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Survey of 2026 General Election Voters

National

November 4 – 5, 2026 | n=3000 | ±1.79%

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TL;DR

- Republicans lost on a bigger Democratic-leaning electorate (D+6, a 7.5pt shift from 2024), Independents who moved to Dems by fall 2025, and Republican voters who held Trump but soured on their own Congress.
- Half of the Democratic margin came from the shift in the electoral turnout; the other half came from Trump 2024 voters who switched to Democratic or third-party congressional candidates.
- The election was decided by Labor Day. 69% of Nov voters had decided by then and voted D 61%, R 39% (D+22).
- Republicans were stuck at 42-43% of generic ballot share all year, which is where they landed.
- Trump 2024 voters who went D decided late. 42% decided in the final three weeks, and only 18% decided before this year. They were persuaded and nearly all in the last month.
- Voters said they wanted Congress to fix the economy, then voted on democracy and corruption. Trump 2024 voters who slipped were economy voters.
- Of Republicans who voted in the midterms, there were fewer Trump Republicans vs traditional conservative Republicans compared to pre-election polling.
- 51% of voters want Congress to work with Trump, including 21% of Democrats, and only 40% want a check on him.

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- Republican voters blame prices and the war, not Trump himself, which agrees with their choice to keep the policies.
- Many industries are under the gun for “congressional crackdown”, including health insurance, AI, pharma, energy/utility, and others.

Why Republicans Lost

- Democrats won the House 55-42, a D+13 margin that sits inside the reported national range and a larger gap than most pre-election polling. It’s definitely bigger than the result most GOP commentary pushed.
- The GOP base held and the middle walked. Republicans voted R+89 and Trump Republicans R+99, while Independents went D+30, up from D+14 in our final poll and D+4 in October 2024.
  - Moderates went D+45 and middle-of-the-road Independents D+50. Voters 18 to 29 went D+49 and 30 to 44 D+30, while 55 to 64 stayed R+10. This is where all the action changed from pre-election polling to the midterm result – mostly a function of the right-leaning ones apparently staying home and the left-leaning ones showing up in force.
  - Women voted D+24 and men split almost evenly, the latter a massive change from 2024. College women went D+43, non-college men R+9; suburban voters D+19, urban D+41, rural R+16.
- Who showed up mattered a little more than who switched. This electorate recalls Harris 49% to Trump 43%; the same vote choices on a 2024-shaped electorate yield roughly D+4, so composition explains most of the margin.

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- Defectors also mattered. Trump 2024 voters who did not vote Republican are 4% of voters and worth roughly 6 points of margin, which is the 6% that leaked to Democrats that we identified in our final poll.
- Mail and early ballots carried the margin. Election Day voters split R+1 – way below what the GOP needed to stop a tsunami. Early in-person went D+12, absentee mail D+25, and drop-box returns D+36.
- Independents who turned out looked different from the ones our late October poll expected. We projected an independent electorate that was 38% center, 32% right-leaning, and 27% left-leaning; the one that voted was 33%, 31%, and 34%.
  - The expected center-heavy independent vote shrank by 5 points, and left-leaning independents grew by 7 to replace them. Right-leaning independents turned out about as expected, 32% projected and 31% actual.
  - The new mix widened the margin without changing anyone's vote. Left-leaning independents, the group that grew in volume, voted 93% Democratic, while center independents broke 72% D to 22% R.

The Two-Year Swing

- Since the 2024 election, the ballot moved 15 points, from R+2 to D+13, and every major group except voters aged 55 to 64 moved Democratic.
  - Black voters shifted from D+42 to D+81, voters under 30 from D+11 to D+49, and single voters from D+15 to D+45. Suburban voters went from even to D+19.

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  - Trump’s image cratered from -4 net fav to -26 and Vance’s from net even to -18.
- Independents' GOP-voting share fell from 43% to 29% by September 2025, so much of that degradation was baked in a year in advance.
- Inflation held as the top priority at 35%, but those citing it flipped. Republicans naming it fell from 42% to 25%, while Democrats rose from 25% to 42%. Economics is partisan.
  - Republicans still prioritize immigration at 30%, nearly unchanged. Independents’ immigration priority fell from 17% to 9%, and their healthcare priority rose from 6% to 10%.
  - Abortion fell from 9% to 1% and gun control from 6% to 2%, driven by Democrats, whose abortion priority dropped from 15% to 1%. Threats to democracy rose slightly, from 12% to 14%.

Final Polling Versus the Result

- The Republican vote share barely moved throughout the year, 43% to 42%. The vote margin change came entirely on the Democratic and third-party side.
  - Independents from pre-election polling shifted from 38% Trump voters to 33%, and their margin went from D+14 to D+30. That mix explains much of the difference in polling compared to the midterm result.
  - There was no late Democratic break. 77% decided before October and favored Democrats; October-or-later deciders broke R 54% to 46%, and last-week deciders went R+28.

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- Swing voters, proxied as late deciders or those who considered switching parties (29%), broke Republican 53-47.

Trump 2024 Voters Who Left the GOP

- Defection lived outside the Trump base. Only 1% of Trump Republicans defected and 5% of traditional Republicans, compared to 21% of Trump 2024 Independents, 22% of Trump 2024 moderates, and 16% of those under 45.
    - Defectors are 9% of Trump 2024 voters: 62% under age 55, 61% male, 45% Independents. 59% seriously or somewhat considered the other party at some point, and only 17% decided on Election Day.
- Inflation is their top priority at 45%, but only 12% write about costs when asked in their own words. Costs are the shared background, but the stated triggers are scattered.
    - Coded verbatims name Trump himself at 15%, candidate quality or tone at 14%, and the Iran war, broken promises, and wanting change at 13% each. Iran or Israel combined are 18%.
- One said Republicans “had 2 years with full control” and squandered it. Another, who never voted Democratic before, wrote, “You betrayed us.” Others objected to unkept deportation and spending promises.
- To win them back, defectors say they want lower prices at 21%, ending the wars and putting America first at 15%, and listening to voters at 13%. Only 6% say distance the party from Trump.

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The Trump Referendum

- Voters made the midterm about Trump. 48% call their vote a vote against his agenda and only 19% a vote for it. Independents broke 56% against Trump's agenda, 9% for it.
  - Supporting Trump fell to the smallest of five voter motivations at 11%, down from 15%. 20% of Republicans say they voted GOP in spite of him.
  - 55% give Trump an F, including 67% of Independents. 30% of Republicans give him an A and 37% a B, a soft grade for the party's own President.
- Trump's base stayed loyal but cooled. Among Trump 2024 voters, his favorable rating held near 80%, while very favorable fell from 54% to 44% in the two weeks before Election Day.
  - Among Independents, his favorability fell from 32% to 22%. Trump 2024 voters' view of Republicans in Congress dropped from 84% to 73% favorable.
- Voters blame Trump first for the losses at 43%, +8 points since late October, then prices at 21% and the Iran war at 13%. Republicans rank him third.
  - Republicans blame prices at 25% and the Iran war at 23%, up from 8% before the election. Voter fraud fell from 22% to 11%.
  - Only 4% of Trump Republicans blame him, compared to 21% of traditional Republicans. That gap is the fault line the 2028 primary will run along.

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Issues and the Ad War

- Inflation drove the swing vote. 23% of voters overall named a price issue (inflation, gas, electricity, or tariffs) as their main reason for voting how they did.
  - 30% of swing voters picked inflation alone and they voted 17 points more Democratic than the overall electorate.
  - 15% of Trump 2024 voters who voted on prices backed the Democrat, compared to 6% of all Trump voters.
- Inflation and gas ads reached everyone and moved no one in particular. Voters who say the ads they saw moved them recalled inflation ads at 56% and gas ads at 42%, the same or lower than unmoved voters (55% and 46%).
  - Gas drew 2% as a main voting issue, electricity 1%, and tariffs under 1%. Voters who wrote about costs in the open ends mostly kept it general while those who got specific named health care costs (26%) and gas (24%).
  - Healthcare ads tracked with voters' stated ad impact. 25% of voters who say ads moved them recalled healthcare ads, versus 17% of unmoved voters, and 74% of those moved healthcare-ad viewers voted Democratic.
  - Social Security, housing, and abortion ads followed the same pattern on smaller audiences. Transgender ads went the other way: voters who recalled them were less likely to say ads mattered.

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- The Iran war did not drive the national vote on its own. It was the main issue for 4% of voters, and voters recalled it as one item in a broken-promises-heavy ad mix.
- Republicans lost the airwaves on their best issue. Immigration ad recall fell from 63% in 2024 to 23%, while inflation ads hit 55%, gas 45%, and Iran 36%.
    - Abortion ad recall collapsed from 54% to 6%. 62% say ads had no effect on their vote, rising to 68% of Republican voters against 57% of Democratic voters.

How Voters Feel About the Result

- The result produced relief more than euphoria. 56% chose a positive emotion and 40% a negative one; hopeful led at 32% followed by disappointed at 25%.
    - Trump Republicans chose angry at 25%, more than double traditional Republicans at 11%. In open ends, Republican voters cite fear of socialism at 11% and fraud at only 5%.
    - Three emotional drivers emerge from the data. Democrats feel relief at a check on Trump and a return of democratic norms. Republicans mostly feel fear of Democratic control and impeachment, and 13% of angry voters question the election. The flippers wanted change and punished Republican failure, and their mood is closer to indifference than joy.
- Acceptance jumped to 81% from 57%, but that is a winner's effect. Democrats went from 53% to 97%; Republicans moved only from 58% to 62%.

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  - 29% of Trump Republicans reject the results and 19% are unsure. Non-college women are the least accepting gender-education group at 17% not accepting.

The Republican Reckoning

- GOP morale collapsed overnight because of the midterm results. Republicans saying the country is headed in the right direction fell from 70% to 40% in two weeks, while Democrats rose from 4% to 22%.
- 45% of voters say Trump should have no influence over the GOP, +8 points, but 77% of Republicans want him to keep at least some.
  - Republicans want Trump's policies without Trump's style, 46% to 23%. Independents prefer the center at 40% or traditional conservatism at 32%.
- Asked for agenda advice, Republican voters lead with lower prices at 16%. Across all voters the top themes are prices, listening to voters, and honesty, ahead of any new ideology.
- Rubio leads Vance 34% to 31% among GOP primary voters, with DeSantis at 14%.
  - Traditional Republicans – the larger group of the GOP – pick Rubio 36 to Vance 30.
- Trump Republicans split 37% Vance to 35% Rubio. College men back Rubio 40% to 21%, and voters 65+ 40% to 30%.

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Democrats: Winners Without a Mandate

- Democrats won while their brand stayed underwater. Democrats in Congress sit at -8 net fav, flat since October, while Republicans in Congress fell to -29.
  - Only 39% of Democratic voters call their vote mostly for their party, compared to 52% of Republican voters.
- Based on an open-ended question, 41% of voters name no one or are unsure when asked who leads the Democratic Party. AOC leads at 8%, Obama and Jeffries 6%, Schumer 4%.
- The 2028 Democratic primary splits by generation. Buttigieg and AOC tie at 18%, Harris has 14%, Newsom 12%, and 21% are unsure.
  - AOC wins under-30 voters with 43% and men under 55 with 31%. Buttigieg leads 65+ at 24% but only gets 5% of Black voters, who back Harris at 41%.

The New Congress and Corporate Crackdowns

- Voters rejected Trump but do not want gridlock. 51% want Congress to work with him even if it means compromising, an 11-point edge over those who want Congress to act as a check on Trump.
  - Even 21% of Democrats want the new Democratic Congress to work with Trump.
- Health care is the most exposed sector. Health insurers top the list of industries that voters want Congress to crackdown on at 60%. Pharma is close behind at 52%.

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  - AI companies at 52% and data centers at 51% face crackdown sentiment driven mostly by Democrats at 69% each, compared 29% of Republicans – a warning sign with the incoming power shift.
  - Democratic voters make up most of the support for the top five: 62% of the health insurer supporters, 58% of pharma, 73% of AI, 74% of data centers, and 69% of oil and gas.
  - Health is the one area where Republican voters join in: 63% of R voters pick health insurers or pharma.
- The parties pick different targets: Republican voters single out non-profits at 22% and solar and wind at 18%, Democratic voters defense contractors at 40%.
- The exposed corporate audience is moderate and Independent, not Republican.
  - Republican women, rural and young Republicans, economy-first voters, and Republicans who were not voting for Trump are where a corporate message lose support.

Latent Class Analysis Voter Segments

- ***Anti-Trump Democratic Base*** (49%): 99% voted Democratic, 98% grade Trump F, and 88% call their vote a vote against his agenda. 71% want Congress to check him.
  - Who they are: 74% Democrats and 24% Independents, mostly left-leaning. 60% are women, 55% have a college degree, 14% are Black, and 25% live in cities. 93% voted Harris in 2024.

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  - How they behaved: 87% decided before October, and 37% voted by mail. They voted on corruption (30%) and democracy (27%) ahead of inflation (23%). 55% feel hopeful.

- ***Reluctant Democratic Swing Voters*** (8%): 69% voted Democratic, 12% Republican, and 19% third party. 53% considered the other party, and 23% say they voted Democratic in spite of Democrats.
  - Who they are: 43% Independents, mostly middle-of-the-road, and 49% moderates. 62% under 55, 24% Black, 29% earn under $50k, and 28% urban. 38% voted in all four recent generals, against 52% overall.
  - How they behaved: 43% decided late and 33% voted on inflation. 21% say ads moved them a ton or a great deal, the most of any segment. 30% are Trump 2024 defectors.
- ***MAGA Core*** (15%): 73% grade Trump A, 92% say their vote backed his agenda, and 76% want him to keep a lot of party influence. 55% want his policies and style to continue.
  - Who they are: 90% Republicans, 63% Trump Republicans. 70% are 55+, 65% have no college degree, 84% are white, and 51% live in rural areas or small towns.
  - How they behaved: 49% voted on Election Day and 33% voted on immigration first. 35% reject the results, 24% feel angry, and they blame the Iran war, prices, and fraud; 3% blame Trump.
- ***Policy-First Republicans*** (22%): 97% voted Republican, yet 55% grade Trump B and 30% C. 48% say Trump was no factor in their vote, and 59% want his policies with a different style.

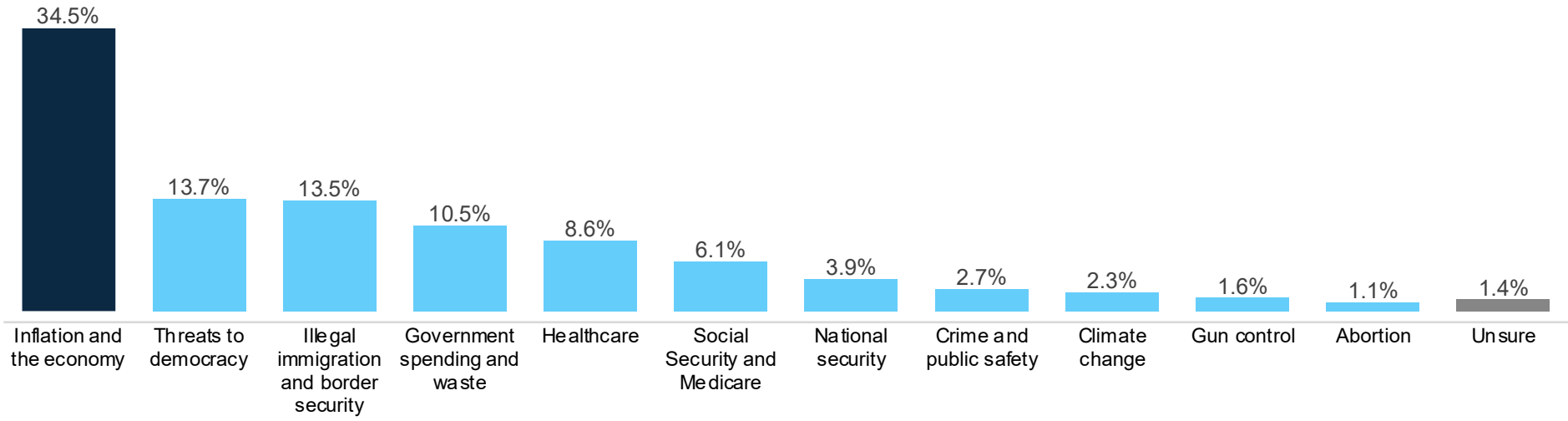
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  - Who they are: 82% Republicans, 73% of them traditional Republicans. 53% men, 59% 55+, and 63% without a degree. 49% earn $100k+, and 48% live in suburbs.
  - How they behaved: 29% decided late. They voted on immigration (24%) and spending (23%), and blame prices (30%) and the Iran war (26%). 96% want Congress to work with Trump.

- ***Anti-Trump Conservatives*** (6%): 92% voted Republican while rating Trump 5% favorable, 92% unfavorable. 43% voted Republican in spite of him, and 60% want a return to traditional conservatism.
  - Who they are: 61% Republicans and 37% right-leaning Independents. 62% men, 53% college graduates, 87% white, and 32% earn $150k+. 71% voted Trump in 2024; 19% voted third party.
  - How they behaved: 53% considered the Democrat and 40% decided late. They voted on inflation (31%) and spending (26%), and 46% blame Trump. They favor Rubio 65% to 25%.

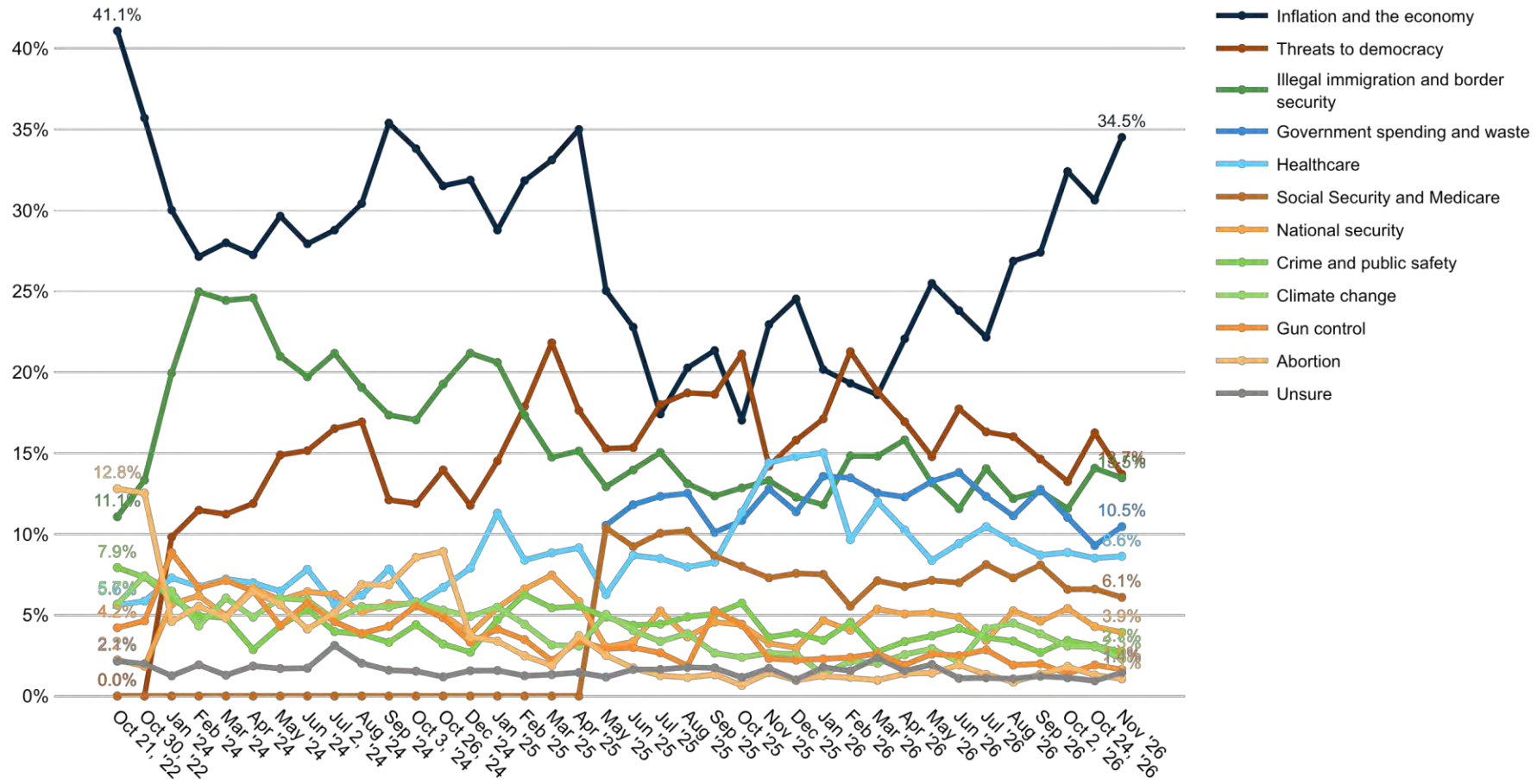
Top Priority



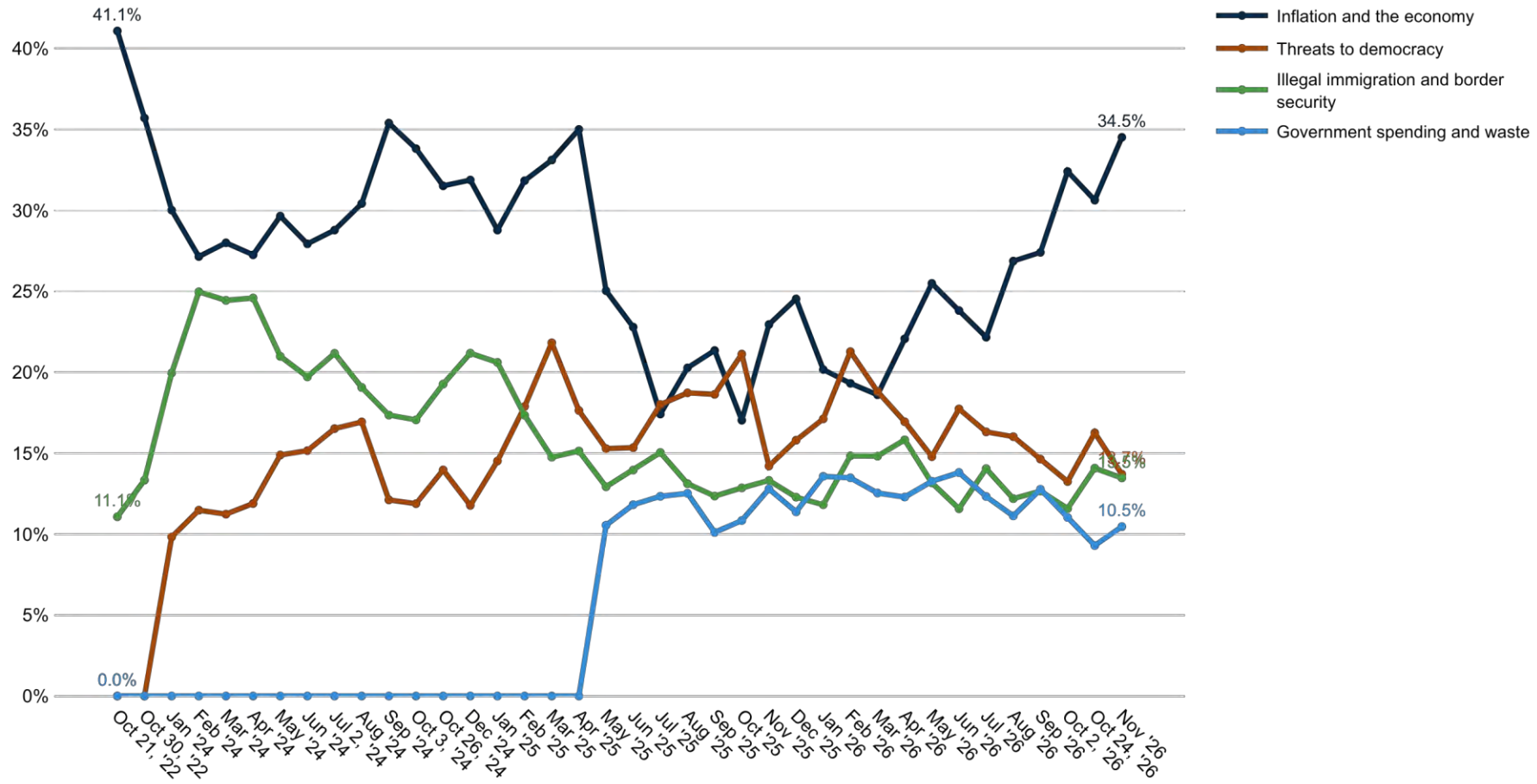
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	35%	40%	32%	39%	28%	36%	32%	31%	40%	33%	31%	35%	39%	20%	28%	28%	46%	37%	47%	40%	33%	34%	38%	33%	42%	39%	39%	24%	42%	41%	35%	36%	33%	38%	31%	35%	34%
Threats to democracy	14%	12%	15%	14%	13%	15%	13%	12%	15%	10%	14%	13%	17%	8%	9%	7%	10%	21%	13%	23%	14%	12%	13%	14%	9%	14%	12%	8%	20%	4%	11%	17%	14%	11%	10%	13%	16%
Illegal immigration and border security	13%	9%	15%	14%	16%	11%	17%	16%	8%	17%	17%	13%	7%	39%	24%	23%	2%	1%	2%	1%	12%	17%	13%	14%	2%	19%	14%	30%	1%	15%	15%	8%	16%	12%	18%	14%	13%
Government spending and waste	10%	6%	9%	11%	16%	13%	14%	8%	8%	13%	14%	10%	6%	11%	17%	21%	13%	6%	5%	5%	8%	11%	13%	11%	5%	7%	10%	16%	5%	12%	12%	9%	10%	10%	8%	13%	10%
Healthcare	9%	13%	6%	9%	6%	8%	7%	7%	12%	8%	6%	9%	12%	2%	2%	2%	9%	18%	10%	16%	9%	8%	8%	9%	12%	4%	7%	2%	14%	5%	9%	10%	7%	8%	12%	6%	9%
Social Security and Medicare	6%	3%	10%	2%	9%	4%	7%	9%	4%	6%	7%	6%	4%	3%	5%	4%	11%	6%	12%	5%	9%	6%	2%	6%	12%	4%	3%	4%	8%	7%	5%	7%	6%	5%	4%	6%	7%
National security	4%	3%	5%	3%	4%	4%	3%	5%	3%	5%	4%	4%	3%	7%	8%	4%	2%	0%	1%	1%	4%	2%	5%	4%	2%	3%	3%	8%	1%	5%	4%	3%	5%	5%	4%	4%	3%
Crime and public safety	3%	4%	2%	3%	3%	2%	4%	3%	2%	3%	2%	3%	3%	5%	4%	6%	2%	0%	2%	1%	3%	3%	2%	2%	5%	4%	4%	5%	1%	4%	3%	2%	2%	3%	5%	2%	2%
Climate change	2%	3%	2%	3%	1%	3%	1%	2%	3%	1%	1%	3%	4%	1%	0%	0%	1%	8%	3%	4%	3%	2%	1%	2%	2%	3%	2%	0%	4%	1%	2%	3%	2%	4%	2%	2%	2%
Gun control	2%	3%	2%	1%	1%	1%	0%	3%	2%	1%	1%	2%	2%	1%	0%	0%	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	0%	3%	2%	2%	2%	2%	2%	2%	2%	1%
Abortion	1%	2%	0%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%	0%	2%	0%	1%	1%	1%	1%	2%	1%	2%	2%	1%	0%	2%	0%	1%	1%	1%	1%	1%
Unsure	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	0%	1%	2%	0%	1%	1%	3%	1%	0%	1%	1%	3%	1%	2%	1%	1%	3%	3%	1%

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

Trend: Top Priority

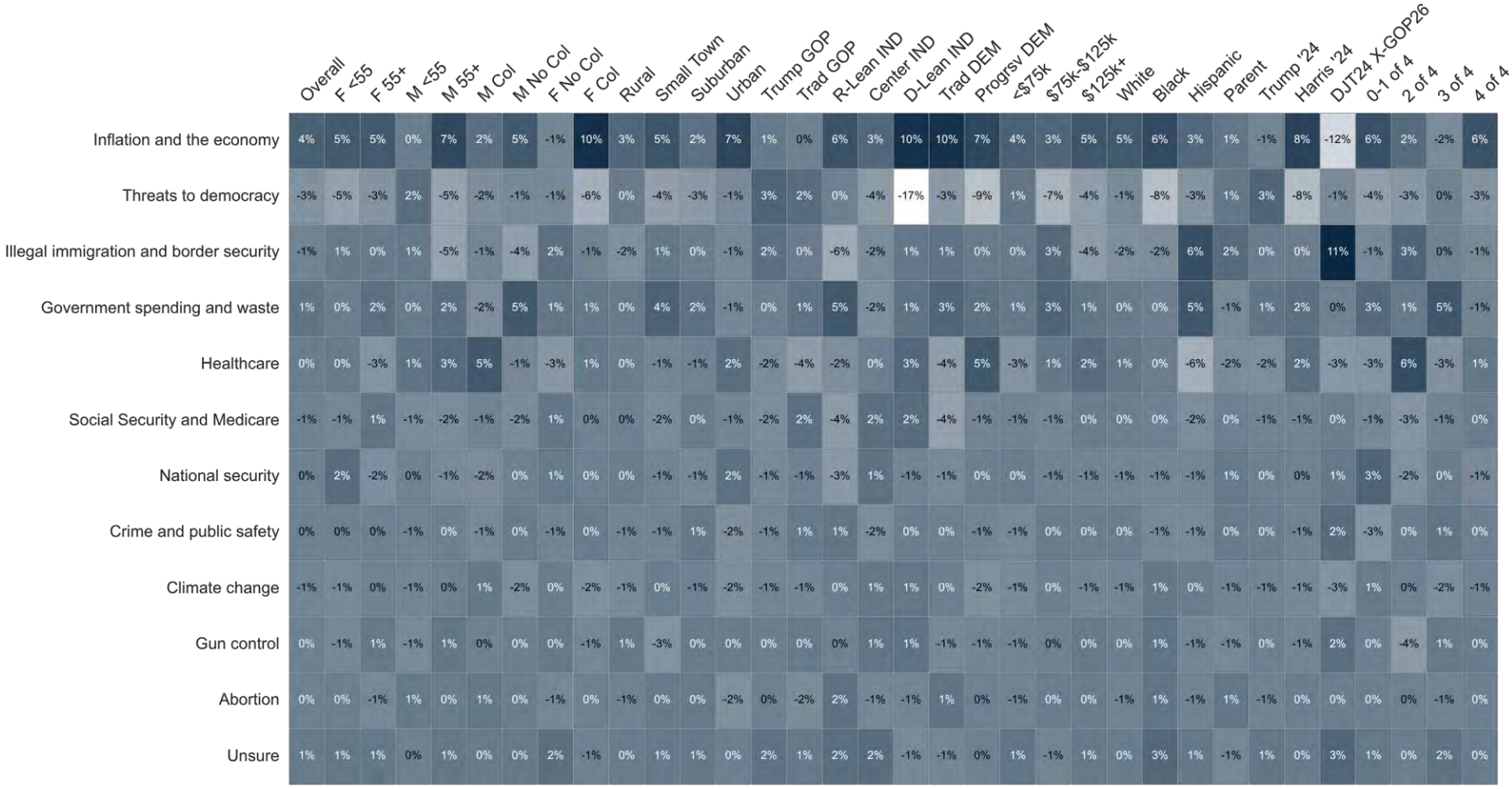


Trend: Top Priority (At Least ~10%)



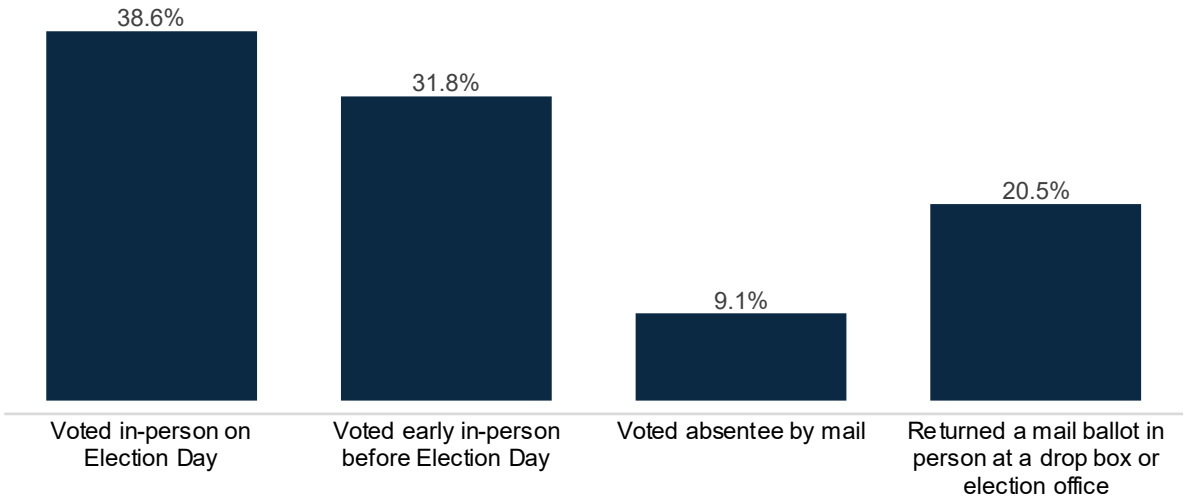
Percent Change: Top Priority (Oct 24, '26 to Nov '26)

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	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	Trump '24	Harris '24	DJT24 X-GOP26	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	4%	5%	5%	0%	7%	2%	5%	-1%	10%	3%	5%	2%	7%	1%	0%	6%	3%	10%	10%	7%	4%	3%	5%	5%	6%	3%	1%	-1%	8%	-12%	6%	2%	-2%	6%
Threats to democracy	-3%	-5%	-3%	2%	-5%	-2%	-1%	-1%	-6%	0%	-4%	-3%	-1%	3%	2%	0%	-4%	-17%	-3%	-9%	1%	-7%	-4%	-1%	-8%	-3%	1%	3%	-8%	-1%	-4%	-3%	0%	-3%
Illegal immigration and border security	-1%	1%	0%	1%	-5%	-1%	-4%	2%	-1%	-2%	1%	0%	-1%	2%	0%	-6%	-2%	1%	1%	0%	0%	3%	-4%	-2%	-2%	6%	2%	0%	0%	11%	-1%	3%	0%	-1%
Government spending and waste	1%	0%	2%	0%	2%	-2%	5%	1%	1%	0%	4%	2%	-1%	0%	1%	5%	-2%	1%	3%	2%	1%	3%	1%	0%	0%	5%	-1%	1%	2%	0%	3%	1%	5%	-1%
Healthcare	0%	0%	-3%	1%	3%	5%	-1%	-3%	1%	0%	-1%	-1%	2%	-2%	-4%	-2%	0%	3%	-4%	5%	-3%	1%	2%	1%	0%	-6%	-2%	-2%	2%	-3%	-3%	6%	-3%	1%
Social Security and Medicare	-1%	-1%	1%	-1%	-2%	-1%	-2%	1%	0%	0%	-2%	0%	-1%	-2%	2%	-4%	2%	2%	-4%	-1%	-1%	-1%	0%	0%	0%	-2%	0%	-1%	-1%	0%	-1%	-3%	-1%	0%
National security	0%	2%	-2%	0%	-1%	-2%	0%	1%	0%	0%	-1%	-1%	2%	-1%	-1%	-3%	1%	-1%	-1%	0%	0%	-1%	-1%	-1%	-1%	-1%	1%	0%	0%	1%	3%	-2%	0%	-1%
Crime and public safety	0%	0%	0%	-1%	0%	-1%	0%	-1%	0%	-1%	-1%	1%	-2%	-1%	1%	1%	-2%	0%	0%	-1%	-1%	0%	0%	0%	-1%	-1%	0%	0%	-1%	2%	-3%	0%	1%	0%
Climate change	-1%	-1%	0%	-1%	0%	1%	-2%	0%	-2%	-1%	0%	-1%	-2%	-1%	-1%	0%	1%	1%	0%	-2%	-1%	0%	-1%	-1%	1%	0%	-1%	-1%	-1%	-3%	1%	0%	-2%	-1%
Gun control	0%	-1%	1%	-1%	1%	0%	0%	0%	-1%	1%	-3%	0%	0%	0%	0%	0%	1%	1%	-1%	-1%	-1%	0%	0%	0%	1%	-1%	-1%	0%	-1%	2%	0%	-4%	1%	0%
Abortion	0%	0%	-1%	1%	0%	1%	0%	-1%	0%	-1%	0%	0%	-2%	0%	-2%	2%	-1%	-1%	1%	0%	-1%	0%	0%	-1%	1%	-1%	1%	-1%	0%	0%	0%	0%	-1%	0%
Unsure	1%	1%	1%	0%	1%	0%	0%	2%	-1%	0%	1%	1%	0%	2%	1%	2%	2%	-1%	-1%	0%	1%	-1%	1%	0%	3%	1%	-1%	1%	0%	3%	1%	0%	2%	0%

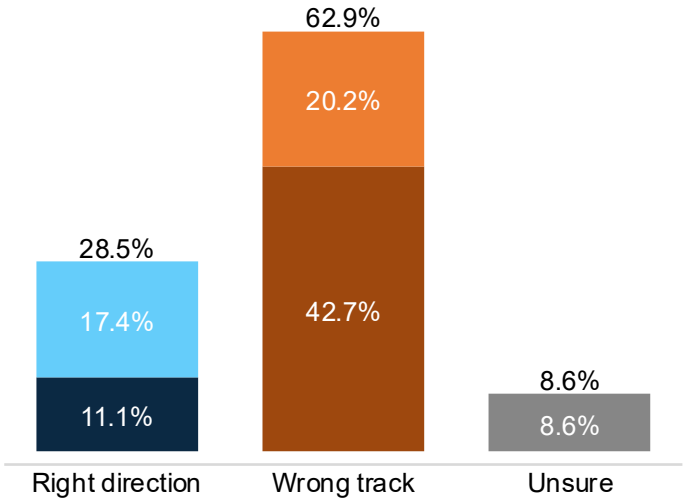
Vote Method



	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	Trump '24	Harris '24	DJT24 X-GOP26	0-1 of 4	2 of 4	3 of 4	4 of 4
Voted in-person on Election Day	39%	43%	36%	43%	33%	34%	41%	43%	35%	51%	44%	34%	35%	48%	45%	44%	36%	35%	31%	32%	43%	35%	37%	40%	36%	31%	47%	46%	32%	48%	47%	44%	39%	34%
Voted early in-person before Election Day	32%	31%	32%	28%	35%	33%	31%	29%	35%	25%	31%	35%	29%	37%	31%	30%	30%	27%	34%	31%	29%	35%	33%	31%	37%	37%	28%	33%	32%	31%	25%	31%	33%	34%
Mail Voter	30%	26%	32%	29%	31%	33%	27%	28%	31%	25%	25%	31%	36%	15%	24%	26%	34%	38%	35%	37%	29%	30%	30%	29%	27%	32%	25%	21%	36%	21%	28%	26%	28%	32%
Voted absentee by mail	9%	7%	10%	7%	12%	10%	9%	8%	9%	9%	8%	9%	10%	5%	8%	7%	15%	11%	13%	9%	9%	8%	9%	9%	10%	5%	6%	7%	10%	9%	10%	9%	9%	9%
Returned a mail ballot in person at a drop box or election office	21%	19%	21%	22%	19%	22%	19%	19%	21%	16%	17%	21%	25%	11%	15%	19%	19%	27%	22%	28%	19%	22%	21%	20%	17%	27%	18%	14%	26%	12%	18%	17%	19%	22%

How did you vote in the November 3rd general election for U.S. Congress and other offices?

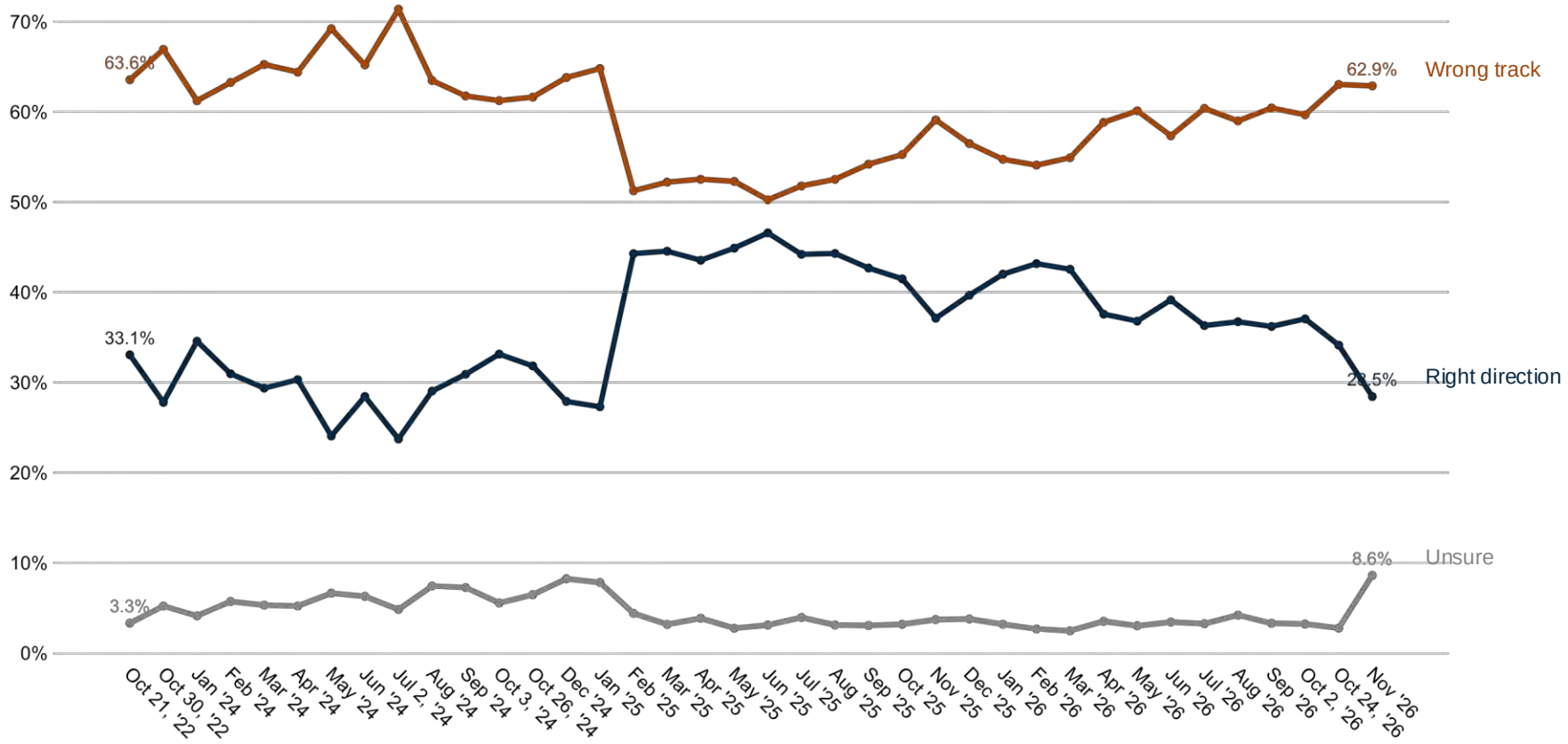
Country Direction



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	28%	24%	32%	25%	32%	27%	31%	29%	27%	32%	31%	28%	24%	54%	33%	30%	14%	17%	24%	22%	29%	29%	27%	29%	27%	25%	30%	39%	21%	15%	29%	24%	32%	27%	29%	30%	28%
Wrong track	63%	65%	59%	66%	62%	66%	62%	61%	64%	60%	61%	62%	68%	36%	58%	63%	78%	74%	71%	69%	62%	63%	64%	62%	68%	65%	60%	51%	71%	77%	61%	68%	60%	64%	63%	62%	63%
Definitely the right direction	11%	10%	13%	9%	12%	9%	12%	11%	12%	13%	10%	12%	10%	19%	9%	7%	3%	6%	14%	13%	13%	10%	10%	10%	17%	13%	12%	11%	12%	6%	11%	9%	14%	10%	11%	11%	11%
Mostly the right direction	17%	14%	19%	16%	20%	18%	19%	18%	16%	19%	20%	17%	15%	35%	24%	23%	11%	11%	9%	9%	16%	18%	17%	19%	10%	12%	18%	28%	10%	10%	18%	15%	19%	17%	18%	19%	17%
Mostly the wrong track	20%	23%	17%	22%	21%	23%	19%	19%	20%	22%	21%	18%	23%	11%	27%	29%	26%	15%	19%	17%	20%	19%	21%	20%	20%	23%	21%	21%	18%	30%	21%	21%	19%	21%	23%	20%	20%
Definitely the wrong track	43%	42%	43%	44%	42%	43%	42%	41%	44%	38%	40%	44%	45%	25%	31%	34%	51%	59%	51%	52%	41%	44%	43%	42%	49%	42%	39%	30%	53%	47%	40%	47%	42%	44%	40%	42%	43%
Unsure	9%	11%	8%	9%	6%	7%	8%	11%	9%	8%	8%	10%	8%	10%	9%	7%	8%	9%	6%	9%	9%	8%	8%	9%	5%	9%	10%	10%	8%	8%	10%	8%	8%	9%	8%	8%	9%

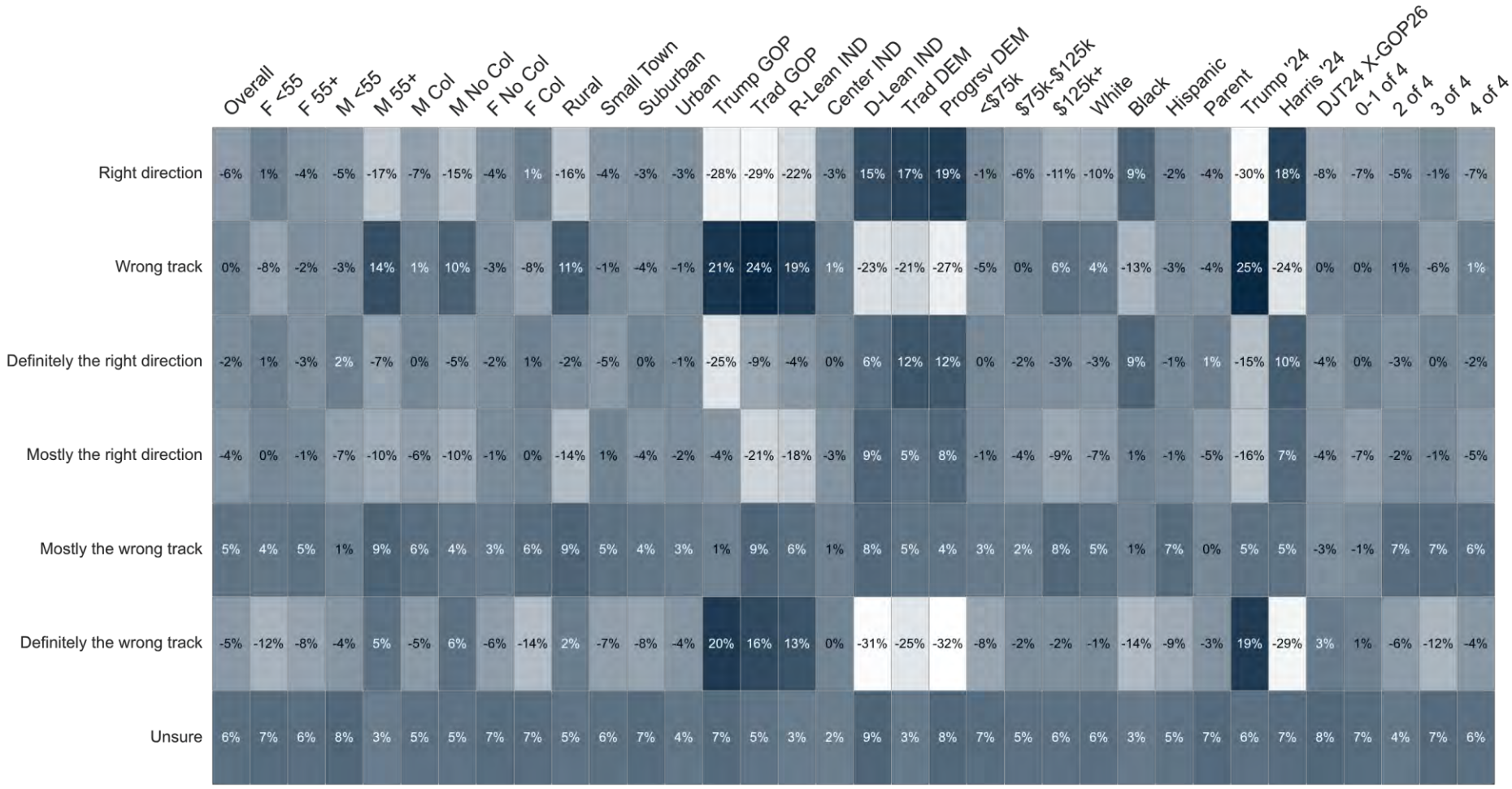
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

Trend: Country Direction

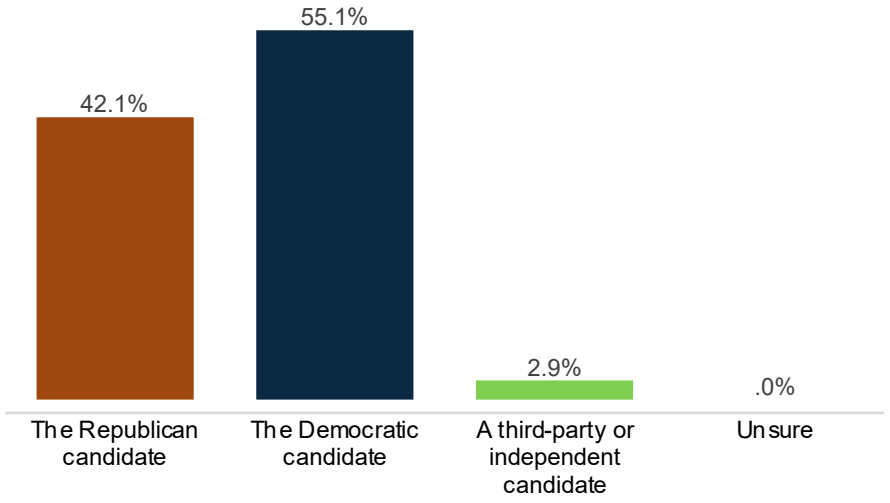


Percent Change: Country Direction (Oct 24, '26 to Nov '26)

CYGNAL



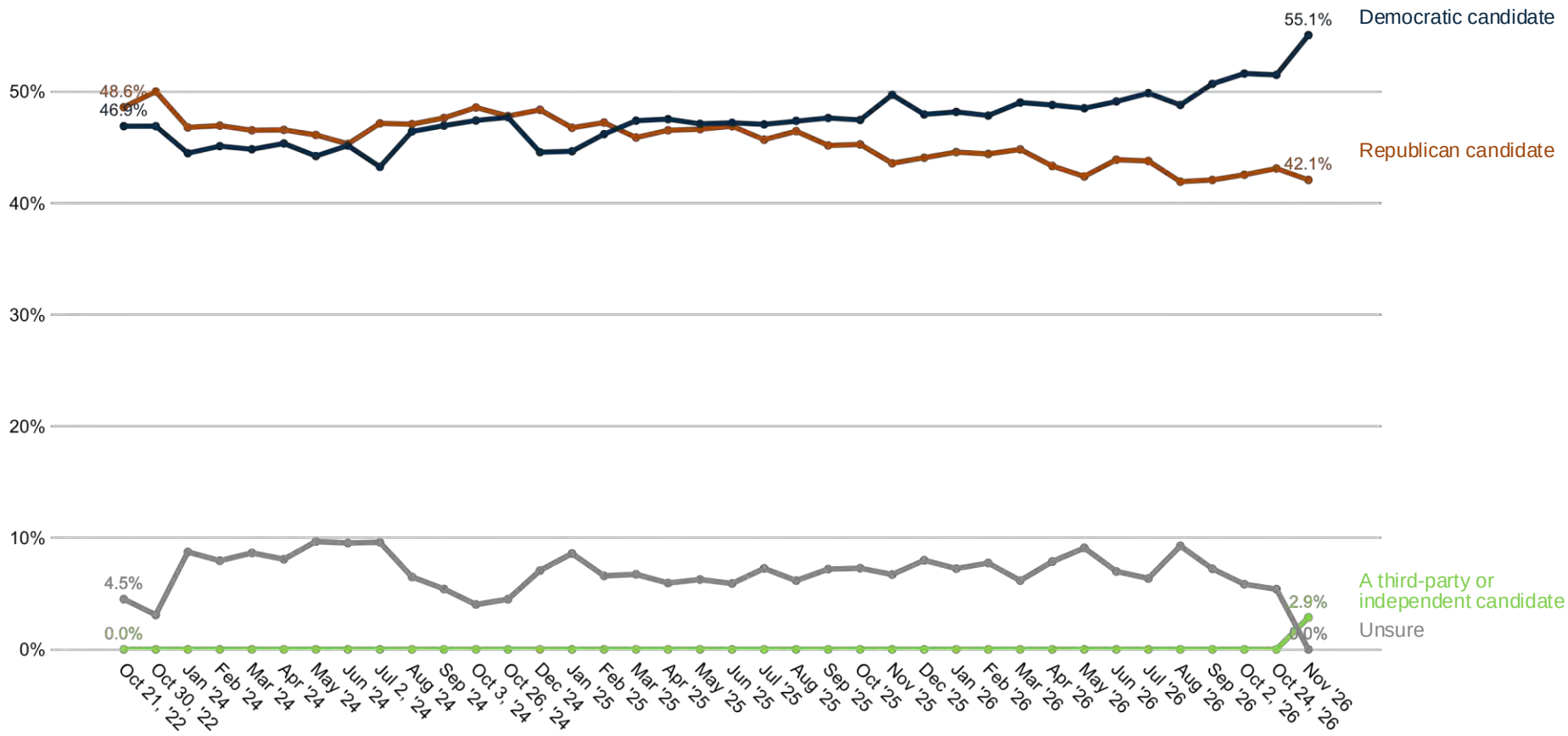
Generic Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
The Republican candidate	42%	29%	44%	40%	55%	42%	53%	45%	27%	57%	52%	39%	28%	99%	90%	70%	22%	3%	2%	0%	40%	42%	44%	47%	8%	35%	42%	91%	1%	0%	49%	32%	43%	40%	43%	43%	42%
The Democratic candidate	55%	67%	55%	55%	42%	54%	44%	53%	70%	41%	45%	58%	69%	0%	7%	18%	72%	93%	97%	98%	58%	54%	52%	50%	89%	62%	53%	6%	97%	68%	48%	65%	55%	58%	54%	53%	55%
A third-party or independent candidate	3%	4%	1%	4%	2%	4%	2%	2%	3%	2%	3%	3%	3%	1%	3%	12%	6%	5%	1%	1%	3%	3%	3%	3%	2%	3%	5%	3%	1%	32%	3%	3%	2%	2%	4%	3%	3%
Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

In the November 3rd general election, did you vote for the Republican candidate or Democratic candidate for U.S. Congress?

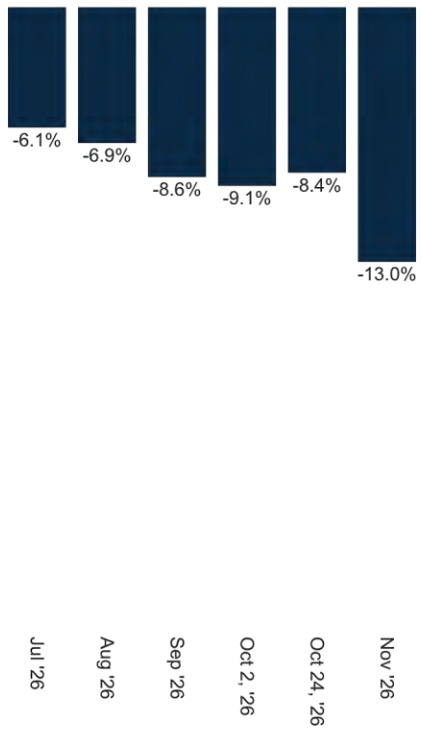
Trend: Generic Ballot



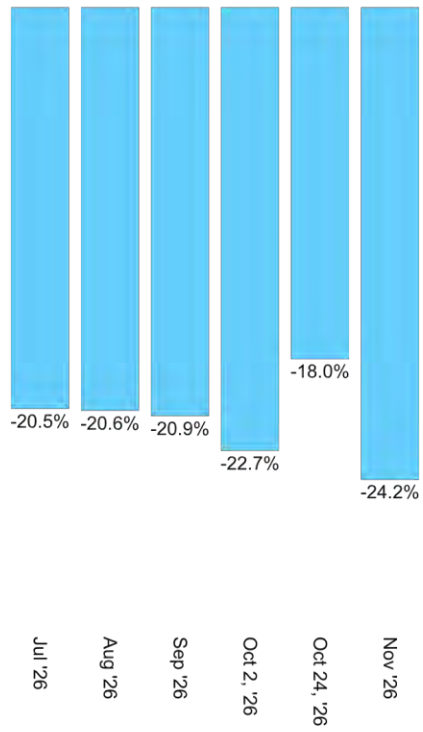
Generic Ballot Movement

CYGNAL

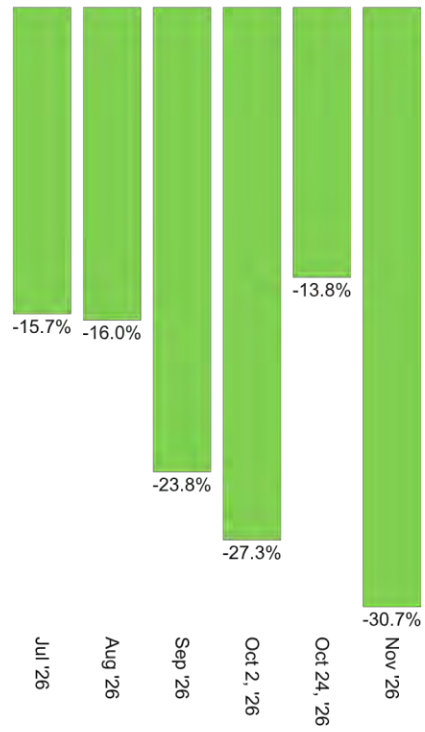
Overall (%Rep-%Dem)



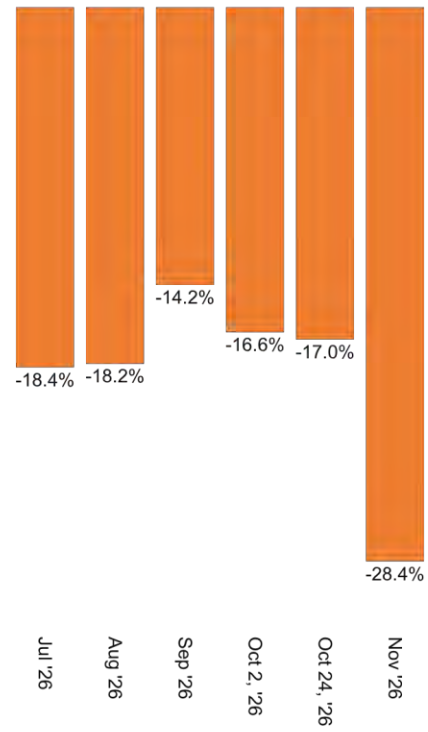
Females (%Rep-%Dem)



Indies (%Rep-%Dem)

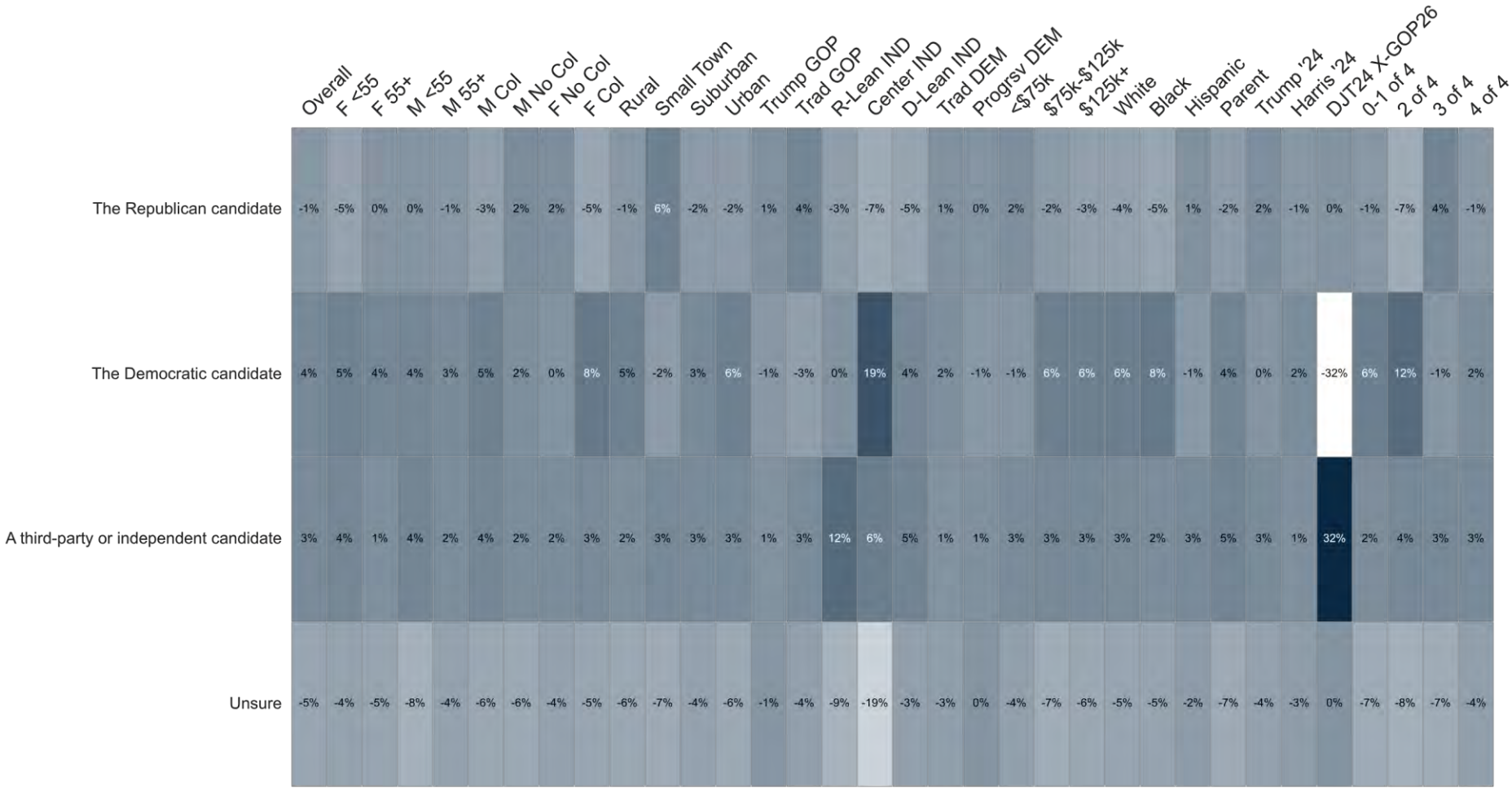


College (%Rep-%Dem)

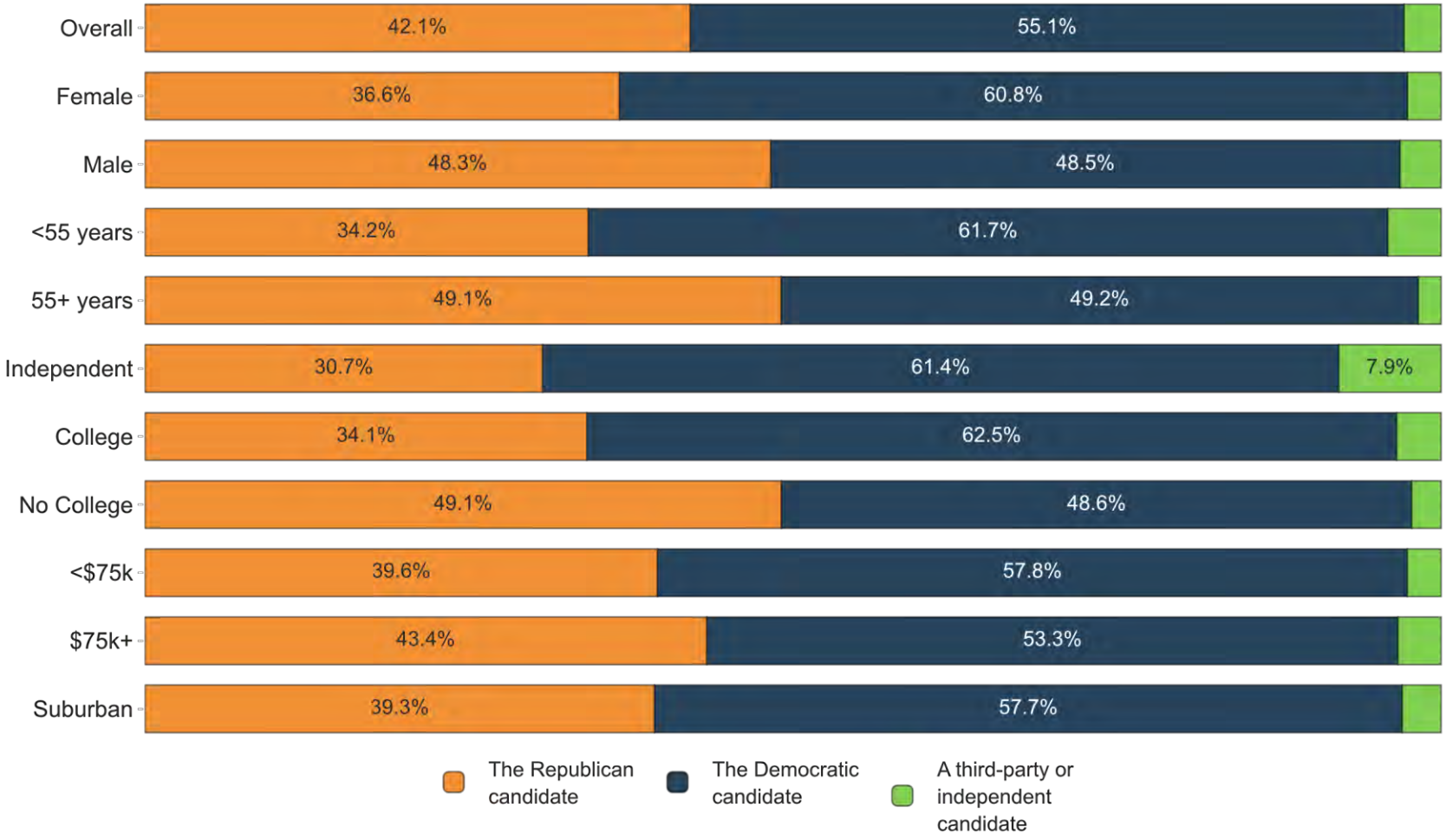


Percent Change: Generic Ballot (Oct 24, '26 to Nov '26)

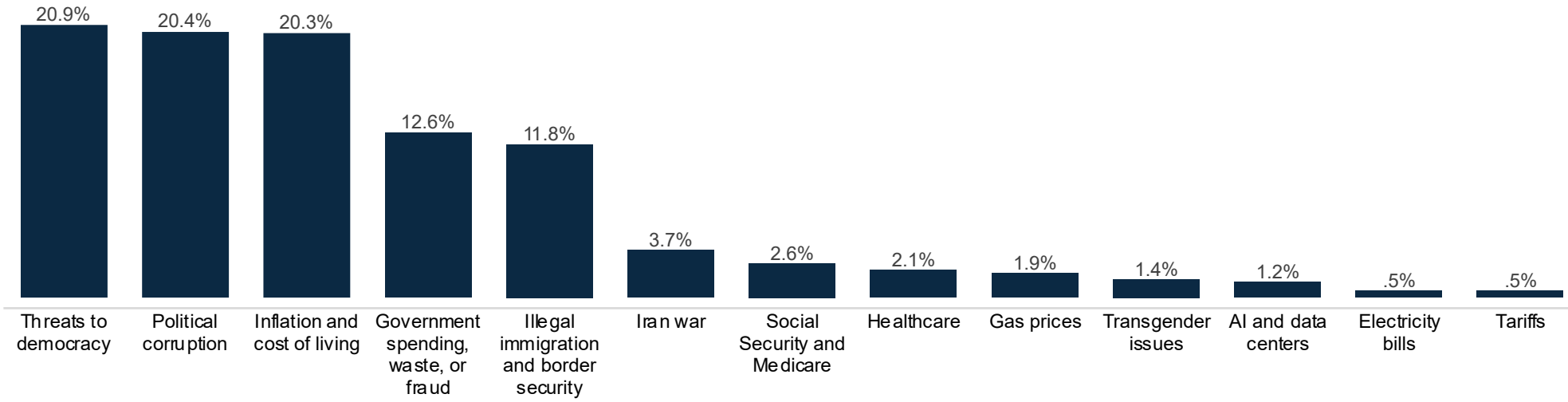
CYGNAL



Generic Ballot by Key Voter Groups



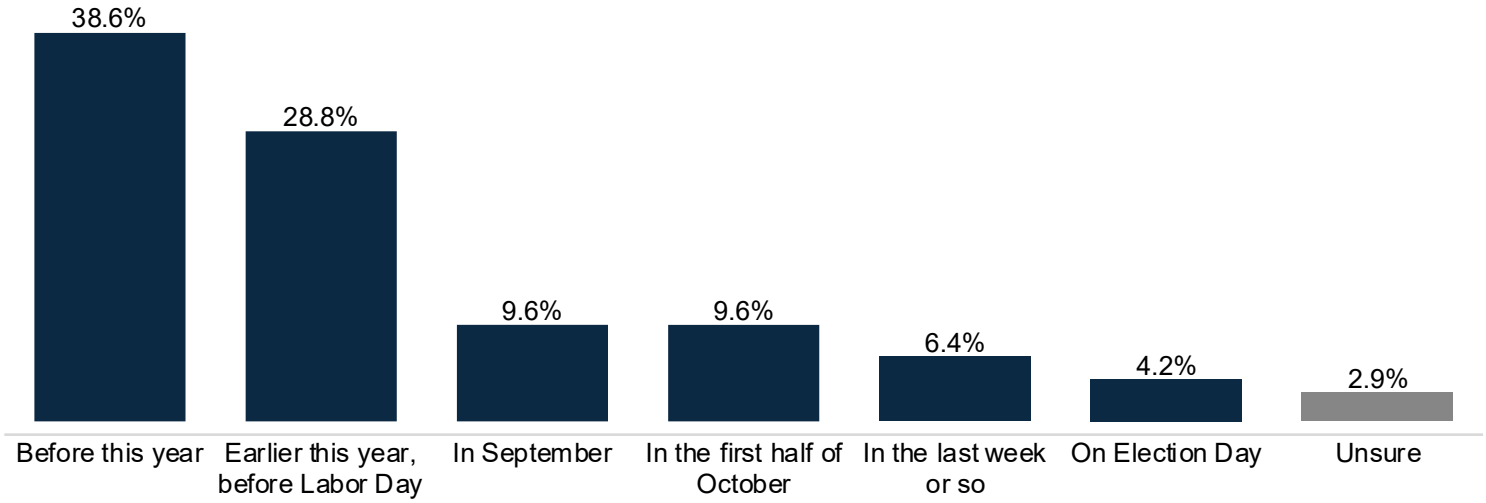
Vote Issue Driver



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Threats to democracy	21%	19%	24%	17%	22%	22%	18%	18%	26%	19%	18%	20%	26%	17%	16%	18%	17%	26%	21%	28%	20%	19%	24%	23%	15%	14%	17%	16%	26%	4%	18%	24%	21%	16%	18%	19%	24%
Political corruption	20%	23%	21%	20%	18%	20%	17%	20%	24%	20%	19%	21%	21%	10%	10%	16%	23%	35%	24%	30%	19%	21%	21%	21%	16%	19%	20%	10%	29%	8%	18%	22%	21%	21%	19%	19%	21%
Inflation and cost of living	20%	26%	18%	23%	15%	21%	17%	22%	21%	22%	19%	20%	22%	10%	19%	16%	30%	17%	29%	21%	21%	22%	19%	18%	35%	25%	25%	17%	22%	45%	22%	19%	20%	26%	22%	23%	17%
Government spending, waste, or fraud	13%	8%	14%	12%	16%	12%	16%	11%	11%	12%	15%	14%	9%	20%	20%	20%	14%	2%	8%	5%	10%	14%	15%	14%	6%	11%	13%	21%	6%	8%	13%	12%	13%	8%	9%	14%	14%
Illegal immigration and border security	12%	9%	12%	11%	14%	11%	14%	14%	8%	13%	14%	12%	9%	33%	22%	19%	1%	2%	1%	1%	10%	11%	14%	12%	4%	17%	12%	25%	1%	4%	13%	8%	13%	12%	16%	12%	11%
Iran war	4%	2%	3%	5%	5%	5%	5%	2%	3%	2%	3%	4%	4%	1%	2%	4%	6%	7%	5%	4%	4%	5%	3%	3%	5%	5%	2%	2%	5%	9%	4%	4%	4%	4%	4%	4%	3%
Social Security and Medicare	3%	2%	4%	1%	4%	1%	3%	4%	2%	4%	3%	3%	1%	1%	3%	1%	3%	2%	5%	2%	5%	2%	1%	2%	6%	1%	1%	2%	3%	4%	3%	3%	2%	3%	3%	3%	3%
Healthcare	2%	4%	2%	2%	1%	1%	2%	2%	3%	2%	2%	2%	3%	1%	0%	0%	2%	2%	3%	4%	3%	2%	2%	2%	5%	0%	2%	1%	3%	5%	3%	2%	1%	2%	4%	1%	2%
Gas prices	2%	2%	1%	3%	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	1%	3%	2%	1%	1%	4%	3%	2%	2%	1%	5%	2%	2%	1%	4%	2%	2%	1%
Transgender issues	1%	2%	1%	2%	1%	2%	1%	2%	0%	1%	2%	1%	1%	3%	2%	3%	0%	1%	0%	1%	1%	2%	1%	2%	1%	1%	2%	2%	0%	0%	2%	1%	2%	1%	2%	1%	1%
AI and data centers	1%	2%	0%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	3%	0%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	7%	1%	1%	1%	1%	2%	2%	1%
Electricity bills	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	2%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%
Tariffs	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%

Which one of the following was your main issue when deciding who to vote for in the election for U.S. Congress?

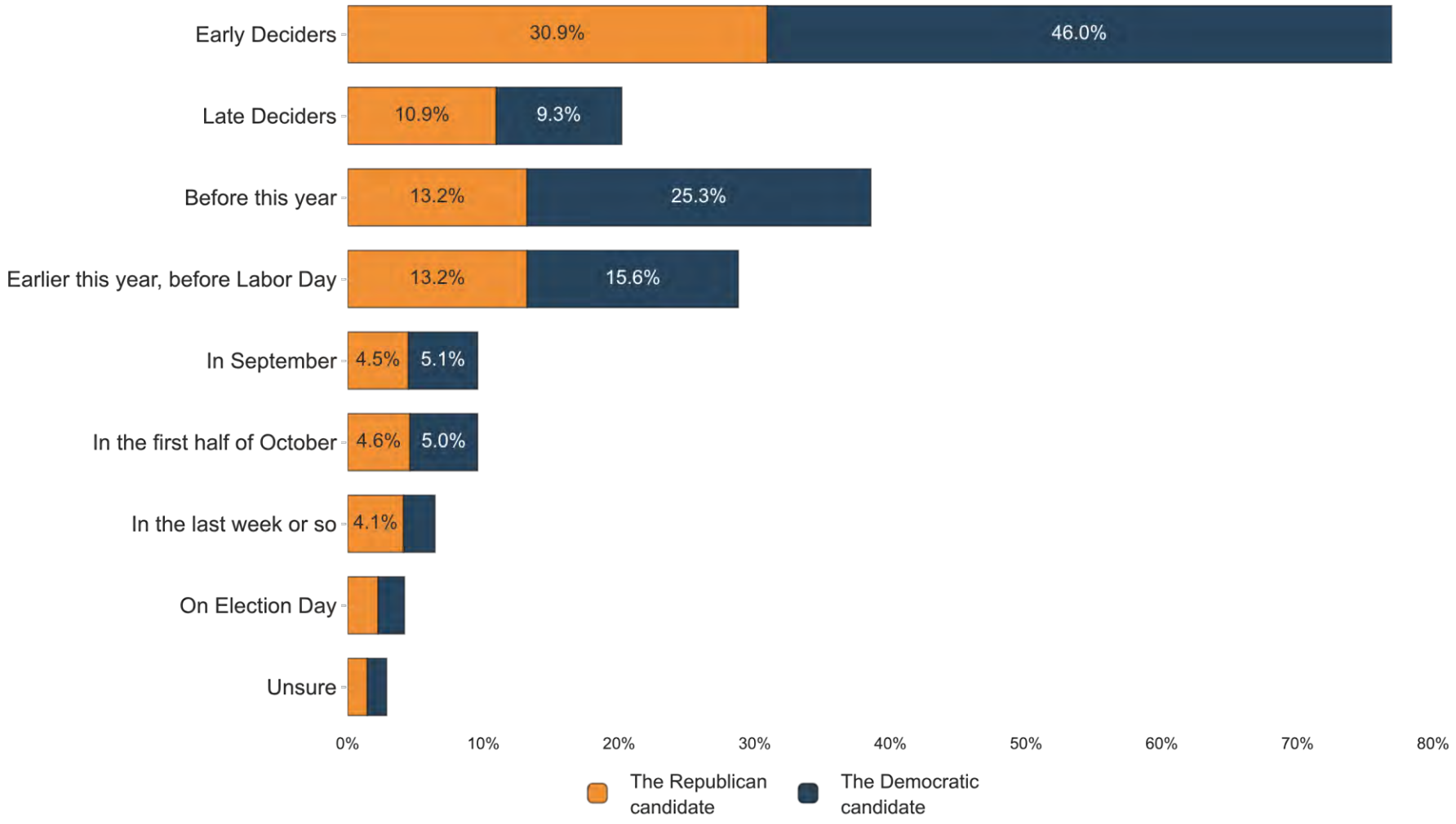
Decision Timing



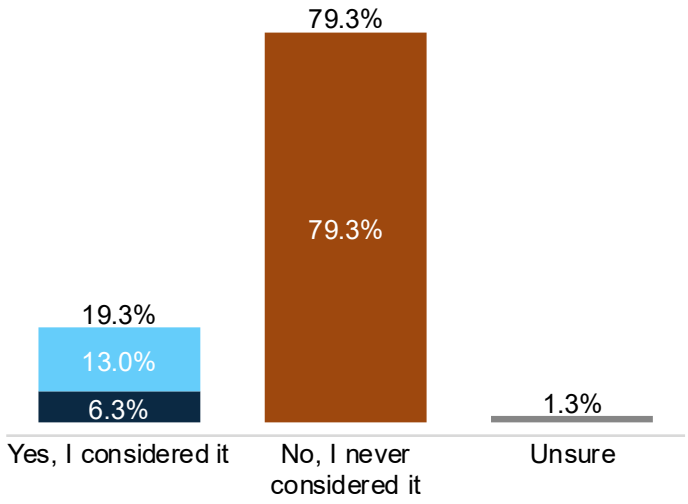
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Early Deciders	77%	74%	79%	74%	80%	79%	76%	75%	80%	76%	74%	77%	79%	81%	72%	60%	67%	80%	82%	87%	73%	79%	80%	78%	73%	75%	71%	71%	84%	53%	75%	74%	81%	72%	76%	74%	80%
Late Deciders	20%	21%	18%	24%	18%	20%	22%	22%	17%	21%	22%	20%	18%	15%	27%	35%	31%	19%	18%	10%	25%	18%	17%	19%	24%	23%	25%	26%	14%	41%	22%	22%	16%	25%	22%	22%	17%
Before this year	39%	39%	39%	38%	39%	39%	38%	38%	39%	34%	39%	38%	42%	44%	25%	26%	27%	39%	45%	52%	37%	38%	42%	39%	37%	37%	36%	31%	47%	18%	39%	36%	41%	33%	43%	39%	39%
Earlier this year, before Labor Day	29%	25%	32%	27%	31%	29%	29%	26%	32%	32%	24%	30%	29%	28%	35%	22%	30%	31%	26%	27%	25%	31%	30%	30%	25%	27%	25%	30%	29%	20%	27%	29%	31%	28%	25%	24%	32%
In September	10%	10%	9%	9%	10%	11%	9%	10%	9%	10%	11%	9%	9%	9%	12%	12%	10%	9%	10%	8%	11%	9%	9%	10%	10%	11%	10%	10%	8%	14%	10%	10%	9%	11%	8%	11%	9%
In the first half of October	10%	8%	10%	10%	10%	9%	11%	10%	8%	8%	10%	10%	9%	6%	11%	15%	16%	12%	10%	6%	12%	9%	9%	9%	12%	10%	10%	11%	8%	15%	8%	11%	10%	9%	11%	10%	9%
In the last week or so	6%	7%	5%	8%	6%	8%	6%	6%	6%	7%	7%	6%	6%	5%	10%	12%	11%	4%	3%	3%	7%	7%	5%	6%	5%	9%	9%	10%	3%	10%	7%	8%	4%	8%	7%	7%	6%
On Election Day	4%	6%	3%	6%	2%	3%	4%	6%	2%	6%	5%	4%	3%	4%	5%	8%	4%	2%	4%	2%	6%	3%	3%	4%	7%	5%	5%	5%	3%	17%	7%	3%	2%	9%	4%	5%	3%
Unsure	3%	5%	2%	2%	2%	1%	3%	3%	4%	3%	4%	2%	2%	4%	2%	5%	2%	2%	1%	3%	2%	3%	3%	3%	3%	2%	4%	3%	2%	6%	3%	3%	2%	3%	3%	4%	3%

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

Generic Ballot by Decision Timing



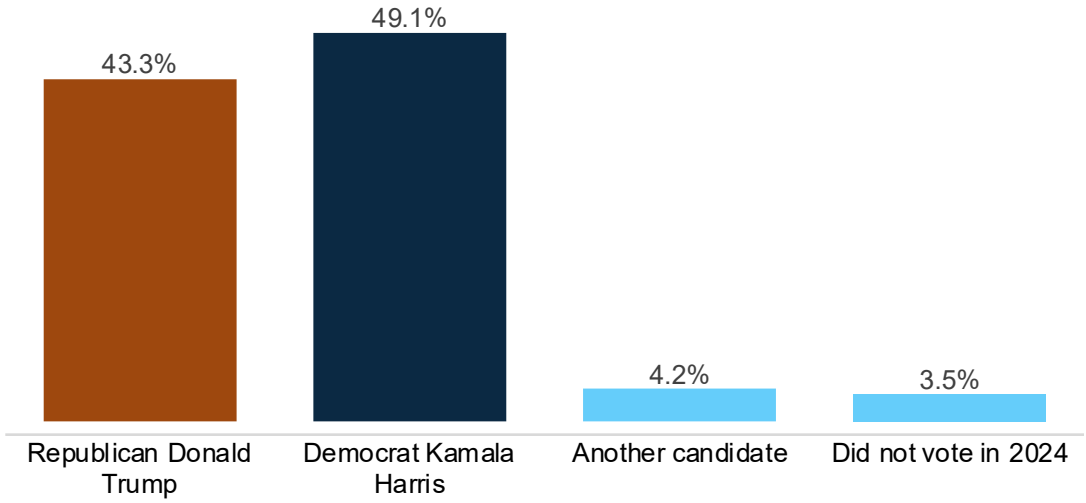
Considered Other Party



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Considered Switching	19%	21%	12%	28%	18%	24%	22%	18%	15%	21%	20%	20%	17%	13%	25%	37%	44%	18%	14%	8%	21%	18%	19%	19%	25%	22%	28%	23%	14%	59%	22%	17%	18%	25%	24%	20%	16%
Yes, I seriously considered it	6%	8%	4%	9%	5%	7%	7%	7%	5%	8%	6%	5%	8%	4%	7%	10%	18%	7%	5%	3%	8%	6%	5%	6%	13%	7%	9%	7%	5%	31%	8%	6%	5%	8%	10%	7%	4%
Yes, I somewhat considered it	13%	13%	8%	19%	13%	17%	14%	11%	10%	13%	13%	14%	10%	10%	17%	27%	27%	11%	10%	5%	13%	12%	14%	13%	12%	15%	19%	17%	9%	29%	14%	12%	13%	16%	14%	13%	12%
No, I never considered it	79%	77%	86%	71%	81%	75%	78%	81%	83%	78%	79%	79%	81%	86%	75%	62%	54%	80%	84%	91%	77%	81%	80%	80%	74%	77%	70%	75%	85%	35%	77%	81%	81%	72%	75%	79%	83%
Unsure	1%	2%	1%	1%	1%	1%	0%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	5%	2%	2%	1%	3%	1%	1%	1%

Before you made your final decision, did you seriously consider voting for the other party's candidate for U.S. Congress?

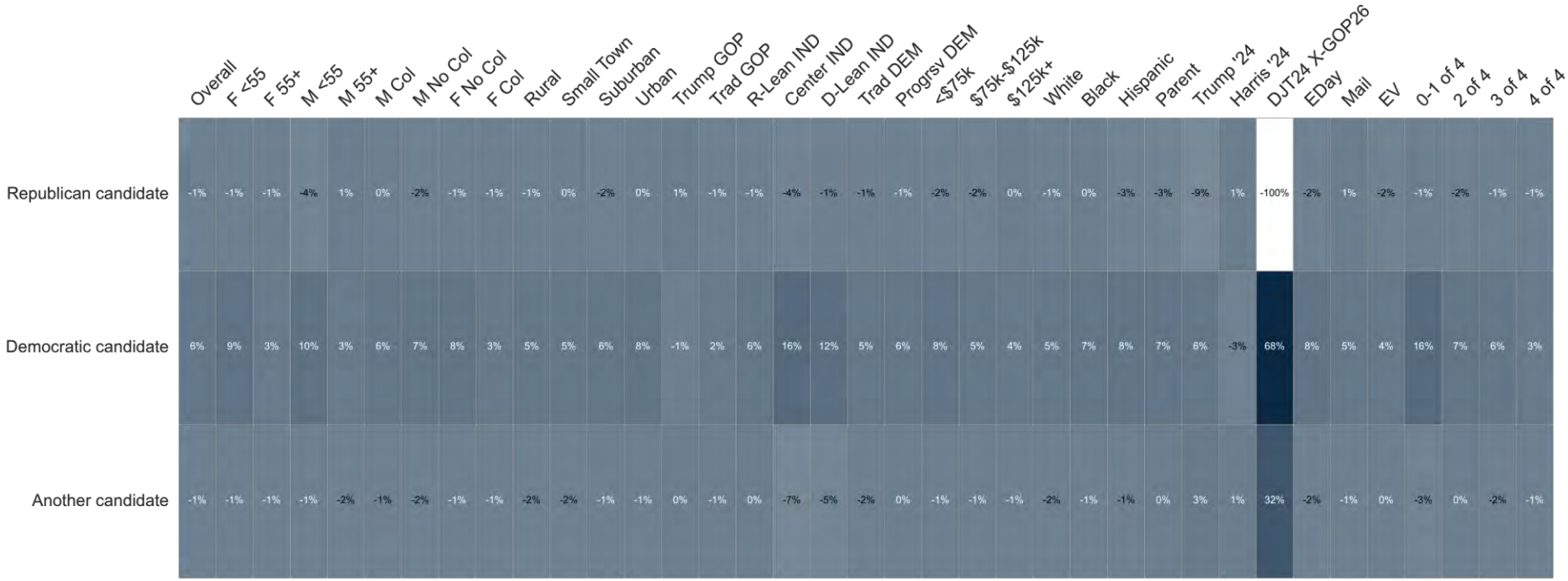
2024 Retro Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	43%	30%	44%	44%	55%	42%	56%	47%	28%	58%	52%	41%	28%	98%	91%	71%	26%	4%	3%	2%	41%	44%	44%	48%	8%	38%	45%	100%	51%	31%	45%	41%	45%	44%	43%
Democrat Kamala Harris	49%	59%	52%	45%	39%	48%	37%	45%	66%	36%	40%	52%	61%	1%	4%	12%	56%	81%	92%	93%	50%	49%	48%	45%	83%	54%	46%	0%	40%	60%	50%	42%	47%	47%	52%
Another candidate	4%	5%	3%	5%	4%	6%	4%	3%	4%	4%	5%	4%	4%	0%	3%	11%	13%	9%	2%	1%	3%	5%	5%	4%	3%	4%	5%	0%	5%	5%	3%	5%	4%	5%	4%
Did not vote in 2024	3%	7%	1%	5%	2%	4%	3%	5%	2%	2%	3%	3%	6%	1%	1%	5%	6%	6%	2%	5%	5%	2%	3%	3%	6%	3%	4%	0%	4%	5%	2%	12%	4%	4%	0%

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

Percent Change: 2024 Retro Ballot to Generic Ballot



Why Trump'24 but Not GOP'26 *(1 of 2)*

STRATEGIC ANALYSIS

Trump 2024 voters who left the GOP this year are 4% of the electorate, and they did not leave for one reason. Candidate quality and campaign tone came up most (19%), followed by Trump himself (14%), the Iran war (12%), broken promises (11%), and cost of living (10%). Many named a specific Republican they disliked, a negative ad, or an incumbent who stayed too long.

Two groups sit inside this sliver. Moderates and Independents left over Trump, corruption, and a party they say lost its way. A smaller America First group left from the right: they wanted deportations and spending cuts and got a war and aid to Israel instead. Both describe the same failure, a party that held full control for two years and did not deliver what it promised.

The defection story is about delivery, not ideology. Candidate quality and broken promises are things a party can fix, which makes this group the clearest 2028 opportunity for Republican campaigns.

IN THEIR OWN WORDS

"They abandoned us. They did nothing they promised. Started new wars, did nothing for the economy"
— Mostly Republican, Somewhat conservative, Male, 18 - 29, Four-year undergraduate or Bachelor's Degree

"The Republican Party has lost their way. They are for big government, and are seemingly against the constitution. As a Christian I'm not seeing much Christ like behavior from today's Republican party."
— Mostly Republican, Somewhat conservative, Male, 45 - 54, Graduate degree or further

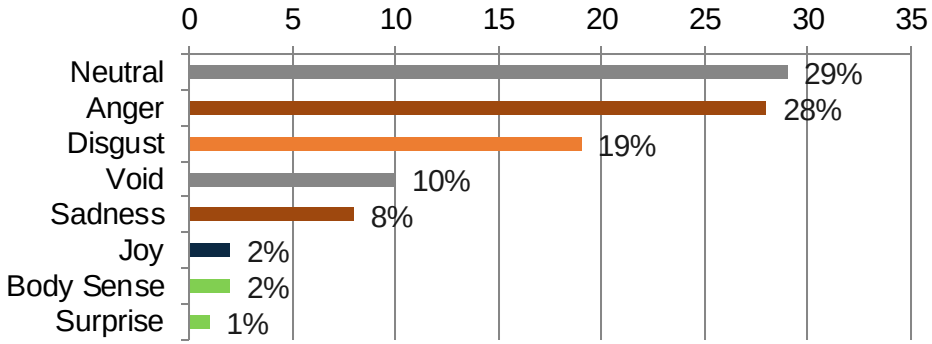
"Iran war, Israel, and no deportations"
— Independent, Unsure, Male, 18 - 29, Some college or Associate's Degree

"Closed minded and unwilling to compromise on issues."
— Mostly Republican, Somewhat conservative, Male, 55 - 64, Graduate degree or further

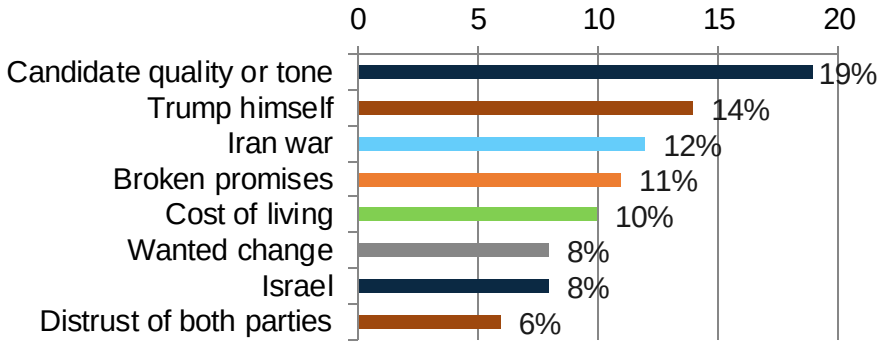
Why did you not vote for the Republican candidate for Congress this year?

Why Trump'24 but Not GOP'26 *(2 of 2)*

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Anger: Frustration, Indignation, Contempt

Disgust: Moral Disgust, Distaste, Aversion

Void: Disillusionment, Alienation

WHAT THIS MEANS

Anger (28%) and moral disgust (19%) dominate, and the anger reads as frustration and indignation at a broken deal rather than rage at a person. 10% code to void, mostly disillusionment, and those voters are the hardest to recover. For the rest, the emotional path back runs through accountability: admit what went wrong and show proof of delivery before asking for the vote again.

Why did you not vote for the Republican candidate for Congress this year?

What GOP Can Do to Earn Back Votes *(1 of 2)*

CYGNAL

STRATEGIC ANALYSIS

Asked what would bring them back, defectors give concrete asks. Lower prices and a fixed economy lead (16%), followed by listening to and helping working people (15%), ending the wars and putting America first (13%), and breaking from Trump (11%). Answers often name a target: groceries down 50%, gas under $2, release the Epstein files, stop funding Israel.

15% say nothing will win them back, and that number is the ceiling on recovery. The rest split between a center ask (break from Trump, compromise, be decent) and a right-flank ask (mass deportations, end foreign aid). A 2028 Republican cannot satisfy both groups with one message.

Price relief is the common ground. It appears in both the moderate and America First answers, and it pairs with a demand for honesty: these voters want the party to own the gas prices and the war, then fix them.

IN THEIR OWN WORDS

"Bring grocery prices down 50% and fuel prices down to under $2 a gallon. All this inflation has occurred on Trumps watch!"
— Mostly Republican, Somewhat conservative, Male, 55 - 64, Graduate degree or further

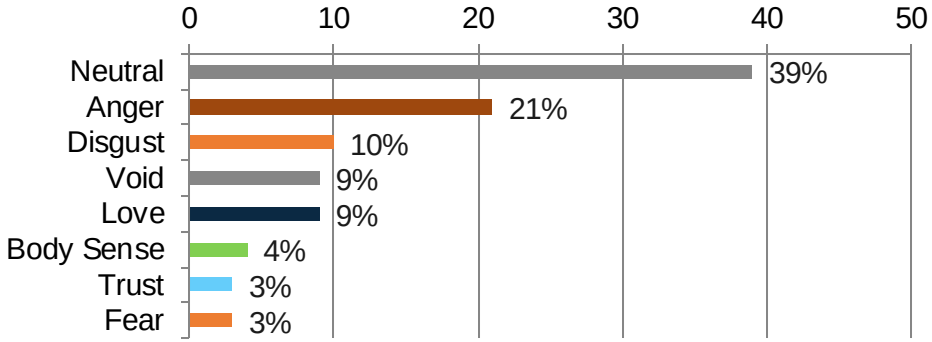
"Renounce Trump, return to conservatism & the Constitution of the U.S. Rein in ICE & stop killing Americans in the streets."
— Mostly Republican, Somewhat conservative, Male, 45 - 54, Graduate degree or further

"Be America first, stop supporting Israel, and mass deportations"
— Independent, Unsure, Male, 18 - 29, Some college or Associate's Degree

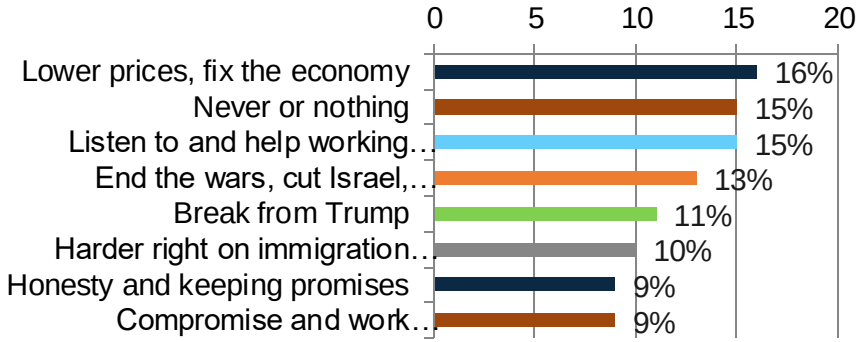
"They will never have my vote unless their party changes drastically"
— Mostly Democratic, Somewhat liberal, Female, 30 - 44, Some college or Associate's Degree

What GOP Can Do to Earn Back Votes *(2 of 2)*

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Anger: Frustration, Indignation, Contempt

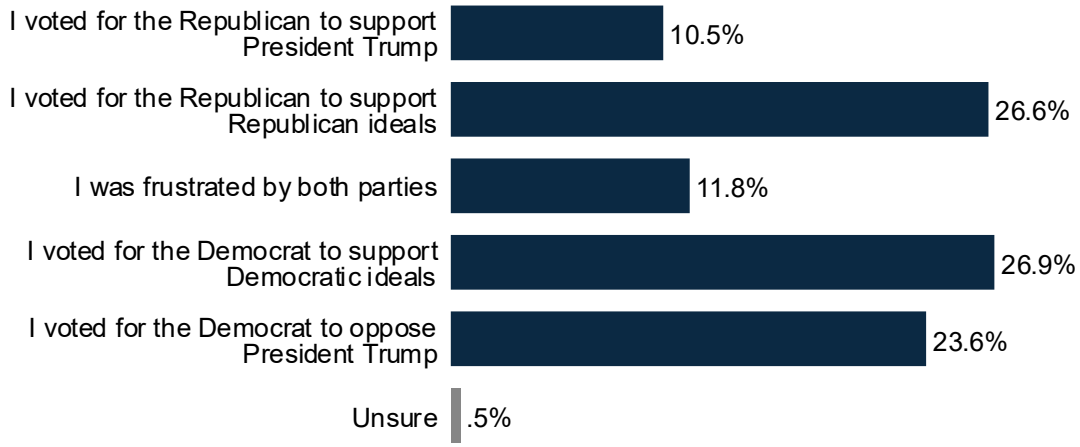
Disgust: Moral Disgust, Loathing, Aversion

WHAT THIS MEANS

Advice questions run neutral (39%), so the 21% anger and 10% disgust stand out. Most anger is frustration with a party that did nothing, and the disgust targets corruption and Trump's circle. Compassion shows up in 9%, asking Republicans to care about working people. Messaging that leads with specific cost commitments and a candid admission of failure fits this profile better than a pitch on values.

What will Republicans have to do to earn your vote for U.S. Congress in the next election in 2028?

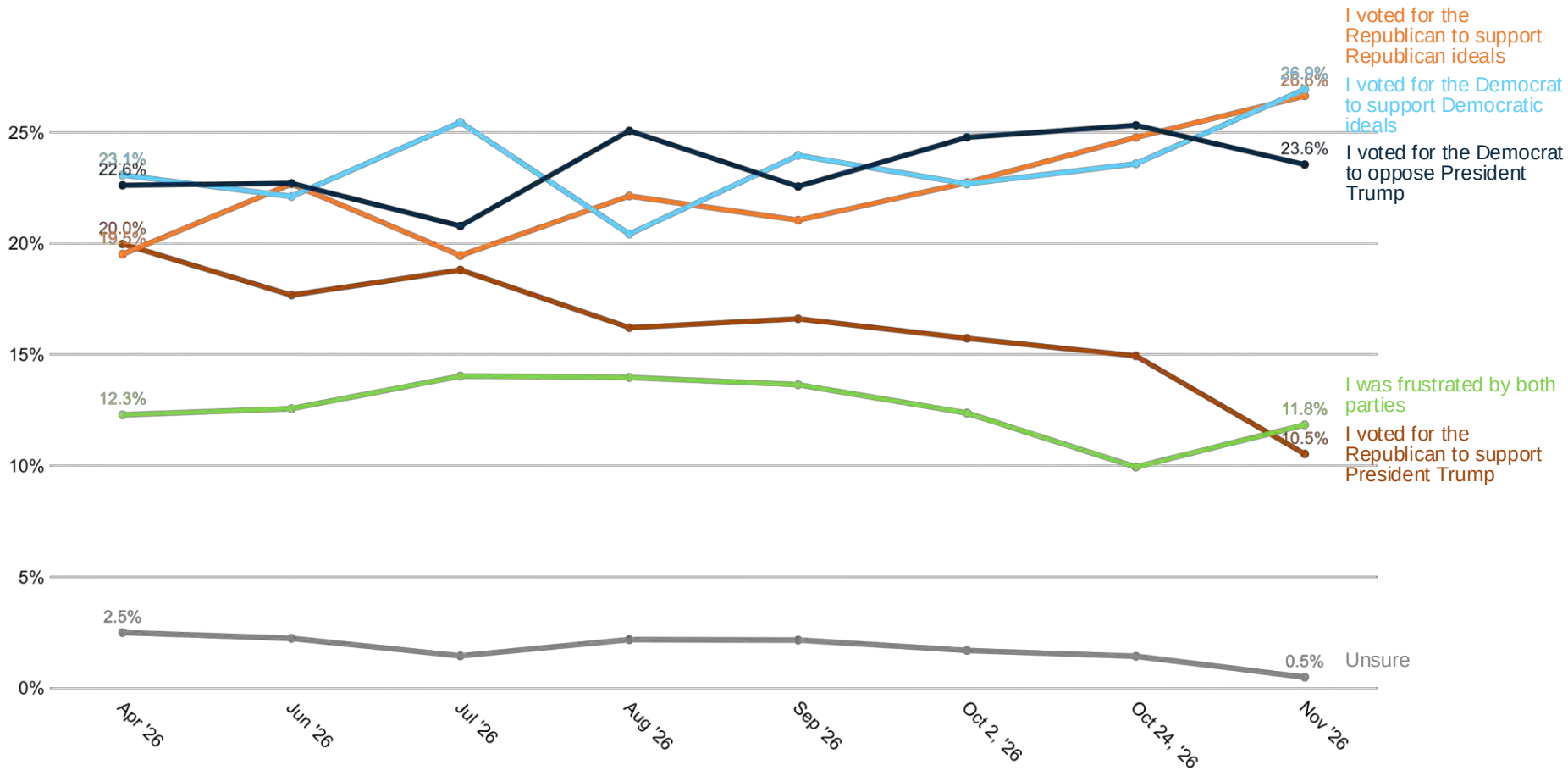
Congressional Vote Driver



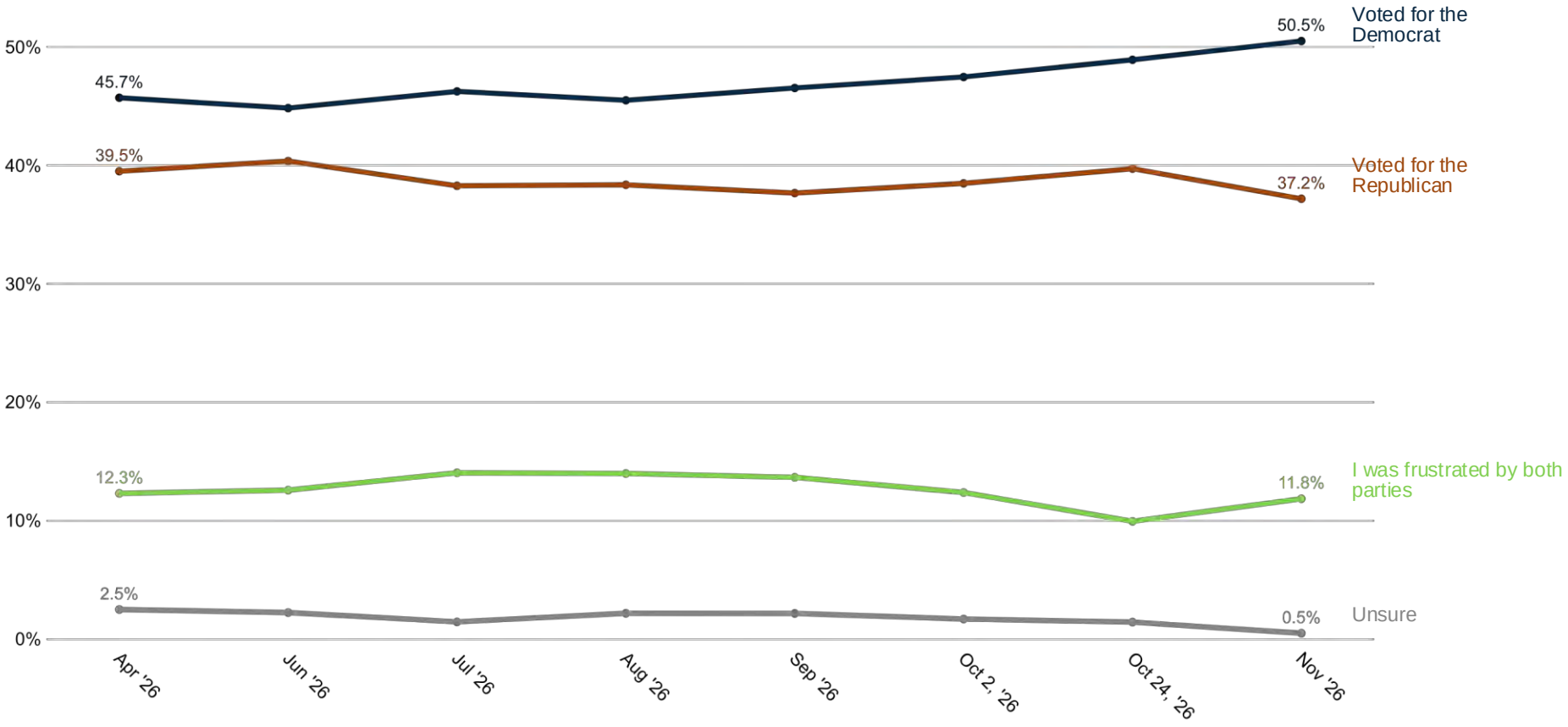
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
I voted for the Republican	37%	25%	40%	34%	49%	34%	48%	41%	25%	51%	47%	34%	25%	96%	82%	51%	10%	1%	1%	1%	35%	38%	39%	42%	7%	31%	38%	83%	1%	6%	43%	27%	40%	33%	40%	39%	37%
I voted for the Democrat	50%	63%	52%	46%	41%	50%	38%	49%	65%	37%	42%	53%	63%	1%	6%	12%	60%	79%	91%	94%	52%	51%	48%	46%	80%	57%	49%	3%	91%	50%	42%	60%	52%	53%	48%	46%	52%
I voted for the Republican to support President Trump	11%	7%	13%	8%	13%	8%	14%	14%	5%	16%	13%	9%	8%	44%	12%	15%	3%	0%	1%	0%	14%	10%	7%	12%	3%	9%	11%	24%	0%	4%	14%	6%	11%	8%	14%	13%	9%
I voted for the Republican to support Republican ideals	27%	18%	27%	25%	36%	25%	35%	26%	20%	35%	34%	25%	16%	52%	70%	36%	6%	1%	1%	0%	21%	27%	32%	30%	4%	23%	27%	59%	0%	2%	29%	22%	28%	25%	26%	26%	28%
I was frustrated by both parties	12%	12%	8%	20%	10%	16%	13%	10%	9%	12%	11%	12%	11%	3%	11%	37%	29%	20%	7%	5%	12%	11%	12%	11%	13%	12%	13%	13%	8%	39%	15%	11%	8%	14%	10%	15%	10%
I voted for the Democrat to support Democratic ideals	27%	37%	30%	22%	17%	20%	19%	26%	41%	17%	20%	28%	39%	1%	1%	2%	10%	32%	54%	60%	28%	28%	26%	23%	57%	33%	25%	1%	51%	12%	21%	32%	29%	31%	25%	23%	28%
I voted for the Democrat to oppose President Trump	24%	26%	21%	24%	24%	30%	19%	23%	24%	20%	21%	25%	25%	0%	5%	10%	50%	47%	38%	34%	24%	23%	23%	24%	23%	24%	24%	3%	40%	38%	20%	28%	23%	22%	23%	23%	24%
Unsure	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	5%	0%	1%	0%	0%	1%	0%	1%

Which of the following most closely matches the reason you voted for either the Democrat or the Republican?

Trend: Congressional Vote Driver

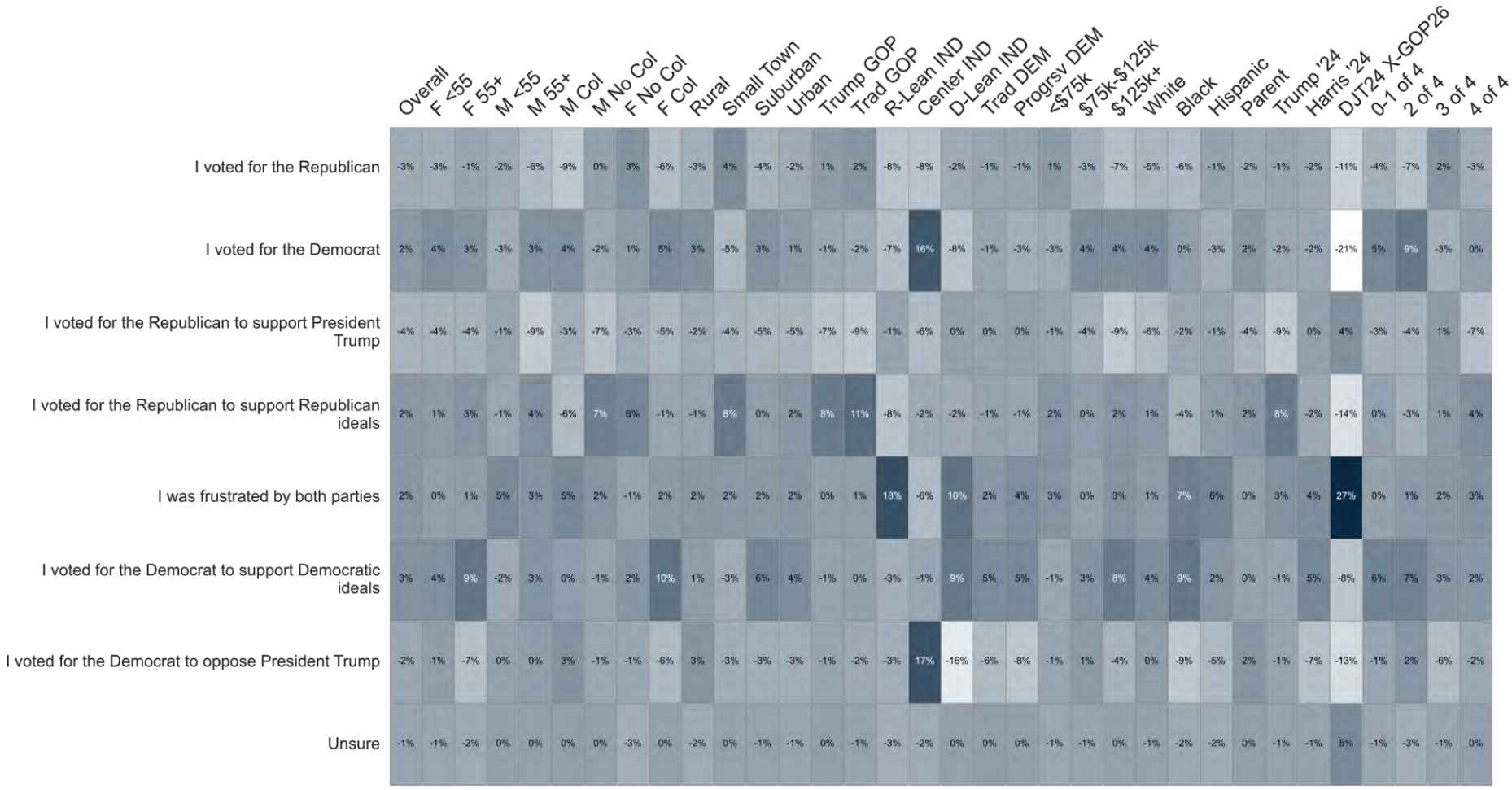


Trend: Congressional Vote Driver (NET)



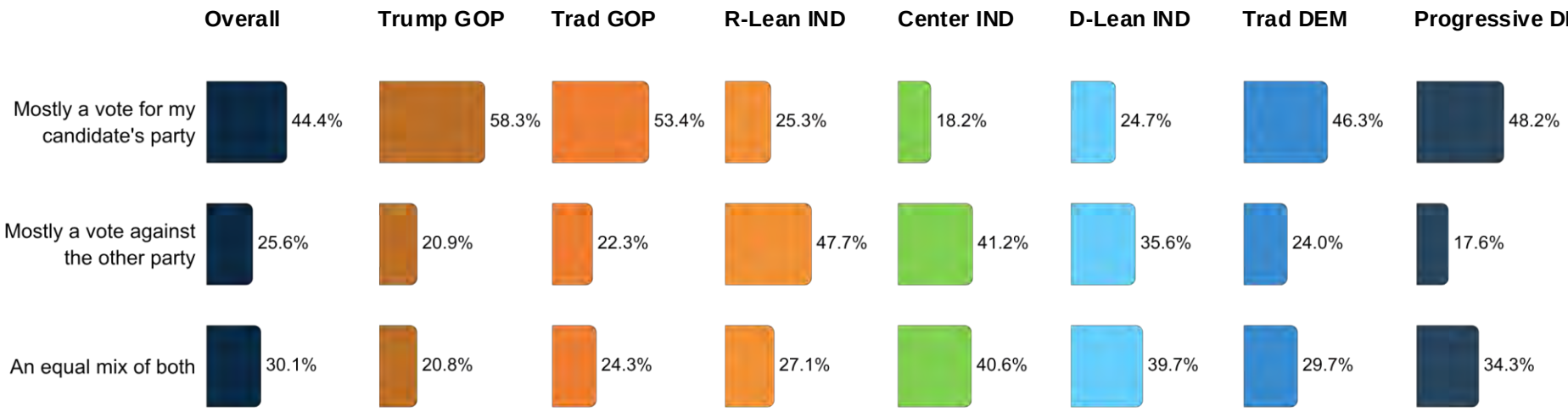
Percent Change: Congressional Vote Driver (Oct 24, '26 to Nov '26)

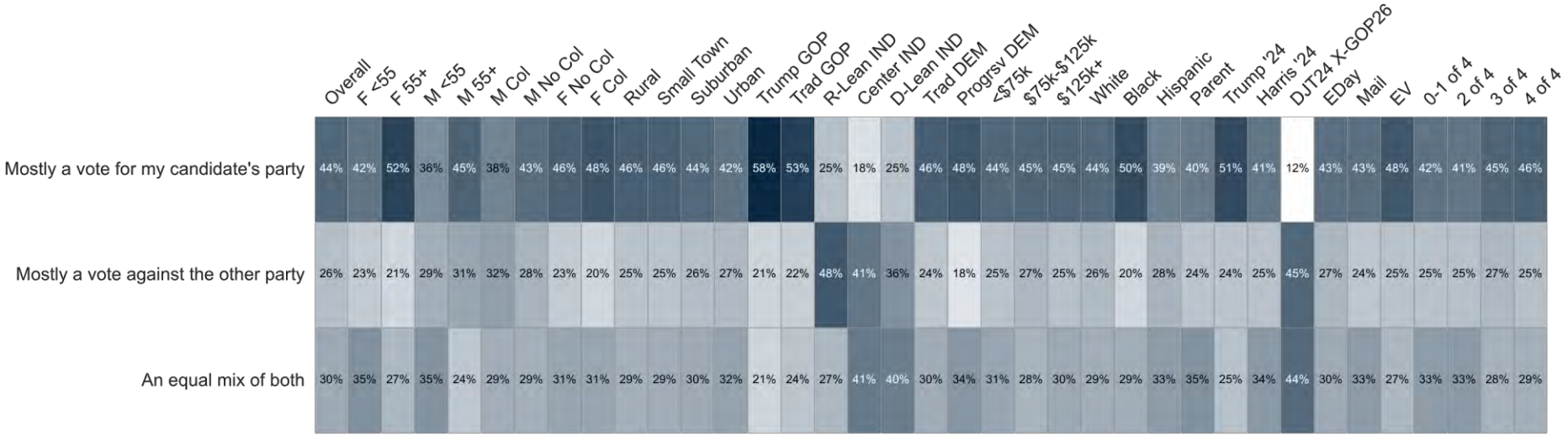
CYGNAL



Vote For or Against

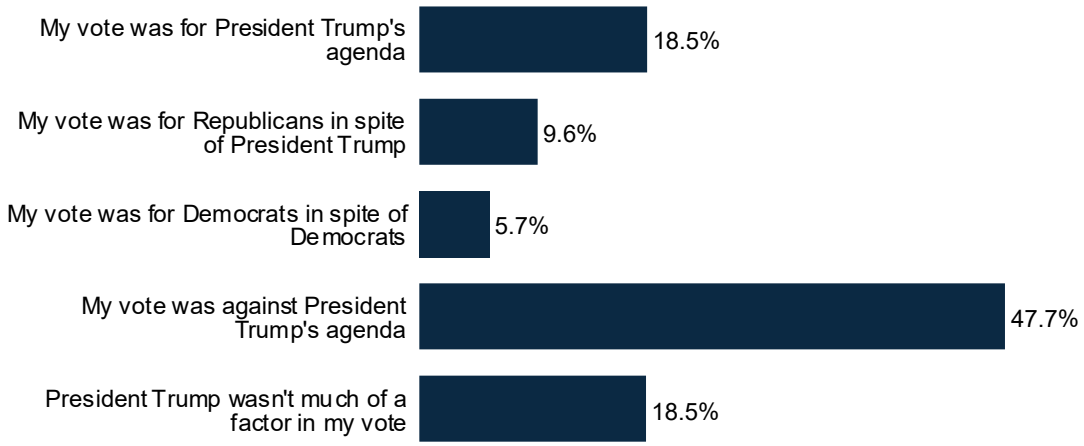
CYGNAL





Was your vote for U.S. Congress more a vote FOR your candidate's party, or more a vote AGAINST the other party?

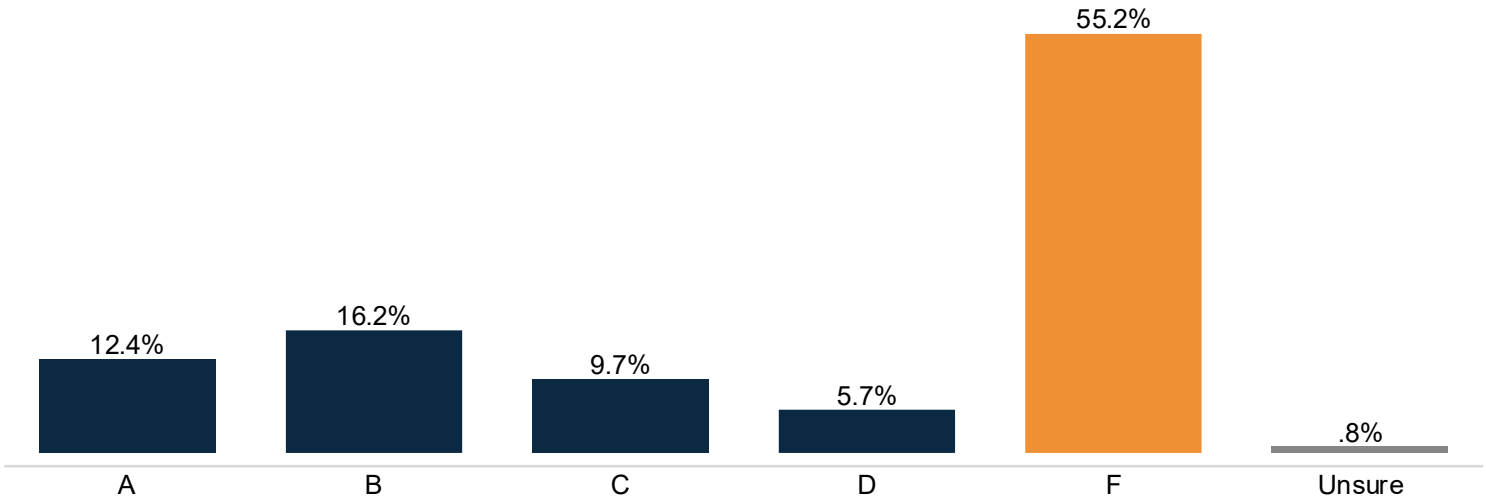
Trump Agenda Referendum



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
My vote was for President Trump's agenda	19%	10%	22%	16%	26%	17%	25%	21%	11%	26%	24%	16%	13%	68%	30%	22%	4%	1%	1%	0%	19%	19%	18%	21%	6%	14%	18%	42%	1%	8%	23%	12%	19%	15%	21%	18%	19%
My vote was for Republicans in spite of President Trump	10%	7%	11%	8%	12%	10%	10%	13%	5%	11%	12%	10%	6%	14%	24%	18%	7%	1%	1%	0%	9%	8%	11%	11%	2%	9%	9%	20%	0%	2%	11%	7%	11%	10%	8%	9%	10%
My vote was for Democrats in spite of Democrats	6%	8%	5%	9%	2%	4%	6%	6%	7%	5%	4%	5%	9%	1%	1%	2%	6%	11%	13%	8%	8%	5%	5%	4%	21%	7%	9%	1%	9%	12%	6%	7%	5%	9%	7%	5%	5%
My vote was against President Trump's agenda	48%	56%	48%	46%	40%	51%	36%	44%	60%	35%	40%	51%	57%	1%	8%	20%	65%	82%	77%	86%	48%	49%	46%	46%	60%	55%	41%	5%	84%	46%	39%	58%	49%	44%	47%	46%	50%
President Trump wasn't much of a factor in my vote	18%	19%	14%	22%	19%	18%	22%	16%	17%	23%	19%	18%	16%	17%	37%	39%	18%	5%	8%	5%	16%	19%	21%	19%	11%	15%	22%	32%	6%	32%	22%	16%	16%	22%	17%	21%	17%

Was your vote on Tuesday a vote for President Trump's agenda, a vote against President Trump's agenda, or would you say President Trump wasn't much of a factor in your vote?

Trump Second Term Grade



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
A	12%	8%	15%	10%	16%	11%	15%	16%	7%	21%	17%	10%	8%	49%	18%	13%	4%	0%	0%	0%	13%	11%	12%	14%	3%	11%	13%	28%	0%	7%	16%	7%	14%	8%	15%	13%	13%
B	16%	10%	19%	13%	21%	14%	21%	16%	13%	18%	20%	17%	10%	36%	38%	23%	6%	1%	1%	0%	15%	17%	17%	18%	3%	13%	16%	36%	0%	11%	18%	12%	18%	16%	17%	17%	16%
C	10%	9%	7%	13%	11%	12%	12%	9%	6%	12%	9%	11%	7%	10%	23%	21%	8%	1%	2%	1%	9%	9%	12%	11%	5%	7%	12%	19%	1%	11%	12%	8%	9%	11%	10%	9%	10%
D	6%	4%	4%	8%	7%	8%	7%	4%	4%	5%	8%	5%	4%	2%	10%	11%	6%	3%	5%	3%	5%	8%	5%	6%	4%	6%	5%	8%	3%	21%	7%	5%	5%	7%	5%	8%	5%
F	55%	68%	53%	57%	44%	56%	45%	52%	69%	43%	45%	57%	70%	2%	10%	30%	75%	94%	91%	96%	57%	55%	54%	51%	84%	61%	54%	7%	95%	48%	47%	67%	54%	57%	54%	52%	56%
Unsure	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%

What letter grade would you give President Trump for his second term?

Image Tests

CYGNAL

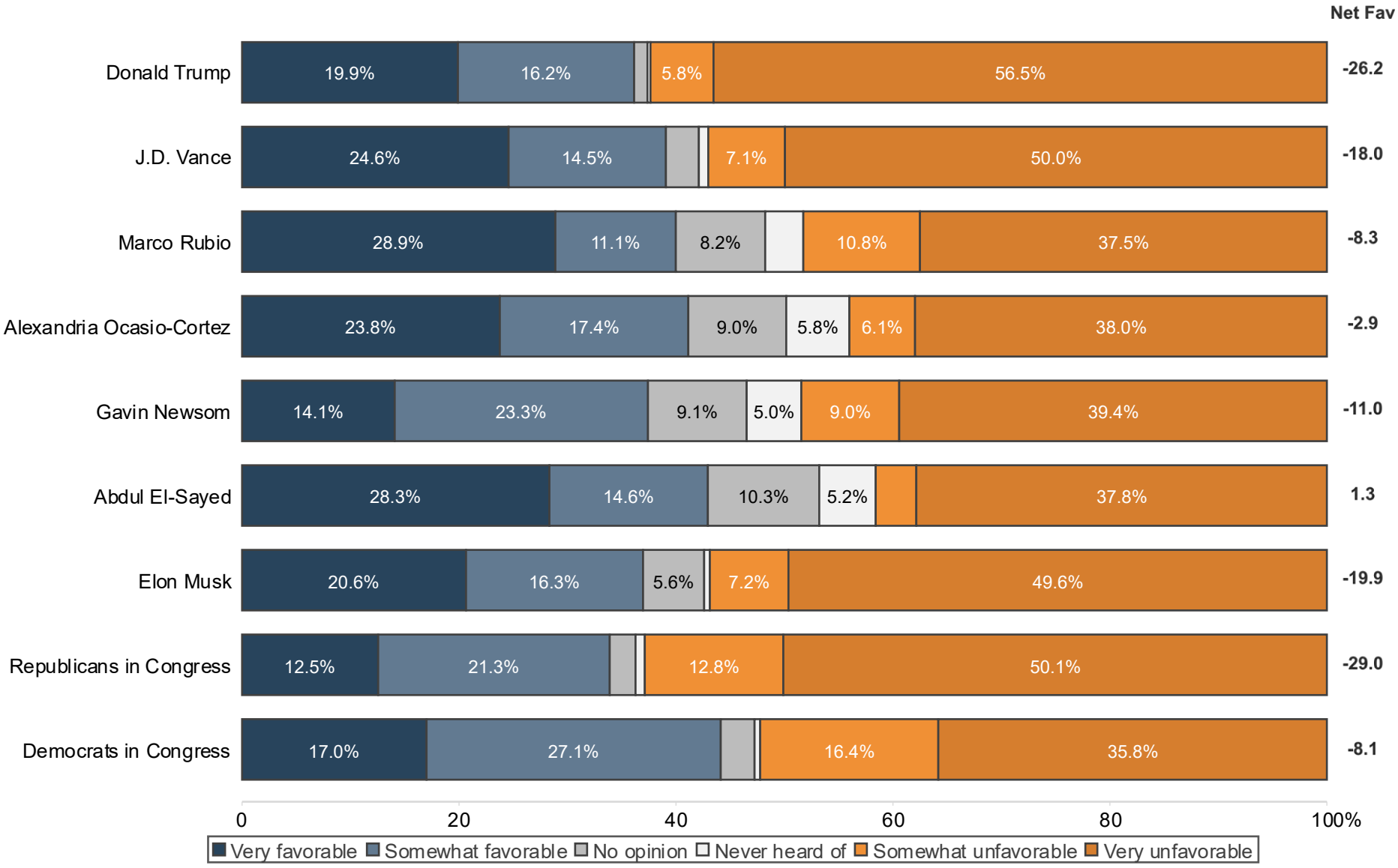


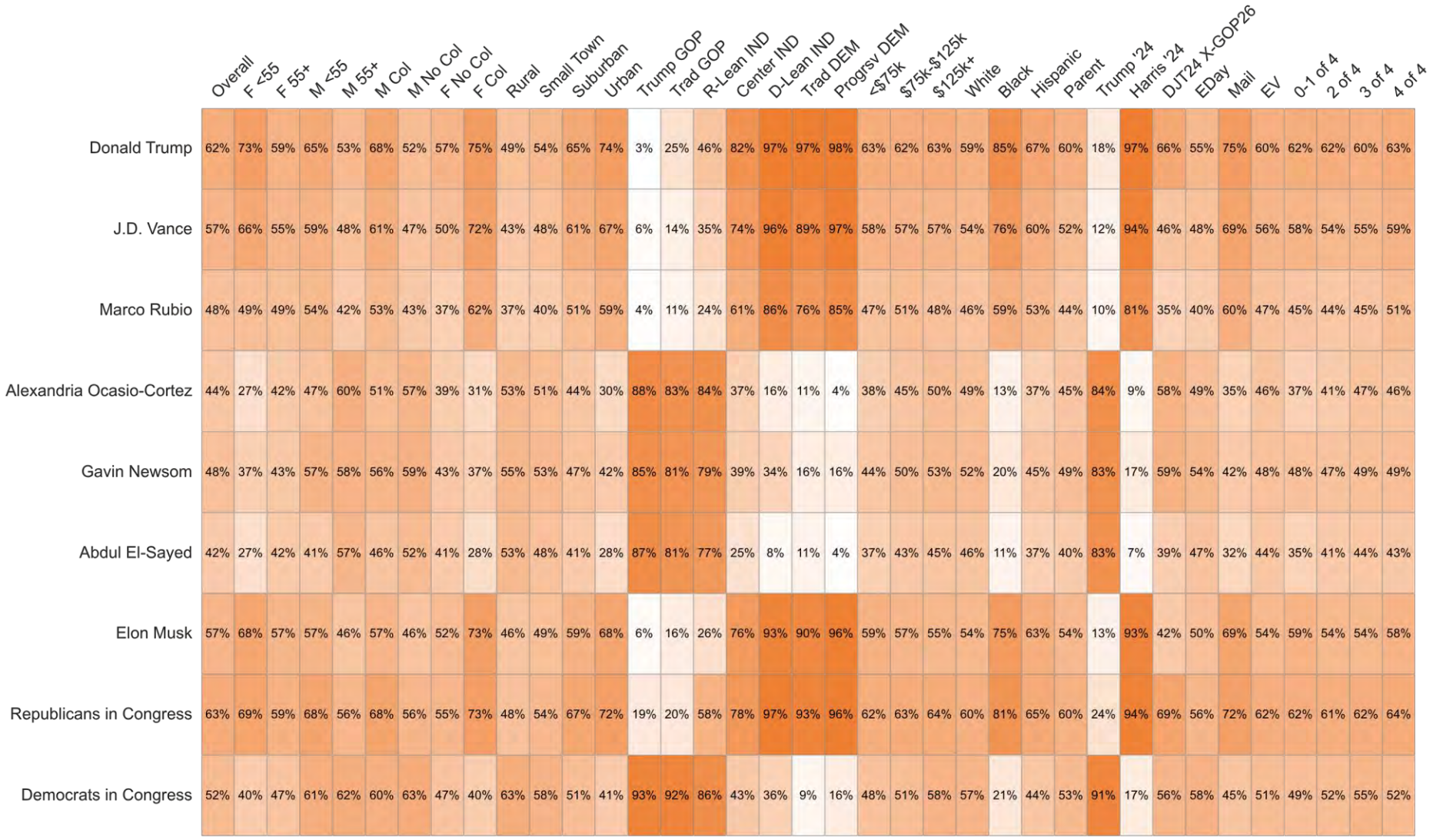
Image Tests Heatmap - Favorable

CYGNAL



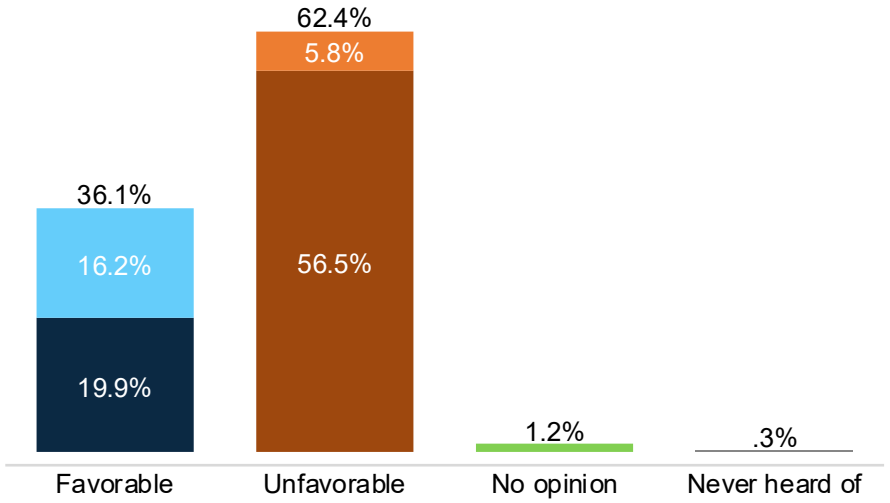
Image Tests Heatmap - Unfavorable

CYGNAL



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	62%	73%	59%	65%	53%	68%	52%	57%	75%	49%	54%	65%	74%	3%	25%	46%	82%	97%	97%	98%	63%	62%	63%	59%	85%	67%	60%	18%	97%	66%	55%	75%	60%	62%	62%	60%	63%
J.D. Vance	57%	66%	55%	59%	48%	61%	47%	50%	72%	43%	48%	61%	67%	6%	14%	35%	74%	96%	89%	97%	58%	57%	57%	54%	76%	60%	52%	12%	94%	46%	48%	69%	56%	58%	54%	55%	59%
Marco Rubio	48%	49%	49%	54%	42%	53%	43%	37%	62%	37%	40%	51%	59%	4%	11%	24%	61%	86%	76%	85%	47%	51%	48%	46%	59%	53%	44%	10%	81%	35%	40%	60%	47%	45%	44%	45%	51%
Alexandria Ocasio-Cortez	44%	27%	42%	47%	60%	51%	57%	39%	31%	53%	51%	44%	30%	88%	83%	84%	37%	16%	11%	4%	38%	45%	50%	49%	13%	37%	45%	84%	9%	58%	49%	35%	46%	37%	41%	47%	46%
Gavin Newsom	48%	37%	43%	57%	58%	56%	59%	43%	37%	55%	53%	47%	42%	85%	81%	79%	39%	34%	16%	16%	44%	50%	53%	52%	20%	45%	49%	83%	17%	59%	54%	42%	48%	48%	47%	49%	49%
Abdul El-Sayed	42%	27%	42%	41%	57%	46%	52%	41%	28%	53%	48%	41%	28%	87%	81%	77%	25%	8%	11%	4%	37%	43%	45%	46%	11%	37%	40%	83%	7%	39%	47%	32%	44%	35%	41%	44%	43%
Elon Musk	57%	68%	57%	57%	46%	57%	46%	52%	73%	46%	49%	59%	68%	6%	16%	26%	76%	93%	90%	96%	59%	57%	55%	54%	75%	63%	54%	13%	93%	42%	50%	69%	54%	59%	54%	54%	58%
Republicans in Congress	63%	69%	59%	68%	56%	68%	56%	55%	73%	48%	54%	67%	72%	19%	20%	58%	78%	97%	93%	96%	62%	63%	64%	60%	81%	65%	60%	24%	94%	69%	56%	72%	62%	62%	61%	62%	64%
Democrats in Congress	52%	40%	47%	61%	62%	60%	63%	47%	40%	63%	58%	51%	41%	93%	92%	86%	43%	36%	9%	16%	48%	51%	58%	57%	21%	44%	53%	91%	17%	56%	58%	45%	51%	49%	52%	55%	52%

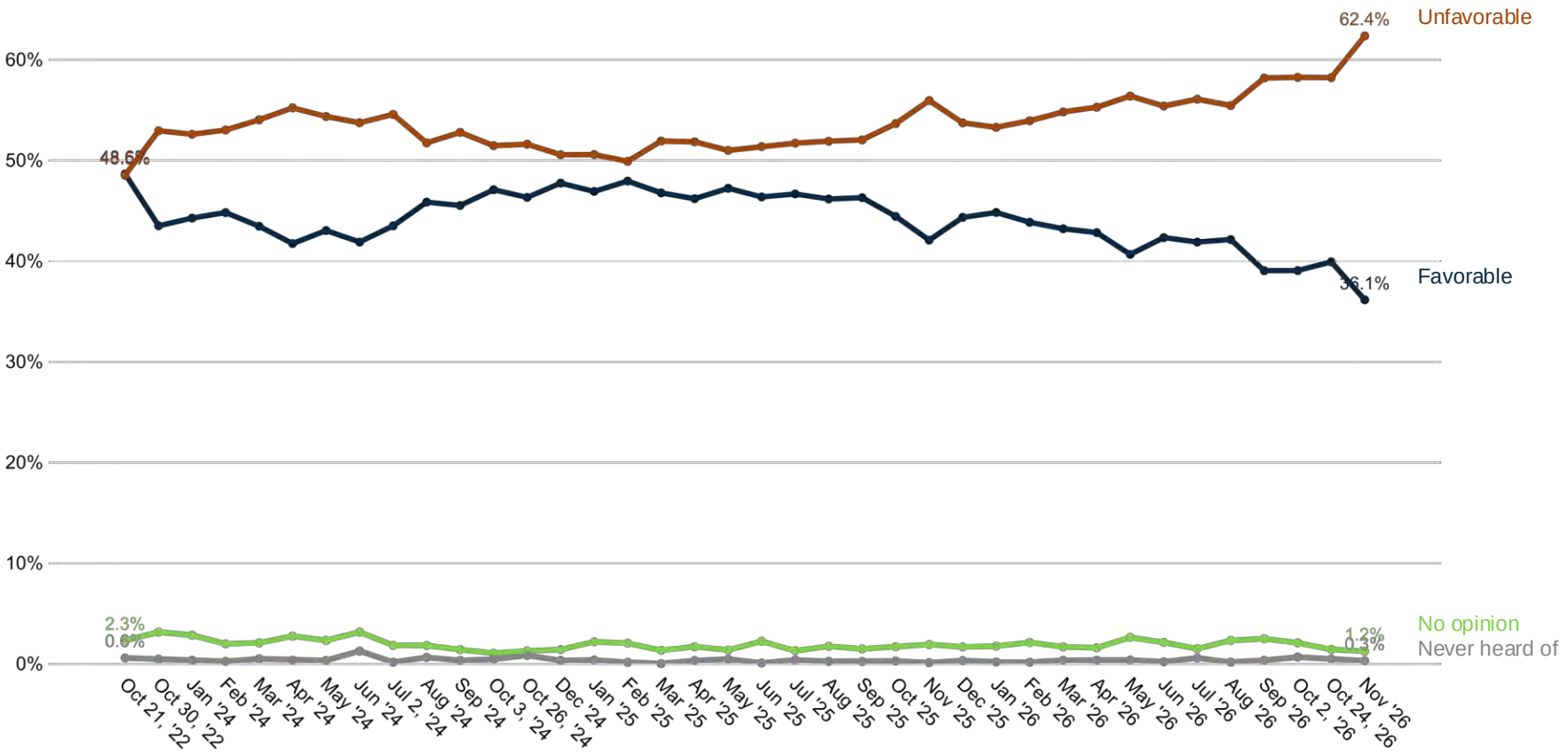
Image: Donald Trump



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	36%	25%	39%	34%	46%	31%	48%	41%	24%	50%	44%	34%	23%	97%	73%	53%	13%	3%	2%	1%	35%	37%	36%	40%	11%	31%	38%	80%	2%	30%	43%	24%	39%	35%	37%	39%	36%
Unfavorable Total	62%	73%	59%	65%	53%	68%	52%	57%	75%	49%	54%	65%	74%	3%	25%	46%	82%	97%	97%	98%	63%	62%	63%	59%	85%	67%	60%	18%	97%	66%	55%	75%	60%	62%	62%	60%	63%
Very favorable	20%	11%	25%	16%	26%	14%	28%	25%	11%	28%	27%	16%	14%	75%	31%	21%	5%	1%	1%	1%	22%	21%	17%	22%	8%	17%	19%	44%	1%	13%	24%	12%	22%	18%	24%	20%	20%
Somewhat favorable	16%	14%	15%	17%	19%	16%	20%	15%	13%	21%	17%	18%	9%	22%	42%	32%	8%	2%	1%	0%	14%	16%	20%	18%	3%	14%	19%	36%	1%	17%	19%	12%	17%	17%	13%	18%	16%
Somewhat unfavorable	6%	6%	4%	7%	7%	9%	5%	4%	4%	6%	5%	6%	5%	1%	13%	15%	5%	0%	5%	1%	5%	6%	8%	6%	2%	6%	6%	10%	2%	20%	7%	6%	4%	5%	7%	5%	6%
Very unfavorable	57%	67%	55%	58%	46%	58%	46%	53%	71%	43%	48%	59%	69%	2%	12%	30%	77%	97%	92%	97%	58%	56%	55%	53%	82%	62%	54%	8%	96%	46%	48%	69%	56%	58%	55%	54%	57%
No opinion	1%	2%	1%	1%	1%	1%	0%	2%	1%	1%	2%	1%	2%	0%	2%	1%	4%	0%	2%	0%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%

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

Trend: Donald Trump Image



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

CYGNAL

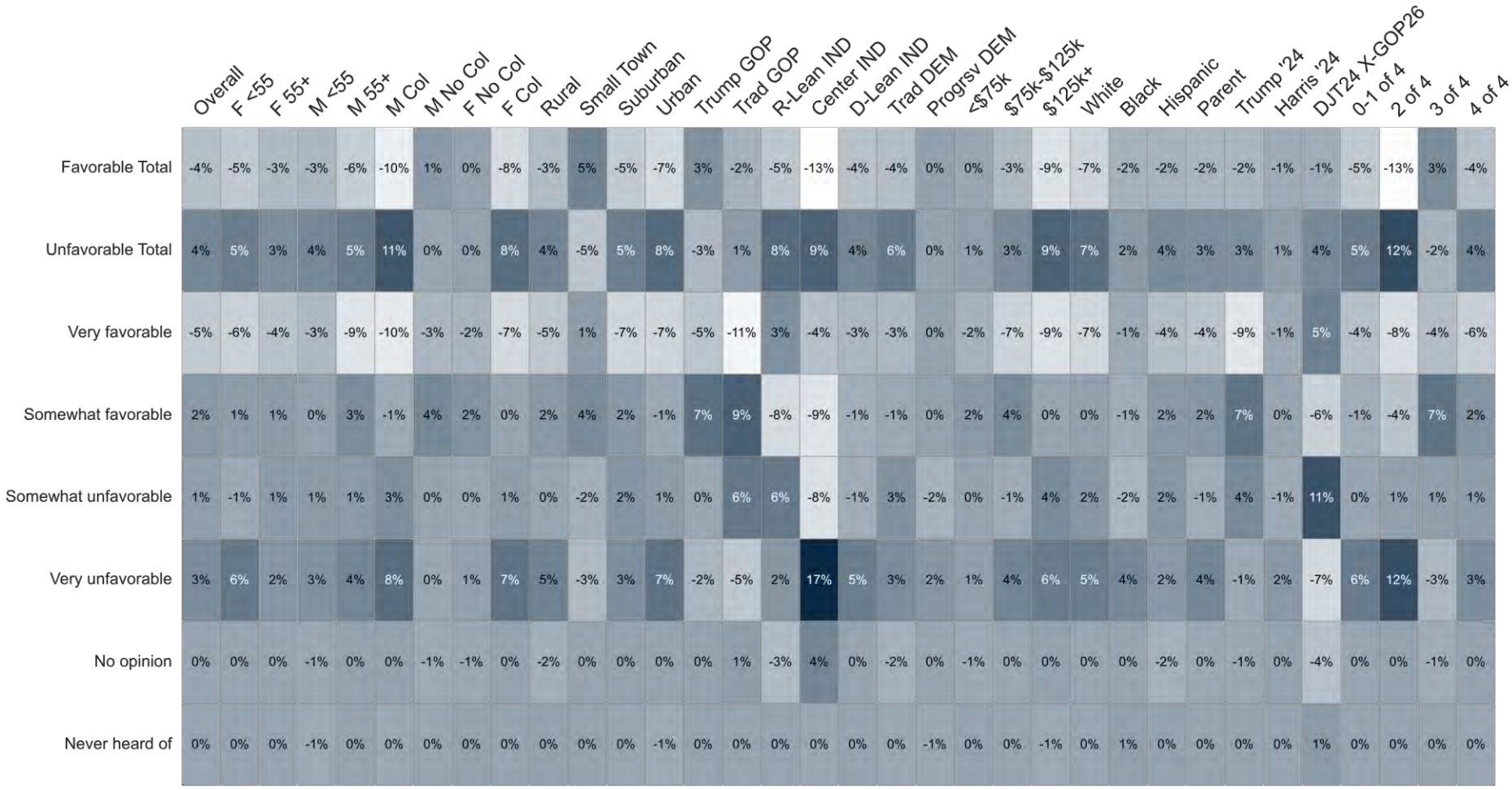
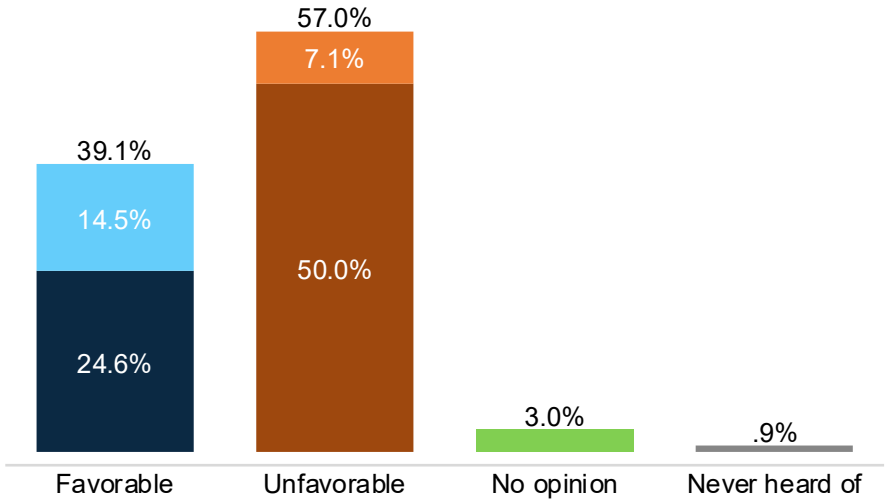


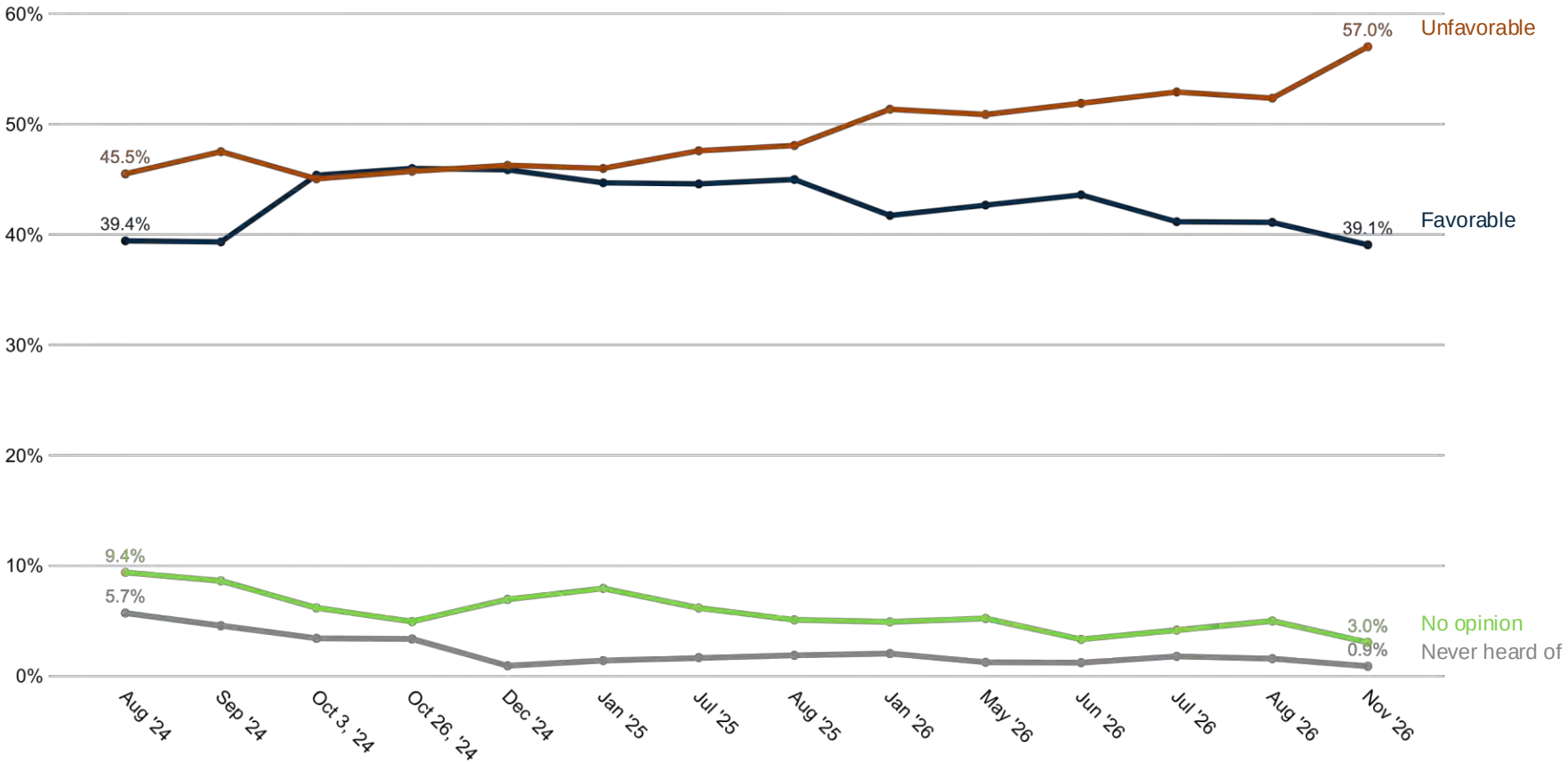
Image: J.D. Vance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	39%	27%	40%	38%	50%	38%	51%	42%	26%	53%	47%	36%	27%	93%	82%	59%	19%	4%	6%	2%	36%	40%	42%	43%	12%	36%	43%	84%	3%	43%	47%	27%	41%	36%	39%	41%	39%
Unfavorable Total	57%	66%	55%	59%	48%	61%	47%	50%	72%	43%	48%	61%	67%	6%	14%	35%	74%	96%	89%	97%	58%	57%	57%	54%	76%	60%	52%	12%	94%	46%	48%	69%	56%	58%	54%	55%	59%
Very favorable	25%	16%	29%	20%	32%	21%	32%	29%	16%	35%	30%	23%	16%	70%	53%	29%	5%	2%	2%	1%	24%	25%	25%	28%	7%	18%	26%	55%	1%	15%	29%	15%	28%	20%	25%	26%	25%
Somewhat favorable	15%	12%	11%	18%	18%	17%	19%	13%	10%	18%	17%	14%	11%	23%	29%	31%	14%	2%	4%	1%	12%	15%	17%	15%	6%	17%	17%	30%	2%	28%	18%	12%	13%	16%	14%	15%	14%
Somewhat unfavorable	7%	6%	5%	9%	8%	11%	6%	5%	6%	6%	7%	9%	5%	3%	7%	15%	14%	7%	8%	4%	7%	7%	8%	7%	7%	8%	6%	7%	6%	18%	7%	9%	6%	8%	7%	8%	6%
Very unfavorable	50%	60%	50%	50%	40%	50%	40%	45%	66%	37%	42%	52%	63%	2%	6%	20%	61%	88%	81%	93%	51%	50%	49%	47%	69%	52%	45%	6%	88%	28%	41%	61%	50%	50%	47%	47%	52%
No opinion	3%	4%	4%	2%	1%	1%	2%	6%	2%	3%	5%	2%	4%	1%	4%	5%	6%	0%	3%	1%	4%	2%	2%	2%	9%	2%	3%	3%	2%	12%	4%	3%	2%	4%	6%	3%	2%
Never heard of	1%	3%	0%	0%	0%	0%	0%	3%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	3%	0%	2%	1%	0%	1%	3%	2%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%

Do you have a favorable or unfavorable opinion of J.D. Vance?

Trend: J.D. Vance Image



Percent Change: J.D. Vance Image (Aug '26 to Nov '26)

CYGNAL

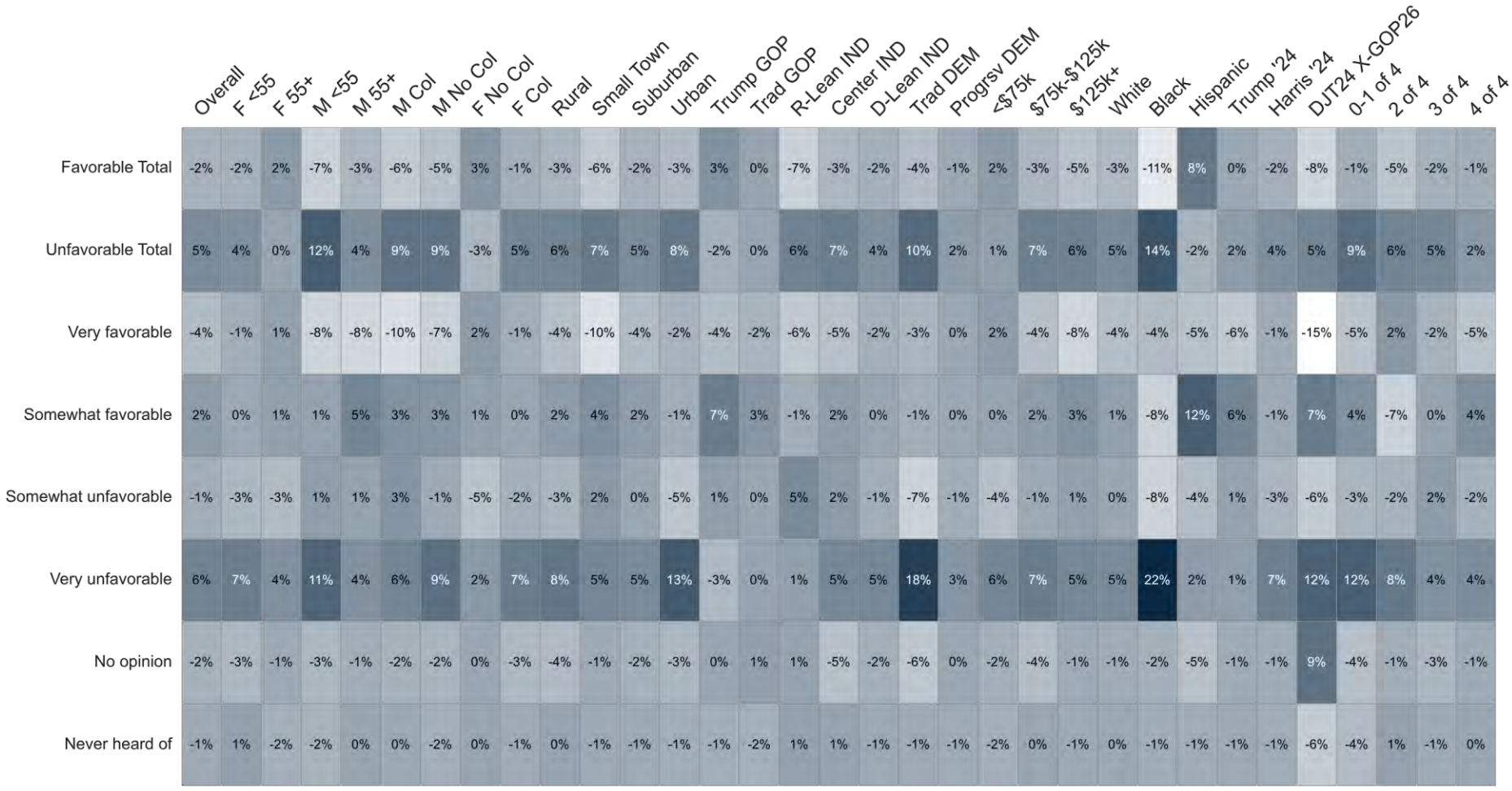
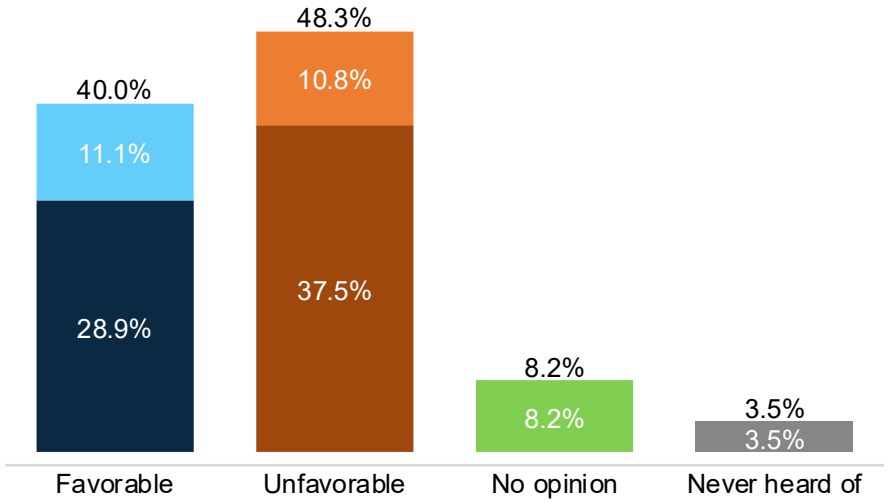


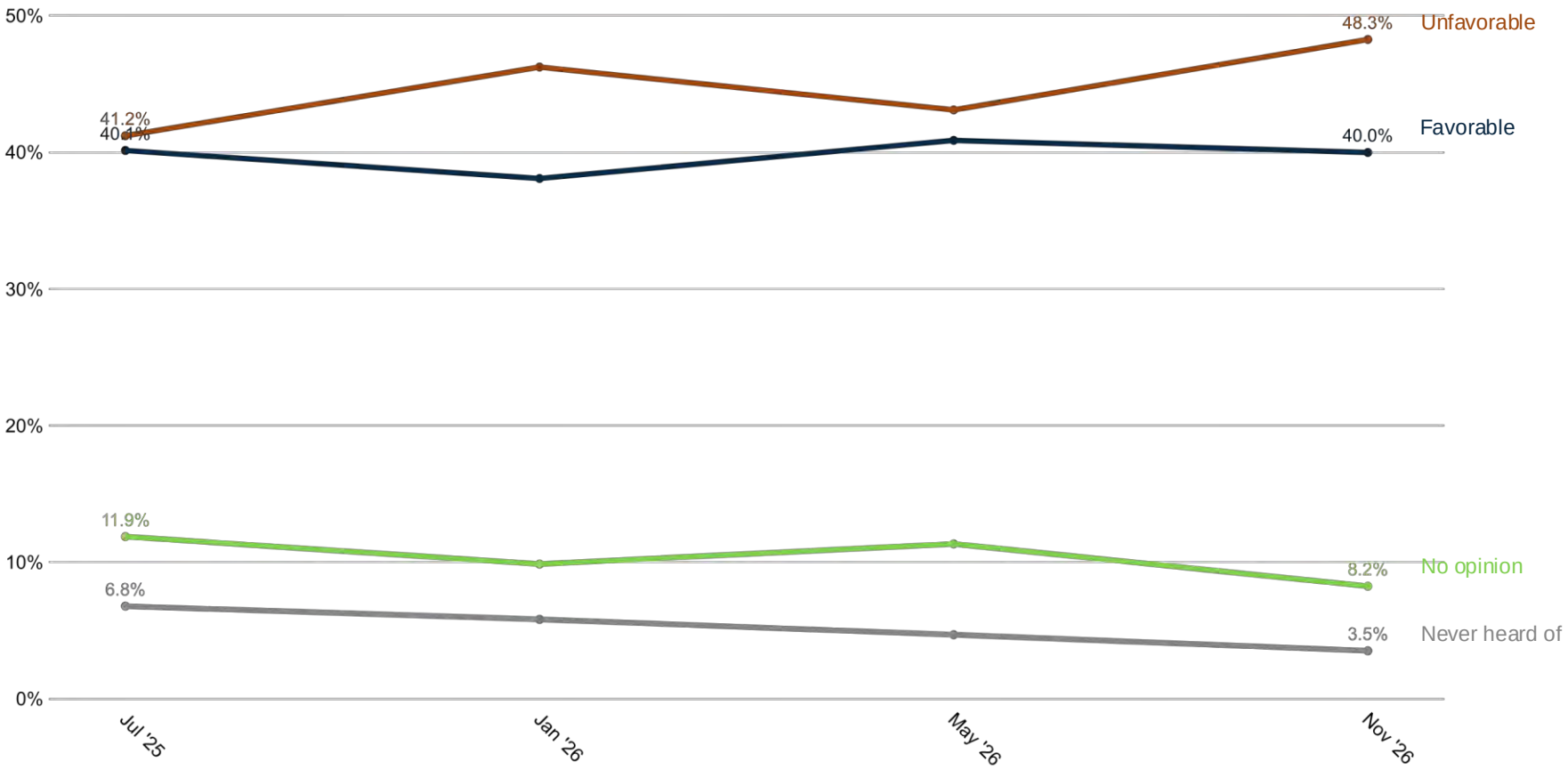
Image: Marco Rubio



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	40%	26%	40%	39%	55%	44%	50%	39%	27%	49%	47%	39%	28%	88%	80%	64%	26%	6%	9%	3%	36%	39%	45%	44%	17%	38%	40%	81%	6%	46%	45%	30%	43%	35%	40%	41%	41%
Unfavorable Total	48%	49%	49%	54%	42%	53%	43%	37%	62%	37%	40%	51%	59%	4%	11%	24%	61%	86%	76%	85%	47%	51%	48%	46%	59%	53%	44%	10%	81%	35%	40%	60%	47%	45%	44%	45%	51%
Very favorable	29%	16%	32%	25%	42%	31%	37%	29%	20%	35%	34%	29%	18%	77%	60%	41%	9%	2%	2%	1%	25%	28%	33%	32%	8%	26%	26%	63%	2%	17%	32%	20%	33%	23%	26%	29%	31%
Somewhat favorable	11%	9%	9%	14%	13%	14%	13%	10%	8%	14%	13%	10%	10%	11%	19%	23%	17%	4%	7%	2%	11%	11%	12%	11%	9%	11%	15%	18%	5%	30%	13%	10%	10%	11%	14%	12%	10%
Somewhat unfavorable	11%	10%	12%	12%	10%	14%	8%	8%	14%	11%	11%	11%	10%	2%	6%	11%	19%	14%	16%	13%	11%	10%	12%	11%	12%	8%	9%	5%	16%	15%	11%	12%	9%	12%	9%	12%	10%
Very unfavorable	38%	40%	37%	42%	32%	39%	35%	30%	48%	27%	29%	40%	49%	3%	5%	13%	42%	72%	59%	71%	36%	42%	36%	35%	48%	45%	35%	5%	66%	20%	29%	47%	38%	33%	35%	33%	41%
No opinion	8%	16%	8%	6%	2%	3%	5%	15%	9%	9%	9%	7%	8%	4%	8%	10%	11%	7%	10%	8%	10%	8%	5%	8%	13%	7%	10%	7%	8%	14%	10%	7%	7%	13%	11%	9%	6%
Never heard of	4%	9%	3%	1%	1%	0%	2%	9%	2%	5%	3%	2%	5%	3%	1%	2%	3%	1%	5%	4%	7%	1%	1%	2%	11%	2%	5%	2%	4%	4%	5%	3%	2%	7%	6%	5%	1%

Do you have a favorable or unfavorable opinion of Marco Rubio?

Trend: Marco Rubio Image



Percent Change: Marco Rubio Image (May '26 to Oct 24, '26)

CYGNAL

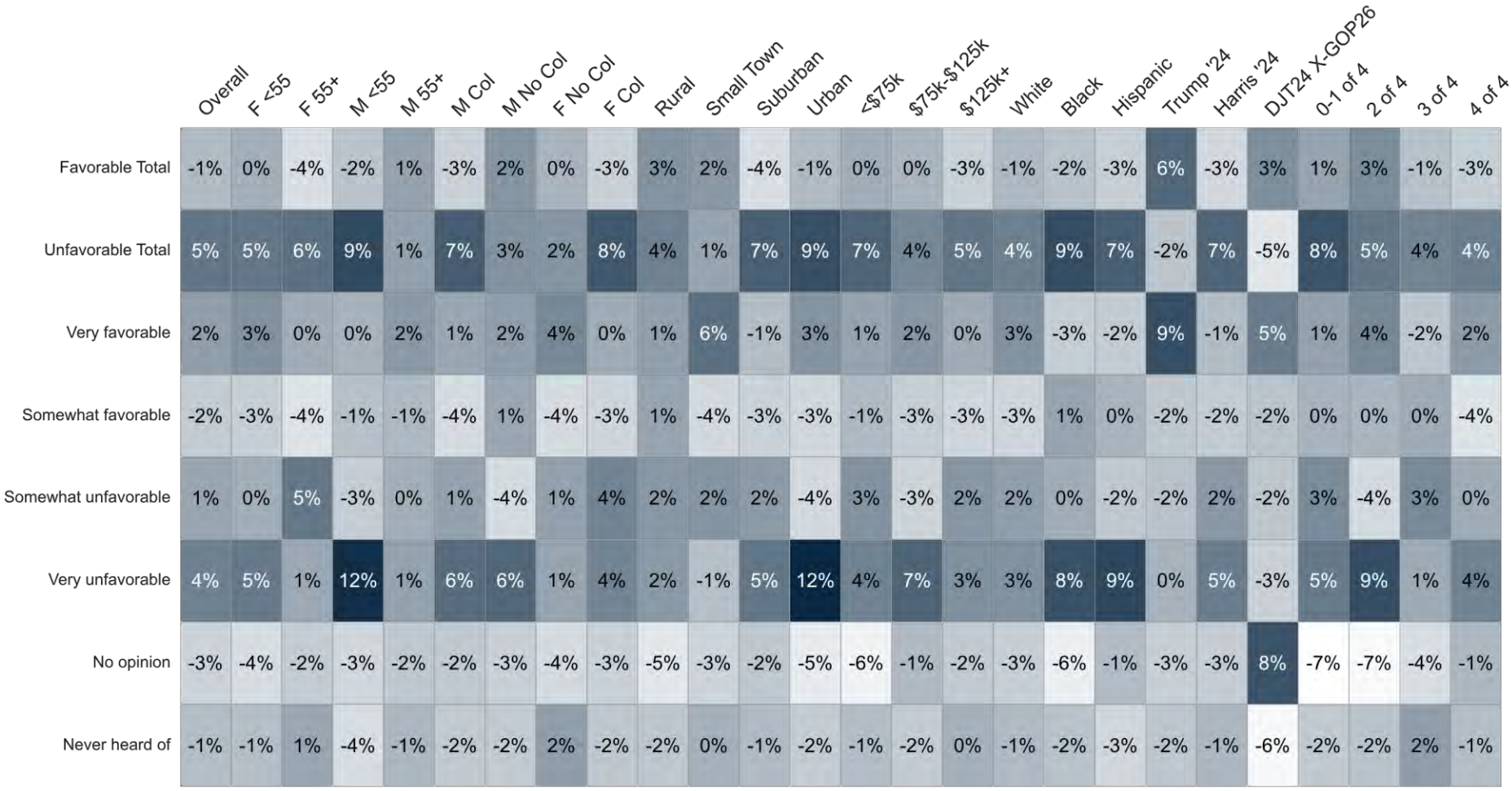
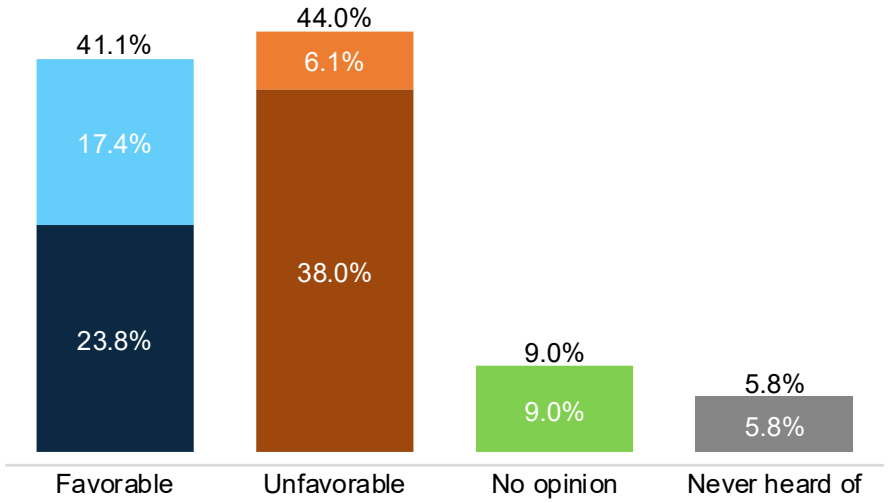


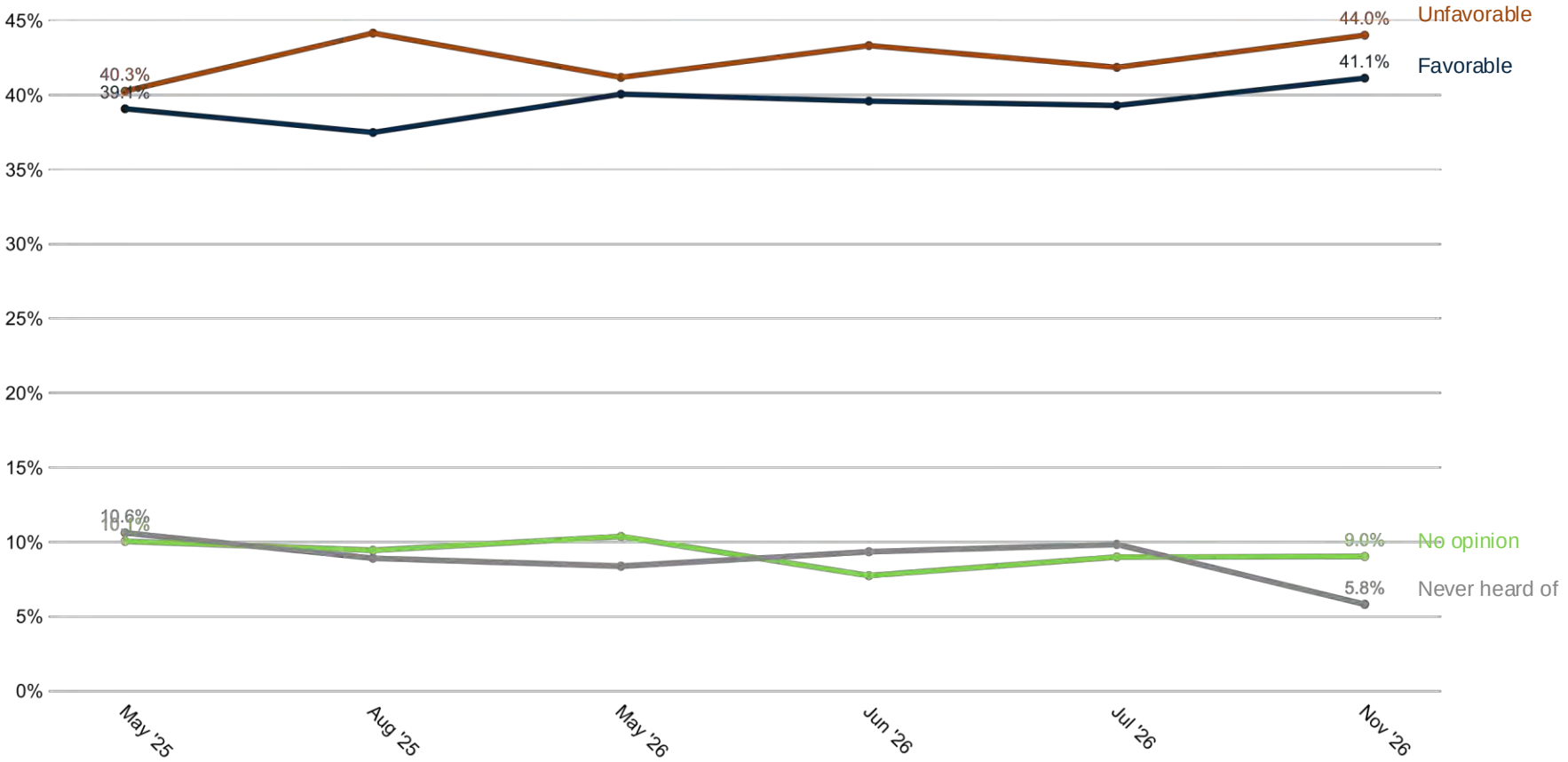
Image: Alexandria Ocasio-Cortez



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	41%	51%	40%	43%	30%	41%	32%	35%	57%	30%	31%	43%	54%	3%	5%	9%	37%	76%	64%	85%	42%	45%	39%	38%	61%	49%	39%	4%	75%	19%	34%	51%	41%	43%	39%	35%	43%
Unfavorable Total	44%	27%	42%	47%	60%	51%	57%	39%	31%	53%	51%	44%	30%	88%	83%	84%	37%	16%	11%	4%	38%	45%	50%	49%	13%	37%	45%	84%	9%	58%	49%	35%	46%	37%	41%	47%	46%
Very favorable	24%	33%	24%	24%	14%	21%	17%	21%	36%	16%	17%	24%	35%	2%	1%	2%	9%	40%	30%	59%	26%	26%	20%	21%	37%	31%	22%	1%	45%	5%	19%	29%	25%	24%	21%	21%	26%
Somewhat favorable	17%	18%	17%	19%	16%	20%	15%	14%	21%	14%	14%	19%	20%	1%	3%	7%	28%	36%	35%	25%	16%	18%	18%	17%	23%	18%	17%	3%	30%	13%	15%	21%	16%	19%	18%	15%	18%
Somewhat unfavorable	6%	5%	5%	8%	8%	10%	6%	4%	5%	6%	6%	6%	6%	4%	6%	9%	17%	10%	6%	2%	5%	5%	8%	6%	5%	5%	7%	5%	6%	14%	7%	5%	6%	6%	4%	7%	6%
Very unfavorable	38%	22%	38%	40%	53%	41%	51%	35%	26%	47%	45%	38%	25%	84%	77%	74%	20%	5%	4%	2%	33%	40%	42%	42%	8%	32%	38%	79%	3%	45%	42%	30%	40%	31%	37%	40%	40%
No opinion	9%	11%	11%	5%	8%	7%	6%	14%	8%	10%	11%	8%	8%	5%	7%	3%	21%	5%	17%	5%	11%	6%	8%	8%	14%	9%	9%	6%	10%	14%	10%	10%	8%	10%	10%	11%	8%
Never heard of	6%	11%	6%	4%	2%	1%	5%	12%	4%	7%	7%	4%	8%	4%	6%	4%	5%	3%	8%	6%	9%	4%	4%	5%	12%	5%	7%	5%	6%	9%	7%	4%	5%	10%	10%	7%	3%

Do you have a favorable or unfavorable opinion of Alexandria Ocasio-Cortez?

Trend: Alexandria Ocasio-Cortez Image



Percent Change: Alexandria Ocasio-Cortez (Jul '26 to Nov '26)

CYGNAL

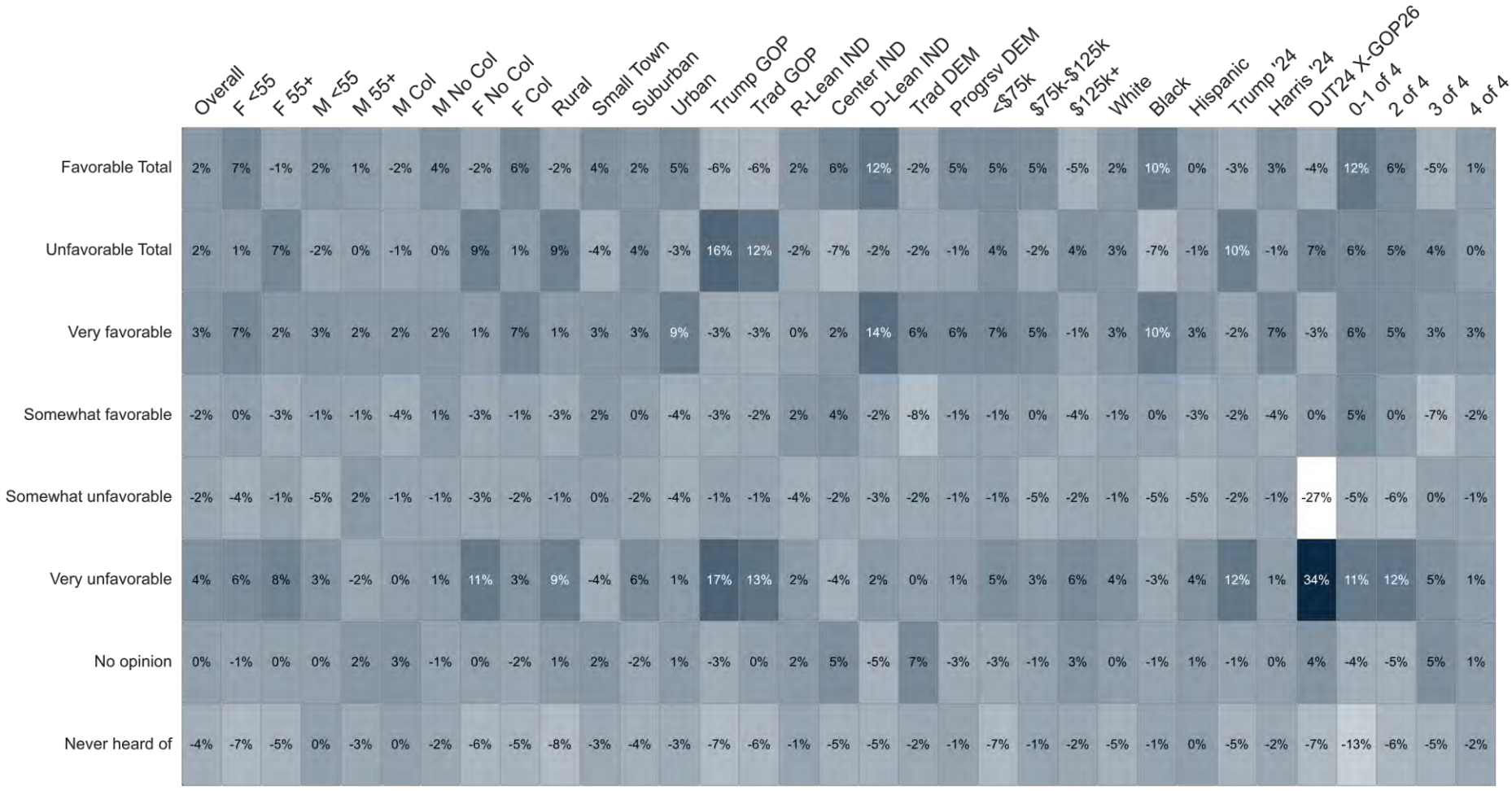
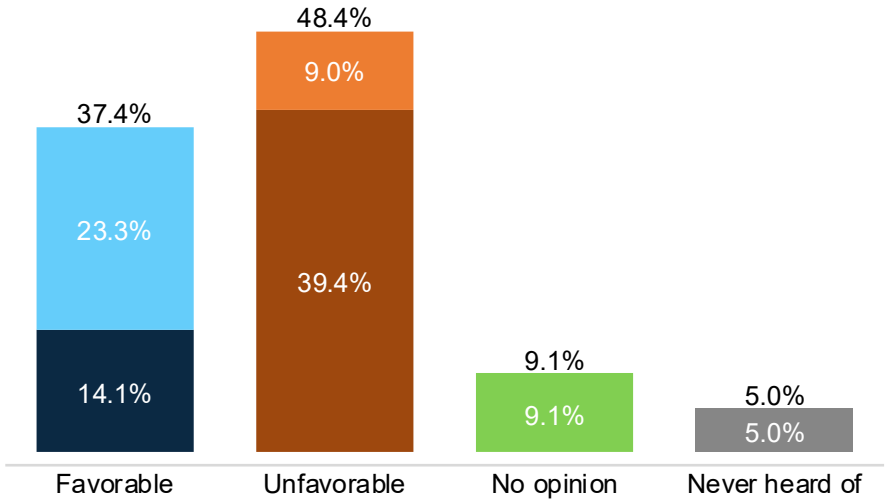


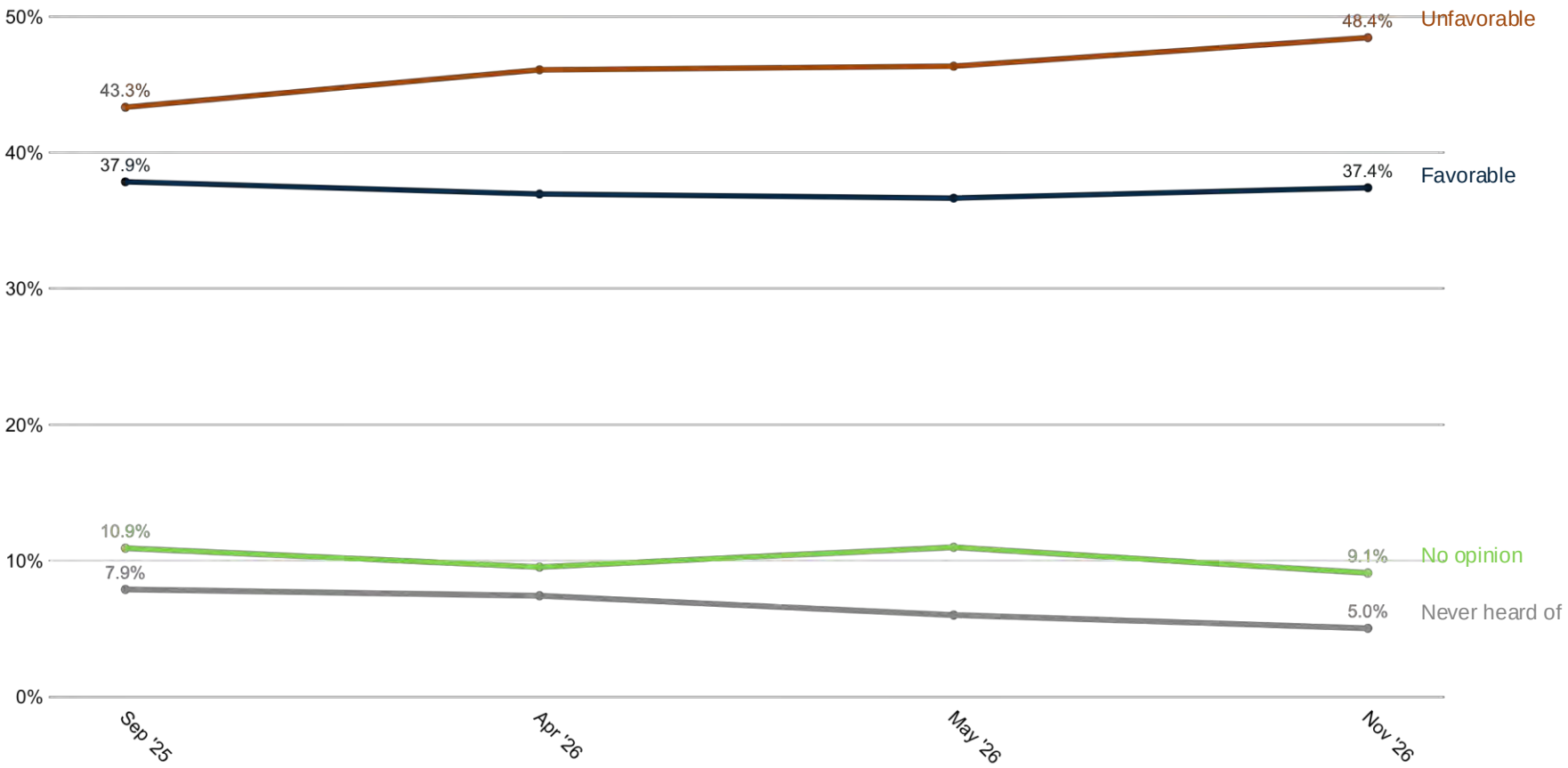
Image: Gavin Newsom



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	39%	41%	35%	35%	37%	33%	32%	48%	28%	30%	41%	45%	6%	6%	9%	39%	57%	65%	73%	37%	40%	37%	36%	55%	40%	35%	5%	68%	19%	28%	47%	39%	36%	34%	32%	41%
Unfavorable Total	48%	37%	43%	57%	58%	56%	59%	43%	37%	55%	53%	47%	42%	85%	81%	79%	39%	34%	16%	16%	44%	50%	53%	52%	20%	45%	49%	83%	17%	59%	54%	42%	48%	48%	47%	49%	49%
Very favorable	14%	13%	19%	9%	14%	12%	12%	15%	18%	10%	12%	15%	17%	3%	2%	4%	7%	16%	27%	29%	15%	16%	12%	12%	28%	19%	12%	2%	26%	7%	10%	17%	16%	14%	11%	11%	16%
Somewhat favorable	23%	25%	22%	25%	21%	26%	21%	17%	31%	18%	18%	25%	29%	3%	4%	5%	32%	41%	38%	43%	22%	24%	25%	23%	28%	21%	22%	4%	42%	12%	18%	30%	24%	21%	23%	21%	25%
Somewhat unfavorable	9%	11%	6%	14%	6%	13%	7%	7%	10%	6%	10%	9%	11%	2%	7%	6%	17%	21%	9%	10%	10%	9%	9%	9%	7%	6%	11%	5%	11%	15%	11%	10%	6%	10%	8%	8%	9%
Very unfavorable	39%	26%	37%	44%	52%	43%	52%	37%	27%	49%	44%	38%	31%	83%	74%	73%	22%	13%	7%	6%	34%	41%	44%	43%	13%	39%	38%	78%	6%	44%	43%	32%	42%	38%	39%	41%	40%
No opinion	9%	13%	12%	6%	5%	6%	5%	14%	10%	10%	12%	8%	7%	6%	9%	7%	17%	7%	11%	7%	11%	6%	8%	8%	14%	9%	10%	7%	10%	13%	11%	7%	8%	9%	11%	12%	8%
Never heard of	5%	11%	5%	2%	2%	1%	3%	11%	5%	7%	5%	4%	6%	4%	4%	5%	4%	2%	8%	5%	8%	4%	2%	4%	10%	6%	7%	5%	5%	9%	7%	3%	5%	7%	8%	7%	3%

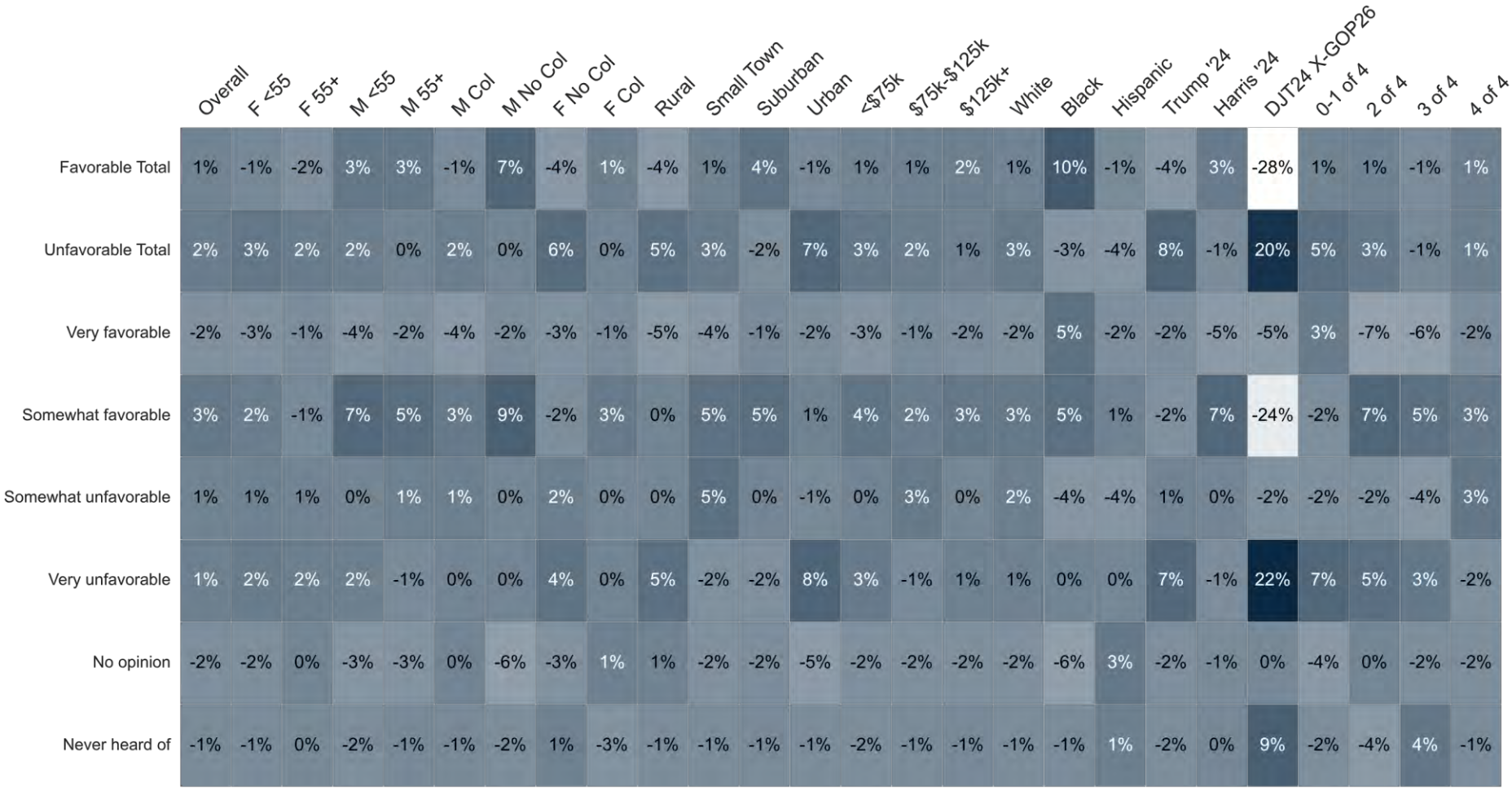
Do you have a favorable or unfavorable opinion of Gavin Newsom?

Trend: Gavin Newsom Image



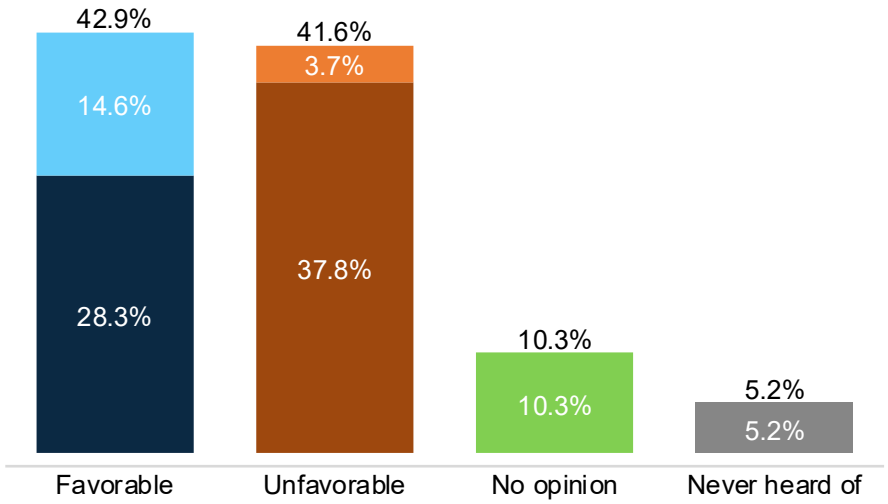
Percent Change: Gavin Newsom Image (May '26 to Nov '26)

CYGNAL



	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	Trump '24	Harris '24	DJT24 X-GOP26	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	1%	-1%	-2%	3%	3%	-1%	7%	-4%	1%	-4%	1%	4%	-1%	1%	1%	2%	1%	10%	-1%	-4%	3%	-28%	1%	1%	-1%	1%
Unfavorable Total	2%	3%	2%	2%	0%	2%	0%	6%	0%	5%	3%	-2%	7%	3%	2%	1%	3%	-3%	-4%	8%	-1%	20%	5%	3%	-1%	1%
Very favorable	-2%	-3%	-1%	-4%	-2%	-4%	-2%	-3%	-1%	-5%	-4%	-1%	-2%	-3%	-1%	-2%	-2%	5%	-2%	-2%	-5%	-5%	3%	-7%	-6%	-2%
Somewhat favorable	3%	2%	-1%	7%	5%	3%	9%	-2%	3%	0%	5%	5%	1%	4%	2%	3%	3%	5%	1%	-2%	7%	-24%	-2%	7%	5%	3%
Somewhat unfavorable	1%	1%	1%	0%	1%	1%	0%	2%	0%	0%	5%	0%	-1%	0%	3%	0%	2%	-4%	-4%	1%	0%	-2%	-2%	-2%	-4%	3%
Very unfavorable	1%	2%	2%	2%	-1%	0%	0%	4%	0%	5%	-2%	-2%	8%	3%	-1%	1%	1%	0%	0%	7%	-1%	22%	7%	5%	3%	-2%
No opinion	-2%	-2%	0%	-3%	-3%	0%	-6%	-3%	1%	1%	-2%	-2%	-5%	-2%	-2%	-2%	-2%	-6%	3%	-2%	-1%	0%	-4%	0%	-2%	-2%
Never heard of	-1%	-1%	0%	-2%	-1%	-1%	-2%	1%	-3%	-1%	-1%	-1%	-1%	-2%	-1%	-1%	-1%	-1%	1%	-2%	0%	9%	-2%	-4%	4%	-1%

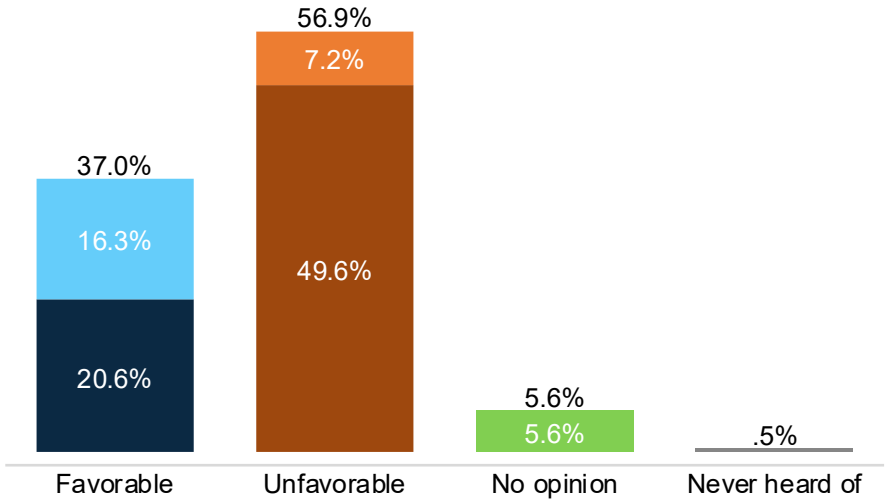
Image: Abdul El-Sayed



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	52%	42%	46%	32%	44%	35%	37%	58%	30%	36%	44%	57%	4%	5%	9%	47%	78%	67%	85%	44%	44%	42%	40%	64%	46%	42%	5%	77%	29%	35%	53%	43%	47%	38%	39%	44%
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Very favorable	28%	39%	28%	31%	16%	25%	21%	26%	41%	19%	22%	29%	41%	3%	2%	5%	18%	54%	34%	65%	29%	30%	28%	25%	46%	36%	30%	2%	51%	13%	23%	35%	28%	35%	26%	25%	28%
Somewhat favorable	15%	13%	14%	15%	16%	19%	13%	10%	17%	10%	14%	15%	17%	1%	2%	4%	29%	24%	32%	19%	14%	14%	15%	15%	18%	10%	12%	2%	25%	16%	12%	18%	14%	12%	12%	14%	16%
Somewhat unfavorable	4%	3%	4%	3%	5%	5%	3%	4%	3%	4%	3%	5%	2%	3%	4%	8%	7%	4%	5%	1%	3%	3%	4%	4%	2%	3%	3%	4%	3%	7%	4%	4%	4%	3%	4%	3%	4%
Very unfavorable	38%	24%	38%	38%	52%	40%	49%	37%	25%	49%	45%	37%	26%	84%	77%	70%	18%	4%	6%	3%	34%	40%	41%	42%	10%	34%	37%	79%	4%	32%	43%	28%	40%	32%	37%	41%	39%
No opinion	10%	11%	12%	8%	9%	8%	9%	14%	9%	11%	10%	11%	8%	4%	9%	9%	22%	12%	15%	8%	12%	8%	9%	9%	15%	11%	10%	7%	12%	22%	11%	10%	9%	10%	13%	11%	9%
Never heard of	5%	10%	4%	4%	2%	2%	4%	8%	5%	7%	7%	4%	6%	5%	6%	4%	6%	2%	7%	3%	8%	5%	3%	5%	9%	6%	8%	6%	4%	11%	7%	5%	4%	8%	7%	6%	3%

Do you have a favorable or unfavorable opinion of Abdul El-Sayed?

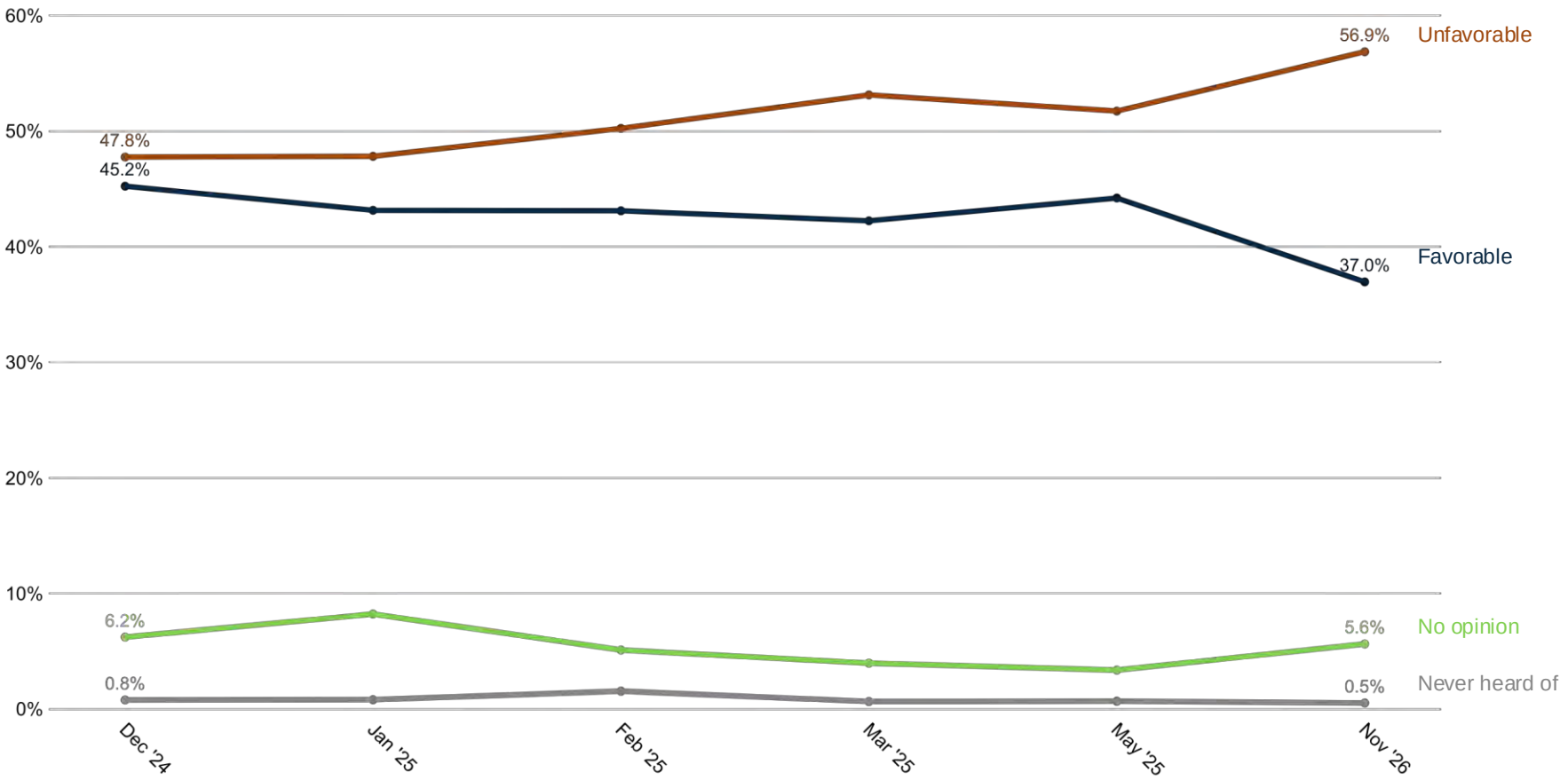
Image: Elon Musk



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	24%	35%	39%	51%	40%	49%	36%	23%	45%	43%	36%	27%	89%	74%	63%	14%	5%	5%	2%	32%	40%	41%	40%	14%	33%	40%	78%	4%	47%	42%	27%	40%	33%	39%	41%	36%
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Very favorable	21%	10%	19%	23%	31%	24%	30%	16%	13%	25%	24%	20%	15%	63%	37%	31%	6%	3%	2%	1%	17%	20%	25%	22%	8%	17%	21%	45%	2%	21%	22%	15%	24%	17%	22%	21%	21%
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Very unfavorable	50%	61%	51%	48%	38%	48%	39%	45%	67%	36%	41%	52%	62%	3%	7%	19%	62%	88%	80%	92%	51%	50%	47%	47%	70%	53%	46%	6%	87%	27%	42%	61%	49%	49%	46%	47%	52%
No opinion	6%	7%	8%	4%	3%	3%	4%	11%	4%	9%	8%	4%	4%	4%	9%	10%	10%	2%	4%	1%	8%	4%	4%	5%	8%	4%	5%	9%	3%	11%	8%	4%	5%	7%	7%	5%	5%
Never heard of	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	2%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%

Do you have a favorable or unfavorable opinion of Elon Musk?

Trend: Elon Musk Image



Percent Change: Elon Musk Image (May '25 to Nov '26)

CYGNAL

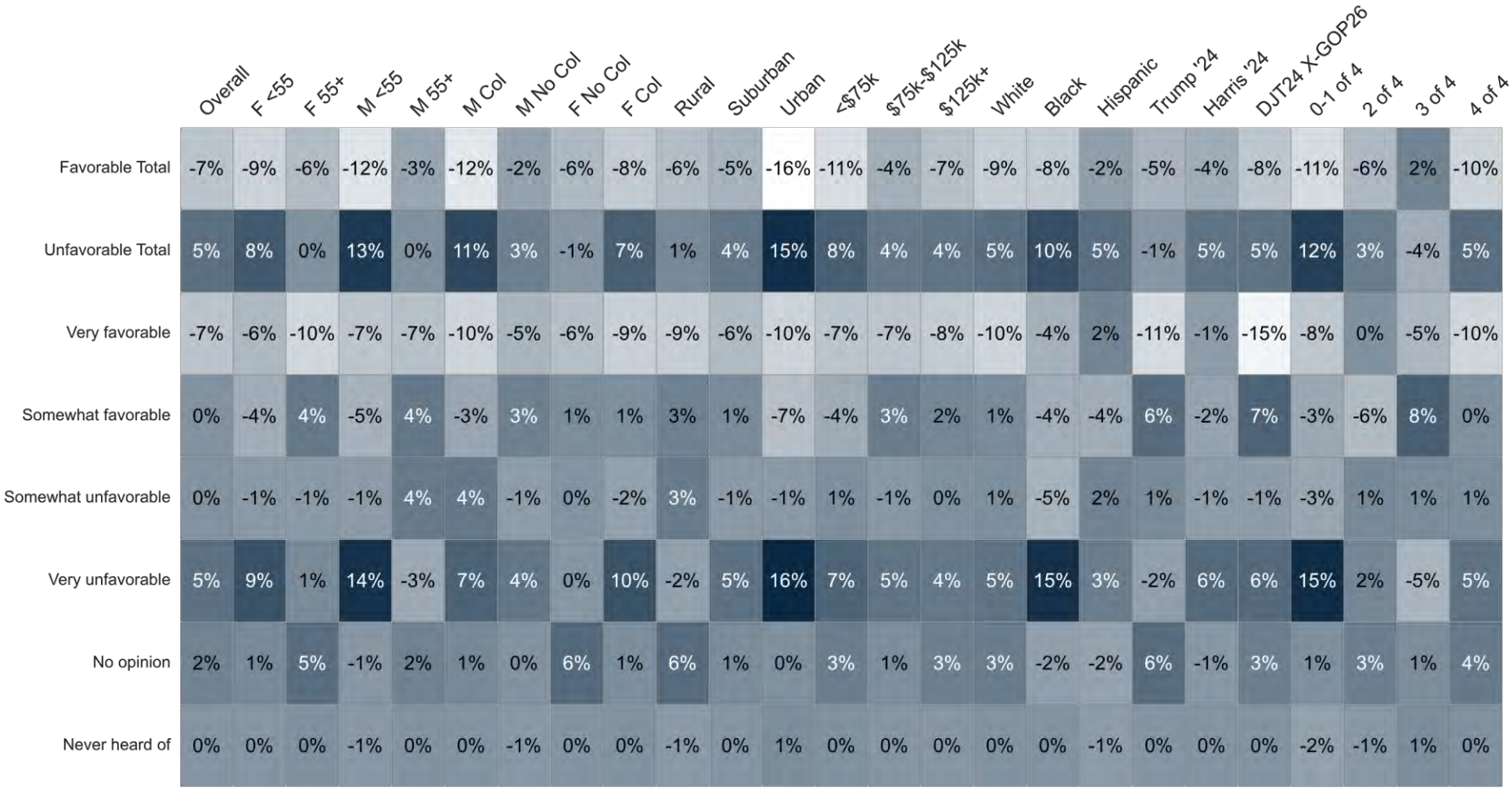
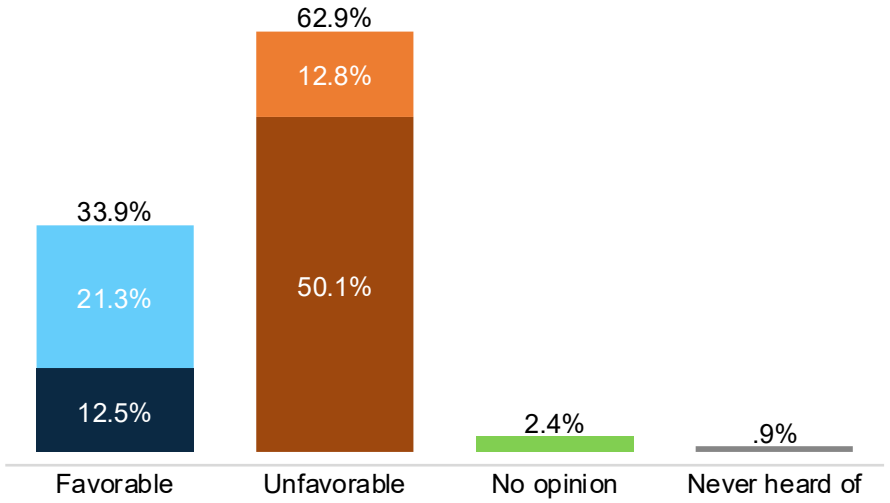


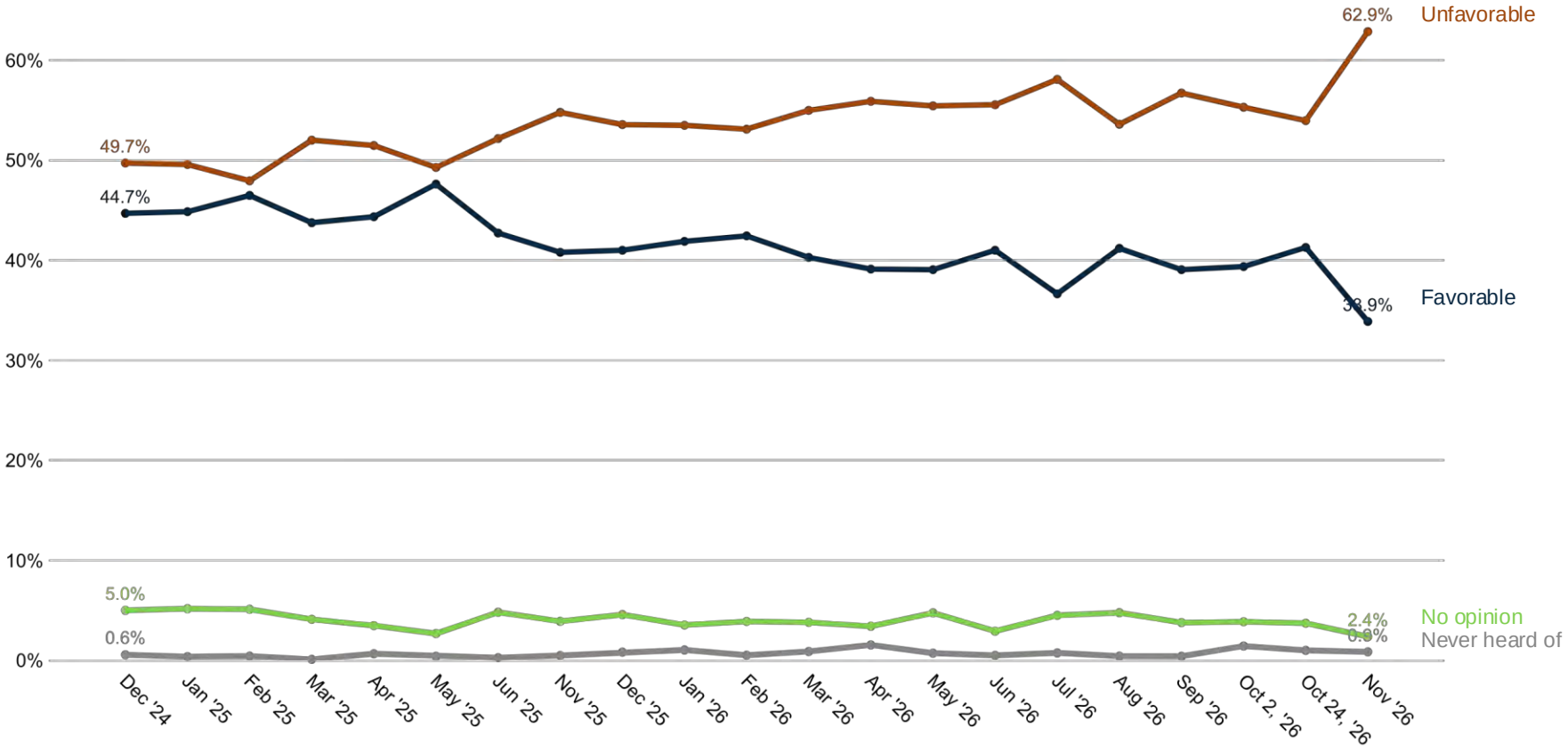
Image: Republicans in Congress



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	34%	25%	37%	30%	43%	31%	43%	38%	24%	49%	42%	30%	23%	80%	77%	39%	15%	1%	2%	2%	34%	34%	34%	38%	12%	31%	36%	73%	3%	25%	40%	25%	35%	33%	34%	35%	34%
Unfavorable Total	63%	69%	59%	68%	56%	68%	56%	55%	73%	48%	54%	67%	72%	19%	20%	58%	78%	97%	93%	96%	62%	63%	64%	60%	81%	65%	60%	24%	94%	69%	56%	72%	62%	62%	61%	62%	64%
Very favorable	13%	9%	16%	10%	14%	8%	17%	18%	7%	20%	18%	10%	8%	37%	28%	7%	2%	0%	1%	1%	14%	11%	11%	14%	7%	11%	13%	27%	1%	4%	15%	9%	13%	14%	16%	13%	11%
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Somewhat unfavorable	13%	11%	11%	13%	16%	16%	13%	11%	11%	11%	15%	14%	10%	12%	13%	32%	21%	10%	10%	6%	11%	14%	14%	13%	9%	11%	12%	16%	9%	30%	14%	13%	12%	12%	16%	13%	12%
Very unfavorable	50%	58%	48%	55%	41%	52%	43%	44%	62%	37%	39%	53%	63%	7%	7%	26%	57%	86%	83%	90%	51%	49%	50%	47%	72%	54%	48%	8%	85%	39%	43%	59%	51%	50%	45%	49%	52%
No opinion	2%	4%	3%	2%	0%	1%	1%	5%	2%	2%	3%	2%	3%	1%	2%	3%	6%	2%	3%	1%	3%	2%	1%	2%	6%	3%	3%	2%	2%	5%	3%	2%	2%	4%	3%	3%	2%
Never heard of	1%	1%	1%	0%	1%	0%	0%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	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 24, '26 to Nov '26)

CYGNAL

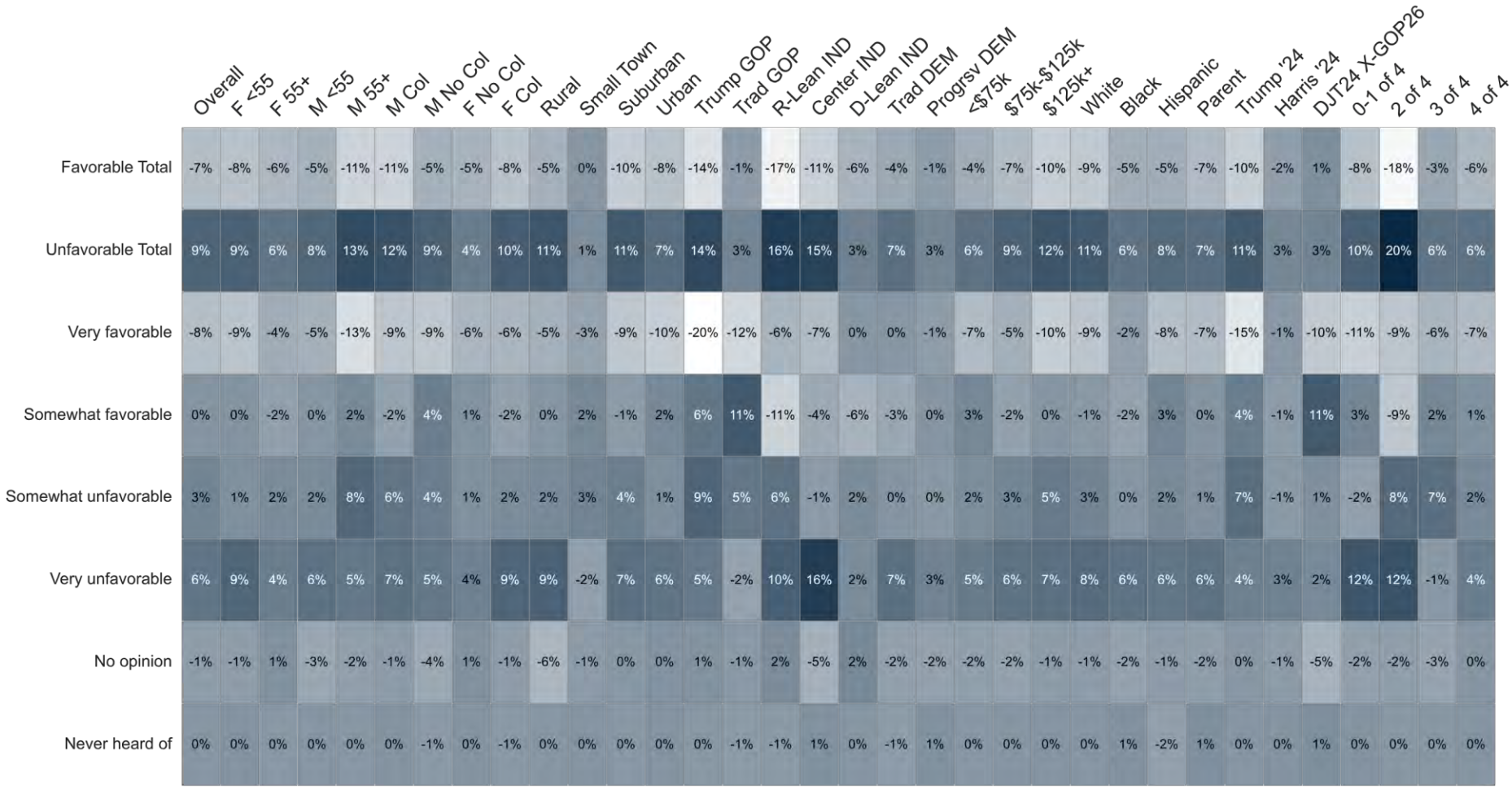
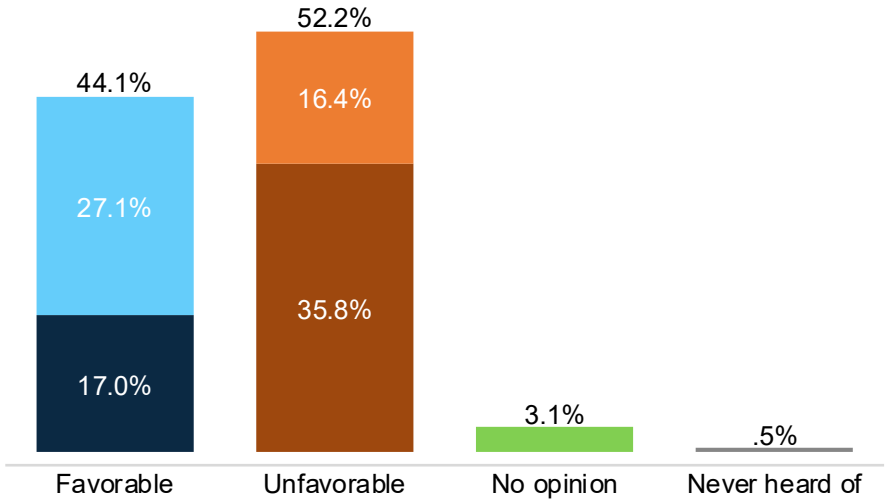


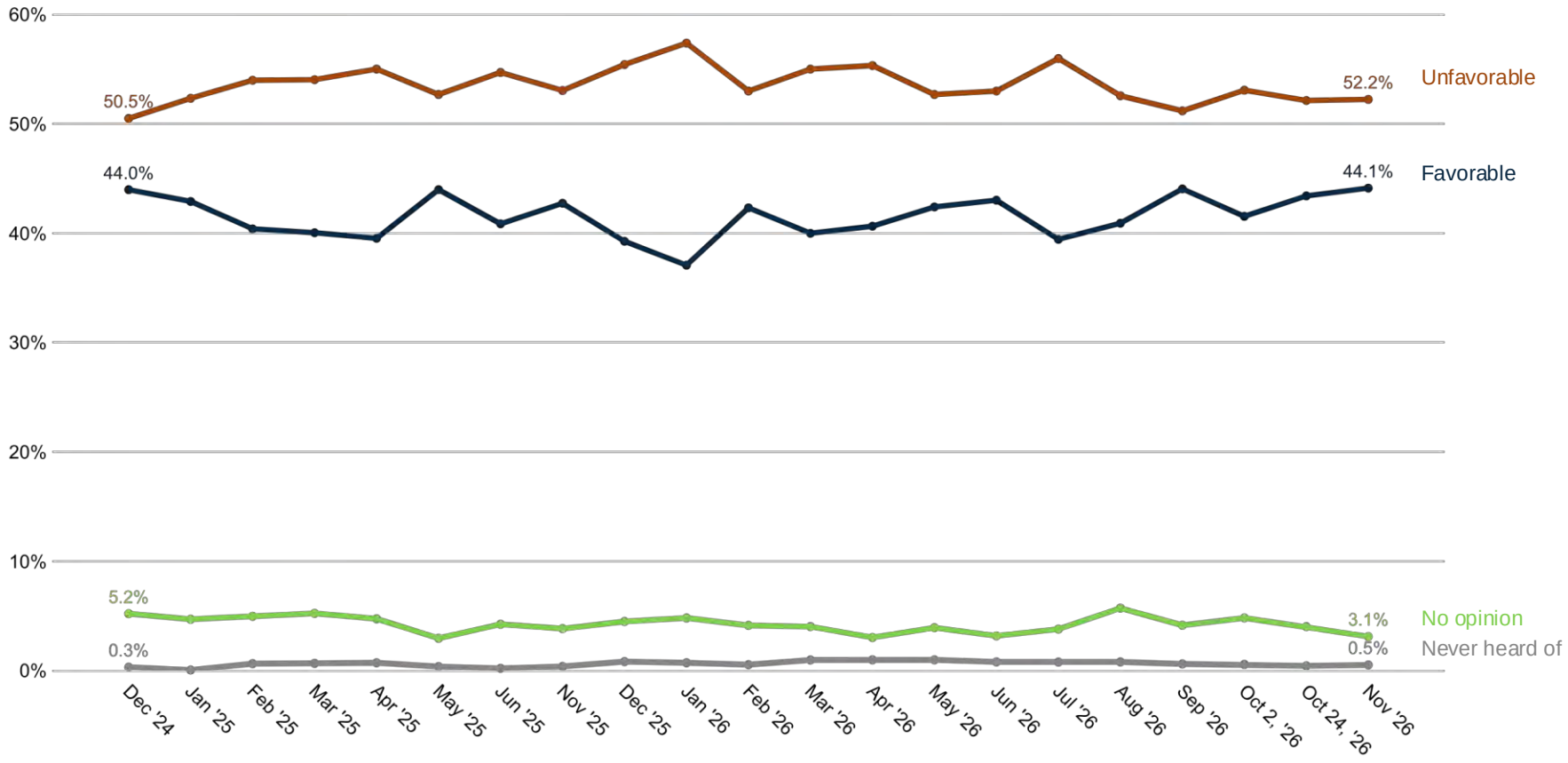
Image: Democrats in Congress



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	54%	49%	35%	36%	37%	35%	47%	57%	34%	37%	46%	54%	5%	5%	11%	46%	62%	89%	81%	48%	46%	39%	40%	75%	50%	42%	5%	80%	31%	38%	51%	46%	45%	44%	41%	45%
Unfavorable Total	52%	40%	47%	61%	62%	60%	63%	47%	40%	63%	58%	51%	41%	93%	92%	86%	43%	36%	9%	16%	48%	51%	58%	57%	21%	44%	53%	91%	17%	56%	58%	45%	51%	49%	52%	55%	52%
Very favorable	17%	20%	24%	9%	13%	9%	14%	24%	20%	14%	13%	18%	21%	3%	1%	2%	11%	11%	48%	31%	21%	17%	12%	13%	43%	22%	16%	2%	31%	10%	15%	19%	18%	16%	21%	17%	16%
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Somewhat unfavorable	16%	19%	13%	23%	12%	22%	14%	13%	19%	16%	14%	17%	18%	7%	20%	27%	27%	26%	7%	13%	15%	15%	20%	17%	14%	16%	18%	16%	15%	24%	17%	19%	13%	18%	17%	17%	15%
Very unfavorable	36%	22%	34%	38%	50%	38%	49%	35%	21%	47%	45%	34%	23%	86%	71%	59%	16%	10%	2%	3%	33%	36%	38%	40%	6%	28%	35%	75%	3%	32%	41%	27%	38%	31%	35%	38%	37%
No opinion	3%	4%	4%	3%	1%	2%	2%	5%	2%	3%	4%	3%	4%	2%	3%	3%	11%	2%	1%	2%	4%	3%	2%	2%	5%	5%	4%	3%	3%	11%	4%	3%	3%	5%	4%	3%	2%
Never heard of	1%	1%	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%

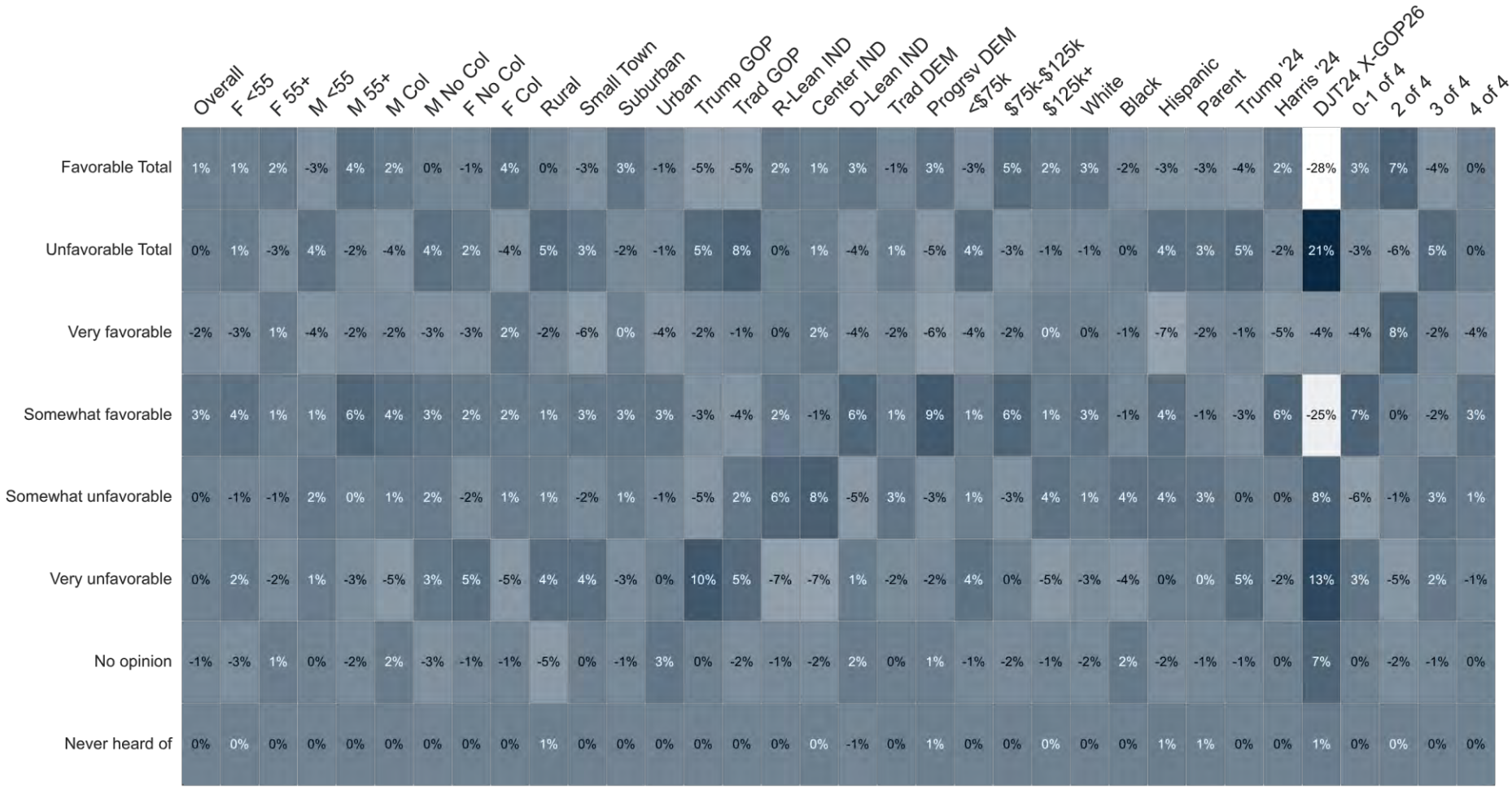
Do you have a favorable or unfavorable opinion of Democrats in Congress?

Trend: Democrats in Congress Image



Percent Change: Democrats in Congress Image (Oct 24, '26 to Nov '26)

CYGNAL



Post-Election Emotion Open End *(1 of 2)*

STRATEGIC ANALYSIS

Relief and celebration lead (30%), and a quarter of answers mention Trump by name or office. Democratic voters write about relief (45%) and hope for change (27%), often framed as a check on Trump. Few talk about policy: prices and the economy appear in 5% of answers and the Iran war in 3%.

Republican voters write about loss more than grievance. Their top theme is fear of socialism and the far left (14%), while fraud and rigging appear in 5%. A fair number accept the result as a predictable midterm swing or a judgment on Trump's style, and some blame the war and prices directly.

A small but notable 3% of all answers doubt Democrats will deliver, mostly from Democrats and independents. That skepticism lines up with the closed-ended data: Democrats won without improving their own image, and the coalition expects results on prices.

IN THEIR OWN WORDS

"I feel intense relief and the first feeling of hope I have had in about 4 years . I want trump to be stopped at all costs and the American people to be protected from his reign of terror."
— Strongly Democratic, Very liberal, Female, 18 - 29, Some college or Associate's Degree

"I feel there's a chance with this many offices to push things through. But Democrats have to deliver or we'll get blowback"
— Strongly Democratic, Somewhat liberal, Male, 30 - 44, Four-year undergraduate or Bachelor's Degree

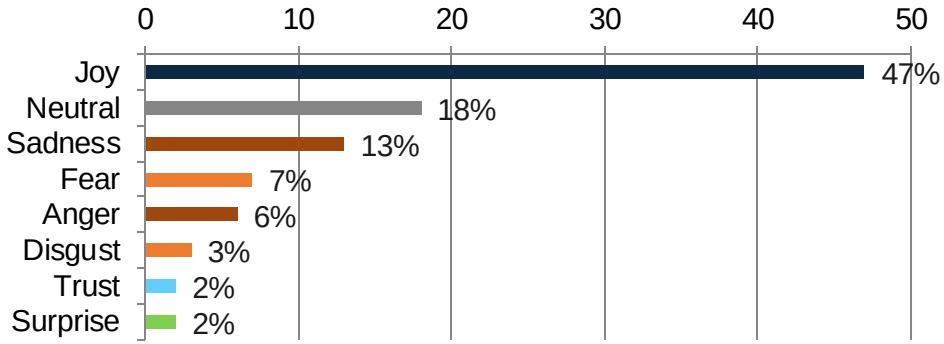
"Conservative view on govt and values seems lost. Trump poisoned conservatism"
— Mostly Republican, Somewhat conservative, Male, 45 - 54, Four-year undergraduate or Bachelor's Degree

"Devastated I worry for the future of this country because of the democratic socialists I want to live in a freeamerica"
— Strongly Republican, Somewhat conservative, Female, 65+, High school diploma/GED

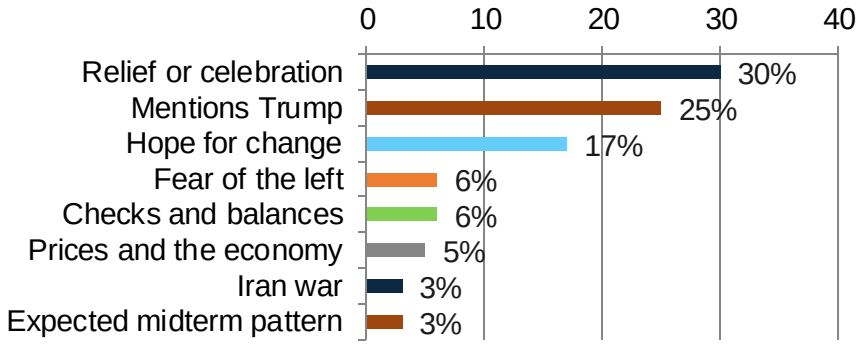
In your own words, how do you feel about the outcome of the election this week, and why do you feel that way?

Post-Election Emotion Open End *(2 of 2)*

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Joy: Enthusiasm, Optimism, Satisfaction

Sadness: Disappointment, Grief, Regret

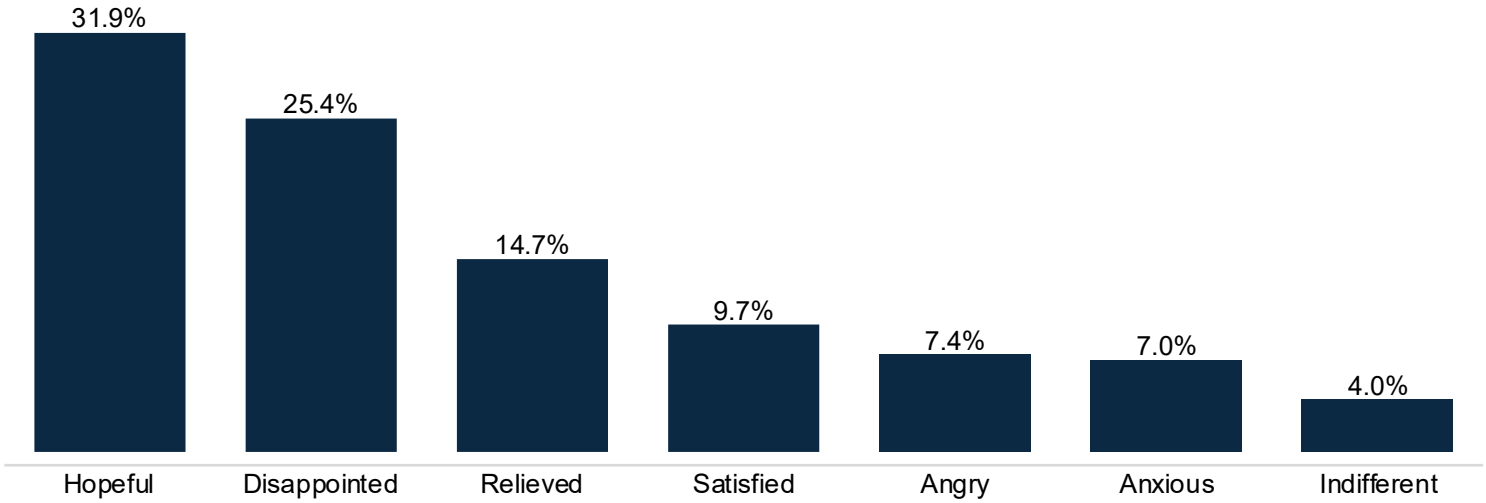
Fear: Anxiety, Terror, Dread

WHAT THIS MEANS

Joy leads at 47%, mostly enthusiasm and optimism from Democratic voters. Republican voters split toward sadness (29% of their answers) and fear (13%) more than anger (11%), which points to disappointment rather than defiance. That makes the Republican base reachable with a forward-looking message on prices and competence, and it makes a stolen-election narrative a poor fit for most of them.

In your own words, how do you feel about the outcome of the election this week, and why do you feel that way?

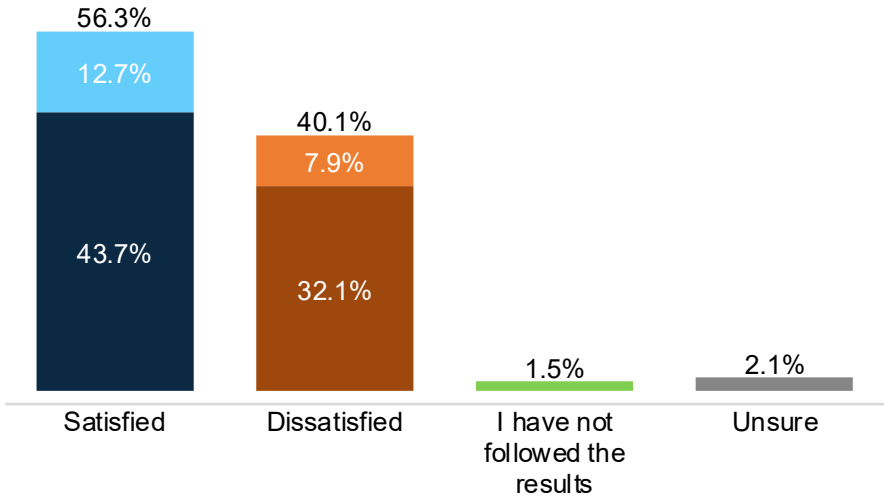
Post-Election Emotion



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Hopeful	32%	41%	32%	32%	22%	30%	24%	31%	42%	23%	30%	32%	39%	5%	7%	12%	38%	56%	46%	56%	35%	31%	29%	30%	43%	34%	34%	6%	54%	27%	27%	39%	32%	39%	35%	30%	30%
Disappointed	25%	16%	26%	24%	35%	25%	34%	25%	17%	37%	32%	23%	16%	54%	58%	39%	9%	2%	2%	1%	24%	27%	26%	28%	7%	24%	25%	54%	2%	17%	28%	20%	28%	24%	22%	29%	25%
Relieved	15%	16%	16%	13%	14%	16%	11%	13%	19%	11%	9%	17%	18%	1%	2%	5%	15%	22%	29%	27%	14%	15%	16%	14%	15%	18%	12%	2%	26%	13%	12%	19%	14%	11%	11%	13%	17%
Satisfied	10%	9%	9%	11%	11%	11%	11%	10%	7%	8%	8%	10%	11%	2%	4%	5%	20%	13%	18%	13%	10%	9%	9%	8%	25%	10%	11%	3%	15%	14%	10%	9%	10%	10%	11%	10%	9%
Angry	7%	5%	8%	7%	11%	7%	9%	8%	4%	10%	9%	7%	4%	25%	11%	13%	2%	0%	0%	0%	6%	7%	9%	8%	2%	5%	6%	16%	1%	5%	9%	5%	8%	6%	8%	8%	8%
Anxious	7%	8%	7%	8%	5%	6%	7%	8%	7%	6%	7%	8%	6%	10%	12%	15%	8%	4%	1%	2%	6%	7%	8%	8%	3%	4%	8%	13%	2%	9%	8%	5%	7%	5%	7%	6%	8%
Indifferent	4%	5%	2%	6%	3%	4%	4%	4%	3%	4%	4%	4%	5%	2%	6%	10%	9%	3%	3%	1%	4%	4%	4%	4%	4%	4%	5%	6%	1%	15%	5%	4%	2%	4%	6%	5%	3%

Which one of the following most closely describes how you feel about the outcome of the elections?

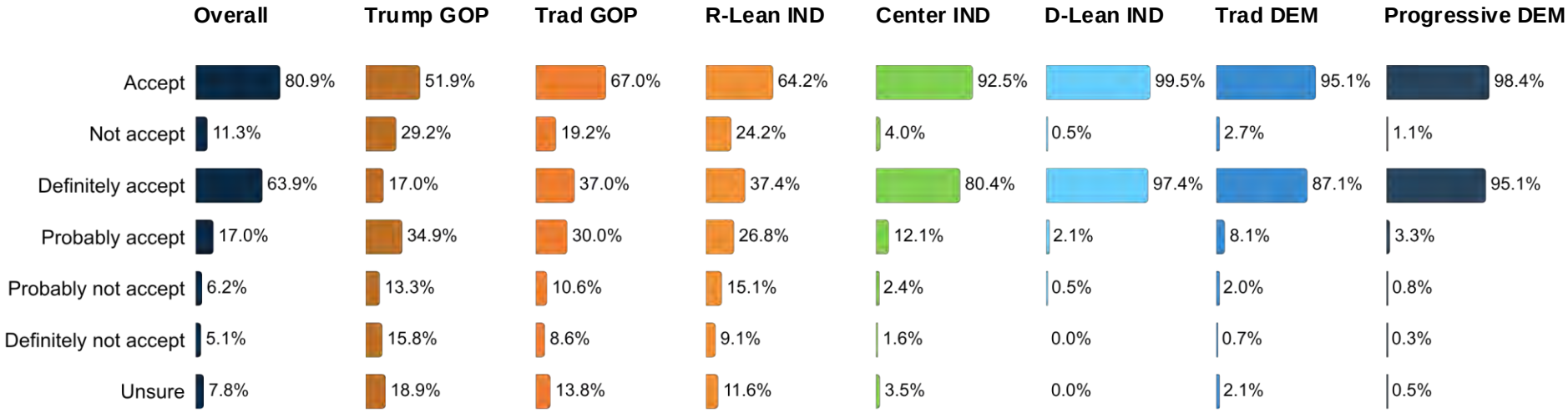
Results Satisfaction



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Satisfied Total	56%	69%	55%	57%	44%	57%	45%	54%	70%	44%	47%	59%	69%	7%	14%	19%	75%	93%	92%	97%	59%	56%	55%	52%	88%	62%	56%	11%	95%	55%	50%	66%	56%	60%	58%	53%	56%
Dissatisfied Total	40%	26%	41%	39%	53%	39%	53%	41%	27%	52%	48%	39%	26%	91%	82%	72%	19%	6%	5%	2%	36%	41%	43%	45%	8%	33%	39%	85%	3%	31%	46%	29%	43%	36%	37%	42%	42%
Very satisfied	44%	51%	47%	42%	34%	44%	33%	41%	57%	32%	36%	46%	55%	5%	6%	12%	45%	68%	81%	82%	45%	44%	43%	40%	72%	50%	41%	5%	79%	27%	36%	52%	46%	46%	41%	40%	45%
Somewhat satisfied	13%	18%	8%	15%	10%	13%	12%	13%	14%	12%	11%	13%	14%	2%	8%	7%	30%	24%	12%	15%	14%	12%	12%	12%	16%	12%	15%	6%	16%	29%	14%	14%	10%	14%	17%	13%	11%
Somewhat dissatisfied	8%	6%	6%	9%	10%	9%	11%	7%	6%	9%	9%	8%	6%	7%	19%	19%	6%	0%	2%	1%	8%	8%	9%	9%	2%	8%	8%	15%	1%	17%	10%	6%	7%	9%	8%	7%	8%
Very dissatisfied	32%	20%	35%	30%	43%	30%	42%	34%	22%	43%	39%	31%	20%	84%	63%	53%	12%	5%	3%	1%	28%	33%	35%	36%	6%	25%	32%	69%	2%	15%	36%	23%	36%	26%	29%	35%	34%
I have not followed the results	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	4%	1%	0%	1%	0%	2%	2%	1%	1%	2%	2%	1%	2%	1%	6%	1%	3%	0%	1%	2%	2%	1%
Unsure	2%	3%	2%	3%	1%	2%	2%	3%	1%	2%	3%	1%	3%	1%	2%	5%	5%	1%	1%	1%	3%	1%	2%	2%	2%	3%	3%	3%	1%	8%	3%	2%	1%	3%	3%	3%	1%

How satisfied or dissatisfied are you with the results of the November 3rd elections for Congress?

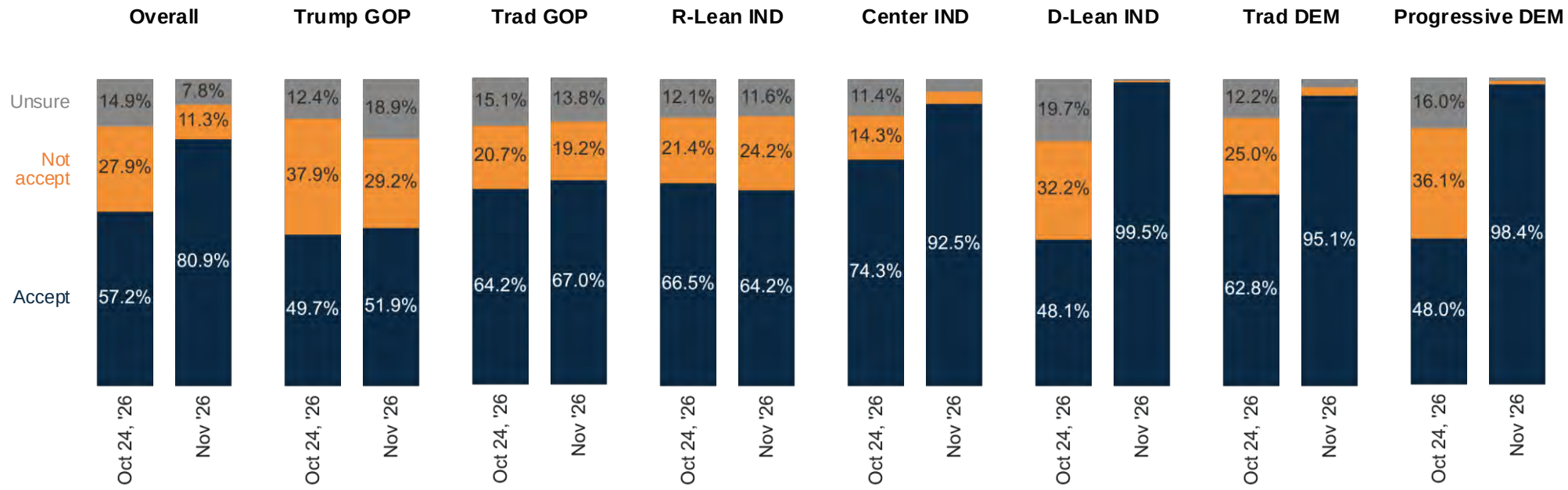
Results Acceptance



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Accept	81%	83%	76%	83%	82%	90%	77%	72%	88%	72%	75%	83%	87%	52%	67%	64%	92%	100%	95%	98%	77%	83%	85%	81%	91%	78%	79%	60%	98%	77%	77%	85%	83%	82%	79%	76%	83%
Not accept	11%	10%	14%	11%	10%	6%	15%	17%	6%	19%	14%	9%	7%	29%	19%	24%	4%	0%	3%	1%	14%	11%	9%	11%	7%	15%	13%	24%	1%	11%	14%	9%	10%	12%	14%	15%	9%
Definitely accept	64%	69%	61%	66%	61%	74%	55%	54%	77%	51%	57%	67%	73%	17%	37%	37%	80%	97%	87%	95%	60%	67%	68%	62%	78%	68%	61%	28%	93%	59%	56%	73%	64%	62%	62%	61%	66%
Probably accept	17%	14%	16%	18%	21%	16%	22%	18%	12%	21%	19%	16%	14%	35%	30%	27%	12%	2%	8%	3%	17%	16%	18%	18%	13%	11%	18%	32%	5%	18%	20%	12%	18%	20%	17%	15%	17%
Probably not accept	6%	5%	7%	7%	5%	4%	8%	9%	3%	10%	8%	5%	3%	13%	11%	15%	2%	0%	2%	1%	7%	7%	5%	6%	4%	8%	7%	13%	1%	8%	7%	5%	6%	7%	9%	8%	4%
Definitely not accept	5%	5%	7%	4%	5%	2%	6%	8%	3%	9%	7%	4%	4%	16%	9%	9%	2%	0%	1%	0%	6%	4%	4%	5%	2%	7%	6%	11%	0%	4%	6%	4%	5%	5%	6%	6%	5%
Unsure	8%	7%	10%	6%	8%	4%	9%	11%	6%	9%	10%	7%	6%	19%	14%	12%	4%	0%	2%	1%	9%	6%	5%	8%	3%	7%	8%	16%	1%	11%	9%	6%	7%	6%	7%	9%	8%

Do you accept the results of the November 3rd elections as legitimate?

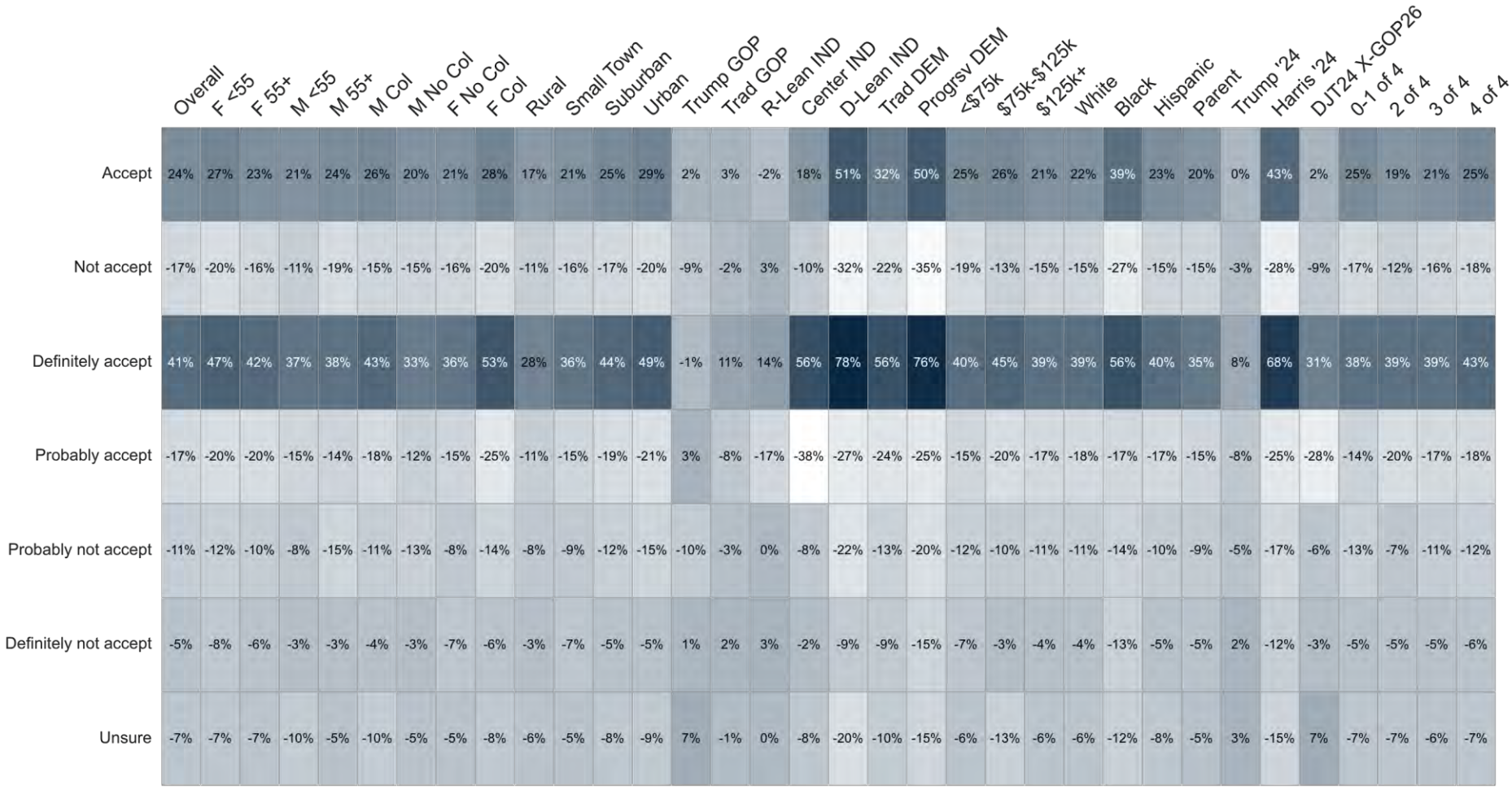
Results Acceptance*



*Nov '26: Do you accept the results of the November 3rd elections as legitimate?
*Oct 24, '26: If the party you end up voting for loses the race for Congress on November 3rd, would you accept the results as legitimate?

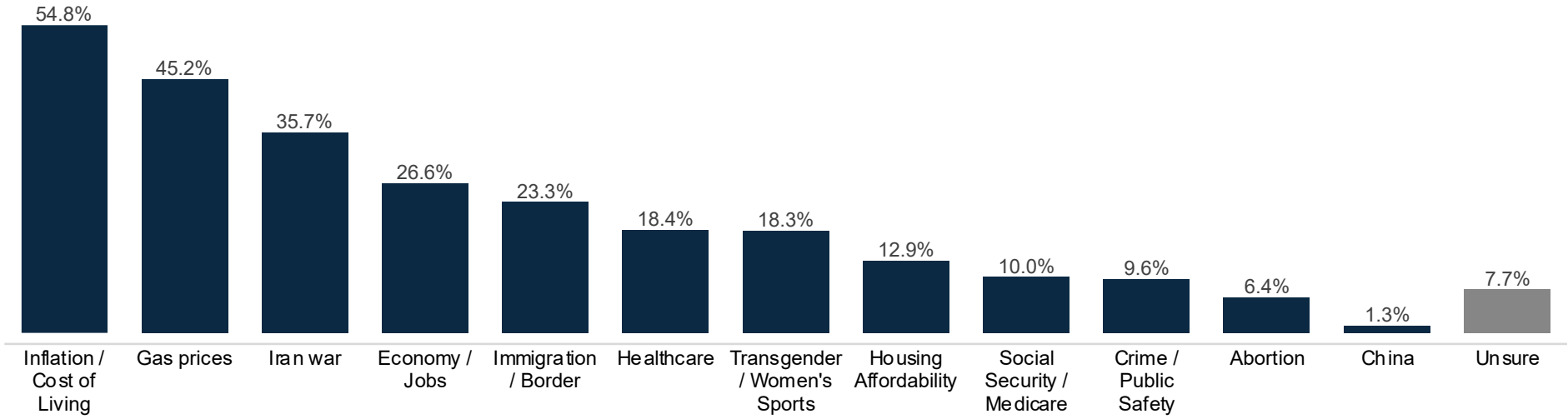
Percent Change: Results Acceptance (Oct 24, '26 to Nov '26)

CYGNAL



	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	Trump '24	Harris '24	DJT24 X-GOP26	0-1 of 4	2 of 4	3 of 4	4 of 4
Accept	24%	27%	23%	21%	24%	26%	20%	21%	28%	17%	21%	25%	29%	2%	3%	-2%	18%	51%	32%	50%	25%	26%	21%	22%	39%	23%	20%	0%	43%	2%	25%	19%	21%	25%
Not accept	-17%	-20%	-16%	-11%	-19%	-15%	-15%	-16%	-20%	-11%	-16%	-17%	-20%	-9%	-2%	3%	-10%	-32%	-22%	-35%	-19%	-13%	-15%	-15%	-27%	-15%	-15%	-3%	-28%	-9%	-17%	-12%	-16%	-18%
Definitely accept	41%	47%	42%	37%	38%	43%	33%	36%	53%	28%	36%	44%	49%	-1%	11%	14%	56%	78%	56%	76%	40%	45%	39%	39%	56%	40%	35%	8%	68%	31%	38%	39%	39%	43%
Probably accept	-17%	-20%	-20%	-15%	-14%	-18%	-12%	-15%	-25%	-11%	-15%	-19%	-21%	3%	-8%	-17%	-38%	-27%	-24%	-25%	-15%	-20%	-17%	-18%	-17%	-17%	-15%	-8%	-25%	-28%	-14%	-20%	-17%	-18%
Probably not accept	-11%	-12%	-10%	-8%	-15%	-11%	-13%	-8%	-14%	-8%	-9%	-12%	-15%	-10%	-3%	0%	-8%	-22%	-13%	-20%	-12%	-10%	-11%	-11%	-14%	-10%	-9%	-5%	-17%	-6%	-13%	-7%	-11%	-12%
Definitely not accept	-5%	-8%	-6%	-3%	-3%	-4%	-3%	-7%	-6%	-3%	-7%	-5%	-5%	1%	2%	3%	-2%	-9%	-9%	-15%	-7%	-3%	-4%	-4%	-13%	-5%	-5%	2%	-12%	-3%	-5%	-5%	-5%	-6%
Unsure	-7%	-7%	-7%	-10%	-5%	-10%	-5%	-5%	-8%	-6%	-5%	-8%	-9%	7%	-1%	0%	-8%	-20%	-10%	-15%	-6%	-13%	-6%	-6%	-12%	-8%	-5%	3%	-15%	7%	-7%	-7%	-6%	-7%

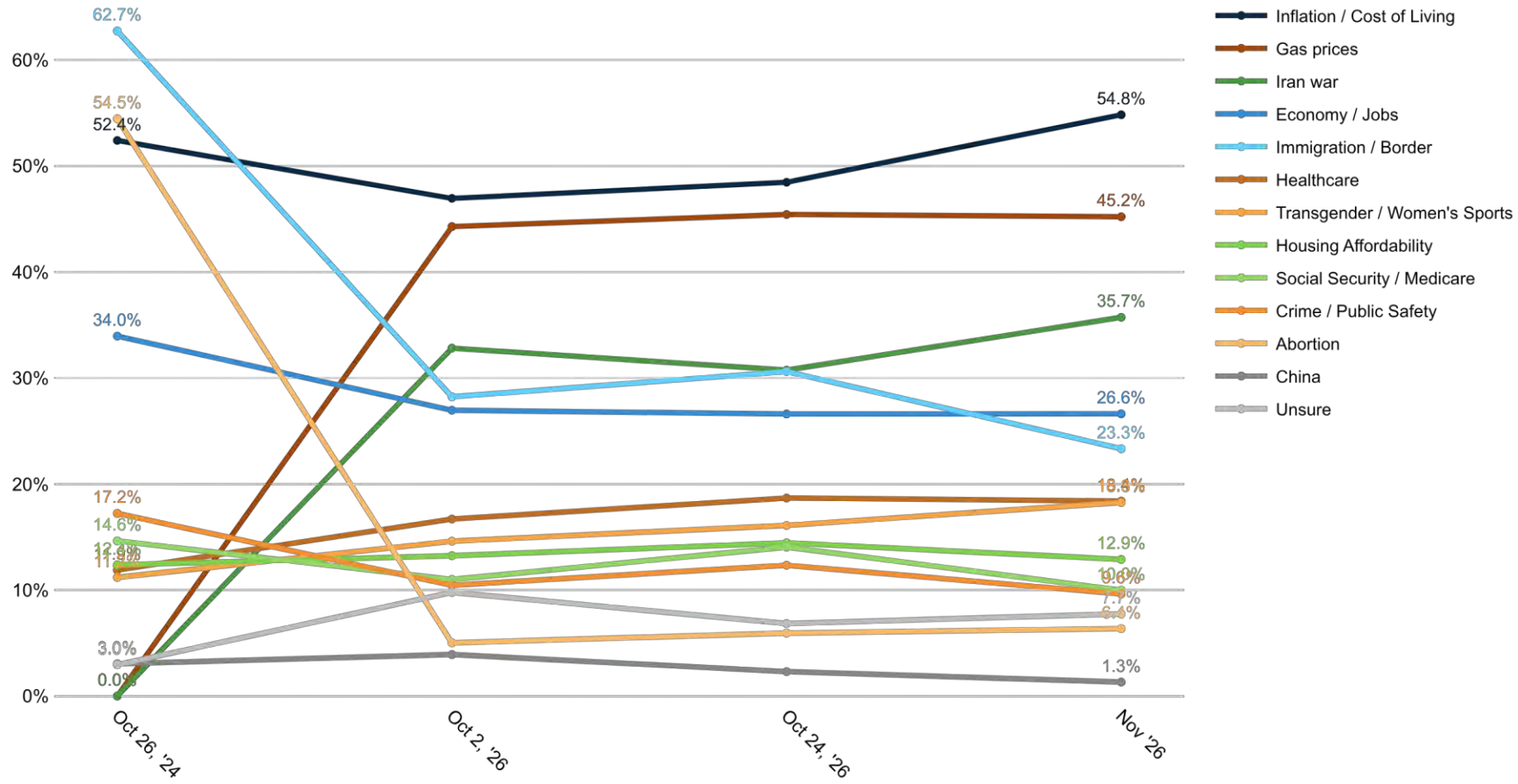
Election Ad Topics Recall



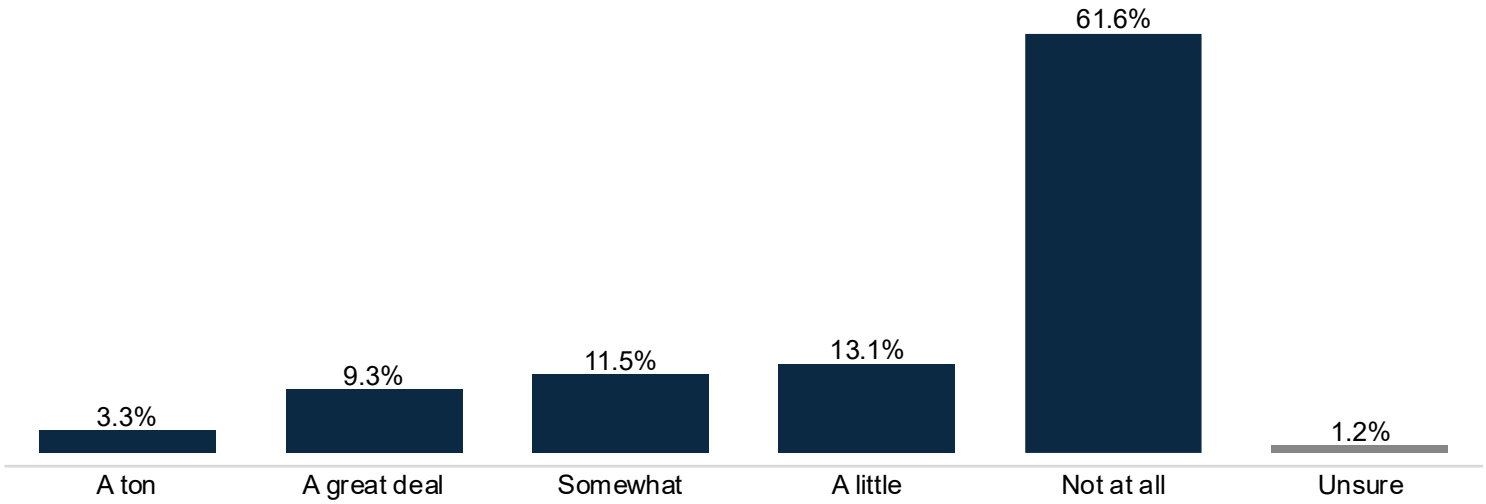
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP'26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation / Cost of Living	55%	52%	55%	55%	57%	59%	54%	50%	58%	48%	51%	58%	58%	49%	52%	55%	57%	55%	53%	61%	55%	56%	54%	55%	53%	56%	53%	52%	59%	52%	52%	59%	55%	49%	51%	57%	57%
Gas prices	45%	36%	49%	45%	51%	51%	45%	40%	45%	47%	48%	45%	42%	45%	48%	47%	51%	41%	48%	42%	42%	45%	49%	46%	46%	43%	39%	45%	45%	40%	46%	46%	44%	42%	37%	47%	47%
Iran war	36%	27%	34%	39%	43%	40%	42%	28%	34%	36%	33%	36%	38%	35%	34%	37%	33%	37%	32%	41%	33%	37%	38%	36%	33%	36%	31%	34%	38%	31%	33%	38%	38%	33%	32%	39%	36%
Economy / Jobs	27%	24%	27%	28%	27%	30%	26%	25%	27%	24%	27%	26%	30%	23%	24%	23%	25%	31%	35%	27%	27%	25%	28%	27%	30%	24%	21%	24%	30%	26%	25%	29%	26%	28%	26%	22%	28%
Immigration / Border	23%	28%	25%	21%	19%	15%	24%	29%	24%	27%	25%	22%	22%	27%	27%	22%	20%	17%	18%	24%	23%	24%	23%	22%	22%	31%	26%	27%	20%	18%	25%	20%	24%	26%	26%	22%	22%
Healthcare	18%	21%	20%	15%	17%	16%	16%	21%	20%	19%	16%	17%	22%	14%	15%	15%	21%	21%	24%	20%	20%	19%	17%	17%	24%	18%	16%	15%	21%	11%	18%	21%	17%	19%	19%	17%	19%
Transgender / Women's Sports	18%	23%	15%	20%	16%	17%	18%	20%	18%	19%	18%	18%	19%	16%	21%	16%	14%	21%	14%	21%	17%	19%	19%	19%	10%	18%	21%	18%	18%	11%	16%	15%	24%	22%	20%	15%	18%
Housing Affordability	13%	15%	12%	13%	11%	13%	12%	13%	13%	12%	12%	13%	14%	12%	12%	14%	14%	15%	11%	13%	14%	12%	11%	11%	17%	19%	13%	13%	13%	19%	12%	17%	11%	15%	15%	12%	12%
Social Security / Medicare	10%	8%	14%	7%	10%	7%	10%	16%	7%	12%	10%	10%	8%	9%	10%	3%	13%	10%	17%	8%	13%	11%	6%	10%	16%	6%	8%	9%	11%	12%	10%	10%	10%	12%	10%	11%	9%
Crime / Public Safety	10%	12%	8%	11%	8%	10%	9%	10%	9%	9%	9%	9%	12%	11%	10%	13%	10%	8%	6%	9%	11%	8%	9%	9%	12%	9%	12%	11%	8%	10%	11%	6%	11%	9%	11%	11%	9%
Abortion	6%	11%	6%	5%	3%	3%	4%	9%	8%	8%	7%	6%	6%	6%	7%	9%	5%	7%	5%	6%	7%	7%	5%	6%	6%	5%	8%	7%	6%	6%	8%	5%	5%	7%	8%	6%	6%
China	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	0%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	1%	1%	2%	1%	1%
Unsure	8%	9%	7%	8%	7%	9%	6%	7%	8%	7%	8%	8%	6%	10%	8%	11%	8%	9%	7%	5%	6%	8%	9%	9%	3%	5%	11%	9%	6%	12%	9%	8%	7%	7%	9%	8%	8%

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

Trend: Election Ad Topics Recall



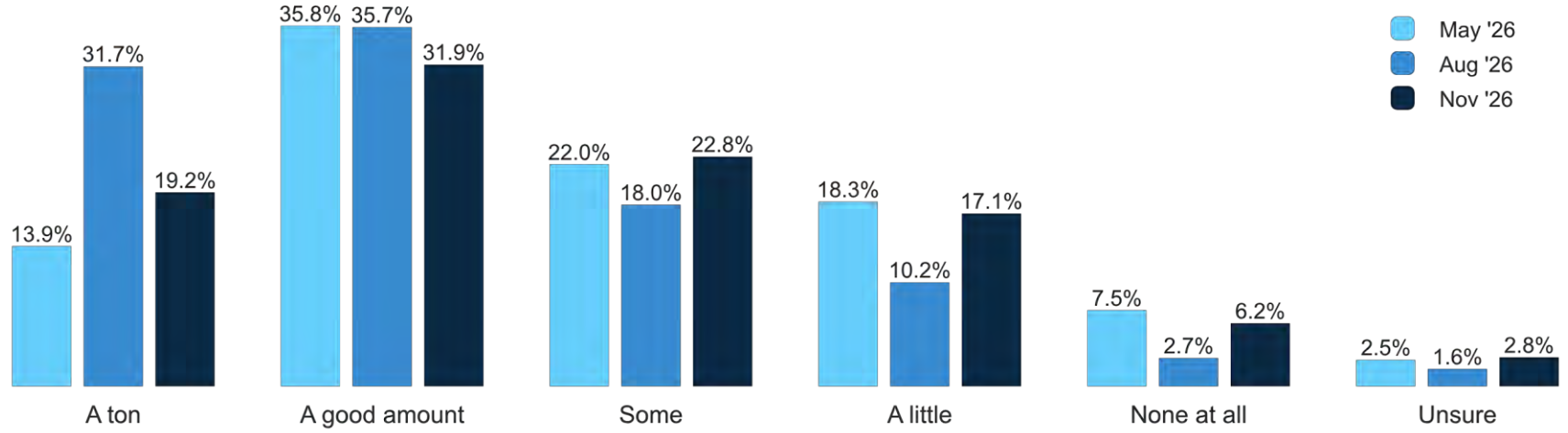
Ad Impact on Vote



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton	3%	3%	3%	6%	2%	2%	5%	4%	2%	2%	3%	3%	4%	3%	2%	3%	5%	1%	4%	4%	4%	2%	3%	2%	9%	6%	5%	3%	4%	2%	4%	3%	3%	5%	4%	3%	2%
A great deal	9%	12%	9%	10%	6%	7%	9%	14%	7%	11%	7%	8%	12%	8%	8%	7%	10%	9%	16%	8%	12%	10%	7%	7%	22%	13%	11%	8%	10%	18%	10%	9%	9%	14%	12%	8%	8%
Somewhat	12%	14%	12%	10%	10%	7%	12%	15%	10%	12%	12%	11%	11%	9%	11%	9%	10%	10%	19%	11%	13%	12%	8%	10%	17%	16%	12%	11%	12%	18%	11%	13%	11%	13%	13%	14%	10%
A little	13%	14%	12%	14%	13%	14%	13%	11%	14%	13%	12%	13%	14%	8%	12%	10%	17%	18%	13%	14%	15%	12%	12%	13%	17%	14%	13%	12%	14%	15%	12%	16%	12%	14%	13%	12%	13%
Not at all	62%	54%	64%	60%	68%	70%	59%	54%	65%	60%	64%	63%	58%	71%	66%	70%	58%	60%	47%	62%	54%	63%	69%	67%	34%	49%	57%	66%	59%	46%	62%	58%	64%	52%	55%	62%	66%
Unsure	1%	3%	0%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%

How much did the election advertising you saw, read, or heard on any topic or candidate impact who you voted for?

AI and Data Center Ads*

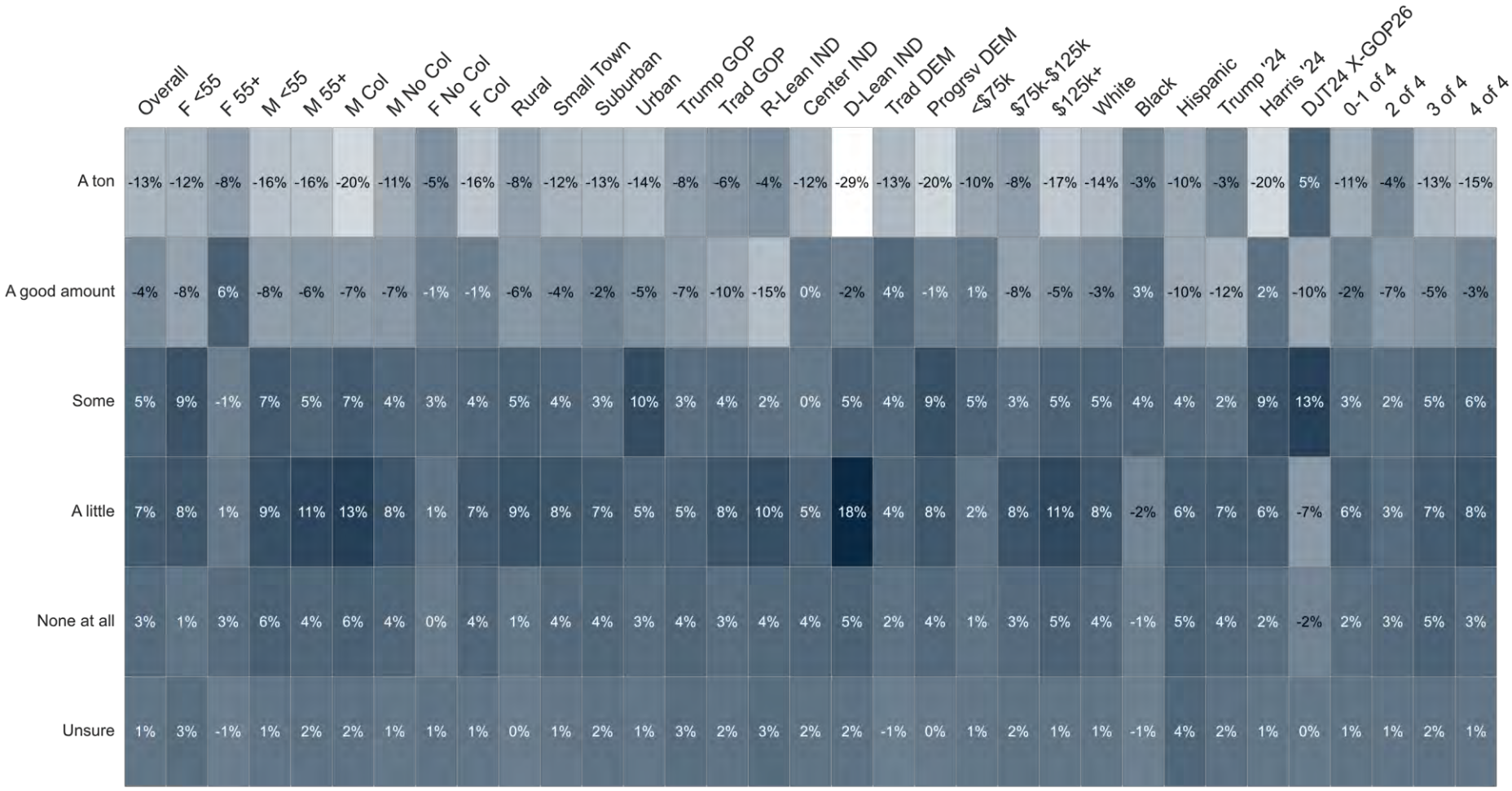


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton	19%	18%	17%	25%	18%	22%	20%	19%	16%	25%	16%	19%	19%	18%	20%	20%	20%	19%	16%	20%	17%	19%	23%	19%	18%	23%	22%	20%	19%	25%	21%	18%	19%	19%	24%	16%	19%
A good amount	32%	28%	35%	26%	37%	34%	31%	30%	34%	25%	35%	33%	32%	32%	27%	32%	38%	35%	34%	34%	32%	36%	30%	33%	38%	24%	27%	29%	35%	26%	30%	32%	35%	28%	27%	31%	35%
Some	23%	25%	24%	20%	21%	19%	23%	24%	24%	23%	23%	22%	24%	21%	24%	24%	18%	20%	26%	23%	25%	21%	22%	23%	20%	20%	22%	23%	24%	19%	23%	23%	22%	19%	21%	26%	23%
A little	17%	19%	15%	19%	16%	16%	18%	17%	17%	19%	17%	17%	16%	18%	20%	17%	15%	19%	16%	15%	17%	16%	17%	16%	16%	21%	19%	18%	15%	23%	17%	17%	17%	23%	19%	16%	15%
None at all	6%	6%	6%	8%	6%	7%	6%	5%	6%	6%	6%	6%	7%	8%	6%	5%	6%	5%	5%	6%	6%	5%	7%	6%	6%	8%	8%	7%	5%	4%	6%	7%	5%	8%	5%	8%	5%
Unsure	3%	4%	2%	2%	2%	2%	2%	4%	2%	2%	3%	3%	3%	4%	2%	3%	2%	2%	2%	1%	4%	2%	2%	3%	3%	4%	3%	3%	2%	3%	3%	3%	2%	3%	4%	3%	2%

During this election season, how much advertising did you see, read, or hear about artificial intelligence, or AI, or about data centers?
**Data Center Awareness (May '26 & Aug '26): ... How much, if at all, have you seen, read, or heard about the construction of new AI data centers?*

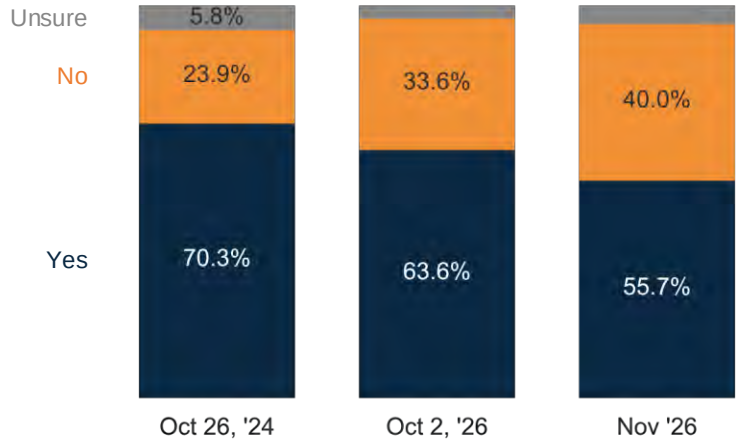
Percent Change: AI and Data Center Ads* (Aug '26 to Nov '26)

CYGNAL



*vs Data Center Awareness (Aug '26)

Vote Difference Country

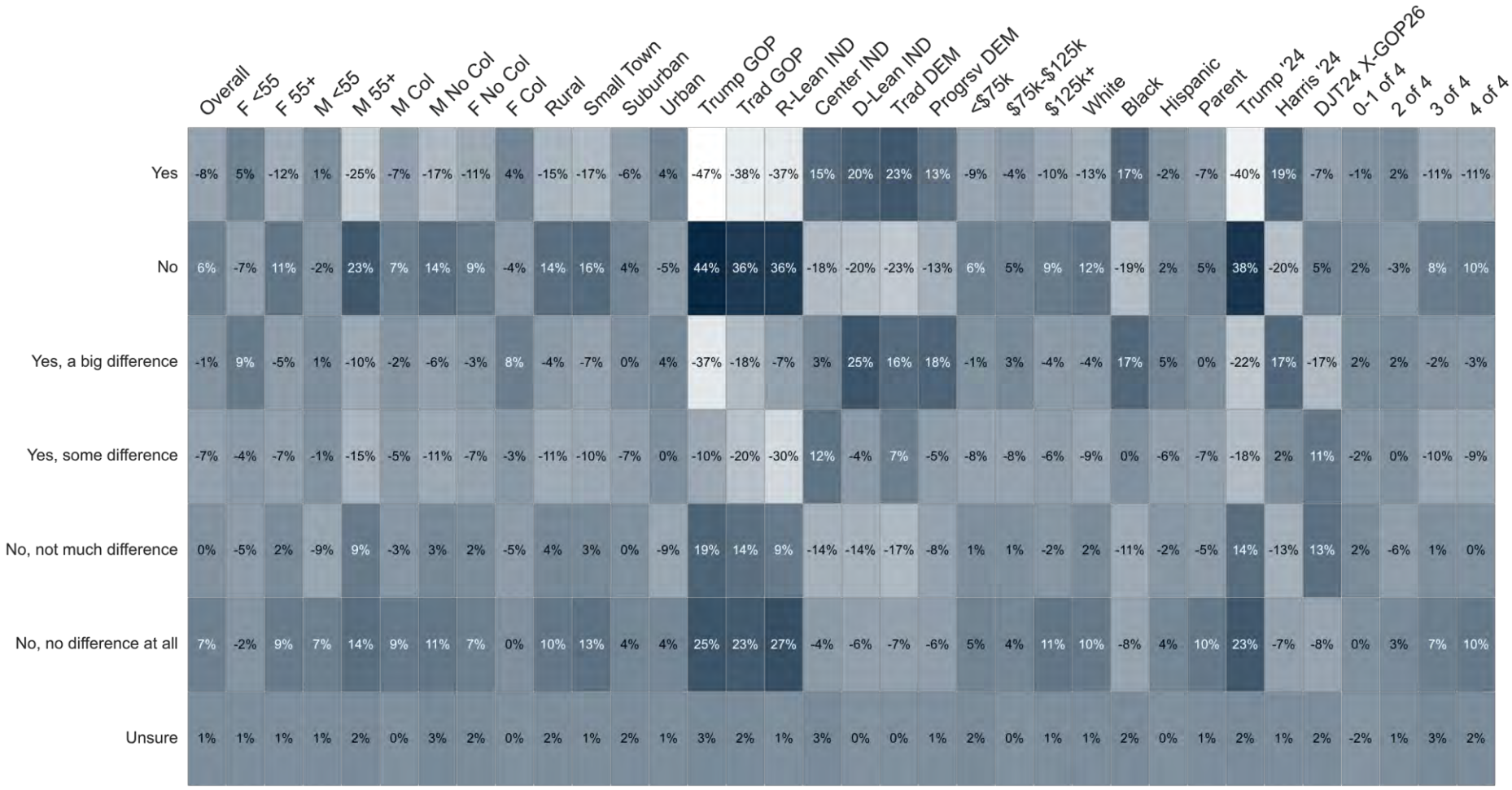


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes	56%	61%	59%	50%	51%	54%	48%	57%	64%	47%	49%	58%	65%	30%	26%	19%	62%	75%	88%	84%	58%	60%	51%	52%	82%	62%	53%	25%	84%	44%	48%	61%	61%	58%	57%	51%	56%
No	40%	34%	36%	47%	45%	44%	47%	36%	33%	48%	47%	38%	32%	65%	69%	78%	32%	22%	10%	14%	36%	38%	47%	44%	12%	35%	43%	70%	13%	51%	47%	36%	35%	38%	38%	44%	40%
Yes, a big difference	25%	29%	28%	20%	22%	21%	21%	27%	30%	20%	20%	26%	31%	9%	7%	7%	22%	35%	44%	43%	27%	27%	21%	20%	49%	36%	26%	7%	42%	14%	20%	26%	30%	25%	27%	24%	25%
Yes, some difference	31%	32%	31%	30%	29%	33%	27%	30%	34%	27%	29%	31%	34%	21%	19%	12%	40%	40%	44%	41%	30%	32%	30%	32%	32%	25%	26%	18%	43%	30%	28%	35%	30%	33%	30%	27%	31%
No, not much difference	22%	19%	21%	24%	25%	25%	25%	19%	22%	26%	26%	21%	18%	32%	36%	35%	19%	17%	7%	12%	21%	23%	24%	25%	8%	19%	21%	35%	11%	30%	25%	21%	20%	22%	21%	24%	22%
No, no difference at all	18%	14%	15%	23%	20%	19%	23%	17%	12%	22%	21%	17%	14%	33%	33%	43%	13%	5%	3%	2%	15%	15%	23%	19%	4%	16%	22%	35%	2%	21%	22%	15%	15%	16%	16%	20%	18%
Unsure	4%	5%	5%	3%	4%	2%	5%	7%	3%	4%	5%	4%	3%	5%	5%	3%	6%	3%	2%	2%	6%	2%	3%	4%	6%	3%	4%	6%	3%	6%	5%	3%	4%	4%	5%	5%	4%

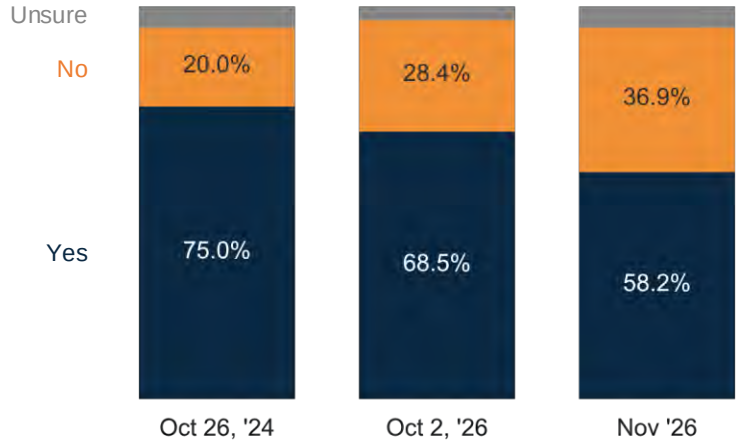
Do you feel that your vote made a difference in the country as a whole?

Percent Change: Vote Difference Country (Oct 2, '26 to Nov '26)

CYGNAL



Vote Difference Community

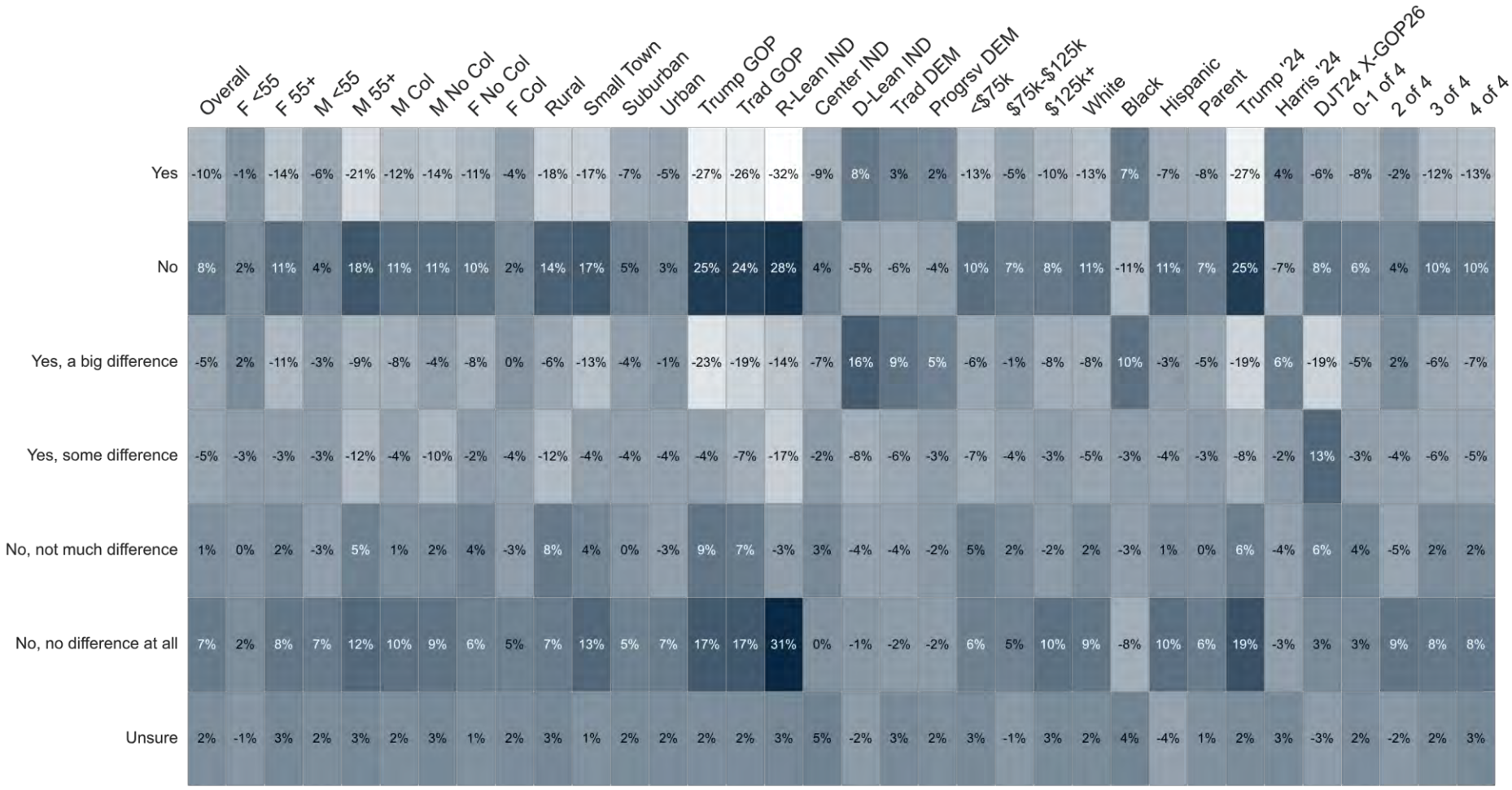


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes	58%	63%	60%	56%	53%	58%	52%	59%	64%	49%	53%	61%	63%	45%	39%	30%	54%	74%	80%	77%	57%	61%	58%	56%	79%	64%	59%	37%	78%	47%	53%	60%	64%	58%	60%	54%	60%
No	37%	33%	33%	40%	43%	40%	43%	34%	32%	45%	42%	34%	32%	50%	56%	67%	39%	23%	16%	19%	35%	37%	39%	40%	15%	34%	37%	57%	17%	50%	43%	35%	32%	37%	35%	42%	35%
Yes, a big difference	23%	27%	23%	19%	20%	21%	19%	23%	28%	18%	17%	24%	28%	14%	9%	6%	17%	30%	39%	36%	23%	25%	21%	19%	42%	31%	24%	9%	35%	12%	19%	21%	28%	24%	22%	22%	23%
Yes, some difference	36%	36%	37%	37%	32%	37%	33%	37%	36%	31%	36%	37%	35%	30%	30%	23%	37%	44%	41%	41%	34%	36%	37%	37%	36%	32%	35%	28%	43%	35%	33%	39%	36%	34%	38%	31%	37%
No, not much difference	21%	19%	20%	23%	24%	23%	24%	18%	21%	27%	23%	19%	19%	24%	30%	27%	28%	17%	11%	15%	21%	23%	21%	23%	10%	19%	20%	28%	14%	33%	23%	22%	19%	23%	19%	25%	20%
No, no difference at all	16%	14%	13%	17%	19%	17%	19%	15%	11%	18%	19%	15%	13%	26%	26%	41%	11%	6%	5%	4%	14%	14%	18%	17%	5%	14%	17%	29%	4%	18%	20%	13%	13%	14%	16%	17%	16%
Unsure	5%	4%	7%	4%	5%	3%	5%	7%	4%	6%	5%	5%	5%	5%	5%	3%	7%	3%	4%	4%	8%	2%	3%	5%	7%	3%	3%	6%	4%	3%	5%	6%	5%	5%	5%	5%	5%

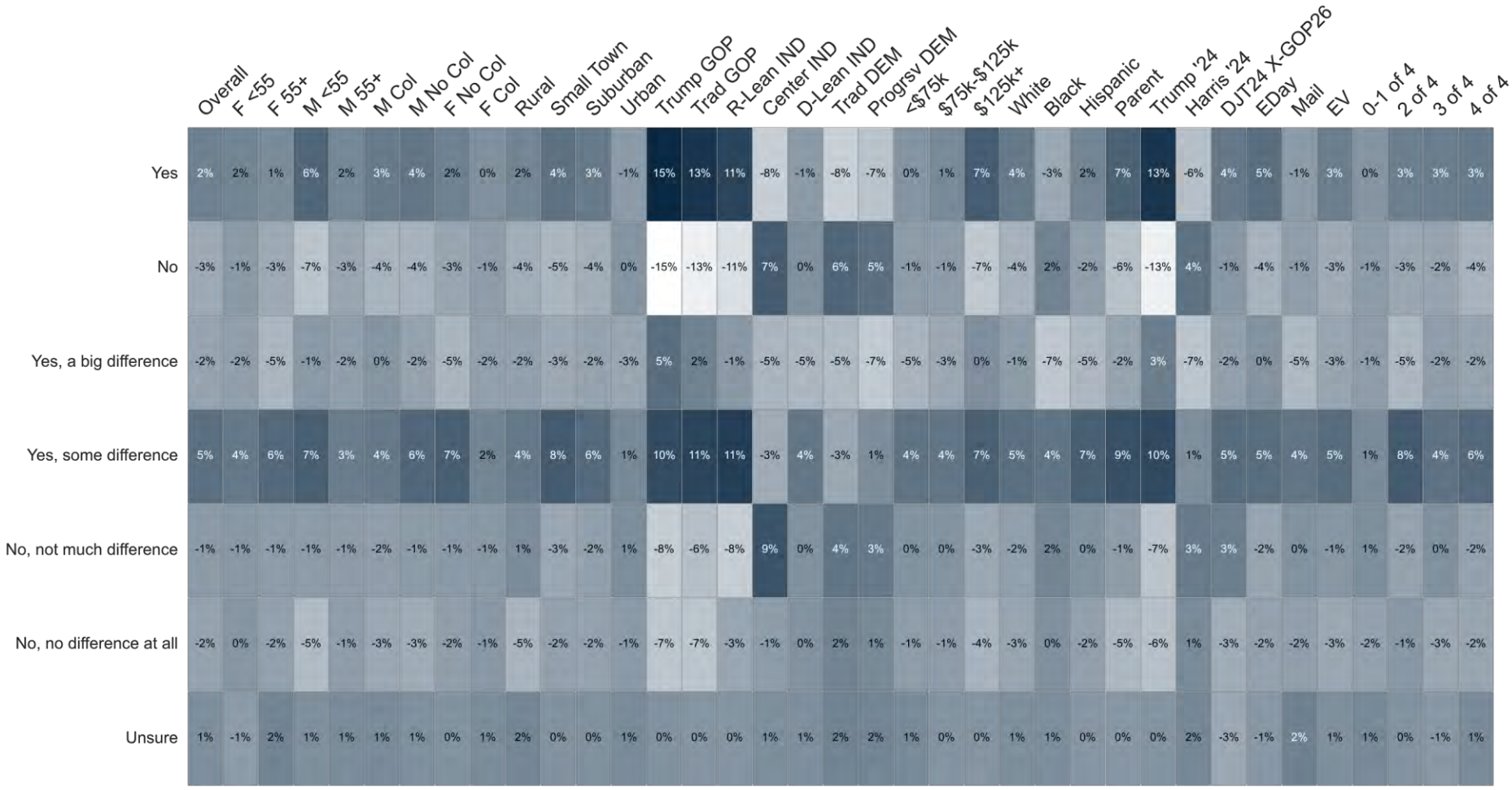
Do you feel that your vote made a difference specifically in your community?

Percent Change: Vote Difference Community (Oct 2, '26 to Nov '26)

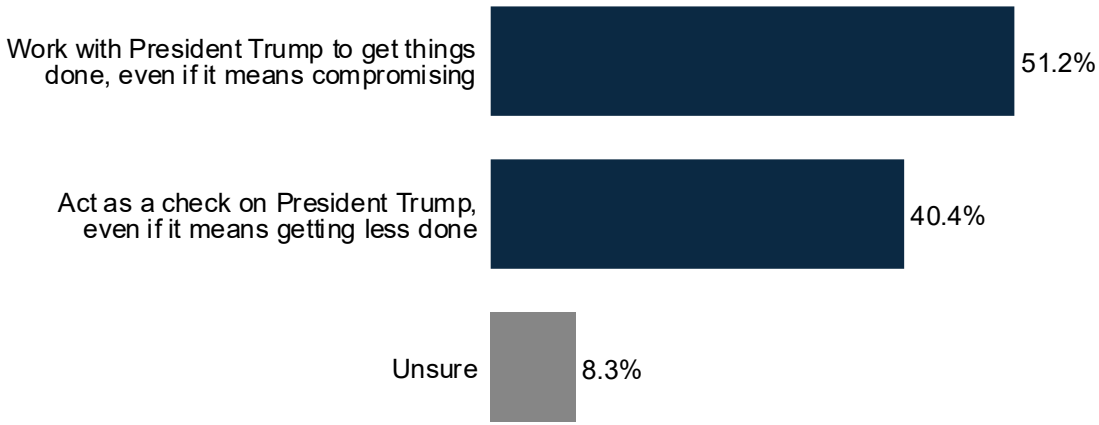
CYGNAL



Percent Change: Vote Difference Country to Vote Difference Community



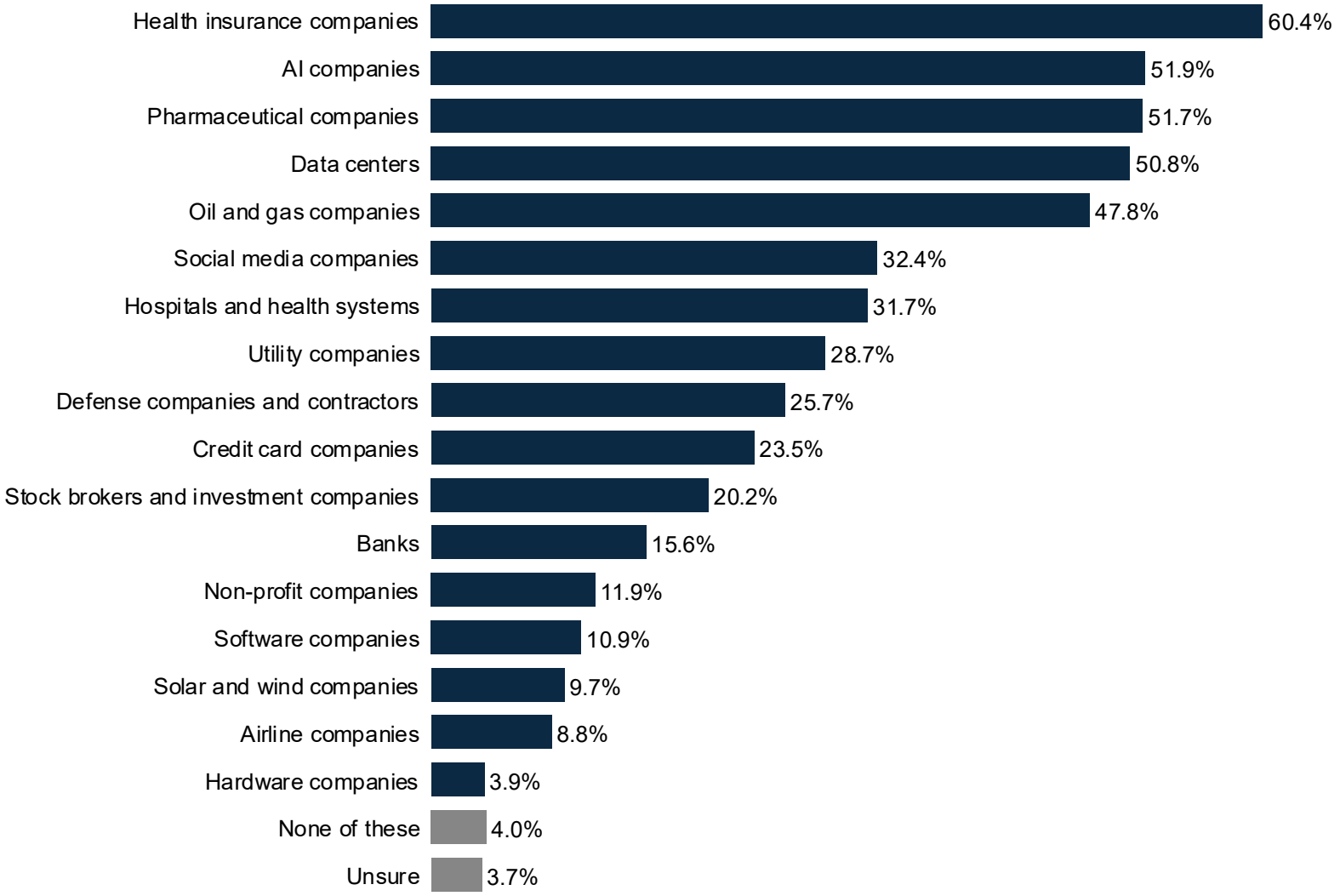
Divided Government Approach



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Work with President Trump to get things done, even if it means compromising	51%	37%	55%	48%	63%	52%	60%	52%	41%	60%	60%	51%	37%	95%	88%	74%	41%	18%	27%	15%	47%	53%	54%	55%	30%	48%	52%	90%	20%	53%	57%	43%	51%	45%	50%	55%	52%
Act as a check on President Trump, even if it means getting less done	40%	50%	37%	44%	31%	43%	33%	36%	52%	30%	33%	42%	52%	4%	9%	20%	49%	74%	59%	74%	42%	40%	39%	39%	49%	42%	38%	6%	69%	31%	35%	48%	40%	46%	40%	35%	41%
Unsure	8%	12%	8%	8%	5%	6%	7%	13%	7%	10%	7%	7%	11%	1%	3%	6%	10%	8%	14%	11%	10%	7%	6%	6%	21%	10%	9%	4%	11%	16%	8%	9%	9%	9%	10%	10%	7%

Which is closer to your view of how the new Congress should approach President Trump?

Industry Crackdown



Which of the following industries should the new Congress crack down on most? Select all that apply.

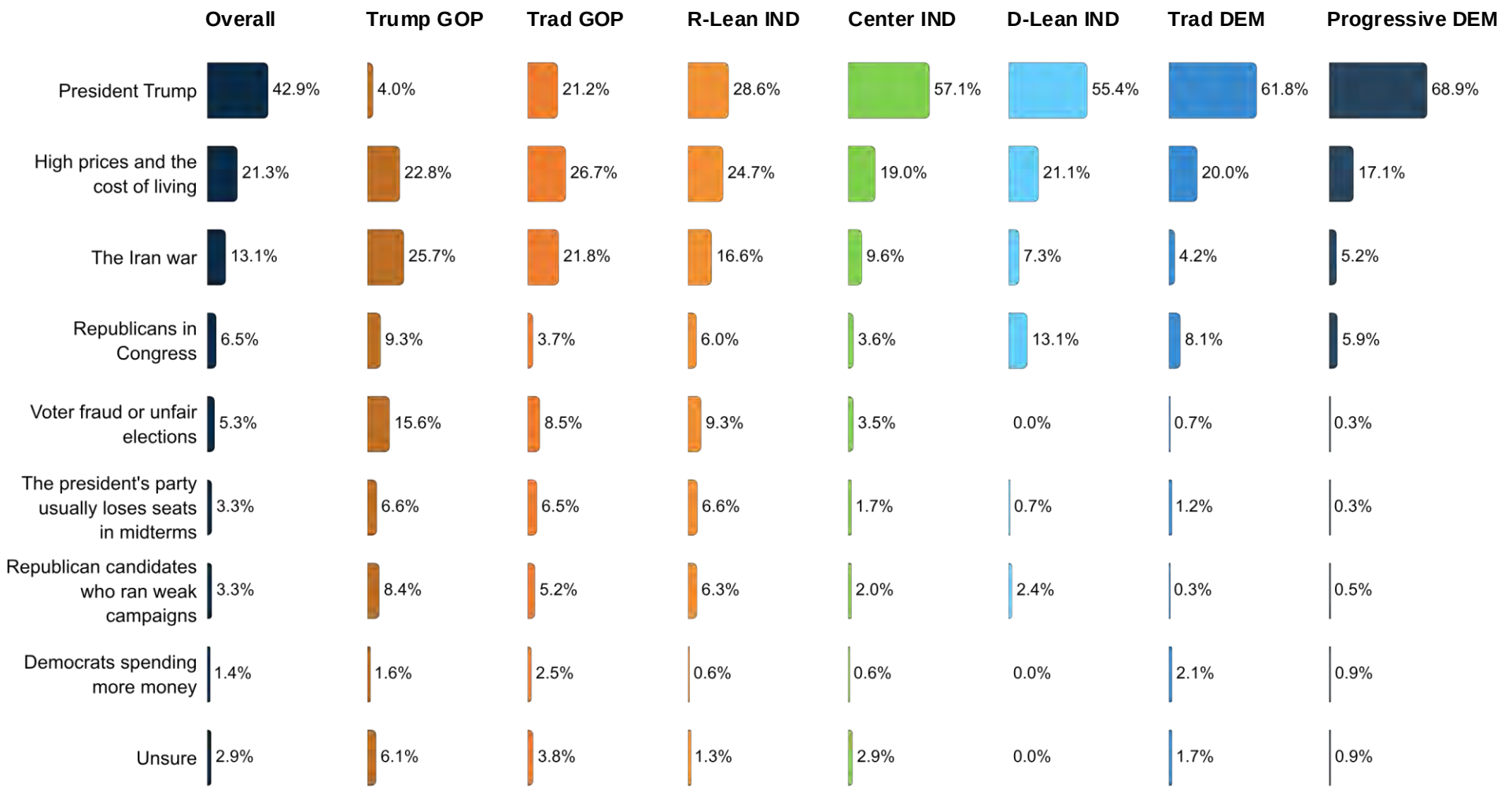
Industry Crackdown

CYGNAL

	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Health insurance companies	60%	65%	62%	61%	53%	57%	57%	60%	67%	56%	61%	59%	65%	46%	52%	56%	66%	79%	59%	71%	60%	63%	60%	60%	58%	61%	60%	50%	69%	56%	58%	64%	60%	61%	61%	60%	60%
AI companies	52%	61%	50%	57%	40%	49%	47%	48%	63%	47%	47%	53%	58%	24%	31%	41%	63%	79%	56%	75%	54%	53%	49%	52%	51%	49%	50%	31%	69%	52%	48%	59%	50%	55%	53%	52%	51%
Pharmaceutical companies	52%	52%	55%	50%	48%	46%	53%	52%	56%	49%	55%	50%	54%	45%	47%	55%	55%	63%	46%	57%	53%	55%	49%	53%	45%	48%	50%	48%	55%	47%	51%	51%	53%	49%	49%	54%	52%
Data centers	51%	59%	54%	50%	40%	44%	45%	51%	62%	49%	45%	51%	58%	21%	31%	40%	58%	75%	59%	74%	53%	55%	45%	51%	51%	53%	47%	28%	69%	45%	46%	56%	51%	52%	53%	48%	51%
Oil and gas companies	48%	50%	53%	43%	44%	41%	46%	51%	53%	48%	49%	46%	51%	28%	37%	31%	52%	58%	60%	62%	52%	49%	42%	47%	50%	49%	44%	33%	60%	38%	45%	56%	44%	49%	45%	49%	48%
Social media companies	32%	29%	33%	36%	32%	38%	30%	29%	34%	31%	29%	32%	38%	23%	27%	34%	38%	48%	32%	37%	30%	32%	34%	33%	21%	31%	31%	26%	38%	23%	31%	33%	34%	33%	27%	30%	35%
Hospitals and health systems	32%	34%	31%	33%	28%	29%	32%	34%	31%	31%	31%	32%	33%	24%	28%	38%	36%	36%	34%	34%	35%	30%	30%	31%	37%	36%	33%	28%	34%	33%	31%	34%	31%	32%	33%	34%	31%
Utility companies	29%	32%	31%	29%	24%	21%	31%	32%	29%	30%	31%	25%	33%	25%	24%	29%	36%	32%	30%	31%	34%	27%	25%	27%	32%	33%	31%	26%	32%	33%	30%	27%	29%	24%	31%	33%	28%
Defense companies and contractors	26%	29%	24%	30%	20%	28%	22%	20%	33%	17%	22%	26%	35%	6%	8%	13%	32%	50%	30%	46%	26%	28%	24%	26%	25%	27%	24%	8%	41%	21%	22%	33%	24%	24%	25%	21%	28%
Credit card companies	23%	23%	22%	29%	21%	24%	27%	22%	22%	21%	25%	23%	24%	23%	21%	27%	29%	30%	18%	25%	24%	25%	23%	23%	22%	25%	24%	23%	24%	24%	23%	24%	24%	26%	26%	25%	22%
Stock brokers and investment companies	20%	24%	17%	28%	13%	21%	19%	19%	22%	17%	18%	20%	25%	9%	8%	10%	26%	35%	17%	35%	23%	20%	18%	19%	25%	24%	22%	9%	29%	12%	18%	23%	20%	21%	22%	21%	19%
Banks	16%	18%	10%	23%	13%	17%	18%	13%	15%	13%	12%	16%	20%	12%	9%	18%	21%	23%	14%	21%	17%	15%	16%	15%	19%	16%	18%	12%	18%	16%	15%	19%	14%	20%	16%	15%	15%
Non-profit companies	12%	8%	10%	16%	15%	15%	16%	10%	8%	13%	11%	12%	11%	27%	16%	28%	11%	2%	4%	3%	11%	11%	13%	12%	5%	14%	13%	22%	3%	15%	13%	10%	12%	13%	14%	13%	11%
Software companies	11%	14%	9%	15%	6%	11%	10%	10%	12%	7%	9%	11%	15%	7%	4%	12%	14%	23%	9%	16%	13%	10%	10%	10%	11%	14%	11%	6%	15%	6%	10%	12%	10%	14%	10%	10%	11%
Solar and wind companies	10%	6%	9%	10%	13%	9%	14%	9%	6%	13%	11%	9%	7%	20%	14%	18%	9%	2%	4%	4%	11%	7%	10%	10%	5%	11%	8%	17%	4%	8%	9%	8%	12%	10%	9%	11%	9%
Airline companies	9%	11%	9%	11%	5%	9%	7%	8%	11%	5%	9%	8%	12%	5%	4%	6%	10%	16%	12%	12%	10%	7%	9%	8%	13%	10%	8%	5%	12%	4%	8%	10%	8%	11%	10%	8%	8%
Hardware companies	4%	5%	2%	7%	2%	4%	5%	4%	3%	2%	3%	4%	6%	2%	1%	3%	6%	7%	5%	6%	6%	4%	2%	4%	3%	6%	5%	2%	5%	4%	3%	4%	5%	7%	3%	4%	3%
None of these	4%	3%	2%	7%	5%	8%	4%	3%	2%	3%	4%	5%	3%	8%	7%	7%	4%	0%	3%	1%	3%	4%	6%	4%	4%	3%	6%	7%	1%	5%	4%	4%	5%	3%	3%	4%	5%
Unsure	4%	4%	5%	2%	4%	3%	3%	5%	4%	3%	5%	3%	4%	6%	4%	4%	1%	1%	4%	2%	3%	3%	4%	4%	3%	4%	3%	5%	3%	2%	4%	3%	5%	2%	5%	4%	4%

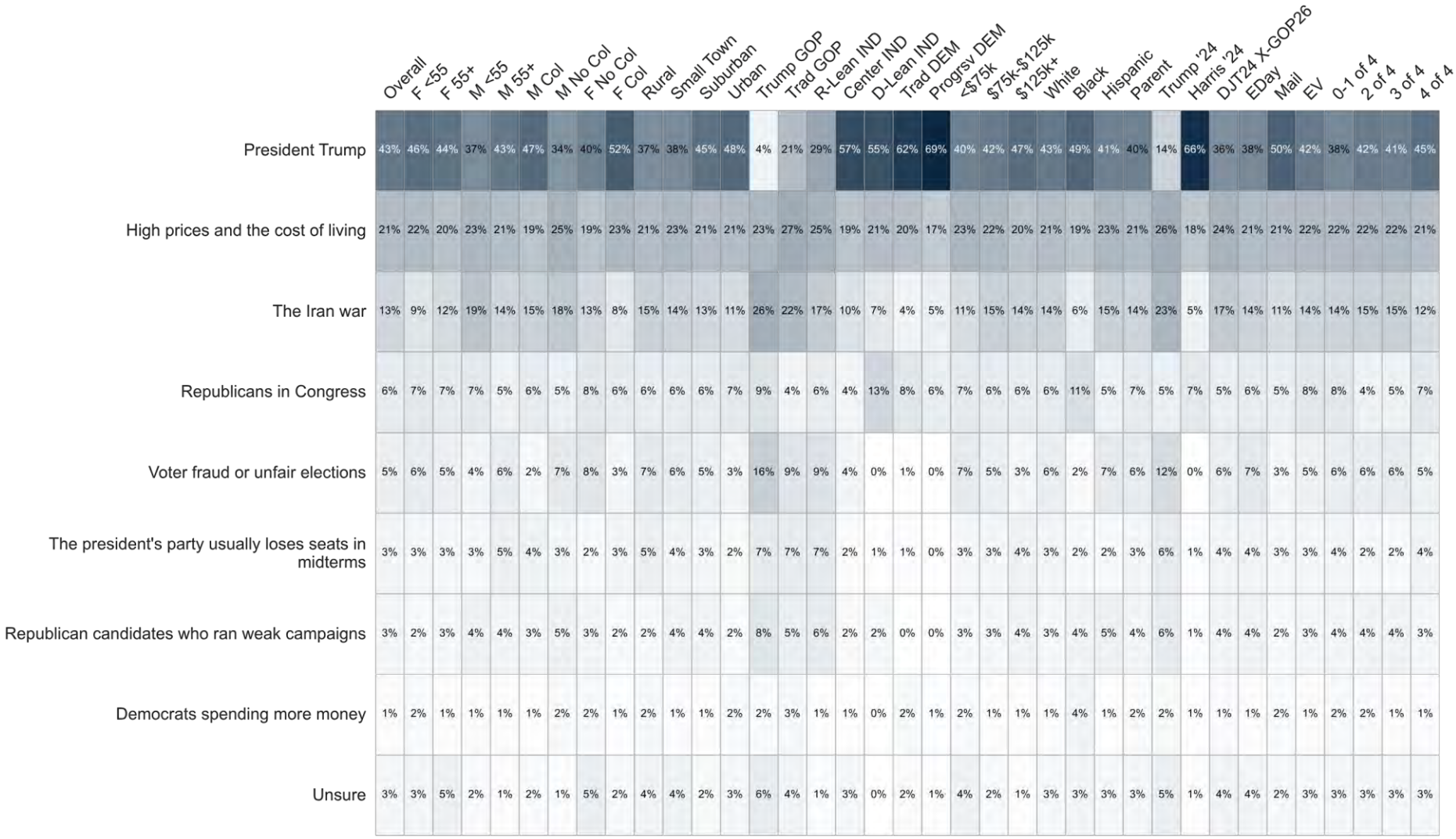
Which of the following industries should the new Congress crack down on most? Select all that apply.

Republican Loss Blame



Who or what would you say is most responsible for Republicans losing control of Congress this November?

Republican Loss Blame



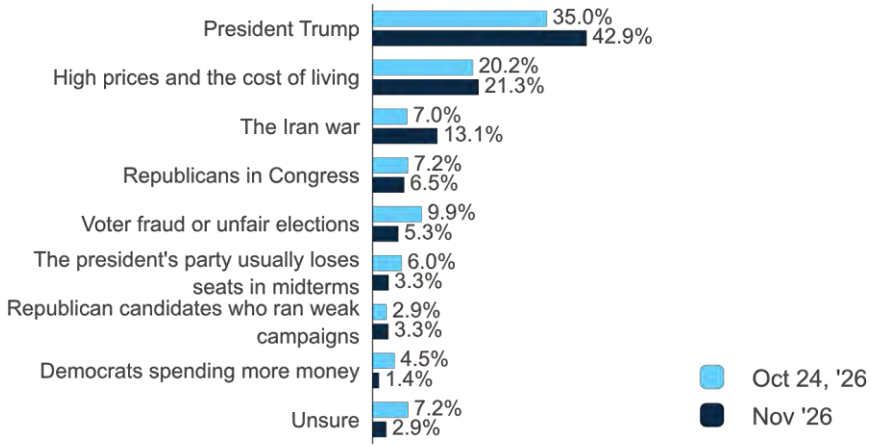
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75K	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
President Trump	43%	46%	44%	37%	43%	47%	34%	40%	52%	37%	38%	45%	48%	4%	21%	29%	57%	55%	62%	69%	40%	42%	47%	43%	49%	41%	40%	14%	66%	36%	38%	50%	42%	38%	42%	41%	45%
High prices and the cost of living	21%	22%	20%	23%	21%	19%	25%	19%	23%	21%	23%	21%	21%	23%	27%	25%	19%	21%	20%	17%	23%	22%	20%	21%	19%	23%	21%	26%	18%	24%	21%	21%	22%	22%	22%	22%	21%
The Iran war	13%	9%	12%	19%	14%	15%	18%	13%	8%	15%	14%	13%	11%	26%	22%	17%	10%	7%	4%	5%	11%	15%	14%	14%	6%	15%	14%	23%	5%	17%	14%	11%	14%	14%	15%	15%	12%
Republicans in Congress	6%	7%	7%	7%	5%	6%	5%	8%	6%	6%	6%	6%	7%	9%	4%	6%	4%	13%	8%	6%	7%	6%	6%	6%	11%	5%	7%	5%	7%	5%	6%	5%	8%	8%	4%	5%	7%
Voter fraud or unfair elections	5%	6%	5%	4%	6%	2%	7%	8%	3%	7%	6%	5%	3%	16%	9%	9%	4%	0%	1%	0%	7%	5%	3%	6%	2%	7%	6%	12%	0%	6%	7%	3%	5%	6%	6%	6%	5%
The president's party usually loses seats in midterms	3%	3%	3%	3%	5%	4%	3%	2%	3%	5%	4%	3%	2%	7%	7%	7%	2%	1%	1%	0%	3%	3%	4%	3%	2%	2%	3%	6%	1%	4%	4%	3%	3%	4%	2%	2%	4%
Republican candidates who ran weak campaigns	3%	2%	3%	4%	4%	3%	5%	3%	2%	2%	4%	4%	2%	8%	5%	6%	2%	2%	0%	0%	3%	3%	4%	3%	4%	5%	4%	6%	1%	4%	4%	2%	3%	4%	4%	4%	3%
Democrats spending more money	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	3%	1%	1%	0%	2%	1%	2%	1%	1%	1%	4%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%
Unsure	3%	3%	5%	2%	1%	2%	1%	5%	2%	4%	4%	2%	3%	6%	4%	1%	3%	0%	2%	1%	4%	2%	1%	3%	3%	3%	3%	5%	1%	4%	4%	2%	3%	3%	3%	3%	3%

Who or what would you say is most responsible for Republicans losing control of Congress this November?

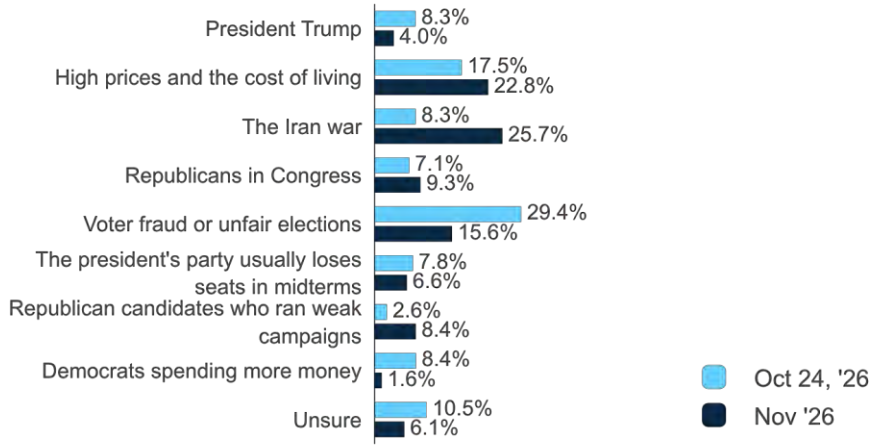
Republican Loss Blame

CYGNAL

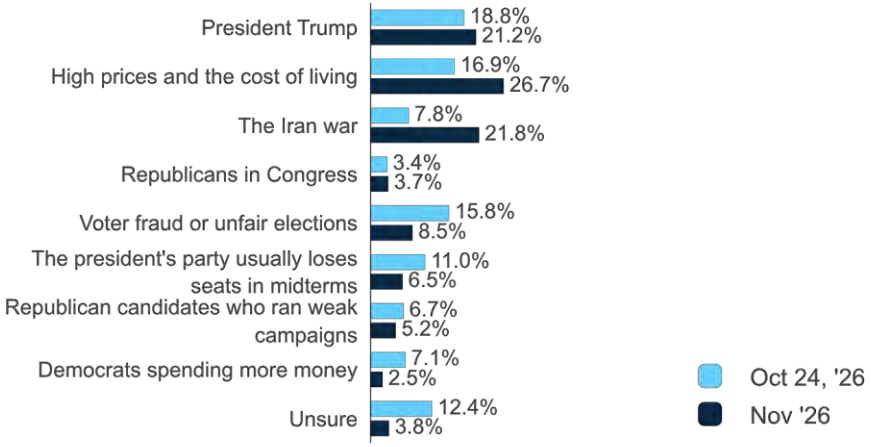
Overall



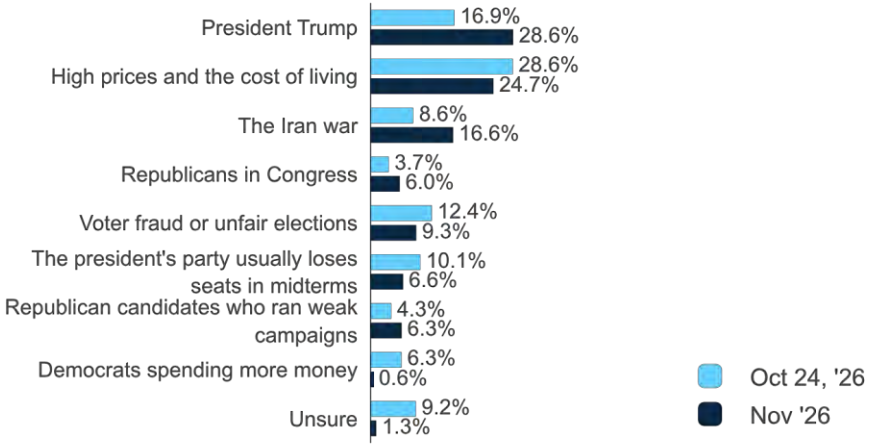
Trump GOP



Trad GOP



R-Lean IND

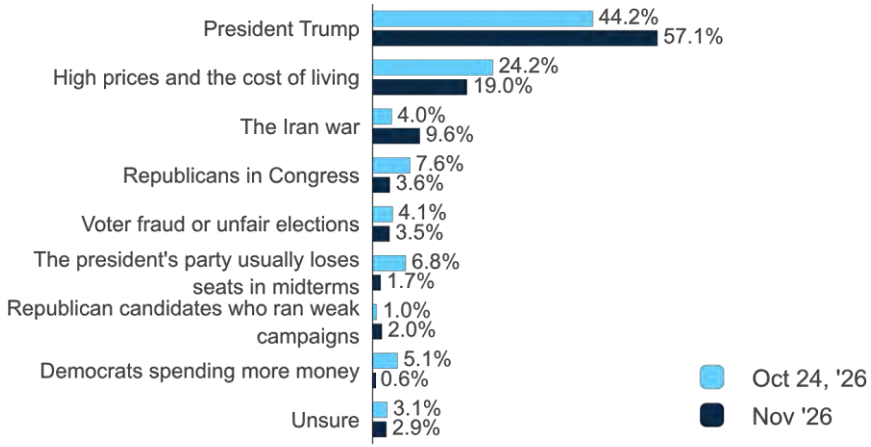


Who or what would you say is most responsible for Republicans losing control of Congress this November?

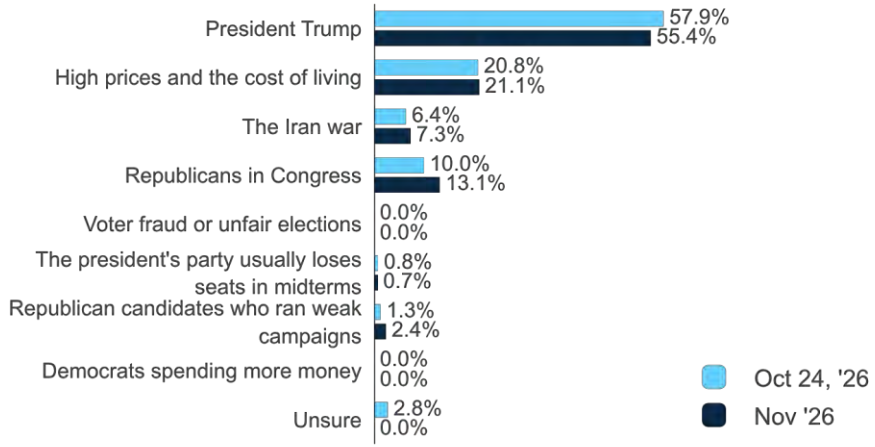
Republican Loss Blame

CYGNAL

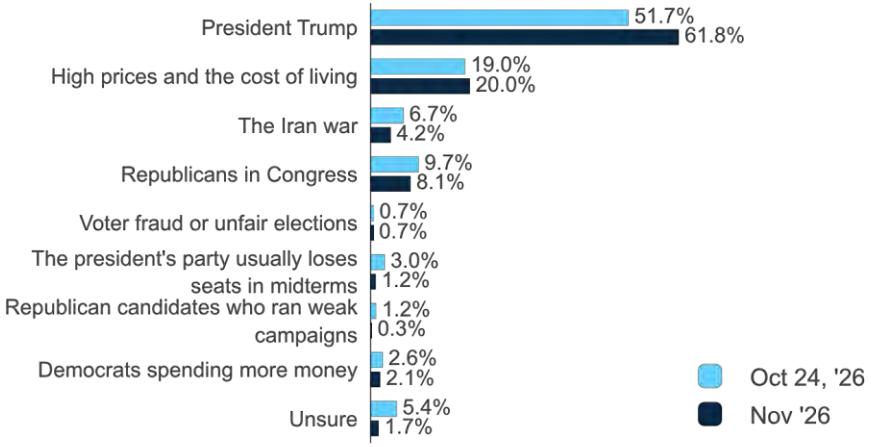
Center IND



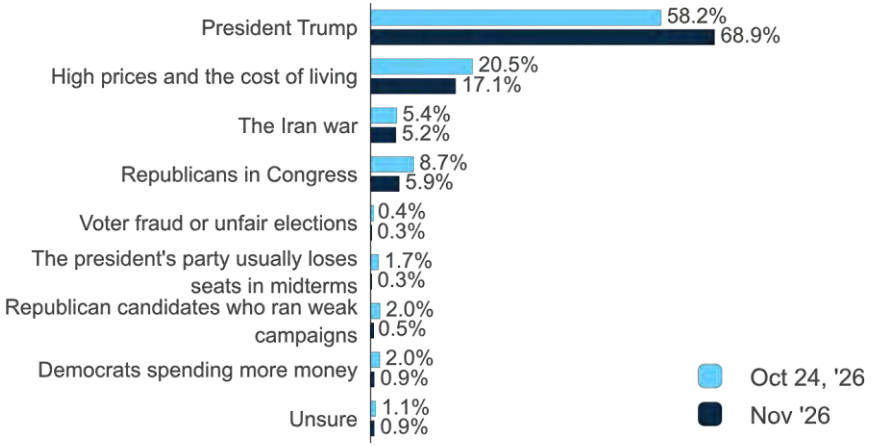
D-Lean IND



Trad DEM



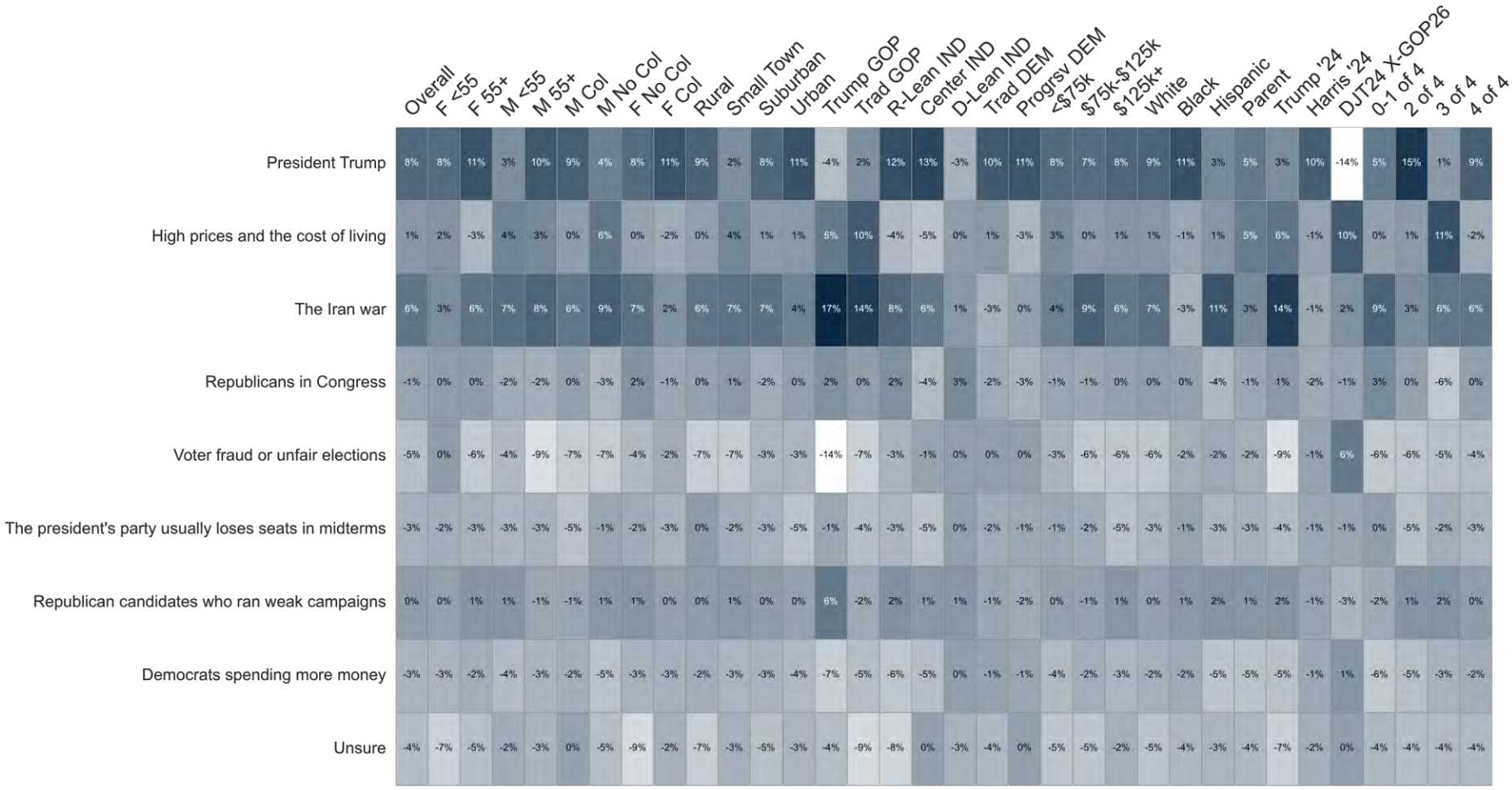
Progressive DEM



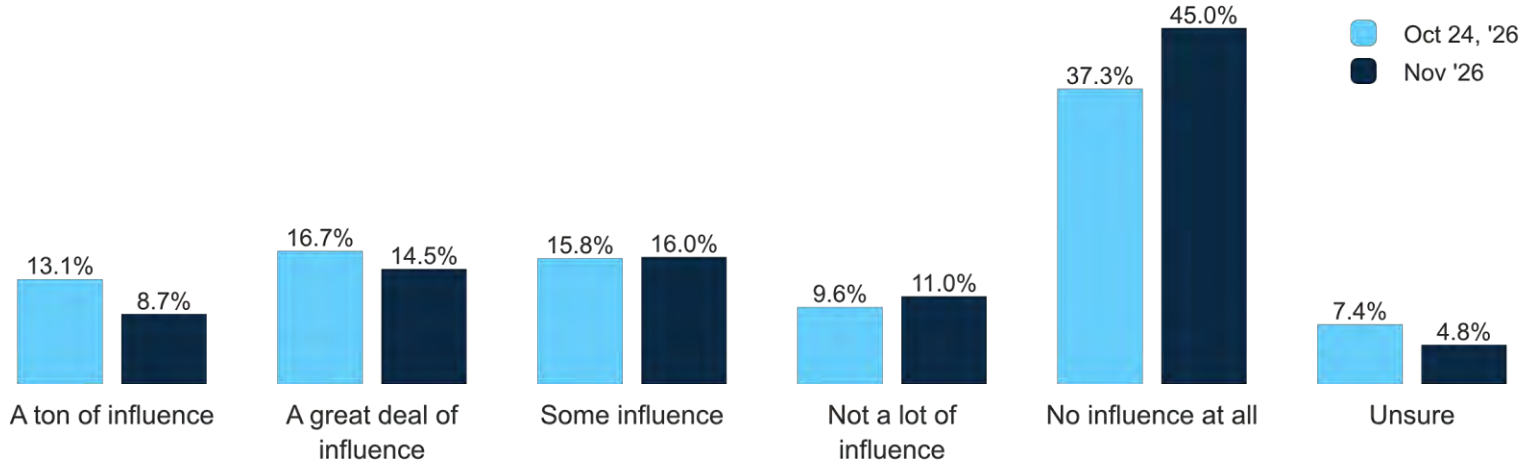
Who or what would you say is most responsible for Republicans losing control of Congress this November?

Percent Change: Republican Loss Blame (Oct 24, '26 to Nov '26)

CYGNAL



Trump Party Influence

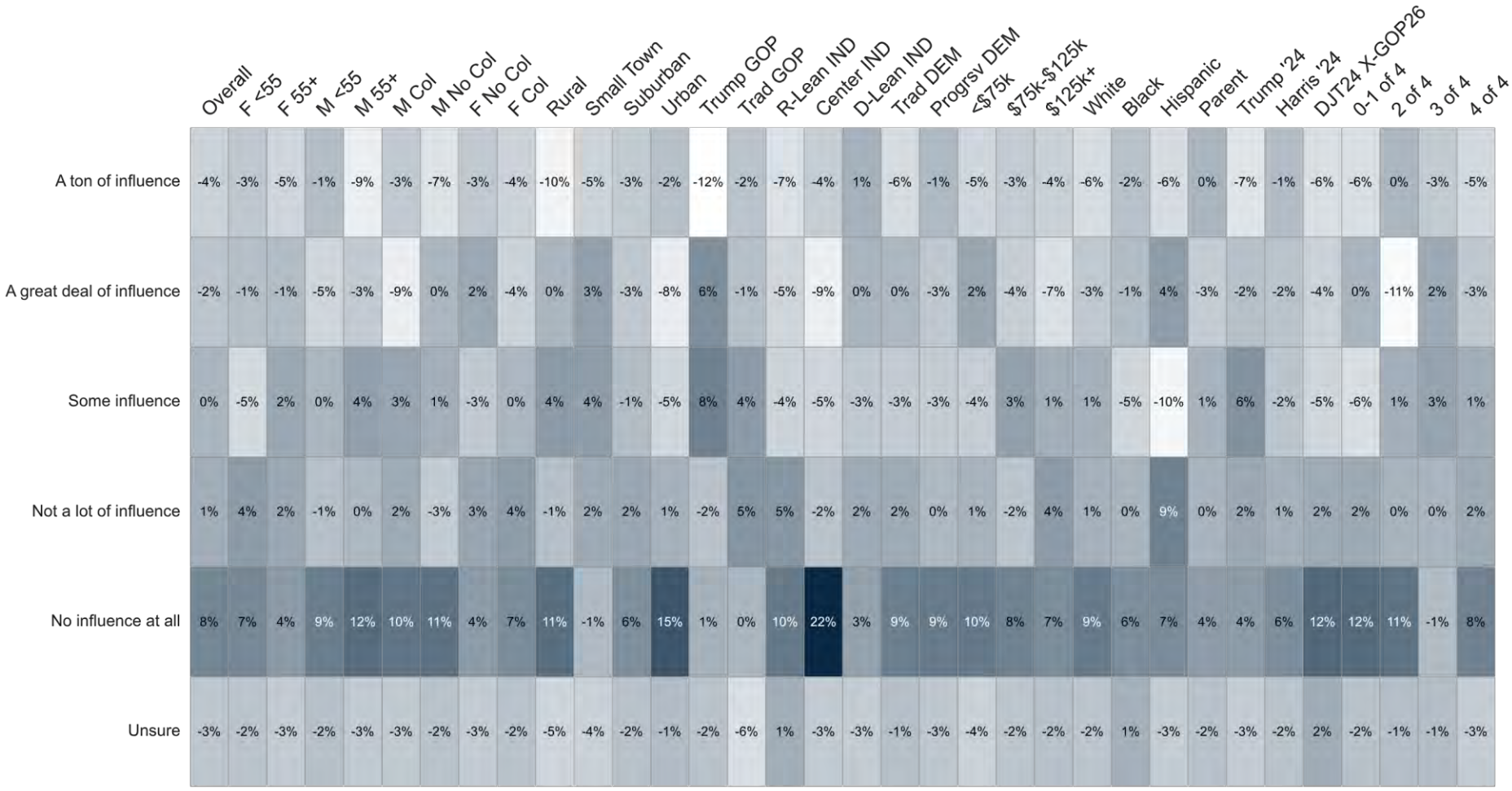


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
A ton of influence	9%	8%	8%	10%	9%	8%	11%	12%	4%	11%	11%	7%	9%	26%	12%	7%	1%	3%	3%	5%	10%	9%	8%	8%	9%	9%	13%	15%	4%	5%	11%	7%	8%	8%	11%	10%	8%
A great deal of influence	14%	10%	17%	11%	19%	11%	19%	18%	10%	20%	18%	13%	10%	40%	25%	16%	5%	3%	7%	2%	17%	14%	12%	15%	10%	17%	14%	29%	3%	9%	16%	10%	17%	14%	16%	14%	14%
Some influence	16%	12%	15%	17%	20%	18%	19%	13%	14%	18%	17%	16%	12%	25%	32%	24%	12%	3%	6%	4%	13%	16%	18%	17%	9%	11%	18%	31%	4%	20%	19%	11%	17%	18%	16%	17%	15%
Not a lot of influence	11%	12%	11%	10%	11%	12%	9%	11%	12%	10%	11%	12%	9%	4%	13%	17%	13%	10%	14%	10%	11%	11%	12%	11%	11%	12%	9%	10%	11%	17%	11%	11%	11%	13%	6%	11%	11%
No influence at all	45%	51%	44%	46%	40%	49%	37%	39%	56%	37%	38%	46%	55%	3%	13%	30%	66%	76%	65%	75%	45%	46%	46%	44%	51%	45%	41%	10%	73%	41%	38%	56%	43%	39%	45%	43%	48%
Unsure	5%	7%	4%	5%	3%	3%	5%	6%	5%	3%	4%	5%	5%	2%	4%	6%	3%	4%	5%	4%	5%	4%	4%	4%	11%	6%	5%	4%	5%	9%	5%	5%	4%	8%	5%	5%	4%

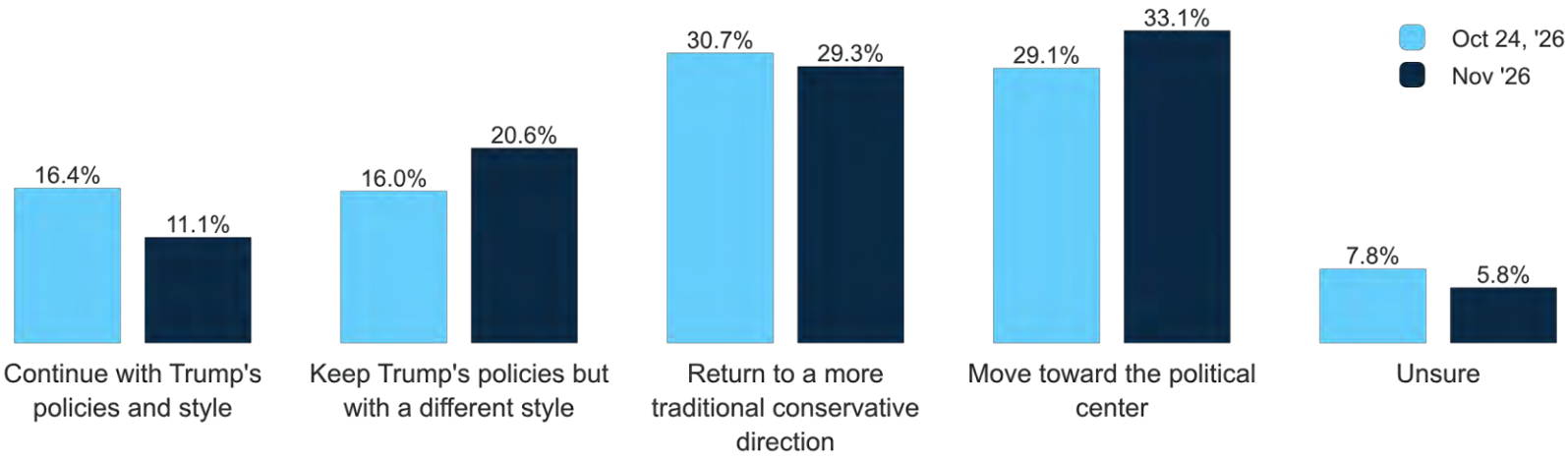
How much influence should President Trump have over the direction of the Republican Party going forward and in the 2028 election?

Percent Change: Trump Party Influence (Oct 24, '26 to Nov '26)

CYGNAL



Republican Path After Loss

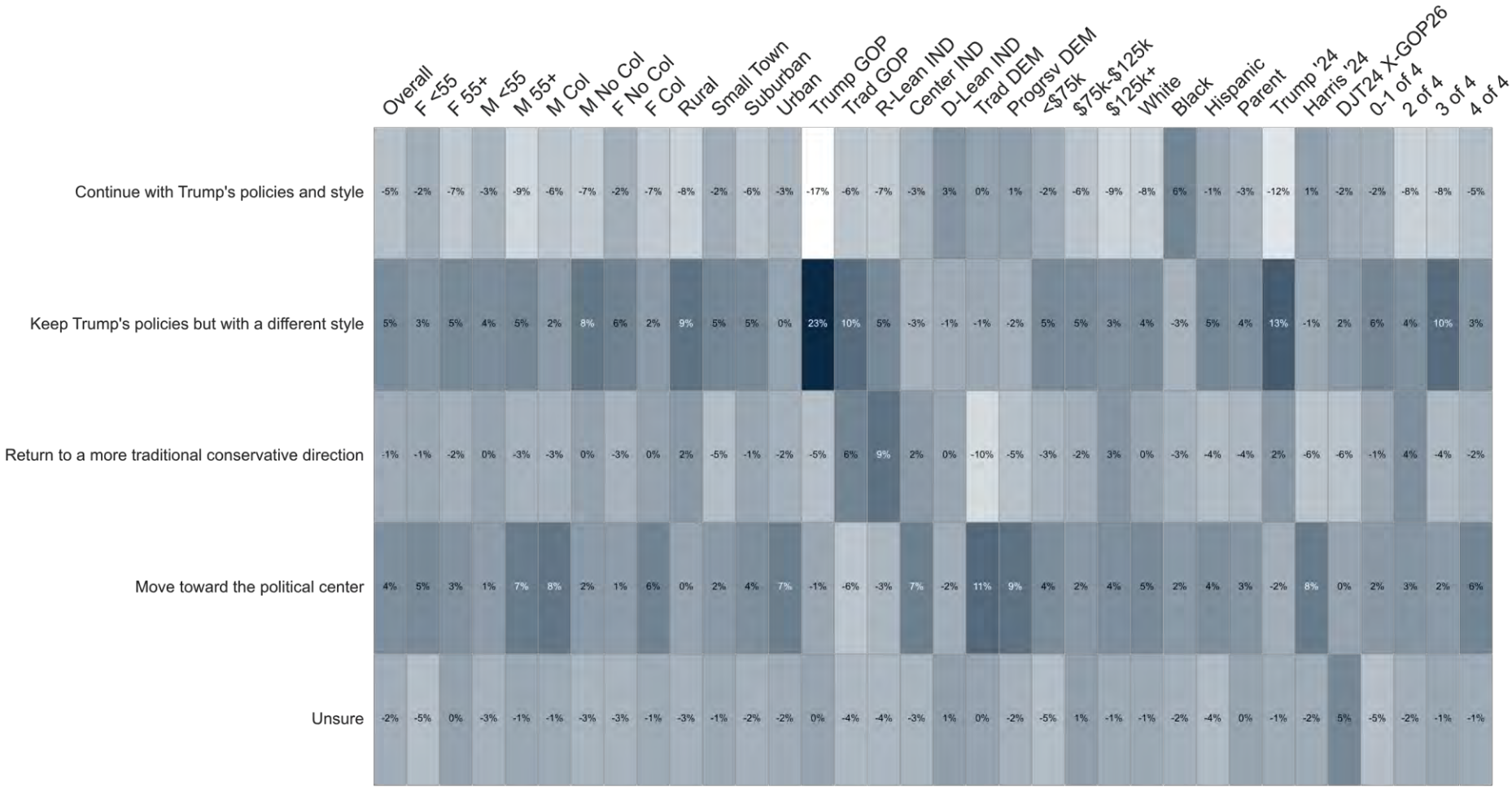


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Continue with Trump's policies and style	11%	9%	13%	10%	12%	8%	14%	16%	5%	16%	14%	9%	10%	40%	13%	14%	6%	4%	2%	2%	14%	11%	8%	11%	11%	12%	13%	23%	2%	8%	13%	7%	13%	12%	11%	11%	11%
Keep Trump's policies but with a different style	21%	13%	20%	21%	28%	20%	29%	19%	15%	29%	23%	20%	13%	50%	43%	33%	9%	2%	3%	0%	17%	22%	23%	23%	4%	18%	21%	45%	1%	19%	25%	14%	21%	23%	21%	22%	20%
Return to a more traditional conservative direction	29%	29%	30%	29%	29%	31%	28%	31%	28%	30%	29%	29%	29%	5%	32%	34%	38%	25%	50%	29%	30%	28%	31%	28%	39%	33%	29%	21%	35%	37%	27%	31%	30%	25%	31%	29%	30%
Move toward the political center	33%	41%	30%	34%	27%	37%	25%	26%	46%	20%	27%	36%	41%	2%	8%	15%	43%	63%	40%	62%	30%	34%	35%	33%	35%	31%	31%	6%	56%	24%	29%	41%	31%	34%	30%	32%	34%
Unsure	6%	7%	7%	5%	4%	3%	5%	8%	6%	5%	6%	5%	8%	2%	4%	4%	4%	7%	5%	7%	8%	6%	3%	5%	10%	6%	6%	5%	6%	12%	6%	7%	5%	6%	7%	6%	5%

Which direction should the Republican Party take once Trump leaves office?

Percent Change: Republican Path After Loss (Oct 24, '26 to Nov '26)

CYGNAL



Democratic Party Leader *(1 of 2)*

STRATEGIC ANALYSIS

No one leads the Democratic Party according to voters. 38% of answers are unsure or name no one, and no single figure clears 10%. AOC is named most (8%), followed by Obama and Jeffries (7% each), then Schumer, Newsom, and Sanders (4% each). A long tail includes Ossoff, Talarico, Mamdani, and Harris.

The answers split along generational and ideological lines. Younger and progressive voters name AOC and Mamdani; Black voters lean toward Jeffries and Obama. Several Democratic voters wrote that they hope a younger leader emerges, and some named who should not lead: Schumer and Jeffries draw open criticism.

The vacuum is the story. Democrats won the House without a leader voters can name, which leaves the 2028 field open and makes the party's agenda harder to define, both for Democrats and for the Republicans running against them.

IN THEIR OWN WORDS

"Currently nobody, but I HOPE FOR someone like AOC, Abdul, or Talarico"
— Independent, Unsure, Male, 30 - 44, Technical Certification

"No one currently. What I can say for sure is that Jeffries and Schumer should NOT lead the party at all."
— Independent, Very liberal, Male, 55 - 64, Graduate degree or further

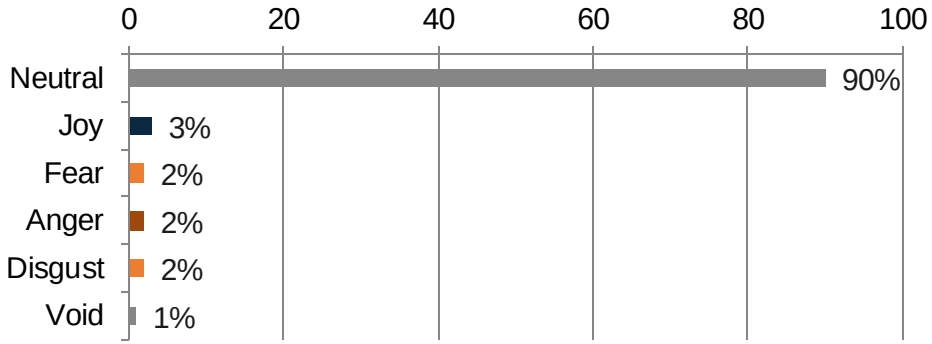
"No one seems centrist enough wanting to fight for affordability and preventing tech companies from hiring visa workers displacing Americans"
— Independent, Moderate, Female, 45 - 54, Four-year undergraduate or Bachelor's Degree

"There is no true leader in the Democratic Party. Just a bunch of politicians that hate America and destroy what took 200 years to build."
— Independent, Somewhat conservative, Male, 55 - 64, Some college or Associate's Degree

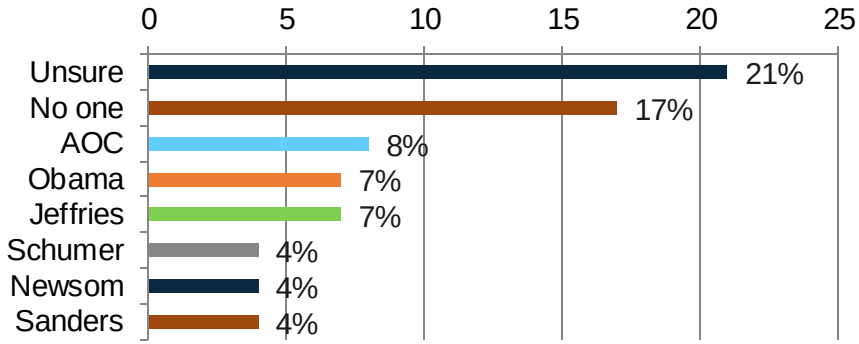
Who, if anyone, do you consider to be the leader of the Democratic Party today?

Democratic Party Leader *(2 of 2)*

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Disgust: Moral Disgust, Loathing

Fear: Terror, Anxiety

Anger: Contempt, Rage

WHAT THIS MEANS

90% of answers carry no emotion, and the low signal is the finding: voters feel no attachment to anyone in the role. The small emotional share comes mostly from Republican voters, who answer with contempt and moral disgust (Soros, communists, the devil). No Democratic figure inspires enough feeling to anchor a brand, which leaves room for a new face to define the party.

Who, if anyone, do you consider to be the leader of the Democratic Party today?

The Path Forward for Republicans *(1 of 2)*

STRATEGIC ANALYSIS

Voters ask Republicans for competence and decency before a new ideology. Listening to voters and helping working people leads (13%), followed by lower prices (11%), honesty and integrity (8%), and ending the wars (8%). Calls to move to the center (2%) or return to traditional conservatism (5%) trail well behind.

Republican voters' top advice is lower prices (15%), and several ask the party to own the gas price spike from the Iran war. Democratic voters focus on distance from Trump (9%) and integrity. Independents mix both and add a distinct ask: drop the culture-war fights and focus on the middle class.

For Republican prospects, the agenda answer is narrow and testable: price relief, an end to the war, and visible honesty. Few voters in any party ask for a new governing philosophy, and only 3% tell Republicans to stay the course.

IN THEIR OWN WORDS

"Listen to the people between 35-40yrs old. Focus on affordability and at least admit and apologize for gas prices that were caused by Iran, which did have to be done. Own it"
— Mostly Republican, Somewhat conservative, Male, 55 - 64, Technical Certification

"Finish the war, get gas prices down along with groceries and get rid of all the fraud! Also, keep the border closed."
— Strongly Republican, Very conservative, Female, 55 - 64, Four-year undergraduate or Bachelor's Degree

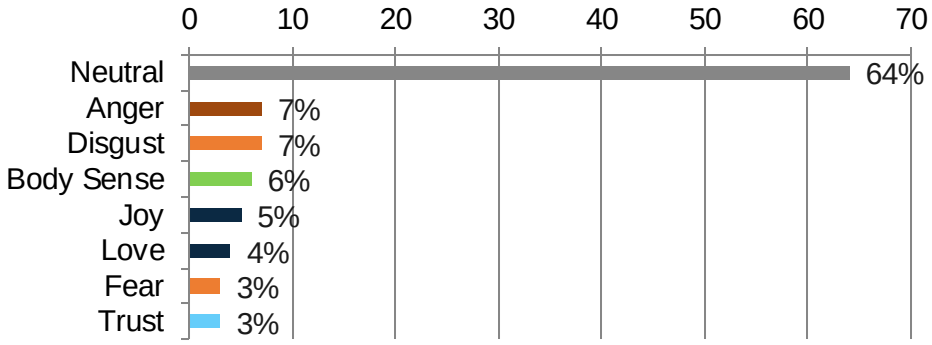
"Splinter from Trump; go MAGA and RINO separately and build back over time"
— Strongly Democratic, Somewhat liberal, Female, 45 - 54, Graduate degree or further

"They should stop with culture wars, division among constituents and themselves, stop the attack on public education and workto improve outcomes for the middle class at all levels."
— Independent, Somewhat conservative, Female, 55 - 64, Graduate degree or further

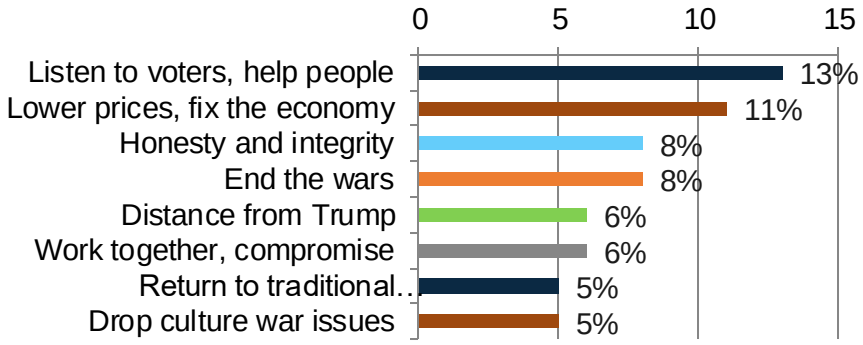
What advice do you have for Republicans on what – outside of Donald Trump – they should do from an agenda perspective to have a chance at winning in the future?

The Path Forward for Republicans *(2 of 2)*

PRIMARY EMOTION DISTRIBUTION



TOP THEMES MENTIONED



EMOTIONAL TEXTURE

Anger: Contempt, Indignation, Rage

Disgust: Moral Disgust, Loathing

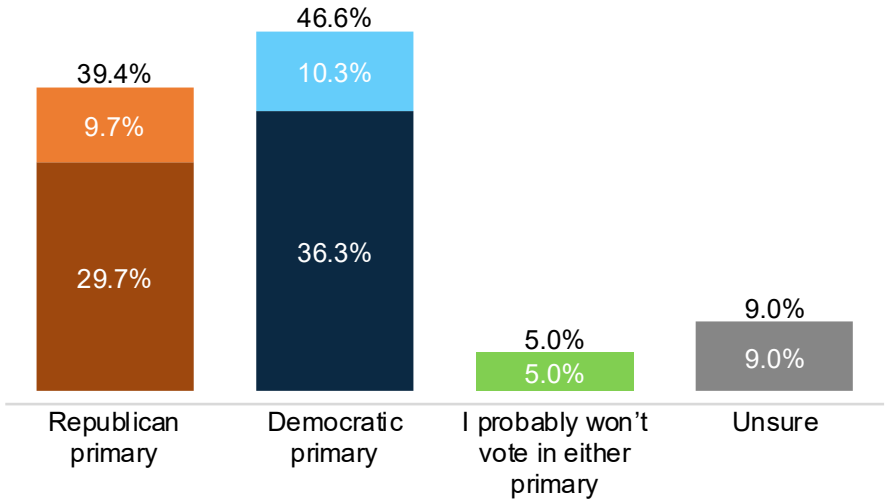
Body Sense: Pain

WHAT THIS MEANS

Advice runs neutral (64%), so the emotional slices carry weight. Anger and moral disgust (7% each) come mostly from Democrats and independents aimed at Trump loyalty. Body sense, the financial pain of prices, is the largest emotion among Republican voters (10%). That points to cost relief as the message that meets the GOP's own voters where they hurt.

What advice do you have for Republicans on what – outside of Donald Trump – they should do from an agenda perspective to have a chance at winning in the future?

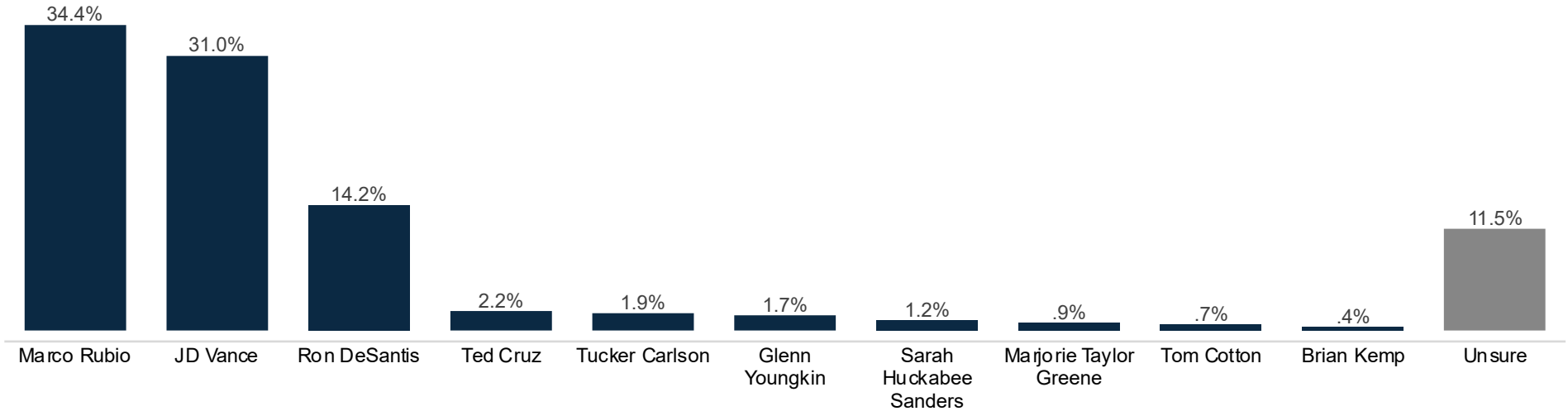
2028 Presidential Primary Participation



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican primary	39%	26%	41%	38%	52%	41%	50%	41%	26%	54%	49%	37%	24%	94%	91%	47%	18%	3%	1%	1%	35%	39%	44%	44%	9%	32%	41%	83%	4%	35%	46%	28%	42%	37%	40%	39%	40%
Democratic primary	47%	61%	47%	44%	34%	41%	37%	46%	62%	33%	37%	48%	62%	1%	2%	10%	25%	73%	95%	95%	51%	47%	41%	42%	80%	56%	44%	3%	85%	25%	40%	57%	45%	50%	46%	42%	47%
Definitely the Republican primary	30%	19%	34%	27%	39%	30%	37%	32%	20%	40%	37%	28%	18%	83%	68%	23%	6%	1%	0%	1%	26%	30%	33%	34%	5%	25%	29%	65%	2%	15%	33%	21%	33%	27%	28%	30%	31%
Probably the Republican primary	10%	8%	7%	11%	13%	11%	13%	9%	6%	15%	12%	9%	6%	11%	23%	24%	12%	2%	1%	0%	9%	9%	11%	11%	4%	7%	12%	18%	2%	21%	13%	7%	9%	9%	12%	10%	9%
Probably the Democratic primary	10%	14%	8%	12%	7%	11%	9%	10%	11%	8%	9%	11%	12%	0%	1%	6%	19%	34%	18%	11%	12%	10%	9%	10%	16%	9%	10%	2%	16%	12%	10%	13%	9%	13%	11%	9%	9%
Definitely the Democratic primary	36%	47%	39%	32%	26%	30%	28%	35%	51%	26%	28%	38%	50%	1%	1%	4%	6%	39%	77%	85%	39%	37%	33%	32%	65%	46%	34%	1%	69%	13%	30%	44%	37%	37%	35%	32%	38%
I probably won't vote in either primary	5%	4%	3%	8%	6%	8%	5%	3%	4%	4%	5%	6%	4%	1%	3%	25%	21%	8%	0%	1%	4%	6%	6%	5%	3%	4%	6%	5%	4%	9%	6%	5%	4%	4%	5%	7%	5%
Unsure	9%	9%	9%	10%	8%	10%	8%	9%	8%	8%	9%	9%	10%	4%	4%	18%	36%	16%	3%	3%	10%	8%	8%	9%	7%	8%	8%	9%	7%	30%	9%	10%	9%	9%	9%	12%	8%

Which partisan primary will you participate in for the 2028 presidential election?

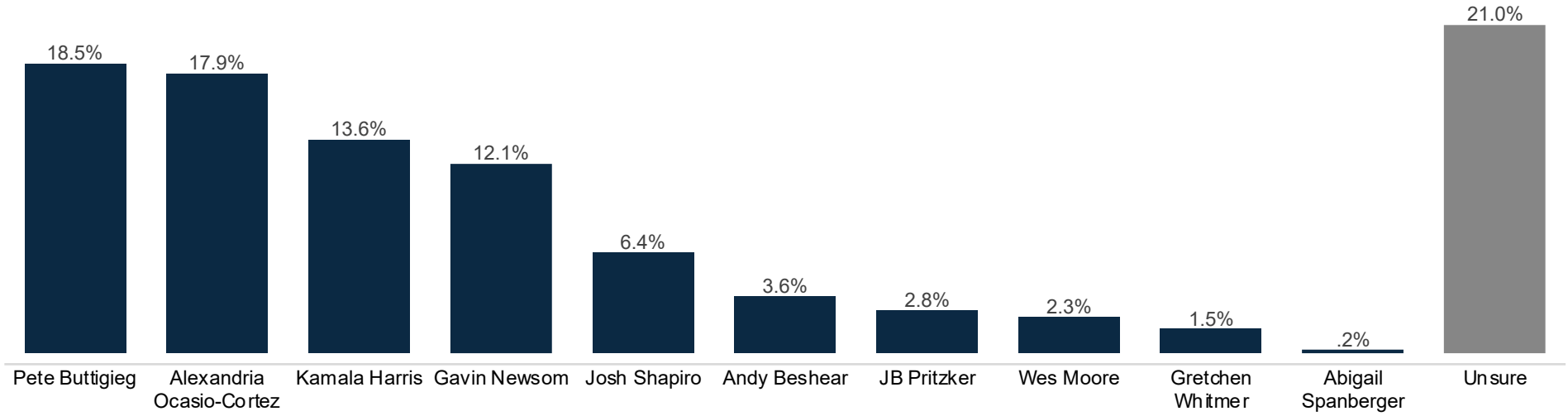
2028 GOP Primary



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Marco Rubio	34%	27%	38%	32%	36%	40%	31%	32%	39%	26%	33%	37%	42%	35%	36%	34%	14%	0%	0%	0%	28%	36%	41%	33%	18%	57%	26%	36%	12%	16%	33%	39%	34%	28%	30%	33%	38%
JD Vance	31%	32%	33%	29%	30%	21%	36%	34%	29%	43%	32%	26%	26%	37%	30%	23%	23%	43%	29%	0%	37%	30%	25%	32%	23%	24%	35%	33%	5%	28%	33%	25%	31%	33%	40%	30%	29%
Ron DeSantis	14%	16%	12%	17%	14%	15%	15%	13%	14%	11%	14%	17%	11%	14%	15%	14%	2%	0%	0%	0%	14%	15%	15%	14%	4%	8%	14%	15%	1%	23%	12%	14%	16%	16%	10%	14%	15%
Ted Cruz	2%	2%	2%	3%	2%	1%	3%	2%	2%	1%	3%	2%	1%	2%	3%	2%	0%	0%	15%	0%	2%	3%	1%	2%	6%	0%	3%	2%	2%	2%	2%	2%	3%	1%	2%	3%	2%
Tucker Carlson	2%	2%	0%	6%	1%	4%	2%	1%	0%	4%	1%	2%	2%	1%	1%	7%	6%	0%	0%	0%	2%	2%	2%	2%	9%	1%	4%	2%	5%	10%	2%	2%	2%	4%	4%	1%	1%
Glenn Youngkin	2%	2%	0%	3%	2%	3%	2%	1%	0%	0%	1%	2%	2%	1%	2%	3%	0%	0%	0%	19%	1%	2%	2%	2%	5%	0%	3%	1%	10%	0%	2%	2%	1%	2%	2%	1%	2%
Sarah Huckabee Sanders	1%	1%	2%	0%	1%	0%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	5%	18%	0%	0%	2%	1%	0%	1%	0%	0%	2%	1%	7%	1%	2%	1%	0%	2%	0%	2%	1%
Marjorie Taylor Greene	1%	2%	0%	2%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	3%	1%	12%	0%	22%	1%	0%	2%	1%	13%	0%	2%	0%	8%	3%	1%	1%	1%	2%	0%	1%	1%
Tom Cotton	1%	2%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%
Brian Kemp	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	2%	6%	21%	0%	0%	0%	1%	0%	0%	0%	0%	0%	5%	0%	0%	1%	0%	1%	0%	0%	0%
Unsure	11%	13%	12%	9%	12%	12%	9%	14%	10%	11%	14%	10%	13%	6%	11%	12%	48%	20%	36%	60%	13%	11%	10%	11%	22%	9%	10%	9%	44%	18%	12%	12%	11%	11%	12%	14%	10%

If the 2028 Republican primary election for President were held today between the following candidates, who would you vote for?

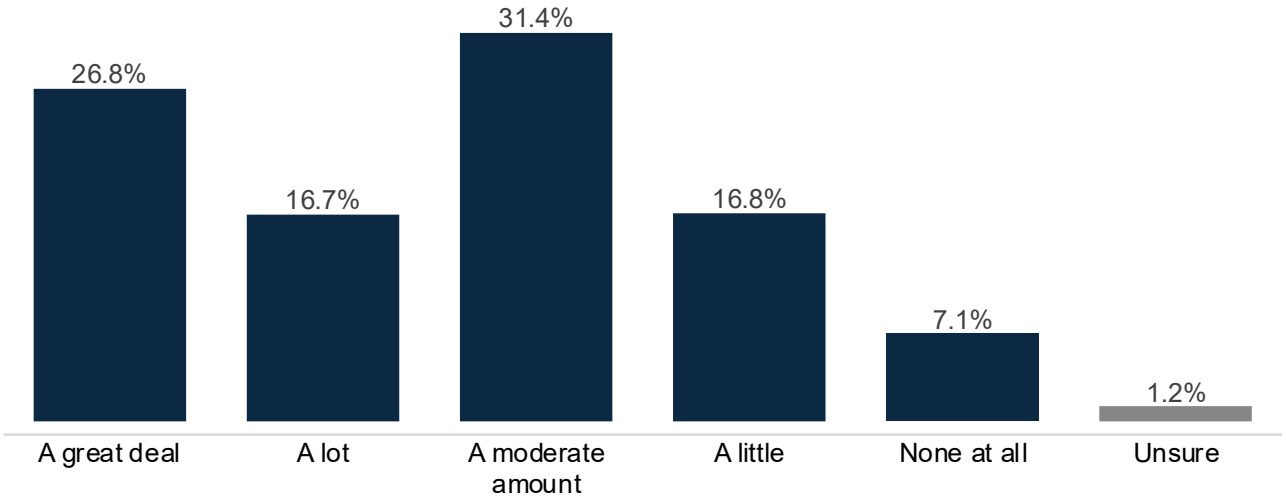
2028 DEM Primary



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Pete Buttigieg	18%	15%	24%	13%	22%	18%	16%	18%	21%	24%	22%	20%	12%	0%	20%	4%	17%	16%	17%	21%	15%	21%	22%	24%	5%	13%	17%	6%	20%	9%	14%	21%	21%	16%	11%	20%	21%
Alexandria Ocasio-Cortez	18%	27%	4%	31%	7%	21%	18%	16%	17%	14%	14%	17%	24%	0%	0%	3%	9%	31%	4%	23%	20%	19%	13%	19%	6%	28%	20%	7%	17%	9%	20%	20%	13%	23%	25%	20%	14%
Kamala Harris	14%	17%	13%	13%	9%	5%	17%	23%	9%	19%	11%	12%	16%	15%	25%	36%	9%	5%	18%	12%	20%	9%	8%	6%	41%	16%	17%	12%	14%	14%	17%	10%	13%	21%	16%	15%	10%
Gavin Newsom	12%	9%	15%	12%	15%	12%	15%	13%	10%	10%	14%	12%	12%	0%	18%	4%	13%	12%	15%	11%	12%	15%	9%	11%	13%	22%	12%	6%	12%	9%	9%	15%	13%	9%	18%	9%	13%
Josh Shapiro	6%	3%	7%	6%	12%	10%	7%	3%	6%	5%	6%	7%	6%	0%	18%	8%	7%	5%	10%	5%	3%	8%	11%	7%	7%	4%	4%	9%	7%	6%	7%	6%	7%	3%	4%	7%	8%
Andy Beshear	4%	2%	5%	2%	5%	4%	3%	3%	5%	2%	5%	3%	4%	0%	0%	4%	5%	4%	3%	4%	4%	3%	5%	5%	1%	1%	2%	5%	4%	7%	4%	2%	5%	1%	3%	3%	5%
JB Pritzker	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	0%	0%	0%	0%	3%	3%	3%	2%	2%	3%	3%	4%	1%	3%	2%	3%	4%	3%	2%	3%	4%	2%	1%	3%
Wes Moore	2%	1%	3%	2%	4%	3%	2%	1%	3%	1%	2%	3%	2%	14%	0%	13%	7%	1%	3%	2%	1%	3%	4%	2%	6%	0%	3%	6%	2%	3%	1%	1%	4%	4%	1%	1%	3%
Gretchen Whitmer	2%	1%	1%	3%	1%	2%	2%	1%	2%	1%	1%	1%	2%	0%	0%	6%	1%	0%	3%	1%	1%	2%	2%	2%	1%	2%	1%	6%	2%	5%	2%	2%	1%	2%	3%	0%	2%
Abigail Spanberger	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unsure	21%	22%	23%	16%	22%	21%	17%	20%	24%	21%	23%	21%	20%	72%	19%	17%	31%	23%	23%	17%	20%	18%	24%	22%	17%	14%	21%	41%	19%	34%	23%	21%	19%	18%	18%	24%	22%

If the 2028 Democratic primary election for President were held today between the following candidates, who would you vote for?

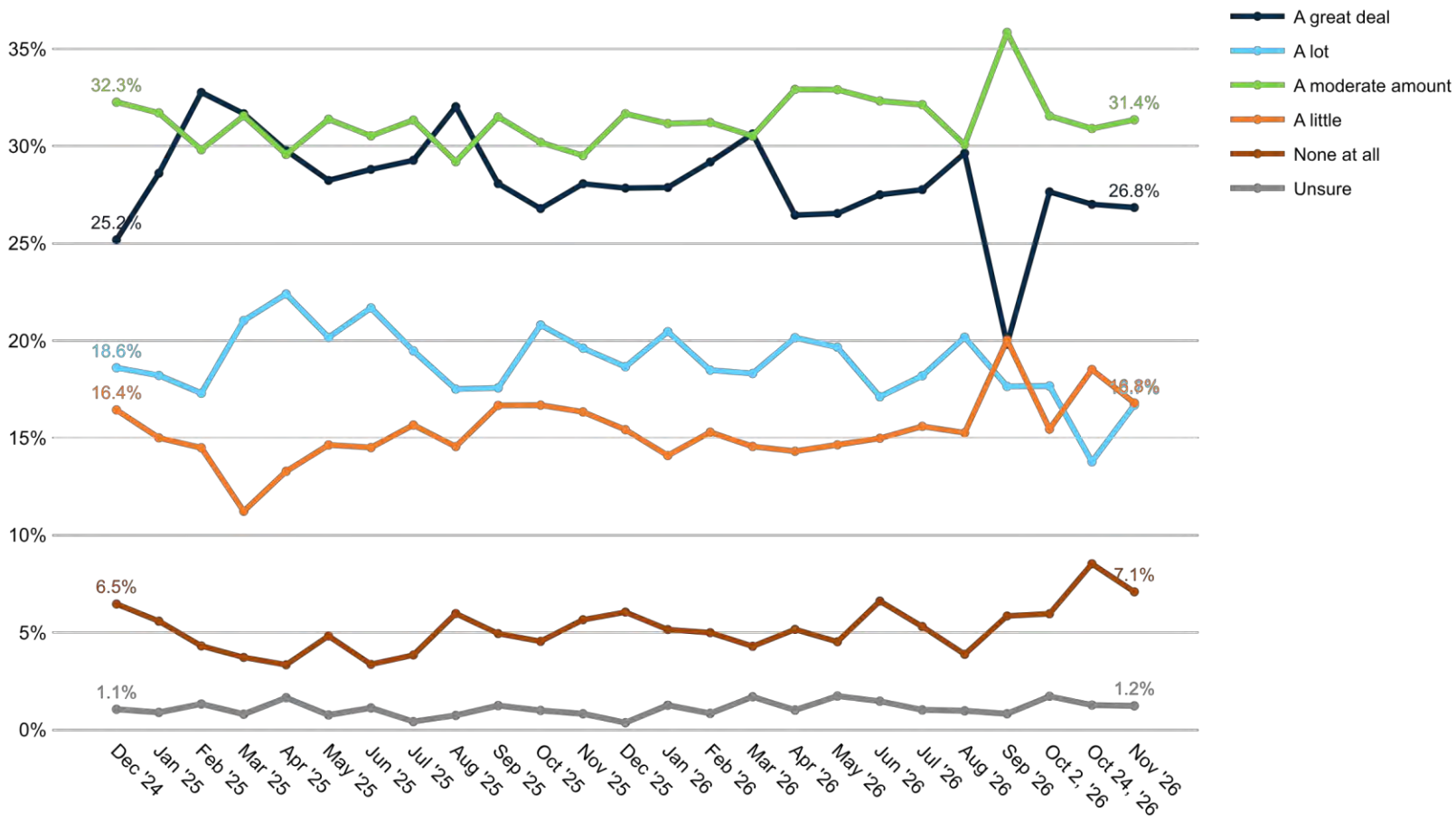
News Attention



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
A great deal	27%	27%	28%	28%	24%	31%	22%	24%	31%	23%	21%	28%	33%	29%	19%	22%	16%	35%	25%	37%	24%	27%	31%	28%	29%	23%	27%	22%	32%	20%	26%	28%	27%	26%	27%	25%	28%
A lot	17%	14%	14%	20%	18%	19%	19%	16%	13%	15%	15%	18%	16%	15%	14%	17%	15%	20%	18%	20%	17%	18%	15%	16%	17%	17%	14%	15%	19%	12%	15%	17%	19%	16%	20%	16%	16%
A moderate amount	31%	34%	33%	26%	32%	27%	32%	34%	32%	34%	32%	31%	30%	28%	33%	29%	44%	28%	36%	28%	32%	32%	28%	31%	29%	38%	31%	32%	31%	36%	31%	33%	30%	33%	28%	31%	32%
A little	17%	17%	16%	17%	17%	16%	18%	16%	17%	16%	21%	15%	17%	18%	22%	23%	16%	12%	15%	11%	17%	16%	18%	17%	16%	15%	19%	20%	14%	25%	18%	15%	16%	16%	16%	19%	16%
None at all	7%	6%	7%	7%	8%	6%	8%	8%	5%	11%	9%	6%	4%	9%	11%	10%	8%	5%	5%	3%	8%	6%	6%	7%	5%	5%	6%	10%	4%	6%	8%	6%	8%	7%	9%	6%	7%
Unsure	1%	1%	1%	2%	1%	1%	1%	2%	0%	2%	1%	1%	1%	0%	2%	0%	1%	0%	1%	1%	2%	1%	1%	1%	3%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%

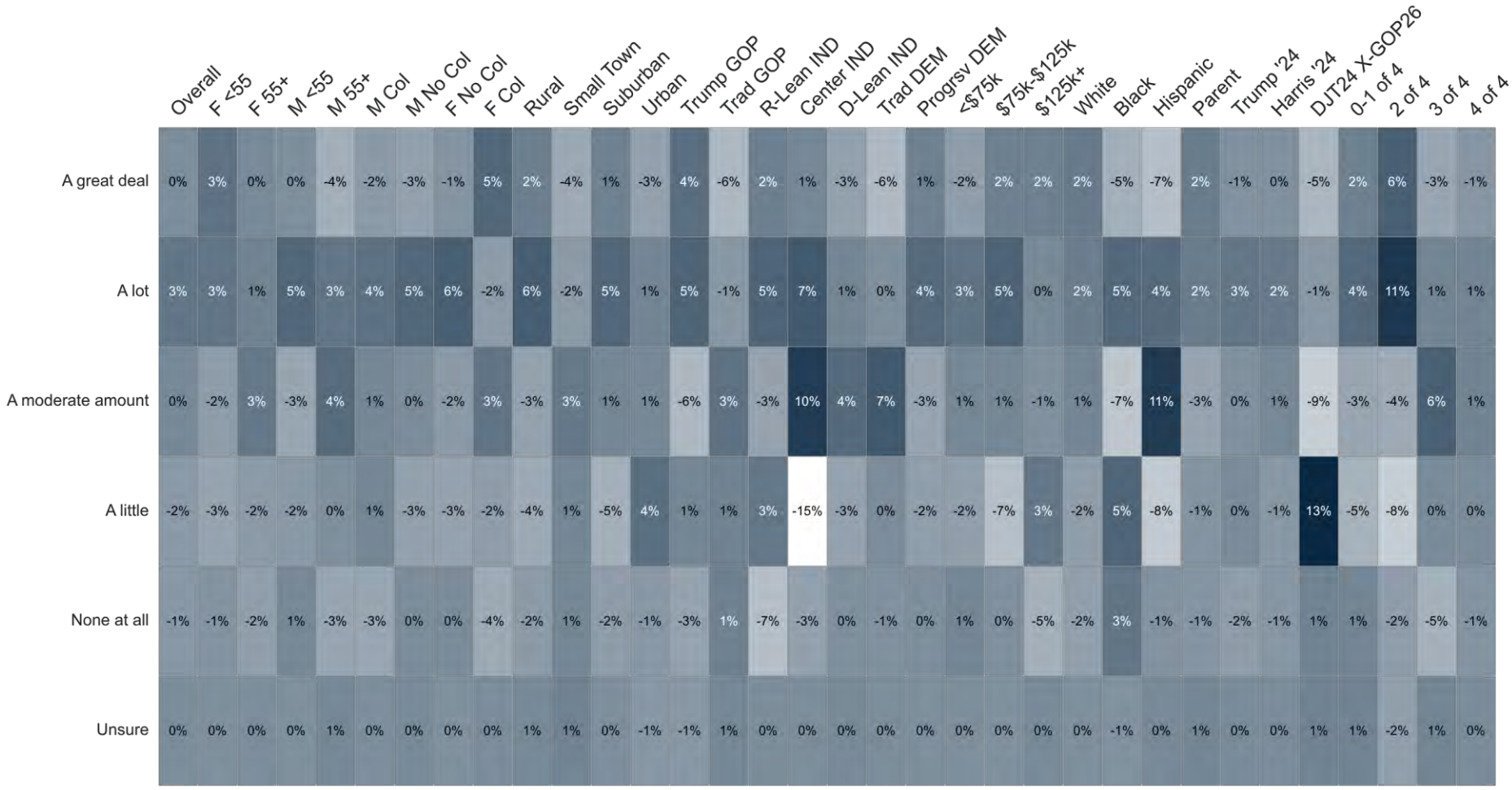
How much attention do you pay to news about politics on TV, radio, newspapers, or the Internet?

Trend: News Attention

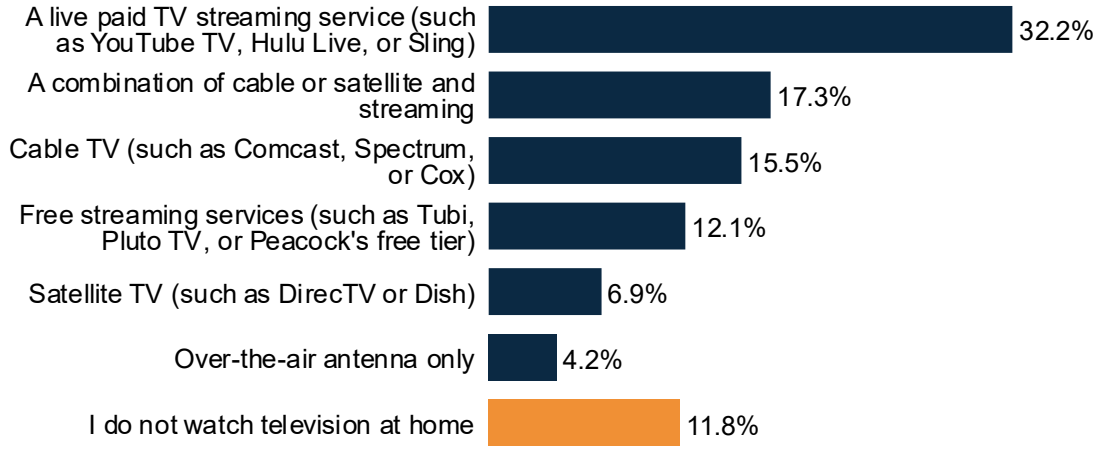


Percent Change: News Attention (Oct 24, '26 to Nov '26)

CYGNAL



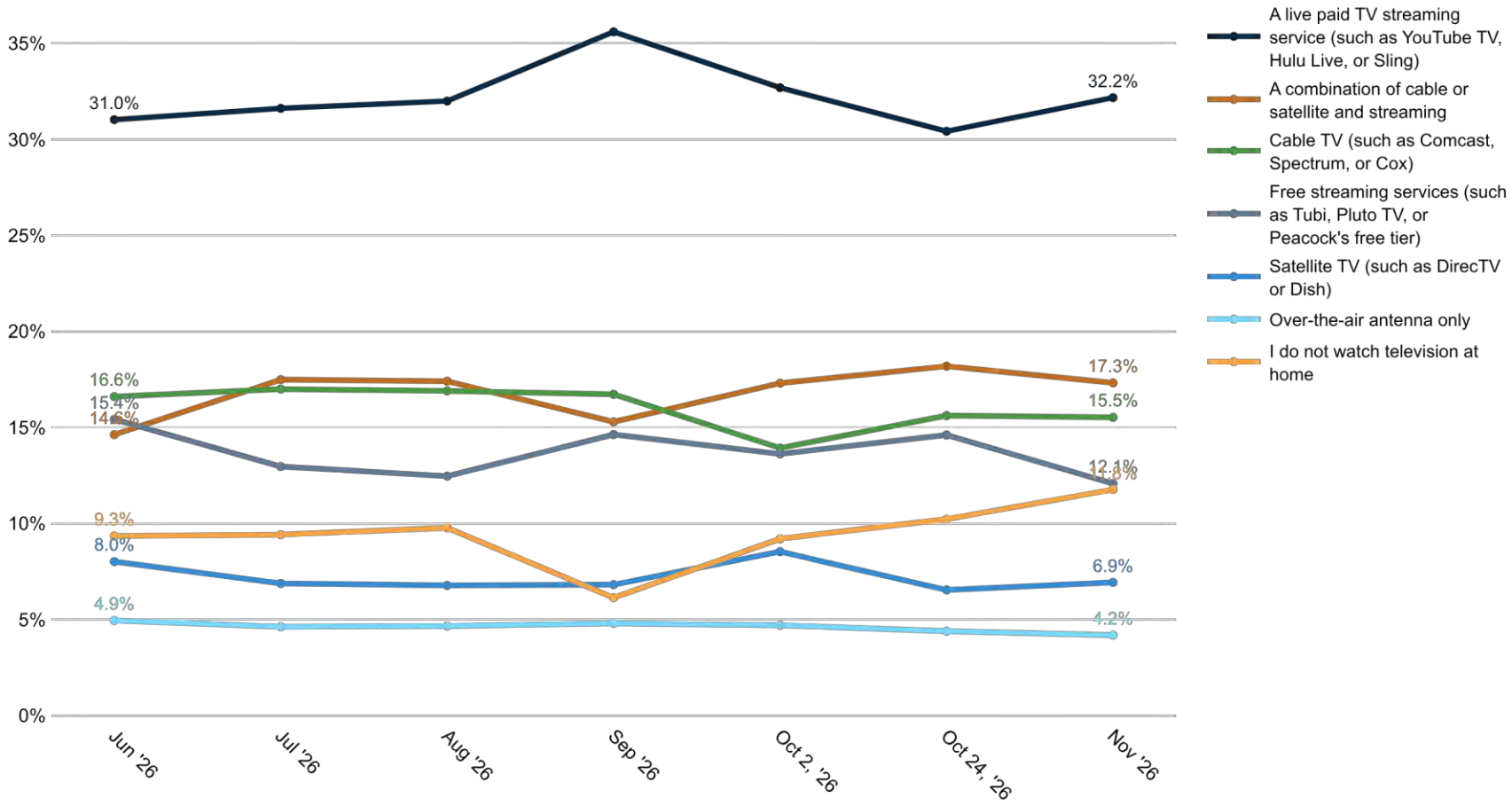
Television Service



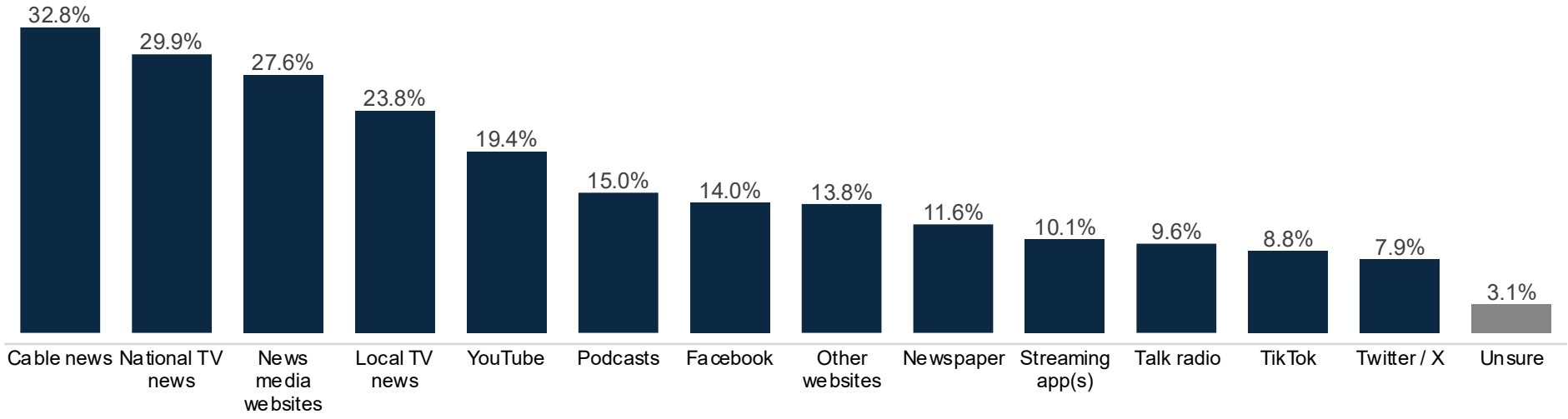
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
A live paid TV streaming service (such as YouTube TV, Hulu Live, or Sling)	32%	41%	26%	37%	27%	33%	30%	28%	38%	29%	32%	32%	34%	32%	29%	32%	30%	33%	27%	39%	28%	32%	39%	33%	30%	26%	38%	30%	34%	32%	34%	30%	31%	35%	34%	33%	31%
A combination of cable or satellite and streaming	17%	14%	21%	14%	19%	17%	16%	17%	19%	15%	18%	19%	16%	16%	19%	16%	17%	19%	17%	18%	16%	18%	19%	17%	17%	17%	16%	17%	18%	19%	16%	17%	19%	15%	16%	15%	19%
Cable TV (such as Comcast, Spectrum, or Cox)	16%	8%	24%	7%	21%	14%	15%	19%	14%	11%	16%	17%	15%	18%	15%	16%	20%	10%	20%	13%	15%	17%	14%	16%	18%	11%	6%	17%	16%	11%	15%	15%	16%	12%	13%	15%	17%
Free streaming services (such as Tubi, Pluto TV, or Peacock's free tier)	12%	15%	10%	12%	11%	9%	14%	14%	11%	16%	12%	10%	14%	15%	11%	9%	8%	13%	14%	12%	16%	11%	8%	11%	20%	14%	17%	12%	12%	11%	13%	11%	13%	12%	13%	13%	11%
Satellite TV (such as DirecTV or Dish)	7%	2%	10%	2%	12%	7%	8%	9%	4%	13%	8%	6%	3%	8%	12%	5%	6%	2%	9%	3%	7%	8%	6%	7%	6%	6%	4%	10%	5%	9%	6%	8%	7%	6%	6%	4%	8%
Over-the-air antenna only	4%	2%	5%	5%	4%	5%	4%	4%	3%	5%	3%	5%	4%	3%	5%	3%	7%	4%	7%	3%	5%	4%	3%	4%	3%	6%	4%	4%	5%	5%	4%	4%	4%	3%	4%	5%	4%
I do not watch television at home	12%	16%	4%	24%	5%	15%	13%	9%	11%	11%	11%	11%	15%	8%	9%	19%	12%	20%	7%	13%	13%	11%	11%	11%	5%	20%	15%	11%	11%	12%	12%	14%	10%	18%	13%	15%	9%

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

Trend: Television Service



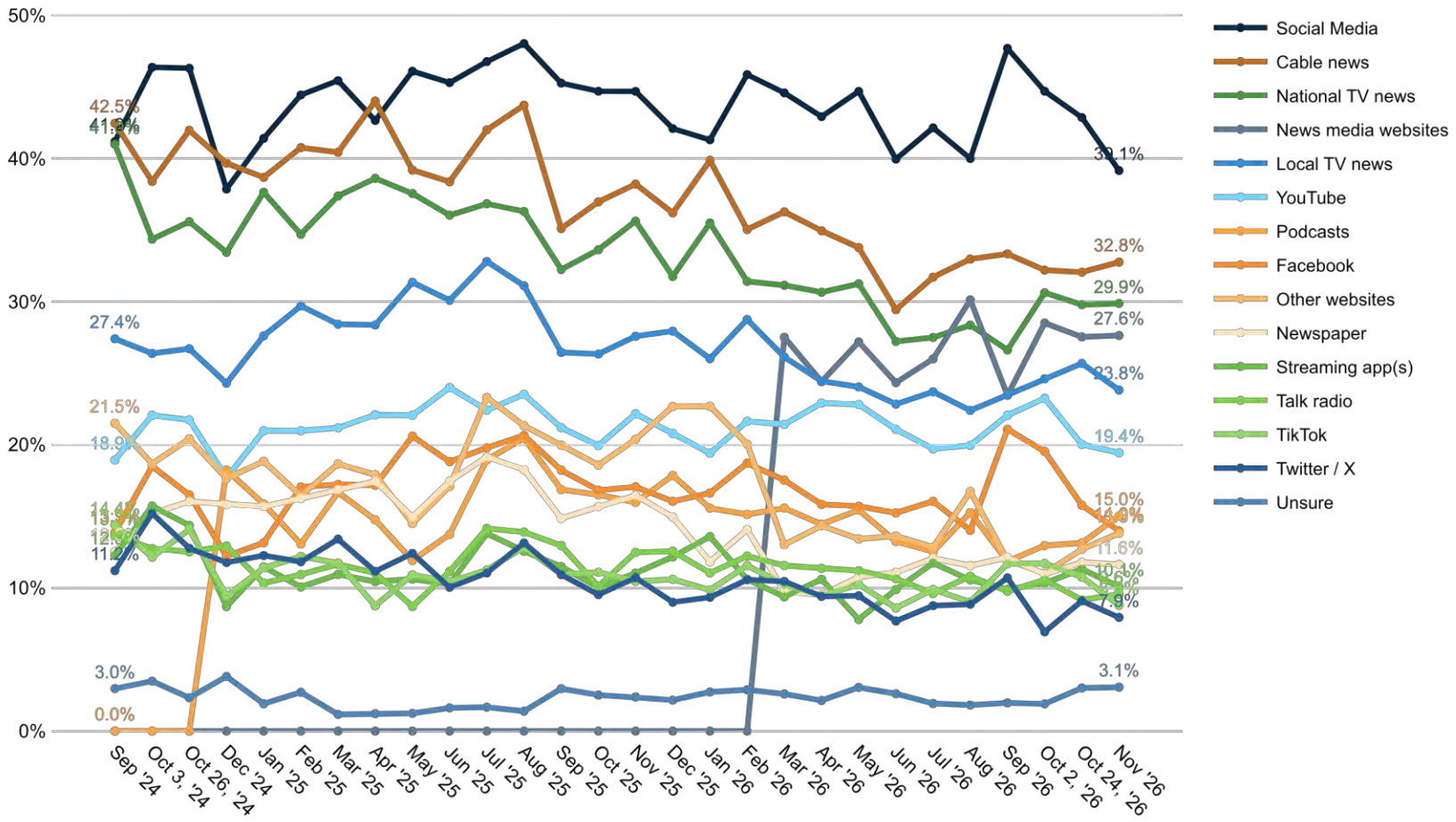
News Source



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	39%	54%	27%	55%	24%	35%	42%	44%	36%	40%	38%	37%	44%	41%	35%	43%	28%	42%	36%	45%	44%	39%	34%	36%	51%	53%	48%	39%	38%	47%	41%	39%	37%	52%	47%	42%	32%
Cable news	33%	20%	43%	21%	45%	37%	31%	32%	32%	30%	36%	34%	29%	42%	41%	24%	24%	25%	34%	30%	28%	35%	36%	34%	29%	30%	24%	38%	31%	17%	30%	33%	36%	25%	31%	30%	37%
National TV news	30%	26%	40%	21%	30%	27%	25%	33%	35%	25%	28%	32%	30%	11%	26%	18%	46%	28%	42%	37%	31%	32%	27%	30%	33%	30%	24%	20%	39%	26%	27%	34%	29%	29%	26%	30%	31%
News media websites	28%	33%	23%	31%	24%	34%	22%	22%	35%	26%	24%	27%	33%	22%	19%	28%	29%	37%	26%	37%	24%	30%	32%	29%	18%	29%	31%	21%	33%	22%	28%	27%	28%	28%	27%	25%	29%
Local TV news	24%	19%	31%	14%	30%	21%	24%	28%	22%	24%	23%	26%	20%	18%	25%	18%	33%	27%	29%	22%	24%	28%	21%	24%	24%	27%	17%	21%	27%	20%	22%	24%	25%	19%	23%	23%	26%
YouTube	19%	21%	12%	33%	14%	21%	25%	18%	15%	20%	16%	18%	25%	19%	14%	23%	15%	29%	15%	23%	25%	20%	13%	16%	30%	29%	21%	18%	20%	23%	19%	21%	18%	26%	23%	23%	15%
Podcasts	15%	19%	10%	23%	9%	15%	16%	11%	18%	12%	13%	15%	18%	15%	14%	25%	12%	24%	8%	15%	12%	16%	19%	15%	14%	14%	20%	16%	14%	19%	15%	13%	17%	14%	17%	15%	15%
Facebook	14%	22%	14%	12%	8%	7%	13%	22%	13%	18%	16%	12%	12%	14%	18%	11%	11%	8%	15%	13%	17%	13%	12%	13%	20%	13%	19%	16%	12%	19%	16%	12%	13%	16%	17%	15%	12%
Other websites	14%	18%	10%	19%	10%	16%	12%	12%	16%	12%	10%	16%	14%	12%	12%	21%	12%	17%	7%	18%	12%	16%	13%	14%	11%	11%	17%	13%	13%	14%	14%	14%	13%	15%	14%	14%	13%
Newspaper	12%	10%	14%	9%	13%	17%	7%	9%	16%	10%	11%	11%	14%	5%	9%	9%	16%	16%	16%	15%	8%	10%	16%	12%	13%	7%	12%	6%	16%	6%	10%	13%	12%	7%	9%	10%	14%
Streaming app(s)	10%	11%	9%	12%	9%	9%	11%	9%	10%	10%	9%	11%	10%	11%	10%	12%	11%	15%	10%	7%	11%	10%	10%	10%	8%	10%	11%	11%	9%	13%	10%	10%	10%	10%	9%	12%	10%
Talk radio	10%	7%	8%	10%	13%	10%	13%	7%	8%	9%	9%	10%	10%	18%	13%	15%	5%	5%	5%	6%	8%	11%	10%	10%	7%	8%	11%	15%	5%	6%	11%	7%	10%	7%	11%	6%	11%
TikTok	9%	22%	3%	9%	2%	4%	6%	13%	11%	7%	10%	7%	12%	4%	5%	5%	5%	8%	11%	15%	11%	8%	7%	7%	17%	17%	14%	5%	11%	12%	10%	8%	8%	16%	13%	12%	4%
Twitter / X	8%	7%	3%	18%	5%	13%	10%	4%	6%	6%	6%	8%	10%	14%	7%	17%	5%	6%	5%	5%	7%	7%	11%	8%	7%	9%	10%	11%	5%	12%	9%	7%	8%	12%	8%	8%	7%
Unsure	3%	3%	3%	3%	3%	2%	3%	3%	2%	5%	4%	2%	3%	3%	4%	4%	2%	1%	1%	2%	4%	2%	2%	3%	3%	1%	3%	4%	2%	8%	3%	3%	3%	3%	4%	5%	2%

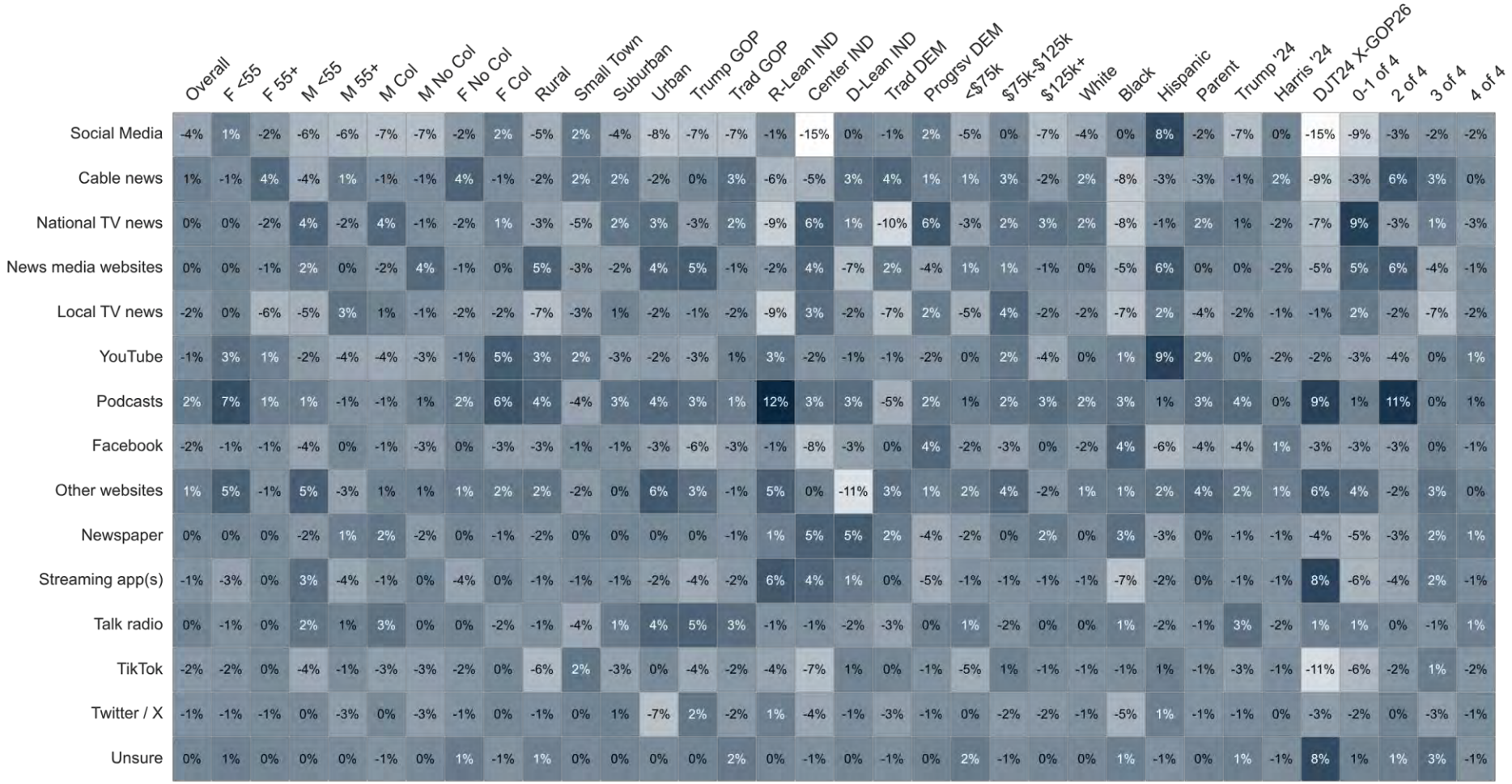
What are your primary sources for news? Select up to three options.

Trend: News Source



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

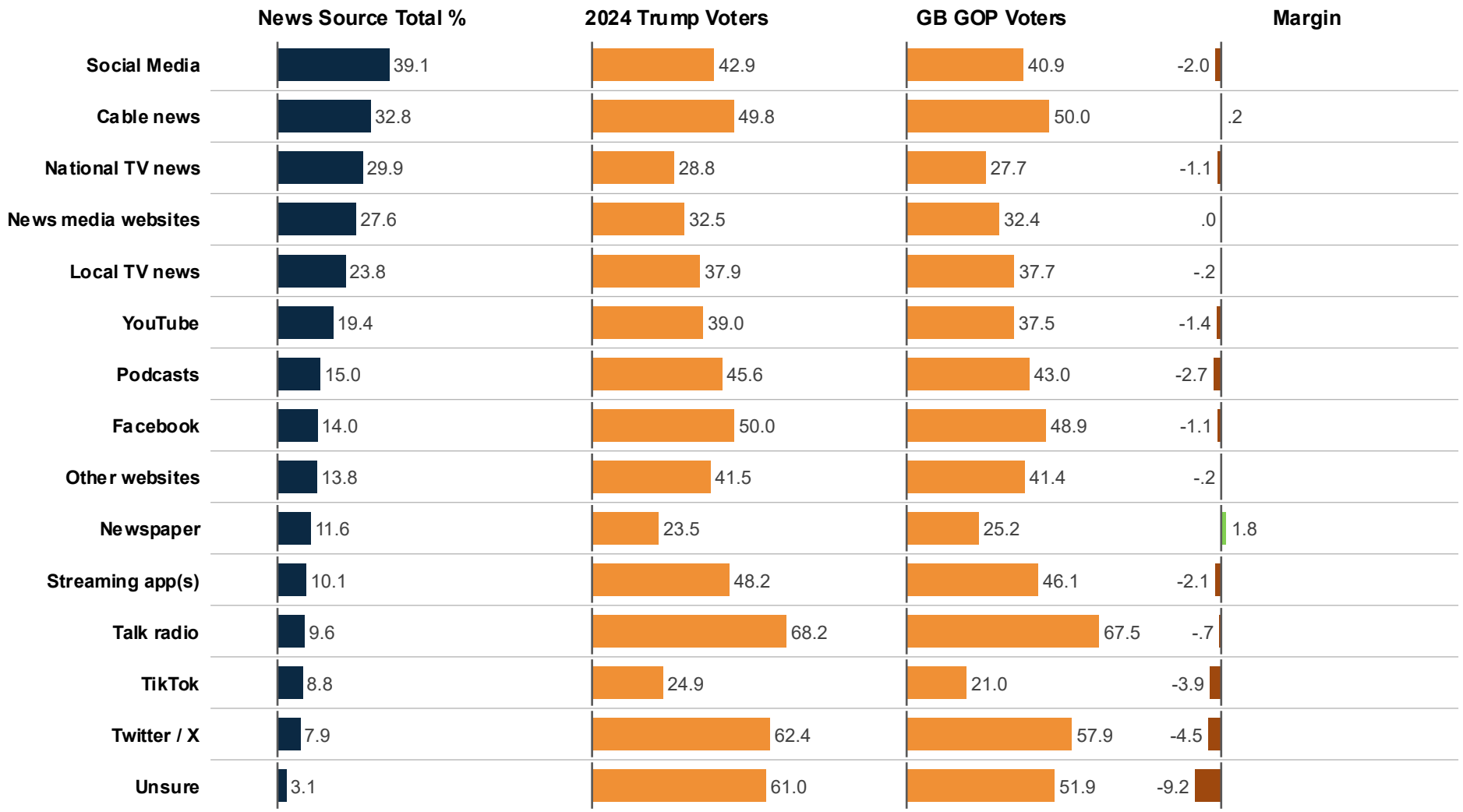
CYGNAL



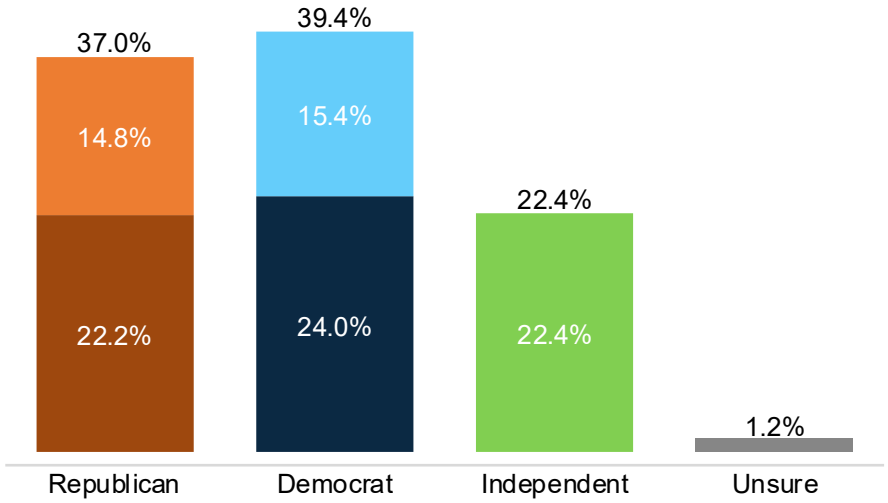
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	0-1 of 4	2 of 4	3 of 4	4 of 4
Social Media	-4%	1%	-2%	-6%	-6%	-7%	-7%	-2%	2%	-5%	2%	-4%	-8%	-7%	-7%	-1%	-15%	0%	-1%	2%	-5%	0%	-7%	-4%	0%	8%	-2%	-7%	0%	-15%	-9%	-3%	-2%	-2%
Cable news	1%	-1%	4%	-4%	1%	-1%	-1%	4%	-1%	-2%	2%	2%	-2%	0%	3%	-6%	-5%	3%	4%	1%	1%	3%	-2%	2%	-8%	-3%	-3%	-1%	2%	-9%	-3%	6%	3%	0%
National TV news	0%	0%	-2%	4%	-2%	4%	-1%	-2%	1%	-3%	-5%	2%	3%	-3%	2%	-9%	6%	1%	-10%	6%	-3%	2%	3%	2%	-8%	-1%	2%	1%	-2%	-7%	9%	-3%	1%	-3%
News media websites	0%	0%	-1%	2%	0%	-2%	4%	-1%	0%	5%	-3%	-2%	4%	5%	-1%	-2%	4%	-7%	2%	-4%	1%	1%	-1%	0%	-5%	6%	0%	0%	-2%	-5%	5%	6%	-4%	-1%
Local TV news	-2%	0%	-6%	-5%	3%	1%	-1%	-2%	-2%	-7%	-3%	1%	-2%	-1%	-2%	-9%	3%	-2%	-7%	2%	-5%	4%	-2%	-2%	-7%	2%	-4%	-2%	-1%	-1%	2%	-2%	-7%	-2%
YouTube	-1%	3%	1%	-2%	-4%	-4%	-3%	-1%	5%	3%	2%	-3%	-2%	-3%	1%	3%	-2%	-1%	-1%	-2%	0%	2%	-4%	0%	1%	9%	2%	0%	-2%	-2%	-3%	-4%	0%	1%
Podcasts	2%	7%	1%	1%	-1%	-1%	1%	2%	6%	4%	-4%	3%	4%	3%	1%	12%	3%	3%	-5%	2%	1%	2%	3%	2%	3%	1%	3%	4%	0%	9%	1%	11%	0%	1%
Facebook	-2%	-1%	-1%	-4%	0%	-1%	-3%	0%	-3%	-3%	-1%	-1%	-3%	-6%	-3%	-1%	-8%	-3%	0%	4%	-2%	-3%	0%	-2%	4%	-6%	-4%	-4%	1%	-3%	-3%	-3%	0%	-1%
Other websites	1%	5%	-1%	5%	-3%	1%	1%	1%	2%	2%	-2%	0%	6%	3%	-1%	5%	0%	-11%	3%	1%	2%	4%	-2%	1%	1%	2%	4%	2%	1%	6%	4%	-2%	3%	0%
Newspaper	0%	0%	0%	-2%	1%	2%	-2%	0%	-1%	-2%	0%	0%	0%	0%	-1%	1%	5%	5%	2%	-4%	-2%	0%	2%	0%	3%	-3%	0%	-1%	-1%	-4%	-5%	-3%	2%	1%
Streaming app(s)	-1%	-3%	0%	3%	-4%	-1%	0%	-4%	0%	-1%	-1%	-1%	-2%	-4%	-2%	6%	4%	1%	0%	-5%	-1%	-1%	-1%	-1%	-7%	-2%	0%	-1%	-1%	8%	-6%	-4%	2%	-1%
Talk radio	0%	-1%	0%	2%	1%	3%	0%	0%	-2%	-1%	-4%	1%	4%	5%	3%	-1%	-1%	-2%	-3%	0%	1%	-2%	0%	0%	1%	-2%	-1%	3%	-2%	1%	1%	0%	-1%	1%
TikTok	-2%	-2%	0%	-4%	-1%	-3%	-3%	-2%	0%	-6%	2%	-3%	0%	-4%	-2%	-4%	-7%	1%	0%	-1%	-5%	1%	-1%	-1%	-1%	1%	-1%	-3%	-1%	-11%	-6%	-2%	1%	-2%
Twitter / X	-1%	-1%	-1%	0%	-3%	0%	-3%	-1%	0%	-1%	0%	1%	-7%	2%	-2%	1%	-4%	-1%	-3%	-1%	0%	-2%	-2%	-1%	-5%	1%	-1%	-1%	0%	-3%	-2%	0%	-3%	-1%
Unsure	0%	1%	0%	0%	0%	-1%	0%	1%	-1%	1%	0%	0%	0%	0%	2%	0%	-1%	0%	-1%	0%	2%	-1%	0%	0%	1%	-1%	0%	1%	-1%	8%	1%	1%	3%	-1%

News Source Performance

CYGNAL



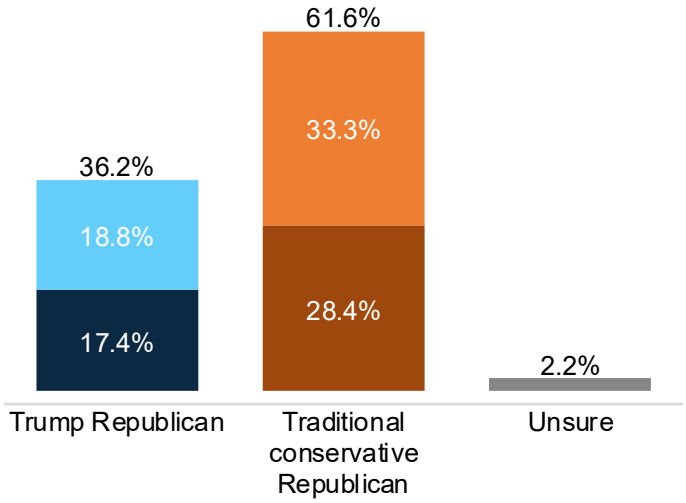
Partisanship by Response



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican	37%	26%	39%	34%	48%	37%	45%	41%	24%	51%	47%	34%	23%	35%	37%	39%	42%	8%	32%	38%	80%	3%	33%	44%	26%	39%	35%	38%	37%	38%
Independent	22%	20%	17%	30%	24%	31%	23%	18%	19%	20%	20%	24%	22%	21%	23%	24%	22%	19%	18%	21%	17%	23%	43%	22%	25%	20%	21%	24%	23%	22%
Democrat	39%	52%	42%	35%	27%	31%	31%	39%	55%	28%	31%	40%	54%	43%	39%	36%	35%	71%	50%	39%	2%	74%	19%	33%	48%	39%	43%	36%	38%	40%
Strongly Republican	22%	13%	27%	18%	30%	21%	28%	26%	14%	33%	30%	19%	14%	21%	22%	23%	25%	5%	15%	21%	50%	0%	8%	26%	14%	24%	21%	21%	21%	24%
Mostly Republican	15%	14%	12%	16%	18%	16%	17%	15%	10%	19%	16%	15%	9%	14%	15%	16%	16%	4%	16%	17%	30%	2%	25%	17%	11%	15%	14%	17%	16%	14%
Mostly Democratic	15%	21%	14%	17%	11%	13%	14%	14%	20%	10%	14%	16%	20%	17%	14%	14%	14%	29%	18%	17%	1%	27%	10%	13%	20%	14%	20%	12%	17%	14%
Strongly Democratic	24%	32%	29%	18%	16%	18%	17%	25%	35%	17%	17%	24%	35%	26%	25%	22%	21%	42%	32%	22%	1%	47%	9%	20%	29%	25%	22%	24%	21%	26%
Unsure	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	5%	1%	1%	1%	1%	1%	2%	1%

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

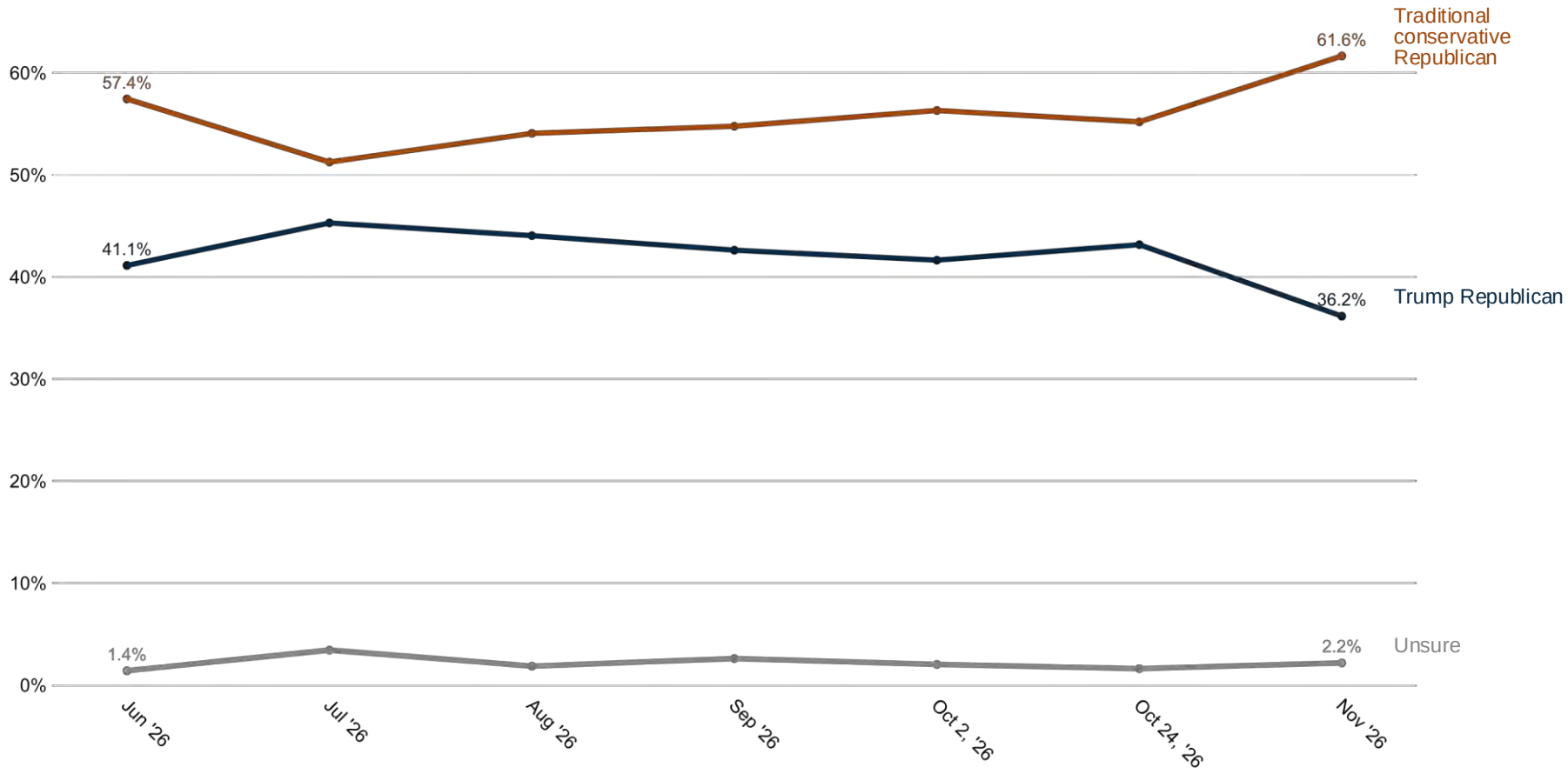
Type of Republican



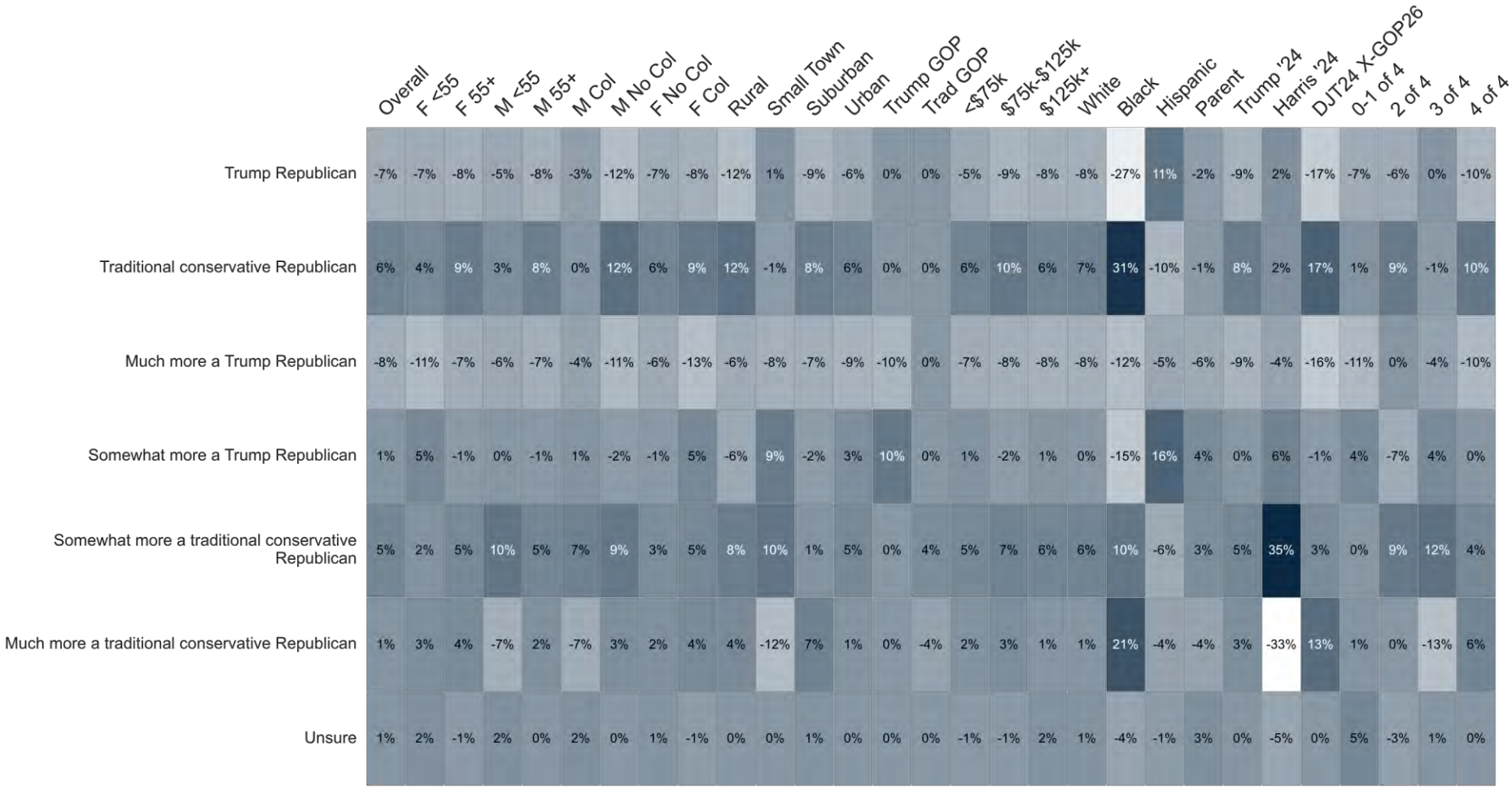
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<$75k	$75k-$125k	$125k+	White	Black	Hispanic	Parent	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Trump Republican	36%	36%	36%	36%	36%	34%	38%	39%	33%	36%	37%	34%	41%	38%	38%	32%	37%	22%	38%	41%	38%	14%	8%	38%	27%	39%	36%	39%	40%	34%
Traditional conservative Republican	62%	58%	63%	60%	64%	64%	61%	58%	66%	62%	62%	62%	58%	59%	62%	66%	61%	70%	62%	55%	60%	83%	92%	61%	70%	58%	57%	59%	59%	65%
Much more a Trump Republican	17%	17%	17%	17%	18%	15%	19%	19%	14%	19%	18%	16%	20%	19%	19%	14%	18%	9%	14%	20%	18%	4%	2%	20%	13%	17%	14%	23%	21%	16%
Somewhat more a Trump Republican	19%	20%	19%	19%	18%	19%	18%	19%	19%	18%	19%	18%	21%	19%	19%	18%	19%	13%	24%	21%	20%	10%	6%	18%	14%	22%	22%	16%	19%	18%
Somewhat more a traditional conservative Republican	33%	33%	34%	31%	34%	36%	30%	30%	41%	33%	35%	33%	31%	33%	33%	34%	33%	32%	35%	32%	32%	54%	45%	34%	38%	29%	33%	34%	36%	32%
Much more a traditional conservative Republican	28%	25%	28%	29%	30%	27%	31%	28%	25%	29%	28%	29%	27%	26%	29%	31%	28%	38%	27%	23%	28%	29%	48%	27%	32%	29%	24%	25%	23%	33%
Unsure	2%	5%	1%	5%	0%	2%	2%	4%	1%	1%	1%	4%	1%	3%	0%	3%	2%	8%	0%	4%	2%	3%	0%	1%	3%	3%	7%	2%	1%	1%

What type of Republican do you more consider yourself?

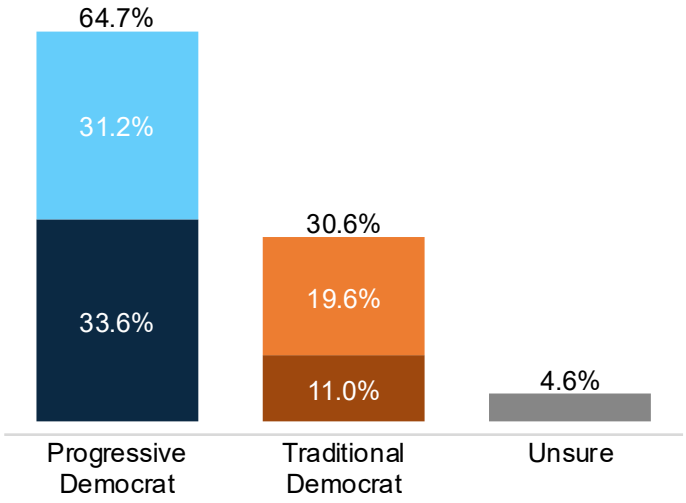
Trend: Type of Republican



Percent Change: Type of Republican (Oct 24, '26 to Nov '26)



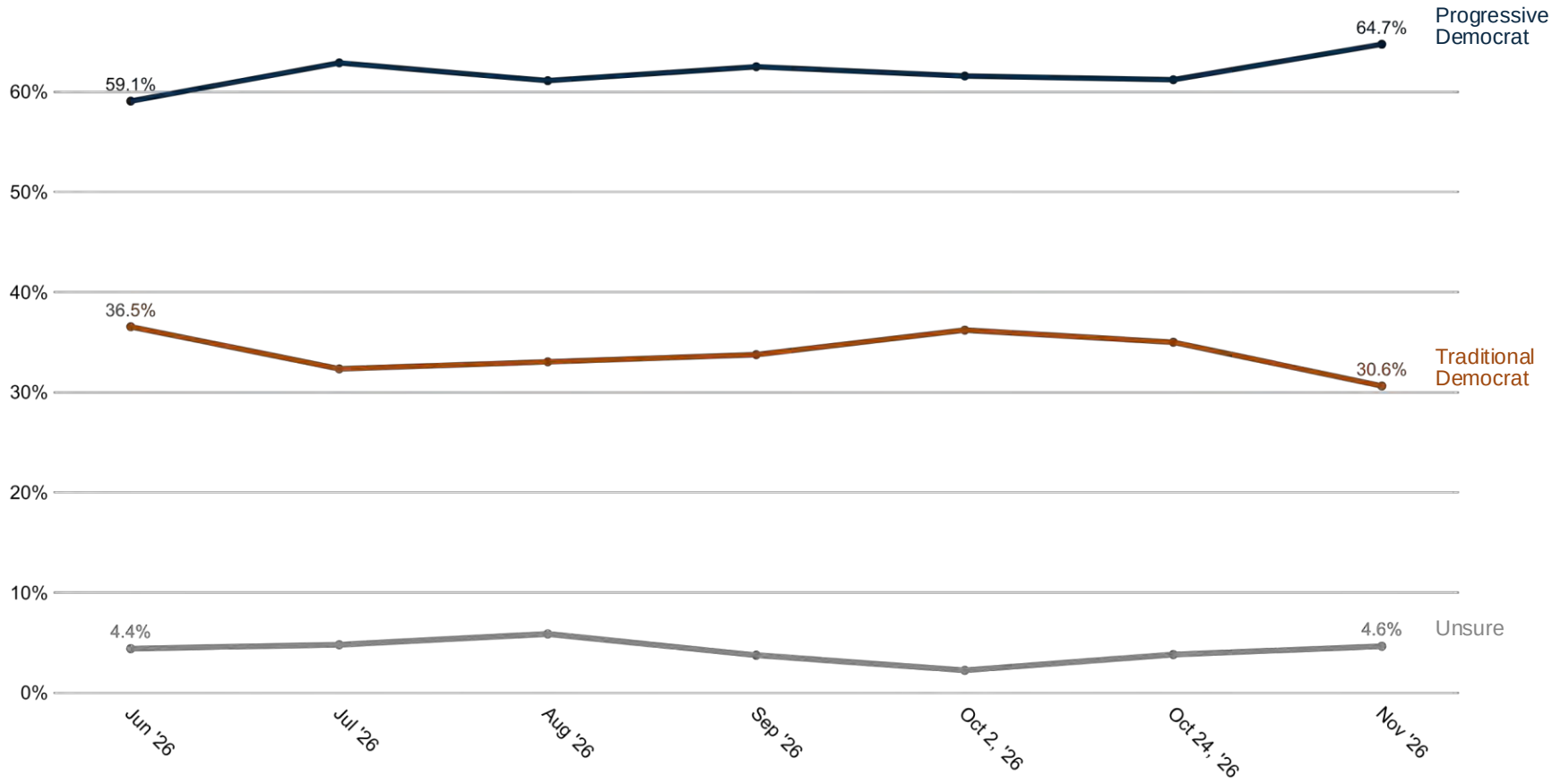
Type of Democrat



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Progressive Democrat	65%	73%	60%	69%	53%	64%	58%	59%	73%	58%	65%	64%	68%	60%	69%	68%	69%	47%	61%	65%	43%	65%	48%	64%	66%	64%	69%	64%	64%	64%
Traditional Democrat	31%	21%	35%	27%	45%	34%	37%	34%	23%	38%	30%	31%	28%	33%	28%	29%	28%	44%	30%	29%	44%	31%	45%	30%	30%	32%	23%	32%	30%	33%
Much more a progressive Democrat	34%	43%	26%	43%	19%	36%	28%	31%	38%	32%	28%	31%	42%	34%	33%	36%	34%	26%	40%	36%	17%	34%	15%	35%	34%	31%	40%	37%	37%	30%
Somewhat more a progressive Democrat	31%	30%	34%	26%	34%	28%	30%	29%	35%	26%	37%	33%	27%	26%	36%	32%	35%	21%	21%	29%	26%	32%	32%	29%	31%	33%	29%	27%	27%	34%
Somewhat more a traditional Democrat	20%	13%	24%	15%	30%	25%	20%	21%	16%	26%	20%	20%	16%	19%	19%	19%	21%	20%	15%	18%	32%	20%	35%	18%	19%	22%	13%	19%	19%	22%
Much more a traditional Democrat	11%	9%	11%	12%	15%	8%	18%	14%	7%	12%	10%	11%	12%	14%	9%	10%	7%	25%	15%	11%	11%	11%	9%	12%	11%	11%	11%	13%	12%	11%
Unsure	5%	6%	5%	4%	3%	2%	5%	7%	4%	5%	5%	5%	4%	7%	2%	3%	3%	9%	9%	6%	13%	4%	8%	6%	4%	3%	7%	4%	6%	3%

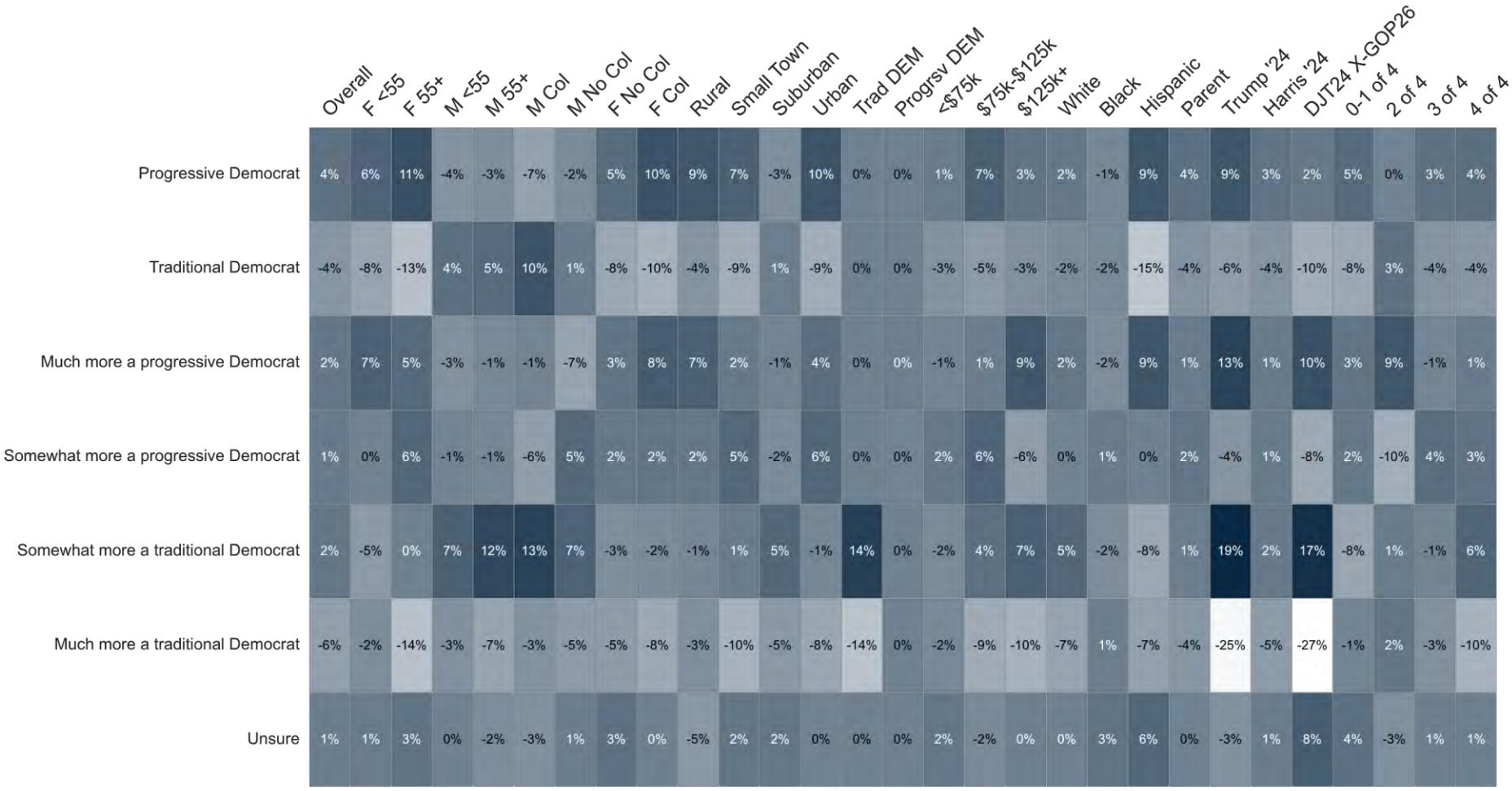
What type of Democrat do you more consider yourself?

Trend: Type of Democrat

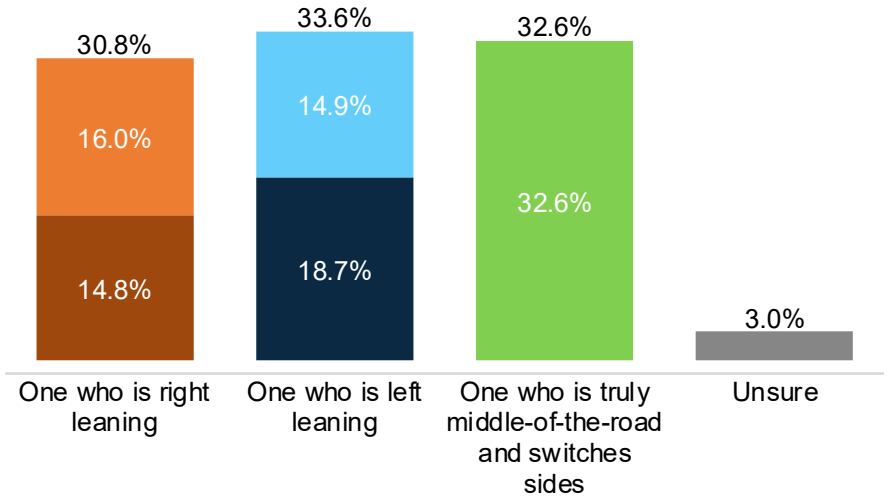


Percent Change: Type of Democrat (Oct 24, '26 to Nov '26)

CYGNAL



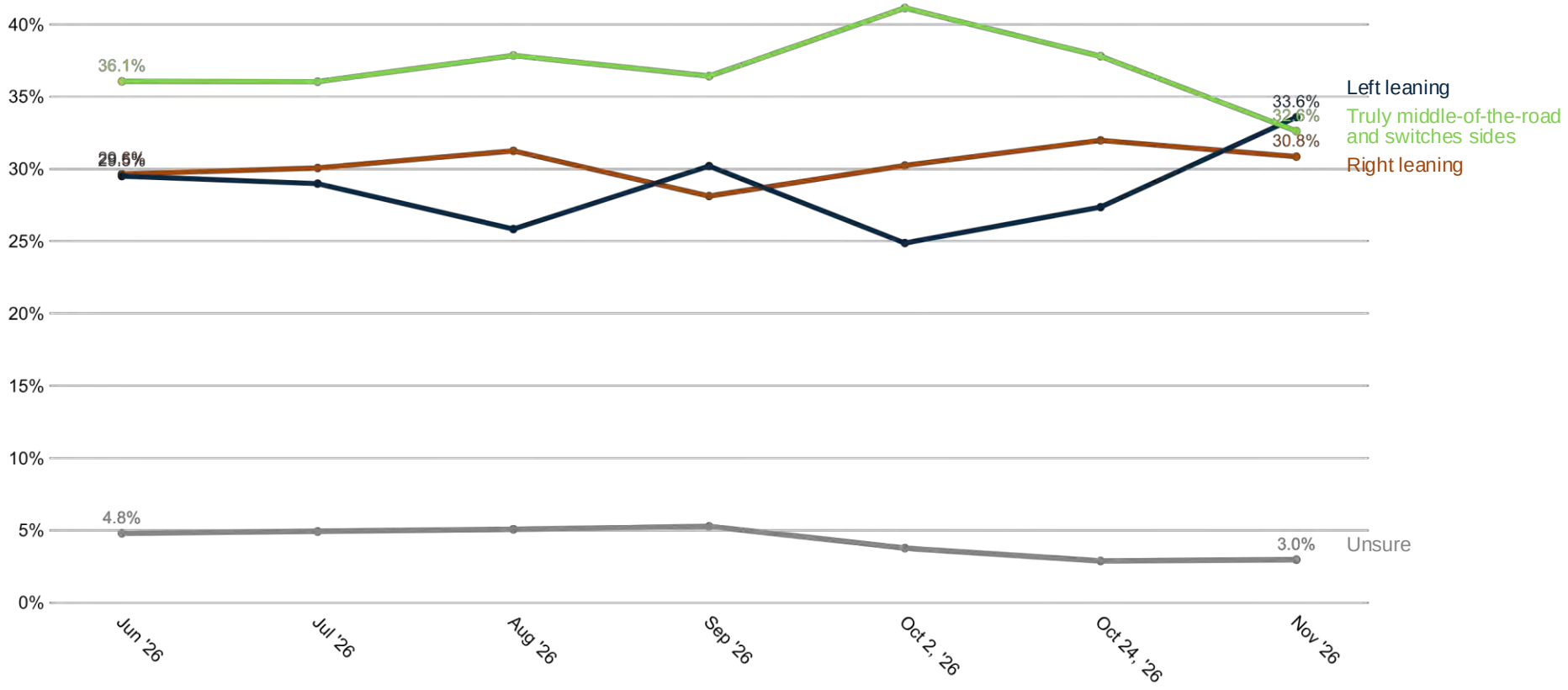
Type of Independent



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
One who is right leaning Total	31%	19%	30%	36%	35%	30%	42%	25%	25%	26%	35%	32%	28%	24%	35%	37%	32%	24%	25%	34%	66%	8%	47%	36%	24%	32%	26%	26%	39%	31%
One who is left leaning Total	34%	48%	30%	35%	22%	34%	23%	33%	47%	29%	26%	35%	40%	40%	36%	27%	36%	28%	35%	31%	4%	54%	8%	31%	38%	31%	40%	34%	28%	34%
One who is more right leaning	15%	8%	16%	22%	12%	13%	21%	14%	10%	13%	15%	15%	15%	14%	16%	16%	14%	19%	14%	21%	33%	3%	26%	18%	11%	14%	10%	11%	23%	14%
One who is somewhat right leaning	16%	11%	15%	14%	23%	17%	21%	10%	15%	13%	20%	16%	14%	10%	18%	21%	18%	6%	12%	14%	33%	5%	21%	17%	13%	18%	15%	15%	16%	17%
One who is truly middle-of-the-road and switch...	33%	28%	37%	28%	38%	34%	31%	36%	29%	42%	34%	31%	29%	31%	29%	35%	30%	43%	33%	32%	25%	37%	40%	31%	34%	34%	34%	37%	30%	33%
One who is somewhat left leaning	15%	14%	17%	12%	17%	16%	13%	10%	20%	12%	16%	17%	10%	16%	13%	16%	17%	12%	10%	13%	3%	26%	5%	13%	17%	16%	13%	10%	14%	17%
One who is more left leaning	19%	35%	13%	23%	5%	18%	10%	22%	26%	17%	10%	18%	31%	24%	22%	11%	19%	17%	25%	18%	1%	29%	3%	18%	22%	16%	27%	24%	15%	17%
Unsure	3%	4%	2%	1%	5%	2%	4%	7%	0%	3%	5%	2%	3%	6%	1%	1%	2%	4%	6%	3%	4%	1%	4%	2%	4%	3%	1%	3%	3%	3%

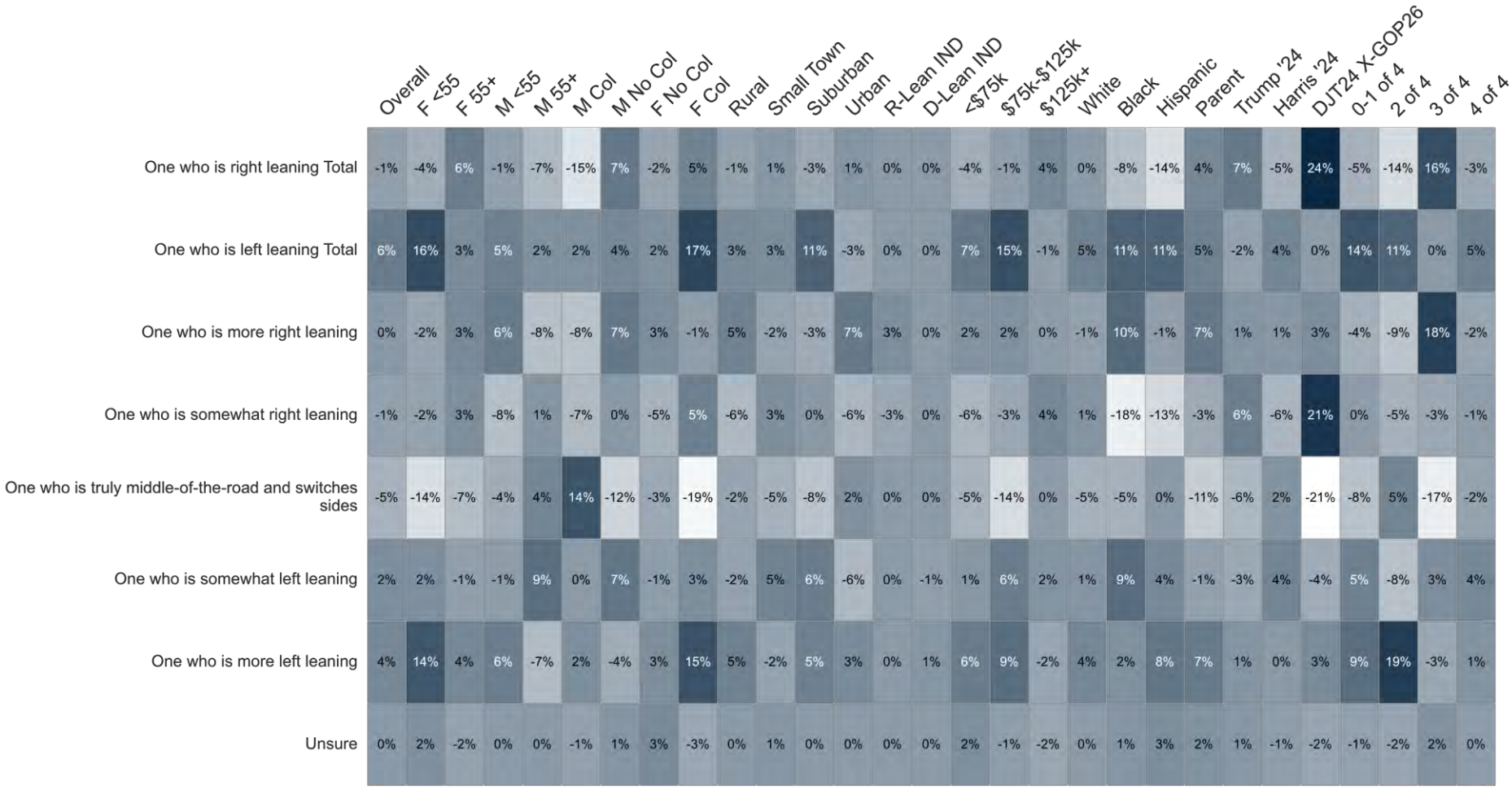
What type of Independent do you more consider yourself?

Trend: Type of Independent

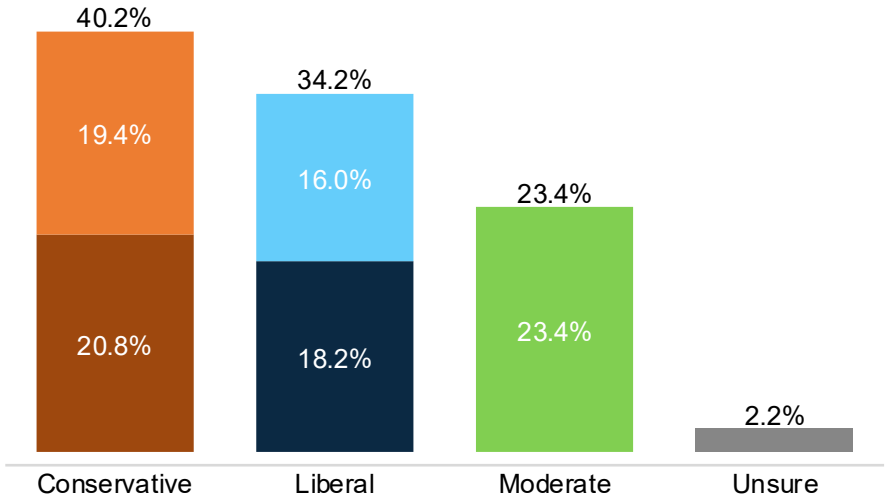


Percent Change: Type of Independent (Oct 24, '26 to Nov '26)

CYGNAL



Ideology



	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	Trump '24	Harris '24	DJT24 X-GOP26	EDay	Mail	EV	0-1 of 4	2 of 4	3 of 4	4 of 4
Conservative	40%	26%	40%	40%	56%	43%	53%	40%	26%	54%	48%	38%	27%	87%	85%	68%	14%	4%	8%	3%	38%	41%	43%	45%	17%	30%	40%	81%	7%	49%	45%	30%	43%	36%	38%	42%	41%
Liberal	34%	50%	32%	35%	20%	32%	23%	31%	51%	22%	26%	35%	50%	3%	1%	4%	7%	66%	41%	85%	35%	36%	33%	33%	41%	37%	33%	2%	63%	7%	29%	42%	33%	38%	36%	30%	34%
Very conservative	21%	14%	22%	22%	26%	19%	28%	23%	12%	31%	27%	18%	13%	59%	44%	24%	1%	0%	2%	1%	20%	21%	20%	23%	8%	16%	22%	45%	1%	17%	23%	14%	24%	18%	18%	20%	23%
Somewhat conservative	19%	12%	18%	18%	30%	23%	25%	17%	13%	22%	21%	20%	14%	28%	41%	44%	13%	4%	6%	2%	17%	19%	23%	22%	9%	14%	18%	36%	5%	33%	22%	16%	19%	18%	20%	22%	19%
Moderate	23%	22%	26%	22%	23%	24%	22%	24%	23%	21%	22%	26%	20%	8%	13%	27%	77%	27%	48%	11%	25%	21%	24%	21%	37%	28%	24%	15%	29%	39%	23%	25%	23%	23%	23%	25%	23%
Somewhat liberal	16%	19%	19%	13%	13%	14%	11%	17%	22%	10%	15%	16%	20%	1%	0%	2%	6%	30%	32%	32%	16%	17%	16%	16%	17%	16%	15%	1%	29%	5%	15%	18%	15%	15%	19%	14%	16%
Very liberal	18%	31%	13%	23%	7%	18%	11%	15%	29%	12%	10%	19%	30%	2%	1%	1%	1%	37%	9%	52%	19%	19%	17%	17%	25%	21%	18%	1%	33%	2%	14%	24%	18%	23%	17%	16%	18%
Unsure	2%	2%	3%	3%	1%	1%	2%	4%	1%	3%	4%	1%	3%	3%	1%	1%	2%	2%	2%	1%	3%	2%	1%	1%	5%	5%	3%	2%	2%	5%	3%	3%	1%	3%	3%	3%	1%

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

Priorities, Vote Method & Ballot

CYGNAL

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

MAGA Core 15%	Policy First GOP 22%	Anti-Trump GOP 6%	Reluctant Dem Swing 8%	Anti-Trump Dem Base 49%
TOP PRIORITY				
National security 9%	National security 7%	National security 8%	National security 3%	National security 1%
Inflation / economy 14%	Inflation / economy 25%	Inflation / economy **37%**	Inflation / economy **45%**	Inflation / economy **43%**
Climate change 1%	Climate change 0%	Climate change 0%	Climate change 4%	Climate change 4%
Abortion 2%	Abortion 2%	Abortion 2%	Abortion 1%	Abortion 1%
Crime / public safety 6%	Crime / public safety 5%	Crime / public safety 5%	Crime / public safety 3%	Crime / public safety 1%
Democracy threats 11%	Democracy threats 7%	Democracy threats 3%	Democracy threats 5%	Democracy threats 20%
Gun control 0%	Gun control 0%	Gun control 1%	Gun control 3%	Gun control 3%
Immigration / border **38%**	Immigration / border **29%**	Immigration / border 12%	Immigration / border 5%	Immigration / border 1%
Soc. Sec. / Medicare 3%	Soc. Sec. / Medicare 4%	Soc. Sec. / Medicare 6%	Soc. Sec. / Medicare 9%	Soc. Sec. / Medicare 7%
Healthcare 1%	Healthcare 2%	Healthcare 2%	Healthcare 9%	Healthcare 15%
Spending / waste 13%	Spending / waste 17%	Spending / waste 23%	Spending / waste 10%	Spending / waste 5%
Unsure 1%	Unsure 2%	Unsure 0%	Unsure 4%	Unsure 1%
VOTE METHOD				
Election Day **49%**	Election Day **45%**	Election Day **41%**	Election Day **45%**	Election Day 31%
Early in-person 34%	Early in-person 34%	Early in-person 24%	Early in-person 26%	Early in-person **32%**
Absentee by mail 6%	Absentee by mail 7%	Absentee by mail 13%	Absentee by mail 10%	Absentee by mail 10%
Mail ballot drop-off 11%	Mail ballot drop-off 14%	Mail ballot drop-off 22%	Mail ballot drop-off 19%	Mail ballot drop-off 26%
Did not vote 0%	Did not vote 0%	Did not vote 0%	Did not vote 0%	Did not vote 0%
Unsure 0%	Unsure 0%	Unsure 0%	Unsure 0%	Unsure 0%
COUNTRY DIRECTION				
Right direction **62%**	Right direction 33%	Right direction 13%	Right direction 18%	Right direction 20%
Wrong track 31%	Wrong track **55%**	Wrong track **81%**	Wrong track **74%**	Wrong track **72%**
Unsure 7%	Unsure 12%	Unsure 6%	Unsure 8%	Unsure 8%
GENERIC BALLOT				
Republican **99%**	Republican **97%**	Republican **92%**	Republican 12%	Republican 0%
Democrat 0%	Democrat 2%	Democrat 0%	Democrat **69%**	Democrat **99%**
Third-party / indep. 1%	Third-party / indep. 2%	Third-party / indep. 8%	Third-party / indep. 19%	Third-party / indep. 1%
Unsure 0%	Unsure 0%	Unsure 0%	Unsure 0%	Unsure 0%

Vote Drivers & Decision Timing

CYGNAL

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

MAGA Core 15%	Policy First GOP 22%	Anti-Trump GOP 6%	Reluctant Dem Swing 8%	Anti-Trump Dem Base 49%
VOTE ISSUE DRIVER				
Inflation / costs 10%	Inflation / costs 16%	Inflation / costs **31%**	Inflation / costs **33%**	Inflation / costs 23%
Gas prices 1%	Gas prices 2%	Gas prices 3%	Gas prices 7%	Gas prices 1%
Iran war 1%	Iran war 2%	Iran war 1%	Iran war 9%	Iran war 5%
Tariffs 0%	Tariffs 0%	Tariffs 1%	Tariffs 2%	Tariffs 1%
Transgender issues 3%	Transgender issues 2%	Transgender issues 4%	Transgender issues 1%	Transgender issues 1%
Electricity bills 1%	Electricity bills 1%	Electricity bills 0%	Electricity bills 1%	Electricity bills 0%
Corruption 12%	Corruption 10%	Corruption 8%	Corruption 12%	Corruption **30%**
Democracy threats 17%	Democracy threats 17%	Democracy threats 10%	Democracy threats 9%	Democracy threats 27%
Spending / fraud 19%	Spending / fraud 23%	Spending / fraud 26%	Spending / fraud 12%	Spending / fraud 5%
Immigration / border **33%**	Immigration / border **24%**	Immigration / border 12%	Immigration / border 3%	Immigration / border 1%
Healthcare 1%	Healthcare 1%	Healthcare 1%	Healthcare 6%	Healthcare 3%
Soc. Sec. / Medicare 1%	Soc. Sec. / Medicare 2%	Soc. Sec. / Medicare 4%	Soc. Sec. / Medicare 4%	Soc. Sec. / Medicare 3%
AI / data centers 1%	AI / data centers 1%	AI / data centers 0%	AI / data centers 3%	AI / data centers 1%
DECISION TIMING				
Before this year **44%**	Before this year 26%	Before this year 16%	Before this year 17%	Before this year **48%**
Before Labor Day 30%	Before Labor Day **32%**	Before Labor Day **26%**	Before Labor Day **22%**	Before Labor Day 28%
In September 7%	In September 11%	In September 14%	In September 14%	In September 9%
Early October 8%	Early October 11%	Early October 18%	Early October 17%	Early October 8%
In the last week 6%	In the last week 11%	In the last week 9%	In the last week 13%	In the last week 3%
On Election Day 3%	On Election Day 6%	On Election Day 9%	On Election Day 11%	On Election Day 2%
Unsure 2%	Unsure 3%	Unsure 8%	Unsure 6%	Unsure 2%
Not decided yet 0%	Not decided yet 0%	Not decided yet 0%	Not decided yet 0%	Not decided yet 0%
CONSIDERED OTHER PARTY				
Yes, considered it 12%	Yes, considered it 22%	Yes, considered it **53%**	Yes, considered it **51%**	Yes, considered it 12%
Never considered **88%**	Never considered **76%**	Never considered 47%	Never considered 45%	Never considered **86%**
Unsure 0%	Unsure 2%	Unsure 0%	Unsure 4%	Unsure 1%
2024 RETRO BALLOT				
Donald Trump **100%**	Donald Trump **98%**	Donald Trump **71%**	Donald Trump 34%	Donald Trump 0%
Kamala Harris 0%	Kamala Harris 0%	Kamala Harris 4%	Kamala Harris **37%**	Kamala Harris **93%**
Other 0%	Other 2%	Other 24%	Other 29%	Other 7%

Vote Motivation & Trump Referendum

CYGNAL

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

MAGA Core 15%	Policy First GOP 22%	Anti-Trump GOP 6%	Reluctant Dem Swing 8%	Anti-Trump Dem Base 49%
CONGRESSIONAL VOTE DRIVER				
R: support Trump	**50%**	13%	2%	1%	0%
R: GOP ideals	47%	**74%**	**51%**	5%	0%
Frustrated by both	3%	12%	45%	31%	8%
D: Dem ideals	0%	0%	1%	28%	**49%**
D: oppose Trump	0%	0%	0%	**32%**	42%
Unsure	0%	1%	0%	3%	0%
VOTE FOR OR AGAINST				
For my party	**60%**	**52%**	29%	27%	**40%**
Against other side	21%	23%	35%	35%	26%
Equal mix	19%	25%	**36%**	**38%**	34%
TRUMP AGENDA REFERENDUM				
For Trump's agenda	**92%**	21%	2%	1%	0%
R in spite of Trump	1%	30%	43%	3%	0%
D in spite of Dems	0%	0%	0%	23%	8%
Vs. Trump's agenda	0%	0%	1%	**51%**	**88%**
Trump not a factor	7%	**48%**	**54%**	21%	4%
TRUMP SECOND TERM GRADE				
A	**73%**	8%	0%	0%	0%
B	27%	**55%**	0%	2%	0%
C	1%	30%	37%	10%	0%
D	0%	4%	**38%**	22%	2%
F	0%	1%	25%	**61%**	**98%**
Unsure	0%	2%	0%	5%	0%
IMAGE: DONALD TRUMP				
Favorable	**98%**	**94%**	5%	9%	0%
Unfavorable	2%	5%	**92%**	**80%**	**99%**
No Opinion	0%	1%	3%	7%	0%
Never Heard Of	0%	0%	0%	3%	0%

Candidate Images

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

MAGA Core 15%	Policy First GOP 22%	Anti-Trump GOP 6%	Reluctant Dem Swing 8%	Anti-Trump Dem Base 49%
IMAGE: J.D. VANCE	**IMAGE: J.D. VANCE**	**IMAGE: J.D. VANCE**	**IMAGE: J.D. VANCE**	**IMAGE: J.D. VANCE**
Favorable **93%**	Favorable **91%**	Favorable **52%**	Favorable 23%	Favorable 1%
Unfavorable 5%	Unfavorable 6%	Unfavorable 38%	Unfavorable **58%**	Unfavorable **97%**
No Opinion 1%	No Opinion 3%	No Opinion 10%	No Opinion 15%	No Opinion 1%
Never Heard Of 1%	Never Heard Of 0%	Never Heard Of 0%	Never Heard Of 3%	Never Heard Of 1%
IMAGE: MARCO RUBIO	**IMAGE: MARCO RUBIO**	**IMAGE: MARCO RUBIO**	**IMAGE: MARCO RUBIO**	**IMAGE: MARCO RUBIO**
Favorable **90%**	Favorable **83%**	Favorable **65%**	Favorable 31%	Favorable 4%
Unfavorable 4%	Unfavorable 6%	Unfavorable 25%	Unfavorable **41%**	Unfavorable **84%**
No Opinion 3%	No Opinion 8%	No Opinion 9%	No Opinion 19%	No Opinion 8%
Never Heard Of 2%	Never Heard Of 2%	Never Heard Of 2%	Never Heard Of 9%	Never Heard Of 4%
IMAGE: OCASIO-CORTEZ	**IMAGE: OCASIO-CORTEZ**	**IMAGE: OCASIO-CORTEZ**	**IMAGE: OCASIO-CORTEZ**	**IMAGE: OCASIO-CORTEZ**
Favorable 4%	Favorable 3%	Favorable 3%	Favorable 26%	Favorable **76%**
Unfavorable **88%**	Unfavorable **85%**	Unfavorable **89%**	Unfavorable **39%**	Unfavorable 8%
No Opinion 4%	No Opinion 7%	No Opinion 5%	No Opinion 24%	No Opinion 10%
Never Heard Of 4%	Never Heard Of 5%	Never Heard Of 3%	Never Heard Of 12%	Never Heard Of 6%
IMAGE: GAVIN NEWSOM	**IMAGE: GAVIN NEWSOM**	**IMAGE: GAVIN NEWSOM**	**IMAGE: GAVIN NEWSOM**	**IMAGE: GAVIN NEWSOM**
Favorable 4%	Favorable 4%	Favorable 3%	Favorable 25%	Favorable **68%**
Unfavorable **86%**	Unfavorable **84%**	Unfavorable **84%**	Unfavorable **42%**	Unfavorable 18%
No Opinion 5%	No Opinion 7%	No Opinion 8%	No Opinion 23%	No Opinion 9%
Never Heard Of 4%	Never Heard Of 5%	Never Heard Of 4%	Never Heard Of 9%	Never Heard Of 5%
IMAGE: ABDUL EL-SAYED	**IMAGE: ABDUL EL-SAYED**	**IMAGE: ABDUL EL-SAYED**	**IMAGE: ABDUL EL-SAYED**	**IMAGE: ABDUL EL-SAYED**
Favorable 4%	Favorable 1%	Favorable 3%	Favorable **33%**	Favorable **79%**
Unfavorable **89%**	Unfavorable **85%**	Unfavorable **81%**	Unfavorable 26%	Unfavorable 6%
No Opinion 3%	No Opinion 7%	No Opinion 9%	No Opinion 30%	No Opinion 11%
Never Heard Of 4%	Never Heard Of 6%	Never Heard Of 7%	Never Heard Of 11%	Never Heard Of 4%
IMAGE: ELON MUSK	**IMAGE: ELON MUSK**	**IMAGE: ELON MUSK**	**IMAGE: ELON MUSK**	**IMAGE: ELON MUSK**
Favorable **89%**	Favorable **80%**	Favorable **51%**	Favorable 27%	Favorable 2%
Unfavorable 6%	Unfavorable 9%	Unfavorable 37%	Unfavorable **56%**	Unfavorable **96%**
No Opinion 4%	No Opinion 11%	No Opinion 12%	No Opinion 14%	No Opinion 2%
Never Heard Of 0%	Never Heard Of 0%	Never Heard Of 0%	Never Heard Of 3%	Never Heard Of 0%

Images & Election Reaction

CYGNAL

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

MAGA Core 15%	Policy First GOP 22%	Anti-Trump GOP 6%	Reluctant Dem Swing 8%	Anti-Trump Dem Base 49%
IMAGE: REPS IN CONGRESS				
Favorable	**83%**	79%	47%	14%	1%
Unfavorable	15%	18%	**51%**	**72%**	**97%**
No Opinion	1%	3%	1%	11%	1%
Never Heard Of	0%	0%	1%	3%	1%
IMAGE: DEMS IN CONGRESS				
Favorable	3%	3%	7%	**43%**	**79%**
Unfavorable	**95%**	**93%**	**91%**	41%	19%
No Opinion	1%	3%	1%	13%	2%
Never Heard Of	0%	0%	1%	3%	0%
POST-ELECTION EMOTION				
Hopeful	4%	4%	10%	**36%**	**55%**
Relieved	1%	1%	2%	14%	26%
Satisfied	3%	2%	2%	19%	15%
Indifferent	1%	7%	12%	14%	1%
Disappointed	**57%**	**59%**	**46%**	10%	1%
Anxious	9%	13%	22%	5%	2%
Angry	24%	14%	6%	3%	0%
RESULTS SATISFACTION				
Satisfied	7%	6%	10%	**72%**	**96%**
Dissatisfied	**91%**	**90%**	**80%**	14%	3%
Haven't followed	1%	2%	5%	4%	0%
Unsure	2%	2%	4%	10%	1%
RESULTS ACCEPTANCE				
Accept	**46%**	**62%**	**84%**	**83%**	**99%**
Do not accept	35%	22%	8%	7%	1%
Unsure	19%	16%	8%	10%	0%

Election Ad Recall

CYGNAL

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

MAGA Core
15%

ELECTION AD TOPICS

Abortion	8%
Economy / jobs	20%
Crime / public safety	16%
Healthcare	17%
Immigration / border	27%
Inflation / costs	**47%**
Housing costs	11%
Trans / sports	19%
China	2%
Soc. Sec. / Medicare	7%
Iran war	34%
Gas prices	**47%**
Unsure	10%

AD IMPACT ON VOTE

A ton	3%
A great deal	7%
Somewhat	9%
A little	7%
Not at all	**72%**
Unsure	1%

AI AND DATA CENTER ADS

A ton	17%
A good amount	**32%**
Some	23%
A little	18%
None at all	6%
Unsure	4%

Policy First GOP
22%

ELECTION AD TOPICS

Abortion	8%
Economy / jobs	25%
Crime / public safety	10%
Healthcare	14%
Immigration / border	30%
Inflation / costs	**51%**
Housing costs	14%
Trans / sports	19%
China	1%
Soc. Sec. / Medicare	10%
Iran war	34%
Gas prices	43%
Unsure	9%

AD IMPACT ON VOTE

A ton	3%
A great deal	8%
Somewhat	11%
A little	13%
Not at all	**65%**
Unsure	1%

AI AND DATA CENTER ADS

A ton	21%
A good amount	**27%**
Some	24%
A little	17%
None at all	8%
Unsure	3%

Anti-Trump GOP
6%

ELECTION AD TOPICS

Abortion	4%
Economy / jobs	26%
Crime / public safety	9%
Healthcare	12%
Immigration / border	18%
Inflation / costs	**61%**
Housing costs	11%
Trans / sports	20%
China	2%
Soc. Sec. / Medicare	9%
Iran war	35%
Gas prices	55%
Unsure	9%

AD IMPACT ON VOTE

A ton	3%
A great deal	2%
Somewhat	9%
A little	13%
Not at all	**71%**
Unsure	2%

AI AND DATA CENTER ADS

A ton	21%
A good amount	**31%**
Some	22%
A little	20%
None at all	3%
Unsure	2%

Reluctant Dem Swing
8%

ELECTION AD TOPICS

Abortion	6%
Economy / jobs	26%
Crime / public safety	11%
Healthcare	27%
Immigration / border	15%
Inflation / costs	**50%**
Housing costs	18%
Trans / sports	10%
China	3%
Soc. Sec. / Medicare	13%
Iran war	30%
Gas prices	43%
Unsure	8%

AD IMPACT ON VOTE

A ton	4%
A great deal	17%
Somewhat	18%
A little	17%
Not at all	**41%**
Unsure	3%

AI AND DATA CENTER ADS

A ton	17%
A good amount	**29%**
Some	14%
A little	24%
None at all	9%
Unsure	7%

Anti-Trump Dem Base
49%

ELECTION AD TOPICS

Abortion	6%
Economy / jobs	30%
Crime / public safety	7%
Healthcare	20%
Immigration / border	21%
Inflation / costs	**59%**
Housing costs	12%
Trans / sports	19%
China	1%
Soc. Sec. / Medicare	10%
Iran war	38%
Gas prices	45%
Unsure	6%

AD IMPACT ON VOTE

A ton	4%
A great deal	10%
Somewhat	12%
A little	14%
Not at all	**59%**
Unsure	1%

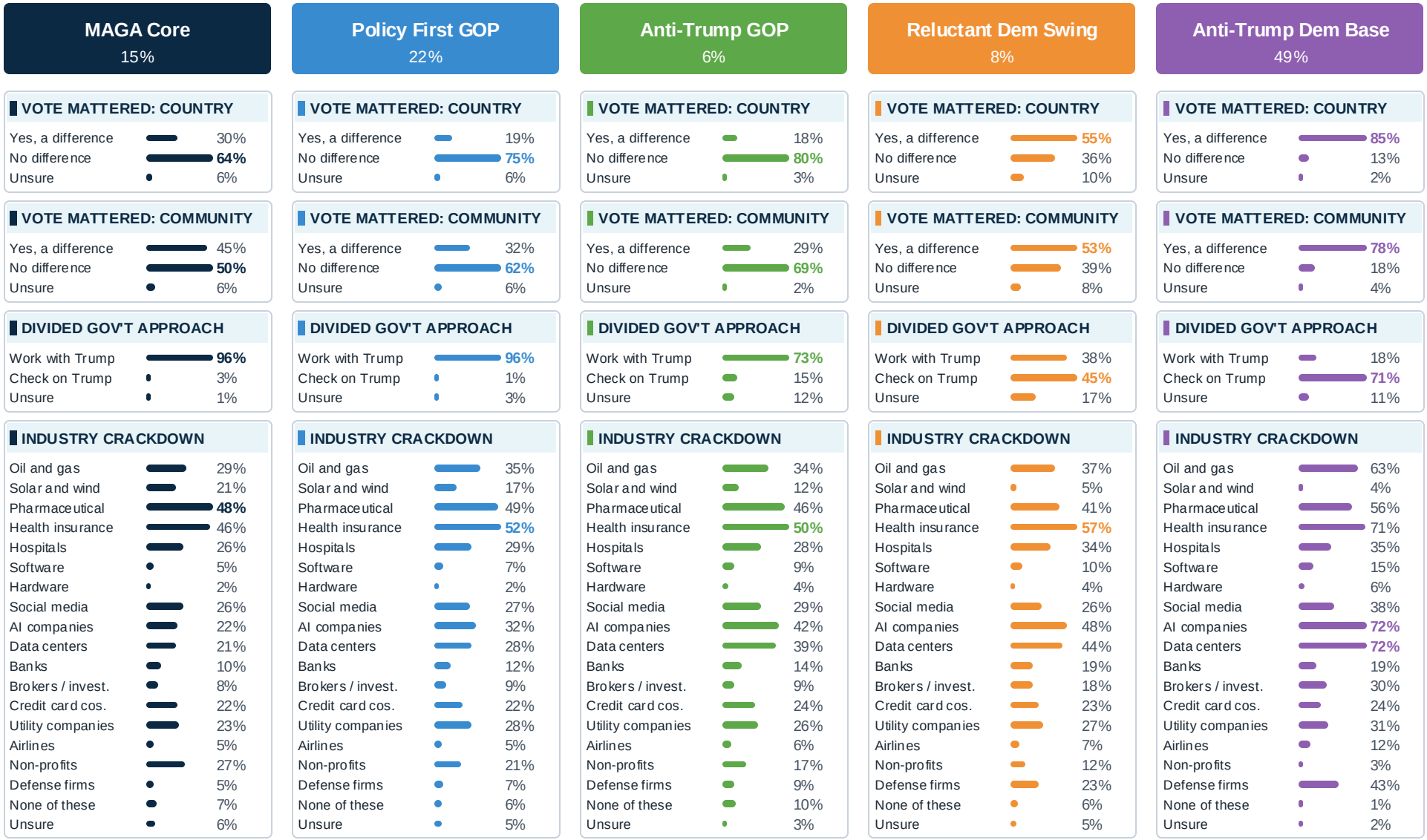
AI AND DATA CENTER ADS

A ton	19%
A good amount	**35%**
Some	23%
A little	16%
None at all	5%
Unsure	2%

Vote Impact & the New Congress

CYGNAL

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



The GOP After the Loss & 2028

CYGNAL

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

MAGA Core
15%

REPUBLICAN LOSS BLAME

President Trump	3%
Congressional Rs	7%
High prices / cost	21%
The Iran war	**22%**
Weak R campaigns	9%
Dems spent more	3%
Voter fraud	19%
Midterm penalty	8%
Unsure	7%

TRUMP PARTY INFLUENCE

A ton	32%
A great deal	**45%**
Some	19%
Not a lot	2%
None at all	1%
Unsure	1%

GOP PATH AFTER LOSS

Trump policy+style	**55%**
Policy, new style	40%
Traditional cons.	2%
Move to center	1%
Unsure	2%

2028 PRIMARY PARTICIPATION

Republican primary	**95%**
Democratic primary	1%
Neither primary	2%
Unsure	3%

Policy First GOP
22%

REPUBLICAN LOSS BLAME

President Trump	11%
Congressional Rs	4%
High prices / cost	**30%**
The Iran war	26%
Weak R campaigns	6%
Dems spent more	2%
Voter fraud	10%
Midterm penalty	7%
Unsure	5%

TRUMP PARTY INFLUENCE

A ton	9%
A great deal	27%
Some	**42%**
Not a lot	11%
None at all	5%
Unsure	6%

GOP PATH AFTER LOSS

Trump policy+style	9%
Policy, new style	**59%**
Traditional cons.	23%
Move to center	4%
Unsure	5%

2028 PRIMARY PARTICIPATION

Republican primary	**85%**
Democratic primary	2%
Neither primary	5%
Unsure	8%

Anti-Trump GOP
6%

REPUBLICAN LOSS BLAME

President Trump	**46%**
Congressional Rs	4%
High prices / cost	24%
The Iran war	15%
Weak R campaigns	1%
Dems spent more	1%
Voter fraud	3%
Midterm penalty	5%
Unsure	0%

TRUMP PARTY INFLUENCE

A ton	1%
A great deal	3%
Some	26%
Not a lot	27%
None at all	**40%**
Unsure	3%

GOP PATH AFTER LOSS

Trump policy+style	0%
Policy, new style	19%
Traditional cons.	**60%**
Move to center	16%
Unsure	5%

2028 PRIMARY PARTICIPATION

Republican primary	**67%**
Democratic primary	3%
Neither primary	17%
Unsure	14%

Reluctant Dem Swing
8%

REPUBLICAN LOSS BLAME

President Trump	**42%**
Congressional Rs	9%
High prices / cost	18%
The Iran war	13%
Weak R campaigns	2%
Dems spent more	3%
Voter fraud	3%
Midterm penalty	2%
Unsure	8%

TRUMP PARTY INFLUENCE

A ton	6%
A great deal	7%
Some	13%
Not a lot	19%
None at all	**42%**
Unsure	13%

GOP PATH AFTER LOSS

Trump policy+style	6%
Policy, new style	9%
Traditional cons.	**40%**
Move to center	30%
Unsure	15%

2028 PRIMARY PARTICIPATION

Republican primary	19%
Democratic primary	**42%**
Neither primary	10%
Unsure	29%

Anti-Trump Dem Base
49%

REPUBLICAN LOSS BLAME

President Trump	**69%**
Congressional Rs	7%
High prices / cost	18%
The Iran war	4%
Weak R campaigns	1%
Dems spent more	1%
Voter fraud	0%
Midterm penalty	0%
Unsure	0%

TRUMP PARTY INFLUENCE

A ton	3%
A great deal	2%
Some	3%
Not a lot	10%
None at all	**77%**
Unsure	4%

GOP PATH AFTER LOSS

Trump policy+style	1%
Policy, new style	0%
Traditional cons.	35%
Move to center	**58%**
Unsure	6%

2028 PRIMARY PARTICIPATION

Republican primary	3%
Democratic primary	**86%**
Neither primary	4%
Unsure	7%

2028 Primaries & AI Nurse Strikes

CYGNAL

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

MAGA Core
15%

2028 GOP PRIMARY

JD Vance	**39%**
Marco Rubio	38%
Ron DeSantis	12%
Ted Cruz	2%
Glenn Youngkin	1%
Tom Cotton	0%
Sarah H. Sanders	1%
Tucker Carlson	1%
Marjorie T. Greene	0%
Brian Kemp	0%
Unsure	7%

2028 DEM PRIMARY

Kamala Harris	0%
Gavin Newsom	25%
A. Ocasio-Cortez	0%
Pete Buttigieg	0%
Josh Shapiro	0%
JB Pritzker	0%
Gretchen Whitmer	25%
Wes Moore	0%
Abigail Spanberger	0%
Andy Beshear	0%
Unsure	**50%**

AI NURSE STRIKE

Support	**43%**
Oppose	41%
Unsure	16%

HOSPITAL AI STRIKE SOLUTION

AI + nurse layoffs	7%
Keep nurses	**85%**
Unsure	8%

Policy First GOP
22%

2028 GOP PRIMARY

JD Vance	33%
Marco Rubio	**36%**
Ron DeSantis	16%
Ted Cruz	3%
Glenn Youngkin	1%
Tom Cotton	0%
Sarah H. Sanders	1%
Tucker Carlson	1%
Marjorie T. Greene	0%
Brian Kemp	0%
Unsure	9%

2028 DEM PRIMARY

Kamala Harris	32%
Gavin Newsom	0%
A. Ocasio-Cortez	4%
Pete Buttigieg	0%
Josh Shapiro	6%
JB Pritzker	0%
Gretchen Whitmer	0%
Wes Moore	0%
Abigail Spanberger	0%
Andy Beshear	0%
Unsure	**57%**

AI NURSE STRIKE

Support	**46%**
Oppose	40%
Unsure	13%

HOSPITAL AI STRIKE SOLUTION

AI + nurse layoffs	8%
Keep nurses	**82%**
Unsure	10%

Anti-Trump GOP
6%

2028 GOP PRIMARY

JD Vance	10%
Marco Rubio	**34%**
Ron DeSantis	20%
Ted Cruz	2%
Glenn Youngkin	5%
Tom Cotton	4%
Sarah H. Sanders	2%
Tucker Carlson	5%
Marjorie T. Greene	2%
Brian Kemp	1%
Unsure	16%

2028 DEM PRIMARY

Kamala Harris	0%
Gavin Newsom	0%
A. Ocasio-Cortez	0%
Pete Buttigieg	**42%**
Josh Shapiro	23%
JB Pritzker	0%
Gretchen Whitmer	0%
Wes Moore	35%
Abigail Spanberger	0%
Andy Beshear	0%
Unsure	0%

AI NURSE STRIKE

Support	**50%**
Oppose	40%
Unsure	10%

HOSPITAL AI STRIKE SOLUTION

AI + nurse layoffs	11%
Keep nurses	**82%**
Unsure	7%

Reluctant Dem Swing
8%

2028 GOP PRIMARY

JD Vance	18%
Marco Rubio	17%
Ron DeSantis	6%
Ted Cruz	2%
Glenn Youngkin	8%
Tom Cotton	0%
Sarah H. Sanders	0%
Tucker Carlson	11%
Marjorie T. Greene	7%
Brian Kemp	0%
Unsure	**31%**

2028 DEM PRIMARY

Kamala Harris	**36%**
Gavin Newsom	5%
A. Ocasio-Cortez	9%
Pete Buttigieg	4%
Josh Shapiro	4%
JB Pritzker	2%
Gretchen Whitmer	4%
Wes Moore	5%
Abigail Spanberger	1%
Andy Beshear	4%
Unsure	27%

AI NURSE STRIKE

Support	**54%**
Oppose	29%
Unsure	16%

HOSPITAL AI STRIKE SOLUTION

AI + nurse layoffs	15%
Keep nurses	**73%**
Unsure	12%

Anti-Trump Dem Base
49%

2028 GOP PRIMARY

JD Vance	0%
Marco Rubio	4%
Ron DeSantis	2%
Ted Cruz	3%
Glenn Youngkin	7%
Tom Cotton	0%
Sarah H. Sanders	8%
Tucker Carlson	6%
Marjorie T. Greene	6%
Brian Kemp	7%
Unsure	**57%**

2028 DEM PRIMARY

Kamala Harris	12%
Gavin Newsom	13%
A. Ocasio-Cortez	19%
Pete Buttigieg	**20%**
Josh Shapiro	7%
JB Pritzker	3%
Gretchen Whitmer	1%
Wes Moore	2%
Abigail Spanberger	0%
Andy Beshear	4%
Unsure	**20%**

AI NURSE STRIKE

Support	**78%**
Oppose	12%
Unsure	10%

HOSPITAL AI STRIKE SOLUTION

AI + nurse layoffs	2%
Keep nurses	**95%**
Unsure	3%

Media & Partisanship

CYGNAL

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

MAGA Core
15%

NEWS ATTENTION

A great deal	**30%**
A lot	16%
A moderate amount	27%
A little	15%
None at all	11%
Unsure	0%

TELEVISION SERVICE

Cable TV	19%
Satellite TV	9%
Free streaming	15%
Live paid streaming	**30%**
Cable/sat + stream	16%
Antenna only	3%
No TV at home	9%

NEWS SOURCE

Network TV news	11%
Local broadcast TV	17%
Cable news	**45%**
Streaming app(s)	13%
TikTok	3%
Facebook	15%
Twitter / X	11%
YouTube	20%
Newspaper	5%
Talk radio	17%
Podcasts	14%
News websites	22%
Other websites	12%
Unsure	3%

PARTISANSHIP

Republican	**90%**
Independent	9%
Democrat	0%
Unsure	0%

Policy First GOP
22%

NEWS ATTENTION

A great deal	18%
A lot	14%
A moderate amount	**32%**
A little	23%
None at all	11%
Unsure	2%

TELEVISION SERVICE

Cable TV	15%
Satellite TV	12%
Free streaming	11%
Live paid streaming	**30%**
Cable/sat + stream	17%
Antenna only	4%
No TV at home	11%

NEWS SOURCE

Network TV news	23%
Local broadcast TV	23%
Cable news	**38%**
Streaming app(s)	11%
TikTok	5%
Facebook	17%
Twitter / X	10%
YouTube	14%
Newspaper	7%
Talk radio	14%
Podcasts	17%
News websites	19%
Other websites	15%
Unsure	5%

PARTISANSHIP

Republican	**81%**
Independent	16%
Democrat	1%
Unsure	1%

Anti-Trump GOP
6%

NEWS ATTENTION

A great deal	15%
A lot	14%
A moderate amount	**36%**
A little	26%
None at all	9%
Unsure	0%

TELEVISION SERVICE

Cable TV	16%
Satellite TV	7%
Free streaming	10%
Live paid streaming	**31%**
Cable/sat + stream	18%
Antenna only	3%
No TV at home	16%

NEWS SOURCE

Network TV news	28%
Local broadcast TV	26%
Cable news	26%
Streaming app(s)	9%
TikTok	5%
Facebook	14%
Twitter / X	14%
YouTube	20%
Newspaper	14%
Talk radio	17%
Podcasts	13%
News websites	**31%**
Other websites	14%
Unsure	4%

PARTISANSHIP

Republican	**60%**
Independent	37%
Democrat	2%
Unsure	1%

Reluctant Dem Swing
8%

NEWS ATTENTION

A great deal	20%
A lot	10%
A moderate amount	**36%**
A little	20%
None at all	9%
Unsure	5%

TELEVISION SERVICE

Cable TV	11%
Satellite TV	6%
Free streaming	15%
Live paid streaming	**27%**
Cable/sat + stream	18%
Antenna only	8%
No TV at home	14%

NEWS SOURCE

Network TV news	**32%**
Local broadcast TV	20%
Cable news	20%
Streaming app(s)	10%
TikTok	15%
Facebook	17%
Twitter / X	10%
YouTube	23%
Newspaper	11%
Talk radio	3%
Podcasts	17%
News websites	20%
Other websites	14%
Unsure	7%

PARTISANSHIP

Republican	20%
Independent	**41%**
Democrat	34%
Unsure	5%

Anti-Trump Dem Base
49%

NEWS ATTENTION

A great deal	**32%**
A lot	20%
A moderate amount	31%
A little	13%
None at all	4%
Unsure	1%

TELEVISION SERVICE

Cable TV	15%
Satellite TV	4%
Free streaming	11%
Live paid streaming	**35%**
Cable/sat + stream	18%
Antenna only	4%
No TV at home	12%

NEWS SOURCE

Network TV news	**39%**
Local broadcast TV	27%
Cable news	30%
Streaming app(s)	9%
TikTok	12%
Facebook	12%
Twitter / X	5%
YouTube	21%
Newspaper	16%
Talk radio	5%
Podcasts	14%
News websites	34%
Other websites	14%
Unsure	2%

PARTISANSHIP

Republican	2%
Independent	24%
Democrat	**73%**
Unsure	1%

Party Type & Demographics

CYGNAL

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

MAGA Core — 15%

TYPE OF REPUBLICAN

Trump Republican	**62%**
Traditional cons.	36%
Unsure	2%

TYPE OF DEMOCRAT

Progressive	0%
Traditional	**100%**
Unsure	0%

TYPE OF INDEPENDENT

Right leaning	**79%**
Middle-of-the-road	21%
Left leaning	0%
Unsure	0%

GENDER

Female	49%
Male	**51%**

AGE RANGE

18 - 29	3%
30 - 44	13%
45 - 54	14%
55 - 64	26%
65+	**43%**

IDEOLOGY

Conservative	**90%**
Moderate	6%
Liberal	3%
Unsure	1%

Policy First GOP — 22%

TYPE OF REPUBLICAN

Trump Republican	27%
Traditional cons.	**72%**
Unsure	1%

TYPE OF DEMOCRAT

Progressive	34%
Traditional	28%
Unsure	**38%**

TYPE OF INDEPENDENT

Right leaning	**71%**
Middle-of-the-road	20%
Left leaning	4%
Unsure	5%

GENDER

Female	47%
Male	**53%**

AGE RANGE

18 - 29	6%
30 - 44	17%
45 - 54	18%
55 - 64	21%
65+	**37%**

IDEOLOGY

Conservative	**81%**
Moderate	17%
Liberal	0%
Unsure	2%

Anti-Trump GOP — 6%

TYPE OF REPUBLICAN

Trump Republican	7%
Traditional cons.	**86%**
Unsure	7%

TYPE OF DEMOCRAT

Progressive	47%
Traditional	**53%**
Unsure	0%

TYPE OF INDEPENDENT

Right leaning	**69%**
Middle-of-the-road	27%
Left leaning	0%
Unsure	3%

GENDER

Female	38%
Male	**62%**

AGE RANGE

18 - 29	11%
30 - 44	21%
45 - 54	17%
55 - 64	14%
65+	**37%**

IDEOLOGY

Conservative	**73%**
Moderate	25%
Liberal	2%
Unsure	0%

Reluctant Dem Swing — 8%

TYPE OF REPUBLICAN

Trump Republican	11%
Traditional cons.	**86%**
Unsure	3%

TYPE OF DEMOCRAT

Progressive	42%
Traditional	**46%**
Unsure	12%

TYPE OF INDEPENDENT

Right leaning	32%
Middle-of-the-road	**50%**
Left leaning	11%
Unsure	7%

GENDER

Female	48%
Male	**52%**

AGE RANGE

18 - 29	16%
30 - 44	**29%**
45 - 54	17%
55 - 64	12%
65+	26%

IDEOLOGY

Conservative	36%
Moderate	**45%**
Liberal	10%
Unsure	9%

Anti-Trump Dem Base — 49%

TYPE OF REPUBLICAN

Trump Republican	3%
Traditional cons.	**97%**
Unsure	0%

TYPE OF DEMOCRAT

Progressive	**67%**
Traditional	29%
Unsure	4%

TYPE OF INDEPENDENT

Right leaning	6%
Middle-of-the-road	34%
Left leaning	**59%**
Unsure	1%

GENDER

Female	**60%**
Male	40%

AGE RANGE

18 - 29	14%
30 - 44	22%
45 - 54	16%
55 - 64	14%
65+	**34%**

IDEOLOGY

Conservative	4%
Moderate	28%
Liberal	**66%**
Unsure	2%

Demographics (cont.)

CYGNAL

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

MAGA Core 15%	Policy First GOP 22%	Anti-Trump GOP 6%	Reluctant Dem Swing 8%	Anti-Trump Dem Base 49%
SPECIFIC VOTER HISTORY				
2018 midterm 77%	2018 midterm 72%	2018 midterm 71%	2018 midterm 56%	2018 midterm 75%
2020 presidential 93%	2020 presidential 90%	2020 presidential 86%	2020 presidential 75%	2020 presidential 90%
2022 midterm 82%	2022 midterm 79%	2022 midterm 78%	2022 midterm 63%	2022 midterm 82%
2024 presidential **97%**	2024 presidential **95%**	2024 presidential **91%**	2024 presidential **76%**	2024 presidential **94%**
None of these 0%	None of these 1%	None of these 3%	None of these 4%	None of these 2%
Unsure 1%	Unsure 1%	Unsure 3%	Unsure 7%	Unsure 2%
MARITAL STATUS				
Single 15%	Single 15%	Single 17%	Single 34%	Single 31%
Married **61%**	Married **63%**	Married **65%**	Married **46%**	Married **50%**
Divorced 12%	Divorced 12%	Divorced 10%	Divorced 13%	Divorced 11%
Widowed 9%	Widowed 7%	Widowed 5%	Widowed 3%	Widowed 7%
Separated 2%	Separated 2%	Separated 1%	Separated 1%	Separated 1%
Unsure 1%	Unsure 1%	Unsure 2%	Unsure 3%	Unsure 1%
COMMUNITY TYPE				
Rural 21%	Rural 19%	Rural 17%	Rural 12%	Rural 10%
Small town 30%	Small town 22%	Small town 26%	Small town 19%	Small town 17%
Suburban **36%**	Suburban **48%**	Suburban **40%**	Suburban **41%**	Suburban **48%**
Urban 13%	Urban 12%	Urban 16%	Urban 28%	Urban 25%
INCOME				
< $25K 6%	< $25K 5%	< $25K 4%	< $25K 14%	< $25K 7%
$25K - $49K **19%**	$25K - $49K 11%	$25K - $49K 11%	$25K - $49K 13%	$25K - $49K 15%
$50K - $74K 15%	$50K - $74K **17%**	$50K - $74K 14%	$50K - $74K **18%**	$50K - $74K **17%**
$75K - $99K 16%	$75K - $99K 14%	$75K - $99K 15%	$75K - $99K 14%	$75K - $99K 14%
$100K - $124K 9%	$100K - $124K 13%	$100K - $124K 13%	$100K - $124K 8%	$100K - $124K 12%
$125K - $149K 7%	$125K - $149K 10%	$125K - $149K 8%	$125K - $149K 6%	$125K - $149K 8%
$150K - $249K 15%	$150K - $249K 15%	$150K - $249K **19%**	$150K - $249K 16%	$150K - $249K 13%
$250K+ 6%	$250K+ 7%	$250K+ 11%	$250K+ 5%	$250K+ 8%
Unsure 8%	Unsure 7%	Unsure 6%	Unsure 6%	Unsure 6%

Demographics & Geography

CYGNAL

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

MAGA Core
15%

RACE / ETHNICITY

White	**83%**
Asian / Pac. Isl.	1%
Black	2%
Hispanic / Latino	8%
Other	4%
Unsure	1%

EDUCATION

College Degree	35%
No Degree	**65%**

PARENTAL STATUS

Not yet in school	2%
Pre-K	3%
Elementary school	7%
Middle school	6%
High school	15%
No	**77%**
Unsure	0%

GENERAL ELECTION (X OF 4)

≤ 2 of 4	26%
3 or 4 of 4	**74%**

REGION

Mid-Atlantic	8%
Midwest	17%
Northeast	15%
South	21%
Southwest	**24%**
West	16%

Policy First GOP
22%

RACE / ETHNICITY

White	**82%**
Asian / Pac. Isl.	1%
Black	2%
Hispanic / Latino	8%
Other	4%
Unsure	2%

EDUCATION

College Degree	37%
No Degree	**63%**

PARENTAL STATUS

Not yet in school	4%
Pre-K	4%
Elementary school	9%
Middle school	7%
High school	13%
No	**73%**
Unsure	2%

GENERAL ELECTION (X OF 4)

≤ 2 of 4	28%
3 or 4 of 4	**72%**

REGION

Mid-Atlantic	6%
Midwest	18%
Northeast	19%
South	17%
Southwest	**21%**
West	19%

Anti-Trump GOP
6%

RACE / ETHNICITY

White	**85%**
Asian / Pac. Isl.	0%
Black	0%
Hispanic / Latino	8%
Other	4%
Unsure	2%

EDUCATION

College Degree	**53%**
No Degree	47%

PARENTAL STATUS

Not yet in school	7%
Pre-K	3%
Elementary school	11%
Middle school	10%
High school	12%
No	**75%**
Unsure	2%

GENERAL ELECTION (X OF 4)

≤ 2 of 4	27%
3 or 4 of 4	**73%**

REGION

Mid-Atlantic	8%
Midwest	16%
Northeast	16%
South	17%
Southwest	18%
West	**26%**

Reluctant Dem Swing
8%

RACE / ETHNICITY

White	**58%**
Asian / Pac. Isl.	4%
Black	23%
Hispanic / Latino	10%
Other	2%
Unsure	3%

EDUCATION

College Degree	47%
No Degree	**53%**

PARENTAL STATUS

Not yet in school	5%
Pre-K	4%
Elementary school	9%
Middle school	11%
High school	13%
No	**69%**
Unsure	1%

GENERAL ELECTION (X OF 4)

≤ 2 of 4	39%
3 or 4 of 4	**61%**

REGION

Mid-Atlantic	5%
Midwest	12%
Northeast	17%
South	**25%**
Southwest	21%
West	20%

Anti-Trump Dem Base
49%

RACE / ETHNICITY

White	**70%**
Asian / Pac. Isl.	2%
Black	13%
Hispanic / Latino	11%
Other	3%
Unsure	1%

EDUCATION

College Degree	**55%**
No Degree	45%

PARENTAL STATUS

Not yet in school	3%
Pre-K	3%
Elementary school	8%
Middle school	6%
High school	9%
No	**78%**
Unsure	1%

GENERAL ELECTION (X OF 4)

≤ 2 of 4	28%
3 or 4 of 4	**72%**

REGION

Mid-Atlantic	6%
Midwest	14%
Northeast	22%
South	15%
Southwest	18%
West	**24%**

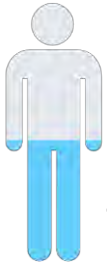
Demographics

CYGNAL

Sex

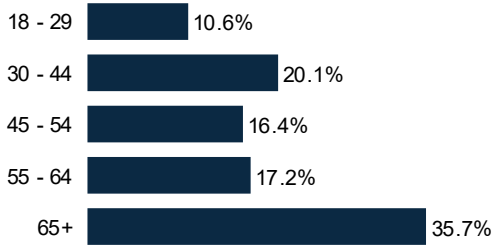


53.2%
Female

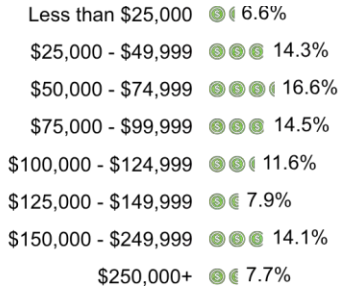


46.8%
Male

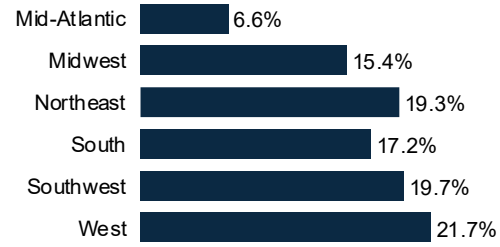
Age Range



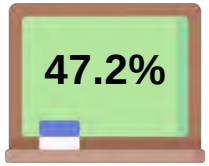
Household Income



Geo - Region



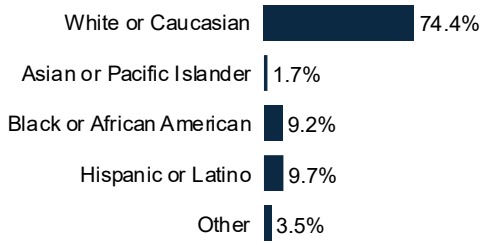
Education



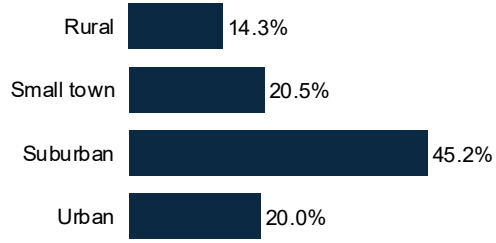
have at least
a College degree

51.9% have no college degree

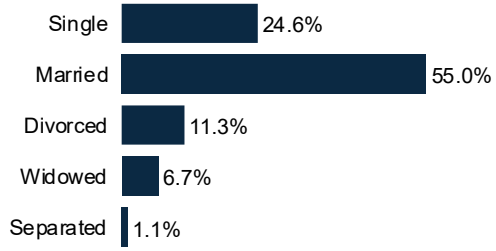
Race/Ethnicity



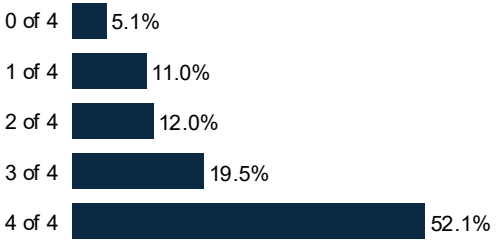
Community Type



Marital Status

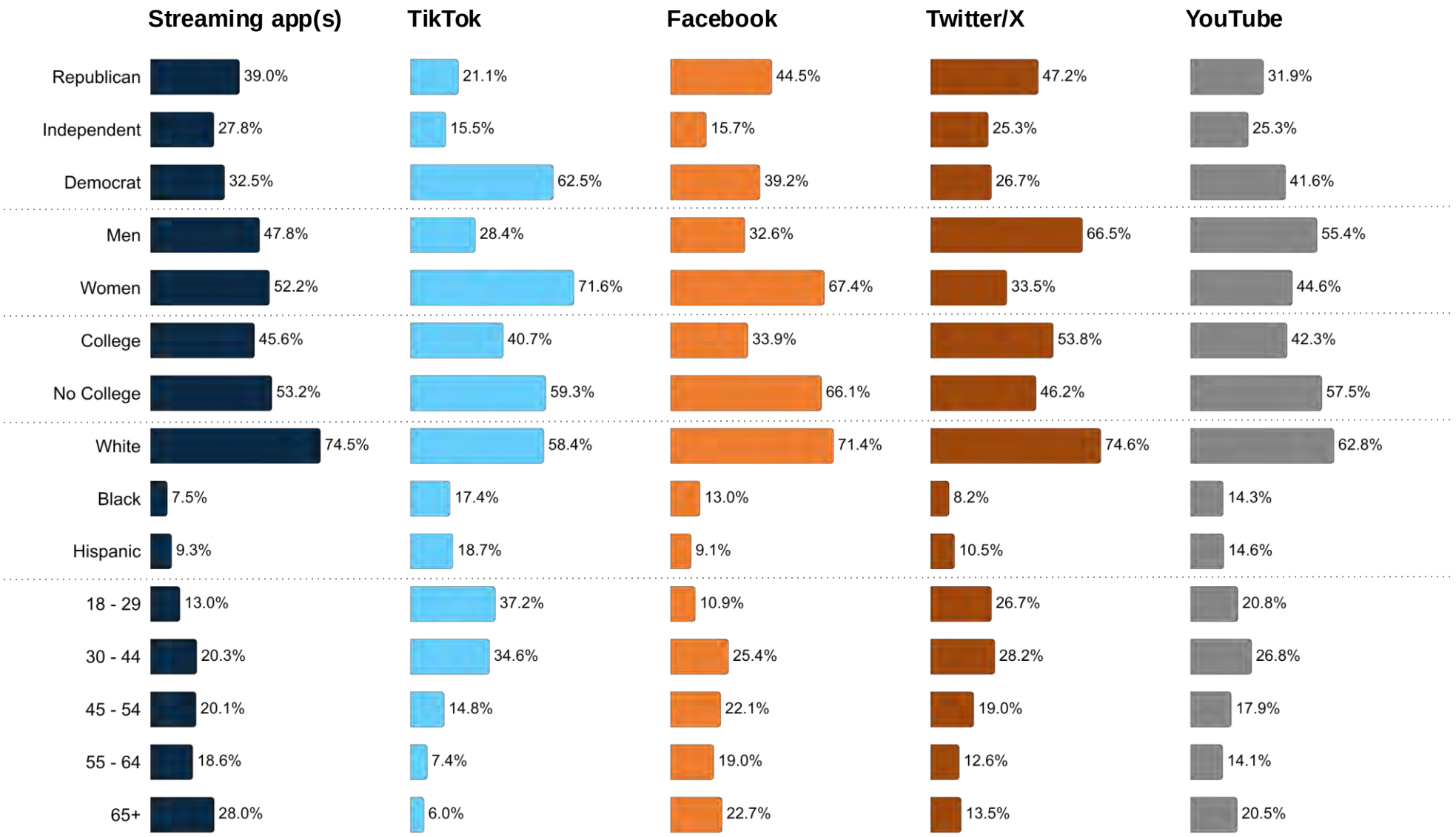


General Election X of 4

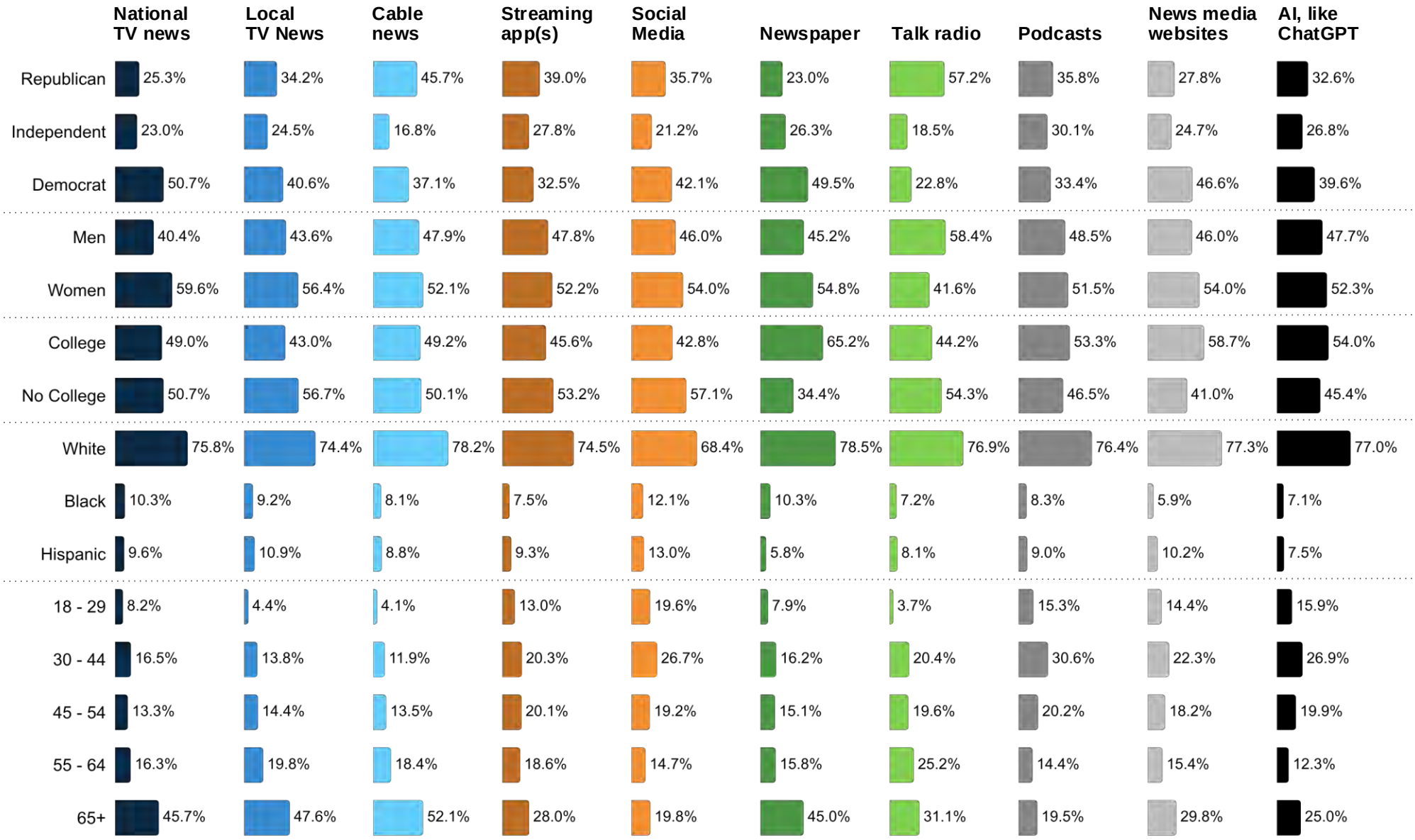


Nov '26 sample size: 3000

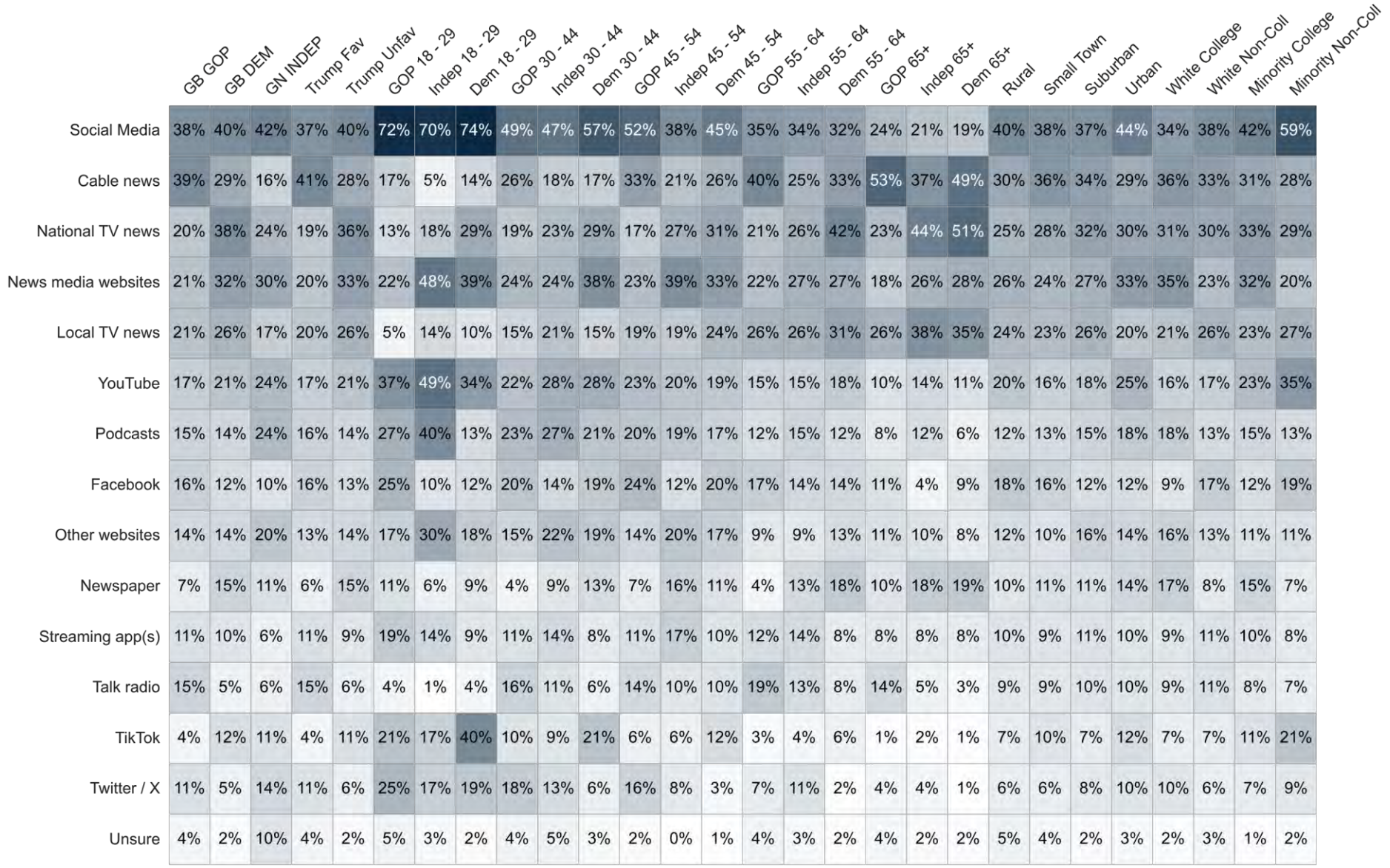
CYGNAL


Streaming app(s)
TikTok
Facebook
Twitter/X
YouTube
Republican 39.0% 21.1% 44.5% 47.2% 31.9%
Independent 27.8% 15.5% 15.7% 25.3% 25.3%
Democrat 32.5% 62.5% 39.2% 26.7% 41.6%
Men 47.8% 28.4% 32.6% 66.5% 55.4%
Women 52.2% 71.6% 67.4% 33.5% 44.6%
College 45.6% 40.7% 33.9% 53.8% 42.3%
No College 53.2% 59.3% 66.1% 46.2% 57.5%
White 74.5% 58.4% 71.4% 74.6% 62.8%
Black 7.5% 17.4% 13.0% 8.2% 14.3%
Hispanic 9.3% 18.7% 9.1% 10.5% 14.6%
18 - 29 13.0% 37.2% 10.9% 26.7% 20.8%
30 - 44 20.3% 34.6% 25.4% 28.2% 26.8%
45 - 54 20.1% 14.8% 22.1% 19.0% 17.9%
55 - 64 18.6% 7.4% 19.0% 12.6% 14.1%
65+ 28.0% 6.0% 22.7% 13.5% 20.5%

CYGNAL


National TV news
Local TV News
Cable news
Streaming app(s)
Social Media
Newspaper
Talk radio
Podcasts
News media websites
AI, like ChatGPT
Republican 25.3% 34.2% 45.7% 39.0% 35.7% 23.0% 57.2% 35.8% 27.8% 32.6%
Independent 23.0% 24.5% 16.8% 27.8% 21.2% 26.3% 18.5% 30.1% 24.7% 26.8%
Democrat 50.7% 40.6% 37.1% 32.5% 42.1% 49.5% 22.8% 33.4% 46.6% 39.6%
Men 40.4% 43.6% 47.9% 47.8% 46.0% 45.2% 58.4% 48.5% 46.0% 47.7%
Women 59.6% 56.4% 52.1% 52.2% 54.0% 54.8% 41.6% 51.5% 54.0% 52.3%
College 49.0% 43.0% 49.2% 45.6% 42.8% 65.2% 44.2% 53.3% 58.7% 54.0%
No College 50.7% 56.7% 50.1% 53.2% 57.1% 34.4% 54.3% 46.5% 41.0% 45.4%
White 75.8% 74.4% 78.2% 74.5% 68.4% 78.5% 76.9% 76.4% 77.3% 77.0%
Black 10.3% 9.2% 8.1% 7.5% 12.1% 10.3% 7.2% 8.3% 5.9% 7.1%
Hispanic 9.6% 10.9% 8.8% 9.3% 13.0% 5.8% 8.1% 9.0% 10.2% 7.5%
18 - 29 8.2% 4.4% 4.1% 13.0% 19.6% 7.9% 3.7% 15.3% 14.4% 15.9%
30 - 44 16.5% 13.8% 11.9% 20.3% 26.7% 16.2% 20.4% 30.6% 22.3% 26.9%
45 - 54 13.3% 14.4% 13.5% 20.1% 19.2% 15.1% 19.6% 20.2% 18.2% 19.9%
55 - 64 16.3% 19.8% 18.4% 18.6% 14.7% 15.8% 25.2% 14.4% 15.4% 12.3%
65+ 45.7% 47.6% 52.1% 28.0% 19.8% 45.0% 31.1% 19.5% 29.8% 25.0%

CYGNAL



	GB GOP	GB DEM	GN INDEP	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	38%	40%	42%	37%	40%	72%	70%	74%	49%	47%	57%	52%	38%	45%	35%	34%	32%	24%	21%	19%	40%	38%	37%	44%	34%	38%	42%	59%
Cable news	39%	29%	16%	41%	28%	17%	5%	14%	26%	18%	17%	33%	21%	26%	40%	25%	33%	53%	37%	49%	30%	36%	34%	29%	36%	33%	31%	28%
National TV news	20%	38%	24%	19%	36%	13%	18%	29%	19%	23%	29%	17%	27%	31%	21%	26%	42%	23%	44%	51%	25%	28%	32%	30%	31%	30%	33%	29%
News media websites	21%	32%	30%	20%	33%	22%	48%	39%	24%	24%	38%	23%	39%	33%	22%	27%	27%	18%	26%	28%	26%	24%	27%	33%	35%	23%	32%	20%
Local TV news	21%	26%	17%	20%	26%	5%	14%	10%	15%	21%	15%	19%	19%	24%	26%	26%	31%	26%	38%	35%	24%	23%	26%	20%	21%	26%	23%	27%
YouTube	17%	21%	24%	17%	21%	37%	49%	34%	22%	28%	28%	23%	20%	19%	15%	15%	18%	10%	14%	11%	20%	16%	18%	25%	16%	17%	23%	35%
Podcasts	15%	14%	24%	16%	14%	27%	40%	13%	23%	27%	21%	20%	19%	17%	12%	15%	12%	8%	12%	6%	12%	13%	15%	18%	18%	13%	15%	13%
Facebook	16%	12%	10%	16%	13%	25%	10%	12%	20%	14%	19%	24%	12%	20%	17%	14%	14%	11%	4%	9%	18%	16%	12%	12%	9%	17%	12%	19%
Other websites	14%	14%	20%	13%	14%	17%	30%	18%	15%	22%	19%	14%	20%	17%	9%	9%	13%	11%	10%	8%	12%	10%	16%	14%	16%	13%	11%	11%
Newspaper	7%	15%	11%	6%	15%	11%	6%	9%	4%	9%	13%	7%	16%	11%	4%	13%	18%	10%	18%	19%	10%	11%	11%	14%	17%	8%	15%	7%
Streaming app(s)	11%	10%	6%	11%	9%	19%	14%	9%	11%	14%	8%	11%	17%	10%	12%	14%	8%	8%	8%	8%	10%	9%	11%	10%	9%	11%	10%	8%
Talk radio	15%	5%	6%	15%	6%	4%	1%	4%	16%	11%	6%	14%	10%	10%	19%	13%	8%	14%	5%	3%	9%	9%	10%	10%	9%	11%	8%	7%
TikTok	4%	12%	11%	4%	11%	21%	17%	40%	10%	9%	21%	6%	6%	12%	3%	4%	6%	1%	2%	1%	7%	10%	7%	12%	7%	7%	11%	21%
Twitter / X	11%	5%	14%	11%	6%	25%	17%	19%	18%	13%	6%	16%	8%	3%	7%	11%	2%	4%	4%	1%	6%	6%	8%	10%	10%	6%	7%	9%
Unsure	4%	2%	10%	4%	2%	5%	3%	2%	4%	5%	3%	2%	0%	1%	4%	3%	2%	4%	2%	2%	5%	4%	2%	3%	2%	3%	1%	2%