



WINNING THE ISSUES NATIONAL SURVEY
1,000 Registered Voters
July 23-25, 2024

In thinking about this year's election for President and Congress, based on a scale of 1 to 9, where 1 is that you will not be voting and 9 is that you will absolutely be voting, how likely are you to vote in that election?

MEAN: 8.38

- 1. Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?**

1. Right Direction	26
2. Don't Know	10
3. Wrong Track	64

- 2. Overall would you say that you approve or disapprove of the job Joe Biden is doing as President?**

1. Approve (GO TO Q2A)	39
2. Don't know (SKIP TO Q3)	7
3. Disapprove (GO TO Q2A)	55

- 2A. (AMONG THOSE WHO APPROVE OR DISAPPROVE ONLY) Would that be strongly (APPROVE/DISAPPROVE) or somewhat (APPROVE/DISAPPROVE)?**

1. Strongly approve	17
2. Somewhat approve	21
3. Don't know	7
4. Somewhat disapprove	17
5. Strongly disapprove	37
TOTAL APPROVE	39
TOTAL DISAPPROVE	55

RESUME WITH ALL

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-4 THEN 5-7, THEN 8-14)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	100	39	56	5
4. Democrats in Congress	100	43	52	4
5. Joe Biden	100	41	57	2
6. Donald Trump	100	42	57	1
7. Kamala Harris	100	46	50	4
8. J.D. Vance	93	33	42	18
9. Gavin Newsom	86	25	42	19
10. Robert F. Kennedy, Jr.	98	35	43	20
11. Andy Beshear	69	18	21	29
12. Gretchen Whitmer	79	25	29	25
13. Josh Shapiro	81	24	26	31
14. Mark Kelly	76	27	22	27

15. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)

1. Education	1
2. Social Security	5
3. Retirement and Investments	*
4. Terrorism	1
5. Health care	4
6. The Economy	18
7. Jobs	1
8. Taxes	2
9. Crime and Safety	4
10. Environment/Climate Change	4
11. National Defense/Foreign Affairs	3
12. National Deficit/Spending	2
13. Energy	*

14. Gas prices	1
15. Immigration	14
16. Inflation	23
17. Abortion	9
18. Prescription Drugs	1
19. Guns	4
20. Other	2
21. Don't know	2

Which party do you have more confidence in to handle each of the following issues - (ROTATE) the Republican Party or the Democratic Party? (ROTATE 16-22)

	REPUBLICAN PARTY	DEMOCRATIC PARTY	DON'T KNOW
16. The Economy	49	39	12
17. Jobs	45	45	10
18. Inflation	49	38	13
19. Education	36	51	13
20. Health care	34	55	11
21. Immigration	53	35	12
22. Taxes	47	42	12

23. If the elections were held today for US Congress in your state, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate?

1. Republican	45
2. Lean Republican	2
3. Undecided	6
4. Lean Democrat	3
5. Democrat	44
TOTAL REPUBLICAN	47
TOTAL DEMOCRAT	47

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ASK Q24, THEN ROTATE Q25-26, THEN ROTATE Q27-29)

	MEAN
24. Your own political ideology	5.43
25. Ideology of Republicans in Congress	6.95
26. Ideology of Democrats in Congress	3.42
27. Ideology of Joe Biden	3.37
28. Ideology of Donald Trump	7.24
29. Ideology of Kamala Harris	3.15

30. Generally speaking, would you say the economy is headed in the right direction, or are things seriously headed off on the wrong track?

1. Right Direction	28
2. Don't Know	13
3. Wrong Track	58

31. Overall would you say that you approve or disapprove of the job Joe Biden is doing in handling the economy?

1. Approve	39
2. Disapprove	55
3. Don't know	6

32. Do you think inflation is getting ... ? (ROTATE 1-2)

1. Better	21
2. Worse	51
3. It is not changing	26
4. Don't know	3

33. Which description comes closest to the personal, economic, and lifestyle impact of inflation? (ROTATE 1-4, 4-1)

1. You have adjusted well with little difficulty	15
2. It has been inconvenient	28
3. It has been difficult	43
4. It has been catastrophic	13
5. Don't know	1

34. Do you believe or not believe the following statement: Government policies under President Biden and Democrats in Congress have caused inflation to increase and prices to go up.

1. Believe	53
2. Do not believe	36
3. Don't know	11

35. While all may be important, what is the most important reason to reduce our national debt? (ROTATE)

1. To ensure our children and grandchildren aren't saddled with debt	18
2. To protect and strengthen government programs for the next generation	17
3. To lessen our dependence on foreign nations like China	13
4. To lower inflation and the rising costs of goods in America	47
5. Don't know	4

36. Do you believe or not believe the following statement? Tariffs will cause prices to go up significantly.

1. Believe	43
2. Do not believe	23
3. Don't know	34

- 37. Do you believe the following statement? Unleashing American energy production from all sources, including nuclear, will slash inflation and power American homes, cars, and factories with reliable, abundant, and affordable energy.**

1. Believe	48
2. Do not believe	23
3. Don't know	29

- 38. Overall, would you say you approve or disapprove of the job Joe Biden is doing in handling foreign policy?**

1. Approve	36
2. Disapprove	54
3. Don't know	9

- 39. Do you believe or not believe the following statement? Universal school choice will improve educational outcomes for our K-12 students.**

1. Believe	43
2. Do not believe	29
3. Don't know	28

- 40. Do you believe or not believe the following statement? The US education system ranks 30th in the world; we need to take steps to increase our standing and not fall behind other countries.**

1. Believe	82
2. Do not believe	9
3. Don't know	8

Now just a few demographic questions for statistical purposes only—

41. In what year were you born?

1. 18-34	23
2. 35-44	18
3. 45-54	18
4. 55-64	20
5. 65+	21

42. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1. Republican	35
2. Democrat	36
3. Independent	26
4. Other	3
5. Don't Know	1

43. If you had to classify yourself, would you say you are very liberal, somewhat liberal, moderate, somewhat conservative or very conservative in your political beliefs?

1. Very Liberal	10
2. Somewhat Liberal	14
3. Moderate	38
4. Somewhat Conservative	22
5. Very Conservative	15
6. Don't Know	1

44. Generally speaking, how do you vote? (ROTATE 1-7, 7-1)

1. Straight Republican	18
2. Mostly Republican	18
3. Slightly more Republican than Democrat	8
4. Split your ticket evenly	7
5. Slightly more Democrat than Republican	9
6. Mostly Democrat	17
7. Straight Democrat	20
8. Don't know	2
TOTAL STRAIGHT/MOSTLY REPUBLICAN	36
TOTAL LIGHTLY MORE REPUBLICAN/DEMOCRAT/SPLIT EVENLY	24
TOTAL STRAIGHT/MOSTLY DEMOCRAT	37

45. Are there children in your household under the age of 18 years old?

1. Yes	27
2. No	73
3. Don't Know	*

46. What is your current marital status?

1. Single, never married	34
2. Married	49
3. Separated	1
4. Divorced	12
5. Widowed	4
6. Don't Know	*

47. What is the annual income of your household before taxes? Is it...

1. Less than 15K	8
2. 15K-30K	11
3. 30K-50K	15
4. 50K-75K	20
5. 75K-100K	17
6. 100-200K	21
7. Over 200K	6
8. Don't Know	2

48. What is your religion?

1. Evangelical Protestant	15
2. Mainline Protestant	14
3. Catholic	27
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	14
7. Other	23
8. Don't Know	4

49. What is your race?

1. Hispanic	14
2. African-American	13
3. Asian	3
4. White	67
5. Other	3
6. Don't Know	-

50. What was the last grade of school that you completed?

1. Did not complete high school	1
2. High school graduate	19
3. Attended college but received no degree	24
4. Associates degree	15
5. College graduate – Bachelors	25
6. Postgraduate study or degree	16

51. Many people consider themselves “living paycheck to paycheck” in terms of their personal financial situations. Do you consider yourself to be in that category?

1. Yes	52
2. No	46
3. Don't know	2

52. For which presidential candidate did you vote in the 2020 election? (ROTATE 1-2, THEN 3)

1. Donald Trump, the Republican candidate	39
2. Joe Biden, the Democratic candidate	48
3. Third party candidate/Other	3
4. Did not vote	10
5. Don't Know	1

53. What is your employment status?

1.	Employed, full time	43
2.	Employed, part-time	10
3.	Unemployed	8
4.	Self-employed	5
5.	Homemaker	5
6.	Student	3
7.	Retired	25
8.	Don't Know	1

54. What type of area do you live in?

1.	Urban	26
2.	Suburban	55
3.	Rural	18

GENDER

1.	Male	48
2.	Female	52

REGION

1.	Northeast	17
2.	South	27
3.	Midwest	21
4.	Plains/Mountains	21
5.	West Coast	14