



**November 2024 Omnibus Topline - PUCK**  
**Survey of N=1,010 voters in the Likely Electorate**  
**Online sample matched to L2 Voter File**  
**Field Dates: November 14-18, 2024**  
**Margin of Error: +/- 3.5 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]**

Wrong track	59%
Right direction	30%
Unsure	11%

**2. [QDysfunction] How likely do you think it is that the country will start to head in a better direction in 2025? [ROTATE SCALE 1-4, 4-1]**

<b>VERY/SOMEWHAT LIKELY</b>	<b>58%</b>
<b>NOT VERY/NOT AT ALL LIKELY</b>	<b>38%</b>
Very likely	39%
Somewhat likely	19%
Not very likely	17%
Not at all likely	21%
Unsure	4%

**3. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-16]**

**[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today? [RANDOMIZE 1-16] [IF QISSUES = 1-16, DO NOT DISPLAY THE ANSWER OPTION SELECTED ON QISSUES]**

	1st Choice	2nd Choice	Combined Choice
Cost of living	27%	20%	47%
Immigration	15%	13%	28%
Jobs and the economy	14%	15%	29%
The state of democracy	10%	6%	16%
Political corruption	6%	7%	12%
Abortion	5%	7%	12%
The environment and climate change	4%	4%	8%
Healthcare	3%	5%	8%
National security	3%	4%	7%
Crime	3%	5%	8%
Taxes	2%	3%	5%
Education	2%	2%	3%
Gun rights	2%	2%	4%
Drug abuse	1%	2%	3%
Race relations	1%	2%	3%
Infrastructure	*%	1%	1%
Unsure	1%	1%	1%
Something else (please specify)	4%	2%	5%

**[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, 6 PER PAGE]**

1. Very favorable      2. Somewhat favorable      3. Heard of, no opinion      4. Somewhat unfavorable      5. Very unfavorable      6. Never heard of

	V/S FAV.	V/S UNFAV.	1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Never heard of
<b>Robert F. Kennedy, Jr.</b>	<b>46%</b>	<b>41%</b>	22%	24%	11%	12%	28%	2%
<b>Vivek Ramaswamy</b>	<b>31%</b>	<b>28%</b>	18%	13%	15%	9%	19%	26%
<b>Elon Musk</b>	<b>46%</b>	<b>43%</b>	25%	21%	9%	12%	31%	3%
<b>Elise Stefanik</b>	<b>20%</b>	<b>17%</b>	9%	11%	20%	6%	12%	42%
<b>Tulsi Gabbard</b>	<b>25%</b>	<b>23%</b>	14%	11%	16%	7%	16%	36%
<b>John Thune</b>	<b>19%</b>	<b>17%</b>	8%	11%	19%	9%	9%	44%
<b>Pete Hegseth</b>	<b>21%</b>	<b>20%</b>	11%	10%	15%	6%	14%	44%
<b>JD Vance</b>	<b>43%</b>	<b>41%</b>	26%	18%	10%	8%	33%	5%
<b>Marco Rubio</b>	<b>36%</b>	<b>34%</b>	16%	19%	18%	13%	21%	12%
<b>Kristi Noem</b>	<b>23%</b>	<b>22%</b>	11%	12%	16%	6%	16%	39%
<b>The Republican Party</b>	<b>48%</b>	<b>47%</b>	24%	23%	4%	16%	31%	1%
<b>Donald Trump</b>	<b>49%</b>	<b>49%</b>	34%	15%	2%	7%	42%	1%
<b>Mike Johnson</b>	<b>26%</b>	<b>26%</b>	11%	15%	22%	7%	19%	27%
<b>Kamala Harris</b>	<b>47%</b>	<b>50%</b>	27%	19%	2%	9%	41%	1%
<b>The Democratic Party</b>	<b>44%</b>	<b>51%</b>	22%	22%	4%	19%	31%	1%
<b>Joe Biden</b>	<b>42%</b>	<b>55%</b>	19%	23%	2%	14%	41%	1%
<b>Matt Gaetz</b>	<b>22%</b>	<b>35%</b>	10%	12%	16%	8%	27%	26%

**4. [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>38%</b>
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	<b>60%</b>
Strongly approve	17%
Somewhat approve	21%
Somewhat disapprove	16%
Strongly disapprove	43%
Unsure	2%

**5. [QTrumpTransitionApproval] Do you approve or disapprove of the way Donald Trump is handling the presidential transition? [RANDOMIZE SCALE 1-4, 4-1]**

<b>STRONGLY/SOMEWHAT APPROVE</b>	<b>53%</b>
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	<b>40%</b>
Strongly approve	35%
Somewhat approve	18%
Somewhat disapprove	8%
Strongly disapprove	31%
Unsure	7%

<b>6. [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>	
<b>IMPROVING A LOT/LITTLE</b>	<b>31%</b>
<b>GETTING A LOT/LITTLE WORSE</b>	<b>39%</b>
Improving a lot	8%
Improving a little	23%
Staying the same	24%
Getting a little worse	21%
Getting a lot worse	18%
Unsure	6%

*[Ask if Q2024Vote = 1. yes]*

<b>7. [QHouseVote] How did you vote for the U.S. House of Representatives in the 2020 election? [RANDOMIZE 1-2]</b>	
	<b>(n=930)</b>
Voted for the Republican candidate	48%
Voted for the Democratic candidate	46%
Voted for a third party candidate	2%
I did not vote for this office	4%

*[Ask if Q2024Vote = 1. YES]*

<b>8. [Q2024Ballot] Who did you vote for in the presidential election? [RANDOMIZE 1-2]</b>	
	<b>(n=930)</b>
Donald Trump	50%
Kamala Harris	48%
Someone else	2%
I did not vote for this office	1%

## FUTURE ELECTION QUESTIONS

*[If QPartyID = 2. Democrat OR QPartyLeanView = 2. Democrats, ask]*

**9. [Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-11]**

	(n=457)
Kamala Harris	41%
Gavin Newsom	8%
Josh Shapiro	7%
Pete Buttigieg	6%
Tim Walz	6%
Alexandria Ocasio-Cortez	4%
Gretchen Whitmer	3%
J B Pritzker	2%
Andy Beshear	2%
Cory Booker	2%
Jared Polis	1%
Wes Moore	1%
John Fetterman	*%
Raphael Warnock	*%
Someone else (Please specify)	1%
Unsure	16%

*[If QPartyID = 1. Republican OR QPartyLeanView = 1. Republicans, ask]*

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

	(n=483)
JD Vance	37%
Vivek Ramaswamy	9%
Nikki Haley	9%
Ron DeSantis	8%
Ted Cruz	5%
Marco Rubio	5%
Sarah Huckabee Sanders	2%
Josh Hawley	1%
Tim Scott	1%
Glenn Youngkin	1%
Kristi Noem	1%
Katie Britt	*%
Doug Burgum	*%
Elise Stefanik	-
Someone else (Please specify)	3%
Unsure	18%

**11. [QLearnTrump] Which of the following ways did you get information about Donald Trump and JD Vance? Select all that apply. [RANDOMIZE 1-9] [ALLOW MULTIPLE]**

TV interviews of the candidates	58%
TV or online coverage of a rally	57%
News segments or news articles about the candidates	54%
TV ads from the campaign	48%
Social media posts about the candidates	43%
Online ads from the campaign	32%
Podcast interviews of the candidates	23%
Emails from the campaign	16%
Texts from the campaign	15%
None of these	6%

*[Ask if QLearnTrump = 2. Podcast interviews of the candidates]*

**12. [QTrumpPodcasts] Did you see Donald Trump on any of the following podcasts or live streams in the lead-up to the election? Select all that apply. [RANDOMIZE 1-10] [SELECT MULTIPLE]**

	(n=234)
Joe Rogan's podcast	72%
Theo Von's podcast	17%
Andrew Schulz's podcast	14%
Logan Paul's podcast	14%
The Bussin' With The Boys Podcast	11%
Adin Ross's live stream	10%
Lex Fridman's podcast	9%
Patrick Bet David's podcast	9%
The Full Send Podcast	9%
The All In podcast	9%
None of these	15%

*[Ask if QTrumpPodcasts=1-10]*

**13. [QTrumpInfluence] To what extent did his appearance on any podcast or livestream influence your vote? [ROTATE SCLAE 1-4, 4-1]**

	(n=196)
<b>A GREAT DEAL/SOMEWHAT</b>	<b>55%</b>
<b>A LITTLE/NOT AT ALL</b>	<b>44%</b>
A great deal	30%
Somewhat	25%
A little	12%
Not at all	32%
Unsure	1%

- 14. [QLearnHarris] Did you hear from Kamala Harris or Tim Walz on any of the following platforms? Select all that apply. [RANDOMIZE 1-9] [SELECT MULTIPLE]**
- |   |     |
|---|-----|
| TV ads from the campaign                            | 55% |
| TV interviews of the candidates                     | 52% |
| TV or online coverage of a rally                    | 49% |
| News segments or news articles about the candidates | 48% |
| Social media posts about the candidates             | 39% |
| Online ads from the campaign                        | 36% |
| Texts from the campaign                             | 22% |
| Emails from the campaign                            | 21% |
| Podcast interviews of the candidates                | 14% |
| None of these                                       | 13% |
- 15. [QTrustPolls] After this election, to what extent do you trust polls? [ROTATE SCALE 1-4, 4-1]**
- |                            |            |
|----------------------------|------------|
| <b>A LOT/SOMEWHAT</b>      | <b>49%</b> |
| <b>A LITTLE/NOT AT ALL</b> | <b>45%</b> |
| A lot                      | 18%        |
| Somewhat                   | 31%        |
| A little                   | 22%        |
| Not at all                 | 23%        |
| Unsure                     | 7%         |
- 16. [QAccepting] Do you feel like your core values and beliefs were respected by the presidential candidates? [RANDOMIZE 1-2]**
- |                       |     |
|-----------------------|-----|
| Only by Kamala Harris | 39% |
| Only by Donald Trump  | 38% |
| By both               | 9%  |
| By neither            | 15% |
- 17. [QSelfShyVoter] Some people are reluctant to tell their friends and neighbors which Presidential candidate they voted for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for? [RANDOMIZE 1-2]**
- |        |     |
|--------|-----|
| No     | 75% |
| Yes    | 21% |
| Unsure | 4%  |
- 18. [QPoliticsTalk] How often, if at all, do you talk about your political views with your friends and neighbors? [ROTATE SCALE 1-4, 4-1]**
- |                             |            |
|-----------------------------|------------|
| <b>VERY OFTEN/SOMETIMES</b> | <b>59%</b> |
| <b>NOT VERY OFTEN/NEVER</b> | <b>40%</b> |
| Very often                  | 21%        |
| Sometimes                   | 38%        |
| Not very often              | 29%        |
| Never                       | 10%        |
| Unsure                      | 1%         |

19. [QVotePressure] How much pressure or influence did you feel from the people around you to vote a certain way in the recent presidential election? [ROTATE SCALE 1-4, 4-1]

<b>A GREAT DEAL/SOME</b>	<b>18%</b>
<b>A LITTLE/NONE</b>	<b>80%</b>
A great deal	8%
Some	10%
A little	11%
None	69%
Unsure	2%

[Ask if QVotePressure = 1-3]

20. [QPressure Battery] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election? [ROTATE ANSWERS 1-3, 3-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]

	1. Yes, and it felt like they were pressuring me too much	2. Yes, and it did not feel like they were pressuring me too much	3. No	4. This does not apply to me
(n=291)				
<b>Friends</b>	18%	29%	47%	6%
<b>Family</b>	17%	31%	48%	4%
<b>My spouse</b>	12%	19%	53%	15%
<b>Religious community</b>	14%	14%	60%	12%
<b>Neighbors</b>	14%	19%	59%	8%
<b>Co-workers</b>	15%	17%	52%	16%

21. [QDisagree Battery] How likely would you be to end a friendship because of a disagreement over the following issues? [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

	1. Very likely	2. Somewhat likely	3. Not very likely	4. Not at all likely	5. Unsure		
	<b>VERY / SOMEWHAT LIKELY</b>	<b>NOT VERY / NOT AT ALL LIKELY</b>	1. Very likely	2. Somewhat likely	3. Not very likely	4. Not at all likely	5. Unsure
<b>Race relations</b>	<b>31%</b>	<b>64%</b>	17%	14%	23%	41%	4%
<b>LGBTQ issues</b>	<b>28%</b>	<b>68%</b>	14%	13%	26%	42%	4%
<b>Abortion</b>	<b>27%</b>	<b>68%</b>	13%	14%	28%	41%	4%
<b>Immigration</b>	<b>26%</b>	<b>70%</b>	11%	15%	26%	43%	4%
<b>Guns</b>	<b>23%</b>	<b>72%</b>	11%	12%	28%	44%	4%
<b>Climate change</b>	<b>17%</b>	<b>80%</b>	9%	9%	27%	53%	3%

**22. [QDisagreementStrategy] Which of the following most accurately describes how you deal with political disagreements with friends and/or family? [RANDOMIZE 1-5]**

I try to have a calm, respectful conversation	34%
I avoid discussing politics	27%
I agree to disagree and move on to another topic	27%
I argue my point of view strongly	6%
I end contact with people when we are too far apart in our views	4%
Unsure	2%

**23. [QPuckSubscribe] Have you paid for a news subscription in the last 12 months? [SELECT MULTIPLE]**

I pay for a cable package with news	21%
I pay for a streaming service with news	21%
I pay for one or more news websites or print publications	12%
I pay for a news bundle, like Apple News	6%
I have not paid for news this year	58%

**24. [QOutlet Battery] How much trust do you have in the following media outlets? [RANDOMIZE ORDER OF ITEMS] [ROTATE ORDER OF SCALE 1-4, 4-1] [DISPLAY AS GRID]**

1. A lot                      2. A little                      3. Not much                      4. Not at all                      5. Unsure

	NOT MUCH		1.	2.	3.	4.	5.
	A LOT / A LITTLE	/ NOT AT ALL	A lot	A little	Not much	Not at all	Unsure
<b>The Wall Street Journal</b>	<b>53%</b>	<b>34%</b>	19%	34%	18%	16%	13%
<b>New York Times</b>	<b>51%</b>	<b>38%</b>	19%	32%	15%	23%	11%
<b>The Washington Post</b>	<b>46%</b>	<b>39%</b>	17%	29%	19%	21%	15%
<b>The Atlantic</b>	<b>28%</b>	<b>38%</b>	9%	19%	15%	23%	34%
<b>The Hill</b>	<b>25%</b>	<b>37%</b>	7%	18%	16%	21%	38%

**25. [QEndorse Battery] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...**

1. Much more likely                      2. Somewhat more likely                      3. No difference                      4. Somewhat less likely                      5. Much less likely                      6. Unsure

	MUCH / SOMEWHAT MORE LIKELY	MUCH / SOMEWHAT LESS LIKELY	1. Much more likely	2. Somewhat more likely	3. No difference	4. Somewhat less likely	5. Much less likely	6. Unsure
<b>You agree with their endorsement</b>	<b>31%</b>	<b>8%</b>	11%	20%	54%	3%	5%	7%
<b>They make no endorsement at all</b>	<b>22%</b>	<b>12%</b>	11%	11%	59%	6%	6%	7%
<b>You disagree with their endorsement</b>	<b>10%</b>	<b>33%</b>	4%	5%	50%	13%	20%	7%

## TRANSITION QUESTIONS

26. [QTrumpCabinet Battery] To what extent would you be supportive of the following people having high government positions in the Trump administration? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]

1. Strongly support    2. Somewhat support    3. Neither support nor oppose    4. Somewhat oppose    5. Strongly oppose    6. Unsure

	STRONGLY / SOMEWHAT SUPPORT	STRONGLY / SOMEWHAT OPPOSE	1. Strongly support	2. Somewhat support	3. Neither support nor oppose	4. Somewhat oppose	5. Strongly oppose	6. Unsure
Marco Rubio	39%	30%	20%	19%	18%	10%	20%	14%
Vivek Ramaswamy	33%	28%	21%	13%	18%	6%	23%	21%
Robert F. Kennedy Jr.	42%	38%	24%	18%	10%	7%	31%	9%
Elon Musk	44%	40%	27%	17%	10%	6%	34%	6%
Tulsi Gabbard	30%	27%	18%	12%	19%	7%	20%	24%
Kristi Noem	27%	26%	15%	12%	21%	5%	21%	26%
Pete Hegseth	24%	26%	14%	10%	20%	5%	21%	30%
Matt Gaetz	26%	37%	12%	14%	17%	6%	31%	19%

27. [QHealth Battery] To what extent do you support the following health trends? DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

1. Strongly support    2. Somewhat support    3. Neither support nor oppose    4. Somewhat oppose    5. Strongly oppose    6. Unsure

	STRONGLY / SOMEWHAT SUPPORT	STRONGLY / SOMEWHAT OPPOSE	1. Strongly support	2. Somewhat support	3. Neither support nor oppose	4. Somewhat oppose	5. Strongly oppose	6. Unsure
Avoiding seed oils	18%	22%	9%	9%	44%	10%	12%	16%
Removing fluoride from drinking water	32%	39%	19%	14%	21%	15%	24%	8%
Using psychedelics	22%	46%	10%	12%	24%	13%	32%	9%
Drinking raw milk	16%	47%	5%	10%	28%	15%	32%	9%
Avoiding vaccines	21%	58%	10%	11%	18%	15%	43%	4%

28. [QSecondTerm] How do you think Donald Trump's second term as President will compare to his first term? [ROTATE SCALE 1-3, 3-1]

It will be better    45%  
 It will be the same    10%  
 It will be worse    36%  
 Unsure    9%

**29. [QTrumpExpect Battery] How likely do you believe each of the following is to happen during Donald Trump's presidency? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

1. Very likely    2. Somewhat likely    3. Not very likely    4. Not at all likely    5. Unsure

	VERY / SOMEWHAT LIKELY	NOT VERY / NOT AT ALL LIKELY	1. Very likely	2. Somewhat likely	3. Not very likely	4. Not at all likely	5. Unsure
Tariffs will be imposed on imports	82%	8%	51%	31%	4%	4%	10%
The economy will become stronger	56%	38%	36%	20%	17%	21%	6%
The Russia-Ukraine war will end	50%	38%	25%	26%	19%	19%	12%
America's global standing will improve	51%	41%	32%	19%	15%	25%	8%
The cost of living will go down	51%	43%	30%	21%	18%	25%	6%
The crisis on the southern border will end	51%	43%	29%	22%	21%	23%	6%
The Middle East will become more stable than it is now	44%	45%	25%	19%	21%	24%	11%

**30. [QTrumpPolicy Battery] To what extent do you support each of the following Trump policy plans? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

1. Strongly support    2. Somewhat support    3. Neither support nor oppose    4. Somewhat oppose    5. Strongly oppose    6. Unsure

	STRONGLY / SOMEWHAT SUPPORT	STRONGLY / SOMEWHAT OPPOSE	1. Strongly support	2. Somewhat support	3. Neither support nor oppose	4. Somewhat oppose	5. Strongly oppose	6. Unsure
Cutting taxes	68%	15%	47%	21%	12%	5%	10%	5%
Deporting unauthorized immigrants	55%	29%	36%	19%	12%	12%	17%	3%
Expanding oil and gas drilling on federal lands	48%	31%	31%	17%	14%	11%	19%	7%
Building a wall on the southern border	50%	34%	35%	15%	13%	10%	24%	3%
Reducing the number of federal government jobs	42%	32%	26%	16%	19%	13%	19%	7%
Imposing tariffs on imports	42%	35%	23%	19%	15%	12%	23%	8%

31. [QImmenseCost] Please read the following statement:

**Tariffs not only impose immense economic costs but also fail to achieve their primary policy aims and foster political dysfunction along the way.**

**Do you agree or disagree [ROTATE TO MATCH ANSWERS] with this statement?**

**[RANDOMIZE 1-4, 4-1]**

<b>STRONGLY/SOMEWHAT AGREE</b>	<b>51%</b>
<b>STRONGLY/SOMEWHAT DISAGREE</b>	<b>30%</b>
Strongly agree	27%
Somewhat agree	25%
Somewhat disagree	18%
Strongly disagree	12%
Unsure	19%

**32. [QPuckPodcast] Have you listened to a podcast in the past week? [RANDOMIZE 1-2]**

No	61%
Yes	37%
Unsure	2%

**33. [QPuckElectionWatch] How did you watch election night coverage? [RANDOMIZE 1-3]**

On television	58%
On a livestream	15%
Through social media clips	10%
Another way	2%
I did not watch election night coverage	15%

*[Ask if QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats]*

**34. [QPuckDemDirection] What direction should the Democratic Party move after the 2024 election? [ROTATE SCALE 1-3, 3-1]**

	(n=457)
To the right	18%
It should stay the same	44%
To the left	15%
Unsure	23%

*[Ask if QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats]*

**35. [QPuckBlameOE] Who or what do you blame for Kamala Harris's loss? [OPEN END]**

	(n=457)
Voters	19%
Donald Trump / Republicans	10%
Democrats	10%
Joe Biden	10%
Economy	10%
Bigotry	9%
Bad / Late Start Campaign	9%
Kamala Harris	8%
Rigged Election	3%
Other	6%
Unsure / Nobody	13%

CORE: DEMOGRAPHICS MODULE

**36. [QVaccination] Have you received any vaccinations against COVID-19, including boosters?  
[ROTATE SCALE 1-4,4-1]**

None	24%
One	9%
Two	25%
Three or more	41%
Prefer not to say	1%

**37. [QTypeofWork] Which of the following comes closest to describing the kind of work you do? [RANDOMIZE SCALE 1-3, 3-1]**

White collar worker, like work at a desk or an office	40%
Blue collar worker, like work with my hands or in a factory	23%
Service worker, like work in a store, hospital, or restaurant	18%
Unsure	19%

*[Do not ask if QAge < 22]*

**38. [Q2020Ballot] For which candidate did you vote in the 2020 presidential election?  
[RANDOMIZE 1-2]**

	(n=985)
Joe Biden	48%
Donald Trump	44%
Someone else	2%
I did not vote	6%
Unsure	1%

*[Do not ask if QAge < 26]*

**39. [Q2016Ballot] For which candidate did you vote in the 2016 presidential election?  
[RANDOMIZE 1-2]**

	(n=950)
Donald Trump	45%
Hillary Clinton	41%
Someone else	3%
I did not vote	9%
Unsure	2%

*[Do not ask if QAge < 30]*

**40. [Q2012Ballot] For which candidate did you vote in the 2012 presidential election?  
[RANDOMIZE 1-2]**

	(n=896)
Barack Obama	58%
Mitt Romney	26%
Someone else	4%
I did not vote	11%
Unsure	2%

[Do not ask if QAge < 34]

**41. [Q2008Ballot] For which candidate did you vote in the 2008 presidential election? [RANDOMIZE 1-2]**

	(n=814)
Barack Obama	52%
John McCain	28%
Someone else	3%
I did not vote	12%
Unsure	5%

**42. [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>Facebook</b>	86%	14%
<b>YouTube</b>	81%	19%
<b>Instagram</b>	53%	47%
<b>TikTok</b>	41%	59%
<b>X (formerly Twitter)</b>	34%	66%
<b>Reddit</b>	29%	71%
<b>Snapchat</b>	29%	71%

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

Never	38%
Rarely	27%
Sometimes	26%
Often	9%

**44. [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	49%
Fox News	36%
ABC News	35%
CNN	33%
CBS News	31%
NBC News	31%
MSNBC	22%
Your local paper, online or in print	22%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	19%
Public radio or broadcast news, such as NPR or PBS	14%
Newsmax	10%
OAN	4%
Social media (such as YouTube, TikTok, Snapchat)	41%
Something else (Please specify)	4%
None of these	8%

<b>45. [QEmployment] What is your current employment status?</b>	
Employed full-time	42%
Employed part-time	10%
Freelance, contract, or temporary work	2%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	6%
Stay-at-home parent or caregiver	4%
Full time student	1%
Retired	29%
Something else	4%
Prefer not to say	*%
<b>46. [QMilitaryHH] Has anyone in your household ever served in the United States military?</b> <b>[RANDOMIZE 1-2] [SELECT MULTIPLE]</b>	
Yes, a member of my household has	13%
Yes, I have	8%
No	78%
Unsure	1%
<b>47. [QUnionHH] Are you or is anyone in your household a member of a labor union?</b> <b>[RANDOMIZE 1-2] [SELECT MULTIPLE]</b>	
Yes, I am	7%
Yes, a member of my household is	6%
No	87%
Unsure	1%
<b>48. [QGunOwner] Do you or does anyone in your household own a firearm? [RANDOMIZE 1-2]</b> <b>[SELECT MULTIPLE]</b>	
Yes, I do	26%
Yes, a member of my household does	21%
No	61%
Unsure	*%
<b>49. [QUrbanRural] How would you describe the area in which you live?</b>	
City	28%
Suburb near a city	42%
Small town not near a city	12%
Rural or country area	17%
<b>50. [QResidenceDuration] How long have you lived in the state where you currently live?</b>	
1 year or less	2%
2 years	2%
3 years	3%
4 years	2%
5 years or more	90%
<b>51. [QNativity] Where were you born? [RANDOMIZE 1-2]</b>	
In the United States	94%
In a foreign country	6%
Prefer not to say	-

<b>52. [QMarital] What is your current marital status?</b>	
Single, never married	30%
Married	47%
Separated	3%
Divorced	14%
Widowed	6%
Prefer not to say	*%

<b>53. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]</b>	
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	25%
Roman Catholic	22%
Just Christian	19%
Agnostic	4%
Atheist	4%
Jewish	3%
Buddhist	2%
Muslim	1%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	*%
Hindu	*%
Something else (Please specify)	3%
Nothing in particular	15%

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

<b>54. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?</b>	
	(n=683)
Yes, born-again or evangelical Christian	39%
No, not born-again or evangelical Christian	56%
Unsure	5%

<b>55. [QChurchOld] How often do you currently attend a religious service?</b>	
At least once a week	23%
Once or twice a month	10%
A few times a year	17%
Usually just for religious holidays	11%
Never	36%
Prefer not to say	3%

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

**56. [QRegVote] Are you at least 18 years old and registered to vote?**

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

**57. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]**

Healthcare or the pharmaceutical industry		9%
Food service or the restaurant industry		6%
Sales		4%
Technology		4%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		79%

**58. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**

Woman		53%
Man		46%
In some other way		*%

**59. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**

White		75%
Black or African American		13%
Hispanic or Latino		11%
Asian		5%
Native American or Alaska Native		3%
Native Hawaiian or Other Pacific Islander		*%
Other race or ethnicity		*%

**60. [QEducation] What is the highest level of education you have completed?**

High school or less		29%
Some college		19%
Associate degree		11%
Bachelor's degree		25%
Graduate degree		15%
Prefer not to say		-

**61. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]**

18 - 34		20%
35 - 49		23%
50 - 64		28%
65+		29%

**62. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]**

States in the Midwest		22%
States in the Northeast		17%
States in the South		39%

States in the West 23%

**63. [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	17%
Very liberal	12%
Unsure	3%

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

Less than \$30,000 per year	21%
\$30,000 to \$49,999 per year	21%
\$50,000 to \$74,999 per year	17%
\$75,000 to \$99,999 per year	10%
\$100,000 to \$124,999 per year	6%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	8%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	3%
Prefer not to say	1%

**65. [QParent] Are you the parent or guardian of one or more children under the age of 18? [RANDOMIZE 1-2]**

No	68%
Yes	31%
Prefer not to say	1%

**66. [Q2024Vote] Did you vote in the November 2024 general election?**

Yes	92%
No	8%
Unsure	*%

[Ask If Q2024Vote = 1. Yes]

**67. [QVote] How did you cast your ballot in the November 2024 general election? [RANDOMIZE 1-3]**

I voted on Election Day, in person at a polling place	39%
I voted early by mail or absentee ballot	32%
I voted early in person	28%
Unsure	*%

[Ask If Q2024Vote=1. Yes]

**68. [QNewVote] Have you ever voted in a U.S. presidential election before November 2024?**

	(n=930)
Yes	95%
No	5%
Unsure	*%

<b>69. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]</b>	
Democrat	39%
Republican	39%
Independent	20%
Member of another party	*%
Unsure	2%

*[IF QPartyID = 1. Republican, ASK]*

<b>70. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]</b>	(n=406)
Firmly a Republican	79%
Not firmly a Republican	21%

*[IF QPartyID = 2. Democrat, ASK]*

<b>71. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2]</b>	(n=380)
Firmly a Democrat	78%
Not firmly a Democrat	22%

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

**72. [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=225)
Republicans	37%
Democrats	32%
Both equally often	24%
Unsure	7%

**[QPartyConsolidated] QPartyID and QPartyLeanView**

Total Democratic+Democratic-leaning Independents	47%
Total Republican+Republican-leaning Independents	46%
Total Independent	7%

*[If QPartyID = 1. Republican OR QPartyLeanView = 1. Republicans, ask]*

**73. [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=483)
Supporter of Donald Trump	59%
Supporter of the Republican Party	37%
I don't support either one	3%
Unsure	2%

## METHODOLOGY

The November 2024 Echelon Insights Verified Voter Omnibus was fielded online from November 14-18, 2024 in English among a sample of N=1,010 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 2024 presidential vote. 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 +/- 3.5 percentage points.