



Survey of Likely General Election Voters National Battleground Districts Survey

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



Battleground Districts

District	Incumbent	District	Incumbent	District	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 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 37% Disapprove 55%)
 - 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.

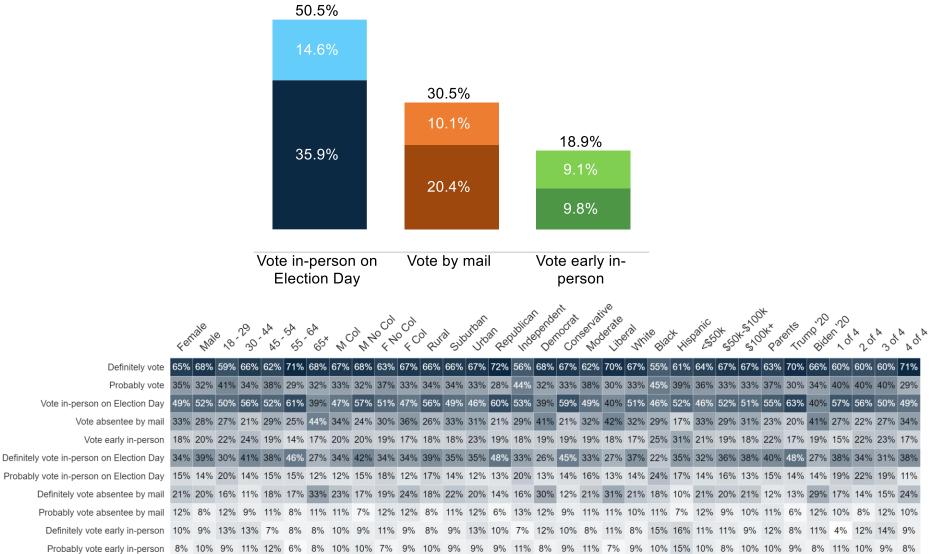


Insights – Segmentation Analysis

- **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. 9in-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.

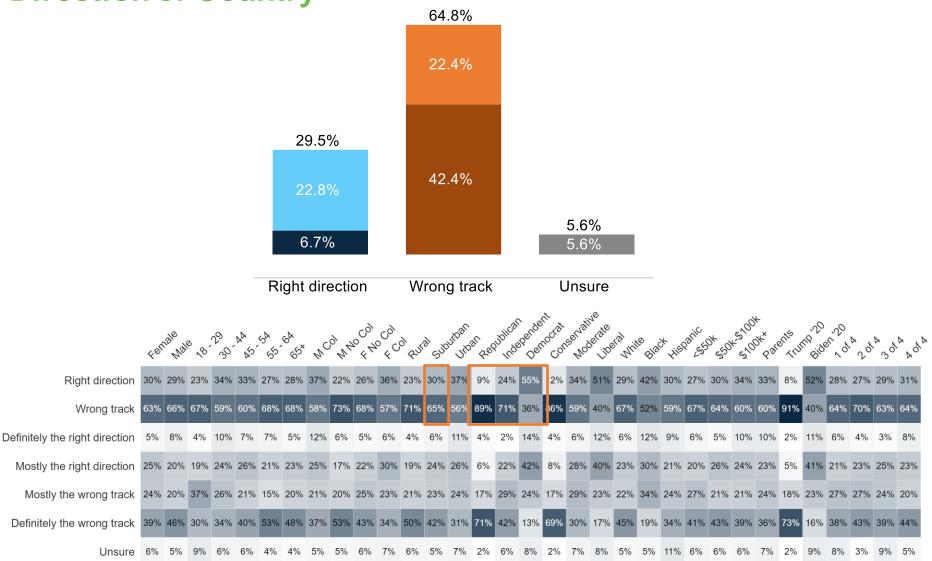


Vote Method





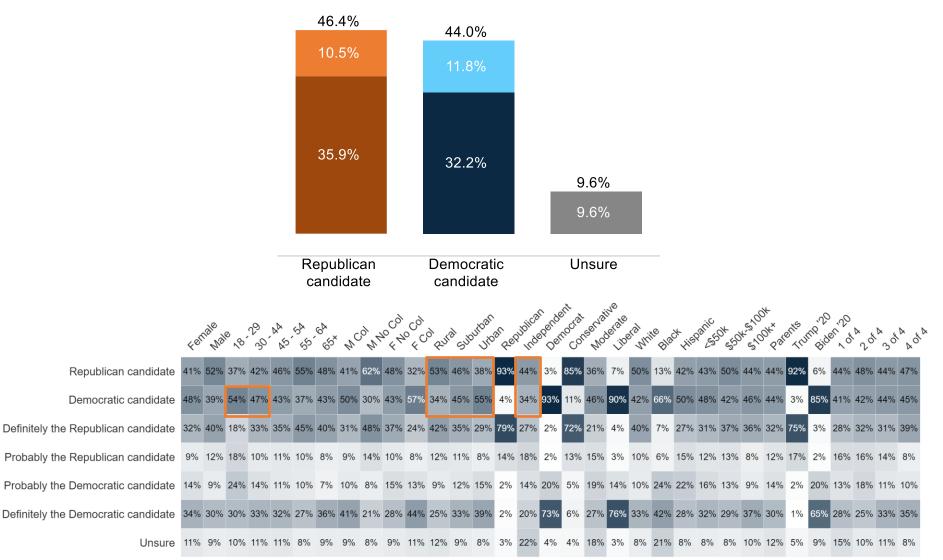
Direction of Country



Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?



Generic Congressional Ballot



If the November 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?



Image Tests

Net Fav

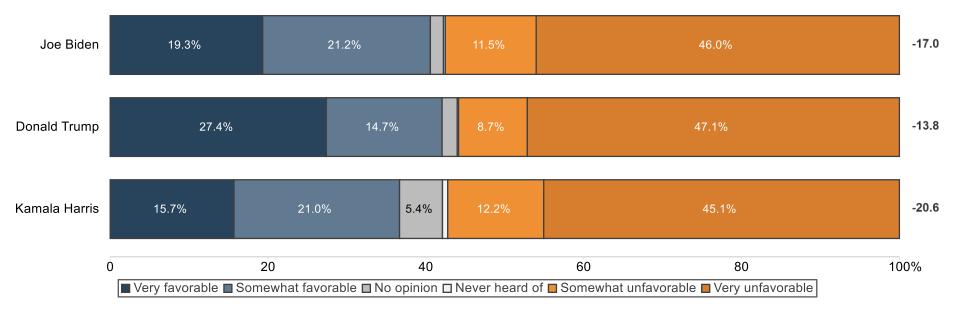




Image Tests Heatmaps

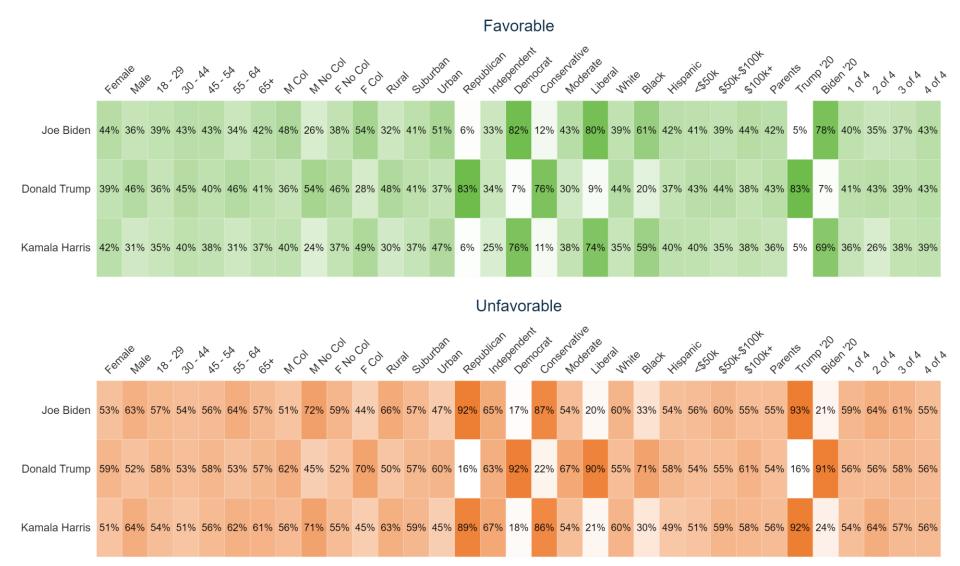
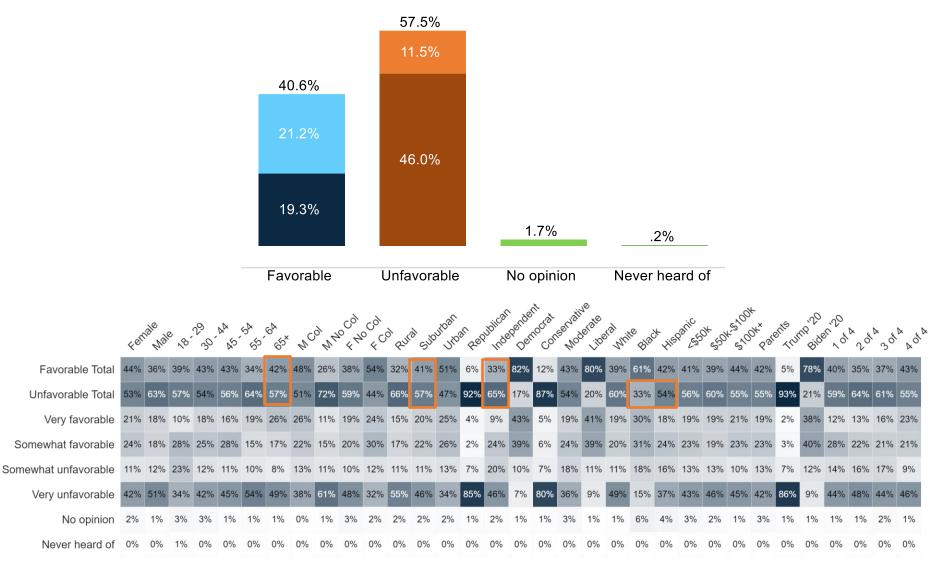




Image: Joe Biden





Do you have a favorable or unfavorable opinion of Joe Biden?

Image: Donald Trump

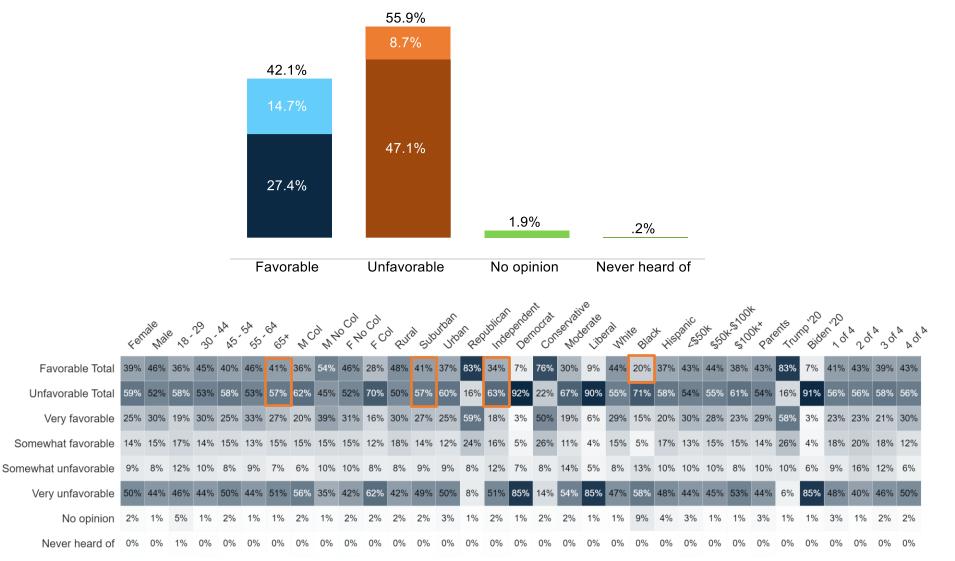
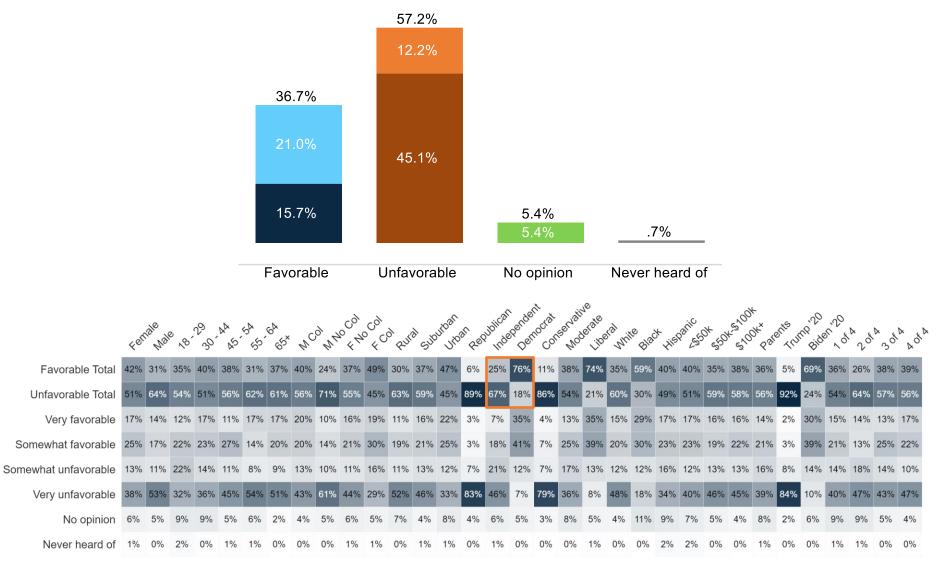


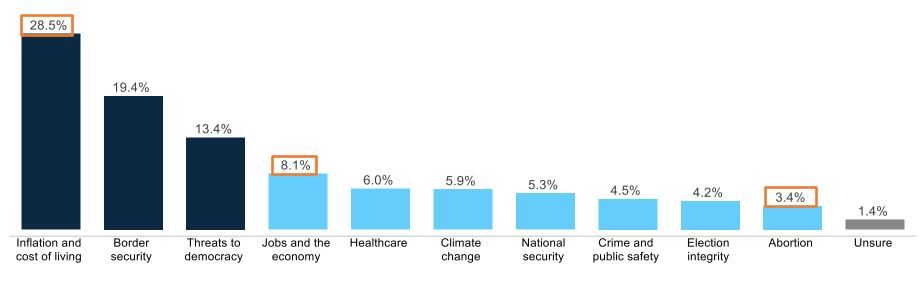


Image: Kamala Harris





Top Priority



	4 er	lale Mal	° , °	r v	AA 45		می مربی	200	0 12	,0 ⁶ 44	ی میر م	D PUT	al Sub	utban Utb	ar per	ublicar	pender Den	Nocrat Con	servatil	lerate	ral whi	le Blac	X HISP	anic	34 550Y	**************************************	- JHX Pare	ants	199 199	,20 ,20	^{له} ر رف	ه _م رم	A
Inflation and cost of living					_								_													_							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%

Which one of the following issues do you believe should be the top priority for Congress?



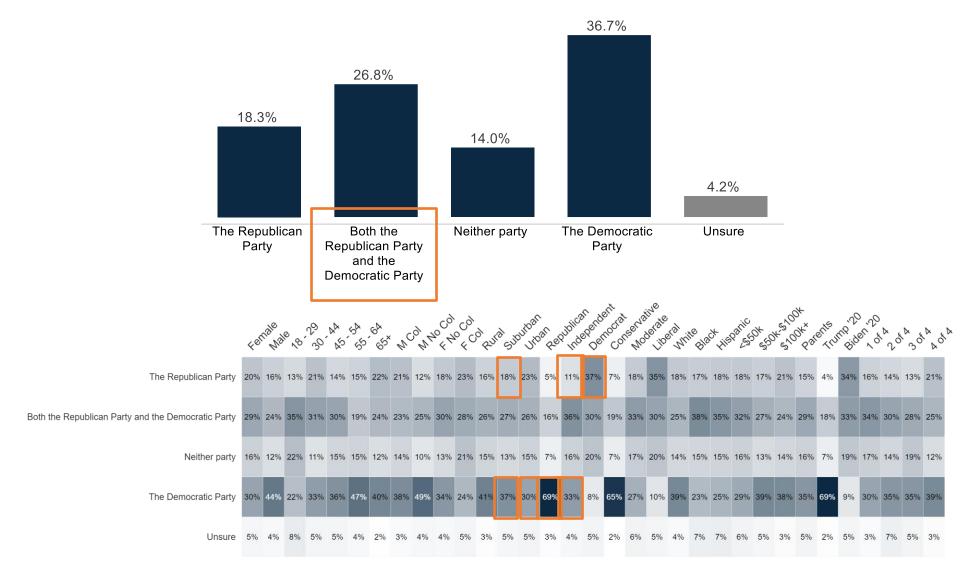
Cause of Crime Verbatim

rise know hs also Wav education criminal prosecute Liberal justice easy access respect accountable work much going imm one ration actions Donal borders caused Sjust eed right e DOI getting bail elieve AS nent enforcer defunding ob bility go sure Pov economic rants Democrats lax ation gov poor mental actually inequality en prosecutors nomy policies system make onsequences parenting system good ac OSS enforcing support rate issues income Democratic drug

In a few words, please describe what you think is the cause of the rising crime seen across the country.



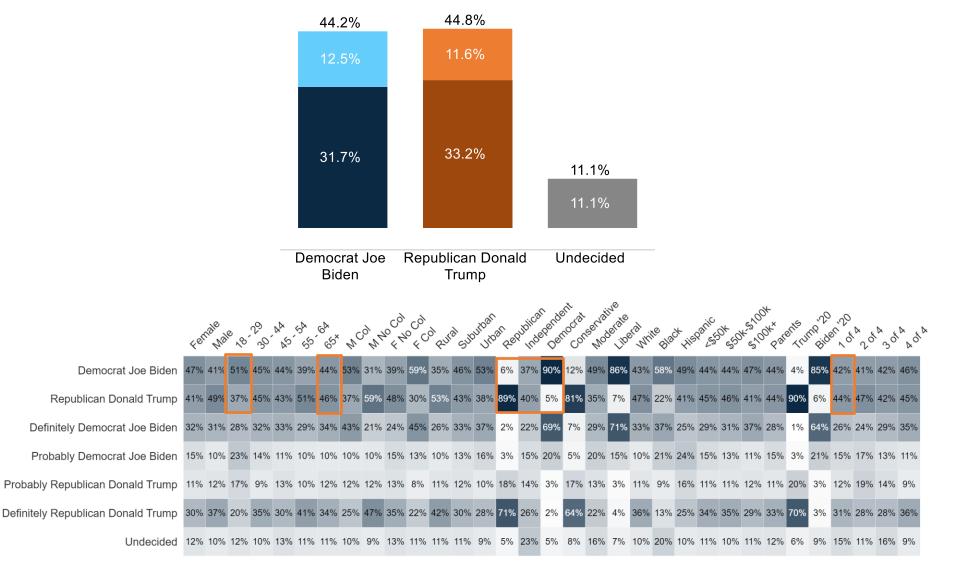
Blame for Crime





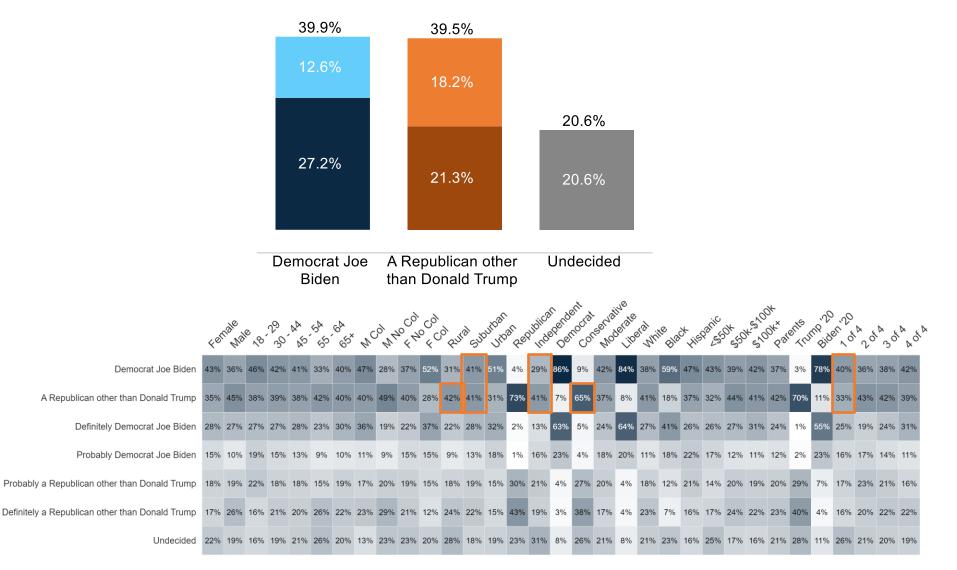
Which political party would you blame for the rising crime seen across the country?

Biden vs. Trump



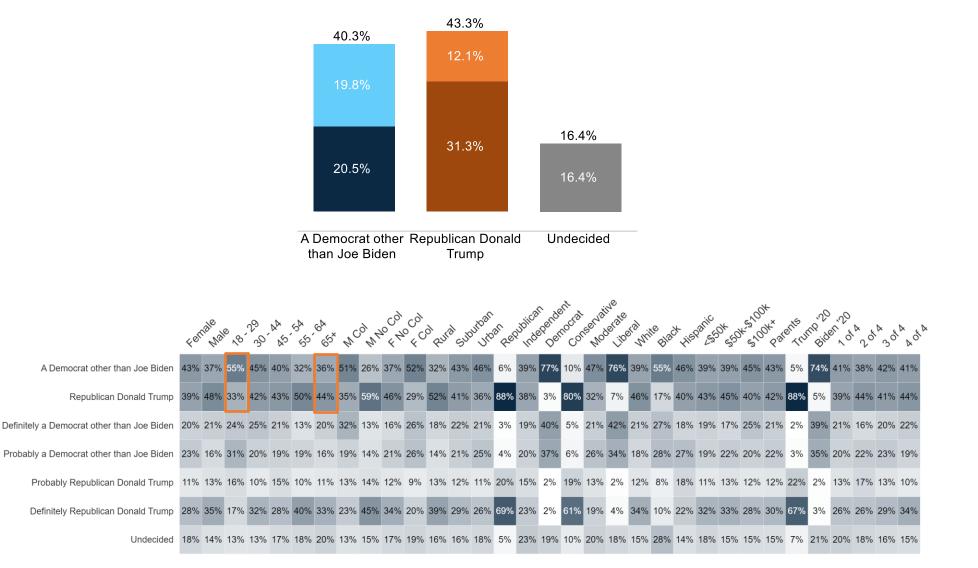


Biden vs. Republican other than Trump



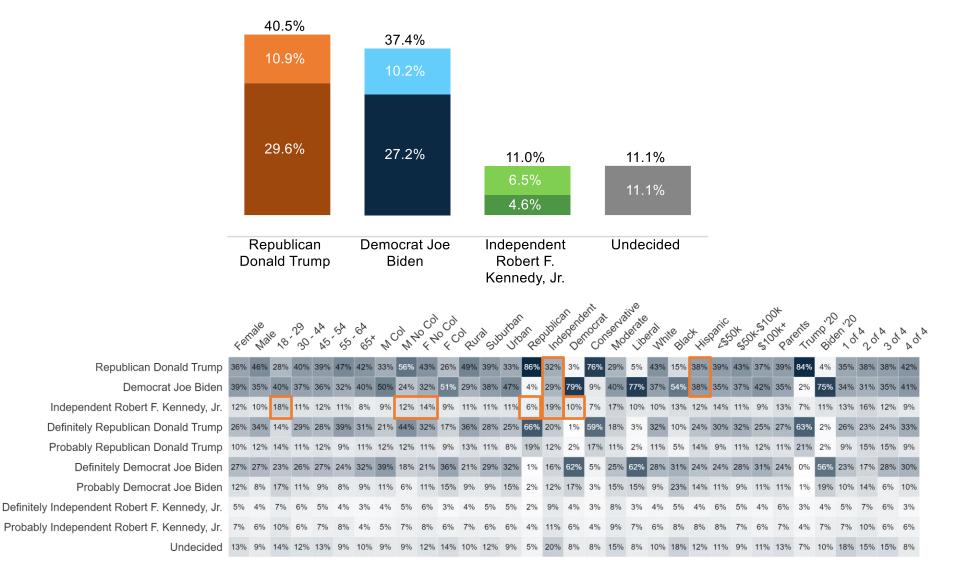


Trump vs. Democrat other than Biden



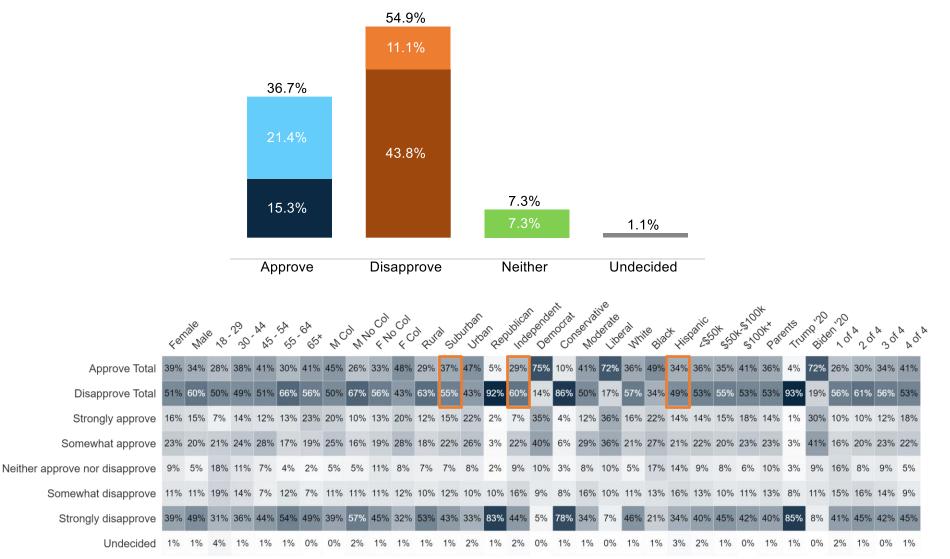


Biden v Trump v Kennedy



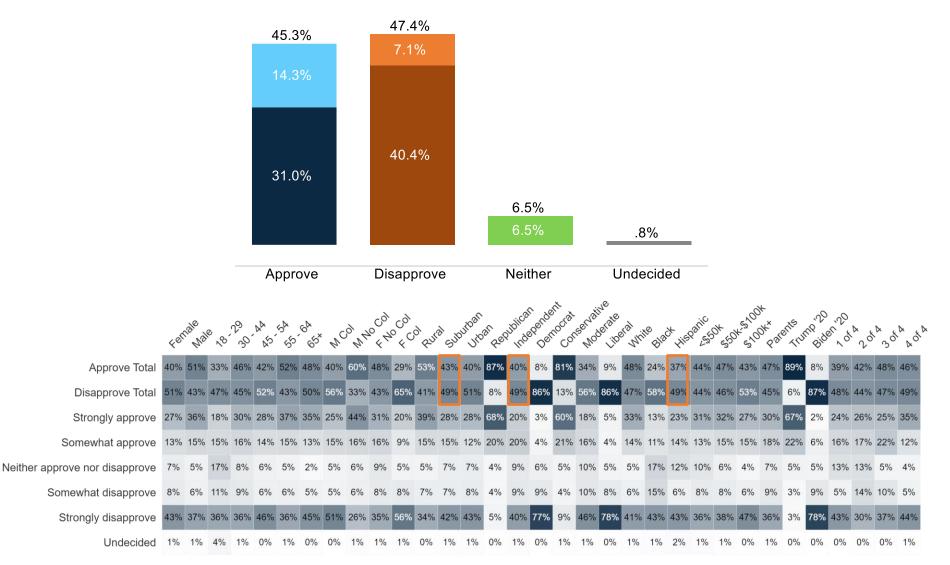


Biden Job Approval





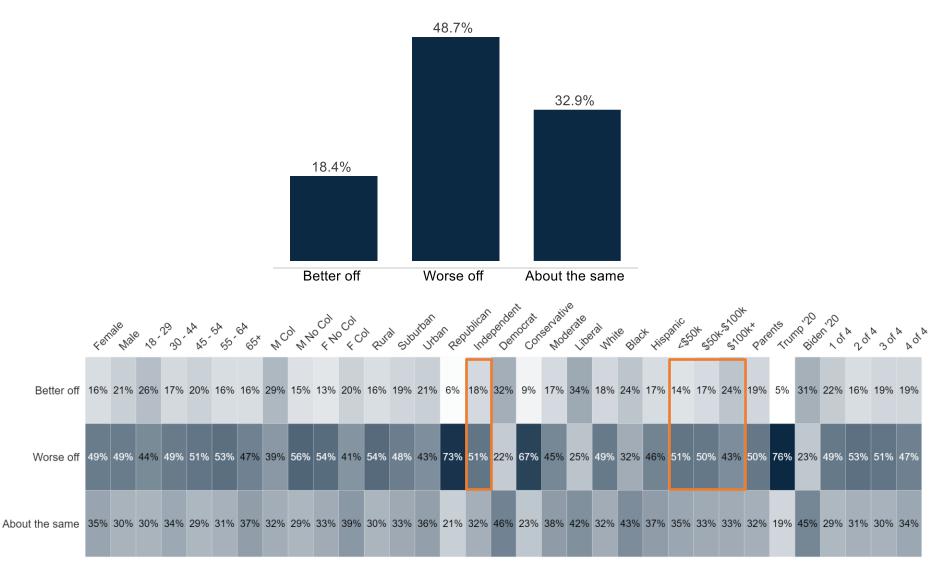
Trump Job Approval







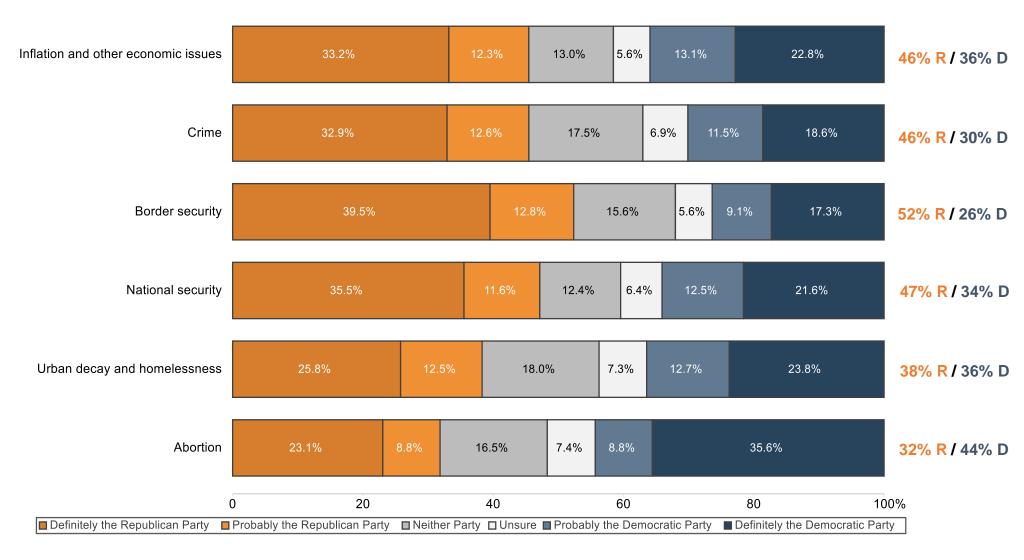
Financially Better or Worse Off



Compared to one year ago, would you say that you are financially better off, worse off, or about the same?

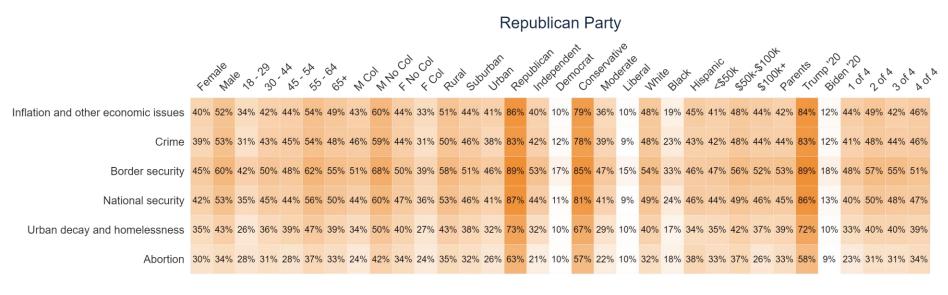


Party Trust





Party Trust Heatmaps



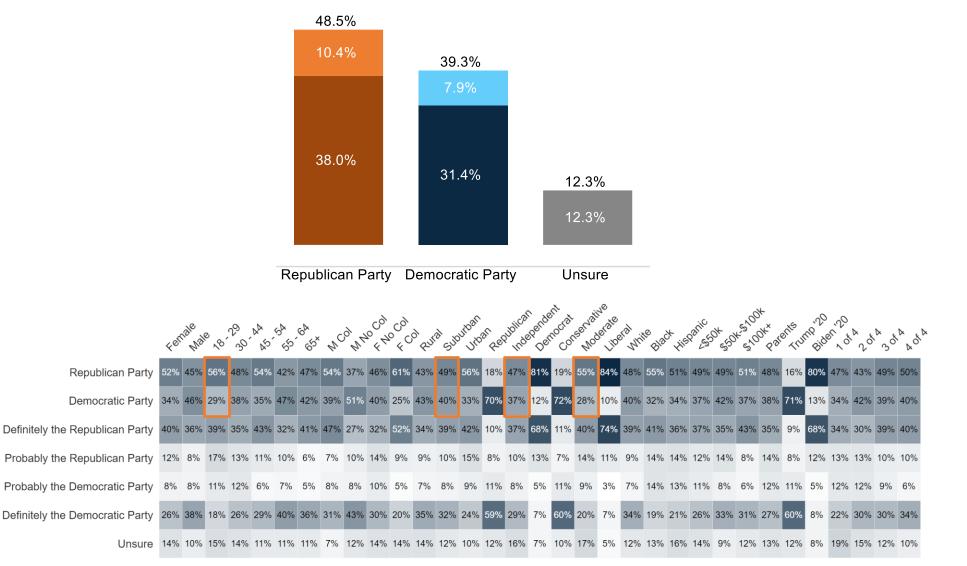
Democratic Party

0

	૬ર્જ	nale	¢, ¢	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	44	نم ^م زرمه (مي مي	20	0,11	,0 ,0 ,4	° ° ¢	,01 P.U	al gut	urban Urb	arper	public?	epende	nocrat	servati Mor	uerate Libe	stal whit	le Bla	³ ^t His	partic	34 50	St. S.	04× 04×	ants Trut	1910 1910	er , o	`^_^	`~	ACA
Inflation and other economic issues	39%	32%	43%	38%	34%	29%	37%	42%	24%	36%	45%	28%	38%	42%	8%	29%	71%	11%	39%	69%	35%	55%	33%	39%	33%	39%	35%	7%	66%	33%	30%	37%	38%
Crime	35%	25%	36%	33%	27%	24%	31%	33%	19%	31%	40%	24%	30%	38%	9%	20%	60%	10%	29%	62%	30%	41%	32%	31%	30%	33%	30%	7%	55%	26%	26%	32%	31%
Border security	31%	21%	34%	27%	28%	20%	27%	28%	15%	28%	36%	21%	27%	34%	6%	15%	56%	9%	23%	56%	26%	34%	33%	29%	26%	27%	25%	6%	48%	28%	23%	26%	28%
National security	36%	31%	35%	33%	33%	28%	38%	44%	21%	32%	43%	26%	36%	39%	7%	25%	69%	11%	34%	69%	34%	44%	33%	32%	33%	39%	32%	6%	63%	30%	28%	31%	37%
Urban decay and homelessness	40%	32%	41%	37%	34%	31%	39%	42%	25%	36%	46%	28%	38%	44%	11%	29%	69%	14%	39%	69%	37%	45%	38%	38%	36%	39%	33%	9%	64%	32%	32%	31%	39%
Abortion	47%	41%	49%	46%	46%	35%	46%	53%	31%	40%	59%	36%	46%	52%	13%	45%	77%	16%	51%	79%	46%	48%	38%	43%	42%	50%	42%	12%	76%	47%	39%	44%	46%



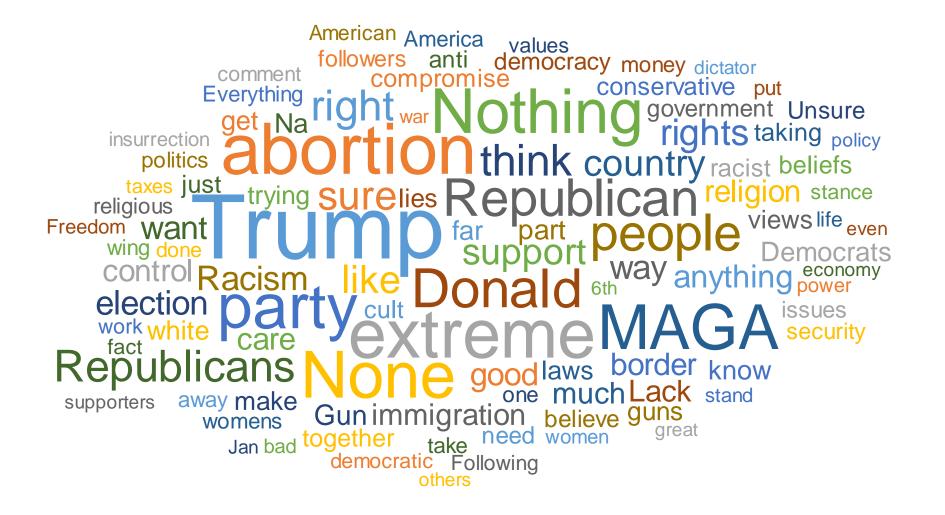
Most Extreme Political Party





Which political party in the United States do you consider to be more extreme?

Republican Extremism Verbatim



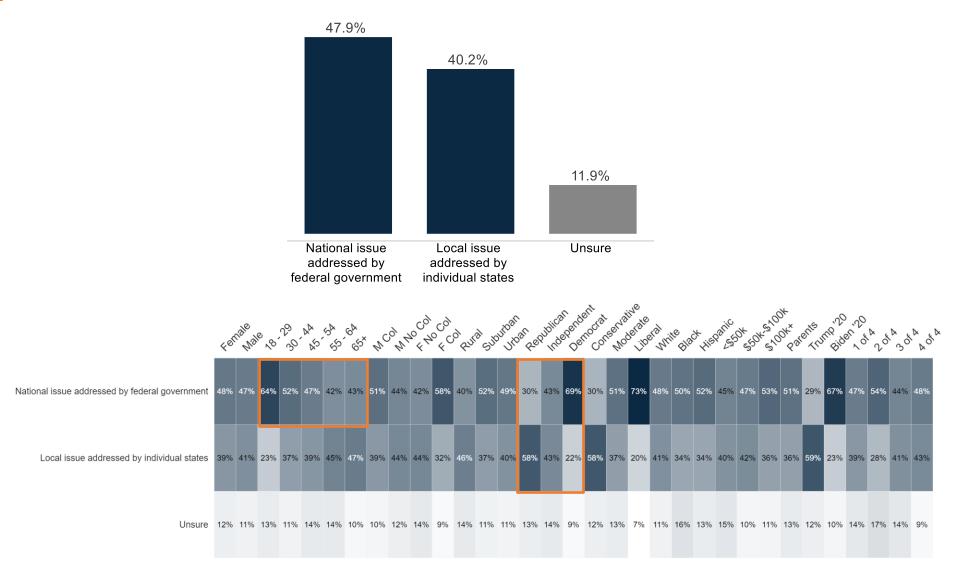


Democratic Extremism Verbatim

police Republican immigration extremely enough racism wing social trying dren right everyone part give culture nsure tax gende awa la **BTO** bad others things need sure needs lack^V Stmany policies socialist lies care one comment American Idk Repu woke allowing citizens illegal free policy help hard agenda SDE Progressives Trump Imate border SM liberals OW socia Joe rights make America economy security good support progressive



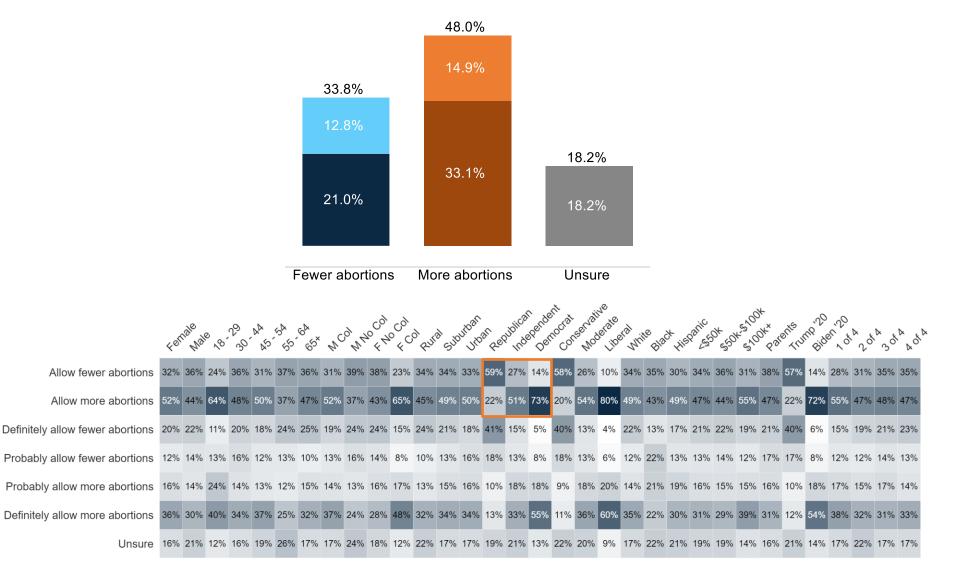
Abortion: State or National?



Would you say the issue of abortion is more of a national issue that should be addressed by the federal government, or a local issue that should be addressed by individual states?



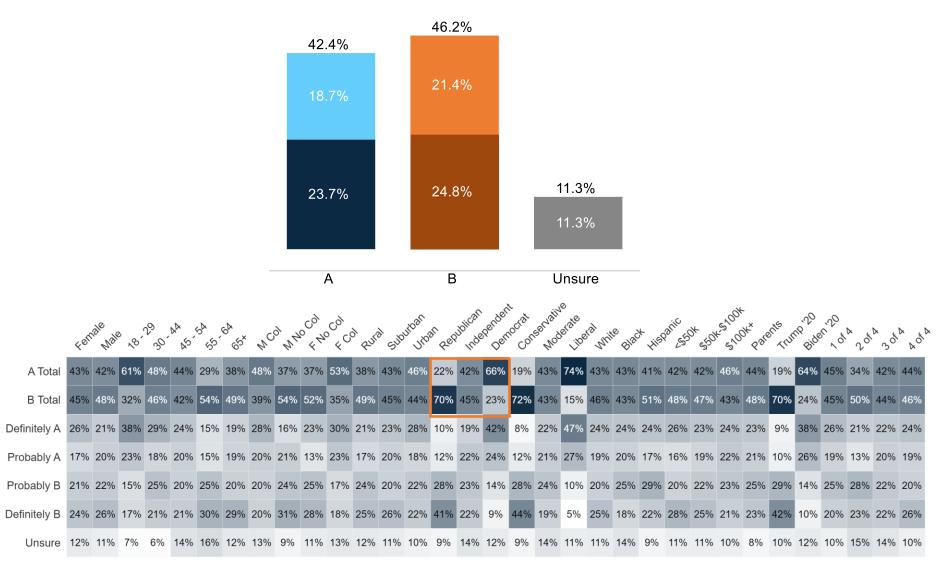
Abortions: Fewer or More?







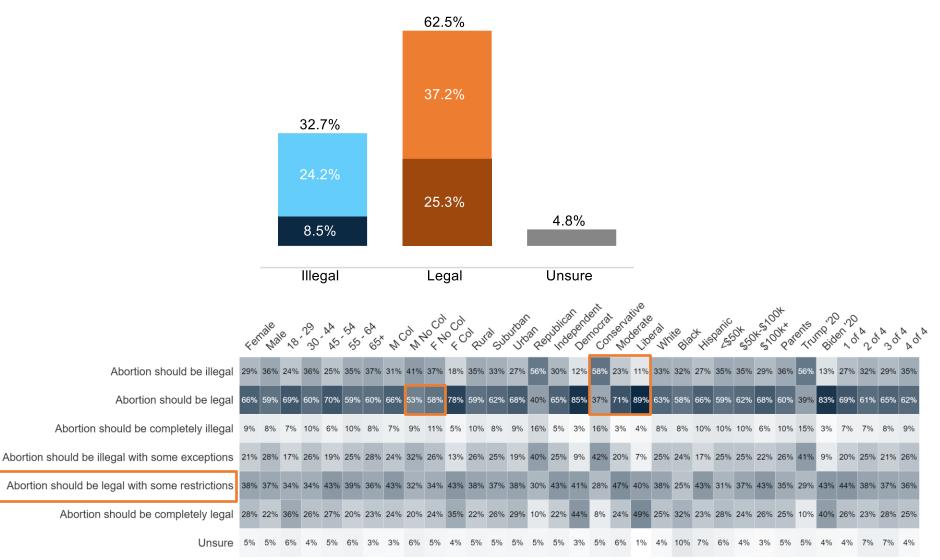
Comparison of Abortion Positions



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

A. There should be no restrictions on abortion, including taxpayer funding for abortions and abortions up until the moment of birth. B. Abortion should not be allowed except in the cases of rape, incest, or the life of the mother. CYGNAL

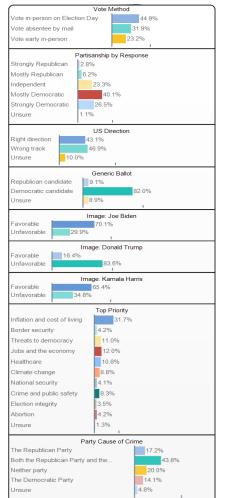
Respondent Abortion Position

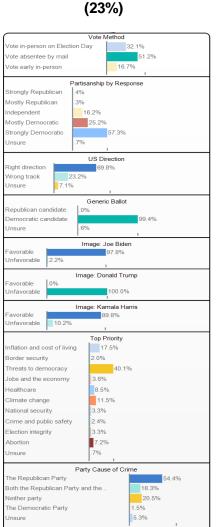




What of the following options most closely describes your position on the issue of abortion?

Inflation Dems (22%)





Threats to Democracy Dems



Vote Method

Partisanship by Response

US Direction

Generic Ballot

Image: Joe Biden

Image: Donald Trump

Image: Kamala Harris

Top Priority

2.2%

7 4%

1.8%

1.1%

7 2%

3 5%

5.6%

1.3%

.8%

Party Cause of Crime

31%

4.2%

1.7%

13.3%

29.1%

40.0%

96.7%

89 1%

97.3%

.4%

92 9%

97 99

29.7%

19.6%

.0%

)%

5.6%

1.5%

1.8%

47.9%

18 7%

17.6%

33.6%

Vote in-person on Election Day

/ote absentee by mail

Vote early in-person

Strongly Republicar

Mostly Republican

Aostly Democratic

Strongly Democratic

Republican candidate

Democratic candidate

ndependent

Right direction

Wrong track

Jnsure

Insure

avorable

avorable

avorable

Infavorable

Border security

-lealthcare

Climate change

National security

Election integrity

Abortion

Insure

Neither party

Insure

3.3%

nflation and cost of living

Threats to democracy

lobs and the economy

Crime and public safety

The Republican Party

The Democratic Party

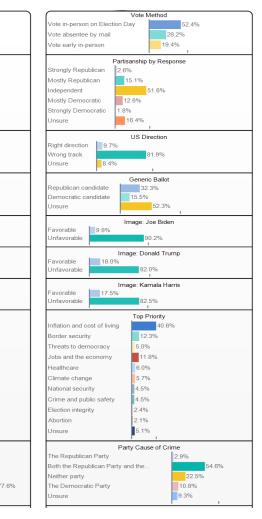
Both the Republican Party and the

Unfavorable

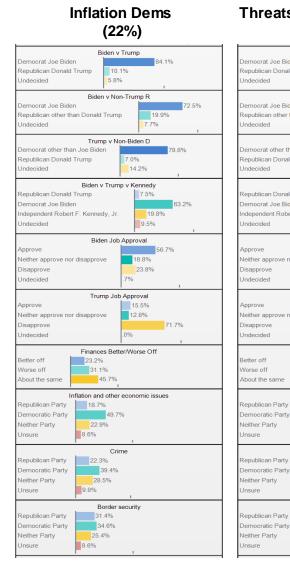
Jnfavorable

Unsure

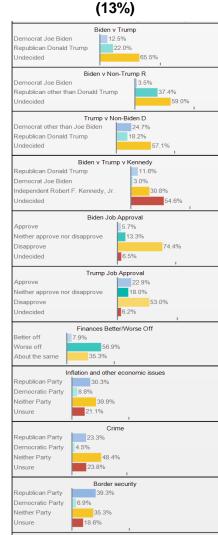
Independents (13%)







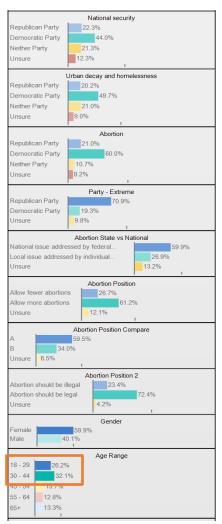
Threats to Democracy Dems GOP Base (23%) (41%) Biden v Trump Biden v Trump emocrat Joe Biden 100.0% Democrat Joe Biden Republican Donald Trump Republican Donald Trump 96 7% 0% Indecided 2.6% Jndecided Biden v Non-Trump R Biden v Non-Trump R Democrat Joe Bider Democrat Joe Biden 8% Republican other than Donald Trump Republican other than Donald Trump .8% Indecided Undecided Trump v Non-Biden D Trump v Non-Biden D Democrat other than Joe Biden Democrat other than Joe Biden 81.0% Republican Donald Trump Republican Donald Trump 19.0% Undecided 2.9% Jndecided Biden v Trump v Kennedy Biden v Trump v Kennedy Republican Donald Trump Republican Donald Trump 91.1% .0% Democrat Joe Biden Democrat Joe Biden Independent Robert F. Kennedy, Jr 1.9% Independent Robert F. Kennedy, Jr. 5.1% 4% Indecided 3.8% Undecided Biden Job Approval Biden Job Approval 95.9% Approve 1.8% Approve Neither approve nor disapprove 2.9% Neither approve nor disapprove 1.6% .2% Disapprove 96.3% Disapprove 0% .3% Undecided Undecided Trump Job Approval Trump Job Approval 94 6% 4% Approve Approve Neither approve nor disapprove .7% Neither approve nor disapprove 2.6% Disapprove 98.9% 2.9% Disapprove 0% Undecided 0% Undecided Finances Better/Worse Off Finances Better/Worse Off Better off 43 4% 5.0% Better off Worse off 8 4% Worse off 47.7% About the same 16.6% Inflation and other economic issues Inflation and other economic issues Republican Party Democratic Party 94 0% 4 0% Neither Party 3.3% Neither Party 5.3% 1.8% Jnsure Jnsure Crime Crime 1.0% Republican Party Democratic Party 79.4% Democratic Party 5.2% 14.7% Neither Party 3.1% Neither Party 1.0% 5.0% Jnsure Jnsure Border security Border security 5.4% Republican Party 94 9% 69.2% Democratic Party Neither Party Neither Party 20.6% 1.1% 4.8% Jnsure .3%

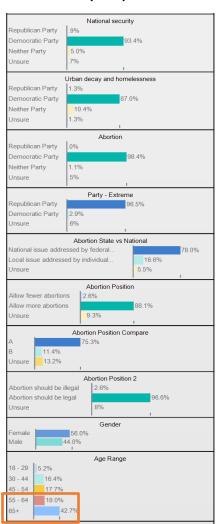


Independents



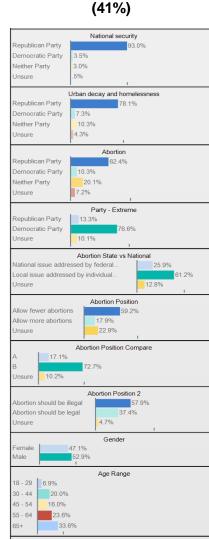
Inflation Dems (22%)





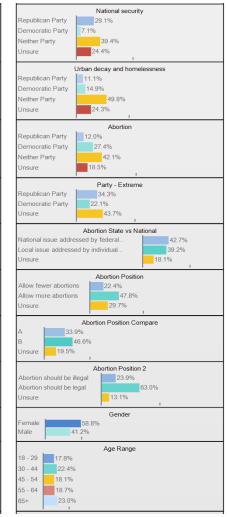
Threats to Democracy Dems

(23%)

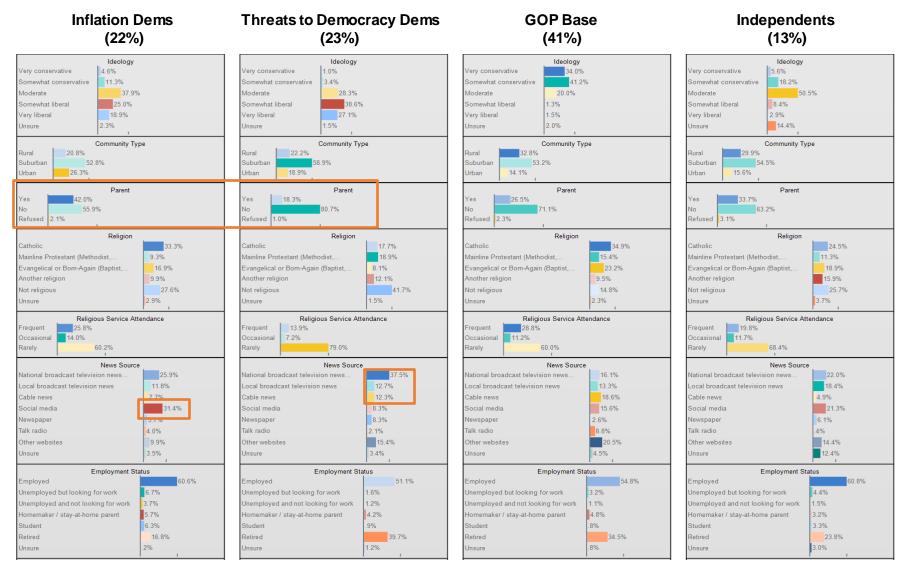


GOP Base

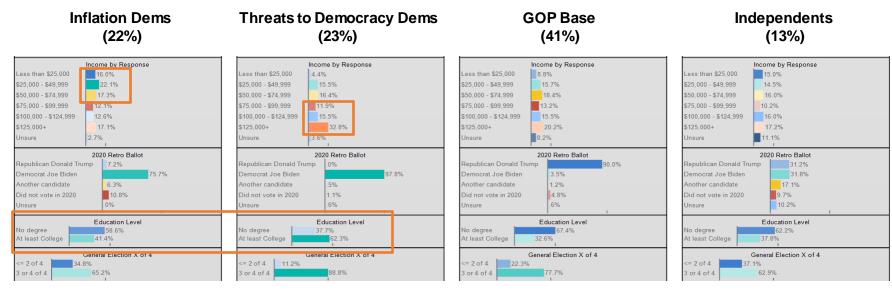
Independents (13%)





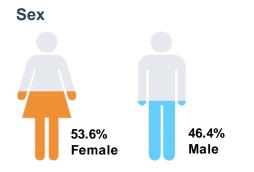




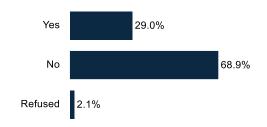




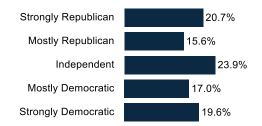
Demographics



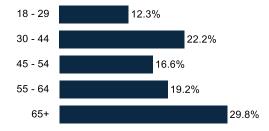
Parent



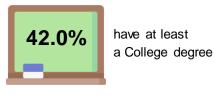
Partisanship



Age Range

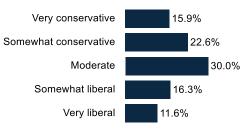


Education



57.4% have no college degree

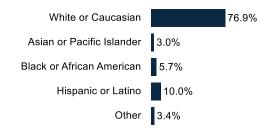
Ideology



Household Income

<\$25k	l0.2%
\$25k-\$50k	6 6 6 (16.9%
\$50k-\$75k	6666 17 .4%
\$75k-\$100k	⑥⑧€ 12.2%
\$100k-\$125k	Section 14.9%
\$125k+	SSS(22.1%

Race/Ethnicity



Community Type

