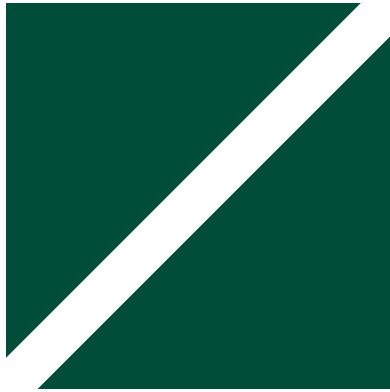




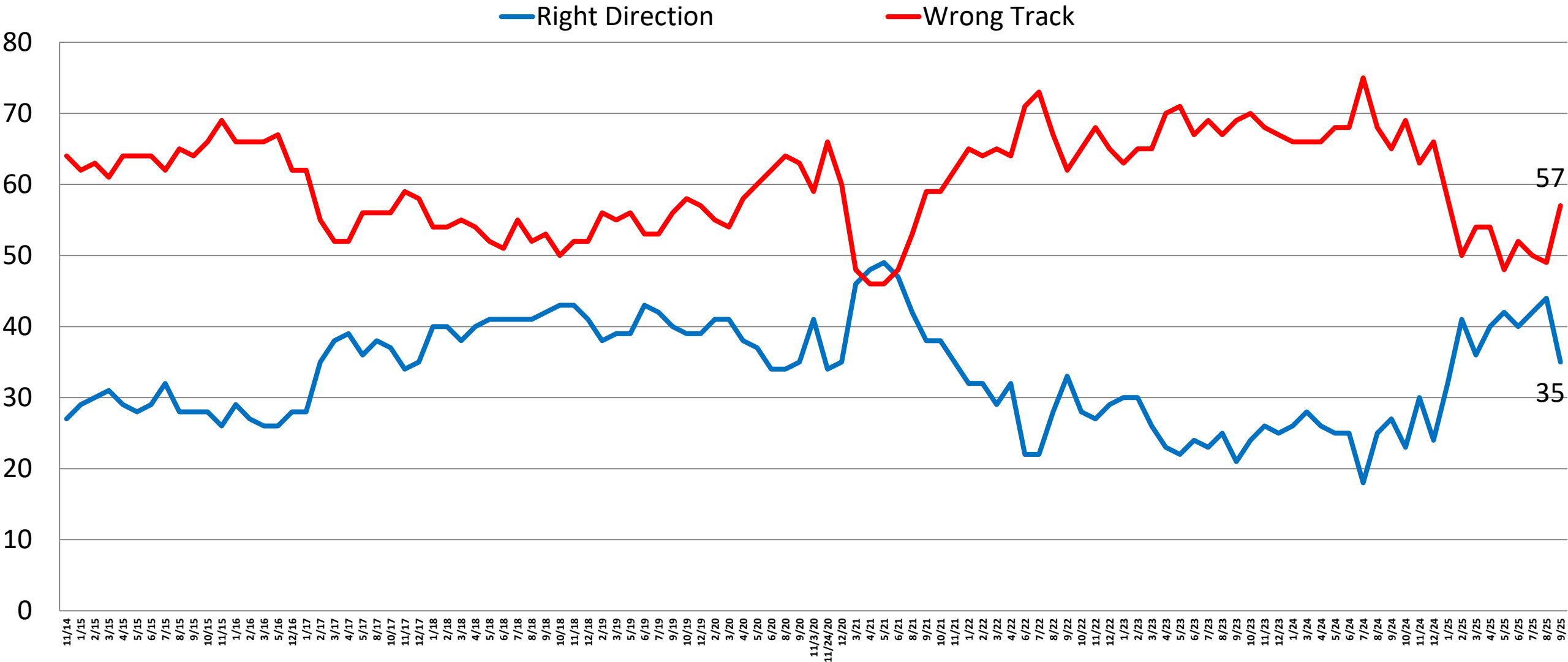
National Survey Results
1,000 General Election Voters
Political Environment, Trends & Analysis

 **McLaughlin & Associates**

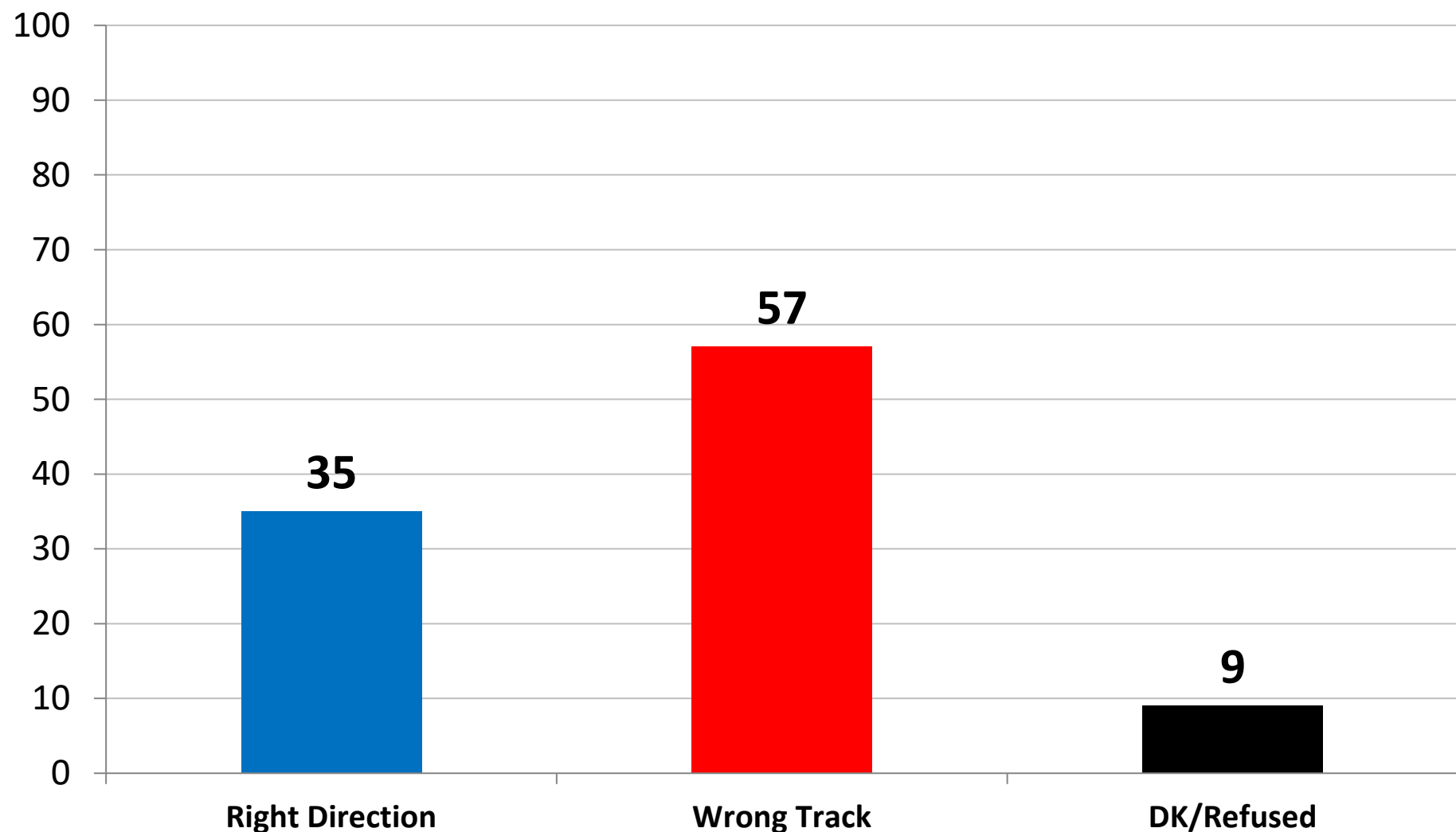
Field Dates: September 17th – 22nd, 2025

www.mclaughlinonline.com

Direction: *United States* (Time Series)

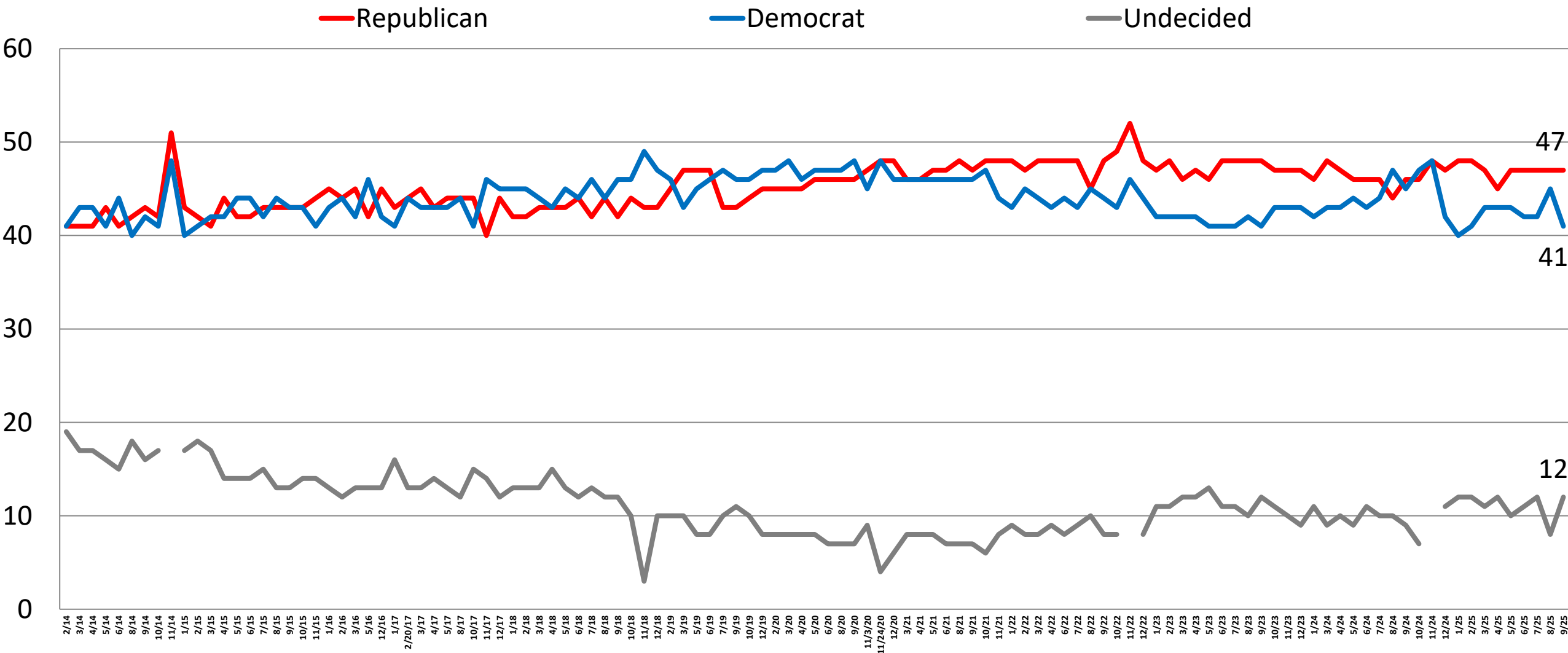


Direction: *United States*

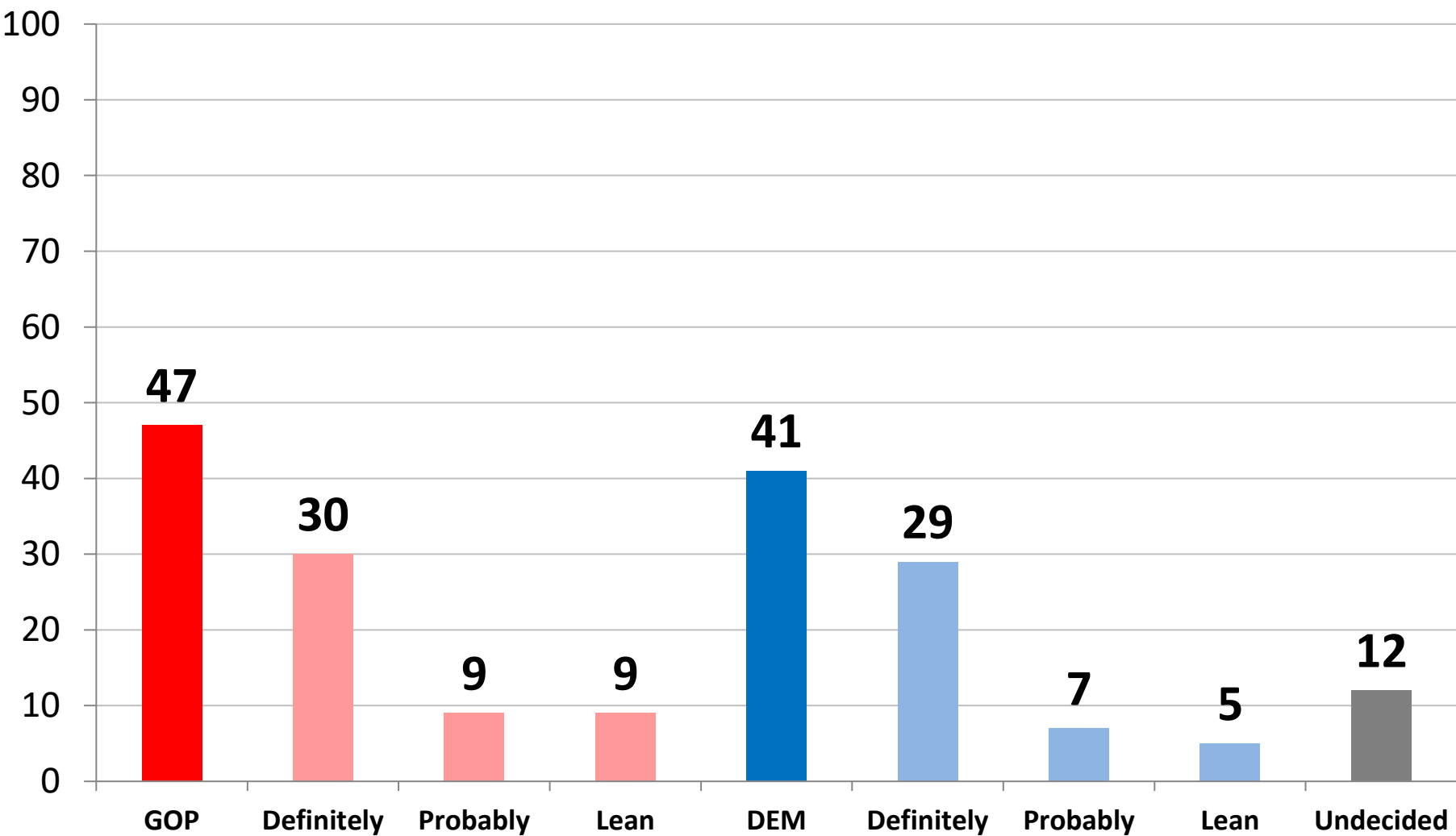


	Right	Wrong
East	31	60
Midwest	34	57
South	40	51
West	29	64
Gen. Cong. – Vote GOP	65	24
Gen. Cong. – Vote DEM	5	92
Gen. Cong. – Vote UND	15	66
Approve Trump Job	66	23
Disapprove Trump Job	3	94
Republican	65	24
Democrat	11	86
Independent	24	65
Liberal	14	80
Moderate	18	71
Conservative	66	26
Vote Trump 2024	67	22
Vote Harris 2024	6	90
White	41	52
African-American	17	73
Hispanic	18	71
Under 55	29	60
Over 55	41	53
Married	43	52
Single	26	61
Men	40	55
Women	30	58
Live in Urban Area	22	65
Live in Suburban Area	37	56
Live in Rural Area	43	48

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



Generic Ballot: *U.S. Congress*



	GOP	DEM	UND
East	40	48	12
Midwest	49	35	16
South	53	39	8
West	42	43	15
Gen. Cong. – Vote GOP	100	0	0
Gen. Cong. – Vote DEM	0	100	0
Gen. Cong. – Vote UND	0	0	100
Approve Trump Job	85	8	8
Disapprove Trump Job	9	79	12
Republican	94	2	3
Democrat	6	90	4
Independent	35	34	32
Liberal	19	80	2
Moderate	30	46	23
Conservative	84	9	7
Vote Trump 2024	90	3	7
Vote Harris 2024	7	83	10
White	56	33	11
African-American	15	71	13
Hispanic	29	57	14
Under 55	45	40	15
Over 55	50	41	9
Married	56	36	8
Single	39	46	14
Men	52	39	8
Women	43	42	15
Live in Urban Area	33	54	13
Live in Suburban Area	48	39	13
Live in Rural Area	61	30	9

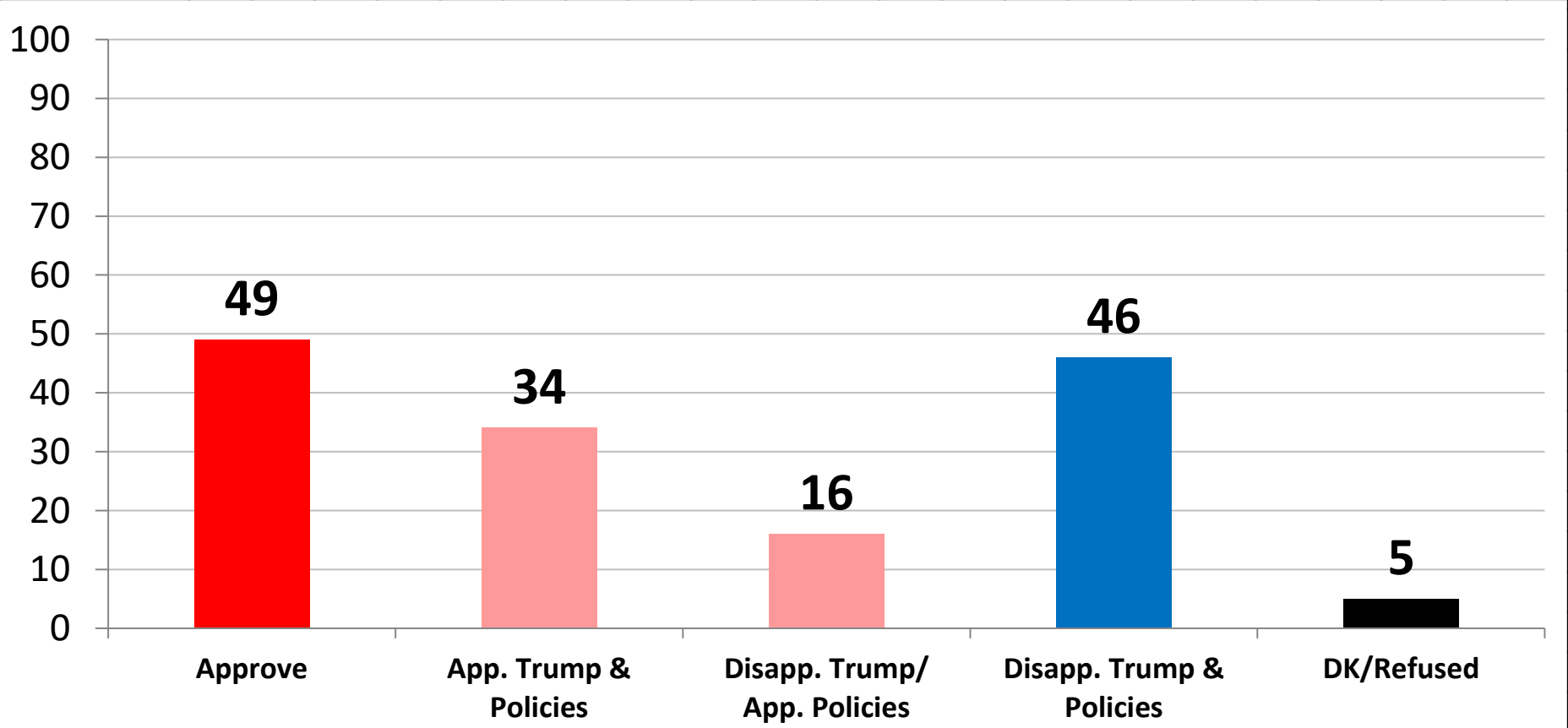
Which of the following statements regarding President Trump and his policies comes closest to your opinion?

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.

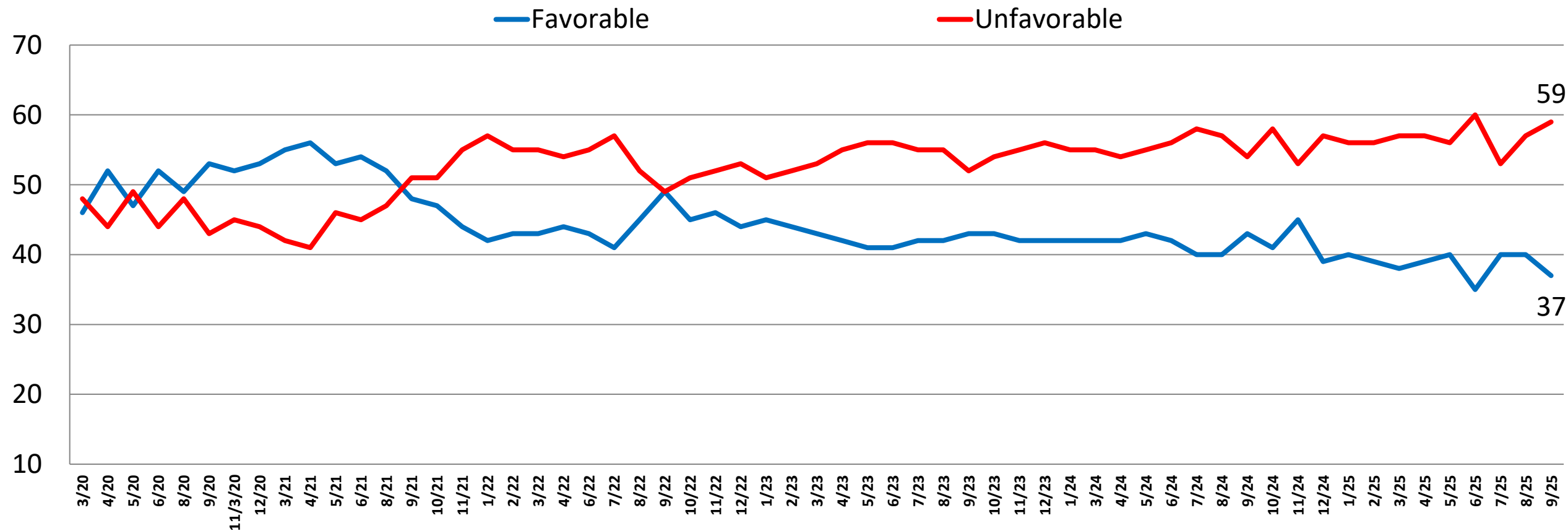
	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24	6/24	7/24	8/24	9/24	10/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25
Approve	55	56	58	52	56	58	55	55	53	52	52	52	54	57	54	52	50	51	51	52	52	49
Trump & Policies	33	31	32	31	34	35	34	33	31	33	33	33	34	42	41	39	39	38	37	39	38	34
Just Policies	22	25	25	21	23	24	21	23	22	19	20	19	20	14	13	14	11	13	15	14	14	16
Disapprove Both	41	40	38	43	39	38	41	41	44	46	44	44	45	38	42	43	45	44	43	43	45	46



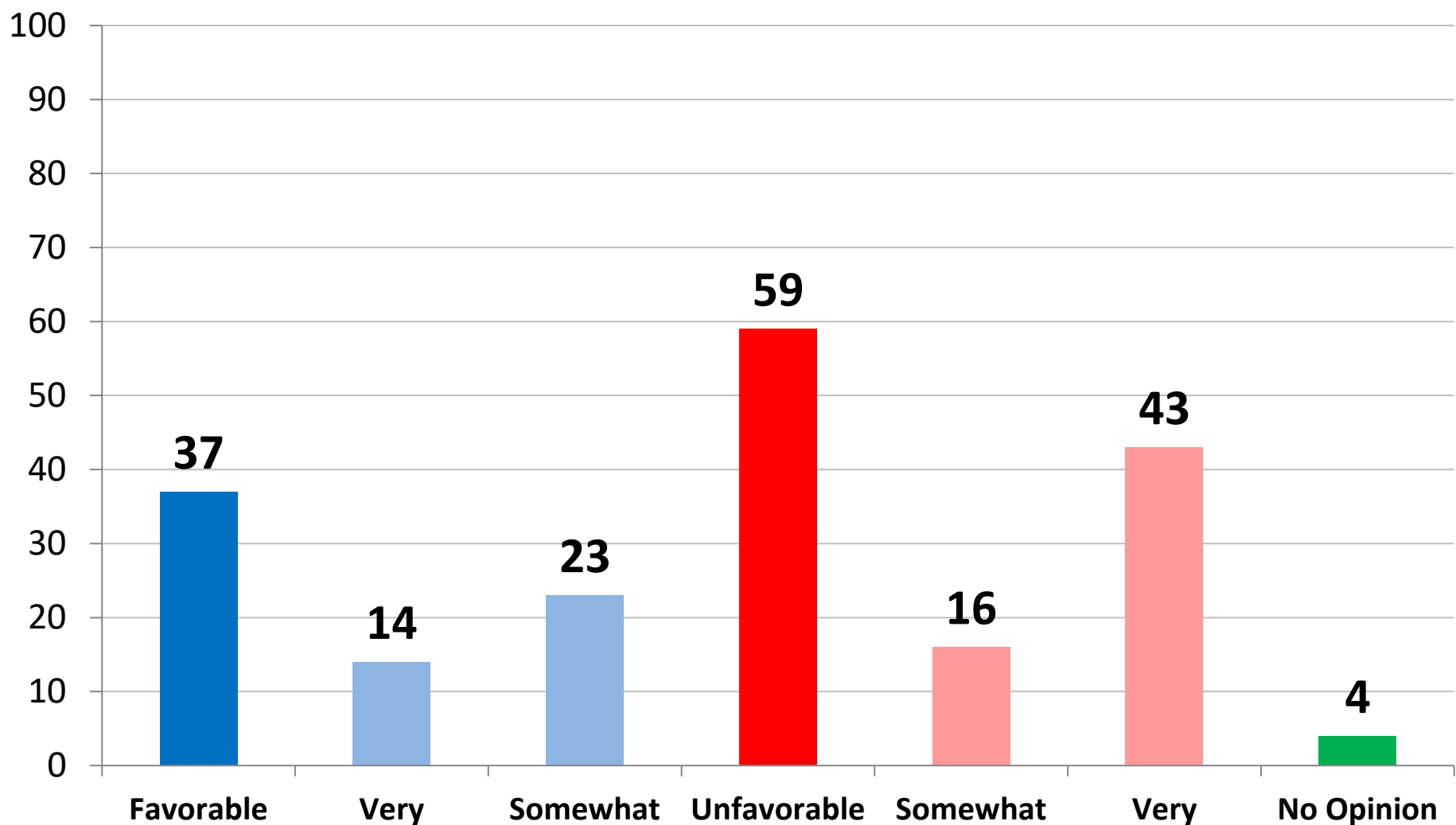
	App.	Both	Policy	Disapp.
East	44	27	18	49
Midwest	50	31	18	46
South	54	40	14	41
West	45	30	15	51
Gen. Cong. – Vote GOP	88	66	22	9
Gen. Cong. – Vote DEM	9	2	8	88
Gen. Cong. – Vote UND	33	14	19	47
Approve Trump Job	100	68	32	0
Disapprove Trump Job	0	0	0	100
Republican	87	69	18	9
Democrat	14	6	9	83
Independent	41	21	20	50
Liberal	20	11	9	78
Moderate	34	17	17	58
Conservative	84	66	18	12
Vote Trump 2024	90	68	21	7
Vote Harris 2024	11	2	9	85
White	56	40	16	40
African-American	23	9	14	69
Hispanic	34	19	15	60
Under 55	47	29	18	47
Over 55	52	39	13	44
Married	54	41	13	42
Single	45	27	18	49
Men	53	37	16	45
Women	46	31	15	46
Live in Urban Area	38	25	13	57
Live in Suburban Area	49	31	18	46
Live in Rural Area	62	47	14	34

Opinion: *Joe Biden* (Time Series)

	3/20	4/20	5/20	6/20	8/20	9/20	11/3/20	12/20	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
Favorable	46	52	47	52	49	53	52	53	55	56	53	54	52	48	47	44	42	43	43	44	43	41	45	49	45	46	44	45	44	43
Unfavorable	48	44	49	44	48	43	45	44	42	41	46	52	47	51	51	55	57	55	55	54	55	57	52	49	51	52	53	51	52	53
Net Diff.	-2	+8	-2	+8	+1	+10	+7	+9	+13	+15	+7	+2	+5	-3	-4	-11	-15	-12	-12	-10	-12	-16	-7	0	-6	-6	-9	-6	-8	-10
	4/23	5/23	6/23	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	9/25	
Favorable	42	41	41	42	42	43	43	42	42	42	42	42	43	42	40	40	43	41	45	39	40	39	38	39	40	35	40	40	37	
Unfavorable	55	56	56	55	55	52	54	55	56	55	55	54	55	56	58	57	54	58	53	57	56	56	57	57	56	60	53	57	59	
Net Diff.	-13	-15	-15	-13	-13	-9	-11	-13	-15	-14	-14	-11	-12	-14	-18	-18	-11	-18	-9	-18	-17	-17	-19	-17	-16	-25	-13	-17	-22	



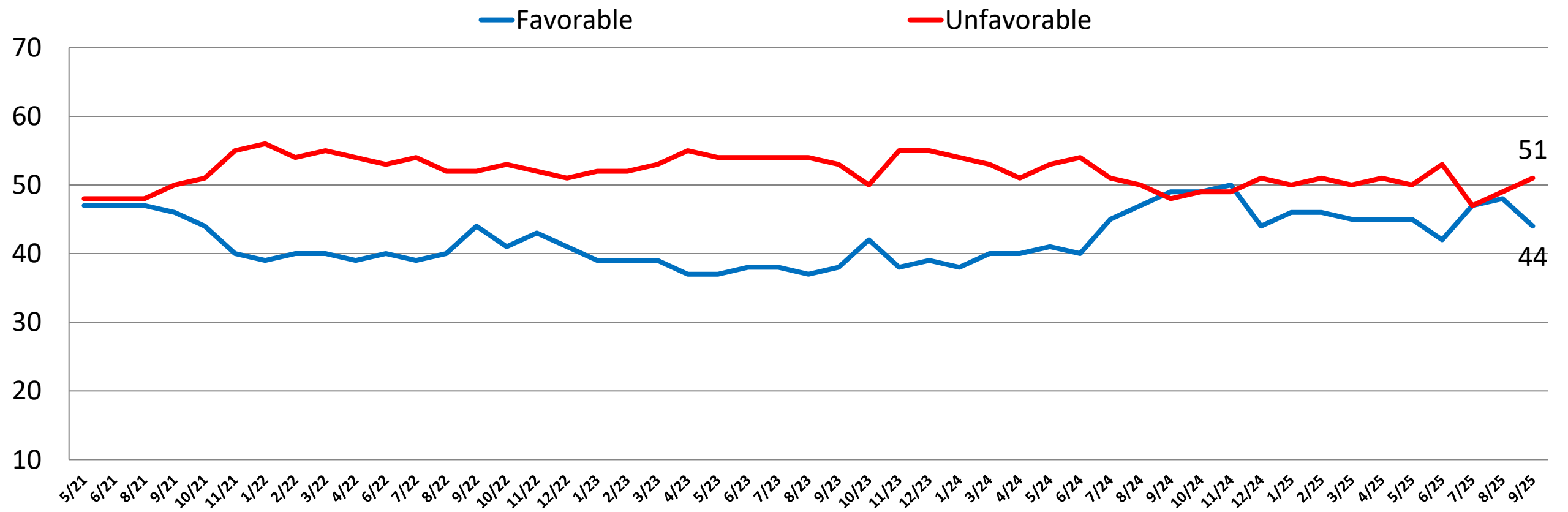
Opinion: *Joe Biden*



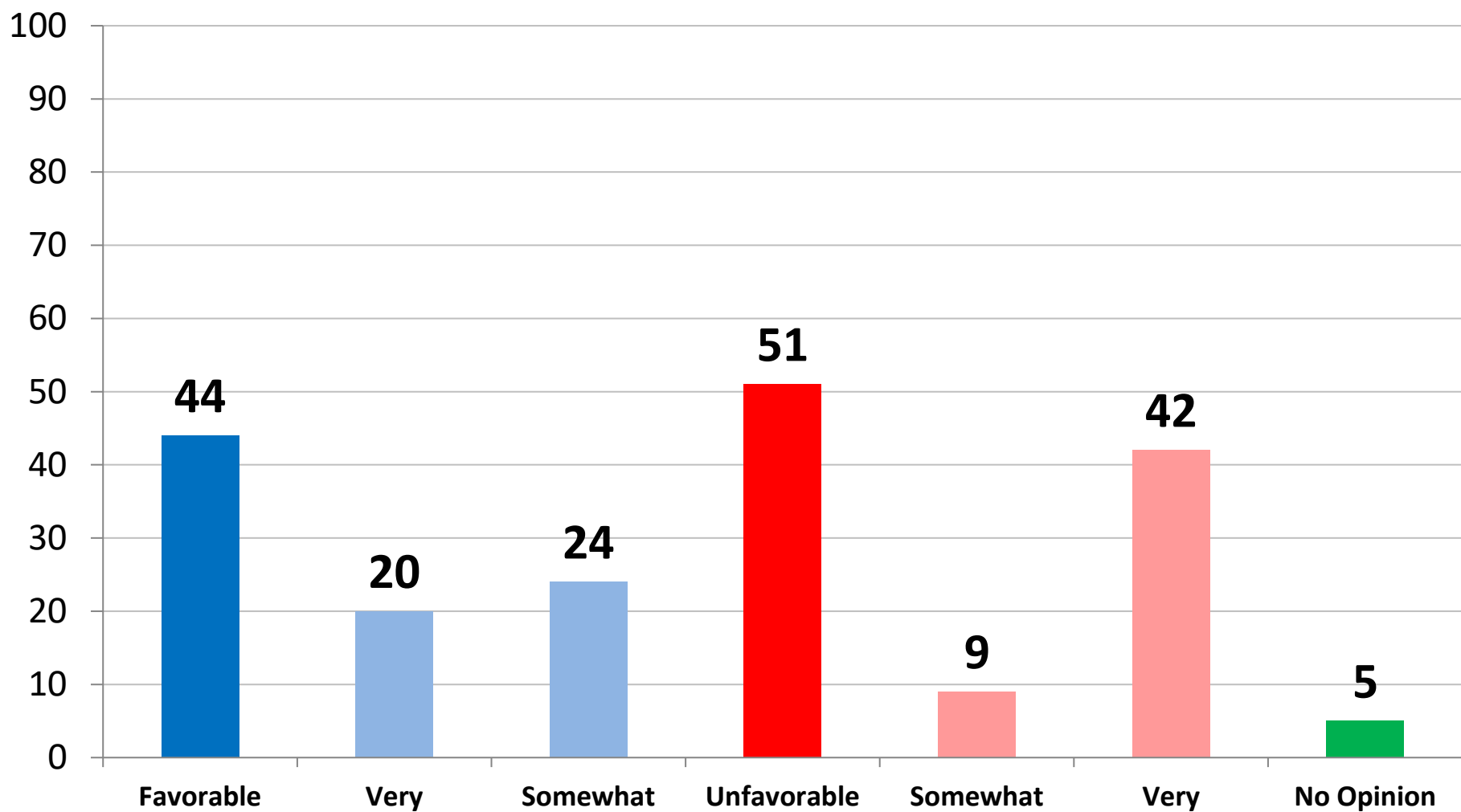
	Favorable	Unfavorable
East	39	59
Midwest	34	64
South	37	58
West	39	57
Gen. Cong. – Vote GOP	9	87
Gen. Cong. – Vote DEM	73	25
Gen. Cong. – Vote UND	26	63
Approve Trump Job	10	86
Disapprove Trump Job	67	31
Republican	9	87
Democrat	74	23
Independent	31	64
Liberal	68	28
Moderate	42	53
Conservative	12	86
Vote Trump 2024	7	89
Vote Harris 2024	71	27
White	30	67
African-American	67	28
Hispanic	50	42
Under 55	37	58
Over 55	37	60
Married	33	64
Single	41	54
Men	34	63
Women	40	55
Live in Urban Area	50	46
Live in Suburban Area	36	61
Live in Rural Area	27	69

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



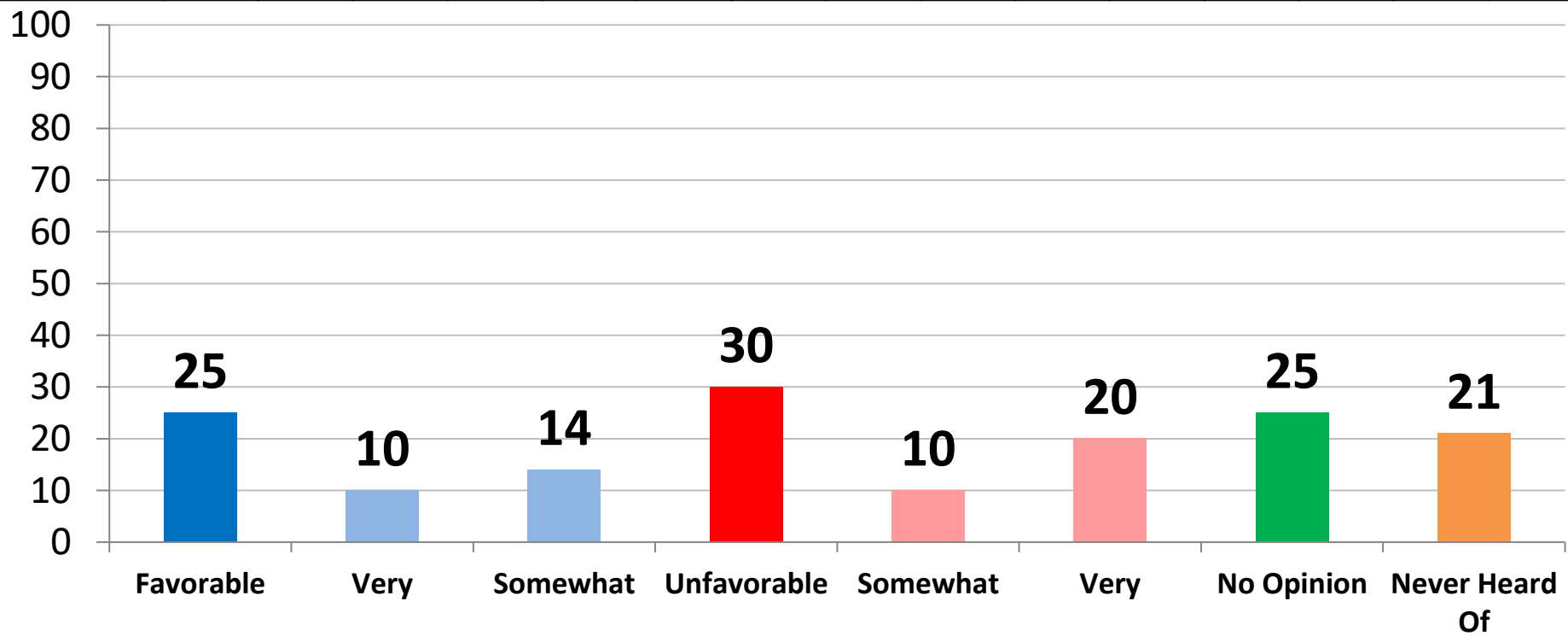
Opinion: *Kamala Harris*



	Favorable	Unfavorable
East	50	45
Midwest	43	51
South	41	56
West	47	48
Gen. Cong. – Vote GOP	12	85
Gen. Cong. – Vote DEM	85	13
Gen. Cong. – Vote UND	34	46
Approve Trump Job	13	83
Disapprove Trump Job	77	18
Republican	11	85
Democrat	86	11
Independent	39	53
Liberal	81	17
Moderate	53	40
Conservative	12	85
Vote Trump 2024	8	88
Vote Harris 2024	85	13
White	37	59
African-American	76	21
Hispanic	59	36
Under 55	47	46
Over 55	41	57
Married	38	59
Single	52	41
Men	39	58
Women	49	44
Live in Urban Area	57	37
Live in Suburban Area	43	53
Live in Rural Area	34	62

Opinion: *Hakeem Jeffries*

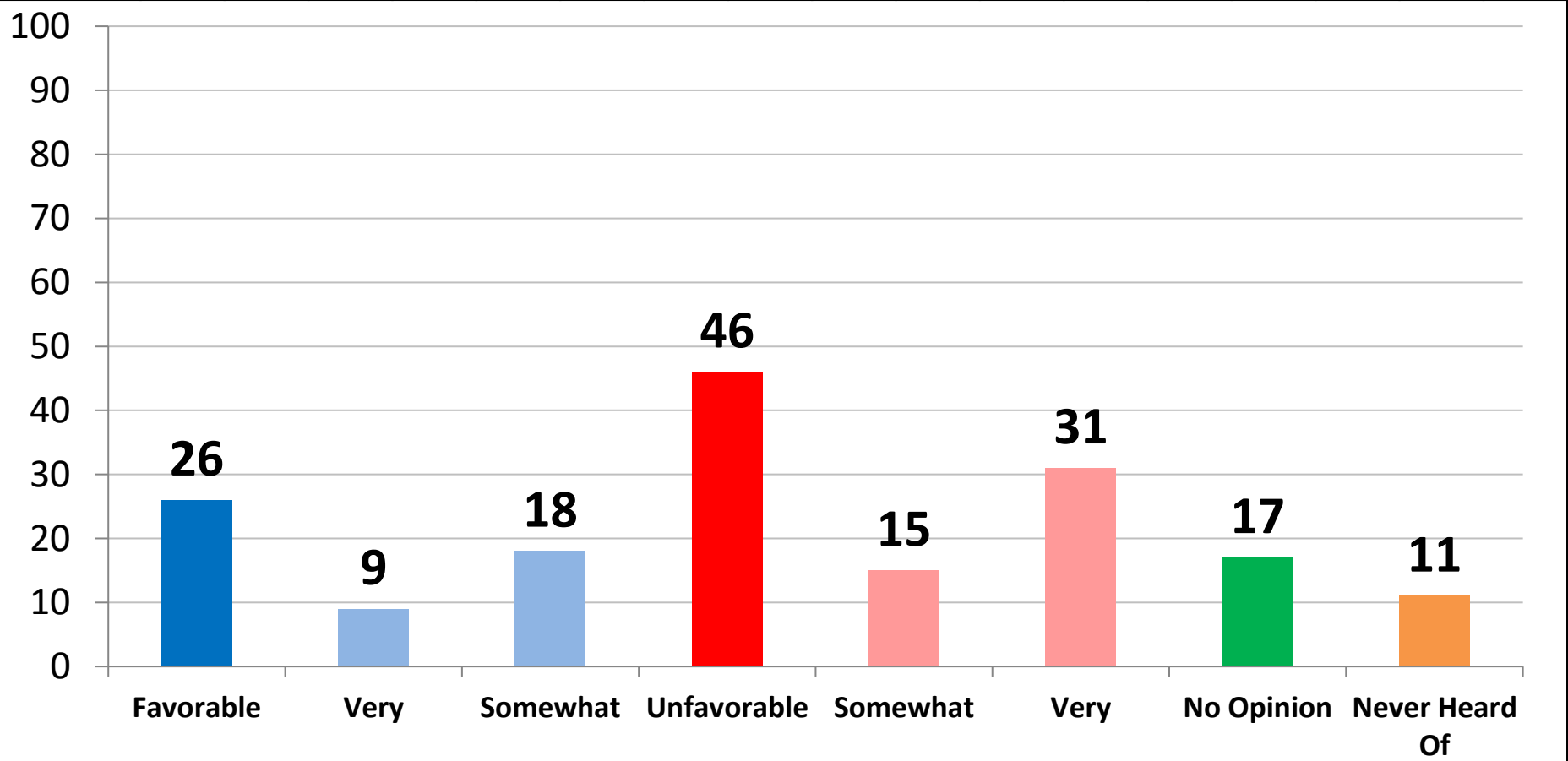
	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24
Favorable	26	26	24	23	23	22	23	20	21	23	24	23	22	21	21
Unfavorable	24	23	25	27	25	28	25	28	31	27	29	33	28	30	32
Net Diff.	+2	+3	-1	-4	-2	-6	-2	-8	-10	-4	-5	-10	-6	-9	-11
	5/24	6/24	7/24	8/24	9/24	10/24	1/25	2/25	3/25	4/25	5/25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



	Favorable	Unfavorable
East	27	29
Midwest	20	28
South	27	33
West	23	27
Gen. Cong. – Vote GOP	12	47
Gen. Cong. – Vote DEM	44	13
Gen. Cong. – Vote UND	9	18
Approve Trump Job	11	46
Disapprove Trump Job	40	15
Republican	10	46
Democrat	45	15
Independent	20	27
Liberal	47	16
Moderate	23	21
Conservative	11	48
Vote Trump 2024	9	49
Vote Harris 2024	43	12
White	21	34
African-American	45	18
Hispanic	28	20
Under 55	22	25
Over 55	28	36
Married	23	36
Single	25	27
Men	28	42
Women	21	19
Live in Urban Area	32	24
Live in Suburban Area	23	32
Live in Rural Area	20	32

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	9/25
Favorable	28	34	32	33	31	32	33	31	25	25	24	25	26	24	29	27	26
Unfavorable	47	47	48	43	46	49	47	49	39	43	46	46	45	45	44	44	46
Net Diff.	-19	-13	-17	-10	-16	-17	-14	-18	-15	-17	-22	-21	-19	-21	-15	-17	-20

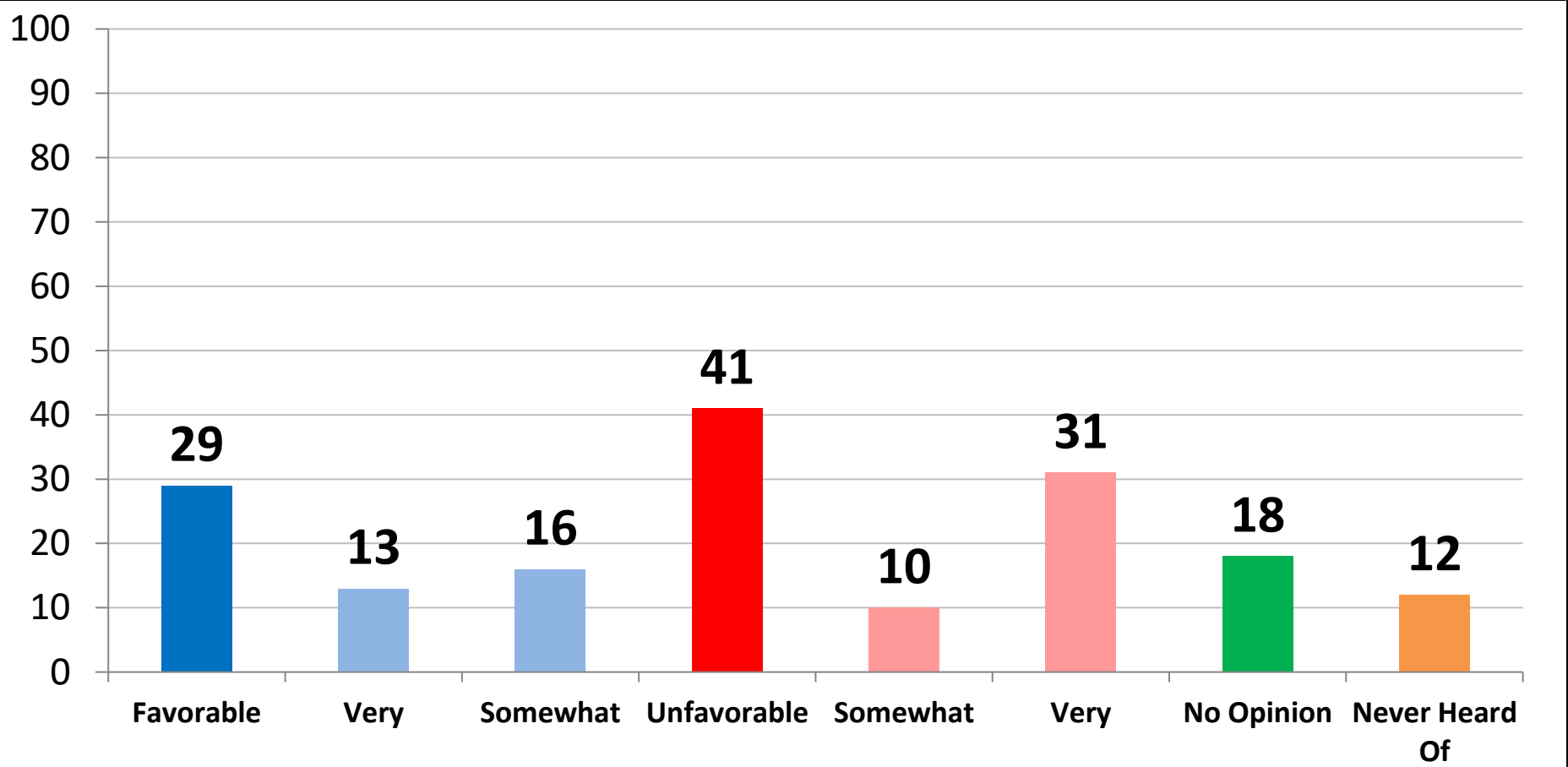


	Favorable	Unfavorable
East	30	46
Midwest	25	46
South	27	47
West	23	46
Gen. Cong. – Vote GOP	13	66
Gen. Cong. – Vote DEM	46	27
Gen. Cong. – Vote UND	13	33
Approve Trump Job	12	64
Disapprove Trump Job	43	29
Republican	13	65
Democrat	48	24
Independent	19	48
Liberal	48	28
Moderate	28	35
Conservative	10	71
Vote Trump 2024	11	67
Vote Harris 2024	44	28
White	24	52
African-American	45	27
Hispanic	29	36
Under 55	24	40
Over 55	29	54
Married	23	55
Single	27	39
Men	26	60
Women	27	34
Live in Urban Area	37	34
Live in Suburban Area	23	50
Live in Rural Area	22	51

Opinion:

Alexandria Ocasio Cortez

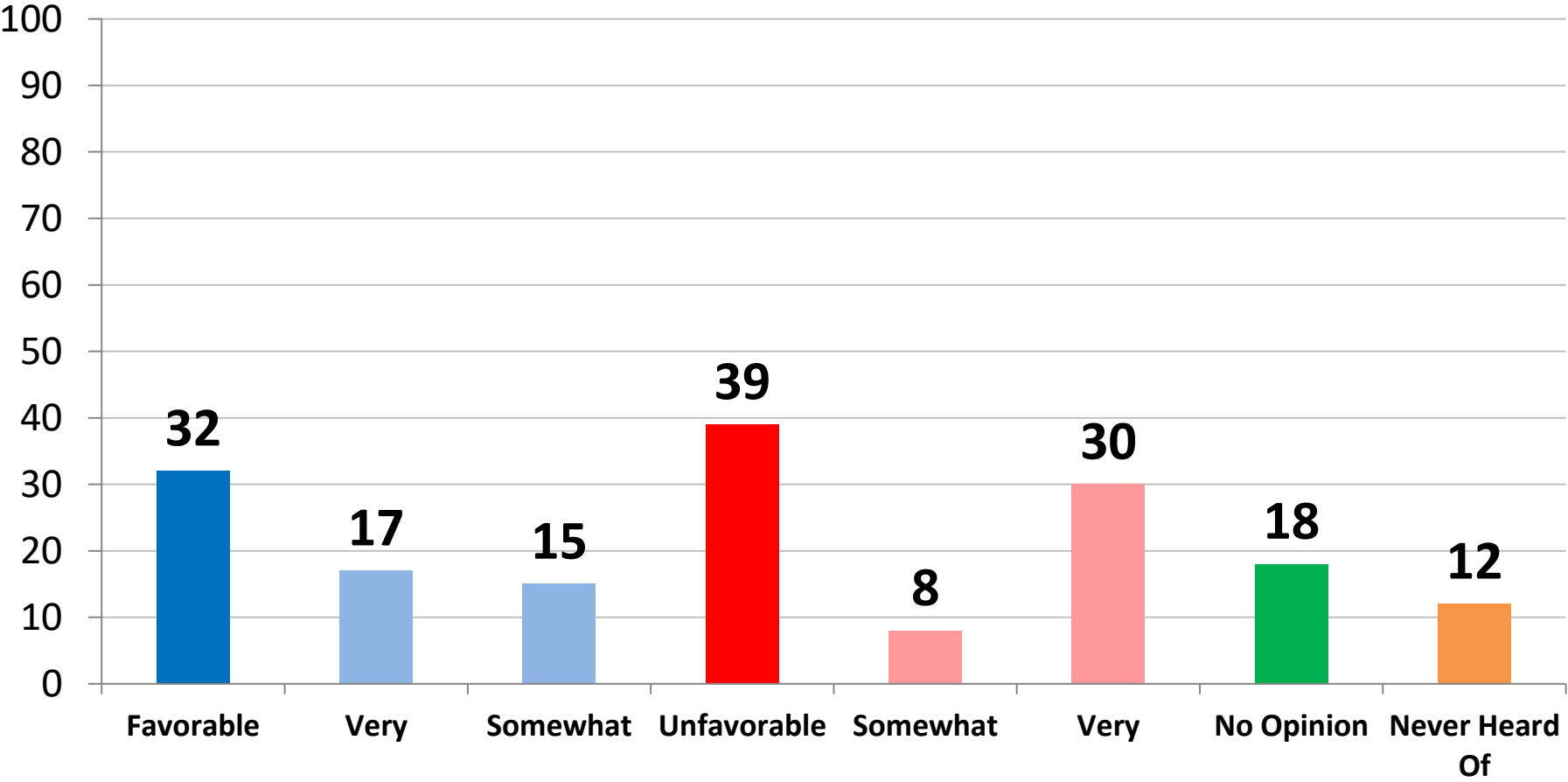
	3/20	11/20	4/25	5/25	6/25	7/25	8/25	9/25
Favorable	29	31	29	31	29	33	30	29
Unfavorable	44	42	41	41	40	41	44	41
Net Diff.	-15	-11	-12	-10	-11	-8	-15	-12



	Favorable	Unfavorable
East	35	37
Midwest	25	39
South	26	45
West	33	39
Gen. Cong. – Vote GOP	8	65
Gen. Cong. – Vote DEM	58	16
Gen. Cong. – Vote UND	15	31
Approve Trump Job	9	63
Disapprove Trump Job	51	20
Republican	7	64
Democrat	57	18
Independent	26	39
Liberal	64	18
Moderate	29	30
Conservative	7	68
Vote Trump 2024	7	65
Vote Harris 2024	55	17
White	23	48
African-American	45	20
Hispanic	49	27
Under 55	30	33
Over 55	28	50
Married	24	50
Single	34	32
Men	31	51
Women	28	32
Live in Urban Area	42	27
Live in Suburban Area	27	45
Live in Rural Area	22	47

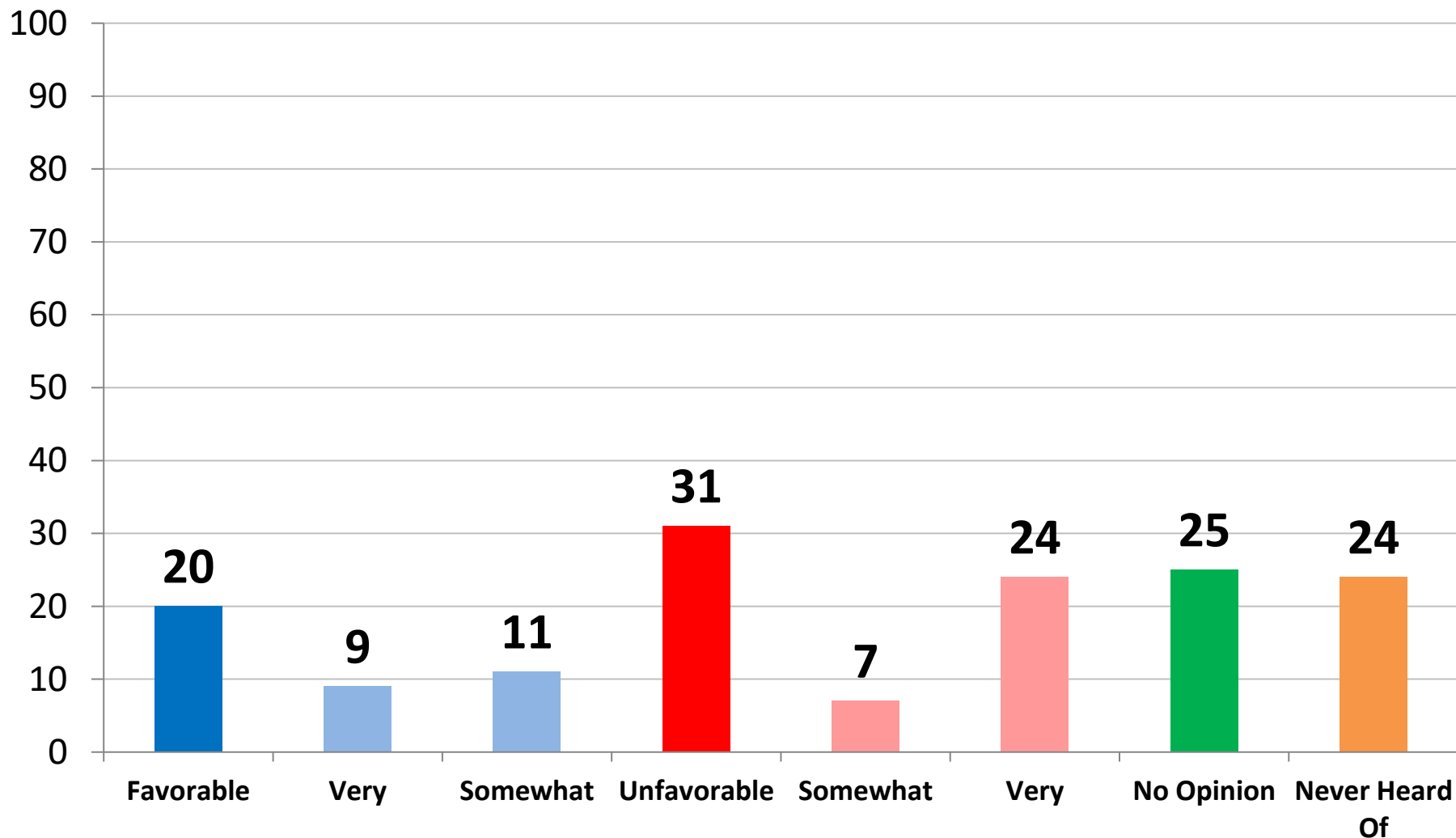
Opinion: *Gavin Newsom*

	6/25	7/25	8/25	9/25
Favorable	29	34	32	32
Unfavorable	40	39	39	39
Net Diff.	-11	-5	-7	-7



	Favorable	Unfavorable
East	35	32
Midwest	29	32
South	29	42
West	37	44
Gen. Cong. – Vote GOP	11	64
Gen. Cong. – Vote DEM	61	12
Gen. Cong. – Vote UND	16	30
Approve Trump Job	10	62
Disapprove Trump Job	57	15
Republican	10	63
Democrat	59	14
Independent	29	36
Liberal	67	14
Moderate	33	28
Conservative	8	66
Vote Trump 2024	9	66
Vote Harris 2024	58	13
White	28	44
African-American	46	19
Hispanic	46	31
Under 55	31	33
Over 55	32	45
Married	27	47
Single	38	29
Men	34	48
Women	30	30
Live in Urban Area	42	28
Live in Suburban Area	30	43
Live in Rural Area	25	41

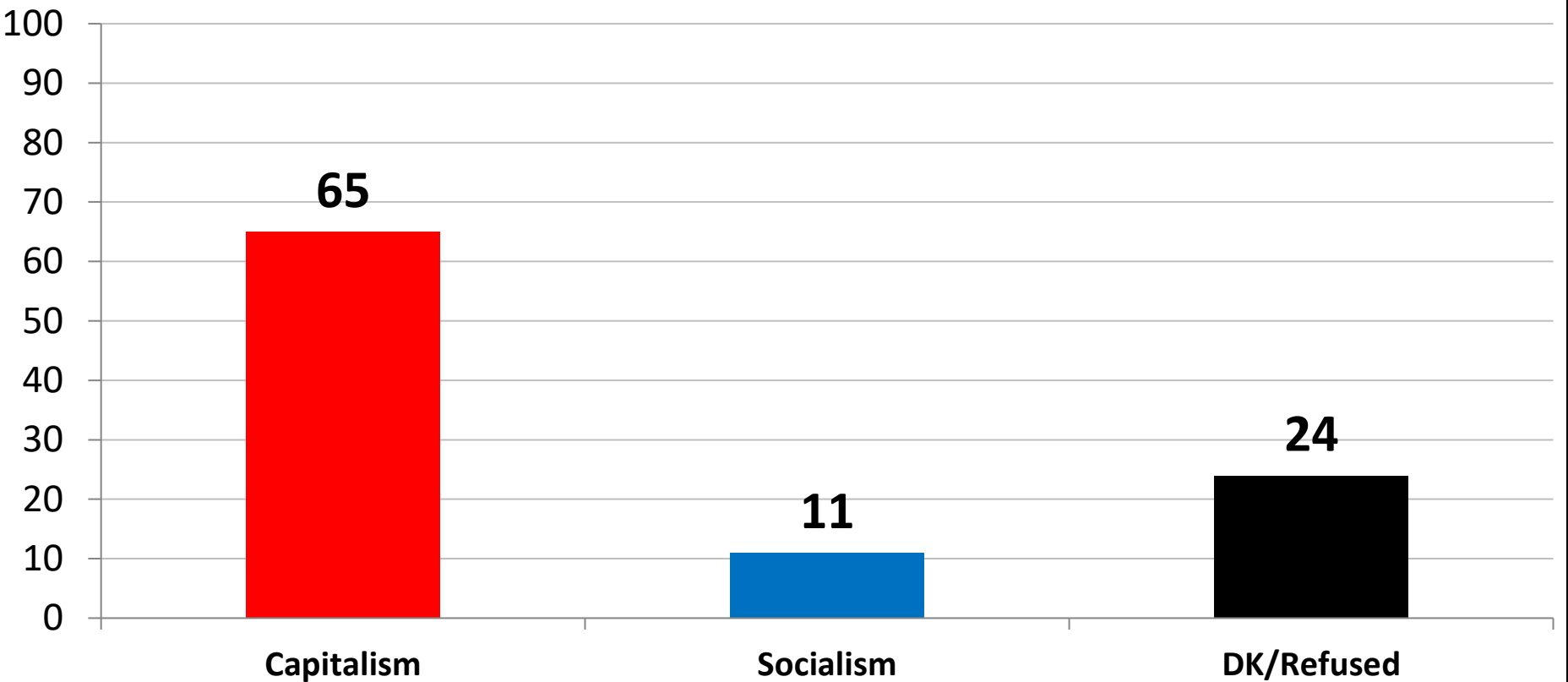
Opinion: *Zohran Mamdani*



	Favorable	Unfavorable
East	26	29
Midwest	15	26
South	20	36
West	19	30
Gen. Cong. – Vote GOP	8	48
Gen. Cong. – Vote DEM	37	15
Gen. Cong. – Vote UND	5	19
Approve Trump Job	8	47
Disapprove Trump Job	34	16
Republican	9	48
Democrat	37	14
Independent	15	30
Liberal	45	15
Moderate	17	22
Conservative	6	51
Vote Trump 2024	8	49
Vote Harris 2024	34	15
White	17	35
African-American	27	19
Hispanic	30	21
Under 55	23	25
Over 55	16	39
Married	17	36
Single	26	24
Men	22	44
Women	18	20
Live in Urban Area	25	27
Live in Suburban Area	20	32
Live in Rural Area	13	33

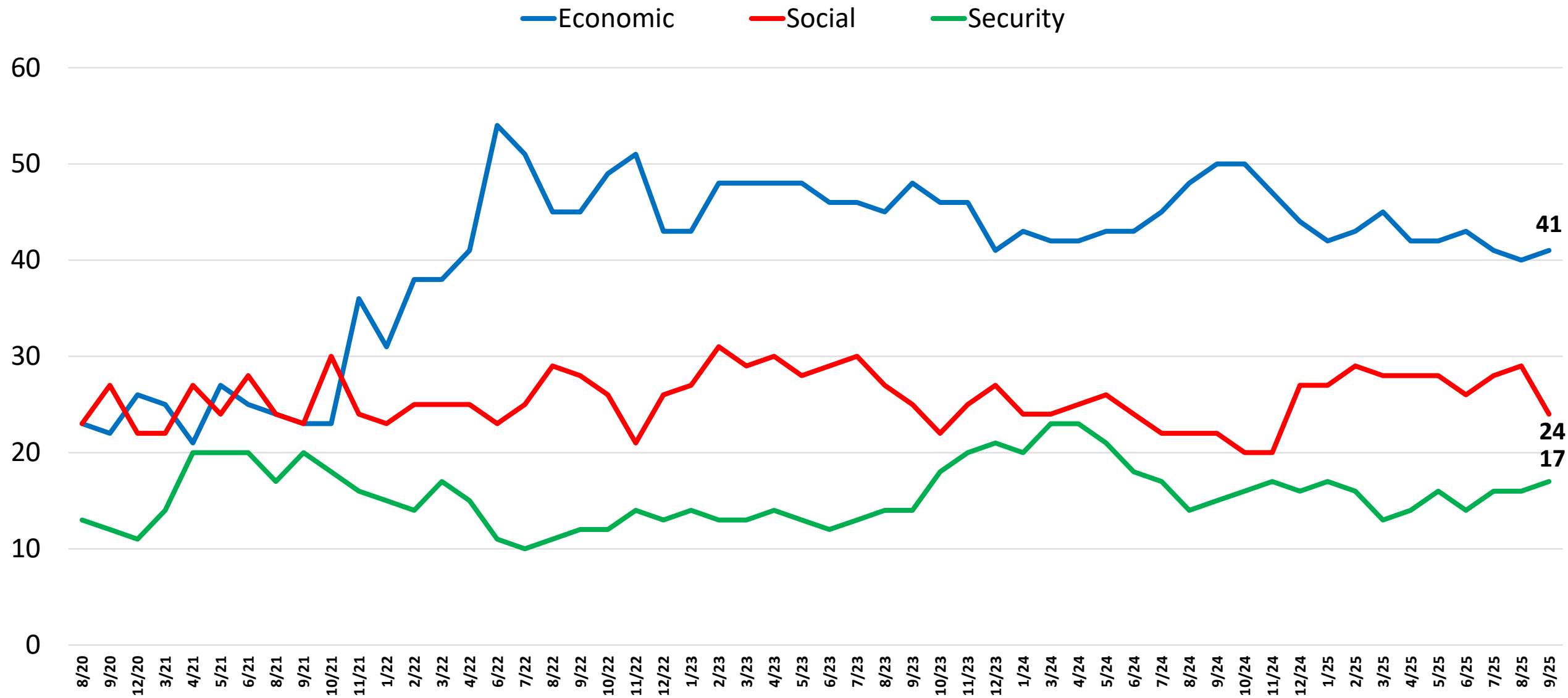
All things being equal, do you prefer:
Free Market Capitalism OR, Big Government Socialism

	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	7/22
Capitalism	63	60	61	62	59	61	62	59	60	76	58	60	63	64	63	59	61	62	61	62	62	61	62	60
Socialism	14	16	12	13	17	16	15	17	18	24	16	18	19	15	17	16	18	16	15	15	16	14	16	15
	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	9/25	
Capitalism	59	67	62	64	61	62	61	61	62	63	60	60	62	63	64	63	61	65	66	62	63	65	65	
Socialism	16	17	14	11	13	15	14	14	12	11	13	12	15	12	12	12	14	11	11	13	13	14	11	



	Capitalism	Socialism
East	62	10
Midwest	65	10
South	65	11
West	66	14
Gen. Cong. – Vote GOP	80	6
Gen. Cong. – Vote DEM	51	20
Gen. Cong. – Vote UND	50	5
Approve Trump Job	78	7
Disapprove Trump Job	54	17
Republican	79	4
Democrat	52	20
Independent	61	10
Liberal	49	28
Moderate	59	8
Conservative	80	4
Vote Trump 2024	79	5
Vote Harris 2024	54	18
White	70	10
African-American	44	16
Hispanic	57	17
Under 55	55	16
Over 55	76	6
Married	73	8
Single	53	17
Men	77	9
Women	54	13
Live in Urban Area	57	16
Live in Suburban Area	68	10
Live in Rural Area	65	9

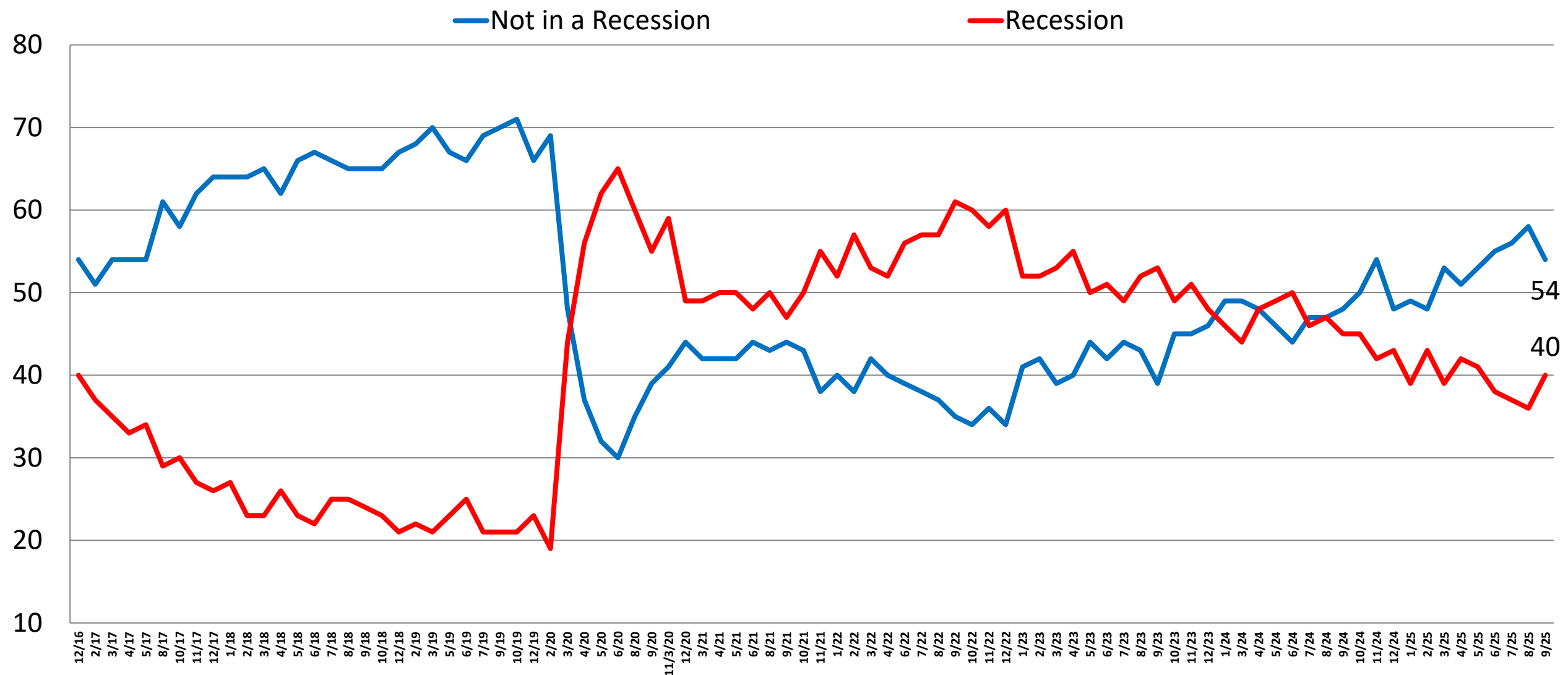
Most Important Issue (Time Series)



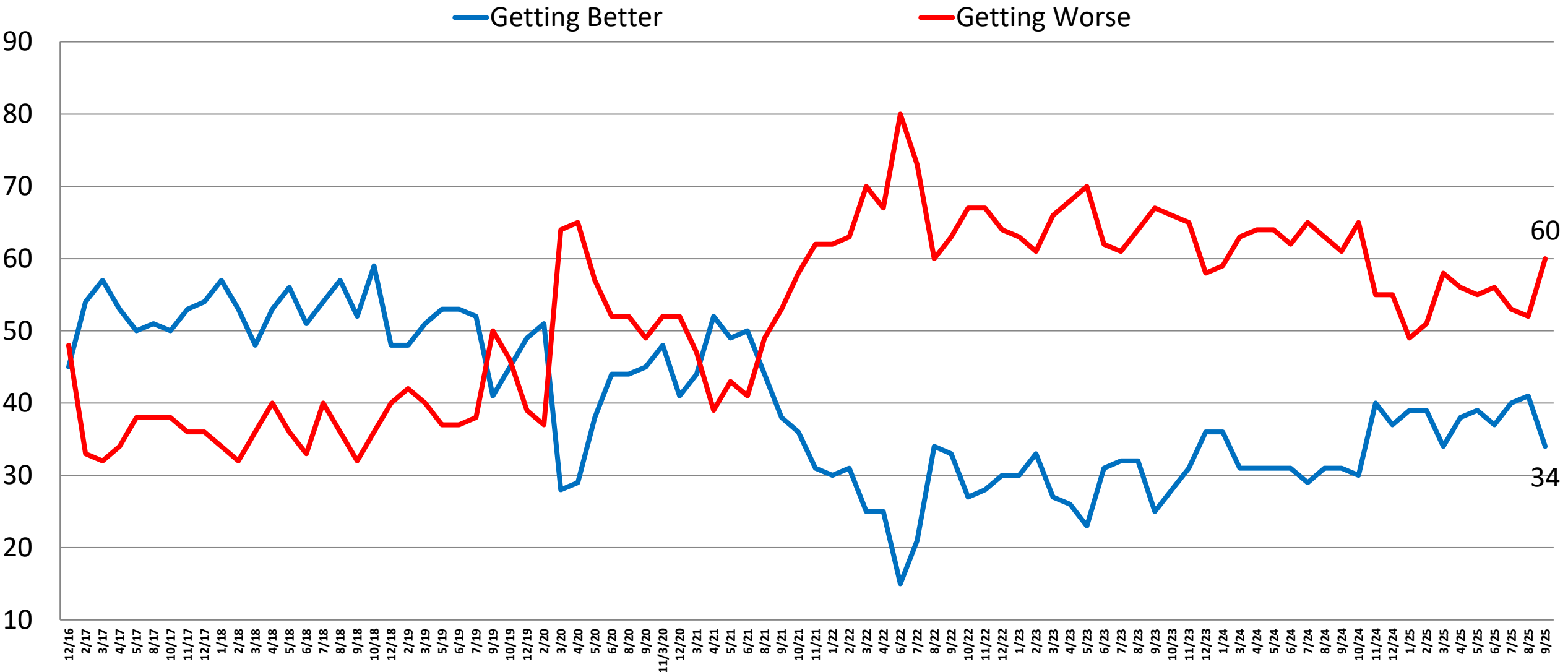
Most Important Issue

	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	9/25	Vote DJT	Vote KH	Rep	Dem	Ind	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Economic	43	43	45	48	50	50	47	44	42	43	45	42	42	43	41	40	41	42	39	41	40	42	38	51	42	45	35	38	43
Reduce Inflation/COL	23	25	29	30	29	28	26	27	22	24	23	22	19	21	19	18	21	17	24	16	23	23	20	25	22	24	17	16	25
The Economy	11	10	10	13	13	14	11	9	10	9	12	10	10	10	10	10	10	13	7	13	9	9	10	14	10	10	10	11	9
Gov't Spending/Debt	3	3	2	2	3	3	3	3	4	5	4	6	6	5	4	4	3	5	1	5	1	3	3	1	4	2	4	3	3
Jobs/Unemployment	4	4	3	3	2	2	4	3	4	3	4	3	2	3	4	4	4	3	3	3	4	5	2	5	4	5	2	4	4
Taxes	1	1	1	1	1	1	1	2	2	2	2	1	2	2	2	2	2	2	1	2	1	1	2	2	1	2	1	2	1
Trade and Tariffs	*	*	*	*	*	*	*	*	*	*	*	*	2	2	2	2	2	1	2	2	2	1	1	4	1	2	1	2	1
Gas/Energy Costs	2	1	1	1	1	1	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Social	26	24	22	22	22	20	20	27	27	29	28	28	28	26	28	29	24	20	28	21	30	23	24	27	23	22	27	24	25
Soc.Sec./Medicare	9	7	5	8	7	5	6	11	11	12	14	12	12	12	13	13	12	11	14	10	15	10	13	13	5	5	20	14	10
Health care	5	3	4	3	3	2	2	5	6	6	5	7	6	4	6	5	5	3	6	4	6	4	5	5	7	6	3	3	6
Medicaid	*	*	*	*	*	*	*	*	*	*	*	*	*	2	3	3	2	1	1	1	2	2	1	1	2	2	1	1	2
Climate Change/Envir.	4	4	3	4	4	3	2	4	4	4	4	3	3	2	3	3	3	1	5	1	4	4	3	2	5	4	2	4	2
Abortion	6	6	6	5	6	8	8	4	4	3	3	2	3	3	2	3	2	2	1	2	1	2	2	2	2	3	1	1	3
Improving Education	2	2	2	1	1	1	1	2	2	3	1	3	2	3	2	2	2	2	1	3	1	1	1	4	2	3	0	1	3
Race Relations	1	1	1	1	1	1	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Security	21	18	17	14	15	16	17	16	17	16	13	14	16	14	16	16	17	28	7	26	8	15	19	8	14	16	18	20	14
Border/Immigration	12	11	10	10	9	12	11	10	10	9	6	7	7	6	6	6	7	12	2	12	3	5	8	0	6	6	7	8	6
Nat.l' Sec./Terrorism	3	3	2	2	3	1	2	2	4	4	4	4	4	4	5	5	4	8	1	7	2	4	5	1	2	3	6	6	3
Crime/Law & Order	2	2	2	1	2	1	2	2	2	2	1	2	2	2	2	2	4	6	2	6	1	4	4	2	3	5	2	4	4
Russia-Ukraine War	1	1	1	1	1	1	0	*	*	*	*	*	1	2	2	1	1	1	2	2	2	1	1	2	3	1	2	2	1
Iran/War in M.E.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	1	1	1	1	1	1	0	3	1	1	0	1	1
China	1	0	0	0	0	0	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Hamas-Israel War	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	9	2	18	4	14	11	10	5	13	7	12	10	8
Honesty/Integrity/D.C	4	4	4	4	3	3	4	5	6	4	6	5	7	6	5	5	6	7	6	7	6	6	7	6	7	5	8	7	6
Election Integrity	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Indictments of Trump	3	2	1	1	1	2	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DK/Refused	2	2	2	1	2	2	1	2	2	2	1	2	1	3	3	2	3	3	2	2	2	4	3	3	2	4	1	2	4

Opinion: U.S. Economy (Time Series)



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

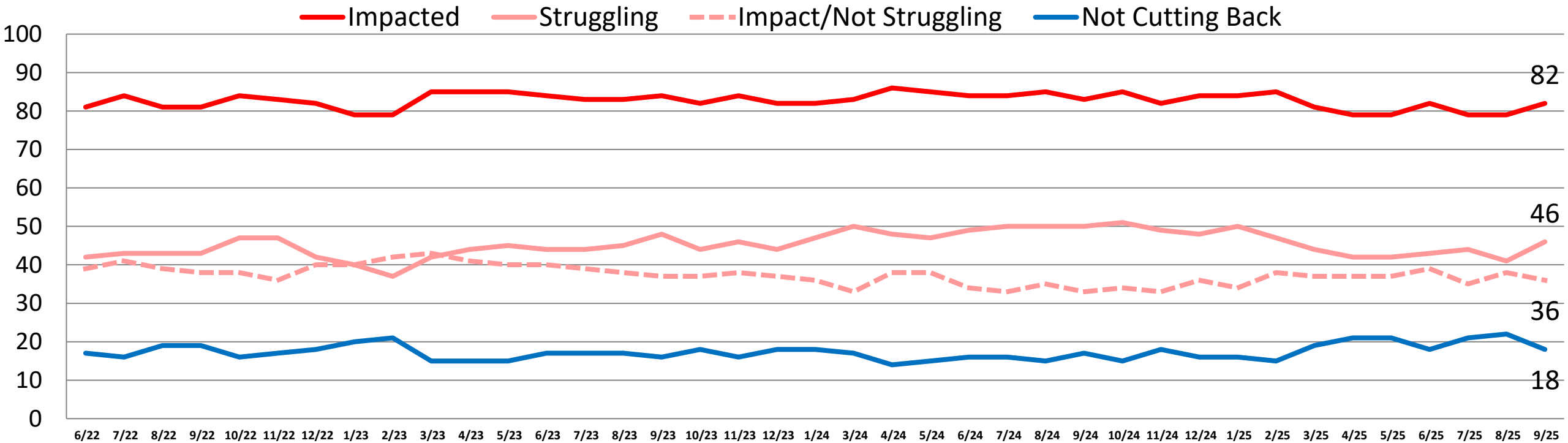


Current Opinion of U.S. Economy (Time Series)

	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	9/25	Vote DJT	Vote KH	Rep	Dem	Ind	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Not Recession	46	44	47	47	48	50	54	48	49	48	53	51	53	55	56	58	54	63	49	64	47	49	56	52	45	46	64	60	48
Getting Better	19	20	19	19	19	20	28	21	20	22	20	23	26	26	27	28	23	42	6	42	9	13	25	14	15	17	30	29	17
Getting Worse	27	24	28	28	29	30	25	27	29	26	33	29	28	29	29	29	31	21	43	22	38	36	30	38	31	29	34	31	31
Recession	49	50	46	47	45	45	42	43	39	43	39	42	41	38	37	36	40	29	48	29	49	43	38	42	51	47	31	35	44
Getting Better	12	11	10	12	12	10	12	16	19	17	14	15	13	11	13	13	11	19	4	17	5	11	13	5	11	14	9	10	13
Getting Worse	37	39	37	36	33	34	30	28	20	25	25	27	28	27	24	23	28	10	44	12	44	32	25	38	41	33	23	25	31
D.K./Refused	5	6	7	6	7	6	5	8	11	10	8	7	6	7	7	7	6	7	3	7	4	9	7	6	4	7	5	5	8
Net Diff.	-2	-6	+1	-1	+3	+5	+12	+5	+10	+5	+13	+9	+13	+17	19	+22	+14	+34	+1	+35	-2	+6	+18	+10	-6	-1	+33	+25	+4
Getting Better	31	31	29	31	31	30	40	37	39	39	34	38	39	37	40	41	34	61	10	60	14	24	38	18	25	30	38	38	30
Getting Worse	64	62	65	63	61	65	55	55	49	51	58	56	55	56	53	52	60	32	87	34	82	67	55	76	71	62	57	57	63
D.K./Refused	5	6	7	6	7	6	5	8	11	10	8	7	6	7	7	7	6	7	3	7	4	9	7	6	4	7	5	5	8
Net Diff.	-34	-31	-36	-33	-30	-35	-15	-18	-10	-12	-23	-18	-17	-19	-12	-11	-26	+29	-77	+26	-68	-43	-17	-57	-46	-32	-18	-18	-33

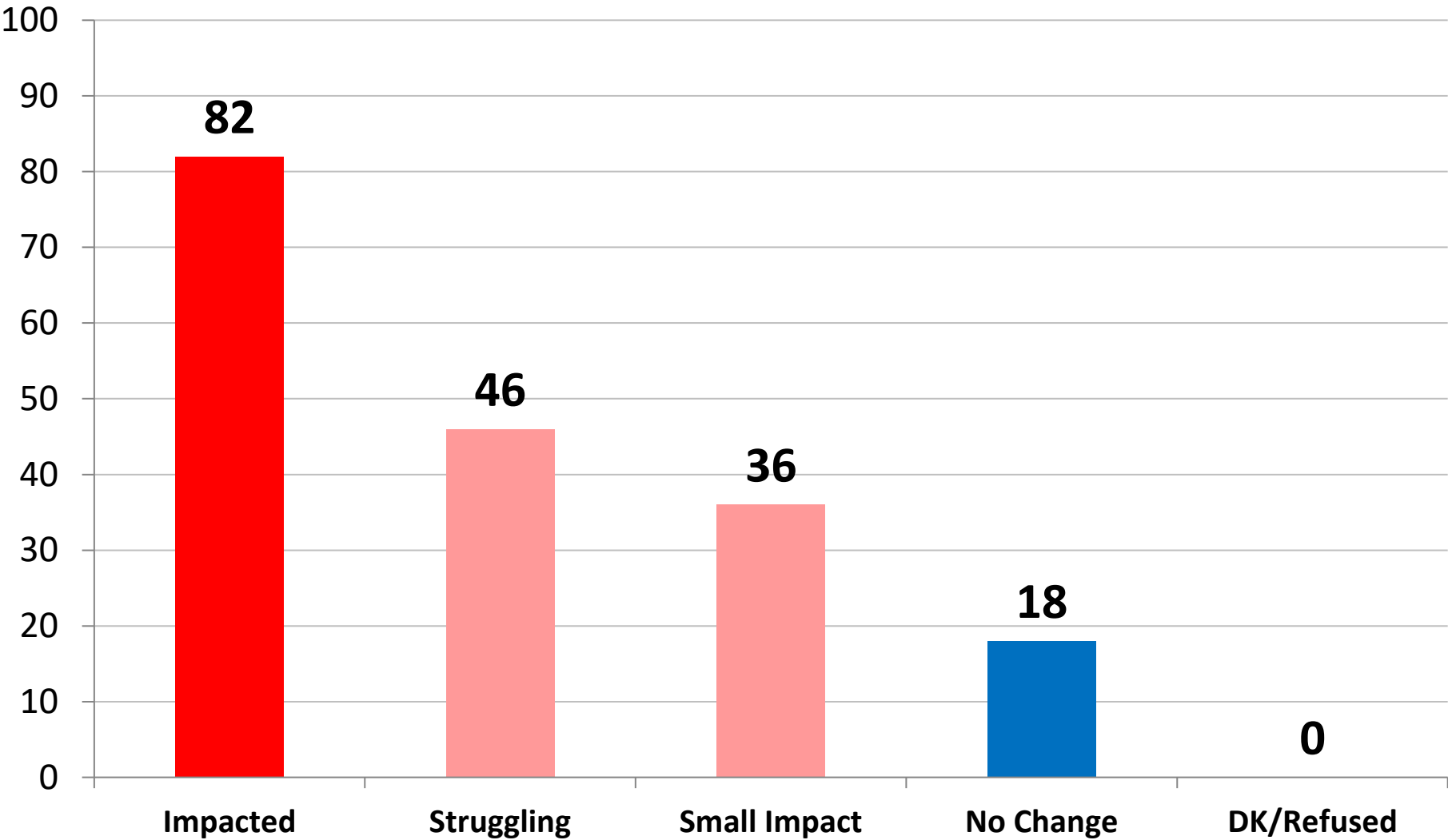
Which of the following best describes how inflation and higher costs have impacted your personal and household financial situation? (Time Series)

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



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

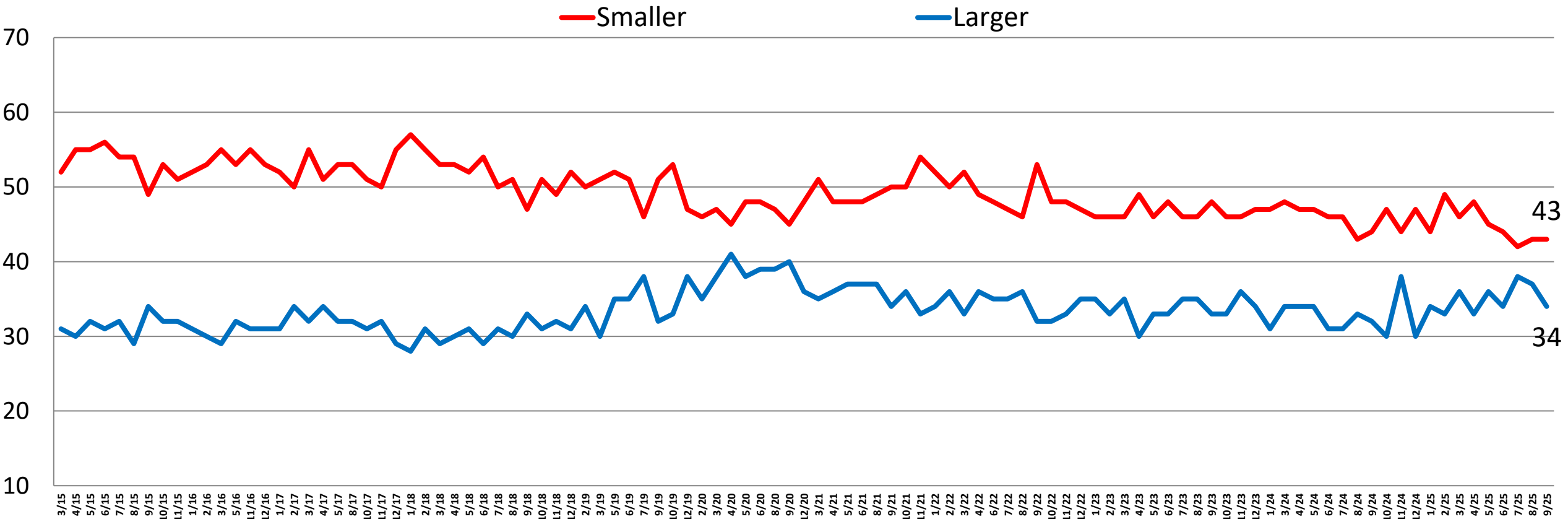
- 1) With inflation and higher prices, we are struggling to keep up and afford basic necessities.
- 2) We are not struggling but inflation and higher prices have had a significant impact on our finances and spending.
- 3) Despite inflation and higher prices, we are still able to afford our normal spending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



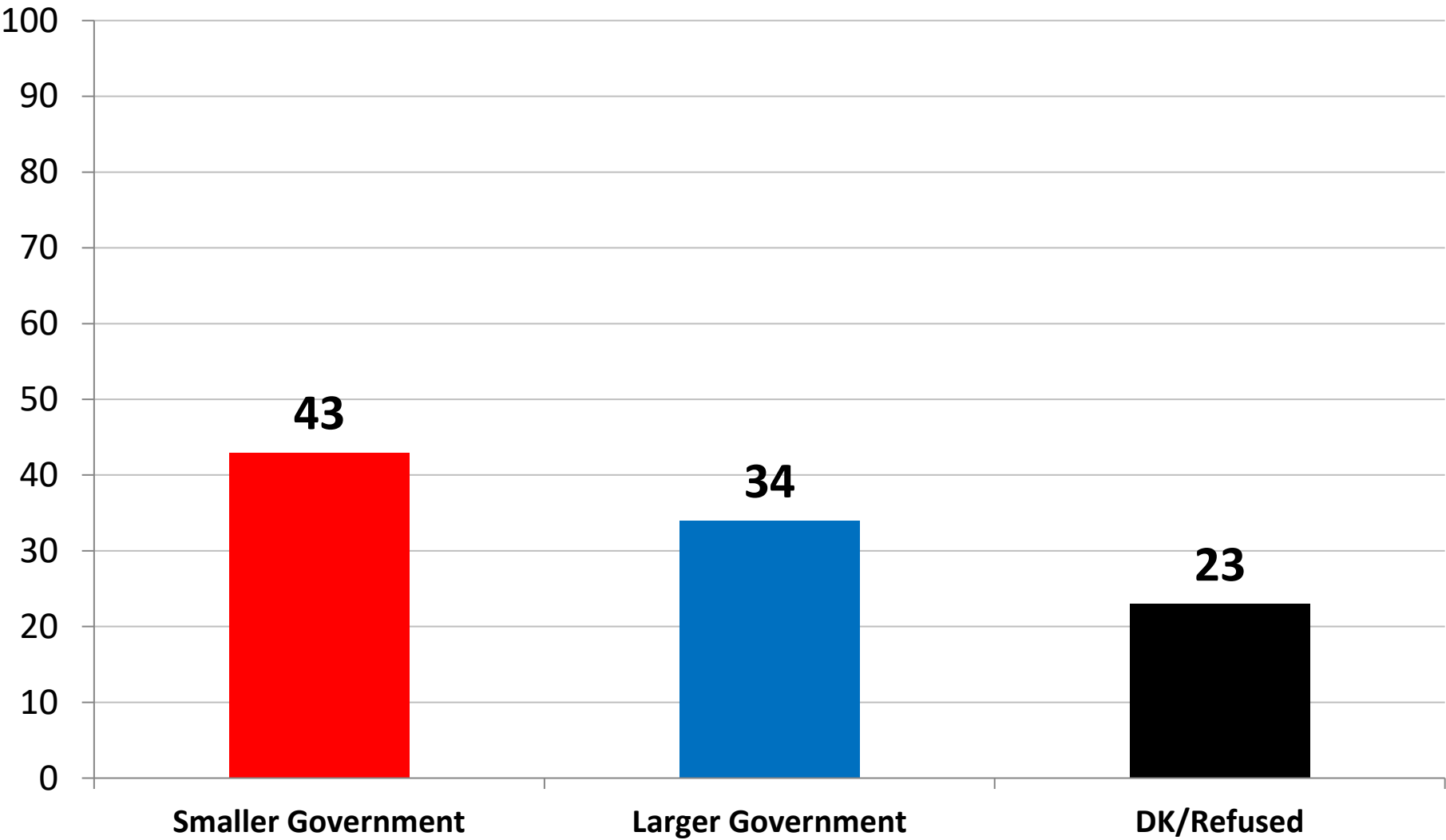
	Struggle	Impact	No Change
East	40	42	18
Midwest	48	32	19
South	44	37	19
West	51	35	15
Gen. Cong. – Vote GOP	35	41	24
Gen. Cong. – Vote DEM	56	32	12
Gen. Cong. – Vote UND	53	32	16
Approve Trump Job	37	40	24
Disapprove Trump Job	56	33	11
Republican	34	40	25
Democrat	55	33	13
Independent	51	35	15
Liberal	51	36	13
Moderate	54	34	13
Conservative	34	39	27
Vote Trump 2024	36	40	24
Vote Harris 2024	54	33	13
White	43	38	19
African-American	52	37	11
Hispanic	58	31	11
Under 55	54	32	14
Over 55	36	41	23
Married	37	41	23
Single	56	31	13
Men	37	40	23
Women	54	33	13
Live in Urban Area	53	31	17
Live in Suburban Area	42	39	19
Live in Rural Area	47	35	18

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	7/23
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	46
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	35
	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	9/25	
Smaller Gov't	46	48	46	46	47	47	48	47	47	46	46	43	44	47	44	47	44	49	46	48	45	44	42	43	43	
Larger Gov't	35	33	33	36	34	31	34	34	34	31	31	33	32	30	38	30	34	33	36	33	36	34	38	37	34	



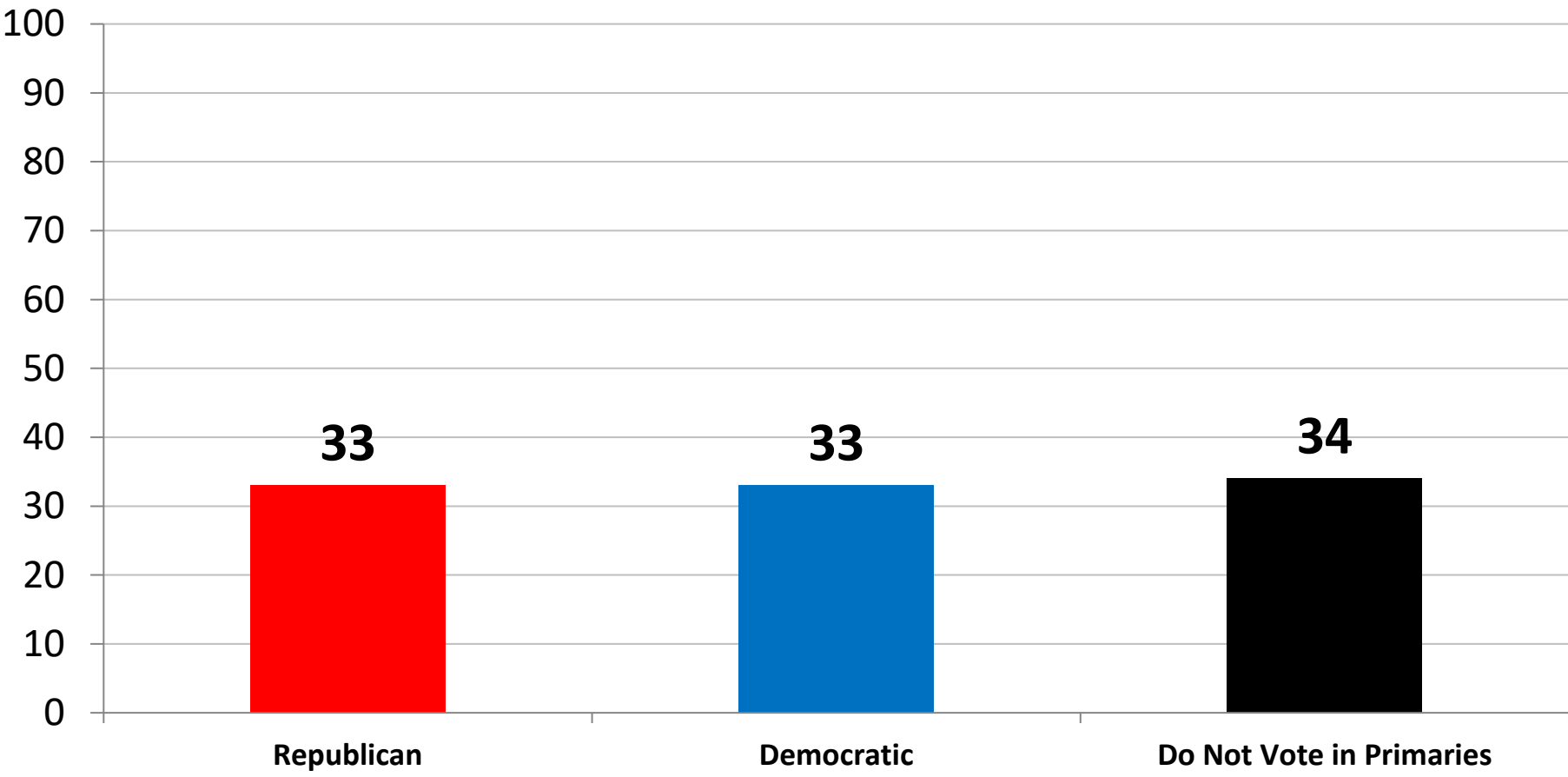
Would you say you most favor a smaller government with fewer services or a larger government with many services?



	Smaller	Larger
East	39	37
Midwest	47	31
South	44	33
West	41	38
Gen. Cong. – Vote GOP	67	18
Gen. Cong. – Vote DEM	21	57
Gen. Cong. – Vote UND	27	20
Approve Trump Job	64	19
Disapprove Trump Job	22	51
Republican	65	19
Democrat	22	55
Independent	40	31
Liberal	21	59
Moderate	32	38
Conservative	69	14
Vote Trump 2024	66	18
Vote Harris 2024	23	53
White	50	30
African-American	17	49
Hispanic	30	42
Under 55	36	39
Over 55	52	29
Married	51	30
Single	32	43
Men	54	30
Women	33	38
Live in Urban Area	34	42
Live in Suburban Area	46	35
Live in Rural Area	48	25

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=300)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25
Republican	33	30	33	31	29	29	28	30	29	33
Democratic	35	31	29	38	37	36	35	38	34	33
DNV Primaries	32	39	38	31	34	35	37	32	36	34



	GOP	DEM	DNV
East	32	38	30
Midwest	27	29	44
South	34	34	33
West	39	31	30
Gen. Cong. – Vote GOP	78	7	16
Gen. Cong. – Vote DEM	5	74	21
Gen. Cong. – Vote UND	15	19	67
Approve Trump Job	68	5	27
Disapprove Trump Job	10	58	31
Republican	0	0	0
Democrat	0	0	0
Independent	33	33	34
Liberal	13	52	35
Moderate	26	37	37
Conservative	67	9	25
Vote Trump 2024	72	3	25
Vote Harris 2024	5	66	29
White	38	31	32
African-American	12	41	47
Hispanic	17	58	25
Under 55	27	37	37
Over 55	42	28	30
Married	41	29	31
Single	33	30	37
Men	41	31	28
Women	27	35	38
Live in Urban Area	24	40	36
Live in Suburban Area	33	31	36
Live in Rural Area	45	29	26

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=429)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25	Vote DJT	Vote KH	Lib.	Mod.	Cons.	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Gavin Newsom	7	7	4	6	8	4	8	9	18	22	11	24	27	20	11	22	18	30	16	30	26	19
Kamala Harris	35	33	36	29	30	29	30	25	27	21	18	23	19	24	20	19	30	19	26	16	14	28
Pete Buttigieg	12	9	8	10	6	10	10	8	9	7	3	7	9	7	0	10	1	6	8	7	10	4
A. Ocasio Cortez	3	6	3	8	8	9	7	9	4	5	0	5	7	3	5	5	3	6	8	1	3	7
Jasmine Crockett	*	*	*	*	2	2	2	2	3	5	7	5	6	4	5	2	11	5	6	4	3	6
Cory Booker	2	2	3	4	7	7	7	4	3	4	0	4	4	4	8	5	5	4	4	5	4	5
Josh Shapiro	5	3	3	4	4	6	3	4	3	4	8	3	2	5	7	6	3	1	3	5	6	2
Tim Walz	5	3	4	5	4	3	4	4	2	2	0	3	2	3	0	2	2	6	3	2	3	2
Amy Klobuchar	1	3	3	2	2	3	2	3	1	2	10	2	1	2	5	2	0	3	2	2	3	1
JB Pritzker	3	1	2	2	3	2	1	2	2	2	0	2	4	0	0	2	0	2	1	3	2	1
Gretchen Whitmer	3	3	4	3	1	3	3	4	2	1	0	2	2	1	2	2	0	0	2	1	2	1
Roy Cooper	*	*	2	2	2	1	1	2	1	1	0	1	1	1	3	1	4	0	2	0	0	2
Wes Moore	1	2	1	1	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	2	2	0
Jared Polis	0	1	0	1	0	1	0	1	1	1	0	1	0	1	0	1	0	1	2	0	0	2
Stephen A. Smith	*	2	1	1	1	1	1	2	1	1	0	1	0	1	3	1	1	0	1	1	0	1
Phil Murphy	1	1	1	1	1	1	1	1	1	1	5	0	1	1	0	1	1	1	1	0	1	1
Rahm Emanuel	*	*	*	*	*	*	2	1	1	0	0	0	0	1	0	1	0	0	1	0	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	20	38	17	14	22	33	19	20	16	18	21	21	19

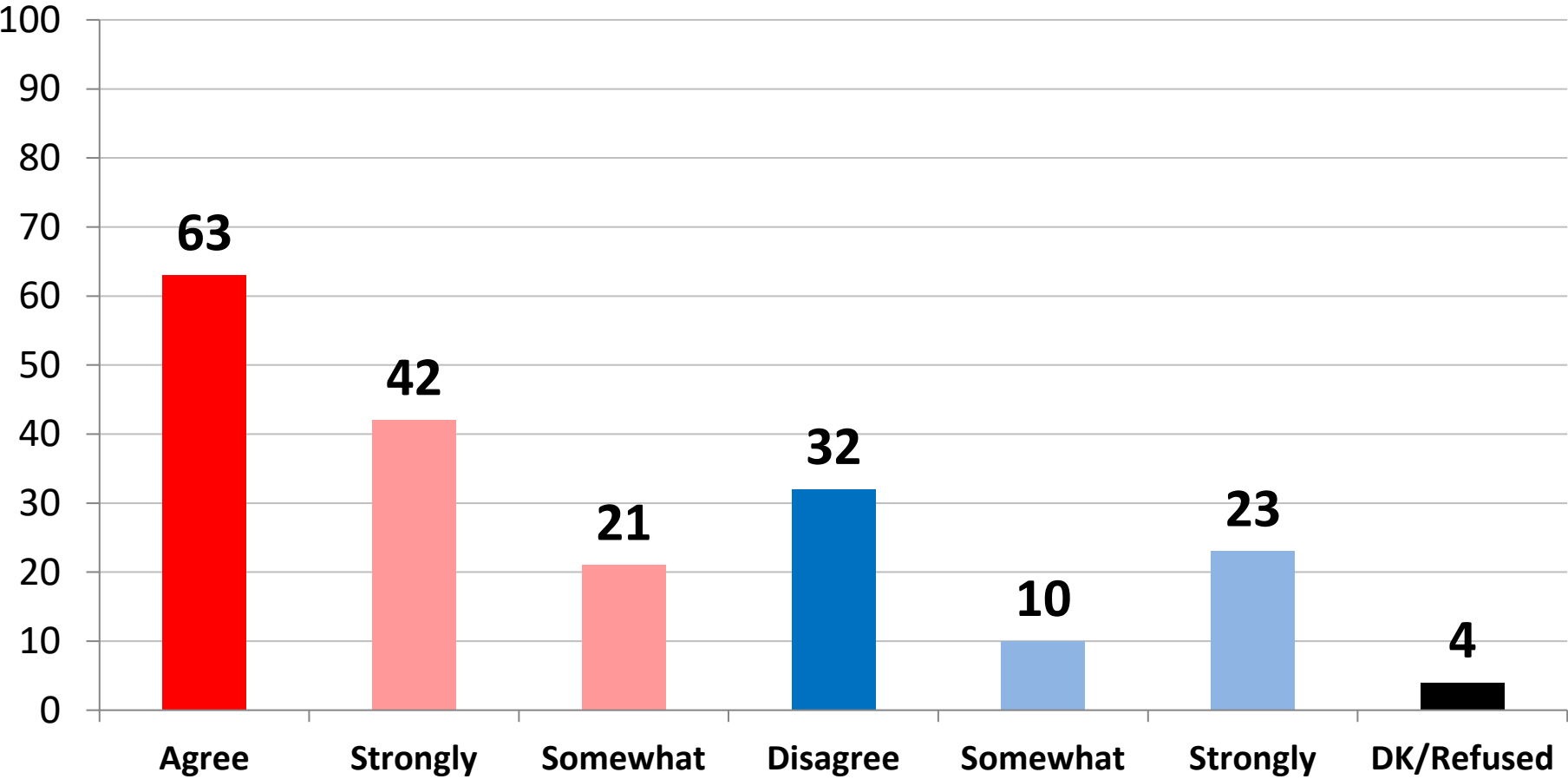
Thinking ahead to the 2028 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote? (n=470)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25	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	42	46	7	25	21	52	43	15	30	34	49	45	38
Donald Trump, Jr.	21	21	17	15	14	19	14	19	16	14	15	0	26	15	12	11	8	32	20	8	11	16
Ron DeSantis	9	8	6	8	6	5	6	8	10	8	9	3	6	7	9	9	0	3	8	8	11	5
Marco Rubio	2	3	3	4	2	5	4	4	4	5	5	4	0	3	6	5	0	6	0	9	7	2
Nikki Haley	4	2	3	3	5	4	4	4	3	3	3	12	7	3	3	4	0	0	3	4	4	3
Vivek Ramaswamy	4	3	4	2	2	1	2	3	2	2	2	3	2	3	2	2	0	0	2	2	2	3
Tulsi Gabbard	2	3	2	1	1	2	2	1	2	2	2	9	0	5	1	2	0	0	4	0	2	2
S. Huckabee Sanders	2	1	1	1	2	1	1	1	2	2	1	4	6	1	2	2	9	2	2	2	1	3
Tim Scott	3	1	1	1	1	1	1	1	1	1	1	3	2	2	1	1	14	0	1	2	2	1
Kristi Noem	1	1	2	1	2	1	1	0	1	1	1	0	0	1	1	1	0	0	1	0	0	1
Tom Cotton	1	0	1	0	0	0	1	1	1	1	0	4	7	1	0	0	10	3	1	0	0	1
Rick Scott	1	0	1	1	1	1	1	1	1	0	0	0	2	1	0	0	9	0	1	0	1	0
Greg Abbott	1	2	1	1	1	1	2	1	2	0	0	0	0	1	0	0	0	0	1	0	0	1
Glenn Youngkin	2	2	0	1	1	1	1	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0
Elise Stefanik	0	0	0	0	1	1	0	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*
Larry Hogan	0	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Undecided	24	24	22	26	19	22	24	21	18	19	15	52	16	39	11	19	36	24	22	16	14	24

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.”

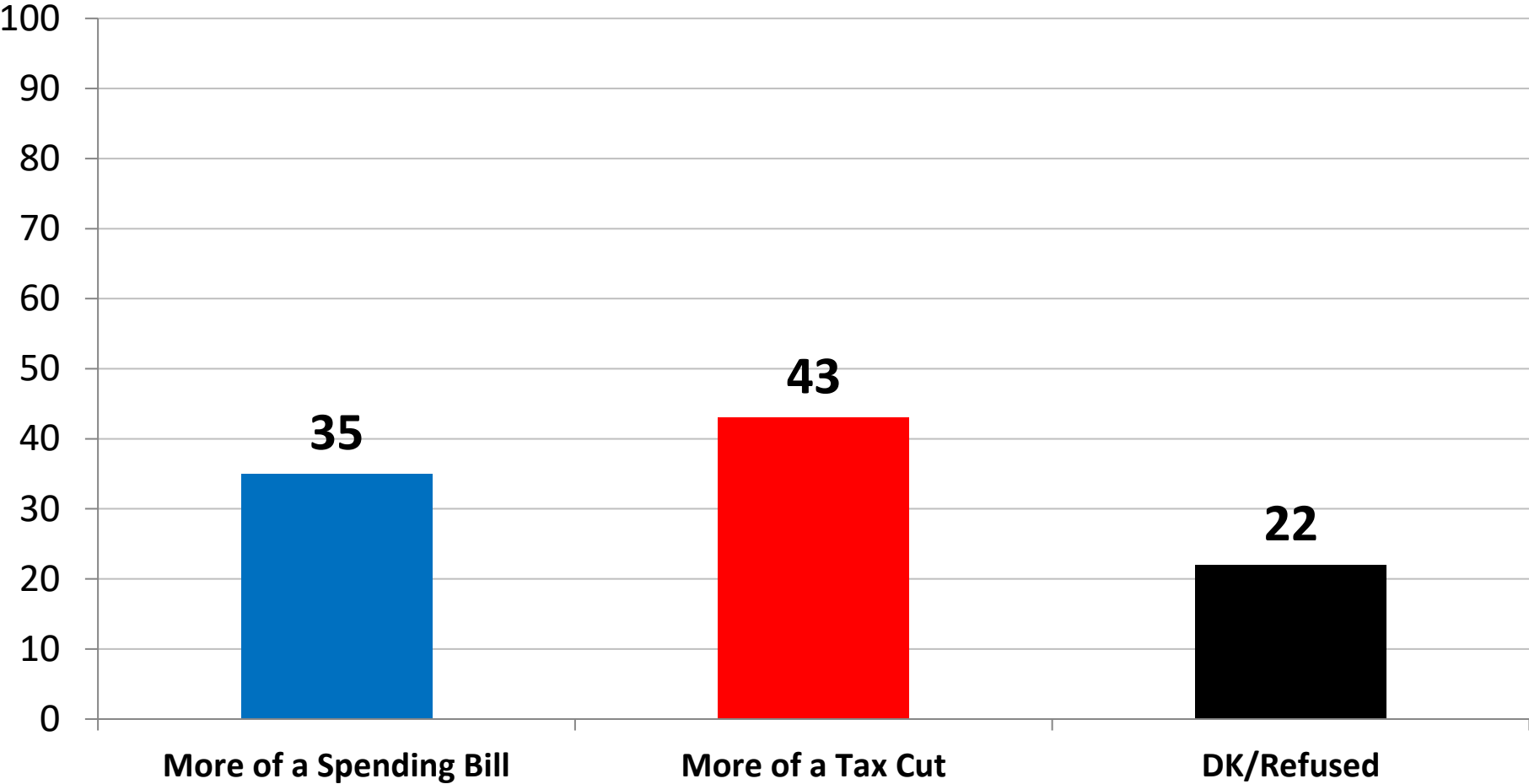
	6/25	7/25	8/25	9/25
Agree	63	67	66	63
Strongly	43	47	44	42
Disagree	30	27	29	32



	Agree	Disagree
East	62	34
Midwest	66	30
South	66	29
West	58	39
Gen. Cong. – Vote GOP	93	6
Gen. Cong. – Vote DEM	31	64
Gen. Cong. – Vote UND	55	29
Approve Trump Job	94	6
Disapprove Trump Job	31	63
Republican	92	8
Democrat	35	60
Independent	60	32
Liberal	36	62
Moderate	54	38
Conservative	91	7
Vote Trump 2024	95	4
Vote Harris 2024	34	61
White	69	29
African-American	43	44
Hispanic	53	43
Under 55	59	35
Over 55	68	29
Married	68	29
Single	55	39
Men	67	31
Women	60	34
Live in Urban Area	50	43
Live in Suburban Area	65	31
Live in Rural Area	74	23

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

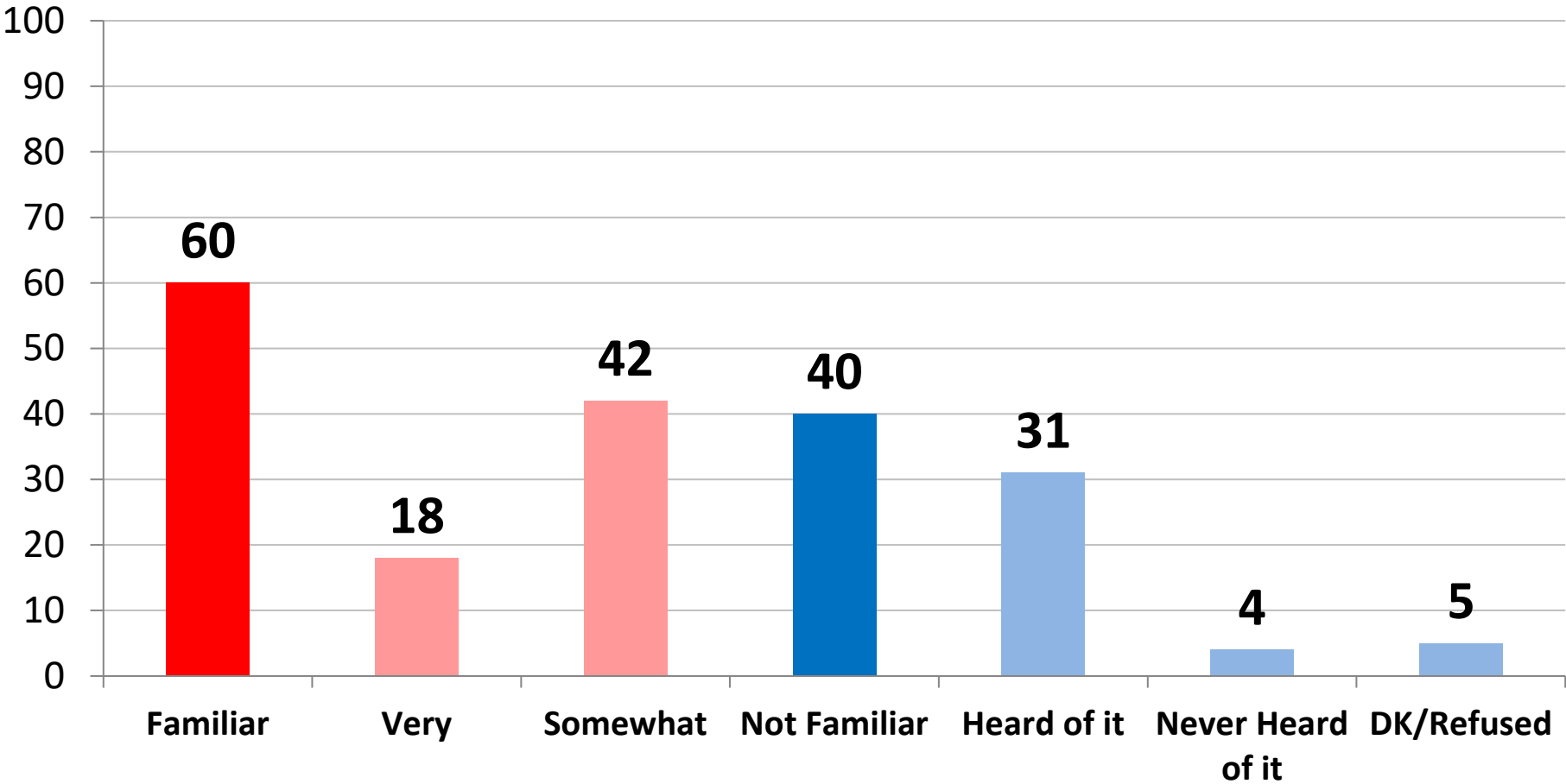
	7/25	8/25	9/25
Spending Bill	39	37	35
Tax Cut	39	42	43



	Spending	Cut
East	32	41
Midwest	37	41
South	34	43
West	36	46
Gen. Cong. – Vote GOP	26	53
Gen. Cong. – Vote DEM	46	37
Gen. Cong. – Vote UND	32	25
Approve Trump Job	26	52
Disapprove Trump Job	46	36
Republican	25	54
Democrat	43	39
Independent	38	35
Liberal	42	44
Moderate	40	33
Conservative	24	53
Vote Trump 2024	25	54
Vote Harris 2024	46	35
White	34	44
African-American	41	33
Hispanic	35	45
Under 55	34	42
Over 55	36	44
Married	37	46
Single	32	43
Men	37	49
Women	33	38
Live in Urban Area	31	45
Live in Suburban Area	39	42
Live in Rural Area	29	45

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

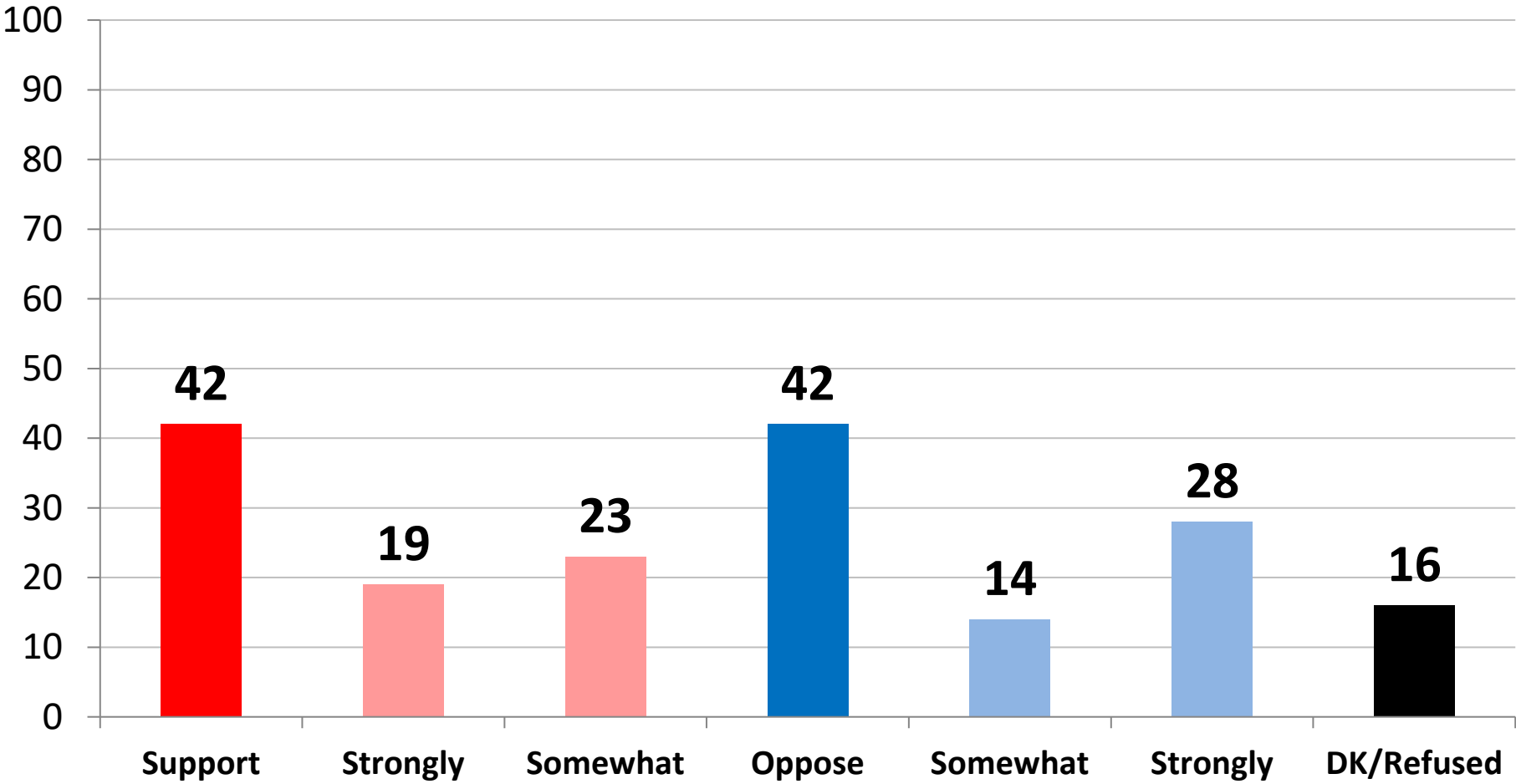
	7/25	8/25	9/25
Familiar	64	62	60
Not Familiar	36	38	40



	Familiar	Not Familiar
East	63	37
Midwest	58	42
South	61	39
West	58	42
Gen. Cong. – Vote GOP	62	39
Gen. Cong. – Vote DEM	63	37
Gen. Cong. – Vote UND	42	58
Approve Trump Job	61	39
Disapprove Trump Job	62	38
Republican	63	37
Democrat	61	39
Independent	56	44
Liberal	72	28
Moderate	49	51
Conservative	64	36
Vote Trump 2024	64	36
Vote Harris 2024	60	40
White	62	38
African-American	45	55
Hispanic	56	44
Under 55	57	43
Over 55	64	37
Married	63	37
Single	59	42
Men	71	29
Women	49	51
Live in Urban Area	60	40
Live in Suburban Area	61	40
Live in Rural Area	58	42

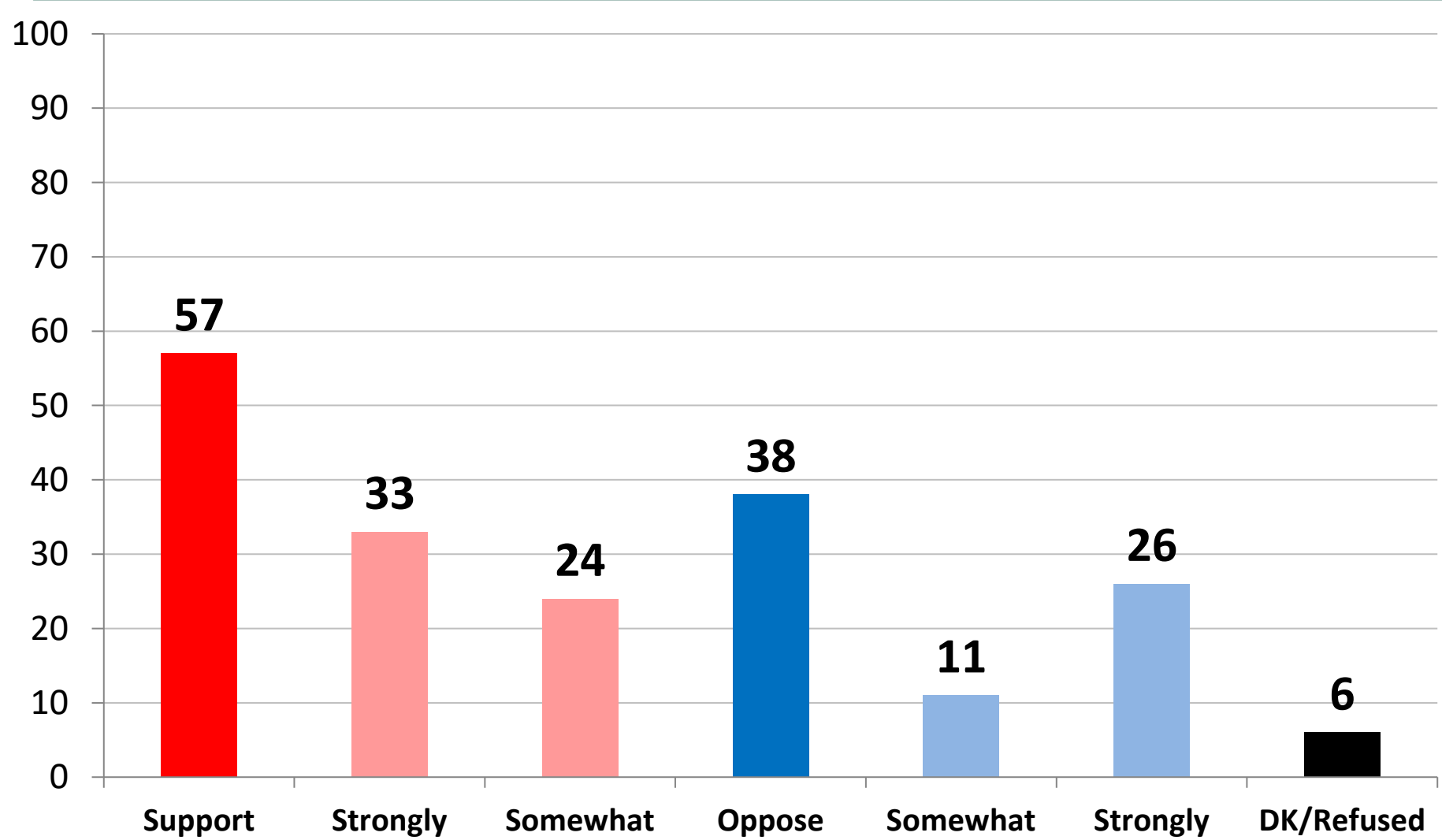
From what you have seen, read, or heard, do you support or oppose President Trump’s tax cut bill that Congress recently passed into law?

	7/25	8/25	9/25
Support	44	43	42
Oppose	42	43	42



	Support	Oppose
East	37	44
Midwest	41	44
South	47	38
West	37	45
Gen. Cong. – Vote GOP	75	12
Gen. Cong. – Vote DEM	8	77
Gen. Cong. – Vote UND	25	41
Approve Trump Job	76	10
Disapprove Trump Job	7	78
Republican	76	12
Democrat	12	73
Independent	32	45
Liberal	18	71
Moderate	25	52
Conservative	76	13
Vote Trump 2024	77	11
Vote Harris 2024	10	75
White	47	38
African-American	19	61
Hispanic	33	52
Under 55	38	45
Over 55	46	39
Married	49	38
Single	35	47
Men	48	42
Women	36	42
Live in Urban Area	30	55
Live in Suburban Area	45	40
Live in Rural Area	47	33

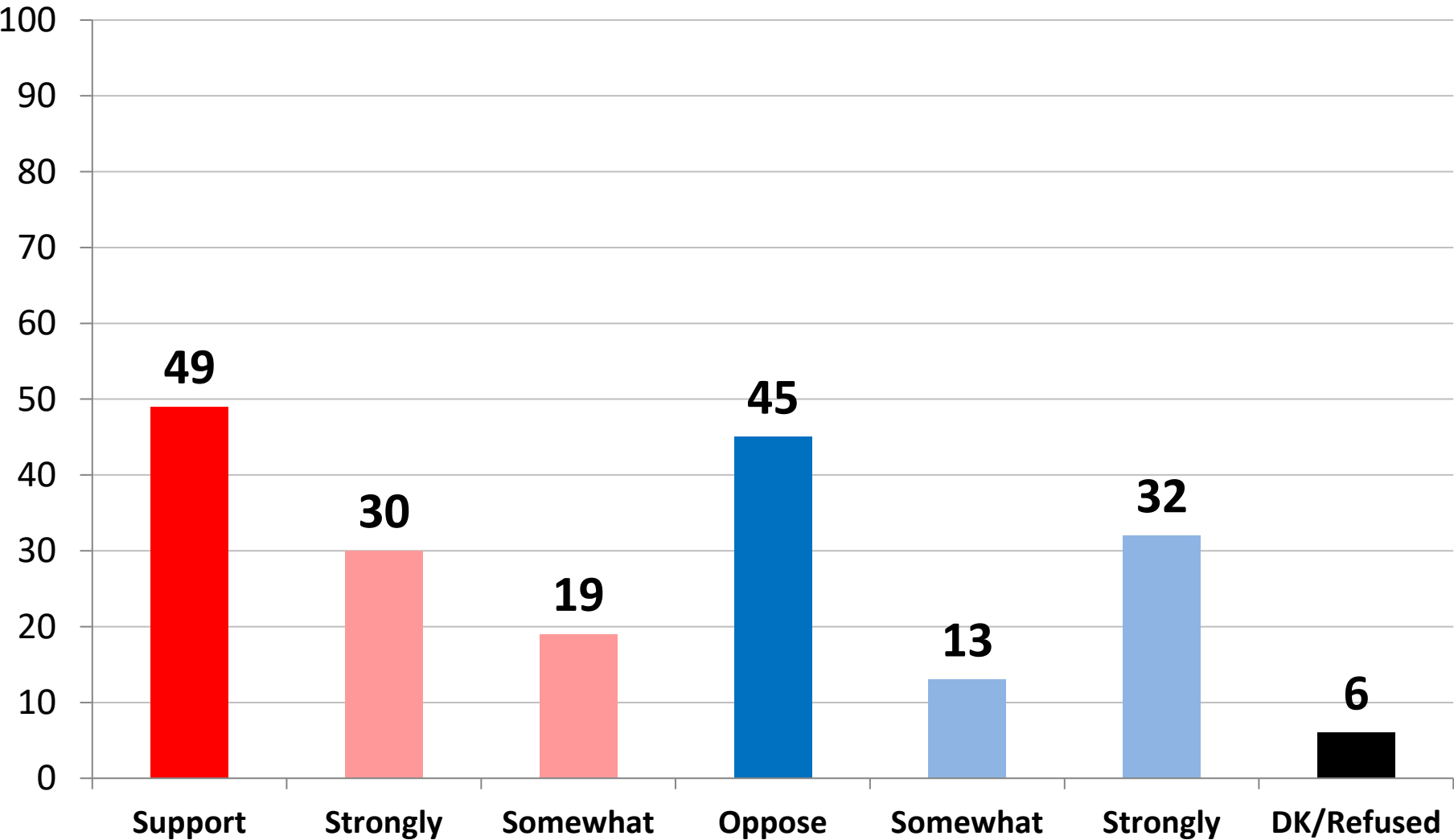
Support/Oppose:
“President Donald Trump sending increased federal law enforcement resources to assist local police in high crime cities.”



	Support	Oppose
East	56	38
Midwest	59	35
South	62	33
West	47	47
Gen. Cong. – Vote GOP	87	11
Gen. Cong. – Vote DEM	23	69
Gen. Cong. – Vote UND	51	33
Approve Trump Job	87	10
Disapprove Trump Job	24	69
Republican	85	12
Democrat	26	67
Independent	55	37
Liberal	28	69
Moderate	46	45
Conservative	86	10
Vote Trump 2024	90	8
Vote Harris 2024	24	69
White	63	33
African-American	30	59
Hispanic	45	44
Under 55	55	39
Over 55	58	36
Married	62	33
Single	49	44
Men	58	38
Women	55	37
Live in Urban Area	44	48
Live in Suburban Area	58	37
Live in Rural Area	67	27

Support/Oppose:

“President Donald Trump sending the National Guard to assist local police and law enforcement in high crime cities.”



	Support	Oppose
East	47	47
Midwest	51	44
South	53	41
West	42	51
Gen. Cong. – Vote GOP	83	14
Gen. Cong. – Vote DEM	13	81
Gen. Cong. – Vote UND	36	45
Approve Trump Job	83	14
Disapprove Trump Job	13	80
Republican	83	13
Democrat	17	77
Independent	42	50
Liberal	21	75
Moderate	34	57
Conservative	83	13
Vote Trump 2024	87	10
Vote Harris 2024	14	81
White	57	39
African-American	21	66
Hispanic	34	59
Under 55	46	47
Over 55	52	43
Married	55	41
Single	43	49
Men	50	47
Women	48	44
Live in Urban Area	35	57
Live in Suburban Area	50	44
Live in Rural Area	61	34

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
Trust Cable News	69%	73%	69%	76%	71%	59%	69%	72%	69%	63%	76%	72%	67%
Left of Center (CNN/ MS NOW/ Bloomberg/ CNBC)	32%	13%	53%	15%	53%	31%	28%	52%	40%	34%	30%	32%	33%
Right of Center (Fox News/NewsMax/Fox Business/NewsNation)	33%	57%	10%	58%	13%	24%	37%	18%	26%	25%	42%	35%	31%
Other	4%	3%	5%	3%	5%	4%	5%	2%	4%	4%	4%	4%	4%
Don't Watch Cable News	24%	22%	23%	19%	20%	34%	25%	15%	26%	29%	18%	22%	25%
DK/Refused	7%	5%	8%	5%	8%	8%	6%	13%	5%	8%	5%	6%	8%

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	62%	67%	61%	69%	64%	53%	62%	67%	62%	57%	69%	66%	60%
Left of Center (CNN/ MS NOW/ Bloomberg/ CNBC)	33%	19%	49%	19%	51%	30%	29%	52%	35%	34%	31%	33%	33%
Right of Center (Fox News/NewsMax/Fox Business/NewsNation)	35%	56%	17%	57%	16%	30%	37%	23%	37%	32%	40%	37%	33%
Other	3%	2%	4%	2%	6%	2%	3%	3%	2%	2%	4%	4%	3%
Don't Watch Cable News	34%	30%	36%	28%	31%	44%	35%	25%	35%	38%	29%	31%	36%
DK/Refused	4%	3%	4%	3%	5%	3%	3%	8%	4%	5%	3%	3%	4%

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

Ranked greatest to least by Total	8/25 Total	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Facebook	68%	69%	69%	71%	69%	69%	68%	70%	68%	68%	68%	70%	67%	71%
YouTube	62%	63%	60%	66%	60%	64%	65%	60%	71%	74%	72%	53%	65%	61%
Instagram	39%	43%	38%	46%	40%	46%	43%	38%	48%	60%	55%	28%	36%	49%
TikTok	30%	31%	27%	34%	28%	31%	33%	26%	50%	45%	44%	15%	23%	38%
Pinterest	21%	22%	23%	22%	24%	22%	20%	22%	23%	23%	25%	19%	13%	30%
LinkedIn	19%	21%	19%	25%	18%	23%	23%	22%	24%	16%	22%	21%	24%	19%
X (Formerly Twitter)	21%	19%	22%	17%	20%	19%	19%	19%	20%	17%	23%	15%	23%	16%
Reddit	15%	18%	12%	23%	14%	22%	18%	18%	14%	19%	24%	10%	19%	16%
Snapchat	17%	18%	18%	17%	18%	17%	18%	16%	15%	27%	28%	5%	9%	25%
WhatsApp	17%	16%	13%	20%	15%	19%	16%	14%	18%	28%	19%	13%	16%	17%
Threads	7%	8%	6%	9%	5%	9%	9%	7%	10%	9%	10%	5%	6%	9%
Telegram	7%	7%	7%	7%	8%	7%	5%	6%	4%	10%	8%	5%	7%	6%
Truth Social	4%	3%	7%	0%	8%	0%	2%	4%	1%	3%	3%	4%	3%	4%
Tumblr	3%	3%	2%	5%	2%	5%	3%	4%	3%	2%	5%	1%	3%	4%
Rumble	3%	2%	4%	0%	4%	1%	1%	2%	2%	2%	2%	2%	2%	2%
Gab.com	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%
Gettr	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%
CloutHub	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Parler	2%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Bluesky	3%	3%	1%	5%	1%	5%	3%	3%	2%	3%	3%	3%	4%	2%
Other	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%
None	8%	6%	6%	6%	7%	5%	7%	7%	5%	2%	3%	10%	6%	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	47%	68%	27%	69%	29%	39%	49%	46%	37%	45%	49%	50%	44%
Not Legal in Any Case	11%	16%	6%	16%	7%	7%	11%	10%	8%	12%	10%	10%	11%
Legal to Save Mother	10%	14%	6%	16%	6%	7%	10%	8%	11%	11%	9%	10%	10%
Legal – Mother/Rape/Incest	27%	38%	15%	37%	16%	25%	28%	28%	17%	23%	31%	30%	24%
Pro-Choice	46%	28%	68%	25%	64%	53%	46%	40%	57%	47%	45%	45%	47%
Legal – Up To Certain Point	28%	20%	38%	18%	35%	32%	30%	17%	29%	28%	28%	27%	29%
Legal – Any Reason/Any Time	18%	8%	31%	6%	29%	21%	16%	23%	28%	20%	17%	19%	18%
DK/Refused	7%	5%	5%	7%	7%	8%	6%	14%	7%	8%	6%	5%	9%
Net Diff.	+1	+40	-41	+44	-35	-14	+3	+6	-20	-2	+4	+4	-3

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

n=280	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	Black	Hispanic	Under 55	Over 55	Men	Women
1 st Trimester	63%	79%	55%	76%	57%	61%	62%	72%	60%	66%	60%	59%	67%
After First Heartbeat – 6 weeks	21%	37%	13%	36%	17%	17%	18%	34%	34%	22%	20%	18%	24%
After 15 Weeks	42%	42%	42%	40%	41%	45%	44%	38%	27%	44%	40%	41%	42%
After 2 nd Trimester	20%	12%	26%	12%	26%	18%	22%	24%	16%	18%	22%	26%	16%
Other	17%	10%	19%	12%	17%	21%	17%	5%	24%	16%	18%	16%	18%

Voter Proclivity	Total	Age	Total	Annual H.H. Income	Total	Marital Status	Total
Always Vote	63%	18-29	13%	Under \$20k	15%	Single	35%
Almost Always	22%	30-40	16%	\$20-40k	22%	Never Married	27%
Vote Most of the Time	16%	41-55	25%	\$40-50k	10%	Live w/ Significant Other	8%
Direction		56-65	20%	\$50-60k	11%	Married	44%
Right Direction	35%	65+	26%	\$60-100k	24%	Separated	3%
Wrong Track	57%	Mean Age	51.1	\$100-150k	12%	Divorced	13%
Party Registration		Race		\$150-200k	4%	Widowed	6%
Republican	37%	White	72%	\$200-250k	2%	LGBTQ+	
Democrat	33%	African American/Black	11%	Over \$250k	2%	Yes	10%
Independent/Other	30%	Hispanic	11%	Grouped Region		No	89%
Ideology		Asian	4%	East	17%	Abortion	
Liberal	24%	Other	2%	Midwest	22%	Pro-Life	47%
Very	10%	Latino Household		South	38%	Pro-Choice	46%
Moderate	39%	Yes	11%	West	23%	Immigrant Household	
Conservative	37%	No	89%	Area		Yes	31%
Very	18%	Religion		Urban	25%	No	66%
Vote Behavior		Protestant	39%	Suburban	51%	>\$5k in 401k/Investments	
Democrat	43%	Catholic	23%	Rural	24%	Yes	48%
Ticket Splitter	14%	Atheist/Agnostic/Secular	11%	2024 Presidential States		No	48%
Republican	43%	Jewish	3%	Trump States	61%	Wealth Status	
Education		Mormon	1%	Harris States	39%	Wealthy	2%
Less than College	60%	Buddhist	1%	2024 Presidential Vote		Middle Class	85%
College Graduate	40%	Muslim	1%	Donald Trump	47%	Upper Middle	9%
Gender		Born Again/Evangelical n=624		Kamala Harris	45%	Middle	44%
Male	48%	Yes	41%	Did Not Vote Pres.	3%	Lower Middle	32%
Female	52%	No	59%	Did Not Vote at All	2%	Poor	13%



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