



WINNING THE ISSUES NATIONAL SURVEY
1,000 Registered Voters
September 18-19, 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: 8.33

- 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	13
3. Wrong Track	61

- 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)	54

- 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	14
5. Strongly disapprove	40
TOTAL APPROVE	39
TOTAL DISAPPROVE	54

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

1. Approve (GO TO Q3A)	42
2. Don't know (SKIP TO Q4)	10
3. Disapprove (GO TO Q3A)	48

3A. (AMONG THOSE WHO APPROVE OR DISAPPROVE ONLY) Would that be strongly (APPROVE/DISAPPROVE), or somewhat (APPROVE/DISAPPROVE)?

1. Strongly approve	24
2. Somewhat approve	18
3. Don't know	10
4. Somewhat disapprove	8
5. Strongly disapprove	40
TOTAL APPROVE	42
TOTAL DISAPPROVE	48

RESUME WITH ALL

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	39	54	6
5. Democrats in Congress	100	43	50	6
6. Joe Biden	100	41	57	2
7. Donald Trump	100	43	55	2
8. Kamala Harris	100	46	51	4

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	21
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	11
16. Inflation	22
17. Abortion	9
18. Prescription Drugs	*
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 10-16)

	REPUBLICAN PARTY	DEMOCRATIC PARTY	DON'T KNOW
10. The Economy	50	39	11
11. Jobs	47	43	10
12. Inflation	49	40	11
13. Education	38	50	13
14. Health care	35	51	13
15. Immigration	51	38	11
16. Taxes	48	41	11

17. 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	44
2. Lean Republican	2
3. Undecided	8
4. Lean Democrat	2
5. Democrat	44
TOTAL REPUBLICAN	46
TOTAL DEMOCRAT	46

IDEOLOGY SCALES

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ASK Q18, THEN ROTATE Q19-20, THEN ROTATE Q21-23)

	MEAN
18. Your own political ideology	5.45
19. Ideology of Republicans in Congress	6.81
20. Ideology of Democrats in Congress	3.58
21. Ideology of Joe Biden	3.53
22. Ideology of Donald Trump	6.96
23. Ideology of Kamala Harris	3.33

PRESIDENTIAL ATTRIBUTES

For each of the following attributes, do you think they apply more to (ROTATE) Donald Trump, or Kamala Harris? (ROTATE Q24-27)

24. Can bring needed change

1. Donald Trump	45
2. Kamala Harris	44
3. Don't know	11

25. Cares about people like me

1. Donald Trump	36
2. Kamala Harris	47
3. Don't know	16

26. Will get the economy moving in the right direction

1. Donald Trump	49
2. Kamala Harris	41
3. Don't know	10

27. Will protect freedom

1. Donald Trump	43
2. Kamala Harris	47
3. Don't know	9

28. 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	32
2. Don't Know	13
3. Wrong Track	55

29. 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	54
3. Don't know	7

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

1. Better	28
2. Worse	49
3. It is not changing	20
4. Don't know	3

31. In thinking about your current personal finances – would you say they are (ROTATE) better, worse, or about the same as they were before the Covid-19 pandemic? (ROTATE 1-2)

1. Better	22
2. Worse	42
3. About the same	35
4. Don't know	2

32. Do you believe or not believe the following statement? Government policies under President Biden, Vice President Harris and Democrats in Congress have caused inflation to increase and prices to go up.

1. Believe	54
2. Do not believe	37
3. Don't know	10

33. Do you believe or not believe the following statement? No one making less than \$400,000 a year would see their taxes go up under Kamala Harris' tax plan.

1. Believe	37
2. Do not believe	42
3. Don't know	21

FOREIGN POLICY

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

1. Approve	37
2. Disapprove	52
3. Don't know	11

35. Overall, would you say you approve or disapprove of the job Kamala Harris is doing in handling foreign policy?

1. Approve	38
2. Disapprove	49
3. Don't know	13

EDUCATION

36. Do you believe or not believe the following statement? K-12 education in the US gives students the skills they need to succeed as adults.

1. Believe	41
2. Do not believe	47
3. Don't know	12

37. Do you believe or not believe the following statement? Our current educational system will allow the next generation to have the same quality of life as you had.

1. Believe	30
2. Do not believe	53
3. Don't know	17

- 38. How important is it for the US to have 50% of its students proficient or better in math and reading? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

1. Very important	77
2. Somewhat important	16
3. Somewhat not important	2
4. Not important at all	1
5. Don't know	4
TOTAL IMPORTANT	92
TOTAL NOT IMPORTANT	4

- 39. Do you believe or not believe the following statement? Having 50% of our students proficient or better in math and reading will mean we have an educational system that will allow the next generation to have the same quality of life as you had.**

1. Believe	57
2. Do not believe	21
3. Don't know	22

- 40. 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	65
2. Dealing with cultural issues like critical race theory or transgender issues in K-12 schools	21
3. Don't know	14

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	25
4. Other	2
5. Don't Know	2

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	9
2. Somewhat Liberal	15
3. Moderate	37
4. Somewhat Conservative	22
5. Very Conservative	15
6. Don't Know	2

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

1. Straight Republican	19
2. Mostly Republican	17
3. Slightly more Republican than Democrat	8
4. Split your ticket evenly	7
5. Slightly more Democrat than Republican	7
6. Mostly Democrat	18
7. Straight Democrat	21
8. Don't know	4
TOTAL STRAIGHT/MOSTLY REPUBLICAN	36
TOTAL SLIGHTLY MORE REPUBLICAN/DEMOCRAT/SPLIT EVENLY	22
TOTAL STRAIGHT/MOSTLY DEMOCRAT	39

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

1. Yes	29
2. No	70
3. Don't Know	*

46. What is your current marital status?

1. Single, never married	34
2. Married	46
3. Separated	2
4. Divorced	14
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	16
4. 50K-75K	21
5. 75K-100K	15
6. 100-200K	20
7. Over 200K	7
8. Don't Know	2

48. What is your religion?

1. Evangelical Protestant	17
2. Mainline Protestant	13
3. Catholic	26
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	14
7. Other	21
8. Don't Know	5

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. 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	47
3. Third party candidate/Other	3
4. Did not vote	10
5. Don't Know	1

52. What is your employment status?

1. Employed, full time	44
2. Employed, part-time	9
3. Unemployed	7
4. Self-employed	7
5. Homemaker	7
6. Student	2
7. Retired	23
8. Don't Know	*

53. What type of area do you live in?

1. Urban		28
2. Suburban		54
3. Rural		18

GENDER

1. Male		48
2. Female		52

REGION

1. Northeast		17
2. South		28
3. Midwest		20
4. Plains/Mountains		21
5. West Coast		15