



July 2024 Omnibus Topline - EXTERNAL
Survey of N=982 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: July 19–21, 2024
Margin of Error: ± 3.8 percentage points

CORE: POLITICAL AND ECONOMIC LANDSCAPE MODULE

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	26%
Wrong track	67%
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]

	1. 1st Choice	2. 2nd Choice	3. Combined Choice
Cost of living	25%	18%	42%
Immigration	15%	12%	26%
Jobs and the economy	10%	12%	22%
The state of democracy	10%	8%	18%
Political corruption	6%	7%	13%
Abortion	6%	8%	14%
The environment and climate change	5%	6%	10%
Crime	5%	5%	10%
Healthcare	4%	6%	10%
National security	3%	5%	8%
Gun rights	2%	4%	6%
Race relations	2%	2%	3%
Infrastructure	1%	2%	2%
Education	1%	1%	2%
Taxes	1%	3%	4%
Drug abuse	1%	3%	4%
Something else (Please specify)	3%	1%	4%
Unsure	1%	*%	1%

3. [QFav] 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
Pete Buttigieg	33%	29%	18%	15%	19%	10%	19%	18%
Josh Shapiro	18%	19%	8%	10%	31%	8%	11%	32%
Gretchen Whitmer	25%	27%	14%	12%	23%	8%	18%	25%
JD Vance	33%	38%	19%	13%	19%	10%	28%	10%
The Republican Party	45%	51%	24%	21%	4%	15%	35%	1%
J. B. Pritzker	13%	19%	4%	9%	26%	7%	12%	42%
Donald Trump	45%	53%	32%	13%	1%	8%	45%	*%
The Democratic Party	43%	52%	21%	21%	4%	19%	33%	1%
Kamala Harris	43%	54%	24%	19%	2%	14%	39%	1%
Gavin Newsom	25%	37%	13%	13%	18%	10%	27%	20%
Joe Biden	42%	56%	23%	20%	2%	13%	43%	*%

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

STRONGLY/SOMEWHAT APPROVE	43%
STRONGLY/SOMEWHAT DISAPPROVE	56%
Strongly approve	22%
Somewhat approve	21%
Somewhat disapprove	14%
Strongly disapprove	42%
Unsure	1%

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

STRONGLY/SOMEWHAT APPROVE	48%
STRONGLY/SOMEWHAT DISAPPROVE	50%
Strongly approve	32%
Somewhat approve	16%
Somewhat disapprove	9%
Strongly disapprove	41%
Unsure	2%

CORE: FUTURE ELECTION QUESTIONS

6. [QMotivation2024] How motivated are you to vote in the November 2024 election for President? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY MOTIVATED	86%
NOT VERY/NOT AT ALL MOTIVATED	5%
Extremely motivated	72%
Very motivated	15%
Somewhat motivated	8%
Not very motivated	4%
Not at all motivated	1%
Unsure	1%

7. [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]

DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	47%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	48%
Definitely the Republican candidate	36%
Probably the Republican candidate	10%
Lean, the Republican candidate	*%
Lean, the Democratic candidate	1%
Probably the Democratic candidate	9%
Definitely the Democratic candidate	38%
Unsure	5%

RANDOMIZE ORDER OF QTRUMPELECT AND QBIDENREELECT

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

MEAN	4.51
0	45%
1	2%
2	2%
3	1%
4	2%
5	3%
6	2%
7	2%
8	4%
9	9%
10	29%

9. **[QBidenReelect]** On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

MEAN	4.73
0	41%
1	2%
2	2%
3	1%
4	2%
5	3%
6	3%
7	4%
8	5%
9	9%
10	27%

RANDOMIZE ORDER OF QTRUMPBIDEN AND QTRUMPBIDENFULL

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

DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	48%
JOE BIDEN, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	49%
Donald Trump, the Republican candidate, definitely	38%
Donald Trump, the Republican candidate, probably	9%
Donald Trump, the Republican candidate, lean	*%
Joe Biden, the Democratic candidate, lean	2%
Joe Biden, the Democratic candidate, probably	10%
Joe Biden, the Democratic candidate, definitely	37%
Unsure	3%

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

Donald Trump, the Republican candidate	43%
Joe Biden, the Democratic candidate	42%
Robert F. Kennedy, Jr., independent candidate	10%
Cornel West, independent candidate	1%
Jill Stein, Green Party candidate	*%
Chase Oliver, the Libertarian candidate	*%
Unsure	3%

12. **[Q2024Expect]** Who do you expect to win the 2024 Presidential election? **[RANDOMIZE 1-2]**

Donald Trump	52%
Joe Biden	30%
Unsure	18%

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

DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	49%
KAMALA HARRIS, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	47%
Donald Trump, the Republican candidate, definitely	40%
Donald Trump, the Republican candidate, probably	8%
Donald Trump, the Republican candidate, lean	1%
Kamala Harris, the Democratic candidate, lean	2%
Kamala Harris, the Democratic candidate, probably	9%
Kamala Harris, the Democratic candidate, definitely	36%
Unsure	4%

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

DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	49%
GAVIN NEWSOM, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	43%
Donald Trump, the Republican candidate, definitely	41%
Donald Trump, the Republican candidate, probably	8%
Donald Trump, the Republican candidate, lean	1%
Gavin Newsom, the Democratic candidate, lean	2%
Gavin Newsom, the Democratic candidate, probably	10%
Gavin Newsom, the Democratic candidate, definitely	31%
Unsure	8%

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

DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	48%
PETE BUTTIGIEG, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	46%
Donald Trump, the Republican candidate, definitely	41%
Donald Trump, the Republican candidate, probably	7%
Donald Trump, the Republican candidate, lean	1%
Pete Buttigieg, the Democratic candidate, lean	2%
Pete Buttigieg, the Democratic candidate, probably	12%
Pete Buttigieg, the Democratic candidate, definitely	32%
Unsure	6%

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

DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	50%
GRETCHEN WHITMER, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	43%
Donald Trump, the Republican candidate, definitely	41%
Donald Trump, the Republican candidate, probably	8%
Donald Trump, the Republican candidate, lean	1%
Gretchen Whitmer, the Democratic candidate, lean	1%
Gretchen Whitmer, the Democratic candidate, probably	11%
Gretchen Whitmer, the Democratic candidate, definitely	31%
Unsure	7%

RANDOMIZE ORDER OF QTRUMPINFOFLOW, QBIDENINFOFLOW

17. [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]

MUCH/A LITTLE MORE POSITIVE	41%
MUCH/A LITTLE MORE NEGATIVE	37%
Much more positive	31%
A little more positive	10%
A little more negative	6%
Much more negative	31%
No different	20%
Unsure	1%

18. [QBidenInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Joe Biden? [RANDOMIZE 1-4, 4-1]

MUCH/A LITTLE MORE POSITIVE	18%
MUCH/A LITTLE MORE NEGATIVE	53%
Much more positive	11%
A little more positive	7%
A little more negative	17%
Much more negative	37%
No different	27%
Unsure	2%

19. [QTrumpBidenConcerns] Which of the following concerns you more? [RANDOMIZE 1-2]

Joe Biden's age and mental fitness	56%
Trump's criminal convictions	40%
Unsure	5%

20. [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]

IMPROVING A LOT/LITTLE	27%
GETTING A LOT/LITTLE WORSE	52%
Improving a lot	8%
Improving a little	19%
Staying the same	18%
Getting a little worse	23%
Getting a lot worse	29%
Unsure	2%

CORE: VIBES MONITOR

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

TRUMP WINS, DEFINITELY/PROBABLY	46%
BIDEN WINS, DEFINITELY/PROBABLY	42%
Trump wins, definitely	36%
Trump wins, probably	10%
Biden wins, probably	11%
Biden wins, definitely	31%
Unsure	12%

22. [QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more? [RANDOMIZE 1-2]

Whether Trump or Biden wins really would make a difference to me personally	74%
Whether Trump or Biden wins really would not make a difference to me personally	15%
Unsure	11%

23. [QLeadAttribute Battery] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following. [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]

	1. Definitely Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Joe Biden	5. Definitely Joe Biden	6. Unsure		
	DEF./ PROB. TRUMP	DEF./ PROB. BIDEN	1. Definitely Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Joe Biden	5. Definitely Joe Biden	6. Unsure
Having the energy and stamina needed to serve	54%	27%	43%	12%	15%	7%	20%	3%
Making our economy work better	51%	40%	41%	10%	6%	10%	30%	2%
Being competent and effective	49%	39%	41%	8%	10%	11%	28%	2%
Keeping the country safe	49%	41%	42%	7%	8%	8%	33%	2%
Protecting my rights and freedoms	45%	45%	37%	7%	8%	9%	36%	2%
Being honest and trustworthy	39%	45%	32%	8%	13%	9%	37%	2%

24. [QBidenLeave] Should Joe Biden drop out of the presidential race? [RANDOMIZE 1-2]

Yes	48%
No	32%
Unsure	19%

25. [QBidenResign] Should Joe Biden resign the presidency due to concerns about his age?
[RANDOMIZE 1-2]

Yes	40%
No	46%
Unsure	14%

CORE: PARTISANSHIP

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

Republican	38%
Democrat	39%
Independent	21%
Member of another party	*%
Unsure	2%

[IF QPARTYID = 1 REPUBLICAN, ASK]

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

	(n=318)
Firmly a Republican	82%
Not firmly a Republican	18%

[IF QPARTYID = 2 DEMOCRAT, ASK]

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

	(n=405)
Firmly a Democrat	80%
Not firmly a Democrat	20%

[IF QPARTY = 3-5 INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE, ASK]

29. [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=259)
Republicans	37%
Democrats	32%
Both equally often	23%
Unsure	9%

[QPartyConsolidated] QPartyID and QPartyLeanView

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

CORE: MONTHLY GOP QUESTIONS

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

30. [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=395)
Supporter of Donald Trump	54%
Supporter of the Republican Party	37%
I don't support either one	7%
Unsure	2%

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

31. [QTrumpVPApprove] Do you approve of Donald Trump's decision to choose JD Vance as his running mate? [RANDOMIZE 1-2]

	(n=395)
Yes	72%
No	8%
Unsure	20%

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

32. [Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-12]

	(n=395)
JD Vance	25%
Ron DeSantis	14%
Vivek Ramaswamy	10%
Nikki Haley	9%
Ted Cruz	4%
Sarah Huckabee Sanders	3%
Marco Rubio	2%
Tim Scott	2%
Josh Hawley	2%
Glenn Youngkin	1%
Byron Donalds	1%
Katie Britt	1%
Someone else (Please specify)	5%
Unsure	21%

CUSTOM: DEM NOMINEE QUESTIONS

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

33. [QDemNomination] If Joe Biden drops out of the presidential race, which path to selecting a replacement Democratic nominee would you prefer? [RANDOMIZE 1-2]

	(n=487)
A quick vote to make Kamala Harris the nominee	48%
An open contest at the convention with numerous candidates	38%
Unsure	14%

CUSTOM: POLITICAL VIOLENCE

- 34. [QPoliticalViolence] Which of the following seems like the likelier explanation for the attempted assassination of Donald Trump? [RANDOMIZE 1-2]**
- | | |
|---------------------------|-----|
| Politically motivated | 59% |
| Not politically motivated | 21% |
| Something else | 19% |
- 35. [QPoliticalViolenceProblem] How much of a problem do you believe political violence is today? [RANDOMIZE SCALE 1-3, 3-1]**
- | | |
|-----------------|-----|
| A major problem | 72% |
| A minor problem | 22% |
| Not a problem | 3% |
| Unsure | 4% |
- 36. [QSecretServiceConfidence] How much confidence do you have in the Secret Service's ability to protect the presidential candidates? [ROTATE SCALE 1-4, 4-1]**
- | | |
|------------------------|-----|
| A LOT/SOME CONFIDENCE | 63% |
| NOT MUCH/NO CONFIDENCE | 33% |
| A lot of confidence | 25% |
| Some confidence | 38% |
| Not much confidence | 23% |
| No confidence | 11% |
| Unsure | 4% |

CORE: DEMOGRAPHICS MODULE

**37. [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	1%
I did not vote	3%
Unsure	1%

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

VERY/SOMEWHAT CONSERVATIVE	36%
VERY/SOMEWHAT LIBERAL	28%
Very conservative	17%
Somewhat conservative	19%
Moderate	34%
Somewhat liberal	14%
Very liberal	14%
Unsure	1%

39. [QSocial] 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
	1.	2.
	Yes	No
Facebook	82%	18%
Instagram	53%	47%
TikTok	40%	60%
X (formerly Twitter)	37%	63%
Reddit	26%	74%
LinkedIn	25%	75%

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

OFTEN/SOMETIMES	35%
RARELY/NEVER	65%
Often	9%
Sometimes	26%
Rarely	27%
Never	39%

41. [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	40%
ABC News	35%
NBC News	35%
CNN	35%
CBS News	34%
MSNBC	21%
Your local paper, online or in print	21%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	18%
Public radio or broadcast news, such as NPR or PBS	14%
Newsmax	11%
OAN	4%
Something else (Please specify)	6%
None of these	9%

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

Employed full-time	39%
Employed part-time	7%
Freelance, contract, or temporary work	3%
“Gig economy” work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	8%
Stay-at-home parent or caregiver	6%
Full time student	1%
Retired	30%
Something else	5%
Prefer not to say	1%

43. [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]
	1. Applies to me	2. Applies to someone in my household	3. Neither / Unsure
Is a member of a labor union	6%	8%	87%
Owns a gun	24%	17%	65%
Serves or has served in the US Military	11%	12%	79%

44. [QUrbanRural] How would you describe the area in which you live?

City	29%
Suburb near a city	44%
Small town not near a city	10%
Rural or country area	17%

45. [QNativity] Where were you born? [RANDOMIZE 1-2]	
In the United States	96%
In a foreign country	4%
Prefer not to say	*%

46. [QMarital] What is your current marital status?	
Single, never married	35%
Married	43%
Separated	1%
Divorced	14%
Widowed	6%
Prefer not to say	*%

47. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	26%
Roman Catholic	19%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	*%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Just Christian	19%
Jewish	3%
Muslim	1%
Buddhist	1%
Hindu	*%
Atheist	7%
Agnostic	5%
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]

48. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	(n=645)
Yes, born-again or evangelical Christian	41%
No, not born-again or evangelical Christian	56%
Unsure	4%

49. [QChurchOld] How often do you currently attend a religious service?	
At least once a week	26%
Once or twice a month	7%
A few times a year	14%
Usually just for religious holidays	9%
Never	40%
Prefer not to say	3%

CORE: SCREENER MODULE (ASKED AT BEGINNING OF SURVEY)

50. [QRegVote] Are you at least 18 years old and registered to vote?		
Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-
51. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]		
Technology		2%
Sales		5%
Healthcare or the pharmaceutical industry		7%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		4%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		84%
52. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]		
Man		46%
Woman		53%
In some other way		*%
53. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]		
White		75%
Black or African American		12%
Hispanic or Latino		12%
Asian		5%
Native American or Alaska Native		3%
Native Hawaiian or Other Pacific Islander		1%
Other race or ethnicity		1%
54. [QEducation] What is the highest level of education you have completed?		
High school or less		30%
Some college		20%
Associate degree		10%
Bachelor's degree		25%
Graduate degree		14%
Prefer not to say		*%
55. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]		
18-34		21%
35-49		23%
50-64		27%
65+		29%
56. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]		
States in the Northeast		17%
States in the Midwest		21%
States in the South		37%
States in the West		24%

57. [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	20%
\$50,000 to \$74,999 per year	19%
\$75,000 to \$99,999 per year	9%
\$100,000 to \$124,999 per year	6%
\$125,000 to \$149,999 per year	8%
\$150,000 to \$199,999 per year	9%
\$200,000 to \$249,999 per year	4%
\$250,000 or more per year	3%
Prefer not to say	1%

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

Yes	27%
No	73%
Prefer not to say	*%

METHODOLOGY

The July 2024 Echelon Insights Verified Voter Omnibus was fielded online from July 19-21, 2024 in English among a sample of N=982 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, 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 +/- 3.8 percentage points.