



June 2024 Omnibus Topline External FINAL
Survey of N=1,013 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: June 10-12, 2024
Margin of Error: +/- 3.7 Percentage Points

CORE: POLITICAL AND ECONOMIC LANDSCAPE MODULE

- [QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track? [RANDOMIZE 1-2]**

Right direction	24%
Wrong track	67%
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]**

	1. 1st Choice	2. 2nd Choice	3. Combined Choice
Cost of living	22%	17%	40%
Immigration	18%	11%	29%
Jobs and the economy	12%	13%	24%
Political corruption	8%	8%	16%
The state of democracy	8%	8%	16%
Abortion	7%	6%	13%
The environment and climate change	5%	5%	10%
Crime	5%	8%	12%
National security	3%	4%	7%
Healthcare	3%	4%	7%
Gun rights	2%	4%	6%
Infrastructure	1%	1%	2%
Education	1%	2%	3%
Taxes	1%	2%	4%
Drug abuse	1%	3%	4%
Race relations	1%	2%	3%
Something else (Please specify)	2%	1%	3%
Unsure	1%	1%	1%

3. [QFav] 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
The Republican Party	43%	52%	19%	24%	4%	16%	37%	*%
Donald Trump	44%	55%	28%	16%	1%	8%	48%	*%
The Democratic Party	43%	54%	19%	23%	4%	19%	34%	*%
Kamala Harris	40%	55%	20%	20%	4%	13%	42%	1%
Joe Biden	41%	57%	21%	20%	2%	12%	45%	-

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	41%
STRONGLY/SOMEWHAT DISAPPROVE	58%
Strongly approve	19%
Somewhat approve	22%
Somewhat disapprove	13%
Strongly disapprove	45%
Unsure	1%

5. [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	49%
STRONGLY/SOMEWHAT DISAPPROVE	49%
Strongly approve	33%
Somewhat approve	16%
Somewhat disapprove	7%
Strongly disapprove	42%
Unsure	1%

[RANDOMIZE ORDER OF QAPPROVALECONOMIC, QAPPROVALIMMIGRATION]

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	40%
STRONGLY/SOMEWHAT DISAPPROVE	58%
Strongly approve	20%
Somewhat approve	20%
Somewhat disapprove	12%
Strongly disapprove	46%
Unsure	2%

7. **[QApprovalImmigration] Do you approve or disapprove of the way Joe Biden is handling immigration? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	33%
STRONGLY/SOMEWHAT DISAPPROVE	63%
Strongly approve	11%
Somewhat approve	22%
Somewhat disapprove	15%
Strongly disapprove	48%
Unsure	4%

CORE: FUTURE ELECTION QUESTIONS

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

EXTREMELY/VERY MOTIVATED	83%
NOT VERY/NOT AT ALL MOTIVATED	7%
Extremely motivated	69%
Very motivated	14%
Somewhat motivated	9%
Not very motivated	4%
Not at all motivated	3%
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	47%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	48%
Definitely the Republican candidate	35%
Probably the Republican candidate	11%
Lean, the Republican candidate	1%
Lean, the Democratic candidate	1%
Probably the Democratic candidate	10%
Definitely the Democratic candidate	37%
Unsure	5%

RANDOMIZE ORDER OF QTRUMPELECT AND QBIDENREELECT

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

MEAN	4.52
0	44%
1	2%
2	2%
3	2%
4	1%
5	3%
6	2%
7	2%
8	4%
9	8%
10	29%

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

MEAN	4.58
0	42%
1	3%
2	2%
3	2%
4	1%
5	4%
6	2%
7	3%
8	5%
9	8%
10	27%

RANDOMIZE ORDER OF QTRUMPBIDEN AND QTRUMPBIDENFULL

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

DONALD TRUMP, DEFINITELY/PROBABLY/LEAN	47%
JOE BIDEN, DEFINITELY/PROBABLY/LEAN	48%
Donald Trump, definitely	37%
Donald Trump, probably	9%
Donald Trump, lean	*%
Joe Biden, lean	1%
Joe Biden, probably	11%
Joe Biden, definitely	36%
Unsure	5%

13. [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	42%
Robert F. Kennedy, Jr., Independent candidate	7%
Jill Stein, Green Party candidate	2%
Cornel West, Independent candidate	2%
Unsure	3%

CORE: PARTISANSHIP

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

Republican	38%
Democrat	35%
Independent	23%
Member of another party	1%
Unsure	2%

[IF REPUBLICAN (QPartyID=1), ASK]

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

	(n=372)
Firmly a Republican	78%
Not firmly a Republican	22%

[IF DEMOCRAT (QPartyID=2), ASK]

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

	(n=359)
Firmly a Democrat	78%
Not firmly a Democrat	22%

[IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE (QParty=3-5), ASK]

17. [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=282)
Republicans	31%
Democrats	42%
Both equally often	18%
Unsure	8%

[QPartyConsolidated] QPartyID and QPartyLeanView

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

CORE: MONTHLY GOP QUESTIONS

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

18. [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=454)
Supporter of Donald Trump	53%
Supporter of the Republican Party	40%
I don't support either one	5%
Unsure	1%

ASK ALL:

19. [QTrumpBidenConcerns] Which of the following concerns you more? [RANDOMIZE 1-2]

Joe Biden's age and mental fitness	50%
Trump's criminal convictions	44%
Unsure	7%

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

Joe Biden	48%
Donald Trump	46%
Jo Jorgensen	1%
Howie Hawkins	*%
Kanye West	*%
Someone else	1%
I did not vote	4%
Unsure	*%

21. [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	19%
Somewhat conservative	17%
Moderate	31%
Somewhat liberal	15%
Very liberal	15%
Unsure	2%

22. [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
	1.	2.
	Yes	No
Facebook	80%	20%
Instagram	54%	46%
TikTok	39%	61%
X (formerly Twitter)	35%	65%
LinkedIn	28%	72%
Reddit	27%	73%

23. [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	35%
RARELY/NEVER	65%
Often	9%
Sometimes	26%
Rarely	29%
Never	36%

24. [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]

ABC News	36%
NBC News	34%
CBS News	31%
Fox News	37%
MSNBC	22%
CNN	35%
Newsmax	12%
OAN	5%
Local TV news	50%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	20%
Your local paper, online or in print	25%
Public radio or broadcast news, such as NPR or PBS	16%
Something else (Please specify)	10%
None of these	9%

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

Employed full-time	40%
Employed part-time	8%
Freelance, contract, or temporary work	3%
“Gig economy” work like ride shares, food delivery, or dog walking	*%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	5%
Full time student	2%
Retired	30%
Something else	4%
Prefer not to say	*%

26. [Household Battery] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household. [DISPLAY AS GRID] [RANDOMIZE SCALE 1-2, 2-1] [RANDOMIZE ROWS] [ALLOW MULTIPLE]

	1. Applies to me	2. Applies to someone in my household	3. Neither / Unsure [EXCLUSIVE]
		2. Applies to someone in my household	3. Neither / Unsure
	1. Applies to me	Applies to someone in my household	Neither / Unsure
Is a member of a labor union	7%	7%	88%
Owns a gun	24%	16%	66%
Serves or has served in the US Military	9%	10%	82%

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

City	29%
Suburb near a city	46%
Small town not near a city	9%
Rural or country area	16%

28. [QResidenceDuration] How long have you lived in the state where you currently live?

1 year or less	1%
2 years	3%
3 years	2%
4 years	3%
5 years or more	91%

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

In the United States	95%
In a foreign country	5%
Prefer not to say	-

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

Single, never married	35%
Married	43%
Separated	2%
Divorced	13%
Widowed	7%
Prefer not to say	*%

31. [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	18%
Jewish	3%
Muslim	1%
Buddhist	1%
Hindu	*%
Atheist	6%
Agnostic	6%
Something else (Please specify)	3%
Nothing in particular	14%

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

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

	(n=650)
Yes, born-again or evangelical Christian	41%
No, not born-again or evangelical Christian	55%
Unsure	4%

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

At least once a week	21%
Once or twice a month	8%
A few times a year	14%
Usually just for religious holidays	11%
Never	43%
Prefer not to say	3%

CORE: SCREENER MODULE (ASKED AT BEGINNING OF SURVEY)

- 34. [QRegVote] Are you at least 18 years old and registered to vote?**
- | | | |
|--------|-----------|------|
| Yes | | 100% |
| No | TERMINATE | - |
| Unsure | TERMINATE | - |
- 35. [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 | | 5% |
| Market research | TERMINATE | - |
| Public relations | TERMINATE | - |
| None of these | | 83% |
- 36. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**
- | | | |
|-------------------|--|-----|
| Man | | 46% |
| Woman | | 53% |
| In some other way | | *% |
- 37. [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 | | 2% |
| Native Hawaiian or Other Pacific Islander | | *% |
| Other race or ethnicity | | 1% |
- 38. [QEducation] What is the highest level of education you have completed?**
- | | | |
|---------------------|--|-----|
| High school or less | | 30% |
| Some college | | 21% |
| Associate degree | | 10% |
| Bachelor's degree | | 25% |
| Graduate degree | | 14% |
| Prefer not to say | | *% |
- 39. [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% |
- 40. [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% |

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

Less than \$30,000 per year	23%
\$30,000 to \$49,999 per year	19%
\$50,000 to \$74,999 per year	19%
\$75,000 to \$99,999 per year	10%
\$100,000 to \$124,999 per year	6%
\$125,000 to \$149,999 per year	10%
\$150,000 to \$199,999 per year	8%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	2%
Prefer not to say	1%

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

Yes	25%
No	75%
Prefer not to say	*%

METHODOLOGY

The June 2024 Echelon Insights Verified Voter Omnibus was fielded online from June 10-12, 2024 in English among a sample of N=1,013 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 +/- 3.7 percentage points.