



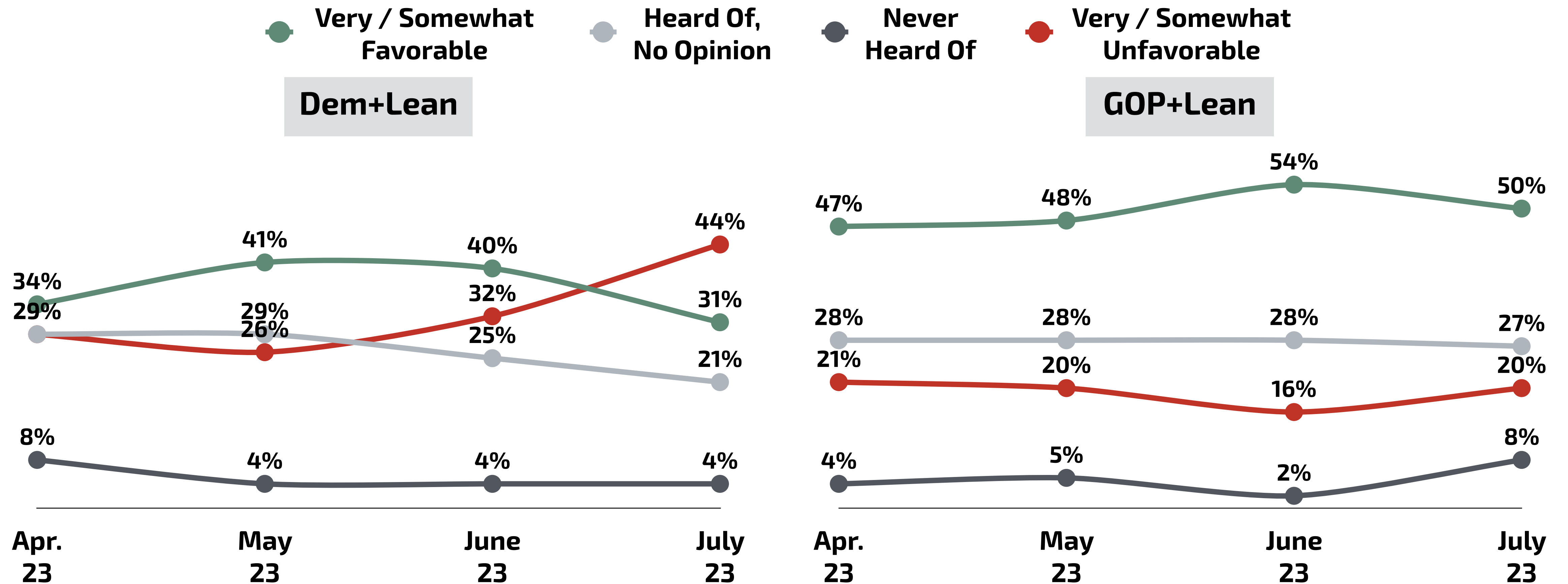
# Which Kennedy Is It?

Verified Voter Omnibus Survey

N = 1,013 Voters in the 2024 Likely Electorate (LV),  
Nationwide  
Field Dates: July 24-27, 2023



# Democratic-Leaning Voters Have Recently Flipped On RFK Jr., But Republican-Leaning Voters Still Support Him



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

N = 1,013 Voters in the 2024 Likely Electorate nationwide, fielded July 24-27, 2023

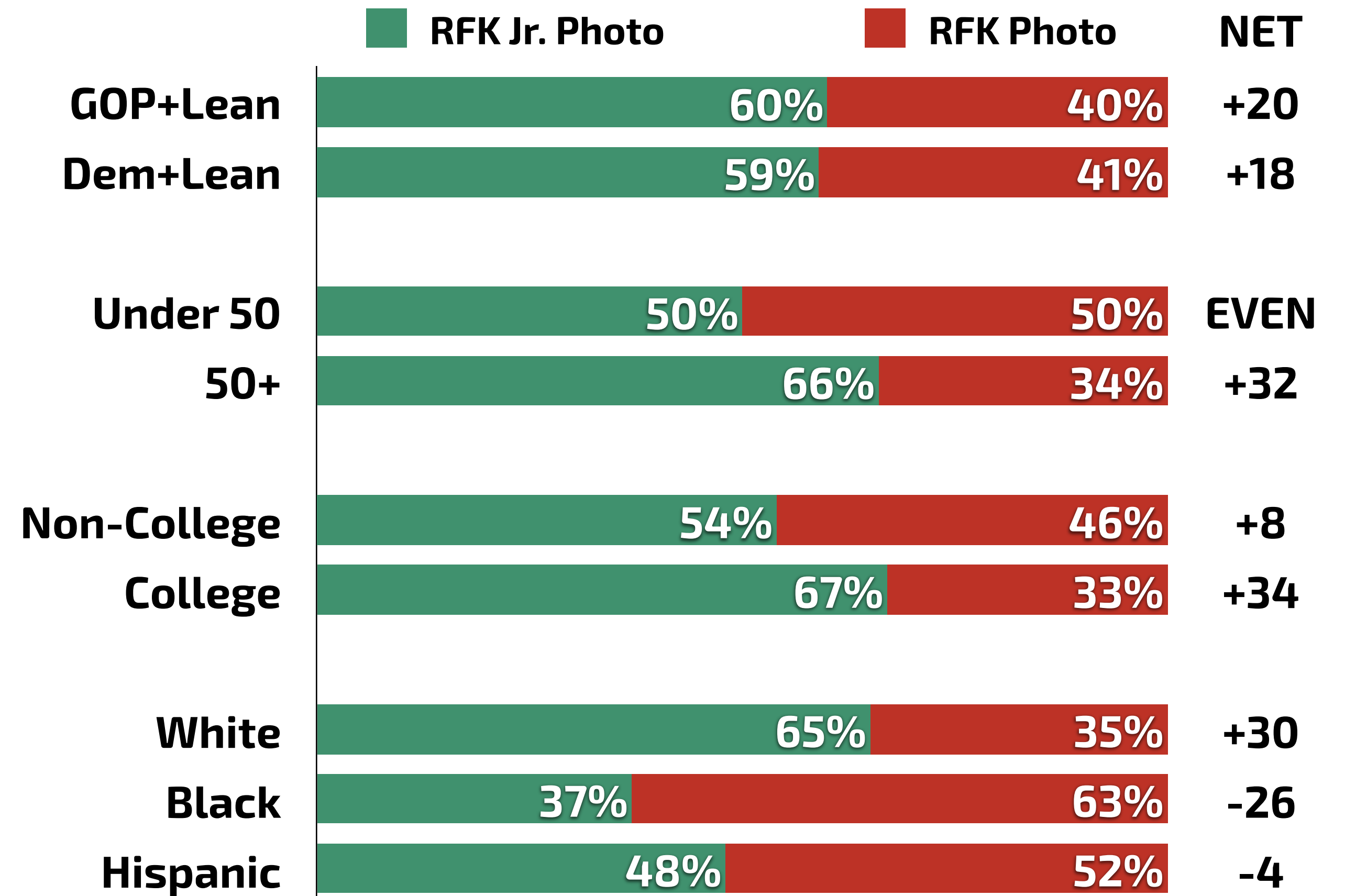
# We Asked Voters To Identify Robert F. Kennedy Jr. Between A Photo Of Him And His Father; Only 59% Chose Correctly



59%

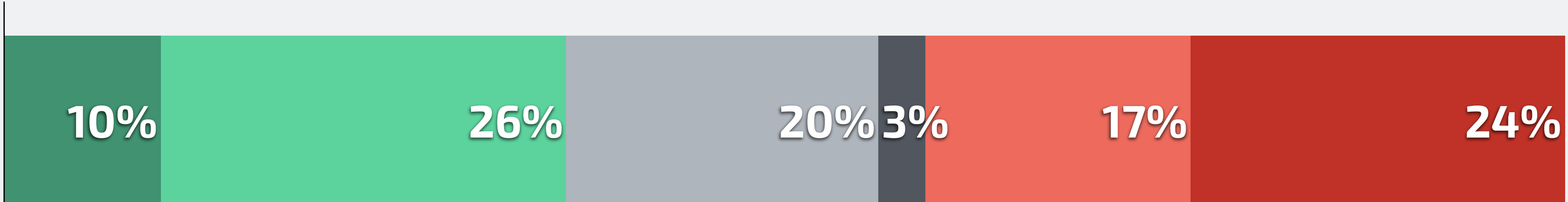


41%



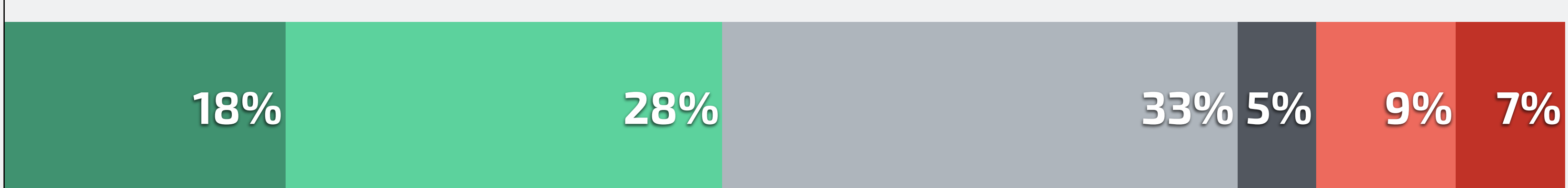
# RFK Jr. Net Favorability Is 38 Points Apart Between Those Who Correctly Identified Him And Those Who Picked His Father

## CORRECTLY IDENTIFIED RFK JR.



Total FAV.	Total UNFAV.	NET
36%	41%	-7

## INCORRECT, PICKED HIS FATHER



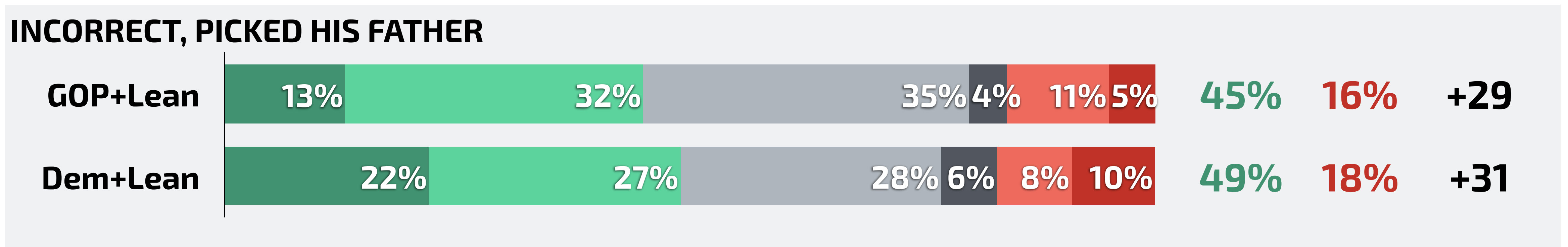
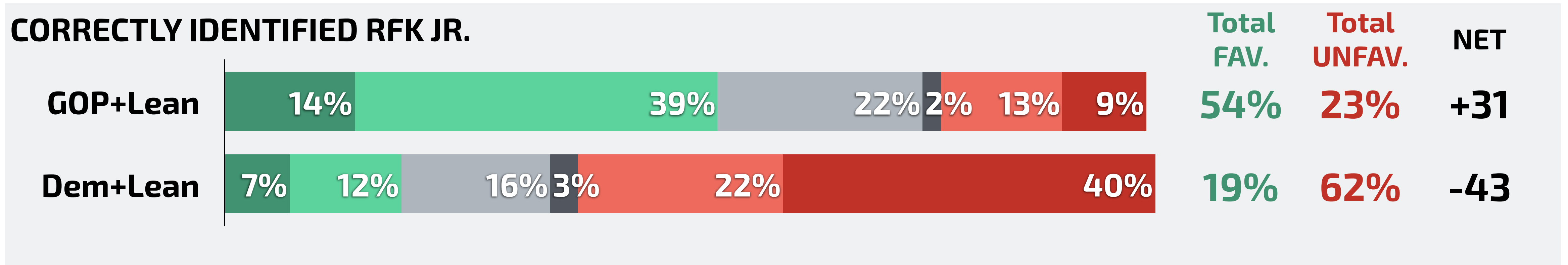
Total FAV.	Total UNFAV.	NET
47%	16%	+31

■ Very Favorable   
 ■ Somewhat Favorable   
 ■ Heard Of, No Opinion   
 ■ Never Heard Of   
 ■ Somewhat Unfavorable   
 ■ Very Unfavorable



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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# Republican And Democratic Voters Dramatically Polarize On Robert F. Kennedy Jr. Only When They Can Correctly Identify Him



■ Very Favorable   
 ■ Somewhat Favorable   
 ■ Heard Of, No Opinion   
 ■ Never Heard Of   
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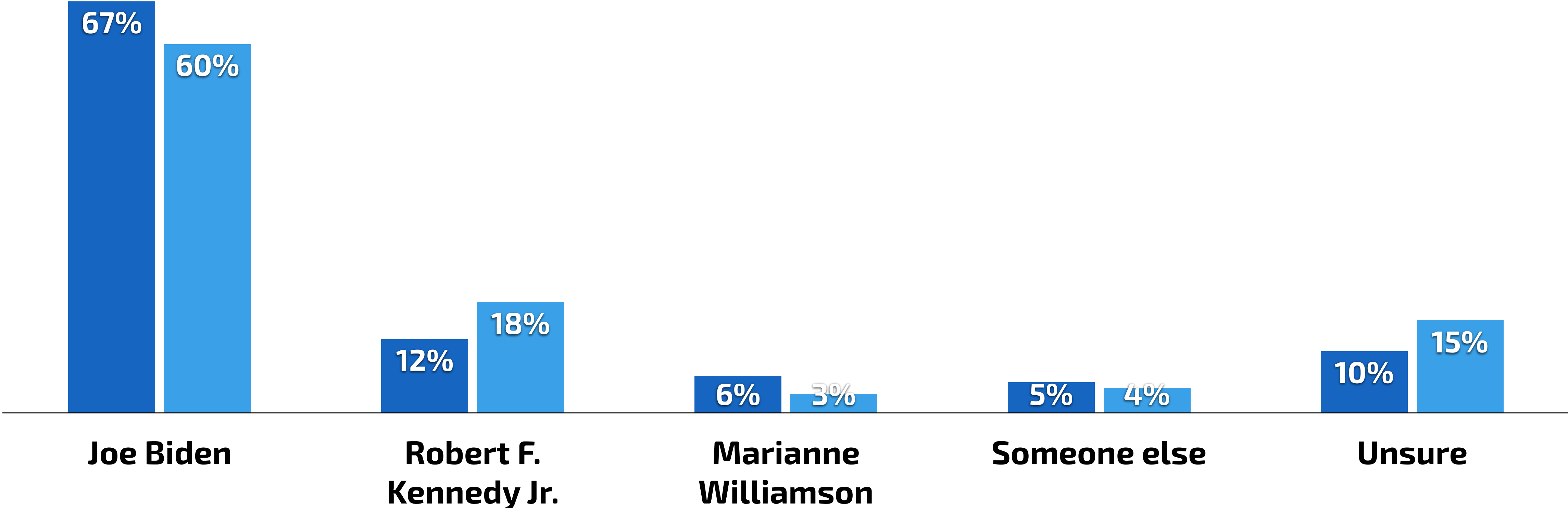


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# RFK Jr. Rises From 12% To 18% In Democratic Primary Depending On Identification Of His Photo

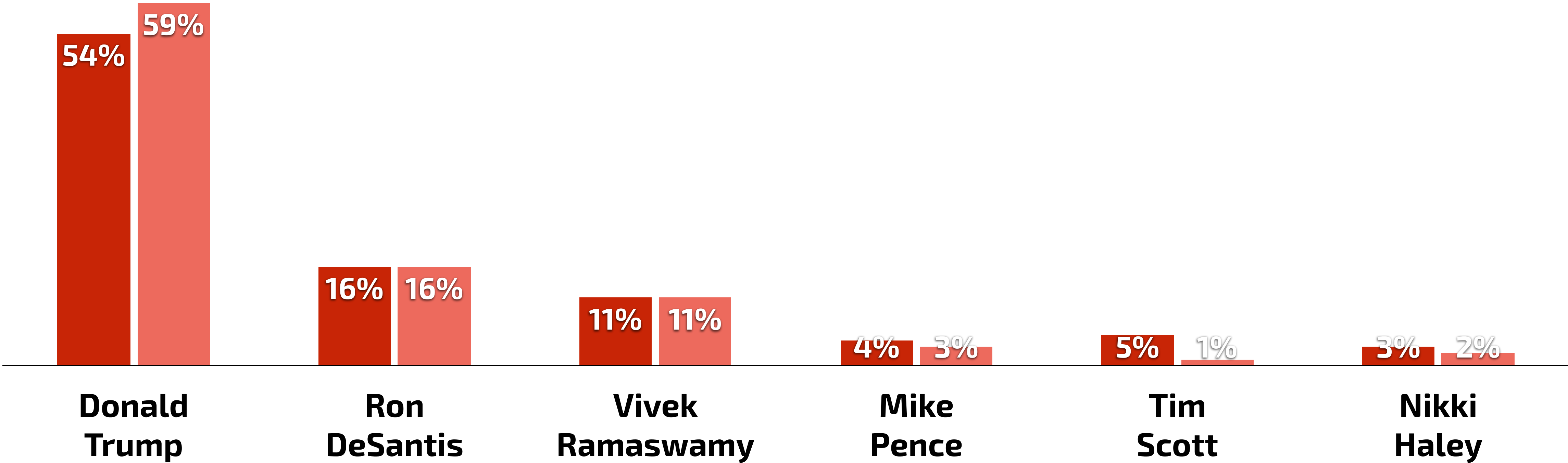
■ Correctly Identified RFK Jr. ■ Incorrect, Picked His Father



Q. If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote? [% AMONG DEM+LEAN VOTERS]  
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# RFK Jr. Identification Has No Significant Difference Among Republicans Voters In The GOP Primary...

■ Correctly Identified RFK Jr. ■ Incorrect, Picked His Father

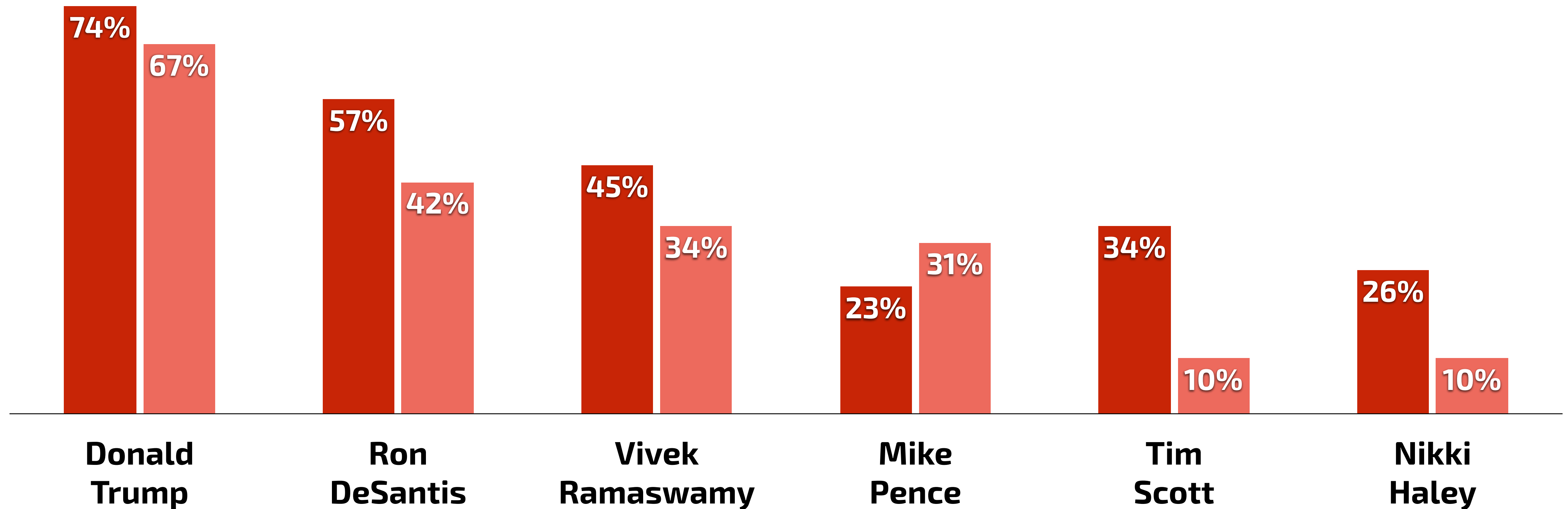


Q. If the Republican presidential primary were being held today, for whom would you vote?  
[% AMONG GOP+LEAN VOTERS]  
N = 1,013 Voters in the 2024 Likely Electorate nationwide, fielded July 24-27, 2023

NOTE: All candidates under 3%, Someone else (1%), and Unsure (4%) omitted.

# ...But When It Comes To Considering Candidates, Voters Who Correctly Identified RFK Jr. Are Far More Likely To Consider Tim Scott and Nikki Haley

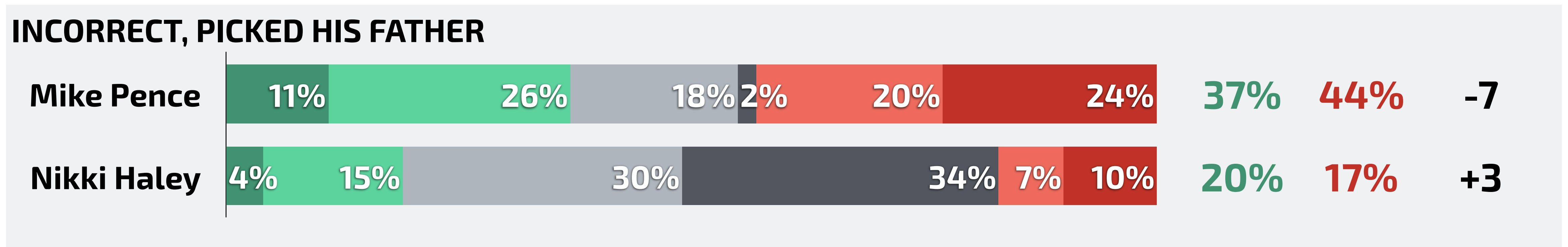
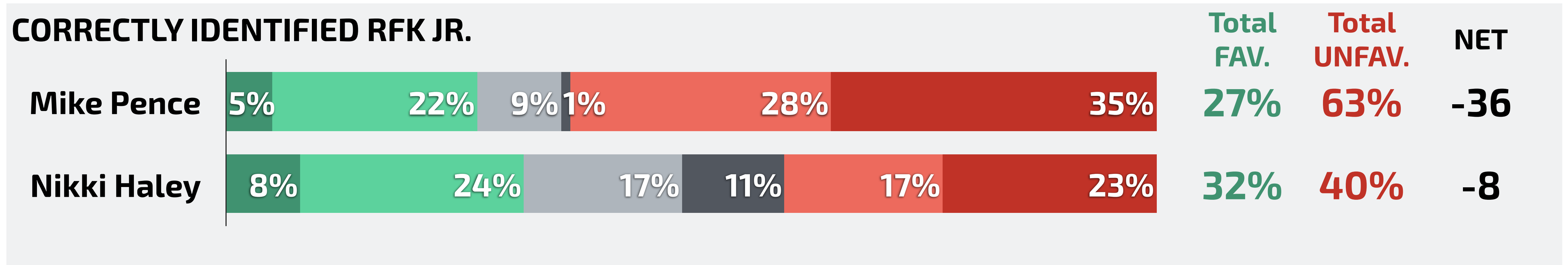
■ Correctly Identified RFK Jr. ■ Incorrect, Picked His Father



Q. Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like. [%AMONG GOP+LEAN VOTERS]  
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NOTE: All candidates under 20%, Someone else (2%), and Unsure (4%) omitted.

# Mike Pence And Nikki Haley Favorability Ratings Change Considerably Depending On RFK Jr. Identification



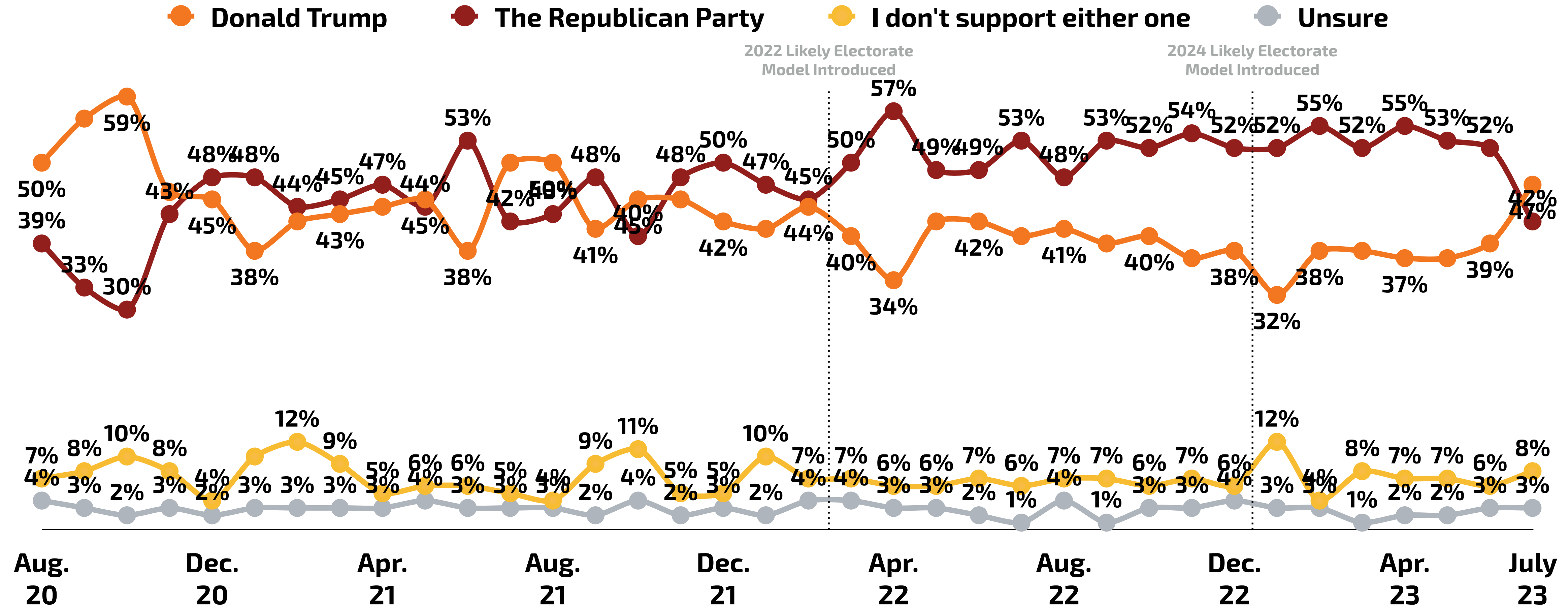
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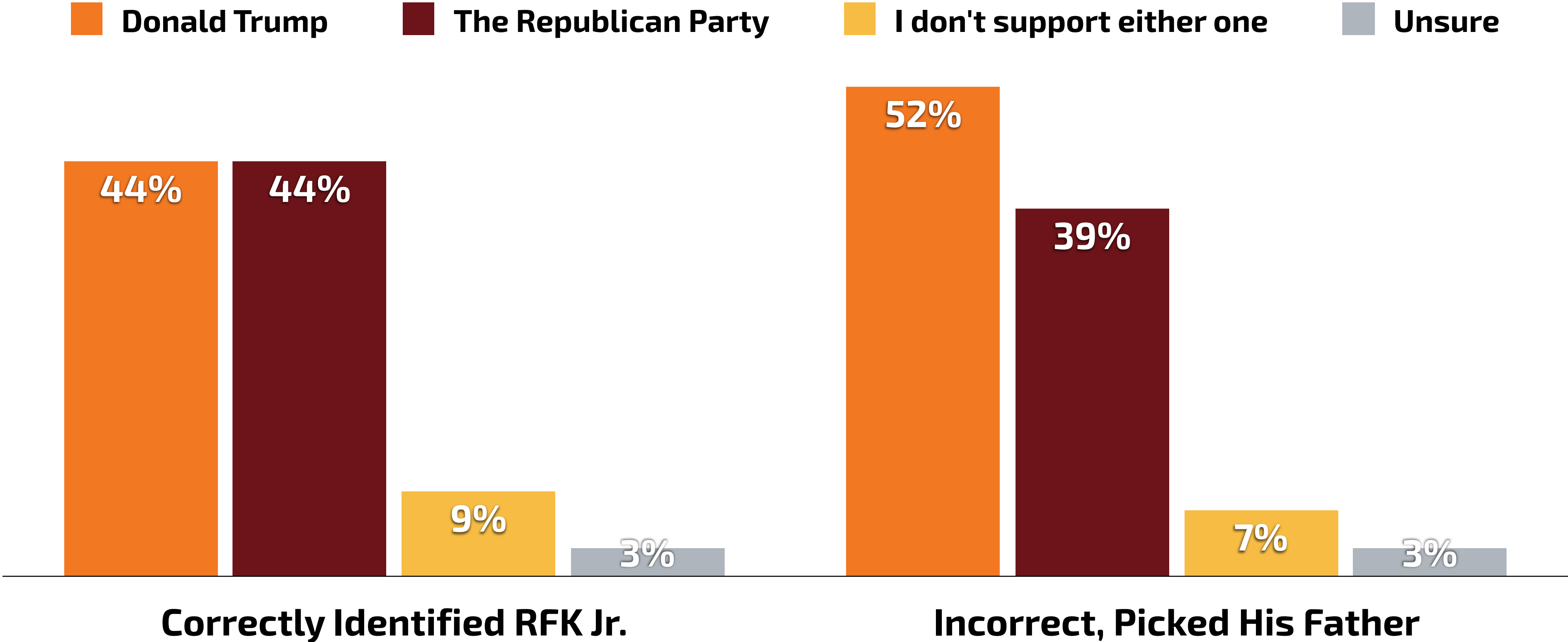
# Republicans Who Identify As Trump-First (47%) Surpass Party-First (42%) For The First Time In Nearly Two Years



Q. Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [%AMONG GOP+LEAN VOTERS]  
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NOTE: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

# Republicans Who Incorrectly Identify RFK Jr. With His Father's Photo Consider Themselves Trump-First Over Party-First, 52-39



Q. Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [%AMONG GOP+LEAN VOTERS]  
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