

October 18, 2024



CYGNAL

Survey of Likely General Election Voters Washington Congressional District 4

October 15 – 17, 2024 | n=500 | $\pm 4.35\%$

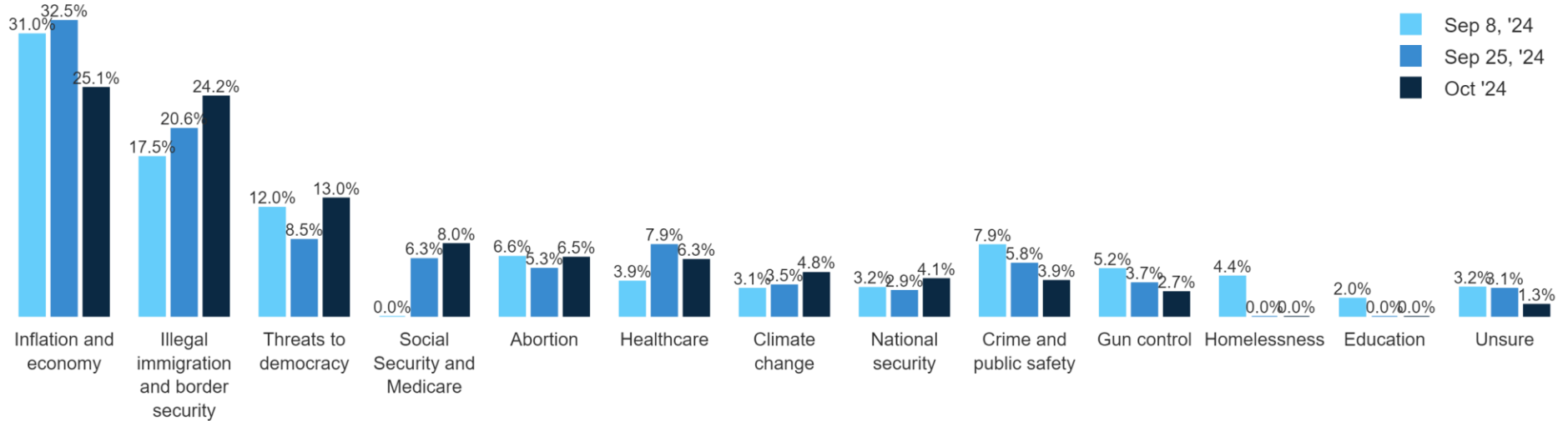
Insights & Analysis

- **Newhouse has improved his standing on the ballot** for Congressional District 4 and trails Sessler by 3 points (38 – 41), a change from largely erasing Sessler’s +10 lead in September (34 – 44).
 - The political environment **remains strongly conservative**: the generic ballot stands at R+30 (R+23 in September), and the presidential ballot stands at Trump +20 (Trump +17 in September).
- On the HD ballot, **Newhouse improved with** voters 55+, non-college voters, Hispanic voters, and Democrats. He regressed in the southeast portion of the district but improved elsewhere.
 - **Undecideds** (22%) are **split between the generic and presidential ballots**. They tend to be women, more moderate, married, 2:1 white to Hispanic, and are lower-education voters.
 - **Newhouse leads with Democrats** 64 – 4 but **trails with Republicans** 22 – 64. All efforts to assist Newhouse should continue to encourage Democrats to pick the moderate and a blank is a vote for a MAGA extremist.
 - Among **Independents** (24% of the electorate), Newhouse leads 39 – 37, with a quarter undecided. Independents tend to be strong supporters of Republicans further up the ticket.
 - Newhouse **trails in the northern part of the district** (26% of the electorate) 29 – 42, **but the race is deadlocked in the southwest** (33% of the electorate) and **southeast** (41% of the electorate) parts of the district.
- **Newhouse** (35 fav, 46 unfav) has further taken on water. His image took the biggest hit with college-educated women, Republicans, and in the northern part of the district.
- Similarly, **Sessler** (36 fav, 30 unfav) increased his unfavs faster than his favs, especially with women and Democrats.

Insights & Analysis

- 78% of voters have seen, read, or heard (SRH) from **Newhouse**, and his information flow is largely positive (41 positive, 18 negative, 34 even mix).
 - Voters are SRHing the most information **on TV** (39%), followed by **online** (33%) and **mail** (30%). Closing with contrast on these three mediums will help.
- 69% of voters have SRH from **Sessler**, but his information flow is much more negative: 35 positive, 30 negative, 27 even mix.
 - 32% recall SRHing from Sessler **on TV**, followed by **online** (27%) and **mail** (19%), and TV and online are especially negative for him.
 - **Newhouse** is ahead with voters who have **SRH from both candidates on TV**, but he's losing with those who have SRH from both online and in the mail. Focus with contrasting online and mail ads.
- Segmentation analysis identified three voter groups: Newhouse Supporters (21%), Lean Newhouse (18%), and Lean Sessler (61%).
 - The **Lean Newhouse** segment supports the generic Democrat and Harris, and they support Newhouse on the HD ballot with a majority undecided. They tend to be women, younger, most liberal, have lower education and are the lowest propensity voters.
 - The **Newhouse Supporters** segment supports the generic Democrat and Harris, and they support Newhouse on the HD ballot 81 – 7, with 12% undecided. They tend to be older, most moderate, have the highest education, and are the highest propensity voters.
 - The **Lean Sessler** segment supports the generic Republican and Trump, and they support Sessler on the HD 62 – 20, with 18% undecided. A large chunk of this segment either supports Newhouse or is undecided. They tend to be men, older, most conservative, have the lowest education, and are higher-propensity voters.

Top Priority



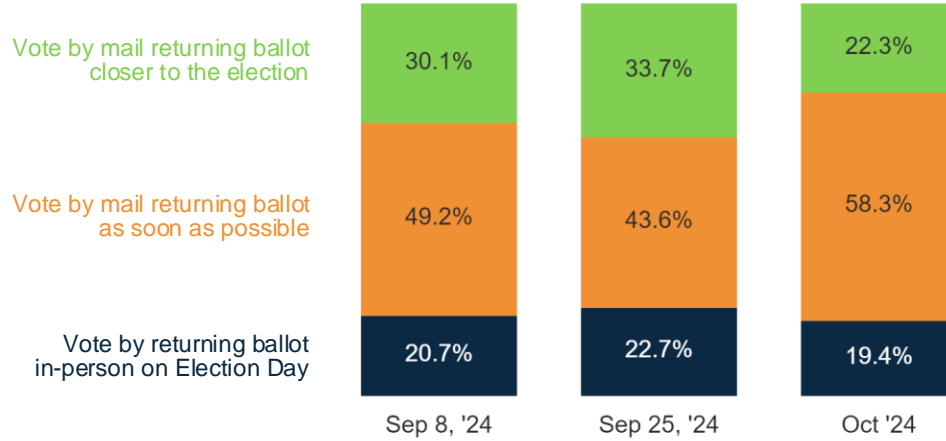
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	25%	34%	14%	28%	20%	16%	29%	27%	25%	30%	18%	27%	31%	28%	9%	32%	23%	8%	24%	32%	22%	27%	26%	32%	14%	28%	24%	25%	23%
Illegal immigration and border security	24%	9%	33%	30%	30%	21%	35%	24%	7%	25%	24%	24%	37%	22%	3%	35%	23%	0%	27%	13%	17%	11%	33%	41%	3%	20%	24%	16%	31%
Threats to democracy	13%	11%	14%	17%	10%	27%	7%	11%	15%	10%	13%	15%	8%	12%	24%	7%	15%	28%	14%	10%	14%	15%	9%	6%	24%	5%	10%	15%	17%
Social Security and Medicare	8%	4%	19%	1%	10%	2%	7%	8%	11%	6%	11%	7%	4%	9%	14%	6%	13%	8%	7%	9%	11%	11%	1%	4%	13%	5%	11%	7%	8%
Abortion	7%	11%	7%	3%	4%	6%	2%	7%	14%	6%	5%	8%	3%	6%	15%	4%	4%	15%	7%	6%	7%	5%	12%	3%	12%	3%	8%	9%	6%
Healthcare	6%	15%	1%	4%	2%	6%	2%	10%	8%	5%	11%	3%	4%	6%	11%	3%	9%	13%	4%	15%	10%	11%	3%	3%	11%	16%	5%	11%	1%
Climate change	5%	6%	4%	4%	5%	10%	1%	2%	13%	5%	3%	6%	0%	3%	15%	0%	2%	20%	6%	2%	6%	3%	3%	0%	12%	7%	4%	7%	2%
National security	4%	2%	5%	3%	7%	4%	5%	5%	0%	7%	4%	3%	6%	1%	3%	6%	2%	2%	4%	3%	1%	5%	0%	6%	2%	3%	3%	5%	5%
Crime and public safety	4%	4%	1%	4%	7%	3%	7%	4%	1%	3%	6%	3%	5%	5%	2%	5%	4%	0%	3%	5%	4%	2%	0%	4%	3%	5%	5%	3%	4%
Gun control	3%	2%	0%	3%	5%	4%	4%	0%	5%	1%	4%	3%	1%	5%	3%	2%	3%	4%	3%	2%	1%	6%	5%	2%	5%	6%	4%	2%	1%
Homelessness	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Education	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unsure	1%	2%	1%	2%	0%	0%	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	1%	3%	1%	3%	5%	5%	7%	1%	1%	3%	2%	0%	1%

Which one of the following issues is the most important to you in the election for U.S. Congress?

Percent Change: Top Priority (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Halters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4	
Inflation and economy	-7%	7%	-6%	-19%	-15%	-27%	-12%	2%	2%	-1%	-15%	-6%	-10%	-7%	-4%	-9%	-6%	-9%	-5%	-5%	-9%	-17%	-8%	-5%	-15%	2%	-9%	-8%		
Illegal immigration and border security	4%	-11%	8%	13%	9%	2%	16%	-2%	-6%	-2%	6%	6%	5%	0%	3%	1%	11%	-1%	5%	-4%	7%	-1%	15%	5%	2%	-2%	9%	-3%	6%	
Threats to democracy	5%	3%	5%	12%	-3%	16%	0%	4%	3%	3%	7%	4%	6%	5%	3%	4%	3%	11%	4%	3%	3%	7%	5%	4%	6%	0%	-2%	5%	10%	
Social Security and Medicare	2%	1%	4%	-2%	5%	0%	2%	-2%	6%	0%	2%	2%	1%	3%	3%	2%	1%	1%	1%	2%	0%	2%	1%	0%	3%	-4%	3%	-1%	4%	
Abortion	1%	2%	3%	-1%	0%	3%	-2%	1%	6%	2%	-2%	4%	2%	-2%	5%	2%	-1%	1%	2%	3%	1%	0%	12%	2%	1%	0%	-1%	6%	0%	
Healthcare	-2%	5%	-3%	-6%	-4%	-5%	-5%	5%	-7%	-1%	1%	-4%	0%	0%	-7%	2%	-4%	-5%	-3%	3%	4%	2%	-7%	-1%	-4%	10%	-6%	2%	-5%	
Climate change	1%	5%	-3%	0%	2%	5%	-1%	-1%	9%	3%	0%	2%	-1%	0%	8%	-2%	0%	11%	2%	0%	-3%	-1%	-1%	0%	5%	4%	1%	5%	-2%	
National security	1%	1%	-1%	2%	3%	3%	2%	-5%	5%	1%	-1%	3%	-3%	1%	3%	-1%	-1%	2%	1%	0%	1%	-9%	2%	0%	1%	-2%	4%	1%		
Crime and public safety	-2%	-5%	-3%	-1%	3%	2%	0%	-2%	-7%	-2%	2%	-5%	-3%	-1%	-1%	-2%	0%	-4%	-2%	-1%	1%	-4%	-8%	-4%	0%	4%	1%	-6%	-1%	
Gun control	-1%	-3%	-1%	-1%	2%	1%	0%	-5%	3%	-3%	-1%	0%	-2%	4%	-5%	0%	-2%	-3%	0%	-4%	-4%	3%	5%	0%	-3%	1%	-3%	0%	-2%	
Homelessness	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Education	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unsure	-2%	-4%	-3%	2%	-3%	0%	0%	-3%	-4%	-3%	0%	-2%	-1%	1%	-5%	-1%	-2%	-2%	-3%	0%	-5%	0%	5%	-1%	-4%	1%	-2%	-3%	-3%	

Vote Method



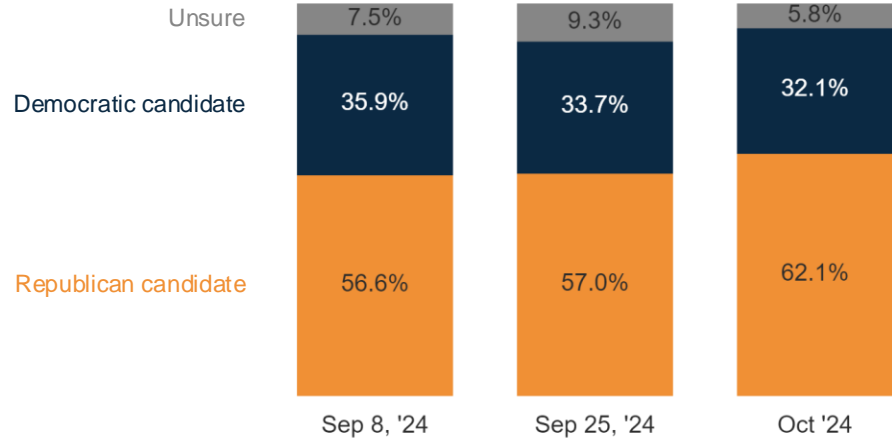
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	72%	74%	74%	67%	75%	74%	69%	75%	73%	70%	75%	72%	69%	73%	81%	69%	79%	79%	76%	66%	77%	68%	64%	70%	79%	69%	62%	80%	76%
Probably vote	28%	26%	26%	33%	25%	26%	31%	25%	27%	30%	25%	28%	31%	27%	19%	31%	21%	21%	24%	34%	23%	32%	36%	30%	21%	31%	38%	20%	24%
Vote by returning ballot in-person on Election Day	19%	18%	12%	30%	18%	13%	30%	19%	6%	16%	22%	19%	25%	21%	9%	25%	17%	7%	17%	20%	14%	9%	20%	27%	8%	31%	22%	13%	16%
Vote by mail returning ballot as soon as possible	58%	55%	71%	49%	60%	57%	53%	62%	64%	63%	53%	59%	58%	49%	65%	56%	61%	64%	64%	43%	66%	56%	47%	57%	63%	45%	54%	65%	62%
Vote by mail returning ballot closer to the election	22%	27%	17%	21%	23%	30%	17%	19%	30%	21%	24%	21%	17%	30%	26%	19%	23%	30%	18%	37%	20%	36%	33%	16%	29%	24%	23%	22%	22%
Definitely vote by returning ballot in-person on Election...	13%	15%	7%	17%	10%	10%	16%	15%	5%	10%	17%	12%	15%	15%	7%	17%	11%	6%	12%	13%	5%	4%	7%	17%	7%	24%	12%	12%	10%
Probably vote by returning ballot in-person on Election Day	7%	3%	5%	12%	7%	3%	14%	5%	1%	7%	6%	7%	10%	6%	2%	9%	6%	1%	6%	7%	9%	5%	13%	10%	1%	7%	10%	2%	7%
Definitely vote by mail returning ballot as soon as possible	45%	43%	56%	36%	47%	41%	41%	47%	52%	45%	43%	46%	43%	40%	54%	41%	52%	50%	50%	32%	55%	39%	29%	42%	50%	28%	39%	53%	50%
Probably vote by mail returning ballot as soon as possible	14%	12%	16%	14%	13%	16%	12%	15%	12%	18%	10%	14%	15%	9%	11%	15%	8%	13%	15%	11%	11%	17%	18%	15%	12%	17%	16%	11%	12%
Definitely vote by mail returning ballot closer to the election	15%	16%	12%	14%	17%	23%	12%	13%	15%	16%	15%	14%	11%	18%	20%	11%	16%	23%	14%	20%	17%	26%	28%	11%	21%	17%	11%	15%	17%
Probably vote by mail returning ballot closer to the election	7%	11%	5%	7%	5%	7%	5%	5%	15%	5%	9%	7%	6%	13%	6%	7%	7%	7%	4%	17%	3%	10%	5%	6%	8%	7%	12%	7%	5%

How do you plan to vote in the November 5th general election for President, U.S. Senate, U.S. Congress, and statewide races?

Percent Change: Vote Method (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	1%	2%	4%	0%	-5%	-8%	0%	7%	-5%	5%	-1%	-1%	-1%	2%	2%	-6%	21%	0%	5%	-9%	9%	-1%	-13%	1%	0%	-5%	-6%	8%	3%
Probably vote	-1%	-2%	-4%	0%	5%	8%	0%	-7%	5%	-5%	1%	1%	1%	-2%	-2%	6%	-21%	0%	-5%	9%	-9%	1%	13%	-1%	0%	5%	6%	-8%	-3%
Vote by returning ballot in-person on Election Day	-3%	-10%	-3%	3%	-2%	-8%	5%	-3%	-14%	-11%	1%	-2%	1%	-4%	-6%	-1%	-4%	-9%	-4%	-1%	-2%	-6%	13%	-2%	-5%	0%	4%	-11%	-2%
Vote by mail returning ballot as soon as possible	15%	13%	27%	12%	8%	15%	8%	20%	18%	22%	9%	14%	20%	7%	7%	13%	21%	11%	19%	2%	24%	18%	0%	20%	6%	3%	12%	28%	14%
Vote by mail returning ballot closer to the election	-11%	-3%	-23%	-15%	-5%	-7%	-13%	-17%	-4%	-12%	-10%	-12%	-21%	-3%	-1%	-12%	-18%	-3%	-15%	0%	-22%	-12%	-13%	-18%	-1%	-3%	-16%	-17%	-11%
Definitely vote by returning ballot in-person on Election Day	-3%	-4%	-3%	1%	-6%	-7%	0%	-1%	-6%	-7%	0%	-3%	-2%	-1%	-4%	-3%	-1%	-5%	-2%	-2%	-3%	-4%	3%	-3%	-3%	0%	-1%	-5%	-4%
Probably vote by returning ballot in-person on Election Day	0%	-6%	0%	3%	4%	-1%	6%	-2%	-8%	-3%	1%	1%	3%	-3%	-2%	2%	-3%	-4%	-2%	1%	1%	-2%	9%	1%	-3%	0%	5%	-6%	1%
Definitely vote by mail returning ballot as soon as possible	10%	8%	22%	5%	6%	0%	8%	16%	11%	19%	7%	6%	14%	9%	1%	8%	25%	4%	15%	-6%	24%	9%	-6%	14%	3%	-7%	4%	24%	13%
Probably vote by mail returning ballot as soon as possible	5%	5%	5%	7%	2%	15%	-1%	4%	7%	3%	2%	8%	6%	-2%	6%	6%	-3%	7%	4%	8%	1%	8%	7%	6%	3%	10%	9%	4%	1%
Definitely vote by mail returning ballot closer to the election	-6%	-1%	-15%	-6%	-4%	0%	-8%	-7%	-10%	-7%	-8%	-4%	-13%	-6%	5%	-10%	-3%	1%	-9%	-1%	-12%	-6%	-9%	-10%	0%	2%	-9%	-10%	-7%
Probably vote by mail returning ballot closer to the election	-5%	-2%	-8%	-9%	-1%	-7%	-5%	-9%	6%	-5%	-2%	-8%	-8%	3%	-6%	-2%	-15%	-4%	-7%	1%	-10%	-6%	-3%	-8%	-1%	-5%	-8%	-6%	-5%

Generic Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	62%	49%	64%	68%	71%	51%	79%	63%	40%	67%	57%	63%	97%	55%	7%	91%	51%	5%	63%	58%	44%	38%	52%	97%	14%	53%	62%	51%	72%
Democratic candidate	32%	44%	29%	27%	25%	44%	17%	30%	54%	28%	37%	31%	1%	33%	90%	6%	39%	90%	32%	36%	44%	31%	28%	1%	79%	35%	32%	45%	23%
Definitely the Republican candidate	55%	45%	57%	59%	63%	39%	72%	57%	36%	61%	48%	57%	91%	45%	4%	85%	37%	2%	55%	52%	36%	0%	32%	91%	8%	45%	57%	44%	65%
Probably the Republican candidate	7%	4%	7%	10%	8%	12%	8%	6%	4%	6%	9%	6%	6%	10%	3%	6%	14%	3%	8%	6%	8%	38%	20%	7%	6%	7%	6%	7%	7%
Probably the Democratic candidate	6%	10%	3%	6%	1%	6%	3%	5%	10%	2%	10%	5%	1%	13%	8%	2%	13%	9%	5%	10%	7%	31%	11%	0%	12%	12%	8%	5%	3%
Definitely the Democratic candidate	26%	34%	25%	21%	24%	38%	14%	25%	43%	26%	27%	26%	0%	20%	82%	5%	26%	81%	27%	26%	38%	0%	17%	1%	67%	23%	25%	39%	21%
Unsure	6%	7%	7%	5%	3%	5%	4%	7%	7%	5%	6%	6%	1%	12%	3%	3%	10%	5%	6%	6%	12%	31%	20%	2%	7%	12%	6%	4%	5%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Percent Change: Generic Ballot (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	5%	6%	7%	2%	7%	-4%	9%	6%	6%	7%	-3%	10%	2%	6%	3%	5%	6%	-2%	3%	15%	17%	9%	-18%	5%	4%	-11%	13%	-3%	9%
Democratic candidate	-2%	-3%	-3%	-1%	-1%	5%	-4%	-6%	3%	1%	3%	-6%	0%	3%	-3%	0%	-6%	4%	2%	-15%	-12%	2%	12%	-1%	-1%	6%	-8%	7%	-4%
Definitely the Republican candidate	4%	7%	6%	-2%	7%	-7%	8%	8%	3%	7%	-6%	11%	2%	6%	-1%	6%	3%	-4%	1%	15%	18%	0%	-27%	6%	1%	-12%	10%	0%	8%
Probably the Republican candidate	1%	-2%	1%	4%	-1%	4%	1%	-2%	2%	0%	3%	-1%	0%	-1%	3%	-1%	3%	2%	1%	0%	-1%	9%	9%	-1%	3%	1%	3%	-3%	1%
Probably the Democratic candidate	-1%	-1%	-1%	0%	-2%	3%	-3%	-2%	-1%	-1%	1%	-2%	0%	5%	-7%	0%	2%	-5%	0%	-1%	2%	2%	3%	0%	-1%	5%	1%	-3%	-1%
Definitely the Democratic candidate	-1%	-2%	-2%	-1%	1%	2%	-1%	-4%	4%	1%	1%	-4%	-1%	-1%	4%	0%	-7%	9%	2%	-15%	-14%	0%	9%	-1%	1%	1%	-9%	11%	-3%
Unsure	-3%	-3%	-4%	-1%	-6%	-2%	-4%	-1%	-8%	-8%	0%	-3%	-2%	-9%	0%	-5%	-1%	-2%	-4%	0%	-5%	-11%	5%	-4%	-3%	5%	-5%	-5%	-5%

Image Tests

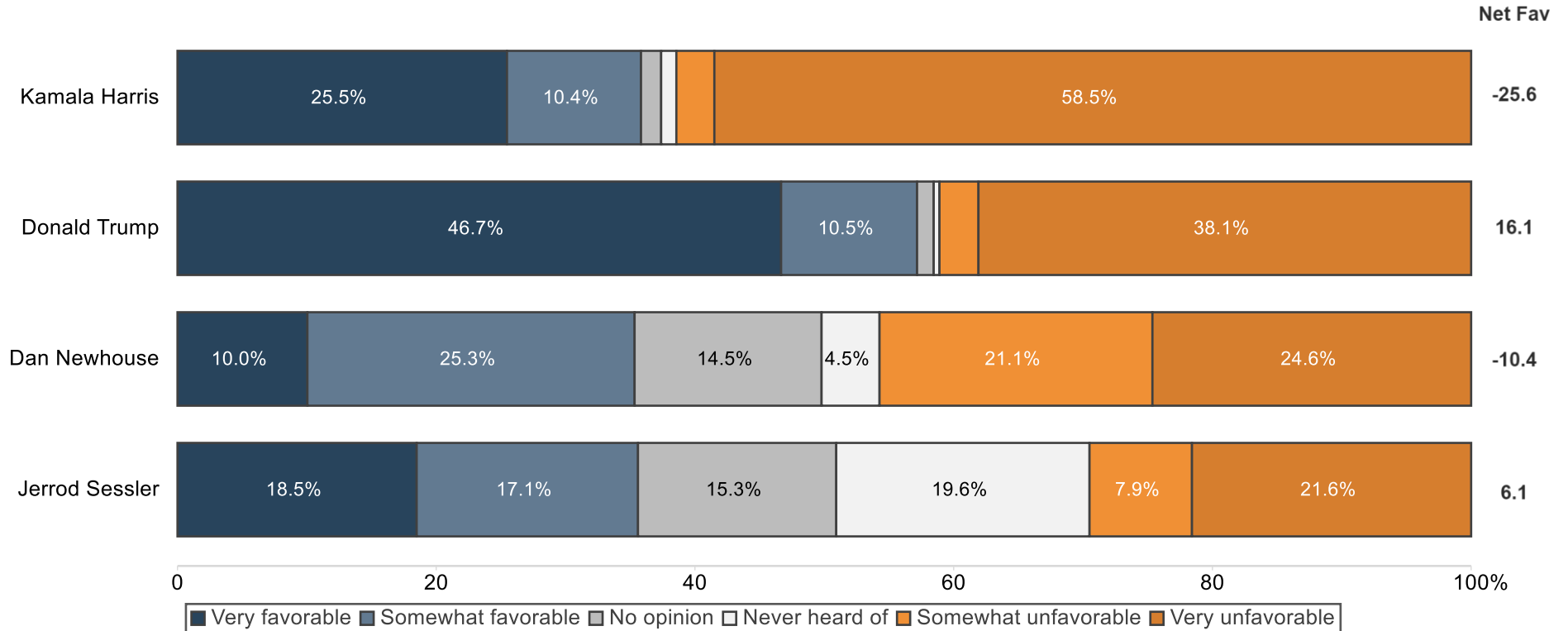


Image Tests Heatmaps

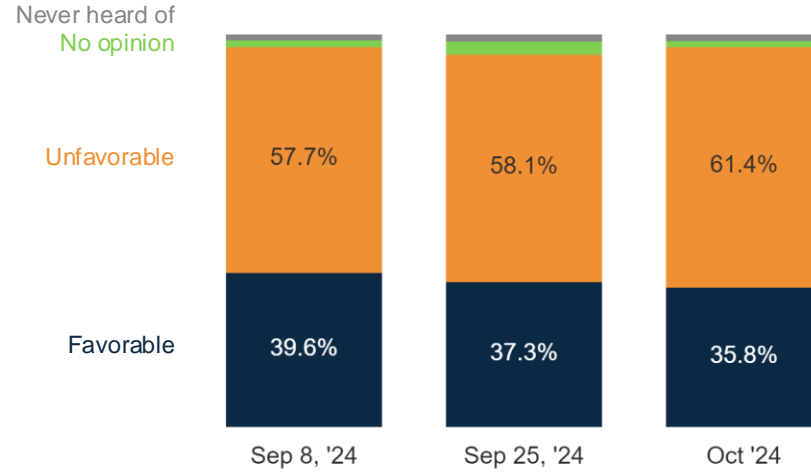
Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	36%	42%	36%	29%	35%	54%	20%	32%	55%	28%	41%	37%	2%	38%	95%	8%	50%	91%	36%	39%	45%	47%	0%	2%	87%	40%	34%	50%	27%
Donald Trump	57%	51%	58%	59%	62%	36%	73%	62%	38%	61%	52%	58%	92%	47%	3%	86%	43%	1%	58%	52%	41%	30%	0%	94%	9%	53%	56%	48%	65%
Dan Newhouse	35%	27%	39%	32%	47%	46%	35%	30%	39%	26%	41%	37%	29%	36%	48%	30%	47%	41%	38%	33%	17%	42%	30%	26%	52%	37%	29%	37%	38%
Jerrod Sessler	36%	27%	38%	37%	43%	23%	48%	37%	19%	37%	40%	31%	59%	27%	4%	57%	20%	2%	39%	19%	10%	20%	13%	59%	6%	14%	38%	31%	46%

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	61%	54%	63%	69%	61%	41%	78%	65%	45%	69%	56%	61%	96%	57%	4%	89%	46%	8%	62%	56%	52%	49%	100%	96%	10%	52%	64%	47%	72%
Donald Trump	41%	45%	41%	40%	37%	63%	26%	36%	61%	36%	45%	41%	7%	50%	95%	13%	53%	98%	42%	44%	55%	64%	100%	6%	89%	45%	41%	50%	34%
Dan Newhouse	46%	44%	48%	48%	42%	37%	49%	44%	51%	52%	42%	45%	54%	40%	39%	53%	34%	42%	46%	40%	35%	35%	51%	54%	35%	28%	51%	40%	54%
Jerrod Sessler	29%	30%	34%	24%	30%	43%	18%	26%	48%	25%	24%	36%	10%	29%	65%	11%	39%	67%	31%	26%	28%	32%	42%	9%	62%	26%	27%	37%	29%

Image: Kamala Harris



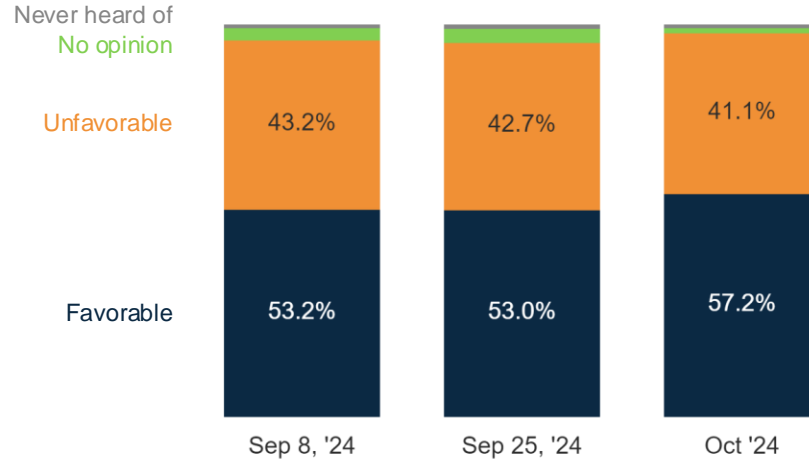
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	36%	42%	36%	29%	35%	54%	20%	32%	55%	28%	41%	37%	2%	38%	95%	8%	50%	91%	36%	39%	45%	47%	2%	87%	40%	34%	50%	27%
Unfavorable Total	61%	54%	63%	69%	61%	41%	78%	65%	45%	69%	56%	61%	96%	57%	4%	89%	46%	8%	62%	56%	52%	49%	96%	10%	52%	64%	47%	72%
Very favorable	25%	29%	27%	15%	31%	34%	16%	24%	35%	21%	27%	27%	1%	21%	74%	7%	30%	67%	24%	32%	33%	24%	1%	63%	26%	21%	35%	22%
Somewhat favorable	10%	13%	9%	14%	4%	20%	4%	8%	20%	8%	13%	10%	1%	17%	21%	1%	20%	25%	12%	7%	12%	24%	0%	24%	13%	13%	15%	5%
Somewhat unfavorable	3%	4%	1%	4%	2%	3%	2%	2%	5%	1%	4%	4%	3%	4%	1%	3%	2%	1%	2%	4%	6%	9%	1%	4%	7%	0%	0%	4%
Very unfavorable	58%	50%	61%	66%	59%	37%	76%	62%	40%	68%	53%	57%	93%	53%	2%	86%	44%	7%	60%	52%	46%	40%	95%	7%	45%	64%	47%	68%
No opinion	2%	3%	2%	0%	2%	0%	1%	3%	0%	2%	2%	1%	0%	5%	0%	1%	3%	0%	1%	2%	1%	3%	0%	2%	3%	1%	3%	1%
Never heard of	1%	0%	0%	1%	3%	5%	1%	0%	0%	1%	1%	2%	2%	0%	2%	2%	0%	0%	0%	3%	2%	0%	1%	1%	6%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Kamala Harris?

Percent Change: Kamala Harris Image (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-1%	-8%	4%	0%	1%	7%	-3%	-7%	-1%	0%	1%	-5%	0%	-2%	2%	0%	1%	1%	1%	-11%	-13%	2%	0%	-1%	-2%	1%	-8%	14%	-8%
Unfavorable Total	3%	8%	1%	2%	1%	-7%	7%	6%	3%	2%	-2%	8%	1%	5%	-1%	2%	1%	1%	1%	12%	18%	8%	0%	2%	1%	-7%	11%	-12%	11%
Very favorable	0%	-1%	-1%	-1%	4%	-2%	3%	-3%	1%	2%	2%	-2%	0%	3%	3%	2%	-1%	2%	2%	-6%	-11%	7%	0%	1%	1%	4%	-4%	5%	-3%
Somewhat favorable	-2%	-8%	4%	1%	-3%	9%	-6%	-3%	-2%	-2%	0%	-3%	0%	-5%	0%	-2%	2%	-1%	-1%	-5%	-3%	-5%	0%	-2%	-3%	-3%	-4%	9%	-5%
Somewhat unfavorable	-2%	0%	-5%	-2%	-2%	-2%	-2%	-2%	-3%	-6%	0%	-1%	-5%	-1%	0%	-3%	-3%	-3%	-3%	-2%	2%	-4%	-7%	-5%	1%	6%	-8%	-6%	1%
Very unfavorable	5%	8%	6%	4%	3%	-5%	9%	7%	6%	8%	-2%	10%	5%	6%	-1%	5%	4%	4%	3%	14%	17%	11%	7%	7%	0%	-13%	19%	-6%	10%
No opinion	-2%	0%	-3%	-1%	-4%	-5%	-1%	1%	-2%	-1%	0%	-4%	-2%	-1%	-2%	-3%	2%	-2%	-2%	1%	-5%	-8%	0%	-1%	0%	0%	-2%	0%	-3%
Never heard of	0%	0%	-1%	-1%	2%	5%	-2%	0%	0%	-2%	1%	0%	2%	-3%	0%	1%	-4%	0%	0%	-2%	0%	-1%	0%	0%	1%	6%	-1%	-1%	0%

Image: Donald Trump



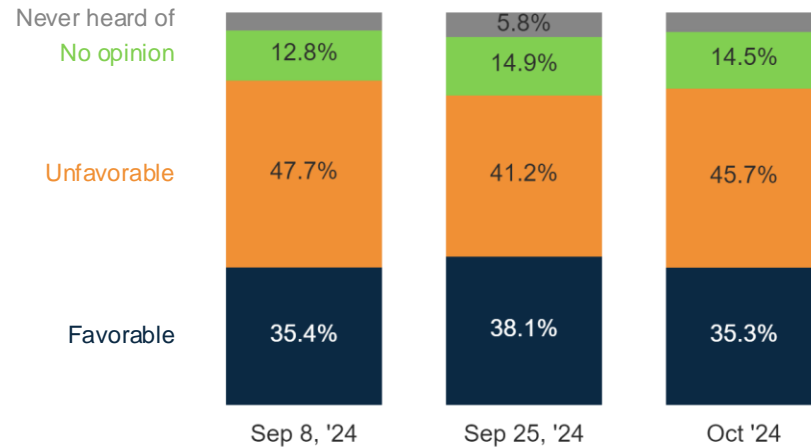
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	57%	51%	58%	59%	62%	36%	73%	62%	38%	61%	52%	58%	92%	47%	3%	86%	43%	1%	58%	52%	41%	30%	94%	9%	53%	56%	48%	65%
Unfavorable Total	41%	45%	41%	40%	37%	63%	26%	36%	61%	36%	45%	41%	7%	50%	95%	13%	53%	98%	42%	44%	55%	64%	6%	89%	45%	41%	50%	34%
Very favorable	47%	45%	50%	44%	49%	24%	57%	54%	34%	52%	41%	48%	78%	36%	3%	72%	33%	1%	46%	44%	32%	13%	79%	5%	44%	49%	35%	52%
Somewhat favorable	11%	6%	8%	15%	13%	12%	16%	9%	4%	9%	11%	11%	14%	12%	0%	14%	10%	0%	11%	8%	9%	18%	14%	4%	8%	6%	13%	13%
Somewhat unfavorable	3%	3%	2%	4%	2%	5%	2%	3%	0%	3%	4%	2%	2%	6%	1%	3%	5%	1%	3%	3%	4%	11%	3%	2%	7%	3%	2%	3%
Very unfavorable	38%	42%	39%	35%	34%	58%	23%	33%	61%	33%	41%	39%	5%	44%	94%	10%	48%	97%	38%	41%	51%	54%	4%	87%	39%	38%	49%	31%
No opinion	1%	3%	0%	1%	1%	0%	1%	2%	0%	2%	2%	0%	0%	2%	2%	0%	3%	1%	1%	3%	3%	5%	0%	1%	1%	3%	2%	0%
Never heard of	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%

Do you have a favorable or unfavorable opinion of Donald Trump?

Percent Change: Donald Trump Image (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	4%	7%	5%	-2%	7%	-5%	6%	9%	0%	-2%	-1%	13%	6%	-3%	1%	5%	0%	-3%	1%	11%	14%	-5%	0%	4%	3%	-3%	13%	-4%	8%
Unfavorable Total	-2%	-6%	1%	1%	-3%	7%	-3%	-6%	1%	3%	3%	-8%	-5%	8%	1%	-2%	0%	3%	1%	-10%	-10%	13%	0%	-3%	-2%	3%	-11%	7%	-5%
Very favorable	3%	8%	3%	-6%	7%	-5%	2%	8%	1%	-2%	-4%	12%	4%	-2%	1%	4%	-1%	0%	1%	6%	16%	-5%	0%	5%	0%	-5%	15%	-3%	2%
Somewhat favorable	1%	-1%	2%	5%	-1%	0%	4%	1%	-1%	0%	3%	1%	2%	-1%	0%	1%	2%	-3%	-1%	5%	-1%	0%	0%	-1%	3%	2%	-1%	-2%	6%
Somewhat unfavorable	-1%	-1%	0%	-2%	0%	2%	-3%	-2%	-1%	0%	-2%	-1%	-2%	1%	-1%	-1%	0%	-4%	0%	-5%	0%	0%	-5%	-2%	0%	1%	-6%	-2%	1%
Very unfavorable	-1%	-5%	2%	4%	-2%	4%	-1%	-5%	2%	3%	4%	-7%	-3%	6%	2%	-1%	0%	7%	1%	-5%	-9%	13%	5%	-1%	-2%	2%	-5%	9%	-5%
No opinion	-2%	-2%	-5%	0%	-3%	-2%	-1%	-2%	-1%	-1%	-1%	-5%	-1%	-5%	-1%	-3%	1%	0%	-2%	0%	-5%	-8%	0%	-1%	0%	-1%	-2%	-1%	-3%
Never heard of	0%	1%	-1%	0%	-1%	1%	-1%	-1%	0%	0%	-1%	0%	0%	1%	-1%	0%	-2%	0%	0%	-1%	1%	0%	0%	0%	-1%	1%	0%	-1%	0%

Image: Dan Newhouse



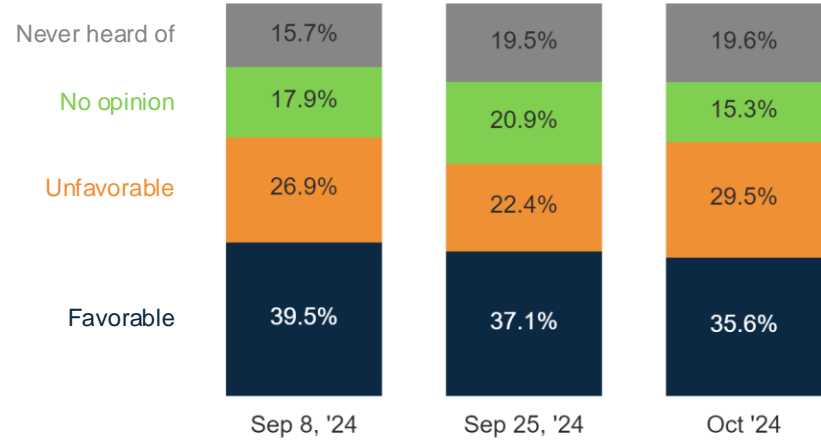
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	35%	27%	39%	32%	47%	46%	35%	30%	39%	26%	41%	37%	29%	36%	48%	30%	47%	41%	38%	33%	17%	42%	30%	26%	52%	37%	29%	37%	38%
Unfavorable Total	46%	44%	48%	48%	42%	37%	49%	44%	51%	52%	42%	45%	54%	40%	39%	53%	34%	42%	46%	40%	35%	35%	51%	54%	35%	28%	51%	40%	54%
Very favorable	10%	7%	11%	9%	14%	11%	12%	8%	10%	7%	13%	10%	10%	9%	12%	11%	10%	8%	9%	16%	1%	12%	8%	8%	13%	13%	7%	13%	9%
Somewhat favorable	25%	21%	28%	23%	32%	35%	23%	22%	29%	19%	28%	27%	20%	27%	35%	19%	37%	33%	30%	17%	16%	30%	22%	18%	39%	23%	21%	24%	29%
Somewhat unfavorable	21%	22%	18%	24%	19%	20%	23%	18%	26%	24%	22%	18%	19%	20%	27%	19%	18%	31%	22%	14%	20%	30%	35%	20%	23%	12%	17%	23%	25%
Very unfavorable	25%	23%	30%	24%	23%	18%	26%	26%	26%	28%	20%	26%	35%	20%	12%	34%	16%	12%	23%	26%	15%	5%	16%	35%	11%	15%	34%	17%	29%
No opinion	14%	20%	13%	13%	9%	10%	12%	22%	4%	18%	12%	14%	13%	20%	9%	14%	16%	11%	13%	20%	33%	16%	19%	16%	9%	24%	17%	18%	7%
Never heard of	4%	8%	0%	7%	1%	7%	3%	3%	6%	4%	5%	4%	4%	4%	5%	3%	3%	5%	4%	7%	15%	7%	0%	3%	5%	12%	4%	5%	1%

Do you have a favorable or unfavorable opinion of Dan Newhouse?

Percent Change: Dan Newhouse Image (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-3%	-13%	1%	-1%	6%	4%	1%	-4%	-14%	-9%	2%	-3%	-5%	-3%	2%	-6%	-1%	6%	0%	-13%	0%	-12%	-7%	-4%	2%	3%	-9%	-5%	-2%
Unfavorable Total	5%	11%	2%	5%	-2%	4%	0%	0%	21%	17%	-6%	5%	2%	4%	9%	6%	4%	3%	1%	11%	4%	12%	11%	1%	5%	-3%	12%	0%	6%
Very favorable	-2%	-3%	0%	-3%	-2%	-6%	0%	-2%	0%	-5%	4%	-5%	-2%	-2%	-3%	0%	1%	-2%	0%	0%	0%	-5%	-2%	-1%	7%	-5%	-2%	-4%	
Somewhat favorable	-1%	-10%	1%	1%	7%	10%	1%	-2%	-14%	-4%	-2%	2%	-2%	-1%	4%	-2%	-1%	5%	2%	-13%	0%	-12%	-2%	-2%	3%	-4%	-4%	-4%	3%
Somewhat unfavorable	2%	4%	-3%	6%	0%	5%	2%	0%	3%	9%	1%	-2%	1%	-1%	8%	-3%	10%	8%	1%	2%	4%	15%	18%	-2%	5%	-1%	1%	-1%	6%
Very unfavorable	3%	7%	5%	0%	-2%	-1%	-2%	1%	18%	8%	-7%	6%	1%	4%	0%	9%	-5%	-5%	0%	9%	0%	-3%	-7%	3%	0%	-2%	11%	1%	0%
No opinion	0%	0%	2%	-2%	-1%	-7%	1%	6%	-10%	-2%	4%	-3%	4%	0%	-8%	1%	0%	-6%	-1%	4%	0%	-5%	1%	4%	-7%	0%	3%	4%	-5%
Never heard of	-1%	2%	-5%	-2%	-2%	-1%	-3%	-2%	3%	-6%	0%	0%	-1%	-1%	-2%	-1%	-2%	-4%	-1%	-2%	-4%	4%	-5%	-1%	0%	0%	-5%	2%	1%

Image: Jerrod Sessler



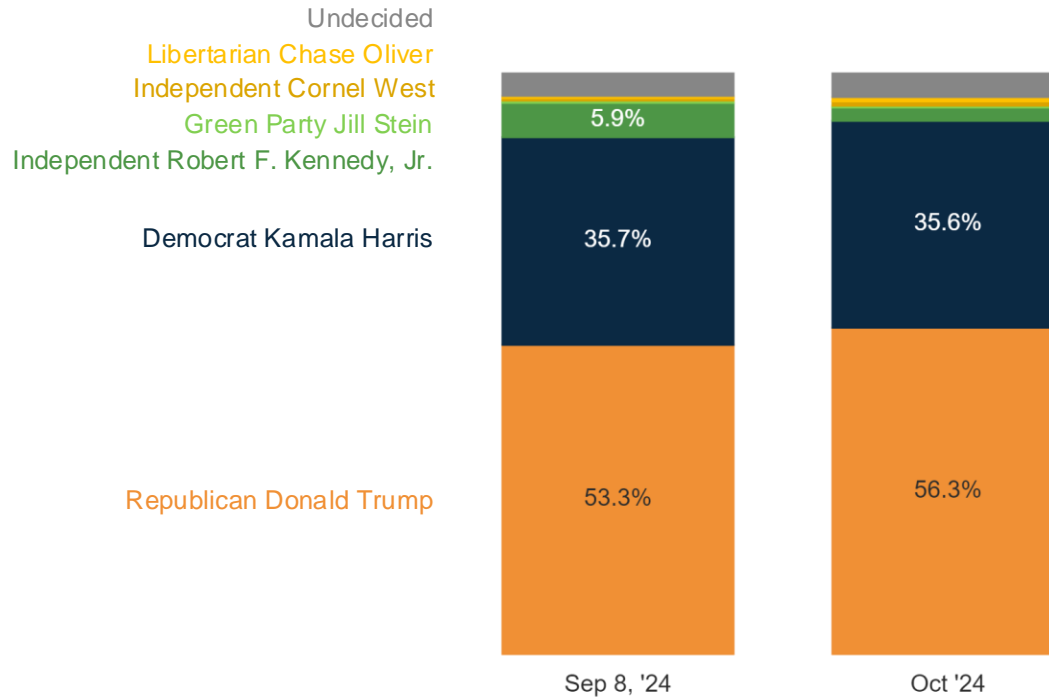
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	36%	27%	38%	37%	43%	23%	48%	37%	19%	37%	40%	31%	59%	27%	4%	57%	20%	2%	39%	19%	10%	20%	13%	59%	6%	14%	38%	31%	46%
Unfavorable Total	29%	30%	34%	24%	30%	43%	18%	26%	48%	25%	24%	36%	10%	29%	65%	11%	39%	67%	31%	26%	28%	32%	42%	9%	62%	26%	27%	37%	29%
Very favorable	18%	13%	25%	14%	25%	6%	26%	22%	9%	22%	20%	15%	33%	10%	1%	30%	10%	2%	22%	3%	1%	3%	5%	32%	1%	4%	19%	17%	25%
Somewhat favorable	17%	14%	13%	23%	18%	17%	23%	14%	11%	15%	20%	16%	26%	17%	3%	27%	11%	0%	17%	16%	8%	16%	8%	27%	5%	10%	19%	14%	21%
Somewhat unfavorable	8%	9%	7%	9%	7%	14%	5%	7%	11%	9%	5%	10%	4%	10%	13%	4%	15%	11%	7%	11%	9%	15%	13%	3%	16%	9%	9%	9%	7%
Very unfavorable	22%	21%	27%	15%	23%	29%	14%	19%	37%	16%	20%	27%	6%	19%	52%	7%	24%	56%	24%	15%	20%	17%	29%	6%	46%	17%	18%	28%	22%
No opinion	15%	15%	17%	16%	14%	13%	16%	19%	9%	16%	17%	14%	9%	24%	15%	14%	22%	12%	15%	18%	23%	22%	23%	14%	14%	18%	15%	15%	14%
Never heard of	20%	28%	11%	23%	13%	21%	17%	19%	24%	22%	19%	19%	22%	19%	16%	19%	19%	20%	14%	37%	39%	26%	22%	18%	17%	42%	20%	16%	12%

Do you have a favorable or unfavorable opinion of Jerrod Sessler?

Percent Change: Jerrod Sessler Image (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	-2%	-6%	0%	1%	1%	-2%	2%	-5%	-2%	2%	-1%	-4%	-4%	0%	-3%	0%	-5%	-7%	2%	-15%	7%	-3%	-16%	-1%	-4%	-18%	7%	-3%	0%
Unfavorable Total	7%	8%	21%	-4%	4%	0%	0%	16%	9%	13%	7%	3%	3%	3%	19%	1%	15%	16%	6%	5%	8%	7%	8%	3%	15%	11%	2%	11%	6%
Very favorable	-4%	-8%	5%	-8%	-3%	-2%	-8%	-2%	-5%	-2%	-7%	-4%	-8%	-5%	-1%	-7%	-3%	-1%	-1%	-16%	1%	-2%	-1%	-7%	-2%	-19%	8%	-5%	-4%
Somewhat favorable	3%	2%	-4%	9%	4%	0%	10%	-3%	3%	4%	6%	-1%	4%	5%	-2%	8%	-2%	-6%	3%	1%	6%	-1%	-15%	6%	-3%	1%	0%	3%	5%
Somewhat unfavorable	2%	2%	5%	-2%	1%	3%	-2%	5%	1%	6%	-1%	1%	1%	0%	5%	-1%	8%	2%	-1%	7%	0%	7%	-8%	-1%	7%	9%	1%	0%	0%
Very unfavorable	5%	6%	16%	-2%	3%	-3%	1%	11%	7%	8%	8%	2%	3%	14%	2%	7%	15%	6%	-2%	8%	0%	16%	3%	8%	2%	1%	11%	5%	
No opinion	-6%	-6%	-8%	-5%	-3%	1%	-7%	-3%	-13%	-11%	-8%	-1%	-9%	-2%	-2%	-4%	-11%	-2%	-6%	-1%	-9%	-7%	-6%	-7%	-3%	-15%	-3%	-7%	-2%
Never heard of	0%	5%	-13%	8%	-2%	1%	5%	-7%	6%	-5%	1%	2%	10%	-2%	-15%	3%	1%	-7%	-3%	11%	-7%	3%	14%	6%	-8%	22%	-6%	-2%	-4%

Presidential Ballot Full



If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Presidential Ballot Full Heatmap

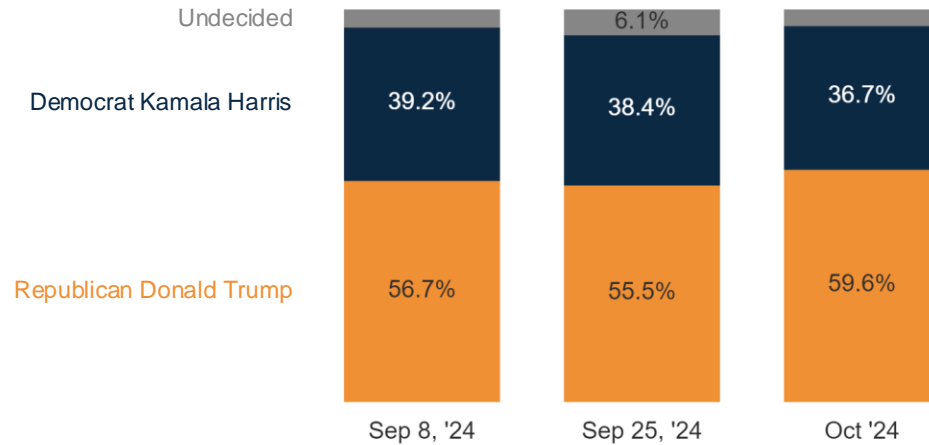
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	56%	49%	60%	58%	61%	38%	70%	63%	34%	66%	52%	53%	95%	43%	1%	86%	41%	0%	58%	49%	39%	31%	41%	94%	7%	44%	56%	46%	67%
Democrat Kamala Harris	36%	43%	35%	30%	33%	53%	20%	31%	57%	29%	41%	35%	2%	37%	97%	8%	46%	92%	36%	39%	46%	42%	25%	1%	88%	36%	36%	47%	28%
Independent Robert F. Kennedy, Jr.	2%	1%	1%	7%	1%	1%	6%	1%	0%	1%	1%	4%	1%	8%	0%	3%	3%	0%	2%	4%	3%	3%	5%	3%	0%	6%	3%	1%	1%
Green Party Jill Stein	0%	1%	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%	2%	5%	0%	0%	0%	1%	0%	0%
Independent Cornel West	1%	1%	0%	2%	0%	3%	0%	1%	0%	0%	1%	1%	0%	2%	1%	0%	2%	1%	0%	2%	0%	3%	0%	0%	2%	3%	0%	1%	0%
Libertarian Chase Oliver	1%	0%	0%	1%	2%	3%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	3%	1%	5%	1%	0%	1%	2%	1%	0%
Definitely Republican Donald Trump	50%	44%	56%	51%	53%	28%	64%	57%	33%	59%	48%	47%	88%	35%	1%	79%	33%	0%	52%	42%	34%	17%	25%	86%	4%	33%	53%	42%	62%
Probably Republican Donald Trump	6%	5%	4%	7%	8%	10%	6%	6%	1%	6%	5%	7%	7%	8%	0%	7%	8%	0%	6%	7%	5%	14%	16%	8%	3%	11%	3%	4%	6%
Definitely Democrat Kamala Harris	32%	38%	32%	27%	32%	51%	18%	28%	50%	26%	37%	32%	1%	30%	93%	7%	41%	88%	32%	37%	42%	31%	13%	1%	82%	33%	31%	42%	27%
Probably Democrat Kamala Harris	3%	5%	4%	3%	1%	2%	2%	3%	7%	2%	4%	3%	1%	7%	4%	2%	5%	5%	4%	2%	4%	11%	12%	0%	7%	3%	4%	5%	2%
Definitely Independent Robert F. Kennedy, Jr.	2%	0%	1%	5%	1%	1%	4%	0%	0%	1%	0%	3%	0%	6%	0%	2%	2%	0%	1%	4%	1%	2%	3%	2%	0%	6%	2%	0%	1%
Probably Independent Robert F. Kennedy, Jr.	1%	1%	0%	2%	0%	0%	1%	1%	0%	0%	0%	1%	0%	2%	0%	1%	1%	0%	1%	0%	2%	2%	1%	1%	0%	1%	1%	1%	0%
Definitely Green Party Jill Stein	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Green Party Jill Stein	0%	1%	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%	2%	5%	0%	0%	0%	1%	0%	0%
Definitely Independent Cornel West	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Probably Independent Cornel West	1%	0%	0%	2%	0%	3%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	2%	0%	3%	0%	0%	2%	3%	0%	0%	0%
Definitely Libertarian Chase Oliver	1%	0%	0%	0%	2%	3%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	1%	2%	0%	0%
Probably Libertarian Chase Oliver	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	3%	0%	0%	0%	0%	1%	0%
Undecided	4%	6%	3%	3%	3%	2%	3%	4%	7%	4%	4%	4%	2%	7%	2%	1%	6%	6%	3%	6%	8%	17%	19%	1%	2%	10%	2%	4%	3%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Percent Change: Presidential Ballot Full (Sep 8, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4	
Republican Donald Trump	3%	8%	8%	-7%	4%	5%	-6%	11%	0%	11%	-5%	4%	1%	5%	-2%	0%	15%	-7%	3%	-3%	14%	1%	-1%	1%	4%	-7%	3%	-4%	11%	
Democrat Kamala Harris	0%	1%	-4%	3%	-2%	1%	1%	-5%	3%	-6%	11%	-5%	0%	-7%	10%	1%	-8%	7%	-1%	3%	-6%	13%	4%	-1%	2%	2%	3%	11%	-8%	
Independent Robert F. Kennedy, Jr.	-4%	-9%	-3%	0%	-2%	-6%	2%	-6%	-6%	-6%	-4%	-1%	-3%	-1%	-6%	-1%	-10%	-4%	-3%	-5%	-6%	-15%	-14%	-1%	-6%	-4%	-5%	-7%	-2%	
Green Party Jill Stein	0%	1%	1%	-1%	0%	-2%	0%	0%	2%	0%	-1%	1%	0%	0%	0%	0%	2%	-2%	0%	0%	0%	0%	2%	0%	-1%	0%	1%	0%	0%	
Independent Cornel West	0%	-1%	0%	2%	0%	3%	0%	1%	-3%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	2%	-2%	1%	-6%	0%	1%	-1%	0%	1%	0%	
Libertarian Chase Oliver	0%	0%	-1%	1%	1%	2%	1%	0%	-1%	1%	0%	0%	1%	0%	0%	1%	-1%	0%	1%	0%	3%	-1%	2%	1%	0%	-1%	2%	1%	0%	
Definitely Republican Donald Trump	2%	12%	6%	-9%	-1%	0%	-8%	11%	3%	8%	-2%	1%	2%	0%	0%	-3%	11%	-2%	1%	-1%	12%	2%	3%	0%	3%	-10%	6%	-2%	10%	
Probably Republican Donald Trump	1%	-4%	2%	2%	6%	6%	2%	0%	-3%	3%	-3%	3%	-1%	5%	-2%	3%	4%	-5%	2%	-2%	2%	-1%	-5%	1%	1%	3%	-2%	-2%	2%	
Definitely Democrat Kamala Harris	0%	2%	-8%	4%	1%	3%	3%	-8%	6%	-7%	10%	-3%	-1%	-4%	10%	1%	-7%	10%	-1%	2%	-7%	17%	-4%	-1%	1%	5%	1%	10%	-7%	
Probably Democrat Kamala Harris	0%	-1%	4%	-1%	-3%	-2%	-2%	3%	-3%	1%	1%	-2%	1%	-2%	0%	0%	0%	-3%	0%	0%	1%	-4%	8%	0%	0%	-3%	1%	1%	-1%	
Definitely Independent Robert F. Kennedy, Jr.	-1%	-6%	0%	2%	-2%	-4%	3%	-3%	-5%	-2%	-3%	0%	0%	-1%	-4%	1%	-7%	-2%	-1%	-3%	-7%	-8%	-10%	0%	-4%	2%	-3%	-5%	0%	
Probably Independent Robert F. Kennedy, Jr.	-2%	-3%	-3%	-2%	0%	-2%	-1%	-4%	-1%	-4%	-1%	-2%	-3%	-1%	-2%	-2%	-2%	-2%	-2%	-2%	1%	-7%	-4%	-1%	-1%	-6%	-1%	-2%	-2%	
Definitely Green Party Jill Stein	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Green Party Jill Stein	0%	1%	1%	-1%	0%	-2%	0%	0%	2%	0%	-1%	1%	0%	0%	0%	0%	2%	-2%	0%	0%	0%	0%	2%	0%	-1%	0%	1%	0%	0%	
Definitely Independent Cornel West	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Probably Independent Cornel West	0%	-2%	0%	2%	0%	3%	0%	0%	-3%	0%	1%	-1%	0%	0%	0%	0%	0%	0%	0%	2%	-2%	1%	-6%	0%	0%	-1%	0%	0%	0%	
Definitely Libertarian Chase Oliver	1%	0%	0%	0%	2%	3%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	1%	2%	0%	0%	
Probably Libertarian Chase Oliver	0%	0%	-1%	1%	-1%	-1%	1%	0%	-1%	1%	0%	-1%	0%	-1%	0%	0%	-1%	0%	0%	0%	1%	-1%	1%	0%	0%	-2%	0%	1%	0%	
Undecided	0%	0%	-1%	2%	-1%	-3%	2%	-1%	5%	0%	-2%	2%	1%	3%	-3%	-1%	1%	4%	0%	4%	-3%	1%	14%	-1%	0%	10%	-4%	-2%	0%	

Presidential Ballot Two-Way



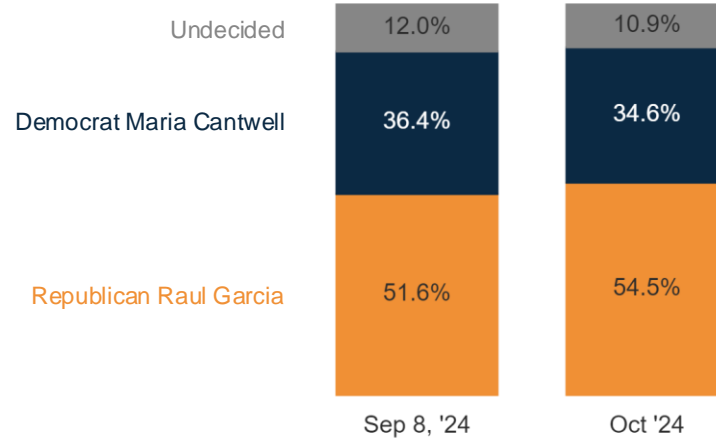
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	60%	51%	60%	65%	65%	42%	77%	65%	34%	68%	54%	59%	96%	53%	1%	91%	44%	1%	61%	53%	45%	36%	46%	98%	7%	51%	62%	49%	68%
Democrat Kamala Harris	37%	44%	36%	31%	34%	56%	20%	33%	57%	29%	44%	36%	2%	41%	98%	8%	49%	96%	36%	42%	47%	47%	27%	1%	91%	40%	36%	48%	29%
Definitely Republican Donald Trump	55%	46%	59%	59%	58%	36%	71%	60%	34%	62%	51%	54%	93%	45%	1%	86%	37%	0%	56%	50%	38%	20%	32%	94%	4%	46%	57%	44%	65%
Probably Republican Donald Trump	5%	4%	1%	6%	7%	6%	6%	5%	0%	6%	3%	5%	4%	8%	0%	5%	7%	1%	5%	3%	7%	16%	14%	4%	3%	6%	4%	5%	3%
Definitely Democrat Kamala Harris	34%	41%	34%	27%	33%	51%	19%	30%	56%	29%	38%	34%	1%	32%	97%	7%	43%	93%	34%	37%	43%	33%	15%	1%	86%	33%	34%	45%	28%
Probably Democrat Kamala Harris	3%	3%	2%	4%	1%	5%	1%	4%	1%	0%	5%	2%	1%	9%	1%	2%	5%	2%	2%	5%	4%	13%	12%	0%	5%	7%	2%	3%	2%
Undecided	4%	5%	4%	4%	2%	2%	3%	2%	9%	2%	3%	5%	2%	6%	1%	1%	7%	3%	3%	6%	8%	18%	27%	1%	3%	9%	3%	3%	3%

If the general election for President was held today between just the following candidates, and you had to make a choice, who would you vote for?

Percent Change: Presidential Ballot Two-Way (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	4%	5%	4%	3%	5%	-5%	8%	8%	-2%	5%	-1%	8%	2%	4%	-1%	5%	2%	-4%	2%	12%	18%	4%	-6%	3%	3%	-2%	13%	-6%	8%
Democrat Kamala Harris	-2%	-5%	-2%	0%	1%	8%	-4%	-6%	-1%	-2%	5%	-7%	-1%	1%	0%	-1%	-3%	5%	0%	-9%	-14%	2%	11%	0%	-2%	1%	-10%	9%	-5%
Definitely Republican Donald Trump	5%	8%	8%	2%	1%	-1%	3%	10%	3%	3%	2%	8%	6%	4%	-1%	7%	0%	-2%	3%	12%	21%	4%	-11%	7%	1%	-8%	14%	-3%	11%
Probably Republican Donald Trump	-1%	-2%	-4%	0%	4%	-4%	5%	-2%	-5%	2%	-4%	0%	-3%	0%	0%	-2%	2%	-1%	-1%	-1%	-3%	1%	5%	-4%	2%	6%	-1%	-3%	-2%
Definitely Democrat Kamala Harris	1%	-1%	0%	-1%	6%	4%	1%	-3%	2%	3%	8%	-7%	0%	1%	8%	0%	1%	9%	2%	-7%	-12%	5%	1%	0%	4%	0%	-1%	11%	-4%
Probably Democrat Kamala Harris	-2%	-4%	-2%	1%	-5%	4%	-5%	-3%	-2%	-5%	-3%	0%	0%	0%	-8%	-1%	-4%	-4%	-2%	-2%	-2%	-3%	10%	0%	-5%	1%	-9%	-2%	-1%
Undecided	-2%	0%	-2%	-3%	-5%	-3%	-4%	-1%	3%	-3%	-4%	-1%	-1%	-5%	0%	-4%	1%	-2%	-2%	-2%	-4%	-6%	-5%	-2%	-1%	1%	-3%	-3%	-3%

U.S. Senate Ballot



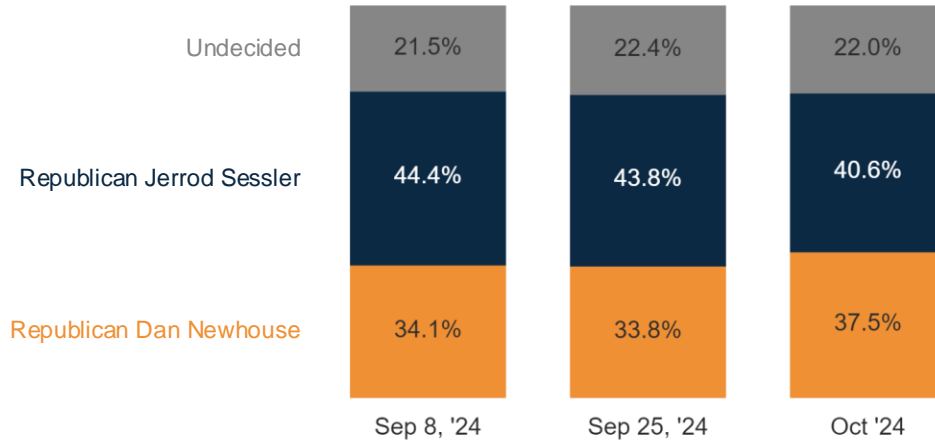
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Raul Garcia	54%	46%	54%	61%	58%	38%	72%	55%	35%	60%	53%	52%	87%	51%	2%	84%	40%	1%	54%	54%	32%	34%	52%	87%	9%	47%	49%	46%	65%
Democrat Maria Cantwell	35%	41%	32%	29%	35%	55%	20%	30%	54%	31%	38%	34%	3%	32%	95%	7%	45%	93%	35%	35%	42%	37%	28%	3%	82%	33%	33%	47%	29%
Definitely Republican Raul Garcia	42%	38%	40%	50%	39%	22%	57%	42%	34%	44%	37%	44%	68%	37%	0%	66%	27%	1%	40%	41%	23%	12%	33%	69%	5%	23%	42%	38%	52%
Probably Republican Raul Garcia	13%	8%	14%	12%	19%	16%	15%	13%	1%	16%	16%	8%	19%	13%	2%	18%	13%	0%	13%	13%	9%	22%	19%	18%	4%	24%	6%	8%	13%
Definitely Democrat Maria Cantwell	28%	30%	27%	24%	33%	48%	18%	20%	49%	24%	31%	30%	2%	21%	84%	6%	32%	80%	30%	24%	30%	19%	19%	2%	70%	22%	30%	36%	26%
Probably Democrat Maria Cantwell	6%	11%	5%	5%	3%	8%	2%	10%	4%	7%	7%	5%	1%	10%	11%	1%	12%	13%	5%	11%	13%	17%	9%	1%	12%	11%	3%	11%	3%
Undecided	11%	13%	14%	9%	7%	7%	8%	14%	12%	9%	9%	14%	10%	18%	3%	9%	15%	6%	11%	10%	26%	29%	20%	10%	9%	20%	18%	7%	6%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

Percent Change: U.S. Senate Ballot (Sep 8, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Raul Garcia	3%	6%	6%	0%	1%	-7%	5%	6%	-1%	11%	-1%	1%	0%	12%	-4%	1%	10%	-6%	1%	8%	16%	-6%	-17%	3%	1%	-1%	-11%	5%	10%
Democrat Maria Cantwell	-2%	-3%	-9%	0%	5%	8%	-1%	-10%	4%	-8%	8%	-6%	1%	-14%	8%	-1%	-7%	6%	-2%	-5%	-11%	-1%	12%	0%	-1%	-2%	5%	6%	-9%
Definitely Republican Raul Garcia	0%	8%	-4%	-1%	-4%	-11%	3%	3%	-1%	3%	-8%	4%	-5%	7%	-3%	-6%	9%	-2%	-3%	7%	11%	-8%	-23%	-3%	3%	-7%	-5%	9%	4%
Probably Republican Raul Garcia	3%	-2%	10%	0%	5%	4%	2%	3%	-1%	8%	6%	-3%	5%	5%	-2%	7%	1%	-4%	4%	0%	5%	1%	7%	6%	-2%	6%	-6%	-4%	6%
Definitely Democrat Maria Cantwell	-3%	-4%	-14%	0%	6%	10%	-1%	-15%	6%	-8%	6%	-7%	1%	-15%	4%	0%	-13%	5%	-2%	-8%	-17%	-3%	12%	-1%	-3%	-8%	5%	3%	-7%
Probably Democrat Maria Cantwell	1%	1%	4%	0%	-1%	-2%	0%	5%	-2%	0%	2%	1%	0%	1%	4%	0%	5%	1%	1%	4%	7%	2%	0%	1%	2%	6%	0%	4%	-2%
Undecided	-1%	-3%	4%	0%	-6%	-1%	-4%	3%	-3%	-3%	-7%	5%	-1%	2%	-4%	0%	-3%	0%	1%	-3%	-5%	7%	5%	-3%	0%	3%	6%	-11%	-1%

Initial CD Ballot



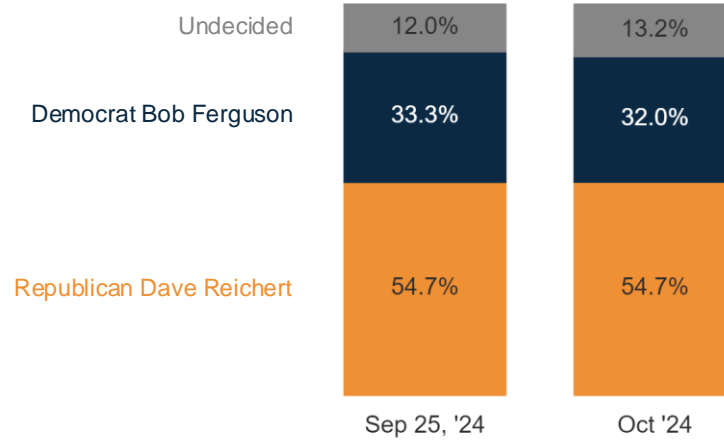
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dan Newhouse	37%	37%	36%	34%	44%	52%	32%	29%	53%	29%	40%	41%	22%	39%	64%	23%	49%	66%	39%	40%	47%	44%	19%	66%	41%	29%	44%	36%
Republican Jerrod Sessler	41%	37%	39%	46%	41%	32%	49%	41%	30%	42%	39%	41%	64%	37%	4%	62%	28%	3%	42%	31%	22%	21%	66%	6%	30%	43%	30%	50%
Definitely Republican Dan Newhouse	23%	17%	24%	24%	29%	38%	21%	15%	32%	14%	23%	29%	14%	22%	41%	15%	29%	38%	22%	29%	21%	24%	11%	42%	21%	14%	29%	24%
Probably Republican Dan Newhouse	14%	20%	11%	10%	15%	14%	12%	13%	21%	15%	18%	11%	8%	17%	23%	7%	19%	28%	16%	11%	25%	19%	7%	24%	19%	15%	15%	12%
Definitely Republican Jerrod Sessler	30%	26%	33%	29%	34%	19%	37%	31%	26%	30%	28%	32%	51%	21%	3%	47%	20%	2%	32%	18%	13%	11%	52%	2%	9%	35%	24%	41%
Probably Republican Jerrod Sessler	10%	11%	5%	17%	7%	13%	12%	10%	4%	11%	12%	9%	13%	16%	2%	15%	9%	2%	10%	13%	9%	10%	14%	4%	21%	8%	6%	10%
Undecided	22%	26%	26%	20%	15%	16%	18%	30%	17%	29%	21%	18%	14%	24%	32%	16%	23%	31%	19%	29%	31%	36%	15%	28%	30%	28%	26%	14%

If the general election for U.S. Congress was held today, and you had to make a choice, who would you vote for?

Percent Change: Initial CD Ballot (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dan Newhouse	4%	0%	8%	-1%	9%	4%	4%	5%	-3%	8%	8%	-3%	1%	0%	11%	-1%	9%	12%	2%	7%	4%	5%	0%	11%	9%	-6%	2%	6%
Republican Jerrod Sessler	-3%	-4%	-6%	1%	-4%	8%	-6%	-10%	5%	-7%	-9%	4%	-5%	-4%	-3%	-2%	-9%	-4%	-1%	-11%	-4%	-16%	-5%	-5%	-15%	5%	-5%	-1%
Definitely Republican Dan Newhouse	4%	-1%	9%	1%	9%	1%	7%	6%	-3%	4%	6%	3%	3%	3%	9%	2%	8%	8%	3%	8%	3%	5%	2%	8%	-1%	-5%	12%	6%
Probably Republican Dan Newhouse	-1%	0%	-1%	-2%	0%	2%	-2%	-1%	-1%	4%	2%	-6%	-2%	-2%	2%	-3%	2%	4%	-1%	-1%	1%	0%	-3%	3%	10%	-2%	-10%	0%
Definitely Republican Jerrod Sessler	0%	2%	2%	-2%	-3%	5%	-6%	-1%	8%	1%	-6%	3%	-2%	-2%	-1%	0%	-1%	-2%	1%	-6%	8%	-18%	0%	-3%	-19%	7%	3%	1%
Probably Republican Jerrod Sessler	-3%	-6%	-8%	3%	-1%	3%	0%	-10%	-2%	-8%	-3%	1%	-3%	-2%	-2%	-2%	-8%	-2%	-2%	-5%	-12%	2%	-5%	-2%	5%	-3%	-8%	-2%
Undecided	0%	4%	-2%	-1%	-5%	-11%	1%	6%	-2%	-1%	1%	-1%	4%	4%	-8%	3%	0%	-8%	-1%	4%	0%	11%	5%	-6%	5%	2%	3%	-4%

Gubernatorial Ballot



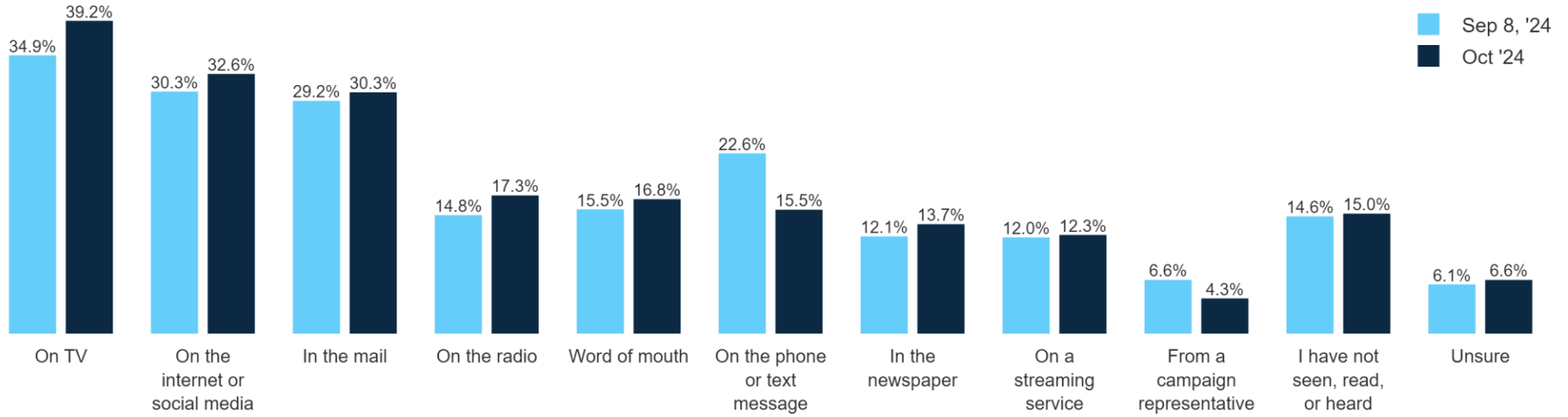
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dave Reichert	55%	45%	54%	58%	66%	40%	73%	54%	38%	61%	51%	53%	90%	46%	3%	81%	45%	1%	57%	46%	37%	50%	88%	9%	30%	54%	47%	69%
Democrat Bob Ferguson	32%	38%	30%	28%	29%	53%	16%	27%	52%	26%	35%	34%	1%	33%	89%	7%	40%	90%	32%	34%	36%	19%	2%	78%	31%	29%	45%	26%
Definitely Republican Dave Reichert	48%	39%	48%	50%	57%	35%	62%	50%	29%	52%	46%	46%	81%	37%	1%	72%	37%	0%	49%	41%	21%	35%	81%	6%	25%	43%	38%	65%
Probably Republican Dave Reichert	7%	5%	6%	8%	9%	5%	10%	4%	9%	9%	5%	7%	9%	9%	2%	9%	9%	1%	8%	4%	15%	15%	7%	4%	6%	10%	9%	4%
Definitely Democrat Bob Ferguson	25%	29%	25%	19%	25%	39%	13%	21%	44%	18%	26%	28%	0%	19%	77%	5%	28%	75%	26%	26%	16%	11%	1%	62%	20%	22%	36%	22%
Probably Democrat Bob Ferguson	7%	9%	5%	9%	4%	14%	3%	6%	8%	7%	9%	5%	0%	14%	12%	2%	12%	15%	7%	8%	20%	8%	1%	16%	11%	8%	9%	4%
Undecided	13%	17%	16%	14%	5%	7%	11%	19%	10%	14%	13%	13%	9%	21%	8%	12%	15%	9%	11%	20%	28%	31%	10%	13%	39%	17%	8%	5%

If the general election for Governor was held today, and you had to make a choice, who would you vote for?

Percent Change: Gubernatorial Ballot (Sep 25, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dave Reichert	0%	3%	0%	-8%	6%	-11%	4%	0%	6%	-3%	-2%	4%	2%	-9%	1%	-1%	3%	-7%	1%	0%	8%	6%	-20%	-1%	0%	-23%	5%	-4%	10%
Democrat Bob Ferguson	-1%	-3%	-3%	4%	-3%	12%	-5%	-4%	-6%	-2%	5%	-5%	-2%	4%	0%	-1%	-5%	8%	0%	-9%	-16%	-2%	4%	-2%	0%	1%	-5%	9%	-6%
Definitely Republican Dave Reichert	2%	6%	5%	-4%	3%	-9%	4%	7%	4%	-2%	3%	5%	7%	-7%	-1%	-1%	9%	-2%	1%	8%	5%	4%	-15%	5%	0%	-20%	6%	-5%	11%
Probably Republican Dave Reichert	-2%	-4%	-4%	-3%	3%	-2%	0%	-7%	2%	-1%	-5%	-1%	-5%	-2%	2%	0%	-6%	-5%	0%	-8%	3%	3%	-5%	-6%	0%	-3%	0%	1%	-2%
Definitely Democrat Bob Ferguson	2%	5%	-2%	2%	3%	5%	1%	1%	3%	0%	6%	1%	-1%	2%	12%	0%	-3%	19%	4%	-3%	-10%	-1%	-1%	-1%	6%	-2%	1%	16%	-2%
Probably Democrat Bob Ferguson	-4%	-9%	-1%	2%	-6%	6%	-6%	-5%	-9%	-2%	-1%	-6%	0%	2%	-12%	-1%	-2%	-11%	-4%	-6%	-6%	-1%	5%	-1%	-6%	2%	-5%	-6%	-4%
Undecided	1%	1%	3%	4%	-3%	0%	1%	4%	0%	5%	-2%	1%	0%	5%	-1%	2%	2%	-1%	-1%	9%	8%	-4%	16%	3%	0%	23%	-1%	-5%	-4%

SRH Newhouse Source



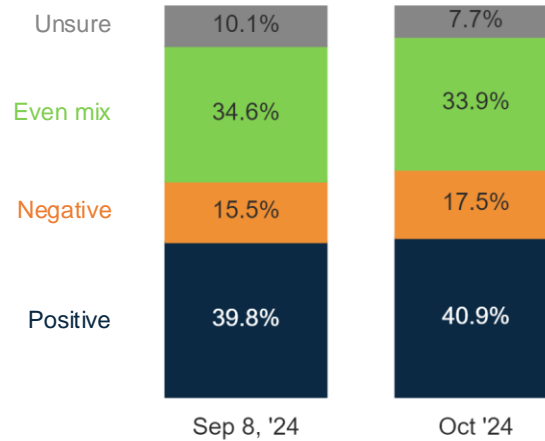
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
On TV	39%	38%	45%	32%	43%	41%	35%	40%	44%	21%	43%	48%	44%	33%	34%	44%	40%	28%	38%	47%	25%	40%	28%	41%	39%	40%	40%	34%	42%
On the internet or social media	33%	37%	23%	40%	29%	37%	34%	28%	39%	27%	35%	34%	33%	32%	33%	33%	30%	36%	33%	31%	25%	35%	34%	33%	34%	26%	33%	42%	29%
In the mail	30%	26%	41%	24%	32%	36%	24%	35%	25%	30%	34%	28%	32%	31%	28%	33%	27%	29%	34%	22%	20%	30%	33%	32%	30%	28%	14%	35%	36%
On the radio	17%	20%	10%	25%	13%	25%	16%	15%	19%	15%	20%	16%	19%	17%	14%	21%	14%	14%	17%	19%	9%	16%	22%	21%	12%	21%	17%	10%	18%
Word of mouth	17%	25%	10%	17%	12%	16%	14%	15%	28%	12%	20%	18%	18%	12%	17%	17%	12%	19%	15%	21%	7%	18%	29%	16%	19%	25%	21%	20%	11%
On the phone or text message	15%	22%	9%	17%	10%	18%	12%	15%	22%	9%	20%	16%	16%	13%	15%	18%	12%	13%	15%	19%	7%	13%	17%	17%	14%	20%	19%	12%	12%
In the newspaper	14%	15%	15%	12%	13%	15%	11%	14%	18%	12%	16%	13%	11%	10%	21%	12%	18%	17%	13%	17%	8%	12%	11%	10%	19%	15%	10%	10%	15%
On a streaming service	12%	18%	9%	13%	8%	12%	10%	12%	19%	7%	16%	12%	10%	17%	13%	11%	16%	13%	11%	18%	12%	14%	16%	10%	15%	21%	12%	16%	6%
From a campaign representative	4%	6%	3%	5%	2%	7%	2%	4%	6%	3%	5%	5%	4%	4%	5%	3%	7%	4%	4%	6%	3%	7%	2%	3%	6%	6%	5%	6%	3%
I have not seen, read, or heard	15%	19%	11%	16%	13%	16%	14%	17%	12%	20%	10%	16%	13%	18%	16%	15%	13%	15%	12%	22%	30%	13%	15%	16%	12%	20%	19%	19%	9%
Unsure	7%	7%	3%	12%	3%	7%	8%	7%	2%	9%	7%	5%	6%	6%	9%	5%	5%	9%	6%	7%	15%	2%	4%	6%	8%	13%	5%	3%	8%

If at all, where have you recently seen, read, or heard anything about Dan Newhouse or his campaign for U.S. Congress? Select as many as apply.

Percent Change: SRH Newhouse Source (Sep 8, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
On TV	4%	10%	4%	4%	-3%	4%	1%	3%	13%	-3%	5%	9%	8%	1%	-1%	11%	-4%	-2%	5%	3%	0%	5%	9%	6%	1%	23%	19%	-11%	2%
On the internet or social media	2%	10%	-9%	4%	2%	0%	4%	-1%	9%	-2%	5%	3%	1%	-4%	10%	3%	5%	-1%	3%	-3%	11%	9%	11%	0%	7%	-1%	10%	3%	-1%
In the mail	1%	-1%	12%	-7%	4%	11%	-8%	6%	-2%	2%	4%	-2%	0%	1%	4%	-1%	4%	2%	5%	-13%	1%	-3%	2%	0%	7%	11%	-7%	15%	-5%
On the radio	2%	3%	2%	5%	0%	4%	2%	2%	4%	1%	3%	3%	1%	4%	3%	2%	7%	-2%	4%	-6%	-1%	4%	10%	5%	0%	-1%	10%	-12%	6%
Word of mouth	1%	9%	-3%	-4%	1%	-1%	-2%	-3%	22%	-8%	5%	4%	4%	-10%	6%	1%	1%	0%	0%	6%	-3%	0%	13%	0%	5%	16%	6%	1%	-6%
On the phone or text message	-7%	3%	-13%	-8%	-12%	-14%	-8%	-7%	1%	-12%	0%	-10%	-8%	-13%	-2%	-8%	-11%	-5%	-7%	-6%	-7%	-19%	-6%	-7%	-5%	10%	0%	-16%	-13%
In the newspaper	2%	2%	0%	3%	0%	-10%	8%	0%	5%	-3%	0%	6%	1%	-5%	9%	2%	8%	-4%	1%	7%	2%	-8%	-3%	1%	5%	3%	8%	1%	-1%
On a streaming service	0%	6%	0%	-4%	-1%	-5%	-2%	1%	10%	-8%	4%	3%	-3%	6%	3%	-2%	10%	-3%	-1%	3%	4%	6%	6%	-3%	4%	8%	-6%	4%	-4%
From a campaign representative	-2%	0%	-5%	-4%	0%	-2%	-3%	-4%	3%	-7%	-1%	-1%	-3%	-4%	0%	-3%	1%	-5%	-2%	-4%	-2%	-2%	-1%	-3%	0%	-1%	-1%	-3%	-4%
I have not seen, read, or heard	0%	-1%	-1%	1%	2%	4%	0%	4%	-11%	2%	-3%	2%	-1%	6%	-3%	3%	-5%	1%	-4%	12%	-2%	-3%	-1%	2%	-4%	-5%	3%	2%	-2%
Unsure	1%	-1%	-2%	5%	-1%	5%	1%	0%	-1%	3%	-1%	0%	1%	-1%	4%	-1%	1%	4%	-1%	5%	5%	-2%	-5%	0%	3%	5%	-1%	-6%	3%

SRH Newhouse Description



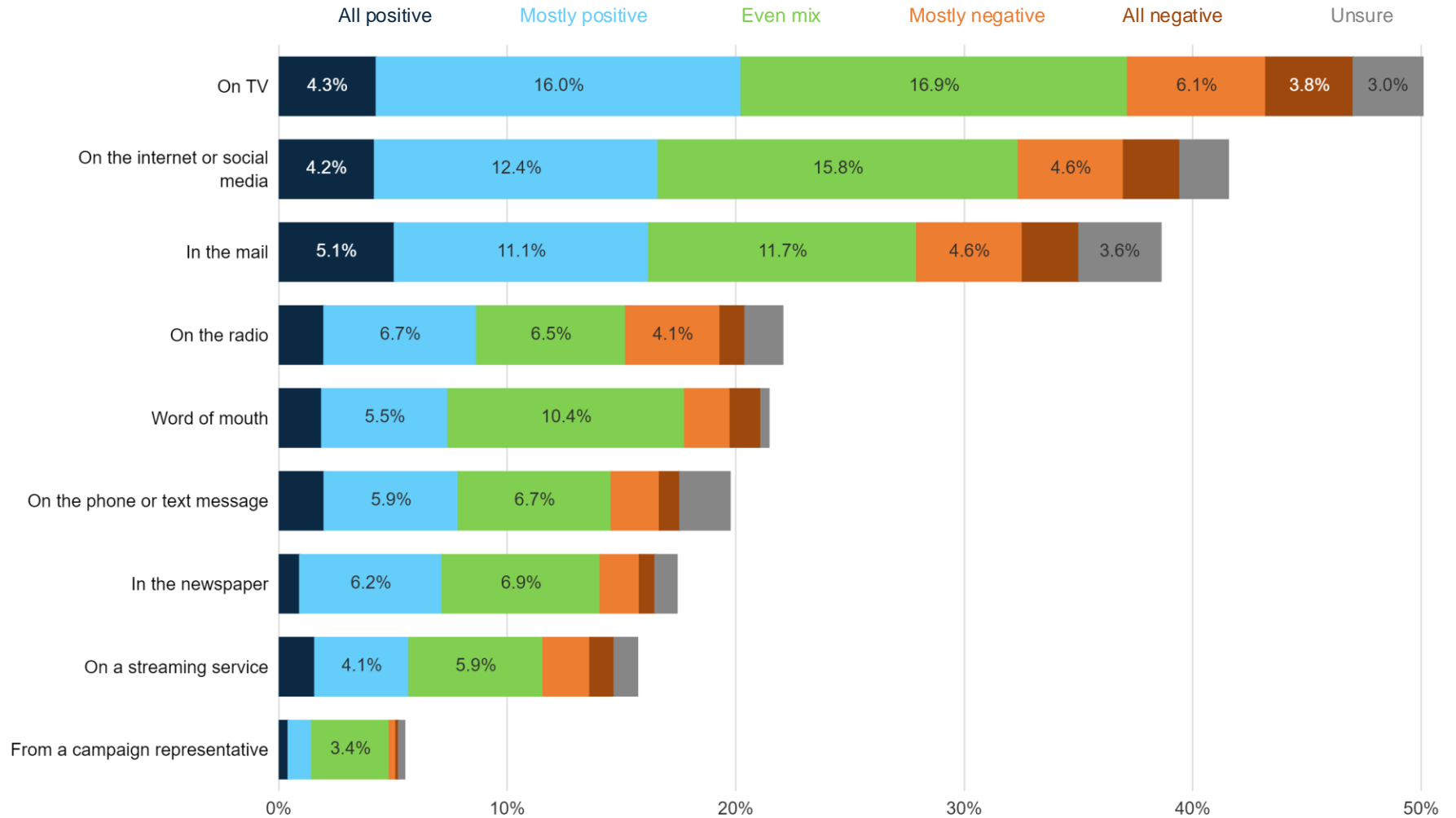
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	41%	36%	45%	38%	47%	44%	41%	40%	41%	38%	38%	45%	40%	39%	47%	40%	45%	41%	42%	36%	33%	32%	57%	38%	46%	34%	33%	42%	45%
Negative Total	17%	10%	23%	14%	24%	16%	20%	21%	6%	15%	20%	17%	24%	16%	8%	22%	16%	7%	17%	18%	14%	11%	16%	26%	6%	22%	18%	10%	21%
All positive	11%	5%	18%	8%	13%	7%	12%	13%	7%	11%	8%	12%	13%	7%	9%	13%	6%	9%	12%	6%	8%	6%	4%	12%	8%	8%	6%	12%	13%
Mostly positive	30%	30%	27%	30%	34%	37%	29%	27%	34%	27%	30%	32%	27%	32%	38%	27%	39%	32%	30%	30%	25%	27%	54%	26%	38%	25%	27%	30%	32%
Even mix of positive and negative	34%	42%	24%	40%	28%	38%	32%	27%	47%	40%	34%	31%	28%	38%	41%	30%	34%	43%	33%	40%	31%	49%	18%	29%	43%	29%	39%	42%	29%
Mostly negative	10%	8%	13%	9%	10%	10%	9%	12%	6%	6%	11%	11%	14%	9%	4%	13%	7%	4%	10%	11%	8%	7%	9%	15%	4%	16%	10%	5%	11%
All negative	8%	2%	11%	6%	14%	6%	11%	9%	0%	9%	9%	6%	10%	7%	3%	9%	8%	3%	7%	8%	6%	4%	7%	11%	2%	6%	8%	5%	10%
Unsure	8%	12%	8%	8%	2%	2%	7%	13%	5%	8%	8%	7%	8%	7%	4%	8%	5%	9%	8%	5%	22%	8%	8%	8%	5%	15%	10%	5%	5%

Was the information you saw, read, or heard about Dan Newhouse or his campaign for U.S. Congress positive or negative?

Percent Change: SRH Newhouse Description (Sep 8, '24 to Oct '24)

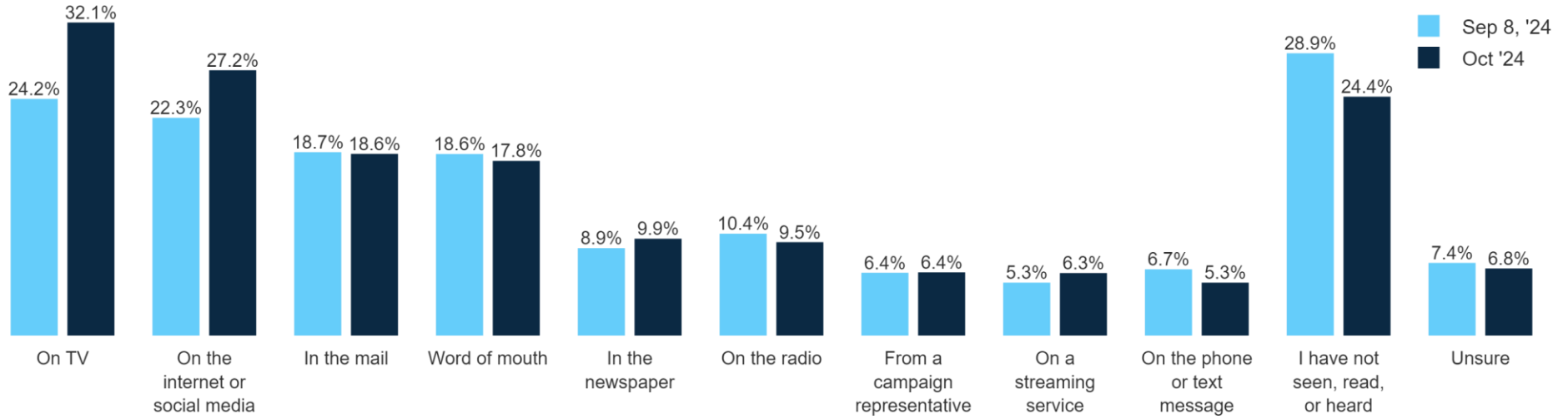
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	1%	6%	7%	-12%	5%	-6%	-3%	3%	16%	-4%	-2%	7%	2%	-7%	9%	-2%	7%	2%	1%	-3%	14%	-7%	22%	-2%	9%	-6%	-16%	5%	6%
Negative Total	2%	1%	0%	-2%	12%	8%	2%	3%	-8%	6%	1%	0%	11%	-5%	-8%	8%	-4%	-9%	0%	8%	-17%	-2%	4%	10%	-10%	13%	7%	-3%	3%
All positive	-2%	-5%	4%	-6%	-1%	-9%	-1%	-1%	-1%	-2%	-5%	0%	0%	-6%	-1%	1%	-10%	-3%	2%	-14%	-3%	-2%	-8%	-1%	-5%	0%	-7%	0%	-2%
Mostly positive	3%	11%	3%	-5%	5%	3%	-2%	3%	17%	-2%	3%	7%	2%	-1%	11%	-3%	17%	5%	-1%	10%	17%	-5%	30%	-2%	13%	-5%	-8%	5%	7%
Even mix of positive and negative	-1%	-2%	-7%	12%	-9%	7%	0%	-4%	-7%	5%	0%	-4%	-14%	16%	6%	-7%	1%	11%	0%	-2%	11%	19%	-16%	-8%	10%	-4%	10%	-2%	-4%
Mostly negative	1%	3%	0%	0%	0%	5%	-3%	3%	-2%	1%	2%	-1%	8%	-4%	-7%	5%	-3%	-7%	0%	5%	-17%	-2%	0%	7%	-8%	11%	5%	-1%	0%
All negative	1%	-3%	0%	-2%	12%	3%	5%	0%	-6%	5%	0%	0%	4%	-1%	-1%	3%	-1%	-2%	0%	3%	0%	0%	3%	3%	-2%	2%	3%	-2%	3%
Unsure	-2%	-5%	0%	2%	-8%	-9%	2%	-2%	-1%	-7%	1%	-2%	1%	-5%	-8%	1%	-4%	-4%	-1%	-3%	-8%	-10%	-9%	0%	-8%	-3%	-1%	0%	-4%

SRH Newhouse Description by Source



Was the information you saw, read, or heard about Dan Newhouse or his campaign for U.S. Congress positive or negative?

SRH Sessler Source



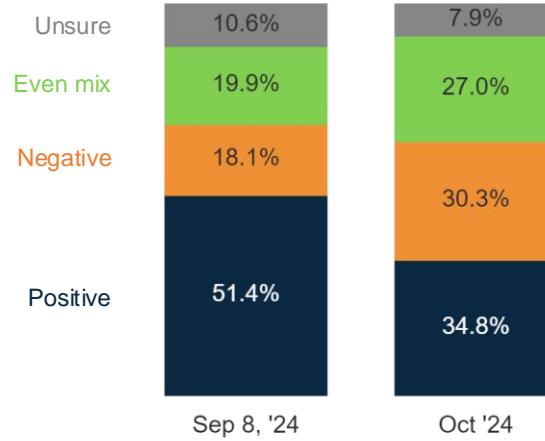
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
On TV	32%	21%	50%	22%	41%	28%	32%	35%	28%	19%	41%	33%	33%	28%	32%	31%	39%	26%	35%	24%	22%	35%	27%	30%	37%	29%	27%	30%	38%
On the internet or social media	27%	24%	21%	35%	28%	31%	33%	23%	22%	19%	32%	28%	30%	24%	26%	30%	22%	27%	28%	23%	13%	23%	25%	29%	27%	13%	28%	34%	29%
In the mail	19%	11%	30%	19%	17%	26%	14%	19%	17%	17%	20%	18%	21%	14%	18%	22%	16%	16%	21%	9%	11%	21%	33%	21%	16%	7%	16%	21%	22%
Word of mouth	18%	19%	21%	15%	18%	15%	16%	18%	23%	13%	20%	19%	22%	15%	12%	22%	12%	14%	20%	10%	7%	10%	15%	23%	12%	12%	16%	18%	19%
In the newspaper	10%	5%	13%	11%	13%	15%	10%	9%	4%	10%	12%	8%	7%	9%	16%	10%	8%	13%	9%	11%	11%	9%	15%	6%	15%	5%	5%	13%	11%
On the radio	9%	4%	13%	13%	10%	13%	11%	10%	3%	7%	13%	8%	10%	8%	8%	13%	6%	5%	10%	5%	6%	10%	10%	12%	7%	4%	8%	10%	12%
From a campaign representative	6%	5%	11%	4%	5%	7%	3%	9%	5%	7%	4%	8%	9%	5%	3%	7%	7%	5%	7%	2%	1%	3%	6%	8%	4%	2%	8%	7%	7%
On a streaming service	6%	5%	4%	7%	9%	10%	7%	3%	9%	6%	3%	9%	6%	6%	6%	7%	5%	7%	7%	5%	4%	4%	5%	7%	6%	3%	3%	6%	8%
On the phone or text message	5%	3%	5%	8%	5%	2%	9%	4%	4%	6%	6%	5%	8%	3%	3%	7%	3%	3%	6%	6%	4%	5%	12%	7%	2%	5%	2%	4%	9%
I have not seen, read, or heard	24%	29%	16%	28%	22%	26%	26%	22%	28%	29%	23%	23%	19%	34%	26%	20%	27%	33%	21%	36%	41%	31%	34%	22%	25%	46%	27%	26%	13%
Unsure	7%	10%	2%	8%	6%	8%	6%	8%	2%	10%	6%	5%	6%	7%	8%	5%	8%	7%	6%	9%	18%	6%	5%	6%	8%	14%	12%	1%	5%

If at all, where have you recently seen, read, or heard anything about Jerrod Sessler or his campaign for U.S. Congress? Select as many as apply.

Percent Change: SRH Sessler Source (Sep 8, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
On TV	8%	5%	23%	-1%	6%	5%	2%	16%	1%	5%	17%	3%	8%	4%	7%	5%	15%	6%	13%	-5%	4%	5%	14%	3%	15%	22%	2%	0%	13%
On the internet or social media	5%	7%	-1%	7%	8%	6%	7%	3%	3%	0%	12%	2%	6%	0%	7%	4%	7%	4%	5%	2%	2%	3%	7%	2%	11%	10%	6%	14%	1%
In the mail	0%	-9%	8%	3%	-1%	7%	-1%	-2%	-4%	-4%	5%	-2%	-5%	-2%	9%	-4%	5%	4%	2%	-9%	-2%	2%	22%	-4%	6%	-5%	1%	10%	-4%
Word of mouth	-1%	1%	8%	-15%	6%	2%	-10%	3%	9%	-8%	0%	3%	-1%	-6%	3%	-4%	6%	0%	0%	-7%	2%	-7%	-2%	-2%	3%	8%	-8%	-4%	0%
In the newspaper	1%	-3%	6%	1%	3%	6%	0%	3%	-8%	2%	1%	1%	-3%	-4%	12%	-1%	0%	5%	1%	-1%	3%	-1%	12%	-5%	9%	-2%	0%	11%	-3%
On the radio	-1%	-7%	7%	5%	-9%	5%	-3%	2%	-8%	-2%	-3%	2%	-5%	4%	1%	-2%	2%	-2%	2%	-14%	-2%	5%	10%	-4%	1%	-2%	6%	-9%	0%
From a campaign representative	0%	-3%	6%	-3%	1%	2%	-2%	2%	-2%	4%	-2%	-1%	1%	-2%	0%	-1%	2%	1%	0%	-1%	-4%	-1%	6%	0%	0%	0%	3%	4%	-3%
On a streaming service	1%	-1%	1%	1%	4%	4%	2%	0%	1%	1%	0%	2%	-1%	1%	3%	0%	3%	3%	1%	3%	-1%	1%	3%	1%	3%	3%	-6%	3%	2%
On the phone or text message	-1%	-3%	0%	1%	-3%	-3%	1%	-2%	-1%	-1%	-2%	-1%	-2%	-3%	0%	-3%	-1%	1%	-3%	4%	1%	-2%	4%	-4%	0%	5%	-1%	1%	-3%
I have not seen, read, or heard	-4%	-8%	-10%	2%	-4%	-8%	3%	-9%	-4%	-2%	-9%	-2%	-1%	0%	-14%	1%	-13%	-5%	-8%	9%	-7%	-3%	-3%	3%	-15%	-8%	3%	-6%	-10%
Unsure	-1%	1%	-6%	-2%	4%	1%	0%	0%	-5%	2%	0%	-3%	0%	-1%	-1%	-2%	1%	-1%	-1%	1%	6%	-1%	-8%	-1%	-1%	1%	3%	-6%	-1%

SRH Sessler Description



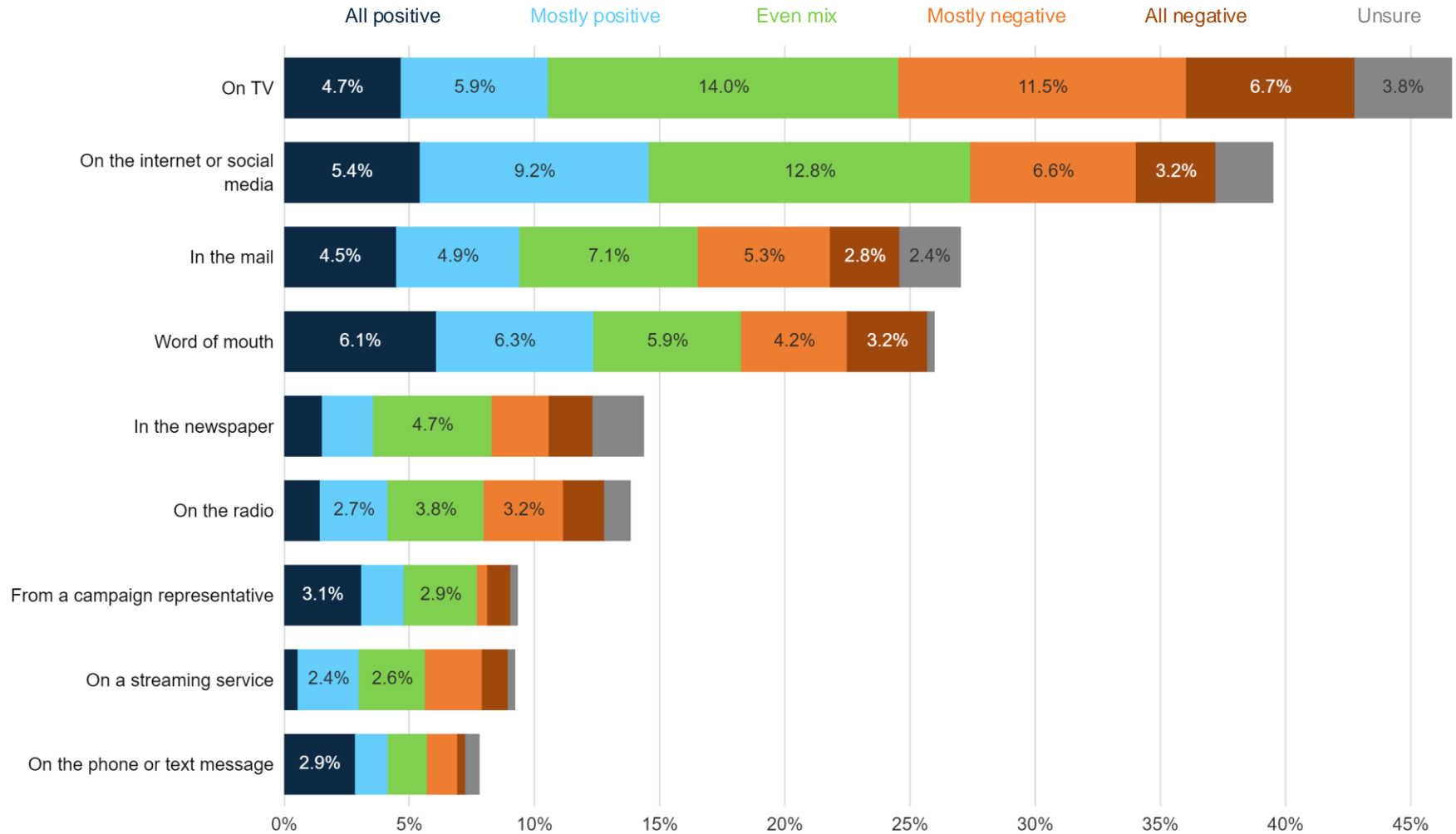
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	35%	39%	33%	34%	34%	23%	40%	37%	34%	35%	30%	39%	55%	23%	6%	49%	22%	8%	35%	32%	15%	19%	26%	54%	7%	24%	46%	30%	35%
Negative Total	30%	25%	40%	20%	36%	28%	27%	28%	43%	22%	31%	34%	19%	27%	58%	20%	39%	55%	34%	20%	32%	23%	26%	19%	52%	17%	28%	27%	35%
All positive	15%	10%	21%	14%	13%	4%	19%	21%	4%	16%	17%	12%	23%	11%	2%	21%	9%	3%	15%	11%	8%	1%	14%	24%	2%	12%	22%	9%	16%
Mostly positive	20%	29%	12%	19%	21%	19%	21%	16%	30%	19%	13%	26%	32%	12%	4%	28%	13%	5%	19%	21%	7%	18%	13%	30%	5%	12%	23%	21%	20%
Even mix of positive and negative	27%	23%	20%	37%	29%	39%	30%	22%	18%	33%	27%	24%	22%	41%	22%	26%	33%	22%	26%	33%	30%	43%	30%	25%	28%	33%	22%	34%	25%
Mostly negative	19%	18%	24%	13%	19%	11%	18%	17%	31%	17%	20%	18%	12%	13%	35%	12%	23%	35%	20%	14%	19%	15%	19%	12%	32%	7%	22%	20%	18%
All negative	12%	7%	16%	8%	17%	17%	9%	11%	12%	5%	11%	16%	6%	14%	23%	8%	15%	20%	14%	6%	13%	8%	7%	7%	20%	10%	6%	7%	17%
Unsure	8%	14%	7%	8%	1%	10%	2%	13%	4%	10%	12%	4%	4%	9%	15%	5%	7%	15%	5%	15%	23%	15%	18%	2%	13%	25%	4%	9%	5%

Was the information you saw, read, or heard about Jerrod Sessler or his campaign for U.S. Congress positive or negative?

Percent Change: SRH Sessler Description (Sep 8, '24 to Oct '24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	-17%	2%	-21%	-22%	-25%	-17%	-24%	-11%	-6%	-16%	-30%	-6%	-18%	-13%	-9%	-24%	-3%	-8%	-17%	-22%	-7%	-12%	-24%	-17%	-5%	-26%	0%	-23%	-19%
Negative Total	12%	4%	27%	0%	18%	-7%	14%	16%	16%	11%	15%	10%	15%	2%	11%	16%	9%	5%	15%	0%	7%	-2%	0%	14%	3%	12%	4%	11%	17%
All positive	-10%	-13%	-6%	-13%	-6%	-12%	-9%	-1%	-29%	-4%	-12%	-12%	-8%	-3%	-12%	-6%	-4%	-9%	-14%	-9%	-11%	9%	-12%	-3%	-20%	-2%	-13%	-9%	
Mostly positive	-7%	15%	-15%	-9%	-19%	-5%	-16%	-10%	23%	-12%	-19%	6%	-6%	-5%	-6%	-11%	3%	-4%	-7%	-8%	2%	-2%	-33%	-6%	-2%	-6%	1%	-11%	-9%
Even mix of positive and negative	7%	-2%	0%	19%	12%	20%	13%	-4%	3%	6%	13%	4%	5%	16%	3%	9%	0%	7%	7%	14%	11%	17%	11%	7%	6%	8%	3%	15%	7%
Mostly negative	10%	14%	12%	4%	10%	-7%	13%	11%	17%	13%	12%	7%	9%	8%	9%	10%	14%	12%	2%	9%	4%	14%	10%	7%	2%	9%	15%	10%	
All negative	2%	-10%	15%	-4%	8%	0%	1%	4%	-1%	-2%	4%	3%	6%	-6%	2%	7%	-1%	-9%	3%	-2%	-2%	-6%	-14%	5%	-5%	10%	-6%	-4%	7%
Unsure	-3%	-5%	-6%	3%	-5%	4%	-3%	-1%	-14%	-1%	2%	-7%	-2%	-4%	-4%	-1%	-5%	-4%	-6%	8%	-11%	-3%	13%	-5%	-4%	5%	-6%	-2%	-5%

SRH Sessler Description by Source



Was the information you saw, read, or heard about Jerrod Sessler or his campaign for U.S. Congress positive or negative?

SRH Source by Initial CD Ballot

On Both

Freq		Newhouse Voters	Sessler Voters	Undecided
114	On TV	50%	36%	14%
90	On the internet or social media	37%	51%	13%
29	On the radio	29%	57%	14%
10	On a streaming service	46%	24%	29%
65	In the mail	38%	51%	11%
8	On the phone or text message	0%	74%	26%
19	In the newspaper	63%	17%	19%
7	From a campaign representative	45%	38%	18%
39	Word of mouth	33%	54%	13%
47	I have not seen, read, or heard	16%	32%	51%
14	Unsure	19%	8%	73%

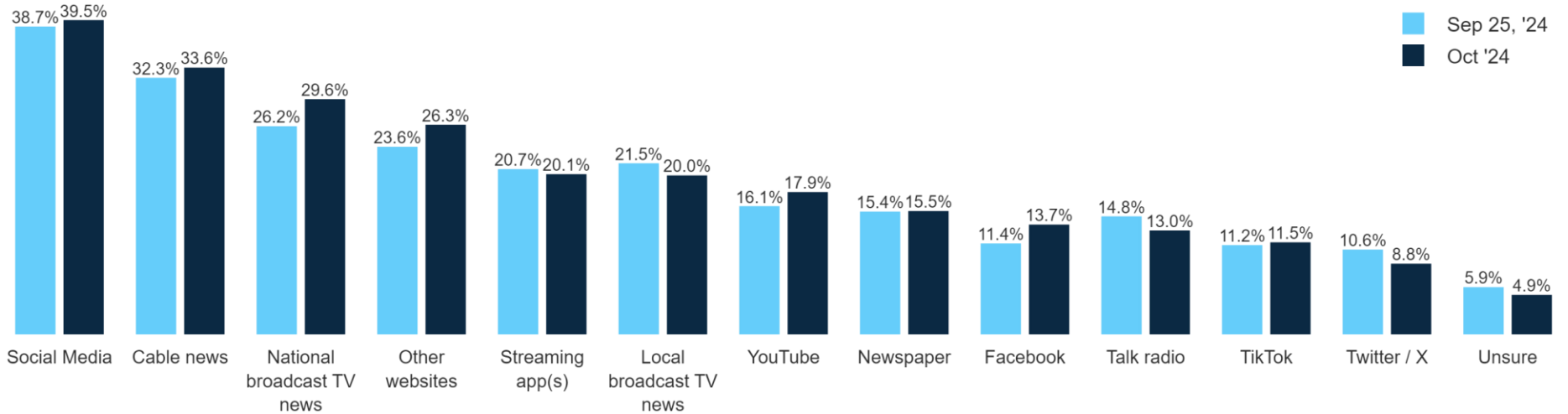
On Newhouse

	Newhouse Voters	Sessler Voters	Undecided
	44%	42%	14%
	38%	45%	17%
	31%	57%	12%
	41%	38%	21%
	40%	46%	14%
	37%	53%	10%
	51%	36%	14%
	47%	36%	17%
	46%	45%	9%
	19%	37%	43%
	19%	31%	50%

On Sessler

	Newhouse Voters	Sessler Voters	Undecided
	47%	38%	15%
	33%	57%	10%
	27%	60%	13%
	38%	48%	15%
	35%	52%	13%
	18%	64%	18%
	45%	31%	24%
	26%	70%	4%
	28%	64%	8%
	41%	23%	37%
	17%	23%	60%

News Source



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	40%	51%	25%	50%	27%	40%	39%	36%	51%	36%	36%	44%	41%	40%	37%	43%	32%	40%	36%	51%	39%	33%	40%	39%	38%	44%	41%	48%	32%
Cable news	34%	22%	51%	23%	43%	28%	35%	35%	35%	36%	28%	36%	37%	26%	34%	36%	32%	32%	38%	19%	31%	29%	25%	35%	36%	23%	27%	30%	44%
National broadcast TV news	30%	27%	39%	20%	35%	33%	23%	36%	22%	28%	34%	27%	25%	25%	42%	24%	37%	39%	30%	31%	22%	36%	18%	24%	42%	29%	19%	37%	32%
Other websites	26%	34%	21%	27%	21%	31%	21%	29%	29%	23%	28%	27%	22%	37%	24%	24%	31%	29%	30%	19%	24%	33%	30%	27%	26%	28%	24%	31%	24%
Streaming app(s)	20%	22%	15%	23%	19%	23%	21%	19%	19%	18%	20%	22%	16%	30%	21%	17%	27%	22%	18%	28%	28%	21%	30%	21%	20%	20%	23%	28%	15%
Local broadcast TV news	20%	17%	27%	14%	25%	13%	22%	26%	6%	19%	30%	13%	17%	20%	25%	22%	16%	18%	19%	24%	15%	20%	6%	18%	23%	24%	14%	18%	22%
YouTube	18%	16%	11%	25%	18%	27%	20%	14%	14%	9%	19%	22%	17%	20%	15%	19%	16%	17%	16%	24%	23%	15%	13%	17%	18%	16%	16%	22%	15%
Newspaper	15%	13%	19%	13%	17%	20%	12%	13%	24%	12%	19%	15%	10%	13%	27%	11%	18%	26%	17%	7%	14%	18%	19%	10%	24%	9%	15%	18%	17%
Facebook	14%	20%	13%	13%	5%	9%	10%	19%	14%	21%	13%	10%	17%	10%	11%	15%	15%	9%	14%	12%	13%	14%	8%	15%	11%	13%	9%	21%	13%
Talk radio	13%	5%	14%	20%	13%	18%	16%	11%	3%	19%	13%	9%	14%	12%	10%	16%	9%	10%	15%	6%	9%	13%	14%	16%	10%	10%	11%	11%	16%
TikTok	12%	24%	2%	13%	1%	8%	7%	12%	22%	11%	10%	13%	9%	16%	13%	10%	6%	19%	10%	18%	14%	10%	16%	9%	13%	22%	17%	13%	4%
Twitter / X	9%	11%	3%	14%	5%	11%	10%	5%	14%	7%	5%	13%	10%	10%	5%	10%	9%	4%	7%	13%	3%	9%	9%	10%	7%	9%	12%	7%	7%
Unsure	5%	5%	4%	6%	5%	2%	7%	6%	0%	7%	3%	4%	7%	5%	1%	6%	4%	1%	5%	3%	7%	6%	5%	6%	1%	2%	11%	4%	4%

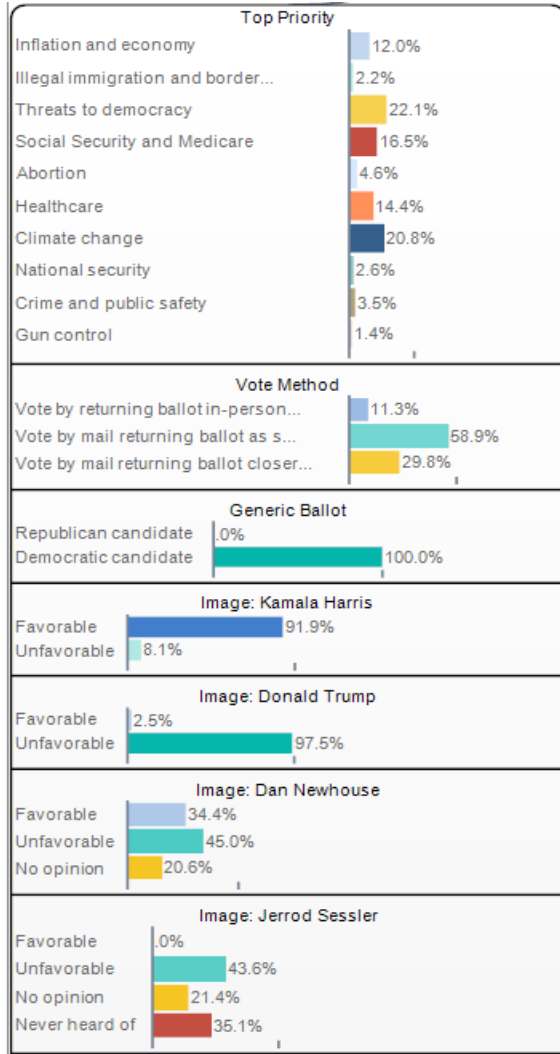
What are your primary sources for news? Select up to three options.

Percent Change: News Source (Sep 25, '24 to Oct '24)

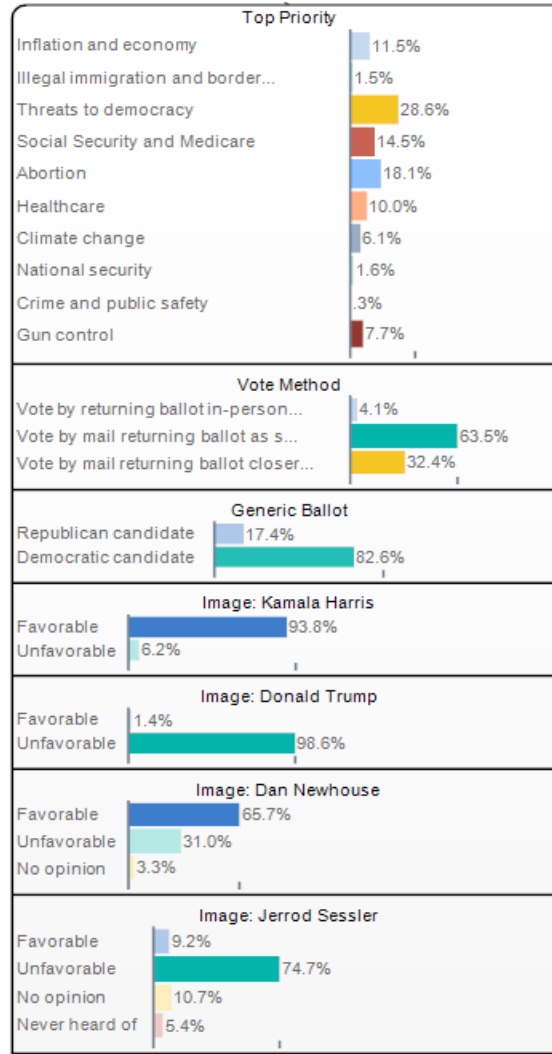
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North	Southwest	Southeast	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Hispanic	Undecided	Swing Voters	Double Haters	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	1%	2%	-7%	1%	7%	1%	5%	-9%	16%	-3%	-1%	5%	4%	2%	-6%	7%	-6%	-7%	2%	-2%	8%	-8%	0%	1%	-3%	-2%	-2%	17%	-7%
Cable news	1%	0%	13%	-2%	-5%	-9%	0%	5%	5%	-4%	-3%	8%	-1%	1%	2%	0%	9%	-6%	4%	-11%	1%	-2%	-2%	-1%	5%	9%	-4%	-6%	7%
National broadcast TV news	3%	3%	5%	-4%	11%	2%	3%	8%	-9%	10%	8%	-4%	7%	0%	0%	8%	4%	-3%	5%	-1%	-14%	3%	-7%	7%	-1%	11%	-20%	3%	12%
Other websites	3%	9%	2%	-1%	-1%	2%	-3%	9%	0%	-2%	10%	0%	0%	9%	1%	-2%	13%	5%	4%	3%	3%	18%	10%	1%	5%	-5%	2%	16%	-1%
Streaming app(s)	-1%	0%	1%	-7%	5%	2%	-4%	1%	-1%	-4%	-1%	1%	-6%	7%	4%	0%	0%	0%	-4%	12%	11%	0%	10%	-3%	2%	2%	-9%	9%	-2%
Local broadcast TV news	-2%	1%	-6%	-5%	4%	-10%	4%	1%	-15%	7%	1%	-9%	-6%	2%	0%	3%	-13%	-5%	-5%	5%	-14%	-8%	-26%	0%	-3%	7%	-2%	-8%	0%
YouTube	2%	4%	-5%	-1%	9%	7%	1%	-4%	9%	-4%	4%	4%	2%	8%	-5%	5%	-6%	2%	1%	6%	12%	-1%	1%	2%	1%	-10%	4%	11%	0%
Newspaper	0%	2%	-4%	1%	1%	-1%	2%	1%	-7%	-1%	5%	-4%	1%	-7%	6%	-1%	4%	1%	-1%	-4%	-3%	-3%	7%	0%	1%	3%	2%	-1%	0%
Facebook	2%	2%	3%	4%	0%	3%	2%	4%	0%	9%	2%	-2%	6%	-3%	1%	6%	-2%	-1%	4%	-3%	4%	-4%	-6%	4%	-1%	2%	-5%	11%	2%
Talk radio	-2%	-7%	5%	-1%	-1%	4%	-5%	0%	-8%	3%	-3%	-4%	-5%	-1%	1%	-3%	-2%	2%	0%	-5%	-3%	1%	6%	-4%	1%	-7%	3%	-3%	-2%
TikTok	0%	-2%	2%	1%	0%	1%	0%	-3%	8%	3%	-4%	2%	4%	4%	-6%	7%	-8%	-5%	4%	-7%	0%	-8%	4%	1%	-3%	7%	-5%	3%	-1%
Twitter / X	-2%	0%	-5%	-2%	0%	-4%	0%	-6%	8%	-8%	-4%	4%	-2%	-4%	-1%	-3%	4%	-5%	-3%	-1%	-2%	5%	-4%	-4%	1%	-4%	-1%	-1%	-4%
Unsure	-1%	-5%	0%	1%	0%	1%	2%	0%	-5%	2%	-4%	0%	0%	1%	-2%	-1%	-2%	1%	0%	-5%	-4%	0%	-6%	1%	-1%	-4%	4%	-4%	-1%

Segmentation Analysis

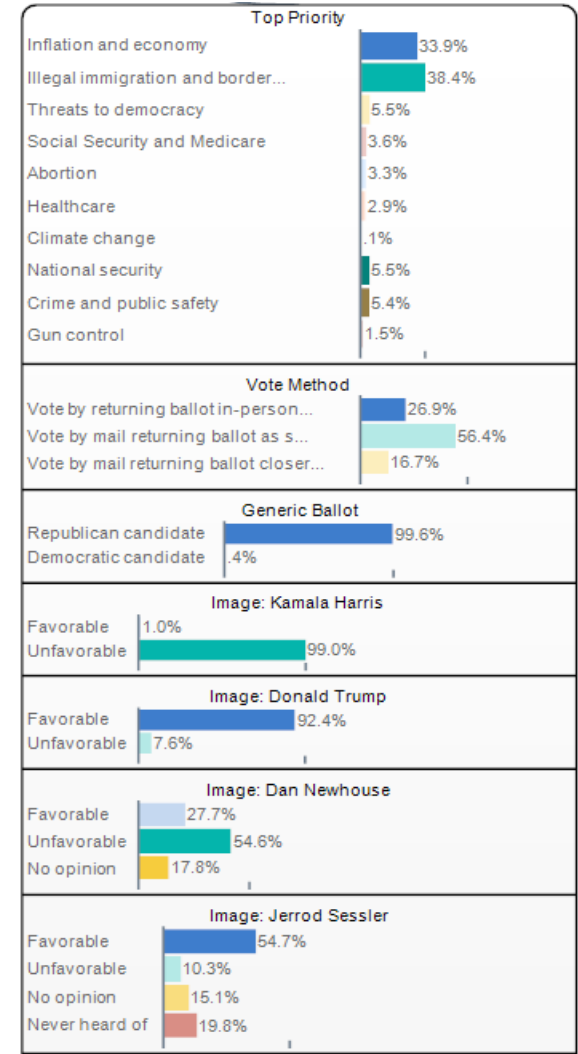
Lean Newhouse (18%)



Newhouse Supporters (21%)



Lean Sessler (61%)

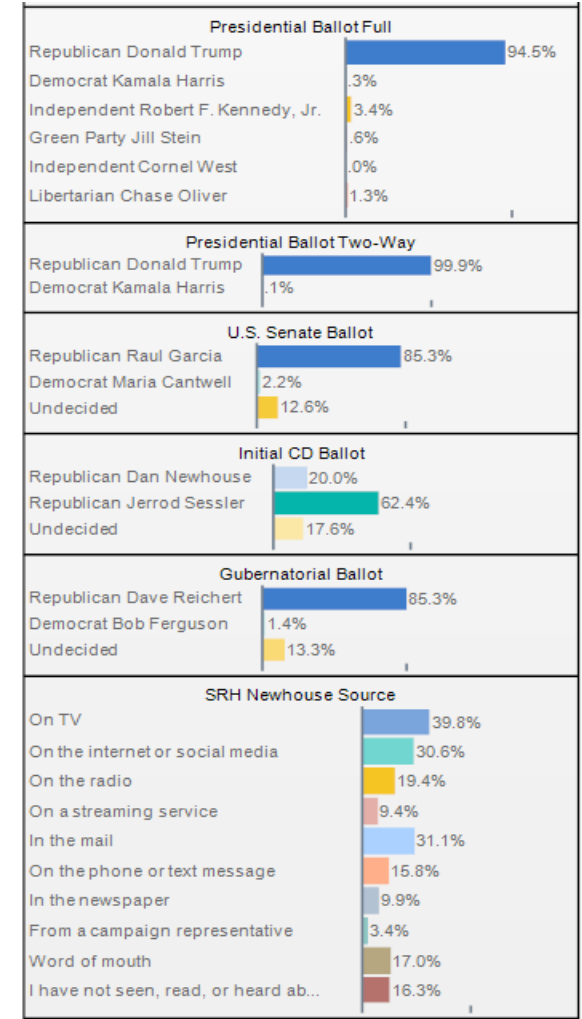
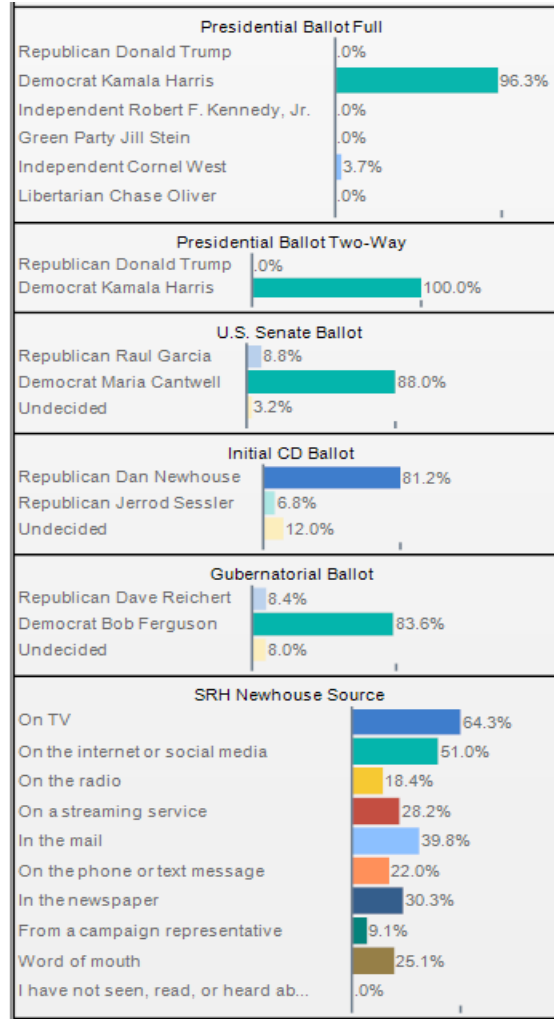
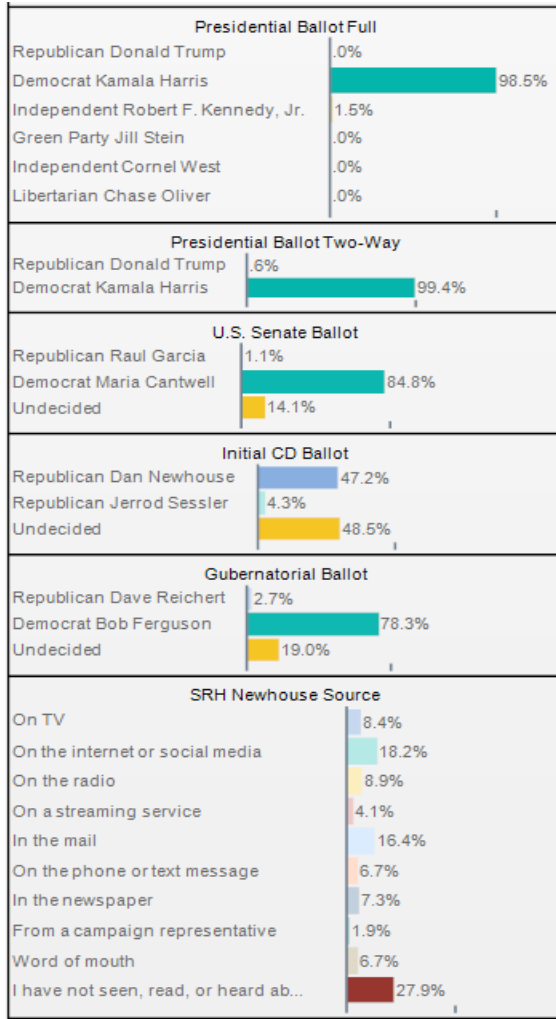


Segmentation Analysis

Lean Newhouse (18%)

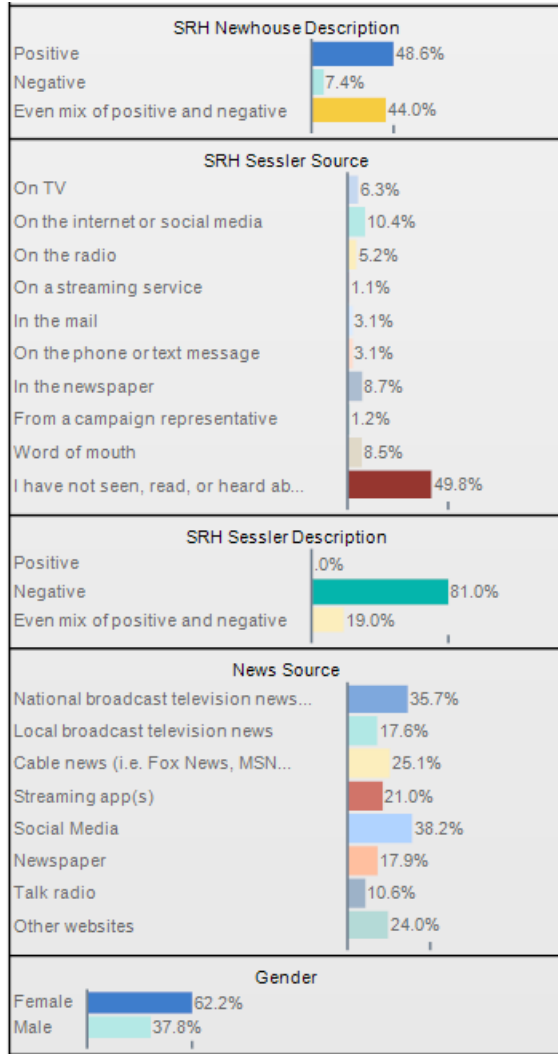
Newhouse Supporters (21%)

Lean Sessler (61%)

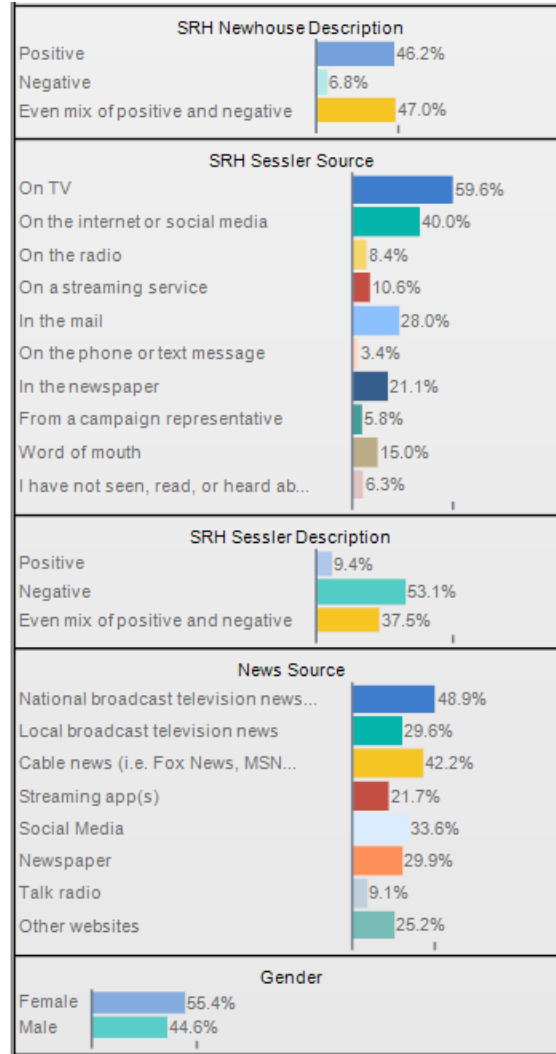


Segmentation Analysis

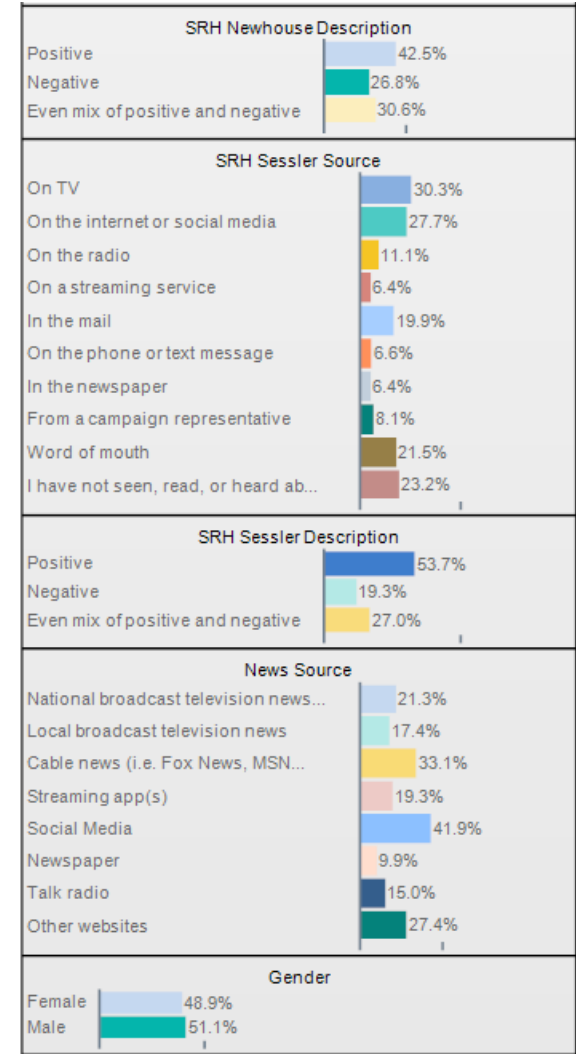
Lean Newhouse (18%)



Newhouse Supporters (21%)

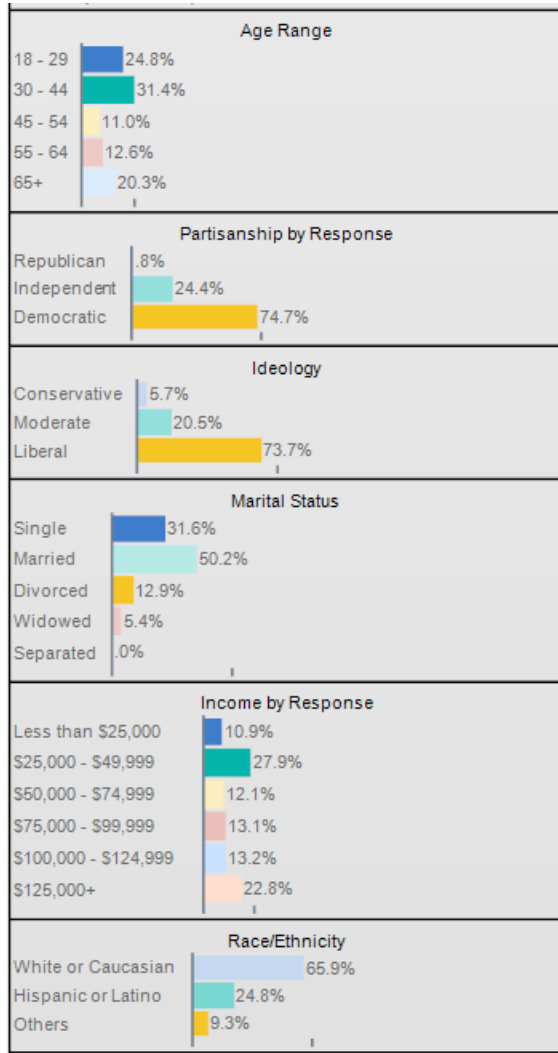


Lean Sessler (61%)

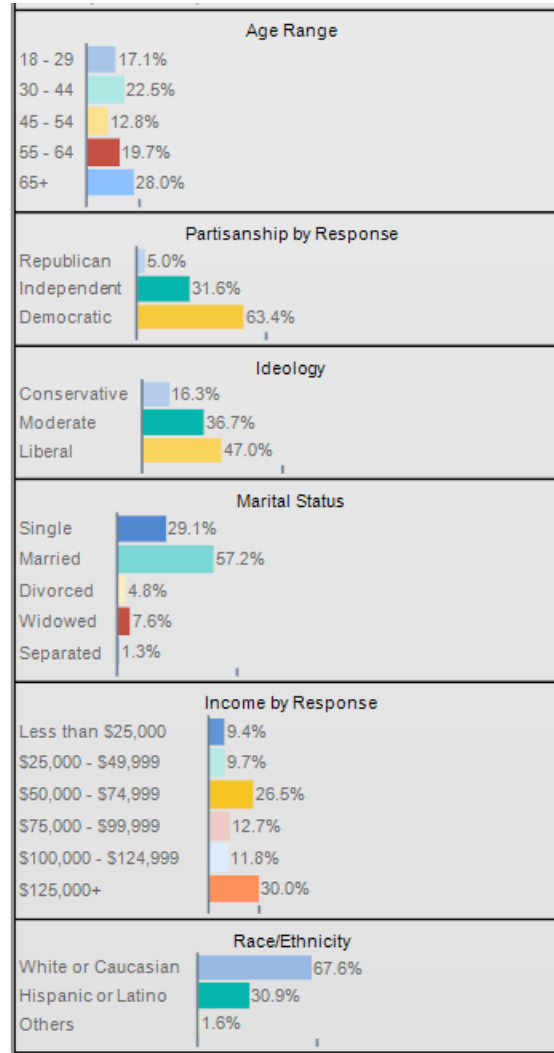


Segmentation Analysis

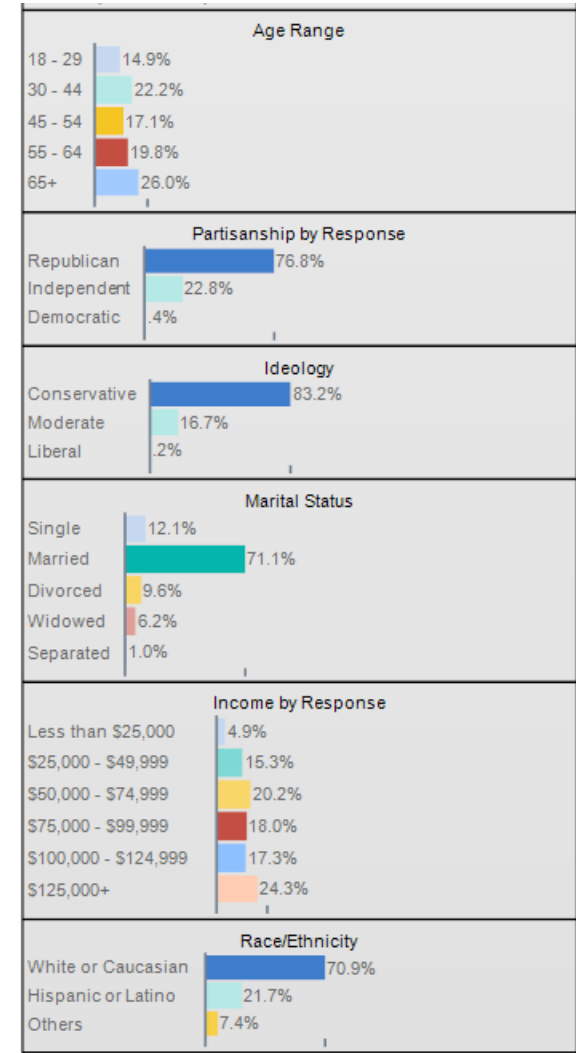
Lean Newhouse (18%)



Newhouse Supporters (21%)

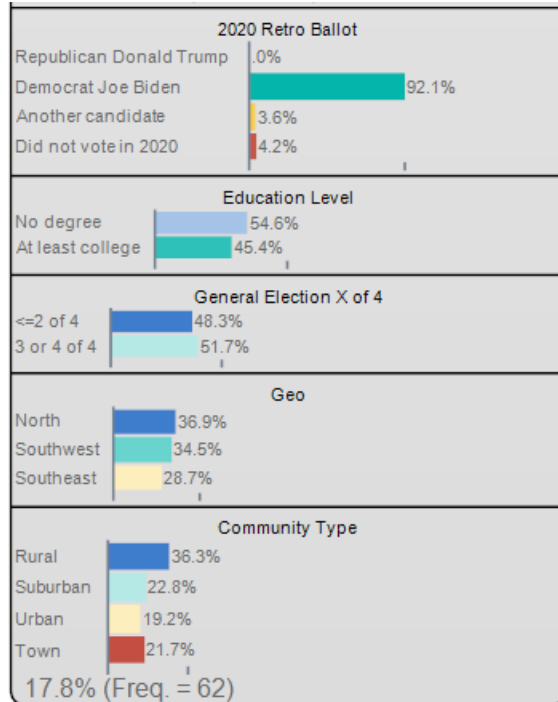


Lean Sessler (61%)

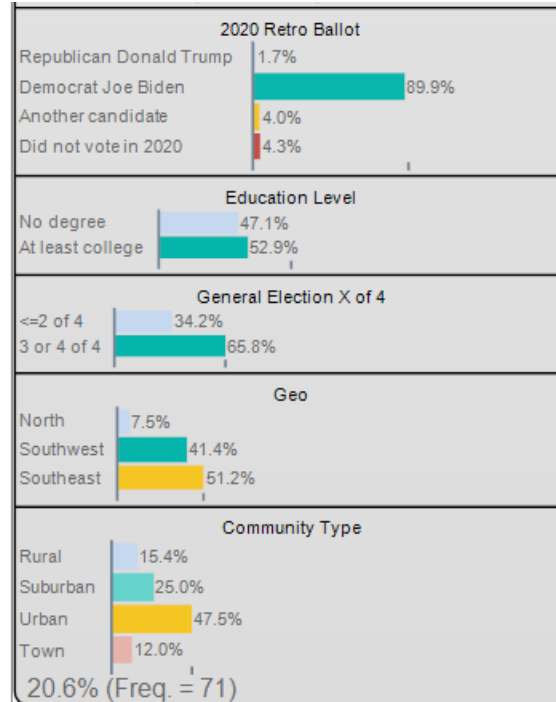


Segmentation Analysis

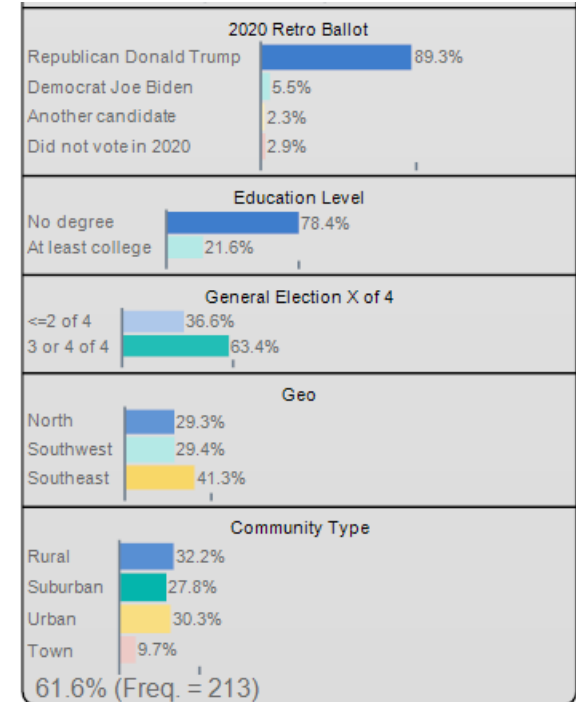
Lean Newhouse (18%)



Newhouse Supporters (21%)

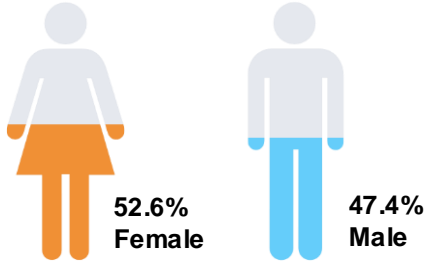


Lean Sessler (61%)

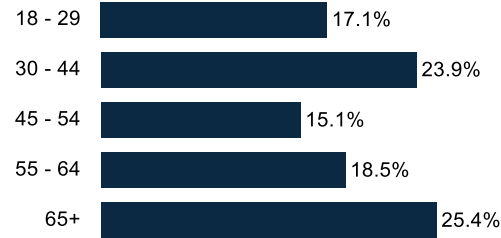


Demographics

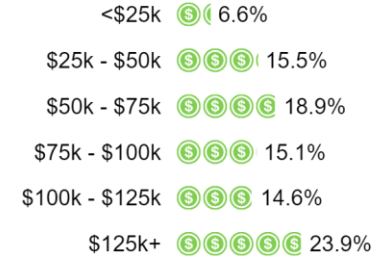
Sex



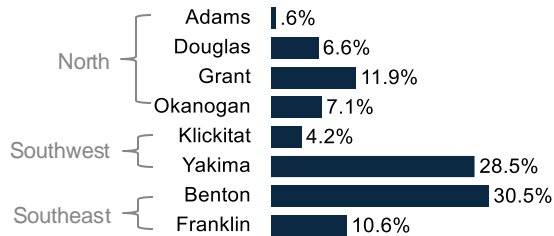
Age Range



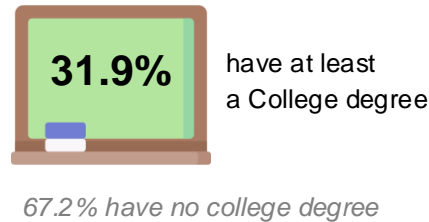
Household Income



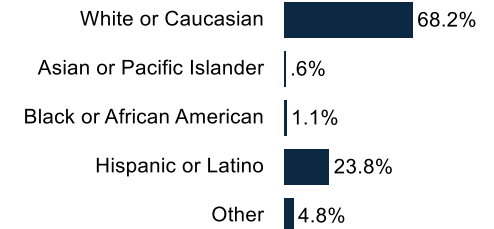
Geo - County



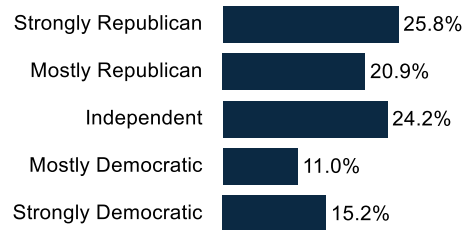
Education



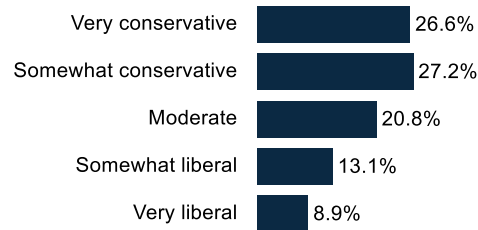
Race/Ethnicity



Partisanship



Ideology



General Election X of 4

