



May 2024 Verified Voter Omnibus Topline - EXTERNAL
 Survey of N=1,023 voters in the Likely Electorate
 Online sample matched to L2 Voter File
 Field Dates: May 13-16, 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 26%
 Wrong track 65%
 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	23%	19%	42%
Immigration	15%	11%	26%
Jobs and the economy	13%	12%	25%
Political corruption	8%	9%	17%
The state of democracy	7%	6%	13%
Abortion	6%	6%	12%
The environment and climate change	5%	7%	11%
Healthcare	5%	5%	10%
Crime	4%	4%	8%
National security	3%	5%	8%
Gun rights	3%	4%	7%
Something else (Please specify)	3%	2%	4%
Infrastructure	1%	1%	1%
Education	1%	2%	2%
Taxes	1%	3%	4%
Drug abuse	1%	2%	3%
Race relations	1%	2%	3%
Unsure	1%	1%	2%

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]

	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	44%	51%	17%	27%	4%	17%	34%	1%
The Democratic Party	44%	52%	22%	22%	3%	21%	32%	*%
Donald Trump	44%	53%	26%	18%	3%	7%	46%	*%
Kamala Harris	41%	54%	21%	20%	5%	13%	41%	1%
Joe Biden	42%	56%	21%	21%	2%	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	2%

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	50%
Strongly approve	31%
Somewhat approve	18%
Somewhat disapprove	7%
Strongly disapprove	42%
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 | 39% |
| STRONGLY/SOMEWHAT DISAPPROVE | 59% |
| Strongly approve | 19% |
| Somewhat approve | 19% |
| Somewhat disapprove | 12% |
| Strongly disapprove | 46% |
| Unsure | 3% |
7. **[QApprovalImmigration] Do you approve or disapprove of the way Joe Biden is handling immigration? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|------------------------------|-----|
| STRONGLY/SOMEWHAT APPROVE | 30% |
| STRONGLY/SOMEWHAT DISAPPROVE | 64% |
| Strongly approve | 13% |
| Somewhat approve | 17% |
| Somewhat disapprove | 17% |
| Strongly disapprove | 47% |
| Unsure | 6% |
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 | 36% |
| STRONGLY/SOMEWHAT DISAPPROVE | 58% |
| Strongly approve | 16% |
| Somewhat approve | 20% |
| Somewhat disapprove | 15% |
| Strongly disapprove | 43% |
| Unsure | 6% |

CORE: FUTURE ELECTION QUESTIONS

9. [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	8%
Extremely motivated	66%
Very motivated	16%
Somewhat motivated	8%
Not very motivated	5%
Not at all motivated	3%
Unsure	1%

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]

DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	49%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	45%
Definitely the Republican candidate	34%
Probably the Republican candidate	14%
Lean, the Republican candidate	1%
Lean, the Democratic candidate	1%
Probably the Democratic candidate	12%
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	4.65
0	44%
1	2%
2	2%
3	1%
4	1%
5	3%
6	3%
7	4%
8	6%
9	3%
10	31%

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

MEAN	4.50
0	44%
1	2%
2	1%
3	2%
4	2%
5	3%
6	2%
7	5%
8	4%
9	3%
10	30%

RANDOMIZE ORDER OF QTRUMPBIDEN AND QTRUMPBIDENFULL

13. [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	49%
JOE BIDEN, DEFINITELY/PROBABLY/LEAN	46%
Donald Trump, definitely	36%
Donald Trump, probably	12%
Donald Trump, lean	1%
Joe Biden, lean	1%
Joe Biden, probably	12%
Joe Biden, definitely	33%
Unsure	6%

14. [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	38%
Robert F. Kennedy, Jr , Independent candidate	9%
Jill Stein, Green Party candidate	3%
Cornel West, Independent candidate	1%
Unsure	6%

CORE: PARTISANSHIP

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

Republican	39%
Democrat	38%
Independent	21%
Member of another party	1%
Unsure	2%

[IF REPUBLICAN (QPartyID=1), ASK]

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

	(n=338)
Firmly a Republican	73%
Not firmly a Republican	27%

[IF DEMOCRAT (QPartyID=2), ASK]

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

	(n=405)
Firmly a Democrat	76%
Not firmly a Democrat	24%

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

18. [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=280)
Republicans	32%
Democrats	37%
Both equally often	20%
Unsure	11%

[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]

19. [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=410)
Supporter of Donald Trump	47%
Supporter of the Republican Party	46%
I don't support either one	6%
Unsure	1%

20. [Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

[RANDOMIZE 1-2]

Donald Trump	45%
Joe Biden	49%
Jo Jorgensen	1%
Howie Hawkins	*%
Kanye West	*%
Someone else	1%
I did not vote	3%
Unsure	1%

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	37%
VERY/SOMEWHAT LIBERAL	27%
Very conservative	18%
Somewhat conservative	20%
Moderate	34%
Somewhat liberal	15%
Very liberal	12%
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
Instagram	53%	47%
X (formerly Twitter)	30%	70%
Facebook	83%	17%
TikTok	34%	66%
LinkedIn	28%	72%
Reddit	28%	72%

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	9%
Sometimes	24%
Rarely	26%
Never	42%

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	34%
NBC News	33%
CBS News	29%
Fox News	37%
MSNBC	21%
CNN	32%
Newsmax	10%
OAN	3%
Local TV news	49%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	18%
Your local paper, online or in print	23%
Public radio or broadcast news, such as NPR or PBS	13%
Something else (Please specify)	7%
None of these	9%

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

Employed full-time	35%
Employed part-time	10%
Freelance, contract, or temporary work	4%
“Gig economy” work like ride shares, food delivery, or dog walking	*%
Unemployed and looking for work	9%
Stay-at-home parent or caregiver	6%
Full time student	1%
Retired	31%
Something else	4%
Prefer not to say	1%

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

Less than \$30,000 per year	20%
\$30,000 to \$49,999 per year	20%
\$50,000 to \$74,999 per year	19%
\$75,000 to \$99,999 per year	10%
\$100,000 to \$124,999 per year	7%
\$125,000 to \$149,999 per year	7%
\$150,000 to \$199,999 per year	9%
\$200,000 to \$249,999 per year	3%
\$250,000 or more per year	4%
Prefer not to say	1%

27. [Household Battery] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household:

	1. Applies to me	2. Applies to someone in my household	3. Neither / Unsure
Is a member of a labor union	8%	7%	86%
Owns a gun	25%	17%	63%
Serves or has served in the US Military	13%	11%	78%

28. [QUrbanRural] How would you describe the area in which you live?	
City	29%
Suburb near a city	45%
Small town not near a city	9%
Rural or country area	17%
29. [QNativity] Where were you born? [RANDOMIZE 1-2]	
In the United States	96%
In a foreign country	4%
Prefer not to say	-
30. [QMarital] What is your current marital status?	
Single, never married	31%
Married	45%
Separated	2%
Divorced	16%
Widowed	6%
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)	27%
Roman Catholic	20%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2%
Orthodox (such as Greek, Russian, or some other Orthodox church)	1%
Just Christian	17%
Jewish	3%
Muslim	*%
Buddhist	2%
Hindu	*%
Atheist	4%
Agnostic	7%
Something else (Please specify)	3%
Nothing in particular	13%

[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=693)
Yes, born-again or evangelical Christian	40%
No, not born-again or evangelical Christian	56%
Unsure	4%
33. [QChurchOld] How often do you currently attend a religious service?	
At least once a week	24%
Once or twice a month	10%
A few times a year	15%
Usually just for religious holidays	10%
Never	37%
Prefer not to say	4%

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		5%
Healthcare or the pharmaceutical industry		10%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		4%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		81%
36. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]		
Man		47%
Woman		53%
In some other way		*%
37. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]		
White		76%
Black or African American		12%
Hispanic or Latino		11%
Asian		4%
Native American or Alaska Native		2%
Native Hawaiian or Other Pacific Islander		1%
Other race or ethnicity		1%
38. [QEducation] What is the highest level of education you have completed?		
High school or less		30%
Some college		18%
Associate degree		11%
Bachelor's degree		25%
Graduate degree		15%
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. [QKids] Do you currently have children under the age of 18 in your home?

Yes	26%
No	74%
Prefer not to say	1%

METHODOLOGY

The May 2024 Echelon Insights Verified Voter Omnibus was fielded online from May 13-16, 2024 in English among a sample of N=1,023 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.