



December 2024 Omnibus Topline - EXTERNAL
 Survey of N=1,001 voters in the Likely Electorate
 Online sample matched to L2 Voter File
 Field Dates: December 9-12, 2024
 Margin of Error: +/- 3.6 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]

Right direction	30%
Wrong track	60%
Unsure	11%

2. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-16]

	1st Choice	2nd Choice	Combined Choice
Cost of living	24%	17%	41%
Immigration	17%	12%	30%
Jobs and the economy	9%	10%	19%
The state of democracy	9%	7%	16%
Political corruption	8%	10%	18%
Abortion	5%	6%	10%
The environment and climate change	4%	5%	9%
National security	4%	5%	9%
Healthcare	4%	8%	12%
Crime	3%	5%	8%
Gun rights	2%	3%	5%
Taxes	2%	3%	5%
Drug abuse	2%	2%	3%
Infrastructure	1%	1%	2%
Education	1%	2%	3%
Race relations	1%	2%	3%
Something else (Please specify)	4%	2%	5%
Unsure	*%	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]

1. Very favorable 2. Somewhat favorable 3. Heard of, no opinion 4. Somewhat unfavorable 5. Very unfavorable 6. Never heard of

	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
The Republican Party	46%	48%	22%	24%	6%	17%	31%	*%
Donald Trump	48%	50%	34%	14%	2%	9%	42%	*%
JD Vance	39%	44%	24%	15%	13%	11%	33%	5%
Kash Patel	21%	26%	12%	9%	23%	7%	19%	30%
Kamala Harris	45%	51%	28%	18%	3%	9%	42%	*%
Mike Johnson	22%	29%	9%	13%	26%	12%	17%	23%
Pete Hegseth	21%	28%	13%	8%	20%	7%	21%	31%
The Democratic Party	41%	53%	20%	22%	5%	21%	32%	*%
Joe Biden	40%	57%	20%	20%	3%	14%	43%	*%
Hunter Biden	13%	65%	5%	8%	19%	22%	44%	2%

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	16%
Somewhat approve	22%
Somewhat disapprove	14%
Strongly disapprove	44%
Unsure	3%

5. [QTrumpTransitionApproval] Do you approve or disapprove of the way Donald Trump is handling the presidential transition? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT APPROVE	52%
STRONGLY/SOMEWHAT DISAPPROVE	44%
Strongly approve	36%
Somewhat approve	16%
Somewhat disapprove	8%
Strongly disapprove	36%
Unsure	4%

6. [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	31%
GETTING A LOT/LITTLE WORSE	40%
Improving a lot	8%
Improving a little	22%
Staying the same	25%
Getting a little worse	23%
Getting a lot worse	18%
Unsure	4%

7. **[QContrastSocial] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]**
- | | |
|--|-----|
| A bigger problem in our society today is people trying to push their own values on others instead of respecting people's different values and choices. | 65% |
| A bigger problem in our society today is the decline of shared American values. | 35% |
8. **[Q2025Personal] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for you personally?**
- | | |
|----------------|-----|
| Better | 46% |
| Worse | 29% |
| About the same | 20% |
| Unsure | 5% |
9. **[Q2025Country] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for the United States?**
- | | |
|----------------|-----|
| Better | 44% |
| Worse | 36% |
| About the same | 15% |
| Unsure | 5% |

2024 ELECTION QUESTIONS

[Ask if Q2024Vote = 1. Yes]

10. [QHouseVote] How did you vote for the U.S. House of Representatives in the 2024 election? [RANDOMIZE 1-2]

	(n=904)
Voted for the Democratic candidate	49%
Voted for the Republican candidate	48%
Voted for a third party candidate	2%
I did not vote for this office	1%

[Ask if Q2024Vote = 1. Yes]

11. [Q2024Ballot] Who did you vote for in the presidential election? [RANDOMIZE 1-2]

	(n=904)
Donald Trump	50%
Kamala Harris	48%
Someone else	2%
I did not vote for this office	*%

NEXT STEPS FOR DEMOCRATS

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

12. [QHarrisLead] Thinking ahead to the next four years, would you like to see Kamala Harris continue to be the leading voice for Democrats, or do you think it's time for someone new to fill that role?

	(n=442)
Kamala Harris	49%
Someone new	36%
Unsure	15%

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

13. [QDemChange] Following the 2024 election, to what extent do you think the Democratic Party needs to change? [ROTATE SCALE 1-3, 3-1]

	(n=442)
It does not need to change	12%
It needs a major overhaul	40%
It needs minor changes	42%
Unsure	6%

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

14. [QDemSuggest Battery] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed. [RANDOMIZE ROWS] [ROTATE SCALE 1-3, 3-1] [DISPLAY AS GRID]

	1. A lot	2. A little	3. Not at all	4. Unsure
(n=442)				
	1.	2.	3.	4.
	A lot	A little	Not at all	Unsure
Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited	41%	31%	14%	14%
Democrats should generally project a more moderate image	33%	39%	20%	9%
Democrats should nominate outsider candidates who don't sound like traditional politicians	24%	36%	28%	12%
Democrats should focus on winning back younger men by engaging social media influencers and going on podcasts like Joe Rogan's	24%	32%	31%	13%
Democrats should focus less on issues of race and gender identity	25%	29%	37%	9%

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

15. [QDemShould Battery] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance. [RANDOMIZE ROWS] [RANDOMIZE 1-2] [DISPLAY AS GRID]

1. Should 2. Should not 3. Unsure

(n=442)	1. Should	2. Should not	3. Unsure
Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited	70%	13%	17%
Democrats should generally project a more moderate image	67%	18%	15%
Democrats should nominate outsider candidates who don't sound like traditional politicians	53%	23%	24%
Democrats should focus on winning back younger men by engaging social media influencers and going on podcasts like Joe Rogan's	51%	25%	24%
Democrats should focus less on issues of race and gender identity	46%	40%	14%

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

16. [QKamalaWin] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]

	(n=442)
There is nothing Kamala Harris could have done to win the election considering the dissatisfaction there was with Joe Biden and how late she entered the race.	59%
Kamala Harris could have won the election if she campaigned better or promoted better policies.	26%
Unsure	15%

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

17. [QDemContrast] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]

	(n=442)
The Democratic Party should talk less about identity and instead focus on economic issues the working class cares about.	73%
The Democratic Party should put more focus more on promoting anti-racism, LGBTQ rights, and inclusion.	19%
Unsure	9%

[If QPartyID = 2. Democrat or QPartyLeanView = 2. Democrats, Ask]

18. [QHarrisLoss Battery] How big a reason do you think each of the following was for why Kamala Harris lost the election? [RANDOMIZE ROWS] [ROTATE SCALE 1-3, 3-1] [DISPLAY AS GRID, 4 PER PAGE]

	1. A major reason why she lost	2. A minor reason why she lost	3. Not a reason why she lost	4. Unsure
(n=442)	1. A major reason why she lost	2. A minor reason why she lost	3. Not a reason why she lost	4. Unsure
Border security and immigration	41%	31%	20%	8%
The economy and inflation	43%	27%	23%	8%
Kamala Harris entered the race late	39%	30%	26%	6%
Kamala Harris was a woman of color	38%	29%	27%	6%
Kamala Harris did not distance herself from Joe Biden	29%	33%	30%	8%
Joe Biden was unpopular	29%	32%	32%	7%
Kamala Harris's support for positions like transgender surgeries for illegal immigrants in her last presidential campaign	26%	31%	32%	11%
The war in Israel and Gaza	21%	34%	33%	13%
Kamala Harris did not communicate her ideas clearly in interviews and other unscripted settings	24%	27%	42%	7%
Kamala Harris came across as too liberal or progressive	16%	33%	39%	13%
Kamala Harris didn't come across as liberal or progressive enough	11%	21%	55%	14%
Kamala Harris was not an effective campaigner	14%	20%	60%	6%
Kamala Harris did not go on podcasts like Joe Rogan	8%	25%	54%	13%

PARDONS

19. [QPreemptivePardons] There is currently debate about whether President Biden should offer preemptive pardons to members of his Administration to try to protect them from potential prosecution by the incoming Trump administration. These would likely be blanket pardons for unspecified actions.

Should President Biden issue such a preemptive pardon for members of his administration? [RANDOMIZE 1-2]

No	53%
Yes	30%
Unsure	18%

20. [QBidenProsecution] Do you believe the prosecution of Hunter Biden for tax and gun-related crimes was politically motivated? [RANDOMIZE 1-2]

Yes	44%
No	39%
Unsure	17%

21. [QHunterPardon] Joe Biden issued a pardon for all federal crimes his son, Hunter Biden, committed between January 1, 2014 and December 1, 2024. To what extent do you support or oppose Joe Biden issuing this pardon for his son, Hunter? [ROTATE SCALE 1-5, 5-1]

STRONGLY/SOMEWHAT SUPPORT	26%
STRONGLY/SOMEWHAT OPPOSE	58%
Strongly support	15%
Somewhat support	10%
Neither support nor oppose	13%
Somewhat oppose	16%
Strongly oppose	42%
Unsure	3%

IMMIGRATION

- 22. [QLegalImm] How should the number of legal immigrants the US allows in each year change? [ROTATE SCALE 1-5, 5-1]**
- | | |
|--|------------|
| IT SHOULD INCREASE A LOT/LITTLE | 16% |
| IT SHOULD DECREASE A LOT/LITTLE | 51% |
| It should increase a lot | 8% |
| It should increase a little | 8% |
| It should stay the same | 24% |
| It should decrease a little | 14% |
| It should decrease a lot | 37% |
| Unsure | 8% |
- 23. [QIllegalImm] How do you think the United States should deal with immigrants who are currently living in the United States illegally? [ROTATE 1-3, 3-1]**
- | | |
|--|-----|
| Allow them to become citizens if they meet certain requirements | 44% |
| Allow them to become permanent legal residents, but not citizens | 12% |
| Identify and deport them | 38% |
| Do nothing | 1% |
| Unsure | 5% |
- 24. [QMassDeportSupport] To what extent do you support or oppose “mass deportations” of illegal immigrants? [ROTATE SCALE 1-5, 5-1]**
- | | |
|----------------------------------|------------|
| STRONGLY/SOMEWHAT SUPPORT | 47% |
| STRONGLY/SOMEWHAT OPPOSE | 39% |
| Strongly support | 32% |
| Somewhat support | 15% |
| Neither support nor oppose | 10% |
| Somewhat oppose | 14% |
| Strongly oppose | 25% |
| Unsure | 4% |

[Randomize Order Of QDeport Battery And QTrumpDeport Battery]

25. [QDeport Battery] Please indicate if you support each of the following types of people being deported. [RANDOMIZE ROWS] [ROTATE SCALE 1-5, 5-1] DISPLAY AS GRID, 4 PER PAGE]

	1. Strongly support	2. Somewhat support	3. Neither support nor oppose	4. Somewhat oppose	5. Strongly oppose	6. Unsure					
	STRONG./ SOME. SUPPORT	STRONG./ SOME. OPPOSE	1. Strongly support	2. Some. support	3. Neither support nor oppose	4. Some. oppose	5. Strongly oppose	6. Unsure			
An illegal immigrant who has committed additional crimes	74%	19%	65%	9%	5%	3%	16%	2%			
A young man who came into the country illegally this year and is not employed (n=508)	55%	28%	37%	18%	13%	11%	17%	4%			
A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed (n=508)	48%	30%	29%	19%	17%	12%	18%	5%			
A young man who came into the country illegally this year and is employed (n=493)	47%	37%	28%	18%	14%	16%	21%	3%			
Students in the US on visas who openly support Hamas while on campus	43%	33%	30%	13%	18%	11%	22%	7%			
A family of three who came into the country illegally this year, has enrolled their child in school, and are employed (n=493)	39%	42%	24%	15%	15%	17%	25%	4%			
A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family	40%	43%	22%	19%	13%	19%	24%	4%			
A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted “Dreamer” status	33%	49%	18%	15%	14%	16%	33%	4%			
A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens	30%	51%	17%	13%	13%	20%	32%	5%			

26. [QTrumpDeport Battery] Please indicate whether you think Donald Trump supports deporting each of the following types of people. [RANDOMIZE ROWS] [ROTATE SCALE 1-4, 4-1] DISPLAY AS GRID, 3 PER PAGE]

1. Definitely yes 2. Probably yes 3. Probably no 4. Definitely no 5. Unsure

	DEFINITELY/ PROBABLY YES	DEFINITELY/ PROBABLY NO	1. Definitely yes	2. Probably yes	3. Probably no	4. Definitely no	5. Unsure
An illegal immigrant who has committed additional crimes	85%	10%	78%	7%	3%	8%	4%
A young man who came into the country illegally this year and is not employed (n=508)	81%	14%	61%	20%	6%	8%	5%
A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed (n=508)	73%	18%	51%	22%	12%	6%	9%
A young man who came into the country illegally this year and is employed (n=493)	74%	19%	48%	26%	11%	8%	7%
Students in the US on visas who openly support Hamas while on campus	68%	20%	48%	20%	12%	8%	12%
A family of three who came into the country illegally this year, has enrolled their child in school, and are employed (n=493)	70%	22%	43%	27%	13%	9%	8%
A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family	66%	24%	40%	27%	15%	9%	9%
A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted “Dreamer” status	53%	36%	30%	23%	22%	13%	11%
A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens	51%	38%	31%	21%	24%	14%	11%

27. [QNomineeProcess] Which of the following statements do you agree with more, even if neither is exactly right? [RANDOMIZE 1-2]

The Senate's advise and consent role means it is appropriate not to confirm some nominees if they have concerns about them	50%
The Senate should generally confirm a president's nominees because he was elected by the people and therefore has a mandate to choose the people he wants	39%
Unsure	12%

28. [QSenateReject] Which of the following do you think are legitimate reasons for the Senate to reject a president's nominees? Select all that apply.

The nominee.... [RANDOMIZE 1-6] [ALLOW MULTIPLE RESPONSES]

Cannot pass a standard security clearance	68%
Does not know a lot about the field they are being nominated for	57%
Has conflicting business interests	52%
Has acted immorally in their personal life	51%
Does not have relevant work experience	49%
Has views many people disagree with	25%
Something else	1%
There is no reason the Senate should reject a presidential nomination	7%
Unsure	6%

29. [QTrumpHostages] How likely do you think it is that Hamas will release the Israeli and American hostages it holds prior to Donald Trump taking office? [ROTATE SCALE 1-4, 4-1]

VERY/SOMEWHAT LIKELY	30%
NOT THAT/NOT AT ALL LIKELY	50%
Very likely	12%
Somewhat likely	18%
Not that likely	26%
Not at all likely	24%
Unsure	20%

30. [QFire Battery] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies.

When it comes to each of the following agencies, do you think the Trump administration should... [RANDOMIZE ROWS] [ROTATE SCALE 1-4, 4-1] DISPLAY AS GRID]

1. Not fire anyone 2. Keep most positions 3. Eliminate most positions 4. Start fresh 5. Unsure

	1. Not fire anyone	2. Keep most positions	3. Eliminate most positions	4. Start fresh	5. Unsure
Department of Defense (DOD)	22%	28%	13%	23%	13%
Center for Disease Control and Prevention (CDC)	24%	26%	12%	26%	12%
Federal Bureau of Investigation (FBI)	23%	26%	12%	27%	12%
Department of Health and Human Services (HHS)	22%	27%	13%	26%	12%
Department of Justice (DOJ)	20%	25%	15%	27%	13%
Department of Education (DOE)	22%	23%	16%	26%	12%
Department of State (DOS)	18%	25%	16%	25%	17%

31. [QEliminateDOE] To what extent do you support eliminating the Department of Education? [ROTATE SCALE 1-5, 5-1]

STRONGLY/SOMEWHAT SUPPORT	30%
STRONGLY/SOMEWHAT OPPOSE	54%
Strongly support	18%
Somewhat support	12%
Neither support nor oppose	10%
Somewhat oppose	10%
Strongly oppose	44%
Unsure	6%

CORE: DEMOGRAPHICS MODULE

[Do not ask if QAge < 22]

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

	(n=979)
Joe Biden	46%
Donald Trump	45%
Someone else	2%
I did not vote	6%
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
	1.	2.
	Yes	No
YouTube	80%	20%
Facebook	79%	21%
Instagram	51%	49%
TikTok	39%	61%
X (formerly Twitter)	31%	69%
Reddit	30%	70%
Snapchat	28%	72%

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	12%
Sometimes	25%
Rarely	30%
Never	33%

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 1-14]

ABC News	33%
NBC News	30%
CBS News	32%
Fox News	35%
MSNBC	18%
CNN	30%
Newsmax	9%
OAN	3%
Local TV news	46%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	17%
Your local paper, online or in print	20%
Public radio or broadcast news, such as NPR or PBS	15%
Social media (such as YouTube, TikTok, Snapchat)	38%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	16%
Something else (Please specify)	4%
None of these	6%

[Ask Only if Corresponding QSocial item = 1. Yes, have used in the past week]

36. [QSocialComeAcrossNews Battery] How often do you come across information about politics or news on each of the following platforms? [DISPLAY AS GRID] [ROTATE SCALE, RANDOMIZE ROWS]

	1. Multiple times each day	2. Once a day	3. Once a week	4. Once a month	5. Rarely	6. Never	7. Unsure		
	WEEKLY OR MORE	LESS OFTEN	1. Multiple times each day	2. Once a day	3. Once a week	4. Once a month	5. Rarely	6. Never	7. Unsure
X (formerly									
Twitter) (n=306)	82%	17%	43%	22%	17%	4%	8%	5%	1%
TikTok (n=403)	76%	20%	37%	24%	15%	4%	8%	8%	3%
Facebook (n=798)	71%	25%	38%	23%	11%	4%	16%	5%	4%
Instagram (n=498)	63%	34%	28%	20%	15%	6%	21%	7%	3%
Reddit (n=287)	62%	35%	23%	19%	19%	9%	15%	11%	3%
YouTube (n=806)	62%	35%	29%	19%	14%	5%	20%	10%	3%
Snapchat (n=276)	60%	38%	22%	21%	16%	2%	15%	21%	2%

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

Employed full-time	40%
Employed part-time	8%
Freelance, contract, or temporary work	1%
“Gig economy” work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	6%
Full time student	1%
Retired	31%
Something else	5%
Prefer not to say	1%

[Ask if QEmployment = 1-4]

38. [QTypeofWork] Which of the following comes closest to describing the kind of work you do? [RANDOMIZE SCALE 1-3, 3-1]

	(n=497)
White collar worker, like work at a desk or an office	50%
Blue collar worker, like work with my hands or in a factory	24%
Service worker, like work in a store, hospital, or restaurant	22%
Unsure	4%

39. [QMilitaryHH] Has anyone in your household ever served in the United States military? [RANDOMIZE 1-2] [SELECT MULTIPLE]

Yes, I have	11%
Yes, a member of my household has	14%
No	75%
Unsure	1%

40. [QUnionHH] Are you or is anyone in your household a member of a labor union? [RANDOMIZE 1-2] [SELECT MULTIPLE]

Yes, I am	6%
Yes, a member of my household is	6%
No	87%
Unsure	1%

41. [QGunOwner] Do you or does anyone in your household own a firearm? [RANDOMIZE 1-2] [SELECT MULTIPLE]

Yes, I do	24%
Yes, a member of my household does	17%
No	64%
Unsure	2%

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

City	27%
Suburb near a city	45%
Small town not near a city	10%
Rural or country area	19%

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

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

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

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

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

Single, never married	32%
Married	48%
Separated	2%
Divorced	11%
Widowed	6%
Prefer not to say	*%

46. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	23%
Roman Catholic	20%
Just Christian	17%
Agnostic	7%
Jewish	4%
Atheist	4%
Muslim	2%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Buddhist	1%
Hindu	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	*%
Something else (Please specify)	4%
Nothing in particular	15%

[Show Only To QReligionNew = 1. Protestant, 2. Roman Catholic, 3. Mormon 4. Orthodox, 5. Just Christian]

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

	(n=624)
Yes, born-again or evangelical Christian	41%
No, not born-again or evangelical Christian	54%
Unsure	5%

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

At least once a week	23%
Once or twice a month	11%
A few times a year	13%
Usually just for religious holidays	11%
Never	37%
Prefer not to say	4%

CORE: SCREENER MODULE (ASKED AT BEGINNING OF SURVEY)

49. [QRegVote] Are you at least 18 years old and registered to vote?			
Yes			100%
No	TERMINATE		-
Unsure	TERMINATE		-
50. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]			
Technology			4%
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			82%
51. [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			*%
52. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]			
White			77%
Black or African American			13%
Hispanic or Latino			11%
Asian			5%
Native American or Alaska Native			2%
Native Hawaiian or Other Pacific Islander			*%
Other race or ethnicity			*%
53. [QEducation] What is the highest level of education you have completed?			
High school or less			29%
Some college			19%
Associate degree			11%
Bachelor's degree			25%
Graduate degree			15%
Prefer not to say			*%
54. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]			
18-34			20%
35-49			23%
50-64			28%
65+			29%

- 55. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]**
- | | |
|-------------------------|-----|
| States in the Northeast | 17% |
| States in the Midwest | 22% |
| States in the South | 39% |
| States in the West | 23% |
- 56. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]**
- | | |
|-----------------------------------|------------|
| VERY/SOMEWHAT CONSERVATIVE | 38% |
| VERY/SOMEWHAT LIBERAL | 28% |
| Very conservative | 18% |
| Somewhat conservative | 20% |
| Moderate | 32% |
| Somewhat liberal | 13% |
| Very liberal | 15% |
| Unsure | 2% |
- 57. [QIncome] Which range includes your total annual household income from all sources, before taxes?**
- | | |
|---------------------------------|-----|
| Less than \$30,000 per year | 22% |
| \$30,000 to \$49,999 per year | 21% |
| \$50,000 to \$74,999 per year | 16% |
| \$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 | 9% |
| \$200,000 to \$249,999 per year | 3% |
| \$250,000 or more per year | 4% |
| Prefer not to say | *% |
- 58. [QParent] Are you the parent or guardian of one or more children under the age of 18? [RANDOMIZE 1-2]**
- | | |
|-------------------|-----|
| No | 72% |
| Yes | 28% |
| Prefer not to say | *% |
- 59. [Q2024Vote] Did you vote in the November 2024 general election?**
- | | |
|--------|-----|
| Yes | 91% |
| No | 8% |
| Unsure | *% |

CORE: PARTISANSHIP

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

Republican	40%
Democrat	38%
Independent	20%
Member of another party	1%
Unsure	1%

[If QPartyID = 1. Republican, Ask]

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

	(n=389)
Firmly a Republican	79%
Not firmly a Republican	21%

[If QPartyID = 2. Democrat, Ask]

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

	(n=363)
Firmly a Democrat	81%
Not firmly a Democrat	19%

[If QParty=3-5. Independent, Member of another party, or unsure, Ask]

63. [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=249)
Democrats	34%
Republicans	30%
Both equally often	23%
Unsure	13%

[QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	46%
Total Democratic+Democratic-leaning Independents	46%
Total Independent	8%

[If QPartyID = 1. Republican OR QPartyLeanView = 1. Republicans, Ask]

64. [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=458)
Supporter of Donald Trump	61%
Supporter of the Republican Party	33%
I don't support either one	4%
Unsure	2%

METHODOLOGY

The December 2024 Echelon Insights Verified Voter Omnibus was fielded online from December 9-12, 2024 in English among a sample of N=1,001 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, voting history, and 2024 presidential vote. 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 +/- 3.6 percentage points.