



January 2024 Omnibus Topline - EXTERNAL
Survey of N=1029 voters in the Likely Electorate
Oversample to achieve N=832 Republican and Republican-leaning voters
Online sample matched to L2 Voter File
Field Dates: January 16-18, 2023
Margin of Error: +/- 3.4 Percentage Points

- [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	9%

- [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	22%	18%	40%
Immigration	17%	12%	29%
Political corruption	12%	10%	22%
Jobs and the economy	9%	12%	21%
The environment and climate change	6%	7%	13%
National security	5%	5%	10%
Healthcare	4%	9%	13%
Crime	4%	7%	11%
Abortion	3%	5%	8%
Gun rights	3%	4%	7%
Education	3%	1%	3%
Taxes	2%	3%	5%
Race relations	2%	3%	4%
Drug abuse	2%	2%	4%
Infrastructure	1%	1%	2%

3. [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
Robert F. Kennedy Jr.	41%	32%	11%	29%	24%	16%	16%	4%
Nikki Haley	33%	38%	10%	23%	17%	18%	21%	11%
Vivek Ramaswamy	29%	35%	11%	19%	15%	10%	25%	21%
Mike Johnson	17%	24%	6%	12%	23%	9%	16%	35%
The Republican Party	43%	52%	17%	26%	4%	17%	35%	*%
Donald Trump	43%	54%	27%	16%	3%	8%	46%	*%
The Democratic Party	42%	53%	20%	22%	5%	18%	35%	*%
Ron DeSantis	35%	48%	11%	25%	11%	13%	36%	6%
Kamala Harris	39%	53%	19%	20%	7%	11%	42%	1%
Joe Biden	39%	57%	20%	19%	4%	12%	44%	*%

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

STRONGLY/SOMEWHAT APPROVE	39%
STRONGLY/SOMEWHAT DISAPPROVE	58%
Strongly approve	18%
Somewhat approve	21%
Somewhat disapprove	14%
Strongly disapprove	44%
Unsure	3%

5. [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	38%
STRONGLY/SOMEWHAT DISAPPROVE	59%
Strongly approve	17%
Somewhat approve	20%
Somewhat disapprove	16%
Strongly disapprove	43%
Unsure	3%

6. [QStability] Do you think that over the next year, things in the United States are going to become more stable, less stable, or stay about the same as they are now? [RANDOMIZE SCALE 1-5, 5-1]

MUCH/A LITTLE MORE STABLE	20%
MUCH/A LITTLE LESS STABLE	50%
Much more stable	6%
A little more stable	14%
Stay about the same	23%
A little less stable	26%
Much less stable	24%
Unsure	8%

7. **[QMotivation2024] How motivated are you to vote in the November 2024 election for President, Congress, and other offices? [RANDOMIZE SCALE 1-5, 5-1]**
- | | |
|---------------------------|-----|
| EXTREMELY/VERY MOTIVATED | 81% |
| NOT AT ALL/VERY MOTIVATED | 7% |
| Extremely motivated | 69% |
| Very motivated | 13% |
| Somewhat motivated | 11% |
| Not very motivated | 5% |
| Not at all motivated | 2% |
| Unsure | *% |
8. **[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:

9. **[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	50%
TOTAL DEMOCRATIC	45%
Definitely the Republican candidate	34%
Probably the Republican candidate	13%
<i>Initially unsure, then chose the Republican candidate</i>	2%
<i>Initially unsure, then chose the Democratic candidate</i>	2%
Probably the Democratic candidate	11%
Definitely the Democratic candidate	32%
Unsure	6%

[RANDOMIZE ORDER OF QTRUMPELECT AND QBIDENREELECT]

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

MEAN	4.35
0	46%
1	2%
2	2%
3	2%
4	2%
5	5%
6	2%
7	3%
8	4%
9	3%
10	29%

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

MEAN	4.32
0	43%
1	2%
2	2%
3	3%
4	2%
5	6%
6	2%
7	3%
8	5%
9	5%
10	26%

RANDOMIZE ORDER OF QTRUMPBIDEN, QHALEYBIDEN, AND QTRUMPBIDENFULL

13. [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:

14. [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	46%
Donald Trump, definitely	35%
Donald Trump, probably	11%
<i>Initially unsure, then chose Donald Trump</i>	1%
<i>Initially unsure, then chose Joe Biden</i>	1%
Joe Biden, probably	12%
Joe Biden, definitely	33%
Unsure	7%

15. [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:

16. [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	40%
Nikki Haley, definitely	20%
Nikki Haley, probably	19%
<i>Initially unsure, then chose Nikki Haley</i>	6%
<i>Initially unsure, then chose Joe Biden</i>	1%
Joe Biden, probably	12%
Joe Biden, definitely	27%
Unsure	15%

17. [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:

18. [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	35%
Robert F. Kennedy, Jr., Independent candidate	11%
Joe Manchin, No Labels candidate	3%
Jill Stein, Green Party candidate	2%
Cornel West, Independent candidate	2%
Unsure	6%

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

Whether Trump or Biden wins really would make a difference to me personally	74%
Whether Trump or Biden wins really would not make a difference to me personally	14%
Unsure	12%

20. [QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]

IMPROVING A LOT/LITTLE	26%
GETTING A LOT/LITTLE WORSE	56%
Improving a lot	7%
Improving a little	19%
Staying the same	17%
Getting a little worse	26%
Getting a lot worse	30%
Unsure	1%

21. [QEconomicLadder] Thinking about your own life, which one or two of the following do you worry about the most in terms of potentially moving down the economic ladder? [RANDOMIZE 1-8] [ALLOW TWO MAX]

Rising cost of living	67%
Not having enough savings	34%
Taking on too much debt	18%
Losing your job	11%
Illness or accident preventing you from working	10%
Losing your home	9%
Your home losing value	5%
Losing access to credit or loans	3%
Something else	5%
None of these	7%

22. [QTrumpStability] Do you think that if Donald Trump wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now? [RANDOMIZE SCALE 1-5, 5-1]

MUCH/A LITTLE MORE STABLE	45%
MUCH/A LITTLE LESS STABLE	43%
Much more stable	31%
A little more stable	14%
Stay about the same	8%
A little less stable	6%
Much less stable	37%
Unsure	4%

23. [QBidenStability] Do you think that if Joe Biden wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now? [RANDOMIZE SCALE 1-5, 5-1]

MUCH/A LITTLE MORE STABLE	27%
MUCH/A LITTLE LESS STABLE	49%
Much more stable	13%
A little more stable	14%
Stay about the same	19%
A little less stable	11%
Much less stable	38%
Unsure	5%

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

	TOTAL TRUMP	TOTAL BIDEN	1. Definitely Trump	2. Probably Trump	3. No difference	4. Probably Joe Biden	5. Definitely Joe Biden	6. Unsure
Making our economy work better	51%	35%	39%	11%	10%	12%	24%	4%
Promoting a safe and secure society	45%	40%	35%	10%	11%	12%	28%	3%
Protecting my rights and freedoms	44%	41%	35%	9%	11%	10%	31%	4%

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	39%
STRONG/NOT VERY STRONG DEMOCRAT	37%
Strong Republican	26%
Not very strong Republican	14%
Independent	21%
Not very strong Democrat	11%
Strong Democrat	26%
A member of another party	2%
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=326)
TOTAL REPUBLICAN	28%
TOTAL DEMOCRAT	39%
I almost always vote for Republican candidates	8%
I vote for Republicans more often than I vote for Democrats	20%
I vote for Democrats more often than I vote for Republicans	21%
I almost always vote for Democratic candidates	17%
I vote equally for Democrats and Republicans	23%
Unsure	10%

[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. [Q2024DemVtlk] What are the chances you'll vote in your state's 2024 Democratic presidential primary? [RANDOMIZE SCALE 1-4, 4-1]

	(n=499)
DEFINITELY/PROBABLY VOTE	84%
50-50 CHANCE/WILL NOT VOTE	13%
Definitely vote	75%
Probably vote	10%
50-50 chance	10%
Will not vote	4%
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=499)
DEFINITELY/PROBABLY BIDEN	65%
DEFINITELY/PROBABLY A DIFFERENT CANDIDATE	28%
Joe Biden, definitely	44%
Joe Biden, probably	21%
A different Democratic candidate, probably	14%
A different Democratic candidate, definitely	14%
Unsure	7%

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=499)
Joe Biden	69%
Marianne Williamson	3%
Dean Phillips	3%
Someone else (Please specify)	7%
Unsure	17%

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

30. [QX2028DemPrimary] If the 2028 Democratic presidential primaries were being held today, and these were the candidates, for whom would you vote? [RANDOMIZE 1-10]

	(n=499)
Kamala Harris	33%
Pete Buttigieg	13%
Gavin Newsom	11%
Gretchen Whitmer	3%
J.B. Pritzker	3%
John Fetterman	2%
Josh Shapiro	2%
Raphael Warnock	2%
Andy Beshear	1%
Wes Moore	1%
Someone else (Please specify)	7%
Unsure	23%

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

	(n=832)
DEFINITELY/PROBABLY VOTE	88%
50-50 CHANCE/WILL NOT VOTE	11%
Definitely vote	79%
Probably vote	8%
50-50 chance	7%
Will not vote	4%
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:

32. [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=832)
A LOT OF/SOME ATTENTION	77%
ONLY A LITTLE ATTENTION/NO ATTENTION AT ALL	23%
A lot of attention	44%
Some attention	33%
Only a little attention	18%
No attention at all	4%
Unsure	*%

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

33. [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=196)
It's too early	33%
I'm tired of politics	20%
I don't see enough information or media coverage about the primary	14%
I don't think it's competitive	11%
I usually don't pay attention to the Republican presidential primary	8%
I don't think my vote is very important	5%
I'm not interested in any of the candidates	4%
Unsure	6%

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. [Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-5]

	(n=832)
Donald Trump	68%
Nikki Haley	13%
Ron DeSantis	13%
Ryan Binkley	*%
Someone else (Please specify)	1%
Unsure	6%

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. [Q2024GOPPrimary2ndChoice] Who is your second choice in the Republican presidential primary? [RANDOMIZE 1-5] [DO NOT LIST CANDIDATE SELECTED AS FIRST]

	(n=832)
Ron DeSantis	43%
Nikki Haley	19%
Donald Trump	11%
Ryan Binkley	1%
Someone else (Please specify)	7%
Unsure	19%

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. [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]

	(n=832)
Donald Trump	80%
Ron DeSantis	42%
Nikki Haley	33%
Ryan Binkley	2%
Someone else (Please specify)	5%
Unsure	3%

IF NOT VOTING FOR DONALD TRUMP IN THE PRIMARY [Q2024GOPPRIMARY = 2-6], ASK:

37. [Q2024GOPTrumpMotivation] Which of these statements best describes your views? [RANDOMIZE 1-2]

	(n=255)
Whether or not a candidate can defeat Donald Trump is not a factor in my vote	45%
I am motivated to stop Donald Trump from becoming the Republican nominee and will vote for whichever candidate is most likely to defeat him	40%
Someone else (Please specify)	4%
Unsure	11%

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

38. [QX2028GOPPrimary] If the 2028 Republican presidential primaries were being held today, and these were the candidates, for whom would you vote? [RANDOMIZE 1-14]

	(n=832)
Ron DeSantis	27%
Nikki Haley	19%
Vivek Ramaswamy	18%
Tucker Carlson	6%
Greg Abbott	3%
Glenn Youngkin	2%
Kari Lake	2%
Brian Kemp	1%
Byron Donalds	1%
Elise Stefanik	1%
J.D. Vance	1%
Josh Hawley	1%
Tom Cotton	1%
Katie Britt	*%
Someone else (Please specify)	4%
Unsure	14%

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

39. [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=832)
Supporter of the Republican Party	50%
Supporter of Donald Trump	42%
I don't support either one	6%
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:

40. [QGOPDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024? [RANDOMIZE 1-3, 3-1]

	(n=832)
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	63%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	26%
Donald Trump was not a good president and the Republican party would be better off without his influence	9%
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:

41. [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=832)
DEFINITELY/PROBABLY TRUMP	76%
DEFINITELY/PROBABLY DESANTIS	20%
Donald Trump, definitely	61%
Donald Trump, probably	14%
Ron DeSantis, probably	9%
Ron DeSantis, definitely	10%
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:

42. [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=832)
DEFINITELY/PROBABLY TRUMP	77%
DEFINITELY/PROBABLY HALEY	20%
Donald Trump, definitely	62%
Donald Trump, probably	15%
Nikki Haley, probably	8%
Nikki Haley, definitely	12%
Unsure	3%

ASK ALL:

43. [QXAINews] If your area's most popular local news station or newspaper replaced all of their articles with AI-written content, do you think you would notice a difference, and if so, how quickly could you tell? [RANDOMIZE SCALE 1-4, 4-1]

I would know it was AI-written immediately	14%
I would sense something was off, but I would probably figure it out	38%
I would sense something was off, but someone would have to point it out to me	15%
I would not know the difference	13%
I don't read any local news	6%
Unsure	13%

44. [QAIPLawsuits] Newspapers and other copyright owners say that artificial intelligence companies should pay them for accessing their content to train new AI models. AI companies say that using copyrighted material to train models is fair use because users can't download the original content, and it would be impossible to cost-effectively develop new AI models without accessing copyrighted material. Which of the following do you agree with more? [RANDOMIZE 1-2]

AI companies should pay copyright owners whenever their material is used to train new AI models	63%
AI companies should not have to pay copyright owners to use their material to develop new AI models	12%
Unsure	26%

CORE: DEMOGRAPHICS MODULE

- 45. [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% |
- 46. [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 | 30% |
| Very conservative | 17% |
| Somewhat conservative | 19% |
| Moderate | 32% |
| Somewhat liberal | 15% |
| Very liberal | 15% |
| Unsure | 2% |
- 47. [QSocialShare] How often, if ever, do you post or share things about political or social issues on social media? [RANDOMIZE 1-4, 4-1]**
- | | |
|-----------------|-----|
| OFTEN/SOMETIMES | 34% |
| RARELY/NEVER | 66% |
| Rarely | 28% |
| Sometimes | 24% |
| Often | 10% |
| Never | 38% |
- 48. [QEmployment] What is your current employment status?**
- | | |
|--|-----|
| Employed full-time | 36% |
| Employed part-time | 8% |
| Freelance, contract, or temporary work | 2% |
| “Gig economy” work like ride shares, food delivery, or dog walking | 2% |
| Unemployed and looking for work | 9% |
| Stay-at-home parent or caregiver | 6% |
| Full time student | 2% |
| Retired | 30% |
| Something else | 5% |
| Prefer not to say | 1% |

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

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

	(n=640)
White collar worker, like work at a desk or an office	50%
Blue collar worker, like work with my hands or in a factory	28%
Service worker, like work in a store or hospital	18%
Unsure	4%

ASK ALL:

50. [QIncome] Which range includes your annual household income?

Less than \$30,000 per year	23%
\$30,000 to \$49,999 per year	25%
\$50,000 to \$74,999 per year	19%
\$75,000 to \$125,000 per year	19%
More than \$125,000 per year	12%
Prefer not to say	3%

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

51. [QHHUnion] Applies to me

Applies to me	8%
Applies to someone in my household	7%
Neither / Unsure	87%

52. [QHHGunowner] Applies to me

Applies to me	27%
Applies to someone in my household	19%
Neither / Unsure	61%

53. [QHHMilitary] Applies to me

Applies to me	11%
Applies to someone in my household	10%
Neither / Unsure	80%

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

City	26%
Suburb near a city	44%
Small town not near a city	11%
Rural or country area	19%

55. [QNativity] Where were you born? [RANDOMIZE 1-2]

In the United States	95%
In a foreign country	4%
Prefer not to say	1%

56. [QMarital] What is your current marital status?	
Single, never married	33%
Married	45%
Separated	2%
Divorced	12%
Widowed	6%
Prefer not to say	1%

57. [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	21%
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	18%
Jewish	2%
Muslim	*%
Buddhist	1%
Hindu	*%
Atheist	5%
Agnostic	6%
Something else (Please specify)	4%
Nothing in particular	14%

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

58. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?	
	(n=997)
Yes, born-again or evangelical Christian	36%
No, not born-again or evangelical Christian	57%
Unsure	7%

ASK ALL:

59. [QChurchOld] How often do you currently attend a religious service?	
At least once a week	22%
Once or twice a month	9%
A few times a year	15%
Usually just for religious holidays	12%
Never	38%
Prefer not to say	5%

CORE: SCREENER MODULE (ASKED AT BEGINNING)

60. [QRegVote] Are you at least 18 years old and registered to vote?		
Yes		100%
No		-
Unsure		-
61. [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		8%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		5%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		81%
62. [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		1%
63. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]		
White		74%
Hispanic or Latino		12%
Black or African American		12%
Asian		4%
Native American or Alaska Native		3%
Native Hawaiian or Other Pacific Islander		1%
Something else		1%
64. [QEducation] What is the highest level of education you have completed?		
High school or less		30%
Some college		20%
Associate degree		11%
Bachelor's degree		25%
Graduate degree		14%
Prefer not to say		*%
65. [QAge] What is your age?		
18 - 29		11%
30 - 39		17%
40 - 49		16%
50 - 64		27%
65+		29%
66. [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		23%

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

Yes	25%
No	74%
Prefer not to say	1%

METHODOLOGY

The January 2024 Echelon Insights Verified Voter Omnibus was fielded online from January 16-18, 2024 in English among a sample of N=1,029 voters in the Likely Electorate (LV) nationwide using non-probability sampling, and an oversample to achieve N=832 Republican and Republican-leaning voters. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2024 Likely Electorate on gender, age, race/ethnicity, education, region, party, past primary participation, and 2020 presidential vote adjusted for 2024 turnout probability. All benchmarks for the 2024 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2024 electorate derived from the L2 voter file.

Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.4 percentage points for the base sample, and +/-5.1 percentage points for the Republican sample.