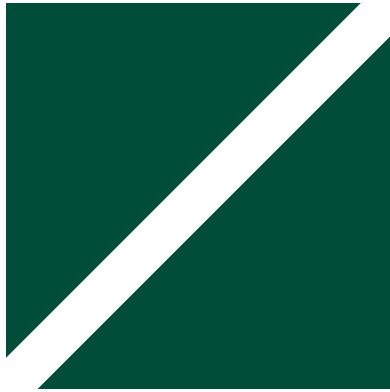




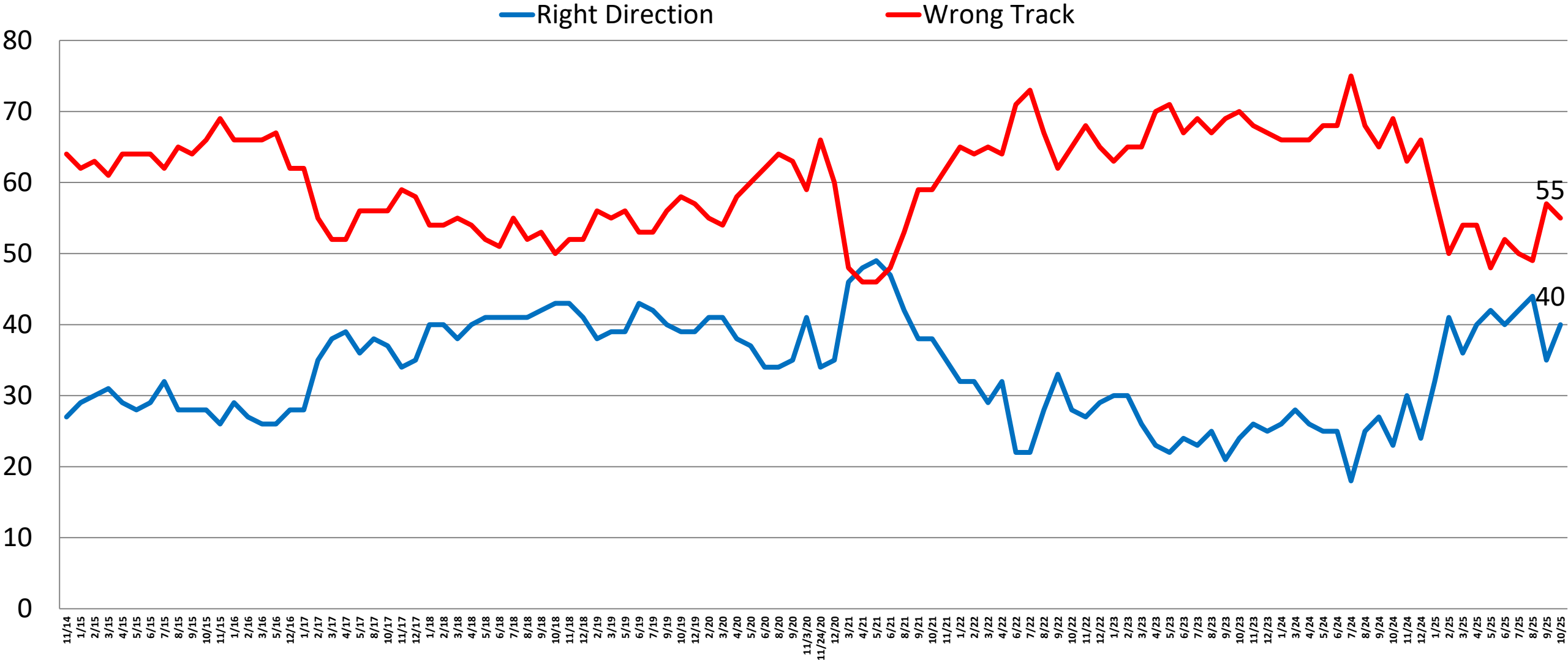
National Survey Results
1,000 General Election Voters
Political Environment, Trends & Analysis

 **McLaughlin & Associates**

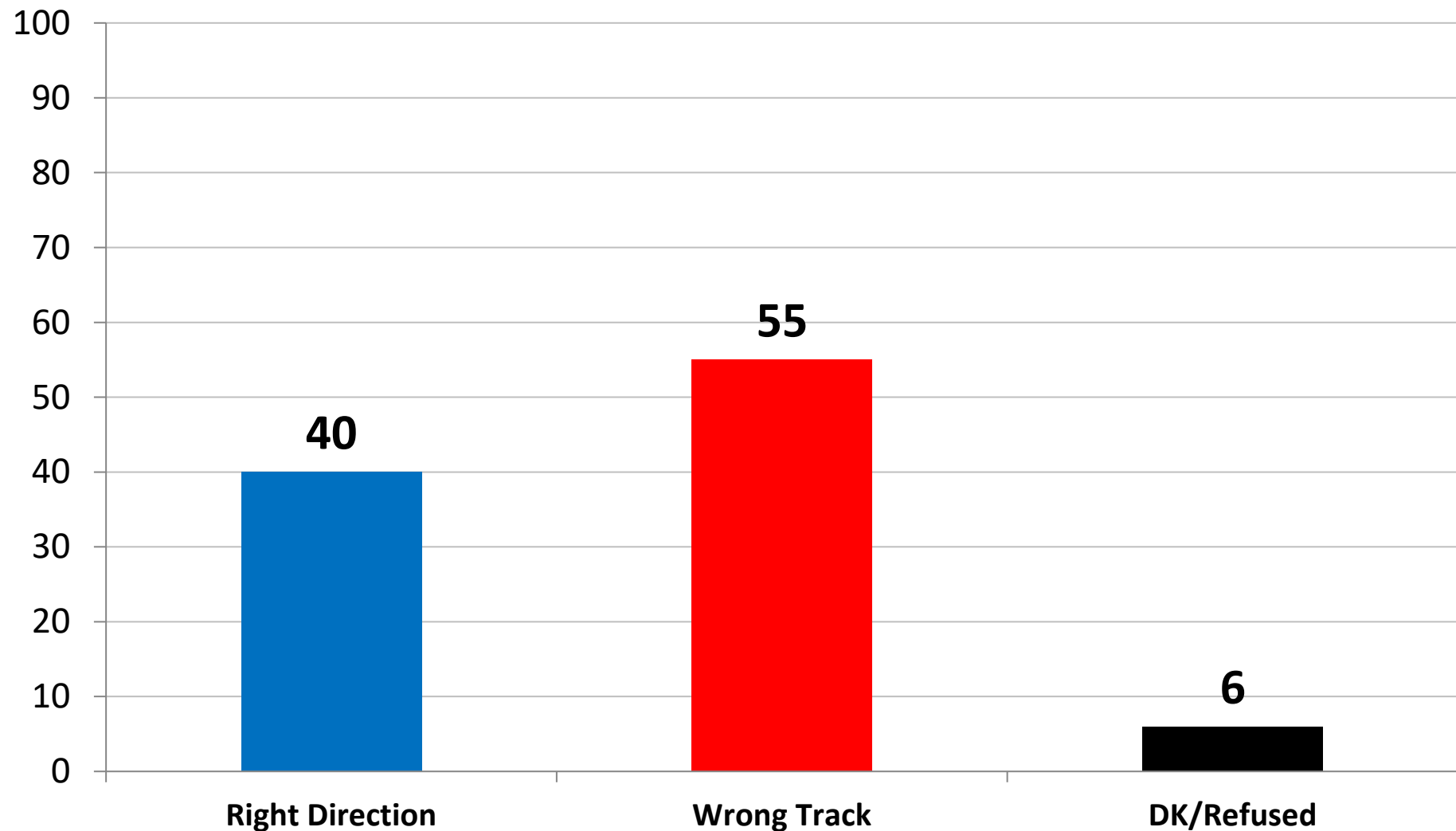
Field Dates: October 21st – 27th, 2025

www.mclaughlinonline.com

Direction: *United States* (Time Series)

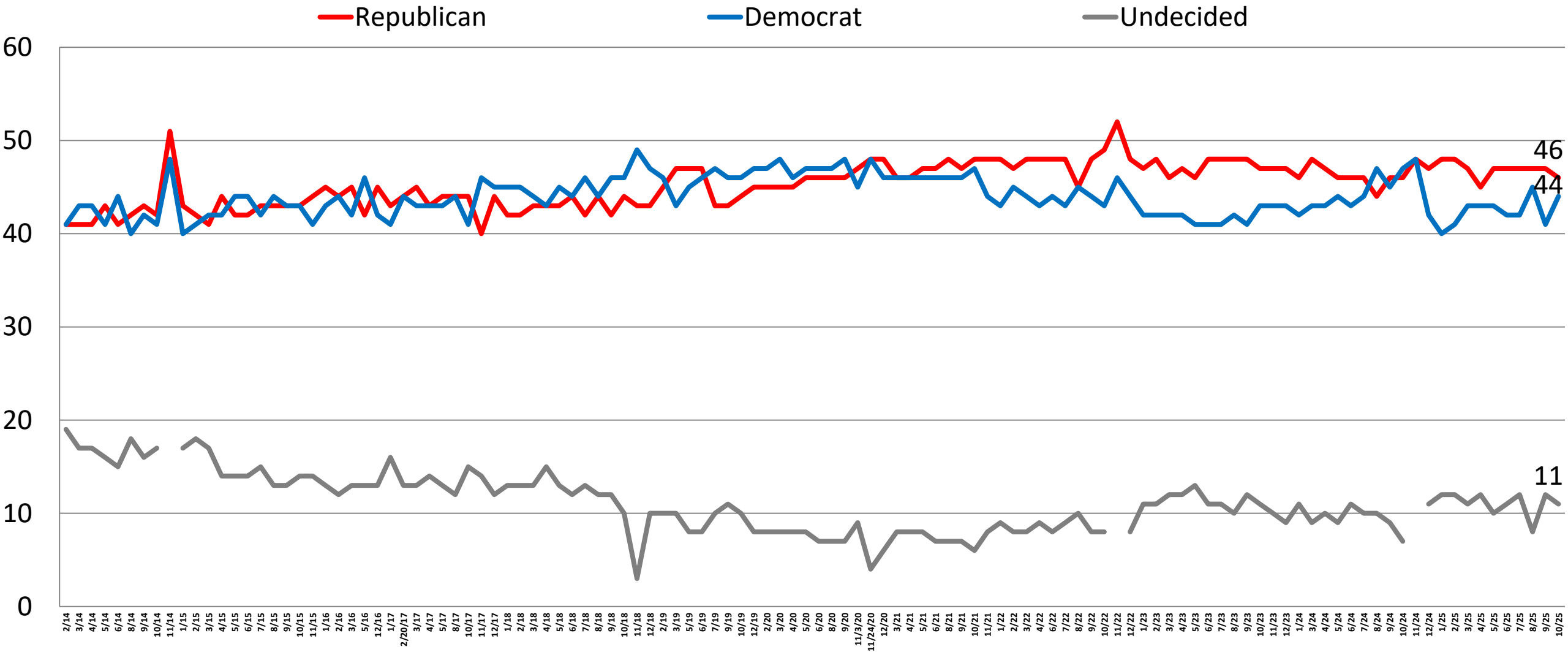


Direction: *United States*

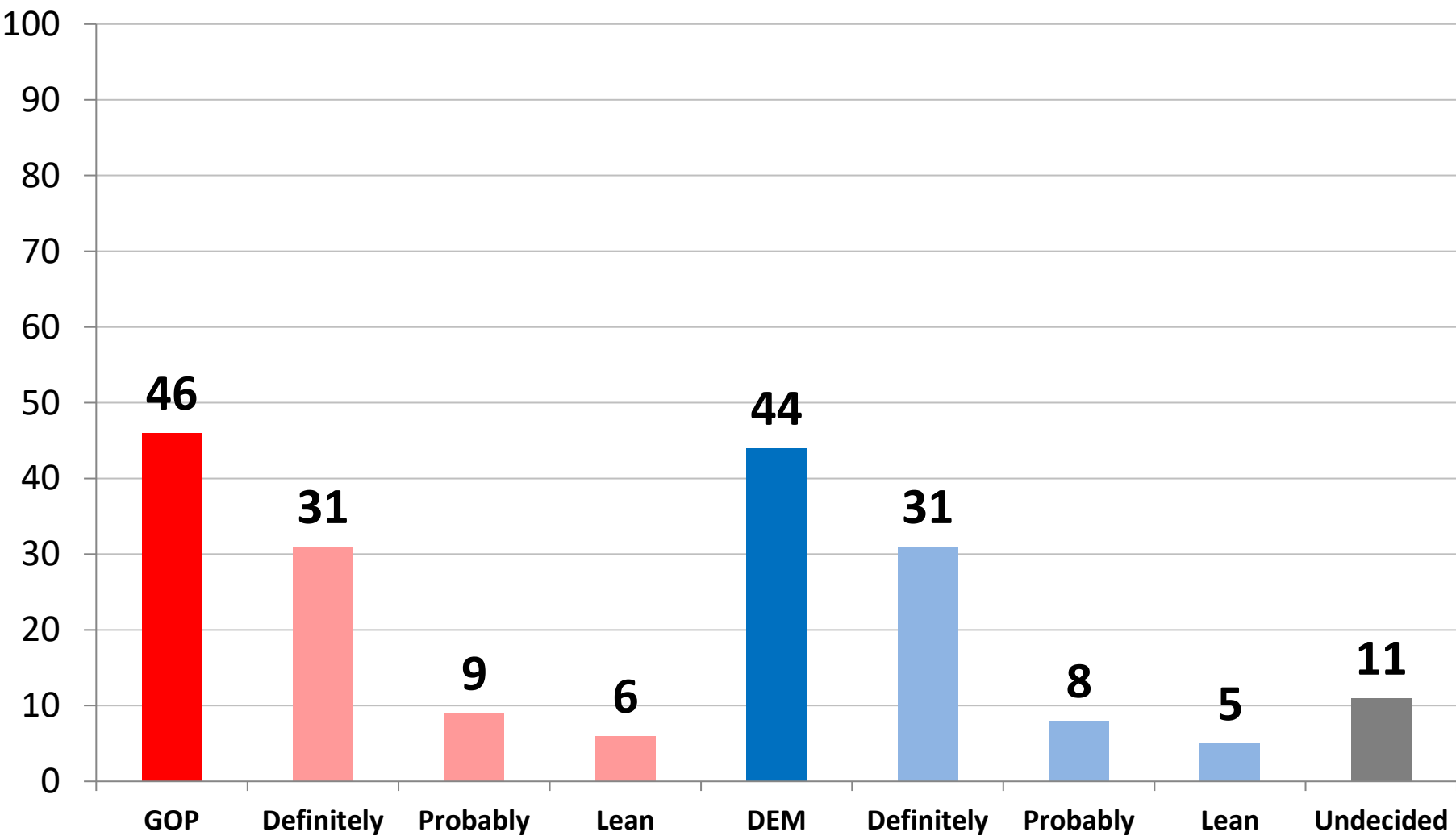


	Right	Wrong
East	45	49
Midwest	34	60
South	43	52
West	35	59
Gen. Cong. – Vote GOP	72	21
Gen. Cong. – Vote DEM	12	87
Gen. Cong. – Vote UND	15	68
Approve Trump Job	72	21
Disapprove Trump Job	6	92
Republican	71	23
Democrat	16	81
Independent	27	65
Liberal	23	74
Moderate	25	67
Conservative	66	29
Vote Trump 2024	71	22
Vote Harris 2024	12	86
White	44	51
African-American	21	71
Hispanic	34	61
Under 55	41	52
Over 55	38	58
Married	50	45
Single	29	65
Men	50	46
Women	29	63
Live in Urban Area	45	50
Live in Suburban Area	34	61
Live in Rural Area	43	51

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



Generic Ballot: *U.S. Congress*



	GOP	DEM	UND
East	41	47	13
Midwest	48	42	10
South	50	39	11
West	40	51	9
Gen. Cong. – Vote GOP	100	0	0
Gen. Cong. – Vote DEM	0	100	0
Gen. Cong. – Vote UND	0	0	100
Approve Trump Job	82	11	7
Disapprove Trump Job	8	82	11
Republican	95	4	1
Democrat	6	92	2
Independent	28	39	32
Liberal	22	74	4
Moderate	26	54	21
Conservative	82	13	5
Vote Trump 2024	88	5	7
Vote Harris 2024	6	84	10
White	52	38	11
African-American	16	73	11
Hispanic	46	45	10
Under 55	45	44	12
Over 55	46	44	10
Married	56	34	10
Single	33	57	11
Men	53	41	6
Women	39	46	15
Live in Urban Area	44	49	7
Live in Suburban Area	43	45	12
Live in Rural Area	53	33	14

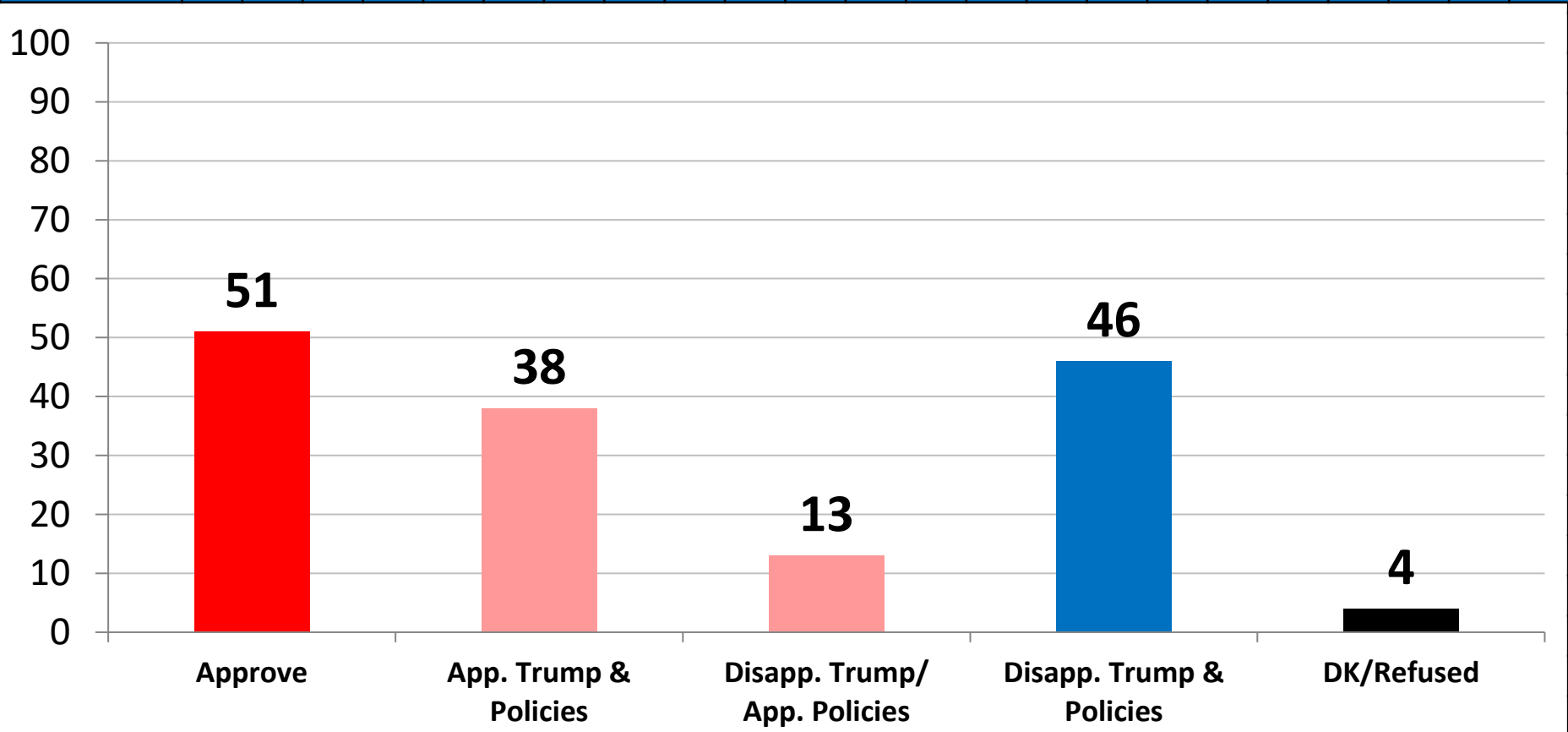
Which of the following statements regarding President Trump and his policies comes closest to your opinion?

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.

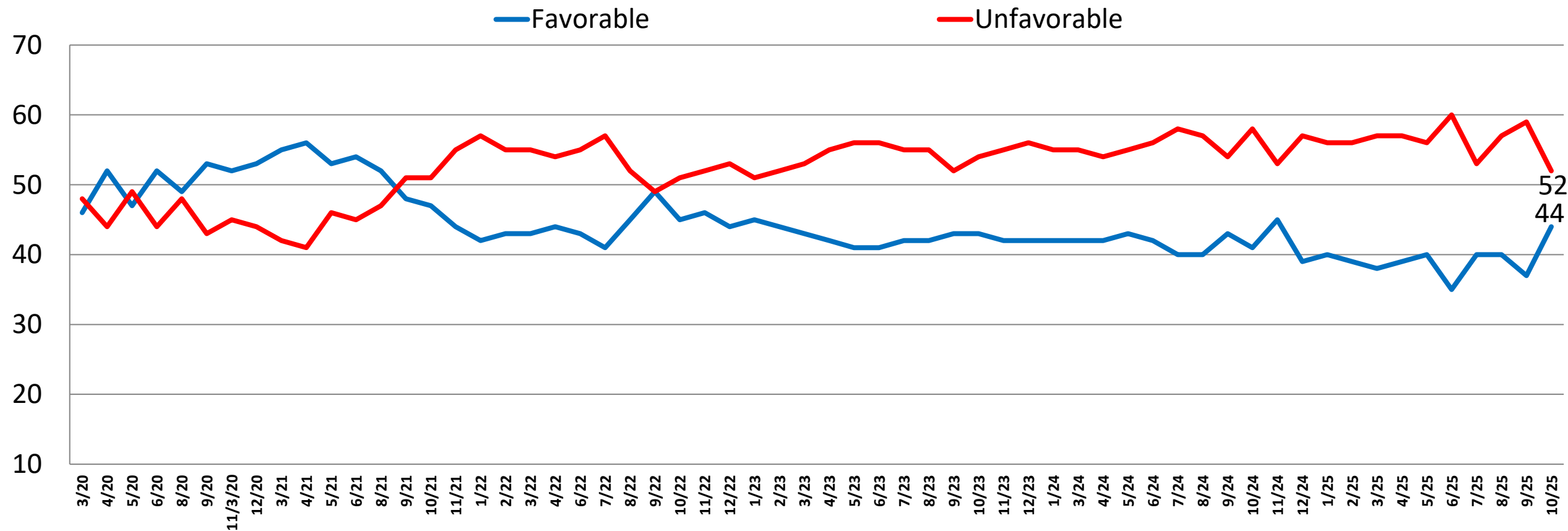
	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24	6/24	7/24	8/24	9/24	10/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25	10/25
Approve	55	56	58	52	56	58	55	55	53	52	52	52	54	57	54	52	50	51	51	52	52	49	51
Both	33	31	32	31	34	35	34	33	31	33	33	33	34	42	41	39	39	38	37	39	38	34	38
Just Policies	22	25	25	21	23	24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



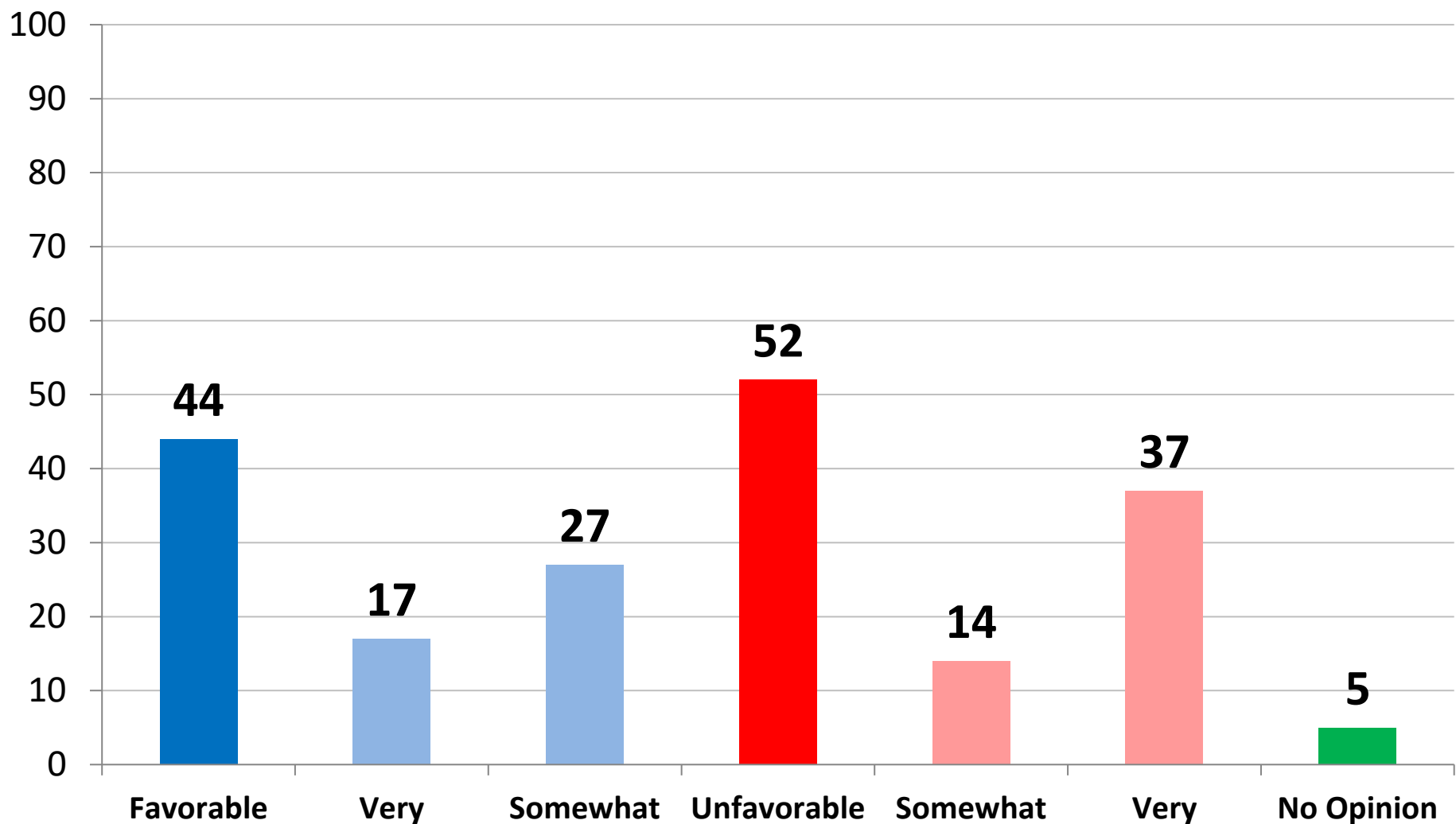
	App.	Both	Policy	Disapp.
East	52	41	12	46
Midwest	50	34	16	47
South	53	40	13	43
West	46	36	11	50
Gen. Cong. – Vote GOP	91	74	17	8
Gen. Cong. – Vote DEM	13	6	7	86
Gen. Cong. – Vote UND	34	13	20	45
Approve Trump Job	100	75	25	0
Disapprove Trump Job	0	0	0	100
Republican	89	76	13	10
Democrat	18	10	8	80
Independent	39	22	17	53
Liberal	27	19	8	72
Moderate	36	22	14	58
Conservative	81	67	14	16
Vote Trump 2024	91	75	16	7
Vote Harris 2024	14	5	9	84
White	56	43	13	41
African-American	30	20	10	63
Hispanic	47	32	14	50
Under 55	53	39	15	42
Over 55	47	37	11	50
Married	62	48	14	35
Single	37	25	12	59
Men	57	47	11	41
Women	44	29	15	50
Live in Urban Area	52	44	9	45
Live in Suburban Area	46	30	16	50
Live in Rural Area	57	44	13	40

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	10/25
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	44
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	52
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	-8



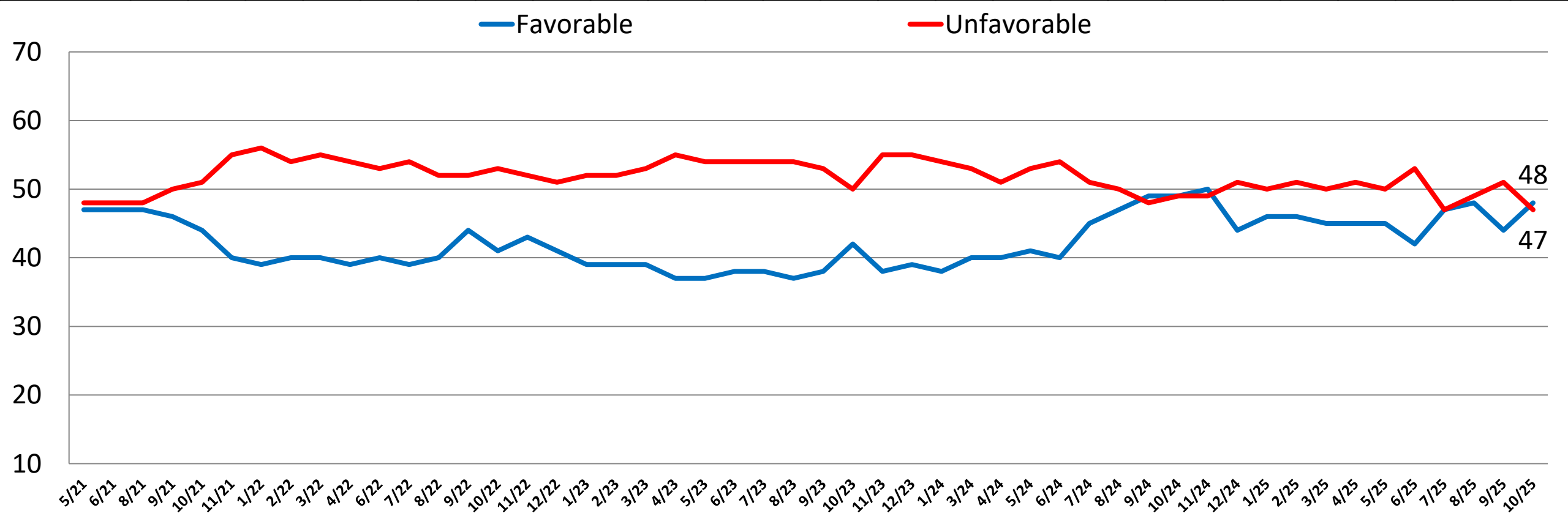
Opinion: *Joe Biden*



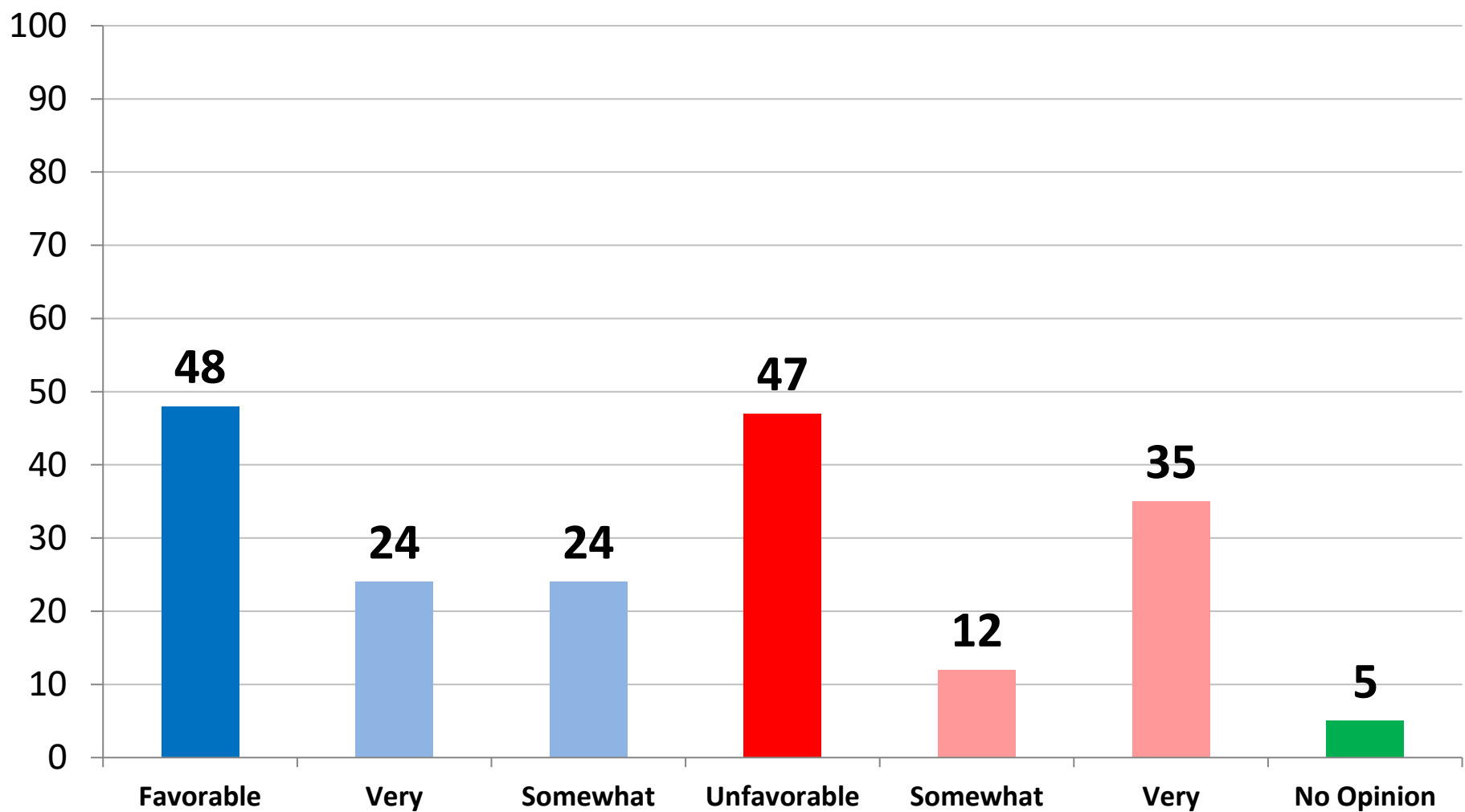
	Favorable	Unfavorable
East	51	45
Midwest	43	55
South	39	55
West	48	47
Gen. Cong. – Vote GOP	17	80
Gen. Cong. – Vote DEM	76	19
Gen. Cong. – Vote UND	27	60
Approve Trump Job	21	76
Disapprove Trump Job	71	25
Republican	17	80
Democrat	81	15
Independent	36	56
Liberal	69	25
Moderate	54	40
Conservative	18	80
Vote Trump 2024	17	81
Vote Harris 2024	76	21
White	37	59
African-American	70	24
Hispanic	55	37
Under 55	47	47
Over 55	40	57
Married	41	56
Single	51	43
Men	41	55
Women	46	48
Live in Urban Area	54	43
Live in Suburban Area	44	50
Live in Rural Area	30	65

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	10/25
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	48
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	47
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	+1



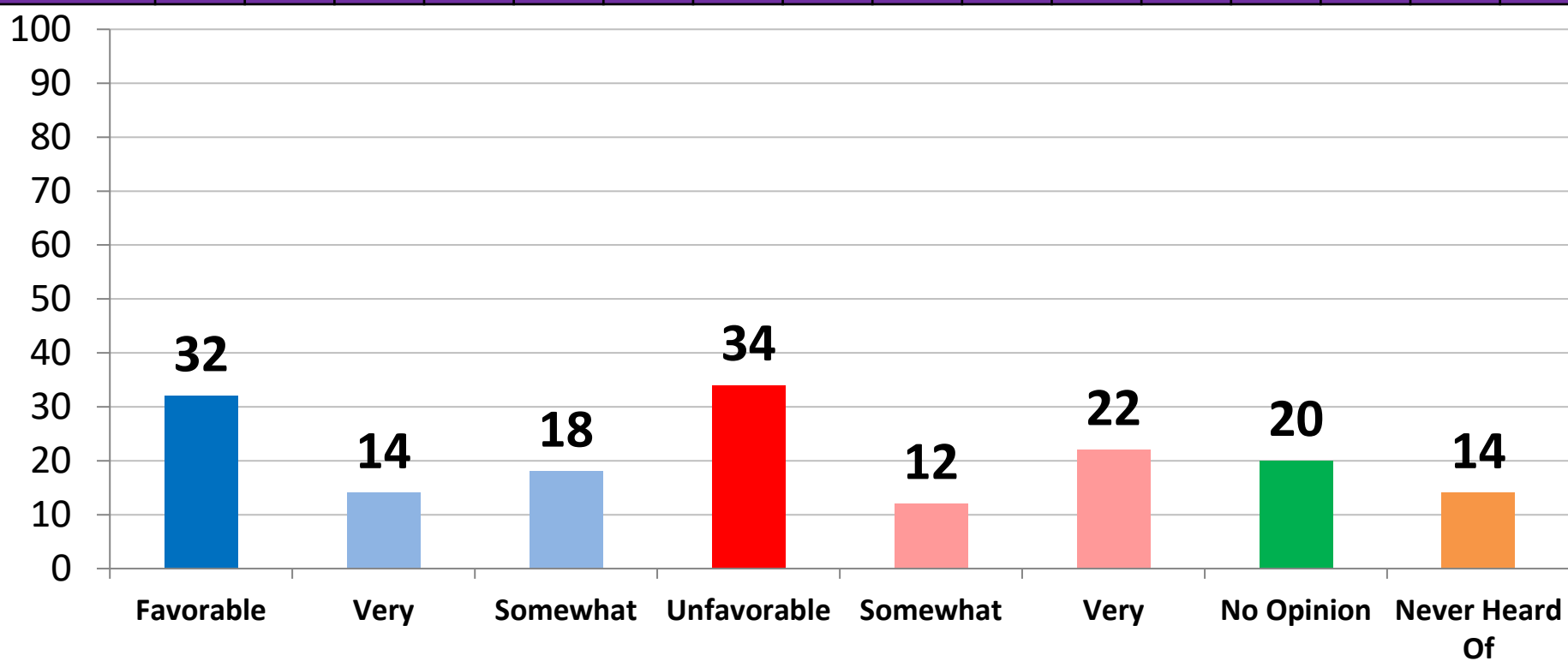
Opinion: *Kamala Harris*



	Favorable	Unfavorable
East	55	40
Midwest	45	50
South	43	52
West	54	42
Gen. Cong. – Vote GOP	18	78
Gen. Cong. – Vote DEM	82	15
Gen. Cong. – Vote UND	37	46
Approve Trump Job	22	73
Disapprove Trump Job	78	19
Republican	18	79
Democrat	86	11
Independent	43	48
Liberal	75	21
Moderate	59	34
Conservative	19	78
Vote Trump 2024	16	79
Vote Harris 2024	83	14
White	42	54
African-American	69	24
Hispanic	59	35
Under 55	53	41
Over 55	42	55
Married	42	54
Single	58	35
Men	44	52
Women	51	42
Live in Urban Area	58	37
Live in Suburban Area	48	47
Live in Rural Area	35	61

Opinion: *Hakeem Jeffries*

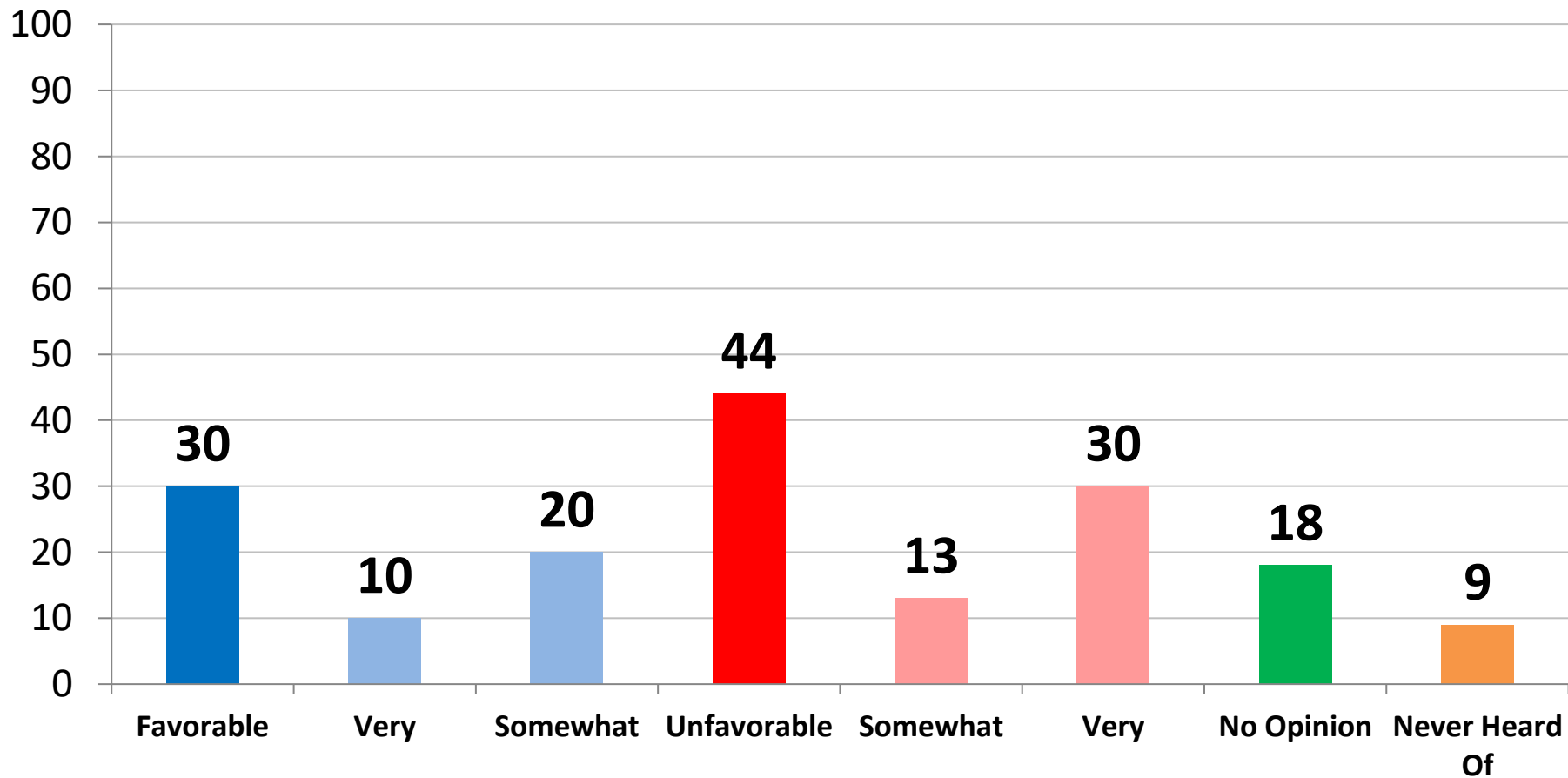
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Favorable	26	26	24	23	23	22	23	20	21	23	24	23	22	21	21	22
Unfavorable	24	23	25	27	25	28	25	28	31	27	29	33	28	30	32	32
Net Diff.	+2	+3	-1	-4	-2	-6	-2	-8	-10	-4	-5	-10	-6	-9	-11	-10
	6/24	7/24	8/24	9/24	10/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25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



	Favorable	Unfavorable
East	36	35
Midwest	31	31
South	28	37
West	36	31
Gen. Cong. – Vote GOP	18	52
Gen. Cong. – Vote DEM	52	18
Gen. Cong. – Vote UND	14	22
Approve Trump Job	20	50
Disapprove Trump Job	47	18
Republican	18	53
Democrat	52	16
Independent	28	30
Liberal	56	16
Moderate	34	27
Conservative	15	53
Vote Trump 2024	17	52
Vote Harris 2024	50	17
White	30	39
African-American	38	22
Hispanic	39	23
Under 55	31	29
Over 55	33	40
Married	29	41
Single	33	27
Men	36	44
Women	29	25
Live in Urban Area	37	35
Live in Suburban Area	33	31
Live in Rural Area	24	39

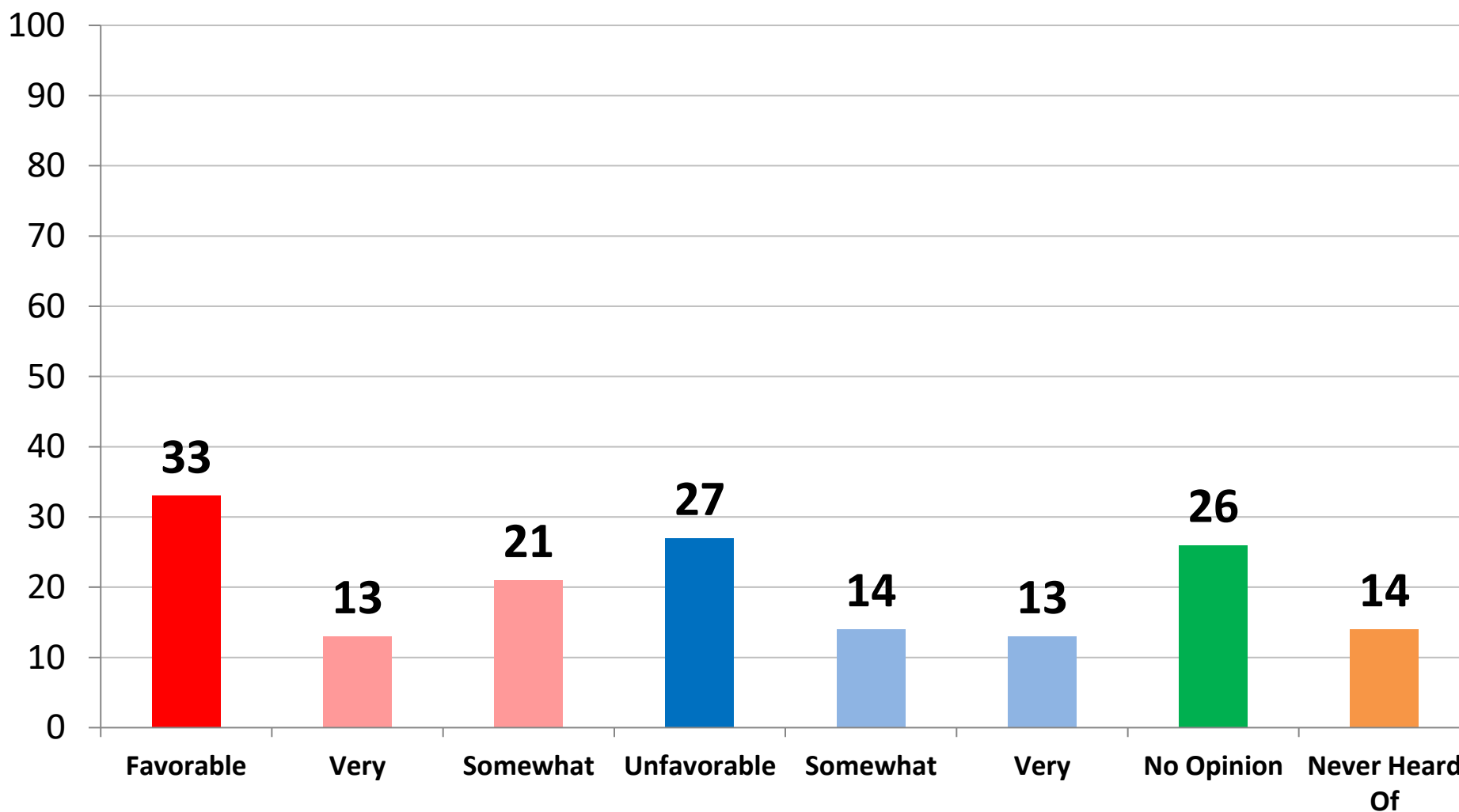
Opinion: *Chuck Schumer*

	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	10/25
Favorable	28	34	32	33	31	32	33	31	25	25	24	25	26	24	29	27	26	30
Unfavorable	47	47	48	43	46	49	47	49	39	43	46	46	45	45	44	44	46	44
Net Diff.	-19	-13	-17	-10	-16	-17	-14	-18	-15	-17	-22	-21	-19	-21	-15	-17	-20	-14



	Favorable	Unfavorable
East	42	38
Midwest	29	44
South	22	49
West	35	39
Gen. Cong. – Vote GOP	15	64
Gen. Cong. – Vote DEM	48	25
Gen. Cong. – Vote UND	19	28
Approve Trump Job	19	61
Disapprove Trump Job	42	26
Republican	16	65
Democrat	49	22
Independent	27	41
Liberal	50	22
Moderate	34	32
Conservative	12	69
Vote Trump 2024	16	63
Vote Harris 2024	47	24
White	29	50
African-American	30	24
Hispanic	32	30
Under 55	27	38
Over 55	33	50
Married	28	50
Single	31	35
Men	33	53
Women	27	34
Live in Urban Area	35	38
Live in Suburban Area	30	44
Live in Rural Area	23	50

Opinion: *Jerome Powell*

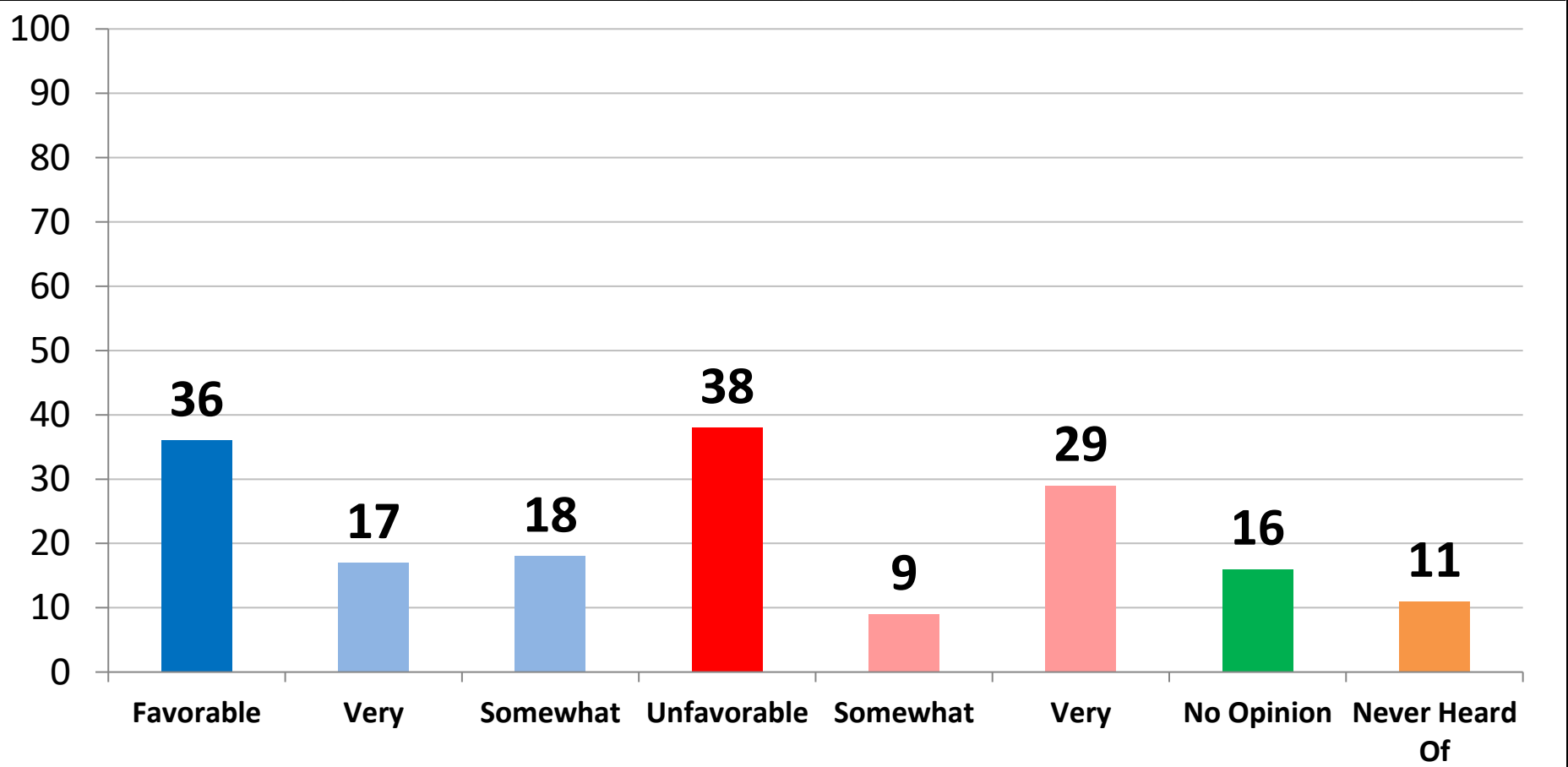


	Favorable	Unfavorable
East	40	23
Midwest	29	25
South	30	29
West	37	29
Gen. Cong. – Vote GOP	27	38
Gen. Cong. – Vote DEM	44	19
Gen. Cong. – Vote UND	14	18
Approve Trump Job	29	36
Disapprove Trump Job	39	19
Republican	29	37
Democrat	41	18
Independent	30	26
Liberal	41	23
Moderate	36	21
Conservative	25	37
Vote Trump 2024	25	38
Vote Harris 2024	43	17
White	35	30
African-American	26	18
Hispanic	26	28
Under 55	30	26
Over 55	37	29
Married	37	31
Single	30	25
Men	42	36
Women	25	20
Live in Urban Area	39	29
Live in Suburban Area	34	26
Live in Rural Area	24	28

Opinion:

Alexandria Ocasio Cortez

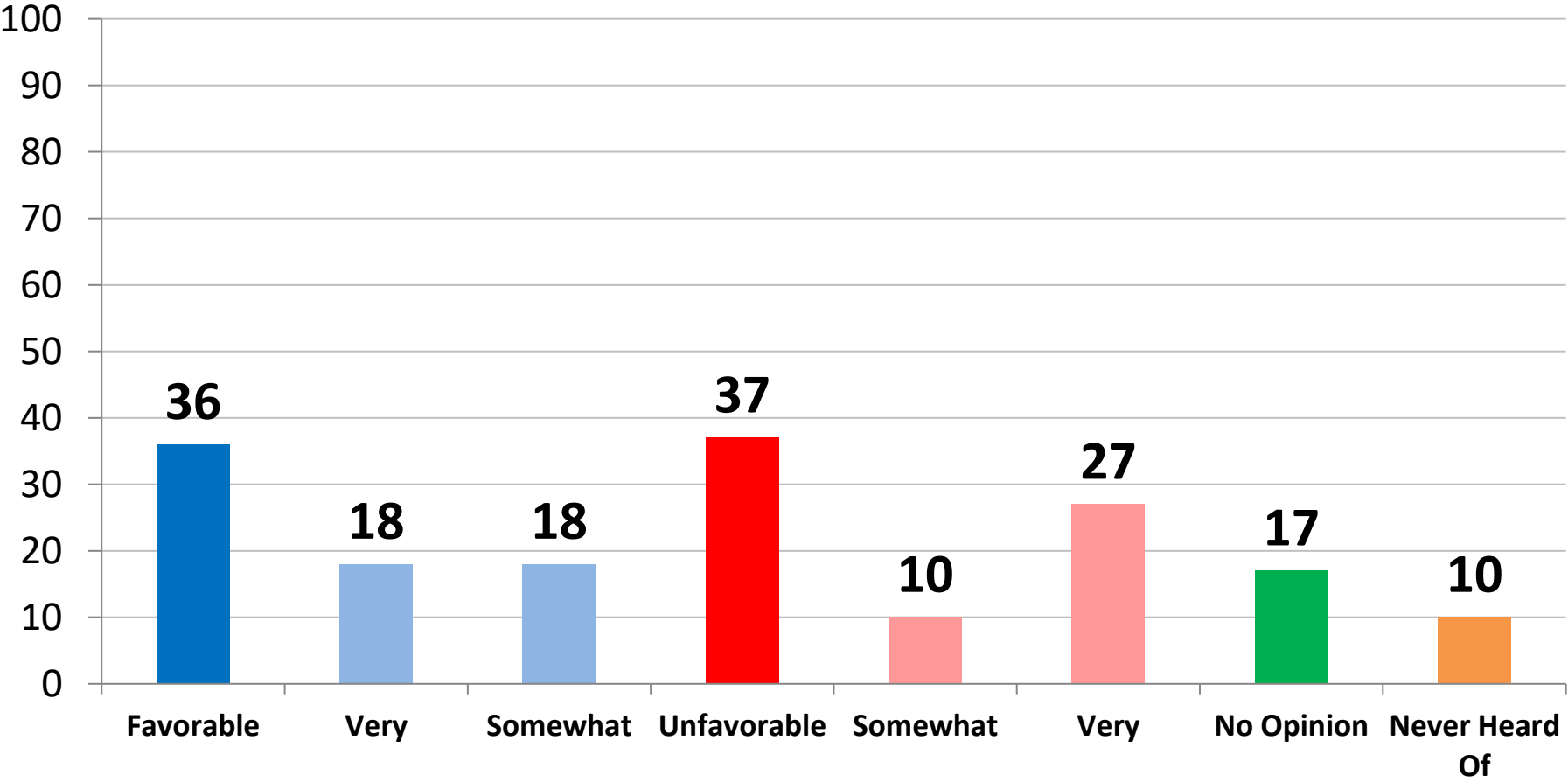
	3/20	11/20	4/25	5/25	6/25	7/25	8/25	9/25	10/25
Favorable	29	31	29	31	29	33	30	29	36
Unfavorable	44	42	41	41	40	41	44	41	38
Net Diff.	-15	-11	-12	-10	-11	-8	-15	-12	-2



	Favorable	Unfavorable
East	43	35
Midwest	32	35
South	31	43
West	41	34
Gen. Cong. – Vote GOP	18	61
Gen. Cong. – Vote DEM	59	16
Gen. Cong. – Vote UND	15	28
Approve Trump Job	20	58
Disapprove Trump Job	54	17
Republican	18	61
Democrat	59	16
Independent	31	33
Liberal	65	15
Moderate	38	28
Conservative	14	63
Vote Trump 2024	17	60
Vote Harris 2024	57	15
White	33	44
African-American	39	17
Hispanic	43	26
Under 55	39	31
Over 55	31	46
Married	31	45
Single	42	28
Men	38	46
Women	33	30
Live in Urban Area	43	32
Live in Suburban Area	36	38
Live in Rural Area	25	45

Opinion: *Gavin Newsom*

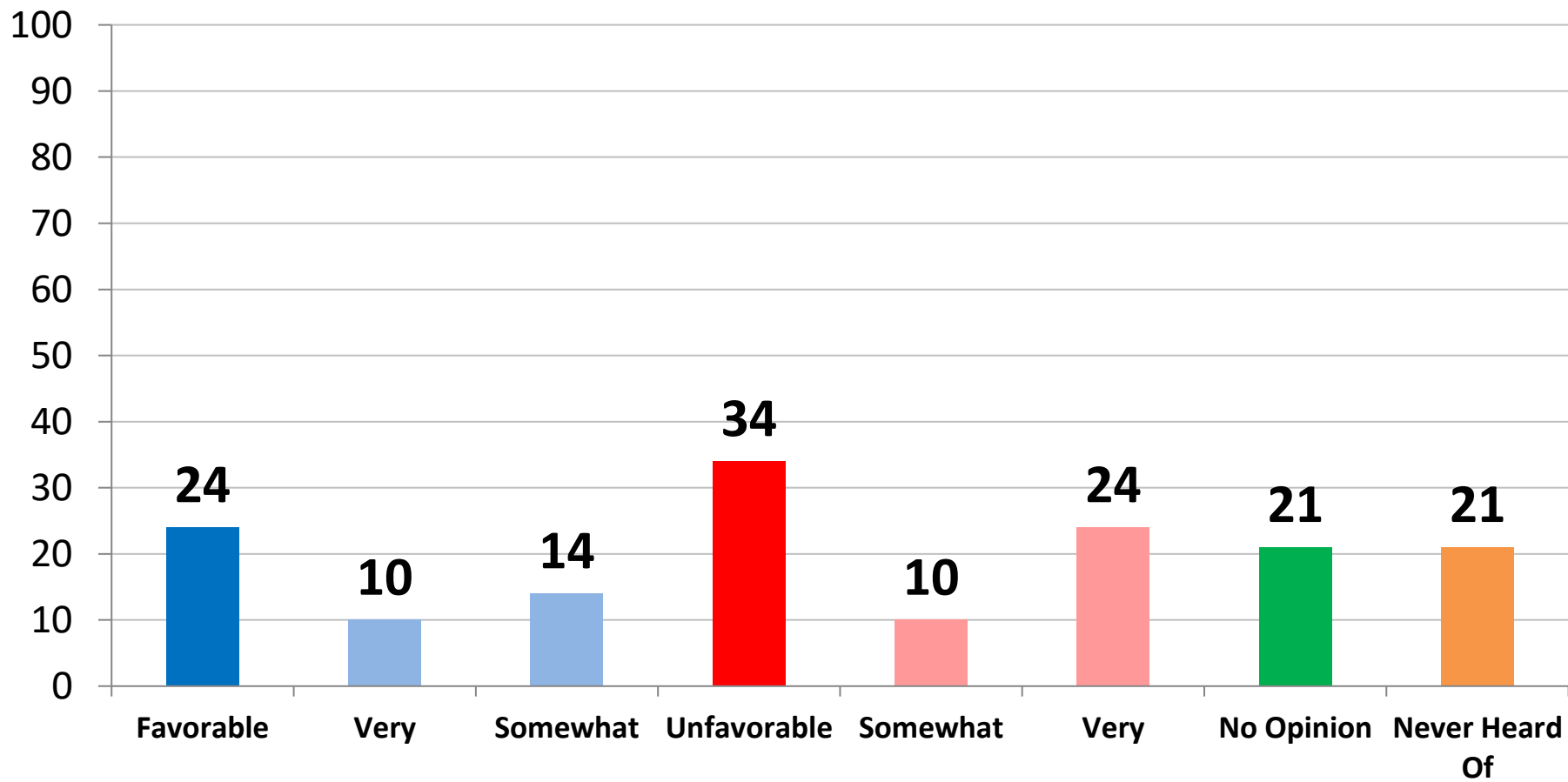
	6/25	7/25	8/25	9/25	10/25
Favorable	29	34	32	32	36
Unfavorable	40	39	39	39	37
Net Diff.	-11	-5	-7	-7	0



	Favorable	Unfavorable
East	40	28
Midwest	33	35
South	32	41
West	45	37
Gen. Cong. – Vote GOP	16	61
Gen. Cong. – Vote DEM	61	14
Gen. Cong. – Vote UND	22	27
Approve Trump Job	19	57
Disapprove Trump Job	56	15
Republican	17	60
Democrat	61	13
Independent	33	34
Liberal	63	18
Moderate	40	27
Conservative	16	59
Vote Trump 2024	17	59
Vote Harris 2024	59	14
White	34	42
African-American	38	20
Hispanic	44	26
Under 55	39	31
Over 55	33	43
Married	32	43
Single	43	27
Men	39	44
Women	34	30
Live in Urban Area	43	31
Live in Suburban Area	38	37
Live in Rural Area	24	44

Opinion: *Zohran Mamdani*

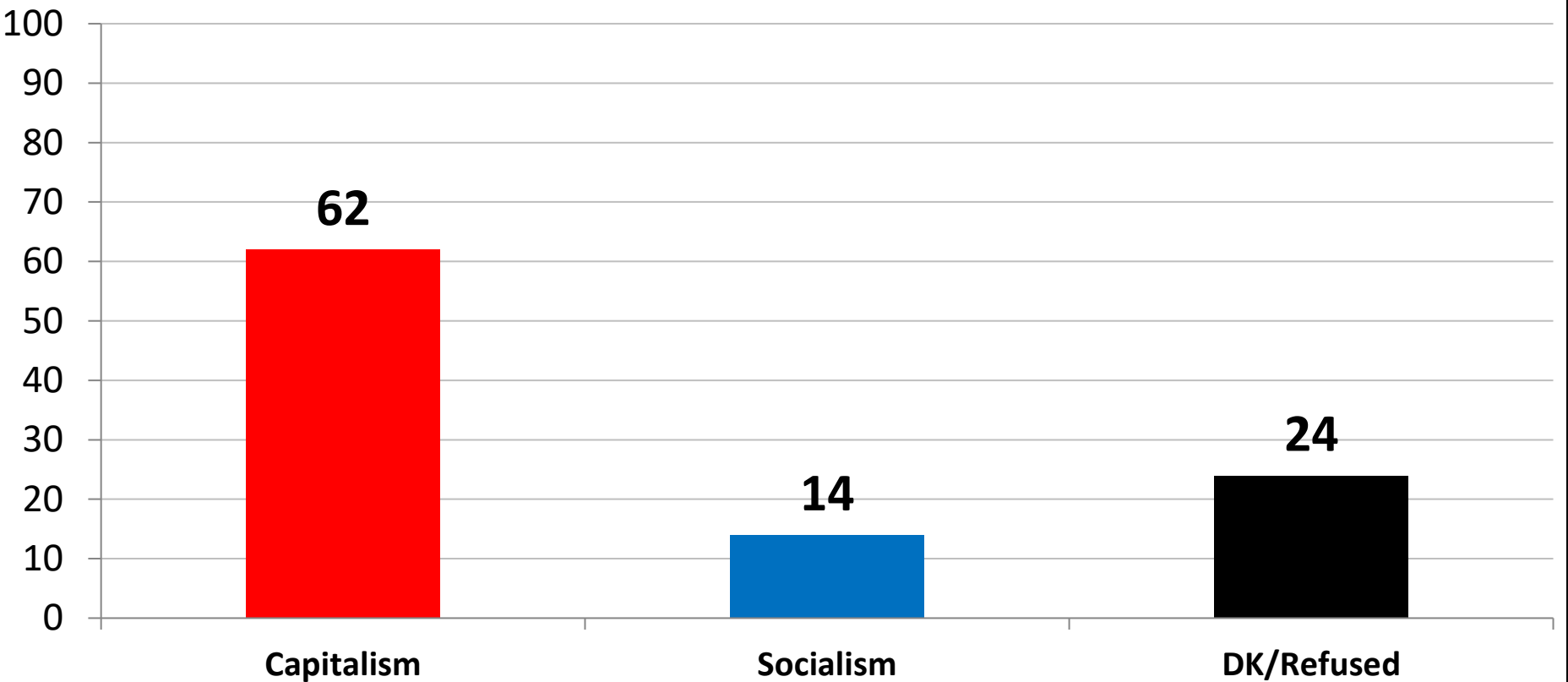
	9/25	10/25
Favorable	20	24
Unfavorable	31	34
Net Diff.	-11	-10



	Favorable	Unfavorable
East	35	32
Midwest	21	30
South	21	40
West	25	30
Gen. Cong. – Vote GOP	16	52
Gen. Cong. – Vote DEM	36	17
Gen. Cong. – Vote UND	13	23
Approve Trump Job	19	49
Disapprove Trump Job	31	18
Republican	16	52
Democrat	39	16
Independent	17	31
Liberal	47	16
Moderate	22	25
Conservative	11	55
Vote Trump 2024	15	51
Vote Harris 2024	36	17
White	23	37
African-American	31	20
Hispanic	29	29
Under 55	30	27
Over 55	18	42
Married	24	37
Single	29	30
Men	27	43
Women	22	26
Live in Urban Area	34	31
Live in Suburban Area	23	35
Live in Rural Area	14	37

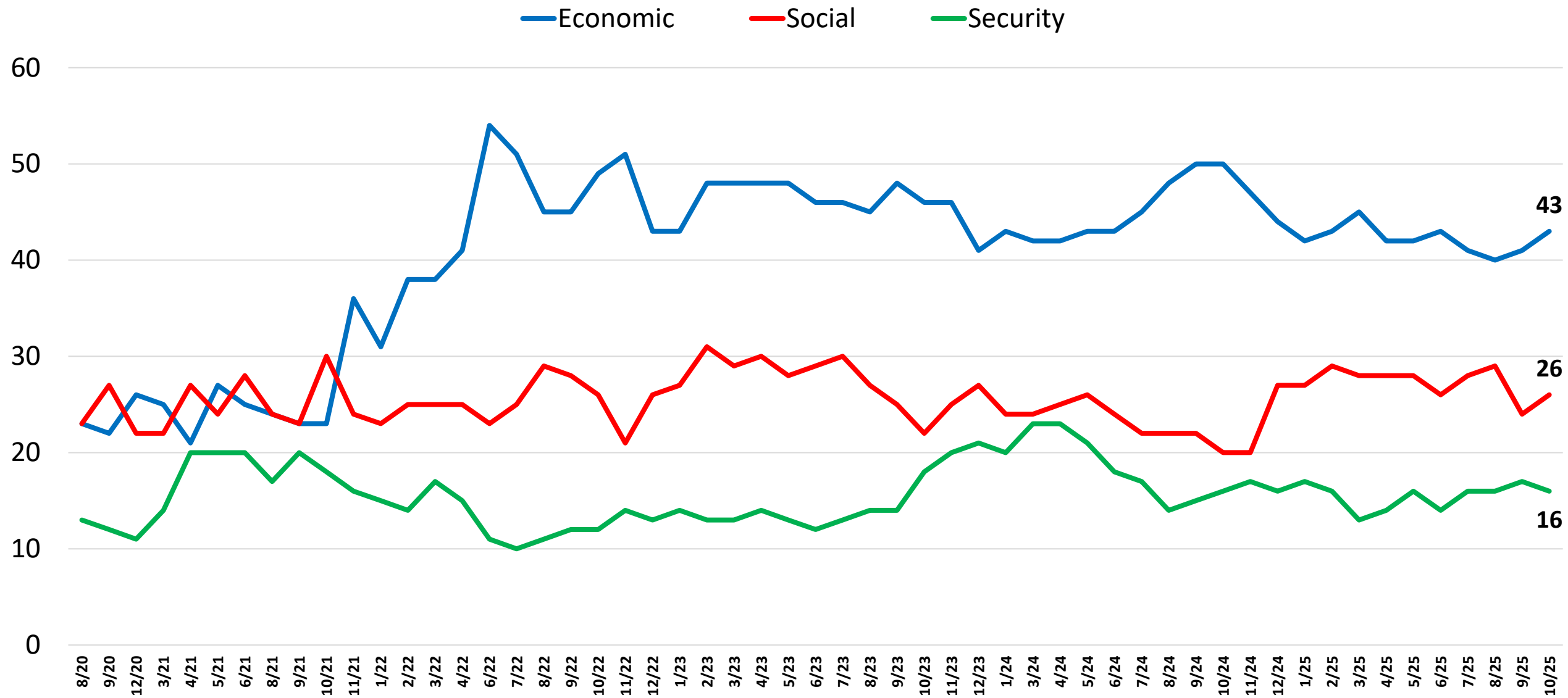
All things being equal, do you prefer:
Free Market Capitalism OR, Big Government Socialism

	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	10/25
Capitalism	59	67	62	64	61	62	61	61	62	63	60	60	62	63	64	63	61	65	66	62	63	65	65	62
Socialism	16	17	14	11	13	15	14	14	12	11	13	12	15	12	12	12	14	11	11	13	13	14	11	14



	Capitalism	Socialism
East	59	17
Midwest	62	11
South	62	15
West	64	14
Gen. Cong. – Vote GOP	72	13
Gen. Cong. – Vote DEM	56	17
Gen. Cong. – Vote UND	46	4
Approve Trump Job	70	15
Disapprove Trump Job	55	15
Republican	74	12
Democrat	52	19
Independent	59	11
Liberal	52	24
Moderate	55	13
Conservative	76	9
Vote Trump 2024	72	12
Vote Harris 2024	54	17
White	66	13
African-American	46	17
Hispanic	57	16
Under 55	55	21
Over 55	70	6
Married	67	15
Single	56	16
Men	76	14
Women	49	14
Live in Urban Area	57	22
Live in Suburban Area	64	11
Live in Rural Area	64	8

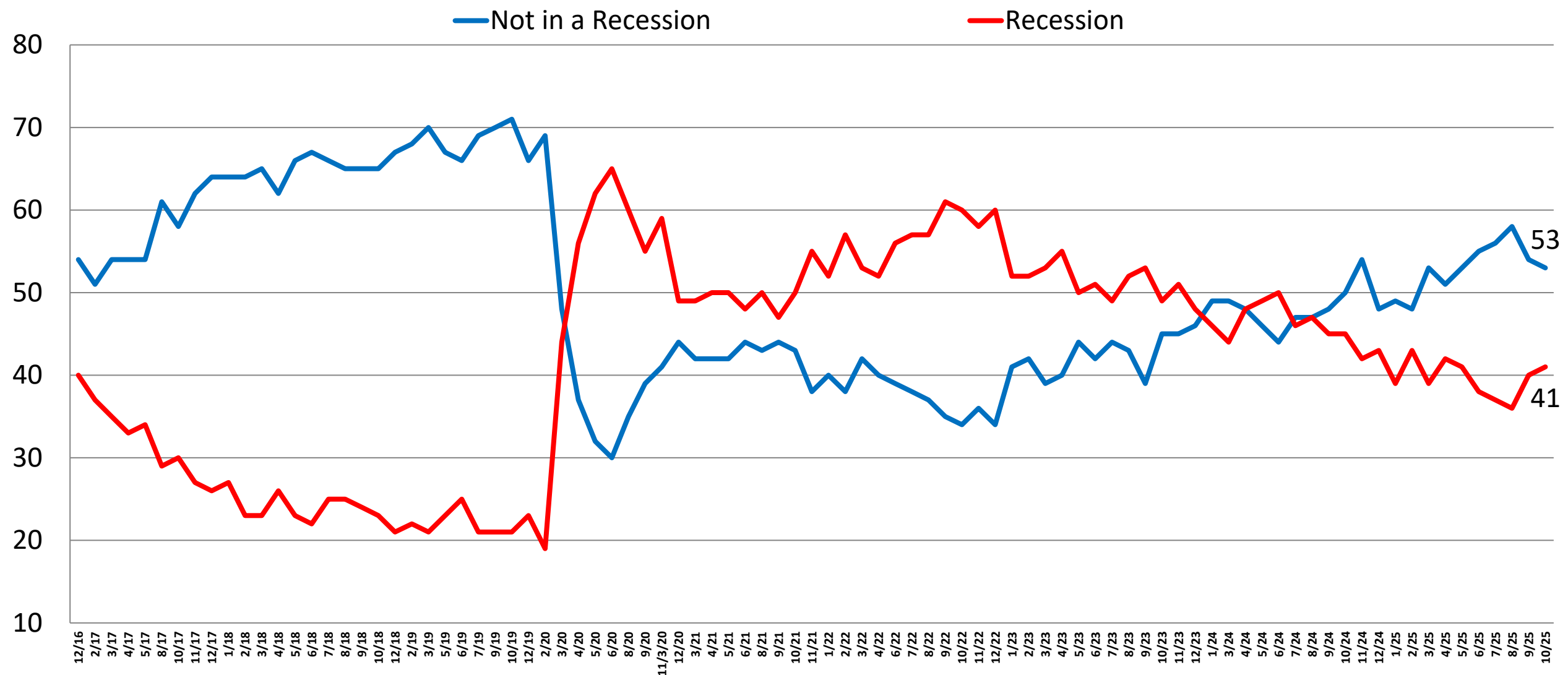
Most Important Issue (Time Series)



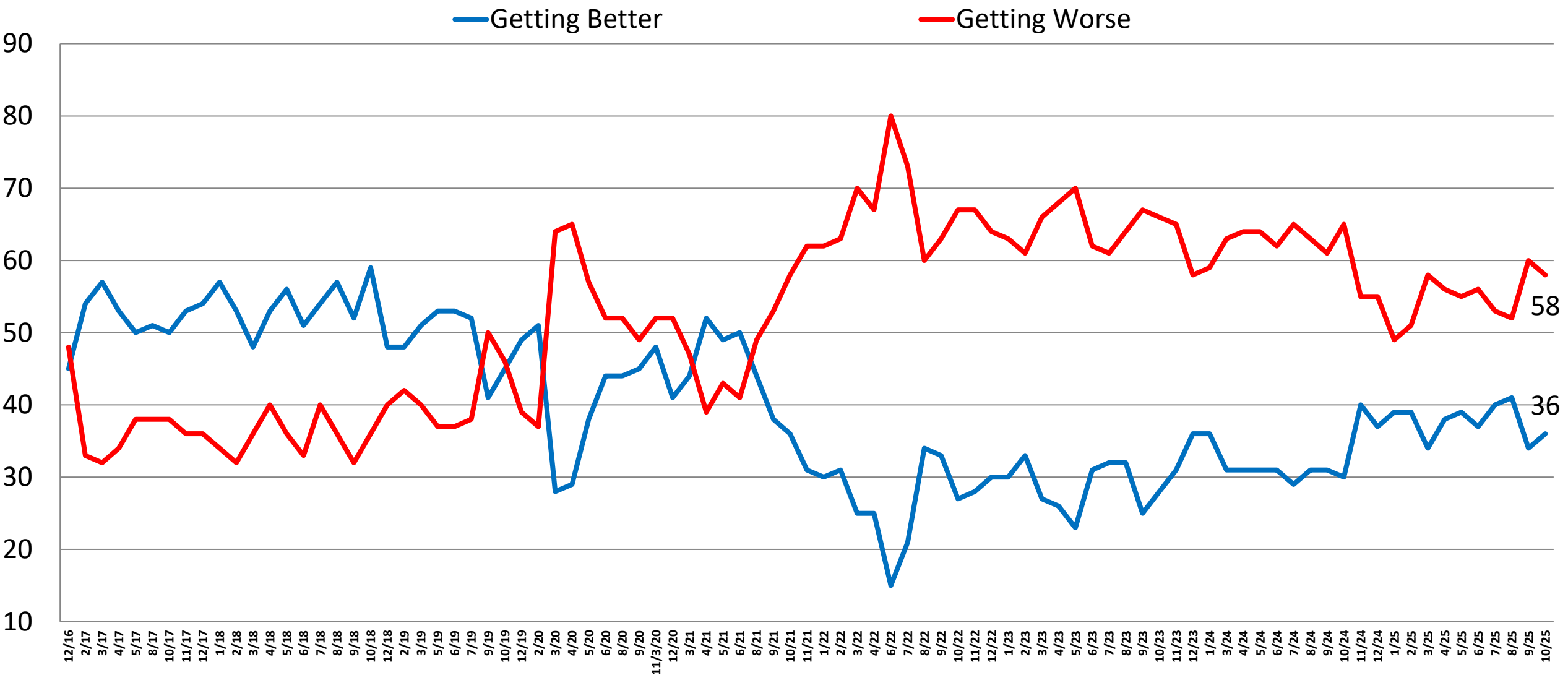
Most Important Issue

	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	10/25	Vote DJT	Vote KH	Rep	Dem	Ind	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Economic	43	45	48	50	50	47	44	42	43	45	42	42	43	41	40	41	43	49	37	46	37	47	43	38	44	50	35	43	43
Reduce Inflation/COL	25	29	30	29	28	26	27	22	24	23	22	19	21	19	18	21	21	21	20	19	19	25	21	19	20	23	18	20	21
The Economy	10	10	13	13	14	11	9	10	9	12	10	10	10	10	10	10	11	13	10	11	11	11	11	8	6	13	8	8	13
Gov't Spending/Debt	3	2	2	3	3	3	3	4	5	4	6	6	5	4	4	3	5	8	2	8	1	4	6	3	2	3	7	7	3
Jobs/Unemployment	4	3	3	2	2	4	3	4	3	4	3	2	3	4	4	4	3	4	2	4	3	3	3	6	6	5	1	3	3
Taxes	1	1	1	1	1	1	2	2	2	2	1	2	2	2	2	2	2	3	1	2	1	2	1	1	6	3	1	3	1
Trade and Tariffs	*	*	*	*	*	*	*	*	*	*	*	2	2	2	2	2	1	1	2	1	1	1	1	0	4	1	1	2	0
Gas/Energy Costs	1	1	1	1	1	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Int. Rates/Mortgages	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	1	1	1	1	1	1	0	2	0	1	1
Social	24	22	22	22	20	20	27	27	29	28	28	28	26	28	29	24	26	20	33	22	31	27	25	35	29	25	28	26	27
Soc.Sec./Medicare	7	5	8	7	5	6	11	11	12	14	12	12	12	13	13	12	11	10	13	10	14	9	12	9	8	6	18	12	11
Health care	3	4	3	3	2	2	5	6	6	5	7	6	4	6	5	5	7	4	9	5	9	7	6	10	9	8	5	7	6
Medicaid	*	*	*	*	*	*	*	*	*	*	*	*	2	3	3	2	2	2	3	1	2	3	2	3	4	2	2	1	3
Climate Change/Envir.	4	3	4	4	3	2	4	4	4	4	3	3	2	3	3	3	2	1	3	0	3	2	1	5	3	2	2	1	2
Abortion	6	6	5	6	8	8	4	4	3	3	2	3	3	2	3	2	2	2	2	2	2	2	2	2	2	3	1	2	2
Improving Education	2	2	1	1	1	1	2	2	3	1	3	2	3	2	2	2	3	3	3	3	2	3	2	6	3	4	1	3	3
Race Relations	1	1	1	1	1	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Security	18	17	14	15	16	17	16	17	16	13	14	16	14	16	16	17	16	24	8	26	9	11	18	9	12	13	19	19	13
Border/Immigration	11	10	10	9	12	11	10	10	9	6	7	7	6	6	6	7	5	10	2	10	1	5	6	2	4	4	8	6	5
Nat.I' Sec./Terrorism	3	2	2	3	1	2	2	4	4	4	4	4	4	5	5	4	5	7	2	8	3	3	5	2	4	3	7	5	4
Crime/Law & Order	2	2	1	2	1	2	2	2	2	1	2	2	2	2	2	4	4	5	2	7	3	1	4	4	1	4	3	4	3
Russia-Ukraine War	1	1	1	1	1	0	*	*	*	*	*	1	2	2	1	1	2	1	2	1	2	2	2	0	3	1	2	2	1
Iran/War in M.E.	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	1	1	1	0	1	0	0	0	1	0	1	0	1	0
China	0	0	0	0	0	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Hamas-Israel War	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	8	2	15	2	16	7	7	9	8	6	10	6	9
Honesty/Integrity/D.C	4	4	4	3	3	4	5	6	4	6	5	7	6	5	5	6	5	4	6	4	6	6	6	4	4	4	6	6	4
Election Integrity	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Indictments of Trump	2	1	1	1	2	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DK/Refused	2	2	1	2	2	1	2	2	2	1	2	1	3	3	2	3	2	2	2	1	2	3	1	5	4	3	1	0	3

Opinion: U.S. Economy (Time Series)



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

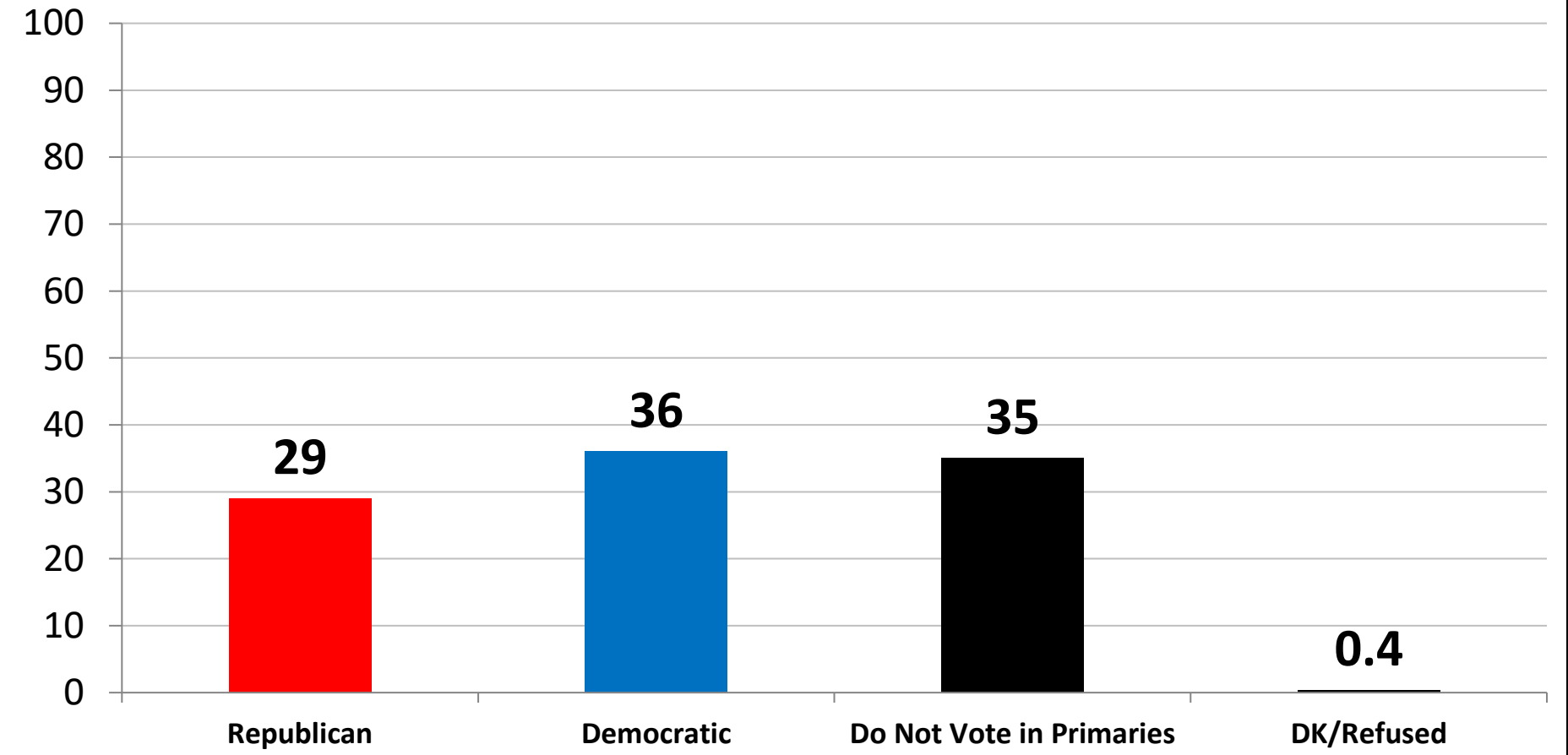


Current Opinion of U.S. Economy (Time Series)

	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	10/25	Vote DJT	Vote KH	Rep	Dem	Ind	White	Black	Hisp.	Und. 55	Over 55	Men	Wome n
Not Recession	46	44	47	47	48	50	54	48	49	48	53	51	53	55	56	58	54	53	65	44	67	43	47	55	47	51	49	58	64	42
Getting Better	19	20	19	19	19	20	28	21	20	22	20	23	26	26	27	28	23	26	46	8	46	9	19	28	20	20	24	28	36	16
Getting Worse	27	24	28	28	29	30	25	27	29	26	33	29	28	29	29	29	31	27	20	36	20	34	29	27	26	30	25	30	28	27
Recession	49	50	46	47	45	45	42	43	39	43	39	42	41	38	37	36	40	41	29	52	28	53	43	39	45	44	44	37	33	48
Getting Better	12	11	10	12	12	10	12	16	19	17	14	15	13	11	13	13	11	10	15	6	15	6	10	11	4	13	13	8	11	10
Getting Worse	37	39	37	36	33	34	30	28	20	25	25	27	28	27	24	23	28	30	14	46	13	47	33	27	40	31	31	30	22	38
D.K./Refused	5	6	7	6	7	6	5	8	11	10	8	7	6	7	7	7	6	6	6	4	5	4	10	6	9	6	8	5	3	9
Net Diff.	-2	-6	+1	-1	+3	+5	+12	+5	+10	+5	+13	+9	+13	+17	19	+22	+14	+12	+37	-8	+38	-10	+4	+17	+2	+7	+5	+21	+32	-6
Getting Better	31	31	29	31	31	30	40	37	39	39	34	38	39	37	40	41	34	36	61	14	61	15	28	39	25	33	37	35	47	26
Getting Worse	64	62	65	63	61	65	55	55	49	51	58	56	55	56	53	52	60	58	33	82	33	81	62	55	67	61	55	60	50	65
D.K./Refused	5	6	7	6	7	6	5	8	11	10	8	7	6	7	7	7	6	6	6	4	5	4	10	6	9	6	8	5	3	9
Net Diff.	-34	-31	-36	-33	-30	-35	-15	-18	-10	-12	-23	-18	-17	-19	-12	-11	-26	-21	+28	-68	+28	-65	-33	-15	-42	-29	-19	-25	-3	-39

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	10/25
Republican	33	30	33	31	29	29	28	30	29	33	29
Democratic	35	31	29	38	37	36	35	38	34	33	36
DNV Primaries	32	39	38	31	34	35	37	32	36	34	35



	GOP	DEM	DNV
East	28	26	44
Midwest	33	31	36
South	24	35	42
West	35	48	17
Gen. Cong. – Vote GOP	71	11	19
Gen. Cong. – Vote DEM	9	69	22
Gen. Cong. – Vote UND	18	17	63
Approve Trump Job	59	12	28
Disapprove Trump Job	9	56	34
Republican	0	0	0
Democrat	0	0	0
Independent	29	36	35
Liberal	10	63	27
Moderate	22	39	38
Conservative	60	9	31
Vote Trump 2024	65	9	27
Vote Harris 2024	9	58	32
White	32	31	36
African-American	12	56	33
Hispanic	35	33	32
Under 55	29	39	31
Over 55	30	32	38
Married	37	30	33
Single	24	44	31
Men	35	35	31
Women	26	36	37
Live in Urban Area	26	44	31
Live in Suburban Area	26	38	36
Live in Rural Area	42	21	35

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=437)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25	10/25	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	21	25	17	27	22	27	34	19	44	29	32	16	19	30
Gavin Newsom	7	7	4	6	8	4	8	9	18	22	22	14	23	28	19	3	24	12	27	18	27	25	19
Josh Shapiro	5	3	3	4	4	6	3	4	3	4	6	13	6	5	6	12	9	3	2	4	10	6	7
Pete Buttigieg	12	9	8	10	6	10	10	8	9	7	6	3	6	6	6	0	7	2	2	5	6	6	5
A. Ocasio Cortez	3	6	3	8	8	9	7	9	4	5	4	3	5	8	2	0	4	0	10	5	2	6	3
JB Pritzker	3	1	2	2	3	2	1	2	2	2	4	5	4	4	4	0	4	3	7	3	4	4	3
Jasmine Crockett	*	*	*	*	2	2	2	2	3	5	3	0	3	3	4	3	0	11	5	5	1	0	6
Cory Booker	2	2	3	4	7	7	7	4	3	4	3	7	3	3	3	7	4	3	2	3	4	4	2
Stephen A. Smith	*	2	1	1	1	1	1	2	1	1	3	0	2	2	2	7	2	3	6	3	2	5	0
Tim Walz	5	3	4	5	4	3	4	4	2	2	2	2	2	4	1	3	2	3	1	3	1	3	2
Amy Klobuchar	1	3	3	2	2	3	2	3	1	2	2	4	2	2	1	3	2	2	0	2	1	3	1
Gretchen Whitmer	3	3	4	3	1	3	3	4	2	1	1	0	1	2	1	2	2	0	1	0	2	2	0
Wes Moore	1	2	1	1	1	0	1	1	1	1	1	0	1	2	1	0	1	1	0	1	2	1	1
Roy Cooper	*	*	2	2	2	1	1	2	1	1	1	0	1	1	1	0	1	2	0	1	1	0	2
Phil Murphy	1	1	1	1	1	1	1	1	1	1	1	4	1	1	1	0	1	0	2	1	0	1	0
Rahm Emanuel	*	*	*	*	*	*	2	1	1	0	1	3	0	0	0	6	1	0	0	0	1	1	0
Jared Polis	0	1	0	1	0	1	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	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	17	26	14	10	21	21	19	12	8	13	21	13	19

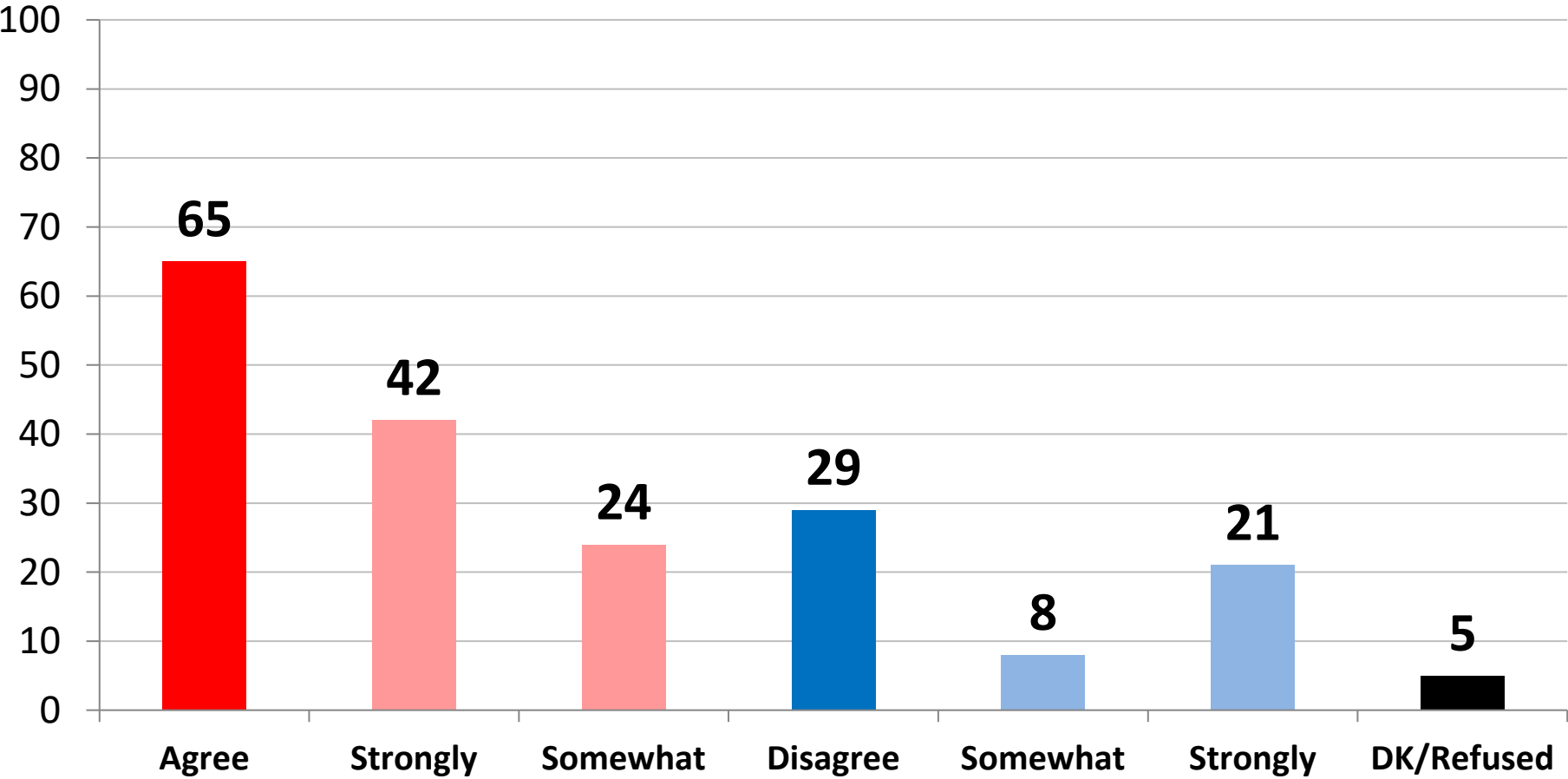
Thinking ahead to the 2028 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote? (n=458)

	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25	10/25	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	38	41	9	19	24	46	40	11	33	28	48	38	38
Donald Trump, Jr.	21	21	17	15	14	19	14	19	16	14	20	21	7	41	21	16	17	33	32	33	5	20	19
Marco Rubio	2	3	3	4	2	5	4	4	4	5	7	7	7	4	12	6	7	0	9	5	10	8	6
Ron DeSantis	9	8	6	8	6	5	6	8	10	8	5	5	0	4	4	5	5	7	2	3	6	6	4
Nikki Haley	4	2	3	3	5	4	4	4	3	3	4	2	26	4	5	5	4	10	5	3	6	6	3
Tom Cotton	1	0	1	0	0	0	1	1	1	1	2	2	5	3	4	1	2	0	2	2	2	3	1
S. Huckabee Sanders	2	1	1	1	2	1	1	1	2	2	2	2	6	5	3	1	2	6	3	2	2	2	2
Vivek Ramaswamy	4	3	4	2	2	1	2	3	2	2	2	2	0	2	0	3	2	0	0	1	3	2	1
Tim Scott	3	1	1	1	1	1	1	1	1	1	2	2	0	5	0	2	1	5	2	2	2	2	1
Glenn Youngkin	2	2	0	1	1	1	1	2	2	0	1	1	4	4	3	0	2	5	0	3	0	1	2
Tulsi Gabbard	2	3	2	1	1	2	2	1	2	2	1	1	3	1	2	1	1	0	0	2	1	1	1
Kristi Noem	1	1	2	1	2	1	1	0	1	1	1	1	2	1	0	2	1	0	1	1	1	2	1
Greg Abbott	1	2	1	1	1	1	2	1	2	0	1	1	0	2	0	0	1	0	0	1	0	1	1
Rick Scott	1	0	1	1	1	1	1	1	1	0	0	0	0	1	0	0	0	3	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	14	12	31	5	22	13	15	20	11	14	15	10	19

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.”

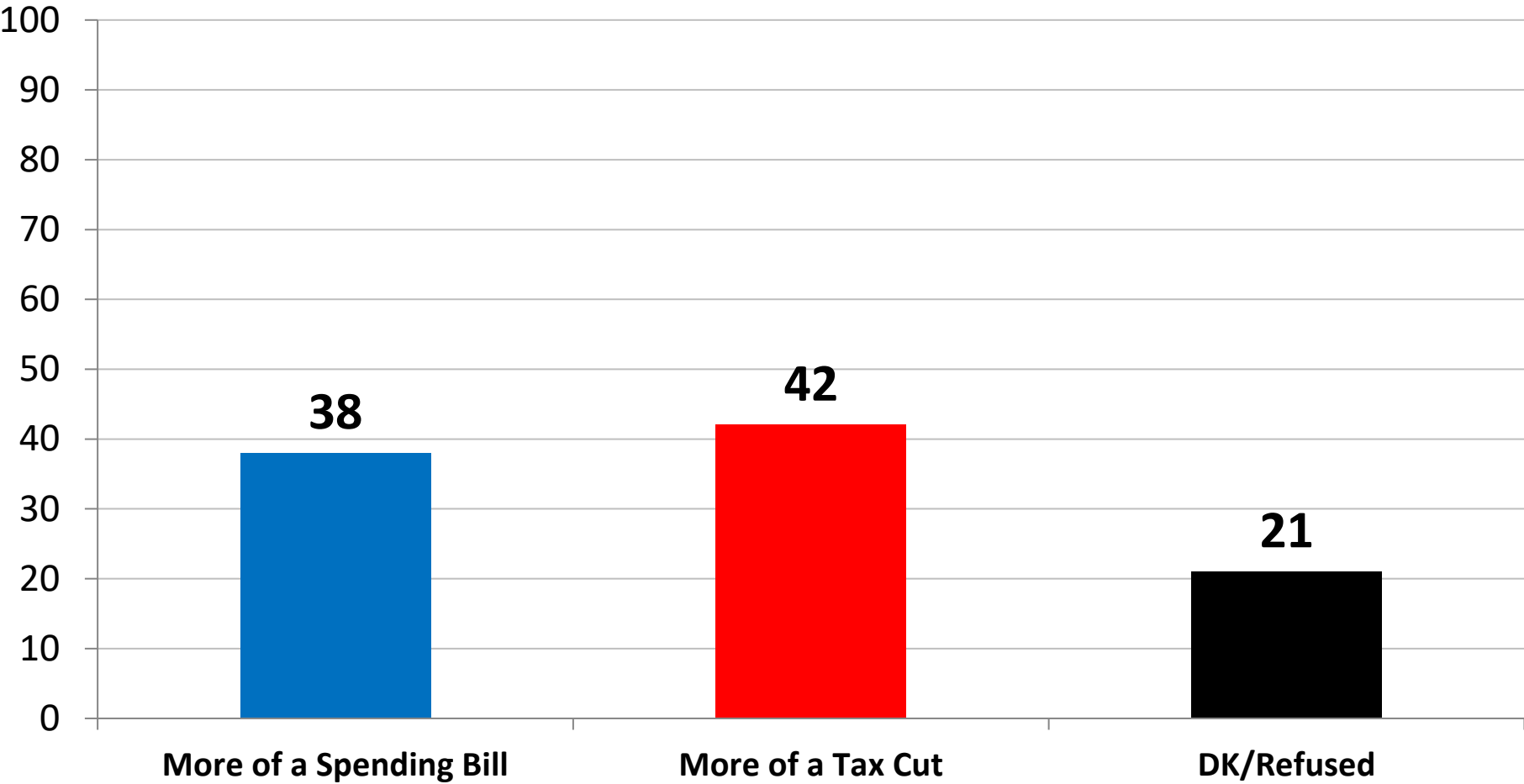
	6/25	7/25	8/25	9/25	10/25
Agree	63	67	66	63	65
Strongly	43	47	44	42	42
Disagree	30	27	29	32	29



	Agree	Disagree
East	66	28
Midwest	65	33
South	66	27
West	63	31
Gen. Cong. – Vote GOP	93	5
Gen. Cong. – Vote DEM	38	55
Gen. Cong. – Vote UND	56	31
Approve Trump Job	95	3
Disapprove Trump Job	33	60
Republican	94	5
Democrat	40	52
Independent	58	35
Liberal	38	57
Moderate	60	31
Conservative	88	10
Vote Trump 2024	94	4
Vote Harris 2024	37	56
White	70	26
African-American	53	35
Hispanic	59	35
Under 55	65	30
Over 55	66	29
Married	75	20
Single	53	41
Men	70	26
Women	61	32
Live in Urban Area	64	31
Live in Suburban Area	61	33
Live in Rural Area	75	21

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?

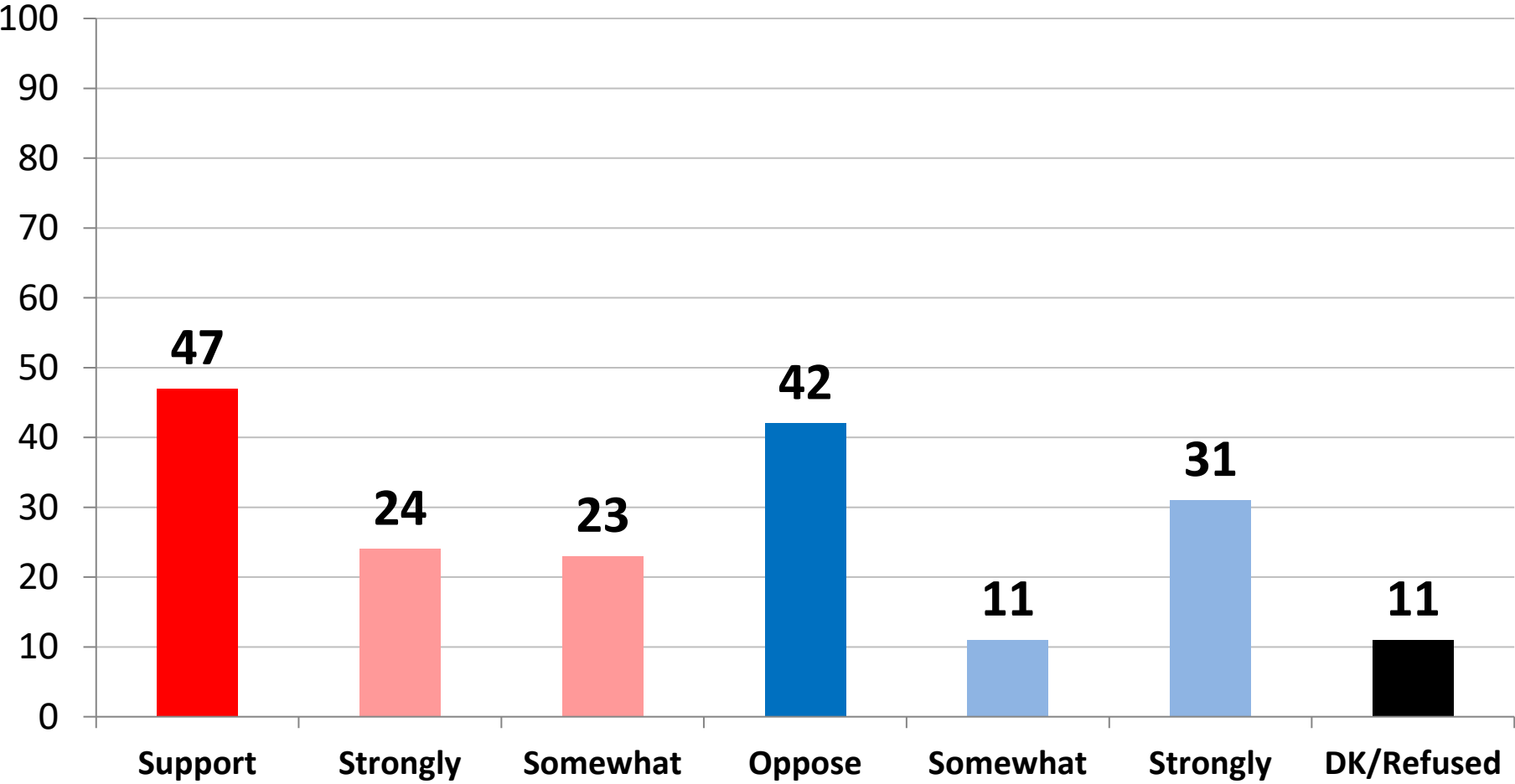
	7/25	8/25	9/25	10/25
Spending Bill	39	37	35	38
Tax Cut	39	42	43	42



	Spending	Cut
East	43	37
Midwest	36	44
South	31	46
West	46	37
Gen. Cong. – Vote GOP	26	54
Gen. Cong. – Vote DEM	51	33
Gen. Cong. – Vote UND	31	27
Approve Trump Job	27	54
Disapprove Trump Job	51	31
Republican	24	57
Democrat	48	33
Independent	42	33
Liberal	49	38
Moderate	40	36
Conservative	27	51
Vote Trump 2024	25	54
Vote Harris 2024	51	32
White	37	44
African-American	29	38
Hispanic	46	40
Under 55	37	43
Over 55	38	41
Married	38	43
Single	38	40
Men	40	50
Women	36	35
Live in Urban Area	38	43
Live in Suburban Area	39	40
Live in Rural Area	33	44

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?

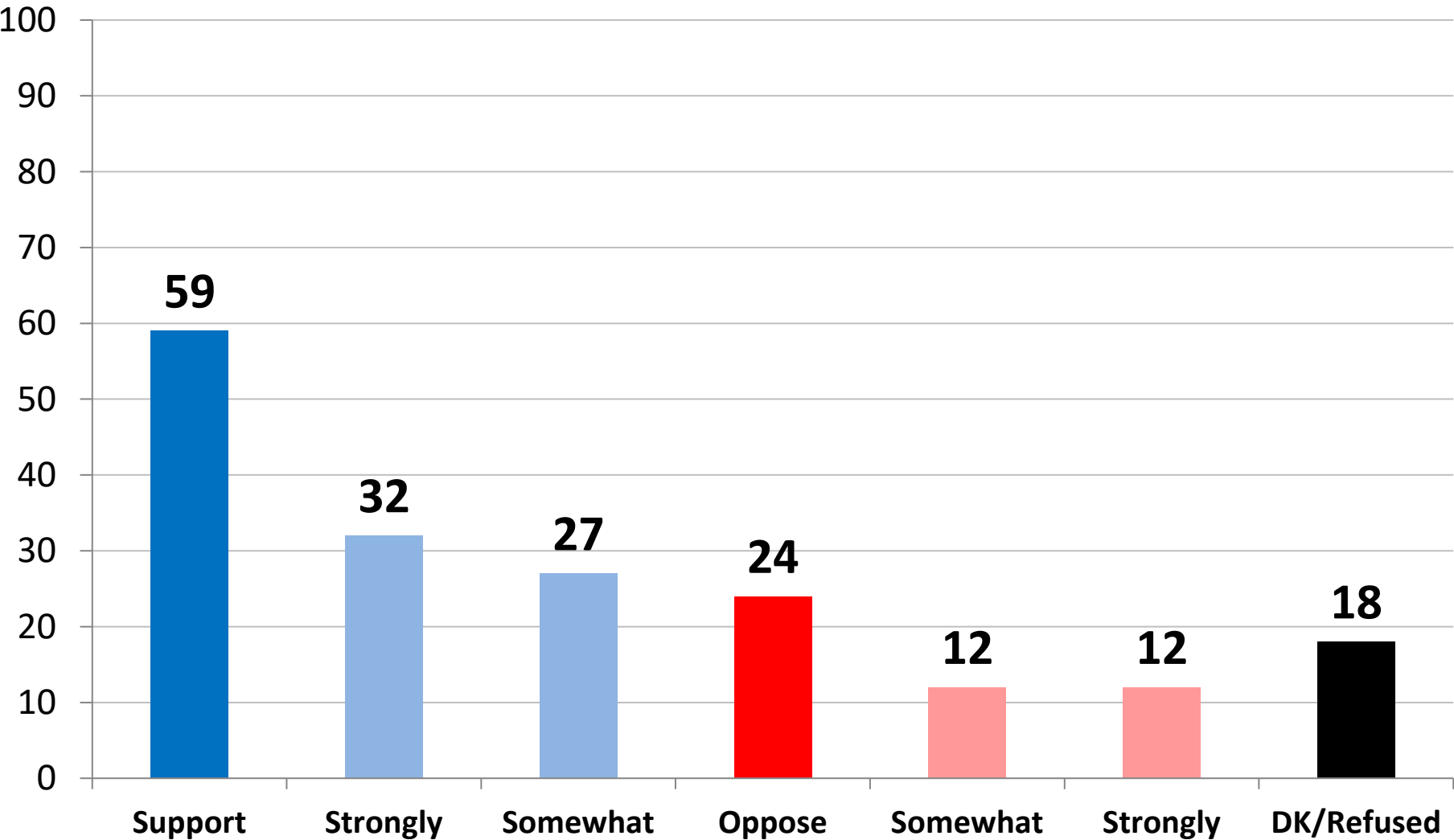
	7/25	8/25	9/25	10/25
Support	44	43	42	47
Oppose	42	43	42	42



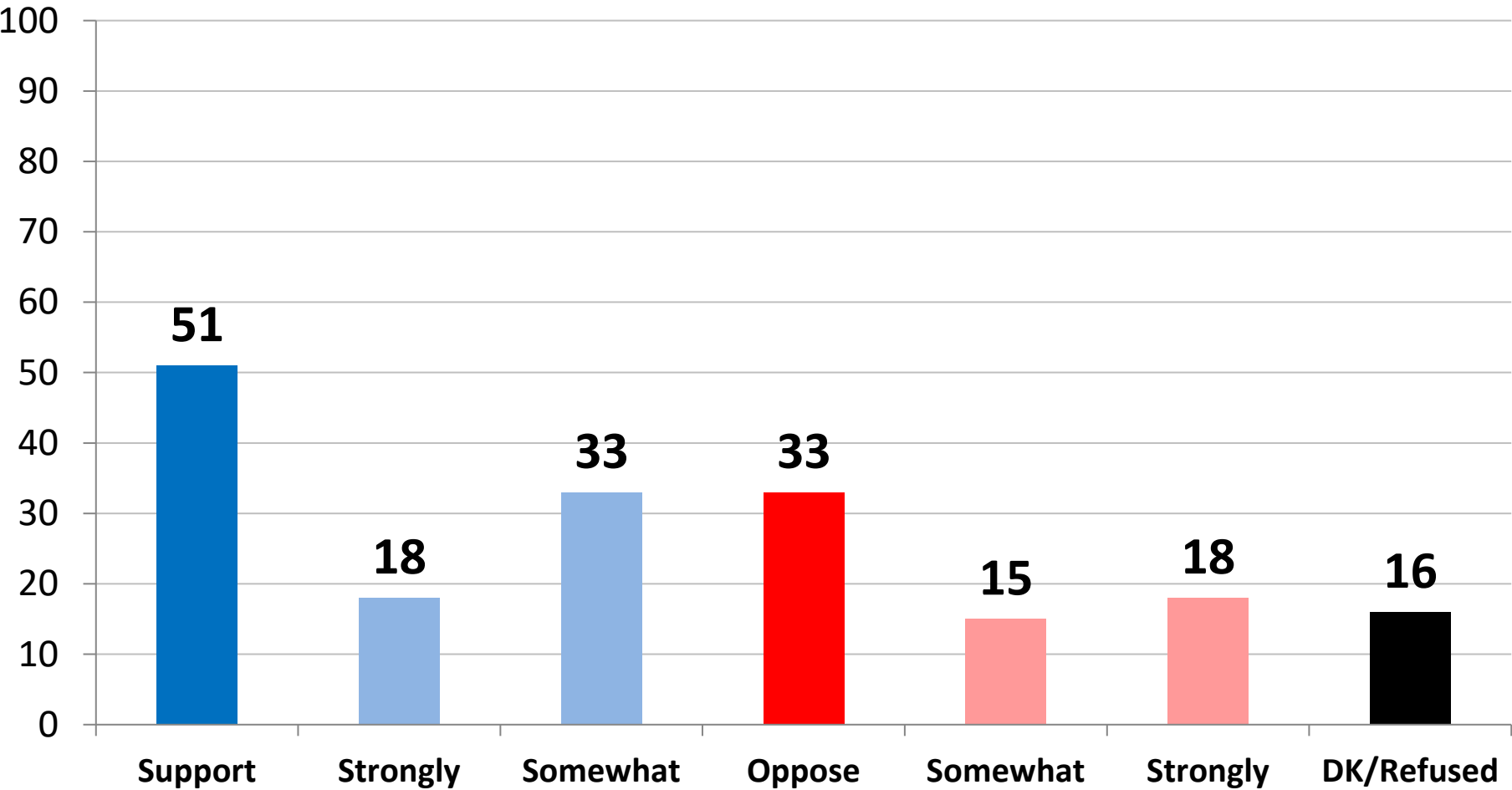
	Support	Oppose
East	47	45
Midwest	44	47
South	51	36
West	44	46
Gen. Cong. – Vote GOP	83	10
Gen. Cong. – Vote DEM	14	77
Gen. Cong. – Vote UND	30	40
Approve Trump Job	83	10
Disapprove Trump Job	10	80
Republican	83	10
Democrat	18	72
Independent	35	50
Liberal	27	64
Moderate	30	54
Conservative	78	15
Vote Trump 2024	83	10
Vote Harris 2024	15	75
White	52	39
African-American	27	61
Hispanic	46	43
Under 55	48	40
Over 55	46	45
Married	59	32
Single	35	54
Men	56	40
Women	40	44
Live in Urban Area	52	39
Live in Suburban Area	42	47
Live in Rural Area	52	37

In order to reduce interest rates on home mortgages, consumer loans and credit cards, would you support or oppose replacing Federal Reserve Chairman Jerome Powell with a new chairperson that favors lowering interest rates?

	Support	Oppose
East	55	32
Midwest	60	23
South	61	21
West	56	23
Gen. Cong. – Vote GOP	77	10
Gen. Cong. – Vote DEM	41	38
Gen. Cong. – Vote UND	50	22
Approve Trump Job	77	10
Disapprove Trump Job	39	40
Republican	76	12
Democrat	48	32
Independent	49	30
Liberal	52	32
Moderate	49	28
Conservative	73	14
Vote Trump 2024	77	10
Vote Harris 2024	42	39
White	60	24
African-American	52	24
Hispanic	65	18
Under 55	62	19
Over 55	54	29
Married	62	23
Single	53	26
Men	61	28
Women	57	20
Live in Urban Area	66	21
Live in Suburban Area	51	28
Live in Rural Area	62	19



Would you approve or disapprove of Congress passing the Dignity Act which offers a 7 year temporary legal status for undocumented immigrants that have been here 5 years or more if they pass a criminal background check, pay \$7,000 restitution over 7 years, receive no federal benefits or entitlements, have NO path to citizenship, but once completed they can stay and work in the United States?



	Support	Oppose
East	52	33
Midwest	49	33
South	51	33
West	52	34
Gen. Cong. – Vote GOP	57	32
Gen. Cong. – Vote DEM	47	33
Gen. Cong. – Vote UND	41	37
Approve Trump Job	57	31
Disapprove Trump Job	46	35
Republican	56	31
Democrat	48	32
Independent	48	37
Liberal	53	32
Moderate	49	31
Conservative	51	36
Vote Trump 2024	55	33
Vote Harris 2024	47	35
White	52	35
African-American	46	31
Hispanic	54	29
Under 55	57	27
Over 55	44	40
Married	56	31
Single	49	34
Men	56	34
Women	47	33
Live in Urban Area	60	27
Live in Suburban Area	47	35
Live in Rural Area	45	38

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	70%	75%	66%	78%	70%	60%	68%	79%	69%	73%	66%	76%	64%
Left of Center	42%	33%	52%	34%	56%	37%	38%	56%	56%	52%	31%	44%	40%
Right of Center	42%	61%	25%	62%	27%	35%	42%	38%	45%	47%	36%	48%	36%
Other	5%	5%	5%	5%	4%	5%	5%	3%	2%	3%	7%	6%	4%
Don't Watch Cable News	28%	24%	30%	21%	27%	37%	29%	13%	30%	23%	32%	21%	33%
DK/Refused	3%	1%	4%	1%	3%	4%	2%	8%	1%	4%	2%	2%	3%

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

Ranked greatest to least by Total	9/25 Total	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Facebook	69%	71%	75%	70%	74%	68%	72%	75%	67%	59%	71%	72%	69%	74%
YouTube	63%	65%	63%	68%	62%	70%	64%	63%	68%	70%	73%	56%	68%	62%
Instagram	43%	44%	41%	45%	42%	46%	43%	40%	49%	63%	58%	27%	40%	47%
TikTok	31%	35%	36%	32%	38%	35%	31%	30%	48%	47%	51%	16%	27%	42%
Pinterest	22%	22%	23%	21%	23%	19%	26%	20%	25%	31%	28%	15%	14%	30%
LinkedIn	21%	22%	28%	17%	26%	19%	19%	21%	20%	24%	26%	16%	27%	16%
X (Formerly Twitter)	19%	20%	18%	23%	16%	21%	24%	19%	28%	18%	23%	17%	21%	19%
Snapchat	18%	20%	21%	18%	21%	20%	19%	19%	20%	24%	30%	8%	16%	24%
WhatsApp	16%	20%	22%	19%	21%	22%	15%	18%	21%	29%	27%	11%	23%	16%
Reddit	18%	16%	14%	17%	14%	14%	20%	14%	16%	25%	20%	11%	15%	17%
Telegram	7%	10%	13%	8%	12%	11%	7%	9%	8%	15%	15%	4%	13%	7%
Threads	8%	9%	10%	9%	10%	10%	8%	9%	10%	12%	12%	7%	10%	9%
Truth Social	3%	5%	9%	2%	8%	3%	4%	5%	4%	10%	6%	5%	7%	4%
Tumblr	3%	4%	5%	4%	5%	4%	3%	3%	7%	6%	6%	2%	5%	3%
Rumble	2%	3%	5%	2%	5%	2%	2%	3%	4%	3%	3%	3%	3%	3%
Parler	0%	1%	2%	1%	2%	1%	1%	1%	0%	6%	2%	0%	2%	1%
Gettr	0%	1%	1%	1%	2%	2%	0%	1%	5%	0%	2%	1%	1%	2%
CloutHub	0%	1%	1%	1%	1%	1%	0%	0%	4%	1%	2%	0%	1%	1%
Gab.com	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%
Bluesky	3%	5%	3%	8%	3%	6%	7%	5%	1%	7%	6%	5%	6%	5%
Other	1%	1%	1%	2%	1%	1%	2%	1%	2%	0%	1%	2%	2%	1%
None	6%	6%	5%	8%	5%	6%	8%	7%	7%	4%	2%	11%	7%	5%

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	51%	72%	32%	74%	33%	43%	55%	41%	45%	54%	48%	59%	44%
Not Legal in Any Case	12%	20%	5%	21%	7%	6%	12%	12%	13%	16%	7%	14%	10%
Legal to Save Mother	14%	21%	7%	22%	10%	9%	16%	10%	11%	17%	10%	16%	12%
Legal – Mother/Rape/Incest	26%	31%	20%	31%	17%	28%	27%	19%	21%	22%	30%	30%	22%
Pro-Choice	43%	24%	63%	22%	62%	48%	41%	45%	47%	39%	48%	37%	48%
Legal – Up To Certain Point	27%	17%	37%	14%	37%	31%	27%	27%	25%	22%	33%	25%	29%
Legal – Any Reason/Any Time	16%	7%	26%	8%	25%	17%	14%	17%	22%	17%	15%	13%	19%
DK/Refused	6%	4%	6%	4%	5%	9%	4%	15%	7%	7%	4%	3%	8%
Net Diff.	8%	48%	-31%	52%	-28%	-6%	14%	-4%	-2%	16%	0%	22%	-4%

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

n=268	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	Black	Hispanic	Under 55	Over 55	Men	Women
1 st Trimester	59%	65%	58%	64%	55%	63%	59%	66%	56%	58%	60%	58%	60%
After First Heartbeat – 6 weeks	23%	32%	20%	34%	21%	19%	19%	24%	34%	26%	20%	25%	21%
After 15 Weeks	37%	33%	38%	30%	34%	44%	40%	42%	21%	33%	40%	33%	40%
After 2 nd Trimester	20%	10%	25%	14%	24%	17%	20%	20%	13%	23%	17%	19%	20%
Other	21%	25%	17%	22%	21%	20%	21%	14%	32%	19%	23%	23%	19%

Voter Proclivity		Total	Age	Total	Annual H.H. Income	Total	Marital Status	Total
Always Vote		66%	18-29	13%	Under \$20k	14%	Single	34%
Almost Always		20%	30-40	16%	\$20-40k	22%	Never Married	27%
Vote Most of the Time		14%	41-55	25%	\$40-50k	10%	Live w/ Significant Other	7%
Direction			56-65	20%	\$50-60k	13%	Married	47%
Right Direction		40%	65+	26%	\$60-100k	22%	Separated	2%
Wrong Track		55%	Mean Age	51.1	\$100-150k	12%	Divorced	12%
Party Registration			Race		\$150-200k	5%	Widowed	6%
Republican		37%	White	72%	\$200-250k	1%	Abortion	
Democrat		33%	African American/Black	11%	Over \$250k	1%	Pro-Life	51%
Independent/Other		30%	Hispanic	11%	Grouped Region		Pro-Choice	43%
Ideology			Asian	4%	East	17%	Immigrant Household	
Liberal		24%	Other	2%	Midwest	22%	Yes	30%
Very		10%	Latino Household		South	38%	No	67%
Moderate		39%	Yes	11%	West	23%	>\$5k in 401k/Investments	
Conservative		37%	No	89%	Area		Yes	48%
Very		18%	Religion		Urban	32%	No	48%
Vote Behavior			Protestant	37%	Suburban	45%	Region	
Democrat		45%	Catholic	23%	Rural	23%	New England	5%
Ticket Splitter		13%	Atheist/Agnostic/Secular	11%	2024 Presidential States		Middle Atlantic	12%
Republican		42%	Jewish	4%	Trump States	57%	East North Central	15%
Education			Muslim	3%	Harris States	43%	West North Central	7%
Less than College		60%	Buddhist	1%	2024 Presidential Vote		South Atlantic	22%
College Graduate		40%	Eastern/Greek Orthodox	1%	Donald Trump	47%	East South Central	6%
Gender			Born Again/Evangelical n=608		Kamala Harris	45%	West South Central	10%
Male		48%	Yes	49%	Did Not Vote Pres.	3%	Mountain	8%
Female		52%	No	51%	Did Not Vote at All	2%	Pacific	15%



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