



September 2024 Omnibus Topline - PUCK
Survey of N=1,005 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: September 23-25, 2024
Margin of Error: ± 3.7 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	63%
Right direction	28%
Unsure	9%

2. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-16]
3. [QIssues_SecondChoice] 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	26%	19%	45%
Jobs and the economy	14%	13%	27%
Immigration	14%	12%	26%
The state of democracy	10%	6%	16%
Abortion	6%	8%	14%
Political corruption	5%	8%	13%
The environment and climate change	4%	5%	9%
Healthcare	4%	6%	10%
Crime	4%	5%	9%
National security	2%	4%	6%
Gun rights	2%	3%	6%
Something else (Please specify)	2%	1%	3%
Infrastructure	1%	2%	2%
Education	1%	1%	2%
Taxes	1%	3%	4%
Drug abuse	1%	2%	3%
Race relations	1%	1%	3%
Unsure	1%	*%	1%

4. [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
Taylor Swift	50%	31%	25%	25%	18%	15%	16%	1%
Joe Rogan	30%	22%	11%	19%	28%	8%	14%	19%
Tim Walz	41%	33%	25%	17%	16%	8%	25%	9%
Kamala Harris	51%	47%	34%	17%	2%	7%	39%	-
The Democratic Party	48%	47%	25%	23%	5%	15%	32%	*%
JD Vance	35%	44%	17%	18%	16%	9%	34%	6%
Joe Biden	43%	54%	23%	20%	3%	12%	41%	-
The Republican Party	41%	53%	20%	21%	5%	20%	33%	*%
Donald Trump	42%	56%	29%	13%	2%	10%	46%	-
Laura Loomer	8%	22%	3%	6%	23%	4%	18%	46%

5. [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	55%
Strongly approve	21%
Somewhat approve	22%
Somewhat disapprove	12%
Strongly disapprove	43%
Unsure	2%

6. [QVPApproval] Do you approve or disapprove of the way Kamala Harris is handling her job as Vice President? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	49%
STRONGLY/SOMEWHAT DISAPPROVE	47%
Strongly approve	29%
Somewhat approve	20%
Somewhat disapprove	7%
Strongly disapprove	40%
Unsure	4%

7. [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	47%
STRONGLY/SOMEWHAT DISAPPROVE	51%
Strongly approve	31%
Somewhat approve	16%
Somewhat disapprove	9%
Strongly disapprove	42%
Unsure	2%

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

EXTREMELY/VERY MOTIVATED	87%
NOT VERY/NOT AT ALL MOTIVATED	5%
Extremely motivated	71%
Very motivated	15%
Somewhat motivated	8%
Not very motivated	3%
Not at all motivated	2%
Unsure	1%

9. [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	45%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	50%
Definitely the Republican candidate	34%
Probably the Republican candidate	10%
Lean, the Republican candidate	1%
Lean, the Democratic candidate	1%
Probably the Democratic candidate	7%
Definitely the Democratic candidate	42%
Unsure	4%

RANDOMIZE ORDER OF QTRUMPELECT AND QHARRISELECT

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

MEAN	4.59
0	43%
1	3%
2	2%
3	1%
4	2%
5	3%
6	1%
7	4%
8	4%
9	11%
10	27%

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

MEAN	4.92
0	41%
1	2%
2	2%
3	2%
4	1%
5	3%
6	1%
7	3%
8	3%
9	12%
10	30%

RANDOMIZE ORDER OF QTRUMPHARRIS AND QTRUMPHARRISFULL

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

DONALD TRUMP, DEFINITELY/PROBABLY/LEAN	45%
KAMALA HARRIS, DEFINITELY/PROBABLY/LEAN	52%
Donald Trump, definitely	37%
Donald Trump, probably	7%
Donald Trump, lean	1%
Kamala Harris, lean	1%
Kamala Harris, probably	6%
Kamala Harris, definitely	45%
Unsure	3%

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

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

Kamala Harris, the Democratic candidate	49%
Donald Trump, the Republican candidate	44%
Robert F. Kennedy, Jr., independent candidate	2%
Chase Oliver, the Libertarian candidate	1%
Jill Stein, Green Party candidate	*%
Cornel West, independent candidate	*%
Unsure	3%

14. [Q2024ExpectHarris] Who do you expect to win the 2024 Presidential election? [RANDOMIZE 1-2]

Kamala Harris	46%
Donald Trump	40%
Unsure	14%

RANDOMIZE ORDER OF QTRUMPINFOFLOW, QHARRISINFOFLOW

15. [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	32%
MUCH/A LITTLE MORE NEGATIVE	47%
Much more positive	23%
A little more positive	9%
A little more negative	9%
Much more negative	38%
No different	20%
Unsure	1%

16. [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]

MUCH/A LITTLE MORE POSITIVE	46%
MUCH/A LITTLE MORE NEGATIVE	35%
Much more positive	32%
A little more positive	15%
A little more negative	7%
Much more negative	28%
No different	17%
Unsure	1%

17. **[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 | 75% |
| Whether Trump or Harris wins really would not make a difference to me personally | 14% |
| Unsure | 11% |
18. **[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 | 30% |
| GETTING A LOT/LITTLE WORSE | 52% |
| Improving a lot | 9% |
| Improving a little | 21% |
| Staying the same | 16% |
| Getting a little worse | 24% |
| Getting a lot worse | 29% |
| Unsure | 2% |
19. **[QDebateWatch] Did you watch the presidential debate on September 10th? [RANDOMIZE 1-2]**
- | | |
|--------|-----|
| Yes | 74% |
| No | 25% |
| Unsure | 2% |
- [If QDebateWatch = 1. Yes, ask]*
20. **[QDebateWin] Which candidate do you believe performed better in the debate? [RANDOMIZE 1-2]**
- | | |
|---------------|---------|
| | (n=732) |
| Kamala Harris | 61% |
| Donald Trump | 33% |
| Unsure | 7% |
21. **[QSecondDebate] Do you want Donald Trump and Kamala Harris to participate in another presidential debate prior to the election? [RANDOMIZE 1-2]**
- | | |
|--------|-----|
| Yes | 59% |
| No | 27% |
| Unsure | 14% |
22. **[QVotePlan] How do you plan to cast your ballot in the November 2024 general election? [RANDOMIZE 1-3]**
- | | |
|--|-----|
| I plan to vote on Election Day, in person at a polling place | 44% |
| I plan to vote by mail or absentee ballot | 30% |
| I plan to vote early in person | 23% |
| I don't plan to vote | 1% |
| Unsure | 2% |
23. **[QVoteMethod] What method do you believe your neighbors are using to vote in the 2024 presidential election? [RANDOMIZE 1-3]**
- | | |
|--|-----|
| Voting on Election Day, in person at a polling place | 41% |
| Voting by mail or absentee ballot | 17% |
| Voting early in person | 15% |
| I don't think they will be voting | 2% |
| Unsure | 26% |

24. [QMailParty] Which party do you more strongly associate with early and mail-in voting?

[RANDOMIZE 1-2]

The Democratic Party	57%
The Republican Party	25%
Unsure	18%

25. [QMailOpinion] Should mail-in voting — as opposed to in-person voting — become more or less common? [ROTATE SCALE 1-5, 5-1]

MUCH/A LITTLE MORE COMMON	35%
MUCH/A LITTLE LESS COMMON	32%
Much more common	22%
A little more common	13%
It is currently at the right level	27%
A little less common	10%
Much less common	22%
Unsure	7%

26. [QTrumpHarrisStability] Do you think things in the United States will be more stable if...

[ROTATE SCALE 1-4, 4-1]

TRUMP WINS, DEFINITELY/PROBABLY	43%
HARRIS WINS, DEFINITELY/PROBABLY	48%
Trump wins, definitely	31%
Trump wins, probably	11%
Harris wins, probably	12%
Harris wins, definitely	37%
Unsure	9%

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
Keeping the country safe	46%	46%	38%	9%	6%	11%	35%	2%
Making our economy work better	47%	48%	37%	10%	4%	13%	35%	1%
Being competent and effective	42%	50%	33%	9%	6%	10%	40%	2%
Protecting my rights and freedoms	40%	52%	32%	8%	6%	10%	42%	2%

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
Gets things done	46%	47%	37%	9%	6%	11%	36%	1%
A strong leader	45%	46%	37%	8%	7%	10%	36%	2%
Good at managing a crisis	45%	46%	36%	8%	6%	12%	35%	3%
Can bring about needed change	42%	48%	34%	8%	7%	11%	38%	2%
Cares about people like me	37%	51%	28%	8%	10%	10%	41%	2%
Honest and trustworthy	34%	49%	24%	10%	14%	9%	40%	3%
Normal	32%	51%	23%	9%	14%	10%	42%	2%
Has the right temperament	34%	54%	25%	9%	10%	10%	43%	2%

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
Immigration and border security	51%	41%	41%	10%	6%	9%	31%	3%
Crime and safety	45%	45%	37%	8%	9%	10%	35%	1%
Foreign policy	45%	46%	36%	9%	7%	12%	34%	2%
Jobs and the economy	45%	47%	37%	9%	6%	11%	36%	1%
Inflation and the cost of living	45%	48%	36%	9%	5%	12%	36%	2%
The state of democracy	37%	51%	29%	8%	9%	10%	41%	3%
Social Security and Medicare	38%	53%	28%	10%	8%	10%	43%	2%
Healthcare	36%	55%	27%	9%	6%	13%	42%	2%
Abortion	30%	58%	23%	6%	10%	13%	45%	3%

34. [QBillsHate] Which of your bills do you least enjoy paying? [RANDOMIZE 1-6]

Mortgage or rent	25%
Groceries	19%
Insurance	19%
Utilities	18%
Gas	8%
Cell phone	6%
Something else (please specify)	3%
Unsure	3%

35. [QBest Battery] Between [ROTATE TO MATCH ANSWER OPTION ORDER] Kamala Harris and Donald Trump, who do you think would perform better in terms of... [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE ITEM ORDER] [RANDOMIZE 1-2]

1. Kamala Harris 2. Donald Trump 3. Unsure

	1. Kamala Harris	2. Donald Trump	3. Unsure
Karaoke	52%	19%	29%
House sitting for you over a long weekend	55%	27%	18%
CPR	52%	24%	24%
Creating a road trip playlist	51%	27%	23%
Building Ikea furniture	42%	30%	28%
Solving an escape room	47%	36%	18%
The TV show 'Family Feud'	44%	38%	18%
Managing a fantasy football team	29%	44%	27%
Having a poker face	34%	50%	16%
The board game 'Monopoly'	33%	51%	15%

36. [QPoIViolencePartisan] Do you believe political violence is a bigger problem on the political right or the political left? [RANDOMIZE 1-2]

The political right	31%
The political left	25%
It's an equal problem for both sides	35%
Unsure	9%

37. [QPuck_AssassinationHeard] Have you seen, read, or heard anything about a second assassination attempt against Donald Trump? [RANDOMIZE 1-2]

Yes	85%
No	13%
Unsure	3%

[If QAssassinationHeard = 1. Yes, ask]

38. [QPuck_AssassinationMore] Have you seen, read, or heard more or less about the second assassination attempt than the first one? [ROTATE SCALE 1-5, 5-1]

	(n=840)
A LOT/LITTLE MORE	16%
A LOT/LITTLE LESS	50%
A lot more	7%
A little more	9%
The same amount	32%
A little less	26%
A lot less	24%
Unsure	2%

39. [QPuckHarrisPlanOE] Name one of Kamala Harris's specific policy proposals. If you do not know of any, just say so. [OPEN END]

Abortion rights	21%
Homebuyer credit	9%
Help the middle class	3%
Medicare for all	3%
Tax credit for small businesses	2%
Child tax credit and childcare assistance	2%
Affordable housing	2%
Other	23%
Don't know	37%

40. [QPuckTrumpPlanOE] Name one of Donald Trump's specific policy proposals. If you do not know of any, just say so. [OPEN END]

Deportations	16%
Build a wall/Secure border	15%
Abortion ban	7%
General immigration	7%
No tax on tips, overtime, social security	6%
Tax cuts	4%
Project 2025	4%
Tariffs	3%
Drilling/energy independence	2%
Other	11%
Don't know	26%

41. [QPuckEatDogsHeard] Have you heard about the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them? [RANDOMIZE 1-2]

Yes	79%
No	17%
Unsure	4%

[If QPuckEatDogsHeard = 1. Yes, ask]

42. [QPuckEatDogsBelieve] Do you think the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them is true? [ROTATE SCALE 1-4, 4-1]

	(n=790)
DEFINITELY/PROBABLY YES	29%
DEFINITELY/PROBABLY NO	59%
Definitely yes	11%
Probably yes	18%
Probably no	12%
Definitely no	47%
Unsure	12%

BARSTOOL AND TAYLOR SWIFT

43. [QSwiftEndorsementHeard] Have you seen, read, or heard anything about Taylor Swift’s endorsement of Kamala Harris? [RANDOMIZE 1-2]

Yes	73%
No	23%
Unsure	3%

44. [QHeardTrump] Have you heard from Donald Trump or JD Vance on any of the following platforms? Select all that apply. [RANDOMIZE 1-7] [ALLOW MULTIPLE]

TV or online coverage of a rally	47%
TV interviews	46%
TV ads from the campaign	46%
Online ads from the campaign	28%
Emails from the campaign	16%
Texts from the campaign	15%
Podcast interviews	13%
None of these	21%

45. [QHeardHarris] Have you heard from Kamala Harris or Tim Walz on any of the following platforms? Select all that apply. [RANDOMIZE 1-7] [ALLOW MULTIPLE]

TV ads from the campaign	51%
TV or online coverage of a rally	38%
TV interviews	37%
Online ads from the campaign	33%
Texts from the campaign	17%
Emails from the campaign	16%
Podcast interviews	8%
None of these	24%

46. [QFan Battery] To what extent would you say you’re a fan of: [RANDOMIZE SCALE 1-4, 4-1] [RANDOMIZE ITEM ORDER] [DISPLAY AS GRID 3 PER PAGE]

	1. A huge fan	2. A fan	3. Somewhat of a fan	4. Not a fan	5. Never heard of
			3.		5.
		1.	Somewhat of	4.	Never heard
	A huge fan	A fan	a fan	Not a fan	of
Kamala Harris	25%	15%	13%	46%	*%
Donald Trump	23%	13%	10%	53%	1%
Taylor Swift	12%	16%	25%	46%	1%

47. [QXBarstool] Select all that apply to you from the following interests or descriptions:

[RANDOMIZE 1-6] [ALLOW MULTIPLE]

Reads Barstool Sports or follows Dave Portnoy on social media	10%
Follows Elon Musk's posts on X (formerly Twitter)	16%
Listens to Joe Rogan's podcast	16%
Follows or watches UFC or mixed martial arts	16%
Buys, sells, owns, or trades cryptocurrency	12%
Follows comedians such as Theo Von or Shane Gillis	12%
Pro wrestling	11%
None of these	57%

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

Republican	38%
Democrat	39%
Independent	20%
Member of another party	1%
Unsure	2%

[IF QPartyID = 1. Republican, ASK]

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

	(n=331)
Firmly a Republican	72%
Not firmly a Republican	28%

[IF QPartyID = 2. Democrat, ASK]

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

	(n=428)
Firmly a Democrat	81%
Not firmly a Democrat	19%

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

51. [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=246)
Republicans	35%
Democrats	34%
Both equally often	18%
Unsure	13%

[QPartyConsolidated] QPartyID and QPartyLeanView

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

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

52. [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=400)
Supporter of Donald Trump	52%
Supporter of the Republican Party	41%
I don't support either one	5%
Unsure	3%

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

Donald Trump	42%
Joe Biden	46%
Jo Jorgensen	1%
Howie Hawkins	*%
Kanye West	*%
Someone else	1%
I did not vote	9%
Unsure	2%

54. [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	15%
Somewhat conservative	21%
Moderate	32%
Somewhat liberal	16%
Very liberal	12%
Unsure	3%

55. [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. Yes 2. No
Facebook	82%	18%
Instagram	49%	51%
TikTok	37%	63%
X (formerly Twitter)	34%	66%
LinkedIn	30%	70%
Reddit	26%	74%

56. [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	10%
Sometimes	23%
Rarely	29%
Never	38%

57. [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	51%
Fox News	38%
ABC News	37%
CNN	36%
NBC News	35%
CBS News	33%
MSNBC	23%
Your local paper, online or in print	23%
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	2%
Something else (Please specify)	6%
None of these	9%

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

Employed full-time	37%
Employed part-time	8%
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	*%

59. [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	13%
No	78%
Unsure	*%

60. [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	88%
Unsure	1%

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

Yes, I do	25%
Yes, a member of my household does	15%
No	64%
Unsure	1%

62. [QUrbanRural] How would you describe the area in which you live?	
City	26%
Suburb near a city	47%
Small town not near a city	9%
Rural or country area	19%
63. [QResidenceDuration] How long have you lived in the state where you currently live?	
1 year or less	1%
2 years	3%
3 years	4%
4 years	3%
5 years or more	89%
64. [QNativity] Where were you born? [RANDOMIZE 1-2]	
In the United States	94%
In a foreign country	6%
Prefer not to say	*%
65. [QMarital] What is your current marital status?	
Single, never married	30%
Married	48%
Separated	2%
Divorced	14%
Widowed	6%
Prefer not to say	-
66. [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)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Just Christian	19%
Jewish	3%
Muslim	1%
Buddhist	1%
Hindu	1%
Atheist	4%
Agnostic	4%
Something else (Please specify)	5%
Nothing in particular	16%

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

67. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?	
	(n=642)
Yes, born-again or evangelical Christian	38%
No, not born-again or evangelical Christian	59%
Unsure	3%

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

At least once a week	24%
Once or twice a month	9%
A few times a year	13%
Usually just for religious holidays	14%
Never	35%
Prefer not to say	5%

CORE: SCREENER MODULE (ASKED AT BEGINNING OF SURVEY)

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

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

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

Technology		4%
Sales		5%
Healthcare or the pharmaceutical industry		9%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		6%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		78%

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

Man		46%
Woman		54%
In some other way		*%

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

White		76%
Black or African American		13%
Hispanic or Latino		11%
Asian		5%
Native American or Alaska Native		2%
Native Hawaiian or Other Pacific Islander		1%
Other race or ethnicity		1%

72. [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		-

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

18-34		22%
35-49		22%
50-64		27%
65+		29%

74. [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%

75. [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	20%
\$50,000 to \$74,999 per year	18%
\$75,000 to \$99,999 per year	8%
\$100,000 to \$124,999 per year	6%
\$125,000 to \$149,999 per year	11%
\$150,000 to \$199,999 per year	8%
\$200,000 to \$249,999 per year	4%
\$250,000 or more per year	3%
Prefer not to say	1%

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

Yes	28%
No	72%
Prefer not to say	*%

METHODOLOGY

The September 2024 Echelon Insights Verified Voter Omnibus was fielded online from August 23-25, 2024 in English among a sample of N=1,005 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 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 +/- 3.7 percentage points.