



December 2023 Omnibus Topline - EXTERNAL
Survey of N=1012 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: December 12-16, 2023
Margin of Error: +/- 4.1 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	68%
Right direction	22%
Unsure	10%

2. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]

	1st Choice	2nd Choice	Combined Choice
Cost of living	21%	18%	39%
Political corruption	16%	9%	25%
Jobs and the economy	13%	11%	24%
Immigration	12%	9%	21%
The environment and climate change	5%	6%	11%
Abortion	5%	6%	11%
National security	4%	5%	9%
Healthcare	4%	6%	10%
Crime	4%	7%	11%
Gun rights	3%	6%	9%
Education	2%	3%	5%
Race relations	2%	3%	5%
Taxes	1%	4%	5%
Drug abuse	1%	2%	3%
Infrastructure	*%	2%	2%
Something else (please specify)	5%	2%	7%
Unsure	1%	1%	1%

3. [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	23%
GETTING A LOT/LITTLE WORSE	56%
Improving a lot	6%
Improving a little	17%
Staying the same	19%
Getting a little worse	24%
Getting a lot worse	32%
Unsure	2%

4. **[Favorability 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]**

	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
Travis Kelce	39%	10%	18%	21%	22%	5%	5%	28%
Patrick Mahomes	41%	13%	18%	23%	25%	7%	5%	21%
Shohei Ohtani	22%	5%	11%	11%	19%	2%	2%	54%
Harvard University	41%	32%	15%	25%	25%	14%	17%	2%
Robert F. Kennedy Jr.	38%	34%	9%	29%	26%	16%	18%	3%
Nikki Haley	32%	34%	9%	23%	18%	16%	18%	15%
Mike Johnson	20%	25%	7%	13%	19%	8%	18%	35%
Vivek Ramaswamy	28%	35%	8%	19%	17%	11%	24%	21%
The Democratic Party	44%	51%	18%	26%	5%	16%	35%	*%
The Republican Party	42%	52%	15%	27%	5%	18%	34%	*%
Donald Trump	44%	55%	27%	16%	2%	7%	48%	*%
Gavin Newsom	24%	36%	10%	14%	19%	10%	26%	21%
Kamala Harris	40%	54%	15%	25%	5%	12%	42%	1%
Joe Biden	42%	56%	18%	24%	2%	15%	41%	-
Ron DeSantis	33%	49%	12%	21%	12%	13%	36%	6%
Chris Christie	22%	51%	3%	20%	17%	28%	23%	9%

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	41%
STRONGLY/SOMEWHAT DISAPPROVE	58%
Strongly approve	16%
Somewhat approve	24%
Somewhat disapprove	15%
Strongly disapprove	43%
Unsure	1%

[RANDOMIZE ORDER OF QAPPROVALECONOMIC, QAPPROVALIMMIGRATION, QAPPROVALFOREIGN]

6. **[QApprovalEconomic] Do you approve or disapprove of the way Joe Biden is handling the U.S. economy? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	37%
STRONGLY/SOMEWHAT DISAPPROVE	59%
Strongly approve	15%
Somewhat approve	22%
Somewhat disapprove	15%
Strongly disapprove	43%
Unsure	4%

7. **[QApprovalImmigration] Do you approve or disapprove of the way Joe Biden is handling immigration? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|------------------------------|-----|
| STRONGLY/SOMEWHAT APPROVE | 32% |
| STRONGLY/SOMEWHAT DISAPPROVE | 61% |
| Strongly approve | 9% |
| Somewhat approve | 22% |
| Somewhat disapprove | 14% |
| Strongly disapprove | 47% |
| Unsure | 8% |
8. **[QApprovalForeign] Do you approve or disapprove of the way Joe Biden is handling foreign policy? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|------------------------------|-----|
| STRONGLY/SOMEWHAT APPROVE | 38% |
| STRONGLY/SOMEWHAT DISAPPROVE | 57% |
| Strongly approve | 15% |
| Somewhat approve | 23% |
| Somewhat disapprove | 14% |
| Strongly disapprove | 42% |
| Unsure | 5% |
9. **[QApprovalIsrael] Do you approve or disapprove of the way Joe Biden is handling the Israel-Hamas war? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|------------------------------|-----|
| STRONGLY/SOMEWHAT APPROVE | 31% |
| STRONGLY/SOMEWHAT DISAPPROVE | 58% |
| Strongly approve | 11% |
| Somewhat approve | 21% |
| Somewhat disapprove | 23% |
| Strongly disapprove | 35% |
| Unsure | 11% |

10. [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]

1. Definitely the Republican candidate
2. Probably the Republican candidate
3. Probably the Democratic candidate
4. Definitely the Democratic candidate
5. Unsure

IF UNSURE [QGENERICCONGRESSIONAL = 5], ASK:

11. [QGenericCongressionalLeaner] And if you had to choose today, would you vote for [ROTATE TO MATCH ANSWER OPTION ORDER] the Republican candidate or the Democratic candidate? [RANDOMIZE 1-2]

1. The Republican candidate
2. The Democratic candidate
3. Unsure

COMBINED RESULTS: QGenericCongressional + QGenericCongressionalLeaner

TOTAL REPUBLICAN	47%
TOTAL DEMOCRAT	47%
Definitely the Republican candidate	33%
Probably the Republican candidate	12%
<i>Initially unsure, then chose the Republican candidate</i>	1%
<i>Initially unsure, then chose the Democratic candidate</i>	1%
Probably the Democratic candidate	15%
Definitely the Democratic candidate	31%
Unsure	6%

12. [QBiden2024] Would you like to see Joe Biden run for President in 2024? [RANDOMIZE 1-2]

Yes	28%
No	60%
Unsure	13%

13. [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	80%
Whether Trump or Biden wins really would not make a difference to me personally	10%
Unsure	10%

14. [QMotivation2024] How motivated are you to vote in the 2024 presidential election? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY MOTIVATED	84%
NOT AT ALL/VERY MOTIVATED	5%
Extremely motivated	70%
Very motivated	14%
Somewhat motivated	10%
Not very motivated	3%
Not at all motivated	2%
Unsure	1%

15. [QTrumpElect] On a scale of 0 to 10, where a 0 means you definitely will not vote for Donald Trump in 2024 and a 10 means you definitely will vote for Donald Trump in 2024, how likely are you to vote to elect Donald Trump?

MEAN	4.26
0	49%
1	1%
2	2%
3	1%
4	1%
5	4%
6	3%
7	3%
8	4%
9	4%
10	29%

16. [QBidenReelect] On a scale of 0 to 10, where a 0 means you definitely will not vote for Joe Biden in 2024 and a 10 means you definitely will vote for Joe Biden in 2024, how likely are you to vote to re-elect Joe Biden?

MEAN	4.17
0	46%
1	2%
2	1%
3	1%
4	4%
5	7%
6	3%
7	3%
8	5%
9	5%
10	24%

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

1. Donald Trump, definitely
2. Donald Trump, probably
3. Joe Biden, probably
4. Joe Biden, definitely
5. Unsure

IF UNSURE [QTRUMPBIDEN = 5], ASK:

18. [QTrumpBidenLeaner] And if you had to choose today, would you vote for [ROTATE TO MATCH ANSWER OPTION ORDER] Donald Trump or Joe Biden? [RANDOMIZE 1-2]

1. Donald Trump
2. Joe Biden
3. Unsure

COMBINED RESULTS: QTrumpBiden + QTrumpBidenLeaner

DONALD TRUMP TOTAL	47%
JOE BIDEN TOTAL	48%
Donald Trump, definitely	37%
Donald Trump, probably	9%
<i>Initially unsure, then chose Donald Trump</i>	*%
<i>Initially unsure, then chose Joe Biden</i>	1%
Joe Biden, probably	10%
Joe Biden, definitely	37%
Unsure	5%

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

1. Ron DeSantis, definitely
2. Ron DeSantis, probably
3. Joe Biden, probably
4. Joe Biden, definitely
5. Unsure

IF UNSURE [QDESANTISBIDEN = 5], ASK:

20. [QDeSantisBidenLeaner] And if you had to choose today, would you vote for [ROTATE TO MATCH ANSWER OPTION ORDER] Ron DeSantis or Joe Biden? [RANDOMIZE 1-2]

1. Ron DeSantis
2. Joe Biden
3. Unsure

COMBINED RESULTS: QDeSantisBiden + QDeSantisBidenLeaner

RON DESANTIS TOTAL	45%
JOE BIDEN TOTAL	46%
Ron DeSantis, definitely	25%
Ron DeSantis, probably	17%
<i>Initially unsure, then chose Ron DeSantis</i>	3%
<i>Initially unsure, then chose Joe Biden</i>	1%
Joe Biden, probably	10%
Joe Biden, definitely	35%
Unsure	9%

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

1. Nikki Haley, definitely
2. Nikki Haley, probably
3. Joe Biden, probably
4. Joe Biden, definitely
5. Unsure

IF UNSURE [QHALEYBIDEN = 5], ASK:

22. [QHaleyBidenLeaner] And if you had to choose today, would you vote for [ROTATE TO
MATCH ANSWER OPTION ORDER] Nikki Haley or Joe Biden? [RANDOMIZE 1-2]

1. Nikki Haley
2. Joe Biden
3. Unsure

COMBINED RESULTS: QHaleyBiden + QHaleyBidenLeaner

NIKKI HALEY TOTAL	45%
JOE BIDEN TOTAL	41%
Nikki Haley, definitely	21%
Nikki Haley, probably	19%
<i>Initially unsure, then chose Nikki Haley</i>	5%
<i>Initially unsure, then chose Joe Biden</i>	1%
Joe Biden, probably	11%
Joe Biden, definitely	30%
Unsure	13%

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

1. Donald Trump, the Republican candidate
2. Joe Biden, the Democratic candidate
3. Mark Cuban, Independent candidate
4. Robert F. Kennedy, Jr., Independent candidate
5. Jill Stein, Green Party candidate
6. Cornel West, Independent candidate
7. Unsure

IF UNSURE [QTRUMPBIDENFULL = 7], ASK:

24. [QTrumpBidenFullLeaner] And if you had to choose today, which of the following candidates would you vote for? [RANDOMIZE 1-6]

1. Donald Trump, the Republican candidate
2. Joe Biden, the Democratic candidate
3. Mark Cuban, Independent candidate
4. Robert F. Kennedy, Jr., Independent candidate
5. Jill Stein, Green Party candidate
6. Cornel West, Independent candidate
7. Unsure

COMBINED RESULTS: QTrumpBidenFull + QTrumpBidenFullLeaner

Donald Trump, the Republican candidate	41%
Joe Biden, the Democratic candidate	36%
Robert F. Kennedy, Jr., Independent candidate	9%
Mark Cuban, Independent candidate	4%
Jill Stein, Green Party candidate	1%
Cornel West, Independent candidate	1%
Unsure	8%

25. [QParty] Regardless of how you typically vote, would you say you consider yourself a ... ? [RANDOMIZE SCALE 1-5, 5-1]

STRONG/NOT VERY STRONG REPUBLICAN	38%
STRONG/NOT VERY STRONG DEMOCRAT	37%
Strong Republican	25%
Not very strong Republican	13%
Independent	22%
Not very strong Democrat	12%
Strong Democrat	25%
A member of another party	1%
Unsure	2%

IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE [QPARTY = 3,6,7], ASK:

26. [QPartyLean] Which of the following statements would you say best describes you? [RANDOMIZE SCALE 1-4, 4-1]

	(n=282)
TOTAL REPUBLICAN	34%
TOTAL DEMOCRAT	35%
I almost always vote for Republican candidates	12%
I vote for Republicans more often than I vote for Democrats	22%
I vote for Democrats more often than I vote for Republicans	23%
I almost always vote for Democratic candidates	12%
I vote equally for Democrats and Republicans	20%
Unsure	11%

[QPartyConsolidated]: QParty + QPartyLean

Total Republican+Republican- leaning Independents	46%
Total Democratic+Democratic- leaning Independents	46%
Total Independent	8%

IF STRONG DEMOCRAT OR NOT VERY STRONG DEMOCRAT [QPARTY = 4-5] OR ALMOST ALWAYS DEMOCRAT OR DEMOCRAT MORE THAN REPUBLICAN [QPARTYLEAN = 3-4], ASK:

27. [Q2024DemVtik] What are the chances you'll vote in your state's 2024 Democratic presidential primary? [RANDOMIZE SCALE 1-4, 4-1]

	(n=449)
DEFINITELY/PROBABLY VOTE	86%
50-50 CHANCE/WILL NOT VOTE	12%
Definitely vote	71%
Probably vote	14%
50-50 chance	9%
Will not vote	3%
Unsure	2%

IF STRONG DEMOCRAT OR NOT VERY STRONG DEMOCRAT [QPARTY = 4-5] OR ALMOST ALWAYS DEMOCRAT OR DEMOCRAT MORE THAN REPUBLICAN [QPARTYLEAN = 3-4], ASK:

28. [Q2024DemBiden] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]

	(n=449)
DEFINITELY/PROBABLY BIDEN	63%
DEFINITELY/PROBABLY A DIFFERENT CANDIDATE	28%
Joe Biden, definitely	47%
Joe Biden, probably	16%
A different Democratic candidate, probably	16%
A different Democratic candidate, definitely	11%
Unsure	9%

IF STRONG DEMOCRAT OR NOT VERY STRONG DEMOCRAT [QPARTY = 4-5] OR ALMOST ALWAYS DEMOCRAT OR DEMOCRAT MORE THAN REPUBLICAN [QPARTYLEAN = 3-4], ASK:

29. [Q2024DemPrimary] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote? [RANDOMIZE 1-3]

	(n=449)
Joe Biden	65%
Marianne Williamson	8%
Dean Phillips	2%
Someone else (Please specify)	8%
Unsure	17%

IF STRONG REPUBLICAN OR NOT VERY STRONG REPUBLICAN [QPARTY = 1-2] OR ALMOST ALWAYS REPUBLICAN OR REPUBLICAN MORE THAN DEMOCRAT [QPARTYLEAN = 1-2], ASK:

30. [Q2024GOPVtik] What are the chances you'll vote in your state's 2024 Republican presidential primary? [RANDOMIZE SCALE 1-4, 4-1]

	(n=443)
DEFINITELY/PROBABLY VOTE	90%
50-50 CHANCE/WILL NOT VOTE	9%
Definitely vote	79%
Probably vote	11%
50-50 chance	6%
Will not vote	3%
Unsure	1%

IF STRONG REPUBLICAN OR NOT VERY STRONG REPUBLICAN [QPARTY = 1-2] OR ALMOST ALWAYS REPUBLICAN OR REPUBLICAN MORE THAN DEMOCRAT [QPARTYLEAN = 1-2], ASK:

31. [QGOPPrimaryAttention] In the past three months, how much attention have you been paying to the 2024 Republican presidential primary? [RANDOMIZE SCALE 4-1, 1-4]

	(n=443)
A LOT OF/SOME ATTENTION	72%
ONLY A LITTLE ATTENTION/NO ATTENTION AT ALL	28%
A lot of attention	34%
Some attention	37%
Only a little attention	21%
No attention at all	7%
Unsure	*%

IF PAYING ONLY A LITTLE OR NO ATTENTION AT ALL [QGOPPRIMARYATTENTION = 3,4], ASK:

32. [QGOPPrimaryAttentionWhy] You indicated that you have been paying [INSERT QGOPPrimaryAttention answer] to the 2024 Republican presidential primary. Why would you say that is? [RANDOMIZE 1-7]

	(n=127)
It's too early	26%
I'm tired of politics	26%
I don't see enough information or media coverage about the primary	15%
I'm not interested in any of the candidates	8%
I usually don't pay attention to the Republican presidential primary	6%
I don't think my vote is very important	5%
I don't think it's competitive	4%
Unsure	10%

IF STRONG REPUBLICAN OR NOT VERY STRONG REPUBLICAN [QPARTY = 1-2] OR ALMOST ALWAYS REPUBLICAN OR REPUBLICAN MORE THAN DEMOCRAT [QPARTYLEAN = 1-2], ASK:

33. [Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-7]

	(n=443)
Donald Trump	70%
Nikki Haley	10%
Ron DeSantis	9%
Vivek Ramaswamy	5%
Chris Christie	1%
Asa Hutchinson	*%
Someone else (Please specify)	*%
Unsure	5%

IF STRONG REPUBLICAN OR NOT VERY STRONG REPUBLICAN [QPARTY = 1-2] OR ALMOST ALWAYS REPUBLICAN OR REPUBLICAN MORE THAN DEMOCRAT [QPARTYLEAN = 1-2], ASK:

34. [Q2024GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like. [SELECT MULTIPLE] [RANDOMIZE 1-7]

Donald Trump	80%
Ron DeSantis	45%
Nikki Haley	35%
Vivek Ramaswamy	26%
Chris Christie	9%
Asa Hutchinson	3%
Someone else (Please specify)	1%
Unsure	4%

IF STRONG REPUBLICAN OR NOT VERY STRONG REPUBLICAN [QPARTY = 1-2] OR ALMOST ALWAYS REPUBLICAN OR REPUBLICAN MORE THAN DEMOCRAT [QPARTYLEAN = 1-2], ASK:

35. [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=443)
Supporter of Donald Trump	48%
Supporter of the Republican Party	48%
I don't support either one	2%
Unsure	2%

IF STRONG REPUBLICAN OR NOT VERY STRONG REPUBLICAN [QPARTY = 1-2] OR ALMOST ALWAYS REPUBLICAN OR REPUBLICAN MORE THAN DEMOCRAT [QPARTYLEAN = 1-2], ASK:

36. [QTrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]

	(n=443)
DEFINITELY/PROBABLY TRUMP	74%
DEFINITELY/PROBABLY DESANTIS	19%
Donald Trump, definitely	58%
Donald Trump, probably	16%
Ron DeSantis, probably	10%
Ron DeSantis, definitely	9%
Unsure	7%

IF STRONG REPUBLICAN OR NOT VERY STRONG REPUBLICAN [QPARTY = 1-2] OR ALMOST ALWAYS REPUBLICAN OR REPUBLICAN MORE THAN DEMOCRAT [QPARTYLEAN = 1-2], ASK:

37. [QTrumpHaley] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]

	(n=443)
DEFINITELY/PROBABLY TRUMP	76%
DEFINITELY/PROBABLY HALEY	20%
Donald Trump, definitely	61%
Donald Trump, probably	14%
Nikki Haley, probably	8%
Nikki Haley, definitely	11%
Unsure	5%

ASK ALL:

38. [QDeSantisNewsomDebate] Did you watch the debate between Governor Ron DeSantis and Governor Gavin Newsom on November 30th? [RANDOMIZE 1-2]

Yes, I watched the debate or parts of it after it aired	21%
Yes, I watched the debate live	13%
No, I did not watch the debate	66%

IF WATCHED DEBATE LIVE OR PARTS OF IT AFTER IT AIRED [QDESANTISNEWSOMDEBATE = 1,2], ASK:

39. [QGOPDebateView] Who do you think won the debate? [RANDOMIZE 1-2]

	(n=312)
Ron DeSantis	46%
Gavin Newsom	33%
Neither won	21%

ASK ALL:

40. [QXIsraelSideWith] In the current conflict in the Middle East, do you side more with... [RANDOMIZE 1-2]

Israel	54%
The Palestinians in Gaza and the West Bank	11%
Unsure	35%

41. [QXIsraelCivilians] Who do you think is mostly responsible for any civilian casualties in the Gaza Strip? [RANDOMIZE 1-2]

Hamas	55%
Israel	19%
Unsure	26%

42. [QXIsraelCeasefire] Which course of action do you think the U.S. should be taking in the Israel-Hamas war? [RANDOMIZE 1-2]

The U.S. should be calling for a ceasefire between Israel and Hamas and advocating for humanitarian aid to civilians in Gaza	42%
The U.S. should be supporting Israel to defeat Hamas	39%
Unsure	19%

- 43. [QXTwoStateSolution] Would you support or oppose a resolution in which an independent Palestinian state existed alongside an independent state of Israel? [RANDOMIZE 1-2]**
- | | |
|---------|-----|
| Support | 46% |
| Oppose | 15% |
| Unsure | 39% |
- 44. [QIsraelPartySupport] Which political party do you think more strongly supports Israel? [RANDOMIZE 1-3, 3-1]**
- | | |
|-------------------------------------|-----|
| The Republican Party | 32% |
| The Democratic Party | 26% |
| Both parties support Israel equally | 19% |
| Unsure | 22% |
- 45. [QPalestinianPartySupport] Which political party do you think more strongly supports the Palestinians? [RANDOMIZE 1-3, 3-1]**
- | | |
|---|-----|
| The Democratic Party | 39% |
| Both parties support the Palestinians equally | 11% |
| The Republican Party | 10% |
| Unsure | 40% |
- 46. [QXEndowments] Would you support or oppose legislation that taxes the endowments of private universities? [RANDOMIZE 1-4, 4-1]**
- | | |
|---------------------------|-----|
| STRONGLY/SOMEWHAT SUPPORT | 49% |
| STRONGLY/SOMEWHAT OPPOSE | 20% |
| Somewhat support | 26% |
| Strongly support | 23% |
| Somewhat oppose | 11% |
| Strongly oppose | 8% |
| Unsure | 32% |
- 47. [QAIRegulation] When it comes to government regulation of artificial intelligence, which of the following statements do you agree with more? [RANDOMIZE 1-2]**
- | | |
|--|-----|
| Government regulation of artificial intelligence is necessary to protect the public interest | 56% |
| Government regulation of artificial intelligence could do more harm than good for a new industry | 23% |
| Unsure | 21% |
- 48. [QDefenseIndustry] Do you think America's defense industries do a good or bad job of keeping Americans safe?**
- | | |
|----------|-----|
| Good job | 61% |
| Bad job | 18% |
| Unsure | 21% |

49. [Inflation Items Battery] How do you perceive the cost and the stress on your household budget when it comes to paying for the following items? [DISPLAY AS GRID, 3 PER PAGE] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

	1. Rising out of control	2. Rising but manageable	3. I haven't noticed a change in the cost	4. Getting lower	5. Unsure/Does not apply
	1. Rising out of control	2. Rising but manageable	3. I haven't noticed a change in the cost	4. Getting lower	5. Unsure / Does not apply
Groceries	57%	33%	5%	3%	1%
Healthcare	45%	27%	19%	3%	7%
Interest on credit cards or personal loans	45%	23%	15%	1%	16%
Utilities	44%	38%	13%	1%	3%
Mortgage or rent	42%	20%	20%	1%	16%
Gasoline	37%	30%	8%	19%	7%
Auto payments	31%	18%	19%	2%	30%

50. [QSantaBelieve] At what age did you stop believing in Santa?

Under 2 years old	*%
2 - 3 years old	1%
4 - 5 years old	12%
6 -7 years old	20%
8 - 9 years old	20%
10+ years old	21%
I've never believed in Santa	7%
I still believe in Santa	9%
Unsure	9%

51. [QSantaRuined] What was it that caused you to stop believing in Santa? [RANDOMIZE 1-7]

Other children at school or outside the home told me	16%
A parent or adult relative told me	15%
A sibling or non adult relative told me	12%
I caught a parent or adult relative putting out gifts or eating snacks left for Santa	10%
I found gifts from Santa hidden in my home before Christmas	9%
I found out through film or television	4%
An experience with someone playing Santa, like a Santa at the mall	3%
I don't remember / something else	32%

52. [QNewYearsResolution] Do you intend to make a New Years resolution, and if so, what does that entail? [RANDOMIZE 1-8] [ALLOW MULTIPLE]

Exercise	32%
Better manage my finances	26%
Go on a diet	20%
Learn a new skill or start a new hobby	13%
Start therapy or focus on my mental health	11%
Limit my social media use	8%
Have a better grooming or skincare routine	8%
Limit my screentime	7%
Something else	8%
Do not intend to make a New Years Resolution	40%

CORE: DEMOGRAPHICS MODULE

53. [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%

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	39%
VERY/SOMEWHAT LIBERAL	28%
Very conservative	19%
Somewhat conservative	20%
Moderate	30%
Somewhat liberal	14%
Very liberal	14%
Unsure	3%

55. [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
Facebook	80%	20%
Instagram	51%	49%
TikTok	34%	56%
Twitter (now X)	31%	69%
LinkedIn	26%	74%
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	7%
Sometimes	26%
Rarely	32%
Never	35%

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	48%
Fox News	33%
NBC News	32%
ABC News	31%
CBS News	30%
CNN	28%
Your local paper, online or in print	22%
MSNBC	20%
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	15%
Newsmax	8%
OAN	3%
Something else (Please specify)	9%
None of these	10%

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

Employed full-time	33%
Employed part-time	9%
Freelance, contract, or temporary work	3%
“Gig economy” work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	9%
Stay-at-home parent or caregiver	6%
Full time student	2%
Retired	32%
Something else	5%
Prefer not to say	*%

IF EMPLOYED FULL-TIME, PART-TIME, FREELANCE, OR GIG ECONOMY [QEMPLOYMENT = 1-4], ASK:

59. [QTypeofWork] Which of the following comes closest to describing the kind of work you do?

	(n=426)
White collar worker, like work at a desk or an office	52%
Blue collar worker, like work with my hands or in a factory	23%
Service worker, like work in a store or hospital	19%
Unsure	6%

60. [QIncome] Which range includes your annual household income?	
Less than \$30,000 per year	25%
\$30,000 to \$49,999 per year	20%
\$50,000 to \$74,999 per year	24%
\$75,000 to \$125,000 per year	19%
More than \$125,000 per year	10%
Prefer not to say	2%

For each of the following descriptions, please indicate if this applies to you personally or to someone in your household...

61. [QHHUnion] Applies to me	
Applies to me	7%
Applies to someone in my household	6%
Neither / Unsure	89%

62. [QHHGunowner] Applies to me	
Applies to me	23%
Applies to someone in my household	18%
Neither / Unsure	63%

63. [QHHMilitary] Applies to me	
Applies to me	11%
Applies to someone in my household	9%
Neither / Unsure	82%

64. [QUrbanRural] How would you describe the area in which you live?	
City	24%
Suburb near a city	46%
Small town not near a city	11%
Rural or country area	19%

65. [QNativity] Where were you born? [RANDOMIZE 1-2]	
In the United States	94%
In a foreign country	6%
Prefer not to say	-

66. [QMarital] What is your current marital status?	
Single, never married	32%
Married	46%
Separated	2%
Divorced	13%
Widowed	6%
Prefer not to say	*%

67. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc)	28%
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)	*%
Just Christian	18%
Jewish	2%
Muslim	1%
Buddhist	*%
Hindu	-
Atheist	5%
Agnostic	6%
Something else (Please specify)	5%
Nothing in particular	14%

**IF PROTESTANT, ROMAN CATHOLIC, MORMON, ORTHODOX, OR JUST CHRISTIAN
[QRELIGIONNEW = 1-5], ASK:**

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

	(n=689)
Yes, born-again or evangelical Christian	37%
No, not born-again or evangelical Christian	56%
Unsure	6%

ASK ALL:

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

At least once a week	22%
Once or twice a month	7%
A few times a year	16%
Usually just for religious holidays	13%
Never	39%
Prefer not to say	4%

CORE: SCREENER MODULE (ASKED AT BEGINNING)

70. [QRegVote] Are you at least 18 years old and registered to vote?		
Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-
71. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]		
Technology		3%
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		80%
72. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]		
Woman		53%
Man		47%
In some other way		-
73. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]		
White		75%
Black or African American		13%
Hispanic or Latino		12%
Asian		5%
Native American or Alaska Native		5%
Native Hawaiian or Other Pacific Islander		1%
Something else		*%
74. [QEducation] What is the highest level of education you have completed?		
High school or less		21%
Some college		27%
Associate degree		14%
Bachelor's degree		25%
Graduate degree		14%
Prefer not to say		*%
75. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]		
18 - 29		14%
30 - 39		15%
40 - 49		15%
50 - 64		28%
65+		28%

76. [QState] In what state do you live?

States in the Northeast	18%
States in the Midwest	22%
States in the South	37%
States in the West	24%

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

Yes	26%
No	74%
Prefer not to say	*%

METHODOLOGY

The December 2023 Echelon Insights Verified Voter Omnibus was fielded online from December 12-16, 2023 in English among a sample of N=1,012 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 +/- 4.1 percentage points.