March 2024 Omnibus Topline - EXTERNAL
Survey of N=1,006 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: March 18-21, 2024
Margin of Error: +/- 3.9 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	65%
Right direction	27%
Unsure	8%

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	22%	18%	41%
Immigration	20%	13%	32%
Jobs and the economy	10%	11%	22%
Political corruption	9%	8%	17%
The state of democracy	7%	9%	16%
Crime	6%	6%	11%
The environment and climate change	5%	4%	9%
Abortion	4%	5%	9%
Healthcare	4%	6%	10%
National security	2%	5%	7%
Gun rights	2%	3%	5%
Drug abuse	1%	3%	4%
Education	1%	2%	3%
Taxes	1%	2%	3%
Race relations	1%	3%	3%
Infrastructure	1%	-	1%
Something else (Please specify)	3%	1%	4%
Unsure	1%	1%	1%

3. **[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]**

	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
Joe Biden	**43%**	**55%**	22%	21%	2%	12%	43%	*%
Kamala Harris	**42%**	**52%**	20%	22%	6%	11%	41%	1%
Donald Trump	**43%**	**55%**	25%	18%	1%	8%	47%	1%
The Republican Party	**41%**	**55%**	16%	25%	4%	18%	37%	*%
The Democratic Party	**43%**	**52%**	19%	24%	5%	17%	35%	*%
Nikki Haley	**27%**	**45%**	4%	23%	19%	24%	21%	9%
Mike Johnson	**22%**	**28%**	7%	16%	20%	8%	20%	30%

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	42%
STRONGLY/SOMEWHAT DISAPPROVE	57%
Strongly approve	20%
Somewhat approve	22%
Somewhat disapprove	14%
Strongly disapprove	43%
Unsure	1%

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	41%
STRONGLY/SOMEWHAT DISAPPROVE	57%
Strongly approve	20%
Somewhat approve	21%
Somewhat disapprove	13%
Strongly disapprove	45%
Unsure	2%

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	25%
MUCH/A LITTLE LESS STABLE	44%
Much more stable	7%
A little more stable	18%
Stay about the same	21%
A little less stable	21%
Much less stable	23%
Unsure	9%

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

EXTREMELY/VERY MOTIVATED	80%
NOT AT ALL/VERY MOTIVATED	8%
Extremely motivated	65%
Very motivated	14%
Somewhat motivated	11%
Not very motivated	5%
Not at all motivated	3%
Unsure	1%

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]**

DEFINITELY/PROBABLY THE REPUBLICAN CANDIDATE	46%
DEFINITELY/PROBABLY THE DEMOCRATIC CANDIDATE	49%
Definitely the Republican candidate	32%
Probably the Republican candidate	14%
Probably the Democratic candidate	12%
Definitely the Democratic candidate	36%
Lean the Republican candidate	-
Lean the Democratic candidate	2%
Unsure	5%

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

MEAN	**4.58**
0	45%
1	2%
2	2%
3	1%
4	1%
5	4%
6	1%
7	4%
8	5%
9	4%
10	32%

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

MEAN	**4.60**
0	43%
1	3%
2	2%
3	2%
4	1%
5	4%
6	2%
7	4%
8	4%
9	5%
10	31%

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

DONALD TRUMP TOTAL	49%
JOE BIDEN TOTAL	47%
Donald Trump, definitely	38%
Donald Trump, probably	10%
Donald Trump, lean	1%
Joe Biden, definitely	37%
Joe Biden, probably	9%
Joe Biden, lean	1%
Unsure	4%

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

Donald Trump, the Republican candidate	43%
Joe Biden, the Democratic candidate	40%
Robert F. Kennedy, Jr., Independent candidate	10%
Jill Stein, Green Party candidate	2%
Cornel West, Independent candidate	1%
Unsure	4%

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	79%
Whether Trump or Biden wins really would not make a difference to me personally	11%
Unsure	9%

14. **[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	29%
GETTING A LOT/LITTLE WORSE	53%
Improving a lot	9%
Improving a little	20%
Staying the same	17%
Getting a little worse	25%
Getting a lot worse	28%
Unsure	1%

15. **[QSRH Battery] Have you seen, read or heard a lot, a little, about any of the following?**

	1. A lot	2. A little	3. Nothing at all	4. Unsure
The crisis at the southern border	58%	30%	9%	2%
The trials of Donald Trump related to 2020 election interference	56%	34%	8%	2%
The New York trial of Donald Trump related to hush money payments to Stormy Daniels	43%	43%	12%	2%
Joe Biden's State of the Union address	43%	39%	16%	2%
Donald Trump's comments about immigrants "poisoning the blood" of our country	40%	31%	25%	4%
The investigation into Georgia prosecutor Fani Willis	36%	27%	32%	5%
Legislative efforts to resolve the border crisis	33%	47%	17%	2%
The special counsel's report focusing on Joe Biden's memory	31%	39%	27%	3%
Donald Trump's comments about Russia attacking NATO's allies	28%	33%	34%	6%
Speculation around the whereabouts of Catherine, Princess of Wales	26%	34%	37%	3%
The murder of Laken Riley	24%	29%	39%	7%
The Academy Awards	20%	42%	35%	3%

16. **[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	45%
Much more stable	28%
A little more stable	16%
Stay about the same	7%
A little less stable	7%
Much less stable	39%
Unsure	3%

17. **[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	30%
MUCH/A LITTLE LESS STABLE	49%
Much more stable	16%
A little more stable	14%
Stay about the same	19%
A little less stable	10%
Much less stable	39%
Unsure	2%

18. **[QStableChoice 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 Donald Trump	2. Probably Donald Trump	3. No difference	4. Probably Joe Biden	5. Definitely Joe Biden	6. Unsure
Making our economy work better	51%	38%	40%	10%	8%	9%	29%	3%
Demonstrating strong leadership	47%	38%	37%	10%	12%	10%	28%	3%
Keeping the country safe	49%	41%	39%	10%	8%	10%	31%	2%
Being competent and effective	47%	39%	37%	10%	11%	11%	28%	2%
Promoting a safe and secure society	45%	42%	36%	9%	10%	11%	31%	3%
Protecting my rights and freedoms	46%	43%	37%	10%	9%	9%	33%	2%
Caring about people like me	41%	42%	31%	10%	15%	8%	34%	2%
Being honest and trustworthy	36%	42%	25%	11%	19%	9%	33%	3%

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

Republican	38%
Democrat	38%
Independent	21%
Member of another party	1%
Unsure	2%

IF REPUBLICAN [QPARTYID = 1], ASK:

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

	(n=350)
Firmly a Republican	72%
Not firmly a Republican	28%

IF DEMOCRAT [QPARTYID = 2], ASK:

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

	(n=389)
Firmly a Democrat	73%
Not firmly a Democrat	27%

IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE [QPARTYID= 3-5], ASK:

22. **[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=267)
Democrats	36%
Republicans	34%
Both equally often	19%
Unsure	12%

[QPartyConsolidated]: QPartyID + QPartyLeanView

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

IF REPUBLICAN [QPARTYID = 1] OR AGREE MORE OFTEN WITH REPUBLICANS [QPARTYLEANVIEW = 1], ASK:

23. **[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=423)
Supporter of Donald Trump	47%
Supporter of the Republican Party	41%
I don't support either one	10%
Unsure	2%

ASK ALL:

24. **[QBidenOld] Do you think Joe Biden is too old to serve effectively as president? [RANDOMIZE 1-2]**

Yes	59%
No	33%
Unsure	8%

25. **[QTrumpOld] Do you think Donald Trump is too old to serve effectively as president? [RANDOMIZE 1-2]**

Yes	33%
No	57%
Unsure	10%

26. **[QIllegal] Do you think it's appropriate or not appropriate to use the term "an illegal" to describe an unauthorized immigrant to the United States? [RANDOMIZE 1-2]**

Appropriate	62%
Not appropriate	25%
Unsure	14%

27. **[QBidenAccomp Battery] For each of the following areas, please indicate whether you think the Biden administration has accomplished a lot, a little, or nothing at all. [RANDOMIZE SCALE 1-3, 3-1] [RANDOMIZE BATTERY ITEM ORDER]**

	1. A lot	2. A little	3. Nothing at all	4. Unsure
Addressing student loan debt	32%	40%	22%	6%
Investing in renewable energy projects	26%	38%	23%	13%
Controlling prescription drug prices	26%	36%	29%	9%
Investing in domestic semiconductor manufacturing	21%	24%	29%	26%
Bringing down inflation	20%	26%	50%	5%
Ensuring peace and stability around the world	20%	25%	49%	6%

28. **[QTikTokImpact Battery] Do you think TikTok in the U.S. has a positive or negative impact on…**

	1. Positive	2. Negative	3. Neither positive or negative	4. Unsure
Most TikTok users	28%	36%	25%	11%
Young people	24%	51%	16%	9%
American small businesses	35%	24%	26%	16%

29. **[QDebtRelief] When it comes to student loan forgiveness, which of the following types of borrowers do you think should have some kind of relief whether that's through a reduction of monthly payments, full debt cancellation, or partial debt cancellation? Select all that apply. [RANDOMIZE 1-10] [SELECT MULTIPLE]**

Low-income Americans	56%
Those who have a disability that severely limits their ability to work, now and in the future	55%
Teachers, nurses, firefighters, or other public servants who have served their communities for at least 5 years	50%
Those who experienced unforeseen hardships, such as medical emergencies or job loss	50%
Military service members	50%
People who've already made 25 years of payments	44%
Middle-income Americans	34%
People who had to declare bankruptcy	33%
Employees at not-for-profit organizations who have served for at least 10 years	31%
Government employees who have served for at least 10 years	29%
None of these	18%

IF SAYS ANY OF THESE BORROWERS SHOULD HAVE SOME RELIEF [QDebtRelief != 11], ASK:

30. **[QReliefAmount] What forms of debt relief would you support? [RANDOMIZE 1-5, SELECT MULTIPLE]**

	(n=840)
Income based repayment	54%
Partial forgiveness of federal student loans	49%
Complete forgiveness of federal student loans	48%
Temporary pauses for hardships	45%
The ability to discharge loans in bankruptcy	34%
Other, please specify	2%

ASK ALL:

31. **[Q2020BallotConsolidated] For which candidate did you vote in the 2020 presidential election?**

Donald Trump	45%
Joe Biden	49%
Others	2%
I did not vote	3%
Unsure	1%

32. **[QIdeology] Regardless of how you typically vote, would you say you consider yourself to be…? [RANDOMIZE SCALE 1-5, 5-1]**

VERY/SOMEWHAT CONSERVATIVE	37%
VERY/SOMEWHAT LIBERAL	30%
Very conservative	18%
Somewhat conservative	19%
Moderate	31%
Somewhat liberal	15%
Very liberal	15%
Unsure	1%

33. **[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.
Facebook	79%	21%
Instagram	51%	49%
TikTok	34%	66%
Twitter (now X)	31%	69%
Reddit	26%	74%
LinkedIn	25%	75%

34. **[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	9%
Sometimes	24%
Rarely	28%
Never	38%

35. **[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%
ABC News	36%
Fox News	34%
CBS News	34%
NBC News	33%
CNN	28%
Your local paper, online or in print	24%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	22%
MSNBC	20%
Public radio or broadcast news, such as NPR or PBS	17%
Newsmax	9%
OAN	3%
Something else (Please specify)	8%
None of these	11%

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

Employed full-time	34%
Employed part-time	7%
Freelance, contract, or temporary work	4%
"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	2%
Retired	32%
Something else	5%
Prefer not to say	*%

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

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

	(n=449)
White collar worker, like work at a desk or an office	52%
Blue collar worker, like work with my hands or in a factory	30%
Service worker, like work in a store or hospital	14%
Unsure	4%

ASK ALL:

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

Less than $30,000 per year	26%
$30,000 to $49,999 per year	20%
$50,000 to $74,999 per year	20%
$75,000 to $125,000 per year	21%
More than $125,000 per year	12%
Prefer not to say	1%

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

39. [QHH_Union] Is a member of a labor union

Applies to me	6%
Applies to someone in my household	5%
Neither / Unsure	90%

40. [QHH_Gunowner] Owns a gun

Applies to me	26%
Applies to someone in my household	16%
Neither / Unsure	64%

41. [QHH_Military] Serves or has served in the US Military

Applies to me	10%
Applies to someone in my household	9%
Neither / Unsure	81%

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

City	31%
Suburb near a city	41%
Small town not near a city	10%
Rural or country area	17%

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

In the United States	96%
In a foreign country	4%
Prefer not to say	*%

44. [QMarital] What is your current marital status?

Single, never married	35%
Married	45%
Separated	2%
Divorced	12%
Widowed	6%
Prefer not to say	*%

45. [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	18%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	*%
Just Christian	16%
Jewish	3%
Muslim	*%
Buddhist	1%
Hindu	1%
Atheist	6%
Agnostic	7%
Something else (Please specify)	4%
Nothing in particular	15%

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

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

	(n=652)
Yes, born-again or evangelical Christian	43%
No, not born-again or evangelical Christian	53%
Unsure	3%

ASK ALL:

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

At least once a week	25%
Once or twice a month	8%
A few times a year	12%
Usually just for religious holidays	8%
Never	43%
Prefer not to say	4%

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

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

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

Technology		3%
Sales		4%
Healthcare or the pharmaceutical industry		7%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		4%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		84%

50. **[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	*%

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

White	75%
Black or African American	12%
Hispanic or Latino	11%
Asian	4%
Native American or Alaska Native	2%
Native Hawaiian or Other Pacific Islander	*%
Other race or ethnicity	1%

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

High school or less	30%
Some college	20%
Associate degree	10%
Bachelor's degree	25%
Graduate degree	15%
Prefer not to say	*%

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

18 - 34	21%
35 - 49	23%
50 - 64	27%
65+	29%

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

States in the Northeast	17%
States in the Midwest	21%
States in the South	37%
States in the West	24%

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

Yes	23%
No	76%
Prefer not to say	1%

The March 2024 Echelon Insights Verified Voter Omnibus was fielded online from March 18-21, 2024 in English among a sample of N=1,006 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 +/- 3.9 percentage points.