

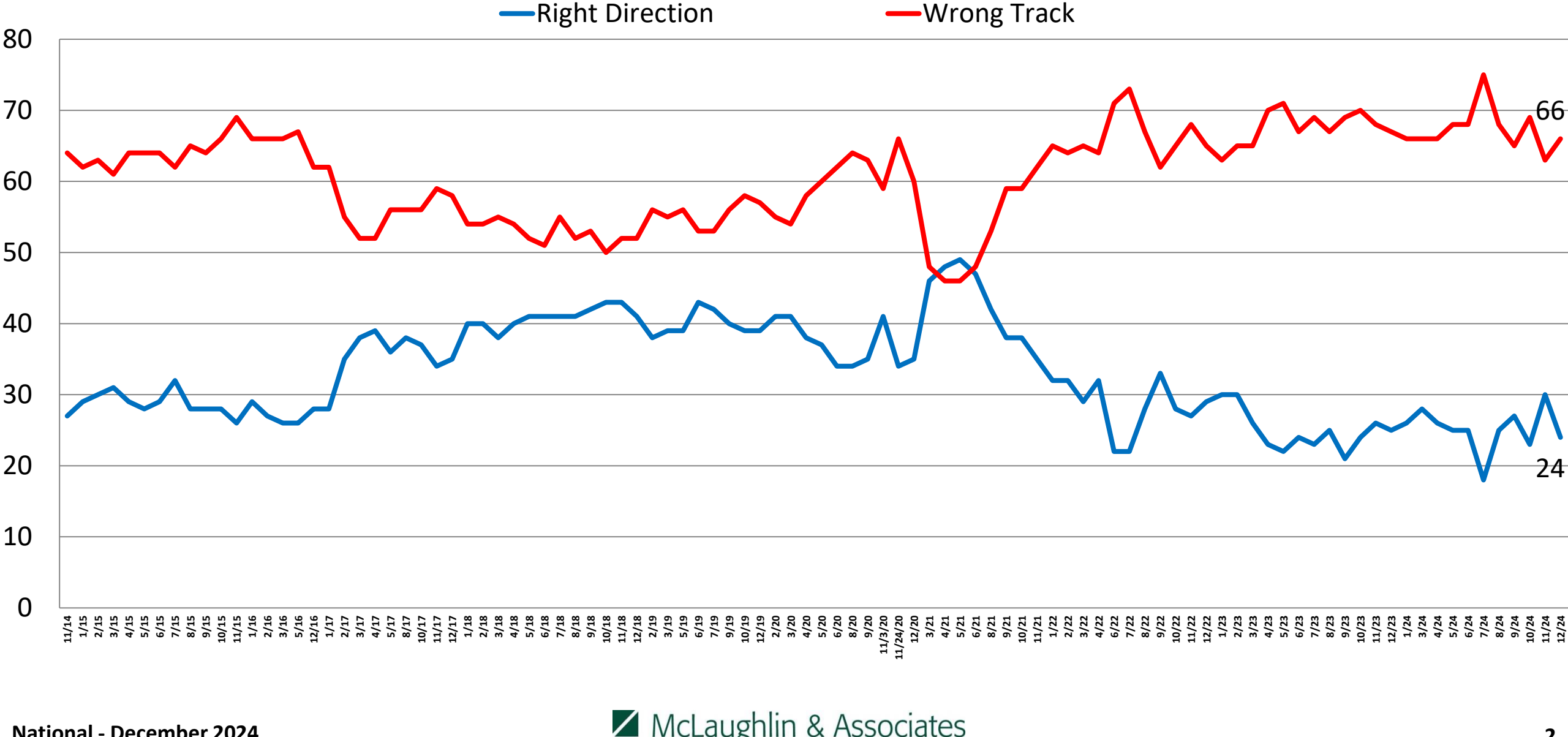
National Survey Results
1,000 General Election Voters
Political Environment, Trends & Analysis

 **McLaughlin & Associates**

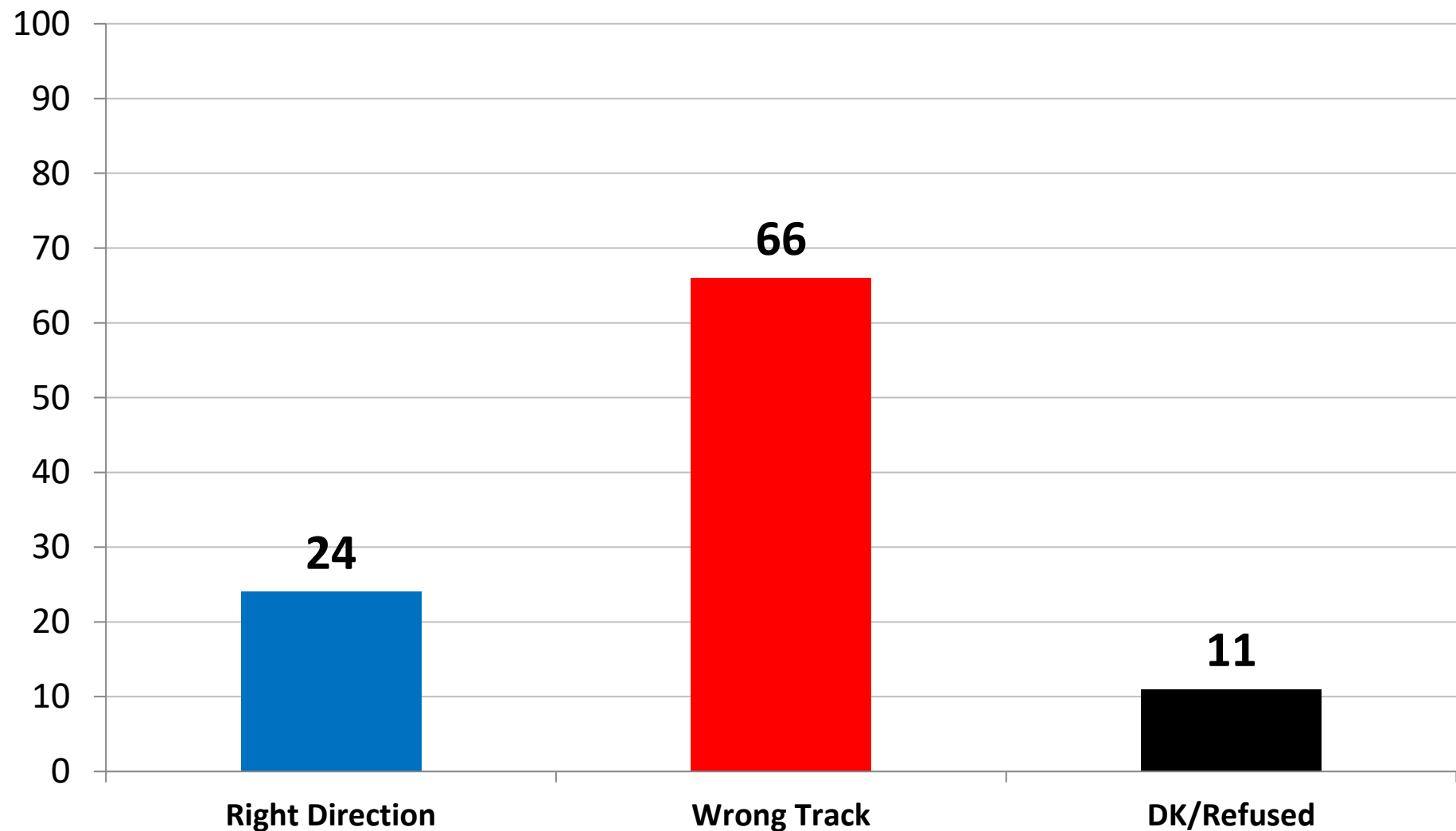
Field Dates: December 11th – 16th, 2024

www.mclaughlinonline.com

Direction: *United States* (Time Series)

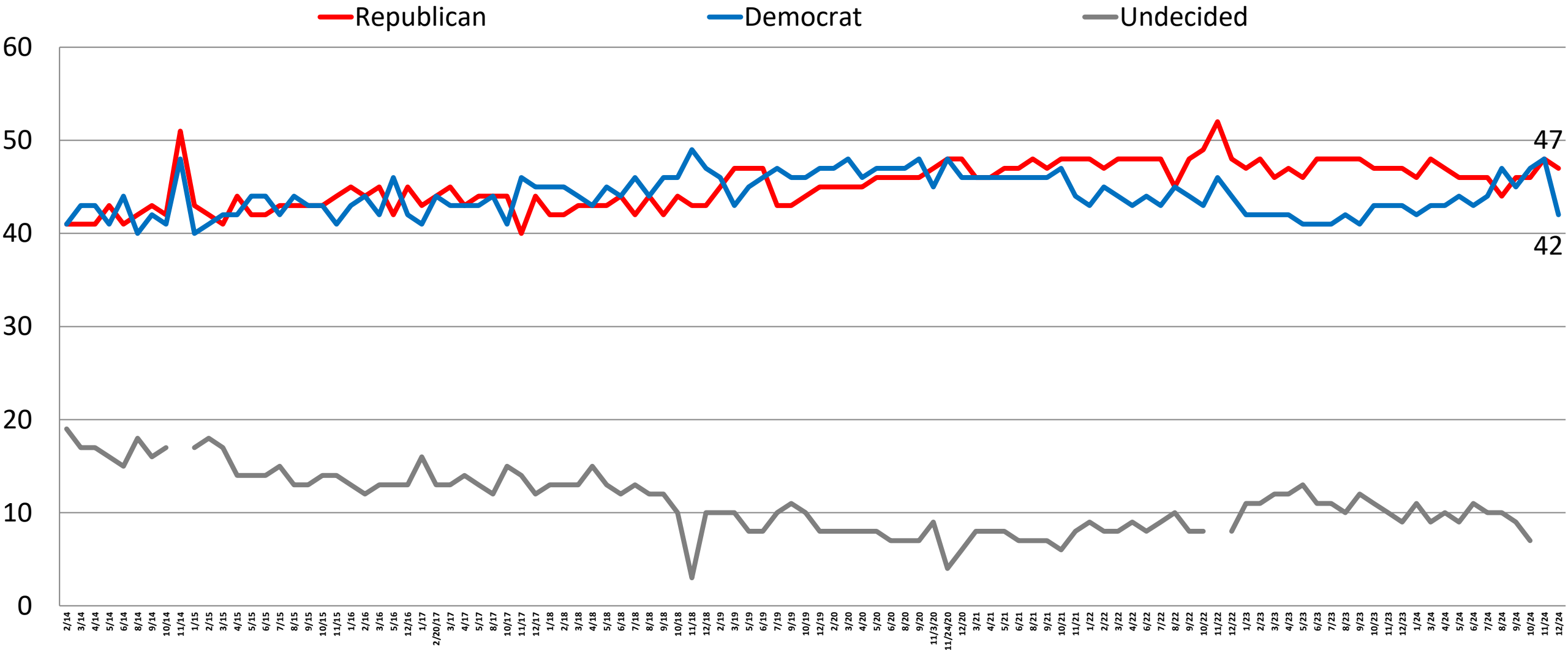


Direction: *United States*



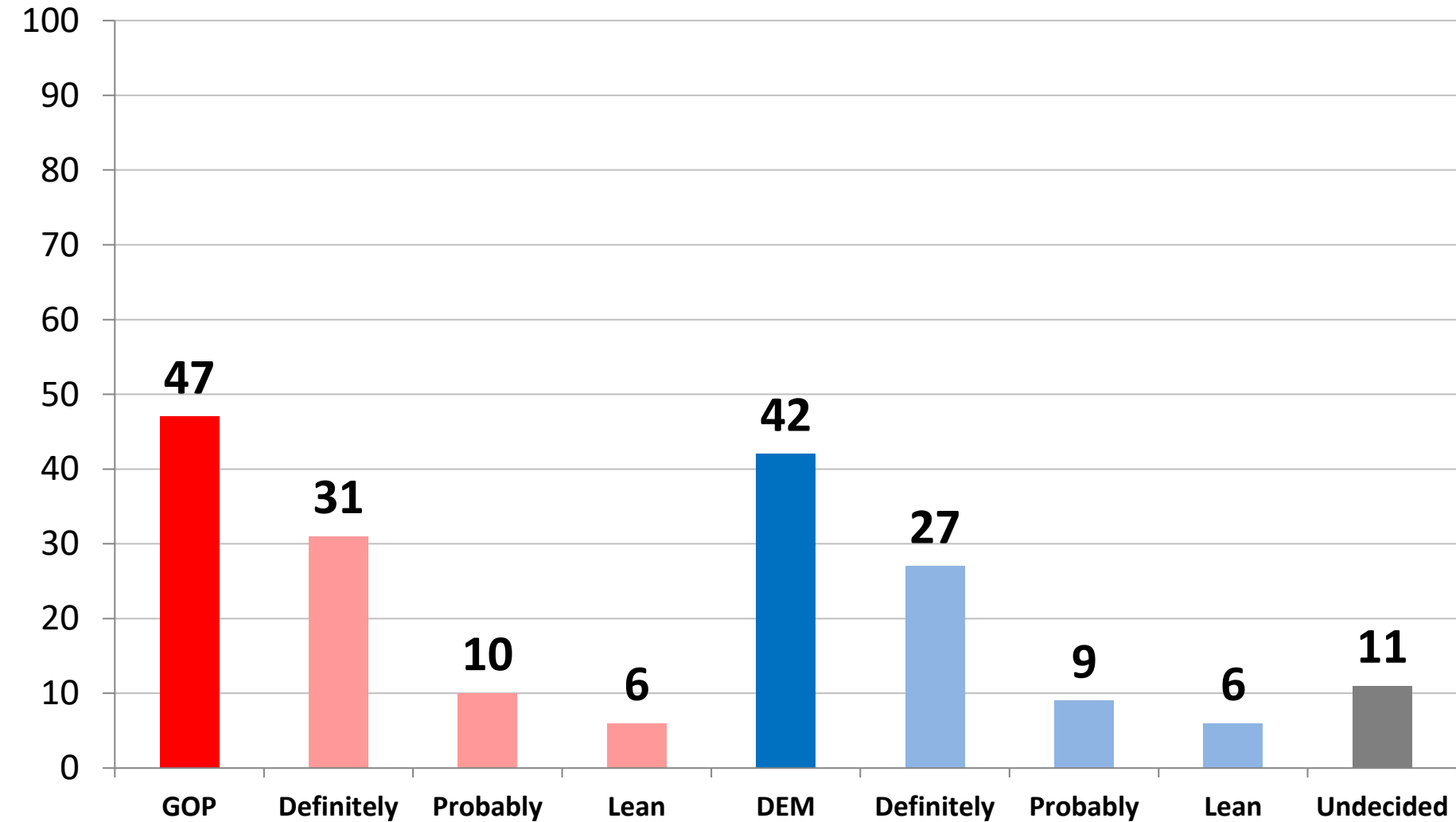
	Right	Wrong
East	26	62
Midwest	25	65
South	22	65
West	22	70
Gen. Cong. – Vote GOP	29	66
Gen. Cong. – Vote DEM	19	67
Gen. Cong. – Vote UND	18	61
Approve Trump Job	31	61
Disapprove Trump Job	15	73
Republican	30	65
Democrat	25	61
Independent	16	70
Liberal	30	60
Moderate	18	67
Conservative	24	68
Vote Trump 2024	29	64
Vote Harris 2024	20	67
White	22	69
African-American	28	56
Hispanic	29	56
Under 55	26	61
Over 55	20	72
Married	25	66
Single	26	62
Men	28	67
Women	20	64
Live in Urban Area	23	68
Live in Suburban Area	24	67
Live in Rural Area	24	61

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



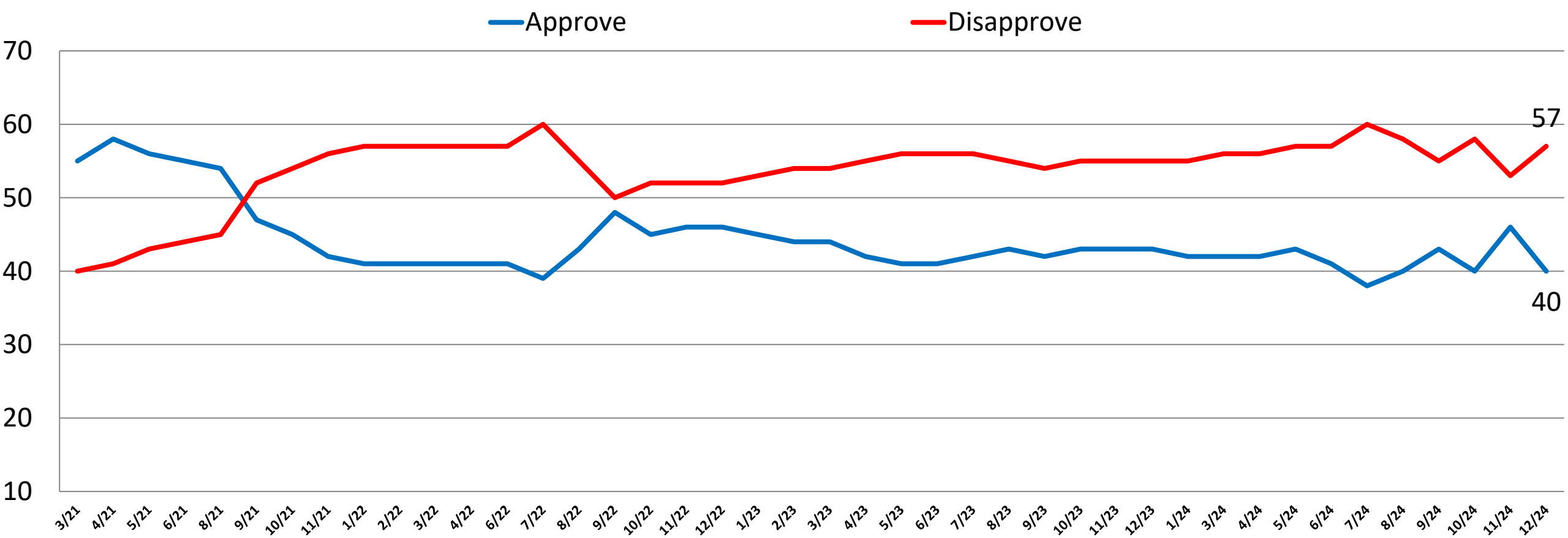
Generic Ballot: *U.S. Congress*

	GOP	DEM	UND
East	48	41	12
Midwest	44	48	8
South	52	37	11
West	42	44	14
Gen. Cong. – Vote GOP	100	0	0
Gen. Cong. – Vote DEM	0	100	0
Gen. Cong. – Vote UND	0	0	100
Approve Trump Job	84	7	9
Disapprove Trump Job	7	84	9
Republican	94	2	4
Democrat	9	87	4
Independent	34	41	25
Liberal	18	78	5
Moderate	36	45	19
Conservative	79	12	9
Vote Trump 2024	89	2	8
Vote Harris 2024	7	85	8
White	56	33	11
African-American	14	74	13
Hispanic	34	55	11
Under 55	46	41	13
Over 55	49	43	9
Married	53	37	11
Single	41	47	12
Men	52	38	10
Women	43	45	13
Live in Urban Area	36	53	11
Live in Suburban Area	48	41	11
Live in Rural Area	59	29	12

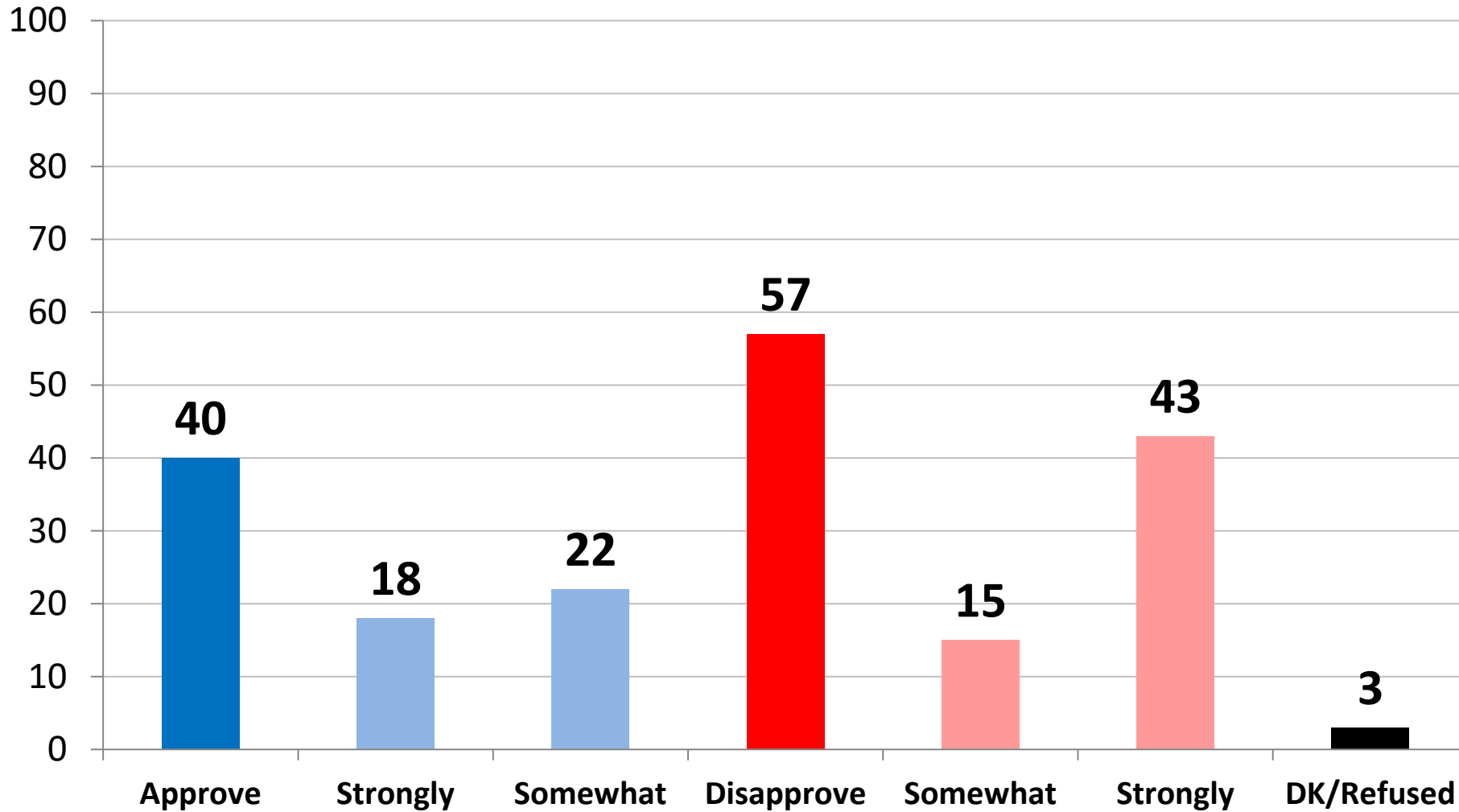


Job Rating: *Joe Biden* (Time Series)

	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
Approve	55	58	56	55	54	47	45	42	41	41	41	41	41	39	43	48	45	46	46	45	44
Disapprove	40	41	43	44	45	52	54	56	57	57	57	57	57	60	55	50	52	52	52	53	54
Net Diff.	+15	+17	+13	+11	+9	-5	-9	-14	-16	-16	-16	-16	-16	-21	-12	-12	-7	-6	-6	-8	-10
	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	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24
Approve	44	42	41	41	42	43	42	43	43	43	42	42	42	43	41	38	40	43	40	46	40
Disapprove	54	55	56	56	56	55	54	55	55	55	55	56	56	57	57	60	58	55	58	53	57
Net Diff.	-10	-13	-15	-15	-14	-12	-12	-12	-12	-12	-13	-14	-13	-14	-15	-22	-17	-11	-18	-8	-18



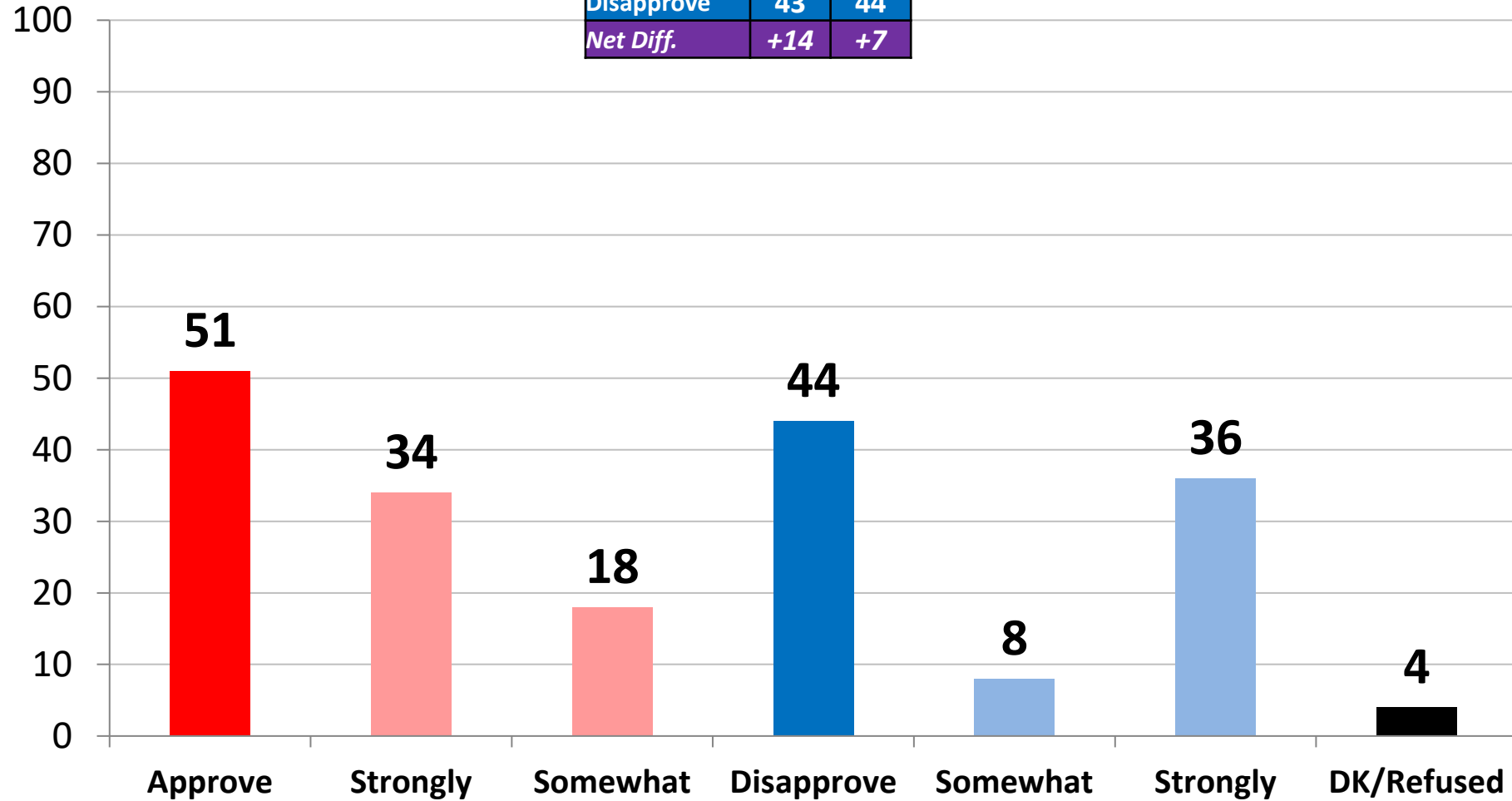
Job Rating: *Joe Biden*



	Approve	Disapprove
East	38	60
Midwest	44	53
South	38	60
West	41	55
Gen. Cong. – Vote GOP	11	89
Gen. Cong. – Vote DEM	77	20
Gen. Cong. – Vote UND	23	66
Approve Trump Job	15	85
Disapprove Trump Job	71	27
Republican	10	89
Democrat	78	19
Independent	36	60
Liberal	74	24
Moderate	40	55
Conservative	15	83
Vote Trump 2024	8	90
Vote Harris 2024	75	22
White	33	66
African-American	71	24
Hispanic	49	45
Under 55	39	57
Over 55	41	58
Married	36	63
Single	43	52
Men	37	61
Women	42	54
Live in Urban Area	50	46
Live in Suburban Area	40	57
Live in Rural Area	28	71

Job Rating: *Donald Trump*

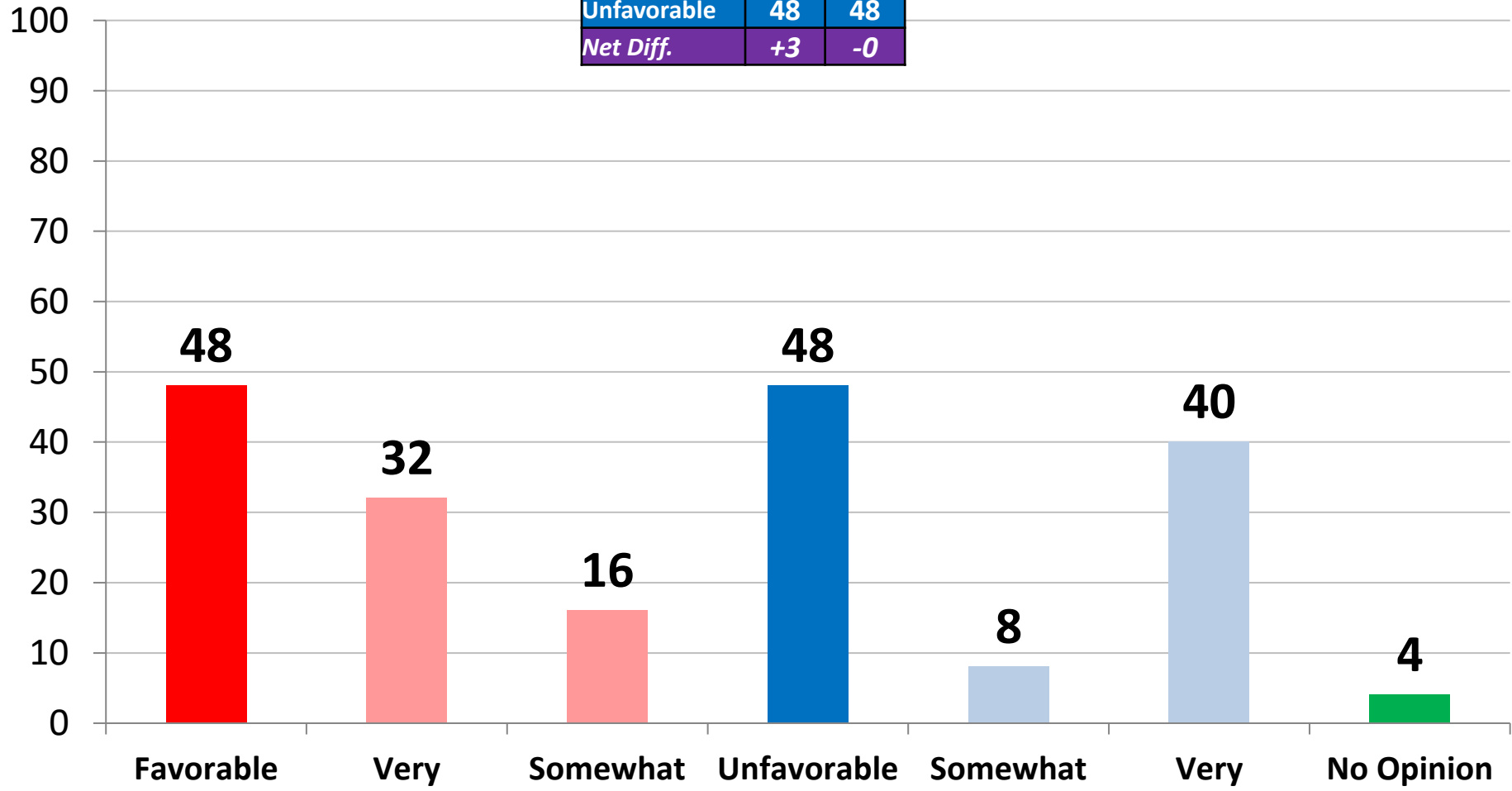
	11/24	12/24
Approve	56	51
Disapprove	43	44
Net Diff.	+14	+7



	Approve	Disapprove
East	53	45
Midwest	48	46
South	59	37
West	41	54
Gen. Cong. – Vote GOP	92	7
Gen. Cong. – Vote DEM	9	89
Gen. Cong. – Vote UND	41	35
Approve Trump Job	100	0
Disapprove Trump Job	0	100
Republican	93	5
Democrat	17	80
Independent	41	52
Liberal	22	76
Moderate	40	54
Conservative	83	12
Vote Trump 2024	94	4
Vote Harris 2024	10	86
White	58	38
African-American	37	56
Hispanic	31	61
Under 55	53	42
Over 55	49	47
Married	56	41
Single	50	46
Men	56	41
Women	48	47
Live in Urban Area	41	55
Live in Suburban Area	51	45
Live in Rural Area	63	31

Opinion: *Donald Trump*

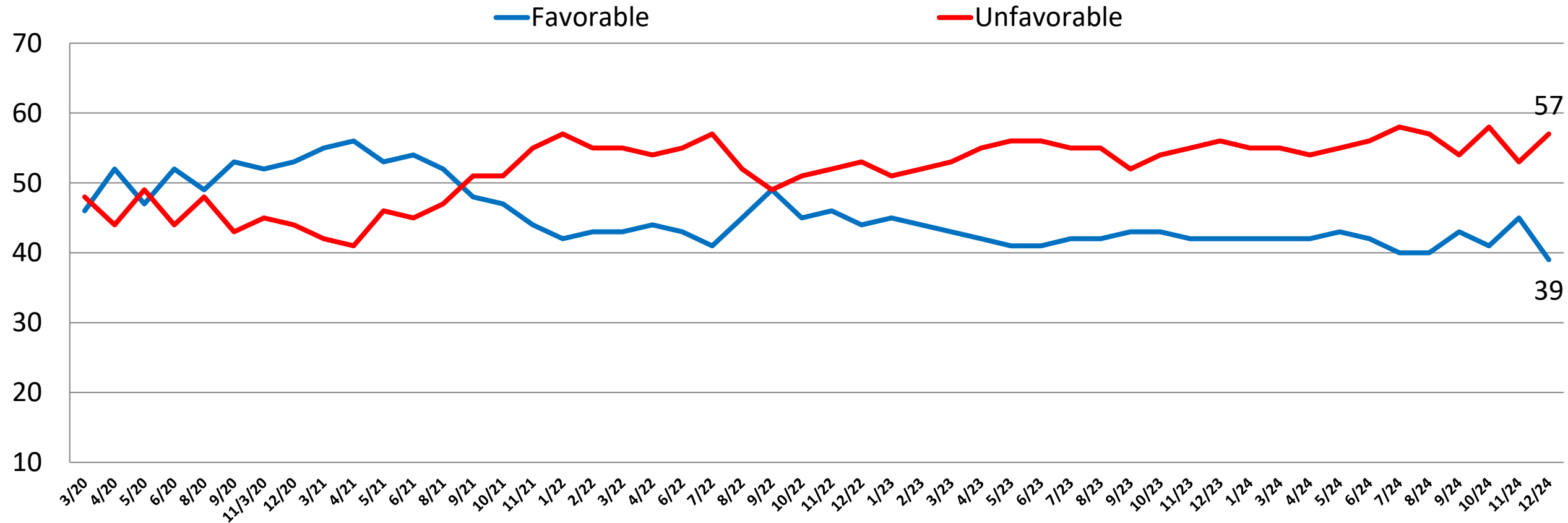
	11/24	12/24
Favorable	51	48
Unfavorable	48	48
Net Diff.	+3	-0



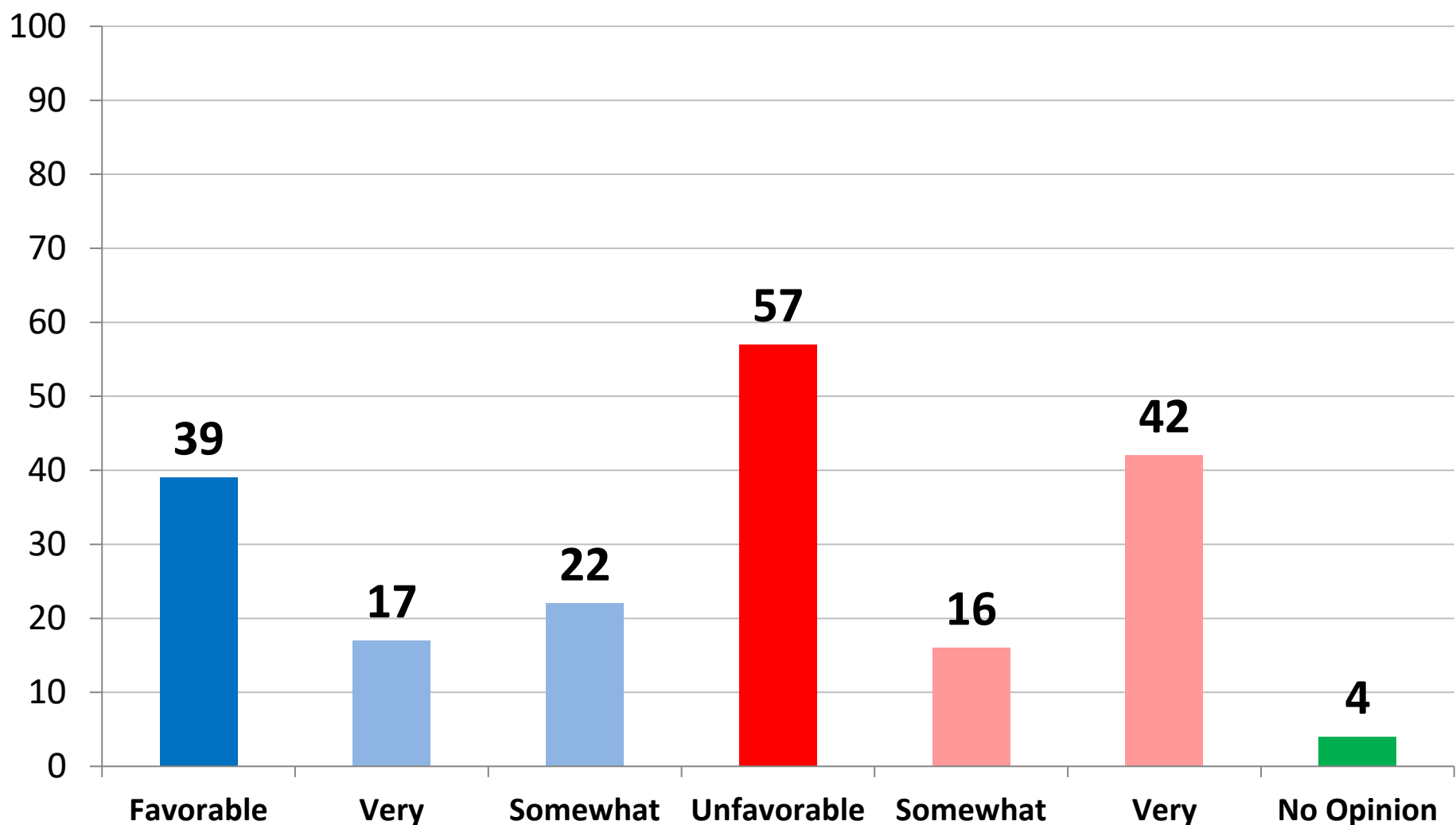
	Favorable	Unfavorable
East	50	46
Midwest	42	54
South	54	43
West	42	53
Gen. Cong. – Vote GOP	88	11
Gen. Cong. – Vote DEM	5	91
Gen. Cong. – Vote UND	36	48
Approve Trump Job	89	9
Disapprove Trump Job	2	95
Republican	91	8
Democrat	11	82
Independent	37	59
Liberal	19	76
Moderate	36	60
Conservative	80	18
Vote Trump 2024	92	7
Vote Harris 2024	6	90
White	56	43
African-American	26	64
Hispanic	28	61
Under 55	48	46
Over 55	47	51
Married	51	47
Single	45	49
Men	52	46
Women	45	51
Live in Urban Area	36	59
Live in Suburban Area	47	50
Live in Rural Area	62	33

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
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
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
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
	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	3/24	4/24	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24
Favorable	46	44	45	44	43	42	41	41	42	42	43	43	42	42	42	42	42	43	42	40	40	43	41	45	39
Unfavorable	52	53	51	52	53	55	56	56	55	55	52	54	55	56	55	55	54	55	56	58	57	54	58	53	57
Net Diff.	-6	-9	-6	-8	-10	-13	-15	-15	-13	-13	-9	-11	-13	-15	-14	-14	-11	-12	-14	-18	-18	-11	-18	-9	-18



Opinion: *Joe Biden*

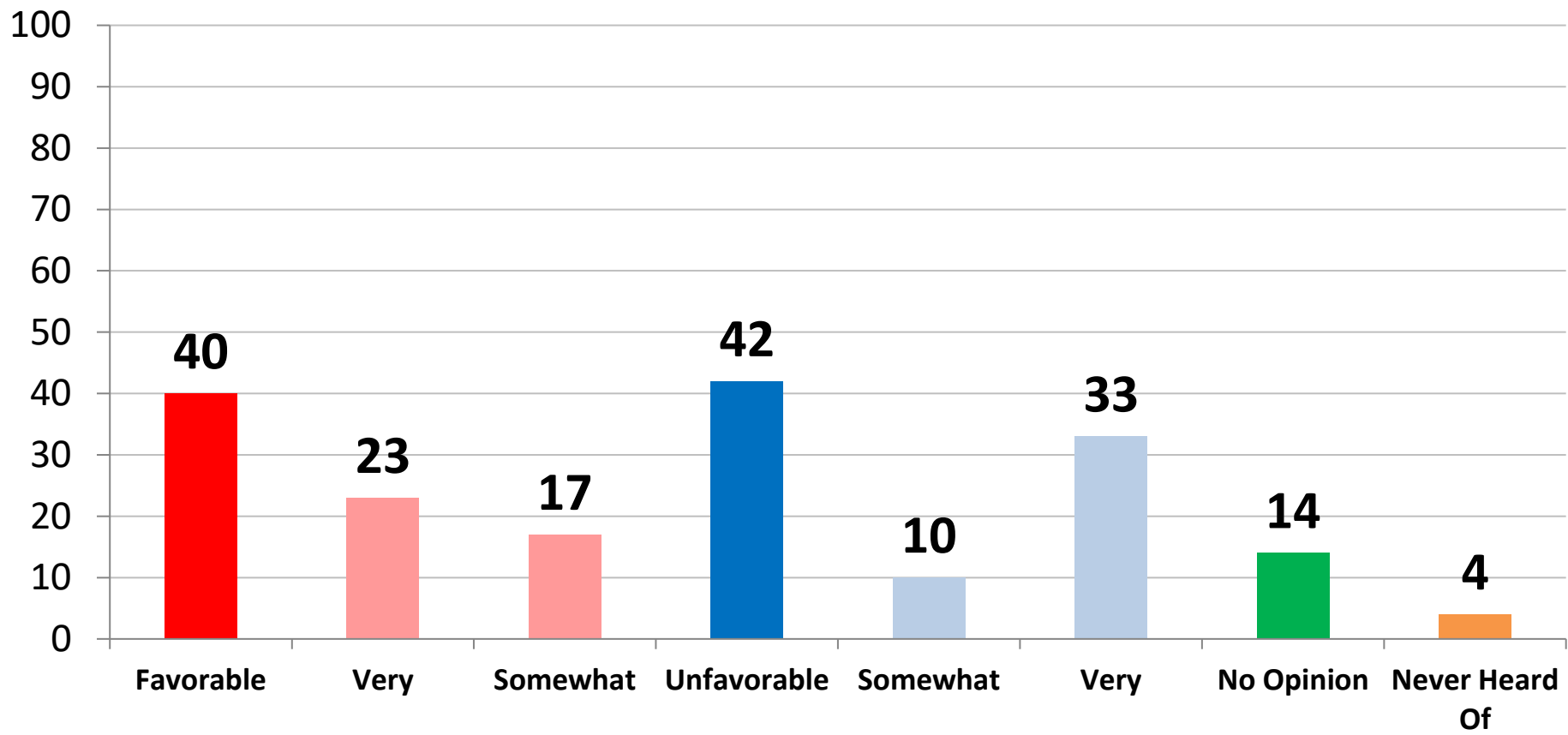


	Favorable	Unfavorable
East	36	60
Midwest	43	54
South	37	59
West	41	55
Gen. Cong. – Vote GOP	9	88
Gen. Cong. – Vote DEM	77	20
Gen. Cong. – Vote UND	23	66
Approve Trump Job	13	85
Disapprove Trump Job	71	27
Republican	7	90
Democrat	79	17
Independent	36	61
Liberal	75	22
Moderate	41	54
Conservative	12	85
Vote Trump 2024	6	91
Vote Harris 2024	76	22
White	32	65
African-American	69	26
Hispanic	50	43
Under 55	37	58
Over 55	41	57
Married	35	62
Single	42	53
Men	37	60
Women	41	55
Live in Urban Area	50	46
Live in Suburban Area	39	58
Live in Rural Area	27	69

Opinion: *J.D. Vance*

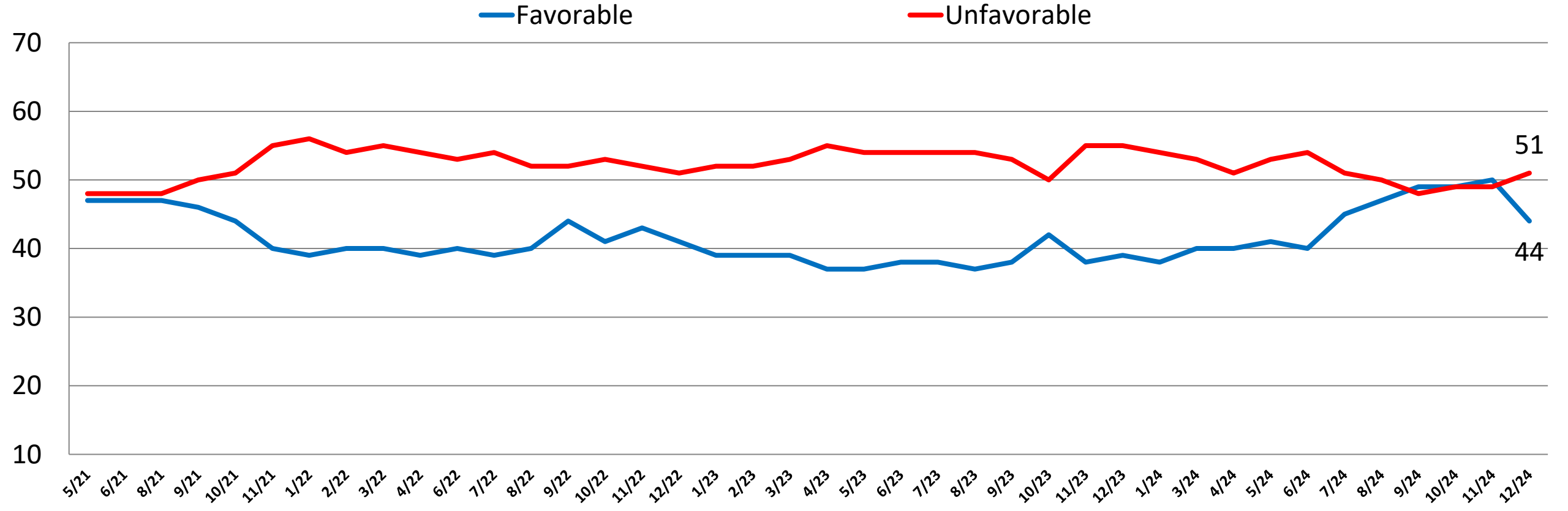
	7/24	8/24	9/24	10/24	12/24
Favorable	36	33	37	41	40
Unfavorable	42	47	45	47	42
Net Diff.	-6	-14	-7	-5	-2

	Favorable	Unfavorable
East	43	45
Midwest	38	43
South	43	36
West	34	49
Gen. Cong. – Vote GOP	74	14
Gen. Cong. – Vote DEM	6	76
Gen. Cong. – Vote UND	24	32
Approve Trump Job	73	12
Disapprove Trump Job	4	79
Republican	75	12
Democrat	10	69
Independent	31	48
Liberal	15	71
Moderate	27	48
Conservative	70	16
Vote Trump 2024	75	11
Vote Harris 2024	6	76
White	47	39
African-American	19	49
Hispanic	26	47
Under 55	37	38
Over 55	44	47
Married	48	39
Single	35	43
Men	46	42
Women	35	42
Live in Urban Area	31	52
Live in Suburban Area	40	42
Live in Rural Area	49	32

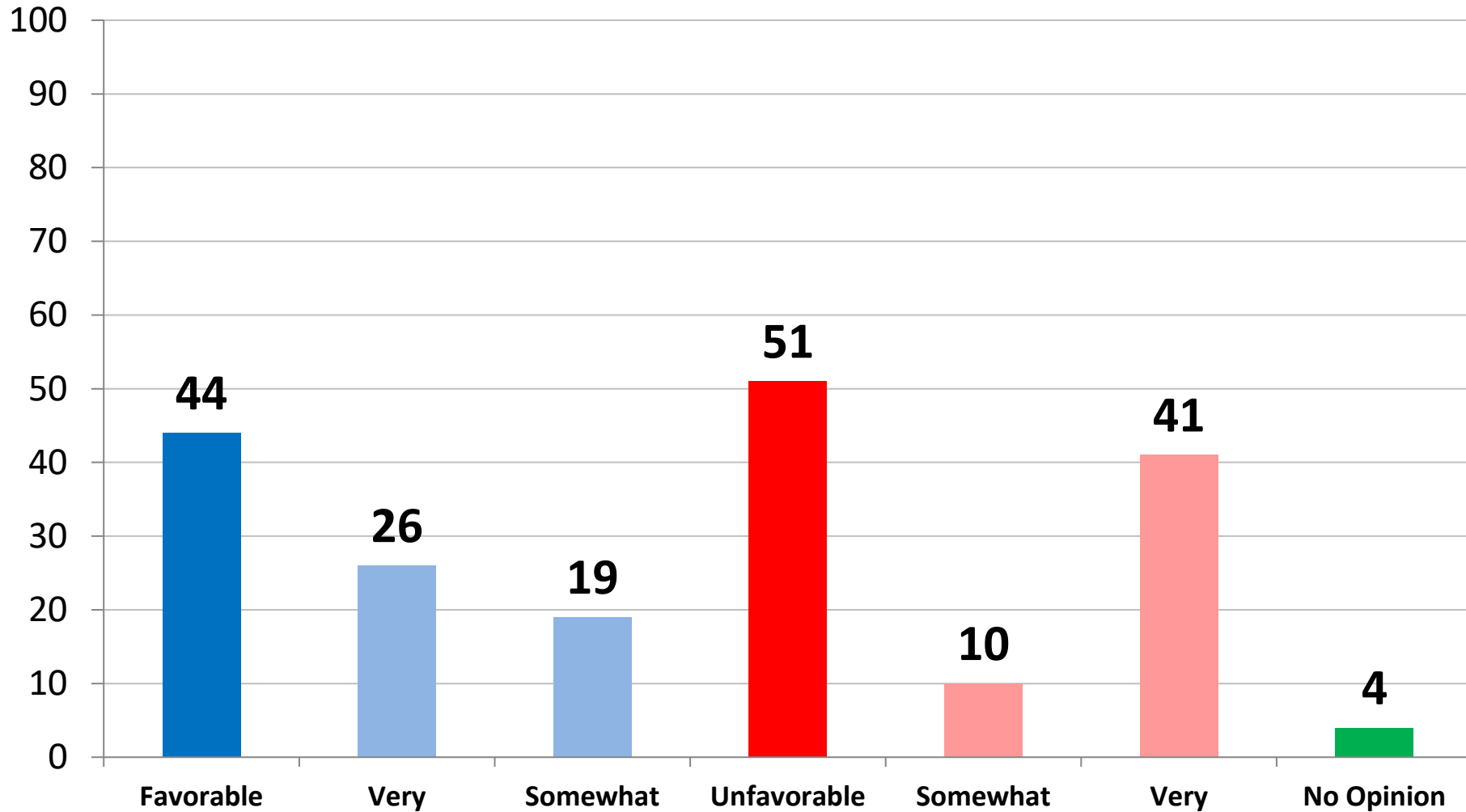


Opinion: Kamala Harris (Time Series)

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

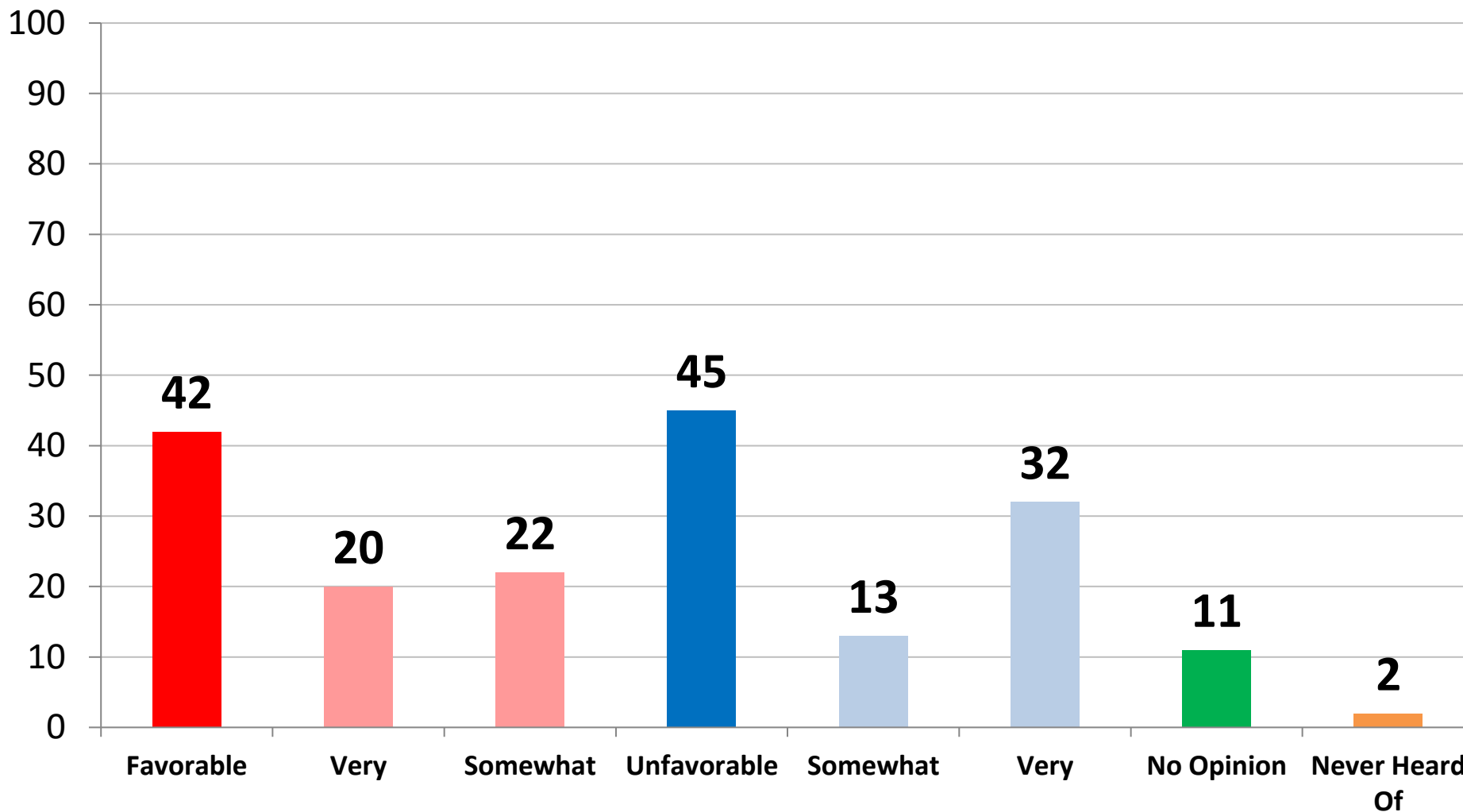


Opinion: *Kamala Harris*



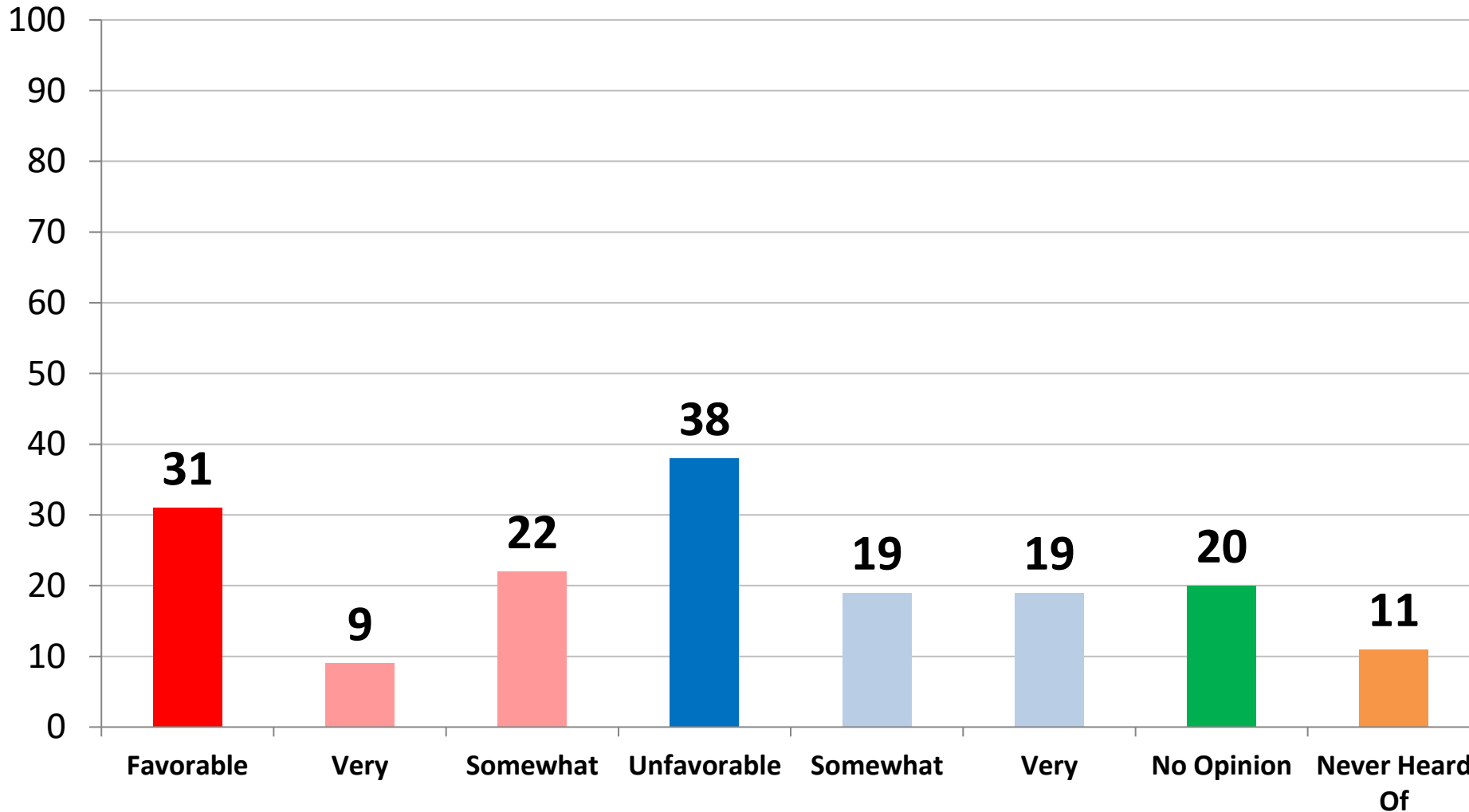
	Favorable	Unfavorable
East	42	55
Midwest	50	47
South	41	55
West	47	48
Gen. Cong. – Vote GOP	10	86
Gen. Cong. – Vote DEM	87	11
Gen. Cong. – Vote UND	31	53
Approve Trump Job	13	83
Disapprove Trump Job	82	16
Republican	8	88
Democrat	87	11
Independent	43	51
Liberal	80	16
Moderate	50	44
Conservative	14	83
Vote Trump 2024	6	89
Vote Harris 2024	87	12
White	35	62
African-American	80	14
Hispanic	61	32
Under 55	45	49
Over 55	44	55
Married	38	60
Single	50	43
Men	40	56
Women	48	47
Live in Urban Area	59	36
Live in Suburban Area	44	53
Live in Rural Area	29	65

Opinion: *Elon Musk*



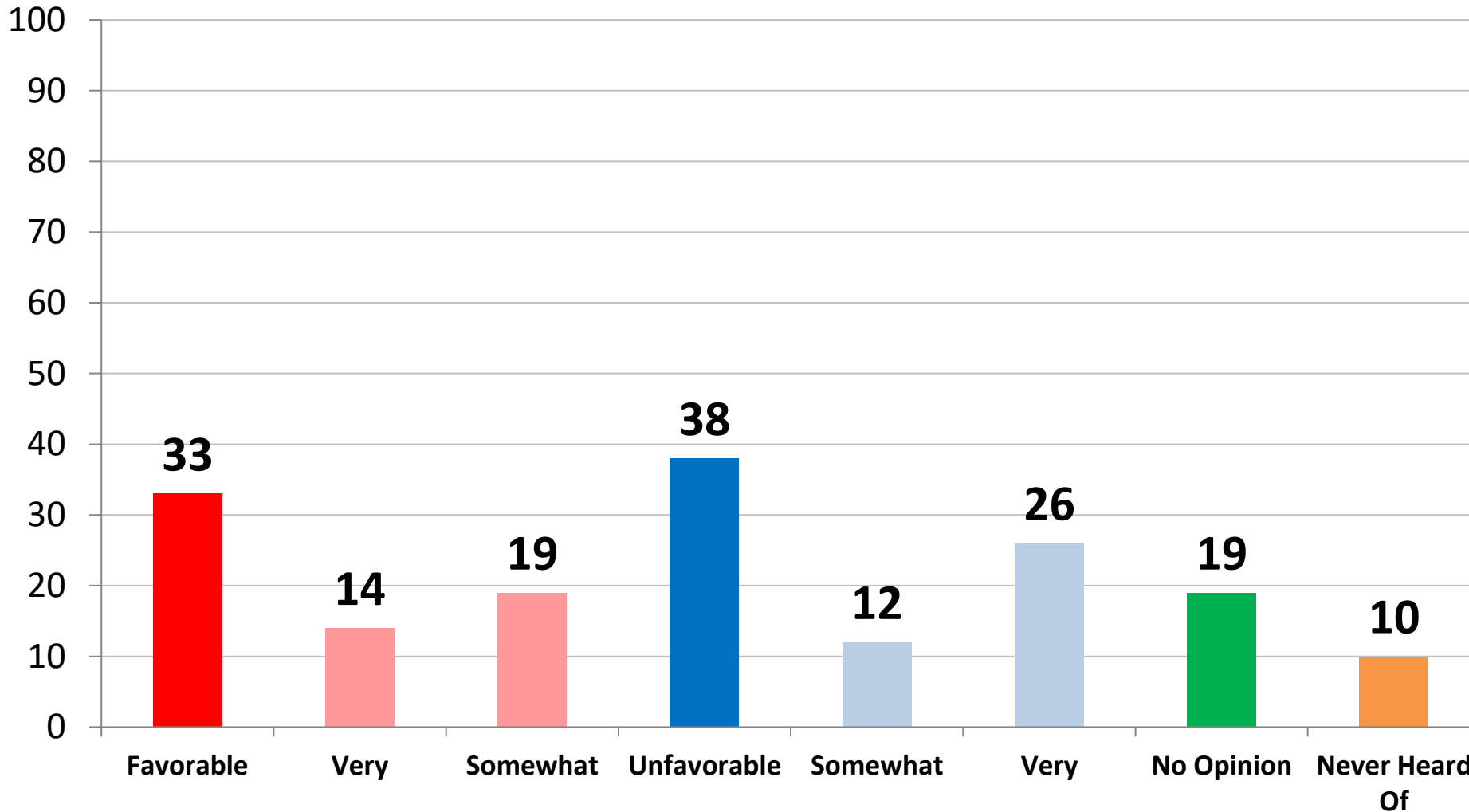
	Favorable	Unfavorable
East	39	45
Midwest	37	48
South	50	37
West	35	56
Gen. Cong. – Vote GOP	72	17
Gen. Cong. – Vote DEM	11	78
Gen. Cong. – Vote UND	29	41
Approve Trump Job	71	17
Disapprove Trump Job	11	80
Republican	73	15
Democrat	15	71
Independent	35	52
Liberal	19	71
Moderate	29	53
Conservative	70	20
Vote Trump 2024	72	15
Vote Harris 2024	13	76
White	48	41
African-American	23	59
Hispanic	30	51
Under 55	41	44
Over 55	43	46
Married	47	43
Single	40	45
Men	48	43
Women	37	47
Live in Urban Area	31	57
Live in Suburban Area	45	44
Live in Rural Area	49	33

Opinion: *Nikki Haley*



	Favorable	Unfavorable
East	27	42
Midwest	36	36
South	32	37
West	28	40
Gen. Cong. – Vote GOP	49	25
Gen. Cong. – Vote DEM	14	57
Gen. Cong. – Vote UND	21	24
Approve Trump Job	47	24
Disapprove Trump Job	14	56
Republican	50	21
Democrat	15	53
Independent	26	42
Liberal	20	56
Moderate	21	38
Conservative	48	26
Vote Trump 2024	47	24
Vote Harris 2024	17	53
White	35	38
African-American	29	32
Hispanic	13	47
Under 55	27	35
Over 55	36	43
Married	35	40
Single	28	36
Men	39	42
Women	24	35
Live in Urban Area	24	48
Live in Suburban Area	34	35
Live in Rural Area	33	33

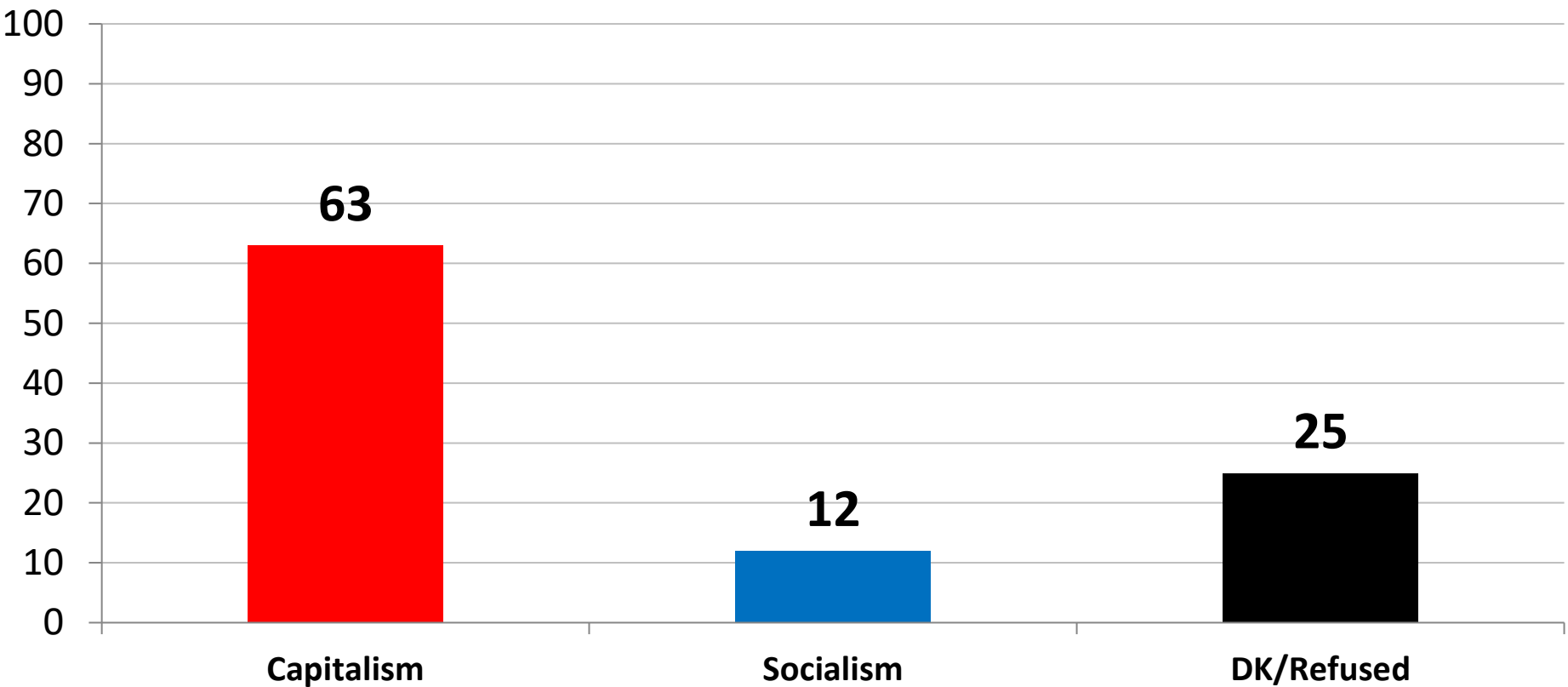
Opinion: *Liz Cheney*



	Favorable	Unfavorable
East	31	42
Midwest	36	36
South	32	38
West	31	39
Gen. Cong. – Vote GOP	16	58
Gen. Cong. – Vote DEM	55	18
Gen. Cong. – Vote UND	19	31
Approve Trump Job	16	55
Disapprove Trump Job	52	21
Republican	15	57
Democrat	51	20
Independent	35	36
Liberal	57	21
Moderate	32	30
Conservative	17	58
Vote Trump 2024	13	59
Vote Harris 2024	54	18
White	32	43
African-American	47	13
Hispanic	25	39
Under 55	25	35
Over 55	42	43
Married	35	44
Single	28	34
Men	36	45
Women	30	32
Live in Urban Area	41	33
Live in Suburban Area	32	39
Live in Rural Area	25	43

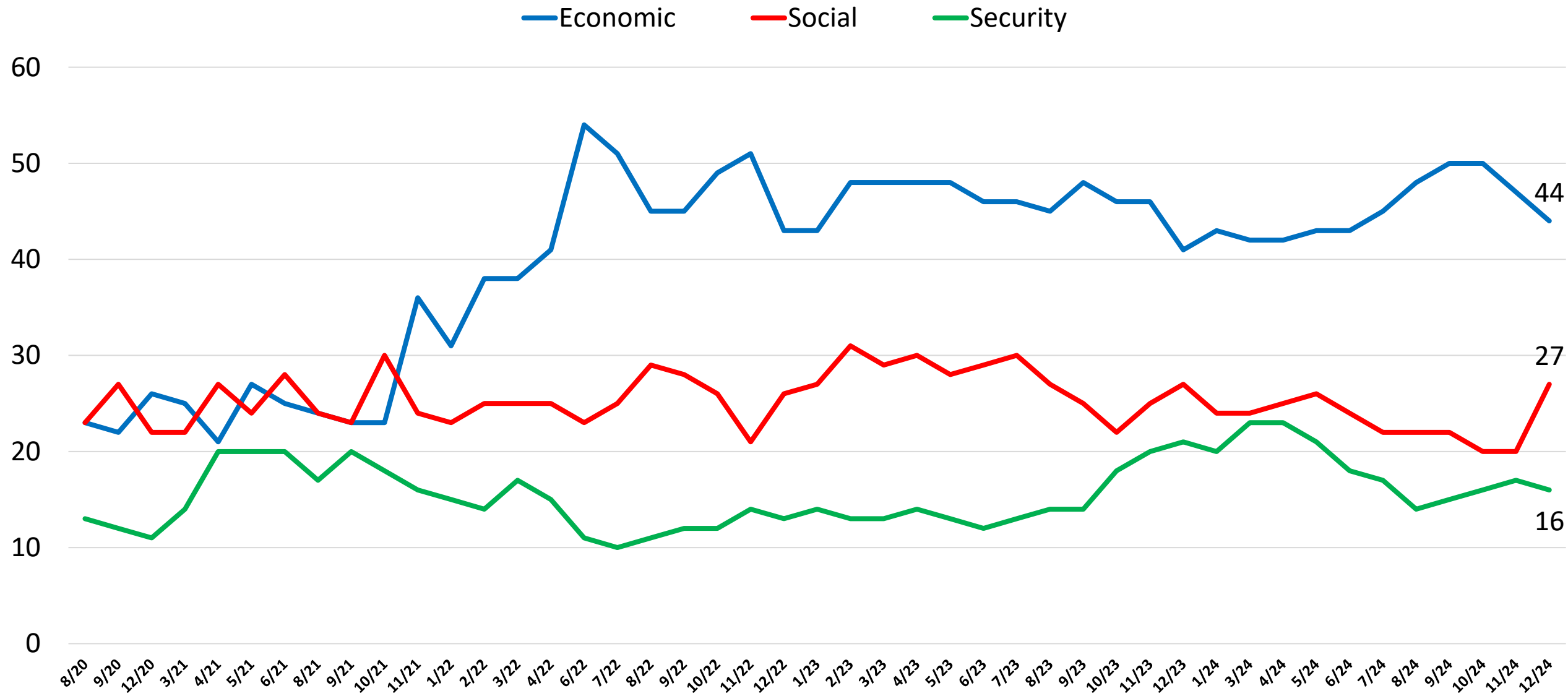
All things being equal, do you prefer: Free Market Capitalism OR, Big Government Socialism

	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
Capitalism	63	60	61	62	59	61	62	59	60	76	58	60	63	64	63	59	61	62	61
Socialism	14	16	12	13	17	16	15	17	18	24	16	18	19	15	17	16	18	16	15
	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	12/24
Capitalism	62	62	61	62	60	59	67	62	64	61	62	61	61	62	63	60	60	62	63
Socialism	15	16	14	16	15	16	17	14	11	13	15	14	14	12	11	13	12	15	12



	Capitalism	Socialism
East	65	10
Midwest	60	16
South	62	13
West	64	11
Gen. Cong. – Vote GOP	75	7
Gen. Cong. – Vote DEM	53	19
Gen. Cong. – Vote UND	47	11
Approve Trump Job	72	9
Disapprove Trump Job	54	17
Republican	75	6
Democrat	45	23
Independent	67	10
Liberal	49	28
Moderate	59	10
Conservative	76	4
Vote Trump 2024	73	7
Vote Harris 2024	54	18
White	68	9
African-American	42	28
Hispanic	53	17
Under 55	56	17
Over 55	71	6
Married	68	9
Single	56	17
Men	76	13
Women	51	12
Live in Urban Area	57	19
Live in Suburban Area	66	10
Live in Rural Area	63	10

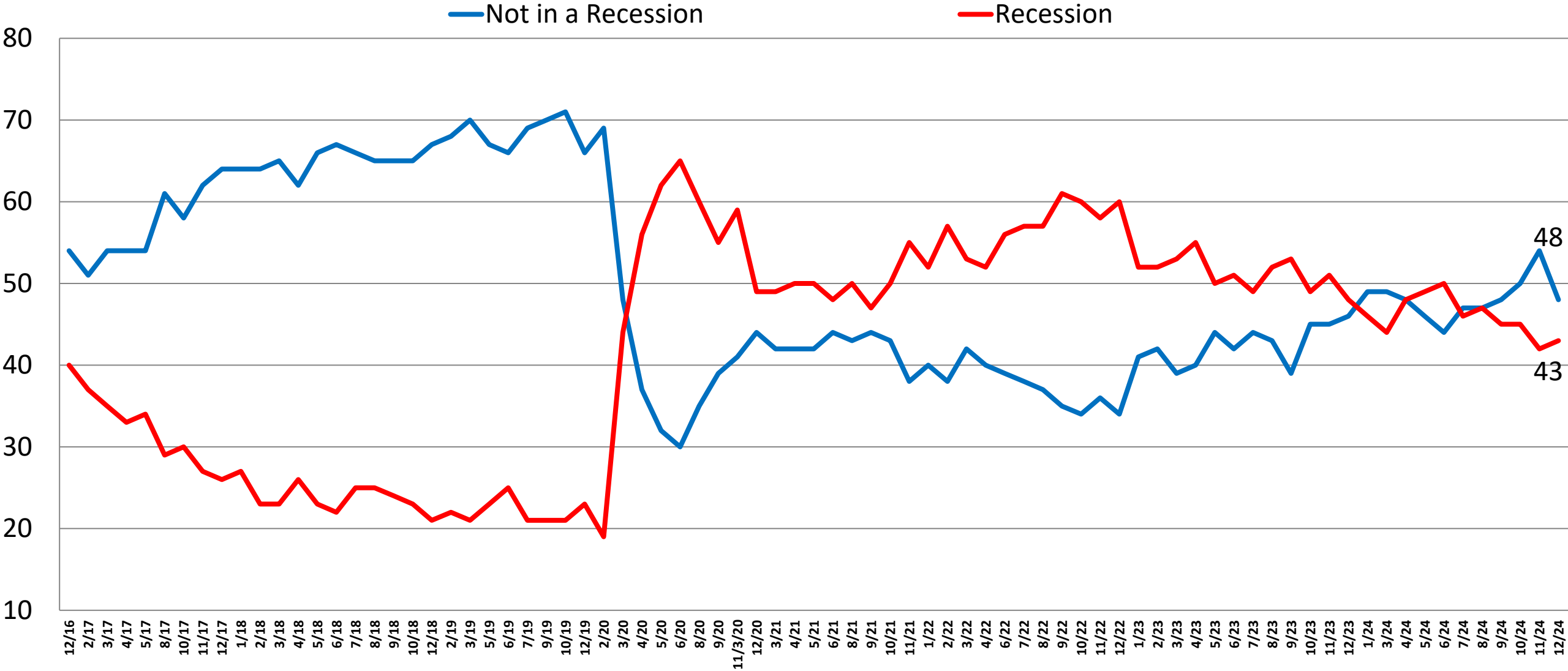
Most Important Issue (Time Series)



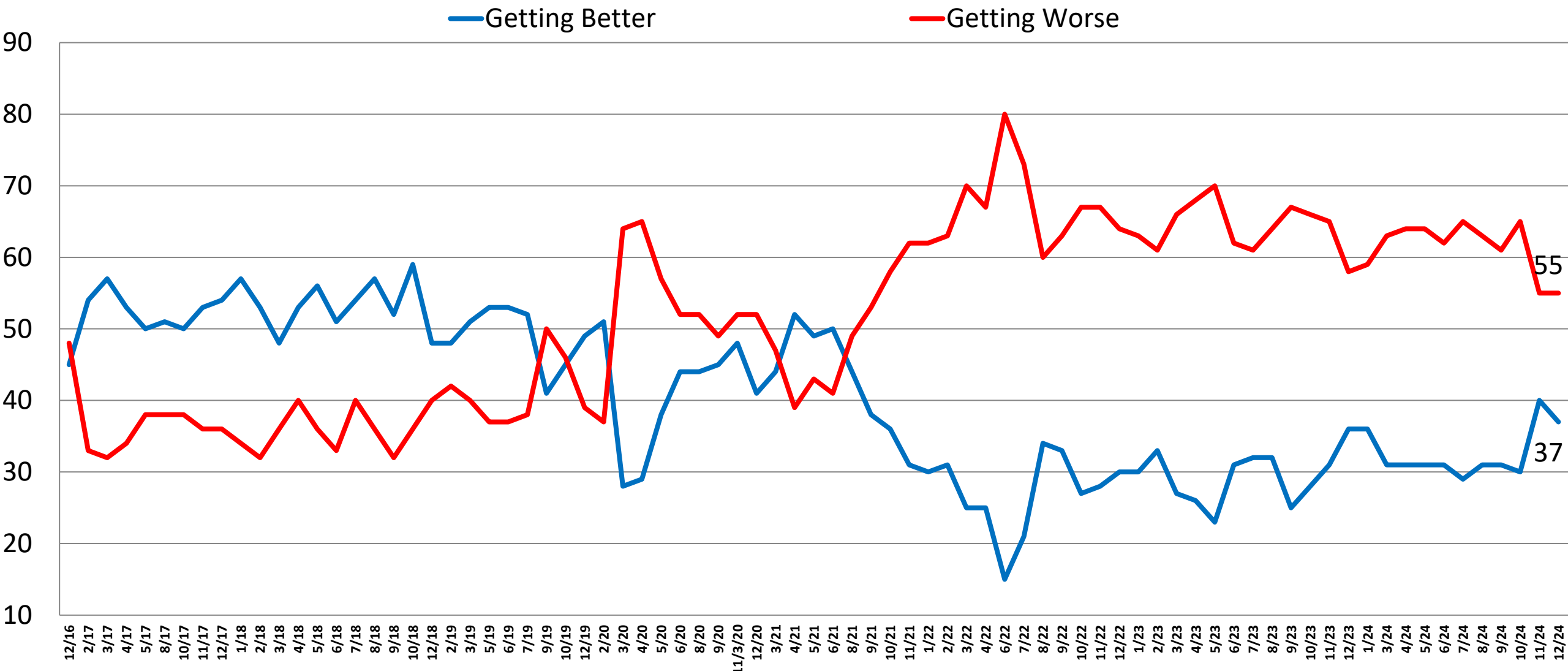
Most Important Issue

	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	Vote DJT	Vote KH	Rep	Dem	Ind	White	Black	Hisp.	Und. 55	Over 55	Men	Women
Economic	46	46	41	43	42	42	43	43	45	48	50	50	47	44	54	33	53	30	47	45	36	44	49	37	44	43
Reduce Inflation/COL	26	24	23	23	23	24	23	25	29	30	29	28	26	27	31	23	33	20	27	28	21	27	29	24	24	29
The Economy	9	11	9	10	9	10	11	10	10	13	13	14	11	9	12	7	10	5	12	10	7	6	9	9	10	8
Gov't Spending/Debt	4	4	4	4	3	3	3	3	2	2	3	3	3	3	4	1	5	1	3	3	2	4	3	3	4	2
Jobs/Unemployment*	3	3	2	4	3	3	4	4	3	3	2	2	4	3	5	1	4	2	4	3	2	5	5	1	4	3
Taxes	2	2	2	2	2	1	1	1	1	1	1	1	1	2	3	1	2	2	1	1	4	1	3	1	2	1
Gas/Energy Costs*	2	2	1	2	2	2	2	1	1	1	1	1	2	*	*	*	*	*	*	*	*	*	*	*	*	*
Social	22	25	27	24	24	25	26	24	22	22	22	20	20	27	14	41	14	43	25	24	45	24	24	31	26	28
Soc.Sec./Medicare	7	9	8	7	7	8	9	7	5	8	7	5	6	11	6	17	5	18	11	11	21	8	5	19	11	12
Climate Change/Envir.	5	5	6	3	5	4	4	4	3	4	4	3	2	4	1	6	2	5	4	4	2	4	3	4	5	2
Health care	5	4	4	6	3	4	5	3	4	3	3	2	2	5	3	8	3	10	4	5	8	4	7	4	5	6
Abortion	4	4	4	4	5	7	6	6	6	5	6	8	8	4	2	6	3	6	3	3	5	6	4	3	3	4
Race Relations	1	1	1	2	1	1	1	1	1	1	1	1	1	1	0	2	0	2	2	0	6	1	2	0	1	1
Improving Education	1	2	3	2	3	2	2	2	2	1	1	1	1	2	1	2	1	3	2	1	4	1	3	0	1	2
Security	18	20	21	20	23	23	21	18	17	14	15	16	17	16	25	6	26	7	13	17	8	18	14	17	16	15
Border/Immigration	7	7	10	13	14	14	12	11	10	10	9	12	11	10	19	1	19	1	8	12	1	8	7	13	11	9
Nat.l' Sec./Terrorism	3	4	4	2	3	3	3	3	2	2	3	1	2	2	4	0	4	1	2	3	1	2	2	3	2	2
Crime/Law & Order	3	4	3	2	2	3	2	2	2	1	2	1	2	2	2	3	1	3	2	1	6	7	4	1	2	2
Russia-Ukraine War	2	2	1	1	2	1	1	1	1	1	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*
China	1	0	1	0	1	1	1	0	0	0	0	0	0	*	*	*	*	*	*	*	*	*	*	*	*	*
Hamas-Israel War	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	2	0	1	2
Honesty/Integrity/D.C	8	5	4	5	5	5	4	4	4	4	3	3	4	5	4	6	3	8	4	4	4	8	5	5	5	4
Election Integrity	2	2	2	2	2	2	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*
COVID/Stop Spread	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Indictments of Trump	2	2	3	3	3	3	3	2	1	1	1	2	2	*	*	*	*	*	*	*	*	*	*	*	*	*
Protecting Democracy	*	*	*	*	*	*	*	7	9	8	7	7	8	7	2	13	3	11	8	8	5	5	6	9	7	7
DK/Refused	2	1	2	3	1	2	2	2	2	1	2	2	1	2	2	1	1	2	3	2	3	2	3	1	1	3

Opinion: U.S. Economy (Time Series)



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

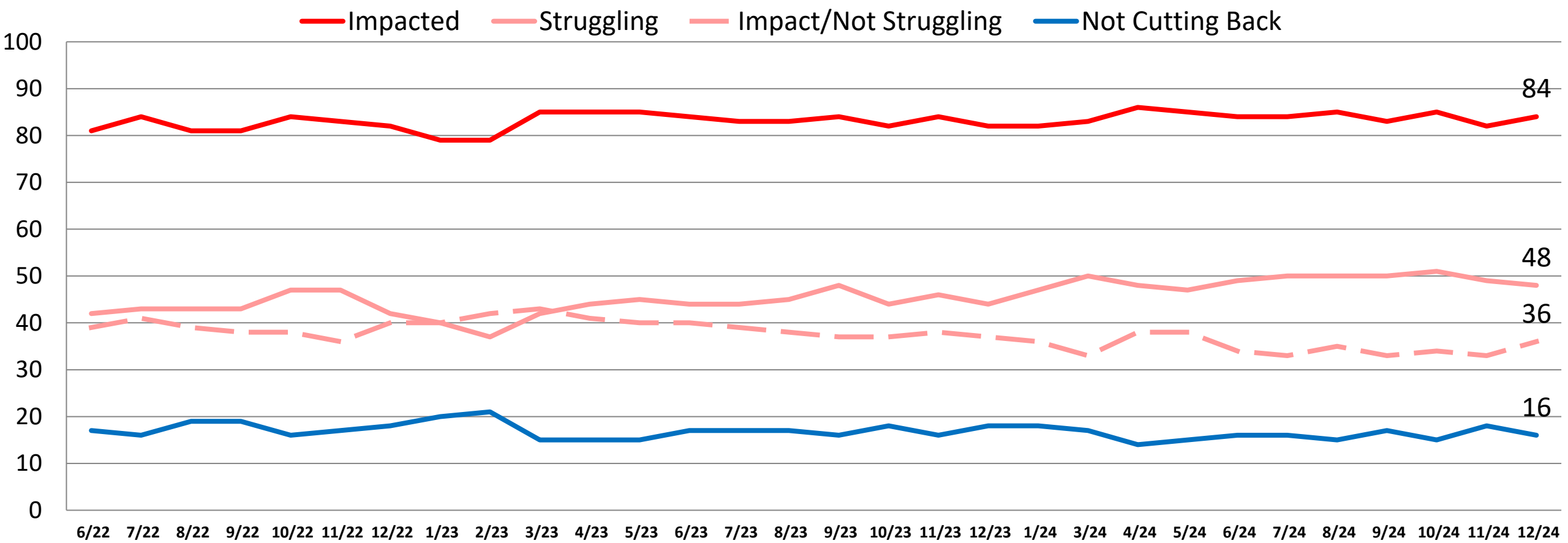


Current Opinion of U.S. Economy (Time Series)

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

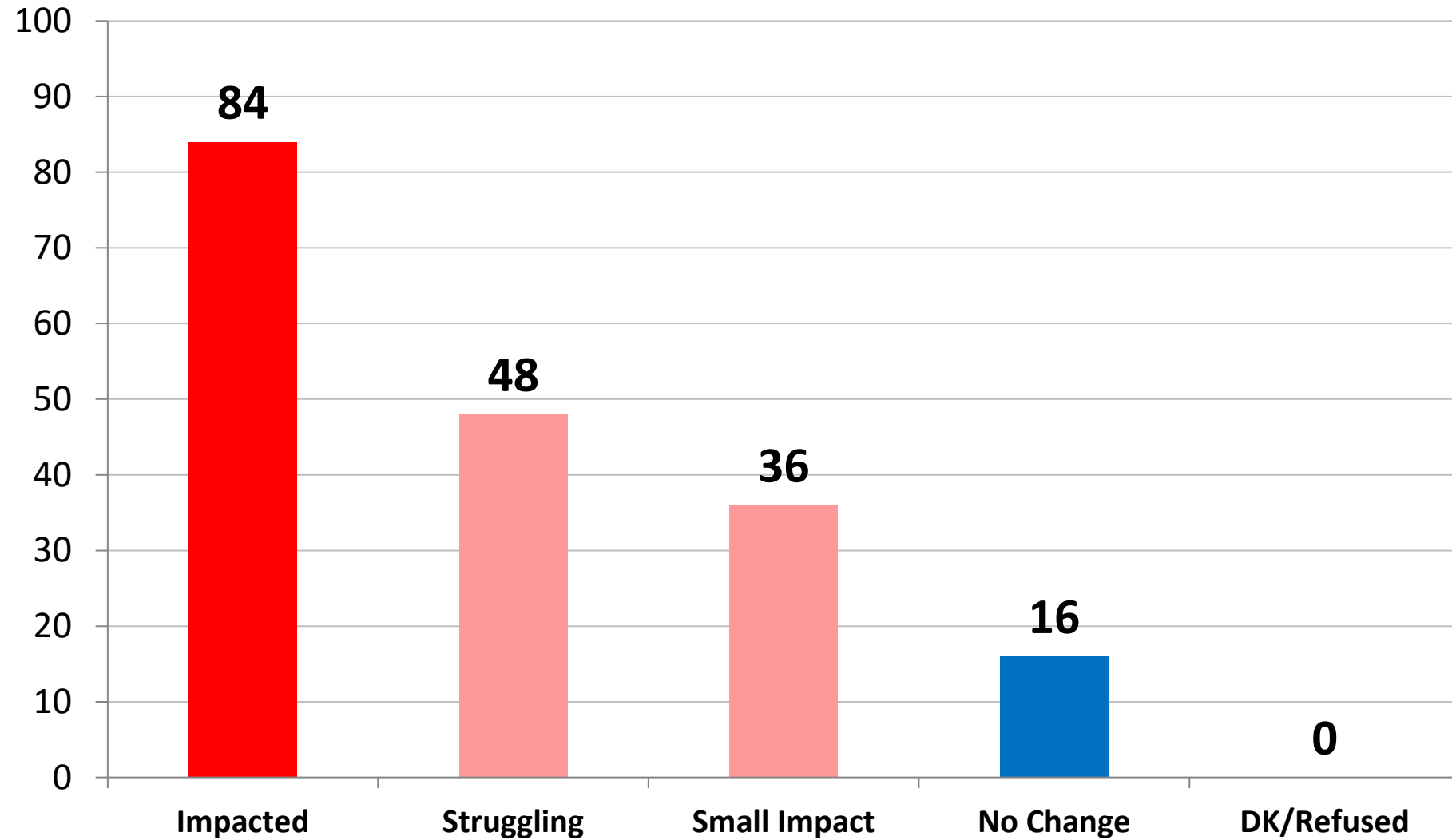
Which of the following best describes how inflation and higher costs have impacted your personal and household financial situation? (Time Series)

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



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

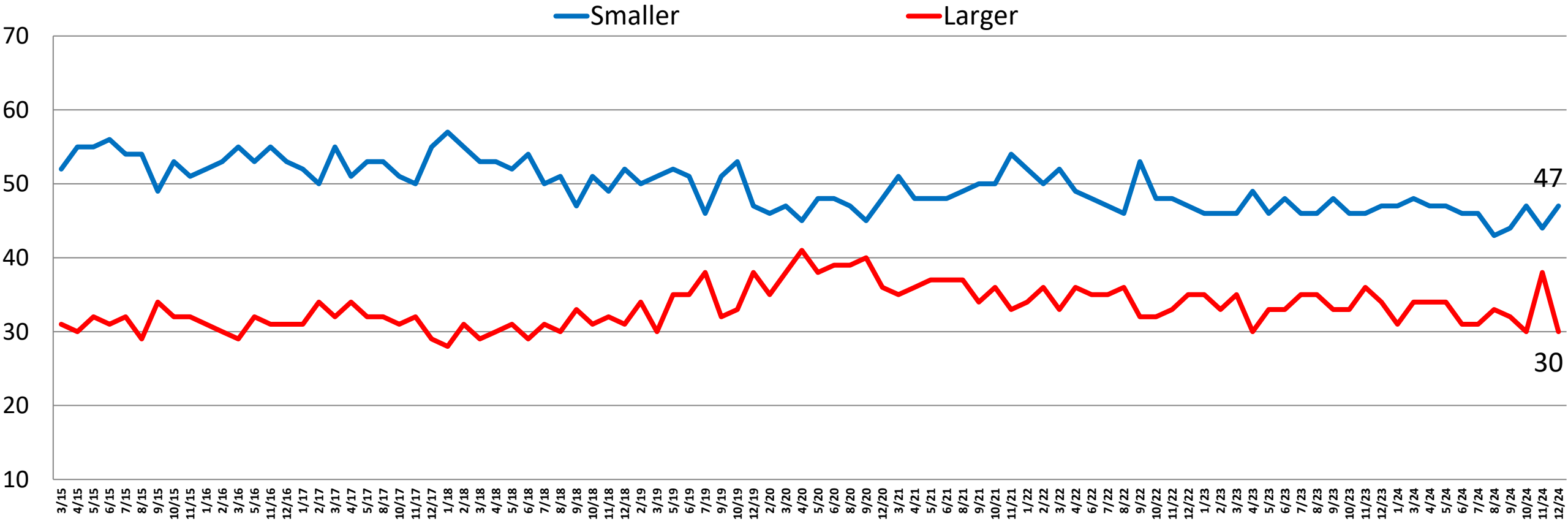
- 1) With inflation and higher prices, we are struggling to keep up and afford basic necessities.
- 2) We are not struggling but inflation and higher prices have had a significant impact on our finances and spending.
- 3) Despite inflation and higher prices, we are still able to afford our normal spending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



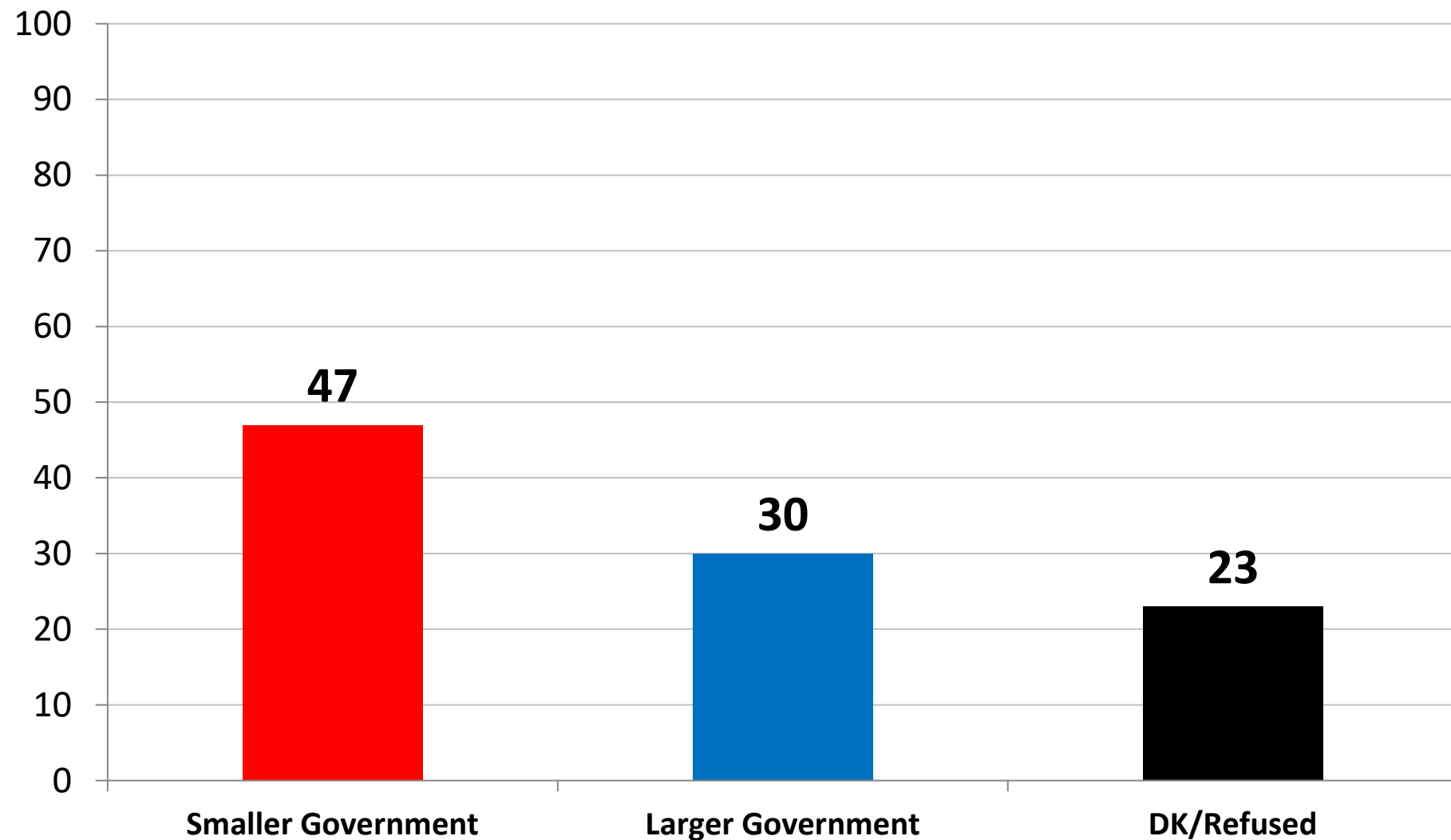
	Struggle	Impact	No Change
East	54	33	13
Midwest	43	40	17
South	52	35	13
West	43	35	22
Gen. Cong. – Vote GOP	53	36	11
Gen. Cong. – Vote DEM	41	39	19
Gen. Cong. – Vote UND	54	23	23
Approve Trump Job	54	34	12
Disapprove Trump Job	42	39	20
Republican	55	34	11
Democrat	44	36	20
Independent	45	37	18
Liberal	42	36	23
Moderate	47	38	16
Conservative	55	34	11
Vote Trump 2024	55	35	10
Vote Harris 2024	43	38	20
White	50	35	16
African-American	45	38	17
Hispanic	47	40	13
Under 55	52	33	14
Over 55	43	40	17
Married	41	40	19
Single	52	35	14
Men	44	38	18
Women	53	34	14
Live in Urban Area	47	34	19
Live in Suburban Area	45	40	15
Live in Rural Area	56	31	13

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
Smaller Gov't	51	48	48	48	49	50	50	54	52	50	52	49	48	47	46	53	48	48	47	46	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
	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	5/24	6/24	7/24	8/24	9/24	10/24	11/24	12/24
Smaller Gov't	46	49	46	48	46	46	48	46	46	47	47	48	47	47	46	46	43	44	47	44	47
Larger Gov't	35	30	33	33	35	35	33	33	36	34	31	34	34	34	31	31	33	32	30	38	30



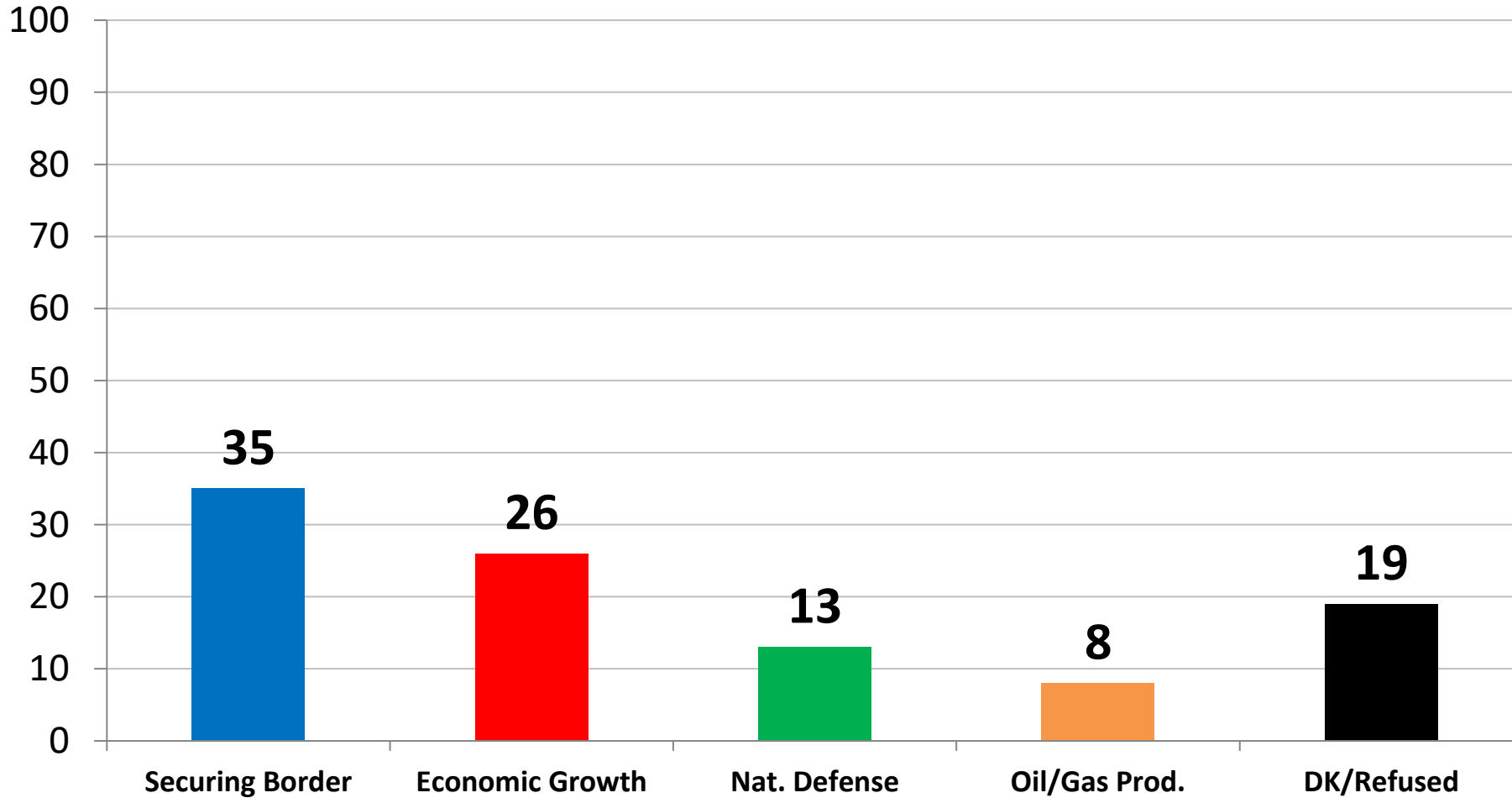
Would you say you most favor a smaller government with fewer services or a larger government with many services?



	Smaller	Larger
East	47	25
Midwest	41	35
South	51	29
West	46	32
Gen. Cong. – Vote GOP	68	18
Gen. Cong. – Vote DEM	26	48
Gen. Cong. – Vote UND	35	20
Approve Trump Job	64	21
Disapprove Trump Job	30	42
Republican	67	15
Democrat	22	56
Independent	49	22
Liberal	26	54
Moderate	42	29
Conservative	67	15
Vote Trump 2024	67	17
Vote Harris 2024	28	46
White	53	25
African-American	26	56
Hispanic	32	42
Under 55	42	36
Over 55	53	24
Married	54	23
Single	41	36
Men	55	31
Women	40	30
Live in Urban Area	36	45
Live in Suburban Area	48	28
Live in Rural Area	56	19

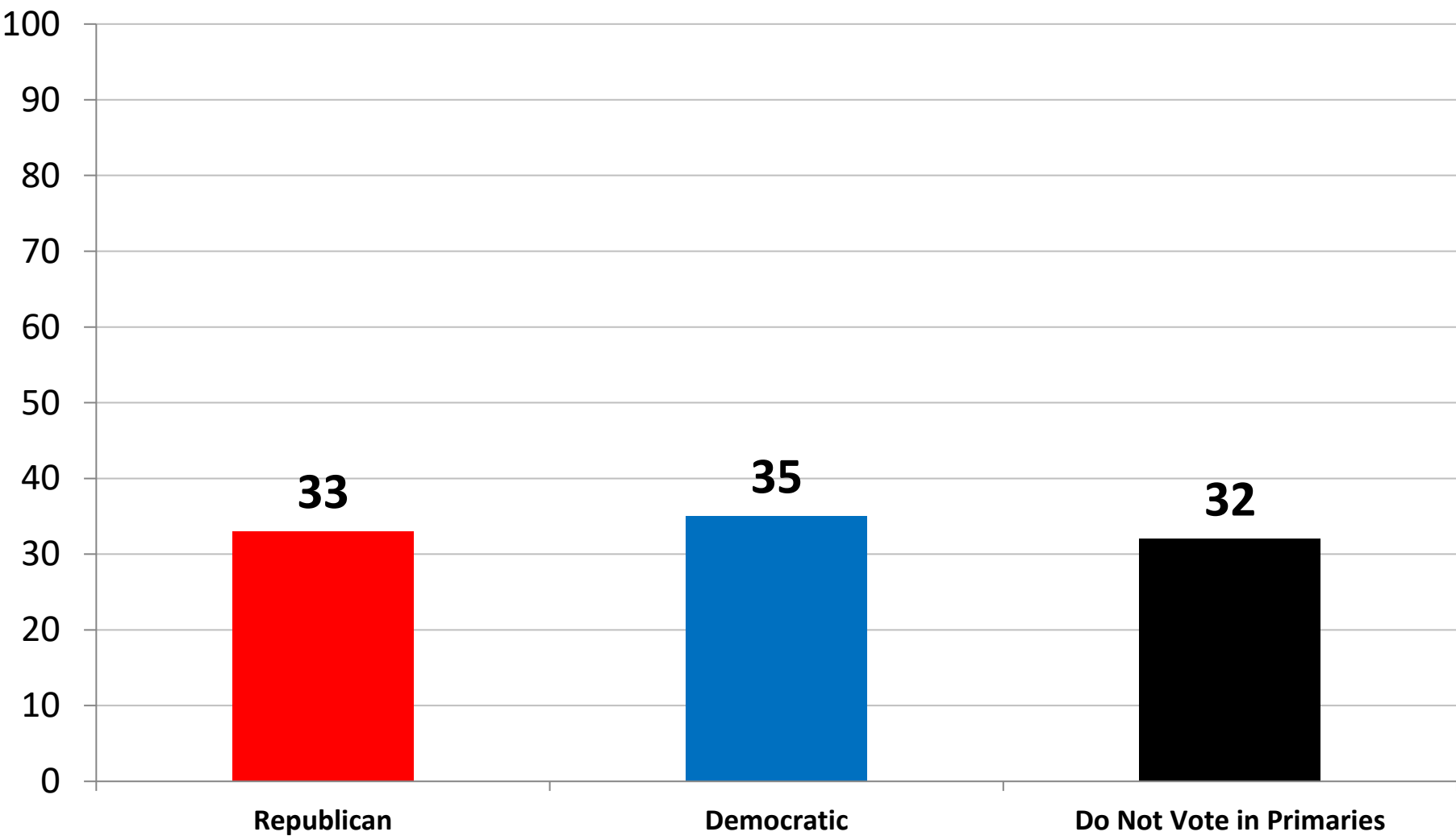
Which of the following is the most important for President Trump to accomplish?

- 1) Continuing economic growth by making the Trump Tax Cuts permanent.
- 2) Securing the border and fixing our broken immigration system.
- 3) Strengthening national defense to prevent war.
- 4) Increasing oil and gas production.



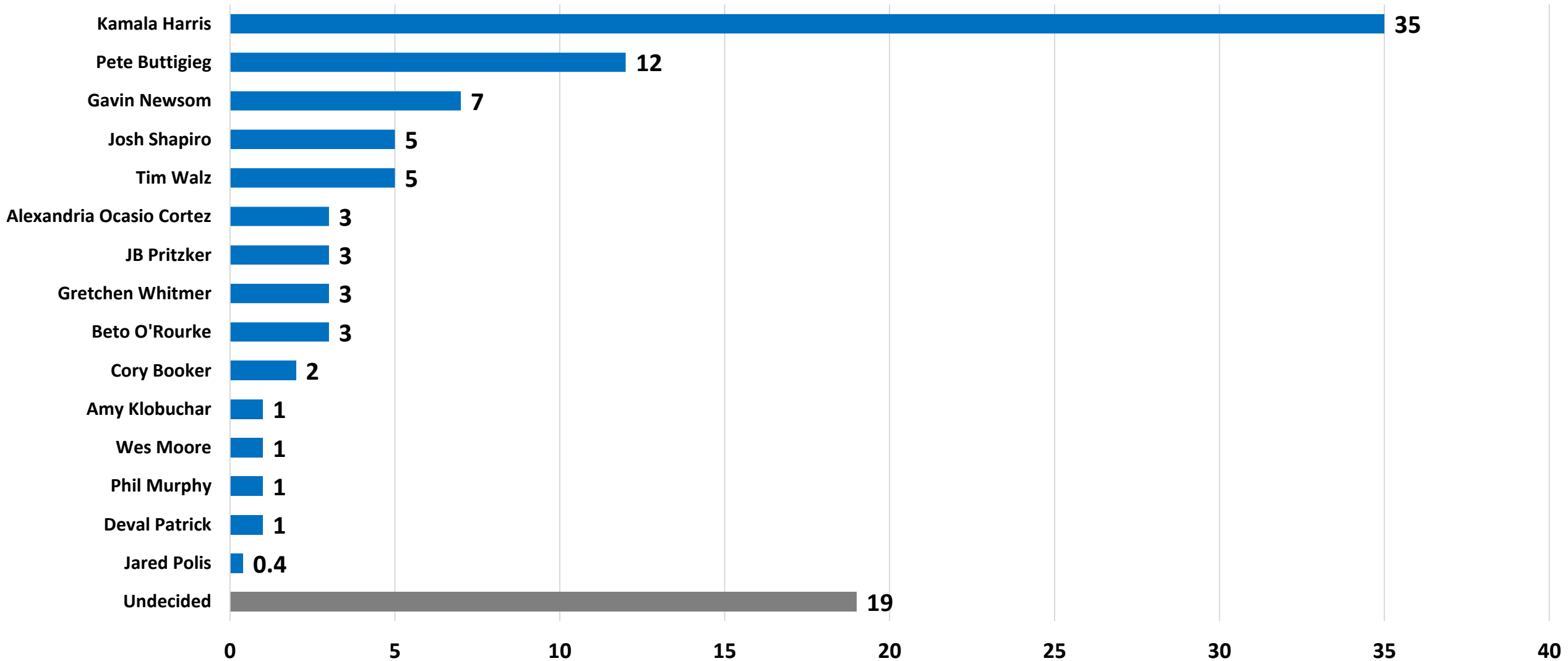
	Border	Econ.	Defense	Oil
East	34	27	12	10
Midwest	36	20	14	8
South	35	30	13	6
West	36	24	12	9
Gen. Cong. – Vote GOP	49	29	8	10
Gen. Cong. – Vote DEM	21	22	18	6
Gen. Cong. – Vote UND	29	27	12	6
Approve Trump Job	47	30	9	10
Disapprove Trump Job	22	22	17	6
Republican	48	31	8	9
Democrat	22	21	19	6
Independent	34	26	12	8
Liberal	21	23	16	6
Moderate	32	27	13	9
Conservative	49	27	10	8
Vote Trump 2024	49	29	8	10
Vote Harris 2024	22	23	18	6
White	38	25	11	9
African-American	29	20	18	8
Hispanic	25	33	17	6
Under 55	31	29	12	8
Over 55	40	23	13	7
Married	38	24	12	10
Single	31	28	14	7
Men	38	24	12	10
Women	33	28	13	6
Live in Urban Area	29	25	14	10
Live in Suburban Area	38	26	12	7
Live in Rural Area	36	27	12	7

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=340)

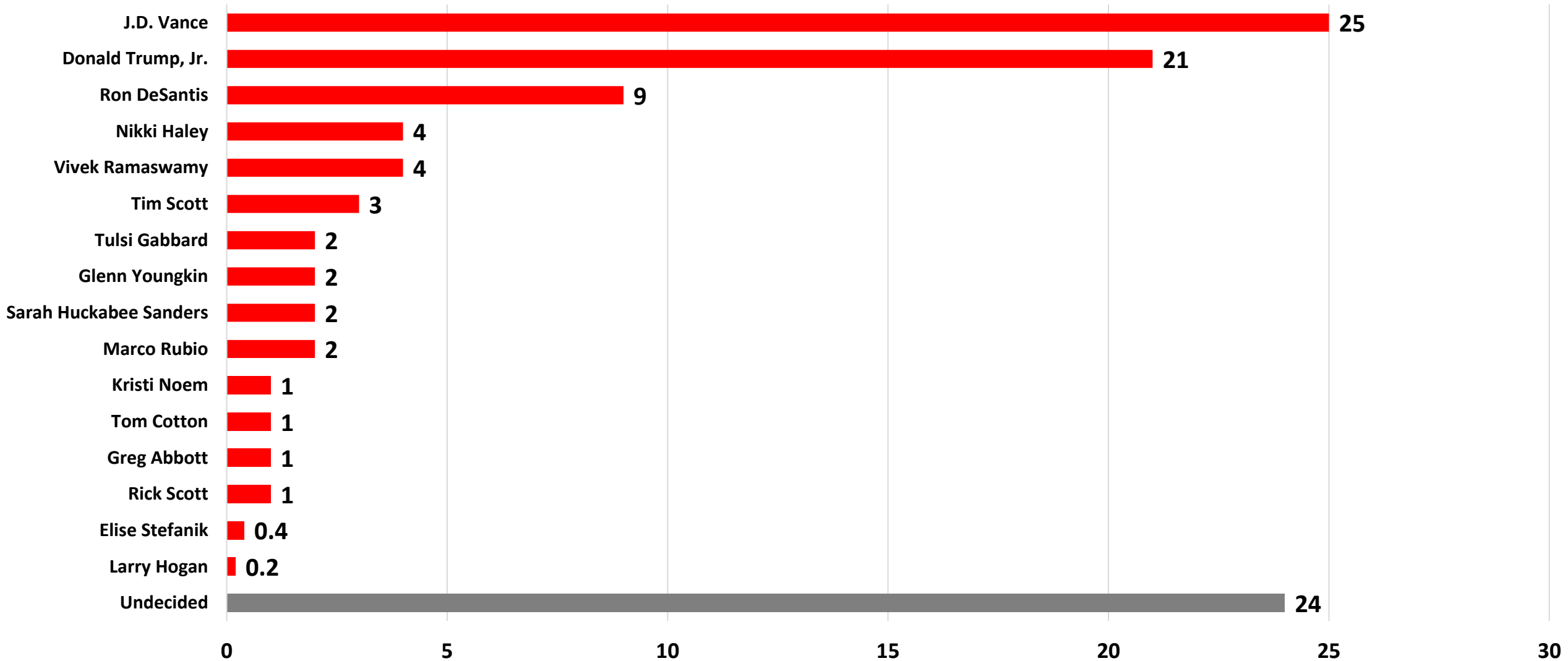


	GOP	DEM	DNV
East	33	38	29
Midwest	30	35	35
South	41	27	32
West	25	43	32
Gen. Cong. – Vote GOP	76	7	17
Gen. Cong. – Vote DEM	5	66	29
Gen. Cong. – Vote UND	23	20	57
Approve Trump Job	68	6	26
Disapprove Trump Job	11	58	31
Republican	0	0	0
Democrat	0	0	0
Independent	33	35	32
Liberal	14	55	31
Moderate	30	36	34
Conservative	55	16	29
Vote Trump 2024	73	4	23
Vote Harris 2024	8	65	27
White	38	31	31
African-American	18	50	33
Hispanic	25	40	34
Under 55	33	32	35
Over 55	34	39	27
Married	39	33	28
Single	28	37	35
Men	36	33	32
Women	31	37	32
Live in Urban Area	24	50	26
Live in Suburban Area	38	29	34
Live in Rural Area	37	27	36

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=428)

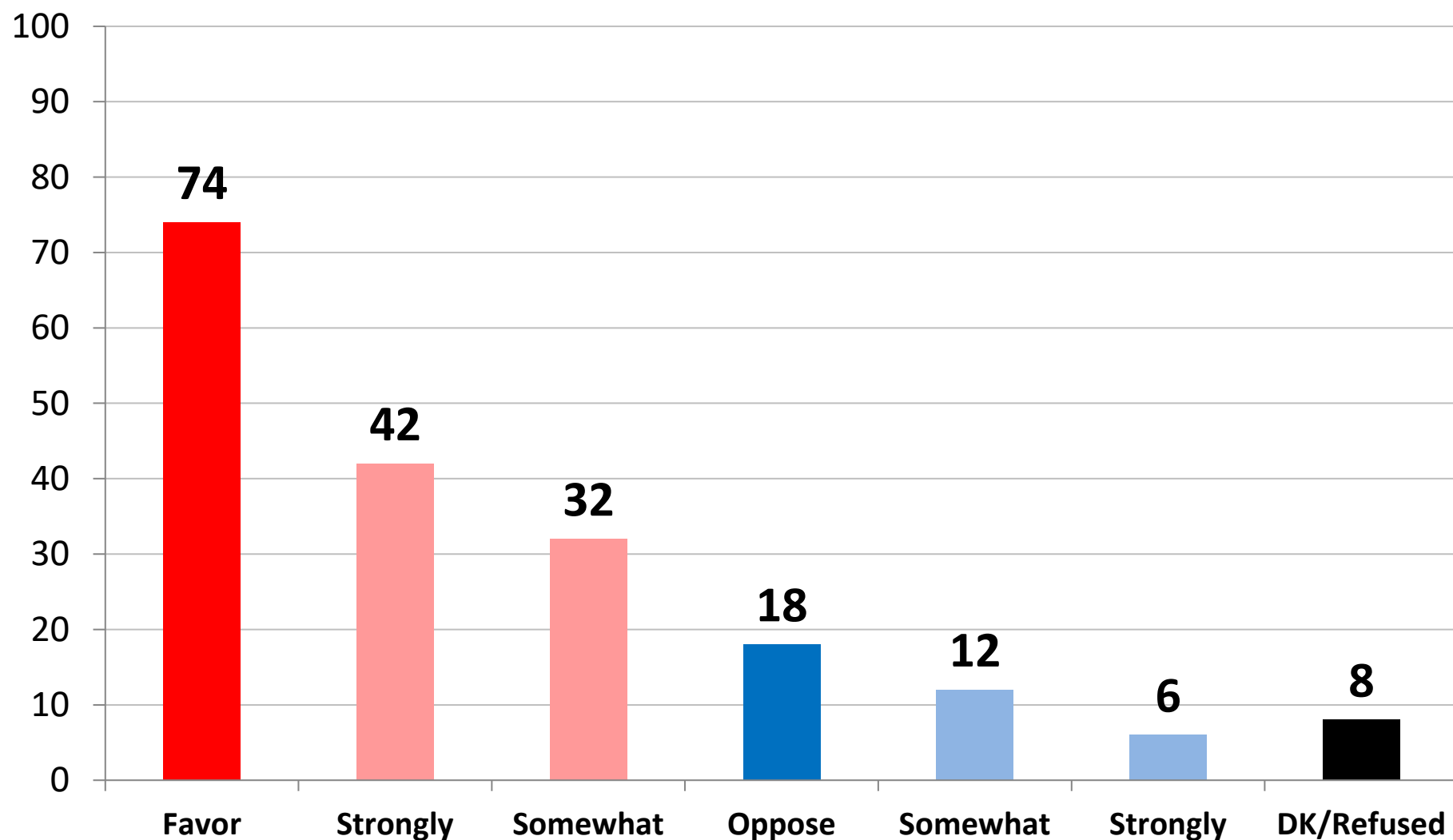


Thinking ahead to the 2028 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote? (n=463)



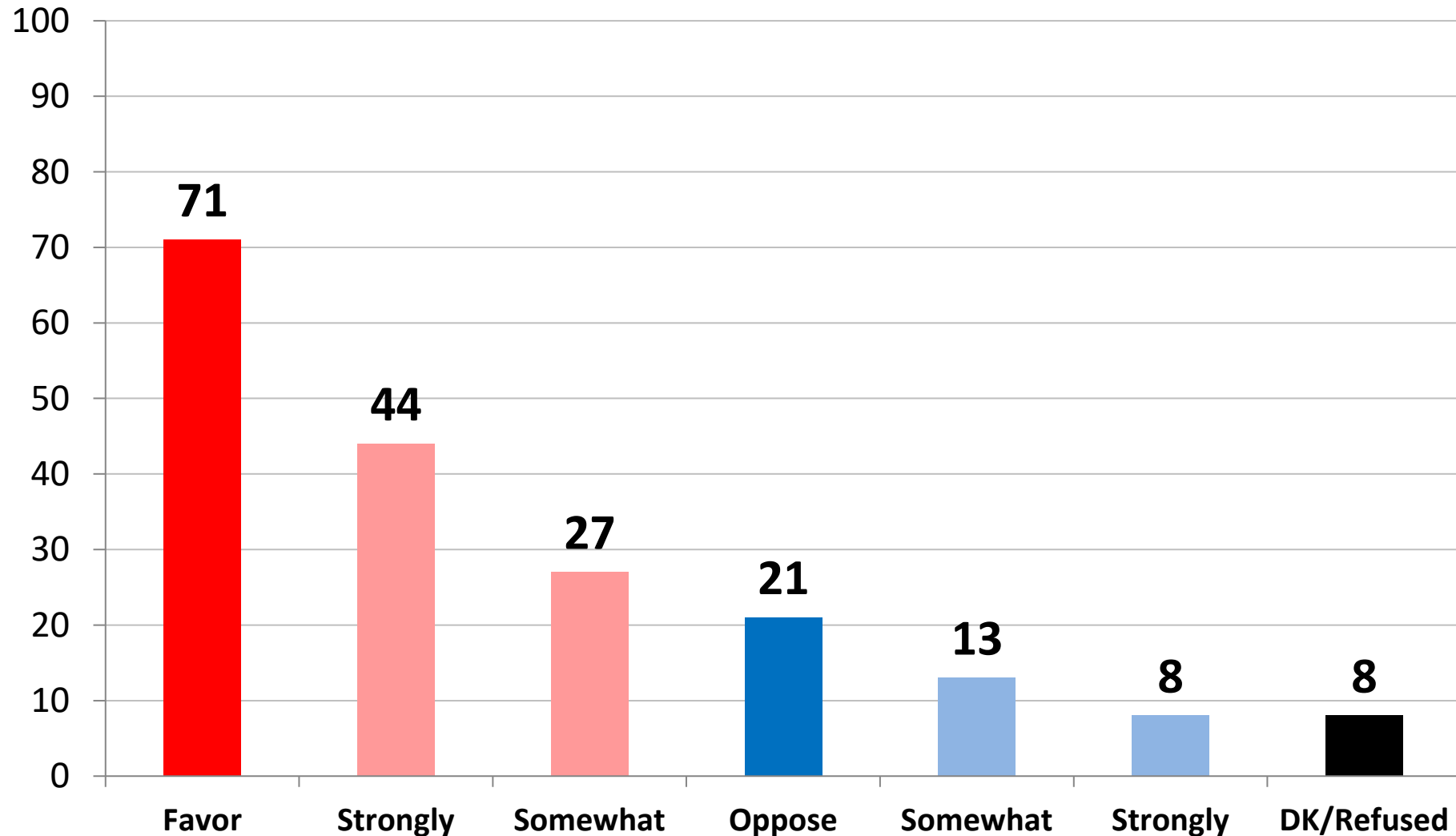
Favor/Oppose:

“Requiring that prescription drugs and medications sold in the United States should be manufactured in the United States to ensure quality, safety and security.”



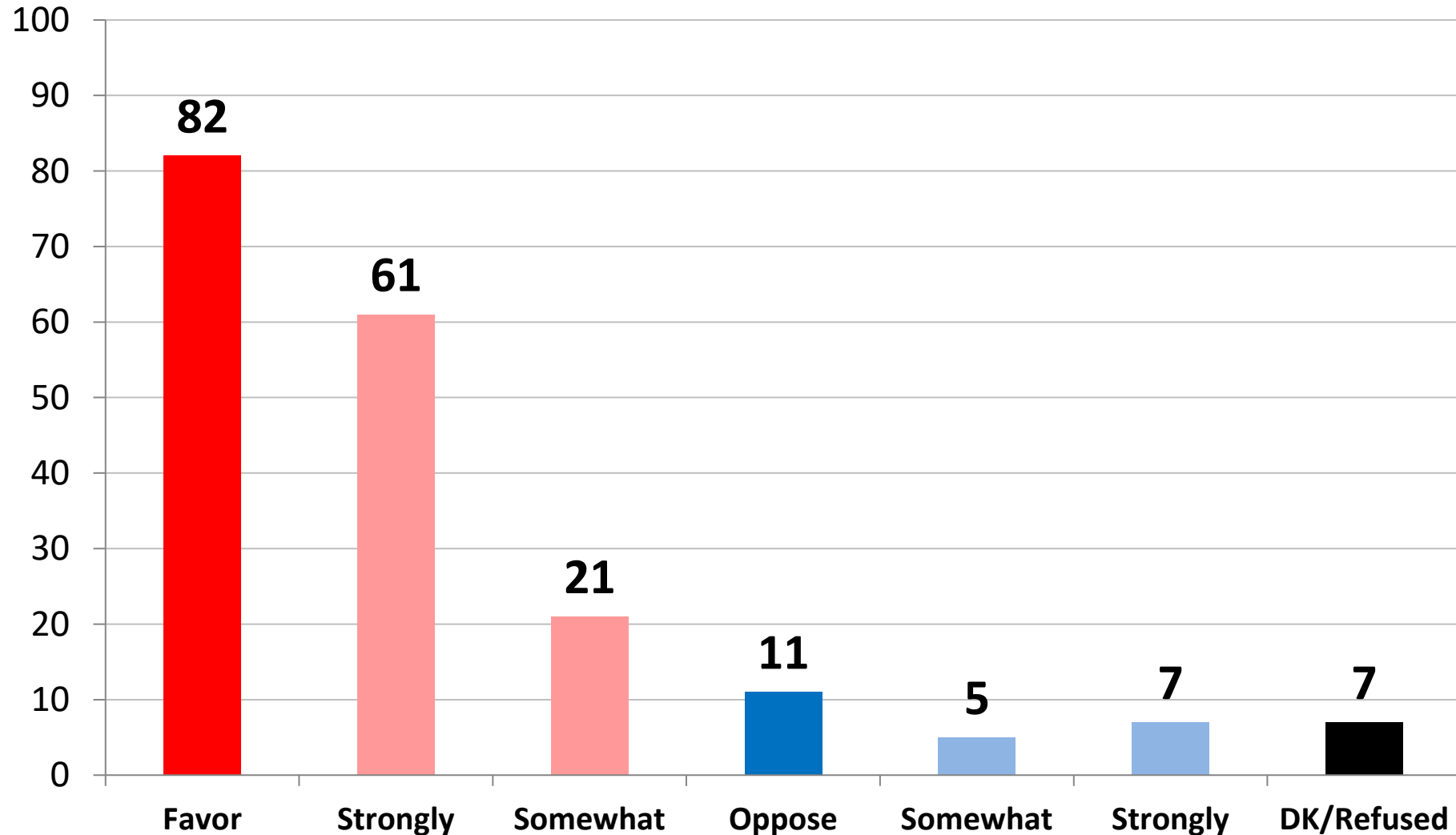
	Favor	Oppose
East	77	11
Midwest	73	18
South	75	17
West	69	24
Gen. Cong. – Vote GOP	85	9
Gen. Cong. – Vote DEM	60	30
Gen. Cong. – Vote UND	74	12
Approve Trump Job	86	9
Disapprove Trump Job	61	28
Republican	85	8
Democrat	64	26
Independent	71	21
Liberal	62	29
Moderate	70	21
Conservative	85	8
Vote Trump 2024	86	8
Vote Harris 2024	62	28
White	78	15
African-American	68	21
Hispanic	55	30
Under 55	69	21
Over 55	80	15
Married	78	17
Single	65	22
Men	73	20
Women	74	16
Live in Urban Area	72	22
Live in Suburban Area	74	18
Live in Rural Area	74	15

Favor/Oppose: *“Ending federal taxes on tips and gratuities for service workers.”*



	Favor	Oppose
East	71	21
Midwest	70	20
South	73	21
West	69	23
Gen. Cong. – Vote GOP	78	16
Gen. Cong. – Vote DEM	62	29
Gen. Cong. – Vote UND	74	14
Approve Trump Job	80	15
Disapprove Trump Job	63	28
Republican	79	15
Democrat	64	26
Independent	70	24
Liberal	67	27
Moderate	67	22
Conservative	78	17
Vote Trump 2024	80	14
Vote Harris 2024	62	28
White	73	20
African-American	65	23
Hispanic	62	30
Under 55	69	21
Over 55	73	22
Married	71	23
Single	67	22
Men	73	21
Women	69	22
Live in Urban Area	71	23
Live in Suburban Area	72	20
Live in Rural Area	69	22

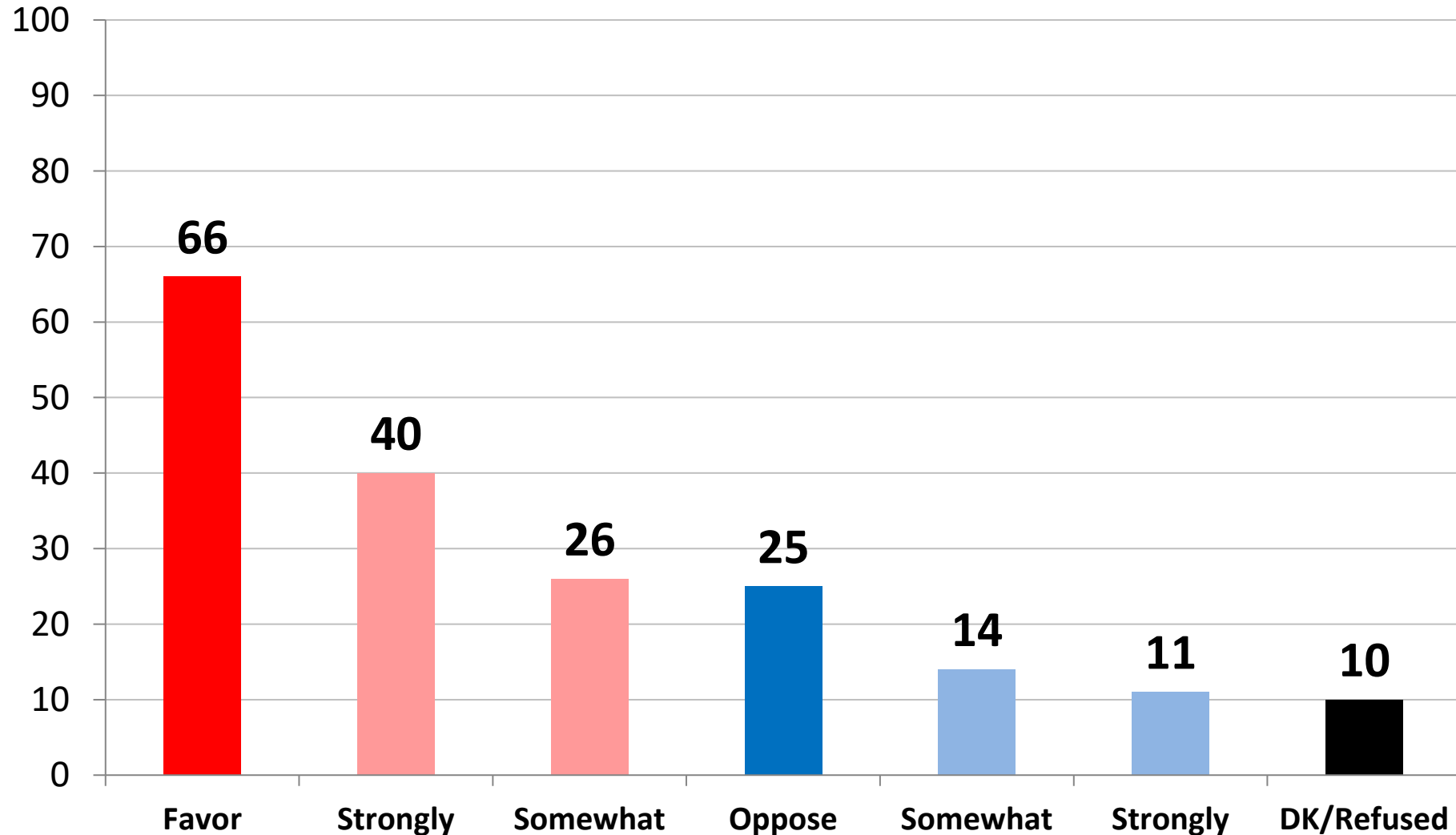
Favor/Oppose: *“Ending federal taxes on Social Security income for seniors.”*



	Favor	Oppose
East	83	9
Midwest	79	13
South	83	11
West	82	12
Gen. Cong. – Vote GOP	88	7
Gen. Cong. – Vote DEM	76	16
Gen. Cong. – Vote UND	81	9
Approve Trump Job	87	7
Disapprove Trump Job	77	16
Republican	88	6
Democrat	72	19
Independent	85	10
Liberal	75	18
Moderate	80	12
Conservative	88	6
Vote Trump 2024	88	6
Vote Harris 2024	77	16
White	87	7
African-American	66	22
Hispanic	69	21
Under 55	74	16
Over 55	92	5
Married	89	8
Single	71	18
Men	85	10
Women	80	12
Live in Urban Area	81	14
Live in Suburban Area	83	10
Live in Rural Area	82	10

Favor/Oppose:

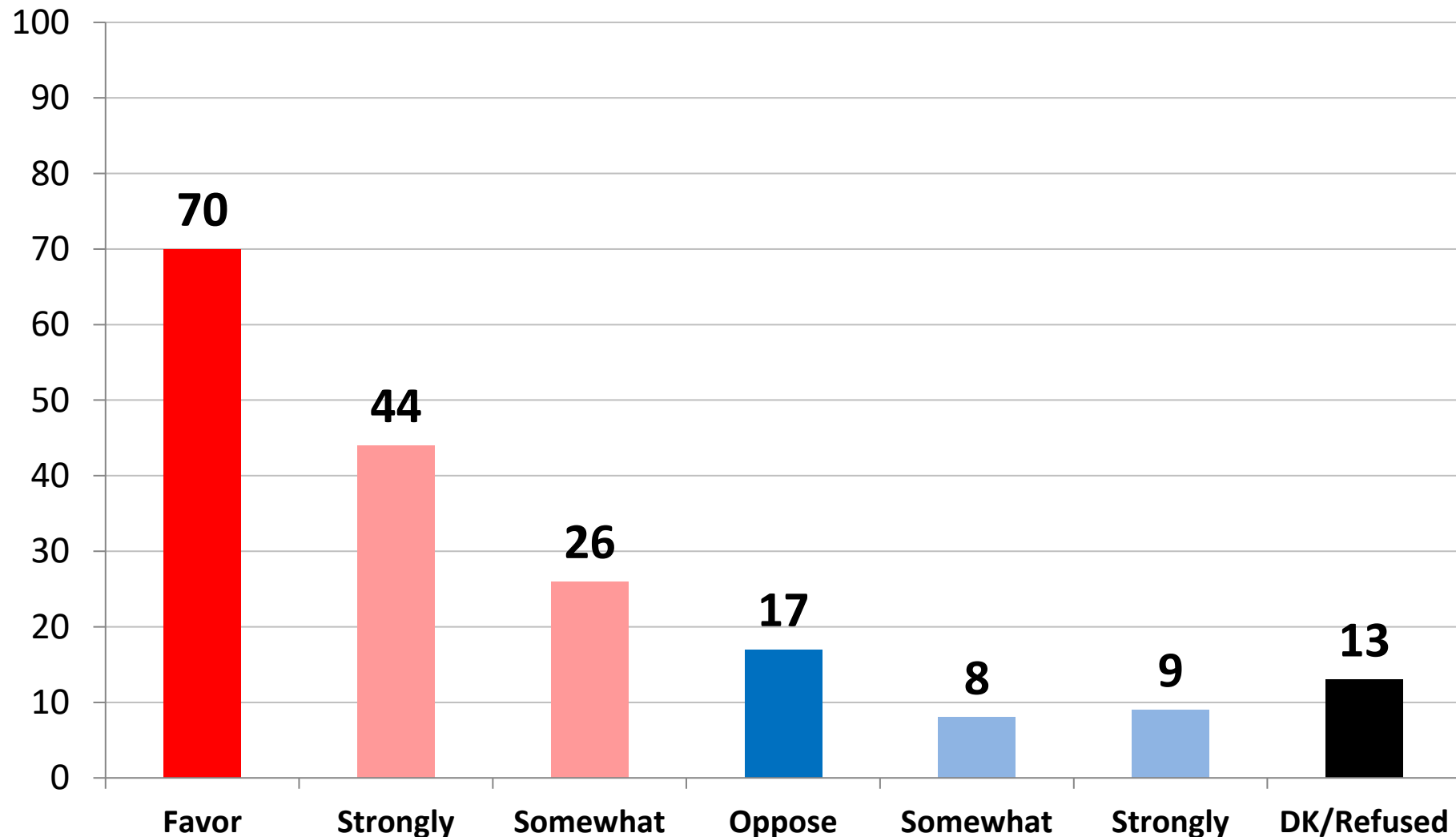
“Ending federal taxes on overtime pay for workers.”



	Favor	Oppose
East	64	25
Midwest	61	27
South	70	22
West	65	27
Gen. Cong. – Vote GOP	75	19
Gen. Cong. – Vote DEM	55	33
Gen. Cong. – Vote UND	67	17
Approve Trump Job	75	19
Disapprove Trump Job	56	32
Republican	72	21
Democrat	59	29
Independent	66	24
Liberal	60	30
Moderate	63	25
Conservative	72	21
Vote Trump 2024	76	18
Vote Harris 2024	56	32
White	66	24
African-American	64	24
Hispanic	63	26
Under 55	68	21
Over 55	63	29
Married	66	26
Single	65	23
Men	68	25
Women	64	25
Live in Urban Area	65	27
Live in Suburban Area	67	23
Live in Rural Area	65	24

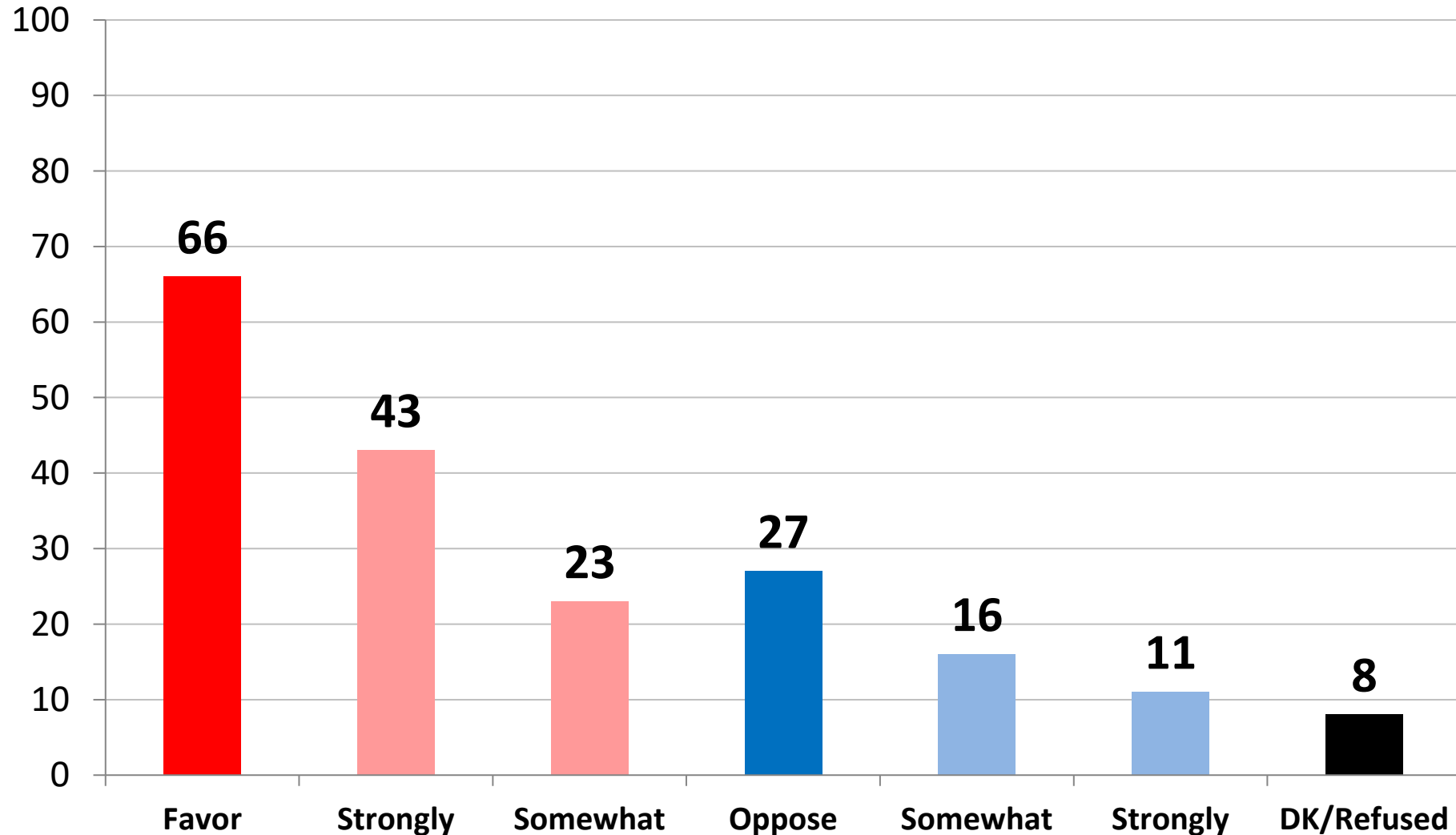
Favor/Oppose:

“Making the tax cuts permanent in the Tax Cuts and Jobs Act, otherwise taxes will go up over \$2,500 a year for the average American.”



	Favor	Oppose
East	70	17
Midwest	69	14
South	72	17
West	66	19
Gen. Cong. – Vote GOP	83	10
Gen. Cong. – Vote DEM	56	27
Gen. Cong. – Vote UND	67	9
Approve Trump Job	81	11
Disapprove Trump Job	58	25
Republican	81	11
Democrat	58	27
Independent	70	14
Liberal	63	23
Moderate	65	20
Conservative	79	11
Vote Trump 2024	82	9
Vote Harris 2024	59	25
White	74	14
African-American	53	28
Hispanic	62	19
Under 55	65	19
Over 55	76	14
Married	75	14
Single	63	21
Men	75	15
Women	65	19
Live in Urban Area	69	19
Live in Suburban Area	71	16
Live in Rural Area	69	16

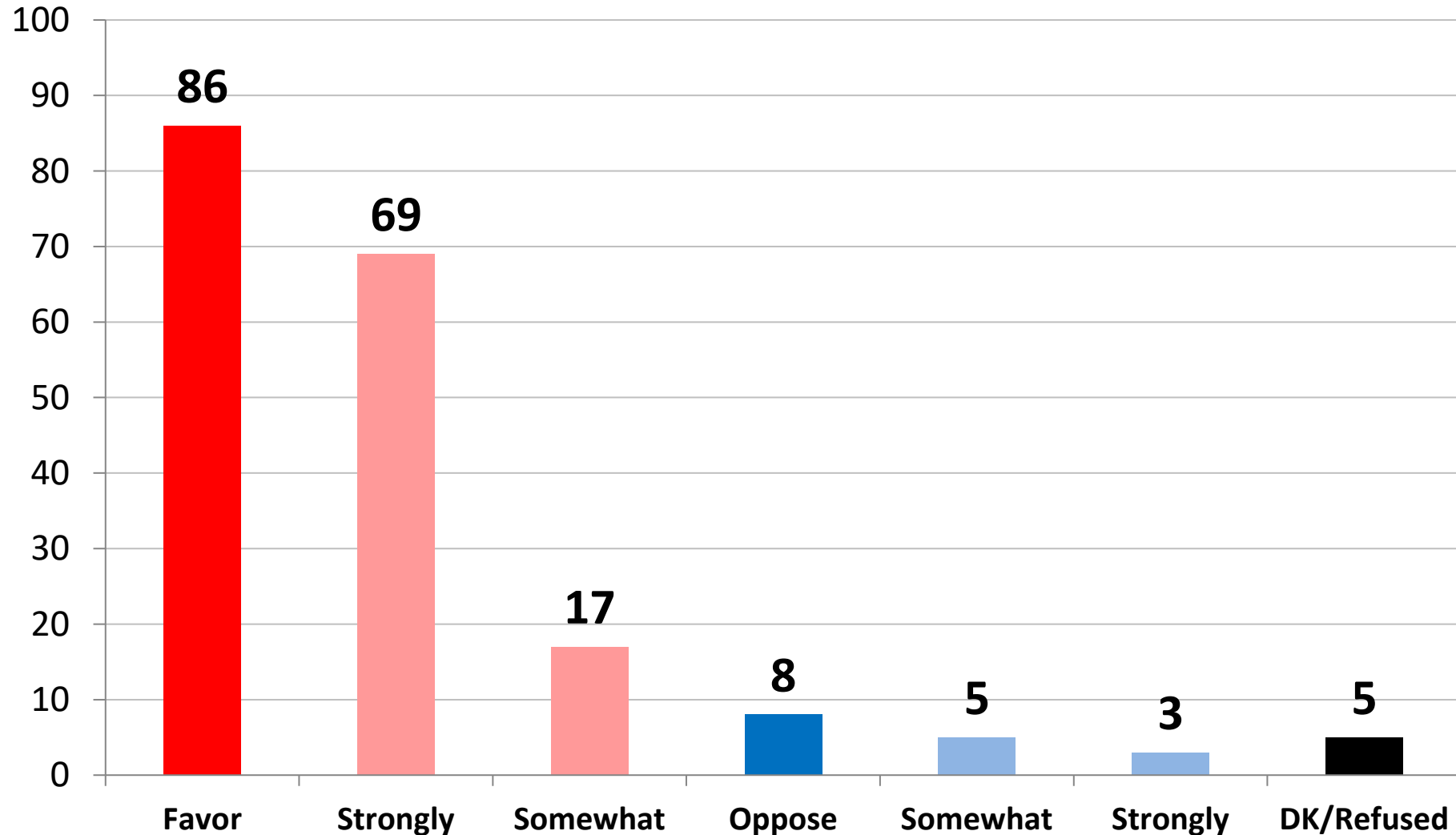
Favor/Oppose: *“Deporting migrants who have entered the country illegally.”*



	Favor	Oppose
East	69	22
Midwest	65	27
South	65	27
West	65	30
Gen. Cong. – Vote GOP	86	10
Gen. Cong. – Vote DEM	44	46
Gen. Cong. – Vote UND	61	23
Approve Trump Job	85	11
Disapprove Trump Job	43	46
Republican	88	8
Democrat	43	47
Independent	63	28
Liberal	43	49
Moderate	62	28
Conservative	85	10
Vote Trump 2024	87	9
Vote Harris 2024	44	45
White	72	21
African-American	59	31
Hispanic	46	44
Under 55	60	31
Over 55	72	21
Married	71	23
Single	58	31
Men	71	24
Women	61	29
Live in Urban Area	62	33
Live in Suburban Area	65	25
Live in Rural Area	70	22

Favor/Oppose:

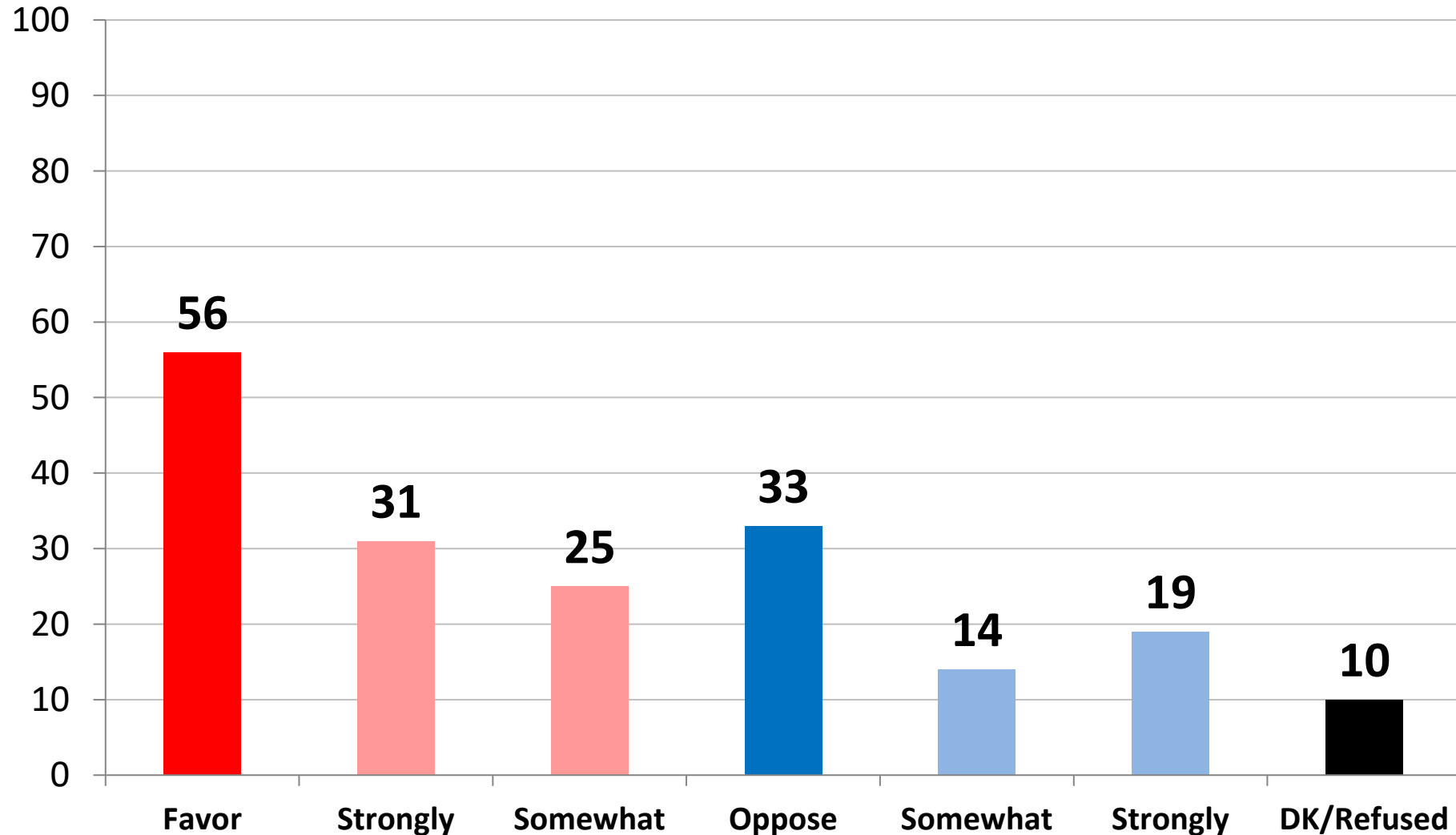
“Deporting known criminal and terrorist migrants who have entered the country illegally.”



	Favor	Oppose
East	88	7
Midwest	88	7
South	84	9
West	88	9
Gen. Cong. – Vote GOP	92	5
Gen. Cong. – Vote DEM	82	11
Gen. Cong. – Vote UND	78	10
Approve Trump Job	91	5
Disapprove Trump Job	81	12
Republican	93	4
Democrat	78	14
Independent	87	7
Liberal	80	14
Moderate	84	10
Conservative	93	3
Vote Trump 2024	92	4
Vote Harris 2024	81	13
White	90	6
African-American	76	14
Hispanic	75	19
Under 55	80	13
Over 55	95	3
Married	89	6
Single	79	13
Men	90	7
Women	84	9
Live in Urban Area	85	11
Live in Suburban Area	87	8
Live in Rural Area	87	6

Favor/Oppose:

“Using tariffs to help America negotiate better trade deals and to help secure the border and solve the illegal immigration problem.”



	Favor	Oppose
East	55	33
Midwest	52	36
South	62	28
West	52	40
Gen. Cong. – Vote GOP	85	10
Gen. Cong. – Vote DEM	25	61
Gen. Cong. – Vote UND	51	28
Approve Trump Job	85	10
Disapprove Trump Job	25	61
Republican	85	9
Democrat	30	55
Independent	51	39
Liberal	30	59
Moderate	49	37
Conservative	81	12
Vote Trump 2024	86	8
Vote Harris 2024	27	60
White	62	30
African-American	43	40
Hispanic	40	45
Under 55	55	33
Over 55	58	35
Married	60	33
Single	53	34
Men	59	36
Women	54	31
Live in Urban Area	49	41
Live in Suburban Area	58	33
Live in Rural Area	63	27

Favor/Oppose: (Combo)

Ranked Greatest to Least by Favor	Favor	Strongly	Somewhat	Oppose	Somewhat	Strongly	DK/Refused	Net Diff.
Deporting known criminal and terrorist migrants who have entered the country illegally.	86%	69%	17%	8%	5%	3%	5%	+78
Ending federal taxes on Social Security income for seniors.	82%	61%	21%	11%	5%	7%	7%	+71
Requiring that prescription drugs and medications sold in the United States should be manufactured in the United States to ensure quality, safety and security.	74%	42%	32%	18%	12%	6%	8%	+55
Ending federal taxes on tips and gratuities for service workers.	71%	44%	27%	21%	13%	8%	8%	+50
Making the tax cuts permanent in the Tax Cuts and Jobs Act, otherwise taxes will go up over \$2,500 a year for the average American.	70%	44%	26%	17%	8%	9%	13%	+53
Ending federal taxes on overtime pay for workers.	66%	40%	26%	25%	14%	11%	10%	+41
Deporting migrants who have entered the country illegally.	66%	43%	23%	27%	16%	11%	8%	+39
Using tariffs to help America negotiate better trade deals and to help secure the border and solve the illegal immigration problem.	56%	31%	25%	33%	14%	19%	10%	+23

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

Ranked greatest to least by Total	11/24 Total	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Facebook	78%	72%	75%	71%	74%	76%	67%	75%	66%	65%	70%	75%	67%	77%
YouTube	72%	64%	61%	67%	61%	67%	63%	61%	69%	70%	70%	55%	65%	63%
Instagram	45%	45%	38%	52%	38%	55%	43%	37%	63%	69%	57%	30%	41%	48%
TikTok	33%	31%	27%	36%	28%	39%	26%	25%	45%	55%	44%	14%	27%	35%
X (Formerly Twitter)	30%	25%	29%	22%	27%	25%	23%	23%	32%	29%	30%	18%	32%	19%
Pinterest	29%	25%	21%	27%	22%	23%	28%	25%	27%	24%	26%	22%	13%	35%
LinkedIn	24%	24%	19%	30%	14%	25%	33%	23%	33%	21%	26%	22%	29%	20%
Snapchat	23%	19%	19%	19%	20%	20%	17%	15%	29%	38%	31%	4%	17%	21%
Reddit	22%	17%	15%	20%	14%	15%	23%	16%	17%	23%	23%	10%	18%	17%
WhatsApp	19%	15%	14%	14%	14%	14%	17%	13%	16%	22%	18%	11%	18%	12%
Threads	9%	7%	4%	10%	3%	9%	9%	5%	10%	15%	9%	4%	6%	8%
Telegram	11%	6%	7%	5%	6%	7%	6%	6%	11%	7%	7%	6%	9%	4%
Truth Social	6%	4%	8%	0%	9%	1%	3%	5%	3%	2%	4%	5%	5%	4%
Rumble	3%	3%	6%	1%	6%	1%	3%	4%	3%	4%	3%	4%	4%	3%
Tumblr	5%	3%	3%	3%	3%	4%	1%	2%	5%	4%	4%	1%	3%	3%
Gab.com	1%	1%	0%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Parler	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gettr	1%	1%	1%	1%	2%	0%	1%	1%	2%	1%	1%	0%	1%	1%
CloutHub	1%	1%	1%	0%	1%	0%	1%	0%	2%	1%	1%	0%	1%	1%
Other	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%	1%	2%
None	3%	5%	6%	4%	6%	2%	7%	6%	3%	3%	3%	8%	7%	4%

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	45%	67%	23%	68%	27%	36%	46%	43%	39%	46%	43%	49%	40%
Not Legal in Any Case	7%	9%	4%	10%	5%	5%	6%	10%	7%	8%	5%	7%	7%
Legal to Save Mother	8%	14%	4%	14%	4%	6%	8%	9%	9%	9%	8%	9%	8%
Legal – Mother/Rape/Incest	29%	44%	15%	44%	17%	25%	31%	24%	22%	29%	31%	34%	26%
Pro-Choice	51%	28%	74%	29%	71%	55%	50%	51%	54%	49%	54%	48%	53%
Legal – Up To Certain Point	33%	21%	43%	22%	40%	38%	35%	28%	31%	28%	39%	30%	35%
Legal – Any Reason/Any Time	18%	7%	31%	7%	31%	18%	16%	23%	23%	21%	14%	18%	18%
DK/Refused	5%	5%	3%	3%	3%	8%	4%	6%	7%	6%	4%	3%	6%
Net Diff.	-6	38	-51	40	-44	-19	-5	-9	-16	-3	-11	2	-13

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

n=327	Total	Vote DJT	Vote KH	Rep.	Dem.	Ind.	White	Black	Hispanic	Under 55	Over 55	Men	Women
1st Trimester	56%	70%	50%	69%	51%	53%	52%	73%	61%	60%	52%	44%	65%
After First Heartbeat – 6 weeks	13%	25%	6%	25%	8%	10%	11%	24%	14%	17%	9%	8%	16%
After 15 Weeks	43%	45%	44%	44%	43%	44%	41%	50%	47%	44%	43%	36%	49%
After 2nd Trimester	28%	17%	35%	13%	33%	32%	33%	8%	19%	26%	29%	33%	24%
Other	16%	13%	15%	19%	16%	15%	15%	19%	20%	14%	18%	23%	11%

Voter Proclivity	Total	Age	Total	Region	Total	Marital Status	Total
Always Vote	64%	18-29	14%	New England	5%	Single	39%
Almost Always	22%	30-40	17%	Middle Atlantic	12%	Never Married	30%
Vote Most of the Time	14%	41-55	25%	East North Central	15%	Live w/ Significant Other	9%
Direction		56-65	19%	West North Central	7%	Married	39%
Right Track	24%	65+	25%	South Atlantic	22%	Separated	2%
Wrong Direction	66%	Mean Age	50.4	East South Central	6%	Divorced	14%
Party Registration		Race		West South Central	10%	Widowed	7%
Republican	35%	White	70%	Mountain	8%	LGBTQ+	
Democrat	31%	African American/Black	12%	Pacific	15%	Yes	11%
Independent/Other	34%	Hispanic	12%	Grouped Region		No	88%
Ideology		Asian	3%	East	17%	Abortion	
Liberal	27%	Other	3%	Midwest	22%	Pro-Life	45%
Very	12%	Latino Household		South	38%	Pro-Choice	51%
Moderate	36%	Yes	12%	West	23%	Immigrant Household	
Conservative	38%	No	88%	Area		Yes	29%
Very	17%	Religion		Urban	28%	No	68%
Vote Behavior		Protestant	39%	Suburban	47%	>\$5k in 401k/Investments	
Democrat	42%	Catholic	22%	Rural	25%	Yes	45%
Ticket Splitter	16%	Atheist/Agnostic	10%	2024 Presidential States		No	50%
Republican	42%	Jewish	3%	Trump States	61%	Wealth Status	
Education		Mormon	2%	Harris States	39%	Wealthy	2%
Less than College	60%	Buddhist	1%	2020 Presidential States		Middle Class	85%
College Graduate	40%	Muslim	1%	Trump States	44%	Upper Middle	11%
Gender		Born Again/Evangelical n=604		Biden States	56%	Middle	42%
Male	47%	Yes	45%			Lower Middle	31%
Female	53%	No	55%			Poor	14%



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