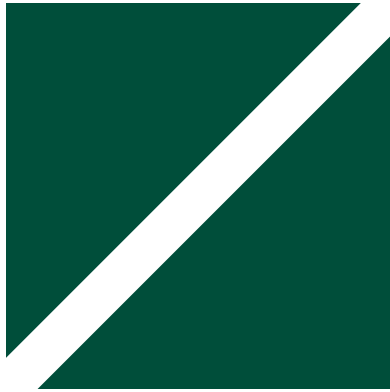




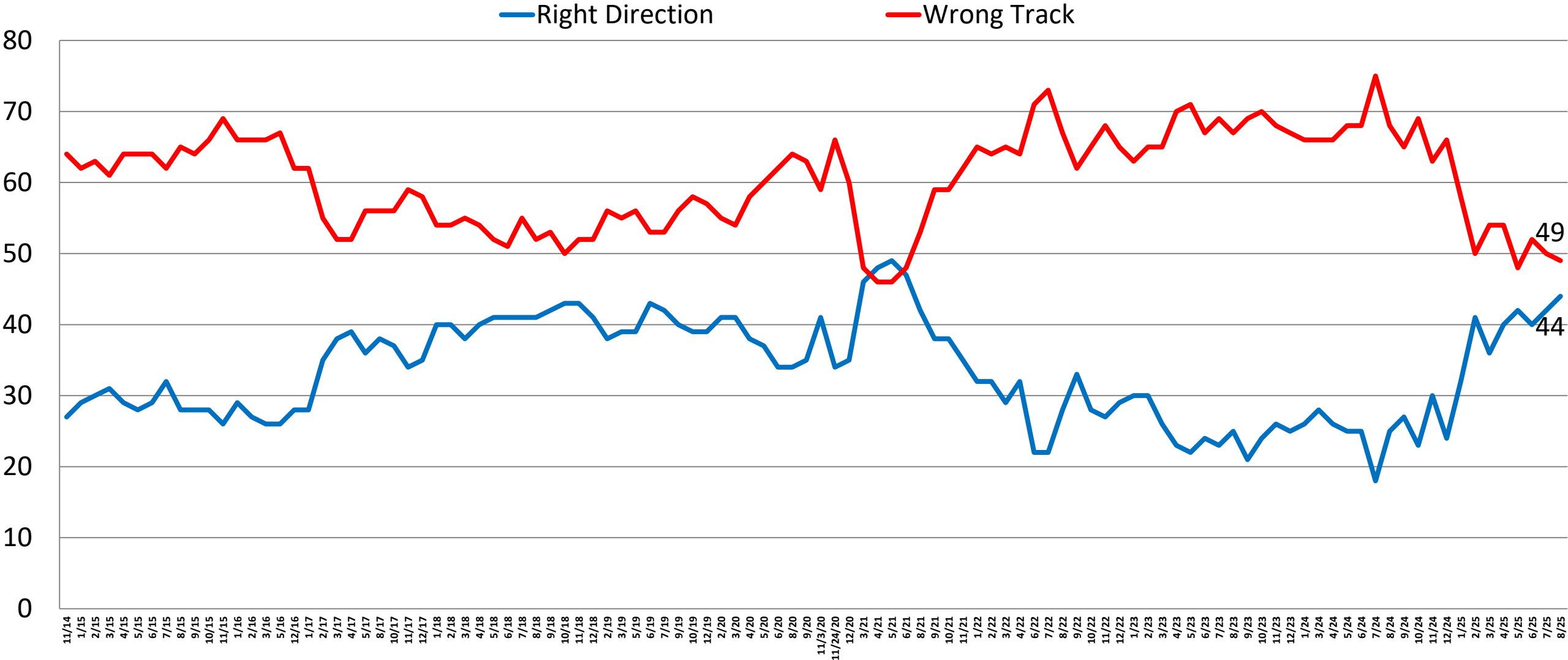
National Survey Results
1,000 General Election Voters
Political Environment, Trends & Analysis

 **McLaughlin & Associates**

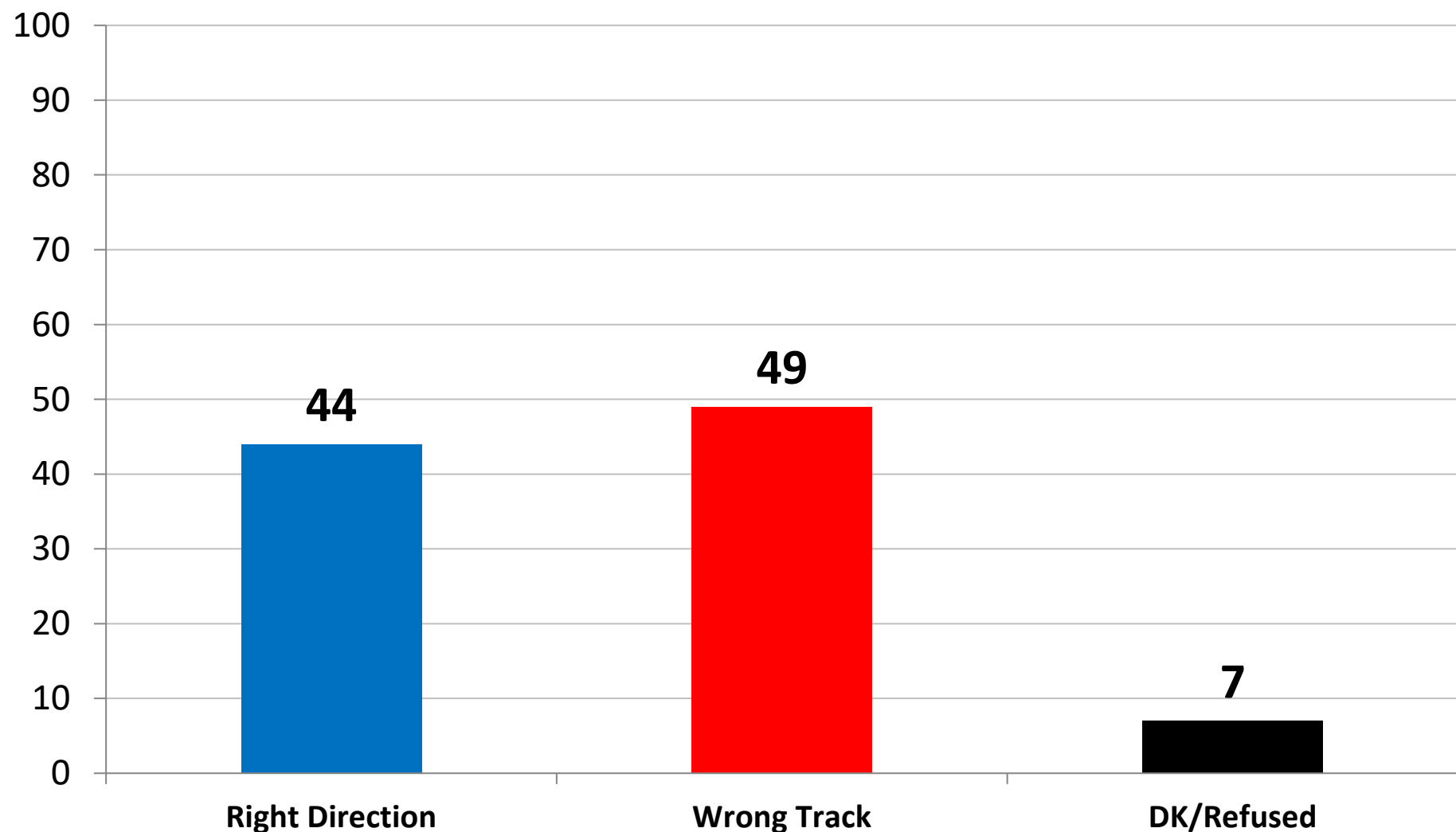
Field Dates: August 21st – 26th, 2025

www.mclaughlinonline.com

Direction: *United States* (Time Series)

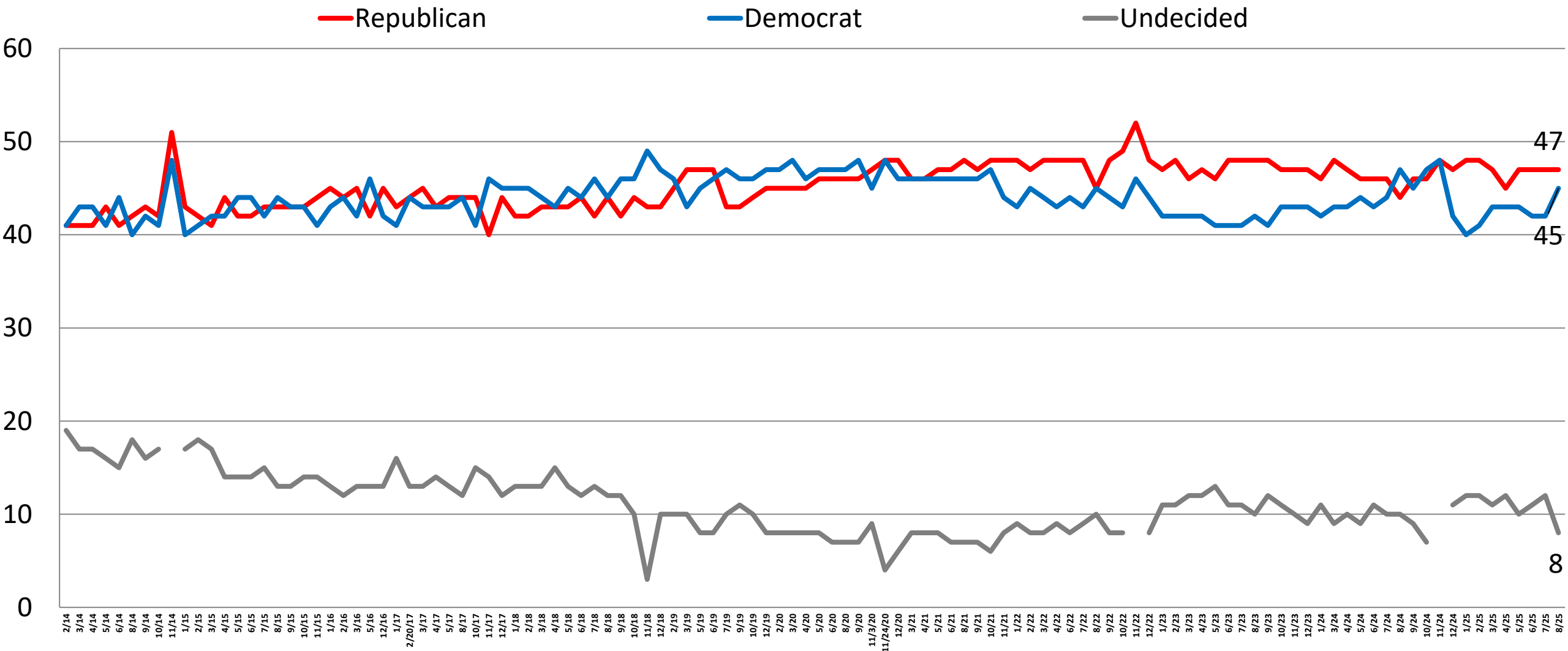


Direction: *United States*

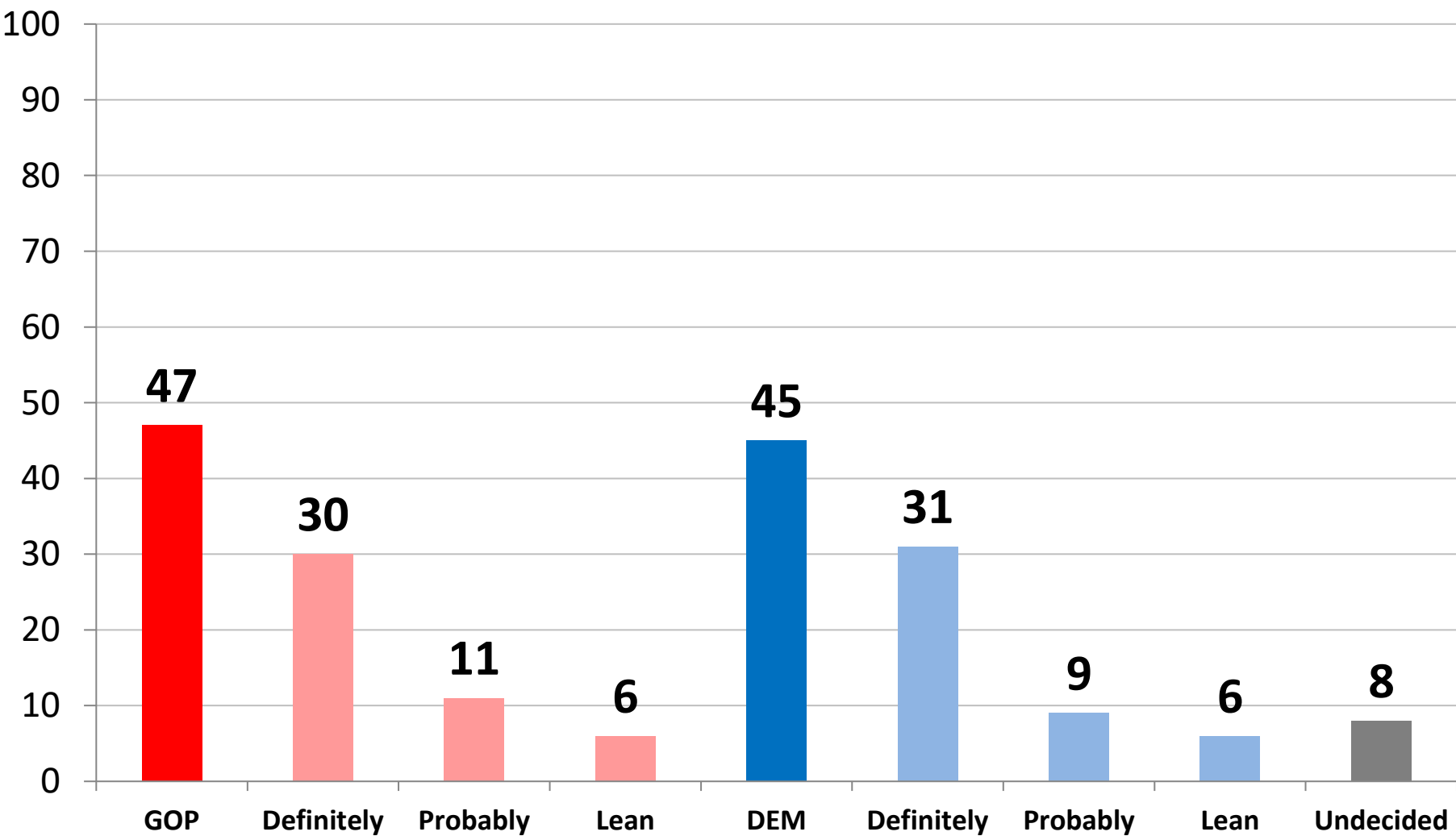


	Right	Wrong
East	43	52
Midwest	45	47
South	48	46
West	39	54
Gen. Cong. – Vote GOP	79	16
Gen. Cong. – Vote DEM	13	81
Gen. Cong. – Vote UND	11	68
Approve Trump Job	79	15
Disapprove Trump Job	7	90
Republican	77	17
Democrat	16	77
Independent	34	57
Liberal	25	71
Moderate	30	60
Conservative	73	23
Vote Trump 2024	80	14
Vote Harris 2024	12	83
White	49	46
African-American	30	62
Hispanic	35	55
Under 55	43	50
Over 55	46	49
Married	53	41
Single	32	60
Men	54	42
Women	35	56
Live in Urban Area	43	51
Live in Suburban Area	41	53
Live in Rural Area	53	40

Generic Ballot: *U.S. Congress* (Time Series)



Generic Ballot: *U.S. Congress*



	GOP	DEM	UND
East	38	54	8
Midwest	51	39	10
South	52	41	7
West	42	51	7
Gen. Cong. – Vote GOP	100	0	0
Gen. Cong. – Vote DEM	0	100	0
Gen. Cong. – Vote UND	0	0	100
Approve Trump Job	83	14	4
Disapprove Trump Job	9	82	9
Republican	94	5	2
Democrat	4	94	2
Independent	38	41	22
Liberal	22	76	3
Moderate	31	55	14
Conservative	82	13	5
Vote Trump 2024	90	7	3
Vote Harris 2024	7	88	5
White	55	40	6
African-American	18	67	15
Hispanic	36	49	16
Under 55	44	46	10
Over 55	51	43	5
Married	57	37	7
Single	34	56	10
Men	55	39	7
Women	40	51	9
Live in Urban Area	35	57	8
Live in Suburban Area	47	45	8
Live in Rural Area	61	32	8

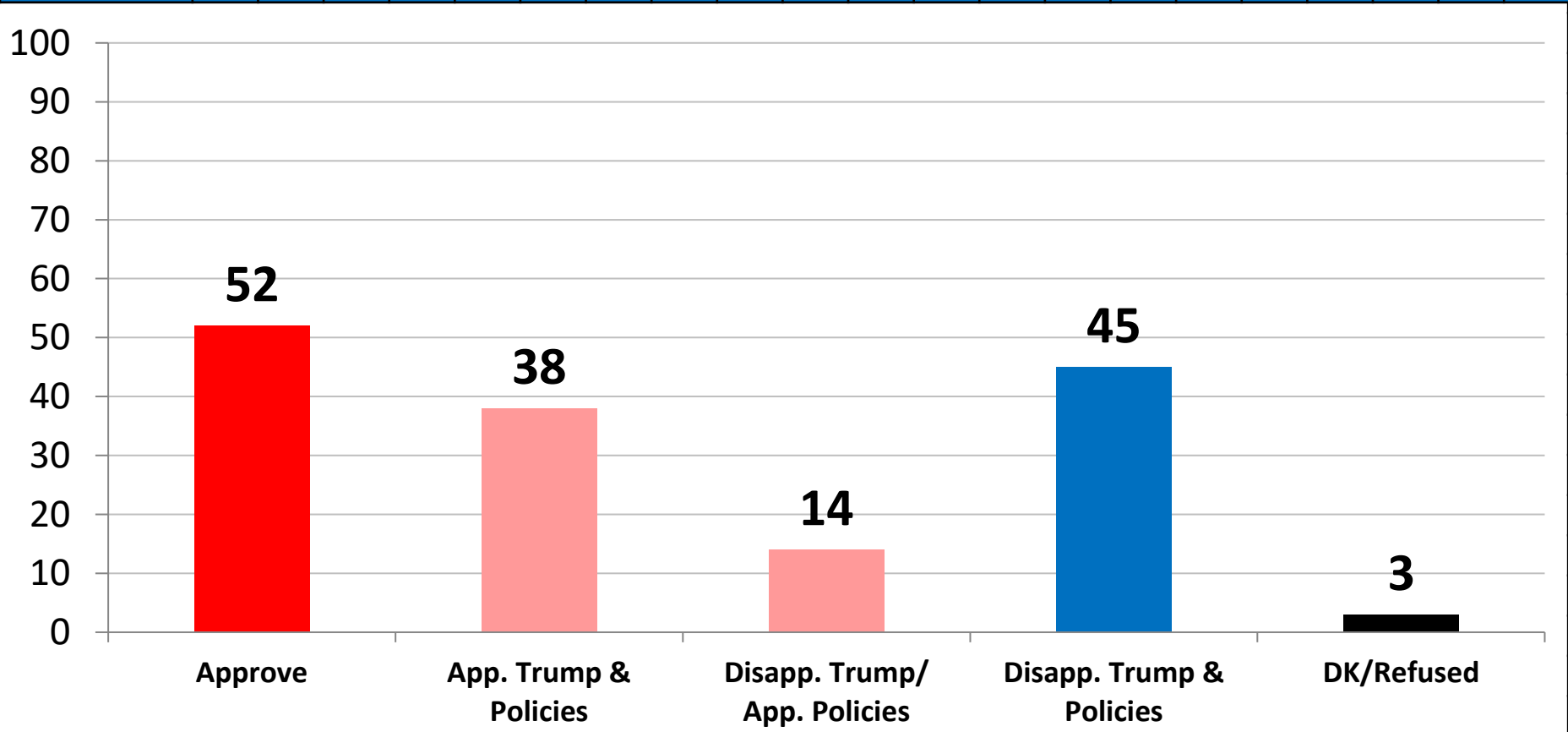
Which of the following statements regarding President Trump and his policies comes closest to your opinion?

1) I approve of President Trump and his policies.

2) I disapprove of President Trump personally, but I like a lot of his policies.

3) I disapprove of President Trump and his policies.

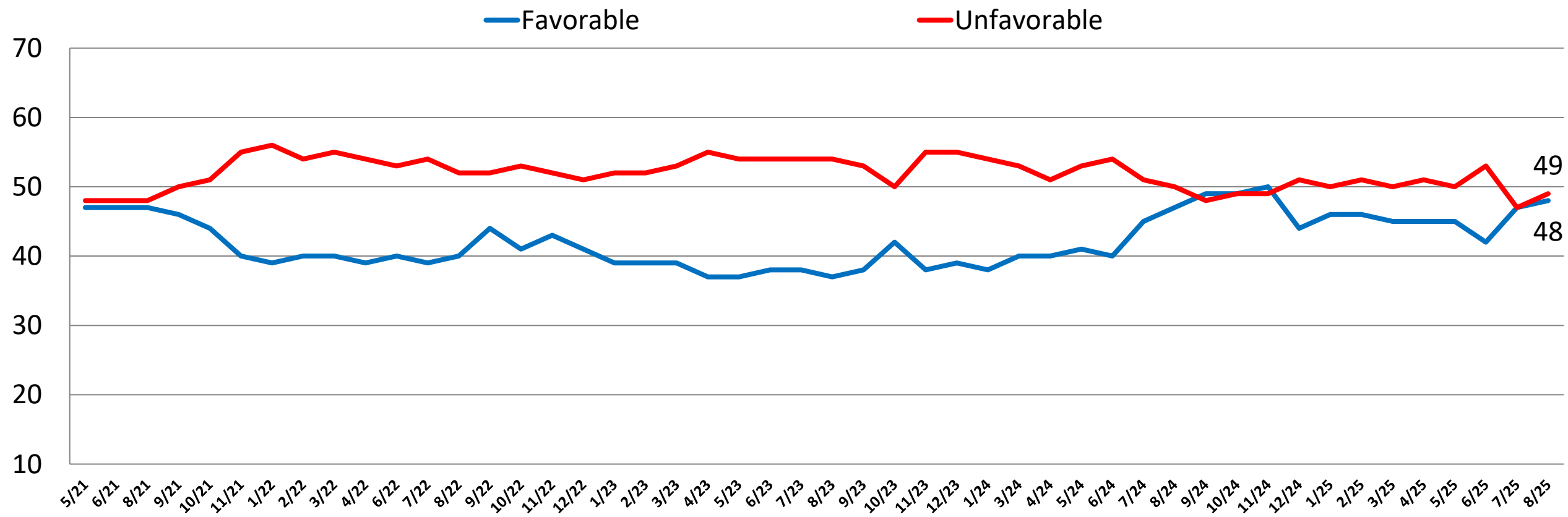
	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24	6/24	7/24	8/24	9/24	10/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25
Approve	55	56	58	52	56	58	55	55	53	52	52	52	54	57	54	52	50	51	51	52	52
Trump & Policies	33	31	32	31	34	35	34	33	31	33	33	33	34	42	41	39	39	38	37	39	38
Just Policies	22	25	25	21	23	24	21	23	22	19	20	19	20	14	13	14	11	13	15	14	14
Disapprove Both	41	40	38	43	39	38	41	41	44	46	44	44	45	38	42	43	45	44	43	43	45



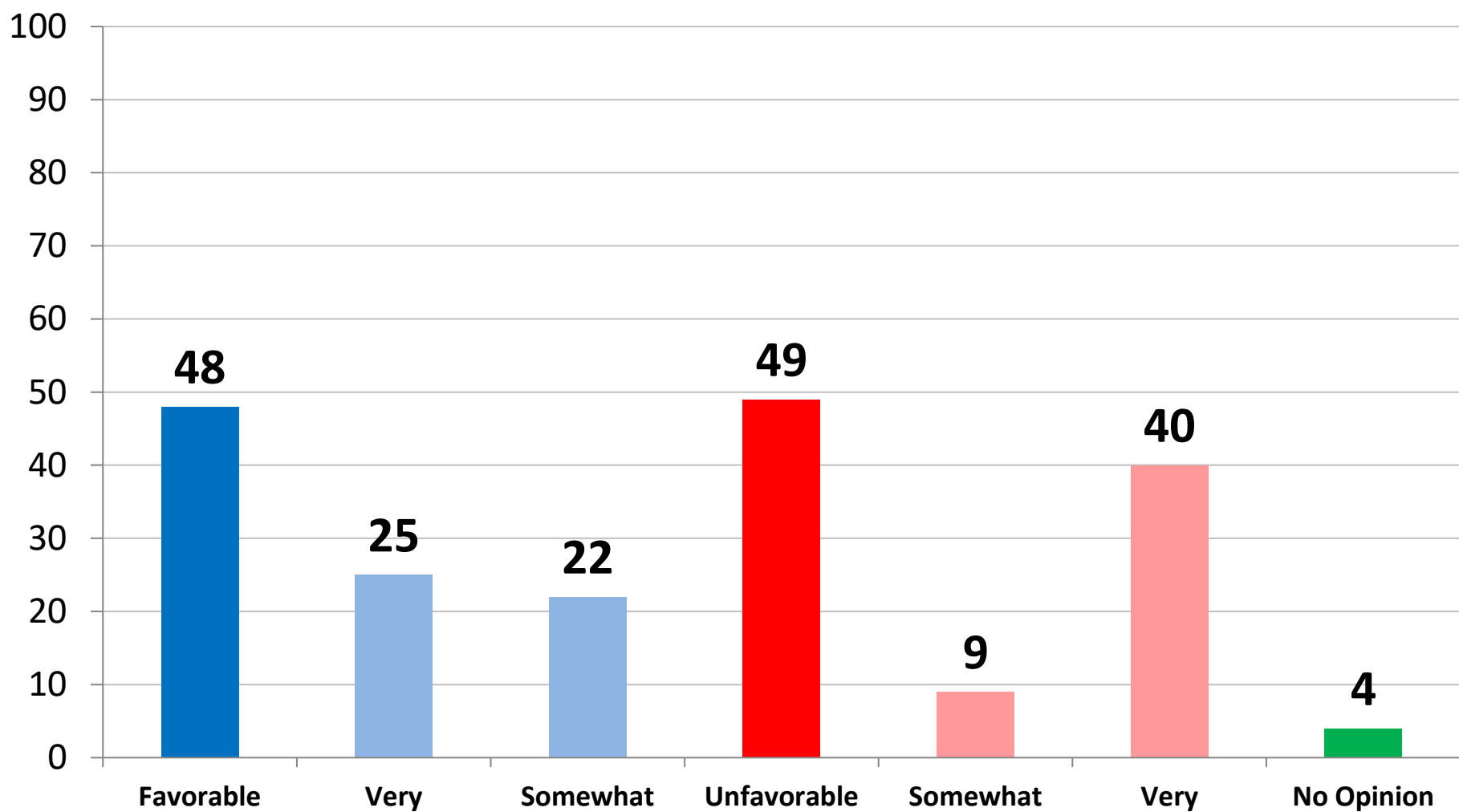
	App.	Both	Policy	Disapp.
East	45	33	12	51
Midwest	53	41	12	45
South	57	42	15	40
West	49	34	15	49
Gen. Cong. – Vote GOP	91	73	18	8
Gen. Cong. – Vote DEM	16	7	9	82
Gen. Cong. – Vote UND	24	6	18	53
Approve Trump Job	100	74	27	0
Disapprove Trump Job	0	0	0	100
Republican	88	75	13	10
Democrat	18	10	9	79
Independent	44	24	20	50
Liberal	29	20	9	68
Moderate	40	24	17	55
Conservative	80	66	14	19
Vote Trump 2024	93	77	16	6
Vote Harris 2024	14	4	10	84
White	57	45	13	40
African-American	34	15	19	61
Hispanic	36	21	16	55
Under 55	51	36	15	45
Over 55	53	41	12	45
Married	60	45	16	38
Single	41	28	13	55
Men	61	48	13	38
Women	44	29	15	52
Live in Urban Area	50	36	14	47
Live in Suburban Area	49	33	16	48
Live in Rural Area	60	50	10	37

Opinion: *Kamala Harris* (Time Series)

	5/21	6/21	8/21	9/21	10/21	11/21	1/22	2/22	3/22	4/22	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23
Favorable	47	47	47	46	44	40	39	40	40	39	40	39	40	44	41	43	41	39	39	39	37	37	38	38
Unfavorable	48	48	48	50	51	55	56	54	55	54	53	54	52	52	53	52	51	52	52	53	55	54	54	54
Net Diff.	-1	-1	-1	-4	-7	-15	-17	-16	-15	-15	-13	-15	-12	-8	-12	-9	-10	-13	-13	-14	-18	-17	-16	-16
	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25
Favorable	37	38	42	38	39	38	40	40	41	40	45	47	49	49	50	44	46	46	45	45	45	42	47	48
Unfavorable	54	53	50	55	55	54	53	51	53	54	51	50	48	49	49	51	50	51	50	51	50	53	47	49
Net Diff.	-17	-15	-8	-17	-16	-16	-13	-11	-12	-14	-6	-4	+1	0	+1	-7	-4	-5	-5	-6	-5	-11	+1	-1



Opinion: *Kamala Harris*

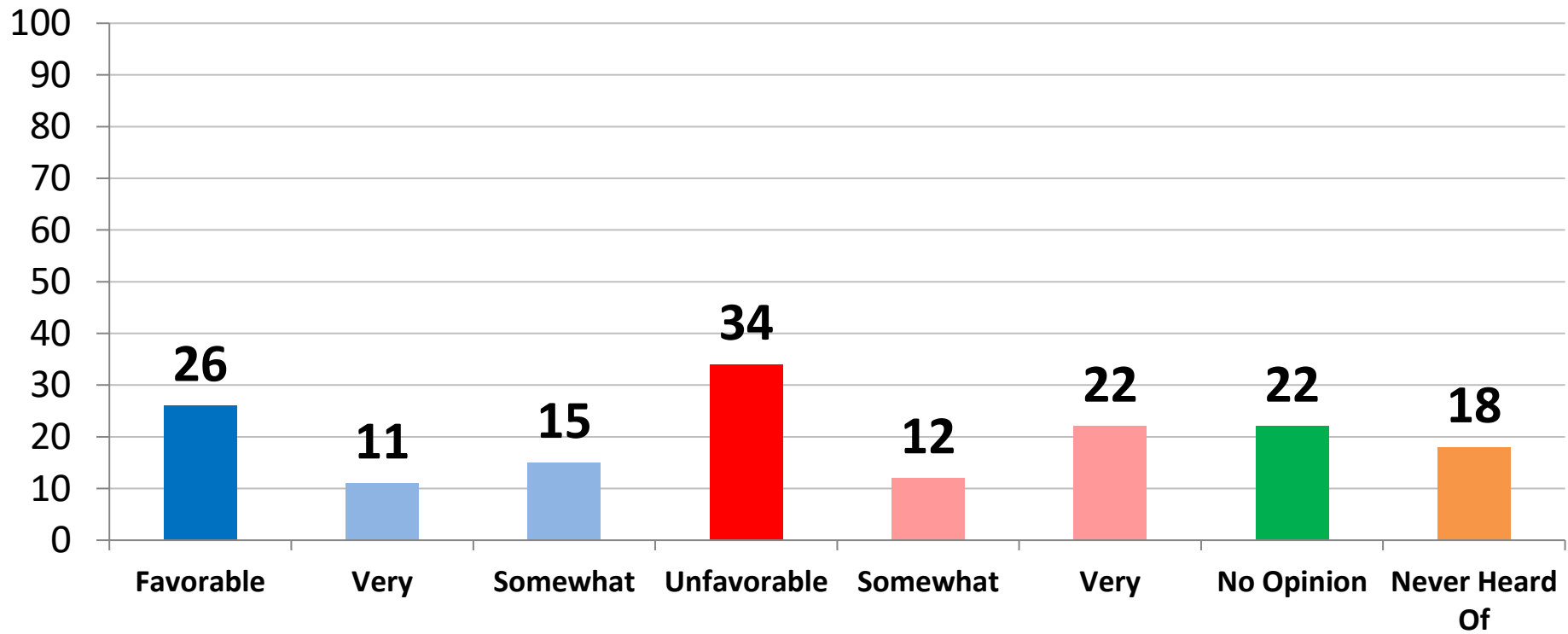


	Favorable	Unfavorable
East	54	40
Midwest	40	59
South	42	53
West	58	39
Gen. Cong. – Vote GOP	11	84
Gen. Cong. – Vote DEM	88	11
Gen. Cong. – Vote UND	35	53
Approve Trump Job	18	78
Disapprove Trump Job	82	16
Republican	12	83
Democrat	86	11
Independent	49	48
Liberal	73	23
Moderate	58	38
Conservative	20	77
Vote Trump 2024	10	85
Vote Harris 2024	88	11
White	41	57
African-American	76	20
Hispanic	59	30
Under 55	52	43
Over 55	42	56
Married	41	58
Single	59	36
Men	40	56
Women	54	42
Live in Urban Area	61	35
Live in Suburban Area	48	49
Live in Rural Area	32	64

Opinion:

Hakeem Jeffries

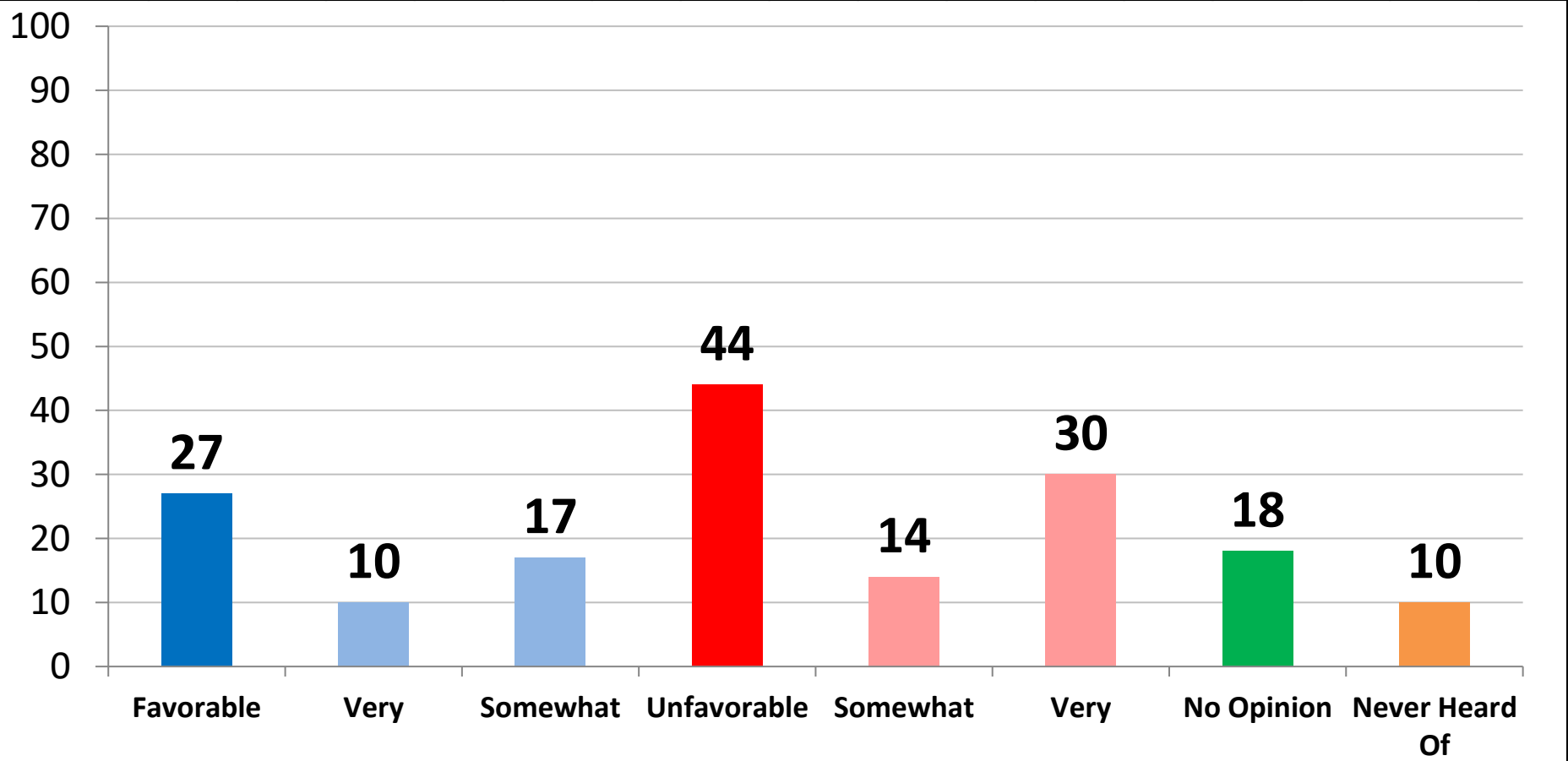
	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24
Favorable	26	26	24	23	23	22	23	20	21	23	24	23	22	21	21
Unfavorable	24	23	25	27	25	28	25	28	31	27	29	33	28	30	32
Net Diff.	+2	+3	-1	-4	-2	-6	-2	-8	-10	-4	-5	-10	-6	-9	-11
	5/24	6/24	7/24	8/24	9/24	10/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	
Favorable	22	21	23	24	23	20	23	22	25	25	26	24	28	26	
Unfavorable	32	30	27	25	30	29	28	29	32	31	30	32	35	34	
Net Diff.	-10	-8	-4	-1	-6	-9	-5	-7	-7	-6	-4	-8	-7	-8	



	Favorable	Unfavorable
East	35	29
Midwest	19	42
South	24	33
West	28	32
Gen. Cong. – Vote GOP	11	54
Gen. Cong. – Vote DEM	43	14
Gen. Cong. – Vote UND	18	27
Approve Trump Job	14	50
Disapprove Trump Job	40	18
Republican	11	52
Democrat	44	14
Independent	24	34
Liberal	45	18
Moderate	28	27
Conservative	11	52
Vote Trump 2024	10	54
Vote Harris 2024	43	14
White	23	36
African-American	42	26
Hispanic	30	28
Under 55	25	31
Over 55	27	38
Married	26	37
Single	26	30
Men	28	42
Women	24	27
Live in Urban Area	33	30
Live in Suburban Area	28	32
Live in Rural Area	15	42

Opinion: *Chuck Schumer*

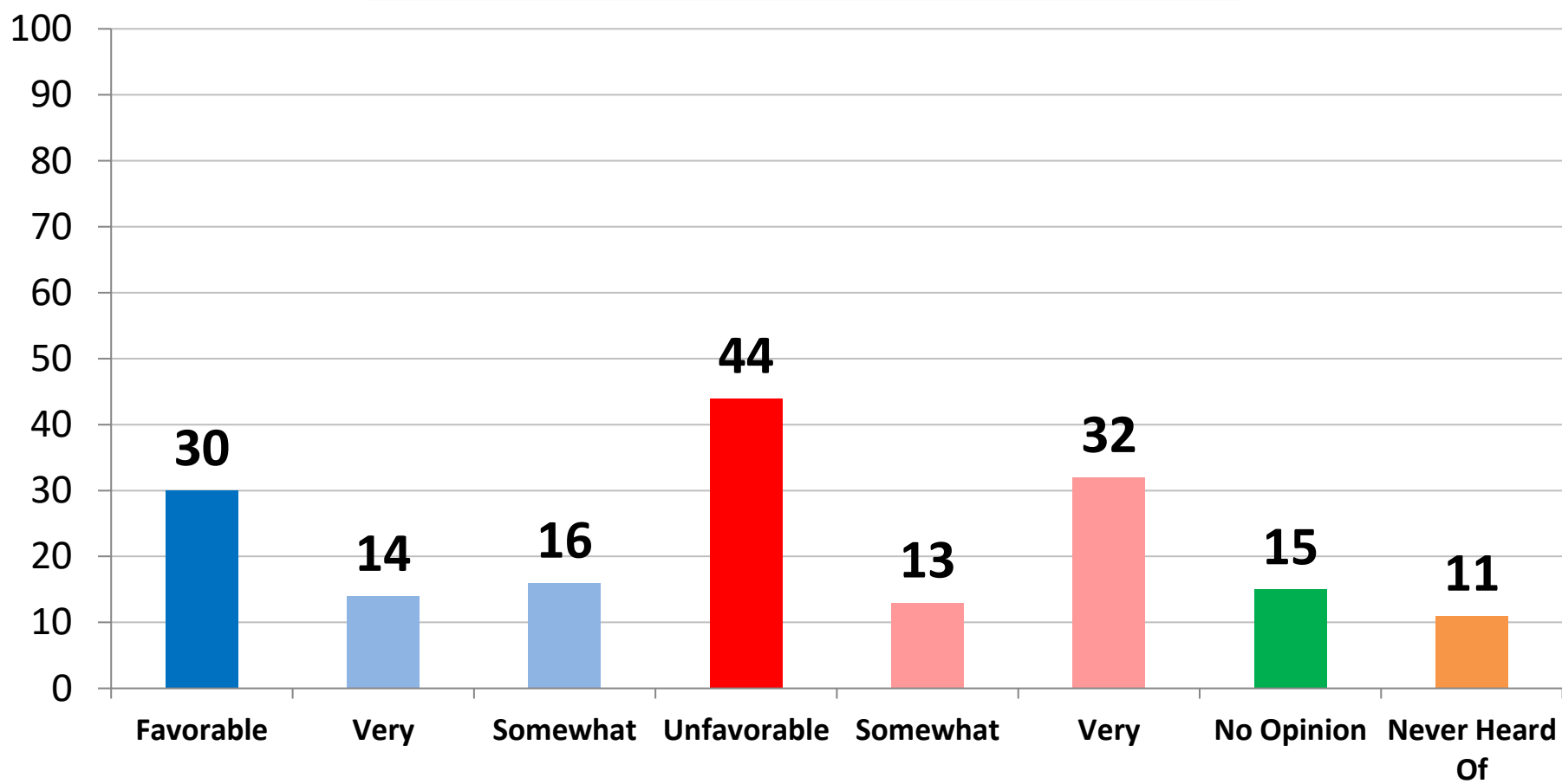
	3/21	4/21	5/21	6/21	8/21	9/21	10/21	11/21	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25
Favorable	28	34	32	33	31	32	33	31	25	25	24	25	26	24	29	27
Unfavorable	47	47	48	43	46	49	47	49	39	43	46	46	45	45	44	44
Net Diff.	-19	-13	-17	-10	-16	-17	-14	-18	-15	-17	-22	-21	-19	-21	-15	-17



	Favorable	Unfavorable
East	40	35
Midwest	22	51
South	23	46
West	30	43
Gen. Cong. – Vote GOP	13	68
Gen. Cong. – Vote DEM	45	20
Gen. Cong. – Vote UND	12	41
Approve Trump Job	16	63
Disapprove Trump Job	41	25
Republican	12	67
Democrat	49	16
Independent	23	48
Liberal	38	31
Moderate	34	33
Conservative	13	65
Vote Trump 2024	13	68
Vote Harris 2024	45	20
White	24	50
African-American	42	22
Hispanic	29	34
Under 55	26	37
Over 55	29	53
Married	26	50
Single	29	33
Men	31	51
Women	25	38
Live in Urban Area	34	37
Live in Suburban Area	27	45
Live in Rural Area	21	50

Opinion: *Alexandria Ocasio Cortez*

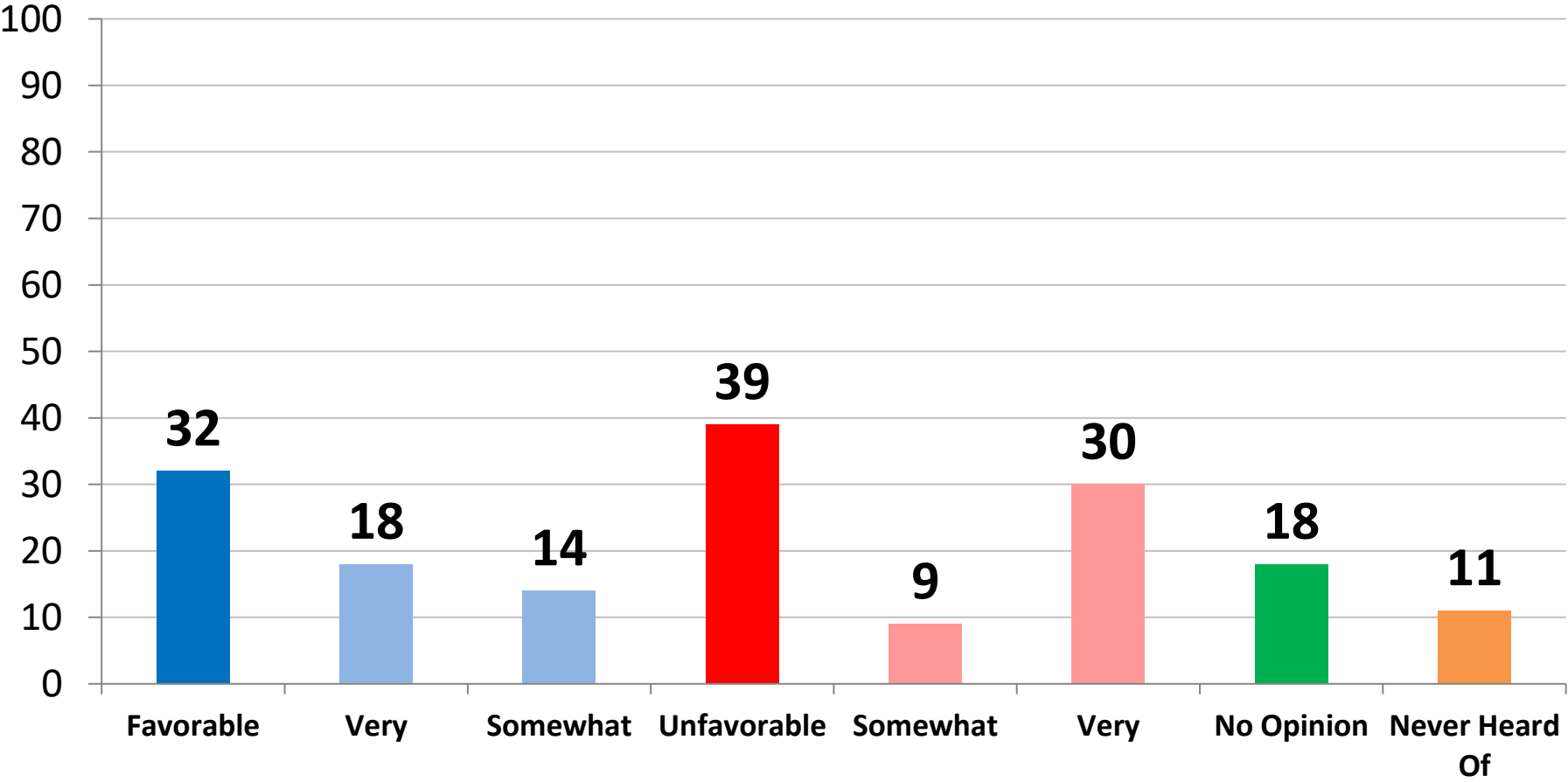
	3/20	11/20	4/25	5/25	6/25	7/25	8/25
Favorable	29	31	29	31	29	33	30
Unfavorable	44	42	41	41	40	41	44
Net Diff.	-15	-11	-12	-10	-11	-8	-15



	Favorable	Unfavorable
East	33	43
Midwest	23	52
South	26	46
West	39	35
Gen. Cong. – Vote GOP	11	68
Gen. Cong. – Vote DEM	52	21
Gen. Cong. – Vote UND	11	33
Approve Trump Job	16	62
Disapprove Trump Job	47	25
Republican	10	67
Democrat	54	18
Independent	26	45
Liberal	54	24
Moderate	32	38
Conservative	11	65
Vote Trump 2024	12	67
Vote Harris 2024	51	21
White	25	50
African-American	38	22
Hispanic	45	29
Under 55	34	37
Over 55	24	53
Married	25	50
Single	36	32
Men	30	50
Women	29	39
Live in Urban Area	37	34
Live in Suburban Area	28	48
Live in Rural Area	24	49

Opinion: *Gavin Newsom*

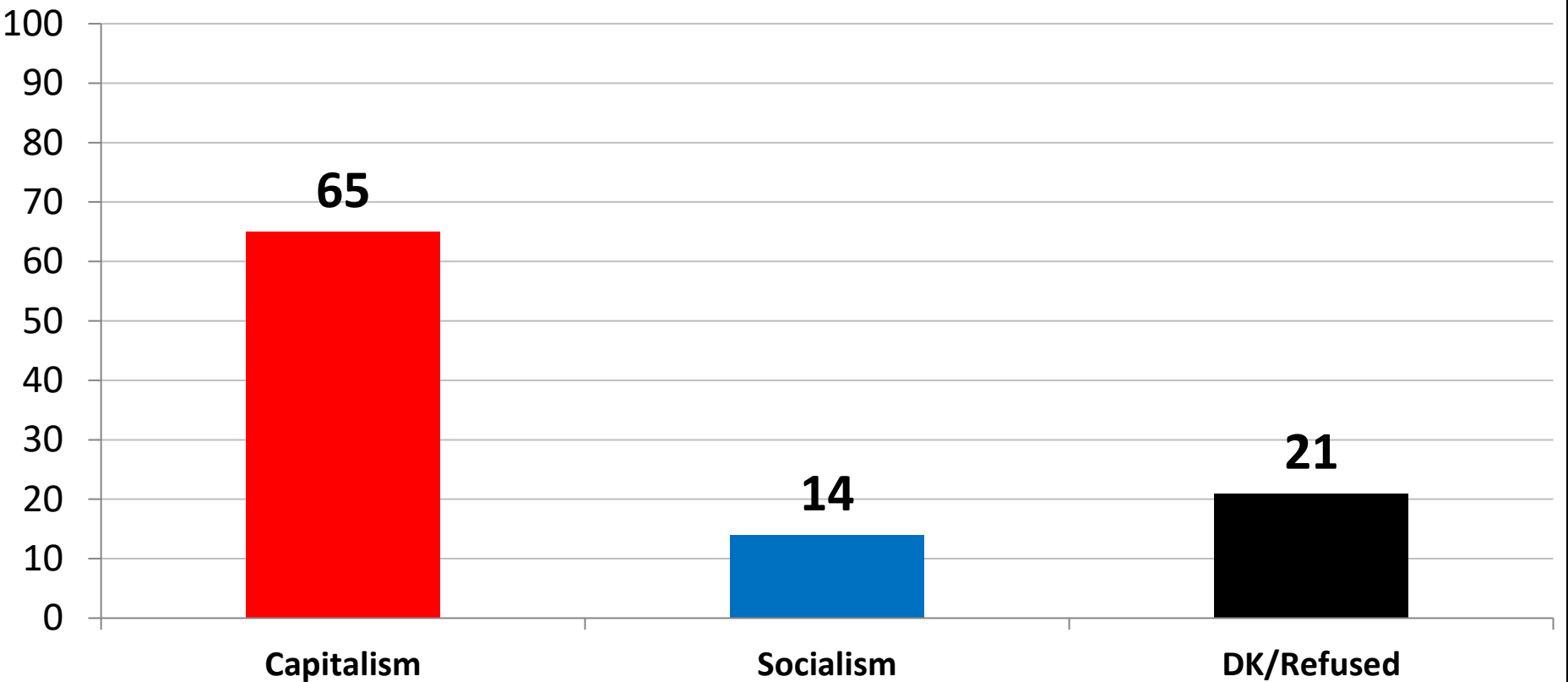
	6/25	7/25	8/25
Favorable	29	34	32
Unfavorable	40	39	39
Net Diff.	-11	-5	-7



	Favorable	Unfavorable
East	35	34
Midwest	26	47
South	26	39
West	47	36
Gen. Cong. – Vote GOP	14	65
Gen. Cong. – Vote DEM	55	14
Gen. Cong. – Vote UND	14	32
Approve Trump Job	16	61
Disapprove Trump Job	52	17
Republican	11	64
Democrat	58	13
Independent	31	37
Liberal	57	20
Moderate	36	27
Conservative	12	65
Vote Trump 2024	13	65
Vote Harris 2024	54	14
White	29	44
African-American	37	22
Hispanic	40	31
Under 55	33	33
Over 55	32	47
Married	31	46
Single	34	28
Men	33	45
Women	31	34
Live in Urban Area	41	31
Live in Suburban Area	32	40
Live in Rural Area	23	46

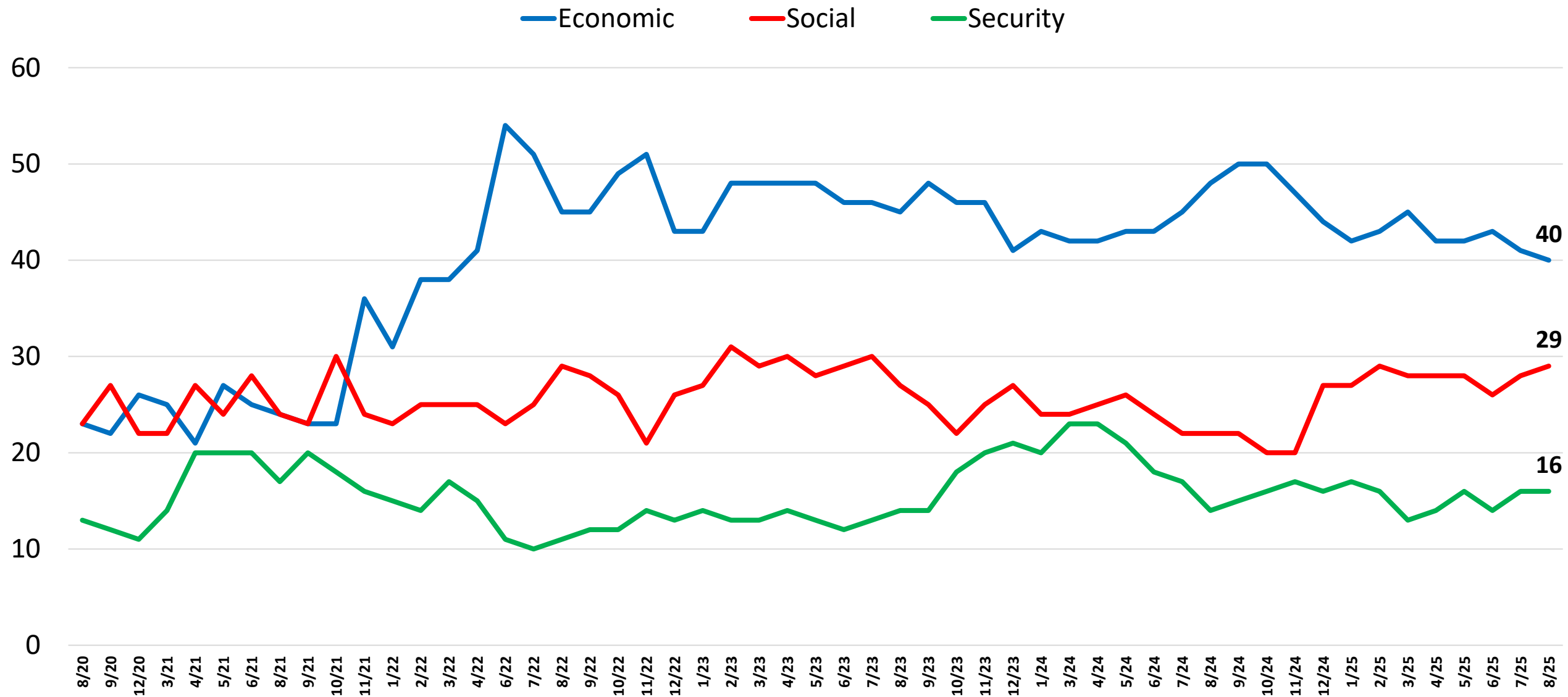
All things being equal, do you prefer:
Free Market Capitalism OR, Big Government Socialism

	10/19	12/19	2/20	3/20	4/20	5/20	6/20	8/20	9/20	11/20	12/20	3/21	4/21	5/21	6/21	8/21	10/21	11/21	1/22	2/22	3/22	4/22	6/22
Capitalism	63	60	61	62	59	61	62	59	60	76	58	60	63	64	63	59	61	62	61	62	62	61	62
Socialism	14	16	12	13	17	16	15	17	18	24	16	18	19	15	17	16	18	16	15	15	16	14	16
	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25
Capitalism	60	59	67	62	64	61	62	61	61	62	63	60	60	62	63	64	63	61	65	66	62	63	65
Socialism	15	16	17	14	11	13	15	14	14	12	11	13	12	15	12	12	12	14	11	11	13	13	14



	Capitalism	Socialism
East	66	13
Midwest	66	13
South	66	13
West	63	18
Gen. Cong. – Vote GOP	78	10
Gen. Cong. – Vote DEM	54	20
Gen. Cong. – Vote UND	54	8
Approve Trump Job	76	11
Disapprove Trump Job	53	18
Republican	79	7
Democrat	52	23
Independent	63	13
Liberal	53	31
Moderate	59	11
Conservative	80	6
Vote Trump 2024	78	9
Vote Harris 2024	53	19
White	72	10
African-American	42	23
Hispanic	50	24
Under 55	56	21
Over 55	76	6
Married	71	13
Single	57	17
Men	75	14
Women	56	14
Live in Urban Area	60	20
Live in Suburban Area	69	12
Live in Rural Area	63	12

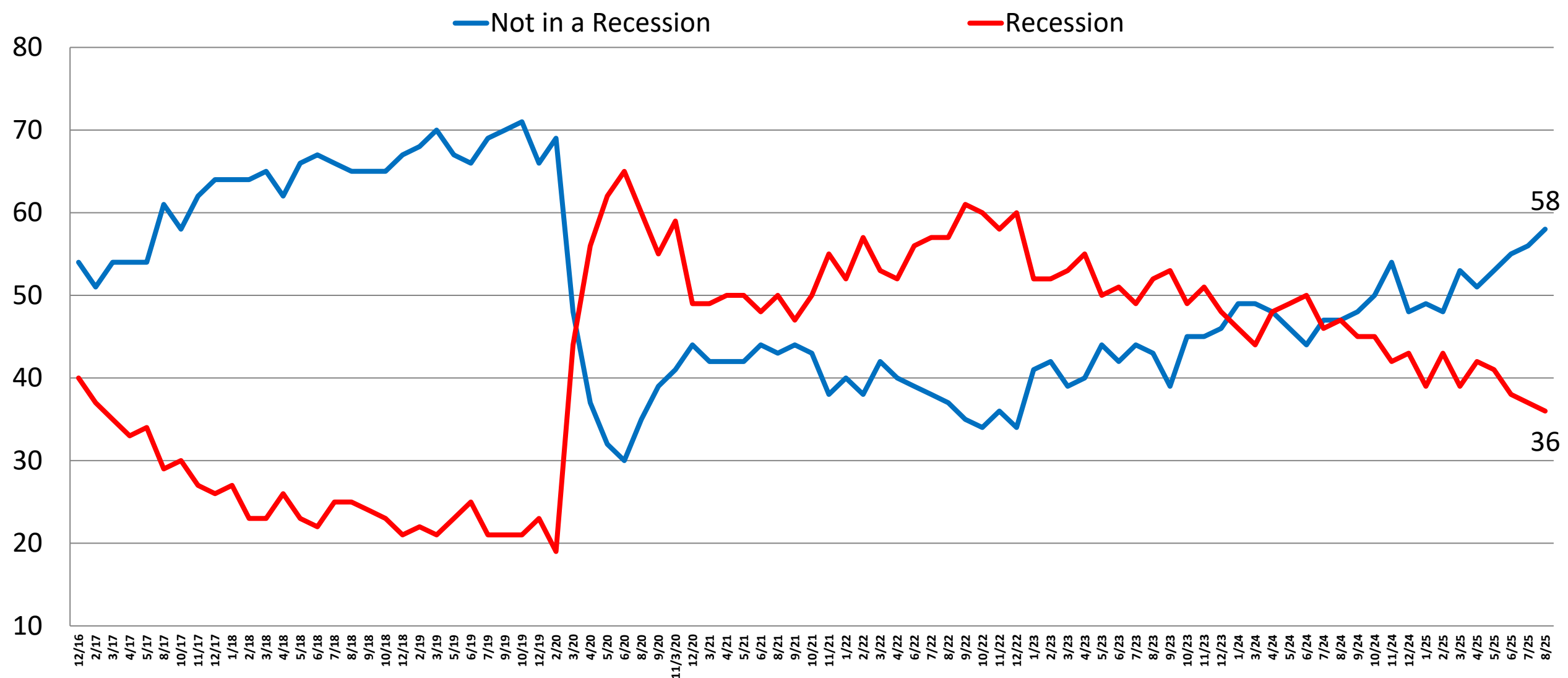
Most Important Issue (Time Series)



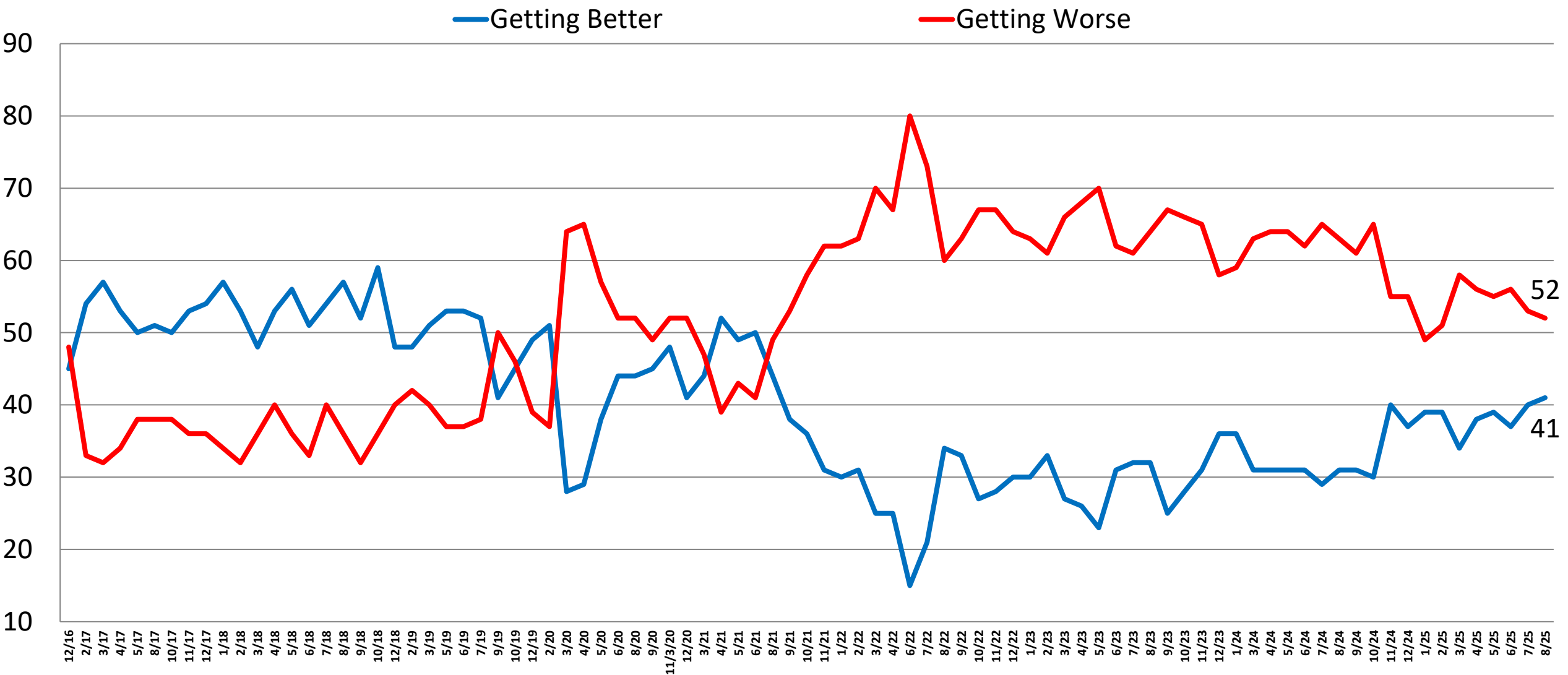
Most Important Issue

	4/24	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	Vote DJT	Vote KH	Rep	Dem	Ind	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Economic	42	43	43	45	48	50	50	47	44	42	43	45	42	42	43	41	40	45	34	43	35	42	39	40	37	45	35	39	41
Reduce Inflation/COL	24	23	25	29	30	29	28	26	27	22	24	23	22	19	21	19	18	19	16	17	16	22	19	15	13	22	14	16	20
The Economy	10	11	10	10	13	13	14	11	9	10	9	12	10	10	10	10	10	13	6	13	7	9	10	10	9	9	10	10	9
Gov't Spending/Debt	3	3	3	2	2	3	3	3	3	4	5	4	6	6	5	4	4	6	2	6	2	4	5	1	3	4	5	5	3
Jobs/Unemployment	3	4	4	3	3	2	2	4	3	4	3	4	3	2	3	4	4	4	4	3	6	4	3	6	9	6	2	3	5
Taxes	1	1	1	1	1	1	1	1	2	2	2	2	1	2	2	2	2	2	2	3	2	1	2	6	1	3	2	3	2
Trade and Tariffs	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	2	2	1	2	1	3	1	1	1	2	1	2	1	2
Gas/Energy Costs	2	2	1	1	1	1	1	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Social	25	26	24	22	22	22	20	20	27	27	29	28	28	28	26	28	29	22	37	24	34	30	30	29	29	27	31	29	29
Soc.Sec./Medicare	8	9	7	5	8	7	5	6	11	11	12	14	12	12	12	13	13	11	17	12	16	12	15	8	10	8	20	14	13
Health care	4	5	3	4	3	3	2	2	5	6	6	5	7	6	4	6	5	2	8	3	7	6	4	9	10	7	3	5	6
Medicaid	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	3	3	2	4	1	4	4	3	3	3	3	2	2	4
Climate Change/Envir.	4	4	4	3	4	4	3	2	4	4	4	4	3	3	2	3	3	1	5	2	3	3	4	1	1	2	4	4	2
Abortion	7	6	6	6	5	6	8	8	4	4	3	3	2	3	3	2	3	4	2	4	2	2	3	3	2	3	2	3	3
Improving Education	2	2	2	2	1	1	1	1	2	2	3	1	3	2	3	2	2	2	2	2	2	4	2	4	4	4	1	2	2
Race Relations	1	1	1	1	1	1	1	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Security	23	21	18	17	14	15	16	17	16	17	16	13	14	16	14	16	16	24	8	24	11	12	16	14	18	17	15	19	13
Border/Immigration	14	12	11	10	10	9	12	11	10	10	9	6	7	7	6	6	6	11	1	11	1	5	6	5	8	6	7	8	5
Nat.' Sec./Terrorism	3	3	3	2	2	3	1	2	2	4	4	4	4	4	4	5	5	7	3	8	4	3	6	3	3	5	5	5	6
Crime/Law & Order	3	2	2	2	1	2	1	2	2	2	2	1	2	2	2	2	2	3	1	3	1	2	2	2	2	2	2	3	1
Russia-Ukraine War	1	1	1	1	1	1	1	0	*	*	*	*	*	1	2	2	1	2	1	1	2	1	1	1	3	1	1	3	0
Iran/War in M.E.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	1	2	1	2	1	1	3	3	2	0	2	1
China	1	1	0	0	0	0	0	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Hamas-Israel War	2	2	1	1	1	1	1	1	1	1	1	1	1	2	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Protecting Democracy	*	*	7	9	8	7	7	8	7	5	7	8	8	7	8	8	8	2	14	2	14	8	8	8	8	6	10	6	10
Honesty/Integrity/D.C	5	4	4	4	4	3	3	4	5	6	4	6	5	7	6	5	5	6	5	7	4	5	6	4	4	3	8	5	5
Election Integrity	2	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Indictments of Trump	3	3	2	1	1	1	2	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DK/Refused	2	2	2	2	1	2	2	1	2	2	2	1	2	1	3	3	2	2	2	2	3	2	1	4	4	3	1	2	2

Opinion: U.S. Economy (Time Series)



Opinion: U.S. Economy - Continued (Time Series)

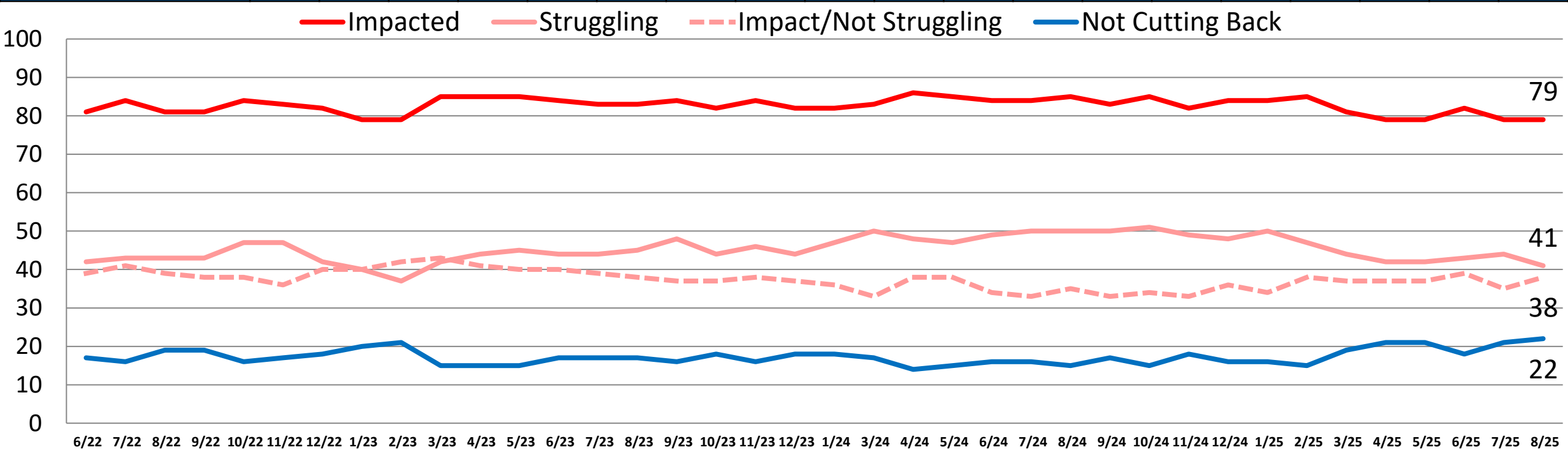


Current Opinion of U.S. Economy (Time Series)

	4/24	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	Vote DJT	Vote KH	Rep	Dem	Ind	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Not Recession	48	46	44	47	47	48	50	54	48	49	48	53	51	53	55	56	58	66	51	68	51	53	60	51	53	50	66	64	52
Getting Better	21	19	20	19	19	19	20	28	21	20	22	20	23	26	26	27	28	51	8	51	12	19	32	18	22	25	33	36	22
Getting Worse	27	27	24	28	28	29	30	25	27	29	26	33	29	28	29	29	29	15	43	17	38	34	28	34	30	26	34	28	30
Recession	48	49	50	46	47	45	45	42	43	39	43	39	42	41	38	37	36	28	43	25	44	40	33	39	40	43	27	31	40
Getting Better	10	12	11	10	12	12	10	12	16	19	17	14	15	13	11	13	13	19	6	16	8	14	12	14	13	17	8	14	12
Getting Worse	38	37	39	37	36	33	34	30	28	20	25	25	27	28	27	24	23	8	37	9	36	26	21	25	27	26	19	18	28
D.K./Refused	5	5	6	7	6	7	6	5	8	11	10	8	7	6	7	7	7	6	6	7	6	7	6	10	7	6	7	5	9
Net Diff.	0	-2	-6	+1	-1	+3	+5	+12	+5	+10	+5	+13	+9	+13	+17	19	+22	+39	+9	+43	+7	+13	+27	+12	+13	+7	+39	+33	+12
Getting Better	31	31	31	29	31	31	30	40	37	39	39	34	38	39	37	40	41	71	14	66	20	33	44	32	35	42	40	50	33
Getting Worse	64	64	62	65	63	61	65	55	55	49	51	58	56	55	56	53	52	23	80	26	74	60	49	59	57	52	53	46	58
D.K./Refused	5	5	6	7	6	7	6	5	8	11	10	8	7	6	7	7	7	6	6	7	6	7	6	10	7	6	7	5	9
Net Diff.	-34	-34	-31	-36	-33	-30	-35	-15	-18	-10	-12	-23	-18	-17	-19	-12	-11	+47	-65	+40	-54	-26	-5	-27	-22	-10	-13	+4	-25

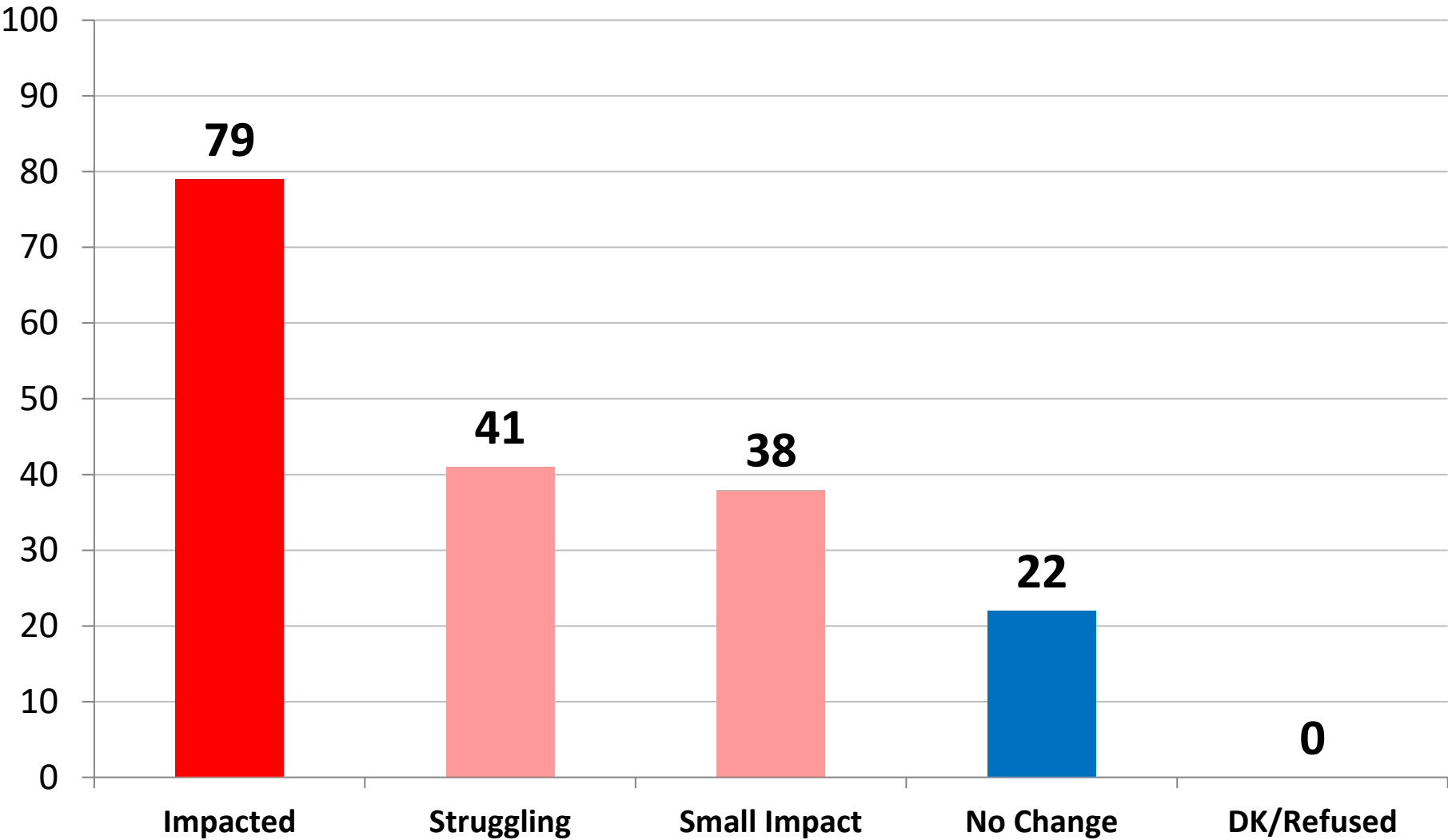
Which of the following best describes how inflation and higher costs have impacted your personal and household financial situation? (Time Series)

	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	11/23	12/23
Impacted	81	84	81	81	84	83	82	79	79	85	85	85	84	83	83	84	82	84	82
Struggling	42	43	43	43	47	47	42	40	37	42	44	45	44	44	45	48	44	46	44
Impact/Not Struggling	39	41	39	38	38	36	40	40	42	43	41	40	40	39	38	37	37	38	37
Not Cutting Back	17	16	19	19	16	17	18	20	21	15	15	15	17	17	17	16	18	16	18
	1/24	3/24	4/24	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25
Impacted	82	83	86	85	84	84	85	83	85	82	84	84	85	81	79	79	82	79	79
Struggling	47	50	48	47	49	50	50	50	51	49	48	50	47	44	42	42	43	44	41
Impact/Not Struggling	36	33	38	38	34	33	35	33	34	33	36	34	38	37	37	37	39	35	38
Not Cutting Back	18	17	14	15	16	16	15	17	15	18	16	16	16	15	19	21	18	21	22



Which of the following best describes how inflation and higher costs have impacted your personal and household financial situation?

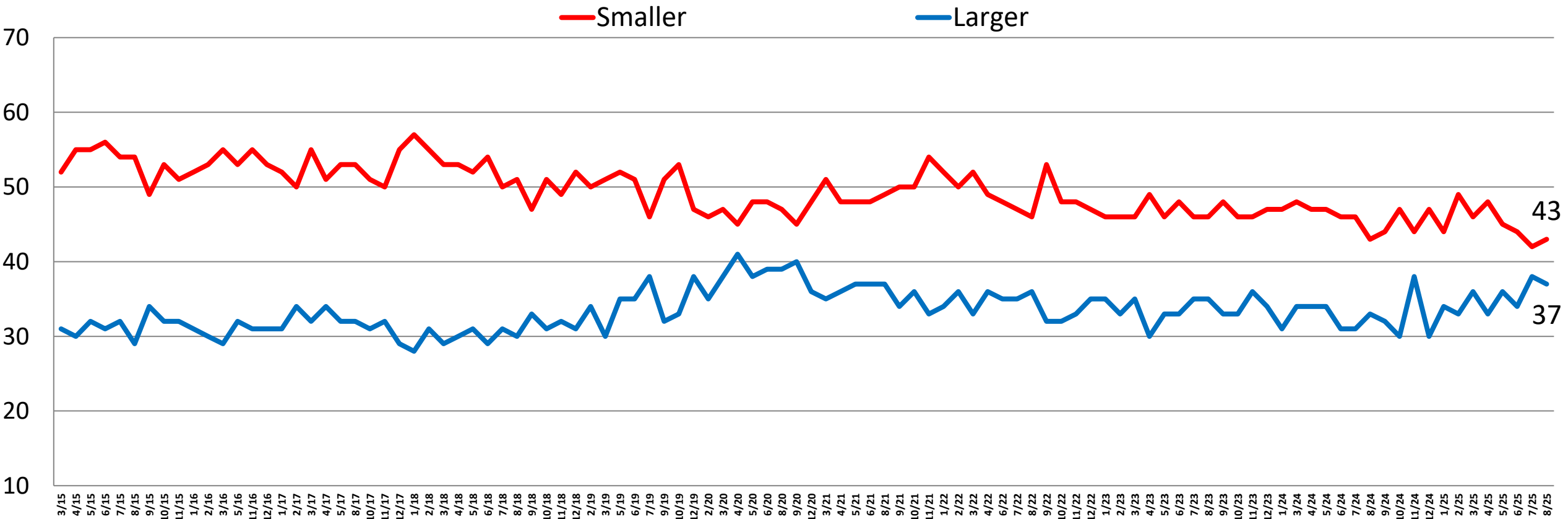
- 1) With inflation and higher prices, we are struggling to keep up and afford basic necessities.
- 2) We are not struggling but inflation and higher prices have had a significant impact on our finances and spending.
- 3) Despite inflation and higher prices, we are still able to afford our normal spending without cutting back.



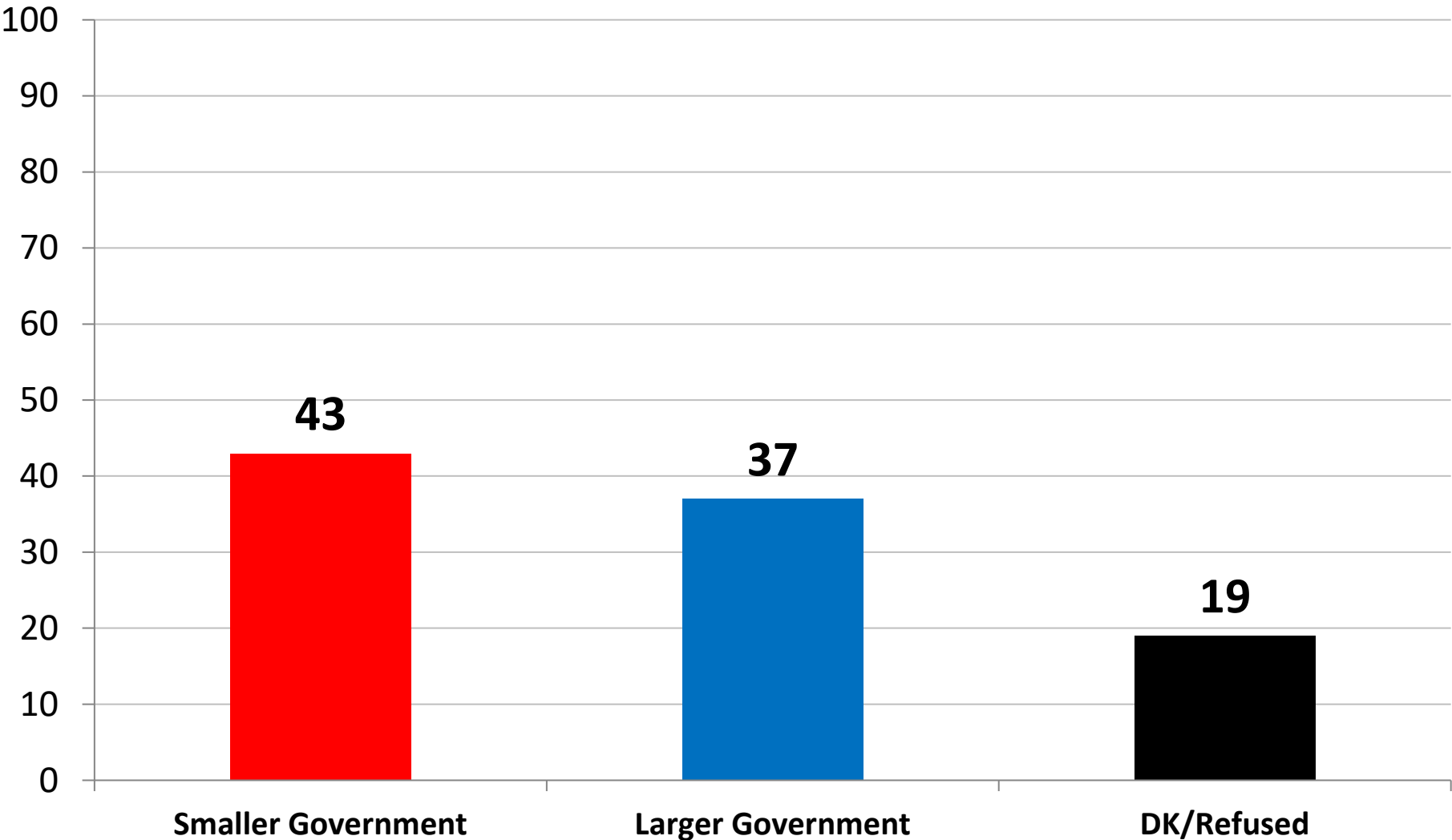
	Struggle	Impact	No Change
East	36	43	21
Midwest	41	35	24
South	40	38	22
West	46	36	18
Gen. Cong. – Vote GOP	29	42	29
Gen. Cong. – Vote DEM	51	34	15
Gen. Cong. – Vote UND	56	31	14
Approve Trump Job	30	43	27
Disapprove Trump Job	53	32	15
Republican	29	41	31
Democrat	52	32	16
Independent	44	40	17
Liberal	50	31	19
Moderate	47	41	12
Conservative	28	38	34
Vote Trump 2024	29	44	28
Vote Harris 2024	50	34	16
White	37	39	23
African-American	50	31	19
Hispanic	53	34	13
Under 55	46	35	19
Over 55	35	41	24
Married	33	42	25
Single	49	33	18
Men	35	37	29
Women	47	38	15
Live in Urban Area	49	30	21
Live in Suburban Area	38	42	21
Live in Rural Area	39	38	23

Would you say you most favor a smaller government with fewer services or a larger government with many services? (Time Series)

	3/21	4/21	5/21	6/21	8/21	9/21	10/21	11/21	1/22	2/22	3/22	4/22	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23
Smaller Gov't	51	48	48	48	49	50	50	54	52	50	52	49	48	47	46	53	48	48	47	46	46	46	49	46	48
Larger Gov't	35	36	37	37	37	34	36	33	34	36	33	36	35	35	36	32	32	33	35	35	33	35	30	33	33
	7/23	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25
Smaller Gov't	46	46	48	46	46	47	47	48	47	47	46	46	43	44	47	44	47	44	49	46	48	45	44	42	43
Larger Gov't	35	35	33	33	36	34	31	34	34	34	31	31	33	32	30	38	30	34	33	36	33	36	34	38	37



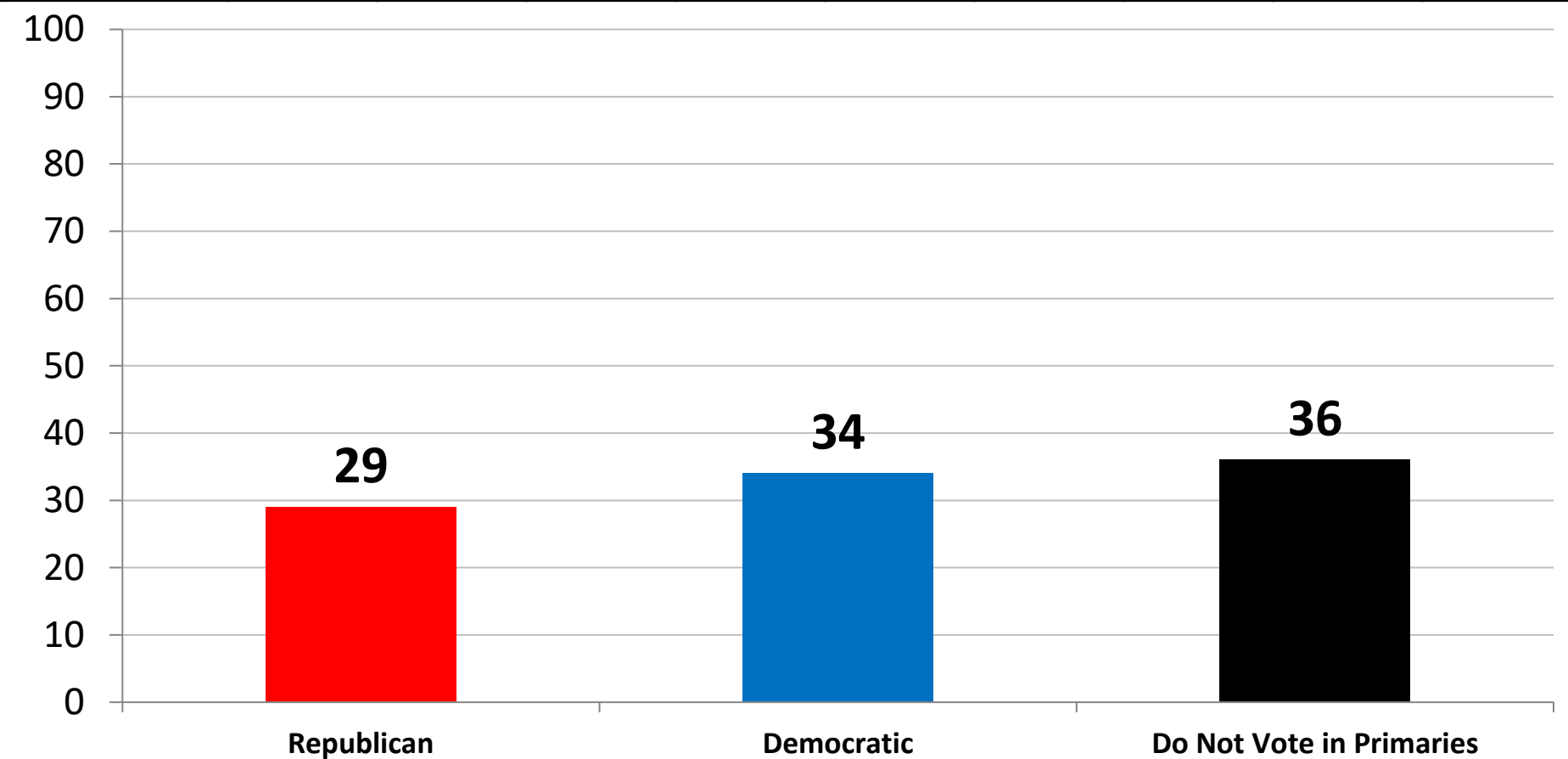
Would you say you most favor a smaller government with fewer services or a larger government with many services?



	Smaller	Larger
East	38	42
Midwest	48	33
South	46	34
West	38	45
Gen. Cong. – Vote GOP	63	25
Gen. Cong. – Vote DEM	25	53
Gen. Cong. – Vote UND	28	23
Approve Trump Job	60	27
Disapprove Trump Job	25	51
Republican	61	26
Democrat	24	55
Independent	44	32
Liberal	23	63
Moderate	36	39
Conservative	65	20
Vote Trump 2024	63	25
Vote Harris 2024	26	52
White	50	32
African-American	22	59
Hispanic	32	38
Under 55	36	44
Over 55	52	29
Married	50	33
Single	31	47
Men	50	37
Women	37	38
Live in Urban Area	35	49
Live in Suburban Area	44	36
Live in Rural Area	51	29

Thinking ahead to the 2028 primary election for President, in which party's primary are you more likely to vote – the Republican primary or the Democratic primary? (n=298)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25
Republican	33	30	33	31	29	29	28	30	29
Democratic	35	31	29	38	37	36	35	38	34
DNV Primaries	32	39	38	31	34	35	37	32	36



	GOP	DEM	DNV
East	20	34	46
Midwest	33	21	46
South	31	38	30
West	28	42	30
Gen. Cong. – Vote GOP	65	8	27
Gen. Cong. – Vote DEM	7	68	24
Gen. Cong. – Vote UND	7	18	75
Approve Trump Job	55	16	29
Disapprove Trump Job	8	53	38
Republican	0	0	0
Democrat	0	0	0
Independent	29	34	36
Liberal	21	55	21
Moderate	20	38	42
Conservative	56	11	34
Vote Trump 2024	61	8	31
Vote Harris 2024	8	62	29
White	36	30	34
African-American	8	48	39
Hispanic	15	29	56
Under 55	24	38	37
Over 55	36	30	35
Married	40	28	32
Single	15	41	44
Men	37	24	39
Women	23	43	34
Live in Urban Area	18	38	42
Live in Suburban Area	31	33	36
Live in Rural Area	37	32	31

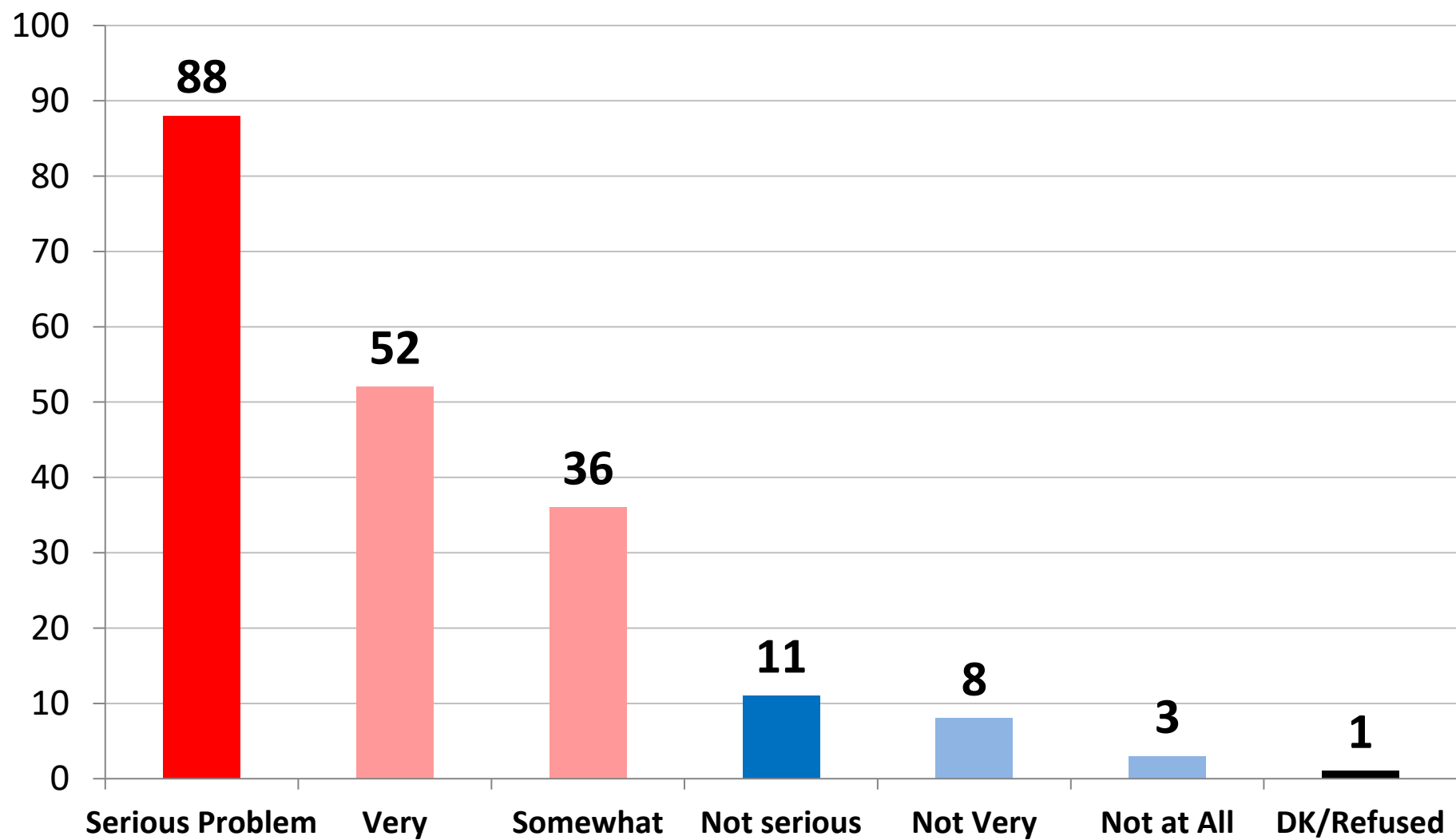
Thinking ahead to the 2028 Democratic primary election for President, if that election were held today among the following candidates, for whom would you vote? (n=434)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	Vote DJT	Vote KH	Lib.	Mod.	Cons.	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Kamala Harris	35	33	36	29	30	29	30	25	27	20	28	23	29	33	25	36	32	32	20	19	33
Gavin Newsom	7	7	4	6	8	4	8	9	18	17	18	21	15	21	21	10	19	15	23	20	17
Pete Buttigieg	12	9	8	10	6	10	10	8	9	4	9	10	10	0	11	2	2	7	10	9	8
A. Ocasio Cortez	3	6	3	8	8	9	7	9	4	3	5	8	1	8	5	2	4	5	4	6	3
Jasmine Crockett	*	*	*	*	2	2	2	2	3	0	4	5	3	2	1	12	1	4	3	2	4
Cory Booker	2	2	3	4	7	7	7	4	3	3	4	4	3	3	3	7	0	3	3	7	1
Josh Shapiro	5	3	3	4	4	6	3	4	3	5	3	2	5	2	4	2	3	3	3	5	2
JB Pritzker	3	1	2	2	3	2	1	2	2	3	2	1	3	5	3	0	3	2	3	3	2
Tim Walz	5	3	4	5	4	3	4	4	2	6	2	3	1	4	2	5	3	3	1	2	2
Gretchen Whitmer	3	3	4	3	1	3	3	4	2	3	2	2	2	0	3	1	0	2	3	1	2
Roy Cooper	*	*	2	2	2	1	1	2	1	4	1	2	1	0	1	3	2	1	1	1	1
Wes Moore	1	2	1	1	1	0	1	1	1	1	1	1	2	0	1	2	1	1	2	3	0
Phil Murphy	1	1	1	1	1	1	1	1	1	3	1	2	1	0	1	3	2	2	0	1	1
Amy Klobuchar	1	3	3	2	2	3	2	3	1	0	1	0	1	3	1	0	2	1	1	1	1
Jared Polis	0	1	0	1	0	1	0	1	1	0	1	1	1	2	1	0	2	1	1	1	1
Stephen A. Smith	*	2	1	1	1	1	1	2	1	2	0	1	0	0	0	2	0	1	0	1	0
Rahm Emanuel	*	*	*	*	*	*	2	1	1	0	0	1	0	0	0	0	1	0	1	1	0
Deval Patrick	1	0	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Beto O'Rourke	3	1	2	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Undecided	19	22	23	20	21	19	21	22	20	27	18	15	24	18	20	15	24	17	23	17	21

Thinking ahead to the 2028 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote? (n=457)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	Vote DJT	Vote KH	Lib.	Mod.	Cons.	White	Black	Hisp.	Und. 55	Over 55	Men	Women
J.D. Vance	25	27	37	36	43	34	36	31	36	40	0	9	26	44	39	11	18	26	45	35	36
Donald Trump, Jr.	21	21	17	15	14	19	14	19	16	18	4	36	19	12	15	31	16	24	10	17	16
Ron DeSantis	9	8	6	8	6	5	6	8	10	10	4	6	11	10	11	14	4	11	9	9	11
Marco Rubio	2	3	3	4	2	5	4	4	4	5	0	4	2	5	4	0	9	2	6	4	5
Nikki Haley	4	2	3	3	5	4	4	4	3	2	16	7	3	3	4	4	2	3	4	4	2
S. Huckabee Sanders	2	1	1	1	2	1	1	1	2	1	9	5	1	2	2	6	5	4	0	1	3
Vivek Ramaswamy	4	3	4	2	2	1	2	3	2	2	6	5	1	2	2	0	4	3	1	2	2
Tulsi Gabbard	2	3	2	1	1	2	2	1	2	2	0	1	0	3	2	0	0	3	1	2	2
Glenn Youngkin	2	2	0	1	1	1	1	2	2	2	0	1	4	1	2	0	0	1	2	3	0
Greg Abbott	1	2	1	1	1	1	2	1	2	1	5	6	1	1	1	0	4	2	1	2	1
Tim Scott	3	1	1	1	1	1	1	1	1	1	4	4	1	1	1	0	3	2	0	1	1
Kristi Noem	1	1	2	1	2	1	1	0	1	1	0	5	1	0	1	0	5	2	0	1	1
Tom Cotton	1	0	1	0	0	0	1	1	1	1	3	2	1	1	0	0	10	1	0	1	1
Rick Scott	1	0	1	1	1	1	1	1	1	1	0	0	1	1	0	0	4	1	1	1	0
Elise Stefanik	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Larry Hogan	0	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Undecided	24	24	22	26	19	22	24	21	18	15	49	11	29	15	18	35	16	15	21	18	19

How serious of a problem would you say rising crime is?

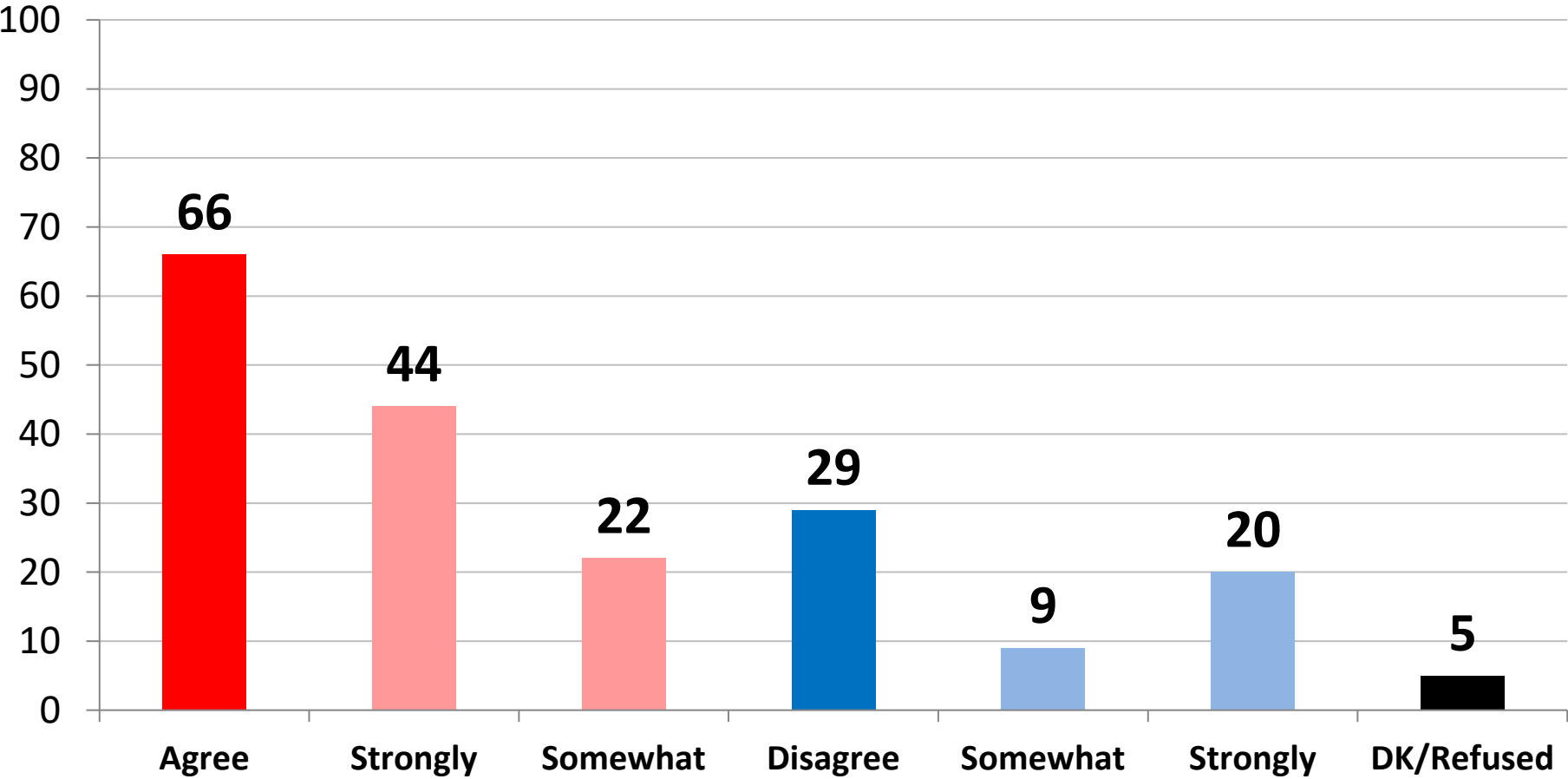


	Serious	Not Serious
East	85	13
Midwest	86	13
South	92	7
West	86	13
Gen. Cong. – Vote GOP	95	5
Gen. Cong. – Vote DEM	82	17
Gen. Cong. – Vote UND	85	10
Approve Trump Job	95	5
Disapprove Trump Job	80	18
Republican	93	6
Democrat	84	16
Independent	86	10
Liberal	80	20
Moderate	88	9
Conservative	94	6
Vote Trump 2024	95	5
Vote Harris 2024	82	16
White	88	11
African-American	87	9
Hispanic	89	10
Under 55	87	11
Over 55	89	10
Married	90	9
Single	85	13
Men	87	11
Women	89	11
Live in Urban Area	89	10
Live in Suburban Area	88	11
Live in Rural Area	87	11

Agree/Disagree:

“While I may not agree with everything that Donald Trump and the MAGA movement says and stands for, I think they are right about putting America and the American people first.”

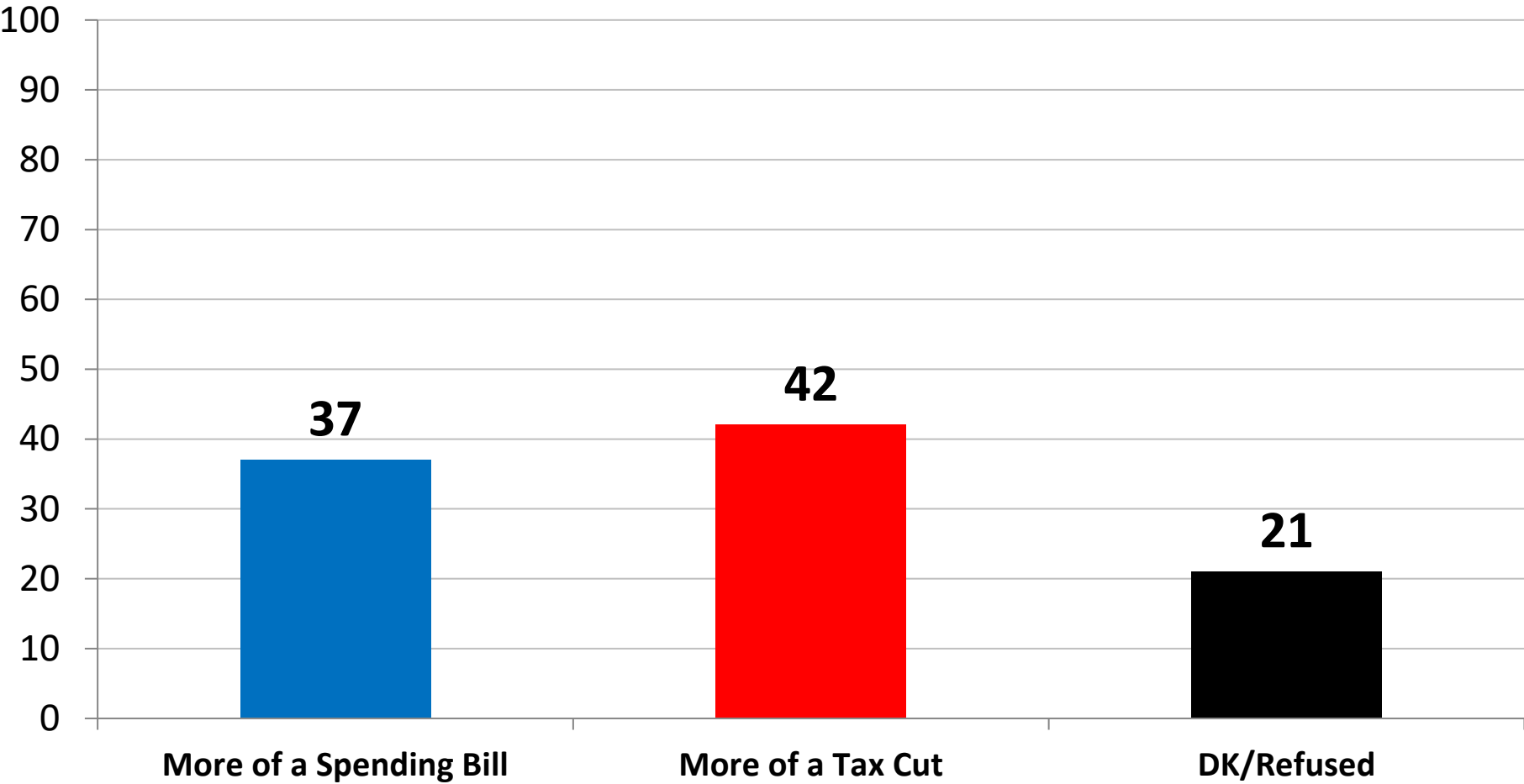
	6/25	7/25	8/25
Agree	63	67	66
Strongly	43	47	44
Disagree	30	27	29



	Agree	Disagree
East	65	31
Midwest	68	26
South	71	23
West	58	38
Gen. Cong. – Vote GOP	94	4
Gen. Cong. – Vote DEM	38	55
Gen. Cong. – Vote UND	58	30
Approve Trump Job	94	5
Disapprove Trump Job	36	57
Republican	92	6
Democrat	41	53
Independent	62	30
Liberal	45	51
Moderate	59	33
Conservative	88	9
Vote Trump 2024	95	4
Vote Harris 2024	38	55
White	72	24
African-American	46	42
Hispanic	54	39
Under 55	65	30
Over 55	68	27
Married	73	24
Single	57	36
Men	72	24
Women	61	33
Live in Urban Area	64	31
Live in Suburban Area	65	32
Live in Rural Area	71	21

From what you have seen or heard in the media, was President Trump’s Big Beautiful Bill more of a spending bill, or tax cut bill?

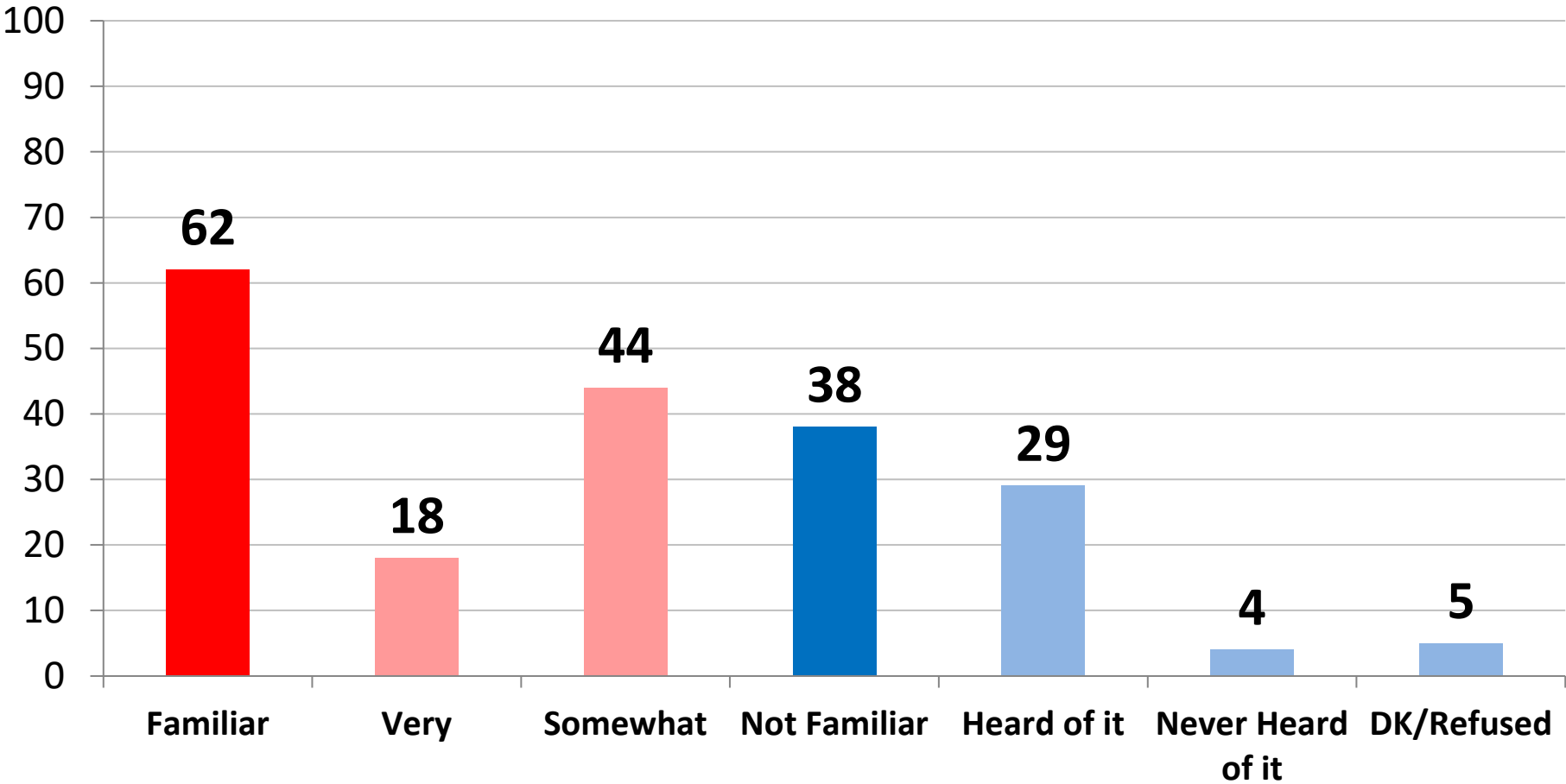
	7/25	8/25
Spending Bill	39	37
Tax Cut	39	42



	Spending	Cut
East	38	44
Midwest	31	46
South	35	42
West	46	38
Gen. Cong. – Vote GOP	26	52
Gen. Cong. – Vote DEM	49	34
Gen. Cong. – Vote UND	33	25
Approve Trump Job	25	53
Disapprove Trump Job	52	31
Republican	26	52
Democrat	52	31
Independent	34	42
Liberal	44	44
Moderate	38	36
Conservative	31	48
Vote Trump 2024	25	52
Vote Harris 2024	50	33
White	37	43
African-American	45	35
Hispanic	32	43
Under 55	35	43
Over 55	39	41
Married	38	43
Single	34	41
Men	37	46
Women	37	39
Live in Urban Area	36	42
Live in Suburban Area	42	41
Live in Rural Area	29	45

How familiar are you with President Trump's tax cut bill that Congress recently passed?

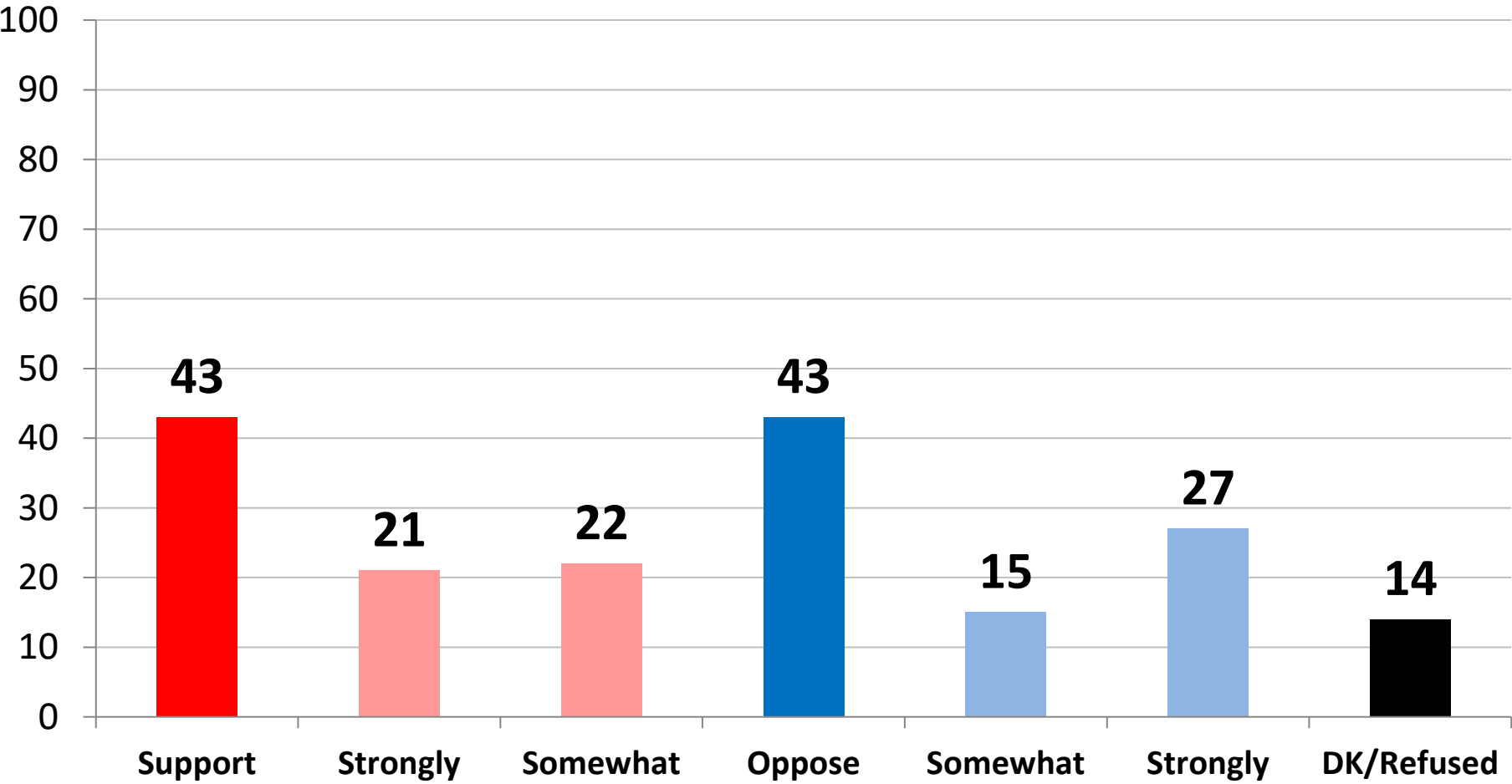
	7/25	8/25
Familiar	64	62
Not Familiar	36	38



	Familiar	Not Familiar
East	69	31
Midwest	61	39
South	61	39
West	60	40
Gen. Cong. – Vote GOP	65	35
Gen. Cong. – Vote DEM	63	37
Gen. Cong. – Vote UND	42	58
Approve Trump Job	65	35
Disapprove Trump Job	61	39
Republican	65	35
Democrat	61	39
Independent	60	40
Liberal	72	28
Moderate	55	45
Conservative	64	37
Vote Trump 2024	65	35
Vote Harris 2024	62	38
White	65	35
African-American	53	47
Hispanic	55	45
Under 55	61	40
Over 55	64	36
Married	66	34
Single	58	43
Men	68	33
Women	57	43
Live in Urban Area	64	36
Live in Suburban Area	63	37
Live in Rural Area	59	42

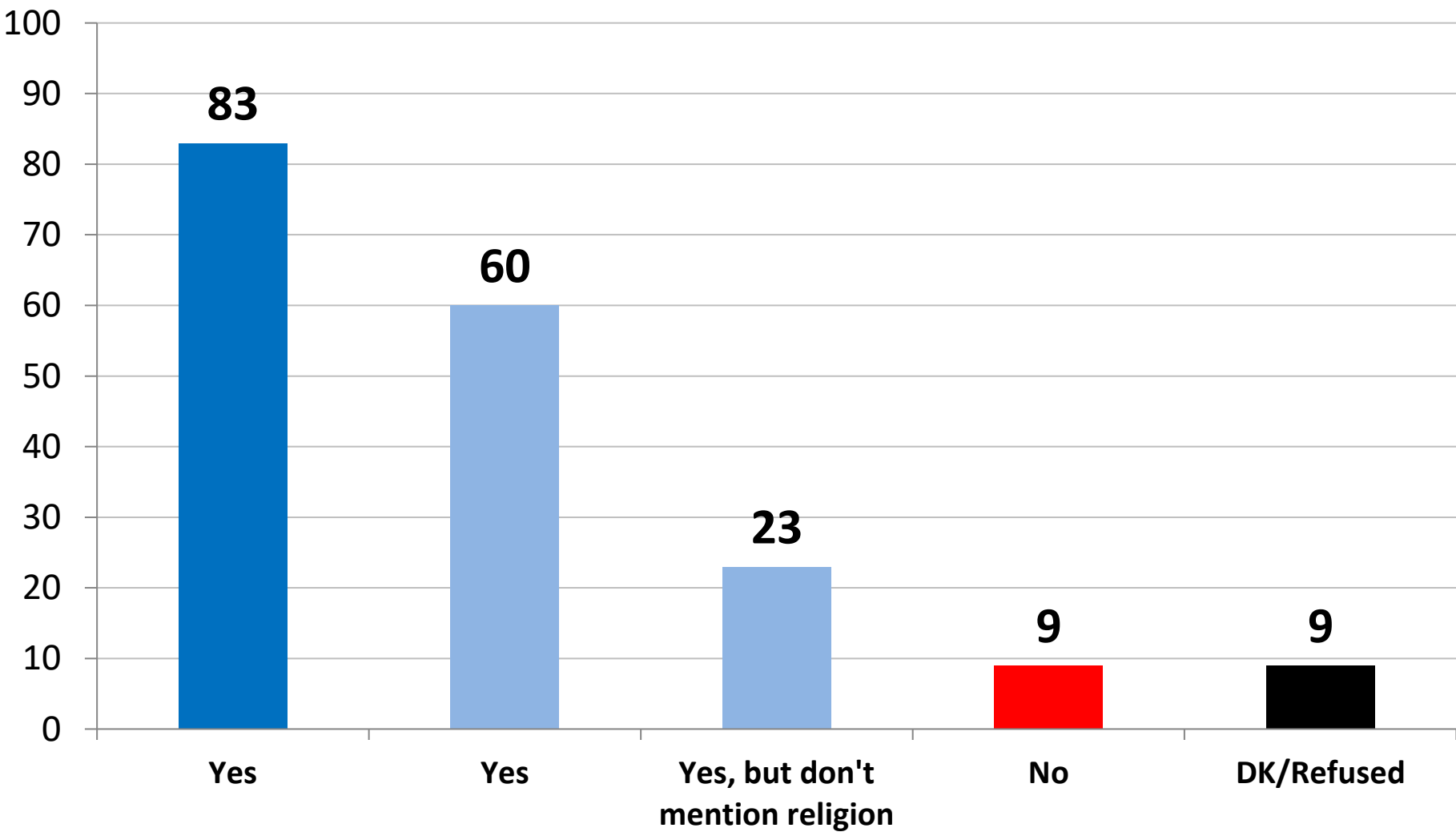
From what you have seen, read, or heard, do you support or oppose President Trump’s tax cut bill that Congress recently passed into law?

	7/25	8/25
Support	44	43
Oppose	42	43



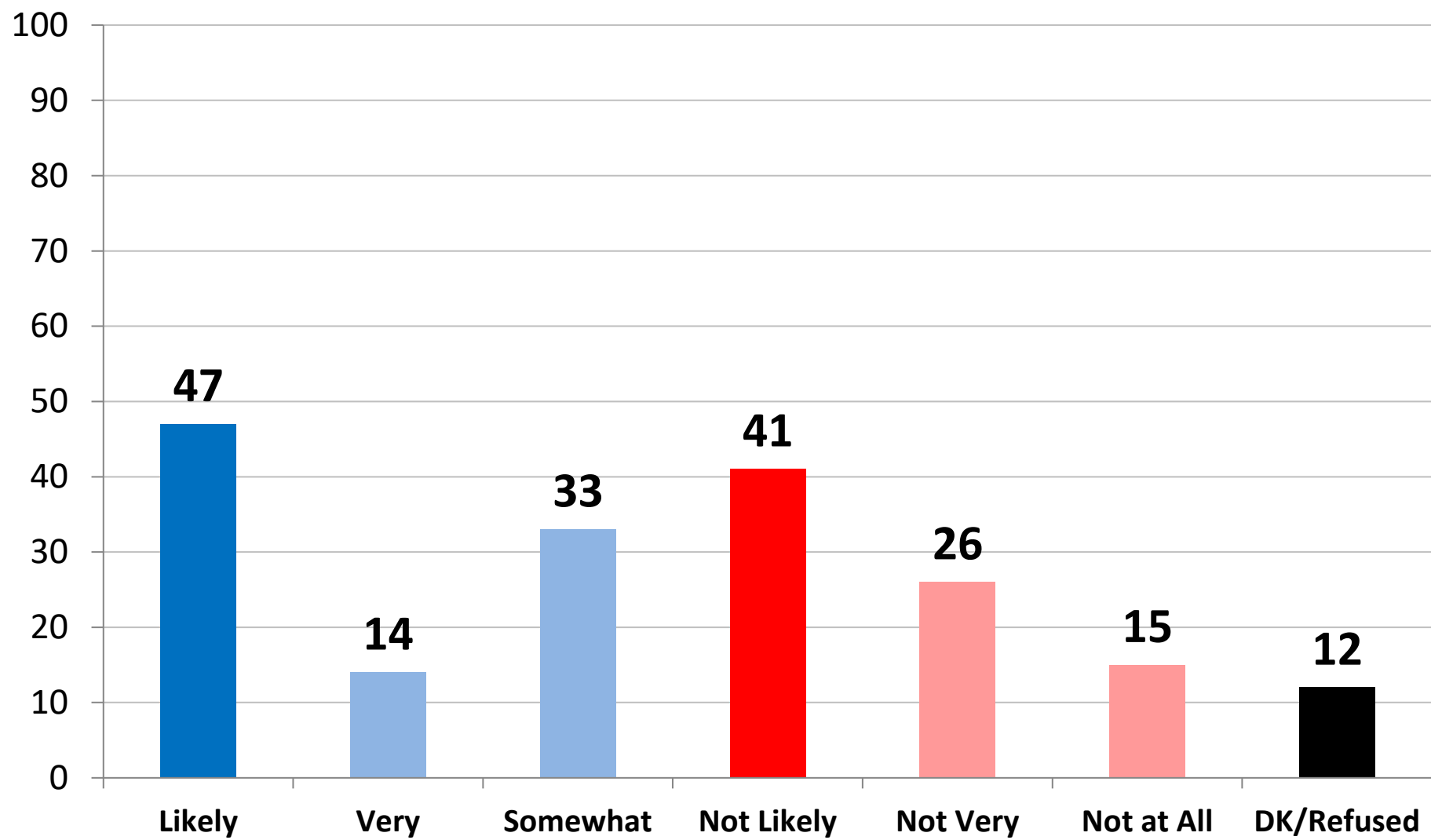
	Support	Oppose
East	38	49
Midwest	46	43
South	44	40
West	42	42
Gen. Cong. – Vote GOP	74	13
Gen. Cong. – Vote DEM	15	73
Gen. Cong. – Vote UND	15	48
Approve Trump Job	73	14
Disapprove Trump Job	11	77
Republican	72	14
Democrat	16	70
Independent	37	49
Liberal	27	65
Moderate	28	54
Conservative	69	16
Vote Trump 2024	75	12
Vote Harris 2024	14	74
White	49	38
African-American	24	57
Hispanic	28	53
Under 55	42	42
Over 55	45	43
Married	52	36
Single	29	53
Men	51	38
Women	36	47
Live in Urban Area	42	47
Live in Suburban Area	40	46
Live in Rural Area	50	33

Should every school in America be required to teach its students that on September 11th, 2001, the United States of America was attacked by radical Islamic terrorists?



	Yes	No
East	84	7
Midwest	82	8
South	82	9
West	84	8
Gen. Cong. – Vote GOP	89	6
Gen. Cong. – Vote DEM	79	11
Gen. Cong. – Vote UND	72	11
Approve Trump Job	89	6
Disapprove Trump Job	78	12
Republican	87	7
Democrat	83	8
Independent	77	11
Liberal	79	14
Moderate	80	7
Conservative	89	6
Vote Trump 2024	87	6
Vote Harris 2024	80	10
White	86	8
African-American	76	9
Hispanic	77	12
Under 55	79	11
Over 55	88	5
Married	82	9
Single	81	9
Men	87	8
Women	79	9
Live in Urban Area	80	10
Live in Suburban Area	83	8
Live in Rural Area	87	7

How likely do you think it is that in the near future, the United States will be attacked again by radical Islamic terrorists?



	Likely	Not Likely
East	46	41
Midwest	47	39
South	48	42
West	47	42
Gen. Cong. – Vote GOP	59	35
Gen. Cong. – Vote DEM	37	47
Gen. Cong. – Vote UND	30	47
Approve Trump Job	57	37
Disapprove Trump Job	36	48
Republican	58	35
Democrat	40	45
Independent	41	45
Liberal	45	44
Moderate	36	47
Conservative	60	34
Vote Trump 2024	57	36
Vote Harris 2024	39	47
White	50	40
African-American	35	41
Hispanic	41	44
Under 55	44	43
Over 55	50	40
Married	52	40
Single	40	42
Men	51	41
Women	43	42
Live in Urban Area	47	42
Live in Suburban Area	46	42
Live in Rural Area	49	39

Which cable news station would you say you trust the most?

Ranked greatest to least by Total	<u>Total</u>	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Watch Cable News	72%	76%	72%	75%	76%	62%	71%	72%	75%	72%	71%	77%	67%
Left of Center (CNN/ MS NOW/ Bloomberg/ CNBC)	33%	17%	50%	18%	54%	27%	29%	43%	42%	37%	28%	33%	32%
Right of Center (Fox News/NewsMax/Fox Business/NewsNation)	34%	55%	14%	54%	17%	28%	36%	27%	29%	31%	37%	38%	31%
Other	5%	4%	8%	4%	6%	7%	6%	2%	4%	4%	7%	6%	5%
Don't Watch Cable News	23%	20%	22%	20%	18%	33%	25%	17%	19%	21%	25%	19%	27%
DK/Refused	5%	5%	6%	5%	6%	5%	4%	11%	7%	7%	4%	5%	6%

Which cable news station would you say you regularly watch each week?

Ranked greatest to least by Total	<u>Total</u>	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Watch Cable News	67%	72%	66%	70%	72%	59%	65%	75%	73%	67%	67%	73%	62%
Left of Center (CNN/ MS NOW/ Bloomberg/ CNBC)	36%	23%	48%	22%	53%	33%	31%	49%	51%	41%	29%	37%	34%
Right of Center (Fox News/NewsMax/Fox Business/NewsNation)	37%	57%	20%	55%	23%	32%	39%	38%	31%	38%	37%	44%	32%
Other	4%	3%	5%	2%	4%	5%	4%	2%	1%	2%	6%	4%	4%
Don't Watch Cable News	30%	25%	32%	27%	26%	38%	33%	22%	21%	29%	31%	26%	34%
DK/Refused	3%	3%	3%	3%	2%	3%	3%	3%	6%	4%	2%	2%	4%

From the following list, what social networks do you use?

Ranked greatest to least by Total	7/25 Total	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Facebook	69%	68%	71%	66%	71%	68%	65%	71%	65%	51%	69%	66%	67%	69%
YouTube	61%	62%	61%	62%	58%	62%	66%	60%	68%	59%	69%	53%	63%	61%
Instagram	43%	39%	36%	43%	36%	44%	38%	36%	50%	48%	54%	23%	34%	44%
TikTok	30%	30%	26%	32%	26%	32%	32%	25%	49%	44%	45%	12%	24%	35%
Pinterest	24%	21%	19%	22%	20%	22%	22%	21%	21%	27%	24%	17%	13%	28%
X (Formerly Twitter)	25%	21%	26%	16%	26%	19%	18%	21%	20%	18%	27%	13%	26%	16%
LinkedIn	21%	19%	23%	17%	21%	17%	19%	21%	19%	10%	21%	18%	23%	16%
Snapchat	19%	17%	17%	16%	18%	15%	19%	16%	23%	22%	28%	4%	13%	21%
WhatsApp	17%	17%	18%	15%	17%	18%	17%	14%	15%	35%	24%	9%	18%	16%
Reddit	18%	15%	14%	15%	12%	15%	18%	14%	10%	15%	21%	8%	13%	16%
Telegram	10%	7%	9%	5%	8%	6%	7%	6%	10%	12%	11%	3%	8%	6%
Threads	7%	7%	5%	8%	4%	9%	7%	6%	11%	6%	8%	5%	7%	6%
Truth Social	6%	4%	8%	1%	8%	1%	4%	5%	3%	1%	5%	3%	5%	4%
Rumble	3%	3%	4%	1%	4%	1%	4%	3%	1%	3%	4%	2%	4%	2%
Tumblr	3%	3%	3%	3%	2%	2%	4%	2%	3%	8%	5%	0%	3%	3%
Parler	1%	2%	3%	0%	1%	2%	2%	2%	0%	2%	2%	1%	3%	1%
Gab.com	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	0%	2%	0%
CloutHub	1%	1%	1%	0%	0%	1%	1%	1%	0%	2%	1%	0%	1%	0%
Gettr	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%
Bluesky	4%	3%	2%	5%	2%	4%	3%	3%	1%	2%	4%	2%	4%	2%
Other	1%	1%	1%	2%	1%	2%	1%	1%	0%	0%	0%	2%	1%	1%
None	5%	8%	7%	10%	9%	8%	7%	9%	7%	6%	3%	14%	9%	7%

Specifically, which of the following comes closest to your personal opinion about abortion laws?

	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	Black	Hispanic	Under 55	Over 55	Men	Women
Pro-Life	53%	71%	36%	74%	37%	46%	54%	53%	54%	54%	52%	60%	47%
Not Legal in Any Case	12%	17%	6%	19%	7%	9%	11%	14%	16%	15%	9%	13%	11%
Legal to Save Mother	11%	17%	8%	17%	7%	10%	12%	12%	9%	12%	11%	14%	9%
Legal – Mother/Rape/Incest	30%	37%	22%	39%	23%	26%	31%	28%	29%	27%	33%	33%	27%
Pro-Choice	41%	24%	61%	21%	60%	46%	42%	38%	37%	39%	44%	34%	48%
Legal – Up To Certain Point	27%	19%	36%	16%	37%	31%	30%	21%	21%	25%	30%	23%	31%
Legal – Any Reason/Any Time	14%	5%	25%	6%	23%	16%	12%	16%	16%	14%	14%	11%	17%
DK/Refused	5%	5%	4%	5%	4%	8%	4%	10%	9%	7%	4%	6%	5%
Net Diff.	+12	+48	-25	+53	-23	0	+11	+15	+17	+15	+8	+26	-1

At what point during the pregnancy should abortion be illegal and banned?

n=272	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	Black	Hispanic	Under 55	Over 55	Men	Women
1 st Trimester	63%	76%	56%	82%	57%	59%	61%	56%	85%	67%	59%	49%	73%
After First Heartbeat – 6 weeks	26%	34%	23%	29%	26%	26%	23%	28%	44%	31%	22%	20%	31%
After 15 Weeks	37%	42%	33%	54%	31%	33%	38%	28%	41%	36%	37%	29%	42%
After 2 nd Trimester	21%	14%	24%	12%	25%	22%	22%	23%	9%	18%	24%	27%	18%
Other	16%	10%	20%	6%	18%	19%	17%	21%	5%	15%	17%	25%	10%

Voter Proclivity	Total	Age	Total	Region	Total	Marital Status	Total
Always Vote	64%	18-29	13%	New England	5%	Single	33%
Almost Always	23%	30-40	16%	Middle Atlantic	12%	Never Married	26%
Vote Most of the Time	13%	41-55	25%	East North Central	15%	Live w/ Significant Other	7%
Direction		56-65	20%	West North Central	7%	Married	48%
Right Direction	44%	65+	26%	South Atlantic	22%	Separated	2%
Wrong Track	49%	Mean Age	51.1	East South Central	6%	Divorced	12%
Party Registration		Race		West South Central	10%	Widowed	5%
Republican	37%	White	72%	Mountain	8%	LGBTQ+	
Democrat	33%	African American/Black	11%	Pacific	15%	Yes	11%
Independent/Other	30%	Hispanic	11%	Grouped Region		No	88%
Ideology		Asian	4%	East	17%	Abortion	
Liberal	24%	Other	2%	Midwest	22%	Pro-Life	53%
Very	10%	Latino Household		South	38%	Pro-Choice	41%
Moderate	40%	Yes	11%	West	23%	Immigrant Household	
Conservative	37%	No	89%	Area		Yes	33%
Very	18%	Religion		Urban	27%	No	63%
Vote Behavior		Protestant	39%	Suburban	48%	>\$5k in 401k/Investments	
Democrat	45%	Catholic	22%	Rural	25%	Yes	49%
Ticket Splitter	14%	Atheist/Agnostic/Secular	8%	2024 Presidential States		No	48%
Republican	42%	Jewish	4%	Trump States	61%	Wealth Status	
Education		Mormon	2%	Harris States	39%	Wealthy	4%
Less than College	60%	Buddhist	1%	2024 Presidential Vote		Middle Class	83%
College Graduate	40%	Eastern/Greek Orthodox	1%	Donald Trump	47%	Upper Middle	11%
Gender		Born Again/Evangelical n=607		Kamala Harris	45%	Middle	44%
Male	48%	Yes	50%	Did Not Vote Pres.	0%	Lower Middle	27%
Female	52%	No	50%	Did Not Vote at All	3%	Poor	13%



McLaughlin & Associates

New York Office
566 South Route 303
Blauvelt, NY 10913
845-365-2000

www.mclaughlinonline.com