



**August 2024 Omnibus Topline**  
**Survey of N=1,031 voters in the Likely Electorate**  
**Online sample matched to L2 Voter File**  
**Field Dates: August 23-25, 2024**  
**Margin of Error: ± 3.6 percentage points**

1. **[QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track? [RANDOMIZE 1-2]**

Right direction	29%
Wrong track	64%
Unsure	7%

2. **[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]**
3. **[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today? [RANDOMIZE 1-15] [IF QISSUES = 1-15, DO NOT DISPLAY THE ANSWER OPTION SELECTED ON QISSUES]**

	1st Choice	2nd Choice	Combined Choice
Cost of living	25%	16%	41%
Immigration	14%	13%	27%
Jobs and the economy	12%	13%	24%
The state of democracy	10%	6%	16%
Abortion	7%	8%	15%
Political corruption	6%	6%	12%
The environment and climate change	5%	6%	11%
Healthcare	4%	6%	10%
Crime	4%	5%	9%
National security	2%	4%	6%
Gun rights	2%	4%	6%
Taxes	2%	3%	5%
Drug abuse	1%	3%	4%
Education	2%	1%	3%
Infrastructure	1%	1%	2%
Race relations	1%	1%	2%
Unsure	1%	1%	1%
Something else (Please specify)	3%	1%	4%

4. [QFav Battery] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID, 3 PER PAGE]

	1. Very Favorable	2. Somewhat Favorable	3. Heard of, No Opinion	4. Somewhat Unfavorable	5. Very Unfavorable	6. Never heard of		
	VERY/ SOME FAV	VERY/ SOME UNFAV	1. Very Favorable	2. Somewhat Favorable	3. Heard of, No Opinion	4. Somewhat Unfavorable	5. Very Unfavorable	6. Never heard of
<b>Barack Obama</b>	<b>57%</b>	<b>40%</b>	42%	15%	3%	11%	29%	*%
<b>Tim Walz</b>	<b>40%</b>	<b>35%</b>	27%	13%	16%	10%	25%	9%
<b>Kamala Harris</b>	<b>50%</b>	<b>47%</b>	37%	13%	2%	6%	41%	*%
<b>Bill Clinton</b>	<b>48%</b>	<b>45%</b>	24%	24%	7%	16%	29%	*%
<b>The Democratic Party</b>	<b>48%</b>	<b>48%</b>	29%	19%	4%	14%	33%	*%
<b>JD Vance</b>	<b>38%</b>	<b>43%</b>	20%	17%	13%	9%	34%	6%
<b>The Republican Party</b>	<b>44%</b>	<b>52%</b>	22%	21%	4%	16%	36%	*%
<b>Donald Trump</b>	<b>45%</b>	<b>54%</b>	32%	12%	1%	9%	45%	1%
<b>Joe Biden</b>	<b>44%</b>	<b>54%</b>	25%	19%	2%	11%	42%	*%
<b>Hillary Clinton</b>	<b>42%</b>	<b>54%</b>	22%	20%	4%	11%	43%	*%

5. [QHarrisFavDirection] Within the past month, has your opinion of Kamala Harris become more favorable or unfavorable, or has it not changed? [RANDOMIZE SCALE 1-5, 5-1]

<b>MUCH/SOMEWHAT MORE FAVORABLE</b>	<b>40%</b>
<b>MUCH/SOMEWHAT MORE UNFAVORABLE</b>	<b>37%</b>
Much more favorable	27%
Somewhat more favorable	14%
No change	23%
Somewhat more unfavorable	8%
Much more unfavorable	29%
Unsure	1%

[SHOW IF QHARRISFAVDIRECTION = 1. Much more favorable or 2. Somewhat more favorable]

6. [QHarrisFavDirectionOE] Why has your opinion of Harris become more favorable?

7. [QTrumpFavDirection] Within the past month, has your opinion of Donald Trump become more favorable or unfavorable, or has it not changed? [RANDOMIZE SCALE 1-5, 5-1]

<b>MUCH/SOMEWHAT MORE FAVORABLE</b>	<b>32%</b>
<b>MUCH/SOMEWHAT MORE UNFAVORABLE</b>	<b>38%</b>
Much more favorable	22%
Somewhat more favorable	10%
No change	30%
Somewhat more unfavorable	6%
Much more unfavorable	32%
Unsure	*%

[SHOW IF QTRUMPFVAVDIRECTION = 1. Much more favorable or 2. Somewhat more favorable]

8. [QTrumpFavDirectionOE] Why has your opinion of Trump become more favorable?

9. [QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]

<b>STRONGLY/SOMEWHAT APPROVE</b>	<b>43%</b>
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	<b>55%</b>
Strongly approve	24%
Somewhat approve	20%
Somewhat disapprove	12%
Strongly disapprove	43%
Unsure	1%

10. [QVPAapproval] Do you approve or disapprove of the way Kamala Harris is handling her job as Vice President? [RANDOMIZE SCALE 1-4, 4-1]

<b>STRONGLY/SOMEWHAT APPROVE</b>	<b>50%</b>
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	<b>48%</b>
Strongly approve	33%
Somewhat approve	17%
Somewhat disapprove	7%
Strongly disapprove	41%
Unsure	2%

11. [QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President? [RANDOMIZE SCALE 1-4, 4-1]

<b>STRONGLY/SOMEWHAT APPROVE</b>	<b>50%</b>
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	<b>49%</b>
Strongly approve	34%
Somewhat approve	16%
Somewhat disapprove	8%
Strongly disapprove	42%
Unsure	1%

12. [QBidenAdminSuccess\_A] Overall, would you rate the Biden Administration a [RANDOMIZE: success or failure]? [RANDOMIZE SCALE 1-4, 4-1] (n=488)
- |                                 |            |
|---------------------------------|------------|
| <b>A TOTAL/MOSTLY A SUCCESS</b> | <b>46%</b> |
| <b>A TOTAL/MOSTLY A FAILURE</b> | <b>52%</b> |
| A total success                 | 15%        |
| Mostly a success                | 31%        |
| Mostly a failure                | 17%        |
| A total failure                 | 35%        |
| Unsure                          | 3%         |
13. [QBidenAdminSuccess\_B] Overall, would you rate the Biden-Harris Administration a [RANDOMIZE: success or failure]? [RANDOMIZE SCALE 1-4, 4-1] (n=543)
- |                                 |            |
|---------------------------------|------------|
| <b>A TOTAL/MOSTLY A SUCCESS</b> | <b>45%</b> |
| <b>A TOTAL/MOSTLY A FAILURE</b> | <b>52%</b> |
| A total success                 | 17%        |
| Mostly a success                | 28%        |
| Mostly a failure                | 15%        |
| A total failure                 | 37%        |
| Unsure                          | 2%         |
14. [QMotivation2024] How motivated are you to vote in the November 2024 election for President? [RANDOMIZE SCALE 1-5, 5-1]
- |                                      |            |
|--------------------------------------|------------|
| <b>EXTREMELY/VERY MOTIVATED</b>      | <b>89%</b> |
| <b>NOT VERY/NOT AT ALL MOTIVATED</b> | <b>4%</b>  |
| Extremely motivated                  | 77%        |
| Very motivated                       | 12%        |
| Somewhat motivated                   | 6%         |
| Not very motivated                   | 2%         |
| Not at all motivated                 | 2%         |
| Unsure                               | 1%         |
15. [QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]
- |  |            |
|--|------------|
| <b>DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE</b> | <b>48%</b> |
| <b>DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE</b> | <b>48%</b> |
| Definitely the Republican candidate                      | 37%        |
| Probably the Republican candidate                        | 11%        |
| Lean, the Republican candidate                           | *%         |
| Lean, the Democratic candidate                           | 1%         |
| Probably the Democratic candidate                        | 8%         |
| Definitely the Democratic candidate                      | 39%        |
| Unsure   | 4%         |

RANDOMIZE ORDER OF QTRUMPELECT AND QHARRISELECT

16. [QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

[0-10 Likert scale]

MEAN	4.70
0	45%
1	2%
2	2%
3	1%
4	*%
5	2%
6	2%
7	4%
8	3%
9	11%
10	29%

17. [QHarrisElect] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 2024 general election?

[0-10 Likert scale]

MEAN	4.95
0	41%
1	3%
2	1%
3	1%
4	1%
5	3%
6	2%
7	2%
8	3%
9	11%
10	31%

RANDOMIZE ORDER OF QTRUMPHARRIS AND QTRUMPHARRISFULL

18. [QTrumpHarris] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE SCALE 1-4, 4-1]

<b>DONALD TRUMP, DEFINITELY/PROBABLY/LEAN</b>	<b>49%</b>
<b>KAMALA HARRIS, DEFINITELY/PROBABLY/LEAN</b>	<b>48%</b>
Donald Trump, definitely	42%
Donald Trump, probably	6%
Donald Trump, lean	1%
Kamala Harris, lean	*%
Kamala Harris, probably	5%
Kamala Harris, definitely	43%
Unsure	3%

**19. [QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE 1-6]**

Kamala Harris, the Democratic candidate	47%
Donald Trump, the Republican candidate	45%
Robert F Kennedy, Jr , independent candidate	4%
Jill Stein, Green Party candidate	1%
Chase Oliver, the Libertarian candidate	1%
Cornel West, independent candidate	*%
Unsure	2%

**20. [QTrumpHarrisFullAlt] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE 1-5]**

Donald Trump, the Republican candidate	48%
Kamala Harris, the Democratic candidate	48%
Jill Stein, Green Party candidate	1%
Cornel West, independent candidate	1%
Chase Oliver, the Libertarian candidate	1%
Unsure	2%

**21. [QBidenTrump] If Joe Biden had remained in the presidential race, would you have voted for... [ROTATE SCALE 1-4, 4-1]**

<b>DONALD TRUMP, DEFINITELY/PROBABLY/LEAN</b>	<b>50%</b>
<b>JOE BIDEN, DEFINITELY/PROBABLY/LEAN</b>	<b>46%</b>
Donald Trump, definitely	43%
Donald Trump, probably	6%
Donald Trump, lean	1%
Joe Biden, lean	1%
Joe Biden, probably	10%
Joe Biden, definitely	34%
Unsure	4%

**22. [Q2024ExpectHarris] Who do you expect to win the 2024 Presidential election?**

<b>[RANDOMIZE 1-2]</b>	
Donald Trump	44%
Kamala Harris	46%
Unsure	10%

**23. [QPuckSplitTicket] How likely are you to vote for a candidate of a given party in the presidential race and then a candidate of a different party in down-ballot races for positions such as Senator, Governor, or Representative? [RANDOMIZE SCALE 1-4, 4-1]**

<b>VERY/SOMEWHAT LIKELY</b>	<b>43%</b>
<b>VERY/SOMEWHAT UNLIKELY</b>	<b>48%</b>
Very likely	22%
Somewhat likely	21%
Somewhat unlikely	17%
Very unlikely	31%
I don't plan to vote in the November 2024 election	1%
Unsure	8%

RANDOMIZE ORDER OF QTRUMPINFOFLOW, QHARRISINFOFLOW

- 24. [QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Donald Trump? [RANDOMIZE 1-4, 4-1]**
- |                                    |            |
|------------------------------------|------------|
| <b>MUCH/A LITTLE MORE POSITIVE</b> | <b>35%</b> |
| <b>MUCH/A LITTLE MORE NEGATIVE</b> | <b>43%</b> |
| Much more positive                 | 25%        |
| A little more positive             | 10%        |
| A little more negative             | 7%         |
| Much more negative                 | 36%        |
| No different                       | 21%        |
| Unsure                             | 1%         |
- 25. [QHarrisInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Kamala Harris? [RANDOMIZE 1-4, 4-1]**
- |                                    |            |
|------------------------------------|------------|
| <b>MUCH/A LITTLE MORE POSITIVE</b> | <b>46%</b> |
| <b>MUCH/A LITTLE MORE NEGATIVE</b> | <b>37%</b> |
| Much more positive                 | 34%        |
| A little more positive             | 12%        |
| A little more negative             | 6%         |
| Much more negative                 | 30%        |
| No different                       | 16%        |
| Unsure                             | 1%         |
- 26. [QTrumpHarrisMatter] Which of the following do you agree with more? [RANDOMIZE 1-2]**
- |  |     |
|--|-----|
| Whether Trump or Harris wins really would make a difference to me personally     | 82% |
| Whether Trump or Harris wins really would not make a difference to me personally | 11% |
| Unsure   | 7%  |
- 27. [QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]**
- |                                   |            |
|-----------------------------------|------------|
| <b>IMPROVING A LOT/LITTLE</b>     | <b>29%</b> |
| <b>GETTING A LOT/LITTLE WORSE</b> | <b>52%</b> |
| Improving a lot                   | 9%         |
| Improving a little                | 19%        |
| Staying the same                  | 17%        |
| Getting a little worse            | 21%        |
| Getting a lot worse               | 31%        |
| Unsure                            | 2%         |
- 28. [QEconDownturn] Do you believe the US is heading toward a recession within the next year? [RANDOMIZE 1-2]**
- |        |     |
|--------|-----|
| Yes    | 51% |
| No     | 25% |
| Unsure | 24% |

29. [QTrumpHarrisStability] Do you think things in the United States will be more stable if...  
[ROTATE SCALE 1-4, 4-1]

<b>TRUMP WINS, DEFINITELY/PROBABLY</b>	<b>48%</b>
<b>HARRIS WINS, DEFINITELY/PROBABLY</b>	<b>47%</b>
Trump wins, definitely	36%
Trump wins, probably	11%
Harris wins, probably	10%
Harris wins, definitely	37%
Unsure	5%

30. [QLeadAttribute Battery] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following. [DISPLAY AS GRID]  
[RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]

	1. Definitely Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Kamala Harris	5. Definitely Kamala Harris	6. Unsure		
	DEF./ PROB. TRUMP	DEF./ PROB. HARRIS	1. Definitely Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Kamala Harris	5. Definitely Kamala Harris	6. Unsure
<b>Making our economy work better</b>	<b>48%</b>	<b>47%</b>	42%	6%	4%	10%	37%	1%
<b>Keeping the country safe</b>	<b>47%</b>	<b>46%</b>	40%	8%	6%	8%	38%	1%
<b>Being competent and effective</b>	<b>45%</b>	<b>49%</b>	38%	7%	5%	6%	42%	1%
<b>Protecting my rights and freedoms</b>	<b>44%</b>	<b>50%</b>	37%	7%	5%	7%	43%	1%
<b>Having the energy and stamina needed to serve</b>	<b>40%</b>	<b>51%</b>	33%	7%	8%	8%	43%	1%

31. [QCharacter Battery] Please indicate whether you think each of the following attributes best describes [RANDOMIZE] Donald Trump or Kamala Harris. [DISPLAY AS GRID, 4 PER PAGE] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]

	1. Definitely Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Kamala Harris	5. Definitely Kamala Harris	6. Unsure		
	DEF./ PROB. TRUMP	DEF./ PROB. HARRIS	1. Definitely Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Kamala Harris	5. Definitely Kamala Harris	6. Unsure
<b>Gets things done</b>	<b>48%</b>	<b>46%</b>	40%	8%	5%	7%	39%	2%
<b>A strong leader</b>	<b>47%</b>	<b>46%</b>	41%	6%	5%	7%	39%	2%
<b>Good at managing a crisis</b>	<b>46%</b>	<b>46%</b>	39%	8%	6%	9%	38%	1%
<b>Can bring about needed change</b>	<b>45%</b>	<b>47%</b>	38%	7%	6%	9%	39%	1%
<b>Cares about people like me</b>	<b>42%</b>	<b>47%</b>	34%	8%	9%	6%	41%	2%
<b>Honest and trustworthy</b>	<b>38%</b>	<b>49%</b>	30%	8%	11%	7%	42%	2%
<b>Normal</b>	<b>38%</b>	<b>49%</b>	31%	7%	11%	6%	43%	2%
<b>Has the right temperament</b>	<b>39%</b>	<b>52%</b>	30%	8%	8%	9%	43%	2%

**32. [QCharacterVote] Which attribute from the above list is most important in deciding your vote for President? [RANDOMIZE 1-8]**

A strong leader	24%
Honest and trustworthy	21%
Gets things done	14%
Can bring about needed change	14%
Cares about people like me	12%
Good at managing a crisis	6%
Has the right temperament	5%
Normal	3%
Unsure	1%

*[IF QCHARACTERVOTE = 1-8, ASK]*

**33. [QCharacterVote\_SecondChoice] Which attribute from the above list is the second most important in deciding your vote for President? [RANDOMIZE 1-8] [EXCLUDE RESPONDENT'S FIRST CHOICE]**

	(n=1010)
A strong leader	19%
Honest and trustworthy	18%
Can bring about needed change	17%
Gets things done	16%
Cares about people like me	12%
Good at managing a crisis	12%
Has the right temperament	4%
Normal	3%
Unsure	*%

**[QCharacterVote\_Combined]**

A strong leader	42%
Honest and trustworthy	38%
Gets things done	30%
Can bring about needed change	30%
Cares about people like me	24%
Good at managing a crisis	18%
Has the right temperament	8%
Normal	6%
Unsure	2%

**34. [QIssueTrust Battery] Which presidential candidate do you trust to do a better job on each of the following issues? [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS]**

1. Definitely Donald Trump      2. Probably Donald Trump      3. No difference      4. Probably Kamala Harris      5. Definitely Kamala Harris      6. Unsure

	DEF./ PROB. TRUMP	DEF./ PROB. HARRIS	1. Definitely Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Kamala Harris	5. Definitely Kamala Harris	6. Unsure
<b>Immigration and border security</b>	<b>51%</b>	<b>42%</b>	43%	9%	6%	9%	32%	1%
<b>Inflation and the cost of living</b>	<b>48%</b>	<b>45%</b>	40%	8%	5%	9%	36%	2%
<b>Jobs and the economy</b>	<b>48%</b>	<b>45%</b>	40%	8%	6%	9%	36%	1%
<b>Foreign policy</b>	<b>48%</b>	<b>45%</b>	40%	8%	5%	9%	37%	2%
<b>Crime and safety</b>	<b>47%</b>	<b>45%</b>	40%	7%	6%	9%	36%	2%
<b>The state of democracy</b>	<b>42%</b>	<b>49%</b>	35%	7%	7%	7%	42%	2%
<b>Social Security and Medicare</b>	<b>41%</b>	<b>51%</b>	33%	7%	6%	9%	42%	2%
<b>Healthcare</b>	<b>39%</b>	<b>52%</b>	31%	8%	6%	10%	42%	2%
<b>Abortion</b>	<b>34%</b>	<b>54%</b>	28%	5%	10%	9%	46%	2%

**35. [QIssueVote] Which issue from the above list is most important in deciding your vote for President? [RANDOMIZE 1-9]**

Inflation and the cost of living	26%
Immigration and border security	16%
The state of democracy	14%
Jobs and the economy	13%
Social Security and Medicare	11%
Abortion	9%
Crime and safety	4%
Healthcare	4%
Foreign policy	2%
Unsure	1%

[IF QISSUEVOTE = 1-9, ASK]

**36. [QIssueVote\_SecondChoice] Which issue from the above list is the second most important in deciding your vote for President? [RANDOMIZE 1-9] [EXCLUDE RESPONDENT'S FIRST CHOICE]**

	(n=1012)
Inflation and the cost of living	24%
Jobs and the economy	14%
Immigration and border security	12%
Social Security and Medicare	12%
Crime and safety	9%
Abortion	9%
Healthcare	8%
The state of democracy	7%
Foreign policy	4%
Unsure	1%

**[QIssueVote\_Combined] QIssueVote and QIssueVote\_SecondChoice**

Inflation and the cost of living	51%
Immigration and border security	29%
Jobs and the economy	27%
Social Security and Medicare	22%
The state of democracy	20%
Abortion	18%
Crime and safety	13%
Healthcare	12%
Foreign policy	6%
Unsure	2%

**37. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]**

Republican	40%
Democrat	40%
Independent	18%
Member of another party	*%
Unsure	1%

[IF QPartyID = 1. Republican, ASK]

**38. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]**

	(n=359)
Firmly a Republican	75%
Not firmly a Republican	25%

[IF QPartyID = 2. Democrat, ASK]

**39. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2]**

	(n=429)
Firmly a Democrat	79%
Not firmly a Democrat	21%

[IF QParty=3-5. Independent, Member of another party, or unsure, ASK]

**40. [QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you? [RANDOMIZE 1-2]**

	(n=243)
Republicans	32%
Democrats	32%
Both equally often	26%
Unsure	9%

**[QPartyConsolidated] QPartyID and QPartyLeanView**

Total Republican+Republican-leaning Independents	46%
Total Democratic+Democratic-leaning Independents	46%
Total Independent	7%

*[IF QPARTYID = 1. REPUBLICAN OR QPARTYLEANVIEW = 1. REPUBLICANS, ASK]*

**41. [QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [RANDOMIZE 1-2]**

	(n=426)
Supporter of Donald Trump	54%
Supporter of the Republican Party	42%
I don't support either one	4%
Unsure	1%

**42. [QPuckInterviews] How important is it for a presidential candidate to regularly do media interviews and answer questions from the press? [RANDOMIZE SCALE 1-4, 4-1]**

<b>VERY/SOMEWHAT IMPORTANT</b>	<b>89%</b>
<b>NOT VERY/NOT AT ALL IMPORTANT</b>	<b>9%</b>
Very important	55%
Somewhat important	34%
Not very important	6%
Not at all important	3%
Unsure	2%

**43. [QHarrisAdmin] Do you think a Kamala Harris administration would mostly represent continuity with or change from the Biden administration? [RANDOMIZE 1-2]**

Continuity	54%
Change	28%
Unsure	19%

**44. [QInsider Battery] Please indicate to what extent you view the following people as political insiders or political outsiders. [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

	1. Very much an insider	2. Somewhat of an insider	3. Somewhat of an outsider	4. Very much an outsider	5. Unsure		
			3.				
	<b>VERY/SOME. INSIDER</b>	<b>VERY/SOME. OUTSIDER</b>	1. Very much an insider	2. Somewhat of an insider	3. Somewhat of an outsider	4. Very much an outsider	5. Unsure
<b>Joe Biden</b>	<b>67%</b>	<b>21%</b>	49%	18%	7%	14%	12%
<b>Kamala Harris</b>	<b>66%</b>	<b>22%</b>	44%	22%	10%	12%	12%
<b>Donald Trump</b>	<b>32%</b>	<b>55%</b>	22%	10%	14%	41%	13%

**45. [QHarrisIdeology] Do you think Kamala Harris is... [RANDOMIZE SCALE 1-5, 5-1]**

<b>VERY/SOMEWHAT CONSERVATIVE</b>	<b>9%</b>
<b>VERY/SOMEWHAT LIBERAL</b>	<b>69%</b>
Very conservative	5%
Somewhat conservative	4%
Moderate	16%
Somewhat liberal	20%
Very liberal	48%
Unsure	6%

<b>46. [QTrumpIdeology] Do you think Donald Trump is... [RANDOMIZE SCALE 1-5, 5-1]</b>	
<b>VERY/SOMEWHAT CONSERVATIVE</b>	<b>72%</b>
<b>VERY/SOMEWHAT LIBERAL</b>	<b>8%</b>
Very conservative	52%
Somewhat conservative	20%
Moderate	8%
Somewhat liberal	2%
Very liberal	5%
Unsure	12%

RANDOMIZE ORDER OF QTAXTIPSTRUMP QTAXTIPSHARRIS

<b>47. [QTaxTipsTrump] Have you heard about Donald Trump’s plan to eliminate taxes on tips? [RANDOMIZE 1-2]</b>	
Yes	58%
No	35%
Unsure	7%

<b>48. [QTaxTipsHarris] Have you heard about Kamala Harris’s plan to eliminate taxes on tips? [RANDOMIZE 1-2]</b>	
Yes	57%
No	33%
Unsure	10%

<b>49. [QTaxTipsIdea] Both candidates have endorsed the idea of eliminating taxes on tips. Do you believe Donald Trump or Kamala Harris proposed the idea first? [RANDOMIZE 1-2]</b>	
Donald Trump	48%
Kamala Harris	25%
Unsure	27%

<b>50. [QBrat] How would you feel if somebody told you you were “brat”? [RANDOMIZE 1-3]</b>	
Offended	36%
Confused	24%
Delighted	20%
Unsure	20%

**51. [QPuckMemesOE] What memes regarding the upcoming presidential election have you seen? If you have seen none, just say so.**

*[IF QPARTYID = 2 DEMOCRAT OR QPARTYLEANVIEW = 2 DEMOCRATS, ASK]*

**52. [QHarrisVPApprove] Do you approve of Kamala Harris’s decision to choose Tim Walz as her running mate? [RANDOMIZE 1-2]**

	(n=512)
Yes	84%
No	6%
Unsure	10%

**53. [QPuckDNC] Did you watch any portion of the Democratic National Convention? [RANDOMIZE 1-2]**

Yes	52%
No	46%
Unsure	2%

[IF QPUCKDNC = 1 YES, ASK]

54. [QPuckDNCView] Do you have a favorable or unfavorable view of the portions of the Democratic National Convention that you watched? [RANDOMIZE SCALE 1-5, 5-1]

	(n=543)
<b>VERY/SOMEWHAT FAVORABLE</b>	<b>64%</b>
<b>VERY/SOMEWHAT UNFAVORABLE</b>	<b>27%</b>
Very favorable	51%
Somewhat favorable	13%
No opinion	9%
Somewhat unfavorable	8%
Very unfavorable	19%
Unsure	-

**DEMOGRAPHICS MODULE**

**55. [Q2020Ballot] For which candidate did you vote in the 2020 presidential election?**

**[RANDOMIZE 1-2]**

Joe Biden	49%
Donald Trump	45%
Jo Jorgensen	1%
Howie Hawkins	*%
Kanye West	*%
Someone else	*%
I did not vote	4%
Unsure	*%

**56. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]**

<b>VERY/SOMEWHAT CONSERVATIVE</b>	<b>37%</b>
<b>VERY/SOMEWHAT LIBERAL</b>	<b>29%</b>
Very conservative	19%
Somewhat conservative	18%
Moderate	32%
Somewhat liberal	15%
Very liberal	14%
Unsure	3%

**57. [QSocial Battery] For the following list of sites or apps, please indicate which you have used in the past week. [DISPLAY AS GRID] [RANDOMIZE ROWS]**

	1. Yes	2. No
<b>Instagram</b>	52%	48%
<b>X (formerly Twitter)</b>	35%	65%
<b>Facebook</b>	80%	20%
<b>TikTok</b>	40%	60%
<b>LinkedIn</b>	27%	73%
<b>Reddit</b>	31%	69%

58. [QSocialShare] How often, if ever, do you post or share things about political or social issues on social media? [RANDOMIZE 1-4, 4-1]

<b>OFTEN/SOMETIMES</b>	<b>38%</b>
<b>RARELY/NEVER</b>	<b>62%</b>
Often	10%
Sometimes	27%
Rarely	27%
Never	35%

59. [QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-12]

Local TV news	50%
Fox News	37%
NBC News	36%
ABC News	33%
CBS News	32%
CNN	32%
Your local paper, online or in print	25%
MSNBC	22%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	21%
Public radio or broadcast news, such as NPR or PBS	15%
Newsmax	10%
OAN	4%
Something else (Please specify)	7%
None of these	8%

60. [QEmployment] What is your current employment status?

Employed full-time	40%
Employed part-time	7%
Freelance, contract, or temporary work	2%
“Gig economy” work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	8%
Stay-at-home parent or caregiver	3%
Full time student	2%
Retired	31%
Something else	5%
Prefer not to say	*%

61. [QHH Household Battery] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household. [DISPLAY AS GRID] [RANDOMIZE SCALE 1-2, 2-1] [RANDOMIZE ROWS] [ALLOW MULTIPLE]

	1. Applies to me	2. Applies to someone in my household	3. Neither / Unsure [EXCLUSIVE]
		2.	3.
		Applies to	Neither /
		someone in my	Unsure
	1.	household	
	Applies to me		
<b>Is a member of a labor union</b>	8%	8%	86%
<b>Owns a gun</b>	24%	18%	64%
<b>Serves or has served in the US Military</b>	10%	11%	80%

<b>62. [QUrbanRural] How would you describe the area in which you live?</b>	
City	31%
Suburb near a city	42%
Small town not near a city	12%
Rural or country area	15%
<b>63. [QNativity] Where were you born? [RANDOMIZE 1-2]</b>	
In the United States	96%
In a foreign country	4%
Prefer not to say	*%
<b>64. [QMarital] What is your current marital status?</b>	
Single, never married	33%
Married	45%
Separated	3%
Divorced	14%
Widowed	6%
Prefer not to say	*%
<b>65. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]</b>	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	27%
Roman Catholic	17%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	*%
Just Christian	21%
Jewish	5%
Muslim	1%
Buddhist	1%
Hindu	1%
Atheist	3%
Agnostic	6%
Something else (Please specify)	4%
Nothing in particular	14%

*[SHOW ONLY TO QRELIGIONNEW = 1. PROTESTANT, 2. ROMAN CATHOLIC, 3. MORMON, 4. ORTHODOX, 5. JUST CHRISTIAN]*

<b>66. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?</b>	
	(n=656)
Yes, born-again or evangelical Christian	44%
No, not born-again or evangelical Christian	53%
Unsure	3%
<b>67. [QChurchOld] How often do you currently attend a religious service?</b>	
At least once a week	24%
Once or twice a month	11%
A few times a year	12%
Usually just for religious holidays	14%
Never	38%
Prefer not to say	3%

**CORE: SCREENER MODULE (ASKED AT BEGINNING OF SURVEY)**

<b>68. [QRegVote] Are you at least 18 years old and registered to vote?</b>		
Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-
<b>69. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]</b>		
Technology		4%
Sales		4%
Healthcare or the pharmaceutical industry		7%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		5%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		81%
<b>70. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]</b>		
Man		46%
Woman		53%
In some other way		*%
<b>71. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]</b>		
White		76%
Black or African American		13%
Hispanic or Latino		11%
Asian		5%
Native American or Alaska Native		2%
Native Hawaiian or Other Pacific Islander		*%
Other race or ethnicity		1%
<b>72. [QEducation] What is the highest level of education you have completed?</b>		
High school or less		29%
Some college		19%
Associate degree		11%
Bachelor's degree		25%
Graduate degree		15%
Prefer not to say		*%
<b>73. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]</b>		
18-34		22%
35-49		22%
50-64		27%
65+		29%
<b>74. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]</b>		
States in the Northeast		17%
States in the Midwest		22%
States in the South		39%
States in the West		23%

**75. [QIncome] Which range includes your total annual household income from all sources, before taxes?**

Less than \$30,000 per year	23%
\$30,000 to \$49,999 per year	21%
\$50,000 to \$74,999 per year	14%
\$75,000 to \$99,999 per year	8%
\$100,000 to \$124,999 per year	5%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	11%
\$200,000 to \$249,999 per year	4%
\$250,000 or more per year	4%
Prefer not to say	1%

**76. [QKids] Do you currently have children under the age of 18 in your home?**

Yes	28%
No	72%
Prefer not to say	*%

## METHODOLOGY

The August 2024 Echelon Insights Verified Voter Omnibus was fielded online from August 23-25, 2024 in English among a sample of N=1031 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2024 Likely Electorate on gender, age, race/ethnicity, education, region, party, voting history, and 2020 presidential vote adjusted for 2024 turnout probability. All benchmarks for the 2024 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2024 electorate derived from the L2 voter file.

Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.6 percentage points.