



WINNING THE ISSUES NATIONAL SURVEY
1250 Votes who voted at the Congressional Level
November 3-5, 2024

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	27
2. Don't Know	11
3. Wrong Track	62

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

1. Approve	39
2. Don't know	5
3. Disapprove	56

3. Overall would you say that you approve or disapprove of the job Kamala Harris is doing as Vice President?

1. Approve	45
2. Don't know	6
3. Disapprove	50

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 4-5 THEN 6-8)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
4. Republicans in Congress	100	42	54	4
5. Democrats in Congress	100	43	53	4
6. Joe Biden	100	40	58	2
7. Donald Trump	100	43	56	1
8. Kamala Harris	100	46	53	1

9. 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	6
3. Retirement and Investments	*
4. Terrorism	1
5. Health care	5
6. The Economy	23
7. Jobs	1
8. Taxes	2
9. Crime and Safety	4
10. Environment/Climate Change	4
11. National Defense/Foreign Affairs	2
12. National Deficit/Spending	2
13. Energy	*
14. Gas prices	1
15. Immigration	13
16. Inflation	17
17. Abortion	10
18. Prescription Drugs	*
19. Guns	2
20. Other	3
21. Don't know	1

Which party do you have more confidence in to handle each of the following issues - (ROTATE) the Republican Party or the Democratic Party? (ROTATE 10-15)

	REPUBLICAN PARTY	DEMOCRATIC PARTY	DON'T KNOW
10. The Economy	52	41	6
11. Jobs	48	45	6
12. Inflation	52	40	8
13. Health care	38	55	8
14. Immigration	57	34	9
15. Taxes	49	43	8

16. For which presidential candidate did you vote? (ROTATE 1-2, THEN 3)

1. Donald Trump, the Republican candidate	50
2. Kamala Harris, the Democratic candidate	48
3. Third party candidate/Other	1
4. Don't Know	1

17. For which candidate did you vote for US Congress from your Congressional district? (ROTATE 1-2, THEN 3)

1. Republican candidate	51
2. Democratic candidate	48
3. Third party candidate/Other	*
4. Don't Know	1

ROTATE Q18-19

18. Overall, in thinking about what you heard from Republican candidates, did this make you more favorable to less favorable to vote for Republican candidates?

1. More favorable	45
2. Less favorable	47
3. Don't Know	8

19. Overall, in thinking about what you heard from Democratic candidates, did this make you more favorable to less favorable to vote for Democratic candidates?

1. More favorable	45
2. Less favorable	47
3. Don't Know	8

NEWS STORIES

On a scale of 1-9 with 1 being not important at all, 3 being somewhat important; 5 being important, 7 being very important and 9 being extremely important, how important is each of the following issues or news stories to you in deciding how you voted: (ROTATE LIST)

	MEAN
20. Trump trials and conviction	5.07
21. Inflation/gas prices/grocery costs	7.22
22. President Biden's economic agenda/Bidenomics	5.67
23. Situation at the border of the US and Mexico	6.52
24. Abortion	6.13
25. Health care and prescription drugs	6.82
26. Crime and safety	7.04
27. Climate change	5.45
28. National deficit	6.43
29. Conflict in Gaza/War between Israel and Hamas/Iran's attack on Israel	5.76
30. Threats to democracy	6.75
31. Funding for foreign conflicts like Ukraine	5.46
32. Project 2025	4.77
33. Tariffs	5.44
34. Cultural issues such as transgender individuals participating in women's sports	4.91
35. January 6/Trump claims about the 2020 election	4.90
36. President Biden's recent comment about garbage	3.97

ROTATE Q37-Q38

37. Which one of these issues or news stories did you hear about *most* from Republican candidates? (ROTATE LIST)

1. Trump trials and conviction	3
2. Inflation/gas prices/grocery costs	20
3. President Biden's economic agenda/Bidenomics	4
4. Situation at the border of the US and Mexico	30
5. Abortion	5
6. Health care and prescription drugs	2
7. Crime and safety	5
8. Climate change	1

9. National deficit	2
10. Conflict in Gaza/War between Israel and Hamas/Iran's attack on Israel	1
11. Threats to democracy	4
12. Funding for foreign conflicts like Ukraine	1
13. Project 2025	5
14. Tariffs	2
15. Cultural issues such as transgender individuals participating in women's sports	2
16. January 6/Trump claims about the 2020 election	4
17. President Biden's recent comment about garbage	3
18. Something else	1
19. Don't know	4

38. Which one of these issues or news stories did you hear about *most* from Democratic candidates? (ROTATE LIST)

1. Trump trials and conviction	6
2. Inflation/gas prices/grocery costs	7
3. President Biden's economic agenda/Bidenomics	3
4. Situation at the border of the US and Mexico	3
5. Abortion	30
6. Health care and prescription drugs	4
7. Crime and safety	2
8. Climate change	2
9. National deficit	*
10. Conflict in Gaza/War between Israel and Hamas/Iran's attack on Israel	1
11. Threats to democracy	17
12. Funding for foreign conflicts like Ukraine	1
13. Project 2025	5
14. Tariffs	*
15. Cultural issues such as transgender individuals participating in women's sports	1
16. January 6/Trump claims about the 2020 election	8
17. President Biden's recent comment about garbage	3
18. Something else	1
19. Don't know	6

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ROTATE LIST Q39, THEN Q40-41, THEN Q42-44)

	MEAN
39. Your own political ideology	5.41
40. Ideology of Republicans in Congress	6.94
41. Ideology of Democrats in Congress	3.27
42. Ideology of Joe Biden	3.29
43. Ideology of Donald Trump	7.17
44. Ideology of Kamala Harris	2.96

45. 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	56
3. Don't know	4

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

1. Better	30
2. Worse	48
3. It is not changing	20
4. Don't know	2

47. While both may be important to you, which of the following should be the priority in education policy? (ROTATE)

1. Dealing with learning loss from the Covid-19 pandemic and boosting student achievement	66
2. Dealing with cultural issues like critical race theory or transgender issues in K-12 schools	25
3. Don't know	9

PRESIDENTIAL ATTRIBUTES

For each of the following attributes, do you think they apply more to (ROTATE) Donald Trump, or Kamala Harris? (ROTATE Q48-51)

48. Can bring needed change

1. Donald Trump	48
2. Kamala Harris	45
3. Don't know	7

49. Cares about people like me

1. Donald Trump	40
2. Kamala Harris	48
3. Don't know	11

50. Will get the economy moving in the right direction

1. Donald Trump	52
2. Kamala Harris	42
3. Don't know	6

Now just a few demographic questions for statistical purposes only—

51. In what year were you born?

1. 18-34	21
2. 35-44	16
3. 45-54	16
4. 55-64	19
5. 65+	28

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

1. Republican	35
2. Democrat	31
3. Independent	32
4. Other	2
5. Don't Know	*

53. 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	8
2. Somewhat Liberal	15
3. Moderate	42
4. Somewhat Conservative	20
5. Very Conservative	15
6. Don't Know	*

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

1. Yes	28
2. No	72
3. Don't Know	*

55. What is your current marital status?

1. Single, never married	30
2. Married	53
3. Separated	1
4. Divorced	11
5. Widowed	5
6. Don't Know	*

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

1. Less than 15K	3
2. 15K-30K	10
3. 30K-50K	16
4. 50K-75K	22
5. 75K-100K	19
6. 100-200K	23
7. Over 200K	6
8. Don't Know	1

57. What is your religion?

1. Evangelical Protestant	14
2. Mainline Protestant	14
3. Catholic	29
4. Jewish	4
5. Mormon	1
6. Atheist/Agnostic	13
7. Other	22
8. Don't Know	3

58. What is your race?

1. Hispanic	12
2. African-American	11
3. Asian	3
4. White	71
5. Other	3
6. Don't Know	*

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

1. Did not complete high school	1
2. High school graduate	14
3. Attended college but received no degree	26
4. Associates degree	16
5. College graduate – Bachelors	24
6. Postgraduate study or degree	19

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

1. Donald Trump, the Republican candidate	44
2. Joe Biden, the Democratic candidate	47
3. Third party candidate/Other	3
4. Did not vote	7
5. Don't Know	*

61. What is your employment status?

1. Employed, full time	44
2. Employed, part-time	9
3. Unemployed	5
4. Self-employed	5
5. Homemaker	6
6. Student	3
7. Retired	29
8. Don't Know	*

62. What type of area do you live in?

1. Urban	25
2. Suburban	55
3. Rural	20

GENDER

1. Male	47
2. Female	53

REGION

1. Northeast	17
2. South	28
3. Midwest	20
4. Plains/Mountains	20
5. West Coast	15