23%	28%	32%	17%	17%	20%	18%	26%	23%	24%	10%	18%	22%	29%	19%	28%	23%	22%	18%	22%	26%	22%	27%	21%	21%

Do you recall being contacted more about Republican campaigns or more about Democratic campaigns and was that information positive or negative?

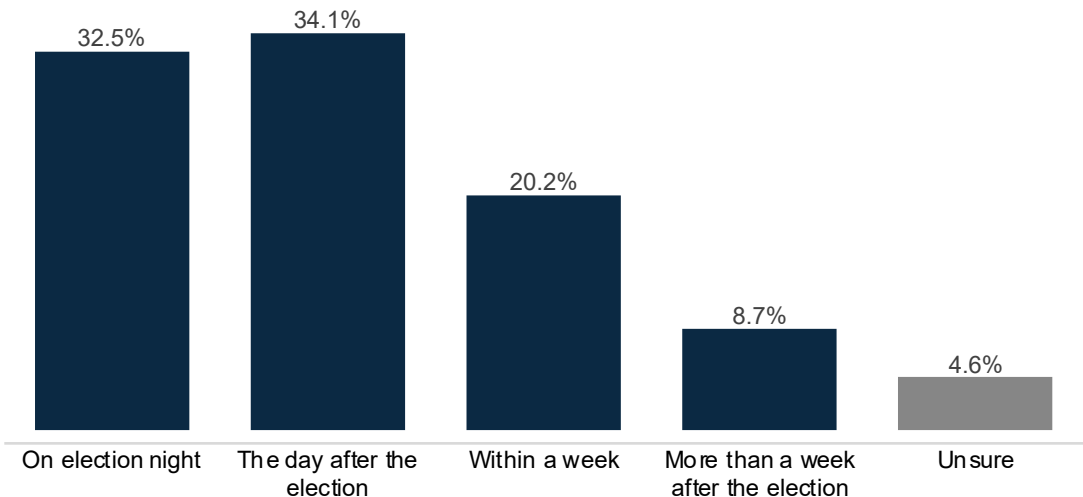
Election Concern



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Eligible voters being blocked from voting or intimidated at polling places	33%	37%	34%	34%	27%	34%	28%	31%	42%	24%	30%	35%	41%	5%	10%	8%	34%	67%	53%	63%	33%	39%	30%	31%	45%	34%	32%	21%	37%	23%	7%	59%	42%	37%	24%	31%	24%	35%	35%
People who are not eligible to vote casting ballots	28%	17%	30%	26%	39%	32%	33%	27%	20%	41%	30%	27%	17%	68%	50%	44%	14%	3%	6%	1%	24%	27%	32%	33%	8%	20%	26%	26%	28%	27%	57%	3%	22%	26%	33%	23%	34%	27%	29%
Ballots being tampered with during counting	23%	28%	22%	20%	22%	19%	22%	26%	24%	21%	27%	23%	21%	21%	23%	35%	26%	21%	22%	20%	25%	20%	22%	22%	22%	28%	24%	24%	21%	28%	25%	19%	22%	21%	26%	30%	24%	22%	21%
Honest mistakes or incompetence	4%	5%	2%	5%	2%	3%	4%	5%	3%	2%	1%	4%	7%	0%	2%	4%	10%	1%	4%	5%	5%	3%	3%	3%	8%	5%	5%	7%	3%	6%	3%	4%	2%	4%	4%	6%	5%	2%	3%
None of these concern me	10%	9%	9%	12%	10%	12%	10%	8%	10%	11%	9%	10%	11%	4%	11%	7%	15%	6%	13%	9%	9%	9%	12%	10%	12%	10%	11%	17%	9%	13%	7%	12%	10%	9%	10%	8%	11%	7%	11%
Unsure	2%	3%	3%	3%	1%	0%	3%	3%	2%	1%	3%	2%	3%	1%	2%	1%	1%	2%	2%	2%	4%	2%	1%	2%	5%	3%	2%	5%	1%	3%	2%	3%	2%	2%	3%	2%	3%	3%	2%

Which of the following, if any, concerns you more about the upcoming election?

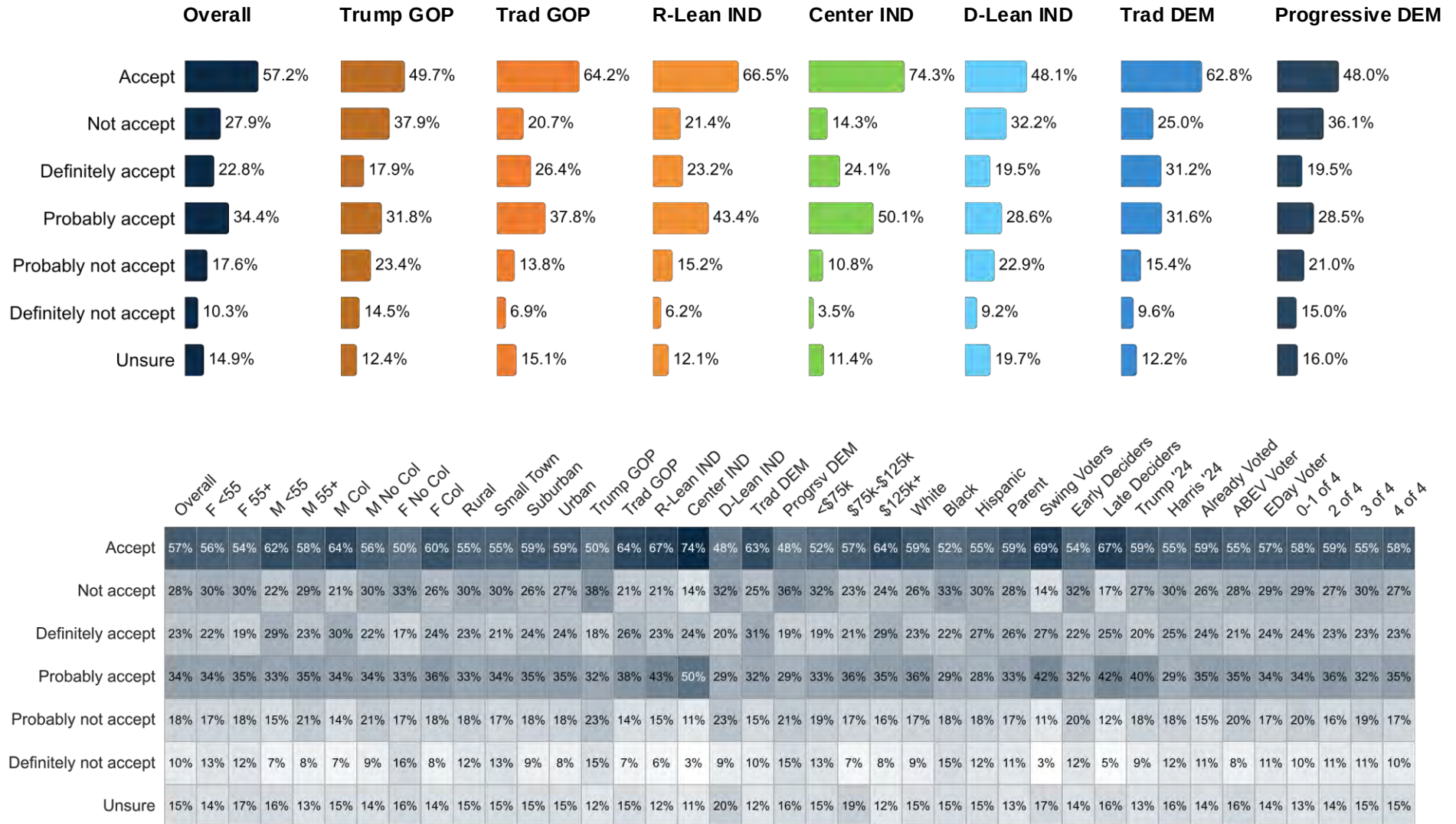
Results Timing



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
On election night	32%	31%	30%	33%	38%	32%	38%	30%	30%	38%	30%	31%	34%	47%	34%	34%	30%	16%	33%	27%	33%	32%	32%	33%	35%	31%	32%	28%	32%	33%	41%	25%	27%	30%	38%	24%	39%	37%	32%
The day after the election	34%	33%	39%	29%	34%	31%	33%	34%	39%	36%	38%	32%	33%	31%	37%	33%	43%	32%	33%	32%	34%	33%	36%	35%	36%	32%	39%	37%	34%	34%	35%	34%	36%	29%	37%	36%	27%	30%	37%
Within a week	20%	20%	20%	22%	18%	24%	16%	20%	20%	17%	20%	23%	17%	14%	19%	18%	15%	29%	21%	26%	19%	21%	21%	21%	15%	18%	20%	18%	22%	17%	15%	26%	23%	24%	14%	22%	20%	21%	20%
More than a week after the election	9%	10%	6%	13%	7%	10%	10%	9%	7%	5%	8%	8%	13%	6%	8%	11%	4%	20%	7%	11%	9%	9%	8%	8%	9%	14%	6%	11%	9%	9%	7%	9%	11%	10%	6%	14%	7%	6%	8%
Unsure	5%	6%	6%	4%	2%	2%	3%	7%	5%	4%	4%	6%	2%	2%	3%	3%	8%	3%	6%	5%	5%	4%	3%	3%	5%	5%	3%	5%	4%	6%	3%	6%	3%	6%	4%	4%	7%	6%	3%

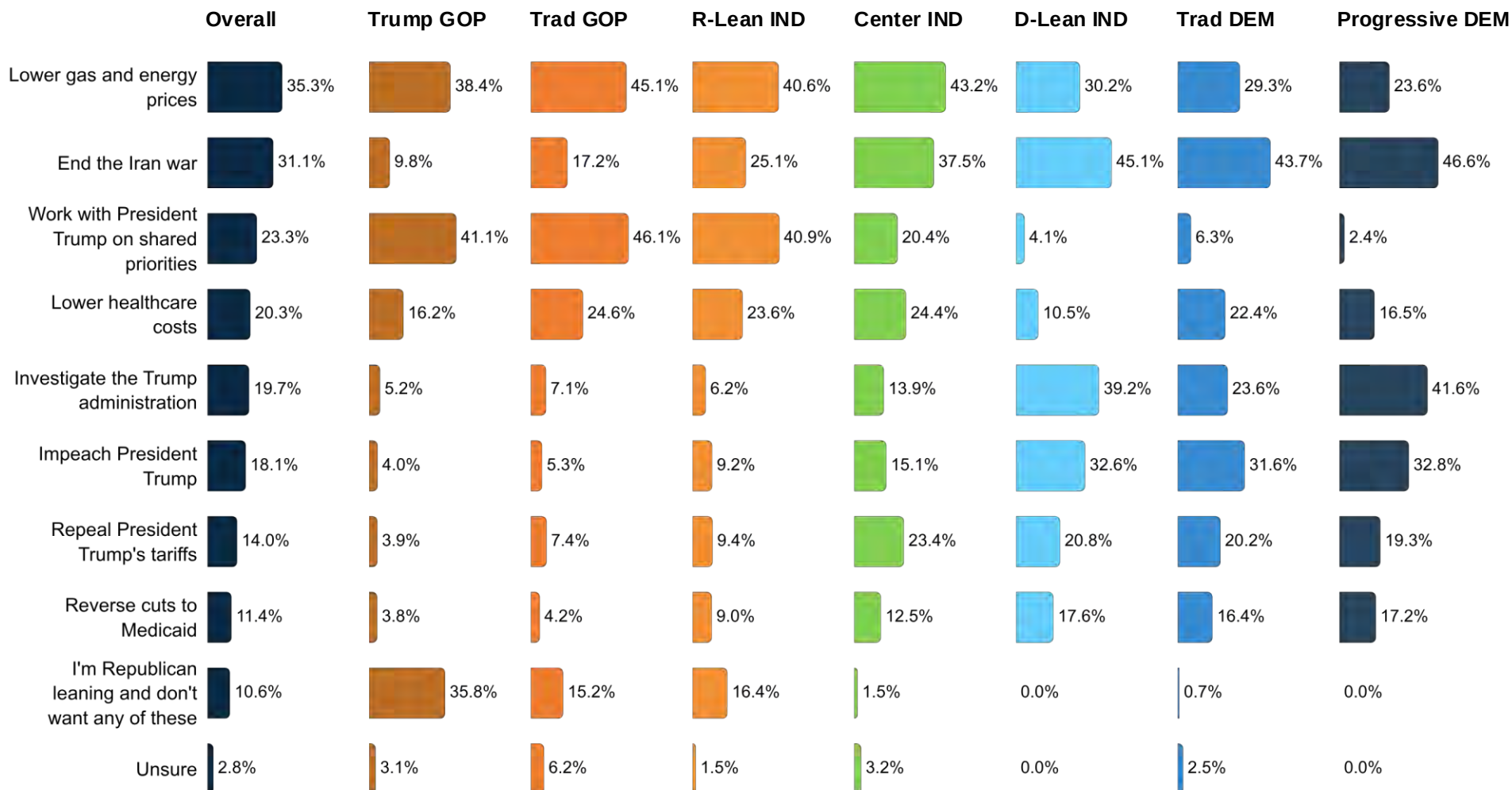
When do you expect to know which party won control of Congress?

Results Acceptance



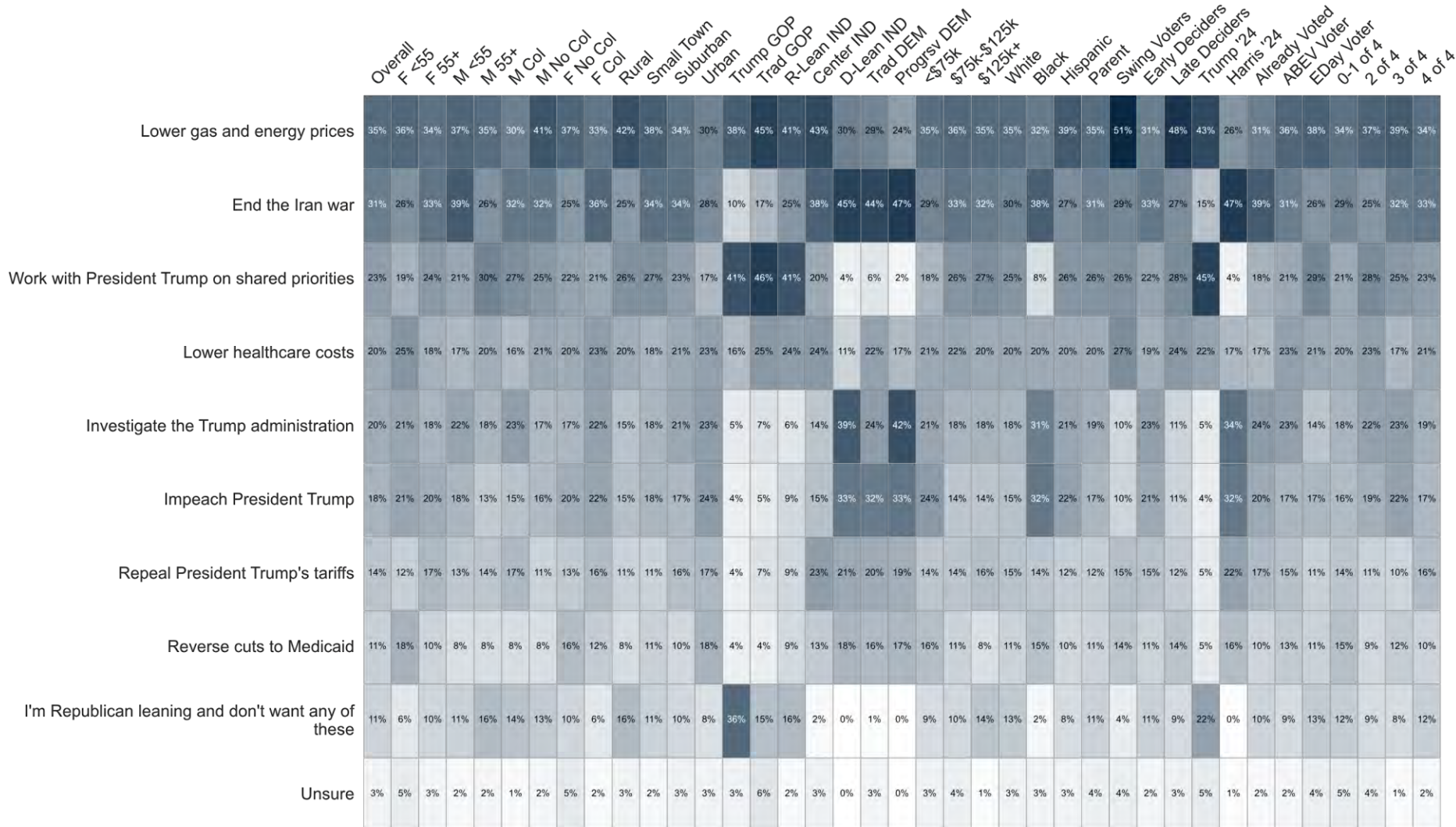
If the party you end up voting for loses the race for Congress on November 3rd, would you accept the results as legitimate?

Democratic House Priority



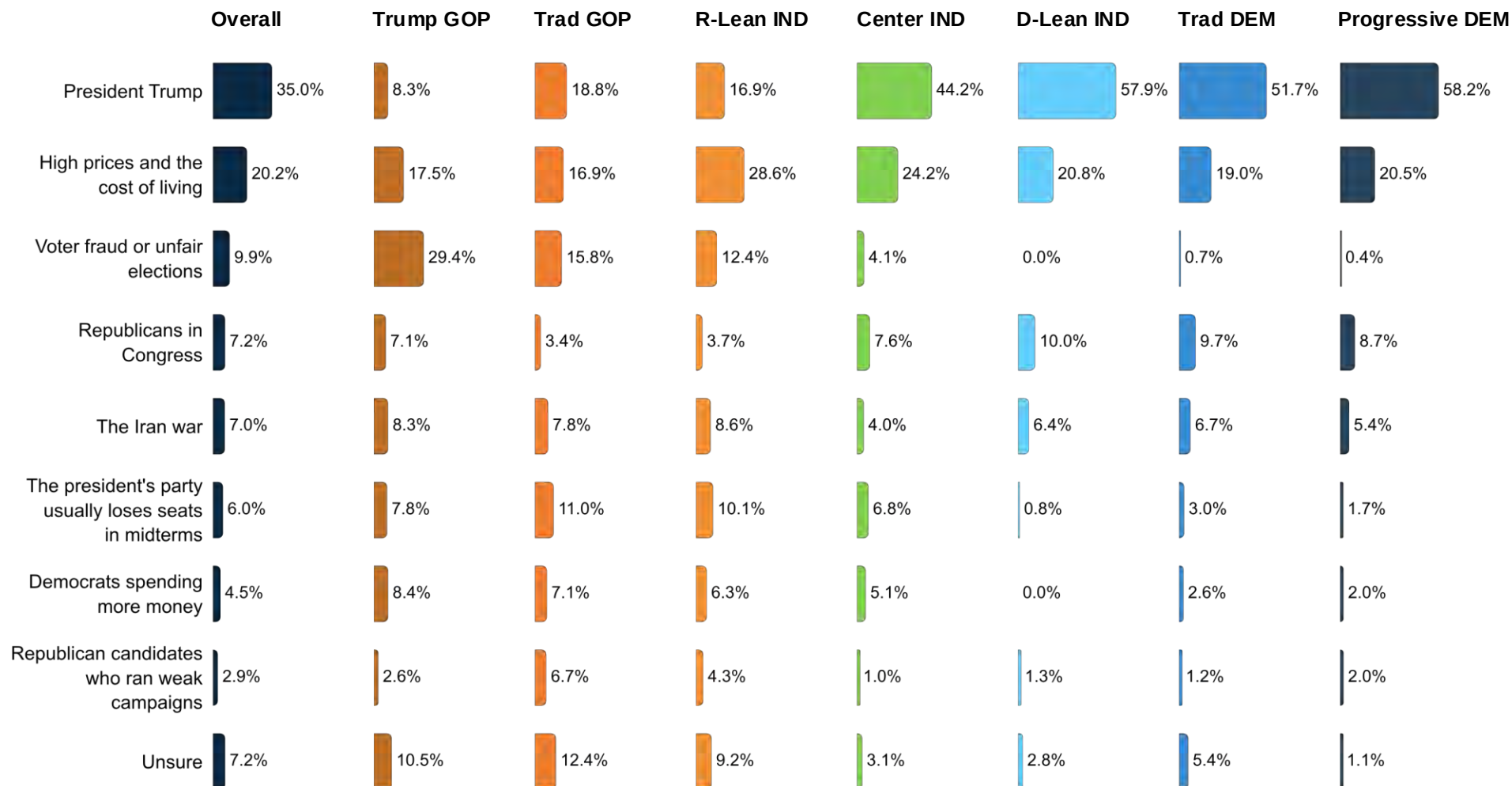
If Democrats win control of the U.S. House, what should be their top two priorities? Select two.

Democratic House Priority



If Democrats win control of the U.S. House, what should be their top two priorities? Select two.

Republican Loss Blame



If Republicans lose control of Congress on November 3rd, who or what would you say is most responsible?

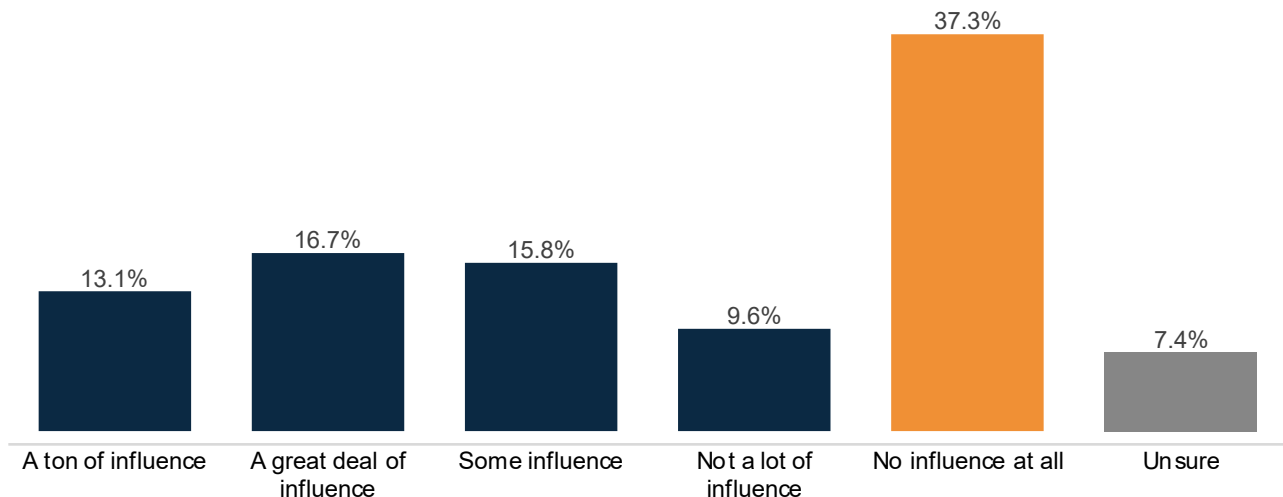
Republican Loss Blame



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
President Trump	35%	39%	33%	34%	33%	38%	30%	32%	41%	28%	35%	37%	37%	8%	19%	17%	44%	58%	52%	58%	33%	35%	38%	34%	38%	37%	35%	29%	37%	30%	11%	57%	41%	39%	28%	33%	27%	40%	36%
High prices and the cost of living	20%	20%	23%	19%	16%	19%	19%	19%	24%	21%	19%	20%	21%	18%	17%	29%	24%	21%	19%	21%	20%	22%	18%	20%	20%	21%	16%	26%	20%	22%	20%	18%	19%	20%	22%	22%	21%	11%	23%
Voter fraud or unfair elections	10%	6%	11%	7%	15%	9%	13%	12%	5%	14%	13%	8%	7%	29%	16%	12%	4%	0%	1%	0%	10%	11%	9%	11%	4%	8%	9%	4%	10%	10%	21%	1%	10%	8%	11%	12%	11%	11%	9%
Republicans in Congress	7%	7%	6%	9%	7%	7%	8%	6%	8%	7%	6%	8%	7%	7%	3%	4%	8%	10%	10%	9%	8%	7%	6%	6%	11%	8%	8%	7%	7%	6%	4%	9%	8%	7%	7%	5%	5%	10%	7%
The Iran war	7%	6%	6%	12%	5%	9%	8%	6%	6%	9%	7%	6%	7%	8%	8%	9%	4%	6%	7%	5%	7%	6%	8%	7%	9%	4%	11%	9%	7%	7%	9%	6%	7%	7%	7%	6%	12%	9%	6%
The president's party usually loses seats in midterms	6%	5%	6%	6%	8%	9%	5%	4%	6%	5%	6%	6%	7%	8%	11%	10%	7%	1%	3%	2%	4%	5%	9%	7%	3%	6%	6%	9%	6%	7%	11%	2%	4%	6%	7%	4%	7%	4%	7%
Democrats spending more money	5%	5%	4%	6%	4%	3%	7%	5%	3%	4%	4%	4%	6%	8%	7%	6%	5%	0%	3%	2%	6%	3%	4%	4%	6%	6%	7%	4%	5%	4%	7%	2%	4%	3%	7%	8%	6%	4%	3%
Republican candidates who ran weak campaigns	3%	3%	2%	3%	5%	4%	4%	2%	2%	2%	3%	3%	2%	3%	7%	4%	1%	1%	1%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	5%	1%	3%	3%	3%	5%	2%	2%	3%
Unsure	7%	10%	9%	4%	5%	2%	6%	14%	5%	10%	7%	7%	6%	11%	12%	9%	3%	3%	5%	1%	10%	7%	3%	8%	7%	6%	7%	9%	5%	11%	12%	3%	4%	8%	9%	7%	8%	7%	7%

If Republicans lose control of Congress on November 3rd, who or what would you say is most responsible?

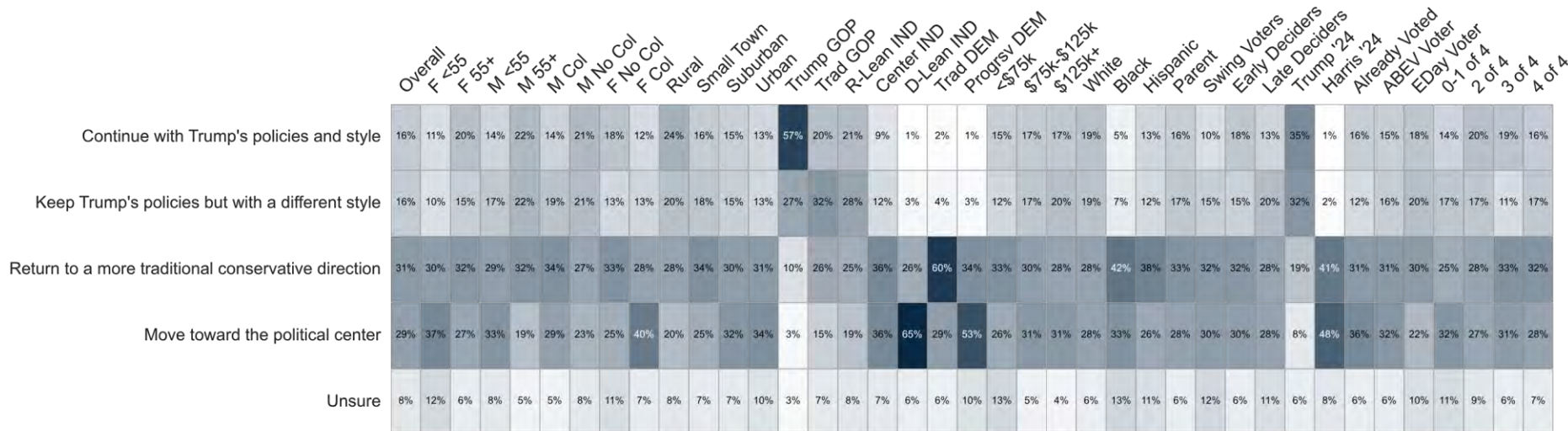
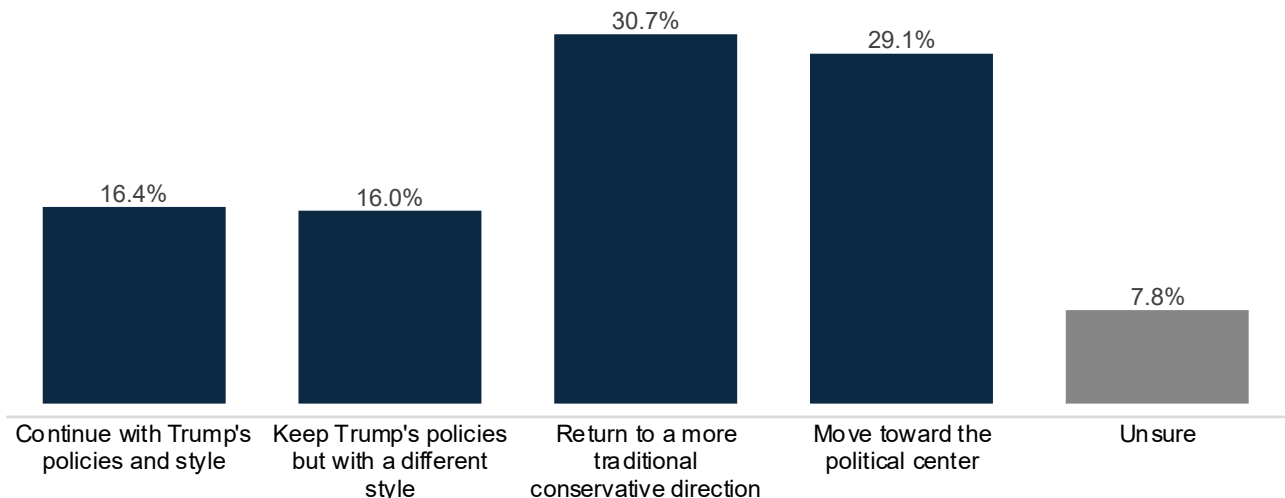
Trump Party Influence



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	E Day Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton of influence	13%	11%	13%	11%	17%	11%	18%	15%	9%	20%	16%	10%	11%	37%	14%	13%	5%	2%	9%	5%	15%	12%	12%	14%	11%	15%	13%	7%	14%	11%	23%	5%	13%	11%	16%	14%	11%	13%	14%
A great deal of influence	17%	11%	18%	16%	22%	19%	19%	15%	14%	20%	15%	16%	18%	34%	27%	21%	14%	3%	7%	5%	14%	18%	19%	18%	11%	13%	18%	15%	18%	14%	31%	5%	16%	16%	18%	14%	27%	12%	17%
Some influence	16%	17%	13%	17%	16%	15%	18%	16%	14%	14%	13%	17%	17%	17%	28%	28%	16%	6%	10%	7%	17%	13%	17%	17%	14%	21%	17%	27%	13%	23%	25%	6%	9%	18%	19%	24%	15%	14%	13%
Not a lot of influence	10%	7%	9%	12%	11%	10%	12%	9%	8%	12%	9%	10%	8%	6%	8%	12%	15%	8%	12%	10%	10%	13%	7%	10%	10%	4%	9%	15%	8%	16%	8%	10%	11%	9%	9%	11%	6%	11%	10%
No influence at all	37%	44%	39%	37%	28%	38%	27%	35%	49%	26%	38%	40%	40%	2%	13%	20%	44%	72%	56%	66%	35%	38%	39%	35%	44%	38%	37%	28%	41%	29%	5%	67%	45%	41%	28%	27%	34%	44%	40%
Unsure	7%	9%	8%	7%	6%	6%	10%	7%	8%	9%	7%	6%	4%	10%	5%	6%	7%	7%	7%	9%	7%	6%	6%	10%	10%	7%	9%	7%	8%	8%	7%	6%	5%	10%	10%	6%	6%	7%	

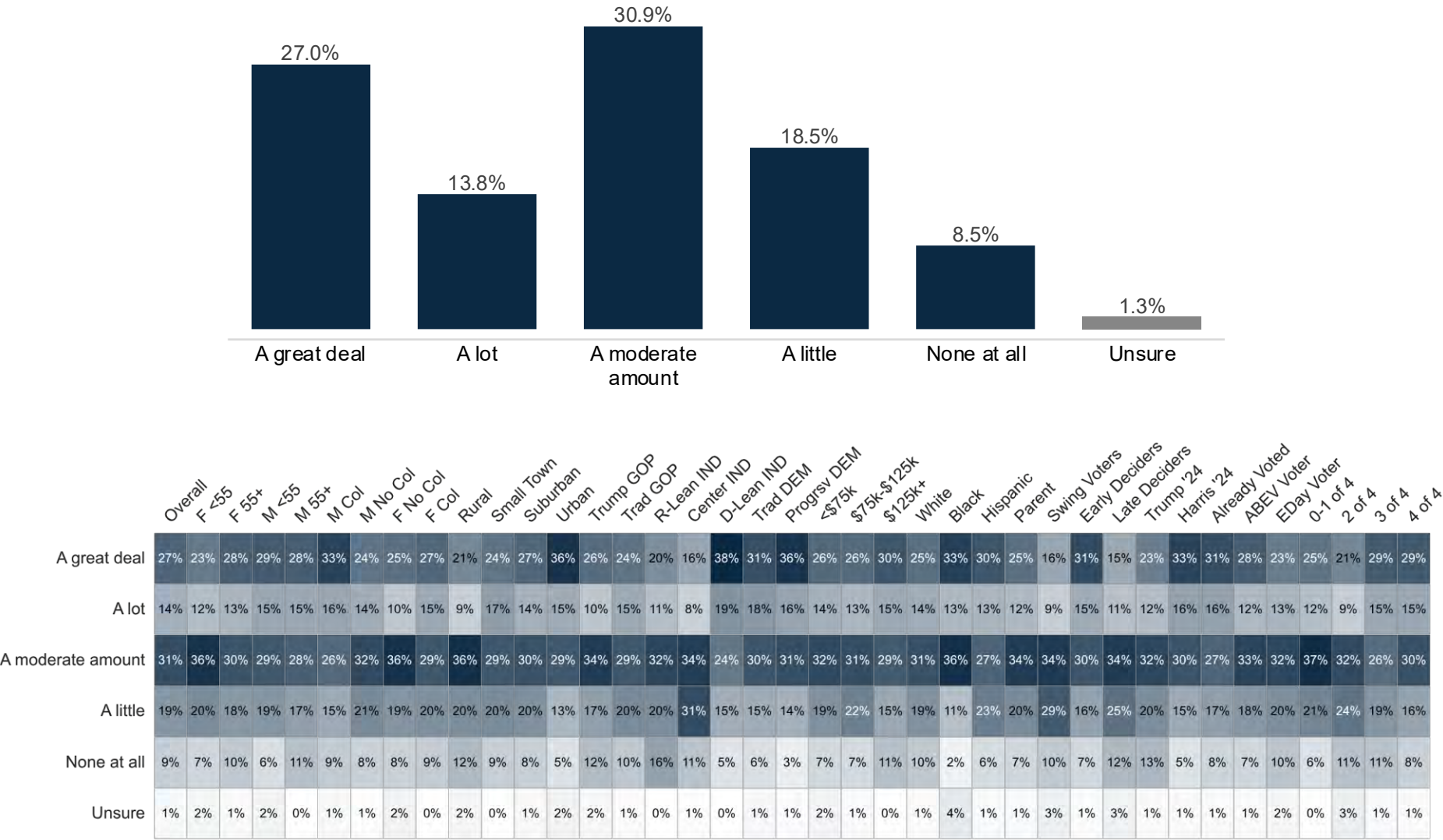
If Republicans lose control of Congress this November, how much influence should President Trump have over the direction of the Republican Party going forward and in the 2028 election?

Republican Path After Loss



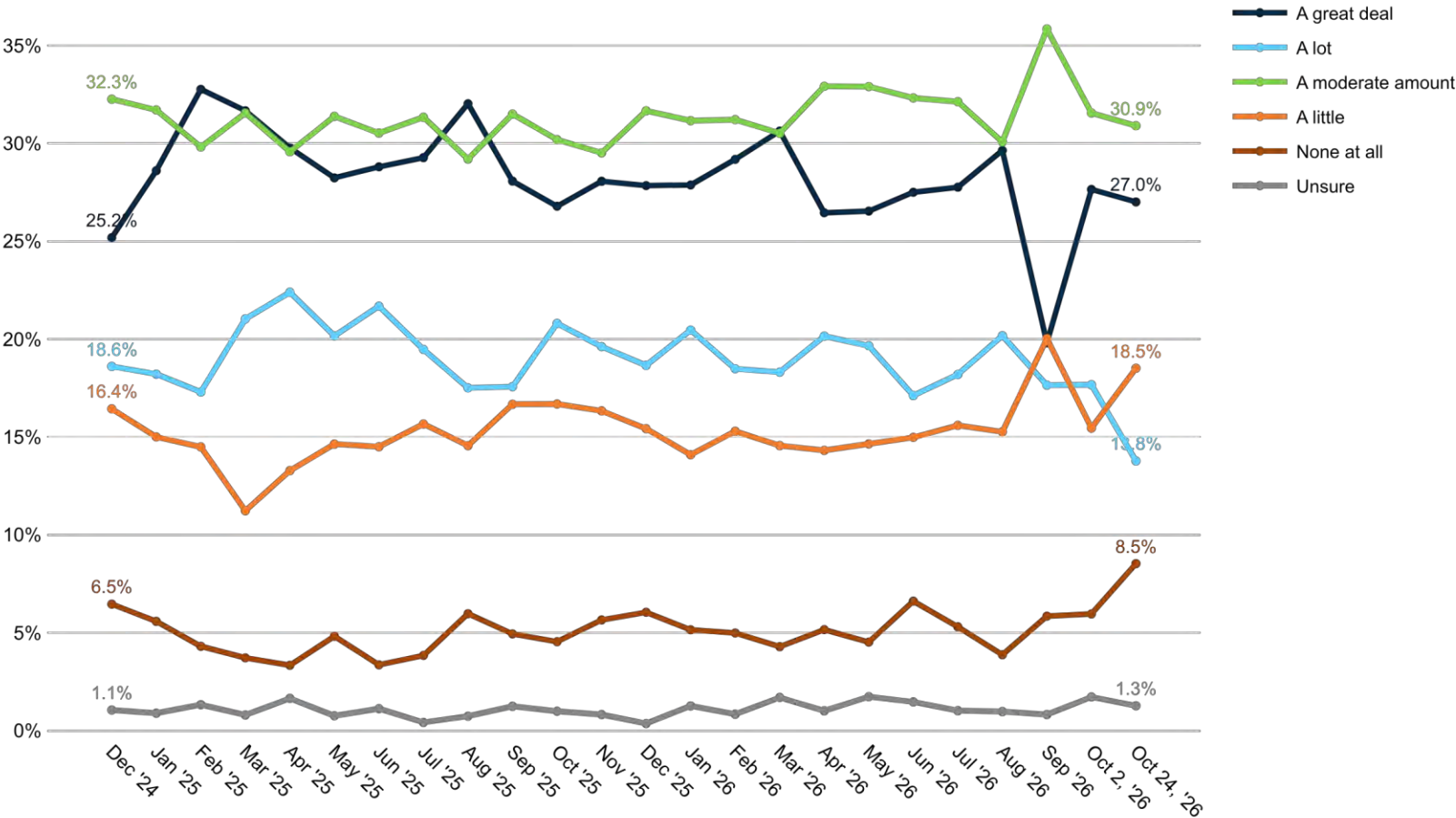
If Republicans lose control of Congress, which direction should the Republican Party take once Trump leaves office?

News Attention

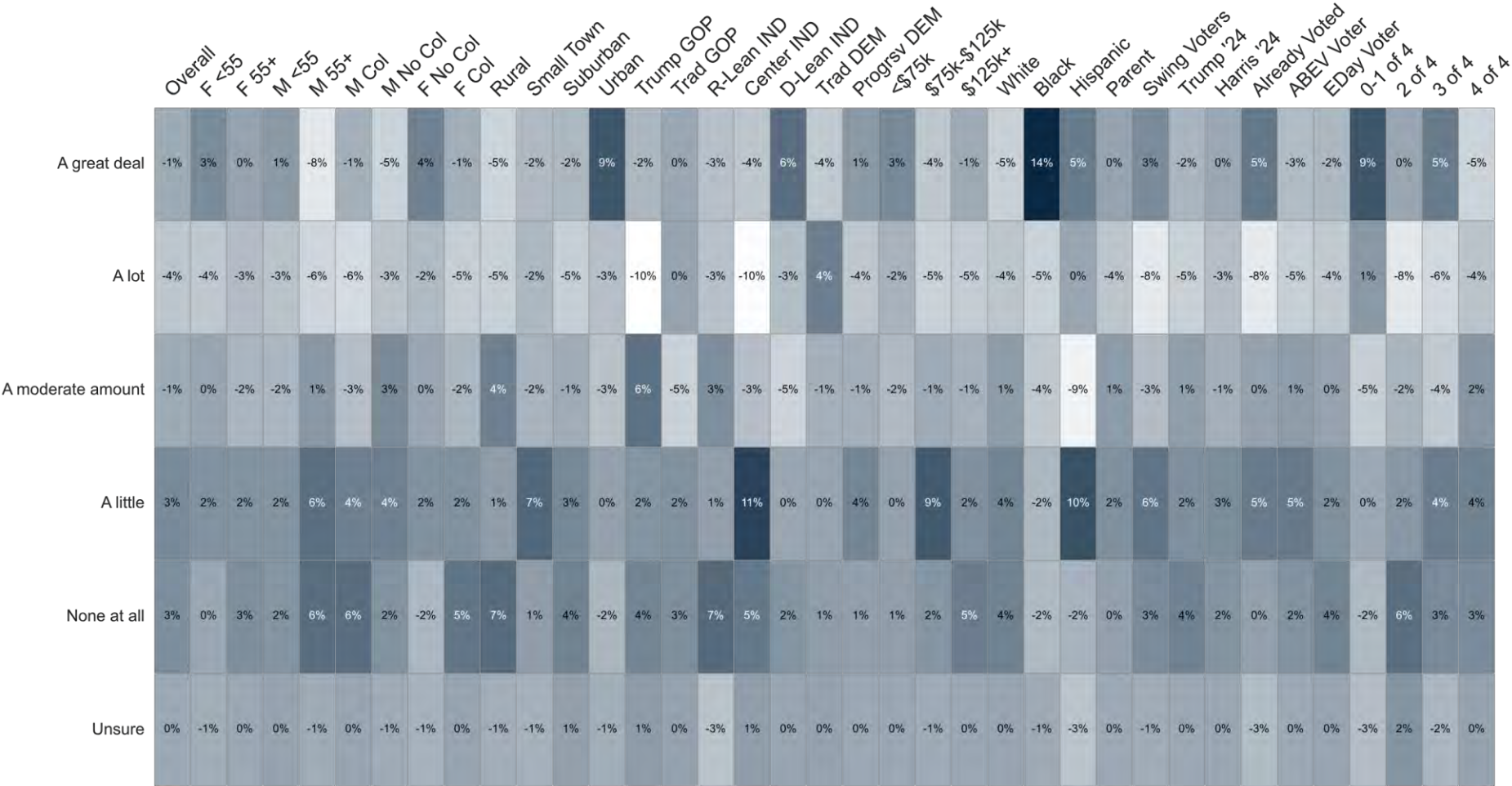


How much attention do you pay to news about politics on TV, radio, newspapers, or the Internet?

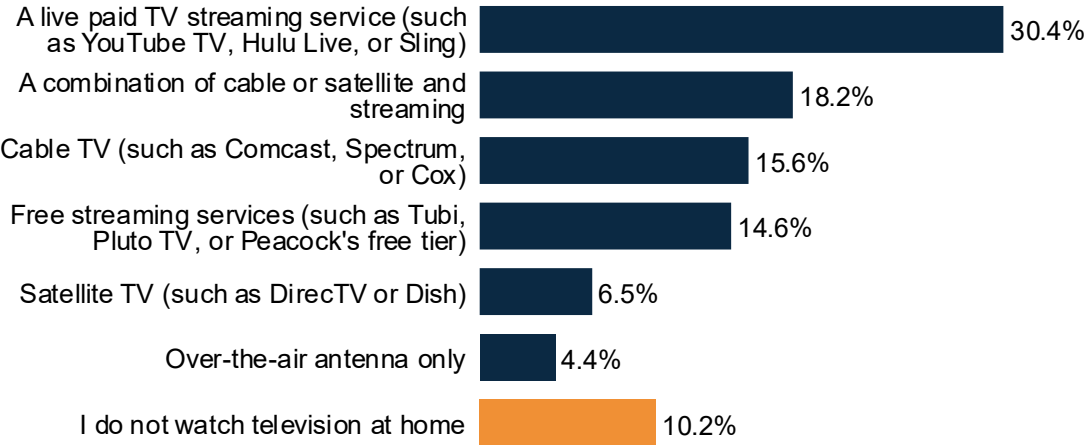
Trend: News Attention



Percent Change: News Attention (Oct 2 to 24, '26)



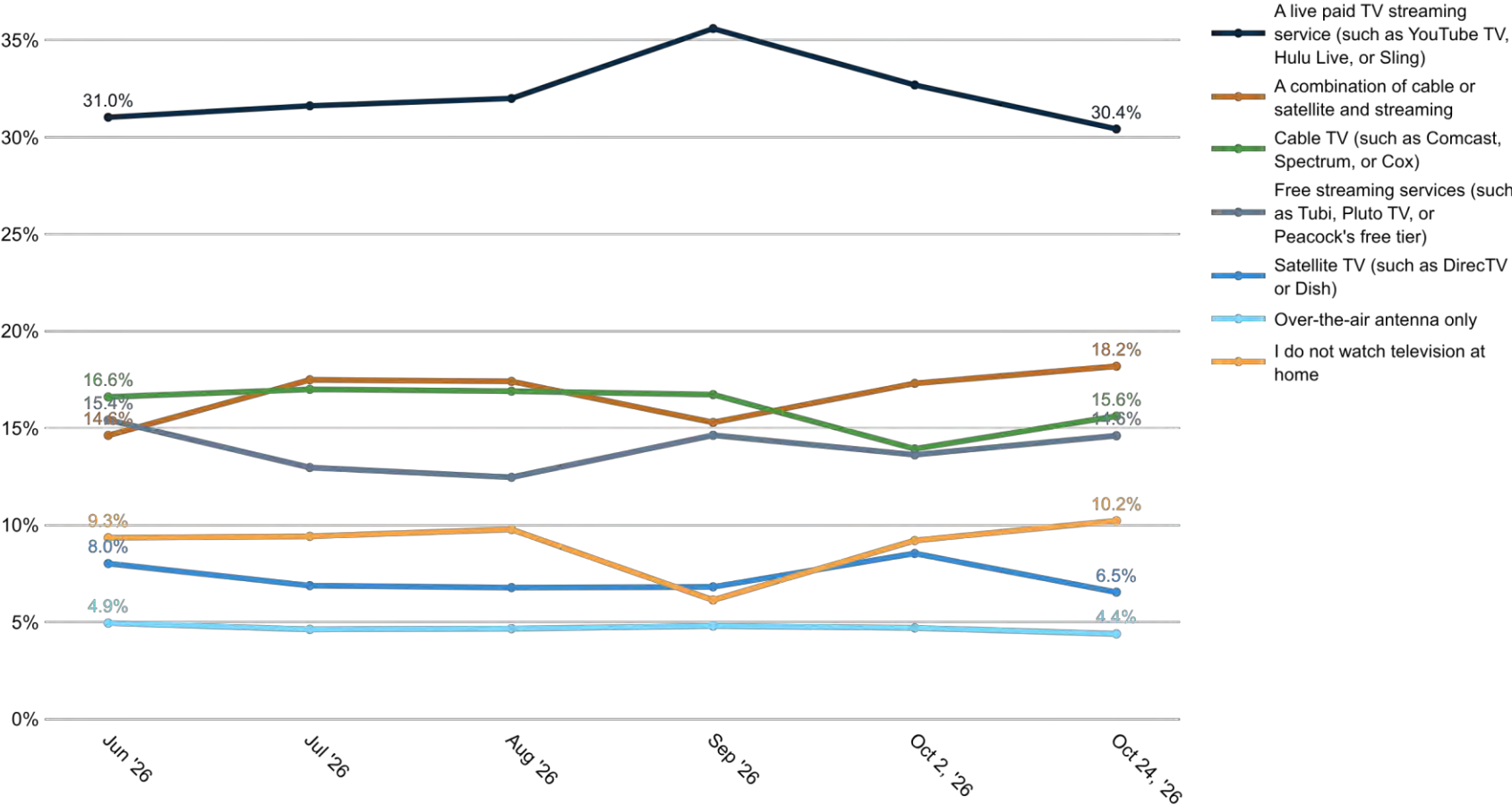
Television Service



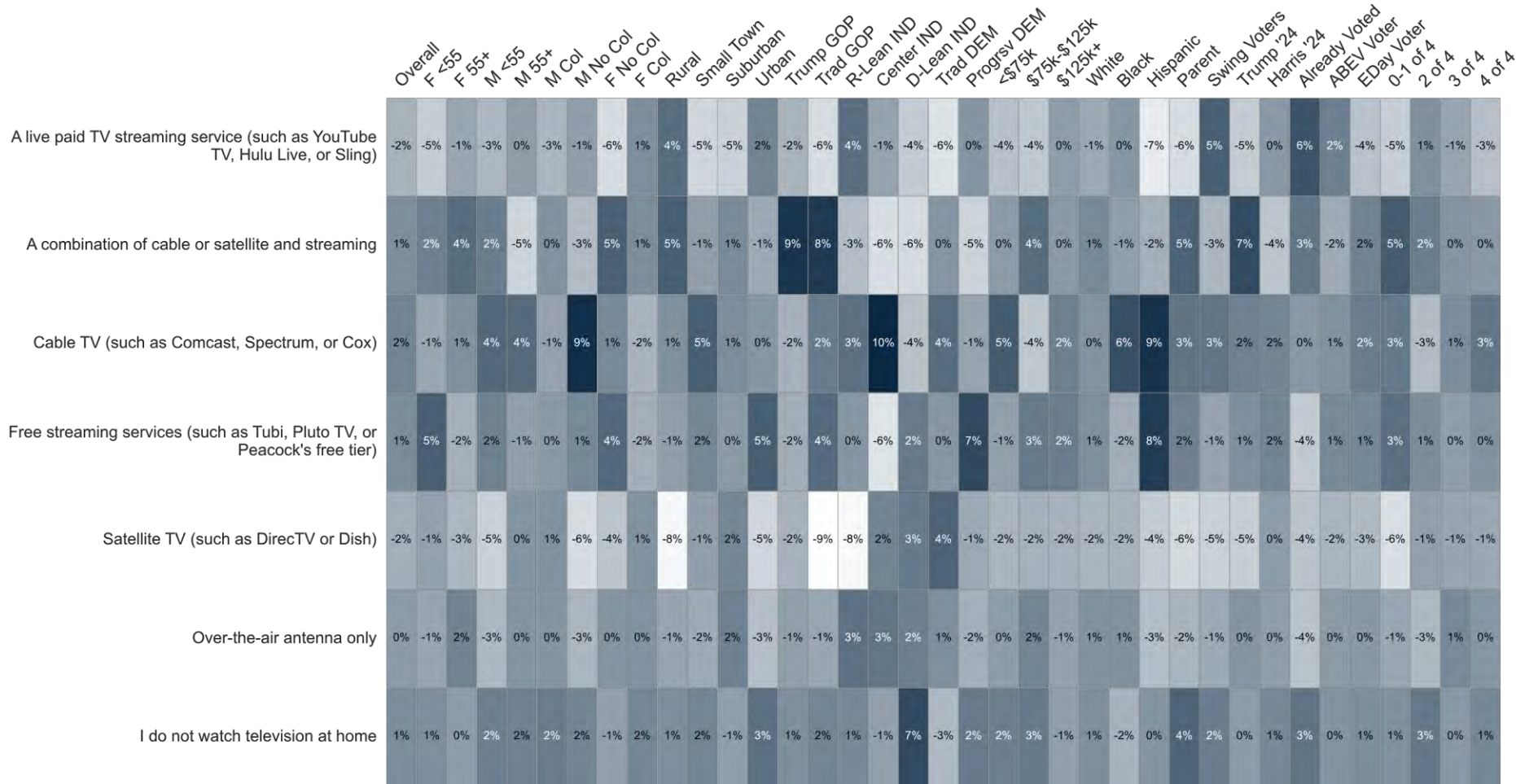
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay 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)	30%	35%	24%	35%	28%	35%	29%	26%	34%	33%	28%	30%	33%	31%	27%	30%	34%	36%	24%	34%	25%	30%	37%	32%	25%	31%	36%	33%	30%	31%	29%	32%	25%	34%	31%	31%	33%	32%	29%
A combination of cable or satellite and streaming	18%	17%	22%	16%	18%	21%	13%	17%	23%	18%	19%	20%	14%	21%	22%	16%	15%	19%	18%	15%	12%	23%	22%	18%	17%	16%	18%	15%	19%	16%	21%	17%	20%	17%	18%	15%	14%	19%	20%
Cable TV (such as Comcast, Spectrum, or Cox)	16%	8%	22%	10%	22%	11%	21%	17%	13%	13%	19%	15%	16%	17%	18%	15%	20%	6%	20%	12%	19%	12%	14%	16%	23%	16%	10%	17%	16%	15%	17%	16%	17%	15%	15%	11%	13%	12%	19%
Free streaming services (such as Tubi, Pluto TV, or Peacock's free tier)	15%	21%	11%	17%	9%	10%	16%	22%	9%	19%	14%	13%	16%	14%	16%	15%	12%	15%	14%	16%	21%	13%	9%	14%	19%	19%	17%	15%	14%	16%	15%	14%	14%	16%	23%	17%	14%	12%	
Satellite TV (such as DirecTV or Dish)	7%	3%	8%	3%	12%	7%	7%	6%	5%	6%	8%	7%	4%	9%	4%	3%	8%	4%	12%	5%	7%	7%	5%	7%	6%	6%	3%	3%	8%	4%	6%	6%	9%	5%	6%	3%	6%	6%	8%
Over-the-air antenna only	4%	4%	7%	2%	5%	3%	4%	6%	5%	3%	4%	6%	3%	2%	5%	7%	6%	3%	8%	4%	6%	5%	2%	4%	6%	3%	3%	4%	5%	3%	4%	5%	4%	4%	5%	5%	3%	5%	5%
I do not watch television at home	10%	12%	5%	17%	7%	14%	10%	7%	11%	9%	9%	10%	14%	7%	7%	15%	5%	17%	5%	15%	10%	10%	11%	9%	5%	9%	13%	13%	9%	14%	8%	10%	11%	11%	10%	13%	15%	12%	8%

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

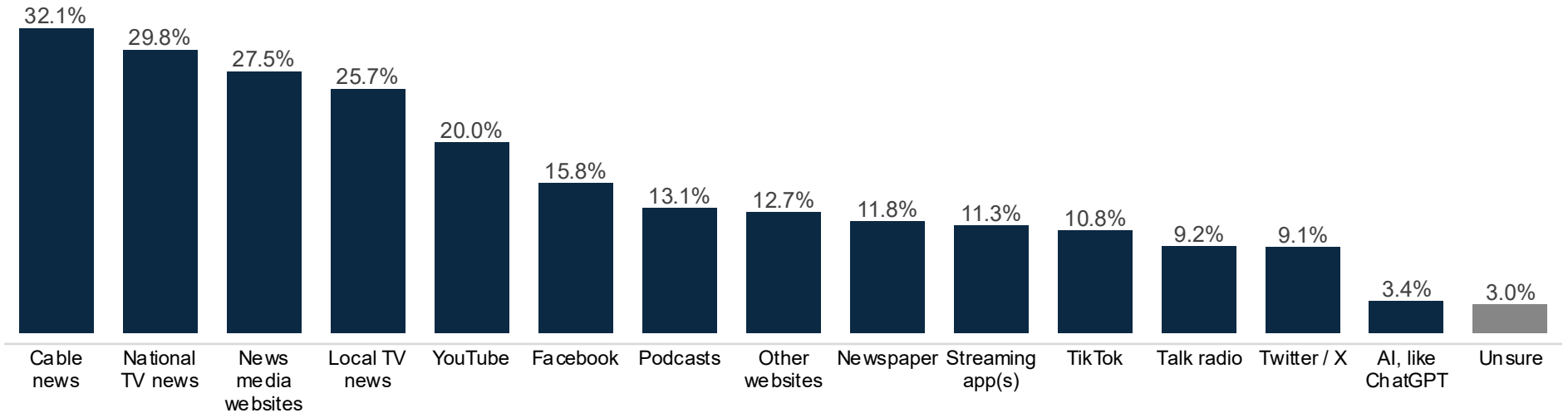
Trend: Television Service



Percent Change: Television Service (Oct 2 to 24, '26)



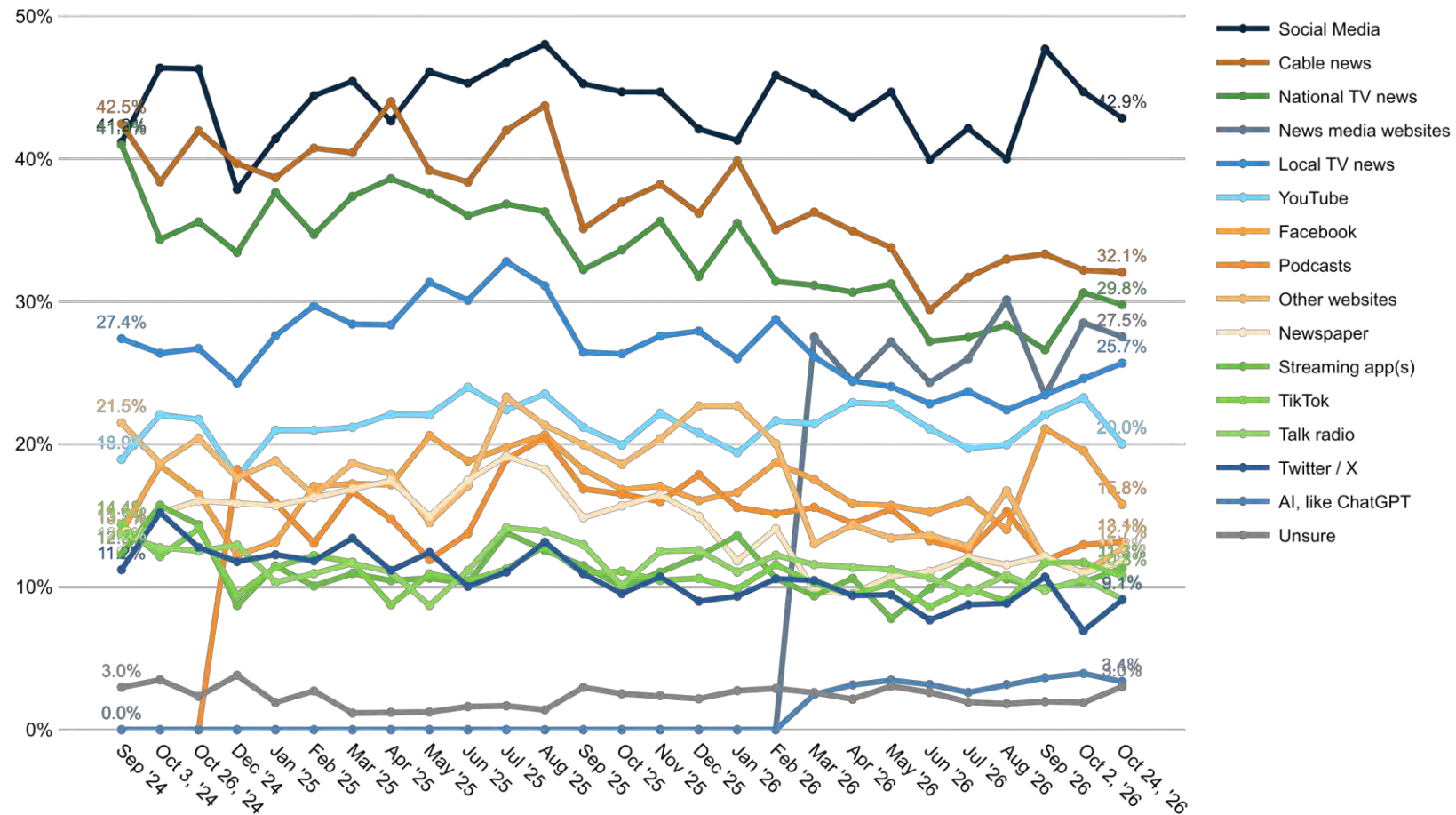
News Source



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	43%	53%	29%	61%	30%	42%	49%	46%	34%	45%	36%	41%	52%	48%	42%	44%	44%	42%	37%	43%	49%	40%	41%	40%	51%	45%	49%	46%	41%	47%	46%	38%	38%	44%	45%	62%	50%	45%	34%
Cable news	32%	21%	39%	25%	44%	38%	32%	28%	33%	32%	34%	31%	31%	42%	37%	30%	29%	22%	30%	29%	27%	32%	38%	33%	37%	33%	26%	25%	34%	26%	38%	28%	31%	32%	33%	28%	24%	27%	37%
National TV news	30%	26%	42%	17%	32%	23%	26%	35%	34%	28%	33%	30%	27%	14%	24%	27%	41%	27%	52%	31%	34%	30%	24%	28%	42%	30%	22%	30%	31%	29%	19%	41%	35%	27%	29%	20%	29%	29%	34%
News media websites	28%	33%	24%	29%	24%	36%	18%	23%	35%	22%	27%	30%	29%	17%	20%	29%	25%	43%	24%	40%	22%	29%	33%	29%	23%	23%	31%	25%	29%	24%	21%	35%	30%	30%	24%	24%	21%	29%	30%
Local TV news	26%	19%	37%	19%	27%	20%	25%	31%	25%	31%	26%	25%	21%	19%	26%	27%	30%	28%	36%	21%	29%	24%	23%	26%	31%	25%	21%	27%	24%	30%	23%	28%	26%	24%	26%	18%	25%	30%	27%
YouTube	20%	18%	11%	36%	18%	25%	29%	19%	9%	17%	14%	21%	27%	22%	14%	21%	17%	29%	17%	25%	25%	18%	17%	17%	29%	21%	19%	23%	21%	19%	17%	22%	19%	20%	20%	30%	27%	23%	14%
Facebook	16%	23%	15%	16%	8%	8%	16%	22%	16%	21%	16%	13%	15%	20%	21%	12%	18%	11%	16%	9%	19%	16%	12%	16%	15%	19%	22%	19%	14%	19%	20%	11%	13%	14%	19%	18%	20%	15%	14%
Podcasts	13%	12%	9%	22%	10%	17%	15%	10%	12%	8%	17%	13%	14%	12%	13%	13%	9%	21%	13%	13%	11%	13%	15%	14%	11%	13%	17%	11%	14%	12%	12%	14%	15%	13%	12%	14%	7%	15%	14%
Other websites	13%	13%	11%	14%	13%	15%	12%	10%	14%	10%	12%	16%	8%	9%	13%	16%	12%	28%	4%	17%	11%	13%	15%	13%	9%	8%	13%	14%	13%	12%	11%	12%	12%	15%	12%	12%	15%	11%	13%
Newspaper	12%	10%	14%	11%	12%	15%	9%	8%	16%	11%	11%	11%	14%	5%	10%	8%	12%	11%	14%	19%	10%	10%	15%	13%	10%	10%	11%	11%	13%	8%	8%	18%	12%	10%	13%	12%	11%	9%	13%
Streaming app(s)	11%	14%	9%	9%	13%	10%	11%	13%	10%	11%	10%	12%	12%	16%	12%	6%	6%	13%	10%	12%	12%	11%	11%	11%	15%	11%	10%	9%	12%	10%	12%	11%	12%	13%	10%	15%	12%	10%	10%
TikTok	11%	24%	3%	13%	3%	7%	9%	15%	11%	13%	8%	11%	12%	8%	7%	8%	11%	8%	11%	16%	16%	7%	8%	8%	17%	16%	15%	13%	11%	12%	8%	12%	7%	13%	11%	22%	15%	11%	6%
Talk radio	9%	9%	8%	8%	13%	7%	13%	7%	10%	10%	13%	9%	6%	14%	10%	16%	6%	7%	9%	5%	7%	12%	9%	9%	6%	10%	12%	9%	9%	9%	12%	7%	8%	10%	9%	6%	11%	8%	10%
Twitter / X	9%	8%	3%	18%	8%	13%	13%	5%	6%	7%	6%	8%	17%	12%	9%	16%	9%	7%	8%	6%	7%	9%	13%	9%	12%	8%	11%	9%	8%	11%	12%	5%	6%	10%	11%	14%	8%	11%	7%
AI, like ChatGPT	3%	3%	2%	8%	1%	6%	3%	3%	2%	3%	3%	3%	6%	5%	2%	3%	3%	3%	2%	4%	3%	4%	3%	2%	7%	6%	5%	4%	2%	4%	2%	2%	5%	3%	7%	5%	3%	2%	
Unsure	3%	2%	3%	4%	4%	4%	3%	2%	3%	4%	4%	2%	3%	3%	2%	4%	3%	1%	2%	2%	3%	3%	2%	3%	2%	2%	3%	4%	3%	4%	3%	2%	4%	2%	3%	2%	3%	2%	4%

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

Trend: News Source

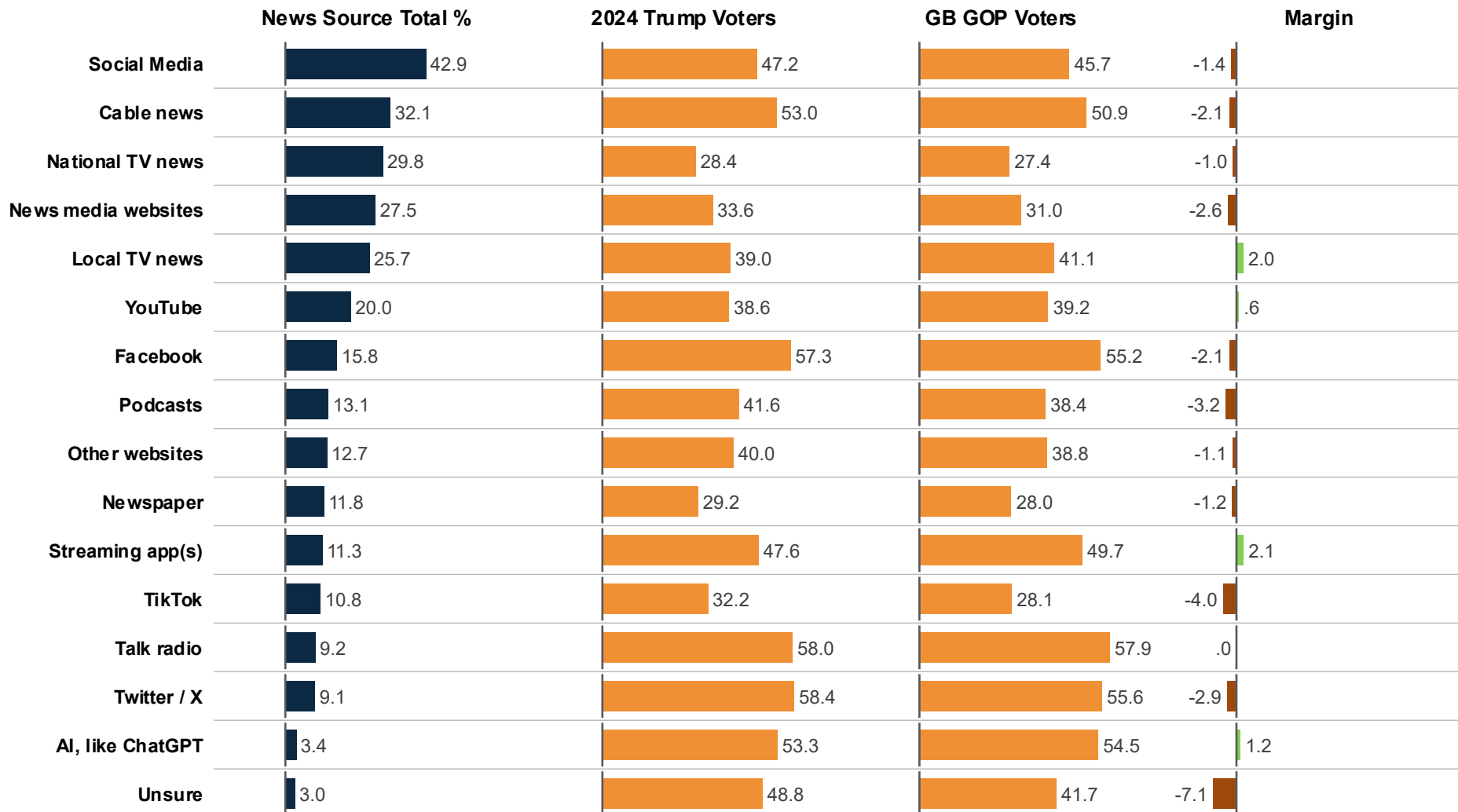


Percent Change: News Source (Oct 2 to 24, '26)

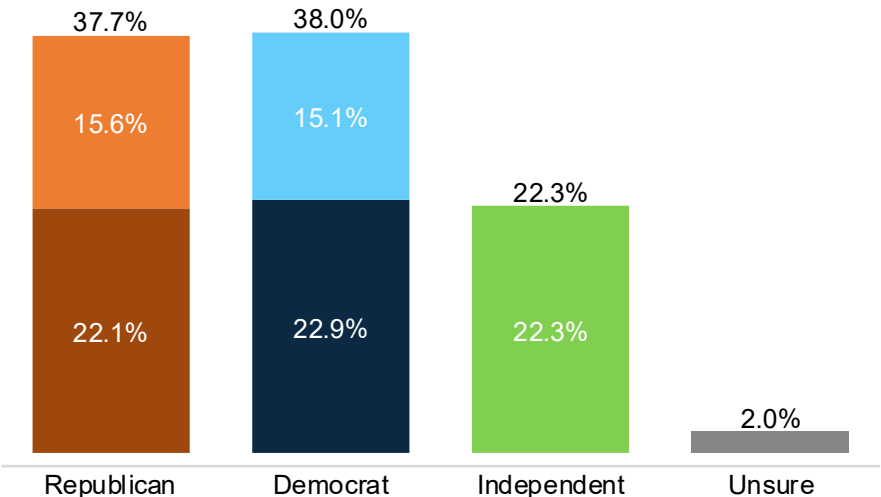


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	-2%	-5%	-2%	1%	0%	0%	1%	-2%	-6%	0%	-7%	-2%	2%	-1%	-3%	-6%	3%	-3%	-6%	1%	-1%	-5%	1%	1%	-15%	-9%	-6%	-2%	-1%	-3%	-13%	5%	-3%	-3%	-5%	0%	-2%
Cable news	0%	2%	-2%	3%	-3%	5%	-4%	0%	0%	2%	-2%	-4%	10%	1%	-3%	1%	1%	3%	-9%	3%	-2%	-1%	5%	-2%	11%	6%	4%	-2%	0%	-1%	5%	-3%	2%	7%	1%	0%	-3%
National TV news	-1%	-1%	1%	-2%	-1%	-3%	0%	0%	-1%	1%	3%	-2%	-5%	-4%	-4%	9%	3%	-8%	14%	-6%	1%	-3%	-2%	-1%	5%	1%	-3%	-3%	3%	3%	-6%	0%	1%	-5%	2%	-1%	
News media websites	-1%	2%	-2%	-2%	-2%	-1%	-3%	0%	0%	-5%	-1%	0%	1%	1%	-4%	1%	-8%	13%	-5%	0%	1%	-1%	-3%	-2%	6%	3%	3%	0%	0%	0%	10%	-2%	-3%	4%	-3%	3%	-3%
Local TV news	1%	-1%	4%	3%	-2%	1%	-1%	3%	0%	1%	-1%	3%	2%	-1%	1%	7%	-1%	-1%	7%	-2%	4%	-3%	0%	1%	8%	0%	2%	3%	1%	1%	14%	-4%	3%	-1%	3%	10%	-1%
YouTube	-3%	-8%	-2%	0%	-2%	1%	-2%	-2%	-9%	-3%	-4%	-5%	-1%	0%	-4%	-14%	-6%	2%	-4%	-2%	-2%	-4%	-2%	-3%	-10%	-2%	-9%	-5%	-4%	-2%	-17%	0%	-4%	-9%	5%	0%	-5%
Facebook	-4%	-4%	-3%	-4%	-4%	-6%	-3%	-4%	-2%	0%	-5%	-5%	-1%	-4%	-5%	-4%	-1%	-3%	-2%	-5%	-5%	-1%	-5%	-3%	-12%	0%	-6%	-2%	-2%	-4%	-12%	-1%	-3%	-8%	-6%	-5%	-2%
Podcasts	0%	-5%	-1%	5%	1%	0%	6%	-1%	-4%	-4%	4%	-1%	1%	-3%	3%	-9%	-1%	4%	6%	-3%	3%	-2%	-1%	-1%	4%	2%	2%	-3%	-1%	2%	2%	1%	-1%	7%	-8%	1%	0%
Other websites	2%	2%	3%	0%	1%	0%	2%	3%	2%	1%	-1%	5%	-3%	-2%	7%	-2%	-1%	16%	-7%	3%	2%	2%	1%	2%	3%	3%	1%	6%	2%	0%	-2%	3%	1%	3%	1%	-2%	3%
Newspaper	1%	4%	-1%	3%	-2%	-2%	2%	0%	4%	4%	0%	0%	1%	0%	0%	-3%	0%	-6%	2%	5%	3%	-1%	1%	0%	1%	0%	1%	-1%	-1%	4%	-2%	-1%	2%	7%	1%	0%	-1%
Streaming app(s)	1%	1%	2%	-1%	2%	0%	1%	0%	3%	0%	2%	0%	2%	1%	5%	-3%	-5%	3%	3%	1%	2%	3%	-1%	1%	3%	5%	1%	0%	1%	1%	1%	3%	0%	3%	4%	-5%	2%
TikTok	-1%	-3%	-2%	1%	1%	2%	0%	-2%	-3%	1%	-1%	-1%	-2%	-2%	-4%	3%	0%	-3%	-4%	4%	-1%	-3%	-1%	0%	-10%	-5%	-2%	-1%	-3%	0%	-5%	3%	-2%	-6%	-2%	-3%	1%
Talk radio	-1%	1%	-3%	-3%	0%	-5%	2%	-2%	-1%	-4%	3%	-2%	-2%	-2%	-6%	3%	-4%	-3%	3%	0%	0%	-1%	-4%	-3%	-2%	0%	2%	0%	-4%	1%	2%	-1%	-2%	-2%	3%	-2%	-2%
Twitter / X	2%	1%	1%	4%	4%	2%	6%	0%	1%	1%	-1%	2%	5%	0%	4%	4%	5%	4%	4%	-1%	1%	-1%	6%	3%	2%	0%	1%	1%	3%	0%	-1%	5%	2%	5%	-4%	5%	2%
AI, like ChatGPT	-1%	-4%	1%	0%	0%	1%	-1%	-2%	0%	0%	2%	-2%	-2%	-1%	1%	-1%	0%	-1%	-2%	-1%	-2%	0%	1%	0%	-6%	-1%	1%	2%	0%	-1%	-1%	1%	-1%	-4%	-1%	-1%	1%
Unsure	1%	1%	1%	2%	1%	2%	2%	0%	1%	2%	1%	1%	1%	1%	0%	2%	2%	0%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-2%	2%

News Source Performance



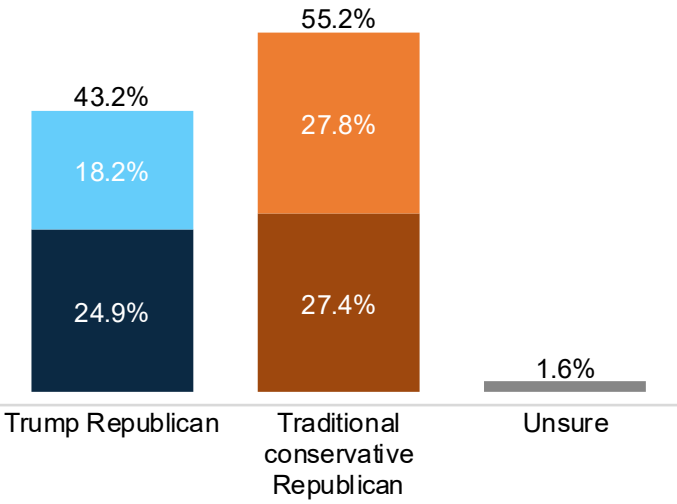
Partisanship by Response



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican	38%	28%	40%	34%	50%	41%	42%	39%	29%	51%	41%	36%	27%	32%	38%	44%	46%	8%	30%	41%	35%	37%	37%	76%	4%	30%	36%	45%	36%	43%	39%	37%
Independent	22%	22%	18%	27%	24%	24%	28%	18%	22%	22%	23%	23%	21%	22%	22%	23%	23%	19%	18%	22%	42%	19%	34%	19%	21%	21%	21%	24%	26%	19%	22%	22%
Democrat	38%	49%	39%	37%	25%	34%	28%	41%	48%	24%	33%	41%	50%	44%	39%	32%	30%	71%	49%	35%	16%	43%	25%	3%	74%	47%	42%	28%	36%	36%	38%	39%
Strongly Republican	22%	14%	25%	18%	31%	23%	26%	26%	13%	34%	23%	21%	14%	21%	25%	28%	4%	15%	21%	9%	25%	14%	48%	0%	19%	19%	26%	17%	23%	24%	23%	
Mostly Republican	16%	14%	15%	15%	19%	18%	16%	13%	16%	17%	17%	15%	13%	11%	16%	19%	18%	5%	15%	20%	27%	12%	24%	28%	4%	11%	16%	18%	19%	20%	15%	13%
Mostly Democratic	15%	21%	13%	16%	9%	13%	12%	15%	20%	10%	15%	16%	17%	19%	15%	12%	12%	27%	16%	15%	10%	16%	12%	2%	28%	18%	16%	13%	15%	20%	15%	14%
Strongly Democratic	23%	28%	26%	20%	16%	20%	15%	26%	28%	14%	18%	24%	32%	25%	24%	19%	18%	44%	33%	20%	6%	27%	13%	1%	46%	29%	26%	16%	20%	16%	23%	25%
Unsure	2%	1%	2%	3%	1%	1%	2%	2%	1%	4%	3%	1%	2%	2%	2%	1%	1%	1%	3%	2%	6%	1%	3%	2%	1%	2%	1%	3%	3%	2%	1%	2%

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

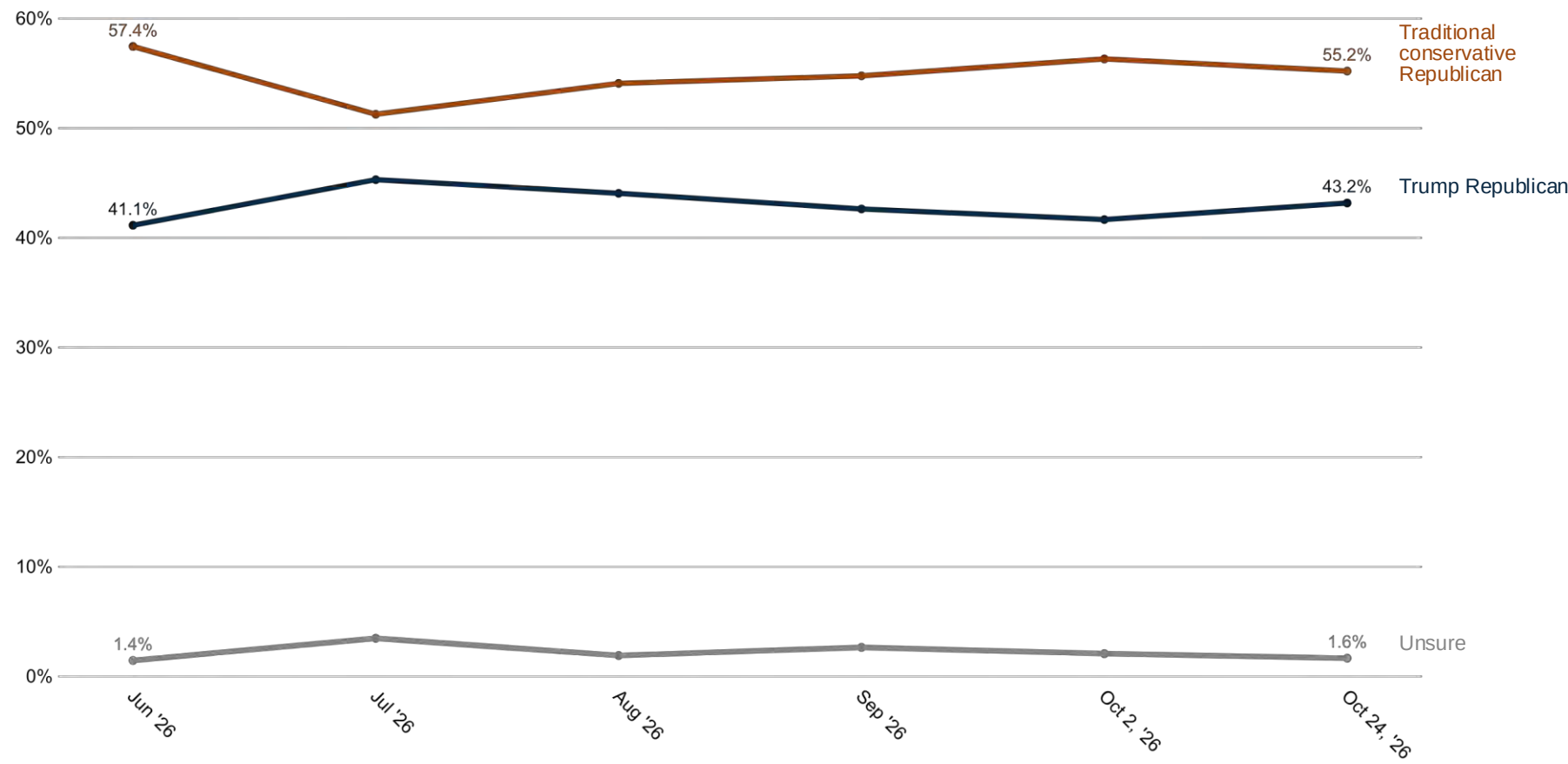
Type of Republican



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	43%	43%	44%	41%	44%	37%	50%	45%	41%	48%	36%	43%	47%	44%	47%	40%	45%	49%	27%	43%	31%	48%	31%	46%	11%	47%	45%	40%	42%	45%	40%	45%
Traditional conservative Republican	55%	54%	54%	57%	56%	63%	49%	52%	57%	50%	63%	54%	53%	53%	52%	59%	54%	39%	72%	56%	63%	51%	65%	52%	81%	52%	53%	58%	56%	50%	60%	55%
Much more a Trump Republican	25%	28%	24%	22%	25%	19%	30%	25%	26%	25%	26%	23%	28%	26%	27%	22%	26%	21%	19%	25%	12%	30%	13%	27%	8%	26%	26%	24%	25%	23%	24%	26%
Somewhat more a Trump Republican	18%	15%	20%	19%	18%	18%	20%	20%	14%	23%	10%	20%	18%	18%	21%	18%	19%	28%	8%	17%	19%	18%	18%	19%	4%	21%	20%	16%	18%	22%	15%	18%
Somewhat more a traditional conservative Republican	28%	32%	30%	20%	28%	30%	21%	27%	37%	25%	24%	32%	26%	28%	27%	29%	27%	22%	41%	29%	37%	26%	33%	27%	19%	25%	33%	26%	33%	25%	24%	28%
Much more a traditional conservative Republican	27%	22%	24%	36%	28%	34%	28%	25%	21%	25%	39%	22%	26%	25%	26%	31%	27%	17%	31%	27%	26%	25%	32%	25%	62%	27%	20%	33%	23%	25%	36%	27%
Unsure	2%	3%	2%	2%	0%	0%	2%	3%	2%	1%	1%	3%	1%	4%	1%	1%	1%	12%	1%	1%	6%	1%	3%	1%	8%	1%	2%	2%	2%	5%	1%	1%

What type of Republican do you more consider yourself?

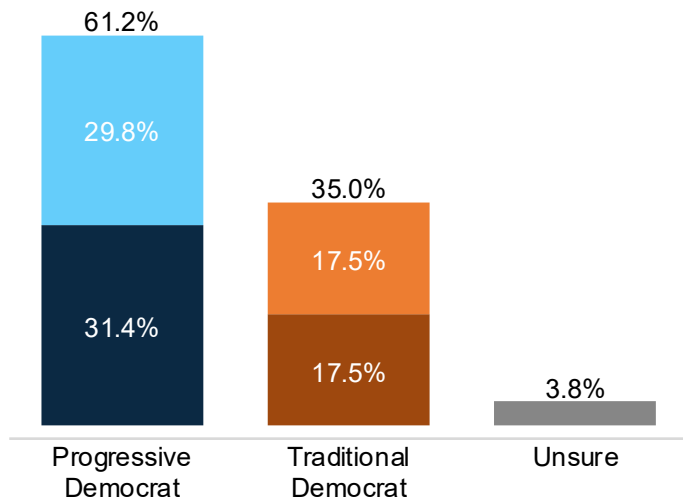
Trend: Type of Republican



Percent Change: Type of Republican (Oct 2 to 24, '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	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	2%	11%	1%	-5%	0%	1%	-3%	3%	8%	6%	-4%	1%	6%	0%	0%	1%	3%	1%	2%	0%	-6%	1%	9%	4%	-21%	0%	4%	-2%	7%	2%	-13%	6%
Traditional conservative Republican	-1%	-14%	-3%	12%	1%	7%	2%	-5%	-10%	-6%	7%	-2%	-3%	0%	0%	-4%	-1%	1%	-1%	-12%	9%	0%	-9%	-3%	14%	-1%	-5%	3%	-8%	-3%	16%	-6%
Much more a Trump Republican	2%	8%	-2%	-6%	6%	-2%	5%	0%	5%	-1%	5%	1%	-1%	2%	0%	3%	3%	-1%	3%	-28%	1%	5%	3%	3%	2%	2%	5%	-1%	0%	-1%	-3%	5%
Somewhat more a Trump Republican	0%	3%	3%	0%	-6%	3%	-8%	2%	3%	6%	-9%	0%	7%	-2%	0%	-2%	1%	2%	-1%	28%	-7%	-4%	6%	1%	-23%	-2%	-1%	-1%	7%	3%	-9%	1%
Somewhat more a traditional conservative Republican	-2%	-5%	0%	-5%	-2%	-1%	-5%	0%	-4%	-7%	-6%	4%	-7%	0%	-3%	-2%	-3%	-4%	-3%	1%	15%	-5%	-9%	-2%	-14%	-5%	5%	-6%	-6%	4%	-1%	-5%
Much more a traditional conservative Republican	1%	-10%	-3%	17%	2%	8%	7%	-5%	-7%	2%	13%	-7%	4%	0%	3%	-3%	3%	5%	2%	-13%	-7%	5%	0%	-1%	28%	4%	-10%	9%	-2%	-6%	17%	0%
Unsure	0%	3%	2%	-6%	-1%	-8%	1%	3%	2%	0%	-3%	2%	-3%	0%	0%	3%	-2%	-1%	-1%	12%	-3%	-1%	0%	-1%	8%	1%	1%	-1%	2%	0%	-3%	0%

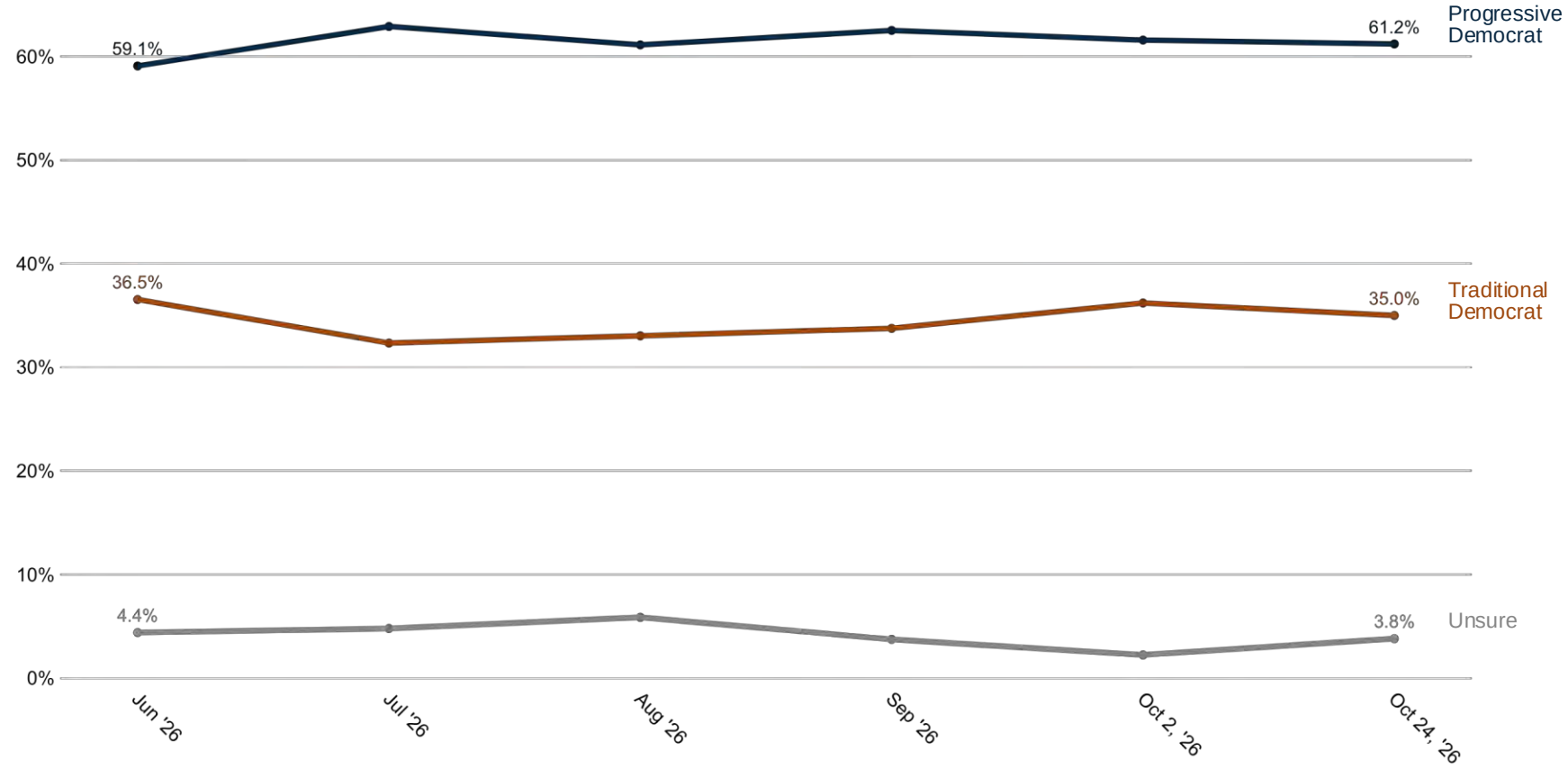
Type of Democrat



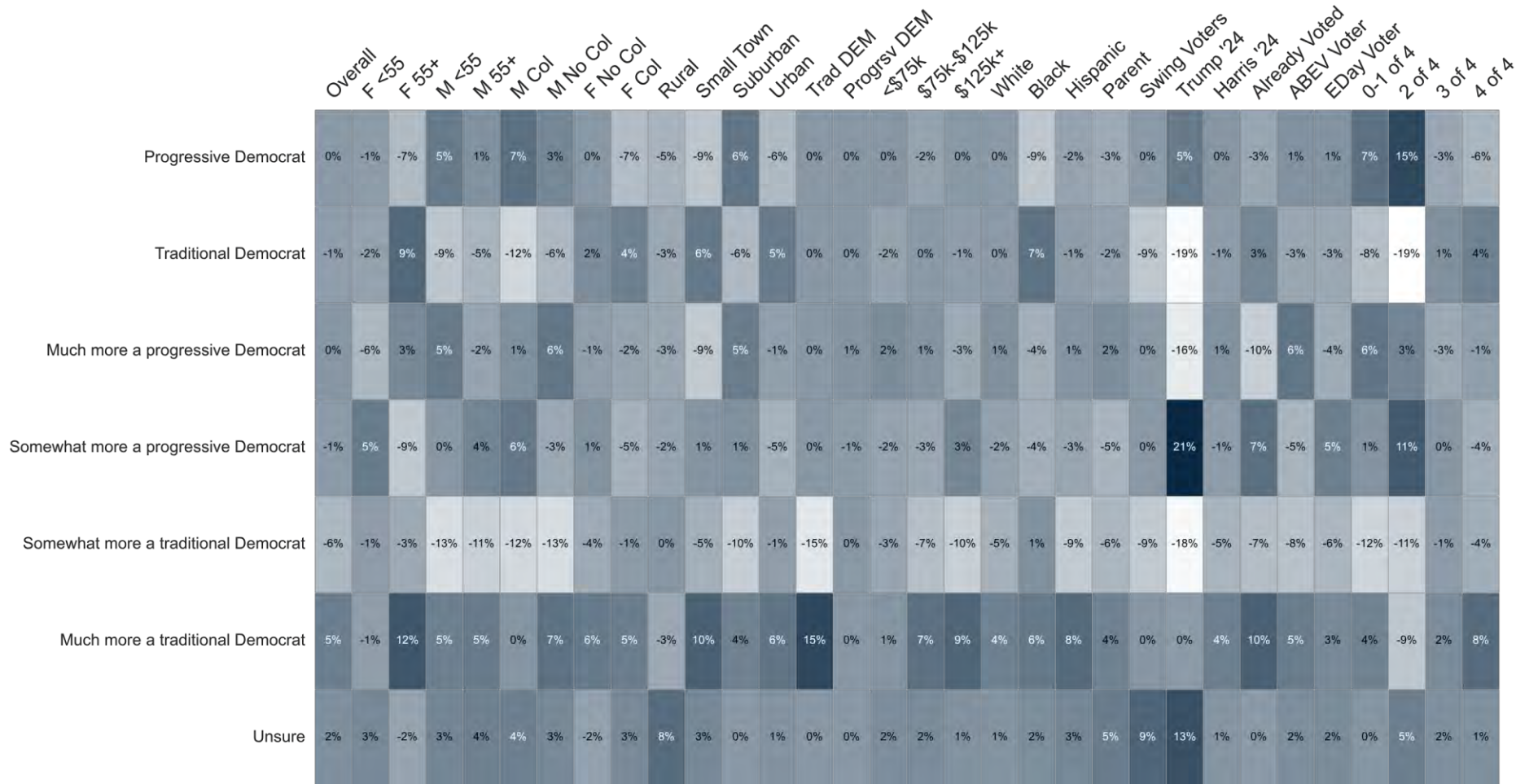
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	61%	66%	50%	72%	55%	71%	60%	55%	63%	49%	58%	67%	59%	59%	62%	66%	67%	48%	52%	61%	47%	65%	43%	34%	63%	58%	66%	59%	65%	65%	60%	60%
Traditional Democrat	35%	29%	48%	23%	40%	24%	36%	42%	33%	42%	39%	30%	37%	37%	33%	32%	30%	46%	45%	33%	38%	32%	48%	50%	34%	39%	30%	37%	32%	28%	34%	37%
Much more a progressive Democrat	31%	36%	21%	46%	20%	37%	35%	28%	30%	25%	26%	31%	38%	34%	32%	27%	31%	28%	31%	35%	15%	33%	23%	4%	32%	29%	37%	26%	38%	28%	38%	29%
Somewhat more a progressive Democrat	30%	31%	29%	26%	35%	34%	25%	27%	33%	24%	31%	35%	21%	25%	30%	38%	36%	20%	21%	26%	32%	32%	20%	30%	30%	29%	29%	32%	27%	37%	23%	31%
Somewhat more a traditional Democrat	18%	18%	24%	8%	18%	12%	13%	23%	18%	27%	19%	15%	17%	21%	16%	12%	16%	22%	24%	17%	28%	17%	21%	13%	18%	20%	13%	20%	21%	18%	19%	16%
Much more a traditional Democrat	17%	11%	24%	15%	22%	12%	23%	19%	15%	15%	20%	16%	20%	15%	18%	20%	15%	24%	21%	16%	10%	15%	27%	37%	17%	18%	17%	17%	11%	10%	15%	21%
Unsure	4%	5%	2%	4%	5%	5%	4%	3%	4%	10%	3%	3%	4%	4%	2%	2%	6%	3%	6%	15%	3%	10%	17%	3%	3%	4%	4%	4%	7%	5%	3%	

What type of Democrat do you more consider yourself?

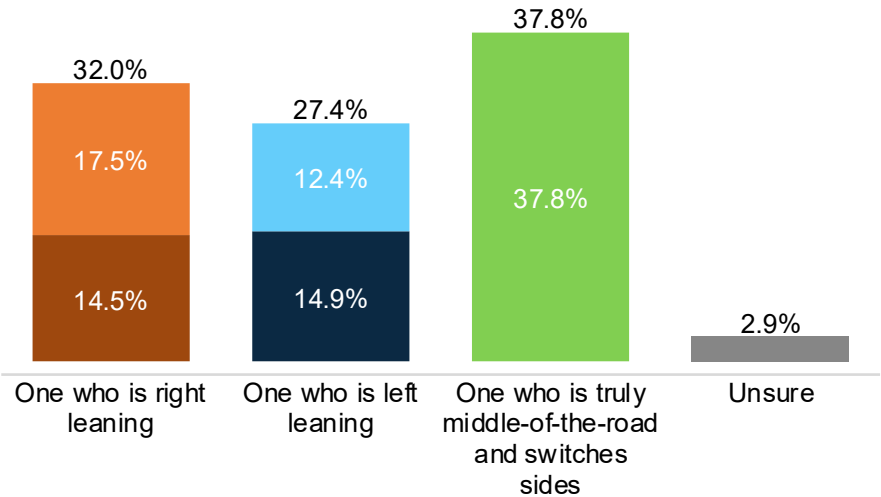
Trend: Type of Democrat



Percent Change: Type of Democrat (Oct 2 to 24, '26)



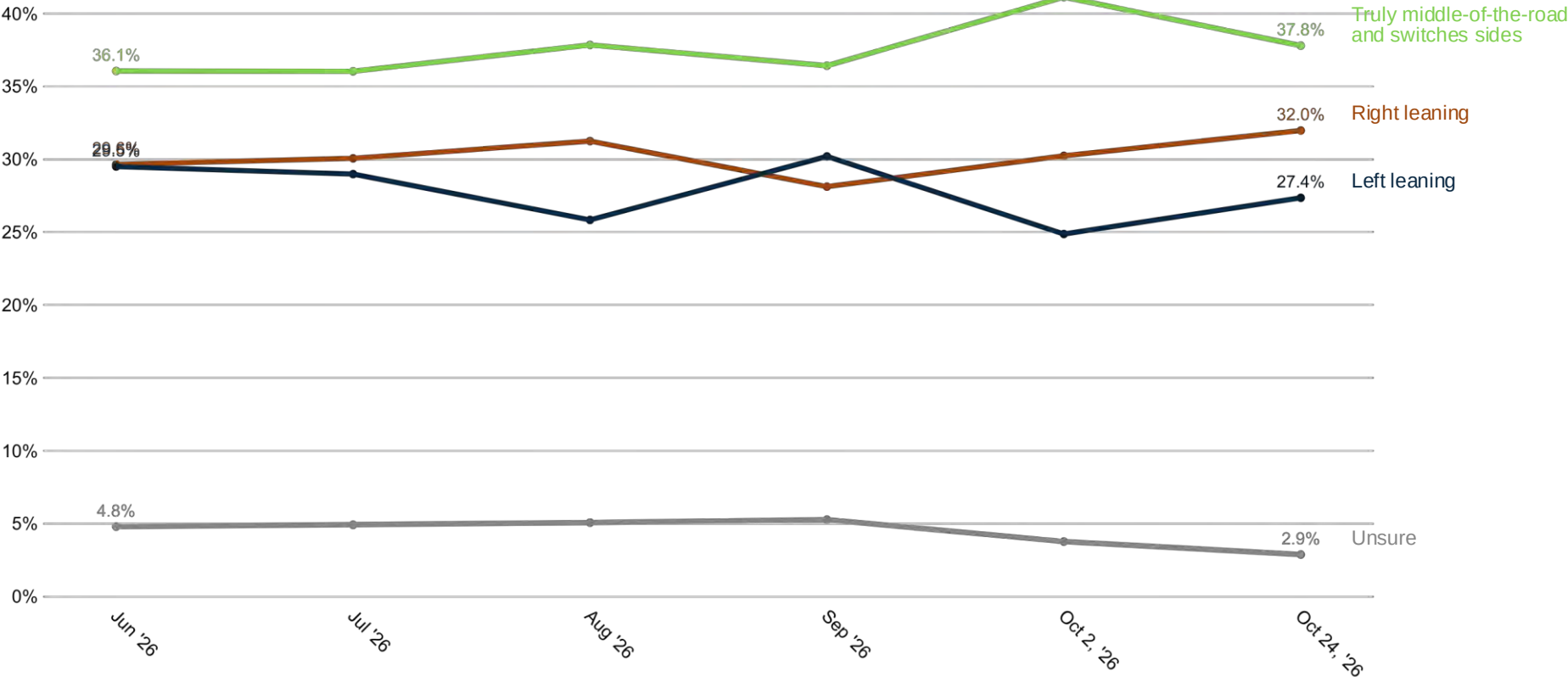
Type of Independent



	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	32%	23%	25%	37%	42%	45%	35%	27%	20%	28%	34%	34%	27%	28%	35%	33%	32%	32%	39%	31%	33%	34%	29%	59%	13%	26%	30%	38%	31%	39%	23%	34%
One who is left leaning Total	27%	32%	27%	30%	20%	32%	20%	31%	29%	25%	23%	24%	43%	33%	20%	28%	31%	17%	24%	26%	17%	35%	17%	6%	50%	41%	26%	19%	26%	23%	28%	29%
One who is more right leaning	15%	10%	12%	16%	19%	22%	14%	12%	10%	8%	17%	19%	8%	12%	15%	16%	16%	9%	14%	13%	10%	17%	11%	32%	2%	12%	13%	17%	15%	20%	5%	16%
One who is somewhat right leaning	17%	13%	12%	22%	22%	24%	21%	15%	10%	20%	17%	16%	19%	16%	21%	17%	16%	23%	25%	17%	22%	17%	18%	28%	10%	14%	17%	20%	16%	19%	18%	18%
One who is truly middle-of-the-road and switch...	38%	42%	44%	32%	34%	20%	43%	39%	48%	44%	38%	40%	27%	36%	42%	36%	35%	48%	33%	42%	46%	30%	49%	31%	35%	32%	40%	40%	42%	33%	47%	34%
One who is somewhat left leaning	12%	11%	18%	13%	8%	17%	6%	11%	18%	13%	11%	11%	16%	15%	7%	14%	16%	2%	6%	15%	10%	14%	10%	6%	21%	17%	12%	10%	8%	19%	11%	13%
One who is more left leaning	15%	21%	9%	17%	12%	15%	14%	20%	12%	12%	12%	12%	28%	18%	13%	14%	15%	15%	18%	11%	7%	20%	7%	0%	29%	24%	15%	10%	18%	4%	17%	15%
Unsure	3%	2%	4%	1%	5%	3%	3%	3%	3%	3%	4%	2%	3%	4%	2%	3%	3%	3%	4%	1%	4%	1%	5%	4%	2%	1%	4%	3%	2%	5%	1%	3%

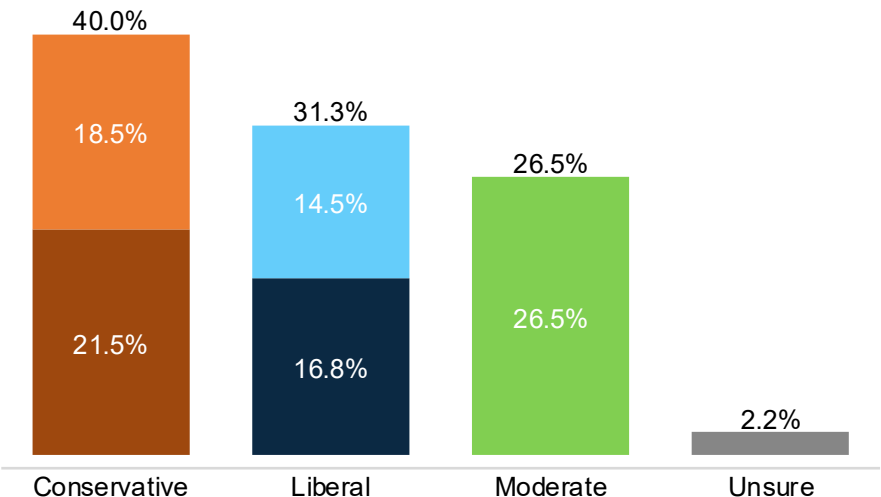
What type of Independent do you more consider yourself?

Trend: Type of Independent



Percent Change: Type of Independent (Oct 2 to 24, '26)

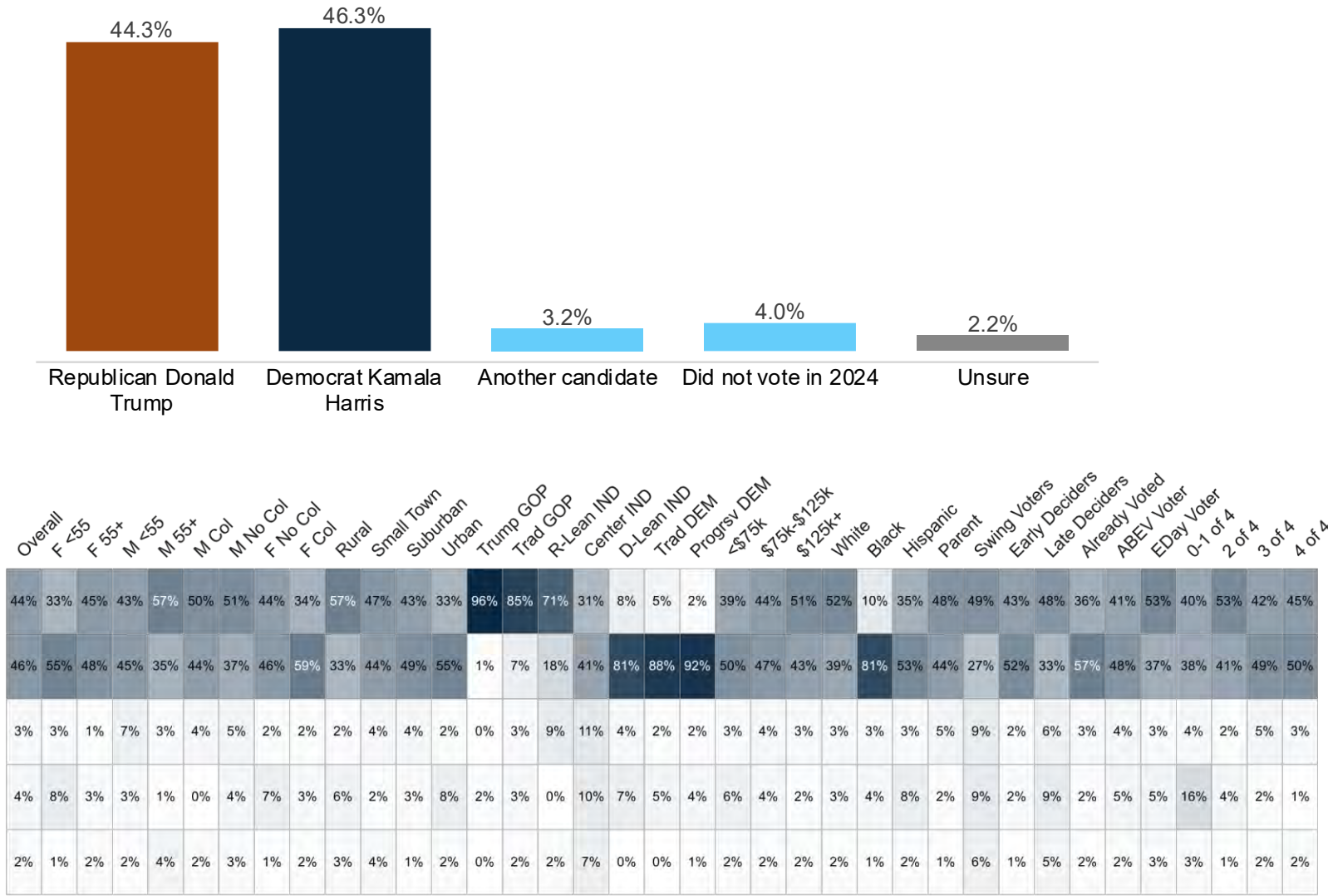
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	R-Lean IND	D-Lean IND	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	Parent	Swing Voters	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	2%	3%	4%	1%	2%	4%	1%	6%	1%	-5%	3%	5%	-2%	0%	0%	4%	7%	-1%	0%	17%	10%	0%	2%	-1%	5%	-5%	11%	-2%	6%	22%	-17%	2%
One who is left leaning Total	2%	-6%	3%	8%	5%	8%	5%	7%	-11%	0%	-2%	1%	14%	0%	0%	10%	-5%	1%	4%	-10%	5%	3%	2%	-1%	4%	30%	-7%	0%	10%	-16%	11%	2%
One who is more right leaning	2%	1%	-2%	2%	8%	11%	0%	0%	-1%	-9%	9%	6%	-5%	5%	0%	-3%	9%	3%	3%	6%	2%	2%	2%	3%	0%	5%	5%	1%	4%	14%	-13%	4%
One who is somewhat right leaning	0%	2%	6%	-2%	-6%	-7%	1%	6%	2%	3%	-5%	0%	3%	-5%	0%	7%	-2%	-4%	-3%	12%	9%	-2%	0%	-3%	5%	-10%	6%	-3%	2%	8%	-4%	-2%
One who is truly middle-of-the-road and switches sides	-3%	11%	-10%	-10%	-6%	-13%	-6%	-5%	8%	8%	-5%	-3%	-11%	0%	0%	-8%	-2%	-4%	-4%	5%	-16%	1%	-5%	0%	-9%	-21%	-2%	0%	-8%	-6%	7%	-5%
One who is somewhat left leaning	3%	-1%	6%	7%	-1%	6%	2%	1%	3%	7%	-2%	3%	6%	0%	8%	7%	1%	1%	6%	-3%	-4%	8%	4%	3%	3%	17%	1%	1%	5%	4%	4%	2%
One who is more left leaning	-1%	-5%	-3%	1%	5%	2%	3%	6%	-14%	-8%	1%	-2%	8%	0%	-8%	2%	-6%	0%	-2%	-7%	9%	-6%	-2%	-4%	1%	13%	-7%	0%	5%	-20%	6%	-1%
Unsure	-1%	-8%	4%	1%	-1%	1%	-1%	-8%	3%	-2%	3%	-3%	-1%	0%	0%	-6%	0%	3%	0%	-12%	0%	-3%	1%	2%	-1%	-4%	-2%	2%	-8%	0%	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	Swing Voters	Early Deciders	Late Deciders	Trump '24	Harris '24	Already Voted	ABEV Voter	EDay Voter	0-1 of 4	2 of 4	3 of 4	4 of 4
Conservative	40%	27%	40%	37%	57%	48%	46%	36%	32%	53%	44%	38%	30%	81%	81%	60%	19%	3%	16%	3%	34%	40%	45%	45%	21%	38%	40%	35%	41%	36%	75%	9%	35%	36%	47%	38%	34%	40%	42%
Liberal	31%	47%	26%	33%	18%	30%	22%	30%	43%	21%	23%	35%	42%	5%	2%	4%	9%	67%	38%	82%	33%	32%	31%	29%	36%	40%	33%	16%	36%	21%	4%	60%	38%	35%	23%	34%	30%	28%	32%
Very conservative	21%	14%	21%	20%	32%	27%	25%	21%	13%	30%	24%	19%	16%	56%	45%	17%	3%	1%	6%	1%	20%	21%	23%	25%	7%	19%	19%	8%	24%	13%	44%	3%	20%	18%	26%	20%	16%	24%	23%
Somewhat conservative	19%	14%	19%	17%	25%	21%	21%	15%	18%	23%	20%	18%	14%	25%	36%	43%	16%	3%	10%	2%	15%	19%	22%	20%	14%	18%	21%	27%	17%	23%	31%	6%	14%	18%	22%	19%	19%	16%	19%
Moderate	26%	24%	32%	26%	22%	21%	27%	32%	25%	24%	29%	27%	26%	12%	16%	34%	70%	27%	43%	14%	29%	26%	23%	24%	39%	21%	25%	44%	22%	39%	20%	30%	26%	26%	27%	23%	34%	31%	24%
Somewhat liberal	15%	19%	14%	14%	11%	14%	12%	13%	19%	12%	12%	16%	17%	1%	2%	4%	9%	36%	23%	30%	14%	13%	17%	14%	17%	18%	18%	9%	16%	11%	2%	28%	17%	15%	13%	14%	16%	11%	16%
Very liberal	17%	28%	12%	19%	7%	16%	10%	17%	24%	9%	11%	19%	25%	4%	0%	0%	0%	31%	14%	52%	19%	19%	14%	15%	19%	21%	15%	6%	20%	10%	1%	32%	21%	20%	10%	20%	14%	17%	17%
Unsure	2%	1%	2%	4%	2%	1%	5%	2%	0%	1%	5%	1%	3%	1%	1%	1%	1%	2%	3%	1%	3%	2%	1%	2%	4%	1%	2%	5%	1%	4%	1%	2%	1%	3%	3%	4%	1%	1%	2%

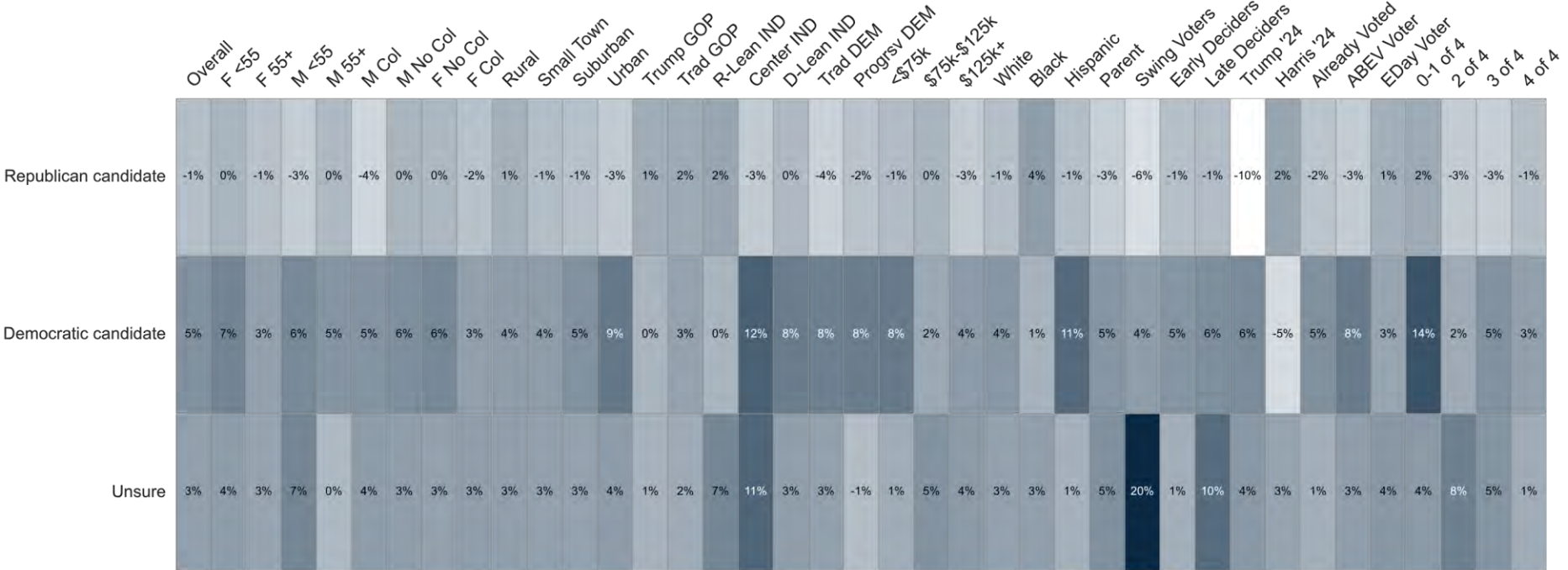
And thinking about your views toward politics and government, would you say you are...

2024 Retro Ballot



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

Percent Change: 2024 Retro Ballot to Generic Ballot



Priority, Vote Method, Direction & Ballot



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

Trump Republicans

24%

Soft Republicans

18%

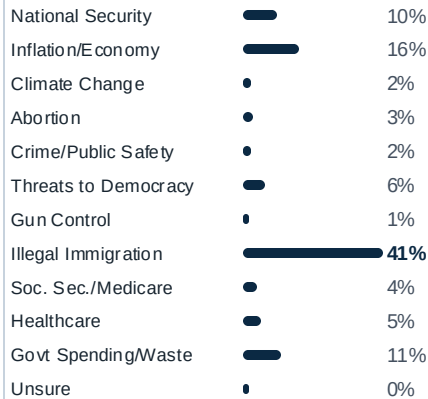
True Swing/Independents

14%

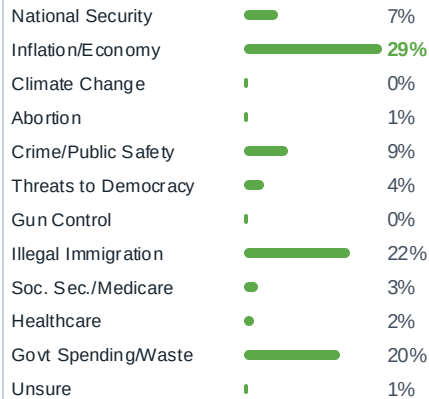
Committed Democrats

44%

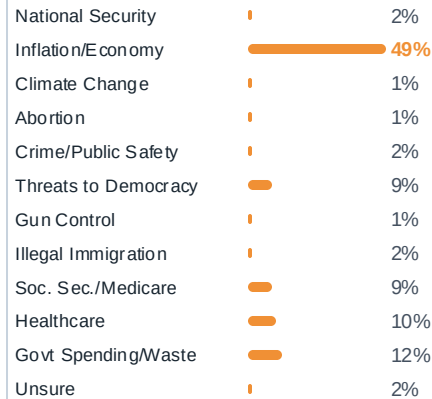
TOP PRIORITY (CONGRESS)



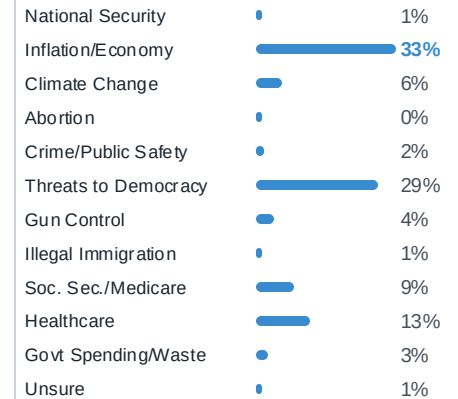
TOP PRIORITY (CONGRESS)



TOP PRIORITY (CONGRESS)



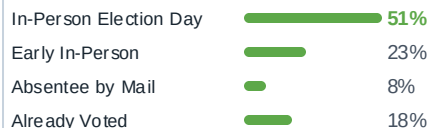
TOP PRIORITY (CONGRESS)



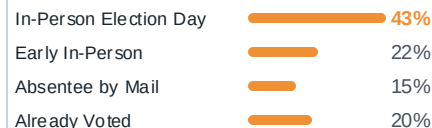
VOTE METHOD



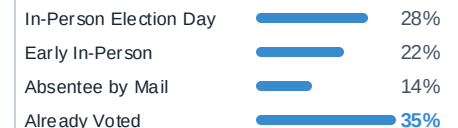
VOTE METHOD



VOTE METHOD



VOTE METHOD



COUNTRY DIRECTION



COUNTRY DIRECTION



COUNTRY DIRECTION



COUNTRY DIRECTION



GENERIC BALLOT (U.S. CONGRESS)



GENERIC BALLOT (U.S. CONGRESS)



GENERIC BALLOT (U.S. CONGRESS)



GENERIC BALLOT (U.S. CONGRESS)



Decision, DC Control & Vote Driver

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

Trump Republicans

24%

Soft Republicans

18%

True Swing/Independents

14%

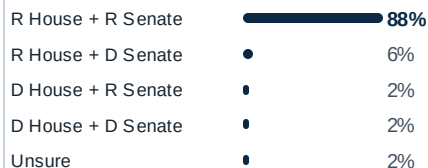
Committed Democrats

44%

WHEN DECIDED ON CONGRESS VOTE



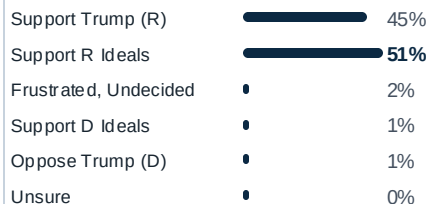
PREFERRED DC CONTROL



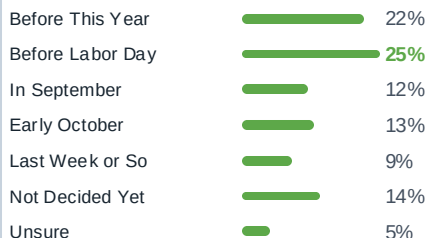
EXPECTED CONGRESS WINNER



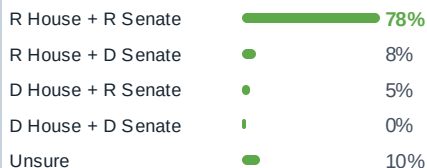
REASON FOR CONGRESSIONAL VOTE



WHEN DECIDED ON CONGRESS VOTE



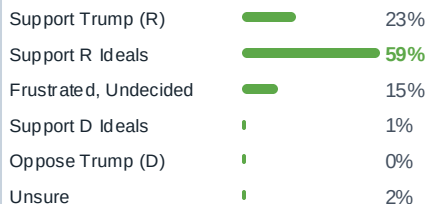
PREFERRED DC CONTROL



EXPECTED CONGRESS WINNER



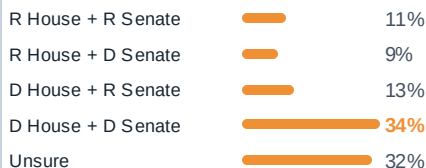
REASON FOR CONGRESSIONAL VOTE



WHEN DECIDED ON CONGRESS VOTE



PREFERRED DC CONTROL



EXPECTED CONGRESS WINNER



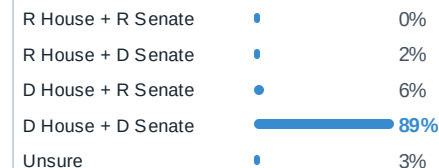
REASON FOR CONGRESSIONAL VOTE



WHEN DECIDED ON CONGRESS VOTE



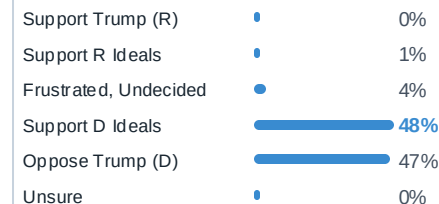
PREFERRED DC CONTROL



EXPECTED CONGRESS WINNER



REASON FOR CONGRESSIONAL VOTE



Turnout & Image

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

Trump Republicans

24%

Soft Republicans

18%

True Swing/Independents

14%

Committed Democrats

44%

MIDTERM TURNOUT MOTIVATION



MIDTERM TURNOUT MOTIVATION



MIDTERM TURNOUT MOTIVATION



MIDTERM TURNOUT MOTIVATION



DONALD TRUMP



DONALD TRUMP



DONALD TRUMP



DONALD TRUMP



MIKE JOHNSON



MIKE JOHNSON



MIKE JOHNSON



MIKE JOHNSON



HAKEEM JEFFRIES



HAKEEM JEFFRIES



HAKEEM JEFFRIES



HAKEEM JEFFRIES



REPUBLICANS IN CONGRESS



REPUBLICANS IN CONGRESS



REPUBLICANS IN CONGRESS



REPUBLICANS IN CONGRESS



DEMOCRATS IN CONGRESS



DEMOCRATS IN CONGRESS



DEMOCRATS IN CONGRESS



DEMOCRATS IN CONGRESS



Party Trust on Issues

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

Trump Republicans

24%

Soft Republicans

18%

True Swing/Independents

14%

Committed Democrats

44%

TRUST MORE: ECONOMY AND JOBS



TRUST MORE: ECONOMY AND JOBS



TRUST MORE: ECONOMY AND JOBS



TRUST MORE: ECONOMY AND JOBS



TRUST MORE: COST OF LIVING



TRUST MORE: COST OF LIVING



TRUST MORE: COST OF LIVING



TRUST MORE: COST OF LIVING



TRUST MORE: IMMIGRATION/BORDER



TRUST MORE: IMMIGRATION/BORDER



TRUST MORE: IMMIGRATION/BORDER



TRUST MORE: IMMIGRATION/BORDER



TRUST MORE: CRIME/PUBLIC SAFETY



TRUST MORE: CRIME/PUBLIC SAFETY



TRUST MORE: CRIME/PUBLIC SAFETY



TRUST MORE: CRIME/PUBLIC SAFETY



TRUST MORE: CUTTING GOVT SPENDING



TRUST MORE: CUTTING GOVT SPENDING



TRUST MORE: CUTTING GOVT SPENDING



TRUST MORE: CUTTING GOVT SPENDING



TRUST MORE: FOREIGN AFFAIRS



TRUST MORE: FOREIGN AFFAIRS



TRUST MORE: FOREIGN AFFAIRS



TRUST MORE: FOREIGN AFFAIRS



Ads & Campaign Contact



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

Trump Republicans

24%

Soft Republicans

18%

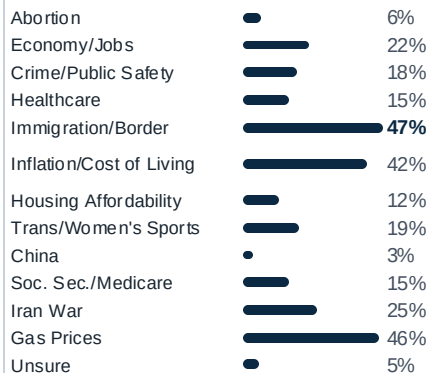
True Swing/Independents

14%

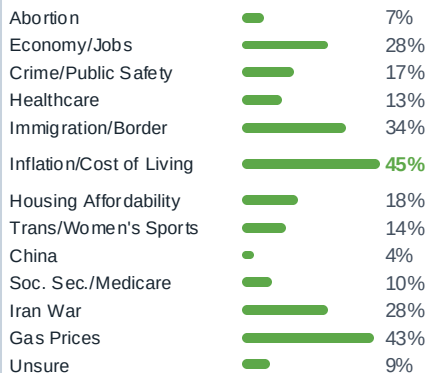
Committed Democrats

44%

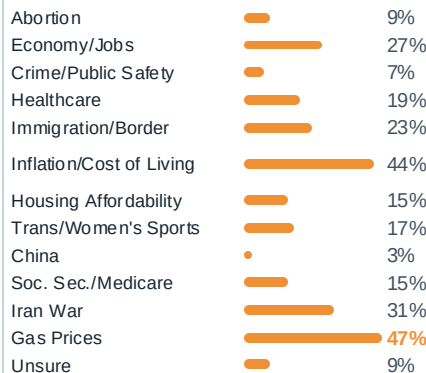
AD TOPICS RECALLED (TOP 3)



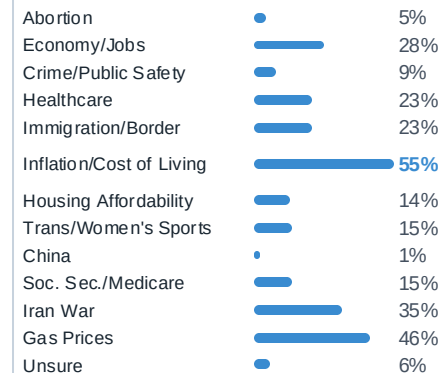
AD TOPICS RECALLED (TOP 3)



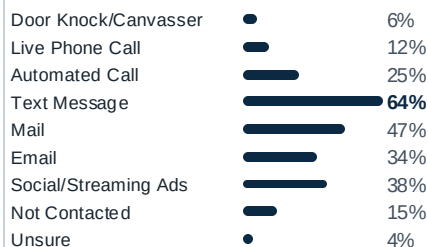
AD TOPICS RECALLED (TOP 3)



AD TOPICS RECALLED (TOP 3)



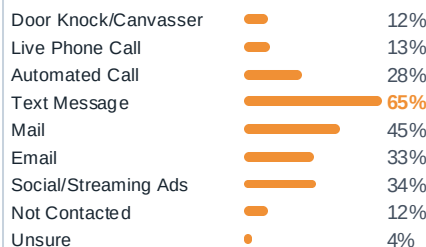
CAMPAIGN CONTACT, PAST 2 WEEKS



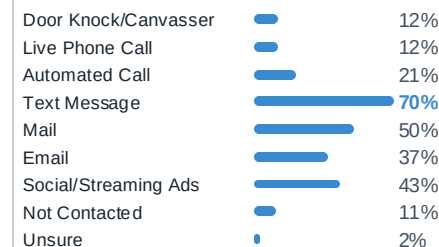
CAMPAIGN CONTACT, PAST 2 WEEKS



CAMPAIGN CONTACT, PAST 2 WEEKS



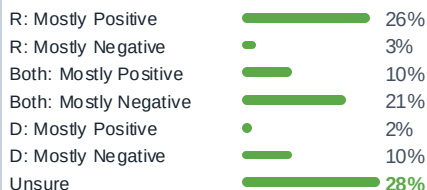
CAMPAIGN CONTACT, PAST 2 WEEKS



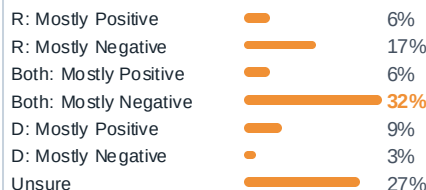
WHO CONTACTED YOU & TONE



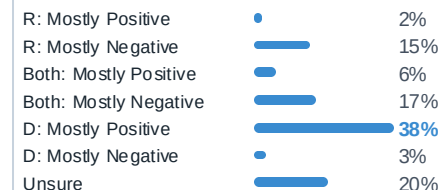
WHO CONTACTED YOU & TONE



WHO CONTACTED YOU & TONE



WHO CONTACTED YOU & TONE



Election Concerns & Results



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

Trump Republicans

24%

Soft Republicans

18%

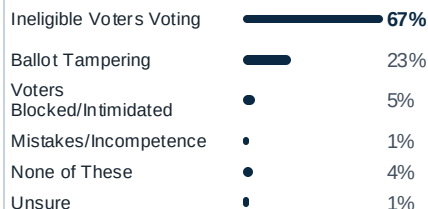
True Swing/Independents

14%

Committed Democrats

44%

TOP ELECTION CONCERN



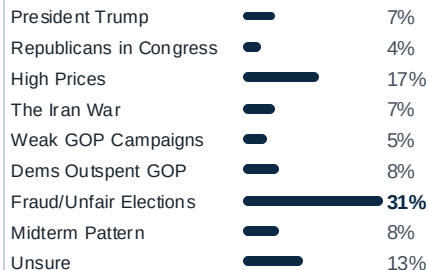
WHEN WILL CONGRESS WINNER BE KNOWN



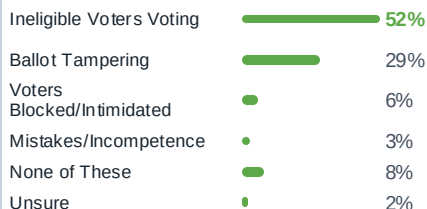
ACCEPT RESULTS IF YOUR PARTY LOSES



IF GOP LOSES: MOST RESPONSIBLE



TOP ELECTION CONCERN



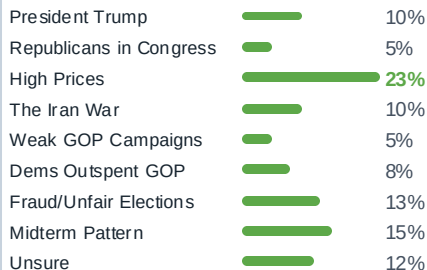
WHEN WILL CONGRESS WINNER BE KNOWN



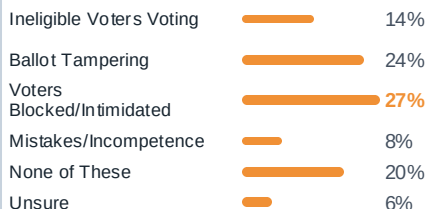
ACCEPT RESULTS IF YOUR PARTY LOSES



IF GOP LOSES: MOST RESPONSIBLE



TOP ELECTION CONCERN



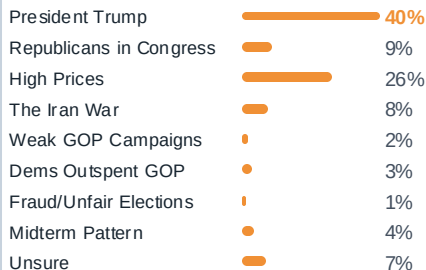
WHEN WILL CONGRESS WINNER BE KNOWN



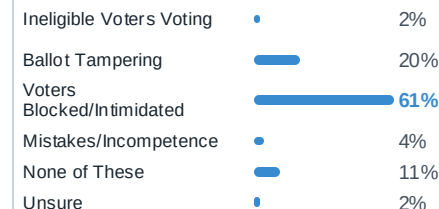
ACCEPT RESULTS IF YOUR PARTY LOSES



IF GOP LOSES: MOST RESPONSIBLE



TOP ELECTION CONCERN



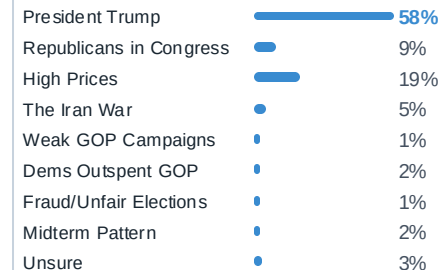
WHEN WILL CONGRESS WINNER BE KNOWN



ACCEPT RESULTS IF YOUR PARTY LOSES



IF GOP LOSES: MOST RESPONSIBLE



After the Midterms

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

Trump Republicans

24%

Soft Republicans

18%

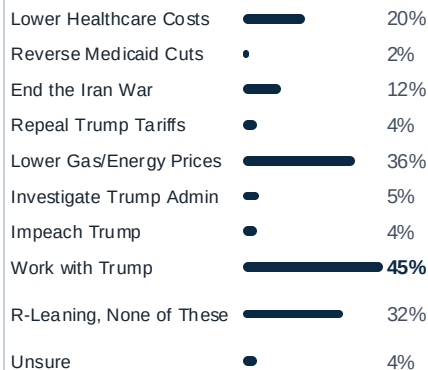
True Swing/Independents

14%

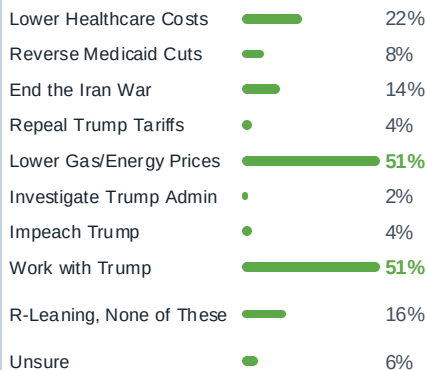
Committed Democrats

44%

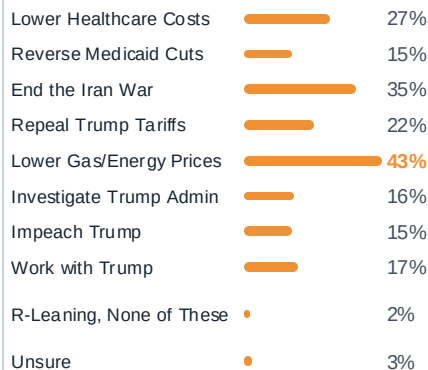
IF DEMS WIN HOUSE: TOP 2 PRIORITIES



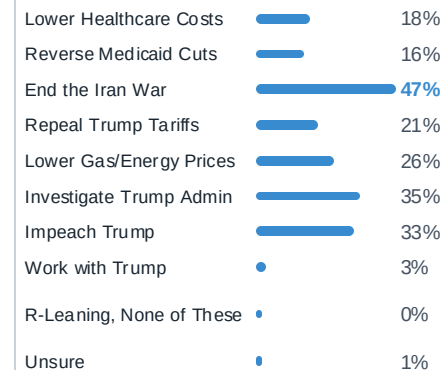
IF DEMS WIN HOUSE: TOP 2 PRIORITIES



IF DEMS WIN HOUSE: TOP 2 PRIORITIES



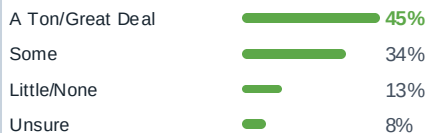
IF DEMS WIN HOUSE: TOP 2 PRIORITIES



TRUMP INFLUENCE IF GOP LOSES



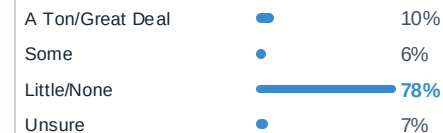
TRUMP INFLUENCE IF GOP LOSES



TRUMP INFLUENCE IF GOP LOSES



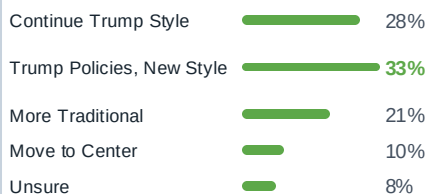
TRUMP INFLUENCE IF GOP LOSES



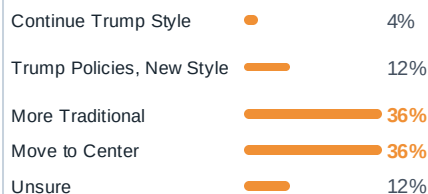
GOP DIRECTION AFTER TRUMP



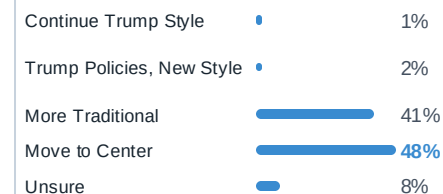
GOP DIRECTION AFTER TRUMP



GOP DIRECTION AFTER TRUMP



GOP DIRECTION AFTER TRUMP



News, TV & Voter History



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



Demographics I: Party & Age

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

Trump Republicans

24%

Soft Republicans

18%

True Swing/Independents

14%

Committed Democrats

44%

GENDER



AGE RANGE



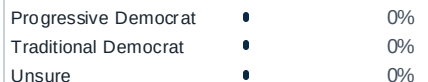
PARTISANSHIP



TYPE OF REPUBLICAN



TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



GENDER



AGE RANGE



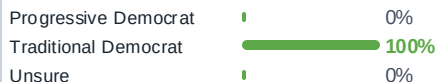
PARTISANSHIP



TYPE OF REPUBLICAN



TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



GENDER



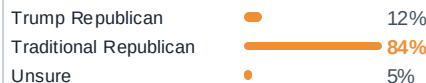
AGE RANGE



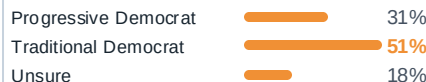
PARTISANSHIP



TYPE OF REPUBLICAN



TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



GENDER



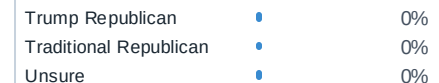
AGE RANGE



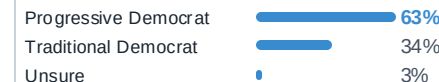
PARTISANSHIP



TYPE OF REPUBLICAN



TYPE OF DEMOCRAT



TYPE OF INDEPENDENT



Demographics II: Household

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

Trump Republicans

24%

Soft Republicans

18%

True Swing/Independents

14%

Committed Democrats

44%

IDEOLOGY



IDEOLOGY



IDEOLOGY



IDEOLOGY



MARITAL STATUS



MARITAL STATUS



MARITAL STATUS



MARITAL STATUS



COMMUNITY TYPE



COMMUNITY TYPE



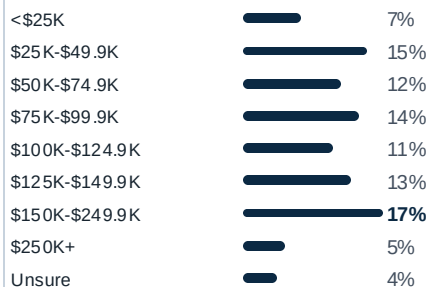
COMMUNITY TYPE



COMMUNITY TYPE



INCOME



INCOME



INCOME



INCOME



Demographics III: Race, Vote & Region



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

Trump Republicans

24%

Soft Republicans

18%

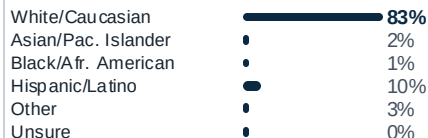
True Swing/Independents

14%

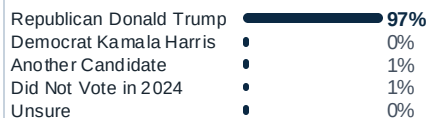
Committed Democrats

44%

RACE/ETHNICITY



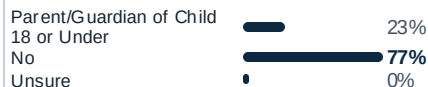
2024 RETRO BALLOT



EDUCATION



PARENTAL STATUS



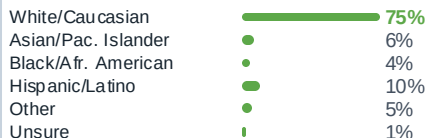
GENERAL ELECTION X OF 4



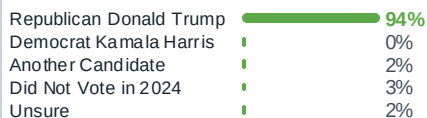
REGION



RACE/ETHNICITY



2024 RETRO BALLOT



EDUCATION



PARENTAL STATUS



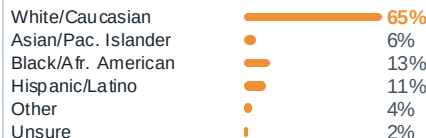
GENERAL ELECTION X OF 4



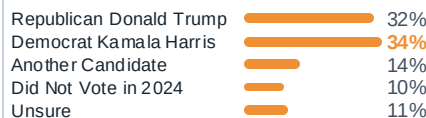
REGION



RACE/ETHNICITY



2024 RETRO BALLOT



EDUCATION



PARENTAL STATUS



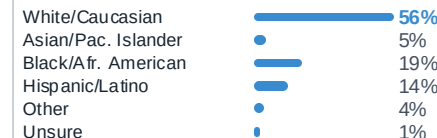
GENERAL ELECTION X OF 4



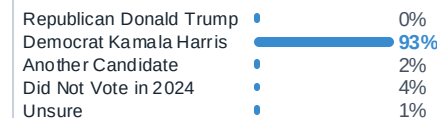
REGION



RACE/ETHNICITY



2024 RETRO BALLOT



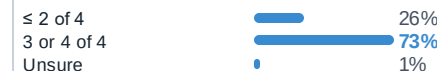
EDUCATION



PARENTAL STATUS



GENERAL ELECTION X OF 4



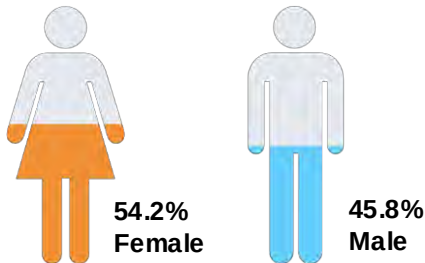
REGION



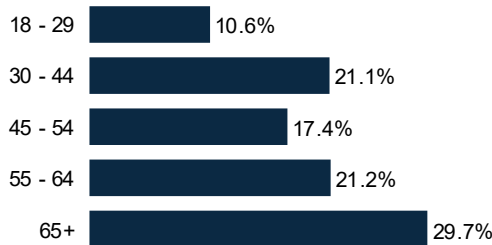
Demographics



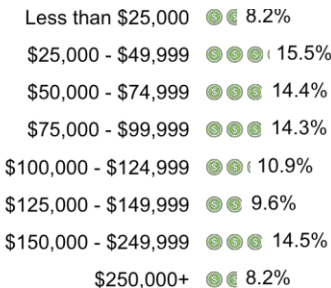
Sex



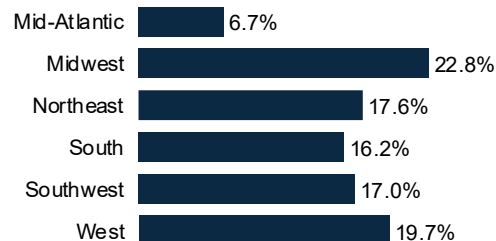
Age Range



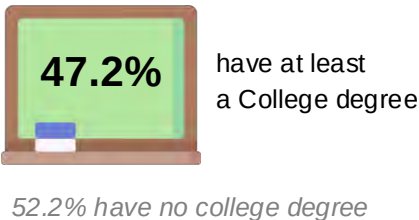
Household Income



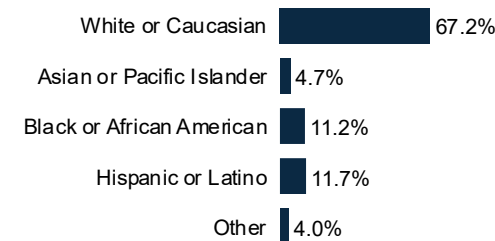
Geo - Region



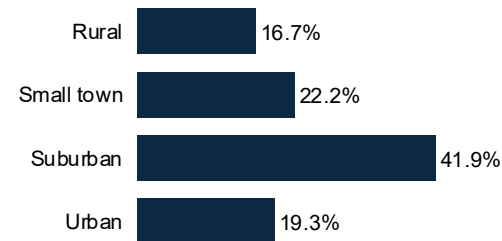
Education



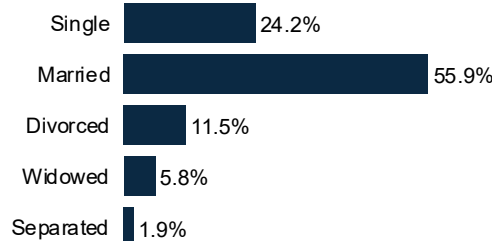
Race/Ethnicity



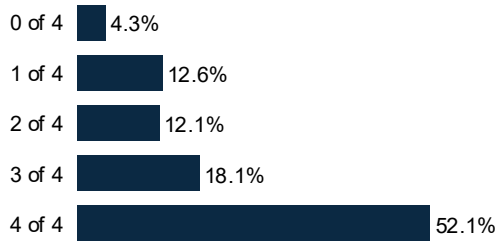
Community Type



Marital Status



General Election X of 4



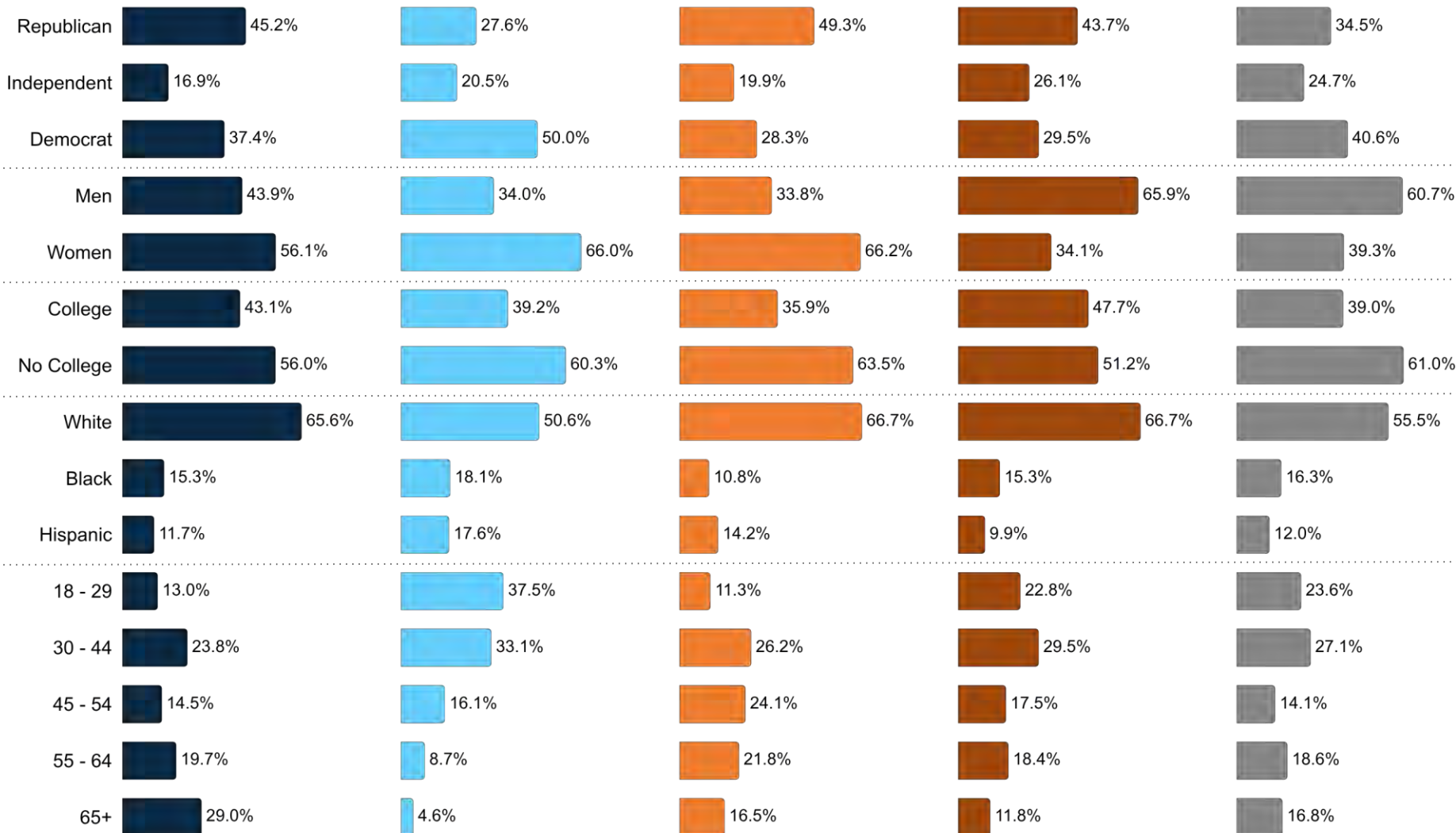
Streaming app(s)

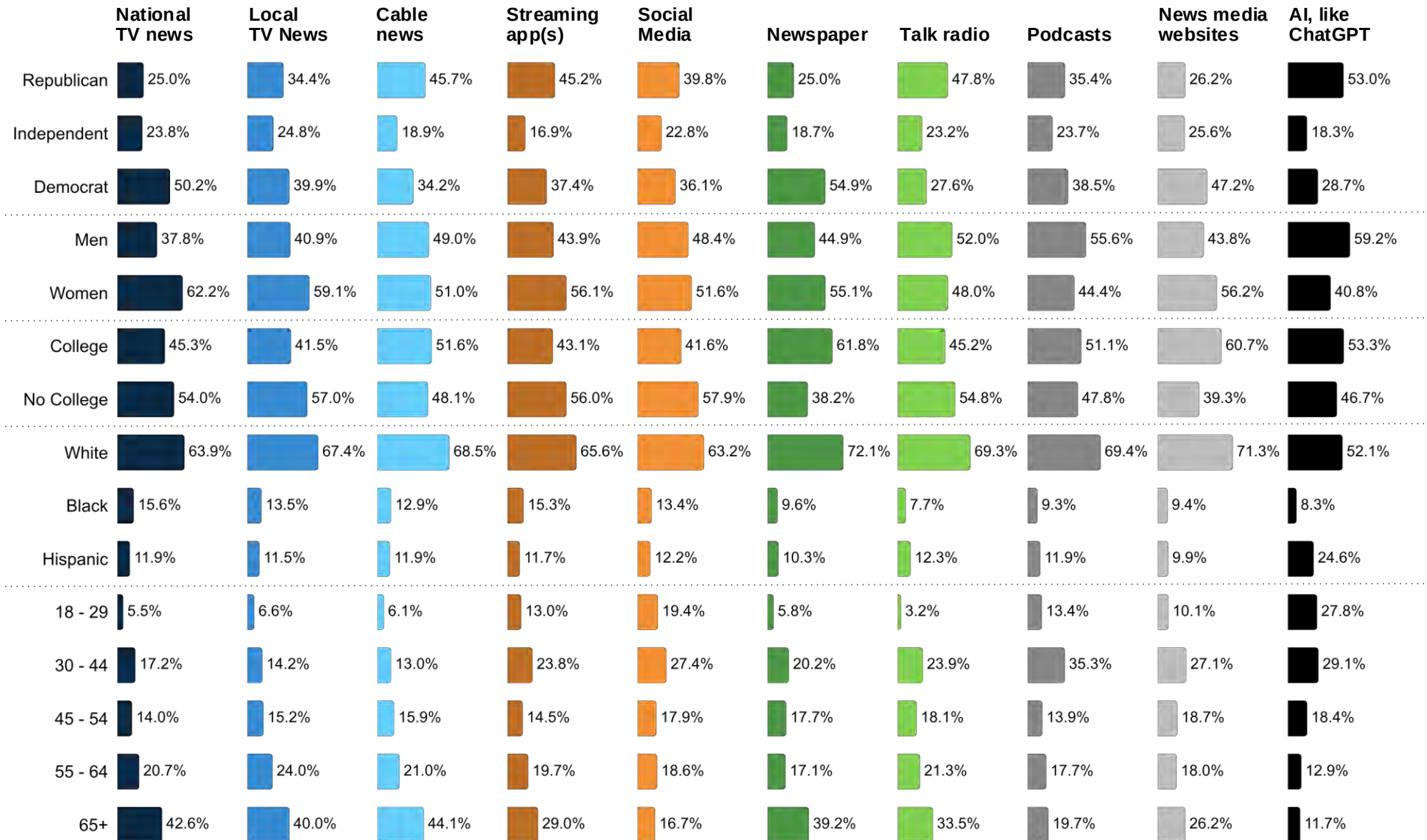
TikTok

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	45%	41%	40%	46%	40%	71%	84%	80%	68%	52%	51%	54%	44%	35%	40%	41%	33%	30%	23%	17%	45%	36%	41%	52%	36%	45%	43%	54%
Cable news	38%	29%	19%	40%	27%	13%	19%	21%	29%	17%	15%	34%	32%	23%	37%	21%	33%	52%	41%	47%	32%	34%	31%	31%	35%	31%	40%	28%
National TV news	19%	39%	32%	19%	37%	22%	19%	12%	20%	28%	26%	12%	25%	36%	16%	34%	49%	26%	43%	63%	28%	33%	30%	27%	27%	30%	35%	34%
News media websites	20%	34%	25%	20%	33%	22%	17%	30%	25%	35%	43%	17%	36%	41%	18%	29%	29%	18%	34%	28%	22%	27%	30%	29%	37%	22%	32%	19%
Local TV news	24%	27%	19%	23%	28%	6%	13%	22%	15%	24%	16%	18%	27%	26%	24%	33%	35%	33%	36%	36%	31%	26%	25%	21%	23%	28%	21%	29%
YouTube	18%	22%	17%	18%	21%	27%	48%	52%	29%	24%	25%	20%	19%	11%	17%	20%	17%	11%	15%	10%	17%	14%	21%	27%	14%	19%	24%	31%
Facebook	20%	12%	17%	21%	12%	30%	19%	10%	25%	21%	15%	30%	20%	16%	20%	13%	14%	13%	3%	6%	21%	16%	13%	15%	12%	19%	10%	21%
Podcasts	12%	14%	18%	10%	14%	16%	22%	13%	21%	19%	25%	10%	10%	12%	12%	14%	8%	9%	10%	7%	8%	17%	13%	14%	15%	12%	14%	12%
Other websites	11%	13%	17%	12%	14%	6%	22%	15%	5%	23%	16%	14%	15%	8%	13%	18%	12%	12%	13%	8%	10%	12%	16%	8%	15%	11%	11%	8%
Newspaper	8%	16%	7%	7%	15%	3%	2%	10%	9%	7%	16%	12%	14%	9%	7%	7%	17%	7%	15%	26%	11%	11%	11%	14%	17%	9%	12%	10%
Streaming app(s)	13%	11%	5%	14%	10%	20%	11%	13%	15%	8%	15%	9%	5%	12%	11%	12%	9%	16%	8%	8%	11%	10%	12%	12%	10%	12%	10%	13%
TikTok	7%	14%	13%	8%	12%	31%	40%	41%	21%	11%	18%	6%	10%	12%	3%	5%	6%	2%	1%	1%	13%	8%	11%	12%	6%	10%	17%	17%
Talk radio	12%	6%	12%	13%	7%	2%	0%	3%	12%	13%	8%	12%	10%	8%	11%	11%	6%	13%	9%	7%	10%	13%	9%	6%	9%	10%	7%	8%
Twitter / X	12%	7%	11%	11%	7%	11%	21%	23%	20%	14%	7%	9%	11%	8%	12%	9%	1%	5%	4%	1%	7%	6%	8%	17%	10%	8%	5%	13%
AI, like ChatGPT	4%	3%	2%	4%	3%	19%	12%	4%	10%	2%	3%	6%	0%	4%	2%	3%	2%	1%	2%	1%	3%	3%	3%	6%	3%	2%	6%	5%
Unsure	3%	2%	11%	3%	3%	7%	0%	0%	2%	0%	2%	1%	3%	4%	3%	6%	2%	3%	3%	1%	4%	4%	2%	3%	3%	3%	4%	1%