

## How to Read This Report:

Colors indicate statistical significance (95% confidence level) – meaning the result is mathematically proven to be different from other groups, not just a random fluctuation.

**Light Green:** Notable difference.

**Dark Green:** Strong, reliable trend.

**Dark Blue:** Extreme outlier / High-impact demographic trend.

**Gold:** High-impact finding – >50 % with 6 + groups outperformed.

Letters identify which column is outperformed. Significance tested at the 95% confidence level ( $p < 0.05$ ).

Multiple-comparison correction: Bonferroni. This adjusts alpha to control the family-wise error rate.

Sample Size Advisory:

If a column has an "n" of less than 50, treat the data as a "suggestion," not a fact. Colors are lightened to reflect lower confidence.

If the n is under 30, ignore the column entirely. Colors are removed – the sample is too small for reliable conclusions.

DEMOGRAPHICS 010 Q2 (Q2\_Direction)

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

	GENDER			AGE			GENDER x AGE						RACE			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Total	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	White	Black	Hispanic	Asian
BASE (UNWT)	800	410	390	211	273	316	103	146	161	108	127	155	530	105	114	26
BASE (WGT)	800	392	408	240	264	296	115	133	144	125	131	152	536	96	104	40
EFF. BASE	738	380	360	194	255	296	95	138	152	99	118	145	496	100	107	23
MOE (95%)	+/-3.6	+/-5.0	+/-5.2	+/-7.0	+/-6.1	+/-5.7	+/-10.0	+/-8.3	+/-8.0	+/-9.9	+/-9.0	+/-8.1	+/-4.4	+/-9.8	+/-9.5	+/-20.5
(All who answered)																
TOTAL RIGHT DIRECTION	325	166	159	107	96	123	56	53	58	52	43	65	180	57	48	28
	41%	42%	39%	45%	36%	41%	48%	40%	40%	41%	33%	43%	34%	59%	46%	71%
	TXYZ14	TXYZ14	TXY14	TXYZ14	TY	TXYZ14	TXYZ14	TY	TXY	TY	TY	TXYZ14	TY	MTXYZ18	TXYZ14	TXYZ14
TOTAL WRONG DIRECTION	475	226	249	133	168	173	60	80	86	73	88	87	356	39	56	12
	59%	58%	61%	55%	64%	59%	52%	60%	60%	59%	67%	57%	66%	41%	54%	29%
	RU413	RU413	RU413	RU4	RUV413	RU413	RU	RU4	RU4	RU4	RU413	RU4	NRUV341	U	RU4	
NET (RIGHT DIRECTION-WRONG DIRECTIO	-19%	-15%	-22%	-11%	-28%	-17%	-3%	-21%	-20%	-17%	-35%	-15%	-33%	+19%	-7%	+42%
Strongly right direction	135	68	67	40	42	54	21	22	26	20	20	28	76	25	18	12
	17%	17%	16%	17%	16%	18%	18%	16%	18%	16%	15%	18%	14%	26%	17%	30%
	T	T	T	T	T	T			T			T		TXYZ14		TY
Somewhat right direction	190	98	92	67	54	69	35	31	32	32	23	37	105	32	30	16
	24%	25%	23%	28%	20%	23%	30%	23%	22%	26%	18%	24%	20%	33%	29%	41%
	TY	TY	TY	TY		TY	TY	Y		TY		TY		TY14	TY	TY
Somewhat wrong direction	206	89	116	47	79	81	21	35	34	26	44	46	143	24	28	5
	26%	23%	28%	19%	30%	27%	18%	26%	24%	21%	34%	30%	27%	25%	27%	14%
	U		U		U	U					U	U	U			
Strongly wrong direction	269	136	132	86	90	93	39	46	52	47	44	41	212	15	28	6
	34%	35%	32%	36%	34%	31%	34%	34%	36%	38%	34%	27%	40%	16%	27%	15%
	RUV413	RUV413	RUV4	RUV413	RUV413	RUV4	RU	RUV4	RUV4	RUV4	RUV4	RU	NRUV413		RU	

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

	PARTY ID (3-WAY)				PARTY ID (5-WAY)					IDEOLOGY				EDUCATION				
	Q	R	S	T	U	V	W	X	Y	Z	1	2	3	4	5	6	7	8
	Total	Dem	Ind	Rep	Strong D	Lean D	Ind	Lean R	Strong R	Very Cons	Some Cons	Mod	Some Lib	Very Lib	HS or Less	Some Coll	BA	Post-Grad
BASE (UNWT)	800	329	192	279	191	138	192	131	148	120	182	213	141	117	223	218	206	153
BASE (WGT)	800	264	256	280	156	108	256	131	149	126	194	226	126	100	240	224	176	160
EFF. BASE	738	317	183	270	184	134	183	127	143	112	171	198	128	110	207	202	193	142
MOE (95%)	+/-3.6	+/-5.5	+/-7.2	+/-6.0	+/-7.2	+/-8.5	+/-7.2	+/-8.7	+/-8.2	+/-9.3	+/-7.5	+/-7.0	+/-8.7	+/-9.4	+/-6.8	+/-6.9	+/-7.1	+/-8.2
(All who answered)																		
TOTAL RIGHT DIRECTION	325	190	96	39	127	63	96	23	16	24	58	96	67	74	103	104	72	46
	41%	72%	38%	14%	82%	58%	38%	18%	11%	19%	30%	42%	53%	73%	43%	47%	41%	29%
	TXYZ14	ABCDEFG	TY		ABCDEFG	EMTXYZ1	TY				TY	TXYZ14	MTXYZ18	ABCDEFH	TXYZ14	TXYZ14	TXY14	
TOTAL WRONG DIRECTION	475	74	160	241	28	46	160	108	133	102	136	131	59	27	137	120	104	114
	59%	28%	62%	86%	18%	42%	62%	82%	89%	81%	70%	58%	47%	27%	57%	53%	59%	71%
	RU413		RU413	ABCDEFG		U	RU413	ABCDGFI	ABCDEFH	ABDFGLN	NRUV341	RU4	U		RU4	RU4	RU413	NRUV341
NET (RIGHT DIRECTION-WRONG DIRECTIO	-19%	+44%	-25%	-72%	+63%	+16%	-25%	-65%	-78%	-62%	-40%	-16%	+7%	+46%	-14%	-7%	-19%	-42%
Strongly right direction	135	83	39	14	59	24	39	7	7	7	27	33	27	39	41	49	25	21
	17%	31%	15%	5%	38%	22%	15%	5%	5%	6%	14%	15%	22%	38%	17%	22%	14%	13%
	T	ABCEMQS			ABCDEFH	TY							TY	ABCDEFM	T	TXY14		
Somewhat right direction	190	107	58	25	68	39	58	16	9	16	31	63	40	35	62	56	47	26
	24%	41%	22%	9%	44%	36%	22%	12%	6%	13%	16%	28%	32%	35%	26%	25%	27%	16%
	TY	ABCEFKM	Y		ABCEFIK	TXYZ14	Y					TY	TY14	TXY14	TY	TY	TY	
Somewhat wrong direction	206	49	83	73	17	33	83	44	29	31	55	74	24	16	58	56	54	38
	26%	19%	32%	26%	11%	30%	32%	34%	20%	25%	28%	33%	19%	16%	24%	25%	31%	23%
	U		U	U		U	U	U			U	U					U	
Strongly wrong direction	269	25	77	168	12	13	77	64	103	71	81	57	34	11	79	64	50	76
	34%	9%	30%	60%	8%	12%	30%	49%	69%	56%	42%	25%	27%	11%	33%	28%	28%	48%
	RUV413		RU	ABCDEFH			RU	NRUV241	ABCDEFH	ABCFLNO	NRUV413	RU	RU		RUV4	RU	RU	NRUV241

GEOGRAPHY & 2024 VOTE 012 Q2 (Q2\_Direction)

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

	REGION				2024 VOTE		
	9	10	11	12	13	14	15
	Total	Urban	Suburban	Rural	Voted Dem	Voted Rep	Did Not Vote
BASE (UNWT)	800	253	314	233	365	319	116
BASE (WGT)	800	256	344	200	331	341	128
EFF. BASE	738	237	289	221	333	301	108
MOE (95%)	+/-3.6	+/-6.4	+/-5.8	+/-6.6	+/-5.4	+/-5.6	+/-9.4
(All who answered)							
TOTAL RIGHT DIRECTION	325	115	147	64	196	80	49
	41%	45%	43%	32%	59%	23%	39%
	TXYZ14	TXYZ14	TXYZ14	TY	ABCEFKM		TY
TOTAL WRONG DIRECTION	475	141	197	136	135	261	79
	59%	55%	57%	68%	41%	77%	61%
	RU413	RU4	RU413	NRUV413	U	ABCDFGL	RU4
NET (RIGHT DIRECTION-WRONG DIRECTIO	-19%	-10%	-15%	-36%	+19%	-53%	-23%
Strongly right direction	135	50	57	28	84	30	21
	17%	20%	17%	14%	25%	9%	17%
	T	TY	T		MTXYZ14		
Somewhat right direction	190	65	90	35	112	50	28
	24%	25%	26%	18%	34%	15%	22%
	TY	TY	TY		MTXYZ11		
Somewhat wrong direction	206	56	94	55	71	91	44
	26%	22%	27%	28%	21%	27%	34%
	U		U	U		U	U
Strongly wrong direction	269	85	103	81	64	170	34
	34%	33%	30%	41%	19%	50%	27%
	RUV413	RUV4	RU	NRUV413		ACFLNOQ	RU

DEMOGRAPHICS 016 Q4 (Q4\_Cong\_Approval)  
 4 Do you approve or disapprove of the job Congress is doing?

	GENDER			AGE			GENDER × AGE						RACE			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Total	Male	Female	18-34	35-54	55+	18-34 M	35-54 M	55+ M	18-34 F	35-54 F	55+ F	White	Black	Hispanic	Asian
BASE (UNWT)	800	410	390	211	273	316	103	146	161	108	127	155	530	105	114	26
BASE (WGT)	800	392	408	240	264	296	115	133	144	125	131	152	536	96	104	40
EFF. BASE	738	380	360	194	255	296	95	138	152	99	118	145	496	100	107	23
MOE (95%) (All who answered)	+/-3.6	+/-5.0	+/-5.2	+/-7.0	+/-6.1	+/-5.7	+/-10.0	+/-8.3	+/-8.0	+/-9.9	+/-9.0	+/-8.1	+/-4.4	+/-9.8	+/-9.5	+/-20.5
TOTAL APPROVE	241	119	122	78	76	87	44	41	34	34	35	53	135	42	36	16
	30%	30%	30%	32%	29%	29%	38%	31%	24%	27%	26%	35%	25%	44%	35%	41%
	TY	TY	TY	TY		TY	TY	Y				TY		TXY1121	TY	
TOTAL DISAPPROVE	515	244	271	146	173	196	63	82	99	83	91	96	371	47	63	21
	64%	62%	66%	61%	66%	66%	55%	62%	69%	67%	70%	63%	69%	49%	60%	53%
	RU	RU	RU	U	RU	RU			RU	RU	RU	U	RUV413			
NET (APPROVE-DISAPPROVE)	-34%	-32%	-37%	-29%	-37%	-37%	-17%	-30%	-46%	-40%	-43%	-28%	-44%	-6%	-26%	-12%
Strongly approve	56	28	28	16	19	22	7	12	9	8	8	12	31	10	11	1
	7%	7%	7%	6%	7%	7%	6%	9%	6%	7%	6%	8%	6%	10%	10%	3%
Somewhat approve	184	91	94	62	57	66	36	30	25	26	27	41	104	32	25	15
	23%	23%	23%	26%	21%	22%	31%	22%	17%	21%	21%	27%	19%	33%	24%	38%
							TY							TY		
Somewhat disapprove	201	83	118	58	63	81	19	25	39	39	38	41	142	26	26	4
	25%	21%	29%	24%	24%	27%	16%	19%	27%	31%	29%	27%	27%	27%	25%	9%
Strongly disapprove	314	161	153	89	110	115	44	57	60	45	53	55	229	22	37	18
	39%	41%	37%	37%	42%	39%	38%	43%	42%	36%	41%	36%	43%	23%	36%	45%
	RUV13	RUV13	RUV	R	RUV13	RUV	R	RUV	RUV		RV	R	RUV413			
Unsure	44	29	15	16	15	13	9	10	11	7	5	3	30	7	5	2
	6%	7%	4%	7%	6%	4%	7%	7%	7%	6%	4%	2%	6%	7%	5%	6%

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

	PARTY ID (3-WAY)				PARTY ID (5-WAY)					IDEOLOGY					EDUCATION			
	Q	R	S	T	U	V	W	X	Y	Z	1	2	3	4	5	6	7	8
	Total	Dem	Ind	Rep	Strong D	Lean D	Ind	Lean R	Strong R	Very Cons	Some Cons	Mod	Some Lib	Very Lib	HS or Less	Some Coll	BA	Post-Grad
BASE (UNWT)	800	329	192	279	191	138	192	131	148	120	182	213	141	117	223	218	206	153
BASE (WGT)	800	264	256	280	156	108	256	131	149	126	194	226	126	100	240	224	176	160
EFF. BASE	738	317	183	270	184	134	183	127	143	112	171	198	128	110	207	202	193	142
MOE (95%)	+/-3.6	+/-5.5	+/-7.2	+/-6.0	+/-7.2	+/-8.5	+/-7.2	+/-8.7	+/-8.2	+/-9.3	+/-7.5	+/-7.0	+/-8.7	+/-9.4	+/-6.8	+/-6.9	+/-7.1	+/-8.2
(All who answered)																		
TOTAL APPROVE	241	132	68	41	84	48	68	24	17	24	40	68	54	48	73	68	59	42
	30%	50%	27%	15%	54%	44%	27%	18%	12%	19%	21%	30%	43%	48%	30%	30%	33%	26%
	TY	ABCEFIK			ABCDEFH	MTXYZ11						TY	MTXY112	IMTXYZ1	TY	TY	TY	
TOTAL DISAPPROVE	515	115	173	227	61	54	173	101	126	100	143	142	67	47	157	147	102	108
	64%	43%	68%	81%	39%	50%	68%	77%	85%	79%	74%	63%	53%	47%	66%	66%	58%	68%
	RU		RU	ABCDEFG			RU	NRUV413	ABCDEFG	NRUV341	NRUV413	RU			RU	RU	RU	RU
NET (APPROVE-DISAPPROVE)	-34%	+6%	-41%	-67%	+15%	-5%	-41%	-59%	-73%	-60%	-53%	-33%	-10%	+1%	-35%	-36%	-25%	-42%
Strongly approve	56	36	14	7	22	14	14	3	4	5	8	15	13	15	19	12	22	4
	7%	14%	5%	2%	14%	13%	5%	2%	2%	4%	4%	7%	10%	15%	8%	5%	13%	2%
		T14			T14	T								T			T	
Somewhat approve	184	96	54	34	61	34	54	21	14	19	32	53	42	33	54	56	37	38
	23%	36%	21%	12%	39%	32%	21%	16%	9%	15%	16%	23%	33%	33%	22%	25%	21%	24%
		AIMQTXY			ABCEFM	TY							TY	TY				
Somewhat disapprove	201	66	70	65	31	36	70	45	20	26	48	65	29	26	64	58	38	42
	25%	25%	28%	23%	20%	33%	28%	34%	13%	21%	25%	29%	23%	25%	27%	26%	21%	26%
							Y											
Strongly disapprove	314	49	102	163	30	18	102	56	106	74	95	77	39	22	94	89	65	66
	39%	18%	40%	58%	19%	17%	40%	43%	72%	59%	49%	34%	31%	22%	39%	40%	37%	42%
	RUV13		RUV	ABCDFLM			RUV	RUV	ABCDEFG	NRUV234	NRUV413	R			RUV	RUV	R	RUV
Unsure	44	17	15	12	11	6	15	6	6	2	10	17	4	5	10	9	15	10
	6%	7%	6%	4%	7%	6%	6%	5%	4%	1%	5%	7%	3%	5%	4%	4%	8%	6%

GEOGRAPHY & 2024 VOTE 018 Q4 (Q4\_Cong\_Approval)  
 4 Do you approve or disapprove of the job Congress is doing?

	REGION			2024 VOTE			
	9	10	11	12	13	14	15
	Total	Urban	Suburban	Rural	Voted Dem	Voted Rep	Did Not Vote
BASE (UNWT)	800	253	314	233	365	319	116
BASE (WGT)	800	256	344	200	331	341	128
EFF. BASE	738	237	289	221	333	301	108
MOE (95%)	+/-3.6	+/-6.4	+/-5.8	+/-6.6	+/-5.4	+/-5.6	+/-9.4
(All who answered)							
TOTAL APPROVE	241	88	109	43	131	74	36
	30%	34%	32%	22%	40%	22%	28%
	TY	TY	TY		MTXY112		
TOTAL DISAPPROVE	515	151	218	146	178	254	84
	64%	59%	63%	73%	54%	74%	66%
	RU	U	RU	NRUV413		NRUV341	U
NET (APPROVE-DISAPPROVE)	-34%	-25%	-31%	-52%	-14%	-53%	-37%
Strongly approve	56	24	21	12	35	13	9
	7%	9%	6%	6%	10%	4%	7%
Somewhat approve	184	64	89	31	96	61	27
	23%	25%	26%	16%	29%	18%	21%
			TY		TY		
Somewhat disapprove	201	59	81	61	96	68	38
	25%	23%	24%	30%	29%	20%	29%
Strongly disapprove	314	92	136	85	82	185	46
	39%	36%	40%	43%	25%	54%	36%
	RUV13	R	RUV	RUV13		ACNQRUV	
Unsure	44	17	17	11	22	14	8
	6%	6%	5%	5%	7%	4%	6%