



**October 2024 Omnibus Topline - PUCK**  
**Survey of N=1,328 voters in the Likely Electorate**  
**Online sample matched to L2 Voter File**  
**Field Dates: October 28-31, 2024**  
**Margin of Error: ± 3.1 percentage points**

**1. [QVtlk] What are the chances that you will vote in the November 2024 general election?**

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

I have already voted		38%
I will definitely vote		53%
I will probably vote		7%
There's a 50-50 chance I will vote		3%
Will not vote	TERMINATE	-
Unsure	TERMINATE	-

*[ASK IF QVTLK = 1. I HAVE ALREADY VOTED]*

**2. [QEarlyVote] How did you cast your ballot in the November 2024 general election?**

**[RANDOMIZE 1-2]**

		(n=518)
I voted early by mail or absentee ballot		53%
I voted early in person		47%
Unsure		*%

*[ASK IF QVTLK = 2-4]*

**3. [QVotePlan] How do you plan to cast your ballot in the November 2024 general election?**

**[RANDOMIZE 2-4]**

		(n=810)
I plan to vote on Election Day, in person at a polling place		60%
I plan to vote early in person		26%
I plan to vote by mail or absentee ballot		12%
I don't plan to vote		-
Unsure		1%

CORE: POLITICAL AND ECONOMIC LANDSCAPE MODULE

4. [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	28%
Wrong track	61%
Unsure	11%

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

6. [QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today? [RANDOMIZE 1-15] [IF QISSUES = 1-16, DO NOT DISPLAY THE ANSWER OPTION SELECTED ON QISSUES]

	1st Choice	2nd Choice	Combined Choice
Cost of living	27%	18%	45%
Immigration	14%	15%	30%
Jobs and the economy	13%	13%	26%
The state of democracy	9%	5%	14%
Abortion	8%	9%	17%
Political corruption	5%	7%	12%
The environment and climate change	4%	5%	9%
Healthcare	4%	7%	10%
National security	3%	4%	7%
Gun rights	2%	3%	5%
Taxes	2%	3%	5%
Crime	2%	4%	6%
Infrastructure	1%	1%	2%
Education	1%	1%	2%
Drug abuse	1%	2%	2%
Race relations	1%	1%	2%
Something else (Please specify)	2%	1%	3%
Unsure	1%	1%	1%

7. [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
Tim Walz	41%	40%	23%	18%	14%	8%	32%	5%
Kamala Harris	49%	50%	34%	14%	2%	8%	42%	*%
The Democratic Party	47%	49%	25%	22%	3%	14%	35%	*%
JD Vance	41%	44%	26%	15%	11%	11%	33%	4%
The Republican Party	45%	51%	20%	25%	4%	19%	32%	*%
Donald Trump	45%	54%	31%	14%	*%	8%	46%	*%
Joe Biden	42%	56%	23%	19%	2%	13%	44%	-

8. [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>40%</b>
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	<b>59%</b>
Strongly approve	20%
Somewhat approve	20%
Somewhat disapprove	14%
Strongly disapprove	46%
Unsure	1%

9. [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>47%</b>
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	<b>51%</b>
Strongly approve	29%
Somewhat approve	18%
Somewhat disapprove	9%
Strongly disapprove	42%
Unsure	2%

10. [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	35%
Somewhat approve	15%
Somewhat disapprove	7%
Strongly disapprove	42%
Unsure	1%

**CORE: FUTURE ELECTION QUESTIONS**

**11. [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>90%</b>
<b>NOT VERY/NOT AT ALL MOTIVATED</b>	<b>3%</b>
Extremely motivated	75%
Very motivated	15%
Somewhat motivated	7%
Not very motivated	2%
Not at all motivated	1%
Unsure	1%

**12. [QGenericCongressional\_Voted] Who did you vote for in the election for U.S. House of Representatives in your district? [QGenericCongressional] If the election for U.S. House of Representatives in your district were held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-2, 2-1]**

The Republican candidate	48%
The Democratic candidate	47%
A third party candidate	1%
Unsure	3%
I did not vote for this office	1%

*[Responses to QGenericCongressional\_Voted 1. The Republican candidate were recoded as QGenericCongressional 1. The Republican candidate.*

*Responses to QGenericCongressional\_Voted 2. The Democratic candidate were recoded as QGenericCongressional 2. The Democratic candidate.*

*Responses to QGenericCongressional\_Voted 3. A third party candidate were recoded as QGenericCongressional 3. A third party candidate.]*

**RANDOMIZE ORDER OF QTRUMPELECT AND QHARRISELECT**

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

MEAN	(n=1328)
0	4.83
1	46%
2	1%
3	1%
4	1%
5	1%
6	1%
7	1%
8	3%
9	8%
10	36%

*[Responses to QTrumpHarrisFull\_Voted 1. Trump were recoded as QTrumpElect 10. All other responses to QTrumpHarrisFull\_Voted were recoded as QTrumpElect 0.]*

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

	(n=1328)
MEAN	4.93
0	44%
1	2%
2	2%
3	1%
4	1%
5	1%
6	1%
7	2%
8	2%
9	8%
10	37%

[Responses to QTrumpHarrisFull\_Voted 2. Harris were recoded as QHarrisElect 10. All other responses to QTrumpHarrisFull\_Voted were recoded as QHarrisElect 0.]

RANDOMIZE ORDER OF QTRUMPHARRIS\_VOTED/QTRUMPHARRIS AND QTRUMPHARRISFULL\_VOTED/QTRUMPHARRISFULL

[ONLY SHOW THIRD PARTY CANDIDATES IN THE STATES WHERE THEY ARE ON THE BALLOT]

15. [QTrumpHarrisFull\_Voted] Who did you vote for in the presidential election? [RANDOMIZE 1-2]

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE 1-2]

Donald Trump, the Republican candidate	47%
Kamala Harris, the Democratic candidate	49%
Robert F. Kennedy, Jr., independent candidate (n=661)	1%
Jill Stein, Green Party candidate (n=1057)	*%
Chase Oliver, the Libertarian candidate (n=1195)	1%
Cornel West, independent candidate (n=350)	-
Someone else	*%
Unsure	1%
I did not vote for this office	*%

16. [QTrumpHarris] If the 2024 presidential election were being held today, would you vote for [ROTATE: Donald Trump/Kamala Harris] or [ROTATE: Kamala Harris/Donald Trump]?

[PHONE: And is that definitely or probably vote for [CANDIDATE]] [RANDOMIZE SCALE 1-4, 4-1]

<b>DONALD TRUMP, DEFINITELY/PROBABLY/LEAN</b>	<b>48%</b>
<b>KAMALA HARRIS, DEFINITELY/PROBABLY/LEAN</b>	<b>50%</b>
Donald Trump, definitely	43%
Donald Trump, probably	4%
Donald Trump, lean	*%
Kamala Harris, lean	*%
Kamala Harris, probably	5%
Kamala Harris, definitely	45%
Unsure	2%

[Responses to QTrumpHarrisFull\_Voted 1. Donald Trump were recoded as QTrumpHarris 1. Donald Trump, definitely.]

Responses to QTrumpHarrisFull\_Voted 2. Kamala Harris were recoded as QTrumpHarris 4. Kamala Harris, definitely.]

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

[RANDOMIZE 1-2]

Donald Trump	43%
Kamala Harris	42%
Unsure	14%

18. [QNeighborVote] Which candidate do you believe most of your neighbors will be voting for in the upcoming presidential election? [RANDOMIZE 1-2]

Donald Trump	48%
Kamala Harris	37%
Someone else	*%
Unsure	14%

RANDOMIZE ORDER OF QTRUMPINFOFLOW, QHARRISINFOFLOW

19. [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>33%</b>
<b>MUCH/A LITTLE MORE NEGATIVE</b>	<b>42%</b>
Much more positive	23%
A little more positive	10%
A little more negative	8%
Much more negative	35%
No different	23%
Unsure	1%

20. [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>43%</b>
<b>MUCH/A LITTLE MORE NEGATIVE</b>	<b>39%</b>
Much more positive	29%
A little more positive	14%
A little more negative	8%
Much more negative	31%
No different	17%
Unsure	1%

**21. [QEvents Battery] Please indicate how much you have seen, read, or heard about the following events. [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

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

	A LOT/ SOME	A LITTLE/ NOT AT ALL	1. A lot	2. Some	3. A little	4. Not at all	5. Unsure
<b>Donald Trump working a shift at McDonalds</b>	<b>67%</b>	<b>30%</b>	44%	24%	13%	17%	2%
<b>Donald Trump's rally in Madison Square Garden</b>	<b>62%</b>	<b>35%</b>	37%	25%	17%	18%	3%
<b>Kamala Harris saying that she can't think of what she would have done differently than Joe Biden</b>	<b>56%</b>	<b>40%</b>	32%	24%	16%	24%	4%
<b>Kamala Harris's interview with Fox News</b>	<b>52%</b>	<b>44%</b>	26%	26%	22%	22%	4%
<b>Former Trump chief of staff John Kelly alleging that Trump spoke favorably of Hitler</b>	<b>50%</b>	<b>45%</b>	28%	22%	18%	27%	4%
<b>Kamala Harris's rally in Houston with Beyoncé</b>	<b>50%</b>	<b>47%</b>	25%	25%	21%	27%	3%
<b>Kamala Harris's CNN town hall</b>	<b>48%</b>	<b>48%</b>	22%	26%	23%	25%	4%
<b>Donald Trump's appearance on Joe Rogan's podcast</b>	<b>47%</b>	<b>48%</b>	25%	22%	20%	28%	5%
<b>Kamala Harris's campaign events with Liz Cheney</b>	<b>42%</b>	<b>53%</b>	19%	24%	23%	29%	5%
<b>Donald Trump's comments about golf legend Arnold Palmer</b>	<b>36%</b>	<b>58%</b>	20%	16%	16%	42%	6%

**22. [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%

23. [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>28%</b>
<b>GETTING A LOT/LITTLE WORSE</b>	<b>54%</b>
Improving a lot	9%
Improving a little	18%
Staying the same	16%
Getting a little worse	22%
Getting a lot worse	32%
Unsure	2%

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

24. [Q2024GOPPrimary] If you voted in the 2024 Republican presidential primary, who did you vote for? [RANDOMIZE 1-12]

	(n=670)
Donald Trump	75%
Nikki Haley	6%
Ron DeSantis	3%
Vivek Ramaswamy	2%
Someone else (Please specify)	-
I did not vote in the 2024 Republican primary	14%
Unsure	*%

25. [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>46%</b>
<b>HARRIS WINS, DEFINITELY/PROBABLY</b>	<b>48%</b>
Trump wins, definitely	36%
Trump wins, probably	10%
Harris wins, probably	14%
Harris wins, definitely	33%
Unsure	6%

26. [QPresidentCharacter] Of the following, which attribute do you think is most important in the next president? [RANDOMIZE 1-4]

A strong and decisive leader	36%
Can bring about needed change	34%
Cares about people like me	19%
Has the right temperament	9%
Unsure	2%

**27. [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>49%</b>	<b>46%</b>	42%	7%	4%	12%	34%	2%		
<b>Keeping the country safe</b>	<b>48%</b>	<b>45%</b>	42%	6%	6%	12%	33%	1%		
<b>Being competent and effective</b>	<b>47%</b>	<b>48%</b>	39%	8%	4%	9%	39%	1%		
<b>Protecting my rights and freedoms</b>	<b>44%</b>	<b>50%</b>	37%	7%	4%	10%	41%	1%		

**28. [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>49%</b>	<b>45%</b>	41%	8%	6%	11%	34%	1%		
<b>A strong leader</b>	<b>48%</b>	<b>45%</b>	41%	7%	5%	10%	35%	1%		
<b>Good at managing a crisis</b>	<b>47%</b>	<b>46%</b>	39%	8%	6%	12%	33%	2%		
<b>Can bring about needed change</b>	<b>47%</b>	<b>47%</b>	39%	9%	5%	13%	33%	1%		
<b>Cares about people like me</b>	<b>41%</b>	<b>50%</b>	32%	9%	8%	9%	41%	1%		
<b>Honest and trustworthy</b>	<b>38%</b>	<b>49%</b>	29%	9%	12%	9%	40%	1%		
<b>Normal</b>	<b>36%</b>	<b>49%</b>	27%	8%	13%	10%	40%	2%		
<b>Has the right temperament</b>	<b>38%</b>	<b>52%</b>	29%	9%	8%	10%	42%	1%		

**29. [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>52%</b>	<b>40%</b>	44%	8%	7%	11%	28%	1%
<b>Jobs and the economy</b>	<b>49%</b>	<b>45%</b>	41%	8%	5%	13%	33%	1%
<b>Crime and safety</b>	<b>48%</b>	<b>44%</b>	40%	8%	6%	12%	32%	1%
<b>Inflation and the cost of living</b>	<b>48%</b>	<b>45%</b>	41%	7%	6%	11%	34%	1%
<b>Foreign policy</b>	<b>47%</b>	<b>44%</b>	40%	7%	6%	13%	32%	2%
<b>Social Security and Medicare</b>	<b>41%</b>	<b>50%</b>	33%	9%	6%	11%	40%	2%
<b>The state of democracy</b>	<b>40%</b>	<b>50%</b>	34%	6%	8%	9%	41%	2%
<b>Healthcare</b>	<b>40%</b>	<b>51%</b>	31%	9%	7%	12%	40%	2%
<b>Abortion</b>	<b>33%</b>	<b>54%</b>	26%	7%	10%	10%	44%	2%

**30. [QElectionAboutOE] To you, what is this election all about? [OPEN END]**

Values/Leadership qualities	23%
The future/ Back on track	22%
Preserving democracy	17%
Economic issues	16%
Rights and freedoms	9%
Immigration	8%
National or international security/safety	7%
Abortion/ Women's rights	7%
Anti-Harris/Democrat sentiment	5%
Elect the next president	6%
Anti Trump/GOP sentiment	5%
Other/None/Unsure	8%

**31. [QTopIssue] Which of the following issues is most important to your decision of who to vote for in the 2024 presidential election? [RANDOMIZE 1-4]**

The economy and cost of living	46%
Protecting democracy	21%
Immigration and border security	17%
Abortion	11%
Something else (please specify)	3%
Unsure	2%

**32. [QPoliticsAbout] Do you think the goal of politics is more about...? [RANDOMIZE 1-2]**

Ensuring the survival of the country as we know it	61%
Enacting good public policy	28%
Unsure	11%

**33. [QPoIDivision] Which of the following statements comes closer to your view, even if neither is exactly right? [RANDOMIZE 1-2]**

The 2024 election is about differences in policy ideas, and the country will ultimately be okay no matter who wins.	15%
The 2024 election is an existential decision for the country, and it will likely be irreparably harmed if the wrong candidate wins.	79%
Unsure	5%

**34. [QChangeCandidate] Which candidate do you believe most represents change in the upcoming presidential election? [RANDOMIZE 1-2]**

Donald Trump	49%
Kamala Harris	46%
Unsure	5%

35. [QPuckPartyMen] Which political party do you believe is better at speaking to straight men? [RANDOMIZE 1-2]

Republican Party	52%
Democratic Party	37%
Unsure	11%

36. [QPuckCandidateGenZ] Which candidate for president is more in touch with Gen Z? [RANDOMIZE 1-2]

Kamala Harris	50%
Donald Trump	27%
Unsure	22%

37. [QPuckCandidateExcited\_Harris] Are you more or less excited to vote for Kamala Harris than you were last month? [ROTATE SCALE 1-5, 5-1]

	(n=372)
<b>MUCH/A LITTLE MORE EXCITED</b>	<b>66%</b>
<b>MUCH/A LITTLE LESS EXCITED</b>	<b>7%</b>
Much more excited	48%
A little more excited	19%
Neither more nor less excited	26%
A little less excited	3%
Much less excited	4%
Unsure	1%

38. [QPuckCandidateExcited\_Trump] Are you more or less excited to vote for Donald Trump than you were last month? [ROTATE SCALE 1-5, 5-1]

	(n=420)
<b>MUCH/A LITTLE MORE EXCITED</b>	<b>67%</b>
<b>MUCH/A LITTLE LESS EXCITED</b>	<b>5%</b>
Much more excited	49%
A little more excited	18%
Neither more nor less excited	26%
A little less excited	4%
Much less excited	2%
Unsure	1%

39. [QPuckImpactTrump] To what extent do you think that your life personally will become better or worse if Donald Trump wins the election? [ROTATE SCALE 1-5, 5-1]

<b>MUCH/A LITTLE BETTER</b>	<b>47%</b>
<b>MUCH/A LITTLE WORSE</b>	<b>43%</b>
Much better	34%
A little better	13%
Neither better nor worse	9%
A little worse	9%
Much worse	34%
Unsure	2%

40. [QPuckImpactHarris] To what extent do you think that your life personally will become better or worse if Kamala Harris wins the election? [ROTATE SCALE 1-5, 5-1]

<b>MUCH/A LITTLE BETTER</b>	<b>45%</b>
<b>MUCH/A LITTLE WORSE</b>	<b>44%</b>
Much better	26%
A little better	19%
Neither better nor worse	10%
A little worse	7%
Much worse	37%
Unsure	1%

41. [QPuckThey] Have you seen the Donald Trump ad that includes the tagline, “Kamala Harris is for they/them. President Trump is for you!” [RANDOMIZE 1-2]

Yes	38%
No	50%
Unsure	12%

[Ask if QPuckThey = 1. Yes]

42. [QPuckTheyEffect] Has the ad influenced your vote? [RANDOMIZE 1-2]

	(n=499)
Yes	22%
No	76%
Unsure	2%

**CORE: DEMOGRAPHICS MODULE**

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

Donald Trump	44%
Joe Biden	48%
Jo Jorgensen	1%
Howie Hawkins	*%
Kanye West	*%
Someone else	*%
I did not vote	5%
Unsure	*%

**44. [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>43%</b>
<b>VERY/SOMEWHAT LIBERAL</b>	<b>27%</b>
Very conservative	21%
Somewhat conservative	22%
Moderate	29%
Somewhat liberal	15%
Very liberal	12%
Unsure	1%

**45. [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
	1.	2.
	Yes	No
<b>Instagram</b>	53%	47%
<b>X (formerly Twitter)</b>	35%	65%
<b>Facebook</b>	83%	17%
<b>TikTok</b>	40%	60%
<b>LinkedIn</b>	29%	71%
<b>Reddit</b>	29%	71%

**46. [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	12%
Sometimes	26%
Rarely	28%
Never	33%

**47. [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	44%
CNN	38%
ABC News	36%
NBC News	35%
CBS News	31%
Your local paper, online or in print	23%
MSNBC	22%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	20%
Public radio or broadcast news, such as NPR or PBS	16%
Newsmax	10%
OAN	2%
Something else (Please specify)	8%
None of these	6%

**48. [QEmployment] What is your current employment status?**

Employed full-time	42%
Employed part-time	9%
Freelance, contract, or temporary work	3%
“Gig economy” work like ride shares, food delivery, or dog walking	*%
Unemployed and looking for work	6%
Stay-at-home parent or caregiver	5%
Full time student	2%
Retired	29%
Something else	4%
Prefer not to say	*%

**49. [QMilitaryHH] Has anyone in your household ever served in the United States military? [RANDOMIZE 1-2] [SELECT MULTIPLE]**

Yes, I have	9%
Yes, a member of my household has	14%
No	78%
Unsure	*%

**50. [QUnionHH] Are you or is anyone in your household a member of a labor union? [RANDOMIZE 1-2] [SELECT MULTIPLE]**

Yes, I am	6%
Yes, a member of my household is	5%
No	89%
Unsure	*%

**51. [QGunOwner] Do you or does anyone in your household own a firearm? [RANDOMIZE 1-2] [SELECT MULTIPLE]**

Yes, I do	27%
Yes, a member of my household does	16%
No	62%
Unsure	1%

<b>52. [QUrbanRural] How would you describe the area in which you live?</b>	
City	28%
Suburb near a city	45%
Small town not near a city	10%
Rural or country area	17%
<b>53. [QResidenceDuration] How long have you lived in the state where you currently live?</b>	
1 year or less	1%
2 years	2%
3 years	3%
4 years	2%
5 years or more	91%
<b>54. [QNativity] Where were you born? [RANDOMIZE 1-2]</b>	
In the United States	96%
In a foreign country	4%
Prefer not to say	-
<b>55. [QMarital] What is your current marital status?</b>	
Single, never married	30%
Married	46%
Separated	2%
Divorced	16%
Widowed	6%
Prefer not to say	*%
<b>56. [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%
Just Christian	22%
Roman Catholic	18%
Agnostic	5%
Atheist	4%
Jewish	3%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Muslim	1%
Buddhist	1%
Hindu	*%
Something else (Please specify)	4%
Nothing in particular	12%

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

<b>57. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?</b>	
	(n=938)
Yes, born-again or evangelical Christian	43%
No, not born-again or evangelical Christian	55%
Unsure	2%

**58. [QChurchOld] How often do you currently attend a religious service?**

At least once a week	25%
Once or twice a month	11%
A few times a year	15%
Usually just for religious holidays	13%
Never	33%
Prefer not to say	4%

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

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

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

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

Technology		5%
Sales		6%
Healthcare or the pharmaceutical industry		7%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		7%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		78%

**61. [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		1%

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

White		77%
Black or African American		13%
Hispanic or Latino		11%
Asian		5%
Native American or Alaska Native		1%
Native Hawaiian or Other Pacific Islander		1%
Other race or ethnicity		1%

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

High school or less		29%
Some college		20%
Associate degree		11%
Bachelor's degree		25%
Graduate degree		15%
Prefer not to say		*%

**64. [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%

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

States in the Northeast		17%
States in the Midwest		22%
States in the South		39%
States in the West		23%

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

Less than \$30,000 per year	22%
\$30,000 to \$49,999 per year	19%
\$50,000 to \$74,999 per year	19%
\$75,000 to \$99,999 per year	10%
\$100,000 to \$124,999 per year	7%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	7%
\$200,000 to \$249,999 per year	2%
\$250,000 or more per year	3%
Prefer not to say	1%

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

Yes	29%
No	71%
Prefer not to say	1%

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

Republican	39%
Democrat	39%
Independent	21%
Member of another party	*%
Unsure	1%

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

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

	(n=564)
Firmly a Republican	82%
Not firmly a Republican	18%

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

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

	(n=489)
Firmly a Democrat	79%
Not firmly a Democrat	21%

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

**71. [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=275)
Republicans	38%
Democrats	36%
Both equally often	16%
Unsure	10%

**[QPartyConsolidated] QPartyID and QPartyLeanView**

Total Republican+Republican-leaning Independents	47%
Total Democratic+Democratic-leaning Independents	47%
Total Independent	6%

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

**72. [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=670)
Supporter of Donald Trump	60%
Supporter of the Republican Party	36%
I don't support either one	3%
Unsure	1%

## METHODOLOGY

The October 2024 Echelon Insights Verified Voter Omnibus was fielded online from October 28-31, 2024 in English among a sample of N=1,328 voters in the Likely Electorate (LE) 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.

Respondents were asked to indicate their voting preferences in the 2024 presidential election. Those who had already voted were asked to select their candidate choice from a randomized list including candidates specific to their state ballot. Respondents who had not yet voted were asked who they would vote for if the election were held today. Those initially undecided were prompted with a follow-up to indicate a lean towards a candidate. On the head-to-head ballot, coding was applied to streamline responses into a final preference by classifying responses as "definitely" for the candidate selected.

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 +/- 3.1 percentage points.