January 23, 2024



Survey of Likely General Election Voters National Battleground Districts Survey

January 16 - 18, 2024 | n=1500 | ±2.45%

Battleground Districts

<u>District</u>	Incumbent	<u>District</u>	Incumbent	<u>District</u>	Incumbent						
AZ-01	Schweikert-R	IA-03	Nunn-R	NY-19	Molinaro-R						
AZ-06	Ciscomani-R	IL-17	Sorensen-D	NY-22	Williams-R						
CA-03	Kiley-R	MI-07	Slotkin-D	OH-09	Kaptur-D						
CA-13	Duarte-R	MI-10	James-R	OH-13	Sykes-D						
CA-40	Kim-R	NC-01	Davis-D	OR-05	Chavez-DeRemer-R						
CA-41	Calvert-R	NE-02	Bacon-R	PA-07	Wild-D						
CA-45	Steel-R	NH-01	Pappas-D	PA-08	Cartwright-D						
CA-47	Porter-D	NJ-07	Kean JrR	PA-10	Perry-R						
CO-03	Boebert-R	NM-02	Vasquez-D	RI-02	Magaziner-D						
CO-08	Caraveo-D	NY-02	Garbarino-R	TX-15	De La Cruz-R						
CT-05	Hayes-D	NY-03	Open	VA-02	Kiggans-R						
FL-27	Salazar-R	NY-17	Lawler-R	VA-07	Spanberger-D						
IA-01	Miller-Meeks-R	NY-18	Ryan-D	WA-03	Gluesenkamp Perez-D						



Insights & Analysis

- Trump and Biden are neck-and-neck (Trump 45% Biden 44% Undecided 11%) across the 39 battleground Congressional districts.
- When comparing the job approvals of the former and current President (Trump Approve 45% v Biden Approve 37%).
 - Trump's approval advantage is most stark among Independents (Approve 40% Disapprove 49%) compared to Biden's (Approve 29% Disapprove 60%) and among suburban voters (Trump: Approve 43% Disapprove 49% / Biden: Approve 29% Disapprove 63%)
 - Trump's approval is higher than Biden with young and Hispanic voters.
- Kennedy hurts Biden more (Trump 41% Biden 37% Kennedy 11% Undecided 11%) when added to the Presidential ballot test.
 - Trump retains his +3% advantage with Independents on the 2-way ballot while Kennedy siphons roughly equal shares of Independents from both candidates.
 - Biden takes his biggest hits among suburban, Hispanic, and young voters with Kennedy on the ballot.
- Biden v a non-Trump Republican leaves the ballot in a similar position but with more undecideds (Non-Trump R 40% - Biden 40% - Undecided 21%).
 - Independents are +12% for a Non-Trump Republican (Trump +3%) against Biden.
- A non-Biden Democrat slips 2% further behind Trump (Trump 43% Biden 40% Undecided 16%) as support erodes among college-educated women and voters age 65+.
 - However, support among increases among young voters and Black voters.



Insights & Analysis – Cont.

- On the generic Congressional ballot, Republicans lead by 2%; +10% with Independents (44% 34%). Suburban voters are divided (46% 45%).
 - Battleground voters are very pessimistic about the direction of the country (right direction 30% - wrong track 65%), including Independents, Hispanic voters, and suburban voters.
- Plurality of voters blame Democrats for rising crime nationwide (Democrats 37% -Republicans 18% - Both Parties 27% - Neither Party 14% - Unsure 4%).
 - Independent (3:1) and suburban (2:1) voters are much more likely to blame Democrats for rising crime.
 - Voters who blame both parties for crime are more likely to suburban women who support Biden 50-25% over Trump.
- The top issue for battleground voters is inflation (29%), especially among Independents, while Republicans are focused on border security and Democrats on threats to democracy.
 - Abortion comes in last with 3%.
- Battleground voters tend to trust Republicans more on the issues:
 - Border Security (R Trust 53% D Trust 26%)
 - Independents (R+38) Hispanic voters (R+13) Suburban (R+24).
 - Crime (R Trust 46% D Trust 31%)
 - Independents (R+22) Hispanic voters (R+11) Suburban (R+16).
 - Inflation (R Trust 45% D Trust 36%)
 - Independents (R+11) Hispanic voters (R+12) Suburban (R+6).



Insights & Analysis – Cont.

- Democrats are most trusted on abortion (R Trust 32% D Trust 45%).
- Republicans are perceived as more extreme (Republicans 49% Democrats 39%), especially among Hispanic voters (R 51% D 34%).
- On abortion, battleground voters are more likely to see it as a national issue to be addressed by federal government (National Issue 48% - State Issue 40%).
 - 48% say government should allow more abortions (34% fewer), including a majority of Independents (51% - 27%).
 - 63% say abortion should be legal (34% illegal), though the vast majority believe some restrictions should exist.
- Completely unrestricted abortion sees less support. 42% of voters support Statement A, which states that abortion should have **no restrictions**, including to the moment of birth, and include taxpayer funding. 46% agree with Statement B, stating that abortion should **not be allowed except** in cases of rape, incest, or the life of the mother.

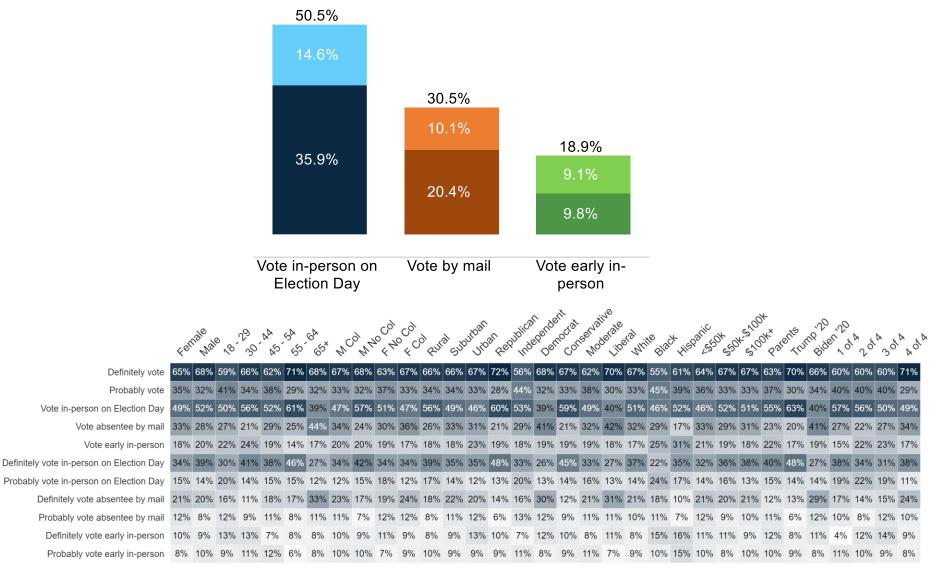


Insights – Segmentation Analysis

- Segmentation Analysis identified four voter groups:
 - Independents (13%) are very pessimistic about the direction of the country and view both Biden and Trump very unfavorably. Most have had their financial wellbeing worsen in the past year. They are much more likely to trust Republicans on crime, the border, and inflation. They deviate from Republicans on abortion. They support more abortions by a 2:1 ratio and generally believe abortion should be legal with exceptions.
 - **GOP Base** (41%) are staunch Republicans focused on border security first and foremost. 9-in-10 voters in this group views Trump favorably. This is the only segment who supports *fewer* abortions, highlighting how challenging the issue is for Republicans.
 - Inflation Democrats (22%) tend to be <\$75k earners focused primarily on inflation who lean heavily Democrat on the generic ballot.
 - Threats to Democracy Democrats (23%) tend to be higher-income earning and to have improved their financial wellbeing than the Inflation Democrats segment.

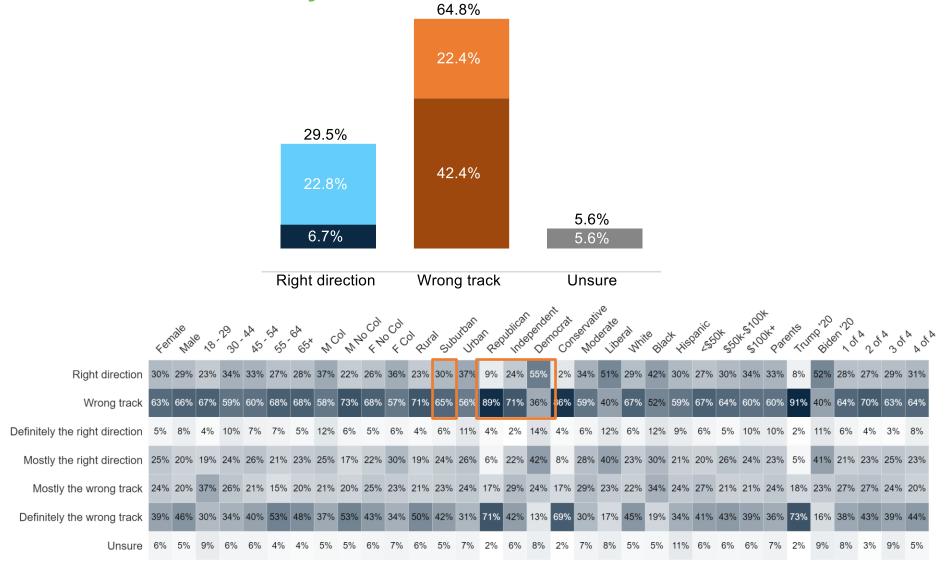


Vote Method





Direction of Country





Generic Congressional Ballot

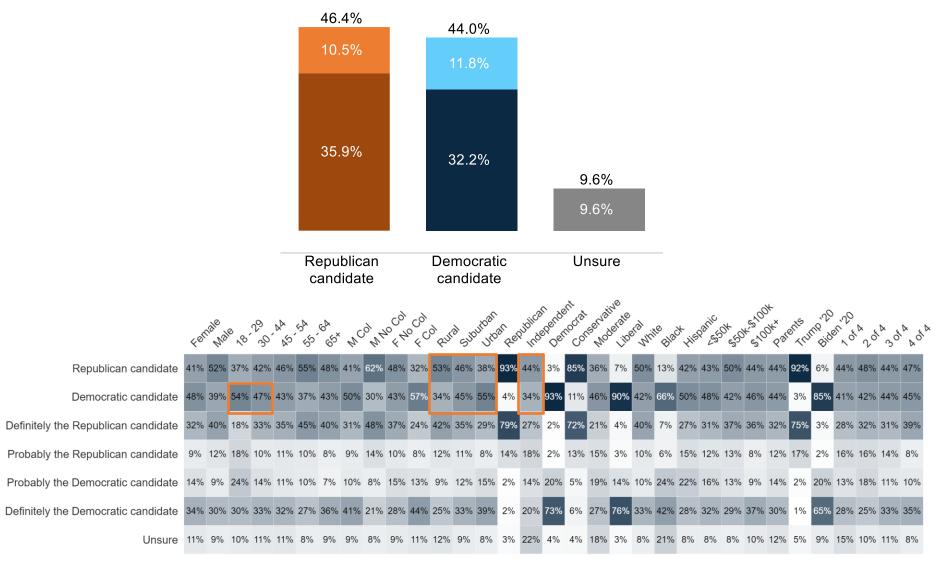




Image Tests

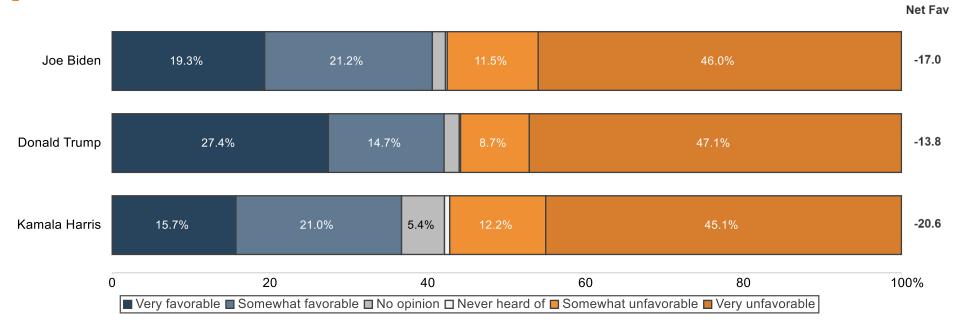
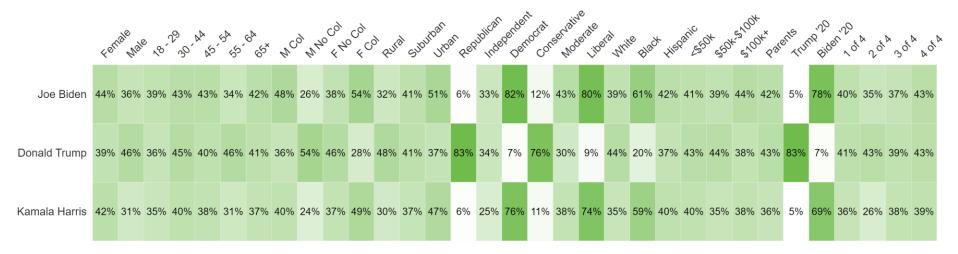




Image Tests Heatmaps

Favorable



Unfavorable





Image: Joe Biden

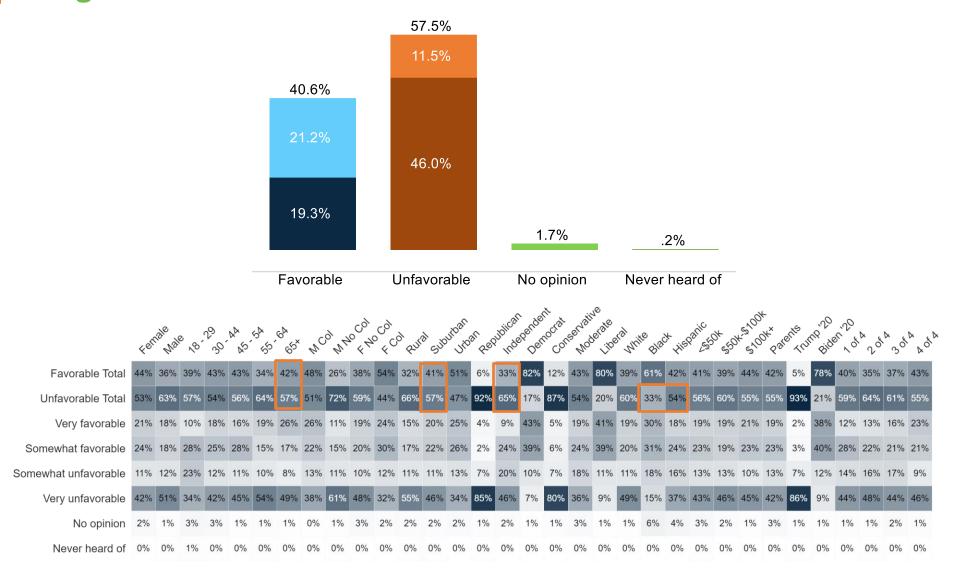




Image: Donald Trump

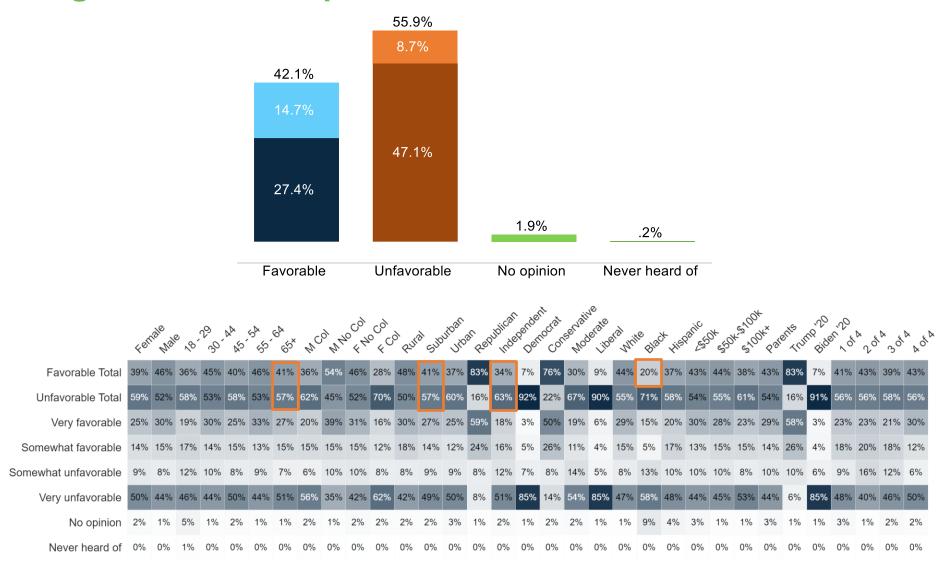
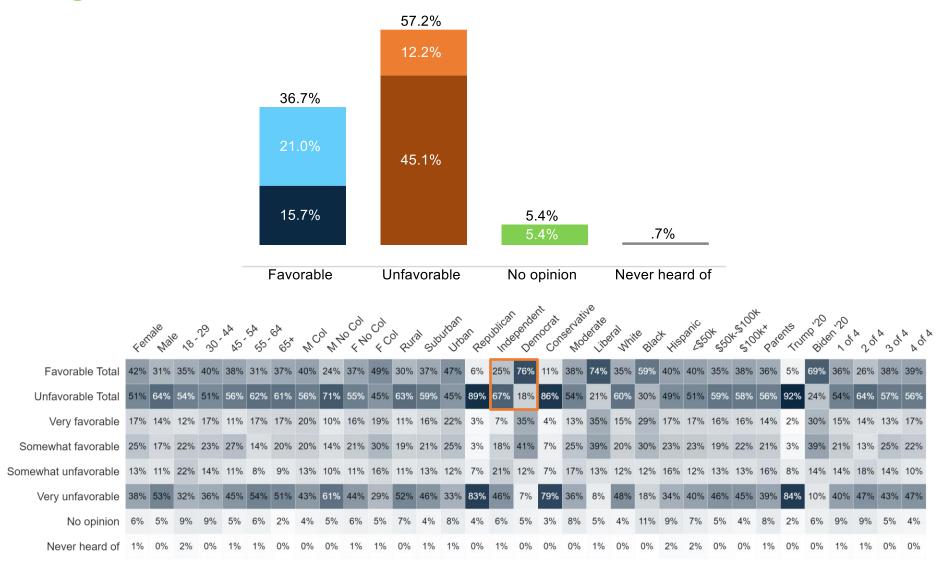
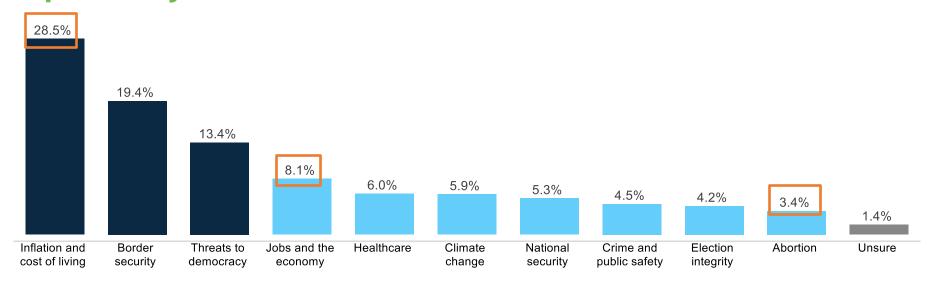


Image: Kamala Harris



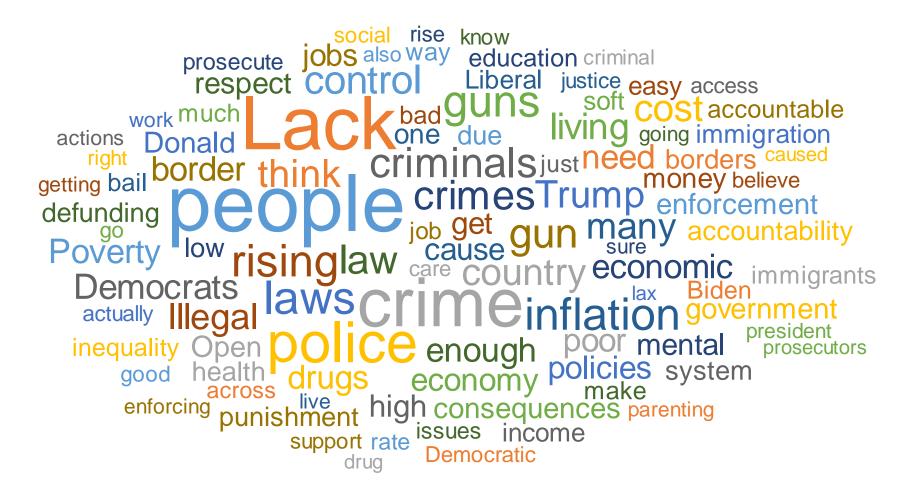
Top Priority



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Inflation and cost of living	33%	23%	32%	35%	32%	26%	21%	19%	26%	34%	32%	30%	29%	26%	28%	32%	26%	28%	31%	26%	2/%	24%	3/%	36%	28%	26%	3/%	29%	26%	38%	36%	35%	23%
Border security	15%	24%	3%	8%	17%	28%	31%	22%	25%	18%	12%	23%	19%	17%	37%	17%	3%	35%	16%	2%	21%	9%	13%	15%	19%	20%	9%	38%	5%	10%	15%	19%	22%
Threats to democracy	11%	16%	7%	7%	16%	14%	19%	22%	11%	9%	15%	14%	13%	13%	3%	13%	24%	4%	14%	25%	14%	16%	11%	10%	13%	16%	11%	2%	26%	8%	8%	10%	17%
Jobs and the economy	8%	9%	11%	13%	7%	7%	5%	9%	9%	9%	6%	5%	9%	9%	8%	10%	7%	7%	11%	6%	8%	13%	7%	8%	9%	8%	11%	8%	8%	6%	8%	5%	9%
Healthcare	7%	5%	12%	9%	4%	4%	4%	5%	5%	7%	7%	5%	6%	6%	3%	6%	9%	3%	8%	8%	6%	7%	7%	6%	6%	6%	5%	3%	9%	6%	6%	8%	5%
Climate change	6%	5%	13%	8%	4%	3%	4%	7%	3%	5%	8%	5%	6%	8%	2%	5%	11%	3%	4%	11%	6%	5%	5%	5%	5%	8%	7%	2%	9%	7%	5%	6%	6%
National security	5%	6%	4%	4%	5%	8%	4%	4%	7%	5%	4%	6%	5%	6%	6%	5%	4%	7%	5%	4%	6%	5%	4%	5%	6%	5%	5%	7%	4%	7%	5%	4%	5%
Crime and public safety	5%	4%	5%	6%	7%	2%	4%	4%	5%	5%	4%	3%	5%	6%	4%	4%	5%	3%	5%	5%	4%	6%	6%	6%	5%	3%	5%	4%	5%	8%	5%	4%	4%
Election integrity	4%	4%	3%	4%	3%	5%	4%	3%	4%	4%	5%	4%	5%	3%	6%	4%	3%	6%	1%	4%	4%	6%	4%	5%	3%	4%	3%	5%	3%	4%	4%	5%	4%
Abortion	4%	2%	6%	4%	3%	2%	3%	3%	2%	2%	7%	2%	4%	4%	1%	2%	6%	2%	2%	7%	3%	5%	6%	3%	5%	3%	4%	1%	6%	2%	6%	2%	3%
Unsure	1%	2%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	4%	0%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%

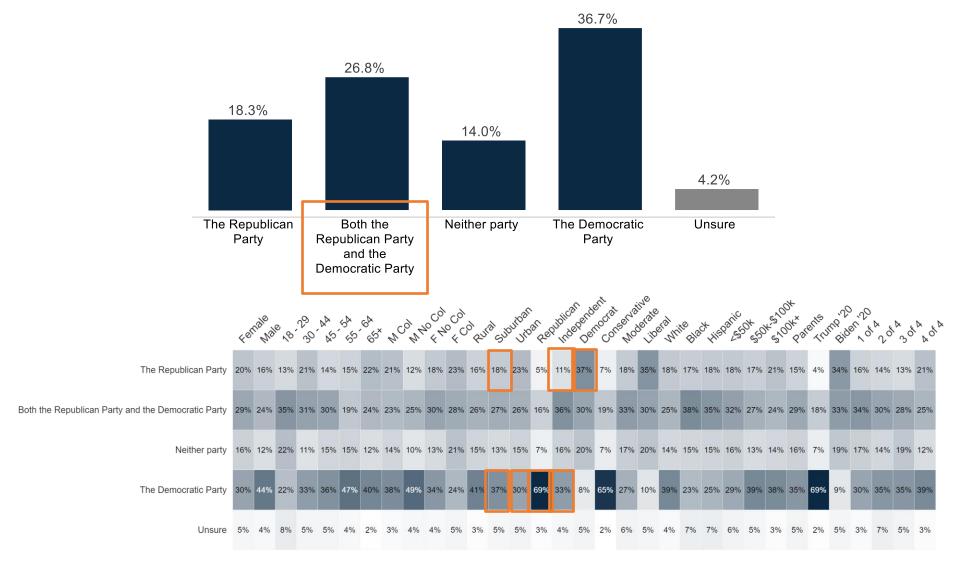


Cause of Crime Verbatim



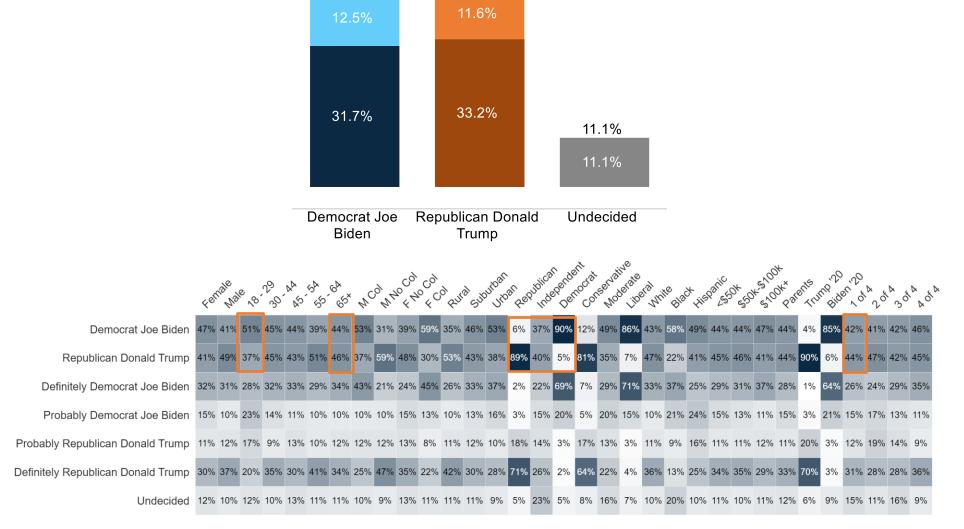


Blame for Crime





Biden vs. Trump

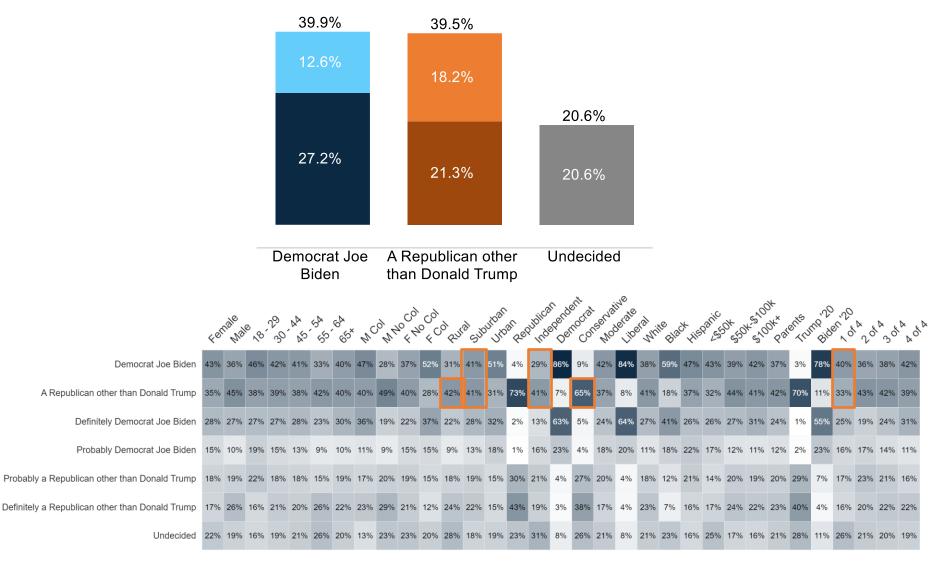


44.8%

44.2%

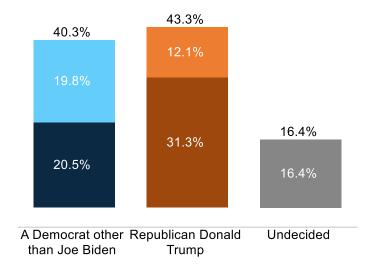


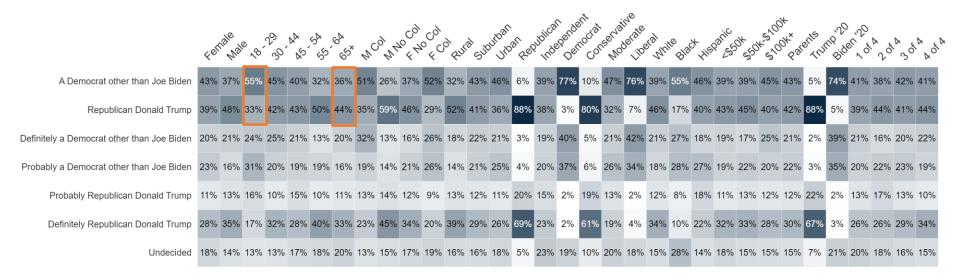
Biden vs. Republican other than Trump





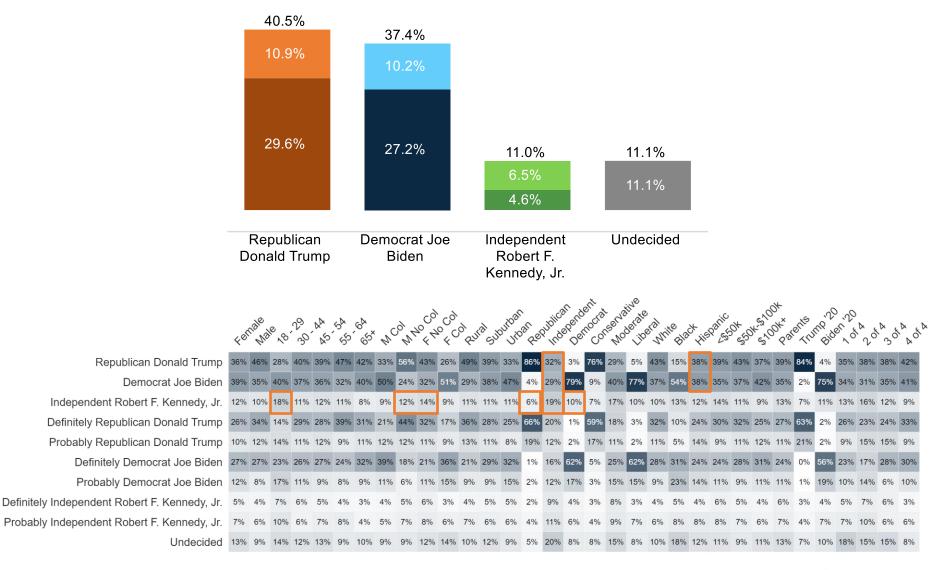
Trump vs. Democrat other than Biden





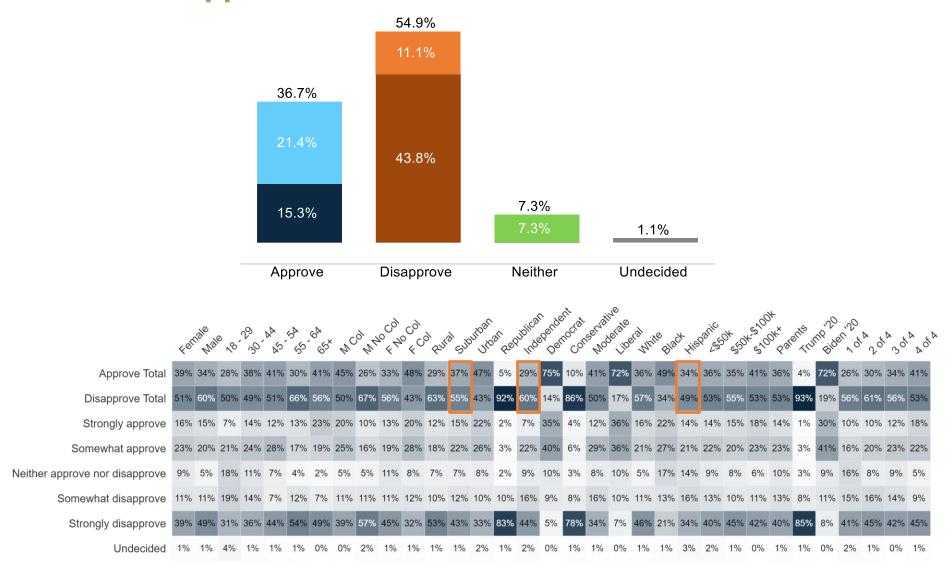


Biden v Trump v Kennedy



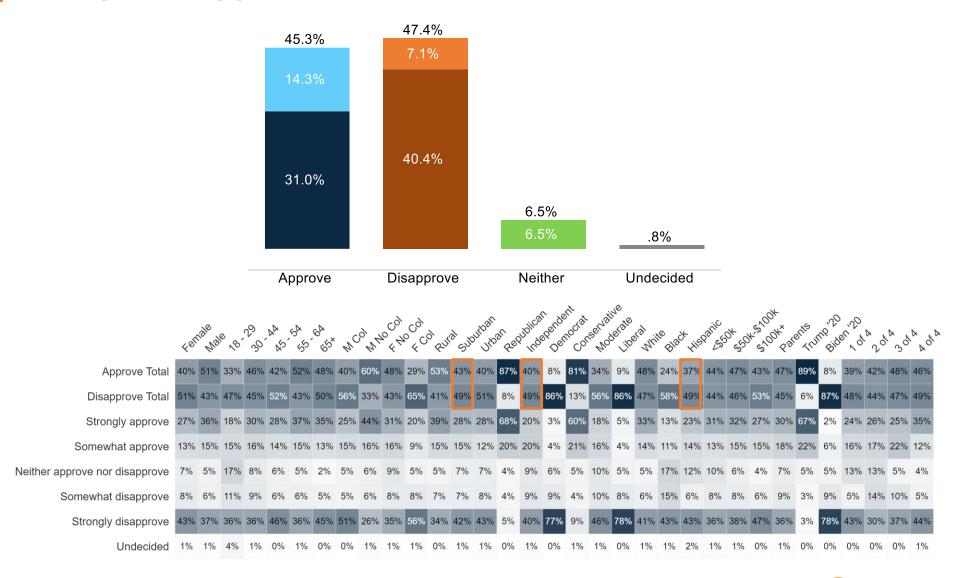


Biden Job Approval



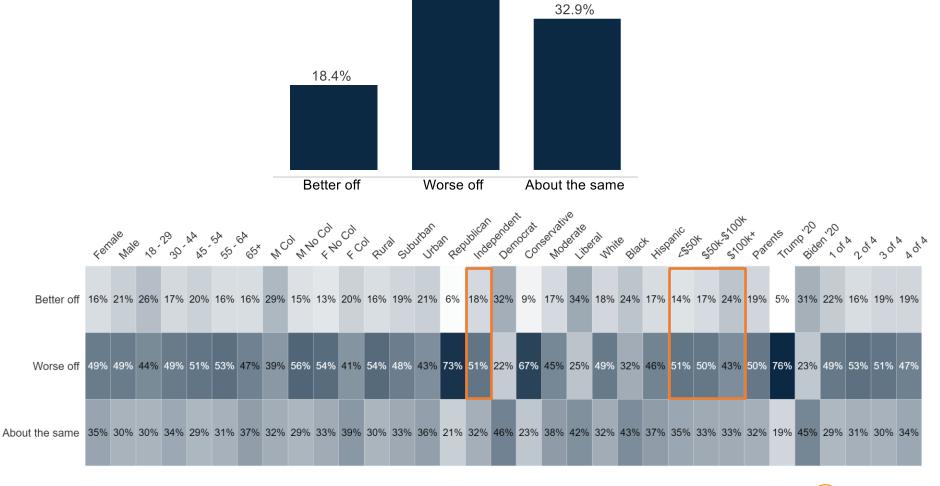


Trump Job Approval





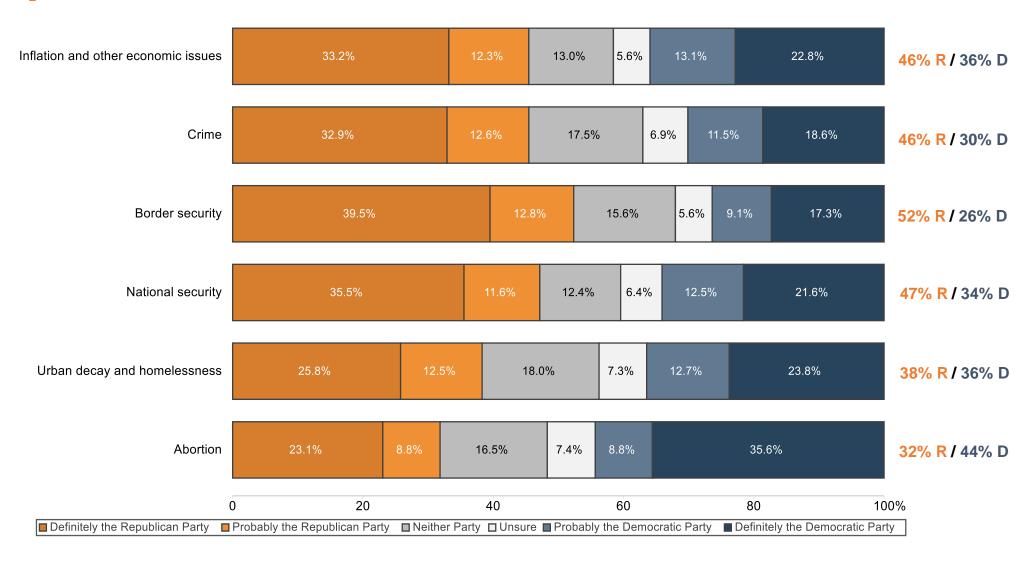
Financially Better or Worse Off



48.7%



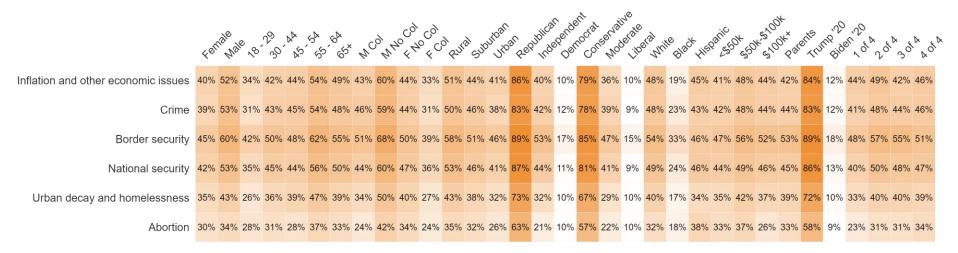
Party Trust



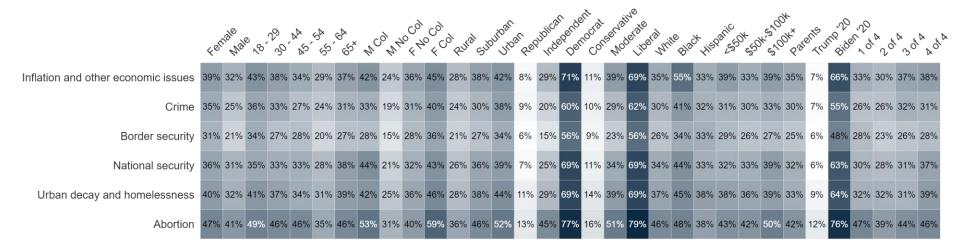


Party Trust Heatmaps

Republican Party

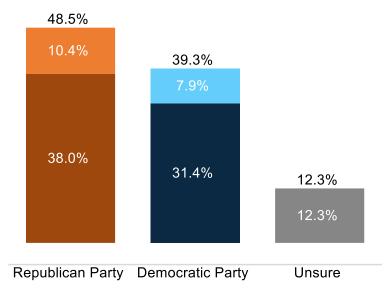


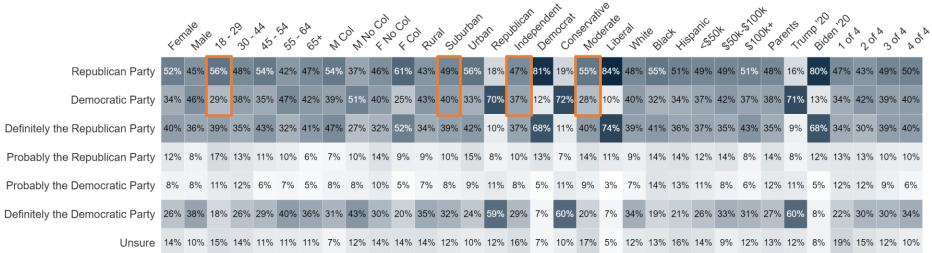
Democratic Party





Most Extreme Political Party







Republican Extremism Verbatim



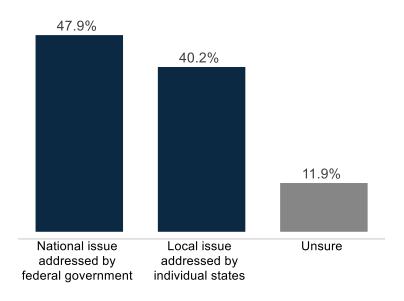


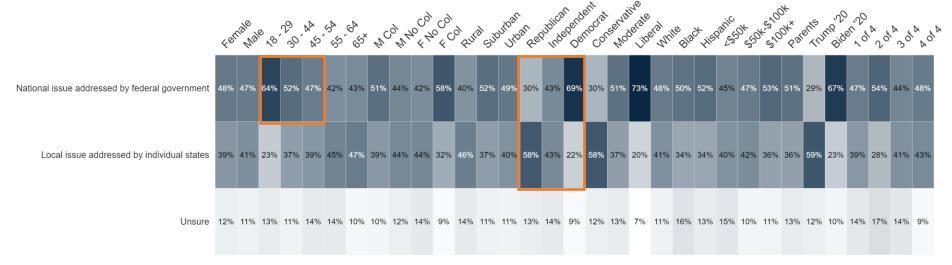
Democratic Extremism Verbatim

```
police Republican
                                   immigration extremely
                       enough
Progressives Trump anyone loor
             Joe rights make America
                                       security
                    good support
              progressive
```



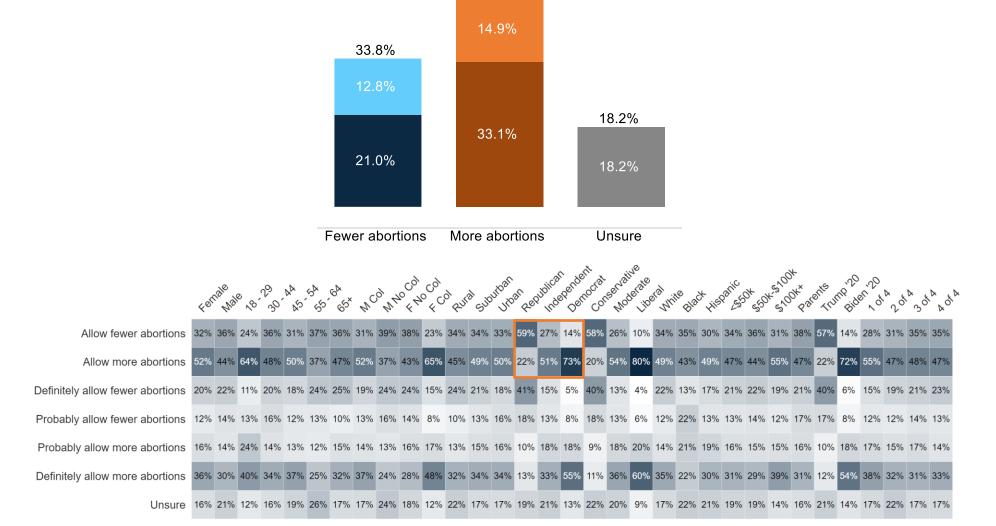
Abortion: State or National?







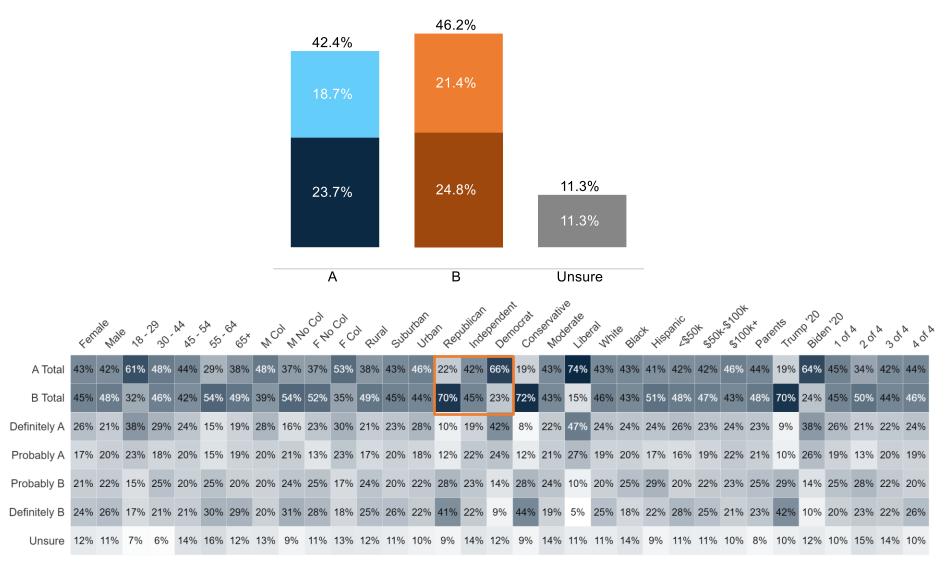
Abortions: Fewer or More?



48.0%



Comparison of Abortion Positions



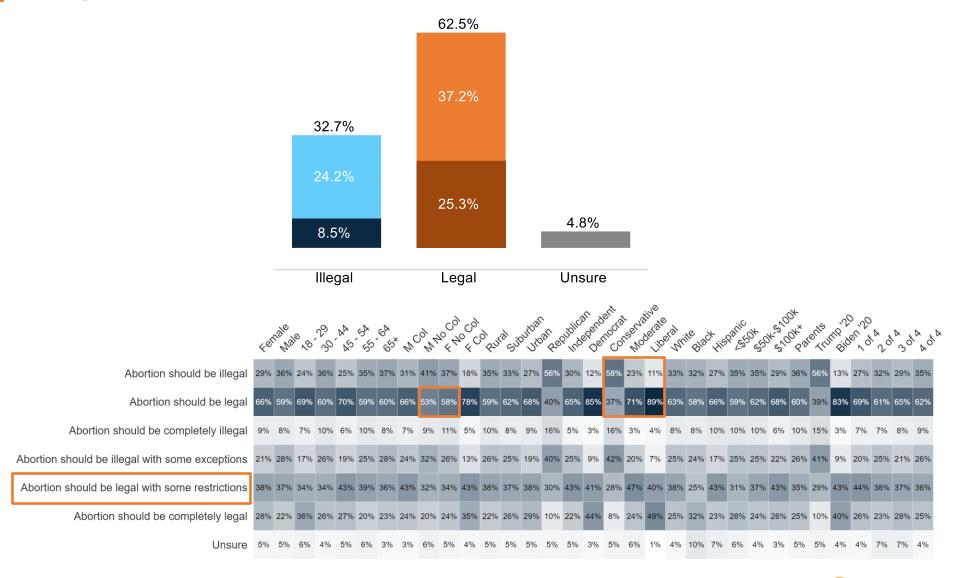
Please tell me which of the following statements comes closest to your opinion.

B. Abortion should not be allowed except in the cases of rape, incest, or the life of the mother.



A. There should be no restrictions on abortion, including taxpayer funding for abortions and abortions up until the moment of birth.

Respondent Abortion Position



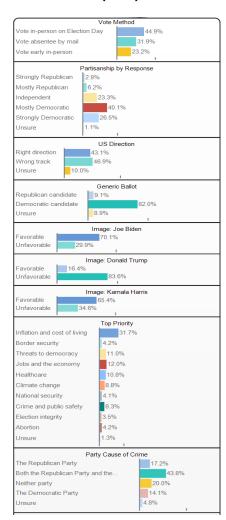


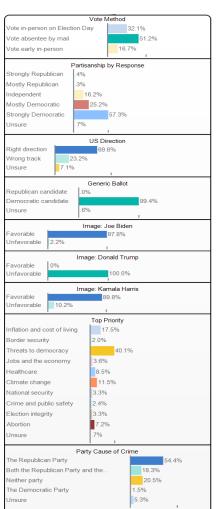
Inflation Dems (22%)

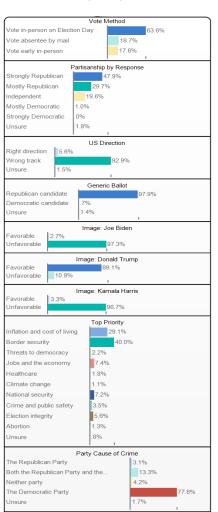
Threats to Democracy Dems (23%)

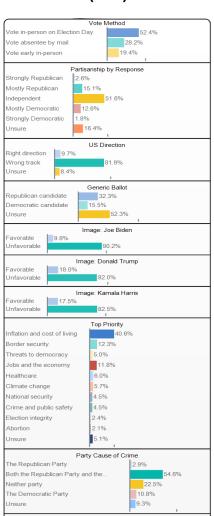


Independents (13%)

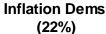


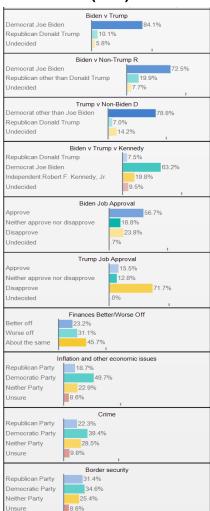




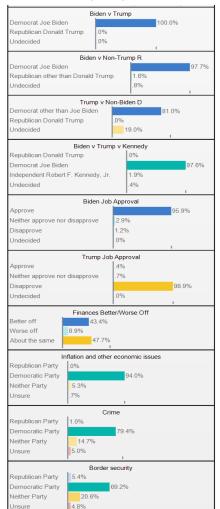




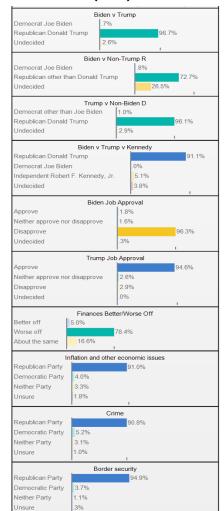




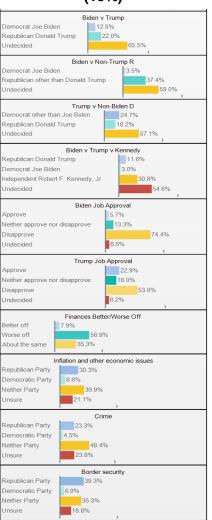
Threats to Democracy Dems (23%)



GOP Base (41%)



Independents (13%)



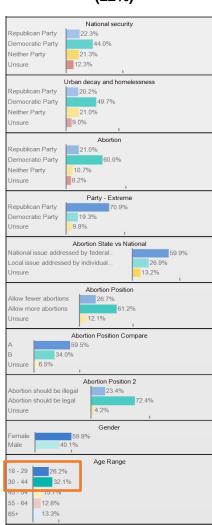


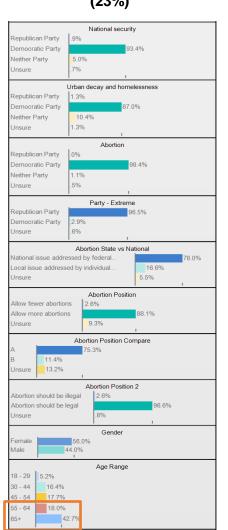
Inflation Dems (22%)

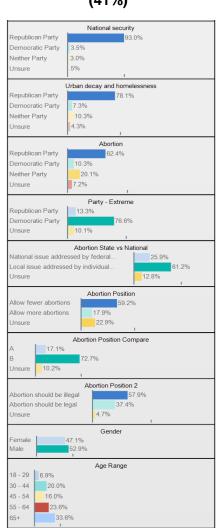
Threats to Democracy Dems (23%)

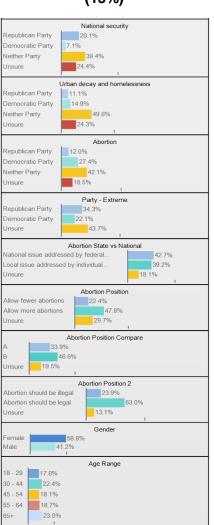


Independents (13%)

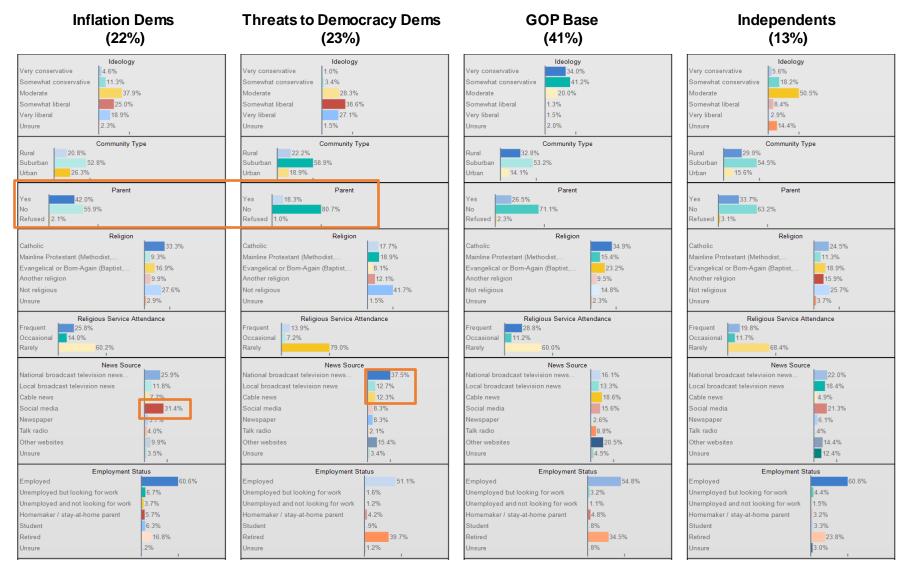




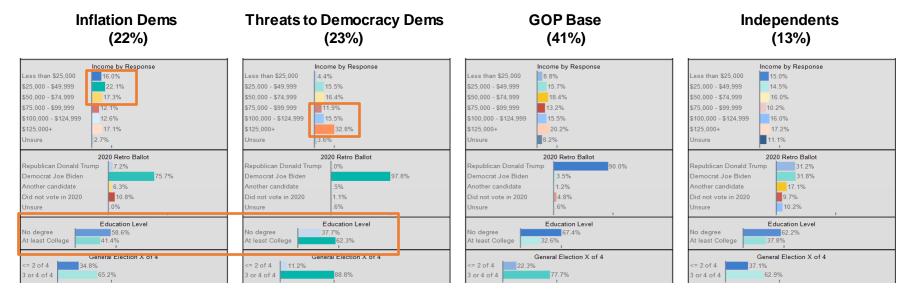








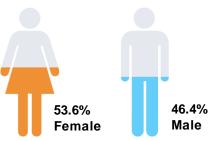




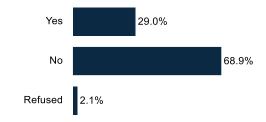


Demographics

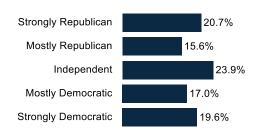
Sex



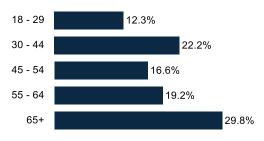
Parent



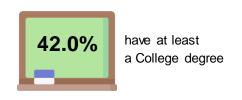
Partisanship



Age Range

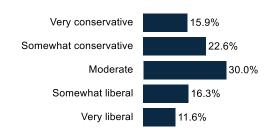


Education



57.4% have no college degree

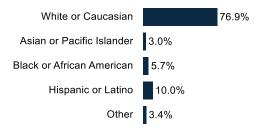
Ideology



Household Income



Race/Ethnicity



Community Type

