

CYNAL

Survey of Likely General Election Voters

North Carolina Statewide

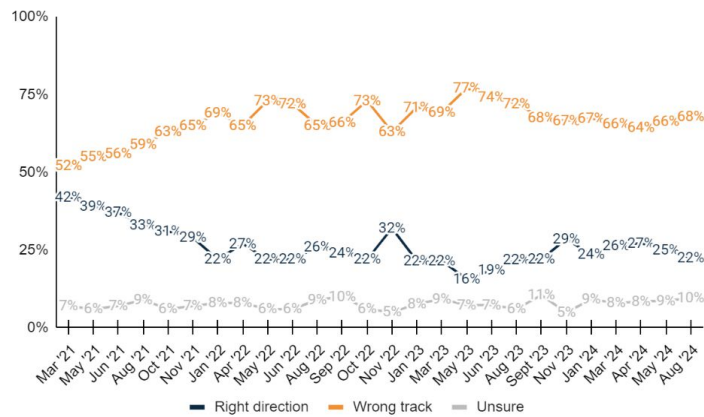
Conducted August 4 - 5, 2024

n=600 | $\pm 3.99\%$

Q1. Vote Method: How do you plan to vote in the 2024 general election for President, Congress, and state offices?

	Aug '24	May '24	Apr '24	Mar '24
<u>Vote in-person on Election Day</u>	<u>48.5%</u>	<u>45.0%</u>	<u>46.2%</u>	<u>51.3%</u>
Definitely vote in-person on Election Day	37.1%	32.9%	33.6%	37.7%
Probably vote in-person on Election Day	11.4%	12.1%	12.6%	13.6%
<u>Vote absentee by mail</u>	<u>5.5%</u>	<u>5.6%</u>	<u>5.9%</u>	<u>4.8%</u>
Definitely vote absentee by mail	3.9%	2.9%	2.6%	1.9%
Probably vote absentee by mail	1.5%	2.7%	3.3%	2.9%
<u>Vote early in-person</u>	<u>46.0%</u>	<u>49.4%</u>	<u>47.9%</u>	<u>43.9%</u>
Definitely vote early in-person	25.4%	28.9%	25.2%	28.3%
Probably vote early in-person	20.6%	20.5%	22.8%	15.6%
Total	100.0%	100.0%	100.0%	100.0%

Q2. National RD/WT: Generally speaking, would you say things in United States are headed in the right direction or off on the wrong track?



	Aug '24	May '24	Apr '24	Mar '24
<u>Right direction</u>	<u>22.5%</u>	<u>24.9%</u>	<u>27.2%</u>	<u>26.4%</u>
Definitely the right direction	6.2%	7.0%	5.7%	6.6%
Mostly the right direction	16.3%	17.9%	21.5%	19.8%
<u>Wrong track</u>	<u>67.9%</u>	<u>66.4%</u>	<u>64.3%</u>	<u>65.6%</u>
Mostly the wrong track	19.7%	18.4%	17.8%	12.9%
Definitely the wrong track	48.2%	48.0%	46.6%	52.7%
Unsure	9.6%	8.7%	8.5%	7.9%
Total	100.0%	100.0%	100.0%	100.0%

Q3. North Carolina RD/WT: Generally speaking, would you say things in North Carolina are headed in the right direction or off on the wrong track?

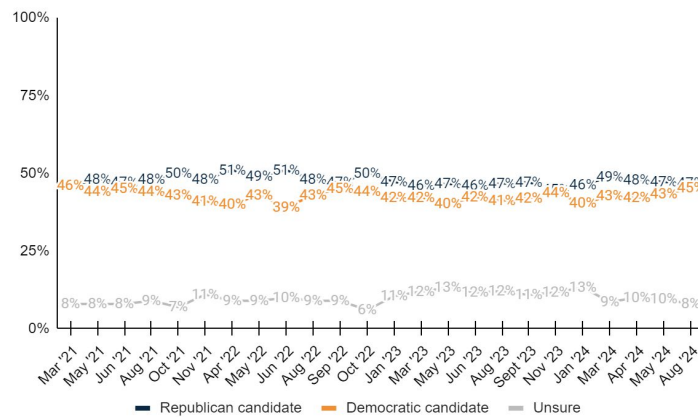
	Aug '24	May '24
<u>Right direction</u>	<u>33.8%</u>	<u>34.5%</u>
Definitely the right direction	5.8%	7.0%
Mostly the right direction	27.9%	27.6%
<u>Wrong track</u>	<u>52.6%</u>	<u>50.1%</u>
Mostly the wrong track	27.8%	27.9%
Definitely the wrong track	24.8%	22.3%
Unsure	13.6%	15.3%
Total	100.0%	100.0%



Q4. Top Issue: When it comes to each of the following issues, which two are your most important issues in the 2024 election?

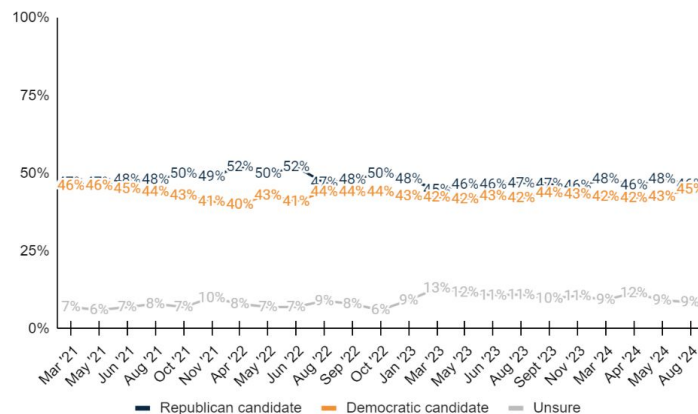
	Freq.	%
Inflation/Prices	301	50.2%
Immigration	198	32.9%
Jobs/Economy	194	32.4%
Abortion	140	23.3%
Taxes/Spending	111	18.5%
Education	104	17.4%
Energy/Environment	63	10.4%
Crime/Public safety	54	9.0%
Unsure	4	0.6%
Total	600	100.0%

Q5. Generic State Leg Ballot: If the 2024 election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for the North Carolina State Legislature?



	Aug '24	May '24	Apr '24	Mar '24
Republican candidate	46.7%	47.2%	47.8%	48.7%
Definitely the Republican candidate	39.3%	39.0%	39.8%	41.5%
Probably the Republican candidate	7.4%	8.2%	8.1%	7.2%
Democratic candidate	45.3%	43.2%	42.1%	42.6%
Probably the Democratic candidate	6.6%	8.7%	7.7%	7.1%
Definitely the Democratic candidate	38.7%	34.5%	34.4%	35.5%
Unsure	8.0%	9.5%	10.1%	8.6%
Total	100.0%	100.0%	100.0%	100.0%

Q6. Generic Congress Ballot: And, regardless of how you would vote at the state level, if the 2024 election for United States Congress was held today, and you had to make a choice, would you vote for the Republican candidate or the Democratic candidate?



	Aug '24	May '24	Apr '24	Mar '24
<u>Republican candidate</u>	<u>46.5%</u>	<u>48.3%</u>	<u>46.3%</u>	<u>48.3%</u>
Definitely the Republican candidate	38.1%	37.4%	37.6%	42.0%
Probably the Republican candidate	8.3%	10.8%	8.6%	6.2%
<u>Democratic candidate</u>	<u>44.9%</u>	<u>42.6%</u>	<u>42.2%</u>	<u>42.5%</u>
Probably the Democratic candidate	7.2%	9.5%	7.7%	7.6%
Definitely the Democratic candidate	37.7%	33.1%	34.4%	34.8%
Unsure	8.6%	9.1%	11.6%	9.3%
Total	100.0%	100.0%	100.0%	100.0%

Q7. Presidential Ballot: Thinking now about the 2024 general election... If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?
Note: Prior to August 4, 2024, Joe Biden was the Democratic candidate offered on this question instead of Kamala Harris.

	Aug '24	May '24	Apr '24	Mar '24
<u>Republican Donald Trump</u>	<u>47.2%</u>	<u>42.6%</u>	<u>43.3%</u>	<u>45.2%</u>
Definitely Republican Donald Trump	41.9%	35.5%	35.3%	41.1%
Probably Republican Donald Trump	5.3%	7.1%	8.0%	4.2%
<u>Democrat Kamala Harris/Joe Biden</u>	<u>44.1%</u>	<u>38.1%</u>	<u>39.0%</u>	<u>39.8%</u>
Definitely Democrat Kamala Harris/Joe Biden	38.5%	30.9%	30.9%	33.2%
Probably Democrat Kamala Harris/Joe Biden	5.6%	7.2%	8.1%	6.6%
<u>Independent Robert F. Kennedy Jr.</u>	<u>3.6%</u>	<u>8.8%</u>	<u>7.3%</u>	-
Definitely Independent Robert F. Kennedy Jr.	0.6%	3.4%	2.3%	-
Probably Independent Robert F. Kennedy Jr.	2.9%	5.5%	5.0%	-
<u>Libertarian Chase Oliver</u>	<u>0.6%</u>	-	-	-
Definitely Libertarian Chase Oliver	0.4%	-	-	-
Probably Libertarian Chase Oliver	0.2%	-	-	-
<u>Constitution Party Randall Terry</u>	<u>0.0%</u>	-	-	-
Definitely Constitution Party Randall Terry	0.0%	-	-	-
Probably Constitution Party Randall Terry	0.0%	-	-	-
<u>Green Party Jill Stein</u>	<u>0.4%</u>	-	-	-
Definitely Green Party Jill Stein	0.0%	-	-	-
Probably Green Party Jill Stein	0.4%	-	-	-
Someone else	-	4.2%	4.5%	9.4%
Undecided	4.1%	6.3%	5.9%	5.5%
Total	100.0%	100.0%	100.0%	100.0%

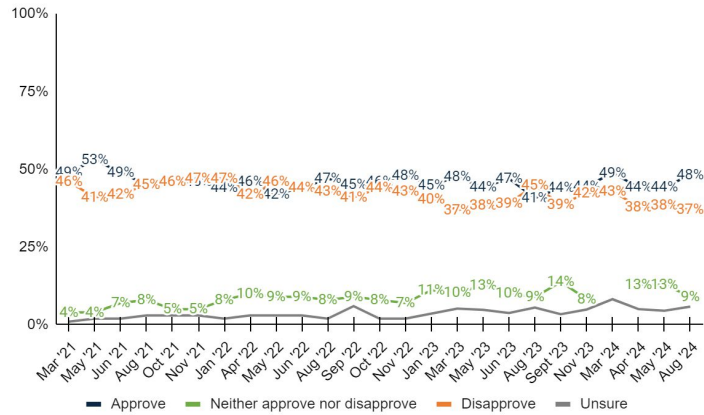
Q8. Gubernatorial Ballot: If the North Carolina 2024 gubernatorial election was held today, who would you vote for out of the following options?

	Aug '24	May '24	Apr '24	Mar '24
<u>Republican Mark Robinson</u>	<u>38.2%</u>	<u>39.2%</u>	<u>39.9%</u>	<u>43.8%</u>
Definitely Republican Mark Robinson	30.9%	31.3%	31.4%	35.4%
Probably Republican Mark Robinson	7.4%	7.9%	8.5%	8.4%
<u>Democrat Josh Stein</u>	<u>42.6%</u>	<u>39.1%</u>	<u>37.9%</u>	<u>39.0%</u>
Definitely Democrat Josh Stein	35.2%	28.8%	29.9%	32.6%
Probably Democrat Josh Stein	7.5%	10.3%	8.0%	6.4%



<u>Green Party Wayne Turner</u>	<u>0.7%</u>	<u>0.8%</u>	<u>0.9%</u>	<u>0.6%</u>
Definitely Green Party Wayne Turner	0.7%	0.3%	0.0%	0.3%
Probably Green Party Wayne Turner	0.1%	0.6%	0.9%	0.3%
<u>Libertarian Mike Ross</u>	<u>3.4%</u>	<u>3.7%</u>	<u>3.0%</u>	<u>1.8%</u>
Definitely Libertarian Mike Ross	0.9%	1.6%	1.0%	0.6%
Probably Libertarian Mike Ross	2.6%	2.1%	2.1%	1.1%
Undecided	14.9%	17.1%	18.3%	14.8%
Total	100.0%	100.0%	100.0%	100.0%

Q9. Cooper Job Approval: Do you approve or disapprove of the job that Roy Cooper is doing as



	<u>Aug '24</u>	<u>May '24</u>	<u>Apr '24</u>	<u>Mar '24</u>
<u>Approve</u>	<u>48.1%</u>	<u>44.3%</u>	<u>44.2%</u>	<u>48.9%</u>
Strongly approve	30.6%	26.6%	26.3%	28.1%
Somewhat approve	17.5%	17.6%	17.9%	20.8%
<u>Neither approve nor disapprove</u>	<u>9.1%</u>	<u>12.9%</u>	<u>12.8%</u>	<u>0.0%</u>
<u>Disapprove</u>	<u>37.0%</u>	<u>38.4%</u>	<u>37.9%</u>	<u>42.9%</u>
Somewhat disapprove	13.6%	14.4%	13.3%	14.2%
Strongly disapprove	23.4%	24.0%	24.6%	28.7%
Unsure	5.8%	4.5%	5.0%	8.2%
Total	100.0%	100.0%	100.0%	100.0%

Q10. Create Opportunities: When considering your vote for who should be governor of North Carolina, which of the following two candidates do you trust more to create job opportunities and strengthen North Carolina's economy?

	<u>Freq.</u>	<u>%</u>
<u>Republican Mark Robinson</u>	<u>254</u>	<u>42.3%</u>
Definitely Republican Mark Robinson	192	32.0%
Probably Republican Mark Robinson	62	10.3%
<u>Democrat Josh Stein</u>	<u>274</u>	<u>45.6%</u>
Probably Democrat Josh Stein	64	10.7%
Definitely Democrat Josh Stein	209	34.9%
Undecided	73	12.1%
Total	600	100.0%



Q11. Reduce Crime: When considering your vote for who should be governor of North Carolina, which of the following two candidates do you believe will better ensure public safety and reduce crime in North Carolina?

	Freq.	%
<u>Republican Mark Robinson</u>	<u>259</u>	<u>43.2%</u>
Definitely Republican Mark Robinson	198	33.1%
Probably Republican Mark Robinson	61	10.2%
<u>Democrat Josh Stein</u>	<u>271</u>	<u>45.1%</u>
Probably Democrat Josh Stein	63	10.5%
Definitely Democrat Josh Stein	208	34.7%
Undecided	70	11.6%
Total	600	100.0%

Q12. Education Trust: When considering your vote for who should be governor of North Carolina, which of the following two candidates do you have more confidence in to handle the issues of K-12 education?

	Freq.	%
<u>Republican Mark Robinson</u>	<u>248</u>	<u>41.3%</u>
Definitely Republican Mark Robinson	196	32.6%
Probably Republican Mark Robinson	52	8.7%
<u>Democrat Josh Stein</u>	<u>279</u>	<u>46.5%</u>
Probably Democrat Josh Stein	60	10.1%
Definitely Democrat Josh Stein	219	36.4%
Undecided	73	12.2%
Total	600	100.0%

Q13. LG Ballot: If the 2024 election for North Carolina Lieutenant Governor were held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
<u>Republican Hal Weatherman</u>	<u>227</u>	<u>37.8%</u>
Definitely Republican Hal Weatherman	161	26.9%
Probably Republican Hal Weatherman	65	10.9%
<u>Democrat Rachel Hunt</u>	<u>215</u>	<u>35.9%</u>
Definitely Democrat Rachel Hunt	170	28.4%
Probably Democrat Rachel Hunt	45	7.5%
<u>Libertarian Shannon Bray</u>	<u>28</u>	<u>4.6%</u>
Definitely Libertarian Shannon Bray	10	1.7%
Probably Libertarian Shannon Bray	17	2.9%
Undecided	131	21.8%
Total	600	100.0%

Q14. Attorney General Ballot: If the 2024 election for North Carolina Attorney General were held today, and you had to make a choice, who would you vote for out of the following options?

	Aug '24	Mar '24
<u>Republican Dan Bishop</u>	<u>41.7%</u>	<u>40.6%</u>
Definitely Republican Dan Bishop	27.5%	32.4%
Probably Republican Dan Bishop	14.2%	8.2%
<u>Democrat Jeff Jackson</u>	<u>37.8%</u>	<u>38.5%</u>
Probably Democrat Jeff Jackson	7.1%	7.7%
Definitely Democrat Jeff Jackson	30.8%	30.9%
Undecided	20.5%	20.8%
Total	100.0%	100.0%



Q15. Labor Commissioner Ballot: If the 2024 election for North Carolina Labor Commissioner were held today, and you had to make a choice, who would you vote for out of the following options?

	Aug '24	Mar '24
<u>Republican Luke Farley</u>	<u>39.5%</u>	<u>41.7%</u>
Definitely Republican Luke Farley	24.3%	32.9%
Probably Republican Luke Farley	15.2%	8.8%
<u>Democrat Braxton Winston II</u>	<u>35.8%</u>	<u>35.0%</u>
Probably Democrat Braxton Winston II	8.0%	6.2%
Definitely Democrat Braxton Winston II	27.9%	28.8%
Undecided	24.7%	23.3%
Total	100.0%	100.0%

Q16. State Treasurer Ballot: If the 2024 election for North Carolina State Treasurer were held today, and you had to make a choice, who would you vote for out of the following options?

	Aug '24	Mar '24
<u>Republican Brad Briner</u>	<u>40.3%</u>	<u>42.8%</u>
Definitely Republican Brad Briner	26.2%	33.0%
Probably Republican Brad Briner	14.1%	9.8%
<u>Democrat Wesley Harris</u>	<u>35.2%</u>	<u>37.4%</u>
Probably Democrat Wesley Harris	6.9%	7.9%
Definitely Democrat Wesley Harris	28.3%	29.5%
Undecided	24.5%	19.7%
Total	100.0%	100.0%

Q17. Superintendent of Public Instruction Ballot: If the 2024 election for North Carolina Superintendent of Public Instruction were held today, and you had to make a choice, who would you vote for out of the following options?

	Aug '24	Mar '24
<u>Republican Michele Morrow</u>	<u>41.5%</u>	<u>40.8%</u>
Definitely Republican Michele Morrow	26.6%	33.7%
Probably Republican Michele Morrow	14.9%	7.1%
<u>Democrat Maurice "Mo" Green</u>	<u>37.0%</u>	<u>39.1%</u>
Probably Democrat Maurice "Mo" Green	7.5%	8.4%
Definitely Democrat Maurice "Mo" Green	29.4%	30.7%
Undecided	21.5%	20.1%
Total	100.0%	100.0%

Q18. State Auditor Ballot: If the 2024 election for North Carolina State Auditor were held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
<u>Republican Dave Boliek</u>	<u>213</u>	<u>35.5%</u>
Definitely Republican Dave Boliek	143	23.9%
Probably Republican Dave Boliek	69	11.6%
<u>Democrat Jessica Holmes</u>	<u>208</u>	<u>34.7%</u>
Definitely Democrat Jessica Holmes	166	27.7%
Probably Democrat Jessica Holmes	42	6.9%
<u>Libertarian Bob Drach</u>	<u>24</u>	<u>4.0%</u>
Definitely Libertarian Bob Drach	14	2.4%
Probably Libertarian Bob Drach	10	1.6%



Undecided	155	25.9%
Total	600	100.0%

Q19. Supreme Court Ballot: If the 2024 election for North Carolina Supreme Court Justice were held today, and you had to make a choice, who would you vote for out of the following options?

	Aug '24	Mar '24
<u>Republican Jefferson Griffin</u>	<u>39.9%</u>	<u>41.4%</u>
Definitely Republican Jefferson Griffin	28.3%	32.0%
Probably Republican Jefferson Griffin	11.6%	9.3%
<u>Democrat Allison Riggs</u>	<u>37.2%</u>	<u>39.4%</u>
Probably Democrat Allison Riggs	6.1%	6.3%
Definitely Democrat Allison Riggs	31.1%	33.1%
Undecided	22.9%	19.3%
Total	100.0%	100.0%

Q20. Voting Constitutional Amendment: Would you support or oppose a North Carolina state constitutional amendment to provide that only a citizen of the United States who is 18 years of age and otherwise possessing the qualifications for voting shall be entitled to vote at any election in this State?

	Freq.	%
<u>Support</u>	<u>478</u>	<u>79.7%</u>
Strongly support	401	66.8%
Somewhat support	77	12.9%
<u>Oppose</u>	<u>62</u>	<u>10.3%</u>
Somewhat oppose	22	3.7%
Strongly oppose	40	6.6%
Unsure	60	10.0%
Total	600	100.0%

Q21. Literacy Test Requirement: Would you support or oppose a North Carolina state constitutional amendment to remove the literacy test requirement for voting from the North Carolina Constitution? The federal Voting Rights Act of 1965 prohibits the implementation of this requirement.

	Freq.	%
<u>Support</u>	<u>240</u>	<u>40.0%</u>
Strongly support	166	27.6%
Somewhat support	74	12.3%
<u>Oppose</u>	<u>232</u>	<u>38.6%</u>
Somewhat oppose	77	12.8%
Strongly oppose	155	25.8%
Unsure	128	21.4%
Total	600	100.0%

Q22. Cooling Off: When a legislator leaves office, there is a waiting period called a "cooling off" period, during which the former legislator is barred from working as a lobbyist. How long do you believe legislators should have to wait before becoming lobbyists?

	Freq.	%
0 months	13	2.1%
3 months	9	1.5%
6 months	20	3.4%
12 months	98	16.3%
Lawmakers should never be permitted to be lobbyists	344	57.4%
Unsure	116	19.3%
Total	600	100.0%



Q23. Gender

	Freq.	%
Female	329	54.9%
Male	271	45.1%
Total	600	100.0%

Q24. Age Range

	Freq.	%
<u>Under 50</u>	<u>257</u>	<u>42.8%</u>
18 - 34	121	20.1%
35 - 49	136	22.7%
<u>50 and Over</u>	<u>343</u>	<u>57.2%</u>
50 - 64	165	27.5%
65 or older	178	29.7%
Total	600	100.0%

Q25. Partisanship by Registration

	Freq.	%
Republican	191	31.8%
Democrat	205	34.2%
Independent/Other	189	31.4%
Unsure	15	2.5%
Total	600	100.0%

Q26. Ideology

	Freq.	%
<u>Conservative</u>	<u>278</u>	<u>46.3%</u>
Very conservative	124	20.7%
Somewhat conservative	154	25.6%
<u>Moderate</u>	<u>149</u>	<u>24.8%</u>
<u>Liberal</u>	<u>137</u>	<u>22.8%</u>
Somewhat liberal	70	11.7%
Very liberal	66	11.1%
Unsure	37	6.2%
Total	600	100.0%

Q27. Urbanicity/Community Type

	Freq.	%
Rural	289	48.1%
Suburban	245	40.9%
Urban	66	11.0%
Total	600	100.0%

Q28. Income by Response

	Freq.	%
Less than \$40,000	95	15.9%
\$40,000 - \$69,999	137	22.8%
\$70,000 - \$99,999	100	16.6%
\$100,000 or more	211	35.2%
Unsure	57	9.5%
Total	600	100.0%

Q29. Race/Ethnicity

	Freq.	%
White or Caucasian	417	69.6%



Asian or Pacific Islander	4	0.6%
Black or African American	129	21.5%
Hispanic or Latino	15	2.5%
Other	20	3.3%
Unsure	15	2.5%
Total	600	100.0%

Q30. 2020 Retro Ballot

	Freq.	%
Republican Donald Trump	283	47.1%
Democrat Joe Biden	268	44.7%
Another candidate	15	2.5%
Did not vote in 2020	19	3.2%
Unsure	15	2.5%
Total	600	100.0%

Q31. Education Level

	Freq.	%
No College	339	56.5%
Some high school	9	1.5%
High school diploma/GED	100	16.7%
Technical Certification	25	4.2%
Some college or Associate's Degree	205	34.1%
At least College	252	42.0%
Four-year undergraduate or Bachelor's Degree	140	23.3%
Graduate degree or further	112	18.7%
Unsure	10	1.6%
Total	600	100.0%

Q32. General Election X of 4

	Freq.	%
0 of 4	45	7.6%
1 of 4	77	12.8%
2 of 4	105	17.5%
3 of 4	91	15.2%
4 of 4	282	47.0%
Total	600	100.0%

Q33. Geo

	Freq.	%
Charlotte/West	215	35.8%
Central	110	18.3%
Raleigh-Durham	188	31.3%
Coastal	88	14.6%
Total	600	100.0%

Q34. Geo - CD

	Freq.	%
1	51	8.5%
2	44	7.3%
3	36	6.0%
4	27	4.5%
5	43	7.1%
6	34	5.6%
7	49	8.2%
8	30	5.1%
9	55	9.1%
10	41	6.8%



11	45	7.6%
12	38	6.3%
13	49	8.2%
14	58	9.7%
Total	600	100.0%

Q35. Geo - DMA

	Freq.	%
<u>Charlotte/West</u>	215	35.8%
Charlotte	164	27.4%
Greenville-Spart-Ashevl-And	49	8.1%
Chattanooga	2	0.3%
<u>Central</u>	110	18.3%
Greensboro-H.Point-W.Salem	103	17.1%
Myrtle Beach-Florence	7	1.2%
<u>Raleigh-Durham (Fayetvile)</u>	188	31.3%
<u>Coastal</u>	88	14.6%
Greenville-N.Bern-Washngtn	43	7.1%
Wilmington	34	5.7%
Norfolk-Portsmth-Newpt Nws	11	1.8%
Total	600	100.0%

Q36. Age + Income

	Freq.	%
<65 <\$40k	57	9.5%
<65 \$40k-\$70k	95	15.9%
<65 \$70k-\$100k	65	10.9%
<65 \$100k+	169	28.2%
65+ <\$40k	38	6.4%
65+ \$40k-\$70k	42	7.0%
65+ \$70k-\$100k	34	5.7%
65+ \$100k+	42	7.0%
Unsure	57	9.5%
Total	600	100.0%

Q37. Gender + Age

	Freq.	%
F 18 - 34	66	11.0%
F 35 - 49	75	12.6%
F 50 - 64	91	15.2%
F 65+	97	16.1%
M 18 - 34	55	9.1%
M 35 - 49	61	10.2%
M 50 - 64	74	12.3%
M 65+	81	13.5%
Total	600	100.0%

Q38. Race + Gender

	Freq.	%
White Female	222	37.0%
White Male	196	32.6%
Asian Female	2	0.3%
Asian Male	2	0.3%
Black Female	84	14.0%
Black Male	45	7.5%
Hispanic Female	5	0.9%
Hispanic Male	10	1.6%
Other Female	10	1.7%



Other Male	10	1.6%
Unsure	15	2.5%
Total	600	100.0%

Q39. Gender + Education

	Freq.	%
Female At least College	139	23.1%
Female No degree	187	31.1%
Male At least College	113	18.8%
Male No degree	152	25.4%
Unsure	10	1.6%
Total	600	100.0%

Q40. Partisanship + Age

	Freq.	%
Republican 18-34	30	5.0%
Republican 35-49	38	6.3%
Republican 50-64	60	9.9%
Republican 65+	63	10.6%
Democrat 18-34	39	6.5%
Democrat 35-49	45	7.4%
Democrat 50-64	54	9.0%
Democrat 65+	68	11.3%
Independent/Other 18-34	49	8.2%
Independent/Other 35-49	47	7.8%
Independent/Other 50-64	49	8.2%
Independent/Other 65+	43	7.2%
Unsure	15	2.5%
Total	600	100.0%

Q41. Partisanship + Gender

	Freq.	%
Republican Female	103	17.2%
Republican Male	88	14.6%
Democrat Female	133	22.1%
Democrat Male	73	12.1%
Independent/Other Female	85	14.2%
Independent/Other Male	103	17.2%
Unsure	15	2.5%
Total	600	100.0%

METHODOLOGY

This probabilistic survey was conducted August 4 – 5, 2024, with 600 likely general election voters. It has a margin of error of $\pm 3.99\%$. Known registered voters were interviewed via live phones and SMS. This survey was weighted to a likely general election voter universe.

ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

