

SAMPLE National Issues Survey

MONTH xx-xx, 20xx

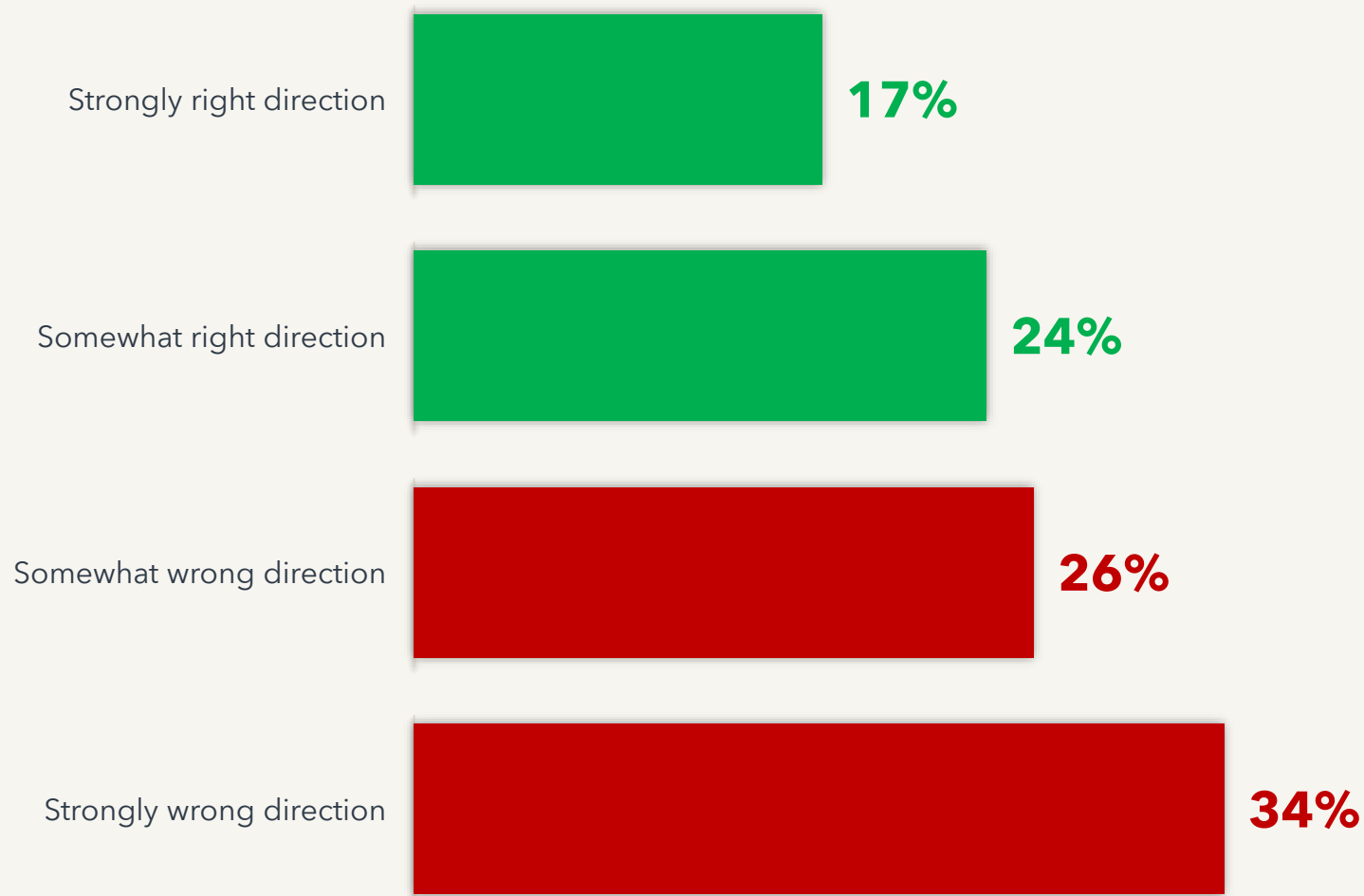
n = 800 · MOE ±3.6%



KEY FINDINGS

- A polarized electorate: **59% of voters say the country is on the wrong track**. Strong-Democrats see right direction at 82%; Strong-Republicans see wrong direction at 89% – a 71-point partisan gap, the widest single measure in this survey.
- Climate is the sharpest dividing line: **55% support stronger climate action** overall, but Strong-D voters back action 93%-5% while Strong-R voters oppose 76%-22%. A 71-point swing across the partisan spectrum.
- Generic Congressional Ballot **leans R+7 nationally** (46%-39%), driven by GOP structural advantage among White voters (R 54%-D 30%). Democrats hold dominant positions among non-white groups: Black voters D 72%-R 18%, Hispanic D 51%-R 31%, Asian D 46%-R 37%.
- Age earthquake on marijuana: **74% of voters 18-34 strongly support legalization** vs. just 16% of **voters 55+**. The 58-point age gap is the largest non-partisan effect in the survey.
- Approval is fully polarized: 80% of Strong-Democrats give the President strong approval; **under 1% of Strong-Republicans agree**. Just 7% of voters answer 'unsure' anywhere in the survey – partisan signal saturation across the entire electorate.

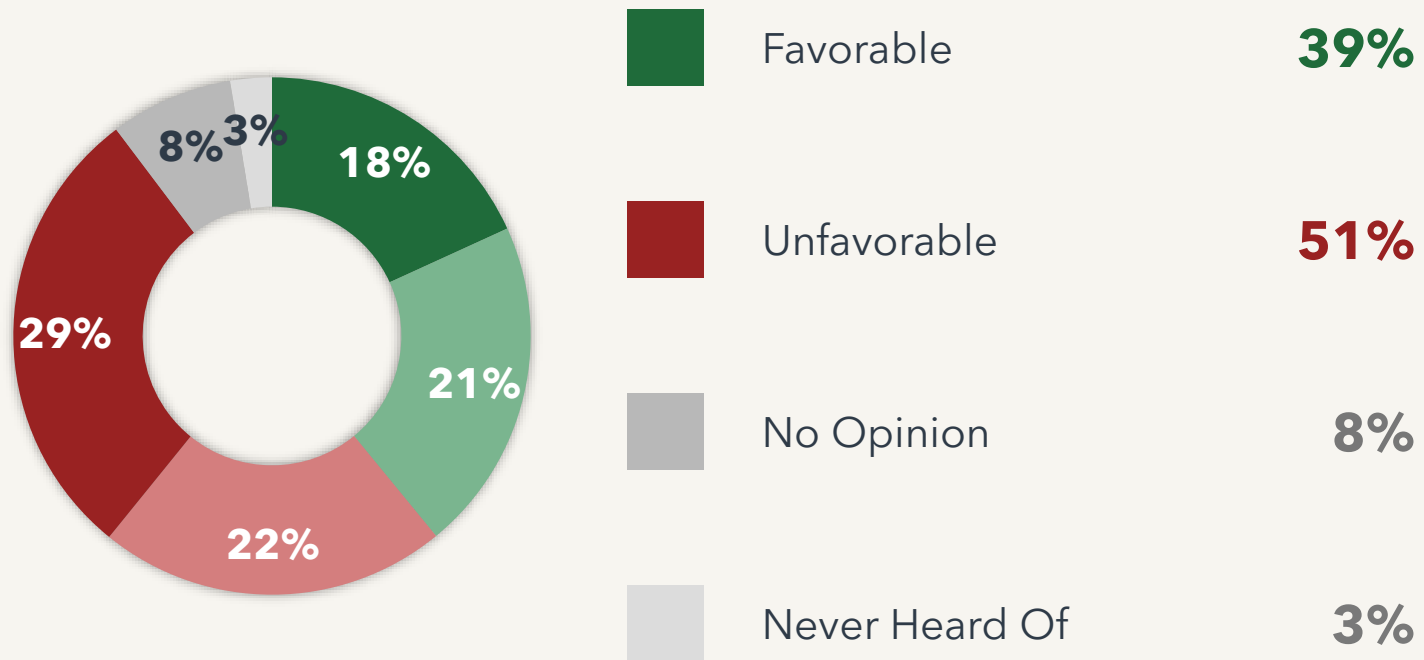
Generally speaking, do you feel things in the country today are heading in the **right direction** or the **wrong direction**?



KEY INSIGHTS

- **59%** of voters say the country is on the **wrong track**, driven almost entirely by **Republican-leaning voters**.
- **Strong-Democrats: 82% right direction. Strong-Republicans: 89% wrong direction.** The largest D/R divergence in the survey.
- **Independents** tilt **negative** on direction – closer to the Republican view than the national average.

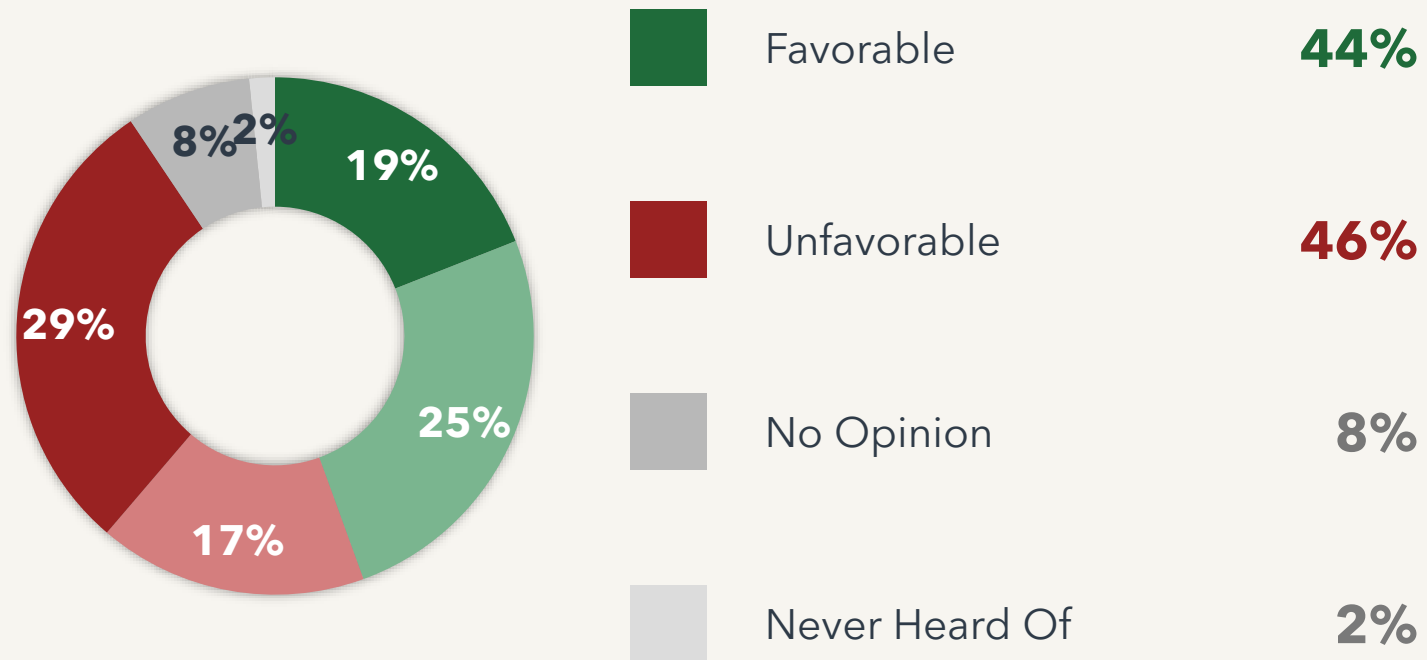
What is your overall opinion of the **Democratic Party**?



KEY INSIGHTS

- **Democratic Party** favorability sits **underwater**: 39% favorable / 51% unfavorable – net -12.
- Among **Independents**, Democratic Party favorability is just 29% – **well below the swing-voter mark** needed to convert.
- Black voters drive the bulk of favorable **share at 69%** – the highest of any racial group, and far above the national average.

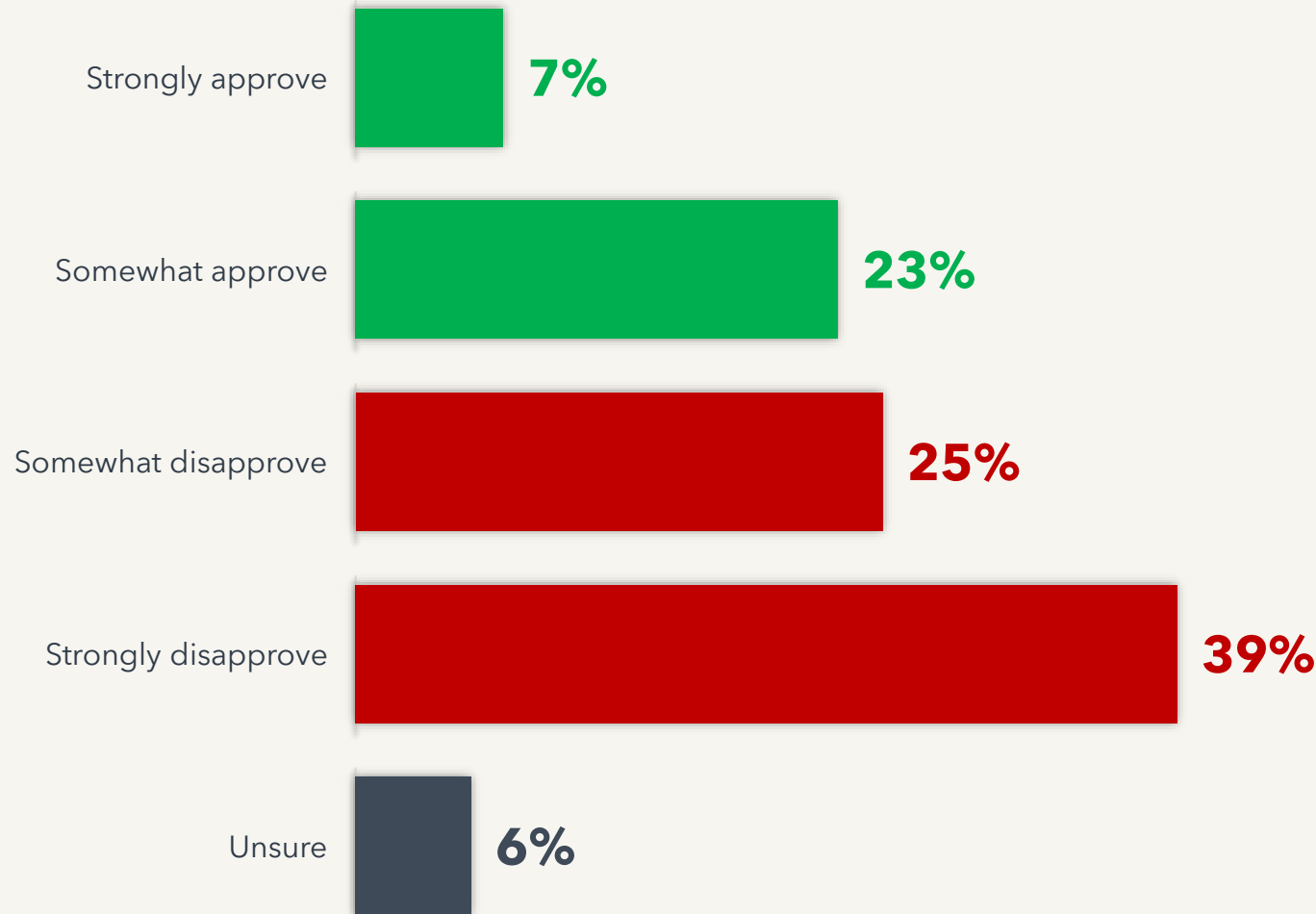
What is your overall opinion of the **Republican Party**?



KEY INSIGHTS

- Republican Party favorability is also **slightly underwater**: 44% favorable / 46% unfavorable – **net -2**.
- **Independents** view the GOP **slightly more favorably** (38%) than the Democratic Party (29%) among the swing electorate.
- Strong-Democrats give the GOP a **6% favorable rating** – the most polarized cross-party rating in the survey.

Do you approve or disapprove of the job Congress is doing?



KEY INSIGHTS

- Congressional approval **underperforms** presidential approval by **~20 points** – universal disenchantment with the chamber.
- **Strong-Democrats: 54% approve. Strong-Republicans: 85% disapprove.** Even GOP voters reject the chamber.
- **Independents** are the most negative cohort overall (**68% disapprove**), suggesting limited partisan-defense for incumbents.