

February 10, 2025



CYGNAL

Survey of Likely 2026 General Election Republican Voters **National**

February 6 – 9, 2025 | n=1000 | $\pm 3.08\%$

Insights & Analysis

- Republicans show **initial support for foreign assistance** (40 support, 38 oppose, 18 neither), and **messaging is especially effective as a majority of voters support foreign assistance** on the informed ballot.
 - **Support is initially strongest** among voters under 55, college educated men, and Traditional Republicans.
 - **Opposition is initially strongest** among women 55+, extremely conservatives, and Trump Republicans.
- After messaging, **support increases +11 to reach 51%**, and **opposition shrinks to 28%** (-10 from initial).
 - Women, voters under 55, and those in the Northeast are some of the groups that increase their support most.
 - Both Trump and Traditional Republicans increase their support at a similar rate.
- The most effective message overall is the **Healthcare** message. This message works best with younger men, extremely conservatives, in the Northeast, and Evangelicals.
 - Among those who are **initially unsure** about foreign assistance, **Mass Migration** stands out as most effective.
 - Among those who are **initially neutral** on foreign assistance, **Trump Support** and **Women and Girls** both stand out as effective.
- Voters are evenly spread on what should be the **primary motivation** for foreign assistance. Trump Republicans tend to think it should be used for advancing U.S. national security and strengthening U.S. global leadership and influence.
 - Traditional Republicans believe more in supporting global humanitarian needs



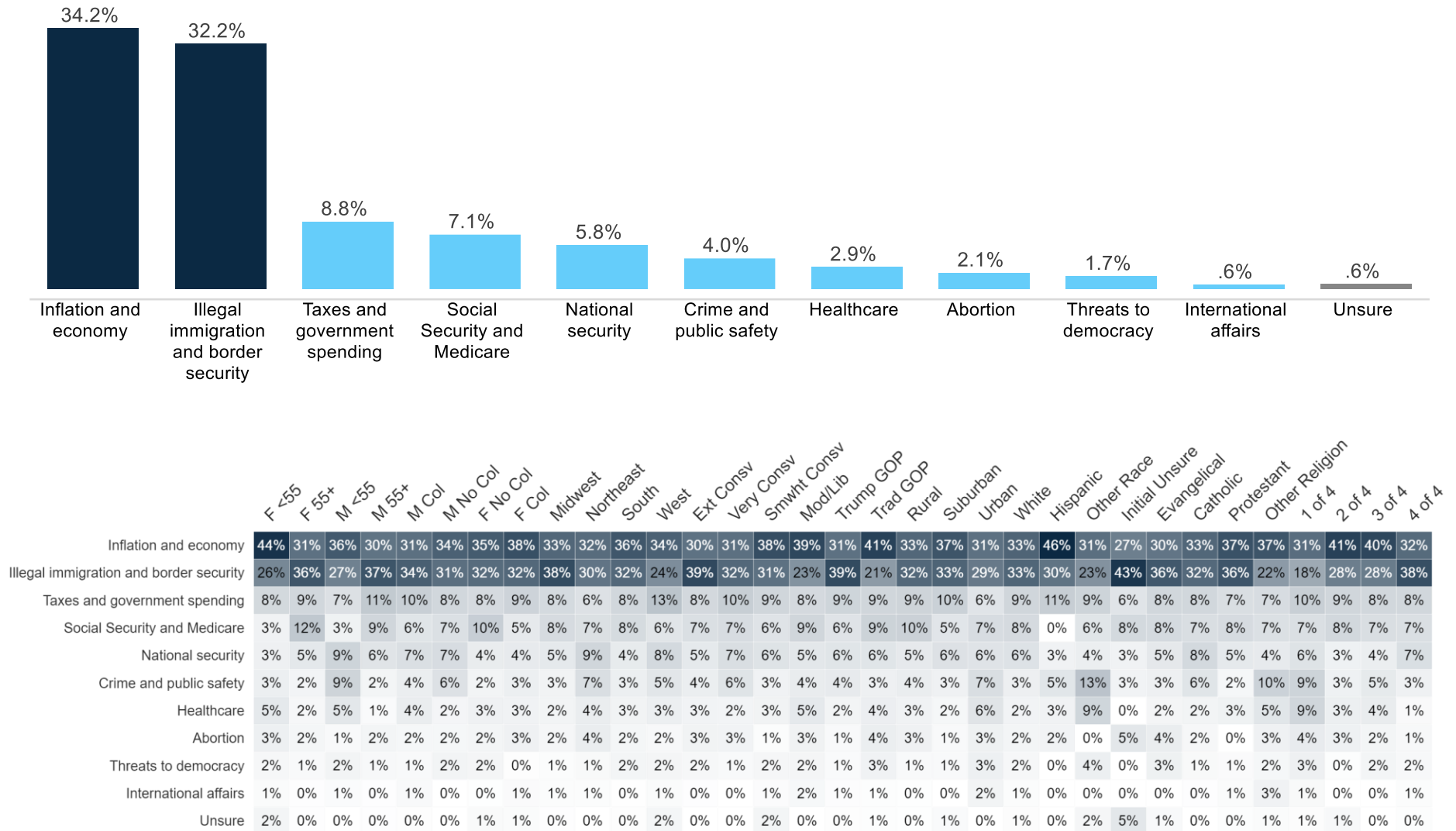
Insights & Analysis

- Voters tend to trust the **government** (30%) most to manage foreign assistance effectively. Faith based organizations (19%) are more trusted than the private sector (10%) and NGOs (9%).
 - The types of foreign assistance the U.S. should prioritize are clearly **disaster relief** (41%) and **food aid** (37%). Each other type fails to reach more than 25%.
- 68% believe it is **important** for the U.S. to provide foreign assistance, and **66% believe the U.S. is effective in doing so**. At the same time, **69% voters believe the U.S. currently spends too much** on foreign assistance.
- Voters are divided on who they believe is more efficient and accountable at implementing foreign assistance: NGOs (25%), the U.S. government (31%), or neither (31%).
 - Traditional Republicans show more trust in NGOs while Trump Republicans tend to prefer neither.
- **Emergency relief and recovery** (41%) and **humanitarian assistance** (33%) are the leading preferred terms to describe foreign assistance.
- **Trump** (93 fav, 6 unfav) is more favorable than **George W. Bush** (64 fav, 28 unfav), who appeals most to Traditional Republicans.
- The **U.S. Military** (94 fav, 4 unfav) has a very strong image, and **NATO** (44 fav, 34 unfav) is 1:1 with Trump Republicans and underwater among extremely conservatives. The **UN** (44 fav, 44 unfav) draws mixed opinions across the electorate.
 - Fewer voters have an opinion of **NGOs** (26 fav, 37 unfav). Voters under 55 show them the most favorability.
 - **USAID** (27 fav, 50 unfav) is unfavorable to a majority of voters.

Insights & Analysis

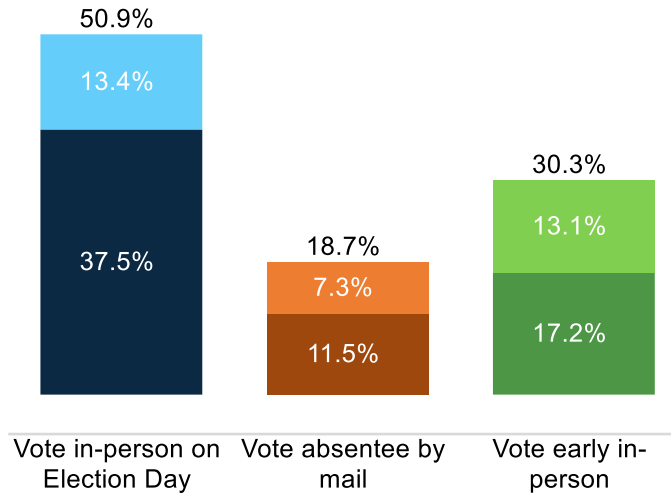
- Segmentation analysis identified four voter groups:
 - **Older Foreign Assistance Supporters** (28%) show the most support for foreign assistance. They are the oldest segment and skew female and more moderate.
 - **Foreign Assistance Opposers** (28%) show the most opposition for foreign assistance. They are the most male-leaning, most conservative, and skew older.
 - **Younger Foreign Assistance Supporters** (26%) show strong support for foreign assistance. They are the youngest segment and skew male and more moderate.
 - **Lean Foreign Assistance Opposers** (18%) are the most neutral on foreign assistance but tend to lean against it. They are the most female-leaning segment and skew middle-aged and more moderate.

Top Priority



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

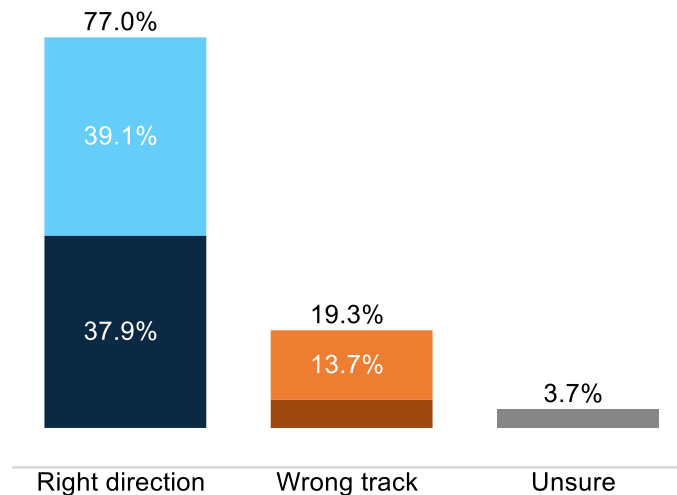
Vote Method



		F <55		F 55+		M <55		M 55+		M Col		M No Col		F No Col		F Col		Midwest		Northeast		South		West		Ext Conserv		Very Conserv		Smwrht Conserv		Mod/Lib		Trump GOP		Trad GOP		Rural		Suburban		Urban		White		Hispanic		Other Race		Initial Unsure		Evangelical		Catholic		Protestant		Other Religion		1 of 4		2 of 4		3 of 4		4 of 4	
	Definitely vote	54%	64%	69%	75%	72%	73%	59%	62%	71%	64%	65%	63%	72%	69%	55%	69%	69%	61%	65%	65%	70%	68%	46%	75%	63%	67%	65%	68%	60%	57%	55%	61%	74%																																	
	Probably vote	46%	36%	31%	25%	28%	27%	41%	38%	29%	36%	35%	37%	28%	31%	45%	31%	31%	39%	35%	35%	30%	32%	54%	25%	37%	33%	35%	32%	40%	43%	45%	39%	26%																																	
	Vote in-person on Election Day	54%	45%	62%	46%	45%	60%	51%	45%	59%	63%	52%	29%	52%	50%	49%	53%	52%	50%	61%	46%	49%	50%	55%	55%	53%	53%	57%	42%	45%	51%	55%	60%	48%																																	
	Vote absentee by mail	15%	26%	9%	22%	17%	15%	21%	22%	14%	18%	11%	43%	16%	19%	21%	20%	17%	21%	16%	21%	17%	20%	8%	20%	14%	19%	15%	22%	16%	17%	19%	14%	20%																																	
	Vote early in-person	30%	30%	29%	32%	38%	25%	28%	33%	27%	19%	37%	28%	32%	31%	30%	27%	31%	29%	24%	33%	34%	30%	37%	25%	34%	28%	28%	36%	39%	32%	27%	26%	32%																																	
Definitely vote in-person on Election Day		37%	31%	47%	37%	36%	46%	35%	32%	46%	41%	39%	21%	42%	37%	30%	41%	40%	33%	43%	33%	41%	37%	33%	46%	40%	42%	42%	29%	33%	32%	34%	44%	40%																																	
Probably vote in-person on Election Day		18%	13%	15%	9%	9%	14%	16%	13%	13%	21%	14%	8%	10%	13%	19%	11%	12%	17%	18%	13%	7%	13%	22%	9%	13%	11%	15%	13%	12%	19%	21%	16%	8%																																	
	Definitely vote absentee by mail	7%	15%	4%	17%	13%	9%	11%	13%	7%	10%	6%	31%	11%	14%	10%	10%	10%	13%	9%	13%	12%	3%	11%	6%	10%	8%	16%	8%	9%	7%	6%	14%																																		
	Probably vote absentee by mail	9%	10%	5%	5%	4%	6%	10%	9%	7%	8%	5%	12%	5%	6%	11%	10%	7%	8%	7%	8%	5%	7%	6%	9%	8%	8%	7%	6%	7%	9%	11%	8%	6%																																	
	Definitely vote early in-person	10%	17%	18%	22%	23%	18%	13%	17%	18%	12%	21%	12%	18%	18%	16%	18%	19%	15%	14%	20%	17%	18%	11%	18%	18%	15%	15%	23%	19%	16%	14%	11%	20%																																	
	Probably vote early in-person	20%	13%	11%	10%	15%	7%	15%	16%	9%	7%	16%	16%	14%	13%	15%	9%	12%	14%	10%	13%	18%	12%	26%	7%	16%	13%	13%	14%	20%	15%	13%	15%	12%																																	

How do you plan to vote in the November 2026 general election for U.S. Congress?

Country Direction



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Smwrht Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	70%	78%	82%	77%	83%	76%	74%	76%	79%	79%	75%	77%	85%	80%	73%	67%	82%	70%	79%	75%	80%	78%	71%	69%	76%	79%	79%	79%	69%	71%	74%	67%	81%
Wrong track	24%	18%	17%	19%	15%	21%	20%	21%	18%	19%	21%	18%	13%	18%	20%	29%	15%	26%	18%	22%	15%	18%	23%	27%	18%	17%	18%	18%	25%	24%	23%	25%	16%
Definitely the right direction	30%	40%	40%	40%	46%	35%	37%	35%	36%	38%	40%	35%	56%	39%	26%	24%	45%	28%	37%	36%	43%	39%	25%	38%	47%	42%	37%	41%	34%	32%	31%	36%	42%
Mostly the right direction	40%	37%	42%	38%	37%	41%	37%	41%	43%	40%	35%	43%	29%	40%	47%	43%	37%	42%	41%	38%	37%	39%	46%	31%	30%	37%	41%	37%	35%	38%	42%	31%	40%
Mostly the wrong track	16%	12%	14%	14%	12%	16%	12%	17%	13%	16%	14%	12%	8%	12%	17%	21%	10%	20%	14%	15%	10%	13%	16%	18%	16%	11%	13%	15%	19%	18%	15%	20%	11%
Definitely the wrong track	8%	6%	4%	5%	3%	5%	8%	4%	5%	3%	7%	5%	5%	6%	4%	8%	5%	6%	4%	7%	5%	5%	8%	9%	3%	6%	5%	3%	6%	7%	9%	5%	4%
Unsure	6%	5%	1%	4%	2%	3%	6%	3%	3%	2%	4%	5%	1%	2%	6%	4%	2%	5%	4%	3%	4%	4%	5%	4%	5%	4%	4%	3%	7%	5%	3%	8%	3%

Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

Image Tests

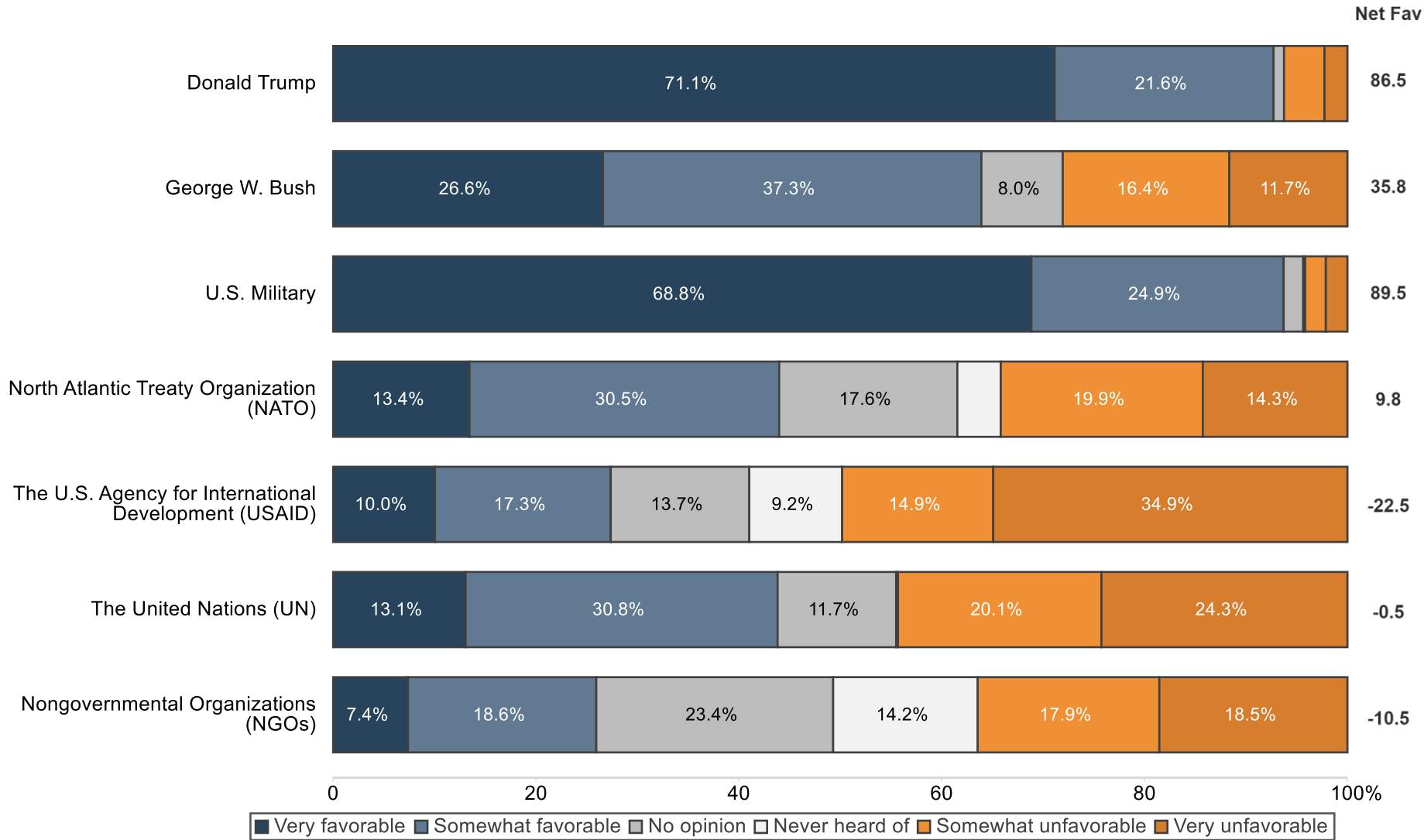


Image Tests Heatmap

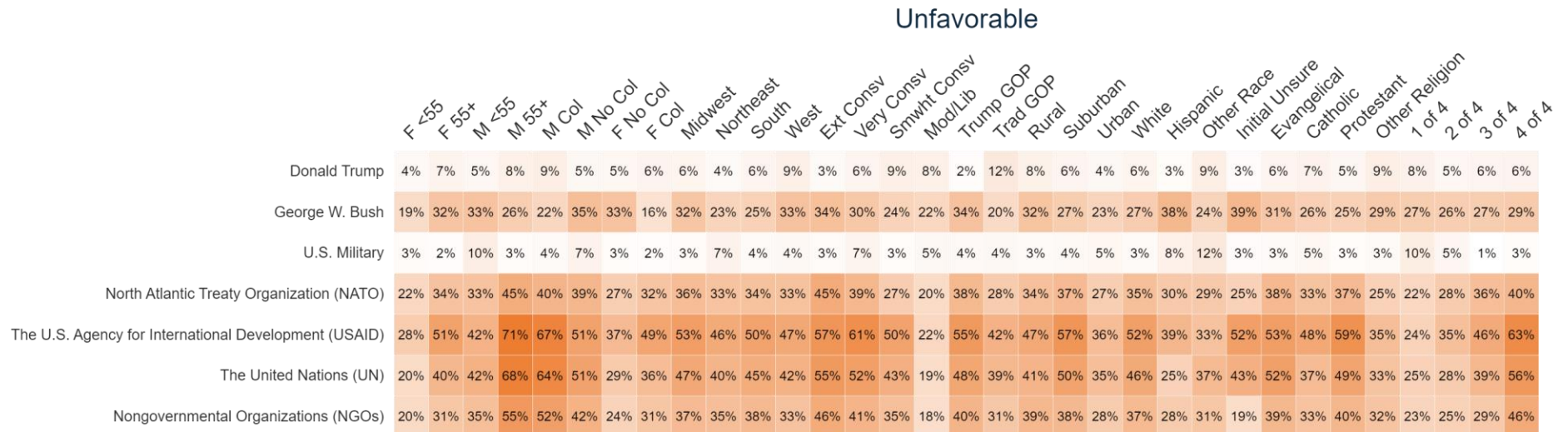
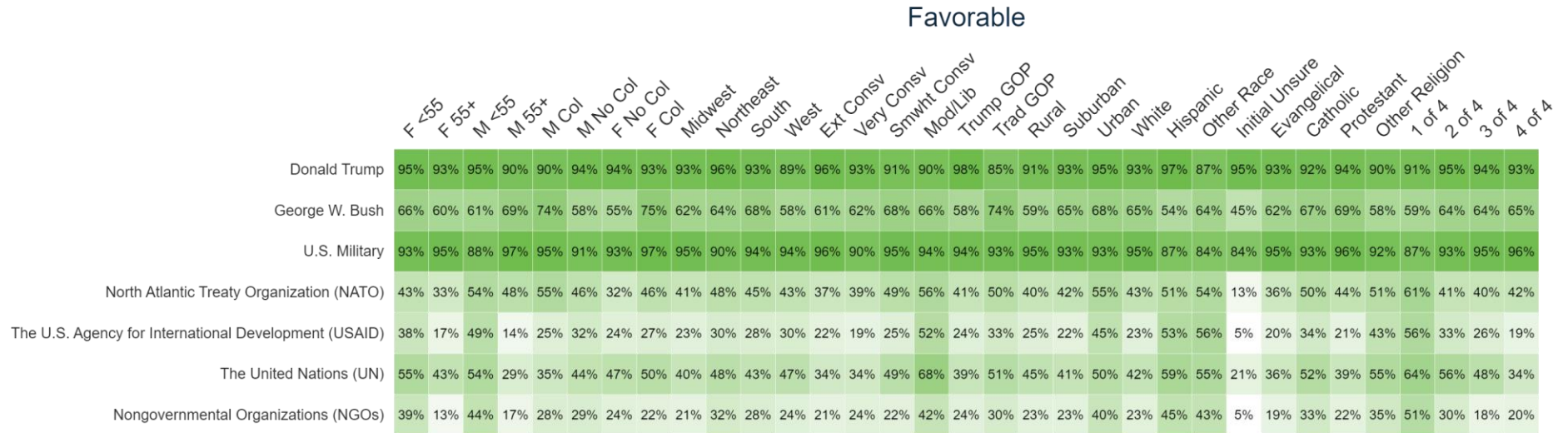
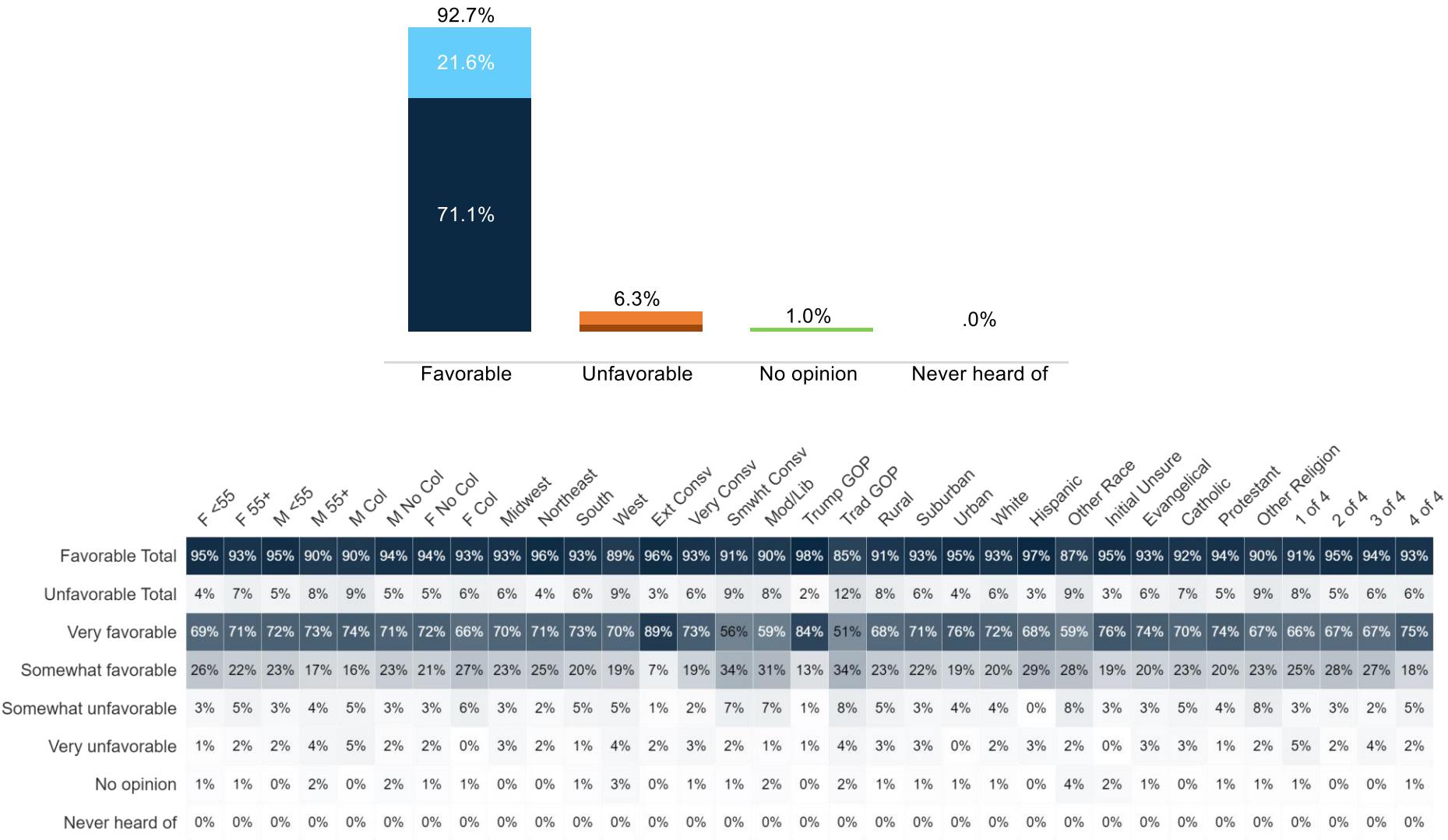
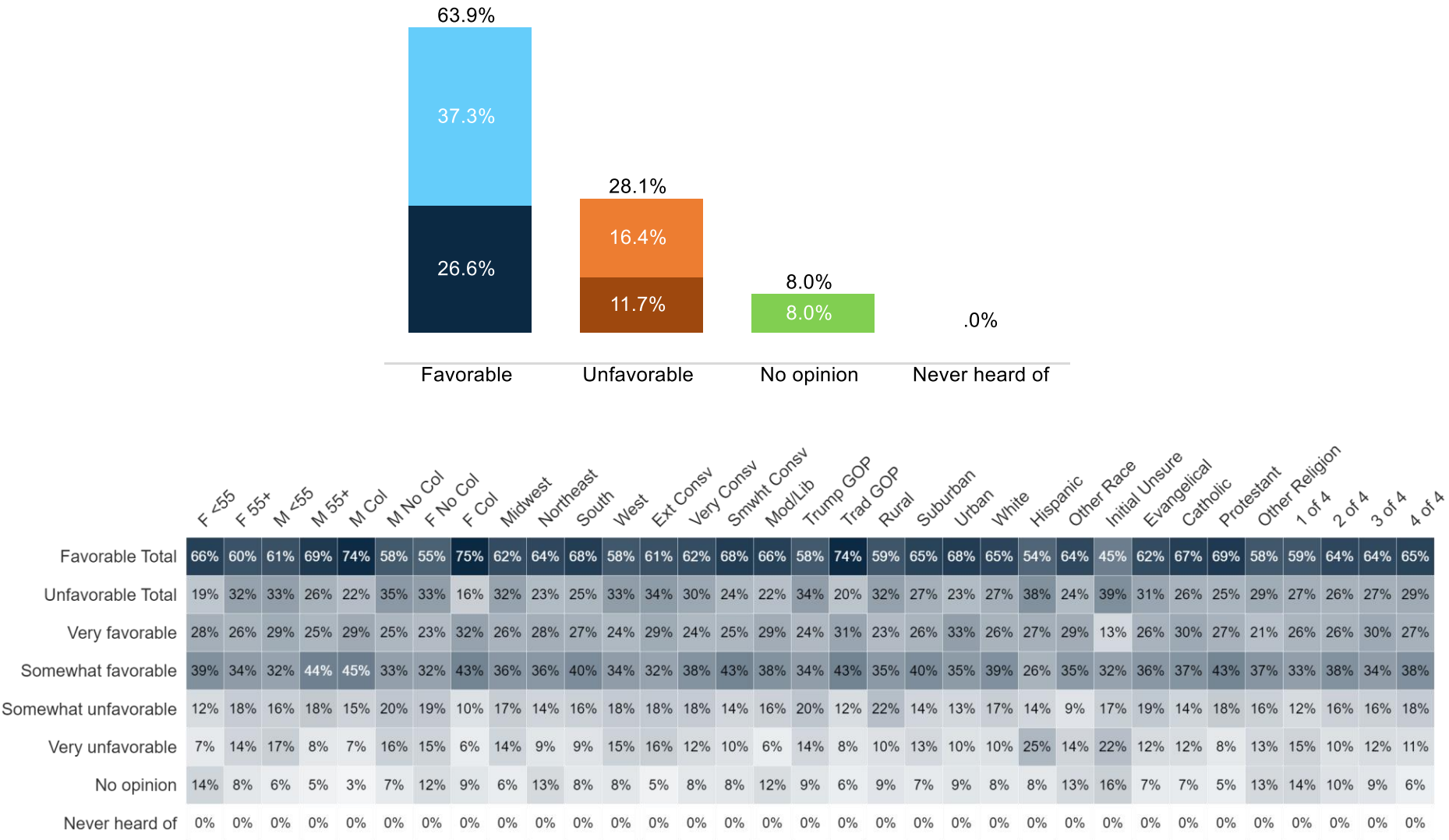


Image: Donald Trump



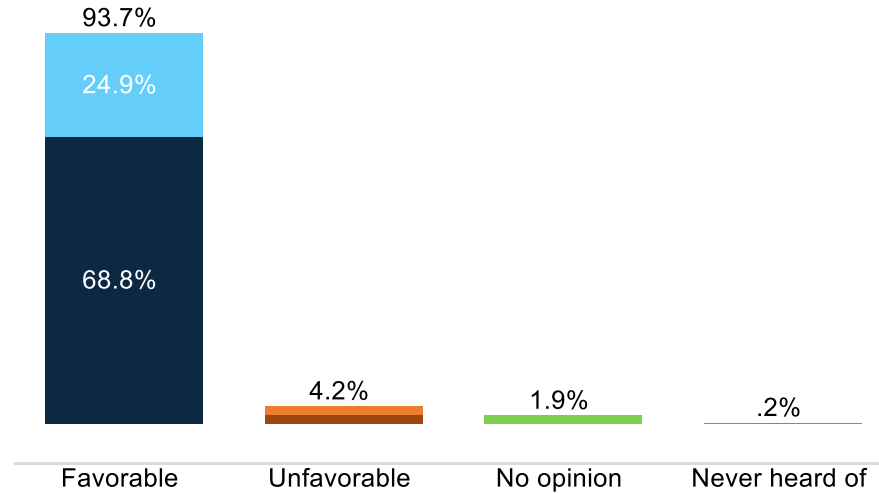
Do you have a favorable or unfavorable opinion of Donald Trump?

Image: George W. Bush



Do you have a favorable or unfavorable opinion of George W. Bush?

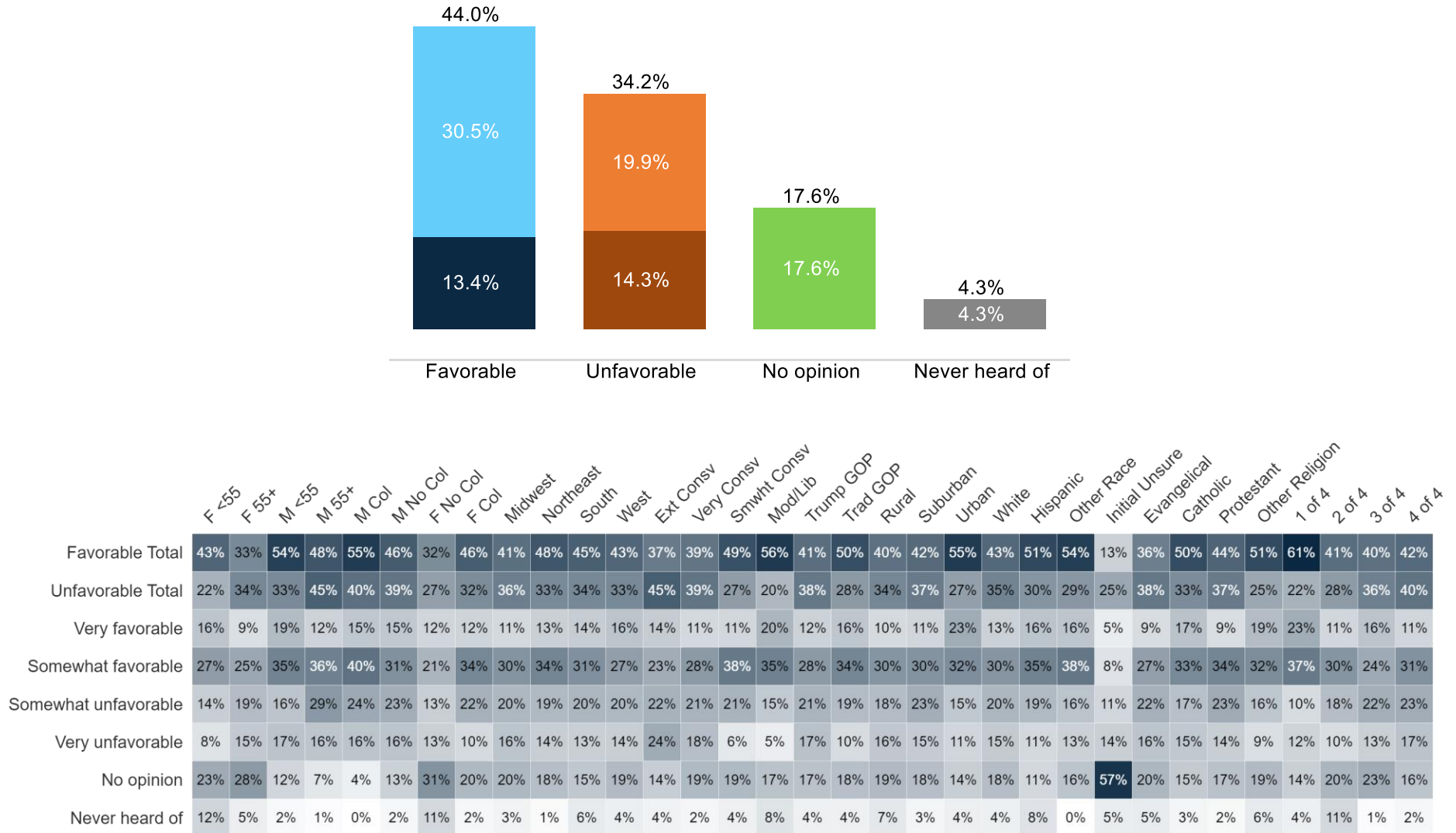
Image: U.S. Military



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Consv	Very Consv	Smwht Consv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	93%	95%	88%	97%	95%	91%	93%	97%	95%	90%	94%	94%	96%	90%	95%	94%	94%	93%	95%	93%	93%	95%	87%	84%	84%	95%	93%	96%	92%	87%	93%	95%	96%
Unfavorable Total	3%	2%	10%	3%	4%	7%	3%	2%	3%	7%	4%	4%	3%	7%	3%	5%	4%	4%	3%	4%	5%	3%	8%	12%	3%	3%	5%	3%	3%	10%	5%	1%	3%
Very favorable	62%	71%	64%	75%	70%	70%	73%	59%	73%	64%	69%	67%	77%	69%	67%	60%	71%	66%	68%	69%	70%	71%	54%	51%	63%	70%	70%	73%	61%	58%	67%	70%	72%
Somewhat favorable	31%	24%	24%	22%	25%	21%	20%	38%	22%	26%	25%	28%	20%	21%	29%	34%	23%	27%	26%	25%	23%	24%	32%	33%	21%	25%	23%	24%	30%	28%	26%	25%	24%
Somewhat unfavorable	2%	0%	5%	2%	3%	4%	1%	1%	2%	3%	3%	0%	1%	3%	2%	4%	2%	2%	1%	2%	3%	1%	3%	11%	0%	1%	2%	1%	3%	6%	2%	1%	1%
Very unfavorable	1%	2%	5%	1%	1%	4%	2%	1%	1%	5%	1%	4%	2%	4%	1%	1%	2%	2%	2%	2%	2%	2%	5%	2%	3%	2%	3%	1%	1%	4%	3%	0%	1%
No opinion	3%	2%	2%	0%	1%	1%	4%	1%	2%	3%	2%	1%	1%	4%	2%	1%	2%	2%	1%	2%	2%	2%	5%	4%	13%	2%	2%	1%	5%	3%	1%	4%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

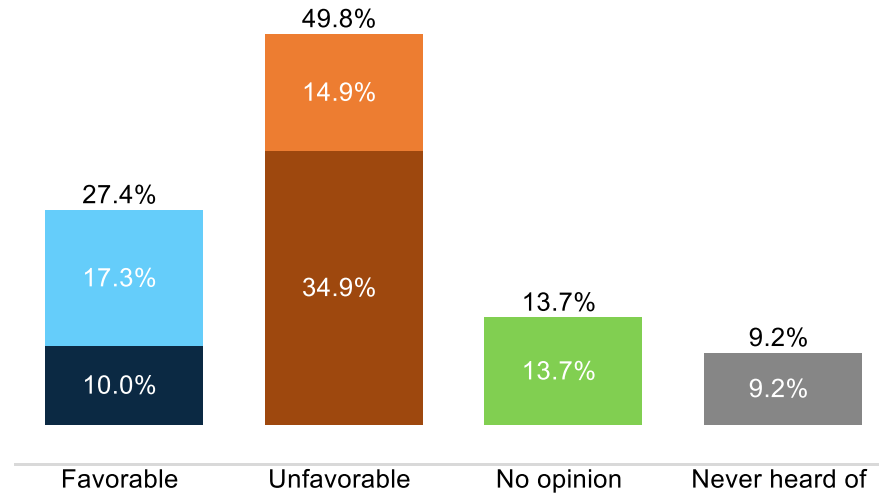
Do you have a favorable or unfavorable opinion of U.S. Military?

Image: North Atlantic Treaty Organization (NATO)



Do you have a favorable or unfavorable opinion of North Atlantic Treaty Organization (NATO)?

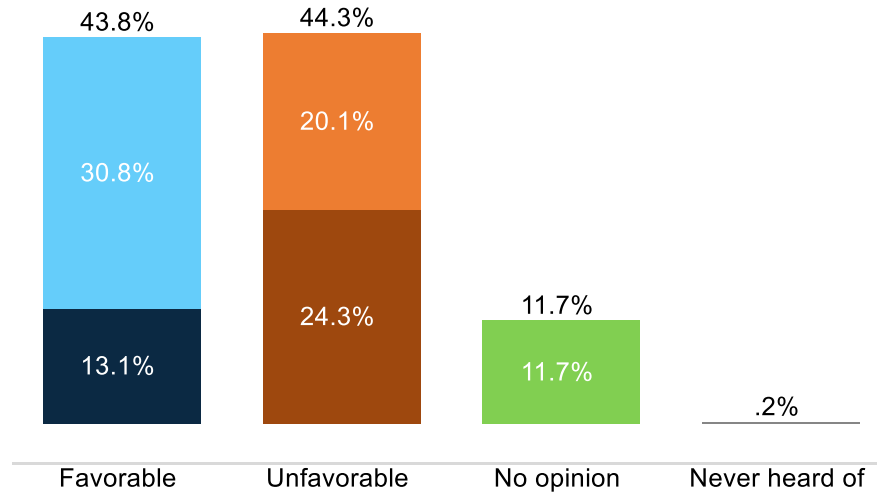
Image: The U.S. Agency for International Development (USAID)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Consv	Very Consv	Smwht Consv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	38%	17%	49%	14%	25%	32%	24%	27%	23%	30%	28%	30%	22%	19%	25%	52%	24%	33%	25%	22%	45%	23%	53%	56%	5%	20%	34%	21%	43%	56%	33%	26%	19%
Unfavorable Total	28%	51%	42%	71%	67%	51%	37%	49%	53%	46%	50%	47%	57%	61%	50%	22%	55%	42%	47%	57%	36%	52%	33%	52%	53%	48%	59%	35%	24%	35%	46%	63%	
Very favorable	15%	5%	21%	3%	10%	12%	9%	9%	7%	15%	10%	11%	13%	6%	6%	15%	10%	11%	8%	8%	19%	8%	19%	25%	2%	8%	12%	5%	17%	22%	11%	13%	7%
Somewhat favorable	24%	12%	27%	11%	15%	21%	15%	19%	16%	15%	18%	19%	8%	13%	19%	37%	15%	22%	17%	14%	26%	15%	34%	31%	3%	12%	21%	16%	26%	34%	22%	14%	12%
Somewhat unfavorable	13%	16%	14%	16%	16%	14%	14%	16%	15%	14%	15%	14%	7%	16%	24%	14%	12%	19%	17%	15%	10%	15%	11%	22%	8%	16%	13%	14%	14%	11%	19%	15%	15%
Very unfavorable	15%	35%	28%	55%	51%	37%	23%	32%	37%	32%	35%	34%	50%	45%	26%	8%	42%	23%	30%	42%	26%	37%	28%	11%	44%	36%	34%	45%	21%	13%	15%	31%	48%
No opinion	16%	22%	8%	8%	4%	11%	22%	14%	14%	14%	14%	12%	13%	11%	15%	16%	12%	17%	19%	11%	12%	15%	3%	7%	27%	16%	11%	11%	14%	12%	16%	19%	12%
Never heard of	19%	10%	2%	7%	4%	6%	16%	10%	10%	10%	8%	11%	8%	8%	10%	10%	9%	8%	10%	10%	6%	10%	5%	4%	16%	11%	7%	8%	8%	8%	16%	9%	7%

Do you have a favorable or unfavorable opinion of The U.S. Agency for International Development (USAID)?

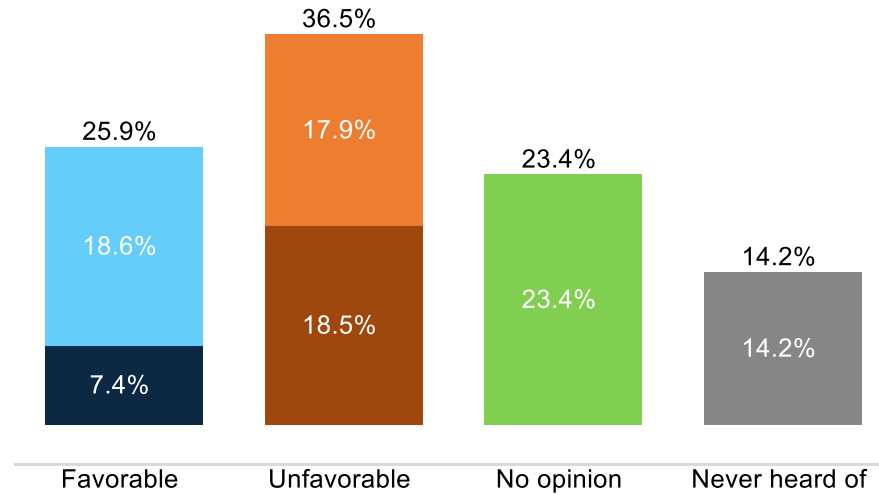
Image: The United Nations (UN)



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Consv	Very Consv	Somwht Consv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	55%	43%	54%	29%	35%	44%	47%	50%	40%	48%	43%	47%	34%	34%	49%	68%	39%	51%	45%	41%	50%	42%	59%	55%	21%	36%	52%	39%	55%	64%	56%	48%	34%
Unfavorable Total	20%	40%	42%	68%	64%	51%	29%	36%	47%	40%	45%	42%	55%	52%	43%	19%	48%	39%	41%	50%	35%	46%	25%	37%	43%	52%	37%	49%	33%	25%	28%	39%	56%
Very favorable	19%	9%	22%	7%	12%	15%	13%	13%	11%	15%	14%	12%	14%	10%	7%	27%	12%	16%	12%	10%	22%	12%	22%	16%	5%	11%	17%	6%	19%	19%	19%	15%	10%
Somewhat favorable	37%	34%	33%	22%	24%	29%	34%	37%	29%	33%	29%	34%	20%	24%	42%	42%	28%	35%	33%	31%	27%	30%	37%	40%	16%	26%	35%	33%	36%	45%	37%	33%	25%
Somewhat unfavorable	12%	17%	21%	28%	26%	24%	13%	18%	21%	18%	21%	19%	17%	25%	25%	13%	19%	22%	20%	22%	16%	20%	11%	28%	14%	22%	17%	24%	11%	13%	16%	18%	24%
Very unfavorable	7%	23%	21%	40%	39%	26%	16%	18%	26%	22%	24%	24%	38%	27%	19%	6%	29%	16%	21%	28%	19%	26%	14%	9%	30%	30%	20%	25%	21%	11%	13%	21%	32%
No opinion	24%	18%	4%	3%	0%	6%	24%	14%	13%	11%	12%	11%	11%	14%	8%	12%	12%	10%	14%	9%	15%	11%	16%	7%	33%	12%	11%	12%	12%	11%	16%	12%	10%
Never heard of	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%

Do you have a favorable or unfavorable opinion of The United Nations (UN)?

Image: Nongovernmental Organizations (NGOs)



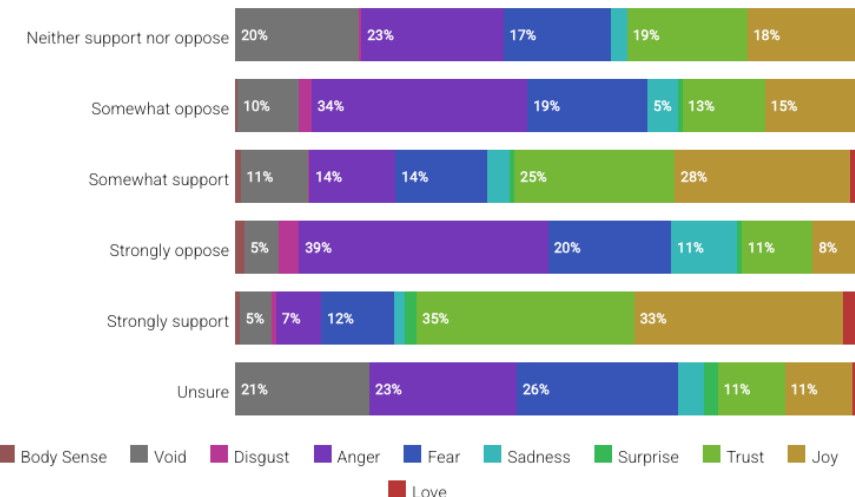
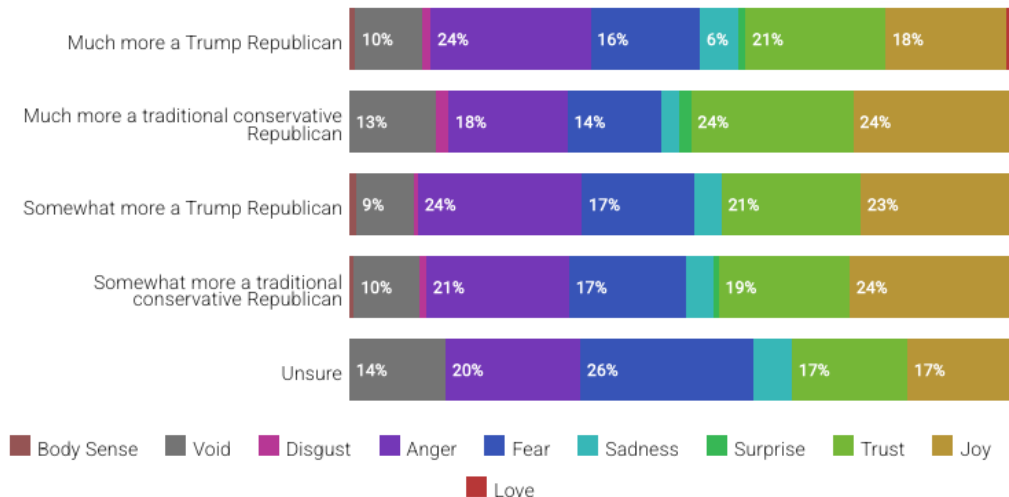
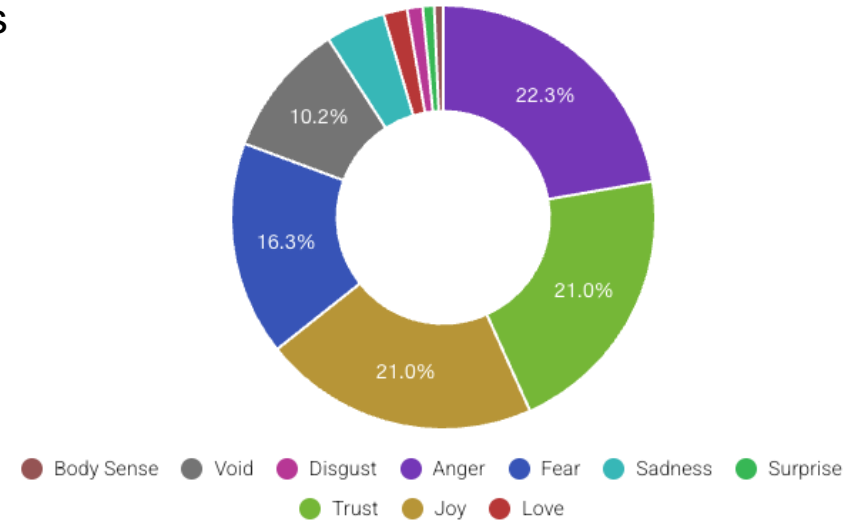
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Consv	Very Consv	Somwht Consv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
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Unfavorable Total	20%	31%	35%	55%	52%	42%	24%	31%	37%	35%	38%	33%	46%	41%	35%	18%	40%	31%	39%	38%	28%	37%	28%	31%	19%	39%	33%	40%	32%	23%	25%	29%	46%
Very favorable	11%	4%	14%	3%	9%	7%	7%	7%	5%	11%	8%	6%	9%	7%	3%	10%	7%	9%	6%	7%	12%	6%	11%	16%	0%	6%	10%	5%	11%	20%	5%	7%	5%
Somewhat favorable	28%	8%	29%	14%	19%	23%	17%	15%	16%	21%	20%	18%	12%	17%	19%	31%	17%	21%	17%	16%	28%	17%	35%	27%	5%	13%	23%	17%	24%	31%	25%	11%	14%
Somewhat unfavorable	11%	16%	18%	25%	21%	23%	12%	17%	19%	20%	18%	15%	15%	22%	20%	13%	18%	18%	23%	17%	14%	18%	14%	24%	8%	21%	14%	16%	17%	17%	15%	15%	20%
Very unfavorable	9%	15%	17%	30%	31%	19%	11%	15%	18%	15%	20%	19%	30%	19%	14%	6%	23%	13%	16%	22%	14%	19%	14%	7%	11%	17%	19%	23%	16%	7%	10%	14%	26%
No opinion	26%	34%	15%	16%	13%	18%	31%	30%	21%	24%	24%	25%	21%	23%	25%	24%	25%	20%	25%	23%	22%	24%	17%	17%	52%	25%	22%	24%	21%	15%	24%	37%	23%
Never heard of	15%	22%	6%	12%	8%	11%	21%	16%	21%	9%	10%	17%	12%	12%	17%	16%	12%	18%	14%	16%	10%	15%	10%	9%	24%	17%	12%	15%	12%	10%	21%	16%	12%

Do you have a favorable or unfavorable opinion of Nongovernmental Organizations (NGOs)?

Emotive Analysis – Foreign Assistance

- Voters express a near equal amount of **primary emotions** of **anger**, **trust**, and joy when asked about foreign assistance. The dominant primary emotion of anger is **driven by the secondary emotion of criticism** as voters pick apart their beliefs about foreign assistance.
 - The primary emotion of **trust** is driven by the secondary emotion of **confidence**, and the primary emotion of **joy** is driven by optimism as voters **believe in foreign assistance** and its global necessity.
- Those who initially oppose foreign assistance as well as those who identify as **Trump Republicans voters** **express much more negative emotions**. Those who support foreign assistance and Traditional Republicans show more **trust** and **joy**.

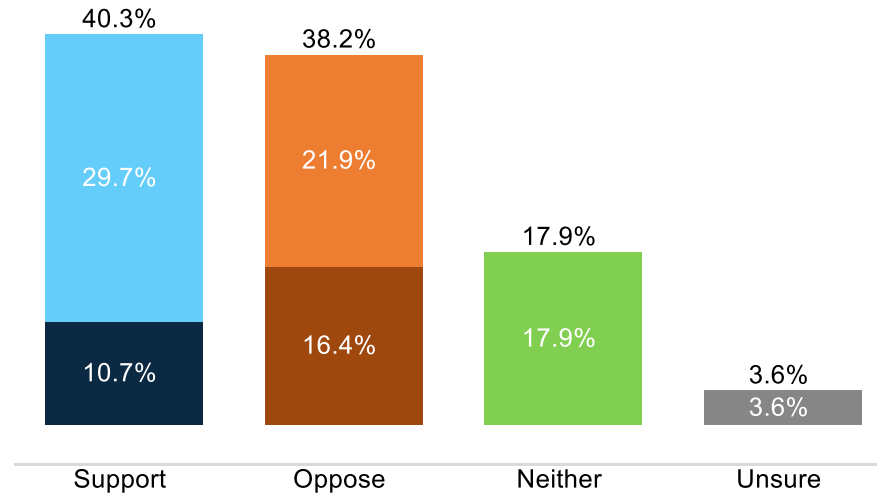
Primary Emotions Breakdown Distribution



Select Quotes – Foreign Assistance

- **Pro Foreign Assistance:**
 - *"I think we are **doing the right thing** by helping other underserved countries with non-military aid."* Man, 65+, Trump Republican
 - *"I feel that the United States Government **should help combat hunger and poverty** in undeveloped countries, because it is the **right thing to do**."* Man, 65+, Trump Republican
 - *"I support foreign assistance to countries in need. As humans, **our responsibility** to one another is to care for one another if we are blessed to do so. The US can set a precedent of leadership and peace by providing foreign assistance as we have tremendous power in the world today."* Woman, 30 – 44, Traditional Republican
- **Anti Foreign Assistance:**
 - *"Needs to be stopped or drastically reduced **until Americans are taken care of first**."* Man, 55 – 64, Trump Republican
 - *"I do not agree with it right now. **We need to fix our country first** before we help others."* Woman, 45 – 54, Trump Republican
 - *"I think it is not our problem and we should not get involved that **help should be focused here** there are plenty of people in the US that need help and can not get it me included."* Man, 55 – 64, Traditional Republican
- **Ambivalent:**
 - *"I think it is **fine**. You never know when we will need help and hopefully they would do the same for us."* Woman, 45 – 54, Trump Republican
 - *"**Depends** on if it benefits the United States."* Woman, 45 – 54, Trump Republican
 - *"I like the idea and message behind it, **the concern is with the underserved** in our own country not being met is always a problem though."* Man, 18 – 29, Traditional Republican
 - *"While I understand the need, **we need to look a bit more introspectively**, as our country is a bit of a mess and we need to focus on righting our ship."* Woman, 30 – 44, Traditional Republican

Initial Foreign Assistance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Somewhat Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	40%	33%	47%	42%	50%	39%	35%	38%	43%	41%	39%	40%	38%	39%	42%	44%	36%	48%	36%	40%	49%	40%	48%	39%	38%	43%	41%	46%	50%	37%	38%	39%
Oppose Total	35%	40%	35%	41%	37%	40%	36%	41%	39%	37%	37%	40%	44%	37%	35%	36%	43%	32%	41%	38%	33%	38%	32%	46%	38%	37%	39%	34%	30%	41%	38%	40%
Strongly support	11%	7%	20%	8%	15%	11%	8%	8%	12%	10%	11%	9%	16%	6%	6%	15%	10%	12%	10%	8%	20%	10%	16%	12%	9%	15%	9%	14%	19%	10%	12%	9%
Somewhat support	30%	27%	27%	34%	35%	28%	27%	30%	31%	31%	28%	31%	22%	32%	35%	30%	26%	36%	26%	32%	28%	30%	32%	27%	30%	28%	32%	33%	32%	27%	26%	30%
Neither support nor oppose	20%	20%	16%	15%	11%	19%	24%	15%	15%	20%	20%	17%	15%	18%	20%	19%	18%	17%	18%	19%	15%	18%	17%	13%	16%	18%	19%	19%	19%	18%	17%	17%
Somewhat oppose	18%	26%	16%	25%	22%	21%	20%	28%	22%	21%	22%	22%	21%	20%	27%	20%	24%	19%	23%	22%	20%	23%	16%	22%	21%	21%	25%	18%	16%	23%	29%	22%
Strongly oppose	16%	14%	20%	16%	16%	19%	16%	13%	17%	15%	15%	19%	23%	18%	8%	16%	19%	13%	18%	17%	13%	16%	16%	24%	17%	16%	13%	16%	13%	18%	9%	18%
Unsure	4%	6%	2%	2%	1%	2%	5%	6%	4%	2%	4%	3%	4%	6%	3%	1%	3%	3%	4%	3%	3%	4%	3%	2%	7%	2%	2%	0%	1%	4%	7%	3%

Do you support or oppose the United States providing non-military foreign assistance to people in other countries that are in need?

Messages (1/2)

Win-Win: Foreign assistance is a win-win for Americans. By helping countries recover from crises or grow their economies, we strengthen our own national security, strengthen health systems, open new markets for American businesses, and reduce threats like terrorism and instability—all while improving lives abroad.

Trump Support: President Trump has called for smart foreign assistance that makes America safer, stronger and more prosperous. During his first term, he emphasized aid programs that protect U.S. interests, counter threats like China's growing influence, and support our allies. Following this approach is a way to keep America strong and secure.

Christian Values: Christianity is based on service, compassion, and helping the most vulnerable. Foreign assistance programs help rescue victims of trafficking, provide clean water, provide healthcare, and bring hope to those in crisis. Whether led by faith, morality, or a commitment to our values, our nation has been blessed, and we should be a blessing to others.

National Security: Foreign assistance is an essential tool for keeping America safe. By stabilizing regions before they become hotbeds of terrorism or conflict, we prevent threats from reaching our shores and limit wars from breaking out. It's far less costly to invest in building peace abroad than to fight wars later.

Economic Benefits: Foreign assistance boosts the American economy by creating new trade opportunities and jobs at home. When other countries prosper, they can buy more American goods and services, which benefits farmers, manufacturers, and businesses across the United States.

Countering China: Foreign assistance is one of the principal ways America shows strength in the world. When America walks away and stops providing support to countries or international organizations, it allows China to come in and take over.

Mass Migration: Foreign assistance is part of the solution to illegal immigration by addressing the root causes driving people to leave their countries, such as poverty and instability. When we invest abroad, people have better opportunities in their own communities and stay home, reducing the flow of people to the United States.

Localization: When international organizations work closely with local partners, experience and local expertise combine to form the best outcomes. The most effective form of foreign assistance teaches communities how to help themselves.

Global Alliances: After the 2004 tsunami in Indonesia, the U.S. sent food, clean water, and medical teams. Years later, Indonesians still see America as a friend because we were there when they needed help. Acts of goodwill through foreign assistance like this create enduring alliances.

Messages (2/2)

Women & Girls: *In crisis zones, women and girls are uniquely vulnerable to abuse, exploitation, and trafficking. American foreign assistance programs that help women and girls can be the difference between life and death.*

NGOs vs. Federal Government: *Foreign assistance doesn't have to mean bigger government. Trusted nongovernmental organization (NGO) partners deliver results efficiently because they must perform or lose funding—unlike government agencies. Supporting foreign assistance through NGOs ensures faster impact and lower costs for taxpayers.*

International Organizations/Force Multiplier: *The opioid crisis is global, with most fentanyl coming from abroad but harming U.S. communities. Foreign assistance and partnerships with international organizations help combat trafficking and addiction. Last year, U.S. overdose deaths fell for the first time since 2018, largely due to these efforts. Without global cooperation, the crisis will worsen.*

Military vs. Foreign Assistance: *Military intervention isn't the only way to stabilize foreign countries. Foreign assistance invests in long-term stability at a fraction of the cost – and without putting American lives at risk.*

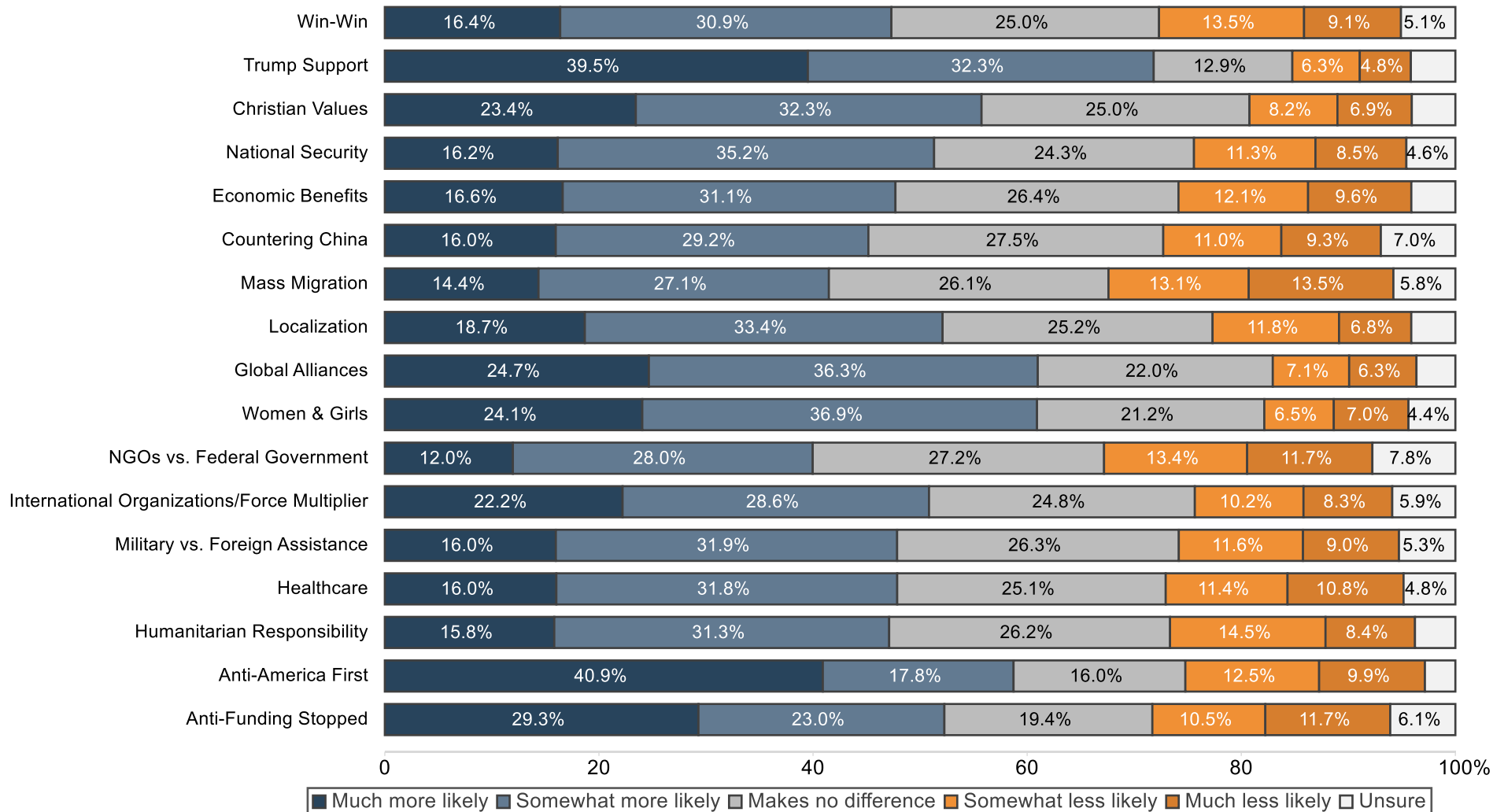
Healthcare: *Investing in health systems and health workers around the globe helps keep Americans safer and healthier. Foreign assistance helps strengthen health systems around the globe so everyone, everywhere has access to health care and health threats are contained before reaching American shores.*

Humanitarian Responsibility: *Foreign assistance reflects America's commitment to helping people in need, no matter where they live. From disaster relief to global health programs, we have a moral responsibility to help families and communities rebuild their lives and protect their futures.*

Anti-America First: *The United States has its own problems that need to be addressed before we provide foreign assistance to other countries. America's people and priorities come first.*

Anti-Funding Stopped: *Some of the first actions President Trump took upon his inauguration was pausing all foreign assistance for 90 days, cutting funding for USAID, and reforming many aspects of foreign assistance to take a look at waste, fraud, and abuse.*

Messages



Messages - More Likely

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Smwht Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Win-Win	47%	46%	50%	46%	50%	47%	47%	46%	47%	46%	46%	52%	45%	49%	47%	49%	47%	48%	48%	45%	51%	48%	46%	40%	38%	47%	50%	51%	46%	52%	50%	54%	45%
Trump Support	62%	75%	65%	81%	78%	69%	71%	68%	76%	70%	70%	73%	70%	76%	69%	74%	72%	72%	70%	74%	71%	73%	65%	58%	55%	75%	70%	77%	69%	59%	74%	75%	75%
Christian Values	55%	60%	53%	55%	55%	53%	53%	65%	57%	57%	57%	51%	56%	57%	54%	55%	52%	63%	52%	57%	59%	56%	52%	58%	57%	65%	54%	53%	60%	56%	57%	60%	55%
National Security	56%	53%	48%	48%	49%	46%	55%	53%	52%	57%	49%	51%	47%	53%	53%	54%	49%	55%	54%	49%	55%	52%	48%	36%	44%	52%	55%	51%	53%	52%	56%	62%	49%
Economic Benefits	50%	49%	49%	44%	47%	45%	48%	51%	50%	52%	47%	42%	47%	46%	47%	55%	45%	53%	47%	47%	52%	49%	33%	47%	32%	49%	47%	51%	44%	51%	51%	49%	46%
Countering China	44%	45%	45%	46%	45%	46%	41%	50%	45%	54%	43%	43%	44%	44%	45%	49%	44%	48%	44%	44%	50%	46%	32%	51%	25%	45%	47%	44%	54%	52%	45%	48%	44%
Mass Migration	49%	38%	39%	41%	45%	37%	40%	47%	41%	41%	43%	41%	41%	38%	40%	49%	38%	47%	38%	39%	53%	40%	51%	41%	38%	39%	44%	44%	50%	51%	45%	40%	39%
Localization	46%	58%	48%	53%	54%	47%	53%	54%	52%	51%	54%	49%	48%	52%	53%	58%	48%	59%	53%	51%	53%	53%	43%	44%	43%	55%	50%	58%	53%	49%	50%	63%	53%
Global Alliances	55%	66%	56%	64%	63%	58%	59%	66%	60%	62%	61%	60%	59%	61%	63%	61%	59%	65%	61%	60%	63%	62%	54%	52%	54%	67%	59%	63%	61%	49%	68%	62%	61%
Women & Girls	58%	65%	60%	60%	61%	58%	60%	66%	61%	59%	62%	61%	58%	60%	62%	67%	58%	67%	58%	60%	67%	62%	57%	51%	44%	64%	57%	66%	56%	56%	67%	63%	60%
NGOs vs. Federal Government	40%	41%	45%	35%	40%	39%	40%	42%	39%	47%	40%	37%	37%	40%	37%	49%	36%	47%	41%	37%	44%	40%	43%	39%	24%	39%	43%	40%	39%	44%	39%	52%	38%
International Organizations/Force Multiplier	50%	53%	53%	48%	51%	49%	52%	52%	51%	49%	52%	49%	49%	51%	49%	57%	51%	52%	44%	53%	55%	51%	49%	52%	41%	49%	50%	53%	59%	54%	52%	53%	50%
Military vs. Foreign Assistance	44%	52%	45%	48%	48%	46%	47%	53%	46%	54%	49%	45%	44%	52%	49%	47%	45%	53%	44%	49%	49%	50%	32%	40%	30%	48%	51%	50%	48%	48%	49%	53%	47%
Healthcare	45%	50%	52%	44%	46%	49%	49%	47%	49%	47%	48%	47%	43%	47%	48%	59%	45%	53%	44%	47%	56%	48%	44%	51%	39%	48%	50%	47%	48%	51%	51%	51%	46%
Humanitarian Responsibility	49%	45%	55%	41%	45%	49%	43%	53%	47%	50%	45%	49%	49%	47%	42%	51%	44%	53%	45%	47%	51%	46%	57%	47%	35%	48%	49%	46%	51%	62%	49%	48%	44%
Anti-America First	55%	61%	57%	61%	60%	58%	64%	51%	55%	56%	60%	63%	59%	64%	50%	62%	62%	54%	61%	58%	57%	60%	49%	48%	43%	61%	57%	61%	60%	53%	62%	51%	60%
Anti-Funding Stopped	47%	50%	55%	57%	55%	57%	51%	44%	47%	56%	53%	55%	53%	56%	43%	57%	52%	54%	49%	54%	54%	52%	57%	51%	58%	56%	52%	51%	48%	54%	52%	51%	52%

Messages - Less Likely

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Smwht Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Win-Win	26%	22%	24%	20%	21%	22%	23%	25%	21%	22%	26%	18%	26%	18%	23%	25%	21%	25%	23%	22%	22%	21%	32%	38%	10%	23%	23%	17%	27%	26%	25%	16%	22%
Trump Support	15%	7%	20%	6%	11%	13%	10%	10%	9%	13%	12%	11%	13%	10%	9%	12%	10%	13%	10%	10%	16%	9%	21%	31%	3%	8%	14%	7%	19%	20%	11%	12%	9%
Christian Values	15%	10%	22%	15%	18%	18%	13%	11%	13%	17%	15%	16%	18%	15%	10%	19%	16%	14%	16%	14%	17%	14%	16%	25%	5%	13%	17%	14%	15%	20%	12%	15%	15%
National Security	13%	16%	30%	21%	24%	26%	15%	14%	20%	19%	21%	18%	23%	20%	17%	20%	21%	19%	18%	21%	20%	18%	27%	35%	8%	21%	20%	15%	20%	20%	20%	14%	21%
Economic Benefits	20%	18%	27%	23%	27%	23%	18%	20%	19%	22%	22%	24%	21%	26%	20%	19%	22%	21%	24%	20%	24%	20%	35%	26%	17%	22%	24%	16%	29%	21%	21%	23%	22%
Countering China	20%	18%	23%	21%	21%	22%	18%	20%	21%	16%	21%	20%	24%	20%	16%	21%	20%	21%	21%	19%	23%	19%	35%	21%	11%	20%	23%	17%	20%	27%	16%	22%	20%
Mass Migration	22%	25%	30%	29%	29%	29%	24%	23%	25%	29%	25%	31%	27%	31%	22%	25%	27%	26%	28%	26%	27%	26%	32%	26%	5%	26%	28%	23%	33%	30%	21%	30%	27%
Localization	21%	15%	23%	17%	20%	20%	16%	20%	18%	25%	17%	19%	21%	20%	14%	18%	20%	17%	18%	18%	21%	17%	25%	32%	9%	17%	23%	13%	21%	20%	20%	12%	18%
Global Alliances	14%	8%	20%	13%	13%	19%	12%	9%	14%	13%	14%	12%	13%	16%	10%	16%	13%	15%	13%	12%	17%	12%	24%	20%	9%	12%	17%	6%	20%	22%	13%	14%	12%
Women & Girls	18%	9%	19%	10%	15%	14%	12%	14%	14%	21%	12%	10%	13%	14%	12%	16%	13%	14%	13%	13%	15%	12%	22%	27%	5%	11%	18%	9%	18%	21%	15%	15%	11%
NGOs vs. Federal Government	25%	18%	27%	31%	30%	28%	19%	24%	29%	21%	24%	25%	26%	26%	23%	24%	27%	23%	26%	25%	25%	24%	35%	31%	23%	21%	29%	21%	32%	28%	24%	17%	26%
International Organizations/Force Multiplier	18%	13%	20%	23%	18%	24%	15%	16%	18%	18%	20%	16%	18%	20%	18%	18%	18%	19%	24%	15%	18%	18%	25%	18%	16%	17%	23%	15%	16%	23%	18%	20%	18%
Military vs. Foreign Assistance	28%	14%	24%	20%	24%	20%	20%	19%	22%	15%	21%	22%	21%	17%	16%	31%	21%	19%	19%	20%	25%	17%	46%	38%	20%	19%	24%	13%	30%	26%	24%	14%	19%
Healthcare	23%	17%	26%	24%	27%	23%	19%	20%	23%	24%	21%	22%	28%	22%	17%	19%	23%	21%	24%	23%	17%	20%	41%	31%	8%	20%	25%	19%	25%	30%	24%	20%	20%
Humanitarian Responsibility	23%	23%	21%	25%	25%	22%	25%	19%	21%	23%	24%	23%	22%	25%	22%	23%	24%	22%	23%	23%	24%	21%	35%	29%	15%	24%	25%	18%	29%	18%	27%	19%	23%
Anti-America First	21%	22%	25%	21%	22%	23%	21%	23%	26%	27%	20%	20%	22%	19%	26%	23%	21%	24%	19%	24%	24%	21%	30%	34%	25%	23%	22%	21%	20%	26%	16%	34%	22%
Anti-Funding Stopped	23%	22%	24%	21%	23%	21%	21%	24%	25%	23%	21%	20%	22%	23%	23%	22%	24%	19%	21%	23%	21%	22%	27%	27%	13%	19%	23%	22%	27%	25%	23%	20%	22%

How to Read a Cygnal Message Map (Example)

Effectiveness (X Axis)

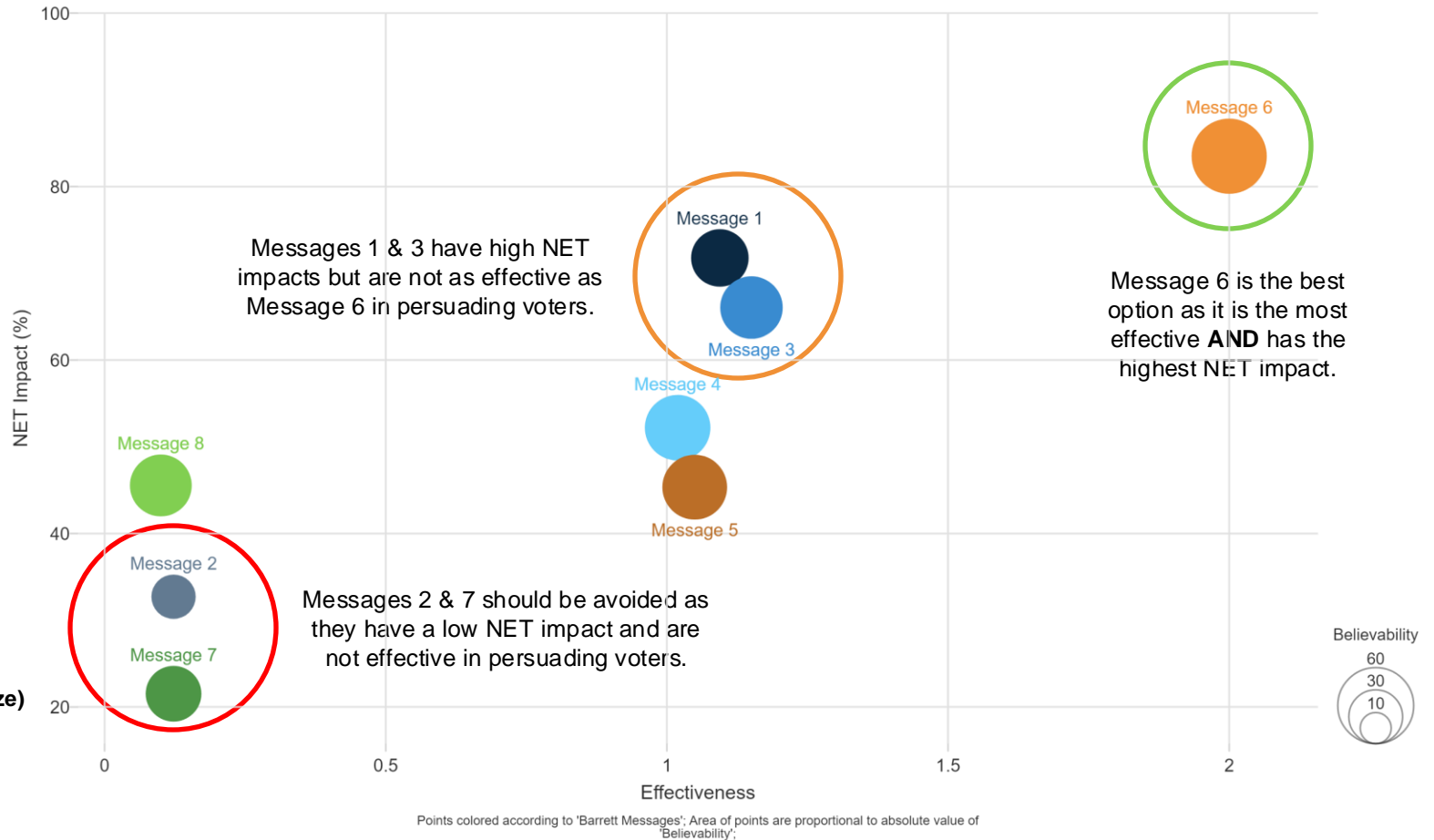
The horizontal position of each message indicates the message's *persuasion power* – the **most important** function. Messages positioned **furthest to the right** are the **most effective in changing** a voter's opinion. Pay attention to the **effectiveness scale** at the **bottom** and how messages compare graph-to-graph; standard range is 0 to 2.

Net Impact (Y Axis)

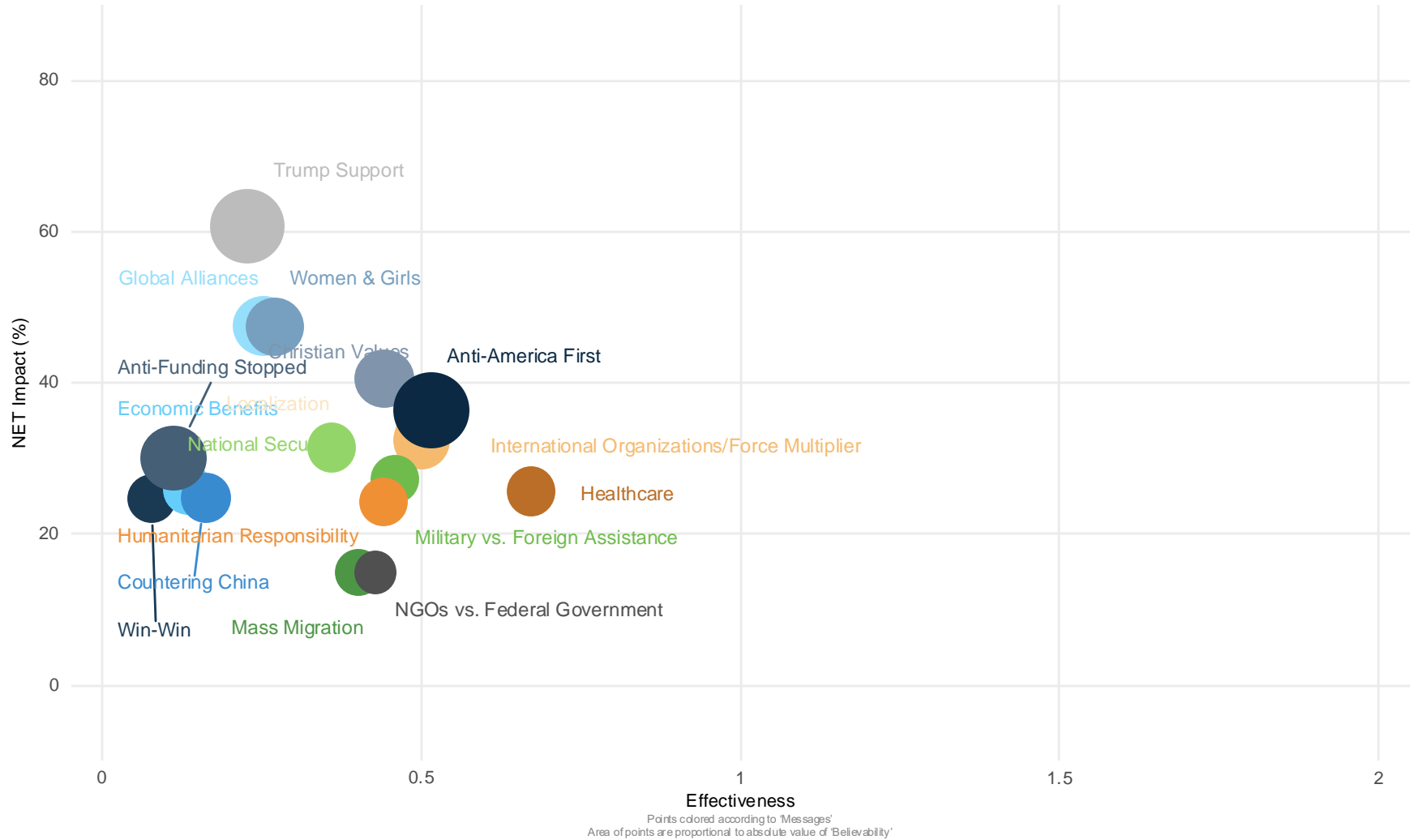
The vertical position of each message indicates the NET impact – or *popularity* – of each message. Messages with **highest position** have the **broadest appeal**. The closer a message is to the **bottom** of Net Impact, the more **drag** it has meaning it can cut against you.

Believability (Bubble Size)

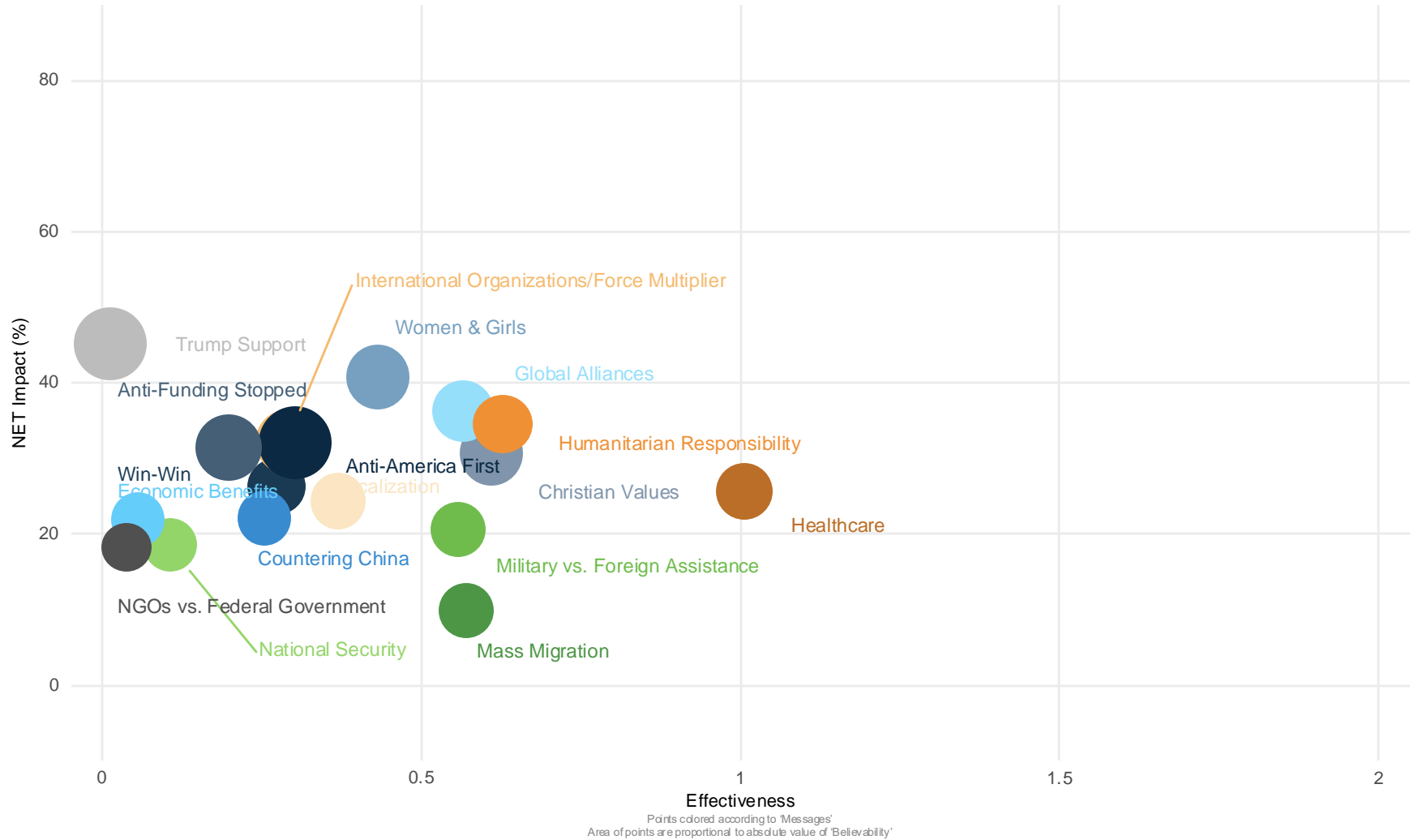
The size of each message bubble reflects the **intensity** of responses (called *believability*). Larger bubbles reflect a high concentration of respondents choosing *much* more/less likely. This is a **comparative tool** for impact but third in importance of the overall graph.



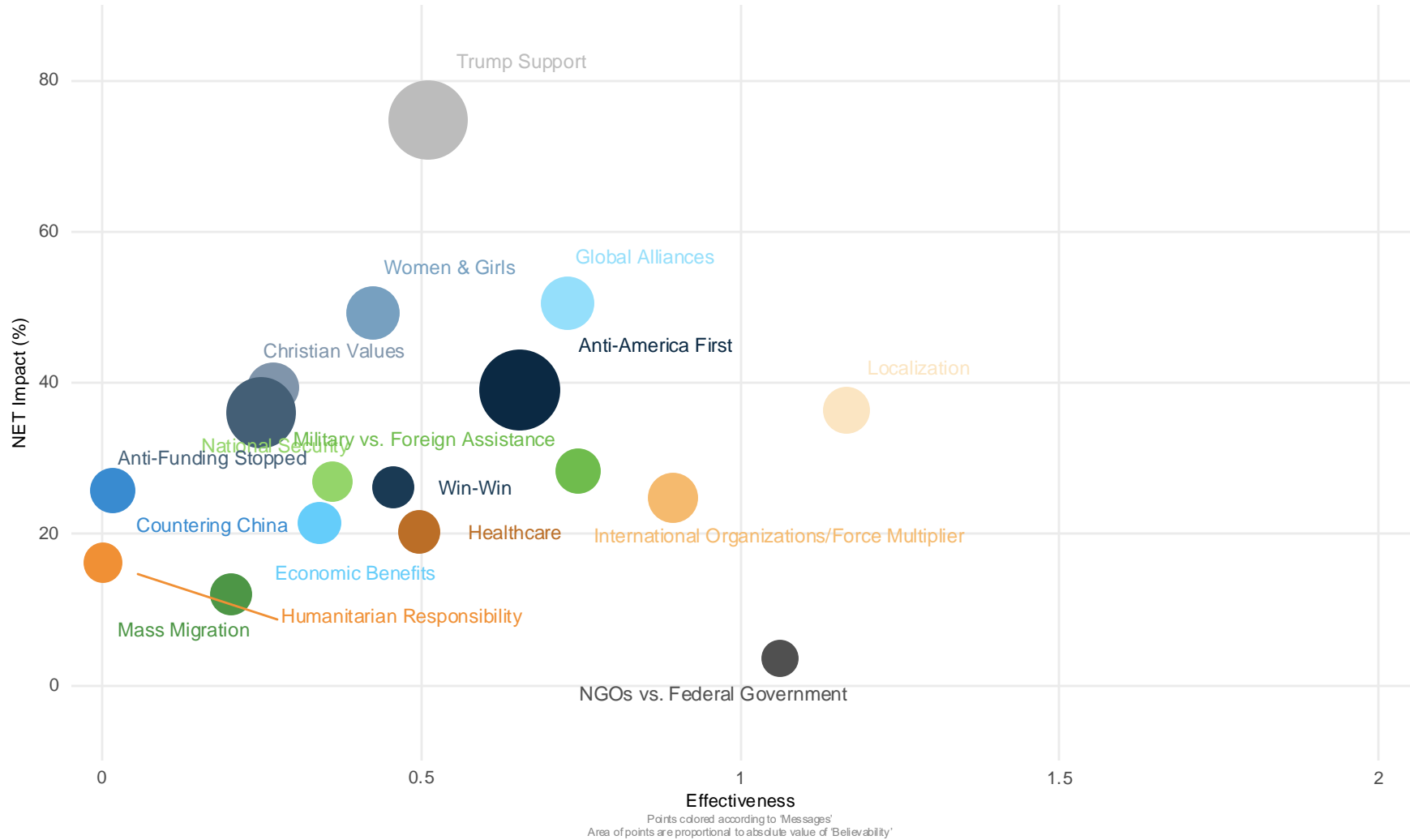
Pro-Foreign Assistance Message Map: Overall



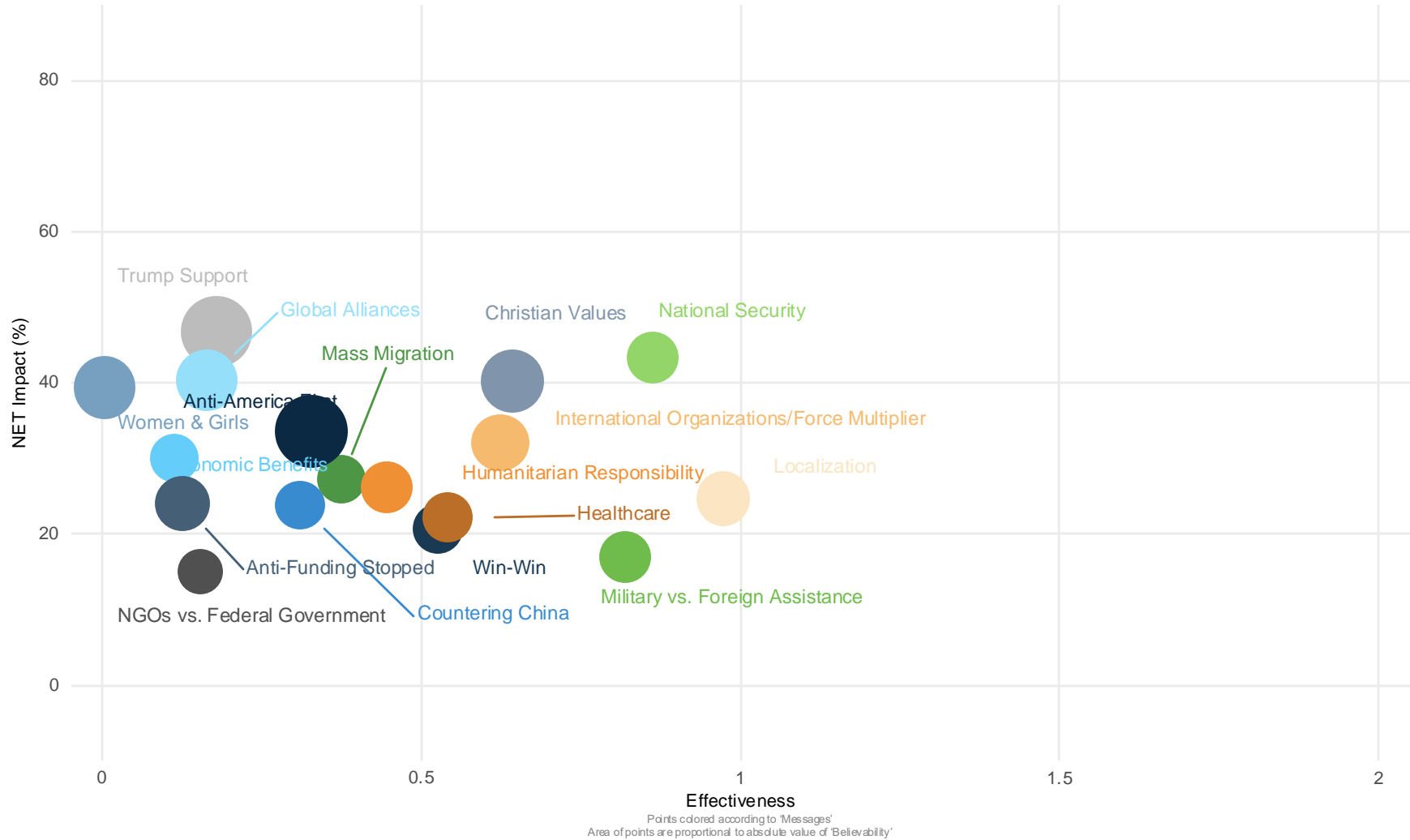
Pro-Foreign Assistance Message Map: M <55



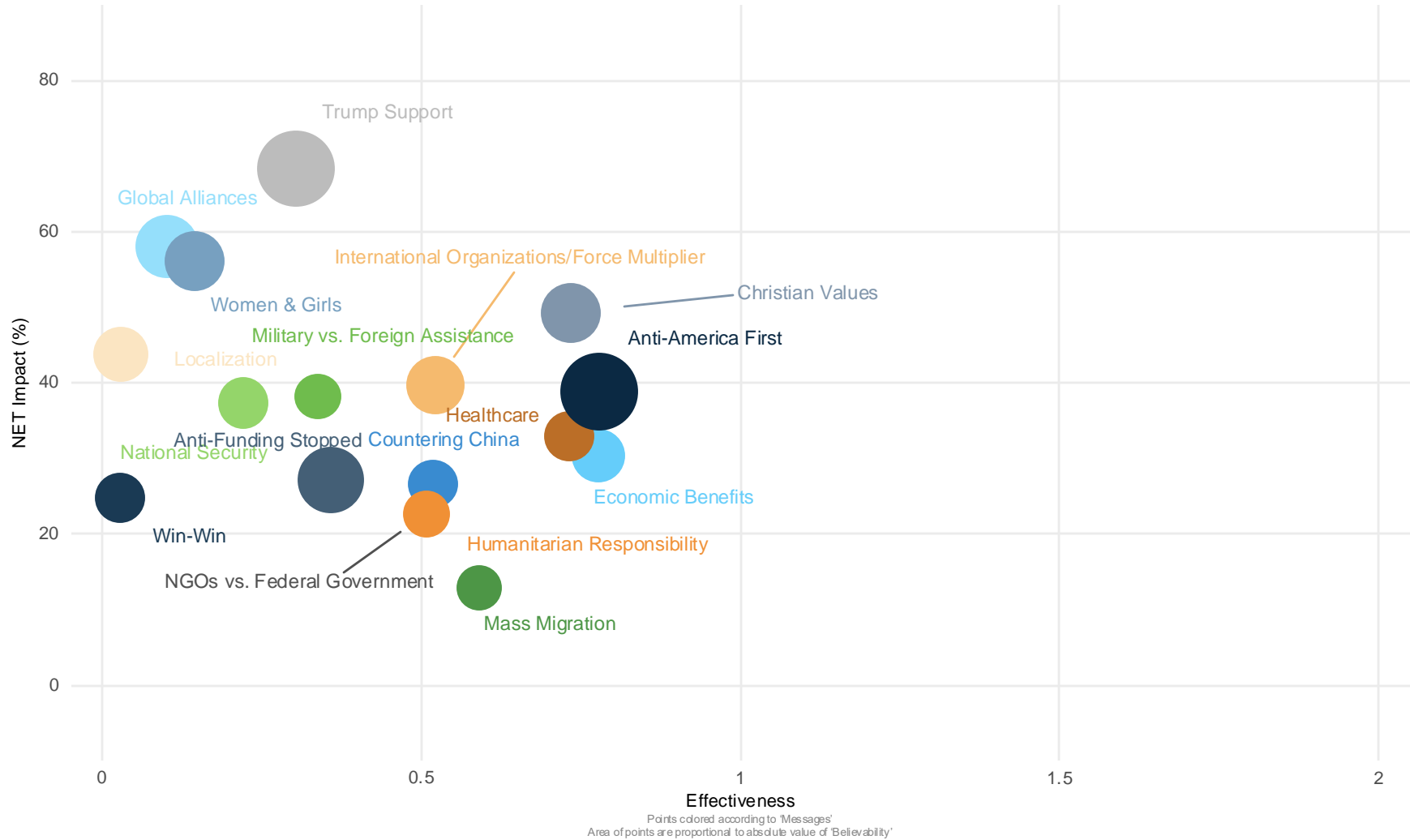
Pro-Foreign Assistance Message Map: M 55+



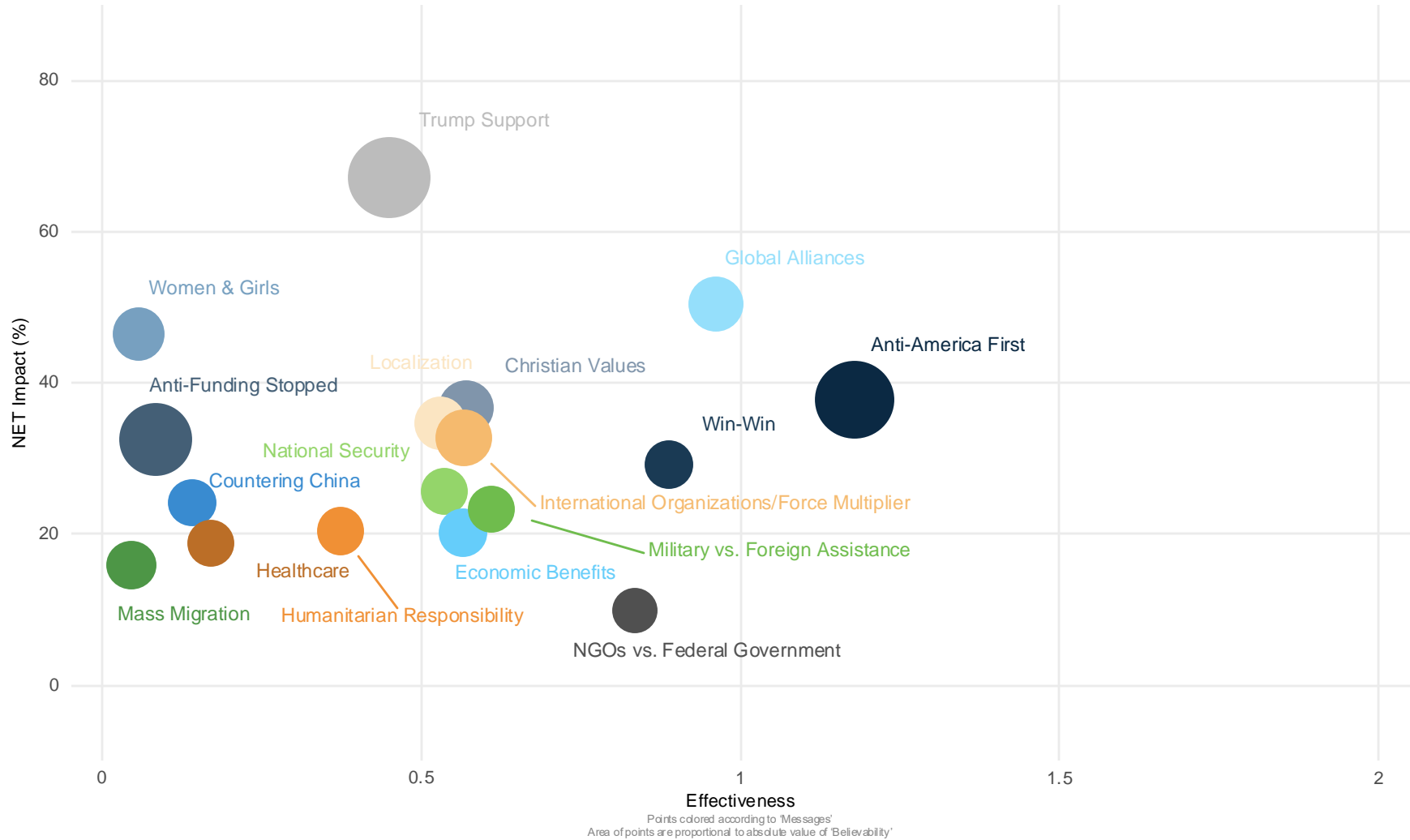
Pro-Foreign Assistance Message Map: F <55



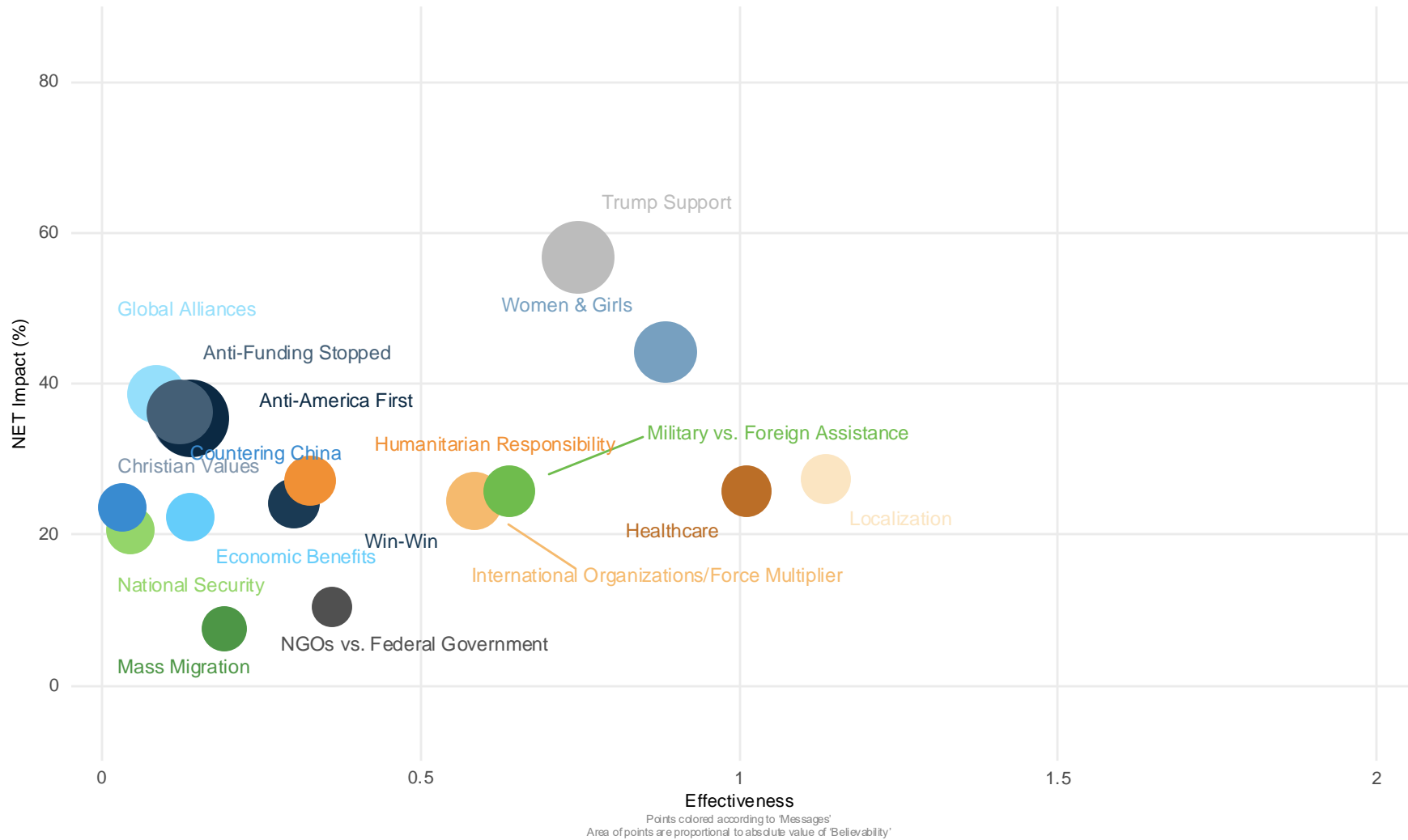
Pro-Foreign Assistance Message Map: F 55+



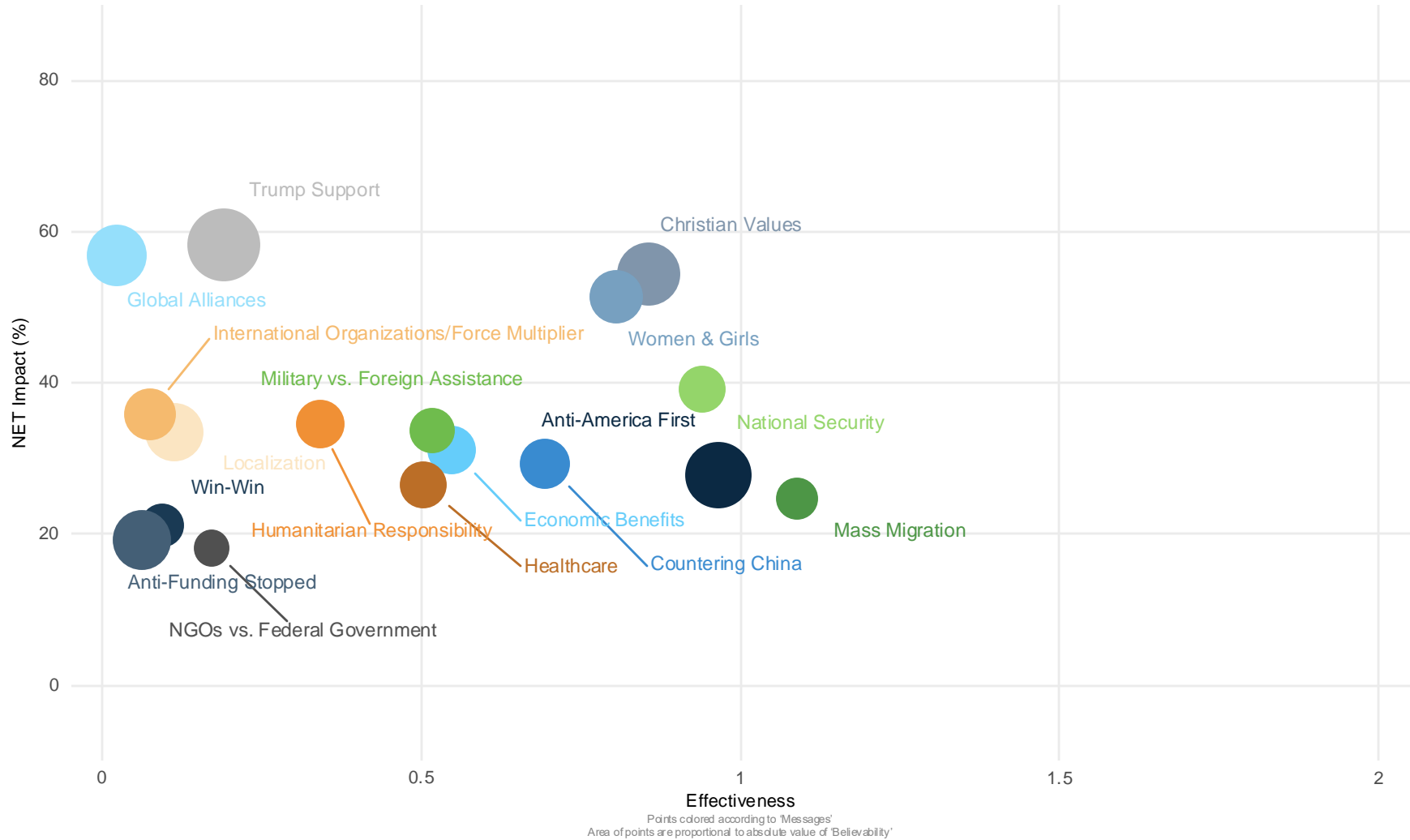
Pro-Foreign Assistance Message Map: M College



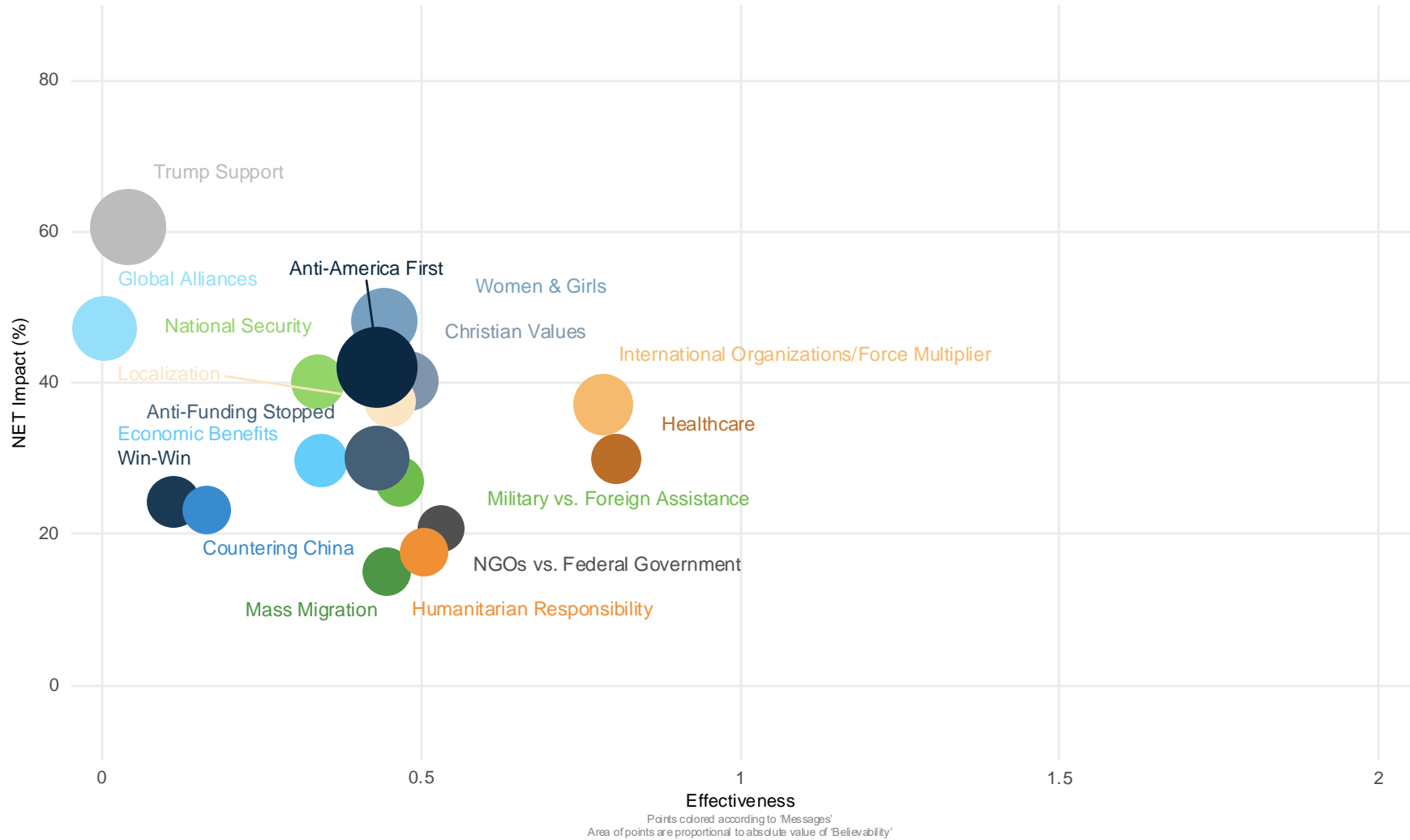
Pro-Foreign Assistance Message Map: M No College



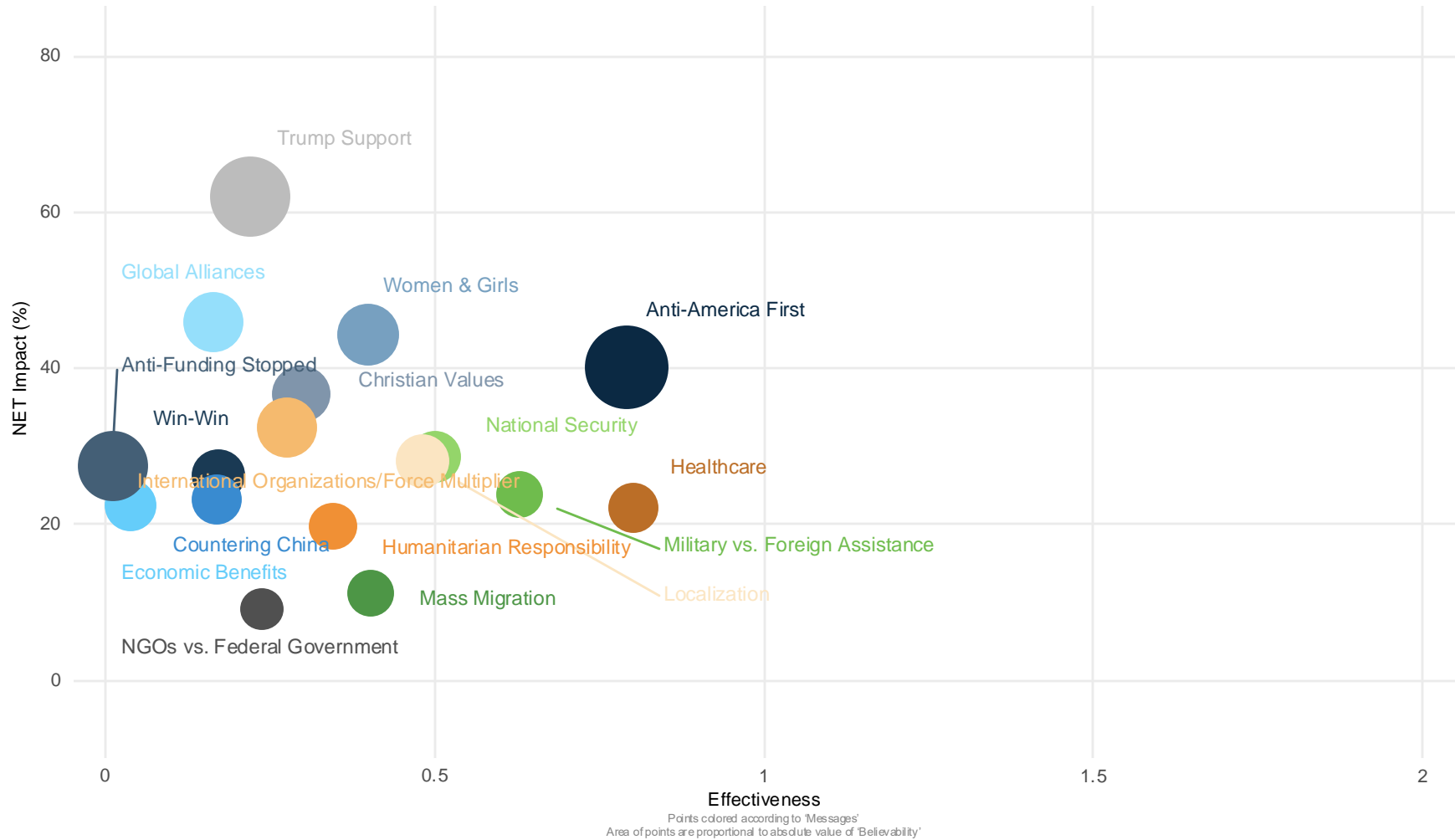
Pro-Foreign Assistance Message Map: F College



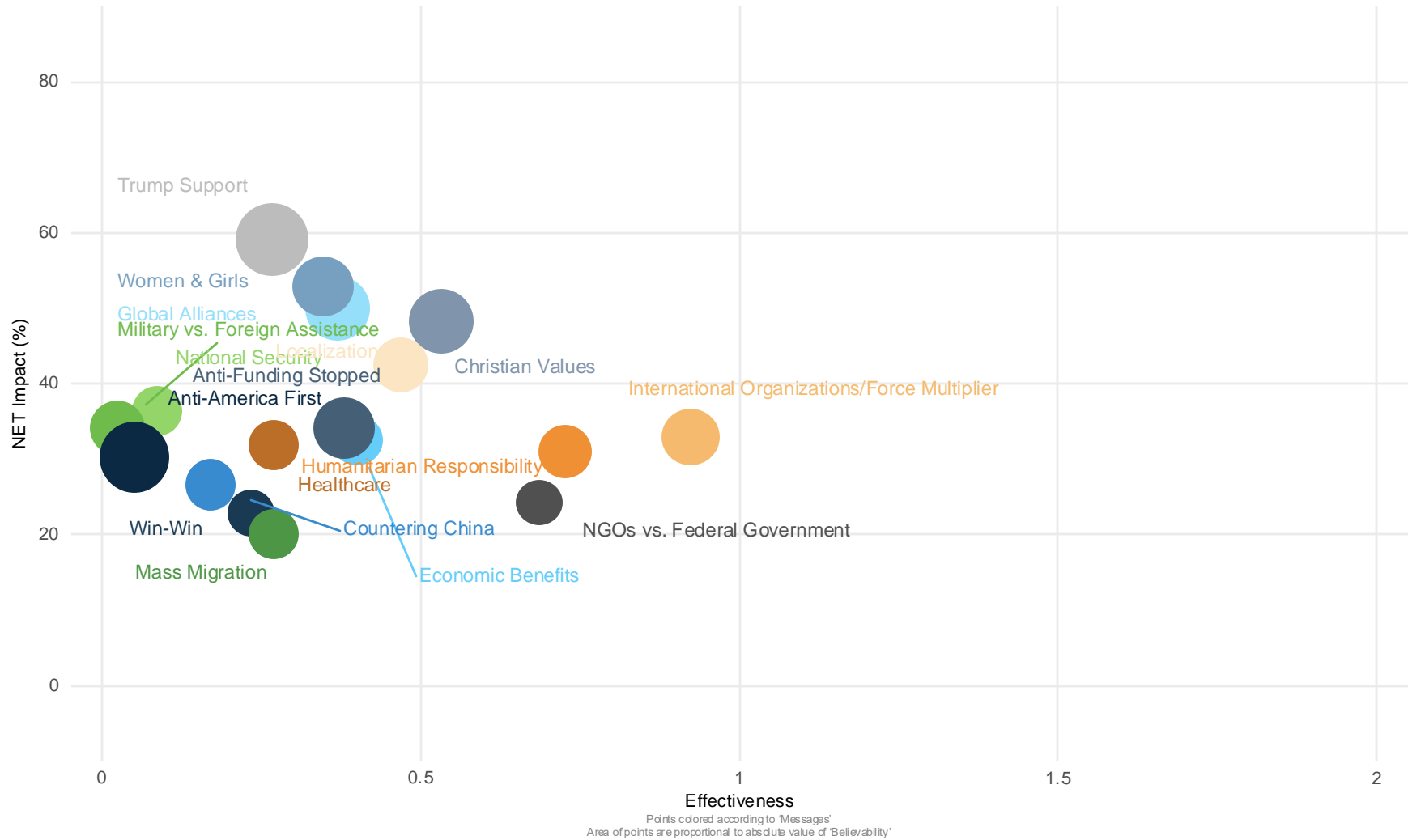
Pro-Foreign Assistance Message Map: F No College



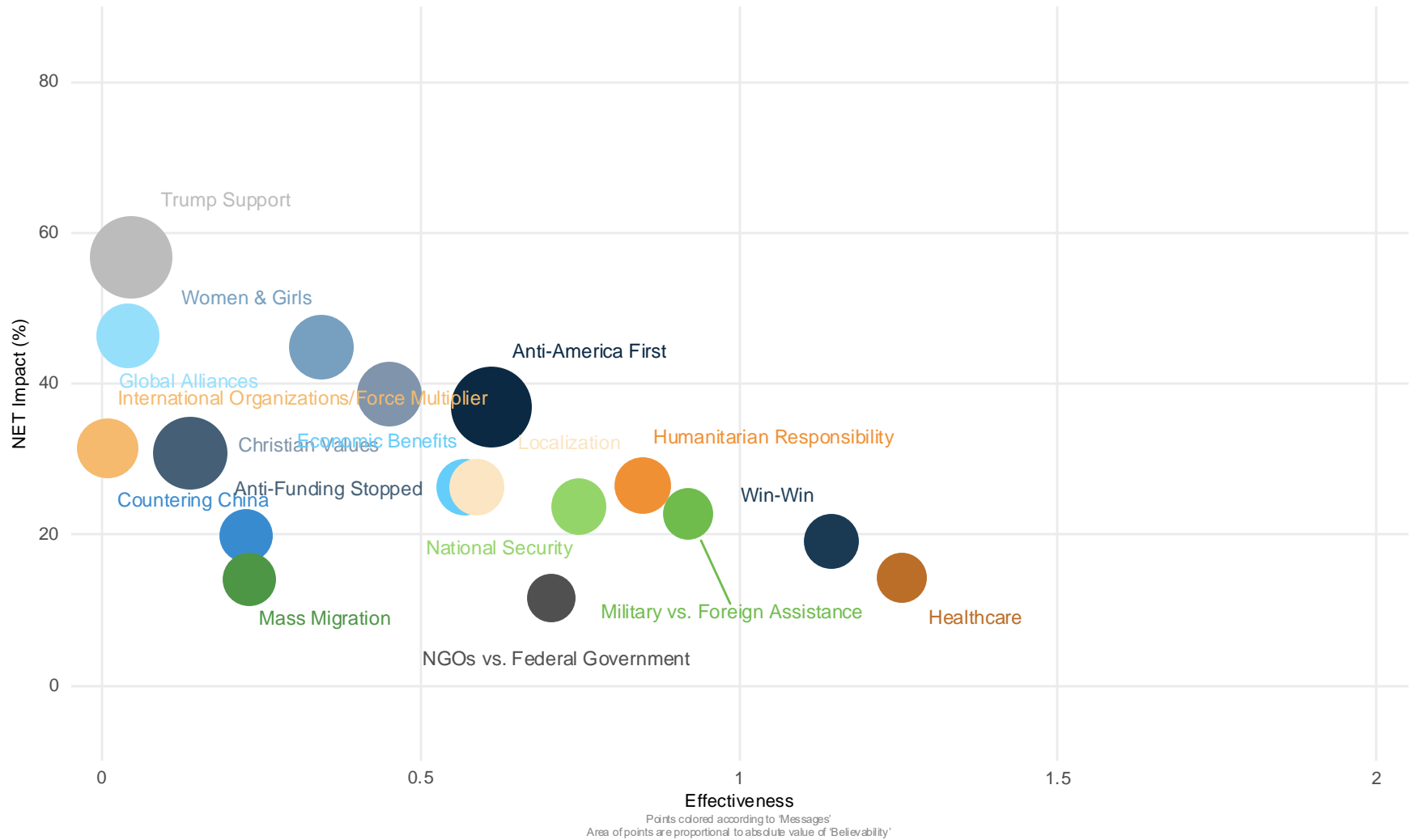
Pro-Foreign Assistance Message Map: Trump Republicans



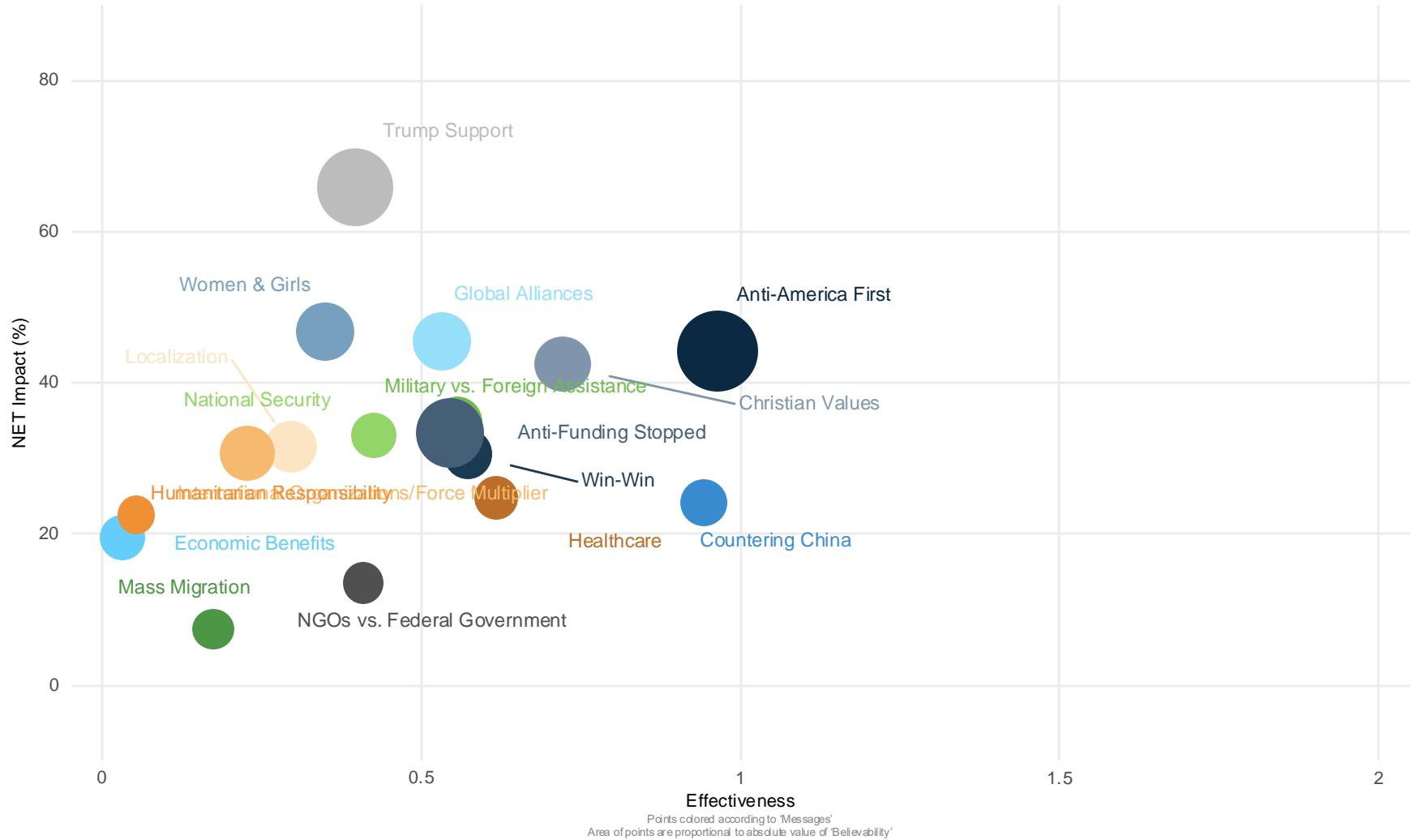
Pro-Foreign Assistance Message Map: Traditional Republicans



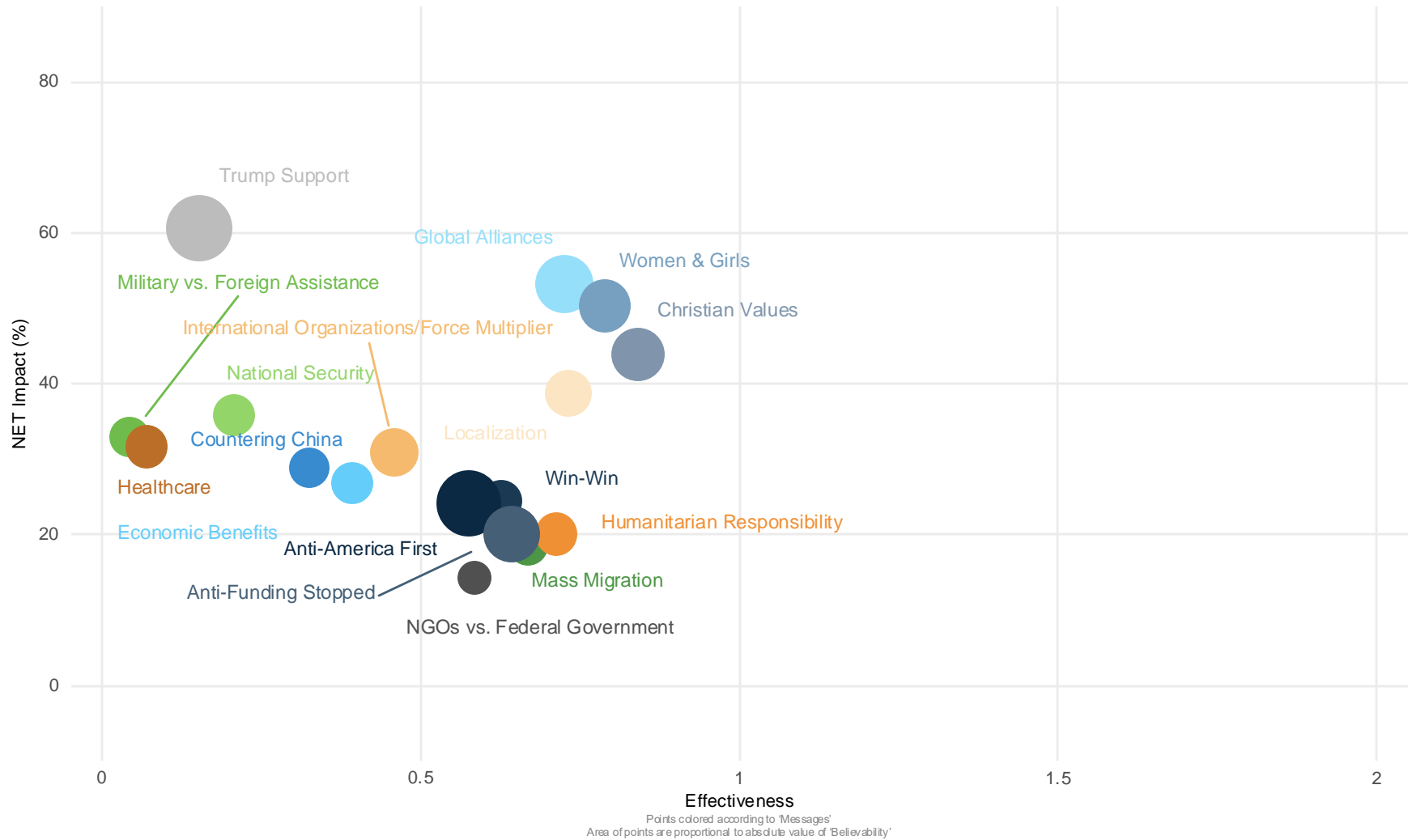
Pro-Foreign Assistance Message Map: Extremely Conservative



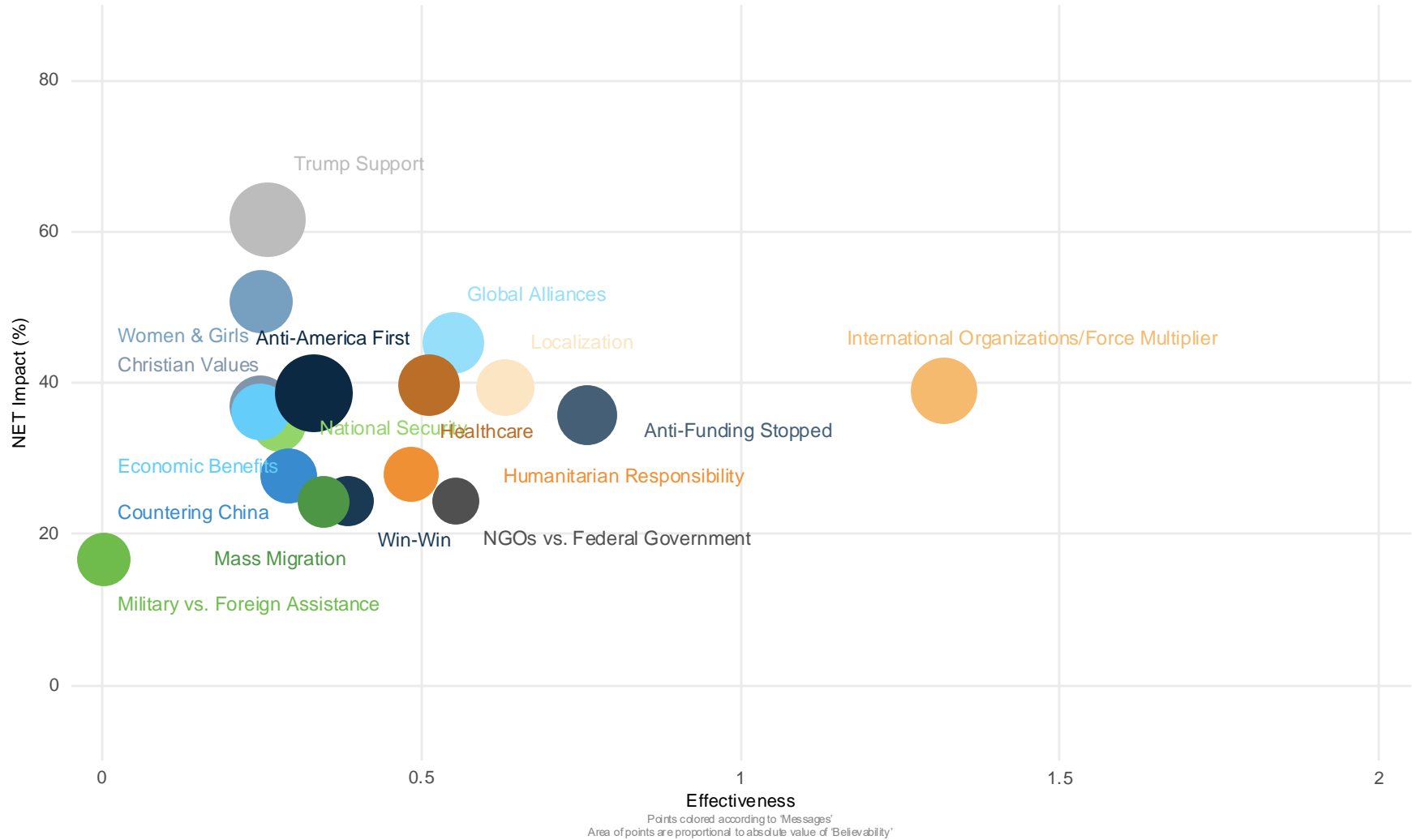
Pro-Foreign Assistance Message Map: Very Conservative



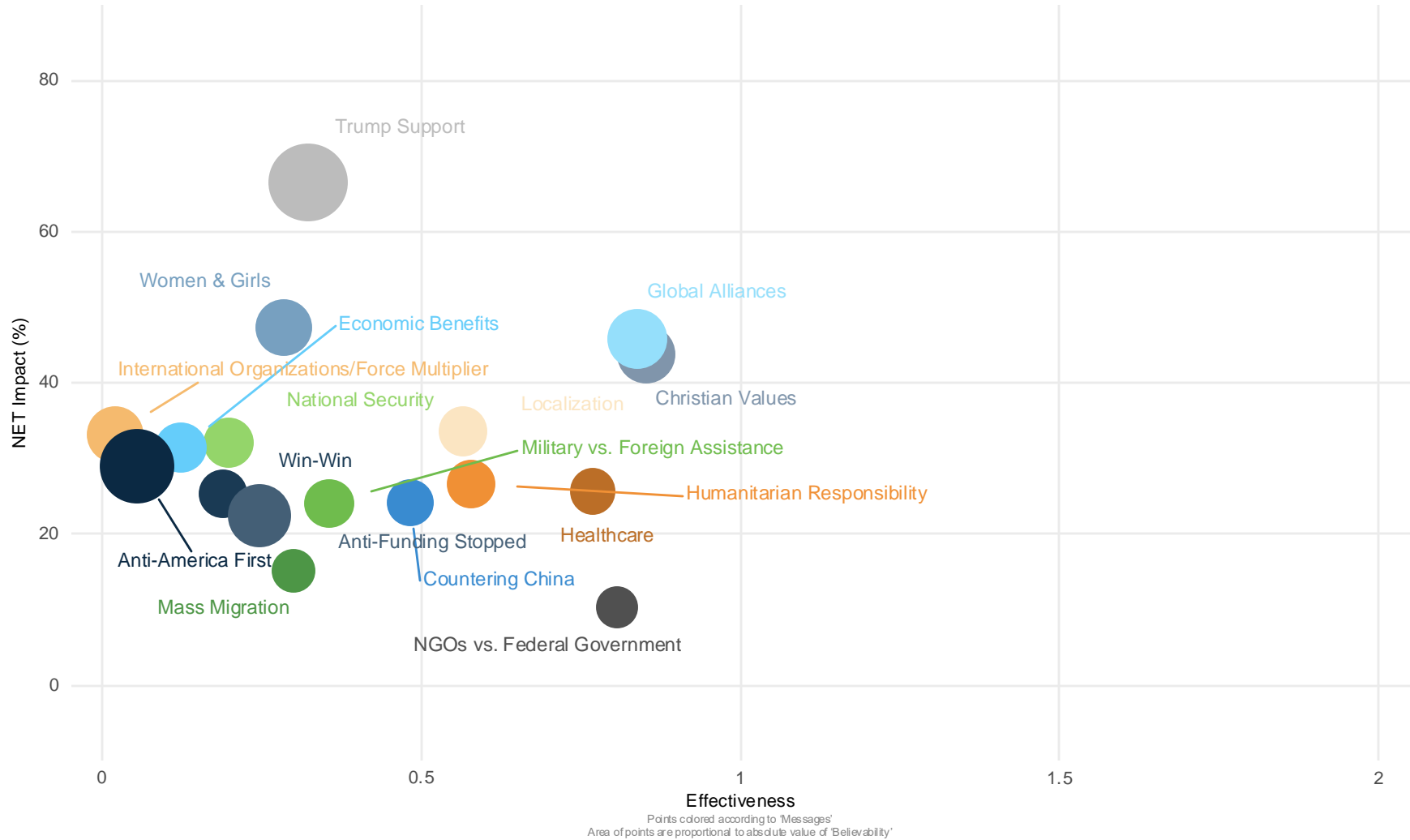
Pro-Foreign Assistance Message Map: Somewhat Conservative



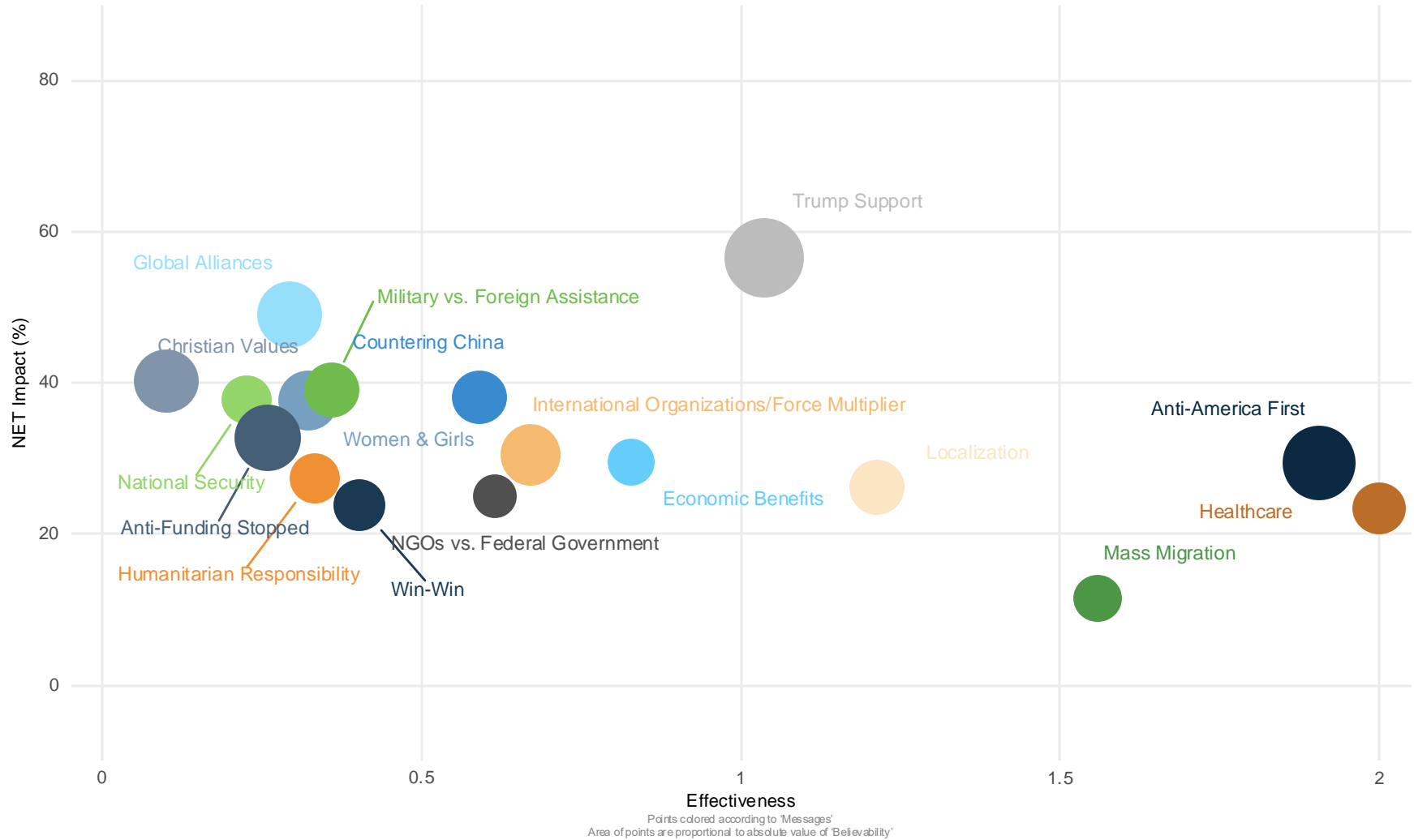
Pro-Foreign Assistance Message Map: Moderate/ Liberal



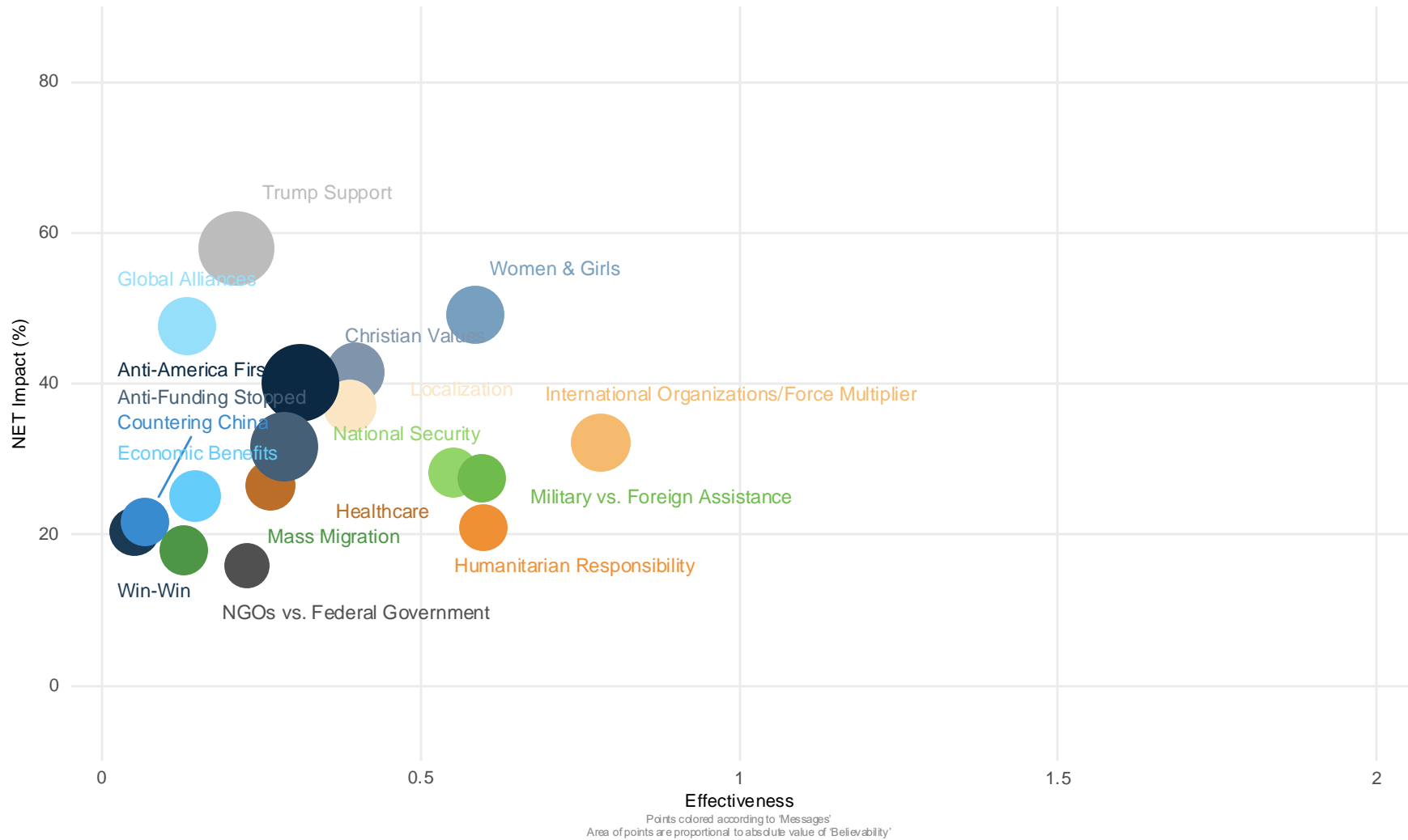
Pro-Foreign Assistance Message Map: Midwest



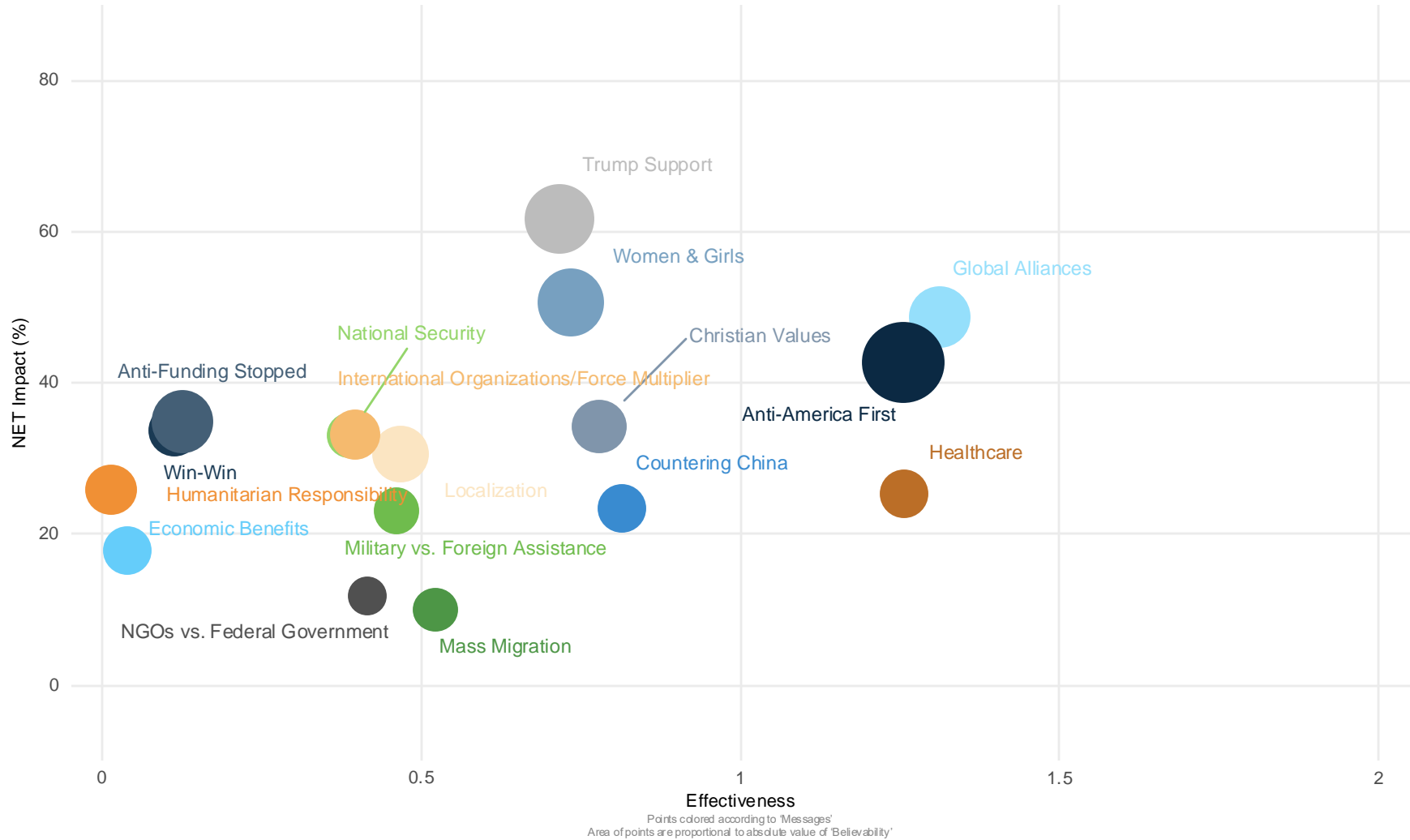
Pro-Foreign Assistance Message Map: Northeast



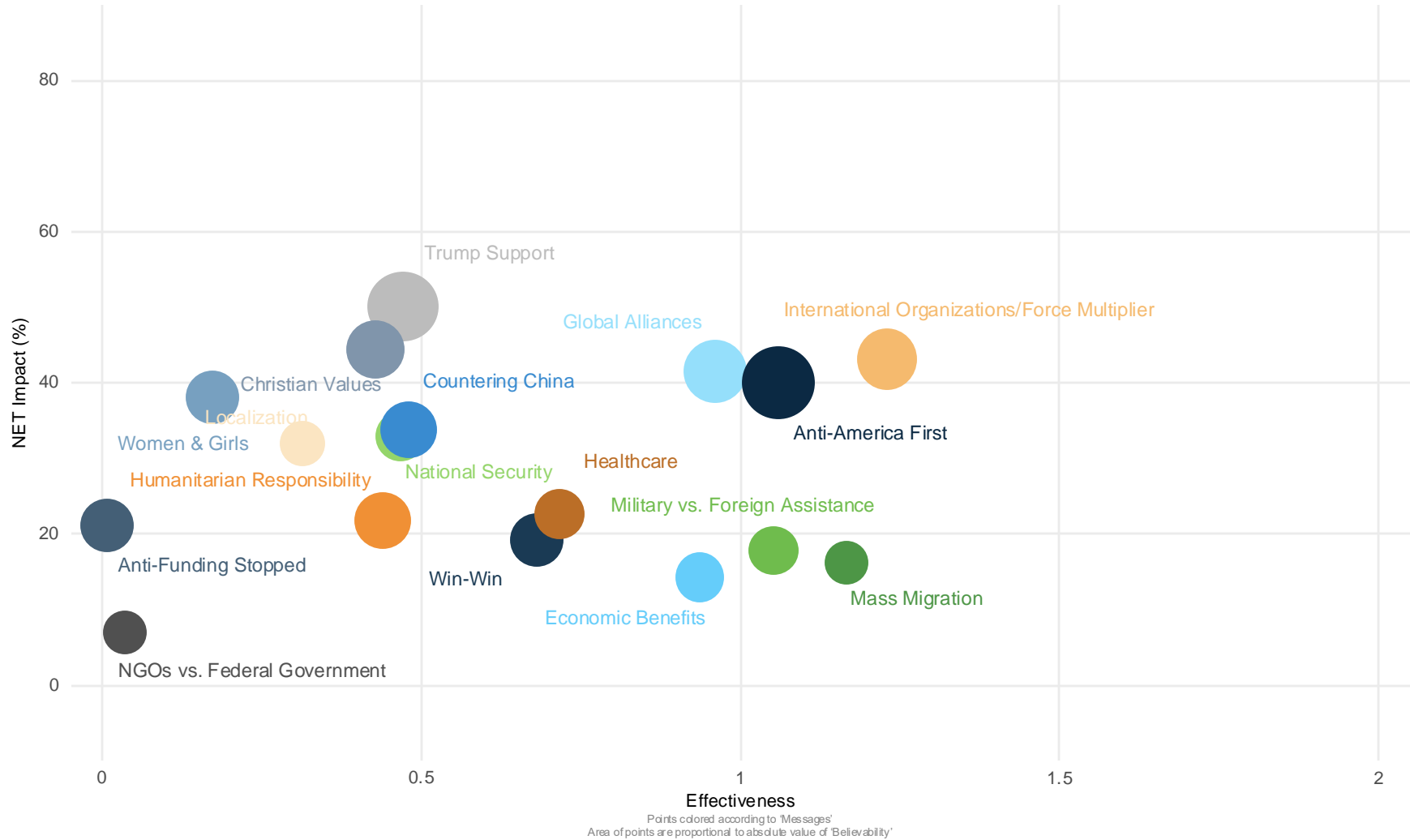
Pro-Foreign Assistance Message Map: South



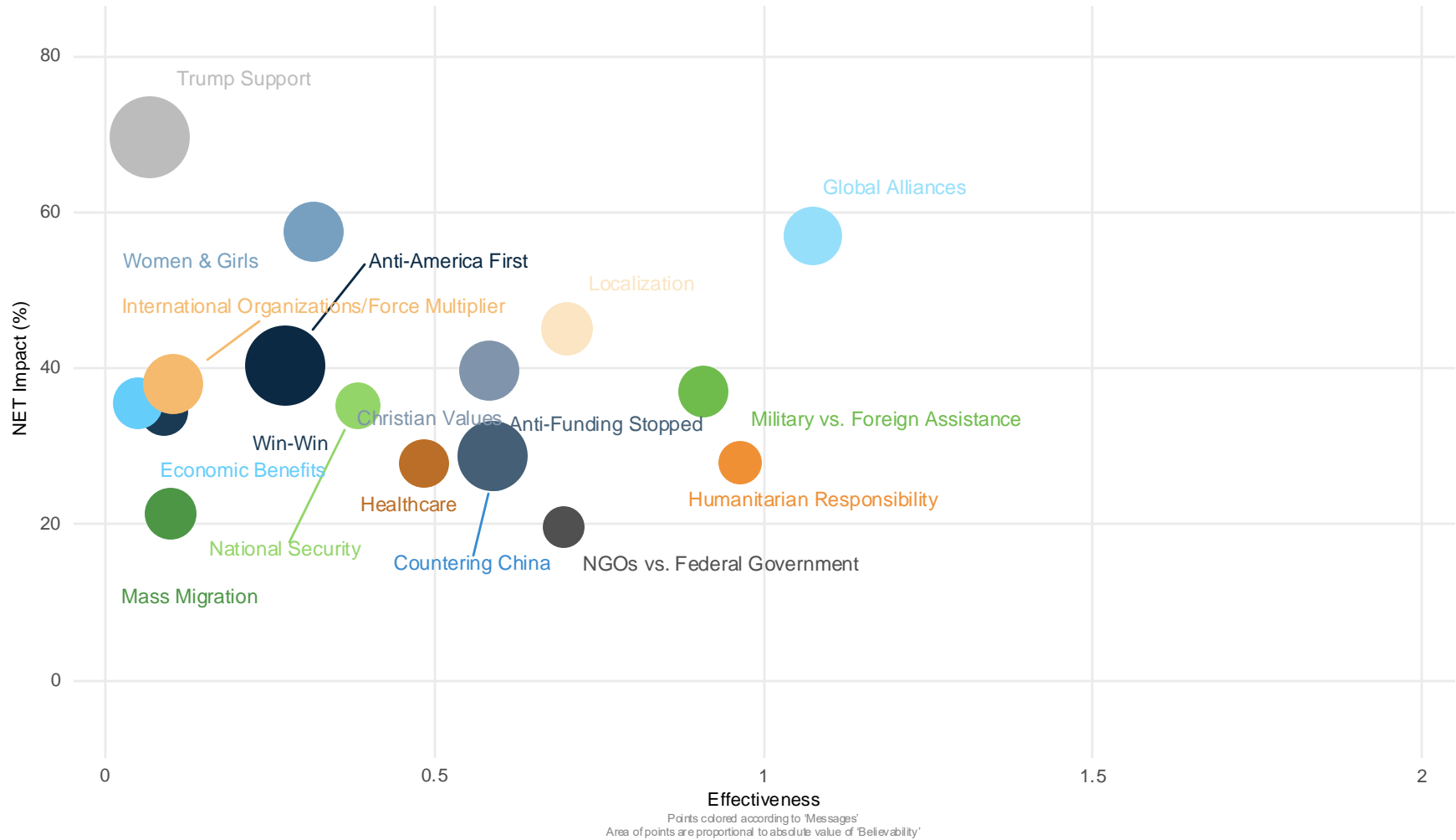
Pro-Foreign Assistance Message Map: West



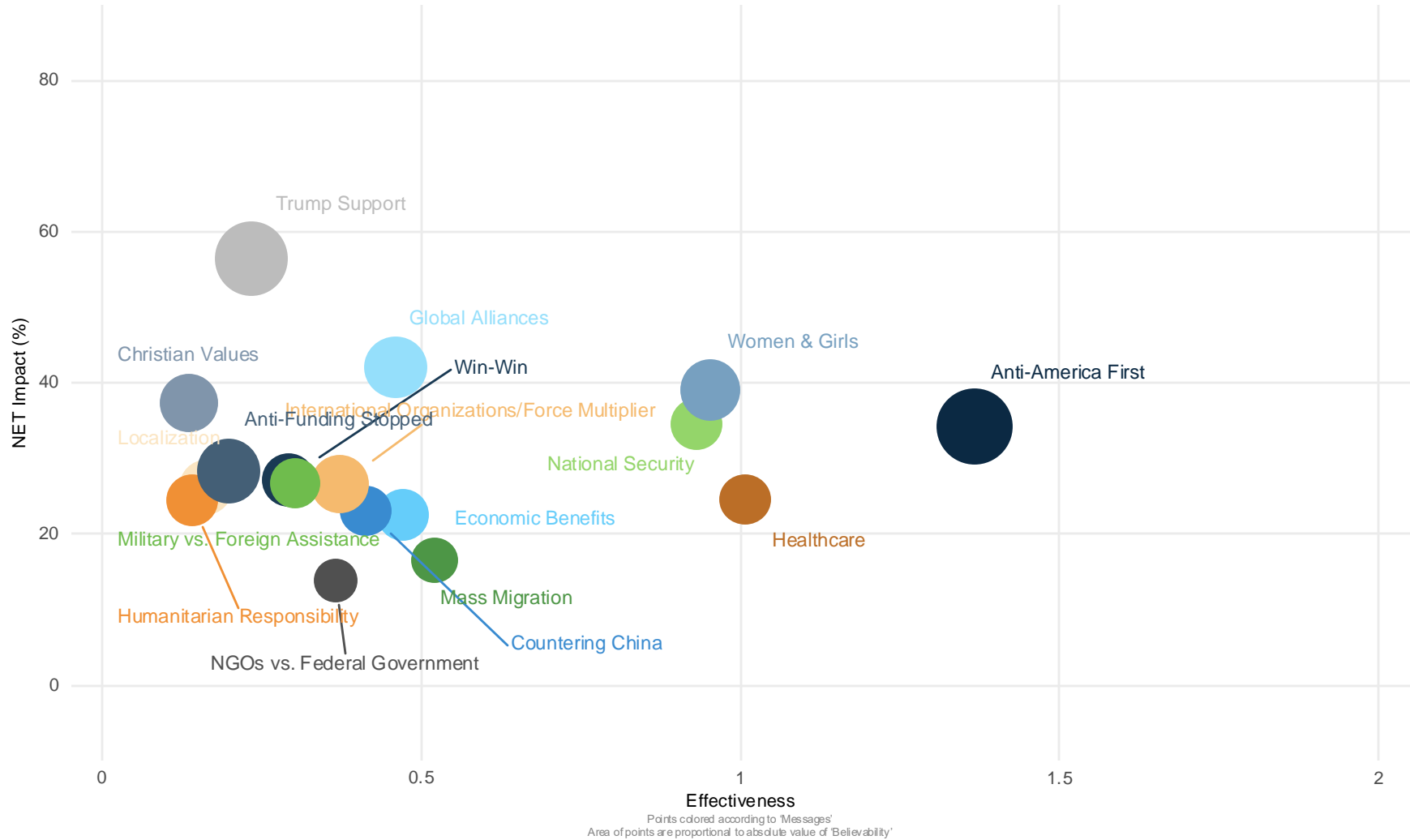
Pro-Foreign Assistance Message Map: Other Religion



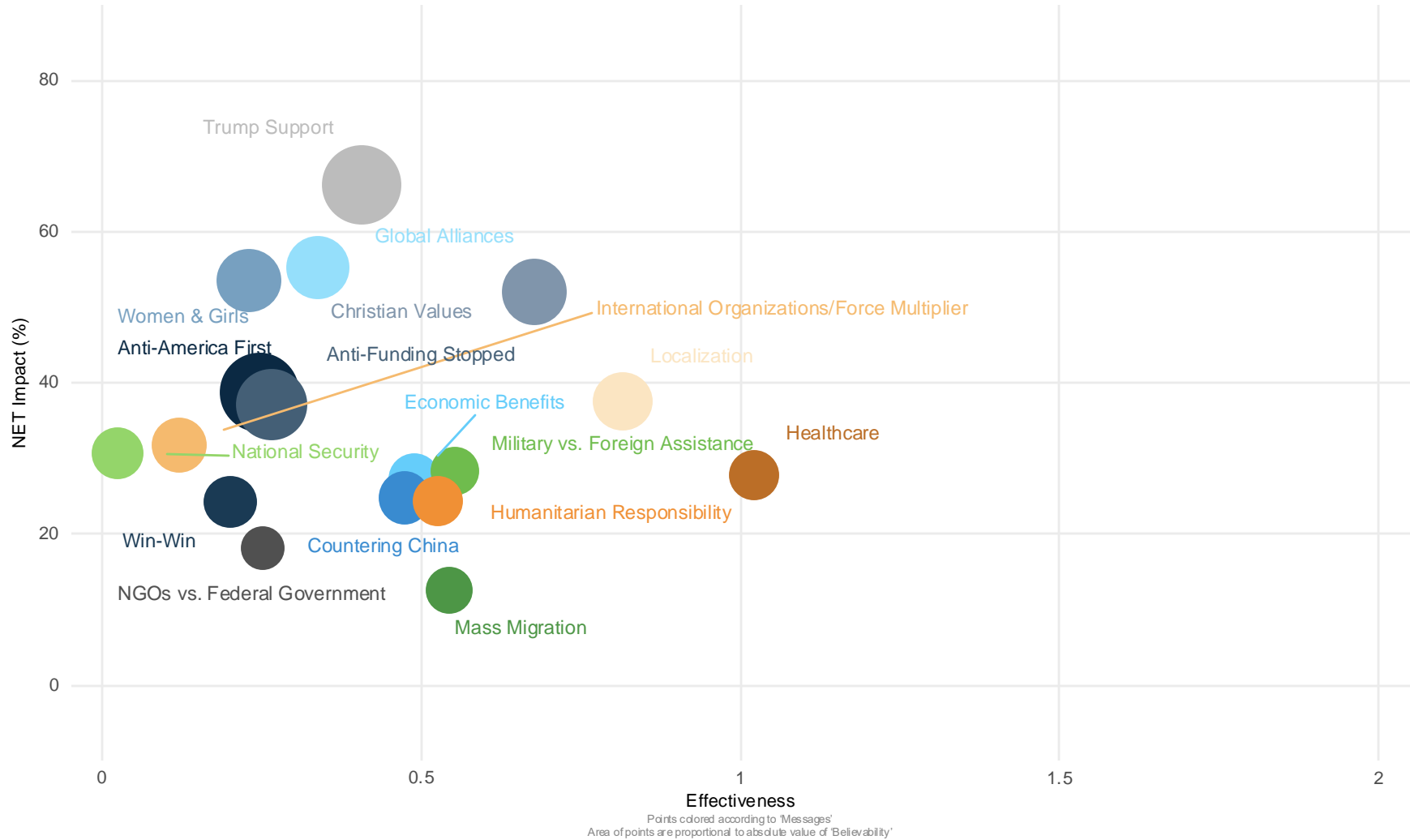
Pro-Foreign Assistance Message Map: Mainline Protestant



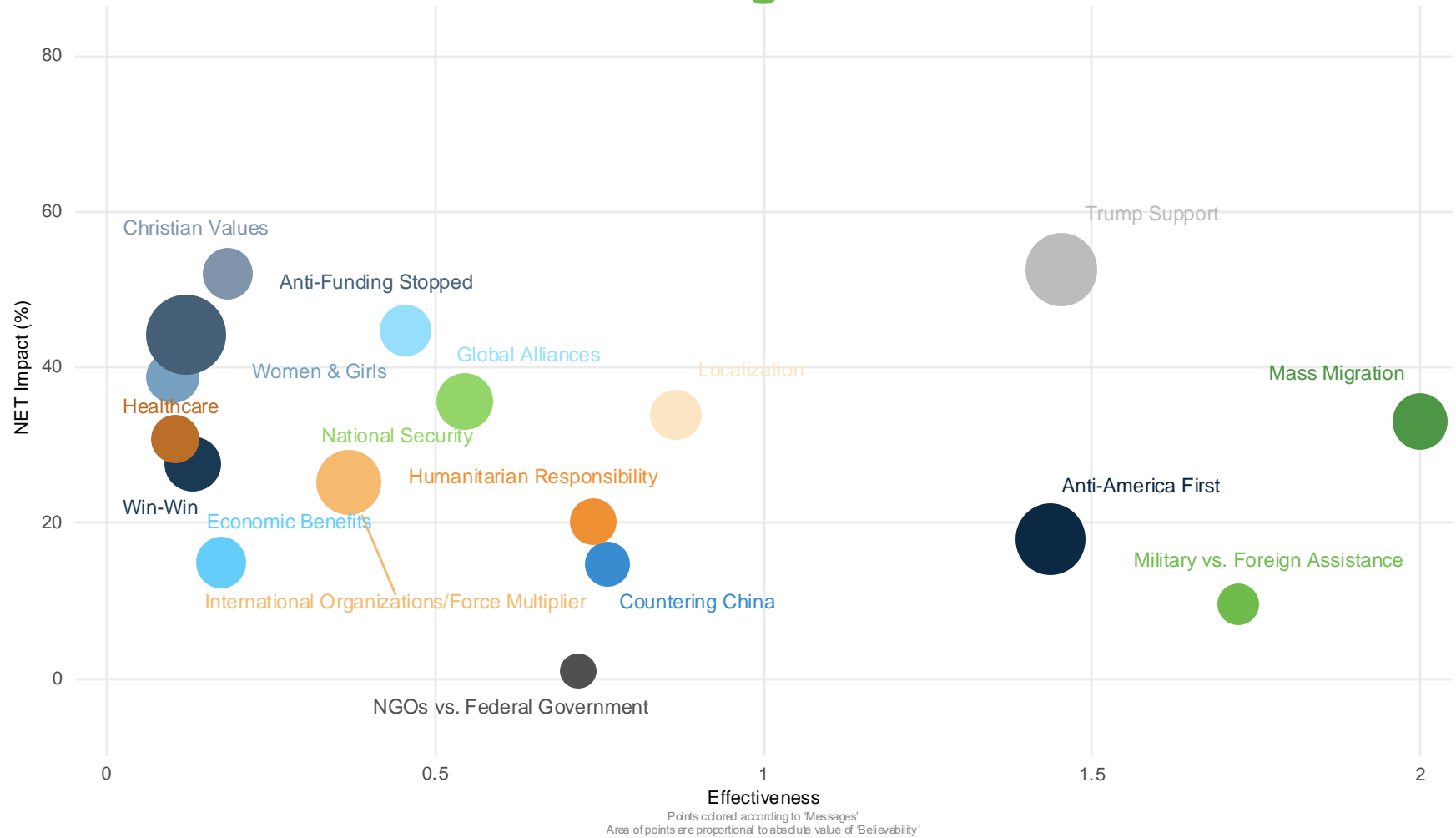
Pro-Foreign Assistance Message Map: Catholic



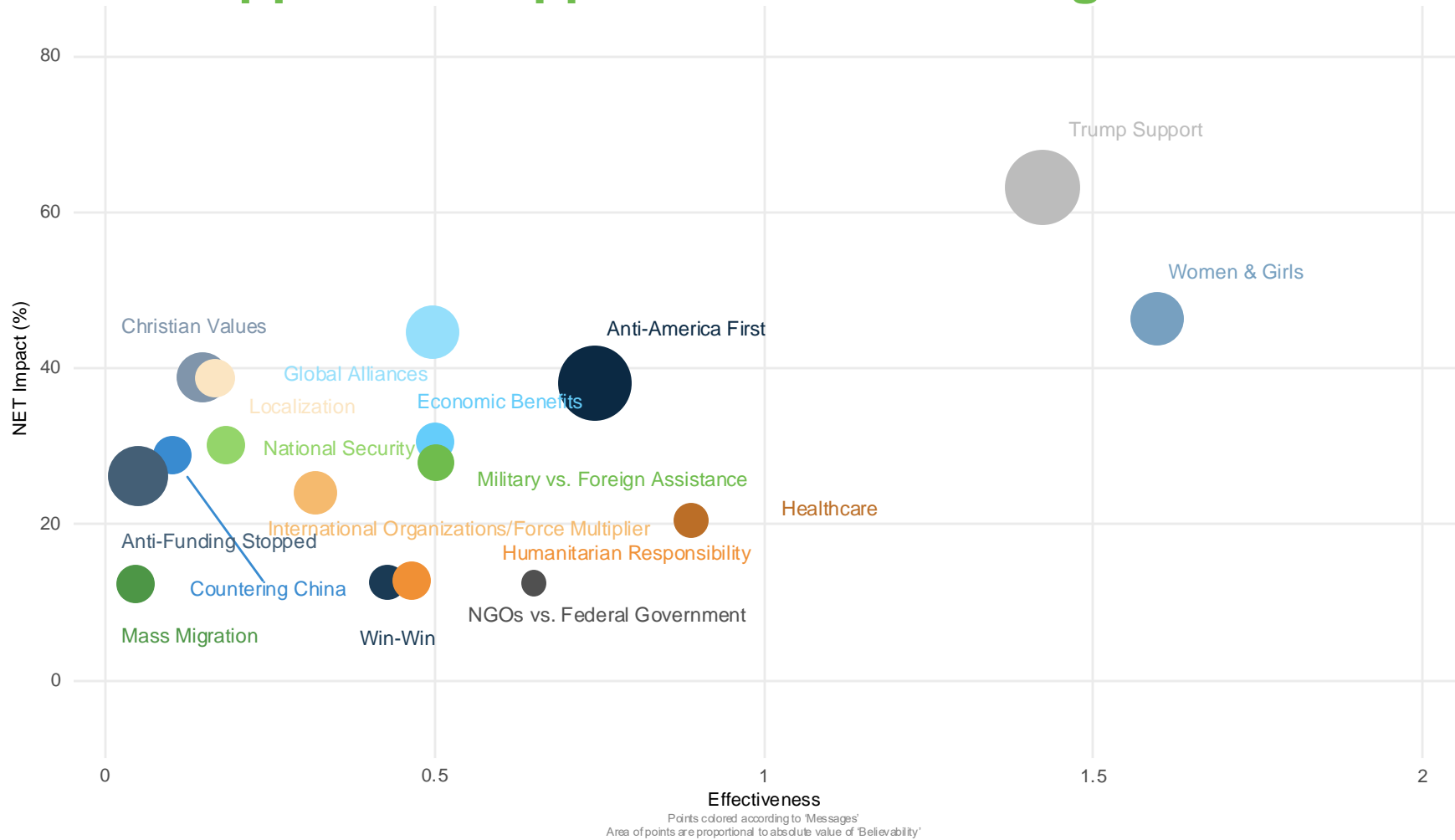
Pro-Foreign Assistance Message Map: Evangelical



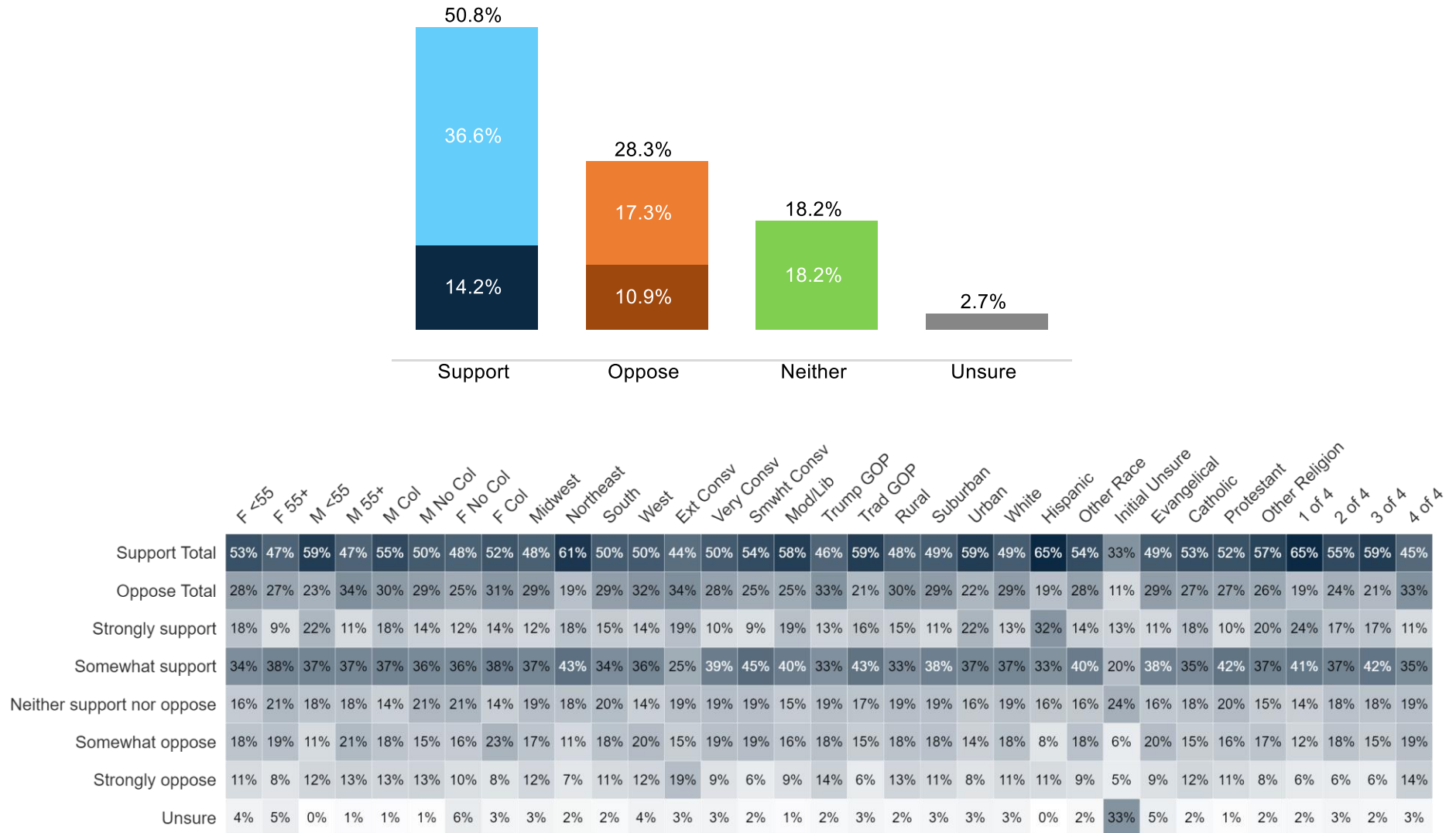
Pro-Foreign Assistance Message Map: Initial Undecideds on the Foreign Assistance Ballot



Pro-Foreign Assistance Message Map: Neither Support nor Oppose on Initial Foreign Assistance



Informed Foreign Assistance



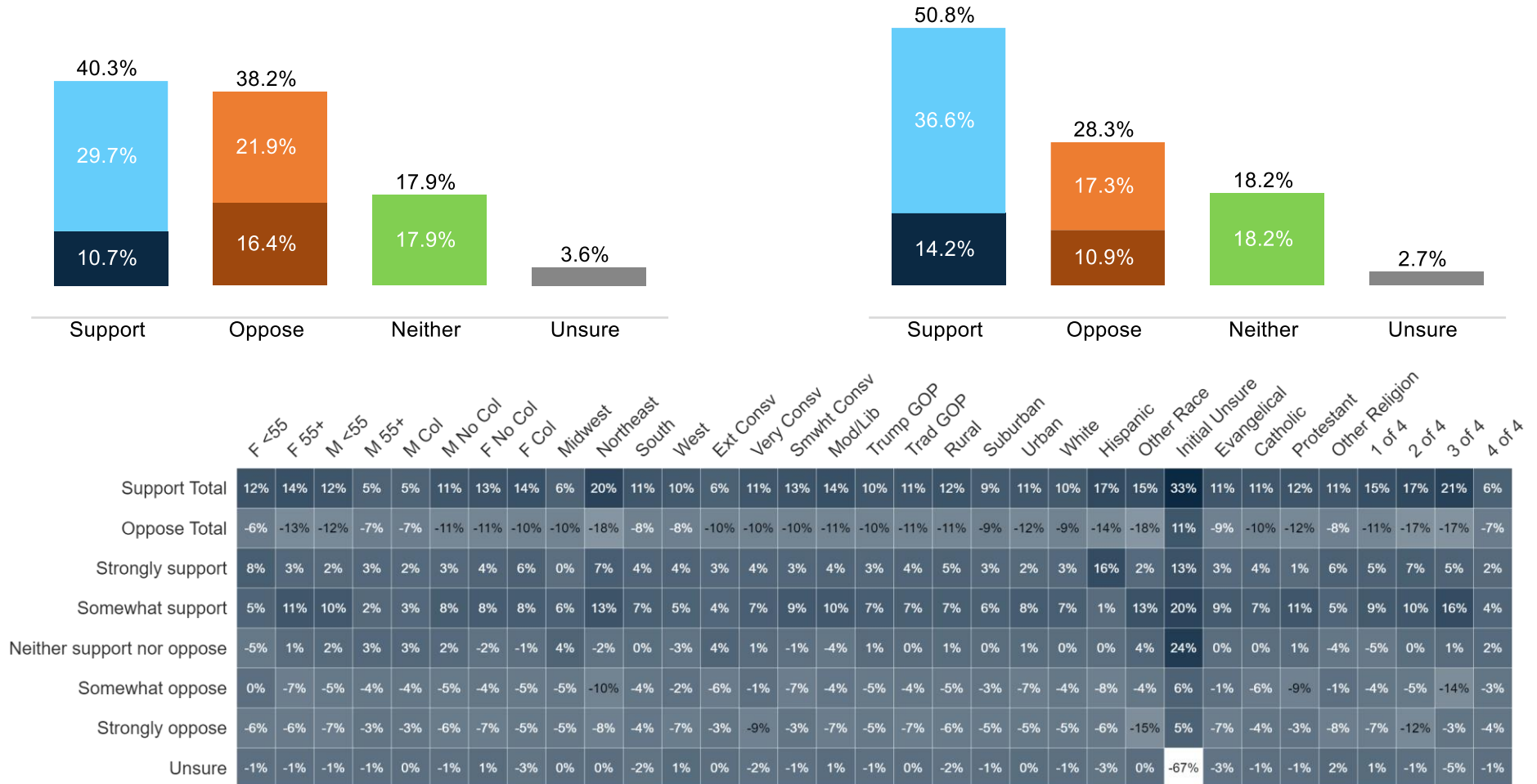
Do you support or oppose the United States providing non-military foreign assistance to people in other countries that are in need?

Percent Change: Initial to Informed Foreign Assistance

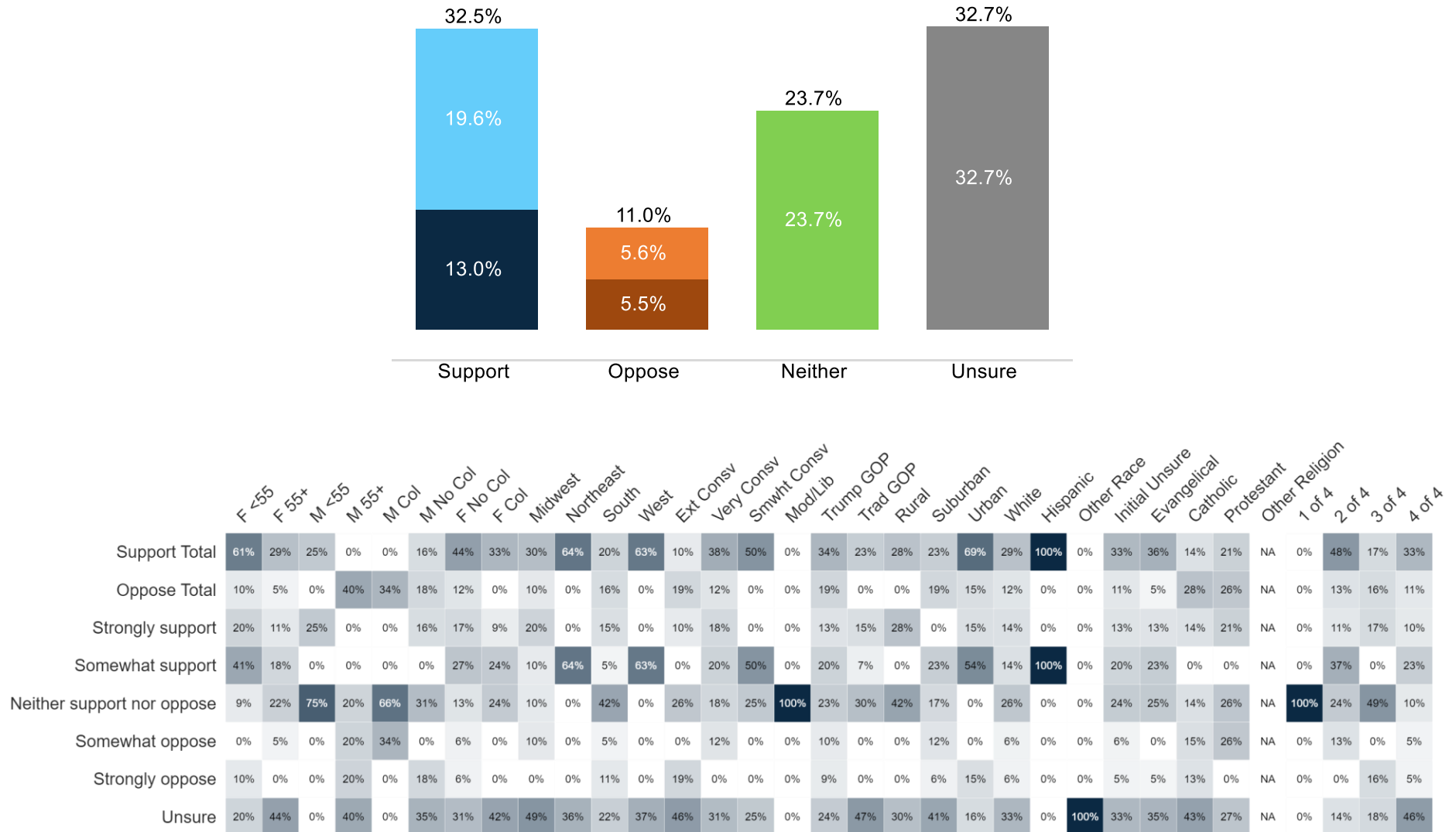
Initial

Informed

Support +11 from Initial

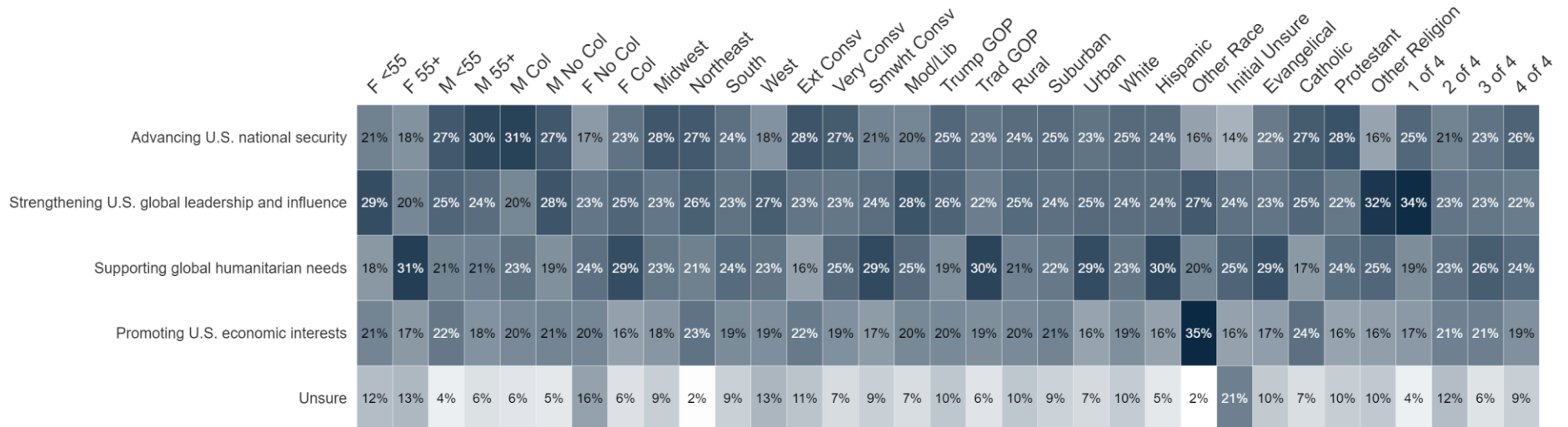
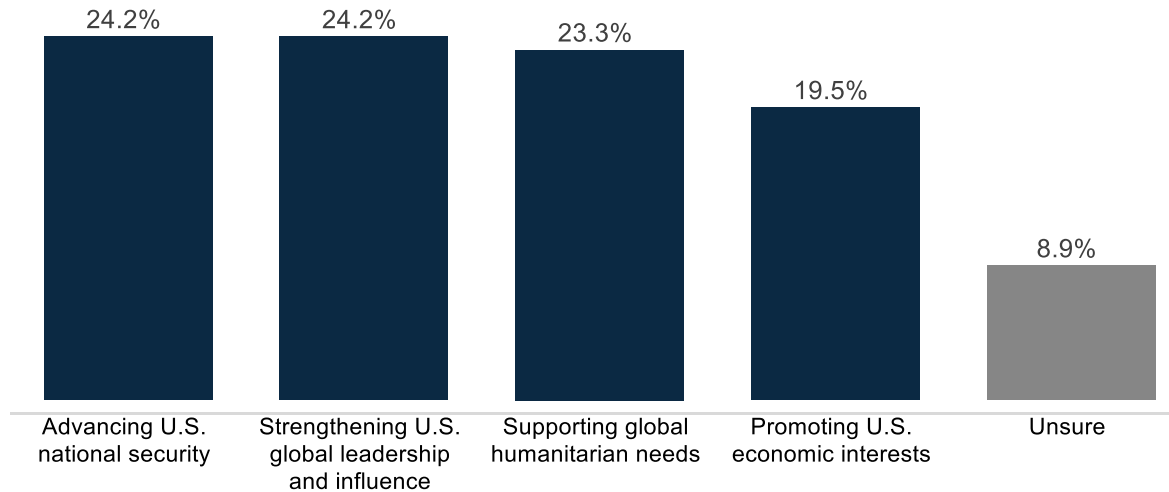


Informed Foreign Assistance Among Initial Undecideds



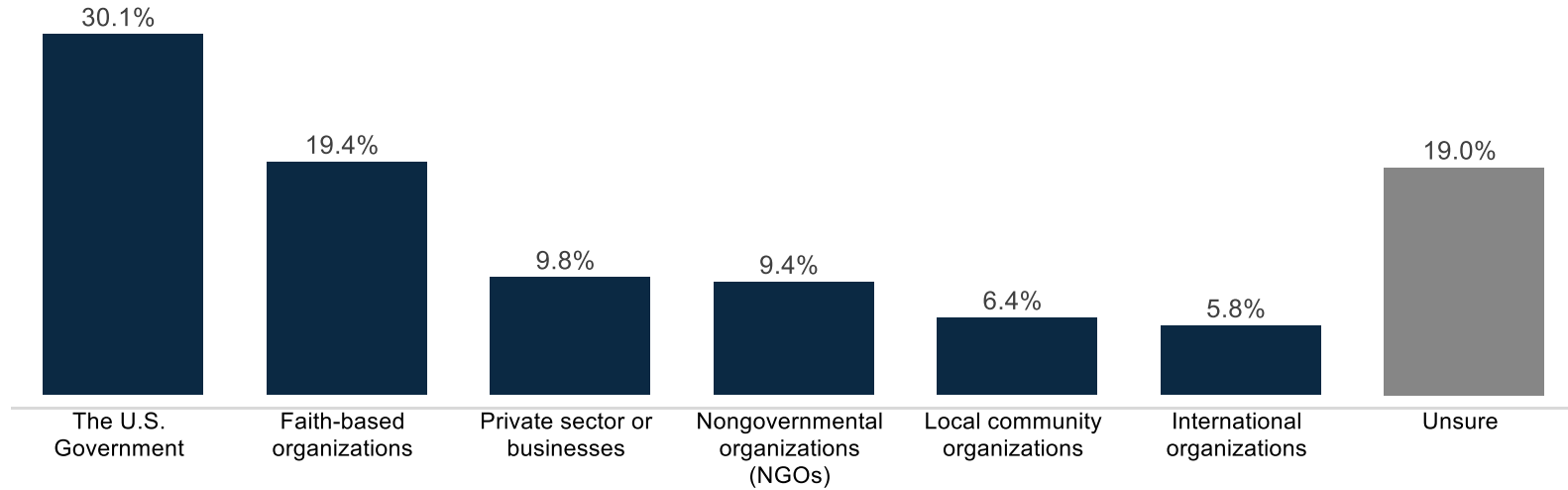
Do you support or oppose the United States providing non-military foreign assistance to people in other countries that are in need?

Motivation



What should be the primary motivation for the U.S. to provide foreign assistance?

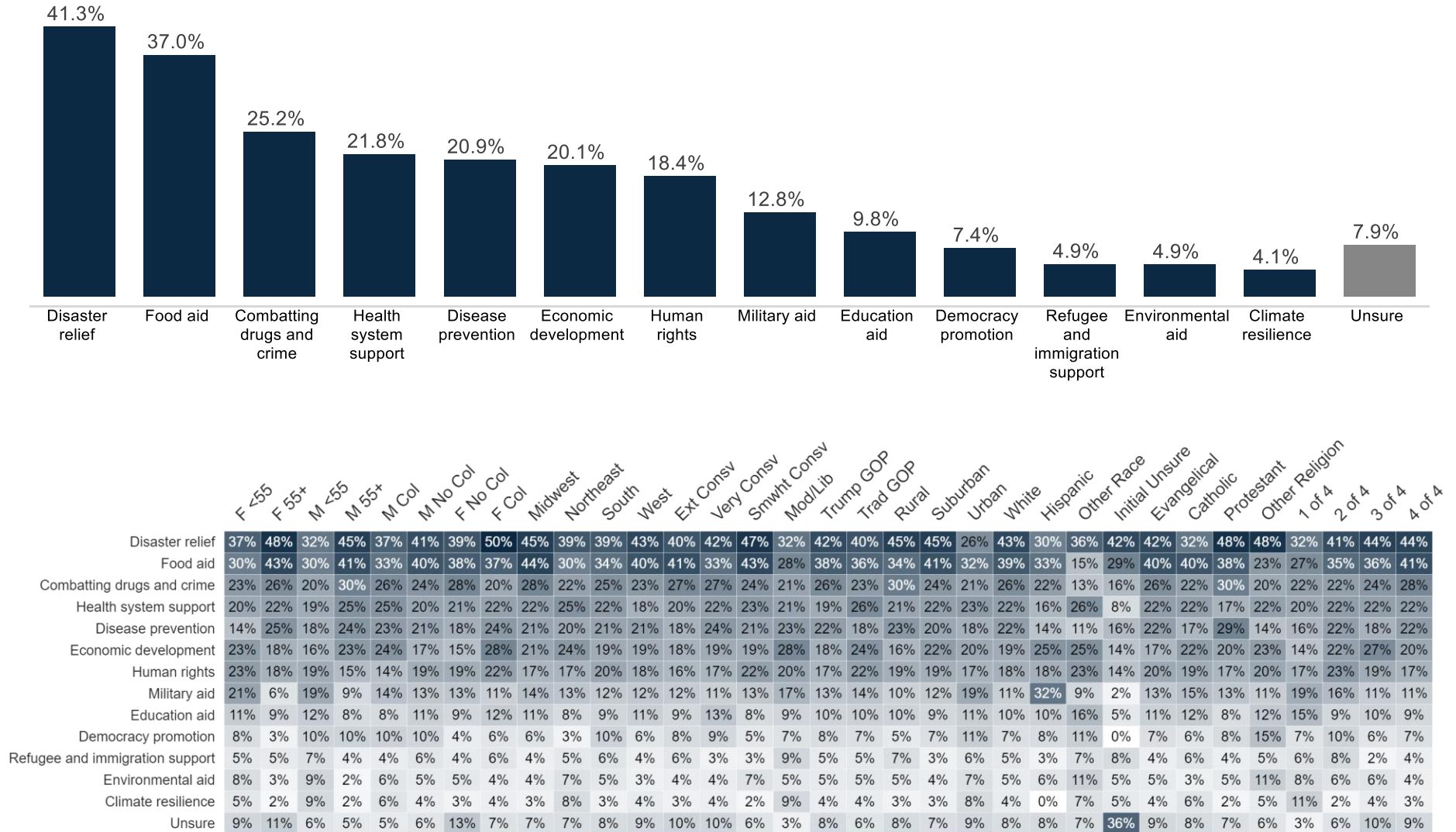
Trust



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Smwht Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
The U.S. Government	33%	28%	31%	30%	30%	31%	27%	35%	30%	36%	28%	31%	29%	28%	29%	36%	31%	29%	30%	30%	30%	30%	43%	8%	19%	34%	34%	36%	31%	32%	31%	29%	
Faith-based organizations	14%	21%	17%	23%	22%	19%	19%	18%	19%	16%	23%	15%	27%	20%	16%	12%	17%	24%	20%	20%	16%	20%	17%	22%	19%	32%	11%	21%	19%	15%	14%	18%	23%
Private sector or businesses	7%	6%	11%	15%	20%	8%	5%	8%	11%	4%	11%	9%	12%	7%	12%	8%	11%	9%	8%	11%	10%	10%	5%	9%	6%	9%	11%	9%	6%	9%	8%	10%	11%
Nongovernmental organizations (NGOs)	12%	10%	11%	7%	4%	11%	10%	11%	12%	11%	7%	11%	7%	11%	9%	12%	9%	11%	11%	10%	5%	9%	16%	4%	13%	7%	10%	10%	7%	10%	11%	14%	8%
Local community organizations	7%	5%	10%	5%	4%	10%	5%	6%	6%	8%	7%	4%	4%	8%	6%	8%	7%	6%	5%	5%	13%	6%	13%	0%	3%	4%	10%	3%	10%	14%	6%	7%	5%
International organizations	6%	7%	9%	2%	5%	6%	6%	8%	5%	7%	5%	9%	3%	7%	6%	8%	5%	7%	4%	5%	11%	5%	14%	9%	7%	6%	7%	5%	7%	11%	8%	3%	4%
Unsure	22%	24%	10%	18%	15%	15%	28%	15%	18%	18%	19%	21%	18%	19%	22%	16%	20%	15%	22%	19%	15%	20%	5%	13%	45%	23%	18%	18%	15%	12%	20%	17%	20%

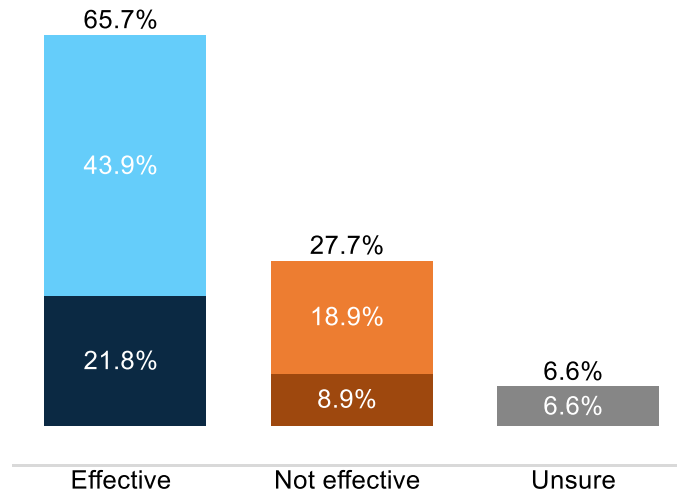
Who do you trust most to manage U.S. foreign assistance effectively?

FA Priority



Which types of foreign assistance do you think the U.S. should prioritize? Select up to three options that apply.

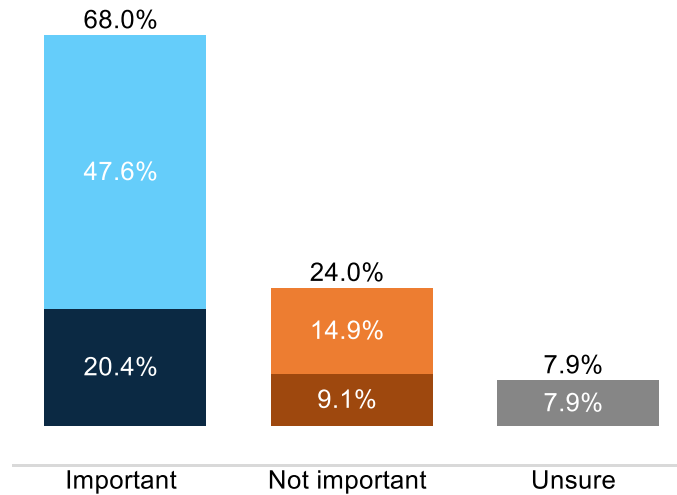
Effectiveness



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Smwht Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Effective Total	72%	66%	73%	54%	57%	67%	71%	65%	64%	70%	65%	66%	58%	67%	66%	78%	63%	71%	67%	63%	70%	65%	70%	72%	61%	65%	69%	64%	67%	78%	73%	67%	61%
Not effective Total	17%	23%	23%	44%	42%	28%	16%	29%	28%	26%	28%	28%	35%	26%	29%	19%	30%	25%	25%	32%	22%	28%	30%	21%	16%	27%	26%	31%	23%	16%	19%	24%	34%
Very effective	28%	20%	32%	11%	19%	22%	26%	19%	20%	30%	22%	20%	26%	20%	16%	28%	22%	23%	20%	20%	30%	21%	30%	27%	19%	23%	27%	13%	25%	28%	26%	28%	18%
Somewhat effective	44%	47%	41%	43%	38%	45%	45%	47%	44%	40%	44%	47%	32%	47%	50%	50%	41%	48%	47%	44%	40%	44%	40%	45%	42%	42%	41%	51%	43%	50%	47%	39%	42%
Not very effective	13%	16%	16%	29%	28%	20%	10%	22%	21%	18%	19%	16%	24%	18%	19%	14%	20%	17%	18%	20%	18%	19%	21%	19%	8%	17%	19%	24%	17%	12%	16%	17%	22%
Not effective at all	4%	8%	7%	15%	15%	9%	5%	7%	6%	8%	9%	13%	11%	8%	10%	5%	9%	8%	7%	12%	4%	9%	8%	2%	8%	10%	8%	8%	7%	4%	3%	7%	12%
Unsure	11%	11%	4%	2%	1%	4%	14%	5%	9%	4%	7%	5%	8%	8%	5%	4%	7%	4%	8%	5%	8%	7%	0%	7%	23%	7%	5%	4%	9%	5%	8%	9%	5%

How effective do you think the U.S. is overall in providing foreign assistance to other countries?

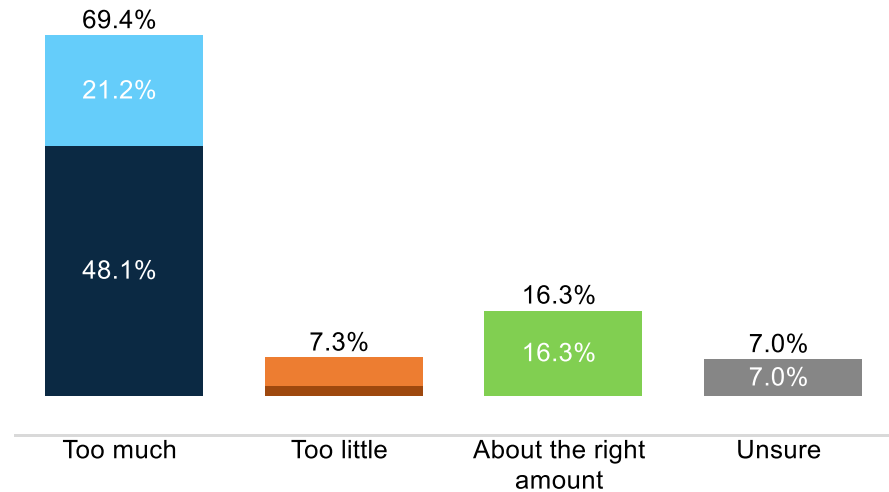
Importance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Smwht Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Important Total	66%	67%	73%	67%	71%	68%	64%	71%	67%	68%	71%	64%	62%	68%	72%	73%	65%	73%	65%	68%	74%	67%	70%	74%	52%	70%	66%	70%	77%	71%	72%	72%	65%
Not important Total	23%	20%	25%	28%	27%	27%	21%	22%	28%	25%	21%	25%	31%	24%	21%	18%	27%	20%	28%	24%	18%	24%	21%	24%	11%	24%	24%	22%	16%	23%	20%	18%	27%
Very important	20%	18%	29%	16%	21%	22%	21%	16%	19%	25%	19%	22%	22%	17%	19%	23%	18%	25%	19%	18%	30%	19%	27%	29%	13%	21%	22%	17%	29%	26%	25%	16%	18%
Somewhat important	45%	49%	44%	51%	50%	47%	43%	54%	48%	43%	52%	42%	39%	51%	53%	50%	47%	49%	46%	50%	44%	48%	43%	45%	39%	49%	44%	53%	48%	45%	47%	56%	47%
Not very important	14%	12%	17%	17%	18%	16%	12%	15%	18%	17%	12%	16%	16%	15%	17%	9%	16%	14%	14%	16%	13%	14%	19%	19%	5%	16%	14%	16%	9%	18%	14%	14%	15%
Not important at all	9%	8%	8%	11%	9%	11%	9%	8%	10%	8%	9%	10%	14%	9%	4%	9%	11%	6%	14%	8%	5%	10%	3%	5%	5%	8%	11%	6%	7%	5%	6%	3%	12%
Unsure	11%	13%	2%	5%	2%	5%	15%	7%	6%	7%	9%	11%	8%	8%	7%	9%	8%	6%	8%	8%	8%	8%	2%	38%	6%	9%	9%	7%	6%	8%	11%	8%	

How important is it for the U.S. to provide foreign assistance to countries in need?

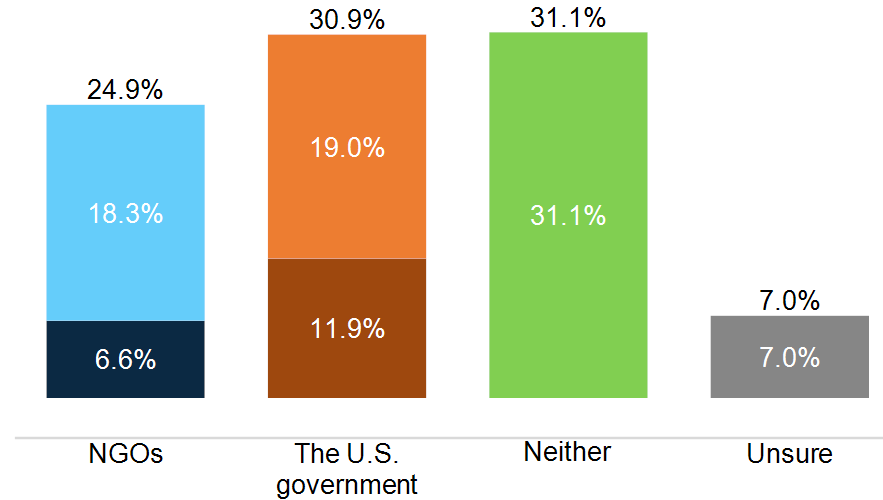
Spending



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Consv	Very Consv	Smwht Consv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
Too much Total	60%	77%	56%	78%	75%	63%	70%	71%	68%	64%	71%	71%	74%	72%	58%	73%	64%	70%	73%	58%	72%	51%	49%	68%	72%	65%	73%	60%	53%	60%	69%	77%	
Too little Total	8%	3%	14%	6%	9%	10%	3%	9%	7%	10%	8%	5%	5%	7%	6%	13%	7%	9%	7%	5%	14%	5%	19%	20%	3%	6%	7%	6%	15%	17%	10%	10%	4%
Far too much	39%	53%	35%	60%	54%	45%	46%	48%	47%	40%	51%	48%	57%	52%	45%	34%	54%	39%	52%	51%	36%	51%	33%	28%	52%	55%	45%	46%	39%	27%	41%	41%	58%
Slightly too much	22%	25%	21%	18%	20%	18%	23%	23%	21%	24%	19%	23%	14%	21%	27%	24%	19%	25%	19%	23%	22%	21%	18%	21%	16%	17%	21%	27%	21%	26%	20%	28%	19%
About the right amount	18%	12%	26%	12%	13%	23%	14%	15%	17%	20%	16%	14%	16%	15%	14%	22%	15%	20%	16%	15%	21%	15%	27%	25%	6%	13%	20%	17%	18%	23%	21%	12%	13%
Slightly too little	7%	2%	10%	4%	7%	7%	2%	8%	6%	7%	5%	4%	3%	5%	5%	11%	5%	7%	4%	5%	10%	4%	16%	11%	0%	5%	5%	5%	12%	11%	7%	7%	4%
Far too little	1%	1%	4%	1%	2%	3%	1%	1%	2%	2%	2%	0%	2%	2%	1%	2%	2%	2%	2%	1%	4%	1%	3%	9%	3%	1%	3%	1%	2%	5%	4%	2%	0%
Unsure	14%	8%	4%	4%	3%	4%	13%	5%	7%	7%	5%	10%	7%	5%	8%	7%	6%	8%	7%	7%	7%	8%	3%	6%	24%	9%	7%	4%	7%	7%	8%	8%	6%

Do you think the U.S. currently spends too much, too little, or about the right amount on foreign assistance?

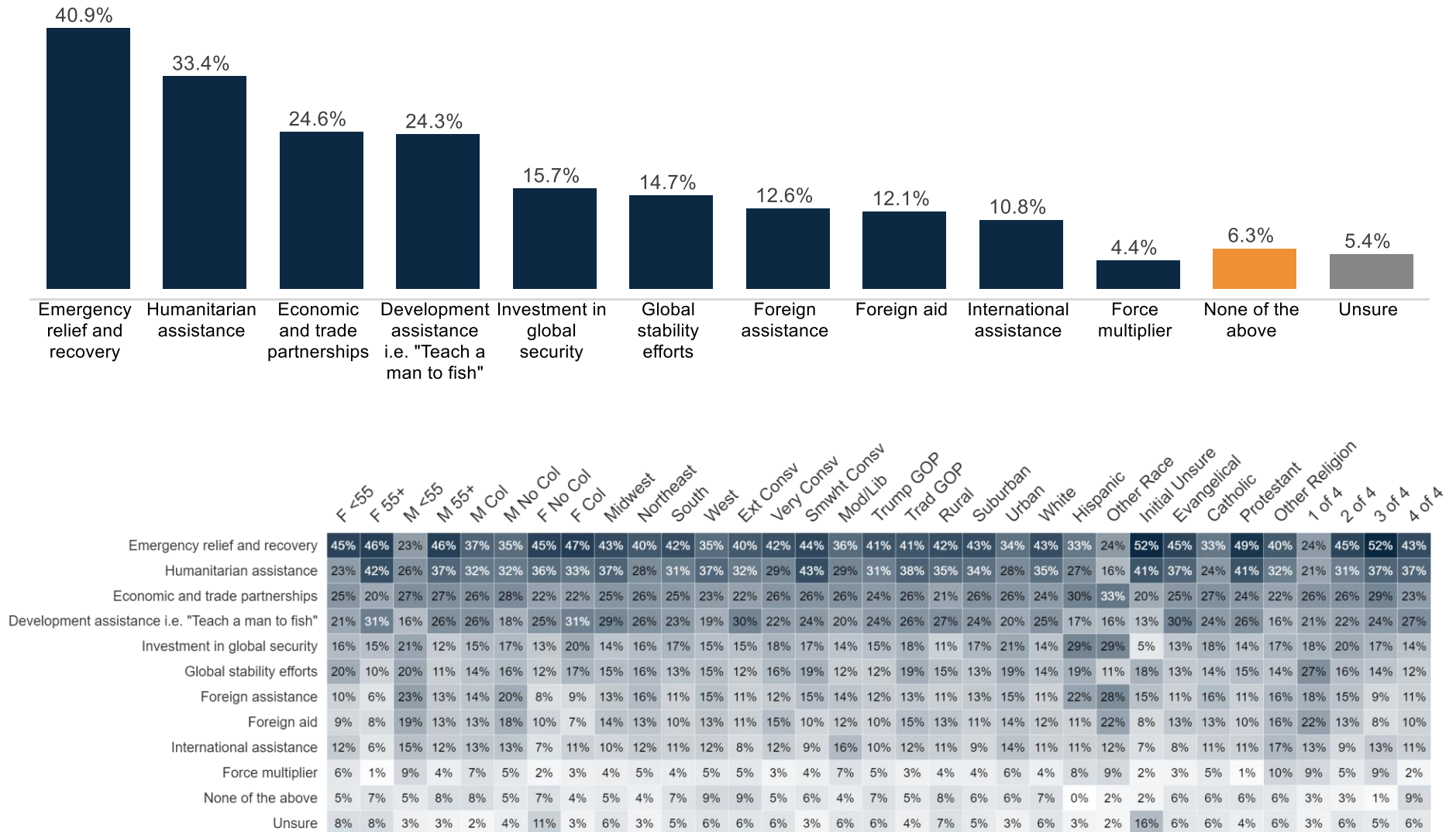
NGO vs Government



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Midwest	Northeast	South	West	Ext Conserv	Very Conserv	Snowbelt Conserv	Mod/Lib	Trump GOP	Trad GOP	Rural	Suburban	Urban	White	Hispanic	Other Race	Initial Unsure	Evangelical	Catholic	Protestant	Other Religion	1 of 4	2 of 4	3 of 4	4 of 4
The U.S. government	NGOs	22%	26%	28%	23%	24%	26%	22%	28%	27%	29%	22%	27%	24%	28%	24%	25%	21%	32%	24%	23%	31%	25%	25%	31%	30%	26%	26%	25%	27%	29%	23%	35%	23%
	The U.S. government	27%	23%	44%	32%	37%	37%	25%	23%	30%	32%	31%	30%	31%	29%	29%	35%	33%	28%	31%	30%	33%	29%	38%	46%	16%	28%	31%	29%	33%	37%	33%	29%	30%
	Definitely NGOs	5%	5%	7%	9%	9%	6%	6%	5%	6%	11%	6%	5%	11%	6%	3%	5%	7%	6%	8%	5%	8%	7%	3%	5%	5%	8%	6%	8%	4%	6%	4%	8%	7%
	Probably NGOs	16%	21%	21%	14%	15%	20%	16%	24%	21%	18%	16%	22%	13%	21%	21%	20%	14%	25%	17%	18%	23%	18%	22%	25%	25%	18%	20%	17%	23%	23%	19%	27%	16%
	Neither	33%	29%	23%	38%	34%	29%	30%	32%	32%	29%	32%	28%	33%	31%	31%	30%	34%	27%	30%	35%	23%	31%	35%	16%	14%	27%	32%	37%	28%	26%	25%	20%	36%
	Probably the U.S. government	17%	16%	26%	19%	19%	25%	19%	12%	17%	20%	20%	19%	15%	19%	22%	19%	19%	21%	18%	17%	18%	24%	33%	8%	20%	18%	18%	15%	24%	22%	19%	17%	
	Definitely the U.S. government	10%	7%	18%	13%	18%	13%	6%	11%	13%	12%	11%	11%	16%	10%	7%	14%	14%	9%	10%	11%	16%	12%	14%	13%	8%	8%	13%	11%	18%	12%	11%	9%	13%
	Unsure	19%	22%	5%	7%	5%	7%	23%	17%	11%	10%	14%	15%	13%	12%	16%	10%	12%	14%	14%	13%	13%	15%	3%	7%	40%	18%	11%	9%	12%	8%	20%	17%	11%

Do you believe nongovernmental organizations (NGOs) or the U.S. government is more efficient and accountable at implementing foreign assistance?

Preferred Term

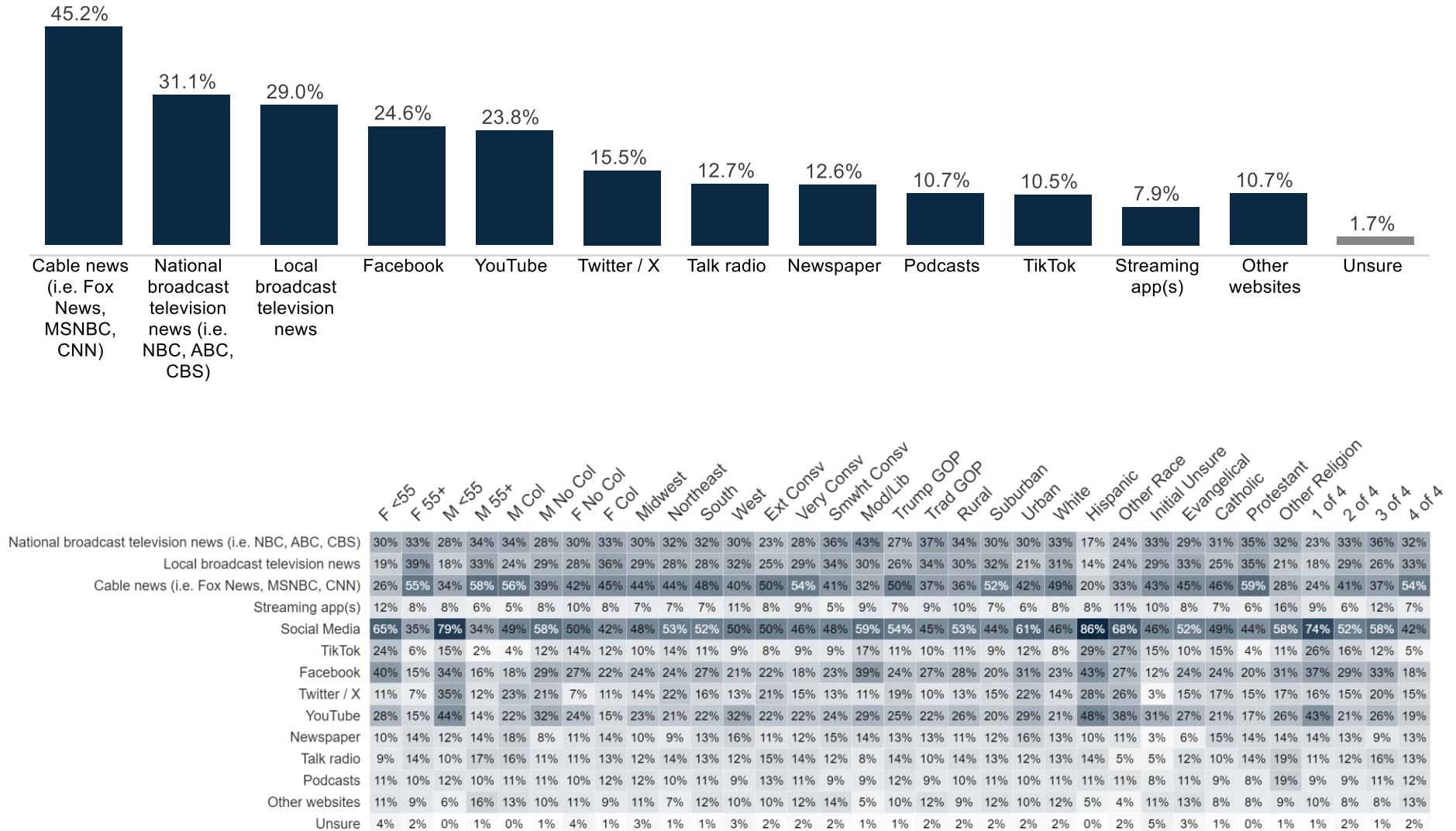


Different terms are used to describe U.S. efforts to support other countries. Which of the following terms best describes an approach you would support? Select up to three options that apply.



CYGNAL

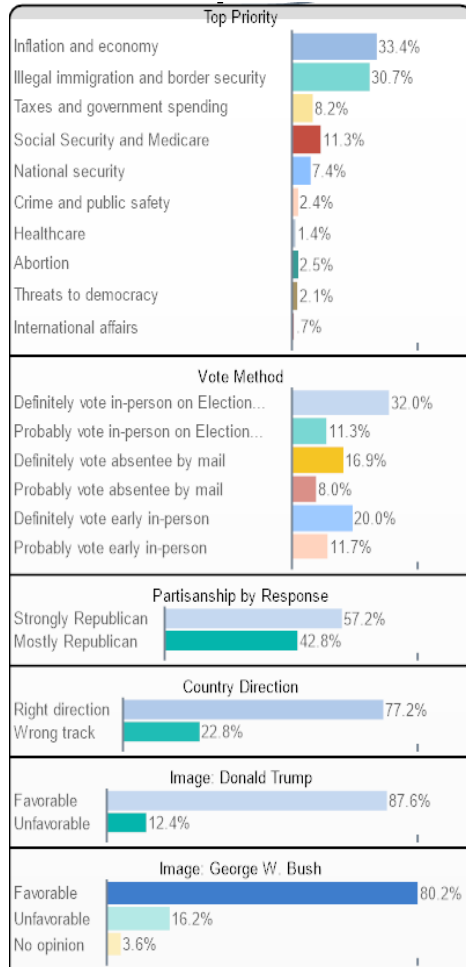
News Source



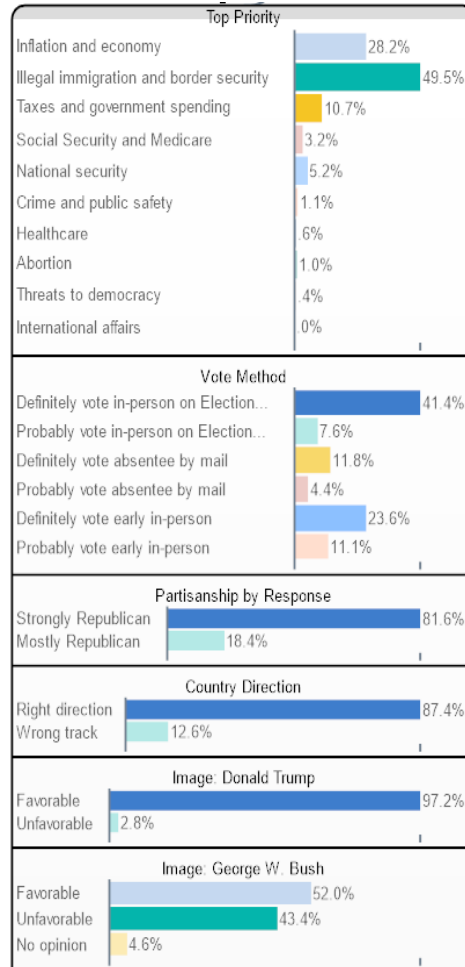
What are your primary sources for news? Select up to three options.

Segmentation Analysis:

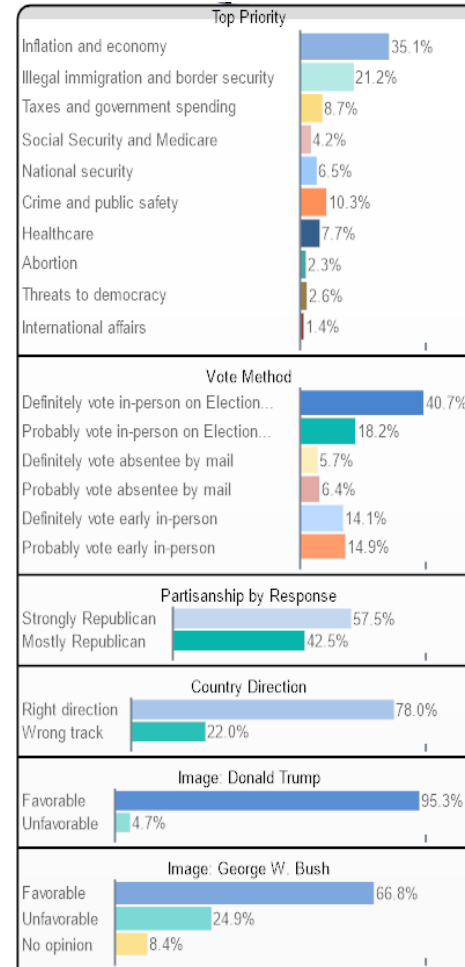
Old Foreign Assistance Supporters (28%)



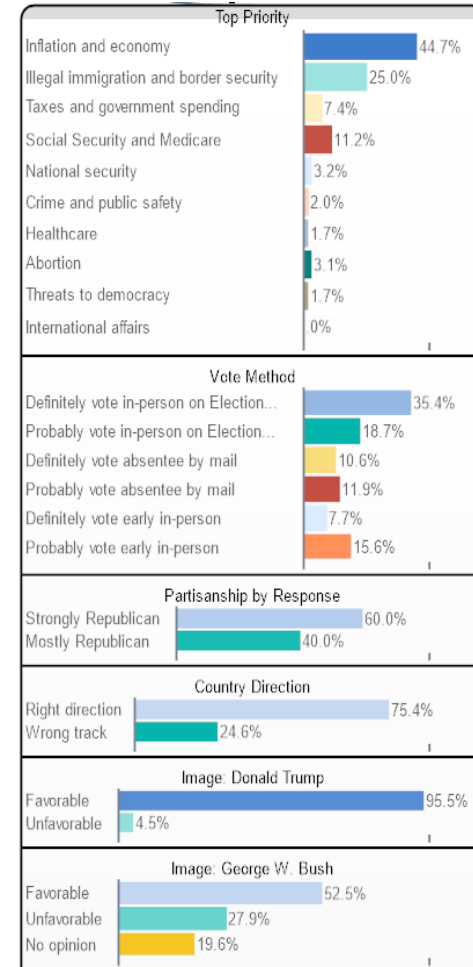
Foreign Assistance Opposers (28%)



Young Foreign Assistance Supporters (26%)

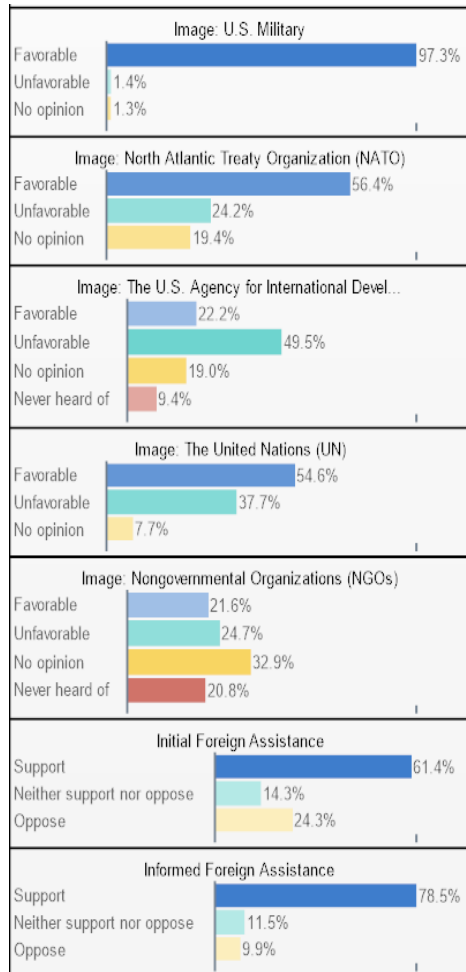


Lean Foreign Assistance Opposers (18%)

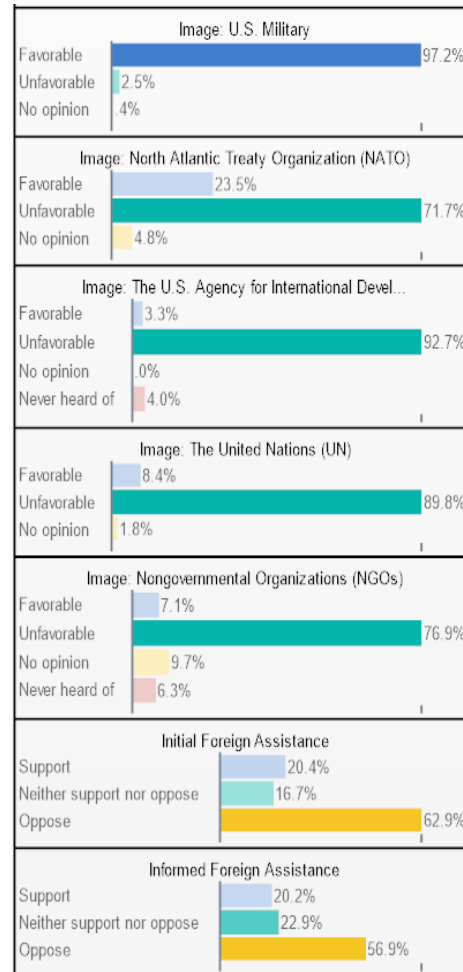


Segmentation Analysis:

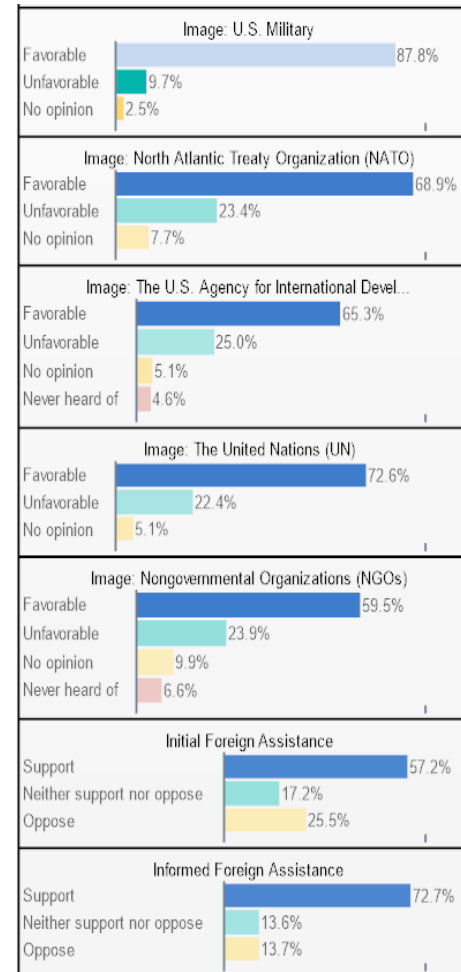
Old Foreign Assistance Supporters (28%)



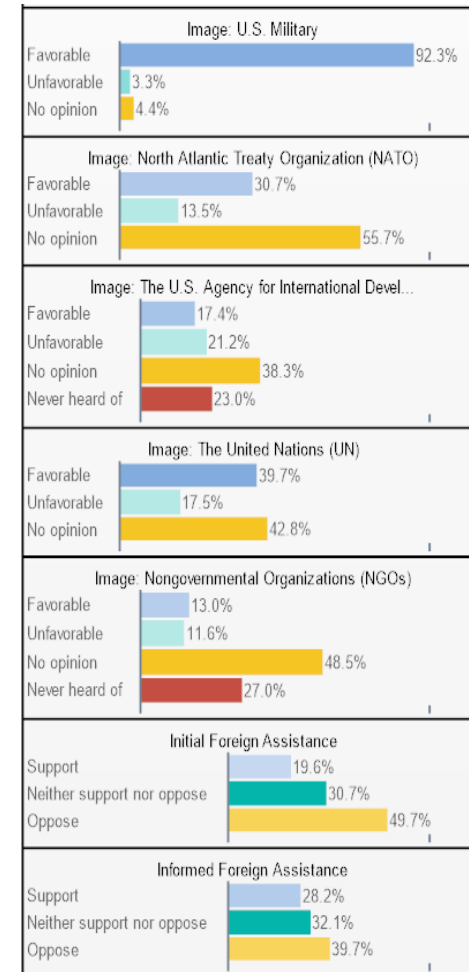
Foreign Assistance Opposers (28%)



Young Foreign Assistance Supporters (26%)

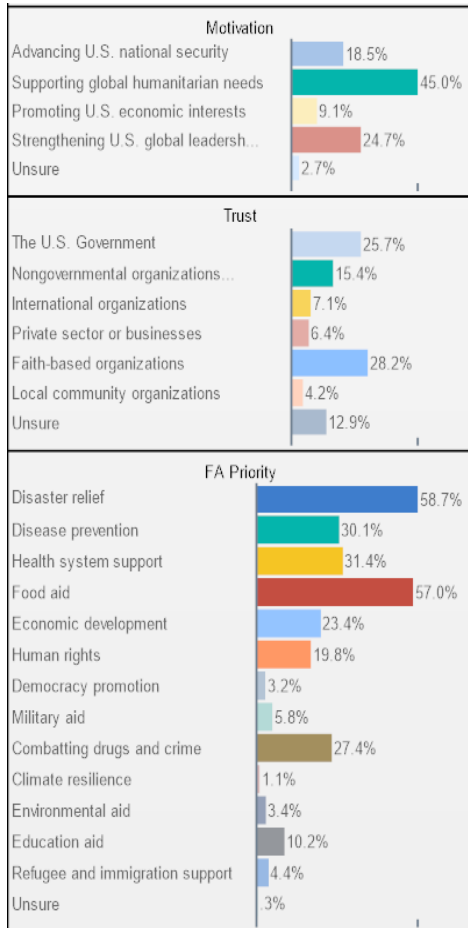


Lean Foreign Assistance Opposers (18%)



Segmentation Analysis:

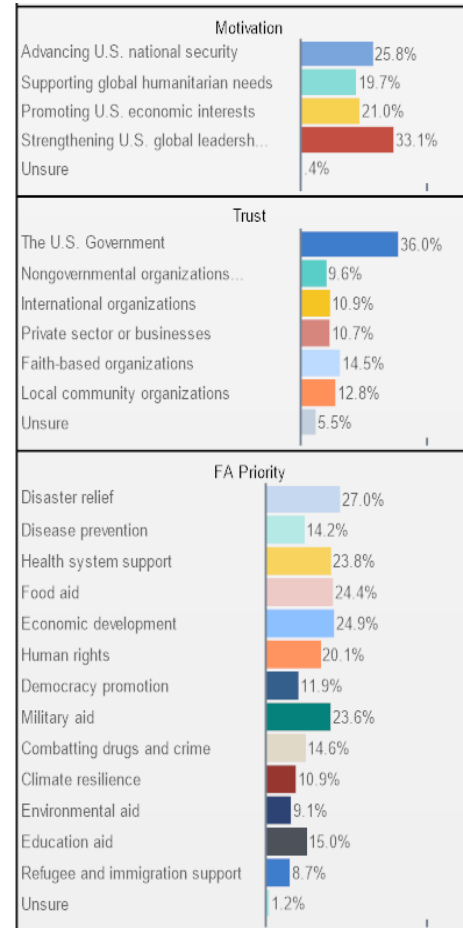
Old Foreign Assistance Supporters (28%)



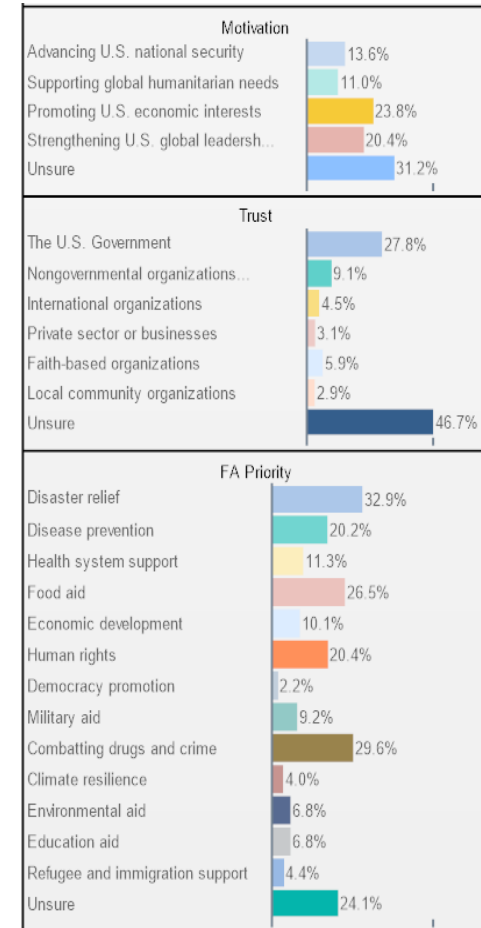
Foreign Assistance Opposers (28%)



Young Foreign Assistance Supporters (26%)

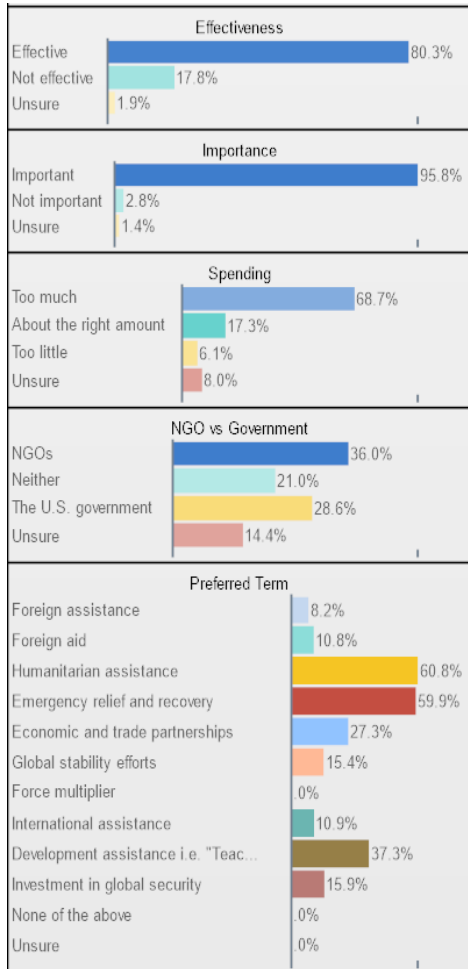


Lean Foreign Assistance Opposers (18%)

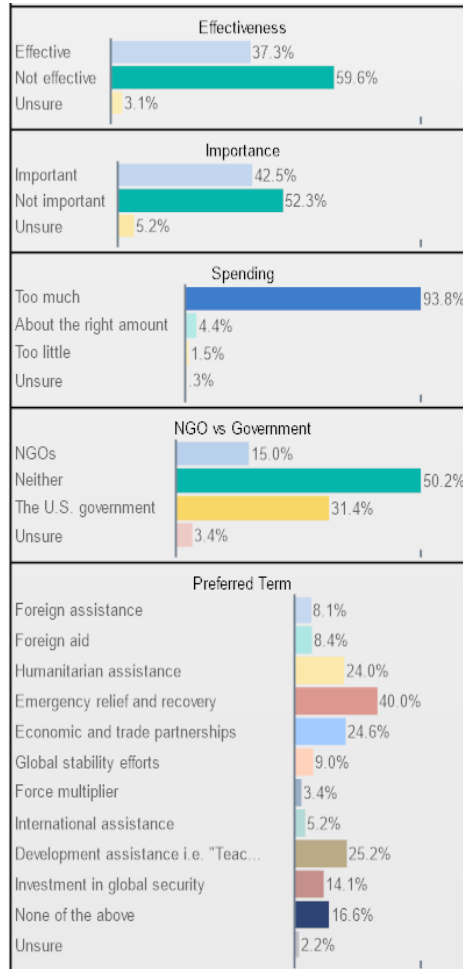


Segmentation Analysis:

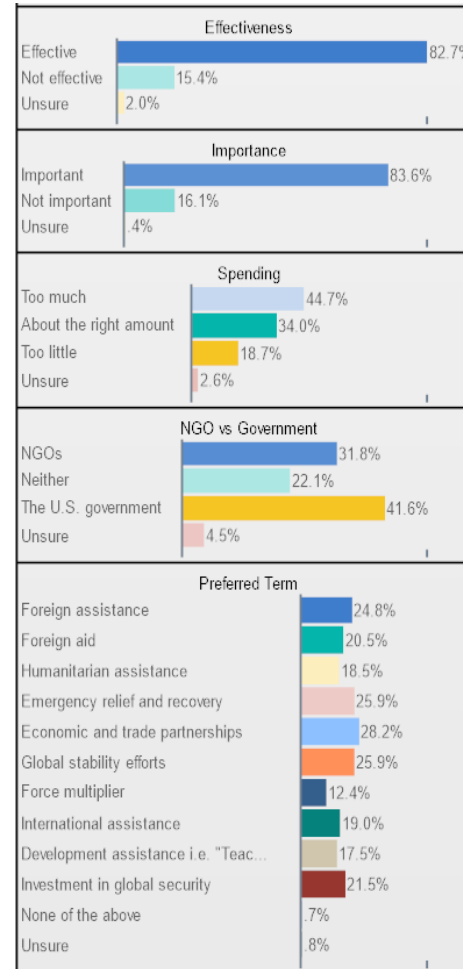
Old Foreign Assistance Supporters (28%)



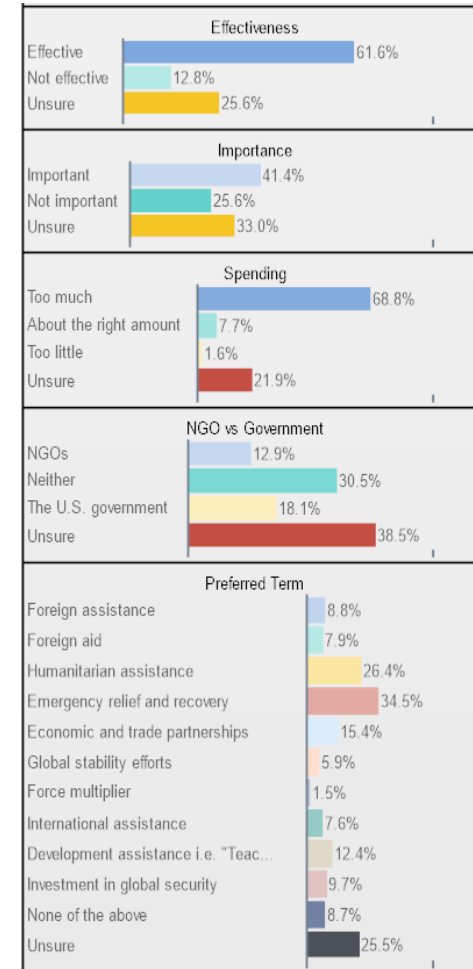
Foreign Assistance Opposers (28%)



Young Foreign Assistance Supporters (26%)

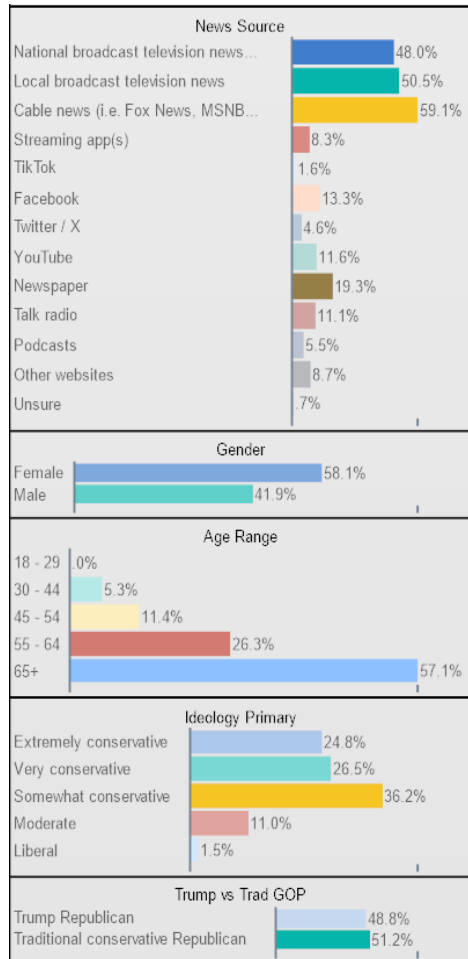


Lean Foreign Assistance Opposers (18%)

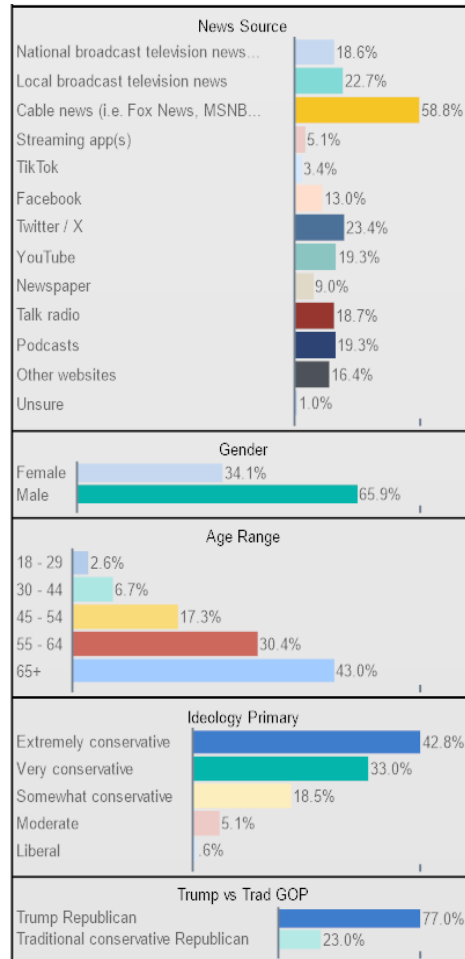


Segmentation Analysis:

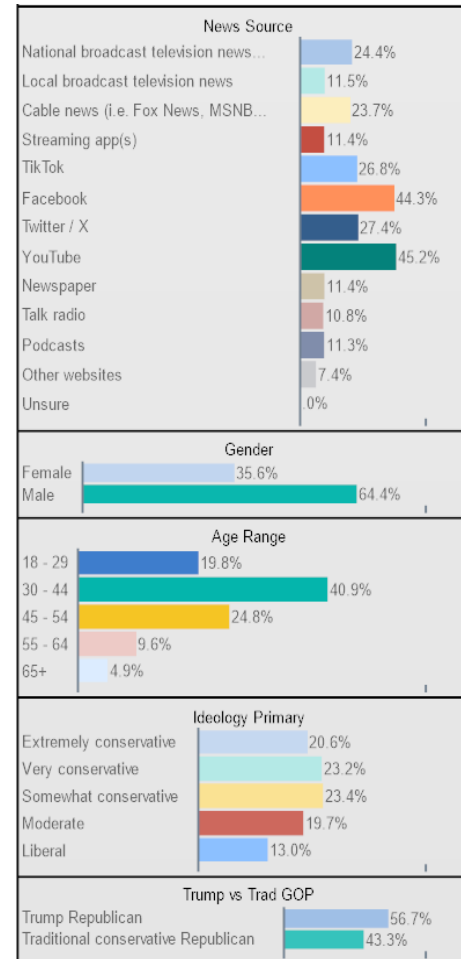
Old Foreign Assistance Supporters (28%)



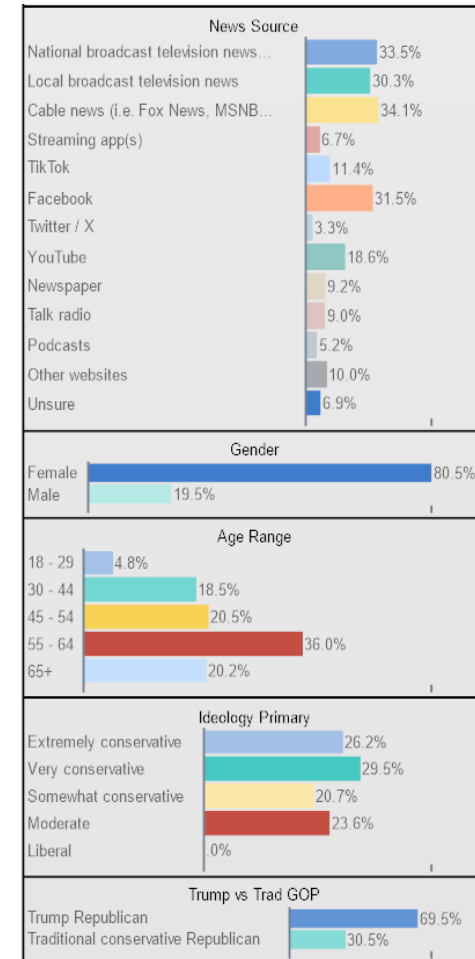
Foreign Assistance Opposers (28%)



Young Foreign Assistance Supporters (26%)

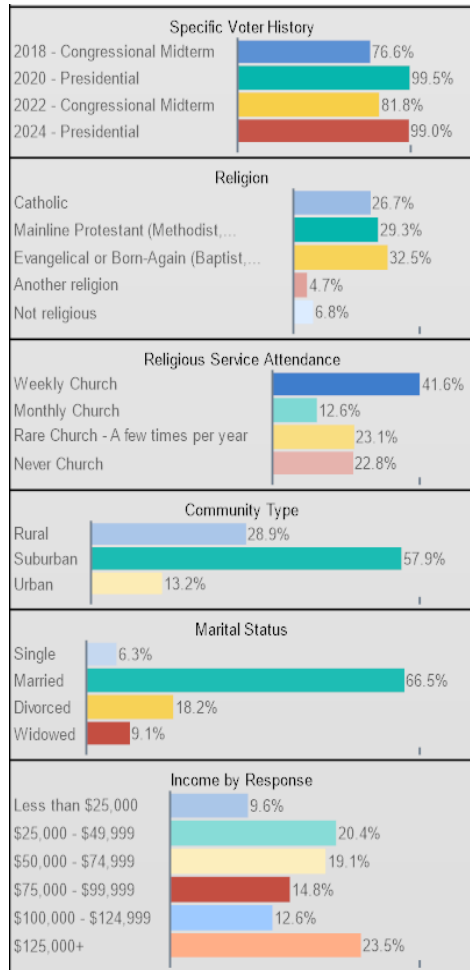


Lean Foreign Assistance Opposers (18%)

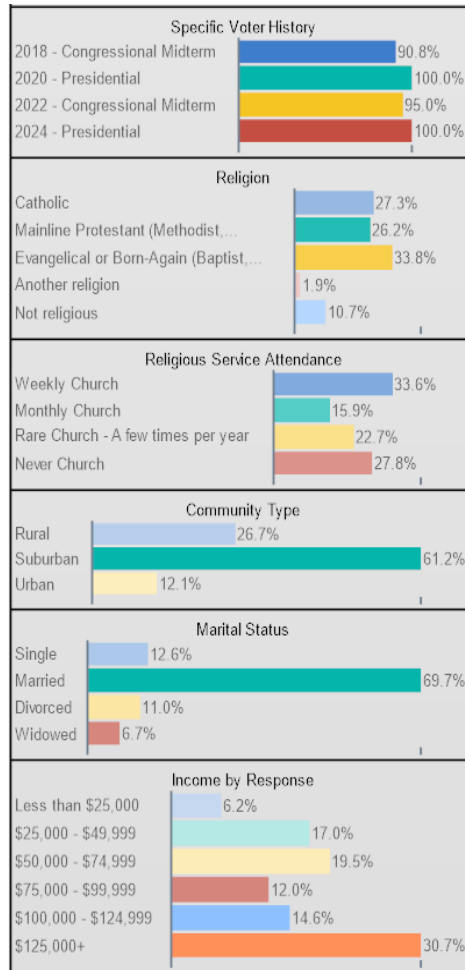


Segmentation Analysis:

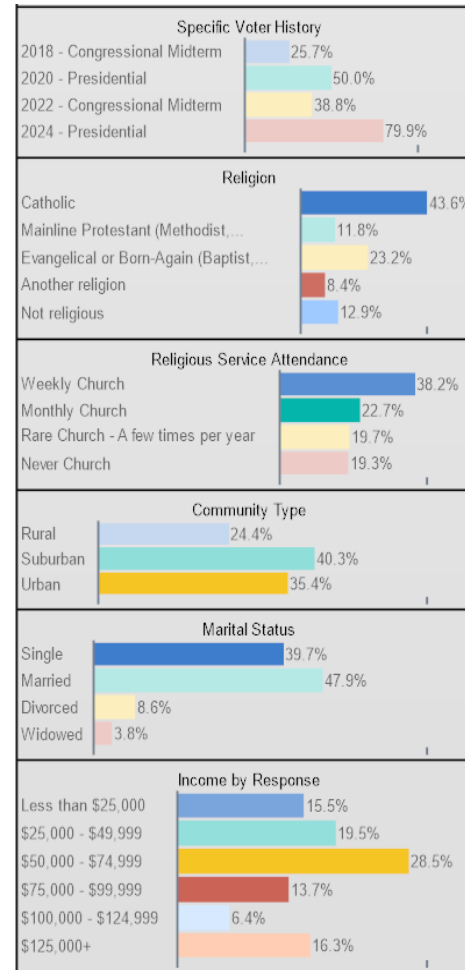
Old Foreign Assistance Supporters (28%)



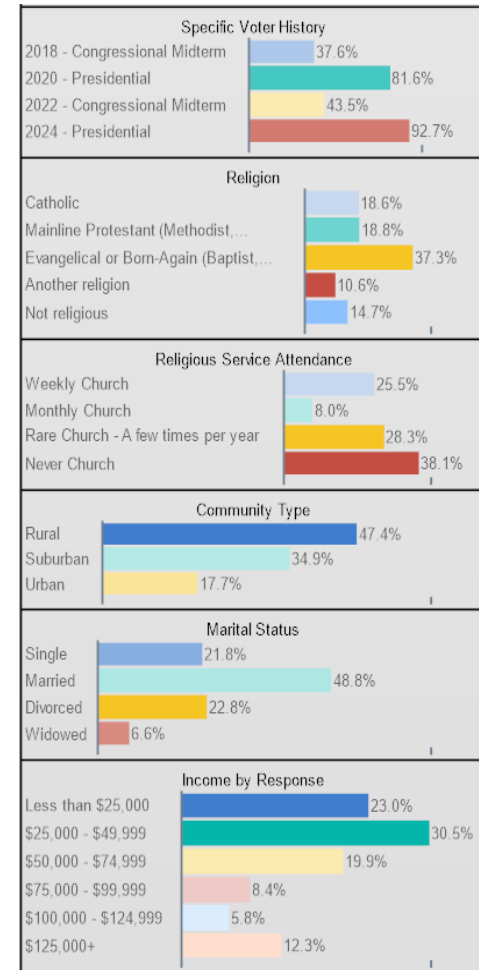
Foreign Assistance Opposers (28%)



Young Foreign Assistance Supporters (26%)

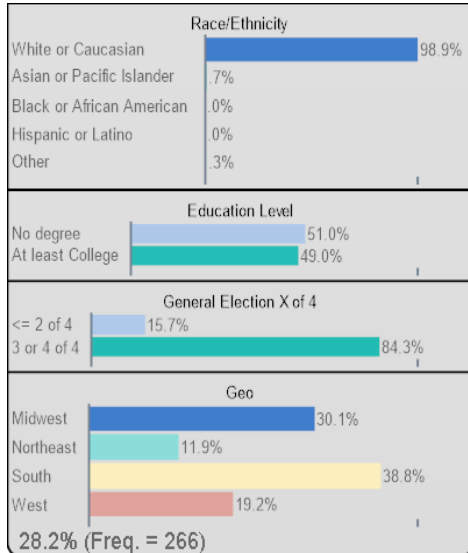


Lean Foreign Assistance Opposers (18%)

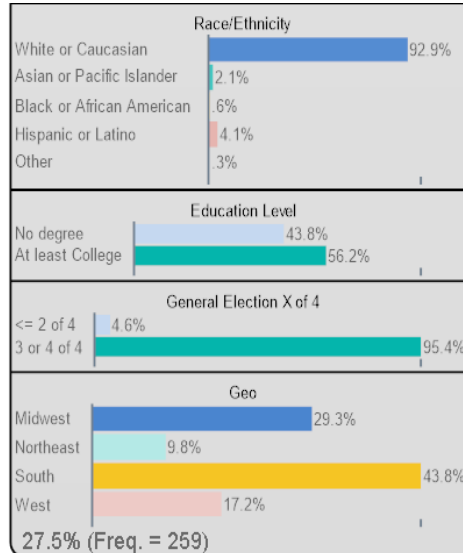


Segmentation Analysis:

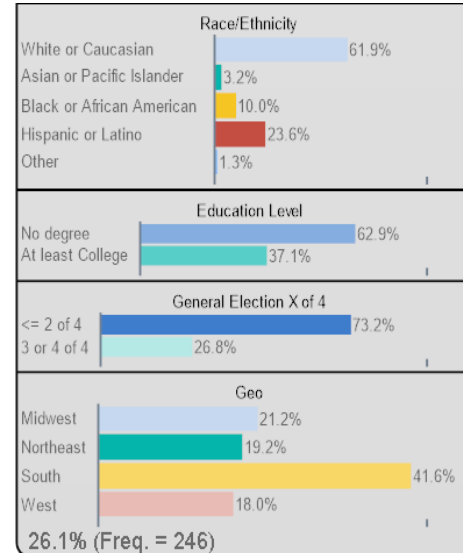
Old Foreign Assistance Supporters (28%)



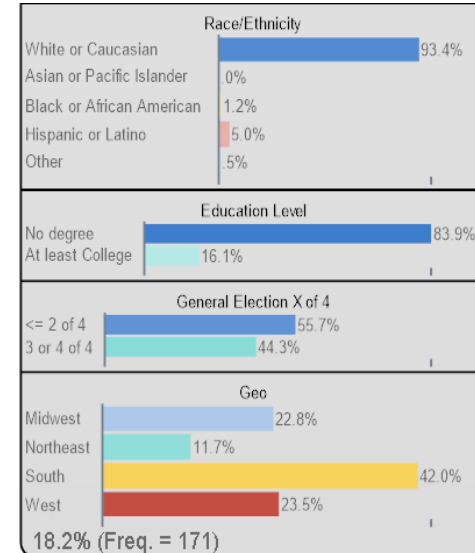
Foreign Assistance Opposers (28%)



Young Foreign Assistance Supporters (26%)

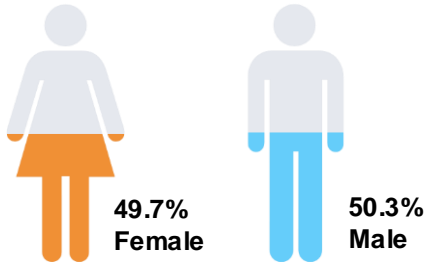


Lean Foreign Assistance Opposers (18%)

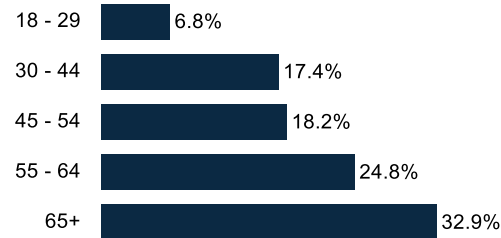


Demographics

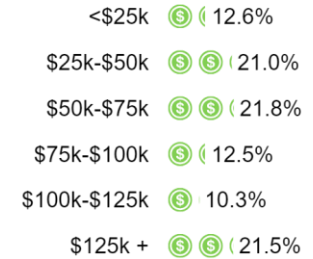
Sex



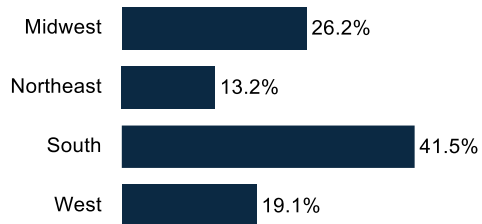
Age Range



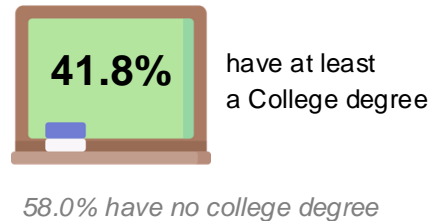
Household Income



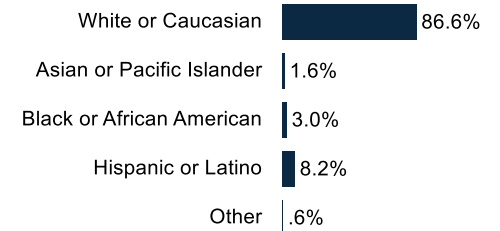
Geo - Region



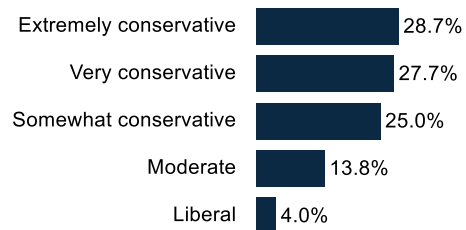
Education



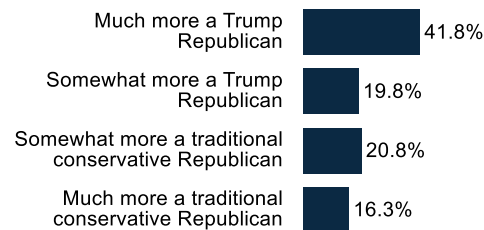
Race/Ethnicity



Ideology



Trump vs Trad GOP



General Election X of 4

