



# National Political Update

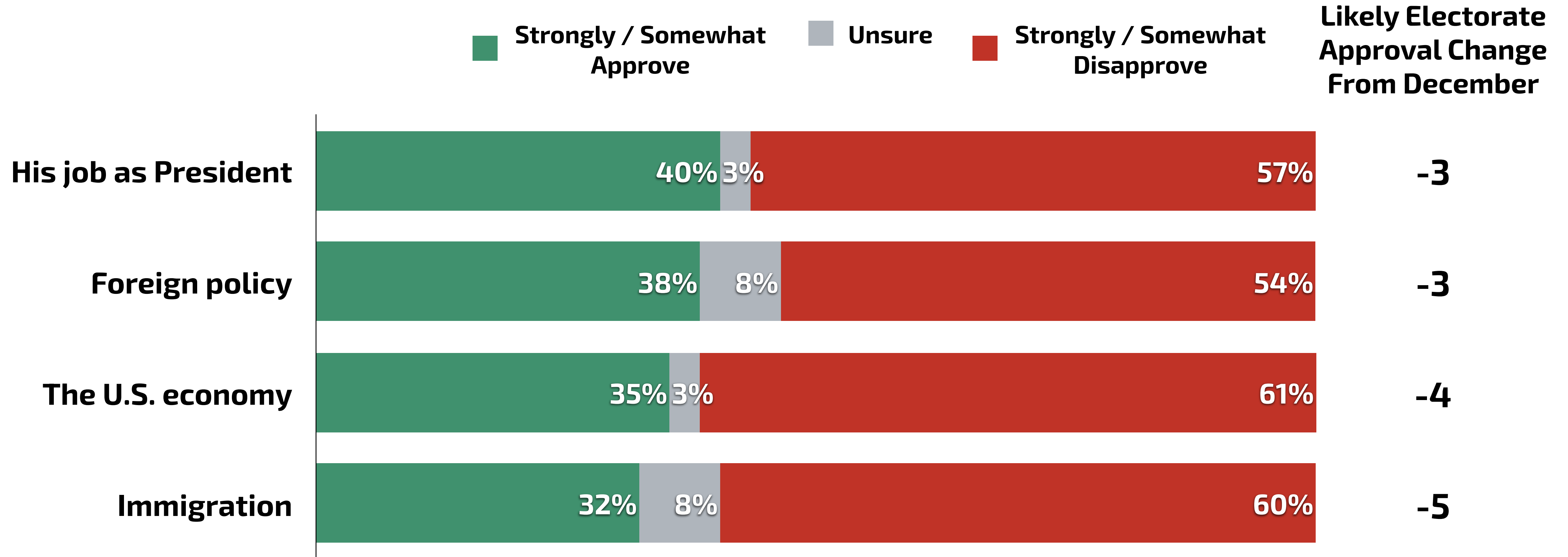
## Verified Voter Omnibus Survey

N = 1,024 Voters in the 2024 Likely Electorate (LV),  
Nationwide  
Field Dates: January 23-25, 2023



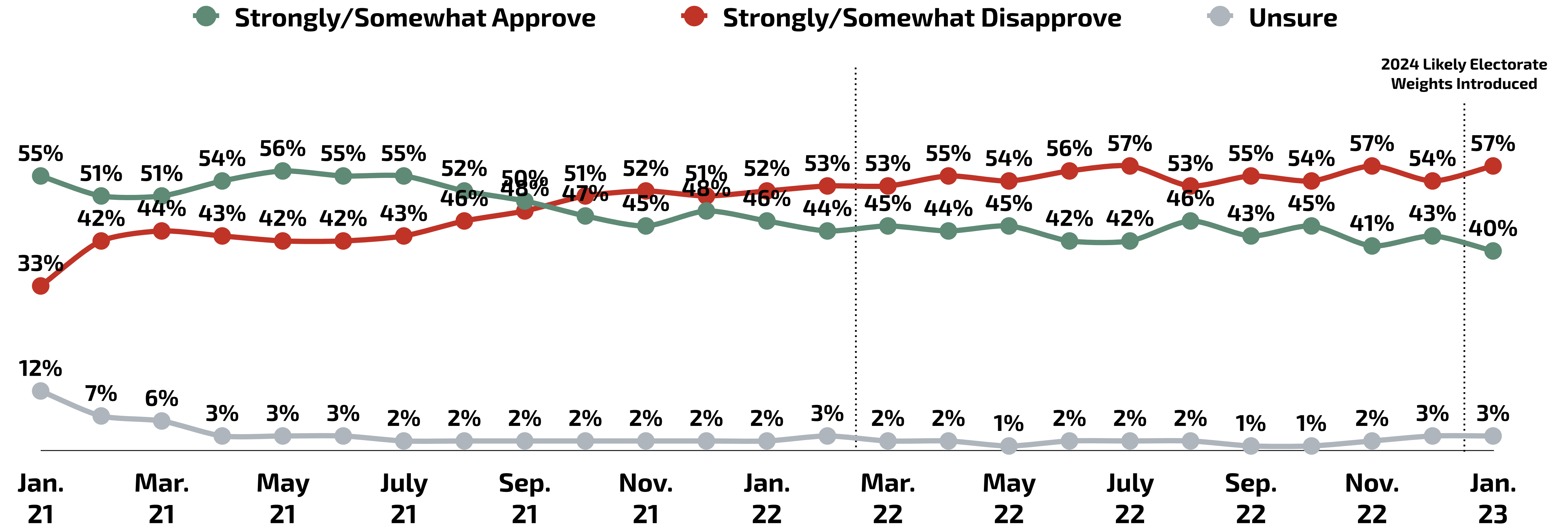
# Biden Job Approval Down 3 Points In January

Q. Do you approve or disapprove of the way Joe Biden is handling...?



# Biden Job Approval Down 3 Points In January, Hits All Time Low

Q. Do you approve or disapprove of the way Joe Biden is handling his job as President?

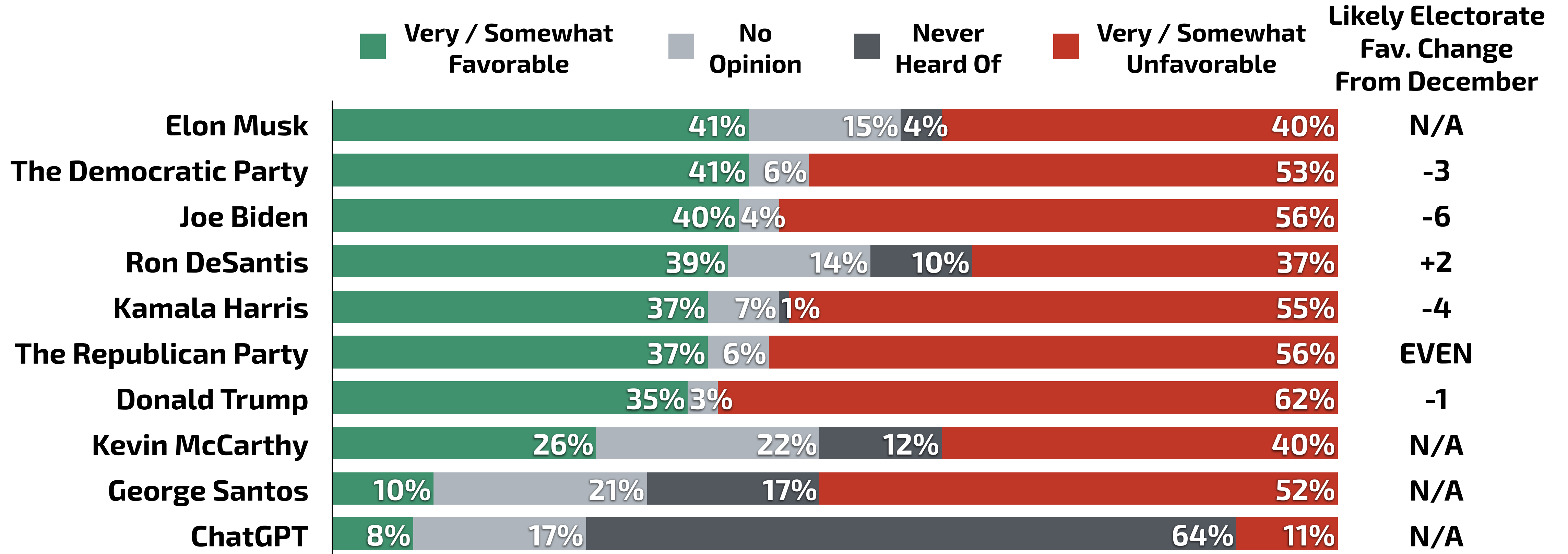


N = 1,024 Voters in the 2024 Likely Electorate nationwide, fielded January 23-25, 2023

Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

# DeSantis Favorability Rises In January

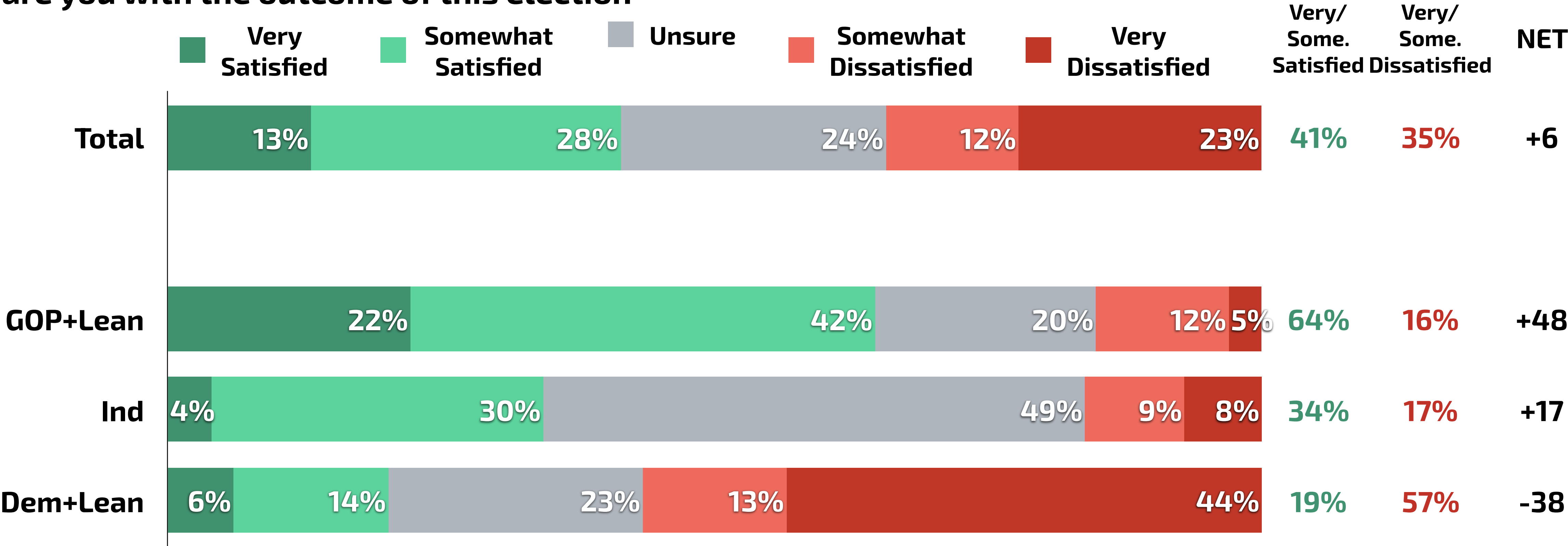
Q. Do you have a favorable or unfavorable view of the following individuals or groups which have been in the news lately?



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# By 6-Point Margin, Likely Electorate Satisfied With McCarthy's Election As Speaker

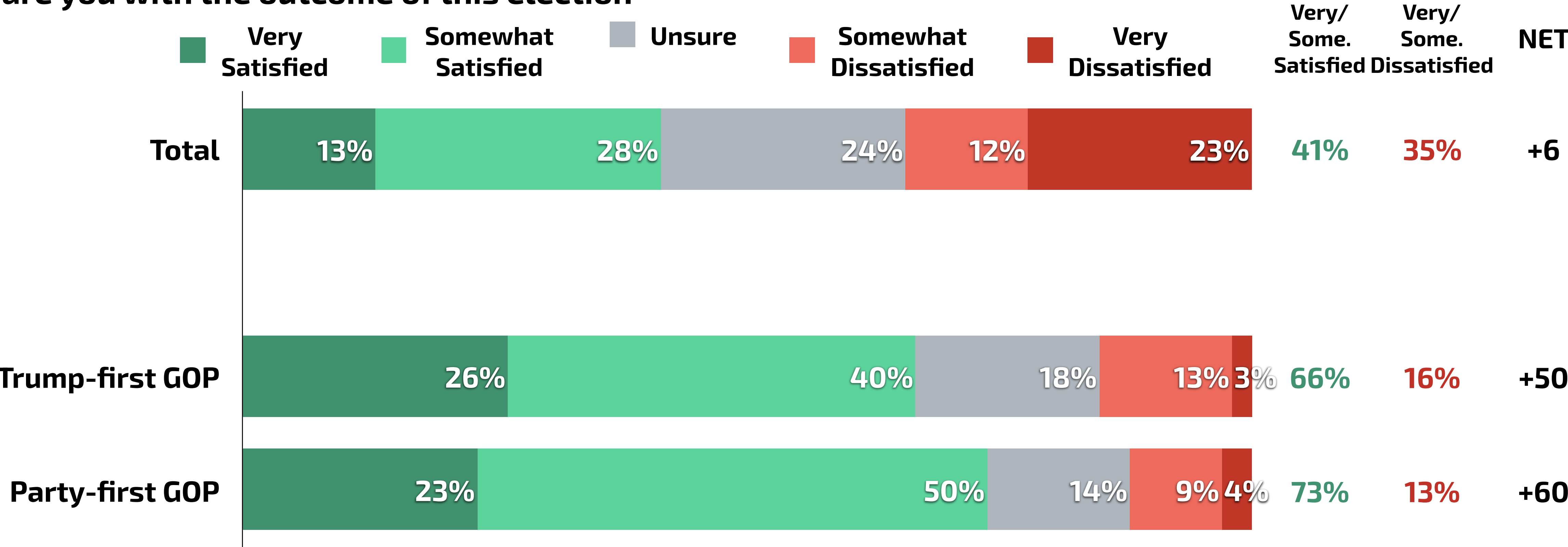
Q. Kevin McCarthy was recently elected Speaker of the U.S. House of Representatives How satisfied are you with the outcome of this election



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# Party-First Republicans (+60) More Satisfied With McCarthy's Election To Speaker Of The House Than Trump-First Republicans (+50)

Q. Kevin McCarthy was recently elected Speaker of the U.S. House of Representatives How satisfied are you with the outcome of this election

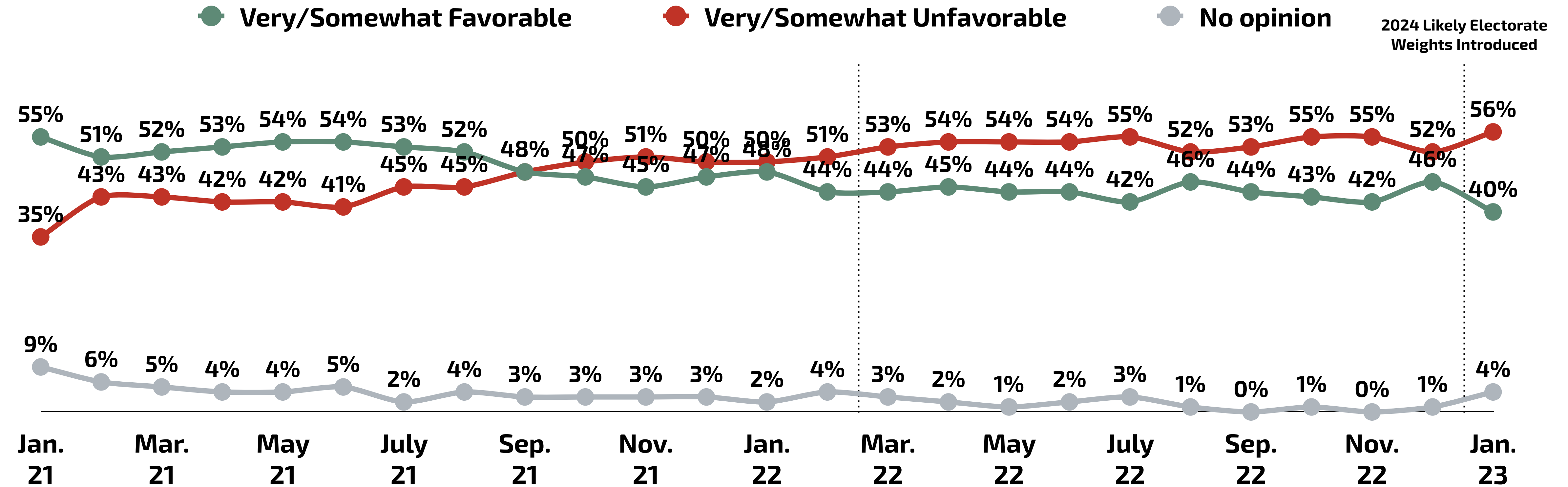


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# Biden Favorability Down 6 Points, Hits All Time Low

Q. Do you have a favorable or unfavorable view of the following individuals or groups which have been in the news lately?

## Joe Biden

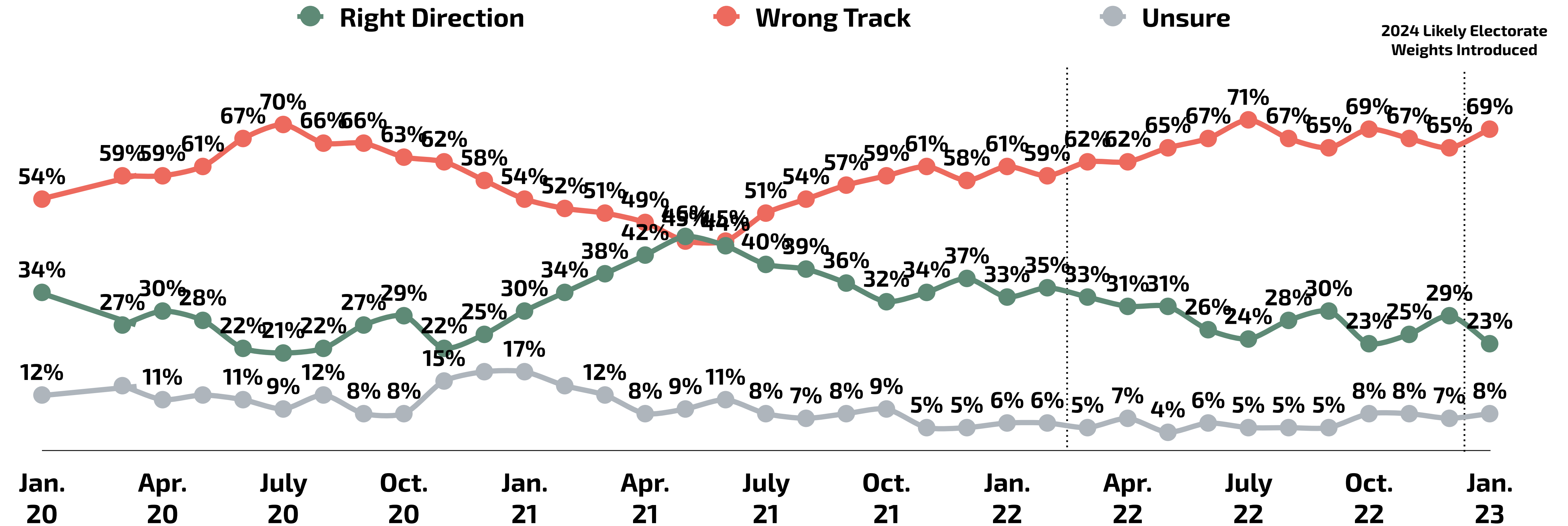


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# Share Saying “Right Direction” Down 6 Points From December

Q. Would you say things in the United States are headed in the right direction, or is the country off on the wrong track?

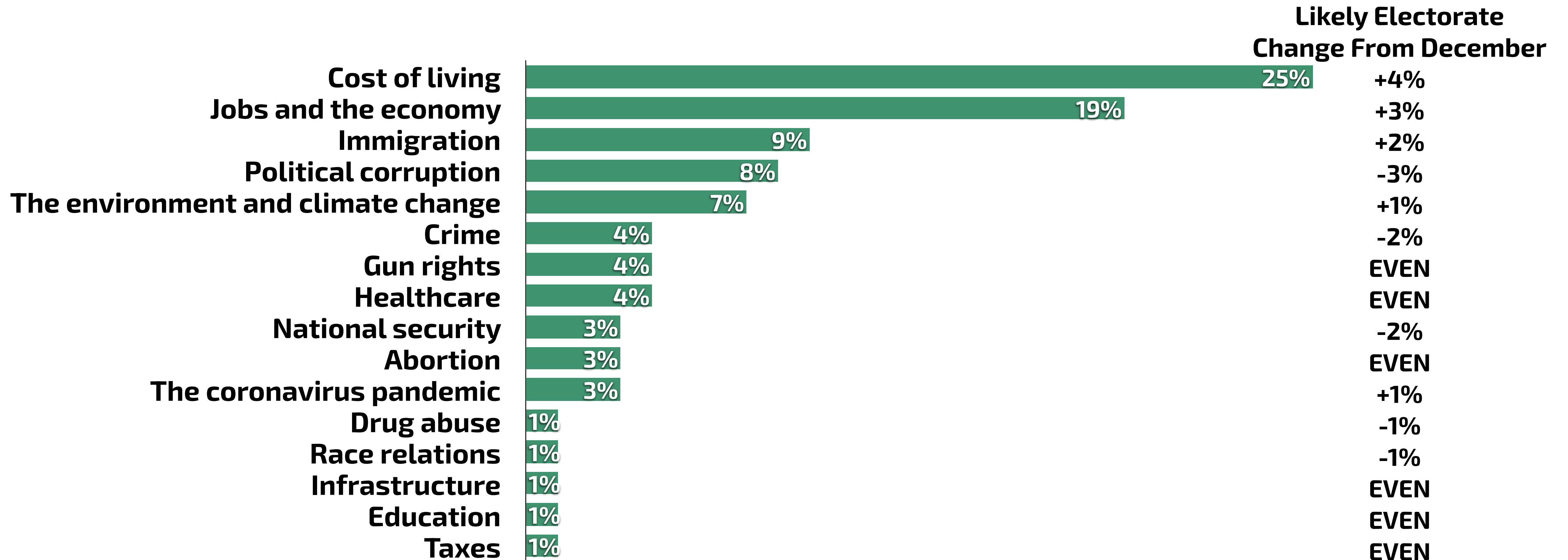


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# Cost Of Living Remains Voters' Top Issue Through January

Q. If you had to choose just one, which would you say is the biggest issue facing the country today?



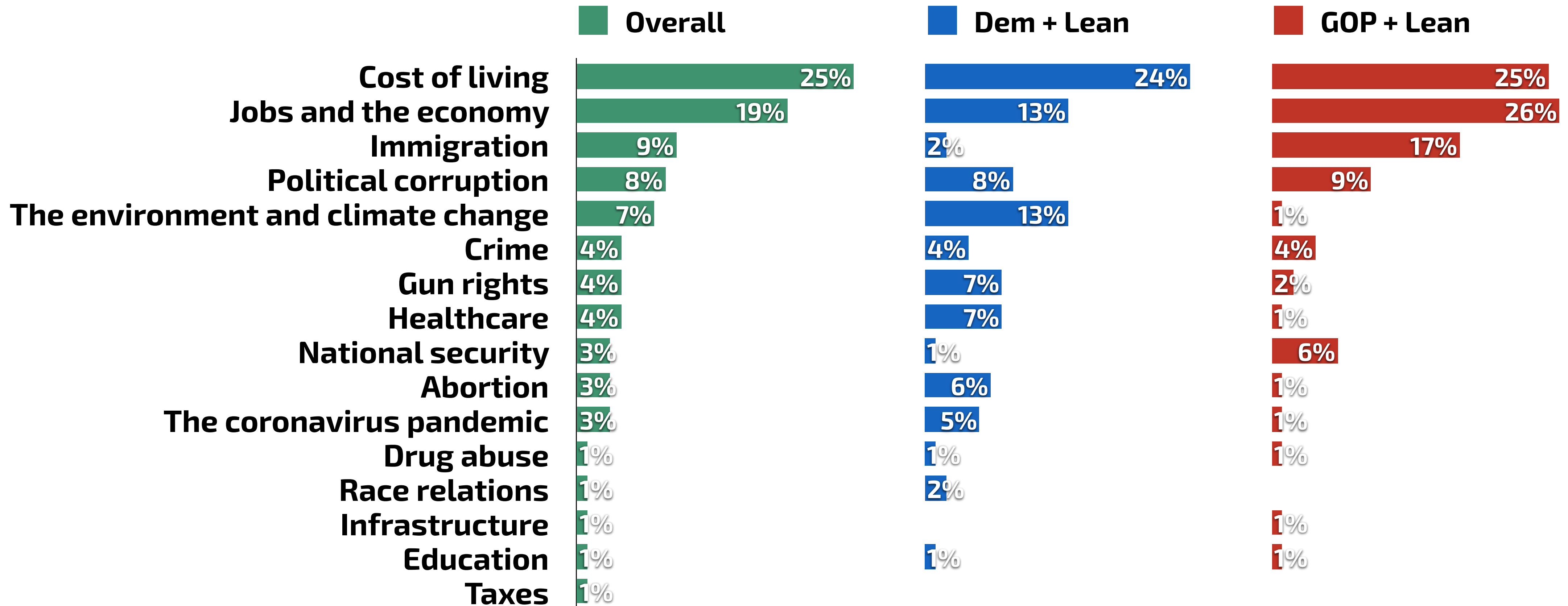
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Note: Something else and Unsure not shown



# Republicans Drive Share Saying Jobs And The Economy, Immigration Are Top Issues; Dems Drive Share Saying Environment And Climate Change, Abortion

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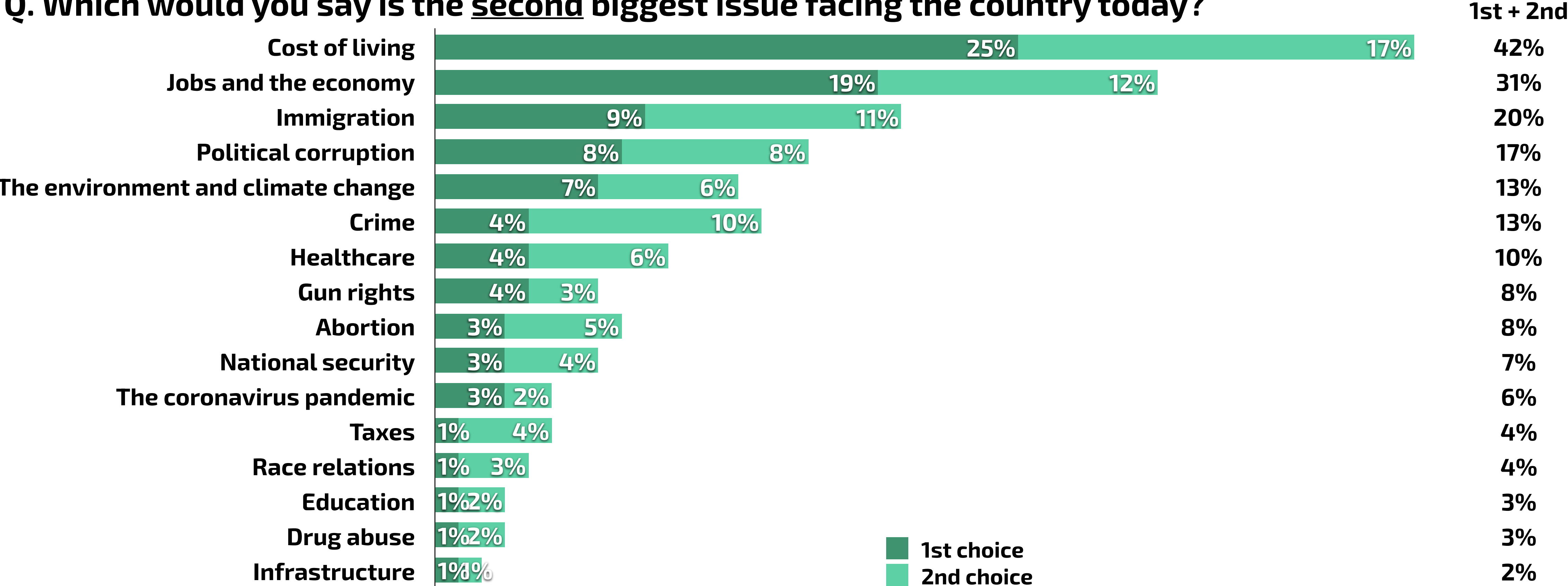
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# 42% Say Cost Of Living First Or Second Biggest Issue In America

Q. If you had to choose just one, which would you say is the biggest issue facing the country today?

Q. Which would you say is the second biggest issue facing the country today?



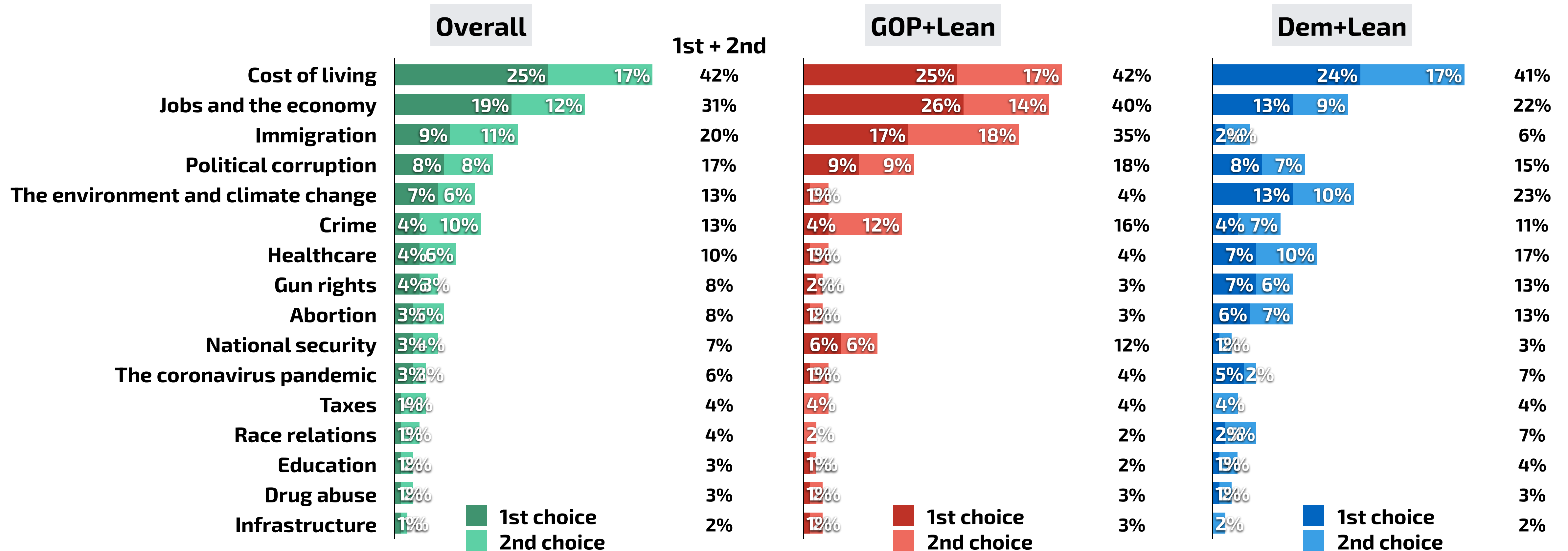
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# Immigration A Top-2 Issue For 35% Of Republicans; Environment And Climate Change A Top-2 Issue For 23% Of Democrats

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Q. Which would you say is the second biggest issue facing the country today?



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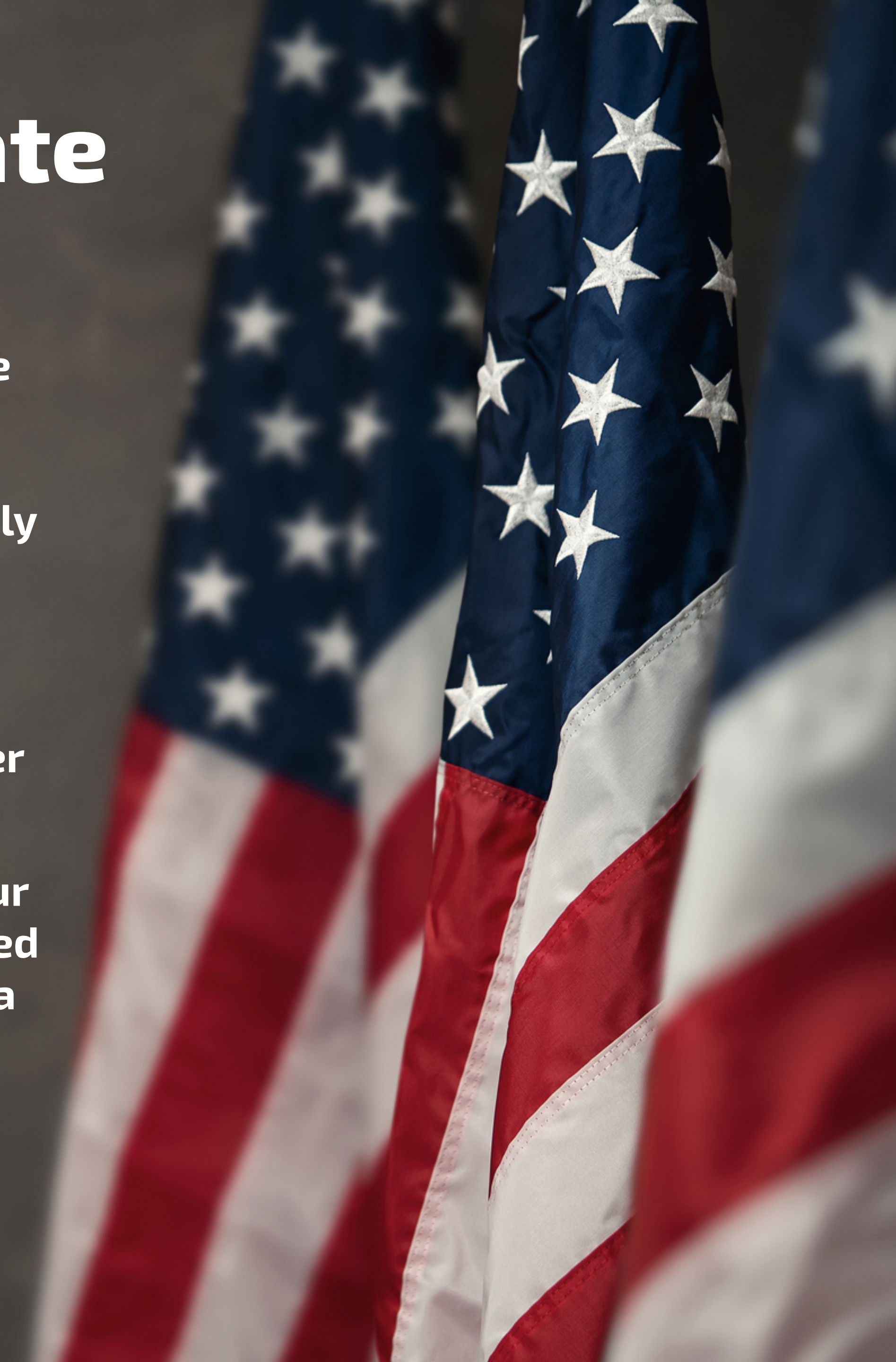
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# Meet the 2024 Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

Another problem with traditional likely voter models is that pollsters made the switch to using them too late in the election, polling a registered voter universe throughout the election cycle that will never be the one that shows up on Election Day.

So heading into 2024, we're doing something different, introducing our 2024 Likely Electorate model in January 2023. With responses matched to the L2 voter file to confirm registration status and incorporate data related to past voting history, this model will evolve throughout the cycle and represents our latest and best assessment of the demographics and turnout characteristics of the November 2024 electorate.



# Methodology

The January 2023 Echelon Insights Verified Voter Omnibus was fielded online from January 23-25, 2023 in English among a sample of N=1,024 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, past primary participation, 2022 U.S. House vote, 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 +/- 3.9 percentage points.





**Verified Voter  
Omnibus**

*Your questions answered by real voters*

**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.**

**By adding on to the Verified Voter Omnibus, you'll receive:**

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

**Contact [omnibus@echeloninsights.com](mailto:omnibus@echeloninsights.com) for more information.**





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